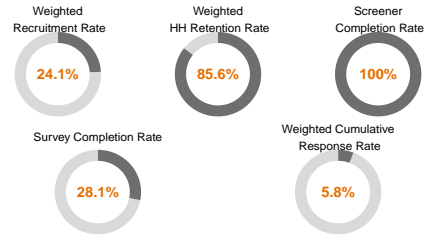


OVERVIEW

Date of Report: February 11th, 2020
Project Title: Spirituality in America 2019
Project Number: 8693
Prepared For: Hattaway Communications
Expected Elig.: 100.0%
Observed Elig.: 100.0%
Study Population: General Population age 18+

Start Date: January 16th, 2020
End Date: February 3rd, 2020
Sampled Units: 12,842
Completed Interviews: 3,609
Design Effect: 1.86
Margin of Error: 2.23%
Median Intvw. Length: 18 minutes

RESPONSE RATES



BENCHMARK COMPARISON

	Unweighted	Weighted	Benchmark	Difference	
Household Income					
Less than \$30,000	26	28.2	17	11.2	
\$30,000 to \$74,999	39.2	37.6	31.9	5.7	
\$75,000 to \$124,999	22.1	21.3	24.2	2.9	
\$125,000 Plus	12.7	12.9	26.8	13.9	
Age					
18 - 34	29.6	31	29.7	1.3	
35 - 49	24.4	23.1	24.5	1.4	
50 - 64	24.7	24.8	24.8	0	
65+	21.4	21.1	21.1	0	
Race/Ethnicity					
Non-Hispanic White	63	63.1	63.1	0	
Non-Hispanic Black	11.7	11.8	11.8	0	
Hispanic	16.9	16.4	16.4	0	
Non-Hispanic Asian/Pacific Islander	3.2	3.4	6.4	3	
Non-Hispanic Others	5.3	5.2	2.2	3	
Education Status					
Less than High School	4.7	10.6	10.6	0	
High School Equivalent	20.2	28.3	28.3	0	
Some College/Associate Degree	42.3	27.8	27.8	0	
Bachelor's Degree	19.2	20	21.3	1.3	
Graduate Degree	13.5	13.3	12	1.3	
Household Ownership					
Owner Occupied	63.3	68.1	68	0.1	
Renter Occupied/Other	36.7	31.9	32	0.1	
Children in Household					
With 1+ Under 18 Years	27.3	25.6	33.7	8.1	
Without Children Under 18	72.7	74.4	66.3	8.1	
Marital Status					
Currently Married	49.7	47.9	53	5.1	
Separated/Divorced/Widowed/Single	50.3	52.1	47	5.1	
Sex					
Male	50.3	48.4	48.4	0	
Female	49.7	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.