

# North Carolina General Election 2026



Sample 3,895 North Carolina Registered Voters  
Conducted September 15-18, 2026  
Margin of Error  $\pm 2.5\%$

## 1. How would you describe your political views?

|                   |     |
|-------------------|-----|
| Very liberal      | 12% |
| Liberal           | 15% |
| Moderate          | 27% |
| Conservative      | 23% |
| Very conservative | 18% |
| Not sure          | 5%  |

## 2. Do you have a favorable or an unfavorable view of the Democratic Party?

|                      |     |
|----------------------|-----|
| Very favorable       | 13% |
| Somewhat favorable   | 22% |
| Neutral              | 10% |
| Somewhat unfavorable | 16% |
| Very unfavorable     | 39% |

## 3. Do you have a favorable or an unfavorable view of the Republican Party?

|                      |     |
|----------------------|-----|
| Very favorable       | 17% |
| Somewhat favorable   | 18% |
| Neutral              | 5%  |
| Somewhat unfavorable | 11% |
| Very unfavorable     | 48% |

## 4. Do you approve or disapprove of the job Donald Trump is doing as President?

|                     |     |
|---------------------|-----|
| Strongly approve    | 22% |
| Somewhat approve    | 17% |
| Somewhat disapprove | 5%  |
| Strongly disapprove | 55% |
| Not sure            | 1%  |

## 5. Are you registered as a Democrat or a Republican?

|                                   |     |
|-----------------------------------|-----|
| Democrat                          | 32% |
| Republican                        | 33% |
| Other / Not enrolled with a party | 35% |

## 6. Who [did / will / would] you vote for in the election for U.S. Senator?

*Those who say they definitely will vote were asked how they will vote. Those who say they probably will, maybe will, or probably will not vote were asked how they would vote. Undecided voters were asked their preference and allocated.*

|                              |     |
|------------------------------|-----|
| Roy Cooper (Democrat)        | 52% |
| Michael Whatley (Republican) | 41% |
| Someone else                 | 1%  |
| Undecided                    | 5%  |
| I will not vote in this race | 1%  |

## 7. Is your mind made up or is there a chance that you would change your mind and vote for Roy Cooper?

*Asked of those who said they would vote for Whatley*

|                                               |     |
|-----------------------------------------------|-----|
| My mind is made up                            | 96% |
| There is a chance I would vote for Roy Cooper | 4%  |

## 8. Is your mind made up or is there a chance that you would change your mind and vote for Michael Whatley?

*Asked of those who said they would vote for Cooper*

|                                                    |     |
|----------------------------------------------------|-----|
| My mind is made up                                 | 98% |
| There is a chance I would vote for Michael Whatley | 2%  |

## 9. Respondent age by category

|       |     |
|-------|-----|
| 18-29 | 14% |
| 30-44 | 23% |
| 45-64 | 34% |
| 65+   | 29% |

## 10. Are you a man or a woman?

|            |     |
|------------|-----|
| Man        | 45% |
| Woman      | 54% |
| Non-binary | 1%  |

## 11. What racial or ethnic group best describes you?

|          |     |
|----------|-----|
| White    | 72% |
| Black    | 17% |
| Hispanic | 5%  |
| Other    | 6%  |

## 12. What is the highest level of education you have completed?

|              |     |
|--------------|-----|
| HS or less   | 27% |
| Some college | 32% |
| College grad | 25% |
| Postgrad     | 16% |

13. Who did you vote for in the 2024 U.S. Presidential election?

|                     |     |
|---------------------|-----|
| Kamala Harris ..... | 45% |
| Donald Trump .....  | 47% |
| Someone else .....  | 1%  |
| Did not vote .....  | 6%  |

# North Carolina General Election 2026

September 15-18, 2026 – 3,895 North Carolina Registered Voters



## 1. Ideology

How would you describe your political views?

|                   | Total   | Age   |       |         |         | Gender  |         | Race    |       |          |       |
|-------------------|---------|-------|-------|---------|---------|---------|---------|---------|-------|----------|-------|
|                   |         | 18-29 | 30-44 | 45-64   | 65+     | Men     | Women   | White   | Black | Hispanic | Other |
| Very liberal      | 12%     | 29%   | 18%   | 7%      | 4%      | 9%      | 13%     | 10%     | 15%   | 22%      | 14%   |
| Liberal           | 15%     | 12%   | 20%   | 14%     | 16%     | 12%     | 19%     | 14%     | 23%   | 11%      | 8%    |
| Moderate          | 27%     | 26%   | 25%   | 28%     | 27%     | 29%     | 25%     | 24%     | 34%   | 30%      | 31%   |
| Conservative      | 23%     | 15%   | 17%   | 26%     | 29%     | 26%     | 21%     | 28%     | 6%    | 15%      | 22%   |
| Very conservative | 18%     | 14%   | 13%   | 19%     | 21%     | 20%     | 16%     | 20%     | 10%   | 15%      | 11%   |
| Not sure          | 5%      | 4%    | 7%    | 5%      | 4%      | 3%      | 6%      | 2%      | 12%   | 7%       | 14%   |
| Totals            | 100%    | 100%  | 100%  | 99%     | 101%    | 99%     | 100%    | 98%     | 100%  | 100%     | 100%  |
| Unweighted N      | (3,888) | (410) | (741) | (1,322) | (1,415) | (1,943) | (1,916) | (2,921) | (475) | (229)    | (263) |

|                   | Total   | Likely Voter |         | 2024 Vote |         | White Education |         |
|-------------------|---------|--------------|---------|-----------|---------|-----------------|---------|
|                   |         | Loose        | Strict  | Harris    | Trump   | Non-college     | College |
| Very liberal      | 12%     | 13%          | 13%     | 24%       | 0%      | 7%              | 15%     |
| Liberal           | 15%     | 16%          | 17%     | 32%       | 0%      | 10%             | 20%     |
| Moderate          | 27%     | 27%          | 26%     | 33%       | 18%     | 22%             | 28%     |
| Conservative      | 23%     | 23%          | 23%     | 3%        | 44%     | 33%             | 22%     |
| Very conservative | 18%     | 18%          | 18%     | 2%        | 35%     | 24%             | 14%     |
| Not sure          | 5%      | 5%           | 4%      | 7%        | 2%      | 4%              | 1%      |
| Totals            | 100%    | 102%         | 101%    | 101%      | 99%     | 100%            | 100%    |
| Unweighted N      | (3,888) | (3,738)      | (3,508) | (2,113)   | (1,526) | (1,224)         | (1,697) |

# North Carolina General Election 2026

September 15-18, 2026 – 3,895 North Carolina Registered Voters



## 2. Democratic Party Favorability

Do you have a favorable or an unfavorable view of the Democratic Party?

|                      | Age     |       |       |         |         | Gender  |         | Race    |       |          |       |
|----------------------|---------|-------|-------|---------|---------|---------|---------|---------|-------|----------|-------|
|                      | Total   | 18-29 | 30-44 | 45-64   | 65+     | Men     | Women   | White   | Black | Hispanic | Other |
| Very favorable       | 13%     | 9%    | 8%    | 14%     | 19%     | 10%     | 16%     | 8%      | 33%   | 10%      | 19%   |
| Somewhat favorable   | 22%     | 24%   | 28%   | 21%     | 18%     | 18%     | 25%     | 20%     | 33%   | 22%      | 18%   |
| Neutral              | 10%     | 10%   | 11%   | 11%     | 7%      | 9%      | 11%     | 8%      | 16%   | 13%      | 10%   |
| Somewhat unfavorable | 16%     | 26%   | 22%   | 12%     | 10%     | 17%     | 14%     | 18%     | 8%    | 19%      | 10%   |
| Very unfavorable     | 39%     | 31%   | 32%   | 43%     | 45%     | 46%     | 34%     | 46%     | 10%   | 36%      | 44%   |
| Totals               | 100%    | 100%  | 101%  | 101%    | 99%     | 100%    | 100%    | 100%    | 100%  | 100%     | 101%  |
| Unweighted N         | (3,883) | (410) | (741) | (1,322) | (1,410) | (1,944) | (1,910) | (2,915) | (476) | (229)    | (263) |

|                      |         | Likely Voter |         | 2024 Vote |         | White Education |         |
|----------------------|---------|--------------|---------|-----------|---------|-----------------|---------|
|                      | Total   | Loose        | Strict  | Harris    | Trump   | Non-college     | College |
| Very favorable       | 13%     | 14%          | 14%     | 25%       | 2%      | 8%              | 8%      |
| Somewhat favorable   | 22%     | 23%          | 23%     | 43%       | 2%      | 12%             | 30%     |
| Neutral              | 10%     | 9%           | 9%      | 14%       | 4%      | 7%              | 9%      |
| Somewhat unfavorable | 16%     | 15%          | 14%     | 14%       | 16%     | 18%             | 18%     |
| Very unfavorable     | 39%     | 39%          | 39%     | 5%        | 76%     | 54%             | 35%     |
| Totals               | 100%    | 100%         | 99%     | 101%      | 100%    | 99%             | 100%    |
| Unweighted N         | (3,883) | (3,733)      | (3,503) | (2,109)   | (1,525) | (1,222)         | (1,693) |

# North Carolina General Election 2026

September 15-18, 2026 – 3,895 North Carolina Registered Voters



## 3. Republican Party Favorability

Do you have a favorable or an unfavorable view of the Republican Party?

|                      | Age     |       |       |         |         | Gender  |         | Race    |       |          |       |
|----------------------|---------|-------|-------|---------|---------|---------|---------|---------|-------|----------|-------|
|                      | Total   | 18-29 | 30-44 | 45-64   | 65+     | Men     | Women   | White   | Black | Hispanic | Other |
| Very favorable       | 17%     | 8%    | 11%   | 18%     | 26%     | 17%     | 17%     | 20%     | 6%    | 15%      | 10%   |
| Somewhat favorable   | 18%     | 16%   | 14%   | 22%     | 19%     | 21%     | 16%     | 23%     | 3%    | 13%      | 17%   |
| Neutral              | 5%      | 4%    | 7%    | 6%      | 4%      | 5%      | 5%      | 5%      | 4%    | 12%      | 9%    |
| Somewhat unfavorable | 11%     | 15%   | 14%   | 10%     | 8%      | 13%     | 10%     | 11%     | 13%   | 11%      | 13%   |
| Very unfavorable     | 48%     | 57%   | 54%   | 44%     | 43%     | 44%     | 51%     | 41%     | 75%   | 50%      | 51%   |
| Totals               | 99%     | 100%  | 100%  | 100%    | 100%    | 100%    | 99%     | 100%    | 101%  | 101%     | 100%  |
| Unweighted N         | (3,886) | (410) | (741) | (1,321) | (1,414) | (1,945) | (1,912) | (2,918) | (477) | (229)    | (262) |

|                      |         | Likely Voter |         | 2024 Vote |         | White Education |         |
|----------------------|---------|--------------|---------|-----------|---------|-----------------|---------|
|                      | Total   | Loose        | Strict  | Harris    | Trump   | Non-college     | College |
| Very favorable       | 17%     | 17%          | 18%     | 1%        | 33%     | 27%             | 11%     |
| Somewhat favorable   | 18%     | 19%          | 18%     | 1%        | 37%     | 25%             | 20%     |
| Neutral              | 5%      | 5%           | 4%      | 2%        | 8%      | 5%              | 5%      |
| Somewhat unfavorable | 11%     | 10%          | 9%      | 8%        | 12%     | 12%             | 9%      |
| Very unfavorable     | 48%     | 49%          | 50%     | 88%       | 9%      | 31%             | 55%     |
| Totals               | 99%     | 100%         | 99%     | 100%      | 99%     | 100%            | 100%    |
| Unweighted N         | (3,886) | (3,736)      | (3,505) | (2,110)   | (1,528) | (1,225)         | (1,693) |

# North Carolina General Election 2026

September 15-18, 2026 – 3,895 North Carolina Registered Voters



## 4. Trump Job Approval

Do you approve or disapprove of the job Donald Trump is doing as President?

|                     | Age     |       |       |         |         | Gender  |         | Race    |       |          |       |
|---------------------|---------|-------|-------|---------|---------|---------|---------|---------|-------|----------|-------|
|                     | Total   | 18-29 | 30-44 | 45-64   | 65+     | Men     | Women   | White   | Black | Hispanic | Other |
| Strongly approve    | 22%     | 8%    | 13%   | 26%     | 33%     | 24%     | 22%     | 27%     | 5%    | 24%      | 18%   |
| Somewhat approve    | 17%     | 16%   | 17%   | 19%     | 15%     | 21%     | 13%     | 21%     | 3%    | 8%       | 12%   |
| Somewhat disapprove | 5%      | 8%    | 7%    | 4%      | 4%      | 6%      | 5%      | 5%      | 4%    | 6%       | 8%    |
| Strongly disapprove | 55%     | 66%   | 63%   | 50%     | 48%     | 49%     | 59%     | 46%     | 87%   | 61%      | 57%   |
| Not sure            | 1%      | 1%    | 1%    | 1%      | 1%      | 1%      | 1%      | 1%      | 2%    | 1%       | 4%    |
| Totals              | 100%    | 99%   | 101%  | 100%    | 101%    | 101%    | 100%    | 100%    | 101%  | 100%     | 99%   |
| Unweighted N        | (3,889) | (410) | (741) | (1,323) | (1,415) | (1,944) | (1,916) | (2,921) | (476) | (229)    | (263) |

|                     |         | Likely Voter |         | 2024 Vote |         | White Education |         |
|---------------------|---------|--------------|---------|-----------|---------|-----------------|---------|
|                     | Total   | Loose        | Strict  | Harris    | Trump   | Non-college     | College |
| Strongly approve    | 22%     | 23%          | 24%     | 0%        | 46%     | 33%             | 19%     |
| Somewhat approve    | 17%     | 16%          | 16%     | 0%        | 34%     | 26%             | 15%     |
| Somewhat disapprove | 5%      | 5%           | 4%      | 1%        | 8%      | 5%              | 6%      |
| Strongly disapprove | 55%     | 55%          | 56%     | 98%       | 10%     | 36%             | 61%     |
| Not sure            | 1%      | 1%           | 1%      | 0%        | 1%      | 1%              | 0%      |
| Totals              | 100%    | 100%         | 101%    | 99%       | 99%     | 101%            | 101%    |
| Unweighted N        | (3,889) | (3,739)      | (3,508) | (2,113)   | (1,527) | (1,226)         | (1,695) |

# North Carolina General Election 2026

September 15-18, 2026 – 3,895 North Carolina Registered Voters



## 5. North Carolina Senate Vote 2026

Who [did / will / would] you vote for in the election for U.S. Senator?

*Those who say they definitely will vote were asked how they will vote. Those who say they probably will, maybe will, or probably will not vote were asked how they would vote. Undecided voters were asked their preference and allocated.*

|                              | Total   | Age   |       |         |         | Gender  |         | Race    |       |          |       |
|------------------------------|---------|-------|-------|---------|---------|---------|---------|---------|-------|----------|-------|
|                              |         | 18-29 | 30-44 | 45-64   | 65+     | Men     | Women   | White   | Black | Hispanic | Other |
| Roy Cooper (Democrat)        | 52%     | 62%   | 61%   | 47%     | 47%     | 47%     | 57%     | 44%     | 85%   | 57%      | 51%   |
| Michael Whatley (Republican) | 41%     | 28%   | 32%   | 46%     | 47%     | 45%     | 38%     | 49%     | 8%    | 32%      | 40%   |
| Someone else                 | 1%      | 3%    | 1%    | 0%      | 1%      | 2%      | 0%      | 1%      | 0%    | 0%       | 2%    |
| Undecided                    | 5%      | 5%    | 5%    | 6%      | 5%      | 5%      | 5%      | 5%      | 6%    | 7%       | 6%    |
| I will not vote in this race | 1%      | 2%    | 2%    | 0%      | 0%      | 1%      | 1%      | 1%      | 1%    | 4%       | 0%    |
| Totals                       | 100%    | 100%  | 101%  | 99%     | 100%    | 100%    | 101%    | 100%    | 100%  | 100%     | 99%   |
| Unweighted N                 | (3,864) | (405) | (731) | (1,312) | (1,416) | (1,927) | (1,908) | (2,904) | (476) | (226)    | (258) |

|                              | Total   | Likely Voter |         | 2024 Vote |         | White Education |         |
|------------------------------|---------|--------------|---------|-----------|---------|-----------------|---------|
|                              |         | Loose        | Strict  | Harris    | Trump   | Non-college     | College |
| Roy Cooper (Democrat)        | 52%     | 53%          | 54%     | 97%       | 7%      | 35%             | 57%     |
| Michael Whatley (Republican) | 41%     | 41%          | 41%     | 0%        | 83%     | 58%             | 37%     |
| Someone else                 | 1%      | 1%           | 1%      | 0%        | 2%      | 1%              | 1%      |
| Undecided                    | 5%      | 4%           | 4%      | 2%        | 6%      | 6%              | 3%      |
| I will not vote in this race | 1%      | 0%           | 0%      | 0%        | 2%      | 1%              | 1%      |
| Totals                       | 100%    | 99%          | 100%    | 99%       | 100%    | 101%            | 99%     |
| Unweighted N                 | (3,864) | (3,742)      | (3,511) | (2,112)   | (1,508) | (1,213)         | (1,691) |

# North Carolina General Election 2026

September 15-18, 2026 – 3,895 North Carolina Registered Voters



## 6. Consider Cooper

Is your mind made up or is there a chance that you would change your mind and vote for Roy Cooper?

*Asked of those who said they would vote for Whatley*

|                                               | Total   | Age   |       |       |       | Gender |       | Race    |       |          |       |
|-----------------------------------------------|---------|-------|-------|-------|-------|--------|-------|---------|-------|----------|-------|
|                                               |         | 18-29 | 30-44 | 45-64 | 65+   | Men    | Women | White   | Black | Hispanic | Other |
| My mind is made up                            | 96%     | 92%   | 91%   | 97%   | 97%   | 95%    | 96%   | 96%     | *     | 100%     | 93%   |
| There is a chance I would vote for Roy Cooper | 4%      | 8%    | 9%    | 3%    | 3%    | 5%     | 4%    | 4%      | *     | 0%       | 7%    |
| Totals                                        | 100%    | 100%  | 100%  | 100%  | 100%  | 100%   | 100%  | 100%    | *     | 100%     | 100%  |
| Unweighted N                                  | (1,230) | (63)  | (152) | (462) | (553) | (679)  | (548) | (1,044) | (32)  | (62)     | (92)  |

|                                               | Total   | Likely Voter |         | 2024 Vote |         | White Education |         |
|-----------------------------------------------|---------|--------------|---------|-----------|---------|-----------------|---------|
|                                               |         | Loose        | Strict  | Harris    | Trump   | Non-college     | College |
| My mind is made up                            | 96%     | 96%          | 96%     | *         | 96%     | 97%             | 94%     |
| There is a chance I would vote for Roy Cooper | 4%      | 4%           | 4%      | *         | 4%      | 3%              | 6%      |
| Totals                                        | 100%    | 100%         | 100%    | *         | 100%    | 100%            | 100%    |
| Unweighted N                                  | (1,230) | (1,196)      | (1,125) | (8)       | (1,192) | (571)           | (473)   |

# North Carolina General Election 2026

September 15-18, 2026 – 3,895 North Carolina Registered Voters



## 7. Consider Whatley

Is your mind made up or is there a chance that you would change your mind and vote for Michael Whatley?

*Asked of those who said they would vote for Cooper*

|                                                    |         | Age   |       |       |       | Gender  |         | Race    |       |          |       |
|----------------------------------------------------|---------|-------|-------|-------|-------|---------|---------|---------|-------|----------|-------|
|                                                    | Total   | 18-29 | 30-44 | 45-64 | 65+   | Men     | Women   | White   | Black | Hispanic | Other |
| My mind is made up                                 | 98%     | 96%   | 98%   | 98%   | 98%   | 96%     | 99%     | 98%     | 97%   | 97%      | 98%   |
| There is a chance I would vote for Michael Whatley | 2%      | 4%    | 2%    | 2%    | 2%    | 4%      | 1%      | 2%      | 3%    | 3%       | 2%    |
| Totals                                             | 100%    | 100%  | 100%  | 100%  | 100%  | 100%    | 100%    | 100%    | 100%  | 100%     | 100%  |
| Unweighted N                                       | (2,208) | (282) | (470) | (712) | (744) | (1,051) | (1,135) | (1,562) | (399) | (132)    | (115) |

|                                                    |         | Likely Voter |         | 2024 Vote |       | White Education |         |
|----------------------------------------------------|---------|--------------|---------|-----------|-------|-----------------|---------|
|                                                    | Total   | Loose        | Strict  | Harris    | Trump | Non-college     | College |
| My mind is made up                                 | 98%     | 98%          | 98%     | 99%       | 80%   | 97%             | 98%     |
| There is a chance I would vote for Michael Whatley | 2%      | 2%           | 2%      | 1%        | 20%   | 3%              | 2%      |
| Totals                                             | 100%    | 100%         | 100%    | 100%      | 100%  | 100%            | 100%    |
| Unweighted N                                       | (2,208) | (2,183)      | (2,084) | (1,997)   | (85)  | (485)           | (1,077) |

|                               |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |
|-------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Fieldwork</b>              | YouGov                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |
| <b>Interviewing Dates</b>     | September 15-18, 2026                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |
| <b>Target population</b>      | Registered Voters in North Carolina                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |
| <b>Sample</b>                 | Stratified random sample of voters selected from a list of North Carolina registered voters who were contacted via text message and interviewed on YouGov's web-based survey system. Voters were selected at random within each stratum until the target number of interviews were completed.                                                                                                                                                                                                                                                                                                                                                                                                                              |
| <b>Weighting</b>              | The sample was weighted to gender, age, race, in-state geography (using the current North Carolina voter list), party registration, and imputed education, 2024 presidential vote, and past Senate vote. Likely voters are defined by two screening criteria – a strict and a loose definition. The strict definition includes those who self-report “Definitely will vote” and voted in 2024 (or are newly eligible to vote). The loose definition also includes those who “Probably will vote”, or those who did not vote in 2024 but report they are “Definitely” likely to vote this year. Weights were computed using the method of raking. The weights range from 0.1 to 6.7 with a coefficient of variation of 1.3. |
| <b>Number of respondents</b>  | 3,895                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |
| <b>Margin of error</b>        | $\pm 2.5\%$ (3,895 North Carolina Registered Voters)<br>$\pm 2.6\%$ (3,745 North Carolina Likely Voters – loose)<br>$\pm 2.6\%$ (3,514 North Carolina Likely Voters – strict)                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |
| <b>Survey mode</b>            | All interviews were conducted online using YouGov's web-based survey system.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |
| <b>Questions not reported</b> | Four                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |