



TO: Interested Parties
FROM: Global Strategy Group
DATE: December 2021
RE: **NEW POLL RESULTS: Cheri Beasley Is In A Strong Position To Win Democratic Primary**

With the exit of Erica Smith and Richard Watkins from the Democratic primary race for Senate, new polling from Global Strategy Group finds that Cheri Beasley leads by double digits and opens up a commanding lead after voters learn balanced, positive messages about each candidate. This finding is consistent with [other survey data](#) that finds that voters move to support Beasley after learning more about each candidate. Beasley is in a strong position to consolidate support among Democrats across North Carolina and win the primary election in March.

KEY FINDINGS:

- **Beasley currently leads the Democratic primary by fourteen points.** In a two-way match up against Jeff Jackson, 39% of Democratic primary voters currently support Cheri Beasley in the Democratic primary, with 25% supporting Jackson and another 36% remaining undecided. Beasley's lead is due in part to strong support among the state's African American voters, 56% of whom currently back Beasley.
- **After voters learn more about each candidate, Beasley opens up a commanding forty-eight-point lead.** After the initial vote, voters heard short positive messaging paragraphs on both Jackson and Beasley and were asked again which candidate they would support in the Democratic primary. The information provided was intended to simulate campaign communications and the content of the information was based on the messaging from each campaign. After voters learn more about each candidate, a strong majority (69%) back Beasley, while Jackson's support falls to 21% and 10% remain undecided, demonstrating the strong appeal of Beasley's personal story and accomplishments.
- **Beasley's significant lead is due to her broad appeal across the Democratic coalition and her ability to grow support among all key groups of voters, setting her up to be a strong candidate in the general election.** After voters learn more about both candidates, Beasley is able to consolidate support among Black voters (85% of whom back Beasley after messaging, up from 56% on initial vote), while also opening up a two-to-one lead among white voters (61% Beasley/27% Jackson after messaging, compared with 28% Beasley/32% Jackson on initial vote). Beasley also leads among both Democratic men (63% support Beasley, up from 39% on initial vote) and women (74%, up from 38%) and voters under 55 (66%, up from 36%) and older voters (72%, up from 40%). The breadth of Beasley's support indicates that Democrats will be unified behind her in the general election and that she will be well-positioned to appeal to a wide diversity of general election voters across North Carolina.

ABOUT THE POLL

Global Strategy Group conducted a survey of 800 likely Democratic primary voters in North Carolina between November 1-7, 2021. The survey had a margin of error of +/- 3.5%. The margin of error on sub-samples is greater.