



Hello, my name is \_\_\_\_\_ from HAI, a national research firm.

[IF LANDLINE] We're conducting a survey in North Carolina to get people's opinions on important issues. This number was selected at random and according to the research procedure, I would like to speak to the [ALTERNATE: YOUNGEST/OLDEST] [ALTERNATE: MAN/WOMAN] at this address who is registered to vote.

[IF CELL PHONE] We're conducting a survey of cell phone users in North Carolina to get people's opinions on important issues. Since you are on a cell phone, I can call you back if you are driving or doing anything else that requires your full attention. Can you talk safely and privately now? [IF YES, CONTINUE. IF NO, SCHEDULE CALLBACK]

RESUME ASKING ALL RESPONDENTS

QB. Are you officially registered to vote in that county? [IF YES] Regardless of what you think of the candidates and how you might feel about the parties, on the official registration lists, at the present time are you officially registered as a Democrat, a Republican, an Independent, or in some other way?

YES: Democrat ..... 40%  
YES: Republican ..... 36  
YES: Independent ..... 21  
YES: Other ..... 3  
No/(Don't know) --> TERMINATE

QC. In November, elections will be held for U.S. Senate, Congress, and other offices. But there is no election for President. Although it is a while away, how likely are you to vote in that election: will you definitely vote; probably but not certainly vote in it; are the chances about 50-50 that you will vote, or is it likely that you will not vote in November?

Definitely vote ..... 72%  
Probably vote ..... 28  
All other responses-> TERMINATE

Q1. When it comes to politics, do you generally think of yourself as a Democrat, an Independent or a Republican?

Strong Democrat ..... 31%  
Weak Democrat ..... 8  
Independent ..... 27  
Weak Republican ..... 6  
Strong Republican ..... 23  
VOL: (Green Party) ..... -  
VOL: (Other/Don't know) ..... 5

ASK IF DEMOCRAT/REPUBLICAN

Would you call yourself a strong [DEMOCRAT/REPUBLICAN] or a not very strong [DEMOCRAT/REPUBLICAN]?

TOTAL DEMOCRAT ..... 39%  
TOTAL INDEPENDENT ... 27  
TOTAL REPUBLICAN ..... 29

RESUME ASKING ALL RESPONDENTS

Q2. Now I'd like to ask your impressions of some people in public life. As I read each name, tell me whether your impression of that person is very favorable, somewhat favorable, somewhat unfavorable, or very unfavorable. If you don't recognize a name, just say so. Here's the first one: [READ ITEM] Have you heard of that person? [IF YES] Is your impression of that person very favorable, somewhat favorable, somewhat unfavorable, or very unfavorable?

ROTATE	FAVORABLE			UNFAVORABLE		(Can't rate)	Never heard	RECOGNITION		TOTAL	
	Very	Some	(Mixed)	Some	Very			Effective	Total	Fav	Unfav
• Barack Obama.....	33%	13	1	10	40	2	*	98%	100%	46%	50
• Kay Hagan.....	19%	22	-	17	26	9	7	84%	93%	41%	42
• Thom Tillis.....	3%	10	1	9	11	15	51	34%	49%	13%	20

Q3. Kay Hagan is running for another term in the U.S. Senate this year. At this point, would you most likely vote for Hagan to serve another term in the U.S. Senate, or would you most likely vote to replace her with a Republican? [IF CHOICE] Do you strongly or only somewhat support [RE-ELECTING HAGAN/REPLACING HAGAN WITH A REPUBLICAN]?

Likely Definite  
HAGAN: Strongly ..... 28% 32%  
HAGAN: Somewhat ..... 10 9  
REPUBLICAN: Somewhat ..... 8 7  
REPUBLICAN: Strongly ..... 36 38  
VOL: (Depends) ..... 10 8  
VOL: (Don't know) ..... 8 6  
TOTAL HAGAN ..... 38% 41%  
TOTAL REPUBLICAN ..... 44 45

Q4. In particular, if the election for U.S. Senate were held today, the candidates are [ROTATE:]

- Kay Hagan, the Democrat, AND
- Thom Tillis, the Republican

for whom would you vote? [IF UNDECIDED, ASK] Who would you lean toward supporting if the election were held today?

Likely Definite  
Hagan ..... 45% 46%  
(Lean Hagan) ..... \* 1  
Tillis ..... 38 38  
(Lean Tillis) ..... 3 4  
VOL: (Don't know) ..... 13 11  
TOTAL HAGAN ..... 45% 47%  
TOTAL TILLIS ..... 41 42

Now for a few questions on other issues.

**ROTATE ORDER OF ASKING Q5 and Q6/Q7**

**Q5.** Do you strongly support, somewhat support, somewhat oppose, or strongly oppose oil and natural gas extraction that uses hydraulic fracturing, sometimes known as fracking?

SUPPORT: Strongly .....	22%
SUPPORT: Somewhat.....	23
OPPOSE: Somewhat.....	11
OPPOSE: Strongly.....	21
<b>VOL:</b> (Don't know) .....	23
TOTAL SUPPORT.....	45%
TOTAL OPPOSE .....	32

**Q6.** Do you strongly support, somewhat support, somewhat oppose, or strongly oppose the construction of the Keystone XL oil pipeline across Montana, South Dakota, and Nebraska to bring oil from Canada and the Northern U.S. to refineries in Texas?

SUPPORT: Strongly .....	40%
SUPPORT: Somewhat.....	27
OPPOSE: Somewhat.....	7
OPPOSE: Strongly.....	9
<b>VOL:</b> (Don't know) .....	17
TOTAL SUPPORT.....	67%
TOTAL OPPOSE .....	16

**ASK IF SUPPORT KEYSTONE [N = 268, MoE = 6.0%]**

**Q7.** For this question, assume that President Obama denies the permit to construct the Keystone XL pipeline. Would Obama denying the permit to construct the Keystone XL pipeline make you much more likely, somewhat more likely, somewhat less likely, or much less likely to vote for Kay Hagan for U.S. Senate?

MORE LIKELY: Much .....	12%
MORE LIKELY: Somewhat .....	9
LESS LIKELY: Somewhat.....	14
LESS LIKELY: Much.....	35
<b>VOL:</b> (No difference) .....	17
<b>VOL:</b> (Don't know) .....	13
TOTAL MORE LIKELY .....	21%
TOTAL LESS LIKELY .....	49

**RESUME ASKING ALL RESPONDENTS**

**Q8.** Looking ahead, how important are energy issues, including the Keystone XL pipeline, in terms of how you will vote in this year's election? Are they very important, somewhat important, not very important, or not important at all in determining how you will vote?

Very important.....	37%
Somewhat important .....	41
Not very important.....	11
Not important at all.....	6
<b>VOL:</b> (Depends) .....	1
<b>VOL:</b> (Don't know) .....	4
TOTAL IMPORTANT .....	78%
TOTAL NOT IMPORTANT.....	17

Now I would like to ask you a few final questions for statistical purposes only.

**D100.** Sex.

Male .....	49%
Female .....	51

**D101.** What is your age?

18-24 .....	3%
25-29 .....	5
30-34 .....	3
35-39 .....	8
40-44 .....	6
45-49 .....	7
50-54 .....	13
55-59 .....	11
60-64 .....	12
65+ .....	31
<b>VOL:</b> (Refused) .....	1

**D105.** When it comes to politics, do you generally think of yourself as liberal, somewhat liberal, moderate, somewhat conservative or conservative?

Liberal .....	12%
Somewhat liberal .....	11
Moderate .....	14
Somewhat conservative.....	16
Conservative .....	39
<b>VOL:</b> (Don't know) .....	8
TOTAL LIBERAL.....	23%
TOTAL CONSERVATIVE .....	55

**D510.** Do you have a landline telephone?

Yes .....	73%
No.....	26
<b>VOL:</b> (Don't know/Not sure) .....	1

**D511.** Do you have a mobile telephone?

Yes .....	87%
No.....	12
<b>VOL:</b> (Don't know/Not sure) .....	1

D512. Would you say you mainly use your landline telephone, mainly use your mobile phone, or do you use both equally?

Landline only .....	13%
Landline mostly .....	10
Both .....	27
Cell mostly .....	20
Cell only .....	27
<b>VOL:</b> (Don't know) .....	2
TOTAL LANDLINE .....	23%
TOTAL CELL .....	47

D300. And just to make sure we have a representative sample of voters, could you please tell me your race? [IF NECESSARY] Well, most people consider themselves black or white?

Black .....	20%
White .....	74
<b>VOL:</b> (Other) .....	3
<b>VOL:</b> (Don't know/Refused) .....	3

D301. Do you consider yourself a Hispanic, Latino, or Spanish-speaking American?

Yes .....	6%
No .....	89
<b>VOL:</b> (Don't know/Refused) .....	5

Thank you for taking the time to complete this interview.

## Personal popularity of U.S. Senate candidates

	<u>Total</u>	<u>Kay Hagan</u>				<u>Thom Tillis</u>				<u>Total recognition</u>		<u>Effective recognition</u>	
		<u>Total Fav</u>	<u>Total Unfav</u>	<u>CR/ NH</u>	<u>Net Fav</u>	<u>Total Fav</u>	<u>Total Unfav</u>	<u>CR/ NH</u>	<u>Net Fav</u>	<u>Kay Hagan</u>	<u>Thom Tillis</u>	<u>Kay Hagan</u>	<u>Thom Tillis</u>
<b>TOTAL</b>	400	41%	42	16	-1	13%	20	66	-7	93%	49%	84%	34%
Definite voters	290	40%	45	15	-5	16%	21	63	-5	93%	52%	85%	37%
<b>MEDIA MARKET</b>													
Raleigh-Durham	125	48%	35	16	13	14%	22	63	-8	94%	52%	84%	37%
Charlotte	112	38%	46	16	-9	15%	23	63	-8	93%	52%	84%	37%
Other	163	38%	46	16	-7	11%	16	71	-5	92%	44%	84%	29%
<b>RACE</b>													
White	297	33%	52	14	-19	14%	22	63	-8	95%	53%	86%	37%
Black	80	71%	8	21	64	7%	14	79	-7	87%	33%	79%	21%
<b>PARTY REGISTRATION</b>													
Democrats	159	69%	17	14	52	8%	25	66	-17	92%	44%	86%	34%
Others	96	32%	44	24	-11	11%	21	66	-10	92%	48%	76%	34%
Republicans	145	17%	70	13	-53	20%	13	67	7	95%	54%	87%	33%
<b>WHITE-SEX</b>													
Male	150	37%	55	8	-18	17%	24	57	-7	98%	60%	92%	43%
Female	147	30%	50	21	-20	11%	19	70	-8	91%	46%	79%	30%
<b>WHITES-AGE</b>													
18-39	53	32%	44	24	-12	9%	15	74	-5	95%	43%	76%	26%
40-59	114	31%	56	13	-24	17%	20	61	-3	93%	52%	87%	39%
60+	130	36%	53	11	-17	13%	26	61	-14	96%	59%	89%	39%
<b>POPULARITY/RATE</b>													
<b>HAGAN:</b> Rate favorably	165	100%	0	0	100	9%	28	63	-19	100%	48%	100%	37%
<b>HAGAN:</b> Rate not favorably	170	0%	100	0	-100	20%	19	61	2	100%	55%	100%	39%
<b>TILLIS:</b> Can rate	135	46%	49	5	-4	39%	59	0	-20	98%	100%	95%	100%
<b>TILLIS:</b> Cannot rate	265	39%	39	22	0	0%	0	100	0	90%	22%	78%	0%
Can rate both	128	48%	52	0	-4	38%	60	0	-22	100%	100%	100%	100%
<b>RE-ELECT</b>													
Hagan	151	84%	5	10	79	9%	29	62	-20	95%	48%	90%	38%
Republican	177	10%	79	11	-69	19%	15	66	5	97%	53%	89%	34%
Depends/Don't know	72	28%	30	42	-2	8%	14	77	-6	78%	40%	58%	23%
<b>SENATE VOTE</b>													
Hagan	181	76%	7	17	69	7%	28	64	-21	92%	45%	83%	36%
Tillis	165	9%	79	12	-69	23%	10	66	13	97%	55%	88%	34%
Don't know	54	22%	51	27	-29	3%	21	76	-18	85%	40%	73%	24%
<b>HYDRAULIC FRACTURING</b>													
Support	181	27%	62	11	-34	17%	17	65	0	96%	51%	89%	35%
Oppose	126	65%	24	10	41	11%	32	57	-21	98%	55%	90%	43%
Don't know	93	36%	29	35	7	10%	9	82	1	79%	34%	65%	18%
<b>KEYSTONE</b>													
Support	268	32%	55	13	-22	17%	19	63	-2	94%	52%	87%	37%
Oppose	64	71%	17	12	54	7%	35	59	-28	98%	55%	88%	41%
Don't know	67	48%	18	34	30	5%	9	86	-4	82%	30%	66%	14%
<b>EFFECT ON VOTE</b>													
More likely to vote Hagan	56	70%	18	13	52	15%	15	71	0	95%	37%	87%	29%
Less likely to vote Hagan	130	17%	76	7	-59	23%	19	58	5	98%	63%	93%	42%
No difference/Don't know	82	31%	46	23	-14	8%	23	67	-15	89%	44%	77%	33%
<b>ENERGY ISSUES</b>													
Very important	147	39%	44	17	-4	18%	20	61	-2	91%	55%	83%	39%
Not very important	253	42%	42	16	1	10%	20	70	-9	94%	44%	84%	30%

# U.S. Senate vote preference

	Q3. Re-elect Hagan					Q4. Current vote			
	Total	Re-elect	Replace	Dep /DK	Net Re-elect	Hagan	Tillis	DK	Net Hagan
<b>TOTAL</b>	400	38%	44	18	-7	45%	41	13	4
Definite voters	290	41%	45	14	-4	47%	42	11	5
<b>MEDIA MARKET</b>									
Raleigh-Durham	125	43%	41	16	3	53%	40	7	13
Charlotte	112	34%	46	20	-12	41%	40	20	1
Other	163	36%	46	18	-10	43%	44	14	-1
<b>RACE</b>									
White	297	28%	56	16	-28	35%	52	13	-16
Black	80	76%	5	19	71	85%	5	10	80
<b>PARTY REGISTRATION</b>									
Democrats	159	70%	12	18	58	82%	9	9	74
Others	96	31%	39	30	-8	41%	35	24	6
Republicans	145	7%	83	10	-76	8%	81	11	-73
<b>WHITE-SEX</b>									
Male	150	28%	57	16	-29	35%	55	9	-20
Female	147	27%	55	17	-28	35%	47	17	-12
<b>WHITES-AGE</b>									
18-39	53	28%	57	15	-28	35%	58	7	-22
40-59	114	28%	55	17	-26	35%	49	16	-14
60+	130	26%	57	17	-30	35%	51	13	-16
<b>POPULARITY/RATE</b>									
HAGAN: Rate favorably	165	77%	11	12	67	84%	9	7	74
HAGAN: Rate not favorably	170	5%	83	13	-78	7%	76	16	-69
TILLIS: Can rate	135	43%	45	12	-2	49%	42	9	7
TILLIS: Cannot rate	265	35%	44	21	-9	44%	41	15	3
Can rate both	128	42%	46	12	-4	47%	43	10	5
<b>RE-ELECT</b>									
Hagan	151	100%	0	0	100	96%	4	0	92
Republican	177	0%	100	0	-100	4%	83	13	-79
Depends/Don't know	72	0%	0	100	0	41%	15	44	26
<b>SENATE VOTE</b>									
Hagan	181	80%	4	16	76	100%	0	0	100
Tillis	165	4%	90	6	-86	0%	100	0	-100
Don't know	54	0%	41	59	-41	0%	0	100	0
<b>HYDRAULIC FRACTURING</b>									
Support	181	26%	62	12	-36	31%	57	12	-26
Oppose	126	62%	22	16	40	72%	22	6	50
Don't know	93	28%	40	31	-12	38%	37	25	1
<b>KEYSTONE</b>									
Support	268	29%	54	17	-25	35%	51	14	-16
Oppose	64	69%	17	15	52	79%	15	6	64
Don't know	67	42%	33	25	9	56%	27	17	29
<b>EFFECT ON VOTE</b>									
More likely to vote Hagan	56	63%	24	12	39	71%	21	8	50
Less likely to vote Hagan	130	15%	78	8	-63	15%	77	7	-62
No difference/Don't know	82	29%	36	35	-8	41%	29	30	11
<b>ENERGY ISSUES</b>									
Very important	147	31%	51	18	-19	37%	48	15	-10
Not very important	253	42%	41	18	1	50%	37	13	13

## Hydraulic fracturing and Keystone pipeline

	Q5. Hydraulic fracturing					Q6. Keystone pipeline				Q7. Effect on Hagan vote if stopped				
	Total	Support	Oppose	DK	Net Support	Support	Oppose	DK	Net Support	Total	More likely	Less likely	None /DK	Net More
<b>TOTAL</b>	400	45%	32	23	14	67%	16	17	51	268	21%	49	31	-28
Definite voters	290	45%	35	19	10	66%	19	15	48	193	19%	51	30	-32
<b>MEDIA MARKET</b>														
Raleigh-Durham	125	43%	39	18	5	59%	18	23	41	74	22%	50	28	-28
Charlotte	112	47%	29	25	18	72%	17	11	55	81	15%	49	36	-35
Other	163	46%	28	26	18	70%	14	16	56	114	24%	47	29	-23
<b>RACE</b>														
White	297	46%	31	22	15	72%	14	14	58	215	15%	53	33	-38
Black	80	39%	35	26	3	49%	24	27	25	39	57%	26	17	30
<b>PARTY REGISTRATION</b>														
Democrats	159	33%	46	20	-13	53%	25	22	28	84	39%	30	31	9
Others	96	41%	37	22	4	67%	19	14	49	64	14%	39	48	-25
Republicans	145	61%	12	27	49	83%	4	13	78	120	12%	67	21	-55
<b>WHITE-SEX</b>														
Male	150	53%	29	18	25	78%	15	7	63	117	12%	59	29	-48
Female	147	39%	34	26	5	66%	14	20	53	98	18%	45	37	-27
<b>WHITES-AGE</b>														
18-39	53	42%	37	21	5	67%	18	15	49	36	19%	54	26	-35
40-59	114	43%	34	23	9	74%	14	12	60	85	12%	51	37	-40
60+	130	52%	27	21	24	73%	13	15	60	94	16%	54	31	-38
<b>POPULARITY/RATE</b>														
HAGAN: Rate favorably	165	30%	50	20	-20	53%	28	20	25	87	45%	25	30	19
HAGAN: Rate not favorably	170	66%	18	16	48	86%	6	7	80	147	7%	68	26	-61
TILLIS: Can rate	135	47%	41	12	6	73%	20	7	54	98	17%	56	28	-39
TILLIS: Cannot rate	265	45%	27	29	18	64%	14	22	50	170	23%	44	32	-21
Can rate both	128	48%	41	10	7	74%	21	6	53	95	17%	57	25	-40
<b>RE-ELECT</b>														
Hagan	151	31%	52	17	-21	52%	29	19	22	78	45%	25	30	21
Republican	177	63%	16	21	48	81%	6	13	75	144	9%	70	21	-61
Depends/Don't know	72	31%	28	40	3	64%	13	23	51	46	15%	22	63	-6
<b>SENATE VOTE</b>														
Hagan	181	31%	50	20	-19	51%	28	21	23	93	43%	21	36	21
Tillis	165	62%	17	21	46	83%	6	11	77	137	9%	74	18	-65
Don't know	54	42%	15	43	27	72%	7	22	65	39	11%	25	64	-14
<b>HYDRAULIC FRACTURING</b>														
Support	181	100%	0	0	100	89%	5	6	84	161	21%	57	23	-36
Oppose	126	0%	100	0	-100	43%	42	15	2	55	26%	32	42	-6
Don't know	93	0%	0	100	0	56%	3	41	53	52	15%	41	44	-26
<b>KEYSTONE</b>														
Support	268	60%	20	19	40	100%	0	0	100	268	21%	49	31	-28
Oppose	64	14%	82	4	-68	0%	100	0	-100	0	0%	0	0	0
Don't know	67	16%	28	56	-12	0%	0	100	0	0	0%	0	0	0
<b>EFFECT ON VOTE</b>														
More likely to vote Hagan	56	60%	26	14	35	100%	0	0	100	56	100%	0	0	100
Less likely to vote Hagan	130	70%	14	16	57	100%	0	0	100	130	0%	100	0	-100
No difference/Don't know	82	44%	28	28	17	100%	0	0	100	82	0%	0	100	0
<b>ENERGY ISSUES</b>														
Very important	147	53%	29	18	23	68%	18	13	50	100	22%	57	22	-35
Not very important	253	41%	33	26	8	66%	15	19	52	168	20%	44	36	-23