

Results of SurveyUSA Election Poll #21178

Geography: North Carolina

Data Collected: 03/27/2014 - 03/31/2014

Release Date: 04/01/2014

Percentaaes



Sponsor:

Time Warner Cable News (North Carolina)

NC Senate Primary at Hand, But Regardless of Republican Winner, Democrat Incumbent Kay Hagan Faces Uphill Climb to November: North Carolina Democratic Incumbent Senator Kay Hagan will face a Republican challenger on Election Day 11/04/14. It will be one of 2 Republicans who emerge from a 05/06/14 Republican Primary and 07/15/14 Republican Runoff. The problem for Hagan is, according to a SurveyUSA poll conducted exclusively for Time Warner Cable News North Carolina, no matter which of 5 Republicans she goes up against, she's in trouble: While it's premature for Republicans to count their chickens, it's not too soon for Democrats nationwide to be worried, since a Hagan defeat would flip a seat in the United States Senate from Democratic hands to Republican hands, and could help Republicans take control of the US Senate in the next Congress. (Republicans already control the US House of Representatives.) First, to the NC Republican Primary: 5 weeks till votes are counted, Thom Tillis, Greg Brannon and Mark Harris are the only 3 candidates in double-digits, Tillis at 23%, Brannon at 15%, Harris at 11%. Others trail. None today appear likely to get to the 40% threshold, needed to avoid a runoff. Tillis' support is male, older, conservative, educated, affluent and spread evenly throughout the state. Brannon's support is made up disproportionately of unaffiliated voters, heavily concentrated in Southern and Coastal NC. Harris' support is younger and less educated. 1 in 3 likely NC Republican Primary voters remain undecided. 433 likely Republican Primary voters were interviewed. Now, on to the November General Election. 7 months till voting begins, we caution that much can change, but today, SurveyUSA finds that incumbent Democrat Hagan does not defeat any Republican challenger. 1,489 likely NC general election voters interviewed. There are some pollster semantics involved here, since Hagan trails by as few as 1 and no more than 4 points, which means that the Republican advantage may or may not be statistically significant. So we must be cautious not to say that in every case Hagan "trails." However, in no case does Hagan lead. Here we go:

- * Tillis edges Hagan 46% to 45% today.
- * Brannon edges Hagan 47% to 45% today.
- * Harris edges Hagan 47% to 43% today.
- * Ted Alexander, who gets just 6% in the Republican primary, edges Hagan 46% to 44%.
- * Heather Grant, who gets just 6% in the Republican primary, edges Hagan 46% to 44%.
- * In no hypothetical head-to-head matchup does Hagan get more than 45% of the vote. **Cell-phone respondents and home-phone respondents included in this research:** SurveyUSA interviewed 2,200 North Carolina adults 03/27/14 through 03/31/14. Of the adults, 1,930 were registered to vote. Of the registered, SurveyUSA determined that 433 were likely to vote in the 05/06/14 Republican Primary, and only those likely Republican Primary voters were asked the Republican Primary questions. A larger group of 1,489 likely general election voters was asked about the head-to-head November match-ups. This research was conducted using blended sample, mixed mode. Respondents reachable on a home telephone (78% of registered voters) were interviewed on their home telephone in the recorded voice of a professional announcer. Respondents not reachable on a home telephone (22% of registered voters), were shown a questionnaire on their smartphone, tablet or other electronic device.

1 Do you approve or disapprove of the job Kay Hagan is doing as United States Senator?

1930 Registered Voters	All	Gender		Age				<50 / 50+		Race		Cell Phone / Lan		Party Registration			Ideology			Education			Income			Lived in NC		Region			
		Male	Female	18-34	35-49	50-64	65+	18-49	50+	White	Black	Cell Ph	Landlin	Republi	Democr	Unaffili	Conser	Moder	Liberal	High Sc	Some	4-year	< \$40K	\$40K -	> \$80K	< 20 yrs	20+ yrs	Charlott	Greens	Raleigh	Souther
Credibility Interval: +/-2.3 pct points																															
Approve	38%	37%	40%	35%	39%	41%	37%	37%	39%	32%	60%	36%	39%	16%	59%	35%	18%	44%	67%	36%	33%	45%	35%	37%	45%	43%	35%	37%	36%	42%	37%
Disapprove	50%	56%	44%	43%	46%	53%	55%	45%	54%	56%	27%	41%	52%	75%	29%	49%	73%	42%	22%	49%	54%	46%	50%	51%	48%	44%	53%	51%	53%	45%	52%
Not Sure	12%	8%	16%	22%	14%	6%	8%	18%	7%	11%	12%	23%	9%	8%	12%	17%	9%	14%	11%	15%	13%	9%	15%	12%	7%	13%	11%	12%	10%	13%	10%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Composition of Registered Voters	100%	48%	52%	19%	27%	32%	22%	46%	54%	72%	20%	22%	78%	32%	42%	20%	36%	40%	18%	20%	38%	42%	38%	36%	26%	36%	64%	35%	18%	31%	16%

2 If the Republican Primary for United States Senator from North Carolina were today, and you were filling out your Republican primary ballot now, who would you vote for? (candidate names rotated) Thom Tillis? Jim Snyder? Edward Kryn? Mark Harris? Heather Grant? Alex Lee Bradshaw? Greg Brannon? Ted Alexander?

433 Likely GOP Primary Voters	All	Gender		Age				<50 / 50+		Race		Cell Phone / Lan		Party Registration			Ideology			Education			Income			Lived in NC		Region			
		Male	Female	18-34	35-49	50-64	65+	18-49	50+	White	Black	Cell Ph	Landlin	Republi	Democr	Unaffili	Conser	Moder	Liberal	High Sc	Some	4-year	< \$40K	\$40K -	> \$80K	< 20 yrs	20+ yrs	Charlott	Greens	Raleigh	Souther
Thom Tillis	23%	26%	17%	12%	17%	26%	31%	16%	28%	24%	**	13%	25%	24%	**	17%	26%	17%	11%	20%	17%	28%	19%	22%	27%	20%	24%	23%	25%	23%	18%
Jim Snyder	3%	3%	3%	2%	3%	5%	2%	3%	4%	3%	**	4%	3%	3%	**	4%	2%	7%	7%	4%	3%	3%	3%	3%	3%	4%	3%	4%	2%	2%	4%
Edward Kryn	2%	1%	2%	4%	2%	0%	1%	3%	1%	2%	**	5%	1%	2%	**	0%	1%	3%	6%	1%	2%	1%	3%	2%	0%	3%	1%	2%	2%	1%	3%
Mark Harris	11%	10%	12%	21%	7%	10%	10%	11%	10%	11%	**	11%	11%	10%	**	14%	11%	11%	0%	16%	10%	10%	11%	6%	19%	16%	9%	8%	10%	13%	15%
Heather Grant	6%	6%	5%	5%	9%	4%	5%	8%	4%	6%	**	4%	7%	6%	**	5%	4%	6%	10%	3%	6%	7%	7%	5%	8%	10%	5%	7%	3%	7%	7%
Alex Lee Bradshaw	1%	1%	2%	2%	1%	2%	1%	1%	2%	2%	**	2%	1%	2%	**	0%	1%	3%	0%	2%	1%	1%	1%	1%	2%	0%	2%	0%	0%	5%	1%
Greg Brannon	15%	15%	14%	3%	15%	20%	15%	11%	18%	16%	**	8%	16%	13%	**	24%	18%	4%	14%	11%	13%	16%	11%	15%	17%	14%	15%	13%	17%	12%	20%
Ted Alexander	6%	5%	7%	19%	3%	5%	2%	8%	4%	6%	**	17%	3%	7%	**	0%	3%	9%	38%	4%	8%	5%	3%	8%	6%	11%	4%	3%	13%	8%	0%
Undecided	34%	32%	36%	30%	42%	28%	33%	39%	30%	32%	**	37%	33%	33%	**	36%	33%	40%	14%	40%	40%	28%	41%	38%	19%	23%	39%	40%	29%	30%	32%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	0%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Composition of Likely GOP Primary	100%	57%	43%	14%	31%	30%	24%	46%	54%	90%	4%	21%	79%	84%	0%	16%	70%	22%	5%	14%	38%	49%	28%	44%	28%	31%	69%	38%	20%	28%	15%

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3 If the November election for United States Senator from North Carolina were today, and the only two candidates on the ballot were Republican Thom Tillis and Democrat Kay Hagan, who would you vote for?

1489 Likely November Voters	All	Gender		Age				<50 / 50+		Race		Cell Phone / Lan		Party Registration			Ideology			Education			Income			Lived in NC		Region			
Credibility Interval: +/-2.6 pct points		Male	Female	18-34	35-49	50-64	65+	18-49	50+	White	Black	Cell Ph	Landlin	Republi	Democr	Unaffili	Conser	Modera	Liberal	High Sc	Some	4-year	< \$40K	\$40K -	> \$80K	< 20 yrs	20+ yrs	Charlott	Greens	Raleigh	Souther
Tillis (R)	46%	53%	40%	36%	46%	47%	53%	42%	49%	55%	18%	37%	48%	82%	20%	42%	77%	34%	10%	46%	50%	43%	43%	51%	43%	40%	50%	50%	51%	38%	49%
Hagan (D)	45%	41%	49%	45%	46%	46%	41%	46%	44%	36%	74%	48%	44%	12%	74%	43%	16%	56%	80%	46%	39%	50%	45%	42%	49%	51%	42%	42%	39%	52%	43%
Undecided	9%	6%	11%	19%	8%	7%	6%	12%	6%	8%	7%	15%	7%	7%	7%	16%	7%	10%	10%	8%	11%	7%	12%	7%	7%	9%	9%	8%	10%	10%	7%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Composition of Likely November Vot	100%	51%	49%	15%	27%	34%	24%	42%	58%	73%	20%	19%	81%	33%	42%	20%	38%	39%	17%	16%	37%	46%	34%	38%	28%	36%	64%	36%	17%	30%	17%

4 What if the only two candidates were Republican Greg Brannon and Democrat Kay Hagan? To vote for ...

1489 Likely November Voters	All	Gender		Age				<50 / 50+		Race		Cell Phone / Lan		Party Registration			Ideology			Education			Income			Lived in NC		Region			
Credibility Interval: +/-2.6 pct points		Male	Female	18-34	35-49	50-64	65+	18-49	50+	White	Black	Cell Ph	Landlin	Republi	Democr	Unaffili	Conser	Modera	Liberal	High Sc	Some	4-year	< \$40K	\$40K -	> \$80K	< 20 yrs	20+ yrs	Charlott	Greens	Raleigh	Souther
Brannon (R)	47%	52%	41%	37%	47%	47%	51%	43%	49%	56%	18%	41%	48%	82%	18%	44%	77%	35%	10%	47%	51%	43%	44%	51%	44%	43%	49%	50%	49%	40%	49%
Hagan (D)	45%	41%	49%	45%	47%	46%	40%	46%	44%	36%	75%	48%	44%	10%	75%	41%	15%	55%	83%	42%	40%	50%	44%	42%	49%	49%	42%	41%	40%	52%	44%
Undecided	9%	7%	10%	18%	6%	7%	8%	10%	8%	8%	7%	11%	8%	7%	7%	15%	8%	10%	8%	11%	9%	8%	11%	7%	7%	8%	9%	9%	11%	9%	6%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Composition of Likely November Vot	100%	51%	49%	15%	27%	34%	24%	42%	58%	73%	20%	19%	81%	33%	42%	20%	38%	39%	17%	16%	37%	46%	34%	38%	28%	36%	64%	36%	17%	30%	17%

5 What if it were Republican Heather Grant and Democrat Kay Hagan? To vote for ...

1489 Likely November Voters	All	Gender		Age				<50 / 50+		Race		Cell Phone / Lan		Party Registration			Ideology			Education			Income			Lived in NC		Region			
Credibility Interval: +/-2.6 pct points		Male	Female	18-34	35-49	50-64	65+	18-49	50+	White	Black	Cell Ph	Landlin	Republi	Democr	Unaffili	Conser	Modera	Liberal	High Sc	Some	4-year	< \$40K	\$40K -	> \$80K	< 20 yrs	20+ yrs	Charlott	Greens	Raleigh	Souther
Grant (R)	46%	51%	40%	35%	45%	49%	49%	42%	49%	56%	17%	38%	48%	81%	19%	42%	77%	32%	12%	49%	51%	41%	45%	51%	41%	40%	49%	51%	48%	38%	48%
Hagan (D)	44%	40%	47%	44%	46%	43%	41%	46%	42%	35%	74%	48%	42%	10%	74%	39%	14%	56%	78%	39%	39%	49%	43%	40%	50%	49%	41%	38%	39%	53%	42%
Undecided	10%	8%	12%	21%	8%	8%	10%	13%	9%	10%	10%	14%	10%	9%	7%	20%	8%	12%	10%	11%	10%	10%	12%	9%	9%	11%	10%	11%	13%	9%	10%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Composition of Likely November Vot	100%	51%	49%	15%	27%	34%	24%	42%	58%	73%	20%	19%	81%	33%	42%	20%	38%	39%	17%	16%	37%	46%	34%	38%	28%	36%	64%	36%	17%	30%	17%

6 What if it were Republican Ted Alexander and Democrat Kay Hagan? To vote for ...

1489 Likely November Voters	All	Gender		Age				<50 / 50+		Race		Cell Phone / Lan		Party Registration			Ideology			Education			Income			Lived in NC		Region			
Credibility Interval: +/-2.6 pct points		Male	Female	18-34	35-49	50-64	65+	18-49	50+	White	Black	Cell Ph	Landlin	Republi	Democr	Unaffili	Conser	Modera	Liberal	High Sc	Some	4-year	< \$40K	\$40K -	> \$80K	< 20 yrs	20+ yrs	Charlott	Greens	Raleigh	Souther
Alexander (R)	46%	51%	41%	39%	46%	46%	50%	43%	48%	55%	17%	41%	47%	82%	19%	39%	78%	32%	10%	46%	49%	42%	43%	49%	44%	40%	49%	50%	48%	38%	48%
Hagan (D)	44%	42%	47%	43%	46%	46%	41%	45%	44%	36%	74%	46%	44%	10%	74%	42%	15%	56%	79%	44%	39%	49%	45%	41%	48%	50%	41%	41%	39%	53%	41%
Undecided	10%	8%	12%	19%	8%	8%	9%	12%	9%	9%	9%	12%	9%	8%	7%	18%	8%	12%	11%	10%	12%	9%	12%	10%	8%	11%	10%	9%	13%	9%	12%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Composition of Likely November Vot	100%	51%	49%	15%	27%	34%	24%	42%	58%	73%	20%	19%	81%	33%	42%	20%	38%	39%	17%	16%	37%	46%	34%	38%	28%	36%	64%	36%	17%	30%	17%

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7 What if it were Republican Mark Harris and Democrat Kay Hagan? To vote for ...

1489 Likely November Voters	All	Gender		Age				<50 / 50+		Race		Cell Phone / Lan		Party Registration			Ideology			Education			Income			Lived in NC		Region			
Credibility Interval: +/-2.6 pct points		Male	Female	18-34	35-49	50-64	65+	18-49	50+	White	Black	Cell Ph	Landlin	Republi	Democr	Unaffili	Conser	Modera	Liberal	High Sc	Some	4-year	< \$40K	\$40K -	> \$80K	< 20 yrs	20+ yrs	Charlott	Greens	Raleigh	Souther
Harris (R)	47%	52%	41%	40%	45%	48%	51%	43%	49%	56%	18%	39%	49%	84%	18%	43%	79%	33%	11%	51%	51%	42%	46%	51%	43%	40%	51%	51%	49%	41%	47%
Hagan (D)	43%	41%	46%	41%	45%	45%	41%	43%	43%	35%	72%	46%	43%	10%	74%	39%	14%	55%	79%	39%	37%	50%	42%	40%	49%	49%	40%	41%	39%	49%	43%
Undecided	10%	7%	13%	19%	10%	7%	8%	13%	7%	9%	10%	14%	9%	6%	8%	18%	7%	12%	10%	10%	12%	8%	12%	9%	8%	11%	9%	9%	12%	10%	10%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Composition of Likely November Vot	100%	51%	49%	15%	27%	34%	24%	42%	58%	73%	20%	19%	81%	33%	42%	20%	38%	39%	17%	16%	37%	46%	34%	38%	28%	36%	64%	36%	17%	30%	17%

** Too few respondents of this type were interviewed for this data to be meaningful.

Statement of Methodology: About the Poll: This poll was conducted by telephone in the voice of a professional announcer. Respondent households were selected at random, using Random Digit Dialed (RDD) sample provided by Survey Sampling, of Fairfield CT. All respondents heard the questions asked identically. The pollster's report includes the geography that was surveyed; the date(s) interviews were conducted, the number of respondents who answered each question and the theoretical margin of sampling error for each question. Where necessary, respondents were weighted using the most recent US Census estimates for age, gender, ethnic origin and region, to align the sample to the population. In theory, one can say with 95% certainty that the results would not vary by more than the stated margin of sampling error, in one direction or the other, had the entire universe of respondents with home telephones been interviewed with complete accuracy. There are other possible sources of error in all surveys that may be more serious than sampling error. These include: the difficulty of interviewing respondents who do not have a home telephone; the refusal by some with home telephones to be interviewed; the order in which questions are asked; the wording of questions; the way and extent to which data are weighted; and the manner in which specialized populations, such as likely voters, are determined. It is difficult to quantify the errors that may result from these and other factors. Research methodology, questionnaire design and fieldwork for this survey were completed by SurveyUSA of Clifton, NJ. This statement conforms to the principles of disclosure of the National Council on Public Polls.