



North Carolina Senate Poll Crosstabs

October 28-30, 2014

Results:

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

Party Affiliation

	REPUBLICAN	DEMOCRAT	INDEPENDENT OR ANY OTHER PARTY
Right Direction	13.10%	47.69%	23.28%
Wrong Track	84.52%	44.44%	75.00%
Not sure	2.38%	7.87%	1.72%
Total	100.00%	100.00%	100.00%

Gender

	FEMALE	MALE
Right Direction	28.41%	32.63%
Wrong Track	65.53%	64.41%
Not sure	6.06%	2.97%
Total	100.00%	100.00%

Age

	18 TO 39	40 TO 54	55 TO 65	66 OR OLDER
Right Direction	28.89%	24.35%	34.48%	30.93%
Wrong Track	66.67%	74.78%	62.07%	61.34%
Not sure	4.44%	0.87%	3.45%	7.73%
Total	100.00%	100.00%	100.00%	100.00%

Race

	WHITE	AFRICAN AMERICAN	OTHER
Right Direction	24.29%	51.00%	32.00%
Wrong Track	72.29%	40.00%	64.00%
Not sure	3.43%	9.00%	4.00%
Total	100.00%	100.00%	100.00%

Ideology

	CONSERVATIVE	MODERATE	LIBERAL	NOT SURE
Right Direction	13.20%	39.77%	53.23%	52.63%
Wrong Track	84.77%	55.11%	41.94%	31.58%
Not sure	2.03%	5.11%	4.84%	15.79%
Total	100.00%	100.00%	100.00%	100.00%

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**Party Affiliation**

	REPUBLICAN	DEMOCRAT	INDEPENDENT OR ANY OTHER PARTY
Very favorable	12.87%	62.67%	25.00%
Somewhat favorable	10.53%	11.06%	17.24%
Somewhat unfavorable	15.21%	5.07%	13.79%
Very unfavorable	58.48%	18.43%	41.38%
Not sure	2.92%	2.77%	2.59%
Total	100.00%	100.00%	100.00%

Gender

	FEMALE	MALE
Very favorable	37.08%	37.13%
Somewhat favorable	13.11%	11.39%
Somewhat unfavorable	10.86%	10.13%
Very unfavorable	35.58%	39.24%
Not sure	3.37%	2.11%
Total	100.00%	100.00%

Age

	18 TO 39	40 TO 54	55 TO 65	66 OR OLDER
Very favorable	29.17%	33.62%	39.73%	38.54%
Somewhat favorable	8.33%	11.21%	15.07%	11.98%
Somewhat unfavorable	10.42%	6.03%	12.33%	11.98%
Very unfavorable	45.83%	46.55%	31.51%	34.38%
Not sure	6.25%	2.59%	1.37%	3.13%
Total	100.00%	100.00%	100.00%	100.00%

Race

	WHITE	AFRICAN AMERICAN	OTHER
Very favorable	29.38%	66.00%	34.00%
Somewhat favorable	11.86%	10.00%	20.00%
Somewhat unfavorable	12.71%	2.00%	12.00%
Very unfavorable	44.35%	18.00%	26.00%
Not sure	1.70%	4.00%	8.00%
Total	100.00%	100.00%	100.00%

Ideology

	CONSERVATIVE	MODERATE	LIBERAL	NOT SURE
Very favorable	17.86%	46.11%	62.90%	57.90%
Somewhat favorable	6.63%	18.89%	6.45%	10.53%
Somewhat unfavorable	12.25%	9.44%	8.07%	10.53%
Very unfavorable	61.74%	23.33%	16.13%	10.53%
Not sure	1.53%	2.22%	6.45%	10.53%
Total	100.00%	100.00%	100.00%	100.00%

Thom Tillis**Party Affiliation**

	REPUBLICAN	DEMOCRAT	INDEPENDENT OR ANY OTHER PARTY
Very favorable	53.49%	14.42%	18.97%
Somewhat favorable	24.42%	10.23%	24.14%
Somewhat unfavorable	6.40%	16.74%	15.52%
Very unfavorable	12.79%	53.02%	37.93%
Not sure	2.91%	5.58%	3.45%
Total	100.00%	100.00%	100.00%

Gender

	FEMALE	MALE
Very favorable	28.30%	29.41%
Somewhat favorable	17.74%	18.91%
Somewhat unfavorable	13.96%	11.77%
Very unfavorable	35.47%	36.13%
Not sure	4.53%	3.78%
Total	100.00%	100.00%

Age

	18 TO 39	40 TO 54	55 TO 65	66 OR OLDER
Very favorable	37.50%	26.72%	20.14%	34.72%
Somewhat favorable	16.67%	24.14%	22.22%	12.44%
Somewhat unfavorable	10.42%	9.48%	15.28%	13.99%
Very unfavorable	27.08%	37.93%	38.89%	33.68%
Not sure	8.33%	1.72%	3.47%	5.18%
Total	100.00%	100.00%	100.00%	100.00%

Race

	WHITE	AFRICAN AMERICAN	OTHER
Very favorable	34.75%	16.00%	12.25%
Somewhat favorable	19.49%	9.00%	28.57%
Somewhat unfavorable	9.61%	25.00%	12.25%
Very unfavorable	33.33%	41.00%	42.86%
Not sure	2.83%	9.00%	4.08%
Total	100.00%	100.00%	100.00%

Ideology

	CONSERVATIVE	MODERATE	LIBERAL	NOT SURE
Very favorable	45.96%	17.05%	14.29%	15.00%
Somewhat favorable	25.76%	18.18%	4.76%	5.00%
Somewhat unfavorable	10.61%	13.07%	14.29%	20.00%
Very unfavorable	14.65%	48.86%	60.32%	45.00%
Not sure	3.03%	2.84%	6.35%	15.00%
Total	100.00%	100.00%	100.00%	100.00%

Sean Haugh**Party Affiliation**

	REPUBLICAN	DEMOCRAT	INDEPENDENT OR ANY OTHER PARTY
Very favorable	3.55%	6.60%	3.48%
Somewhat favorable	11.83%	17.93%	12.17%
Somewhat unfavorable	8.28%	14.62%	17.39%
Very unfavorable	17.16%	10.38%	12.17%
Not sure	59.17%	50.47%	54.78%
Total	100.00%	100.00%	100.00%

Gender

	FEMALE	MALE
Very favorable	5.32%	4.29%
Somewhat favorable	15.21%	13.73%
Somewhat unfavorable	10.65%	15.88%
Very unfavorable	13.69%	12.45%
Not sure	55.13%	53.65%
Total	100.00%	100.00%

Age

	18 TO 39	40 TO 54	55 TO 65	66 OR OLDER
Very favorable	17.02%	2.68%	3.47%	4.19%
Somewhat favorable	14.89%	11.61%	13.89%	16.75%
Somewhat unfavorable	14.89%	10.71%	13.89%	13.61%
Very unfavorable	10.64%	15.18%	13.89%	12.04%
Not sure	42.55%	59.82%	54.86%	53.40%
Total	100.00%	100.00%	100.00%	100.00%

Race

	WHITE	AFRICAN AMERICAN	OTHER
Very favorable	3.46%	8.16%	7.84%
Somewhat favorable	11.53%	23.47%	17.65%
Somewhat unfavorable	12.39%	18.37%	7.84%
Very unfavorable	13.26%	11.22%	15.69%
Not sure	59.37%	38.78%	50.98%
Total	100.00%	100.00%	100.00%

Ideology

	CONSERVATIVE	MODERATE	LIBERAL	NOT SURE
Very favorable	4.08%	2.29%	9.68%	0.00%
Somewhat favorable	11.74%	17.71%	14.52%	10.53%
Somewhat unfavorable	11.22%	13.71%	19.36%	0.00%
Very unfavorable	14.29%	13.71%	9.68%	21.05%
Not sure	58.67%	52.57%	46.77%	68.42%
Total	100.00%	100.00%	100.00%	100.00%

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?

Party Affiliation

	REPUBLICAN	DEMOCRAT	INDEPENDENT OR ANY OTHER PARTY
Tillis	79.65%	19.25%	44.25%
Hagan	11.05%	75.59%	33.63%
Haugh	6.40%	2.82%	13.27%
Not sure	2.91%	2.35%	8.85%
Total	100.00%	100.00%	100.00%

Gender

	FEMALE	MALE
Tillis	43.56%	48.29%
Hagan	44.32%	43.16%
Haugh	7.20%	5.56%
Not sure	4.92%	2.99%
Total	100.00%	100.00%

Age

	18 TO 39	40 TO 54	55 TO 65	66 OR OLDER
Tillis	47.92%	48.67%	40.69%	47.64%
Hagan	29.17%	43.36%	49.66%	42.93%
Haugh	18.75%	3.54%	4.14%	6.81%
Not sure	4.17%	4.43%	5.52%	2.62%
Total	100.00%	100.00%	100.00%	100.00%

Race

	WHITE	AFRICAN AMERICAN	OTHER
Tillis	56.41%	17.00%	27.66%
Hagan	34.47%	77.00%	42.55%
Haugh	6.27%	3.00%	14.89%
Not sure	2.85%	3.00%	14.89%
Total	100.00%	100.00%	100.00%

Ideology

	CONSERVATIVE	MODERATE	LIBERAL	NOT SURE
Tillis	74.24%	30.73%	15.87%	14.29%
Hagan	18.69%	59.22%	69.84%	71.43%
Haugh	4.55%	6.70%	9.52%	0.00%
Not sure	2.53%	3.35%	4.76%	14.29%
Total	100.00%	100.00%	100.00%	100.00%

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

Party Affiliation

	REPUBLICAN	DEMOCRAT	INDEPENDENT OR ANY OTHER PARTY
Tillis	82.84%	19.91%	46.43%
Hagan	12.43%	76.30%	36.61%
Not sure	4.73%	3.79%	16.96%
Total	100.00%	100.00%	100.00%

Gender

	FEMALE	MALE
Tillis	45.04%	50.44%
Hagan	45.80%	44.78%
Not sure	9.16%	4.78%
Total	100.00%	100.00%

Age

	18 TO 39	40 TO 54	55 TO 65	66 OR OLDER
Tillis	57.45%	51.75%	41.14%	47.34%
Hagan	27.66%	44.74%	51.77%	45.21%
Not sure	14.89%	3.51%	7.09%	7.45%
Total	100.00%	100.00%	100.00%	100.00%

Race

	WHITE	AFRICAN AMERICAN	OTHER
Tillis	58.67%	16.16%	31.92%
Hagan	35.84%	78.79%	44.68%
Not sure	5.49%	5.05%	23.40%
Total	100.00%	100.00%	100.00%

Ideology

	CONSERVATIVE	MODERATE	LIBERAL	NOT SURE
Tillis	77.27%	28.89%	17.74%	14.29%
Hagan	18.18%	62.22%	74.19%	66.67%
Not sure	4.55%	8.89%	8.07%	19.05%
Total	100.00%	100.00%	100.00%	100.00%

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

Party Affiliation

	REPUBLICAN	DEMOCRAT	INDEPENDENT OR ANY OTHER PARTY
Yes	87.12%	83.17%	91.07%
No	6.75%	9.14%	2.68%
Not sure	6.14%	7.69%	6.25%
Total	100.00%	100.00%	100.00%

Gender

	FEMALE	MALE
Yes	84.83%	88.05%
No	7.39%	6.20%
Not sure	7.78%	5.75%
Total	100.00%	100.00%

Age

	18 TO 39	40 TO 54	55 TO 65	66 OR OLDER
Yes	80.85%	90.91%	90.07%	82.61%
No	14.89%	4.55%	4.26%	8.15%
Not sure	4.26%	4.55%	5.67%	9.24%
Total	100.00%	100.00%	100.00%	100.00%

Race

	WHITE	AFRICAN AMERICAN	OTHER
Yes	90.32%	72.92%	84.78%
No	4.99%	13.54%	6.52%
Not sure	4.69%	13.54%	8.70%
Total	100.00%	100.00%	100.00%

Ideology

	CONSERVATIVE	MODERATE	LIBERAL	NOT SURE
Yes	88.60%	87.71%	82.54%	63.16%
No	4.66%	7.26%	11.11%	15.79%
Not sure	6.74%	5.03%	6.35%	21.05%
Total	100.00%	100.00%	100.00%	100.00%

Only 'Yes' respondents from previous question...

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

Party Affiliation

	REPUBLICAN	DEMOCRAT	INDEPENDENT OR ANY OTHER PARTY
Favorable	60.56%	18.50%	27.72%
Unfavorable	21.13%	76.30%	50.50%
Not sure	18.31%	5.20%	21.78%
Total	100.00%	100.00%	100.00%

Gender

	FEMALE	MALE
Favorable	33.18%	37.19%
Unfavorable	53.00%	49.25%
Not sure	13.83%	13.57%
Total	100.00%	100.00%

Age

	18 TO 39	40 TO 54	55 TO 65	66 OR OLDER
Favorable	51.35%	31.63%	28.35%	39.22%
Unfavorable	32.43%	51.02%	56.69%	51.63%
Not sure	16.22%	17.35%	14.96%	9.15%
Total	100.00%	100.00%	100.00%	100.00%

Race

	WHITE	AFRICAN AMERICAN	OTHER
Favorable	40.20%	21.13%	20.51%
Unfavorable	46.08%	70.42%	56.41%
Not sure	13.73%	8.45%	23.08%
Total	100.00%	100.00%	100.00%

Ideology

	CONSERVATIVE	MODERATE	LIBERAL	NOT SURE
Favorable	55.68%	20.25%	19.61%	14.29%
Unfavorable	27.27%	67.09%	74.51%	57.14%
Not sure	17.05%	12.66%	5.88%	28.57%
Total	100.00%	100.00%	100.00%	100.00%

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

Party Affiliation

	REPUBLICAN	DEMOCRAT	INDEPENDENT OR ANY OTHER PARTY
Yes	89.87%	88.24%	85.46%
No	5.70%	7.84%	8.18%
Not sure	4.43%	3.92%	6.36%
Total	100.00%	100.00%	100.00%

Gender

	FEMALE	MALE
Yes	87.95%	88.34%
No	6.83%	7.62%
Not sure	5.22%	4.04%
Total	100.00%	100.00%

Age

	18 TO 39	40 TO 54	55 TO 65	66 OR OLDER
Yes	84.78%	88.99%	90.58%	86.44%
No	13.04%	7.34%	5.07%	7.35%
Not sure	2.17%	3.67%	4.35%	6.22%
Total	100.00%	100.00%	100.00%	100.00%

Race

	WHITE	AFRICAN AMERICAN	OTHER
Yes	89.46%	83.16%	88.89%
No	6.02%	12.63%	4.44%
Not sure	4.52%	4.21%	6.67%
Total	100.00%	100.00%	100.00%

Ideology

	CONSERVATIVE	MODERATE	LIBERAL	NOT SURE
Yes	88.33%	88.27%	92.06%	66.67%
No	5.58%	8.38%	4.76%	23.81%
Not sure	6.09%	3.35%	3.18%	9.52%
Total	100.00%	100.00%	100.00%	100.00%

Only 'Yes' respondents from previous question...

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

Party Affiliation

	REPUBLICAN	DEMOCRAT	INDEPENDENT OR ANY OTHER PARTY
Favorable	12.68%	67.42%	27.96%
Unfavorable	82.39%	25.28%	58.07%
Not sure	4.93%	7.30%	13.98%
Total	100.00%	100.00%	100.00%

Gender

	FEMALE	MALE
Favorable	39.91%	39.49%
Unfavorable	51.84%	52.82%
Not sure	8.26%	7.69%
Total	100.00%	100.00%

Age

	18 TO 39	40 TO 54	55 TO 65	66 OR OLDER
Favorable	21.05%	39.58%	46.34%	38.31%
Unfavorable	73.68%	51.04%	43.90%	55.20%
Not sure	5.26%	9.38%	9.76%	6.49%
Total	100.00%	100.00%	100.00%	100.00%

Race

	WHITE	AFRICAN AMERICAN	OTHER
Favorable	30.64%	66.67%	55.26%
Unfavorable	62.29%	25.64%	28.95%
Not sure	7.07%	7.69%	15.79%
Total	100.00%	100.00%	100.00%

Ideology

	CONSERVATIVE	MODERATE	LIBERAL	NOT SURE
Favorable	17.34%	49.06%	65.52%	78.57%
Unfavorable	78.04%	38.99%	25.86%	14.29%
Not sure	4.62%	11.95%	8.62%	7.14%
Total	100.00%	100.00%	100.00%	100.00%