



The August 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: 08/08-12/2024
1,164 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.

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 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
Donald Trump	8/08-12/2024 (N=1,164)	56	46	10	41	16	25	2	1
	07/25-29/2024 (N=1,164)	57	47	10	41	17	24	2	*
	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	

		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	8/08-12/2024 (N=1,164)	45	32	13	48	21	27	6	1
	07/25-29/2024 (N=1,164)	47	32	16	46	19	27	6	*
	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

PRES1. If Kamala Harris is elected president in 2024, how well does each of the following describe how you would feel?

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

AP-NORC 8/08- 12/2024	Extremely/ very well NET	Extremely well	Very well	Somewhat well	Not very/not at all well NET	Not very well	Not at all well	DK	SKP/ REF
Excited	32	20	12	17	48	13	35	-	3
Angry	24	15	9	13	59	17	41	-	4
Fearful	26	17	10	17	53	19	35	-	4
Satisfied	35	20	14	17	45	13	32	*	3

PRES2. If Donald Trump is elected president in 2024, how well does each of the following describe how you would feel?

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

AP-NORC 03/21-25/2024		Extremely / very well NET	Extremely well	Very well	Somewhat well	Not very/ not well at all NET	Not very well	Not well at all	DK	SKP /REF
Excited	8/08-12/2024 (N=1,164)	28	18	10	14	56	12	44	-	2
	03/21-25/2024 (N=1,282)	25	15	10	15	59	12	47	*	2
Angry	8/08-12/2024 (N=1,164)	32	24	9	17	49	14	34	-	2
	03/21-25/2024 (N=1,282)	38	28	9	17	45	15	29	*	1
Fearful	8/08-12/2024 (N=1,164)	37	28	9	19	42	12	30	-	2
	03/21-25/2024 (N=1,282)	43	33	10	15	41	15	26	-	2
Satisfied	8/08-12/2024 (N=1,164)	28	18	11	14	56	13	43	-	2
	03/21-25/2024 (N=1,282)	27	16	11	17	55	10	45	*	2

JRB5. Please indicate whether you think each word or phrase better describes Kamala Harris, 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 8/08-12/2024	Harris	Trump	Both equally	Neither	DON'T KNOW	SKIPPED/ REFUSED
Honest	43	24	5	27	*	1
Capable of winning the 2024 election	31	34	29	4	*	2
Has the right vision for the country	42	35	5	17	*	1
Capable of handling a crisis	41	38	9	11	-	1
Cares about people like you	42	30	5	22	*	1
Strong leader	37	40	7	15	*	1
Disciplined	47	28	8	17	*	1
Committed to democracy	48	28	7	16	*	2

N=1,164

ELECT4. Regardless of who you support, which candidate do you trust to do a better job of handling:

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

AP-NORC 8/08-12/2024	Harris	Trump	Both equally	Neither	DON'T KNOW	SKIPPED/ REFUSED
The economy	38	45	7	9	-	*
Immigration	36	46	6	12	*	*
Abortion policy	51	27	7	14	*	1
Crime	38	38	11	12	*	1
The war in Gaza	31	36	8	24	*	1
The war in Ukraine	36	36	8	19	*	1
Health care	46	31	9	13	*	1
Issues related to race and racial inequality	51	26	7	14	*	1

N=1,164

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 8/08-12/2024
Democrat NET	43
Strong Democrat	20
Not so strong Democrat	12
Lean Democrat	11
Independent/None – Don't lean	20
Republican NET	37
Lean Republican	11
Not so strong Republican	12
Strong Republican	14

N=

1,164

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

	AP-NORC 8/08-12/2024
Yes	85
No	15
DON'T KNOW	-
SKIPPED ON WEB/REFUSED	1

N=

1,164

AGE

	AP-NORC 8/08-12/2024
18-29	20
30-44	25
45-59	24
60+	31

N= 1,164

GENDER

	AP-NORC 8/08-12/2024
Male	49
Female	51

N= 1,164

RACE/ETHNICITY

	AP-NORC 8/08-12/2024
White, non-Hispanic	61
Black or African American	12
Hispanic	18
Other	9

N= 1,164

MARITAL STATUS

	AP-NORC 8/08-12/2024
Married	51
Not married	49

N= 1,164

EMPLOYMENT STATUS

	AP-NORC 8/08-12/2024
Employed	60
Not employed	40

N= 1,164

EDUCATION

	AP-NORC 8/08-12/2024
Less than a high school diploma	9
High school graduate or equivalent	29
Some college	26
College graduate or above	22
Post grad study/professional degree	14

N= 1,164

CENSUS REGION

	AP-NORC 8/08-12/2024
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

N= 1,164

HOME OWNERSHIP

	AP-NORC 8/08-12/2024
Owned or being bought by you or someone in your household	70
Rented for cash	28
Occupied without payment of cash rent	3

N= 1,164

INCOME

	AP-NORC 8/08-12/2024
Under \$10,000	6
\$10,000 to under \$20,000	8
\$20,000 to under \$30,000	10
\$30,000 to under \$40,000	8
\$40,000 to under \$50,000	7
\$50,000 to under \$75,000	19
\$75,000 to under \$100,000	12
\$100,000 to under \$150,000	17
\$150,000 or more	12

N= 1,164

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 August 8-12, 2024, with adults aged 18 and over representing the 50 states and the District of Columbia. Panel members were randomly drawn from AmeriSpeak, and 1,164 completed the survey—1,113 via the web and 51 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 14.5%, the weighted household panel response rate is 26.2%, and the weighted household panel retention rate is 77.0%, for a cumulative response rate of 2.9%.

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 +/- 5.7 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, 82 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.

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.