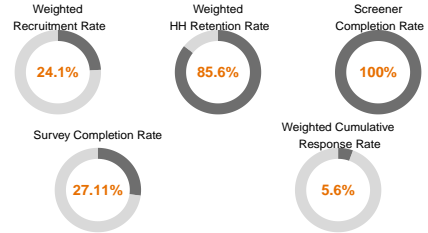


OVERVIEW

Date of Report: December 12, 2019 Start Date: November 11, 2019
 Project Title: Public Understanding of the Humanities End Date: November 25, 2019
 Project Number: 8683 Sampled Units: 18498
 Prepared For: American Academy of Arts and Sciences Completed Interviews: 5015
 Expected Elig.: 100.0% Design Effect: 1.75
 Observed Elig.: 100.0% Margin of Error: 1.83%
 Study Population: 18+ Gen Pop Median Intvw. Length: 12 minutes

RESPONSE RATES



BENCHMARK COMPARISON

| | Unweighted | Weighted | Benchmark | Difference | |
|-------------------------------------|------------|----------|-----------|------------|--|
| Household Income | | | | 8.4 | |
| Less than \$30,000 | 25.7 | 27.8 | 17 | 10.8 | |
| \$30,000 to \$74,999 | 39.3 | 37.9 | 31.9 | 6 | |
| \$75,000 to \$124,999 | 23 | 22.1 | 24.2 | 2.1 | |
| \$125,000 Plus | 12.1 | 12.2 | 26.8 | 14.6 | |
| Age | | | | 0.6 | |
| 18 - 34 | 31.6 | 31 | 29.7 | 1.3 | |
| 35 - 49 | 25.5 | 23.2 | 24.5 | 1.3 | |
| 50 - 64 | 23.7 | 24.8 | 24.8 | 0 | |
| 65+ | 19.2 | 21.1 | 21.1 | 0 | |
| Race/Ethnicity | | | | 1.3 | |
| Non-Hispanic White | 67.4 | 63.1 | 63.1 | 0 | |
| Non-Hispanic Black | 10.4 | 11.8 | 11.8 | 0 | |
| Hispanic | 14.4 | 16.4 | 16.4 | 0 | |
| Non-Hispanic Asian/Pacific Islander | 2.8 | 3.1 | 6.4 | 3.3 | |
| Non-Hispanic Others | 4.9 | 5.5 | 2.2 | 3.3 | |
| Education Status | | | | 0.4 | |
| Less than High School | 4.8 | 10.6 | 10.6 | 0 | |
| High School Equivalent | 18.5 | 28.3 | 28.3 | 0 | |
| Some College/Associate Degree | 43.4 | 27.8 | 27.8 | 0 | |
| Bachelor's Degree | 20.3 | 20.4 | 21.3 | 0.9 | |
| Graduate Degree | 13 | 12.9 | 12 | 0.9 | |
| Household Ownership | | | | 0.7 | |
| Owner Occupied | 62 | 67.3 | 68 | 0.7 | |
| Renter Occupied/Other | 38 | 32.7 | 32 | 0.7 | |
| Children in Household | | | | 8 | |
| With 1+ Under 18 Years | 28.9 | 25.7 | 33.7 | 8 | |
| Without Children Under 18 | 71.1 | 74.3 | 66.3 | 8 | |
| Marital Status | | | | 4.6 | |
| Currently Married | 50 | 48.4 | 53 | 4.6 | |
| Separated/Divorced/Widowed/Single | 50 | 51.6 | 47 | 4.6 | |
| Sex | | | | 0 | |
| Male | 50.2 | 48.4 | 48.4 | 0 | |
| Female | 49.8 | 51.6 | 51.6 | 0 | |
| Average Difference | | | | 3 | |

Overview Section

Sampled Units: The number of panel members sampled for the survey.

Start/End Dates: Start and end dates represent the earliest and latest contact dates of cases sampled for the survey.

Completed Interviews: The number of members completing the interview through the “thank you” screen of the interview. It does not include any interviews removed during data processing.

Interview length: Length of time for completed interviews. Interview length is calculated differently depending upon whether the interview was conducted over the phone or via web. For telephone mode, it is the time from when the respondent picks up the telephone until they hang up the telephone. For web interviews, it is the time from when they first connect to the web system to the time they log off the system or become inactive. In the case of multiple contacts, this number represents the sum of those contacts.

Margin of Error: The Margin of Error is calculated by assuming we have a binomial variable where 50% of respondents give each answer (giving the most conservative margin of error). We then calculate the Margin of Error at a 95% confidence level for that hypothetical variable assuming all completed interviews answer the question and taking into account the design effect.

Design Effect: The design effect is the amount of variance under the complex design divided by the variance under the SRS (simple random sampling). This is calculated for a minimum of five key substantive survey variables and the median value is reported.

Response Rate Section

Weighted Recruitment Rate: The weighted AAPOR RR III for the AmeriSpeak panel recruitment for recruitment cohorts sampled for the study. A recruited sample unit is defined as a household where at least one adult successfully completed the recruitment survey and joined the panel.

Weighted Household Retention Rate: Calculated at the household level, it represents the weighted percent of recruited households still available for sampling for this survey among the recruitment cohorts sampled for the study.

Screener Completion Rate: Calculated at the member level, it represents the percent of sampled members who completed the screening questions and therefore with known eligibility status for the current study. Studies without a screener have the screener completion rate as 100 percent.

Survey Completion Rate: Calculated at the member level,

- For a study without a screener: it is the percent of final respondents among sampled units for the study;
- For a study with screener: it is the percent of final respondents among eligible respondents who finished the screener;
- For a follow-up study: it is the percent of follow-up respondents among baseline respondents.

Weighted Cumulative Response Rate: The overall rate represents the product of the recruitment rate, the retention rate, and the survey completion rate. It is weighted to account for the sample design and face-to-face non-response follow-up of the initial recruitment survey.

Benchmark Comparison Section

We compare nationwide demographics (CPS March 2019) to those of our survey respondents who completed the interview, both on a weighted and unweighted basis. We use this information to determine how well AmeriSpeak respondents represent the demographics of Americans overall.



NORC Card is provided to AmeriSpeak clients in support of the AAPOR Transparency Initiative.