

FOR IMMEDIATE RELEASE

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Tillis at 40%, Brannon with momentum in closing stage

Raleigh, N.C. – PPP's final poll of the North Carolina Republican Senate primary finds that Greg Brannon and Mark Harris are finally picking up some steam, but that it may be too little too late. Thom Tillis leads right at the 40% mark needed to avoid a runoff, followed by Brannon at 28% and Harris at 15% with the other candidates combining for a total of 8%. 11% of voters remain undecided so that should give Tillis the breathing room needed to get over 40%, but it doesn't look as certain as it did a week ago.

The momentum has been on the anti-establishment candidates' side as the race has come to a close. Brannon's support has increased 8 points in the final week of the campaign and Harris' has increased by 4 points. Their increases in support come as voters report having seen more from their campaigns- they've each had an 8-9 point increase in the percentage that have seen their tv ads, while Tillis was already pretty much maxed out on that front.

Negative ads against Tillis have also started to take more of a toll. His net favorability rating with Republican primary voters has declined 9 points in the last week +32 at 56/24 previously to now +23 at 52/29. 73% of voters now report having seen negative ads against Tillis and they're having an impact- among those who've seen them Tillis' favorability is only 47/38, and he leads Brannon just 36/35.

Nevertheless Tillis looks to have a pretty good chance at getting to the magic 40% mark on Tuesday. He's in the 39-43% range with all three major ideological groups that we track- moderates, 'somewhat conservative, and 'very conservative' voters. He has the lead in every section of the state.

There is a chance this is headed to a runoff though, and the numbers in a hypothetical match up between Tillis and Brannon show you why the Republican establishment is so scared of that possibility- Tillis would start out leading Brannon only 46/40, with supporters of the also rans moving their support over to Brannon by a 47/29 margin.

"Thom Tillis is still pretty well positioned to win without a runoff on Tuesday," said Dean Debnam, President of Public Policy Polling. "But negative ads against him have taken a toll in the last week, giving Greg Brannon a chance of holding him under 40%."

PPP surveyed 925 likely Republican primary voters through automated telephone interviews on May 3^{rd} and 4^{th} . The margin of error is $\pm -3.2\%$.





North Carolina Survey Results

Do you plan to vote in the Republican or Democratic primary for U.S. Senate?	Q5	Do you have a favorable or unfa of Thom Tillis?	avorable opinion
Republican Primary100%		Favorable	52%
Democratic Primary 0%		Unfavorable	29%
Not sure / Don't plan to vote in a primary 0%		Not sure	19%
The Republican candidates for U.S. Senate are Thom Tillis, Jim Snyder, Edward Kryn, Mark	Q6	Do you have a favorable or unfoof Jim Snyder?	avorable opinion
		Favorable	16%
was today, who would you vote for?		Unfavorable	16%
Thom Tillis40%		Not sure	68%
Jim Snyder1%	Q7	Do you have a favorable or unfa	avorable opinion
		•	440/
	00		
Greg Brannon28%	Q8	of Mark Harris?	
Ted Alexander		Favorable	43%
Undecided11%		Unfavorable	15%
If there was a runoff election for the Republican		Not sure	43%
Greg Brannon, who would you vote for?	Q9	Do you have a favorable or unfa of Heather Grant?	
Thom Tillis46%		Favorable	21%
Greg Brannon40%			
If there was a runoff election for the Republican Senate nomination between Thom Tillis and Mark Harris, who would you vote for?	Q10		
Thom Tillis		Favorable	11%
		Unfavorable	16%
Not sure 16%		Not sure	74%
	Democratic primary for U.S. Senate? Republican Primary	Democratic primary for U.S. Senate? Republican Primary	Democratic primary for U.S. Senate? Republican Primary





QTI	of Greg Brannon?	opinion		television ads in opposition to	
	Favorable	51%		Yes	73%
	Unfavorable	15%		No	17%
	Not sure	34%		Not sure	11%
Q12	Do you have a favorable or unfavorable of Ted Alexander?		Q18	If you are a woman, press 1.	·
	Favorable	15%		Woman	
	Unfavorable		010	Man If you are 18 to 45 years old,	
	Not sure			65, press 2. If you are 65 or o	
Q13	Over the last few weeks, have you seen			18 to 45	26%
	television ads in support of Thom Tillis?			46 to 65	
	Yes	82%		Older than 65	
	No	15%	Q20	Would you describe yourself a	
	Not sure	4%		somewhat liberal, moderate, s	
Q14	Over the last few weeks, have you seen			conservative, or very conserv	
	television ads in support of Mark Harris'			Very liberal	
	Yes			Somewhat liberal	
	No	55%		Moderate	12%
	Not sure	10%		Somewhat conservative	31%
Q15	Over the last few weeks, have you seen television ads in support of Greg Branno			Very conservative	
	Yes			No Response	6%
	No		Q21	Area Code	
				252	10%
046	Not sure			336	20%
QTO	Given the choices of Thom Tillis, Mark I and Greg Brannon, who have you seen			704	21%
	most televisions ads in support of?			828	19%
	Thom Tillis	71%		910	
	Mark Harris	6%		919	
	Greg Brannon	6%			
	Not sure	16%			





		Gender	
	Base	Woman	Man
2014 GOP Sen Primary Preference			
Thom Tillis	40%	40%	39%
Jim Snyder	1%	0%	1%
Edward Kryn	1%	1%	0%
Mark Harris	15%	14%	16%
Heather Grant	4%	3%	4%
Alex Bradshaw	0%	1%	0%
Greg Brannon	28%	26%	30%
Ted Alexander	2%	2%	1%
Undecided	11%	12%	10%

		Gender	
	Base	Woman	Man
Tillis/Brannon		-	
Thom Tillis	46%	44%	48%
Greg Brannon	40%	40%	40%
Not sure	14%	16%	12%

		Gender	
	Base	Woman	Man
Tillis/Harris			
Thom Tillis	49%	50%	49%
Mark Harris	34%	32%	36%
Not sure	16%	18%	15%

		Gender	
	Base	Woman	Man
Tillis Favorability		- -	
Favorable	52%	51%	53%
Unfavorable	29%	26%	32%
Not sure	19%	24%	15%

		Gender	
	Base	Woman	Man
Snyder Favorability			
Favorable	16%	15%	16%
Unfavorable	16%	15%	16%
Not sure	68%	70%	67%

		Gender	
	Base	Woman	Man
Kryn Favorability		-	
Favorable	11%	11%	11%
Unfavorable	14%	16%	12%
Not sure	75%	73%	77%





		Gender		Gender	
	Base	Woman	Man		
Harris Favorability		-			
Favorable	43%	40%	44%		
Unfavorable	15%	16%	14%		
Not sure	43%	44%	41%		

		Gender	
	Base	Woman	Man
Grant Favorability		-	
Favorable	21%	22%	19%
Unfavorable	16%	18%	14%
Not sure	64%	61%	66%

		Gender	
	Base	Woman	Man
Bradshaw Favorability			
Favorable	11%	12%	10%
Unfavorable	16%	16%	15%
Not sure	74%	72%	75%

		Gender	
	Base	Woman	Man
Brannon Favorability		-	
Favorable	51%	53%	50%
Unfavorable	15%	15%	15%
Not sure	34%	32%	36%

		Gender	
	Base	Woman	Man
Alexander Favorability			
Favorable	15%	15%	15%
Unfavorable	15%	16%	14%
Not sure	71%	70%	71%

		Gender	
	Base	Woman	Man
Seen Pro-Tillis Ads?		-	
Yes	82%	80%	83%
No	15%	16%	13%
Not sure	4%	4%	4%





		Gender		
	Base	Woman	Man	
Seen Pro-Harris Ads?				
Yes	35%	35%	36%	
No	55%	52%	57%	
Not sure	10%	14%	7%	

		Gender		
	Base	Woman	Man	
Seen Pro-Brannon Ads?				
Yes	37%	35%	39%	
No	53%	50%	55%	
Not sure	10%	15%	7%	

		Gender		
	Base	Woman	Man	
Whose Ads Have You Seen Most?				
Thom Tillis	71%	68%	74%	
Mark Harris	6%	7%	6%	
Greg Brannon	6%	8%	5%	
Not sure	16%	17%	16%	

		Gender	
	Base	Woman	Man
Seen Anti-Tillis Ads?		- -	
Yes	73%	66%	78%
No	17%	20%	14%
Not sure	11%	14%	8%



		Age				
	Base	18 to 45	46 to 65	Older than 65		
2014 GOP Sen Primary Preference						
Thom Tillis	40%	35%	34%	49%		
Jim Snyder	1%	1%	1%	1%		
Edward Kryn	1%	1%	-	1%		
Mark Harris	15%	13%	17%	14%		
Heather Grant	4%	5%	4%	2%		
Alex Bradshaw	0%	1%	-	0%		
Greg Brannon	28%	27%	31%	24%		
Ted Alexander	2%	4%	1%	1%		
Undecided	11%	13%	12%	8%		

		Age		
	Base	18 to 45	46 to 65	Older than 65
Tillis/Brannon				
Thom Tillis	46%	40%	43%	54%
Greg Brannon	40%	44%	43%	34%
Not sure	14%	16%	14%	12%

		Age		
	Base	18 to 45		Older than 65
Tillis/Harris				
Thom Tillis	49%	47%	45%	55%
Mark Harris	34%	35%	39%	29%
Not sure	16%	19%	16%	15%

		Age		
	Base	18 to 45		Older than 65
Tillis Favorability				
Favorable	52%	53%	48%	55%
Unfavorable	29%	28%	34%	25%
Not sure	19%	19%	18%	20%

		Age		
	Base	18 to 45		Older than 65
Snyder Favorability				
Favorable	16%	26%	16%	10%
Unfavorable	16%	16%	18%	14%
Not sure	68%	59%	66%	76%

		Age		
	Base	18 to 45	46 to 65	Older than 65
Kryn Favorability				
Favorable	11%	19%	12%	6%
Unfavorable	14%	13%	16%	12%
Not sure	75%	68%	73%	82%





		Age			
	Base	18 to 45		Older than 65	
Harris Favorability					
Favorable	43%	38%	45%	42%	
Unfavorable	15%	22%	14%	12%	
Not sure	43%	40%	40%	46%	

		Age		
	Base	18 to 45		Older than 65
Grant Favorability				
Favorable	21%	30%	22%	13%
Unfavorable	16%	17%	15%	16%
Not sure	64%	54%	63%	70%

		Age				
	Base	18 to 45		Older than 65		
Bradshaw Favorability		•				
Favorable	11%	17%	10%	7%		
Unfavorable	16%	17%	18%	13%		
Not sure	74%	65%	72%	80%		

		Age		
	Base	18 to 45		Older than 65
Brannon Favorability				
Favorable	51%	58%	52%	46%
Unfavorable	15%	14%	17%	13%
Not sure	34%	29%	31%	41%

		Age		
	Base	18 to 45	46 to 65	Older than 65
Alexander Favorability				
Favorable	15%	21%	16%	10%
Unfavorable	15%	15%	16%	13%
Not sure	71%	64%	69%	77%

		Age		
	Base	18 to 45		Older than 65
Seen Pro-Tillis Ads?				
Yes	82%	78%	82%	83%
No	15%	20%	15%	11%
Not sure	4%	1%	3%	6%





		Age		
	Base	18 to 45		Older than 65
Seen Pro-Harris Ads?				
Yes	35%	33%	34%	38%
No	55%	57%	58%	49%
Not sure	10%	10%	8%	13%

		Age		
	Base	18 to 45		Older than 65
Seen Pro-Brannon Ads?				
Yes	37%	36%	33%	42%
No	53%	58%	57%	45%
Not sure	10%	6%	11%	13%

		Age		
	Base	18 to 45		Older than 65
Whose Ads Have You Seen Most?				
Thom Tillis	71%	65%	74%	73%
Mark Harris	6%	4%	7%	7%
Greg Brannon	6%	8%	5%	6%
Not sure	16%	23%	15%	14%

		Age		
	Base	18 to 45	46 to 65	Older than 65
Seen Anti-Tillis Ads?				
Yes	73%	68%	75%	74%
No	17%	21%	17%	14%
Not sure	11%	11%	9%	13%

		Ideolog	у				
	Base	Very liberal	Somewhat liberal	Moderate	Somewhat conservative	Very conservative	No Response
2014 GOP Sen Primary Preference							
Thom Tillis	40%	40%	31%	39%	43%	40%	28%
Jim Snyder	1%	-	3%	2%	0%	0%	-
Edward Kryn	1%	9%	-	0%	0%	0%	-
Mark Harris	15%	6%	2%	12%	13%	17%	21%
Heather Grant	4%	9%	6%	10%	4%	1%	8%
Alex Bradshaw	0%	-	7%	-	-	1%	-
Greg Brannon	28%	22%	35%	27%	26%	30%	20%
Ted Alexander	2%	12%	11%	1%	1%	2%	2%
Undecided	11%	2%	6%	8%	13%	9%	22%

		ldeolog	eology					
	Base	Very liberal	Somewhat liberal		Some what conservative		No Response	
Tillis/Brannon								
Thom Tillis	46%	49%	31%	48%	51%	44%	17%	
Greg Brannon	40%	44%	57%	41%	34%	42%	77%	
Not sure	14%	7%	12%	11%	16%	14%	6%	





		Ideolog	З У				
	Base	Very liberal	Somewhat liberal		Somewhat conservative	Very conservative	
Tillis/Harris							
Thom Tillis	49%	58%	43%	48%	52%	48%	47%
Mark Harris	34%	37%	25%	40%	30%	36%	48%
Not sure	16%	5%	32%	12%	18%	16%	5%

		Ideolog	ldeology						
	Base	Very liberal	Somewhat liberal		Somewhat conservative	Very conservative			
Tillis Favorability									
Favorable	52%	57%	51%	42%	55%	53%	43%		
Unfavorable	29%	38%	32%	45%	22%	28%	57%		
Not sure	19%	5%	17%	13%	24%	19%	-		

		ldeolog	ldeology						
	Base	Very liberal	Somewhat liberal		Somewhat conservative	Very conservative			
Snyder Favorability									
Favorable	16%	52%	-	16%	21%	12%	-		
Unfavorable	16%	22%	30%	19%	10%	18%	34%		
Not sure	68%	26%	70%	65%	69%	71%	66%		

		Ideolog	Ideology							
	Base		Somewhat liberal		Somewhat conservative					
Kryn Favorability										
Favorable	11%	27%	-	19%	15%	6%	18%			
Unfavorable	14%	19%	37%	10%	8%	17%	18%			
Not sure	75%	54%	63%	71%	77%	76%	63%			

		Ideolog	ldeology						
	Base	Very liberal	Somewhat liberal		Some what conservative	Very conservative	No Response		
Harris Favorability									
Favorable	43%	52%	13%	32%	47%	43%	85%		
Unfavorable	15%	26%	37%	27%	7%	15%	-		
Not sure	43%	22%	50%	40%	46%	42%	15%		

		Ideology							
	Base	Very liberal	Somewhat liberal		Somewhat conservative		No Response		
Grant Favorability									
Favorable	21%	21%	-	36%	26%	14%	23%		
Unfavorable	16%	40%	43%	10%	12%	17%	31%		
Not sure	64%	39%	57%	54%	61%	69%	46%		

		Ideology							
	Base	Very liberal	Somewhat liberal		Some what conservative	Very conservative	No Response		
Bradshaw Favorability		•							
Favorable	11%	16%	-	14%	15%	6%	46%		
Unfavorable	16%	40%	32%	16%	10%	18%	-		
Not sure	74%	44%	68%	70%	74%	76%	54%		

		Ideolog	у				
	Base	Very liberal	Somewhat liberal		Somewhat conservative	Very conservative	No Response
Brannon Favorability							
Favorable	51%	20%	66%	45%	53%	51%	54%
Unfavorable	15%	56%	31%	17%	11%	14%	23%
Not sure	34%	24%	3%	38%	36%	34%	23%

		Ideolog	ldeology							
	Base	Very liberal	Somewhat liberal		Some what conservative					
Alexander Favorability										
Favorable	15%	32%	25%	15%	19%	11%	23%			
Unfavorable	15%	23%	25%	18%	8%	16%	23%			
Not sure	71%	44%	51%	66%	73%	73%	54%			

		Ideolo	ЭУ				
	Base	Very liberal	Somewhat liberal		Some what conservative		
Seen Pro-Tillis Ads?			-		•		
Yes	82%	75%	90%	80%	80%	83%	39%
No	15%	20%	10%	17%	16%	12%	61%
Not sure	4%	5%	-	3%	4%	4%	-





		Ideolog	ldeology								
	Base	Very liberal	Somewhat liberal		Somewhat conservative		No Response				
Seen Pro-Harris Ads?		•									
Yes	35%	24%	28%	33%	35%	37%	31%				
No	55%	71%	46%	59%	56%	52%	38%				
Not sure	10%	5%	26%	8%	9%	11%	31%				

		Ideolog	Ideology							
	Base	Very liberal	Somewhat liberal		Somewhat conservative					
Seen Pro-Brannon Ads?		•		•	•					
Yes	37%	-	60%	41%	38%	35%	15%			
No	53%	79%	40%	52%	54%	51%	69%			
Not sure	10%	21%	-	7%	8%	13%	16%			

		Ideolog	ју				
	Base	Very liberal	Somewhat liberal		Somewhat conservative	Very conservative	No Response
Whose Ads Have You Seen Most?							
Thom Tillis	71%	28%	74%	72%	73%	72%	46%
Mark Harris	6%	23%	13%	4%	5%	7%	8%
Greg Brannon	6%	-	-	9%	4%	7%	-
Not sure	16%	49%	13%	14%	18%	14%	46%

		Ideolog	ЭУ				
	Base	Very liberal	Somewhat liberal		Somewhat conservative		
Seen Anti-Tillis Ads?							
Yes	73%	75%	72%	75%	72%	73%	40%
No	17%	20%	28%	12%	18%	16%	60%
Not sure	11%	5%	-	14%	10%	11%	-

		Area (Code				
	Base	252	336	704	828	910	919
2014 GOP Sen							
Primary Preference							
Thom Tillis	40%	46%	43%	32%	34%	37%	51%
Jim Snyder	1%	0%	1%	0%	-	1%	-
Edward Kryn	1%	1%	-	2%	1%	0%	-
Mark Harris	15%	7%	17%	20%	19%	13%	7%
Heather Grant	4%	1%	4%	5%	7%	1%	2%
Alex Bradshaw	0%	-	-	-	1%	-	2%
Greg Brannon	28%	28%	27%	27%	28%	25%	32%
Ted Alexander	2%	3%	1%	1%	2%	3%	1%
Undecided	11%	15%	6%	13%	9%	20%	5%

		Area Code								
	Base	252	336	704	828	910	919			
Tillis/Brannon										
Thom Tillis	46%	52%	52%	39%	42%	41%	56%			
Greg Brannon	40%	31%	36%	42%	46%	42%	38%			
Not sure	14%	17%	12%	19%	12%	18%	6%			





		Area (Area Code							
	Base	252	336	704	828	910	919			
Tillis/Harris										
Thom Tillis	49%	60%	49%	41%	44%	47%	63%			
Mark Harris	34%	18%	37%	40%	41%	32%	29%			
Not sure	16%	22%	14%	20%	15%	21%	8%			

		Area Code								
	Base	252	336	704	828	910	919			
Tillis Favorability										
Favorable	52%	55%	59%	44%	48%	54%	53%			
Unfavorable	29%	13%	24%	35%	34%	27%	33%			
Not sure	19%	32%	17%	22%	17%	19%	13%			

		Area (Code		Area Code								
	Base	252	336	704	828	910	919						
Snyder Favorability													
Favorable	16%	12%	17%	15%	15%	17%	18%						
Unfavorable	16%	10%	19%	18%	17%	13%	15%						
Not sure	68%	78%	64%	67%	68%	70%	68%						

		Area (Area Code							
	Base	252	336	704	828	910	919			
Kryn Favorability										
Favorable	11%	8%	10%	10%	13%	14%	12%			
Unfavorable	14%	9%	14%	16%	12%	14%	17%			
Not sure	75%	83%	76%	75%	76%	72%	71%			

		Area (Area Code							
	Base	252	336	704	828	910	919			
Harris Favorability										
Favorable	43%	31%	46%	50%	46%	30%	42%			
Unfavorable	15%	9%	20%	16%	15%	10%	16%			
Not sure	43%	61%	34%	33%	39%	60%	42%			

		Area Code								
	Base	252	336	704	828	910	919			
Grant Favorability										
Favorable	21%	15%	19%	19%	23%	21%	25%			
Unfavorable	16%	10%	20%	19%	14%	15%	15%			
Not sure	64%	75%	62%	62%	63%	64%	60%			

		Area Code								
	Base	252	336	704	828	910	919			
Bradshaw Favorability										
Favorable	11%	4%	10%	7%	13%	13%	15%			
Unfavorable	16%	12%	17%	22%	13%	14%	15%			
Not sure	74%	84%	74%	71%	74%	73%	70%			

		Area Code								
	Base	252	336	704	828	910	919			
Brannon Favorability										
Favorable	51%	49%	47%	52%	50%	52%	56%			
Unfavorable	15%	7%	20%	20%	16%	10%	9%			
Not sure	34%	44%	33%	28%	34%	37%	35%			





		Area Code							
	Base	252	336	704	828	910	919		
Alexander Favorability									
Favorable	15%	11%	11%	19%	17%	15%	13%		
Unfavorable	15%	7%	22%	15%	14%	12%	14%		
Not sure	71%	82%	67%	66%	69%	74%	73%		

		Area Code						
	Base	252	336	704	828	910	919	
Seen Pro-Tillis Ads?								
Yes	82%	63%	81%	86%	78%	87%	87%	
No	15%	29%	14%	9%	20%	10%	9%	
Not sure	4%	8%	5%	4%	2%	3%	3%	

		Area Code							
	Base	252	336	704	828	910	919		
Seen Pro-Harris Ads?									
Yes	35%	17%	43%	40%	30%	21%	50%		
No	55%	73%	50%	50%	57%	72%	38%		
Not sure	10%	10%	8%	10%	14%	8%	12%		

	Area Code								
	Base	252	336	704	828	910	919		
Seen Pro-Brannon Ads?									
Yes	37%	25%	36%	38%	33%	36%	48%		
No	53%	57%	56%	48%	58%	58%	42%		
Not sure	10%	18%	8%	14%	9%	6%	10%		

		Area Code							
	Base	252	336	704	828	910	919		
Whose Ads Have You Seen Most?									
Thom Tillis	71%	60%	70%	72%	69%	71%	82%		
Mark Harris	6%	5%	7%	12%	5%	5%	1%		
Greg Brannon	6%	9%	8%	5%	3%	6%	7%		
Not sure	16%	26%	14%	11%	23%	17%	10%		

		Area Code							
	Base	252	336	704	828	910	919		
Seen Anti-Tillis Ads?									
Yes	73%	56%	69%	77%	69%	74%	83%		
No	17%	27%	17%	15%	22%	12%	11%		
Not sure	11%	17%	14%	9%	8%	14%	7%		

