

ELON UNIVERSITY POLL

Survey of North Carolina Adults
August 21-31, 2026

Dr. Jason Husser, director, Elon University Poll

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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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.

Constitutional Amendments

Voter ID Amendment

Are you for or against an amendment to the North Carolina Constitution to require all voters, not just those presenting to vote in person, to present photo identification before voting?

	ALL ADULTS		REGISTERED VOTERS		LIKELY VOTERS	
FOR	59%	475	62%	421	65%	366
AGAINST	21%	167	23%	157	24%	136
UNSURE	20%	157	15%	100	11%	62
N=	100%	800	100%	677	100%	565
--Cross Tabulations--						

	For	Against	Unsure	Total
Amendment Voter ID	%	%	%	%
Race / Ethnicity				
White	68	21	11	100
Black	40	31	29	100
Hispanic	59	24	18	100
Other	75	21	3	100
Gender				
Male	64	24	12	100
Female	61	23	17	100
Age				
Under 30	50	17	32	100
30-45	56	30	14	100
46-61	65	23	12	100
62 or older	71	22	7	100
Party ID				
Democrat	33	41	26	100
Independent	62	23	14	100
Republican	95	2	3	100

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Income Tax Amendment

Are you for or against an amendment to the North Carolina Constitution to keep the State income tax rate from being raised higher than three and one-half percent (3.5%)?

	ALL ADULTS		REGISTERED VOTERS		LIKELY VOTERS	
FOR	61%	490	66%	445	68%	381
AGAINST	19%	148	17%	117	18%	100
UNSURE	20%	162	17%	115	15%	84
N=	100%	800	100%	677	100%	565

--Cross Tabulations--

	For	Against	Unsure	Total
	%	%	%	%
Race / Ethnicity				
White	68	17	15	100
Black	59	17	25	100
Hispanic	55	24	21	100
Other	71	15	14	100
Gender				
Male	69	17	14	100
Female	63	18	19	100
Age				
Under 30	51	20	29	100
30-45	58	24	18	100
46-61	71	15	14	100
62 or older	76	13	11	100
Party ID				
Democrat	52	23	25	100
Independent	65	19	16	100
Republican	82	8	10	100

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Property Tax Amendment

Are you for or against an amendment to the North Carolina Constitution requiring limits on property tax increases by local governments?

	ALL ADULTS		REGISTERED VOTERS		LIKELY VOTERS	
FOR	64%	514	71%	481	71%	402
AGAINST	15%	120	14%	93	15%	86
UNSURE	21%	166	15%	103	14%	76
N=	100%	800	100%	677	100%	565

--Cross Tabulations--

	For %	Against %	Unsure %	Total %
Race / Ethnicity				
White	75	11	13	100
Black	64	12	24	100
Hispanic	45	43	12	100
Other	69	21	10	100
Gender				
Male	71	16	13	100
Female	71	12	17	100
Age				
Under 30	49	24	27	100
30-45	65	17	18	100
46-61	77	11	11	100
62 or older	84	7	9	100
Party ID				
Democrat	58	21	21	100
Independent	73	12	15	100
Republican	83	8	9	100

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Hypothetical Citizen Initiative Amendment Process

Currently only the General Assembly can propose amendments to the North Carolina Constitution. Are you for or against an amendment to the North Carolina Constitution to create a process for citizens to introduce amendments to the North Carolina Constitution?

- *Note to readers- this is about a hypothetical amendment. A citizen initiative amendment is **NOT** on the North Carolina ballot in 2026.*

	ALL ADULTS		REGISTERED VOTERS		LIKELY VOTERS	
FOR	50%	396	57%	383	59%	334
AGAINST	15%	116	14%	98	14%	79
UNSURE	36%	288	29%	196	27%	152
N=	100%	800	100%	677	100%	565

--Cross Tabulations--

	For %	Against %	Unsure %	Total %
Race / Ethnicity				
White	57	13	29	100
Black	47	18	35	100
Hispanic	68	20	11	100
Other	73	11	16	100
Gender				
Male	64	14	22	100
Female	50	14	35	100
Age				
Under 30	63	11	26	100
30-45	60	20	20	100
46-61	51	12	37	100
62 or older	55	15	30	100
Party ID				
Democrat	55	16	30	100
Independent	62	13	25	100
Republican	51	15	35	100

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Hemp & Marijuana Legislation

Hemp with THC

Should North Carolina [allow] or [prohibit] the sale of hemp-derived products like seltzers and gummies with THC levels that can cause intoxication or a “high”?

(Question Text)

	ALL ADULTS		REGISTERED VOTERS		LIKELY VOTERS	
ALLOW	53%	423	52%	353	53%	298
PROHIBIT	28%	226	31%	208	30%	168
UNSURE	19%	151	17%	117	18%	99
N=	100%	800	100%	677	100%	565

--Cross Tabulations--

	Allow	Prohibit	Unsure	Total
	%	%	%	%
Race / Ethnicity				
White	54	31	16	100
Black	47	28	25	100
Hispanic	38	50	12	100
Other	66	21	13	100
Gender				
Male	56	26	18	100
Female	49	34	17	100
Age				
Under 30	66	19	15	100
30-45	64	23	13	100
46-61	51	28	21	100
62 or older	36	46	18	100
Party ID				
Democrat	62	18	19	100
Independent	56	26	18	100
Republican	35	52	13	100

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Hemp Age Restrictions

Regardless of your opinion about whether hemp products should be [allowed] or [prohibited] in general, should North Carolina prohibit the sale or delivery of all hemp-derived consumable products to anyone younger than 21?

	ALL ADULTS		REGISTERED VOTERS		LIKELY VOTERS	
ALLOWED UNDER 21	9%	74	9%	61	9%	49
PROHIBITED UNDER 21	82%	656	86%	580	87%	492
UNSURE	9%	70	5%	36	4%	24
N=	100%	800	100%	677	100%	565

--Cross Tabulations--

	Allowed under 21	Prohibited under 21	Unsure	Total
	%	%	%	%
Race / Ethnicity				
White	9	84	7	100
Black	5	92	3	100
Hispanic	12	88	1	100
Other	14	86	0	100
Gender				
Male	12	82	6	100
Female	6	89	5	100
Age				
Under 30	18	74	8	100
30-45	15	77	7	100
46-61	5	91	4	100
62 or older	2	94	3	100
Party ID				
Democrat	9	87	4	100
Independent	9	84	7	100
Republican	8	87	5	100

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Medical Marijuana

Do you [support] or [oppose] the legalization of marijuana, for **medical** purposes, in North Carolina?

	ALL ADULTS		REGISTERED VOTERS		LIKELY VOTERS	
SUPPORT	75%	603	78%	527	80%	451
OPPOSE	11%	89	13%	88	13%	71
UNSURE	14%	108	9%	62	8%	43
N=	100%	800	100%	677	100%	565

- [See this link for January 2021 Elon University Poll](#) for change over time data with these questions. All adults medical marijuana opposition was 18% in 2021 and 17% in 2017.

--Cross Tabulations--

	Support	Oppose	Unsure	Total
	%	%	%	%
Race / Ethnicity				
White	76	14	10	100
Black	80	12	8	100
Hispanic	79	12	9	100
Other	88	7	5	100
Gender				
Male	79	15	6	100
Female	77	11	12	100
Age				
Under 30	80	13	7	100
30-45	77	11	12	100
46-61	81	13	6	100
62 or older	74	14	12	100
Party ID				
Democrat	89	6	5	100
Independent	84	8	9	100
Republican	57	29	15	100

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Recreational Marijuana

Do you [support] or [oppose] the legalization of marijuana, for **recreational** purposes, in North Carolina?

	ALL ADULTS		REGISTERED VOTERS		LIKELY VOTERS	
SUPPORT	55%	440	56%	377	57%	320
OPPOSE	30%	239	33%	224	33%	189
UNSURE	15%	121	11%	76	10%	56
N=	100%	800	100%	677	100%	565

- [See this link for January 2021 Elon University Poll](#) for change over time data with these questions. All adults recreational marijuana opposition was 34% in 2021 and 51% in 2017.

--Cross Tabulations--

	Support	Oppose	Unsure	Total
	%	%	%	%
Race / Ethnicity				
White	55	36	9	100
Black	60	23	17	100
Hispanic	56	25	19	100
Other	53	39	8	100
Gender				
Male	59	30	10	100
Female	53	36	12	100
Age				
Under 30	64	25	11	100
30-45	69	23	8	100
46-61	53	39	8	100
62 or older	44	41	16	100
Party ID				
Democrat	74	16	10	100
Independent	57	31	12	100
Republican	33	55	12	100

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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 this survey were released here:

<https://eloncdn.blob.core.windows.net/eu3/sites/819/2026/09/Elon-University-Poll-Topline-Methodology-9-10-26.pdf>