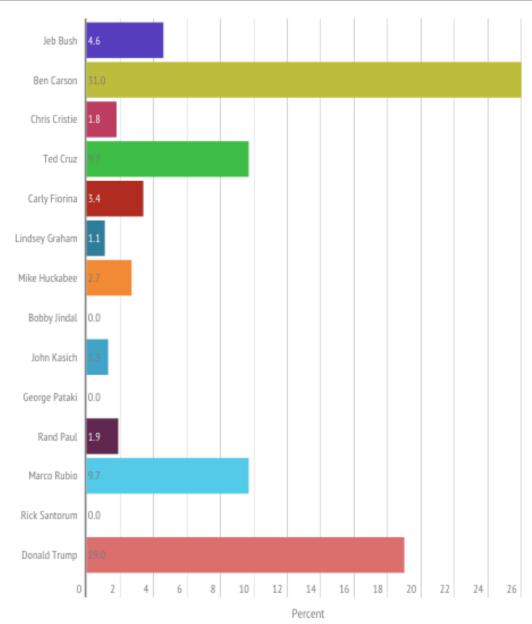# Presidential Primary Poll
October 29 - November 2, 2015

Who do you plan to vote for if the presidential primary were held today and the candidates for the Republican nomination were:

Candidate	Percent
Jeb Bush	4.6
Ben Carson	31.0
Chris Cristie	1.8
Ted Cruz	9.7
Carly Fiorina	3.4
Lindsey Graham	1.1
Mike Huckabee	2.7
Bobby Jindal	0.0
John Kasich	1.3
George Pataki	0.0
Rand Paul	1.9
Marco Rubio	9.7
Rick Santorum	0.0
Donald Trump	19.0

Percent

Oct. 29 - Nov. 2, 2015 - Registered Republican Voters in NC Planning to Vote +/- 3%

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Executive Summary

The Elon University Poll conducted a live-caller, dual frame (landline and cell phone) survey of 1,234 residents of North Carolina between October 29 and November 2, 2015. Of these respondents, 1,040 said they were registered to vote in the state of North Carolina and planned to vote in the presidential primary next year. Of these registered voters, 466 said they were a Republican or Republican-leaning Independent and planned to vote in the Republican Primary next year. Also in the sample were 514 registered voters who self-identified as Democrat or Independents who leaned Democrat who also said they planned on voting in the Democratic primary. The survey reported here presents the results for registered voters and has a margin of error of +/- 3.04 percentage points. Margins of error increase when looking at subgroups. The margin of error for Republican and Republican-leaning voters is +/- 4.54 percentage points, and for Democratic and Democratic-leaning voters it is +/- 4.32 percentage points. Details regarding the methodology of the survey can be found at the end of this report.

2016 GOP Presidential Primary

GOP Presidential Primary - Respondent's First Choice
Registered voters who were self-identified Republicans or Independents who lean Republican were asked who they planned to vote for if the presidential primary were held today. Fourteen candidate names were read to respondents, with names randomly rotated to prevent primacy and recency effects.

The survey found Carson in the lead with 31 percent. Carson gained 10 percentage points from the prior Elon Poll conducted between September 17th and September 21st. Donald Trump dropped to second place with 19 percent (compared to 21.5% in the last poll). Ted Cruz and Marco Rubio are now in third place. Cruz was previously in 6th place with 6.2 percent but currently has 9.7 percent support. Rubio was in 4th place in the previous poll with 7.4 percent, but now has 9.7 percent support as well. Jeb Bush's support has dropped from 7 percent to 4.6 percent and Carly Fiorina, previously in 3rd place, has dropped to 6th place with only 3.4 percent (a 6.5 point drop in support).

Not a single respondent in our sample mentioned Bobby Jindal, George Pataki or Rick Santorum as a candidate for whom they intend to vote for. Twelve percent of Republican voters are still undecided.

GOP Presidential Primary - Respondent's Second Choice
Republican respondents were also asked a follow-up question: "If [Respondent's first choice] dropped out of the race for president which Republican candidate would you vote for?" Ben Carson leads the GOP field in this question as the second choice for 15% of Republican voters, which is similar to what we found in the September 2015 poll. Trump was the second choice for 14% of Republican voters (also similar to the prior poll). Nearly 14 percent said they would vote

for Marco Rubio if their first choice dropped out (approximately a 3 point gain). Only 4.4 percent said Carly Fiorina was their second choice (compared to 11.4% a month ago).

2016 Democratic Presidential Primary

Registered voters who are self-identified Democrats or Independents who lean Democratic were asked who they would vote for if the presidential primary were held today. Three candidate names were read to respondents with names rotated randomly.

Hillary Clinton is still the clear favorite among Democratic voters in North Carolina. Fifty-seven percent said they planned on voting for Clinton, a 33 point lead over Bernie Sanders' 24 percent. Clinton's support is up 4 points from the September survey. Martin O'Malley had less than 3 percent support. Nearly 14 percent of Democrats or Democratic leaning Independents are still undecided.

Hypothetical Match-Ups in the 2016 Election

Respondents were given five hypothetical races they might see in the 2016 election. For each they were asked to say which candidate they would support. Matchups were rotated randomly.

Clinton v. Bush
Between Hillary Clinton and Jeb Bush, Clinton has a three and a half point advantage (46.6% to 43.0%). This is a reversal from the September Elon Poll which found Jeb Bush beating Clinton by about 3 points (46% to 42.6%). Bush does better with whites (55% to 33%), but Clinton does much better with African Americans (90% to 4%). Men tend to favor Bush over Clinton (47% to 42%), while women favor Clinton (51%) over Bush (40%).

Clinton v. Carson
When Clinton faces Ben Carson, Clinton loses by over 4 points (48% to 44%). Clinton has gained some ground against Carson since September when Carson was leading Clinton by 11 points. Some of these gains seem to come from women who now support Clinton over Carson, but just barely (46% to 45%). This is a shift from September when Carson did better with women than Clinton (48% to 44%). Independents still favor Carson over Clinton by a noticeable margin (57% compared to 32%). In September Carson had support form 15% of Black respondents, which although low was twice as much as any other Republican. That support has been cut to 7% in this recent poll.

Clinton v. Fiorina
Clinton leads Fiorina by 6 points in a hypothetical matchup. Clinton does better with women (51% to 38%) and African Americans (89% to 3%), but Fiorina does better with Independents (47% to 39%). Men prefer Fiorina over Clinton, but only slightly (46% to 44%). Only 3 percent of African Americans said they would support Fiorina.

Clinton v. Trump

In September Clinton led Trump by 7 points (47% to 40%). Clinton has now expanded that lead to nearly a 10 point lead (50% to 40%). Compared to the other 4 hypothetical matchups, Trump seems to get the lowest level of support from women (33%) and the lowest level of support from African Americans (2%). Trump fares worse than all other tested Republicans in matchups against Clinton.

Clinton v. Rubio

Besides Carson, Rubio is the only other Republican candidate in our 5 hypothetical matchups who beats Hillary Clinton. Rubio has a 1 point advantage of Clinton (46% to 45%) and does better among men, whites, and Independents.

McCrory vs. Cooper

Respondents were asked who they would vote for governor in 2016 if Republican Pat McCrory faced Democrat Roy Cooper. Respondents were not told that McCrory was the incumbent and were not told that Roy Cooper is currently the state's attorney general. This is the third time the Elon Poll has asked about this hypothetical matchup and it is the first time Cooper leads the Governor. In this recent poll Cooper beats McCrory 44.8% to 40%. In September Mcrory led Cooper by 1 point (43.4% to 42.4%) and in April of this year McCrory lead Cooper by 2 points (45% to 43%). Cooper now does better with Independents (40% to 36%). This is a reversal from September when McCrory had support of 44% of Independents and Cooper had only 39%. It should be noted that in the two prior surveys we asked about McCrory's approval rating at the start of the survey, which could remind respondents that he is the current sitting governor. In this survey we did not ask about the Governor's approval rating.

Approval Ratings

President Barack Obama

Approval of the president increased slightly to 44.5 percent. In September support for Obama was at 41.6% among registered voters. That was a slight decline from the 42.9% approval found in April of this year. Although approval has increase for the president, more voters in North Carolina disapprove (47.8%) of the job Obama is doing than approve (44.5%). Over half of Independents disapprove of the president's job performance. However, only 1 percent of African Americans disapprove of Barack Obama.

Topline Results

Election 2016

Debate

Did you happen to watch either of the debates among the Republican candidates for president that were held on Wednesday, or not? [This question was asked near the end of the survey, after all of the election, approval, and policy questions, but before the demographic questions. See question ordering information for more details.]

Yes	405	38.9%
No	633	60.9%
Don't Know	2	0.2%
N=	1040	100.0%

GOP Race

Who would you vote for if the presidential primary were held today and the candidates for the Republican nomination were: [all names read and rotated] [Asked only of Registered voters who plan on voting in the presidential primary and who are self-identified Republican, Independents who lean Republican, and true Independents who said they would vote in the Republican primary]

Jeb Bush	22	4.6%
Ben Carson	144	31.0%
Chris Christie	8	1.8%
Ted Cruz	45	9.7%
Carly Fiorina	16	3.4%
Lindsey Graham	5	1.1%
Mike Huckabee	13	2.7%
Bobby Jindal	0	0.0%
John Kasich	6	1.3%
George Pataki	0	0.0%
Rand Paul	9	1.9%
Marco Rubio	45	9.7%
Rick Santorum	0	0.0%
Donald Trump	89	19.0%
Other	3	0.7%
Undecided	57	12.2%
Refuse	4	0.9%
N=	466	100.0%

GOP Second Choice Candidate

If [candidate named above] dropped out of the race for president which Republican candidate would you vote for? [Candidate names are repeated only if respondent requests]

Jeb Bush	20	5.0%
Ben Carson	61	15.1%
Chris Christie	26	6.5%
Ted Cruz	39	9.6%
Carly Fiorina	18	4.4%
Lindsey Graham	1	0.3%
Mike Huckabee	19	4.8%
Bobby Jindal	1	0.3%
John Kasich	4	1.0%
George Pataki	1	0.3%
Rand Paul	14	3.6%
Marco Rubio	55	13.6%
Rick Santorum	1	0.3%
Donald Trump	58	14.3%
Other	8	2.1%
Undecided	73	18.2%
Refuse	3	0.6%
N=	402	100.0%

Democratic Primary

Who would you vote for if the presidential primary were held today and the candidates for the Democratic nomination were: [names rotated] [Asked only of Registered voters who plan on voting in the presidential primary and who are self-identified Democrats, Independents who lean Democratic, and true Independents who said they would vote in the Democratic primary]

Hillary Clinton	294	57.1%
Martin O'Malley	13	2.5%
Bernie Sanders	123	24.0%
Other	11	2.1%
Undecided/DK	70	13.7%
Refuse	3	0.5%
N=	514	99.9%

Hypothetical Match-Ups

In the 2016 election voters in North Carolina will vote for candidates running for president, governor and the U.S. Senate. I am going to ask you about a few possible races we might see next year. [Order of matchup questions and names of candidates within questions were randomly rotated.]

Bush v. Clinton

If the 2016 presidential election was between [Republican Jeb Bush & Democrat Hilary Clinton] who would you vote for? [candidates rotated]

Jeb Bush	447	43.0%
Hillary Clinton	485	46.6%
Neither/Someone else (volunteered)	72	6.9%
Don't Know	36	3.5%
N=	1040	100.0%

Carson v. Clinton

If the 2016 presidential election was between [Republican Ben Carson & Democrat Hilary Clinton] who would you vote for? [candidates rotated]

Ben Carson	498	47.9%
Hillary Clinton	452	43.5%
Neither/Someone else (volunteered)	38	3.6%
Don't Know	52	5.0%
N=	1040	100.0%

Trump v. Clinton

If the 2016 presidential election was between [Republican Donald Trump & Democrat Hilary Clinton] who would you vote for? [candidates rotated]

Donald Trump	414	39.8%
Hillary Clinton	515	49.5%
Neither/Someone else (volunteered)	81	7.8%
Don't Know	30	2.8%
N=	1040	100.0%

Fiorina v. Clinton

If the 2016 presidential election was between [Republican Carly Fiorina & Democrat Hilary Clinton] who would you vote for? [candidates rotated]

Carly Fiorina	433	41.7%
Hillary Clinton	498	47.9%
Neither/Someone else (volunteered)	53	5.1%
Don't Know	56	5.3%
N=	1040	100.0%

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Rubio v. Clinton

If the 2016 presidential election was between [Republican Marco Rubio & Democrat Hilary Clinton] who would you vote for? [candidates rotated]

Marco Rubio	483	46.4%
Hillary Clinton	472	45.3%
Neither/Someone else (volunteered)	39	3.8%
Don't Know	46	4.5%
N=	1040	100.0%

NC Governor Race

McCrory v. Cooper

If the governors in North Carolina race was between [Republican Pat McCrory & Democrat Richard Cooper] who would you vote for? [candidates rotated]

Roy Cooper	466	44.8%
Pat McCrory	416	40.0%
Neither/Someone else (volunteered)	26	2.5%
Don't Know	132	12.7%
N=	1040	100.0%

Approval Ratings

President Approval

Do you [approve or disapprove] of the way Barack Obama is handling his job as president?

Approve	463	44.5%
Disapprove	497	47.8%
Don't know	76	7.3%
Refused	4	0.4%
N=	1040	100.0%

Demographics

Party ID
Generally speaking, do you usually think of yourself as a Democrat, Republican, Independent, or something else?

Democrat	400	38.5%
Independent - Leaning Democrat	99	9.5%
Independent	69	6.6%
Independent - Leaning Republican	150	14.4%
Republican	299	28.8%
Don't Know	21	2.0%
Refused	2	0.2%
N=	1040	100.0%

Ideology
When it comes to politics, do you usually think of yourself as liberal, moderate, conservative, or haven't you thought much about this?

Extremely Liberal	62	6.0%
Liberal	137	13.2%
Slightly Liberal	152	14.6%
Moderate	108	10.4%
Slightly Conservative	170	16.3%
Conservative	241	23.2%
Extremely Conservative	119	11.5%
Don't Know	42	4.0%
Refused	9	0.9%
N=	1040	100.1%

Education
How much school have you completed?

Less than HS	23	2.2%
High School / GED	181	17.5%
Some College/ AA / Technical	317	30.5%
College Graduate	332	32.0%
Graduate School	183	17.6%
Don't Know	1	0.1%
Refused	3	0.2%
N=	1040	100.1%

Gender

Was the respondent male or female?

Male	477	45.8%
Female	563	54.2%
N=	1040	100.0%

Income

Is your annual household income more or less than $50,000? (If = Under $50,000) Is it more or less than $25,000? (If = Over $50,000) Is it more or less than $75,000?

Less than $25,000	141	13.6%
$25,000 to $50,000	225	21.7%
$50,000 to $75,000	197	18.9%
More than $75,000	415	39.9%
Don't Know	23	2.2%
Refused	39	3.7%
N=	1040	100.0%

Age

Do you mind if I ask how old you are? [Continuous variable recoded for presentation]

18-30	132	12.7%
31-40	157	15.1%
41-50	186	17.9%
51-65	378	36.3%
65+	187	18.0%
N=	1040	100.0%

Race

For statistical purposes only, could you please tell me your race or ethnic background?

White	765	73.6%
Black	218	21.0%
Other	57	5.4%
N=	1040	100.0%

Landline/Cellphone

Do you have a land line phone? [asked to cell phones only]
Do you have a cell phone? [asked to land line phones only]

Landline only	79	7.6%
Dual Use	633	60.9%
Cell only	328	31.5%
N=	1040	100.0%

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Cross Tabulations

Cross tabulations are for registered voters who say they plan to vote in the NC presidential primaries. Within-row relative percentages. Sample sizes and additional cross-tabs are available from kfernandez@elon.edu and jhusser@elon.edu on request from journalists or academic researchers.

Cross-Tabs Democratic Presidential Race

	Hillary Clinton	Martin O'Malley	Bernie Sanders	Other	Undecided	Refuse	Total
	%	%	%	%	%	%	%
Male	51	4	30	2	13	0	100
Female	61	2	19	2	14	1	100
Total	57	3	24	2	14	0	100

	Hillary Clinton	Martin O'Malley	Bernie Sanders	Other	Undecided /DK	Refuse	Total
	%	%	%	%	%	%	%
White	50	4	31	3	12	1	100
Black	70	1	13	1	15	0	100
Other	46	0	32	0	20	2	100
Total	57	3	24	2	14	0	100

Cross-Tabs: Bush vs. Clinton

	Jeb Bush	Hillary Clinton	Neither / Someone else	Don't Know	Total
	%	%	%	%	%
White	55	33	8	4	100
Black	4	90	3	2	100
Other	28	61	8	3	100
Total	43	47	7	3	100

	Jeb Bush	Hillary Clinton	Neither / Someone else	Don't Know	Total
	%	%	%	%	%
Male	47	42	7	4	100
Female	40	51	7	3	100
Total	43	47	7	3	100

	Jeb Bush	Hillary Clinton	Neither / Someone else	Don't Know	Total
	%	%	%	%	%
Democrats	7	87	2	3	100
Independents	47	36	12	5	100
Republicans	87	4	7	2	100
Total	43	47	7	3	100

Cross-Tabs: Carson vs Clinton

	Ben Carson	Hillary Clinton	Neither / Someone else	Don't Know	Total
	%	%	%	%	%
Male	51	40	4	4	100
Female	45	46	3	6	100
Total	48	43	4	5	100

	Ben Carson	Hillary Clinton	Neither / Someone else	Don't Know	Total
	%	%	%	%	%
Democrats	10	82	2	5	100
Independents	57	32	6	6	100
Republicans	90	5	3	2	100
Total	48	44	3	5	100

	Ben Carson	Hillary Clinton	Neither / Someone else	Don't Know	Total
	%	%	%	%	%
White	61	31	3	4	100
Black	7	84	2	7	100
Other	28	53	13	6	100
Total	48	43	4	5	100

Cross-Tabs: Fiorina vs Clinton

	Carly Fiorina	Hillary Clinton	Neither / Someone else	Don't Know	Total
	%	%	%	%	%
Male	46	44	5	5	100
Female	38	51	5	6	100
Total	42	48	5	5	100

	Carly Fiorina %	Hillary Clinton %	Neither / Someone else %	Don't Know %	Total %
Democrats	6	86	3	5	100
Independents	47	39	8	6	100
Republicans	84	7	4	4	100
Total	42	48	5	5	100

	Carly Fiorina %	Hillary Clinton %	Neither / Someone else %	Don't Know %	Total %
White	54	36	5	5	100
Black	3	89	3	6	100
Other	25	57	12	7	100
Total	42	48	5	5	100

Cross-Tabs: Rubio vs Clinton

	Marco Rubio %	Hillary Clinton %	Neither / Someone else %	Don't Know %	Total %
Male	50	42	4	4	100
Female	43	48	3	5	100
Total	46	45	4	4	100

	Marco Rubio %	Hillary Clinton %	Neither / Someone else %	Don't Know %	Total %
Democrats	8	84	3	5	100
Independents	52	37	6	5	100
Republicans	93	4	3	1	100
Total	47	46	4	4	100

	Marco Rubio %	Hillary Clinton %	Neither / Someone else %	Don't Know %	Total %
White	59	33	4	4	100
Black	5	86	2	6	100
Other	31	56	7	6	100
Total	46	45	4	4	100

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Cross-Tabs: Trump vs Clinton

	Donald Trump	Hillary Clinton	Neither / Someone else	Don't Know	Total
	%	*%*	*%*	*%*	*%*
Male	48	43	6	3	100
Female	33	55	9	2	100
Total	40	50	8	3	100

	Donald Trump	Hillary Clinton	Neither / Someone else	Don't Know	Total
	%	*%*	*%*	*%*	*%*
Democrats	6	89	2	3	100
Independents	46	39	12	3	100
Republicans	79	8	11	2	100
Total	40	50	8	3	100

	Donald Trump	Hillary Clinton	Neither / Someone else	Don't Know	Total
	%	*%*	*%*	*%*	*%*
White	51	36	10	3	100
Black	2	92	2	4	100
Other	31	64	4	1	100
Total	40	50	8	3	100

Cross-Tabs: McCrory vs Cooper

	Roy Cooper	Pat McCrory	Neither / Someone else	Don't Know	Total
	%	*%*	*%*	*%*	*%*
Democrats	75	15	1	9	100
Independents	40	36	4	21	100
Republicans	11	80	3	7	100
Total	45	40	3	12	100

	Roy Cooper	Pat McCrory	Neither / Someone else	Don't Know	Total
	%	*%*	*%*	*%*	*%*
White	36	49	3	12	100
Black	76	13	1	10	100
Other	45	22	2	31	100
Total	45	40	2	13	100

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	Roy Cooper	Pat McCrory	Neither / Someone else	Don't Know	Total
	%	%	%	%	%
Male	41	44	2	13	100
Female	48	37	3	13	100
Total	45	40	2	13	100

Cross-Tabs: Obama Approval

	Approve	Disapprove	Don't know	Refused	Total
	%	%	%	%	%
Democrats	81	11	7	0	100
Independents	37	54	8	1	100
Republicans	5	90	5	0	100
Total	45	48	7	0	100
	Approve	Disapprove	Don't know	Refused	Total
	%	%	%	%	%
White	30	62	7	0	100
Black	92	1	7	0	100
Other	58	34	7	0	100
Total	44	48	7	0	100

	Approve	Disapprove	Don't know	Refused	Total
	%	%	%	%	%
Male	43	51	5	1	100
Female	46	45	9	0	100
Total	44	48	7	0	100

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Question Ordering

- Introduction
  - regist ....Registered to Voter
  - ncrez.. Resident of NC Registered to Vote
- Approval
  - approvpres... President Approval
- Partisanship
  - partyid... Party Identification
  - partyidind...Party ID Branch IND
- 2016 Primary Questions
  - vote ....Plan to vote
  - primary...which primary
  - goplist ....Who will you vote for
  - gopsecond .... if favorite candidate drops out
  - demlist..Who will you vote for
  - hypothetical_intro ....Hypothetical match-ups
  - bushclinton.............................. Who would you vote for in 2016 - Bush or Clinton
  - rubioclinton...........................Who would you vote for in 2016 - Rubio or Clinton
  - fiorinaclinton........................Who would you vote for in 2016 - Fiorina or Clinton
  - trumpclinton......................... Who would you vote for in 2016 - Trump or Clinton
  - carsonclinton........................Who would you vote for in 2016 - Carson or Clinton
  - mccorycooper..................................... Who would you vote for governor in 2016
- North Carolina State Courts (Results will be released later)
  - courtintro.. introstatement
  - trustintro..introconfidencequestion
  - police...confidence in police
  - fedtrust ....federal government
  - ncourts.. confidence in NC courts
  - schools ....confidence in local schools
  - supremecourt...confidence in U.S. supreme court
  - media...confidence in media
  - jury.. ever served on jury
  - defendant.. ever been a defendant or plaintiff
  - testify ....ever testify in court
  - fair.. receive fair outcome in court

- o   fairly.. intro to fair treatment question
- o   lowincome...treated better or worse in court
- o   middleclass..treated better or worse in court
- o   wealthy..treated better or worse in court
- o   nolawyer...treated better or worse in court
- o   noenglish..treated better or worse in court
- o   whites...treated better or worse in court
- o   africanamericans ....treated better or worse in court
- o   hispanics...treated better or worse in court
- o   statements...intro to agree/disagree statements
- o   influence...political influence on courts
- o   parties...courts influenced by parties
- o   run4election ....elections influence judges

- Debate
  - o   debate .... did you watch either of the GOP debates

- Ideology
  - o   ideo ....Ideology
  - o   ideocon..Ideology Branch CON
  - o   ideolib ....Ideology Branch LIB
  - o   ideomod ....Ideology Branch MOD
  - o   ideodk ....Ideology Branch DK

- Demographics
  - o   married...Married, Single, Divorced, Widowed
  - o   educ...Education
  - o   inc ....Income
  - o   inc_high ....Income High Probe
  - o   inc_low...Income Low Probe
  - o   age.. Age
  - o   race...Race
  - o   landline..own landline phone [cell phone #s only]
  - o   cellphone...own cell phone [landline #s only]

- Post-interview
  - o   sex .... Gender

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Methodological Information

Mode:	Live Interviewer RDD Telephone Interviews (Dual Frame: Cell Phone and Landlines)
Population & Sample Area	North Carolina; Adults, Registered Voters (English Speakers)
Dates in the field:	October 29 - November 2, 2015
Sample Size	1040 Registered Voters
Margin of Error	+/- 3.04 for Registered Voters
Confidence Level	95%
Weighting Variables	Age , Race, Gender, & Phone Ownership

The Elon University Poll uses a stratified random sample of households with telephones and wireless (cell) telephone numbers. Please direct questions about the Elon University Poll's methodology to the Director of the Elon University Poll, Dr. Kenneth Fernandez at 336-278-6438 or kfernandez@elon.edu.

Procedures Used for Conducting the Poll
The Elon University Poll uses CATI system software (Computer Assisted Telephone Interviewing) for the administration of surveys. We attempt to reach each working telephone number in the sample up to five times. We only interview residents of North Carolina who are over 18. The Elon University Poll conducted the survey in English. Live interviewers called from 4:30 pm to 9:30 pm Thursday 10/29 and Monday 11/2; 3:00 pm to 8:00 pm on Friday 10/30; and 11:00 am to 7:00 pm on Saturday 10/31 and Sunday 11/1.

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Additional Methodological Decisions

Branching Questions
For many questions with multiple response options, we program our surveys to branch into a secondary probing question.

"Don't Know" & "Refused" Response Options
All questions include an option for respondents to volunteer "don't know" or to refuse. In the vast majority of questions, interviewers do not prompt "don't know" responses.

Weighting and Design Effects
We typically weight results from the Elon University Poll on multiple demographic characteristics: race, gender, phone use/type and age. Weighting rarely leads to substantial changes in results. We use iterative raking, adjusting one dimension at a time. The standard error of an estimate for a simple random sample is different from the standard error of an estimate based on a weighted sample. This is referred to as a design effect. For example the overall design effect for the final weights for the sample of *Registered Voters in North Carolina* was 1.14. So an adjusted margin of error for that sample that takes into account the design effect of a survey would be +/- 3.47 instead of +/- 3.04.

Within Household Randomization
For landlines, we use the common "oldest-youngest" technique to ensure within household randomization. We assume cellphones belong to an individual rather than a household. Thus, we do not conduct within-household randomization within our cellphone sample.

Completion Criteria
An interview is a complete only if a respondent progresses through the entire survey. Respondents who hang up before completing the last question or who refuse to more than 10 % of the questions are incompletes.

Support for Transparency
The Elon University Poll supports transparency in survey research and is a charter member of the American Association for Public Opinion Research Transparency Initiative, which is a program promoting openness and transparency about survey research methods and operations among survey research professionals and the industry. All information about the Elon University Poll that we released to the public conforms to reporting conventions recommended by the American Association for Public Opinion Research and the National Council on Public Polls.

Question Construction and Question Order
In releasing survey results, the Elon University Poll provides the questions as worded and the order in which respondents receive these questions. In some cases question ordering rotates to avoid biases. In an effort to provide neutral, non-biased questions, we attempt to observe conventional question wording and question order protocols in all of our polls. In order to avoid recency or primacy effects, we randomize candidate names and directional response options (e.g. support / oppose) within the text of each question. We pretest every questionnaire multiple times before entering the field.

Sampling

Survey Sampling International, LLC, provide samples of telephone numbers. To equalize the probability of telephone selection, sample telephone numbers are systematically stratified according to subpopulation strata (e.g., a zip code, a county, etc.), which yields a sample from telephone exchanges in proportion to each exchange's share of telephone households in the population of interest. Estimates of telephone households in the population of interest are generally obtained from several databases. Samples of household telephone numbers are distributed across all eligible blocks of numbers in proportion to the density of listed households assigned in the population of interest according to a specified subpopulation stratum. Upon determining the projected (or preferred) sample size, a sampling interval is calculated by summing the number of listed residential numbers in each eligible block within the population of interest and dividing that sum by the number of sampling points assigned to the population. From a random start between zero and the sampling interval, blocks are selected systematically in proportion to the density of listed household "working blocks."

A block (also known as a bank) is a set of contiguous numbers identified by the first two digits of the last four digits of a telephone number. A working block contains three or more working telephone numbers. Exchanges are assigned to a population on the basis of all eligible blocks in proportion to the density of working telephone households. Once each population's proportion of telephone households is determined, then a sampling interval, based on that proportion, is calculated and specific exchanges and numbers are randomly selected.

The wireless component of the study sample starts with determining which area code-exchange combinations in North Carolina are included in the wireless or shared Telcordia types. Similar to the process for selecting household telephone numbers, wireless numbers involve a multi-step process in which blocks of numbers are determined for each area code-exchange combination in the Telcordia types. From a random start within the first sampling interval, a systematic nth selection of each block of numbers is performed and a two-digit random number between 00 and 99 is appended to each selected nth block stem. The intent is to provide a stratification that will yield a sample that is representative both geographically and by large and small carrier. From these, a random sample is generated.

Because exchanges and numbers are randomly selected, unlisted as well as listed numbers are included in the sample. Thus, the sample of numbers generated for the population of interest constitutes a random sample of telephone households and wireless numbers of the population.

Frequently Asked Questions about our Methodology

1. *Who pays for the Elon University Poll?*
   Elon University fully funds the Elon University Poll.

2. *Does the Elon University Poll favor a certain party?*
   The Elon University Poll is an academic, non-partisan survey. We do not engage or work with any political candidates or parties. We employ best practices to ensure the results are not biased.

3. *Where do you get your numbers?*
   We obtain samples of randomized phone numbers from Survey Sample International.

4. *How many times do you call a number before giving up?*
   We will attempt to call each working number up to five times before removing it from the sample.

5. *Do you call both cell phones and land lines?*
   Yes. We use a mixed sample of both cell phones and landlines. We weight on phone ownership to adjust for the higher probability of selection of those who own both cell phones and landline phones.

6. *Do you report non-response rates?*
   Yes. We report non-response rates based on AAPOR guidelines. The response rate for the October 2015 poll was 15.7% which is generally higher than the national average response rate of other high quality survey organizations. The response rate is calculated using the American Association of Public Opinion Research (AAPOR) formula RR4.

7. *Do you weight the data?*
   Yes. We apply weights to the data. An iterative proportional fitting algorithm generates weights based on Census and CDC population parameters of residents in North Carolina. Registered voter screens sometimes cause final weighted variables to not match those parameters exactly- which is intended.

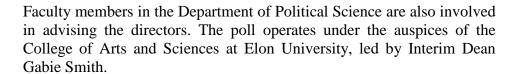8. *Do you randomize response options?*
   Yes. We rotate the order of candidate names in all applicable questions. We also rotate order of text for other questions, such as those that include response options such as "more" and "less." Furthermore, we rotate the order of some questions themselves if we suspect the order of a question could bias results.

9. *Do you conduct within-household randomization?*
   Yes. For landlines, we use the common "oldest-youngest" rotation to ensure within household randomization. We assume cellphones belong to an individual rather than a household. Thus, we do not conduct within-household randomization within our cellphone sample.

The Elon University Poll Team

- Dr. Kenneth Fernandez is the Director of the Elon University Poll. Dr. Fernandez holds a Ph.D. in Political Science from University of California – Riverside. Dr. Fernandez is Assistant Professor of Political Science at Elon University. He has published numerous articles in peer-reviewed social science journals.

Fernandez

- Dr. Jason Husser is the Assistant director. Dr. Husser is also Assistant Professor of Political Science at Elon University and Faculty Fellow for Civic Engagement. Dr. Husser holds a Ph.D. in Political Science from Vanderbilt University.

- Daniel Anderson is Vice President of Elon University Communications. Eric Townsend is Director of the Elon University News Bureau. Both work very closely with the directors in communicating results of the poll.

Husser

Faculty members in the Department of Political Science are also involved in advising the directors. The poll operates under the auspices of the College of Arts and Sciences at Elon University, led by Interim Dean Gabie Smith.

The Elon University administration, led by Dr. Leo Lambert, president of the university, fully supports the Elon University Poll as part of its service commitment to state, regional, and national constituents. Elon University fully funds the Elon University Poll. Because of this generous support, the Elon University poll does not engage in any contract work. This permits the Elon University Poll to operate as a neutral, non-biased, non-partisan resource.

Elon University students administer the survey as part of the University's commitment to civic engagement and experiential learning where "students learn through doing." Student interviewers receive extensive training prior to engaging in interviewing. A team of student supervisors assists the directors with quality control and monitoring.

ELON UNIVERSITY POLL

For more information on the Elon University Poll and this survey, visit
http://www.elon.edu/elonpoll

or

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