



ELON POLL

A Post-Debate Bump in the Old North State?

Likely Voters in North Carolina
September 27-30th, 2016

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Key Survey Insights

Presidential Race in North Carolina

Who is ahead in North Carolina and why?

Hillary Clinton is now ahead by almost 6 points in the North Carolina Presidential race, with 44.5% of the vote. Donald Trump, the Republican nominee, is polling at 38.7%. This marks a notable loss for Trump. In our poll two weeks ago, he was slightly ahead of Clinton by 1.4%. The Libertarian nominee, Gary Johnson, is receiving 9.4% of the vote, up 6.0% from our previous poll. 5.4% of North Carolina voters remain undecided in this race.

We attribute Clinton's surge over Trump to the first presidential debate. A strong majority of NC voters believe Clinton won the debate (64%). Given that our measurement of vote intentions was taken shortly after a particularly difficult week for Donald Trump, we wouldn't be surprised if Clinton's margin is more of a short-term bump than a long-term norm.

Who do voters think will win the election?

When asked who they believe will win the Presidential election in November, 62% predicted Clinton will emerge victorious, 26% thought Trump will win and 11% did not know. 82% of Democrats and 60% of independents thought Clinton will win. However, 50% of Republicans thought Trump would win, while 39% of Republicans thought Clinton would win.

How big are racial and gender gaps?

As in our previous poll, Clinton has a significant advantage among black voters, with 98% of those surveyed indicating they intend to cast their vote for the Democratic nominee. Clinton's improved margins over Trump derives, in part, from a narrowing of the gap among white voters.

The gender gap in candidate support appears to have widened since our last poll. Clinton now has a clear advantage among female voters, with 61% of expressing a preference for the Democratic nominee. In contrast, 56% of male voters intend to vote for Trump, the Republican nominee. Support for Trump among female voters has dropped from 47% in our previous poll, to 39%. Support for Clinton among male voters has held steady at 44%.*

Views of Candidates after the First Debate

Who do voters think won the debate?

Among the 78.8% of voters who said they watched the first presidential debate on Monday, September 26th, 64.1% said Clinton won. Only 18% of NC voters believe Donald Trump won the debate, and 17.7% were unsure.

* Numbers are of the two-party vote share for comparison purposes.

Beliefs about who won the debate are polarized in the way one would expect, however, among Republicans, a substantial percentage believe Clinton won the debate: 40%. In contrast, only 2% of self-identified Democrats said Trump won.

Are voters more or less confident in the candidates after the debate?

After watching the debate, 48% of North Carolina voters report having less confidence in Donald Trump, the Republican nominee, while 22% report having more, and 27% said there was no change in their confidence he has the abilities needed to be President. A majority of Democrats expressed having less confidence in Trump after the debate: 79%. Only 46% of Republicans said they have more confidence, and 39% expressed having about the same level of confidence.

In contrast, confidence in Clinton after the debate is fairly evenly spread in the aggregate. 36.3% have more, 34.1% have less, and 26.7% report no difference in their evaluation of her ability to be president. This result can largely be explained by polarization in beliefs about Clinton. Unlike confidence in Trump, 70% of Democrats had more confidence after Clinton's performance, and 69% of Republicans had less confidence.

North Carolina Elections and Issues

What is the current state of the N.C. Governor's Race?

Roy Cooper, the Democratic challenger, is now ahead in the N.C. governor's race with 48% of the vote. Pat McCrory, the Republican incumbent, is behind by 4.4%, with 43.6% of the vote. In our previous poll, McCrory had a slight lead over Cooper. The Libertarian candidate Lon Cecil is receiving 5.2% of the vote, up from 1.9% from our previous poll, while 5.2% of North Carolina voters remain undecided in this race.

Both McCrory and Cooper have strong support within their party. 91% of Republicans are backing McCrory over Cooper while 88% of Democrats favor Cooper over McCrory. In contrast to our most recent poll, which showed McCrory holding an advantage among Independent voters, support is now almost evenly split between the two candidates, with McCrory winning 49% and Cooper 51% of the Independent vote. The campaigns are also divided on race. Cooper is winning 87% of African-American likely voters. However, McCrory leads Cooper 58 to 42% among whites. A stronger gender gap emerged in this poll, with McCrory winning men by 10 points and losing women by 18 points.*

What is the current state of the U.S. Senate Race?

Richard Burr, the Republican incumbent, and Deborah Ross, the Democratic challenger, are still neck-and-neck in the U.S. Senate race in North Carolina. With 43.6% of the vote, Deborah Ross has what amounts to an insignificant lead of 0.2 percentage points over Richard Burr, who is polling at 43.4%. The Libertarian candidate, Sean Haugh, is receiving 4.1% of the vote, while 8.2% of North Carolina voters remain undecided in this race. That Burr's margins have improved slightly in an otherwise challenging news cycle for Republicans reflects positively on his prospects as a whole.*

* Numbers are of the two-party vote share for comparison purposes.

How common is ticket splitting?

Split ticket voting is a relatively rare phenomena according to our results. Only 7% of Clinton voters and 7% of Trump voters indicate they intend to vote for the opposing party's nominee for Governor, Pat McCrory (R, incumbent) and Cooper (D) respectively. Similarly, only 5% of Clinton and 5% of Trump voters intend to vote for the opposing party's nominee for U.S. Senate, Richard Burr (R, incumbent) and Deborah Ross (D).

Do voters believe HB2 should be repealed?

A majority of NC voters, 55.5%, believe House Bill 2, also known as HB2 or "The Bathroom Bill," should be repealed. Only 33.8% believe the bill should remain a law. In our previous poll, we found that 49.5% of voters opposed the bill. That more believe it should be repealed suggests that the perceived damage to North Carolina's national reputation may be important to some voters.

Police Shooting and Protests in Charlotte

We asked a number of questions related to the recent police shooting and protests in Charlotte: beliefs about how the police may treat blacks and whites differently, views of the protesters, views of the police's handling of the protesters, and whether footage of these types of incidents should be made public.

When asked whether the police generally treat black and white citizens differently, 43.8% of NC voters believe blacks are treated worse. 42.4% believe blacks and white are treated the same, and just 2.3% believe blacks are treated better by the police. These average results obscure important differences according to race: 82% of black respondents believe the police treat them worse than whites, while only 33% of whites hold this belief.

Even though a substantial percentage of NC voters believe blacks are treated worse, only 27.1% believe protests after police shootings will lead to positive change. 58.7% believe these protests actually make matters worse. These results are strikingly similar to public opinion about demonstrations in the 1960s, in which a majority of Americans perceived demonstrations as hurting the advancement of civil rights.*

When it comes to the availability of police camera footage, which protesters demanded after the shooting of Keith Lamont Scott in Charlotte, a strong majority believe this footage should be available to the public on request: 57.7%. Consensus about the availability of such footage is especially clear among black respondents, who were also more likely to believe they are treated differently by the police: 88% believe this footage should be made available upon request, and only 8% believe police should be able to restrict access. Among white respondents, 49% believe footage should be public, and 44% believe police should be able to restrict access. These numbers parallel findings [in another Elon Poll conducted in February 2015](#).

* See for example: Gallup Poll (June, 1963): "Do you think mass demonstrations by negroes are more likely to help or more likely to hurt the negro's cause for racial equality?" Help (27%), Hurt (60%), Make No Difference (4%).

Topline Results

Vote Choice

Presidential Race: Clinton v. Trump v. Johnson

If the presidential election were being held today and the candidates were [Hillary Clinton, the Democrat, Donald Trump, the Republican, and Gary Johnson, the Libertarian], who would you vote for?

Hillary Clinton	293.....	44.50%
Donald Trump.....	256.....	38.70%
Gary Johnson	62.....	9.40%
Jill Stein (don't read).....	1.....	0.20%
Other Candidate (don't read).....	8.....	1.30%
Undecided / Don't Know (don't read)	36.....	5.40%
Refused (don't read).....	3.....	0.50%
N=	660.....	100.00%

Presidential Race: Undecided Probe

If you had to choose, who do you lean more towards: [Hillary Clinton, Donald Trump, or Gary Johnson]?

Hillary Clinton	5.....	17.00%
Donald Trump.....	4.....	14.80%
Gary Johnson	8.....	27.30%
Other Candidate (don't read).....	4.....	14.40%
Undecided / Don't Know (don't read)	7.....	26.40%
N=	28.....	100.00%

Presidential Race: Johnson Probe

If you had to choose, who do you lean more towards: [Hillary Clinton or Donald Trump]?

Hillary Clinton	23.....	50.30%
Donald Trump.....	8.....	17.00%
Other Candidate (don't read).....	5.....	12.00%
Undecided/Don't Know (don't read)	7.....	14.60%
Refused (don't read)	3.....	6.10%
N=	46.....	100.00%

Governor's Race

If the governor's election were being held today and the candidates were [Roy Cooper, the Democrat, Pat McCrory, the Republican, and Lon Cecil, the Libertarian], who would you vote for?

Pat McCrory.....	288.....	43.60%
Roy Cooper	317.....	48.00%
Lon Cecil.....	17.....	2.60%

Undecided/Don't Know (don't read)	34	5.20%
Refused (don't read)	4	0.60%
N=	660	100.00%

Governor's Race: Undecided Probe

If you had to choose, who do you lean more towards: [Pat McCrory, Roy Cooper, or Lon Cecil]?

Pat McCrory	12	28.40%
Roy Cooper	6	12.90%
Lon Cecil	6	13.50%
Undecided/Don't Know (don't read)	20	45.30%
N=	44	100.00%

Governor's Race: Cecil Voter Probe

If you had to choose, who do you lean more towards: [Pat McCrory or Roy Cooper]?

Pat McCrory	3	22.90%
Roy Cooper	8	56.10%
Other Candidate (don't read)	1	6.50%
Undecided/Don't Know (don't read)	2	14.50%
N=	15	100.00%

Senate Race

If the U.S. Senate election were being held today and the candidates were [Deborah Ross, the Democrat, Richard Burr, the Republican, and Sean Haugh, the Libertarian], who would you vote for?

Deborah Ross	288	43.60%
Richard Burr	287	43.40%
Sean Haugh	27	4.10%
Other Candidate (don't read)	2	0.30%
Undecided/Don't Know (don't read)	54	8.20%
Refused (don't read)	3	0.40%
N=	660	100.00%

Senate Race: Undecided Voter Probe

If you had to choose, who do you lean more towards: [Deborah Ross, Richard Burr, or Sean Haugh]?

Deborah Ross	11	20.90%
Richard Burr	4	6.90%
Sean Haugh	3	5.80%
Undecided/Don't Know (don't read)	35	66.40%
N=	52	100.00%

Senate Race: Haugh Voter Probe

If you had to choose, who do you lean more towards: [Deborah Ross or Richard Burr]?

Deborah Ross	13.....	56.60%
Richard Burr.....	7.....	30.90%
Other Candidate (don't read).....	1.....	6.00%
Undecided/Don't Know (don't read)	1.....	6.50%
N=	23.....	100.00%

Debate

Did You Watch the Debate?

Did you happen to watch the first presidential debate on Monday night?

Yes	520.....	78.80%
No.....	140.....	21.20%
N=	660.....	100.00%

Who Won the Debate?

Regardless of how you intend to vote, which candidate do you think won Monday night's debate?

Hillary Clinton	347.....	64.10%
Donald Trump.....	97.....	18.00%
Don't Know	96.....	17.70%
Refused	1.....	0.20%
N=	541.....	100.00%

Confidence in Trump after Debate

After watching the debate, do you now have more or less confidence in Donald Trump's ability to be president?

More	120.....	22.10%
Less	260.....	48.00%
About the same/No difference	144.....	26.70%
Don't Know	16.....	2.90%
Refused	2.....	0.30%
N=	541.....	100.00%

Confidence in Clinton after Debate

After watching the debate, do you now have more or less confidence in Hillary Clinton's ability to be president?

More	197.....	36.30%
Less	185.....	34.10%

About the same/No difference	145.....	26.70%
Don't Know	15.....	2.80%
Refused	0.....	0.10%
N=	541.....	100.00%

Who Will Win in 2016

Regardless of who you support, and trying to be as objective as possible, who do you think will win the presidential election this November?

Hillary Clinton	409.....	62.00%
Donald Trump.....	172.....	26.10%
Someone Else.....	5.....	0.70%
Don't Know	74.....	11.20%
N=	660.....	100.00%

House Bill 2

Repeal HB2

Do you think HB2, also known as the Bathroom Bill, should remain a law or be repealed?

Remain A Law	223.....	33.80%
Be Repealed	366.....	55.50%
Something Else (Don't Read).....	10.....	1.60%
Don't Know (Something Else)	55.....	8.40%
Refused (Don't Read).....	5.....	0.70%
N=	660.....	100.00%

Police Shooting and Protests in Charlotte

[Introduction] The next few questions are about the recent police shooting and protests in Charlotte.

Police Treatment of Blacks and Whites

Do you think police treat blacks the same as whites, worse than whites, or better than whites?

Better.....	15.....	2.30%
Same.....	280.....	42.40%
Worse	289.....	43.80%
Don't Know	70.....	10.70%
Refused	6.....	0.90%
N=	660.....	100.00%

Protests Make Things Better or Worse

In the long-term, do you feel protests after police shootings will make matters worse or lead to positive change?

Positive Change	179.....	27.10%
Make Matters Worse.....	387.....	58.70%
Not Make Much Difference (don't read).....	43.....	6.50%
Don't Know (Don't Read)	50.....	7.60%
Refused (Don't Read).....	1.....	0.10%
N=	660.....	100.00%

Approve or Disapprove of Police Handling of Unrest

Do you approve or disapprove of the way the police have handled the unrest in Charlotte?

Approve.....	374.....	56.70%
Disapprove	177.....	26.80%
Don't know	106.....	16.10%
Refused	2.....	0.40%
N=	660.....	100.00%

Should Police Footage Be Public

Should all videos recorded by police cameras be available to the public upon request or should the police be able to restrict access to these recordings?

All videos publicly available	381.....	57.70%
Police can restrict access.....	235.....	35.70%
Don't Know	42.....	6.40%
Refused	1.....	0.20%
N=	660.....	100.00%

Vote Likelihood

Plan to Vote in 2016

Do you, yourself, plan to vote in the election this November, or not?

Yes	660.....	100.00%
N=	660.....	100.00%

Vote Certainty

How certain are you that you will vote? Absolutely certain, fairly certain, or not certain.

Absolutely certain	629.....	95.30%
Fairly certain	31.....	4.70%
N=	660.....	100.00%

Know Their Precinct

Do you happen to know where people who live in your neighborhood go to vote?

Yes	611.....	92.60%
No.....	37.....	5.60%
Don't Know	12.....	1.80%
N=	660.....	100.00%

Thought About Election Much

How much thought have you given to the upcoming November election?

Quite a lot.....	539.....	81.60%
Some	101.....	15.30%
Only a little	14.....	2.10%
None.....	7.....	1.00%
N=	660.....	100.00%

Party and Ideology

Voted for Romney or Obama in 2012

In the 2012 presidential election, did you vote for Mitt Romney or Barack Obama?

Barack Obama.....	330.....	49.90%
Mitt Romney	275.....	41.70%
Didn't Vote	49.....	7.40%
Don't Know	4.....	0.60%
Refused	2.....	0.40%
N=	660.....	100.00%

Obama Approval

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

Approve.....	327.....	49.50%
Disapprove	308.....	46.60%
Don't know	23.....	3.50%
Refused	3.....	0.40%
N=	660.....	100.00%

Self-Reported Party Identification

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

Democrats	232.....	35.50%
Independents	235.....	36.00%
Republicans.....	186.....	28.50%
N=	652.....	100.00%

Registration Party ID: From Sample File

Democrats	292.....	44.30%
Independents	150.....	22.70%
Republicans.....	218.....	33.00%
N=	660.....	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?

Conservative	253.....	38.40%
Moderate	236.....	35.70%
Liberal	146.....	22.20%
Don't Know	24.....	3.60%
Refused	1.....	0.20%
N=	660.....	100.00%

Demographics

Education

How much school have you completed?

Less than HS	12.....	1.80%
High School / GED	110.....	16.60%
Some College/ AA / Technical	187.....	28.30%
College Graduate	226.....	34.30%
Graduate School.....	124.....	18.80%
Don't Know	1.....	0.10%
Refused	0.....	0.10%
N=	660.....	100.00%

Age

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

18-25	68.....	10.30%
26-40	143.....	21.70%
41-65	319.....	48.40%
66+	129.....	19.60%
N=	660.....	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	67.....	10.20%
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\$25,000 to \$50,000	131.....	19.90%
\$50,000 to \$75,000	120.....	18.20%
More than \$75,000	264.....	40.00%
Don't Know	39.....	6.00%
Refused	38.....	5.80%
N=	660.....	100.00%

Race

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

White.....	471.....	71.40%
Black	152.....	23.10%
Other	36.....	5.50%
N=	660.....	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	40.....	6.00%
Dual Use.....	414.....	62.80%
Cell only.....	206.....	31.20%
N=	660.....	100.00%

Post-Interview Questions

Interviewer-Assessed Gender

Was the person male or female?

Male	294.....	44.50%
Female.....	366.....	55.50%
N=	660.....	100.00%

Interviewer-Assessed Southern Accent

Did the person have a Southern accent?

Strong Southern Accent	203.....	31.50%
Slight Southern Accent	277.....	43.00%
No Southern Accent.....	164.....	25.50%
Total	644.....	100.00%

Cross Tabulations

Presidential Vote Choice: Trump or Clinton (as share of two party vote)

	Donald Trump	Hillary Clinton	Total
	%	%	%
Race			
White	61	39	100
Black	2	98	100
Education			
Less than HS	25	75	100
High School / GED	57	43	100
Some College/ AA / Technical	55	45	100
College Graduate	44	56	100
Graduate School	31	69	100
Sex			
Male	56	44	100
Female	39	61	100
Income			
Less than \$25,000	43	57	100
\$25,000 to \$50,000	45	55	100
\$50,000 to \$75,000	41	59	100
More than \$75,000	49	51	100
Ideology			
Conservative	84	16	100
Moderate	28	72	100
Liberal	8	92	100
Party Identification			
Democrats	5	95	100
Independents	53	47	100
Republicans	96	4	100
Age			
18-40	45	55	100
41-65	46	54	100
65+	49	51	100
Accent			
Strong Southern Accent	63	37	100
Slight Southern Accent	46	54	100
No Southern Accent	28	72	100
Vote 2012			
Barack Obama	5	95	100
Mitt Romney	95	5	100
Obama Approval			
Approve	3	97	100
Disapprove	97	3	100

Governor Vote Choice: McCrory or Cooper (as share of two party vote)

	Pat McCrory	Roy Cooper	Total
	%	%	%
Race			
White	58	42	100
Black	13	87	100
Education			
Less than HS	28	72	100
High School / GED	56	44	100
Some College/ AA / Technical	56	44	100
College Graduate	45	55	100
Graduate School	34	66	100
Sex			
Male	55	45	100
Female	41	59	100
Income			
Less than \$25,000	41	59	100
\$25,000 to \$50,000	52	48	100
\$50,000 to \$75,000	40	60	100
More than \$75,000	49	51	100
Ideology			
Conservative	83	17	100
Moderate	30	70	100
Liberal	16	84	100
Party Identification			
Democrats	12	88	100
Independents	49	51	100
Republicans	91	9	100
Age			
18-40	51	49	100
41-65	46	54	100
65+	46	54	100
Accent			
Strong Southern Accent	62	38	100
Slight Southern Accent	47	53	100
No Southern Accent	34	66	100
Vote 2012			
Barack Obama	9	91	100
Mitt Romney	88	12	100
Obama Approval			
Approve	9	91	100
Disapprove	87	13	100
Presidential Vote			
Hillary Clinton	7	93	100
Donald Trump	93	7	100

Senate Vote Choice: Burr or Ross (as share of two party vote)

	Richard Burr	Deborah Ross	Total
	%	%	%
Race			
White	62	38	100
Black	9	91	100
Education			
Less than HS	25	75	100
High School / GED	62	38	100
Some College/ AA / Technical	55	45	100
College Graduate	49	51	100
Graduate School	37	63	100
Sex			
Male	57	43	100
Female	44	56	100
Income			
Less than \$25,000	39	61	100
\$25,000 to \$50,000	49	51	100
\$50,000 to \$75,000	42	58	100
More than \$75,000	54	46	100
Ideology			
Conservative	84	16	100
Moderate	35	65	100
Liberal	14	86	100
Party Identification			
Democrats	9	91	100
Independents	53	47	100
Republicans	95	5	100
Age			
18-40	56	44	100
41-65	47	53	100
65+	49	51	100
Accent			
Strong Southern Accent	63	37	100
Slight Southern Accent	49	51	100
No Southern Accent	36	64	100
2012 Vote			
Barack Obama	8	92	100
Mitt Romney	93	7	100
Obama Approval			
Approve	8	92	100
Disapprove	91	9	100
Presidential Vote Choice			
Hillary Clinton	5	95	100
Donald Trump	95	5	100

Won Debate

Regardless of how you intend to vote, which candidate do you think won Monday night's debate?

	Hillary Clinton %	Donald Trump %	Don't Know %	Refused %	Total %
White	55	22	23	0	100
Black	95	1	4	0	100
Democrats	95	2	4	0	100
Independents	63	15	21	0	100
Republicans	30	40	30	0	100
Male	58	18	25	0	100
Female	69	18	13	0	100

Confidence in Trump After Debate

After watching the debate, do you now have more or less confidence in Donald Trump's ability to be president?

	More %	Less %	About the same %	Don't Know %	Refused %	Total %
White	28	39	31	2	0	100
Black	1	79	11	8	2	100
Democrats	4	79	11	5	1	100
Independents	20	47	30	2	0	100
Republicans	46	13	39	2	0	100
Male	23	41	33	2	1	100
Female	21	53	22	3	0	100

Confidence in Clinton After Debate

After watching the debate, do you now have more or less confidence in Hillary Clinton’s ability to be president?

	More	Less	About the same	Don't Know	Refused	Total
	%	%	%	%	%	%
White	30	43	25	1	0	100
Black	63	2	34	1	0	100
Democrats	70	6	22	1	0	100
Independents	29	33	35	3	0	100
Republicans	5	69	22	4	0	100
Male	31	38	30	1	0	100
Female	40	31	24	4	0	100

Repeal House Bill 2

Do you think HB2, also known as the Bathroom Bill, should remain a law or be repealed?

	Remain A Law	Be Repealed	Something Else	Don't Know	Refused	Total
	%	%	%	%	%	%
White	37	55	2	5	1	100
Black	26	55	0	17	2	100
Democrats	19	68	0	13	1	100
Independents	28	60	2	8	1	100
Republicans	59	35	3	4	0	100
Male	41	50	2	7	0	100
Female	28	60	1	10	1	100

Police Treatment of Blacks and Whites

Do you think police treat blacks the same as whites, worse than whites, or better than whites?

	Better	Same	Worse	Don't Know	Refused	Total
	%	%	%	%	%	%
White	3	54	33	10	1	100
Black	0	10	82	7	1	100
Democrats	1	18	72	9	1	100
Independents	3	44	39	14	1	100
Republicans	4	71	15	9	1	100
Male	3	49	40	7	1	100
Female	2	37	47	13	1	100

Protests Make Things Better or Worse

In the long-term, do you feel protests after police shootings will make matters worse or lead to positive change?

	Positive Change	Make Matters Worse	Not Make Much Difference	Don't Know	Refused	Total
	%	%	%	%	%	%
White	22	67	4	6	0	100
Black	47	31	12	10	0	100
Democrats	42	39	7	11	0	100
Independents	28	59	8	6	0	100
Republicans	7	84	4	5	0	100
Male	22	63	8	7	0	100
Female	32	55	5	8	0	100

Approve or Disapprove of Police Handling of Unrest

Do you approve or disapprove of the way the police have handled the unrest in Charlotte?

	Approve	Disapprove	Don't know	Refused	Total
	%	%	%	%	%
White	66	17	17	0	100
Black	29	61	10	0	100
Democrats	39	42	19	1	100
Independents	61	23	16	0	100
Republicans	74	14	12	0	100
Male	61	24	15	0	100
Female	54	29	17	1	100

Should Police Camera Footage Be Public

Should all videos recorded by police cameras be available to the public upon request or should the police be able to restrict access to these recordings?

	All videos publicly available	Police can restrict access	Don't Know	Refused	Total
	%	%	%	%	%
White	49	44	7	0	100
Black	88	8	4	0	100
Democrats	74	21	6	0	100
Independents	58	33	8	0	100
Republicans	37	58	5	0	100
Male	53	40	6	0	100
Female	61	32	7	0	100

Question Ordering

- Introductory screen
- Vote Choice
 - Presidential Race: Clinton v. Trump v. Johnson
 - Undecided Probe
 - Johnson Probe
 - Governor's Race: McCrory v. Cooper v. Cecil
 - Undecided Probe
 - Cecil Probe
 - Senate Race: Burr v. Ross v. Haugh
 - Undecided Probe
 - Haugh Probe
- Presidential Debate and Who Will Win
 - Did You Watch the Debate?
 - Who Won the Debate?
 - Confidence in Trump/Clinton After Debate
 - Who Will Win in 2016
- Vote Likelihood
 - Plan to Vote in 2016
 - How Certain Will Vote in 2016
 - Know Their Precinct
 - Thought About Election Much
- Should House Bill 2 Be Repealed?
- Police Shooting and Protests in Charlotte
 - Police Treatment of Blacks and Whites
 - Protests Make Things Better or Worse
 - Approve or Disapprove Police Handling of Unrest
 - Should Police Camera Footage Be Public
- Party and Ideology
 - Voted for Romney or Obama in 2012
 - Obama Approval
 - Self-Reported Party Identification
 - Ideology
- Demographics
 - Education
 - Age
 - Income
 - Race
 - Own landline [cell #s only]
 - Own cell [landline #s only]
- Additional Questions
 - School Control
 - School Start Date
- Post-Interview Questions
 - Interviewer-Assessed Gender
 - Interviewer-Assessed Southern Accent

Methodological Information

Mode:Live Interviewer, Cell Phone and Landline
PopulationLikely Voters, North Carolina
Sample:Voter Registration List, North Carolina
Dates in the field:September 27-30, 2016
Sample Size:.....660
Margin of Error:+/- 3.81
Confidence Level:95%
Weighting Variables:Age, Race, and Sex, Registered Party Identification

Procedure

The Elon University Poll uses a random sample of North Carolina voters with telephones and wireless (cell) telephone numbers.

For the administration of surveys, the Elon University Poll uses CATI system software (Computer Assisted Telephone Interviewing). We attempt to reach each working telephone number in the sample up to three times. We only interview residents of North Carolina who are over 18. In compliance with FCC rules, each phone number was dialed manually by a human interviewer. An interview is complete only if a respondent progresses through the entire survey.

The Elon University Poll conducted the survey in English. Live interviewers called from 4:30 pm to 9:30 pm on Tuesday to Thursday (9/27-9/29) and 3:30 pm to 8:30 pm on Friday 9/30.

Please direct questions about the Elon University Poll’s methodology to the Director of the Elon University Poll, Dr. Jason Husser at 336-278-5239 or jhusser@elon.edu.

Weighting

Weights were generated using a technique known as iterative proportional fitting, also known as raking. We typically weight results from the Elon University Poll on multiple demographic characteristics. In the case of this survey, our target population was registered voters in North Carolina.

The weight variables were race, gender, age and registered party identification. Each variable was weighted to match relative proportions of ballots cast in the 2012 general election. Note that registered party differs significantly from self-identified party identification, which is more of a psychological attachment than a stable demographic.

Because the sample was from the voter registration list rather than a random digit dial, we did not weight on phone usage (as is our practice with RDD surveys), largely because CDC parameters of phone usage are reflective of the general population rather than registered voters alone. However, phone usage (reported in the topline) is roughly approximate CDC estimates for all North Carolina Residents.

Final results in the topline above deviate from these parameters because the sample was later restricted to likely voters from the larger sample of registered voters.

Design Effects

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 1.27. So an adjusted margin of error for that sample that takes into account the design effect of a survey would be +/- 4.83 instead of +/- 3.81.

Likely Voter Model

We completed 762 interviews of registered voters in North Carolina. This report is limited to the 660 likely voters we identified from those initial interviews. In order for a respondent to qualify as a likely voter, they had to provide appropriate answers to at least three out of the four following questions:

- Do you, yourself, plan to vote in the election this November, or not? (Accepted Answer: yes)
- How certain are you that you will vote? Absolutely certain, fairly certain, or not certain. (Absolutely certain)
- Do you happen to know where people who live in your neighborhood go to vote? (Yes)
- How much thought have you given to the upcoming November election? (Quite a lot; or Some)

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.

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. Unless otherwise noted, interviewers do not prompt “don’t know” responses.

Frequently Asked Questions

1. Who pays for the Elon University Poll?

Elon University fully funds the Elon University Poll. 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 to the community. 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.

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 a random sample of the North Carolina registered voter list from Survey Sample International (SSI). SSI enhances this list to provide up-to-date phone numbers for voters. We attempted additional random numbers of registered voters under age 40 in order to compensate for the group's probability of non-response.

4. How many times do you call a number before giving up?

We will attempt to call each working number up to three 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.

6. Do you report non-response rates?

Yes. We report non-response rates based on AAPOR guidelines. The response rate for the September 27-30, 2016 poll was 11%. 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. How are students involved in the Elon University Poll?

Elon University students are involved with the survey as part of the University's commitment to civic engagement and experiential learning where "students learn through doing." Student interviewers receive training prior to engaging in interviewing. A team of student polling associates assists the director with data collection.

The Elon University Poll Team



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



Kaye Usry is Interim Assistant Director of the Elon University Poll, Instructor in Political Science & Policy Studies at Elon University, and a Ph.D. Candidate at the University of Illinois at Urbana-Champaign.



Daniel Anderson is Vice President of Elon University Communications.



Owen Covington is Director of the Elon University News Bureau.

For more information on the Elon University Poll visit elon.edu/elonpoll or contact:

Jason A. Husser, Ph.D.

Director of the Elon University Poll

jhusser@elon.edu

(336) 278-5239

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