



## North Carolina

**In North Carolina, interviews with 1,016 adult Americans conducted by telephone by ORC International on October 27-30, 2014. The margin of sampling error for results based on the total sample is plus or minus 3 percentage points. The North Carolina sample also includes 896 interviews among registered voters (plus or minus 3.5 percentage points) and 559 interviews among likely voters (plus or minus 4 percentage points). In North Carolina, 712 interviews were conducted among landline respondents and 304 interviews among cell phone respondents.**

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1. If the election for U.S. Senate were held today and the candidates were Kay Hagan, the Democrat, Thom Tillis, the Republican, and Sean Haugh, the Libertarian who would you be more likely to vote for? (IF UNSURE:) As of today, who do you lean more toward? (RANDOM ORDER)

	<u>Hagan</u>	<u>Tillis</u>	<u>Haugh</u>	<u>Other (vol.)</u>	<u>Neither (vol.)</u>	<u>No opinion</u>
<u>Likely Voters</u>						
Oct. 27-30, 2014	48%	46%	4%	*	1%	1%
Sept. 22-25, 2014	46%	43%	7%	*	3%	1%
<u>Registered Voters</u>						
Oct. 27-30, 2014	47%	41%	8%	*	3%	1%
Sept. 22-25, 2014	46%	39%	9%	*	4%	2%

2. Is your mind made up about who you will vote for, or is it possible you would change your mind?

	<u>Mind made up</u>	<u>Might change mind</u>	<u>No opinion</u>
<u>Likely Voters</u>			
Oct. 27-30, 2014	90%	9%	1%
Sept. 22-25, 2014	73%	25%	2%
<u>Registered Voters</u>			
Oct. 27-30, 2014	77%	20%	3%
Sept. 22-25, 2014	61%	36%	3%

*No opinion includes respondents with no first choice in Q.1.*

3. We'd like to get your overall opinion of those candidates, regardless of whether or not you plan to vote for them. As I read each name, please say if you have a favorable or unfavorable opinion of that person -- or if you have never heard of them before today. (RANDOM ORDER)

	<u>Favor- able</u>	<u>Unfavor- able</u>	<u>Never heard of</u>	<u>No opinion</u>
<b>Kay Hagen</b>				
<u>Likely Voters</u>				
Oct. 27-30, 2014	49%	48%	*	2%
Sept. 22-25, 2014	46%	47%	2%	5%
<u>Registered Voters</u>				
Oct. 27-30, 2014	46%	47%	2%	5%
Sept. 22-25, 2014	45%	43%	4%	8%
<b>Thom Tillis</b>				
<u>Likely Voters</u>				
Oct. 27-30, 2014	43%	50%	2%	4%
Sept. 22-25, 2014	47%	40%	5%	7%
<u>Registered Voters</u>				
Oct. 27-30, 2014	41%	46%	6%	7%
Sept. 22-25, 2014	41%	41%	9%	10%

4. Do you approve or disapprove of the way Barack Obama is handling his job as president?

	<u>Approve</u>	<u>Disapprove</u>	<u>No opinion</u>
<u>Likely Voters</u>			
Oct. 27-30, 2014	45%	53%	2%
Sept. 22-25, 2014	38%	58%	3%
<u>Registered Voters</u>			
Oct. 27-30, 2014	45%	53%	2%
Sept. 22-25, 2014	43%	53%	5%
<u>All Respondents</u>			
Oct. 27-30, 2014	42%	52%	6%
Sept. 22-25, 2014	42%	52%	7%

## METHODOLOGY

In North Carolina, a total of 1,016 adults were interviewed by telephone. All respondents were asked questions concerning basic demographics, and the entire sample was weighted to reflect statewide Census figures for gender, race, age, education and region of the state. Registered voters were asked questions about their likelihood of voting, past voting behavior, and interest in the campaign; based on the answers to those questions, 559 respondents were classified as likely voters. Among those likely voters, 38% described themselves as Democrats, 30% described themselves as Independents, and 32% described themselves as Republicans.

In the North Carolina crosstabs, the state regions are composed of the following counties: the "East" region is composed of Beaufort, Bertie, Bladen, Brunswick, Camden, Carteret, Chowan, Columbus, Craven, Cumberland, Currituck, Dare, Duplin, Edgecombe, Gates, Greene, Halifax, Harnett, Hertford, Hyde, Jones, Lenoir, Martin, Nash, New Hanover, Northampton, Onslow, Pamlico, Pasquotank, Pender, Perquimans, Pitt, Robeson, Sampson, Tyrrell, Washington, Wayne and Wilson counties; the "Raleigh-Durham Triangle" region is composed of Chatham, Durham, Franklin, Granville, Johnston, Orange, Person, Vance, Wake and Warren counties; the "Charlotte Area" region is composed of Cabarrus, Gaston, Lincoln, Mecklenburg and Union counties; the "Piedmont/Central" region is composed of Alamance, Anson, Caswell, Davidson, Davie, Forsyth, Guilford, Hoke, Lee, Montgomery, Moore, Randolph, Richmond, Rockingham, Rowan, Scotland, Stanly and Stokes counties; and the "West" region is composed of Alexander, Alleghany, Ashe, Avery, Buncombe, Burke, Caldwell, Catawba, Cherokee, Clay, Cleveland, Graham, Haywood, Henderson, Iredell, Jackson, McDowell, Macon, Madison, Mitchell, Polk, Rutherford, Surry, Swain, Transylvania, Watauga, Wilkes, Yadkin and Yancey counties.

Crosstabs on the following pages only include results for subgroups with enough unweighted cases to produce a sampling error of +/- 8.5 percentage points or less. Some subgroups represent too small a share of the population of North Carolina to produce crosstabs with an acceptable sampling error. Interviews were conducted among these subgroups but results for groups with a sampling error larger than +/-8.5 percentage points are not displayed.

North Carolina CNN/ORC International Poll -- October 27 to 30, 2014

Likely Voter

Question 1/1A

Q1. If the election for U.S. Senate were held today and the candidates were Kay Hagan, the Democrat, and Thom Tillis, the Republican, and Sean Haugh, the Libertarian who would you be more likely to vote for --

Q1A. As of today, do you lean more toward -- ?

Base = Likely voters

	Total	Men	Women	White	Non-White	White Men	White Women
Hagan, the Democrat	48%	41%	55%	34%	N/A	27%	42%
Tillis, the Republican	46%	53%	39%	60%	N/A	67%	51%
Haugh, the Libertarian	4%	4%	4%	5%	N/A	5%	5%
None of the above	1%	1%	1%	1%	N/A	1%	1%
Other	*	*	1%	*	N/A	*	1%
No opinion	1%	1%	*	*	N/A	*	*
Sampling Error	+/-4.0	+/-6.0	+/-6.0	+/-5.0		+/-6.5	+/-7.0

	Total	18-34	35-49	50-64	65+	Under 50	50 and Older
Hagan, the Democrat	48%	N/A	N/A	46%	45%	N/A	46%
Tillis, the Republican	46%	N/A	N/A	48%	49%	N/A	48%
Haugh, the Libertarian	4%	N/A	N/A	4%	5%	N/A	4%
None of the above	1%	N/A	N/A	1%	*	N/A	1%
Other	*	N/A	N/A	*	*	N/A	*
No opinion	1%	N/A	N/A	1%	1%	N/A	1%
Sampling Error	+/-4.0			+/-7.5	+/-6.0		+/-4.5

	Total	Under \$50K	\$50K or more	No College	Attended College	Urban	Sub-urban	Rural
Hagan, the Democrat	48%	54%	46%	46%	48%	59%	43%	44%
Tillis, the Republican	46%	40%	49%	46%	46%	37%	49%	49%
Haugh, the Libertarian	4%	5%	3%	5%	4%	1%	6%	5%
None of the above	1%	*	2%	1%	1%	1%	*	1%
Other	*	*	*	1%	*	1%	*	*
No opinion	1%	*	1%	1%	*	1%	1%	*
Sampling Error	+/-4.0	+/-7.5	+/-6.0	+/-8.5	+/-5.0	+/-7.0	+/-7.5	+/-7.0

	Total	Democrat	Independent	Republican	Liberal	Moderate	Conservative
Hagan, the Democrat	48%	92%	42%	2%	N/A	67%	18%
Tillis, the Republican	46%	5%	45%	96%	N/A	25%	77%
Haugh, the Libertarian	4%	1%	11%	1%	N/A	6%	3%
None of the above	1%	*	2%	1%	N/A	2%	1%
Other	*	*	*	1%	N/A	*	1%
No opinion	1%	1%	1%	*	N/A	*	1%
Sampling Error	+/-4.0	+/-7.0	+/-7.0	+/-7.0		+/-7.5	+/-6.0

	Total	Raleigh East	Raleigh Durham Triangle	Charlotte Area	Piedmont Central	West
Hagan, the Democrat	48%	51%	N/A	N/A	N/A	N/A
Tillis, the Republican	46%	43%	N/A	N/A	N/A	N/A
Haugh, the Libertarian	4%	5%	N/A	N/A	N/A	N/A
None of the above	1%	1%	N/A	N/A	N/A	N/A
Other	*	*	N/A	N/A	N/A	N/A
No opinion	1%	*	N/A	N/A	N/A	N/A
Sampling Error	+/-4.0	+/-8.5				

\* percentage less than 1%

North Carolina CNN/ORC International Poll -- October 27 to 30, 2014

Likely Voter

Question 2

Is your mind made up about who you will vote for, or is it possible you would change your mind?

Base = Likely voters

	Total	Men	Women	White	Non-White	White Men	White Women		
Mind made up	90%	92%	87%	90%	N/A	93%	87%		
Might change mind	9%	7%	12%	9%	N/A	6%	12%		
No opinion	1%	1%	1%	1%	N/A	*	1%		
Sampling Error	+/-4.0	+/-6.0	+/-6.0	+/-5.0		+/-6.5	+/-7.0		

  

	Total	18-34	35-49	50-64	65+	Under 50	50 and Older		
Mind made up	90%	N/A	N/A	93%	87%	N/A	90%		
Might change mind	9%	N/A	N/A	6%	12%	N/A	9%		
No opinion	1%	N/A	N/A	2%	1%	N/A	1%		
Sampling Error	+/-4.0			+/-7.5	+/-6.0		+/-4.5		

  

	Total	Under \$50K	\$50K or more	No College	Attended College	Urban	Sub-urban	Rural
Mind made up	90%	83%	93%	86%	91%	88%	90%	91%
Might change mind	9%	16%	6%	13%	8%	11%	9%	9%
No opinion	1%	1%	1%	2%	1%	1%	1%	1%
Sampling Error	+/-4.0	+/-7.5	+/-6.0	+/-8.5	+/-5.0	+/-7.0	+/-7.5	+/-7.0

  

	Total	Democrat	Independent	Republican	Liberal	Mod-erate	Conser-vative
Mind made up	90%	92%	85%	91%	N/A	87%	89%
Might change mind	9%	7%	13%	9%	N/A	12%	10%
No opinion	1%	1%	1%	1%	N/A	1%	1%
Sampling Error	+/-4.0	+/-7.0	+/-7.0	+/-7.0		+/-7.5	+/-6.0

  

	Total	Raleigh Durham Tri-angle	Char-lotte Area	Pied -mont Central	West
Mind made up	90%	90%	N/A	N/A	N/A
Might change mind	9%	9%	N/A	N/A	N/A
No opinion	1%	1%	N/A	N/A	N/A
Sampling Error	+/-4.0	+/-8.5			

\* percentage less than 1%

North Carolina CNN/ORC International Poll -- October 27 to 30, 2014

Likely Voter

Question 3

We'd like to get your overall opinion of those candidates, regardless of whether or not you plan to vote for them. As I read each name, please say if you have a favorable or unfavorable opinion of that person -- or if you have never heard of them before today.

A. Kay Hagan

Base = Likely voters

	Total	Men	Women	White	Non-White	White Men	White Women
Favorable Opinion	49%	41%	56%	35%	N/A	27%	44%
Unfavorable Opinion	48%	56%	41%	63%	N/A	71%	54%
Heard of, no opinion	1%	2%	1%	1%	N/A	2%	1%
Never heard of	*	*	*	*	N/A	*	*
No opinion	1%	*	2%	1%	N/A	*	1%
Sampling Error	+/-4.0	+/-6.0	+/-6.0	+/-5.0		+/-6.5	+/-7.0

	Total	18-34	35-49	50-64	65+	Under 50	50 and Older
Favorable Opinion	49%	N/A	N/A	49%	45%	N/A	47%
Unfavorable Opinion	48%	N/A	N/A	51%	50%	N/A	51%
Heard of, no opinion	1%	N/A	N/A	*	3%	N/A	2%
Never heard of	*	N/A	N/A	*	1%	N/A	*
No opinion	1%	N/A	N/A	*	*	N/A	*
Sampling Error	+/-4.0			+/-7.5	+/-6.0		+/-4.5

	Total	Under \$50K	\$50K or more	No College	Attended College	Urban	Sub-urban	Rural
Favorable Opinion	49%	54%	48%	49%	48%	59%	45%	45%
Unfavorable Opinion	48%	43%	50%	48%	49%	38%	52%	53%
Heard of, no opinion	1%	2%	1%	2%	1%	2%	1%	2%
Never heard of	*	*	*	*	*	*	*	*
No opinion	1%	1%	1%	1%	1%	1%	2%	*
Sampling Error	+/-4.0	+/-7.5	+/-6.0	+/-8.5	+/-5.0	+/-7.0	+/-7.5	+/-7.0

	Total	Democrat	Independent	Republican	Liberal	Moderate	Conservative
Favorable Opinion	49%	92%	42%	4%	N/A	66%	20%
Unfavorable Opinion	48%	6%	53%	94%	N/A	30%	78%
Heard of, no opinion	1%	1%	2%	2%	N/A	2%	1%
Never heard of	*	*	*	*	N/A	*	*
No opinion	1%	*	3%	*	N/A	2%	1%
Sampling Error	+/-4.0	+/-7.0	+/-7.0	+/-7.0		+/-7.5	+/-6.0

	Total	Raleigh East	Raleigh Triangle	Charlotte Area	Piedmont Central	West
Favorable Opinion	49%	54%	N/A	N/A	N/A	N/A
Unfavorable Opinion	48%	44%	N/A	N/A	N/A	N/A
Heard of, no opinion	1%	1%	N/A	N/A	N/A	N/A
Never heard of	*	*	N/A	N/A	N/A	N/A
No opinion	1%	2%	N/A	N/A	N/A	N/A
Sampling Error	+/-4.0	+/-8.5				

\* percentage less than 1%

Likely Voter

Question 3

We'd like to get your overall opinion of those candidates, regardless of whether or not you plan to vote for them. As I read each name, please say if you have a favorable or unfavorable opinion of that person -- or if you have never heard of them before today.

B. Thom Tillis

Base = Likely voters

	Total	Men	Women	White	Non-White	White Men	White Women
Favorable Opinion	43%	50%	37%	56%	N/A	63%	50%
Unfavorable Opinion	50%	45%	54%	40%	N/A	35%	45%
Heard of, no opinion	3%	3%	4%	3%	N/A	2%	4%
Never heard of	2%	1%	3%	*	N/A	*	1%
No opinion	1%	*	2%	1%	N/A	*	1%
Sampling Error	+/-4.0	+/-6.0	+/-6.0	+/-5.0		+/-6.5	+/-7.0

  

	Total	18-34	35-49	50-64	65+	Under 50	50 and Older
Favorable Opinion	43%	N/A	N/A	46%	48%	N/A	47%
Unfavorable Opinion	50%	N/A	N/A	49%	44%	N/A	46%
Heard of, no opinion	3%	N/A	N/A	4%	5%	N/A	4%
Never heard of	2%	N/A	N/A	1%	3%	N/A	2%
No opinion	1%	N/A	N/A	1%	1%	N/A	1%
Sampling Error	+/-4.0			+/-7.5	+/-6.0		+/-4.5

  

	Total	Under \$50K	\$50K or more	No College	Attended College	Urban	Sub-urban	Rural
Favorable Opinion	43%	37%	47%	42%	45%	33%	46%	49%
Unfavorable Opinion	50%	54%	48%	47%	50%	59%	48%	44%
Heard of, no opinion	3%	3%	3%	5%	3%	4%	2%	4%
Never heard of	2%	5%	1%	5%	1%	3%	1%	3%
No opinion	1%	1%	1%	1%	1%	1%	2%	*
Sampling Error	+/-4.0	+/-7.5	+/-6.0	+/-8.5	+/-5.0	+/-7.0	+/-7.5	+/-7.0

  

	Total	Democrat	Independent	Republican	Liberal	Moderate	Conservative
Favorable Opinion	43%	6%	42%	89%	N/A	28%	70%
Unfavorable Opinion	50%	87%	49%	6%	N/A	66%	22%
Heard of, no opinion	3%	3%	6%	2%	N/A	4%	4%
Never heard of	2%	3%	*	3%	N/A	*	3%
No opinion	1%	1%	3%	*	N/A	2%	1%
Sampling Error	+/-4.0	+/-7.0	+/-7.0	+/-7.0		+/-7.5	+/-6.0

  

	Total	Raleigh	Durham	Charlotte	Piedmont	West
Favorable Opinion	43%	38%	N/A	N/A	N/A	N/A
Unfavorable Opinion	50%	54%	N/A	N/A	N/A	N/A
Heard of, no opinion	3%	3%	N/A	N/A	N/A	N/A
Never heard of	2%	3%	N/A	N/A	N/A	N/A
No opinion	1%	2%	N/A	N/A	N/A	N/A
Sampling Error	+/-4.0	+/-8.5				

\* percentage less than 1%



North Carolina CNN/ORC International Poll -- October 27 to 30, 2014

Question 4

Do you approve or disapprove of the way Barack Obama is handling his job as president?

Base = Total Sample

	Total	Men	Women	White	Non-White	White Men	White Women
Approve	42%	37%	46%	24%	80%	19%	30%
Disapprove	52%	59%	46%	70%	15%	77%	62%
No opinion	6%	4%	8%	6%	5%	4%	8%
Sampling Error	+/-3.0	+/-4.5	+/-4.5	+/-3.5	+/-6.0	+/-5.0	+/-5.0

  

	Total	18-34	35-49	50-64	65+	Under 50	50 and Older
Approve	42%	43%	43%	43%	37%	43%	41%
Disapprove	52%	48%	50%	53%	59%	49%	56%
No opinion	6%	9%	6%	4%	4%	8%	4%
Sampling Error	+/-3.0	+/-8.5	+/-7.5	+/-6.0	+/-5.0	+/-5.5	+/-4.0

  

	Total	Under \$50K	\$50K or more	No College	Attended College	Urban	Sub-urban	Rural
Approve	42%	45%	41%	41%	43%	53%	35%	36%
Disapprove	52%	51%	56%	53%	51%	41%	59%	58%
No opinion	6%	5%	4%	5%	6%	6%	6%	6%
Sampling Error	+/-3.0	+/-5.0	+/-5.0	+/-5.5	+/-4.0	+/-5.5	+/-5.0	+/-5.5

  

	Total	Democrat	Independent	Republican	Liberal	Mod-erate	Conser-vative
Approve	42%	84%	33%	6%	67%	50%	22%
Disapprove	52%	13%	57%	91%	29%	44%	73%
No opinion	6%	3%	10%	2%	4%	6%	5%
Sampling Error	+/-3.0	+/-5.5	+/-5.0	+/-5.5	+/-7.0	+/-5.5	+/-5.0

  

	Total	Raleigh	Durham	Char-lotte Tri-angle	Pied-mont Area	Central	West
Approve	42%	37%	59%	52%	38%	28%	
Disapprove	52%	57%	40%	44%	52%	64%	
No opinion	6%	6%	1%	4%	10%	8%	
Sampling Error	+/-3.0	+/-6.0	+/-7.0	+/-8.0	+/-6.5	+/-7.0	

\* percentage less than 1%