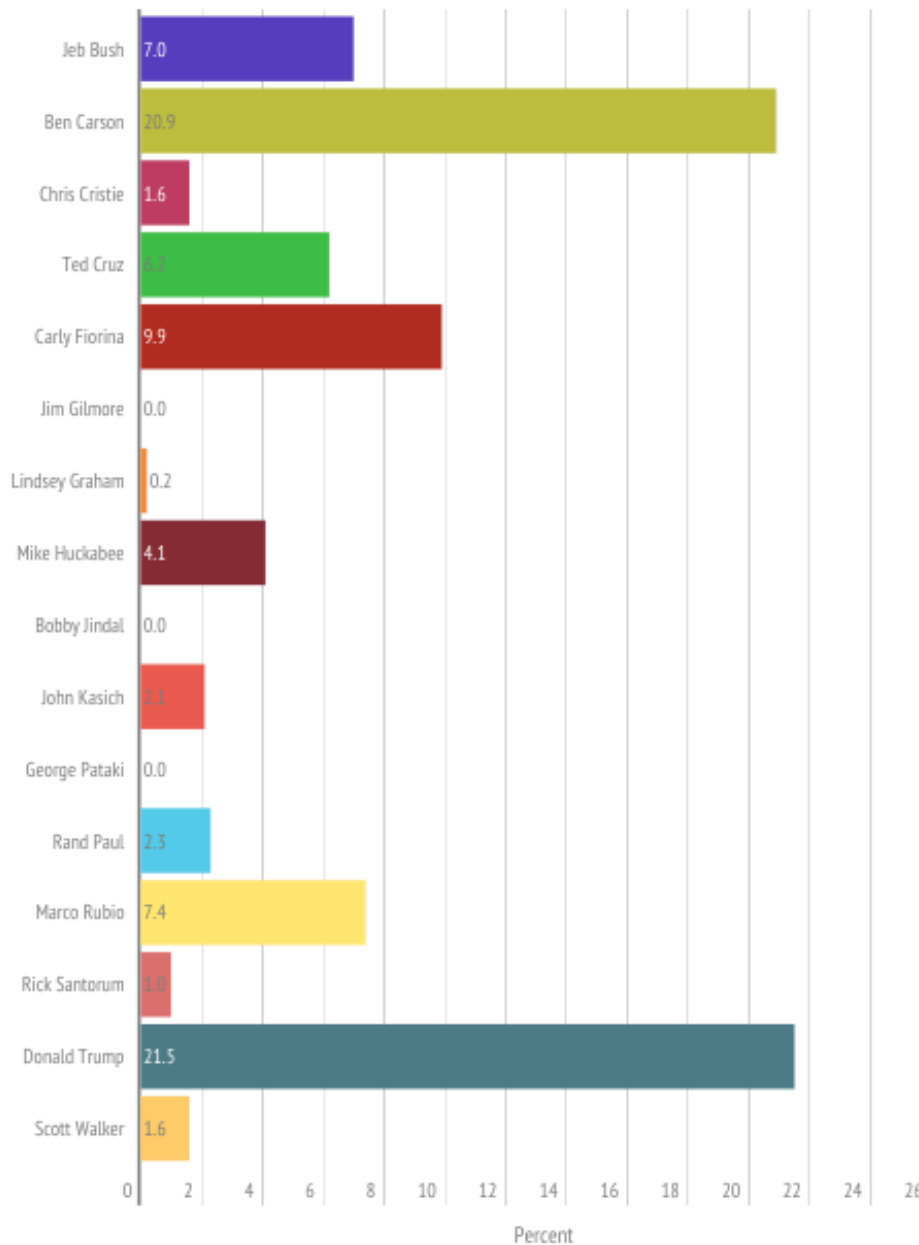


Presidential Primary Poll September 17-21, 2015

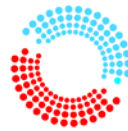
Who do you plan to vote for if the presidential primary were held today and the candidates for the Republican nomination were:



Elon Poll: Sept. 17-21, 2015 - Registered Voters in NC Planning to Vote +/- 4.31%

TABLE OF CONTENTS

Executive Summary	3
Topline Results	7
Election 2016	7
Approval Ratings	10
Policy Issues.....	11
Demographics	13
Cross Tabulations.....	15
Cross-Tabs GOP Presidential Race	15
Cross-Tabs Democratic Presidential Race.....	16
Cross-Tabs: GOP vs. Clinton Head-to-Heads	17
Cross-Tabs: McCrory vs Cooper Head-to-Head.....	19
Cross-Tabs: Gay Marriage & Abortion	20
Question Ordering.....	22
Methodological Information	24
The Elon University Poll Team	28



Executive Summary

The Elon University Poll conducted a live-caller, dual frame (landline and cell phone) survey of 1,258 residents of North Carolina between September 17 and September 21, 2015. Of these respondents, 1,075 said they were registered to vote in the state of North Carolina. Of these registered voters, 516 said they were a Republican or Republican-leaning Independent who planned to vote in the Republican Primary next year. Also in the sample were 427 registered voters who self-identified as Democrat or Independents who leaned Democrat who 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 +/- 2.99 percentage points. Margins of error increase when looking at subgroups. The margin of error for Republican and Republican-leaning voters is +/- 4.31 percentage points, and for Democratic and Democratic-leaning voters it is +/- 4.74 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

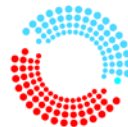
Registered voters who were self-identified Republicans or Independents who lean Republican were asked who they planned to vote for if the presidential primary were held today. Sixteen candidate names were read to respondents, with names randomly rotated to prevent primacy and recency effects.

The survey found Donald Trump (21.5%) and Ben Carson (20.9%) are leading the list of Republican candidates. In third place is Carly Fiorina with 9.9 percent, followed by Marco Rubio with 7.4 percent. Jeb Bush has fallen to fifth place with 7 percent. In a February 2015 Elon Poll, respondents were asked who they would like to see run for president. Bush was the most frequently mentioned candidate, followed by Scott Walker. Scott Walker received only 1.6 percent in this current poll. On the Elon Poll's last day of polling, Walker announced he was suspending his campaign for the GOP presidential nomination.

Not a single respondent in our sample mentioned Jim Gilmore, Bobby Jindal or George Pataki as a candidate for whom they intend to vote. Thirteen percent of voters are 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 is the choice for nearly 15% of Republican voters, followed by Trump with 13%, Fiorina with 11.4% and Marco Rubio with 10%. This suggests that the top four candidates – Trump, Carson, Fiorina, and Rubio – have wider appeal than some other candidates.



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. Six candidates were read to respondents with names rotated randomly.

Hillary Clinton was the clear favorite among Democratic voters in North Carolina. With 53 percent support, Clinton leads Bernie Sanders by 30 points. Support for the other candidates running for the Democratic nomination is minimal. Seven respondents said they planned to vote for Jim Webb, three mentioned Lincoln Chafee, three mentioned Lawrence Lessig, and only one respondent mentioned Martin O'Malley. Approximately 17 percent of Democratic voters are undecided.

Hypothetical Match-Ups in the 2016 Election

Clinton v. Bush

Respondents were given three hypothetical races they might see in the 2016 election. For each they were asked to say which candidate they would support. The first hypothetical match-up posed to respondents was between Hillary Clinton and Jeb Bush. Bush beats Clinton by about 3 points (46% to 42.6%). This is a noticeable change from prior Elon University Poll surveys. In April, 47% of registered voters said they would vote for Clinton compared to 44% for Bush. In February, the Elon Poll found 46% supporting Clinton and 38% supporting Bush.

Clinton v. Carson

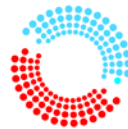
When Clinton faces Ben Carson, Clinton loses by 11 points (41% to 52%). Carson does better with women than Clinton (48% to 44%) and Independents clearly favor Carson over Clinton (60% compared to 33%). Although African-Americans favor Clinton over Carson (78% to 15%), Carson gets twice as much support from black voters than does Jeb Bush or Donald Trump.

Clinton v. Trump

If the 2016 general election was held today, Republicans seem to have a clear advantage in the race for president – unless Donald Trump is the nominee. Although Bush and Carson beat Clinton in our sample of registered voters, Clinton beats Trump by 7 points (47% to 40%). Clinton is able to get half of all Independents (43%) and 11 percent of Republicans when facing Trump. When facing Bush or Carson, Clinton gets far less support from Independents and no more than 6 percent of Republican support.

McCrory vs. Cooper

Respondents were asked who they would vote for governor in 2016 if incumbent Republican Pat McCrory faced Democrat Roy Cooper. Respondents were not told that McCrory was the incumbent (although a prior question in the survey would have clued them in if they were not



aware of this fact) and were not told that Roy Cooper is currently the state's attorney general. McCrory leads Cooper by only 1 point (43.4% to 42.4%). These findings were similar to what the Elon Poll found in April of this year when 45% supported McCrory and 43% said they would vote for Cooper. McCrory does better with Independents than Cooper (44% to 39%), but Cooper does much better with women (47% to 38%). Fifteen percent of Democrats said they would vote for McCrory, with an equal amount of Republicans supporting Cooper.

Approval Ratings

President Barack Obama

Currently, President Barack Obama's approval rating is 41.6% among registered voters. This is a slight decline from the 42.9% approval found in April of this year. Support for the president is typically lower in North Carolina than in the nation as a whole. National polls who look at registered voters have recently found the president's approval rating near 46 or 47%. Just over half of registered voters disapprove of the president (50.6%), while 7.2% were not sure.

Congress

Approval for Congress remains low among registered voters in North Carolina. Only 8.8% of registered voters approve of the job Congress is doing, more than a 4-point drop in approval since April of this year (13.1%). This is one of the lowest approval ratings since February 2014.

Governor Pat McCrory

Approximately 40% of registered voters approve of the job the governor is doing. This is a small, 2-point increase since April.

North Carolina General Assembly

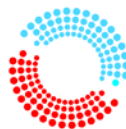
In April 2015, the approval rating of the North Carolina General Assembly was 33.3%. This dropped approximately 3 percentage point to 30.0% in the current survey.

Senator Richard Burr

Approximately 29% of registered voters approved of the job the Senator is doing, compared to 33% in April and 37% in February.

Senator Thom Tillis

The approval rating of Senator Thom Tillis saw a decline from 32% in April to 27% in this most recent survey. In February, Tillis had an approval rating of 30 percent.



Policy Issues

Most Important Issue

The economy was considered the most important issue in the United States by 23% of voters. This was followed by international affairs and/or defense with 13%. A year ago, the Elon Poll found more respondents mentioning international affairs (20%) than mentioned the economy (18%) as the most important issue. The saliency of immigration has remained somewhat stable. Immigration is mentioned by 9% of respondents in this recent survey, compared to almost 8% a year ago.

Gay Marriage

Just over 46% of registered voters oppose same-sex marriage, and almost 42% support the issue. The February 2015 poll found very similar results with 48% of registered voters opposing gay marriage (and 43% supporting it). This was nearly identical to the October 2014 poll which found 47% of registered voters opposed gay marriage, while 42% supported it.

Abortion

In April 2014 the Elon Poll observed a trend toward more support for access to abortions. This trend was confirmed by surveys in September 2014, October 2015 and February 2015. However, the most recent survey has seen a reversal and North Carolina once again has more registered voters believing access to abortion should be made more difficult (45%) than those believing access should be made less difficult (41%).

Topline Results

Election 2016

GOP Race

Who would you vote for if the presidential primary were held today and the candidates for the Republican nomination were: [names 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.....	36.....	7.00%
Ben Carson.....	108.....	20.90%
Chris Christie.....	8.....	1.60%
Ted Cruz.....	32.....	6.20%
Carly Fiorina.....	51.....	9.90%
Jim Gilmore.....	0.....	0.00%
Lindsey Graham.....	1.....	0.20%
Mike Huckabee.....	21.....	4.10%
Bobby Jindal.....	0.....	0.00%
John Kasich.....	11.....	2.10%
George Pataki.....	0.....	0.00%
Rand Paul.....	12.....	2.30%
Marco Rubio.....	38.....	7.40%
Rick Santorum.....	5.....	1.00%
Donald Trump.....	111.....	21.50%
Scott Walker.....	8.....	1.60%
Other.....	3.....	0.60%
Undecided.....	68.....	13.20%
Refuse.....	3.....	0.60%
N=.....	516.....	100.00%

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]

Yes.....	476.....	44.30%
No.....	593.....	55.10%
Don't Know.....	5.....	0.50%
Refused.....	1.....	0.10%
N=.....	1075.....	100.00%

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.....	39.....	8.80%
Ben Carson.....	64.....	14.60%
Chris Christie.....	12.....	2.70%
Ted Cruz.....	25.....	5.70%
Carly Fiorina.....	50.....	11.40%
Lindsey Graham.....	2.....	0.40%
Mike Huckabee.....	24.....	5.50%
Bobby Jindal.....	6.....	1.40%
John Kasich.....	14.....	3.30%
Rand Paul.....	9.....	2.10%
Marco Rubio.....	44.....	10.00%
Rick Santorum.....	7.....	1.50%
Donald Trump.....	56.....	12.70%
Scott Walker.....	9.....	2.10%
Other.....	7.....	1.50%
Undecided.....	67.....	15.10%
Refuse.....	5.....	1.20%
N=.....	440.....	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]

Lincoln Chafee.....	3.....	0.70%
Hillary Clinton.....	228.....	53.40%
Lawrence Lessig.....	3.....	0.70%
Martin O'Malley.....	1.....	0.20%
Bernie Sanders.....	98.....	23.00%
Jim Webb.....	7.....	1.60%
Other.....	9.....	2.10%
Undecided/DK.....	73.....	17.10%
Refuse.....	5.....	1.20%
N=.....	427.....	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. [Bush v. Clinton; Carson v. Clinton; Trump v. Clinton questions are 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.....	494.....	46.00%
Hillary Clinton	458.....	42.60%
Neither/Someone else (volunteered).....	78.....	7.30%
Don't Know	45.....	4.20%
N=	1075.....	100.00%

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.....	562.....	52.30%
Hillary Clinton	440.....	40.90%
Neither/Someone else (volunteered).....	31.....	2.90%
Don't Know	42.....	3.90%
N=	1075.....	100.00%

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.....	430.....	40.00%
Hillary Clinton	508.....	47.30%
Neither/Someone else (volunteered).....	106.....	9.80%
Don't Know	31.....	2.90%
N=	1075.....	100.00%

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.....	456.....	42.40%
Pat McCrory.....	467.....	43.40%
Neither/Someone else (volunteered).....	30.....	2.80%
Don't Know	122.....	11.40%
N=	1075.....	100.00%

Approval Ratings

President Approval

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

Approve.....	447.....	41.60%
Disapprove	544.....	50.60%
Don't know	78.....	7.20%
Refused	6.....	0.60%
N=	1075.....	100.00%

Congress Approval

Do you [approve or disapprove] of the way Congress is doing its job?

Approve.....	94.....	8.80%
Disapprove	897.....	83.40%
Don't know	81.....	7.60%
Refused	3.....	0.30%
N=	1075.....	100.00%

Governor Approval

Do you [approve or disapprove] of the way Pat McCrory is handling his job as governor?

Approve.....	425.....	39.50%
Disapprove	453.....	42.10%
Don't know	190.....	17.70%
Refused	7.....	0.70%
N=	1075.....	100.00%

General Assembly Approval

What about the state legislature in Raleigh? Do you [approve or disapprove] of the way the North Carolina General Assembly is doing its job?

Approve.....	322.....	30.00%
Disapprove	542.....	50.40%
Don't know	205.....	19.10%
Refused	6.....	0.60%
N=	1075.....	100.00%

Tillis Approval

Do you [approve or disapprove] of the way Thom Tillis is handling his job as US Senator?

Approve.....	288.....	26.80%
Disapprove	460.....	42.80%
Don't know	321.....	29.80%
Refused	6.....	0.60%
N=	1075.....	100.00%

Burr Approval

Do you [approve or disapprove] of the way Richard Burr is handling his job as US Senator?

Approve.....	314.....	29.20%
Disapprove	396.....	36.80%
Don't know	360.....	33.50%
Refused	5.....	0.50%
N=	1075.....	100.00%

Policy Issues

Most Important Issue

What do you think is the most important issue in the United States?

[OPEN-ENDED RESPONSE - Coded into 12 Categories]

Issue	N	%
Economy	245	23%
International Affairs/Defense	145	13%
Immigration	94	9%
Education	86	8%
Poverty/Inequality/Welfare	70	6%
Healthcare/ACA	62	6%
Government/Politicians	59	6%
Budget/Debt	52	5%
Human Rights/Equality	32	3%
God/Religion/Morality	28	3%
Environment/Energy	18	2%
Miscellaneous	118	11%
Don't Know/Refused	66	6%
Total	1075	100%

[Abortion and Gay Marriage questions are randomly rotated]

Abortion

Now, thinking more generally, do you think state laws in North Carolina should make access to an abortion more difficult or less difficult?

More Difficult	481.....	44.70%
Less Difficult	441.....	41.00%
About the same (volunteered).....	64.....	6.00%
Don't Know	76.....	7.10%
Refused	13.....	1.20%
N=	1075.....	100.00%

Gaymarriage

Do you support or oppose gay [same-sex] marriage?

Support.....	448.....	41.60%
Oppose	498.....	46.30%
Don't Know / No Opinion	125.....	11.70%
Refused	4.....	0.40%
N=	1075.....	100.00%

Demographics

Party ID

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

Democrat.....	358.....	33.30%
Independent - Leaning Democrat.....	116.....	10.80%
Independent.....	72.....	6.70%
Independent - Leaning Republican.....	158.....	14.70%
Republican.....	333.....	31.00%
Don't Know.....	33.....	3.10%
Refused.....	5.....	0.50%
N=.....	1075.....	100.00%

Ideology

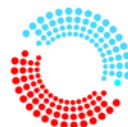
When it comes to politics, do you usually think of yourself as liberal, moderate, conservative, or haven't you thought much about this? [Only asked of Respondents planning to vote in Primary]

Extremely Liberal.....	59.....	5.90%
Liberal.....	113.....	11.20%
Slightly Liberal.....	140.....	13.90%
Moderate.....	96.....	9.50%
Slightly Conservative.....	169.....	16.80%
Conservative.....	240.....	23.90%
Extremely Conservative.....	127.....	12.60%
Don't Know.....	58.....	5.80%
Refused.....	4.....	0.40%
N=.....	1006.....	100.00%

Education

How much school have you completed? [only asked of registered voters planning on voting]

Less than HS.....	17.....	1.70%
High School / GED.....	162.....	16.10%
Some College/ AA / Technical.....	347.....	34.50%
College Graduate.....	295.....	29.30%
Graduate School.....	180.....	17.90%
Don't Know.....	4.....	0.40%
Refused.....	1.....	0.10%
N=.....	1006.....	100.00%



Gender

Was the respondent male or female?

Male	502.....	46.70%
Female.....	573.....	53.30%
N=	1075.....	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? [only asked of registered voters planning to vote in primary election]

Less than \$25,000	126.....	12.50%
\$25,000 to \$50,000	195.....	19.40%
\$50,000 to \$75,000	174.....	17.30%
More than \$75,000	405.....	40.30%
Don't Know	52.....	5.20%
Refused	54.....	5.30%
N=	1006.....	100.00%

Age

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

18-30	160.....	14.90%
31-40	134.....	12.40%
41-50	239.....	22.20%
51-65	356.....	33.10%
65+	186.....	17.30%
N=	1075.....	100.00%

Race

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

White.....	783.....	72.80%
Black	228.....	21.20%
Other	64.....	6.00%
N=	1075.....	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	71.....	6.60%
Dual Use.....	632.....	58.80%
Cell only.....	372.....	34.60%
N=	1075.....	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

	Male	Female	Total
	%	%	%
Jeb Bush	7	7	7
Ben Carson	20	22	21
Chris Christie	1	2	2
Ted Cruz	8	5	6
Carly Fiorina	9	11	10
Lindsey Graham	0	0	0
Mike Huckabee	4	4	4
John Kasich	3	1	2
Rand Paul	3	1	2
Marco Rubio	6	8	7
Rick Santorum	2	0	1
Donald Trump	23	20	22
Scott Walker	1	2	1
Other	0	1	1
Undecided	11	15	13
Refuse	1	0	1
Total	100	100	100

GOP Candidate Choice and Debate Watch

	Yes- Watched	No – Didn't Watch	Total
	%	%	%
Jeb Bush	4	11	7
Ben Carson	15	28	21
Chris Christie	2	1	2
Ted Cruz	8	5	6
Carly Fiorina	15	5	10
Lindsey Graham	0	0	0
Mike Huckabee	3	6	4
John Kasich	3	1	2
Rand Paul	2	3	2
Marco Rubio	10	4	7
Rick Santorum	1	1	1
Donald Trump	27	16	22
Scott Walker	1	2	1
Other	0	1	1
Undecided	9	18	13
Refuse	1	0	1
Total	100	100	100

Cross-Tabs Democratic Presidential Race

Gender and Democratic Choice

	Male	Female	Total
	%	%	%
Lincoln Chafee	2	0	1
Hillary Clinton	51	55	54
Lawrence Lessig	2	0	1
Martin O'Malley	0	0	0
Bernie Sanders	26	21	23
Jim Webb	3	1	2
Other	3	1	2
Undecided/DK	12	20	17
Refuse	1	1	1
Total	100	100	100

Race and Democratic Choice

	White	Black	Other	Total
	%	%	%	%
Lincoln Chafee	0	2	0	1
Hillary Clinton	45	65	60	54
Lawrence Lessig	1	0	5	1
Martin O'Malley	0	0	0	0
Bernie Sanders	34	9	18	23
Jim Webb	3	1	0	2
Other	2	3	0	2
Undecided/DK	15	20	17	17
Refuse	2	0	0	1
Total	100	100	100	100

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

Bush vs. Clinton : Race

	Jeb Bush	Hillary Clinton	Neither (vol)	Don't Know	Total
	%	%	%	%	%
White	59	29	8	4	100
Black	7	85	5	4	100
Other	30	55	10	4	100
Total	46	43	7	4	100

Bush vs. Clinton : Gender

	Jeb Bush	Hillary Clinton	Neither (vol)	Don't Know	Total
	%	%	%	%	%
Male	50	39	9	2	100
Female	42	46	6	6	100
Total	46	43	7	4	100

Bush vs. Clinton : Party Identification

	Jeb Bush	Hillary Clinton	Neither (vol)	Don't Know	Total
	%	%	%	%	%
Democrats	7	86	3	4	100
Independents	46	36	12	6	100
Republicans	90	5	4	1	100
Total	47	43	6	4	100

Carson vs. Clinton: Gender

	Ben Carson	Hillary Clinton	Neither (vol)	Don't Know	Total
	%	%	%	%	%
Male	59	37	3	1	100
Female	48	44	2	6	100
Total	53	41	2	4	100

Carson vs Clinton: Party ID

	Ben Carson	Hillary Clinton	Neither (vol)	Don't Know	Total
	%	%	%	%	%
Democrats	12	83	1	4	100
Independents	60	33	4	3	100
Republicans	90	6	1	3	100
Total	54	41	2	3	100

Carson vs. Clinton: Race

	Ben Carson	Hillary Clinton	Neither (vol)	Don't Know	Total
	%	%	%	%	%
White	65	29	2	4	100
Black	15	78	2	5	100
Other	38	57	2	2	100
Total	53	41	2	4	100

Trump vs. Clinton: Gender

	Donald Trump	Hillary Clinton	Neither (vol)	Don't Know	Total
	%	%	%	%	%
Male	48	40	9	3	100
Female	34	54	9	3	100
Total	41	48	9	3	100

Trump vs Clinton: Party ID

	Donald Trump	Hillary Clinton	Neither (vol)	Don't Know	Total
	%	%	%	%	%
Democrats	7	88	3	2	100
Independents	43	43	11	3	100
Republicans	74	11	13	2	100
Total	41	48	9	2	100

Trump vs Clinton: Race

	Donald Trump	Hillary Clinton	Neither (vol)	Don't Know	Total
	%	%	%	%	%
White	51	36	10	3	100
Black	6	89	3	2	100
Other	35	49	13	2	100
Total	41	48	9	3	100

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

McCrory vs Cooper: Party ID

	Roy Cooper	Pat McCrory	Neither (vol)	Don't Know	Total
	%	%	%	%	%
Democrats	75	15	1	9	100
Independents	39	44	5	13	100
Republicans	15	73	2	10	100
Total	43	44	2	11	100

McCrory vs Cooper: Race

	Roy Cooper	Pat McCrory	Neither (vol)	Don't Know	Total
	%	%	%	%	%
White	35	50	3	11	100
Black	68	20	0	12	100
Other	55	28	5	12	100
Total	43	43	3	11	100

McCrory vs Cooper: Gender

	Roy Cooper	Pat McCrory	Neither (vol)	Don't Know	Total
	%	%	%	%	%
Male	39	49	4	8	100
Female	47	38	2	14	100
Total	43	43	3	11	100

Cross-Tabs: Gay Marriage & Abortion

Abortion Laws and Gender

	More Difficult	Less Difficult	About the same (volunteered)	Don't Know	Refused
	%	%	%	%	%
Male	44	37	9	9	1
Female	46	44	4	5	1
Total	45	41	6	7	1

Abortion Laws and Party

	More Difficult	Less Difficult	About the same (volunteered)	Don't Know	Refused
	%	%	%	%	%
Democrats	24	60	7	8	1
Independents	41	43	9	6	1
Republicans	71	20	3	6	0
Total	45	41	6	7	1

Abortion Laws and Race

	More Difficult	Less Difficult	About the same (volunteered)	Don't Know	Refused
	%	%	%	%	%
White	50	38	6	6	1
Black	31	51	8	9	2
Other	40	44	5	9	1
Total	45	41	6	7	1

Gay Marriage and Race

	Support	Oppose	Don't Know / No Opinion	Refused	Total
	%	%	%	%	%
White	44	45	11	0	100
Black	32	57	10	1	100
Other	47	31	19	2	100
Total	41	47	12	0	100

Gay Marriage and Gender

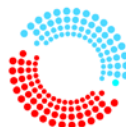
	Support	Oppose	Don't Know / No Opinion	Refused	Total
	%	%	%	%	%
Male	42	45	13	0	100
Female	41	48	10	1	100
Total	41	47	12	0	100

Gay Marriage and Party ID

	Support	Oppose	Don't Know / No Opinion	Refused	Total
	%	%	%	%	%
Democrats	55	36	9	1	100
Independents	46	38	16	0	100
Republicans	24	66	10	0	100
Total	42	46	12	0	100

Question Ordering

- Introduction
 - intro..... Introductory screen / Household Randomizer
 - regist Registered to Voter
 - ncrez..... Resident of NC Registered to Vote
- Approval
 - approvpres..... President Approval
 - approvcong..... Congress Approval
 - approvgov Governor approval
 - approvlegis..... General Assembly approval
 - approvtillis Senator Tillis
 - approvburr..... Senator Burr
- 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 your vote for in 2016 - Bush or Clinton
 - trumpclinton..... Who would your vote for in 2016 - Trump or Clinton
 - carsonclinton..... Who would your vote for in 2016 - Carson or Clinton
 - mccorycooper..... Who would you vote for governor in 2016
- Policy Issues
 - issue Most important issue
 - gaymarriage support gay/same-sex marriage
 - abortion Make abortion more/less difficult
- Debate
 - debate..... did you watch either of the debates



- Ideology
 - ideo Ideology
 - ideocon..... Ideology Branch CON
 - ideolib Ideology Branch LIB
 - ideomod Ideology Branch MOD
 - ideodk Ideology Branch DK
- Demographics
 - married..... Married, Single, Divorced, Widowed
 - educ..... Education
 - inc Income
 - inc_high Income 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]
- Post-interview
 - sex..... Gender

Methodological Information

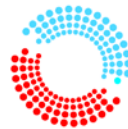
Mode:	Live Interviewer RDD Telephone Interviews (Dual Frame: Cell Phone and Landlines)
Population & Sample Area	North Carolina; Adults, Registered Voters (English Speakers)
Dates in the field:	September 17-21, 2015
Sample Size	1075 Registered Voters
Margin of Error	+/- 2.99 for Registered Voters
Confidence 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 9/17 and Monday 9/21; 3:00 pm to 8:00 pm on Friday 9/18; and 11:00 am to 7:00 pm on Saturday 9/19 and Sunday 9/20.





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 *Adult Residents of North Carolina* was 1.15. So an adjusted margin of error for that sample that takes into account the design effect of a survey would be +/- 3.44 instead of +/- 2.99.

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

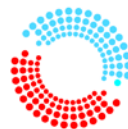
An interview is a complete only if a respondent progresses through the entire survey. Respondents who hang up before completing the last question or who refuse to more than 10 % of the questions are incompletes.

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."

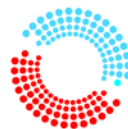
A block (also known as a bank) is a set of contiguous numbers identified by the first two digits of the last four digits of a telephone number. A working block contains three or more working telephone numbers. Exchanges are assigned to a population on the basis of all eligible blocks in proportion to 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 September 2015 poll was 14.2% which approximates the national average response rates 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?*

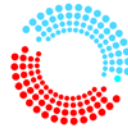
Yes. We apply weights to the data. An iterative proportional fitting algorithm generates weights based on Census and CDC population parameters of residents in North Carolina. Registered voter screens sometimes cause final weighted variables to not match those parameters exactly- which is intended.

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.
- 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 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.

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

or

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