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 (Post-Election Release)

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Interpretation Information:

Topline reflects all adult sample in NC. Results read left to right across the row.

- Sample Sizes
  - Adults Overall N= 800
  - Democrats N = 232
  - Independent N = 329
  - Republicans = 228

Independents include those who say they are independent but lean towards a party.

Trump Third Term

If President Trump declared he intends to seek a third term in the 2028 election, how [likely] or [unlikely] would you be to support him?

- Very likely
- Somewhat likely
- Neither likely nor unlikely
- Somewhat unlikely
- Very unlikely

Trump Third Term	Overall	Democrats	Independents	Republicans
Very likely	17%	3%	9%	42%
Somewhat likely	7%	2%	6%	14%
Neither likely nor unlikely	13%	6%	13%	22%
Somewhat unlikely	4%	3%	4%	6%
Very unlikely	58%	87%	68%	16%
Total	100%	100%	100%	100%
(Likely - Unlikely)	*-38%*	*-85%*	*-57%*	*34%*

Trump Impeachment

How [positive] or [negative] would your reaction be if the House of Representatives passed Articles of Impeachment against President Donald Trump?

- Very positive
- Somewhat positive
- Neither positive nor negative
- Somewhat negative
- Very negative

Trump Impeach	Overall	Democrats	Independents	Republicans
Very positive	36%	65%	35%	10%
Somewhat positive	11%	13%	13%	6%
Neither positive nor negative	21%	11%	27%	21%
Somewhat negative	7%	4%	5%	14%
Very negative	26%	7%	22%	50%
Total	100%	100%	100%	100%
(Positive - Negative)	*13%*	*66%*	*21%*	*-48%*

President 2028 Open-Ended

Thinking ahead to the 2028 Presidential election, who is one person you would be pleased to support if they ran for president?

-Opened Ended Text Entry –

(Alphabetical by First Name)	Overall	Democrats	Independents	Republicans
Alexandria Ocasio-Cortez	2.6%	4.8%	3.0%	0.0%
Andy Beshear	1.3%	3.0%	1.1%	0.0%
Barack Obama	1.4%	1.8%	1.9%	0.3%
Bernie Sanders	2.6%	3.9%	3.6%	0%
Donald Trump	7.7%	1.6%	3.8%	19.1%
Gavin Newsom	5.0%	14.1%	2.5%	0.0%
JD Vance	11.7%	0.0%	6.9%	29.4%
Jon Ossoff	2.6%	4.0%	3.1%	0.6%
Kamala Harris	7.5%	17.6%	5.9%	0.0%
Marco Rubio	7.9%	0.0%	8.2%	14.9%
Mark Kelly	1.1%	1.6%	1.6%	0.0%
Michelle Obama	1.8%	3.1%	2.3%	0.0%
Obama (No First Name)	1.9%	4.0%	1.5%	0.6%
Pete Buttigieg	4.5%	7.8%	5.3%	0.0%
Ron DeSantis	2.6%	0.0%	3.1%	4.6%
Roy Cooper	1.1%	1.5%	1.5%	0.0%
Other (Named)	12.5%	11.5%	11.7%	14.6%
Other (non-specific)	4.5%	6.9%	3.9%	3.2%
Unsure	19.5%	12.9%	29.1%	12.6%
Total	100.0%	100.0%	100.0%	100.0%

Note: Names with less than 1% are collapsed into “Other (Named)”. Responses that referred to Obama without “Barack” often seemed to refer to the former president but are separated here for transparency.

2028 Potential Candidates Sorted Overall

Rank	Overall Sorted	%
1	JD Vance	11.7%
2	Marco Rubio	7.9%
3	Donald Trump	7.7%
4	Kamala Harris	7.5%
5	Gavin Newsom	5.0%
6	Pete Buttigieg	4.5%
7 (tie)	Alexandria Ocasio-Cortez	2.6%
7 (tie)	Bernie Sanders	2.6%
7 (tie)	Jon Ossoff	2.6%
7 (tie)	Ron DeSantis	2.6%
11	Obama (No First Name)	1.9%
12	Michelle Obama	1.8%
13	Barack Obama	1.4%
14	Andy Beshear	1.3%
15	Mark Kelly	1.1%
16	Roy Cooper	1.1%
	Other (Named)	12.5%
	Other (non-specific)	4.5%
	Unsure	19.5%
	N=	100.0%

2028 Potential Candidates Sorted among Democrats

*Results among Democratic respondents

Rank	Democratic Sorted	%
1	Kamala Harris	17.6%
2	Gavin Newsom	14.1%
3	Pete Buttigieg	7.8%
4	Alexandria Ocasio-Cortez	4.8%
5 (tie)	Bernie Sanders	4.0%
5 (tie)	Jon Ossoff	4.0%
5 (tie)	Obama (No First Name)	4.0%
8 (tie)	Andy Beshear	3.0%
8 (tie)	Michelle Obama	3.0%
10 (tie)	Barack Obama	1.6%
10 (tie)	Donald Trump	1.6%
10 (tie)	Mark Kelly	1.6%
10 (tie)	Roy Cooper	1.6%
	JD Vance	0.0%
	Marco Rubio	0.0%
	Ron DeSantis	0.0%
	Other (Named)	11.5%
	Other (non-specific)	6.9%
	Unsure	12.9%
	N=	100.0%

2028 Potential Candidates Sorted among Independents

*Results among Independent respondents (party leaners included as independents here).

Rank	Independent Sorted	%
1	Marco Rubio	8.2%
2	JD Vance	6.9%
3	Kamala Harris	5.9%
4	Pete Buttigieg	5.3%
5	Bernie Sanders	3.6%
5	Donald Trump	3.8%
7 (tie)	Alexandria Ocasio-Cortez	3.0%
7 (tie)	Jon Ossoff	3.0%
7 (tie)	Ron DeSantis	3.0%
10	Gavin Newsom	2.5%
11	Michelle Obama	2.3%
12	Barack Obama	1.9%
13 (tie)	Mark Kelly	1.5%
13 (tie)	Obama (No First Name)	1.5%
13 (tie)	Roy Cooper	1.5%
16	Andy Beshear	1.1%
	Other (Named)	11.7%
	Other (non-specific)	3.9%
	Unsure	29.1%
	N=	100.0%

2028 Potential Candidates Sorted among Republicans

*Results among Republican respondents

Rank	Republican Sorted	
1	JD Vance	29.4%
2	Donald Trump	19.1%
3	Marco Rubio	14.9%
4	Ron DeSantis	4.6%
5	Barack Obama	0.3%
6	Jon Ossoff	0.6%
7	Obama (No First Name)	0.6%
	Alexandria Ocasio-Cortez	0.0%
	Andy Beshear	0.0%
	Bernie Sanders	0%
	Gavin Newsom	0.0%
	Kamala Harris	0.0%
	Mark Kelly	0.0%
	Michelle Obama	0.0%
	Pete Buttigieg	0.0%
	Roy Cooper	0.0%
	Other (Named)	14.6%
	Other (non-specific)	3.2%
	Unsure	12.6%
	N=	100.0%

Potential Presidential Candidate Favorability

Below is a partial list of names some have discussed as presidential candidates in 2028. Based on what you know right now, what is your overall impression of each of the following people being discussed as potential presidential candidate in 2028?

(*Names rotated randomly)*

- Pete Buttigieg (Democrat – Former Secretary of Transportation)
- Ron DeSantis (Republican – Governor of Florida)
- Kamala Harris (Democrat – Former Vice President)
- Gavin Newsom (Democrat – Governor of California)
- Alexandria Ocasio-Cortez (Democrat – US House Member from New York)
- Marco Rubio (Republican – Secretary of State)
- Donald Trump **Jr.** (Republican – Trump Organization Executive)*
- JD Vance (Republican – Vice President)

Response Options:

1. Very favorable
2. Somewhat favorable
3. Neither favorable nor unfavorable
4. Somewhat unfavorable
5. Very unfavorable
6. Don't Know [Fixed]

(Note: Names for direct testing were selected based on leading names from other polls at time of questionnaire development. The open-ended question above allowed for larger list of names to appear. Emphasis was added on "Jr." text to respondent for Donald Trump Jr.)

Pete Buttigieg (Democrat – Former Secretary of Transportation)

	Overall	Democrats	Independents	Republicans
Very favorable	19%	41%	16%	3%
Somewhat favorable	15%	27%	14%	4%
Neither favorable nor unfavorable	17%	15%	21%	12%
Somewhat unfavorable	8%	4%	9%	12%
Very unfavorable	27%	3%	22%	56%
Don't Know	14%	10%	18%	13%
Total	100%	100%	100%	100%
(Favorable - Unfavorable)	*-1%*	*61%*	*-1%*	*-61%*

Ron DeSantis (Republican – Governor of Florida)

	Overall	Democrats	Independents	Republicans
Very favorable	20%	1%	11%	50%
Somewhat favorable	12%	4%	9%	26%
Neither favorable nor unfavorable	12%	7%	16%	12%
Somewhat unfavorable	7%	7%	8%	4%
Very unfavorable	37%	71%	39%	2%
Don't Know	12%	11%	17%	7%
Total	100%	100%	100%	100%
(Favorable - Unfavorable)	*-11%*	*-73%*	*-27%*	*71%*

Kamala Harris (Democrat – Former Vice President)

	Overall	Democrats	Independents	Republicans
Very favorable	18%	44%	13%	2%
Somewhat favorable	17%	31%	18%	4%
Neither favorable nor unfavorable	10%	14%	14%	1%
Somewhat unfavorable	10%	6%	14%	7%
Very unfavorable	40%	3%	34%	85%
Don't Know	4%	1%	7%	1%
Total	100%	100%	100%	100%
(Favorable - Unfavorable)	*-15%*	*67%*	*-17%*	*-87%*

Gavin Newsom (Democrat – Governor of California)

	Overall	Democrats	Independents	Republicans
Very favorable	14%	38%	8%	1%
Somewhat favorable	18%	31%	19%	5%
Neither favorable nor unfavorable	15%	16%	20%	6%
Somewhat unfavorable	9%	5%	12%	9%
Very unfavorable	33%	4%	28%	69%
Don't Know	11%	7%	14%	10%
Total	100%	100%	100%	100%
(Favorable - Unfavorable)	*-11%*	*60%*	*-13%*	*-73%*

Alexandria Ocasio-Cortez (Democrat – US House Member from New York)

	Overall	Democrats	Independents	Republicans
Very favorable	17%	38%	12%	3%
Somewhat favorable	17%	29%	18%	4%
Neither favorable nor unfavorable	15%	20%	18%	6%
Somewhat unfavorable	7%	3%	7%	10%
Very unfavorable	34%	3%	30%	67%
Don't Know	12%	7%	15%	10%
Total	100%	100%	100%	100%
(Favorable - Unfavorable)	*-7%*	*60%*	*-7%*	*-70%*

Marco Rubio (Republican – Secretary of State)

	Overall	Democrats	Independents	Republicans
Very favorable	23%	1%	16%	54%
Somewhat favorable	12%	2%	12%	22%
Neither favorable nor unfavorable	11%	7%	13%	12%
Somewhat unfavorable	8%	15%	9%	1%
Very unfavorable	35%	67%	35%	3%
Don't Know	11%	8%	15%	7%
Total	100%	100%	100%	100%
(Favorable - Unfavorable)	*-8%*	*-79%*	*-16%*	*72%*

Donald Trump Jr. (Republican – Trump Organization Executive)

	Overall	Democrats	Independents	Republicans
Very favorable	14%	2%	7%	37%
Somewhat favorable	11%	1%	10%	22%
Neither favorable nor unfavorable	12%	3%	10%	23%
Somewhat unfavorable	8%	5%	10%	7%
Very unfavorable	51%	88%	57%	8%
Don't Know	5%	2%	8%	3%
Total	100%	100%	100%	100%
(Favorable - Unfavorable)	*-33%*	*-90%*	*-50%*	*44%*

JD Vance (Republican – Vice President)

	Overall	Democrats	Independents	Republicans
Very favorable	24%	1%	15%	57%
Somewhat favorable	12%	2%	9%	27%
Neither favorable nor unfavorable	7%	3%	11%	4%
Somewhat unfavorable	8%	10%	9%	4%
Very unfavorable	44%	81%	47%	5%
Don't Know	6%	4%	9%	2%
Total	100%	100%	100%	100%
(Favorable - Unfavorable)	*-16%*	*-87%*	*-33%*	*75%*

Approval of Pete Hegseth

(Released earlier in October 2026 here)

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

Approval of Pete Hegseth	Overall	Democrats	Independents	Republicans
Approve	27%	6%	16%	61%
Disapprove	46%	67%	54%	14%
Unsure	28%	26%	30%	26%
Total	100%	100%	100%	100%
(Approve - Disapprove)	*-19%*	*-61%*	*-38%*	*47%*

Sample Characteristics

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

EDUCATION	LV		RV		18+	
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	LV		RV		18+	
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	LV		RV		18+	
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	LV		RV		18+	
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

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Sample Characteristics (continued)

PARTY ID	LV		RV		18+	
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	LV		RV		18+	
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	LV		RV		18+	
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	LV		RV		18+	
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

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Sample Characteristics (continued)

IDEOLOGY	LV		RV		18+	
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	LV		RV		18+	
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)	LV		RV		18+	
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)	LV		RV		18+	
YES	38%	214	39%	269	35%	283
NO	62%	347	61%	422	65%	517
N=	100%	561	100%	691	100%	800

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Sample Characteristics (continued)

IMPORTANCE OF RELIGION (PEW VERSION)	LV		RV		18+	
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)	LV		RV		18+	
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

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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: 2026-09-29 - 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;

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 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.
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.

Coding of Presidential 2028 Names:

The Elon Poll director used AI models to take first passes at categorizing open-ended names into categories (primarily to correct and standardize spelling). The director then personally inspected every individual open-ended response and AI categorization within Microsoft Excel to correct into a final coding. These results were then merged into the dataset for sample weights to be applied. Names that had less than 1% of response were categorized as “Other Named” (These often were entertainment celebrities).

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. The results for 2028 potential presidential candidate questions, in particular, should not be considered in any way predictive of distant 2028 primary outcomes.

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

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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.

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