



HIGH POINT UNIVERSITY SURVEY RESEARCH CENTER

HIGH POINT UNIVERSITY POLL 128: MEMO RELEASE	
Population:	Adults (people over the age of 18) in North Carolina who are registered to vote in North Carolina
Sample size:	800 adults in North Carolina (800 individuals who said they are registered to vote, 620 individuals who qualified as 2026 likely general election voters-- see appendix below.)
Mode of data collection:	Online interviews were collected through one survey instrument. All interviews were conducted in English.
Type of sample:	Non-probability samples from YouGov's online panels (North Carolina).
Dates of data collection:	October 1 – 20, 2026
Credibility interval for all adult sample:	<p>The SRC/YouGov provide a credibility interval of plus or minus 4.1 percentage points for the self-identified registered voter (n = 800) sample to account for a traditional 95% confidence interval for the estimates and a design effect of 1.19 (based on the weighting). For the likely voters (n = 620), that credibility interval is 4.7 with a design effect of 1.42 (based on the weighting).</p> <p>These are attempts to estimate error from the nature of the sample. Additional factors such as question wording and other methodological choices in conducting survey research can introduce additional errors into the findings of opinion polls.</p>
Data quotas and weighting:	<p>YouGov interviewed 1046 North Carolinian registered voters who were then matched down to a sample of 800 to produce the final dataset. The respondents were matched to a sampling frame on gender, age, race, and education.</p> <p>The frame was constructed by stratified sampling from the full 2024 American Community Survey (ACS) 1-year sample with selection within strata by weighted sampling with replacements (using the person weights on the public use file).</p> <p>The matched cases were weighted to the sampling frame using propensity scores. The matched cases and the frame were combined and a logistic regression was estimated for inclusion in the frame. The propensity score function included age, gender, race/ethnicity,</p>

	<p>years of education, and home ownership. The propensity scores were grouped into deciles of the estimated propensity score in the frame and post-stratified according to these deciles.</p> <p>The weights were then raked along 2024 presidential vote choice and a four-way stratification of gender, age (4-categories), race (4-categories), and education (4-categories), to produce the final weight.</p>
Survey sponsor and funded by:	High Point University, High Point, NC.
Human response authentication:	<p>At each stage of the panelist lifecycle, YouGov embeds layered checks that validate authenticity, identify risk, and protect data quality. These include email validation, device fingerprinting, geolocation and VPN checks, respondent threat scoring, structured onboarding, response quality surveys and id verification.</p> <p>Additionally, within this survey, YouGov excluded respondents based on the following quality control measures: screening of high risk respondents using geolocation and device fingerprinting information; attention, incidence, and straight lining checks; open-end quality assessment and open-end LLM detection.</p>
Survey/Data collection supplier:	High Point University's SRC drafted the survey instrument which was approved by the HPU Institutional Review Board . Interviews collected through YouGov's proprietary online survey software. YouGov invited online panel respondents.
Sample supplier:	Online panel (North Carolina) provided by YouGov. Respondents were compensated according to their agreements with YouGov.
Commitment to transparency:	The HPU Poll reports methodological details in accordance with the standards set out by AAPOR's Transparency Initiative , and the HPU Survey Research Center is a Charter Member of the Initiative.
Executive Director: Staff Director: Program Coordinator:	Martin J. Kifer , 336-841-9333 J.R. Moller , 336-841-2820 Tiffany Medford , 336-841-4540
Methodology:	Interested parties can access results from the survey at http://www.highpoint.edu/src/hpupoll and should contact the Directors for additional information.

*Percentages are rounded to the nearest whole number. It is possible that percentages in tables may not always add up to 100% due to rounding error.

**Values less than 0.5 are presented as "" in the tables.

***Values of 0 are presented as "-" in the tables.

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Voter Behavior

These days, many people are so busy they can't find time to register to vote or move around so often they don't get a chance to re-register. Are you now registered to vote in your precinct or election district, or haven't you been able to register so far?		
	Likely Voters	Registered Voters
Yes	100	100
No	-	-
Unsure	-	-

Are you absolutely certain that you are registered to vote, or is there a chance that your registration has lapsed because you moved or for some other reason? <i>(Asked only of respondents who said above that they were registered to vote)</i>		
	Likely Voters	Registered Voters
Yes, absolutely certain	100	100
Chance registration has lapsed	-	-
No, not registered	-	-
Unsure	-	-

INCLUDED IN LIKELY VOTER MODEL. Did you vote in the 2024 general elections in November that included votes for U.S. President, North Carolina Governor, and other offices? <i>(Order of main response items randomly reversed. Unsure was fixed)</i>		
	Likely Voters	Registered Voters
Yes, I voted	99	88
No, I did not vote	1	11
Unsure	-	*

Did you vote in person on Election Day in 2024, in person before Election Day, or by mail (that is, absentee or vote by mail)? <i>(Order of main response items randomly reversed. Unsure was fixed)</i>		
	Likely Voters	Registered Voters
In person on Election Day	40	41
In person before Election Day	54	52
By mail (that is, absentee or vote by mail)	6	7
Unsure	*	1

Did you vote in the 2026 primary elections in March that included votes for U.S. Senate and other offices? <i>(Order of main response items randomly reversed. Unsure was fixed)</i>		
	Likely Voters	Registered Voters
Yes, I voted	78	64
No, I did not vote	21	35
Unsure	1	1

How much thought have you given to the upcoming election for president? <i>(Order of main response items randomly reversed. Don't know was fixed)</i>		
	Likely Voters	Registered Voters
Quite a lot	65	55
Some	26	28
Only a little	8	13
None	1	4
Don't know	-	*

INCLUDED IN LIKELY VOTER MODEL. How much thought have you given to the upcoming election for U.S. Senate? <i>(Order of main response items randomly reversed. Don't know was fixed)</i>		
	Likely Voters	Registered Voters
Quite a lot	65	54
Some	28	28
Only a little	6	10
None	*	7
Don't know	-	1

INCLUDED IN LIKELY VOTER MODEL. Do you happen to know where people who live in your neighborhood go to vote? <i>(Order of main response items randomly reversed. Don't know was fixed)</i>		
	Likely Voters	Registered Voters
Yes	95	86
No	4	11
Don't know	1	3

INCLUDED IN LIKELY VOTER MODEL. How often would you say you vote? <i>(Order of main response items randomly reversed. Don't know was fixed)</i>		
	Likely Voters	Registered Voters
Always	63	49
Nearly always	34	35
Part of the time	2	10
Seldom	1	4
Never	-	2
Don't know	-	1

INCLUDED IN LIKELY VOTER MODEL. Do you, yourself, plan to vote in the election this November, or not? <i>(Order of main response items randomly reversed. Don't know was fixed)</i>		
	Likely Voters	Registered Voters
Yes	100	89
No	*	5
Don't know	-	6

INCLUDED IN LIKELY VOTER MODEL. Please rate your chances of voting in November's election for U.S. Senate on a scale of 1 to 10. If 1 represents someone who definitely will not vote and 10 represents someone who definitely will vote, where on this scale of 1 to 10 would you place yourself? <i>(Order of main response items randomly reversed. Don't know was fixed)</i>		
	Likely Voters	Registered Voters
1 – Definitely will NOT vote	*	3
2	-	1
3	-	1
4	-	2
5	*	3
6	*	1
7	1	4
8	5	6
9	9	8
10 – Definitely WILL vote	85	70
Don't know	-	2

Country/ State Direction

Do you think things in this country [are generally going in the right direction or do you feel things have gotten pretty seriously off on the wrong track]? <i>(Order of main response items randomly reversed. Unsure was fixed)</i>		
	Likely Voters	Registered Voters
Right Direction	31	26
Wrong Track	62	66
Unsure	8	8

Do you think things in North Carolina [are generally going in the right direction or do you feel things have gotten pretty seriously off on the wrong track]? (<i>Order of main response items randomly reversed. Unsure was fixed</i>)		
	Likely Voters	Registered Voters
Right Direction	30	27
Wrong Track	48	51
Unsure	21	21

Elections & Generic Ballots

If the election for U.S. Senator were being held today, who would you vote for? (<i>Responses were presented in ballot order</i>)		
	Likely Voters	Registered Voters
Michael Dublin (Green Party)	1	1
Roy Cooper (Democrat)	54	52
Shannon Bray (Libertarian Party)	2	3
Michael Whatley (Republican)	40	36
Unsure/Would not vote	4	9

If the election for North Carolina Supreme Court were being held today, who would you vote for? (<i>Responses were presented in ballot order</i>)		
	Likely Voters	Registered Voters
Anita Earls (Democrat)	51	49
Sarah Stevens (Republican)	43	39
Unsure/Would not vote	6	13

If the elections for U.S. House of Representatives were being held today, would you vote for [Democratic Party's candidate or the Republican Party's candidate] for U.S. House of Representatives in your district? (<i>Response order of Democrat and Republican randomized.</i>)		
	Likely Voters	Registered Voters
Democrat	52	50
Republican	43	41
Another party	2	3
Unsure/Would not vote	3	7

If the election for **North Carolina House of Representatives** in Raleigh were being held today, would you vote for [Democratic Party's candidate or the Republican Party's candidate] for North Carolina House in your district? (*Response order of Democrat and Republican randomized.*)

	Likely Voters	Registered Voters
Democrat	50	49
Republican	44	41
Another party	2	3
Unsure/Would not vote	4	7

If the election for the **North Carolina Senate** in Raleigh were being held today, would you vote for the [Democratic Party's candidate or the Republican Party's candidate] for North Carolina Senate in your district? (*Response order of Democrat and Republican randomized.*)

	Likely Voters	Registered Voters
Democrat	52	50
Republican	43	40
Another party	2	2
Unsure/Would not vote	3	7

Approval Ratings

Do you [approve or disapprove] of the way that Donald Trump is handling his job as president? (*Order of main response items randomly reversed. Unsure was fixed*)

	Likely Voters	Registered Voters
Approve	37	33
Disapprove	57	60
Unsure	6	7

Do you [approve or disapprove] of the way that Josh Stein is handling his job as Governor of North Carolina? (*Order of main response items randomly reversed. Unsure was fixed*)

	Likely Voters	Registered Voters
Approve	50	45
Disapprove	32	31
Unsure	18	24

Do you [approve or disapprove] of the way that the United States Supreme Court is handling its job? <i>(Order of main response items randomly reversed. Unsure was fixed)</i>		
	Likely Voters	Registered Voters
Approve	35	32
Disapprove	46	44
Unsure	19	24

Do you [approve or disapprove] of the way that the U.S. Congress is handling its job? <i>(Order of main response items randomly reversed. Unsure was fixed)</i>		
	Likely Voters	Registered Voters
Approve	19	18
Disapprove	66	63
Unsure	15	18

Demographics

In what year were you born? <i>(Age ranges calculated from participant provided birth year).</i>		
	Likely Voters	Registered Voters
18 – 24	5	9
25 – 34	13	15
35 – 44	14	15
45 – 54	13	12
55 – 64	24	22
65 or older	30	26

Are you of Spanish, Latino, or Hispanic origin or descent?		
	Likely Voters	Registered Voters
Yes	5	6
No	95	94

What is the highest level of education you have completed?		
	Likely Voters	Registered Voters
Did not graduate from high school	1	2
High School graduate	26	28
Some college, but no degree (yet)	15	16
2-year college degree	13	13
4-year college degree	28	27
Postgraduate degree (MA, MBA, MD, JD, PhD, etc.)	16	13

Do you own your home or pay rent?		
	Likely Voters	Registered Voters
Own	77	74
Rent	22	25
Other	1	1

In which region of North Carolina would you say you live in? <i>(Response items randomized.)</i>		
	Likely Voters	Registered Voters
The coastal plain (in the east)	25	27
The piedmont (in the center)	61	59
The mountains (in the west)	13	14

Do you have a gun in your home? <i>(Response items randomized.)</i>		
	Likely Voters	Registered Voters
Yes	44	41
No	47	49
Prefer not to answer	9	10

Please indicate your gender:		
	Likely Voters	Registered Voters
Male	49	47
Female	51	53
Another gender	*	*

What racial group best describes you, would you say African-American or Black, White or Caucasian, American Indian or Native American, Asian, or something else?		
	Likely Voters	Registered Voters
African American or Black	21	21
White or Caucasian	75	74
American Indian or Native American	1	1
Asian	1	1
Multiple or other	3	3
Unsure	-	-

What is your marital status?		
	Likely Voters	Registered Voters
Married	55	50
Separated	2	2
Divorced	10	10
Widowed	5	4
Never married	24	28
Domestic/ civil partnership	5	6

Which of the following best describes your current employment status?		
	Likely Voters	Registered Voters
Working full time now	43	42
Working part time now	8	9
Temporarily laid off	*	*
Unemployed	5	5
Retired	30	27
Permanently disabled	5	6
Taking care of home or family	5	5
Student	3	4
Other	2	2

Thinking back over the last year, what was your family's annual income?		
	Likely Voters	Registered Voters
Less than \$10,000	2	3
\$10,000 - \$19,999	4	5
\$20,000 - \$29,999	9	10
\$30,000 - \$39,999	8	8
\$40,000 - \$49,999	9	8
\$50,000 - \$59,999	9	8
\$60,000 - \$69,999	7	7
\$70,000 - \$79,999	9	9
\$80,000 - \$99,999	8	8
\$100,000 - \$119,999	9	8
\$120,000 - \$149,999	7	6
\$150,000 - \$199,999	7	7
\$200,000 - \$249,999	2	2
\$250,000 - \$349,999	3	2
\$350,000 - \$499,999	*	*
\$500,000 or more	*	*
Prefer not to say	9	9

In what sort of place do you currently live?		
	Likely Voters	Registered Voters
Big city	12	12
Smaller city	14	15
Suburban area	34	31
Small town	17	17
Rural area	23	25

In politics today, do you consider yourself to be a Republican, Democrat, or what? <i>(Order of main response items randomly reversed. Independent, Other, Unsure were fixed)</i>		
	Likely Voters	Registered Voters
Democrat	36	35
Republican	33	31
Independent/ Unaffiliated	28	31
Other	2	2
Unsure	1	1

In general, how would you describe your own political viewpoint? <i>(Order of main response items randomly reversed. Not sure was fixed)</i>		
	Likely Voters	Registered Voters
Very liberal	13	12
Liberal	16	15
Moderate	29	32
Conservative	24	22
Very conservative	16	15
Not sure	2	4

Some people seem to follow what's going on in government and public affairs most of the time, whether there's an election going on or not. Others aren't that interested. Would you say you follow what's going on in government and public affairs ...		
	Likely Voters	Registered Voters
Most of the time	59	49
Some of the time	29	31
Only now and then	8	13
Hardly at all	3	6
Don't know	*	2

What is your present religion, if any?		
	Likely Voters	Registered Voters
Protestant	47	44
Roman Catholic	12	12
Mormon	*	1
Eastern or Greek Orthodox	*	*
Jewish	2	2
Muslim	1	1
Buddhist	*	*
Hindu	*	*
Atheist	7	7
Agnostic	6	6
Nothing in particular	15	18
Something else	9	10

Aside from weddings and funerals, how often do you attend religious services?		
	Likely Voters	Registered Voters
More than once a week	10	9
Once a week	25	23
Once or twice a month	9	9
A few times a year	14	13
Seldom	17	18
Never	26	26
Don't know	*	1

Would you describe yourself as a "born-again" or evangelical Christian, or not?		
	Likely Voters	Registered Voters
Yes	39	38
No	61	62

How important is religion in your life?		
	Likely Voters	Registered Voters
Very important	48	46
Somewhat important	22	22
Not too important	11	12
Not at all important	20	20

People practice their religion in different ways. Outside of attending religious services, how often do you pray?		
	Likely Voters	Registered Voters
Several times a day	37	35
Once a day	15	14
A few times a week	11	11
Once a week	4	3
A few times a month	5	5
Seldom	12	12
Never	15	17
Don't know	1	2

Appendix: Likely Voter Model

The SRC created estimates for “likely voters” using an index comprising responses from six questions. Respondents received 1 point for each responses to the seven items that are associated with higher likelihood of voting.

Did you vote in the 2024 general elections in November that included votes for U.S. President, North Carolina Governor, and other offices? (Yes, I voted)

How much thought have you given to the upcoming election for U.S. Senate? (Quite a lot, Some, Only a little)

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

How often would you say you vote -- always, nearly always, part of the time, or seldom? (Always)

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

I'd like you to rate your chances of voting in November's election for U.S. Senate on a scale of 1 to 10. If 1 represents someone who definitely will not vote and 10 represents someone who definitely will vote, where on this scale of 1 to 10 would you place yourself? (Respondent chose 8, 9, or 10)

Self-identified registered voters who scored a total of 5 or 6 on this index were Considered likely voters. Results of those six items are reprinted below. They also appear in the order they were administered above in the survey.

INCLUDED IN LIKELY VOTER MODEL. Did you vote in the 2024 general elections in November that included votes for U.S. President, North Carolina Governor, and other offices? (Order of main response items randomly reversed. Unsure was fixed)		
	Likely Voters	Registered Voters
Yes, I voted	99	88
No, I did not vote	1	12
Unsure	-	*

INCLUDED IN LIKELY VOTER MODEL. How much thought have you given to the upcoming election for U.S. Senate? (Order of main response items randomly reversed. Don't know was fixed)		
	Likely Voters	Registered Voters
Quite a lot	65	54
Some	26	28
Only a little	6	10
None	*	7
Don't know	-	1

INCLUDED IN LIKELY VOTER MODEL. Do you happen to know where people who live in your neighborhood go to vote? <i>(Order of main response items randomly reversed. Don't know was fixed)</i>		
	Likely Voters	Registered Voters
Yes	95	86
No	4	11
Don't know	1	3

INCLUDED IN LIKELY VOTER MODEL. How often would you say you vote? <i>(Order of main response items randomly reversed. Don't know was fixed)</i>		
	Likely Voters	Registered Voters
Always	63	49
Nearly always	34	35
Part of the time	2	10
Seldom	1	4
Never	-	2
Don't know	-	1

INCLUDED IN LIKELY VOTER MODEL. Do you, yourself, plan to vote in the election this November, or not? <i>(Order of main response items randomly reversed. Don't know was fixed)</i>		
	Likely Voters	Registered Voters
Yes	100	89
No	-	5
Don't know	*	6

INCLUDED IN LIKELY VOTER MODEL. Please rate your chances of voting in November's election for U.S. Senate on a scale of 1 to 10. If 1 represents someone who definitely will not vote and 10 represents someone who definitely will vote, where on this scale of 1 to 10 would you place yourself? <i>(Order of main response items randomly reversed. Don't know was fixed)</i>		
	Likely Voters	Registered Voters
1 – Definitely will NOT vote	*	3
2	-	1
3	-	1
4	-	2
5	*	3
6	-	2
7	1	4
8	5	6
9	9	8
10 – Definitely WILL vote	85	70
Don't know	-	2

