



Panel Book

AmeriSpeak is a multi-client household panel that combines NORC's commitment to scientific rigor with the speed and cost-effectiveness of panel surveys.



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What is NORC's AmeriSpeak Panel?

AmeriSpeak conducts surveys for clients who can't afford to be wrong.

We built AmeriSpeak with the belief that quality research requires quality sample. Without a representative sample, your survey findings are at risk of not being reliable or defensible.

That's why we built AmeriSpeak to have the highest AAPOR response rate among commercially available panels in the U.S. Only AmeriSpeak uses face-to-face interviewing in our outreach to recruit households.

Every AmeriSpeak Panel household was selected by random chance – AmeriSpeak is not an opt-in, online convenience panel with self-selected respondents trying to make money off surveys. AmeriSpeak customers do not need to worry about bots, professional respondents, cross-panel membership... and worse.

Since its inception in 2015, hundreds of organizations have chosen AmeriSpeak to provide data they can trust. AmeriSpeak has been engaged to conduct over 1,200 projects for NORC clients.

- **Government agencies and academic researchers** rely on high quality, probability sample from AmeriSpeak to produce findings that can steer policy decisions and win acceptance by peer-reviewed journals.
- **Media organizations** trust AmeriSpeak to get their reporting right. AmeriSpeak is the primary survey partner of the nation's preeminent news service, The Associated Press.
- **Commercial clients** rely on data from AmeriSpeak to make major decisions on business strategy.

Our sampling captures a true picture of America, providing better representation than other panels for hard-to-reach populations, including low-income households, less educated persons, young adults, rural households, persons who are less interested in the news, and social and political conservatives.

We have created specific product lines to meet the needs of the most common uses of statistical surveys:

AmeriSpeak Products	Description
AmeriSpeak®	A probability-based sample of U.S. residents with the highest AAPOR response rate among commercially available panels
AmeriSpeak Omnibus	Cost-effective, quick turnaround polling service of U.S. adult general population
AmeriSpeak Federal	Highest response rate probability panel offering in the U.S.
AmeriSpeak Teen	Rigorous statistical surveys of U.S. teenagers (age 13-17)
Amplify AAPISM	The first-ever research panel designed to scientifically represent Asian American, Native Hawaiian, and Pacific Islander communities
TrueNorth®	A cost-effective extension of AmeriSpeak, using opt-in sample with AI-calibrated statistical weighting to reduce bias
Foresight 50+®	Rigorous statistical surveys of the age 50+ population
Foresight 50+ Omnibus	Cost-effective, quick turnaround polling service of U.S. age 50+ population

For more information, please visit our websites specific to each AmeriSpeak Product (the links are in the above table) and email our Business Development team at AmeriSpeak-BD@norc.org.

How to Use the AmeriSpeak Panel Book

The AmeriSpeak Panel Book documents the “profile” or background information that we have collected on most and, in many instances, nearly all AmeriSpeak Panel members.

AmeriSpeak profile data have two primary purposes.



Profile data enable cost-effective sampling of low-incidence segments of the population (e.g., low-income homeowners residing in California). Because the profile data are already collected, AmeriSpeak does not need to field a screening survey to identify eligible respondents.



Profile data enrich our clients' segmentation analyses of the collected survey data. By appending data related to health status, political behavior, geography, and other dimensions, our clients are able to enhance subpopulation analyses without incurring the costs of fielding longer surveys.

The AmeriSpeak Panel Book lists the profile data variables we have collected in two broad groupings:

First, there are the standard profile variables. These variables are appended to our AmeriSpeak survey datasets at no additional cost to our clients as a matter of course. Our policy is to refresh the standard profile data every two years through a re-fielding of our core profile survey to AmeriSpeak panel members. The missing data rate for standard profile variables is approximately 5% (averaged across all standard profile variables) prior to imputation (and 0% after AmeriSpeak imputes for missing data). In the next two sections of our Panel Book, we list the standard profile variables appended for AmeriSpeak surveys conducted with (i) U.S. adults age 18 and over and (ii) U.S. teenagers age 13 to 17.

Second, there are supplemental profile variables. These variables are available for cost-effective appending to our AmeriSpeak survey datasets. We encourage our clients to check with their AmeriSpeak Business Development representative on the missing data rate for the variables of interest. If there is significant missing data for supplemental profile variables of interest, AmeriSpeak will administer the profile questions to those panel members for whom the data need to be collected. The supplemental profile variables cover topics such as media-related behavior, health conditions and health care, personal finance, online behavior, and a more extensive battery of socio-economic, geographic, and household-level characteristics.

Please contact us for more detailed information about our profile variables and other capabilities by visiting amerispeak.norc.org or emailing us AmeriSpeak-BD@norc.org.



Standard Profile Variables for U.S. Adult Panel Members

At no additional cost to our customers, AmeriSpeak appends these respondent-level data to all our surveys conducted with U.S. adults aged 18 and over.

- Sex
- Age in years
- Age (7 categories)
- Age (4 categories)
- Census Region (4 regions)
- Census Region (9 regions)
- Current Employment Status
- Educational Attainment (14 categories)¹
- Race/Ethnicity
- Home Internet Access (Y/N)
- Housing Type
- Annual Household Income (18 categories)²
- Household Income (9 categories)
- Household Income (4 categories)
- Household Size (number of household members)
- Marital Status
- Metropolitan Statistical Area Status³ (Metro/Non-Metro)
- Ownership of Living Quarters
- State of Residence⁴
- Telephone Service Type
- Survey Duration
- Survey End (Date/Time)
- Survey Mode
- Survey Start (Date/Time)
- Device Type

¹ Available as a multi-select punch variable.

² Flag variables for federal poverty level are available.

³ Level of urbanicity is available.


⁴ With appropriate data transfer agreement, additional geo variables (see page 5).



Standard Profile Variables for U.S. Teen Panel Members

At no additional cost to our customers, AmeriSpeak appends these respondent-level data to all our surveys conducted with U.S. teens age 13 to 17. These data include measures specific to the parents and legal guardians of the surveyed teens.

- Sex
- Age (in years)
- Parent's Educational Attainment (5 categories)
- Race/Ethnicity
- Housing Type
- Ownership of Living Quarters
- Household Income (18 categories)
- Household Income (9 categories)
- Household Income (4 categories)
- Metropolitan Statistical Area Status
- Census Region (4 Regions)
- Census Region (9 Regions)
- State of Residence
- Household Size (number of HH members)
- Survey Device Type



Supplemental Demographic, Geographic & Socio-Economic Variables

Country of Birth and Citizenship

- Citizenship Status
- Born a Citizen of the U.S.
- Country of Birth
- Father's Country of Birth
- Mother's Country of Birth
- Year Moved to U.S.

Member Information

- Hispanic Origin (7 categories)
- Race/Ethnicity (14 categories)
- College Student Status
- Sexual Orientation
- Military Veteran Status (ever served on active duty)
- Military Active Duty Status (current)

Household Member Information

- Age
- Sex
- Relationship
- Education
- Speaks Spanish

Employment

- Work Full-Time or Part-Time
- Employer Type
- Company Size (number of employees)
- Number of Employees Supervised
- Occupation
- Industry of Employment

Geographic

Geographical variables below the level of State require an executed NORC Data Transfer Agreement that binds the researcher to prescribed uses of the data. Available variables include:

- Census Block Group
- Census Tract
- Core Based Statistical Area
- Congressional District
- City
- County (name, FIPS code)
- Latitude
- Longitude
- Micropolitan Statistical Area
- Zip Code

Health Status, Health Conditions, and Health Care

General Health Status

- Self-Reported Health Status
- Change in Health (in past year)
- Self-Reported Mental Health Status
- Weight
- Height
- Ever Diagnosed with Anxiety Disorder
- Ever Diagnosed with Depression
- Ever Experienced Bladder Incontinence
- Take Prescription Medications
- Number of Prescription Medications Taking
- Self-reported Disability Status

Health Conditions (doctor diagnosed for 17 conditions)

- High Blood Pressure
- Diabetes
- High Cholesterol
- Cancer or Tumor
- Lung Disease
- Heart Attack or Coronary Heart Disease
- Stroke

- Emotional/Nervous/Psychiatric Problem
- Alzheimer's
- Dementia
- Arthritis
- Covid-19
- Long Covid
- Menopause
- Digestive Condition
- Bladder Incontinence
- Bowel Incontinence

Health Care Visits and Tests

- Had Flu Shot or Spray in Past Year
- Talked to a Mental Health Professional in Past 12 Months
- Visited Dentist in Past 12 Months
- When Received Last Pap Test
- When Received Last Mammogram
- When Received Last Colonoscopy

Health Behaviors

- Participated in Physical Activities in Past Month
- Frequency of Physical Activity
- Frequency of Alcohol Consumption
- Cigarette Smoking Frequency

Tobacco Products Used in Past 30 Days

- Regular Cigarettes
- Electronic Cigarettes or Vaping Nicotine
- Cigars, Cigarillos or Little Filtered Cigars
- Smokeless Tobacco
- Hookah
- Tobacco Pipes
- Bidis

Disability Indicators

- Difficulty Hearing
- Difficulty Seeing
- Difficult Concentrating, Remembering
- Difficulty Walking, Climbing Stairs
- Difficulty Dressing, Bathing
- Difficulty Doing Errands



Media

Functional Limitations

- Receive Help with Everyday Activities
- Receive Help with Personal Care
- Use Assistive Devices or Special Equipment
- Went Without Showering/Bathing
- Have Difficulty Going Outside
- Anyone In Household Limited with Work, Housework, Or School

Health Insurance Status

- Health Insurance Coverage
- Type of Health Insurance
- Reasons Not Currently Insured
- Receive Government Assistance for Health Insurance Premium

Caregiving

- Caregiver to an Adult in Last Year
- Caregiver to a Child in Last Year
- Health Conditions Give Care For (16 Conditions)

- Trust and Confidence in News Media
- Sources of News (20 sources)
- Main Source of News
- Frequency of Consuming News



Personal Technology & Online Behavior

- Number of Computers in Household
- Cell Phone Ownership
- Brand Name of Cell Phone (20 brands)
- Tablet Ownership
- Gaming Consoles Owned (24 consoles)
- Source of TV signal (7 sources)
- Online Video Services Used (26 services)
- Online Music Services Used (12 services)
- Early Adopter Attitudes/Behaviors
- *Frequency of Social Media Use*
 - Facebook
 - TikTok
 - LinkedIn
 - X (formerly Twitter)
 - Instagram
 - Pinterest
 - Snapchat
 - YouTube



Religion

- Religion
- Religious Identify (13 categories)
- Consider Self to be Religious
- Religious Service Attendance
- Born-Again or Evangelical Christian
- Attitudes toward the Bible



Politics & Public Affairs

Self-Reported Voter Data


- Political Ideology (liberal to conservative)
- Party Identification
- Registered Voter
- Voted in 2024 General Election
- Presidential Candidate Voted for in 2024 General Election
- Voted in 2020 General Election
- Presidential Candidate Voted for in 2020 General Election

Voter Behavior Data

- Matched to National Voter File (Matched/Not Matched)
- Registration Status
- General Election Voting Status
- Voted Early, Absentee

Membership

- AARP
- AAA
- USAA
- Costco
- Amazon Prime



Personal Finance

- Familiarity with Household Finances
- Source of Household Income (9 sources)
- Total Value of Home
- Name on Primary Residence
- Types of Assets Owned (9 types)
- Total Value of Assets
- Types of Debts (4 types)
- Total Value of Debts
- Unbanked in Past 12 Months
- Self-Reported Credit Record



Amplify AAPI

Below are profile variables specific to panel members that participate in NORC's Amplify AAPI. Amplify AAPI is the largest, most representative public opinion panel of Asian American, Native Hawaiian, and Pacific Islander communities in the U.S. Please visit our website to learn more.

- Nativity
- Paternal Nativity
- Maternal Nativity

Language spoken at home

- Mandarin Chinese
- Cantonese Chinese
- Korean
- Tagalog
- Vietnamese
- Other Language, Specify:

Asian Origin

- Chinese
- Asian Indian
- Filipino
- Vietnamese
- Korean
- Japanese
- Native Hawaiian
- Guamanian or Chamorro
- Samoan
- Other Pacific Islander
- Other AAPI origin



The Industry Leading Breakthrough
Probability-Based Research Platform

Get Your Research Right



Contact us for more information by visiting amerispeak.norc.org or emailing us AmeriSpeak-BD@norc.org.