



# The March 2019 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: 3/14-18/2019*

*1,063 adults*

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

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

**BET1. Do you think gambling is a major problem, a minor problem or not a problem at all in the United States today?**

	AP-NORC 3/14-18/2019
Major problem	23
Minor problem	60
Not a problem	17
DON'T KNOW	*
SKIPPED ON WEB/REFUSED	1

N= 1,063

**BET2. Do you think gambling on each of the following should be legal in your state, or don't you think so?**

[ITEMS RANDOMIZED]

AP-NORC 3/14-18/2019	Should	Should not	DK	SKP/ REF
Professional sports	60	38	*	1
College sports	42	56	*	1

N=1,063

**BET3. If gambling on any type of sporting events were legal in your state, how interested would you be in betting through each of the following:**

[ITEMS RANDOMIZED]

AP-NORC 3/14-18/2019	Extremely/ very interested NET	Extrem ely interes ted	Very interested	Moderate ly interested	Not very/Not interested at all NET	Not very interested	Not interest ed at all	DK	SKP/ REF
In-person at a stadium or arena	<b>8</b>	4	4	<b>18</b>	<b>73</b>	20	53	-	1
Online using betting or fantasy sports websites or apps	<b>9</b>	4	6	<b>14</b>	<b>76</b>	20	56	-	1
In-person at casinos	<b>14</b>	6	7	<b>23</b>	<b>62</b>	19	43	-	1

N=1,063

**BET4. How often, if ever, do you bet on professional or college sports in each of the following ways?**

**[ITEMS RANDOMIZED]**

AP-NORC 3/14-18/2019	Frequently	Occasionally	Never	DK	SKP/ REF
In-person at a stadium or arena	1	7	91	-	1
Online using betting or fantasy sports websites or apps	2	8	89	-	1
In-person at casinos	2	18	79	*	1
Among friends or through an office pool	4	32	63	-	1

*N=1,063*

**BET5. How interested are you in watching or following sports?**

	AP-NORC 3/14-18/2019
<b>Extremely/very interested NET</b>	<b>33</b>
Extremely interested	16
Very interested	17
<b>Moderately interested</b>	<b>29</b>
<b>Not very /not interested at all NET</b>	<b>36</b>
Not very interested	19
Not interested at all	17
DON'T KNOW	-
SKIPPED ON WEB/REFUSED	1

*N=*

*1,063*

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

	AP-NORC 3/14-18/2019
Democrat	35
Republican	27
Independent	22
None of these	14
DON'T KNOW	*
SKIPPED ON WEB/REFUSED	1
N=	1,063

*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 3/14-18/2019
<b>Democrat NET</b>	<b>45</b>
Strong Democrat	15
Moderate Democrat	20
Lean Democrat	9
<b>Independent/None – Don't lean</b>	<b>16</b>
<b>Republican NET</b>	<b>37</b>
Lean Republican	11
Moderate Republican	16
Strong Republican	11
Unknown	2
N=	1,063

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

	AP-NORC 3/14-18/2019
Liberal	22
Conservative	31
Moderate	42
DON'T KNOW	*
SKIPPED ON WEB/REFUSED	4
<i>N=</i>	<b>1,063</b>

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

	AP-NORC 3/14-18/2019
Urban area	26
Suburban area	49
Rural area	24
DON'T KNOW	-
SKIPPED ON WEB/REFUSED	1
<i>N=</i>	<b>1,063</b>

**AGE**

	AP-NORC 3/14-18/2019
18-24	12
25-34	19
35-44	16
45-54	17
55-64	17
65-74	14
75+	7
<i>N=</i>	<b>1,063</b>

**GENDER**

	AP-NORC 3/14-18/2019
Male	48
Female	52
<i>N=</i>	<b>1,063</b>

**RACE/ETHNICITY**

	AP-NORC 3/14-18/2019
White	63
Black or African American	12
Hispanic	16
Other	8

N= 1,063

**MARITAL STATUS**

	AP-NORC 3/14-18/2019
Married	51
Widowed	4
Divorced	12
Separated	2
Never married	24
Living with partner	8

N= 1,063

**EMPLOYMENT STATUS**

	AP-NORC 3/14-18/2019
Employed	58
Not employed	42

N= 1,063

**EDUCATION**

	AP-NORC 3/14-18/2019
Less than a high school diploma	11
High school graduate or equivalent	29
Some college	28
College graduate or above	32

N= 1,063

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**INCOME**

	AP-NORC 3/14-18/2019
Under \$10,000	6
\$10,000 to under \$20,000	9
\$20,000 to under \$30,000	14
\$30,000 to under \$40,000	10
\$40,000 to under \$50,000	8
\$50,000 to under \$75,000	16
\$75,000 to under \$100,000	15
\$100,000 to under \$150,000	14
\$150,000 or more	8

*N*=

1,063

## 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 March 14 and 18, 2019, with adults age 18 and over representing the 50 states and the District of Columbia. Panel members were randomly drawn from AmeriSpeak, and 1,063 completed the survey—946 via the web and 117 via telephone. Interviews were conducted in both English and Spanish, depending on respondent preference. The final stage completion rate is 19.8 percent, the weighted household panel response rate is 34.2 percent, and the weighted household panel retention rate is 85.1 percent, for a cumulative response rate of 5.8 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.

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](mailto:info@apnorc.org).

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- 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



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