

ELON UNIVERSITY POLL

**Survey of North Carolina Adults
September 29- October 8, 2026**

Dr. Jason Husser, director, Elon University Poll

Sponsoring organization and questionnaire design: Elon University Poll

Fieldwork: YouGov

Interview dates: September 29-October 8, 2026

Target population: North Carolina adults, age 18 and older

Sample size: 800

Margins of error:

Likely voters: +/-4.9%

Registered voters: +/-4.44%

All adults: +/-4.03%

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
October 2026 Survey of North Carolina Voters

Contents

U.S. Senate Race in NC	4
Vote Intention	4
US Senate Extended Cross-Tabs.....	5
US Senate – Reallocated Undecideds	11
US Senate – Whatley Voter Certainty	12
US Senate – Cooper Voter Certainty	12
Familiarity with Michael Whatley	13
Familiarity with Roy Cooper	13
Approval Ratings	14
Approval of Donald Trump	14
Approval of Pete Hegseth.....	14
Election Attitudes.....	15
Vote likelihood	15
Election excitement	15
Election importance.....	16
Vote Method	16
Negative Ads Experience	17
US Senate Prediction	17
Trump Endorsement Effect	18
Party Importance by Down Ballot Race.....	19
Comparison Table.....	19
U.S. House of Representatives	20
North Carolina General Assembly	20
County Sheriff	20
County Commissioners.....	21
Local School Board	21

Elon University Poll

October 2026 Survey of North Carolina Voters

State Supreme Court.....	21
Local Judge	22
District Attorney.....	22
Issues	23
Most Important Issue	23
Issue Change since 2024.....	24
Trump Dividend	26
Election Fairness	26
Additional Cross Tabulations	27
Familiarity with Michael Whatley	27
Familiarity with Roy Cooper	28
Approval of Donald Trump	29
Approval of Pete Hegseth.....	30
Vote Likely	31
Vote Excited	32
Vote Importance	33
Vote Method	34
Negative Ads	35
US Senate Predict	36
Trump Endorse	37
Dividend Payment	38
Election fairness confidence.....	39
Sample Characteristics	40
Methodological Information	44
Full Question Order.....	46

Elon University Poll

October 2026 Survey of North Carolina Voters

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 and who did not indicate they wouldn’t vote in questions about vote method or vote intention). 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).

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*

US SENATE NC	<u>LV</u>		<u>RV</u>		<u>18+</u>	
MICHAEL WHATLEY, REPUBLICAN	39%	221	38%	263	32%	254
ROY COOPER, DEMOCRAT	52%	291	47%	323	45%	360
SHANNON BRAY, LIBERTARIAN	2%	10	2%	15	2%	17
MICHAEL DUBLIN, GREEN	1%	4	1%	5	1%	6
SOMEONE ELSE	0%	1	0%	3	0%	3
UNDECIDED	6%	33	10%	71	12%	99
DO NOT PLAN TO VOTE	0%	0	2%	12	8%	61
N=	100%	561	100%	691	100%	800

Elon University Poll

October 2026 Survey of North Carolina Voters

US Senate Extended Cross-Tabs

* Registered Voters

(1 of 6)

Approval of Donald Trump	<u>Whatley</u>	<u>Cooper</u>	<u>Bray</u>	<u>Dublin</u>	<u>Other</u>	<u>Undecided</u>	<u>Do not plan to vote</u>	<u>Total</u>
Approve	85	5	2	1	0	6	0	100
Disapprove	5	79	3	1	0	11	2	100
Unsure	42	18	1	0	3	27	8	100
Familiarity with Michael Whatley	<u>Whatley</u>	<u>Cooper</u>	<u>Bray</u>	<u>Dublin</u>	<u>Other</u>	<u>Undecided</u>	<u>Do not plan to vote</u>	<u>Total</u>
A great deal	43	49	3	0	1	4	1	100
Some	44	42	2	2	1	9	1	100
Only a little	24	52	2	0	0	19	3	100
Nothing at all	19	46	0	0	0	26	9	100
Familiarity with Roy Cooper	<u>Whatley</u>	<u>Cooper</u>	<u>Bray</u>	<u>Dublin</u>	<u>Other</u>	<u>Undecided</u>	<u>Do not plan to vote</u>	<u>Total</u>
A great deal	42	50	2	1	0	4	1	100
Some	30	46	2	1	1	18	2	100
Only a little	44	30	0	1	0	24	2	100
Nothing at all	29	23	0	0	0	22	26	100
Vote Likely	<u>Whatley</u>	<u>Cooper</u>	<u>Bray</u>	<u>Dublin</u>	<u>Other</u>	<u>Undecided</u>	<u>Do not plan to vote</u>	<u>Total</u>
Absolutely certain	40	54	1	1	0	5	0	100
Very likely	39	45	4	1	0	10	0	100
Somewhat likely	42	31	3	2	2	17	2	100
Somewhat unlikely	22	42	4	0	0	24	9	100
Very unlikely	14	15	5	0	0	35	31	100
Unsure	25	6	5	0	0	59	4	100
Election Excitement	<u>Whatley</u>	<u>Cooper</u>	<u>Bray</u>	<u>Dublin</u>	<u>Other</u>	<u>Undecided</u>	<u>Do not plan to vote</u>	<u>Total</u>
Extremely excited	36	61	0	0	0	2	0	100
Very excited	43	47	1	2	0	7	0	100
Somewhat excited	47	39	3	0	1	8	0	100
Only a little excited	36	40	4	0	0	17	3	100
Not excited at all	30	33	5	1	0	24	7	100
Unsure	23	32	4	0	0	36	5	100

Elon University Poll

October 2026 Survey of North Carolina Voters

US Senate Extended Cross-Tabs (2 of 6)

7-point Party ID	<u>Whatley</u>	<u>Cooper</u>	<u>Bray</u>	<u>Dublin</u>	<u>Other</u>	<u>Undecided</u>	<u>Do not plan to vote</u>	<u>Total</u>
Strong Democrat	1	95	0	0	0	4	0	100
Not very strong Democrat	0	87	0	4	0	8	2	100
Lean Democrat Independent	2	89	1	1	0	8	0	100
Independent No Lean	12	43	11	1	2	21	9	100
Lean Republican Independent	79	5	1	0	0	13	2	100
Not very strong Republican	73	10	3	1	0	13	1	100
Strong Republican	89	3	1	1	0	6	1	100
Not sure	7	28	0	0	0	66	0	100
Party ID (3pt leaners and other as independent)	<u>Whatley</u>	<u>Cooper</u>	<u>Bray</u>	<u>Dublin</u>	<u>Other</u>	<u>Undecided</u>	<u>Do not plan to vote</u>	<u>Total</u>
Democrat	0	93	0	1	0	5	0	100
Independent	24	50	4	1	1	17	4	100
Republican	85	5	1	1	0	8	1	100
2020 President Vote Post Election	<u>Whatley</u>	<u>Cooper</u>	<u>Bray</u>	<u>Dublin</u>	<u>Other</u>	<u>Undecided</u>	<u>Do not plan to vote</u>	<u>Total</u>
Joe Biden	1	92	1	0	0	6	1	100
Donald Trump	79	7	3	1	0	10	0	100
Jo Jorgensen	12	14	6	8	0	60	0	100
Howie Hawkins	0	12	17	72	0	0	0	100
Other	100	0	0	0	0	0	0	100
Did not vote for President	23	48	2	1	2	18	6	100
2024 President Vote Post Election	<u>Whatley</u>	<u>Cooper</u>	<u>Bray</u>	<u>Dublin</u>	<u>Other</u>	<u>Undecided</u>	<u>Do not plan to vote</u>	<u>Total</u>
Kamala Harris	1	92	1	0	0	6	1	100
Donald Trump	78	8	3	1	0	10	1	100
Robert F. Kennedy, Jr.	3	68	29	0	0	0	0	100
Jill Stein	0	3	0	97	0	0	0	100
Cornel West	45	55	0	0	0	0	0	100
Chase Oliver	0	0	95	0	5	0	0	100
Other	0	0	0	0	38	62	0	100
Did not vote for President	24	39	3	2	2	22	8	100

Elon University Poll

October 2026 Survey of North Carolina Voters

US Senate Extended Cross-Tabs (3 of 6)

Ideology	<u>Whatley</u>	<u>Cooper</u>	<u>Bray</u>	<u>Dublin</u>	<u>Other</u>	<u>Undecided</u>	<u>Do not plan to vote</u>	<u>Total</u>
Very liberal	3	92	0	2	1	3	0	100
Liberal	2	95	0	0	0	3	0	100
Moderate	21	54	5	1	1	15	3	100
Conservative	74	14	2	1	0	9	1	100
Very conservative	84	7	1	1	0	5	2	100
Not sure	11	34	0	2	0	50	3	100
Born Again Christian (Pew version)	<u>Whatley</u>	<u>Cooper</u>	<u>Bray</u>	<u>Dublin</u>	<u>Other</u>	<u>Undecided</u>	<u>Do not plan to vote</u>	<u>Total</u>
Yes	58	28	2	0	0	10	1	100
No	25	59	2	1	0	11	2	100
Age / Generation	<u>Whatley</u>	<u>Cooper</u>	<u>Bray</u>	<u>Dublin</u>	<u>Other</u>	<u>Undecided</u>	<u>Do not plan to vote</u>	<u>Total</u>
Under 30	26	48	4	2	2	17	2	100
30-45	31	54	1	1	0	10	3	100
46-61	46	43	2	0	0	9	1	100
62 or older	44	44	2	0	0	7	1	100
Race	<u>Whatley</u>	<u>Cooper</u>	<u>Bray</u>	<u>Dublin</u>	<u>Other</u>	<u>Undecided</u>	<u>Do not plan to vote</u>	<u>Total</u>
White	46	40	3	1	0	9	1	100
Black	14	70	1	0	0	11	4	100
Hispanic	22	59	4	0	2	11	3	100
Other	37	40	1	2	0	17	3	100
Education	<u>Whatley</u>	<u>Cooper</u>	<u>Bray</u>	<u>Dublin</u>	<u>Other</u>	<u>Undecided</u>	<u>Do not plan to vote</u>	<u>Total</u>
No 4-Year Degree	42	39	2	1	1	12	3	100
4-Year Degree	31	58	2	1	0	7	0	100
Gender	<u>Whatley</u>	<u>Cooper</u>	<u>Bray</u>	<u>Dublin</u>	<u>Other</u>	<u>Undecided</u>	<u>Do not plan to vote</u>	<u>Total</u>
Male	42	42	4	1	1	7	2	100
Female	34	51	1	0	0	13	1	100
Home ownership	<u>Whatley</u>	<u>Cooper</u>	<u>Bray</u>	<u>Dublin</u>	<u>Other</u>	<u>Undecided</u>	<u>Do not plan to vote</u>	<u>Total</u>
Own	43	45	2	1	1	8	1	100
Rent	23	51	3	1	0	18	4	100

Elon University Poll

October 2026 Survey of North Carolina Voters

US Senate Extended Cross-Tabs (4 of 6)

Vote Method	<u>Whatley</u>	<u>Cooper</u>	<u>Bray</u>	<u>Dublin</u>	<u>Other</u>	<u>Undecided</u>	<u>Do not plan to vote</u>	<u>Total</u>
In person on Election Day	49	34	4	2	0	10	1	100
In person during early voting	36	55	1	0	0	7	0	100
Vote by mail	28	54	2	1	0	15	0	100
Military or overseas voting	0	0	0	0	0	100	0	100
Unsure	10	34	0	0	0	47	8	100
Vote Importance	<u>Whatley</u>	<u>Cooper</u>	<u>Bray</u>	<u>Dublin</u>	<u>Other</u>	<u>Undecided</u>	<u>Do not plan to vote</u>	<u>Total</u>
Extremely important	36	60	1	0	0	3	0	100
Somewhat important	47	37	4	1	0	9	1	100
Neither important nor unimportant	23	22	2	1	3	43	6	100
Somewhat unimportant	46	19	1	5	0	21	9	100
Very unimportant	23	17	12	4	0	29	15	100
Unsure	23	30	0	0	0	42	5	100
US Senate Predict	<u>Whatley</u>	<u>Cooper</u>	<u>Bray</u>	<u>Dublin</u>	<u>Other</u>	<u>Undecided</u>	<u>Do not plan to vote</u>	<u>Total</u>
Michael Whatley, Republican	90	5	1	1	0	3	0	100
Roy Cooper, Democrat	14	77	2	0	0	5	1	100
Shannon Bray, Libertarian	0	0	42	0	0	58	0	100
Michael Dublin, Green	0	19	0	35	0	45	0	100
Unsure	37	20	3	1	1	32	6	100
Trump Endorse	<u>Whatley</u>	<u>Cooper</u>	<u>Bray</u>	<u>Dublin</u>	<u>Other</u>	<u>Undecided</u>	<u>Do not plan to vote</u>	<u>Total</u>
More likely to vote for candidate	81	12	2	1	0	2	1	100
Less likely to vote for candidate	2	90	3	1	0	5	0	100
Does not make much difference	61	14	2	0	0	19	5	100
Unsure	20	27	0	0	4	46	4	100

Elon University Poll

October 2026 Survey of North Carolina Voters

US Senate Extended Cross-Tabs (5 of 6)

Issue Change Response Options (labels condensed here for display) : Better = Better than two years ago; Same = Same as two years ago; Worse = Worse than two years ago

Issue Change -- Economy Overall	<u>Whatley</u>	<u>Cooper</u>	<u>Bray</u>	<u>Dublin</u>	<u>Other</u>	<u>Undecided</u>	<u>Do not plan to vote</u>	<u>Total</u>
Better	81	9	2	1	2	6	0	100
Same	72	12	1	1	0	14	1	100
Worse	19	66	3	1	0	10	2	100
Unsure	34	22	0	3	0	36	5	100
Issue Change -- Cost of Living	<u>Whatley</u>	<u>Cooper</u>	<u>Bray</u>	<u>Dublin</u>	<u>Other</u>	<u>Undecided</u>	<u>Do not plan to vote</u>	<u>Total</u>
Better	82	10	0	0	1	7	0	100
Same	77	9	2	0	2	9	1	100
Worse	25	59	3	1	0	10	2	100
Unsure	53	12	0	3	0	27	5	100
Issue Change -- Crime Rates	<u>Whatley</u>	<u>Cooper</u>	<u>Bray</u>	<u>Dublin</u>	<u>Other</u>	<u>Undecided</u>	<u>Do not plan to vote</u>	<u>Total</u>
Better	76	15	1	0	1	6	0	100
Same	24	60	3	2	0	11	0	100
Worse	30	56	3	1	0	8	2	100
Unsure	22	46	0	1	0	26	6	100
Issue Change -- Healthcare	<u>Whatley</u>	<u>Cooper</u>	<u>Bray</u>	<u>Dublin</u>	<u>Other</u>	<u>Undecided</u>	<u>Do not plan to vote</u>	<u>Total</u>
Better	77	16	2	0	0	3	2	100
Same	59	23	2	1	1	13	1	100
Worse	16	70	2	1	0	8	2	100
Unsure	43	29	0	1	0	25	2	100
Issue Change -- National Unity	<u>Whatley</u>	<u>Cooper</u>	<u>Bray</u>	<u>Dublin</u>	<u>Other</u>	<u>Undecided</u>	<u>Do not plan to vote</u>	<u>Total</u>
Better	65	25	0	3	1	7	0	100
Same	59	22	2	1	1	14	1	100
Worse	25	62	3	0	0	8	2	100
Unsure	47	25	0	1	0	20	7	100
Issue Change -- Technology	<u>Whatley</u>	<u>Cooper</u>	<u>Bray</u>	<u>Dublin</u>	<u>Other</u>	<u>Undecided</u>	<u>Do not plan to vote</u>	<u>Total</u>
Better	56	30	2	1	0	8	2	100
Same	32	50	3	1	1	12	1	100
Worse	14	74	2	0	0	10	0	100
Unsure	31	46	1	1	0	15	7	100
Issue Change -- Environment	<u>Whatley</u>	<u>Cooper</u>	<u>Bray</u>	<u>Dublin</u>	<u>Other</u>	<u>Undecided</u>	<u>Do not plan to vote</u>	<u>Total</u>
Better	83	10	0	1	1	5	0	100
Same	61	22	4	0	1	11	1	100
Worse	10	77	2	1	0	8	2	100
Unsure	40	25	0	1	0	30	4	100

Elon University Poll

October 2026 Survey of North Carolina Voters

US Senate Extended Cross-Tabs (6 of 6)

Dividend Payment	<u>Whatley</u>	<u>Cooper</u>	<u>Bray</u>	<u>Dublin</u>	<u>Other</u>	<u>Undecided</u>	<u>Do not plan to vote</u>	<u>Total</u>
More likely to vote for Republicans	73	12	2	1	0	11	1	100
Less likely to vote for Republicans	1	89	2	1	0	6	1	100
Makes no difference	49	34	3	0	0	11	2	100
Unsure	34	16	0	2	0	42	6	100
Election fairness confidence	<u>Whatley</u>	<u>Cooper</u>	<u>Bray</u>	<u>Dublin</u>	<u>Other</u>	<u>Undecided</u>	<u>Do not plan to vote</u>	<u>Total</u>
Very confident	38	50	1	1	0	9	1	100
Somewhat confident	40	46	3	1	1	8	2	100
Only a little confident	40	47	5	0	0	7	1	100
Not at all confident	36	46	0	0	1	12	5	100
Unsure	28	41	0	1	0	29	1	100
Ads Negative	<u>Whatley</u>	<u>Cooper</u>	<u>Bray</u>	<u>Dublin</u>	<u>Other</u>	<u>Undecided</u>	<u>Do not plan to vote</u>	<u>Total</u>
More negative ads about Whatley	49	40	2	1	0	7	1	100
More negative ads about Cooper	33	55	1	1	0	8	2	100
About the same amount of negative ads for each	38	44	3	0	0	11	2	100
Haven't seen very many ads	35	47	0	2	0	14	1	100
Not sure	23	50	0	0	10	17	0	100

Elon University Poll

October 2026 Survey of North Carolina Voters

US Senate – Reallocated Undecideds

- The following table is based on data combined the above US Senate vote intention with a follow up question to undecided voters or those who said “someone else” other than the four ballot listed candidates.

If you only had the choice in the U.S. Senate election between [Michael Whatley, (Republican Party)] or [Roy Cooper, (Democratic Party)] who would you most likely choose?

1. Michael Whatley, Republican
2. Roy Cooper, Democrat
3. Would not plan to vote

	LV		RV		18+	
MICHAEL WHATLEY, REPUBLICAN	43%	239	42%	285	38%	287
ROY COOPER, DEMOCRAT	54%	300	51%	347	53%	395
SHANNON BRAY, LIBERTARIAN	2%	10	2%	15	2%	17
MICHAEL DUBLIN, GREEN	1%	4	1%	5	1%	6
WOULD NOT VOTE	1%	7	4%	24	6%	41
N=	100%	560	100%	676	100%	747

Elon University Poll

October 2026 Survey of North Carolina Voters

US Senate – Whatley Voter Certainty

- Asked to respondents who indicated Michael Whatley in main US Senate question

How certain are you that you will vote for Michael Whatley, the Republican, in the election for United States Senator?

WHATLEY CERTAINTY	<u>LV</u>		<u>RV</u>		<u>18+</u>	
VERY CERTAIN	77%	170	69%	181	69%	175
SOMEWHAT CERTAIN	19%	43	27%	70	26%	65
ONLY A LITTLE CERTAIN	4%	8	5%	12	5%	13
NOT AT ALL CERTAIN	0%	0	0%	0	0%	1
NOT ASKED						
N=	100%	221	100%	263	100%	254

US Senate – Cooper Voter Certainty

- Asked to respondents who indicated Roy Cooper in main US Senate question

How certain are you that you will vote for Roy Cooper, the Democrat, in the election for United States Senator?

COOPER CERTAINTY	<u>LV</u>		<u>RV</u>		<u>18+</u>	
VERY CERTAIN	85%	246	80%	257	75%	268
SOMEWHAT CERTAIN	15%	43	18%	59	20%	71
ONLY A LITTLE CERTAIN	1%	2	2%	7	5%	17
NOT AT ALL CERTAIN	0%	0	0%	0	1%	3
NOT ASKED						
N=	100%	291	100%	323	100%	359

Elon University Poll

October 2026 Survey of North Carolina Voters

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	<u>LV</u>		<u>RV</u>		<u>18+</u>	
A GREAT DEAL	38%	214	33%	227	30%	242
SOME	41%	232	42%	287	39%	309
ONLY A LITTLE	17%	95	19%	132	21%	165
NOTHING AT ALL	3%	19	6%	45	10%	84
N=	100%	561	100%	691	100%	800

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	<u>LV</u>		<u>RV</u>		<u>18+</u>	
A GREAT DEAL	67%	377	60%	412	56%	448
SOME	27%	151	30%	207	30%	239
ONLY A LITTLE	6%	31	8%	58	9%	73
NOTHING AT ALL	0%	2	2%	14	5%	40
N=	100%	561	100%	691	100%	800

Elon University Poll

October 2026 Survey of North Carolina Voters

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	<u>LV</u>		<u>RV</u>		<u>18+</u>	
APPROVE	40%	221	38%	262	34%	271
DISAPPROVE	56%	311	55%	380	57%	453
UNSURE	5%	28	7%	49	10%	76
N=	100%	561	100%	691	100%	800

Approval of Pete Hegseth

Do you approve or disapprove of the job Pete Hegseth is doing as Secretary of Defense / Secretary of War?

APPROVAL OF PETE HEGSETH	<u>LV</u>		<u>RV</u>		<u>18+</u>	
APPROVE	34%	189	30%	210	27%	214
DISAPPROVE	49%	277	47%	324	46%	364
UNSURE	17%	95	23%	156	28%	223
N=	100%	561	100%	691	100%	800

Elon University Poll

October 2026 Survey of North Carolina Voters

Election Attitudes

Vote likelihood

Lots of things come up that prevent people from voting in elections. How likely is it that you will vote in this November's election in North Carolina?

VOTE LIKELY	<u>LV</u>		<u>RV</u>		<u>18+</u>	
ABSOLUTELY CERTAIN	79%	440	63%	438	53%	427
VERY LIKELY	22%	121	17%	119	16%	125
SOMEWHAT LIKELY	0%	0	10%	66	9%	73
SOMEWHAT UNLIKELY	0%	0	3%	22	3%	22
VERY UNLIKELY	0%	0	4%	25	3%	26
UNSURE	0%	0	3%	21	3%	22
NOT ASKED	0%	0	0%	0	13%	105
N=	100%	561	100%	691	100%	800

Election excitement

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

VOTE EXCITED	<u>LV</u>		<u>RV</u>		<u>18+</u>	
EXTREMELY EXCITED	43%	239	34%	236	29%	233
VERY EXCITED	21%	117	18%	125	16%	124
SOMEWHAT EXCITED	18%	103	18%	125	16%	128
ONLY A LITTLE EXCITED	5%	30	7%	51	7%	57
NOT EXCITED AT ALL	11%	60	19%	131	16%	128
UNSURE	2%	12	3%	24	3%	25
NOT ASKED	0%	0	0%	0	13%	105
N=	100%	561	100%	691	100%	800

Elon University Poll

October 2026 Survey of North Carolina Voters

Election importance

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

VOTE IMPORTANCE	LV		RV		18+	
EXTREMELY IMPORTANT	64%	358	54%	374	50%	398
SOMEWHAT IMPORTANT	28%	159	29%	201	30%	237
NEITHER IMPORTANT NOR UNIMPORTANT	4%	21	7%	51	9%	69
SOMEWHAT UNIMPORTANT	2%	11	4%	29	3%	27
VERY UNIMPORTANT	1%	5	3%	20	4%	31
UNSURE	1%	8	2%	17	5%	37
N=	100%	561	100%	691	100%	800

Vote Method

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

VOTE METHOD	LV		RV		18+	
DO NOT PLAN TO VOTE	0%	0	3%	21	3%	23
IN PERSON ON ELECTION DAY	31%	173	31%	213	27%	218
IN PERSON DURING EARLY VOTING	62%	349	56%	387	48%	380
VOTE BY MAIL	6%	34	7%	48	6%	48
MILITARY OR OVERSEAS VOTING	0%	1	0%	2	0%	1
UNSURE	1%	4	3%	21	3%	25
NOT ASKED	0%	0	0%	0	13%	105
N=	100%	561	100%	691	100%	800

Elon University Poll

October 2026 Survey of North Carolina Voters

Negative Ads Experience

In the North Carolina U.S. Senate campaign advertising you have seen so far, have you seen more negative ads about [Michael Whatley] or more negative ads about [Roy Cooper]?

ADS NEGATIVE	<u>LV</u>		<u>RV</u>		<u>18+</u>	
MORE NEGATIVE ADS ABOUT WHATLEY	19%	104	18%	123	16%	129
MORE NEGATIVE ADS ABOUT COOPER	27%	151	27%	185	27%	216
ABOUT THE SAME AMOUNT OF NEGATIVE ADS FOR EACH	42%	238	41%	282	39%	313
HAVEN'T SEEN VERY MANY ADS	11%	63	12%	85	13%	105
NOT SURE	1%	5	2%	16	5%	36
N=	100%	561	100%	691	100%	800

US Senate 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?

US SENATE PREDICT	<u>LV</u>		<u>RV</u>		<u>18+</u>	
MICHAEL WHATLEY, REPUBLICAN	27%	152	26%	180	23%	185
ROY COOPER, DEMOCRAT	59%	328	54%	375	52%	418
SHANNON BRAY, LIBERTARIAN	0%	2	1%	5	1%	4
MICHAEL DUBLIN, GREEN	0%	2	1%	6	1%	7
UNSURE	14%	77	18%	125	23%	185
N=	100%	561	100%	691	100%	800

Elon University Poll

October 2026 Survey of North Carolina Voters

Trump Endorsement Effect

If you were to learn a political candidate is endorsed by President Trump, would you be more likely or less likely to vote for that candidate, or does it not make much difference?

TRUMP ENDORSE	<u>LV</u>		<u>RV</u>		<u>18+</u>	
MORE LIKELY TO VOTE FOR CANDIDATE	27%	150	25%	173	21%	167
LESS LIKELY TO VOTE FOR CANDIDATE	47%	262	43%	296	44%	355
DOES NOT MAKE MUCH DIFFERENCE	23%	129	26%	179	26%	209
UNSURE	4%	19	6%	42	9%	68
N=	100%	561	100%	691	100%	800

Elon University Poll

October 2026 Survey of North Carolina Voters

Party Importance by Down Ballot Race

North Carolina is holding numerous elections this year ranging from U.S. Senator to local school boards. For each election type below, how much importance do you place on the candidates' political party in your voting decision?

- High importance
- Medium importance
- Only a little important
- No importance at all
- Unsure

Comparison Table

Registered voters comparison by office (full results on pages below)

Office	% Saying High Importance of Party	% Saying Only a Little or Not Important
<i>U.S. House of Representatives</i>	75%	8%
<i>North Carolina General Assembly</i>	59%	11%
<i>County Sheriff</i>	49%	17%
<i>County Commissioners</i>	47%	12%
<i>Local School Board</i>	51%	20%
<i>State Supreme Court</i>	71%	7%
<i>Local Judge</i>	54%	15%
<i>District Attorney</i>	53%	12%

Elon University Poll

October 2026 Survey of North Carolina Voters

U.S. House of Representatives

PARTY IMPORTANCE -- U.S. HOUSE OF REPRESENTATIVES	<u>LV</u>		<u>RV</u>		<u>18+</u>	
HIGH IMPORTANCE	83%	467	75%	520	70%	560
MEDIUM IMPORTANCE	11%	64	14%	98	15%	119
ONLY A LITTLE IMPORTANT	3%	16	5%	31	5%	38
NO IMPORTANCE AT ALL	1%	4	3%	17	4%	33
UNSURE	2%	10	4%	24	6%	50
N=	100%	561	100%	691	100%	800

North Carolina General Assembly

PARTY IMPORTANCE -- NORTH CAROLINA GENERAL ASSEMBLY	<u>LV</u>		<u>RV</u>		<u>18+</u>	
HIGH IMPORTANCE	68%	379	59%	404	54%	428
MEDIUM IMPORTANCE	23%	130	25%	175	26%	206
ONLY A LITTLE IMPORTANT	4%	24	8%	56	8%	63
NO IMPORTANCE AT ALL	2%	11	3%	22	4%	35
UNSURE	3%	17	5%	34	9%	68
N=	100%	561	100%	691	100%	800

County Sheriff

PARTY IMPORTANCE -- COUNTY SHERIFF	<u>LV</u>		<u>RV</u>		<u>18+</u>	
HIGH IMPORTANCE	54%	305	49%	335	46%	365
MEDIUM IMPORTANCE	30%	168	32%	220	31%	249
ONLY A LITTLE IMPORTANT	11%	60	12%	80	11%	90
NO IMPORTANCE AT ALL	4%	20	5%	37	7%	54
UNSURE	2%	9	3%	20	5%	42
N=	100%	561	100%	691	100%	800

Elon University Poll

October 2026 Survey of North Carolina Voters

County Commissioners

PARTY IMPORTANCE -- COUNTY COMMISSIONERS	<u>LV</u>		<u>RV</u>		<u>18+</u>	
HIGH IMPORTANCE	53%	295	47%	324	45%	356
MEDIUM IMPORTANCE	32%	178	31%	217	31%	245
ONLY A LITTLE IMPORTANT	9%	50	11%	76	11%	84
NO IMPORTANCE AT ALL	3%	17	6%	38	7%	54
UNSURE	4%	21	5%	36	8%	60
SKIPPED	0%	0	0%	0	0%	1
N=	100%	561	100%	691	100%	800

Local School Board

PARTY IMPORTANCE -- LOCAL SCHOOL BOARD	<u>LV</u>		<u>RV</u>		<u>18+</u>	
HIGH IMPORTANCE	56%	316	51%	355	49%	390
MEDIUM IMPORTANCE	24%	135	25%	172	24%	195
ONLY A LITTLE IMPORTANT	11%	61	12%	80	12%	92
NO IMPORTANCE AT ALL	6%	35	8%	52	8%	66
UNSURE	3%	14	5%	31	7%	57
N=	100%	561	100%	691	100%	800

State Supreme Court

PARTY IMPORTANCE -- STATE SUPREME COURT	<u>LV</u>		<u>RV</u>		<u>18+</u>	
HIGH IMPORTANCE	78%	437	71%	490	67%	535
MEDIUM IMPORTANCE	16%	88	18%	121	17%	133
ONLY A LITTLE IMPORTANT	2%	13	4%	30	5%	43
NO IMPORTANCE AT ALL	2%	11	3%	18	4%	32
UNSURE	2%	13	5%	31	7%	57
N=	100%	561	100%	691	100%	800

Elon University Poll

October 2026 Survey of North Carolina Voters

Local Judge

PARTY IMPORTANCE -- LOCAL JUDGE	<u>LV</u>		<u>RV</u>		<u>18+</u>	
HIGH IMPORTANCE	61%	341	54%	370	50%	400
MEDIUM IMPORTANCE	26%	146	29%	199	28%	223
ONLY A LITTLE IMPORTANT	8%	43	9%	62	10%	80
NO IMPORTANCE AT ALL	4%	21	6%	39	7%	55
UNSURE	2%	11	3%	21	5%	42
N=	100%	561	100%	691	100%	800

District Attorney

PARTY IMPORTANCE -- DISTRICT ATTORNEY	<u>LV</u>		<u>RV</u>		<u>18+</u>	
HIGH IMPORTANCE	60%	336	53%	365	50%	399
MEDIUM IMPORTANCE	29%	163	31%	213	30%	239
ONLY A LITTLE IMPORTANT	5%	26	7%	46	7%	53
NO IMPORTANCE AT ALL	3%	18	5%	34	6%	49
UNSURE	3%	18	5%	32	7%	59
N=	100%	561	100%	691	100%	800

Elon University Poll

October 2026 Survey of North Carolina Voters

Issues

Most Important Issue

In four words or less, what is the single most important issue to you in the upcoming election?

Rank	Issue Category	Overall		Democrats		Independents		Republicans	
		%	N	%	N	%	N	%	N
1	<i>Inflation & Cost of Living</i>	22%	152	26%	56	17%	46	24%	50
2	<i>Partisan Control</i>	16%	109	19%	41	15%	41	13%	28
3	<i>Economy & Jobs</i>	15%	102	13%	27	15%	41	16%	34
4	<i>Democracy & Civil Rights</i>	10%	66	14%	29	9%	25	7%	14
5	<i>Immigration & Border Security</i>	6%	42	4%	8	5%	14	9%	18
6	<i>Leadership & Corruption</i>	6%	40	5%	11	7%	19	5%	11
7	<i>Education</i>	3%	17	2%	5	2%	5	4%	8
8	<i>Foreign Affairs & National Security</i>	3%	17	0%	0	4%	10	3%	6
9	<i>Taxes & Federal Budget</i>	2%	13	2%	4	1%	3	3%	6
10	<i>Healthcare</i>	2%	13	1%	3	3%	9	1%	1
11	<i>Crime, Safety & Policing</i>	2%	10	1%	1	2%	5	2%	4
12	<i>Reproductive Rights</i>	1%	8	2%	3	1%	4	1%	1
13	<i>Social Security</i>	1%	5	1%	2	1%	2	1%	2
14	<i>Technology</i>	1%	4	0%	1	1%	3	0%	0
15	<i>Environment</i>	0%	3	0%	0	1%	3	0%	0
	<i>Other</i>	10%	70	8%	16	12%	32	11%	22
	<i>Don't Know</i>	2%	17	3%	6	3%	8	1%	3
	<i>Total</i>	100%	690	100%	212	100%	269	100%	209

(Results for open text entry responses categorized by Elon Poll director. Registered Voters in North Carolina. Issues with less than 5 total responses coded as “Other”.)

Elon University Poll

October 2026 Survey of North Carolina Voters

Issue Change since 2024

Think about how the United States has changed over the two years for each of the aspects of life below. Please indicate if each aspect is now [better] than two years ago, the same , or [worse] than two years ago.

Issues (rotated randomly)

- Economy Overall
- Cost of Living
- Crime Rates
- Healthcare
- National Unity
- Technology
- Environment

ECONOMY OVERALL	LV		RV		18+	
BETTER THAN TWO YEARS AGO	19%	105	17%	120	15%	117
SAME AS TWO YEARS AGO	15%	83	16%	108	16%	125
WORSE THAN TWO YEARS AGO	65%	362	65%	448	65%	520
UNSURE	2%	11	2%	16	5%	38
N=	100%	561	100%	691	100%	800
(BETTER MINUS WORSE)	-46%		-47%		-50%	

COST OF LIVING	LV		RV		18+	
BETTER THAN TWO YEARS AGO	10%	56	9%	64	8%	67
SAME AS TWO YEARS AGO	13%	72	13%	90	13%	106
WORSE THAN TWO YEARS AGO	75%	421	76%	522	75%	599
UNSURE	2%	12	2%	15	4%	29
N=	100%	561	100%	691	100%	800
(BETTER MINUS WORSE)	-65%		-66%		-66%	

CRIME RATES	LV		RV		18+	
BETTER THAN TWO YEARS AGO	25%	143	24%	163	21%	170
SAME AS TWO YEARS AGO	34%	190	33%	225	32%	254
WORSE THAN TWO YEARS AGO	31%	173	33%	228	36%	284
UNSURE	10%	55	11%	76	12%	92
N=	100%	561	100%	691	100%	800
(BETTER MINUS WORSE)	-6%		-9%		-14%	

Elon University Poll

October 2026 Survey of North Carolina Voters

HEALTHCARE	LV		RV		18+	
BETTER THAN TWO YEARS AGO	11%	63	11%	72	11%	84
SAME AS TWO YEARS AGO	31%	174	33%	227	31%	248
WORSE THAN TWO YEARS AGO	54%	302	52%	357	52%	413
UNSURE	4%	22	5%	35	7%	55
N=	100%	561	100%	691	100%	800
(BETTER MINUS WORSE)	-43%		-41%		-41%	

NATIONAL UNITY	LV		RV		18+	
BETTER THAN TWO YEARS AGO	9%	52	9%	60	7%	59
SAME AS TWO YEARS AGO	22%	124	23%	156	23%	185
WORSE THAN TWO YEARS AGO	63%	352	61%	420	59%	472
UNSURE	6%	33	8%	55	10%	84
N=	100%	561	100%	691	100%	800
(BETTER MINUS WORSE)	-53%		-52%		-52%	

TECHNOLOGY	LV		RV		18+	
BETTER THAN TWO YEARS AGO	44%	247	43%	298	43%	343
SAME AS TWO YEARS AGO	25%	137	25%	175	24%	195
WORSE THAN TWO YEARS AGO	24%	136	24%	164	23%	187
UNSURE	7%	41	8%	54	9%	74
N=	100%	561	100%	691	100%	800
(BETTER MINUS WORSE)	20%		19%		20%	

ENVIRONMENT	LV		RV		18+	
BETTER THAN TWO YEARS AGO	12%	70	11%	77	10%	78
SAME AS TWO YEARS AGO	34%	189	35%	240	34%	268
WORSE THAN TWO YEARS AGO	48%	270	47%	327	48%	387
UNSURE	6%	33	7%	47	8%	67
N=	100%	561	100%	691	100%	800
(BETTER MINUS WORSE)	-36%		-36%		-39%	

Elon University Poll

October 2026 Survey of North Carolina Voters

Trump Dividend

Does President Trump's promise to give a \$5,000 dividend to every U.S. citizen if Republicans maintain control of both houses of Congress make you [more] or [less] likely to vote for Republicans in the upcoming election?

DIVIDEND PAYMENT	<u>LV</u>		<u>RV</u>		<u>18+</u>	
MORE LIKELY TO VOTE FOR REPUBLICANS	16%	87	16%	114	16%	131
LESS LIKELY TO VOTE FOR REPUBLICANS	33%	184	30%	210	30%	242
MAKES NO DIFFERENCE	50%	280	50%	345	49%	392
UNSURE	2%	10	3%	22	4%	36
N=	100%	561	100%	691	100%	800

Election Fairness

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

ELECTION FAIRNESS CONFIDENCE	<u>LV</u>		<u>RV</u>		<u>18+</u>	
VERY CONFIDENT	22%	125	19%	134	19%	155
SOMEWHAT CONFIDENT	37%	210	36%	249	33%	261
ONLY A LITTLE CONFIDENT	21%	116	22%	150	21%	168
NOT AT ALL CONFIDENT	13%	71	15%	101	17%	138
UNSURE	7%	39	8%	57	10%	79
N=	100%	561	100%	691	100%	800

Elon University Poll

October 2026 Survey of North Carolina Voters

Additional Cross Tabulations

Familiarity with Michael Whatley

	A great deal	Some	Only a little	Nothing at all	Total
	%	%	%	%	%
Race / Ethnicity					
White	35	45	15	5	100
Black	29	32	29	10	100
Hispanic	17	48	27	8	100
Other	33	29	27	11	100
Gender					
Male	38	42	16	4	100
Female	29	41	22	9	100
Age					
Under 30	26	35	24	15	100
30-45	28	40	24	8	100
46-61	32	44	21	3	100
62 or older	41	45	11	3	100
Party ID					
Democrat	37	30	25	9	100
Independent	28	44	21	6	100
Republican	35	48	13	5	100
US Senate Vote Intent					
Whatley	37	48	12	3	100
Cooper	35	38	21	6	100
Approval of Donald Trump					
Approve	37	48	11	4	100
Disapprove	32	37	22	9	100

Elon University Poll
October 2026 Survey of North Carolina Voters

Familiarity with Roy Cooper

	A great deal	Some	Only a little	Nothing at all	Total
	%	%	%	%	%
Race / Ethnicity					
White	61	29	9	0	100
Black	61	30	4	5	100
Hispanic	36	47	11	6	100
Other	55	28	8	8	100
Gender					
Male	63	27	8	2	100
Female	57	32	9	2	100
Age					
Under 30	36	43	15	5	100
30-45	50	34	11	4	100
46-61	66	24	9	0	100
62 or older	75	23	2	0	100
Party ID					
Democrat	63	30	6	1	100
Independent	57	31	8	4	100
Republican	59	29	11	1	100
US Senate Vote Intent					
Whatley	65	24	10	2	100
Cooper	64	29	5	1	100
Approval of Donald Trump					
Approve	62	25	11	2	100
Disapprove	60	33	6	1	100

Elon University Poll
October 2026 Survey of North Carolina Voters

Approval of Donald Trump

	Approve	Disapprove	Unsure	Total
	%	%	%	%
Race / Ethnicity				
White	45	48	8	100
Black	16	78	6	100
Hispanic	20	71	9	100
Other	43	54	3	100
Gender				
Male	43	50	7	100
Female	33	59	7	100
Age				
Under 30	39	55	6	100
30-45	31	61	8	100
46-61	36	55	9	100
62 or older	43	51	5	100
Party ID				
Democrat	3	95	2	100
Independent	23	65	12	100
Republican	83	11	6	100
US Senate Vote Intent				
Whatley	85	7	8	100
Cooper	4	93	3	100

Elon University Poll
October 2026 Survey of North Carolina Voters

Approval of Pete Hegseth

	Approve	Disapprove	Unsure	Total
	%	%	%	%
Race / Ethnicity				
White	35	45	20	100
Black	15	48	36	100
Hispanic	23	54	23	100
Other	35	54	11	100
Gender				
Male	36	48	16	100
Female	25	46	28	100
Age				
Under 30	22	45	32	100
30-45	24	49	27	100
46-61	29	46	25	100
62 or older	41	48	11	100
Party ID				
Democrat	6	72	21	100
Independent	19	58	23	100
Republican	63	13	24	100
US Senate Vote Intent				
Whatley	69	9	22	100
Cooper	4	78	18	100
Approval of Donald Trump				
Approve	72	6	23	100
Disapprove	3	80	17	100

Elon University Poll
October 2026 Survey of North Carolina Voters

Vote Likely

	Absolutely certain	Very likely	Somewhat likely	Somewhat unlikely	Very unlikely
	%	%	%	%	%
Race / Ethnicity					
White	67	15	9	3	4
Black	54	23	11	5	3
Hispanic	55	23	12	7	3
Other	58	19	9	2	3
Gender					
Male	63	17	11	1	6
Female	63	17	9	5	2
Age					
Under 30	38	29	17	9	3
30-45	57	13	16	4	6
46-61	66	21	4	1	3
62 or older	81	10	5	1	2
Party ID					
Democrat	69	20	5	3	1
Independent	58	14	12	5	7
Republican	65	19	11	1	2
US Senate Vote Intent					
Whatley	67	18	11	2	1
Cooper	73	17	6	3	1
Approval of Donald Trump					
Approve	66	19	11	1	2
Disapprove	66	15	7	4	4

Elon University Poll
October 2026 Survey of North Carolina Voters

Vote Excited

	Extremely excited	Very excited	Somewhat excited	Only a little excited	Not excited at all
	%	%	%	%	%
Race / Ethnicity					
White	34	19	17	8	19
Black	38	14	17	7	18
Hispanic	24	24	25	5	19
Other	31	12	25	6	24
Gender					
Male	35	19	20	7	16
Female	33	17	16	8	21
Age					
Under 30	21	19	24	8	24
30-45	37	17	10	10	23
46-61	32	14	22	6	22
62 or older	43	22	17	7	10
Party ID					
Democrat	49	16	16	5	11
Independent	23	17	18	9	28
Republican	35	20	19	8	15
US Senate Vote Intent					
Whatley	33	21	22	7	15
Cooper	45	18	15	6	13
Approval of Donald Trump					
Approve	35	23	21	7	11
Disapprove	37	16	15	6	22

Elon University Poll
October 2026 Survey of North Carolina Voters

Vote Importance

	Extremely important	Somewhat important	Neither important nor unimportant	Somewhat unimportant	Very unimportant
	%	%	%	%	%
Race / Ethnicity					
White	55	30	7	3	2
Black	58	23	8	7	2
Hispanic	36	35	14	7	3
Other	49	28	9	2	11
Gender					
Male	53	30	8	5	3
Female	55	28	7	3	3
Age					
Under 30	39	38	9	7	3
30-45	47	33	7	5	5
46-61	59	26	7	3	4
62 or older	64	24	6	3	1
Party ID					
Democrat	68	23	6	1	1
Independent	46	29	10	7	4
Republican	51	34	6	4	3
US Senate Vote Intent					
Whatley	51	36	4	5	2
Cooper	69	23	3	2	1
Approval of Donald Trump					
Approve	53	34	6	4	1
Disapprove	60	24	7	3	4

Elon University Poll
October 2026 Survey of North Carolina Voters

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	32	56	7	0
Black	3	27	58	6	1
Hispanic	3	43	38	5	1
Other	3	25	61	5	0
Gender					
Male	5	36	52	6	0
Female	2	27	59	8	0
Age					
Under 30	4	37	47	7	1
30-45	5	38	45	6	0
46-61	2	27	62	7	0
62 or older	2	25	64	8	0
Party ID					
Democrat	0	24	65	9	1
Independent	6	26	54	9	0
Republican	2	42	50	4	0
US Senate Vote Intent					
Whatley	1	40	53	5	0
Cooper	1	23	66	8	0
Approval of Donald Trump					
Approve	1	43	49	5	0
Disapprove	4	21	63	8	0

Elon University Poll
October 2026 Survey of North Carolina Voters

Negative Ads

	More negative ads about Whatley	More negative ads about Cooper	About the same amount of negative ads for each	Haven't seen very many ads	Not sure
	%	%	%	%	%
Race / Ethnicity					
White	19	29	39	11	2
Black	15	22	45	15	2
Hispanic	17	22	46	10	6
Other	11	25	46	14	3
Gender					
Male	19	28	38	13	2
Female	17	26	43	12	3
Age					
Under 30	27	15	32	20	5
30-45	15	32	36	14	2
46-61	17	31	40	11	2
62 or older	15	27	50	7	0
Party ID					
Democrat	15	28	43	12	2
Independent	16	29	38	14	3
Republican	22	24	42	11	1
US Senate Vote Intent					
Whatley	23	23	41	11	1
Cooper	15	31	39	12	2
Approval of Donald Trump					
Approve	25	21	41	12	1
Disapprove	13	33	40	13	2

Elon University Poll
October 2026 Survey of North Carolina Voters

US Senate Predict

	Whatley	Cooper	Bray	Dublin	Unsure
	%	%	%	%	%
Race / Ethnicity					
White	31	49	0	1	18
Black	9	71	2	3	16
Hispanic	15	65	0	0	20
Other	28	53	0	0	19
Gender					
Male	31	52	1	1	15
Female	22	56	1	1	21
Age					
Under 30	21	46	1	4	27
30-45	24	55	1	1	19
46-61	31	53	0	0	15
62 or older	26	59	1	0	14
Party ID					
Democrat	2	89	0	1	7
Independent	15	58	1	1	24
Republican	58	21	1	1	20
US Senate Vote Intent					
Whatley	62	20	0	0	18
Cooper	3	89	0	0	8
Approval of Donald Trump					
Approve	56	22	0	1	22
Disapprove	6	77	1	1	14

Elon University Poll
October 2026 Survey of North Carolina Voters

Trump Endorse

	More likely to vote for candidate	Less likely to vote for candidate	Does not make much difference	Unsure	Total
	%	%	%	%	%
Race / Ethnicity					
White	28	38	30	4	100
Black	20	60	11	9	100
Hispanic	18	51	24	7	100
Other	15	42	29	13	100
Gender					
Male	29	40	28	2	100
Female	21	45	24	10	100
Age					
Under 30	31	41	22	5	100
30-45	20	47	24	8	100
46-61	25	42	25	9	100
62 or older	24	42	30	3	100
Party ID					
Democrat	10	81	5	4	100
Independent	13	51	27	9	100
Republican	52	2	42	4	100
US Senate Vote Intent					
Whatley	53	2	42	3	100
Cooper	7	82	8	4	100
Approval of Donald Trump					
Approve	59	0	36	4	100
Disapprove	5	77	13	5	100

Elon University Poll

October 2026 Survey of North Carolina Voters

Dividend Payment

	More likely to vote for Republicans	Less likely to vote for Republicans	Makes no difference	Unsure	Total
	%	%	%	%	%
Race / Ethnicity					
White	17	23	57	2	100
Black	13	50	30	7	100
Hispanic	14	57	29	0	100
Other	21	30	47	2	100
Gender					
Male	21	28	49	2	100
Female	13	33	51	4	100
Age					
Under 30	28	33	37	1	100
30-45	20	34	42	4	100
46-61	17	26	52	5	100
62 or older	6	29	62	2	100
Party ID					
Democrat	3	62	32	3	100
Independent	10	33	52	5	100
Republican	35	1	63	2	100
US Senate Vote Intent					
Whatley	32	1	65	3	100
Cooper	4	58	36	1	100
Approval of Donald Trump					
Approve	34	1	62	4	100
Disapprove	4	55	39	2	100

Elon University Poll

October 2026 Survey of North Carolina Voters

Election fairness confidence

	Very confident	Somewhat confident	Only a little confident	Not at all confident	Unsure
	%	%	%	%	%
Race / Ethnicity					
White	19	37	23	14	7
Black	21	33	16	17	12
Hispanic	17	19	36	16	13
Other	21	45	18	8	9
Gender					
Male	22	37	21	14	7
Female	17	35	22	16	10
Age					
Under 30	23	30	20	19	8
30-45	18	35	25	14	7
46-61	21	40	17	14	8
62 or older	17	37	24	13	9
Party ID					
Democrat	22	34	25	13	6
Independent	14	34	20	17	15
Republican	23	40	21	13	3
US Senate Vote Intent					
Whatley	19	38	23	14	6
Cooper	21	35	22	14	7
Approval of Donald Trump					
Approve	22	39	23	11	5
Disapprove	19	35	21	17	9

Elon University Poll
October 2026 Survey of North Carolina Voters

Sample Characteristics

GENDER	<u>LV</u>		<u>RV</u>		<u>18+</u>	
MALE	47%	264	47%	324	48%	381
FEMALE	53%	297	53%	367	52%	419
N=	100%	561	100%	691	100%	800

EDUCATION	<u>LV</u>		<u>RV</u>		<u>18+</u>	
NO HS	3%	14	3%	21	6%	44
HIGH SCHOOL GRADUATE	25%	139	28%	195	32%	254
SOME COLLEGE	20%	115	21%	142	19%	150
2-YEAR	9%	48	9%	62	8%	63
4-YEAR	29%	160	27%	184	23%	186
POST-GRAD	15%	85	13%	87	13%	103
N=	100%	561	100%	691	100%	800

AGE	<u>LV</u>		<u>RV</u>		<u>18+</u>	
UNDER 30	16%	92	20%	136	21%	171
30-45	20%	111	23%	157	25%	199
46-61	28%	158	26%	180	26%	204
62 OR OLDER	36%	200	32%	219	28%	226
N=	100%	561	100%	691	100%	800

RACE3	<u>LV</u>		<u>RV</u>		<u>18+</u>	
WHITE	71%	397	70%	481	60%	482
BLACK	18%	103	19%	131	23%	185
HISPANIC	5%	26	5%	33	8%	62
OTHER	6%	36	7%	46	9%	71
N=	100%	561	100%	691	100%	800

EDUCATION	<u>LV</u>		<u>RV</u>		<u>18+</u>	
NO 4-YEAR DEGREE	56%	316	61%	420	64%	511
4-YEAR DEGREE	44%	245	39%	271	36%	289
N=	100%	561	100%	691	100%	800

Elon University Poll

October 2026 Survey of North Carolina Voters

Sample Characteristics (continued)

PARTY ID	<u>LV</u>		<u>RV</u>		<u>18+</u>	
DEMOCRAT	31%	175	28%	194	28%	224
INDEPENDENT	34%	191	38%	262	42%	337
REPUBLICAN	35%	196	34%	234	30%	239
N=	100%	561	100%	691	100%	800

7 POINT PARTY ID	<u>LV</u>		<u>RV</u>		<u>18+</u>	
STRONG DEMOCRAT	25%	138	22%	150	21%	164
NOT VERY STRONG DEMOCRAT	6%	36	7%	45	8%	60
LEAN DEMOCRAT	14%	79	14%	93	14%	111
INDEPENDENT	10%	57	14%	93	18%	142
LEAN REPUBLICAN	8%	45	9%	62	8%	61
NOT VERY STRONG REPUBLICAN	7%	38	9%	63	9%	72
STRONG REPUBLICAN	28%	157	25%	171	21%	166
NOT SURE	2%	9	2%	14	3%	23
N=	100%	561	100%	691	100%	800

2020 PRESIDENT VOTE POST ELECTION	<u>LV</u>		<u>RV</u>		<u>18+</u>	
JOE BIDEN	42%	236	37%	258	34%	270
DONALD TRUMP	43%	243	42%	288	35%	277
JO JORGENSEN	1%	4	1%	5	1%	5
HOWIE HAWKINS	0%	2	0%	2	0%	3
OTHER	0%	2	0%	2	0%	2
DID NOT VOTE FOR PRESIDENT	13%	74	20%	137	30%	243
N=	100%	561	100%	691	100%	800

2024 PRESIDENT VOTE POST ELECTION	<u>LV</u>		<u>RV</u>		<u>18+</u>	
KAMALA HARRIS	45%	255	41%	280	35%	283
DONALD TRUMP	45%	253	44%	300	36%	284
ROBERT F. KENNEDY, JR.	0%	2	0%	2	0%	2
JILL STEIN	0%	1	0%	1	0%	1
CORNEL WEST	0%	1	0%	1	0%	1
CHASE OLIVER	0%	0	0%	0	0%	0
OTHER	0%	2	0%	2	0%	2
DID NOT VOTE FOR PRESIDENT	9%	48	15%	105	28%	227
N=	100%	561	100%	691	100%	800

Elon University Poll

October 2026 Survey of North Carolina Voters

Sample Characteristics (continued)

IDEOLOGY	<u>LV</u>		<u>RV</u>		<u>18+</u>	
VERY LIBERAL	14%	81	13%	91	12%	97
LIBERAL	14%	80	13%	91	12%	98
MODERATE	29%	162	30%	208	33%	262
CONSERVATIVE	22%	125	22%	154	20%	163
VERY CONSERVATIVE	18%	98	17%	117	14%	115
NOT SURE	3%	15	4%	30	8%	66
N=	100%	561	100%	691	100%	800

RELIGION	<u>LV</u>		<u>RV</u>		<u>18+</u>	
PROTESTANT	49%	272	47%	324	42%	340
ROMAN CATHOLIC	9%	53	9%	61	9%	72
MORMON	1%	5	1%	5	1%	7
EASTERN OR GREEK ORTHODOX	1%	6	1%	7	1%	8
JEWISH	3%	14	2%	14	2%	13
MUSLIM	1%	5	1%	9	2%	14
BUDDHIST	1%	4	1%	5	1%	6
HINDU	0%	1	0%	1	1%	4
ATHEIST	7%	38	7%	45	6%	48
AGNOSTIC	4%	25	4%	27	4%	28
NOTHING IN PARTICULAR	15%	84	18%	125	22%	179
SOMETHING ELSE	10%	53	10%	68	10%	83
N=	100%	561	100%	691	100%	800

CHURCH ATTENDANCE (PEW VERSION)	<u>LV</u>		<u>RV</u>		<u>18+</u>	
MORE THAN ONCE A WEEK	7%	39	8%	52	9%	75
ONCE A WEEK	22%	122	19%	132	18%	143
ONCE OR TWICE A MONTH	8%	46	8%	57	8%	60
A FEW TIMES A YEAR	12%	67	13%	88	13%	106
SELDOM	23%	128	24%	165	22%	176
NEVER	28%	154	27%	184	28%	220
DON'T KNOW	1%	5	2%	13	3%	20
N=	100%	561	100%	691	100%	800

BORN AGAIN (PEW VERSION)	<u>LV</u>		<u>RV</u>		<u>18+</u>	
YES	38%	214	39%	269	35%	283
NO	62%	347	61%	422	65%	517
N=	100%	561	100%	691	100%	800

Elon University Poll

October 2026 Survey of North Carolina Voters

Sample Characteristics (continued)

IMPORTANCE OF RELIGION (PEW VERSION)	<u>LV</u>		<u>RV</u>		<u>18+</u>	
VERY IMPORTANT	43%	241	42%	288	41%	330
SOMEWHAT IMPORTANT	25%	141	26%	176	26%	207
NOT TOO IMPORTANT	12%	67	14%	95	13%	105
NOT AT ALL IMPORTANT	20%	112	19%	132	20%	159
N=	100%	561	100%	691	100%	800

FREQUENCY OF PRAYER (PEW VERSION)	<u>LV</u>		<u>RV</u>		<u>18+</u>	
SEVERAL TIMES A DAY	32%	176	33%	225	32%	256
ONCE A DAY	14%	80	14%	94	13%	103
A FEW TIMES A WEEK	14%	77	13%	88	13%	101
ONCE A WEEK	3%	15	4%	25	4%	28
A FEW TIMES A MONTH	6%	35	7%	49	7%	55
SELDOM	13%	75	13%	86	12%	97
NEVER	16%	91	16%	108	16%	130
DON'T KNOW	2%	12	2%	16	4%	30
N=	100%	561	100%	691	100%	800

Elon University Poll

October 2026 Survey of North Carolina Voters

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: 2026-09-29 - 2026-10-08

Sample size: NC Adults (1) N= 800 with a credibility interval of +/-4.03 percentage points with an estimated design effect of 1.16.; Registered Voter (2) N=691 with a credibility interval of +/-4.44 percentage points with an estimated design effect of 1.19.; Likely Voters subset of registered voters (3) N= 561 with a credibility interval of +/-4.9 percentage points with an estimated design effect of 1.19;

How the data were weighted:

YouGov interviewed 1038 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

October 2026 Survey of North Carolina Voters

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 gender, age (4-categories), race (2-categories), and education (4-categories), to produce the overall weight.

An additional weight of registered voters was produced for the matched subset of 691 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 (2-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 1431 respondents who started the survey, 120 did not complete the survey, 52 were screened out for eligibility purposes and 0 were terminated for failing to pass an initial attention check. Of the remaining 1259 complete cases, 221 were removed for data quality reasons. An additional 238 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.

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

October 2026 Survey of North Carolina Voters

Full Question Order

Order	VarName	VarLabel
1	votereg_NC	Voter Registration - NC
2	votereg_later	Voter registration intent - NC
3	elect_senate	US Senate NC
4	elect_senate2	US Senate NC - Whatley vs Cooper
5	elect_senate3	US Senate NC - Whatley
6	elect_senate4	US Senate NC - Cooper
7	elect_familiarwhatley	Familiarity with Michael Whatley
8	elect_familiarcooper	Familiarity with Roy Cooper
9	approve_trump	Approval of Donald Trump
10	approve_hegseth	Approval of Pete Hegseth
11	electlikely	Vote Likely
12	electexcite	Vote Excited
13	electimportance	Vote Importance
14	votemethod	Vote Method
15	campaign_ads	Ads Negative
16	elect_predict	US Senate Predict
17	trumprefer	Trump Endorse
18	partyimportant_1	Party importance -- U.S. House of Representatives
19	partyimportant_2	Party importance -- North Carolina General Assembly
20	partyimportant_3	Party importance -- County Sheriff
21	partyimportant_4	Party importance -- County Commissioners
22	partyimportant_5	Party importance -- Local School Board
23	partyimportant_6	Party importance -- State Supreme Court
24	partyimportant_7	Party importance -- Local Judge
25	partyimportant_8	Party importance -- District Attorney
26	mip_open	Most important issue
27	change2024_1	Issue Change -- Economy Overall
28	change2024_2	Issue Change -- Cost of Living
29	change2024_3	Issue Change -- Crime Rates
30	change2024_4	Issue Change -- Healthcare
31	change2024_5	Issue Change -- National Unity
32	change2024_6	Issue Change -- Technology
33	change2024_7	Issue Change -- Environment
34	dividend	Dividend Payment
35	fairelection	Election fairness confidence
36	thirdterm	Trump Third Term
37	impeach	Trump Impeach
38	president28open	President 2028 Open

Elon University Poll

October 2026 Survey of North Carolina Voters

Order	VarName	VarLabel
39	president28list_1	President List -- Pete Buttigieg (Democrat – Former Secretary of Transportation)
40	president28list_2	President List -- Ron DeSantis (Republican – Governor of Florida)
41	president28list_3	President List -- Kamala Harris (Democrat – Former Vice President)
42	president28list_4	President List -- Gavin Newsom (Democrat – Governor of California)
43	president28list_5	President List -- Alexandria Ocasio-Cortez (Democrat – US House Member from New York)
44	president28list_6	President List -- Marco Rubio (Republican – Secretary of State)
45	president28list_7	President List -- Donald Trump Jr. (Republican – Trump Organization Executive)
46	president28list_8	President List -- JD Vance (Republican – Vice President)
47	thankful_open	Thankful
48	birthyr	Birth Year
49	gender	Gender
50	race	Race - US
51	hispanic	Hispanic - US
52	educ	Education
53	marstat	Marital Status
54	employ	Employment Status
55	faminc_new	Family income
56	child18	Children under age 18 in household
57	inputzip	Residence zip code
58	inputstate	State of Residence
59	ownhome	Home ownership
60	pid3	3 point party ID
61	pid7	7 point Party ID
62	presvote20post	2020 President Vote Post Election
63	presvote24post	2024 President Vote Post Election
64	ideo5	Ideology
65	newsint	Political Interest
66	religpew	Religion
67	pew_churatd	Church attendance (Pew version)
68	pew_bornagain	Born Again (Pew version)
69	pew_religimp	Importance of religion (Pew version)
70	pew_prayer	Frequency of Prayer (Pew version)

*Note Election 2028 questions to be released after Election Day 2026.

]