The September 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: 9/12-16/2024
2,028 adults

Margin of sampling error: +/- 3.1 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	Right direction	Wrong direction	DON'T KNOW	SKIPPED ON WEB/REFUSED
09/12-16/2024 (N=2,028)	30	69	*	*
07/25-29/2024 (N=1,143)	26	72	1	1
06/20-24/2024 (N=1,088)	25	74	*	*
04/04-08/2024 (N=1,204)	24	76	*	1
03/21-25/2024 (N=1,282)	23	76	*	1
02/22-26/2024 (N=1,102)	22	77	*	1
01/25-29/2024 (N=1,152)	26	73	*	*
11/30-12/4/2023 (N= 1,074)	25	75	*	*
11/2-6/2023 (N=1,239)	18	81	1	*
10/5-9/2023 (N=1,163)	21	78	*	1
09/07-11/2023 (N=1,146)	25	75	*	1
08/10-14/2023 (N=1,165)	24	74	1	1
06/22-26/2023 (N=1,220)	24	74	*	1
05/11-15/2023 (N=1,680)	21	78	*	*
04/13-17/2023 (N=1,230)	25	74	*	1
03/16-20/2023 (N=1,081)	21	78	*	*
02/16-20/2023 (N=1,247)	28	71	1	1
01/26-30/2023 (N=1,068)	25	73	1	*
12/1-5/2022 (N=1,124)	28	71	*	1
10/06-10/2022 (N=1,121)	25	74	*	1
09/09-12/2022 (N=1,054)	27	72	*	1
07/14-17/2022 (N=1,085)	17	83	-	*
06/23-27/2022 (N=1,053)	14	85	1	*
05/12-16/2022 (N=1,172)	21	78	*	*
4/14-18/2022 (N=1,085)	29	70	1	1
3/17-21/2022 (N=1,082)	31	68	*	1
2/18-21/2022 (N=1,289)	29	70	*	1
1/13-18/2022 (N=1,161)	26	74	*	*
12/2-7/2021 (N=1,089)	33	66	1	1
10/21-25/2021 (N=1,083)	32	67	1	*
9/23-27/2021 (N=1,099)	34	64	*	1
8/12-16/2021 (N=1,729)	39	61	*	*
7/15-19/2021 (N=1,308)	44	55	1	1
6/10-14/2021 (N=1,125)	46	53	*	1
4/29-5/3/2021 (N=1,842)	54	44	1	1
3/25-29/2021 (N= 1,166)	50	50	*	*
2/25-3/1/2021 (N=1,434)	48	51	*	1

AP-NORC	Right direction	Wrong direction	DON'T KNOW	SKIPPED ON WEB/REFUSED
1/28-2/1/2021 *(N=1,055)*	49	49	1	1
12/3-7/2020 *(N=1,117)*	37	62	1	1
10/8-12/2020 *(N=1,121)*	25	74	1	1
9/11-14/2020 *(N = 1,108)*	27	72	*	1
8/17-19/2020 *(N=1,075)*	23	75	1	*
7/16-20/2020 *(N=1,057)*	20	80	*	*
6/11-15/2020 *(N=1,310)*	24	74	1	1
5/14-18/2020 *(N=1,056)*	33	65	1	1
4/16-20/2020 *(N=1,057)*	36	63	1	-
3/26-29/2020 *(N=1,057)*	42	58	*	*
2/13-16/2020 *(N=1,074)*	41	59	*	*
1/16-21/2020 *(N=1,353)*	38	62	*	*
12/5-9/2019 *(N=1,053)*	36	63	*	*
10/24-28/2019 *(N=1,075)*	39	60	1	1
9/20-23/2019 *(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	*

B1A. How would you describe the nation's economy these days? Would you say…
If neither good nor poor, don't know, skipped, or refused in B1A:
B1B. If you had to choose, do you lean more toward the nation's economy being good or the nation's economy being poor?

[HALF SAMPLE ASKED RESPONSE OPTIONS IN REVERSE ORDER]

AP-NORC	Very/ somewhat/ lean toward good NET	Very good	Some-what good	Lean toward good	Neither good nor poor	Very/ somewhat/ lean toward poor NET	Lean toward poor	Some-what poor	Very poor	DK	SKP/REF
09/12-16/2024 (N=2,028)	**34**	3	21	10	*	**66**	11	32	24	-	-
06/20-24/2024 (N=1,088)	**33**	6	18	10	*	**67**	13	27	27	-	-
04/04-08/2024 (N=1,204)	**32**	6	18	7	*	**68**	12	32	24	-	-
02/22-26/2024 (N=1,102)	**30**	4	17	9	1	**69**	10	31	29	-	*
1/25-29/2024 (N=1,152)	**35**	7	19	9	*	**65**	11	31	23	-	-
11/30-12/4/2023 (N=1,074)	**30**	3	17	10	1	**69**	13	31	26	*	*
10/5-9/2023 (N=1,163)	**27**	1	15	10	*	**73**	11	31	31	-	-
09/07-11/2023 (N=1,146)	**30**	3	17	11	*	**70**	12	32	25	-	*
08/10-14/2023 (N=1,165)	**34**	3	20	11	*	**66**	10	31	25	-	*
06/22-26/2023 (N=1,220)	**30**	3	16	12	1	**69**	10	35	24	-	-
05/11-15/2023 (N=1,680)	**24**	1	13	9	*	**76**	12	34	29	-	*

AP-NORC	Very/ somewhat/ lean toward good NET	Very good	Some- what good	Lean toward good	Neither good nor poor	Very/ somewhat/ lean toward poor NET	Lean toward poor	Some- what poor	Very poor	DK	SKP /REF
04/13-17/2023 (N=1,230)	**30**	2	15	13	*	**69**	11	34	25	-	-
03/16-20/2023 (N=1,081)	**25**	1	14	10	*	**75**	11	38	26	-	*
02/16-20/2023 (N=1,247)	**32**	3	17	12	*	**68**	12	34	22	*	*
01/26-30/2023 (N=1,068)	**24**	2	13	9	1	**76**	13	35	28	*	-
12/1-5/2022 (N=1,124)	**25**	1	14	10	*	**75**	11	38	25	-	-
10/06-10/2022 (N=1,121)	**23**	2	12	9	*	**76**	13	36	28	*	*
09/09-12/2022 (N=1,054)	**29**	1	15	12	*	**71**	11	35	25	*	-
06/23-27/2022 (N=1,053)	**20**	2	10	9	1	**79**	9	35	35	-	-
05/12-16/2022 (N=1,172)	**22**	2	10	9	*	**78**	11	34	34	-	*
4/14-18/2022 (N=1,085)	**29**	2	16	12	*	**70**	11	35	24	-	*
3/17-21/2022 (N=1,082)	**31**	2	18	10	*	**69**	11	37	22	-	-
12/2-7/2021 (N=1,089)	**35**	3	21	11	*	**64**	16	33	16	-	*
10/21-25/2021 (N=1,083)	**35**	2	20	13	*	**65**	12	33	19	-	-

AP-NORC	Very/ somewhat/ lean toward good NET	Very good	Some-what good	Lean toward good	Neither good nor poor	Very/ somewhat/ lean toward poor NET	Lean toward poor	Some-what poor	Very poor	DK	SKP /REF
9/23-27/2021 (N=1,099)	**45**	2	27	16	-	**54**	17	25	12	*	-
7/15-19/2021 (N=1,308)	**45**	4	28	13	1	**54**	15	28	11	-	*
6/10-14/2021 (N=1,125)	**47**	3	27	17	*	**53**	14	26	13	-	-
3/25-29/2021 (N= 1,166)	**46**	2	25	19	*	**54**	16	27	11	-	-
2/25-3/1/2021 (N=1,434)	**37**	1	22	14	*	**63**	16	34	12	-	*
12/3-7/2020 (N=1,117)	**38**	5	22	11	*	**62**	11	34	17	*	-
10/8-12/2020 (N=1,121)	**39**	6	22	11	*	**61**	10	31	20	-	*
9/11-14/2020 (N=1,108)	**40**	6	24	11	*	**60**	10	33	16	-	-
8/17-19/2020 (N=1,075)	**37**	4	21	12	*	**62**	12	32	18	-	-
07/16-20/2020 (N=1,057)	**38**	4	22	12	-	**62**	11	30	21	-	-
6/11-15/2020 (N=1,310)	**36**	5	19	12	*	**63**	14	28	21	-	1
5/14-18/2020 (N=1,056)	**29**	3	13	13	*	**70**	9	31	30	-	*
4/16-20/2020 (N=1,057)	**29**	3	15	11	-	**71**	8	30	33	-	-

AP-NORC	Very/ somewhat/ lean toward good NET	Very good	Some-what good	Lean toward good	Neither good nor poor	Very/ somewhat/ lean toward poor NET	Lean toward poor	Some-what poor	Very poor	DK	SKP /REF
03/26-29/2020 (N=1,057)	**39**	9	17	12	*	**60**	10	29	21	-	-
1/16-21/2020 (N=1,353)	**67**	21	36	10	*	**33**	13	15	5	-	*
9/20-23/2019 (N=1,286)	**61**	18	31	11	*	**38**	11	19	8	1	*
6/13-17/2019 (N=1,116)	**63**	15	35	14	*	**36**	13	16	7	-	1

B2A. And how would you describe the financial situation in your own household these days? Would you say…
If neither good nor poor, don't know, skipped, or refused in B1A:
B2B. If you had to choose, do you lean more toward the financial situation in your household being good or poor?

[HALF SAMPLE ASKED RESPONSE OPTIONS IN REVERSE ORDER]

AP-NORC	Very/ somewhat/ lean toward good NET	Very good	Some-what good	Lean toward good	Neither good nor poor	Very/ somewhat/ lean toward poor NET	Lean toward poor	Some-what poor	Very poor	DK	SKP /REF
09/12-16/2024 (N=2,028)	**56**	11	28	16	*	**44**	14	22	8	-	-
02/22-26/2024 (N=1,102)	**54**	10	27	17	*	**46**	11	22	12	-	-
10/5-9/2023 (N=1,163)	**54**	9	28	17	1	**45**	13	20	12	*	*
03/16-20/2023 (N=1,081)	**53**	7	28	17	*	**47**	14	21	11	-	-

AP-NORC	Very/ somewhat/ lean toward good NET	Very good	Some-what good	Lean toward good	Neither good nor poor	Very/ somewhat/ lean toward poor NET	Lean toward poor	Some-what poor	Very poor	DK	SKP /REF
12/1-5/2022 (N=1,124)	**57**	11	28	18	**1**	**43**	11	21	10	-	-
10/06-10/2022 (N=1,121)	**54**	8	29	17	*	**46**	12	23	10	-	*
3/17-21/2022 (N=1,082)	**63**	13	30	19	*	**37**	12	16	9	-	-
12/2-7/2021 (N=1,089)	**64**	12	33	19	1	**35**	11	16	8	-	*
10/21-25/2021 (N=1,083)	**65**	13	33	19	1	**34**	12	15	7	-	-
2/25-3/1/2021 (N=1,434)	**67**	13	37	18	*	**32**	12	14	6	-	*
10/8-12/2020 (N=1,121)	**65**	14	35	16	*	**34**	12	15	8	-	*
9/11-14/2020 (N=1,108)	**65**	15	31	18	*	**35**	13	17	5	-	*
8/17-19/2020 (N=1,075)	**63**	13	34	17	*	**36**	12	18	6	*	*
7/16-20/2020 (N=1,057)	**65**	14	34	17	*	**35**	14	15	6	-	-
6/11-15/2020 (N=1,310)	**66**	14	36	16	1	**32**	12	14	7	-	1
5/14-18/2020 (N=1,056)	**66**	15	32	20	*	**33**	10	16	7	-	1
4/16-20/2020 (N=1,057)	**64**	14	31	18	*	**36**	10	17	8	-	-
3/26-29/2020 (N=1,057)	**62**	11	34	17	*	**38**	10	19	9	-	*

ISSUES. Thinking about voting in the upcoming election, how important are each of the following issues?

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

AP-NORC 09/12-16/2024	One of the most important issues	An important issue, but not one of the most important	Not an important issue	DK	SKP/REF
The economy	79	19	1	-	*
Gun policy	47	39	13	*	1
Climate change	35	39	25	*	1
Crime	51	42	6	-	*
Abortion policy	48	35	17	*	1
Immigration	49	41	9	*	1
The war between Israel and Hamas	26	57	15	*	1
Health care	56	39	4	*	*

N = 2,028

OFAV. 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	09/12-16/2024 (N=2,028)	**55**	37	18	**41**	24	17	4	*
	07/25-29/2024 (N=1,143)	**54**	36	19	**42**	24	17	3	1
	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	*

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 cont.	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
Kamala Harris	09/12-16/2024 *(N=2,028)*	**44**	33	11	**50**	19	31	5	1
	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

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	09/12-16/2024 *(N=2,028)*	**58**	47	11	**38**	18	20	3	*
	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

ELECT3. How much of an impact will the outcome of this presidential election have on each of the following?

[GRID ITEMS RANDOMIZED, RESPONSE OPTIONS SHOWN IN REVERSE ORDER]

AP-NORC		**A great deal/ Quite a bit NET**	A great deal	Quite a bit	**A moderate amount**	**Only a little /None at all NET**	Only a little	None at all	DK	SKP/ REF
The country's future	09/12-16/2024 *(N=2,028)*	**81**	57	24	**13**	**5**	4	1	*	*
	10/08-12/2020 *(N=1,121)*	**84**	63	21	**10**	**5**	3	2	*	*
You personally	09/12-16/2024 *(N=2,028)*	**47**	23	24	**31**	**21**	14	7	*	1
	10/08-12/2020 *(N=1,121)*	**49**	26	24	**29**	**21**	13	8	*	*
The economy	09/12-16/2024 *(N=2,028)*	**73**	45	27	**20**	**7**	5	2	*	1
The future of democracy in the U.S.	09/12-16/2024 *(N=2,028)*	**72**	50	22	**17**	**11**	7	4	*	1

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, HALF SAMPLE ASKED RESPONSE OPTIONS IN REVERSE ORDER]

AP-NORC		Would make a good president	Would not make a good president	Don't know enough to say	SKP/REF
Donald Trump	09/12-16/2024 (N=2,028)	36	57	6	1
	07/25-29/2024 (N=1,143)	38	56	5	1
Kamala Harris	09/12-16/2024 (N=2,028)	44	41	14	1
	07/25-29/2024 (N=1,143)	42	42	15	1
	07/11-15/2024 (N=1,253)	30	49	20	1

WIN2024. Who do you think is more likely to win the general election in November? Would you say Donald Trump, Kamala Harris both equally, or do you not know enough to say?

[HALF SAMPLE ASKED RESPONSE OPTIONS IN REVERSE ORDER]

	AP-NORC 09/12-16/2024
Donald Trump	28
Kamala Harris	38
Both equally	20
Don't know enough to say	14
SKIPPED ON WEB/REFUSED	1
N=	*2,028*

HALF SAMPLE ASKED PHRASEKH and PHRASEDT in REVERSE ORDER
PHRASEKH. How well do you think each of the following phrases describe Kamala Harris?

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

AP-NORC 09/12-16/2024	Extremely /Very well NET	Extremely well	Very well	Somewhat well	Not very/at all well NET	Not very well	Not at all well	D K	SKP /REF
Will say anything to win the election	**39**	27	12	**22**	**38**	22	16	*	1
Would fight for people like you	**34**	18	16	**20**	**44**	14	29	*	2
Tough enough to be president	**41**	22	19	**18**	**41**	14	27	*	1
Would change the country for the better	**36**	18	18	**19**	**43**	13	30	*	1

N = 2,028

HALF SAMPLE ASKED PHRASEDT and PHRASEKH in REVERSE ORDER
PHRASEDT. How well do you think each of the following phrases describe Donald Trump?

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

AP-NORC 09/12-16/2024	Extremely /Very well NET	Extremely well	Very well	Somewhat well	Not very/at all well NET	Not very well	Not at all well	D K	SKP /REF
Will say anything to win the election	**59**	46	13	**19**	**21**	9	13	*	1
Would fight for people like you	**27**	17	11	**16**	**55**	12	44	*	1
Tough enough to be president	**41**	26	15	**16**	**42**	11	31	*	1
Would change the country for the better	**30**	19	12	**16**	**52**	11	41	*	1

N = 2,028

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		Harris	Trump	Both equally	Neither		DK	SKIP/REF
The economy	09/12-16/2024 *(N=2,028)*	39	43	7	10		*	1
	8/08-12/2024 *(N-1,164)*	38	45	7	9		-	*
Gun policy	09/12-16/2024 *(N=2,028)*	44	34	7	14		*	1
Climate change	09/12-16/2024 *(N=2,028)*	51	19	9	20		1	1
Crime	09/12-16/2024 *(N=2,028)*	38	38	11	11		*	1
	8/08-12/2024 *(N-1,164)*	38	38	11	12		*	1
Abortion policy	09/12-16/2024 *(N=2,028)*	53	26	6	14		*	1
	8/08-12/2024 *(N-1,164)*	51	27	7	14		*	1
Immigration	09/12-16/2024 *(N=2,028)*	37	44	6	11		*	1
	8/08-12/2024 *(N-1,164)*	36	46	6	12		*	*
[1]The war between Israel and Hamas	09/12-16/2024 *(N=2,028)*	32	36	10	21		*	1
	8/08-12/2024 *(N-1,164)*	31	36	8	24		*	1
Health care	09/12-16/2024 *(N=2,028)*	48	29	9	13		*	1
	8/08-12/2024 *(N-1,164)*	46	31	9	13		*	1

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[1] Previously stated as "The war in Gaza"

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 09/12-16/2024
Democrat NET	**44**
Strong Democrat	19
Not so strong Democrat	15
Lean Democrat	10
Independent/None – Don't lean	**18**
Republican NET	**37**
Lean Republican	10
Not so strong Republican	13
Strong Republican	14
N=	*2,028*

D3. Generally speaking, do you consider yourself to be a liberal, moderate, or conservative?
If liberal:
D4. Do you consider yourself very liberal or somewhat liberal?
If conservative:
IDEO. Do you consider yourself very conservative or somewhat conservative?
Combines D3, D4, D5:

	AP-NORC 09/12-16/2024
Liberal NET	**22**
Very liberal	12
Somewhat liberal	10
Moderate	**49**
Conservative NET	**27**
Somewhat conservative	16
Very conservative	11
DON'T KNOW	*
SKIPPED ON WEB/REFUSED	2
N=	*2,028*

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

	AP-NORC 09/12-16/2024
Yes	88
No	12
N=	*2,028*

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

	AP-NORC 09/12-16/2024
Urban area	25
Suburban area	51
Rural area	23
DON'T KNOW	-
SKIPPED ON WEB/REFUSED	1
N=	*2,028*

RELIG. What is your present religion, if any?

	AP-NORC 09/12-16/2024
Protestant	24
Roman Catholic	18
Mormon	1
Orthodox	1
Jewish	2
Muslim	1
Buddhist	2
Hindu	1
Atheist	6
Agnostic	7
Nothing in particular	16
Just Christian	21
Unitarian	*
Something else	1
DON'T KNOW	-
SKIPPED ON WEB/REFUSED	*
N=	*2,028*

If Religion is Protestant, Roman Catholic, Mormon, Orthodox, Christian, or something else:
BORN. Would you describe yourself as a 'born-again' or evangelical Christian, or not?

	AP-NORC 09/12-16/2024
Yes	33
No	66
DON'T KNOW	*
SKIPPED ON WEB/REFUSED	*
N=	*2,028*

AGE

	AP-NORC 09/12-16/2024
18-29	20
30-44	26
45-59	24
60+	31
N=	*2,028*

GENDER

	AP-NORC 09/12-16/2024
Male	49
Female	51
N=	*2,028*

RACE/ETHNICITY

	AP-NORC 09/12-16/2024
White, non-Hispanic	61
Black or African American	12
Hispanic	18
Other	9
N=	*2,028*

MARITAL STATUS

	AP-NORC 09/12-16/2024
Married	47
Not married	53
N=	*2,028*

EMPLOYMENT STATUS

	AP-NORC 09/12-16/2024
Employed	62
Not employed	38
N=	*2,028*

EDUCATION

	AP-NORC 09/12-16/2024
Less than a high school diploma	9
High school graduate or equivalent	29
Some college	27
College graduate or above	22
Post grad study/professional degree	14
N=	*2,028*

CENSUS REGION

	AP-NORC 09/12-16/2024
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=	*2,028*

HOME OWNERSHIP

	AP-NORC 09/12-16/2024
Owned or being bought by you or someone in your household	69
Rented for cash	29
Occupied without payment of cash rent	3
N=	*2,028*

INCOME

	AP-NORC 09/12-16/2024
Under $10,000	5
$10,000 to under $20,000	7
$20,000 to under $30,000	12
$30,000 to under $40,000	9
$40,000 to under $50,000	7
$50,000 to under $75,000	18
$75,000 to under $100,000	14
$100,000 to under $150,000	14
$150,000 or more	14
N=	*2,028*

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 September 12-16, 2024, with adults aged 18 and over representing the 50 states and the District of Columbia. Panel members were randomly drawn from AmeriSpeak, and 2,028 completed the survey—1,929 via the web and 99 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 12.6%, the weighted household panel response rate is 26.4%, and the weighted household panel retention rate is 77.2%, for a cumulative response rate of 2.6%.

The overall margin of sampling error is +/- 3.1 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 +/- 4.5 percentage points for all Democrats and +/- 5.5 percentage points for all Republicans.

The margin of sampling error is +/- 3.4 percentage points for the 1,771 registered voters, and +/- 4.7 percentage points for registered Democrats and +/- 5.8 percentage points for registered Republicans.

Hispanic and Black respondents were sampled at a higher rate than their proportion of the population for reasons of analysis. The overall margin of sampling error for the 712 completed interviews with Hispanic respondents is +/- 5.2 percentage points, and for the 528 completed interview with Black respondents, the margin of sampling error is +/- 5.7 percentage points.

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, 131 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.