

The July 2024 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: 7/11-15/2024 1,253 adults

Margin of sampling error: +/- 3.8 percentage points at the 95% confidence level among all adults

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

0FAV. 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 ITEMS RANDOMIZED]

AP-NORC		Very/ somewhat unfavorable NET	Very unfavorable	Somewhat unfavorable	Very/ somewhat favorable NET	Somewhat favorable	Very favorable	Don't know enough to say	SKP / REF
Joe Biden	07/11-15/2024 (N=1,253)	58	41	17	38	22	16	3	*
	06/20-24/2024 (N=1,088)	57	40	17	39	23	17	3	1
	06/7-10/2024 (N=1,115)	57	40	17	40	25	15	2	1
	02/22-26/2024 (N=1,102)	56	38	18	41	23	18	3	*
	01/25-29/2024 (N=1,152)	57	38	19	40	24	16	3	*
	11/30- 12/4/2023 (N=1,074)	54	39	16	42	25	17	2	1
	10/5-9/2023 (N=1,163)	54	37	16	42	27	15	4	1
	08/10-14/2023 (N=1,165)	52	37	16	44	27	18	3	*
	06/22-26/2023 (N=1,220)	53	34	19	44	26	17	3	*
	04/13-17/2023 (N=1,230)	51	35	16	45	29	16	3	1
	01/26-30/2023 (N=1,068)	53	36	17	43	26	17	3	1
	10/06-10/2022 (N=1,121)	50	34	16	45	27	18	5	1
	1/13-18/2022 (N= 1,161)	50	32	17	47	27	20	3	*
	7/15-19/2021 (N=1,308)	41	26	16	56	28	28	2	1
	1/28-2/1/2021 (N=1,055)	39	26	13	57	21	36	4	*
	02/13-16/2020 (N=1,074)	48	27	21	41	29	11	11	*
	10/24-28/2019 (N=1,075)	42	23	19	44	30	15	11	2

AP-NORC		Very/ somewhat unfavorable NET	Very unfavorable	Somewhat unfavorable	Very/ somewhat favorable NET	Somewhat favorable	Very favorable	Don't know enough to say	SKP / REF
Donald Trump	07/11-15/2024 (N=1,253)	59	49	11	37	16	21	3	1
	06/20-24/2024 (N=1,088)	59	46	12	38	20	18	3	1
	6/7-10/2024 (N=1,115)	56	47	9	40	16	25	3	1
	02/22-26/2024 (N=1,102)	58	46	12	38	16	22	4	*
	01/25-29/2024 (N=1,152)	61	50	12	36	18	18	2	*
	11/30- 12/4/2023 (N=1,074)	60	50	11	36	14	22	2	2
	10/5-9/2023 (N=1,163)	58	47	10	37	18	20	5	1
	08/10-14/2023 (N=1,165)	62	51	11	35	16	19	3	*
	06/22-26/2023 (N=1,220)	63	50	13	33	19	14	4	*
	04/13-17/2023 (N=1,230)	63	52	11	34	17	17	3	1
	01/26-30/2023 (N=1,068)	62	50	13	35	21	14	2	*
	10/06-10/2022 (N=1,121)	61	49	12	35	17	18	4	*
	1/13-18/2022 (N=1,161)	63	51	12	34	18	16	3	-
	7/15-19/2021 (N=1,308)	60	50	10	37	17	20	2	1
	1/28-2/1/2021 (N=1,055)	61	48	12	36	18	19	3	*
	02/13-16/2020 (N=1,074)	53	42	11	43	17	26	4	*
	10/24-28/2019 (N=1,075)	55	46	9	40	12	28	3	1
Gretchen Whitmer	07/11-15/2024 (N=1,253)	22	14	7	24	13	10	54	1
Gavin Newsom	07/11-15/2024 (N=1,253)	32	24	8	26	17	9	41	1

AP-NORC		Very/ somewhat unfavorable NET	Very unfavorable	Somewhat unfavorable	Very/ somewhat favorable NET	Somewhat favorable	Very favorable	Don't know enough to say	SKP / REF
Kamala Harris	07/11-15/2024 (N=1,253)	48	33	15	43	24	19	9	*
	6/7-10/2024 (N=1,115)	49	34	15	39	25	14	12	1
	02/22-26/2024 (N=1,102)	51	33	17	38	24	14	11	1
	06/22-26/2023 (N=1,220)	50	35	15	37	25	12	12	1
	01/26-30/2023 (N=1,068)	53	36	18	36	24	12	10	*
	10/06-10/2022 (N=1,121)	49	35	14	37	22	15	13	1
	1/13-18/2022 (N=1,161)	45	32	13	43	27	16	12	*
	7/15-19/2021 (N=1,308)	42	29	13	50	28	22	8	*
	1/28-2/1/2021 (N=1,055)	39	27	12	51	19	32	10	*
	10/24-28/2019 (N=1,075)	35	23	13	30	23	8	32	2
Marco Rubio	07/11-15/2024 (N=1,253)	38	21	17	29	21	9	32	1
JD Vance	07/11-15/2024 (N=1,253)	22	14	8	17	10	7	60	1
Robert F. Kennedy,	07/11-15/2024 (N=1,253)	40	20	20	37	28	9	22	1
Jr.	6/7-10/2024 (N=1,115)	36	20	16	37	27	11	26	1
	02/22-26/2024 (N=1,102)	29	17	12	41	30	11	29	*
	11/30- 12/4/2023 (N=1,074)	33	19	14	38	29	9	28	1
	10/5-9/2023 (N=1,163)	29	18	11	39	29	9	32	*

NOMINEE. How satisfied are you that each of the following individuals is their party's likely nominee for president?

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

		Very/			Neither	Very/			
4.5		somewhat		C h l	satisfied	somewhat	6	M	CIVD /
AP-		satisfied	Very	Somewhat	nor	dissatisfied	Somewhat	Very	SKP/
NORC		NET	satisfied	satisfied	dissatisfied	NET	dissatisfied	dissatisfied	REF
Joe	07/11-								
Biden	15/2024	22	12	11	15	62	19	43	*
	(N=1,253)								
	06/20-								
	24/2024	24	10	15	19	56	17	39	*
	(N=1,088)								
	11/30-								
	12/4/2023	27	12	16	16	56	17	39	1
	(N=1,074)								
Donald	07/11-								
Trump	15/2024	32	19	13	11	57	7	49	*
	(N=1,253)								
	06/20-								
	24/2024	30	18	12	15	55	8	46	1
	(N=1,088)								
	11/30-								
	12/4/2023	31	20	11	10	58	7	51	1
	(N=1,074) ¹								

¹ Question read: "How satisfied would you be if each of the following individuals is their party's nominee for president in 2024?"

JRB8. How confident are you that each of the following has the mental capability to serve effectively as president?

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

		Extremely/								
		very				Not very/				
		confident	Extremely	Very	Somewhat	not at all	Not very	Not at all		SKP
AP-NORC		NET	confident	confident	confident	confident	confident	confident	DK	/REF
Joe Biden	07/11-15/2024	14	5	9	15	70	20	50	_	1
	(N=1,253)	14	3	9	13	70	20	30	_	1
	02/22-26/2024	20	8	11	17	63	20	44	*	*
	(N=1,102)	20	8	11	17	03	20	77		
Donald	07/11-15/2024	30	17	13	18	51	14	38	_	1
Trump	(N=1,253)	30	17	13	10	31	14	30	_	1
	02/22-26/2024	28	18	10	15	57	14	43	_	*
	(N=1,102)	20	10	10	13	37	14	43	-	

JRB5. Please indicate whether you think each word or phrase better describes Joe Biden, better describes Donald Trump, describes both equally, or doesn't describe either one.

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

AP-NORC					DON'T	SKIPPED/
07/11-15/2024	Biden	Trump	Both equally	Neither	KNOW	REFUSED
Honest	40	21	5	33	*	1
Capable of winning the 2024 election	18	42	26	13	*	1
Has the right vision for the country	35	34	5	26	*	*
Capable of handling a crisis	28	38	9	24	*	1

N=1,253

RUN. Which comes closer to your view about each of the following?

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

AP-NORC	He should continue running	He should withdraw and allow his	DON'T	SKIPPED/
07/11-15/2024	for president	party to select a different candidate	KNOW	REFUSED
Joe Biden	28	70	*	1
Donald Trump	41	57	*	1

N=1,253

RUN2. Do you think each of the following people would make a good president, or not? If you don't know enough about the person to have an opinion, you can say that too.

[GRID ITEMS RANDOMIZED]

AP-NORC	Would make a good	Would not make a good	Don't know	SKIPPED/
07/11-15/2024	president	president	enough to say	REFUSED
Kamala Harris	30	49	20	1
Gavin Newsom	17	31	51	1
Gretchen Whitmer	15	21	64	1

N=1,253

PID1. Do you consider yourself a Democrat, a Republican, an Independent or none of these? *If Democrat:*

PIDA. Do you consider yourself a strong or not so strong Democrat? *If Republican:*

PIDB. Do you consider yourself a strong or not so strong Republican? If independent, none of these, don't know, skipped, or refused:

PIDI. Do you lean more toward the Democrats or the Republicans? Combines PID1, PIDI, PIDA, and PIDB.

	AP-NORC
	07/11-15/2024
Democrat NET	44
Strong Democrat	15
Not so strong Democrat	17
Lean Democrat	11
Independent/None – Don't lean	19
Republican NET	37
Lean Republican	10
Not so strong Republican	13
Strong Republican	14
N=	1,253

REG. Are you currently registered to vote at your address, or not?

	AP-NORC
	07/11-15/2024
Yes	86
No	14
DON'T KNOW	*
SKIPPED/REFUSED	1
N=	1 253

1,253

AGE

	AP-NORC
	07/11-15/2024
18-29	20
30-44	26
45-59	23
60+	31

N= 1,253

GENDER

	AP-NORC
	07/11-15/2024
Male	49
Female	51
Λ/-	1 252

N= 1,253

RACE/ETHNICITY

	AP-NORC
	07/11-15/2024
White, non-Hispanic	61
Black or African American	12
Hispanic	18
Other	9
۸/_	1 252

N= 1,253

MARITAL STATUS

	AP-NORC
	07/11-15/2024
Married	48
Not married	52
A /	4.353

N= 1,253

EMPLOYMENT STATUS

	AP-NORC	
	07/11-15/2024	
Employed	61	
Not employed	39	
N=	1.253	

EDUCATION

	AP-NORC
	07/11-15/2024
Less than a high school diploma	9
High school graduate or equivalent	29
Some college	27
College graduate or above	19
Post grad study/professional degree	17

N= 1,253

CENSUS REGION

	AP-NORC
	07/11-15/2024
Northeast NET	17
New England	5
Mid-Atlantic	13
Midwest NET	20
East North Central	14
West North Central	6
South NET	39
South Atlantic	21
East South Central	6
West South Central	12
West NET	24
Mountain	8
Pacific	16
South Atlantic East South Central West South Central West NET Mountain	21 6 12 24 8

N= 1,253

HOME OWNERSHIP

	AP-NORC 07/11-15/2024
Owned or being bought by you or	
someone in your household	67
Rented for cash	31
Occupied without payment of cash rent	3

N= 1,253

INCOME

AP-NORC 07/11-15/2024 Under \$10,000 6 \$10,000 to under \$20,000 6 \$20,000 to under \$30,000 14 \$30,000 to under \$40,000 8 \$40,000 to under \$50,000 8		1
Under \$10,000 6 \$10,000 to under \$20,000 6 \$20,000 to under \$30,000 14 \$30,000 to under \$40,000 8 \$40,000 to under \$50,000 8		AP-NORC
\$10,000 to under \$20,000 6 \$20,000 to under \$30,000 14 \$30,000 to under \$40,000 8 \$40,000 to under \$50,000 8		07/11-15/2024
\$20,000 to under \$30,000 14 \$30,000 to under \$40,000 8 \$40,000 to under \$50,000 8	Under \$10,000	6
\$30,000 to under \$40,000 8 \$40,000 to under \$50,000 8	\$10,000 to under \$20,000	6
\$40,000 to under \$50,000 8	\$20,000 to under \$30,000	14
	\$30,000 to under \$40,000	8
450,000 1 475,000	\$40,000 to under \$50,000	8
\$50,000 to under \$75,000 17	\$50,000 to under \$75,000	17
\$75,000 to under \$100,000 13	\$75,000 to under \$100,000	13
\$100,000 to under \$150,000 14	\$100,000 to under \$150,000	14
\$150,000 or more 13	\$150,000 or more	13

N= 1,253

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 bi-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 July 11-15, 2024, with adults aged 18 and over representing the 50 states and the District of Columbia. Panel members were randomly drawn from AmeriSpeak, and 1,253 completed the survey—1,216 via the web and 37 by telephone. Panel members were invited by email or by phone from an NORC telephone interviewer. Interviews were conducted in both English and Spanish, depending on respondent preference. Respondents were offered a small monetary incentive for completing the survey.

The final stage completion rate is 15.8%, the weighted household panel response rate is 22.3%, and the weighted household panel retention rate is 78.8%, for a cumulative response rate of 2.8%.

The overall margin of sampling error is +/- 3.8 percentage points at the 95 percent confidence level, including the design effect. The margin of sampling error may be higher for subgroups. For example, the margin of sampling error is +/- 5.8 percentage points for Democrats and +/- 6.1 percentage points for Republicans.

Sampling error is only one of many potential sources of error and there may be other unmeasured error in this or any other survey.

Quality assurance checks were conducted to ensure data quality. In total, 69 interviews were removed for nonresponse to at least 50% of the questions asked of them, for completing the survey in less than one-third the median interview time for the full sample, or for straight-lining all grid questions asked of them. These interviews were excluded from the data file prior to weighting.

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 2023 Current Population Survey. The weighted data reflect the U.S. population of adults age 18 and over.

The sample is also weighted to match the average of self-identified party identification in the previous two waves of the AmeriSpeak Omnibus survey and this current survey.

Complete questions and results are available at: apnorc.org.

Additional information on the AmeriSpeak Panel methodology is available at: https://amerispeak.norc.org/about-amerispeak/Pages/Panel-Design.aspx.

For more information, email info@apnorc.org.

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- NORC at the University of Chicago is one of the oldest objective and nonpartisan research institutions in the world. www.norc.org

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. Learn more at www.apnorc.org.