



HIGH POINT UNIVERSITY POLL 126: 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, 660 individuals who qualified as November 2026 likely voters). <i>Likely voter model</i> (See appendix): Respondents received one point for responding to each of seven questions in ways that indicate higher likelihood of voting.
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).
Dates of data collection:	August 3 – 12, 2026
Credibility interval for all adult sample:	The SRC provides a credibility interval of plus or minus 4.3 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 1.57 (based on the weighting). For the likely voters (n = 660), that credibility interval is 5.2 percentage points to account for a traditional 95% confidence interval for the estimates (plus or minus 3.8 percentage points) and a design effect of 1.86 (based on the weighting). 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.
Data quotas and weighting:	YouGov interviewed 819 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. The frame was constructed by stratified sampling from the full 2024 Current Population Survey (CPS) sample 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 raked along 2024 presidential vote choice and raked on the demographics of gender, age (4-categories), race (4-categories), and education (4-categories), to produce the final weight.
Survey sponsor and funded by:	High Point University, High Point, NC.
Human response authentication:	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 on-boarding, response quality surveys and id verification. 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.
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) 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: Program Coordinator:	Martin J. Kifer , 336-841-9333 J.R. Moller , 336-841-2820 Tiffany Medford , 336-841-4540
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 Screens

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	100	100
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 were registered to vote)</i>		
	Likely Voters	Registered Voters
Yes, absolutely certain	100	100
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]?		
	Likely Voters	Registered Voters
Right Direction	36	33
Wrong Track	59	61
Unsure	5	6

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]?		
	Likely Voters	Registered Voters
Right Direction	35	33
Wrong Track	48	48
Unsure	17	19

Elections & Generic Ballots

If the election for U.S. Senator were being held today, who would you vote for? (Candidate order randomized)		
	Likely Voters	Registered Voters
Roy Cooper (Democrat)	50	48
Michael Whatley (Republican)	45	41
Someone else/another party	3	4
Unsure/ Would not vote	3	8

If the election for North Carolina Supreme Court were being held today, who would you vote for? (Candidate order randomized)		
	Likely Voters	Registered Voters
Anita Earls (Democrat)	47	44
Sarah Stevens (Republican)	44	41
Someone else/another party	1	2
Unsure/ Would not vote	8	14

If the elections for U.S. House of Representatives were being held today, would you vote for the [Republican Party's candidate or Democratic Party's candidate] for U.S. House of Representatives in your district? (Political party (Democrat and Republican) randomized)		
	Likely Voters	Registered Voters
Democrat	47	45
Republican	47	43
Someone else/another party	1	3
Unsure/ Would not vote	5	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? (Political party (Democrat and Republican) randomized)		
	Likely Voters	Registered Voters
Democrat	48	45
Republican	46	43
Someone else/another party	1	3
Unsure/ Would not vote	6	10

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? (<i>Political party (Democrat and Republican) randomized</i>)		
	Likely Voters	Registered Voters
Democrat	48	45
Republican	46	43
Someone else/another party	1	3
Unsure/ Would not vote	5	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? (<i>Political party (Democrat and Republican) randomized</i>)		
	Likely Voters	Registered Voters
Democrat	49	46
Republican	44	42
Another party	1	2
Unsure/ Would not vote	6	10

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>Political party (Democrat and Republican) randomized</i>)		
	Likely Voters	Registered Voters
Democrat	45	43
Republican	47	44
Another party	2	2
Unsure/ Would not vote	6	11

Approval Ratings

Do you [approve or disapprove] of the way Donald Trump is handling his job as president?		
	Likely Voters	Registered Voters
Approve	42	38
Disapprove	54	56
Unsure	4	6

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. *(Respondents received a randomly selected list of twelve of the following issues presented in randomized order.)*

Likely Voters

	Approve	Disapprove	Unsure
Securing the U.S. southern border	52	42	6
Law enforcement	51	45	4
Protecting American workers	49	48	3
Education in general	47	46	8
National security in general	46	49	5
Protecting democracy	46	48	6
Immigration in general	45	52	3
Voting integrity	44	52	4
Civil rights	43	49	8
LGBTQ policies	40	52	8
Climate change	40	46	14
Military action against Iran	39	55	7
Government fraud and corruption	39	52	10
The war between Israel and Hamas	38	55	8
Abortion	38	51	11
International trade in general	38	53	8
The economy in general	38	55	7
Taxes	36	57	8
Inflation	29	60	11
Housing prices	27	60	14
The war in Ukraine	27	58	15
The national debt	26	62	12
Gas prices	25	64	11
Artificial Intelligence (AI)	22	53	25

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. *(Respondents received a randomly selected list of twelve of the following issues presented in randomized order.)*

Registered Voters

	Approve	Disapprove	Unsure
Securing the U.S. southern border	50	42	9
Law enforcement	48	44	8
National security in general	43	49	8
Education in general	43	46	10
Immigration in general	42	54	4
Protecting American workers	42	54	4
Voting integrity	41	53	6
Protecting democracy	41	47	12
Civil rights	40	50	10
LGBTQ policies	38	49	13
International trade in general	36	51	13
Abortion	36	51	13
The economy in general	36	57	8
Military action against Iran	35	57	8
Government fraud and corruption	35	53	13
Climate change	35	47	18
Taxes	34	56	10
The war between Israel and Hamas	33	57	10
The war in Ukraine	28	57	15
Inflation	27	62	11
Housing prices	26	61	14
The national debt	24	63	13
Artificial Intelligence (AI)	22	51	27
Gas prices	21	68	11

Do you [approve or disapprove] of the way **Josh Stein** is handling his job as Governor?

	Likely Voters	Registered Voters
Approve	52	48
Disapprove	25	24
Unsure	23	28

Do you [approve or disapprove] of the way that the United States Supreme Court is handling its job?		
	Likely Voters	Registered Voters
Approve	36	34
Disapprove	45	42
Unsure	19	24

Do you [approve or disapprove] of the way that the U.S. Congress is handling its job?		
	Likely Voters	Registered Voters
Approve	22	22
Disapprove	65	60
Unsure	13	18

Favorability

Here is a list of people and things. Please indicate whether you have a [favorable or unfavorable] view of each of them. <i>(Respondents received a randomly selected list of twelve of the following people or things presented in randomized order.)</i>			
<i>Likely Voters</i>			
	Favorable	Unfavorable	Unsure/ Unfamiliar with this person or thing
Canada	65	22	13
Ukraine	58	27	15
Josh Stein	53	34	13
Israel	48	40	13
Volodymyr Zelenskyy	47	32	21
The U.S. Supreme Court	46	46	8
The North Carolina Supreme Court	44	24	32
Donald Trump	44	53	3
Mexico	43	39	19
Joe Biden	41	56	3
The North Carolina General Assembly	38	36	26
Benjamin Netanyahu	32	45	24
Venezuela	28	40	32
The U.S. Congress	25	65	10
China	18	67	15
Iran	10	79	11
Russia	9	80	11
Vladimir Putin	4	89	7
North Korea	8	78	14

Here is a list of people and things. Please indicate whether you have a [favorable or unfavorable] view of each of them. *(Respondents received a randomly selected list of twelve of the following people or things presented in randomized order.)*

Registered Voters

	Favorable	Unfavorable	Unsure/ Unfamiliar with this person or thing
Canada	64	20	15
Ukraine	54	26	20
Josh Stein	49	32	19
Israel	43	40	17
The U.S. Supreme Court	43	44	14
Mexico	42	36	23
Volodymyr Zelenskyy	42	30	28
The North Carolina Supreme Court	42	24	34
Donald Trump	40	56	4
Joe Biden	38	58	4
The North Carolina General Assembly	37	33	30
Benjamin Netanyahu	27	42	31
The U.S. Congress	27	61	13
Venezuela	24	38	38
China	18	62	20
Iran	9	76	15
Russia	9	75	16
North Korea	7	76	17
Vladimir Putin	4	85	12

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?

	Likely Voters	Registered Voters
Better off	22	21
Worse off	42	43
Neither better nor worse	35	35
Unsure	1	1

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.		
	Likely Voters	Registered Voters
Better off	31	29
Worse off	32	32
Neither better nor worse	24	26
Unsure	13	14

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?		
	Likely Voters	Registered Voters
Good times	19	17
Partly good and partly bad	40	40
Bad times	33	34
Unsure	7	10

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?		
	Likely Voters	Registered Voters
Widespread unemployment or depression	34	34
Continuous good times	18	17
Neither	5	4
A mix of both	37	38
Unsure	7	7

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?		
	Likely Voters	Registered Voters
Good time	18	17
Bad time	41	40
Neither good time nor bad time	32	33
Unsure	9	10

Economy

How would you rate current U.S. economic conditions?		
	Likely Voters	Registered Voters
Excellent	7	6
Good	25	24
Only fair	34	35
Poor	34	35

Do you believe the U.S. economy is getting better, staying the same, or getting worse?		
	Likely Voters	Registered Voters
Getting better	23	21
Staying the same	24	25
Getting worse	53	54

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? (Respondents received list of items in randomized order.)						
<i>Likely Voters</i>						
	Much higher price	Somewhat higher price	About the same	Somewhat lower	Much lower	Unsure or don't buy
Gas for your car	60	26	9	2	1	1
Meat	52	33	13	1	0	2
Electricity for your house	41	35	21	1	*	2
Fruits and vegetables	34	40	23	2	1	1
Electronics	33	29	23	2	*	14
Milk	26	32	32	3	1	7
Eggs	25	29	23	13	7	2
Natural gas for your house	24	21	13	1	1	40
Clothing	24	37	31	2	1	5
Bread	23	39	31	2	1	3
Water	19	30	38	1	*	12
Toys	18	18	18	1	*	45

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? (Respondents received list of items in randomized order.)

Registered Voters

	Much higher price	Somewhat higher price	About the same	Somewhat lower	Much lower	Unsure or don't buy
Gas for your car	61	26	9	2	1	1
Meat	51	33	13	1	*	3
Electricity for your house	40	35	21	1	*	3
Fruits and vegetables	32	40	24	3	1	1
Electronics	31	30	23	2	*	14
Milk	25	33	31	4	1	7
Eggs	24	31	22	13	6	2
Clothing	24	38	31	2	1	5
Natural gas for your house	23	22	14	1	*	41
Bread	22	39	32	2	1	4
Water	19	29	38	1	1	12
Toys	17	19	18	2	*	44

How much have concerns about inflation affected major spending decisions you have made in the last year?

	Likely Voters	Registered Voters
A lot	40	40
Some	38	39
Not much at all	21	20
Unsure	1	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]?

	Likely Voters	Registered Voters
Active part	47	43
Stay out	38	40
Unsure	14	17

Threats/ War

Which of these countries do you perceive as the single biggest threat to U.S. national security? <i>(Respondents received list of countries in randomized order.)</i>		
	Likely Voters	Registered Voters
China	36	35
Russia	24	22
Iran	17	17
North Korea	5	6
Venezuela	1	1
Another country	9	9
Unsure	8	11

How much have you read or heard about recent U.S. military operations against Iran?		
	Likely Voters	Registered Voters
Nothing at all	4	6
A little	35	39
A lot	61	53
Unsure	1	2

How much of a threat to U.S. interests is Iran right now?		
	Likely Voters	Registered Voters
Not a threat	10	10
A minor threat	37	36
A major threat	45	44
Unsure	7	10

How effective do you think the Trump administration has been in dealing with Iran?		
	Likely Voters	Registered Voters
Very effective	19	17
Somewhat effective	26	25
Not very effective	11	15
Not at all effective	40	38
Unsure	3	5

Demographics

In which region of North Carolina would you say you live in? <i>(Respondents received items in randomized order.)</i>		
	Likely Voters	Registered Voters
The coastal plain (in the east)	26	29
The piedmont (in the center)	59	56
The mountains (in the west)	15	16

Do you have a gun in your home?		
	Likely Voters	Registered Voters
Yes	41	41
No	49	50
Prefer not to answer	10	10

What is the highest level of education you have completed?		
	Likely Voters	Registered Voters
No HS	2	2
High School graduate	27	28
Some college	17	19
2-year	11	10
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	38	36
Democrat	33	31
Independent/ Unaffiliated	26	29
Other	3	3
Unsure	1	2

Which of the following best describes your current employment status? <i>(Response items randomized.)</i>		
	Likely Voters	Registered Voters
Full-time	43	43
Part-time	7	9
Temporarily laid off	1	*
Unemployed	5	5
Retired	31	28
Permanently disabled	5	5
Homemaker	4	4

Student	3	3
Other	2	2

In what sort of place do you currently live?

	Likely Voters	Registered Voters
Big city	11	12
Smaller city	16	16
Suburban area	30	30
Small town	13	13
Rural area	30	29

What is your marital status?

	Likely Voters	Registered Voters
Married	51	47
Separated	2	3
Divorced	10	11
Widowed	6	5
Never married	26	28
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	2	3
\$10,000 - \$19,999	6	7
\$20,000 - \$29,999	9	9
\$30,000 - \$39,999	9	10
\$40,000 - \$49,999	9	9
\$50,000 - \$59,999	9	10
\$60,000 - \$69,999	5	5
\$70,000 - \$79,999	9	9
\$80,000 - \$99,999	10	10
\$100,000 - \$119,999	8	7
\$120,000 - \$149,999	9	7
\$150,000 - \$199,999	5	5
\$200,000 - \$249,999	2	2
\$250,000 - \$349,999	2	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	21	23
No	79	78

In general, how would you describe your own political viewpoint?		
	Likely Voters	Registered Voters
Very liberal	15	14
Liberal	14	14
Moderate	26	29
Conservative	25	23
Very conservative	18	16
Not sure	1	4

What racial/ethnic group best describes you?		
	Likely Voters	Registered Voters
African American or Black	20	21
White or Caucasian	76	75
American Indian or Native American	1	1
Asian	1	1
Multiple or other	3	2

In what year were you born?		
Age Category calculated and recoded from birth year.		
	Likely Voters	Registered Voters
18 – 24	5	7
25 – 34	14	15
35 – 44	17	17
45 – 54	11	12
55 – 64	24	22
65 or older	30	27

Do you own your home or pay rent?		
	Likely Voters	Registered Voters
Own	78	74
Rent	21	24
Other	1	2

Please indicate your gender.		
	Likely Voters	Registered Voters
Male	49	47

Female	51	53
Another gender	1	*

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	58	49
Some of the time	31	32
Only now and then	8	12
Hardly at all	3	6
Don't know	1	1

Would you describe yourself as a born-again or evangelical Christian, or not?

	Likely Voters	Registered Voters
Yes	43	40
No	58	60

How important is religion in your life?

	Likely Voters	Registered Voters
Very important	49	47
Somewhat important	21	21
Not too important	12	13
Not at all important	19	19

Aside from weddings and funerals, how often do you attend religious services?

	Likely Voters	Registered Voters
More than once a week	10	9
Once a week	26	24
Once or twice a month	9	9
A few times a year	12	12
Seldom	17	19
Never	25	27
Don't know	1	1

People practice their religion in different ways. Outside of attending religious services, how often do you pray?

	Likely Voters	Registered Voters
Several times a day	37	35
Once a day	14	13
A few times a week	13	14
Once a week	3	3

A few times a month	4	4
Seldom	10	10
Never	17	17
Don't know	2	3

What is your present religion, if any?		
	Likely Voters	Registered Voters
Protestant	51	47
Roman Catholic	11	10
Mormon	1	1
Eastern or Greek Orthodox	1	1
Jewish	2	2
Muslim	*	*
Buddhist	1	1
Hindu	*	-
Atheist	5	5
Agnostic	8	8
Nothing in particular	13	18
Something else	7	8

Appendix: Likely Voter Model

The SRC created estimates for “likely voters” using an index comprising responses from seven questions. Respondents received 1 point for each responses to the seven items that are associated with higher likelihood of voting.

Did you vote in the 2024 general elections in November that included votes for U.S. President, North Carolina Governor, and other offices? (Yes, I voted)

How much thought have you given to the upcoming election for president -- quite a lot, some, or only a little? (Quite a lot, Some)

How much thought have you given to the upcoming election for U.S. Senate -- quite a lot, some, or only a little? (Quite a lot, Some)

Do you happen to know where people who live in your neighborhood go to vote? (Yes)

How often would you say you vote -- always, nearly always, part of the time, or seldom? (Always or Nearly always)

Do you, yourself, plan to vote in the election this November, or not? (Yes)

I'd like you to rate your chances of voting in November's election for U.S. Senate on a

scale of 1 to 10. If 1 represents someone who definitely will not vote and 10 represents someone who definitely will vote, where on this scale of 1 to 10 would you place yourself? (Respondent chose 9 or 10)

Self-identified registered voters who scored a total of 5, 6, or 7 on this index were Considered likely voters.

Did you vote in the 2024 general elections in November that included votes for U.S. President, North Carolina Governor, and other offices?		
	Likely Voters	Registered Voters
Yes, I voted	97	89
No, I did not vote	3	10
Unsure	0	1

How much thought have you given to the upcoming election for president?		
	Likely Voters	Registered Voters
Quite a lot	62	53
Some	30	31
Only a little	6	12
None	1	3
Don't know	*	1

How much thought have you given to the upcoming election for U.S. Senate -- quite a lot, some, or only a little?		
	Likely Voters	Registered Voters
Quite a lot	54	45
Some	36	33
Only a little	8	14
None	2	8
Don't know	*	*

Do you happen to know where people who live in your neighborhood go to vote?		
	Likely Voters	Registered Voters
Yes	91	85
No	7	11
Don't know	2	4

How often would you say you vote -- always, nearly always, part of the time, or seldom?		
	Likely Voters	Registered Voters
Always	56	47
Nearly always	37	34
Part of the time	6	13
Seldom	*	3

Never	0	2
Don't know	*	*

Do you, yourself, plan to vote in the election this November, or not?		
	Likely Voters	Registered Voters
Yes	99	90
No	1	3
Don't know	*	7

Please rate your chances of voting in November's election for U.S. Senate on a scale of 1 to 10. If 1 represents someone who definitely will not vote and 10 represents someone who definitely will vote, where on this scale of 1 to 10 would you place yourself?		
	Likely Voters	Registered Voters
1 – Definitely will NOT vote	1	2
2	0	*
3	*	1
4	*	1
5	1	4
6	1	2
7	2	4
8	5	7
9	10	9
10 – Definitely WILL vote	81	69
Don't know	0	1