



TO: Interested Parties  
FROM: Global Strategy Group  
DATE: May 2022  
RE: **NEW POLL RESULTS: Cheri Beasley Is In A Strong Position In The North Carolina Race And Ready To Take On Whichever Republican Emerges From The Primary**

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With Pat McCrory and Ted Budd engaged in an ugly race to the bottom, Cheri Beasley is in a strong position in the U.S. Senate race in North Carolina and is statistically tied with both potential opponents. What's more, Beasley has consolidated support among the Democratic base and is poised to improve her standing with voters as they learn more information about her.

#### KEY FINDINGS:

- **Beasley is in a statistical tie with both Pat McCrory and Ted Budd and will enter the general election in a strong position no matter who emerges from the Republican Primary.** In the race for Senate, Cheri Beasley is in a statistical tie with both Ted Budd (45% Beasley/45% Budd/10% undecided) and Pat McCrory (44% Beasley/45% McCrory/11% undecided).
- **While Beasley is primed to improve her standing with voters, the Republican candidates will have to overcome significant negativity.** Both Pat McCrory (33% fav/45% unfav) and Ted Budd (28% fav/30% unfav) are underwater with voters, demonstrating the impact of the ugly GOP primary on both candidates. Cheri Beasley has a two-to-one favorability rating with North Carolina voters (30% favorable/15% unfavorable), indicating the success of her initial introduction to voters and her potential to increase support among voters as they become more familiar with her. North Carolina voters are just getting to know Beasley, and as they learn more, their support for her grows. After voters learn more about Beasley, including details about her policy positions and accomplishments, she opens up an 11-point lead and her vote share increases to 50%.
- **Beasley has consolidated support among Democratic base voters and is outpacing Republicans with key swing groups.** In a matchup against Budd, Beasley receives robust support from traditionally Democratic audiences, leading Budd by +23 points among women age 18-54 and +20 among college-educated women. What's more, Beasley leads with important swing voting groups, outpacing Budd by +17 points among suburban voters and +4 points among white college-educated voters.

#### ABOUT THE POLL

Global Strategy Group conducted a survey of 800 likely general election voters in North Carolina between April 28-May 4, 2022. The survey had a margin of error of +/- 3.5%. The margin of error on sub-samples is greater.