

ELON UNIVERSITY

POLL 

2026 North Carolina

Political Landscape Report

Understanding the Identities and
Mindsets of the State's Electorate

ELON UNIVERSITY

POLL 

2026 North Carolina Political Landscape Report

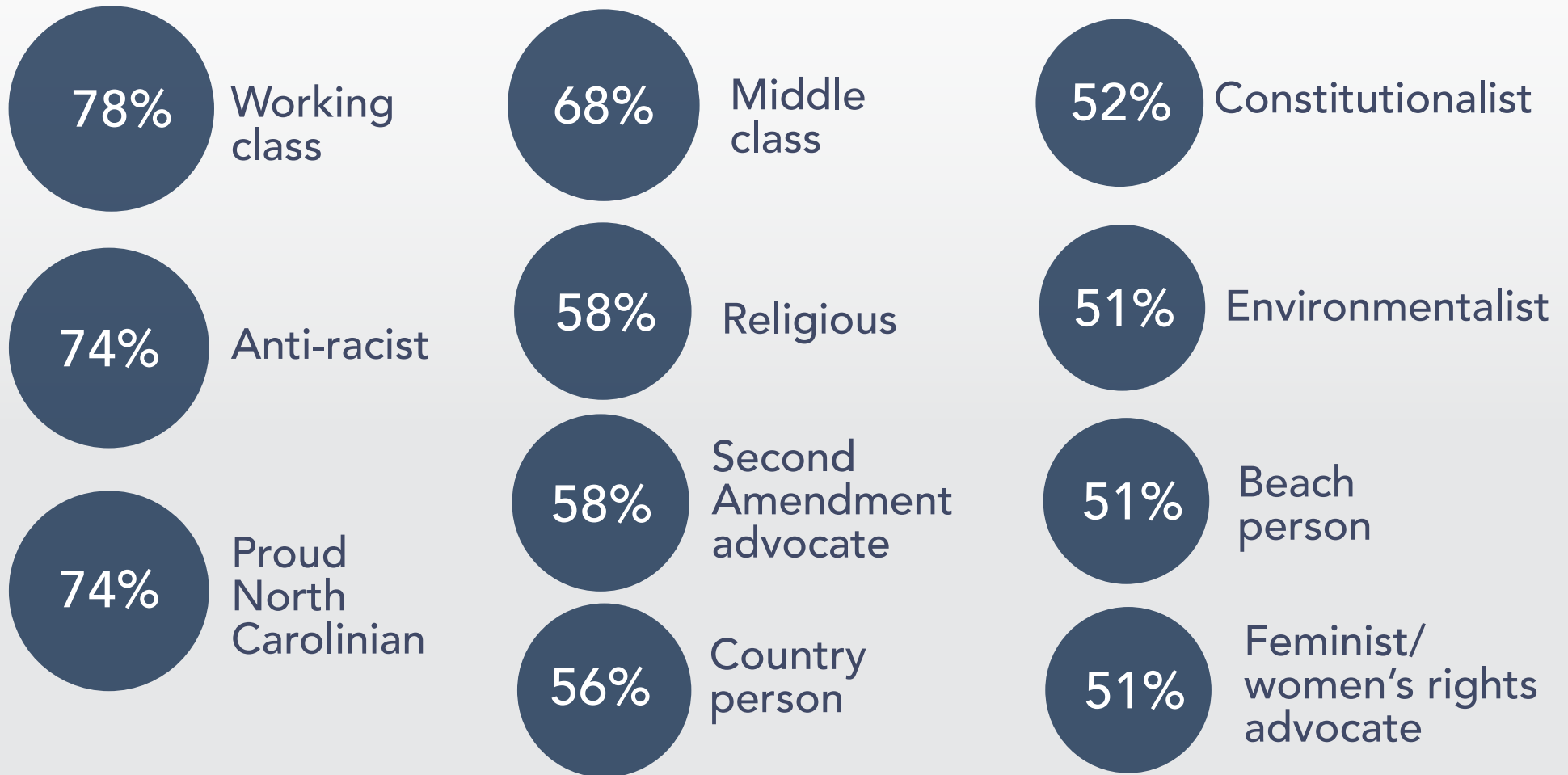
Beyond Party Labels



2026 North Carolina Political Landscape

11 Most frequently chosen identities-all respondents

Percent who said each identity describes them "a lot" or "somewhat"



2026 North Carolina Political Landscape

ELON UNIVERSITY
POLL

10 Least frequently chosen identities—all respondents

Percent who said each identity describes them "a lot" or "somewhat"

20%

Prepper

29%

Democratic
Socialist

34%

MAGA (Make
American Great Again)

20%

Libertarian

32%

Small
business
owner

39%

LGBTQ rights
advocate

26%

Politically
homeless

32%

Anti-
establishment

39%

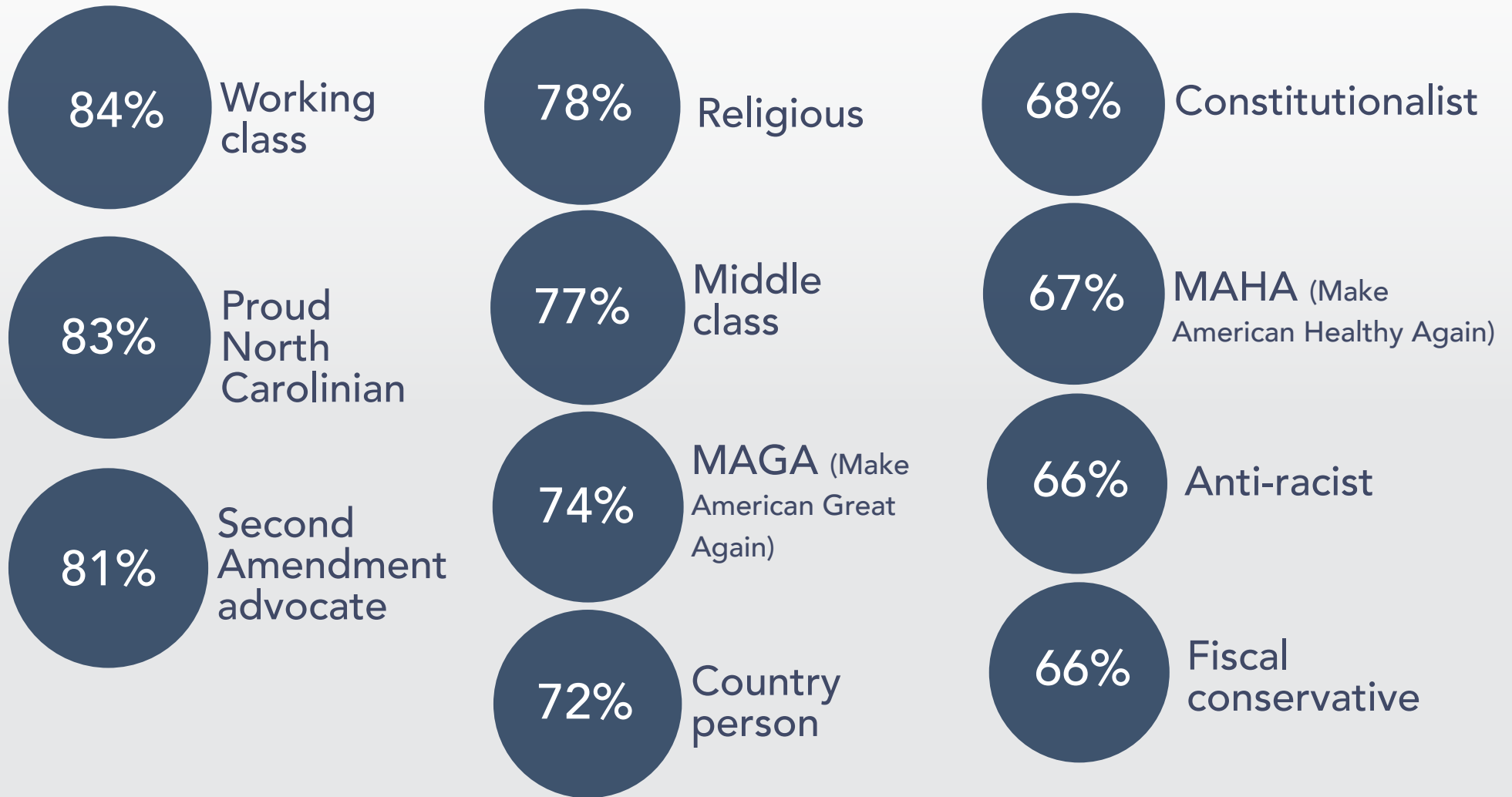
Mountain
person

41%

Fiscal
conservative

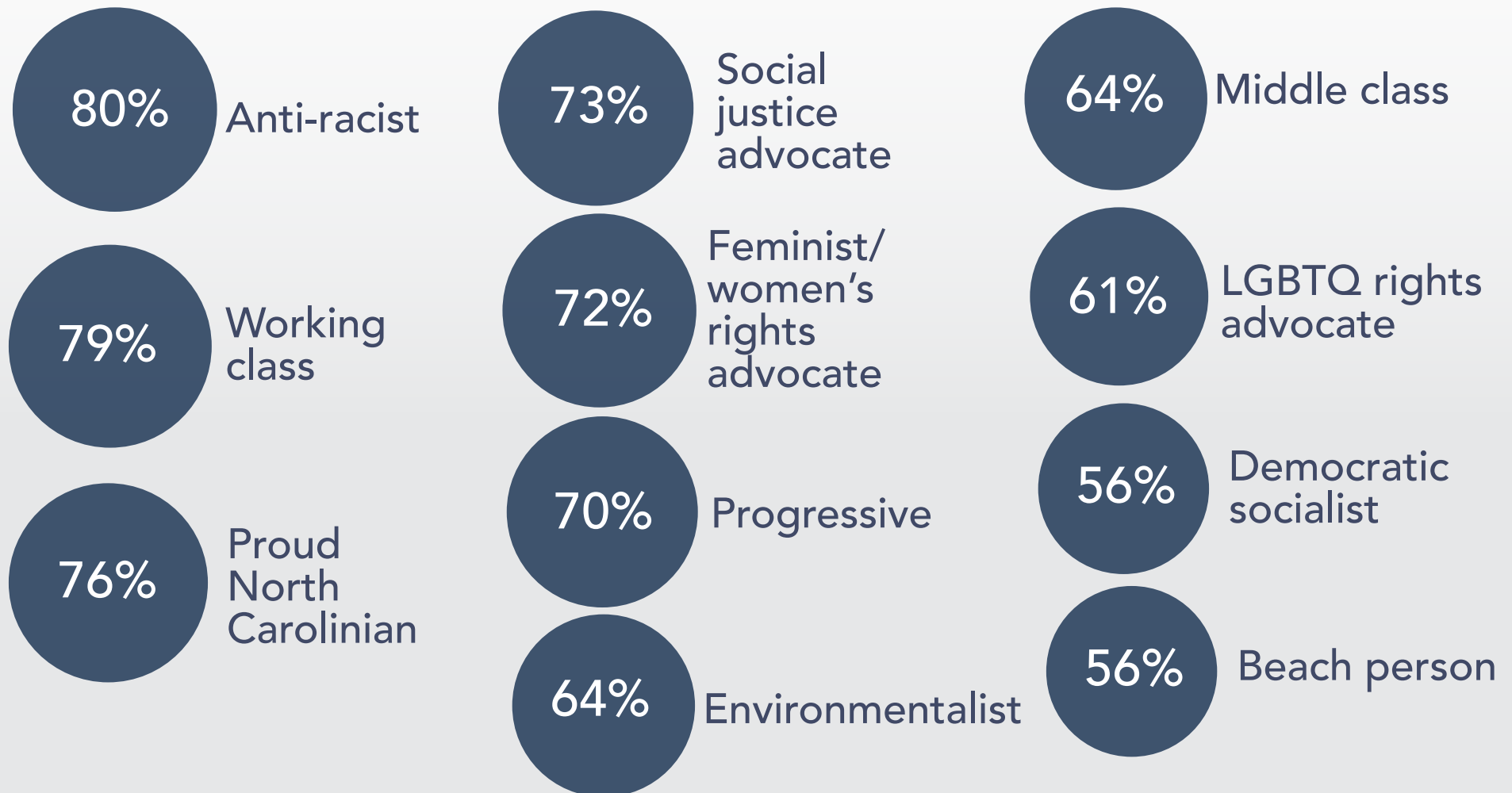
11 Most frequently chosen identities-Republicans

Percent who said each identity describes them "a lot" or "somewhat"



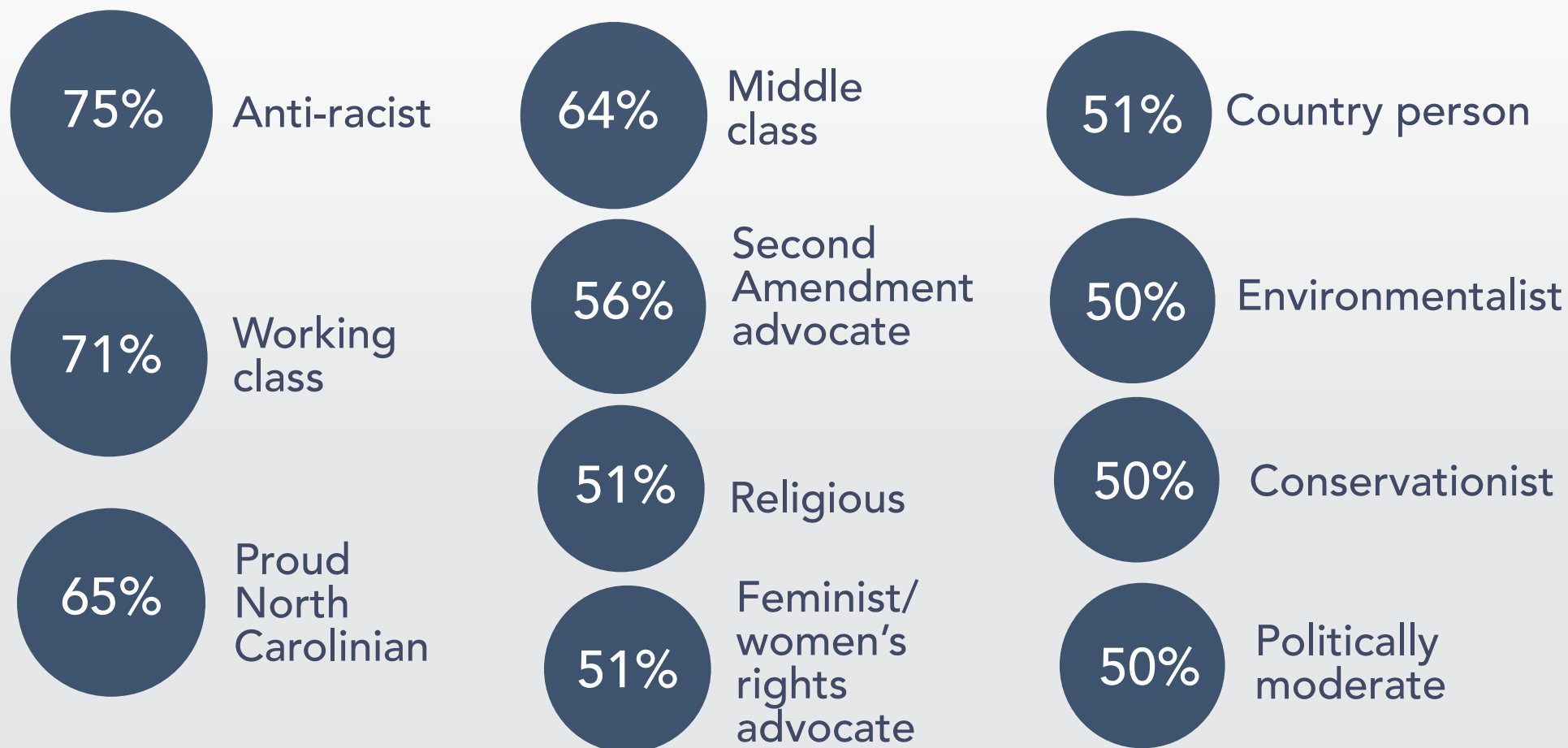
11 Most frequently chosen identities-Democrats

Percent who said each identity describes them "a lot" or "somewhat"



11 Most frequently chosen identities-Independents

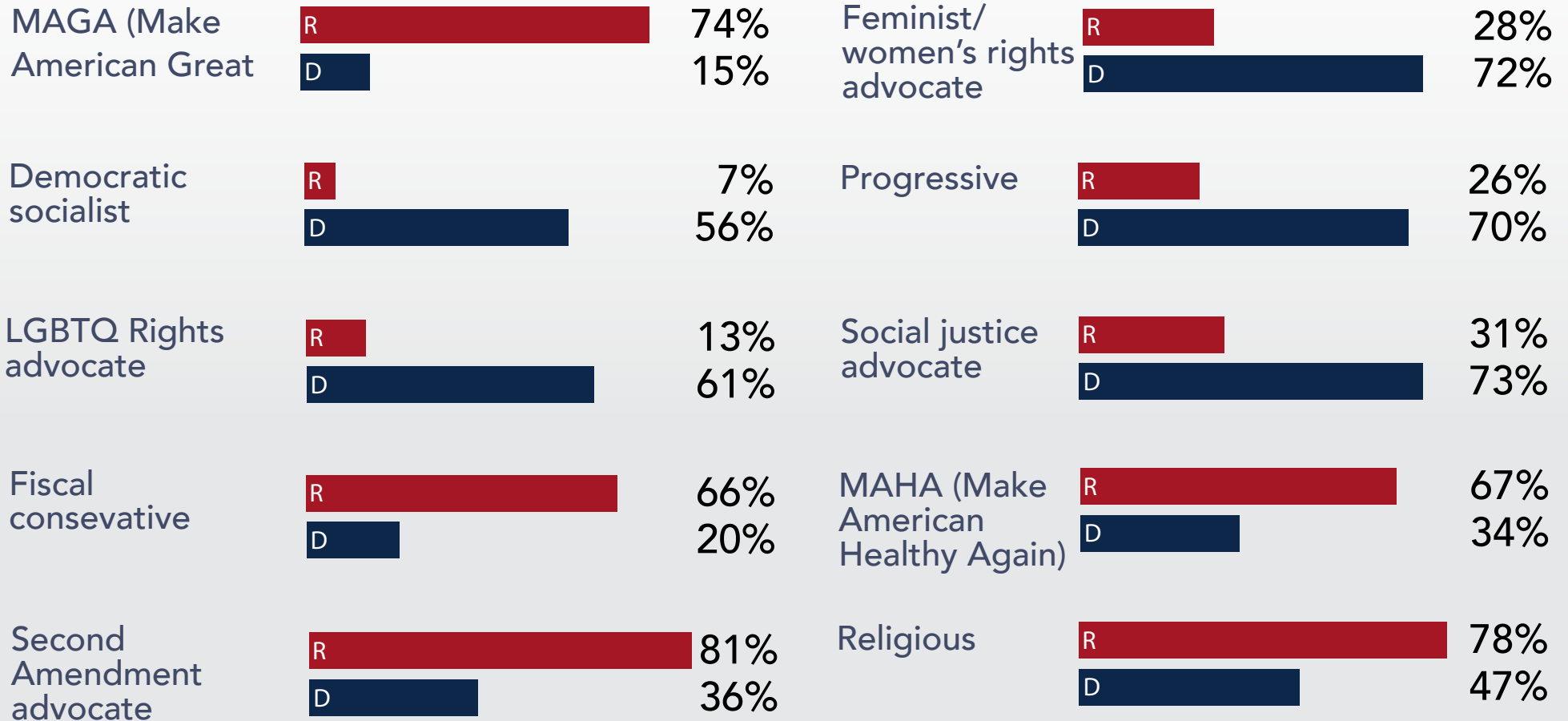
Percent who said each identity describes them "a lot" or "somewhat"



2026 North Carolina Political Landscape

10 Identities with the **greatest partisan divide**

Percent of Republicans (R) and Democrats (D) who said each identity describes them "a lot" or "somewhat"



2026 North Carolina Political Landscape

10 Identities with the **least partisan divide**

Percent of Republicans (R) and Democrats (D) who said each identity describes them "a lot" or "somewhat"

