

## The December 2024 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: 12/5-9/2024 1,251 adults

Margin of sampling error: +/- 3.7 percentage points at the 95% confidence level among all adults

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

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

*If approve in CUR2:* 

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

#### [HALF SAMPLE ASKED RESPONSE OPTIONS IN REVERSE ORDER]

	_		Some-	Lean toward	Do not lean	Dis-	Lean toward	Some-			a
AP-NORC	Approve NET	Strongly	what	approv-	either	approve NET	disap-	what dis-	Strongly	DK	SKP/ REF
12/5-	INEI	approve	approve	ing	way	INEI	proving	approve	disapprove	DK	KEF
9/2024 ( <i>N</i> =1,251)	39	14	25	1	1	60	1	20	39	-	*
10/11- 14/2024 (N=1,072)	43	19	24	*	*	57	*	18	39	-	*
07/25- 29/2024 (N=1,143)	42	17	24	*	1	57	-	21	36	*	*
06/20- 24/2024 (N=1,088)	39	14	25	*	*	61	*	19	42	-	*
03/21- 25/2024 (N=1,282)	38	15	23	*	*	61	*	20	40	*	1
02/22- 26/2024 (N=1,102)	38	13	25	*	1	61	*	19	41	-	*
01/25- 29/2024 (N=1,152)	38	15	23	*	*	61	*	21	40	-	1
11/30- 12/4/2023 (N= 1,074)	41	14	26	*	1	59	*	19	40	*	*
11/2- 6/2023 (N=1,239)	38	14	24	*	1	61	*	19	42	*	*

AP-NORC	Approve NET	Strongly approve	Some- what approve	Lean toward approv- ing	Do not lean either way	Dis- approve NET	Lean toward disap- proving	Some- what dis- approve	Strongly disapprove	DK	SKP/ REF
10/5- 9/2023 (N=1,163)	38	13	24	*	*	61	*	21	40	-	1
09/07- 11/2023 (N=1,146)	40	13	26	*	1	59	*	24	36	*	*
08/10- 14/2023 (N=1,165)	42	14	28	1	*	57	*	18	39	-	*
06/22- 26/2023 (N=1,220)	41	14	27	*	1	58	*	21	37	*	*
05/11- 15/2023 ( <i>N</i> =1,680)	40	12	28	*	1	59	*	21	38	*	*
04/13- 17/2023 ( <i>N</i> =1,230)	42	15	27	1	*	58	1	20	36	*	*
03/16- 20/2023 (N=1,081)	38	12	26	*	1	61	1	21	40	-	*
02/16- 20/2023 (N=1,247) 01/26-	45	16	28	*	1	54	*	19	35	*	1
30/2023 (N=1,068) 12/1-	41	14	27	*	1	58	*	20	37	*	*
5/2022 ( <i>N</i> =1,124) 10/06-	43	15	28	*	1	55	1	20	34	-	1
10/2022 (N=1,121) 09/09-	43	15	26	1	1	56	*	20	36	*	*
12/2022 (N=1,054) 07/14-	45	16	30	*	1	53	*	20	33	*	*
17/2022 ( <i>N=1,085</i> ) 06/23-	36	8	27	*	1	62	*	18	44	*	1
27/2022 ( <i>N=1,053</i> ) 05/12-	39	12	27	*	1	60	*	19	41	-	*
16/2022 (N=1,172)	39	12	26	1	*	60	1	21	39	*	*

				Lean	Do not		Lean				
	Approvo	Strongly	Some- what	toward	lean either	Dis-	toward disap-	Some- what dis-	Strongly		SKP/
AP-NORC	Approve NET	Strongly approve	approve	approv- ing	way	approve NET	proving	approve	Strongly disapprove	DK	REF
4/14-			- 1 1 1				1 - 0	- 1-1-			
18/2022	45	15	30	*	*	54	*	18	36	*	*
(N=1,085)											
3/17-	42	4.6	27	*	*		*	40	27	*	*
21/2022 (N=1,082)	43	16	27	T	*	56	Ψ	19	37	4	•
2/18-											
21/2022	44	15	29	*	1	55	1	19	35	*	*
(N=1,289)											
1/13-											
18/2022	43	13	30	*	1	56	1	19	36	-	1
(N=1,161)											
12/2- 7/2021	48	18	30	*	1	51	*	20	30	_	*
(N=1,089)	40	10	30		_	31		20	30	_	
10/21-											
25/2021	48	17	31	*	1	51	*	17	34	*	*
(N=1,083)											
9/23-					_						
27/2021	50	18	31	1	1	49	*	17	32	*	*
(N=1,099) 8/12-											
16/2021	54	24	30	*	*	46	*	15	30	*	*
(N=1,729)								_			
7/15-											
19/2021	59	25	33	1	*	41	1	14	26	-	*
(N=1,308)											
9/23- 27/2021	50	18	31	1	1	49	*	17	32	*	*
(N=1,099)	30	10	31	_	_	45		17	32		
8/12-											
16/2021	54	24	30	*	*	46	*	15	30	*	*
(N=1,729)											
7/15-			22	_	alla				2.5		-1-
19/2021	59	25	33	1	*	41	1	14	26	-	*
(N=1,308) 6/10-											
14/2021	55	26	29	*	1	44	1	14	29	_	_
(N=1,125)					_		_				
4/29-											
5/3/2021	63	34	29	*	1	36	*	11	25	*	*
(N=1,842)											
3/25-	61	21	20	*	*	20	*	10	25		1
29/2021 (N=1,166)	61	31	29			38	*	13	25	-	1
(14-1,100)	1		l	l	l	l			<u> </u>	<u> </u>	1

# MT2. Looking ahead to 2025, which of the following comes closest to your opinion about how the year will be for each of the following?

			2025 will be a	2025 will be a	There won't be much		
			better year	worse year	difference between		
ΑI	P-NORC		than 2024	than 2024	2024 and 2025	DK	SKP/REF
Tł	ne economy	12/5-9/2024 (N=1,251)	38	34	26	*	2

## 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]

	Very/					Very/					
	somewhat/		Some-	Lean	Neither	somewhat/	Lean	Some-			
	lean toward	Very	what	toward	good nor	lean toward	toward	what	Very		SKP
AP-NORC	good NET	good	good	good	poor	poor NET	poor	poor	poor	DK	/REF
12/5-											
9/2024	32	5	18	10	*	67	14	28	25	-	-
(N=1,251)											
10/11-											
14/2024	38	6	23	9	*	62	9	27	26	-	-
(N=1,072)											
09/12-											
16/2024	34	3	21	10	*	66	11	32	24	-	-
(N=2,028)											
06/20-											
24/2024	33	6	18	10	*	67	13	27	27	-	-
(N=1,088)											
04/04-											
08/2024	32	6	18	7	*	68	12	32	24	-	-
(N=1,204)											
02/22-											
26/2024	30	4	17	9	1	69	10	31	29	-	*
(N=1,102)											
1/25-										_	
29/2024	35	7	19	9	*	65	11	31	23	-	-
(N=1,152)											
11/30-										_	
12/4/2023	30	3	17	10	1	69	13	31	26	*	*
(N=1,074)											

AD MODE	Very/ somewhat/ lean toward	Very	Some- what	Lean toward	Neither good nor	Very/ somewhat/ lean toward	Lean toward	Some- what	Very	D.V.	SKP
AP-NORC 10/5- 9/2023	good NET	good 1	good 15	good 10	poor *	poor NET	poor 11	poor 31	poor 31	DK -	/REF
(N=1,163) 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	-	-
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 ( <i>N</i> =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	-	*

	Very/ somewhat/ lean toward	Very	Some- what	Lean toward	Neither good nor	Very/ somewhat/ lean toward	Lean toward	Some- what	Very		SKP
AP-NORC	good NET	good	good	good	poor	poor NET	poor	poor	poor	DK	/REF
4/14- 18/2022 ( <i>N</i> =1,085)	29	2	16	12	*	70	11	35	24	-	*
3/17- 21/2022	31	2	18	10	*	69	11	37	22	-	-
(N=1,082) 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	-	*
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	-	-

	Very/					Very/					
	somewhat/		Some-	Lean	Neither	somewhat/	Lean	Some-			
	lean toward	Very	what	toward	good nor	lean toward	toward	what	Very		SKP
AP-NORC	good NET	good	good	good	poor	poor NET	poor	poor	poor	DK	/REF
6/11- 15/2020 ( <i>N</i> =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 ( <i>N</i> =1,057)	29	3	15	11	-	71	8	30	33	-	-
03/26- 29/2020 ( <i>N</i> =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

PRES2. How confident are you in Donald Trump's ability to:

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

	Extremely/ very				Slightly/ not at all				
AP-NORC	confident	Extremely	Very	Moderately	confident	Slightly	Not at all		SKP/
12/5-9/2024	NET	confident	confident	confident	NET	confident	confident	DK	REF
Effectively									
manage the	29	16	13	18	52	10	41	*	1
White House									
Effectively									
manage the	28	15	13	17	54	11	43	*	1
military									
Effectively									
manage	28	15	12	19	52	12	40	_	1
government	20	15	12	19	52	12	40	_	1
spending									
Appoint well- qualified people									
for his cabinet									
and other high-	27	14	13	17	55	8	47	-	1
level									
government									
positions									

N=1,251

PRES3. Do you approve, neither approve nor disapprove, or disapprove of Donald Trump appointing each of the following to roles in his administration, or do you not know enough to say?

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

AP-NORC 12/5- 9/2024	Strongly/ somewhat approve NET	Strongly approve	Somewhat approve	Neither approve nor disapprove	Strongly/ somewhat disapprove NET	Somewhat disapprove	Strongly disapprove	Don't know enough to say	SKP/ REF
Robert F. Kennedy	30	14	16	14	42	9	33	14	*
Marco Rubio	31	14	17	15	31	11	20	22	*
Tulsi Gabbard	21	12	9	13	29	6	23	37	*
Pete Hegseth	17	10	7	11	36	7	29	37	*

N=1,251

PARDON. As you may know, Joe Biden has pardoned his son Hunter, who was convicted on felony gun and tax charges earlier this year. Do you approve, neither approve nor disapprove, or disapprove, or do you not know enough to say?

#### [HALF SAMPLE ASKED RESPONSE OPTIONS IN REVERSE ORDER]

	AP-NORC
	12/5-9/2024
Strongly/somewhat approve NET	22
Strongly approve	11
Somewhat approve	11
Neither approve nor disapprove	18
Strongly/somewhat disapprove NET	51
Somewhat disapprove	14
Strongly disapprove	37
Don't know enough to say	8
SKIPPED/REFUSED	1
N=	1,251

SPEAKPOL. Do you approve, neither approve nor disapprove, or disapprove of each of the following speaking out on political issues?

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

AP-NORC 12/5-9/2024	Strongly/ somewhat approve NET	Strongly approve	Somewhat approve	Neither approve nor disapprove	Strongly/ somewhat disapprove NET	Somewhat disapprove	Strongly disapprove	DK	SKP/ REF
Celebrities	24	9	14	37	39	14	24	*	1
Professional athletes	26	10	16	37	36	16	20	*	1
Large companies	25	8	16	35	40	19	20	*	1
Small businesses	43	19	24	36	20	11	9	*	1

N=1,251

ELECT1. Recently, have you felt the need to limit your media consumption on the following topics due to information overload, fatigue, or similar reasons?

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

AP-NORC 12/5-9/2024	Yes	No	DON'T KNOW	SKIPPED/ REFUSED
The government and politics	65	34	*	1
The economy and jobs	45	55	*	1
Overseas conflicts	51	48	*	1
Climate change	42	57	*	1

N=1,251

## BIZ2. How concerned are you about being able to afford each of the following in the next few months?

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

	Extremely/ very				Not too/Not at all				
AP-NORC	concerned	Extremely	Very	Somewhat	concerned	Not too	Not at all		SKP/
12/5-9/2024	NET	concerned	concerned	concerned	NET	concerned	concerned	DK	REF
Groceries	35	18	17	27	37	18	19	-	*
Gas	30	13	17	25	45	21	24	-	*
Electricity	28	14	14	26	45	24	21	*	*
Holiday gifts	31	16	15	25	44	22	22	-	1

N=1,251

NYE1. How do you plan to spend New Year's Eve?

	AP-NORC 12/5-9/2024
Going out to celebrate at a bar, restaurant, or organized event	5
Celebrating at home	55
Celebrating at a friend or family member's home	16
You will not celebrate New Year's Eve	23
DON'T KNOW	*
SKIPPED/REFUSED	1
N=	1,251

NYE2. Are you planning to make a New Year's resolution about:

Please select all that apply.

## [RESPONSE OPTIONS RANDOMIZED]

	AP-NORC
	12/5-9/2024
Exercise	29
Eating healthier	28
Ending bad habits	18
Mental health	23
Friends, family, or relationships	21
Money	24
How you spend your time	18
Work or career	13
Hobbies	9
Losing weight	24
Other	3
I won't make a resolution	43
DON'T KNOW	*
SKIPPED/REFUSED	*
**	

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
	12/5-9/2024
Democrat NET	44
Strong Democrat	19
Not so strong Democrat	15
Lean Democrat	10
Independent/None – Don't lean	19
Republican NET	37
Lean Republican	9
Not so strong Republican	12
Strong Republican	16

N= 1,251

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
	12/5-9/2024
Liberal NET	21
Very liberal	10
Somewhat liberal	11
Moderate	50
Conservative NET	27
Somewhat conservative	15
Very conservative	13
DON'T KNOW	*
SKIPPED ON WEB/REFUSED	2

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

	AP-NORC
	12/5-9/2024
Yes	85
No	14
DON'T KNOW	1
SKIPPED ON WEB/REFUSED	*
•	

N= 1,251

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

	AP-NORC
	12/5-9/2024
Urban area	27
Suburban area	49
Rural area	23
DON'T KNOW	*
SKIPPED ON WEB/REFUSED	1
••	4.0=4

N= 1,251

## RELIG. What is your present religion, if any?

	AP-NORC
	12/5-9/2024
Protestant	25
Roman Catholic	18
Mormon	1
Orthodox	*
Jewish	2
Muslim	1
Buddhist	1
Hindu	1
Atheist	5
Agnostic	7
Nothing in particular	16
Just Christian	20
Unitarian	1
Something else	1
DON'T KNOW	-
SKIPPED ON WEB/REFUSED	-

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
	12/5-9/2024
Yes	34
No	66
DON'T KNOW	-
SKIPPED ON WEB/REFUSED	*
N=	832

V= 832

**AGE** 

	AP-NORC
	12/5-9/2024
18-29	20
30-44	26
45-59	23
60+	31
N=	1,251

**GENDER** 

	AP-NORC
	12/5-9/2024
Male	49
Female	51
N=	1.251

## RACE/ETHNICITY

	AP-NORC
	12/5-9/2024
White, non-Hispanic	61
Black or African American	12
Hispanic	18
Other	9
A.1	4.254

N= 1,251

#### **MARITAL STATUS**

	AP-NORC 12/5-9/2024
Married	52
Not married	48

#### **EMPLOYMENT STATUS**

	AP-NORC
	12/5-9/2024
Employed	61
Not employed	39

N= 1,251

## **EDUCATION**

	AP-NORC
	12/5-9/2024
Less than a high school diploma	9
High school graduate or equivalent	29
Some college	26
College graduate or above	20
Post grad study/professional degree	16

N= 1,251

## **CENSUS REGION**

	AP-NORC
	12/5-9/2024
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	8
Pacific	16

N= 1,251

## **HOME OWNERSHIP**

	AP-NORC	
	12/5-9/2024	
Owned or being bought by you or	69	
someone in your household		
Rented for cash	29	
Occupied without payment of cash rent	3	

## INCOME

	AP-NORC
	12/5-9/2024
Under \$10,000	4
\$10,000 to under \$20,000	7
\$20,000 to under \$30,000	11
\$30,000 to under \$40,000	10
\$40,000 to under \$50,000	7
\$50,000 to under \$75,000	18
\$75,000 to under \$100,000	14
\$100,000 to under \$150,000	15
\$150,000 or more	13

#### **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 5 through December 9, 2024, with adults aged 18 and over representing the 50 states and the District of Columbia. Panel members were randomly drawn from AmeriSpeak, and 1,251 completed the survey—1,208 via the web and 43 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 14.6 percent, the weighted household panel response rate is 27.4 percent, and the weighted household panel retention rate is 77.2 percent, for a cumulative response rate of 3.1 percent.

The overall margin of sampling error is +/-3.7 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 +/-5.68 percentage points for Democrats and +/-5.89 percentage points for Republicans.

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, 76 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 2023 Current Population Survey. The weighted data reflect the U.S. population of adults age 18 and over.

The sample is also weighted to match the average of self-identified party identification in the previous two waves of the AmeriSpeak Omnibus survey and this current survey.

Complete questions and results are available at: apnorc.org.

Additional information on the AmeriSpeak Panel methodology is available at: <a href="https://amerispeak.norc.org/about-amerispeak/Pages/Panel-Design.aspx">https://amerispeak.norc.org/about-amerispeak/Pages/Panel-Design.aspx</a>.

For more information, email <a href="mailto:info@apnorc.org">info@apnorc.org</a>.

#### 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. <a href="https://www.ap.org">www.ap.org</a>
- NORC at the University of Chicago is one of the oldest objective and nonpartisan research institutions in the world. <a href="https://www.norc.org">www.norc.org</a>

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 <a href="https://www.apnorc.org">www.apnorc.org</a>.