



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 /RE F |
|----------------------------------|---|--------------|-----------------------|------------------------|-----------------------------|---|------------------------|-----------------------|--------------|----|-----------------|
| 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 /RE F |
|--------------------------------|---|--------------|-----------------------|------------------------|-----------------------------|---|------------------------|-----------------------|--------------|----|-----------------|
| 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 /RE F |
|--------------------------------|---|--------------|-----------------------|------------------------|-----------------------------|---|------------------------|-----------------------|--------------|----|-----------------|
| 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 /RE F |
|--------------------------------|---|--------------|-----------------------|------------------------|-----------------------------|---|------------------------|-----------------------|--------------|----|-----------------|
| 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 | 29 | 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 | * | * |

| 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 |
|--------------------------------|---|--------------|-----------------------|------------------------|-----------------------------|---|------------------------|-----------------------|--------------|----|-------------|
| 03/16- 20/2023 (N=1,081) | 53 | 7 | 28 | 17 | * | 47 | 14 | 21 | 11 | - | - |
| 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 |

| | 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 |
|-------------------------------|---|--------------|-----------------------|------------------------|--------------------------------------|---|------------------------|-----------------------|--------------|----|-------------|
| AP-NORC | | | | | | | | | | | |
| 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]

| | One of the most important issues | An important issue, but not one of the most important | Not an important issue | DK | SKP/REF |
|----------------------------------|---|--|------------------------------|----|---------|
| AP-NORC 09/12-16/2024 | | | | | |
| 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 | * |
| | 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 | |

| 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. | 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 |
| 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 |
| 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 |

| 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 cont. | 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 | D K | 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 WORDKH and WORDDT in REVERSE ORDER

WORDKH. How well do you think each of the following words 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 |
|------------------------------|---|-------------------|-----------|--------------------------|---|------------------|--------------------|--------|-------------|
| Christian | 14 | 4 | 10 | 33 | 50 | 26 | 24 | 1 | 2 |
| Moral | 33 | 14 | 19 | 25 | 40 | 16 | 24 | 1 | 1 |
| Religious | 12 | 4 | 8 | 31 | 53 | 30 | 23 | 1 | 2 |
| Honest | 32 | 13 | 20 | 24 | 42 | 15 | 27 | * | 1 |

N = 2,028

HALF SAMPLE ASKED WORDDT and WORDKH in REVERSE ORDER

WORDDT. How well do you think each of the following words 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 |
|------------------------------|---|-------------------|-----------|--------------------------|---|------------------|--------------------|--------|-------------|
| Christian | 14 | 5 | 8 | 22 | 63 | 21 | 54 | 1 | 1 |
| Moral | 15 | 6 | 8 | 18 | 66 | 18 | 48 | * | 1 |
| Religious | 12 | 4 | 8 | 23 | 64 | 20 | 44 | * | 1 |
| Honest | 15 | 7 | 8 | 21 | 63 | 14 | 49 | * | 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 |

| 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 |
|---|------------------------------------|-------------------|--------------|--------------------------|-------------------------------------|------------------|--------------------|--------|-------------|
| 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 |

¹ Previously stated as "The war in Gaza"

QUALITIES1. Which of the following candidates better represents:

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

| AP-NORC 09/12-16/2024 | Harris | Trump | Both equally | Neither | DON'T KNOW | SKIPPED/ REFUSED |
|----------------------------------|--------|-------|-----------------|---------|---------------|---------------------|
| Your background and culture | 38 | 26 | 5 | 30 | * | 1 |
| Your views on important policies | 45 | 34 | 6 | 14 | * | 1 |
| Your religious views or beliefs | 29 | 24 | 5 | 41 | * | 1 |
| Your age group or generation | 43 | 26 | 5 | 24 | * | 1 |

N= 2,028

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 |
| <i>N=</i> | <i>2,028</i> |

RACE/ETHNICITY

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

MARITAL STATUS

| | AP-NORC 09/12-16/2024 |
|-------------|--------------------------|
| Married | 47 |
| Not married | 53 |
| <i>N=</i> | <i>2,028</i> |

EMPLOYMENT STATUS

| | AP-NORC 09/12-16/2024 |
|--------------|--------------------------|
| Employed | 62 |
| Not employed | 38 |
| <i>N=</i> | <i>2,028</i> |

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 |
| <i>N=</i> | <i>2,028</i> |

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.