



The public opinion panel created by NORC at the University of Chicago



# Why Choose AmeriSpeak?

## Independent Validation

Our surveys achieve the **highest American Association for Public Opinion Research response rate** of any multi-client panel available today.

## Client Satisfaction

**9 out of 10 clients** gave us the highest possible ratings when asked to rate their experience in working with AmeriSpeak.

## Extensive Reach

We reach the **hardest-to-reach populations**, including households without internet access. Our panel includes all backgrounds, races, regions, and income statuses.

## Valid Results

We survey real people — not bots — from more than 65,000 households. **Frauds and bots are never a concern.**

AmeriSpeak is the only U.S. panel that recruits participants in-person, capturing opinions that other panels miss.

### You need research you can trust.

AmeriSpeak's methods deliver a comprehensive view of public opinion — and boost response rates by over five times. **Other** recruitment methods can:

- Result in biased decisions, ineffective programs, and alienation of audiences and consumers
- Skew Democrat and over-represent older and more educated panelists
- Under-represent key groups like young people, Hispanic communities, low-income households, rural populations, and conservatives



**We reach out** with postcards, phone calls, and a recruitment package.

**We follow up** with people who haven't responded — while most panels don't.

**We conduct face-to-face interviews**, send FedEx and priority mail, and offer enhanced financial incentives.

**We fully disclose our methodology**, always. See our [technical overview](#) and our [white paper](#) for an in-depth explanation of response rates, sampling, and weighting.

A range of clients relies on our research:

American Cancer Society • American Red Cross • AP NORC •  
Consumer Reports • Harvard University • National Institutes of Health •  
National Science Foundation • U.S. Department of Education



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).