

10 Years of Impact

Milestone Projects

When we launched AmeriSpeak® in 2015, our mission was clear: ensure that public opinion research reflected the truth of our country.

Ten years later, our research has informed public health strategy, explored election sentiments, and helped organizations from nonprofits to major media.

2015

Public Safety First

Home Fire-Preparedness Evaluations

Helped the American Red Cross improve fire safety outreach for at-risk households.

Listening in an Election Year

The Frustrated Public

Explored dissatisfaction with the election process and political parties.

Energy & Climate Change in the 2016 Election

Identified bipartisan support for renewable energy.

2016

2017

Cultural Curiosity

Hamilton: An American Musical Study

Used predictive analytics to understand the musical's cultural reach and resonance.

Supporting Children & Road Safety

Sesame Workshop: Identity Matters

Explored how children develop a sense of identity to inform self-identity content.

National Safety Council & NHTSA

Identified public attitudes toward traffic safety strategies.

2018

2019

Civic Dialogue in Focus

America in One Room

A deliberative democracy experiment that brought together Americans across political lines to find common ground.

Navigating Crisis

CDC: COVID-19 Prevention Behaviors

Shaped public health messaging strategies.

State of the Facts: 2020 Elections

40% of respondents reported difficulty verifying election-related information.

2020

2021

Empowering the Next Generation

MTV Social Justice & Mental Health Study

Captured Gen Z's priorities and concerns.

Gates Foundation: Math Mindset

Revealed how growth mindset interventions boost math confidence.

Spotlight on Social Issues

Dental Care Access

Highlighted differences in coverage and access.

Growing Up with Guns (CDC)

Explored youth and firearm exposure to support informed family conversations.

2022

2023

Global Perspectives

U.S. Public Opinion on Ukraine

Measured support for diplomatic and humanitarian efforts in response to the Russian and Ukrainian conflict.

Democracy in Focus

PBS NewsHour: Election Outlook

75% of Americans said the 2024 election would determine the future of U.S. democracy.

AP VoteCast

Delivered one of the most accurate, comprehensive views of the U.S. electorate.

2024

Looking Ahead

From disaster response to democracy, from childhood development to social change, AmeriSpeak's mission remains the same: deliver high-quality, representative insights that help institutions make decisions that reflect and respect the public's voice.

AmeriSpeak

To learn more about what AmeriSpeak can do, visit AmeriSpeak.NORC.org or email AmeriSpeak-BD@norc.org.