



The January 2025 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: 01/09-13/2025
1,147 adults*

*Margin of sampling error: +/- 3.9 percentage points at the 95% confidence level
among all adults*

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

DJT2. Do you approve, neither approve nor disapprove, or disapprove of Donald Trump appointing each of the following to roles in his administration, or do you not know enough to say? ¹

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

AP-NORC		Strongly / Some what approve NET	Strongly approve	Some-what approve	Neither approve nor disapprove	Strongly/ Some-what disapprove NET	Some-what disapprove	Strongly disapprove	DK enough	SKP / REF
Pete Hegseth as Secretary of Defense	01/09-13/2025 (N=1,147)	19	12	8	12	35	8	27	33	1
	12/5-9/2024 (N=1,251)	17	10	7	11	36	7	29	37	*

POLICIES1. Do you think it would be a good thing, neither a good nor a bad thing, or a bad thing if the president relies on the following types of people for advice about government policy?

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

AP-NORC	Very/some -what good NET	Very good	Somewhat good	Neither good nor bad	Very/some -what bad NET	Somewhat bad	Very bad	DK	SKP/ REF
01/09-13/2025									
People without any background in government	23	7	16	27	49	20	29	*	1

N=1,147

¹ In December 2024, names did not include titles.

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.

[HALF SAMPLE ASKED RESPONSE OPTIONS IN REVERSE ORDER]

	AP-NORC 01/09-13/2025
Democrat NET	47
Strong Democrat	20
Not so strong Democrat	16
Lean Democrat	10
Independent/None – Don't lean	18
Republican NET	36
Lean Republican	8
Not so strong Republican	13
Strong Republican	15
<i>N=</i>	<i>1,147</i>

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:

[HALF SAMPLE ASKED RESPONSE OPTIONS IN REVERSE ORDER]

	AP-NORC 01/09-13/2025
Liberal NET	24
Very liberal	14
Somewhat liberal	10
Moderate	49
Conservative NET	24
Somewhat conservative	12
Very conservative	12
DON'T KNOW	*
SKIPPED ON WEB/REFUSED	3
<i>N=</i>	<i>1,147</i>

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

	AP-NORC 01/09-13/2025
Urban area	27
Suburban area	49
Rural area	23
DON'T KNOW	*
SKIPPED ON WEB/REFUSED	1
<i>N=</i>	<i>1,147</i>

RELIG. What is your present religion, if any?

	AP-NORC 01/09-13/2025
Protestant	24
Roman Catholic	18
Mormon	1
Orthodox	*
Jewish	1
Muslim	1
Buddhist	1
Hindu	1
Atheist	6
Agnostic	7
Nothing in particular	18
Just Christian	18
Unitarian	1
Something else	1
DON'T KNOW	-
SKIPPED ON WEB/REFUSED	*
<i>N=</i>	<i>1,147</i>

AGE

	AP-NORC 01/09-13/2025
18-29	20
30-44	26
45-59	23
60+	31

N= 1,147

GENDER

	AP-NORC 01/09-13/2025
Male	49
Female	51

N= 1,147

RACE/ETHNICITY

	AP-NORC 01/09-13/2025
White, non-Hispanic	61
Black or African American	12
Hispanic	18
Other	9

N= 1,147

MARITAL STATUS

	AP-NORC 01/09-13/2025
Married	48
Not married	52

N= 1,147

EMPLOYMENT STATUS

	AP-NORC 01/09-13/2025
Employed	62
Not employed	38

N= 1,147

EDUCATION

	AP-NORC 01/09-13/2025
Less than a high school diploma	9
High school graduate or equivalent	29
Some college	26
College graduate or above	19
Post grad study/professional degree	17

N= 1,147

CENSUS REGION

	AP-NORC 01/09-13/2025
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= 1,147

HOME OWNERSHIP

	AP-NORC 01/09-13/2025
Owned or being bought by you or someone in your household	67
Rented for cash	30
Occupied without payment of cash rent	3

N= 1,147

INCOME

	AP-NORC 01/09-13/2025
Under \$10,000	3
\$10,000 to under \$20,000	9
\$20,000 to under \$30,000	12
\$30,000 to under \$40,000	7
\$40,000 to under \$50,000	8
\$50,000 to under \$75,000	20
\$75,000 to under \$100,000	14
\$100,000 to under \$150,000	17
\$150,000 or more	10

*N=**1,147*

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 January 9 through January 13, 2025, with adults aged 18 and over representing the 50 states and the District of Columbia. Panel members were randomly drawn from AmeriSpeak, and 1,147 completed the survey—1,147 via the web and xx 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 13.7 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 2.9 percent.

The overall margin of sampling error is +/- 3.9 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 +/- 6.3 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, 72 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 2024 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.

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- 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.