



METHODOLOGY

Change Research surveyed 967 registered voters in North Carolina from July 29 - August 1, 2026. We used the following sources to recruit respondents:

- *targeted advertisements on Facebook and Instagram, as well as across the web via Facebook's ad platform*
- *text messages sent, via the Echo19 platform, to cell phone numbers listed on the voter file for individuals who qualified for the survey's sample universe, based on their voter file data¹*

Regardless of which source a respondent came from, they were directed to a survey hosted on SurveyMonkey's website.

Ads placed on social media targeted registered voters in North Carolina. Those who indicated that they were not registered to vote were terminated. As the survey fielded, Change Research used dynamic online sampling: adjusting ad budgets, lowering budgets for ads targeting groups that were overrepresented, and raising budgets for ads targeting groups that were underrepresented, so that the final sample was roughly representative of the population across different groups. The survey was conducted in English.

The survey was commissioned by Sam Hunt and conducted online by Change Research. Post-stratification was performed on age, gender, race/ethnicity, education, 2024 presidential vote, party registration, and region. Weighting parameters are based on the demographic composition of registered voters in North Carolina, based on voter file data. That is, if x% of registered voters in the state were women, women would be weighted to x%. 2024 general election data was based on data from the North Carolina Secretary of State.

The modeled margin of error for this survey is 3.4%, which uses effective sample sizes** that adjust for the design effect of weighting. This research, like all public opinion research, does entail some additional unmeasured error.*

* We adopt The Pew Research Center's convention for the term "modeled margin of error"⁽¹⁾ (mMOE) to indicate that our surveys are not simple random samples in the pure sense, similar to any survey that has either non-response bias or for which the general population was not invited at random. A common, if imperfect, convention for reporting survey results is to use a single, survey-level mMOE based on a normal approximation. This is a poor approximation for proportion estimates close to 0 or 1. However, it is a useful communication tool in many settings and is reasonable in places where the proportion of interest is close to 50%. We report this normal approximation for our surveys assuming a proportion estimate of 50%.

** The effective sample size adjusts for the weighting applied to respondents and is calculated using Kish's approximation ⁽²⁾.

(1) <https://www.pewresearch.org/methods/2018/01/26/for-weighting-online-opt-in-samples-what-matters-most/>

(2) Kish, Leslie. Survey Sampling, 1965.

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Reported Questions

1. Are you:
 - A man
 - A woman
2. In what year were you born? [TEXT BOX]
3. In what ZIP code do you currently live? [TEXT BOX]
4. What is your race?
 - White / Caucasian
 - Hispanic or Latino/a
 - Black or African American
 - Asian / Pacific Islander
 - American Indian or Alaska Native
 - Other (please specify): [text box]

[IF DOES NOT INCLUDE HISPANIC] Are you from a Hispanic, Latino/a or Spanish-speaking background?

- Yes
 - No
5. What is the highest level of education you have completed?
 - High school diploma or less
 - Some college, but no degree
 - Associate's degree, or two-year college degree
 - Bachelor's degree, or four-year college degree
 - Graduate degree
 6. How are you currently registered to vote in North Carolina?
 - With the Democratic party
 - With the Republican party
 - As unaffiliated
 - With some other political party
 - Not registered to vote - **Terminate**
 7. And regardless of how you are registered, do you think of yourself as a: [RANDOMIZE DEM/REP]
 - Democrat
 - Republican
 - Independent/Other

[IF DEMOCRAT/REPUBLICAN] Do you consider yourself a:

- Strong Democrat/Republican
- Not so strong Democrat/Republican

[IF INDEPENDENT/OTHER] Do you consider yourself closer to: [RANDOMIZE DEM/REP]

- The Democrats
- The Republicans
- Neither

8. How did you vote in the 2024 election for President, or for some reason were you unable to vote?
 - Kamala Harris, the Democrat
 - Donald Trump, the Republican
 - A third party candidate
 - Not registered/Too young/Ineligible
 - Did not vote

9. There will be an election in November 2026 for U.S. Senate, U.S. House, and other state and local offices. How motivated are you to vote in this election on a scale from 0 to 10, where 0 means you are not motivated at all and 10 means you are extremely motivated?
- 0 - Not motivated at all
 - 1
 - 2
 - 3
 - 4
 - 5
 - 6
 - 7
 - 8
 - 9
 - 10 - Extremely motivated
10. (If 0-9) What makes you less motivated than a '10' to vote this year?
11. (If 2024 nonvoter) What would make you want to vote in 2026 after not voting in 2024?
12. When considering politics and government, do you think of yourself as: (Choose all that apply)
- Progressive
 - Liberal
 - Socialist
 - Moderate
 - Independent
 - Libertarian
 - Conservative
 - MAGA
 - None of these apply
13. Are you satisfied or not satisfied with the direction things are going in **America** today?
- Satisfied
 - Not satisfied
 - Not sure
14. Are you satisfied or not satisfied with the direction things are going in **North Carolina** today?
- Satisfied
 - Not satisfied
 - Not sure
15. How favorable are your feelings about each of the following public figures and groups? If you haven't heard of them, please indicate it. [RANDOMIZE] [Very favorable | Somewhat favorable | Neutral | Somewhat unfavorable | Very unfavorable | Never heard of them]
- Donald Trump
 - JD Vance
 - Marco Rubio
 - Josh Stein
 - Roy Cooper
 - Michael Whatley
 - Anita Earls
 - Sarah Stevens
 - The Democratic Party
 - The Republican Party
 - The North Carolina Supreme Court
 - MAGA

16. Do you approve or disapprove of the job Donald Trump is doing as President?
- Strongly approve
 - Somewhat approve
 - Somewhat disapprove
 - Strongly disapprove
 - Not sure
17. Regardless of how you feel about the job he is doing, in what ways do you think Donald Trump has made America stronger since becoming President again?
18. And in what ways do you think Donald Trump has made America weaker?
19. If you could send a message to Donald Trump, what would it be?
20. Do you approve or disapprove of the job Josh Stein is doing as Governor?
- Strongly approve
 - Somewhat approve
 - Somewhat disapprove
 - Strongly disapprove
 - Not sure
21. If you could send a message to Josh Stein, what would it be?
22. Who do you trust more to govern fairly and with the people's best interests in mind?
- Democratic Governor Josh Stein
 - The Republican leadership of the North Carolina legislature
 - Both of them
 - Neither of them
 - Not sure
23. If the election for U.S. Senate were today, and the candidates were the following, who would you vote for?
- **Michael Whatley** - the Republican - former chairman of the Republican National Committee
 - **Roy Cooper** - the Democrat - governor of North Carolina from 2017 through 2025
 - Not sure
- [IF NOT SURE] If you had to choose, who would you vote for?
- Michael Whatley - the Republican - former chairman of the Republican National Committee
 - Roy Cooper - the Democrat - governor of North Carolina from 2017 through 2025
 - Not sure
 - Would not vote
24. If the election for North Carolina Supreme Court were today, and the candidates were the following, who would you vote for?
- Sarah Stevens - the Republican – has served in the North Carolina House of Representatives since 2009. Stevens believes the law should be applied as written and judges shouldn't create laws from the bench. On the Supreme Court, Stevens will respect our state's constitution and apply the principles of conserving liberty to every case.
 - Anita Earls - the Democrat - a civil rights attorney and an associate justice of the North Carolina Supreme Court since 2019. As Justice, she will continue to uphold the rights enshrined in the North Carolina Constitution — access to healthcare, a sound basic public education, and the right to vote.
 - Not sure
- [IF NOT SURE] If you had to choose, who would you vote for?
- Sarah Stevens - the Republican
 - Anita Earls - the Democrat
 - Not sure
 - Would not vote

25. If the election for North Carolina state legislature were held today, who would you vote for?
[ROTATE CANDIDATES]
- The Democratic candidate
 - The Republican candidate
 - Not sure
- [IF NOT SURE] If you had to choose, who would you vote for?
- The Democratic candidate
 - The Republican candidate
 - Not sure
 - Would not vote
26. If the U.S. Congress and state legislatures overturned the 22nd Amendment to the Constitution and allowed presidents and former presidents to seek a third term in office, who would you vote for in a 2028 election between:
- Donald Trump, the Republican candidate
 - Barack Obama, the Democratic candidate
 - Not sure
27. Thinking back on all the votes you have cast in the past several years in national and state elections, which of the following statements best represent how you have voted in these elections?
- I vote for Democrats most of the time
 - I vote for Democrats a little more often than for the Republicans
 - I split my votes pretty evenly between the Democrats and the Republicans
 - I vote for Republicans a little more often than for the Democrats
 - I vote for Republicans most of the time
 - Not sure
28. (If Dems/GOP a little more or split evenly) What makes you vote for a Democrat over a Republican? What does a Democrat need to do to win your vote?
29. (Vote Republicans most of the time) Has there ever been a time when you were willing to vote for a Democrat?
- Yes, there has been
 - No, there has not been
30. (Vote Republicans most of the time-have considered a Democrat) What made you consider voting for Democrats in the past, but not now?
31. (If voting Cooper/Earls/Dem) How much of a role does each of the following play in your vote this year?
[A big role | A small role | No role | Not sure]
- Opposing Donald Trump personally
 - Opposing Donald Trump's policies and his performance as President
 - Opposing Donald Trump's enablers in Washington DC and Raleigh
32. If a candidate who calls themselves a "Democratic Socialist" were the Democratic nominee in your area, how likely would you be to vote for them?
- Very likely
 - Somewhat likely
 - Not too likely
 - Not at all likely
 - Not sure

33. Thinking about politicians who call themselves “Democratic Socialists,” please indicate how well each of the following describes them. (RANDOMIZE)

[Very well | Somewhat well | Not too well | Not well at all | Not sure]

- Fight for working- and middle-class people
- Are too extreme to win general elections
- Bring new energy and fresh ideas to the party
- Would raise taxes on people like me
- Stand up to Donald Trump more aggressively than other Democrats
- Are unrealistic about how to pay for what they promise
- Care about people like me
- Are too focused on issues like Israel and Gaza
- Represent the future of the Democratic Party
- Will make it harder for Democrats to win elections

34. Do you approve or disapprove of the way that Donald Trump is handling the following issues? [RANDOMIZE] [Strongly approve | Somewhat approve | Somewhat disapprove | Strongly disapprove | Not sure]

- Economy
- Cost of living
- Iran war
- Immigration
- Protecting your freedoms
- Education
- Making America strong
- Corruption in government
- Health care
- Taxes and spending
- Reducing crime
- Tariffs
- Caring about the same things you do
- Changing Washington DC by building a White House ballroom, fixing the reflecting pool by the Lincoln memorial, and erecting a Memorial Arch by Arlington Cemetery

35. Which of the following describes how you see Donald Trump? (Choose all that apply) (Randomize)

- Strong
- Trustworthy
- Competent
- Religious
- Vibrant
- Boring
- Fighter
- Conservative
- Dictator
- Childish
- Corrupt
- Declining
- Incompetent
- Weak
- Vindictive
- Extreme
- None of these describe Donald Trump

36. For each of the following pairs of statements about President Donald Trump, please indicate which you agree with the most: [Include not sure]
- Strong **or** weak
 - A promise keeper **or** a promise breaker
 - Energetic and sharp **or** showing signs of age and mental decline
 - Not afraid to tell the truth **or** rarely telling the truth
 - A fighter for the wealthy and corporations **or** a fighter for working people
 - Focused primarily on himself **or** focused primarily on people like you
 - Holding people in Washington DC accountable **or** letting the lobbyists and professional politicians call the shots in Washington DC
 - Corrupt **or** not corrupt
 - Putting America first **or** putting himself first
 - A government reformer with results **or** a destroyer of government with no plan to fix it
37. As a state, how would you rate the job North Carolina is doing on each of the following:
[Excellent | Good | Not so good | Poor | Not sure]
- Protecting fair elections
 - Protecting the right to vote
 - Protecting the environment
 - Providing all children with good public schools
 - Paying teachers
 - Providing equal justice for all
 - Providing economic opportunity for all
 - Protecting people against crime
 - Providing affordable quality health care
 - Providing good roads and highways
38. In the coming year, do you think the costs for everyday things like groceries, appliances, or household goods will:
- Go up
 - Stay about the same
 - Go down
 - Not sure
39. How likely do you think it is that President Trump's tariffs will help bring manufacturing jobs back to North Carolina in the next few years?
- Very likely
 - Somewhat likely
 - Not too likely
 - Not likely at all
 - Not sure
40. How effective do you think Immigration and Customs Enforcement (ICE) immigration enforcement actions in Charlotte, Raleigh and other areas of North Carolina have been in making North Carolina safer?
- Very effective
 - Somewhat effective
 - Not too effective
 - Not effective at all
 - Not sure
41. Do you support or oppose abolishing ICE?
- Strongly support
 - Somewhat support
 - Somewhat oppose
 - Strongly oppose
 - Not sure

You are almost done. Thank you so much for your time. We have a few final questions.

42. How long have you lived in North Carolina?
- Have lived in North Carolina your whole life
 - 0-5 years
 - 6-10 years
 - 11-20 years
 - 21-30 years
 - 30+ years but not your whole life
43. How often do you listen to radio, whether on a streaming platform or traditional FM radio?
- Daily
 - Several times a week
 - Weekly
 - Rarely
 - Never
44. What are your primary sources to get the news? (Choose all that apply)
- TV (Broadcast or Network)
 - Newspapers (Online or in print)
 - Online news websites
 - Social media
 - Podcasts
 - Radio
 - Direct from people you know
 - Other
45. Does your household currently subscribe to cable television?
- Yes
 - No
46. (If no) Has your household cancelled cable television or “cut the cord” within the last five years?
- Yes
 - No
47. How often do you watch the news, whether on a streaming platform, broadcast, or over the air network television?
- Daily
 - Several times a week
 - Weekly
 - Rarely
 - Never
48. Please indicate how often you watch or listen to each of the following sources:
[Every day | Several times a week | Occasionally | Never]
- MSNOW (formerly MSNBC)
 - CNN
 - Podcasts
 - Fox News
 - Your Local News Stations
 - National News Networks

49. Please indicate how often you get news on each of the following online platforms:

[Every day | Several times a week | Occasionally | Never]

- TikTok
- Instagram
- Facebook
- X, formerly Twitter
- Reddit
- Snapchat
- Apple News
- Truth Social
- NextDoor
- YouTube
- Bluesky
- Chatbots like Claude and Chat GPT that are powered by Artificial Intelligence (AI)