

## MEMORANDUM

то:	Interested Parties
FROM:	Jefrey Pollock & Joe Hickerson
RE:	Survey Results-U.S. Senate in North Carolina
DATE:	September 23, 2014

Global Strategy Group conducted a live telephone survey for LCV Victory Fund of 600 likely mid-term election voters in North Carolina from September 16 to 18. The results have a margin of error of +/-4.9%, and care was taken to ensure the partisan, geographic and demographic divisions of the expected electorate have been properly represented.

- U.S. Senator Kay Hagan holds a four-point lead over State House Speaker Thom Tillis, 45% to 41%, on a three-way ballot that includes Libertarian Sean Haugh at 5%, and just 9% are undecided.
- Despite an endless barrage of attack ads over the past year, Hagan's personal popularity rating is even and holding steady (46% fav/46% unfav).
- Tillis, on the other hand, suffers from a net unfavorable rating (39% fav/46% unfav).
- There are also more voters who disapprove than approve of the job he has done as State House Speaker (42% approve/43% disapprove), and his performance on environmental issues is viewed even more poorly (34% approve/ 41% disapprove).
- There are twice as many voters with negative opinions of the Koch brothers (20% fav/40% unfav).