

AmeriCorps NCCC Recruitment Marketing Contract

External Audience Survey: Sampling Plan

November 30, 2018

This survey of general youth will be fielded by using a non-probability web panel, aiming for 500 completes of ages 16-26 among U.S. general population who had no prior service with AmeriCorps NCCC. The quotas below will be used to select a sample from general U.S. youth and young adult panels. The quotas are designed in proportion to the population distribution of American Community Survey (ACS) data, taking gender, age (i.e., 16-19, 20-22, and 23-26), and race/ethnicity (i.e., White Non-Hispanic, Black Non-Hispanic, Hispanic, and Other Non-Hispanic) into account, so that the resulting sample will be self-weighted and reflective of the demographic composition of the U.S. general youth 16-26. The table below provides the counts for gender, age, and race/ethnicity quotas corresponding to 500 total survey completes.

	White Non-Hispanic	Black Non-Hispanic	Hispanic	Other Non-Hispanic	Total
16-19 Male	48	13	20	8	89
20-22 Male	40	11	16	7	74
23-26 Male	51	13	20	9	93
16-19 Female	47	12	19	8	86
20-22 Female	38	10	14	6	68
23-26 Female	50	13	18	9	90
Total	274	72	107	47	500

