



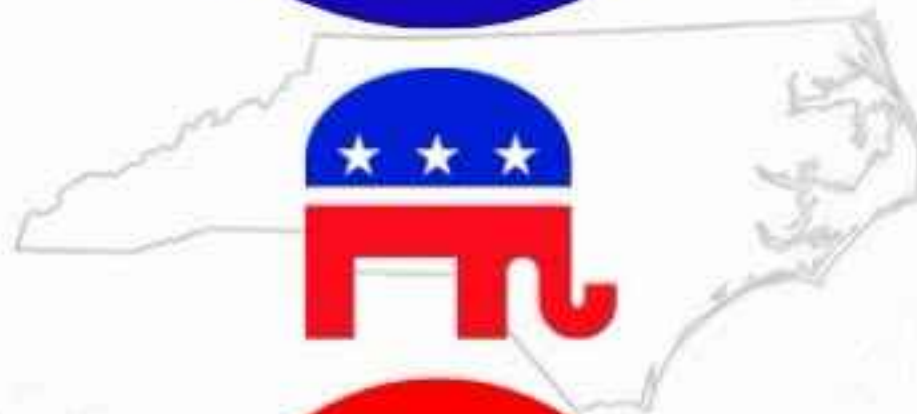
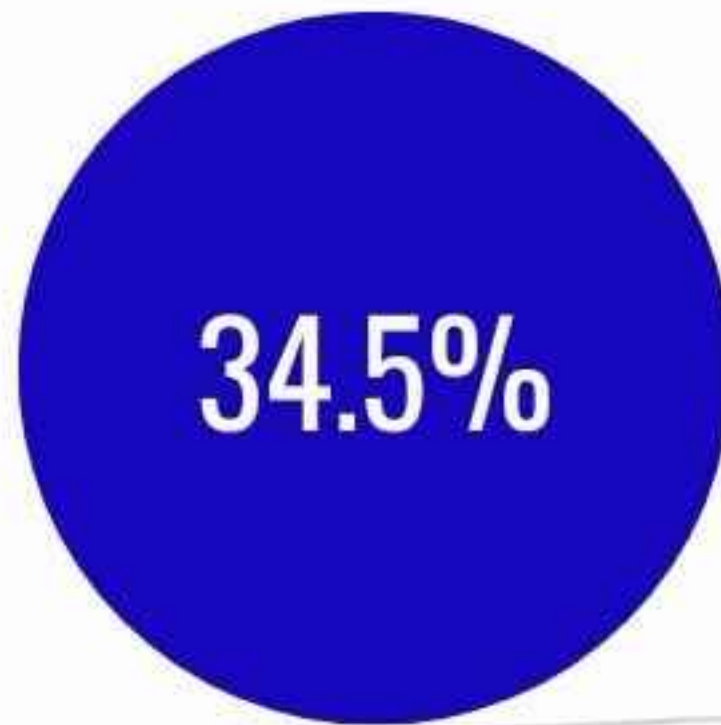
GENERAL ELECTION SENATE

NORTH CAROLINA 2026





1 What is your **political affiliation?**



Independent/Other



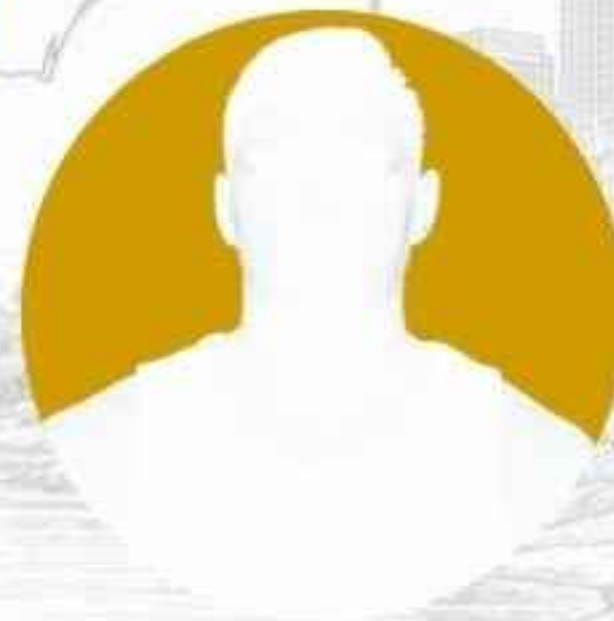


2 If the 2026 general election for U.S. Senate in **North Carolina** were held today, for whom would you vote?

Roy Cooper
52.8%



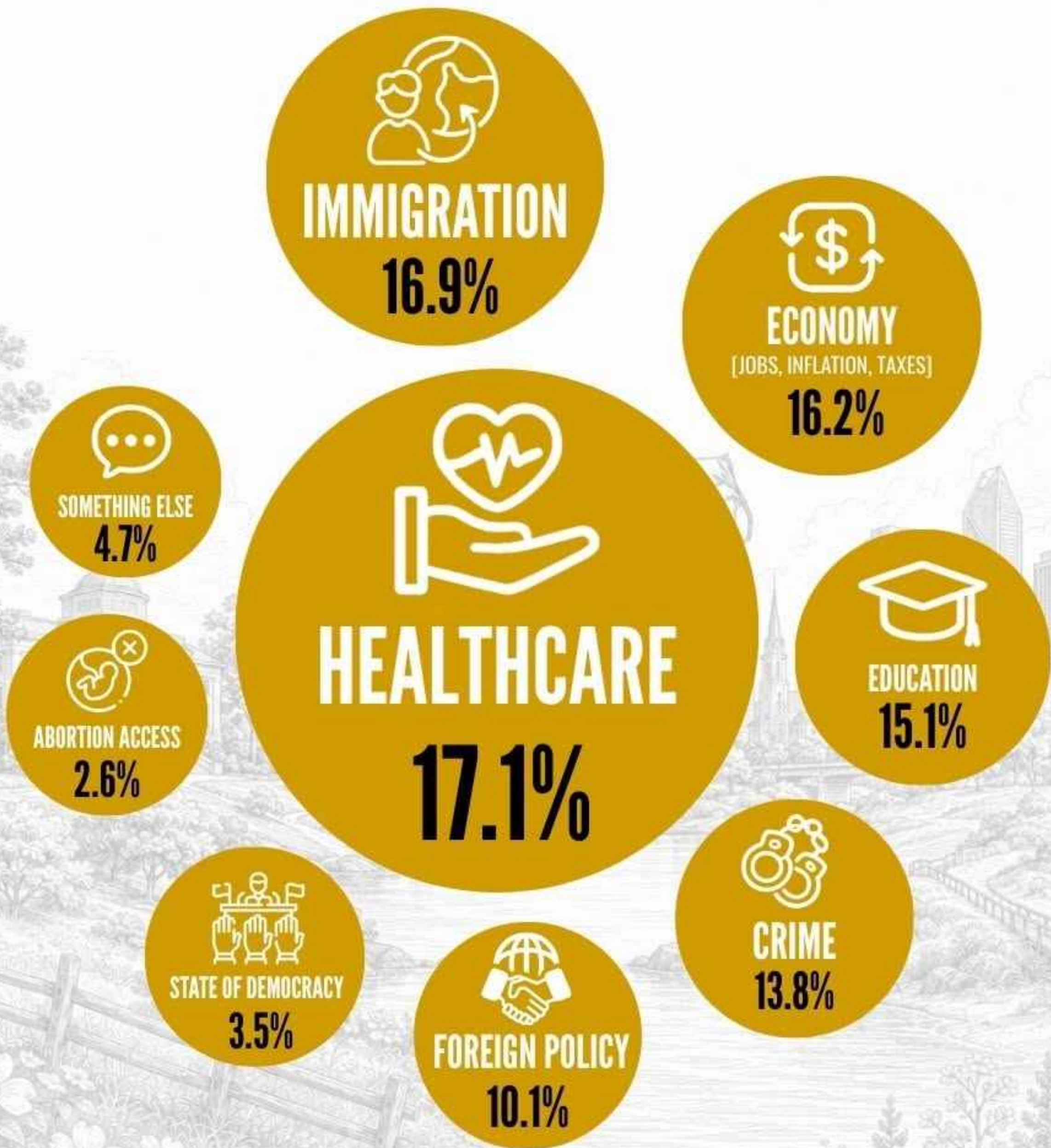
Michael Whatley
36.5%



None/Undecided
10.7%



3 What do you think is the most important issue facing North Carolina?

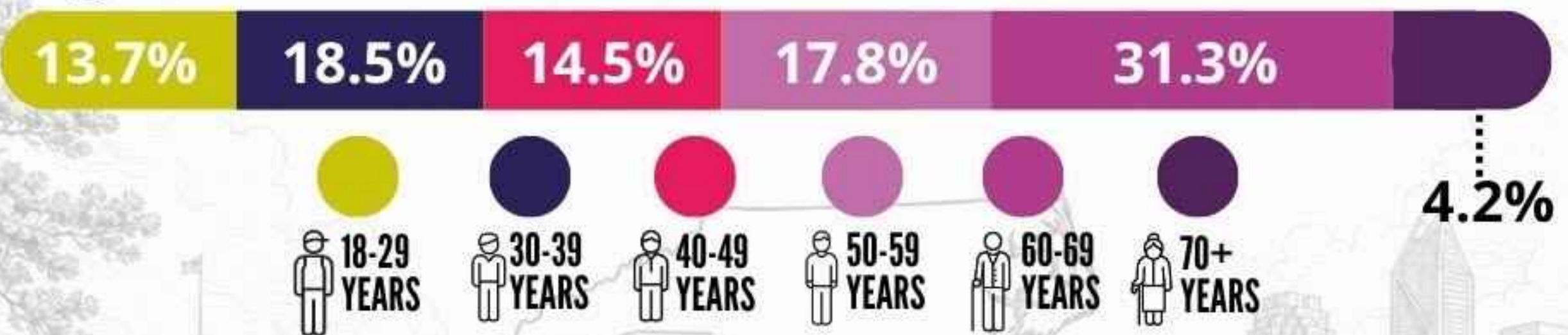




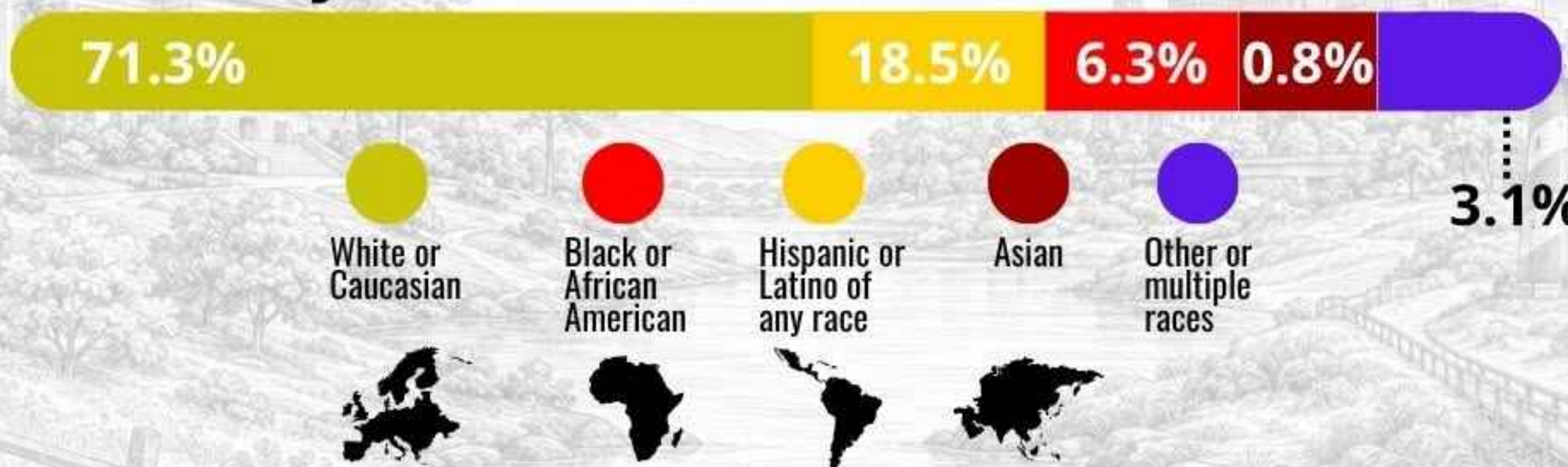
Gender



Age



Ethnicity





METHODOLOGY

The purpose of this survey is to measure electoral preferences and the political climate in the state of **North Carolina**. The survey population consisted of adults aged 18 and older residing in North Carolina who declared they met the eligibility criteria to participate in United States electoral processes.

Fieldwork was conducted between **July 18 and July 23, 2026**. During this period, participants confirmed that they were registered to vote and intended to participate in the upcoming election.

The sample consisted of **750 complete questionnaires**, selected from the general population of North Carolina using a sampling procedure structured to reflect the composition of the state's electorate. Sample selection utilized a non-probability design, balanced by relevant demographic and geographic variables including gender, age group, region, education level, and ethnicity.

This process employed Odysseus, a technological platform developed by G-Ratings by GobernArte S.C., which incorporates algorithmic models to ensure a distribution consistent with reference population parameters. Access to Odysseus is restricted to adults aged 18 and older, and respondents were additionally screened to confirm voter registration status and intention to participate in the upcoming election.

Data collection was conducted via self-administered digital questionnaires accessible on mobile devices and computers. The survey was administered in English. Quality controls were implemented during fieldwork to validate response consistency and exclude incomplete or atypical interviews.

For a sample size of 750 questionnaires, the theoretical margin of error is estimated to be between **±3.5% and ±5%**, assuming a 95% confidence level and simple random sampling. Because this study utilizes a non-probability design, this margin of error should be interpreted as an approximate statistical reference rather than an exact estimate of total study error.

The completion rate was approximately 50%, based on eligible individuals who initiated the digital questionnaire.

Compliance: North Carolina registers voters by party affiliation. G-Ratings compared the self-reported party identification of respondents against official voter registration statistics published by the North Carolina State Board of Elections. Party identification and formal registration are distinct measures and may differ.

G-Ratings adhered to current United States legislation regarding the protection, privacy, and confidentiality of personal data. All information provided by participants was treated anonymously and used exclusively for statistical research and public opinion analysis.

Transparency and Authorship: The methodological disclosure of this study is presented in accordance with the transparency principles promoted by the **American Association for Public Opinion Research (AAPOR)**. This survey was commissioned, conducted, funded, and analyzed by G-Ratings, a company incorporated in the state of Florida, USA, solely for informational purposes, having been neither commissioned nor funded by any candidate, political campaign, or political party.

