



MEETING STREET  
RESEARCH

# MEMORANDUM

**TO: CAROLINA PARTNERSHIP FOR REFORM**

**FROM: ROB AUTRY**

**DATE: FEBRUARY 4, 2015**

**RE: NORTH CAROLINA STATEWIDE SURVEY RESULTS**

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## KEY FINDINGS

Though North Carolina voters still have concerns about the state's direction, they are more likely to believe the state is better off than the nation as a whole. Only 36% of voters believe the country is heading in the right direction, while 42% say North Carolina is on the right path. The difference between these two questions is even stronger among Unaffiliated voters (30% national right direction vs. 41% state right direction).

*Generally speaking, would you say that things in the country are going in the right direction, or have they gotten off on the wrong track?*

36% RIGHT DIRECTION

55% WRONG TRACK

7% NO OPINION

1% REFUSED

*Generally speaking, would you say that things in North Carolina are going in the right direction, or have they gotten off on the wrong track?*

42% RIGHT DIRECTION

50% WRONG TRACK

7% NO OPINION

1% REFUSED

**Our statewide survey also shows the Governor and General Assembly with positive job approval numbers.** Governor McCrory holds a 6-point net positive approval rating among voters across the state, while the General Assembly has a +4 net approval rating. Additionally, Republican leaders hold appeal outside

Republican ranks. A plurality of Unaffiliated voters approve of the job the Governor is doing (41% approve vs. 38% disapprove), as well as a majority of softer partisan Democrat voters (54% approve vs. 38% disapprove).

*Do you approve or disapprove of the job Pat McCrory is doing as Governor?*

46% APPROVE  
 40% DISAPPROVE  
 14% DON'T KNOW/REFUSED

*Do you approve or disapprove of the job the General Assembly – which is the State House and Senate in Raleigh – is doing?*

46% APPROVE  
 42% DISAPPROVE  
 13% DON'T KNOW/REFUSED

Among the major media markets, Winston-Salem/Greensboro is the only market where the Governor and General Assembly have negative ratings.

MEDIA MARKET	APPROVE GOVORNER	DISAPPROVE GOVERNOR	APPROVE GENERAL ASSEMBLY	DISAPPROVE GENERAL ASSEMBLY
Wilmington/Greenville	51%	34%	43%	43%
Raleigh	49%	39%	46%	43%
Winston-Salem/Greensboro	33%	57%	41%	52%
Charlotte	58%	30%	57%	31%

**Looking toward the 2016 race, Governor McCrory enjoys a lead over his potential Democrat challengers.** When matched up against two potential Democrat challengers – Former U.S. Senator Kay Hagan and Attorney General Roy Cooper – McCrory holds the advantage at this stage in the race. Importantly, in the matchup against Kay Hagan, McCrory is able to hit the crucial 50% mark on the ballot.

Among statewide voters, Governor McCrory is ahead of Cooper by 3 points, but enjoys an even larger 8-point lead in the matchup against Hagan. In both of these contests, Unaffiliated voters throw their support behind the Governor (50% McCrory vs. 34% Cooper, 54% McCrory vs. 35% Hagan).

*If the election for Governor were held today, who would you vote for if the candidates were...?*

47% PAT MCCRORY

44% ROY COOPER

9% UNDECIDED

\* REFUSED

*If the election for Governor were held today, who would you vote for if the candidates were...?*

50% PAT MCCRORY

42% KAY HAGAN

7% UNDECIDED

1% REFUSED

**On the generic ballot for General Assembly, the Republican candidate enjoys a slim lead over the Democrat candidate.** The generic Republican does well with Unaffiliated voters (39% Republican vs. 27% Democrat), and keeps the race close in the Raleigh Media Market (42% Republican – 44% Democrat).

*If the election for state representative in Raleigh were held today, would you vote for...the Republican candidate or the Democrat candidate...from this district?*

42% REPUBLICAN

41% DEMOCRAT

16% UNDECIDED

1% REFUSED

## METHODOLOGY

This telephone survey was conducted January 21-22, 2015 among 500 registered voters, with a margin of error of +/- 4.38%. 75% of the interviews were conducted on landlines, while 25% were conducted on cell phones.

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