

AMERISPEAK® PANEL DEMOGRAPHICS REPORT

Updated July 27, 2017

The AmeriSpeak Panel Demographics Report provides basic documentation on the sample representativeness of NORC's AmeriSpeak Panel.

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 2014-2016 panel recruitment rate of 34% (AAPOR RR No. 3 weighted). Documentation on the response rate calculation and the panel recruitment methodology is available on the "research" page at 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 (approximately 24,000 households at the time of the analysis) 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 Benchmarks¹

| Measure | AmeriSpeak (Col %) | Census CPS (Col %) | Delta (PP) ² |
|--|-----------------------|-----------------------|----------------------------|
| Educational Obtainment (Feb 2017 CPS) | | | |
| Some high school | 10.8% | 10.8% | 0.0% |
| High school grad | 28.8% | 28.8% | 0.0% |
| Some college | 28.9% | 28.5% | 0.4% |
| College grad | 18.5% | 20.4% | -1.9% |
| Postgrad work | 13.0% | 11.5% | 1.5% |
| Household Income in the Past Year (2015 1-year ACS) | | | |
| <\$25K | 16.3% | 15.9% | 0.3% |
| \$25-50K | 21.3% | 22.0% | -0.6% |
| \$50-75K | 17.7% | 18.3% | -0.7% |
| \$75-100K | 14.3% | 14.0% | 0.3% |
| >=100K | 30.4% | 29.8% | 0.6% |
| Age (Feb 2017 CPS) | | | |
| 18-24 | 11.9% | 11.9% | 0.0% |
| 25-34 | 17.5% | 17.8% | -0.4% |
| 35-44 | 16.6% | 16.2% | 0.3% |
| 45-54 | 16.8% | 17.1% | -0.4% |
| 55-64 | 17.3% | 16.9% | 0.4% |
| 65-74 | 13.6% | 11.9% | 1.7% |
| 75+ | 6.4% | 8.1% | -1.7% |
| Race/Ethnicity (Feb 2017 CPS) | | | |
| Non-Hispanic White | 64.1% | 64.1% | 0.0% |
| Non-Hispanic Black | 11.8% | 11.8% | 0.0% |
| Hispanic | 15.9% | 15.9% | 0.0% |
| Non-Hispanic Asian | 3.2% | 6.1% | -3.0% |
| Non-Hispanic All Other | 5.1% | 2.1% | 3.0% |

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

² "PP" indicates "percentage points."

AmeriSpeak Panel Composition Compared to Census Benchmarks (cont'd.)

| Measure | AmeriSpeak | Census CPS | Delta (PP) |
|--|------------|------------|------------|
| Gender (Feb 2017 CPS) | | | |
| Male | 48.3% | 48.3% | 0.0% |
| Female | 51.7% | 51.7% | 0.0% |
| Household Internet Access (2015 1-year ACS) | | | |
| Has Internet Access and NOT through Smartphone only | 85.0% | 81.1% | 3.8% |
| Has Internet Access through Smartphone ONLY | 8.6% | 4.0% | 4.6% |
| NO Internet Access | 6.5% | 14.9% | -8.5% |
| Telephone Type Access (2016 National Health Interview Survey) | | | |
| LL only | 7.6% | 5.4% | 2.2% |
| Dual User but LL mostly | 12.6% | 24.4% | -11.8% |
| Cell only or Dual user but Cell mostly phone | 78.5% | 67.2% | 11.3% |
| No telephone service | 1.3% | 3.0% | -1.7% |
| Presence of Children in HH (Feb 2017 CPS) | | | |
| With 1+ Children in HH | 35.2% | 34.0% | 1.2% |
| Without children under 18 | 64.8% | 66.0% | -1.2% |