

To: Interested Parties

From: ALG Research and End Citizens United

Date: January 21, 2020

RE: **NEW SURVEY FINDINGS: Cal Cunningham Leads Senator Tillis by 2 in North Carolina**

New research in North Carolina shows Democrat Cal Cunningham is in a strong starting place to win in November. Cunningham holds a narrow lead over incumbent Senator Thom Tillis as the 2020 campaign begins. Senator Tillis has weak standing heading into a reelection year, and is unpopular with Independents. This dynamic provides a clear opportunity for Democrat Cal Cunningham to shape the campaign and win support from North Carolina voters who are open to replacing Senator Tillis.

KEY FINDINGS

- **President Trump is underwater, and the Presidential race will be close.** President Trump is underwater (44% favorable / 54% unfavorable) and trails a Generic Democrat (44% Trump / 48% Democratic Nominee). For Trump to win North Carolina, he will need to win Independent voters. Currently 24% of Independents are undecided, but they have a negative view of Trump (27% favorable / 65% unfavorable).
- **Thom Tillis enters the race with weak standing.** North Carolinians view Senator Tillis unfavorably (35% favorable / 38% unfavorable). Tillis lacks enthusiastic support within his own party; while President Trump is “Very Favorable” with 28% of North Carolina Republicans, Tillis is only “Very Favorable” with 9% of his own party’s voters. Independents view Senator Tillis unfavorably by a 2-1 margin (23% favorable / 46% unfavorable).
- **Cunningham leads Tillis 44-42 as the campaign begins.** In an initial head-to-head matchup, Democrat Cal Cunningham leads Republican Thom Tillis by 2 points (44% Cunningham / 42% Tillis / 13% undecided). With minimal paid media to date, this is a concerning number for an incumbent Senator.
- **The underlying data shows Senator Tillis is especially vulnerable as Democrat Cal Cunningham becomes better known.** Despite being nearly three times better known than Cal Cunningham (72% can rate Tillis / 28% can rate Cunningham), Senator Tillis is already losing in a head-to-head matchup. His weakness with Republicans and Independents puts him in a precarious position. With President Trump facing a tough reelection in North Carolina, he may not be able to help Tillis win in November.

ABOUT THIS POLL: ALG Research conducted an online survey of 700 likely 2020 general election voters in North Carolina from January 8th to 12th. As the survey was conducted online, there is not a margin of sampling error.