



The February 2025 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: 02/06-10/2025
1,112 adults*

*Margin of sampling error: +/- 4.1 percentage points at the 95% confidence level
among all adults*

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

ROMANCE1. Which best describes your relationship status?

	AP-NORC 02/06-10/2025
Married	49
Living together, but not married	11
Not living together, but in a serious relationship	6
In a casual relationship	6
Not in a relationship	28
DON'T KNOW	-
SKIPPED ON WEB/REFUSED	*

N=

1,112

ROMANCE2. Do you plan to celebrate Valentine's Day in the following ways this year?

[GRID ITEMS RANDOMIZED]

AP-NORC 02/06-10/2025	Yes	No	DK	SKP/ REF
With a romantic partner	55	44	-	2
With friends	17	81	*	2
With family	39	60	-	2
In some other way	15	81	*	4

N=1,112

ROMANCE3. How well would you say the following words describe Valentine's Day?

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

AP-NORC 02/06-10/2025	Extremely/very well NET	Extremely well	Very well	Somewhat well	Not very/not at all well NET	Not very well	Not well at all	DK	SKP/REF
Romantic	38	14	24	43	17	10	7	-	2
Outdated	22	10	13	29	47	25	22	*	2
Fun	34	11	24	41	23	15	8	1	1
Stressful	14	4	10	28	56	27	30	*	2

N=1,112

ROMANCE4. How important would you say the following is in a successful romantic relationship?

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

AP-NORC 02/06-10/2025	Extremely/ very important NET	Extremely important	Very important	Somewhat important	Not very/not at all important NET	Not very important	Not at all important	DK	SKP/ REF
Physical intimacy	71	35	35	23	6	4	2	*	1
Being friends	84	52	32	12	3	1	1	-	1
Ability to talk about your emotions	85	53	32	11	3	2	1	-	1
Shared values and beliefs	82	46	36	13	4	2	2	-	1

N=1,112

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 02/06-10/2025
Democrat NET	45
Strong Democrat	18
Not so strong Democrat	15
Lean Democrat	12
Independent/None – Don't lean	19
Republican NET	36
Lean Republican	9
Not so strong Republican	12
Strong Republican	15

N=

1,112

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 02/06-10/2025
Liberal NET	23
Very liberal	13
Somewhat liberal	10
Moderate	46
Conservative NET	28
Somewhat conservative	16
Very conservative	12
DON'T KNOW	*
SKIPPED ON WEB/REFUSED	2

N=

1,112

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

	AP-NORC 02/06-10/2025
Urban area	28
Suburban area	46
Rural area	25
DON'T KNOW	-
SKIPPED ON WEB/REFUSED	1

N=

1,112

RELIG. What is your present religion, if any?

	AP-NORC 02/06-10/2025
Protestant	24
Roman Catholic	19
Mormon	2
Orthodox	1
Jewish	2
Muslim	*
Buddhist	1
Hindu	1
Atheist	7
Agnostic	7
Nothing in particular	13
Just Christian	19
Unitarian	1
Something else	1
DON'T KNOW	-
SKIPPED ON WEB/REFUSED	*

N= 1,112

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 02/06-10/2025
Yes	38
No	62
DON'T KNOW	-
SKIPPED ON WEB/REFUSED	-

N= 769

AGE

	AP-NORC 02/06-10/2025
18-29	20
30-44	26
45-59	24
60+	31

N= 1,112

GENDER

	AP-NORC 02/06-10/2025
Male	48
Female	52
<i>N=</i>	<i>1,112</i>

RACE/ETHNICITY

	AP-NORC 02/06-10/2025
White, non-Hispanic	61
Black or African American	12
Hispanic	18
Other	9
<i>N=</i>	<i>1,112</i>

MARITAL STATUS

	AP-NORC 02/06-10/2025
Married	50
Not married	50
<i>N=</i>	<i>1,112</i>

EMPLOYMENT STATUS

	AP-NORC 02/06-10/2025
Employed	59
Not employed	41
<i>N=</i>	<i>1,112</i>

EDUCATION

	AP-NORC 02/06-10/2025
Less than a high school diploma	9
High school graduate or equivalent	29
Some college	26
Bachelor's degree	20
Post graduate study or professional degree	16
<i>N=</i>	<i>1,112</i>

CENSUS REGION

	AP-NORC 02/06-10/2025
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= 1,112

HOME OWNERSHIP

	AP-NORC 02/06-10/2025
Owned or being bought by you or someone in your household	69
Rented for cash	29
Occupied without payment of cash rent	3

N= 1,112

INCOME

	AP-NORC 02/06-10/2025
Under \$10,000	5
\$10,000 to under \$20,000	6
\$20,000 to under \$30,000	8
\$30,000 to under \$40,000	9
\$40,000 to under \$50,000	8
\$50,000 to under \$75,000	21
\$75,000 to under \$100,000	16
\$100,000 to under \$150,000	16
\$150,000 or more	12

N= 1,112

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 February 6 through February 10, 2025, with adults aged 18 and over representing the 50 states and the District of Columbia. Panel members were randomly drawn from AmeriSpeak, and 1,112 completed the survey—1,064 via the web and 48 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 11.7 percent, the weighted household panel response rate is 26.1 percent, and the weighted household panel retention rate is 77.8 percent, for a cumulative response rate of 2.4 percent.

The overall margin of sampling error is +/- 4.1 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, 61 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 2024 Current Population Survey. 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.

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. Learn more at www.apnorc.org.