



# Understanding the Political Landscape & its Impact

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**NCFREE**  
NORTH CAROLINA FREE  
ENTERPRISE FOUNDATION

NCFREE is a **non-partisan political research** organization that isn't afraid of answering the question: what does politics mean for North Carolina businesses?

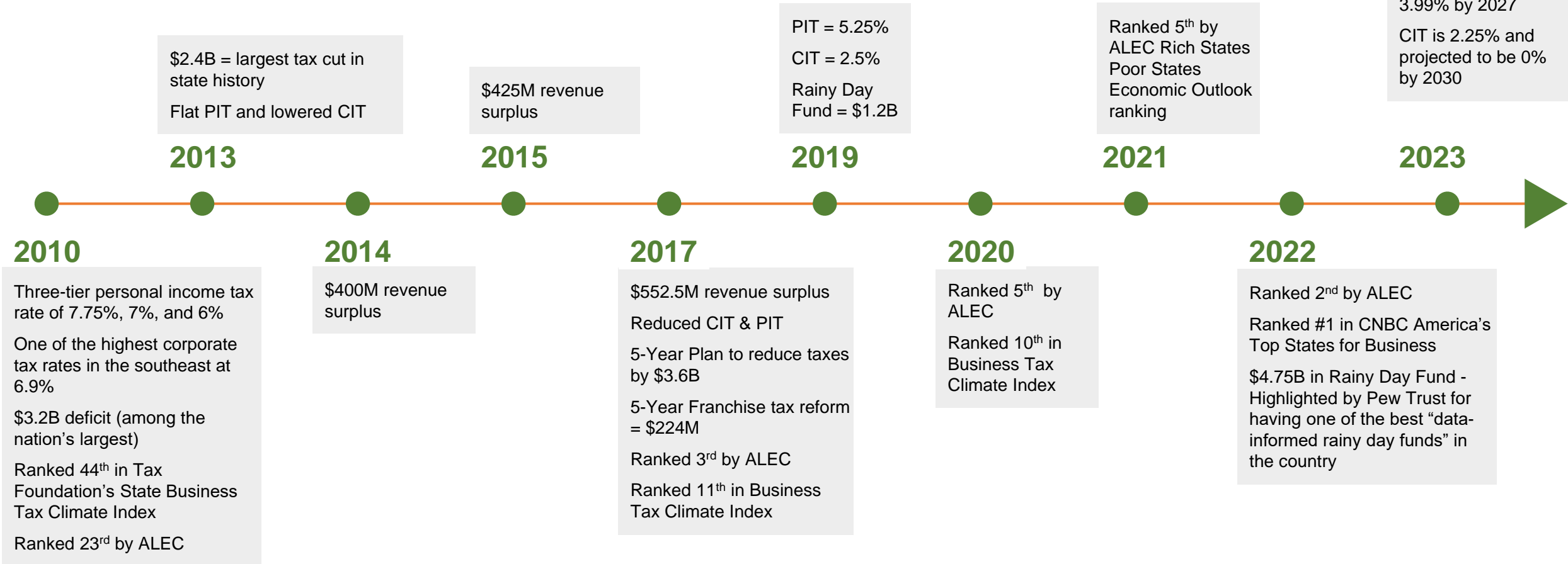
We produce **innovative research that connects the political landscape and free market business realities.**

We connect you with **accurate and transparent data** that helps decision-makers hone in on what is important, and we are just **bold enough to actually say what trends are worth leaning into** and what trends are a fad – like acid-wash jeans.

**NCFREE is in the business of (political) drama-free research, data, and analysis.**

# North Carolina Trajectory

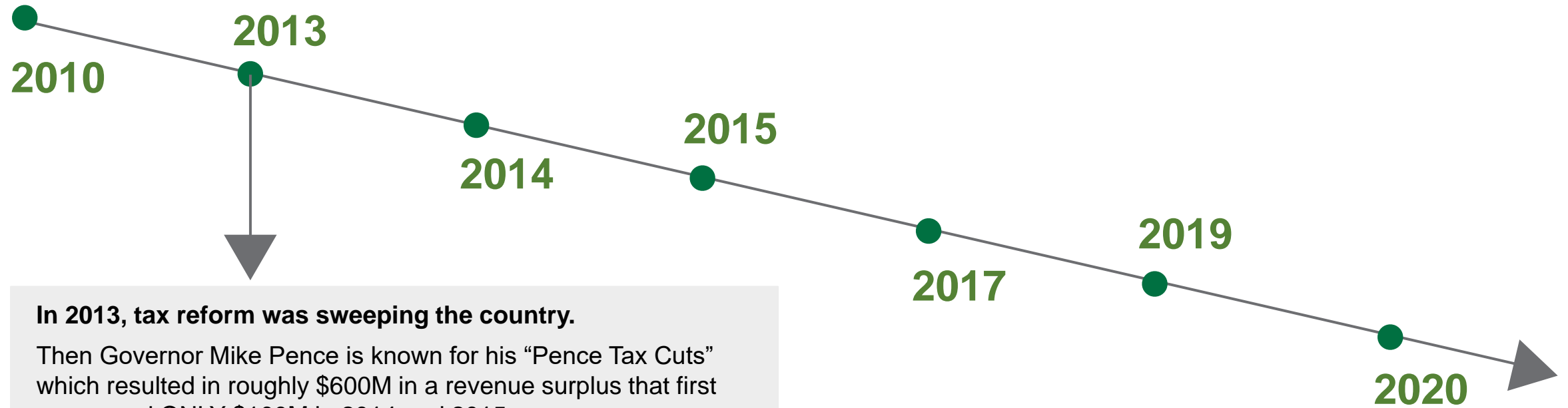
## 2010 – 2023 Timeline



# North Carolina Trajectory

## 2010 – 2020 Timeline

**\$2.4B = largest tax cut in state history**  
Flat PIT and lowered CIT



**In 2013, tax reform was sweeping the country.**

Then Governor Mike Pence is known for his “Pence Tax Cuts” which resulted in roughly \$600M in a revenue surplus that first year – and ONLY \$100M in 2014 and 2015.

**NC experienced \$400M and \$425M revenue surplus in 2014 and 2015 respectively.**



2022

Site Selection Magazine – #4: **Best Business Climate**

2021

Forbes – Ranked #1: **Best State for Business**  
Site Selection Magazine – #1: **Best Business Climate**

2020

Forbes – Ranked #1: **Best State for Business**  
Site Selection Magazine – #2: **Best Business Climate**

2019

Forbes – Ranked #1: **Best State for Business**

2018

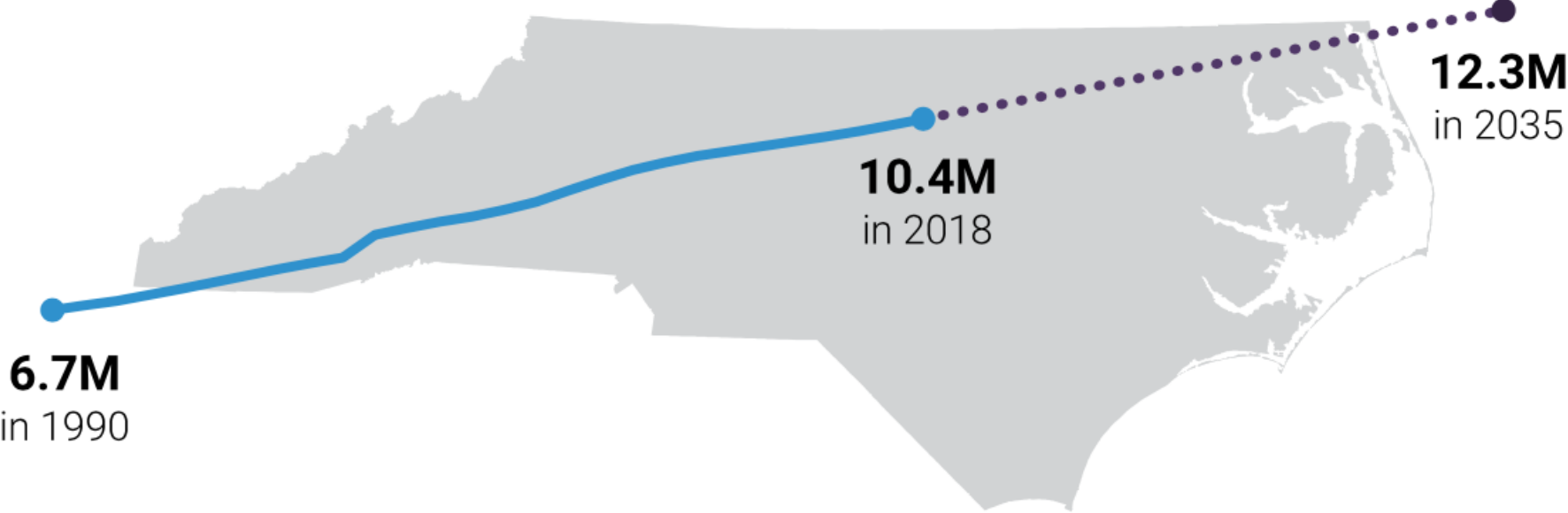
Forbes – Ranked #1: **Best State for Business**

2017

Forbes – Ranked #1: **Best State for Business**  
Site Selection Magazine – #1: **Best State for Investment**

# North Carolina Population Growth

1990 – 2035



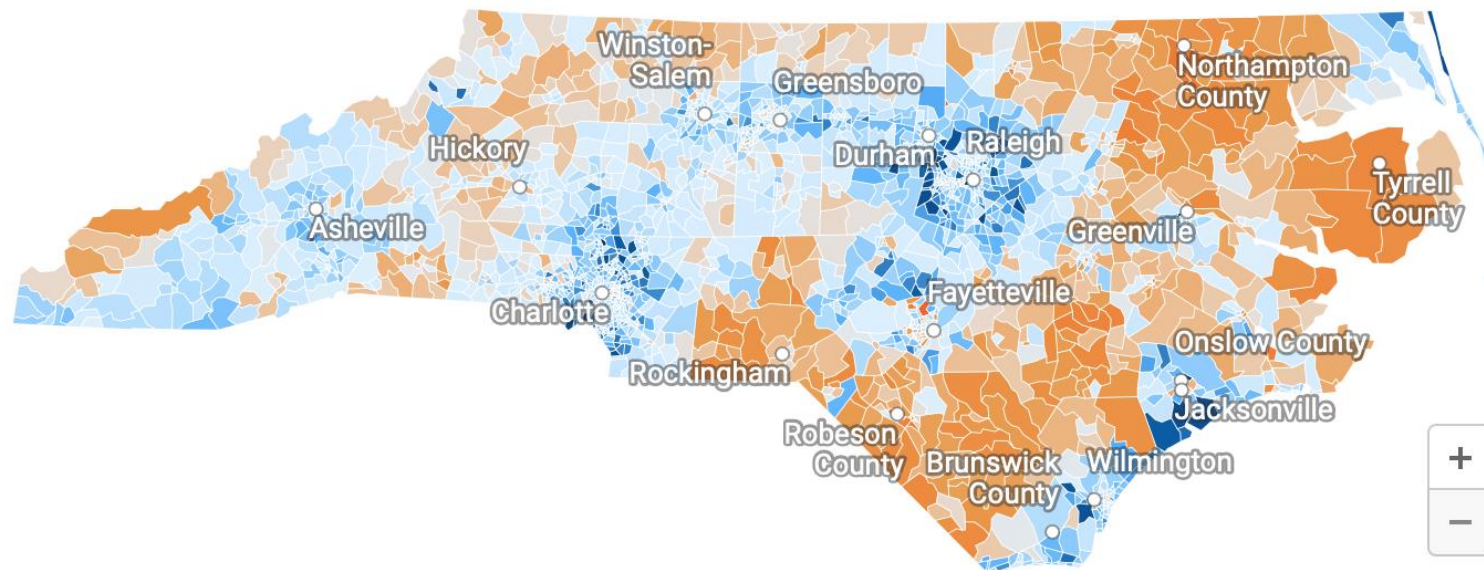
# Observed Census Growth & Decline

Data suggests Triangle and Charlotte fastest growing in USA

Data Source: NC OSBM, US Census Bureau

## Where did populations grow and decrease in North Carolina?

Percentage change in total population in NC tracts

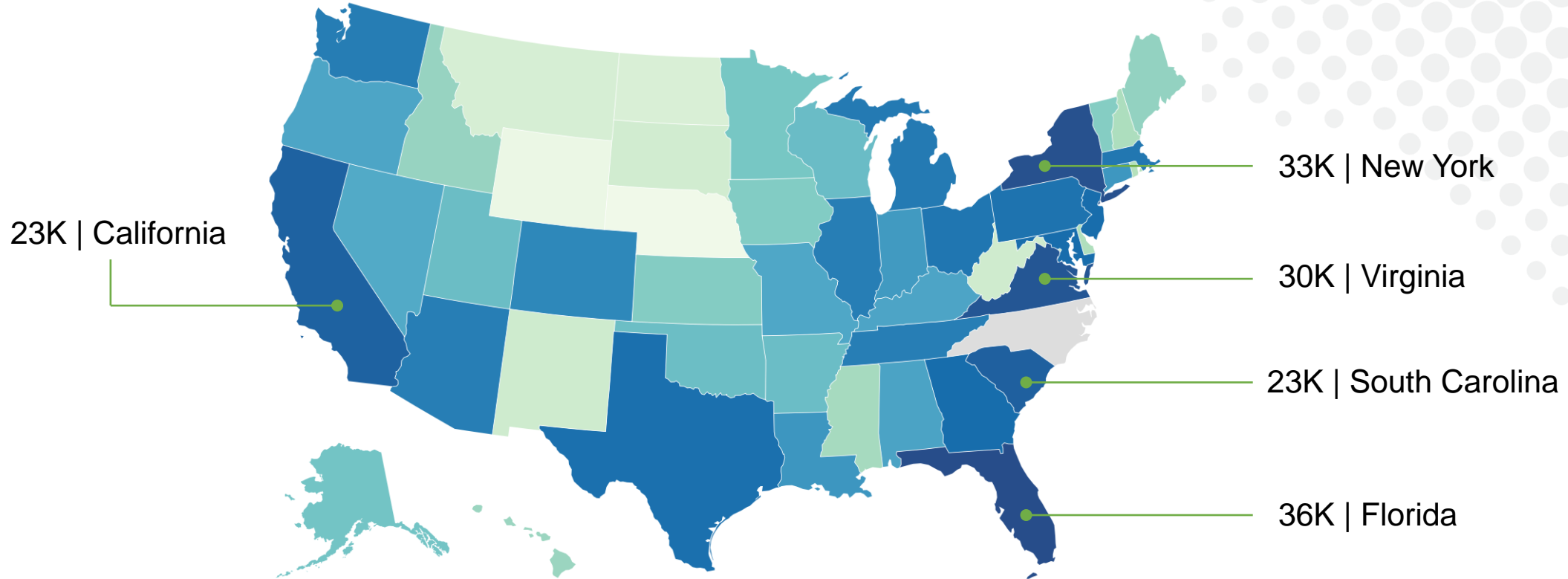


Note: some tracts exceed 400% growth, see table for specific values

Map: Carolina Demography • Source: U.S. Census Bureau, via the Tennessee State Data Center • [Get the data](#) • [Embed](#) • Created with [Datawrapper](#)

# Where are new voters coming from?

Nearly **366,000 individuals** moved into NC in 2021 and **89% moved from other states.**



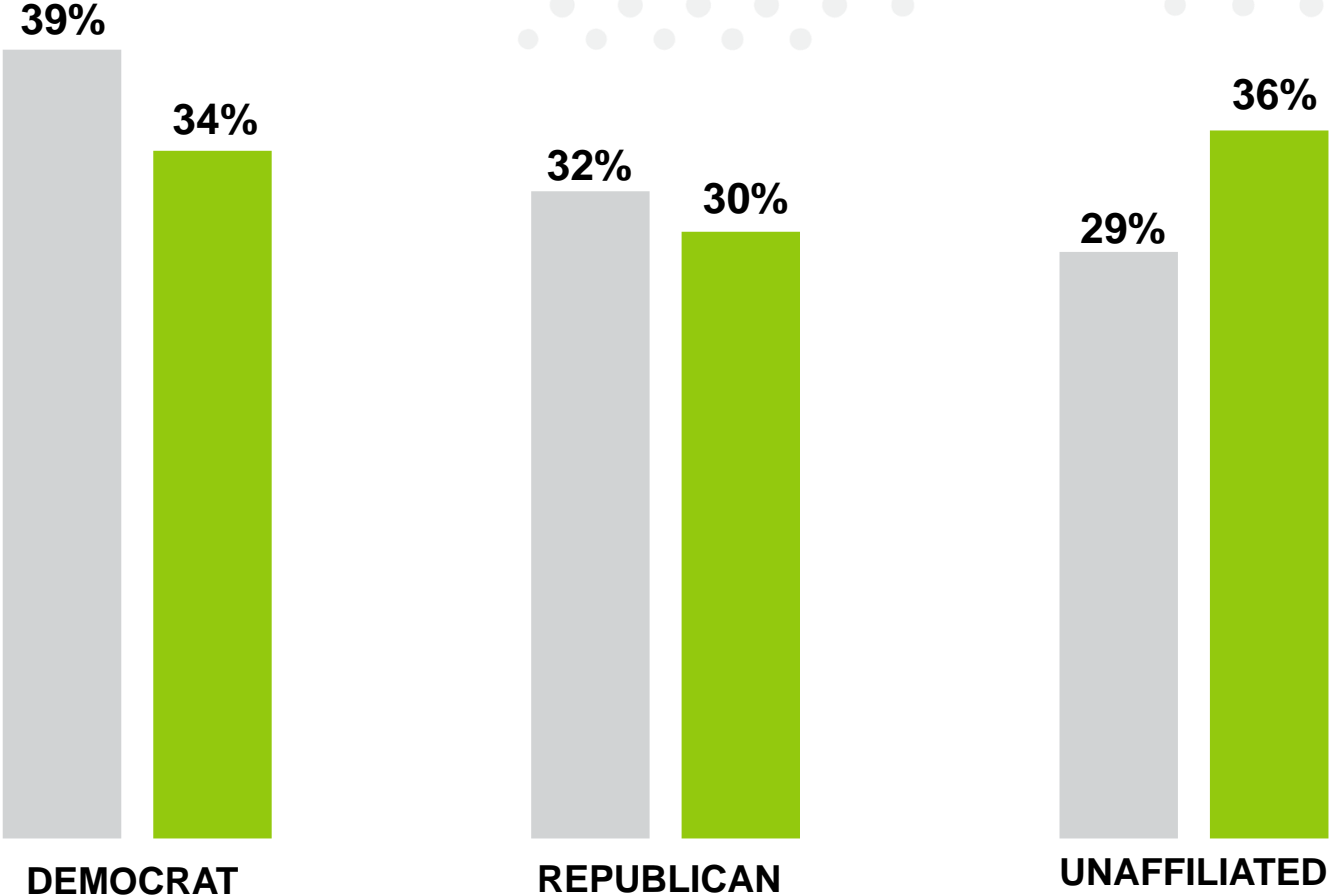
Nebraska sent no migrants to North Carolina according to American Community Survey

Map: Carolina Demography • Source: [2021 American Community Survey, IPUMS-USA](#) • [Get the data](#) • Created with [Datawrapper](#)



# NC Voter Registrations by Party Affiliation

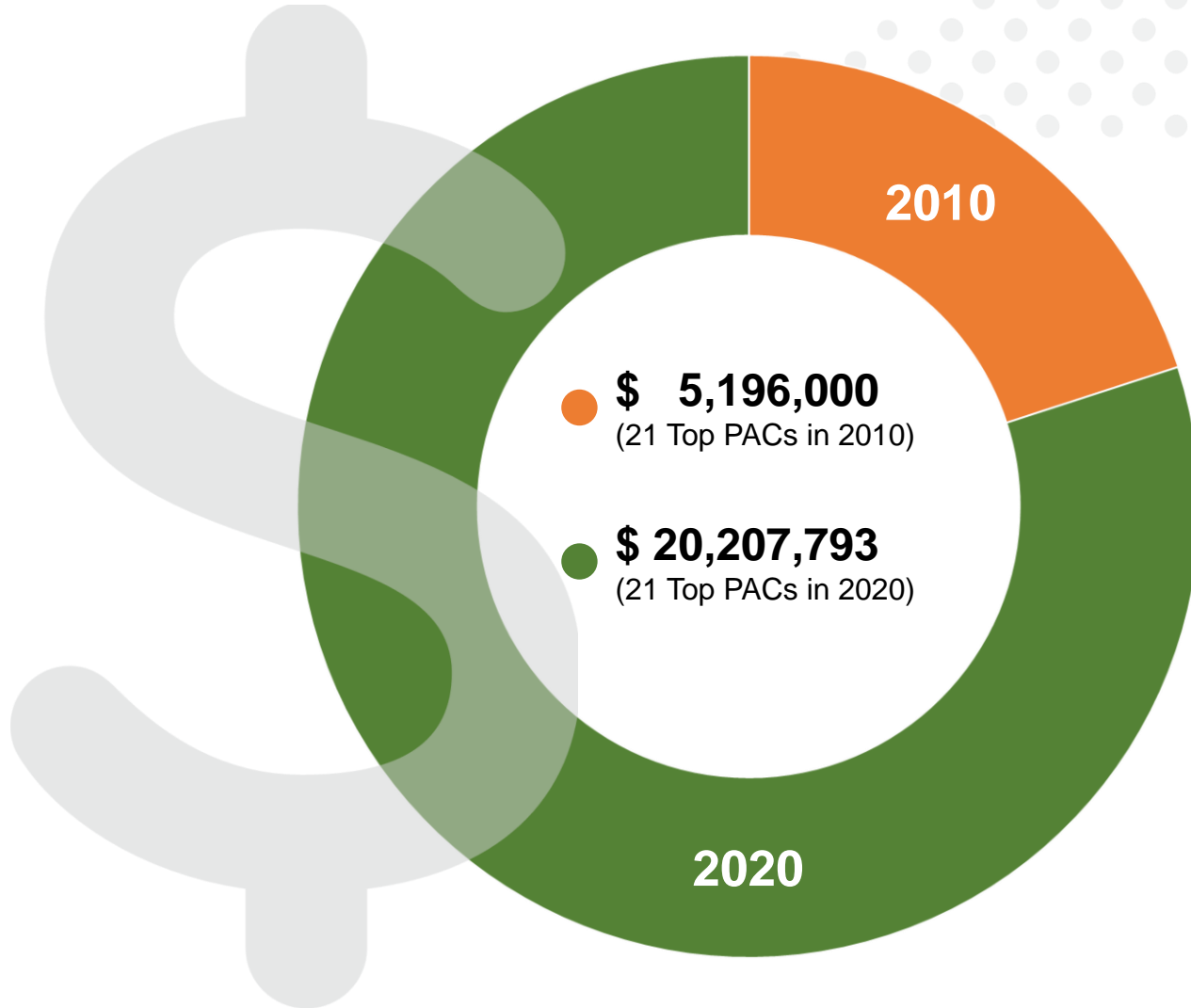
Total NC Registered Voters = 7,236,309



- Registered by 11/8/2016
- Registered voters as of today

New state voter registrations appear to be moving away from classic party affiliation to unaffiliated.

# PAC Money in NC | 2010 Compared to 2020



## 2010 | Top 5 PACs

NC Advocates for Justice PAC	\$530,400
NC Farm Bureau PAC	\$294,550
NC Realtors PAC	\$294,500
NC Hospital Association PAC	\$277,250
Duke Energy Corp PAC	\$246,500

## 2020 | Top 5 PACs

Democratic Action	\$9,920,440
National Democratic Redistricting PAC	\$1,739,821
DAGA PAC	\$1,357,200
NC Realtors PAC	\$1,212,277
Emily's List	\$867,300

# 2020 – Presidential and US Senate Races



Donald Trump (R)  
Mike Pence (R)

**49.91%**

**+71,466**



Joe Biden (D)  
Kamala Harris (D)

**48.61%**



Thom Tillis (R)

**48.68%**

**+93,260**



Cal Cunningham (D)

**46.97%**

\*From NC Board of Election as of 11.13.2020 at 8:51apm

# 2022 – US Senate and Supreme Court



Cheri Beasley (D)

**47.27%**



Ted Budd (R)

**50.50%**

**+121,737**

## Supreme Court | Seat 3



Lucy Inman (D)

**47.61%**



Richard Dietz (R)

**52.39%**

**+179,190**

## Supreme Court | Seat 5



Sam J. Ervin, IV (D)

**47.81%**



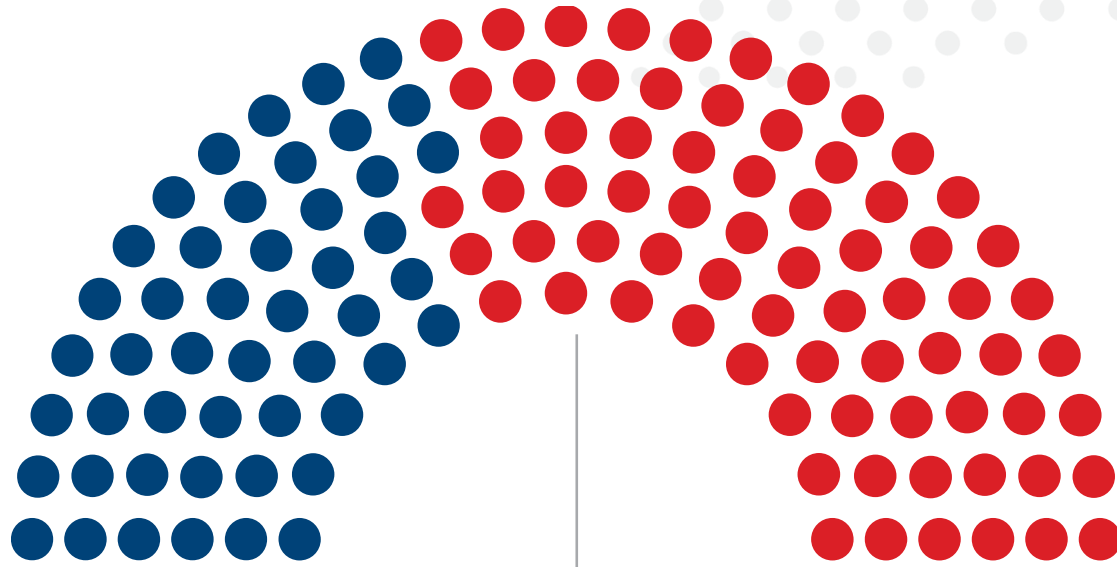
Trey Allen (R)

**52.19%**

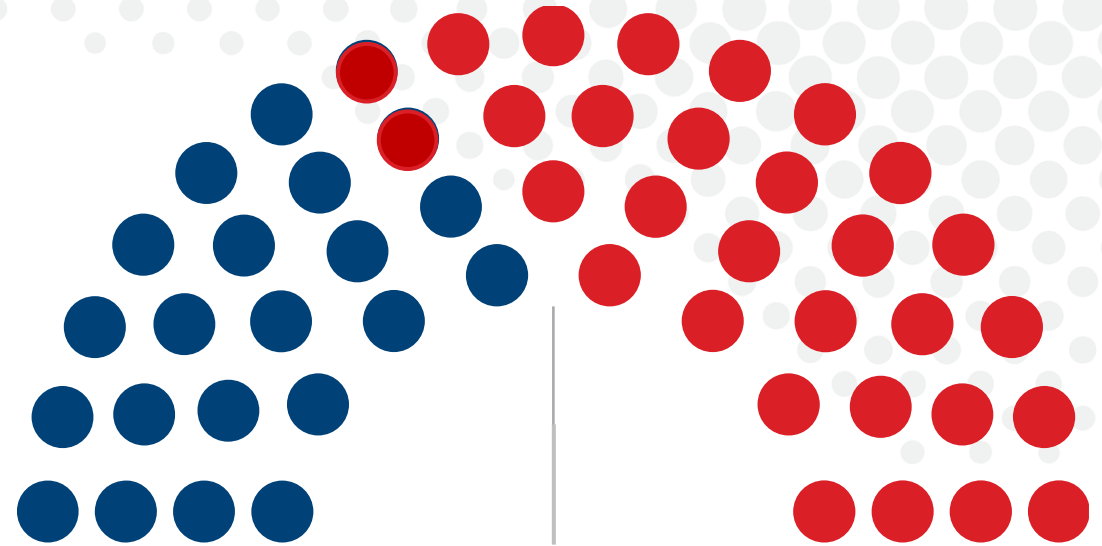
**+164,567**

\*From NC Board of Election as of 11.26.2022 at 8:46 pm

# 2023 General Assembly Snapshot



**NC House**  
48 – Democrat  
72 – Republican



**NC Senate**  
20 – Democrat  
30 – Republican

# NC Senate Snapshot

Strong Democrats   14	
14	Blue
15	Chaudhuri
16	Adcock
19	Applewhite
20	Murdock
22	Woodard
23	Meyer
28	G. Robinson
32	Lowe, Jr
38	Mohammed
39	Salvador
40	Waddell
41	Marcus
49	Mayfield

Lean Democrats   5	
3	Hanig
5	K. Smith
13	Grafstein
24	Britt, Jr
27	Garrett

Competitive   7	
4	Newton
7	Lee
11	Barnes
17	Batch
18	Bode
21	McInnis
42	Hunt

Lean Republicans   1	
31	Krawiec

Strong Republicans   23			
1	Sanderson	34	Newton
2	Perry	35	T. Johnson
6	Lazzara	36	Settle
8	Rabon	37	Sawyer
9	B. Jackson	43	Overcash
10	Sawrey	44	T. Alexander
12	Burgin	45	Proctor
25	Galey	46	Daniel
26	Berger	47	Hise
29	Craven, Jr	48	Moffitt
30	Jarvis	50	Corbin
33	Ford		

# NC House Snapshot

Strong Democrats   32				Lean Democrats   11		Competitive   14		Lean Republicans   12		Strong Republicans   51					
11	Dahle	60	Brockman	8	G. Brown	2	R. Jeffers	7	Winslow	1	Goodwin	64	Riddell	87	D. Hall
21	Liu	61	P. Harrison	24	Fontenot	5	Ward	10	Bell	3	Tyson	65	Pyrtle	89	Setzer
23	Willingham	66	S. Crawford	33	Gill	9	Reeder	20	T. Davis	4	Dixon	67	Sasser	90	Stevens
27	Wray	71	Brown	34	Longest	12	Humphrey	22	Brisson	6	Pike	68	Willis	91	K. Hall
29	V. Alston	72	A Baker	39	J. Roberson	18	D. Butler	37	Pare	13	Cairns	69	Arp	93	Pickett
30	Morey	88	Belk	41	Cervania	25	Chesser	62	Faircloth	14	Cleveland	70	Biggs	94	Elmore
31	Z. Hawkins	92	T Brown	43	Wheatley	35	Everitt	73	Staton-Williams	15	Shepard	76	Warren	95	Mills
32	Sossamon	99	Majeed	47	Lowery	36	von Haefen	74	Zenger	16	C. Smith	77	Howard	96	Adams
38	Abe Jones	100	Autry	50	Price	40	J. John	75	Lambeth	17	Iler	78	Jackson	97	Saine
42	M. Lucas	101	C. Logan	57	Clemmons	54	Reives	98	Bradford,III	19	C. Miller	79	Kidwell	108	Torbett
44	C. Smith	102	Carney	115	Prather	59	Hardister	103	Budd	26	White	80	Watford	109	Loftis
45	Jackson	106	C. Cunningham			63	Ross	119	Clampitt	28	Strickland	81	Potts	110	Hastings
48	G. Pierce	107	K. Alexander			104	Lofton			46	B. Jones	82	K. Baker	111	T. Moore
49	Ball	112	Cotham			105	W. Harris			51	Sauls	83	Crutchfield	113	J. Johnson
56	Buansi	114	Ager							52	Moss	84	McNeely	117	Balkcom
58	Quick	116	Rudow							53	Penny	85	Greene	118	Pless
										55	Brody	86	Blackwell	120	Gillespie

# Dynamics of lawmaking with a super majority

## If this is the reality:

Legitimate policy in the budget instead of standalone

Long session vs short session □ is there a difference?

Budgetary differences worked out in conference committee

## Then 3 things matter the most when it comes to lawmaker accountability:

- 1 Candidate recruitment
- 2 Non-session relationship building
- 3 Grassroots pressure □ engaged and educated associations



# TYPES OF LOBBYING

## Regulatory

- NCDOR
- State Board of CPA Examiners
- Other state agencies
- U.S. Treasury
- IRS

## Legislative

- North Carolina General Assembly
- United States Congress

## Industry Standards

- Financial Accounting Standards Board (FASB)
- Government Accounting Standards Board (GASB)

# KEY PERSON PROGRAM



Serve as a resource



Share expertise



Advocate for policy priorities

[ncacpa.org/advocacy/key-person](https://ncacpa.org/advocacy/key-person)

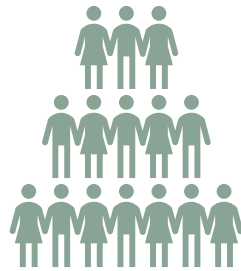


NORTH CAROLINA  
**CPA PAC**  
your voice in action



**77%**

Fundraising  
Growth



**51%**

Participation  
Growth



**96%**

Electoral  
Success



**\$75K**

2023  
Goal

# STATE ADVOCACY ISSUES

**ADOPTED**

**Pass-Through Entity Tax Changes**

**PENDING**

**NCDOR Tax Software Modernization**

**PENDING**

**Financial Literacy Funding**

**PENDING**

**Power of Attorney Project Funding**

# FEDERAL ADVOCACY ISSUES



**Accounting as STEM**



**Fiscal State of the Nation Resolution**



**Federal Tax Extension "Safe Harbor"**



Deborah Ross, NC-2



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**CONNECTING THE DOTS FOR DECISION-MAKERS**

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# **Substantiated & Unsubstantiated (Candidate) Rumors**



# RACE:

## Governor & Council of State

Governor and Council of State	
Governor – OPEN	<p> <i>Josh Stein (D)</i>  <i>Mark Robinson (R) (April 22)</i>            Michael Regan (D)  <i>Mike Ross (L)</i>  <i>Dale Folwell (R)</i>            Thom Tillis (R)            Steve Troxler (R)            Mark Walker (R)         </p>
Lt. Governor – OPEN	<p>           Sydney Batch (D)            Ben Clark (D)  <i>Delmonte Crawford (D)</i>  <i>Rachel Hunt (D)</i>  <i>Chris Rey (D)</i>  <i>Raymond E. Smith (D)</i>            Brian Turner (D)  <i>Peter Boykin (R)</i>            Jim Burgin (R)  <i>Allen Mashburn (R)</i>  <i>Hal Weatherman (R)</i> </p>
Attorney General – OPEN	<p>           Jeff Jackson (D)            Danny Britt (R)            Sam Hayes (R)  <i>Tom Murry (R)</i>            Ray Starling (R)         </p>

# RACE: Governor & Council of State

Governor and Council of State	
Secretary of State	<b>Elaine Marshall (D)</b> <i>Chad Brown (R)</i> Darren Eustance (R)
State Treasurer – OPEN	<i>Wesley Harris (D)</i> John Bradford (R) <i>James Upchurch (R)</i>
Commissioner of Insurance	<b>Mike Causey (R)</b>
Commissioner of Labor - OPEN	Jessica Holmes (D) <i>Jon Hardister (R)</i> <i>Ben Moss (R)</i>
State Auditor	<b>Beth Wood (D)</b>
Commissioner of Agriculture	Brent Jackson (R) <b>Steve Troxler (R)</b>
Superintendent of Public Instruction	<b>Catherine Truitt (R)</b>