

ELON UNIVERSITY POLL

Survey of North Carolina Adults
August 21-31, 2026

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Sponsoring organization and questionnaire design: Elon University Poll

Fieldwork: YouGov

Interview dates: August 21-31, 2026

Target population: North Carolina adults, age 18 and older

Sample size: 800

Margins of error:

Likely voters: +/-5.6%

Registered voters: +/-5.05%

Registered voters: +/-5.09%

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.

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August 2026 Survey of North Carolina Voters

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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 registered voters who said they were “Absolutely certain” or “Very Likely” 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).

Values may sum to 99% or 101% instead of 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*

	All Adults		Registered Voters		Likely Voters	
	%	N	%	N	%	N
Michael Whatley, Republican	29%	231	36%	241	38%	216
Roy Cooper, Democrat	39%	313	49%	331	49%	277
Shannon Bray, Libertarian	2%	15	1%	4	2%	14
Michael Dublin, Green	1%	9	2%	10	2%	9
Someone else	0%	2	0%	2	0%	2
Undecided	12%	96	11%	76	8%	48
Do not plan to vote	17%	134	2%	13		
N=	100%	800	100%	677	100%	565

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US Senate Extended Cross Tabs

*Registered Voters (page 1 of 5)

	Whatley (R)	Cooper (D)	Bray (L)	Dublin (G)	Someone else	Undecided	Do not plan to vote	Total
	%	%	%	%	%	%	%	%
Race								
White	46	40	0	2	0	11	2	100
Black	6	83	0	1	0	11	0	100
Hispanic	20	47	2	0	0	20	10	100
Other	34	42	5	0	5	14	0	100
Education								
No 4-Year Degree	38	43	0	2	0	15	2	100
4-Year Degree	32	59	1	1	0	6	2	100
Gender								
Male	38	46	1	2	1	12	2	100
Female	33	52	1	1	0	11	2	100
Age								
Under 30	20	52	1	0	0	22	5	100
30-45	37	51	2	0	1	6	3	100
46-61	35	47	0	3	0	14	0	100
62 or older	45	47	0	2	0	6	1	100
Party ID 3 point								
Democrat	2	91	0	0	0	5	2	100
Independent	28	43	1	3	1	23	3	100
Republican	86	8	1	1	0	3	1	100
Party ID 7 point								
Strong Democrat	1	92	0	0	0	4	2	100
Not very strong Democrat	4	89	0	0	0	6	0	100
Lean Democrat	2	89	0	0	0	8	2	100
Independent	17	36	1	7	2	34	4	100
Lean Republican	73	4	2	0	0	19	3	100
Not very strong Republican	75	19	0	1	0	6	0	100
Strong Republican	90	4	1	2	0	2	1	100
Not sure	8	40	0	0	0	47	5	100

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US Senate (Continued 2 of 5)

	Whatley (R)	Cooper (D)	Bray (L)	Dublin (G)	Someone else	Undecided	Do not plan to vote	Total
Approval of Donald Trump								
Approve	80	7	0	2	0	10	1	100
Disapprove	8	80	1	1	0	9	1	100
Unsure	39	12	0	4	0	35	10	100
Approval of Josh Stein								
Approve	13	78	1	1	0	7	0	100
Disapprove	70	11	1	1	1	14	1	100
Unsure	39	37	0	2	0	16	6	100
Familiarity with Michael Whatley								
A great deal	44	48	1	2	0	4	0	100
Some	45	46	0	2	0	6	1	100
Only a little	28	47	1	2	1	18	2	100
Nothing at all	14	59	0	0	0	20	7	100
Favorability of Michael Whatley								
Very favorable	88	9	1	0	0	0	2	100
Somewhat favorable	88	9	0	1	0	2	0	100
Neither favorable nor unfavorable	21	39	0	3	0	29	8	100
Somewhat unfavorable	3	79	2	1	0	15	0	100
Very unfavorable	0	89	0	1	1	8	0	100
Familiarity with Roy Cooper								
A great deal	36	58	1	1	0	4	1	100
Some	33	48	0	3	0	15	1	100
Only a little	34	27	1	0	2	30	6	100
Nothing at all	64	8	0	0	0	16	12	100
Favorability of Roy Cooper								
Very favorable	1	97	1	0	0	1	0	100
Somewhat favorable	10	79	1	0	0	9	0	100
Neither favorable nor unfavorable	34	19	0	0	2	37	7	100
Somewhat unfavorable	76	7	1	8	0	8	0	100
Very unfavorable	82	1	0	2	0	11	3	100

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US Senate (Continued 3 of 5)

	Whatley (R)	Cooper (D)	Bray (L)	Dublin (G)	Someone else	Undecided	Do not plan to vote	Total
Vote Likely								
Absolutely certain	36	55	1	1	0	6	0	100
Very likely	42	38	0	3	0	17	0	100
Somewhat likely	32	41	0	0	0	22	5	100
Somewhat unlikely	3	30	0	3	0	60	3	100
Very unlikely	20	35	0	0	0	10	35	100
Unsure	22	46	0	4	0	29	0	100
2024 President Vote								
Post Election								
Kamala Harris	1	93	0	0	1	4	1	100
Donald Trump	72	10	1	2	0	14	2	100
Vote Excited								
Extremely excited	34	63	1	0	0	2	0	100
Very excited	38	49	2	4	1	5	1	100
Somewhat excited	40	39	0	2	0	19	0	100
Only a little excited	36	45	1	0	0	14	5	100
Not excited at all	34	34	0	2	0	24	6	100
Unsure	6	51	0	1	0	28	15	100
Vote Importance								
Extremely important	33	59	1	1	0	5	1	100
Somewhat important	48	39	1	1	0	9	2	100
Neither important nor unimportant	18	34	0	7	0	40	1	100
Somewhat unimportant	46	27	0	0	0	27	0	100
Very unimportant	3	72	0	0	0	22	3	100
Unsure	21	27	0	0	0	28	23	100
Vote Method								
In person on Election Day	42	39	1	1	0	15	1	100
In person during early voting	36	54	0	2	0	7	1	100
Vote by mail	23	65	0	3	0	8	1	100
Military or overseas voting	61	39	0	0	0	0	0	100
Unsure	18	31	0	1	0	46	3	100
Grade National Economy								
A	54	33	4	0	0	9	0	100
B	71	14	0	0	0	14	0	100
C	44	37	1	4	0	11	3	100
D	25	62	0	0	1	11	0	100
F	6	79	0	2	0	10	4	100

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US Senate (Continued 4 of 5)

	Whatley (R)	Cooper (D)	Bray (L)	Dublin (G)	Someone else	Undecided	Do not plan to vote	Total
US Senate Predict								
Michael Whatley, Republican	86	1	0	2	0	8	3	100
Roy Cooper, Democrat	11	83	0	0	0	5	0	100
Shannon Bray, Libertarian	0	7	39	0	0	54	0	100
Michael Dublin, Green	0	0	0	100	0	0	0	100
Unsure	30	26	0	2	2	36	5	100
Issue importance -- Inflation or the cost of living								
Very important	35	50	1	2	0	10	2	100
Somewhat important	38	44	0	0	0	15	3	100
Only a little important	33	58	7	0	0	0	1	100
Not at all important	74	15	0	0	0	0	11	100
Unsure	0	44	0	0	0	56	0	100
Issue importance -- General economy								
Very important	33	52	1	2	0	10	1	100
Somewhat important	43	40	0	0	0	14	3	100
Only a little important	46	53	2	0	0	0	0	100
Not at all important	56	5	0	0	0	8	31	100
Unsure	15	36	0	0	0	49	0	100
Issue importance -- Taxes								
Very important	42	41	1	2	0	11	2	100
Somewhat important	26	60	0	0	0	11	2	100
Only a little important	7	85	0	0	0	7	1	100
Not at all important	0	70	0	0	0	30	0	100
Unsure	33	39	0	0	0	27	0	100
Issue importance -- The environment								
Very important	17	67	1	2	1	10	3	100
Somewhat important	39	47	0	1	0	13	0	100
Only a little important	55	30	1	2	0	11	0	100
Not at all important	76	10	0	3	0	11	0	100
Unsure	5	21	0	0	0	39	35	100

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US Senate (Continued 5 of 5)

	Whatley (R)	Cooper (D)	Bray (L)	Dublin (G)	Someone else	Undecided	Do not plan to vote	Total
Issue importance -- The war in Iran								
Very important	31	58	1	1	0	7	2	100
Somewhat important	38	41	0	3	0	18	1	100
Only a little important	49	32	0	0	0	18	0	100
Not at all important	44	49	1	0	0	3	4	100
Unsure	23	44	0	0	0	13	19	100
Issue importance -- Healthcare								
Very important	29	56	0	1	0	11	2	100
Somewhat important	56	33	0	2	0	7	2	100
Only a little important	54	20	4	1	0	21	0	100
Not at all important	86	9	0	0	0	0	5	100
Unsure	8	25	0	0	0	26	41	100
Issue importance -- Personal character of candidates								
Very important	34	50	1	2	0	11	2	100
Somewhat important	41	47	0	1	0	10	0	100
Only a little important	37	45	1	0	0	14	4	100
Not at all important	54	35	0	0	0	12	0	100
Unsure	4	49	0	0	0	28	19	100
Issue importance -- Immigration								
Very important	45	40	1	1	0	10	3	100
Somewhat important	28	56	1	4	0	11	0	100
Only a little important	23	62	0	0	0	14	0	100
Not at all important	7	83	1	0	0	10	0	100
Unsure	11	45	0	0	0	29	15	100
Issue importance -- Social Security								
Very important	36	49	1	1	0	12	2	100
Somewhat important	41	48	0	1	0	9	1	100
Only a little important	26	51	3	5	0	15	0	100
Not at all important	27	37	0	0	0	15	22	100
Unsure	3	49	0	0	0	19	29	100

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Familiarity with Michael Whatley

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

Familiarity with Michael Whatley	All Adults		Registered Voters		Likely Voters	
A great deal	18%	146	21%	143	24%	138
Some	29%	233	36%	244	39%	220
Only a little	28%	224	28%	190	24%	138
Nothing at all	25%	197	15%	100	12%	69
N=	100%	800	100%	677	100%	565

----Registered Voter Cross-Tabs----

	A great deal	Some	Only a little	Nothing at all	Total
Race/ Ethnicity	%	%	%	%	%
White	21	41	26	12	100
Black	20	25	32	24	100
Hispanic	17	27	41	15	100
Other	27	30	30	12	100
Gender	%	%	%	%	%
Male	23	35	27	15	100
Female	19	37	29	15	100
Age	%	%	%	%	%
Under 30	8	40	28	24	100
30-45	16	36	31	18	100
46-61	23	33	32	13	100
62 or older	32	36	23	9	100
Party ID	%	%	%	%	%
Democrat	17	33	26	23	100
Independent	18	34	35	13	100
Republican	30	42	20	8	100

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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?

Favorability of Michael Whatley	All Adults		Registered Voters		Likely Voters	
Very favorable	12%	93	14%	91	16%	89
Somewhat favorable	18%	140	21%	144	21%	120
Neither favorable nor unfavorable	31%	247	21%	144	18%	102
Somewhat unfavorable	16%	130	17%	114	17%	95
Very unfavorable	24%	189	27%	185	28%	158
N=	100%	800	100%	677	100%	565

----Registered Voter Cross-Tabs----

	Very favorable	Somewhat favorable	Neither favorable nor unfavorable	Somewhat unfavorable	Very unfavorable
Race/ Ethnicity	%	%	%	%	%
White	16	26	20	13	25
Black	4	9	26	24	37
Hispanic	5	11	28	31	25
Other	19	17	14	28	21
Gender	%	%	%	%	%
Male	12	24	17	16	30
Female	14	19	25	17	25
Age	%	%	%	%	%
Under 30	4	23	32	16	26
30-45	15	16	27	7	35
46-61	13	20	22	22	24
62 or older	19	25	10	20	26
Party ID	%	%	%	%	%
Democrat	3	3	20	28	46
Independent	6	21	26	17	30
Republican	36	44	15	4	1

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Familiarity with Roy Cooper

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

Familiarity with Roy Cooper	All Adults		Registered Voters		Likely Voters	
A great deal	43%	343	51%	345	56%	317
Some	28%	225	32%	216	31%	174
Only a little	17%	133	14%	92	10%	59
Nothing at all	13%	100	4%	24	3%	15
N=	100%	800	100%	677	100%	565

-----Registered Voter Cross-Tabs-----

	A great deal	Some	Only a little	Nothing at all	Total
Race/ Ethnicity	%	%	%	%	%
White	51	33	11	4	100
Black	51	32	15	1	100
Hispanic	42	32	26	0	100
Other	53	18	25	4	100
Gender	%	%	%	%	%
Male	51	31	14	4	100
Female	51	32	14	3	100
Age	%	%	%	%	%
Under 30	26	34	32	8	100
30-45	45	33	14	8	100
46-61	56	34	9	0	100
62 or older	66	28	5	1	100
Party ID	%	%	%	%	%
Democrat	55	33	12	1	100
Independent	47	32	15	6	100
Republican	51	31	14	3	100

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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?

Favorability of Roy Cooper	All Adults		Registered Voters		Likely Voters	
Very favorable	25%	198	31%	207	33%	186
Somewhat favorable	21%	168	19%	129	20%	113
Neither favorable nor unfavorable	23%	187	16%	105	12%	65
Somewhat unfavorable	11%	87	11%	71	12%	65
Very unfavorable	20%	160	24%	164	24%	136
N=	100%	800	100%	677	100%	565

----Registered Voter Cross-Tabs----

	Very favorable	Somewhat favorable	Neither favorable nor unfavorable	Somewhat unfavorable	Very unfavorable
Race/ Ethnicity	%	%	%	%	%
White	24	18	13	13	33
Black	55	23	16	4	2
Hispanic	26	23	37	8	6
Other	29	14	34	6	18
Gender	%	%	%	%	%
Male	28	19	17	12	25
Female	33	19	15	9	24
Age	%	%	%	%	%
Under 30	18	25	36	8	12
30-45	30	27	17	12	14
46-61	32	18	10	9	30
62 or older	37	10	7	12	35
Party ID	%	%	%	%	%
Democrat	64	23	10	1	1
Independent	21	25	22	12	20
Republican	4	6	13	19	58

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Approval Ratings

Approval of Donald Trump

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

Approval of Donald Trump	All Adults		Registered Voters		Likely Voters	
Approve	31%	250	34%	233	36%	206
Disapprove	54%	433	57%	385	58%	326
Unsure	15%	116	9%	59	6%	34
N=	100%	800	100%	677	100%	565

-----Registered Voter Cross-Tabs-----

	Approve	Disapprove	Unsure	Total
Race/ Ethnicity	%	%	%	%
White	43	48	9	100
Black	8	86	6	100
Hispanic	18	63	19	100
Other	37	51	12	100
Gender	%	%	%	%
Male	39	55	6	100
Female	31	58	11	100
Age	%	%	%	%
Under 30	24	64	12	100
30-45	32	59	9	100
46-61	34	59	7	100
62 or older	43	49	8	100
Party ID	%	%	%	%
Democrat	3	93	4	100
Independent	30	56	14	100
Republican	77	15	7	100

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Approval of Josh Stein

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

Approval of Josh Stein	All Adults		Registered Voters		Likely Voters	
Approve	40%	323	46%	309	49%	277
Disapprove	25%	196	27%	180	27%	154
Unsure	35%	281	28%	188	24%	134
N=	100%	800	100%	677	100%	565

-----Registered Voter Cross-Tabs-----

	Approve	Disapprove	Unsure	Total
Race/ Ethnicity	%	%	%	%
White	42	31	27	100
Black	56	12	32	100
Hispanic	52	25	24	100
Other	48	29	23	100
Gender	%	%	%	%
Male	45	30	24	100
Female	46	23	31	100
Age	%	%	%	%
Under 30	37	21	42	100
30-45	50	21	29	100
46-61	47	30	23	100
62 or older	47	31	22	100
Party ID	%	%	%	%
Democrat	69	7	24	100
Independent	44	26	29	100
Republican	20	51	30	100

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Election Attitudes

Elect Excitement

How excited are you about the idea of voting in this November's election in North Carolina?

Vote Excited	All Adults		Registered Voters		Likely Voters	
Extremely excited	24%	190	32%	219	37%	210
Very excited	15%	121	19%	129	22%	124
Somewhat excited	18%	140	23%	153	25%	139
Only a little excited	9%	68	10%	70	7%	38
Not excited at all	12%	96	13%	88	9%	49
Unsure	2%	16	3%	18	1%	5
not asked (not planning to vote)	21%	169	--	--	--	--
N=	100%	800	100%	677	100%	565

----Registered Voter Cross-Tabs----

Vote Excited	Extremely excited	Very excited	Somewhat excited	Only a little excited	Not excited at all
Race / Ethnicity	%	%	%	%	%
White	32	19	23	10	14
Black	42	19	17	9	9
Hispanic	19	18	29	19	11
Other	16	29	36	9	10
Gender	%	%	%	%	%
Male	35	21	22	12	9
Female	30	18	23	9	16
Age	%	%	%	%	%
Under 30	17	16	27	18	18
30-45	31	23	23	7	9
46-61	34	17	23	8	17
62 or older	41	20	19	11	9
Party ID	%	%	%	%	%
Democrat	44	20	16	11	5
Independent	27	15	26	9	20
Republican	27	24	25	12	12

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Election Importance

How important do you think this November's election is for real world outcomes in your own life?

Vote Importance	All Adults		Registered Voters		Likely Voters	
Extremely important	41%	330	52%	353	59%	331
Somewhat important	31%	246	31%	208	30%	170
Neither important nor unimportant	15%	118	11%	71	8%	43
Somewhat unimportant	4%	30	3%	17	2%	11
Very unimportant	3%	22	1%	8	0%	2
Unsure	7%	54	3%	21	1%	8
N=	100%	800	100%	677	100%	565

----Registered Voter Cross-Tabs----

Vote Importance	Extremely important	Somewhat important	Neither important nor unimportant	Somewhat unimportant	Very unimportant
Race / Ethnicity	%	%	%	%	%
White	52	32	10	3	0
Black	58	23	10	1	4
Hispanic	42	42	9	0	0
Other	38	36	18	4	3
Gender	%	%	%	%	%
Male	53	30	14	2	0
Female	51	32	8	3	2
Age	%	%	%	%	%
Under 30	33	37	17	3	3
30-45	42	42	11	1	1
46-61	55	29	9	4	1
62 or older	68	20	7	2	1
Party ID	%	%	%	%	%
Democrat	62	29	5	1	2
Independent	47	27	17	3	1
Republican	48	38	7	4	0

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Early Voting

In North Carolina statewide elections, do you think the length of the early voting period is [too long], [too short], or about the right length of time?

Early Voting Period	All Adults		Registered Voters		Likely Voters	
Too long	11%	90	10%	69	11%	60
About the right length	56%	447	67%	457	67%	377
Too short	11%	88	12%	79	14%	77
Unsure	22%	176	11%	72	9%	51
N=	100%	800	100%	677	100%	565

-----Registered Voter Cross-Tabs-----

Early Voting Period	Too long	About the right length	Too short	Unsure	Total
Race / Ethnicity	%	%	%	%	%
White	11	69	9	10	100
Black	4	64	17	14	100
Hispanic	5	66	20	9	100
Other	27	56	13	5	100
Gender	%	%	%	%	%
Male	11	68	13	8	100
Female	9	67	11	13	100
Age	%	%	%	%	%
Under 30	4	71	12	13	100
30-45	4	74	11	11	100
46-61	13	63	12	13	100
62 or older	17	64	12	7	100
Party ID	%	%	%	%	%
Democrat	2	65	21	12	100
Independent	11	69	10	10	100
Republican	19	68	3	9	100

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Vote method

What method do you plan to use to vote in the November elections?

Vote Method	All Adults		Registered Voters		Likely Voters	
Do not plan to vote	3%	23	3%	21	37%	211
In person on Election Day	29%	231	35%	235	54%	304
In person during early voting	37%	295	51%	345	7%	38
Vote by mail	6%	44	8%	51	0%	1
Military or overseas voting	1%	12	0%	2	2%	11
Unsure	3%	27	3%	23	100%	565
not asked	21%	169	100%	677		
N=	100%	800				

----Registered Voter Cross-Tabs----

Vote Method	Do not plan to vote	In person on Election Day	In person during early voting	Vote by mail	Military or overseas voting
Race / Ethnicity	%	%	%	%	%
White	3	33	53	8	0
Black	5	39	45	7	0
Hispanic	0	34	52	4	6
Other	4	41	44	11	0
Gender	%	%	%	%	%
Male	3	35	54	7	0
Female	3	35	48	8	0
Age	%	%	%	%	%
Under 30	6	28	51	9	2
30-45	6	47	39	4	0
46-61	1	39	50	7	0
62 or older	0	26	60	10	0
Party ID	%	%	%	%	%
Democrat	3	27	57	10	0
Independent	5	35	48	7	0
Republican	2	43	48	5	0

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Senate Election Prediction

Regardless of how you personally plan to vote, who do you predict will win the upcoming United States Senate election in North Carolina, [Michael Whatley, (Republican Party)], [Roy Cooper, (Democratic Party)], [Shannon Bray, (Libertarian Party)], [Michael Dublin, (Green Party)] or someone else?

*Candidate names rotated

US Senate Predict	All Adults		Registered Voters		Likely Voters	
Michael Whatley, Republican	25%	199	29%	196	31%	175
Roy Cooper, Democrat	45%	357	54%	363	55%	311
Shannon Bray, Libertarian	1%	11	1%	6	1%	7
Michael Dublin, Green	1%	4	1%	4	1%	3
Unsure	29%	228	16%	107	12%	69
N=	100%	800	100%	677	100%	565

-----Registered Voter Cross-Tabs-----

US Senate Predict	Michael Whatley, Republican	Roy Cooper, Democrat	Shannon Bray, Libertarian	Michael Dublin, Green	Unsure
Race / Ethnicity	%	%	%	%	%
White	36	45	0	1	17
Black	6	84	0	0	10
Hispanic	29	49	3	0	18
Other	21	51	9	0	19
Gender	%	%	%	%	%
Male	33	54	0	1	11
Female	25	53	2	0	20
Age	%	%	%	%	%
Under 30	25	47	1	0	27
30-45	31	55	1	0	14
46-61	28	56	2	2	12
62 or older	31	55	0	0	14
Party ID	%	%	%	%	%
Democrat	4	89	0	0	7
Independent	25	49	1	1	23
Republican	64	20	1	0	16

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Top Issues

How important are each of the following issues for you personally in how you might vote in November for federal offices? [Randomized order of issues]

Percent Saying “Very Important” by Issue

- Inflation or the cost of living 86%
- Healthcare 73%
- General economy 73%
- Taxes 66%
- Social Security 64%
- Personal character of candidates 60%
- Immigration 54%
- The war in Iran 50%
- The environment 43%

Inflation or the cost of living	All Adults		Registered Voters		Likely Voters	
Very important	79%	632	86%	580	87%	491
Somewhat important	13%	107	12%	81	11%	63
Only a little important	2%	16	1%	8	1%	8
Not at all important	0%	3	0%	2	0%	2
Unsure	5%	42	1%	6	0%	1
N=	100%	800	100%	677	100%	565
General economy	All Adults		Registered Voters		Likely Voters	
Very important	68%	545	73%	495	74%	418
Somewhat important	24%	193	24%	159	23%	131
Only a little important	2%	13	2%	14	2%	11
Not at all important	1%	4	1%	4	1%	3
Unsure	6%	45	1%	5	0%	2
N=	100%	800	100%	677	100%	565
Taxes	All Adults		Registered Voters		Likely Voters	
Very important	60%	481	66%	445	66%	371
Somewhat important	29%	233	27%	186	27%	154
Only a little important	5%	37	5%	36	6%	34
Not at all important	1%	5	1%	4	1%	4
Unsure	6%	44	1%	6	1%	3
N=	100%	800	100%	677	100%	565

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The war in Iran	All Adults		Registered Voters		Likely Voters	
Very important	44%	351	50%	339	53%	297
Somewhat important	31%	248	31%	211	31%	172
Only a little important	9%	75	10%	69	11%	61
Not at all important	5%	41	5%	35	4%	20
Unsure	11%	84	3%	22	3%	14
N=	100%	800	100%	677	100%	565
Healthcare	All Adults		Registered Voters		Likely Voters	
Very important	69%	553	73%	497	73%	415
Somewhat important	18%	146	19%	126	20%	111
Only a little important	5%	42	6%	43	5%	29
Not at all important	2%	12	1%	5	1%	6
Unsure	6%	47	1%	5	1%	4
N=	100%	800	100%	677	100%	565
Personal character of candidates	All Adults		Registered Voters		Likely Voters	
Very important	55%	441	60%	409	63%	356
Somewhat important	29%	235	29%	194	28%	160
Only a little important	6%	47	6%	42	6%	32
Not at all important	2%	18	2%	10	1%	8
Unsure	7%	58	3%	22	1%	8
N=	100%	800	100%	677	100%	565
Immigration	All Adults		Registered Voters		Likely Voters	
Very important	51%	408	54%	368	56%	316
Somewhat important	27%	212	28%	192	29%	163
Only a little important	9%	75	10%	68	10%	56
Not at all important	6%	49	5%	35	5%	28
Unsure	7%	56	2%	15	0%	2
N=	100%	800	100%	677	100%	565
Social Security	All Adults		Registered Voters		Likely Voters	
Very important	58%	467	64%	432	65%	369
Somewhat important	25%	197	25%	170	25%	139
Only a little important	8%	66	9%	61	9%	51
Not at all important	2%	12	1%	7	1%	3
Unsure	7%	57	1%	7	1%	3
N=	100%	800	100%	677	100%	565
The environment	All Adults		Registered Voters		Likely Voters	
Very important	46%	368	43%	293	44%	248
Somewhat important	27%	212	30%	204	30%	169
Only a little important	14%	112	16%	106	16%	89
Not at all important	7%	59	10%	68	11%	60
Unsure	6%	49	1%	6	0%	0
N=	100%	800	100%	677	100%	565

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Economic Grade

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

Grade National Economy	All Adults		Registered Voters		Likely Voters	
A	3%	26	4%	27	4%	22
B	19%	152	18%	118	19%	106
C	31%	248	30%	203	28%	159
D	24%	195	25%	168	26%	145
F	22%	179	24%	161	24%	133
N=	100%	800	100%	677	100%	565

---Registered Voter Cross-Tabs----

Grade National Economy	A	B	C	D	F
Race / Ethnicity	%	%	%	%	%
White	3	20	32	25	20
Black	5	8	23	27	36
Hispanic	8	15	31	20	26
Other	5	29	29	18	19
Gender	%	%	%	%	%
Male	3	22	32	21	21
Female	5	13	28	28	26
Age	%	%	%	%	%
Under 30	3	8	36	18	35
30-45	5	12	35	33	15
46-61	7	19	22	28	24
62 or older	1	26	30	20	23
Party ID	%	%	%	%	%
Democrat	5	5	27	23	40
Independent	2	16	29	31	22
Republican	6	34	35	18	7

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Support of Iran Military Action

Overall, do you [support] or [oppose] current military involvement by the United States in Iran?

Iran Overall	All Adults		Registered Voters		Likely Voters	
Support	29%	230	31%	209	34%	191
Oppose	50%	399	52%	349	53%	299
Unsure	21%	171	18%	119	13%	75
N=	100%	800	100%	677	100%	565

-----Registered Voter Cross-Tabs-----

Iran Overall	Support	Oppose	Unsure	Total
Race / Ethnicity	%	%	%	%
White	36	46	18	100
Black	17	65	18	100
Hispanic	23	66	11	100
Other	29	57	14	100
Gender	%	%	%	%
Male	33	51	16	100
Female	29	52	19	100
Age	%	%	%	%
Under 30	25	53	22	100
30-45	27	58	15	100
46-61	31	51	19	100
62 or older	38	47	16	100
Party ID	%	%	%	%
Democrat	10	77	13	100
Independent	27	56	17	100
Republican	60	15	24	100

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Iran Impact on Safety

Do you expect that, one year from today, Americans will be [more] safe or [less] safe as a result of recent U.S. military actions in Iran?

Risk after Iran	All Adults		Registered Voters		Likely Voters	
Much more safe	10%	80	10%	70	12%	66
Somewhat more safe	17%	138	20%	133	20%	113
Neither more nor less safe	22%	174	21%	144	20%	115
Somewhat less safe	21%	165	17%	117	18%	100
Much less safe	19%	149	23%	157	24%	134
Unsure	12%	94	8%	57	7%	37
N=	100%	800	100%	677	100%	565

-----Registered Voter Cross-Tabs-----

Risk after Iran	Much more safe	Somewhat more safe	Neither more nor less safe	Somewhat less safe	Much less safe
	%	%	%	%	%
Race / Ethnicity					
White	13	22	19	17	21
Black	2	10	30	18	27
Hispanic	6	25	26	12	28
Other	11	24	11	22	29
Gender	%	%	%	%	%
Male	11	23	19	15	24
Female	9	17	23	19	23
Age	%	%	%	%	%
Under 30	2	24	23	28	16
30-45	13	18	22	9	26
46-61	10	16	19	18	24
62 or older	13	21	22	16	24
Party ID	%	%	%	%	%
Democrat	1	6	23	25	36
Independent	7	18	21	19	26
Republican	26	38	21	6	3

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Sample Characteristics

Gender	All Adults		Registered Voters		Likely Voters	
Male	48%	380	47%	316	49%	274
Female	53%	420	53%	361	52%	291
N=	100%	800	100%	677	100%	565
Race	All Adults		Registered Voters		Likely Voters	
White	59%	475	70%	471	70%	397
Black	19%	155	20%	136	20%	111
Hispanic	14%	108	6%	39	5%	30
Other	8%	62	5%	31	5%	28
N=	100%	800	100%	677	100%	565
Education	All Adults		Registered Voters		Likely Voters	
No HS	4%	34	4%	25	3%	17
High school graduate	33%	261	28%	191	28%	156
Some college	17%	139	17%	117	16%	90
2-year	10%	77	11%	76	11%	62
4-year	23%	186	27%	182	28%	159
Post-grad	13%	103	13%	86	14%	80
N=	100%	800	100%	677	100%	565
Age	All Adults		Registered Voters		Likely Voters	
Under 30	22%	172	19%	130	16%	90
30-45	25%	200	23%	152	22%	123
46-61	26%	205	27%	183	29%	164
62 or older	28%	222	31%	211	33%	189
N=	100%	800	100%	677	100%	565
Party ID (7 point)	All Adults		Registered Voters		Likely Voters	
Strong Democrat	22%	172	24%	164	25%	142
Not very strong Democrat	7%	52	8%	57	7%	40
Lean Democrat	11%	88	12%	78	13%	74
Independent	22%	173	15%	98	14%	78
Lean Republican	10%	77	11%	76	12%	68
Not very strong Republican	9%	69	7%	50	8%	46
Strong Republican	16%	127	21%	139	20%	113
Not sure	5%	42	2%	14	1%	4
N=	100%	800	100%	677	100%	565
Party ID (3 point)	All Adults		Registered Voters		Likely Voters	
Democrat	28%	224	33%	221	32%	183
Independent	48%	381	39%	267	40%	224
Republican	25%	196	28%	189	28%	159
N=	100%	800	100%	677	100%	565

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Sample Characteristics (continued)

2024 President Vote Post

Election	All Adults		Registered Voters		Likely Voters	
Kamala Harris	33%	264	43%	290	45%	254
Donald Trump	34%	275	46%	314	47%	263
Robert F. Kennedy, Jr.	1%	4	1%	3	1%	3
Jill Stein	0%	1	0%	0	0%	0
Chase Oliver	0%	2	0%	1	0%	1
Other	0%	1	0%	1	0%	0
Did not vote for President	32%	253	10%	66	8%	42
N=	100%	800	100%	677	100%	565

Voter Registration in NC

	All Adults		Registered Voters		Likely Voters	
Yes	72%	572	100%	677	94%	533
No	28%	223	--	--	*6%	32
Unsure	1%	5	--	--	--	--
N=	100%	800	100%	677	100%	565

**Note = Likely voters include 6% who said they plan to register before election deadline.*

Vote Likely	All Adults		Registered Voters		Likely Voters	
Absolutely certain	47%	375	63%	425	73%	412
Very likely	17%	137	20%	134	27%	153
Somewhat likely	9%	75	11%	74	--	--
Somewhat unlikely	2%	15	3%	17	--	--
Very unlikely	3%	24	3%	21	--	--
Unsure	1%	6	1%	6	--	--
not asked	21%	169	--	--	--	--
N=	100%	800	100%	677	100%	565

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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: 2026-08-21 - 2026-08-31

Sample size: NC Adults (1) N= 800 with a credibility interval of +/-5.05 percentage points with an estimated design effect of 1.34.; Registered Voter (2) N=677 with a credibility interval of +/-5.05 percentage points with an estimated design effect of 1.34.; Likely Voters (3) 565 with a credibility interval of +/-5.65 percentage points with an estimated design effect of 1.36.;

How the data were weighted:

YouGov interviewed 924 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

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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 on 2024 presidential vote choice, vote registration, homeownership, gender, age (4-categories), race (4-categories), and education (4-categories), to produce the overall weight. An additional weight of registered voters was produced for the matched subset of 677 respondents. These were weighted on the North Carolina registered voter 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). These were post-stratified on a 2024 presidential vote choice, as well as 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 1321 respondents who started the survey, 128 did not complete the survey, 72 were screened out for eligibility purposes and 0 were terminated for failing to pass an initial attention check. Of the remaining 1121 complete cases, 197 were removed for data quality reasons. An additional 124 cases were removed in our matching process, resulting in a final sample size of 800.

Likely voters results, displayed for U.S. Senate questions, are for the weighted registered voter sample reduced who said they were “Absolutely certain” or “Very likely” to vote in the upcoming election and who did not indicate they did not plan to vote in questions about vote method and U.S. Senate Vote. Additionally, 26 respondents not yet registered but who met above criteria and indicated they intended to register prior to the election were included as likely voters.

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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Question (Variable Name) Order

1. votereg_nc
2. votereg_followup
3. electlikely
4. elect_senate
5. amend_voterid*
6. amend_incometax*
7. amend_propertytax*
8. amend_citizen*
9. elect_familiarwhatley
10. elect_favorwhatley
11. elect_familiarcooper
12. elect_favorcooper
13. approve_trump
14. approve_stein
15. electexcite
16. electimportance
17. earlyvoting
18. votemethod
19. elect_predict
20. issue_matrix
 - a. Inflation or the cost of living
 - b. General economy
 - c. Taxes
 - d. The war in Iran
 - e. Healthcare
 - f. Personal character of candidates
 - g. Immigration
 - h. Social Security
 - i. The environment
21. econ_national
22. foreign_iranaction
23. foreign_risk
24. thc_hempdose*
25. thc_hempage*
26. thc_mjmedical*
27. thc_mjrecreational*
28. Additional demographics from YouGov panel appeared outside of this list.

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