



**CYGNAL**

**Survey of Likely GOP Primary Voters**

North Carolina Statewide

*Conducted January 7 - 9, 2022*

n=600 |  $\pm 3.95\%$

*Likelihood to Vote*

1. How likely are you to vote in the May 17th, 2022 Republican primary election for U.S. Senate and U.S. House out of the following options?

	<b>Freq.</b>	<b>%</b>
Definitely voting	509	84.8%
Probably voting	83	13.8%
Probably not voting	9	1.4%
Definitely not voting	0	0.0%
Unsure	0	0.0%
Total	600	100.0%

---

*RD/WT*

2. Generally speaking, would you say things in the United States are headed in the right direction or off on the wrong track?

	<b>Freq.</b>	<b>%</b>
<b><u>Right direction</u></b>	<b>45</b>	<b>7.5%</b>
Definitely the right direction	18	3.1%
Mostly the right direction	26	4.4%
<b><u>Wrong track</u></b>	<b>542</b>	<b>90.4%</b>
Mostly the wrong track	86	14.4%
Definitely the wrong track	456	76.0%
Unsure	13	2.2%
Total	600	100.0%

*H2H Ballot*

3. If the Republican primary election for U.S. Senate was held today, and you had to make a choice, who would you vote for out of the following options?

	<b>Freq.</b>	<b>%</b>
Pat McCrory	145	24.2%
Mark Walker	39	6.6%
Ted Budd	113	18.8%
Marjorie Eastman	6	0.9%
Jen Banwart	0	0.0%
Kenneth Bishop	6	0.9%
Undecided	291	48.5%
Total	600	100.0%



*McCrary Vs Budd Ballot*

4. If the Republican primary election for U.S. Senate was held today, and you had to make a choice between Pat McCrary and Ted Budd, who would you vote for?

	<b>Freq.</b>	<b>%</b>
<b><u>Pat McCrary</u></b>	<b><u>199</u></b>	<b><u>33.2%</u></b>
Definitely Pat McCrary	122	20.3%
Probably Pat McCrary	77	12.9%
<b><u>Ted Budd</u></b>	<b><u>205</u></b>	<b><u>34.2%</u></b>
Probably Ted Budd	90	15.0%
Definitely Ted Budd	115	19.2%
Undecided	195	32.6%
Total	600	100.0%

---

Thinking about the Presidential primary election in 2024...

*Presidential Ballot*

5. If the 2024 Republican presidential primary election was held today, and you had to make a choice, who would you vote for?

	<b>Freq.</b>	<b>%</b>
Donald Trump	280	46.7%
Ron DeSantis	117	19.4%
Nikki Haley	46	7.7%
Kristi Noem	5	0.8%
Tim Scott	13	2.1%
Mike Pence	28	4.7%
Ted Cruz	14	2.3%
Undecided	98	16.3%
Total	600	100.0%

---

*Trump Endorsement Impact*

6. If former President Donald Trump endorsed a candidate for U.S. Senate how would that impact who you chose to vote for?

	<b>Freq.</b>	<b>%</b>
<b><u>Vote for the Trump-endorsed candidate</u></b>	<b><u>299</u></b>	<b><u>49.9%</u></b>
Definitely vote for the Trump-endorsed candidate	152	25.3%
Probably vote for the Trump-endorsed candidate	147	24.6%
<b><u>Keep an open mind about who to vote for</u></b>	<b><u>224</u></b>	<b><u>37.3%</u></b>



<b><u>Vote against the Trump-endorsed candidate</u></b>	<b><u>61</u></b>	<b><u>10.1%</u></b>
Unsure	16	2.7%
Total	600	100.0%

*Trump Similarity*

7. When it comes to the Republican primary election for U.S. Senate, how similar or how different would you like the Republican nominee to be to former President Donald Trump?

	<b>Freq.</b>	<b>%</b>
Very similar in tone, style, and on the issues	224	37.3%
Different in tone and style, but similar on the issues	296	49.3%
Similar in tone and style, but different on the issues	19	3.2%
Different in tone and style, and also different on the issues	61	10.2%
Total	600	100.0%

- 8 – 13. Please indicate if you have heard of the person, and if you have, whether you have a favorable or unfavorable impression of them. If you don't recognize a name, choose so.

	<b>Fav</b>	<b>Very Fav</b>	<b>Unfav</b>	<b>Very Unfav</b>	<b>No opinion</b>	<b>NHO</b>	<b>NET Fav</b>
Donald Trump	<b><u>80.2%</u></b> <b><u>481</u></b>	58.3% 350	<b><u>16.7%</u></b> <b><u>100</u></b>	12.4% 74	2.6% 15	0.5% 3	63.5%
Mark Robinson	<b><u>50.5%</u></b> <b><u>303</u></b>	40.5% 243	<b><u>5.9%</u></b> <b><u>36</u></b>	3.6% 22	18.1% 108	25.5% 153	44.6%
Ted Budd	<b><u>40.7%</u></b> <b><u>244</u></b>	19.5% 117	<b><u>9.0%</u></b> <b><u>54</u></b>	5.0% 30	22.0% 132	28.3% 170	31.7%
Pat McCrory	<b><u>51.9%</u></b> <b><u>312</u></b>	22.3% 134	<b><u>28.4%</u></b> <b><u>170</u></b>	14.2% 85	15.3% 92	4.4% 26	23.6%
Mark Walker	<b><u>24.4%</u></b> <b><u>147</u></b>	10.1% 61	<b><u>6.2%</u></b> <b><u>37</u></b>	3.0% 18	23.4% 140	45.9% 276	18.2%
Madison Cawthorn	<b><u>32.9%</u></b> <b><u>197</u></b>	20.6% 124	<b><u>13.7%</u></b> <b><u>82</u></b>	8.9% 53	16.8% 101	36.6% 219	19.2%

*Top Priority*

14. Which one of the following issues do you believe should be the top priority for the U.S. Senate?

	<b>Freq.</b>	<b>%</b>
Securing the border and preventing illegal immigration	156	26.0%
Ensuring election integrity	115	19.1%
Combatting inflation and lowering the cost of living	83	13.8%



Creating jobs and building the economy	70	11.7%
Protecting the Second Amendment	35	5.9%
Protecting the rights of the unborn	34	5.6%
Ending the COVID-19 pandemic	31	5.2%
Addressing rising crime and public safety	23	3.8%
Increasing access to quality education	10	1.6%
Creating a strong foreign policy	7	1.1%
Unsure	37	6.2%
Total	600	100.0%

*NC General Assembly JA*

15. Do you approve or disapprove the job that the North Carolina General Assembly is doing?

	<b>Freq.</b>	<b>%</b>
<b><u>Approve</u></b>	<b><u>207</u></b>	<b><u>34.5%</u></b>
Strongly approve	37	6.1%
Somewhat approve	170	28.4%
<b><u>Neither approve nor disapprove</u></b>	<b><u>116</u></b>	<b><u>19.3%</u></b>
<b><u>Disapprove</u></b>	<b><u>178</u></b>	<b><u>29.6%</u></b>
Somewhat disapprove	100	16.7%
Strongly disapprove	78	12.9%
Unsure	99	16.5%
Total	600	100.0%

*Congress JA*

16. Do you approve or disapprove the job that U.S. Congress is doing?

	<b>Freq.</b>	<b>%</b>
<b><u>Approve</u></b>	<b><u>45</u></b>	<b><u>7.5%</u></b>
Strongly approve	9	1.5%
Somewhat approve	36	6.0%
<b><u>Neither approve nor disapprove</u></b>	<b><u>41</u></b>	<b><u>6.8%</u></b>
<b><u>Disapprove</u></b>	<b><u>486</u></b>	<b><u>81.0%</u></b>
Somewhat disapprove	116	19.4%
Strongly disapprove	370	61.6%
Unsure	28	4.7%
Total	600	100.0%



17 – 21. Please indicate if you have heard of the platform, and if you have, how often you use the platform. If you don't recognize a platform, choose so.

	I use this platform daily	I use this platform weekly	I use this platform monthly	I used to use this platform, but no longer do	I have never used this platform	Never heard of	Total
Facebook	41.2% 247	14.9% 90	8.3% 50	17.3% 104	17.4% 105	0.9% 5	100.0% 600
Twitter	7.2% 43	4.6% 27	5.0% 30	20.1% 121	61.8% 371	1.3% 8	100.0% 600
Instagram	15.5% 93	10.0% 60	8.7% 52	10.9% 65	52.6% 316	2.4% 14	100.0% 600
Telegram	5.0% 30	1.2% 7	2.9% 17	5.1% 30	46.8% 281	39.1% 234	100.0% 600
Gettr	4.1% 25	1.5% 9	1.1% 7	1.3% 8	38.4% 230	53.6% 322	100.0% 600

*Gov Tech Involvement*

22. Both Democrat and Republican politicians have called for increased government regulation of companies like Facebook, Twitter, and Google. Do you support or oppose increasing government involvement in these types of technology and social media companies?

	Freq.	%
<b><u>Support</u></b>	<b><u>331</u></b>	<b><u>55.1%</u></b>
Strongly support	188	31.3%
Somewhat support	143	23.9%
<b><u>Neither support nor oppose</u></b>	<b><u>47</u></b>	<b><u>7.9%</u></b>
<b><u>Oppose</u></b>	<b><u>167</u></b>	<b><u>27.8%</u></b>
Somewhat oppose	52	8.6%
Strongly oppose	115	19.2%
Unsure	55	9.2%
Total	600	100.0%

*2022 Election Fairness*

23. Do you believe the November 2022 general elections will be free and fair?

	Freq.	%
Yes	124	20.6%
No	293	48.8%
Unsure	184	30.6%
Total	600	100.0%



*GOP Alignment*

24. Would you say the Republican Party is to the left or right of you, politically?

	<b>Freq.</b>	<b>%</b>
<b><u>More left</u></b>	<b><u>178</u></b>	<b><u>29.7%</u></b>
Much more left	44	7.4%
Somewhat more left	134	22.3%
<b><u>Neither left nor right</u></b>	<b><u>175</u></b>	<b><u>29.2%</u></b>
<b><u>More right</u></b>	<b><u>196</u></b>	<b><u>32.7%</u></b>
Somewhat more right	119	19.8%
Much more right	77	12.8%
Unsure	50	8.4%
Total	600	100.0%

---

*Gender*

25. Are you female or male?

	<b>Freq.</b>	<b>%</b>
Female	301	50.2%
Male	299	49.8%
Total	600	100.0%

*Age Range*

26. What age range do you fall within?

	<b>Freq.</b>	<b>%</b>
<b><u>Under 55</u></b>	<b><u>208</u></b>	<b><u>34.7%</u></b>
18 - 39	80	13.3%
40 - 54	129	21.4%
<b><u>55 and Over</u></b>	<b><u>392</u></b>	<b><u>65.3%</u></b>
55 - 69	212	35.3%
70 or older	180	30.1%
Total	600	100.0%

*Ideology*

27. And thinking about your views toward politics and government, would you say you are...

	<b>Freq.</b>	<b>%</b>
<b><u>Conservative</u></b>	<b><u>509</u></b>	<b><u>84.8%</u></b>
Extremely conservative	103	17.1%
Very conservative	270	45.0%
Somewhat conservative	136	22.6%
<b><u>Moderate</u></b>	<b><u>68</u></b>	<b><u>11.3%</u></b>



<b><u>Liberal</u></b>	<b><u>12</u></b>	<b><u>1.9%</u></b>
Unsure	12	2.0%
Total	600	100.0%

*Trump vs Trad GOP*

28. If you had to choose, do you consider yourself more of a Trump Republican or more of a traditional conservative Republican?

	<b>Freq.</b>	<b>%</b>
<b><u>More a Trump Republican</u></b>	<b><u>356</u></b>	<b><u>59.4%</u></b>
Much more a Trump Republican	188	31.4%
Somewhat more a Trump Republican	168	28.0%
<b><u>More a traditional conservative Republican</u></b>	<b><u>205</u></b>	<b><u>34.2%</u></b>
Somewhat more a traditional conservative Republican	120	20.1%
Much more a traditional conservative Republican	85	14.2%
Unsure	39	6.4%
Total	600	100.0%

*Religion*

29. If you have one, what is your religious affiliation?

	<b>Freq.</b>	<b>%</b>
Catholic	73	12.2%
Mainline Protestant (Methodist, Lutheran, Episcopal, Anglican, etc.)	200	33.3%
Evangelical or Born-Again Protestant (Non-denominational Evangelical, Pentecostal, Church of God, etc.)	225	37.5%
Other	18	3.0%
Orthodox (Eastern or Oriental)	6	1.1%
Mormon	2	0.3%
Jehovah's Witness	0	0.0%
Jewish	5	0.8%
Muslim	2	0.3%
Hindu	0	0.0%
Buddhist	3	0.5%
Not religious	52	8.7%
Unsure	31	5.2%
Total	600	100.0%





*Religious Service Attendance*

30. How often do you attend religious services?

	<b>Freq.</b>	<b>%</b>
<b><u>Frequent</u></b>	<b><u>291</u></b>	<b><u>53.7%</u></b>
Multiple times per week	94	17.4%
Once per week	197	36.3%
<b><u>Occasional</u></b>	<b><u>76</u></b>	<b><u>14.1%</u></b>
2-3 times per month	52	9.5%
Once per month	25	4.5%
<b><u>Rarely</u></b>	<b><u>175</u></b>	<b><u>32.2%</u></b>
A few times per year	106	19.6%
Never	56	10.2%
Unsure	13	2.4%
Total	542	100.0%

*Income by Response*

31. What annual household income range do you fall within out of the following options?

	<b>Freq.</b>	<b>%</b>
Less than \$50,000	149	24.8%
\$50,000 - \$100,000	204	34.0%
More than \$100,000	187	31.2%
Unsure	60	10.0%
Total	600	100.0%

*Education Level*

32. What's the highest level of education you have completed?

	<b>Freq.</b>	<b>%</b>
<b><u>No degree</u></b>	<b><u>334</u></b>	<b><u>55.7%</u></b>
Some high school	12	2.0%
High school diploma/GED	88	14.7%
Technical Certification	37	6.1%
Some college or Associate's Degree	198	32.9%
<b><u>At least College</u></b>	<b><u>259</u></b>	<b><u>43.2%</u></b>
Four-year undergraduate or Bachelor's Degree	168	27.9%
Graduate degree or further	91	15.2%
Unsure	7	1.2%
Total	600	100.0%



### 33. Primary Election X of 4

	<b>Freq.</b>	<b>%</b>
0 of 4	32	5.3%
1 of 4	255	42.6%
2 of 4	134	22.3%
3 of 4	106	17.6%
4 of 4	73	12.2%
Total	600	100.0%

### 34. Geo

	<b>Freq.</b>	<b>%</b>
Charlotte/West	238	39.7%
Central	128	21.3%
Raleigh-Durham	132	21.9%
Coast	103	17.2%
Total	600	100.0%

### 35. Geo - CD

	<b>Freq.</b>	<b>%</b>
1	20	3.4%
2	37	6.2%
3	63	10.5%
4	30	5.1%
5	44	7.4%
6	38	6.3%
7	52	8.7%
8	46	7.7%
9	38	6.4%
10	69	11.4%
11	66	11.0%
12	26	4.3%
13	70	11.7%
Total	600	100.0%

### 36. Geo - DMA

	<b>Freq.</b>	<b>%</b>
Atlanta	2	0.3%
Charlotte	172	28.7%
Chattanooga	1	0.2%
Florence/Myrtle	1	0.2%
Green/Nw Brn/Wsh	53	8.8%
Green/Spart/Ash	63	10.5%
Grsbro/Wnsal/Hpt	127	21.1%
Norfolk	15	2.5%
Raleigh/Durham	132	21.9%
Wilmington	35	5.9%
Total	600	100.0%



### 37. Age + Income

	<b>Freq.</b>	<b>%</b>
<70 <\$50k	79	13.2%
<70 \$50k-\$99k	144	24.1%
<70 \$100k+	154	25.6%
70+ <\$50k	70	11.6%
70+ \$50k-\$99k	59	9.9%
70+ \$100k+	33	5.6%
Unsure	60	10.0%
Total	600	100.0%

### 38. Age + Gender

	<b>Freq.</b>	<b>%</b>
F 18 - 39	29	4.8%
F 40 - 54	68	11.4%
F 55 - 69	113	18.9%
F 70+	91	15.2%
M 18 - 39	51	8.5%
M 40 - 54	60	10.1%
M 55 - 69	98	16.4%
M 70+	89	14.9%
Total	600	100.0%

### 39. Education + Gender

	<b>Freq.</b>	<b>%</b>
Female At least College	123	20.6%
Female No degree	174	29.0%
Male At least College	136	22.6%
Male No degree	160	26.7%
Unsure	7	1.2%
Total	600	100.0%

### 40. Party from File

	<b>Freq.</b>	<b>%</b>
Republican	435	72.5%
Other	165	27.5%
Total	600	100.0%

### 41. Race from File

	<b>Freq.</b>	<b>%</b>
White	553	92.2%
Black	5	0.8%
Hispanic	11	1.9%
Asian	3	0.5%
Other	8	1.3%



Unknown	20	3.4%
Total	600	100.0%

## METHODOLOGY

This probabilistic survey was conducted January 7 – 9, 2022, with 600 likely GOP primary voters. It has a margin of error of  $\pm 3.95\%$ . Known registered voters were interviewed via live calls, email invitation and SMS. This survey was weighted to a likely GOP primary voter universe.

## ABOUT THE FIRM

[Cygna](#) is an award-winning national public opinion and predictive analytics firm that pioneered multi-mode polling, peer-to-peer text collection, and Political Emotive Analysis. Cygna was named the #1 Republican private pollster by Nate Silver's *FiveThirtyEight* two cycles running, as well as the #1 most accurate polling and research firm in the country for 2018 by The New York Times. Its team members have worked in 47 states and countries on more than 2,100 corporate, public affairs, and political campaigns.

