



*Trusted Perspective
Innovative Data
Superior Results*

TO: CLUB FOR GROWTH PAC

FROM: BRYON ALLEN

SUBJECT: WPAI POLL SHOWS TED BUDD LEADS IN A HEAD-TO-HEAD MATCH-UP AGAINST PAT MCCRORY IN THE NORTH CAROLINA SENATE PRIMARY

DATE: DECEMBER 22, 2021

A WPA Intelligence poll of North Carolina Republican Primary Voters conducted on behalf of Club for Growth PAC December 19-21, 2021, shows that Ted Budd leads Pat McCrory head-to-head in the Republican Primary for U.S. Senate as Club for Growth Action advertising has taken a toll on McCrory and President Trump's endorsement of Budd continues to boost his candidacy and give him further opportunities for growth.

Ted Budd has a four-point lead in a head-to-head match-up against Pat McCrory.

- Budd leads McCrory 47% to 43%, despite having significantly lower name ID than McCrory at just 60% statewide name ID for Budd and 91% for McCrory.
 - Budd leads McCrory by a whopping 34 points among voters who have heard of both candidates (65% for Budd to just 31% for McCrory).
- In the Greensboro market, where Club for Growth Action has run just two weeks of broadcast advertising pointing out McCrory's history of anti-Trump statements, McCrory's unfavorable ratings have already climbed to 42%, just one point behind his 43% favorable rating. McCrory is a fragile man.

Ballot	
Ted Budd	47%
Pat McCrory	43%
Undecided	10%

Methodology

WPAi conducted a poll of n = 504 likely Republican primary voters in North Carolina. Data was collected by live telephone interview December 19-21, 2021. Sixty percent (60%) of interviews were conducted to cell phones and 40% to landline phones. The sample was selected from the North Carolina voter file and was stratified by geography, age, gender, and vote history to ensure a representative sample. The survey has a margin of error of $\pm 4.4\%$ at the 95% confidence level.