

North Carolina August Topline

Region Code:

| (N=500) | n | % |
|----------------------------|-----|-------|
| Mountain West ----- | 67 | 13.40 |
| Charlotte Area ----- | 109 | 21.80 |
| Triad ----- | 84 | 16.80 |
| Triangle ----- | 114 | 22.80 |
| East (Coastal Plain) ----- | 126 | 25.20 |

{INSERT QUOTAS}

INTRO SECTION>

Hello, my name is _____ and I am conducting a survey for Suffolk (SUFF-ick) University / USA TODAY and I would like to get your opinions on some questions about the upcoming midterm elections in North Carolina. Would you be willing to spend six minutes answering some brief questions? (quota – youngest in that household). Are you currently registered to vote?

Gender:

| (N=500) | n | % |
|--------------|-----|-------|
| Male----- | 236 | 47.20 |
| Female ----- | 264 | 52.80 |

S2 Thank You. How likely are you to vote in the North Carolina election for U.S. Senate this November – very likely, somewhat likely, not very likely, or not at all likely?

| (N=500) | n | % |
|----------------------|-----|-------|
| Very Likely----- | 470 | 94.00 |
| Somewhat Likely----- | 30 | 6.00 |

{FOR CELL ONLY}

S3 What county do you live in? {Code 1-100 counties into 5 Regions}

1 . Are you enrolled as a Democrat, Republican, Libertarian, or Unaffiliated (Independent)?

| (N=500) | n | % |
|----------------------------------|-----|-------|
| Democratic ----- | 206 | 41.20 |
| Republican ----- | 152 | 30.40 |
| Libertarian ----- | 5 | 1.00 |
| Unaffiliated (Independent) ----- | 125 | 25.00 |
| Refused ----- | 12 | 2.40 |

2. What is your age category?

| (N=500) | n | % |
|--------------|----|-------|
| 18-25 ----- | 42 | 8.40 |
| 26-35 ----- | 78 | 15.60 |
| 36-45 ----- | 96 | 19.20 |
| 46-55 ----- | 85 | 17.00 |
| 56-65 ----- | 88 | 17.60 |
| 66-75 ----- | 58 | 11.60 |
| Over 75----- | 53 | 10.60 |

3. Which of the following best describes your race or ethnicity?

| (N=500) | n | % |
|------------------------|-----|-------|
| White/Caucasian ----- | 375 | 75.00 |
| African-American ----- | 93 | 18.60 |
| Asian----- | 8 | 1.60 |
| American Indian----- | 6 | 1.20 |
| Hispanic/ Latino ----- | 10 | 2.00 |
| Other----- | 8 | 1.60 |

4. Thinking back to the 2012 election, did you vote for Barack Obama, Mitt Romney, someone else, or did you not vote in the presidential election?

| (N=500) | n | % |
|--------------------|-----|-------|
| Barack Obama ----- | 214 | 42.80 |
| Mitt Romney ----- | 231 | 46.20 |
| Someone else ----- | 16 | 3.20 |
| Did not vote ----- | 9 | 1.80 |
| Undecided----- | 18 | 3.60 |
| Refused ----- | 12 | 2.40 |

{FOR 4.1}

5. Today, do you feel good about voting for Barack Obama or do you regret voting for Barack Obama?

| (N=214) | n | % |
|-----------------|-----|-------|
| Feel Good ----- | 192 | 89.72 |
| Regret ----- | 9 | 4.21 |
| Undecided----- | 12 | 5.61 |
| Refused ----- | 1 | 0.47 |

6. Do you approve or disapprove of the job Barack Obama is doing as President?

| (N=500) | n | % |
|-----------------|-----|-------|
| Approve ----- | 227 | 45.40 |
| Disapprove----- | 257 | 51.40 |
| Undecided----- | 14 | 2.80 |
| Refused ----- | 2 | 0.40 |

7. Do you approve or disapprove of the job Kay Hagan is doing as U.S. Senator?

| (N=500) | n | % |
|-----------------|-----|-------|
| Approve ----- | 203 | 40.60 |
| Disapprove----- | 241 | 48.20 |
| Undecided----- | 52 | 10.40 |
| Refused ----- | 4 | 0.80 |

Great, I am going to read you a list of agencies and individuals in state and national politics. For each, please tell me if your opinion of them is generally favorable or generally unfavorable. If you are undecided or if you have never heard of someone, just tell me that. First take Barack Obama. Is your opinion of Barack Obama generally favorable or generally unfavorable? (RANDOMIZE 9-17)

| (N=800) | <u>NEVER HEARD</u> | <u>FAVORABLE</u> | <u>UNFAVORABLE</u> | <u>HOF/UNDECIDED</u> |
|-------------------------------------|--------------------|------------------|--------------------|----------------------|
| 8. Barack Obama | 4 0.80 | 229 45.80 | 245 49.00 | 22 4.40 |
| 9. Hillary Clinton | 7 1.40 | 230 46.00 | 195 39.00 | 68 13.60 |
| 10. Kay Hagan | 11 2.20 | 217 43.40 | 225 45.00 | 47 9.40 |
| 11. Thom Tillis | 57 11.40 | 122 24.40 | 197 39.40 | 124 24.80 |
| 12. Sean Haugh | 294 58.80 | 25 5.00 | 32 6.40 | 149 29.80 |
| 13. Pat McCrory | 20 4.00 | 190 38.00 | 186 37.20 | 104 20.80 |
| 14. Dan Forest | 242 48.40 | 49 9.80 | 51 10.20 | 158 31.60 |
| 15. Richard Burr | 66 13.20 | 140 28.00 | 129 25.80 | 165 33.00 |
| 16. North Carolina General Assembly | 19 3.80 | 155 31.00 | 238 47.60 | 88 17.60 |
| 17. U.S. Congress | 12 2.40 | 103 20.60 | 300 60.00 | 85 17.00 |

18. For U.S. Senate, there are three candidates listed on your ballot in the following order: Republican Thom Tillis, Democrat Kay Hagan, and Libertarian Sean Haugh. At this point, for whom will you vote: Tillis, Hagan, or Haugh?

| (N=500) | n | % |
|------------------------------|-----|-------|
| Republican Thom Tillis ----- | 213 | 42.60 |
| Democrat Kay Hagan----- | 225 | 45.00 |
| Libertarian Sean Haugh----- | 25 | 5.00 |
| Undecided----- | 33 | 6.60 |
| Refused ----- | 4 | 0.80 |

{FOR 18.4}

19. If you were standing in the voting booth right now, who would you vote or lean toward – Tillis, Hagan, or Haugh?

| (N=33) | n | % |
|------------------------------|----|-------|
| Republican Thom Tillis ----- | 2 | 6.06 |
| Democrat Kay Hagan----- | 2 | 6.06 |
| Libertarian Sean Haugh----- | 1 | 3.03 |
| Undecided----- | 27 | 81.82 |
| Refused ----- | 1 | 3.03 |

Q 18 & 19 COMBINED WITH LEANERS

| (N=500) | n | % |
|-----------------------------|-----|-------|
| Republican Thom Tillis----- | 215 | 43.00 |
| Democrat Kay Hagan ----- | 227 | 45.40 |
| Libertarian Sean Haugh----- | 26 | 5.20 |
| Undecided----- | 27 | 5.40 |
| Refused ----- | 5 | 1.00 |

{FOR 18.3 or 19.3, HAUGH VOTERS}

20. Who would be your second choice – Tillis or Hagan?

| (N=26) | n | % |
|------------------------------|----|-------|
| Republican Thom Tillis ----- | 14 | 53.85 |
| Democrat Kay Hagan----- | 9 | 34.62 |
| Undecided----- | 2 | 7.69 |
| Refused ----- | 1 | 3.85 |

21A. What is the first word or phrase that comes to mind when you hear the name: Thom Tillis

| (N=500) | n | % |
|---|-----|-------|
| “Republican” ----- | 20 | 4.00 |
| “Conservative” ----- | 23 | 4.60 |
| “Liar/dishonest/corrupt/crook” ----- | 29 | 5.80 |
| “Politician” ----- | 7 | 1.40 |
| “For the rich/Doesn't care about the poor/ he's a 1%” ----- | 22 | 4.40 |
| “Wishy-Washy” ----- | 5 | 1.00 |
| “Arrogant/Rude” ----- | 11 | 2.20 |
| “Negativity/Hater” ----- | 6 | 1.20 |
| “Views/stand on issues”----- | 13 | 2.60 |
| “Honest/trustworthy” ----- | 8 | 1.60 |
| “Tea party”----- | 4 | 0.80 |
| “Speaker of the House/Government Leader” ----- | 9 | 1.80 |
| “Good Ol' Boy” ----- | 4 | 0.80 |
| “Leader/Capable/Experience” ----- | 13 | 2.60 |
| “Like him/Doing a good job/Positive mentions”----- | 41 | 8.20 |
| “Dislike him/Not doing a good job/Negative mentions” ----- | 76 | 15.20 |
| “Don't know of/Need more information” ----- | 33 | 6.60 |
| Other----- | 16 | 3.20 |
| No/None/Nothing ----- | 27 | 5.40 |
| DK/NA/Refused ----- | 133 | 26.60 |

21B. What is the first word or phrase that comes to mind when you hear the name: Kay Hagan

| (N=500) | n | % |
|--|-----|-------|
| "Democrat" ----- | 19 | 3.80 |
| "Liberal" ----- | 10 | 2.00 |
| "Liar/dishonest/corrupt" ----- | 16 | 3.20 |
| "Politician" ----- | 5 | 1.00 |
| "For/Cares about the people" ----- | 15 | 3.00 |
| "She's a woman" ----- | 7 | 1.40 |
| "Supports Obama/Obamacare" ----- | 23 | 4.60 |
| "She's trying/Hard worker" ----- | 20 | 4.00 |
| "Senator/Governor" ----- | 6 | 1.20 |
| "TV Commercials" ----- | 4 | 0.80 |
| "Educated/Intelligent" ----- | 7 | 1.40 |
| "Education/teachers/school systems" ----- | 5 | 1.00 |
| "Views/stand on issues" ----- | 8 | 1.60 |
| "Moderate/Middle of the road" ----- | 25 | 5.00 |
| "Like her/Doing a good job/Positive mentions" ----- | 116 | 23.20 |
| "Dislike her/Not doing a good job/Negative mentions" ----- | 86 | 17.20 |
| "Don't know of/Need more information" ----- | 9 | 1.80 |
| Other ----- | 10 | 2.00 |
| No/None/Nothing ----- | 14 | 2.80 |
| DK/NA/Refused ----- | 95 | 19.00 |

22. Thinking about Congress, if the elections were today, would you vote for/lean toward (ROTATE) the Republican candidate or the Democratic candidate for Congress in your district?

| (N=500) | n | % |
|------------------|-----|-------|
| Republican ----- | 230 | 46.00 |
| Democratic ----- | 227 | 45.40 |
| Undecided ----- | 38 | 7.60 |
| Refused ----- | 5 | 1.00 |

23. Do you think of your vote for Congress as a vote for Obama, as a vote against Obama, or isn't he much of a factor in your vote?

| (N=500) | n | % |
|--------------------------|-----|-------|
| For Obama ----- | 161 | 32.20 |
| Against Obama ----- | 149 | 29.80 |
| He's not a factor ----- | 166 | 33.20 |
| Don't Know/Refused ----- | 24 | 4.80 |

24. Will the issue of which party controls Congress be a factor in your vote for Congress this year?

| (N=500) | n | % |
|-----------------|-----|-------|
| Yes ----- | 289 | 57.80 |
| No ----- | 125 | 25.00 |
| Undecided ----- | 81 | 16.20 |
| Refused ----- | 5 | 1.00 |

25. What is the most important issue when casting your vote for Congress this year: (RANDOMIZE) jobs, healthcare, federal budget deficit, education, security/terrorism, and immigration...?

| (N=500) | n | % |
|------------------------------|-----|-------|
| Jobs----- | 109 | 21.80 |
| Healthcare----- | 91 | 18.20 |
| Federal budget deficit ----- | 67 | 13.40 |
| Education----- | 54 | 10.80 |
| Security/terrorism----- | 44 | 8.80 |
| Immigration----- | 55 | 11.00 |
| Other----- | 11 | 2.20 |
| Undecided----- | 45 | 9.00 |
| Refused----- | 24 | 4.80 |

26. Over the past two years do you feel that the state of the economy in North Carolina has, in general, improved, stayed the same or has it gotten worse?

| (N=500) | n | % |
|-----------------------|-----|-------|
| Improved----- | 185 | 37.00 |
| Stayed The Same ----- | 137 | 27.40 |
| Gotten Worse----- | 156 | 31.20 |
| Undecided----- | 19 | 3.80 |
| Refused----- | 3 | 0.60 |

27. The November 4th ballot will include a question to amend the North Carolina Constitution as follows: It would provide that a person accused of any criminal offense in Superior Court for which the state is not seeking a sentence of death may waive the right to trial by jury and instead be tried by a judge. Would you be for or against this proposed amendment?

| (N=500) | n | % |
|----------------|-----|-------|
| For----- | 193 | 38.60 |
| Against----- | 205 | 41.00 |
| Undecided----- | 97 | 19.40 |
| Refused----- | 5 | 1.00 |

28. Should the General Assembly permit hydraulic fracturing, or fracking, around North Carolina to extract natural gas?

| (N=500) | n | % |
|----------------|-----|-------|
| Yes----- | 158 | 31.60 |
| No----- | 253 | 50.60 |
| Undecided----- | 85 | 17.00 |
| Refused----- | 4 | 0.80 |

29. Overall, do you feel that the Affordable Care Act signed into law in 2010, sometimes called Obamacare, is generally good for North Carolina or generally bad?

| (N=500) | n | % |
|---------------------|-----|-------|
| Generally Good----- | 212 | 42.40 |
| Generally Bad----- | 247 | 49.40 |
| Undecided----- | 36 | 7.20 |
| Refused----- | 5 | 1.00 |

30. How would you describe your own political viewpoint – very liberal, liberal, moderate, conservative, or very conservative?

| (N=500) | n | % |
|------------------------|-----|-------|
| Very Liberal ----- | 47 | 9.40 |
| Liberal ----- | 78 | 15.60 |
| Moderate----- | 167 | 33.40 |
| Conservative----- | 138 | 27.60 |
| Very Conservative----- | 63 | 12.60 |
| Undecided----- | 7 | 1.40 |
| Refused----- | 0 | 0.00 |

{FOR 1.4}

31. Earlier you indicated that you are an unaffiliated or Independent voter. When it comes to presidential primaries, do you think you'd vote in a (ROTATE) Democratic Primary, Republican Primary, or would you skip the presidential primaries altogether?

| (N=125) | n | % |
|---|----|-------|
| Democratic Primary----- | 48 | 38.40 |
| Republican Primary----- | 48 | 38.40 |
| Skip Presidential Primaries Altogether----- | 19 | 15.20 |
| Undecided----- | 10 | 8.00 |
| Refused----- | 0 | 0.00 |

{FOR 1.2 or 31.2}

32. I'm going to read you about a dozen Republican candidates for President. Please tell me which of the following would be your first choice if the Republican Primary were held today (ROTATE): Jeb Bush, Chris Christie, Ted Cruz, Mike Huckabee, Jon Huntsman, John Kasich, Bobby Jindal, Rand Paul, Rick Perry, Marco Rubio, Paul Ryan, Rick Santorum, Scott Walker

| (N=200) | n | % |
|---------------------|----|-------|
| Jeb Bush----- | 22 | 11.00 |
| Chris Christie----- | 14 | 7.00 |
| Ted Cruz----- | 6 | 3.00 |
| Mike Huckabee----- | 35 | 17.50 |
| Jon Huntsman----- | 0 | 0.00 |
| Bobby Jindal----- | 3 | 1.50 |
| John Kasich----- | 1 | 0.50 |
| Rand Paul----- | 7 | 3.50 |
| Rick Perry----- | 11 | 5.50 |
| Marco Rubio----- | 8 | 4.00 |
| Paul Ryan----- | 11 | 5.50 |
| Rick Santorum----- | 0 | 0.00 |
| Scott Walker----- | 7 | 3.50 |
| Undecided----- | 64 | 32.00 |
| Refused----- | 7 | 3.50 |
| Other----- | 4 | 2.00 |

{FOR 32.1 – 32.13}

33. Who would be your second choice...

| (N=129) | n | % |
|---------------------|----|-------|
| Jeb Bush----- | 15 | 11.63 |
| Chris Christie----- | 8 | 6.20 |
| Ted Cruz----- | 7 | 5.43 |
| Mike Huckabee----- | 8 | 6.20 |
| Jon Huntsman----- | 2 | 1.55 |
| Bobby Jindal----- | 3 | 2.33 |
| John Kasich----- | 1 | 0.78 |
| Rand Paul----- | 10 | 7.75 |
| Rick Perry----- | 13 | 10.08 |
| Marco Rubio----- | 13 | 10.08 |
| Paul Ryan----- | 11 | 8.53 |
| Rick Santorum----- | 1 | 0.78 |
| Scott Walker----- | 6 | 4.65 |
| Undecided----- | 27 | 20.93 |
| Refused----- | 2 | 1.55 |
| Other----- | 2 | 1.55 |

{FOR 32.1 – 32.13}

34. Thinking back to your first choice, if I added Mitt Romney to that list, would you still vote for _____, or vote for Romney..... or someone else?

| (N=129) | n | % |
|---------------------|----|-------|
| Mitt Romney----- | 50 | 38.76 |
| Jeb Bush----- | 13 | 10.08 |
| Chris Christie----- | 8 | 6.20 |
| Ted Cruz----- | 2 | 1.55 |
| Mike Huckabee----- | 18 | 13.95 |
| Jon Huntsman----- | 1 | 0.78 |
| Bobby Jindal----- | 0 | 0.00 |
| John Kasich----- | 0 | 0.00 |
| Rand Paul----- | 4 | 3.10 |
| Rick Perry----- | 3 | 2.33 |
| Marco Rubio----- | 3 | 2.33 |
| Paul Ryan----- | 3 | 2.33 |
| Rick Santorum----- | 0 | 0.00 |
| Scott Walker----- | 5 | 3.88 |
| Undecided----- | 15 | 11.63 |
| Refused----- | 4 | 3.10 |

{FOR 1.1 or 31.1}

35. I'm going to read you five possible Democratic candidates for President. Please tell me which of the following would be your first choice if the Democratic Primary were held today (ROTATE): Joe Biden, Hillary Clinton, Andrew Cuomo, Martin O'Malley, or Elizabeth Warren?

| (N=254) | n | % |
|-----------------------|-----|-------|
| Joe Biden----- | 38 | 14.96 |
| Hillary Clinton----- | 145 | 57.09 |
| Andrew Cuomo----- | 5 | 1.97 |
| Martin O'Malley----- | 7 | 2.76 |
| Elizabeth Warren----- | 23 | 9.06 |
| Undecided----- | 29 | 11.42 |
| Refused----- | 7 | 2.76 |

{FOR 35.1 – 35.5}

36. Who would be your second choice...

| (N=218) | n | % |
|------------------|----|-------|
| Joe Biden | 72 | 33.03 |
| Hillary Clinton | 49 | 22.48 |
| Andrew Cuomo | 22 | 10.09 |
| Martin O'Malley | 6 | 2.75 |
| Elizabeth Warren | 27 | 12.39 |
| Undecided | 37 | 16.97 |
| Refused | 5 | 2.29 |
| Other (Write-in) | 0 | 0.00 |

37. In February of this year 40,000 tons of toxic coal ash spilled from a Duke Energy power plant in Rockingham County into the Dan River. Governor McCrory and his administration have been criticized for their slow reaction to the spill and delays in the site cleanup. Do you agree or disagree that McCrory is responsible for the delays?

| (N=500) | n | % |
|-----------|-----|-------|
| Agree | 227 | 45.40 |
| Disagree | 169 | 33.80 |
| Undecided | 96 | 19.20 |
| Refused | 8 | 1.60 |

38. Was your drinking water affected by the Dan River coal ash spill?

| (N=500) | n | % |
|-----------|-----|-------|
| Yes | 33 | 6.60 |
| No | 444 | 88.80 |
| Undecided | 17 | 3.40 |
| Refused | 6 | 1.20 |

39. Who do you trust more to prevent chemical spills and other industrial accidents – the government or private corporations?

| (N=500) | n | % |
|----------------------|-----|-------|
| Government | 219 | 43.80 |
| Private Corporations | 176 | 35.20 |
| Undecided | 45 | 9.00 |
| Refused | 4 | 0.80 |
| Neither | 56 | 11.20 |

40. In general do you support or oppose the Tea Party in North Carolina?

| (N=500) | n | % |
|-----------|-----|-------|
| Support | 116 | 23.20 |
| Neutral | 116 | 23.20 |
| Oppose | 172 | 34.40 |
| Undecided | 83 | 16.60 |
| Refused | 13 | 2.60 |

These final five questions will help us classify your answers with others taking the survey.

41. Has anyone in your household ever served in the U.S. military?

| (N=500) | n | % |
|----------------|-----|-------|
| Yes ----- | 258 | 51.60 |
| No ----- | 236 | 47.20 |
| Undecided----- | 2 | 0.40 |
| Refused ----- | 4 | 0.80 |

42. Does anyone in your household belong to a labor union?

| (N=500) | n | % |
|----------------|-----|-------|
| Yes ----- | 73 | 14.60 |
| No ----- | 416 | 83.20 |
| Undecided----- | 8 | 1.60 |
| Refused ----- | 3 | 0.60 |

43. When it comes to politics, what TV News Network or commentary source do you trust the most (randomize) ABC, NBC, CBS, Fox NEWS, CNN, MSNBC, C-SPAN, COMEDY Central?

| (N=500) | n | % |
|---------------------|-----|-------|
| ABC ----- | 60 | 12.00 |
| CBS ----- | 44 | 8.80 |
| CNN----- | 74 | 14.80 |
| C-SPAN----- | 14 | 2.80 |
| COMEDY Central----- | 16 | 3.20 |
| Fox NEWS ----- | 154 | 30.80 |
| MSNBC ----- | 38 | 7.60 |
| NBC----- | 36 | 7.20 |
| Undecided----- | 46 | 9.20 |
| Refused ----- | 18 | 3.60 |

44. What is your annual household income (READ)?

| (N=500) | n | % |
|-------------------------------|-----|-------|
| Under \$60,000 per year----- | 177 | 35.40 |
| Under \$100,000 per year----- | 108 | 21.60 |
| Under \$140,000 per year----- | 51 | 10.20 |
| \$140,000 or OVER----- | 27 | 5.40 |
| Undecided----- | 24 | 4.80 |
| Refused ----- | 113 | 22.60 |

45. How important is religion in your life (READ)?

| (N=500) | n | % |
|---------------------------|-----|-------|
| Very important----- | 380 | 76.00 |
| Somewhat important----- | 73 | 14.60 |
| Not very important----- | 21 | 4.20 |
| Not at all important----- | 21 | 4.20 |
| Undecided----- | 3 | 0.60 |
| Refused ----- | 2 | 0.40 |