North Carolina General Election 2026 – Likely Voters

YouGov

Sample	2,130 North Carolina Likely Voters
Conducted	October 26-29, 2026
Margin of Error	±2.9%

1. How would you describe the current state of the American economy?

Excellent	4%
Good	21%
Fair	20%
Poor	53%
Not sure	1%

2. How would you describe your political views?

Very liberal	9%
Liberal	18%
Moderate	27%
Conservative	26%
Very conservative	16%
Not sure	4%

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

Strongly approve	28%
Somewhat approve	14%
Somewhat disapprove	5%
Strongly disapprove	53%
Not sure	0%

4. Do you think Donald Trump is doing a better or worse job in his second administration than in his first?

Better in his second administration	30%
Worse in his second administration	59%
About the same	11%

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

Democrat	32%
Republican	37%
Other / No party	30%
Not sure	1%

6. Who did you vote for, or who will you vote for, in the election for U.S. Senator?

Respondents who had already voted were asked who they voted for. Undecided voters were asked which candidate they lean toward; leaners are included, and those still undecided are shown as Not sure.

Roy Cooper (Democrat)	55%
Michael Whatley (Republican)	44%
Someone else	1%
Not sure	1%
I would not vote	0%

7. Respondent age by category

18-29	12%
30-44	19%
45-64	34%
65+	34%

8. Are you a man or a woman?

Man	46%
Woman	54%
Non-binary	1%

9. What racial or ethnic group best describes you?

White	72%
Black	18%
Hispanic	3%
Other	7%

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

HS or less	26%
Some college	30%
College grad	29%
Postgrad	15%

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

Kamala Harris	46%
Donald Trump	47%
Someone else	2%
Did not vote	5%

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1. State of the Economy
How would you describe the current state of the American economy?

		Age				Gender		Race		2024 Vote		White Education	
	Total	18-29	30-44	45-64	65+	Men	Women	White	Black	Harris	Trump	Non-college	College
Excellent	4%	6%	3%	2%	7%	7%	2%	5%	1%	0%	8%	6%	4%
Good	21%	17%	13%	23%	26%	26%	18%	26%	7%	2%	41%	28%	24%
Fair	20%	13%	19%	23%	20%	20%	20%	22%	11%	12%	29%	23%	21%
Poor	53%	64%	64%	52%	44%	46%	59%	45%	79%	85%	20%	41%	50%
Not sure	1%	1%	2%	0%	2%	1%	1%	1%	2%	1%	2%	1%	0%
Totals	99%	101%	101%	100%	99%	100%	100%	99%	100%	100%	100%	99%	99%
Unweighted N	(2,129)	(312)	(442)	(711)	(664)	(983)	(1,128)	(1,491)	(351)	(1,187)	(779)	(609)	(882)

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2. Ideology
How would you describe your political views?

		Age				Gender		Race		2024 Vote		White Education	
	Total	18-29	30-44	45-64	65+	Men	Women	White	Black	Harris	Trump	Non-college	College
Very liberal	9%	20%	17%	6%	3%	7%	9%	8%	10%	17%	1%	4%	13%
Liberal	18%	22%	21%	17%	17%	16%	20%	17%	27%	36%	1%	12%	22%
Moderate	27%	22%	28%	30%	25%	26%	29%	25%	37%	39%	14%	24%	26%
Conservative	26%	18%	17%	29%	31%	29%	24%	30%	12%	3%	50%	35%	24%
Very conservative	16%	16%	10%	14%	22%	19%	14%	19%	7%	2%	31%	22%	15%
Not sure	4%	2%	5%	4%	2%	3%	5%	2%	9%	4%	3%	2%	1%
Totals	100%	100%	98%	100%	100%	100%	101%	101%	102%	101%	100%	99%	101%
Unweighted N	(2,123)	(311)	(442)	(711)	(659)	(982)	(1,123)	(1,490)	(345)	(1,182)	(779)	(608)	(882)

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

		Age				Gender		Race		2024 Vote		White Education	
	Total	18-29	30-44	45-64	65+	Men	Women	White	Black	Harris	Trump	Non-college	College
Strongly approve	28%	17%	14%	30%	37%	31%	25%	34%	5%	0%	56%	45%	21%
Somewhat approve	14%	15%	14%	14%	13%	16%	12%	16%	4%	0%	28%	17%	15%
Somewhat disapprove	5%	8%	7%	4%	4%	6%	4%	5%	6%	3%	8%	4%	5%
Strongly disapprove	53%	60%	65%	52%	46%	47%	58%	45%	84%	97%	8%	34%	58%
Not sure	0%	0%	0%	0%	1%	0%	1%	0%	1%	0%	1%	0%	0%
Totals	100%	100%	100%	100%	101%	100%	100%	100%	100%	100%	101%	100%	99%
Unweighted N	(2,128)	(312)	(442)	(712)	(662)	(982)	(1,128)	(1,490)	(350)	(1,186)	(779)	(608)	(882)

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4. Trump Better First or Second Administration

Do you think Donald Trump is doing a better or worse job in his second administration than in his first?

		Age				Gender		Race		2024 Vote		White Education	
	Total	18-29	30-44	45-64	65+	Men	Women	White	Black	Harris	Trump	Non-college	College
Better in his second administration	30%	23%	18%	32%	39%	36%	26%	38%	7%	0%	62%	46%	28%
Worse in his second administration	59%	69%	72%	56%	50%	55%	62%	51%	87%	96%	20%	40%	65%
About the same	11%	8%	10%	12%	11%	9%	12%	11%	6%	4%	18%	14%	8%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	101%
Unweighted N	(2,128)	(312)	(441)	(712)	(663)	(983)	(1,127)	(1,489)	(351)	(1,187)	(778)	(607)	(882)

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5. North Carolina Senate Vote 2026

Who did you vote for, or who will you vote for, in the election for U.S. Senator?

Respondents who had already voted were asked who they voted for. Undecided voters were asked which candidate they lean toward; leaners are included, and those still undecided are shown as Not sure.

		Age				Gender		Race		2024 Vote		White Education	
	Total	18-29	30-44	45-64	65+	Men	Women	White	Black	Harris	Trump	Non-college	College
Roy Cooper (Democrat)	55%	59%	66%	53%	49%	49%	60%	45%	91%	99%	8%	33%	59%
Michael Whatley (Republican)	44%	39%	31%	46%	50%	50%	39%	53%	8%	0%	89%	66%	39%
Someone else	1%	0%	1%	1%	0%	0%	1%	0%	0%	0%	1%	0%	1%
Not sure	1%	1%	0%	0%	1%	1%	0%	0%	0%	0%	1%	1%	0%
I would not vote	0%	0%	1%	0%	0%	1%	0%	0%	0%	0%	1%	0%	1%
Totals	101%	99%	99%	100%	100%	101%	100%	98%	99%	99%	100%	100%	100%
Unweighted N	(2,123)	(312)	(442)	(712)	(657)	(981)	(1,124)	(1,486)	(350)	(1,185)	(775)	(607)	(879)

Fieldwork	YouGov
Interviewing Dates	October 26-29, 2026
Target population	Likely Voters in North Carolina
Sample	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.
Weighting	The sample was weighted to gender, age, race, in-state geography (using the current North Carolina voter list), party registration, and imputed education and 2024 presidential vote. Weights were computed using the method of raking. Likely voters are defined using a model that takes into account past vote, demographics, and self-reported likelihood to vote. The likely voter weights range from less than 0.1 to 8.1 with a coefficient of variation of 0.9.
Number of respondents	2,130
Margin of error	$\pm$ 2.9% (2,130 North Carolina Likely Voters)
Survey mode	All interviews were conducted online using YouGov's web-based survey system.
Questions not reported	Three