



In the Republican primary contest to fill the U.S. Senate seat currently occupied by Richard Burr, an Atlantic Polling Strategies Poll, in partnership with NC Chamber, finds Congressman Ted Budd with a commanding lead over former North Carolina Governor Pat McCrory, 45% to 21% among likely Republican primary voters. Former Congressman Mark Walker, who places third in the poll, has 9% of the vote. With less than a month remaining until the May 17th primary date, 20% are still undecided. (The remaining 5% is divided among additional candidates also on the ballot.)

Budd's large lead over McCrory and the rest of the field can be attributed in-part to the endorsement he received from former President Donald Trump in early April. Among likely voters who support Budd, 63% responded that Trump's endorsement made a difference in their decision. By comparison, Trump's endorsement of Budd was important to 33% of McCrory voters, suggesting that any anti-Trump sentiment helping McCrory was considerably less than the pro-Trump sentiment helping Budd.

In addition, when examining respondents who said Donald Trump's endorsement of Budd made a difference in their voting decision, Budd leads McCrory 59% to 15%. Among those who said the endorsement did not make a difference on their decision, Budd is ahead by a much smaller margin, 32% to 27%.

Budd's support comes from across all regions of North Carolina, with his largest advantages in more rural parts of the state. In Eastern North Carolina, Budd is ahead of McCrory, 54% to 17% (+37), and in Western North Carolina, Budd tops McCrory, 52% to 21% (+31). In the Raleigh-Durham area, Budd's lead over McCrory is slightly smaller, but still significant, 49% to 23% (+26). He also leads 35% to 21% (+14) in the Piedmont/Central area of the state. Budd's margin is smallest in the Charlotte area where McCrory served on city council and as mayor, 37% to 25% (+12).

Budd leads McCrory among nearly all major demographic groups. This includes men (48%-23%) and women (42%-20%), as well as among those with a four-year college degree (43%-24%) and without a four-year college degree (47%-18%). Budd also is ahead of McCrory among those 55 years old and above (58%-17%) and those 35 to 54 years old (37%-22%). McCrory only tops Budd among younger voters. Among those 18 to 34 years old, McCrory leads Budd (31% to 23%).

In the primary for N.C. Supreme Court Seat 5, Trey Allen leads April C. Wood 18% to 10%, with Victoria E. Prince at 4%. A large majority of voters (68%) are still undecided. When asked what is most important in evaluating a State Supreme Court candidate, 69% answered ideology or judicial philosophy on key issues, while 21% selected judicial experience and 4% chose endorsements.

When asked for whom they would cast their presidential primary ballot in 2024, Donald Trump leads Ron DeSantis 52% to 23%, with the remaining 5% for Nikki Haley, 4% for Mike Pence, 4% for Tim Scott, and 2% for Ted Cruz. Approximately 10% reported that they were undecided. Trump runs strongest among respondents without a four-year college degree, where he leads DeSantis, 68% to 13% (55-point advantage). By comparison, Trump's advantage over DeSantis shrinks to just 6 percentage points among those with a four-year college degree or higher, 37% to 31%.

***About this poll:** From April 25 to April 28, 2022, Atlantic Polling Strategies (APS), in partnership with NC Chamber, conducted a poll of 534 likely voters in the upcoming North Carolina Republican primary election. The purpose of this poll was to survey the political opinions and attitudes of Republican primary voters ahead of the May 17th primary as early voting began on April 28th. The data for the poll are based on results drawn from a cellphone sample of SMS-to-web (N=310) provided by Consensus Strategies and an online panel provided by Lucid (N=224). Lucid respondents are prescreened through profiling questions to determine the qualification of each participant. Respondents are then matched based on their qualifying characteristics with surveys relevant to their descriptors. The poll's Credibility Interval (CI), similar to a poll's margin of error (MOE), was +/- 4.9 percentage points. To ensure the sample was representative of the likely Republican primary electorate, APS weighted the data by gender, age, education, race, region, and election modeling based on previous Republican primary elections.*

***Atlantic Polling Strategies LLC** is the private polling organization of Dr. Peter Francia and Dr. Jonathan Morris, who have taught political science courses in American politics at East Carolina University for almost twenty years. Francia and Morris lead the ECU Center for Survey Research, which has grown to national relevance over the last several elections, and been referenced in several major publications and media outlets.*

Topline and Crosstabulation Results

Do you currently live in the state of North Carolina?

Yes	100%
No	0%

What is your party registration?

Republican	73%
Unaffiliated/Independent	27%

How likely are you to vote in the Republican primary election on May 17th?

Somewhat likely to vote	10%
Very likely to vote	90%

If the Republican primary election for U.S. Senate were being held today, who would you vote for?

Ted Budd	45%
Pat McCrory	21%
Mark Walker	9%
Marjorie K. Eastman	3%
Other candidates / write-in	2%
Undecided	20%

If the Republican primary election for U.S. Senate were being held today, who would you vote for? [Budd vs. McCrory by Region]

	Eastern NC	Raleigh-Durham	Charlotte area	Piedmont/Central	Western NC
Budd	54%	49%	37%	35%	52%
McCrory	17%	23%	25%	21%	21%
<i>Budd advantage</i>	<i>+37</i>	<i>+26</i>	<i>+12</i>	<i>+14</i>	<i>+31</i>

If the Republican primary election for U.S. Senate were being held today, who would you vote for? [Budd vs. McCrory by Gender]

	Male	Female
Budd	48%	42%
McCrory	23%	20%
<i>Budd advantage</i>	<i>+25</i>	<i>+22</i>

If the Republican primary election for U.S. Senate were being held today, who would you vote for? [Budd vs. McCrory by Age]

	18-34 years old	35-54 years old	55 and older
Budd	23%	37%	58%
McCrory	31%	22%	17%
<i>Budd advantage</i>	-8	+15	+41

If the Republican primary election for U.S. Senate were being held today, who would you vote for? [Budd vs. McCrory by Education]

	High school or less / Some college	Four-year college degree or higher
Budd	47%	43%
McCrory	18%	24%
<i>Budd advantage</i>	+29	+19

Did Donald Trump’s endorsement of Ted Budd make any difference in your decision on which candidate you will vote for in the Republican primary election for U.S. Senate?

Yes	48%
No	52%

Did Donald Trump’s endorsement of Ted Budd make any difference in your decision on which candidate you will vote for in the Republican primary election for U.S. Senate?

	Budd voters	McCrory voters
Yes	63%	33%
No	37%	67%

Did Donald Trump’s endorsement of Ted Budd make any difference in your decision on which candidate you will vote for in the Republican primary election for U.S. Senate?

	Yes, Trump endorsement mattered	No, Trump endorsement didn’t matter
Budd voter	59%	32%
McCrory voter	15%	27%
<i>Budd advantage</i>	+44	+5

In a hypothetical matchup for U.S. Senate between Republican Ted Budd and Democrat Cheri Beasley, who would you vote for?

Ted Budd	85%
Cheri Beasley	8%
Undecided	7%

In a hypothetical matchup for U.S. Senate between Republican Pat McCrory and Democrat Cheri Beasley, who would you vote for?

Pat McCrory	73%
Cheri Beasley	10%
Undecided	17%

If the Republican primary election for North Carolina Supreme Court Seat 5 were held today, who would you vote for?

Trey Allen	18%
April C. Wood	10%
Victoria E. Prince	4%
Undecided	68%

If the Republican primary election for North Carolina Supreme Court Seat 5 were held today, who would you vote for? [By Gender]

	Male	Female
Trey Allen	21%	15%
April C. Wood	12%	8%
Victoria E. Prince	3%	5%
Undecided	64%	72%

What is the most important to you when evaluating a State Supreme Court candidate?

Ideology or judicial philosophy on key issues	69%
Judicial experience	21%
Endorsements	4%
Other	5%

Note: Column percentages do not add to 100% due to rounding.

If the 2024 Republican primary election for President of the United States were held today, and you had to make a choice among these candidates, who would you vote for?

Donald Trump	52%
Ron DeSantis	23%
Nikki Haley	5%
Mike Pence	4%
Tim Scott	4%
Ted Cruz	2%
Undecided	10%

If the 2024 Republican primary election for President of the United States were held today, and you had to make a choice among these candidates, who would you vote for? [Trump vs. DeSantis by Age]

	18-34 years old	35-54 years old	55 and older
Donald Trump	65%	47%	50%
Ron DeSantis	4%	29%	26%
<i>Trump advantage</i>	<i>+61</i>	<i>+18</i>	<i>+24</i>

If the 2024 Republican primary election for President of the United States were held today, and you had to make a choice among these candidates, who would you vote for? [Trump vs. DeSantis by Gender]

	Male	Female
Donald Trump	50%	54%
Ron DeSantis	23%	22%
<i>Trump advantage</i>	<i>+27</i>	<i>+32</i>

If the 2024 Republican primary election for President of the United States were held today, and you had to make a choice among these candidates, who would you vote for? [Trump vs. DeSantis by Education]

	High school or less / Some college	Four-year college degree or higher
Donald Trump	68%	37%
Ron DeSantis	13%	31%
<i>Trump advantage</i>	<i>+55</i>	<i>+6</i>

Who did you vote for in the 2020 election?

Donald Trump	90%
Joe Biden	7%
Someone else /did not vote in 2020	3%

What media market do you live closest to?

Charlotte	27%
Greensboro or High Point	25%
Raleigh or Durham	21%
Greenville, NC or New Bern	12%
Greenville, SC or Spartanburg	10%
Florence or Myrtle Beach	2%
Norfolk or Portsmouth	1%
Not sure	2%

What region do you live in?

Piedmont/Central North Carolina	29%
Western North Carolina	22%
Eastern North Carolina	20%
Charlotte area	15%
Raleigh/Durham/Chapel Hill area	14%

What category best describes you?

White	92%
Black or African American	3%
Hispanic or Latino of any race	2%
Asian or Asian American	1%
Other or multiple races	2%

What is your age range?

18 to 24 years old	6%
25 to 34 years old	13%
35 to 44 years old	14%
45 to 54 years old	18%
55 to 64 years old	20%
65 years or older	29%

What is the highest level of school you have completed or the highest degree you have received?

High school graduate, GED, or less	14%
Some college or a 2-year associate degree	34%
4-year college or university degree	34%
Postgraduate degree	18%

Are you male or female?

Male	49%
Female	51%