

## **Recruitment and Informed Consent Plan**

This appendix contains scripts for recruiting participants for focus groups, cognitive interviews, and pilot testing from the NORC at the U. of Chicago AmeriSpeak Panel.

The appendix also contains scripts for recruitment of participants into the AmeriSpeak Panel. This is not part of the recruitment for this pretesting. The participants in pretesting will be drawn from participants who have already been recruited to be part of the AmeriSpeak Panel. Privacy assurances and informed consent are obtained at the time of enrollment in the AmeriSpeak Panel. We are including the AmeriSpeak Panel recruitment script as background information on how privacy is being maintained by NORC at the U. of Chicago. Additional information needed for specific informed consent for each activity (e.g., a focus group) is given to AmeriSpeak panelists in the invitation to participate in that activity. This information includes the purpose of the activity, how long it will take, and the number of AmeriPoints that will be awarded upon completion of the activity.

### Contents:

1. Focus group participant recruiting script and informed consent
2. Cognitive interview participant recruiting script and informed consent
3. Pilot testing participant recruiting script and informed consent
4. Background on AmeriSpeak Panel recruitment, including recruitment and informed consent
5. Time burden estimates



# 1. Focus group participant recruiting script and informed consent

This online AmeriSpeak survey is a screening survey to determine the AmeriSpeak panelist's eligibility for the focus group.

## Adult Standard Survey Email invitation

Email Subject: You're invited to complete your new AmeriSpeak survey (SID: [Survey.ID])

Email Body:

		Having trouble viewing this email? <a href="#">View it in your browser.</a>
		
<p><b>You're invited to complete your new AmeriSpeak survey</b></p>		
<p><b>Begin your Survey</b></p>		
<p>And if you are eligible, Earn 25,000 AmeriPoints.</p>		

Dear [FIRSTNAME],

Thank you for the valuable insights you provide to us at AmeriSpeak. We have a new survey for you. Please complete it at your earliest convenience, and if you are eligible, get 25,000 AmeriPoints!

[Begin your Survey](#)

Remember once you have 10,000 AmeriPoints, you can redeem them for a variety of things, such as a Visa rewards card or an Amazon gift card.

We look forward to hearing from you — and hearing your opinions!

Sincerely,

The AmeriSpeak Team



This email is intended for [FIRSTNAME] ([MEMBER\_PIN]).

Having trouble with the link? You can copy and paste this into your browser: [https://survey.amerispeak.org/SE/?\[\\$PURLPARAMS\]](https://survey.amerispeak.org/SE/?[$PURLPARAMS]) You can also go to [my.AmeriSpeak.org](https://my.AmeriSpeak.org) or the AmeriSpeak app, log in using your member credentials and click on the "Start Survey" button in your dashboard page. Need more help? Email [support@AmeriSpeak.org](mailto:support@AmeriSpeak.org) or call toll-free (888) 326-9424. **AmeriSpeak Support:** 55 E Monroe St, 19th Floor, Chicago, IL 60603. Copyright AmeriSpeak 2019. Use of any content or images is prohibited without prior written approval.



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If the AmeriSpeak Panelist is eligible, a screen with the following text will appear:

We want your help in developing a survey on the value people place on reducing the risk of foodborne illnesses. We are partnering with the US Department of Agriculture Economic Research Service (USDA ERS) and Resources for the Future to provide feedback on a survey (OMB Control Number 0536-0073, Expiration 4/30/2025) being developed on this topic by inviting a small number of AmeriSpeak panelists to participate in small focus groups. The focus group will be conducted by researchers from ERS and Resources for the Future.

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If you would like to participate, you will be asked to indicate when you are available between \_\_\_\_\_ and \_\_\_\_\_. The focus group will be conducted on Zoom set up by AmeriSpeak.

The focus group will take about two hours to complete and panelists who complete the focus group will receive 25,000 AmeriSpeak points!.

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You will be participating in a discussion on Zoom. AmeriSpeak will set up the Zoom call. You will need to be in a private, quiet space so that you can speak with the moderator and other participants. You also will need to be able to look at a screen (preferably on a screen larger than your smartphone) while also talking with the interviewer through Zoom. The discussion will be recorded so that the research team can refer to it in developing the survey. AmeriSpeak will store the recording securely and will share it only with the research team for the purpose of improving the survey.

You will get a chance to tell us the best dates/times for a focus group with a researcher from USDA and Resources for the Future on the following screens.

Are you willing and available to participate in this type of focus group?

1. Yes
2. No

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WINTRO\_1

Thank you for agreeing to participate in our new AmeriSpeak focus group (OMB Control Number 0536-0073, Expiration 4/30/2025) on foodborne illness!

This interview is being conducted in compliance with the Confidential Information Protection and Statistical Efficiency Act, otherwise known as CIPSEA. CIPSEA provides protection for information collected for statistical purposes under a pledge of confidentiality. CIPSEA-protected information is not subject to Freedom of Information Act requests.

**Assurance of Confidentiality:** The information you provide will be used for statistical purposes only. Your response will be kept confidential and any person who willfully discloses ANY identifiable information about you or your operation is subject to a jail term, a fine, or both. This survey is conducted in accordance with the Confidential Information Protection and Statistical Efficiency Act of 2018, Title III of Pub. L. No. 115-435, codified in 44 U.S.C. Ch. 35 and other applicable Federal laws.



The Paperwork Reduction Act requires that the USDA display an OMB control number on all public information requests along with the address where you can send comments regarding the study. You are not required to respond unless a currently valid OMB approval number is displayed. The OMB number for this study is 0536-0073, Exp 04/30/2025. The time to complete this information collection is estimated to be 120 minutes. If you have any comments regarding this study, please write to: [ERSfbdWTPSurvey@usda.gov](mailto:ERSfbdWTPSurvey@usda.gov).

2. Cognitive interview participant recruiting script and informed consent  
This online AmeriSpeak survey is a screening survey to determine the AmeriSpeak panelist's eligibility for the cognitive interview.

### Adult Standard Survey Email invitation

Email Subject: You're invited to complete your new AmeriSpeak survey (SID: [Survey.ID])

Email Body:

		Having trouble viewing this email? <a href="#">View it in your browser.</a>
		
<p><b>You're invited to complete your new AmeriSpeak survey</b></p>		
<p><b>Begin your Survey</b></p>		
<p>And if you are eligible, Earn 25,000 AmeriPoints.</p>		

Dear [FIRSTNAME],

Thank you for the valuable insights you provide to us at AmeriSpeak. We have a new survey for you. Please complete it at your earliest convenience, and if you are eligible, get 25,000 AmeriPoints!

[Begin your Survey](#)

Remember once you have 10,000 AmeriPoints, you can redeem them for a variety of things, such as a Visa rewards card or an Amazon gift card.

We look forward to hearing from you — and hearing your opinions!

Sincerely,

The AmeriSpeak Team



This email is intended for [FIRSTNAME] ([MEMBER\_PIN]).

Having trouble with the link? You can copy and paste this into your browser: [https://survey.amerispeak.org/SE/?\[\\$PURLPARAMS\]](https://survey.amerispeak.org/SE/?[$PURLPARAMS]) You can also go to [my.AmeriSpeak.org](https://my.AmeriSpeak.org) or the AmeriSpeak app, log in using your member credentials and click on the “Start Survey” button in your dashboard page. Need more help? Email [support@AmeriSpeak.org](mailto:support@AmeriSpeak.org) or call toll-free (888) 326-9424. **AmeriSpeak Support:** 55 E Monroe St, 19th Floor, Chicago, IL 60603. Copyright AmeriSpeak 2019. Use of any content or images is prohibited without prior written approval.



If the AmeriSpeak Panelist is eligible, a screen with the following text will appear:

We want your help in developing a survey on the value people place on reducing the risk of foodborne illnesses. We are partnering with the US Department of Agriculture Economic Research Service (USDA ERS) and Resources for the Future to provide feedback on a survey (OMB Control Number 0536-0073, Expiration 4/30/2025) being developed on this topic by inviting a small number of AmeriSpeak panelists to participate in virtual interviews. The interviews will be conducted by researchers from Resources for the Future and ERS.

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If you would like to participate, you will be asked to indicate when you are available between <u>Month/day</u> and <u>Month/day</u>. You will get to preview web survey questions that we are currently developing and provide LIVE feedback on the survey questions!

The interview will take no more than 90 minutes to complete and panelists who complete the interview will receive 25,000 AmeriSpeak points!.

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You will be participating in a discussion on Zoom. AmeriSpeak will set up the Zoom call. You will need to be able to look at a screen (preferably on a screen larger than your smartphone) while also talking with the interviewer through Zoom. AmeriSpeak will store the recording securely and will share it only with the research team for the purpose of improving the survey.

You will get a chance tell us the best date/times for an interview with a researcher from ERS and Resources from the Future on the following screens.

Are you willing and available to participate in this type of interview?

**RESPONSE OPTIONS:**

1. Yes
2. No

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Thank you for your interest in participating in a virtual interview with researchers from ERS and Resources for the Future!

This interview is being conducted in compliance with the Confidential Information Protection and Statistical Efficiency Act, otherwise known as CIPSEA. CIPSEA provides protection for information collected for statistical purposes under a pledge of confidentiality. CIPSEA-protected information is not subject to Freedom of Information Act requests.



**Assurance of Confidentiality:** The information you provide will be used for statistical purposes only. Your response will be kept confidential and any person who willfully discloses ANY identifiable information about you or your operation is subject to a jail term, a fine, or both. This survey is conducted in accordance with the Confidential Information Protection and Statistical Efficiency Act of 2018, Title III of Pub. L. No. 115-435, codified in 44 U.S.C. Ch. 35 and other applicable Federal laws.

The Paperwork Reduction Act requires that the USDA display an OMB control number on all public information requests along with the address where you can send comments regarding the study. You are not required to respond unless a currently valid OMB approval number is displayed. The OMB number for this study is 0536-0073, Exp 04/30/2025. The time to complete this information collection is estimated to be 90 minutes. If you have any comments regarding this study, please write to: [ERSfbdWTPSurvey@usda.gov](mailto:ERSfbdWTPSurvey@usda.gov).

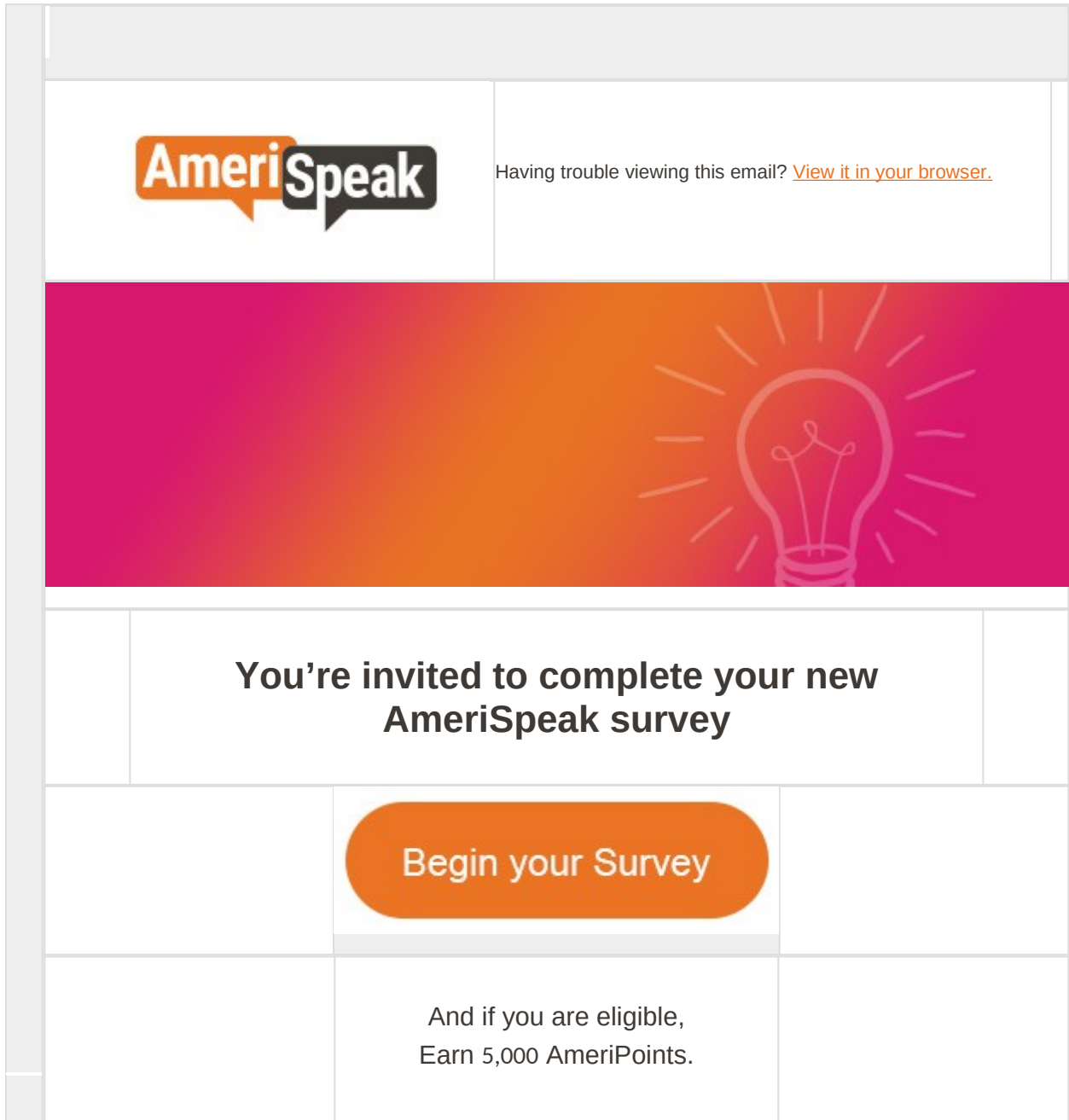
### 3. Pilot testing participant recruiting script and informed consent

Respondents will be sent an email inviting them to take the online survey. When they begin the survey they will see the text included below. Any screening will be at the beginning of the pilot survey.

#### Adult Standard Survey Email invitation

Email Subject: You're invited to complete your new AmeriSpeak survey (SID: [Survey.ID])

Email Body:



Dear [FIRSTNAME],

Thank you for the valuable insights you provide to us at AmeriSpeak. We have a new survey for you. Please complete it at your earliest convenience, and if you are eligible, get 5,000 AmeriPoints!/

[Begin your Survey](#)

Remember once you have 10,000 AmeriPoints, you can redeem them for a variety of things, such as a Visa rewards card or an Amazon gift card.

We look forward to hearing from you — and hearing your opinions!

Sincerely,

The AmeriSpeak Team



This email is intended for [FIRSTNAME] ([MEMBER\_PIN]).

Having trouble with the link? You can copy and paste this into your browser: [https://survey.amerispeak.org/SE/?\[\\$PURLPARAMS\]](https://survey.amerispeak.org/SE/?[$PURLPARAMS]) You can also go to [my.AmeriSpeak.org](https://my.AmeriSpeak.org) or the AmeriSpeak app, log in using your member credentials and click on the “Start Survey” button in your dashboard page. Need more help? Email [support@AmeriSpeak.org](mailto:support@AmeriSpeak.org) or call toll-free (888) 326-9424. **AmeriSpeak Support:** 55 E Monroe St, 19th Floor, Chicago, IL 60603. Copyright AmeriSpeak 2019. Use of any content or images is prohibited without prior written approval.



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Thank you for agreeing to participate in our new AmeriSpeak survey!

This survey (OMB Control Number 0536-0073, Expiration 4/30/2025) is about the value people place on reducing the risk of foodborne illnesses and is sponsored by the US Department of Agriculture Economic Research Service (USDA ERS).

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To thank you for sharing your opinions, we will give you a reward of 5,000 AmeriPoints after completing the survey. As always, your answers are confidential.

This survey is being conducted in compliance with the Confidential Information Protection and Statistical Efficiency Act, otherwise known as CIPSEA. CIPSEA provides protection for information collected for statistical purposes under a pledge of confidentiality. CIPSEA-protected information is not subject to Freedom of Information Act requests.

**Assurance of Confidentiality:** The information you provide will be used for statistical purposes only. Your response will be kept confidential and any person who willfully discloses ANY identifiable information about you or your operation is subject to a jail term, a fine, or both. This survey is conducted in accordance with the Confidential Information Protection and Statistical Efficiency Act of 2018, Title III of Pub. L. No. 115-435, codified in 44 U.S.C. Ch. 35 and other applicable Federal laws.

The Paperwork Reduction Act requires that the USDA display an OMB control number on all public information requests along with the address where you can send comments regarding the study. You are not required to respond unless a currently valid OMB approval number is displayed. The OMB number for this study is 0536-0073, Exp 4/30/2025. The time to complete this information collection is estimated to be 30 minutes. If you have any comments regarding this study, please write to: [ERSfbdWTPSurvey@usda.gov](mailto:ERSfbdWTPSurvey@usda.gov).

#### 4. Background on AmeriSpeak Panel Recruitment and Confidentiality Assurance

NORC will provide pretest and pilot testing subjects drawn from their probability-based AmeriSpeak Panel. NORC recruits AmeriSpeak panel participants through address-based sampling, engaging with 40 percent of those who do not respond to multiple mailings in in-person, face-to-face field recruiting. This follow-up strategy secures respondents who are more likely to be low income, young, non-white, and less educated, groups that are underrepresented in most surveys. The result is a sample of Americans that reflect the U.S. Census within 1 to 2 percentage points on key demographics.

AmeriSpeak is a pre-enrolled household survey panel designed to be representative of the U.S. population that includes panelists age 13 and older. As part of their enrollment, every AmeriSpeak panelist is promised that they will be awarded points for each survey or pretest they complete. Respondents redeem these points for cash, Amazon gift codes, virtual Mastercard current, or physical goods via the AmeriSpeak Panel member web portal or by calling the AmeriSpeak support toll-free telephone number. Further information on the AmeriSpeak panel and the recruitment protocol is provided in Appendix 6: AmeriSpeak Technical Overview. The recruitment is reviewed and approved by NORC's Institutional Review Board. The AmeriSpeak panel also has a Certificate of Confidentiality from the Department of Health and Human Services which provides additional protections for identifiable, sensitive research data.

The AmeriSpeak recruitment script is provided below.

AmeriSpeak Privacy assurances are provided in Appendix 4 Supplement A.

## 4. AMERISPEAK PANEL RECRUITMENT AND CONSENT

### -- TELEPHONE Recruitment

[Note: AmeriSpeak participants are typically recruited by mail which directs respondents to AmeriSpeak's website, but telephone recruiting is also done. We present the telephone recruiting script first because it is relatively short. We will present the webpages included online in a description of online recruiting]

Hello, my name is [NAME]. I am with NORC at the University of Chicago, and I am calling about AmeriSpeak.

I am calling about an invitation packet from AmeriSpeak that we recently mailed to:

[ADDRESS1]

[ADDRESS2]

[CITY] [STATE] [ZIPCODE]

---

This call may be recorded for quality purposes. Am I speaking with someone who is 18 years of age or older?

---

Before we continue, have I called you on your cell phone? If you are currently doing any activity that requires your full attention, I need to call you back at a later time.

1. CONTINUE
2. UNABLE TO CONTINUE
3. NOT A CELL PHONE (CHANGE TO Y\_FCELLP=0)

[For Interviewer if needed:] AmeriSpeak is a great way to express your opinions and get rewards. Our organization, NORC at the University of Chicago, has been conducting research in the public interest for more than 80 years.

We are contacting you because your address was randomly selected to represent your community. If you join AmeriSpeak, we will invite you to complete a few short (5-15 minutes) surveys per month, by phone or internet. And we thank you with \$2-5 for each survey you complete.

For registering today, we will thank you with AmeriPoints worth \$[INCENTDLR]. We will never attempt to sell you anything. We only want to hear your opinions. Let me start by asking you a few questions?

---

Do you prefer to take this survey in English or Spanish? If your primary language is Spanish, we encourage you to take the survey in Spanish.

---

Before we continue, I want to make sure that we have reached the address that we intended to reach. Is this your [IF P\_BATCH=MR1: mailing address IF P\_BATCH<>MR1: residential address]?

---

What is your age? \_\_\_\_\_ (TERMINATE IF UNDER 18)

---

**The number we have is** *[Display phone number received]*

Will this be the best contact phone number for you?

---

Would you please say and spell your first name?

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Thank you! Your participation in AmeriSpeak is voluntary. You may choose not to answer any questions you don't wish to answer. You may withdraw your participation in AmeriSpeak at any time.

We take all possible steps to protect your privacy, and we will use your answers only for statistical research. NORC will not share information that would disclose your identity with any clients unless you give us permission to do so.

To further help NORC protect your privacy, we have obtained a Certificate of Confidentiality from the National Institutes of Health. The researchers can use this Certificate to legally refuse to disclose information that may identify you in any federal, state, or local civil, criminal, administrative, legislative, or other proceedings, for example, if there is a court subpoena. The researchers will use the Certificate to resist any demands for information that would identify you.

You should understand that a Certificate of Confidentiality does not prevent you or a member of your family from voluntarily releasing information about yourself or your involvement in this research. If an insurer, medical care provider, or other person obtains your written consent to receive research information, then the researchers will not use the Certificate to withhold that information. In appreciation for your participation, you will receive <<INCENTWCOMMA>> AmeriPoints worth \$ [INCENTDLR] for completing your first survey. You will receive between 2,000-5,000 AmeriPoints, which can be redeemed for rewards worth between \$2 and \$5 for additional surveys you complete.

If this is agreeable to you, I'd like to continue now unless you have any further questions.

01. Yes, agreed - [CONTINUE TO RECRUIT]

02. No, does not agree – [TERMINATE CALL AND DISPLAY: Unfortunately, we won't be able to enroll you right now as we need your consent to complete your registration. **PAUSE**. Thank you for talking to us. If you have any questions, you can contact AmeriSpeak at 800-860-1178.]

The recruitment interview continues with questions about demographics.



## PANEL RECRUITMENT AND CONSENT – WEB

Potential AmeriSpeak Panelists will be sent the letter below directing them to the AmeriSpeak website if they are interested in learning more about being an AmeriSpeak Panelist.



Share your **opinion**. Represent your community.

[Cover\_Letter\_Date]

Dear [Name],

**You matter, and what you think matters to us at AmeriSpeak®.** We have chosen you to join AmeriSpeak, a panel of adults selected to represent all Americans. We will ask you to complete surveys about topics that impact your life, like health, education, services, and politics. When you complete surveys, you will get AmeriPoints that can be redeemed for Mastercard® Reward Cards, Amazon.com Gift Cards, or other rewards. Anyone in your household 18 years of age or older can become a member of AmeriSpeak.

You can complete surveys online or by phone. The first survey takes about 15 minutes to complete.

1. GO TO [WWW.AMERISPEAK.ORG](http://WWW.AMERISPEAK.ORG) OR CALL (800) 860-1178
2. CLICK ON "REGISTER NOW" AND ENTER YOUR UNIQUE PIN: [PIN]
3. COMPLETE YOUR FIRST SURVEY BY [EARLY BIRD DATE], AND GET AMERIPOINTS WORTH \$[TOTALDLR]

*If you complete after [early bird date], you will get AmeriPoints worth \$[INCENTDLR]*

**Why did we pick you?** We want the leaders and policymakers who make decisions that impact our lives to know what you think. We are counting on you to be the voice of people who are like you; if you don't join, people like you may not be represented as they should be.

**How did we pick you?** We use a scientific process to randomly select addresses from among all U.S. addresses. Your address was selected. This random selection means that people of different ages, races, regions, employment statuses, and education levels are members of AmeriSpeak.

The \$[CASH] bill is a thank you. We've enclosed a brochure that tells you more about AmeriSpeak and how we protect your information and survey answers. If you have questions, contact us at [info@AmeriSpeak.org](mailto:info@AmeriSpeak.org) or call us at (800) 860-1178. Include your PIN so we can answer your questions as quickly as possible. Please join AmeriSpeak today!

Sincerely yours,

Michael Dennis, PhD  
Executive Director, AmeriSpeak

**AmeriSpeak**  
55 E. Monroe St., 19th Floor, Chicago, IL 60603 | [www.AmeriSpeak.org](http://www.AmeriSpeak.org) | (800) 860-1178  
Like us on: [facebook.com/AmeriSpeakSurveys](https://www.facebook.com/AmeriSpeakSurveys)



If the potential panelist goes to [www.AmeriSpeak.org](http://www.AmeriSpeak.org) as instructed in their invitation letter, they will see the following screens:



## AmeriSpeak Registration

You're one step away from being a member of the leading opinion-sharing platform. Complete the portal account creation below and get started receiving AmeriPoints rewards!

To get started, enter the AmeriSpeak PIN in the field below.

PIN

### Your AmeriSpeak Pin

Your PIN is a unique 6-digit number used to identify your account. It can be found in your invitation card or letter.

Residential ZIP Code (5-digits)

First Name

Last Name

Age

Email Address

Confirm Email Address

Create Password [Password rules](#)

Confirm Password



Create an account using your PIN (see invitation mailed to you)



Your privacy is important to us

Keeping your personal information private is important to you and to us.

We take special security precautions to protect your personally identifiable information.

We use your email as your unique identifier and never share it with others. For more information, see our [Privacy Policy](#).

Above page in higher resolution:

The screenshot shows a web browser window with the URL `amerispeak.org/join`. The page header includes the AmeriSpeak logo, navigation links for Home, About AmeriSpeak, FAQ, and Contact Us, and a language selector for ESPAÑOL. A NORC logo is also present. A banner at the top right asks if the user has been invited to join and provides links for REGISTER NOW! and SIGN IN. The main content area is titled "AmeriSpeak Registration" and contains the following text: "You're one step away from being a member of the leading opinion-sharing platform. Complete the portal account creation below and get started receiving AmeriPoints rewards! To get started, enter the AmeriSpeak PIN in the field below." Below this text is a form with three input fields: "PIN", "Your AmeriSpeak Pin" (with a sub-explanation: "Your PIN is a unique 6-digit number used to identify your account. It can be found in your invitation card or letter."), and "Residential ZIP Code (5-digits)". To the right of the form is a circular icon depicting a hand holding a smartphone with a PIN being entered. Below the icon, the text reads: "Create an account using your PIN (see invitation mailed to you)". The browser's address bar and the Windows taskbar are visible at the bottom of the screenshot.

Join - AmeriSpeak

amerispeak.org/join

Your PIN is a unique 6-digit number used to identify your account. It can be found in your invitation card or letter.

**Residential ZIP Code (5-digits)**

**First Name**

**Last Name**

**Age**

Select Age Range

**Email Address**

**Confirm Email Address**

**Create Password** [Password rules](#)

**Create an account using your PIN (see invitation mailed to you)**

**Your privacy is important to us**

Keeping your personal information private is important to you and to us.

We take special security precautions to protect your personally identifiable information.

We use your email as your unique identifier and never share it with others. For more information, see our [Privacy Policy](#).

TrustedSite

Type here to search

48°F Cloudy 2:19 PM 2/27/2023

Join - AmeriSpeak x +

← → ↻ 🏠 amerispeak.org/join

Confirm Email Address

Create Password ⓘ Password rules

Confirm Password

How Does AmeriSpeak from NORC Work?

- Your participation in AmeriSpeak and in any AmeriSpeak survey is voluntary. You may leave AmeriSpeak at any time.
- AmeriSpeak will invite you to participate in surveys at your convenience.
- We protect your privacy as described in our [Privacy Policy](#) and in our mailing to your household.
- To further protect your privacy, NORC has obtained a Certificate of Confidentiality from the National Institute of Health. More information is described in our [Privacy Policy](#).
- Your membership in AmeriSpeak is governed by our [Terms and Conditions](#).

Create Account

By clicking Create Account, you agree to our [Terms & Conditions](#)

TrustedSite

Type here to search

48°F Cloudy 2:20 PM 2/27/2023

Browser tabs: About AmeriSpeak - AmeriSpeak x

Address bar: amerispeak.org/about-amerispeak

Navigation: Home About AmeriSpeak FAQ Contact Us

Language: ESPAÑOL NORC

Registration prompts: Have you been invited to join AmeriSpeak? REGISTER NOW! Already have a Member Account? SIGN IN

### About AmeriSpeak from NORC

AmeriSpeak is a panel of adults scientifically selected to be the voice of their communities. Members share their opinions, represent their communities, and receive AmeriPoints rewards by answering surveys online, through the AmeriSpeak App, or by phone.

#### How Does AmeriSpeak Work?

If your home has been selected, you should have received an invitation by mail or a phone call from one of our researchers.

- Take AmeriSpeak surveys by web, by AmeriSpeak App, or by telephone.
- Get rewards, up to \$5 or more, for each survey you complete.
- On average, you will receive 2 to 4 survey invitations a month.
- Most surveys take 5 to 15 minutes. If they take longer, we will give you more rewards.
- Surveys are about issues that affect your everyday life: current events and trends in society, new ideas for products and policies, business and finance, health care, and personal technology.
- Your privacy and confidentiality are protected. You control your personal information, and we protect your information. We will never share your information to clients or telemarketers without your permission.
- We want only your opinions. We are not selling you anything.

Have you been invited to join AmeriSpeak?

Joining online is easy.

[REGISTER NOW!](#)

Already have a Member Account? [SIGN IN](#)

Windows taskbar: Type here to search, 48°F Cloudy, 2:21 PM 2/27/2023

• We want only your opinions. We are not selling you anything.

### What is NORC at the University of Chicago?

NORC at the University of Chicago created AmeriSpeak.

NORC is an objective and nonpartisan research institution that has been conducting impactful research for over 75 years. NORC studies inform government, business, and nonprofits to help them understand important topics related to society, education, employment, human development, and finance. Organizations such as Consumer Reports, the American Cancer Society, American Red Cross, Associated Press, Harvard University, National Institutes of Health, National Science Foundation, U.S. Department of Education, U.S. Department of Veterans Affairs, and many more, have asked NORC to conduct research for them. Some of NORC's most well-known studies are the [General Social Survey \(GSS\)](#), [National Longitudinal Surveys of Youth \(NLSY\)](#) and [Survey of Consumer Finances \(SCF\)](#).

Our research is featured in *The Associated Press*, *Bloomberg*, *Huffington Post*, *The New York Times*, and *Wall Street Journal*, and is shown on news programs such as *CNN*, *Fox News*, *NBC News*, *Telemundo*, and *Univision*. Visit [NORC.org](#) to learn more.

Join AmeriSpeak today. We look forward to hearing your opinions!



### AmeriSpeak®

55 E Monroe St., 19th Floor, Chicago, IL 60603  
[info@AmeriSpeak.org](mailto:info@AmeriSpeak.org) | (800) 860-1178

[Terms and Conditions](#) | [Privacy Policy](#) | [Accessibility](#)  
© 2023 NORC at the University of Chicago



### Enjoy AmeriSpeak On The Go!

Download the AmeriSpeak app to your mobile device and reward yourself instantly.



### Connect With Us

Join us on our social networks.





FAQ - AmeriSpeak

amerispeak.org/faq

Welcome to NORC at the University of Chicago's leading opinion-sharing platform

ESPAÑOL NORC

**AmeriSpeak** Home About AmeriSpeak **FAQ** Contact Us

Have you been invited to join AmeriSpeak? **REGISTER NOW!**  
Already have a Member Account? **SIGN IN**

## Frequently Asked Questions

Have a question about AmeriSpeak? See if we've already got an answer for you in FAQs below. If you still want to ask us something, you can always [get in touch](#).

### MEMBERSHIP

- + How did you pick me?
- + What difference can I make by joining AmeriSpeak?
- + Why AmeriSpeak?
- + What do I do as a member of AmeriSpeak?
- + I am on a "Do Not Call" list, why are you calling me?
- + Can my friends and family join AmeriSpeak?

### Have you been invited to join AmeriSpeak?

Joining online is easy.

**REGISTER NOW!**

Already have a Member Account? **SIGN IN**

### AmeriSpeak In The News

See more at [NORC.org](#)

**PBSO NEWS HOUR** Majority in U.S. oppose major role in Russia-Ukraine conflict, says AP-NORC poll

Super Bowl LVII total viewing

TrustedSite

Type here to search

48°F Cloudy 2:29 PM 2/27/2023

FAQ - AmeriSpeak

amerispeak.org/faq

Can my friends and family join AmeriSpeak?

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### SURVEYS

- What are the surveys about?
- How often will you contact me for surveys ?
- How long are the surveys?
- Who asks AmeriSpeak to do these surveys?

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### PRIVACY

- What kind of information do you collect about me?
- How do you use my personal information?
- How do you protect my information and survey responses?

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### REWARDS

- How do I get rewards?

See more at NORC.org

**PBSO NEWS HOUR** Majority in U.S. oppose major role in Russia-Ukraine conflict, says AP-NORC poll

**NFL** Super Bowl LVII total viewing audience estimated at over 208 million

**yahoo!** Will virus be 'over'? Most Americans think not: AP-NORC poll

**Need help? Have a question?**  
We have you covered!

**Email us:**  
[info@AmeriSpeak.org](mailto:info@AmeriSpeak.org)

**Call us toll-free:**  
(800) 860-1178

**Hours of operation are Central Time:**  
**Monday-Friday:** 8:00 AM to 11:00 PM  
**Saturday:** 10:00 AM to 6:00 PM  
**Sunday:** 12:00 PM to 10:00 PM

**Already a Panelist?**

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FAQ - AmeriSpeak

amerispeak.org/faq

- + How often will you contact me for surveys ?
- + How long are the surveys?
- + Who asks AmeriSpeak to do these surveys?

**PRIVACY**

**- What kind of information do you collect about me?**

In your first few surveys, we will ask for your name, address, and contact information. We will also ask you for some demographic details, such as your age, ethnicity, and level of education. Your responses to these questions will help us send you surveys that match you. We ask for information about other members of your household so that we can invite them to join AmeriSpeak.

Our surveys will then collect information about your opinions and values – such as your thoughts on social issues, about your perceptions of health and well-being, or about your experiences with a certain product category. Rest assured that we will NEVER ask for your social security number, driver's license number or your bank account number.

- + How do you use my personal information?
- + How do you protect my information and survey responses?

**REWARDS**

How do I get rewards?

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Will virus be 'over'? Most Americans think not: AP-NORC poll

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### PRIVACY

- + What kind of information do you collect about me?
- **How do you use my personal information?**

We at NORC deeply value your trust. We use your personal information to let you know of new surveys, to send you your rewards, or to update you about AmeriSpeak. We will never share your personal information to our clients unless you give us explicit permission to do so. We will not use your personal identifying information to sell or market goods or services to you. Review our [Privacy Policy](#) for more details about how we use information you share with us.

- + How do you protect my information and survey responses?

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### REWARDS

- + How do I get rewards?
- + How do I redeem my rewards?

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### PRIVACY

- + What kind of information do you collect about me?
- + How do you use my personal information?
- **How do you protect my information and survey responses?**

The security of your personal information and survey response data are essential to our success and credibility at AmeriSpeak and NORC. Over our 75 years of conducting social and policy research for U.S. Federal agencies, State governments, and foundations, we have established security measures, including encryption methods and access protocols, to help protect the security and confidentiality of your data.

We protect the identities of our AmeriSpeak members by using tools and methods to make sure that there is no reasonable possibility of identifying an individual person in our reports and the reports prepared by our clients. We deliver only anonymized information (no personally identifying information) to our clients. We group your responses with the responses of many others to produce our statistical and client reports.

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## REWARDS

- + How do I get rewards?
- + How do I redeem my rewards?
- + Why are my rewards given in AmeriPoints?
- + Do my rewards expire?

## GETTING IN TOUCH

- + How do I contact you?
- + Are you on social media?

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### Enjoy AmeriSpeak On The Go!

Download the AmeriSpeak app to your mobile device.

### Connect With Us

Join us on our social networks.



Support line at (888) 326-9424.

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