

OCTOBER NORTH CAROLINA TOPLINES

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 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 -----	235	47.00
Female -----	265	53.00

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 -----	459	91.80
Somewhat Likely -----	41	8.20

{FOR CELL ONLY}

S3 What county do you live in? {REFER TO ALPHABETIZED COUNTY LIST - 100}

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

(N=500)	n	%
Democratic -----	204	40.80
Republican -----	162	32.40
Libertarian -----	2	0.40
Unaffiliated (Independent) -----	132	26.40

2. What is your age category?

(N=500)	n	%
18-25 -----	15	3.00
26-35 -----	82	16.40
36-45 -----	80	16.00
46-55 -----	107	21.40
56-65 -----	102	20.40
66-75 -----	70	14.00
Over 75 -----	41	8.20
Refused -----	3	0.60

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

(N=500)	n	%
White/Caucasian -----	382	76.40
African-American -----	94	18.80
Asian-----	4	0.80
American Indian-----	5	1.00
Hispanic/ Latino -----	1	0.20
Other-----	2	0.40
Undecided-----	1	0.20
Refused-----	11	2.20

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 -----	215	43.00
Mitt Romney -----	238	47.60
Someone else -----	26	5.20
Did not vote -----	13	2.60
Undecided-----	3	0.60
Refused-----	5	1.00

{FOR 4.1}

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

(N=215)	n	%
Feel Good -----	197	91.63
Regret -----	7	3.26
Undecided-----	10	4.65
Refused-----	1	0.47

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

(N=500)	n	%
Approve -----	207	41.40
Disapprove-----	263	52.60
Undecided-----	27	5.40
Refused-----	3	0.60

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

(N=500)	n	%
Approve -----	212	42.40
Disapprove-----	233	46.60
Undecided-----	54	10.80
Refused-----	1	0.20

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=500)	<u>NEVER HEARD</u>	<u>FAVORABLE</u>	<u>UNFAVORABLE</u>	<u>HOF/UNDECIDED</u>
8. Barack Obama	0 0.00	222 44.40	267 53.40	11 2.20
9. Hillary Clinton	2 0.40	263 52.60	191 38.20	44 8.80
10. Kay Hagan	8 1.60	211 42.20	235 47.00	46 9.20
11. Thom Tillis	17 3.40	189 37.80	220 44.00	74 14.80
12. Sean Haugh	378 75.60	13 2.60	19 3.80	90 18.00
13. Pat McCrory	25 5.00	178 35.60	225 45.00	72 14.40
14. Dan Forest	290 58.00	48 9.60	53 10.60	109 21.80
15. Richard Burr	63 12.60	151 30.20	173 34.60	113 22.60
16. North Carolina General Assembly	21 4.20	163 32.60	208 41.60	108 21.60
17. U.S. Congress	5 1.00	81 16.20	337 67.40	77 15.40

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 -----	225	45.00
Democrat Kay Hagan-----	227	45.40
Libertarian Sean Haugh-----	19	3.80
Undecided-----	27	5.40
Refused-----	2	0.40

{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=27)	n	%
Republican Thom Tillis -----	2	7.41
Democrat Kay Hagan-----	7	25.93
Libertarian Sean Haugh-----	3	11.11
Undecided-----	15	55.56

18 & 19. U.S. Senate including leaners.

(N=500)	n	%
Republican Thom Tillis-----	227	45.40
Democrat Kay Hagan-----	234	46.80
Libertarian Sean Haugh-----	22	4.40
Undecided-----	15	3.00
Refused-----	2	0.40

{FOR 18.3 or 19.3}

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

(N=22)	n	%
Republican Thom Tillis-----	4	18.18
Democrat Kay Hagan-----	9	40.91
Undecided-----	8	36.36
Refused-----	1	4.55

21. Thinking about Kay Hagan, a recent ad has charged her with missing several Senate Armed Service Committee hearings which suggest that Hagan was sitting back at a crucial time as ISIS became more of a threat in Iraq and Syria. Does this ad make you more likely to vote for Kay Hagan, less likely, or would it make no difference in your vote?

(N=500)	n	%
More Likely Hagan-----	46	9.20
Less Likely Hagan-----	173	34.60
No difference-----	267	53.40
Undecided-----	10	2.00
Refused-----	4	0.80

22. Thinking about Thom Tillis, a recent ad has charged him with cutting \$500 million dollars from North Carolina schools as the Speaker of the House and opposing a bill that would make college loans more affordable. Does this ad make you more likely to vote for Thom Tillis, less likely, or would it make no difference in your vote?

(N=500)	n	%
More Likely Tillis-----	62	12.40
Less Likely Tillis-----	195	39.00
No difference-----	223	44.60
Undecided-----	16	3.20
Refused-----	4	0.80

23. 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-----	223	44.60
Democratic-----	231	46.20
Undecided-----	43	8.60
Refused-----	3	0.60

24. 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-----	100	20.00
Against Obama-----	140	28.00
He's not a factor-----	240	48.00
Don't Know/Refused-----	20	4.00

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

(N=500)	n	%
Yes-----	347	69.40
No-----	122	24.40
Undecided-----	27	5.40
Refused-----	4	0.80

26. 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-----	88	17.60
Healthcare-----	103	20.60
Federal budget deficit -----	55	11.00
Education-----	81	16.20
Foreign Policy/terrorism-----	89	17.80
Immigration-----	38	7.60
Other-----	13	2.60
Undecided-----	25	5.00
Refused-----	8	1.60

27. 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 -----	150	30.00
Gotten Worse-----	152	30.40
Undecided-----	13	2.60
Refused-----	0	0.00

28. 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-----	222	44.40
Against-----	211	42.20
Undecided-----	65	13.00
Refused-----	2	0.40

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 -----	211	42.20
Generally Bad -----	248	49.60
Undecided-----	40	8.00
Refused-----	1	0.20

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

(N=500)	n	%
Very Liberal -----	28	5.60
Liberal -----	106	21.20
Moderate-----	174	34.80
Conservative-----	110	22.00
Very Conservative-----	73	14.60
Undecided-----	7	1.40
Refused-----	2	0.40

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

(N=500)	n	%
Support -----	96	19.20
Neutral -----	96	19.20
Oppose -----	267	53.40
Undecided -----	39	7.80
Refused -----	2	0.40

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

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

(N=500)	n	%
Yes -----	263	52.60
No -----	237	47.40
Undecided -----	0	0.00
Refused -----	0	0.00

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

(N=500)	n	%
Yes -----	47	9.40
No -----	452	90.40
Undecided -----	1	0.20
Refused -----	0	0.00

34. 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 -----	50	10.00
CBS -----	48	9.60
CNN -----	78	15.60
C-SPAN -----	13	2.60
COMEDY Central -----	16	3.20
Fox NEWS -----	148	29.60
MSNBC -----	50	10.00
NBC -----	39	7.80
Undecided -----	44	8.80
Refused -----	14	2.80

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

(N=500)	n	%
Under \$60,000 per year -----	205	41.00
Under \$100,000 per year -----	111	22.20
Under \$140,000 per year -----	57	11.40
\$140,000 or OVER -----	40	8.00
Undecided -----	17	3.40
Refused -----	70	14.00

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

(N=500)	n	%
Very important-----	364	72.80
Somewhat important-----	74	14.80
Not very important-----	28	5.60
Not at all important-----	29	5.80
Undecided-----	1	0.20
Refused-----	4	0.80

37. Are you willing to be interviewed by a USA Today reporter for an upcoming article, please give me your name and verify best phone number?

(N=500)	n	%
Yes-----	197	39.40
No-----	303	60.60