



The October 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: 10/24-28/2024
1,233 adults*

*Margin of sampling error: +/- 3.6 percentage points at the 95% confidence level
among all adults*

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

ELECT1. For each of the following, please say if the word does or does not describe how you feel about the 2024 presidential campaign.

[GRID ITEMS RANDOMIZED]

AP-NORC		Does describe	Does <u>not</u> describe	DK	SKP/ REF
Excited	10/24-28/2024 (N=1,233)	36	61	-	3
	10/08-12/2020 (N=1,121)	31	67	1	1
	09/11-14/2020 (N = 1,108)	31	67	*	1
	07/16-20/2020 (N=1,057)	30	68	-	1
	01/16-21/2020 (N=1,353)	34	65	*	1
	10/24-28/2019 (N=1,075)	30	66	1	3
	6/13-17/2019 (N=1,116)	27	72	*	1
	9/15-18/2016 (N=1,022)	25	73	*	1
Interested	10/24-28/2024 (N=1,233)	75	24	*	2
	10/08-12/2020 (N=1,121)	72	27	*	1
	09/11-14/2020 (N = 1,108)	71	28	*	1
	07/16-20/2020 (N=1,057)	70	29	-	1
	01/16-21/2020 (N=1,353)	75	24	-	1
	10/24-28/2019 (N=1,075)	73	24	-	3
	6/13-17/2019 (N=1,116)	66	33	*	1
	9/15-18/2016 (N=1,022)	69	30	*	1
Frustrated	10/24-28/2024 (N=1,233)	69	29	-	1
	10/08-12/2020 (N=1,121)	68	30	*	1
	09/11-14/2020 (N = 1,108)	65	35	*	1
	07/16-20/2020 (N=1,057)	57	42	*	1
	01/16-21/2020 (N=1,353)	51	48	*	1
	10/24-28/2019 (N=1,075)	54	43	1	2
	6/13-17/2019 (N=1,116)	42	57	*	1
	9/15-18/2016 (N=1,022)	75	24	-	1
Anxious	10/24-28/2024 (N=1,233)	69	28	-	3
	10/08-12/2020 (N=1,121)	65	34	1	1
	09/11-14/2020 (N = 1,108)	59	40	-	1
	07/16-20/2020 (N=1,057)	58	41	*	1
	01/16-21/2020 (N=1,353)	53	46	*	2
	10/24-28/2019 (N=1,075)	53	45	*	2
	6/13-17/2019 (N=1,116)	44	55	*	1

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 10/24-28/2024
Democrat NET	46
Strong Democrat	20
Not so strong Democrat	16
Lean Democrat	10
Independent/None – Don't lean	18
Republican NET	37
Lean Republican	9
Not so strong Republican	11
Strong Republican	16

N=

1,233

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 10/24-28/2024
Liberal NET	23
Very liberal	13
Somewhat liberal	10
Moderate	47
Conservative NET	27
Somewhat conservative	15
Very conservative	12
DON'T KNOW	*
SKIPPED ON WEB/REFUSED	2

N=

1,233

RELIG. What is your present religion, if any?

	AP-NORC 10/24-28/2024
Protestant	25
Roman Catholic	17
Mormon	1
Orthodox	1
Jewish	2
Muslim	1
Buddhist	2
Hindu	1
Atheist	5
Agnostic	7
Nothing in particular	16
Just Christian	20
Unitarian	1
Something else	1
DON'T KNOW	-
SKIPPED ON WEB/REFUSED	1

N=

1,233

AGE

	AP NORC 10/24-28/2024
18-29	20
30-44	25
45-59	24
60+	31

N=

1,233

GENDER

	AP NORC 10/24-28/2024
Male	49
Female	51

N=

1,233

RACE/ETHNICITY

	AP NORC 10/24-28/2024
White, non-Hispanic	61
Black or African American	12
Hispanic	18
Other	9

N= 1,233

MARITAL STATUS

	AP-NORC 10/24-28/2024
Married	46
Not married	54

N= 1,233

EMPLOYMENT STATUS

	AP-NORC 10/24-28/2024
Employed	60
Not employed	40

N= 1,233

EDUCATION

	AP-NORC 10/24-28/2024
Less than a high school diploma	9
High school graduate or equivalent	29
Some college	26
College graduate or above	20
Post grad study/professional degree	16

N= 1,233

CENSUS REGION

	AP-NORC 10/24-28/2024
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= 1,233

HOME OWNERSHIP

	AP-NORC 10/24-28/2024
Owned or being bought by you or someone in your household	68
Rented for cash	30
Occupied without payment of cash rent	2

N= 1,233

INCOME

	AP-NORC 10/24-28/2024
Under \$10,000	6
\$10,000 to under \$20,000	7
\$20,000 to under \$30,000	9
\$30,000 to under \$40,000	8
\$40,000 to under \$50,000	8
\$50,000 to under \$75,000	20
\$75,000 to under \$100,000	12
\$100,000 to under \$150,000	15
\$150,000 or more	15

N= 1,233

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 October 24 through October 28, 2024, with adults aged 18 and over representing the 50 states and the District of Columbia. Panel members were randomly drawn from AmeriSpeak, and 1,233 completed the survey—1,173 via the web and 60 by telephone. Panel members were invited by email or by phone from an NORC telephone interviewer. Interviews were conducted in English. Respondents were offered a small monetary incentive for completing the survey. The final stage completion rate is 17.6 percent, the weighted household panel response rate is 27.4 percent, and the weighted household panel retention rate is 77.2 percent, for a cumulative response rate of 3.7 percent.

The overall margin of sampling error is +/- 3.6 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 +/- 5.2 percentage points for Democrats and +/- 5.9 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, 59 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.