



Likely 2026 General Election Voters

North Carolina Statewide

Conducted October 18 - 20, 2026

n=600 | $\pm 4.00\%$

Q1. Vote Likelihood & Method: How do you plan to vote in the November 3rd general election?

	Oct '26	Sep '26	Aug '26	May '26	Mar '26
<u>Vote In-Person On Election Day</u>	<u>32.5%</u>	<u>37.6%</u>	<u>43.1%</u>	<u>40.9%</u>	<u>43.0%</u>
Definitely vote in-person on Election Day	23.5%	22.5%	30.9%	22.4%	27.5%
Probably vote in-person on Election Day	9.1%	15.0%	12.2%	18.6%	15.5%
<u>Vote Absentee By Mail</u>	<u>3.9%</u>	<u>6.7%</u>	<u>4.1%</u>	<u>2.9%</u>	<u>3.3%</u>
Definitely vote absentee by mail	2.5%	3.7%	2.8%	1.2%	2.0%
Probably vote absentee by mail	1.4%	3.0%	1.3%	1.8%	1.3%
<u>Vote Early In-Person</u>	<u>49.0%</u>	<u>55.7%</u>	<u>52.8%</u>	<u>56.1%</u>	<u>53.6%</u>
Definitely vote early in-person	29.7%	30.3%	29.0%	29.8%	24.6%
Probably vote early in-person	19.3%	25.4%	23.8%	26.3%	29.0%
<u>I have already voted</u>	<u>14.6%</u>	-	-	-	-
<u>I do NOT plan to vote in the 2026 general election</u>	<u>0.0%</u>	<u>0.0%</u>	<u>0.0%</u>	<u>0.0%</u>	<u>0.0%</u>
Unsure	0.0%	0.0%	0.0%	0.0%	0.0%
Total	100.0%	100.0%	100.0%	100.0%	100.0%

Q2. Direction of Country: Generally speaking, would you say things in the United States are headed in the right direction or off on the wrong track?

	Oct '26	Sep '26	Aug '26	May '26	Mar '26
<u>Right Direction</u>	<u>37.2%</u>	<u>33.4%</u>	<u>34.0%</u>	<u>39.1%</u>	<u>38.8%</u>
Definitely the right direction	13.6%	10.9%	9.5%	16.0%	16.2%
Mostly the right direction	23.6%	22.5%	24.5%	23.1%	22.6%
<u>Wrong Track</u>	<u>57.5%</u>	<u>61.5%</u>	<u>60.9%</u>	<u>57.7%</u>	<u>55.7%</u>
Mostly the wrong track	13.4%	14.0%	14.1%	12.0%	11.7%
Definitely the wrong track	44.1%	47.5%	46.7%	45.8%	44.0%
Unsure	5.3%	5.1%	5.1%	3.1%	5.5%
Total	100.0%	100.0%	100.0%	100.0%	100.0%

Q3. Trump Job Approval: Do you approve or disapprove of the job Donald Trump is doing as President?

	Oct '26	Sep '26	Aug '26	May '26	Mar '26
<u>Approve</u>	<u>43.9%</u>	<u>41.1%</u>	<u>41.2%</u>	<u>41.5%</u>	<u>44.8%</u>
Strongly approve	27.1%	23.4%	25.0%	29.0%	31.2%
Somewhat approve	16.8%	17.7%	16.2%	12.5%	13.7%
<u>Disapprove</u>	<u>54.5%</u>	<u>57.1%</u>	<u>56.7%</u>	<u>56.6%</u>	<u>53.7%</u>
Somewhat disapprove	5.3%	6.1%	5.5%	7.2%	6.9%
Strongly disapprove	49.2%	51.0%	51.2%	49.4%	46.8%
Unsure	1.7%	1.9%	2.2%	1.9%	1.5%
Total	100.0%	100.0%	100.0%	100.0%	100.0%

Q4. Stein Job Approval: Do you approve or disapprove of the job Josh Stein is doing as Governor?

	Oct '26	Sep '26	Aug '26	May '26	Mar '26
<u>Approve</u>	<u>50.5%</u>	<u>49.4%</u>	<u>47.2%</u>	<u>50.1%</u>	<u>50.5%</u>
Strongly approve	22.3%	22.5%	19.4%	21.6%	21.2%
Somewhat approve	28.2%	26.9%	27.8%	28.4%	29.3%



<u>Disapprove</u>	<u>32.2%</u>	<u>32.9%</u>	<u>34.4%</u>	<u>32.3%</u>	<u>32.8%</u>
Somewhat disapprove	12.1%	15.8%	16.5%	16.2%	17.0%
Strongly disapprove	20.2%	17.0%	17.9%	16.1%	15.8%
Unsure	17.2%	17.7%	18.5%	17.7%	16.7%
Total	100.0%	100.0%	100.0%	100.0%	100.0%

Q5. Generic NC Legislative Ballot: If the 2026 general election were held today, would you vote for the Republican or Democratic candidates for the North Carolina State Legislature?

	Oct '26	Sep '26	Aug '26	May '26	Mar '26
<u>Republican Candidates</u>	<u>42.7%</u>	<u>41.3%</u>	<u>42.6%</u>	<u>41.3%</u>	<u>43.2%</u>
Definitely the Republican candidates	34.5%	31.3%	31.7%	33.1%	30.9%
Probably the Republican candidates	8.2%	10.1%	10.9%	8.2%	12.3%
<u>Democratic Candidates</u>	<u>48.5%</u>	<u>49.5%</u>	<u>48.0%</u>	<u>47.5%</u>	<u>45.3%</u>
Probably the Democratic candidates	5.9%	7.7%	11.2%	8.8%	9.0%
Definitely the Democratic candidates	42.5%	41.7%	36.8%	38.7%	36.2%
Unsure	8.8%	9.2%	9.4%	11.2%	11.5%
Total	100.0%	100.0%	100.0%	100.0%	100.0%

Q6. Generic Congressional Ballot: And regardless of how you would vote at the state level, if the 2026 general election for U.S. Congress were held today, for whom would you vote?

	Oct '26	Sep '26	Aug '26	May '26	Mar '26
<u>Republican Candidate</u>	<u>43.2%</u>	<u>41.9%</u>	<u>43.5%</u>	<u>43.5%</u>	<u>43.8%</u>
Definitely the Republican candidate	36.2%	30.8%	33.9%	30.9%	32.3%
Probably the Republican candidate	7.0%	11.1%	9.6%	12.7%	11.5%
<u>Democratic Candidate</u>	<u>49.1%</u>	<u>51.1%</u>	<u>48.8%</u>	<u>48.2%</u>	<u>48.3%</u>
Probably the Democratic candidate	6.1%	8.9%	11.2%	8.9%	11.1%
Definitely the Democratic candidate	42.9%	42.3%	37.6%	39.3%	37.2%
Unsure	7.7%	6.9%	7.7%	8.2%	7.9%
Total	100.0%	100.0%	100.0%	100.0%	100.0%

Q7. – Q9. For each of the following, please indicate if you have heard of the person or organization, and if you have, whether you have a favorable or unfavorable opinion of that person or organization. If you haven't heard of them, choose so.

Q7. Michael Whitley

	Oct '26	Sep '26
<u>Favorable</u>	<u>33.4%</u>	<u>26.4%</u>
Very favorable	15.2%	11.5%
Somewhat favorable	18.2%	14.9%
<u>Unfavorable</u>	<u>38.7%</u>	<u>42.0%</u>
Somewhat unfavorable	7.5%	9.2%
Very unfavorable	31.2%	32.8%
No Opinion	15.9%	13.3%
Never Heard Of	12.0%	18.3%
Total	100.0%	100.0%



Q8. Roy Cooper

	Oct '26	Sep '26
<u>Favorable</u>	<u>52.2%</u>	<u>47.1%</u>
Very favorable	37.1%	30.5%
Somewhat favorable	15.0%	16.6%
<u>Unfavorable</u>	<u>41.1%</u>	<u>43.1%</u>
Somewhat unfavorable	7.2%	10.6%
Very unfavorable	34.0%	32.5%
No Opinion	5.2%	7.6%
Never Heard Of	1.5%	2.2%
Total	100.0%	100.0%

Q9. Democratic Socialists of America

	Freq.	%
<u>Favorable</u>	<u>144</u>	<u>24.1%</u>
Very favorable	66	10.9%
Somewhat favorable	79	13.1%
<u>Unfavorable</u>	<u>276</u>	<u>45.9%</u>
Somewhat unfavorable	21	3.5%
Very unfavorable	255	42.4%
No Opinion	79	13.2%
Never Heard Of	101	16.8%
Total	600	100.0%

Q10. U.S. Senate Ballot: If the 2026 midterm election for U.S. Senate were held today, and you had to make a choice, for whom would you vote?

	Oct '26	Sep '26	Aug '26	May '26	Mar '26
<u>Michael Whatley, The Republican</u>	<u>39.1%</u>	<u>34.1%</u>	<u>39.0%</u>	<u>38.7%</u>	<u>41.1%</u>
Definitely Michael Whatley, the Republican	28.9%	22.2%	31.1%	27.7%	31.8%
Probably Michael Whatley, the Republican	10.2%	11.9%	7.9%	11.0%	9.3%
<u>Roy Cooper, The Democrat</u>	<u>49.4%</u>	<u>49.2%</u>	<u>51.5%</u>	<u>49.8%</u>	<u>48.9%</u>
Definitely Roy Cooper, the Democrat	43.2%	40.9%	41.0%	40.9%	40.6%
Probably Roy Cooper, the Democrat	6.2%	8.2%	10.5%	8.9%	8.3%
<u>Michael Dublin, The Green Party Candidate</u>	<u>1.9%</u>	<u>1.5%</u>	=	=	=
Definitely Michael Dublin, the Green Party candidate	1.2%	0.7%	-	-	-
Probably Michael Dublin, the Green Party candidate	0.7%	0.8%	-	-	-
<u>Shannon Bray, The Libertarian Candidate</u>	<u>2.9%</u>	<u>2.9%</u>	=	=	=
Definitely Shannon Bray, the Libertarian candidate	1.1%	1.0%	-	-	-
Probably Shannon Bray, the Libertarian candidate	1.8%	1.9%	-	-	-
Unsure	6.8%	12.3%	4.8%	7.8%	6.1%
Total	100.0%	100.0%	100.0%	100.0%	100.0%



Q11. U.S. Senate Ballot H2H: If the 2026 midterm election for U.S. Senate were held today, and you had to make a choice, for whom would you vote?

	Freq.	%
<u>Michael Whatley, The Republican</u>	<u>252</u>	<u>42.0%</u>
Definitely Michael Whatley, the Republican	191	31.9%
Probably Michael Whatley, the Republican	60	10.1%
<u>Roy Cooper, The Democrat</u>	<u>309</u>	<u>51.6%</u>
Probably Roy Cooper, the Democrat	39	6.6%
Definitely Roy Cooper, the Democrat	270	45.0%
Unsure	39	6.5%
Total	600	100.0%

Q12. NC Supreme Court Ballot: If the 2026 midterm election for NC Supreme Court were held today, and you had to make a choice, for whom would you vote?

	Oct '26	Sep '26	Aug '26	May '26	Mar '26
<u>Sarah Stevens, The Republican</u>	<u>39.7%</u>	<u>36.4%</u>	<u>39.7%</u>	<u>35.6%</u>	<u>38.0%</u>
Definitely Sarah Stevens, the Republican	28.5%	26.0%	27.6%	22.5%	26.8%
Probably Sarah Stevens, the Republican	11.2%	10.4%	12.1%	13.1%	11.1%
<u>Anita Earls, The Democrat</u>	<u>47.3%</u>	<u>47.2%</u>	<u>43.3%</u>	<u>41.3%</u>	<u>40.6%</u>
Definitely Anita Earls, the Democrat	35.3%	35.1%	31.0%	33.6%	30.0%
Probably Anita Earls, the Democrat	12.0%	12.1%	12.3%	7.7%	10.5%
Unsure	13.0%	16.4%	14.0%	18.5%	17.9%
Total	100.0%	100.0%	100.0%	100.0%	100.0%

Q13. Candidate Preference Change: Has your preference for the political candidates who you plan to vote for in the 2026 election changed over the last six months?

	Freq.	%
<u>No</u>	<u>457</u>	<u>76.2%</u>
<u>Yes</u>	<u>108</u>	<u>18.1%</u>
Yes, from Republican candidates to Democratic candidates	18	3.0%
Yes, from Democratic candidates to Republican candidates	22	3.7%
Yes, from undecided to Democratic candidates	32	5.3%
Yes, from undecided to Republican candidates	37	6.1%
Unsure	34	5.7%
Total	600	100.0%

Q14. State Leg Composition: Thinking about this year's election for the North Carolina State Legislature, which statement comes closer to the way you think?

	Freq.	%
Since the Governor is a Democrat, we need Republicans in charge of the State Legislature to act as a check-and-balance on the Governor and his agenda	276	46.0%
Since the Governor is a Democrat, we need Democrats in charge of the legislature to help	247	41.2%



support the Governor's agenda		
Unsure	77	12.8%
Total	600	100.0%

Q15. Most Important Issue: Which of the following issues is the most important to you in the 2026 election? Please select one

	Freq.	%
Inflation and cost of living	191	31.8%
Economy and jobs	68	11.4%
Social Security and Medicare	55	9.2%
Immigration	47	7.9%
National security	43	7.2%
Taxes and spending	41	6.9%
Healthcare	40	6.7%
Crime and public safety	36	6.0%
Education	19	3.1%
Climate change	18	3.0%
Energy and utility costs	13	2.2%
Gas prices	10	1.6%
Unsure	18	3.0%
Total	600	100.0%

Q16. Awareness of Gas Tax Suspension: Are you aware that the General Assembly is suspending state gas taxes through the end of November and using reserve funds to stabilize transportation funding? Governor Josh Stein signed the measure into law.

	Freq.	%
Yes	431	71.9%
No	134	22.3%
Unsure	35	5.9%
Total	600	100.0%

Q17. Support Suspending Gas Tax: Do you support or oppose suspending the gas tax in this manner?

	Freq.	%
<u>Support</u>	<u>421</u>	<u>70.2%</u>
Strongly support	232	38.7%
Somewhat support	189	31.4%
<u>Oppose</u>	<u>98</u>	<u>16.3%</u>
Somewhat oppose	55	9.2%
Strongly oppose	43	7.1%
Unsure	81	13.5%
Total	600	100.0%

Q18. Property Tax Limits Amendment: Do you support or oppose a North Carolina constitutional amendment requiring limits on property tax increases by local governments?

	Oct '26	Sep '26
<u>Support</u>	<u>59.6%</u>	<u>65.6%</u>
Strongly support	42.1%	50.4%
Somewhat support	17.5%	15.2%
<u>Oppose</u>	<u>29.8%</u>	<u>21.2%</u>
Somewhat oppose	8.5%	6.8%



Strongly oppose	21.3%	14.4%
Unsure	10.6%	13.2%
Total	100.0%	100.0%

Q19. Income Tax Rate Amendment: Do you support or oppose a North Carolina constitutional amendment to keep the State income tax rate from being raised higher than three and one-half percent (3.5%)?

	Oct '26	Sep '26
<u>Support</u>	<u>64.3%</u>	<u>66.9%</u>
Strongly support	50.0%	51.7%
Somewhat support	14.3%	15.2%
<u>Oppose</u>	<u>26.8%</u>	<u>23.6%</u>
Somewhat oppose	5.8%	7.8%
Strongly oppose	21.0%	15.9%
Unsure	8.9%	9.4%
Total	100.0%	100.0%

Q20. Mail Voting ID Amendment: Do you support or oppose a North Carolina state constitutional amendment requiring all voters, not just those voting in-person, to present photo identification before voting?

	Oct '26	Sep '26
<u>Support</u>	<u>65.1%</u>	<u>66.4%</u>
Strongly support	55.6%	55.4%
Somewhat support	9.4%	11.0%
<u>Oppose</u>	<u>31.1%</u>	<u>28.8%</u>
Somewhat oppose	8.6%	9.4%
Strongly oppose	22.5%	19.4%
Unsure	3.8%	4.8%
Total	100.0%	100.0%

Q21. Primary Healthcare Provider: Do you regularly see a primary healthcare provider?

	Freq.	%
<u>Yes</u>	<u>488</u>	<u>81.3%</u>
<u>No</u>	<u>102</u>	<u>17.0%</u>
No, I choose not to because I have no health concerns	34	5.6%
No, I have difficulty finding a provider or getting an appointment	24	4.0%
No, I cannot afford the cost	44	7.3%
Unsure	11	1.8%
Total	600	100.0%

Q22. Confidence in 2026 Election: How confident are you that the results of the 2026 election will be free and fair?

	Freq.	%
<u>Confident</u>	<u>350</u>	<u>58.4%</u>
Very confident	102	17.1%
Somewhat confident	248	41.3%
<u>Not Confident</u>	<u>221</u>	<u>36.9%</u>



Somewhat not confident	113	18.8%
Not at all confident	108	18.1%
Unsure	28	4.7%
Total	600	100.0%

Q23. Social Media Influencers: Should social media personalities be required to disclose when they are paid to support a political candidate?

	Freq.	%
Yes	500	83.4%
No	53	8.9%
Unsure	46	7.7%
Total	600	100.0%

Q24. Gender: Are you female or male?

	Freq.	%
Female	334	55.6%
Male	266	44.4%
Total	600	100.0%

Q25. Age Range: What is your age as of today?

	Freq.	%
<u>Under 50</u>	<u>240</u>	<u>40.0%</u>
18 - 34	91	15.2%
35 - 49	149	24.8%
<u>50 and Over</u>	<u>360</u>	<u>60.0%</u>
50 - 64	176	29.4%
65 or older	184	30.6%
Total	600	100.0%

Q26. Party: How are you registered to vote in North Carolina? You may consider yourself of a different party, but what does your voter registration card show?

	Freq.	%
Republican	196	32.7%
Democrat	200	33.4%
Independent	171	28.5%
Other	21	3.4%
Unsure	12	1.9%
Total	600	100.0%

Q27. Ideology: Thinking about your views toward politics and government, would you say you are...

	Freq.	%
<u>Conservative</u>	<u>266</u>	<u>44.3%</u>
Very conservative	136	22.6%
Somewhat conservative	130	21.7%
<u>Moderate</u>	<u>150</u>	<u>24.9%</u>
<u>Liberal</u>	<u>148</u>	<u>24.6%</u>
Somewhat liberal	67	11.2%
Very liberal	80	13.4%
Unsure	37	6.2%
Total	600	100.0%



Q28. Race/Ethnicity: Which of the following best describes your race or ethnicity?

	Freq.	%
White or Caucasian	410	68.3%
Asian or Pacific Islander	4	0.6%
Black or African American	102	17.0%
Hispanic or Latino	36	6.0%
Other	39	6.5%
Unsure	9	1.6%
Total	600	100.0%

Q29. 2024 Retro Ballot: Thinking back, who did you vote for in the 2024 election for President?

	Freq.	%
Donald Trump, the Republican	286	47.7%
Kamala Harris, the Democrat	267	44.5%
Another candidate	17	2.8%
Did not vote in 2024	19	3.2%
Unsure	11	1.8%
Total	600	100.0%

Q30. Education Level: What's the highest level of education you have completed?

	Freq.	%
<u>No degree</u>	<u>315</u>	<u>52.5%</u>
Some high school	10	1.6%
High school diploma/GED	76	12.7%
Technical Certification	27	4.5%
Some college or Associate's Degree	202	33.7%
<u>At least College</u>	<u>284</u>	<u>47.3%</u>
Four-year undergraduate or Bachelor's Degree	166	27.7%
Graduate degree or further	117	19.5%
Unsure	1	0.2%
Total	600	100.0%

Q31. General Election VH

	Freq.	%
0 of 4	49	8.2%
1 of 4	56	9.3%
2 of 4	65	10.9%
3 of 4	96	16.1%
4 of 4	333	55.6%
Total	600	100.0%

Q32. Geography

	Freq.	%
Central	111	18.4%
Charlotte/West	214	35.7%
Coastal	87	14.5%
Raleigh-Durham	188	31.3%
Total	600	100.0%



Q33. DMA

	Freq.	%
Atlanta	2	0.3%
Charlotte	164	27.3%
Greensboro-H.Point-W.Salem	104	17.3%
Greenville-N.Bern-Washngtn	41	6.9%
Greenvll-Spart-Ashevl-And	49	8.2%
Myrtle Beach-Florence	7	1.1%
Norfolk-Portsmth-Newpt Nws	11	1.9%
Raleigh-Durham (Fayetteville)	188	31.3%
Wilmington	35	5.8%
Total	600	100.0%

Q34. CD

	Freq.	%
1	30	5.0%
2	44	7.4%
3	41	6.8%
4	45	7.6%
5	57	9.5%
6	37	6.2%
7	51	8.5%
8	30	5.1%
9	34	5.7%
10	48	8.0%
11	47	7.8%
12	35	5.8%
13	50	8.3%
14	50	8.4%
Total	600	100.0%

Q35. Gender + Age

	Freq.	%
F 18 - 34	54	9.1%
F 35 - 49	80	13.3%
F 50 - 64	97	16.1%
F 65 or older	103	17.1%
M 18 - 34	37	6.2%
M 35 - 49	69	11.5%
M 50 - 64	80	13.3%
M 65 or older	81	13.5%
Total	600	100.0%

Q36. Race + Gender

	Freq.	%
White Female	213	35.4%
White Male	197	32.8%
Asian Female	0	0.0%
Asian Male	4	0.6%
Black Female	69	11.6%
Black Male	33	5.4%
Hispanic Female	21	3.4%



Hispanic Male	15	2.6%
Other Female	26	4.4%
Other Male	13	2.2%
Unsure	9	1.6%
Total	600	100.0%

Q37. Gender + Education

	Freq.	%
Female At least College	146	24.3%
Female No degree	188	31.3%
Male At least College	138	23.0%
Male No degree	127	21.2%
Unsure	1	0.2%
Total	600	100.0%

METHODOLOGY

The sample size is 600 likely 2026 general election voters in the state of North Carolina. The margin of error is $\pm 4.00\%$ 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 October 18 - 20, 2026 and respondent interviews were conducted via live phones and SMS-to-online. The total percentages of response may not equal 100% due to rounding.

