



ELON POLL

North Carolina: A Divided State on the Road to the White House

Likely Voters in North Carolina
September 12th - 16th, 2016

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Key Survey Insights

What is the current state of the Presidential race?

The North Carolina Presidential race is extremely close at this point in the campaign. Donald Trump, the Republican nominee, has a slight but statistically insignificant lead of 1.4 percentage points over Hillary Clinton (42.8 percent to 44.2 percent), the Democratic nominee. The Libertarian nominee Gary Johnson is receiving 6.0 percent of the vote, while 5.8 percent of North Carolina voters remain undecided in this race.

Clinton has a significant advantage among black voters, with 98 percent of those surveyed indicating they intend to cast their vote for the Democratic nominee. Trump has a significant advantage among white voters, with 65 percent indicating they intend to cast their vote for the Republican nominee.

Clinton has an advantage among female voters, and Trump among male voters, however, these differences are slight. 45 percent of male voters intend to vote for Clinton, the Democratic nominee, while 47 percent of female voters intend to vote for Trump.

Views of Candidates

In this survey, we asked a number of questions related to issues that have come up over the course of the Presidential campaign: candidate health, Donald Trump's campaign slogan, "Make America Great Again," the historic nature of Clinton's nomination, which candidate will benefit what groups, and whether voters believe Obama or Putin is a better leader.

If Trump is making America great again, what decade in the past is better than now?

Likely voters were asked whether they believed there was a time in the United States better than today. A plurality, 31 percent, indicated that no, there was not a better time than today. Two follow-up questions were asked of those who indicated there was a time when America was better: what time period do they think was better than today and why they chose that time period.

The 1980s were the most common decade named by those who believe there was a better time in America, with 22 percent of likely voters named this as the time period they had in mind. 10 percent named the 1990s as a better time than today. Somewhat surprisingly and only 9 percent named the 1950s.

In explaining their reasoning, the most common response for naming any particular time period had to do with the economy. Ronald Reagan was explicitly mentioned as the second most common reason why the 1980s were better than today. Notably, African-Americans and whites differed on which decade they thought was best: 45 percent of African-Americans said "Today" compared to 28 percent of whites. While 12 percent of whites said the 1950s were better than today, 0 percent of African-Americans mentioned the 1950s.

Please note that sample sizes are very small for many of these open-ended question subgroups.

How much of a factor is candidate health?

In the wake of her pneumonia diagnosis, Clinton's health has been a major campaign story. Thus, it is unsurprising that more voters express that she may not be healthy enough to be president at this time. 56 percent of likely voters believe Clinton will be physically healthy enough to be president, and 77 percent

believe Trump will be physically health enough to run the country. These perceptions are highly partisan. Democrats generally feel she will be healthy enough, but a majority of Republicans disagree.

We also asked voters whether they think the candidates have disclosed enough information about their health status, and found that for both candidates, a plurality believe they have not: 47 percent of North Carolina voters believe Clinton has not disclosed enough information, and 45 percent believe Trump has not disclosed enough information about his health status.

Does it matter that Clinton would be the first female president?

Respondents were asked whether it made any difference to them that Hillary Clinton, if elected, would be the first female president in American history. A strong majority (87 percent) of likely voters indicate that Clinton's gender is not a factor in their voting decision. Only 3 percent indicated her gender makes them less likely to vote for her, and 8 percent indicated that her being a woman made them more likely to vote for her.

Who do voters believe each candidate will benefit?

In this survey, respondents were read a list of demographic groups, and asked to name whether Trump or Clinton would be better for that group. More voters named Clinton as the candidate most likely to benefit poor people, women, African Americans, and Hispanics and Latinos. More voters named Trump as the candidate most likely to benefit rich people, men, and whites.

Group evaluations are highly associated with vote choice. However, both Clinton and Trump voters agree that Trump would be better for rich people. Perhaps surprisingly given Trump's immigration policies, 75 percent of Trump voters believe he would be better than Clinton for Hispanics and Latinos.

What about Libertarian and Undecided Voters?

Among undecided voters, when pressed on who they lean more towards, Hillary Clinton has a slight advantage, with 35 percent of undecided voters indicating they would vote for her if they had to choose at this point in the campaign. 18 percent of undecided voters lean toward Trump, and 18 percent lean toward Gary Johnson.

Among Johnson voters, when pressed on who they lean more towards, Donald Trump has a slight advantage, with 33 percent of Johnson voters indicating they would vote for him if they had to choose between Clinton and Trump. 26 percent of Johnson voters indicate they lean towards Clinton, and 24 percent say they are undecided between the two major party nominees.

Please note that sample sizes are very small for these probes.

Do North Carolina voters agree with Trump: Is Putin a better leader than Obama?

Donald Trump recently said of the Russian president, "It's a very different system and I don't happen to like the system, but certainly, in that system, he's been a leader, far more than our president has been a leader." Voters in North Carolina overall disagree with Trump's position. 60 percent said Obama was a better leader and 23 percent said Putin. Democrats almost unanimously said Obama (94 percent). However, 39 percent of N.C. Republicans said Putin compared to 29 percent who said Obama. 24 percent of Republicans said "don't know" compared to only 2 percent of Democrats.

Is Split Ticket Voting High This Year?

Split ticket voting is a relatively rare phenomena according to our results. We asked an open-ended question to ticket splitters about why they were splitting their tickets. A dominant pattern failed to emerge as an explanation.

Topline Results

Vote Choice

Presidential Race

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	276	42.80%
Donald Trump	285	44.20%
Gary Johnson	39	6.00%
Jill Stein	1	0.10%
Other Candidate	4	0.60%
Undecided / Don't Know	37	5.80%
Refused	3	0.40%
Total	644	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	13	35%
Donald Trump	7	18%
Gary Johnson	6	18%
Undecided / Don't Know (don't read)	10	29%
Total	36	100%

Presidential Race: Johnson Voter Probe

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

Hillary Clinton	10	26%
Donald Trump	13	33%
Other Candidate (don't read)	5	12%
Undecided/Don't Know (don't read)	10	24%
Refused (don't read)	2	6%
Total	41	100%

Presidential Election Issues

Make America Great Again: Which decade?

If you had to pick only one decade that was better overall than now, which decade would you choose?
(Note: Respondents who indicated there was not a time better overall than now, are coded as “Today” below)

Today	198	30.70%
2000s	23	3.60%
1990s	66	10.20%
1980s	142	22.00%
1970s	35	5.50%
1960s	34	5.20%
1950s	57	8.90%
Other	14	2.20%
Don't Know	67	10.50%
Refused	8	1.20%
Total	644	100.00%

Great Again: Why?

What is one reason why you think culture in the time you said was better than it is now?
{See pp.18-19 for detailed results of this open-ended question.}

Trump or Clinton Better for Group

I'm going to read you a list of demographic groups in the United States, please tell me who you think would be better for each group: [Donald Trump or Hillary Clinton]. [Note: group order was randomized within types: class, gender, and race].

Poor people?

Trump	253	39.30%
Clinton	355	55.20%
Don't Know (don't read)	29	4.50%
Refused (don't read)	7	1.10%
Total	644	100.00%

Middle class people?

Trump	305	47.30%
Clinton	308	47.80%
Don't Know (don't read)	26	4.00%
Refused (don't read)	6	0.90%
Total	644	100.00%

Rich people?

Trump.....	406.....	63.00%
Clinton	194.....	30.10%
Don't Know (don't read).....	39.....	6.10%
Refused (don't read).....	5.....	0.80%
Total	644.....	100.00%

Men?

Trump.....	362.....	56.20%
Clinton	231.....	35.90%
Don't Know (don't read).....	46.....	7.20%
Refused (don't read).....	5.....	0.70%
Total	644.....	100.00%

Women?

Trump.....	240.....	37.20%
Clinton	371.....	57.60%
Don't Know (don't read).....	29.....	4.60%
Refused (don't read).....	4.....	0.60%
Total	644.....	100.00%

African Americans?

Trump.....	238.....	36.90%
Clinton	361.....	56.00%
Don't Know (don't read).....	40.....	6.20%
Refused (don't read).....	5.....	0.80%
Total	644.....	100.00%

Hispanics or Latinos?

Trump.....	222.....	34.50%
Clinton	376.....	58.30%
Don't Know (don't read).....	40.....	6.20%
Refused (don't read).....	6.....	1.00%
Total	644.....	100.00%

Whites?

Trump.....	340.....	52.80%
Clinton	239.....	37.10%
Don't Know (don't read).....	58.....	9.00%
Refused (don't read)	7.....	1.10%
Total	644.....	100.00%

Better or Worse Candidate: Clinton

Do you think Hillary Clinton is a [worse] Democratic candidate than usual, about the same, or [better] than usual?

Better.....	82.....	12.70%
About the Same.....	220.....	34.20%
Worse	331.....	51.40%
Don't Know (don't read).....	7.....	1.10%
Refused (don't read)	4.....	0.60%
Total	644.....	100.00%

Better or Worse Candidate: Trump

Do you think Donald Trump is a [worse] Republican candidate than usual, about the same, or [better] than usual?

Better.....	143.....	22.30%
About the Same.....	84.....	13.00%
Worse	398.....	61.80%
Don't Know (don't read).....	19.....	2.90%
Total	644.....	100.00%

First Female President

Are you [more or less] likely to vote for Hillary Clinton because she would be the first female president in American history, or does it not make much difference to you either way?

More likely.....	54.....	8.40%
Less likely	19.....	3.00%
No difference	562.....	87.30%
Don't Know (don't read).....	8.....	1.20%
Refused (don't read)	1.....	0.10%
Total	644.....	100.00%

Obama or Putin: Who’s a better leader?

Who do you think is a better leader: Barack Obama, [President of the United States], or Vladimir Putin, [President of Russia]?

(Note: Question wording was randomized to sometimes include title, or not. Results are available upon request.)

Obama	383	59.50%
Putin	147	22.80%
Don't Know (don't read).....	88	13.70%
Refused (don't read)	26	4.00%
Total	644	100.00%

Physically Health Enough: Clinton

In general, do you think Hillary Clinton will be physically healthy enough to be president?

Yes	363	56.40%
No.....	205	31.80%
Don't Know	76	11.70%
Refused	1	0.10%
Total	644	100.00%

Physically Health Enough: Trump

In general, do you think Donald Trump will be physically healthy enough to be president?

Yes	497	77.20%
No.....	72	11.20%
Don't Know	70	10.90%
Refused	5	0.80%
Total	644	100.00%

Disclosed Enough Health Information: Clinton

Do you think Hillary Clinton has disclosed enough information about her health status?

Yes	285	44.30%
No.....	301	46.70%
Don't Know	51	7.90%
Refused	7	1.10%
Total	644	100.00%

Disclosed Enough Health Information: Trump

Do you think Donald Trump has disclosed enough information about his health status?

Yes	269.....	41.80%
No.....	290.....	45.00%
Don't Know	79.....	12.30%
Refused	6.....	0.90%
Total	644.....	100.00%

Split Ticket Voting

Split President and Governor Votes: One Reason Why

You mentioned that you were planning to vote for the Republican, Donald Trump for President but the Democrat, Roy Cooper for Governor. What is one reason why you plan to voter for different parties in the governor and presidential race?

Trump (R) and Cooper (D)

Don't vote based on party	15.....	51.7%
Dislike McCrory	7.....	24.1%
Like Cooper	3.....	10.3%
Need a change	2.....	6.8%
Like Trump	1.....	3.4%
No reason given	1.....	3.4%
Total	29.....	100%

You mentioned that you were planning to vote for the Democrat, Hillary Clinton for President but the Republican, Pat McCrory for Governor. What is one reason why you plan to vote for different parties in the governor and presidential race?

Clinton (D) and McCrory (R)

Don't vote based on party	13.....	48.1%
Dislikes Trump.....	5.....	18.5%
Likes McCrory	5.....	18.5%
No reason given	3.....	11.1%
Likes Clinton.....	1.....	3.7%
Total	27.....	100%

Split President and Senator Votes: One Reason Why

Trump(R) and Ross (D)

You mentioned that you were planning to vote for the Republican, Donald Trump for President but the Democrat, Deborah Ross for Senate. What is one reason why you plan to vote for different parties in the U.S. Senate and presidential races?

Don't vote based on party	7.....	36.8%
Likes Ross	5.....	26.3%
Other	4.....	21.1%
Dislikes Burr	1.....	5.3%
Dislikes Clinton	1.....	5.3%
No reason given	1.....	5.3%
Total	19.....	100%

Clinton (D) and Burr (R)

You mentioned that you were planning to vote for the Democrat, Hillary Clinton, for President but the Republican, Richard Burr for Senate. What is one reason why you plan to vote for different parties in the U.S. Senate and presidential races?

Don't vote based on party	9.....	36.0%
Dislikes Trump.....	5.....	20.0%
No reason given	5.....	20.0%
Likes Burr	4.....	16.0%
Likes Clinton.....	1.....	4.0%
Other	1.....	4.0%
Total	25.....	100%

Vote Likelihood

Plan to Vote in 2016

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

Yes	644.....	100.00%
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Vote Certainty

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

Absolutely certain	644.....	100.00%
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Know Their Precinct

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

Yes644.....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.....	314.....	48.80%
Mitt Romney.....	291.....	45.20%
Didn't Vote.....	26.....	4.10%
Don't Know.....	6.....	0.90%
Refused.....	6.....	1.00%
Total.....	644.....	100.00%

Obama Approval

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

Approve.....	298.....	46.20%
Disapprove.....	314.....	48.80%
Don't know.....	29.....	4.50%
Refused.....	3.....	0.50%
Total.....	644.....	100.00%

Self-Reported Party Identification

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

Democrats.....	224.....	35.60%
Independents.....	241.....	38.30%
Republicans.....	164.....	26.00%
Total.....	629.....	100.00%

Registration Party ID: From Sample File

Democrats.....	266.....	41.20%
Independents.....	171.....	26.60%
Republicans.....	207.....	32.20%
Total.....	644.....	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	234	36.30%
Moderate	266	41.40%
Liberals	110	17.10%
Don't Know	28	4.30%
Refused	6	0.90%
Total	644	100.00%

Demographics

Education

How much school have you completed?

Less than HS	10	1.60%
High School / GED	109	16.90%
Some College/ AA / Technical	196	30.40%
College Graduate	211	32.70%
Graduate School	115	17.90%
Don't Know	2	0.20%
Refused	2	0.20%
Total	644	100.00%

Age

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

18-30	16	2.60%
31-40	46	7.20%
41-50	92	14.50%
51-65	249	39.50%
65+	229	36.20%
Total	632	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	55	8.60%
\$25,000 to \$50,000	113	17.60%
\$50,000 to \$75,000	123	19.10%
More than \$75,000	271	42.10%

Don't Know	28	4.40%
Refused	53	8.20%
Total	644	100.00%

Race

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

White	475	73.70%
Black	120	18.60%
Other	29	4.50%
Don't Know	2	0.30%
Refused	18	2.90%
Total	644	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	35	5.50%
Dual Use.....	452	70.70%
Cell only.....	152	23.80%
Total	639	100.00%

Post-Interview Questions

Interviewer-Assessed Gender

Was the person male or female?

Male	290	45.10%
Female.....	354	54.90%
Total	644	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

	Donald Trump	Hillary Clinton	Total
<u>Race</u>	%	%	%
White	65	35	100
Black	2	98	100
Other	51	49	100
<u>Education</u>	%	%	%
Less than HS	50	50	100
High School / GED	65	35	100
Some College/ AA / Technical	54	46	100
College Graduate	51	49	100
Graduate School	34	66	100
<u>Sex</u>	%	%	%
Male	55	45	100
Female	47	53	100
<u>Income</u>	%	%	%
Less than \$25,000	41	59	100
\$25,000 to \$50,000	39	61	100
\$50,000 to \$75,000	51	49	100
More than \$75,000	55	45	100
<u>Ideology</u>	%	%	%
Conservative	87	13	100
Moderate	40	60	100
Liberal	7	93	100
<u>Party Identification (self-reported)</u>	%	%	%
Democrats	8	92	100
Independents	65	35	100
Republicans	94	6	100

	Donald Trump	Hillary Clinton	Total
Age	%	%	%
18-40	36	64	100
41-65	52	48	100
66+	54	46	100
Vote 2012	%	%	%
Barack Obama	6	94	100
Mitt Romney	97	3	100
Didn't Vote	78	22	100
Obama Approval	%	%	%
Approve	5	95	100
Disapprove	96	4	100
Accent	%	%	%
Strong Southern Accent	65	35	100
Slight Southern Accent	52	48	100
No Southern Accent	30	70	100

Who is better for each group: Trump or Clinton?

	Trump	Clinton	Don't Know	(Trump Minus Clinton)
“Rich People”				
All Likely Voters	64%	30%	6%	34%
Trump Voters	68%	25%	8%	43%
Clinton Voters	59%	38%	3%	22%
“Middle Class People”				
All Likely Voters	48%	48%	4%	0%
Trump Voters	95%	1%	4%	94%
Clinton Voters	0%	99%	1%	-98%
“Poor People”				
All Likely Voters	40%	56%	5%	-16%
Trump Voters	83%	12%	5%	71%
Clinton Voters	0%	99%	1%	-99%

	Trump	Clinton	Don't Know	(Trump Minus Clinton)
“Women”				
All Likely Voters	38%	58%	5%	-20%
Trump Voters	80%	13%	7%	67%
Clinton Voters	0%	100%	0%	-100%
“Men”				
All Likely Voters	57%	36%	7%	21%
Trump Voters	93%	1%	6%	92%
Clinton Voters	19%	75%	6%	-56%
“African Americans”				
All Likely Voters	37%	56%	6%	-19%
Trump Voters	80%	13%	7%	67%
Clinton Voters	0%	98%	2%	-98%
“Whites”				
All Likely Voters	53%	38%	9%	16%
Trump Voters	89%	2%	9%	87%
Clinton Voters	18%	76%	5%	-58%
“Hispanics and Latinos”				
All Likely Voters	35%	59%	6%	-24%
Trump Voters	75%	17%	8%	58%
Clinton Voters	0%	98%	2%	-98%

Better or Worse Candidate Than Usual

	Trump as a Candidate					Total
	Better	About the Same	Worse	Don't Know	Refused	
All Likely Voters	22%	13%	62%	3%	0%	100%
Democrats	5%	5%	89%	2%	0%	100%
Independents	26%	15%	55%	4%	0%	100%
Republicans	41%	21%	35%	4%	0%	100%

Clinton as a Candidate

	Better	About the Same	Worse	Don't Know	Refused	Total
All Likely Voters	13%	34%	51%	1%	1%	100%
Democrats	28%	57%	13%	2%	0%	100%
Independents	5%	24%	69%	1%	1%	100%
Republicans	3%	18%	79%	0%	1%	100%

Obama or Putin A Better Leader

	Obama	Putin	Don't Know	Refused	Total
All Likely Voters	60%	23%	14%	4%	100%
Democrats	94%	4%	2%	0%	100%
Independents	49%	29%	18%	4%	100%
Republicans	29%	39%	24%	9%	100%

Health of the Candidates

Clinton Healthy Enough

	Yes	No	Don't Know	Refused	Total
All Likely Voters	56%	32%	12%	0%	100%
Democrats	87%	6%	7%	0%	100%
Independents	47%	41%	13%	0%	100%
Republicans	29%	54%	18%	0%	100%

Trump Healthy Enough

	Yes	No	Don't Know	Refused	Total
All Likely Voters	77%	11%	11%	1%	100%
Democrats	56%	27%	16%	2%	100%
Independents	85%	3%	12%	0%	100%
Republicans	96%	1%	3%	0%	100%

Trump Disclosed Enough About Health

	Yes	No	Don't Know	Refused	Total
All Likely Voters	42%	45%	12%	1%	100%
Democrats	23%	66%	11%	0%	100%
Independents	48%	39%	13%	1%	100%
Republicans	58%	25%	15%	2%	100%

Clinton Disclosed Enough about Health

	Yes	No	Don't Know	Refused	Total
All Likely Voters	44%	47%	8%	1%	100%
Democrats	70%	22%	8%	0%	100%
Independents	40%	52%	6%	2%	100%
Republicans	16%	73%	10%	1%	100%

Best Decade in American History

	All Likely Voters	Trump Voters	Clinton Voters
2000s	4%	2%	5%
1990s	10%	8%	10%
1980s	22%	36%	9%
1970s	6%	6%	5%
1960s	5%	9%	2%
1950s	9%	13%	3%
Other	2%	3%	2%
Today	31%	13%	53%
Don't Know	11%	11%	11%
Refused	1%	1%	1%
Total	100%	100%	100%

Why The Past Was Better: Clinton Voters vs. Trump Voters

	All Likely Voters		Trump Voters		Clinton Voters	
	No.	%	No.	%	No.	%
Economy	107	30%	53	24%	27	30%
People	41	11%	28	13%	9	10%
Morals	38	10%	32	15%	4	4%
Politics	31	9%	21	10%	5	6%
Safety	27	7%	20	9%	6	6%
Unity	23	6%	11	5%	10	11%
Reagan	22	6%	20	9%	0	0%
Race	13	4%	7	3%	4	4%
Clinton	9	3%	1	0%	8	9%
Miscellaneous	37	10%	16	7%	14	16%
Don't Know	15	4%	9	4%	3	3%
Total	363	100%	217	100%	89	100%

Reasons Why Each Decade was Better than Today

	2000s	1990s	1980s	1970s	1960s	1950s	Other	Total
	%	%	%	%	%	%	%	%
Economy	29	44	32	38	6	21	12	29
People	13	8	9	11	23	15	11	11
Morals	0	3	7	16	17	24	13	10
Politics	0	3	9	10	19	10	12	8
Safety	0	8	6	4	15	6	28	7
Reagan	0	0	15	0	3	0	0	6
Unity	11	1	6	5	7	14	4	6
Race	9	6	3	6	4	0	0	4
Clinton	8	9	1	0	0	0	0	3
Miscellaneous	25	12	8	9	7	7	20	10
Don't Know	4	6	5	2	0	4	0	4
Total	100	100	100	100	100	100	100	100

Which Decade Better? Black vs. White Responses

	Black		White	
	No.	%	No.	%
2000s	11	11%	10	2%
1990s	11	12%	44	9%
1980s	11	11%	128	25%
1970s	4	4%	30	6%
1960s	1	1%	36	7%
1950s	0	0%	60	12%
Other	2	2%	12	2%
Today	43	45%	144	28%
Don't Know	13	13%	50	10%
Refused	1	1%	4	1%
Total	96	100%	518	100%

Question Ordering

- Introduction
 - 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 Election Issues
 - Great Again: Was there a better time in U.S.?
 - Great Again: Which decade?
 - Great Again: Why?
 - Trump or Clinton Better for Group
 - Poor people
 - Middle class people
 - Rich people
 - African Americans
 - Whites
 - Hispanics or Latinos
 - Men
 - Women
 - Better or Worse Candidate Than Usual
 - Clinton
 - Trump
 - First Female President
 - Obama or Putin: Who's a better leader?
- House Bill 2
 - Heard about HB2
 - Support for HB2
 - HB2 and Support for McCrory
 - HB2 affects NC's national reputation
- Split Ticket Voting
 - Split President and Governor Votes: One Reason Why
 - Split President and Senator Votes: One Reason Why
- Physically Health Enough: Clinton and Trump (randomized order)
- Disclosed Enough Health Information: Clinton and Trump (randomized order)
- Vote Likelihood
 - Voted for Romney or Obama in 2012

- Plan to Vote in 2016
- Vote Certainty
- Know Their Precinct
- Party and Ideology
 - Obama Approval
 - Self-Reported Party Identification
 - Ideology
- Demographics
 - Education
 - Age
 - Income
 - Race
 - Own landline [cell #s only]
 - Own cell [landline #s only]
- 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 12-16, 2016
Sample Size:.....644
Margin of Error:+/- 3.86
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.

The Elon University Poll conducted the survey in English. Live interviewers called from 4:30 pm to 9:30 pm on Monday to Thursday (9/12-9/15) and 3:00 pm to 8:00 pm on Friday 9/16.

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. We weighted results to reflect official statistics about registered voters provided by the North Carolina State Board of Elections.

The weight variables were race, gender, and registered party identification. Note that registered party differs significantly from self-identified party identification, which is more of a psychological attachment than a stable demographic. Age was weighted so that respondents over 65 composed no more than 35% of our sample.

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.

The table below presents key sample parameter before and after weighting.

	NC SOBE Parameter	Unweighted Sample (Registered Voters)	Weighted Sample (Registered Voters)
Sex : Male	45.7%	39%	45.7%
Sex: Female	54.3%	61%	54.3%
Registered Party: Democrat	40.1%	41.4%	40.1%
Registered Party: Republican	30.4%	35.6%	30.4%
Registered Party: Unaffiliated	29.5%	23.0%	29.5%
Race: White	68.4%	80.1%	70.7%
Race: Black	21.8%	17.7%	22.5%
Race: Not Black or White	9.8%	2.2%	6.8%

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 1.089. So an adjusted margin of error for that sample that takes into account the design effect of a survey would be +/- 4.2 instead of +/- 3.86.

Likely Voter Screen

We completed 799 interviews of registered voters in North Carolina. This report is limited to the 644 likely voters we identified from those initial interviews. In order for a respondent to qualify as a likely voter, they had to say they planned to vote in November, that they were absolutely certain they planned to vote and that they knew the precinct where they would vote.

Completion Criteria

An interview is 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.

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 commitment to state, regional, and national constituents. 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.

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 12-16, 2016 poll was 9%. 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.

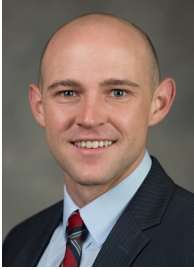
8. Do you randomize response options?

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:

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