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.

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	01/09-13/2025 (N=1,147)	**55**	44	11	**41**	16	26	3	*
	12/5-9/2024 (N=1,251)	**54**	44	10	**43**	15	27	3	*
	10/11-14/2024 (N-1,072)	**57**	46	10	**40**	17	23	2	1
	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	**60**	50	10	**37**	17	20	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
	(N=1,308)								
	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
JD Vance	01/09-13/2025 *(N=1,147)*	**47**	37	10	**32**	13	19	21	*
	12/5-9/2024 *(N=1,251)*	**48**	36	12	**32**	14	19	19	1
	10/11-14/2024 *(N=1,072)*	**48**	37	11	**32**	14	18	19	1
	09/12-16/2024 *(N=2,028)*	**49**	38	10	**26**	15	11	24	1
	8/08-12/2024 *(N=1,164)*	**44**	33	11	**27**	15	13	28	1
	7/25-29/2024 *(N=1,164)*	**40**	29	11	**27**	14	13	32	1
	07/11-15/2024 *(N=1,253)*	**22**	14	8	**17**	10	7	60	1
Mike Johnson	01/09-13/2025 *(N=1,147)*	**36**	22	15	**24**	17	7	39	1
	12/5-9/2024 *(N=1,251)*	**35**	24	11	**22**	16	7	42	*
	02/22-26/2024 *(N=1,102)*	**29**	19	10	**19**	13	6	51	1
	02/22-26/2024 *(N=1,102)*	**34**	21	14	**28**	18	10	36	1
	10/5-9/2023 *(N=1,163)*	**38**	24	13	**30**	22	8	32	1
	01/26-30/2023 *(N=1,068)*	**38**	26	12	**30**	18	12	31	1
	7/15-19/2021 *(N= 1,308)*	**37**	23	14	**33**	22	11	30	1
	1/28-2/1/2021 *(N=1,055)*	**38**	26	12	**32**	21	11	30	*

DJT1. In his second term, do you think Donald Trump will be a great, good, average, poor, or terrible president?

	AP-NORC 01/09-13/2025	AP-NORC[1] 1/28-2/1/2021
Great/Good NET	**37**	**36**
Great	21	17
Good	15	19
Average	**17**	**15**
Poor/Terrible NET	**46**	**50**
Poor	12	10
Terrible	34	39
DON'T KNOW	*	-
SKIPPED/REFUSED	*	*
N=	*1,147*	*1,055*

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? [2]

[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 disap-prove	Strongly disap-prove	DK enough	SKP / REF
Robert F. Kennedy Jr as Secretary of the Department of Health and Human Services	01/09-13/2025 (N=1,147)	**30**	17	13	**12**	**42**	8	34	16	1
	12/5-9/2024 (N=1,251)	**30**	14	16	**14**	**42**	9	33	14	*
Kash Patel as FBI Director	01/09-13/2025 (N=1,147)	**21**	10	11	**12**	**33**	8	25	33	1
Tulsi Gabbard as Director of National Intelligence	01/09-13/2025 (N=1,147	**22**	12	9	**13**	**32**	8	24	33	1
	12/5-9/2024 (N=1,251	**21**	12	9	**13**	**29**	6	23	37	*

[1] Question read: Do you think Donald Trump was a great, good, average, poor or terrible president?
[2] In December 2024, names did not include titles.

AP-NORC		Strongly / some what approve NET	Strongly approve	Some-what approve	Neither approve nor disapprove	Strongly/ Some-what disappro ve NET	Some-what disap-prove	Strongly disap-prove	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	*

DJT3. How confident are you in Donald Trump's ability to handle each of the following?:

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

AP-NORC 01/09-13/2025	Extremely/ very confident NET	Extremely confident	Very confident	Moderately confident	Slightly/ not at all confident NET	Slightly confident	Not at all confident	DK	SKP/ REF
The economy and jobs	**32**	16	16	**18**	**49**	15	35	*	*
Health care	**21**	10	11	**21**	**57**	11	46	*	*
Immigration	**36**	20	16	**16**	**48**	13	35	-	*
National security	**33**	18	16	**16**	**50**	13	37	*	*

N=1,147

DTP4. How confident are you in Donald Trump's ability to handle each of the following in 2025?:

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

AP-NORC 01/09-13/2025	Extremely/ very confident NET	Extremely confident	Very confident	Moderately confident	Slightly/ not at all confident NET	Slightly confident	Not at all confident	DK	SKP/ REF
Lowering the cost of health care	**16**	10	6	**18**	**65**	16	49	*	*
Lowering the cost of housing	**19**	10	9	**16**	**64**	15	49	*	1
Lowering the cost of food and groceries	**21**	11	9	**17**	**61**	14	47	*	1

AP-NORC 01/09-13/2025	Extremely/ very confident NET	Extremely confident	Very confident	Moderately confident	Slightly/ not at all confident NET	Slightly confident	Not at all confident	DK	SKP/ REF
Creating more jobs	27	13	14	18	54	18	36	*	1

N=1,147

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 01/09-13/2025	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
People without any background in government	23	7	16	27	49	20	29	*	1

N=1,147

POLICIES2. Would you favor, neither favor nor oppose, or oppose each of the following government policies?

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

AP-NORC 01/09-13/2025	Strongly/ some- what favor NET	Strongly favor	Some- what favor	Neither favor nor oppose	Strongly/ some- what oppose NET	Strongly oppose	Some- what oppose	DK	SKP/ REF
Imposing a tariff, also known as an import tax, on all goods brought into the U.S. from other countries	29	12	17	24	46	19	27	*	1
Eliminating protections for transgender students under Title IX, the federal law that prohibits any high school or college that receives federal funds from discriminating on the basis of gender	29	17	12	25	45	11	34	*	1
Eliminating taxes on earnings from tips	54	31	23	23	22	11	12	*	1

AP-NORC 01/09-13/2025	Strongly/some-what favor NET	Strongly favor	Some-what favor	Neither favor nor oppose	Strongly/some-what oppose NET	Strongly oppose	Some-what oppose	DK	SKP/REF
Pardoning most people who participated in the January 6, 2021 attack on the U.S. Capitol	21	13	8	17	60	11	50	*	1
Eliminating the debt ceiling, a limit set by lawmakers that determines how much the federal government can borrow to pay its existing bills	23	9	14	29	47	22	25	*	1
Increasing oil drilling on federal lands	35	17	18	25	39	13	25	1	1
Withdrawing from the Paris Agreement, an international treaty to reduce greenhouse gas emissions	21	12	10	26	52	14	37	1	1

N=1,147

THE ORDER OF PARTY4 AND PARTY5 WAS ROTATED

PARTY4. Which do you think the Republicans in Congress should do:

	AP-NORC 01/09-13/2025	AP-NORC 1/26-30/2023
Compromise some of their positions in order to get things done	81	76
Stick to their positions even if it means not getting as much done	16	21
DK	*	1
SKP/REF	2	3
N=	*1,147*	*1,068*

PARTY5. Which do you think the Democrats in Congress should do:

	AP-NORC 01/09-13/2025	AP-NORC 1/26-30/2023
Compromise some of their positions in order to get things done	78	79
Stick to their positions even if it means not getting as much done	18	18
DK	*	1
SKP/REF	3	2
N=	*1,147*	*1,068*

FAIR. How confident are you that each of the following will act in a fair and nonpartisan manner during Donald Trump's second term?

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

AP-NORC 01/09-13/2025	Extremely /very confident NET	Extremely confident	Very confident	Somewhat confident	Not very/not at all confident NET	Not very confident	Not at all confident	DK	SKP/ REF
The Department of Justice (DOJ)	17	5	13	32	49	23	26	*	1
The U.S. Supreme Court	22	7	15	27	50	19	31	*	*
The Federal Bureau of Investigation (FBI)	18	6	12	34	48	26	21	-	*

N=1,147

VACCINE2. Would you favor, neither favor nor oppose, or oppose each of the following?

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

AP-NORC 01/09-13/2025	Strongly/ some-what favor NET	Strongly favor	Some-what favor	Neither favor nor oppose	Strongly/ some-what oppose NET	Somewhat oppose	Strongly oppose	DK	SKP/ REF
Restricting or reformulating processed foods to remove ingredients like added sugar or dyes	**66**	37	29	**21**	**12**	5	8	*	*

N=1,147

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
N=	*1,147*

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
N=	*1,147*

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
N=	*1,147*

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	*
N=	*1,147*

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 01/09-13/2025
Yes	30
No	70
DON'T KNOW	-
SKIPPED ON WEB/REFUSED	-
N=	*21*

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—1,069 via the web and 78 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.

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.