

AP

NORC
at the UNIVERSITY of CHICAGO

The Associated Press-NORC
Center for Public Affairs Research

The April 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: 4/11-16/2018

1,140 adults

Margin of error: +/- 4.0 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	SKIPPED ON WEB/ REFUSED
4/11-16/2018 (N=1,140)	39	60	*	*
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	*

CUR2. Overall, do you approve or disapprove of the way Donald Trump is handling his job as president?

If don't know, skipped, or refused in CUR2

CUR3. If you had to choose, do you lean more toward approving or disapproving of the way Donald Trump is handling his job as president?

If approve in CUR2

CUR3A. Would you say you approve of the way Donald Trump is handling his job as president strongly or do you approve just somewhat?

If disapprove in CUR2

CUR3B. Would you say you disapprove of the way Donald Trump is handling his job as president strongly or do you disapprove just somewhat?

[HALF SAMPLE ASKED RESPONSE OPTIONS IN REVERSE ORDER]

AP-NORC All adults	Approve NET	Strongly approve	Somewhat approve	Lean toward approv- ing	Do not lean either way	Dis- approve NET	Lean toward disapp- roving	Some- what dis- approve	Strongly dis- approve	DK	SKP /REF
4/11-16/2018 (N=1,140)	40	19	20	*	1	59	*	15	44	-	1
3/14-19/2018 (N=1,122)	42	20	21	*	1	58	*	14	44	-	*
2/15-19/2018 (N=1,337)	35	19	17	-	1	64	*	17	46	*	*
12/7-11/2017 (N=1,020)	32	15	17	*	*	67	*	16	51	-	*
9/28- 10/2/2017 (N=1,150)	32	20	12	*	*	67	*	17	50	*	*
6/8-11/2017 (N=1,068)	35	16	18	*	1	64	*	17	47	*	1
3/23-27/2017 (N=1,110)	42	20	22	*	*	58	*	14	43	-	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 4/11-16/2018	Much/ Somewhat better NET	Much better	Somewhat better	About the same	Much/ Somewhat worse NET	Somewhat worse	Much worse	DK	SKP/ REF
The way things are going in the country overall	32	9	22	22	46	29	17	-	*
The national economy	36	11	25	31	33	23	10	*	1
Your own personal finances	37	11	26	46	18	14	4	-	*

N=1,140

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

N=1,122

AP-NORC 2/15-19/2018	Much/ Somewhat better NET	Much better	Somewhat better	About the same	Much/ Somewhat worse NET	Somewhat worse	Much worse	DK	SKP/ REF
The way things are going in the country overall	28	10	18	24	47	27	20	*	*
The national economy	34	12	23	32	33	21	12	*	*
Your own personal finances	38	12	27	45	16	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 4/11-16/2018	Much/ Somewhat better NET	Much better	Somewhat better	About the same	Much/ Somewhat worse NET	Somewhat worse	Much worse	DK	SKP/ REF
The U.S. relationship with North Korea	20	3	17	31	47	30	17	*	1
The U.S. relationship with China	17	4	14	33	48	35	14	*	1
The U.S. relationship with Russia	13	2	11	30	56	39	17	-	1

N=1,140

PRIV1. Do you use the internet or email for any purpose, or not?

	AP-NORC 4/11-16/2018
Yes	92
No	8
DON'T KNOW	-
SKIPPED ON WEB/REFUSED	*

N=

1,140

If yes in PRIV1

PRIV2. How often do you use the following social media platforms, if at all?

AP-NORC 4/11-16/2018	Almost constantly/ several times a day NET	Almost constantly	Several times a day	Once a day	At least once a week/less often NET	At least once a week	Less often	Never	Do not have account	DK	SKP/ REF
Facebook	47	12	34	15	18	8	10	9	12	*	-
Twitter	7	2	5	3	17	5	13	29	43	*	1
Instagram	17	4	12	6	15	5	10	22	40	*	*
Snapchat	10	4	7	4	12	3	9	26	47	*	1
WhatsApp	5	2	3	3	13	6	7	25	54	*	1
Reddit	4	1	3	1	8	2	6	23	63	*	1

N=1,047

If yes in PRIV1

PRIV3. Thinking about your data, such as email, photos, and other files that you put on the internet...

How concerned are you that companies that provide these services would...?

[ITEMS RANDOMIZED]

AP-NORC 4/11-16/2018	Extremely/ very concerned NET	Extremely concerned	Very concerned	Moderately concerned	Not very/not at all concerned NET	Not very concerned	Not at all concerned	DK	SKP/ REF
Not properly secure your personal information	60	31	29	27	12	11	2	-	*
Keep a copy of your files even if you try to delete them	52	25	27	30	18	15	3	*	*
Track your location using your cellphone	47	23	24	32	21	18	3	*	*
Use your photos and other information in marketing campaigns	42	21	21	29	29	24	5	-	*

N=1,047

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If uses any platform almost constantly, several times a day, once a day, at least once a week, or less often in PRIV2

PRIV4. How concerned are you that some of the information you share on social networking sites might be accessed by or shared with each of the following without your knowledge?

[ITEMS RANDOMIZED]

AP-NORC 4/11-16/2018	Extremely/ very concerned NET	Extremely concerned	Very concerned	Moderately concerned	Not very/not at all concerned NET	Not very concerned	Not at all concerned	DK	SKP/ REF
Hackers	70	42	28	21	8	6	1	-	*
Third parties, such as advertisers or businesses	51	24	28	32	17	14	2	-	1
Foreign governments or agents of foreign governments	49	27	21	24	26	22	4	-	1
The U.S. government	46	22	23	30	23	18	5	-	1
Political campaigns	44	21	23	28	27	23	4	-	*
Law enforcement agencies	37	19	19	28	33	26	8	-	1

N=907

If uses Facebook almost constantly, several times a day, once a day, at least once a week, or less often in PRIV2

PRIV5. Overall, how difficult is it to manage the privacy controls on your Facebook profile? Is it...

	AP-NORC 4/11-16/2018
Extremely/very difficult NET	18
Extremely difficult	7
Very difficult	11
Moderately difficult	37
Not too/not difficult at all NET	43
Not too difficult	35
Not difficult at all	8
DON'T KNOW	*
SKIPPED ON WEB/REFUSED	2

N=

833

If yes in PRIV1

PRIV6. When an app on your smartphone or tablet requires that you accept its terms and policies before downloading, how often do you read those terms and policies before accepting?

	AP-NORC 4/11-16/2018
Always/frequently NET	15
Always	7
Frequently	8
Sometimes	22
Hardly ever/never NET	60
Hardly ever	37
Never	22
Don't have a smartphone or tablet	3
DON'T KNOW	*
SKIPPED ON WEB/REFUSED	1

N=

1,047

If yes in PRIV1

PRIV7. When it comes to the passwords for your online accounts and websites, do you do each of the following for all of your accounts, most of your accounts, some of your accounts, a few of your accounts, or none of your accounts?

AP-NORC 4/11-16/2018	All/most accounts NET	All accounts	Most accounts	Some accounts	A few/no accounts NET	A few accounts	No accounts	DK	SKP/ REF
Use completely different passwords for each account or website	41	18	24	26	32	24	7	-	1
Write them down on a piece of paper	35	21	14	13	51	12	39	-	1
Use a password management program	13	7	6	8	79	9	69	*	1
Change your passwords regularly, even if not required	18	8	10	22	59	26	33	-	1

N=1,047

PRIV8. How much, if anything, have you heard about the Facebook privacy scandal involving the political consulting firm Cambridge Analytica, which acquired the private data of up to 87 million Facebook users without their permission?

	AP-NORC 4/11-16/2018
A lot/some NET	71
A lot	33
Some	37
Only a little/nothing at all NET	29
Only a little	21
Nothing at all	8
DON'T KNOW	*
SKIPPED ON WEB/REFUSED	1

N=

1,140

If yes in PRIV1 and heard a lot, some, or only a little in PRIV8

PRIV9. For each of the following, please say if you've done this, not done it but considered doing it, or not considered doing it in response to the recent privacy scandal?

[ITEMS RANDOMIZED]

AP-NORC 4/11-16/2018	Have done this	Have not done this but have considered it	Have not done this and have not considered it	DK	SKP/ REF
Unfriended or unfollowed certain people on social media	47	17	35	1	1
Reviewed or changed your privacy settings on social media	45	23	30	*	1
Used certain social media platforms less often	42	20	37	*	1
Unfollowed certain groups or organizations on social media	41	20	38	1	1
Uninstalled certain social media apps on your phone	38	22	38	*	1
Deleted certain social media accounts	29	30	40	1	1

N=951

PRIV10. Now, thinking about who should be responsible for protecting the privacy of social media users...How much responsibility should each of the following have for protecting the privacy of social media users?

[ITEMS RANDOMIZED]

AP-NORC 4/11-16/2018	Very large/ large NET	Very large	Large	Moderate	Small/none at all NET	Small	None at all	DK	SKP/ REF
Social media companies	84	59	25	9	6	3	4	*	1
Individual users	72	46	26	18	9	5	4	-	1
Third parties, like advertisers or businesses that utilize social media data	57	30	28	23	19	10	9	-	1
The federal government	46	24	22	27	25	14	11	*	1

N=1,140

PRIV11. Which statement comes closer to your view?

	AP-NORC 4/11-16/2018
It's better to keep services provided by online companies such as Google and Facebook free and accessible to anyone who wants to access these services, even if it means your private information might be sold to a third party.	35
Online companies such as Google and Facebook should not sell your private information to a third party, even if it means charging a fee to use their services that some people might not be able to afford.	63
DON'T KNOW	*
SKIPPED ON WEB/REFUSED	2

N=

1,140

TEACH1. On another topic...

Do you think public school teachers get paid too little for the work they do, too much for the work they do, or about the right amount?

	AP-NORC 4/11-16/2018
Far too much/somewhat too much NET	6
Far too much	1
Somewhat too much	5
About the right amount	15
Somewhat too little/far too little NET	78
Somewhat too little	30
Far too little	48
DON'T KNOW	*
SKIPPED ON WEB/REFUSED	1

N=

1,140

TEACH2. How important do you think each of the following factors should be in determining a teacher's salary?

[ITEMS RANDOMIZED]

AP-NORC 4/11-16/2018	Not at all/slightly important NET	Not at all important	Slightly important	Moderately important	Very/ extremely important NET	Very important	Extremely important	DK	SKP/ REF
The type of training or advanced degrees obtained by the teacher	12	2	10	27	60	42	17	-	1
Years of teaching experience	19	4	15	30	51	35	15	-	1
Time since last pay increase	24	9	15	30	45	33	12	*	1
Classroom observations by local school officials	22	6	16	34	43	31	12	*	1
How it compares to the average salary of teachers in the U.S.	22	8	14	36	41	31	10	*	1
Changes in students' statewide test scores over time	34	11	23	32	34	24	10	*	1
Input from parents	44	20	24	28	27	21	6	-	1

N=1,140

TEACH3. Would you support, oppose, or neither support nor oppose a plan to increase your taxes in order to increase teacher pay, benefits, and school funding in your local public schools?

	AP-NORC 4/11-16/2018
Strongly/somewhat support NET	50
Strongly support	19
Somewhat support	30
Neither support nor oppose	23
Somewhat/strongly oppose NET	26
Somewhat oppose	10
Strongly oppose	16
DON'T KNOW	*
SKIPPED ON WEB/REFUSED	1

N=

1,140

TEACH4. How much, if anything, have you heard or read about the recent discontent in West Virginia, Oklahoma, Kentucky, and other states over teacher pay, benefits, and school funding?

	AP-NORC 4/11-16/2018
A lot/some NET	51
A lot	21
Some	30
Only a little/nothing at all NET	48
Only a little	24
Nothing at all	24
DON'T KNOW	*
SKIPPED ON WEB/REFUSED	1

N=

1,140

TEACH5. Do you approve, disapprove, or neither approve nor disapprove of teachers who go on strike to protest low teacher pay and school funding cuts?

	AP-NORC 4/11-16/2018
Strongly/somewhat approve NET	52
Strongly approve	26
Somewhat approve	27
Neither approve nor disapprove	22
Somewhat/strongly disapprove NET	25
Somewhat disapprove	16
Strongly disapprove	9
DON'T KNOW	-
SKIPPED ON WEB/REFUSED	1

N=

1,140

TEACH6. When students' education is disrupted due to teacher walkouts and strikes, how much responsibility does each of the following have for the disruption?

[ITEMS RANDOMIZED]

AP-NORC 4/11-16/2018	Very large/ large NET	Very large	Large	Moderate	Small/none at all NET	Small	None at all	DK	SKP/ REF
The teachers' union	64	36	28	24	10	8	3	*	1
The state government	63	34	29	24	12	8	4	*	1
The local government	59	30	28	27	14	9	4	*	1
The teachers themselves	57	30	28	24	17	11	6	*	1

N=1,140

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

	AP-NORC 4/11-16/2018
Democrat	33
Republican	27
Independent	22
None of these	17
DON'T KNOW	*
SKIPPED ON WEB/REFUSED	1
<i>N</i> =	1,140

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 4/11-16/2018
Democrat NET	44
Strong Democrat	12
Moderate Democrat	20
Lean Democrat	11
Independent/None – Don't lean	20
Republican NET	35
Lean Republican	8
Moderate Republican	19
Strong Republican	8
Unknown	1
<i>N</i> =	1,140

DP1. Are you the parent or guardian of any children who are currently in kindergarten through 12th grade, or not?

	AP-NORC 4/11-16/2018
Yes	28
No	71
DON'T KNOW	-
SKIPPED ON WEB/REFUSED	1

N= 1,140

If yes in DP1

D4. Are any of your children attending a [INSERT ITEM], or not?

AP-NORC 4/11-16/2018	Yes	No	DK	SKP/ REF
Traditional public school	79	19	-	3
Private or religious school	13	82	-	5
Charter school	10	85	-	5

N=342

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

	AP-NORC 4/11-16/2018
Liberal	22
Conservative	33
Moderate	42
DON'T KNOW	*
SKIPPED ON WEB/REFUSED	2

N= 1,140

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

	AP-NORC 4/11-16/2018
Urban area	29
Suburban area	48
Rural area	22
DON'T KNOW	*
SKIPPED ON WEB/REFUSED	1

N= 1,140

The April 2018 AP-NORC Center Poll

AGE

	AP-NORC 4/11-16/2018
18-24	12
25-34	19
35-44	15
45-54	16
55-64	18
65-74	13
75+	7
<i>N=</i>	<i>1,140</i>

GENDER

	AP-NORC 4/11-16/2018
Male	48
Female	52
<i>N=</i>	<i>1,140</i>

RACE/ETHNICITY

	AP-NORC 4/11-16/2018
White	64
Black or African American	12
Hispanic	16
Other	8
<i>N=</i>	<i>1,140</i>

MARITAL STATUS

	AP-NORC 4/11-16/2018
Married	48
Widowed	5
Divorced	11
Separated	2
Never married	25
Living with partner	9
<i>N=</i>	<i>1,140</i>

EMPLOYMENT STATUS

	AP-NORC 4/11-16/2018
Employed	56
Not employed	44
<i>N=</i>	<i>1,140</i>

EDUCATION

	AP-NORC 4/11-16/2018
Less than a high school diploma	11
High school graduate or equivalent	29
Some college	29
College graduate or above	31
<i>N=</i>	<i>1,140</i>

INCOME

	AP-NORC 4/11-16/2018
Under \$10,000	6
\$10,000 to under \$20,000	10
\$20,000 to under \$30,000	12
\$30,000 to under \$40,000	12
\$40,000 to under \$50,000	9
\$50,000 to under \$75,000	18
\$75,000 to under \$100,000	12
\$100,000 to under \$150,000	12
\$150,000 or more	9
<i>N=</i>	<i>1,140</i>

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 April 11 and 16, 2018, with adults age 18 and over representing the 50 states and the District of Columbia. Panel members were randomly drawn from AmeriSpeak, and 1,140 completed the survey—1,021 via the web and 119 via telephone. Interviews were conducted in both English and Spanish, depending on respondent preference. The final stage completion rate is 22.2 percent, the weighted household panel response rate is 33.7 percent, and the weighted household panel retention rate is 87.2 percent, for a cumulative response rate of 6.5 percent. The overall margin of sampling error is +/- 4.0 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.

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.