



North Carolina Statewide

967 Interviews - July 29-Aug 1, 2026

Q1. How are you currently registered to vote in North Carolina?

31% With the Democratic party
33 With the Republican party
35 As unaffiliated
1 With some other political party
0 Not registered to vote

Q2. 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?

72% 10 - Extremely motivated
3 9
5 8
4 7
3 6
4 5
1 4
1 3
1 2
1 1
5 0 - Not motivated at all

Q3. (If 0-9) What makes you less motivated than a '10' to vote this year?

Analysis provided upon request

Q4. (If 2024 nonvoter) What would make you want to vote in 2026 after not voting in 2024?

Analysis provided upon request

Q5. When considering politics and government, do you think of yourself as: (Choose all that apply)

30% Conservative
25 Independent
21 Moderate
19 Liberal
16 Progressive
15 MAGA
10 None of these apply
9 Socialist
6 Libertarian

Q6. Are you satisfied or not satisfied with the direction things are going in America today?

21% Satisfied
70 Not satisfied
10 Not sure

Polling was conducted online from July 29th - August 1st, 2026. Using Dynamic Online Sampling to attain a representative sample, Change Research polled 967 voters in North Carolina. Post-stratification was performed on age, gender, race/ethnicity, education, region, party registration, and 2024 presidential vote. The survey has a margin of error of 3.4 percentage points.

Q7. Are you satisfied or not satisfied with the direction things are going in North Carolina today?

10% Satisfied
71 Not satisfied
19 Not sure

Q8. How favorable are your feelings about each of the following public figures and groups? If you haven't heard of them, please indicate it.

	<u>Favorable</u>		Neutral	<u>Unfavorable</u>		Never heard	<i>Total Fav</i>	<i>Total Unfav</i>
	Very	Smwt		Smwt	Very			
Roy Cooper	27	13	13	9	34	4	40	43
JD Vance	29	11	8	6	45	2	39	51
Donald Trump	25	12	6	5	52	0	37	57
Marco Rubio	28	9	12	8	35	8	37	43
Josh Stein	21	16	21	11	23	8	37	34
The Republican Party	16	18	9	12	44	1	34	56
The Democratic Party	14	19	12	11	42	2	33	53
MAGA	17	12	11	5	51	3	29	56
Michael Whatley	12	12	18	5	25	28	24	30
The North Carolina Supreme Court	4	15	45	18	15	3	19	33
Anita Earls	8	5	18	5	6	58	14	10
Sarah Stevens	3	5	19	4	9	62	7	12

Q9. Do you approve or disapprove of the job Donald Trump is doing as President?

24% Strongly approve
16 Somewhat approve
7 Somewhat disapprove
51 Strongly disapprove
2 Not sure

40% Total Approve
58 Total Disapprove

Q10. 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?

Analysis provided upon request

Q11. And in what ways do you think Donald Trump has made America weaker?

Analysis provided upon request

Q12. If you could send a message to Donald Trump, what would it be?

Analysis provided upon request

Q13. Do you approve or disapprove of the job Josh Stein is doing as Governor?

21% Strongly approve
23 Somewhat approve
15 Somewhat disapprove
23 Strongly disapprove
18 Not sure

44% Total Approve

38 Total Disapprove

Q14. If you could send a message to Josh Stein, what would it be?

Analysis provided upon request

Q15. Who do you trust more to govern fairly and with the people's best interests in mind?

39% Democratic Governor Josh Stein
27 The Republican leadership of the North Carolina legislature
3 Both of them
21 Neither of them
10 Not sure

Q16. If the election for U.S. Senate were today, and the candidates were the following, who would you vote for?

50% Roy Cooper - the Democrat - governor of North Carolina from 2017 through 2025
41 Michael Whatley - the Republican - former chairman of the Republican National Committee
6 Not sure
3 Would not vote

49% Roy Cooper/no leans
39 Michael Whatley/no leans

Q17. If the election for North Carolina Supreme Court were today, and the candidates were the following, who would you vote for?

47% 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.
41 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.
10 Not sure
3 Would not vote

45% Anita Earls/no leans
39 Sarah Stevens/no leans

Q18. If the election for North Carolina state legislature were held today, who would you vote for?

48% The Democratic candidate
40 The Republican candidate
10 Not sure
3 Would not vote

47% The Democratic candidate/no leans
38 The Republican candidate/no leans

Q19. 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:

53% Barack Obama, the Democratic candidate
36 Donald Trump, the Republican candidate
11 Not sure

Q20. 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?

36% I vote for Democrats most of the time
9 I vote for Democrats a little more often than for the Republicans
7 I split my votes pretty evenly between the Democrats and the Republicans
9 I vote for Republicans a little more often than for the Democrats
35 I vote for Republicans most of the time
4 Not sure

Q21. (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?

Analysis provided upon request

Q22. [Vote Republicans most of the time] Has there ever been a time when you were willing to vote for a Democrat?

58% Yes, there has been
42 No, there has not been

Q23. (Vote Republicans most of the time-have considered a Democrat) What made you consider voting for Democrats in the past, but not now?

Analysis provided upon request

Q24. [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's policies and his performance as President	94	1	3	2
Opposing Donald Trump's enablers in Washington DC and Raleigh	93	2	2	3
Opposing Donald Trump personally	86	7	5	2

Q25. 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?

26% Very likely
 14 Somewhat likely
 4 Not too likely
 44 Not at all likely
 12 Not sure

40% Total Likely
48 Total Not likely

Q26. Thinking about politicians who call themselves “Democratic Socialists,” please indicate how well each of the following describes them.

	Well				Not Sure	Total Well	Total Not
	Very	Smwt	Not Too	At All			
Stand up to Donald Trump more aggressively than other Democrats	37	17	7	20	18	55	27
Represent the future of the Democratic Party	23	26	9	25	17	50	34
Are too extreme to win general elections	32	17	13	20	19	49	32
Are unrealistic about how to pay for what they promise	36	12	11	25	15	48	37
Fight for working- and middle-class people	31	16	8	36	10	47	44
Bring new energy and fresh ideas to the party	28	17	7	35	13	45	42
Would raise taxes on people like me	34	10	12	27	16	45	39
Care about people like me	28	16	5	42	9	44	47
Will make it harder for Democrats to win elections	26	17	13	20	24	43	33
Are too focused on issues like Israel and Gaza	26	16	16	21	21	42	37

Q27. Do you approve or disapprove of the way that Donald Trump is handling the following issues?

	<u>Approve</u>		<u>Disapprove</u>		Not Sure	Total Approve	Total Disapprove
	Strong	Smwt	Smwt	Strong			
Immigration	39	7	6	47	1	46	52
Reducing crime	33	12	7	45	4	45	52
Protecting your freedoms	34	10	5	49	2	44	54
Making America strong	32	10	4	53	2	42	56
Caring about the same things you do	23	16	5	53	3	39	58
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	28	12	5	52	4	39	57
Education	24	14	6	51	5	38	57
Tariffs	25	13	6	52	4	38	58
Corruption in government	26	11	6	54	3	37	60
Taxes and spending	19	18	8	53	2	37	61
Economy	20	16	8	53	2	36	62
Health care	18	18	8	53	4	35	60
Iran war	19	15	7	57	2	34	64
Cost of living	11	21	10	57	1	32	67

Q28. Which of the following describes how you see Donald Trump? (Choose all that apply)

54%	Childish
53	Corrupt
53	Vindictive
49	Incompetent
47	Declining
43	Dictator
39	Extreme
38	Weak
36	Strong
36	Fighter
34	Conservative
32	Competent
23	Trustworthy
18	Vibrant
14	Religious
13	Boring
0	None of these describe Donald Trump

Q29. For each of the following pairs of statements about President Donald Trump, please indicate which you agree with the most:

				Not Sure
61	Focused primarily on himself	33	Focused primarily on people like you	6
58	A fighter for the wealthy and corporations	34	A fighter for working people	8
58	Putting himself first	38	Putting America first	4
57	Corrupt	35	Not corrupt	8
56	Showing signs of age and mental decline	37	Energetic and sharp	7
56	A promise breaker	36	A promise keeper	8
55	Rarely telling the truth	41	Not afraid to tell the truth	5
54	A destroyer of government w/no plan to fix it	38	A government reformer with results	8
51	Weak	42	Strong	7
50	Letting the lobbyists and professional politicians call the shots in Washington DC	37	Holding people in Washington DC accountable	13

Q30. As a state, how would you rate the job North Carolina is doing on each of the following:

	Excel- lent	Good	Not so Good	Poor	Not Sure	Total Pos	Total Neg
Providing good roads and highways	8	42	26	20	3	50	47
Protecting the right to vote	11	36	22	21	10	47	43
Protecting the environment	6	35	29	20	11	41	48
Protecting fair elections	8	33	25	21	13	40	46
Protecting people against crime	4	36	31	22	7	40	53
Providing economic opportunity for all	6	33	30	22	10	39	51
Providing equal justice for all	4	28	30	27	11	32	57
Providing all children with good public schools	4	22	32	34	7	26	66
Providing affordable quality health care	3	23	32	31	11	26	63
Paying teachers	4	14	31	43	8	18	74

Q31. In the coming year, do you think the costs for everyday things like groceries, appliances, or household goods will:

73%	Go up
18	Stay about the same
6	Go down
3	Not sure

Q32. 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?

21%	Very likely
18	Somewhat likely
16	Not too likely
41	Not likely at all
4	Not sure

40% Total Likely
57 Total Unlikely

Q33. 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?

24% Very effective
17 Somewhat effective
8 Not too effective
46 Not effective at all
5 Not sure

41% Total Effective
54 Total Ineffective

Q34. Do you support or oppose abolishing ICE?

42% Strongly support
10 Somewhat support
6 Somewhat oppose
39 Strongly oppose
3 Not sure

53% Total Support
45 Total Oppose

Q35. How long have you lived in North Carolina?

28% Have lived in North Carolina your whole life
12 0-5 years
10 6-10 years
14 11-20 years
13 21-30 years
23 30+ years but not your whole life

Q36. How often do you listen to radio, whether on a streaming platform or traditional FM radio?

29% Daily
24 Several times a week
7 Weekly
28 Rarely
12 Never

Q37. What are your primary sources to get the news? (Choose all that apply)

25% TV (Broadcast or Network)
6 Newspapers (Online or in print)
24 Online news websites
21 Social media
4 Podcasts
5 Radio
2 Direct from people you know
14 Other (please specify)

Q38. Does your household currently subscribe to cable television?

36% Yes
64 No

Q39. [If no] Has your household cancelled cable television or “cut the cord” within the last five years?

60% Yes
40 No

Q40. How often do you watch the news, whether on a streaming platform, broadcast, or over the air network television?

47% Daily
17 Several times a week
8 Weekly
19 Rarely
9 Never

Q41. Please indicate how often you watch or listen to each of the following sources:

	Every day	Several times a week	Occasionally	Never
Your Local News Stations	29	19	37	15
National News Networks	19	15	37	30
Podcasts	11	19	34	36
Fox News	13	11	25	51
CNN	5	10	33	52
MSNOW (formerly MSNBC)	6	9	26	59

Q42. Please indicate how often you get news on each of the following online platforms:

	Every day	Several times a week	Occasionally	Never
Facebook	29	19	33	20
YouTube	16	13	30	41
Instagram	12	9	26	53
TikTok	6	7	14	72
Reddit	3	4	21	72
X, formerly Twitter	6	6	15	74
NextDoor	3	5	17	75
Truth Social	3	3	12	82
Apple News	2	4	12	82
Chatbots like Claude and Chat GPT that are powered by Artificial Intelligence (AI)	3	4	11	83
Snapchat	1	1	6	91
Bluesky	1	2	5	92

D1. Are you:

45% A man
55 A woman

D2. Age

23% 18 to 34
22 35 to 49
27 50 to 64
29 65+

D3. Race/ethnicity

73% White / Caucasian
18 Black or African American
4 Hispanic or Latino/a
1 Asian / Pacific Islander
1 American Indian or Alaska Native
2 Other

D4. What is the highest level of education you have completed?

14% High school diploma or less
25 Some college, but no degree
17 Associate's degree, or two-year college degree
27 Bachelor's degree, or four-year college degree
17 Graduate degree

D5. Party Identification

23% Strong Democrats
6 Weak Democrats
13 Independent lean Democrats
16 Pure independents
10 Independent lean Republicans
6 Weak Republicans
26 Strong Republicans

42% Democrats

16 Pure independents

42 Republicans

D6. How did you vote in the 2024 election for President, or for some reason were you unable to vote?

44% Kamala Harris, the Democrat
47 Donald Trump, the Republican
3 A third party candidate
2 Not registered/Too young/Ineligible
4 Did not vote