



ELON
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| Elon University Poll

North Carolina Opinion Poll

Economy, job approval ratings, elections, healthcare

Poll dates: September 23-October 1, 2025



KEY FINDINGS

Poll dates: September 23-October 1, 2025

Margin of error: +/- 4.24%



President Trump job performance

50% Disapprove **39%** Approve

Since President Trump took office

49% Economy has gotten worse

53% Inflation has gotten worse

50% Job market has gotten worse

Other job approval ratings

N.C. Gov. Josh Stein **42%** Approve **24%** Disapprove

N.C. General Assembly **24%** Approve **35%** Disapprove

U.S. Congress **21%** Approve **56%** Disapprove



2026 U.S. Senate race in NC

Have heard “a great deal” or “some” about two major party candidates:

Roy Cooper (D) **75%**

Michael Whatley (R) **26%**



Concern about federal cuts in healthcare spending

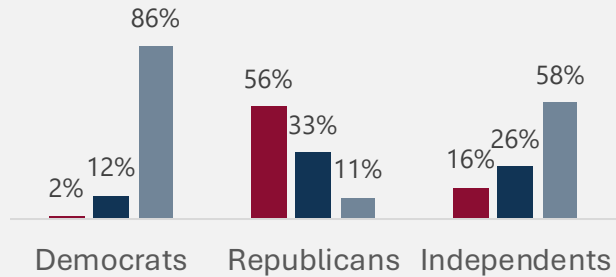
Very/somewhat concerned **63%**

A little/not at all concerned **36%**

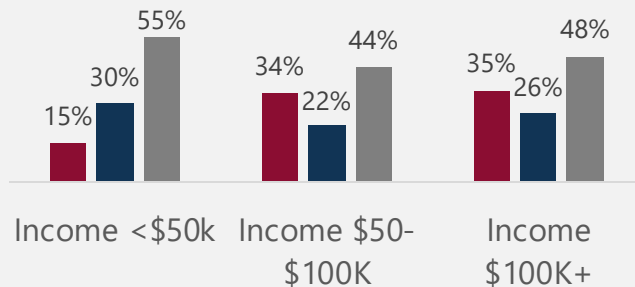
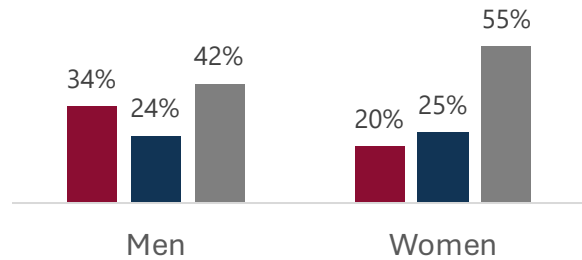


TOPIC: Economy

Better **Same** **Worse**



Do you think the national economy has gotten better, stayed about the same, or gotten worse since President Trump took office in January?



Better

27%

About the same

24%

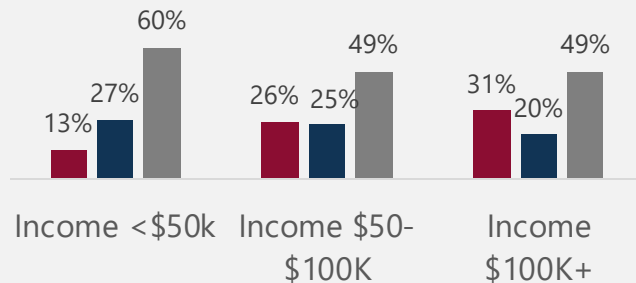
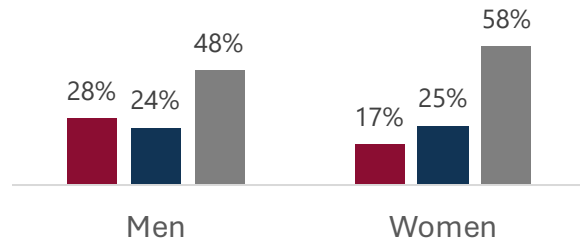
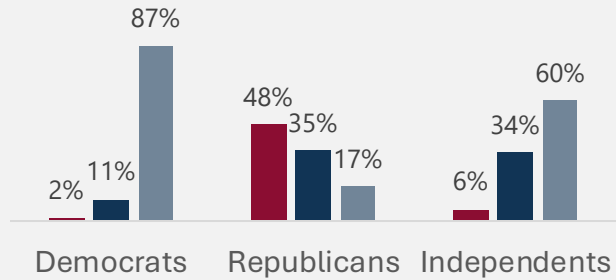
Worse

49%



TOPIC: Economy

Better **Same** **Worse**



Do you think inflation has gotten better, stayed about the same, or gotten worse since President Trump took office in January?

Better

22%

About the same

25%

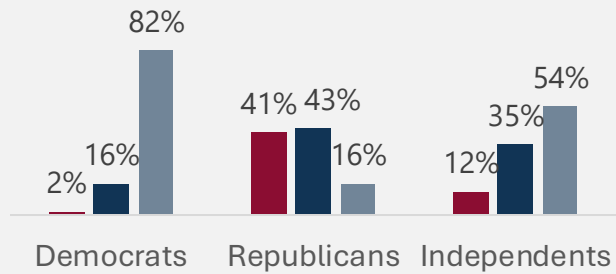
Worse

53%

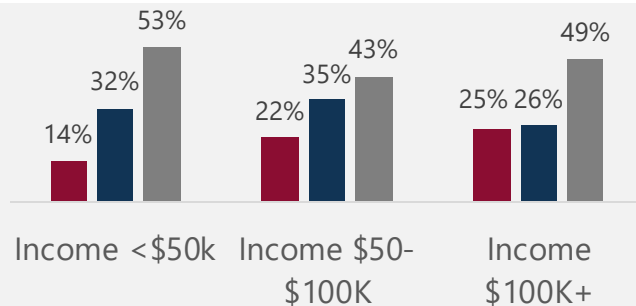
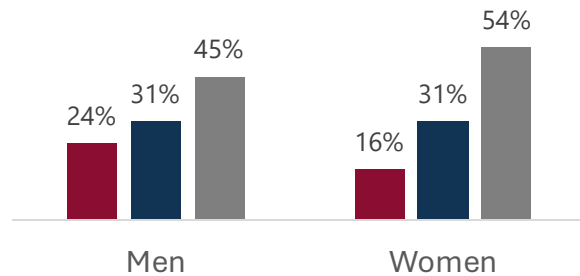


TOPIC: Economy

Better **Same** **Worse**



Do you think the job market has gotten better, stayed about the same, or gotten worse since President Trump took office in January?



Better

20%

About the same

31%

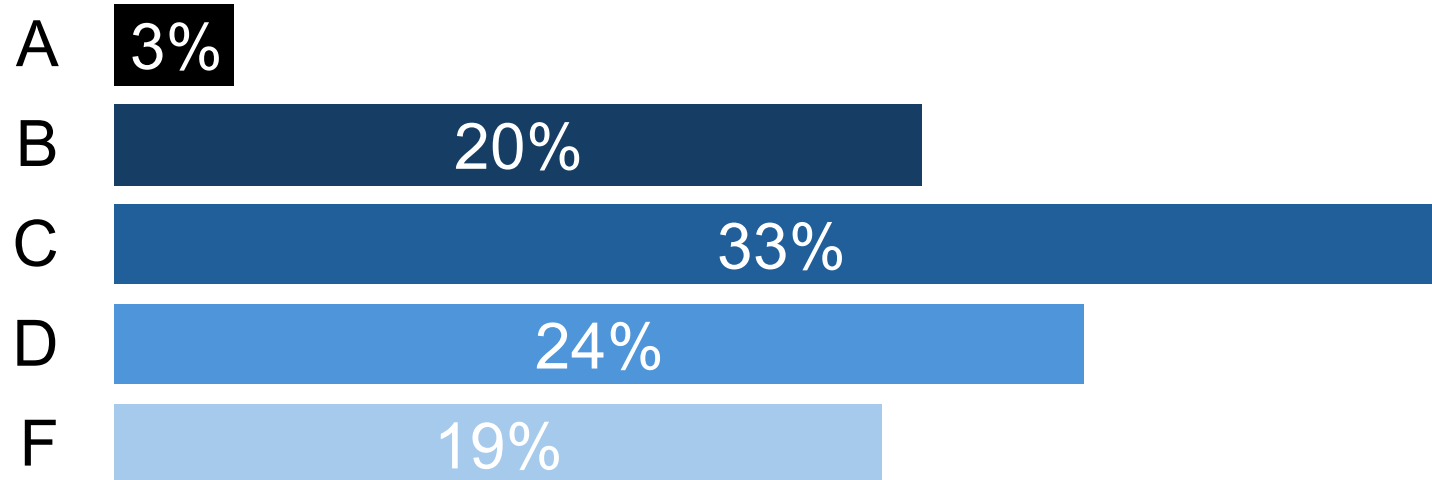
Worse

50%



TOPIC: Economy

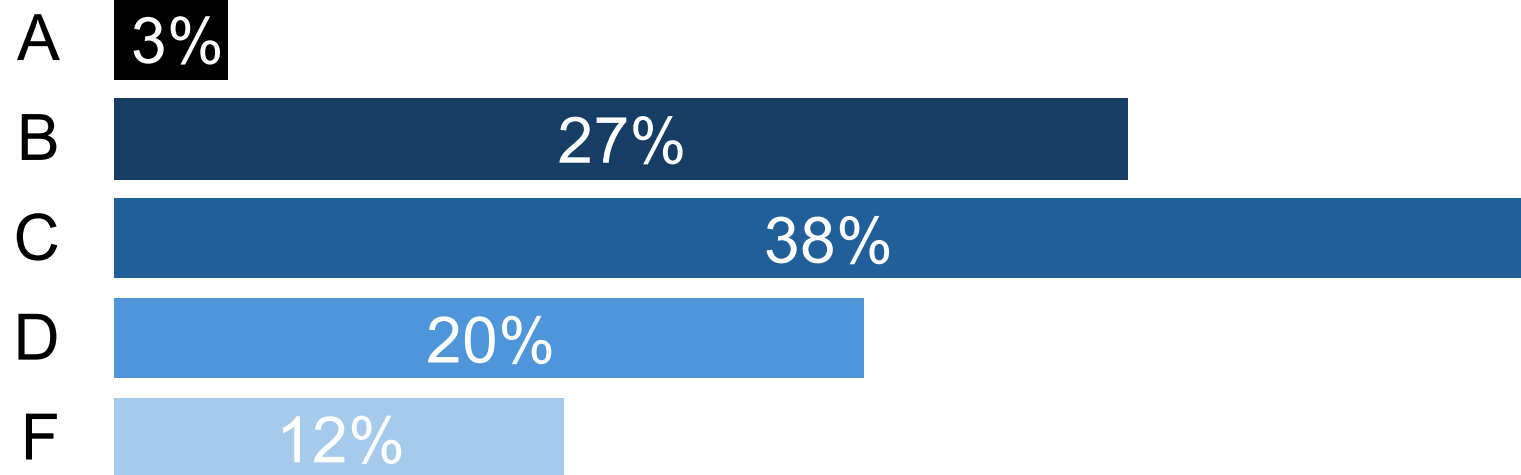
What letter grade would you give the current national economy of the United States?





TOPIC: Economy

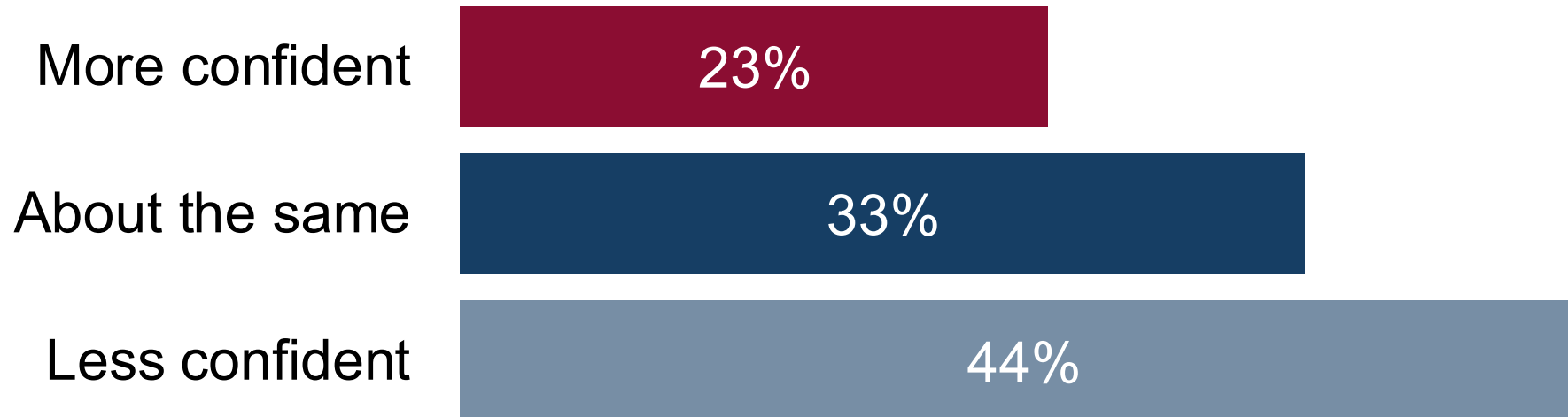
What letter grade would you give the current state economy of North Carolina?





TOPIC: Economy

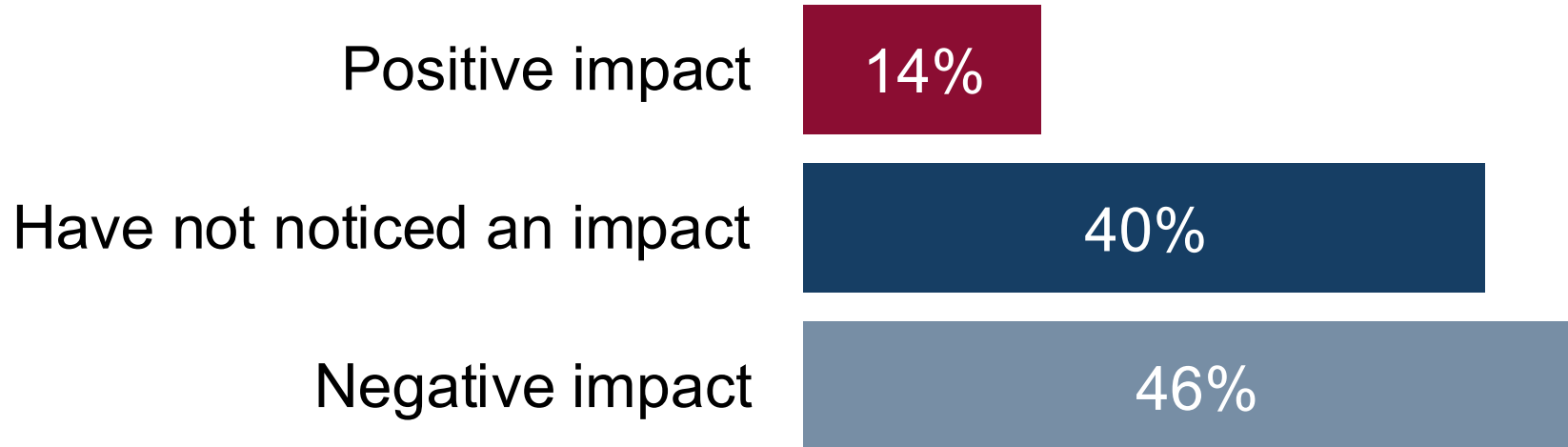
Compared to this point last year, are you more or less confident in the financial situation of you and your immediate family?





TOPIC: Economy

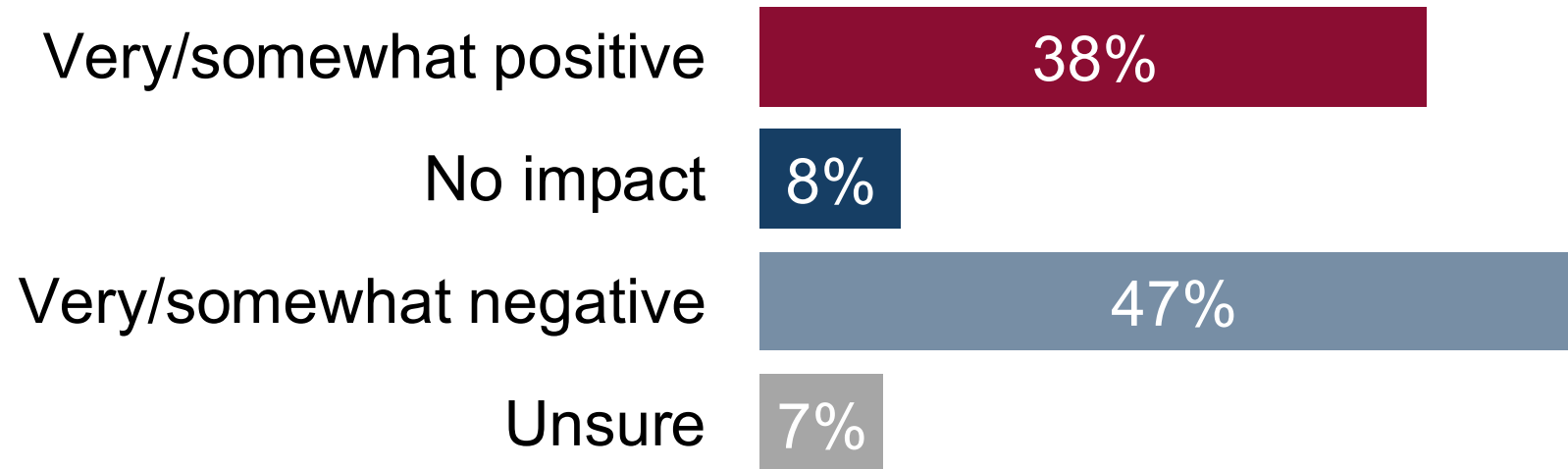
Thinking about your own financial situation, have you experienced a positive or negative impact from the Trump administration's tariffs on goods imported from other countries, or have you not personally noticed an impact?





TOPIC: Economy

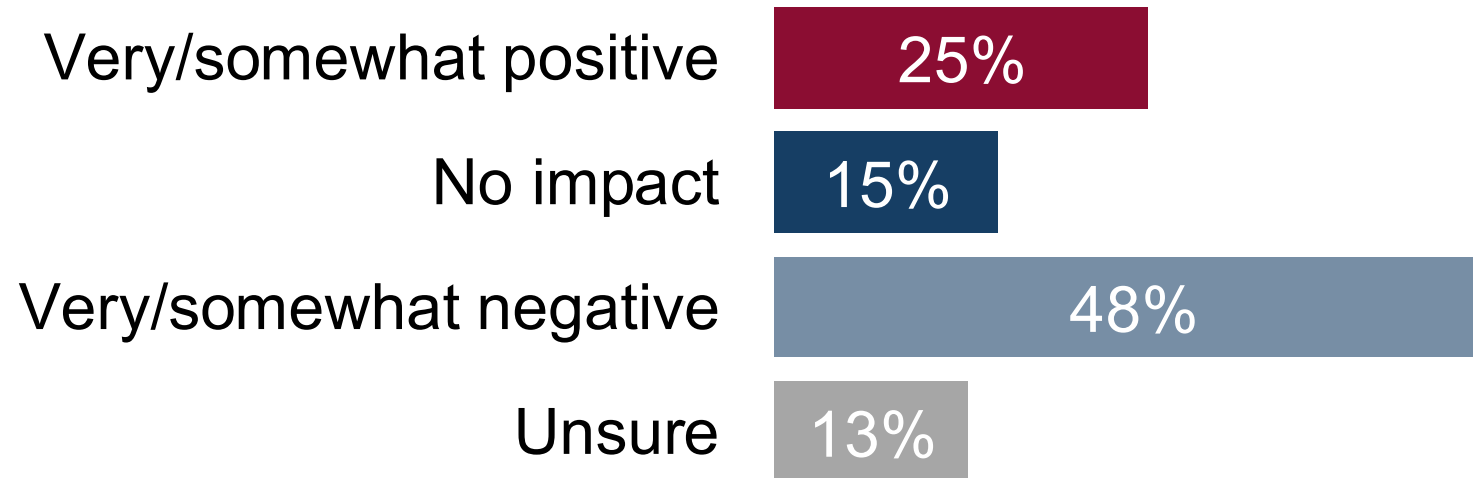
In your opinion, what has been the impact on the national economy from the Trump administration's approach to immigration enforcement?





TOPIC: Economy

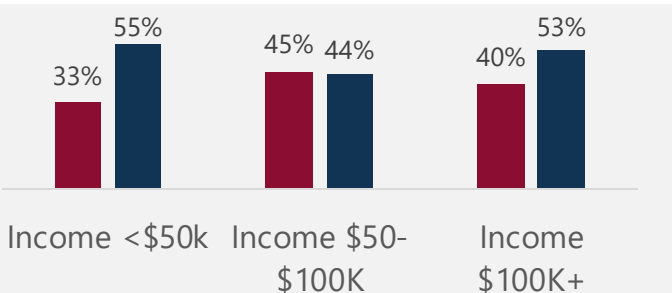
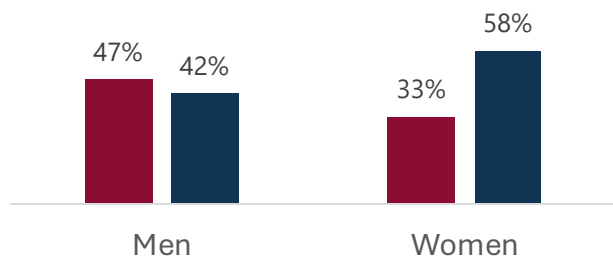
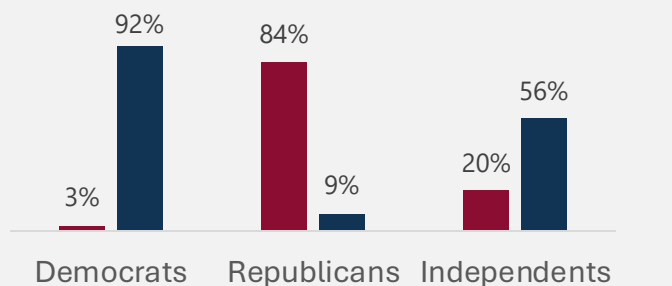
In your opinion, what has been the impact on North Carolina's economy from the reduction in federal spending, number of federal employees, elimination of research grants and other government activities?





TOPIC: Approval ratings

Approve **Disapprove**



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

Approve

39%

Disapprove

50%

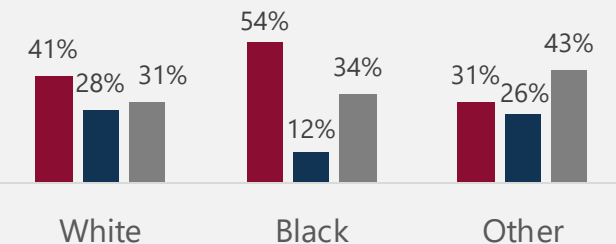
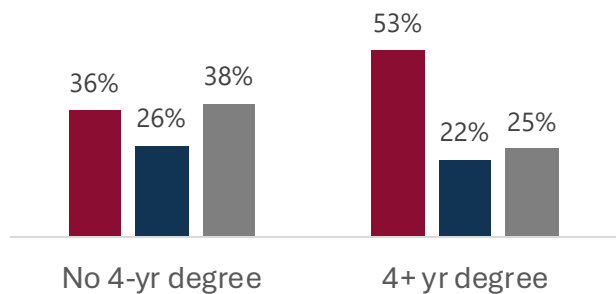
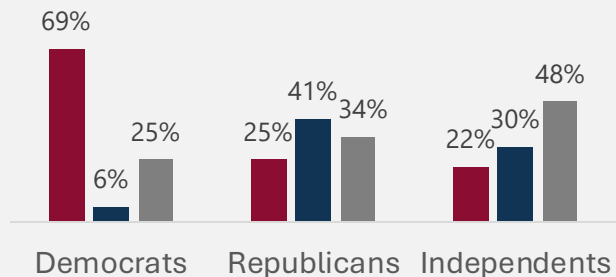
Unsure

10%



TOPIC: Approval ratings

Approve **Disapprove** **Unsure**



Do you approve or disapprove of the job Josh Stein is doing as Governor of North Carolina?

Approve

42%

Disapprove

24%

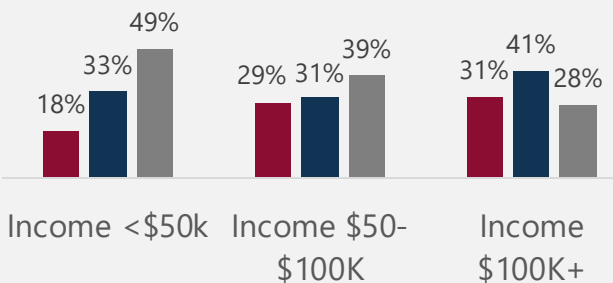
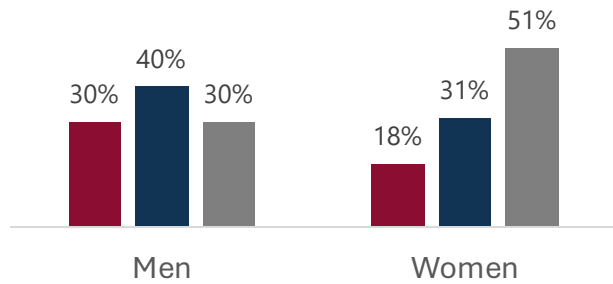
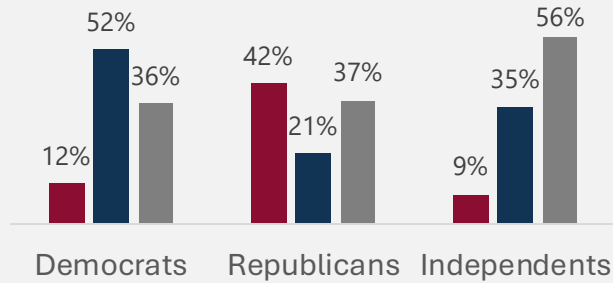
Unsure

34%



TOPIC: Approval ratings

Approve **Disapprove** **Unsure**



Do you approve or disapprove of how the North Carolina General Assembly is doing its job?

Approve

24%

Disapprove

35%

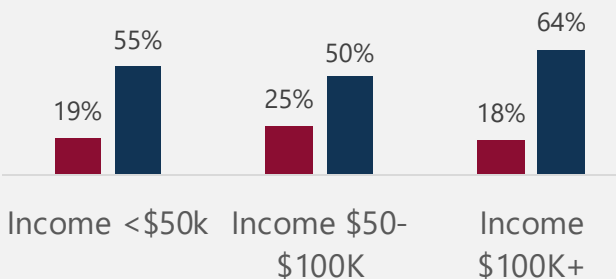
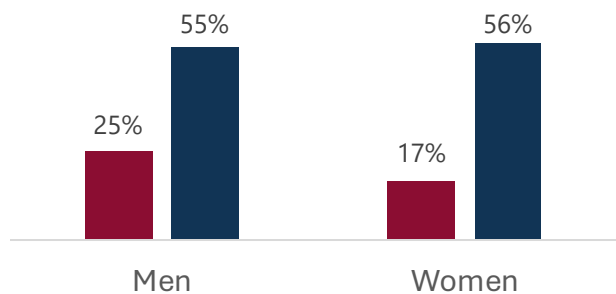
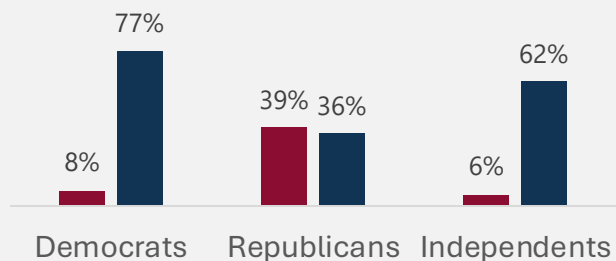
Unsure

41%



TOPIC: Approval ratings

Approve **Disapprove**



Do you approve or disapprove of how the United States Congress is doing its job?

Approve

21%

Disapprove

56%

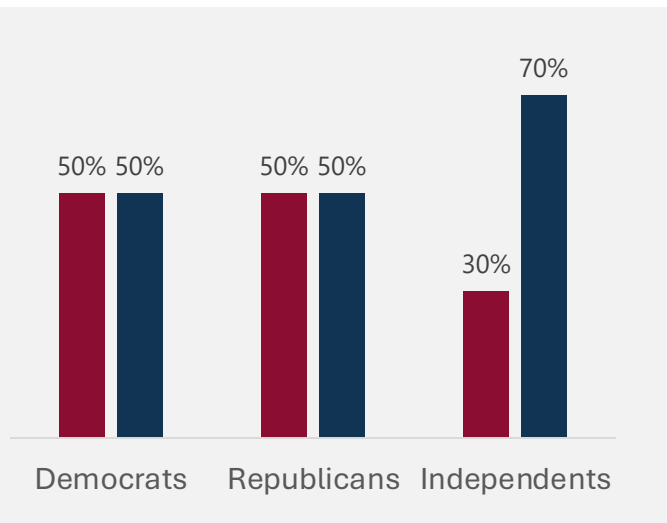
Unsure

23%



TOPIC: 2025 municipal

**Great deal/
some
attention** **Little or
no
attention**



North Carolina is holding local municipal elections on November 4, 2025 for offices like Mayor and City Council. Many things can take focus away from local government. How much attention have you been paying to the local elections in your area?

Great deal of attention

12%

Some attention

34%

Only a little attention

27%

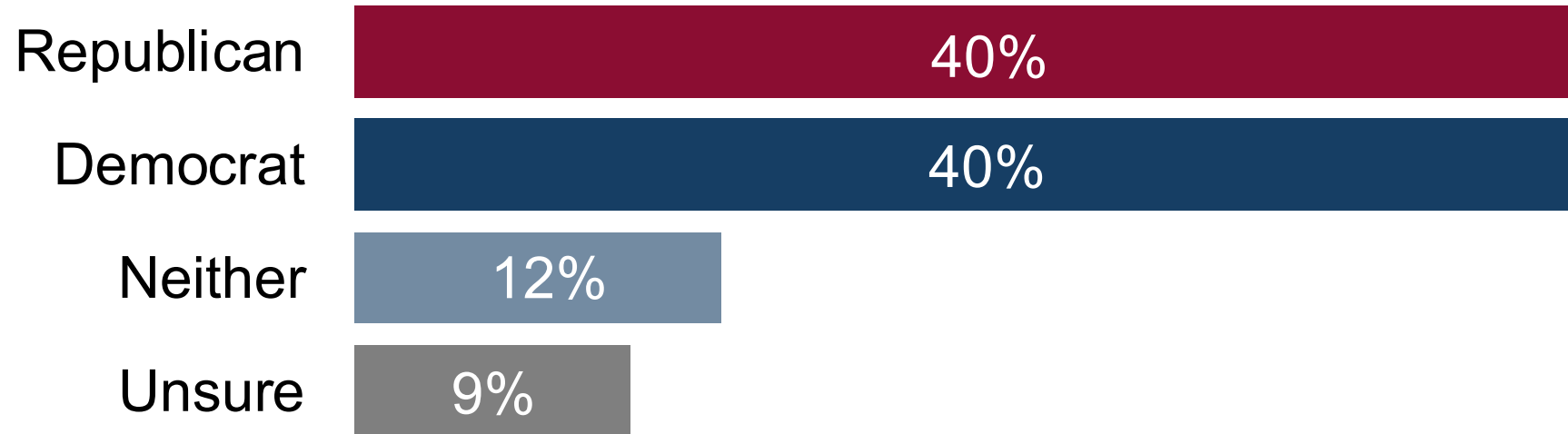
No attention at all

26%



TOPIC: 2026 election

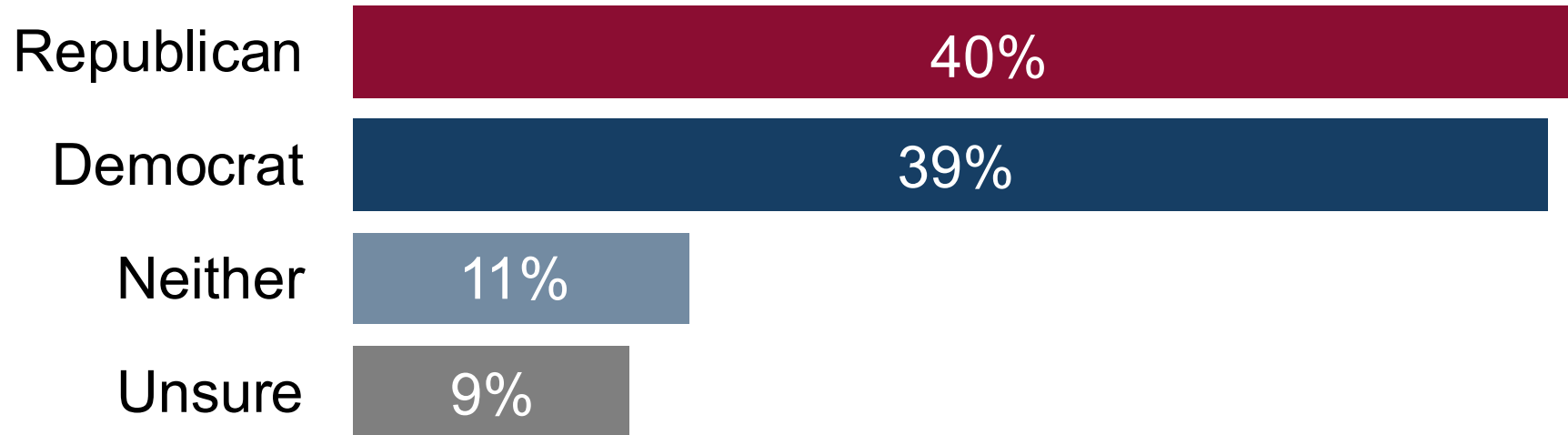
Which party do you want to control the U.S. Senate after the 2026 elections?





TOPIC: 2026 election

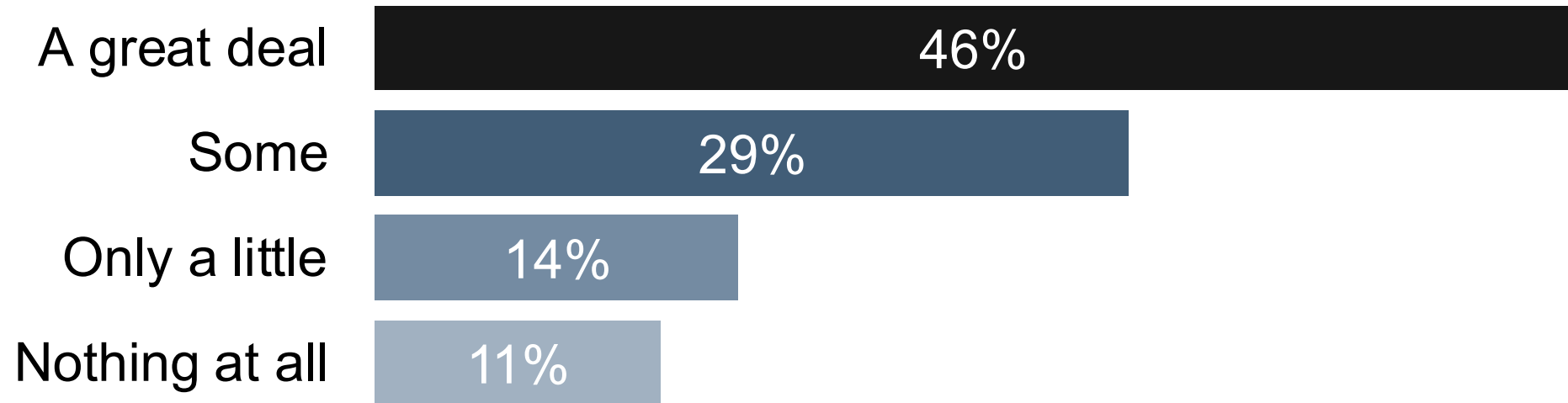
Which party do you want to control the U.S. House of Representatives after the 2026 elections?





TOPIC: 2026 election

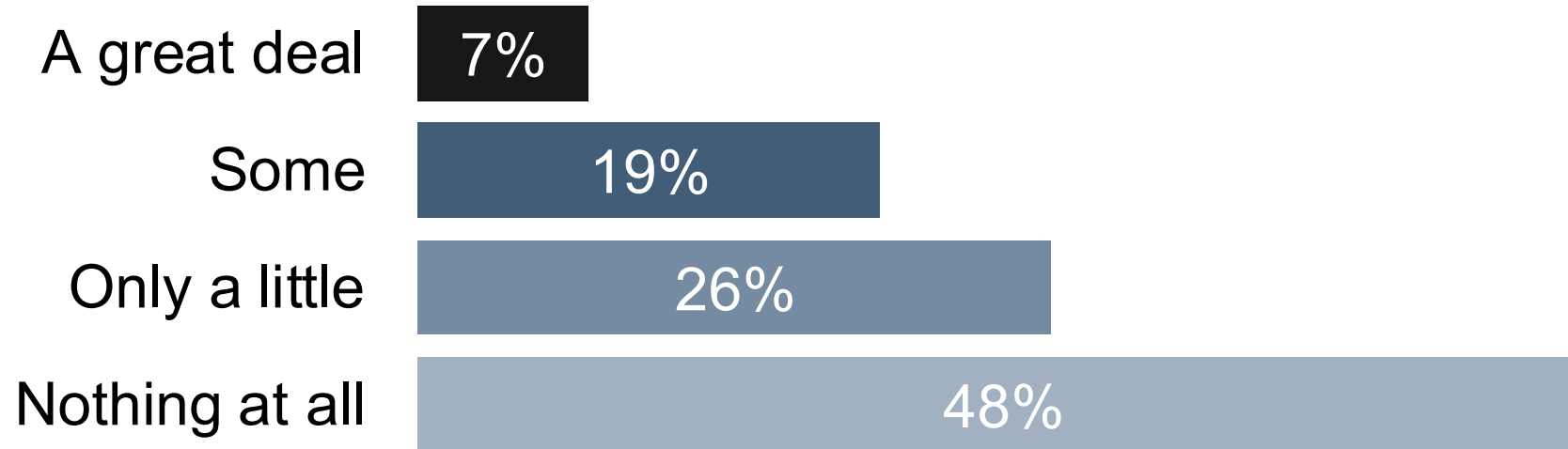
How much have you heard about Roy Cooper, a Democratic candidate for U.S. Senator from North Carolina?





TOPIC: 2026 election

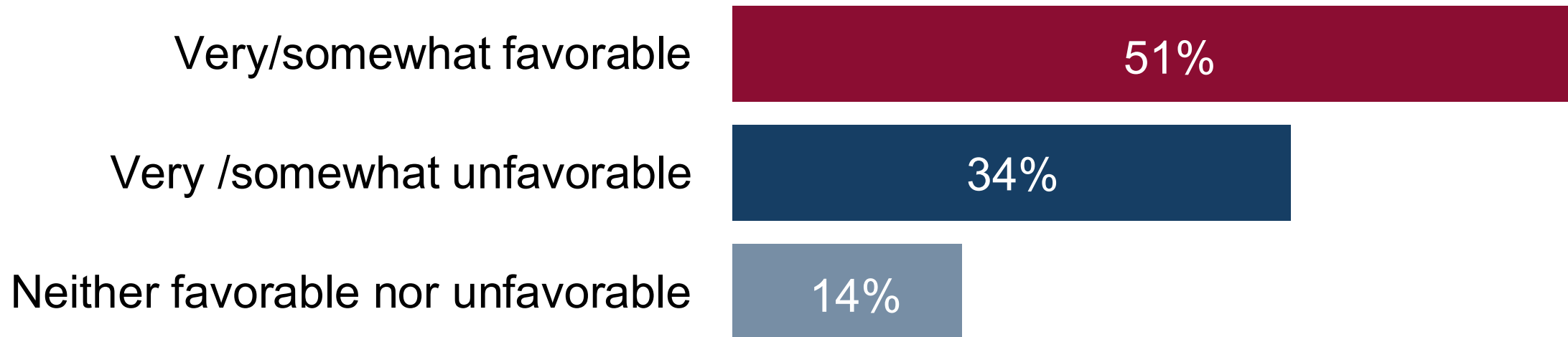
How much have you heard about Michael Whatley, a Republican candidate for U.S. Senator from North Carolina?





TOPIC: 2026 election

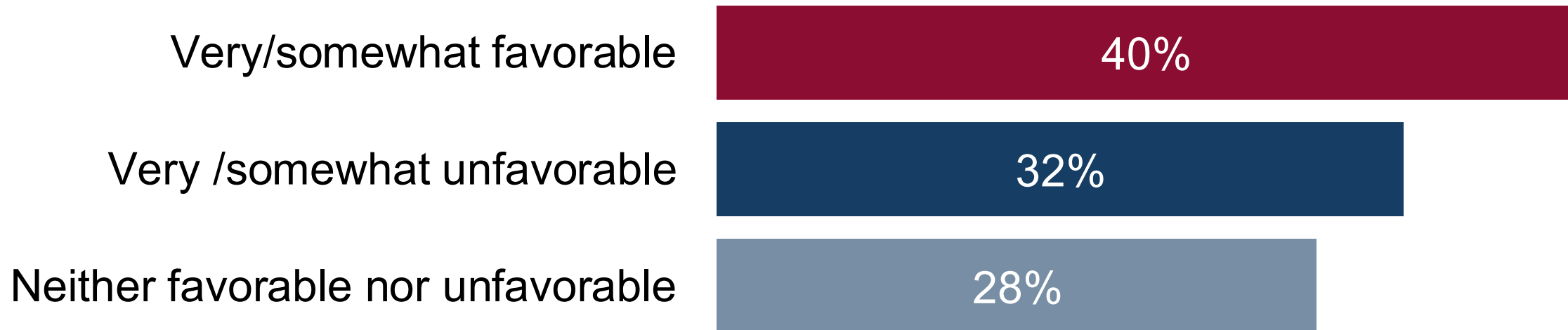
Based on what you know right now, what is your overall impression of Roy Cooper, a Democratic candidate for U.S. Senator from North Carolina?





TOPIC: 2026 election

Based on what you know right now, what is your overall impression of Michael Whatley, a Republican candidate for U.S. Senator from North Carolina?





TOPIC: Healthcare

How concerned are you that federal government cuts in health care spending might make it harder for you to get the care you need?

Very/somewhat concerned

63%

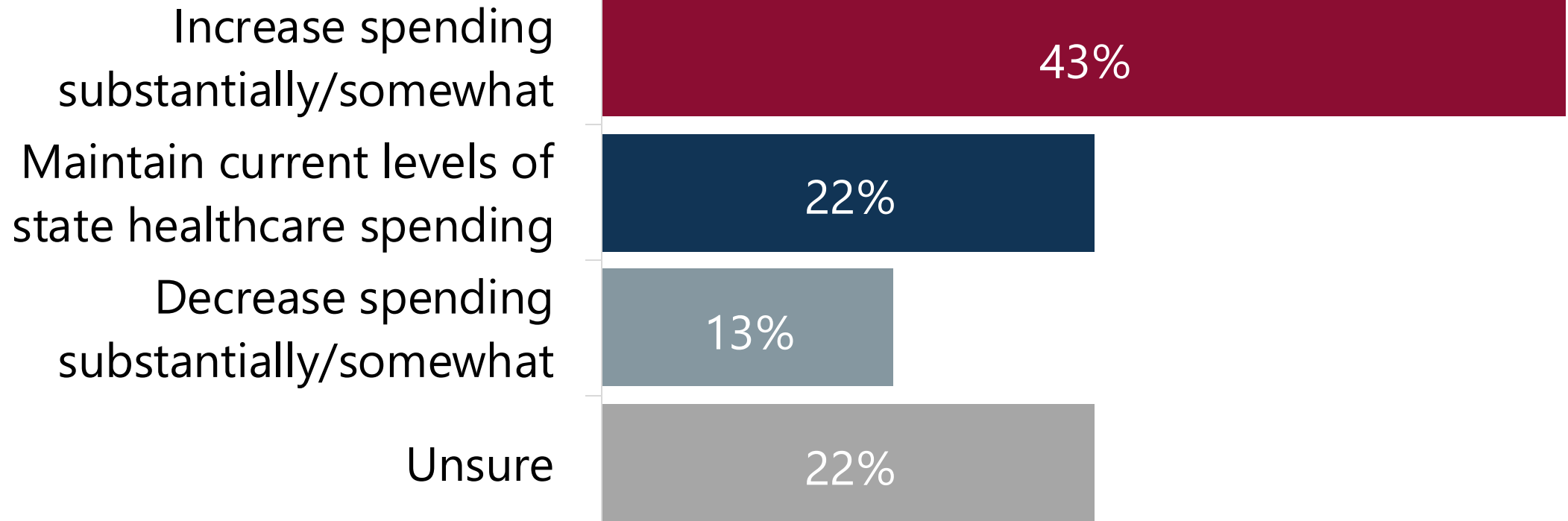
Only a little/not at all
concerned

36%



TOPIC: Healthcare

How should the state government change its healthcare spending in response to federal cuts to Medicaid spending?

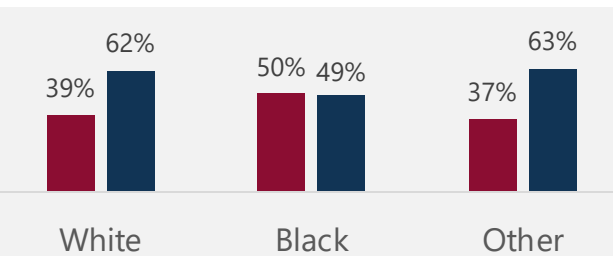
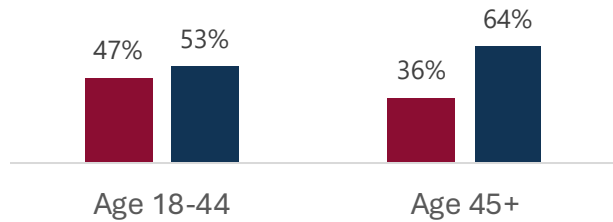
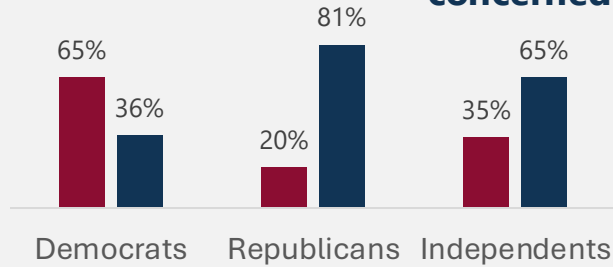




TOPIC: Healthcare

Very/somewhat concerned **Only a little/not at all concerned**

How concerned are you about getting access to vaccines that you would like to receive?



Very/somewhat concerned

40%

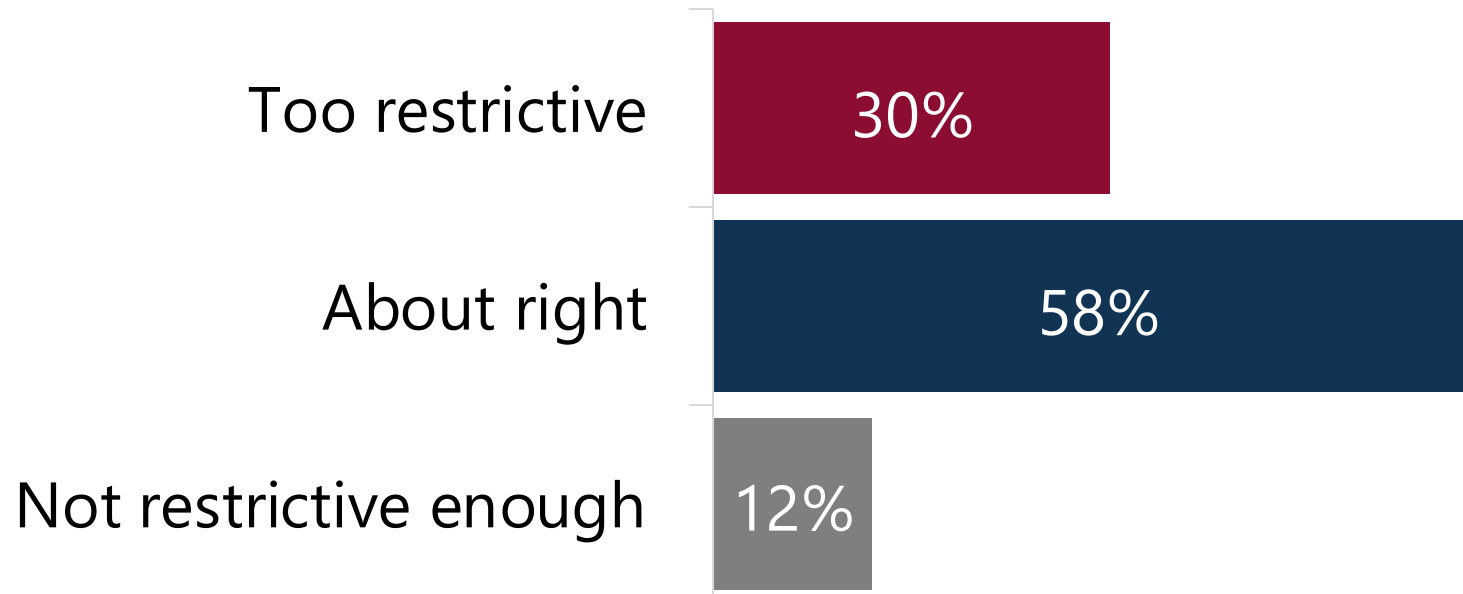
Only a little/not at all concerned

59%



TOPIC: Healthcare

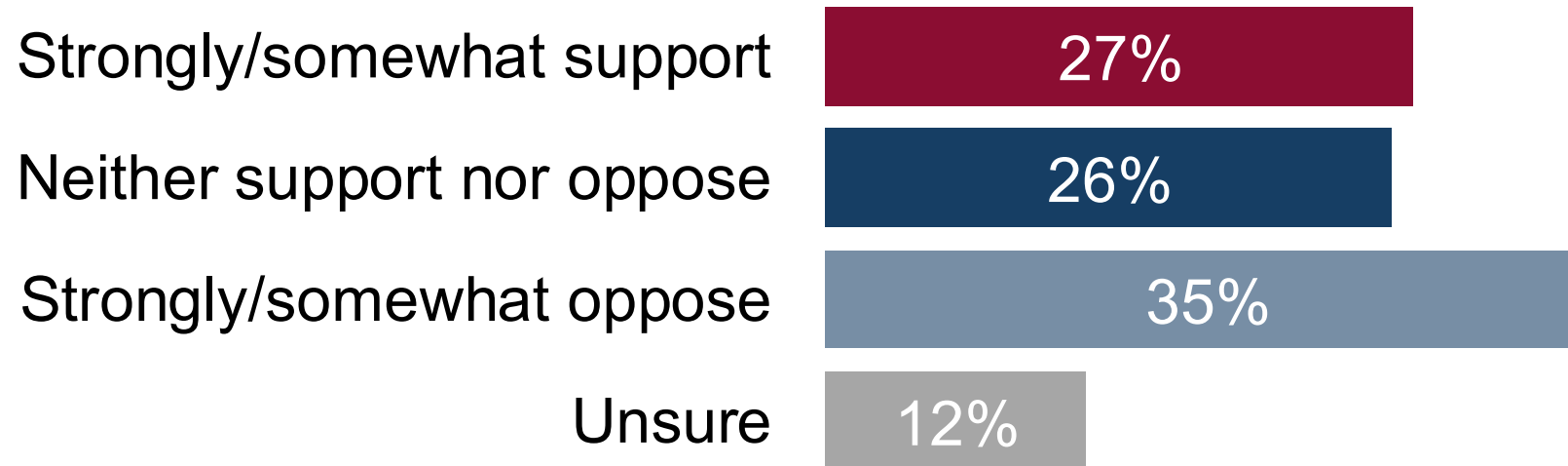
Thinking back to the pandemic, overall, would you say the state of North Carolina's rules and restrictions around coronavirus were too restrictive, not restrictive enough or about right?





TOPIC: State and local

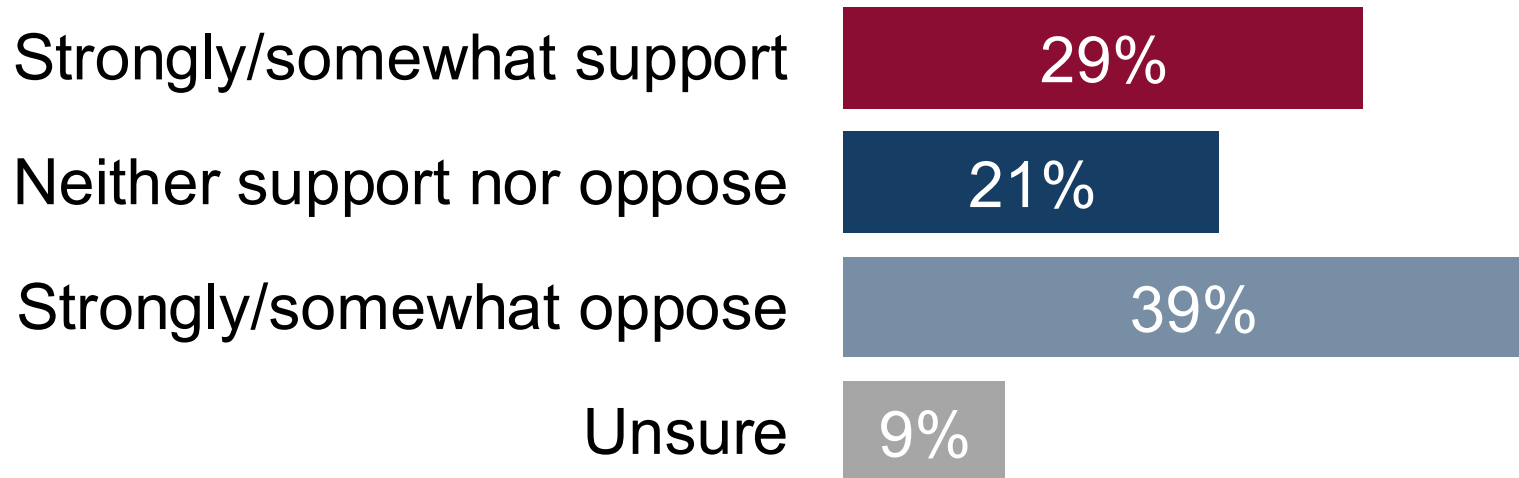
How much do you support or oppose state income taxes being lowered if it meant that state sales taxes were increased to make up the difference?





TOPIC: State and local

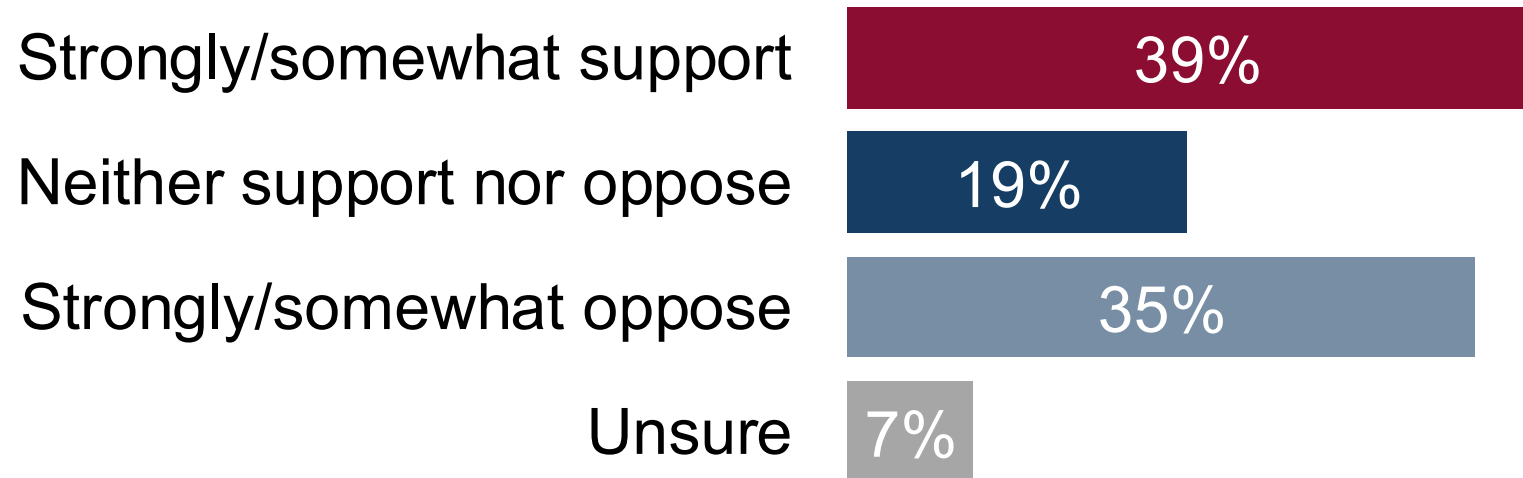
How much do you support or oppose state income taxes being lowered if it meant that the state government offered fewer services to make up the difference?





TOPIC: State and local

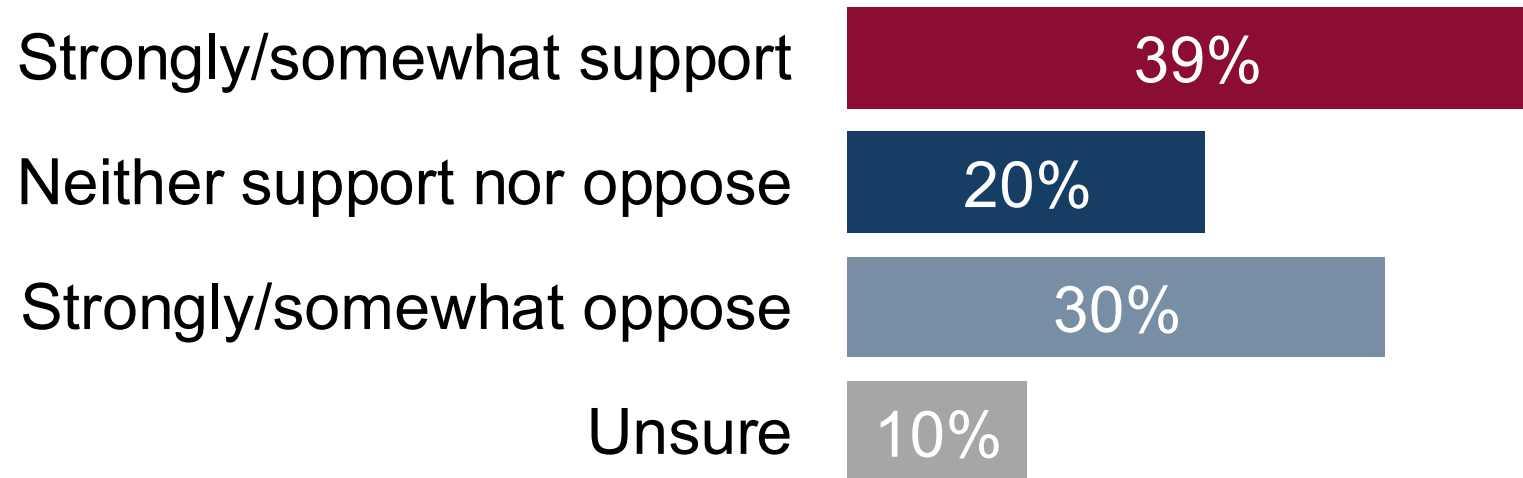
How much do you support or oppose local property taxes being lowered if it meant that your local government offered fewer services to make up the difference?





TOPIC: State and local

Currently, many jobs with the North Carolina state government are vacant. Some have proposed eliminating a portion of those vacant positions in order to save money. Do you support or oppose that idea?





METHODOLOGY

Sponsoring organization and questionnaire design: Elon University Poll

Fieldwork: YouGov

Interview dates: Sept. 23-Oct 1, 2025

Target population: North Carolina adults, age 18 and older

Sample size: 800

Margin of error: +/-4.24 % (adjusted for weights)

Survey mode: Online, web-based survey, self-administered with online panels

Panelists: This poll utilizes a non-probability sample. All YouGov panelists have been active panelists for 30 days or longer.

YouGov interviewed 907 18+ year-old residents of North Carolina 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. The sampling frame was constructed by stratified sampling from a North Carolina subset of the 2023 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).

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, years of education, and home ownership. The propensity scores were grouped into deciles of the estimated propensity score in the frame and poststratified according to these deciles.

The weights were then post-stratified on home ownership, 2020 and 2024 presidential vote choice as well as a four-way stratification of gender, age (4-categories), race (4-categories), and education (4-categories), and a two-way stratification of race (4-categories), and education (4-categories), to produce the final weight.

frame.

The marginal distribution of 2020 presidential vote choice and its demographic interlockings were based on a politically representative "modeled frame" of US adults, using the 2019 American Community Survey (ACS) public use microdata file, public voter file records, the 2020 Current Population Survey (CPS) Voting and Registration supplements, the 2020 National Election Pool (NEP) exit poll, and the 2020 CES surveys, including demographics and 2020 presidential vote. The marginal distribution of 2024 vote choice was based on official ballot counts compiled by the University of Florida Election Labs and CNN. Demographic interlockings for 2024 vote choice were based on CNN's 2024 Exit Polls.

Data Quality checks: We used three attention checks, one open end, one grid item and one multiple select. We used all three in combination when cleaning the data removing anyone who failed two or more attention checks. We also removed the top 2% of speeders and skippers from the data.

Critical Mass for Crosstabs: All crosstabs must have at least 60 unweighted respondents per column in order to report their results. Every crosstab result reported in the release appears in the crosstabs.

Transparency: The Elon University Poll is a charter member of the Transparency Initiative, a program created by the American Association for Public Opinion Research (AAPOR) in 2014 to educate polling firms on ways to better share how they collect and interpret their information. The Elon Poll's voluntary participation in this initiative signifies a willingness to clearly state in its reports how questions were asked, in what order, who funded the poll and then conducted it, and a definition of the population under study, among other details.



ADDITIONAL INFORMATION

Additional methodology and poll topline information is available on the Elon Poll website:

www.elon.edu/elonpoll



CONTACT INFORMATION

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