

AMERISPEAK® PANEL DEMOGRAPHICS REPORT

Updated October 24, 2019

The AmeriSpeak Panel Demographics Report provides basic documentation on the sample representativeness of NORC's AmeriSpeak Panel. In 2019, the AmeriSpeak Panel expanded to 35,000 households.

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 engage population segments that are typically underrepresented in probability-based household panels, including: 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 just a few.

A side-by-side comparison of the AmeriSpeak panel composition with the demographic benchmarks established by the US Census Current Population Survey (CPS) and the American Community Survey (ACS) illustrates AmeriSpeak's sample representativeness (see comparison tables below). The data are weighted for active AmeriSpeak Panel households and the Census benchmark data sources.

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, AmeriSpeak's sample composition tends to be within 1 to 2 percentage points of the Census benchmark. Documentation on the panel recruitment methodology is available [here](#).

AmeriSpeak Panel Composition Compared to Census Current Population Survey Benchmarks¹

Measure	AmeriSpeak (Col %)	Census CPS (Col %)	Delta (Percentage Point)
Gender (Mar 2019 CPS)			
Male	48.3	48.4	-0.1
Female	51.7	51.6	0.1
Age (Mar 2019 CPS)			
18 - 24	11.6	11.6	0.0
25 - 34	17.9	18.0	-0.1
35 - 44	16.5	16.4	0.1
45 - 54	16.0	16.2	-0.2
55 - 64	17.1	16.7	0.4
65 - 74	13.5	12.6	0.9
75 +	7.4	8.5	-1.1
Educational Obtainment (Mar 2019 CPS)			
Less than High School	10.5	10.6	-0.1
High School Grad	28.4	28.3	0.1
Some College	27.7	27.8	-0.1
College Grad	20.1	21.3	-1.2
Postgrad Work	13.3	12.0	1.3
Race/Ethnicity (Mar 2019 CPS)			
Non-Hispanic White	63.1	63.1	0.0
Non-Hispanic Black	11.9	11.8	0.1
Hispanic	16.5	16.5	0.0
Non-Hispanic Asian or Pacific Islander	3.1	6.4	-3.3
Non-Hispanic All Other	5.4	2.2	3.2
Marital Status (Mar 2019 CPS)			
Currently Married or Living With Partner	46.3	53.0	-6.7
Separated/Divorced/Widowed/Single	53.7	47.0	6.7
Presence Of Children In HH (Mar 2019 CPS)			
With 1+ Children in HH	28.1	29.6	-1.5
Without Children under 18	71.9	70.4	1.5
Household Income in The Past Year (2017 1-Year ACS)			
<\$25k	23.3	19.0	4.3
\$25-50k	24.4	20.4	4.0
\$50-75k	18.3	18.8	-0.5
\$75-100k	13.5	13.9	-0.4
>=100k	20.5	27.9	-7.4
Household Ownership (2017 1-Year ACS)			
Owner Occupied	66.6	67.3	-0.7
Renter Occupied Or Other	33.4	32.7	0.7
Household Internet Access (2017 1-Year ACS)			
No Internet Access in the Household	6.8	7.2	-0.4
Has Internet Access in the Household	93.2	92.8	0.4
Telephone Type Access (2018 National Health Interview Survey)			
Landline Only	6.5	4.1	2.4
Dual User but Landline Mostly	11.7	19.1	-7.4
Cell Only Or Dual User but Cell Mostly	80.9	73.8	7.1
No Telephone Service	0.9	3	-2.1

¹ Both data sources are weighted: the total number of AmeriSpeak-active adults taking AmeriSpeak surveys and the Census CPS.

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ADDITIONAL RESOURCES

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.