

# YouGov 2014 Final North Carolina Pre-election Poll



Sample 1727 Likely Voters  
Conducted October 25-31, 2014  
Margin of Error  $\pm 3\%$

## 1. Are you registered to vote in North Carolina?

Yes .....	100%
No .....	0%
Not sure .....	0%

## 2. Which political party are you registered as?

Registered as a Republican .....	31%
Registered as a Democrat .....	38%
Not registered with a party .....	28%
Registered as other party .....	1%
Not sure .....	2%
Not registered to vote .....	0%

## 3. Which candidate did you vote for in the 2012 Presidential election?

Barack Obama (Democrat) .....	42%
Mitt Romney (Republican) .....	46%
Other candidate .....	1%
I did not vote .....	11%

## 4. Which candidate did you vote for in the election for Governor of North Carolina in 2012?

Walter H. Dalton (Democrat) .....	32%
Pat McCrory (Republican) .....	51%
Other candidate .....	1%
Voted in a different state .....	3%
I did not vote .....	13%

## 5. Which candidate did you vote for in the election for U.S. Senator from North Carolina in 2010?

Elaine Marshall (Democrat) .....	35%
Richard Burr (Republican) .....	43%
Other candidate .....	2%
Voted in a different state .....	4%
I did not vote .....	15%

6. As you may know, there will be an election held in North Carolina in about a week. How likely is it that you will vote in the election on November 4, 2014?

Definitely will vote .....	82%
Probably will vote .....	18%
Maybe will vote .....	0%
Probably will not vote .....	0%
Definitely will not vote .....	0%
Not sure .....	0%

7. How do you plan to vote in the elections to be held on November 4?

In person on election day .....	53%
In person before election day .....	38%
Vote by mail .....	6%
Not sure .....	4%

8. Have you already cast your vote or returned your ballot?

*Asked if respondent has already voted in person or by mail*

Yes .....	51%
No .....	48%
Not sure .....	0%

9. In the election for U.S. Senator from North Carolina, which candidate are you voting for?

*Undecided voters were asked which candidate they were more likely to vote for and coded as leaners where possible*

Kay Hagan (Democrat) .....	42%
Lean Kay Hagan (Democrat) .....	2%
Thom Tillis (Republican) .....	38%
Lean Thom Tillis (Republican) .....	3%
Other .....	3%
Not sure .....	12%

10. In the election for U.S. Congress in the district where you live, which candidate are you voting for?

The Democratic Party candidate .....	41%
The Republican Party candidate .....	41%
Other .....	1%
Not sure .....	17%
I will not vote .....	0%

11. How would you describe your political views?

Very liberal .....	7%
Liberal .....	14%
Moderate .....	36%
Conservative .....	26%
Very conservative .....	13%
Not sure .....	5%

12. Generally speaking, do you think of yourself as a ...?

Democrat .....	32%
Republican .....	31%
Independent .....	32%
Other .....	2%
Not sure .....	2%

13. Would you call yourself a strong [Democrat/Republican] or a not very strong [Democrat/Republican]? / Do you think of yourself as closer to the Democratic or the Republican Party?

Strong Democrat .....	23%
Weak Democrat .....	9%
Lean Democrat .....	9%
Independent .....	14%
Lean Republican .....	10%
Weak Republican .....	12%
Strong Republican .....	19%
Not sure .....	3%

14. Are you male or female?

	Weighted	Unweighted
Male	47%	47%
Female	53%	53%

15. In what year were you born?

*Recoded into age categories from birth year*

	Weighted	Unweighted
18-29	14%	13%
30-44	22%	16%
45-64	38%	40%
65+	26%	31%

16. What racial or ethnic group best describes you?

	Weighted	Unweighted
White	75%	77%
Black	20%	18%
Hispanic	1%	2%
Other	3%	4%

17. What is the highest level of education you have completed?

	Weighted	Unweighted
High school or less	33%	16%
Some college	35%	36%
College graduate	21%	31%
Postgraduate degree	12%	17%