

ELON UNIVERSITY POLL

**Survey of North Carolina Adults
July 23-31, 2026**

Dr. Jason Husser, director, Elon University Poll

Sponsoring organization and questionnaire design: Elon University Poll

Fieldwork: YouGov

Interview dates: July 23-31, 2026

Target population: North Carolina adults, age 18 and older

Sample size: 800

Margins of error:

Likely voters: +/-5.6%

Registered voters: +/-4.42%

Registered voters: +/-4.24%

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

Panelists: This poll utilizes a non-probability sample. All YouGov panelists have been active panelists for 15 days or longer.

Elon University Poll
July 2026 North Carolina survey

Contents

U.S. Senate Race in NC	2
Vote Intention	2
US Senate Extended Cross Tabs	3
Familiarity with Michael Whatley	6
Favorability of Michael Whatley	7
Familiarity with Roy Cooper	8
Favorability of Roy Cooper	9
Whatley & Cooper Favorability and Familiarity Over Time	10
Approval Ratings	11
Approval of Donald Trump	11
Approval of Josh Stein	12
Election Integrity	13
Election Confidence	13
Voter Fraud.....	14
Foreign Interference	15
2020 Election True Winner	16
Data Centers	17
Sample Characteristics	18
Methodological Information	20

Elon University Poll
July 2026 North Carolina survey

Interpretation Information:

Topline reflects registered voters and all adults as described by these labels: RV = Registered Voters ; Adults = People over 18 in NC; LV = Likely Voters (the subset of registered voters who said they were “Absolutely certain” to vote in November 2026 North Carolina elections).

Cross-tabs are among registered voters sample. Cross-tabs reflect within row percentages and should be read left to right across the row (e.g. X % of people in row category are in column category). Some results may not sum to 100% due to rounding.

U.S. Senate Race in NC

Vote Intention

If the election for United States Senator from North Carolina were held today, would you vote for Michael Whatley, (Republican Party), Roy Cooper, (Democratic Party), Shannon Bray, (Libertarian Party), Michael Dublin, (Green Party) or someone else?

**name order rotated*

	RV		ADULTS		LV	
MICHAEL WHATLEY, REPUBLICAN	254	35%	263	33%	195	42%
ROY COOPER, DEMOCRAT	365	51%	379	47%	248	53%
SHANNON BRAY, LIBERTARIAN	10	1%	15	2%	8	2%
MICHAEL DUBLIN, GREEN	11	2%	11	1%	3	1%
SOMEONE ELSE	6	1%	7	1%	0	
UNDECIDED	48	7%	63	8%	12	2%
DO NOT PLAN TO VOTE	23	3%	61	8%	0	
N=	717	100%	800	100%	466	100%

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July 2026 North Carolina survey

US Senate Extended Cross Tabs

(reflective of Registered voters)

	WHATLEY	COOPER	BRAY	DUBLIN	SOME ONE ELSE	UNDECI- DED	DO NOT PLAN TO VOTE	TOTAL
	%	%	%	%	%	%	%	%
RACE / ETHNICITY								
WHITE	45	41	2	2	0	6	4	100
BLACK	6	85	0	0	1	7	1	100
HISPANIC	23	58	3	5	8	4	0	100
OTHER	38	49	2	0	0	11	0	100
EDUCATION								
NO 4-YEAR DEGREE	38	44	2	2	1	8	5	100
4-YEAR DEGREE	32	61	1	1	0	5	1	100
GENDER								
MALE	38	47	1	2	1	7	3	100
FEMALE	33	54	2	1	0	6	3	100
AGE								
UNDER 30	23	50	0	3	3	11	9	100
30-45	29	58	2	3	1	6	2	100
46-61	37	48	3	0	0	9	3	100
62 OR OLDER	46	49	1	1	0	3	0	100
PARTY ID								
DEMOCRAT	3	93	0	0	0	3	1	100
INDEPENDENT	22	49	3	4	0	14	7	100
REPUBLICAN	84	10	1	0	2	2	1	100
7 POINT PARTY ID								
STRONG DEMOCRAT	4	96	0	0	0	0	0	100
NOT VERY STRONG DEMOCRAT	1	84	0	1	0	11	3	100
LEAN DEMOCRAT	0	90	0	7	0	2	0	100
INDEPENDENT	14	38	7	2	1	20	18	100
LEAN REPUBLICAN	68	11	2	3	0	16	0	100
NOT VERY STRONG REPUBLICAN	67	21	0	1	0	6	5	100
STRONG REPUBLICAN	88	8	1	0	2	1	0	100
NOT SURE	10	35	0	0	0	47	9	100

Elon University Poll
July 2026 North Carolina survey

	WHATLEY	COOPER	BRAY	DUBLIN	SOME ONE ELSE	UNDEC IDED	DO NOT PLAN TO VOTE	TOTAL
	%	%	%	%	%	%	%	%
FAMILIARITY WITH MICHAEL WHATLEY								
A GREAT DEAL	45	45	1	7	0	0	2	100
SOME	49	46	1	0	1	3	0	100
ONLY A LITTLE	32	53	3	1	0	8	2	100
NOTHING AT ALL	7	63	1	1	1	16	12	100
FAVORABILITY OF MICHAEL WHATLEY								
VERY FAVORABLE	84	8	1	0	3	0	4	100
SOMEWHAT FAVORABLE	85	11	1	0	0	1	1	100
NEITHER FAVORABLE NOR UNFAVORABLE	20	50	2	1	1	20	7	100
SOMEWHAT UNFAVORABLE	1	83	2	4	0	9	1	100
VERY UNFAVORABLE	2	90	2	4	0	1	2	100
FAMILIARITY WITH ROY COOPER								
A GREAT DEAL	38	55	2	3	1	1	1	100
SOME	36	52	0	0	0	11	1	100
ONLY A LITTLE	29	47	1	1	1	14	8	100
NOTHING AT ALL	21	14	2	1	4	25	33	100
FAVORABILITY OF ROY COOPER								
VERY FAVORABLE	2	96	0	0	1	0	0	100
SOMEWHAT FAVORABLE	18	72	1	2	0	5	3	100
NEITHER FAVORABLE NOR UNFAVORABLE	31	24	1	0	2	28	12	100
SOMEWHAT UNFAVORABLE	66	10	2	8	0	12	2	100
VERY UNFAVORABLE	85	4	4	1	0	2	4	100

Elon University Poll
July 2026 North Carolina survey

	WHATLEY	COOPER	BRAY	DUBLIN	SOME ONE ELSE	UNDEC IDED	DO NOT PLAN TO VOTE	TOTAL
	%	%	%	%	%	%	%	%
APPROVAL OF DONALD TRUMP								
APPROVE	79	12	1	1	2	4	1	100
DISAPPROVE	3	83	2	2	0	6	3	100
UNSURE	40	25	0	0	0	23	11	100
APPROVAL OF JOSH STEIN								
APPROVE	17	78	0	1	1	2	0	100
DISAPPROVE	75	11	3	2	0	3	5	100
UNSURE	31	40	2	2	1	18	7	100
VOTE LIKELY								
ABSOLUTELY CERTAIN	42	53	2	1	0	2	0	100
VERY LIKELY	28	54	0	5	2	10	0	100
SOMEWHAT LIKELY	34	42	2	3	4	14	0	100
SOMEWHAT UNLIKELY	12	51	4	0	0	34	0	100
VERY UNLIKELY	9	34	0	0	1	2	54	100
UNSURE	5	27	0	0	0	28	40	100
2024 PRESIDENT VOTE POST ELECTION								
KAMALA HARRIS	0	96	0	1	0	1	1	100
DONALD TRUMP	77	13	3	1	1	5	1	100
ROBERT F. KENNEDY, JR.	42	58	0	0	0	0	0	100
JILL STEIN	0	0	0	100	0	0	0	100
CORNEL WEST	0	96	0	0	0	4	0	100
OTHER	0	14	0	0	0	86	0	100
DID NOT VOTE FOR PRESIDENT	11	38	2	5	2	24	19	100

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July 2026 North Carolina survey

Familiarity with Michael Whatley

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

	RV		ADULTS	
A GREAT DEAL	120	17%	131	16%
SOME	259	36%	268	34%
ONLY A LITTLE	198	28%	214	27%
NOTHING AT ALL	140	20%	188	24%
N=	717	100%	800	100%

	A GREAT DEAL	SOME	ONLY A LITTLE	NOTHING AT ALL	TOTAL
	%	%	%	%	%
RACE / ETHNICITY					
WHITE	18	38	27	16	100
BLACK	8	27	29	35	100
HISPANIC	24	33	32	12	100
OTHER	22	42	23	14	100
GENDER					
MALE	21	40	25	13	100
FEMALE	12	32	30	25	100
AGE					
UNDER 30	14	26	32	28	100
30-45	21	36	23	20	100
46-61	13	41	28	18	100
62 OR OLDER	19	39	28	15	100
PARTY ID					
DEMOCRAT	12	30	31	26	100
INDEPENDENT	17	33	27	23	100
REPUBLICAN	21	46	24	9	100

Elon University Poll
July 2026 North Carolina survey

Favorability of Michael Whatley

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

	RV		ADULTS	
VERY FAVORABLE	112	16%	113	14%
SOMEWHAT FAVORABLE	143	20%	151	19%
NEITHER FAVORABLE NOR UNFAVORABLE	174	24%	224	28%
SOMEWHAT UNFAVORABLE	110	15%	122	15%
VERY UNFAVORABLE	179	25%	190	24%
N=	717	100%	800	100%

	VERY FAVORABLE	SOMEWHAT FAVORABLE	NEITHER FAVORABLE E NOR UNFAVORABLE	SOMEWHAT UNFAVORABLE	VERY UNFAVORABLE	TOTAL
	%	%	%	%	%	%
RACE / ETHNICITY						
WHITE	18	24	20	13	25	100
BLACK	5	7	39	23	25	100
HISPANIC	22	18	15	23	22	100
OTHER	18	10	28	16	27	100
GENDER						
MALE	17	22	21	13	26	100
FEMALE	14	18	27	18	23	100
AGE						
UNDER 30	10	17	31	24	18	100
30-45	16	22	20	11	31	100
46-61	15	18	29	12	26	100
62 OR OLDER	18	22	20	15	24	100
PARTY ID						
DEMOCRAT	4	4	25	25	42	100
INDEPENDENT	7	13	33	16	31	100
REPUBLICAN	38	43	13	6	1	100

Elon University Poll
July 2026 North Carolina survey

Familiarity with Roy Cooper

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

	RV		ADULTS	
A GREAT DEAL	394	55%	407	51%
SOME	204	29%	228	29%
ONLY A LITTLE	87	12%	103	13%
NOTHING AT ALL	32	5%	62	8%
N=	717	100%	800	100%

	A GREAT DEAL	SOME	ONLY A LITTLE	NOTHING AT ALL	TOTAL
	%	%	%	%	%
RACE / ETHNICITY					
WHITE	56	28	11	5	100
BLACK	52	29	15	4	100
HISPANIC	44	33	20	3	100
OTHER	66	30	4	0	100
GENDER					
MALE	57	29	9	5	100
FEMALE	53	28	15	4	100
AGE					
UNDER 30	29	39	22	9	100
30-45	49	32	15	4	100
46-61	65	23	8	4	100
62 OR OLDER	67	23	7	2	100
PARTY ID					
DEMOCRAT	60	27	11	2	100
INDEPENDENT	53	29	10	8	100
REPUBLICAN	52	29	15	4	100

Elon University Poll
July 2026 North Carolina survey

Favorability of Roy Cooper

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

	RV		ADULTS	
VERY FAVORABLE	232	32%	234	29%
SOMEWHAT FAVORABLE	148	21%	174	22%
NEITHER FAVORABLE NOR UNFAVORABLE	89	12%	131	16%
SOMEWHAT UNFAVORABLE	92	13%	100	13%
VERY UNFAVORABLE	157	22%	162	20%
N=	717	100%	800	100%

	VERY FAVORABLE	SOMEWHAT FAVORABLE	NEITHER FAVORABLE NOR UNFAVORABLE	SOMEWHAT UNFAVORABLE	VERY UNFAVORABLE	TOTAL
	%	%	%	%	%	%
RACE / ETHNICITY						
WHITE	25	19	11	17	28	100
BLACK	52	28	12	2	6	100
HISPANIC	46	19	21	7	7	100
OTHER	37	22	15	5	20	100
GENDER						
MALE	29	18	14	15	23	100
FEMALE	35	23	11	11	21	100
AGE						
UNDER 30	21	26	29	17	7	100
30-45	31	31	11	14	14	100
46-61	38	16	10	6	30	100
62 OR OLDER	36	14	5	15	30	100
PARTY ID						
DEMOCRAT	64	25	7	2	2	100
INDEPENDENT	29	23	18	12	18	100
REPUBLICAN	5	13	11	24	46	100

Elon University Poll
July 2026 North Carolina survey

Whatley & Cooper Favorability and Familiarity Over Time

The following tables reflect *registered voter* samples for the following questions:

- How much have you heard about [Roy Cooper, the Democratic] / [Michael Whatley, the Republican] candidate for U.S. Senator from North Carolina?
- Based on what you know right now, what is your overall impression of [Roy Cooper, the Democratic] / [Michael Whatley, the Republican] candidate for U.S. Senator from North Carolina?

Cooper Familiarity	March 26	July 26	Change
A great deal	44%	55%	11%
Some	29%	29%	0%
Only a little	18%	12%	-6%
Nothing at all	9%	5%	-4%
N=	732	717	
Cooper Favorability	March 26	July 26	Change
Very favorable	30%	32%	2%
Somewhat favorable	18%	21%	3%
Neither favorable nor unfavorable	18%	12%	-6%
Somewhat unfavorable	11%	13%	2%
Very unfavorable	23%	22%	-1%
N=	732	717	
<i>Net Favorable - Unfavorable</i>	<i>14%</i>	<i>18%</i>	<i>4%</i>
Whatley Familiarity	March 26	July 26	Change
A great deal	12%	17%	5%
Some	26%	36%	10%
Only a little	33%	28%	-5%
Nothing at all	30%	20%	-10%
N=	732	717	
Whatley Favorability	March 26	July 26	Change
Very favorable	11%	16%	5%
Somewhat favorable	14%	20%	6%
Neither favorable nor unfavorable	40%	24%	-16%
Somewhat unfavorable	11%	15%	4%
Very unfavorable	23%	25%	2%
N=	732	717	
<i>Net Favorable - Unfavorable</i>	<i>-9%</i>	<i>-4%</i>	<i>5%</i>

See also: [March 13-20, 2026 Elon Poll Report](#) (that report reflects all adult sample)

Elon University Poll
July 2026 North Carolina survey

Approval Ratings

Approval of Donald Trump

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

	RV		ADULTS	
APPROVE	274	38%	291	36%
DISAPPROVE	380	53%	430	54%
UNSURE	63	9%	79	10%
N=	717	100%	800	100%

	APPROVE	DISAPPROVE	UNSURE	TOTAL
	%	%	%	%
RACE / ETHNICITY				
WHITE	45	47	8	100
BLACK	14	77	8	100
HISPANIC	33	54	12	100
OTHER	42	46	12	100
GENDER				
MALE	43	46	10	100
FEMALE	34	59	7	100
AGE				
UNDER 30	25	56	18	100
30-45	40	53	7	100
46-61	40	53	7	100
62 OR OLDER	44	50	5	100
PARTY ID				
DEMOCRAT	13	85	2	100
INDEPENDENT	22	64	14	100
REPUBLICAN	82	8	10	100

Elon University Poll
July 2026 North Carolina survey

Approval of Josh Stein

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

	RV		ADULTS	
APPROVE	342	48%	364	46%
DISAPPROVE	181	25%	198	25%
UNSURE	194	27%	238	30%
N=	717	100%	800	100%

	APPROVE	DISAPPROVE	UNSURE	TOTAL
	%	%	%	%
RACE / ETHNICITY				
WHITE	45	30	26	100
BLACK	57	9	34	100
HISPANIC	47	33	19	100
OTHER	54	16	30	100
GENDER				
MALE	50	30	20	100
FEMALE	46	21	34	100
AGE				
UNDER 30	46	23	30	100
30-45	55	17	28	100
46-61	40	31	28	100
62 OR OLDER	49	28	24	100
PARTY ID				
DEMOCRAT	72	6	22	100
INDEPENDENT	43	25	32	100
REPUBLICAN	28	44	27	100

Elon University Poll
July 2026 North Carolina survey

Election Integrity

Election Confidence

How confident are you that this year's election process overall will be fair?

	RV		ADULTS	
VERY CONFIDENT	192	27%	207	26%
SOMEWHAT CONFIDENT	261	36%	279	35%
ONLY A LITTLE CONFIDENT	131	18%	142	18%
NOT AT ALL CONFIDENT	76	11%	100	13%
UNSURE	57	8%	72	9%
N=	717	100%	800	100%

	VERY CONFIDENT	SOMEWHAT CONFIDENT	ONLY A LITTLE CONFIDENT	NOT AT ALL CONFIDENT	UNSURE	TOTAL
	%	%	%	%	%	%
RACE / ETHNICITY						
WHITE	26	38	20	10	6	100
BLACK	32	33	8	11	15	100
HISPANIC	31	32	14	10	12	100
OTHER	8	32	46	14	0	100
GENDER						
MALE	29	38	16	10	7	100
FEMALE	25	34	20	12	9	100
AGE						
UNDER 30	19	35	15	19	12	100
30-45	31	30	20	11	8	100
46-61	27	35	21	9	8	100
62 OR OLDER	28	42	17	7	5	100
PARTY ID						
DEMOCRAT	33	36	15	9	7	100
INDEPENDENT	25	33	19	13	11	100
REPUBLICAN	23	41	21	10	5	100

Elon University Poll
July 2026 North Carolina survey

Voter Fraud

How much of a problem do you think voter fraud is in U.S. national elections today?

	RV		Adults	
A major problem	268	37%	300	38%
A minor problem	217	30%	238	30%
Not a problem at all	168	24%	181	23%
Unsure	64	9%	80	10%
N=	717	100%	800	100%

	A MAJOR PROBLEM	A MINOR PROBLEM	NOT A PROBLEM AT ALL	UNSURE	TOTAL
	%	%	%	%	%
RACE / ETHNICITY					
WHITE	37	30	25	8	100
BLACK	35	32	21	13	100
HISPANIC	49	25	23	3	100
OTHER	41	36	12	11	100
GENDER					
MALE	31	36	25	7	100
FEMALE	43	25	22	11	100
AGE					
UNDER 30	33	38	14	15	100
30-45	39	26	28	7	100
46-61	41	28	22	8	100
62 OR OLDER	37	29	27	7	100
PARTY ID					
DEMOCRAT	23	30	38	9	100
INDEPENDENT	26	34	28	12	100
REPUBLICAN	64	27	3	6	100

Elon University Poll
July 2026 North Carolina survey

Foreign Interference

How much of a problem do you think interference by foreign government is in U.S. national elections today?

	RV		ADULTS	
A MAJOR PROBLEM	279	39%	303	38%
A MINOR PROBLEM	248	35%	268	34%
NOT A PROBLEM AT ALL	72	10%	83	10%
UNSURE	119	17%	146	18%
N=	717	100%	800	100%

	A MAJOR PROBLEM	A MINOR PROBLEM	NOT A PROBLEM AT ALL	UNSURE	TOTAL
	%	%	%	%	%
RACE / ETHNICITY					
WHITE	40	37	10	13	100
BLACK	32	29	8	31	100
HISPANIC	40	34	15	11	100
OTHER	51	24	13	12	100
GENDER					
MALE	39	38	13	10	100
FEMALE	39	31	7	23	100
AGE					
UNDER 30	35	31	14	20	100
30-45	38	34	12	16	100
46-61	42	31	8	19	100
62 OR OLDER	39	40	8	13	100
PARTY ID					
DEMOCRAT	37	27	17	19	100
INDEPENDENT	32	40	9	19	100
REPUBLICAN	49	36	4	11	100

Elon University Poll
July 2026 North Carolina survey

2020 Election True Winner

Who do you believe fairly won the 2020 election between Donald Trump and Joe Biden?

	RV		ADULTS	
DONALD TRUMP	240	33%	263	33%
JOE BIDEN	395	55%	419	52%
UNSURE	82	12%	118	15%
N=	717	100%	800	100%

	DONALD TRUMP	JOE BIDEN	UNSURE	TOTAL
	%	%	%	%
RACE / ETHNICITY				
WHITE	41	47	12	100
BLACK	9	78	13	100
HISPANIC	28	67	5	100
OTHER	24	66	10	100
GENDER				
MALE	35	55	10	100
FEMALE	32	55	13	100
AGE				
UNDER 30	27	60	13	100
30-45	30	63	7	100
46-61	40	46	14	100
62 OR OLDER	35	53	12	100
PARTY ID				
DEMOCRAT	5	91	3	100
INDEPENDENT	22	59	19	100
REPUBLICAN	75	15	10	100

Elon University Poll
July 2026 North Carolina survey

Data Centers

Data centers are typically large buildings that contain computers and their infrastructure. If a large data center were proposed to be built in your local community, would you support or oppose its construction?

	RV		ADULTS	
SUPPORT	154	22%	161	20%
OPPOSE	377	53%	423	53%
UNSURE	186	26%	217	27%
N=	717	100%	800	100%

	SUPPORT	OPPOSE	UNSURE	TOTAL
	%	%	%	%
RACE / ETHNICITY				
WHITE	19	56	25	100
BLACK	26	41	33	100
HISPANIC	34	52	14	100
OTHER	28	43	28	100
GENDER				
MALE	31	45	24	100
FEMALE	13	59	28	100
AGE				
UNDER 30	30	48	22	100
30-45	20	56	23	100
46-61	15	55	31	100
62 OR OLDER	22	51	27	100
PARTY ID				
DEMOCRAT	22	55	23	100
INDEPENDENT	11	61	28	100
REPUBLICAN	33	41	26	100

Elon University Poll
July 2026 North Carolina survey

Sample Characteristics

Vote Likelihood

How likely is it that you will vote in this November's election in North Carolina?

	RV		Adults	
Absolutely certain	448	63%	446	56%
Very likely	141	20%	149	19%
Somewhat likely	61	9%	79	10%
Somewhat unlikely	20	3%	25	3%
Very unlikely	23	3%	68	9%
Unsure	23	3%	34	4%
N=	717	100%	800	100%

Race & Ethnicity

	RV		Adults	
White	498	69%	545	68%
Black	140	20%	149	19%
Hispanic	45	6%	57	7%
Other	34	5%	49	6%
N=	717	100%	800	100%

Education

	RV		Adults	
No HS	20	3%	34	4%
High school graduate	202	28%	233	29%
Some college	129	18%	140	18%
2-year	83	12%	91	11%
4-year	186	26%	201	25%
Post-grad	97	14%	100	13%
N=	717	100%	800	100%

Age

	RV		Adults	
Under 30	149	21%	169	21%
30-45	153	21%	188	24%
46-61	169	24%	187	23%
62 or older	246	34%	255	32%
N=	717	100%	800	100%

**Elon University Poll
July 2026 North Carolina survey**

Gender

	RV		Adults	
Male	345	48%	384	48%
Female	372	52%	416	52%
N=	717	100%	800	100%

7 point Party ID

	RV		Adults	
Strong Democrat	170	24%	173	22%
Not very strong Democrat	59	8%	70	9%
Lean Democrat	87	12%	100	13%
Independent	102	14%	135	17%
Lean Republican	61	9%	65	8%
Not very strong Republican	47	7%	55	7%
Strong Republican	182	25%	187	23%
Not sure	10	1%	15	2%
N=	717	100%	800	100%

3 Point Party ID

	RV		Adults	
Democrat	229	32%	243	30%
Independent	260	36%	315	39%
Republican	228	32%	241	30%
N=	717	100%	800	100%

2024 President Vote Post Election

	RV		Adults	
Kamala Harris	297	41%	300	38%
Donald Trump	313	44%	316	40%
Robert F. Kennedy, Jr.	1	0%	1	0%
Jill Stein	2	0%	2	0%
Cornel West	1	0%	1	0%
Other	5	1%	5	1%
Did not vote for President	98	14%	175	22%
N=	717	100%	800	100%

* Note – Additional questions in the survey will be released at later date.

Elon University Poll
July 2026 North Carolina survey

Methodological Information

The Elon University Poll a signatory to the AAPOR Transparency Initiative. Transparency in research methods is essential to building and maintaining public trust.

Data collection strategy: Web survey

Who sponsored the research and who conducted it: Jason Husser at Elon University developed questionnaire and sponsored the data collection, which was conducted by YouGov.

Measurement tools/instruments: We delivered a comprehensive code book that includes the wordings and response options for all questions included in the survey.

Population under study: 1) North Carolina residents aged 18 or older, and 2) North Carolina registered voters; Results report either or both residents or registered voters depending on release and question.

Method: Non-probability sampling. Panelists were notified about their eligibility for the survey either through an email or a notification in the YouGov app.

Members of YouGov's panel were invited to participate in the survey. YouGov's recruitment process is open to all, and members of the public can join our panel by signing up via the YouGov website or app (both Android & iOS).

For this study, YouGov's sample matching procedure was used to create a sample of panelists that was representative of the North Carolina population on education, age, race, gender, registration, and partisanship (2024 vote).

Respondents were offered 500 points to participate. Respondents can redeem points for gift cards after accruing a fixed amount (depending on their location).

Methods and modes of data collection: All interviews were conducted via self-administered web questionnaire with YouGov's survey platform.

Dates of data collection: July 23, 2026 - July 31, 2026

Sample size & margin of error: NC Adults (1) 800, NC Registered Voters (2) 717. This survey has an estimated design effect of 1) 1.22, and 2) 1.22. The margin of error for the NC adult sample (adjusted for weights) is +/-4.24 %. The margin of error for the registered voter sample (adjusted for weights) is +/-4.42 %. The margin of error for the likely voter subset of the registered voter sample (using RV design effect as proxy) is +/-5.6 %.

How the data were weighted:

YouGov interviewed 861 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

Elon University Poll

July 2026 North Carolina survey

from a North Carolina subset of the 2024 Current Population Survey (CPS) Voting and Registration supplements with selection within strata by weighted sampling with replacements (using the person weights on the public use file).

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, 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.

The weights were then post-stratified 2024 presidential vote choice, and further stratified by gender, age (4-categories), race (4-categories), and education (4-categories), to produce the overall weight.

An additional weight for registered voters was produced for the matched subset of 717 respondents. These were weighted against the subsetting CPS data of registered voters via post-stratification on a four-way stratification of gender, age (4-categories), race (4-categories), and education (4-categories), to produce the registered voter weight.

How the data were processed and procedures to ensure data quality: Panelists eligible for participation in our surveys have been members of the YouGov panel for at least 15 days and have passed a series of quality checks. In addition to the original screening, the survey included a set of items meant to ensure respondents were paying attention. Open-ended questions were reviewed to ensure that respondents were on task as well. Respondents were also evaluated on the basis of the time it took them to complete the survey with those who responded too quickly excluded from the final data. Ultimately, out of the 1192 respondents who started the survey, 114 did not complete the survey, 47 were screened out for eligibility purposes and 0 were terminated for failing to pass an initial attention check. Of the remaining 1031 complete cases, 170 were removed for data quality reasons. An additional 61 cases were removed in our matching process, resulting in a final sample size of 800.

Likely voters results, displayed for U.S. Senate question, are for the weighted registered voter sample reduced to the 62% of registered voter who said they were “Absolutely certain” to vote in the upcoming election. The margin of error for this subset of registered voters is larger than for registered voters as a whole. This subset of the registered voter sample uses weights of registered voter sample.

General statement acknowledging limitations of the design and data collection: In addition to sampling error, surveys are subject to other kinds of error. Care should be taken in the interpretation of the results.

Elon University Poll
July 2026 North Carolina survey

Question Order

1	US Senate NC Vote choice	27	Labels -- LGBTQ Rights Advocate
2	Familiarity with Michael Whatley	28	Labels -- Conservationist
3	Favorability of Michael Whatley	29	Labels -- Second Amendment Advocate
4	Familiarity with Roy Cooper	30	Labels -- Working Class
5	Favorability of Roy Cooper	31	Labels -- Libertarian
6	Approval of Donald Trump	32	Labels -- Prepper
7	Approval of Josh Stein	33	Labels -- Middle Class
8	Voter Registration - NC	34	Labels -- Spiritual but not Religious
9	Vote Likely	35	Labels -- Politically Homeless
10	Election Confidence	36	Labels -- Small Business Owner
11	Voter Fraud	37	Labels -- Proud North Carolinian
12	Foreign Interference	38	Labels -- Progressive
13	2020 Election	39	Labels -- Capitalist
14	Labels -- MAGA (Make America Great Again)	40	Labels -- MAHA (Make America Healthy Again)
15	Labels -- Military Veteran or Military Family	41	Labels -- Mountain Person
16	Labels -- Social Justice Advocate	42	Labels -- Beach Person
17	Labels -- City Person	43	Labels -- Politically Moderate
18	Labels -- Democratic Socialist	44	Size of Government
19	Labels -- Feminist / Women's rights advocate	45	Government Regulation
20	Labels -- Constitutionalist	46	Fair Economy
21	Labels -- Anti-Establishment	47	Government Assistance
22	Labels -- Country Person	48	Trust in Government
23	Labels -- Religious	49	Data Centers
24	Labels -- Environmentalist	50	NC born
25	Labels -- Fiscal Conservative	51	NC length of residency
26	Labels -- Anti-racist	52	Home state

*Full results to be released across two reports.