NORC at the UNIVERSITY of CHICAGO

GENFORWARD PANEL

JULY/AUGUST 2024 GENFORWARD

UNIVERSITY OF CHICAGO

PROJECT REPORT

August 13, 2024

Client Contact: Professor Cathy Cohen, Department of Political Science, University of Chicago
NORC Account Manager: J. Michael Dennis | (650) 537-7950 | Dennis-Michael@norc.org
NORC Project Manager: David Sterrett | (312) 357-7031 | Sterrett-David@norc.org

STUDY INTRODUCTION

NORC conducted the GenForward July/August 2024 survey for the Black Youth Project at the University of Chicago to capture the attitudes and opinions of young adults on current events and social issues, with special emphasis on African Americans, Latino/as, and Asian Americans.

STUDY-SPECIFIC DETAILS

Sampling

A sample of U.S. adults was selected from the GenForward Panel, a survey panel representing the racial and ethnic diversity of today's young adults from the Black Youth Project at The University of Chicago and NORC. The GenForward Panel is comprised of the BYP sample recruited by NORC and NORC's AmeriSpeak Panel.

For technical information about the AmeriSpeak Panel, including recruitment process and panel management policies, please see the Appendix.

The AmeriSpeak panel sample was supplemented with respondents from the Dynata nonprobability online opt-in panels *(Dynata order number for July 2024 survey: ORD-989949-X4K6)*. To help to reduce potential bias in the nonprobability sample, Dynata attempted to balance the nonprobability respondent sample by age, gender, and region.

Gaining Respondent Cooperation and Data Collection Procedures

The study was in field from Monday, July 22nd through Monday, August 5th.

NORC took the following steps to notify and gain the cooperation of invited GenForward panelists for the July 2024 survey.

NORC sent invitation emails panelists on Monday, July 22nd.

During the field period, NORC sent emails every two to three days from Tuesday, July 23rd through Sunday, August 4th. SMS reminders were sent to targeted groups on Tuesday, July 30th.

Phone-preference panelists made up 1.3% of the sampled and invited respondents. NORC telephone interviewers called the phone-preference panelists throughout the field period to encourage their study participation. For the telephone campaign, NORC gave the highest priority to dialing the Latino/a and African American respondents from the AmeriSpeak panel and then secondly the same segments from the BYP sample.

In addition, NORC telephone interviewers called web-preference panelists for whom NORC had a phone number to encourage response. These web panelists were allowed to complete the survey via phone if convenient.

White, Non-Hispanic respondents were offered the cash equivalent of $3 for completing the survey. Asian, Non-Hispanic respondents and African Americans respondents from the youth sample were offered the cash equivalent of $5 for completing the survey. Latino/a respondents from both sample sources and African American respondents from the AmeriSpeak sample were offered the cash equivalent of $10 for completing the survey.

This study was offered in English and Spanish and via phone and web modes.

NORC sent bilingual Spanish/English email invitations and reminders to all Latino/a panelists. In addition, all Latino/a respondents were asked at the start of the survey in which language they would prefer to complete the survey. Ninety-one Latino/a respondents took the Spanish language version of the July 2024 survey.

Interviewed respondents took 20 minutes (median) to complete the survey.

Sample Performance Summary

The sample performance summary is below.

Distribution of Completed Interviews in Delivered Analysis File
by Sample Source and Race/Ethnicity (Unweighted)

Demographic	Dynata Sample Source		NORC AmeriSpeak/BYP Source		Total	
	N Interviews	Column %	N Interviews	Column %	N Interviews	Row %
Latino/as	306	20%	544	26%	850	23%
White, Non-Hispanic (incl. multi-White)	410	27%	556	27%	966	27%
African Americans, Non-Hispanic (incl. multi-Black)	457	30%	470	23%	927	26%
Asian Americans, Non-Hispanic (incl. multi-Asian, Asian-Black)	328	22%	505	24%	833	24%
Total	1,501	100%	2,075	100%	3,576	100%

Response Rate Reporting for AmeriSpeak sample

Weighted AAPOR RR3 Recruitment rate: 25.6%

Weighted Household retention rate: 76.9%

Survey completion rate: 16.9%

Weighted AAPOR RR3 cumulative response rate: 3.3%

Data Processing

NORC prepared and delivered to the University of Chicago (i) a fully labeled STATA data file of respondent survey data and demographic data, and (ii) a Codebook in Excel format.

NORC continued to use the cross-survey case identification number (first delivered in August 2016) that enables University of Chicago and NORC researchers to track the participation in GenForward surveys at the person level (for longitudinal analyses).

Weighting

Generally speaking, the steps for calculating the weights for the AmeriSpeak Panel interviews involves the following sequential steps: incorporating the appropriate probability of selection, and then incorporating nonresponse and raking ratio adjustments (to population benchmarks).

Panel weights for adults are derived by incorporating both the youth sample and the AmeriSpeak Panel. Final panel weights incorporate the appropriate probability of selection for the youth sample and AmeriSpeak sample, nonresponse adjustments, and also, raking ratio adjustments to population benchmarks for adults.

For the AmeriSpeak Panel interviews, study-specific base weights are derived from the final panel weight and the probability of selection from the panel under the study sample design. Since not all sampled panel members responded to the interview, an adjustment is needed to compensate for survey non-respondents. This adjustment decreases potential nonresponse bias associated with sampled panel members who did not respond to the interview for the study. A weighting class approach is used to adjust the weights for survey respondents to represent non-respondents.

The nonresponse adjusted weights for the study are further adjusted via a raking ratio method to age 18+ year-old population benchmarks within each of the following race/ethnicity groups:

- Hispanic
- Non-Hispanic Black
- Non-Hispanic Asian and Pacific Islanders (includes multi-race Asian and Pacific Islanders when both races are Asian and Pacific Islanders)
- Non-Hispanic White
- Non-Hispanic All Other (includes multi-race except when both races are Asian).

Please note that the race/ethnicity definition for purposes of weighting is different from the race/ethnicity definition for data collection and achieving the required number of completes. Since population control totals cannot be derived to include "closest" race, for purposes of weighting, multi-race adults (except when both races are Asian) are included with non-Hispanic All Other. Please see the Appendix "Documentation on Coding Rules for Race/Ethnicity" for more specific information on coding rules for data collection.

Within each of the previously mentioned race/ethnicity groups, final survey weights are raked separately for each race/ethnicity group to the following socio-demographic characteristics: age, sex, education, Census Region, and partisanship. For Hispanics, weights are raked to an additional raking dimension that incorporates language proficiency (English-dominant, bilingual/Spanish-dominant).

In addition, NORC continued the use of a "country of origin" raking variable for the Hispanic interviewed respondents, operationalized as USA/non-USA. Adding this raking variable helped to align the weighted interview sample of Hispanics to approximate the population benchmark of 95.7% USA origins / 4.3% non-USA origins.

At this stage of weighting, any extreme weights were trimmed, and then, weights re-raked to the same population totals.

TrueNorth Calibration for Nonprobability Sample

In order to incorporate the nonprobability sample, NORC used TrueNorth calibration services, an innovative hybrid calibration approach developed at NORC based on small area estimation methods in order to

explicitly account for potential bias associated with the nonprobability sample[1][2]. The purpose of TrueNorth calibration is to adjust the weights for the nonprobability sample so as to bring weighted distributions of the nonprobability sample in line with the population distribution for characteristics correlated with the survey variables. Such calibration adjustments help to reduce potential bias, yielding more accurate population estimates.

First, the nonprobability sample is raked for each main race/ethnicity group to the following socio-demographic characteristics: age, sex, education, Census Region, and partisanship. Hispanic respondents are also raked to benchmarks for country of origin.

Second, the weighted AmeriSpeak sample and the calibrated nonprobability sample were used to develop a small area model to support domain-level estimates, where the domains were defined by race/ethnicity, age, and gender. The dependent variables for the models were Q14, Q51, Q58. These were found to be key survey variables, in terms of model fit. The model included covariates, domain-level random effects, and sampling errors. The covariates were external data available from other national surveys such as health insurance, internet access, voting behavior, and housing type from the American Community Survey (ACS) or the Current Population Survey (CPS).

Finally, the combined AmeriSpeak and nonprobability sample weights were derived such that for the combined sample, the weighted estimate reproduced the small domain estimates (derived using the small area model) for key survey variables.

Design Effect and Sampling Margin of Error Calculations

Study design effect: 3.00
Study margin of error: +/- 3.06%

Margin of error for Democrats: +/- 5.02%
Margin of error for Republicans: +/- 5.71%
Margin of error for Independents: +/- 5.15%

Margin of error for Hispanic: +/- 5.42%
Margin of error for NH Black (includes multi-race Black): +/- 4.22%
Margin of error for NH Asian (includes multi-race Asian): +/- 4.86%
Margin of error for NH White (includes multi-race White): +/- 4.52%

Deliverables

The following files were created for University of Chicago as part of the study deliverables:

- Survey interview data file in STATA format
- Survey frequency SPSS output in an Excel format (both weighted and unweighted)
- Codebook in an Excel format
- Final questionnaire – in a complete programming format, in Word document
- Final questionnaire – in a simpler format (standard AmeriSpeak intro and outro language, programming language, Spanish, and CATI version or interviewer instruction, in Word document

[1] Ganesh, N., Pineau, V., Chakraborty, A., Dennis, J.M., (2017). "Combining Probability and Non-Probability Samples Using Small Area Estimation." *Joint Statistical Meetings 2017 Proceedings.*
[2] Yang, Y. Michael, Nada Ganesh, Ed Mulrow, and Vicki Pineau. (2018). "Estimation Methods for Nonprobability Samples with a Companion Probability Sample," Proceedings of the Joint Statistical Meetings, 2018.

- Project report documenting study procedures and information on the AmeriSpeak Panel

How to Describe AmeriSpeak and NORC @ the University of Chicago

For purposes of publication, when describing the AmeriSpeak Panel and its methodology, we recommend using the following language:

> Funded and operated by NORC at the University of Chicago, **AmeriSpeak®** is a probability-based panel designed to be representative of the US household population. Randomly selected US households are sampled using area probability and address-based sampling, with a known, non-zero probability of selection from the NORC National Sample Frame. These sampled households are then contacted by US mail, 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. While most AmeriSpeak households participate in surveys by web, non-internet households can participate in AmeriSpeak surveys by telephone. Households without conventional internet access but having web access via smartphones are allowed to participate in AmeriSpeak surveys by web. AmeriSpeak panelists participate in NORC studies or studies conducted by NORC on behalf of governmental agencies, academic researchers, and media and commercial organizations.
>
> For more information, email AmeriSpeak-BD@norc.org or visit AmeriSpeak.norc.org.

If editors or reviewers are requesting anything more specific or any other detail, please reach out to us to make certain you are using accurate language.

For a less technical, panel-specific description of **AmeriSpeak**, we recommend:

AmeriSpeak is the first U.S. multi-client household panel to combine the speed and cost-effectiveness of panel surveys with enhanced representativeness of the U.S. population, an industry-leading response rate, and an innovative and thorough Project Methods and Transparency Report. Since its founding by NORC at the University of Chicago in 2015, AmeriSpeak has produced more than 1000 surveys, been cited by dozens of media outlets, and become the primary survey partner of the nation's preeminent news service, The Associated Press. AmeriSpeak is the most scientifically rigorous multi-client panel available in the U.S. market. Amerispeak.norc.org.

NORC at the University of Chicago is best described as follows:

NORC at the University of Chicago conducts research and analysis that decision-makers trust. As a nonpartisan research organization and a pioneer in measuring and understanding the world, NORC has studied almost every aspect of the human experience and every major news event for more than eight decades. Today, NORC partners with government, corporate, and nonprofit clients around the world to provide the objectivity and expertise necessary to inform the critical decisions facing society. www.norc.org Please refer to the full name "NORC at the University of Chicago" when first mentioning us. Using simply "NORC," thereafter, is fine. Our name is now only the acronym and does not need to be spelled out.

APPENDIX

TECHNICAL OVERVIEW OF THE AMERISPEAK® PANEL: NORC'S PROBABILITY-BASED HOUSEHOLD PANEL[3]

Updated July 23, 2024

NORC prepared this *Technical Overview of the AmeriSpeak Panel* because of our commitment to transparency in research. AmeriSpeak® is a large probability-based household panel funded and operated by NORC at the University of Chicago.

This document covers the following topics:

- Sample Frames for the AmeriSpeak Panel Recruitment
- Sample Selection for AmeriSpeak Panel Recruitment
- Panel Recruitment Procedures
- Transparency in Response Rate Reporting using AAPOR Standards
- Impact of Non-Response Follow-up on Representation of Hard-to-Reach Groups
- Use of Mixed-Mode Data Collection to Represent the Non-Internet and "Net-Averse" Households
- AmeriSpeak Panel Management and Maintenance
- AmeriSpeak Panel Weighting Procedures
- AmeriSpeak Client Study Weighting Procedures

Background

AmeriSpeak is designed to be representative of the U.S. household population, including all 50 states and the District of Columbia. U.S. households are randomly selected with a known, non-zero probability from the NORC National Frame as well as other address-based sample (ABS) frames, and then recruited by mail, telephone, and in-person field interviews. AmeriSpeak panelists participate in NORC studies or studies conducted by NORC on behalf of governmental agencies, academic institutions, non-profit organizations, the media, and commercial organizations.

The construction of AmeriSpeak started in October 2014 with pilot samples. In 2015, about 7,000 households were recruited from a sample of around 60,000 addresses. In the ensuing years, approximately 5,000 households have been recruited each year under different sample designs. The current panel size is 65,884 panel members aged 13 and over residing in over 58,147 households.

In addition to the regular panel for general population studies, AmeriSpeak also contains various sub-panels to support studies of special populations, including Amplify AAPI

[3] More accessible information about AmeriSpeak's methodology is available via AmeriSpeak's answers to the ESOMAR 37 questions. Available here. Additional documentation is available on AmeriSpeak's research page.

(Asians and Pacific Islanders), AmeriSpeak Latino (Spanish-language-dominant Hispanics), AmeriSpeak Teen (Teen 13-17 years of age), Foresight 50+ (Adults 50 years of age or older), and AmeriSpeak GenForward (Young adults 18-30 with oversamples of African Americans, Hispanics, and Asians).[4] AmeriSpeak is the probability sample source for TrueNorth®, the NORC calibration solution for combining probability and non-probability samples for estimation that leverages data from AmeriSpeak, the American Community Survey, Current Population Survey, and other data sources for improved cost and statistical efficiency.[5]

Sample Frames for the AmeriSpeak Panel Recruitment

All sample frames used for constructing the AmeriSpeak Panel are probability based.

Different sample frames have been used to construct the AmeriSpeak Panel. For the 2014-2023 recruitments, the primary sampling frame for AmeriSpeak is the 2010 NORC National Frame, a multistage probability master sample that fully represents the U.S. household population. We provide a brief description of how the National Frame was constructed after the 2010 Census. The secondary sampling frame is the USPS Delivery Sequency File.

The NORC National Frame. The primary sampling units (PSUs) in the first stage sample selection are 1,917 National Frame Areas (NFAs), each of which is an entire metropolitan area (made up of one or more counties), a county, or a group of counties with a minimum population of 10,000. A total of 126 NFAs are selected in the first stage, including 38 certainty NFAs, 60 non-certainty urban NFAs, and 28 non-certainty non-urban NFAs. The largest 38 NFAs, those with a population of at least 1,543,728 (0.5 percent of the 2010 Census U.S. population), were selected into the National Frame with certainty.

Within the 126 selected NFAs, the secondary sampling units (SSUs) are segments defined from Census tracts or block groups, where each segment contains at least 300 housing units according to the 2010 Census. Within the certainty NFAs, a sample of 896 segments was selected using systematic probability proportional to size (PPS) sampling, where the size of a segment is the number of housing units. Implicit stratification was achieved by sorting the segments by location (NFA, state, and county), principal city indicator, and by ethnic and income indicators. From each non-certainty urban and rural NFA, a sample of 8 and 5 segments was selected, respectively, using systematic PPS sampling where the measure of size is the number of housing units per segment. A total of 618 segments are selected from the non-certainty NFAs[6]. Overall, a stratified probability sample of 1,514 segments was selected into the National Frame in the second stage sampling.

---

[4] AmeriSpeak's Panel Book lists the topics for which we have data for our specialty panels. Also, please see our Amplify AAPI and Foresight 50+ websites for detailed information on these two specialty panels.

[5] Please see our TrueNorth website for more information.

[6] A sample of 5 segments was selected from each of the 28 non-urban NFAs. However, 2 sample segments were later subsampled out in Montana due to cost.

Within the selected segments, all housing units are listed using the U.S. Postal Service Delivery Sequence File (DSF). In the 123 segments where the DSF coverage is deemed inadequate, the DSF address list is enhanced with in-person field listing to improve coverage. The final National Frame, consisting of all listed households in the sample segments, is estimated to provide over 97 percent coverage of the U.S. household population. It contains almost 3 million households, including over 80,000 rural households that are added through the in-person listing.

The USPS Delivery Sequence File. In addition to NORC's National Frame, the DSF has been used frequently as a supplemental sample frame for AmeriSpeak recruitment sampling. Although nationally representative, the 2010 National Frame does not include households from Alaska, Iowa, North Dakota, and Wyoming. Since 2016, the annual panel recruitment sample has included a small address-based sample for these four states selected from the DSF to assure AmeriSpeak presence in all U.S. States and Washington, D.C. In 2017, an enhanced DSF frame was also used to develop a new Latino Panel with adequate representation of Spanish-language-dominant Hispanics. Census tracts with a high incidence (at least 30%) of Spanish-dominant Hispanics were targeted for this recruitment. Furthermore, within these Census tracts, households that were flagged as Hispanic based on consumer vendor data (that are typically used for direct-mail marketing) were oversampled. For the 2019 recruitments, the entire sample was selected from the DSF to reduce sample clustering and improve panel representation by state and in areas not covered by the National Frame in general.

National Consumer Address File. In 2021, NORC also recruited into AmeriSpeak a probability sample of persons aged 50 and older using a national consumer address file that was estimated to have 96% coverage of the target population. AmeriSpeak empaneled approximately 6,000 panelists 50 years of age or older through this initiative.

Voter Registration Files. Finally, the TargetSmart voter registration database was used as a sampling frame to construct the GenForward Panel in 2016. Although GenForward specifically targeted Hispanic, non-Hispanic Black, and non-Hispanic Asian adults who were 18-30 years of age, it also recruited adults 30+ years of age into the regular AmeriSpeak Panel.

Most active AmeriSpeak households (84.6%) are sourced from the NORC National Frame or standard address-based sampling (USPS DSF), with the remainder sourced from consumer address or voter files, as shown in the table below.

Distribution of Active AmeriSpeak Households by Sample Frame Used for Panel Recruitment (updated July 1, 2024)

Sample Frame	% of Active AmeriSpeak Households
NORC National Frame	61.8%

USPS DSF	22.8%
National Consumer Address File	9.2%
Voter Registration File	6.2%

Sample Selection for the Panel Recruitment

Different sample designs have been used to construct the panel in different recruitment years. For panel sample selection between 2014 and 2018 and in 2020, National Frame segments were stratified into six sampling strata based on the race/ethnicity and age composition of each segment, as below:

- Hispanic, high youth segments.
- Hispanic, not high youth segments.
- Non-Hispanic Black, high youth segments.
- Non-Hispanic Black, not high youth segments.
- Other, high youth segments.
- Other, not high youth segments.

Hispanic segments are those where Hispanics make up at least a third of the population and the Hispanic share in the population is greater than that of non-Hispanic Black. Similarly, non-Hispanic Black segments are those where non-Hispanic Black make up at least a third of the population and the non-Hispanic Black share in the population is greater than that of Hispanics. Finally, High Youth refers to segments in which 18-24-year-old adults are at least 12% of the total adult population. The above stratification is used to oversample housing units in areas with a higher concentration of young adults, Hispanics, and non-Hispanic African Americans. The resulting household sample is referred to as the initial AmeriSpeak sample or sample for initial panel recruitment.

To support the second stage of panel recruitment, initially sampled but nonresponding housing units are subsampled for a nonresponse follow-up (NRFU)[7]. At this stage, consumer vendor data are matched to the pending housing units, and housing units that are flagged as having a young adult[8] (18-34 years of age) or minority (Hispanic[9], non-Hispanic Black[10]) are oversampled for the NRFU sample. Overall, approximately one in

[7] A small fraction of initially nonresponding housing units is not eligible for NRFU, including "hard refusals" and those with an appointment for a call back from NORC.

[8] A young adult flagged household refers to a household where MSG or TargetSmart indicated there was an 18-24-year-old adult in the household. In 2016 and 2017, a slightly different definition was used, and a young adult flagged household was defined as having an 18–34-year-old adult in the household by MSG or 18–30-year-old adult by TargetSmart.

[9] A Hispanic flagged household refers to a household where MSG or TargetSmart indicated the presence of a Hispanic adult in the household.

[10] A non-Hispanic Black-flagged household refers to a household where MSG or TargetSmart indicated the presence of a non-Hispanic Black adult in the household.

five initially nonresponding housing units are subsampled for NRFU using the same six sampling strata defined above. Due to NRFU, these initially nonresponding housing units have a higher selection probability compared to the housing units that were recruited during the first stage of panel recruitment.

A two-phase state-based ABS sample design was used for the 2019 AmeriSpeak recruitments. NORC's National Frame is designed to represent the U.S. household population nationally. Samples within states are less representative of the state population due to sample clustering with sample NFAs. The primary objective of the 2019 design is to improve state-level representation by selecting the recruitment sample mostly from areas that are outside the National Frame. A stratified systematic sample was selected in the first phase, where each state constitutes a sampling stratum, and the sample was allocated to the strata proportional to the square root of the state population. In the second phase, young adults, Hispanics, non-Hispanic Blacks, and conservatives are oversampled based on appended commercial data flags to improve their representation in the panel. Because the 2019 design did not use NRFU face-to-face recruitment, the 2019 design did not involve geographic clustering.

In 2020, AmeriSpeak returned to the "standard" sampling strategy employed in 2014 through 2018, with intentions to conduct a robust NRFU. However, the COVID-19 pandemic prevented NORC from utilizing field interviewers and the NRFU was limited to its usual first stage, a Federal Express mailing to 20% of the total sample. After an analysis of state-level representativity after 2019 recruitment, it was determined that further statewide representativity was needed in four states: WI, MO, WA, and CO. As such, the 2020 sample design also included supplemental samples from these four states selected from the DSF.

It was clear at the start of 2021 that NORC would not immediately be able to conduct in-person interviewing given the ongoing COVID-19 pandemic. However, NORC sought to test new sampling strategies (noted below) early in 2021 in the hopes of documenting their efficacy and continuing and improving on them for the rest of 2021. Additionally, it was hoped that NORC would be able to conduct in-person interviewing in the second half of 2021. Given these considerations, the 2021 recruiting sample was split into five replicates, the first of which was selected from the DSF and released early in the calendar year, while future replicates were sampled from the NORC National Frame and were held until mid-year for recruiting.

At the end of 2020, a major assessment of panel representativeness was conducted to inform the 2021 sampling strategy. This analysis explored panel representativeness by state, but as well explored a full range of demographic variables. Meanwhile, this analysis was conducted both with the full panelist dataset as well as by assessing "effective panelists," a measure of the likely demographic distributions that would occur among complete cases in any typical AmeriSpeak survey. This analysis found that AmeriSpeak could benefit from additional recruits in seven groups: households earning over $200,000,

households with children, Hispanics, Hispanics that specifically speak Spanish, African Americans, persons ages 18 to 24, and persons with less than a High School education. As such, the 2021 sample was stratified using NORC Big Data Classifiers (Dutwin et al., 2024)[11], a technique utilizing available consumer and other public Big Data to make predictions on a range of household attributes during survey sampling. Households predicted to have one of these seven attributes were oversampled, while households predicted only hold persons aged 50 and older, or otherwise not predicted hold someone with one of the seven attributes, were under sampled. This sampling method was tested in the first sampling replicate, and given very positive results, was continued in all other 2021 replicates.

The 2021 Big Data strata are the following, specifically households with a person predicted to be:

- Spanish speakers.
- 50 years of age or over.
- 18-24 years of age.
- With a high school diploma or less.
- With household income over $200K.
- With a child 13-17 in the household.
- With other children in the household.

Additional strata include 1) households not predicted to be in any of the seven categories and 2) households not modeled due to missing vendor data.

In 2021, NORC also recruited into AmeriSpeak a probability sample of persons aged 50 and older using a national consumer address file that was estimated to have 96% coverage of the target population. AmeriSpeak re-empaneled approximately 6,000 panelists 50 years of age or older through this initiative. These panelists were integrated into the Foresight 50+ panel.

NORC's strategy of "waiting it out" was effective in 2021, as the sample replicates released mid-year allowed NORC to wait for an effective "COVID window" to conduct in-person interviewing. In short, in-person interviewing commenced after the peak of the Delta variant in 2021 and concluded with the peak of the Omicron variants. NORC was able to conduct a full NRFU in-person effort during this time.

For the 2022 and 2023 recruitments, NORC implemented the same sampling strategy where the sampling strata are defined by Big Data Classifiers predictions.

Panel Recruitment Procedures

[11] David Dutwin, Patrick Coyle, Joshua Lerner, Ipek Bilgen, Ned English, Leveraging Predictive Modelling from Multiple Sources of Big Data to Improve Sample Efficiency and Reduce Survey Nonresponse Error, Journal of Survey Statistics and Methodology, Volume 12, Issue 2, April 2024, Pages 435–457, https://doi.org/10.1093/jssam/smad016.

AmeriSpeak Panel recruitment is a two-stage process: (i) initial recruitment using USPS mailings, telephone contact, and modest incentives, and (ii) a more elaborate NRFU recruitment using FedEx mailings, enhanced incentives, and in-person visits by NORC field interviewers.

For the initial recruitments, sample households are invited to join AmeriSpeak online by visiting the panel website AmeriSpeak.org or by calling a toll-free telephone line (inbound/outbound supported). Both English and Spanish languages are supported for online and telephone recruitments. The initial recruitment data collection protocol features the following: an over-sized pre-notification postcard, a USPS recruitment package in a 9"x12" envelope (containing a cover letter, a summary of the privacy policy, FAQs, and a study brochure), two follow-up postcards, and contact by NORC's telephone research center for sample units with a matched telephone number.

For the second stage NRFU recruitments, a stratified random sample is selected from the nonrespondents of the initial recruitments. Households sampled for NRFU are sent a new recruitment package by Federal Express with an enhanced incentive offer. Shortly thereafter, NORC field interviewers make personal, face-to-face visits to the pending cases to encourage participation. Once the households are located, the field interviewers administer the recruitment survey in-person using CAPI or else encourage the respondents to complete the recruitment survey online or by telephone.

As shown in the table below, 43.6% of active AmeriSpeak households are sourced from NORC's investment in extensive non-response follow-up of households that initially refused or otherwise did not join AmeriSpeak. In years where NORC employed NRFU (all years except 2019), over half (53.1%) of AmeriSpeak's active households are sourced from NRFU.

Percentage of Active AmeriSpeak Panel Households by Recruitment Protocol: Initial Recruitment Protocol v. Non-Response Follow-up (NRFU)[12]

AmeriSpeak Panel Recruitment Years	Percentage of Active AmeriSpeak Households	
	From Initial Recruitment	From NRFU

[12] Accurate as of July 1, 2024. Please note that 2020 is counted as a NRFU year even though NRFU was limited to the use of Federal Express mailers and enhanced respondent incentives (i.e., not using face-to-face, in-person recruitment). Similarly, 2021 is counted as a NRFU year even though field interviewing was limited due to the on-going Covid pandemic.

NRFU Years 2015-18, 2020-23	46.9%	53.1%
All Years (2015-2023)	56.4%	43.6%

Additional panel statistics with respect to the 2014-2023 recruited households are as follows:

- 94% of the active panelists prefer to do web or online surveys, while 6% prefer to participate in telephone surveys;
- 13% of the recruited households are non-Internet[13];
- 81% are cell phone only or cell phone mostly;
- 16% are African American and 20% Hispanic; and
- 27% have household income below $30,000 (compared to CPS benchmark of 14%).[14]

Please see our AmeriSpeak Panel Demographics Report for panel statistics on our active panel members eligible for survey sampling.[15]

Transparency in Response Rate Reporting Using AAPOR Standards

AmeriSpeak is committed to transparency in response rate reporting. A properly calculated all-in, cumulative AAPOR response rate incorporates all sources of nonresponse. In the AmeriSpeak context, the cumulative AAPOR response rate, therefore, takes into account (i) the panel recruitment rate, (ii) the panel retention rate, and (iii) the survey participation rate.[16] AmeriSpeak does not have a source of nonresponse for the "profiling" or "on-boarding" stage since the panel recruitment includes the profiling task (where information is obtained for sample targeting and weighting).

Panel Recruitment. A sample household is considered recruited if at least one adult in the household joins the panel. The weighted household recruitment response rate

[13] The non-internet households (HHs) are those that do not select "High-speed, broadband internet at home (such as cable or DSL)" or "Dial-up internet at home" response options when they are asked "What kind of internet access do you have? Please select all that apply" item in the recruitment survey. The non-internet HHs include those that only use internet on a cell connection or mobile phone.

[14] For transparency purposes, unweighted percentages are presented in this section. Hence, these results do not take into account selection probabilities. The base weighted distributions that take into account selection probabilities can be provided upon request.

[15] Our AmeriSpeak Panel Demographics Report is available here.

[16] A properly calculated cumulative AAPOR response rate for panel-based research takes into account all sources of non-response at each stage of the panel recruitment, management, and survey administration process (see https://www.aapor.org/AAPOR_Main/media/publications/Standard-Definitions20169theditionfinal.pdf, page 48-9). A common misapplication of the term "response rate" in online panel surveys is to represent the survey-specific cooperation rate as the "cumulative survey response rate." *See* "Response Rate Calculation Methodology for Recruitment of a Two-Phase Probability-Based Panel: The Case of AmeriSpeak" authored by Robert Montgomery, J. Michael Dennis, N. Ganesh. The paper is available at https://amerispeak.norc.org/research/.

(AAPOR RR3) is about 6% for initial, non-NRFU recruitments and 28% for NRFU recruitments.

We report two recruitment response rates: (i) for all the panel recruitment years (2014-2023) and (ii) for the recruitment years with NRFU (2015-2018 and 2021-2023). Across all recruitment years, the cumulative weighted household response rate is 24.4%; across recruitment years with NRFU, the cumulative weighted household response rate is 32.9%[17]. All these response rates are weighted by base weights. For client studies requiring a panel recruitment response rate exceeding 30%, the sampling frame may be restricted to the panelists recruited in the NRFU years. The panel recruitment response rate calculation methodology is compliant with AAPOR Standards and fully documented.[18]

Panel Retention. Panel retention rate is computed as the proportion of the number recruited and currently active households over the number of recruited households. The cumulative AmeriSpeak panel retention rate is 82.1%.

Survey Participation Rate.[19] The study-specific survey participation rate can vary widely (in the range of 20% to 70%) as a result of the specific parameters of the study protocol, including but not limited to the specific study population, topic salience, study sponsorship, length of field period, length of the survey questionnaire, within-panel sample targeting, use of enhanced gaining cooperation techniques (such as the use of pre-notifications by email and/or USPS postcards), and budget allocated to monetary incentives.

All-In, Cumulative AAPOR Response Rates for Client Surveys. For specific AmeriSpeak client surveys, the all-in, cumulative AAPOR RR3 response rate is typically between 10% to 15% depending on specific study parameters such as target population, survey length, time in the field, salience of subject, and other factors as noted above in documenting study-specific survey completion rates. This all-in, cumulative response rate accounts for the panel recruitment rate, panel retention rate, and survey participation rate.[20]

---

[17] The cumulative weighted household response rate is higher than both the weighted initial recruitment response rate and the weighted NRFU response rate because NRFU recruits have much higher base weights. In general, the base weights of NRFU recruits are about five times larger than that of initial recruits.

[18] See http://amerispeak.norc.org/research/Pages/WhitePaper_ResponseRateCalculation_AmeriSpeak_2016.pdf

19 We use these terms interchangeably: "participation rate," "completion rate," and "cooperation rate" as applicable to the final stage of the response rate calculation.

[20] A properly calculated cumulative AAPOR response rate for panel-based research takes into account all sources of non-response at each stage of the panel recruitment, management, and survey administration process (see https://www.aapor.org/AAPOR_Main/media/publications/Standard-Definitions20169theditionfinal.pdf, page 48-9). A common misapplication of the term "response rate" in online panel surveys is to represent the survey-specific cooperation rate as the "cumulative survey response rate." *See* "Response Rate Calculation Methodology for Recruitment of a Two-Phase Probability-Based Panel: The Case of AmeriSpeak" authored by Robert Montgomery, J. Michael Dennis, N. Ganesh. The paper is available at https://amerispeak.norc.org/research/.

Impact of Non-Response Follow-up on Representation of Hard-to-Reach Groups

NRFU is instrumental in producing the industry-leading response rate for AmeriSpeak Panel recruitments. Moreover, due to the more intensive effort, NRFU recruitments better represent hard-to-reach groups and therefore make the full panel more representative of the target population. For example, initial recruitments tend to under-represent young adults 18-34 years of age. NRFU recruitments correct for this bias by bringing the age distribution of the panel closer to population benchmarks.

Overall, NRFU recruitments significantly improve the representation of the panel with respect to demographic segments that are under-represented among the respondents to the initial recruitment, including young adults (persons 18 to 34 years of age), African Americans, Hispanics, lower-income households, renters, cellphone-only households, and persons with lower educational attainment (e.g., no college degree). To the extent that these demographic characteristics are correlated with substantive survey variables, NRFU helps to reduce potential nonresponse bias in the sample estimates.

NORC's research indicates that NRFU respondents are indeed somewhat different from initial respondents for many common survey variables. For example, compared to the panelists recruited during the initial stage, NRFU panelists tend to be more conservative politically, more likely to attend church, less interested in current events or topics in the news report, less knowledgeable about science, less likely to be in favor of gun control policies, less likely to read a print newspaper (more likely to read the news online and use social media), more likely to eat at fast-food restaurants, and so on[21]. These observations illustrate that NRFU recruitment is critical for achieving a more balanced panel and for making the substantive estimates in AmeriSpeak studies more accurate. Even though NRFU panelists are more reluctant to complete surveys, the addition of NRFU panelists reduced total absolute bias on average by 5 to 21 percentage points when compared to the initial stage recruits (among examined surveys).[22]

[21] See "The Undercounted: Measuring the Impact of 'Nonresponse Follow-up' on Research Data and Outcome Measures" authored by Ipek Bilgen, J. Michael Dennis, N. Ganesh. The paper will be soon available at https://amerispeak.norc.org/research/.

[22] *See* "Nonresponse Follow-up Impact on AmeriSpeak Panel Sample Composition and Representativeness" authored by Ipek Bilgen, J. Michael Dennis, N. Ganesh. The paper is available at https://amerispeak.norc.org/research/.

Use of Mixed-Mode Data Collection to Represent the Non-Internet and "Net-Averse" Households

The AmeriSpeak Panel supports mixed-mode data collection to improve response rate and the representativeness of the complete surveys. During the recruitment survey, AmeriSpeak panelists are offered an opportunity to choose their preferred mode—web or phone—for future participation in AmeriSpeak surveys. A recruited household can consist of both web- and phone-mode panelists. Panelists predominantly prefer web over phone mode. As of February 2024, 96% of the active panelists prefer to do web or online surveys, while 4% prefer to participate in telephone surveys. The telephone mode encompasses panelists without internet access, panelists whose only internet access is via a smartphone, and panelists with internet access but are unwilling to share an email address.

To the extent that non-internet households or "net averse" persons are different from the rest of the population, mixed-mode surveys have better population coverage and produce more accurate population estimates. NORC's telephone interviewers administer the telephone surveys using a data collection system supporting both the phone and web modes, providing an integrated sample management and data collection platform. For panelists using smartphones for web-mode surveys, the NORC survey system renders an optimized presentation of the survey questions for these mobile users.

AmeriSpeak Panel Management and Maintenance

Panel management and maintenance are crucial for panel health and efficiency. NORC maintains strict panel management rules to limit respondent burden, reduce panel attrition, and minimize the risk of panel fatigue. On average, AmeriSpeak panelists are invited to participate in client studies two to three times a month. AmeriSpeak works with NORC clients to create surveys that provide an appropriate user experience for AmeriSpeak panelists. AmeriSpeak will not field surveys that in our professional judgment will result in a poor user experience for our panelists. AmeriSpeak also has a designated website and a telephone number for panelist communications.

Panel maintenance is a dynamic process because the AmeriSpeak Panel is supplemented and **refreshed regularly** over time to grow the panel, compensate for panel attrition, and improve panel representation for specific subpopulations. For example, the Latino Panel and Teen Panel are created to support studies of Hispanics and teenagers, respectively; the 2019 recruitment is primarily designed to improve sample representation at the state level. As panelists are added or/and removed from the panel, the panel refreshment process takes place to ensure that the refreshed panel fully represents the target population. At each panel refreshment, the base weights are recomputed to reflect the cumulative selection probabilities of households and individuals in all recruitment years and from all sample sources. The base weights are

then adjusted for nonresponse during panel recruitments, which is followed by raking adjustments to align the panel weights to known population benchmarks.

AmeriSpeak Panel Weighting Procedures

AmeriSpeak *panel weights*, including both household level and person level weights, are develop ped to account for the probabilities of selection of the housing units, adjustments for unknown eligibility of the housing units, nonresponse associated with panel recruitments, panel attrition, nonresponse from secondary panel members[23], and raking ratio adjustments to external population benchmarks. More specifically, the weighting steps for panel weights are as follows, with details provided below:

- Compute household level base weights.
- Adjustments for unknown eligibility.
- Adjustments for household nonresponse.
- Adjustments to household population benchmarks (this yields the final household-level panel weights).
- Initial person level weights.
- Adjustments for within household nonresponse.
- Raking ratio adjustments to person level population benchmarks (this yields the final person level panel weights).

Household base weights

AmeriSpeak Panel annual recruitments use stratified random samples of housing units selected from the NORC National Frame as well as address-based sample frames developed from the USPS Delivery Sequence File (DSF). Initial household base weights are calculated as the inverse probability of selection of housing units for the combined annual samples. In most recruitment years, nonrespondent households at the end of the initial recruitment phase are subsampled for a nonresponse follow-up (NRFU). These subsampled housing units have their initial base weights adjusted to account for NRFU subsampling. NORC refers to the adjusted household base weights that account for both initial sample selection and NRFU subsampling probabilities as the final base weights associated with the sampled housing units. Household base weights are recomputed at each panel refresh, typically carried out monthly to incorporate newly recruited panelists and other changes to the panel (e.g., dropouts). Final household base weights account for the combined household selection probabilities across all recruitment samples and all recruitment years. We denote the final household base weights as BW_{final}.

Household unknown eligibility adjustments

[23] Primary panel member refers to the initial recruited adult from the household. Secondary panel member refers to other eligible adults in the same household.

Sampled addresses that are linked to businesses, vacation homes, vacant properties, homes with no one 18 years of age or over are considered ineligible for recruitments. However, the eligibility status is unknown for a fraction of the sampled housing units. AmeriSpeak uses a weighting class approach to account for housing units with unknown eligibility. To create the adjustment cells under the weighting class approach, we use sample design variables such as sampling strata, recruitment year, and tract-level information of household characteristics obtained from the 5-year ACS and Tract-Level Planning Database. Additional household level variables are obtained from commercial data vendors.

The following variables are used to define the unknown eligibility adjustment cells:

- TargetSmart Party Affiliation (defined from TargetSmart voter file)
    - Republican
    - Other
- TargetSmart Partisanship Score (defined from TargetSmart voter file)
    - >=80
    - 60-79
    - 40-59
    - 20-39
    - 0-19
    - Missing
- Youth and minority status (defined from appended commercial flags)
    - Young and minority
    - Young
    - Minority
    - Other

For weighting GenForward (a special subpanel of young adults recruited for AmeriSpeak in 2017), the unknown eligibility adjustment cells are defined by the following variables:

- Sampling strata (defined by NORC National Frame segments)
    - Hispanic, high youth segment type
    - Hispanic, not high youth segment type
    - Non-Hispanic Black, high youth segment type
    - Non-Hispanic Black, not high youth segment type
    - Other, high youth segment type
    - Other, not high youth segment type

- Sample source
    - AmeriSpeak
    - GenForward (registered voter file sample age 18 to 34)
- Matching status
    - AmeriSpeak only
    - AmeriSpeak and GenFoward
    - GenFoward only
- Housing ownership status per census tract
    - Owner occupied housing units greater than 55%
    - Otherwise

Cell collapsing is sometimes utilized to ensure that each cell has at least 20 cases with known eligibility. Within each adjustment cell, base weights for housing units with known eligibility are adjusted upward to represent all housing units. We denote the unknown eligibility adjusted household weights as W_{2j}. Only households with known eligibility have a positive W_{2j}.

Household nonresponse adjustments

Household nonresponse adjustments are needed to compensate for (1) known eligible households that do not complete the recruitment survey and (2) previously recruited households that get reclassified as nonrespondent households due to panel attrition. Panel attrition could result in some household members being withdrawn from the panel. For purposes of weighting, if no other adult in a household remains on the panel after an adult is withdrawn from the panel, the household is considered a nonrespondent household.

AmeriSpeak uses a weighting class approach to adjust the weights from the previous step for household nonresponse. The adjustment cells under the weighting class approach are created via the same method as described in the previous step. The same set of variables listed above are used to define the nonresponse adjustment cells, although typically more cell collapsing is needed to ensure that each cell has at least 20 respondent households.

Within each nonresponse adjustment cell, weights from the previous step for eligible respondent households are adjusted to represent all eligible households. We denote the household nonresponse adjusted weights as W_{3j}. Only respondent households have a positive W_{3j}.

Raking adjustments to household population benchmarks

The final household weights are developed by applying a raking adjustment to W_{3j}. Separately for each Census Division, W_{3j} is adjusted such that the sum of W_{3j} across all respondent households is equal to the total number of households in the division based on the most recent Current Population Survey (CPS) data. We denote the final household panel weights as W_{4j}.

Person level weights

All adults in the responding households are eligible and invited to join the panel. Therefore, for all eligible adults in the household, as identified by the primary panel member, their initial person level weight, W_{5ij}, is equal to the final household weight W_{4j}, where *i* denotes eligible adults in respondent household *j*.

Person level within household nonresponse adjustments

The primary panel member identifies and provides contact information for other eligible adults in the same household, and subsequently these eligible adults from the same household are contacted and asked to complete the recruitment survey. The within household nonresponse adjustments compensate for person level nonresponse due to the following:

- Eligible adults in the same household as the primary panel member for whom no contact information is available.
- Eligible adults in the same household as the primary panel member who was contacted for panel recruitment but did not complete the recruitment survey.
- Panel members who were withdrawn from the panel when at least one other adult in the same household continues to be an active panel member.

Within each responding household, weights from the previous step for eligible respondents are multiplied by k_j/k_j^{res}, where k_j is the total number of eligible adults and $k_j^{res}$is the number of respondents in household j. We denote the person level nonresponse adjusted weights as W_{6ij}. Only person level respondents have a positive W_{6ij}.

Raking adjustments to derive final person-level panel weights

The final step in deriving person level panel weights is raking adjustments to person level population benchmarks obtained from the Current Population Survey (CPS), the American Community Survey (ACS), and the National Health Interview Survey (NHIS). The raking dimensions include the following:

- Age group
    - 18-24
    - 25-29
    - 30-39
    - 40-49
    - 50-59
    - 60-64
    - 65+ years
- Gender
    - Male
    - Female
- Education
    - Less than high school
    - High school graduate
    - Some college or less
    - Bachelor's or above
- Race
    - White
    - Black
    - AAPI
    - Other
- Ethnicity
    - Hispanic
    - Non-Hispanic
- Housing tenure
    - Owner
    - Other
- Household phone status
    - Cell-phone-only
    - Dual user
    - Landline-only/phoneless
- Age by gender
- Age by race/ethnicity
- Census Division
- CA vs Rest of country
    - California
    - Rest of country

Population benchmarks for each dimension are obtained from CPS, although housing tenure and household phone status are obtained from ACS and NHIS, respectively. The raked weights are the final person level panel weights W_{7ij}.

AmeriSpeak Client Study Weighting Procedures

AmeriSpeak client study weights are calculated for panelists who complete individual client studies to support approximately unbiased estimation based on samples selected from the AmeriSpeak Panel. Weighting procedures could vary for different studies. In general, client study weights are developed in the following steps.

Base weights

Initial base weights for client study samples are defined as the final person level panel weights. The initial base weights are adjusted to account for the sample selection probabilities associated with the sampling of AmeriSpeak panelists to the client study sample. For a typical general population study, the sample is selected within 48 strata formed by the cross-classification of the following variables: race/ethnicity (Hispanic, non-Hispanic Black, All Other), age group (18-34, 35-49, 50-64, 65+), education (high school graduate/less than high school, some college/college graduate), and sex. The final base weights are computed as the final person level panel weights divided by the probability of selection from the panel under the client study sample design. We denote the final base weights for client studies as CW_{1ij}.

Adjustments for screener nonresponse

For client studies that include a screener interview to determine the eligibility of sample members, screener nonresponse adjustments are carried out to compensate for sample members who fail to complete the screener questions. Through screener nonresponse adjustments, the base weights for screener respondents are inflated so they represent both respondents and nonrespondents to the screener interview.

We use a weighting class approach to adjust the base weights for screener respondents to compensate for screener nonrespondents. The specific variables used to define the weighting cells could vary from study to study. In general, the variables include age, gender, education, and race/ethnicity. Within each adjustment cell, base weights for screener respondents are inflated to account for screener nonrespondents. We denote the screener nonresponse adjusted weights as CW_{2ij}.

Adjustments for interview nonresponse

Since not all eligible sampled panelists complete the main survey interview, nonresponse adjustments are needed to compensate for eligible nonrespondents. We again use a weighting class approach where the variables used to define the weighting cells could vary across studies. In general, the weighting cells are defined by age, gender, education,

and race/ethnicity. Within each cell, the weight from the previous step is divided by the weighted response rate to derive the interview nonresponse adjusted weights CW_{3ij}.

Raking adjustments

Nonresponse adjusted weights are then calibrated to match population benchmarks through raking ratio adjustments. Raking adjusts the weights such that the marginal weight totals match benchmark totals on a specified set of raking variables. The following person level characteristics are used in the raking adjustments:

- Age
- Gender
- Census Division
- Race/Ethnicity
- Education
- Age by Gender
- Age by Race/Ethnicity
- Race/Ethnicity by Gender

Population benchmarks for each dimension are obtained from the most recent March CPS supplement. The raked weights are denoted as CW_{4ij}, which are final weights unless weight trimming is applied. For clients who prefer normalized weights, where the sum of the weights is equal to the total number of completed surveys, we derive the normalized weights by dividing CW_{4ij} by its average.

Weight trimming

Survey weights are developed to reduce estimation bias that could arise from unequal selection probabilities, nonresponse, and frame coverage errors. However, excessive weight variation could increase the total sampling error by inflating the variance of the estimates. In general, panel members who live in households that were subsampled for NRFU have larger weights compared to panel members who live in households that were not subsampled for NRFU. The purpose of weight trimming is to reduce the variance while avoiding the introduction of bias in the weighted estimates. After trimming, the weights are re-raked to the same population benchmarks.

For AmeriSpeak studies, weight trimming is embedded in the raking step where the weights are raked such that (1) they agree with external population benchmarks and (2) they have minimum variability. Below is a brief description of the AmeriSpeak raking/trimming process:

Survey weights d_i are adjusted to agree with external population totals, t_x, for a set of variables x. Calibrated weights w_i are derived by minimizing the "distance" between w_i and d_i subject to $\sum w_i x_i = t_x$. Specifically, we minimize,

$$\sum D(w_i, d_i) + \gamma \sum D(w_i, \overline{w}) + \lambda \left(\sum w_i x_i - t_x \right)$$

where λ is the Lagrange multiplier; $(\overline{w})$ is the average weight; γ is a user specified parameter. Setting $\gamma = 0$ yields the standard calibration solution, while setting $\gamma \to \infty$ yields calibrated weights that completely "ignore" d_i.

Large values of γ yield raked weights are trimmed more aggressively. Typically, AmeriSpeak attempts to choose a value of γ that yields: (a) a study design effect less than 2, (b) MSE for key survey estimates under a weighting approach with trimming ($\gamma > 0$) is less than the MSE for key survey estimates under a weighting approach with no trimming (γ = 0), and (c) value of γ that is as close to 0 as possible (ideally, we choose γ =0.5).

ABOUT NORC AT THE UNIVERSITY OF CHICAGO

As one of the world's foremost independent research institutions, NORC at the University of Chicago delivers objective data and meaningful analysis to help decision-makers and leading organizations make informed choices and identify new opportunities. Since 1941, NORC has applied sophisticated methods and tools, innovative and cost-effective solutions, and the highest standards of scientific integrity and quality to conduct and advance research on critical issues. Today, NORC expands on this tradition by partnering with government, business, and nonprofit clients to create deep insight across a broad range of topics and to disseminate useful knowledge throughout society.

Headquartered in downtown Chicago, NORC works in over 40 countries around the world, with additional offices on the University of Chicago campus, the DC metro area, Atlanta, Boston, and Silicon Valley.

ADDITIONAL RESOURCES

Please see the following resources to learn more about AmeriSpeak:

- AmeriSpeak website
- AmeriSpeak's Panel Book
- AmeriSpeak's Responses to ESOMAR 37

To learn more about AmeriSpeak or to share an RFP, please contact AmeriSpeak at AmeriSpeak-BD@norc.org. Information about AmeriSpeak capabilities and research papers are available online at AmeriSpeak.NORC.org.