



North Carolina Senate Poll Results

October 28-30, 2014

Q: Would you say that things in the country are going in the right direction, or have they gotten off on the wrong track?

Right Direction	30%
Wrong Track	65%
Not sure	5%

Now, I am going to read you a list of names. Please indicate whether you have a favorable or unfavorable opinion of each.

Kay Hagan

Very favorable	37%
Somewhat favorable	12%
Somewhat unfavorable	11%
Very unfavorable	37%
Not sure	3%

Thom Tillis

Very favorable	29%
Somewhat favorable	18%
Somewhat unfavorable	13%
Very unfavorable	36%
Not sure	4%

Sean Haugh

Very favorable	5%
Somewhat favorable	15%
Somewhat unfavorable	13%
Very unfavorable	13%
Not sure	54%

Q: If the election for U.S. Senate were held today, who would you vote for: Thom Tillis, Republican, Kay Hagan, Democrat or Sean Haugh, Libertarian?

Tillis	46%
Hagan	44%
Haugh	6%
Not sure	4%

Q: If the election for U.S. Senate were held today, who would you vote for: Thom Tillis, Republican, or Kay Hagan, Democrat?

Tillis	48%
Hagan	45%
Not sure	7%

Q: Have you seen, read, or heard anything recently about Thom Tillis?

Yes	86%
No	7%
Not sure	7%

Only 'Yes' respondents from previous question...

Q: Has that information given you a more favorable or more unfavorable opinion of Thom Tillis?

Favorable	35%
Unfavorable	51%
Not sure	14%

Q: Have you seen, read, or heard anything recently about Kay Hagan?

Yes	88%
No	7%
Not sure	5%

Only 'Yes' respondents from previous question...

Q: Has that information given you a more favorable or more unfavorable opinion of Kay Hagan?

Favorable	40%
Unfavorable	52%
Not sure	8%

Demographics:

Party Affiliation

Republican	34%
Democrat	43%
Independent or any other party	23%

Gender

Female	53%
Male	47%

Age

18 to 39	10%
40 to 54	23%
55 to 65	29%
66 or older	38%

Race

White	70%
African American	20%
Other	10%

Ideology

Conservative	43%
Moderate	39%
Liberal	14%
Not sure	5%

METHODOLOGY:

The sample size for the survey is 511 likely voters and the margin of error is +/-4.34%. The Interactive Voice Response (IVR) automated telephone survey was conducted October 28–30, 2014 by Harper Polling. The total percentages for responses may not equal 100% due to rounding.