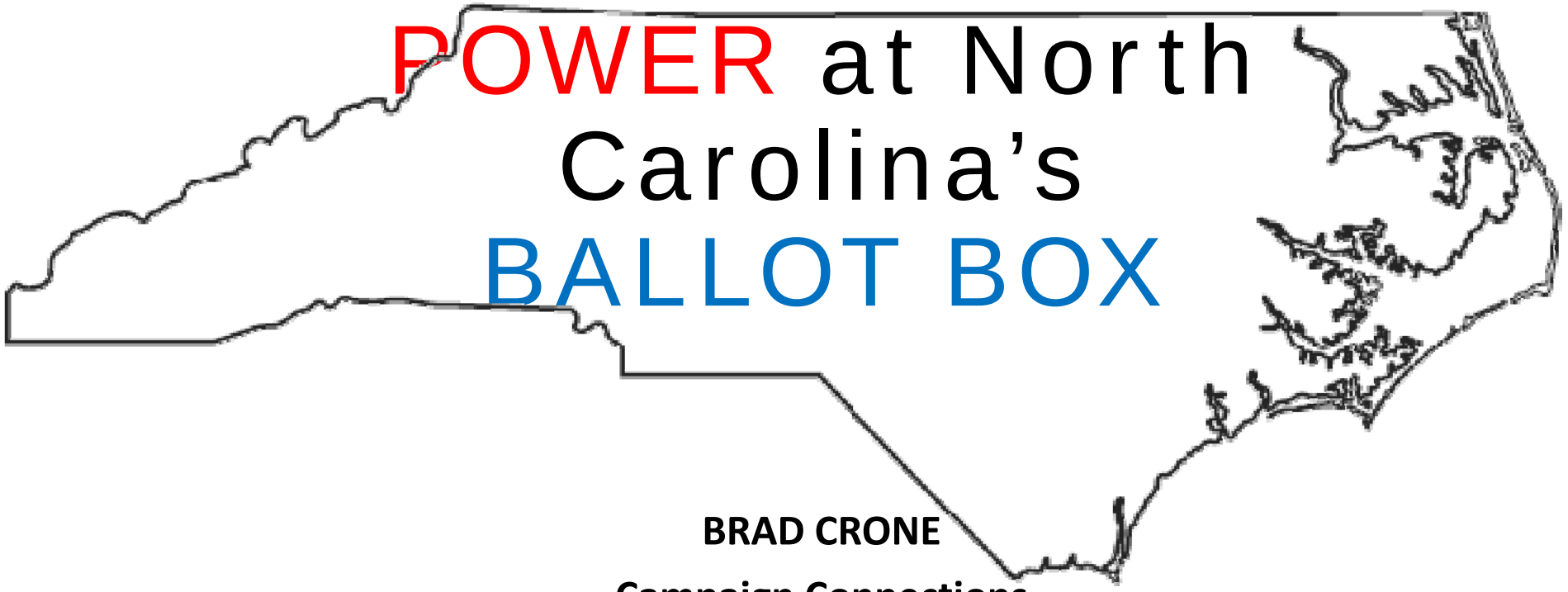
TRANSFORMATIONAL POWER at North Carolina's BALLOT BOX



BRAD CRONE

Campaign Connections

Witnessing History in North Carolina

Sustained growth rates in metropolitan markets for the past 20 years has transformed our state's political complexion

The 2015 Session of the General Assembly made history, it was the first time since our state's creation in 1795 that there were more lawmakers from urban districts than rural districts.

Three television markets now control 74.5% of the total votes cast in a general election.

Numbers You Need to Know

60% 16% 27.35%

60% is the average Unaffiliated vote cast for Democrats & Republicans in 2006,2008, 2010, 2012, 2014. 2016 was averaged at 55% independents voting GOP at federal and state. Source CNN Exit Polls; Election News Service; Associated Press

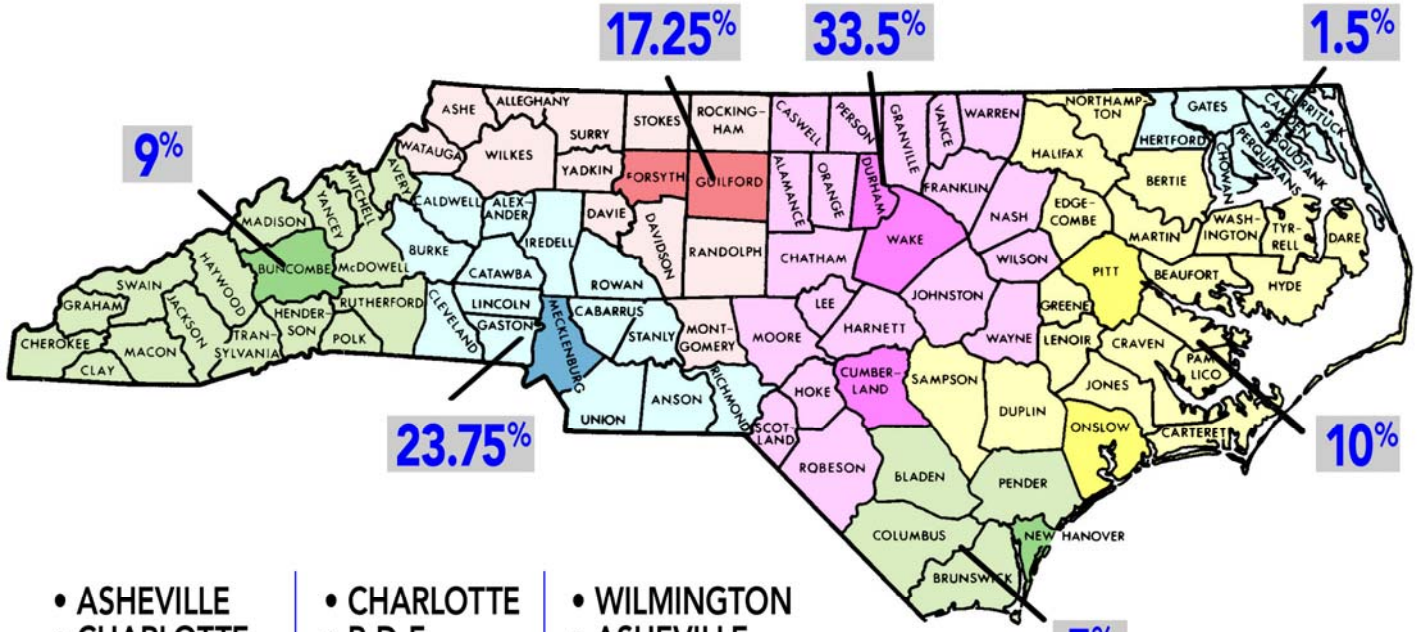
16% aggravated average of Democrat crossover voter for GOP candidates at federal and state level in 2010, 2012, 2014. 2016 performance was 11%.

27.35% was unaffiliated voter performance in 2016; that's up from 22.64% in 2012; the Trump bump (Approximately 200,000 new independent voters performing)

Independents – 200,000 New Trump Voters

- 27.35% of the total votes cast in 2016 were unaffiliated voters, 200k new unaffiliated voters performed in the 2016 Presidential election
- That represents a 05% growth rate from unaffiliated voter performance in the 2012 election cycle
- Breakdown of affiliated voter turnout performance
  - Democrats **68.51%** of all Democrats registered to vote, went to the polls and voted on Tuesday, November 08, 2016
  - Republicans **75.24%** of all Republicans registered to vote, went to the polls and voted on Tuesday, November 08, 2016
  - Independents **63.07%** of all unaffiliated voters registered to vote, went to the polls and voted

TV ADI by Market — Projected General Election Vote %

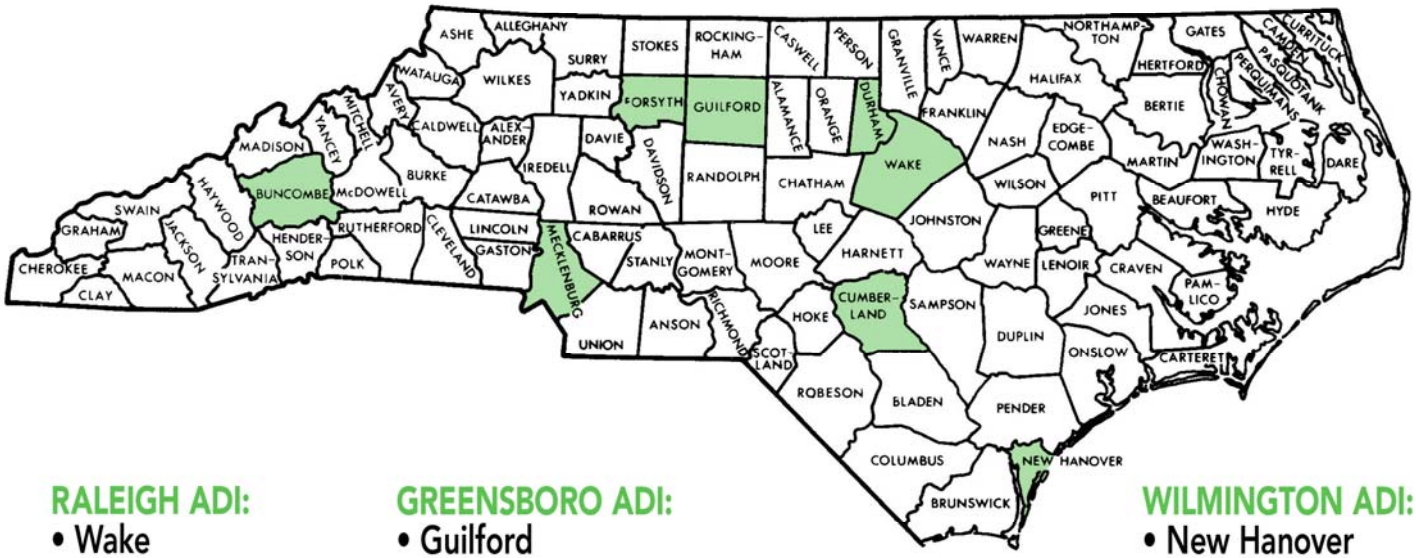


- ASHEVILLE
- CHARLOTTE
- GSO
- RDU
- GREENVILLE
- NORFOLK
- WILMINGTON

- CHARLOTTE
- R-D-F
- G-W/S-HP

- WILMINGTON
- ASHEVILLE
- GREENVILLE/ WASHINGTON/ NEW BERN

Tier One
General Election Counties by Television Markets



RALEIGH ADI:
- Wake
- Durham
- Cumberland

CHARLOTTE ADI:
- Mecklenburg

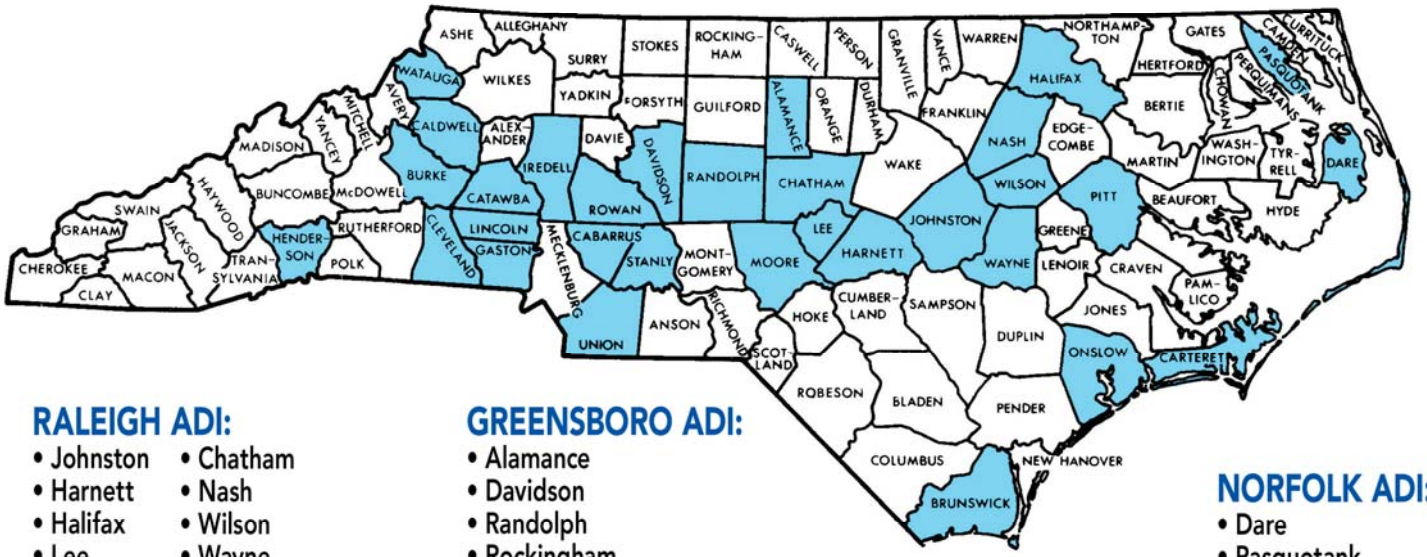
GREENSBORO ADI:
- Guilford
- Forsyth

ASHEVILLE ADI:
- Buncombe

WILMINGTON ADI:
- New Hanover

GREENVILLE/ WASHINGTON/ NEW BERN ADI:

Tier Two
General Election Counties by Television Markets



RALEIGH ADI:
- Johnston
- Harnett
- Halifax
- Lee
- Chatham
- Nash
- Wilson
- Wayne

GREENSBORO ADI:
- Alamance
- Davidson
- Randolph
- Rockingham

NORFOLK ADI:
- Dare
- Pasquotank

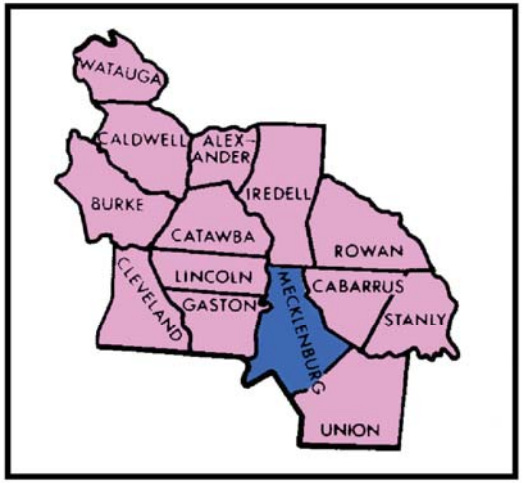
CHARLOTTE ADI:
- Union
- Stanly
- Rowan
- Burke
- Iredell
- Rowan
- Cabarrus
- Caldwell
- Lincoln
- Gaston
- Catawba
- Watauga

ASHEVILLE ADI:
- Henderson

WILMINGTON ADI:
- Brunswick

GREENVILLE/WASHINGTON/NEW BERN ADI:
- Pitt
- Carteret
- Onslow

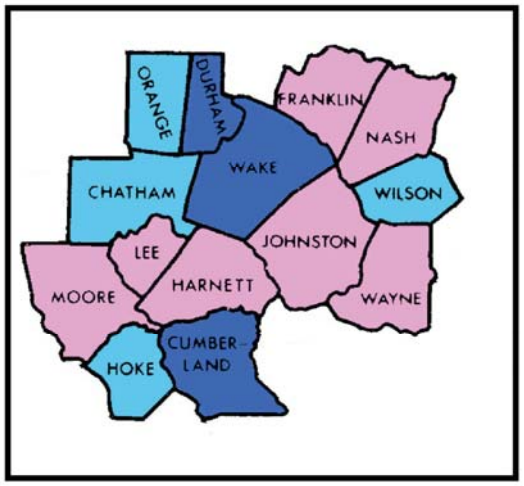
Charlotte ADI 2014 – *Hagan vs. Tillis*



Hagan won metro Mecklenburg by 56K and lost the market by 56K – a 112,000 vote variance.

	TILLIS	%	HAGAN	%
Mecklenburg– Tier 1 Total	100,975	38.06%	156,946	59.16%
Burke	14,203	57.66%	8,837	35.88%
Cabarrus	29,366	56.69%	20,070	38.74%
Caldwell	13,309	63.30%	6,258	29.76%
Catawba	27,445	62.27%	14,295	32.43%
Cleveland	15,534	55.69%	10,977	39.35%
Gaston	33,167	60.55%	19,060	34.80%
Iredell	31,252	61.87%	16,300	32.27%
Lincoln	15,860	66.50%	6,690	28.05%
Rowan	22,230	58.43%	13,532	35.57%
Stanly	12,497	64.97%	5,431	28.23%
Union	37,601	63.84%	19,057	32.36%
Watauga	8,232	48.51%	7,831	46.15%
Tier 2 Total	260,696	60.39%	148,338	34.36%
CHARLOTTE TOTAL	361,671	51.89%	305,284	43.80%

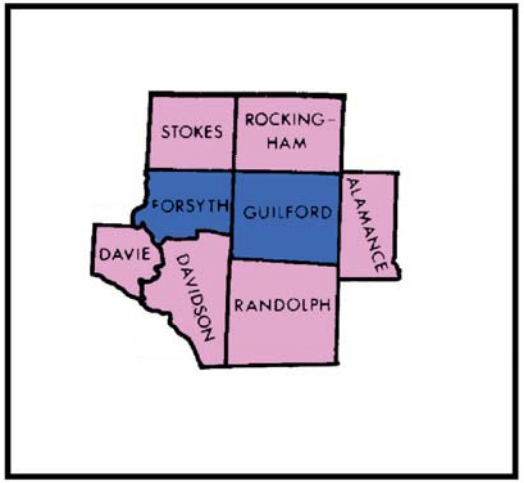
Raleigh/Durham/Fayetteville ADI 2014 – *Hagan vs. Tillis*



Hagan won metro counties – race was a toss-up in suburban counties.

	TILLIS	%	HAGAN	%
Cumberland	30,902	40.62%	42,620	56.02%
Durham	19,828	21.24%	71,508	76.62%
Wake	136,236	41.74%	180,033	55.15%
Tier 1 Total	186,966	37.71%	294,161	59.33%
Chatham	11,921	42.94%	14,994	54.00%
Harnett	15,419	56.83%	10,565	38.94%
Johnston	30,520	61.15%	17,235	34.53%
Lee	7,959	50.71%	6,966	44.39%
Moore	20,473	62.23%	11,333	34.45%
Nash	16,869	49.31%	16,325	47.72%
Wayne	17,865	54.21%	14,009	42.51%
Wilson	11,750	45.62%	13,325	51.74%
Tier 2 Total	132,776	53.90%	104,752	42.53%
Franklin	9,765	49.16%	9,131	45.97%
Hoke	4,015	38.67%	5,970	57.50%
Orange	12,779	24.19%	38,705	73.27%
Tier 3 Total	26,559	31.97%	53,806	64.77%
RALEIGH TOTAL	346,301	41.96%	452,719	54.86%

Greensboro/Winston-Salem ADI 2014 – *Hagan vs. Tillis*

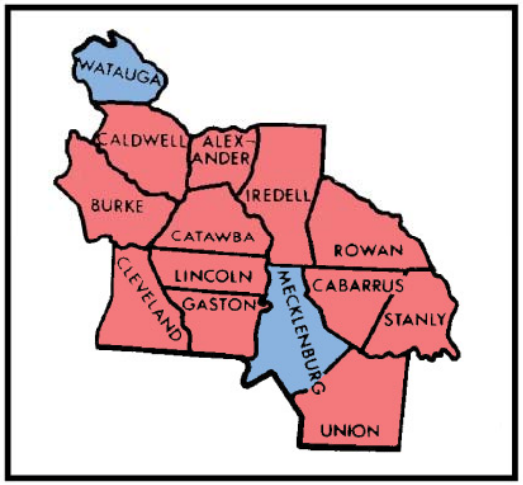


Hagan won metro counties but lost GSO ADI by 30,000 votes.

	TILLIS	%	HAGAN	%
Forsyth	49,559	45.55%	56,008	51.47%
Guilford	68,805	41.91%	91,228	55.57%
Tier 1 Total	118,364	43.36%	147,236	53.94%
Alamance	24,380	55.00%	18,145	40.93%
Davidson	29,274	68.06%	11,862	27.58%
Randolph	26,899	73.16%	8,198	22.30%
Rockingham	15,990	56.88%	10,555	37.54%
Tier 2 Total	96,543	63.42%	48,760	32.03%
Davie	9,521	68.58%	3,745	26.98%
Stokes	9,503	66.92%	3,752	26.42%
Tier 3 Total	19,024	67.74%	7,497	26.70%
GREENSBORO TOTAL	233,931	51.61%	203,493	44.89%

Charlotte ADI TV Market:

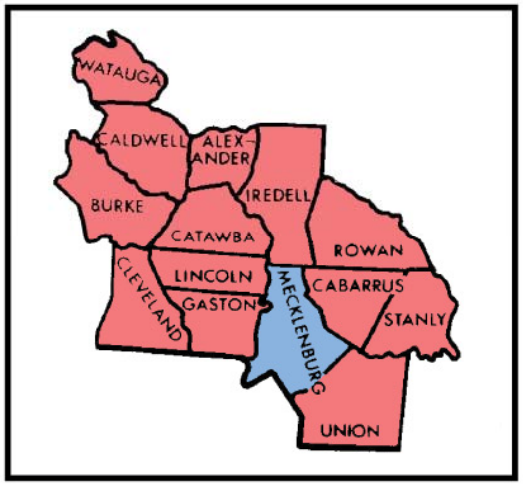
2016 Presidential TRUMP vs. CLINTON



COUNTIES	TRUMP	%	CLINTON	%
Mecklenburg	154,303	32.90%	292,258	62.31%
SUBTOTAL	154,303	32.90%	**292,258**	**62.31%**
Burke	25,987	67.44%	11,132	28.89%
Cabarrus	53,224	57.76%	35,048	38.03%
Caldwell	26,499	73.27%	8,403	23.23%
Catawba	48,062	66.85%	21,050	29.28%
Cleveland	28,394	63.79%	14,896	33.46%
Gaston	61,467	64.11%	30,982	32.31%
Iredell	54,164	66.38%	24,441	29.96%
Lincoln	28,653	72.00%	9,836	24.72%
Rowan	42,388	66.54%	19,208	30.15%
Stanly	21,788	73.51%	7,008	23.64%
Union	66,265	63.17%	34,051	32.46%
Watauga	13,521	45.74%	13,953	47.20%
SUBTOTAL	**470,412**	**64.59%**	230,008	31.58%
TOTAL	**620,715**	**54%**	522,266	45%

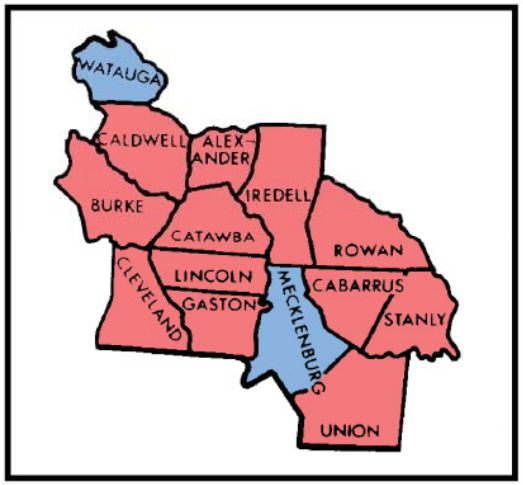
Charlotte ADI TV Market:

2016 US Senate
BURR vs. ROSS



	BURR	%	ROSS	%
COUNTIES				
Mecklenburg	171,794	37.04%	275,026	59.29%
SUBTOTAL	171,794	37.04%	275,026	59.29%
Burke	24,936	65.56%	11,361	29.87%
Cabarrus	53,127	58.21%	33,823	37.06%
Caldwell	25,422	71.07%	8,511	23.79%
Catawba	46,968	66.16%	20,586	29.00%
Cleveland	27,402	62.33%	14,962	34.03%
Gaston	59,978	63.31%	30,397	32.09%
Iredell	52,502	65.13%	23,913	29.67%
Lincoln	27,726	70.44%	9,745	24.76%
Rowan	40,814	64.75%	19,027	30.19%
Stanly	20,658	70.33%	7,172	24.42%
Union	67,420	65.06%	31,854	30.74%
Watauga	14,071	48.34%	13,651	46.89%
SUBTOTAL	461,024	64.04%	225,002	31.26%
TOTAL	632,818	55%	500,028	44%

Charlotte ADI TV Market:

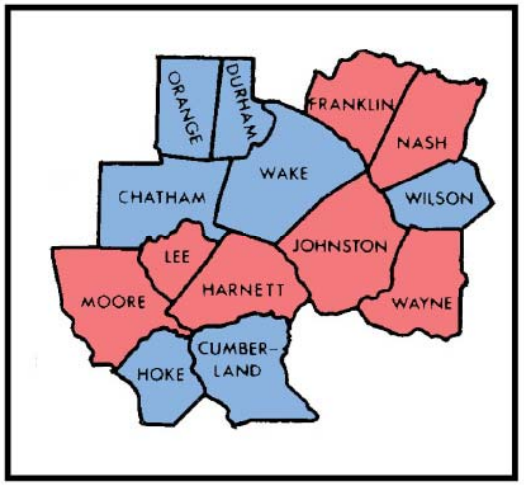


2016 NC Governor McCRORY vs. COOPER

COUNTIES	McCRORY	%	COOPER	%
Mecklenburg	159,217	34.17%	294,880	63.29%
SUBTOTAL	159,217	34.17%	294,880	63.29%
Burke	24,310	63.21%	13,284	34.54%
Cabarrus	51,960	56.62%	37,422	40.78%
Caldwell	25,070	69.63%	10,019	27.83%
Catawba	46,031	64.46%	23,582	33.02%
Cleveland	27,463	62.07%	16,046	36.27%
Gaston	59,703	62.63%	33,495	35.14%
Iredell	50,358	62.19%	28,244	34.88%
Lincoln	27,410	69.17%	11,269	28.44%
Rowan	40,422	63.74%	21,397	33.74%
Stanly	20,893	70.71%	8,062	27.29%
Union	66,292	63.58%	35,615	34.16%
Watauga	12,905	44.00%	15,436	52.63%
SUBTOTAL	452,817	62.51%	253,871	35.05%
TOTAL	612,034	52%	548,751	47%

Raleigh ADI TV Market:

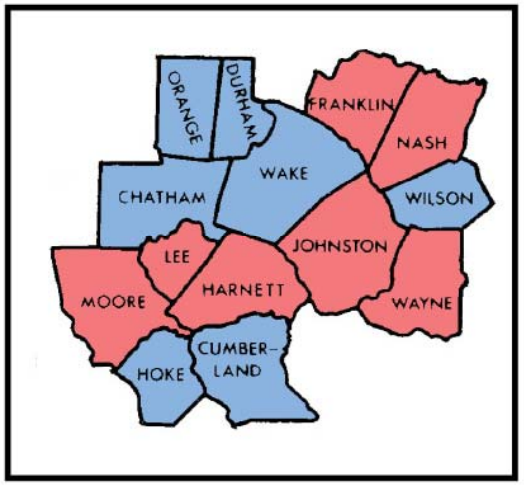
2016 Presidential TRUMP vs. CLINTON



	TRUMP	%	CLINTON	%
COUNTIES				
Cumberland	50,617	40.25%	70,616	56.15%
Durham	27,879	18.22%	118,783	77.63%
Orange	18,373	22.61%	59,105	72.74%
Wake	193,607	37.23%	298,353	57.36%
SUBTOTAL	290,476	33.00%	**546,857**	**62.13%**
Chatham	17,012	42.94%	20,953	52.88%
Franklin	16,320	53.95%	12,811	42.35%
Harnett	27,278	60.07%	16,452	36.23%
Hoke	7,676	42.62%	9,608	53.35%
Johnston	54,062	63.34%	28,153	32.98%
Lee	13,625	54.73%	10,380	41.70%
Moore	30,273	62.73%	16,148	33.46%
Nash	23,142	48.97%	23,024	48.72%
Wayne	27,360	54.47%	21,520	42.84%
Wilson	17,410	45.98%	19,527	51.57%
SUBTOTAL	**234,158**	**54.82%**	178,576	41.81%
TOTAL	524,634	41%	**725,433**	**58%**

Raleigh ADI TV Market:

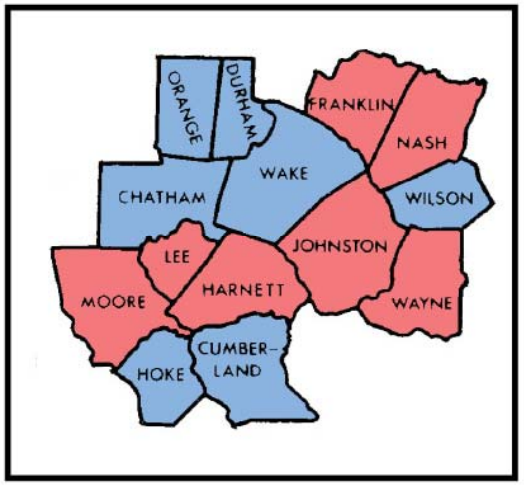
2016 US Senate
BURR vs. ROSS



	BURR	%	ROSS	%
COUNTIES				
Cumberland	51,239	41.25%	68,787	55.38%
Durham	33,092	21.74%	115,563	75.93%
Orange	21,639	26.79%	57,103	70.71%
Wake	214,872	41.54%	286,253	55.34%
SUBTOTAL	320,842	36.69%	**527,706**	**60.35%**
Chatham	17,936	45.43%	20,427	51.74%
Franklin	16,224	53.94%	12,820	42.62%
Harnett	26,971	59.77%	16,542	36.66%
Hoke	7,580	42.73%	9,444	53.23%
Johnston	53,652	63.35%	28,080	33.15%
Lee	13,447	54.66%	10,304	41.88%
Moore	30,493	63.63%	15,885	33.15%
Nash	23,272	49.44%	22,885	48.62%
Wayne	27,342	55.06%	21,044	42.38%
Wilson	17,519	46.59%	19,300	51.33%
SUBTOTAL	**234,436**	**55.29%**	176,731	41.68%
TOTAL	555,278	44%	**704,437**	**55%**

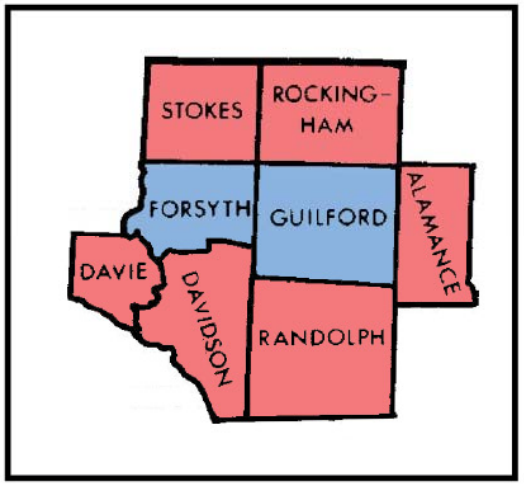
Raleigh ADI TV Market:

2016 NC Governor McCRORY vs. COOPER



	McCRORY	%	COOPER	%
COUNTIES				
Cumberland	52,108	41.87%	69,509	55.85%
Durham	30,180	19.79%	119,786	78.54%
Orange	18,953	23.42%	60,536	74.79%
Wake	196,866	37.92%	310,956	59.90%
SUBTOTAL	298,107	33.99%	**560,787**	**63.94%**
Chatham	16,961	42.78%	21,971	55.42%
Franklin	15,858	52.47%	13,782	45.60%
Harnett	26,802	59.31%	17,376	38.45%
Hoke	7,717	43.43%	9,569	53.85%
Johnston	52,615	61.81%	30,960	36.37%
Lee	12,930	52.25%	11,279	45.58%
Moore	29,470	61.33%	17,602	36.63%
Nash	22,316	47.25%	24,422	51.71%
Wayne	27,632	55.34%	21,624	43.31%
Wilson	17,047	45.15%	20,323	53.83%
SUBTOTAL	**229,348**	**53.88%**	188,908	44.38%
TOTAL	524,634	41%	**725,433**	**58%**

Greensboro ADI TV Market:

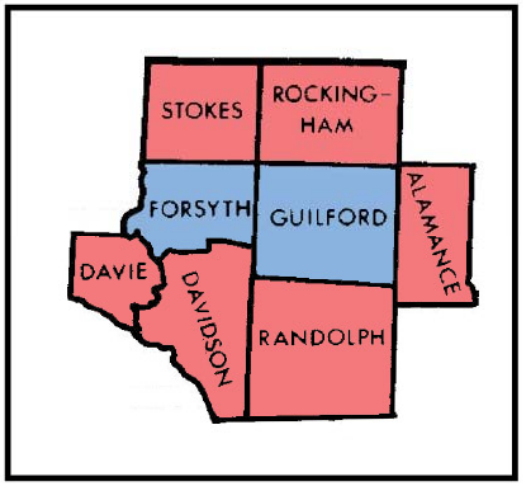


2016 Presidential TRUMP vs. CLINTON

COUNTIES	TRUMP	%	CLINTON	%
Forsyth	74,493	42.66%	92,488	52.97%
Guilford	97,461	38.16%	147,949	57.93%
SUBTOTAL	171,954	39.99%	240,437	55.92%
Alamance	38,235	54.65%	29,268	41.83%
Davidson	52,870	72.85%	17,328	23.88%
Davie	15,502	71.78%	5,228	24.21%
Randolph	49,156	76.62%	13,074	20.38%
Rockingham	26,463	63.44%	14,057	33.70%
Stokes	16,976	75.85%	4,645	20.76%
SUBTOTAL	199,202	68.13%	83,600	28.59%
TOTAL	371,156	53%	324,037	46%

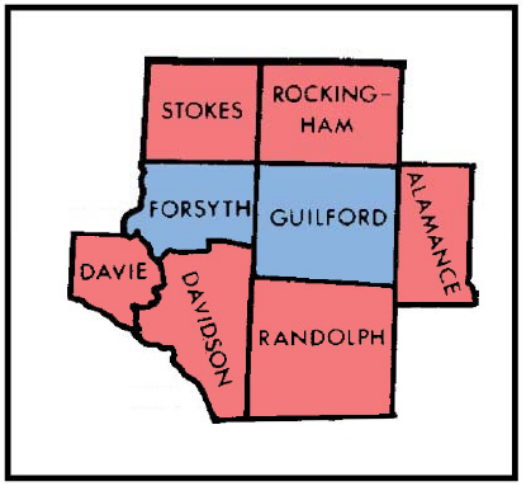
Greensboro ADI TV Market:

2016 US Senate
BURR vs. ROSS

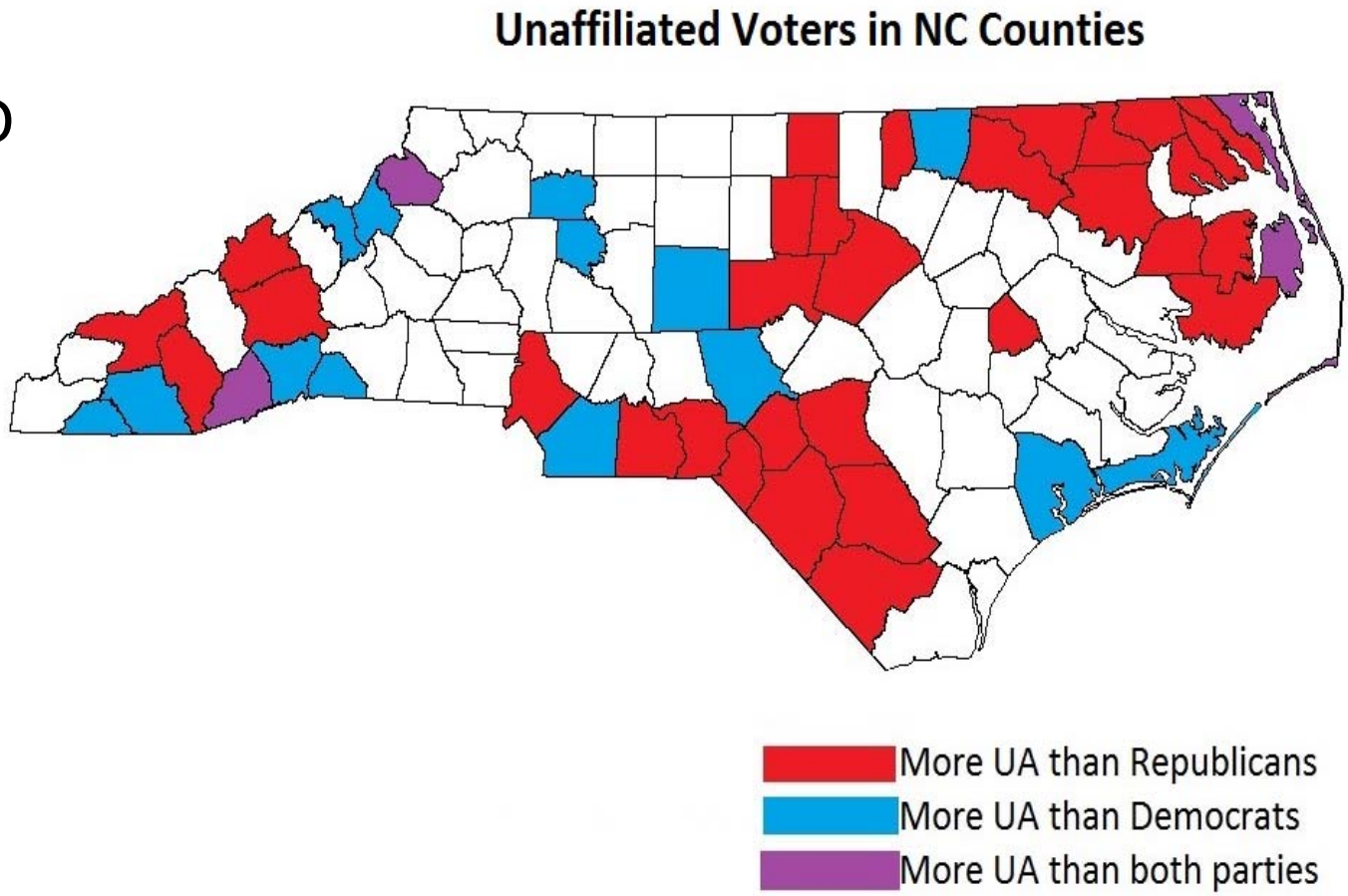


COUNTIES	BURR	%	ROSS	%
Forsyth	80,295	46.26%	87,874	50.63%
Guilford	102,670	40.58%	142,715	56.41%
SUBTOTAL	182,965	42.89%	230,589	54.06%
Alamance	38,783	55.85%	28,343	40.81%
Davidson	52,120	72.49%	17,012	23.66%
Davie	15,459	72.04%	5,080	23.67%
Randolph	47,773	75.14%	13,092	20.59%
Rockingham	25,806	62.43%	14,026	33.93%
Stokes	16,560	74.33%	4,753	21.33%
SUBTOTAL	196,501	67.76%	82,306	28.38%
TOTAL	379,466	54%	312,895	45%

Greensboro ADI TV Market:



2016 NC Governor McCRORY vs. COOPER

COUNTIES	McCRORY	%	COOPER	%
Forsyth	72,144	41.55%	97,625	56.22%
Guilford	93,893	37.02%	154,386	60.87%
SUBTOTAL	166,037	38.86%	252,011	58.98%
Alamance	36,945	53.05%	31,436	45.14%
Davidson	21,101	29.22%	49,481	68.52%
Davie	6,393	29.72%	14,619	67.96%
Randolph	46,131	72.30%	16,230	25.44%
Rockingham	24,486	59.06%	16,142	38.93%
Stokes	15,602	69.97%	6,138	27.53%
SUBTOTAL	150,658	51.78%	134,046	46.07%
TOTAL	316,695	45%	386,057	54%

The UNAFFILIATED VOTER