



HIGH POINT UNIVERSITY SURVEY RESEARCH CENTER

HIGH POINT UNIVERSITY POLL 127: MEMO RELEASE

Population represented:	Adults (people over the age of 18) in North Carolina.
Sample size:	1,003 adults in North Carolina (813 individuals who said they are registered to vote and 706 who qualified as 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 a single survey instrument within High Point University's Qualtrics account. All interviews were conducted in English.
Type of sample:	Non-probability sample provided by Dynata's online panels (North Carolina, USA).
Dates of data collection:	September 9 – 16, 2026
Credibility interval for all adult sample and limitations associated with survey methods:	The SRC provides a credibility interval for HPU Poll 127 of plus or minus 3.2 percentage points for the full (n = 1,003) sample to account for a traditional 95% confidence interval for the estimates (plus or minus 3.1 percentage points) and a design effect of 1.1 (based on the weighting). For the 813 self-identified registered voters, the credibility interval is plus or minus 3.8 percentage points to account for a traditional 95% confidence interval for the estimates (plus or minus 3.4 percentage points) and a design effect of 1.24 (based on the weighting). For the 706 respondents classified as likely voters, the credibility interval is 3.9 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 1.1 (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 error into the findings of opinion polls.

Data quotas and weighting:	High Point University's SRC worked with Dynata to fill quotas for age, gender, race, and ethnicity based on estimates within the North Carolina adult population derived from U.S. Census reports. The all adult data (n = 1,003) for this study is weighted toward population parameters for age, gender, race, education, and ethnicity published by the U.S. Census for North Carolina. The High Point University Survey Research Center (SRC) produces weights through an iterative procedure within SPSS. Weights are based on demographic variables.
Survey sponsor and funded by:	High Point University, High Point, NC.
Human response authentication and data quality:	HPU Polls include at least one CAPTCHA and reCAPTCHA for screening out non-human respondents in addition to the screening done by Dynata. To enhance data quality, the survey included two response quality items which screened out respondents who did not answer them correctly
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 the High Point University SRC, recording responses in Qualtrics. Dynata's online panels invited respondents.
Sample supplier:	Online panel (USA) provided by Dynata. Respondents were compensated according to their agreements with Dynata.
Use of Artificial Intelligence:	The HPU SRC did not use AI for generating responses, interviewing, cleaning data, producing estimates, or coding/labeling data.
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.
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"-" indicates that no responses were received for the respective response option.

"*" indicates that the number of responses received for the respective response option was less than .5.

Response percentages are rounded to the nearest whole percentage. Therefore, not all items add up to 100%.

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Voter Information

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, registered	97	100
No, not registered	2	-
Unsure	1	-

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>(Only asked of respondents who said they were registered to vote)</i>		
	Likely Voters	Registered Voters
Yes, absolutely certain	99	100
Chance registration has lapsed	1	-
No, not registered	-	-
Unsure	*	-

Did you vote in the general elections in November 2022 that included votes for U.S. Senate, U.S. House, and other offices?		
	Likely Voters	Registered Voters
Yes, I voted	88	81
No, I did not vote	12	20
Unsure	-	-

Did you vote in the primary elections in March 2024 that included votes for President, North Carolina Governor, U.S. House, and other offices?		
	Likely Voters	Registered Voters
Yes, I voted	90	84
No, I did not vote	10	16
Unsure	-	-

INCLUDED IN LIKELY VOTER MODEL. Did you vote in the 2024 general elections in November that included votes U.S. President, North Carolina Governor, and other offices?		
	Likely Voters	Registered Voters
Yes, I voted	94	89
No, I did not vote	6	11
Unsure	1	1

Did you vote in the 2026 primary elections in March that included votes for U.S. Senate and other offices?		
	Likely Voters	Registered Voters
Yes, I voted	77	70
No, I did not vote	21	29
Unsure	2	2

INCLUDED IN LIKELY VOTER MODEL. How much thought have you given to the upcoming election for president in 2028?		
	Likely Voters	Registered Voters
Quite a lot	55	48
Some	36	34
Only a little	7	12
None	2	5
Don't know	-	1

INCLUDED IN LIKELY VOTER MODEL. How much thought have you given to the upcoming election for U.S. Senate?		
	Likely Voters	Registered Voters
Quite a lot	57	49
Some	35	32
Only a little	6	12
None	2	7
Don't know	-	1

INCLUDED IN LIKELY VOTER MODEL. Do you happen to know where people who live in your neighborhood go to vote?		
	Likely Voters	Registered Voters
Yes	90	83
No	9	15
Don't Know	1	3

INCLUDED IN LIKELY VOTER MODEL. How often would you say you vote?		
	Likely Voters	Registered Voters
Always	53	47
Nearly Always	39	35
Part of the time	6	13
Seldom	1	3
Never	-	2
Don't know	-	*

INCLUDED IN LIKELY VOTER MODEL. Do you, yourself, plan to vote in the election this November, or not?		
	Likely Voters	Registered Voters
Yes	99	91
No	1	3
Don't Know	1	5

INCLUDED IN LIKELY VOTER MODEL. 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	-	2
2	*	1
3	1	1
4	1	1
5	1	5
6	1	2
7	3	4
8	8	9
9	17	15
10-Definitely WILL vote	69	61
Don't Know	-	1

This November, will you vote in person on Election Day, in person before Election Day, or by mail (that is, absentee or vote by mail)?		
	Likely Voters	Registered Voters
In person, Election Day	57	58
In person, before Election Day	35	34
By mail (absentee, vote by mail)	8	8

Elections and 2026 Generic Ballots

If the elections for U.S. Senate were being held today, would you vote for Roy Cooper (the Democrat) or Michael Whatley (the Republican) for U.S. Senate?		
	Likely Voters	Registered Voters
Roy Cooper	50	49
Michael Whatley	42	39
Another candidate	3	4
Unsure	5	8

If the elections for the North Carolina Supreme Court were being held today, would you vote for Anita Earls (the Democrat) or Sarah Stevens (the Republican) for North Carolina Supreme Court?		
	Likely Voters	Registered Voters
Anita Earls (Democrat)	46	43
Sarah Stevens (Republican)	44	41
Another candidate	3	3
Unsure	8	13

If the elections for U.S. Congress were being held today, would you vote for the [Democratic Party's candidate or the Republican Party's candidate] for U.S. House of Representatives in your district?		
	Likely Voters	Registered Voters
Republican	44	42
Democrat	48	46
Another party	2	2
Unsure	7	10

If the elections for North Carolina House of Representatives in Raleigh were being held today, would you vote for the [Democratic Party's candidate or the Republican Party's candidate] for North Carolina House of Representatives in your district?		
	Likely Voters	Registered Voters
Republican	44	42
Democrat	48	46
Another party	2	2
Unsure	7	10

If the elections for North Carolina Senate in Raleigh were being held today, would you vote for the [Democratic Party's candidate or the Republican Party's candidate] for North Carolina Senate in your district?		
	Likely Voters	Registered Voters
Republican	44	42
Democrat	49	47
Another party	1	1
Unsure	7	10

2028 Generic Ballots

If the election for President of the United States were being held today, would you vote for the [Democratic Party's candidate or the Republican Party's candidate] for U.S. President?		
	Likely Voters	Registered Voters
Republican	43	42
Democrat	48	46
Another party	2	2
Unsure	8	10

If the election for North Carolina Governor were being held today, would you vote for the [Democratic Party's candidate or the Republican Party's candidate] for North Carolina Governor?		
	Likely Voters	Registered Voters
Republican	43	42
Democrat	49	48
Another party	1	2
Unsure	7	9

If the election for North Carolina Attorney General were being held today, would you vote for the [Democratic Party's candidate or the Republican Party's candidate] for North Carolina Attorney General?		
	Likely Voters	Registered Voters
Republican	42	40
Democrat	48	46
Another party	1	2
Unsure	9	13

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	37	35
Wrong track	57	57
Unsure	5	8

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	41	38
Wrong track	46	47
Unsure	12	15

Approval Ratings

Do you think [approve or disapprove] of the way that Donald Trump is handling his job as president?		
	Likely Voters	Registered Voters
Approve	43	40
Disapprove	52	52
Unsure	6	9

Do you think [approve or disapprove] of the way that J.D. Vance is handling his job as vice president?		
	Likely Voters	Registered Voters
Approve	48	45
Disapprove	43	43
Unsure	9	13

Do you [approve or disapprove] of the way that U.S. Congress is handling its job?		
	Likely Voters	Registered Voters
Approve	33	30
Disapprove	53	51
Unsure	14	19

Do you [approve or disapprove] of the way that the U.S. Supreme Court is handling its job?		
	Likely Voters	Registered Voters
Approve	44	41
Disapprove	40	40
Unsure	16	19

Favorability Ratings

Here is a list of people and things. Please indicate whether you have a [favorable or unfavorable] view of each of them. <i>(List presented to respondents in randomized order)</i>			
<i>Likely Voters</i>			
	Favorable	Unfavorable	Unsure/ Unfamiliar with this person or thing
Roy Cooper	51	41	8
ChatGPT	50	34	16
Democratic Party	49	46	5
Joe Biden	47	50	3
Kamala Harris	47	49	4
The U.S. Supreme Court	45	42	13
Donald Trump	45	53	3
Republican Party	45	50	5
J.D. Vance	45	48	7
Artificial Intelligence (AI)	44	42	14
Elon Musk	42	51	8
Michael Whatley	40	45	15
Democratic Socialist Candidates	39	47	14
The U.S. Congress	34	54	12
Data centers	34	51	15
Cryptocurrency	31	48	21
MAGA Candidates	31	56	13
Mark Zuckerberg	30	53	17
Jeff Bezos	28	49	24
Flock cameras	20	53	26
Sam Altman	18	28	54

Here is a list of people and things. Please indicate whether you have a [favorable or unfavorable] view of each of them. <i>(List presented to respondents in randomized order)</i>			
<i>Registered Voters</i>			
	Favorable	Unfavorable	Unsure/ Unfamiliar with this person or thing
Roy Cooper	49	40	10
Democratic Party	48	44	8
ChatGPT	47	33	20
Kamala Harris	45	49	6
Joe Biden	44	52	5
Republican Party	43	49	7
Artificial Intelligence (AI)	43	42	16
The U.S. Supreme Court	42	41	16
Donald Trump	42	54	4
J.D. Vance	42	47	11
Elon Musk	40	50	10
Michael Whatley	38	44	18
Democratic Socialist Candidates	36	46	17
Data centers	33	50	18
The U.S. Congress	32	52	15
Cryptocurrency	29	48	23
MAGA Candidates	29	53	17
Mark Zuckerberg	28	52	20
Jeff Bezos	26	47	28
Flock cameras	20	52	28
Sam Altman	17	26	57

Issue Importance

How important do you think it is for the U.S. Senate in Washington D.C. to deal with each of these issues? Would you say very important, somewhat important, not very important, or not at all important? <i>(Respondents received a randomly selected list of fourteen of the following issues presented in randomized order.)</i>					
<i>Likely Voters</i>					
	Very important	Somewhat important	Not very important	Not at all important	Unsure
Inflation	73	18	6	2	1
Gas prices	71	23	4	2	1
Health care in general	70	24	4	1	1
School safety	70	23	5	1	1
Supporting veterans	70	23	5	1	1
Housing costs	70	23	4	2	1
Affordability in general	70	24	4	1	1
National security in general	70	22	7	1	1
Education	69	23	5	1	1
Protecting democracy	67	23	5	3	2
Voting integrity	67	22	8	2	2
Taxes	66	26	5	1	2
Civil rights	64	26	7	2	2
Law enforcement	61	29	8	1	*
Threats posed by Iran	57	28	9	5	2
Securing the U.S. Southern border	53	28	12	5	2
Immigration	51	29	14	4	3
International trade in general	51	39	5	1	4
Climate change	50	28	10	11	2

Tariffs	49	31	12	5	3
Artificial Intelligence (AI)	47	30	12	8	3
Abortion	45	30	14	9	3
The war in Ukraine	43	31	15	8	3
Data centers	42	34	13	7	5
LGBTQ policies	25	26	19	26	4

How important do you think it is for the U.S. Senate in Washington D.C. to deal with each of these issues? Would you say very important, somewhat important, not very important, or not at all important? *(Respondents received a randomly selected list of fourteen of the following issues presented in randomized order.)*

Registered Voters

	Very important	Somewhat important	Not very important	Not at all important	Unsure
Inflation	72	18	5	2	3
Gas prices	70	22	5	2	2
School safety	70	22	6	*	2
Affordability in general	70	23	4	1	2
Health care in general	69	23	4	1	3
Supporting veterans	69	23	5	2	2
Housing costs	69	22	5	2	2
National security in general	68	23	7	1	2
Education	67	24	5	2	2
Protecting democracy	64	25	5	3	4
Voting integrity	64	24	8	2	3
Taxes	64	27	5	1	3
Civil rights	62	25	8	2	3
Law enforcement	60	30	8	1	2
Threats posed by Iran	55	29	9	5	3
Immigration	49	30	13	4	4

Securing the U.S. Southern border	49	30	13	5	4
International trade in general	48	39	7	1	4
Climate change	48	29	11	10	3
Tariffs	46	31	13	5	5
Abortion	44	29	13	10	5
Artificial Intelligence (AI)	43	29	12	11	5
Data centers	40	32	15	7	6
The war in Ukraine	40	32	16	9	5
LGBTQ policies	24	24	21	26	6

Issue Ownership

Below is a list of issues that the candidates for U.S. Senate--Roy Cooper (the Democrat) and Michael Whatley (the Republican)--might have to deal with if elected. For each issue, please tell me whether you think Cooper (the Democrat) or Whatley (the Republican) would do a better job dealing with the issue. *(Respondents received a randomly selected list of fourteen of the following issues presented in randomized order.)*

Likely Voters

	Cooper (Democrat)	Whatley (Republican)	Cooper - Whatley	Both Equally	Neither	Unsure
Climate change	43	22	21	18	11	6
Housing costs	47	30	17	13	6	4
Tariffs	44	29	15	16	8	4
LGBTQ policies	39	28	11	16	12	5
The war in Ukraine	39	29	10	18	10	5
Gas prices	41	31	10	14	10	4
Protecting democracy	43	33	10	14	6	4
School safety	43	33	10	16	4	4
Health care in general	44	35	9	13	6	2
Affordability in general	43	34	9	11	8	3
Inflation	41	33	8	16	8	3
Education	43	35	8	15	3	4
Civil rights	41	33	8	17	5	4
International trade in general	39	31	8	17	8	5
Abortion	40	34	6	12	9	4
Artificial Intelligence (AI)	35	29	6	21	8	8
Taxes	41	36	5	13	7	4
Immigration	41	36	5	12	8	4
National security in general	39	35	4	15	7	4
Threats posed by Iran	37	34	3	16	8	5
Data centers	35	32	3	16	9	8
Voting integrity	38	36	2	15	6	4

Law enforcement	37	40	-3	17	3	3
Supporting veterans	33	38	-5	21	4	4
Securing the U.S. Southern border	31	39	-8	16	9	6

Below is a list of issues that the candidates for U.S. Senate--Roy Cooper (the Democrat) and Michael Whatley (the Republican)--might have to deal with if elected. For each issue, please tell me whether you think Cooper (the Democrat) or Whatley (the Republican) would do a better job dealing with the issue. *(Respondents received a randomly selected list of fourteen of the following issues presented in randomized order.)*

Registered Voters

	Cooper (Democrat)	Whatley (Republican)	Cooper - Whatley	Both Equally	Neither	Unsure
Climate change	39	22	17	19	11	10
Housing costs	44	28	16	14	7	7
Tariffs	41	27	14	17	8	7
Health care in general	42	31	11	13	6	8
School safety	41	30	11	17	4	8
LGBTQ policies	36	25	11	16	12	11
Protecting democracy	41	31	10	15	5	8
The war in Ukraine	36	26	10	17	11	11
Affordability in general	42	32	10	13	7	7
Inflation	39	30	9	15	9	8
Education	41	32	9	16	4	8
Civil rights	39	30	9	17	6	8
Gas prices	37	29	8	15	11	9
International trade in general	36	29	7	16	9	10
Artificial Intelligence (AI)	34	27	7	20	9	11
Abortion	37	31	6	14	10	8
Taxes	39	34	5	13	7	8
Immigration	39	34	5	12	8	7

National security in general	37	33	4	14	8	8
Data centers	33	29	4	16	10	11
Threats posed by Iran	34	31	3	16	10	9
Voting integrity	35	33	2	16	7	9
Law enforcement	34	36	-2	18	4	7
Supporting veterans	32	34	-2	19	6	9
Securing the U.S. Southern border	30	36	-6	16	10	9

Candidate Characteristics

Below is a list of phrases. Regardless of who you support, which of these two U.S. Senate candidates, Roy Cooper (Democrat) or Michael Whatley (Republican), do you think the phrase fits best? <i>(Respondents received a randomly selected list of ten of the following issues presented in randomized order.)</i>						
<i>Likely Voters</i>						
	Cooper (Democrat)	Whatley (Republican)	Cooper - Whatley	Both Equally	Neither	Unsure
Smart	44	26	18	20	6	4
Honest and truthful	43	31	12	12	9	5
Will do what's right, not what's popular	46	34	12	10	6	4
Brings people together to get things done	44	32	12	12	8	6
Understands the economy	42	31	11	17	6	4
Has the right temperament to be U.S. Senator	44	33	11	16	5	3
Strong leader	44	34	10	13	6	2
Cares about people like me	41	31	10	14	10	5
Will stand up for North Carolina	45	35	10	15	5	1
Puts people over politics	42	32	10	10	11	6
Has working class values	40	31	9	17	9	3
Takes action rather than just talking	41	32	9	13	9	5
Willing to work with the other party	41	32	9	15	8	5
Connects well with ordinary people	40	32	8	17	8	3
Has middle class values	38	30	8	18	10	4

Good judgment in a crisis	42	35	7	12	5	6
Shares my values	40	34	6	11	9	6
Stands up against special interest groups	38	33	5	13	10	7
Patriotic	35	35	0	21	5	5
Tough on crime	34	38	-4	16	7	4

Below is a list of phrases. Regardless of who you support, which of these two U.S. Senate candidates, Roy Cooper (Democrat) or Michael Whatley (Republican), do you think the phrase fits best? *(Respondents received a randomly selected list of ten of the following issues presented in randomized order.)*

Registered Voters

	Cooper (Democrat)	Whatley (Republican)	Cooper - Whatley	Both Equally	Neither	Unsure
Smart	42	24	18	20	6	8
Honest and truthful	42	29	13	12	11	7
Will stand up for North Carolina	44	31	13	16	5	5
Will do what's right, not what's popular	43	31	12	10	7	8
Has the right temperament to be U.S. Senator	42	31	11	15	5	7
Brings people together to get things done	41	30	11	13	8	9
Puts people over politics	40	29	11	11	12	8
Has working class values	40	30	10	15	9	7
Understands the economy	40	30	10	18	6	6
Connects well with ordinary people	39	30	9	15	8	9
Takes action rather than just talking	39	30	9	14	9	8

Willing to work with the other party	39	30	9	15	9	7
Cares about people like me	39	30	9	13	11	7
Has middle class values	36	28	8	17	10	8
Good judgment in a crisis	41	33	8	13	7	7
Strong leader	41	34	7	13	8	5
Shares my values	38	32	6	12	10	8
Stands up against special interest groups	36	31	5	14	9	9
Patriotic	34	33	1	20	5	8
Tough on crime	33	36	-3	16	7	7

Some people say they are basically content with the federal government, others say they are frustrated, and others say they are angry. Which of these best describes how you feel?		
	Likely Voters	Registered Voters
Basically content	27	25
Frustrated	48	47
Angry	20	19
Unsure	6	10

Demographics

Finally, a few questions for statistical purposes. How would you describe yourself, would you say female, male, or do you identify differently?		
	Likely Voters	Registered Voters
Male	53	49
Female	47	50
I identify differently	*	*
Refused	*	1

Age by category		
	Likely Voters	Registered Voters
18-24	11	13
25-34	15	15
35-44	16	16
45-54	16	16
55-64	18	18
65 and greater	24	22
Don't know/refused	-	-

Would you say you live in a rural, a suburban, or an urban area?		
	Likely Voters	Registered Voters
Rural	29	30
Suburban	42	42
Urban	29	27
Unsure	1	1

In which region of North Carolina would you say you live?		
	Likely Voters	Registered Voters
The coastal plain (in the east)	29	29
The piedmont (in the center)	61	62
The mountains (in the west)	10	10

Do you consider yourself to be of Hispanic, Latino, or Spanish origin?		
	Likely Voters	Registered Voters
Yes	9	9
No	91	91
Unsure	*	*

What racial group best describes you, would you say African-American or Black, White or Caucasian, Native American, Asian, or something else?		
	Likely Voters	Registered Voters
African-American or Black	20	20
White or Caucasian	73	73
Native American	3	2
Asian	2	3
Multiple or other	2	2
Unsure	*	*

What is the last year of schooling you have completed?		
	Likely Voters	Registered Voters
1 - 11th grade	1	3
High school graduate	30	32
Some college	31	31
College graduate	24	22
Graduate school	14	12
Unsure	-	*

Do you have a gun in your home?		
	Likely Voters	Registered Voters
Yes	32	32
No	68	68

Would you describe yourself as a "born again" or evangelical Christian, or not?		
	Likely Voters	Registered Voters
Yes	43	43
No	55	54
Unsure	2	3

Aside from weddings and funerals, how often do you attend religious services... more than once a week, once a week, once or twice a month, a few times a year, seldom, or never?		
	Likely Voters	Registered Voters
More than once a week	9	9
Once a week	22	20
Once or twice a month	16	15
A few times a year	13	14
Seldom	19	20
Never	20	21
Unsure	1	1

What is your total income from all sources, before taxes?		
	Likely Voters	Registered Voters
Less than \$25,000	17	20
\$25,000 to less than \$50,000	28	27
\$50,000 to less than \$75,000	20	19
\$75,000 to less than \$100,000	13	12
\$100,000 to less than \$150,000	14	13
\$150,000 to less than \$250,000	6	6
\$250,000 or more	2	2
Unsure	1	1

In politics today, do you consider yourself to be a Republican, Democrat, or what?		
	Likely Voters	Registered Voters
Republican	40	38
Democrat	37	37
Independent/Unaffiliated	21	23
Other	1	1
Unsure	1	1

How would you best describe your current relationship status?		
	Likely Voters	Registered Voters
Single/never married/divorced	44	45
Engaged	2	2
Living with significant other	7	8
Married	41	39
Widowed	6	6
Unsure	1	1

Thinking about politics today, do you generally consider yourself to be very conservative, somewhat conservative, moderate, somewhat liberal or very liberal?		
	Likely Voters	Registered Voters
Very conservative	21	21
Somewhat conservative	21	20
Moderate	30	32
Somewhat liberal	14	13
Very liberal	12	10
Other	1	*
Don't know/Refused	2	3

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.

Results of those seven items are reprinted below. They also appear in the order they were administered above in the survey.

Did you vote in the 2024 general elections in November that included votes U.S. President, North Carolina Governor, and other offices?		
	Likely Voters	Registered Voters
Yes, I voted	94	89
No, I did not vote	6	11
Unsure	1*	1

How much thought have you given to the upcoming election for president in 2028?		
	Likely Voters	Registered Voters
Quite a lot	55	48
Some	35	34
Only a little	7	12
None	2	5
Don't know	-	1

How much thought have you given to the upcoming election for U.S. Senate?		
	Likely Voters	Registered Voters
Quite a lot	57	49
Some	35	32
Only a little	6	12
None	2	7
Don't know	-	1

Do you happen to know where people who live in your neighborhood go to vote?		
	Likely Voters	Registered Voters
Yes	90	83
No	9	15
Don't Know	1	3

How often would you say you vote?		
	Likely Voters	Registered Voters
Always	53	47
Nearly Always	39	35
Part of the time	6	13
Seldom	1	3
Never	-	2
Don't know	-	*

Do you, yourself, plan to vote in the election this November, or not?		
	Likely Voters	Registered Voters
Yes	99	91
No	1	3
Don't Know	1	5

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	-	2
2	*	1
3	1	1
4	1	1
5	1	5
6	1	2
7	3	4
8	8	9
9	17	15
10-Definitely WILL vote	69	61
Don't Know	-	1