

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: 8/16-20/2018 1,055 adults

Margin of error: +/- 4.2 percentage points at the 95% confidence level among all adults

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

CUR1. Generally speaking, would you say things in this country are heading in the...

[HALF SAMPLE ASKED RESPONSE OPTIONS IN REVERSE ORDER]

				SKIPPED
AP-NORC			DON'T	ON WEB/
All adults	Right direction	Wrong direction	KNOW	REFUSED
8/16-20/2018 (N=1,055)	38	62	*	*
6/13-18/2018 (N=1,109)	40	58	1	1
4/11-16/2018 (N=1,140)	39	60	*	*
3/14-19/2018 (N=1,222)	37	62	1	1
2/15-19/2018 (N=1,337)	32	68	*	*
12/7-11/2017 (N=1,020)	30	69	1	*
9/28-10/2/2017 (N=1,150)	24	74	1	*
6/8-11/2017 (N=1,068)	34	65	2	*
3/23-27/2017 (N=1,110)	37	62	1	*

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

If don't know, skipped, or refused in CUR2

CUR3. If you had to choose, do you lean more toward approving or disapproving of the way Donald Trump is handling his job as president?

If approve in CUR2

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

If disapprove in CUR2

CUR3B. 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]

					Do						
				Loon	_		Lagra	Cama			
				Lean	not	D:-	Lean	Some-	Character		
	_			toward	lean	Dis-	toward	what	Strongly		01/5
AP-NORC	Approve	Strongly	Somewhat	approv	either	approve	disapp-	dis-	dis-		SKP
All adults	NET	approve	approve	-ing	way	NET	roving	approve	approve	DK	/REF
8/16-20/2018											
(N=1,055)	38	18	20	-	1	60	1	17	43		
6/13-18/2018											
(N=1,109)	41	21	20	*	1	57	*	16	42	*	*
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...?

If Don't know, skipped, or refused in CURY2

CURYX. If you had to choose, do you lean more toward approving or disapproving of the way Donald Trump is handling ...?

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

Economy

				Don't					
			Lean	lean		Lean			
AP-NORC	Approve		toward	either	Disapprove	toward			SKP/
All adults	NET	Approve	approve	way	NET	disapprove	Disapprove	DK	REF
8/16-20/2018									
(N=1,055)	51	51	*	*	49	*	49	*	-
3/14-19/2018									
(N=1,122)	47	46	1	1	52	*	51	*	*
2/15-19/2018									
(N=1,337)	45	45	-	*	54	*	53	-	*
12/7-11/2017									
(N=1,020)	40	40	*	1	59	*	59	*	-
10/12-16/2017									
(N=1,054)	41	41	*	1	58	1	57	*	*
9/28-10/2/2017									
(N=1,150)	42	42	*	1	56	1	56	*	*
6/8-11/2017									
(N=1,068)	43	43	1	1	55	*	55	*	*
3/23-27/2017									
(N=1,110)	50	49	1	1	48	1	47	-	*

Taxes

				Don't					
			Lean	lean		Lean			
AP-NORC	Approve		toward	either	Disapprove	toward			SKP/
All adults	NET	Approve	approve	way	NET	disapprove	Disapprove	DK	REF
8/16-20/2018									
(N=1,055)	45	44	*	*	54	1	54	*	-
3/14-19/2018									
(N=1,122)	4.5	45	4		50	4	53	*	*
	46	45	1	1	53	1	52	*	Ψ
12/7-11/2017									
(N=1,020)	22	22	*		66	*	65		
	33	32		1	66		65	1	-
10/12-16/2017									
(N=1,054)	39	38	1	1	59	1	58	1	*
3/23-27/2017									
(N=1,110)									_
•	44	43	1	2	54	1	53	1	*

[HALF SAMPLE ASKED "GUN CONTROL", OTHER HALF ASKED "GUN POLICY"]

Gun control

			Lean	Don't lean		Lean			
AP-NORC	Approve		toward	either	Disapprove	toward			SKP/
All adults	NET	Approve	approve	way	NET	disapprove	Disapprove	DK	REF
8/16-20/2018									
(N=531)	47	46	1	1	52	*	52	*	-
3/14-19/2018									
(N=1,122)	39	39	*	1	59	*	58	*	*
10/12-16/2017									
(N=1,054)	40	39	1	1	59	*	58	*	*

Gun Policy

				Don't					
			Lean	lean		Lean			
AP-NORC	Approve		toward	either	Disapprove	toward			SKP/
All adults	NET	Approve	approve	way	NET	disapprove	Disapprove	DK	REF
8/16-20/2018									
(N=524)	40	40	*	*	59	*	59	*	-

The federal budget deficit

				Don't					
			Lean	lean		Lean			
AP-NORC	Approve		toward	either	Disapprove	toward			SKP/
All adults	NET	Approve	approve	way	NET	disapprove	Disapprove	DK	REF
8/16-20/2018									
(N=1,055)	39	38	`	`	59	*	59	*	*
3/14-19/2018									
(N=1,122)	35	34	1	2	62	*	62	*	*
3/23-27/2017									
(N=1,110)	43	42	1	2	54	1	53	1	*

North Korea

				Don't					
			Lean	lean		Lean			
AP-NORC	Approve		toward	either	Disapprove	toward			SKP/
All adults	NET	Approve	approve	way	NET	disapprove	Disapprove	DK	REF
8/16-20/2018									
(N=1,055)	47	47	*	*	52	*	52	*	*
6/13-18/2018									
(N=1,109)	55	54	1	1	43	*	43	*	1
3/14-19/2018									
(N=1,122)	42	41	1		5.0	*	5.0	*	*
	42	41	1	1	56	*	56	-	
10/12-16/2017									
(N=1,054)	34	34	*	1	65	*	64	*	*
9/28-10/2/2017									
(N=1,150)	20	25	1		63	*	63	*	*
	36	35	1	1	63	-,-	63	-7-	

Trade negotiations with other countries

				Don't					
			Lean	lean		Lean			
AP-NORC	Approve		toward	either	Disapprove	toward			SKP/
All adults	NET	Approve	approve	way	NET	disapprove	Disapprove	DK	REF
8/16-20/2018									
(N=1,055)	39	39	*	*	61	1	60	-	-
6/13-18/2018									
(N=1,109)	43	42	1	1	55	*	55	*	1
3/14-19/2018									
(N=1,122)	41	40	*	1	58	*	57	*	*

Foreign policy

				Don't					
			Lean	lean		Lean			
AP-NORC	Approve		toward	either	Disapprove	toward			SKP/
All adults	NET	Approve	approve	way	NET	disapprove	Disapprove	DK	REF
8/16-20/2018									
(N=1,055)	36	36	1	*	63	1	62	*	*
2/15-19/2018									
(N=1,337)	34	34	*	1	64	*	64	*	*
12/7-11/2017									
(N=1,020)	30	30	*	1	69	*	68	*	-
9/28-10/2/2017									
(N=1,150)	34	34	*	1	65	*	64	*	*
6/8-11/2017									
(N=1,068)	35	34	*	1	63	1	63	*	*
3/23-27/2017									
(N=1,110)	40	40	1	1	58	1	57	*	*

The Russia investigation

				Don't					
			Lean	lean		Lean			
AP-NORC	Approve		toward	either	Disapprove	toward			SKP/
All adults	NET	Approve	approve	way	NET	disapprove	Disapprove	DK	REF
8/16-20/2018									
(N=1,055)	34	34	*	*	65	*	65	1	*
12/7-11/2017									
(N=1,020)						_			
	30	30	*	1	68	*	67	1	-

Immigration

				Don't					
			Lean	lean		Lean			
AP-NORC	Approve		toward	either	Disapprove	toward			SKP/
All adults	NET	Approve	approve	way	NET	disapprove	Disapprove	DK	REF
8/16-20/2018									
(N=1,055)	38	38	*	*	61	*	61	-	-
2/15-19/2018									
(N=1,337)	37	37	*	*	62	*	62	*	*
9/28-10/2/2017									
(N=1,150)	35	35	*	1	64	*	64	*	*
6/8-11/2017									
(N=1,068)	39	39	*	*	60	*	60	*	*
3/23-27/2017									
(N=1,110)	45	45	*	1	54	*	54	-	*

Health care

				Don't					
			Lean	lean		Lean			
AP-NORC	Approve		toward	either	Disapprove	toward			SKP/
All adults	NET	Approve	approve	way	NET	disapprove	Disapprove	DK	REF
8/16-20/2018									
(N=1,055)	36	36	*	*	64	*	63	*	-
12/7-11/2017									
(N=1,020)	30	29	*	*	70	*	70	*	_
9/28-10/2/2017	30	23			70		, , ,		
(N=1,150)	31	31	*	1	68	*	68	*	*
6/8-11/2017									
(N=1,068)	32	32	*	1	66	1	65	*	*
3/23-27/2017									
(N=1,110)	36	36	1	1	62	*	62	*	*

SC1. As you may know, Supreme Court Justice Anthony Kennedy is retiring, and President Trump has nominated Brett Kavanaugh to replace him. Do you favor, oppose, or neither favor nor oppose Brett Kavanaugh's confirmation by the U.S. Senate as a Supreme Court Justice?

	AP-NORC
	8/16-20/2018
Favor NET	25
Strongly favor	14
Somewhat favor	11
Neither favor nor oppose	46
Oppose NET	29
Somewhat oppose	10
Strongly oppose	19
DON'T KNOW	*
SKIPPED ON WEB/REFUSED	*

SC2. Do you think the U.S. Senate should vote on Brett Kavanaugh's confirmation as a Supreme Court Justice:

	AP-NORC
	8/16-20/2018
Before the November midterm elections	51
After the November midterm elections	48
DON'T KNOW	*
SKIPPED ON WEB/REFUSED	1
N=	1,055

TRADE1. How important should each of the following be when the United States negotiates trade agreements with other countries?

					Slightly/		Not		
AP-NORC	Extremely	Extremely	Very	Moderately	not at all	Slightly	import-		SKP
8/16-20/2018	/very NET	important	important	important	NET	important	ant at all	DK	/REF
The effect on									
U.S. industries	75	30	45	20	5	4	1	*	2
Keeping									
consumer prices									
low	65	26	40	25	8	8	*	-	1
Profits for									
American									
corporations	44	14	30	36	20	16	3	*	1
The effect on									
U.S. jobs	81	37	44	14	4	4	*	*	1
American									
competitiveness									
with other									
countries	65	25	40	25	9	7	2	*	1
Wages and									
working									
conditions in									
other countries	46	14	31	32	22	15	7	*	*
The									
environmental					_	_	_		
impact	68	29	39	22	9	7	2	1	1

N=1,055

N=

TRADE2. Do you favor, oppose, or neither favor nor oppose President Trump's decision to place a tariff, that is, an import tax, on certain goods brought into the United States from other countries?

	AP-NORC
	8/16-20/2018
Favor NET	38
Strongly favor	14
Somewhat favor	24
Neither favor nor oppose	21
Oppose NET	40
Somewhat oppose	19
Strongly oppose	21
DON'T KNOW	*
SKIPPED ON WEB/REFUSED	*

TRADE3. Regardless of what you personally support, do you think the tariffs put in place by President Trump will increase or decrease, or have no effect on:

1,055

[ITEMS RANDOMIZED]

AP-NORC	Increase	Increase	Increase	No	Decrease	ase Decrease Decrease			SKP/
8/16-20/2018	NET	a lot	somewhat	effect	NET	somewhat	a lot	DK	REF
Jobs in the U.S.	39	10	29	27	34	24	10	1	*
The price of									
consumer goods									
in the U.S.	72	21	52	14	13	10	4	*	*
Wages for									
American									
workers	28	5	23	42	29	21	8	*	1

N=1,055

TRADE4. Overall, do you think the tariffs put in place by President Trump will definitely help, probably help, neither help nor hurt, probably hurt, or definitely hurt each of the following?

[ITEMS RANDOMIZED]

				Neither					
AP-NORC		Definitely	Probably	help nor		Probably	Definitely		SKP/
8/16-20/2018	Help NET	help	help	hurt	Hurt NET	hurt	hurt	DK	REF
You and your									
family	19	5	14	45	35	26	10	*	1
Your local									
community	24	5	19	37	38	26	11	*	1
The national									
economy	40	10	30	16	44	27	17	*	1

N=1,055

IMM1. Thinking about <u>legal</u> immigration, do you think the number of <u>legal</u> immigrants to the U.S. should be increased, remain the same, or reduced?

	AP-NORC
	8/16-20/2018
Increased NET	29
Increased a lot	11
Increased a little	18
Remain the same as it is	42
Reduced NET	28
Reduced a little	16
Reduced a lot	12
DON'T KNOW	*
SKIPPED ON WEB/REFUSED	*

N=

IMM2. Thinking about children who were separated from their families at the border, do you think the Trump Administration is currently doing too much, about the right amount or too little to reunite them?

	AP-NORC
	8/16-20/2018
Too much	8
Right amount	33
Too little	58
DON'T KNOW	*
SKIPPED ON WEB/REFUSED	1
N=	1,055

IMM3. Do you have a favorable or unfavorable opinion of U.S. Immigration and Customs Enforcement, known as ICE? If you don't know enough about ICE to have an opinion, you can say that too.

	AP-NORC
	8/16-20/2018
Favorable NET	30
Strongly favorable	17
Somewhat favorable	14
Unfavorable NET	37
Somewhat unfavorable	18
Strongly unfavorable	19
Don't know enough to have an	
opinion	33
SKIPPED ON WEB/REFUSED	*

1,055

IMM4. Do you support, oppose, or neither support nor oppose abolishing U.S. Immigration and Customs Enforcement, known as ICE?

	AP-NORC
	8/16-20/2018
Support NET	24
Strongly support	12
Somewhat support	12
Neither favor nor oppose	34
Oppose NET	41
Somewhat oppose	14
Strongly oppose	27
DON'T KNOW	1
SKIPPED ON WEB/REFUSED	*
N=	1,055

REL1. Please tell me if you think each of the following has too much influence on American politics today, about the right amount or too little influence?

[ITEMS RANDOMIZED]

				About the					
AP-NORC	Too much	Too	Somewhat	right	Too little	Somewhat	Too		SKP/
8/16-20/2018	NET	much	too much	amount	NET	too little	little	DK	REF
Evangelical									
Christians	39	22	17	36	22	11	12	1	2
The Catholic									
Church	38	17	21	42	17	11	6	1	2
Other Christian									
groups	30	12	18	44	24	14	10	1	1
Jewish groups	23	10	12	53	21	12	10	2	2
Muslim groups	35	18	17	31	30	18	12	2	2
Those that don't									
follow any									
religion	23	11	12	41	33	15	17	1	2

N=1,055

REL2. Overall, do you think that in the United States, religion currently has too much influence, about the right amount or too little influence on each of the following?

[ITEMS RANDOMIZED]

				About the					
AP-NORC	Too much	Too	Somewhat	right	Too little	Somewhat	Too		SKP/
8/16-20/2018	NET	much	too much	amount	NET	too little	little	DK	REF
Most members									
of Congress	38	21	17	30	30	15	16	*	2
The Supreme									
Court	34	17	17	40	24	12	12	*	1
President Trump	35	22	14	36	26	11	15	1	2
Your state									
government	30	12	18	40	28	13	14	*	1
What children									
are taught in									
public school	27	11	15	31	41	17	24	*	2
Family life in									
general	26	11	15	37	35	17	18	*	2
Popular culture	29	13	15	34	35	16	19	1	1

N=1,055

REL3. Overall, how much influence do you think religion SHOULD have on government policies concerning each of the following?

[ITEMS RANDOMIZED]

	A			Not much/no		No		
AP-NORC	lot/some			influence		influence		SKP/
8/16-20/2018	NET	A lot	Some	at all NET	Not much	at all	DK	REF
LGBT issues	34	15	19	64	16	48	1	2
Abortion	45	21	24	54	9	45	*	1
Poverty	57	25	31	42	9	33	*	1
Immigration	43	17	26	56	14	42	*	1
Foreign policy	34	11	23	65	18	48	*	1
Climate change	32	11	20	67	18	48	*	1
Education	49	22	27	50	12	38	*	1
Health Care	44	18	27	55	15	40	*	1
Income								
inequality	36	12	25	62	18	44	1	1
Gun policy	38	19	19	61	15	45	*	1

N=1,055

REL4. When you think about how to vote, how important is each of the following?

[ITEMS RANDOMIZED]

		Extremely			Not		Not			
AP-NORC	Extremely	Import-	Very	Moderately	very/not	Not very	important			SKP/
8/16-20/2018	/very NET	ant	important	important	at all NET	important	at all	N/A	DK	REF
That the										
candidate has										
strong religious										
beliefs	25	9	16	23	43	17	26	7	*	*
That the										
candidate										
shares your										
religious beliefs	19	8	11	23	47	19	28	10	*	1
That the										
candidate is										
supported by										
your religious										
leaders	15	7	9	21	51	18	33	12	*	*
That a candidate										
shares your										
view of the role										
of religion in								_		
politics	31	13	18	34	28	12	16	7	*	1

N=1,055

REL5. Do you favor, oppose, or neither favor nor oppose allowing religious leaders to endorse political candidates while retaining their tax-exempt status?

	AP-NORC
	8/16-20/2018
Favor NET	13
Strongly favor	5
Somewhat favor	8
Neither favor nor oppose	32
Oppose NET	53
Somewhat oppose	15
Strongly oppose	38
DON'T KNOW	*
SKIPPED ON WEB/REFUSED	1

REL6. Which of the following statements comes closest to describing your beliefs?

	AP-NORC
	8/16-20/2018
Religious but not spiritual	9
Spiritual but not religious	31
Neither religious nor spiritual	19
Both religious and spiritual	41
DON'T KNOW	*
SKIPPED ON WEB/REFUSED	1

N=

1,055

1,055

REL7. Do you consider yourself a born-again or evangelical Christian, or not?

	AP-NORC
	8/16-20/2018
Yes, born-again/evangelical	29
No, not born-again/evangelical	71
DON'T KNOW	*
SKIPPED ON WEB/REFUSED	1
N=	1,055

REL8. What is your religious preference?

N=

	ı
	AP-NORC
	8/16-20/2018
Protestant	44
Catholic	23
Mormon	1
Jewish	1
Muslim	1
Other Christian	2
Other religion	2
Don't belong to any religious	
denomination	26
DON'T KNOW	-
SKIPPED ON WEB/REFUSED	*

If REL8 is "Other religion," "Don't know," or "Skipped/Refused"

REL9. Do you consider yourself a Christian, or not?

	AP-NORC
	8/16-20/2018
Yes, a Christian	89
No, not a Christian	10
DON'T KNOW	-
SKIPPED ON WEB/REFUSED	*
N=	213

REG. Are you currently registered to vote at your address, or not?

	AP-NORC
	8/16-20/2018
Yes	81
No	18
DON'T KNOW	-
SKIPPED ON WEB/REFUSED	1
N=	1,055

PID1. Do you consider yourself a Democrat, a Republican, an independent or none of these?

	AP-NORC
	8/16-20/2018
Democrat	34
Republican	26
Independent	24
None of these	16
DON'T KNOW	-
SKIPPED ON WEB/REFUSED	*

If Democrat in PID1

PIDa. Do you consider yourself a strong Democrat or a moderate Democrat?

If Republican in PID1

PIDb. Do you consider yourself a strong Republican or a moderate Republican?

If Independent, None of these, or Don't Know/SKIPPED ON WEB/Refused in PID1 PIDi. Do you lean more toward the Democrats or the Republicans?

[PID1, PIDA, PIDB, AND PIDI COMBINED]

	AP-NORC
	8/16-20/2018
Democrat NET	45
Strong Democrat	12
Moderate Democrat	22
Lean Democrat	11
Independent/None – Don't lean	18
Republican NET	37
Lean Republican	11
Moderate Republican	16
Strong Republican	10
Unknown	*
N=	1,055

G11B. Generally speaking, do you consider yourself a...?

	AP-NORC
	8/16-20/2018
Liberal	23
Conservative	31
Moderate	44
DON'T KNOW	*
SKIPPED ON WEB/REFUSED	1

DM5. Which one of the following best describes where you live?

	AP-NORC
	8/16-20/2018
Urban area	28
Suburban area	46
Rural area	25
DON'T KNOW	*
SKIPPED ON WEB/REFUSED	*

N= 1,055

AGE

	AP-NORC
	8/16-20/2018
18-24	12
25-34	18
35-44	17
45-54	13
55-64	20
65-74	14
75+	6
N=	1.055

GENDER

	AP-NORC
	8/16-20/2018
Male	48
Female	52
	4.055

RACE/ETHNICITY

	_
	AP-NORC
	8/16-20/2018
White	63
Black or African American	12
Hispanic	16
Other	8
N=	1.055

MARITAL STATUS

	AP-NORC
	8/16-20/2018
Married	48
Widowed	7
Divorced	11
Separated	2
Never married	23
Living with partner	9

N= 1,055

EMPLOYMENT STATUS

	AP-NORC
	8/16-20/2018
Employed	57
Not employed	43
N=	1,055

EDUCATION

	AP-NORC
	8/16-20/2018
Less than a high school diploma	11
High school graduate or equivalent	29
Some college	28
College graduate or above	33
Al	4.055

INCOME

	AP-NORC
	8/16-20/2018
Under \$10,000	4
\$10,000 to under \$20,000	13
\$20,000 to under \$30,000	11
\$30,000 to under \$40,000	10
\$40,000 to under \$50,000	9
\$50,000 to under \$75,000	17
\$75,000 to under \$100,000	14
\$100,000 to under \$150,000	13
\$150,000 or more	9
N=	1,055

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 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% 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 August 16 and 20, 2018, with adults age 18 and over representing the 50 states and the District of Columbia. Panel members were randomly drawn from AmeriSpeak, and 1,055 completed the survey—915 via the web and 140 via telephone. Interviews were conducted in both English and Spanish, depending on respondent preference. The final stage completion rate is 16.6 percent, the weighted household panel response rate is 28.0 percent, and the weighted household panel retention rate is 86.1 percent, for a cumulative response rate of 4.0 percent. The overall margin of sampling error is +/- 4.2 percentage points at the 95 percent confidence level, including the design effect. The margin of sampling error may be higher for subgroups.

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 2018 Current Population Survey. The weighted data reflect the U.S. population of adults age 18 and over.

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 the world's essential news organization, bringing fast, unbiased news to all media platforms and formats.
- NORC at the University of Chicago is one of the oldest and most respected, independent research institutions in the world.

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.

The founding principles of The AP-NORC Center include a mandate to carefully preserve and protect the scientific integrity and objectivity of NORC and the journalistic independence of AP. All work conducted by the Center conforms to the highest levels of scientific integrity to prevent any real or perceived bias in the research. All of the work of the Center is subject to review by its advisory committee to help

ensure it meets these standards. The Center will publicize the results of all studies and make all datasets and study documentation available to scholars and the public.