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TO: CLUB FOR GROWTH PAC
FROM: BRYON ALLEN
SUBJECT: NORTH CAROLINA SENATE POLL
DATE: MAY 22, 2019

A recent poll conducted by WPA Intelligence on behalf of the Club for Growth PAC shows that Thom Tillis is a weak incumbent, North Carolina primary voters dislike Tillis's opposition to President Trump, and if the Washington establishment and Mitch McConnell's PAC support Tillis's campaign, it will further erode his support. The poll shows that conservative Congressman Mark Walker would be a strong opponent in a primary and would likely defeat Tillis.

One-third of Republican primary voters have unfavorable impression of Thom Tillis

Tillis's image of 45% favorable and 30% unfavorable among primary voters would be problematic in a general election and is terrible in a primary. It is exceedingly rare for an incumbent to have that weak of an image among his own primary voters.

Thom Tillis	
Name ID	90%
Favorable	45%
Unfavorable	30%

Congressman Mark Walker is not as well-known as Tillis but is well-liked by those who know him.

Mark Walker's ratings of 19% favorable to just 2% unfavorable are strong, though most North Carolina voters don't know him yet.

Mark Walker	
Name ID	34%
Favorable	19%
Unfavorable	2%

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Fewer than one-in-five North Carolina Republicans would vote to re-nominate Thom Tillis regardless of who ran against him.

Tillis's hard re-elect score of just 17% is yet another sign of his weakness. More North Carolina Republican primary voters would vote against Thom Tillis, regardless of who was running against him, than would vote to re-elect him regardless of his opponent.

You would vote to re-elect Thom Tillis in a Republican primary regardless of who ran against him.	17%
You would consider another candidate in a Republican primary.	52%
You would vote to replace Thom Tillis in a Republican primary regardless of who ran against him	18%

Thom Tillis's support in a Republican primary is already below 50% and head-to-head with Mark Walker he would only have a single-digit lead.

Tillis leads on the ballot due to his high name ID, but only two-in-five Republican primary voters are supporting him.

Ballot	
Thom Tillis	40%
Mark Walker	17%
Garland Tucker	11%
Sandy Smith	2%
Undecided	30%

In a head-to-head match-up, Tillis only leads by nine points despite his overwhelming name ID advantage.

Head-to-Head Ballot	
Thom Tillis	43%
Mark Walker	34%
Undecided	23%

Once voters learn about Mark Walker, he has a commanding lead over Tillis.

We read primary voters the following biographic information about both Thom Tillis and Mark Walker.

Mark Walker is a Pastor and a proven conservative Member of Congress who has been a consistent supporter of President Trump's agenda of low taxes, draining the swamp and shrinking government, no amnesty for illegal immigration, and building the wall.

Thom Tillis is a U.S. Senator who, before being elected to the U.S. Senate, was a business consultant, a town commissioner, and Speaker of the North Carolina House of Representatives. In the Senate, Tillis has served on key committees to support our farmers, strengthen our national defense, and serve our veterans.

After voters hear this information, Walker leads by more than 30 points.

Head-to-Head	Initial	Bios
Thom Tillis	43%	28%
Mark Walker	34%	64%
Undecided	23%	8%

Tillis also has real weaknesses, particularly his defense of Mueller's investigation of President Trump.

We read primary voters six messages about Thom Tillis. Among the strongest was Tillis working with Cory Booker to stop President Trump from firing Robert Mueller:

Thom Tillis joined with Democratic Senator and Presidential candidate Cory Booker to sponsor a bill that would have stopped President Trump from firing special counsel Robert Mueller.

After primary voters heard the six messages, Tillis lost ten points of hard re-elect support, lost more than twenty points on the ballot, and fell further behind Mark Walker in a head-to-head match-up.

	Initial	Informed
You would vote to re-elect Thom Tillis in a Republican primary regardless of who ran against him.	17%	7%
You would consider another candidate in a Republican primary.	52%	57%
You would vote to replace Thom Tillis in a Republican primary regardless of who ran against him	18%	32%

Ballot	Initial	Informed
Thom Tillis	40%	18%
Mark Walker	17%	56%
Garland Tucker	11%	8%
Sandy Smith	2%	2%
Undecided	30%	16%

Head-to-Head	Initial	Bios	Informed
Thom Tillis	43%	28%	21%
Mark Walker	34%	64%	69%
Undecided	23%	8%	10%

The Washington establishment won't be able to save Thom Tillis.

If Mitch McConnell's PAC and DC insiders try to intervene to support Thom Tillis, it will further erode support for him. We asked primary voters the following question:

If Mitch McConnell and his super PAC funded by Washington, D.C. insiders supported a candidate in the Republican primary election, would that make you more or less likely to support that candidate?

Nearly twice as many primary voters saying McConnell's support would make them less likely to vote for a candidate as say it would make them more likely to vote for a candidate.

More Likely	19%
Less Likely	37%
No Difference	32%

Methodology

WPAi conducted a poll of n = 502 likely Republican primary election voters in North Carolina. Respondents were contacted via live telephone interview on May 19-21, 2019 with 41% of the interviews conducted via cell phone. The survey has a margin of error of $\pm 4.5\%$. Sample was selected from the North Carolina voter file with the probability of selection being equal to the probability of voting in the Republican primary election in WPAi's turnout model for this race. Sample was stratified by age, gender, and geography to ensure accurate representation of the district.