

LOSING 2014

THE MISSING PIECES



46% DEMOCRATIC
=> 9% CROSSOVER
40% WHITE

TARGET 46% DEMOCRATIC

VOTED 43% DEMOCRATIC

	Dem % of Voter Registrations
'04	48%
'06	46%
'08	45% (47%)
'10	45%
'12	44%
'14	43% (43%)

	Registered	Registered Dem Voting	Self-Reported Dem
'08	45%	47%	42%
'14	43%	43%	36%

TARGET 9% CROSSOVER

ACTUAL 9% CROSSOVER

2004 13% CROSSOVER

TARGET 40% WHITE

ACTUAL 33% WHITE

ACTUAL 33% WHITE

ACTUAL 27% WHITE MEN

ACTUAL 39% WHITE WOMEN

2008		2012		2014	
% of Total	Obama	% of Total	Obama	% of Total	Hagan
White Men (35%)	32%	(31%)	30%	(36%)	27%
White Women (37%)	38%	(39%)	33%	(38%)	39%

Year	% Turnout	Midterm Drop Off	Dem Pres	Dem Senate
'00	59%		-13%	
'02	47%	-12%		-9%
'04	64%		-12%	-5%
'06	37%	-27%		
'08	70%		1%	8%
'10	44%	-26%		-12%
'12	68%		-2%	
'14	44%	-24%		-2%

50% + Turnout

Hagan (3)

78,029

Tillis (12)

96,271

-18,242

40% + Turnout

Hagan (20)

1,008,804

Tillis (52)

1,086,933

-78,129

30% + Turnout

Hagan (8)

290,818

Tillis (5)

240,055

50,763

1	CHATHAM	58.65%
8	WASHINGTON	51.88%
12	HYDE	51.12%
17	BLADEN	49.86%
20	WARREN	49.46%
25	WAKE	48.67%
28	ORANGE	48.39%
30	MARTIN	47.47%
32	LENOIR	47.29%
36	VANCE	46.63%

93	MECKLENBURG	38.84%
95	CUMBERLAND	37.18%
97	PASQUOTANK	35.84%
98	HOKE	34.14%
99	ROBESON	33.01%



59

DURHAM

44.49%



76.7%

AAA102

Durham	Democrats	%	Totals
Voted 14	55,303	62.9	87,929
Not Voted 14	37,762	52.7	71,722
12 to 14 DO	23,640	55.9	42,285



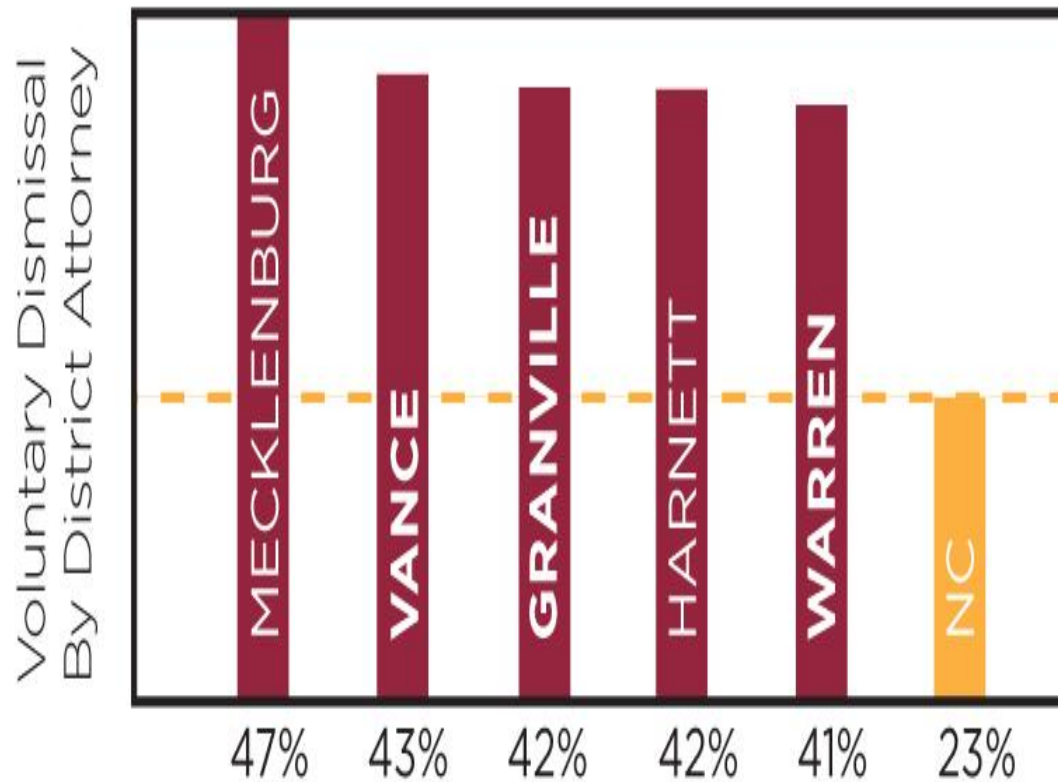


Kent Winstead	DEM	10,915	55.10 %
Jerry W. Jones	REP	8,893	44.90 %
Thom Tillis	REP	9,765	49.16 %
Kay Hagan	DEM	9,131	45.97 %
Chad Barefoot	REP	9,833	50.38 %
Sarah Crawford	DEM	9,686	49.62 %

US Senate	19,862
Sheriff	19,808
State Senate	19,519



TOP 5 NC COUNTIES DWI DISMISSAL RATE*



*Source: AOC Analysis of FY2011 - 2012 Impaired Driving Charges Report

	Conservative	Moderate	Liberal
'04	40%	44%	17%
'08	37%	44%	19%
'12	40%	38%	22%
'14	42%	38%	20%

	50 th	50 th to 100 th	100 th +
'04	55% (50%)	31%	---
'08	57% (50%)	43%	44%
'12	55% (46%)	45%	44%
'14	57% (40%)	44%	39%