

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 Political Identities Survey

Contents

Political Identities.....	2
Alphabetical Labels	2
Most Frequent Labels.....	5
Political Labels by Party	8
Alphabetical	8
By Overall Frequency.....	9
By Partisan Divide	10
Sample Characteristics	11
Methodological Information	14

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July 2026 North Carolina Political Identities Survey

Results reflect North Carolina adult (18+) sample. Some results may not sum to 100% due to rounding. Across multiple pages, respondents received the following question prompt and then responded to it for each of the 30 identity labels.

Political Identities

Alphabetical Labels

We are interested in how many North Carolinians identify with some common political or social identities. Please indicate how much, if at all, you personally identify with each of the following identities or groups.

	A lot	Somewhat	Only a little	Not at all	Total
Anti-Establishment	9%	23%	25%	43%	100%
N=	72	186	202	340	800
Anti-racist	56%	18%	10%	16%	100%
N=	450	143	80	127	800
Beach Person	25%	26%	26%	24%	100%
N=	200	208	204	188	800
Capitalist	19%	23%	18%	40%	100%
N=	148	185	145	323	800
City Person	15%	27%	28%	31%	100%
N=	116	213	225	246	800
	A lot	Somewhat	Only a little	Not at all	Total
Conservationist	19%	31%	27%	23%	100%
N=	152	251	218	180	800
Constitutionalist	22%	30%	22%	27%	100%
N=	175	239	172	214	800
Country Person	29%	27%	23%	22%	100%
N=	230	216	180	174	800
Democratic Socialist	12%	17%	17%	54%	100%
N=	98	137	136	428	800
Environmentalist	22%	29%	28%	21%	100%
N=	173	235	224	167	800

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July 2026 North Carolina Political Identities Survey

We are interested in how many North Carolinians identify with some common political or social identities. Please indicate how much, if at all, you personally identify with each of the following identities or groups.

	A lot	Somewhat	Only a little	Not at all	Total
Feminist / Women's rights advocate	27%	24%	22%	27%	100%
N=	214	188	180	218	800
Fiscal Conservative	17%	24%	24%	36%	100%
N=	132	188	191	289	800
LGBTQ Rights Advocate	23%	16%	16%	45%	100%
N=	184	126	131	359	800
Libertarian	4%	16%	24%	56%	100%
N=	35	128	194	444	800
MAGA (Make America Great Again)	19%	15%	12%	54%	100%
N=	154	117	95	434	800
	A lot	Somewhat	Only a little	Not at all	Total
MAHA (Make America Healthy Again)	21%	21%	20%	38%	100%
N=	171	171	156	302	800
Middle Class	38%	30%	19%	14%	100%
N=	305	238	149	108	800
Military Veteran or Military Family	26%	18%	13%	43%	100%
N=	211	140	104	345	800
Mountain Person	16%	23%	25%	36%	100%
N=	127	183	201	289	800
Politically Homeless	8%	18%	18%	56%	100%
N=	67	144	145	444	800

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July 2026 North Carolina Political Identities Survey

We are interested in how many North Carolinians identify with some common political or social identities. Please indicate how much, if at all, you personally identify with each of the following identities or groups.

	A lot	Somewhat	Only a little	Not at all	Total
Politically Moderate	14%	33%	24%	29%	100%
N=	114	262	190	235	800
Prepper	5%	15%	24%	57%	100%
N=	39	116	188	457	800
Progressive	19%	27%	20%	35%	100%
N=	150	212	161	277	800
Proud North Carolinian	44%	30%	16%	10%	100%
N=	352	236	129	83	800
Religious	34%	24%	16%	26%	100%
N=	273	188	130	209	800
	A lot	Somewhat	Only a little	Not at all	Total
Second Amendment Advocate	31%	27%	18%	25%	100%
N=	244	216	144	196	800
Small Business Owner	17%	15%	14%	54%	100%
N=	132	121	112	435	800
Social Justice Advocate	22%	28%	19%	31%	100%
N=	174	223	153	249	800
Spiritual but not Religious	20%	27%	18%	35%	100%
N=	161	217	142	280	800
Working Class	49%	29%	13%	10%	100%
N=	389	229	102	80	800

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July 2026 North Carolina Political Identities Survey

Most Frequent Labels

(Labels sort by highest “A lot” + “Somewhat” percentage)

We are interested in how many North Carolinians identify with some common political or social identities. Please indicate how much, if at all, you personally identify with each of the following identities or groups.

		A lot	Somewhat	Only a little	Not at all	Total
1	Working Class	49%	29%	13%	10%	100%
	N=	389	229	102	80	800
2	Proud North Carolinian	44%	30%	16%	10%	100%
	N=	352	236	129	83	800
3	Anti-racist	56%	18%	10%	16%	100%
	N=	450	143	80	127	800
4	Middle Class	38%	30%	19%	14%	100%
	N=	305	238	149	108	800
5	Second Amendment Advocate	31%	27%	18%	25%	100%
	N=	244	216	144	196	800
		A lot	Somewhat	Only a little	Not at all	Total
6	Religious	34%	24%	16%	26%	100%
	N=	273	188	130	209	800
7	Country Person	29%	27%	23%	22%	100%
	N=	230	216	180	174	800
8	Constitutionalist	22%	30%	22%	27%	100%
	N=	175	239	172	214	800
9	Environmentalist	22%	29%	28%	21%	100%
	N=	173	235	224	167	800
10	Beach Person	25%	26%	26%	24%	100%
	N=	200	208	204	188	800

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July 2026 North Carolina Political Identities Survey

(Labels sort by highest “A lot” + “Somewhat” percentage)

We are interested in how many North Carolinians identify with some common political or social identities. Please indicate how much, if at all, you personally identify with each of the following identities or groups.

		A lot	Somewhat	Only a little	Not at all	Total
11	Feminist / Women's rights advocate	27%	24%	22%	27%	100%
	<i>N=</i>	214	188	180	218	800
12	Conservationist	19%	31%	27%	23%	100%
	<i>N=</i>	152	251	218	180	800
13	Social Justice Advocate	22%	28%	19%	31%	100%
	<i>N=</i>	174	223	153	249	800
14	Politically Moderate	14%	33%	24%	29%	100%
	<i>N=</i>	114	262	190	235	800
15	Spiritual but not Religious	20%	27%	18%	35%	100%
	<i>N=</i>	161	217	142	280	800
		A lot	Somewhat	Only a little	Not at all	Total
16	Progressive	19%	27%	20%	35%	100%
	<i>N=</i>	150	212	161	277	800
17	Military Veteran or Military Family	26%	18%	13%	43%	100%
	<i>N=</i>	211	140	104	345	800
18	City Person	15%	27%	28%	31%	100%
	<i>N=</i>	116	213	225	246	800
19	Capitalist	19%	23%	18%	40%	100%
	<i>N=</i>	148	185	145	323	800
20	MAHA (Make America Healthy Again)	21%	21%	20%	38%	100%
	<i>N=</i>	171	171	156	302	800

Elon University Poll

July 2026 North Carolina Political Identities Survey

(Labels sort by highest “A lot” + “Somewhat” percentage)

We are interested in how many North Carolinians identify with some common political or social identities. Please indicate how much, if at all, you personally identify with each of the following identities or groups.

		A lot	Somewhat	Only a little	Not at all	Total
21	Fiscal Conservative	17%	24%	24%	36%	100%
	N=	127	183	201	289	800
22	Mountain Person	16%	23%	25%	36%	100%
	N=	132	188	191	289	800
23	LGBTQ Rights Advocate	23%	16%	16%	45%	100%
	N=	184	126	131	359	800
24	MAGA (Make America Great Again)	19%	15%	12%	54%	100%
	N=	154	117	95	434	800
25	Anti-Establishment	9%	23%	25%	43%	100%
	N=	72	186	202	340	800
		A lot	Somewhat	Only a little	Not at all	Total
26	Small Business Owner	17%	15%	14%	54%	100%
	N=	132	121	112	435	800
27	Democratic Socialist	12%	17%	17%	54%	100%
	N=	98	137	136	428	800
28	Politically Homeless	8%	18%	18%	56%	100%
	N=	67	144	145	444	800
29	Libertarian	4%	16%	24%	56%	100%
	N=	35	128	194	444	800
30	Prepper	5%	15%	24%	57%	100%
	N=	39	116	188	457	800

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July 2026 North Carolina Political Identities Survey

Political Labels by Party

Alphabetical

Results reflect percent of respondents who said “A lot” or “Somewhat” in response to:

“We are interested in how many North Carolinians identify with some common political or social identities. Please indicate how much, if at all, you personally identify with each of the following identities or groups.”

(Alphabetical)	Democrats	Independents	Republicans	Overall
Anti-Establishment	38%	33%	25%	32%
Anti-racist	80%	75%	66%	74%
Beach Person	56%	44%	55%	51%
Capitalist	35%	35%	57%	42%
City Person	54%	39%	30%	41%
Conservationist	48%	50%	54%	50%
Constitutionalist	41%	48%	68%	52%
Country Person	46%	51%	72%	56%
Democratic Socialist	56%	26%	7%	29%
Environmentalist	64%	50%	39%	51%
Feminist / Women's rights advocate	72%	51%	28%	50%
Fiscal Conservative	20%	35%	66%	40%
LGBTQ Rights Advocate	61%	41%	13%	39%
Libertarian	19%	21%	21%	20%
MAGA (Make America Great Again)	15%	17%	74%	34%
MAHA (Make America Healthy Again)	34%	31%	67%	43%
Middle Class	64%	64%	77%	68%
Military Veteran or Military Family	39%	36%	60%	44%
Mountain Person	34%	40%	43%	39%
Politically Homeless	22%	33%	22%	26%
Politically Moderate	46%	50%	44%	47%
Prepper	20%	14%	25%	19%
Progressive	70%	41%	26%	45%
Proud North Carolinian	76%	65%	83%	74%
Religious	47%	51%	78%	58%
Second Amendment Advocate	36%	56%	81%	58%
Small Business Owner	37%	20%	41%	32%
Social Justice Advocate	73%	46%	31%	50%
Spiritual but not Religious	53%	44%	46%	47%
Working Class	79%	71%	84%	77%

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July 2026 North Carolina Political Identities Survey

By Overall Frequency

Sorted by overall frequency

	Democrats	Independents	Republicans	Overall
Working Class	79%	71%	84%	78%
Anti-racist	80%	75%	66%	74%
Proud North Carolinian	76%	65%	83%	74%
Middle Class	64%	64%	77%	68%
Religious	47%	51%	78%	58%
Second Amendment Advocate	36%	56%	81%	58%
Country Person	46%	51%	72%	56%
Constitutionalist	41%	48%	68%	52%
Environmental	64%	50%	39%	51%
Beach Person	56%	44%	55%	51%
Conservationist	48%	50%	54%	50%
Feminist / Women's rights advocate	72%	51%	28%	50%
Social Justice Advocate	73%	46%	31%	50%
Spiritual but not Religious	53%	44%	46%	47%
Politically Moderate	46%	50%	44%	47%
Progressive	70%	41%	26%	45%
Military Veteran or Military Family	39%	36%	60%	44%
MAHA (Make America Healthy Again)	34%	31%	67%	43%
Capitalist	35%	35%	57%	42%
City Person	54%	39%	30%	41%
Fiscal Conservative	20%	35%	66%	40%
Mountain Person	34%	40%	43%	39%
LGBTQ Rights Advocate	61%	41%	13%	39%
MAGA (Make America Great Again)	15%	17%	74%	34%
Anti-Establishment	38%	33%	25%	32%
Small Business Owner	37%	20%	41%	32%
Democratic Socialist	56%	26%	7%	29%
Politically Homeless	22%	33%	22%	26%
Libertarian	19%	21%	21%	20%
Prepper	20%	14%	25%	19%

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July 2026 North Carolina Political Identities Survey

By Partisan Divide

(D-R) Reflects absolute value of percentage of Democrats who said “A lot” or “Somewhat” minus Republicans who said “A lot” or “Somewhat”. This is indicator of where groups overlap least among parties and is a proxy for polarization of labels.

	Democrats	Independents	Republicans	Overall	(D-R)
MAGA (Make America Great Again)	15%	17%	74%	34%	59%
Democratic Socialist	56%	26%	7%	29%	49%
LGBTQ Rights Advocate	61%	41%	13%	39%	48%
Fiscal Conservative	20%	35%	66%	40%	46%
Second Amendment Advocate	36%	56%	81%	58%	45%
Feminist / Women’s rights advocate	72%	51%	28%	50%	45%
Progressive	70%	41%	26%	45%	44%
Social Justice Advocate	73%	46%	31%	50%	41%
MAHA (Make America Healthy Again)	34%	31%	67%	43%	33%
Religious	47%	51%	78%	58%	31%
Constitutionalist	41%	48%	68%	52%	27%
Country Person	46%	51%	72%	56%	26%
Environmentalism	64%	50%	39%	51%	25%
City Person	54%	39%	30%	41%	24%
Capitalist	35%	35%	57%	42%	23%
Military Veteran or Military Family	39%	36%	60%	44%	21%
Anti-racist	80%	75%	66%	74%	14%
Anti-Establishment	38%	33%	25%	32%	14%
Middle Class	64%	64%	77%	68%	14%
Mountain Person	34%	40%	43%	39%	9%
Proud North Carolinian	76%	65%	83%	74%	6%
Conservationist	48%	50%	54%	50%	6%
Spiritual but not Religious	53%	44%	46%	47%	6%
Working Class	79%	71%	84%	77%	5%
Prepper	20%	14%	25%	19%	5%
Small Business Owner	37%	20%	41%	32%	3%
Politically Moderate	46%	50%	44%	47%	2%
Libertarian	19%	21%	21%	20%	2%
Beach Person	56%	44%	55%	51%	1%
Politically Homeless	22%	33%	22%	26%	0%

Elon University Poll

July 2026 North Carolina Political Identities Survey

Sample Characteristics

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%

Gender

	RV		Adults	
Male	345	48%	384	48%
Female	372	52%	416	52%
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%

Elon University Poll

July 2026 North Carolina Political Identities Survey

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%

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%

Additional Questions

- These results are listed below for transparency purposes and are planned for future analysis.

Size of Government

Which of the following statements comes closer to your view, even if neither is exactly right?

A smaller government providing fewer services is better.	322	40%
A bigger government providing more services is better.	478	60%
N=	800	100%

Elon University Poll

July 2026 North Carolina Political Identities Survey

Government Regulation

Which of the following statements comes closer to your view, even if neither is exactly right?

Government regulation of business usually does more harm than good.	287	36%
Government regulation of business is necessary to protect the public interest.	513	64%
N=	800	100%

Fair Economy

Which of the following statements comes closer to your view, even if neither is exactly right?

The American economic system is generally fair.	267	33%
The American economic system favors a select few.	533	67%
N=	800	100%

Government Assistance

Which of the following statements comes closer to your view, even if neither is exactly right?

Provide less assistance and reduce taxes.	343	43%
Provide more assistance, even if it means higher taxes.	457	57%
N=	800	100%

Trust in Government

How much of the time do you trust the government in Washington to do what is right?

Just about always	13	2%
Most of the time	121	15%
Only some of the time	464	58%
Never	202	25%
N=	800	100%

NC born

Were you born in North Carolina?

Yes	412	52%
No	388	49%
N=	800	100%

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July 2026 North Carolina Political Identities 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 Political Identities 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.

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July 2026 North Carolina Political Identities 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 released across two reports.