



Survey of Likely 2026 General Election Voters

North Carolina Statewide

Conducted August 11 - 12, 2025

n=600 | $\pm 3.98\%$

Q1. Vote Method: How do you plan to vote in the 2026 general election for U.S. Congress?

	Aug '25	Mar '25	Jan '25
<u>Vote in-person on Election Day</u>	<u>36.0%</u>	<u>34.7%</u>	<u>31.1%</u>
Definitely vote in-person on Election Day	20.4%	22.8%	20.0%
Probably vote in-person on Election Day	15.6%	11.9%	11.0%
<u>Vote absentee by mail</u>	<u>6.0%</u>	<u>3.8%</u>	<u>6.3%</u>
Definitely vote absentee by mail	3.3%	1.4%	3.0%
Probably vote absentee by mail	2.6%	2.3%	3.3%
<u>Vote early in-person</u>	<u>58.0%</u>	<u>61.5%</u>	<u>62.6%</u>
Definitely vote early in-person	31.2%	35.3%	32.3%
Probably vote early in-person	26.8%	26.3%	30.3%
Total	100.0%	100.0%	100.0%

Q2. US RD/WT: Generally speaking, would you say things in the United States are headed in the right direction or off on the wrong track?

	Aug '25	Mar '25	Nov '24	Sep '24
<u>Right direction</u>	<u>47.0%</u>	<u>47.6%</u>	<u>48.3%</u>	<u>27.0%</u>
Definitely the right direction	24.6%	30.9%	35.4%	5.9%
Mostly the right direction	22.3%	16.7%	12.9%	21.1%
<u>Wrong track</u>	<u>49.7%</u>	<u>47.4%</u>	<u>43.1%</u>	<u>63.0%</u>
Mostly the wrong track	12.7%	5.6%	7.7%	15.7%
Definitely the wrong track	36.9%	41.8%	35.3%	47.2%
Unsure	3.4%	5.0%	8.7%	10.0%
Total	100.0%	100.0%	100.0%	100.0%

Q3. NC RD/WT: Generally speaking, would you say things in North Carolina are headed in the right direction or off on the wrong track?

	Aug '25	Mar '25	Nov '24	Oct '24
<u>Right direction</u>	<u>38.9%</u>	<u>38.1%</u>	<u>50.1%</u>	<u>38.2%</u>
Definitely the right direction	5.0%	7.8%	18.7%	6.7%
Mostly the right direction	33.9%	30.3%	31.4%	31.4%
<u>Wrong track</u>	<u>41.7%</u>	<u>38.5%</u>	<u>27.9%</u>	<u>45.4%</u>
Mostly the wrong track	28.2%	22.7%	15.1%	25.1%
Definitely the wrong track	13.5%	15.8%	12.8%	20.3%
Unsure	19.4%	23.4%	22.0%	16.5%
Total	100.0%	100.0%	100.0%	100.0%

Q4. Trump Job Approval: Do you approve or disapprove of the job Donald Trump is doing as President?

	Aug '25	Mar '25	Nov '24
<u>Approve</u>	<u>47.8%</u>	<u>49.5%</u>	<u>47.2%</u>
Strongly approve	36.8%	37.6%	42.3%
Somewhat approve	11.0%	11.9%	4.9%
<u>Disapprove</u>	<u>50.3%</u>	<u>48.7%</u>	<u>44.5%</u>
Somewhat disapprove	5.8%	4.1%	3.4%



Strongly disapprove	44.6%	44.6%	41.1%
<u>Neither approve nor disapprove</u>	-	-	<u>5.5%</u>
Unsure	1.8%	1.8%	2.9%
Total	100.0%	100.0%	100.0%

Q5. Stein Job Approval: Do you approve or disapprove of the job Josh Stein is doing as Governor?

	Aug '25	Mar '25	Nov '24
<u>Approve</u>	<u>50.5%</u>	<u>55.6%</u>	<u>53.2%</u>
Strongly approve	22.6%	26.9%	36.5%
Somewhat approve	27.9%	28.6%	16.7%
<u>Disapprove</u>	<u>30.1%</u>	<u>20.4%</u>	<u>24.9%</u>
Somewhat disapprove	16.1%	10.2%	10.1%
Strongly disapprove	14.1%	10.2%	14.8%
<u>Neither approve nor disapprove</u>	-	-	<u>13.7%</u>
Unsure	19.4%	24.0%	8.2%
Total	100.0%	100.0%	100.0%

Q6 - Q7. Images: For each of the following, please indicate if you have heard of the person, and if you have, whether you have a favorable or unfavorable opinion of them. If you haven't heard of a name, choose so

	Fav	Very Fav	Unfav	Very Unfav	No opinion	NHO	NET Fav
Roy Cooper	<u>47.3%</u> <u>284</u>	29.8% 179	<u>39.8%</u> <u>239</u>	28.9% 173	9.0% 54	4.0% 24	7.5%
Michael Whatley	<u>14.9%</u> <u>90</u>	6.8% 41	<u>11.3%</u> <u>68</u>	7.0% 42	22.5% 135	51.3% 308	3.6%

Q8. Senate Ballot: If the 2026 midterm election for U.S. Senate was held today, and you had to make a choice, who would you vote for?

	Freq.	%
<u>Michael Whatley, the Republican</u>	<u>235</u>	<u>39.1%</u>
Definitely Michael Whatley, the Republican	148	24.7%
Probably Michael Whatley, the Republican	86	14.4%
<u>Roy Cooper, the Democrat</u>	<u>284</u>	<u>47.3%</u>
Probably Roy Cooper, the Democrat	44	7.3%
Definitely Roy Cooper, the Democrat	240	40.0%
<u>Someone else</u>	<u>23</u>	<u>3.9%</u>
Unsure	59	9.8%
Total	600	100.0%



Q9. Legislative Generic Ballot: If the 2026 general elections were held today, and you had to make a choice, would you vote for the Republican or Democratic candidates for the North Carolina State Legislature?

	Freq.	%
<u>Republican candidates</u>	<u>271</u>	<u>45.2%</u>
Definitely the Republican candidates	210	35.0%
Probably the Republican candidates	62	10.3%
<u>Democratic candidates</u>	<u>268</u>	<u>44.7%</u>
Probably the Democratic candidates	51	8.4%
Definitely the Democratic candidates	217	36.2%
Unsure	61	10.1%
Total	600	100.0%

Q10. Congressional Generic Ballot: And regardless of how you would vote at the state level, if the 2026 general election for U.S. Congress was held today, and you had to make a choice, who would you vote for?

	Freq.	%
<u>Republican candidate</u>	<u>276</u>	<u>46.0%</u>
Definitely the Republican candidate	208	34.6%
Probably the Republican candidate	68	11.4%
<u>Democratic candidate</u>	<u>277</u>	<u>46.1%</u>
Probably the Democratic candidate	49	8.2%
Definitely the Democratic candidate	227	37.9%
Unsure	47	7.9%
Total	600	100.0%

Q11. Founders Opinion: Do you have a positive or negative view of the American Founders and the principles that inspired the American Revolution?

	Freq.	%
Positive view of both the Founders and principles	395	65.9%
Positive view of the Founders, but negative view of the principles	25	4.2%
Negative view of the Founders, but positive view of the principles	42	7.0%
Negative view of both the Founders and the principles	22	3.7%
Unsure	115	19.1%
Total	600	100.0%

Q12. Crime Concern: How concerned are you about crime and safety in your neighborhood?

	Freq.	%
<u>Concerned</u>	<u>379</u>	<u>63.2%</u>
Very concerned	143	23.8%
Somewhat concerned	237	39.5%
<u>Not concerned at all</u>	<u>212</u>	<u>35.3%</u>



Unsure	9	1.5%
Total	600	100.0%

Q13. Safety Top Issue: Which of the following issues related to public safety do you consider the most pressing in your area? You can choose as many options as three.

	Freq.	%
Traffic safety	276	46.0%
Drug-related issues	261	43.4%
Property crime	217	36.1%
Cybersecurity threats	167	27.8%
Violent crime	155	25.8%
Police-community relations	121	20.2%
Gang activity	72	12.0%
Unsure	36	6.0%
Total	600	100.0%

Q14. Law Enforcement Rating: How would you rate the performance of local law enforcement agencies in ensuring public safety?

	Freq.	%
Excellent	123	20.5%
Good	256	42.7%
Fair	140	23.3%
Poor	47	7.8%
Unsure	34	5.7%
Total	600	100.0%

Q15. Stein Veto Opinion: Since taking office, Governor Josh Stein has vetoed more than a dozen bills passed by the state legislature. Do you believe Governor Stein's vetoes reflect:

	Freq.	%
A careful approach to policy that checks overreach by the legislative branch	216	36.0%
A politically motivated obstruction that blocks legislative priorities	197	32.9%
Unsure	186	31.1%
Total	600	100.0%

Q16. Tariffs Opinion: Do you believe tariffs on imported goods raise prices for everyday consumers?

	Freq.	%
Yes	374	62.4%
No	141	23.4%
Unsure	85	14.1%
Total	600	100.0%

Q17. Trade Policy Opinion: Which approach do you believe is better for the US global trade policy?

	Freq.	%
Encouraging free-market competition and lower trade barriers	273	45.6%
Using tariffs and subsidies to protect U.S. industries	220	36.6%
Unsure	107	17.9%
Total	600	100.0%



Q18. Trump Manufacturing Jobs Opinion: Since Donald Trump has taken office in January 2025, do you believe the US has added manufacturing jobs?

	Freq.	%
Yes	241	40.2%
No	266	44.3%
Unsure	93	15.4%
Total	600	100.0%

Q19. Stress Source: Which among the following is the largest source of stress in your life right now?

	Freq.	%
The amount of money you get paid	49	8.1%
Household costs (groceries, housing, utility bills, etc.)	275	45.9%
The amount of money you have saved	40	6.6%
The amount of debt you have	61	10.1%
The cost of health care	135	22.5%
Unsure	41	6.8%
Total	600	100.0%

Q20. Financial Impact Source: Which has a more direct impact on you financially?

	Freq.	%
Prices of common household goods	440	73.3%
Interest rates	131	21.8%
Unsure	29	4.9%
Total	600	100.0%

Q21. Gender

	Freq.	%
Female	328	54.7%
Male	272	45.3%
Total	600	100.0%

Q22. Age Range

	Freq.	%
<u>Under 50</u>	<u>223</u>	<u>37.2%</u>
18 - 34	96	16.0%
35 - 49	127	21.2%
<u>50+</u>	<u>377</u>	<u>62.8%</u>
50 - 64	189	31.4%
65 or older	188	31.4%
Total	600	100.0%

Q23. Partisanship by Registration

	Freq.	%
Republican	208	34.6%
Democrat	199	33.2%
Independent	154	25.7%
Other	25	4.1%



Unsure	14	2.3%
Total	600	100.0%

Q24. Ideology

	Freq.	%
<u>Conservative</u>	<u>265</u>	<u>44.1%</u>
Very conservative	127	21.2%
Somewhat conservative	138	22.9%
<u>Moderate</u>	<u>171</u>	<u>28.6%</u>
<u>Liberal</u>	<u>145</u>	<u>24.1%</u>
Somewhat liberal	74	12.3%
Very liberal	71	11.8%
Unsure	20	3.3%
Total	600	100.0%

Q25. Urbanicity

	Freq.	%
Rural	258	43.0%
Suburban	276	46.0%
Urban	66	11.0%
Total	600	100.0%

Q26. Income by Response

	Freq.	%
Less than \$40,000	94	15.7%
\$40,000 - \$69,999	116	19.3%
\$70,000 - \$99,999	113	18.8%
\$100,000 or more	231	38.4%
Unsure	47	7.8%
Total	600	100.0%

Q27. Race/Ethnicity

	Freq.	%
White or Caucasian	432	72.0%
Asian or Pacific Islander	3	0.5%
Black or African American	105	17.5%
Hispanic or Latino	27	4.5%
Other	27	4.5%
Unsure	6	1.0%
Total	600	100.0%

Q28. 2024 Retro Ballot

	Freq.	%
Donald Trump, the Republican	290	48.3%
Kamala Harris, the Democrat	270	45.0%
Another candidate	13	2.2%
Did not vote in 2024	10	1.7%
Unsure	16	2.7%
Total	600	100.0%



Q29. Education Level

	Freq.	%
<u>No College</u>	<u>318</u>	<u>53.0%</u>
Some high school	7	1.1%
High school diploma/GED	76	12.7%
Technical Certification	19	3.1%
Some college or Associate's Degree	216	36.0%
<u>At least College</u>	<u>276</u>	<u>46.0%</u>
Four-year undergraduate or Bachelor's Degree	165	27.5%
Graduate degree or further	111	18.4%
Unsure	6	1.1%
Total	600	100.0%

Q30. General Election X of 4

	Freq.	%
0 of 4	8	1.4%
1 of 4	88	14.7%
2 of 4	83	13.8%
3 of 4	98	16.4%
4 of 4	323	53.8%
Total	600	100.0%

Q31. Geo - DMA

	Freq.	%
<u>Charlotte/West</u>	<u>216</u>	<u>36.0%</u>
Charlotte	162	27.0%
Greenville-Spart-Ashevil-And	51	8.5%
Atlanta	1	0.2%
Chattanooga	2	0.3%
<u>Central</u>	<u>108</u>	<u>18.0%</u>
Greensboro-H.Point-W.Salem	103	17.1%
Myrtle Beach-Florence	5	0.9%
<u>Raleigh-Durham (Fayetteville)</u>	<u>188</u>	<u>31.3%</u>
<u>Coastal</u>	<u>88</u>	<u>14.7%</u>
Greenville-N.Bern-Washngtn	41	6.9%
Wilmington	37	6.1%
Norfolk-Portsmth-Newpt Nws	11	1.8%
Total	600	100.0%

Q32. Geo - CD

	Freq.	%
1	40	6.6%
2	45	7.5%
3	39	6.5%
4	48	7.9%
5	43	7.2%



6	40	6.7%
7	47	7.8%
8	44	7.4%
9	40	6.7%
10	44	7.3%
11	50	8.4%
12	34	5.7%
13	45	7.4%
14	41	6.9%
Total	600	100.0%

Q33. Gender + Age

	Freq.	%
F 18 - 34	53	8.9%
F 35 - 49	70	11.6%
F 50 - 64	102	17.0%
F 65+	103	17.2%
M 18 - 34	42	7.1%
M 35 - 49	58	9.6%
M 50 - 64	87	14.4%
M 65+	85	14.1%
Total	600	100.0%

Q34. Race + Gender

	Freq.	%
White Female	232	38.6%
White Male	200	33.4%
Asian Female	1	0.2%
Asian Male	2	0.3%
Black Female	57	9.6%
Black Male	48	7.9%
Hispanic Female	24	4.0%
Hispanic Male	3	0.5%
Other Female	13	2.1%
Other Male	14	2.4%
Unsure	6	1.0%
Total	600	100.0%

Q35. Gender + Education

	Freq.	%
Female At least College	152	25.3%
Female No degree	172	28.7%
Male At least College	124	20.7%
Male No degree	145	24.2%
Unsure	6	1.1%
Total	600	100.0%

METHODOLOGY

The sample size is 600 likely voters in the 2026 general election in North Carolina Statewide. The margin of error is $\pm 3.98\%$ at a confidence interval of 95%. The demography of the survey sample is balanced to accurately represent the geography's likely-voting population. The data was collected August 11 – 12, 2025 and respondent interviews were conducted via live phones and SMS-to-online. The total percentages of response may not equal 100% due to rounding.

