



The AP-NORC Center for Public Affairs Research Celebrates 10 Years of Innovative and Objective Research-Driven Journalism

Chicago, IL, September 21, 2021 — September 2021 marks the 10th anniversary of an extraordinary collaboration between The Associated Press (AP) and NORC at the University of Chicago. It also kicks off a year-long series of celebratory activities. Since its founding in 2011, the AP-NORC Center for Public Affairs Research has produced rigorous, journalism-ready survey research on major issues such as long-term care, national security, education, and the pandemic.

“In 2010, we saw traditional print and broadcast outlets—who had long been dependable sources of survey research—struggling to respond to competition from new digital platforms. We recognized the need for a collaboration that paired NORC’s objective, nonpartisan research and analysis with the reach and relevance of a respected, nonpartisan major news organization,” said Dan Gaylin, president and CEO of NORC. “We found the perfect teammate in The Associated Press, and we are extremely proud of the work we have done with the AP since the Center’s founding.”

The inaugural survey was “Civil Liberties and Security: 10 Years After 9/11,” which explored where people drew the line between civil liberties and security. Other early surveys studied public attitudes about energy, parents’ attitudes about education, and how lower-wage workers and those who employ them view lower-wage jobs.

Most recently, AP-NORC has produced a steady flow of timely research about how people have been experiencing the pandemic that has helped guide the response of policymakers. AP and NORC also collaborated to create AP VoteCast, the new standard for election research. VoteCast has provided highly accurate and comprehensive data about the electorate since the 2018 general election.

“We are thrilled to celebrate the 10th anniversary of The AP-NORC Center for Public Affairs Research, which has supported and enriched AP’s U.S. news report in the past decade with some of our most memorable work,” said Julie Pace, AP senior vice president and executive editor. “We are looking forward to continuing this productive collaboration with NORC to tell more stories about America and all of its many facets in the years to come.”

And this is just the beginning. AP-NORC is working on a research project, events, conference

presentations, and other offerings to mark the anniversary.

To learn more about the 10th anniversary of The AP-NORC Center for Public Affairs Research, visit <https://apnorc.org/>.

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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.

www.apnorc.org

The Associated Press 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. Online: www.ap.org

NORC at the University of Chicago conducts research and analysis that decision-makers trust. As a nonpartisan research organization and a pioneer in measuring and understanding the world, we have studied almost every aspect of the human experience and every major news event for more than eight decades. Today, we partner with government, corporate, and nonprofit clients around the world to provide the objectivity and expertise necessary to inform the critical decisions facing society. See 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.

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