The December 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: 12/4-8/2025
1,146 adults

Margin of sampling error: +/- 4.0 percentage points at the 95% confidence level among all adults

Republicans, including leaners: N=415; margin of sampling error = +/- 6.2 percentage points
Independents, other, no answer: N=224; margin of sampling error = +/- 9.1 percentage points
Democrats, including leaners: N=507; margin of sampling error = +/- 6.0 percentage points

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

CUR2. Overall, do you approve or disapprove of the way Donald Trump is handling his job as president?

CUR3. *If don't know, skipped, or refused in CUR2*
If you had to choose, do you lean more toward approving or disapproving of the way Donald Trump is handling his job as president?

CUR3A. *If approve in CUR2*
Would you say you approve of the way Donald Trump is handling his job as president strongly or do you approve just somewhat?

CUR3B. *If disapprove in CUR2*
Would you say you disapprove of the way Donald Trump is handling his job as president strongly or do you disapprove just somewhat?

[HALF SAMPLE ASKED RESPONSE OPTIONS IN REVERSE ORDER]

AP-NORC	Approve NET	Strongly approve	Somewhat approve	Lean toward approv-ing	Not lean either way	Dis-approve NET	Lean toward disapp-roving	Some-what dis-approve	Strongly dis-approve	DK	SKP /REF
12/4-8/2025 (*N=1,146*)	**36**	18	18	*	**1**	**61**	*	15	47	-	1
11/6-10/2025 (*N=1,143*)	**36**	18	17	*	**1**	**62**	-	13	49	-	1
10/09-13/2025 (*N=1,289*)	**37**	19	18	1	**1**	**61**	*	17	43	-	1
09/11-15/2025 (*N=1,183*)	**39**	21	18	*	**1**	**60**	*	18	42	-	1
08/21-25/2025 (*N=1,182*)	**45**	25	19	*	**2**	**53**	*	13	40	-	*
07/10-14/2025 (*N=1,437*)	**40**	21	18	1	**1**	**58**	*	15	43	-	1
06/05-09/2025 (*N=1,158*)	**39**	20	19	*	**1**	**60**	*	18	41	-	*
05/01-05/2025 (*N=1,175*)	**41**	24	17	*	**1**	**57**	1	13	43	*	1
04/17-21/2025 (*N=1,260*)	**39**	22	16	*	**1**	**59**	1	16	43	-	1
03/20-24/2025 (*N=1,229*)	**42**	22	20	*	**1**	**56**	1	15	40	-	1
12/3-7/2020 (N=1,117)	**40**	24	16	-	*	**58**	*	12	46	-	1
10/08-12/2020 (N=1,121)	**39**	22	17	*	*	**61**	*	15	46	*	*
09/11-14/2020 (N = 1,108)	**43**	25	17	*	**1**	**56**	*	11	44	-	*

AP-NORC	Approve NET	Strongly approve	Somewhat approve	Lean toward approv-ing	Not lean either way	Dis-approve NET	Lean toward disapp-roving	Some-what dis-approve	Strongly dis-approve	DK	SKP /REF
08/17-19/2020 (N=1,075)	**35**	18	16	*	*	**65**	1	19	46	*	*
07/16-20/2020 (N=1,057)	**38**	24	14	*	**1**	**61**	*	11	50	-	*
06/11-15/2020 (N=1,310)	**39**	21	17	*	**1**	**60**	*	10	49	-	1
05/14-18/2020 (N=1,056)	**41**	22	19	*	*	**58**	*	14	44	-	1
04/16-20/2020 (N=1,057)	**42**	22	20	-	-	**57**	*	16	41	-	1
03/26-29/2020 (N=1,057)	**43**	26	17	-	*	**56**	*	16	39	-	*
02/13-16/2020 (N=1,074)	**43**	24	19	*	**1**	**56**	*	16	40	-	1
01/16-21/2020 (N=1,353)	**41**	24	17	1	*	**58**	*	14	44	-	*
12/5-9/2019 (N=1,053)	**40**	23	17	*	-	**60**	*	15	45	-	*
10/24-28/2019 (N=1,075)	**42**	25	17	*	**1**	**56**	*	14	42	-	1
09/20-23/2019 (N=1,286)	**40**	24	16	*	**1**	**59**	*	16	42	-	1
8/15-18/2019 (N=1,060)	**36**	21	15	*	*	**62**	-	16	46	*	2
6/13-17/2019 (N=1,116)	**38**	19	19	*	*	**60**	*	17	43	-	1
5/17-20/2019 (N=1,137)	**38**	19	18	*	**1**	**61**	1	13	47	*	1
4/11-14/2019 (N=1,108)	**39**	19	20	*	**1**	**60**	*	13	46	-	*
3/14-18/2019 (N=1,063)	**40**	22	18	*	*	**58**	1	15	42	-	1
1/16-20/2019 (N=1,062)	**34**	18	16	*	*	**65**	1	11	53	*	*
12/13-16/2018 (N=1,067)	**42**	21	21	*	**1**	**56**	*	14	42	-	1
10/11-14/2018 (N=1,152)	**40**	21	19	*	**1**	**59**	*	14	45	-	1
8/16-20/2018 (N=1,055)	**38**	18	20	-	**1**	**60**	1	17	43	-	1
6/13-18/2018 (N=1,109)	**41**	21	20	*	**1**	**57**	*	16	42	*	*

AP-NORC	Approve NET	Strongly approve	Somewhat approve	Lean toward approv -ing	Not lean either way	Dis- approve NET	Lean toward disapp- roving	Some- what dis- approve	Strongly dis- approve	DK	SKP /REF
4/11-16/2018 (N=1,140)	**40**	19	20	*	**1**	**59**	*	15	44	-	1
3/14-19/2018 (N=1,122)	**42**	20	21	*	**1**	**58**	*	14	44	-	*
2/15-19/2018 (N=1,337)	**35**	19	17	-	**1**	**64**	*	17	46	*	*
12/7-11/2017 (N=1,020)	**32**	15	17	*	*****	**67**	*	16	51	-	*
9/28- 10/2/2017 (N=1,150)	**32**	20	12	*	*****	**67**	*	17	50	*	*
6/8-11/2017 (N=1,068)	**35**	16	18	*	**1**	**64**	*	17	47	*	1
3/23-27/2017 (N=1,110)	**42**	20	22	*	*****	**58**	*	14	43	-	1

CURY2. Overall, do you approve or disapprove of the way Donald Trump is handling…?

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

AP-NORC		Approve	Disapprove	DK	SKP/REF
The economy	12/4-8/2025 (N=1,146)	31	67	*	2
	11/6-10/2025 (N=1,143)	33	67	*	*
	10/09-13/2025 (N=1,289)	36	62	1	2
	09/11-15/2025 (N=1,183)	37	62	*	1
	08/21-25/2025 (N=1,182)	43	54	*	2
	07/10-14/2025 (N=1,437)	38	60	*	1
	06/05-09/2025 (N=1,158)	38	60	*	1
	05/01-05/2025 (N=1,175)	36	63	*	1
	04/17-21/2025 (N=1,260)	37	61	*	1
	03/20-24/2025 (N=1,229)	40	58	1	1
	10/08-12/2020 (N=1,121)	49	51	*	*
	09/11-14/2020 (N = 1,108)	50	49	*	1
	08/17-19/2020 (N=1,075)	47	52	*	1
	07/16-20/2020 (N=1,057)	48	51	*	*
	06/11-15/2020 (N=1,310)	49	50	*	1
	05/14-18/2020 (N=1,056)	49	50	*	1
	04/16-20/2020 (N=1,057)	52	47	*	1
	03/26-29/2020 (N=1,057)	56	43	*	1
	01/16-21/2020 (N=1,353)	56	43	1	1
	10/24-28/2019 (N=1,075)	54	44	*	*
	09/20-23/2019 (N=1,286)	51	47	1	1
	08/15-18/2019 (N=1,060)	46	51	1	2
	06/13-17/2019 (N=1,116)	47	51	1	1
	01/16-20/2019 (N=1,062)	44	55	-	1
	10/11-14/2018 (N=1,152)	50	49	*	1
	08/16-20/2018 (N=1,055)	51	49	*	-
	03/14-19/2018 (N=1,122)	47	52	*	*
	02/15-19/2018 (N=1,337)	45	53	-	*
	12/07-11/2017 (N=1,020)	40	59	*	-
	10/12-16/2017 (N=1,054)	41	57	*	*
	09/28-10/2/2017 (N=1,150)	42	56	*	*
	06/08-11/2017 (N=1,068)	43	55	*	*
	03/23-27/2017 (N=1,110)	50	47	-	*

AP-NORC		Approve	Disapprove	DK	SKP/REF
Immigration	12/4-8/2025 (N=1,146)	38	60	-	2
	11/6-10/2025 (N=1,143)	42	57	-	1
	10/09-13/2025 (N=*1,289*)	42	56	*	2
	09/11-15/2025 *(N=1,183)*	43	56	*	1
	08/21-25/2025 *(N=1,182)*	44	53	*	2
	07/10-14/2025 *(N=1,437)*	43	55	1	1
	06/05-09/2025 *(N=1,158)*	46	53	*	1
	05/01-05/2025 *(N=1,175)*	49	51	*	1
	04/17-21/2025 *(N=1,260)*	46	53	*	1
	03/20-24/2025 *(N=1,229)*	49	50	*	1
	09/20-23/2019 *(N=1,286)*	40	59	1	1
	8/15-18/2019 *(N=1,058)*	38	60	1	1
	6/13-17/2019 *(N=1,116)*	39	59	*	2
	1/16-20/2019 *(N=1,062)*	36	62	*	1
	10/11-14/2018 *(N=1,152)*	41	58	*	1
	8/16-20/2018 *(N=1,055)*	38	61	-	-
	2/15-19/2018 *(N=1,337)*	37	62	*	*
	9/28-10/2/2017 *(N=1,150)*	35	64	*	*
	6/8-11/2017 *(N=1,068)*	39	60	*	*
	3/23-27/2017 *(N=1,110)*	45	54	-	*
Managing the federal government	12/4-8/2025 (N=1,146)	35	63	*	2
	11/6-10/2025 *(N=1,143)*	33	67	*	*
	03/20-24/2025 *(N=1,229)*	43	55	*	2
Health care	12/4-8/2025 (N=1,146)	29	69	*	2
	11/6-10/2025 (N=1,143)	34	65	*	1
	10/09-13/2025 (N=*1,289*)	31	67	1	1
	09/11-15/2025 *(N=1,183)*	35	64	1	1
	07/10-14/2025 *(N=1,437)*	34	62	1	2
	09/11-14/2020 (N = 1,108)	41	57	*	1
	08/17-19/2020 (N=1,075)	36	62	*	1
	07/16-20/2020 (N=1,057)	36	63	*	*
	06/11-15/2020 (N=1,310)	40	59	1	1
	05/14-18/2020 (N=1,056)	42	56	1	1
	04/16-20/2020 (N=1,057)	39	60	1	1
	03/26-29/2020 (N=1,057)	42	57	*	1
	01/16-21/2020 (N=1,353)	38	61	*	1
	10/24-28/2019 (N=1,075)	43	55	*	1
	8/15-18/2019 (N=1,060)	37	61	1	2
	6/13-17/2019 *(N=1,116)*	35	62	*	2
	1/16-20/2019 *(N=1,062)*	35	62	1	2
	10/11-14/2018 *(N=1,152)*	37	62	*	1
	8/16-20/2018 *(N=1,055)*	36	63	*	-
	12/7-11/2017 *(N=1,020)*	29	70	*	-
	9/28-10/2/2017 *(N=1,150)*	31	68	*	*
	6/8-11/2017 *(N=1,068)*	32	65	*	*
	3/23-27/2017 *(N=1,110)*	36	62	*	*

AP-NORC		Approve	Disapprove	DK	SKP/REF
Trade negotiations with other countries	12/4-8/2025 (*N=1,146*)	37	61	*	2
	09/11-15/2025 (*N=1,183*)	36	63	*	1
	07/10-14/2025 (*N=1,437*)	37	61	*	2
	06/05-09/2025 (*N=1,158*)	38	60	*	1
	04/17-21/2025 (*N=1,260*)	37	62	*	1
	03/20-24/2025 (*N=1,229*)	38	60	1	2
	01/16-21/2020 (*N=1,353*)	46	53	1	1
	10/24-28/2019 (*N=1,075*)	43	55	1	1
	6/13-17/2019 (*N=1,116*)	39	59	*	2
	1/16-20/2019 (*N=1,062*)	39	59	*	1
	10/11-14/2018 (*N=1,152*)	41	59	*	1
	8/16-20/2018 (*N=1,055*)	39	61	-	-
	6/13-18/2018 (*N=1,109*)	43	55	*	*
	3/14-19/2018 (*N=1,122*)	41	58	*	*
Foreign policy	12/4-8/2025 (*N=1,146*)	37	60	1	2
	09/11-15/2025 (*N=1,183*)	39	59	*	2
	04/17-21/2025 (*N=1,260*)	38	60	1	1
	09/11-14/2020 (N = 1,108)	45	54	-	1
	08/17-19/2020 (N=1,075)	36	62	1	1
	05/14-18/2020 (N=1,056)	43	55	1	1
	04/16-20/2020 (N=1,057)	39	60	*	1
	03/26-29/2020 (N=1,057)	41	57	*	1
	01/16-21/2020 (N=1,353)	39	59	*	1
	10/24-28/2019 (N=1,075)	38	59	*	2
	09/20-23/2019 (N=1,286)	39	58	2	1
	08/15-18/2019 (N=1,060)	36	61	1	1
	01/16-20/2019 (*N=1,062*)	35	63	1	2
	10/11-14/2018 (*N=1,152*)	39	59	*	1
	08/16-20/2018 (*N=1,055*)	36	62	*	*
	02/15-19/2018 (*N=1,337*)	34	64	*	*
	12/07-11/2017 (*N=1,020*)	30	68	*	-
	09/28-10/2/2017 (*N=1,150*)	34	64	*	*
	06/08-11/2017 (*N=1,068*)	34	63	*	*
	03/23-27/2017 (*N=1,110*)	40	57	*	*
Crime	12/4-8/2025 (*N=1,146*)	43	55	*	1
	09/11-15/2025 (*N=1,183*)	46	53	*	1
	08/21-25/2025 (*N=1,182*)	53	45	*	2
Border security	12/4-8/2025 (*N=1,146*)	50	48	*	2
	09/11-15/2025 (*N=1,183*)	55	44	*	1
	6/13-17/2019 (*N=1,116*)	43	55	*	1
	1/16-20/2019 (*N=1,062*)	38	60	*	1

B1A. How would you describe the nation's economy these days? Would you say…

B1B. *If neither good nor poor, don't know, skipped, or refused in B1A:*
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
12/4-8/2025 (N=1,146)	**31**	3	17	11	*	**68**	14	34	20	-	-
10/09-13/2025 (N=1,289)	**32**	4	17	10	*	**68**	13	32	23	-	*
08/21-25/2025 (N=1,182)	**38**	4	21	13	**1**	**61**	17	29	15	-	*
04/17-21/2025 (N=1,260)	**32**	3	17	12	*	**68**	13	33	22	*	*
03/20-24/2025 (N=1,229)	**29**	2	14	13	*	**70**	15	37	18	-	-
12/5-9/2024 (N=1,251)	**32**	5	18	10	*	**67**	14	28	25	-	-
10/11-14/2024 (N=1,072)	**38**	6	23	9	*	**62**	9	27	26	-	-
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	-	-

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
05/11-15/2023 (N=1,680)	**24**	1	13	9	*	**76**	12	34	29	-	*
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	-	-
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	-	*

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
9/11-14/2020 (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	-	-
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

BIZ1. In recent months, would you say you have been doing each of the following more than usual, less than usual or about the same as usual?

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

AP-NORC		More than usual	Less than usual	About the same as usual	DON'T KNOW	SKIPPED/ REFUSED
Shopping for non-essential items	12/4-8/2025 N=1,146	13	48	38	-	*
	12/2-7/2021 N=1,089	7	36	55	*	1
Drawing from savings	12/4-8/2025 N=1,146	39	13	47	*	1
	12/2-7/2021 N=1,089	29	20	50	*	2
Finding the lowest price for items	12/4-8/2025 N=1,146	50	9	40	-	*
	12/2-7/2021 N=1,089	31	14	53	*	2
Delaying big purchases	12/4-8/2025 N=1,146	48	11	40	*	1
	12/2-7/2021 N=1,089	31	17	51	*	*

BIZ2. In general, have you experienced higher prices than usual for each of the following in recent months, or not?

[GRID ITEMS RANDOMIZED]

AP-NORC		Yes, higher	No, not higher	Did not purchase	DON'T KNOW	SKIPPED/ REFUSED
Groceries	12/4-8/2025 (N=1,146)	87	11	2	-	*
	12/1-5/2022 (N=1,124)	95	4	2	-	*
	12/2-7/2021 (N=1,089)	85	13	1	-	1
Gas	12/4-8/2025 (N=1,146)	49	42	8	*	1
	12/1-5/2022 (N=1,124)	83	12	5	-	*
	12/2-7/2021 (N=1,089)	85	8	7	*	1
Electricity	12/4-8/2025 (N=1,146)	69	24	6	*	1
	12/1-5/2022 (N=1,124)	74	20	5	*	*
	12/2-7/2021 (N=1,089)	57	35	7	*	1
Holiday gifts	12/4-8/2025 (N=1,146)	63	15	21	*	1
	12/1-5/2022 (N=1,124)	69	10	20	*	1
	12/2-7/2021 (N=1,089)	58	20	21	*	1

SHOPPING1. Thinking about your holiday shopping this year, has it been easier, neither easier nor harder, or harder to:

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

AP-NORC		Easier	Neither easier nor harder	Harder	DON'T KNOW	SKIPPED/ REFUSED
Find the exact things you want to give as gifts	12/4-8/2025 (N=1,146)	8	56	34	*	1
	12/1-5/2022 (N=1,124)	5	56	37	1	1
	12/2-7/2021 (N=1,089)	6	57	36	1	1
Afford the things you want to give as gifts	12/4-8/2025 (N=1,146)	5	41	53	*	1
	12/1-5/2022 (N=1,124)	2	40	57	*	1
	12/2-7/2021 (N=1,089)	7	52	40	1	1
Afford the food you or your family are buying for holiday meals	12/4-8/2025 (N=1,146)	5	51	43	-	1
	12/1-5/2022 (N=1,124)	2	40	57	*	1
Ensure that holiday gifts will arrive on time	12/4-8/2025 (N=1,146)	8	63	27	1	2

GIFT1. Have you done or do you plan to do any of the following for this year's upcoming December holidays?

Please select all that apply.

[RESPONSE OPTIONS RANDOMIZED]

	AP-NORC 12/4-8/2025
Put up an Elf on the Shelf in your home	10
Give a gift to your pet	30
Put up holiday decorations before Thanksgiving	19
Leave up holiday decorations after New Year's Day	35
Wear a holiday sweater or accessories	34
Peek at your gifts before the holiday	6
Go to bed before midnight on New Year's Eve	44
Watch sports on Christmas Day	24
Go see a movie in a theater on Christmas Day	5
None of the above	16
DON'T KNOW	*
SKIPPED ON WEB/REFUSED	*
N=	*1,146*

GIFT2. How acceptable or unacceptable do you consider each of the following when it comes to holiday gifts?

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

AP-NORC 12/4-8/2025	Very/ somewhat acceptable NET	Very acceptable	Somewhat acceptable	Somewhat/ very unacceptable NET	Somewhat unacceptable	Very unacceptable	DK	SKP/ REF
Giving cash as a gift	**88**	59	29	**11**	5	6	*	1
Re-gifting an item	**61**	22	39	**38**	21	16	*	1
Giving an item you bought secondhand	**65**	30	34	**35**	19	16	-	1
Giving gift cards	**87**	62	25	**12**	7	5	*	1

N=1,146

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 12/4-8/2025
Democrat NET	**38**
Strong Democrat	15
Not so strong Democrat	10
Lean Democrat	12
Independent/None – Don't lean	**26**
Republican NET	**36**
Lean Republican	10
Not so strong Republican	12
Strong Republican	14
N=	*1,146*

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 12/4-8/2025
Liberal NET	**24**
Very liberal	13
Somewhat liberal	11
Moderate	**43**
Conservative NET	**28**
Somewhat conservative	17
Very conservative	11
DON'T KNOW	*
SKIPPED ON WEB/REFUSED	5
N=	*1,146*

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

	AP-NORC 12/4-8/2025
Urban area	26
Suburban area	46
Rural area	26
DON'T KNOW	*
SKIPPED ON WEB/REFUSED	1
N=	*1,146*

RELIG. What is your present religion, if any?

	AP-NORC 12/4-8/2025
Protestant	25
Roman Catholic	17
Mormon	1
Orthodox	1
Jewish	2
Muslim	1
Buddhist	1
Hindu	1
Atheist	5
Agnostic	7
Nothing in particular	17
Just Christian	21
Unitarian	1
Something else	1
DON'T KNOW	-
SKIPPED ON WEB/REFUSED	-
N=	*1,146*

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 12/4-8/2025
Yes	38
No	62
DON'T KNOW	-
SKIPPED ON WEB/REFUSED	-
N=	*760*

AGE

	AP-NORC 12/4-8/2025
18-29	20
30-44	27
45-59	22
60+	31
N=	*1,146*

GENDER

	AP-NORC 12/4-8/2025
Male	49
Female	51
N=	*1,146*

RACE/ETHNICITY

	AP-NORC 12/4-8/2025
White, non-Hispanic	60
Black or African American	12
Hispanic	18
Other	10
N=	*1,146*

MARITAL STATUS

	AP-NORC 12/4-8/2025
Married	46
Not married	54
N=	*1,146*

EMPLOYMENT STATUS

	AP-NORC 12/4-8/2025
Employed	62
Not employed	38
N=	*1,146*

EDUCATION

	AP-NORC 12/4-8/2025
Less than a high school diploma	9
High school graduate or equivalent	28
Some college	26
Bachelor's degree	23
Post graduate study or professional degree	14
N=	*1,146*

CENSUS REGION

	AP-NORC 12/4-8/2025
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	7
Pacific	16
N=	*1,146*

HOME OWNERSHIP

	AP-NORC 12/4-8/2025
Owned or being bought by you or someone in your household	68
Rented for cash	30
Occupied without payment of cash rent	2
N=	*1,146*

VOTE 2024

	AP-NORC 12/4-8/2025
Voted for Kamala Harris	29
Voted for Donald Trump	30
Voted for someone else	1
Didn't vote	41
SKIPPED ON WEB/REFUSED	-
N=	*1,146*

INCOME

	AP-NORC 12/4-8/2025
Under $10,000	6
$10,000 to under $20,000	9
$20,000 to under $30,000	9
$30,000 to under $40,000	9
$40,000 to under $50,000	8
$50,000 to under $75,000	14
$75,000 to under $100,000	12
$100,000 to under $150,000	17
$150,000 or more	15
N=	*1,146*

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 December 4 through December 8, 2025, with adults aged 18 and over representing the 50 states and the District of Columbia. Panel members were randomly drawn from AmeriSpeak, and 1,146 completed the survey—1,084 via the web and 62 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 13.5 percent, the weighted household panel response rate is 24.9 percent, and the weighted household panel retention rate is 78.0 percent, for a cumulative response rate of 2.6 percent.

The overall margin of sampling error is +/-4.0 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 6.0 percentage points for Democrats, 6.2 percentage points for Republicans and 9.1 percentage points for independents.

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, 94 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, education, and 2024 presidential vote. Weighting variables were obtained from the 2025 Current Population Survey and the final results for 2024 presidential vote turnout and vote choice. 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.