



# TRUENORTH® CALIBRATION OFFERS NEW MARKET RESEARCH TOOL

NORC Introduces Solution that Combines  
AmeriSpeak® Findings with Online Surveys.

## Background

The market research industry provides critical insight to businesses across the economy with data that help them make crucial decisions. To collect information on consumer profiles and product choices, most market research firms use nonprobability online panels (opt-in surveys), which offer several advantages such as low cost and quick, easy access to the attitudes and behaviors of low-incidence, hard-to-reach populations. Yet, nonprobability panels can come with significant drawbacks, in that research consistently finds their data to have high volatility, often generating highly unreliable estimates when compared with those of more accurate and more expensive telephone or face-to-face probability surveys.

**“Too many online marketing surveys yield unreliable results. TrueNorth upgrades opt-in survey data, making these surveys more accurate, and still at an affordable price.”**

—J. Michael Dennis, Ph.D.  
Executive Director, AmeriSpeak

# IMPACT

**TrueNorth Calibration substantially reduces the bias of nonprobability samples at the topline level.**

Also due to its unique “domain-specific calibration” approach, data become even more accurate deep within key demographic subgroups. The TrueNorth approach has been proven effective across dozens of real-world applications and data simulations, including product purchasing within CPG and auto as well as health and wellness industries, financial products, and other areas of market research. With TrueNorth, market researchers can be assured that they have the right market profile to guide key decisions about ad buys, marketing designs, and branding.

## The Challenge

Businesses rely on market research data to guide them in creating effective branding and advertising strategies and reaching their target audiences. To remain viable in an increasingly complicated, evolving, and expensive industry, market research firms need sampling techniques that generate data businesses can trust and at costs they can afford. Until recently, market researchers had to pick between nonprobability-and probability-based sampling to glean consumer information. Most nonprobability sampling techniques lack standards and transparency in terms of recruiting respondents. Nonprobability panels can also yield highly unreliable results, providing different point estimates from one survey to the next. For example, nonprobability sampling typically overestimates the percentage of people who purchase a product, which can have a major negative financial impact on businesses.

## The Solution

NORC developed TrueNorth® Calibration, an innovative, highly advanced sampling and statistical technique that combines the scale and affordability of nonprobability samples with the accuracy and reliability of probability-based surveys. TrueNorth incorporates data from AmeriSpeak®, NORC’s acclaimed probability-based panel, with nonprobability online panels.

**“Our TrueNorth method takes low-quality, opt-in survey data and calibrates it to a level of accuracy usually found only in much more expensive probability research.”**

—David Dutwin, Ph.D.  
Chief Scientist, AmeriSpeak



## START A CONVERSATION

NORC’s team of full time researchers, subject matter experts, and data scientists can help you use predictive analytics and data science to address your strategic business challenges with confidence.

Visit [amerispeak.norc.org/our-capabilities/Pages/TrueNorth.aspx](https://amerispeak.norc.org/our-capabilities/Pages/TrueNorth.aspx) to learn more | Email us at [truenorth@norc.org](mailto:truenorth@norc.org).