STUDY METHODOLOGY

This analysis was conducted by researchers at NORC at the University of Chicago based on polling conducted by The Associated Press-NORC Center for Public Affairs Research with funding from The Associated Press and NORC at the University of Chicago.

All data were collected using the AmeriSpeak Omnibus®, a monthly multi-client survey using NORC's probability-based panel designed to be representative of the U.S. household population. Each 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 National Sample Frame provides coverage of approximately 97 percent of the U.S. household population. The U.S. Postal Service delivery-sequence file (DSF) and National Consumer Address File have been used in a subset of years as a supplemental sample during AmeriSpeak panel recruitment for low coverage states. 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.

This analysis utilized data from multiple AmeriSpeak Omnibus surveys conducted between July 11-15, 2024, and April 16-20, 2026, with a combined total sample of 27,365 interviews with adults aged 18 and over representing the 50 states and the District of Columbia. Some panel members completed more than one survey included the study. For each study, panel members were randomly selected and were contacted via email or telephone by NORC interviewers. Interviews were conducted in English or Spanish according to respondent preference.

The analysis collapsed 21 AmeriSpeak surveys into the five time periods listed below:

1. Election/ Pre-presidency	2. First 100 Days	3. Big Beautiful Bill	4. Government Shutdown	5. Iran War
July 11-15, 2024	March 20-24, 2025	June 5-9, 2025	September 11-15, 2025	January 8-11, 2026
July 25-29, 2024	April 17-21, 2025	July 10-14, 2025	October 9-13, 2025	February 5-8, 2026
August 8-12, 2024	May 1-5, 2025	August 21-25, 2025	November 6-10, 2025	March 19-23, 2026
September 12-16, 2024			December 4-8, 2025	April 16-20, 2026
October 11-14, 2024				
December 5-9, 2024				
January 9-13, 2025				

As Trump had not yet taken office and no measure of job approval could be collected during the election/pre-presidency period, Trump's favorability is used as a proxy for overall job approval. The favorability question (FAVA) asked: "For each of the following, please indicate if you have an unfavorable or favorable impression. If you don't know enough to have an opinion, you can say that too," with Donald Trump included among the listed figures and a 5-point scale ranging from very unfavorable to very favorable. Responses were collapsed into a binary "favor/don't favor" measure for analysis.

Time periods 2 through 5 (First 100 Days, Big Beautiful Bill, Government Shutdown, and Iran War) use measures of Trump's overall job approval (CUR2, CUR3, CUR3A, CUR3B). These are based on a four-part sequence:

1. CUR2 (asked of all respondents): "Overall, do you approve or disapprove of the way Donald Trump is handling his job as president?"
2. CUR3 (asked of nonrespondents to 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?"
3. CUR3A (asked of respondents who selected "approve" to CUR2): "Would you say you approve of the way Donald Trump is handling his job as president strongly or do you approve just somewhat?"
4. CUR3B (asked of respondents who selected "disapprove" to CUR2): "Would you say you disapprove of the way Donald Trump is handling his job as president strongly or do you disapprove just somewhat?"

Responses were collapsed into a binary approve/disapprove measure for analysis.

To assess the relationship between the job approval and favorability measures, we analyzed responses from the 9,763 respondents (36.4% of the analytic sample) who answered polls that included both the approval and favorability questions in the same surveys between March 2025 and April 2026. Results demonstrated strong correlation between these measures:

- Among respondents who approved of President Trump's job performance, 88% also reported having a favorable impression.
- Among respondents who disapproved of his job performance, 88% reported having an unfavorable impression.
- Among respondents with an unfavorable impression, 95% disapproved of his job performance.

- Among respondents with a favorable impression, 87% approved of his job performance.

These findings indicate high correlation between the two variables, supporting their use as comparable measures in subsequent analyses.

Of the total sample of 27,365 respondents, 511 (1.9%) were excluded from the analysis due to insufficient data on key variables. All respondents who refused to answer the favorability question or selected “Don’t know enough to say” during the first time period were excluded. All survey respondents who refused to answer CUR2, CUR3, CUR3A, and CUR3B or selected “Neither approve nor disapprove” during the last four time periods were excluded. After applying these exclusions, the analytic sample consisted of 26,854 respondents.

Analysis utilized logistic regression with a binary dependent variable, "support," constructed to capture either favorability or approval depending on the time period.

The support variable was coded as follows:

- Support = 0 (Does not support): Respondents who either (a) reported an unfavorable impression of Donald Trump in time period 1, or (b) disapproved of the way President Trump was handling his job in time periods 2-5.
- Support = 1 (Supports): Respondents who either (a) reported a favorable impression of Donald Trump in time period 1, or (b) approved of the way President Trump was handling his job in time periods 2-5.

This combined approach allowed for consistent measurement of support across time periods while accommodating differences in question administration. The high correlation between favorability and approval measures supports the validity of this combined metric. In most instances, the support classification was determined by the respondent's response on job approval.

The unweighted count of Trump support by each time period is as follows:

Time Period	Does not Support	Supports	Total
Election/Pre-presidency	5,335	3,432	8,767
First 100 days	2,267	1,345	3,612
Big Beautiful Bill	2,370	1,358	3,728
Government Shutdown	3,069	1,626	4,695
Iran War	4,117	1,935	6,052
Total	**17,158**	**9,696**	**26,854**

The primary independent variable for analysis was time period, operationalized as a series of dichotomous indicator variables. Each time period was represented by a binary flag coded as 1 for respondents interviewed during that period and 0 otherwise. This specification allowed for assessment of whether observed changes in support levels were statistically significantly associated with specific periods during the Trump presidency.

Covariates included in the model were:

- Party identification: Respondent's political party affiliation
- Sex: Respondent's sex
- Race/ethnicity: Respondent's racial and ethnic background
- Education: Highest level of educational attainment
- Employment status: Current employment situation
- Age: Respondent's age

These covariates were included as controls to isolate the effect of time period on support while accounting for compositional differences in the sample across survey waves.

Results are presented using two complementary methods: model-based predicted probabilities and descriptive proportions.

For the logistic regression analysis, each model was estimated twice—once incorporating survey weights and once without weights. The weighted results are reported in this analysis. Model-based predicted probabilities were calculated from the regression estimates, with standard errors included in all figures to indicate the precision of the estimates.

Additionally, descriptive results are presented. These weighted proportions account for the complex survey design and are calculated using the survey weights to ensure population representativeness. Differences over time are only discussed when they are significant in both the descriptive and multivariate analyses.

Once the AmeriSpeak samples were selected and fielded, and all the study data were collected and made final, a poststratification process was 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 the 2024 presidential vote.[1] Weighting variables were obtained from the 2023, 2024, and 2025 Current Population Surveys 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.

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[1] Surveys fielded prior to the beginning of Trump's second term were not weighted to 2024 presidential turnout or vote choice.