



**SIGNATURE SURVEY CROSSTABS**

*N=611 North Carolina Registered Voters*

*February 11-15, 2014*

		Party ID					
		Republican	Independent	Democrat	Something Else	Don't Know/Refuse	Base
		% w/in	% w/in	% w/in	% w/in	% w/in	% w/in
Hagan Approval	Approve	16%	28%	63%	27%	21%	37%
	Undecided	14%	24%	18%	26%	38%	20%
	Disapprove	67%	44%	14%	43%	6%	39%
	Don't Know/Refuse	2%	4%	6%	3%	36%	5%
	Total	100%	100%	100%	100%	100%	100%

		Age				
		18-34	35-49	50-64	65+	Base
		% w/in	% w/in	% w/in	% w/in	% w/in
Hagan Approval	Approve	32%	38%	41%	36%	37%
	Undecided	24%	18%	20%	16%	20%
	Disapprove	32%	40%	38%	44%	39%
	Don't Know/Refuse	12%	3%	1%	4%	5%
	Total	100%	100%	100%	100%	100%

		Gender		
		Male	Female	Base
		% w/in	% w/in	% w/in
Hagan Approval	Approve	36%	37%	37%
	Undecided	16%	22%	20%
	Disapprove	42%	36%	39%
	Don't Know/Refuse	5%	5%	5%
	Total	100%	100%	100%

		Party ID					
		Republican	Independent	Democrat	Something Else	Don't Know/Refuse	Base
		% w/in	% w/in	% w/in	% w/in	% w/in	% w/in
Preferred Professional Background of Senator	Business	31%	25%	16%	20%	14%	23%
	Finance	11%	15%	14%	13%	6%	14%
	Health Care	8%	11%	17%	26%	7%	13%
	Faith Based	24%	14%	7%	7%	19%	14%
	Government	3%	7%	10%	6%	6%	7%
	Law	10%	5%	10%	9%	15%	8%
	Don't Know/Refuse	13%	25%	25%	18%	33%	21%

		Age				
		18-34	35-49	50-64	65+	Base
		% w/in	% w/in	% w/in	% w/in	% w/in
Preferred Professional Background of Senator	Business	24%	23%	22%	23%	23%
	Finance	19%	12%	12%	9%	14%
	Health Care	16%	13%	12%	9%	13%
	Faith Based	10%	20%	17%	9%	14%
	Government	5%	8%	7%	7%	7%
	Law	10%	11%	6%	7%	8%
	Don't Know/Refuse	16%	12%	23%	35%	21%

		Gender		
		Male	Female	Base
		% w/in	% w/in	% w/in
Preferred Professional Background of Senator	Business	29%	18%	23%
	Finance	13%	14%	14%
	Health Care	11%	15%	13%
	Faith Based	13%	15%	14%
	Government	7%	6%	7%
	Law	9%	8%	8%
	Don't Know/Refuse	18%	25%	21%

		Party Ideology			Party ID		
		Conservative Republican	Moderate Republican	GOP Base	Strong Republican	Not So Strong Republican	GOP Base
		% w/in	% w/in	% w/in	% w/in	% w/in	% w/in
Senate GOP Primary	Grant	4%	3%	4%	4%	6%	4%
	Tillis	10%	13%	11%	12%	9%	11%
	Harris	10%	2%	7%	10%	2%	7%
	Brannon	5%	5%	4%	4%	5%	4%
	Undecided	51%	56%	55%	52%	60%	55%
	Don't Know/Refuse	20%	20%	19%	19%	18%	19%

		Party ID					
		Republican	Independent	Democrat	Something Else	Don't Know/Refuse	Base
		% w/in	% w/in	% w/in	% w/in	% w/in	% w/in
Hagan vs Tillis	Hagan	10%	30%	70%	33%	13%	38%
	Undecided	12%	28%	13%	23%	40%	18%
	Tillis	71%	35%	10%	33%	6%	35%
	Don't Know/Refuse	7%	8%	7%	11%	41%	8%

		Age				
		18-34	35-49	50-64	65+	Base
		% w/in	% w/in	% w/in	% w/in	% w/in
Hagan vs Tillis	Hagan	38%	38%	44%	34%	38%
	Undecided	24%	19%	15%	14%	18%
	Tillis	30%	38%	33%	41%	35%
	Don't Know/Refuse	9%	6%	8%	11%	8%

		Gender		
		Male	Female	Base
		% w/in	% w/in	% w/in
Hagan vs Tillis	Hagan	37%	40%	38%
	Undecided	15%	21%	18%
	Tillis	39%	31%	35%
	Don't Know/Refuse	9%	8%	8%

		Party ID					
		Republican	Independent	Democrat	Something Else	Don't Know/Refuse	Base
		% w/in	% w/in	% w/in	% w/in	% w/in	% w/in
Hagan vs Harris	Hagan	8%	26%	75%	43%	20%	39%
	Undecided	13%	31%	14%	19%	34%	20%
	Harris	72%	37%	8%	30%	6%	35%
	Don't Know/Refuse	7%	6%	3%	8%	41%	6%

		Age				
		18-34	35-49	50-64	65+	Base
		% w/in	% w/in	% w/in	% w/in	% w/in
Hagan vs Harris	Hagan	41%	37%	42%	38%	39%
	Undecided	24%	21%	17%	14%	20%
	Harris	29%	35%	35%	42%	35%
	Don't Know/Refuse	6%	6%	6%	6%	6%

		Gender		
		Male	Female	Base
		% w/in	% w/in	% w/in
Hagan vs Harris	Hagan	37%	41%	39%
	Undecided	19%	20%	20%
	Harris	39%	32%	35%
	Don't Know/Refuse	5%	7%	6%

		Party ID					
		Republican	Independent	Democrat	Something Else	Don't Know/Refuse	Base
		% w/in	% w/in	% w/in	% w/in	% w/in	% w/in
Hagan vs Brannon	Hagan	4%	28%	75%	37%	20%	38%
	Undecided	14%	28%	12%	22%	34%	19%
	Brannon	74%	39%	8%	30%	6%	36%
	Don't Know/Refuse	7%	6%	5%	11%	41%	7%

		Age				
		18-34	35-49	50-64	65+	Base
		% w/in	% w/in	% w/in	% w/in	% w/in
Hagan vs Brannon	Hagan	38%	38%	43%	36%	38%
	Undecided	23%	19%	15%	15%	19%
	Brannon	34%	35%	35%	41%	36%
	Don't Know/Refuse	5%	7%	7%	8%	7%

		Gender		
		Male	Female	Base
		% w/in	% w/in	% w/in
Hagan vs Brannon	Hagan	37%	40%	38%
	Undecided	16%	21%	19%
	Brannon	41%	33%	36%
	Don't Know/Refuse	6%	7%	7%

		Party ID					
		Republican	Independent	Democrat	Something Else	Don't Know/Refuse	Base
		% w/in	% w/in	% w/in	% w/in	% w/in	% w/in
McCrorry Approval	Approve	71%	39%	27%	51%	8%	43%
	Undecided	12%	18%	11%	11%	19%	14%
	Disapprove	13%	41%	59%	38%	52%	40%
	Don't Know/Refuse	4%	2%	2%	0%	21%	3%

		Age				
		18-34	35-49	50-64	65+	Base
		% w/in	% w/in	% w/in	% w/in	% w/in
McCrorry Approval	Approve	40%	42%	40%	52%	43%
	Undecided	18%	11%	14%	9%	14%
	Disapprove	37%	46%	46%	33%	40%
	Don't Know/Refuse	5%	1%	1%	5%	3%

		Gender		
		Male	Female	Base
		% w/in	% w/in	% w/in
McCrorry Approval	Approve	46%	41%	43%
	Undecided	11%	16%	14%
	Disapprove	39%	41%	40%
	Don't Know/Refuse	4%	2%	3%

		Party ID					
		Republican	Independent	Democrat	Something Else	Don't Know/Refuse	Base
		% w/in	% w/in	% w/in	% w/in	% w/in	% w/in
McCrorry vs Cooper	McCrorry	78%	44%	19%	47%	7%	44%
	Undecided	9%	19%	10%	17%	15%	13%
	Cooper	9%	35%	66%	25%	38%	38%
	Don't Know/Refuse	4%	2%	4%	11%	40%	5%

		Age				
		18-34	35-49	50-64	65+	Base
		% w/in	% w/in	% w/in	% w/in	% w/in
McCrorry vs Cooper	McCrorry	39%	38%	44%	57%	44%
	Undecided	18%	9%	14%	11%	13%
	Cooper	41%	45%	36%	31%	38%
	Don't Know/Refuse	2%	8%	6%	2%	5%

		Gender		
		Male	Female	Base
		% w/in	% w/in	% w/in
McCrorry vs Cooper	McCrorry	47%	41%	44%
	Undecided	12%	14%	13%
	Cooper	37%	40%	38%
	Don't Know/Refuse	4%	5%	5%

		McCrorry Approval				
		Approve	Undecided	Disapprove	Don't Know/Refuse	Base
		% w/in	% w/in	% w/in	% w/in	% w/in
McCrorry vs Cooper	McCrorry	77%	31%	13%	36%	44%
	Undecided	6%	44%	11%	11%	13%
	Cooper	14%	16%	73%	25%	38%
	Don't Know/Refuse	3%	10%	3%	28%	5%

		Party ID					
		Republican	Independent	Democrat	Something Else	Don't Know/Refuse	Base
		% w/in	% w/in	% w/in	% w/in	% w/in	% w/in
NC Right Direction/Wrong Track	Right Direction	52%	32%	24%	37%	15%	34%
	Wrong Track	29%	49%	62%	45%	58%	48%
	Don't Know/Refuse	19%	19%	14%	19%	27%	17%

		Age				
		18-34	35-49	50-64	65+	Base
		% w/in	% w/in	% w/in	% w/in	% w/in
NC Right Direction/Wrong Track	Right Direction	44%	29%	27%	38%	34%
	Wrong Track	46%	61%	50%	37%	48%
	Don't Know/Refuse	10%	10%	23%	25%	17%

		Gender		
		Male	Female	Base
		% w/in	% w/in	% w/in
NC Right Direction/Wrong Track	Right Direction	37%	32%	34%
	Wrong Track	46%	51%	48%
	Don't Know/Refuse	17%	17%	17%

		Party ID					
		Republican	Independent	Democrat	Something Else	Don't Know/Refuse	Base
		% w/in	% w/in	% w/in	% w/in	% w/in	% w/in
NC Legislative Ballot	Republican	93%	38%	6%	41%	27%	41%
	Undecided	4%	29%	7%	11%	31%	13%
	Democrat	1%	28%	85%	38%	21%	41%
	Don't Know/Refuse	2%	6%	2%	11%	21%	4%

		Age				
		18-34	35-49	50-64	65+	Base
		% w/in	% w/in	% w/in	% w/in	% w/in
NC Legislative Ballot	Republican	27%	42%	44%	55%	41%
	Undecided	17%	14%	14%	10%	13%
	Democrat	50%	42%	39%	33%	41%
	Don't Know/Refuse	6%	3%	3%	3%	4%



		Gender		
		Male	Female	Base
		% w/in	% w/in	% w/in
NC Legislative Ballot	Republican	44%	39%	41%
	Undecided	14%	13%	13%
	Democrat	38%	44%	41%
	Don't Know/Refuse	4%	4%	4%

		Party ID					
		Republican	Independent	Democrat	Something Else	Don't Know/Refuse	Base
		% w/in	% w/in	% w/in	% w/in	% w/in	% w/in
Confidence in Economic Future	More Confident	18%	23%	38%	15%	15%	26%
	Less Confident	61%	48%	33%	58%	31%	46%
	No Change	17%	25%	23%	17%	33%	22%
	Don't Know/Refuse	4%	5%	6%	11%	21%	6%

		Age				
		18-34	35-49	50-64	65+	Base
		% w/in	% w/in	% w/in	% w/in	% w/in
Confidence in Economic Future	More Confident	40%	21%	21%	19%	26%
	Less Confident	43%	49%	48%	48%	46%
	No Change	16%	26%	24%	24%	22%
	Don't Know/Refuse	1%	5%	7%	10%	6%

		Gender		
		Male	Female	Base
		% w/in	% w/in	% w/in
Confidence in Economic Future	More Confident	31%	22%	26%
	Less Confident	42%	50%	46%
	No Change	21%	23%	22%
	Don't Know/Refuse	6%	5%	6%

		Party ID					
		Republican	Independent	Democrat	Something Else	Don't Know/Refuse	Base
		% w/in	% w/in	% w/in	% w/in	% w/in	% w/in
Obama Approval	Approve	10%	29%	80%	47%	41%	43%
	Undecided	3%	10%	5%	3%	14%	6%
	Disapprove	87%	61%	13%	44%	30%	49%
	Don't Know/Refuse	0%	1%	1%	6%	14%	1%

		Age				
		18-34	35-49	50-64	65+	Base
		% w/in	% w/in	% w/in	% w/in	% w/in
Obama Approval	Approve	48%	40%	48%	37%	43%
	Undecided	8%	6%	3%	6%	6%
	Disapprove	42%	54%	49%	56%	49%
	Don't Know/Refuse	2%	1%	0%	1%	1%

		Gender		
		Male	Female	Base
		% w/in	% w/in	% w/in
Obama Approval	Approve	40%	46%	43%
	Undecided	6%	6%	6%
	Disapprove	52%	47%	49%
	Don't Know/Refuse	2%	1%	1%

		Party ID					
		Republican	Independent	Democrat	Something Else	Don't Know/Refuse	Base
		% w/in	% w/in	% w/in	% w/in	% w/in	% w/in
Obama's Agenda Implemented in NC	Yes	7%	26%	74%	36%	22%	38%
	No	84%	61%	11%	46%	39%	48%
	Don't Know/Refuse	9%	13%	15%	18%	40%	13%

		Age				
		18-34	35-49	50-64	65+	Base
		% w/in	% w/in	% w/in	% w/in	% w/in
Obama's Agenda Implemented in NC	Yes	50%	39%	35%	28%	38%
	No	42%	50%	46%	56%	48%
	Don't Know/Refuse	8%	11%	19%	16%	13%

		Gender		
		Male	Female	Base
		% w/in	% w/in	% w/in
Obama's Agenda Implemented in NC	Yes	37%	40%	38%
	No	53%	44%	48%
	Don't Know/Refuse	11%	16%	13%

		Party ID					
		Republican	Independent	Democrat	Something Else	Don't Know/Refuse	Base
		% w/in	% w/in	% w/in	% w/in	% w/in	% w/in
Affordable Care Act Rollout	More Confidence	4%	15%	35%	18%	7%	19%
	Less Confidence	82%	62%	18%	43%	24%	50%
	No Impact	8%	20%	36%	25%	41%	23%
	Don't Know/Refuse	6%	3%	11%	13%	29%	8%

		Age				
		18-34	35-49	50-64	65+	Base
		% w/in	% w/in	% w/in	% w/in	% w/in
Affordable Care Act Rollout	More Confidence	21%	16%	22%	17%	19%
	Less Confidence	46%	55%	47%	55%	50%
	No Impact	28%	26%	21%	16%	23%
	Don't Know/Refuse	5%	3%	10%	12%	8%

		Gender		
		Male	Female	Base
		% w/in	% w/in	% w/in
Affordable Care Act Rollout	More Confidence	17%	21%	19%
	Less Confidence	51%	49%	50%
	No Impact	26%	21%	23%
	Don't Know/Refuse	6%	9%	8%

		Party ID					
		Republican	Independent	Democrat	Something Else	Don't Know/Refuse	Base
		% w/in	% w/in	% w/in	% w/in	% w/in	% w/in
US Congressional Ballot	Republican	94%	43%	10%	36%	13%	44%
	Undecided	5%	27%	10%	8%	45%	14%
	Democrat	1%	25%	78%	40%	20%	38%
	Don't Know/Refuse	0%	5%	2%	16%	22%	4%

		Age				
		18-34	35-49	50-64	65+	Base
		% w/in	% w/in	% w/in	% w/in	% w/in
US Congressional Ballot	Republican	32%	43%	44%	57%	44%
	Undecided	22%	15%	12%	7%	14%
	Democrat	40%	39%	40%	34%	38%
	Don't Know/Refuse	5%	4%	4%	2%	4%

		Gender		
		Male	Female	Base
		% w/in	% w/in	% w/in
US Congressional Ballot	Republican	47%	41%	44%
	Undecided	14%	15%	14%
	Democrat	36%	40%	38%
	Don't Know/Refuse	3%	5%	4%

		Obama Approval				
		Approve	Undecided	Disapprove	Don't Know/Refuse	Base
		Column N %	Column N %	Column N %	Column N %	Column N %
US Congressional Ballot	Republican	13%	19%	75%	12%	44%
	Undecided	12%	37%	14%	13%	14%
	Democrat	73%	38%	7%	38%	38%
	Don't Know/Refuse	3%	6%	4%	36%	4%

		Obama Approval				
		Approve	Undecided	Disapprove	Don't Know/Refuse	Base
		Column N %	Column N %	Column N %	Column N %	Column N %
Obama's Agenda Implemented in NC	Yes	76%	28%	7%	26%	38%
	No	8%	41%	84%	49%	48%
	Don't Know/Refuse	16%	31%	9%	25%	13%