



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]

J.D. Vance

	AP-NORC 07/11-15/2024
Very/somewhat unfavorable NET	22
Very unfavorable	14
Somewhat unfavorable	8
Very/somewhat favorable NET	17
Somewhat favorable	10
Very favorable	7
Don't know enough to say	60
SKIPPED/REFUSED	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

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

N= 1,253

RACE/ETHNICITY

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

N= 1,253

MARITAL STATUS

	AP-NORC 07/11-15/2024
Married	48
Not married	52
<i>N=</i>	<i>1,253</i>

EMPLOYMENT STATUS

	AP-NORC 07/11-15/2024
Employed	61
Not employed	39
<i>N=</i>	<i>1,253</i>

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
<i>N=</i>	<i>1,253</i>

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
<i>N=</i>	<i>1,253</i>

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
<i>N=</i>	<i>1,253</i>

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
\$50,000 to under \$75,000	17
\$75,000 to under \$100,000	13
\$100,000 to under \$150,000	14
\$150,000 or more	13
<i>N=</i>	<i>1,253</i>

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.

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 an independent global news organization dedicated to factual reporting. Founded in 1846, AP today remains the most trusted source of fast, accurate, unbiased news in all formats and the essential provider of the technology and services vital to the news business. More than half the world's population sees AP journalism every day.
www.ap.org
- 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.