

Who Would You Most Like To See Run For President In 2016?

Elon Poll: October 21-25, 2014

The Elon University Poll conducted a live-caller, dual frame (landline and cell phone) survey in North Carolina between October 21-25, 2014. This report examines responses to the open-ended question “*Who would you most like to see run for president in 2016?*” and focuses on the responses from the 996 respondents who were identified as registered voters. The survey has margin of error of +/- 3.11.

Before diving into these numbers, keep in mind that many voters have thought very little about 2016. We do not expect 1% of North Carolina registered voters to seriously want Adam Sandler as president, to name just one example from our findings. Nonetheless, we share these fun results because they suggest that Romney, Clinton, Paul, Carson and Warren are names to watch over the next few months.

Key Findings:

1. An overwhelming 52.9% of Democrats favor Hillary Clinton in 2016. Clinton’s name was mentioned 24 times more often than Elizabeth Warren.
2. Romney leads the Republican field with 18.6% of registered Republicans.
3. Although only 4% of Republicans mentioned Hillary Clinton, that was the 4th highest ranked candidate among Republicans, beating out Chris Christie and Jeb Bush.
4. Independents were more likely not to have mentioned a preferred candidate (40.5% saying don’t know or not providing an answer).
5. Women (40.4%) were more likely not to have mentioned a preferred candidate than men (33.5%).
6. Women (33.1%) were much more likely to mention Hillary Clinton than men (19.6%).
7. A handful of men mentioned Oprah, but not a single woman did.

This open-ended question cannot tell us who is going to be the Democratic or Republican presidential nominee. However, these types of questions may provide some insight as to the viability of some candidates. It can also help gauge the knowledge level of the electorate at a given moment. Thirty-seven percent of registered voters in the sample didn’t feel comfortable answering the question. These numbers will change as candidates begin exploring a run for the presidency. We should note that this question does not ask who the respondent would like to “vote” for in 2016. A Republican might mention Hillary Clinton because it is the first name that occurred to them or because they think it would make for an interesting election if she decided to run (and then lose to a Republican candidate).

North Carolina Voter's Favorite 2016 Candidate

| <u>Democrats</u> | | <u>Independents</u> | | <u>Republicans</u> | |
|--------------------------------|-------|---------------------|-------|---------------------|-------|
| Hillary Clinton | 52.8% | Hillary Clinton | 21.0% | Mitt Romney | 18.6% |
| Barack Obama | 2.3% | Rand Paul | 4.3% | Ben Carson | 5.8% |
| Elizabeth Warren | 2.2% | Mitt Romney | 4.2% | Rand Paul | 4.5% |
| A Female Candidate | 1.2% | Elizabeth Warren | 2.0% | Hillary Clinton | 4.0% |
| Colin Powell | 0.9% | Ben Carson | 1.8% | Chris Christie | 3.1% |
| Themselves | 0.5% | Chris Christie | 1.7% | Jeb Bush | 2.7% |
| Kay Hagan | 0.5% | Themselves | 1.5% | Mike Huckabee | 2.4% |
| Al Gore | 0.5% | Colin Powell | 1.5% | Rick Perry | 2.0% |
| Joe Biden | 0.5% | Barack Obama | 1.3% | Ted Cruz | 2.0% |
| Adam Sandler | 0.4% | Condoleezza Rice | 1.3% | Not Hillary Clinton | 1.9% |
| Al Franken | 0.4% | Sarah Palin | 1.2% | Paul Ryan | 1.5% |
| Stephen Colbert | 0.4% | Bobby Jindal | 1.1% | Sarah Palin | 1.2% |
| John McCain | 0.4% | Jeb Bush | 0.9% | Clint Eastwood | 1.0% |
| Mitt Romney | 0.4% | John McCain | 0.9% | Bobby Jindal | 0.8% |
| Bernie Sanders | 0.4% | Jesus Christ | 0.9% | Colin Powell | 0.7% |
| Chris Christie | 0.4% | Donald Trump | 0.8% | Personal Friend | 0.5% |
| Joe Walsh | 0.2% | John Stewart | 0.8% | Donald Trump | 0.5% |
| Martin O'Malley | 0.2% | A Female Candidate | 0.7% | George Bush | 0.5% |
| Rand Paul | 0.2% | Allen West | 0.7% | Hank Williams Jr. | 0.5% |
| Santa Claus | 0.2% | Not Hillary Clinton | 0.7% | John McCain | 0.5% |
| Bill Clinton | 0.2% | Mike Huckabee | 0.5% | Richard Burr | 0.5% |
| Bill Cosby | 0.2% | Michelle Bachmann | 0.5% | John Kasich | 0.5% |
| Not Hillary Clinton | 0.2% | Oprah | 0.5% | Warren Buffett | 0.5% |
| Rick Perry | 0.2% | Bill Gates | 0.4% | A Female Candidate | 0.5% |
| | | Elon Musk | 0.4% | Bill O'Reilly | 0.5% |
| | | Rick Stokes | 0.4% | Franklin Graham | 0.5% |
| | | Jim Webb | 0.4% | Jenna Bush | 0.5% |
| | | Joe Scarborough | 0.4% | Ronald Reagan | 0.5% |
| | | Kinky Friedman | 0.4% | Marco Rubio | 0.3% |
| | | Gary Johnson | 0.4% | Condoleezza Rice | 0.2% |
| | | Ted Cruz | 0.4% | Darrell Issa | 0.2% |
| | | Bernie Sanders | 0.4% | Herman Cain | 0.2% |
| | | Mitch Daniels | 0.2% | | |
| | | Ralph Peters | 0.2% | | |
| | | Scott Walker | 0.2% | | |
| | | Trey Gowdy | 0.2% | | |
| | | John Huntsman | 0.2% | | |
| | | Paul Ryan | 0.2% | | |
| | | Warren Buffett | 0.2% | | |
| Don't Know / No Answer | 32.7% | | 40.5% | | 36.4% |
| Misc. Characteristic Mentioned | 1.4% | | 3.4% | | 3.6% |
| Refusal | 0.2% | | 0.8% | | 0.5% |
| Total Subsample N | 317 | | 363 | | 294 |

Source: Elon University Poll, October 21-25, 2014

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Ranking of 2016 Presidential Mentions by Gender

| Female Respondents | | Male Respondents | |
|----------------------|--------------|-----------------------|--------------|
| Name | % Mentions | Name | % Mentions |
| Hillary Clinton | 33.1% | Hillary Clinton | 19.6% |
| Mitt Romney | 5.2% | Mitt Romney | 8.5% |
| Barack Obama | 2.1% | Rand Paul | 4.7% |
| Misc. Characteristic | 1.9% | Ben Carson | 3.5% |
| Chris Christie | 1.6% | Misc. Characteristics | 3.5% |
| Elizabeth Warren | 1.5% | Jeb Bush | 2.0% |
| Female Candidate | 1.3% | Chris Christie | 1.7% |
| Sara Palin | 1.2% | Elizabeth Warren | 1.6% |
| Ben Carson | 1.2% | Colin Powell | 1.5% |
| Not Hillary Clinton | 1.2% | Themselves | 1.4% |
| Rand Paul | 1.2% | Bobby Jindal | 1.2% |
| Mike Huckabee | 0.9% | John McCain | 1.2% |
| Joe Biden | 0.6% | Rick Perry | 1.0% |
| Colin Powell | 0.6% | Ted Cruz | 1.0% |
| Ted Cruz | 0.5% | Mike Huckabee | 1.0% |
| Bernie Sanders | 0.5% | Donald Trump | 0.9% |
| Condoleezza Rice | 0.5% | Paul Ryan | 0.7% |
| Allen West | 0.4% | Jesus Christ | 0.7% |
| Jeb Bush | 0.4% | John Stewart | 0.6% |
| Al Gore | 0.3% | Clint Eastwood | 0.6% |
| Personal Friend | 0.3% | Condoleezza Rice | 0.6% |
| Bill O'Reilly | 0.3% | Not Hillary Clinton | 0.4% |
| Gary Johnson | 0.3% | Warren Buffett | 0.4% |
| Paul Ryan | 0.3% | Kay Hagan | 0.4% |
| Dennis M. Lynch | 0.3% | Michelle Bachmann | 0.4% |
| Franklin Graham | 0.2% | Oprah | 0.4% |
| Rich Perry | 0.2% | Bill Gates | 0.3% |
| Scott Walker | 0.1% | Adam Sandler | 0.3% |
| Santa Clause | 0.1% | Al Franken | 0.3% |
| Bill Clinton | 0.1% | Barack Obama | 0.3% |
| Bill Cosby | 0.1% | Elon Musk | 0.3% |
| Bobby Jindal | 0.1% | George Bush | 0.3% |
| Darrell Issa | 0.1% | Hank Williams Jr. | 0.3% |
| Herman Cain | 0.1% | Richard Burr | 0.3% |
| Jenna Bush | 0.1% | Rick Stokes | 0.3% |
| John McCain | 0.1% | Sara Palin | 0.3% |
| Ronald Reagan | 0.1% | Stephen Colbert | 0.3% |
| Themselves | 0.1% | A Female Candidates | 0.3% |
| | | Jim Webb | 0.3% |
| | | Joe Scarborough | 0.3% |
| | | John Kasich | 0.3% |
| | | Kinly Friedman | 0.3% |
| | | Mitch Daniels | 0.2% |
| | | Ralph Peters | 0.2% |
| | | Marco Rubio | 0.1% |
| | | Try Gowdy | 0.1% |
| | | Other name | 0.6% |
| Refusal | 0.3% | Refusal | 0.9% |
| Don't Know/No Answer | 40.4% | Don't Know/No Answer | 33.5% |
| TOTAL | 100.0% (525) | TOTAL | 100.0% (471) |

Overall Ranking of 2016 Presidential Mentions

| <u>Name</u> | <u>% Mentions</u> | <u>Name</u> | <u>% Mentions</u> |
|---------------------|-------------------|-------------------------------|-------------------|
| Hillary Clinton | 26.7% | Rick Stokes | 0.1% |
| Mitt Romney | 6.8% | Stephen Colbert | 0.1% |
| Rand Paul | 2.9% | Jim Webb | 0.1% |
| Ben Carson | 2.3% | Joe Scarborough | 0.1% |
| Chris Christie | 1.7% | John Kasich | 0.1% |
| Elizabeth Warren | 1.5% | Kinky Friedman | 0.1% |
| Barack Obama | 1.2% | Bill O'Reilly | 0.1% |
| Jeb Bush | 1.1% | Gary Johnson | 0.1% |
| Colin Powell | 1.0% | Dennis Michael Lynch | 0.1% |
| Mike Huckabee | 0.9% | Franklin Graham | 0.1% |
| Not Hillary Clinton | 0.9% | Jenna Bush | 0.1% |
| A Female Candidate | 0.8% | Ronald Reagan | 0.1% |
| Sarah Palin | 0.8% | Mitch Daniels | 0.1% |
| Themselves | 0.7% | Ralph Peters | 0.1% |
| Ted Cruz | 0.7% | Scott Walker | 0.1% |
| Bobby Jindal | 0.6% | Marco Rubio | 0.1% |
| John McCain | 0.6% | Trey Gowdy | 0.1% |
| Rick Perry | 0.6% | Joe Walsh | 0.1% |
| Condoleezza Rice | 0.5% | John Huntsman | 0.1% |
| Paul Ryan | 0.5% | Martin O'Malley | 0.1% |
| Donald Trump | 0.4% | Santa Claus | 0.1% |
| Joe Biden | 0.3% | Bill Clinton | 0.1% |
| Jesus Christ | 0.3% | Bill Cosby | 0.1% |
| John Stewart | 0.3% | Darrell Issa | 0.1% |
| Clint Eastwood | 0.3% | Herman Cain | 0.1% |
| Allen West | 0.3% | Don't Know / No Answer | 37.1% |
| Bernie Sanders | 0.3% | Misc Characteristic Mentioned | 2.7% |
| Warren Buffett | 0.2% | Refusal | 0.6% |
| Kay Hagan | 0.2% | Total N | 996 |
| Michelle Bachmann | 0.2% | | |
| Oprah | 0.2% | | |
| Al Gore | 0.2% | | |
| Bill Gates | 0.2% | | |
| Personal Friend | 0.1% | | |
| Adam Sandler | 0.1% | | |
| Al Franken | 0.1% | | |
| Elon Musk | 0.1% | | |
| George Bush | 0.1% | | |
| Hank Williams Jr. | 0.1% | | |
| Richard Burr | 0.1% | | |

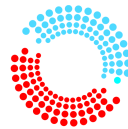
Source: Elon University Poll, October 21-25, 2014

Basic Methodological Information

| | |
|----------------------------------|--|
| Mode: | Live Interviewer RDD Telephone (Dual Frame: Cell Phone & Landlines) |
| Population & Sample Area | North Carolina Registered Voters |
| Dates in the field: | October 21-25, 2014 |
| Registered Voter Sample Size | 996 |
| Registered Voter Margin of Error | ± 3.11 |
| 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 results of this report or the Elon University Poll's methodology to Dr. Kenneth Fernandez at 336-278-6438; kfernandez@elon.edu or Dr. Jason Husser at 336-278-5239, jhusser@elon.edu.

The full report for the October 21-25, 2014 Election Survey can be found at Elon University Poll's website: <http://www.elon.edu/elonpoll/>



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.
- 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.
- John Robinson serves as Director of Communications for the Poll. He is a former newspaper editor, veteran journalist, and North Carolina native.
- 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.



Fernandez



Husser



Robinson

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 (led by Mary Young '15) assists the directors with quality control and monitoring.

For more information on the Elon University Poll, visit www.elon.edu/elonpoll

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