



MEETING STREET  
RESEARCH

# MEMORANDUM

**TO: CAROLINA PARTNERSHIP FOR REFORM**

**FROM: ROB AUTRY**

**DATE: FEBRUARY 5, 2015**

**RE: NORTH CAROLINA STATEWIDE SURVEY RESULTS**

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## KEY FINDINGS

**In the 2016 Presidential race, the Republican primary is wide open.** Asked only among likely Republican primary voters (and before Mitt Romney announced his exit from the field), five potential candidates in the race receive double-digit support, with 15% of voters undecided.

*If the REPUBLICAN PRIMARY election for President were held today, who would you vote for if the candidates were...? (N=262)*

18% MITT ROMNEY  
17% JEB BUSH  
11% CHRIS CHRISTIE  
10% MIKE HUCKABEE  
10% BEN CARSON  
6% RAND PAUL  
5% TED CRUZ  
4% SCOTT WALKER  
3% RICK PERRY  
\* MIKE PENCE  
15% UNDECIDED  
1% REFUSED

**There are interesting differences in Republican Presidential candidate preferences among the key primary voting blocs.** We looked specifically at three groups that are important in Republican Primary elections:

**Base Republicans:** those who self-identify as strong Republicans:  
“Would you call yourself a **STRONG** (Republican/Democrat) or a **NOT-**

SO-STRONG Republican?”

**White Evangelicals:** white voters who also self-identify as an evangelical or born-again Christian: “Do you consider yourself a born-again or evangelical Christian or not?”

**Tea Party Republicans:** those who say they agree with the views of the Tea Party always or most of the time: “Generally speaking, how often would you say you agree with the political views of the Tea Party and what the Tea Party stand for? Would you say... always or almost always, most of the time, only sometimes or never?”

BASE REPUBLICANS	WHITE EVANGELICALS	TEA PARTY REPUBLICANS
Jeb Bush (22%)	Jeb Bush (19%)	Mitt Romney (17%)
Mitt Romney (19%)	Mitt Romney (17%)	Ben Carson (16%)
Mike Huckabee (15%)	Mike Huckabee (15%)	Jeb Bush (15%)
Ben Carson (10%)	Chris Christie (11%)	Ted Cruz (10%)

**Regardless of the Republican nominee, Hillary Clinton has the initial edge in the race for President.** When Jeb Bush and Mitt Romney are matched on the ballot against Hillary Clinton, Clinton leads both Republicans by 5-point margins.

*If the 2016 election for President were held today, who would you vote for if the candidates were...?*

41% JEB BUSH  
46% HILLARY CLINTON  
11% UNDECIDED  
2% REFUSED

*If the 2016 election for President were held today, who would you vote for if the candidates were...?*

42% MITT ROMNEY  
47% HILLARY CLINTON  
9% UNDECIDED  
2% REFUSED

**Senator Richard Burr holds leads against both former U.S. Senator Kay Hagan and Attorney General Roy Cooper.** Senator Burr possesses 3-4 point advantages over each of his potential challengers. Unaffiliated voters support Burr by 16 points over both Democrats (53% Burr vs. 37% Hagan, 46% Burr vs. 30% Cooper).

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

49% RICHARD BURR  
45% KAY HAGAN  
5% UNDECIDED  
1% REFUSED

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

44% RICHARD BURR  
41% ROY COOPER  
15% UNDECIDED  
\* 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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