

**AP**

**NORC**  
at the UNIVERSITY of CHICAGO

The Associated Press-NORC  
Center for Public Affairs Research

# The March 2018 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: 3/14-19/2018*

*1,122 adults*

*Margin of error: +/- 4.2 percentage points at the 95% confidence level among all adults*

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

**CUR1. Generally speaking, would you say things in this country are heading in the...**

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

AP-NORC All adults	Right direction	Wrong direction	DON'T KNOW	SKIP/ REFUSED
3/14-19/2018 (N=1,222)	37	62	1	1
2/15-19/2018 (N=1,337)	32	68	*	*
12/7-11/2017 (N=1,020)	30	69	1	*
9/28-10/2/2017 (N=1,150)	24	74	1	*
6/8-11/2017 (N=1,068)	34	65	2	*
3/23-27/2017 (N=1,110)	37	62	1	*

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

**[ITEMS RANDOMIZED]**

AP-NORC 3/14-19/2018	<b>Much/ Somewhat better NET</b>	Much better	Somewhat better	<b>About the same</b>	<b>Much/ Somewhat worse NET</b>	Somewhat worse	Much worse	DK	SKP/ REF
The way things are going in the country overall	<b>32</b>	8	24	<b>22</b>	<b>45</b>	26	19	1	*
The national economy	<b>37</b>	11	26	<b>30</b>	<b>32</b>	24	8	*	1
Your own personal finances	<b>39</b>	10	29	<b>42</b>	<b>18</b>	13	5	*	*

*N=1,122*

AP-NORC 2/15-19/2018	<b>Much/ Somewhat better NET</b>	Much better	Somewhat better	<b>About the same</b>	<b>Much/ Somewhat worse NET</b>	Somewhat worse	Much worse	DK	SKP/ REF
The way things are going in the country overall	<b>28</b>	10	18	<b>24</b>	<b>47</b>	27	20	*	*
The national economy	<b>34</b>	12	23	<b>32</b>	<b>33</b>	21	12	*	*
Your own personal finances	<b>38</b>	12	27	<b>45</b>	<b>16</b>	11	5	*	*

*N=1,337*

**BB2B. In the next year, do you think each of the following will get better, get worse, or stay about the same?**

**[ITEMS RANDOMIZED]**

AP-NORC 3/14-19/2018	<b>Much/ Somewhat better NET</b>	Much better	Somewhat better	<b>About the same</b>	<b>Much/ Somewhat worse NET</b>	Somewhat worse	Much worse	DK	SKP/ REF
U.S. national security	<b>35</b>	14	21	<b>30</b>	<b>34</b>	21	13	*	1
U.S. influence around the world	<b>27</b>	10	16	<b>25</b>	<b>48</b>	25	22	*	1
Respect for the U.S. around the world	<b>26</b>	11	16	<b>20</b>	<b>53</b>	25	28	*	*

*N=1,122*

**CURY2. Overall, do you approve or disapprove of the way Donald Trump is handling...?**

*If Don't know, skipped, or refused in CURY2*

**CURYX. If you had to choose, do you lean more toward approving or disapproving of the way Donald Trump is handling ...?**

**[ITEMS RANDOMIZED; HALF SAMPLE ASKED RESPONSE OPTIONS IN REVERSE ORDER]**

	<b>Approve NET</b>	Approve	Lean toward approve	<b>Don't lean either way</b>	<b>Disapprove NET</b>	Lean toward disapprove	Disapprove	DK	SKP/ REF
AP-NORC 3/14-19/2018									
North Korea	<b>42</b>	41	1	<b>1</b>	<b>56</b>	*	56	*	*

*N=1,122*

	<b>Approve/ lean toward approve NET</b>	Approve	Lean toward approve	<b>Don't lean either way</b>	<b>Disapprove/ lean toward disapprove NET</b>	Lean toward disapprove	Disapprove	DK	SKP/ REF
AP-NORC 10/12-16/2017									
North Korea	<b>34</b>	34	*	<b>1</b>	<b>65</b>	*	64	*	*

*N=1,054*

	<b>Approve NET</b>	Approve	Lean toward approve	<b>Don't lean either way</b>	<b>Disapprove NET</b>	Lean toward disapprove	Disapprove	DK	SKP/ REF
AP-NORC 9/28-10/2/2017									
North Korea	<b>36</b>	35	1	<b>1</b>	<b>63</b>	*	63	*	*

*N=1,150*

**NK1. How personally concerned are you that North Korea’s nuclear weapons program poses a direct threat to:**

**[ITEMS RANDOMIZED; HALF SAMPLE ASKED RESPONSE OPTIONS IN REVERSE ORDER]**

AP-NORC 3/14-19/2018	<b>Extremely/ very concerned NET</b>	Extremely concerned	Very concerned	<b>Moder- ately concerned</b>	<b>Not very concerned /not concerned at all NET</b>	Not very concerned	Not concerned at all	DK	SKP /REF
The United States in general	<b>50</b>	24	26	<b>32</b>	<b>17</b>	11	5	*	1
Where you live specifically	<b>29</b>	14	14	<b>33</b>	<b>37</b>	24	13	*	1
U.S. allies, such as Japan or South Korea	<b>53</b>	23	30	<b>33</b>	<b>13</b>	9	4	*	1
U.S. overseas territories, such as Guam	<b>47</b>	20	26	<b>36</b>	<b>16</b>	11	5	1	1

*N=1,122*

AP-NORC 9/28- 10/2/2017	<b>Extremely/ very concerned NET</b>	Extremely concerned	Very concerned	<b>Moder- ately concerned</b>	<b>Not very concerned /not concerned at all NET</b>	Not very concerned	Not concerned at all	DK	SKP /REF
The United States in general	<b>67</b>	41	26	<b>21</b>	<b>12</b>	7	5	*	*
Where you live specifically	<b>41</b>	25	17	<b>26</b>	<b>32</b>	21	11	*	*
U.S. allies, such as Japan or South Korea	<b>69</b>	41	28	<b>20</b>	<b>10</b>	5	5	*	*
U.S. overseas territories, such as Guam	<b>68</b>	39	29	<b>20</b>	<b>11</b>	6	5	1	*

*N=1,150*

**NK2. Do you favor, oppose, or neither favor nor oppose President Trump taking part in direct negotiations with North Korean leader Kim Jong Un about North Korea’s nuclear weapons program?**

	AP-NORC 3/14-19/2018
<b>Strongly/Somewhat favor NET</b>	<b>48</b>
Strongly favor	21
Somewhat favor	27
<b>Neither favor nor oppose</b>	<b>21</b>
<b>Strongly/Somewhat oppose NET</b>	<b>29</b>
Somewhat oppose	13
Strongly oppose	16
DON’T KNOW	*
SKIP/REFUSED	1

N= 1,122

**NK3. Which of the following comes closer to your opinion about negotiations between the U.S. and North Korea? Do you think the U.S. should...**

**[HALF SAMPLE SHOWN RESPONSE OPTIONS IN REVERSE ORDER]**

	AP-NORC 3/14-19/2018
Only consider a deal if North Korea completely gives up its nuclear weapons program	44
Consider a deal if North Korea makes progress toward giving up its nuclear weapons program	40
Not consider a deal with North Korea at all	13
DON’T KNOW	1
SKIP/REFUSED	2

N= 1,122

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

	AP-NORC 3/14-19/2018
Democrat	33
Republican	27
Independent	23
None of these	16
DON’T KNOW	-
SKIP/REFUSED	2

N= 1,122

*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/Skip/Refused in PID1*

**PIDi. Do you lean more toward the Democrats or the Republicans?**

**[PID1, PIDA, PIDB, AND PIDI COMBINED]**

	AP-NORC 3/14-19/2018
<b>Democrat NET</b>	<b>45</b>
Strong Democrat	13
Moderate Democrat	20
Lean Democrat	12
<b>Independent/None – Don't lean</b>	<b>17</b>
<b>Republican NET</b>	<b>36</b>
Lean Republican	10
Moderate Republican	17
Strong Republican	10
Unknown	1

N=

1,122

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

	AP-NORC 3/14-19/2018
Liberal	22
Conservative	35
Moderate	40
DON'T KNOW	1
SKIP/REFUSED	2

N=

1,122

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

	AP-NORC 3/14-19/2018
Urban area	27
Suburban area	47
Rural area	23
DON'T KNOW	*
SKIP/REFUSED	2
<i>N=</i>	<i>1,122</i>

**AGE**

	AP-NORC 3/14-19/2018
18-24	12
25-34	19
35-44	14
45-54	16
55-64	19
65-74	13
75+	7
<i>N=</i>	<i>1,122</i>

**GENDER**

	AP-NORC 3/14-19/2018
Male	48
Female	52
<i>N=</i>	<i>1,122</i>

**RACE/ETHNICITY**

	AP-NORC 3/14-19/2018
White	64
Black or African American	12
Hispanic	16
Other	8
<i>N=</i>	<i>1,122</i>



**MARITAL STATUS**

	AP-NORC 3/14-19/2018
Married	51
Widowed	5
Divorced	9
Separated	2
Never married	26
Living with partner	7

*N*= 1,122

**EDUCATION**

	AP-NORC 3/14-19/2018
Less than a high school diploma	11
High school graduate or equivalent	29
Some college	29
College graduate or above	31

*N*= 1,122

**INCOME**

	AP-NORC 3/14-19/2018
Under \$10,000	5
\$10,000 to under \$20,000	10
\$20,000 to under \$30,000	14
\$30,000 to under \$40,000	11
\$40,000 to under \$50,000	10
\$50,000 to under \$75,000	17
\$75,000 to under \$100,000	12
\$100,000 to under \$150,000	14
\$150,000 or more	8

*N*= 1,122

### **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 19, 2018, with adults age 18 and over representing the 50 states and the District of Columbia. Panel members were randomly drawn from AmeriSpeak, and 1,122 completed the survey—982 via the web and 140 via telephone. Interviews were conducted in both English and Spanish, depending on respondent preference. The final stage completion rate is 23.1 percent, the weighted household panel response rate is 33.7 percent, and the weighted household panel retention rate is 88.1 percent, for a cumulative response rate of 6.9 percent. The overall margin of sampling error is +/- 4.2 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 2017 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).

### **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 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 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.