

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.

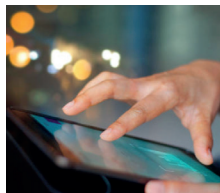
Full Suite of Services



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**

NORC
at the UNIVERSITY of CHICAGO

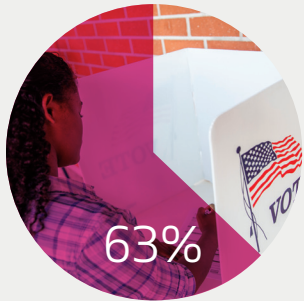
Public Affairs and Media Research Group

PROJECT HIGHLIGHTS



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.

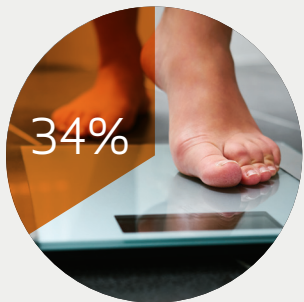


73% of 14-21 year olds have played or watched an online video game

ETHICON a Johnson & Johnson company

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

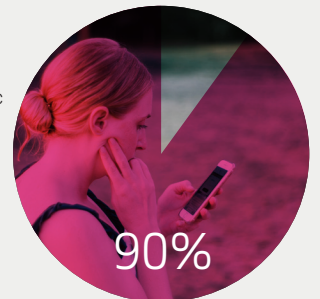


45% of Americans have ever had an immediate family member incarcerated

HOPE LAB

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

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.