

## **AMERISPEAK® PANEL DEMOGRAPHICS REPORT**

**Updated August 30, 2018**

The AmeriSpeak Panel Demographics Report provides basic documentation on the sample representativeness of NORC's AmeriSpeak Panel. In 2017, the AmeriSpeak Panel expanded to 27,000 households and will expand to 30,000 households in 2018.

The demographic representativeness of the probability-based AmeriSpeak Panel is enhanced by NORC's substantial investment in refusal conversion during the panel recruitment process. Face-to-face recruitment by NORC's professional field interviewers enables AmeriSpeak to recruit population segments that are typically under-represented in probability-based household panels. Segments that are typically under-represented in household panels but augmented by AmeriSpeak's refusal conversion investment include: low-income, non-internet, and rural households, lesser educated persons, those with conservative religious and/or political outlooks, persons reporting little interest in following the news, those with negative attitudes towards science and technology, and less acculturated Spanish-speaking households, to list a few of the segments.

Primarily as a result of our face-to-face recruitment, the AmeriSpeak Panel has an industry-leading AAPOR response rate among multi-client probability-based household panels in the United States with a 2014-2017 panel recruitment rate of 33.7% (AAPOR RR3, weighted to take selection probabilities into account). Documentation on the response rate calculation and the panel recruitment methodology is available on the "research" page at [amerispeak.norc.org](http://amerispeak.norc.org).

AmeriSpeak's sample representativeness is evident by comparing AmeriSpeak's panel composition to the demographic benchmarks established by the US Census Current Population Survey (CPS) and the American Community Survey (ACS). The comparison tables are below. The data are presented weighted for the both active AmeriSpeak Panel households and for the Census benchmark data sources. The tables provide quantitative measures of the representativeness that can be expected when conducting actual studies on AmeriSpeak.

AmeriSpeak actually over-represents some population segments that are usually under-represented (e.g., lower-income households) because of our efforts to recruit hard-to-reach segments of society. We under-sample those segments, when appropriate for actual client surveys.

With some exceptions, the AmeriSpeak sample composition tends to be within to 1 to 2 percentage points (PP) of the Census benchmark.

## AmeriSpeak Panel Composition Compared to Census Current Population Survey Benchmarks<sup>1</sup>

Measure	AmeriSpeak (Col %)	Census CPS (Col %)	Delta (Percentage Point)
<b>Gender (Feb 2018 CPS)</b>			
Male	48.3%	48.3%	0.0%
Female	51.7%	51.7%	0.0%
<b>Age (Feb 2018 CPS)</b>			
18 - 24	11.8%	11.8%	0.0%
25 - 34	17.4%	17.9%	-0.5%
35 - 44	16.8%	16.3%	0.5%
45 - 54	16.2%	16.7%	-0.6%
55 - 64	17.5%	16.9%	0.5%
65 - 74	14.0%	12.1%	1.9%
75 +	6.4%	8.3%	-1.9%
<b>Educational Obtainment (Feb 2018 CPS)</b>			
Less Than High School	10.6%	10.6%	0.0%
High School Grad	28.6%	28.6%	0.0%
Some College	28.3%	28.3%	0.0%
College Grad	18.9%	20.9%	-2.0%
Postgrad Work	13.6%	11.6%	2.0%
<b>Race/Ethnicity (Feb 2018 CPS)</b>			
Non-Hispanic White	63.5%	63.5%	0.0%
Non-Hispanic Black	11.9%	11.9%	0.0%
Hispanic	16.3%	16.3%	0.0%
Non-Hispanic Asian or Pacific Islander	3.6%	6.2%	-2.7%
Non-Hispanic All Other	4.8%	2.2%	2.7%
<b>Marital Status (Feb 2018 CPS)</b>			
Currently Married Or Living With Partner	58.7%	52.8%	5.9%
Separated/Divorced/Widowed/Single	41.3%	47.2%	-5.9%
<b>Presence Of Children In HH (Feb 2018 CPS)</b>			
With 1+ Children In HH	32.6%	34.1%	-1.5%
Without Children Under 18	67.4%	65.9%	1.5%
<b>Household Income In The Past Year (2016 1-Year ACS)</b>			
<\$25k	15.5%	15.3%	0.2%
\$25-50k	20.9%	20.5%	0.4%
\$50-75k	17.8%	18.3%	-0.5%
\$75-100k	13.9%	14.0%	-0.1%
>=100k	32.0%	32.0%	0.0%
<b>Household Ownership (2016 1-Year ACS)</b>			
Owner Occupied	66.5%	66.5%	0.0%
Renter Occupied Or Other	33.5%	33.5%	0.0%
<b>Household Internet Access (2016 1-Year ACS)</b>			
No Internet Access In The Household	7.6%	12.0%	-4.4%
Has Internet Access In The Household	92.4%	88.0%	4.4%
<b>Telephone Type Access (2017 National Health Interview Survey)</b>			
Landline Only	7.3%	4.9%	2.4%
Dual User But Landline Mostly	11.5%	21.9%	-10.4%
Cell Only Or Dual User But Cell Mostly Phone	80.1%	69.9%	10.2%
No Telephone Service	1.1%	3.1%	-2.0%

<sup>1</sup> Both data sources are weighted: total AmeriSpeak active adults taking AmeriSpeak surveys and the Census Current Population Survey

## **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 San Francisco.

## **ADDITIONAL RESOURCES**

To learn more about AmeriSpeak or to share an RFP, please contact AmeriSpeak at [AmeriSpeak-BD@norc.org](mailto:AmeriSpeak-BD@norc.org). Information about AmeriSpeak capabilities and research papers are available online at [AmeriSpeak.norc.org](http://AmeriSpeak.norc.org).