

**INTERVIEWS: Tom Jensen 919-744-6312****IF YOU HAVE BASIC METHODOLOGICAL QUESTIONS, PLEASE E-MAIL [information@publicpolicypolling.com](mailto:information@publicpolicypolling.com), OR CONSULT THE FINAL PARAGRAPH OF THE PRESS RELEASE**

### **North Carolina Senate Race Tightens Considerably**

**Raleigh, N.C.** – The North Carolina Senate race has tightened up quite a bit in the last couple months, with early attacks ads on Kay Hagan and the unpopular rollout of Obamacare taking a toll on her poll numbers. Hagan is now basically tied with her Republican challengers, leading Heather Grant 43/40, Thom Tillis 44/42, and Mark Harris 43/41 while trailing Greg Brannon 44/43.

Over the last two months Hagan's approval rating is pretty consistent. It was 43% in September and it's at 44% now. But her disapproval has spiked from 39% all the way up to 49% over that period of time. It's no coincidence that the decline in Hagan's approval numbers tracks pretty closely with a big decline in President Obama's popularity over that same period of time. He's gone from having voters in the state pretty evenly divided about him in September at 48/49 to disapproving pretty strongly at 43/53.

It seems likely that the difficulties with the rollout of Obamacare are helping to make life more difficult for Hagan. It's always been unpopular in North Carolina and currently 38% of voters say they approve of it to 48% who disapprove, numbers pretty consistent with what we've found over the years. But what's really hurting Democrats is its being back in the news- 69% of voters say its rollout has been unsuccessful so far to only 25% who deem it a success. 49% say the rollout has been 'very unsuccessful.'

Thom Tillis has finally opened up a bit of a lead in the Republican primary to face off against Hagan next year. He's getting 20% to 14% for Mark Harris, 11% for Greg Brannon, and 8% for Heather Grant. The largest group of voters, at 47%, still remains undecided.

“When voter anger was focused on what was happening in Raleigh over the summer it really helped Kay Hagan’s poll numbers,” said Dean Debnam, President of Public Policy Polling. “With that anger geared more toward Washington now, this is again looking like it will be one of the most competitive races in the country next year.”

PPP surveyed 701 North Carolina voters, including an oversample of 498 Republican primary voters, from November 8<sup>th</sup> to 11<sup>th</sup>. The margin of error for the overall survey is +/- 3.7% and for the Republican primary part it's +/-4.4%. PPP's surveys are conducted through automated telephone interviews.





## North Carolina Survey Results

**Q1** Do you approve or disapprove of President Barack Obama's job performance?

*Approve* ..... 43%  
*Disapprove*..... 53%  
*Not sure* ..... 4%

**Q2** Do you approve or disapprove of Senator Kay Hagan's job performance?

*Approve* ..... 44%  
*Disapprove*..... 49%  
*Not sure* ..... 7%

**Q3** Do you have a favorable or unfavorable opinion of Greg Brannon?

*Favorable*..... 9%  
*Unfavorable* ..... 22%  
*Not sure* ..... 70%

**Q4** Do you have a favorable or unfavorable opinion of Heather Grant?

*Favorable*..... 9%  
*Unfavorable* ..... 19%  
*Not sure* ..... 72%

**Q5** Do you have a favorable or unfavorable opinion of Mark Harris?

*Favorable*..... 11%  
*Unfavorable* ..... 19%  
*Not sure* ..... 70%

**Q6** Do you have a favorable or unfavorable opinion of Thom Tillis?

*Favorable*..... 16%  
*Unfavorable* ..... 28%  
*Not sure* ..... 56%

**Q7** If the candidates for Senate in 2014 were Democrat Kay Hagan and Republican Greg Brannon, who would you vote for?

*Kay Hagan* ..... 43%  
*Greg Brannon* ..... 44%  
*Not sure* ..... 14%

**Q8** If the candidates for Senate in 2014 were Democrat Kay Hagan and Republican Heather Grant, who would you vote for?

*Kay Hagan* ..... 43%  
*Heather Grant*..... 40%  
*Not sure* ..... 17%

**Q9** If the candidates for Senate in 2014 were Democrat Kay Hagan and Republican Mark Harris, who would you vote for?

*Kay Hagan* ..... 43%  
*Mark Harris* ..... 41%  
*Not sure* ..... 16%

**Q10** If the candidates for Senate in 2014 were Democrat Kay Hagan and Republican Thom Tillis, who would you vote for?

*Kay Hagan* ..... 44%  
*Thom Tillis* ..... 42%  
*Not sure* ..... 14%

**Q11** Do you approve or disapprove of the Affordable Care Act?

*Approve* ..... 38%  
*Disapprove*..... 48%  
*Not sure* ..... 14%





**Q12** Do you think the implementation of the Affordable Care Act so far has been very successful, somewhat successful, somewhat unsuccessful, very unsuccessful, or are you not sure?

<i>Very successful</i> .....	4%
<i>Somewhat successful</i> .....	21%
<i>Somewhat unsuccessful</i> .....	20%
<i>Very unsuccessful</i> .....	49%
<i>Not sure</i> .....	7%

**Q13** In the last presidential election, did you vote for Barack Obama or Mitt Romney?

<i>Barack Obama</i> .....	47%
<i>Mitt Romney</i> .....	47%
<i>Someone else/Don't remember</i> .....	6%

**Q14** Would you describe yourself as very liberal, somewhat liberal, moderate, somewhat conservative, or very conservative?

<i>Very liberal</i> .....	13%
<i>Somewhat liberal</i> .....	11%
<i>Moderate</i> .....	34%
<i>Somewhat conservative</i> .....	24%
<i>Very conservative</i> .....	19%

**Q15** If you are a woman, press 1. If a man, press 2.

<i>Woman</i> .....	54%
<i>Man</i> .....	46%

**Q16** If you are a Democrat, press 1. If a Republican, press 2. If you are an independent or identify with another party, press 3.

<i>Democrat</i> .....	45%
<i>Republican</i> .....	33%
<i>Independent/Other</i> .....	21%

**Q17** If you are white, press 1. If African-American, press 2. If other, press 3.

<i>White</i> .....	73%
<i>African-American</i> .....	20%
<i>Other</i> .....	6%

**Q18** If you are 18 to 29 years old, press 1. If 30 to 45, press 2. If 46 to 65, press 3. If you are 65 or older, press 4.

<i>18 to 29</i> .....	15%
<i>30 to 45</i> .....	22%
<i>46 to 65</i> .....	42%
<i>Older than 65</i> .....	21%

**Q19** Area Code

<i>252</i> .....	11%
<i>336</i> .....	21%
<i>704</i> .....	18%
<i>828</i> .....	16%
<i>910</i> .....	13%
<i>919</i> .....	20%





**Crosstabs**

	Base	2012 Vote		
		Barack Obama	Mitt Romney	Someone else/Don't remember
<b>Obama Approval</b>				
<b>Approve</b>	43%	83%	5%	35%
<b>Disapprove</b>	53%	13%	92%	53%
<b>Not sure</b>	4%	4%	3%	12%

	Base	2012 Vote		
		Barack Obama	Mitt Romney	Someone else/Don't remember
<b>Hagan Approval</b>				
<b>Approve</b>	44%	79%	12%	32%
<b>Disapprove</b>	49%	18%	78%	60%
<b>Not sure</b>	7%	3%	10%	8%

	Base	2012 Vote		
		Barack Obama	Mitt Romney	Someone else/Don't remember
<b>Brannon Favorability</b>				
<b>Favorable</b>	9%	10%	7%	14%
<b>Unfavorable</b>	22%	24%	20%	18%
<b>Not sure</b>	70%	66%	74%	68%

	Base	2012 Vote		
		Barack Obama	Mitt Romney	Someone else/Don't remember
<b>Grant Favorability</b>				
<b>Favorable</b>	9%	13%	5%	17%
<b>Unfavorable</b>	19%	19%	17%	28%
<b>Not sure</b>	72%	67%	79%	55%





**Crosstabs**

	Base	2012 Vote		
		Barack Obama	Mitt Romney	Someone else/Don't remember
<b>Harris Favorability</b>				
<b>Favorable</b>	11%	14%	9%	7%
<b>Unfavorable</b>	19%	20%	17%	27%
<b>Not sure</b>	70%	66%	74%	66%

	Base	2012 Vote		
		Barack Obama	Mitt Romney	Someone else/Don't remember
<b>Tillis Favorability</b>				
<b>Favorable</b>	16%	13%	19%	17%
<b>Unfavorable</b>	28%	37%	18%	31%
<b>Not sure</b>	56%	50%	63%	53%

	Base	2012 Vote		
		Barack Obama	Mitt Romney	Someone else/Don't remember
<b>Hagan/Brannon</b>				
<b>Kay Hagan</b>	43%	78%	11%	20%
<b>Greg Brannon</b>	44%	13%	74%	37%
<b>Not sure</b>	14%	9%	15%	43%

	Base	2012 Vote		
		Barack Obama	Mitt Romney	Someone else/Don't remember
<b>Hagan/Grant</b>				
<b>Kay Hagan</b>	43%	80%	10%	21%
<b>Heather Grant</b>	40%	9%	72%	26%
<b>Not sure</b>	17%	11%	18%	53%





**Crosstabs**

	Base	2012 Vote		
		Barack Obama	Mitt Romney	Someone else/Don't remember
<b>Hagan/Harris</b>				
<b>Kay Hagan</b>	43%	80%	9%	27%
<b>Mark Harris</b>	41%	10%	73%	26%
<b>Not sure</b>	16%	10%	18%	47%

	Base	2012 Vote		
		Barack Obama	Mitt Romney	Someone else/Don't remember
<b>Hagan/Tillis</b>				
<b>Kay Hagan</b>	44%	82%	9%	32%
<b>Thom Tillis</b>	42%	9%	75%	29%
<b>Not sure</b>	14%	9%	16%	39%

	Base	2012 Vote		
		Barack Obama	Mitt Romney	Someone else/Don't remember
<b>ACA Approval</b>				
<b>Approve</b>	38%	74%	4%	15%
<b>Disapprove</b>	48%	12%	84%	50%
<b>Not sure</b>	14%	14%	12%	34%

	Base	2012 Vote		
		Barack Obama	Mitt Romney	Someone else/Don't remember
<b>ACA Rollout Success</b>				
<b>Very successful</b>	4%	7%	0%	7%
<b>Somewhat successful</b>	21%	41%	2%	9%
<b>Somewhat unsuccessful</b>	20%	28%	13%	8%
<b>Very unsuccessful</b>	49%	17%	81%	46%
<b>Not sure</b>	7%	7%	4%	30%





**Crosstabs**

	Base	Ideology				
		Very liberal	Somewhat liberal	Moderate	Somewhat conservative	Very conservative
<b>Obama Approval</b>						
<b>Approve</b>	43%	84%	79%	55%	16%	9%
<b>Disapprove</b>	53%	16%	20%	36%	82%	90%
<b>Not sure</b>	4%	-	1%	9%	2%	1%

	Base	Ideology				
		Very liberal	Somewhat liberal	Moderate	Somewhat conservative	Very conservative
<b>Hagan Approval</b>						
<b>Approve</b>	44%	74%	77%	59%	18%	11%
<b>Disapprove</b>	49%	24%	19%	32%	73%	83%
<b>Not sure</b>	7%	1%	4%	8%	9%	6%

	Base	Ideology				
		Very liberal	Somewhat liberal	Moderate	Somewhat conservative	Very conservative
<b>Brannon Favorability</b>						
<b>Favorable</b>	9%	25%	11%	7%	5%	5%
<b>Unfavorable</b>	22%	35%	14%	18%	18%	28%
<b>Not sure</b>	70%	40%	76%	76%	77%	67%

	Base	Ideology				
		Very liberal	Somewhat liberal	Moderate	Somewhat conservative	Very conservative
<b>Grant Favorability</b>						
<b>Favorable</b>	9%	30%	8%	8%	2%	8%
<b>Unfavorable</b>	19%	24%	15%	16%	21%	20%
<b>Not sure</b>	72%	46%	77%	76%	77%	73%





**Crosstabs**

	Base	Ideology				
		Very liberal	Somewhat liberal	Moderate	Somewhat conservative	Very conservative
<b>Harris Favorability</b>						
Favorable	11%	27%	13%	10%	5%	8%
Unfavorable	19%	31%	10%	16%	19%	23%
Not sure	70%	42%	77%	74%	76%	69%

	Base	Ideology				
		Very liberal	Somewhat liberal	Moderate	Somewhat conservative	Very conservative
<b>Tillis Favorability</b>						
Favorable	16%	28%	10%	10%	17%	21%
Unfavorable	28%	40%	30%	29%	21%	22%
Not sure	56%	32%	60%	61%	62%	57%

	Base	Ideology				
		Very liberal	Somewhat liberal	Moderate	Somewhat conservative	Very conservative
<b>Hagan/Brannon</b>						
Kay Hagan	43%	72%	72%	57%	16%	13%
Greg Brannon	44%	16%	19%	27%	68%	77%
Not sure	14%	13%	9%	16%	15%	10%

	Base	Ideology				
		Very liberal	Somewhat liberal	Moderate	Somewhat conservative	Very conservative
<b>Hagan/Grant</b>						
Kay Hagan	43%	76%	70%	57%	18%	15%
Heather Grant	40%	10%	19%	27%	61%	70%
Not sure	17%	14%	11%	17%	21%	15%







**Crosstabs**

	Base	Ideology				
		Very liberal	Somewhat liberal	Moderate	Somewhat conservative	Very conservative
<b>Hagan/Harris</b>						
<b>Kay Hagan</b>	43%	79%	73%	55%	18%	13%
<b>Mark Harris</b>	41%	10%	18%	27%	64%	70%
<b>Not sure</b>	16%	12%	9%	18%	18%	17%

	Base	Ideology				
		Very liberal	Somewhat liberal	Moderate	Somewhat conservative	Very conservative
<b>Hagan/Tillis</b>						
<b>Kay Hagan</b>	44%	79%	73%	57%	17%	14%
<b>Thom Tillis</b>	42%	10%	19%	27%	67%	72%
<b>Not sure</b>	14%	12%	7%	15%	16%	13%

	Base	Ideology				
		Very liberal	Somewhat liberal	Moderate	Somewhat conservative	Very conservative
<b>ACA Approval</b>						
<b>Approve</b>	38%	71%	66%	49%	12%	10%
<b>Disapprove</b>	48%	19%	18%	35%	77%	73%
<b>Not sure</b>	14%	9%	16%	16%	11%	16%

	Base	Ideology				
		Very liberal	Somewhat liberal	Moderate	Somewhat conservative	Very conservative
<b>ACA Rollout Success</b>						
<b>Very successful</b>	4%	18%	3%	2%	1%	2%
<b>Somewhat successful</b>	21%	33%	43%	27%	6%	7%
<b>Somewhat unsuccessful</b>	20%	23%	24%	25%	13%	13%
<b>Very unsuccessful</b>	49%	17%	24%	39%	75%	70%
<b>Not sure</b>	7%	9%	5%	7%	5%	9%





**Crosstabs**

	Base	Gender	
		Woman	Man
<b>Obama Approval</b>			
<b>Approve</b>	43%	43%	44%
<b>Disapprove</b>	53%	51%	54%
<b>Not sure</b>	4%	6%	2%

	Base	Gender	
		Woman	Man
<b>Hagan Approval</b>			
<b>Approve</b>	44%	46%	42%
<b>Disapprove</b>	49%	45%	53%
<b>Not sure</b>	7%	9%	5%

	Base	Gender	
		Woman	Man
<b>Brannon Favorability</b>			
<b>Favorable</b>	9%	8%	9%
<b>Unfavorable</b>	22%	18%	25%
<b>Not sure</b>	70%	73%	66%

	Base	Gender	
		Woman	Man
<b>Grant Favorability</b>			
<b>Favorable</b>	9%	8%	11%
<b>Unfavorable</b>	19%	16%	22%
<b>Not sure</b>	72%	77%	67%





**Crosstabs**

	Base	Gender	
		Woman	Man
<b>Harris Favorability</b>			
<b>Favorable</b>	11%	9%	13%
<b>Unfavorable</b>	19%	15%	24%
<b>Not sure</b>	70%	77%	62%

	Base	Gender	
		Woman	Man
<b>Tillis Favorability</b>			
<b>Favorable</b>	16%	13%	20%
<b>Unfavorable</b>	28%	22%	34%
<b>Not sure</b>	56%	66%	45%

	Base	Gender	
		Woman	Man
<b>Hagan/Brannon</b>			
<b>Kay Hagan</b>	43%	44%	41%
<b>Greg Brannon</b>	44%	40%	48%
<b>Not sure</b>	14%	16%	11%

	Base	Gender	
		Woman	Man
<b>Hagan/Grant</b>			
<b>Kay Hagan</b>	43%	44%	43%
<b>Heather Grant</b>	40%	37%	44%
<b>Not sure</b>	17%	19%	13%





**Crosstabs**

	Base	Gender	
		Woman	Man
<b>Hagan/Harris</b>			
<b>Kay Hagan</b>	43%	45%	41%
<b>Mark Harris</b>	41%	36%	47%
<b>Not sure</b>	16%	19%	12%

	Base	Gender	
		Woman	Man
<b>Hagan/Tillis</b>			
<b>Kay Hagan</b>	44%	46%	42%
<b>Thom Tillis</b>	42%	37%	48%
<b>Not sure</b>	14%	17%	10%

	Base	Gender	
		Woman	Man
<b>ACA Approval</b>			
<b>Approve</b>	38%	37%	39%
<b>Disapprove</b>	48%	47%	50%
<b>Not sure</b>	14%	17%	11%

	Base	Gender	
		Woman	Man
<b>ACA Rollout Success</b>			
<b>Very successful</b>	4%	5%	2%
<b>Somewhat successful</b>	21%	20%	22%
<b>Somewhat unsuccessful</b>	20%	18%	22%
<b>Very unsuccessful</b>	49%	48%	50%
<b>Not sure</b>	7%	9%	5%





**Crosstabs**

	Base	Party		
		Democrat	Republican	Independent/Other
<b>Obama Approval</b>				
<b>Approve</b>	43%	72%	10%	35%
<b>Disapprove</b>	53%	23%	88%	60%
<b>Not sure</b>	4%	5%	2%	6%

	Base	Party		
		Democrat	Republican	Independent/Other
<b>Hagan Approval</b>				
<b>Approve</b>	44%	69%	13%	41%
<b>Disapprove</b>	49%	27%	78%	52%
<b>Not sure</b>	7%	4%	9%	8%

	Base	Party		
		Democrat	Republican	Independent/Other
<b>Brannon Favorability</b>				
<b>Favorable</b>	9%	12%	5%	7%
<b>Unfavorable</b>	22%	23%	23%	15%
<b>Not sure</b>	70%	65%	71%	78%

	Base	Party		
		Democrat	Republican	Independent/Other
<b>Grant Favorability</b>				
<b>Favorable</b>	9%	15%	6%	4%
<b>Unfavorable</b>	19%	19%	21%	16%
<b>Not sure</b>	72%	67%	74%	81%





**Crosstabs**

	Base	Party		
		Democrat	Republican	Independent/Other
<b>Harris Favorability</b>				
<b>Favorable</b>	11%	14%	8%	7%
<b>Unfavorable</b>	19%	18%	21%	18%
<b>Not sure</b>	70%	67%	71%	75%

	Base	Party		
		Democrat	Republican	Independent/Other
<b>Tillis Favorability</b>				
<b>Favorable</b>	16%	17%	18%	11%
<b>Unfavorable</b>	28%	32%	22%	28%
<b>Not sure</b>	56%	51%	60%	61%

	Base	Party		
		Democrat	Republican	Independent/Other
<b>Hagan/Brannon</b>				
<b>Kay Hagan</b>	43%	66%	13%	39%
<b>Greg Brannon</b>	44%	22%	73%	43%
<b>Not sure</b>	14%	12%	13%	18%

	Base	Party		
		Democrat	Republican	Independent/Other
<b>Hagan/Grant</b>				
<b>Kay Hagan</b>	43%	69%	12%	38%
<b>Heather Grant</b>	40%	18%	71%	38%
<b>Not sure</b>	17%	12%	18%	24%





**Crosstabs**

	Base	Party		
		Democrat	Republican	Independent/Other
<b>Hagan/Harris</b>				
<b>Kay Hagan</b>	43%	71%	10%	37%
<b>Mark Harris</b>	41%	17%	73%	40%
<b>Not sure</b>	16%	12%	17%	23%

	Base	Party		
		Democrat	Republican	Independent/Other
<b>Hagan/Tillis</b>				
<b>Kay Hagan</b>	44%	71%	11%	39%
<b>Thom Tillis</b>	42%	18%	75%	41%
<b>Not sure</b>	14%	11%	14%	20%

	Base	Party		
		Democrat	Republican	Independent/Other
<b>ACA Approval</b>				
<b>Approve</b>	38%	60%	9%	35%
<b>Disapprove</b>	48%	23%	80%	53%
<b>Not sure</b>	14%	17%	11%	12%

	Base	Party		
		Democrat	Republican	Independent/Other
<b>ACA Rollout Success</b>				
<b>Very successful</b>	4%	7%	2%	1%
<b>Somewhat successful</b>	21%	34%	5%	16%
<b>Somewhat unsuccessful</b>	20%	28%	10%	18%
<b>Very unsuccessful</b>	49%	24%	77%	57%
<b>Not sure</b>	7%	7%	6%	8%





**Crosstabs**

	Base	Race		
		White	African-American	Other
<b>Obama Approval</b>				
<b>Approve</b>	<b>43%</b>	33%	81%	47%
<b>Disapprove</b>	<b>53%</b>	64%	16%	33%
<b>Not sure</b>	<b>4%</b>	3%	3%	20%

	Base	Race		
		White	African-American	Other
<b>Hagan Approval</b>				
<b>Approve</b>	<b>44%</b>	35%	74%	50%
<b>Disapprove</b>	<b>49%</b>	58%	21%	32%
<b>Not sure</b>	<b>7%</b>	6%	5%	17%

	Base	Race		
		White	African-American	Other
<b>Brannon Favorability</b>				
<b>Favorable</b>	<b>9%</b>	8%	11%	7%
<b>Unfavorable</b>	<b>22%</b>	21%	25%	19%
<b>Not sure</b>	<b>70%</b>	71%	64%	75%

	Base	Race		
		White	African-American	Other
<b>Grant Favorability</b>				
<b>Favorable</b>	<b>9%</b>	8%	11%	15%
<b>Unfavorable</b>	<b>19%</b>	17%	24%	23%
<b>Not sure</b>	<b>72%</b>	75%	65%	62%







**Crosstabs**

	Base	Race		
		White	African-American	Other
<b>Harris Favorability</b>				
Favorable	11%	9%	17%	11%
Unfavorable	19%	19%	19%	22%
Not sure	70%	72%	64%	67%

	Base	Race		
		White	African-American	Other
<b>Tillis Favorability</b>				
Favorable	16%	16%	15%	17%
Unfavorable	28%	27%	33%	23%
Not sure	56%	57%	52%	59%

	Base	Race		
		White	African-American	Other
<b>Hagan/Brannon</b>				
Kay Hagan	43%	35%	68%	55%
Greg Brannon	44%	52%	21%	21%
Not sure	14%	13%	11%	24%

	Base	Race		
		White	African-American	Other
<b>Hagan/Grant</b>				
Kay Hagan	43%	35%	72%	51%
Heather Grant	40%	48%	18%	20%
Not sure	17%	17%	10%	29%





**Crosstabs**

	Base	Race		
		White	African-American	Other
<b>Hagan/Harris</b>				
<b>Kay Hagan</b>	<b>43%</b>	35%	74%	43%
<b>Mark Harris</b>	<b>41%</b>	49%	16%	20%
<b>Not sure</b>	<b>16%</b>	16%	9%	38%

	Base	Race		
		White	African-American	Other
<b>Hagan/Tillis</b>				
<b>Kay Hagan</b>	<b>44%</b>	35%	75%	52%
<b>Thom Tillis</b>	<b>42%</b>	51%	16%	18%
<b>Not sure</b>	<b>14%</b>	14%	9%	31%

	Base	Race		
		White	African-American	Other
<b>ACA Approval</b>				
<b>Approve</b>	<b>38%</b>	30%	62%	47%
<b>Disapprove</b>	<b>48%</b>	57%	20%	35%
<b>Not sure</b>	<b>14%</b>	13%	17%	18%

	Base	Race		
		White	African-American	Other
<b>ACA Rollout Success</b>				
<b>Very successful</b>	<b>4%</b>	3%	7%	5%
<b>Somewhat successful</b>	<b>21%</b>	15%	40%	27%
<b>Somewhat unsuccessful</b>	<b>20%</b>	19%	23%	12%
<b>Very unsuccessful</b>	<b>49%</b>	58%	20%	32%
<b>Not sure</b>	<b>7%</b>	5%	10%	23%





**Crosstabs**

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
<b>Obama Approval</b>					
<b>Approve</b>	<b>43%</b>	43%	43%	48%	37%
<b>Disapprove</b>	<b>53%</b>	49%	53%	50%	61%
<b>Not sure</b>	<b>4%</b>	9%	5%	3%	2%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
<b>Hagan Approval</b>					
<b>Approve</b>	<b>44%</b>	37%	44%	49%	39%
<b>Disapprove</b>	<b>49%</b>	57%	50%	44%	52%
<b>Not sure</b>	<b>7%</b>	6%	6%	6%	9%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
<b>Brannon Favorability</b>					
<b>Favorable</b>	<b>9%</b>	20%	6%	8%	5%
<b>Unfavorable</b>	<b>22%</b>	20%	25%	20%	22%
<b>Not sure</b>	<b>70%</b>	60%	69%	72%	73%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
<b>Grant Favorability</b>					
<b>Favorable</b>	<b>9%</b>	20%	9%	6%	10%
<b>Unfavorable</b>	<b>19%</b>	17%	23%	18%	16%
<b>Not sure</b>	<b>72%</b>	63%	69%	76%	73%





**Crosstabs**

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
<b>Harris Favorability</b>					
Favorable	11%	20%	13%	8%	9%
Unfavorable	19%	20%	20%	20%	17%
Not sure	70%	60%	68%	73%	74%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
<b>Tillis Favorability</b>					
Favorable	16%	20%	15%	13%	20%
Unfavorable	28%	29%	29%	28%	25%
Not sure	56%	51%	56%	59%	55%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
<b>Hagan/Brannon</b>					
Kay Hagan	43%	37%	43%	47%	39%
Greg Brannon	44%	40%	45%	42%	49%
Not sure	14%	23%	13%	12%	12%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
<b>Hagan/Grant</b>					
Kay Hagan	43%	37%	44%	48%	38%
Heather Grant	40%	34%	39%	40%	46%
Not sure	17%	29%	18%	12%	15%





**Crosstabs**

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
<b>Hagan/Harris</b>					
<b>Kay Hagan</b>	<b>43%</b>	41%	44%	47%	37%
<b>Mark Harris</b>	<b>41%</b>	32%	43%	40%	46%
<b>Not sure</b>	<b>16%</b>	26%	14%	13%	17%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
<b>Hagan/Tillis</b>					
<b>Kay Hagan</b>	<b>44%</b>	44%	44%	48%	37%
<b>Thom Tillis</b>	<b>42%</b>	32%	44%	41%	49%
<b>Not sure</b>	<b>14%</b>	24%	13%	11%	14%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
<b>ACA Approval</b>					
<b>Approve</b>	<b>38%</b>	31%	36%	44%	31%
<b>Disapprove</b>	<b>48%</b>	51%	51%	44%	51%
<b>Not sure</b>	<b>14%</b>	17%	13%	12%	18%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
<b>ACA Rollout Success</b>					
<b>Very successful</b>	<b>4%</b>	9%	3%	3%	2%
<b>Somewhat successful</b>	<b>21%</b>	17%	19%	22%	22%
<b>Somewhat unsuccessful</b>	<b>20%</b>	23%	15%	22%	18%
<b>Very unsuccessful</b>	<b>49%</b>	43%	56%	47%	50%
<b>Not sure</b>	<b>7%</b>	9%	8%	6%	8%





**Crosstabs**

	Base	Area Code					
		252	336	704	828	910	919
<b>Obama Approval</b>							
<b>Approve</b>	43%	55%	33%	40%	46%	40%	52%
<b>Disapprove</b>	53%	44%	63%	58%	47%	52%	46%
<b>Not sure</b>	4%	1%	4%	2%	7%	8%	2%

	Base	Area Code					
		252	336	704	828	910	919
<b>Hagan Approval</b>							
<b>Approve</b>	44%	48%	39%	41%	48%	34%	54%
<b>Disapprove</b>	49%	47%	59%	52%	40%	52%	43%
<b>Not sure</b>	7%	5%	2%	7%	13%	14%	3%

	Base	Area Code					
		252	336	704	828	910	919
<b>Brannon Favorability</b>							
<b>Favorable</b>	9%	12%	10%	5%	8%	2%	13%
<b>Unfavorable</b>	22%	26%	15%	24%	21%	19%	25%
<b>Not sure</b>	70%	62%	74%	71%	70%	80%	62%

	Base	Area Code					
		252	336	704	828	910	919
<b>Grant Favorability</b>							
<b>Favorable</b>	9%	9%	10%	5%	13%	11%	9%
<b>Unfavorable</b>	19%	26%	13%	20%	20%	11%	22%
<b>Not sure</b>	72%	66%	77%	74%	67%	78%	68%





**Crosstabs**

	Base	Area Code					
		252	336	704	828	910	919
<b>Harris Favorability</b>							
<b>Favorable</b>	11%	20%	6%	10%	12%	9%	12%
<b>Unfavorable</b>	19%	16%	17%	18%	25%	12%	24%
<b>Not sure</b>	70%	65%	77%	72%	64%	79%	64%

	Base	Area Code					
		252	336	704	828	910	919
<b>Tillis Favorability</b>							
<b>Favorable</b>	16%	12%	13%	14%	16%	15%	24%
<b>Unfavorable</b>	28%	37%	18%	35%	25%	12%	38%
<b>Not sure</b>	56%	51%	69%	51%	59%	72%	39%

	Base	Area Code					
		252	336	704	828	910	919
<b>Hagan/Brannon</b>							
<b>Kay Hagan</b>	43%	43%	37%	40%	49%	33%	51%
<b>Greg Brannon</b>	44%	41%	47%	46%	36%	50%	42%
<b>Not sure</b>	14%	16%	15%	14%	15%	17%	7%

	Base	Area Code					
		252	336	704	828	910	919
<b>Hagan/Grant</b>							
<b>Kay Hagan</b>	43%	48%	40%	38%	47%	33%	53%
<b>Heather Grant</b>	40%	39%	43%	44%	30%	48%	37%
<b>Not sure</b>	17%	13%	17%	18%	23%	19%	10%





**Crosstabs**

	Base	Area Code					
		252	336	704	828	910	919
<b>Hagan/Harris</b>							
<b>Kay Hagan</b>	43%	48%	37%	39%	48%	32%	54%
<b>Mark Harris</b>	41%	36%	45%	46%	35%	46%	35%
<b>Not sure</b>	16%	16%	18%	15%	17%	22%	11%

	Base	Area Code					
		252	336	704	828	910	919
<b>Hagan/Tillis</b>							
<b>Kay Hagan</b>	44%	51%	35%	41%	49%	34%	56%
<b>Thom Tillis</b>	42%	35%	46%	44%	36%	48%	39%
<b>Not sure</b>	14%	14%	18%	14%	15%	19%	5%

	Base	Area Code					
		252	336	704	828	910	919
<b>ACA Approval</b>							
<b>Approve</b>	38%	43%	27%	34%	44%	30%	48%
<b>Disapprove</b>	48%	46%	56%	52%	39%	50%	45%
<b>Not sure</b>	14%	11%	17%	14%	17%	20%	7%

	Base	Area Code					
		252	336	704	828	910	919
<b>ACA Rollout Success</b>							
<b>Very successful</b>	4%	9%	1%	4%	5%	3%	3%
<b>Somewhat successful</b>	21%	28%	19%	20%	20%	12%	25%
<b>Somewhat unsuccessful</b>	20%	16%	18%	18%	28%	22%	17%
<b>Very unsuccessful</b>	49%	42%	53%	53%	42%	51%	48%
<b>Not sure</b>	7%	5%	8%	6%	4%	13%	8%







## North Carolina Survey Results

**Q1** Do you have a favorable or unfavorable opinion of Greg Brannon?

*Favorable*..... 8%  
*Unfavorable* ..... 21%  
*Not sure* ..... 71%

**Q2** Do you have a favorable or unfavorable opinion of Heather Grant?

*Favorable*..... 5%  
*Unfavorable* ..... 20%  
*Not sure* ..... 75%

**Q3** Do you have a favorable or unfavorable opinion of Mark Harris?

*Favorable*..... 10%  
*Unfavorable* ..... 21%  
*Not sure* ..... 69%

**Q4** Do you have a favorable or unfavorable opinion of Thom Tillis?

*Favorable*..... 21%  
*Unfavorable* ..... 22%  
*Not sure* ..... 57%

**Q5** Given the choices of Greg Brannon, Heather Grant, Mark Harris, and Thom Tillis, who would you most like to see as the Republican candidate for Senate in 2014?

*Greg Brannon* ..... 11%  
*Heather Grant*..... 8%  
*Mark Harris* ..... 14%  
*Thom Tillis* ..... 20%  
*Someone else/Not sure* ..... 47%

**Q6** Would you describe yourself as very liberal, somewhat liberal, moderate, somewhat conservative, or very conservative?

*Very liberal*..... 3%  
*Somewhat liberal* ..... 4%  
*Moderate*..... 21%  
*Somewhat conservative*..... 36%  
*Very conservative* ..... 36%

**Q7** If you are a woman, press 1. If a man, press 2.

*Woman* ..... 49%  
*Man*..... 51%

**Q8** If you are 18 to 45 years old, press 1. If 46 to 65, press 2. If you are 65 or older, press 3.

*18 to 45*..... 32%  
*46 to 65*..... 37%  
*Over 65*..... 31%

**Q9** Area Code

*252*..... 11%  
*336*..... 23%  
*704*..... 23%  
*828*..... 14%  
*910*..... 10%  
*919*..... 20%





**Crosstabs**

	Base	Ideology				
		Very liberal	Somewhat liberal	Moderate	Somewhat conservative	Very conservative
<b>Brannon Favorability</b>						
Favorable	8%	17%	20%	8%	9%	5%
Unfavorable	21%	39%	20%	27%	13%	23%
Not sure	71%	44%	60%	66%	77%	72%

	Base	Ideology				
		Very liberal	Somewhat liberal	Moderate	Somewhat conservative	Very conservative
<b>Grant Favorability</b>						
Favorable	5%	28%	8%	6%	4%	4%
Unfavorable	20%	15%	32%	24%	16%	20%
Not sure	75%	57%	61%	70%	80%	77%

	Base	Ideology				
		Very liberal	Somewhat liberal	Moderate	Somewhat conservative	Very conservative
<b>Harris Favorability</b>						
Favorable	10%	35%	14%	10%	7%	9%
Unfavorable	21%	22%	33%	23%	19%	21%
Not sure	69%	44%	53%	67%	73%	70%

	Base	Ideology				
		Very liberal	Somewhat liberal	Moderate	Somewhat conservative	Very conservative
<b>Tillis Favorability</b>						
Favorable	21%	37%	18%	16%	19%	26%
Unfavorable	22%	24%	32%	28%	18%	20%
Not sure	57%	39%	50%	56%	63%	54%





**Crosstabs**

	Base	Ideology				
		Very liberal	Somewhat liberal	Moderate	Somewhat conservative	Very conservative
<b>2014 GOP Sen Preference</b>						
Greg Brannon	11%	32%	3%	8%	9%	15%
Heather Grant	8%	31%	29%	9%	4%	7%
Mark Harris	14%	4%	15%	20%	17%	10%
Thom Tillis	20%	15%	18%	16%	21%	21%
Someone else/Not sure	47%	17%	34%	47%	50%	47%

	Base	Gender	
		Woman	Man
<b>Brannon Favorability</b>			
Favorable	8%	6%	10%
Unfavorable	21%	21%	21%
Not sure	71%	73%	69%

	Base	Gender	
		Woman	Man
<b>Grant Favorability</b>			
Favorable	5%	2%	8%
Unfavorable	20%	18%	21%
Not sure	75%	80%	71%

	Base	Gender	
		Woman	Man
<b>Harris Favorability</b>			
Favorable	10%	8%	12%
Unfavorable	21%	17%	26%
Not sure	69%	76%	63%





**Crosstabs**

	Base	Gender	
		Woman	Man
<b>Tillis Favorability</b>			
<b>Favorable</b>	21%	13%	29%
<b>Unfavorable</b>	22%	19%	24%
<b>Not sure</b>	57%	68%	47%

	Base	Gender	
		Woman	Man
<b>2014 GOP Sen Preference</b>			
<b>Greg Brannon</b>	11%	14%	9%
<b>Heather Grant</b>	8%	6%	9%
<b>Mark Harris</b>	14%	14%	15%
<b>Thom Tillis</b>	20%	15%	25%
<b>Someone else/Not sure</b>	47%	51%	42%

	Base	Age		
		18 to 45	46 to 65	Over 65
<b>Brannon Favorability</b>				
<b>Favorable</b>	8%	9%	6%	9%
<b>Unfavorable</b>	21%	22%	20%	21%
<b>Not sure</b>	71%	70%	73%	70%

	Base	Age		
		18 to 45	46 to 65	Over 65
<b>Grant Favorability</b>				
<b>Favorable</b>	5%	9%	2%	6%
<b>Unfavorable</b>	20%	20%	21%	17%
<b>Not sure</b>	75%	71%	76%	77%





**Crosstabs**

	Base	Age		
		18 to 45	46 to 65	Over 65
<b>Harris Favorability</b>				
Favorable	10%	8%	9%	13%
Unfavorable	21%	24%	23%	17%
Not sure	69%	69%	69%	70%

	Base	Age		
		18 to 45	46 to 65	Over 65
<b>Tillis Favorability</b>				
Favorable	21%	20%	18%	26%
Unfavorable	22%	23%	25%	17%
Not sure	57%	57%	57%	57%

	Base	Age		
		18 to 45	46 to 65	Over 65
<b>2014 GOP Sen Preference</b>				
Greg Brannon	11%	16%	11%	8%
Heather Grant	8%	14%	4%	6%
Mark Harris	14%	13%	13%	18%
Thom Tillis	20%	18%	19%	24%
Someone else/Not sure	47%	40%	53%	45%

	Base	Area Code					
		252	336	704	828	910	919
<b>Brannon Favorability</b>							
Favorable	8%	14%	5%	9%	2%	7%	12%
Unfavorable	21%	19%	20%	22%	21%	21%	21%
Not sure	71%	67%	74%	69%	77%	73%	67%





**Crosstabs**

	Base	Area Code					
		252	336	704	828	910	919
<b>Grant Favorability</b>							
<b>Favorable</b>	5%	3%	5%	6%	5%	7%	5%
<b>Unfavorable</b>	20%	22%	17%	22%	21%	19%	18%
<b>Not sure</b>	75%	75%	79%	72%	74%	73%	76%

	Base	Area Code					
		252	336	704	828	910	919
<b>Harris Favorability</b>							
<b>Favorable</b>	10%	11%	9%	12%	9%	4%	10%
<b>Unfavorable</b>	21%	20%	18%	25%	26%	20%	19%
<b>Not sure</b>	69%	69%	72%	63%	65%	76%	71%

	Base	Area Code					
		252	336	704	828	910	919
<b>Tillis Favorability</b>							
<b>Favorable</b>	21%	20%	15%	21%	17%	19%	32%
<b>Unfavorable</b>	22%	24%	18%	26%	19%	16%	24%
<b>Not sure</b>	57%	56%	67%	53%	64%	65%	44%

	Base	Area Code					
		252	336	704	828	910	919
<b>2014 GOP Sen Preference</b>							
<b>Greg Brannon</b>	11%	15%	14%	5%	13%	9%	14%
<b>Heather Grant</b>	8%	5%	9%	8%	5%	11%	8%
<b>Mark Harris</b>	14%	15%	13%	23%	15%	15%	6%
<b>Thom Tillis</b>	20%	17%	19%	22%	16%	15%	25%
<b>Someone else/Not sure</b>	47%	49%	45%	42%	52%	49%	48%

