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Memorandum

To: Jim O'Neill

From: Paul Shumaker

Subject: Key Findings

Date: August 18, 2022

Capitol Communications, Inc. surveyed 400 likely Forsyth County voters on August 8-9, 2022. The survey was conducted by live phone interviews with 50% cellphones and 50% landline interviews. The margin of error for the survey is $\pm 4\%$ at a 95% confidence interval.

The Political Environment

Both candidates for district attorney are relatively unknown to Forsyth voters. On average, 75% of likely voters have no opinion or have never heard of the two candidates. Given the registration make-up of the county, the trend line favors all Democratic candidates with a generic ballot advantage of 47.5% Democratic to 36.5% Republican in voters' preference for a district attorney. However, the gap is dead even on the ideological test of a liberal Democrat or a moderate Republican, 46.5% to 45.3%.

The US Senate ballot test was 56.8% for Cherie Beasley to 36.8% for Ted Budd. Both candidates were receiving over 87% of their respective Party's' vote. The ballot difference was driven by Beasley's performance with Unaffiliated voters, where the ballot was 61.3% for Beasley to only 27% for Budd.

State of the Race and Pathway to Victory

The race for DA was closer, with Jim O'Neill receiving 40% of the initial vote to Hartsfield's 50.5%. However, support for Hartsfield is soft once voters are informed of the two candidates.

71.3% of voters said they were more likely to vote for Jim O'Neill when learning that he was Forsyth County's first domestic violence prosecutor. Equally compelling was the message point of O'Neill having one of the highest conviction rates in the state for sexual assault crimes, with

75.8% of voters said they were more likely to vote for O'Neill. O'Neill's drug treatment program, known as DATA, tested well, with 78.8% more likely to vote.

Voters were not moved by the Hartsfield liberal position on issues like restorative justice, but they do not like her record on the bench.

74.3% said they were less likely to vote for her after learning she was suspended from the bench by the North Carolina Supreme Court for gross misconduct related to fixing over 80 traffic tickets for family and friends. Equally compelling (74.5% less likely) and, in direct contrast to their strong support for O'Neill's record on domestic violence, were voters' reaction to Hartsfield's actions in ignoring state law requiring a 48-hour cooling-off period in domestic abuse cases. Hartsfield ordered the release of a Wake Forest basketball player who was charged with beating his girlfriend, ignoring the cooling-off period.

Once voters learned of the differences between the two candidates, the informed ballot moved to 54.3% for O'Neill to 37.8% for Hartsfield. Unaffiliated voters and soft Democratic voters drove the ballot movement for O'Neill.

The O'Neill pathway to victory is one that ensures voters know the clear differences between the two candidates. Media in the Triad media markets require a typical campaign burn rate of a minimum of \$75,000 per week. The O'Neill campaign needs the resources to aggressively build his image over a six-week period and wage a second front war by raising voters' awareness of the flawed Hartsfield record.