NORC’s Public Affairs and Media Research Group provides the three things every organization needs to make informed policy, program, and business decisions:

**Quality**
Our approach is informed by the full methodological rigor of NORC at the University of Chicago, one of the nation’s most rigorous non-partisan research organizations, so you can be sure you’re reaching the right targets, asking relevant questions, and getting meaningful analysis.

**Speed**
With access to resources like NORC’s AmeriSpeak® probability-based panel, we can turn projects around in weeks, sometimes just days, enabling you to seize emerging opportunities.

**Results**
Our expertise in conducting high-quality research with actionable results means we deliver reliable insights that fuel effective business and communication strategies.

**Full Suite of Services**
Our integrated suite of research and communications services can be used to address a wide variety of public opinion, policy, and business questions. From high-quality surveys to issue tracking to social media analysis, we offer the cutting-edge research tools you need to derive and disseminate meaningful insights.

**Extensive Media Access**
NORC’s Public Affairs and Media Research Group is home to The Associated Press-NORC Center for Public Affairs Research, which combines NORC’s rigorous, objective research with The AP’s reliable, unbiased journalism and global network of news outlets. Through The AP-NORC Center and our relationships with leading news and media organizations, such as The Washington Post and MTV, our experts know how to position your findings for the journalists, policymakers, and thought leaders who can amplify their impact.

**Broad Expertise**
We can help you examine a wide array of important issues and access a broad range of populations, including hard-to-reach groups such as young people and Latinos. Our clients comprise some of the nation’s most influential and forward-looking media companies, PR and consulting firms, philanthropies, and policymaking organizations.

**An Innovative Spirit**
Our clients demand innovative solutions. A prime example is AP VoteCast, a more reliable alternative to traditional exit polls designed in collaboration with The Associated Press. By combining the power of probability-based samples with the cost effectiveness of opt-in online panels, VoteCast surveyed nearly 140,000 voters and nonvoters in a single week, allowing participating news outlets like Fox News, The Washington Post, and The Wall Street Journal to accurately call the 2018 midterm election results earlier than their competitors.
**INSIGHTS WITH IMPACT**

**PROJECT HIGHLIGHTS**

**MTV**

**Challenge:** Change the public image that young people are not engaged with politics and develop messaging for young people to get out the vote

**Solution:** Completed a five-wave tracking survey of 15-34 year olds; Results informed MTV’s GOTV strategy and generated over 4.7 billion online impressions

**63% of young people** say their generation can effect real change in government by voting

**The Washington Post**

**Challenge:** Conduct ground-breaking research on youth attitudes about e-sports and competitive video gaming

**Solution:** Fielded nationally representative survey of 14-21 year olds; High-quality data that served as the centerpiece for the Post’s journalism and for academic research at UMass Lowell.

**73% of 14-21 year olds** have played or watched an online video game

**ETHICON**

**Challenge:** Raise awareness among the public and health stakeholders about obesity stigma and the impact it can have on health

**Solution:** Conducted a nationally representative survey on a sensitive topic and summarized the findings in an issue brief for Ethicon to use with stakeholders

**34% of Americans** say they have been affected by “fat shaming” in the last year

**AARP**

**Challenge:** Gauge public support for state-administered retirement plans to inform legislative strategy

**Solution:** Completed nationally representative survey of private sector workers with large oversamples of Latinos, African-Americans, and Asian-Americans

**80% of private sector workers** support state-level, public-private partnerships to help employees save for retirement

**Cornell University**

**Challenge:** Accurately measure the incidence of families with incarceration experience and its impact on them

**Solution:** Conducted representative surveys nationally and state-wide in NY, OK, AZ, MS; High-quality data appropriate for a peer-reviewed academic paper

**45% of Americans** have ever had an immediate family member incarcerated

**HOPELAB**

**Challenge:** Understand sensitive topic of mental health and internet use among teens; generate reliable data to help stakeholders improve online health tools for teens

**Solution:** Conducted nationally representative survey of teens on complex and delicate issues; used open-end survey questions to elicit stories and background on survey responses

**90% of teens** with depressive symptoms have gone online for information about mental health issues

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**LEARN MORE**

To learn more about how NORC Public Affairs and Media Research Group can uncover the insights your organization finds most valuable, contact PublicAffairsMedia@norc.org.