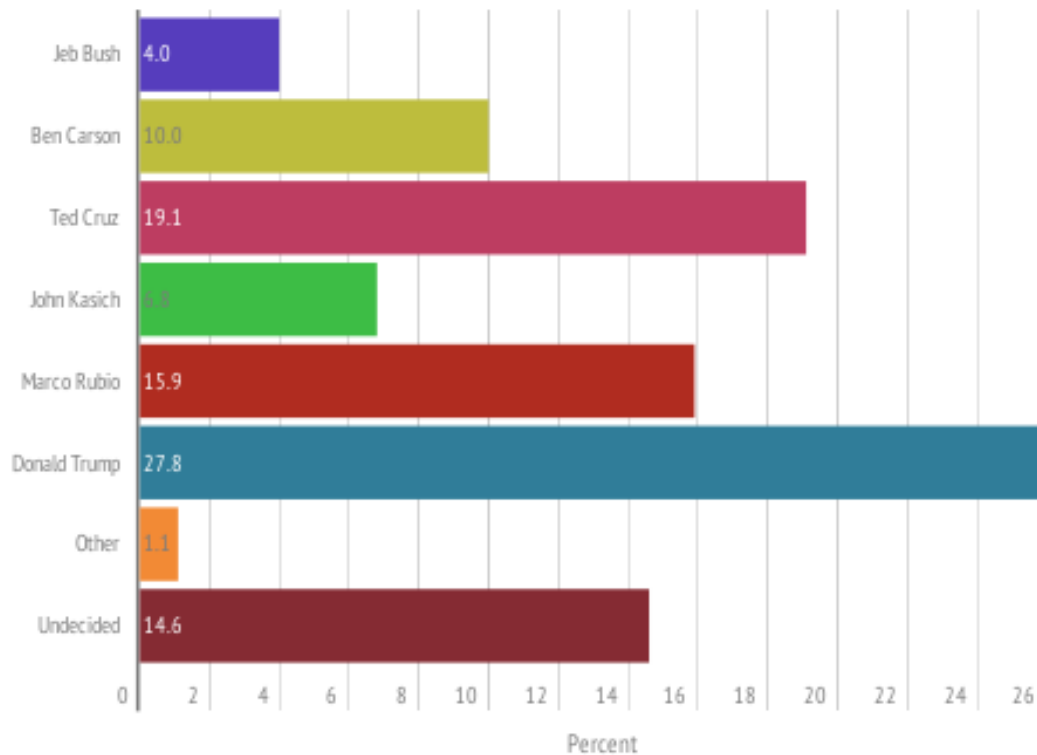


Primary Election Survey February 15-19, 2016

GOP Presidential Primary North Carolina



February 15-19, 2016– 733 Likely Voters in the 2016 NC GOP Primary +/- 3.62%

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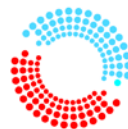
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Executive Summary

The Elon University Poll conducted a live-caller, dual frame (landline and cell phone) survey of 1,530 likely voters in North Carolina between February 15th and February 19th. Of these likely voters, 733 were registered as a Republican or said they were a Republican or Republican-leaning Independent and planned to vote in the Republican Primary next year. Also in the sample were 728 likely voters who were registered as Democrats or 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 likely voters and has a margin of error of +/- 2.51 percentage points. Margins of error increase when looking at subgroups. The margin of error for Republican and Republican-leaning voters is +/- 3.62 percentage points, and for Democratic and Democratic-leaning voters it is +/- 3.63 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

Republicans or unaffiliated or Independent voters who lean Republican were asked who they planned to vote for if the presidential primary were held today. Six candidate names were read to respondents, with names randomly rotated to prevent primacy and recency effects.

The survey found Donald Trump in the lead with 28 percent. Trump gained 9 percentage points since the last Elon Poll conducted between October 29 and November 2, 2015. Ted Cruz, with 19%, moved from third to second place. Marco Rubio remained in third place with 16 percent. Dr. Ben Carson dropped from first place in November to 4th place with only 10 percent support (a 21 point drop). John Kasich came in 5th place with nearly 7 percent support (up from 1.3 percent in November). Jeb Bush came in last with 4 percent support, which was similar to what he had in the prior Elon Poll.

Nearly 15 percent of voters who plan on voting in the GOP primary remain undecided.

GOP Presidential Primary - Respondent's Second Choice

Republican voters 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?" This is a critical question given that a number of candidates have suspended their campaigns this month, including Jeb Bush this weekend. Marco Rubio had the largest proportion of GOP voters (22.2%) saying they would support him if their first choice dropped out; followed by Cruz (17.5%), then Carson (12.8%), then Bush (9.2%), then Kasich (9.1%), and then Trump (8.5%).

The cross-tabulation below shows how different candidates would benefit the most if a specific candidate dropped out of the race. Jeb Bush's supporters would likely jump to Rubio (33%) and Trump (31%). Carson came in last in South Carolina on February 20th. If he pulls out, Donald Trump would likely pick up many of his supporters (39%), followed by Cruz (27%) and then Rubio (25%).

Where do Votes go as the GOP Field Narrows?

	<i>First Choice</i>					
	<u>Jeb Bush</u>	<u>Ben Carson</u>	<u>Ted Cruz</u>	<u>John Kasich</u>	<u>Marco Rubio</u>	<u>Donald Trump</u>
<i>Second Choice</i>	%	%	%	%	%	%
<u>Jeb Bush</u>	-	3	1	10	5	13
<u>Ben Carson</u>	10	-	17	10	9	18
<u>Ted Cruz</u>	10	27	-	9	46	41
<u>John Kasich</u>	17	6	3	-	10	6
<u>Marco Rubio</u>	33	25	36	42	-	20
<u>Donald Trump</u>	31	39	43	29	29	-
<u>Total</u>	100	100	100	100	100	100

Note: Within-column relative percentages. Columns represent first choice candidates. Rows represent the second choice among the voters of candidates in the columns.

Kasich's supporter would mostly go to Rubio (42%) but many would go to Trump (29%). Ted Cruz would greatly benefit from Rubio dropping from the race because 46% of Rubio's supporters listed Cruz as their second choice. Similarly, if Trump dropped out Cruz would pick up 41 percent of his supporters.

2016 Democratic Presidential Primary

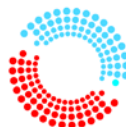
Likely voters who are registered Democrats or Independents or unaffiliated voters who lean Democratic were asked who they would vote for if the presidential primary were held today.

In November Hillary Clinton was the clear favorite among Democratic voters in North Carolina. Clinton had a 33 point lead over Bernie Sanders. This has now dropped to a 10 point lead (47% to 37%). However, 14 percent of Democratic voters are still undecided.

Clinton does better with respondents who identify as Democrats (58% to 28%), while Bernie does better with voters who identify as Independents but lean Democrat (66% to 25%).

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. Trump/Cruz/Rubio

Results from the hypothetical matchups shows that Hillary Clinton would likely defeat Donald Trump (47% to 41%), but would be neck and neck with Ted Cruz (46% to 46%) and would lose if facing Marco Rubio (45% to 48%).

Sanders v. Trump/Cruz/Rubio

Bernie Sanders also does well against Donald Trump in a hypothetical matchup (48% to 40%), and does better against Cruz than Clinton does (47% to 43%). Like Clinton, Sanders loses to Rubio (43% to 46%).

Michael Bloomberg v. Donald Trump v. Hillary Clinton

Michael Bloomberg has hinted that he may decide to run for president as an Independent. The Elon Poll asked voters in North Carolina who they would vote for if the November election was between Bloomberg, Trump and Clinton. Clinton appears to do well in this three-way race, garnering 37 percent support, followed by Trump with 31 percent and Bloomberg with 17 percent. Bloomberg appears to steal more Republicans (18%) away from Trump than he does Democrats (9%) from Clinton.

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 fourth time the Elon Poll has asked about this hypothetical matchup and in most cases the results have been very close. Currently, Cooper edges out McCrory by 2 points (42% to 40%). Nearly 16 percent of voters are still undecided about who they would vote for in this gubernatorial race.

Approval Ratings

President Barack Obama

Approval of the president increased slightly to 45.4 percent. In November, Obama's support was at 44.5 percent and in September support for the president was at 41.6% among registered voters. Although approval has increased for the president, more voters in North Carolina disapprove (49.3%) of the job Barack Obama is doing than approve. Over half of Independents (58%) disapprove of the president's job performance. However, only 3 percent of African Americans disapprove of Barack Obama. Most men (56%) disapprove of the president's performance, compared to 44% of women.

Topline Results

Presidential Primary

GOP Race

Who would you vote for if the presidential primary were held today and the candidates for the Republican nomination were: [names rotated]

Donald Trump.....	204.....	27.80%
Ted Cruz.....	140.....	19.10%
Marco Rubio	117.....	15.90%
Ben Carson.....	73.....	10.00%
John Kasich.....	50.....	6.80%
Jeb Bush.....	29.....	4.00%
Other	8.....	1.10%
Undecided	107.....	14.60%
Refuse	5.....	0.70%
N=	733.....	100.00%

Reasons for Voting for a Candidate

Respondents who plan on voting in the GOP primary were asked a follow-up question regarding why they are planning to vote for a particular candidate. Below is a table of the most frequent words used by respondents to explain why they are supporting a particular candidate.

"Can you tell me why you are planning on voting for [GOP candidate name]"

BUSH	CARSON	CRUZ	KASICH	RUBIO	TRUMP
Family	Headed	Conservative	Headed	Values	Politician
Brother	Honest	Constitution	Level	Conservative	Country
Values	Level	Values	Moderate	Candidate	Change
Father	Country	Christian	Experience	Country	Business
Background	Great	True	President	Trump	Man
Bush	Christian	Honest	Governor	Christian	Money
Country	Government	Stands	Ohio	Agree	People
Experience	Ideas	Trump	Values	Likes	America
Job	People	Believes	Ideas	Policy	Candidate
President	Person	Experience	Issues	Candidates	Tells
Qualified	Politician	Candidates	Job	Experience	Economy

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]

Marco Rubio	133.....	22.20%
Ted Cruz.....	105.....	17.50%
Ben Carson.....	76.....	12.80%
Jeb Bush.....	55.....	9.20%
John Kasich.....	55.....	9.10%
Donald Trump.....	51.....	8.50%
Other	13.....	2.10%
Undecided	103.....	17.20%
Refuse	9.....	1.50%
N=	600.....	100.00%

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	343.....	47.10%
Bernie Sanders	268.....	36.80%
Other	9.....	1.20%
Undecided/DK	103.....	14.10%
Refuse	5.....	0.70%
N=	728.....	100.00%

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. [Questions are randomly rotated]

Cruz v. Clinton

If the 2016 presidential election was between [Republican Ted Cruz & Democrat Hillary Clinton] who would you vote for? [candidates rotated]

Ted Cruz.....	699.....	45.70%
Hillary Clinton	704.....	46.00%
Neither/Someone else (volunteered).....	69.....	4.50%
Don't Know	59.....	3.80%
N=	1530.....	100.00%

Trump v. Clinton

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

Donald Trump.....	628.....	41.00%
Hillary Clinton	713.....	46.60%
Neither/Someone else (volunteered).....	134.....	8.70%
Don't Know	55.....	3.60%
N=	1530.....	100.00%

Rubio v. Clinton

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

Marco Rubio	735.....	48.00%
Hillary Clinton	682.....	44.60%
Neither/Someone else (volunteered).....	50.....	3.30%
Don't Know	63.....	4.10%
N=	1530.....	100.00%

Rubio v. Sanders

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

Marco Rubio	698.....	45.70%
Bernie Sanders	661.....	43.20%
Neither/Someone else (volunteered).....	75.....	4.90%
Don't Know	95.....	6.20%
N=	1530.....	100.00%

Cruz v. Sanders

If the 2016 presidential election was between [Republican Ted Cruz & Democrat Bernie Sanders] who would you vote for? [candidates rotated]

Ted Cruz.....	655.....	42.80%
Bernie Sanders	716.....	46.80%
Neither/Someone else (volunteered).....	95.....	6.20%
Don't Know	64.....	4.20%
N=	1530.....	100.00%

Trump v. Sanders

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

Donald Trump.....	611.....	40.00%
Bernie Sanders	735.....	48.10%
Neither/Someone else (volunteered).....	116.....	7.60%
Don't Know	68.....	4.40%
N=	1530.....	100.00%

Worst Choice

Which candidate for president, in either party, do you think is the worst choice? [Candidate names rotated]

Donald Trump.....	592.....	38.70%
Hillary Clinton	440.....	28.80%
Bernie Sanders	181.....	11.90%
Ted Cruz.....	132.....	8.60%
Jeb Bush.....	44.....	2.90%
Ben Carson.....	33.....	2.20%
Marco Rubio	20.....	1.30%
John Kasich.....	8.....	0.50%
Other	4.....	0.30%
Don't Know	69.....	4.50%
Refuse	7.....	0.40%
N=	1530.....	100.00%

Bloomberg vs. Clinton vs. Trump

If Michael Bloomberg, [a businessman & former Mayor of New York], ran for president as an Independent, and the choice was between him, Hillary Clinton and Donald Trump, who would you vote for? [Clinton & Trump Rotated]

Michael Bloomberg	261.....	17.10%
Hillary Clinton	565.....	36.90%
Donald Trump.....	468.....	30.60%
Don't Know	205.....	13.40%
Refuse	31.....	2.00%
N=	1530.....	100.00%

Gubernatorial Election

McCrory v. Cooper

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

Roy Cooper	638.....	41.70%
Pat McCrory.....	610.....	39.90%
Neither/Someone else (volunteered).....	45.....	2.90%
Don't Know	237.....	15.50%
N=	1530.....	100.00%

Supreme Court

As you may know, Justice Scalia recently passed away, creating a vacancy in the U.S. Supreme Court. Should President Obama nominate a person to fill this vacancy or should he let it remain vacant and allow the next president to nominate someone next year?

Obama should nominate now.....	877.....	57.30%
Allow next president to nominate	533.....	34.80%
Other option	34.....	2.20%
Don't Know	86.....	5.60%
N=	1530.....	100.00%

Obama Approval

President Approval

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

Approve.....	694.....	45.40%
Disapprove	754.....	49.30%
Don't know	72.....	4.70%
Refused	10.....	0.70%
N=	1530.....	100.00%

Demographics

Party ID

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

Self-Reported Party ID		
Democrats	578.....	38.40%
Independents	470.....	31.20%
Republicans.....	458.....	30.40%
N=	1507.....	100.00%

Registration Party ID

(Note: This is from voter registration sample file and not from respondent answers)

Democrats	713.....	46.67%
Unaffiliated	298.....	19.51%
Republicans.....	517.....	33.82%
N=	1528.....	100.00%

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	82.....	5.40%
Liberal.....	178.....	11.70%
Slightly Liberal	184.....	12.00%
Moderate	180.....	11.80%
Slightly Conservative.....	248.....	16.20%
Conservative	347.....	22.70%
Extremely Conservative.....	193.....	12.60%
Don't Know	100.....	6.50%
Refused	18.....	1.20%
N=	1530.....	100.00%

Education

How much school have you completed?

Less than HS	28.....	1.80%
High School / GED	189.....	12.30%
Some College/ AA / Technical	508.....	33.20%
College Graduate	512.....	33.50%
Graduate School.....	290.....	18.90%
Don't Know	2.....	0.10%
Refused	2.....	0.10%
N=	1530.....	100.00%

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	172.....	11.20%
\$25,000 to \$50,000	299.....	19.50%
\$50,000 to \$75,000	280.....	18.30%
More than \$75,000	621.....	40.60%
Don't Know	63.....	4.10%
Refused	96.....	6.20%
N=	1530.....	100.00%

Gender

Was the respondent male or female?

Male	697.....	45.50%
Female.....	833.....	54.50%
N=	1530.....	100.00%

Age

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

18-25	88.....	5.80%
26-40	404.....	26.40%
41-65	740.....	48.40%
65+	298.....	19.50%
N=	1530.....	100.00%

Race

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

White.....	1149.....	75.10%
Black	329.....	21.50%
Other	52.....	3.40%
N=	1530.....	100.00%

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	69.....	4.60%
Dual Use.....	1000.....	65.50%
Cell only.....	458.....	30.00%
N=	1527.....	100.00%

Cross Tabulations

Cross tabulations are for registered voters. 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 GOP Presidential Race

Who would you vote for if the presidential primary were held today and the candidates for the Republican nomination were: [names rotated]

Party Identification

	<i>Independent</i>	<i>Republican</i>	<i>Total</i>
	%	%	%
Jeb Bush	3	5	4
Ben Carson	9	11	10
Ted Cruz	20	19	19
John Kasich	12	4	7
Marco Rubio	15	17	16
Donald Trump	27	28	28
Other	3	0	1
Undecided	12	16	15
Refuse	0	1	1
<i>Total</i>	100	100	100

Race

	<i>White</i>	<i>Black</i>	<i>Other</i>	<i>Total</i>
	%	%	%	%
Jeb Bush	4	13	0	4
Ben Carson	9	58	45	10
Ted Cruz	19	0	20	19
John Kasich	7	0	7	7
Marco Rubio	16	18	0	16
Donald Trump	28	7	7	28
Other	1	0	0	1
Undecided	15	5	0	15
Refuse	1	0	20	1
<i>Total</i>	100	100	100	100

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Gender

	<i>Male</i>	<i>Female</i>	<i>Total</i>
	%	%	%
Donald Trump	30	25	28
Ted Cruz	23	15	19
Marco Rubio	15	17	16
Ben Carson	8	12	10
John Kasich	7	7	7
Jeb Bush	3	5	4
Other	1	1	1
Undecided	11	18	15
Refuse	1	0	1
<i>Total</i>	100	100	100

Cross-Tabs Democratic Presidential Race

Who would you vote for if the presidential primary were held today and the candidates for the Democratic nomination were: [names rotated] Hillary Clinton and Bernie Sanders.

Party Identification

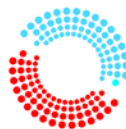
	Hillary Clinton	Bernie Sanders	Other	Undecided/DK	Refuse	<i>Total</i>
	%	%	%	%	%	%
<i>Democrat</i>	55	28	1	15	1	100
<i>Independent</i>	25	66	1	9	1	100
<i>Total</i>	48	37	1	14	1	100

Race

	Hillary Clinton	Bernie Sanders	Other	Undecided/DK	Refuse	<i>Total</i>
	%	%	%	%	%	%
<i>White</i>	40	46	2	12	1	100
<i>Black</i>	57	24	0	17	1	100
<i>Other</i>	51	40	0	9	0	100
<i>Total</i>	47	37	1	14	1	100

Gender

	Hillary Clinton	Bernie Sanders	Other	Undecided/DK	Refuse	<i>Total</i>
	%	%	%	%	%	%
<i>Male</i>	42	42	1	15	0	100
<i>Female</i>	51	33	1	14	1	100
<i>Total</i>	47	37	1	14	1	100



Cross-Tabs Worst Candidate for President

Party Identification

	<i>Democrat</i>	<i>Independent</i>	<i>Republican</i>	<i>Total</i>
	%	%	%	%
Jeb Bush	3	4	2	3
Ben Carson	1	4	2	2
Hillary Clinton	4	30	59	29
Ted Cruz	14	9	1	9
John Kasich	0	2	0	1
Marco Rubio	2	2	0	1
Bernie Sanders	0	13	26	12
Donald Trump	70	30	8	39
Other	0	0	0	0
Don't Know	4	6	3	4
Refuse	1	0	0	0
<i>Total</i>	100	100	100	100

Race

	<i>White</i>	<i>Black</i>	<i>Other</i>	<i>Total</i>
	%	%	%	%
Jeb Bush	2	4	10	3
Ben Carson	3	0	0	2
Hillary Clinton	37	1	21	29
Ted Cruz	9	7	7	9
John Kasich	0	1	0	1
Marco Rubio	1	3	0	1
Bernie Sanders	16	0	0	12
Donald Trump	27	77	48	39
Other	0	1	0	0
Don't Know	4	6	15	4
Refuse	0	1	0	0
<i>Total</i>	100	100	100	100

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Gender

	<i>Male</i>	<i>Female</i>	<i>Total</i>
	%	%	%
Jeb Bush	3	3	3
Ben Carson	3	1	2
Hillary Clinton	36	23	29
Ted Cruz	10	7	9
John Kasich	1	0	1
Marco Rubio	1	1	1
Bernie Sanders	13	11	12
Donald Trump	27	48	39
Other	0	0	0
Don't Know	5	4	4
Refuse	0	1	0
<i>Total</i>	100	100	100

Cross-Tabs: Cruz vs. Clinton Head-to-Heads

Party Identification

	Ted Cruz	Hillary Clinton	Neither/Someone else	Don't Know	<i>Total</i>
	%	%	%	%	%
<i>Democrat</i>	7	89	1	3	100
<i>Independent</i>	49	36	9	5	100
<i>Republican</i>	92	2	3	3	100
<i>Total</i>	46	46	4	4	100

Race

	Ted Cruz	Hillary Clinton	Neither/Someone else	Don't Know	<i>Total</i>
	%	%	%	%	%
<i>White</i>	59	33	5	3	100
<i>Black</i>	5	88	2	5	100
<i>Other</i>	15	70	3	11	100
<i>Total</i>	46	46	5	4	100

Gender

	Ted Cruz	Hillary Clinton	Neither/Someone else	Don't Know	<i>Total</i>
	%	%	%	%	%
<i>Male</i>	53	39	5	3	100
<i>Female</i>	39	52	4	4	100
<i>Total</i>	46	46	5	4	100

Cross-Tabs: Cruz vs. Sanders Head-to-Heads

Party Identification

	Ted Cruz	Bernie Sanders	Neither/Someone else	Don't Know	Total
	%	%	%	%	%
<i>Democrat</i>	7	83	5	5	100
<i>Independent</i>	41	44	9	6	100
<i>Republican</i>	90	5	3	2	100
<i>Total</i>	43	47	6	4	100

Race

	Ted Cruz	Bernie Sanders	Neither/Someone else	Don't Know	Total
	%	%	%	%	%
<i>White</i>	54	37	7	3	100
<i>Black</i>	10	80	4	6	100
<i>Other</i>	10	62	6	21	100
<i>Total</i>	43	47	6	4	100

Gender

	Ted Cruz	Bernie Sanders	Neither/Someone else	Don't Know	Total
	%	%	%	%	%
<i>Male</i>	50	41	6	3	100
<i>Female</i>	37	52	6	5	100
<i>Total</i>	43	47	6	4	100

Cross-Tabs: Rubio vs. Clinton Head-to-Heads

Party Identification

	Marco Rubio	Hillary Clinton	Neither/Someone else	Don't Know	Total
	%	%	%	%	%
<i>Democrat</i>	8	87	1	4	100
<i>Independent</i>	55	34	6	5	100
<i>Republican</i>	92	3	3	2	100
<i>Total</i>	48	45	3	4	100

Race

	Marco Rubio	Hillary Clinton	Neither/Someone else	Don't Know	Total
	%	%	%	%	%
<i>White</i>	61	31	4	3	100
<i>Black</i>	6	88	1	5	100
<i>Other</i>	20	60	6	15	100
<i>Total</i>	48	45	3	4	100

Gender

	Marco Rubio	Hillary Clinton	Neither/Someone else	Don't Know	Total
	%	%	%	%	%
<i>Male</i>	56	37	4	4	100
<i>Female</i>	42	51	3	5	100
<i>Total</i>	48	45	3	4	100

Cross-Tabs: Rubio vs. Sanders Head-to-Heads

Party Identification

	Marco Rubio	Bernie Sanders	Neither/Someone else	Don't Know	Total
	%	%	%	%	%
<i>Democrat</i>	7	80	5	8	100
<i>Independent</i>	50	37	7	6	100
<i>Republican</i>	90	4	3	4	100
<i>Total</i>	46	44	5	6	100

Race

	Marco Rubio	Bernie Sanders	Neither/Someone else	Don't Know	Total
	%	%	%	%	%
<i>White</i>	57	33	5	5	100
<i>Black</i>	8	76	4	11	100
<i>Other</i>	21	59	9	11	100
<i>Total</i>	46	43	5	6	100

Gender

	Marco Rubio	Bernie Sanders	Neither/Someone else	Don't Know	Total
	%	%	%	%	%
<i>Male</i>	53	36	5	6	100
<i>Female</i>	39	49	5	7	100
<i>Total</i>	46	43	5	6	100

Cross-Tabs: Trump vs. Clinton Head-to-Heads

Party Identification

	Donald Trump	Hillary Clinton	Neither/Someone else	Don't Know	Total
	%	%	%	%	%
<i>Democrat</i>	5	90	3	2	100
<i>Independent</i>	48	34	14	4	100
<i>Republican</i>	80	5	11	4	100
<i>Total</i>	41	47	9	3	100

Race

	Donald Trump	Hillary Clinton	Neither/Someone else	Don't Know	Total
	%	%	%	%	%
<i>White</i>	52	34	10	4	100
<i>Black</i>	4	90	3	2	100
<i>Other</i>	26	54	10	10	100
<i>Total</i>	41	47	9	4	100

Gender

	Donald Trump	Hillary Clinton	Neither/Someone else	Don't Know	Total
	%	%	%	%	%
<i>Male</i>	49	37	9	4	100
<i>Female</i>	34	54	8	3	100
<i>Total</i>	41	47	9	4	100

Cross-Tabs: Trump vs. Sanders Head-to-Heads

Party Identification

	Donald Trump	Bernie Sanders	Neither/Someone else	Don't Know	Total
	%	%	%	%	%
<i>Democrat</i>	5	88	4	3	100
<i>Independent</i>	44	41	10	5	100
<i>Republican</i>	80	6	10	4	100
<i>Total</i>	40	48	7	4	100

Race

	Donald Trump	Bernie Sanders	Neither/Someone else	Don't Know	Total
	%	%	%	%	%
<i>White</i>	51	36	9	4	100
<i>Black</i>	5	88	4	3	100
<i>Other</i>	21	55	10	13	100
<i>Total</i>	40	48	8	4	100

Gender

	Donald Trump	Bernie Sanders	Neither/Someone else	Don't Know	Total
	%	%	%	%	%
<i>Male</i>	49	40	7	4	100
<i>Female</i>	33	55	8	5	100
<i>Total</i>	40	48	8	4	100

Cross-Tabs: Bloomberg vs. Clinton vs. Trump Head-to-Heads

If Michael Bloomberg, a businessman & former Mayor of New York, ran for president as an Independent, and the choice was between him, Hillary Clinton and Donald Trump, who would you vote for?

Party Identification

	Michael Bloomberg	Hillary Clinton	Donald Trump	Don't Know	Refuse	Total
	%	%	%	%	%	%
<i>Democrat</i>	9	78	4	8	1	100
<i>Independent</i>	26	21	32	18	3	100
<i>Republican</i>	18	2	63	15	2	100
<i>Total</i>	17	37	31	13	2	100

Race

	Michael Bloomberg	Hillary Clinton	Donald Trump	Don't Know	Refuse	Total
	%	%	%	%	%	%
<i>White</i>	19	25	39	15	2	100
<i>Black</i>	12	76	3	8	1	100
<i>Other</i>	15	47	17	18	3	100
<i>Total</i>	17	37	31	13	2	100

Gender

	Michael Bloomberg	Hillary Clinton	Donald Trump	Don't Know	Refuse	Total
	%	%	%	%	%	%
<i>Male</i>	17	28	40	12	2	100
<i>Female</i>	17	44	22	15	2	100
<i>Total</i>	17	37	31	13	2	100

Cross-Tabs: McCrory vs Cooper Head-to-Head

Party Identification

	Roy Cooper	Pat McCrory	Neither/Someone else	Don't Know	Total
	%	%	%	%	%
<i>Democrat</i>	66	19	3	13	100
<i>Independent</i>	39	37	4	20	100
<i>Republican</i>	14	70	2	15	100
<i>Total</i>	42	40	3	15	100

Race

	Roy Cooper	Pat McCrory	Neither/Someone else	Don't Know	Total
	%	%	%	%	%
<i>White</i>	38	44	3	15	100
<i>Black</i>	56	26	3	14	100
<i>Other</i>	30	39	0	31	100
<i>Total</i>	42	40	3	15	100

Gender

	Roy Cooper	Pat McCrory	Neither/Someone else	Don't Know	Total
	%	%	%	%	%
<i>Male</i>	41	44	3	12	100
<i>Female</i>	42	37	3	18	100
<i>Total</i>	42	40	3	15	100

Cross-Tabs: Scalia Replacement

As you may know, Justice Scalia recently passed away, creating a vacancy in the U.S. Supreme Court. Should President Obama nominate a person to fill this vacancy or should he let it remain vacant and allow the next president to nominate someone next year?

Party Identification

	Obama should nominate now	Allow next president to nominate next year	Other	Don't Know	Total
	%	%	%	%	%
<i>Democrat</i>	84	12	1	3	100
<i>Independent</i>	57	31	4	9	100
<i>Republican</i>	26	67	1	6	100
<i>Total</i>	58	35	2	6	100

Race

	Obama should nominate now	Allow next president to nominate next year	Other	Don't Know	Total
	%	%	%	%	%
<i>White</i>	51	42	2	5	100
<i>Black</i>	78	10	3	9	100
<i>Other</i>	64	36	0	0	100
<i>Total</i>	57	35	2	6	100

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Gender

	Obama should nominate now	Allow next president to nominate next year	<i>Other</i>	Don't Know	<i>Total</i>
	%	%	%	%	%
<i>Male</i>	57	34	3	5	100
<i>Female</i>	57	35	1	6	100
<i>Total</i>	57	35	2	6	100

Cross-Tabs: Obama Approval

Party Identification

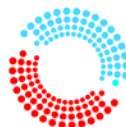
	Approve	Disapprove	Don't know	Refused	<i>Total</i>
	%	%	%	%	%
<i>Democrat</i>	87	9	4	0	100
<i>Independent</i>	35	58	7	0	100
<i>Republican</i>	5	92	2	1	100
<i>Total</i>	46	49	4	0	100

Race

	Approve	Disapprove	Don't know	Refused	<i>Total</i>
	%	%	%	%	%
<i>White</i>	31	64	5	1	100
<i>Black</i>	92	3	5	0	100
<i>Other</i>	67	26	7	0	100
<i>Total</i>	45	49	5	1	100

Gender

	Approve	Disapprove	Don't know	Refused	<i>Total</i>
	%	%	%	%	%
<i>Male</i>	41	56	3	0	100
<i>Female</i>	49	44	6	1	100
<i>Total</i>	45	49	5	1	100



Question Ordering

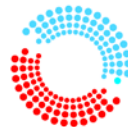
- Introduction
 - intro..... Introductory screen / Household Randomizer
 - regist Registered to Voter
 - ncrez..... Resident of NC Registered to Vote
- Approval
 - approvpres..... President Approval
- Partisanship
 - partyid..... Party Identification
 - partyidind..... Party ID Branch IND
- 2016 Primary Questions
 - vote Plan to vote
 - primary..... which primary
 - goplist Who will you vote for
 - gopsecond if favorite candidate drops out
 - whyrep Why are you supporting candidate? [Results in separate report]
 - demlist..... Who will you vote for
 - whydem..... Why are you not supporting candidate? [Results in separate report]
 - hypothetical_intro Hypothetical match-ups
 - rubioclinton..... Who would you vote for in 2016 - Rubio or Clinton
 - trumpclinton..... Who would you vote for in 2016 - Trump or Clinton
 - cruzclinton Who would you vote for in 2016 - Cruz or Clinton
 - sandersrubio Who would you vote for in 2016 - Rubio or Sanders
 - sanderstrump..... Who would you vote for in 2016 - Trump or Sanders
 - sanderscruz..... Who would you vote for in 2016 - Cruz or Sanders
 - worst Worst Candidate for President
 - bloomberg Bloomberg vs. Trump vs. Clinton
 - mccorycooper..... Who would you vote for governor in 2016
 - ncmip Most Important Issue Facing State [Results reported in separate Report]
- Ideology
 - ideo Ideology
 - ideocon..... Ideology Branch CON
 - ideolib Ideology Branch LIB
 - ideomod Ideology Branch MOD

- ideodkIdeology Branch DK
- Demographics
 - married.....Married, Single, Divorced, Widowed
 - educ.....Education
 - incIncome
 - inc_highIncome High Probe
 - inc_low.....Income Low Probe
 - age.....Age
 - race.....Race
 - landline.....own landline phone [cell phone #s only]
 - cellphone.....own cell phone [landline #s only]
 - panthers.....Carolina Panthers Stadium Funding [Results in separate report]
 - pantherswhyWhy stadium opinion [Results in separate report]
 - scaliaScalia Replacement Opinion
- Post-interview
 - sexGender
 - AccentRespondent Accent

Methodological Information

Mode:	Live Interviewer (Dual Frame: Cell Phone and Landlines)
Population & Sample Area	Likely Voters in North Carolina [Registered Voters in North Carolina who have voted in either the 2014 Midterm election; the 2014 primary election; or the 2012 primary election] (English Speakers)
Dates in the field:	February 15-19, 2016
Sample Size	1530 Likely Voter
Margin of Error	+/- 2.5
Confidence Level	95%
Weighting Variables	Age, Race, and Gender

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 will attempt to reach each working telephone number in the sample up to five times. In this current survey only registered voters who had voted in the 2014 general election; 2014 primary or the 2012 primary were interviewed. The Elon University Poll conducted the survey in English. Live interviewers called from 4:30 pm to 9:30 pm February 15-18 (Monday-Thursday); and 3:00 pm to 8:00 pm on Friday 2/19.

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 *Likely Voters in North Carolina* was 1.97. So an adjusted margin of error for that sample that takes into account the design effect factor of a survey would be +/- 3.5 instead of +/- 2.5.

Completion Criteria

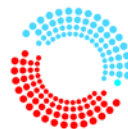
An interview is a complete only if a respondent progresses through the entire survey. Respondents who hang up before completing the last question or who refuse to more than 10 % of the questions are incompletes.

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, provided the sample of landline and cellphone numbers of registered voters in North Carolina, along with party affiliation, voting history, age and race. These numbers were obtained from the State Board of Elections. Further information on SSI's register voter sample see https://www.surveysampling.com/site/assets/files/2200/ssi_voters.pdf.

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 obtained a random sample of phone numbers (cell and landline) of registered voters 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. The sample of registered voters in North Carolina was made up of 70% landline and 30% cell phone numbers.
6. *Do you report non-response rates?*
Yes. We report non-response rates based on AAPOR guidelines. The response rate for the February 2015 poll was 14.0% which is generally much 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 voter registration and turnout North Carolina. The weights for the February 2016 survey were based on age, race and gender derived from the average of

voter turnout in the 2014 Midterm general election and the 2012 primary election in North Carolina.

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?*

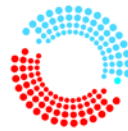
Yes. For landlines, we use the common “oldest-youngest” rotation to ensure within household randomization. We assume cellphones belong to an individual rather than a household. Thus, we do not conduct within-household randomization within our cellphone sample.

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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.
- 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

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 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.

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

or

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