AtlasIntel Poll: North Carolina
10/28/2026 – 11/01/2026

2026 Midterms: North Carolina

Approval and government evaluation | Vote intention | Key issues and candidate comparison | Economic perceptions | Image of political figures

AtlasIntel PollsterGraph

Summary

0 Methodology and sample profile

1 Approval and government evaluation

2 Vote intention

3 Key issues and candidate comparison

4 Economic perceptions

5 Image of political figures

Methodology and sample profile

Methodology: Atlas RDR

Atlas Random Digital Recruitment [RDR] is a methodology developed by AtlasIntel to calibrate robust samples, representative of the target population.

The method seeks to address sources of bias and possible over-or underrepresentation of specific demographic groups.

Respondents are recruited randomly during routine web browsing in geolocated territories on any device (smartphones, tablets, laptops or PCs).

Compared to face-to-face surveys, **RDR avoids the possible psychological impact of human interaction on the respondent at the time of the interview**: the respondent can answer the questionnaire under conditions of full anonymity, without fear of causing a negative impression to the interviewer or to people who may eventually be listening to the answers shared during the interview.

Compared to telephone surveys based on Random Digit Dialing (RDD), **the RDR method allows for granular mapping of non-response patterns**, so that biases arising from variable non-response rates can be adequately addressed during the process of building each sample.

To ensure representativeness at the national level, the AtlasIntel samples are post-stratified using an iterative algorithm on a minimum set of target variables: gender, age group, education level, income level, region, and previous electoral behavior. The samples resulting from the post-stratification process match the profile of the US adult population and that of likely voters.

Sample Profile

TARGET POPULATION
North Carolina likely voters

SAMPLE SIZE
1,459 respondents

METHODOLOGY
Random Digital Recruitment (Atlas RDR)

MARGIN OF ERROR
±3 p.p.

CONFIDENCE LEVEL FOR ESTIMATION OF THE MARGIN OF ERROR
95%

POLLING PERIOD
10/28/2026 - 11/01/2026

GENDER



AGE



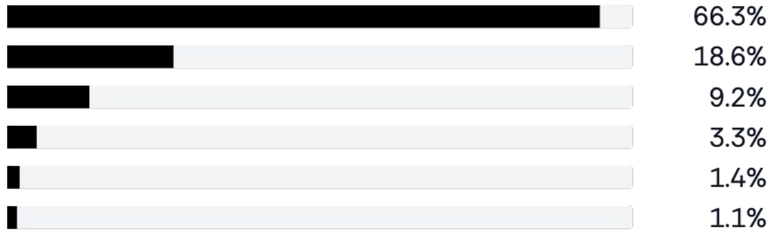
FAMILY INCOME



EDUCATION

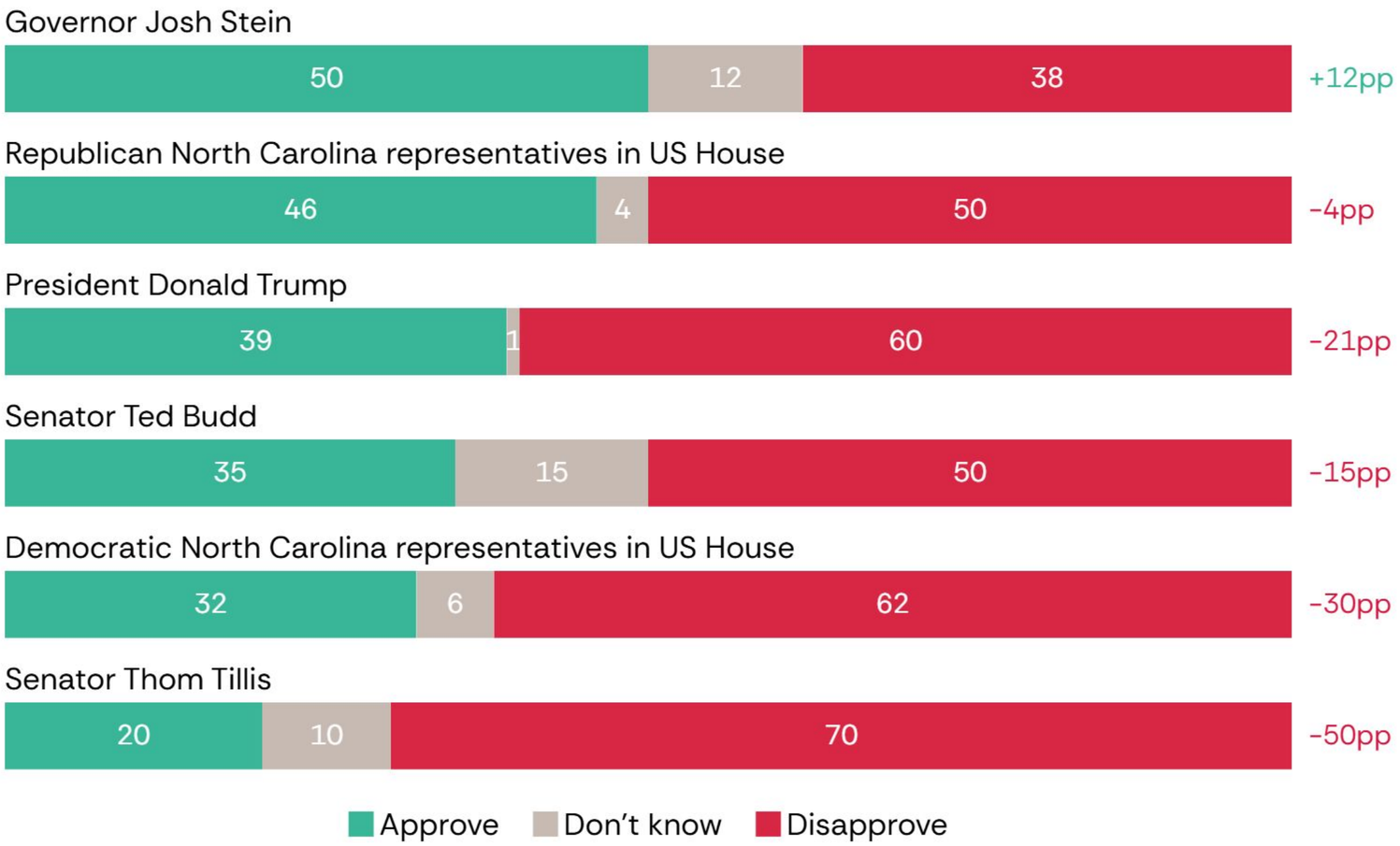


RACE



1. Approval and government evaluation

Do you approve or disapprove of the job these politicians are doing?



Do you approve or disapprove of the job these politicians are doing?
[crosstabs]

	GENDER			AGE				EDUCATION		INCOME				
	Man	Woman	Other / prefer not to	18 - 29	30 - 44	45 - 64	65+	College degree or	All other	Up to $50,000	$50,000 to $80,000	$80,000 to $120,000	$120,000 to $190,000	More than $190,000
Governor Josh Stein														
Approve	46.4	53.6	16.0	61.1	59.5	46.6	38.2	56.2	45.8	50.6	36.5	43.4	60.9	62.4
Don't know	10.3	12.3	55.5	6.9	16.6	9.9	14.3	14.0	11.0	4.9	19.4	20.5	2.7	20.4
Disapprove	43.3	34.1	28.5	32.0	23.9	43.5	47.4	29.9	43.2	44.5	44.1	36.0	36.4	17.2
Republican North Carolina representatives in US House														
Approve	57.7	33.3	2.7	31.7	0	44.2	65.1	36.0	50.0	41.1	57.9	72.0	35.8	62.4
Don't know	4.1	4.1	0	0.1	0	8.7	3.1	6.6	2.9	1.9	10.1	0.1	5.6	0
Disapprove	38.2	62.6	97.3	68.2	100.0	47.1	31.8	57.5	47.0	57.0	31.9	27.9	58.6	37.6
President Donald Trump														
Approve	45.5	32.8	64.2	14.9	20.7	46.3	60.5	33.6	42.5	33.1	53.2	46.0	35.6	23.9
Don't know	0.6	0.8	24.7	1.1	1.0	0.8	1.4	1.6	0.7	1.6	0.1	1.9	0.2	1.5
Disapprove	53.9	66.4	11.2	84.0	78.3	52.8	38.1	64.8	56.8	65.3	46.7	52.1	64.1	74.6
Senator Ted Budd														
Approve	46.2	22.8	2.7	30.0	0	38.0	42.4	24.8	39.1	34.7	37.5	30.4	35.9	34.0
Don't know	15.2	15.0	0	1.7	0	14.0	26.4	15.4	14.9	6.9	31.6	41.0	8.0	28.4
Disapprove	38.7	62.2	97.3	68.3	100.0	48.0	31.2	59.8	46.1	58.4	30.9	28.7	56.1	37.6
Democratic North Carolina representatives in US House														
Approve	32.6	30.8	81.1	60.1	17.4	38.6	25.4	33.9	31.7	34.1	24.6	23.8	39.8	19.5
Don't know	5.0	6.2	1.8	0	1.9	6.0	8.7	9.0	4.2	5.7	13.2	5.0	3.3	0
Disapprove	62.4	63.0	17.2	39.9	80.7	55.3	66.0	57.1	64.1	60.2	62.2	71.3	56.9	80.5
Senator Thom Tillis														
Approve	19.0	20.8	11.6	28.7	24.8	13.6	18.0	28.0	16.7	18.5	37.1	12.3	15.6	17.2
Don't know	10.8	8.8	12.5	0.1	0	6.5	19.7	4.1	12.2	9.0	6.2	32.5	6.6	0
Disapprove	70.2	70.4	75.9	71.3	75.2	79.9	62.3	68.0	71.1	72.5	56.7	55.2	77.8	82.8

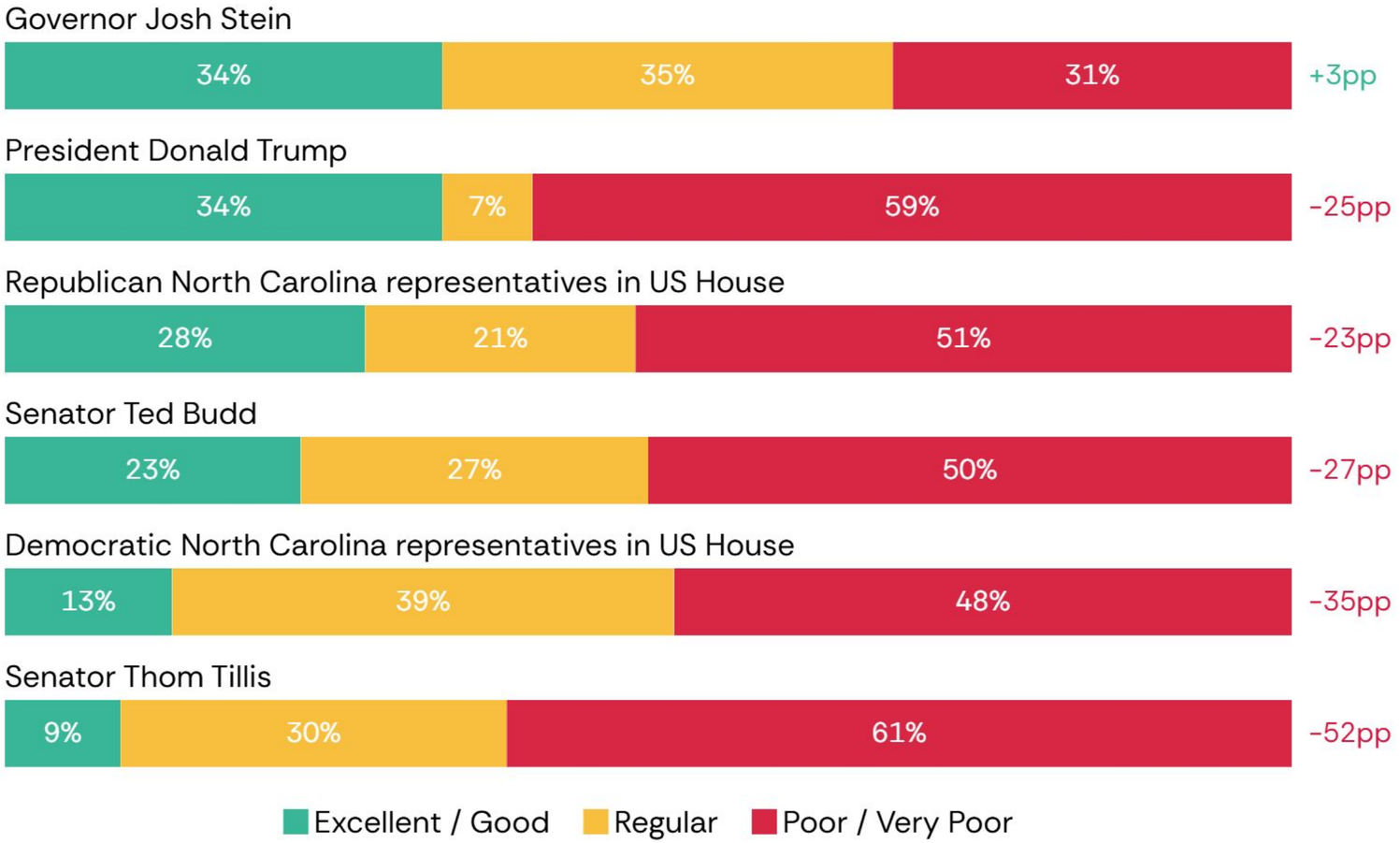
	LOCATION			RACE						PARTISANSHIP		
	Urban	Sub - urban	Rural	Asian	Black	Hispanic	Native - American	White	Multi - racial	Democrat	Republican	Independent
Governor Josh Stein												
Approve	57.4	54.9	36.8	66.2	68.2	54.6	40.7	44.1	43.7	81.7	11.9	58.6
Don't know	16.9	13.1	7.7	13.8	19.9	2.7	28.2	10.8	13.3	14.4	12.4	10.0
Disapprove	25.7	32.0	55.5	20.1	11.9	42.7	31.1	45.1	43.0	3.9	75.7	31.5
Republican North Carolina representatives in US House												
Approve	44.9	43.6	49.5	0	29.7	4.0	100.0	51.5	18.8	0.2	92.9	29.4
Don't know	0.8	6.9	0.4	0	13.8	0	0	3.2	21.1	0.6	3.5	6.9
Disapprove	54.3	49.5	50.1	0	56.5	96.0	0	45.3	60.1	99.1	3.6	63.7
President Donald Trump												
Approve	31.0	35.6	49.5	13.8	17.9	21.5	60.9	46.8	53.7	0.3	86.4	26.9

Do you approve or disapprove of the job these politicians are doing?
[crosstabs]

	LOCATION			RACE						PARTISANSHIP		
	Urban	Sub - urban	Rural	Asian	Black	Hispanic	Native - American	White	Multi - racial	Democrat	Republican	Independent
Don't know	0.5	1.2	1.3	0	0	2.6	0	1.2	1.2	0	1.8	1.3
Disapprove	68.5	63.2	49.2	86.2	82.1	75.9	39.1	52.0	45.0	99.7	11.9	71.8
Senator Ted Budd												
Approve	38.4	28.5	42.8	0	29.7	0	28.4	40.7	18.8	0.2	72.4	20.2
Don't know	6.3	22.4	6.9	0	13.8	4.0	71.6	13.8	21.1	2.0	22.7	16.4
Disapprove	55.3	49.1	50.4	0	56.5	96.0	0	45.5	60.1	97.7	4.9	63.5
Democratic North Carolina representatives in US House												
Approve	33.2	37.2	25.1	0	43.0	96.0	0	25.1	16.7	83.1	1.2	29.7
Don't know	6.5	7.2	2.9	0	13.8	4.0	0	4.4	43.4	2.4	2.5	11.0
Disapprove	60.4	55.6	72.0	0	43.3	0	100.0	70.5	39.9	14.5	96.3	59.4
Senator Thom Tillis												
Approve	18.3	28.0	9.0	0	13.8	4.0	0	22.7	26.3	5.1	23.4	26.7
Don't know	3.5	12.5	8.4	0	0	0	71.6	9.6	0	4.7	19.7	3.0
Disapprove	78.2	59.4	82.6	0	86.2	96.0	28.4	67.7	73.7	90.2	56.9	70.3

	2024 VOTE FOR PRESIDENT			
	Donald Trump	Kamala Harris	Other candidate	Didn't vote
Governor Josh Stein				
Approve	9.3	87.2	42.5	54.2
Don't know	17.5	7.3	0.2	12.3
Disapprove	73.2	5.5	57.4	33.4
Republican North Carolina representatives in US House				
Approve	94.3	9.6	0	31.6
Don't know	3.3	4.7	7.7	9.3
Disapprove	2.4	85.7	92.3	59.1
President Donald Trump				
Approve	87.9	0.1	1.9	7.4
Don't know	2.0	0	0	2.2
Disapprove	10.0	99.9	98.1	90.4
Senator Ted Budd				
Approve	65.9	9.6	0	23.6
Don't know	30.3	5.7	7.7	17.2
Disapprove	3.8	84.7	92.3	59.1
Democratic North Carolina representatives in US House				
Approve	0.5	55.3	63.8	35.3
Don't know	3.8	7.8	0	9.3
Disapprove	95.7	36.9	36.2	55.4
Senator Thom Tillis				
Approve	12.1	28.2	26.3	9.3
Don't know	18.2	4.1	0	0
Disapprove	69.8	67.7	73.7	90.7

How do you evaluate the performance of the following leaders?



How do you evaluate the performance of the following leaders?

[crosstabs]

	GENDER			AGE				EDUCATION		INCOME				
	Man	Woman	Other / prefer not to	18 - 29	30 - 44	45 - 64	65+	College degree or	All other	Up to $50,000	$50,000 to $80,000	$80,000 to $120,000	$120,000 to $190,000	More than $190,000
Governor Josh Stein														
Excellent / Good	32.9	35.2	6.1	43.6	33.9	32.4	29.3	31.4	35.1	37.9	26.5	22.8	37.6	46.9
Regular	32.7	36.4	65.4	26.7	53.0	28.1	33.9	44.5	29.5	29.4	38.1	46.8	27.1	38.9
Poor / Very Poor	34.5	28.4	28.5	29.7	13.1	39.5	36.8	24.0	35.5	32.6	35.4	30.4	35.4	14.2
President Donald Trump														
Excellent / Good	38.6	29.7	64.2	14.8	17.8	39.9	53.2	27.0	38.8	29.8	46.1	44.2	33.6	10.2
Regular	9.7	4.4	13.7	1.1	4.6	9.1	9.9	9.5	5.4	6.0	8.6	4.9	3.2	15.9
Poor / Very Poor	51.6	65.9	22.1	84.1	77.6	51.0	36.8	63.5	55.8	64.2	45.3	51.0	63.2	73.9
Republican North Carolina representatives in US House														
Excellent / Good	38.6	15.3	2.7	31.7	0	22.1	37.6	26.5	28.3	27.0	39.0	21.2	26.1	23.2
Regular	23.5	18.7	13.4	0	1.9	26.5	29.5	10.4	25.0	14.3	22.6	50.3	17.5	39.2
Poor / Very Poor	37.9	66.0	83.9	68.3	98.1	51.5	32.9	63.0	46.7	58.6	38.4	28.5	56.4	37.6
Senator Ted Budd														
Excellent / Good	28.7	16.2	2.7	30.0	0	26.3	22.8	12.8	26.8	19.3	21.9	24.2	31.8	21.3
Regular	33.9	20.3	9.0	1.7	0	25.6	45.6	27.5	27.1	23.6	44.8	47.2	11.6	40.3
Poor / Very Poor	37.4	63.5	88.4	68.3	100.0	48.0	31.6	59.7	46.1	57.1	33.3	28.6	56.6	38.4
Democratic North Carolina representatives in US House														
Excellent / Good	9.8	16.9	21.6	1.5	0	21.9	16.0	15.6	12.0	9.5	25.8	18.4	12.1	12.4
Regular	34.0	43.9	52.2	66.7	75.0	42.8	15.0	37.4	39.0	51.7	13.1	10.4	35.5	50.0
Poor / Very Poor	56.2	39.2	26.1	31.8	25.0	35.3	69.0	47.0	49.0	38.8	61.1	71.2	52.4	37.5
Senator Thom Tillis														
Excellent / Good	12.2	4.4	11.6	27.1	0	6.5	4.5	5.6	9.7	12.2	9.7	2.2	1.1	15.0
Regular	27.3	33.7	12.5	6.9	24.8	25.8	46.7	33.4	29.3	21.6	49.2	49.5	34.7	6.7
Poor / Very Poor	60.5	61.8	75.9	66.0	75.2	67.7	48.8	61.0	61.0	66.2	41.1	48.3	64.1	78.3

	LOCATION			RACE						PARTISANSHIP		
	Urban	Sub - urban	Rural	Asian	Black	Hispanic	Native - American	White	Multi - racial	Democrat	Republican	Independent
Governor Josh Stein												
Excellent / Good	42.3	37.6	22.3	66.2	26.2	50.8	39.9	32.7	36.1	66.1	5.7	33.5
Regular	34.4	38.1	31.1	13.8	64.9	8.7	32.3	31.6	22.1	31.3	29.4	43.1
Poor / Very Poor	23.3	24.3	46.6	20.1	8.9	40.5	27.9	35.7	41.8	2.6	64.9	23.4
President Donald Trump												
Excellent / Good	24.8	31.2	44.9	0	13.2	19.8	60.9	42.1	43.7	0.5	79.8	20.0
Regular	6.9	6.3	8.1	13.8	4.6	4.3	0	7.6	11.3	0.3	9.1	10.2
Poor / Very Poor	68.2	62.5	46.9	86.2	82.1	75.9	39.1	50.3	44.9	99.3	11.1	69.8
Republican North Carolina representatives in US House												
Excellent / Good	24.5	26.8	30.2	0	29.7	4.0	28.4	31.2	18.8	0	56.2	17.4

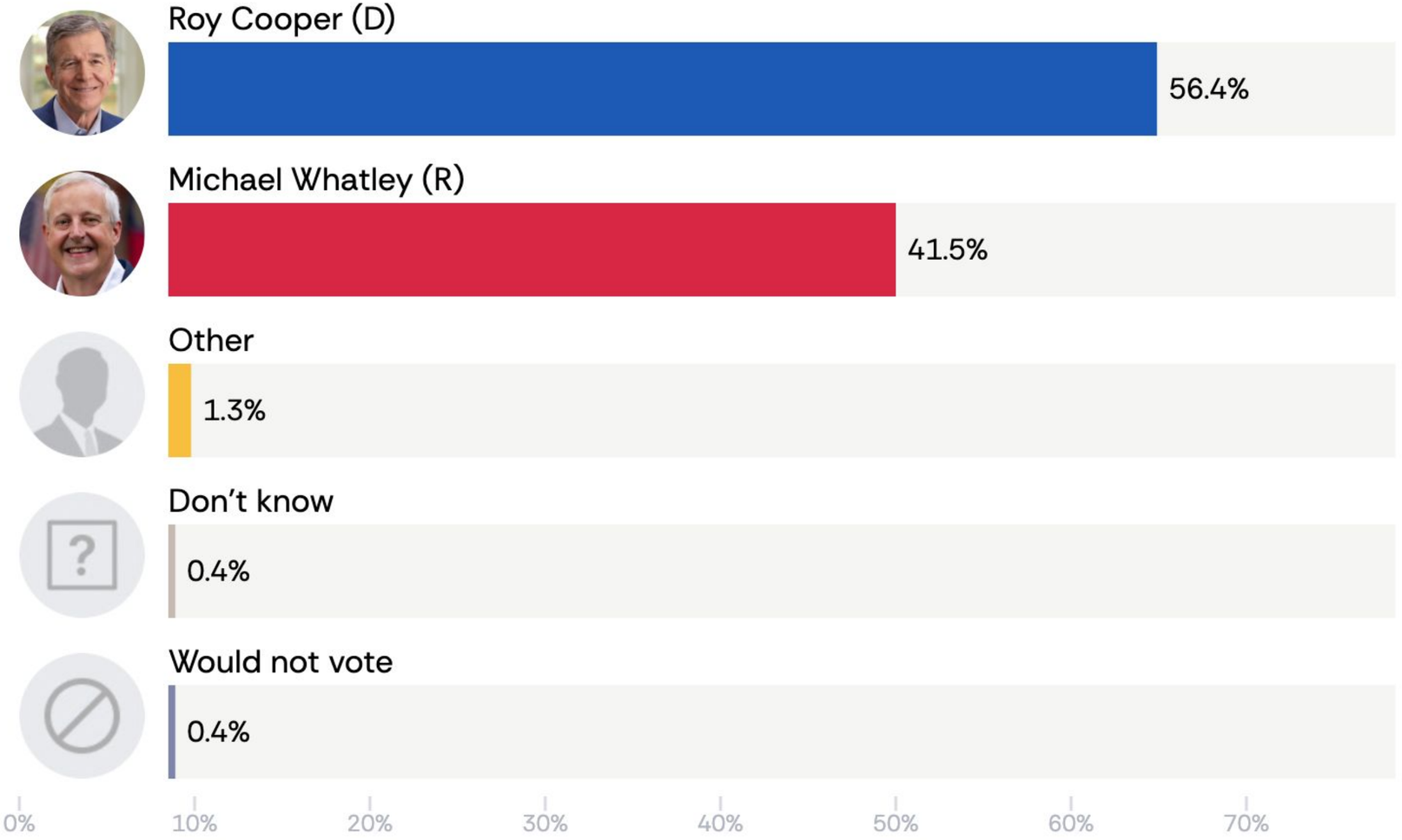
How do you evaluate the performance of the following leaders?
[crosstabs]

	LOCATION			RACE						PARTISANSHIP		
	Urban	Sub - urban	Rural	Asian	Black	Hispanic	Native - American	White	Multi - racial	Democrat	Republican	Independent
Regular	20.8	21.1	19.9	0	0	0	71.6	23.5	32.5	0.8	41.2	14.2
Poor / Very Poor	54.8	52.1	49.9	0	70.3	96.0	0	45.4	48.6	99.2	2.6	68.4
Senator Ted Budd												
Excellent / Good	3.0	25.9	26.1	0	0	0	28.4	28.2	0	0.2	49.9	10.1
Regular	36.5	26.1	23.3	0	43.5	0	71.6	27.2	45.2	1.5	45.7	26.8
Poor / Very Poor	60.4	47.9	50.5	0	56.5	100.0	0	44.6	54.8	98.3	4.4	63.1
Democratic North Carolina representatives in US House												
Excellent / Good	22.8	13.1	9.3	0	27.3	0	0	13.6	0	20.9	0	21.7
Regular	29.2	37.8	44.0	0	42.9	96.0	0	32.2	75.9	77.5	8.9	42.3
Poor / Very Poor	48.1	49.1	46.7	0	29.7	4.0	100.0	54.2	24.1	1.7	91.1	36.1
Senator Thom Tillis												
Excellent / Good	5.1	11.2	7.1	0	0	4.0	0	10.4	26.3	0.3	19.8	3.4
Regular	25.4	36.8	22.0	0	13.8	0	71.6	33.5	47.5	18.1	27.2	40.3
Poor / Very Poor	69.5	52.0	70.9	0	86.2	96.0	28.4	56.1	26.2	81.5	53.0	56.2

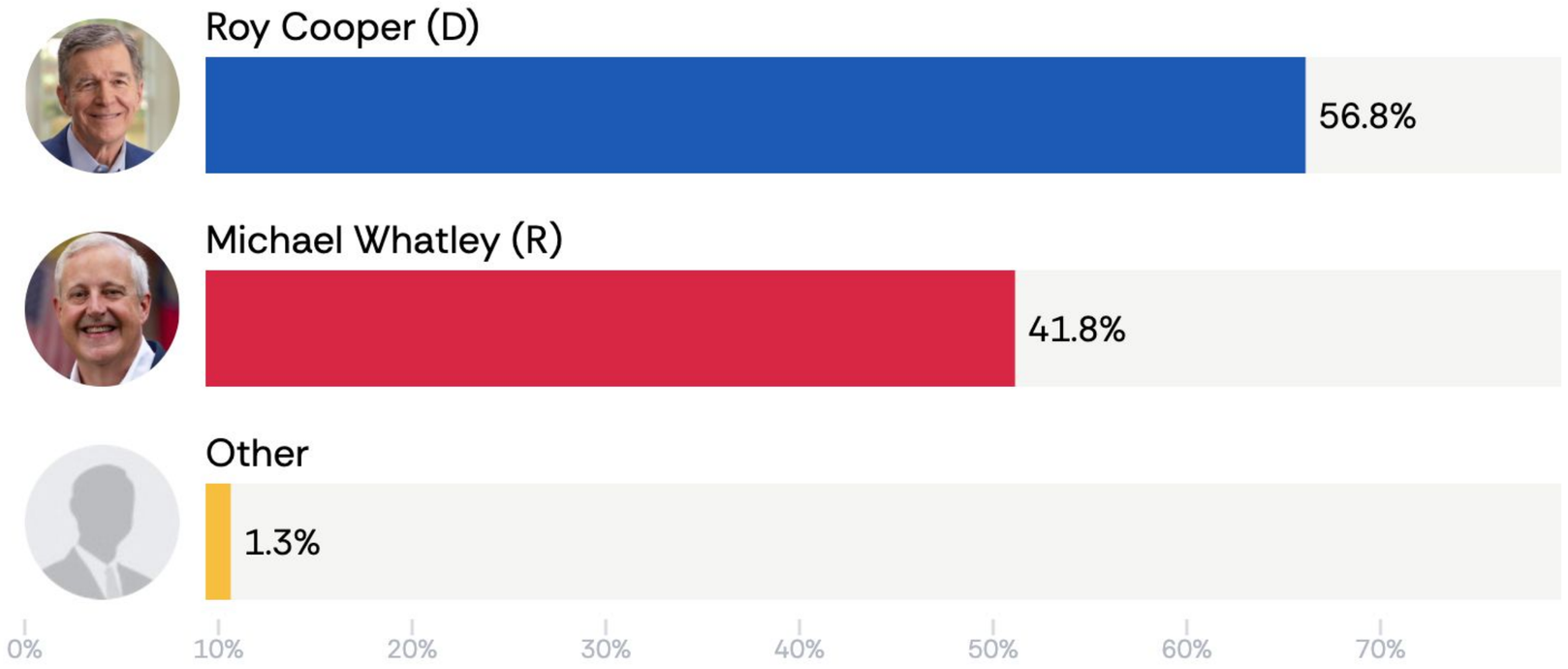
	2024 VOTE FOR PRESIDENT			
	Donald Trump	Kamala Harris	Other candidate	Didn't vote
Governor Josh Stein				
Excellent / Good	5.5	56.6	24.4	55.2
Regular	33.9	40.8	32.4	11.7
Poor / Very Poor	60.6	2.6	43.2	33.0
President Donald Trump				
Excellent / Good	77.2	0.0	0	6.6
Regular	15.4	0.2	1.9	0.8
Poor / Very Poor	7.3	99.7	98.1	92.6
Republican North Carolina representatives in US House				
Excellent / Good	54.1	9.7	0	0
Regular	44.3	1.4	7.7	32.9
Poor / Very Poor	1.6	88.9	92.3	67.1
Senator Ted Budd				
Excellent / Good	42.0	9.6	0	0
Regular	54.5	5.7	11.9	40.9
Poor / Very Poor	3.5	84.7	88.1	59.1
Democratic North Carolina representatives in US House				
Excellent / Good	0.0	21.1	14.3	23.6
Regular	7.7	60.8	85.7	44.6
Poor / Very Poor	92.2	18.1	0	31.8
Senator Thom Tillis				
Excellent / Good	7.7	10.3	11.9	9.3
Regular	27.8	27.9	59.6	41.1
Poor / Very Poor	64.5	61.8	28.5	49.7

2. Vote intention

If the North Carolina midterm election for US Senate were held today, and these were the candidates, who would you vote for?



If the North Carolina midterm election for US Senate were held today, and these were the candidates, who would you vote for? [Valid votes]



PollsterGraph AtlasIntel

If the North Carolina midterm election for US Senate were held today, and these were the candidates, who would you vote for?

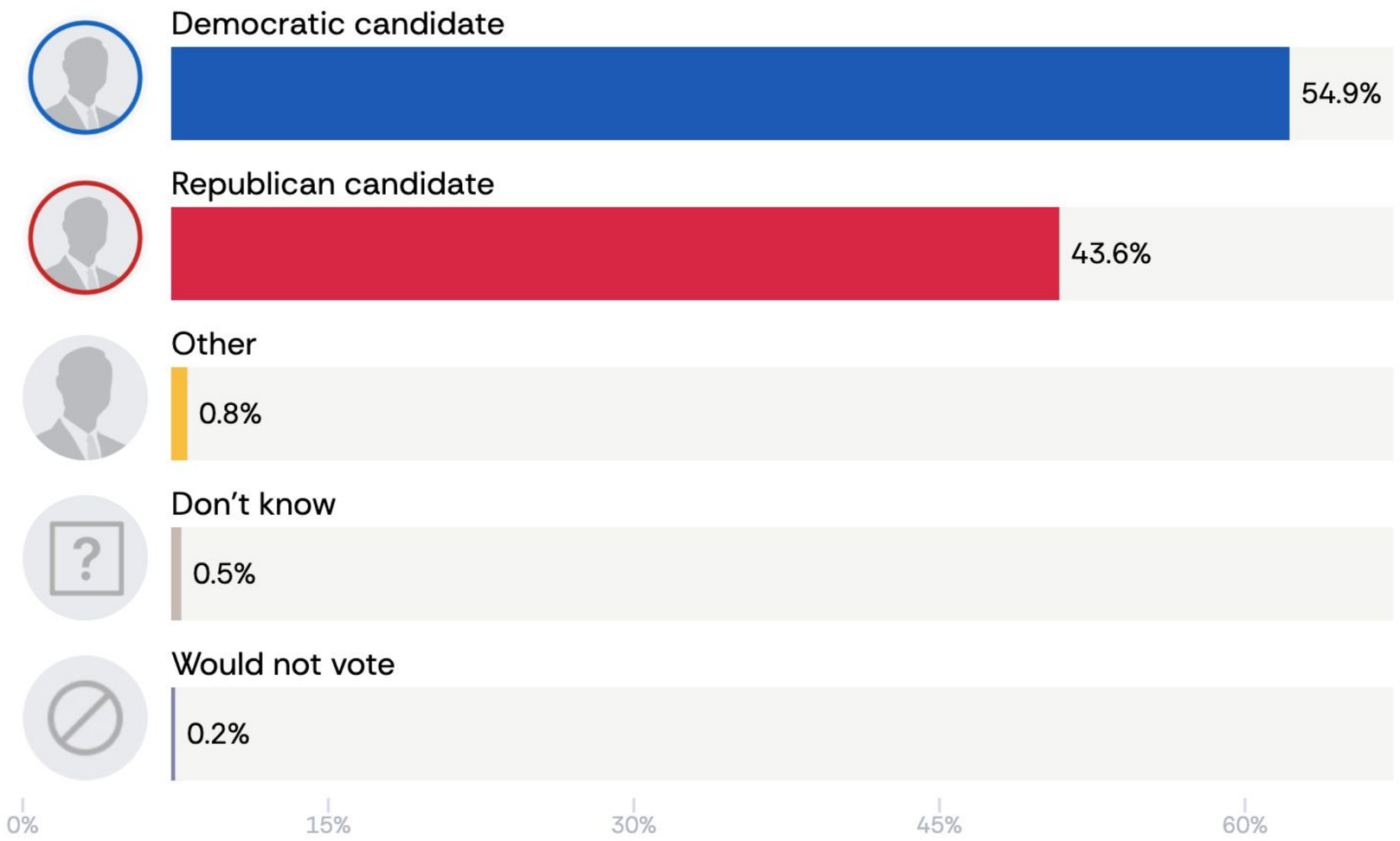
[crosstabs]

	GENDER			AGE				EDUCATION		LOCATION		
	Man	Woman	Other / prefer not to identify	18 - 29	30 - 44	45 - 64	65+	College degree or higher	All other	Urban	Sub - urban	Rural
Roy Cooper (D)	48.4	64.6	10.9	75.4	74.5	50.1	37.0	61.6	53.2	68.1	58.0	46.7
Michael Whatley (R)	48.6	34.0	88.5	21.8	25.5	47.6	59.9	37.4	44.0	31.2	38.8	52.1
Other	1.3	1.3	0.3	2.9	0.0	1.2	1.6	0.8	1.6	0.7	2.0	0.6
Don't know	0.8	0.0	0.2	0	0	0.6	0.6	0.1	0.5	0	0.4	0.4
Would not vote	0.9	0.0	0.2	0	0.0	0.6	0.9	0.0	0.6	0	0.8	0.1

	INCOME					RACE					
	Up to $50,000	$50,000 to $80,000	$80,000 to $120,000	$120,000 to $190,000	More than $190,000	Asian	Black	Hispanic	Native - American	White	Multi - racial
Roy Cooper (D)	61.8	42.1	48.2	60.5	74.6	86.2	81.2	69.2	39.1	48.0	44.7
Michael Whatley (R)	35.8	52.7	50.8	39.0	25.4	13.8	17.9	30.8	60.9	49.2	53.8
Other	1.0	4.3	0.0	0.5	0.0	0	0.9	0	0	1.6	1.4
Don't know	1.2	0	0	0	0.0	0	0	0	0	0.5	0.1
Would not vote	0.2	0.8	1.0	0	0	0	0	0	0	0.6	0

	PARTISANSHIP			2024 VOTE FOR PRESIDENT			
	Democrat	Republican	Independent	Donald Trump	Kamala Harris	Other candidate	Didn't vote
Roy Cooper (D)	99.5	7.9	66.2	3.8	99.6	94.3	84.3
Michael Whatley (R)	0.5	89.6	30.4	93.0	0.0	5.0	9.6
Other	0	0.9	2.6	1.4	0.4	0.6	5.7
Don't know	0	1.1	0.0	0.8	0	0.1	0.0
Would not vote	0	0.5	0.7	0.9	0	0	0.4

If the North Carolina midterm election for US House were held today, which party/candidate would you vote for?



PollsterGraph AtlasIntel

If the North Carolina midterm election for US House were held today, which party/candidate would you vote for?

[crosstabs]

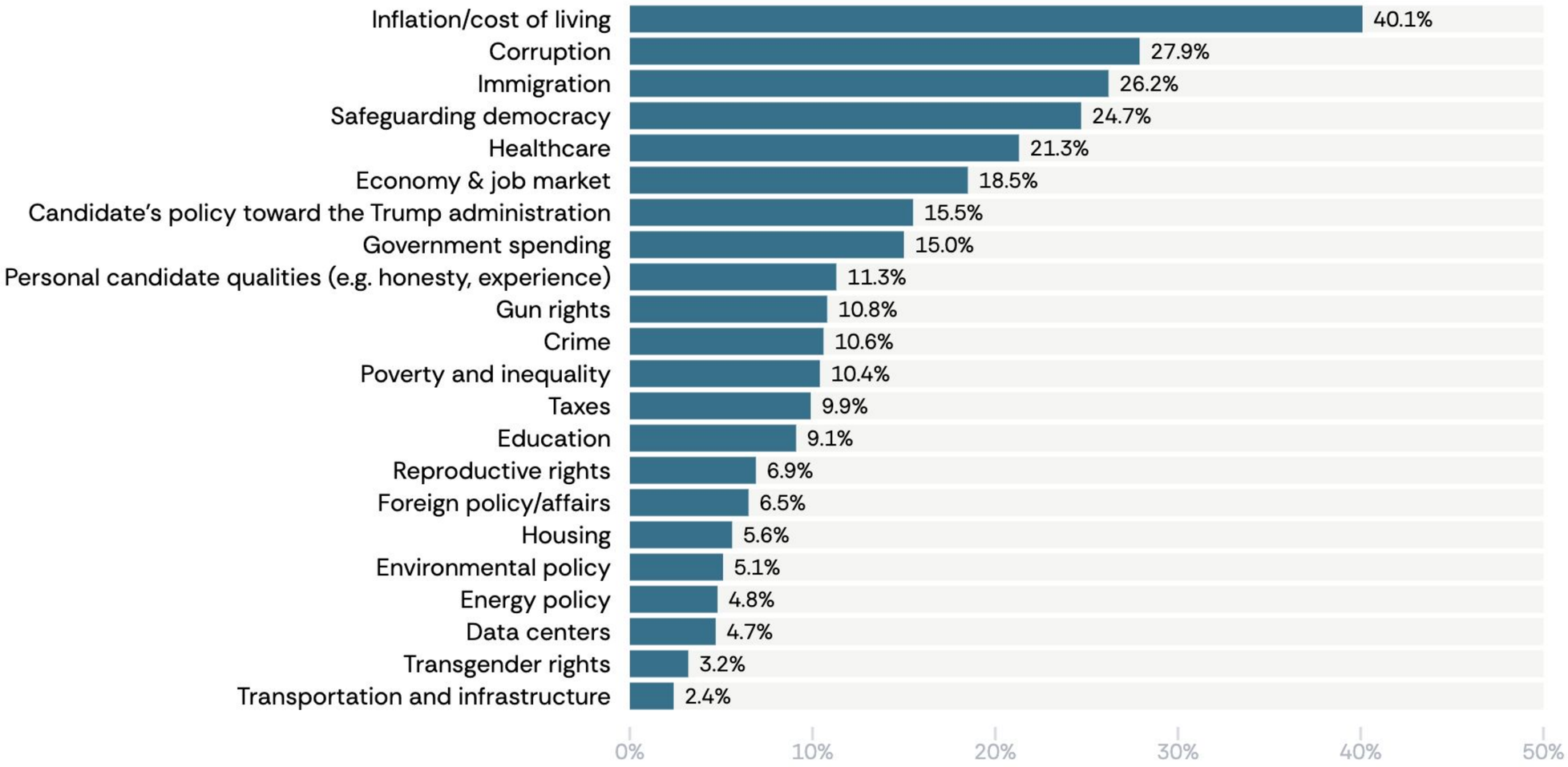
	GENDER			AGE				EDUCATION		LOCATION		
	Man	Woman	Other / prefer not to identify	18 - 29	30 - 44	45 - 64	65+	College degree or higher	All other	Urban	Sub - urban	Rural
Democratic candidate	46.7	63.3	10.5	66.5	74.2	50.4	36.8	61.5	50.9	64.6	56.5	46.5
Republican candidate	52.3	34.7	88.3	30.5	24.0	48.7	61.9	36.9	47.6	35.0	41.2	52.6
Other	0.1	1.4	0.3	2.9	1.3	0.0	0.2	1.0	0.7	0.1	1.6	0.1
Don't know	0.5	0.4	0.7	0.0	0.4	0.3	1.0	0.6	0.4	0.3	0.4	0.7
Would not vote	0.4	0.1	0.2	0	0.0	0.6	0.2	0.0	0.3	0	0.4	0.1

	INCOME					RACE					
	Up to $50,000	$50,000 to $80,000	$80,000 to $120,000	$120,000 to $190,000	More than $190,000	Asian	Black	Hispanic	Native - American	White	Multi - racial
Democratic candidate	56.8	43.1	48.0	60.2	74.1	86.2	82.1	69.2	39.1	45.5	44.6
Republican candidate	42.3	51.8	51.7	39.2	25.7	13.8	17.8	30.8	60.9	52.2	54.9
Other	0.0	3.8	0.0	0.0	0.2	0	0	0	0	1.2	0.1
Don't know	0.8	0.4	0.2	0.6	0.0	0	0.0	0	0	0.7	0.4
Would not vote	0.1	0.9	0.1	0	0	0	0	0	0	0.3	0

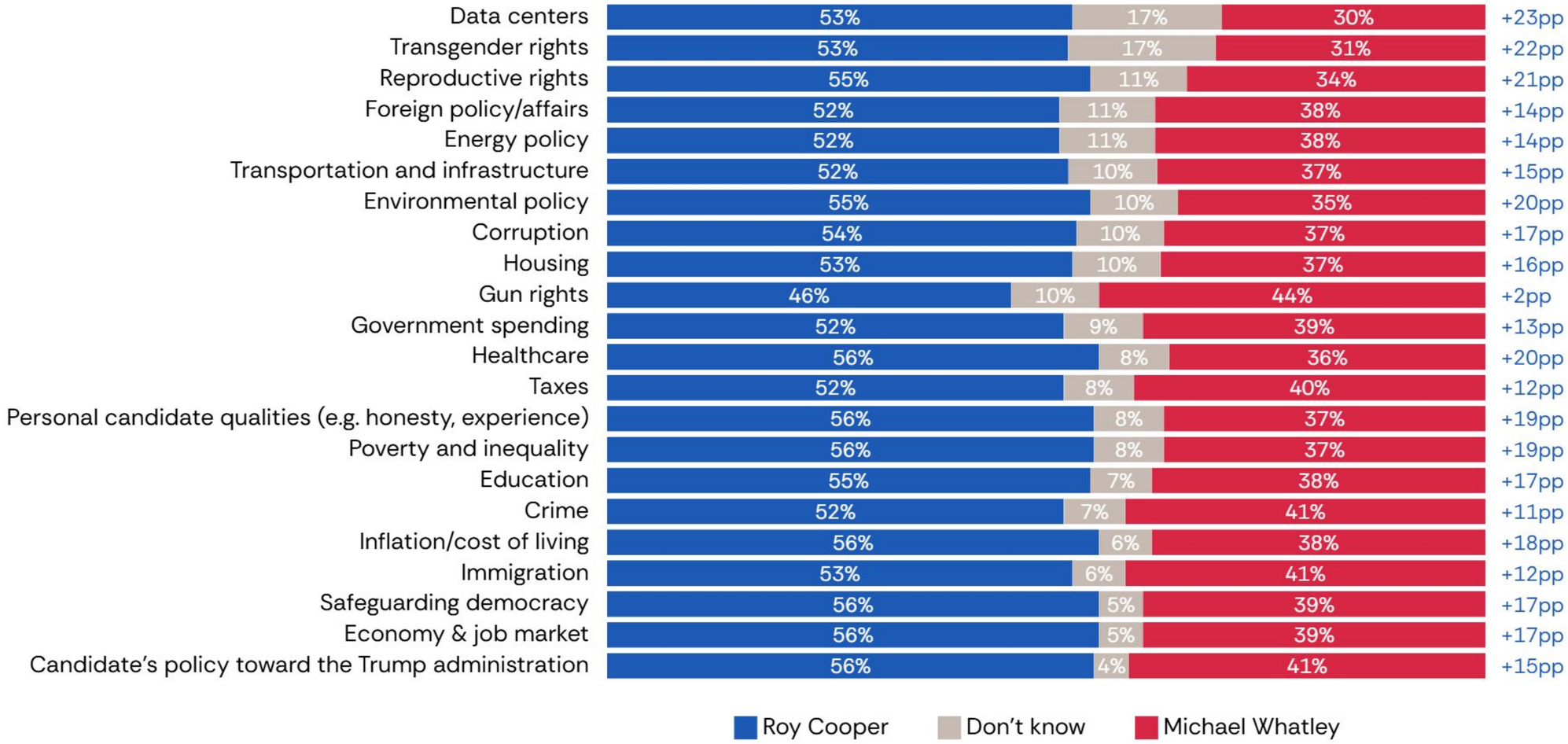
	PARTISANSHIP			2024 VOTE FOR PRESIDENT			
	Democrat	Republican	Independent	Donald Trump	Kamala Harris	Other candidate	Didn't vote
Democratic candidate	99.5	5.7	64.2	3.7	98.2	91.3	75.9
Republican candidate	0.5	93.0	32.9	94.4	1.6	4.0	18.2
Other	0	0.0	2.2	0.8	0.0	1.0	5.2
Don't know	0	0.7	0.6	0.7	0.2	3.7	0.3
Would not vote	0	0.5	0.1	0.5	0	0	0.4

3. Key issues and candidate comparison

Which of the following issues are most important to you when deciding how to vote in the above elections in November 2026? (Select up to three)

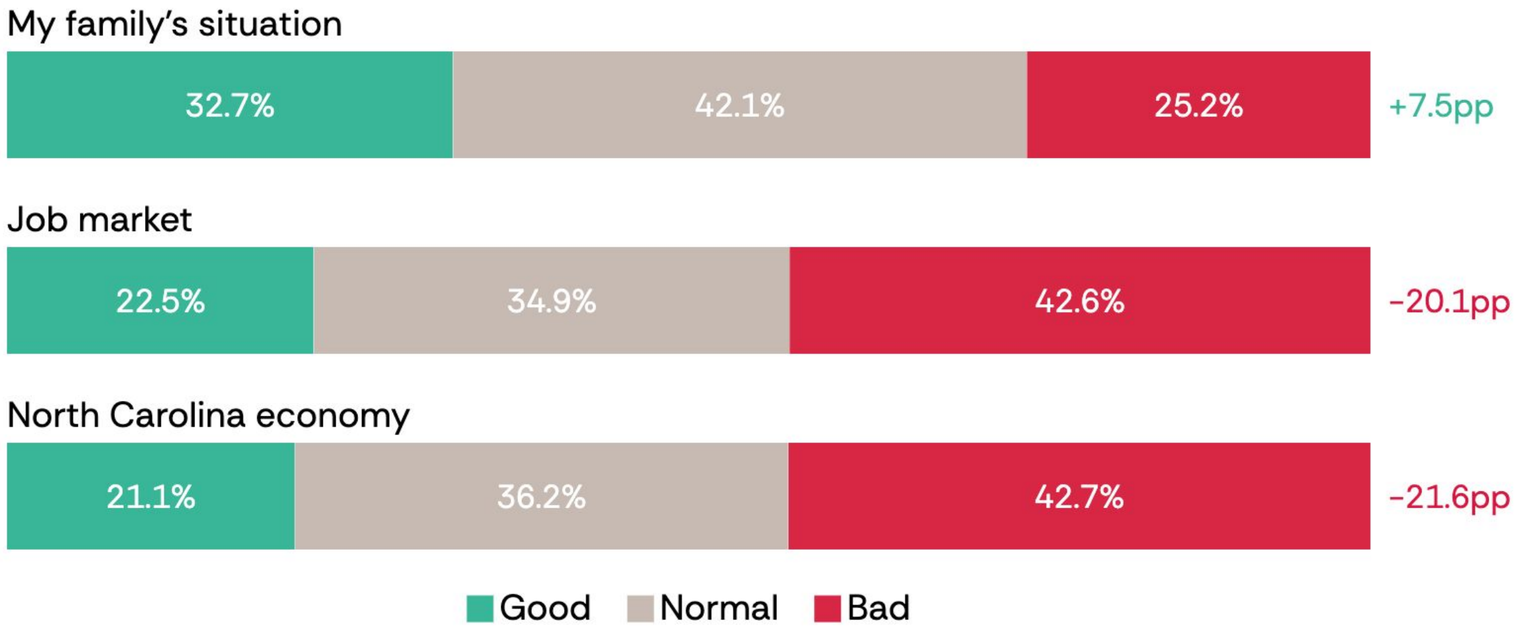


When thinking about the North Carolina 2026 Senate race, which of these candidates do you think has the best performance/approach regarding each of the following issues?

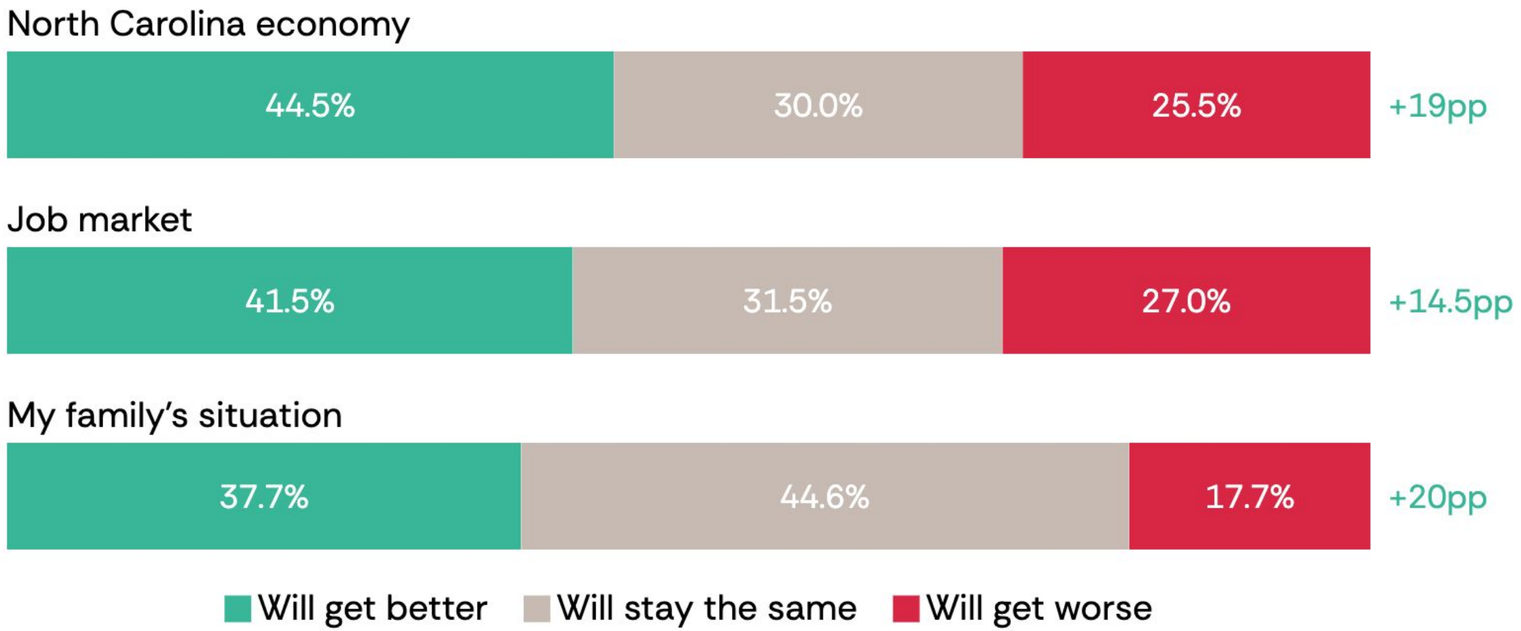


4. Economic perceptions

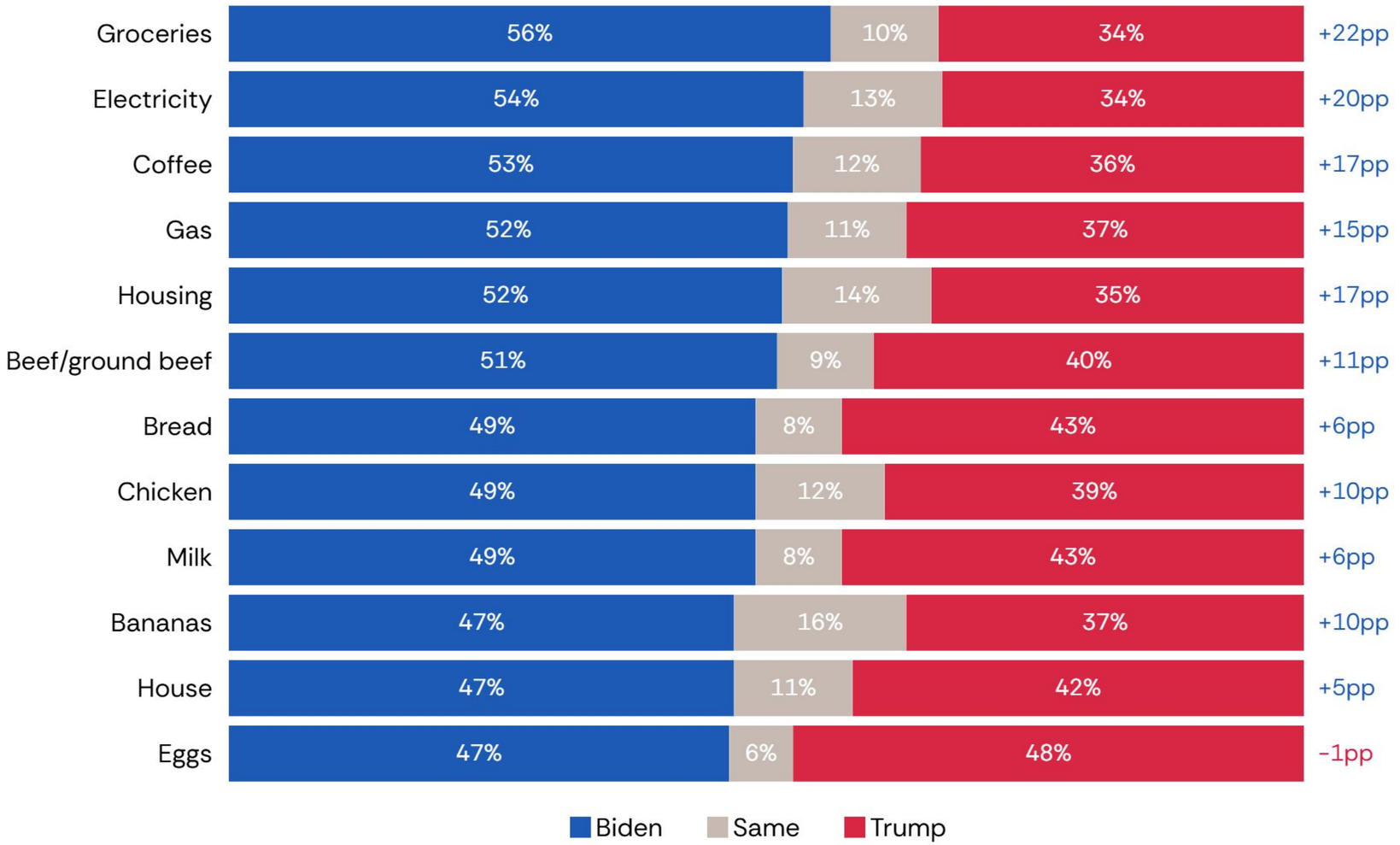
How do you evaluate the North Carolina economy and job market right now? And how do you evaluate your family's economic situation?



What is your expectation regarding the North Carolina economy and job market six months from now? What is your expectation regarding your family's situation?

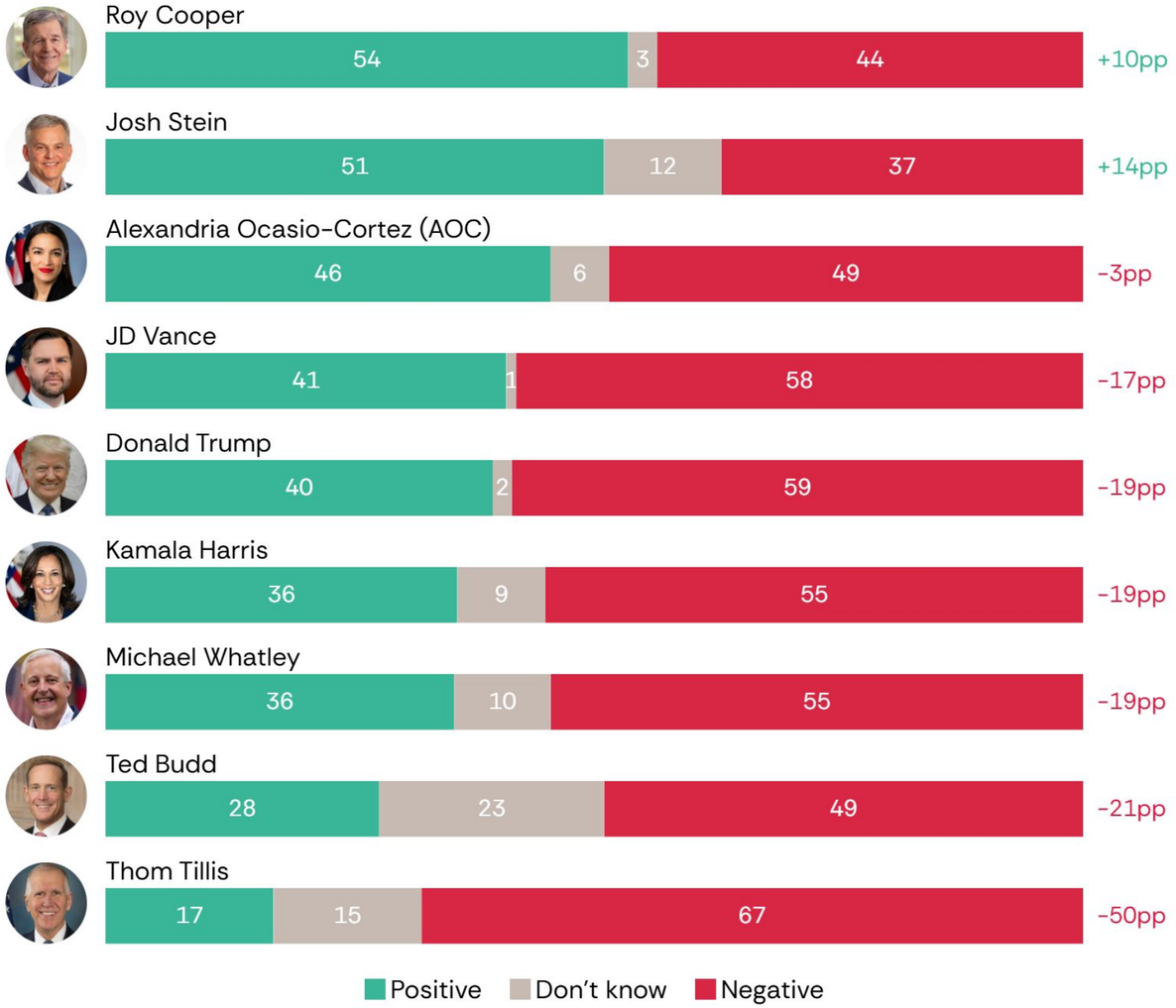


For each item below, do you think it costs <u>less</u> under Biden, Trump, or about the same in your state?



5. Image of political figures

Do you have a positive or negative image of the following political figures?




AtlasIntel
PollsterGraph