



# Our Panelists:

## Real People, Respected Voices, Trusted Insights.

**Caring for our panelists leads to better data for everyone.**

**At AmeriSpeak, we don't just collect opinions—we build lasting relationships with people across the country.**

**Our nationally representative panel, operated by NORC at the University of Chicago, is designed with one core principle: when you treat people right, you get data you can trust.**

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### **Privacy Comes First**

We rigorously protect personally identifiable information (PII) through secure storage, encryption, and strict access controls. NORC holds a Certificate of Confidentiality from the NIH. Privacy is fundamental to every survey we conduct.

### **Ethical Oversight You Can Trust**

All AmeriSpeak research is reviewed by NORC's Institutional Review Board (IRB), ensuring studies are conducted responsibly and ethically.

This level of oversight is rare among panels and gives clients additional confidence in data integrity.

### **Real Support, Real People**

Panelists have access to live support 7 days a week (9AM–9PM local time; reduced hours Sat/Sun), plus 24/7 automated self-service.

Assistance is available in English and Spanish—and never outsourced. Our team is here to help with everything from technical issues to participation questions.

## Thoughtful Rewards and Engagement

Incentives are available within minutes of survey completion, with panelists choosing from physical or online Mastercard rewards or over 30 leading eGift cards.

Beyond rewards, we invest in human connection—sending professionally developed birthday cards, newsletters, and holiday greetings to build authentic engagement.

## Respectful Communication

Survey invitations and reminders are carefully paced to prevent spam and avoid overloading participants, preserving the quality and sincerity of their responses.

## Community That Reflects the Nation

AmeriSpeak uses proven recruitment and retention strategies including online, phone, and face-to-face, to ensure our panel is representative across age, race, ethnicity, region, and income.

Through collaboration with NORC's Center for Panel Science, we continually adopt innovative methodologies to enhance representativeness.

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**Better treatment of panelists leads to higher completion rates and lower bias, making your data more reliable and publishable.**

**AmeriSpeak panelists aren't an afterthought. They're the reason we can offer high-quality, representative data you can stand behind. We take care of them because they take care of the truth.**

**Learn more about AmeriSpeak's panel methodologies:**

**[Our Non-Response Follow Up](#) • [AmeriSpeak Technical Overview](#)**



To learn more about what AmeriSpeak can do, visit **[AmeriSpeak.NORC.org](https://AmeriSpeak.NORC.org)** or email **[AmeriSpeak-BD@norc.org](mailto:AmeriSpeak-BD@norc.org)**.