



The Associated Press-NORC
Center for Public Affairs Research

The March 2018 AP-NORC Center Poll

Conducted by The Associated Press-NORC Center for Public Affairs Research
With funding from The Associated Press and NORC at the University of Chicago

Interviews: 3/14-19/2018

1,122 adults

Margin of error: +/- 4.2 percentage points at the 95% confidence level among all adults

NOTE: All results show percentages among all respondents, unless otherwise labeled.

CUR2. Overall, do you approve or disapprove of the way Donald Trump is handling his job as president?

If don't know, skipped, or refused in CUR2

CUR3. If you had to choose, do you lean more toward approving or disapproving of the way Donald Trump is handling his job as president?

If approve in CUR2

CUR3A. Would you say you approve of the way Donald Trump is handling his job as president strongly or do you approve just somewhat?

If disapprove in CUR2

CUR3B. Would you say you disapprove of the way Donald Trump is handling his job as president strongly or do you disapprove just somewhat?

[HALF SAMPLE ASKED RESPONSE OPTIONS IN REVERSE ORDER]

AP-NORC All adults	Approve NET	Strongly approve	Somewhat approve	Lean toward approv- ing	Do not lean either way	Dis- approve NET	Lean toward disapp- roving	Some- what dis- approve	Strongly dis- approve	DK	SKP /REF
3/14-19/2018 (N=1,122)	42	20	21	*	1	58	*	14	44	-	*
2/15-19/2018 (N=1,337)	35	19	17	-	1	64	*	17	46	*	*
12/7-11/2017 (N=1,020)	32	15	17	*	*	67	*	16	51	-	*
9/28- 10/2/2017 (N=1,150)	32	20	12	*	*	67	*	17	50	*	*
6/8-11/2017 (N=1,068)	35	16	18	*	1	64	*	17	47	*	1
3/23-27/2017 (N=1,110)	42	20	22	*	*	58	*	14	43	-	1

CURY2. Overall, do you approve or disapprove of the way Donald Trump is handling...?

If Don't know, skipped, or refused in CURY2

CURYX. If you had to choose, do you lean more toward approving or disapproving of the way Donald Trump is handling ...?

[ITEMS RANDOMIZED; HALF SAMPLE ASKED RESPONSE OPTIONS IN REVERSE ORDER]

AP-NORC 3/14-19/2018	Approve NET	Approve	Lean toward approve	Don't lean either way	Disapprove NET	Lean toward disapprove	Disapprove	DK	SKP/ REF
The economy	47	46	1	1	52	*	51	*	*
Taxes	46	45	1	1	53	1	52	*	*
The federal budget deficit	35	34	1	2	62	*	62	*	*
Trade negotiations with other countries	41	40	*	1	58	*	57	*	*

N=1,122

AP-NORC 2/15-19/2018	Approve NET	Approve	Lean toward approve	Don't lean either way	Disapprove NET	Lean toward disapprove	Disapprove	DK	SKP/ REF
The economy	45	45	-	*	54	*	53	-	*

N=1,337

AP-NORC 12/7-11/2017	Approve/ lean toward approve NET	Approve	Lean toward approve	Don't lean either way	Disapprove/ lean toward disapprove NET	Lean toward disapprove	Disapprove	DK	SKP/ REF
The economy	40	40	*	1	59	*	59	*	-
Taxes	33	32	*	1	66	1	65	*	-

N=1,020

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AP-NORC 10/12-16/2017	Approve/ lean toward approve NET	Approve	Lean toward approve	Don't lean either way	Disapprove/ lean toward disapprove NET	Lean toward disapprove	Disapprove	DK	SKP/ REF
The economy	41	41	*	1	58	1	57	*	*
Taxes	39	38	1	1	59	1	58	1	*

N=1,054

AP-NORC 6/8-11/2017	Approve NET	Approve	Lean toward approve	Don't lean either way	Disapprove NET	Lean toward disapprove	Disapprove	DK	SKP/ REF
The economy	43	43	1	1	55	*	55	*	*

N=1,068

AP-NORC 3/23-27/2017	Approve NET	Approve	Lean toward approve	Don't lean either way	Disapprove NET	Lean toward disapprove	Disapprove	DK	SKP/ REF
The economy	50	49	1	1	48	1	47	-	*
Taxes	44	43	1	2	54	1	53	1	*
The federal budget deficit	43	42	1	2	54	1	53	1	*

N=1,110

TAX1. How much have you heard or read about the new tax law that was passed by Congress in December?

	AP-NORC 3/14-19/2018
A lot/Some/Only a little NET	86
A lot	15
Some	43
Only a little	28
Nothing at all	13
DON'T KNOW	1
SKIP/REFUSED	*

N=

1,122

If a lot, some, or only a little in TAX1

TAX2. Do you think the new tax law will help, hurt, or have no impact on each of the following?

[ITEMS RANDOMIZED]

AP-NORC 3/14-19/2018	Help a lot/ somewhat NET	Help a lot	Help somewhat	Have no impact	Hurt a lot/ somewhat NET	Hurt somewhat	Hurt a lot	DK	SKP/ REF
Large corporations	77	52	25	12	9	7	2	1	1
Wealthy individuals and families	73	44	29	18	8	6	2	1	*
Small businesses	53	15	38	15	31	22	9	1	*
Middle income individuals and families	42	11	32	15	41	27	14	1	*
Lower income individuals and families	39	14	25	16	44	23	22	1	*
You	36	9	28	26	36	27	10	1	1

N=977

If a lot, some, or only a little in TAX1

TAX3. What effect do you think the new tax law will have on the federal budget deficit?

	AP-NORC 3/14-19/2018
Increase it a lot/a little NET	59
Increase it a lot	29
Increase it a little	31
No effect	22
Decrease it a lot/a little NET	17
Decrease it a little	13
Decrease it a lot	4
DON'T KNOW	1
SKIP/REFUSED	*

N=

977

If a lot, some, or only a little in TAX1

TAX4. What effect has the new tax law had on your take-home pay, that is, the amount of money in your paycheck? Did it increase or decrease, stay the same, or don't you get a regular paycheck?

	AP-NORC 3/14-19/2018
Increase it a lot/a little NET	34
Increase it a lot	3
Increase it a little	31
Stay the same	29
Decrease it a lot/a little NET	10
Decrease it a little	8
Decrease it a lot	2
No paycheck	26
DON'T KNOW	*
SKIP/REFUSED	1
N=	977

TRADE1. How important should each of the following be when the United States negotiates trade agreements with other countries?

[ITEMS RANDOMIZED]

AP-NORC 3/14-19/2018	Not at all/slightly important NET	Not at all important	Slightly important	Moderately important	Very/ extremely important NET	Very important	Extremely important	DK	SKP/ REF
The effect on U.S. jobs	9	*	8	19	71	43	28	*	1
American competitiveness with other countries	12	2	10	29	57	37	19	1	1
The environmental impact	15	3	12	27	56	32	24	1	1
The effect on troubled U.S. industries	13	2	12	28	55	37	19	1	1
Keeping consumer prices low	13	2	11	32	54	35	19	*	1
Wages and working conditions in other countries	29	9	19	31	38	26	12	1	2
Profits for American corporations	26	4	22	35	37	27	10	*	1

N=1,122

TRADE2. Do you favor, oppose or neither favor nor oppose placing a tariff, that is an import tax, on steel and aluminium that is brought into the United States from other countries?

	AP-NORC 3/14-19/2018
Strongly/Somewhat favor NET	38
Strongly favor	13
Somewhat favor	25
Neither favor nor oppose	32
Strongly/Somewhat oppose NET	29
Somewhat oppose	15
Strongly oppose	14
DON'T KNOW	*
SKIP/REFUSED	1

N=

1,122

[HALF SAMPLE SHOWN TRADE3 THEN TRADE4; OTHER HALF SHOWN TRADE4 THEN TRADE3]

TRADE3. Regardless of what you personally support, do you think placing a tariff on steel and aluminium that is brought into the United States from other countries will lead to an increase in jobs, a decrease or have no effect?

	AP-NORC 3/14-19/2018
Increase a lot/somewhat NET	32
Increase a lot	5
Increase somewhat	27
Have no effect	31
Decrease a lot/somewhat NET	36
Decrease somewhat	28
Decrease a lot	7
DON'T KNOW	1
SKIP/REFUSED	1

N=

1,122

TRADE4. Regardless of what you personally support, do you think placing a tariff on steel and aluminium that is brought into the United States from other countries will lead to an increase in the price of consumer goods, a decrease or have no effect?

	AP-NORC 3/14-19/2018
Increase a lot/somewhat NET	40
Increase a lot	7
Increase somewhat	33
Have no effect	19
Decrease a lot/somewhat NET	39
Decrease somewhat	31
Decrease a lot	9
DON'T KNOW	1
SKIP/REFUSED	2

N=

1,122

PID1. Do you consider yourself a Democrat, a Republican, an independent or none of these?

	AP-NORC 3/14-19/2018
Democrat	33
Republican	27
Independent	23
None of these	16
DON'T KNOW	-
SKIP/REFUSED	2

N=

1,122

If Democrat in PID1

PIDa. Do you consider yourself a strong Democrat or a moderate Democrat?

If Republican in PID1

PIDb. Do you consider yourself a strong Republican or a moderate Republican?

If Independent, None of these, or Don't Know/Skip/Refused in PID1

PIDi. Do you lean more toward the Democrats or the Republicans?

[PID1, PIDA, PIDB, AND PIDI COMBINED]

	AP-NORC 3/14-19/2018
Democrat NET	45
Strong Democrat	13
Moderate Democrat	20
Lean Democrat	12
Independent/None – Don't lean	17
Republican NET	36
Lean Republican	10
Moderate Republican	17
Strong Republican	10
Unknown	1

N=

1,122

G11B. Generally speaking, do you consider yourself a...?

	AP-NORC 3/14-19/2018
Liberal	22
Conservative	35
Moderate	40
DON'T KNOW	1
SKIP/REFUSED	2

N=

1,122

DM5. Which one of the following best describes where you live?

	AP-NORC 3/14-19/2018
Urban area	27
Suburban area	47
Rural area	23
DON'T KNOW	*
SKIP/REFUSED	2

N= 1,122

AGE

	AP-NORC 3/14-19/2018
18-24	12
25-34	19
35-44	14
45-54	16
55-64	19
65-74	13
75+	7

N= 1,122

GENDER

	AP-NORC 3/14-19/2018
Male	48
Female	52

N= 1,122

RACE/ETHNICITY

	AP-NORC 3/14-19/2018
White	64
Black or African American	12
Hispanic	16
Other	8

N= 1,122

MARITAL STATUS

	AP-NORC 3/14-19/2018
Married	51
Widowed	5
Divorced	9
Separated	2
Never married	26
Living with partner	7
<i>N</i> =	1,122

EDUCATION

	AP-NORC 3/14-19/2018
Less than a high school diploma	11
High school graduate or equivalent	29
Some college	29
College graduate or above	31
<i>N</i> =	1,122

INCOME

	AP-NORC 3/14-19/2018
Under \$10,000	5
\$10,000 to under \$20,000	10
\$20,000 to under \$30,000	14
\$30,000 to under \$40,000	11
\$40,000 to under \$50,000	10
\$50,000 to under \$75,000	17
\$75,000 to under \$100,000	12
\$100,000 to under \$150,000	14
\$150,000 or more	8
<i>N</i> =	1,122

Study Methodology

This survey was conducted by The Associated Press-NORC Center for Public Affairs Research and with funding from The Associated Press and NORC at the University of Chicago. Data were collected using the AmeriSpeak Omnibus®, a monthly multi-client survey using NORC’s probability-based panel designed to be representative of the U.S. household population. The survey was part of a larger study that included questions about other topics not included in this report. During the initial recruitment phase of the panel, randomly selected U.S. households were sampled with a known, non-zero probability of selection from the NORC National Sample Frame and then contacted by U.S. mail, email, telephone, and field interviewers (face-to-face). The panel provides sample coverage of approximately 97% of the U.S. household population. Those excluded from the sample include people with P.O. Box only addresses, some addresses not listed in the USPS Delivery Sequence File, and some newly constructed dwellings.

Interviews for this survey were conducted between March 14 and 19, 2018, with adults age 18 and over representing the 50 states and the District of Columbia. Panel members were randomly drawn from AmeriSpeak, and 1,122 completed the survey—982 via the web and 140 via telephone. Interviews were conducted in both English and Spanish, depending on respondent preference. The final stage completion rate is 23.1 percent, the weighted household panel response rate is 33.7 percent, and the weighted household panel retention rate is 88.1 percent, for a cumulative response rate of 6.9 percent. The overall margin of sampling error is +/- 4.2 percentage points at the 95 percent confidence level, including the design effect. The margin of sampling error may be higher for subgroups.

Once the sample has been selected and fielded, and all the study data have been collected and made final, a poststratification process is used to adjust for any survey nonresponse as well as any noncoverage or under and oversampling resulting from the study specific sample design. Poststratification variables included age, gender, census division, race/ethnicity, and education. Weighting variables were obtained from the 2017 Current Population Survey. The weighted data reflect the U.S. population of adults age 18 and over.

For more information, email info@apnorc.org.

About the Associated Press-NORC Center for Public Affairs Research

The AP-NORC Center for Public Affairs Research taps into the power of social science research and the highest-quality journalism to bring key information to people across the nation and throughout the world.

- The Associated Press (AP) is the world’s essential news organization, bringing fast, unbiased news to all media platforms and formats.
- NORC at the University of Chicago is one of the oldest and most respected, independent research institutions in the world.

The two organizations have established The AP-NORC Center for Public Affairs Research to conduct, analyze, and distribute social science research in the public interest on newsworthy topics, and to use the power of journalism to tell the stories that research reveals.

The founding principles of The AP-NORC Center include a mandate to carefully preserve and protect the scientific integrity and objectivity of NORC and the journalistic independence of AP. All work conducted by the Center conforms to the highest levels of scientific integrity to prevent any real or perceived bias in the research. All of the work of the Center is subject to review by its advisory committee to help ensure it meets these standards. The Center will publicize the results of all studies and make all datasets and study documentation available to scholars and the public.