

2026 General Election Voters

North Carolina Statewide

Conducted November 5 - 8, 2026

n=600 | ±4.00%

Q1. Vote Method: Which statement best describes your participation in the November 2026 general election?

	Freq.	%
I voted early in person	401	66.9%
I voted in person on Election Day	178	29.6%
I voted absentee by mail	21	3.5%
I did NOT vote	0	0.0%
Unsure	0	0.0%
Total	600	100.0%

Q2. U.S. Senate Ballot: For whom did you vote in the 2026 midterm election for U.S. Senate?

	Freq.	%
Michael Whatley, the Republican	224	37.4%
Roy Cooper, the Democrat	342	57.0%
Michael Dublin, the Green Party candidate	5	0.8%
Shannon Bray, the Libertarian candidate	10	1.7%
Unsure	19	3.1%
Total	600	100.0%

Q3. Direction of Country: Generally speaking, would you say things in the United States are headed in the right direction or off on the wrong track?

	Nov '26	*Oct '26*	*Sep '26*	*Aug '26*	*May '26*
Right Direction	33.7%	*37.2%*	*33.4%*	*34.0%*	*39.1%*
Definitely the right direction	13.0%	*13.6%*	*10.9%*	*9.5%*	*16.0%*
Mostly the right direction	20.8%	*23.6%*	*22.5%*	*24.5%*	*23.1%*
Wrong Track	60.3%	*57.5%*	*61.5%*	*60.9%*	*57.7%*
Mostly the wrong track	19.7%	*13.4%*	*14.0%*	*14.1%*	*12.0%*
Definitely the wrong track	40.7%	*44.1%*	*47.5%*	*46.7%*	*45.8%*
Unsure	5.9%	*5.3%*	*5.1%*	*5.1%*	*3.1%*
Total	100.0%	*100.0%*	*100.0%*	*100.0%*	*100.0%*

Q4. Direction of North Carolina: Generally speaking, would you say things in North Carolina are headed in the right direction or off on the wrong track?

	Nov '26	*May '26*	*Mar '26*	*Nov '25*	*Aug '25*
Right Direction	40.0%	*33.5%*	*33.1%*	*34.6%*	*38.9%*
Definitely the right direction	10.6%	*4.2%*	*4.1%*	*4.5%*	*5.0%*
Mostly the right direction	29.4%	*29.3%*	*29.0%*	*30.1%*	*33.9%*
Wrong Track	49.7%	*53.5%*	*46.4%*	*47.9%*	*41.7%*
Mostly the wrong track	23.2%	*33.2%*	*31.6%*	*28.0%*	*28.2%*
Definitely the wrong track	26.5%	*20.3%*	*14.8%*	*19.9%*	*13.5%*
Unsure	10.3%	*13.0%*	*20.5%*	*17.5%*	*19.4%*
Total	100.0%	*100.0%*	*100.0%*	*100.0%*	*100.0%*

Q5. Trump Job Approval: Do you approve or disapprove of the job Donald Trump is doing as President?

	Nov '26	*Oct '26*	*Sep '26*	*Aug '26*	*May '26*
Approve	34.8%	*43.9%*	*41.1%*	*41.2%*	*41.5%*
Strongly approve	21.4%	*27.1%*	*23.4%*	*25.0%*	*29.0%*
Somewhat approve	13.4%	*16.8%*	*17.7%*	*16.2%*	*12.5%*
Disapprove	64.3%	*54.5%*	*57.1%*	*56.7%*	*56.6%*

Somewhat disapprove	5.5%	*5.3%*	*6.1%*	*5.5%*	*7.2%*
Strongly disapprove	58.8%	*49.2%*	*51.0%*	*51.2%*	*49.4%*
Unsure	1.0%	*1.7%*	*1.9%*	*2.2%*	*1.9%*
Total	100.0%	*100.0%*	*100.0%*	*100.0%*	*100.0%*

Q6. Issue Motivation: What was the leading issue for you that motivated your vote? Select one.

	Freq.	%
Inflation and cost of living	146	24.3%
Economy and jobs	51	8.5%
Social Security and Medicare	25	4.2%
Immigration	69	11.5%
Taxes and spending	32	5.4%
Healthcare	23	3.9%
Crime and public safety	25	4.2%
Education	6	1.1%
Climate change	2	0.3%
Gas prices	6	1.1%
Corruption	194	32.3%
Unsure	20	3.3%
Total	600	100.0%

Q7. Reason to Vote: Which statement best describes the main reason you voted in this election? Select one.

	Freq.	%
To support candidates I believed would do a good job	144	23.9%
To prevent candidates I opposed from winning	33	5.4%
To support the Republican Party	73	12.2%
To support the Democratic Party	46	7.7%
To express support for President Trump	30	5.0%
To express opposition to President Trump	89	14.8%
Voting is a civic responsibility, regardless of the candidates	174	29.0%
Another reason	12	2.0%
Unsure	0	0.0%
Total	600	100.0%

Q8. Candidate Quality: Which quality mattered most in your candidate choice? Select one.

	Freq.	%
Honesty and integrity	176	29.3%
Experience and qualifications	83	13.9%
Governing philosophy	81	13.5%
Leadership ability	53	8.8%
Cares about people like me	89	14.8%
Political party affiliation	56	9.4%
Independence from party leaders	9	1.5%
Faith	22	3.7%
Another quality	21	3.5%
Unsure	9	1.5%
Total	600	100.0%



Q9. Tax Rate Vote: Did you vote for the Constitutional Amendment capping North Carolina's income tax rate at 3.5%?

	Freq.	%
Yes	364	60.7%
No	187	31.2%
I did not vote on this amendment	25	4.2%
Unsure	24	3.9%
Total	600	100.0%

Q10. NC Leg Reaction: Following the election, Democrats gained control of the North Carolina State House, while Republicans retained control of the State Senate. Are you pleased with this result? Select one.

	Freq.	%
Yes	**145**	**24.2%**
Yes, because divided control provides checks and balances	85	14.2%
Yes, because it encourages bipartisan compromise	60	10.1%
No	**364**	**60.6%**
No, because divided control could lead to gridlock	72	12.0%
No, because I would prefer Republicans to control both chambers	138	23.0%
No, because I would prefer Democrats to control both chambers	154	25.6%
Neither pleased nor disappointed	**74**	**12.4%**
Unsure	17	2.8%
Total	600	100.0%

Q11. Dems Control Congress Optimism: Following the election, Democrats gained control of both chambers of Congress. Does this make you more optimistic or pessimistic about the country's future?

	Freq.	%
More Optimistic	**328**	**54.7%**
Much more optimistic	211	35.1%
Somewhat more optimistic	118	19.6%
Neither more optimistic nor more pessimistic	**38**	**6.3%**
More Pessimistic	**225**	**37.5%**
Somewhat more pessimistic	43	7.1%
Much more pessimistic	182	30.4%
Unsure	9	1.5%
Total	600	100.0%

Q12. 2026 Free and Fair Confidence: How confident are you that the 2026 United States election was free and fair?

	Freq.	%
Confident	**437**	**72.8%**
Very confident	319	53.2%
Somewhat confident	117	19.6%

Not Confident	**139**	**23.1%**
Somewhat not confident	55	9.2%
Not confident at all	84	13.9%
Unsure	25	4.1%
Total	600	100.0%

Q13. Gov Make Life Affordable Approach: When the government tries to make life more affordable, which approach do you generally prefer?

	Freq.	%
Reducing taxes and government regulations	299	49.9%
Providing more direct government assistance or subsidies	153	25.5%
Neither approach	118	19.7%
Unsure	30	5.0%
Total	600	100.0%

Q14. Tariffs Opinion: Which comes closer to your view of tariffs on imported goods?

	Freq.	%
Tariffs are worth using to protect American businesses and jobs, even if they increase prices for consumers	210	35.0%
Keeping prices low for consumers is more important, even if that means allowing more foreign competition	335	55.8%
Unsure	55	9.2%
Total	600	100.0%

Q15. Tariff Impact: Do you believe tariffs imposed by the federal government have made the cost of living in North Carolina higher, lower or have they made little difference?

	Freq.	%
Higher	400	66.7%
Lower	8	1.4%
Little or no difference	154	25.6%
Unsure	38	6.3%
Total	600	100.0%

Q16. Tariff Impact on Republicans: Do you believe tariffs hurt Republicans in the 2026 midterm election?

	Freq.	%
Yes	417	69.5%
No	111	18.5%
Unsure	72	12.1%
Total	600	100.0%

Q17. Consumer Price Increase Opinion: What do you believe is most contributing to increase in consumer prices?

	Freq.	%
War in Iran	191	31.8%
Tariffs	93	15.5%
Interest rates	26	4.4%
Government spending	66	10.9%
Money supply	7	1.1%

Supply shortages and disruptions	17	2.9%
Energy costs	57	9.5%
Businesses increasing profit margins	89	14.8%
Another factor	29	4.9%
I do not believe consumer prices are increasing	2	0.4%
Unsure	23	3.8%
Total	600	100.0%

Q18. **Vote for Conservatives Reasoning**: Which of these priorities would make you more likely to vote for conservative candidates in future elections?

	Freq.	%
Lowering the cost of living	88	14.7%
Reducing government spending and debt	67	11.2%
Continuing Donald Trump's priorities	55	9.1%
Immigration and border security	50	8.3%
Traditional social values	19	3.1%
Individual liberty and limited government	35	5.8%
A less confrontational style of politics	58	9.6%
Increase the money supply by the Federal Reserve	1	0.2%
Nothing would make me more likely to vote for conservative candidates	191	31.9%
Unsure	37	6.1%
Total	600	100.0%

Q19. **Threat to Freedom**: Which poses the greater threat to individual freedom today?

	Freq.	%
Government becoming too powerful	127	21.2%
Large corporations and other private institutions becoming too powerful	141	23.4%
Both pose an equally serious threat	308	51.4%
Neither	18	2.9%
Unsure	6	1.0%
Total	600	100.0%

Q20. **Congress Role in Limiting Presidents**: Regardless of which party controls the White House, do you believe Congress should play a stronger role in limiting presidential power, a weaker role, or is the current balance about right?

	Freq.	%
Stronger role	350	58.4%
A much stronger role	218	36.3%
A somewhat stronger role	132	22.1%
The current balance is about right	156	26.0%
Weaker role	67	11.2%
A somewhat weaker role	34	5.6%
A much weaker role	33	5.6%
Unsure	27	4.5%
Total	600	100.0%

Q21. Congress Enforcing Limits: Do you support Congress enforcing constitutional limits on presidential authority in areas such as tariffs, emergency declarations, and federal spending even when the president imposing those policies is someone you support?

	Freq.	%
Support	**421**	**70.2%**
Strongly support	282	47.1%
Somewhat support	139	23.2%
Oppose	**143**	**23.8%**
Somewhat oppose	59	9.9%
Strongly oppose	83	13.9%
Unsure	36	6.0%
Total	600	100.0%

Q22. Future of Government Concerns: Thinking about the future of the country, which concerns you more?

	Freq.	%
Government doing too much and interfering too much in people's lives	245	40.8%
Government doing too little to address the problems people face	325	54.2%
Unsure	30	4.9%
Total	600	100.0%

Q23. What The Country Needs: Which do you think the country needs more right now?

	Freq.	%
Greater individual freedom	31	5.2%
Greater economic security	135	22.5%
Greater social stability	33	5.5%
Greater government accountability	223	37.2%
Greater national unity	133	22.1%
Something else	32	5.4%
Unsure	13	2.2%
Total	600	100.0%

Q24. Congress Priority: What should be the new Congress's top priority? Select one.

	Freq.	%
Reducing the cost of living	145	24.2%
Conducting oversight of the Trump administration	88	14.6%
Reducing federal spending and debt	80	13.3%
Protecting Social Security and Medicare	64	10.7%
Improving access to affordable health care	57	9.5%
Addressing immigration and border security	48	8.0%
Limiting presidential power	41	6.8%
Addressing foreign policy and national security	26	4.3%
Something else	26	4.3%
Changing tax policy	18	3.0%
Unsure	8	1.3%
Total	600	100.0%

Q25. **NC GA Priorities**: What should be the outgoing North Carolina General Assembly's top priority between now and the end of the year? Select one.

	Freq.	%
Passing a state budget or addressing unfinished budget matters	122	20.4%
Handling only essential business and leaving major policy decisions to the incoming legislature	95	15.9%
Providing tax relief	93	15.5%
Addressing health care funding and access	86	14.3%
Addressing education funding	63	10.5%
Considering changes to election laws or government powers	38	6.3%
Something else	37	6.2%
Addressing hurricane recovery and disaster preparedness	15	2.5%
Addressing public safety	14	2.3%
Unsure	37	6.2%
Total	600	100.0%

Q26. **Dem Mandate Opinion**: To what extent do you believe the 2026 election results gave Democrats a mandate to advance their policy agenda?

	Freq.	%
A strong mandate	284	47.3%
A limited mandate	137	22.8%
No mandate	107	17.8%
Unsure	73	12.1%
Total	600	100.0%

Q27. **GOP Continuation of MAGA**: For the Republican Party to be successful, to what extent should the conservatives continue the MAGA priorities of Donald Trump?

	Freq.	%
A lot	125	20.8%
Some	82	13.7%
A little	40	6.7%
Not at all	326	54.3%
Unsure	27	4.6%
Total	600	100.0%

Q28. **Gender**: Are you female or male?

	Freq.	%
Female	334	55.6%
Male	266	44.4%
Total	600	100.0%

Q29. **Age Range**: What is your age as of today?

	Freq.	%
Under 50	**229**	**38.2%**
18 - 34	98	16.3%
35 - 49	132	21.9%
50 and Over	**371**	**61.8%**
50 - 64	187	31.2%
65 or older	184	30.6%



Total	600	100.0%

Q30. Party: How are you registered to vote in North Carolina? You may consider yourself of a different party, but what does your voter registration card show?

	Freq.	%
Republican	193	32.2%
Democrat	204	34.0%
Independent	166	27.6%
Other	31	5.2%
Unsure	6	1.0%
Total	600	100.0%

Q31. Ideology: Thinking about your views toward politics and government, would you say you are…

	Freq.	%
Conservative	**243**	**40.5%**
Very conservative	129	21.5%
Somewhat conservative	114	19.0%
Moderate	**162**	**26.9%**
Liberal	**181**	**30.2%**
Somewhat liberal	93	15.6%
Very liberal	88	14.6%
Unsure	14	2.4%
Total	600	100.0%

Q32. Race/Ethnicity: Which of the following best describes your race or ethnicity?

	Freq.	%
White or Caucasian	418	69.7%
Asian or Pacific Islander	6	1.1%
Black or African American	102	17.0%
Hispanic or Latino	36	6.0%
Other	35	5.8%
Unsure	3	0.4%
Total	600	100.0%

Q33. Education Level: What's the highest level of education you have completed?

	Freq.	%
No degree	**316**	**52.6%**
Some high school	8	1.3%
High school diploma/GED	75	12.4%
Technical Certification	32	5.3%
Some college or Associate's Degree	201	33.6%
At least College	**284**	**47.3%**
Four-year undergraduate or Bachelor's Degree	184	30.7%
Graduate degree or further	99	16.6%
Unsure	1	0.1%
Total	600	100.0%

Q34. General Election VH

	Freq.	%
0 of 4	39	6.6%
1 of 4	68	11.4%
2 of 4	80	13.3%
3 of 4	116	19.3%
4 of 4	297	49.5%
Total	600	100.0%

Q35. Geography

	Freq.	%
Central	111	18.5%
Charlotte/West	214	35.7%
Coastal	87	14.5%
Raleigh-Durham	188	31.4%
Total	600	100.0%

Q36. DMA

	Freq.	%
Coastal	**87**	**14.5%**
Atlanta	0	0.1%
Greenville-N.Bern-Washngtn	41	6.9%
Norfolk-Portsmth-Newpt Nws	11	1.9%
Wilmington	35	5.8%
Charlotte/West	**214**	**35.6%**
Charlotte	163	27.2%
Chattanooga	1	0.2%
Greenvll-Spart-Ashevll-And	49	8.1%
Central	**111**	**18.5%**
Greensboro-H.Point-W.Salem	104	17.3%
Myrtle Beach-Florence	7	1.1%
Raleigh-Durham (Fayetvlle)	**188**	**31.4%**
Total	600	100.0%

Q37. CD

	Freq.	%
1	42	7.0%
2	44	7.4%
3	39	6.5%
4	45	7.6%
5	44	7.3%
6	41	6.8%
7	46	7.7%
8	44	7.3%
9	40	6.7%
10	44	7.3%
11	48	8.0%
12	36	5.9%
13	45	7.5%
14	42	7.0%
Total	600	100.0%



Q38. Gender + Age

	Freq.	%
F 18 - 34	56	9.3%
F 35 - 49	74	12.3%
F 50 - 64	101	16.8%
F 65 or older	103	17.1%
M 18 - 34	42	7.0%
M 35 - 49	58	9.6%
M 50 - 64	86	14.4%
M 65 or older	81	13.5%
Total	600	100.0%

Q39. Race + Gender

	Freq.	%
White Female	219	36.5%
White Male	199	33.2%
Asian Female	4	0.7%
Asian Male	2	0.3%
Black Female	66	11.1%
Black Male	35	5.9%
Hispanic Female	24	4.0%
Hispanic Male	12	2.0%
Other Female	19	3.2%
Other Male	16	2.6%
Unsure	3	0.4%
Total	600	100.0%

Q40. Gender + Education

	Freq.	%
Female At least College	162	27.1%
Female No degree	171	28.6%
Male At least College	121	20.2%
Male No degree	144	24.0%
Unsure	1	0.1%
Total	600	100.0%

METHODOLOGY

The sample size is 600 2026 general election voters in the state of North Carolina. The margin of error is ±4.00% at a confidence interval of 95%. The demography of the survey sample is balanced to accurately represent the geography's likely-voting population. The data was collected November 5 - 8, 2026 and respondent interviews were conducted via live phones and SMS-to-online. The total percentages of response may not equal 100% due to rounding.