



HIGH POINT UNIVERSITY POLL 120: MEMO RELEASE	
Population:	Adults (people over the age of 18) in North Carolina who are registered to vote in North Carolina
Sample size:	800 adults in North Carolina (800 individuals who said they are registered to vote, 703 individuals who qualified as likely 2026 likely voters). <i>Likely voter model</i> (See appendix): Respondents received one point for high political interest (most of the time or some of the time), voting in the 2020 general election, and voting in the 2024 general election. Respondents who received two or three points were considered likely voters.
Mode of data collection:	Online interviews were collected through one survey instrument. All interviews were conducted in English.
Type of sample:	Non-probability samples from YouGov’s online panels (North Carolina, USA).
Dates of data collection:	March 26, 2026 – April 6, 2026
Credibility interval for all adult sample:	<p>The SRC provides a credibility interval of plus or minus 4.1 percentage points for the self-identified registered voter (n = 800) sample to account for a traditional 95% confidence interval for the estimates (plus or minus 3.5 percentage points) and a design effect of 1.375 (based on the weighting). For the likely voters (n = 703), that credibility interval is 4.3 percentage points to account for a traditional 95% confidence interval for the estimates (plus or minus 3.7 percentage points) and a design effect of 1.36 (based on the weighting).</p> <p>These are attempts to estimate error from the nature of the sample. Additional factors such as question wording and other methodological choices in conducting survey research can introduce additional errors into the findings of opinion polls.</p>
Data quotas and weighting:	<p>YouGov interviewed 914 North Carolinian registered voters 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.</p> <p>The frame was constructed by stratified sampling from the full 2023 American Community Survey (ACS) 1-year sample with selection within strata by weighted</p>

	<p>sampling with replacements (using the person weights on the public use file).</p> <p>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.</p> <p>The weights were then raked along 2024 presidential vote choice and a four-way stratification of gender, age (4-categories), race (4-categories), and education (4-categories), to produce the final weight.</p>
Survey sponsor and funded by:	High Point University, High Point, NC.
Human response authentication:	<p>At each stage of the panelist lifecycle, YouGov embeds layered checks that validate authenticity, identify risk, and protect data quality. These include email validation, device fingerprinting, geolocation and VPN checks, respondent threat scoring, structured onboarding, response quality surveys and id verification.</p> <p>Additionally, within this survey, YouGov excluded respondents based on the following quality control measures: screening of high risk respondents using geolocation and device fingerprinting information; attention, incidence, and straight lining checks; open-end quality assessment and open-end LLM detection.</p>
Survey/Data collection supplier:	High Point University's SRC drafted the survey instrument which was approved by the HPU Institutional Review Board . Interviews collected through YouGov's proprietary online survey software. YouGov invited online panel respondents.
Sample supplier:	Online panel (North Carolina, USA) provided by YouGov. Respondents were compensated according to their agreements with YouGov.
Commitment to transparency:	The HPU Poll reports methodological details in accordance with the standards set out by AAPOR's Transparency Initiative , and the HPU Survey Research Center is a Charter Member of the Initiative.
Executive Director: Staff Director:	Martin J. Kifer , 336-841-9333 J.R. Moller , 336-841-2820
Methodology:	Interested parties can access results from the survey at http://www.highpoint.edu/src/hpupoll and should contact the Directors for additional information.

*Percentages are rounded to the nearest whole number. It is possible that percentages in tables may not always add up to 100% due to rounding error.

**Values less than 0.5 are presented as "*" in the tables.
***Values of 0 are presented as "-" in the tables.

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Registered Voter

These days, many people are so busy they can't find time to register to vote or move around so often they don't get a chance to re-register. Are you now registered to vote in your precinct or election district, or haven't you been able to register so far?		
	Likely Voters	Registered Voters
Yes	703	800
No	-	-
Unsure	-	-

Are you absolutely certain that you are registered to vote, or is there a chance that your registration has lapsed because you moved or for some other reason? <i>(Asked only of respondents who said above that they weren't registered to vote)</i>		
	Likely Voters	Registered Voters
Yes, absolutely certain	703	800
Chance registration has lapsed	-	-
No, not registered	-	-
Unsure	-	-

Country/ State Direction

Do you think things in this country are generally going in the right direction or do you feel things have gotten pretty seriously off on the wrong track" or "have gotten pretty seriously off on the wrong track or do you feel things are generally going in the right direction"?		
	Likely Voters	Registered Voters
Right Direction	34	30
Wrong Track	61	63
Unsure	5	7

Do you think things in North Carolina are generally going in the right direction or do you feel things have gotten pretty seriously off on the wrong track" or "have gotten pretty seriously off on the wrong track or do you feel things are generally going in the right direction"?		
	Likely Voters	Registered Voters
Right Direction	32	31
Wrong Track	47	47
Unsure	20	23

Elections & Generic Ballots

If the election for U.S. Senator were being held today, who would you vote for? (<i>Response order randomized.</i>)		
	Likely Voters	Registered Voters
Roy Cooper (Democrat)	50	49
Michael Whatley (Republican)	42	39
Someone else/another party	2	3
Unsure/ Would not vote	6	9

If the election for North Carolina Supreme Court were being held today, who would you vote for? (<i>Response order randomized.</i>)		
	Likely Voters	Registered Voters
Anita Earls (Democrat)	43	42
Sarah Stevens (Republican)	43	40
Someone else/another party	2	2
Unsure/ Would not vote	13	16

If the elections for U.S. House of Representatives were being held today, would you vote for the Republican or Democrat candidate for U.S. House of Representatives in your district? (<i>Response order of Democrat and Republican randomized.</i>)		
	Likely Voters	Registered Voters
Democrat	48	47
Republican	44	42
Someone else/another party	2	2
Unsure/ Would not vote	7	9

If the election for North Carolina House of Representatives in Raleigh were being held today, would you vote for the Republican Party's candidate or the Democratic Party's candidate for North Carolina House in your district? (<i>Response order of Democrat and Republican randomized.</i>)		
	Likely Voters	Registered Voters
Democrat	47	45
Republican	43	41
Someone else/another party	2	2
Unsure/ Would not vote	7	11

If the election for **North Carolina Senate** in Raleigh were being held today, would you vote for the Republican Party's candidate or the Democratic Party's candidate for North Carolina Senate in your district? (*Response order of Democrat and Republican randomized.*)

	Likely Voters	Registered Voters
Democrat	48	46
Republican	44	42
Someone else/another party	2	2
Unsure/ Would not vote	7	10

2028 Elections Generic Ballots

Now we are going to ask similar questions about elections further in the future. These elections will not happen until 2028.

If the election for **North Carolina Governor** were being held today, would you vote for the, would you vote for the Republican Party's candidate or the Democratic Party's candidate for North Carolina Governor? (*Response order of Democrat and Republican randomized.*)

	Likely Voters	Registered Voters
Democrat	47	46
Republican	45	42
Another party	1	2
Unsure/ Would not vote	7	10

If the election for **North Carolina Attorney General** were being held today, would you vote for the, would you vote for the Republican Party's candidate or the Democratic Party's candidate for North Carolina Attorney General? (*Response order of Democrat and Republican randomized.*)

	Likely Voters	Registered Voters
Democrat	46	46
Republican	44	42
Another party	2	2
Unsure/ Would not vote	8	11

If the election for President of the United States were being held today, would you vote for the, would you vote for the Republican Party's candidate or the Democratic Party's candidate for U.S. President? (<i>Response order of Democrat and Republican randomized.</i>)		
	Likely Voters	Registered Voters
Democrat	46	45
Republican	44	41
Another party	3	4
Unsure/ Would not vote	8	10

Approval Ratings

Do you [approve or disapprove] of the way Donald Trump is handling his job as president? (<i>Response items randomized.</i>)		
	Likely Voters	Registered Voters
Approve	42	39
Disapprove	55	56
Unsure	4	5

Below is a list of issues that President Trump has to deal with. For each issue, please indicate whether you [Approve or Disapprove] of President Trump's handling of each issue. *(Twelve items were randomly displayed to each respondent.)*

Likely Voters

	Approve	Disapprove	Unsure
Securing the U.S. southern border	49	44	7
Voting integrity	48	47	5
Immigration in general	48	48	4
National security in general	47	45	8
Law enforcement	45	50	5
Civil rights	43	47	10
Protecting democracy	42	47	11
Protecting American workers	42	49	10
Taxes	41	53	6
Military action against Iran	41	52	7
The war between Israel and Hamas	40	51	9
Education in general	39	50	11
Abortion	37	51	12
LGBTQ policies	37	48	15
Government fraud and corruption	37	56	8
International trade in general	37	53	10
The economy in general	37	57	6
Tariffs	36	55	9
The war in Ukraine	34	50	15
Climate change	34	51	15
Inflation	30	62	9
Artificial Intelligence (AI)	30	43	26
The national debt	28	59	13
Gas Prices	23	70	7

Below is a list of issues that President Trump has to deal with. For each issue, please indicate whether you [Approve or Disapprove] of President Trump's handling of each issue. (Twelve items were randomly displayed to each respondent.)			
<i>Registered Voters</i>			
	Approve	Disapprove	Unsure
Securing the U.S. southern border	49	43	8
National security in general	46	45	9
Voting integrity	45	48	7
Law enforcement	44	50	7
Immigration in general	44	50	5
Civil rights	40	47	13
Protecting democracy	40	48	13
Protecting American workers	39	49	12
Taxes	38	55	8
The war between Israel and Hamas	38	51	11
Military action against Iran	38	54	9
Education in general	36	51	13
International trade in general	36	54	11
Abortion	35	51	14
LGBTQ policies	35	47	18
The economy in general	34	59	7
Tariffs	34	56	10
Government fraud and corruption	33	57	11
The war in Ukraine	32	51	17
Climate change	30	53	17
Artificial Intelligence (AI)	28	44	29
Inflation	27	63	10
The national debt	27	59	14
Gas Prices	21	72	7

Do you [approve or disapprove] of the way Josh Stein is handling his job as Governor? (Response items randomized.)		
	Likely Voters	Registered Voters
Approve	50	47
Disapprove	29	27
Unsure	22	26

Do you [approve or disapprove] of the way that the United States Supreme Court is handling its job? <i>(Response items randomized.)</i>		
	Likely Voters	Registered Voters
Approve	32	30
Disapprove	46	46
Unsure	22	25

Do you [approve or disapprove] of the way that the U.S. Congress is handling its job? <i>(Response items randomized.)</i>		
	Likely Voters	Registered Voters
Approve	17	17
Disapprove	67	65
Unsure	16	19

Favorability

Here is a list of people and things. Please indicate whether you have a [Favorable or Unfavorable] view of each of them. <i>(Twelve items were randomly displayed to each respondent.)</i>			
<i>Likely Voters</i>			
	Favorable	Unfavorable	Unsure/ Unfamiliar with this person or thing
Canada	62	25	14
Josh Stein	49	35	17
Ukraine	49	32	19
Donald Trump	46	53	2
Israel	46	42	13
Volodymyr Zelenskyy	44	31	25
Mexico	42	42	17
Joe Biden	39	55	6
The U.S. Supreme Court	37	51	12
The North Carolina General Assembly	35	40	25
The North Carolina Supreme Court	31	34	35
Benjamin Netanyahu	27	50	24
Venezuela	26	46	28
The U.S. Congress	21	67	11
China	16	69	15
Iran	9	80	11
Russia	8	82	10
Valdimir Putin	6	89	6
North Korea	4	84	12

Here is a list of people and things. Please indicate whether you have a [Favorable or Unfavorable] view of each of them. *(Twelve items were randomly displayed to each respondent.)*

Registered Voters

	Favorable	Unfavorable	Unsure/ Unfamiliar with this person or thing
Canada	60	24	17
Ukraine	48	31	21
Josh Stein	46	34	20
Donald Trump	44	54	3
Israel	44	42	14
Mexico	41	40	19
Volodymyr Zelenskyy	40	31	29
Joe Biden	39	54	7
The U.S. Supreme Court	36	49	16
The North Carolina General Assembly	34	38	28
The North Carolina Supreme Court	31	33	36
Venezuela	26	44	30
Benjamin Netanyahu	25	48	27
The U.S. Congress	20	65	14
China	15	67	17
Iran	9	77	13
Russia	8	80	13
Valdimir Putin	7	86	7
North Korea	4	81	15

Consumer Sentiment

We are interested in how people are getting along financially these days.

Would you say that you and your family living there are better off or worse off financially than you were a year ago? *(Response items randomized.)*

	Likely Voters	Registered Voters
Better off	21	20
Worse off	44	46
Neither better nor worse	34	33
Unsure	1	2

Now looking ahead, do you think that a year from now you and your family living there will be better off financially, or worse off, or just about the same as now. *(Response items randomized.)*

	Likely Voters	Registered Voters
Better off	32	30
Worse off	33	33
Neither better nor worse	26	27
Unsure	10	10

Now turning to business conditions in the country as a whole, do you think that during the next twelve months we'll have good times financially, or bad times, or what? *(Response items randomized.)*

	Likely Voters	Registered Voters
Good times	17	16
Partly good and partly bad	37	38
Bad times	39	38
Unsure	7	8

Looking ahead, which would you say is more likely, that in the country as a whole we'll have continuous good times during the next five years or so, or that we'll have periods of widespread unemployment or depression, or what? *(Response items randomized.)*

	Likely Voters	Registered Voters
Widespread unemployment or depression	35	35
Continuous good times	18	16
Neither	5	6
A mix of both	35	35
Unsure	8	9

About the big things people buy for their homes, such as furniture, a refrigerator, stove, television, and things like that. Generally speaking, do you think now is a good time or bad time for people to buy major household items? *(Response items randomized.)*

	Likely Voters	Registered Voters
Good time	17	16
Bad time	46	45
Neither good time nor bad time	30	30
Unsure	7	8

Economy

How would you rate current U.S. economic conditions? <i>(Response items randomized.)</i>		
	Likely Voters	Registered Voters
Excellent	4	3
Good	26	24
Only fair	38	38
Poor	32	35

Do you believe the U.S. economy is getting better, staying the same, or getting worse? <i>(Response items randomized.)</i>		
	Likely Voters	Registered Voters
Getting better	23	22
Staying the same	19	19
Getting worse	58	59

Do you support recent tariffs that the Trump administration imposed on imports from foreign countries? <i>(Response items randomized.)</i>		
	Likely Voters	Registered Voters
Yes	35	33
No	53	54
Unsure	12	13

Do you believe these tariffs will lead to more American jobs? <i>(Response items randomized.)</i>		
	Likely Voters	Registered Voters
Yes	33	30
No	54	55
Unsure	14	15

Inflation

Changing topics again to talk about inflation. Thinking about the prices you are currently paying for products on this list compared to last year, would you say prices are much higher, somewhat higher, about the same as last year, somewhat lower, or much lower in price? *(Response items randomized.)*

Likely Voters

	Much higher price	Somewhat higher price	About the same	Somewhat lower	Much lower	Unsure or don't buy
Gas for your car	63	24	5	4	2	2
Meat	49	33	13	2	1	3
Electricity for your house	40	38	17	2	1	2
Fruits and vegetables	28	43	22	4	1	2
Natural gas for your house	26	23	12	2	1	36
Electronics	25	35	20	2	1	18
Eggs	24	30	19	15	9	3
Clothing	22	42	29	2	1	5
Milk	21	36	27	8	2	7
Bread	20	38	33	5	1	4
Water	18	29	38	3	1	12
Toys	17	22	19	3	*	39

Changing topics again to talk about inflation. Thinking about the prices you are currently paying for products on this list compared to last year, would you say prices are much higher, somewhat higher, about the same as last year, somewhat lower, or much lower in price? *(Response items randomized.)*

Registered Voters

	Much higher price	Somewhat higher price	About the same	Somewhat lower	Much lower	Unsure or don't buy
Gas for your car	64	23	5	4	1	2
Meat	50	31	13	2	1	3
Electricity for your house	42	35	17	2	1	3
Fruits and vegetables	29	42	22	4	1	3
Natural gas for your house	28	21	12	2	1	36
Electronics	27	34	19	2	1	17
Eggs	26	29	19	14	8	5
Clothing	24	40	27	2	*	6
Milk	22	36	26	7	2	7

Bread	21	37	32	4	1	5
Water	19	28	37	3	1	12
Toys	18	22	18	3	*	39

How much have concerns about inflation affected major spending decisions you have made in the last year? <i>(Response items randomized.)</i>		
	Likely Voters	Registered Voters
A lot	19	42
Some	38	39
Not much at all	41	17
Unsure	2	2

Foreign Affairs

Now we would like to ask you some questions about foreign affairs issues. Do you think it will be best for the future of the country "if we take an active part in world affairs, or if we stay out of world affairs? <i>(Response items randomized.)</i>		
	Likely Voters	Registered Voters
Active part	43	40
Stay out	37	38
Unsure	21	22

Thinking about current U.S. relations with the rest of the world, would you say that the world is becoming safer or more dangerous for the U.S. and the American people? <i>(Response items randomized.)</i>		
	Likely Voters	Registered Voters
Safer	21	18
More Dangerous	70	72
Unsure	9	10

Threats/ War

Which of these countries do you perceive as the single biggest threat to U.S. national security? <i>(Response items randomized.)</i>		
	Likely Voters	Registered Voters
Russia	27	25
China	30	30
North Korea	7	7
Iran	21	21
Venezuela	*	*
Another country	5	5
Unsure	11	13

How much have you read or heard about recent U.S. military operations against Iran? (Response items randomized.)		
	Likely Voters	Registered Voters
Nothing at all	3	5
A little	38	40
A lot	57	52
Unsure	2	3

How much of a threat to U.S. interests is Iran right now? (Response items randomized.)		
	Likely Voters	Registered Voters
Not a threat	8	8
A minor threat	32	32
A major threat	50	49
Unsure	10	11

How effective do you think the Trump administration has been in dealing with Iran? (Response items randomized.)		
	Likely Voters	Registered Voters
Very effective	24	22
Somewhat effective	20	21
Not very effective	16	17
Not at all effective	35	35
Unsure	5	6

Unemployment

Over the past year, have you lost a job due to no fault of your own? (Response items randomized.)		
	Likely Voters	Registered Voters
Yes	9	9
No	91	91

Demographics

In which region of North Carolina would you say you live in? (Response items randomized.)		
	Likely Voters	Registered Voters
The coastal plain (in the east)	25	26
The piedmont (in the center)	61	59
The mountains (in the west)	15	16

Do you have a gun in your home? <i>(Response items randomized.)</i>		
	Likely Voters	Registered Voters
Yes	44	43
No	49	50
Prefer not to answer	7	7

What is the highest level of education you have completed?		
	Likely Voters	Registered Voters
No HS	2	3
High School graduate	24	27
Some college	22	22
2-year	8	8
4-year	29	27
Post-grad	15	13

In politics today, do you consider yourself to be a Republican, Democrat, or what?		
	Likely Voters	Registered Voters
Republican	37	35
Democrat	34	34
Independent/ Unaffiliated	26	28
Other	3	2
Unsure	1	1

Which of the following best describes your current employment status? <i>(Response items randomized.)</i>		
	Likely Voters	Registered Voters
Full-time	41	40
Part-time	9	10
Temporarily laid off	1	1
Unemployed	4	5
Retired	31	59
Permanently disabled	5	5
Homemaker	5	6
Student	3	4
Other	1	1

In what sort of place do you currently live?		
	Likely Voters	Registered Voters
Big city	11	11
Smaller city	12	13
Suburban area	38	36
Small town	15	15
Rural area	24	25

What is your marital status?		
	Likely Voters	Registered Voters
Married	49	47
Separated	1	2
Divorced	10	10
Widowed	7	6
Never married	29	30
Domestic/ civil partnership	5	6

Thinking back over the last year, what was your family's annual income?		
	Likely Voters	Registered Voters
Less than \$10,000	3	5
\$10,000 - \$19,000	5	6
\$20,000 - \$29,000	8	9
\$30,000 - \$39,000	10	10
\$40,000 - \$49,000	7	7
\$50,000 - \$59,000	11	10
\$60,000 - \$69,000	7	7
\$70,000 - \$79,000	9	9
\$80,000 - \$99,000	9	9
\$100,000 - \$119,000	9	8
\$120,000 - \$149,000	8	7
\$150,000 - \$199,999	5	4
\$200,000 - \$249,000	2	2
\$250,000 - \$349,000	1	1
\$350,000 - \$499,999	1	1
\$500,000 or more	*	*
Prefer not to say	6	6

Are you the parent or guardian of any children under the age of 18?		
	Likely Voters	Registered Voters
Yes	22	24
No	78	76

In general, how would you describe your own political viewpoint?		
	Likely Voters	Registered Voters
Very liberal	11	10
Liberal	17	17
Moderate	29	31
Conservative	24	23
Very conservative	16	15
Not sure	4	5

What racial/ethnic group best describes you?		
	Likely Voters	Registered Voters
African American or Black	19	21
White or Caucasian	76	74
American Indian or Native American	1	1
Asian	1	1
Multiple or other	3	3
Unsure	-	*

In what year were you born?		
Age Category calculated and recoded from birth year.		
	Likely Voters	Registered Voters
18 – 24	5	7
25 – 34	15	16
35 – 44	14	14
45 – 54	16	16
55 – 64	19	18
65 or older	31	29

Please indicate your gender.		
	Likely Voters	Registered Voters
Male	49	47
Female	51	53
Another gender	*	1

If the elections for North Carolina Supreme Court in Raleigh were being held today, would you vote for the [Republican or Democrat] for North Carolina Supreme Court? (Response order of Democrat and Republican randomized.)		
	Likely Voters	Registered Voters
Democrat	45	44
Republican	44	42
Another party	2	3
Unsure/ Would not vote	8	11

If the elections for U.S. Senate were being held today, would you vote for the [Republican or Democrat] for U.S. Senate? (Response order of Democrat and Republican randomized.)		
	Likely Voters	Registered Voters
Democrat	47	45
Republican	45	43
Another party	2	3
Unsure/ Would not vote	6	10

Appendix: Likely Voter Model

Note: Respondents received one point for high political interest (most of the time or some of the time), voting in the 2020 general election, and voting in the 2024 general election. Respondents who received two or three points were considered likely voters.

Political Interest: Some people seem to follow what’s going on in government and public affairs most of the time, whether there’s an election going on or not. Others aren’t that interested. Would you say you follow what’s going on in government and public affairs...		
	Likely Voters	Registered Voters
*Most of the time	53	48
*Some of the time	32	31
Only now and then	10	14
Hardly at all	4	5
Don’t know	1	2

2020 Presidential Vote: Who did you vote for in the election for President in 2020?		
	Likely Voters	Registered Voters
*Joe Biden	43	38
*Donald Trump	44	40
*Jo Jorgensen	1	*
*Howie Hawkins	*	*
*Other	1	1
Did not vote for President	11	20

2024 Presidential Vote: Who did you vote for in the election for President in 2024?		
	Likely Voters	Registered Voters
*Kamala Harris	47	42
*Donald Trump	50	45
*Robert F. Kennedy, Jr.	*	*
*Jill Stein	*	*
*Chase Oliver	-	-
*Other	1	*
Did not vote for President	3	12