



The Associated Press-NORC
Center for Public Affairs Research

The October 2019 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: 10/24-28/2019
1,075 adults*

Margin of error: +/- 4.1 percentage points at the 95% confidence level among all adults

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

CUR1. Generally speaking, would you say things in this country are heading in the...

[HALF SAMPLE ASKED RESPONSE OPTIONS IN REVERSE ORDER]

AP-NORC All adults	Right direction	Wrong direction	DON'T KNOW	SKIPPED ON WEB/ REFUSED
10/24-28/2019 (N=1,075)	39	60	1	1
09/20-23/2019 (N=1,286)	38	60	1	1
8/15-18/2019 (N=1,059)	33	66	*	1
6/13-17/2019 (N=1,116)	36	63	*	1
5/17-20/2019 (N=1,137)	35	62	2	1
4/11-14/2019 (N=1,108)	37	62	*	*
3/14-18/2019 (N=1,063)	35	63	*	1
1/16-20/2019 (N=1,062)	28	70	1	*
12/13-16/2018 (N=1,067)	39	59	*	1
10/11-14/2018 (N=1,152)	39	60	*	1
8/16-20/2018 (N=1,055)	38	62	*	*
6/13-18/2018 (N=1,109)	40	58	1	1
4/11-16/2018 (N=1,140)	39	60	*	*
3/14-19/2018 (N=1,222)	37	62	1	1
2/15-19/2018 (N=1,337)	32	68	*	*
12/7-11/2017 (N=1,020)	30	69	1	*
9/28-10/2/2017 (N=1,150)	24	74	1	*
6/8-11/2017 (N=1,068)	34	65	2	*
3/23-27/2017 (N=1,110)	37	62	1	*

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
10/24-28/2019 (N=1,075)	42	25	17	*	1	56	*	14	42	-	1
09/20-23/2019 (N=1,286)	40	24	16	*	1	59	*	16	42	-	1
8/15-18/2019 (N=1,058)	36	21	15	*	*	62	-	16	46	*	2
6/13-17/2019 (N=1,116)	38	19	19	*	*	60	*	17	43	-	1
5/17-20/2019 (N=1,137)	38	19	18	*	1	61	1	13	47	*	1
4/11-14/2019 (N=1,108)	39	19	20	*	1	60	*	13	46	-	*
3/14-18/2019 (N=1,063)	40	22	18	*	*	58	1	15	42	-	1
1/16-20/2019	34	18	16	*	*	65	1	11	53	*	*

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(N=1,062)											
12/13-16/2018 (N=1,067)	42	21	21	*	1	56	*	14	42	-	1
10/11-14/2018 (N=1,152)	40	21	19	*	1	59	*	14	45	-	1
8/16-20/2018 (N=1,055)	38	18	20	-	1	60	1	17	43		
6/13-18/2018 (N=1,109)	41	21	20	*	1	57	*	16	42	*	*
4/11-16/2018 (N=1,140)	40	19	20	*	1	59	*	15	44	-	1
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

AA4. Overall, do you approve or disapprove of the way Congress is handling its job?

If don't know, skipped, or refused in AA4

AA5. If you had to choose, do you lean more toward approving or disapproving of the way Congress is handling its job?

If approve in AA4

AA4A. Would you say you approve of the way Congress is handling its job strongly or do you approve just somewhat?

If disapprove in AA4

AA4B. Would you say you disapprove of the way Congress is handling its job strongly or do you disapprove just somewhat?

[HALF SAMPLE ASKED RESPONSE OPTIONS IN REVERSE ORDER]

	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
AP-NORC All adults											
10/24-28/2019 (N=1,075)	27	8	19	*	1	71	1	30	40	-	1
2/15-19/2018 (N=1,337)	14	3	11	*	1	85	*	34	50	*	1
12/7-11/2017 (N=1,020)	15	2	12	*	1	84	*	31	52	*	*
9/28- 10/2/2017 (N=1,150)	18	2	16	*	*	81	*	30	51	*	*
6/8-11/2017 (N=1,068)	22	4	18	*	1	75	*	32	44	*	1
3/23-27/2017 (N=1,110)	25	5	19	*	*	74	*	30	44	*	*

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

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

Economy

AP-NORC All adults	Approve NET	Approve	Lean toward approve	Don't lean either way	Disapprove NET	Lean toward disapprove	Disapprove	DK	SKP/ REF
10/24-28/2019 (N=1,075)	-	54	-	-	-	-	44	*	*
09/20-23/2019 (N=1,286)	-	51	-	-	-	-	47	1	1
8/15-18/2019 (N=1,058)	-	46	-	-	-	-	51	1	2
6/13-17/2019 (N=1,116)	-	47	-	-	-	-	51	1	1
1/16-20/2019 (N=1,062)	-	44	-	-	-	-	55	-	1
10/11-14/2018 (N=1,152)	50	50	*	1	49	1	48	*	1
8/16-20/2018 (N=1,055)	51	51	*	*	49	*	49	*	-
3/14-19/2018 (N=1,122)	47	46	1	1	52	*	51	*	*
2/15-19/2018 (N=1,337)	45	45	-	*	54	*	53	-	*
12/7-11/2017 (N=1,020)	40	40	*	1	59	*	59	*	-
10/12-16/2017 (N=1,054)	41	41	*	1	58	1	57	*	*
9/28-10/2/2017 (N=1,150)	42	42	*	1	56	1	56	*	*
6/8-11/2017 (N=1,068)	43	43	1	1	55	*	55	*	*
3/23-27/2017 (N=1,110)	50	49	1	1	48	1	47	-	*

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Foreign policy

AP-NORC All adults	Approve NET	Approve	Lean toward approve	Don't lean either way	Disapprove NET	Lean toward disapprove	Disapprove	DK	SKP/ REF
10/24-28/2019 (N=1,075)	-	38	-	-	-	-	59	*	2
09/20-23/2019 (N=1,286)	-	39	-	-	-	-	58	2	1
8/15-18/2019 (N=1,058)	-	36	-	-	-	-	61	1	1
1/16-20/2019 (N=1,062)	-	35	-	-	-	-	63	1	2
10/11-14/2018 (N=1,152)	39	39	*	2	59	*	59	*	1
8/16-20/2018 (N=1,055)	36	36	1	*	63	1	62	*	*
2/15-19/2018 (N=1,337)	34	34	*	1	64	*	64	*	*
12/7-11/2017 (N=1,020)	30	30	*	1	69	*	68	*	-
9/28-10/2/2017 (N=1,150)	34	34	*	1	65	*	64	*	*
6/8-11/2017 (N=1,068)	35	34	*	1	63	1	63	*	*
3/23-27/2017 (N=1,110)	40	40	1	1	58	1	57	*	*

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Health care

AP-NORC All adults	Approve NET	Approve	Lean toward approve	Don't lean either way	Disapprove NET	Lean toward disapprove	Disapprove	DK	SKP/ REF
10/24-28/2019 (N=1,075)	-	43	-	-	-	-	55	*	2
8/15-18/2019 (N=1,058)	-	37	-	-	-	-	61	1	2
6/13-17/2019 (N=1,116)	-	35	-	-	-	-	62	*	2
1/16-20/2019 (N=1,062)	-	35	-	-	-	-	62	1	2
10/11-14/2018 (N=1,152)	37	36	*	1	62	*	62	*	1
8/16-20/2018 (N=1,055)	36	36	*	*	64	*	63	*	-
12/7-11/2017 (N=1,020)	30	29	*	*	70	*	70	*	-
9/28-10/2/2017 (N=1,150)	31	31	*	1	68	*	68	*	*
6/8-11/2017 (N=1,068)	32	32	*	1	66	1	65	*	*
3/23-27/2017 (N=1,110)	36	36	1	1	62	*	62	*	*

Trade negotiations with other countries

AP-NORC All adults	Approve NET	Approve	Lean toward approve	Don't lean either way	Disapprove NET	Lean toward disapprove	Disapprove	DK	SKP/ REF
10/24-28/2019 (N=XXX)	-	43	-	-	-	-	55	*	1
6/13-17/2019 (N=1,116)	-	39	-	-	-	-	59	1	2
1/16-20/2019 (N=1,062)	-	39	-	-	-	-	59	1	1
10/11-14/2018 (N=1,152)	41	40	*	*	59	1	57	*	1
8/16-20/2018 (N=1,055)	39	39	*	*	61	1	60	-	-
6/13-18/2018 (N=1,109)	43	42	1	1	55	*	55	*	1
3/14-19/2018 (N=1,122)	41	40	*	1	58	*	57	*	*

CAND1. How much attention have you paid to the 2020 presidential campaign so far?

	AP-NORC 10/24-28/2019	AP-NORC 6/13-17/2019	AP-NORC ¹ 9/15-18/2016	AP-NORC ¹ 11/12-17/2015
No attention at all	6	13	3	14
Not much	20	27	11	25
Some	37	34	27	36
A good deal	24	15	33	18
A lot	13	11	26	6
DON'T KNOW	*	-	-	-
SKIPPED ON WEB/REFUSED	*	1	*	*

N=1,075

¹ Question asked about the 2016 election.

CAND2. For each of the following, please say if the word does or does not describe how you feel about the 2020 presidential campaign.

[ITEMS RANDOMIZED]

AP-NORC 10/24-28/2019	Does describe	Does <u>not</u> describe	DK	SKP/ REF
Excited	30	66	1	3
Interested	73	24	-	3
Frustrated	54	43	1	2
Anxious	53	45	*	2

N = 1,075

AP-NORC 6/13-17/2019	Does describe	Does <u>not</u> describe	DK	SKP/ REF
Excited	27	72	*	1
Interested	66	33	*	1
Frustrated	42	57	*	1
Anxious	44	55	*	1

N = 1,116

AP-NORC ² 9/15-18/2016	Does describe	Does <u>not</u> describe	DK	SKP/ REF
Excited	25	73	*	2
Interested	69	30	*	1
Frustrated	75	24	-	1

N = 1,022

² Question asked about the 2016 election

DJT1. Since Donald Trump took office, would you say you pay more attention to politics, less attention to politics, or about the same amount of attention as you did before?

[FIRST TWO OPTIONS RANDOMIZED]

	AP-NORC 10/24-28/2019
More attention	42
Less attention	15
About the same	43
DON'T KNOW	-
SKIPPED ON WEB/REFUSED	1

N=

1,075

DJT2. Please indicate how well each of the following words or phrases describes Donald Trump.

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

AP-NORC 10/24-28/2019	Extremely /very well NET	Extremely well	Very well	Moderately well	Not very well/Not well at all NET	Not very well	Not well at all	DK	SKP/ REF
Honest	24	12	11	19	56	15	41	*	1
Disciplined	19	8	12	18	61	18	43	*	2
Strong leader	33	17	16	18	46	13	34	*	2
Stands up for what he believes	54	31	24	18	26	8	18	*	1

N=1,075

AP-NORC 9/28-10/2/2017	Extremely /very well NET	Extremely well	Very well	Moderately well	Not very well/Not well at all NET	Not very well	Not well at all	DK	SKP/ REF
Honest	23	12	12	18	58	14	45	*	*
Level-headed	16	7	9	15	69	18	51	*	*
Strong leader	26	14	13	18	55	14	41	*	*

N=1,150

DJT3. Do you think that the things Donald Trump is doing as president of the United States have been good, bad, or neither good nor bad for each of the following?

[ITEMS RANDOMIZED]

AP-NORC 10/24-28/2019	Very/Some- what good NET	Very good	Somewhat good	Neither good nor bad	Somewhat /Very bad NET	Somewhat bad	Very bad	DK	SKP/ REF
Strengthening the U.S. economy	48	30	18	21	30	12	17	*	2
Reducing the amount of corruption in federal government	32	15	17	21	45	10	34	1	1
Promoting U.S. standing in the world	39	21	18	13	46	12	34	*	2
Reducing the threat of terrorism around the world	37	19	18	19	42	14	28	*	2

N=1,075

DJT4. How much respect do you think Donald Trump has for this country's democratic institutions and traditions? Would you say...

	AP-NORC 10/24-28/2019	AP-NORC 6/8-11/2017
A great deal/a fair amount NET	38	34
A great deal	18	13
A fair amount	20	21
Not too much/none at all NET	61	65
Not too much	26	30
None at all	35	35
DON'T KNOW	*	*
SKIP/REFUSED	1	1

N=

1,075

1,068

DJT5. For each of the following, please say if the word does or does not describe how Donald Trump makes you feel.

[ITEMS RANDOMIZED]

AP-NORC 10/24-28/2019	Does describe	Does <u>not</u> describe	DK	SKP/ REF
Excited	28	70	*	2
Proud	32	66	-	2
Angry	46	52	*	2
Overwhelmed	40	58	*	2

N = 1,075

FP1. In general, do you think the United States uses its military force in foreign conflicts too often, not often enough, or about the right amount?

[FIRST TWO OPTIONS RANDOMIZED]

	AP-NORC 10/24-28/2019
Too often	48
Not often enough	9
About the right amount	42
DON'T KNOW	*
SKIPPED ON WEB/REFUSED	1

N=

1,075

DST. As you may know, daylight saving time is the practice of setting clocks one hour later in the summer, so that the sun rises and sets one hour later than it would during standard time. During standard time, the sun rises and sets one hour earlier than during daylight saving time. Would you prefer to use daylight saving time all year round, standard time all year round, or switch back and forth between them?

	AP-NORC 10/24-28/2019
Daylight Saving all year	31
Standard Time all year	40
Switch back and forth	28
DON'T KNOW	*
SKIPPED ON WEB/REFUSED	1

N=

1,075

HALL1. How safe do you think it is for children to go trick or treating by themselves on Halloween? Do you think it is very safe, somewhat safe, somewhat unsafe or very unsafe?

	AP-NORC 10/24-28/2019
Very/Somewhat safe NET	29
Very safe	4
Somewhat safe	25
Somewhat/Very unsafe NET	70
Somewhat unsafe	36
Very unsafe	34
DON'T KNOW	*
SKIP/REFUSED	1

N=

1,075

HALL2. Please indicate whether you plan to do each of the following to celebrate Halloween, or not?

Please select all that apply.

	AP-NORC 10/24-28/2019
Wear a costume	25
Dress your children in costumes	22
Display Halloween decorations in your home or yard	36
Take children trick or treating	25
Attend a Halloween party	25
Pass out candy to children trick-o-treating at your house	42
Pass out healthy snacks instead of candy to children trick-or-treating at your house	7
Carve a pumpkin	28
Watch a scary movie	32
Dress up a pet in costume	11
None of the above	24
DON'T KNOW	-
SKIP/REFUSED	1

N=

1,075

FAV. For each of the following individuals, please indicate if you have an unfavorable or favorable impression of that person. If you don't know enough about the person to have an opinion, you can say that too.

[GRID ITEM RANDOMIZED]

AP-NORC 10/24-28/2019	Very/Some what unfavorable NET	Very unfavorable	Some- what unfav orable	Somewhat /Very favorable NET	Some- what favo rable	Very favorable	Don't know enough to say	SKP/ REF
Donald Trump	55	46	9	40	12	28	3	1
Mike Pence	43	29	14	37	17	20	18	2
Nancy Pelosi	45	35	10	37	22	16	16	2
Bernie Sanders	41	27	14	47	28	19	10	3
Joe Biden	42	23	19	44	30	15	11	2
Elizabeth Warren	37	24	13	38	24	14	24	2
Kamala Harris	35	23	13	30	23	8	32	2
Pete Buttigieg	24	14	10	27	15	12	47	2
Mitch McConnell	39	26	13	21	16	5	38	2

N=1,075

IMPEACH1. Do you approve or disapprove, or neither approve nor disapprove of the impeachment inquiry into Donald Trump by the House of Representatives?

	AP-NORC 10/24-28/2019
Strongly/Somewhat approve NET	47
Strongly approve	37
Somewhat approve	10
Neither approve nor disapprove	13
Somewhat/Strongly disapprove NET	38
Somewhat disapprove	7
Strongly disapprove	31
DON'T KNOW	*
SKIP/REFUSED	*

N=

1,075

IMPEACH2. Thinking about the things Congress should work on, how much of a priority do you think the impeachment inquiry should be right now?

	AP-NORC 10/24-28/2019
A top priority	33
An important but lower priority	19
Not an important priority	16
Should not be done at all	31
DON'T KNOW	*
SKIP/REFUSED	2
<i>N=</i>	<i>1,075</i>

IMPEACH3. When it comes to Donald Trump's interactions with the president of Ukraine, do you think Trump has done something illegal, or he has done something unethical, but not illegal, or do you think he has not done anything wrong?

	AP-NORC 10/24-28/2019
Has done something illegal	38
Has done something unethical but not illegal	29
Has not done anything wrong	30
DON'T KNOW	1
SKIP/REFUSED	2
<i>N=</i>	<i>1,075</i>

IMPEACH4. Regardless of whether you support the inquiry itself, do you think the Trump administration is cooperating too much, too little, or about the right amount with the House of Representatives on the impeachment inquiry?

[FIRST TWO OPTIONS RANDOMIZED]

	AP-NORC 10/24-28/2019
Too much	13
Too little	49
About the right amount	35
DON'T KNOW	1
SKIP/REFUSED	2
<i>N=</i>	<i>1,075</i>

IMPEACH5. Regardless of whether you support the inquiry itself, do you think the House of Representatives is acting mainly in good faith on its responsibility to investigate the executive branch or is it acting mainly on a political motivation to challenge Trump's presidency?

[RESPONSE OPTIONS RANDOMIZED]

	AP-NORC 10/24-28/2019
Mainly in good faith on its responsibility to investigate the executive branch	43
Mainly on a political motivation to challenge Trump's presidency	53
DON'T KNOW	1
SKIP/REFUSED	2
<i>N=</i>	<i>1,075</i>

IMPEACH6. Do you think it was appropriate or inappropriate for Joe Biden’s son, Hunter Biden, to serve on the board of a Ukrainian energy company while his father was vice president?

	AP-NORC 10/24-28/2019
Appropriate	27
Inappropriate	69
DON'T KNOW	2
SKIP/REFUSED	2
<i>N=</i>	<i>1,075</i>

IMPEACH7. In general, how well would you say you understand the impeachment process?

	AP-NORC 10/24-28/2019
Extremely/Very well NET	29
Extremely well	11
Very well	18
Moderately well	43
Not too well/Not well at all NET	27
Not too well	22
Not well at all	5
DON'T KNOW	*
SKIP/REFUSED	1
<i>N=</i>	<i>1,075</i>

FP2. Do you approve, disapprove or neither approve nor disapprove of the decision to remove most U.S. troops from Syria?

	AP-NORC 10/24-28/2019
Strongly/Somewhat approve NET	38
Strongly approve	16
Somewhat approve	21
Neither approve nor disapprove	26
Somewhat/Strongly disapprove NET	34
Somewhat disapprove	17
Strongly disapprove	17
DON'T KNOW	1
SKIP/REFUSED	2
<i>N=</i>	<i>1,075</i>

FP3. Regardless of whether you approve of the decision to remove most troops from Syria, how concerned are you that it will lead to instability in the region?

	AP-NORC 10/24-28/2019
Extremely/Very concerned NET	39
Extremely concerned	16
Very concerned	23
Moderately concerned	35
Not too concerned/Not at all concerned NET	24
Not too concerned	16
Not at all concerned	8
DON'T KNOW	*
SKIP/REFUSED	2
<i>N=</i>	<i>1,075</i>

FP4. Overall, would you say the U.S. military campaign against Islamic militants in Syria has been worth fighting or not worth fighting?

	AP-NORC 10/24-28/2019
Worth fighting	60
Not worth fighting	37
DON'T KNOW	1
SKIP/REFUSED	2
<i>N=</i>	<i>1,075</i>

C10. Now, think about all of the shopping you do. When making purchasing decisions to buy an item online or in-store, how important are each of the following factors?

[GRID ITEM RANDOMIZED]

AP-NORC 10/24-28/2019	Not at all/Not very important NET	Not at all important	Not very important	Moderately important	Very/Extremely important NET	Very important	Extremely important	DK	SKP/ REF
The product's price	2	1	1	18	78	40	39	-	2
The product is high quality	4	1	3	23	71	45	25	-	2
The product meets fair trade standards	28	8	20	39	30	22	8	*	3
The product is made with environmentally friendly materials	24	8	17	44	30	21	9	-	2
The product is made in the United States	30	11	19	35	33	20	13	*	2
I need the product	3	1	2	22	74	38	36	*	2
The product is popular or trendy	66	35	31	24	8	6	2	-	2
The product is on sale	8	2	6	39	50	32	18	-	2

N=1,018

C17. How much responsibility do you think a company has to take a stand on important social and political issues?

	AP-NORC 10/24-28/2019
A great deal/A lot NET	32
A great deal	13
A lot	19
Some	36
Not much/None at all NET	30
Not much	16
None at all	15
DON'T KNOW	*
SKIP/REFUSED	2

N=

1,018

C21. Would you say each of the following is a major reason, a minor reason, or not a reason you choose to buy a specific brand?

[GRID ITEM RANDOMIZED]

AP-NORC 10/24-28/2019	Major reason	Minor reason	Not a reason at all	DK	SKP/ REF
It has a reputation for being authentic	48	33	18	*	2
It rewards customer loyalty through promotions or rewards programs	34	44	20	*	2
It supports charitable causes you believe in	23	45	30	*	2
It has good customer service	67	24	8	-	1
It has been around for a long time	30	50	18	*	2
It is popular or trendy	10	35	53	*	2
It is environmentally conscious	30	51	18	*	2
It values diversity	24	44	30	*	2
It shares your political beliefs	14	36	49	-	2
It engages in volunteer activities	14	44	39	*	2
It pays its employees a fair wage	40	38	20	*	2

N=1,018

C23. How likely would you be to stop purchasing from a brand if it did each of the following?

[GRID ITEM RANDOMIZED]

AP-NORC 10/24-28/2019	Extremely/ Somewhat likely NET	Extremely likely	Some- what likely	Some- what likely	Not very/Not at all likely NET	Not very likely	Not at all likely	DK	SKP/ REF
Made an insensitive statement	31	14	17	34	33	21	12	1	2
Raised prices	47	17	30	39	13	11	2	*	1
Recalled one of its products due to safety concerns	30	14	15	32	37	27	9	*	2
Ended a customer loyalty program	23	8	15	34	41	28	13	*	1
Gave you poor customer service	72	43	29	15	10	6	4	1	2
Took a political stand that you disagree with	33	15	18	28	37	22	15	1	2
Engaged in practices that had a harmful impact on the environment	54	26	28	29	15	10	5	*	2
Had a data breach of customers' personal information	55	30	25	28	16	11	4	1	1
Treated employees poorly	58	30	28	27	13	7	5	*	2

N=1,018

PID. Combines PID1, PIDI, PIDA, and PIDB.

	AP-NORC 10/24-28/2019
Democrat NET	44
Strong Democrat	14
Moderate Democrat	16
Lean Democrat	14
Independent/None – Don't lean	19
Republican NET	37
Lean Republican	11
Moderate Republican	14
Strong Republican	13
<i>N=</i>	<i>1,075</i>

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

	AP-NORC 10/24-28/2019
Liberal	20
Conservative	47
Moderate	30
DON'T KNOW	1
SKIPPED ON WEB/REFUSED	2
<i>N=</i>	<i>1,075</i>

DM5. How would you describe the community you live in now?

	AP-NORC 10/24-28/2019
Urban	24
Suburban	41
Rural	34
DON'T KNOW	*
SKIPPED ON WEB/REFUSED	1
<i>N=</i>	<i>1,075</i>

The October 2019 AP-NORC Poll

AGE

	AP-NORC 10/24-28/2019
18-24	12
25-34	19
35-44	16
45-54	15
55-64	17
65-74	14
75+	7
<i>N=</i>	<i>1,075</i>

GENDER

	AP-NORC 10/24-28/2019
Male	48
Female	52
<i>N=</i>	<i>1,075</i>

RACE/ETHNICITY

	AP-NORC 10/24-28/2019
White	63
Black or African American	12
Hispanic	16
Other	9
<i>N=</i>	<i>1,075</i>

MARITAL STATUS

	AP-NORC 10/24-28/2019
Married	47
Widowed	6
Divorced	9
Separated	1
Never married	26
Living with partner	10
<i>N=</i>	<i>1,075</i>

EMPLOYMENT STATUS

	AP-NORC 10/24-28/2019
Employed	60
Not employed	40
<i>N=</i>	<i>1,075</i>

EDUCATION

	AP-NORC 10/24-28/2019
Less than a high school diploma	11
High school graduate or equivalent	28
Some college	28
College graduate or above	33
<i>N=</i>	<i>1,075</i>

INCOME

	AP-NORC 10/24-28/2019
Under \$10,000	5
\$10,000 to under \$20,000	9
\$20,000 to under \$30,000	15
\$30,000 to under \$40,000	11
\$40,000 to under \$50,000	7
\$50,000 to under \$75,000	18
\$75,000 to under \$100,000	15
\$100,000 to under \$150,000	12
\$150,000 or more	9

N=

1,075

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 percent 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 October 24 and 28, 2019, with adults age 18 and over representing the 50 states and the District of Columbia. Panel members were randomly drawn from AmeriSpeak, and 1,075 completed the survey—970 via the web and 105 via telephone. Interviews were conducted in both English and Spanish, depending on respondent preference. The final stage completion rate is 18 percent, the weighted household panel response rate is 24.1 percent, and the weighted household panel retention rate is 85.6 percent, for a cumulative response rate of 3.7 percent. The overall margin of sampling error is +/-4.1 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 2018 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.