



The March 2023 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: 03/16-20/2023

1,081 adults

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

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

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

If neither good nor poor, don’t know, skipped, or refused in B1A:

B1B. 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
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	-	*

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
1/28-2/1/2021 (N=1,055)	31	1	17	12	*	69	15	37	17	-	-
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	-	*
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

B2A. And how would you describe the financial situation in your own household these days? Would you say...?

B2B. If neither good nor poor, don't know, skipped, or refused in B2A:

If you had to choose, do you lean more toward the financial situation in your own household being good or 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
03/16- 20/2023 (N=1,081)	53	7	28	17	*	47	14	21	11	-	-
12/1-5/2022 (N=1,124)	57	11	28	18	1	43	11	21	10	-	-
10/06- 10/2022 (N=1,121)	54	8	29	17	*	46	12	23	10	-	*
3/17-21/2022 (N=1,082)	63	13	30	19	*	37	12	16	9	-	-
12/2-7/2021 (N=1,089)	64	12	33	19	1	35	11	16	8	-	*
10/21- 25/2021 (N=1,083)	65	13	33	19	1	34	12	15	7	-	-
2/25- 3/1/2021 (N=1,434)	67	13	37	18	*	32	12	14	6	-	*
10/8-12/2020 (N=1,121)	65	14	35	16	*	34	12	15	8	-	*
9/11-14/2020 (N=1,108)	65	15	31	18	*	35	13	17	5	-	*
8/17-19/2020 (N=1,075)	63	13	34	17	*	36	12	18	6	*	*
7/16-20/2020 (N=1,057)	65	14	34	17	*	35	14	15	6	-	-
6/11-15/2020 (N=1,310)	66	14	36	16	1	32	12	14	7	-	1
5/14-18/2020 (N=1,056)	66	15	32	20	*	33	10	16	7	-	1
4/16-20/2020 (N=1,057)	64	14	31	18	*	36	10	17	8	-	-

	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
AP-NORC											
3/26-29/2020 (N=1,057)	62	11	34	17	*	38	10	19	9	-	*
1/16-21/2020 (N=1,353)	69	18	37	15	*	31	9	14	7	-	*
9/20-23/2019 (N=1,286)	64	19	32	14	*	35	13	14	8	*	*
6/13-17/2019 (N=1,116)	67	15	37	15	*	32	12	15	5	-	1

BB2. In the next year, do you think each of the following will get better, get worse, or stay about the same?

[GRID ITEMS RANDOMIZED]

AP-NORC		Much/ Somewhat better NET	Much better	Somewhat better	About the same	Much/ Somewhat worse NET	Somewhat worse	Much worse	DK	SKP/ REF
The way things are going in the country overall	03/16- 20/2023 (N=1,081)	15	2	13	30	55	33	21	-	1
	10/21- 25/2021 (N=1,083)	26	4	22	24	48	28	21	*	*
	2/25- 3/1/2021 (N=1,434)	43	11	33	23	34	20	14	*	*
	1/28- 2/1/2021 (N=1,055)	45	10	36	19	36	21	14	*	*
	12/3- 7/2020 (N = 1,117)	45	8	37	20	35	23	12	*	*
	9/11- 14/2020 (N = 1,108)	41	11	30	29	29	19	10	1	1

AP-NORC		Much/ Somewhat better NET	Much better	Somewhat better	About the same	Much/ Somewhat worse NET	Somewhat worse	Much worse	DK	SKP/ REF
The way things are going in the country overall	7/16- 20/2020 (N=1,057)	36	9	27	24	40	26	14	*	*
	6/11- 15/2020 (N=1,310)	36	9	28	24	38	25	13	*	1
	5/14- 18/2020 (N=1,056)	36	9	27	24	38	25	13	1	1
	4/16- 20/2020 (N=1,057)	42	13	29	19	38	28	10	1	*
	3/26- 29/2020 (N=1,057)	39	12	27	24	37	23	14	*	*
	1/16- 21/2020 (N=1,353)	30	7	23	35	34	24	11	*	*
	12/5- 9/2019 (N=1,053)	28	8	20	30	42	29	13	*	*
	9/20- 23/2019 (N=1,286)	30	9	21	28	41	27	14	*	1
	6/13- 17/2019 (N=1,116)	27	9	19	28	44	29	15	*	1
	1/16- 20/2019 (N=1,062)	22	6	17	25	52	30	22	*	1
	6/13- 18/2018 (N=1,109)	32	9	23	25	42	25	17	*	*
	6/13- 18/2018 (N=1,109)	30	10	20	25	45	31	15	*	*
	4/11- 16/2018 (N=1,140)	32	9	22	22	46	29	17	-	*
	3/14- 19/2018 (N=1,122)	32	8	24	22	45	26	19	1	*

AP-NORC		Much/ Somewhat better NET	Much better	Somewhat better	About the same	Much/ Somewhat worse NET	Somewhat worse	Much worse	DK	SKP/ REF
The national economy	03/16- 20/2023 (N=1,081)	18	2	16	28	54	33	21	*	1
	10/21- 25/2021 (N=1,083)	30	4	26	23	47	27	20	*	*
	2/25- 3/1/2021 (N=1,434)	44	7	37	23	32	19	12	*	*
	1/28- 2/1/2021 (N=1,055)	44	6	38	19	36	22	14	*	*
	12/3- 7/2020 (N = 1,117)	41	7	34	23	35	24	12	*	*
	9/11- 14/2020 (N = 1,108)	43	12	32	27	28	21	8	*	1
	7/16- 20/2020 (N=1,057)	41	13	28	23	35	25	10	*	1
	6/11- 15/2020 (N=1,310)	43	13	29	21	35	26	1	*	1
	5/14- 18/2020 (N=1,056)	41	14	27	17	40	27	14	1	1
	4/16- 20/2020 (N=1,057)	45	14	31	17	37	24	13	*	*
	3/26- 29/2020 (N=1,057)	40	13	27	22	37	23	14	*	*
	1/16- 21/2020 (N=1,353)	34	9	25	41	24	18	6	*	*
	12/5- 9/2019 (N=1,053)	31	10	21	36	32	24	8	*	*

AP-NORC		Much/ Somewhat better NET	Much better	Somewhat better	About the same	Much/ Somewhat worse NET	Somewhat worse	Much worse	DK	SKP/ REF
The national economy	9/20- 23/2019 (N=1,286)	33	11	22	30	35	24	11	1	1
	6/13- 17/2019 (N=1,116)	28	9	19	37	34	25	9	*	1
	1/16- 20/2019 (N=1,062)	27	9	18	27	44	27	18	1	1
	12/13- 16/2018 (N=1,067)	33	11	22	31	35	26	10	*	*
	6/13- 18/2018 (N=1,109)	36	12	25	31	31	24	8	*	1
	4/11- 16/2018 (N=1,140)	36	11	25	31	33	23	10	*	1
	3/14- 19/2018 (N=1,122)	37	11	26	30	32	24	8	*	1
Your own personal finances	03/16- 20/2023 (N=1,081)	30	6	23	44	25	17	8	*	1
	10/21- 25/2021 (N=1,083)	33	7	25	43	24	18	6	-	*
	2/25- 3/1/2021 (N=1,434)	40	7	32	46	13	10	4	*	1
	1/28- 2/1/2021 (N=1,055)	34	6	28	48	18	13	5	*	*
	12/3- 7/2020 (N = 1,117)	32	7	25	49	19	15	5	*	*
	9/11- 14/2020 (N = 1,108)	38	11	27	48	13	9	4	-	1

AP-NORC		Much/ Somewhat better NET	Much better	Somewhat better	About the same	Much/ Somewhat worse NET	Somewhat worse	Much worse	DK	SKP/ REF
Your own personal finances	7/16- 20/2020 (N=1,057)	33	9	24	51	16	12	4	-	1
	6/11- 15/2020 (N=1,310)	38	10	28	46	15	12	3	*	1
	5/14- 18/2020 (N=1,056)	37	10	27	44	17	13	4	1	1
	4/16- 20/2020 (N=1,057)	36	8	28	46	17	15	3	*	1
	3/26- 29/2020 (N=1,057)	39	10	29	42	19	13	6	-	*
	1/16- 21/2020 (N=1,353)	42	11	31	45	12	9	3	*	*
	12/5- 9/2019 (N=1,053)	37	12	26	48	14	9	4	*	*
	9/20- 23/2019 (N=1,286)	41	8	33	44	15	10	5	*	1
	6/13- 17/2019 (N=1,116)	37	11	26	48	13	9	4	*	1
	1/16- 20//2019 (N=1,062)	33	8	24	45	21	13	9	-	1
	12/13- 16/2018 (N=1,067)	35	10	25	44	20	14	6	*	*
	6/13- 18/2018 (N=1,109)	37	10	27	45	17	13	4	-	1
	4/11- 16/2018 (N=1,140)	37	11	26	46	18	14	4	-	*
	3/14- 19/2018 (N=1,122)	39	10	29	42	18	13	5	*	*

AP1. Next we will ask you about some institutions in this country. As far as the people running these institutions are concerned, would you say you have a great deal of confidence, only some confidence, or hardly any confidence at all in them?

[GRID ITEMS RANDOMIZED]

		A great deal of confidence	Only some confidence	Hardly any confidence at all	DK	SKP /REF
AP-NORC						
Military	03/16-20/2023 (N=1,081)	37	46	16	-	2
	4/14-18/2022 (N=1,085)	47	40	11	*	1
	2/18-21/2022 (N=1,289)	42	47	11	*	*
	09/11-14/2020 (N=1,108)	53	37	9	*	1
	02/13-16/2020 (N=1,074)	54	38	7	*	*
	6/8-11/2017 (N=1,068)	56	37	6	*	1
	5/12-15/2016 (N=1,108)	56	37	7	*	1
	2/18-3/6/2016 (N=2,014)	48	45	6	*	1
Congress	03/16-20/2023 (N=1,081)	5	45	49	*	2
	07/14-17/2022 (N=1,085)	3	47	48	-	2
	4/14-18/2022 (N=1,085)	4	43	51	*	1
	2/18-21/2022 (N=1,289)	6	48	46	*	*
	09/11-14/2020 (N = 1,108)	5	47	48	*	1
	02/13-16/2020 (N=1,074)	8	49	43	-	*
	6/8-11/2017 (N=1,068)	6	53	40	*	1
	5/12-15/2016 (N=1,108)	4	48	46	*	1
2/18-3/6/2016 (N=2,014)	4	46	50	*	1	
The Supreme Court	03/16-20/2023 (N=1,081)	14	47	37	*	1
	07/14-17/2022 (N=1,085)	17	39	43	-	1
	4/14-18/2022 (N=1,085)	18	54	27	*	1
	2/18-21/2022 (N=1,289)	21	55	24	*	*
	09/11-14/2020 (N=1,108)	21	61	17	*	1
	02/13-16/2020 (N=1,074)	28	58	14	-	*
	6/8-11/2017 (N=1,068)	24	59	15	*	1
	5/12-15/2016 (N=1,108)	24	58	17	*	1
2/18-3/6/2016 (N=2,014)	26	59	14	1	1	
Executive branch of the federal government	03/16-20/2023 (N=1,081)	11	43	44	*	1
	07/14-17/2022 (N=1,085)	7	50	43	*	1
	4/14-18/2022 (N=1,085)	16	46	36	*	2
	2/18-21/2022 (N=1,289)	15	52	33	*	*
	09/11-14/2020 (N=1,108)	18	46	35	*	1
	02/13-16/2020 (N=1,074)	17	48	35	*	1
	6/8-11/2017 (N=1,068)	14	48	37	1	*
5/12-15/2016 (N=1,108)	15	50	33	*	1	

AP-NORC		A great deal of confidence	Only some confidence	Hardly any confidence at all	DK	SKP /REF
The government's intelligence gathering agencies ¹	03/16-20/2023 (N=1,081)	18	49	31	*	2
	04/14-18/2022 (N=1,085)	25	47	26	*	1
	02/18-21/2022 (N=1,289)	23	52	24	*	*
	09/11-14/2020 (N=1,108)	23	56	19	*	1
	02/13-16/2020 (N=1,074)	27	55	18	*	*
	06/08-11/2017 (N=1,068)	29	52	17	1	1
Banks and financial institutions	03/16-20/2023 (N=1,081)	10	57	31	*	1
	09/11-14/2020 (N=1,108)	22	60	18	-	1
	02/13-16/2020 (N=1,074)	19	61	19	*	*
	6/8-11/2017 (N=1,068)	12	57	30	*	1
	2/18-3/6/2016 (N=2,014)	17	59	24	-	1
The government's diplomatic agencies	03/16-20/2023 (N=1,081)	12	50	36	*	1
	04/14-18/2022 (N=1,085)	16	53	30	1	1

FIN1. Do you think the government is doing too much, too little, or about the right amount to regulate banks and other financial institutions?

[HALF SAMPLE ASKED RESPONSE OPTIONS IN REVERSE ORDER]

	AP-NORC 03/16-20/2023
Too much	15
About the right amount	27
Too little	56
DON'T KNOW	1
SKIPPED/REFUSED	2
N=	1,081

¹ Question in polls conducted June 2017-April 2022: U.S. government's intelligence gathering agencies.

ECO6. Is each of the following higher, lower or about the same as it was a year ago?

[GRID ITEMS RANDOMIZED]

AP-NORC 03/16-20/2023	Higher	Lower	About the same	DK	SKP /REF
Your household debt	35	17	46	*	1

N=1,081

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.

	AP-NORC 03/16-20/2023
Democrat NET	42
Strong Democrat	18
Not so strong Democrat	14
Lean Democrat	10
Independent/None – Don't lean	19
Republican NET	39
Lean Republican	10
Not so strong Republican	12
Strong Republican	17

N=

1,081

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:

D5. Do you consider yourself very conservative or somewhat conservative?

Combines D3, D4, D5:

	AP-NORC 03/16-20/2023
Liberal NET	22
Very liberal	10
Somewhat liberal	13
Moderate	44
Conservative NET	32
Somewhat conservative	19
Very conservative	14
DON'T KNOW	*
SKIPPED ON WEB/REFUSED	2

N=

1,081

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

	AP-NORC 03/16-20/2023
Urban area	27
Suburban area	44
Rural area	28
DON'T KNOW	*
SKIPPED ON WEB/REFUSED	1

N=

1,081

RELIG. What is your present religion, if any?

	AP-NORC 03/16-20/2023
Protestant	27
Roman Catholic	19
Mormon	1
Orthodox	*
Jewish	2
Muslim	1
Buddhist	1
Hindu	*
Atheist	6
Agnostic	6
Nothing in particular	14
Just Christian	20
Unitarian	*
Something else	2
DON'T KNOW	-
SKIPPED ON WEB/REFUSED	-

N= 1,081

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 03/16-20/2023
Yes	37
No	63
DON'T KNOW	-
SKIPPED ON WEB/REFUSED	-

N= 1,081

AGE

	AP-NORC 03/16-20/2023
18-29	20
30-44	27
45-59	22
60+	30

N= 1,081

GENDER

	AP-NORC 03/16-20/2023
Male	49
Female	51
<i>N=</i>	<i>1,081</i>

RACE/ETHNICITY

	AP-NORC 03/16-20/2023
White	62
Black or African American	12
Hispanic	17
Other	9
<i>N=</i>	<i>1,081</i>

MARITAL STATUS

	AP-NORC 03/16-20/2023
Married	49
Not married	51
<i>N=</i>	<i>1,081</i>

EMPLOYMENT

	AP-NORC 03/16-20/2023
Employed	60
Not employed	40
<i>N=</i>	<i>1,081</i>

EDUCATION

	AP-NORC 03/16-20/2023
Less than a high school diploma	10
High school graduate or equivalent	29
Some college	26
College graduate or above	21
Post grad study/professional degree	14
<i>N=</i>	<i>1,081</i>

CENSUS REGION

	AP-NORC 03/16-20/2023
Northeast NET	17
New England	5
Mid-Atlantic	13
Midwest NET	21
East North Central	14
West North Central	6
South NET	38
South Atlantic	20
East South Central	6
West South Central	12
West NET	24
Mountain	8
Pacific	16
<i>N=</i>	<i>1,081</i>

HOME OWNERSHIP

	AP-NORC 03/16-20/2023
Owned or being bought by you or someone in your household	74
Rented for cash	24
Occupied without payment of cash rent	2
<i>N=</i>	<i>1,081</i>

INCOME

	AP-NORC 03/16-20/2023
Under \$10,000	5
\$10,000 to under \$20,000	7
\$20,000 to under \$30,000	9
\$30,000 to under \$40,000	9
\$40,000 to under \$50,000	9
\$50,000 to under \$75,000	22
\$75,000 to under \$100,000	14
\$100,000 to under \$150,000	14
\$150,000 or more	12
<i>N=</i>	<i>1,081</i>

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 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 March 16 and 20, 2023 with adults aged 18 and over representing the 50 states and the District of Columbia. Panel members were randomly drawn from AmeriSpeak, and 1,081 completed the survey—1,004 via the web and 77 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 14.4 percent, the weighted household panel response rate is 20.6 percent, and the weighted household panel retention rate is 79.9 percent, for a cumulative response rate of 2.4 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.

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, 57 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 2022 Current Population Survey. The weighted data reflect the U.S. population of adults aged 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.

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.