GENFORWARD PANEL

OCTOBER/NOVEMBER 2025 GENFORWARD

UNIVERSITY OF CHICAGO

PROJECT REPORT

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STUDY INTRODUCTION

NORC conducted the GenForward October/November 2025 survey for the Black Youth Project at the University of Chicago to capture the attitudes and opinions of young adults on current events and social issues, with special emphasis on African Americans, Latino/as, and Asian Americans.

STUDY-SPECIFIC DETAILS

Sampling

A sample of U.S. adults was selected from the GenForward Panel, a survey panel representing the racial and ethnic diversity of today's young adults from the Black Youth Project at The University of Chicago and NORC. The GenForward Panel is comprised of the BYP sample recruited by NORC and NORC's AmeriSpeak Panel. Large oversamples for AAPI, rural, and Midwestern states were included, using panelists from two of AmeriSpeak's newer panels Amplify AAPI and ChicagoSpeaks.

For technical information about the AmeriSpeak Panel, including recruitment process and panel management policies, please see the Appendix.

The AmeriSpeak panel sample was supplemented with respondents from the Dynata and Prodege nonprobability online opt-in panels *(Dynata order number for October 2025 survey: ORD-93378-LAP7T5; Prodege order number for October 2025 survey: IO-117677)*. To help to reduce potential bias in the nonprobability sample, Dynata attempted to balance the nonprobability respondent sample by gender, education and metro status.

Gaining Respondent Cooperation and Data Collection Procedures

The study was in field from Friday October 24, 2025 through Monday November 10, 2025.

NORC took the following steps to notify and gain the cooperation of invited GenForward panelists for the October/November 2025 survey.

NORC sent invitation emails panelists on Friday October 24, 2025.

During the field period, NORC sent emails every two to three days from Tuesday October 28, 2025 through Saturday November 8, 2025. SMS reminders were sent to targeted groups on Thursday October 30, 2025, Tuesday November 4, 2025, and Friday November 7, 2025.

Phone-preference panelists made up 1.2% of the sampled and invited respondents. NORC telephone interviewers called the phone-preference panelists throughout the field period to encourage their study participation.

White, Non-Hispanic respondents were offered the cash equivalent of $5 for completing the survey. All other respondents were offered the cash equivalent of $10 for completing the survey.

This study was offered in English and Spanish and via phone and web modes.

NORC sent bilingual Spanish/English email invitations and reminders to all Latino/a panelists. In addition, all Latino/a respondents were asked at the start of the survey in which language they would prefer to complete the survey. Fifty-eight Latino/a respondents took the Spanish language version of the October/November 2025 survey.

Interviewed respondents took 19 minutes (median) to complete the survey.

Sample Performance Summary

The sample performance summary is below.

Distribution of Completed Interviews in Delivered Analysis File
by Sample Source and Race/Ethnicity (Unweighted)

Demographic	Dynata/Prodege Sample Source		NORC AmeriSpeak/BYP Source		Total	
	N Interviews	Column %	N Interviews	Column %	N Interviews	Row %
Latino/as	298	11.6%	529	18.7%	827	15.3%
White, Non-Hispanic (incl. multi-White)	1,444	56.4%	1,355	47.9%	2,799	51.9%
African Americans, Non-Hispanic (incl. multi-Black)	571	22.3%	555	19.6%	1,126	20.9%
Asian Americans, Non-Hispanic (incl. multi-Asian, Asian-Black)	203	7.9%	347	12.6%	550	10.2%
Other	43	1.7%	45	1.7%	88	1.6%
Total	2,516	100%	2,786	100%	5,302	100%

Response Rate Reporting for AmeriSpeak sample

Weighted AAPOR RR3 Recruitment rate: 26.2%

Weighted Household retention rate: 78.4%

Survey completion rate: 22.3%

Weighted AAPOR RR3 cumulative response rate: 4.6%

Data Processing

NORC prepared and delivered to the University of Chicago (i) a fully labeled STATA data file of respondent survey data and demographic data, and (ii) a Codebook in Excel format.

NORC continued to use the cross-survey case identification number (first delivered in August 2016) that enables University of Chicago and NORC researchers to track the participation in GenForward surveys at the person level (for longitudinal analyses).

Weighting

Generally speaking, the steps for calculating the weights for the AmeriSpeak Panel interviews involves the following sequential steps: incorporating the appropriate probability of selection, and then incorporating nonresponse and raking ratio adjustments (to population benchmarks).

Panel weights for adults are derived by incorporating both the youth sample and the various AmeriSpeak panels. Final panel weights incorporate the appropriate probability of selection for the youth sample and AmeriSpeak sample, nonresponse adjustments, and also, raking ratio adjustments to population benchmarks for adults.

For the AmeriSpeak Panel interviews, study-specific base weights are derived from the final panel weight and the probability of selection from the panel under the study sample design. Since not all sampled panel members responded to the interview, an adjustment is needed to compensate for survey non-respondents. This adjustment decreases potential nonresponse bias associated with sampled panel members who did not respond to the interview for the study. A weighting class approach is used to adjust the weights for survey respondents to represent non-respondents.

Statistical TrueNorth Weighting

AmeriSpeak Panel Weight: Since the sampling frame for the probability sample is the AmeriSpeak Panel, which itself is a sample, the starting point of the weighting process for the study is the AmeriSpeak panel weight[1]. The panel weight reflects the cumulative panel recruitment selection probabilities, nonresponse adjustments, and calibration to population benchmarks, both at the household and individual levels.

Probability Base Weight: The AmeriSpeak Panel Weight is then adjusted to account for the sample selection probability from the panel under the study sample design. The base weight for the study sample is a product of the AmeriSpeak Panel Weight and the inverse of selection probabilities associated with sample selection from the panel.

Nonresponse Adjusted Probability Weight: The nonresponse adjusted weight is created by adjusting the base weights for respondents to compensate for nonrespondents within nonresponse weighting classes defined by age, race/ethnicity, gender, and education. Within each weighting class, the nonresponse adjusted weight is the product of the base weight and the inverse of the weighted response rate.

The Goal of TrueNorth Weighting

The TrueNorth process solves a number of problems inherent to nonprobability samples and creates a pseudo-probabilistic and far less biased sample than nonprobability samples alone. This is mainly achieved by blending a much higher-quality and lower-bias probability sample with a nonprobability sample. But the real difference is in the sophisticated way in which TrueNorth combines these samples.

A nonprobability sample is not randomly selected. Rather, respondents are irregularly invited through a variety of means, driven primarily by convenience (in short, the survey provider has some "easy" means of finding people such as purchasing a list from a company or through advertising on specific websites). Thus, the "types" of people in a nonprobability sample are unknown, and as well and just as concerning, the proportions of these types are unknown. Therefore, any method of weighting a nonprobability sample needs

to be able to effectively typologize respondents into meaningful groups from which to weight, and then know the proportions of people that belong in each group.

At its heart, this is what all weighting does. For example, nearly all samples are put into "types" by age group, gender, race/ethnicity, etc., and we can attain the correct proportions of each type via U.S. Census data. Raking or some other typical weighting procedure will then create weights to ensure proper representation of each type of respondent. Unfortunately, multiple studies document in detail that weighting solely by demographics is necessary, but quite insufficient, to weight nonprobability samples and reduce the bias of such samples. So, while TrueNorth, like most nonprobability weighting schemes, does weight to these important demographic parameters, more needs to be done. New types need to be defined and the proportions of each type need to be set.

TrueNorth does this by using a tree-based non-parametric supervised learning algorithm to classify respondents into types based on their actual survey responses. TrueNorth leverages the fact that it has a companion probability sample that, properly weighted, is assumed to be generally unbiased, and such data can be leveraged. The TrueNorth algorithm classifies a sample into types based on how they best cluster by respondent's responses to survey data. It thus solves both problems for the nonprobability sample: It first creates types in that the tree-based analyses classify cases into distinct leaves (types), and second, the weighted probability sample then provides the estimated weighted proportion of each leaf in the overall tree.

Notably, it is often typical that some leaves end up without any nonprobability sample cases. This in effect represents the fact that the nonprobability sample does not actually cover all types of people (most notably this includes people who do not have Internet access, but it could also people who could not be reached because they do not visit the websites for which the survey was advertised or do not belong to the lists used by the nonprobability provider). For leaves that contain only probability cases, the final weights of the cases are unchanged. For leaves with both probability and nonprobability cases, a ratio adjustment that resembles a poststratification adjustment forces the total weight in the leaf to match the sum of the nonresponse adjusted weight across probability sample units in that leaf.

The AmeriSpeak Panel Technical overview report, included in the Appendix of the Project Methods and Transparency Report, provides an even deeper discussion on how AmeriSpeak develops panel, base, and the standard approach to final weights for probability. This is a TrueNorth project, so it takes additional steps to develop final weights, which are detailed here.

The Process of TrueNorth Weighting

The final TrueNorth weights delivered with the data for the combined sample are developed in three major steps. First, fit a weighted tree model to the combined probability and nonprobability sample. Second, based on the fitted tree model, estimate the probabilities of inclusion in the combined probability and nonprobability sample and compute the initial weights as the inverse of the estimated probabilities. Third, poststratification adjustments, including calibration to benchmarks and weight trimming, are made to the initial weights to create the final weights. These three steps are described in more detail below.

Step 1: Fit Weighted Tree Model

A decision tree is a non-parametric supervised learning algorithm for classification. In this application, respondents are classified into types based on their actual survey responses. To fit the weighted tree model, we use the nonresponse adjusted weights for the probability sample units and the weight of 1 for all nonprobability sample units. The tree model is fitted with all observed survey response data, and leaves in the final tree are assumed to be homogeneous with respect to the probabilities of inclusion in the nonprobability sample. Each sample member will be assigned to a single leaf. The size of the leaves (i.e. number of sample members in each leaf) is determined to minimize a bias-variance score computed over a set of key variables that are identified through an Extreme Gradient Boosting model.

Step 2: Compute Initial Weights

In this step, we use the tree structure to estimate two quantities that are needed to calculate the inclusion probabilities for any probability and nonprobability sample units. The first is the probabilities of inclusion in the nonprobability sample among all sample units, and the second is the probabilities of inclusion in the probability sample among the nonprobability sample units. The probabilities of inclusion for probability cases in the probability sample are known, which is why they do not need to be calculated in this step.

For all units in each leaf, we estimate their probabilities of inclusion in the nonprobability sample as the ratio of the number of nonprobability sample units to the total weighted counts of the leaf. Note that the numerator is simply the number of nonprobability sample units, and the denominator is the sum of the number of nonprobability sample units and the weighted total of probability sample units. Essentially, the estimated probability of inclusion in the nonprobability sample is the estimated population proportion of nonprobability units per leaf.

Because the leaves are expected to be homogeneous, we impute the probability of inclusion in the probability sample among the nonprobability sample units as the average design probability over all probability sample units. In other words, the nonprobability sample units in a leaf are assumed to have a probability of inclusion in the probability sample that is equal to the average inclusion probabilities among the probability sample units.

For all sample units, the inclusion probability in the combined sample is estimated as (1) the probability of inclusion in the probability sample plus (2) the probability of inclusion in the nonprobability sample given that they are not selected into the probability sample. The inverse of the estimated probability is the initial sample weight for units in the combined sample.

Next, we ratio-adjust the initial weights per leaf such that the sum of the weights over all units is the same as the sum of the nonresponse adjusted weight for all probability sample units. For leaves that contain probability sample units only, this ratio adjustment does not change the initial weight. For leaves that contain nonprobability sample units only, all units retain their starting weight of 1. For leaves that have both probability and nonprobability units, the ratio adjustment resembles a poststratification adjustment that forces the total weight to match the sum of the nonresponse adjusted weight for all probability sample units.

Step 3: Create the Final TrueNorth Weights

A final raking adjustment is applied to the ratio-adjusted weights. The weights to be raked are:

- initial weights for probability sample-only leaves.
- weights of 1 for nonprobability sample-only leaves.
- ratio-adjusted weights for all other leaves.

The raked weights are the final TrueNorth weights for the combined sample. Survey weights are developed to reduce estimation bias that could arise from unequal selection probabilities, nonresponse, frame coverage errors, and, in this instance, via the TrueNorth calibration, systematic bias in the non-probability part of the sample. However, excessive weight variation could increase the total sampling error by inflating the variance of the estimates. For that reason, at the final stage of the weighting process, extreme final weights may be trimmed so that extreme weights do not overly influence the survey estimates. Again, a more detailed discussion of our approach to trimming can be found in the Appendix of this report. Weights after trimming are re-raked to the same population totals to produce the final study weights.

The nonresponse adjusted weights for the study are further adjusted via a raking ratio method to age 18-42 year-old population benchmarks within each of the following race/ethnicity groups:

- Hispanic
- Non-Hispanic Black

- Non-Hispanic Asian and Pacific Islanders (includes multi-race Asian and Pacific Islanders when both races are Asian and Pacific Islanders)
- Non-Hispanic White and Non-Hispanic All Other (includes multi-race except when both races are Asian).

Please note that the race/ethnicity definition for purposes of weighting is different from the race/ethnicity definition for data collection and achieving the required number of completes. Since population control totals cannot be derived to include "closest" race, for purposes of weighting, multi-race adults (except when both races are Asian) are included with non-Hispanic All Other. Please see the Appendix "Documentation on Coding Rules for Race/Ethnicity" for more specific information on coding rules for data collection.

Within each of the previously mentioned race/ethnicity groups, final survey weights are raked separately for each race/ethnicity group to the following socio-demographic characteristics: age, gender and education.

In addition, NORC added raking by Midwest and non-Midwest and Metro and non-Metro raking for this study. Midwest was defined as 6 states: OH, IL, IN, MI, MN, WI. Non-Midwest were defined as all other states. Raking was also applied within the abovementioned geographical variables to the same age, gender and education socio-demographic characteristics

At this stage of weighting, any extreme weights were trimmed, and then, weights re-raked to the same population totals before a final round of trimming was applied.

Using similar methodology, a second set of weights was created to allow for analyses between the 6 Midwestern states. Instead of raking the social-demographic characteristics within Midwest and non-Midwest and Metro and non-Metro, raking was implemented within each Midwest state for the following social-demographic characteristics: age, gender, education, race and metro status. Raking within the four race/ethnicity categories were kept.

Design Effect and Sampling Margin of Error Calculations for National Weights

Study design effect: 4.61
Study margin of error: +/- 3.09%

Margin of error for Hispanic: +/- 6.86%
Margin of error for NH Black (includes multi-race Black): +/- 7.22%
Margin of error for NH Asian (includes multi-race Asian): +/- 8.37%
Margin of error for NH White (includes multi-race White): +/- 4.33%

Margin of error for Midwest (OH, IL, IN, MI, MN, WI): +/-2.72
Margin of error for non-Midwest: +/-3.7%

Margin of error for Metro: +/-3.43%
Margin of error for non-Metro: +/-6.09%

Design Effect and Sampling Margin of Error Calculations for Midwestern Weights

Study design effect: 1.96
Study margin of error: +/- 2.31%

Margin of error for Hispanic: +/- 6.24%
Margin of error for NH Black (includes multi-race Black): +/- 4.25%
Margin of error for NH Asian (includes multi-race Asian): +/- 8.22%
Margin of error for NH White (includes multi-race White): +/- 2.92%

Margin of error for IL: 3.51%
Margin of error for IN: 6.79%
Margin of error for MI: 5.25%
Margin of error for MN: 8.11%
Margin of error for OH: 4.65%
Margin of error for WI: 7.04%

Deliverables

The following files were created for University of Chicago as part of the study deliverables:

- Survey interview data file in STATA format
- Survey frequency SPSS output in an Excel format (both weighted and unweighted)
- Codebook in an Excel format
- Final questionnaire – in a complete programming format, in Word document
- Final questionnaire – in a simpler format (standard AmeriSpeak intro and outro language, programming language, Spanish, and CATI version or interviewer instruction, in Word document
- Project report documenting study procedures and information on the AmeriSpeak Panel

How to Describe AmeriSpeak and NORC @ the University of Chicago

For purposes of publication, when describing the AmeriSpeak Panel and its methodology, we recommend using the following language:

> Funded and operated by NORC at the University of Chicago, **AmeriSpeak®** is a probability-based panel designed to be representative of the US household population. Randomly selected US households are sampled using area probability and address-based sampling, with a known, non-zero probability of selection from the NORC National Sample Frame. These sampled households are then contacted by US mail, telephone, and field interviewers (face to face). The panel provides sample coverage of approximately 97% of the U.S. household population. Those excluded from the sample include people with P.O. Box only addresses, some addresses not listed in the USPS Delivery Sequence File, and some newly constructed dwellings. While most AmeriSpeak households participate in surveys by web, non-internet households can participate in AmeriSpeak surveys by telephone. Households without conventional internet access but having web access via smartphones are allowed to participate in AmeriSpeak surveys by web. AmeriSpeak panelists participate in NORC studies or studies conducted by NORC on behalf of governmental agencies, academic researchers, and media and commercial organizations.
>
> For more information, email AmeriSpeak-BD@norc.org or visit AmeriSpeak.norc.org.

If editors or reviewers are requesting anything more specific or any other detail, please reach out to us to make certain you are using accurate language.

For a less technical, panel-specific description of **AmeriSpeak**, we recommend:

AmeriSpeak is the first U.S. multi-client household panel to combine the speed and cost-effectiveness of panel surveys with enhanced representativeness of the U.S. population, an industry-leading response rate, and an innovative and thorough Project Methods and Transparency Report. Since its founding by NORC at the University of Chicago in 2015, AmeriSpeak has produced more than 1000 surveys, been cited by dozens of media outlets, and become the primary survey partner of the nation's preeminent news service, The Associated Press. AmeriSpeak is the most scientifically rigorous multi-client panel available in the U.S. market. Amerispeak.norc.org.

NORC at the University of Chicago is best described as follows:

NORC at the University of Chicago conducts research and analysis that decision-makers trust. As a nonpartisan research organization and a pioneer in measuring and understanding the world, NORC has studied almost every aspect of the human experience and every major news event for more than eight decades. Today, NORC partners with government, corporate, and nonprofit clients around the world to provide the objectivity and expertise necessary to inform the critical decisions facing society. www.norc.org Please refer to the full name "NORC at the University of Chicago" when first mentioning us. Using simply "NORC," thereafter, is fine. Our name is now only the acronym and does not need to be spelled out.

APPENDIX

TECHNICAL OVERVIEW OF THE AMERISPEAK® PANEL: NORC'S PROBABILITY-BASED HOUSEHOLD PANEL[2]

Updated July 23, 2024

NORC prepared this *Technical Overview of the AmeriSpeak Panel* because of our commitment to transparency in research. AmeriSpeak® is a large probability-based household panel funded and operated by NORC at the University of Chicago.

This document covers the following topics:

- Sample Frames for the AmeriSpeak Panel Recruitment
- Sample Selection for AmeriSpeak Panel Recruitment
- Panel Recruitment Procedures
- Transparency in Response Rate Reporting using AAPOR Standards
- Impact of Non-Response Follow-up on Representation of Hard-to-Reach Groups
- Use of Mixed-Mode Data Collection to Represent the Non-Internet and "Net-Averse" Households
- AmeriSpeak Panel Management and Maintenance
- AmeriSpeak Panel Weighting Procedures
- AmeriSpeak Client Study Weighting Procedures

Background

AmeriSpeak is designed to be representative of the U.S. household population, including all 50 states and the District of Columbia. U.S. households are randomly selected with a known, non-zero probability from the NORC National Frame as well as other address-based sample (ABS) frames, and then recruited by mail, telephone, and in-person field interviews. AmeriSpeak panelists participate in NORC studies or studies conducted by NORC on behalf of governmental agencies, academic institutions, non-profit organizations, the media, and commercial organizations.

The construction of AmeriSpeak started in October 2014 with pilot samples. In 2015, about 7,000 households were recruited from a sample of around 60,000 addresses. In the ensuing years, approximately 5,000 households have been recruited each year under different sample designs. The current panel size is 65,884 panel members aged 13 and over residing in over 58,147 households.

In addition to the regular panel for general population studies, AmeriSpeak also contains various sub-panels to support studies of special populations, including Amplify AAPI

[2] More accessible information about AmeriSpeak's methodology is available via AmeriSpeak's answers to the ESOMAR 37 questions. Available here. Additional documentation is available on AmeriSpeak's research page.

(Asians and Pacific Islanders), AmeriSpeak Latino (Spanish-language-dominant Hispanics), AmeriSpeak Teen (Teen 13-17 years of age), Foresight 50+ (Adults 50 years of age or older), and AmeriSpeak GenForward (Young adults 18-30 with oversamples of African Americans, Hispanics, and Asians).[3] AmeriSpeak is the probability sample source for TrueNorth®, the NORC calibration solution for combining probability and non-probability samples for estimation that leverages data from AmeriSpeak, the American Community Survey, Current Population Survey, and other data sources for improved cost and statistical efficiency.[4]

Sample Frames for the AmeriSpeak Panel Recruitment

All sample frames used for constructing the AmeriSpeak Panel are probability based.

Different sample frames have been used to construct the AmeriSpeak Panel. For the 2014-2023 recruitments, the primary sampling frame for AmeriSpeak is the 2010 NORC National Frame, a multistage probability master sample that fully represents the U.S. household population. We provide a brief description of how the National Frame was constructed after the 2010 Census. The secondary sampling frame is the USPS Delivery Sequency File.

The NORC National Frame. The primary sampling units (PSUs) in the first stage sample selection are 1,917 National Frame Areas (NFAs), each of which is an entire metropolitan area (made up of one or more counties), a county, or a group of counties with a minimum population of 10,000. A total of 126 NFAs are selected in the first stage, including 38 certainty NFAs, 60 non-certainty urban NFAs, and 28 non-certainty non-urban NFAs. The largest 38 NFAs, those with a population of at least 1,543,728 (0.5 percent of the 2010 Census U.S. population), were selected into the National Frame with certainty.

Within the 126 selected NFAs, the secondary sampling units (SSUs) are segments defined from Census tracts or block groups, where each segment contains at least 300 housing units according to the 2010 Census. Within the certainty NFAs, a sample of 896 segments was selected using systematic probability proportional to size (PPS) sampling, where the size of a segment is the number of housing units. Implicit stratification was achieved by sorting the segments by location (NFA, state, and county), principal city indicator, and by ethnic and income indicators. From each non-certainty urban and rural NFA, a sample of 8 and 5 segments was selected, respectively, using systematic PPS sampling where the measure of size is the number of housing units per segment. A total of 618 segments are selected from the non-certainty NFAs[5]. Overall, a stratified probability sample of 1,514 segments was selected into the National Frame in the second stage sampling.

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[3] AmeriSpeak's Panel Book lists the topics for which we have data for our specialty panels. Also, please see our Amplify AAPI and Foresight 50+ websites for detailed information on these two specialty panels.

[4] Please see our TrueNorth website for more information.

[5] A sample of 5 segments was selected from each of the 28 non-urban NFAs. However, 2 sample segments were later subsampled out in Montana due to cost.

Within the selected segments, all housing units are listed using the U.S. Postal Service Delivery Sequence File (DSF). In the 123 segments where the DSF coverage is deemed inadequate, the DSF address list is enhanced with in-person field listing to improve coverage. The final National Frame, consisting of all listed households in the sample segments, is estimated to provide over 97 percent coverage of the U.S. household population. It contains almost 3 million households, including over 80,000 rural households that are added through the in-person listing.

The USPS Delivery Sequence File. In addition to NORC's National Frame, the DSF has been used frequently as a supplemental sample frame for AmeriSpeak recruitment sampling. Although nationally representative, the 2010 National Frame does not include households from Alaska, Iowa, North Dakota, and Wyoming. Since 2016, the annual panel recruitment sample has included a small address-based sample for these four states selected from the DSF to assure AmeriSpeak presence in all U.S. States and Washington, D.C. In 2017, an enhanced DSF frame was also used to develop a new Latino Panel with adequate representation of Spanish-language-dominant Hispanics. Census tracts with a high incidence (at least 30%) of Spanish-dominant Hispanics were targeted for this recruitment. Furthermore, within these Census tracts, households that were flagged as Hispanic based on consumer vendor data (that are typically used for direct-mail marketing) were oversampled. For the 2019 recruitments, the entire sample was selected from the DSF to reduce sample clustering and improve panel representation by state and in areas not covered by the National Frame in general.

National Consumer Address File. In 2021, NORC also recruited into AmeriSpeak a probability sample of persons aged 50 and older using a national consumer address file that was estimated to have 96% coverage of the target population. AmeriSpeak empaneled approximately 6,000 panelists 50 years of age or older through this initiative.

Voter Registration Files. Finally, the TargetSmart voter registration database was used as a sampling frame to construct the GenForward Panel in 2016. Although GenForward specifically targeted Hispanic, non-Hispanic Black, and non-Hispanic Asian adults who were 18-30 years of age, it also recruited adults 30+ years of age into the regular AmeriSpeak Panel.

Most active AmeriSpeak households (84.6%) are sourced from the NORC National Frame or standard address-based sampling (USPS DSF), with the remainder sourced from consumer address or voter files, as shown in the table below.

Distribution of Active AmeriSpeak Households by Sample Frame Used for Panel Recruitment (updated July 1, 2024)

Sample Frame	% of Active AmeriSpeak Households
NORC National Frame	61.8%

USPS DSF	22.8%
National Consumer Address File	9.2%
Voter Registration File	6.2%

Sample Selection for the Panel Recruitment

Different sample designs have been used to construct the panel in different recruitment years. For panel sample selection between 2014 and 2018 and in 2020, National Frame segments were stratified into six sampling strata based on the race/ethnicity and age composition of each segment, as below:

- Hispanic, high youth segments.
- Hispanic, not high youth segments.
- Non-Hispanic Black, high youth segments.
- Non-Hispanic Black, not high youth segments.
- Other, high youth segments.
- Other, not high youth segments.

Hispanic segments are those where Hispanics make up at least a third of the population and the Hispanic share in the population is greater than that of non-Hispanic Black. Similarly, non-Hispanic Black segments are those where non-Hispanic Black make up at least a third of the population and the non-Hispanic Black share in the population is greater than that of Hispanics. Finally, High Youth refers to segments in which 18-24-year-old adults are at least 12% of the total adult population. The above stratification is used to oversample housing units in areas with a higher concentration of young adults, Hispanics, and non-Hispanic African Americans. The resulting household sample is referred to as the initial AmeriSpeak sample or sample for initial panel recruitment.

To support the second stage of panel recruitment, initially sampled but nonresponding housing units are subsampled for a nonresponse follow-up (NRFU)[6]. At this stage, consumer vendor data are matched to the pending housing units, and housing units that are flagged as having a young adult[7] (18-34 years of age) or minority (Hispanic[8], non-Hispanic Black[9]) are oversampled for the NRFU sample. Overall, approximately one in five

[6] A small fraction of initially nonresponding housing units is not eligible for NRFU, including "hard refusals" and those with an appointment for a call back from NORC.

[7] A young adult flagged household refers to a household where MSG or TargetSmart indicated there was an 18-24-year-old adult in the household. In 2016 and 2017, a slightly different definition was used, and a young adult flagged household was defined as having an 18–34-year-old adult in the household by MSG or 18–30-year-old adult by TargetSmart.

[8] A Hispanic flagged household refers to a household where MSG or TargetSmart indicated the presence of a Hispanic adult in the household.

[9] A non-Hispanic Black-flagged household refers to a household where MSG or TargetSmart indicated the presence of a non-Hispanic Black adult in the household.

initially nonresponding housing units are subsampled for NRFU using the same six sampling strata defined above. Due to NRFU, these initially nonresponding housing units have a higher selection probability compared to the housing units that were recruited during the first stage of panel recruitment.

A two-phase state-based ABS sample design was used for the 2019 AmeriSpeak recruitments. NORC's National Frame is designed to represent the U.S. household population nationally. Samples within states are less representative of the state population due to sample clustering with sample NFAs. The primary objective of the 2019 design is to improve state-level representation by selecting the recruitment sample mostly from areas that are outside the National Frame. A stratified systematic sample was selected in the first phase, where each state constitutes a sampling stratum, and the sample was allocated to the strata proportional to the square root of the state population. In the second phase, young adults, Hispanics, non-Hispanic Blacks, and conservatives are oversampled based on appended commercial data flags to improve their representation in the panel. Because the 2019 design did not use NRFU face-to-face recruitment, the 2019 design did not involve geographic clustering.

In 2020, AmeriSpeak returned to the "standard" sampling strategy employed in 2014 through 2018, with intentions to conduct a robust NRFU. However, the COVID-19 pandemic prevented NORC from utilizing field interviewers and the NRFU was limited to its usual first stage, a Federal Express mailing to 20% of the total sample. After an analysis of state-level representativity after 2019 recruitment, it was determined that further statewide representativity was needed in four states: WI, MO, WA, and CO. As such, the 2020 sample design also included supplemental samples from these four states selected from the DSF.

It was clear at the start of 2021 that NORC would not immediately be able to conduct in-person interviewing given the ongoing COVID-19 pandemic. However, NORC sought to test new sampling strategies (noted below) early in 2021 in the hopes of documenting their efficacy and continuing and improving on them for the rest of 2021. Additionally, it was hoped that NORC would be able to conduct in-person interviewing in the second half of 2021. Given these considerations, the 2021 recruiting sample was split into five replicates, the first of which was selected from the DSF and released early in the calendar year, while future replicates were sampled from the NORC National Frame and were held until mid-year for recruiting.

At the end of 2020, a major assessment of panel representativeness was conducted to inform the 2021 sampling strategy. This analysis explored panel representativeness by state, but as well explored a full range of demographic variables. Meanwhile, this analysis was conducted both with the full panelist dataset as well as by assessing "effective panelists," a measure of the likely demographic distributions that would occur among complete cases in any typical AmeriSpeak survey. This analysis found that AmeriSpeak could benefit from additional recruits in seven groups: households earning over $200,000,

households with children, Hispanics, Hispanics that specifically speak Spanish, African Americans, persons ages 18 to 24, and persons with less than a High School education. As such, the 2021 sample was stratified using NORC Big Data Classifiers (Dutwin et al., 2024)[10], a technique utilizing available consumer and other public Big Data to make predictions on a range of household attributes during survey sampling. Households predicted to have one of these seven attributes were oversampled, while households predicted only hold persons aged 50 and older, or otherwise not predicted hold someone with one of the seven attributes, were under sampled. This sampling method was tested in the first sampling replicate, and given very positive results, was continued in all other 2021 replicates.

The 2021 Big Data strata are the following, specifically households with a person predicted to be:

- Spanish speakers.
- 50 years of age or over.
- 18-24 years of age.
- With a high school diploma or less.
- With household income over $200K.
- With a child 13-17 in the household.
- With other children in the household.

Additional strata include 1) households not predicted to be in any of the seven categories and 2) households not modeled due to missing vendor data.

In 2021, NORC also recruited into AmeriSpeak a probability sample of persons aged 50 and older using a national consumer address file that was estimated to have 96% coverage of the target population. AmeriSpeak re-empaneled approximately 6,000 panelists 50 years of age or older through this initiative. These panelists were integrated into the Foresight 50+ panel.

NORC's strategy of "waiting it out" was effective in 2021, as the sample replicates released mid-year allowed NORC to wait for an effective "COVID window" to conduct in-person interviewing. In short, in-person interviewing commenced after the peak of the Delta variant in 2021 and concluded with the peak of the Omicron variants. NORC was able to conduct a full NRFU in-person effort during this time.

For the 2022 and 2023 recruitments, NORC implemented the same sampling strategy where the sampling strata are defined by Big Data Classifiers predictions.

Panel Recruitment Procedures

[10] David Dutwin, Patrick Coyle, Joshua Lerner, Ipek Bilgen, Ned English, Leveraging Predictive Modelling from Multiple Sources of Big Data to Improve Sample Efficiency and Reduce Survey Nonresponse Error, Journal of Survey Statistics and Methodology, Volume 12, Issue 2, April 2024, Pages 435–457, https://doi.org/10.1093/jssam/smad016.

AmeriSpeak Panel recruitment is a two-stage process: (i) initial recruitment using USPS mailings, telephone contact, and modest incentives, and (ii) a more elaborate NRFU recruitment using FedEx mailings, enhanced incentives, and in-person visits by NORC field interviewers.

For the initial recruitments, sample households are invited to join AmeriSpeak online by visiting the panel website AmeriSpeak.org or by calling a toll-free telephone line (inbound/outbound supported). Both English and Spanish languages are supported for online and telephone recruitments. The initial recruitment data collection protocol features the following: an over-sized pre-notification postcard, a USPS recruitment package in a 9"x12" envelope (containing a cover letter, a summary of the privacy policy, FAQs, and a study brochure), two follow-up postcards, and contact by NORC's telephone research center for sample units with a matched telephone number.

For the second stage NRFU recruitments, a stratified random sample is selected from the nonrespondents of the initial recruitments. Households sampled for NRFU are sent a new recruitment package by Federal Express with an enhanced incentive offer. Shortly thereafter, NORC field interviewers make personal, face-to-face visits to the pending cases to encourage participation. Once the households are located, the field interviewers administer the recruitment survey in-person using CAPI or else encourage the respondents to complete the recruitment survey online or by telephone.

As shown in the table below, 43.6% of active AmeriSpeak households are sourced from NORC's investment in extensive non-response follow-up of households that initially refused or otherwise did not join AmeriSpeak. In years where NORC employed NRFU (all years except 2019), over half (53.1%) of AmeriSpeak's active households are sourced from NRFU.

Percentage of Active AmeriSpeak Panel Households by Recruitment Protocol: Initial Recruitment Protocol v. Non-Response Follow-up (NRFU)[11]

AmeriSpeak Panel Recruitment Years	Percentage of Active AmeriSpeak Households	
	From Initial Recruitment	From NRFU

[11] Accurate as of July 1, 2024. Please note that 2020 is counted as a NRFU year even though NRFU was limited to the use of Federal Express mailers and enhanced respondent incentives (i.e., not using face-to-face, in-person recruitment). Similarly, 2021 is counted as a NRFU year even though field interviewing was limited due to the on-going Covid pandemic.

NRFU Years 2015-18, 2020-23	46.9%	53.1%
All Years (2015-2023)	56.4%	43.6%

Additional panel statistics with respect to the 2014-2023 recruited households are as follows:

- 94% of the active panelists prefer to do web or online surveys, while 6% prefer to participate in telephone surveys;
- 13% of the recruited households are non-Internet[12];
- 81% are cell phone only or cell phone mostly;
- 16% are African American and 20% Hispanic; and
- 27% have household income below $30,000 (compared to CPS benchmark of 14%).[13]

Please see our AmeriSpeak Panel Demographics Report for panel statistics on our active panel members eligible for survey sampling.[14]

Transparency in Response Rate Reporting Using AAPOR Standards

AmeriSpeak is committed to transparency in response rate reporting. A properly calculated all-in, cumulative AAPOR response rate incorporates all sources of nonresponse. In the AmeriSpeak context, the cumulative AAPOR response rate, therefore, takes into account (i) the panel recruitment rate, (ii) the panel retention rate, and (iii) the survey participation rate.[15] AmeriSpeak does not have a source of nonresponse for the "profiling" or "on-boarding" stage since the panel recruitment includes the profiling task (where information is obtained for sample targeting and weighting).

Panel Recruitment. A sample household is considered recruited if at least one adult in the household joins the panel. The weighted household recruitment response rate

[12] The non-internet households (HHs) are those that do not select "High-speed, broadband internet at home (such as cable or DSL)" or "Dial-up internet at home" response options when they are asked "What kind of internet access do you have? Please select all that apply" item in the recruitment survey. The non-internet HHs include those that only use internet on a cell connection or mobile phone.

[13] For transparency purposes, unweighted percentages are presented in this section. Hence, these results do not take into account selection probabilities. The base weighted distributions that take into account selection probabilities can be provided upon request.

[14] Our AmeriSpeak Panel Demographics Report is available here.

[15] A properly calculated cumulative AAPOR response rate for panel-based research takes into account all sources of non-response at each stage of the panel recruitment, management, and survey administration process (see https://www.aapor.org/AAPOR_Main/media/publications/Standard-Definitions20169theditionfinal.pdf, page 48-9). A common misapplication of the term "response rate" in online panel surveys is to represent the survey-specific cooperation rate as the "cumulative survey response rate." *See* "Response Rate Calculation Methodology for Recruitment of a Two-Phase Probability-Based Panel: The Case of AmeriSpeak" authored by Robert Montgomery, J. Michael Dennis, N. Ganesh. The paper is available at https://amerispeak.norc.org/research/.

(AAPOR RR3) is about 6% for initial, non-NRFU recruitments and 28% for NRFU recruitments.

We report two recruitment response rates: (i) for all the panel recruitment years (2014-2023) and (ii) for the recruitment years with NRFU (2015-2018 and 2021-2023). Across all recruitment years, the cumulative weighted household response rate is 24.4%; across recruitment years with NRFU, the cumulative weighted household response rate is 32.9%[16]. All these response rates are weighted by base weights. For client studies requiring a panel recruitment response rate exceeding 30%, the sampling frame may be restricted to the panelists recruited in the NRFU years. The panel recruitment response rate calculation methodology is compliant with AAPOR Standards and fully documented.[17]

Panel Retention. Panel retention rate is computed as the proportion of the number recruited and currently active households over the number of recruited households. The cumulative AmeriSpeak panel retention rate is 82.1%.

Survey Participation Rate.[18] The study-specific survey participation rate can vary widely (in the range of 20% to 70%) as a result of the specific parameters of the study protocol, including but not limited to the specific study population, topic salience, study sponsorship, length of field period, length of the survey questionnaire, within-panel sample targeting, use of enhanced gaining cooperation techniques (such as the use of pre-notifications by email and/or USPS postcards), and budget allocated to monetary incentives.

All-In, Cumulative AAPOR Response Rates for Client Surveys. For specific AmeriSpeak client surveys, the all-in, cumulative AAPOR RR3 response rate is typically between 10% to 15% depending on specific study parameters such as target population, survey length, time in the field, salience of subject, and other factors as noted above in documenting study-specific survey completion rates. This all-in, cumulative response rate accounts for the panel recruitment rate, panel retention rate, and survey participation rate.[19]

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[16] The cumulative weighted household response rate is higher than both the weighted initial recruitment response rate and the weighted NRFU response rate because NRFU recruits have much higher base weights. In general, the base weights of NRFU recruits are about five times larger than that of initial recruits.

[17] See http://amerispeak.norc.org/research/Pages/WhitePaper_ResponseRateCalculation_AmeriSpeak_2016.pdf

18 We use these terms interchangeably: "participation rate," "completion rate," and "cooperation rate" as applicable to the final stage of the response rate calculation.

[19] A properly calculated cumulative AAPOR response rate for panel-based research takes into account all sources of non-response at each stage of the panel recruitment, management, and survey administration process (see https://www.aapor.org/AAPOR_Main/media/publications/Standard-Definitions20169theditionfinal.pdf, page 48-9). A common misapplication of the term "response rate" in online panel surveys is to represent the survey-specific cooperation rate as the "cumulative survey response rate." *See* "Response Rate Calculation Methodology for Recruitment of a Two-Phase Probability-Based Panel: The Case of AmeriSpeak" authored by Robert Montgomery, J. Michael Dennis, N. Ganesh. The paper is available at https://amerispeak.norc.org/research/.

Impact of Non-Response Follow-up on Representation of Hard-to-Reach Groups

NRFU is instrumental in producing the industry-leading response rate for AmeriSpeak Panel recruitments. Moreover, due to the more intensive effort, NRFU recruitments better represent hard-to-reach groups and therefore make the full panel more representative of the target population. For example, initial recruitments tend to under-represent young adults 18-34 years of age. NRFU recruitments correct for this bias by bringing the age distribution of the panel closer to population benchmarks.

Overall, NRFU recruitments significantly improve the representation of the panel with respect to demographic segments that are under-represented among the respondents to the initial recruitment, including young adults (persons 18 to 34 years of age), African Americans, Hispanics, lower-income households, renters, cellphone-only households, and persons with lower educational attainment (e.g., no college degree). To the extent that these demographic characteristics are correlated with substantive survey variables, NRFU helps to reduce potential nonresponse bias in the sample estimates.

NORC's research indicates that NRFU respondents are indeed somewhat different from initial respondents for many common survey variables. For example, compared to the panelists recruited during the initial stage, NRFU panelists tend to be more conservative politically, more likely to attend church, less interested in current events or topics in the news report, less knowledgeable about science, less likely to be in favor of gun control policies, less likely to read a print newspaper (more likely to read the news online and use social media), more likely to eat at fast-food restaurants, and so on[20]. These observations illustrate that NRFU recruitment is critical for achieving a more balanced panel and for making the substantive estimates in AmeriSpeak studies more accurate. Even though NRFU panelists are more reluctant to complete surveys, the addition of NRFU panelists reduced total absolute bias on average by 5 to 21 percentage points when compared to the initial stage recruits (among examined surveys).[21]

[20] See "The Undercounted: Measuring the Impact of 'Nonresponse Follow-up' on Research Data and Outcome Measures" authored by Ipek Bilgen, J. Michael Dennis, N. Ganesh. The paper will be soon available at https://amerispeak.norc.org/research/.

[21] *See* "Nonresponse Follow-up Impact on AmeriSpeak Panel Sample Composition and Representativeness" authored by Ipek Bilgen, J. Michael Dennis, N. Ganesh. The paper is available at https://amerispeak.norc.org/research/.

Use of Mixed-Mode Data Collection to Represent the Non-Internet and "Net-Averse" Households

The AmeriSpeak Panel supports mixed-mode data collection to improve response rate and the representativeness of the complete surveys. During the recruitment survey, AmeriSpeak panelists are offered an opportunity to choose their preferred mode—web or phone—for future participation in AmeriSpeak surveys. A recruited household can consist of both web- and phone-mode panelists. Panelists predominantly prefer web over phone mode. As of February 2024, 96% of the active panelists prefer to do web or online surveys, while 4% prefer to participate in telephone surveys. The telephone mode encompasses panelists without internet access, panelists whose only internet access is via a smartphone, and panelists with internet access but are unwilling to share an email address.

To the extent that non-internet households or "net averse" persons are different from the rest of the population, mixed-mode surveys have better population coverage and produce more accurate population estimates. NORC's telephone interviewers administer the telephone surveys using a data collection system supporting both the phone and web modes, providing an integrated sample management and data collection platform. For panelists using smartphones for web-mode surveys, the NORC survey system renders an optimized presentation of the survey questions for these mobile users.

AmeriSpeak Panel Management and Maintenance

Panel management and maintenance are crucial for panel health and efficiency. NORC maintains strict panel management rules to limit respondent burden, reduce panel attrition, and minimize the risk of panel fatigue. On average, AmeriSpeak panelists are invited to participate in client studies two to three times a month. AmeriSpeak works with NORC clients to create surveys that provide an appropriate user experience for AmeriSpeak panelists. AmeriSpeak will not field surveys that in our professional judgment will result in a poor user experience for our panelists. AmeriSpeak also has a designated website and a telephone number for panelist communications.

Panel maintenance is a dynamic process because the AmeriSpeak Panel is supplemented and **refreshed regularly** over time to grow the panel, compensate for panel attrition, and improve panel representation for specific subpopulations. For example, the Latino Panel and Teen Panel are created to support studies of Hispanics and teenagers, respectively; the 2019 recruitment is primarily designed to improve sample representation at the state level. As panelists are added or/and removed from the panel, the panel refreshment process takes place to ensure that the refreshed panel fully represents the target population. At each panel refreshment, the base weights are recomputed to reflect the cumulative selection probabilities of households and individuals in all recruitment years and from all sample sources. The base weights are

then adjusted for nonresponse during panel recruitments, which is followed by raking adjustments to align the panel weights to known population benchmarks.

AmeriSpeak Panel Weighting Procedures

AmeriSpeak *panel weights*, including both household level and person level weights, are develop ped to account for the probabilities of selection of the housing units, adjustments for unknown eligibility of the housing units, nonresponse associated with panel recruitments, panel attrition, nonresponse from secondary panel members[22], and raking ratio adjustments to external population benchmarks. More specifically, the weighting steps for panel weights are as follows, with details provided below:

- Compute household level base weights.
- Adjustments for unknown eligibility.
- Adjustments for household nonresponse.
- Adjustments to household population benchmarks (this yields the final household-level panel weights).
- Initial person level weights.
- Adjustments for within household nonresponse.
- Raking ratio adjustments to person level population benchmarks (this yields the final person level panel weights).

Household base weights

AmeriSpeak Panel annual recruitments use stratified random samples of housing units selected from the NORC National Frame as well as address-based sample frames developed from the USPS Delivery Sequence File (DSF). Initial household base weights are calculated as the inverse probability of selection of housing units for the combined annual samples. In most recruitment years, nonrespondent households at the end of the initial recruitment phase are subsampled for a nonresponse follow-up (NRFU). These subsampled housing units have their initial base weights adjusted to account for NRFU subsampling. NORC refers to the adjusted household base weights that account for both initial sample selection and NRFU subsampling probabilities as the final base weights associated with the sampled housing units. Household base weights are recomputed at each panel refresh, typically carried out monthly to incorporate newly recruited panelists and other changes to the panel (e.g., dropouts). Final household base weights account for the combined household selection probabilities across all recruitment samples and all recruitment years. We denote the final household base weights as BW_{final}.

Household unknown eligibility adjustments

[22] Primary panel member refers to the initial recruited adult from the household. Secondary panel member refers to other eligible adults in the same household.

Sampled addresses that are linked to businesses, vacation homes, vacant properties, homes with no one 18 years of age or over are considered ineligible for recruitments. However, the eligibility status is unknown for a fraction of the sampled housing units. AmeriSpeak uses a weighting class approach to account for housing units with unknown eligibility. To create the adjustment cells under the weighting class approach, we use sample design variables such as sampling strata, recruitment year, and tract-level information of household characteristics obtained from the 5-year ACS and Tract-Level Planning Database. Additional household level variables are obtained from commercial data vendors.

The following variables are used to define the unknown eligibility adjustment cells:

- TargetSmart Party Affiliation (defined from TargetSmart voter file)
    - Republican
    - Other
- TargetSmart Partisanship Score (defined from TargetSmart voter file)
    - >=80
    - 60-79
    - 40-59
    - 20-39
    - 0-19
    - Missing
- Youth and minority status (defined from appended commercial flags)
    - Young and minority
    - Young
    - Minority
    - Other

For weighting GenForward (a special subpanel of young adults recruited for AmeriSpeak in 2017), the unknown eligibility adjustment cells are defined by the following variables:

- Sampling strata (defined by NORC National Frame segments)
    - Hispanic, high youth segment type
    - Hispanic, not high youth segment type
    - Non-Hispanic Black, high youth segment type
    - Non-Hispanic Black, not high youth segment type
    - Other, high youth segment type
    - Other, not high youth segment type

- Sample source
    - AmeriSpeak
    - GenForward (registered voter file sample age 18 to 34)
- Matching status
    - AmeriSpeak only
    - AmeriSpeak and GenFoward
    - GenFoward only
- Housing ownership status per census tract
    - Owner occupied housing units greater than 55%
    - Otherwise

Cell collapsing is sometimes utilized to ensure that each cell has at least 20 cases with known eligibility. Within each adjustment cell, base weights for housing units with known eligibility are adjusted upward to represent all housing units. We denote the unknown eligibility adjusted household weights as W_{2j}. Only households with known eligibility have a positive W_{2j}.

Household nonresponse adjustments

Household nonresponse adjustments are needed to compensate for (1) known eligible households that do not complete the recruitment survey and (2) previously recruited households that get reclassified as nonrespondent households due to panel attrition. Panel attrition could result in some household members being withdrawn from the panel. For purposes of weighting, if no other adult in a household remains on the panel after an adult is withdrawn from the panel, the household is considered a nonrespondent household.

AmeriSpeak uses a weighting class approach to adjust the weights from the previous step for household nonresponse. The adjustment cells under the weighting class approach are created via the same method as described in the previous step. The same set of variables listed above are used to define the nonresponse adjustment cells, although typically more cell collapsing is needed to ensure that each cell has at least 20 respondent households.

Within each nonresponse adjustment cell, weights from the previous step for eligible respondent households are adjusted to represent all eligible households. We denote the household nonresponse adjusted weights as W_{3j}. Only respondent households have a positive W_{3j}.

Raking adjustments to household population benchmarks

The final household weights are developed by applying a raking adjustment to W_{3j}. Separately for each Census Division, W_{3j} is adjusted such that the sum of W_{3j} across all respondent households is equal to the total number of households in the division based on the most recent Current Population Survey (CPS) data. We denote the final household panel weights as W_{4j}.

Person level weights

All adults in the responding households are eligible and invited to join the panel. Therefore, for all eligible adults in the household, as identified by the primary panel member, their initial person level weight, W_{5ij}, is equal to the final household weight W_{4j}, where *i* denotes eligible adults in respondent household *j*.

Person level within household nonresponse adjustments

The primary panel member identifies and provides contact information for other eligible adults in the same household, and subsequently these eligible adults from the same household are contacted and asked to complete the recruitment survey. The within household nonresponse adjustments compensate for person level nonresponse due to the following:

- Eligible adults in the same household as the primary panel member for whom no contact information is available.
- Eligible adults in the same household as the primary panel member who was contacted for panel recruitment but did not complete the recruitment survey.
- Panel members who were withdrawn from the panel when at least one other adult in the same household continues to be an active panel member.

Within each responding household, weights from the previous step for eligible respondents are multiplied by k_j/k_j^{res}, where k_j is the total number of eligible adults and $k_j^{res}$is the number of respondents in household j. We denote the person level nonresponse adjusted weights as W_{6ij}. Only person level respondents have a positive W_{6ij}.

Raking adjustments to derive final person-level panel weights

The final step in deriving person level panel weights is raking adjustments to person level population benchmarks obtained from the Current Population Survey (CPS), the American Community Survey (ACS), and the National Health Interview Survey (NHIS). The raking dimensions include the following:

- Age group
    - 18-24
    - 25-29
    - 30-39
    - 40-49
    - 50-59
    - 60-64
    - 65+ years
- Gender
    - Male
    - Female
- Education
    - Less than high school
    - High school graduate
    - Some college or less
    - Bachelor's or above
- Race
    - White
    - Black
    - AAPI
    - Other
- Ethnicity
    - Hispanic
    - Non-Hispanic
- Housing tenure
    - Owner
    - Other
- Household phone status
    - Cell-phone-only
    - Dual user
    - Landline-only/phoneless
- Age by gender
- Age by race/ethnicity
- Census Division
- CA vs Rest of country
    - California
    - Rest of country

Population benchmarks for each dimension are obtained from CPS, although housing tenure and household phone status are obtained from ACS and NHIS, respectively. The raked weights are the final person level panel weights W_{7ij}.

AmeriSpeak Client Study Weighting Procedures

AmeriSpeak client study weights are calculated for panelists who complete individual client studies to support approximately unbiased estimation based on samples selected from the AmeriSpeak Panel. Weighting procedures could vary for different studies. In general, client study weights are developed in the following steps.

Base weights

Initial base weights for client study samples are defined as the final person level panel weights. The initial base weights are adjusted to account for the sample selection probabilities associated with the sampling of AmeriSpeak panelists to the client study sample. For a typical general population study, the sample is selected within 48 strata formed by the cross-classification of the following variables: race/ethnicity (Hispanic, non-Hispanic Black, All Other), age group (18-34, 35-49, 50-64, 65+), education (high school graduate/less than high school, some college/college graduate), and sex. The final base weights are computed as the final person level panel weights divided by the probability of selection from the panel under the client study sample design. We denote the final base weights for client studies as CW_{1ij}.

Adjustments for screener nonresponse

For client studies that include a screener interview to determine the eligibility of sample members, screener nonresponse adjustments are carried out to compensate for sample members who fail to complete the screener questions. Through screener nonresponse adjustments, the base weights for screener respondents are inflated so they represent both respondents and nonrespondents to the screener interview.

We use a weighting class approach to adjust the base weights for screener respondents to compensate for screener nonrespondents. The specific variables used to define the weighting cells could vary from study to study. In general, the variables include age, gender, education, and race/ethnicity. Within each adjustment cell, base weights for screener respondents are inflated to account for screener nonrespondents. We denote the screener nonresponse adjusted weights as CW_{2ij}.

Adjustments for interview nonresponse

Since not all eligible sampled panelists complete the main survey interview, nonresponse adjustments are needed to compensate for eligible nonrespondents. We again use a weighting class approach where the variables used to define the weighting cells could vary across studies. In general, the weighting cells are defined by age, gender, education,

and race/ethnicity. Within each cell, the weight from the previous step is divided by the weighted response rate to derive the interview nonresponse adjusted weights CW_{3ij}.

Raking adjustments

Nonresponse adjusted weights are then calibrated to match population benchmarks through raking ratio adjustments. Raking adjusts the weights such that the marginal weight totals match benchmark totals on a specified set of raking variables. The following person level characteristics are used in the raking adjustments:

- Age
- Gender
- Census Division
- Race/Ethnicity
- Education
- Age by Gender
- Age by Race/Ethnicity
- Race/Ethnicity by Gender

Population benchmarks for each dimension are obtained from the most recent March CPS supplement. The raked weights are denoted as CW_{4ij}, which are final weights unless weight trimming is applied. For clients who prefer normalized weights, where the sum of the weights is equal to the total number of completed surveys, we derive the normalized weights by dividing CW_{4ij} by its average.

Weight trimming

Survey weights are developed to reduce estimation bias that could arise from unequal selection probabilities, nonresponse, and frame coverage errors. However, excessive weight variation could increase the total sampling error by inflating the variance of the estimates. In general, panel members who live in households that were subsampled for NRFU have larger weights compared to panel members who live in households that were not subsampled for NRFU. The purpose of weight trimming is to reduce the variance while avoiding the introduction of bias in the weighted estimates. After trimming, the weights are re-raked to the same population benchmarks.

For AmeriSpeak studies, weight trimming is embedded in the raking step where the weights are raked such that (1) they agree with external population benchmarks and (2) they have minimum variability. Below is a brief description of the AmeriSpeak raking/trimming process:

Survey weights d_i are adjusted to agree with external population totals, t_x, for a set of variables x. Calibrated weights w_i are derived by minimizing the "distance" between w_i and d_i subject to $\sum w_i x_i = t_x$. Specifically, we minimize,

$$\sum D(w_i, d_i) + \gamma \sum D(w_i, \overline{w}) + \lambda \left(\sum w_i x_i - t_x \right)$$

where λ is the Lagrange multiplier; $(\overline{w})$ is the average weight; γ is a user specified parameter. Setting $\gamma = 0$ yields the standard calibration solution, while setting $\gamma \to \infty$ yields calibrated weights that completely "ignore" d_i.

Large values of γ yield raked weights are trimmed more aggressively. Typically, AmeriSpeak attempts to choose a value of γ that yields: (a) a study design effect less than 2, (b) MSE for key survey estimates under a weighting approach with trimming ($\gamma > 0$) is less than the MSE for key survey estimates under a weighting approach with no trimming (γ = 0), and (c) value of γ that is as close to 0 as possible (ideally, we choose γ =0.5).

ABOUT NORC AT THE UNIVERSITY OF CHICAGO

As one of the world's foremost independent research institutions, NORC at the University of Chicago delivers objective data and meaningful analysis to help decision-makers and leading organizations make informed choices and identify new opportunities. Since 1941, NORC has applied sophisticated methods and tools, innovative and cost-effective solutions, and the highest standards of scientific integrity and quality to conduct and advance research on critical issues. Today, NORC expands on this tradition by partnering with government, business, and nonprofit clients to create deep insight across a broad range of topics and to disseminate useful knowledge throughout society.

Headquartered in downtown Chicago, NORC works in over 40 countries around the world, with additional offices on the University of Chicago campus, the DC metro area, Atlanta, Boston, and Silicon Valley.

ADDITIONAL RESOURCES

Please see the following resources to learn more about AmeriSpeak:

- AmeriSpeak website
- AmeriSpeak's Panel Book
- AmeriSpeak's Responses to ESOMAR 37

To learn more about AmeriSpeak or to share an RFP, please contact AmeriSpeak at AmeriSpeak-BD@norc.org. Information about AmeriSpeak capabilities and research papers are available online at AmeriSpeak.NORC.org.

TECHNICAL OVERVIEW OF THE AMPLIFY AAPI PANEL
NORC'S PROBABILITY-BASED HOUSEHOLD PANEL OF AANHPI

Updated September 11, 2023

This technical overview provides the basic information about Amplify AAPI, a large probability-based panel operated by NORC at the University of Chicago. Amplify AAPI is designed to be representative of the U.S. Asian American, Native Hawaiian, and Pacific Islander (AANHPI) household population, including all 50 states and the District of Columbia. U.S. households are randomly selected with a known probability from a national frame of addresses and then recruited by mail, telephone, and in limited cases, face-to-face. Amplify AAPI panelists participate in NORC studies or studies conducted by NORC on behalf of governmental agencies, academic institutions, the media, and commercial organizations.

The construction of Amplify AAPI started in the spring of 2022 with a pilot study to recruit an initial 150 households from a sample of 30,000 and to test the feasibility of a sample design and assess participation rates. In 2023, a number of recruiting efforts were executed to accommodate separate funding commitments. Specifically, in the spring, on behalf of the Blue Shield Foundation of CA, NORC conducted a recruitment using 18,000 sampled addresses with a goal to recruit approximately 400 panelists in California. In the summer, funding from the Rockefeller Foundation allowed for a national effort that included both fresh recruiting from a national sample as well as the empanelment of households that recently participated in the 2022 Pew Asian American Survey and agreed to be recontacted by NORC for future surveys. In addition, funding from UC Riverside/AAPI Data was used to generate another recruitment of approximately 750 Californians, with a minimum of 75 recruits from six groups: Chinese, Filipino, Asian Indian, Vietnamese, Korean, and NHPI. Future additional recruits are anticipated in 2024 and 2025. Finally, there are approximately 850 active AANHPI panelists in NORC's flagship probability panel, AmeriSpeak, who also serve as dual members with the Amplify AAPI panel.

All told, AAPI Amplify is presently able to support surveys of over 1,500 respondents.

Panel Sample Frame

Given multiple sources and funders, each with different geographic and AANHPI subgroup quota expectations, Amplify AAPI is a blend of multiple sample designs. Each is designed to provide maximum feasible coverage of the AANHPI population, and all are combined through base-weighting to arrive at a representative overall cross-section of AANHPI in the U.S.

The primary sampling frame for AAPI panelists from AmeriSpeak is the NORC National Frame, a multistage probability sample that fully represents the U.S. household population, with supplements from the USPS computerized delivery sequency file (CDS). AmeriSpeak uses a very high-quality recruiting protocol that includes three recruitment mailings and a nonresponse follow up protocol of Federal Express mailings and door-to-door recruiting. As a nationally representative general population panel, AmeriSpeak recruits both adults and teens, age 13 and older, and presently has over 70,000 panelists. A detailed description of AmeriSpeak sampling and other technical information is provided at https://amerispeak.norc.org/content/dam/amerispeak/research/pdf/AmeriSpeak%20Technical%20Overview%202019%2002%2018.pdf. As a general random sample, AANHPI panelists in AmeriSpeak are similarly attained through random selection with over 96% coverage of all households in the U.S. AmeriSpeak however does not cover Asian-language "linguistically isolated" households, that is, households in which no adult can speak English or Spanish at least "well." As such recruiting linguistically isolated AANHPI households is a particular goal of most other recruits, past and future.

The initial Pilot study was designed to test a principal sampling approach to be used as a general framework for all national samples. This comprised using big data-modelled predictive variables that indicate the potential presence of an AANHPI household, utilizing available public and consumer data (for more on big data modelling, see Dutwin et al., 2023 in the Journal of Survey Statistics and Methodology). The address frame is based on a vendor file that matches the number of households in the U.S. and is considered a near-complete coverage frame of U.S. households. Coupled with this frame is the use of the USPS Computer Delivery Sequence File (CDS) to sample addresses not predicted to be AANHPI through modelling. Analysis using AmeriSpeak and other sources (see Table 1 below) finds that the predictive modeled data do quite well at covering the AANHPI population and that selective sampling of non-predicted households is effective in attaining large coverage of all AANHPI in the U.S.

The CDS file is organized into three strata based on census block group and specifically the percentage of AANHPI in each block group. The "high" incidence strata include all block groups for which at least 30% of households are AANHPI, with the "medium" inclusive of households 10-30%. AANHPI households not identified with the modelling and not in a block group of at least 10% incidence are not covered due to the exorbitant cost of doing so.

Table 1: AAPI Amplify Pilot Sample Design

Sample Strata	% of AANHPI Population	Prevalence of AANHPI Households
Asian Language Model	19.6%	58.9%
Asian English Model	43.9%	46.3%
High Census Blocks AAPI	6.2%	11.8%
Mid Census Block AAPI	11.7%	3.8%
NHPI Model	0.6%	37.5%
Other (not sampled)	18.0%	1.3%

Overall, the Pilot design included five sampling strata: three strata using big data predictions (Asian language, Asian English, and NHPI) as well as two strata to cover residual census block group households in block groups with AANHPI prevalence above 10 percent. The design covers about 82% of the U.S. AAPI population. Sample was allocated proportionally, with the exception of the Mid Census Block Group AAPI strata receiving a probability of selection half its population prevalence, and the High CBG AAPI strata holding a probability of selection twice its population prevalence, again due to the very high cost of screening.

The Blue Shield recruitment of California focused specifically on the predicted big data sample only, and divided the sample between predicted Chinese households and other households. This is due to evidence from both the Pilot and the recent Pew Survey of Asian Americans, which found that Chinese households achieve much higher survey participation rates compared to other groups. As such, the sample fraction of Chinese predicted households was half of all other Asian Americans. In addition, the funding for this recruit was specifically for English-only households, and the sample was limited as such.

The AAPI Data/UC Riverside California sample required a more balanced recruitment by subgroup and thus utilized big data predictions across a range of subgroups. Another outcome of the Pilot was a strong tendency of AANHPI with higher educational attainment to participate versus those of lower educational attainment. Again, modelled predictions were utilized on education, and those predicted to have high education were undersampled by a factor of two. The design also created in-language strata to ensure a high representation of non-English recruits.

Table 2: AAPI Amplify AAPI Data/UC Riverside Sample Design

Strata	% of Sample Universe	% of Sample	Sample Fraction	Expected % of Recruits	Subgroup
1 Chinese Low Educ	7.5%	3.4%	0.45	5.1%	18.2%
2 Chinese High Educ	15.3%	3.5%	0.23	5.3%	
3 Chinese Language	11.5%	5.2%	0.45	7.9%	
4 Asian Indian Low Educ	12.0%	14.5%	1.21	10.5%	14.4%
5 Asian Indian High Educ	9.0%	5.5%	0.61	3.9%	
6 Filipino Low Educ	7.9%	17.5%	2.22	11.8%	13.4%
7 Filipino High Educ	2.2%	2.5%	1.11	1.7%	
7 Vietnamese Low Educ	2.2%	3.4%	1.55	2.7%	13.7%
8 Vietnamese High Educ	4.7%	3.7%	0.77	3.0%	
9 Vietnamese Language	6.5%	10.0%	1.55	8.1%	
10 Korean Low Educ	1.5%	3.4%	2.30	3.5%	14.3%
11 Korean High Educ	2.5%	2.9%	1.15	2.9%	
12 Korean Language	3.3%	7.7%	2.30	7.9%	
13 NHPI Low Educ	1.0%	8.8%	8.47	13.4%	15.2%
15 NHPI High Educ	0.3%	1.2%	4.24	1.8%	
16 Residual	12.6%	7.0%	0.56	10.6%	10.6%

The first national recruit, funded by the Rockefeller Foundation, also leveraged insights from the Pilot to create a more representative sample. This includes a) undersampling high-education households by half, c) undersampling Chinese-predicted households, d) modest undersampling of Japanese households, and e) oversampling of Filipino households. Again, these sample fractions are principally designed to combat differential nonresponse so as to attain a cross-section of Asian sub-groups that is reflective of true population distributions.

Table 3: AAPI Amplify Rockefeller Sample Design

Strata Name	% of Sample
Asian Language	8.8%
Asian Language High Education	2.6%
Asian Language Chinese	8.9%
Asian Language High Educ Chinese	3.8%
Asian (English)	22.6%
Asian High Educ Chinese	8.5%
Asian Chinese	7.9%
Asian High Educ Chinese	2.6%
Asian Filipino	4.9%
Asian High Educ Filipino	0.7%
Asian Japanese	3.4%
High CBG	14.6%
Medium CBG	7.0%
NHPI	3.7%

Future sample designs will likely combine the best features of the national and the AAPI Data designs so that they will ensure over-representation of smaller AANHPI groups. This will allow the panel to be able to

both represent the overall AANHPI population as well as to "drill down" to the largest 5 AAPI groups as well as NHPI specifically.

Panel Recruitment Procedures

Amplify AAPI recruitment is a two-stage process: (i) initial screening using USPS mailings, telephone contact, and modest incentives, and (ii) recruitment.

For the initial screening, sample households are invited to an online or phone (respondent's choice) survey by visiting a panel website or by calling a toll-free telephone line (inbound/outbound supported). English, Chinese dialects of Mandarin and Cantonese, Vietnamese, and Korean were offered in both printed materials and by telephone recruiters in samples that offered non-English languages. The initial recruitment data collection protocol features an over-sized pre-notification mailing card (9 x 12). This card urged respondents to go online or call in and provided instructions in English and the four languages above.

The recruitment survey is specifically designed to identify whether a household is AANHPI, commencing with a number of "warm-up" questions and then asking about race/ethnicity. The survey identifies whether the respondent is AANHPI as well as whether there are other members of the household who may be AANHPI. If such a member is present, the survey then moves to recruitment, explaining the importance of the panel to represent the AANHPI community, and asking the respondent to join the panel. By joining the panel, the respondent is informed they will receive a $25 incentive and that each survey they take will further provide them $3-5 (depending on length) for their participation.

Panel Recruitment Response Rate and Other Panel Statistics

NORC is currently developing the infrastructure to report response metrics, and such data will be widely published when available.

Multi-Modality

Amplify AAPI supports mixed-mode data collection to improve response rate and the representativeness of the complete surveys. During the recruitment survey, Amplify AAPI panelists are offered an opportunity to choose their preferred mode—web or phone—for future participation in Amplify AAPI surveys. A recruited household can consist of both web- and phone-mode panelists. Panelists predominantly prefer web over phone mode. The telephone mode encompasses panelists without internet access, panelists whose only internet access is via a smartphone, and panelists with internet access but are unwilling to share an email address.

To the extent that non-Internet households or "net-averse" persons are different from the rest of the population, mixed-mode surveys have better population coverage and produce more accurate population estimates. NORC's telephone interviewers administer the telephone surveys using a data collection system supporting both the phone and web modes, providing an integrated sample management and data collection platform. For panelists using smartphones for web-mode surveys, the NORC survey system renders an optimized presentation of the survey questions for these mobile users.

Panel Management and Maintenance

Panel management and maintenance are crucial for panel health and efficiency. NORC maintains strict panel management rules to limit respondent burden, reduce panel attrition, and minimize the risk of panel fatigue. On average, Amplify AAPI panelists are invited to participate in client studies once a month. NORC researchers work with NORC clients to create surveys that provide an appropriate user experience for AAPI panelists. NORC will not field surveys that, in our professional judgment, will result in a poor user experience for our panelists.

Weighting

NORC is a leader in advanced weighting procedures to minimize survey bias, particularly in probability-based panels. At present the weighting protocols for Amplify AAPI are being designed and constructed for production use. This section will be expanded as procedures becomes standardized.

How to Describe ChicagoSpeaks

For purposes of publication, when describing the ChicagoSpeaks Panel and its methodology, we recommend using the following language:

> Funded and operated by NORC at the University of Chicago, **ChicagoSpeaks®** is a probability-based panel designed to be representative of the city of Chicago household population. In 2024, NORC completed a survey named the Chicago PD Consent Decree Survey for the University of Illinois at Chicago (UIC), which utilized an address-based sample of Chicago, IL residents. At the end of this survey, respondents were asked if they would like to participate in more surveys related to Chicago. All respondents who consented to being contacted for additional surveys were contacted to be recruited into ChicagoSpeaks, so long as their address did not change to outside of the city of Chicago, IL city limits (e.g., removed sample that moved out of Chicago city limits). Those that consented to joining ChicagoSpeaks and continue to report living in Chicago comprise the ChicagoSpeaks panel. Households without conventional internet access but having web access via smartphones are allowed to participate in ChicagoSpeaks surveys by web. ChicagoSpeaks panelists participate in NORC studies on behalf of governmental agencies, academic researchers, and media and commercial organizations.

For a less technical, panel-specific description of **ChicagoSpeaks**, we recommend:

ChicagoSpeaks is the first Chicago multi-client household panel combining the speed and cost-effectiveness of panel surveys with enhanced representativeness of the Chicago population, an industry-leading response rate, and an innovative and thorough Project Methods and Transparency Report. Since its founding by NORC at the University of Chicago in 2024, ChicagoSpeaks has produced quarterly surveys, ChicagoSpeaks is the most scientifically rigorous multi-client Chicago panel available in the U.S. market. https://www.norc.org/research/projects/chicagospeaks.html