



TO: Interested Parties
FROM: Brock McCleary
Date: November 3, 2014
RE: Key Poll Findings – North Carolina Senate Poll

Senate Ballot

With Election Day upon us, Republican challenger Thom Tillis leads Democratic Senator Kay Hagan 46-44% in a very close race for the United State Senate.

Tillis receives stronger support from Republican voters (80%) than Hagan does from Democratic voters (76%). Tillis is leading Hagan among independent voters, 44-34%. The two candidates are polarizing figures with the electorate, as Kay Hagan's image stands at 49% favorable to 48% unfavorable and Tillis' image is 47% favorable to 49% unfavorable. After a long bruising campaign, few voters remain on the fence about the candidates.

Campaign Communications

Eighty-six percent of voters in North Carolina say they have seen, read, or heard something recently about Thom Tillis, while 88% say the same about Kay Hagan. Constant campaign communication has resulted in a net negative information flow for both candidates. 52% of voters say that what they have heard about Hagan has given them a more unfavorable opinion of the Senator. This figure is a comparable 51% for Tillis. Hagan has a more negative information flow among Independents (58% more unfavorable) than Tillis (51% more unfavorable). Both candidates face a negative flow of information among women, with Tillis at 53% more unfavorable and Hagan at 52% more unfavorable.

Summary

Thom Tillis has crept ahead of Kay Hagan in the closing days of the campaign. However, the race remains exceedingly close. The candidates have comparable image ratings, and the flow of campaign information shows that neither candidate has truly gained control of the race.

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.