

The General Social Survey



GSS 2024 AmeriSpeak Oversample

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SUMMARY

This report details the inclusion of AmeriSpeak panelists as an oversample population in the 2024 General Social Survey (GSS) and the implications of including Black, Hispanic, and Asian, Native Hawaiian, and Pacific Islander (AANHPI) oversample from this sample source. This report provides an overview of the AmeriSpeak sample and its properties relevant for the 2024 GSS, and expands on previous analyses of the AmeriSpeak sample in the 2022 GSS (Wells & Sparkman, 2024).

The high-level findings are as follows:

- The AmeriSpeak cases exhibit some demographic differences from their baseline counterparts.
- Given the AmeriSpeak sample only completed the GSS on the web, there are some differences in substantive responses consistent with previous GSS work suggesting sensitivity to mode.
- U.S. population estimates exhibit minimal differences between the existing 2024 estimates without the AmeriSpeak oversample as with the AmeriSpeak oversample.
- Including the oversamples by subgroup minimally change the overall estimates for their respective subpopulations.
- The inclusion of the oversample increased subgroup sample sizes substantially, although the gains in effective sample size were more modest.
- Combining the AmeriSpeak cases with the baseline GSS cases results in a combined weighted response rate of 37.7 percent down from the baseline only response rate of 44.6 percent.

The AmeriSpeak oversample offers increased sample sizes for Black, Hispanic, and AANHPI respondents in the 2024 GSS Cross-section. And while the oversample adds many new cases to each subgroup, the design effect introduced by oversampling tempers the corresponding increases in effective sample size. Researchers are encouraged to conduct their own research to determine additional impacts.

GSS 2024 AMERISPEAK OVERSAMPLE

The General Social Survey (GSS) is a nationally representative survey historically conducted face-to-face every two years to measure the attitudes and opinions of the general public in the United States. Given face-to-face interviews could not be conducted safely in 2020, the GSS was redesigned as a self-administered web survey (supplemented with phone interviews) for collection in 2021 and as a multi-mode administration in 2022. The new multi-mode design has allowed for innovative experiments and modifications to the historical GSS, such as including an oversample of under-surveyed racial and ethnic populations from NORC's AmeriSpeak Panel.

AmeriSpeak is a large-scale, probability-based panel of U.S. households conducted by NORC. AmeriSpeak attains a response rate significantly higher than any other multi-client panel due to its extensive recruiting protocol, which includes multiple invitation mailings, phone calls, and a non-response follow-up sample that receives additional Federal Express invitations and in-person recruiting efforts (NORC, 2022).¹ For purposes of the GSS oversample, AmeriSpeak selected primary panelists aged 18 or older who were identified as Black, Hispanic, or Asian, Native Hawaiian, and Pacific Islander (AANHPI). Unlike the GSS baseline respondents, AmeriSpeak respondents were only offered the web survey mode and received a contingent post-paid incentive. The AmeriSpeak sample was asked all items on the baseline GSS, including ISSP and sponsored modules, but were not asked questions outside of the Replicating Core and sponsored modules, such as the Household Enumerating Form roster (HEF) and

¹ For more details on the design of the AmeriSpeak panel, please see their technical overview at <https://amerispeak.norc.org/content/dam/amerispeak/research/pdf/AmeriSpeak%20Technical%20Overview%202019%2002%2018.pdf>

follow-on modules (e.g., GSS Next). The 2024 AmeriSpeak oversample replicates the 2022 AmeriSpeak oversample (Wells & Sparkman, 2024).

GSS targeted a total of 600 completes from the AmeriSpeak Panel, ultimately achieving a final sample of 677 completes (see Table 1). The AmeriSpeak oversample achieved a weighted response rate (AAPOR RR3) of 3.5 percent accounting for recruitment and retention in the AmeriSpeak Panel.² The baseline sample alone saw 3,309 completes and a response rate of 44.6 percent. Combining the baseline sample and AmeriSpeak oversample, we have a combined 3,986 completes at a response rate of 37.7 percent.³

Table 1. Key Features of the 2024 GSS Design

Feature	Baseline Sample	AmeriSpeak Oversample	Baseline + AmeriSpeak
Sample Size	13,900	3,419	17,319
Completes	3,309	677	3,986
Cooperation Rate (Unweighted)	23.8%	19.8%	23.0%
Response Rate [†] (AAPOR RR3)	44.6%	19.5%	40.4%
Response Rate Accounting for AmeriSpeak Retention (AAPOR RR3)	-	3.5%	37.7%

Source: General Social Survey, 2024 (Release 3)

Note: The response rates are weighted.

† The “standard” response rate assumes the AmeriSpeak Panel as a sampling frame, which does not account for nonresponse as part of AmeriSpeak’s recruitment and retention.

An equivalent weight variable to WTSSNRPS, WTSSNRPS_AS was created to include the 677 cases from the AmeriSpeak oversample, scaled so that they sum to the number of total completed cases (3,986). WTSSNRPS_AS is the recommended weight for analyzing the combined baseline and AmeriSpeak samples for the 2024 GSS as it accounts for differential response between the GSS baseline and AmeriSpeak samples.

AmeriSpeak oversample respondents in 2024 can be identified via the variable SAMPLE = 14 or the variable AMERSTATUS = 1 (in conjunction with YEAR). Specific groups can be identified using VPSU (see Table 2). These cases are included in Release 3 single data year file but are not included in the GSS 1972-2024 Cumulative file at this time. For more details regarding the AmeriSpeak sample, how data collection compared to the baseline GSS sample, and further weighting details, please refer to the [GSS 1972-2024 Codebook](#) (Davern et al., 2026).

² If we do not account for nonresponse due to AmeriSpeak recruitment and retention (i.e., treating the AmeriSpeak Panel as a sampling frame), the final response rate for the AmeriSpeak oversample alone is 19.5 percent.

³ If we do not account for AmeriSpeak recruitment and retention (i.e., treating the AmeriSpeak Panel as a sampling frame), the final combined response rate is 40.4 percent.

Table 2. Subgroup definition and match

Subgroup	Definition	Completes	Subgroup match (Percent of completes)	Subgroup mismatch (Percent of completes)
Black	SAMPLE = 14 and VPSU = 2	234	224 (95.7%)	10 (4.3%)
Hispanic	SAMPLE = 14 and VPSU = 4	227	205 (90.3%)	22 (9.7%)
AANHPI	SAMPLE = 14 and VPSU = 6	216	207 (95.8%)	9 (4.2%)

Source: General Social Survey, 2024 (Release 3)

Note: Percentages are unweighted. Mismatch includes unconfirmed race or ethnicity.

METHODS

The purpose of this report is to measure the impact of the 2024 AmeriSpeak oversample in relation to the 2024 GSS baseline sample. The research questions we seek to answer are as follows:

1. Are the AmeriSpeak cases demographically different from their baseline GSS counterparts?
2. Do AmeriSpeak cases broadly differ in the attitudinal and behavioral responses provided by their baseline counterparts?
3. What impact does the inclusion of the AmeriSpeak oversample cases have on overall GSS estimates?
4. What impact does the inclusion of the AmeriSpeak oversample cases have on subgroup estimates for the three oversampled populations, Black, Hispanic, and AANHPI?
5. Does the inclusion of the AmeriSpeak oversample meaningfully increase the effective sample size for each oversampled population?

For these analyses, we used Release 3 of the 2024 GSS single-year data file which contains the AmeriSpeak oversample. We focus on the eight demographic variables associated with post-stratification weighting, though we consider different variations of Hispanic ethnicity and race based on the subgroup (e.g., specific Hispanic regions for the Hispanic subsample, Asian subgroups for the AANHPI subsample). In addition, we looked at 144 attitudinal and behavioral variables (see [Appendix](#) for a full list). We did not include or examine missing values (i.e., reserve codes) in this analysis.

To compare oversample subgroups with the baseline sample, we defined each of the racial/ethnic subgroups consistently across both samples using the variables HISPANIC and RACEACS. We defined Black respondents as RACEACS2 = 1, AANHPI respondents as having at least one affirmative response to RACEACS4 through RACEACS14⁴, and Hispanic respondents as those who provided any substantive response to HISPANIC apart from “No, not of Hispanic, Latino, or Spanish origin” (see Table 3). Given responses to RACEACS are based on a “select all that apply” design, this means there is some overlap across groups and that there is a possibility of an AmeriSpeak respondent providing a response to a race variable inconsistent with their subgroup assignment (see also Table 2).

⁴ For GSS 2024, RACEACS11-RACEACS13 were consolidated into RACEACS14. For more details, see the 2024 Codebook section on Disclosure Review and Limitation.

Table 3. Subgroup analytic definitions and distributions

Subgroup	Definition	Baseline sample (Percent of subgroup)	AmeriSpeak oversample (Percent of subgroup)
Black	RACEACS2 = 1	592 (71.1%)	241 (28.9%)
Hispanic	HISPANIC > 1	465 (68.1%)	218 (31.9%)
AANHPI	RACEACS4 = 1 or RACEACS5 = 1 or RACEACS6 = 1 or RACEACS7 = 1 or RACEACS8 = 1 or RACEACS9 = 1 or RACEACS10 = 1 or RACEACS14 = 1	185 (45.7%)	220 (54.3%)

Source: General Social Survey, 2024 (Release 3)

Note: Percentages are unweighted. Definition uses variable names and response values. HISPANIC = 1 is “Not Hispanic.”

When comparing demographic differences, we focused on demographics related to post-stratification weighting dimensions as these are matched to population estimates from the U.S. Census, American Community Survey (ACS), or Current Population Survey (CPS). We looked at unweighted differences by using a two-sample test for proportions with the baseline sample and AmeriSpeak oversample as our two sample groups specified as

$$z = \frac{\hat{\theta}_{AS} - \hat{\theta}_{BL}}{\sqrt{SE(\hat{\theta}_{AS})^2 + SE(\hat{\theta}_{BL})^2}} \tag{1}$$

where $\hat{\theta}_{AS}$ is the AmeriSpeak oversample estimate (i.e., proportion) and $\hat{\theta}_{BL}$ is the baseline sample estimate. In addition, we used likelihood ratio chi-square tests to look at overall variable differences for multiple category variables. For race and ethnicity, we examined slightly different combinations of these variables by subgroup (e.g., regions for Hispanic ethnicity). This same test was used for the sample comparison of the attitudinal and behavioral questions.

To compare weighted estimates, we wanted to evaluate the weighted estimate for just the baseline cases using the appropriate post-stratification weight versus the weighted estimate for the combined baseline and oversample cases using WTSSNRPS_AS, per the recommendation. To properly correspond with this weight, we estimated the associated baseline-only proportions using WTSSNRPS. We compared the ratio of the difference between the two estimates to the standard error of the original estimate using WTSSNRPS to determine changes in estimate that were large relative to standard errors:

$$\frac{\hat{\theta}_{WTSSNRPS_AS} - \hat{\theta}_{WTSSNRPS}}{SE(\hat{\theta}_{WTSSNRPS})} \tag{2}$$

We refer to the above quantity as the “difference-to-standard error ratio” or “ratio” in this brief. This ratio is not a formal statistical test, though it is patterned after many traditional statistical tests. We are unable to use standard statistical testing here given key assumptions are violated, chiefly independence of comparison groups. However, this ratio is informative regarding estimates with large differences relative to their standard errors, providing context for the full sample estimate in comparison to the baseline sample estimate. We refer to ratios greater than two as “large,” with the choice of 2 motivated by roughly approximating a 95% confidence interval around the baseline estimate.

Finally, for determining the effective sample size for each subgroup, we needed to calculate design effects for our subgroup estimates. Because design effects (and therefore effective sample sizes) are estimate specific, we

determined the effective sample size by taking the median of the estimate-specific effective sample sizes using the analytic weights. Given the use of ballot and form in GSS, many questions were not asked of all respondents. To account for these differences, we applied the estimated design effect for specific estimates to the full sample size for each subgroup:

$$n_{eff,\hat{\theta}_d} = \frac{n_d}{DEFF_{\hat{\theta}_d}} \tag{3}$$

where n_d is the full subgroup (i.e., domain) sample size for subgroup d (i.e., Black, Hispanic, AANHPI), $DEFF_{\hat{\theta}_d}$ is the estimated domain design effect for each estimate $\hat{\theta}_d$, and $n_{eff,\hat{\theta}_d}$ is the effective sample size for estimate $\hat{\theta}_d$.

RESULTS

Demographic Comparison

Our first research question considers the demographic differences between the baseline and AmeriSpeak respondents. Beginning with the Black sample, we saw differences by age with the AmeriSpeak oversample having far more persons aged 18-25 (17.3 percent compared to 10.3 percent) as opposed to the baseline which had more persons aged 45-54 (16.8 percent compared to 11.4 percent) and 65 and older (16.8 percent compared to 10.1 percent) (see Table 4). Fewer Black AmeriSpeak respondents had a less than high school education than baseline respondents (6.7 percent compared to 13.9 percent). Black respondents from AmeriSpeak were more often married compared to Black respondents obtained in the baseline sample. The AmeriSpeak sample also saw more respondents from the West census region (16.2 percent compared to 6.9 percent) compared to baseline respondents who were more from the South (59.1 percent compared to 48.1 percent).

Table 4. Demographic comparison by sample type for Black GSS respondents

Variable	Response	Baseline sample	AmeriSpeak oversample	Z-test	Chi-square
AGE	18-25	10.3	17.3	*	
	26-34	16.5	22.4		
	35-44	21.7	21.9		**
	45-54	16.8	11.4	*	
	55-64	17.9	16.9		
	65+	16.8	10.1	**	
BORN	U.S. born	91.0	92.0		n.s.
	Not U.S. born	9.0	8.0		
DEGREE	Less than high school	13.9	6.7	***	
	High school	53.1	57.1		*
	Associate/junior college	10.5	10.4		
	Bachelor's	14.4	15.8		

Variable	Response	Baseline sample	AmeriSpeak oversample	Z-test	Chi-square
	Graduate	8.1	10		
HISPANIC	Not Hispanic	94.1	93.3		n.s.
	Hispanic	5.9	6.7		
MARITAL	Married	21.8	28.6	*	n.s.
	Widowed	5.8	4.1		
	Divorced	12.9	10.0		
	Separated	5.3	5.0		
	Never married	54.2	52.3		
REGION	Northeast	13.0	12.9		***
	Midwest	20.9	22.8		
	South	59.1	48.1	**	
	West	6.9	16.2	***	
SEX	Male	38.8	41.2		n.s.
	Female	61.2	58.8		

Source: General Social Survey, 2024 (Release 3)

Note: Percentages are unweighted. n.s. = not significant, * p < 0.05, ** p < 0.01, *** p < 0.001, **** p < 0.0001.

For Hispanic respondents, we observed differences in the proportion of those not U.S. born, with the baseline sample containing more born outside of the U.S. (42.8 percent) compared to the AmeriSpeak oversample (30.2 percent; see Table 5). While the overall education variable (DEGREE) does not show a significant difference, we did see at the individual category level that the baseline sample had slightly more Hispanic respondents with less than a high school education compared to the AmeriSpeak sample (20.3 percent compared to 13.9 percent). The variable RACECEN1 (first mentioned race) is an interesting case given “Hispanic” is essentially a write-in response for GSS due to the current race question wording. AmeriSpeak cases were less likely to report Hispanic as their race (14.2 percent) relative to their baseline counterparts (33.9 percent) who reported a provided race category like White.

Table 5. Demographic comparison by sample type for Hispanic GSS respondents

Variable	Response	Baseline sample	AmeriSpeak oversample	Z-test	Chi-square
AGE	18-25	14.9	13.6		n.s.
	26-34	22.0	29.1		
	35-44	21.8	26.8		
	45-54	16.5	12.2		
	55-64	13.2	11.3		
	65+	11.6	7.0	*	
BORN	U.S. born	57.2	69.8	**	**

Variable	Response	Baseline sample	AmeriSpeak oversample	Z-test	Chi-square
	Not U.S. born	42.8	30.2	**	
DEGREE	Less than high school	20.3	13.9	*	
	High school	50.3	53.2		
	Associate/junior college	8.4	9.7		n.s.
	Bachelor's	13.8	14.3		
	Graduate	7.1	8.8		
HISPANIC	Mexican	50.5	50.5		
	Puerto Rican	13.8	12.8		
	Cuban	6.0	10.1		n.s.
	Other Hispanic	29.7	26.6		
MARITAL	Married	40.2	45.9		
	Widowed	4.3	2.3		
	Divorced	11.0	9.2		n.s.
	Separated	5.6	4.1		
	Never married	38.9	38.5		
RACECEN1	White	50.7	67.5	****	
	Black	6.8	6.6		
	Asian	2.3	4.2		****
	Hispanic	33.9	14.2	****	
	Other race	6.2	7.5		
REGION	Northeast	14.2	10.1		
	Midwest	14.0	13.8		
	South	40.6	41.3		n.s.
	West	31.2	34.9		
SEX	Male	45.7	53.7		
	Female	54.3	46.3		n.s.

Source: General Social Survey, 2024 (Release 3)

Note: Percentages are unweighted. n.s. = not significant, * p < 0.05, ** p < 0.01, *** p < 0.001, **** p < 0.0001.

AANHPI respondents saw far fewer significant differences between the baseline and AmeriSpeak samples, though some of this may be due to small sample sizes (see Table 6). The AmeriSpeak sample saw a different distribution of Asian subgroups compared to the baseline sample. Compared to the baseline sample, the AmeriSpeak sample saw significantly more reported as Chinese (33.5 percent compared to 19.2 percent), Korean (9.6 percent compared to 2.7 percent), and Vietnamese (7.8 percent compared to 2.7 percent) respondents while the baseline saw more Asian Indian (23.1 percent compared to 12.8 percent) and Filipino (14.3 percent compared to 7.3

percent) respondents. The AmeriSpeak oversample also had significantly more Asian respondents from the West census region than the baseline sample (62.7 percent compared to 48.6 percent), which had more from the South census region (24.9 percent compared to 16.4 percent).

Table 6. Demographic comparison by sample type for AANHPI GSS respondents

Variable	Response	Baseline sample	AmeriSpeak oversample	Z-test	Chi-square
AGE	18-25	10.6	12.6		n.s.
	26-34	22.4	21.7		
	35-44	23.5	24.6		
	45-54	16.5	13.5		
	55-64	15.3	15.0		
	65+	11.8	12.6		
BORN	U.S. born	46.7	54.1		n.s.
	Not U.S. born	53.3	45.9		
DEGREE	Less than high school	8.2	6.4		n.s.
	High school	28.3	29.2		
	Associate/junior college	9.2	5.5		
	Bachelor's	31.0	33.3		
	Graduate	23.4	25.6		
MARITAL	Married	53.8	55.0		n.s.
	Widowed	3.8	2.3		
	Divorced	4.3	8.6		
	Separated	2.7	0.5		
	Never married	35.3	33.6		
RACECEN1	White	7.7	0.5	***	****
	Asian Indian	23.1	12.8	**	
	Chinese	19.2	33.5	***	
	Filipino	14.3	7.3	*	
	Japanese	6.6	11.0		
	Korean	2.7	9.6	**	
	Vietnamese	2.7	7.8	*	
	Other Asian	13.2	11.9		
	Native Hawaiian or Pacific Islander	6.0	1.8		
	Other race	4.4	1.4		

Variable	Response	Baseline sample	AmeriSpeak oversample	Z-test	Chi-square
REGION	Northeast	15.1	10.0		
	Midwest	11.4	10.9		
	South	24.9	16.4	*	*
	West	48.6	62.7	**	
SEX	Male	51.1	50.7		
	Female	48.9	49.3		n.s.

Source: General Social Survey, 2024 (Release 3)

Note: Percentages are unweighted. n.s. = not significant, * p < 0.05, ** p < 0.01, *** p < 0.001, **** p < 0.0001.

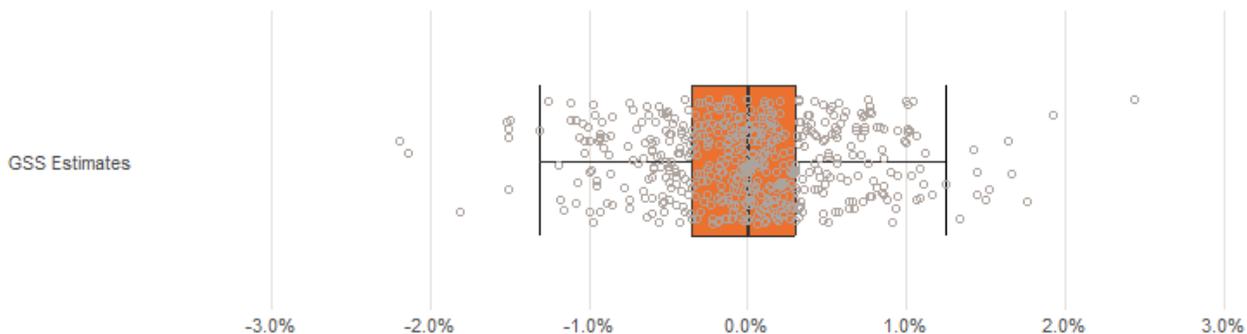
Response Comparisons

Our second research question asked whether the AmeriSpeak cases responded differently from their baseline GSS counterparts. In general, we expected some differences given known mode sensitivities (Davern et al., 2024) and that all AmeriSpeak cases were completed via web. Of the 144 variables we conducted chi-square tests on, there were 38 significant differences for the Black subsample (22 percent), 35 significant differences for the Hispanic subsample (20 percent), and 19 significant differences for the Asian subsample (11 percent). The limited number of differences for Asian was likely due to small sample sizes. Many of the significant differences occurred in domains previously shown to be sensitive to web administration, such as attitudes on social issues, institutional confidence, and selected behavioral measures. These patterns are consistent with mode sensitivities observed in earlier GSS methodological work (see [Appendix B of Davern et al., 2024](#)) which may suggest that these are related to measurement differences related to the web mode, as other explanations for the baseline sample like selection effects, mode sequence, and nonresponse follow-up are not applicable explanations for the AmeriSpeak sample.

Full Sample Weighted Estimate Comparisons

Next, we compared the full sample estimates from the baseline sample to the revised estimates including the AmeriSpeak cases. We start with the raw percentage point differences. The interquartile range of differences (middle 50 percent of observed differences) is a difference of 0.35 percentage points or less, with 91 percent of differences being within one percentage point (see Exhibit 1). Only three estimates we examined exceeded a two-

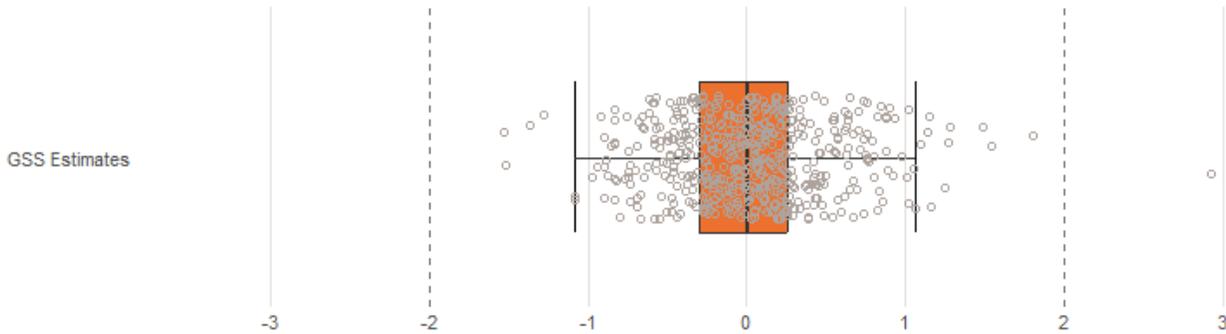
Exhibit 1. Difference in weighted estimates with and without the AmeriSpeak oversample



Source: General Social Survey, 2024 (Release 3)

Note: Difference is the WTSSNRPS estimate subtracted from the WTSSNRPS_AS estimate.

Exhibit 2. Difference-to-standard error ratio in weighted estimates with and without the AmeriSpeak oversample



Source: General Social Survey, 2024 (Release 3)

Note: Difference-to-standard error ratio is the WTSSNRPS estimate subtracted from the WTSSNRPS_AS estimate divided by the standard error of the WTSSNRPS estimate. We include dashed reference lines at ratio values -2 and 2 to provide context for a “large” difference, roughly approximate to a 95% confidence interval around the baseline only estimates.

percentage point difference when including the AmeriSpeak cases. When looking at the difference-to-standard error ratio (see Formula (2)), one difference exceeded a ratio of 2 (see Exhibit 2) but this was for an “Other” estimate with percentages under one percent. This suggests that most users should notice little difference in national estimates for 2024 when including the AmeriSpeak cases.

Weighted Subgroup Estimate Comparisons

For our fourth research question, we looked at the estimates for each of the three oversampled subgroups. Looking at the raw percentage point differences, we saw that the interquartile range of differences is within one and a half percentage points for both Black and Hispanic subsamples (see Exhibit 3). Similarly, both subgroups saw approximately 80 and 85 percent of their differences within three percentages points, respectively. However, the range of differences was somewhat wider for the AANHPI subsample. The interquartile range of differences expands to almost two percentage points in either direction. To encapsulate 90 percent of differences centered on zero, we needed to go out past a six-percentage point difference. When we looked at the difference-to-standard error ratio (see Exhibit 4), over 95 percent of estimates by subgroup within a ratio of 2. The majority of AmeriSpeak estimates were greater than a ratio of 2.

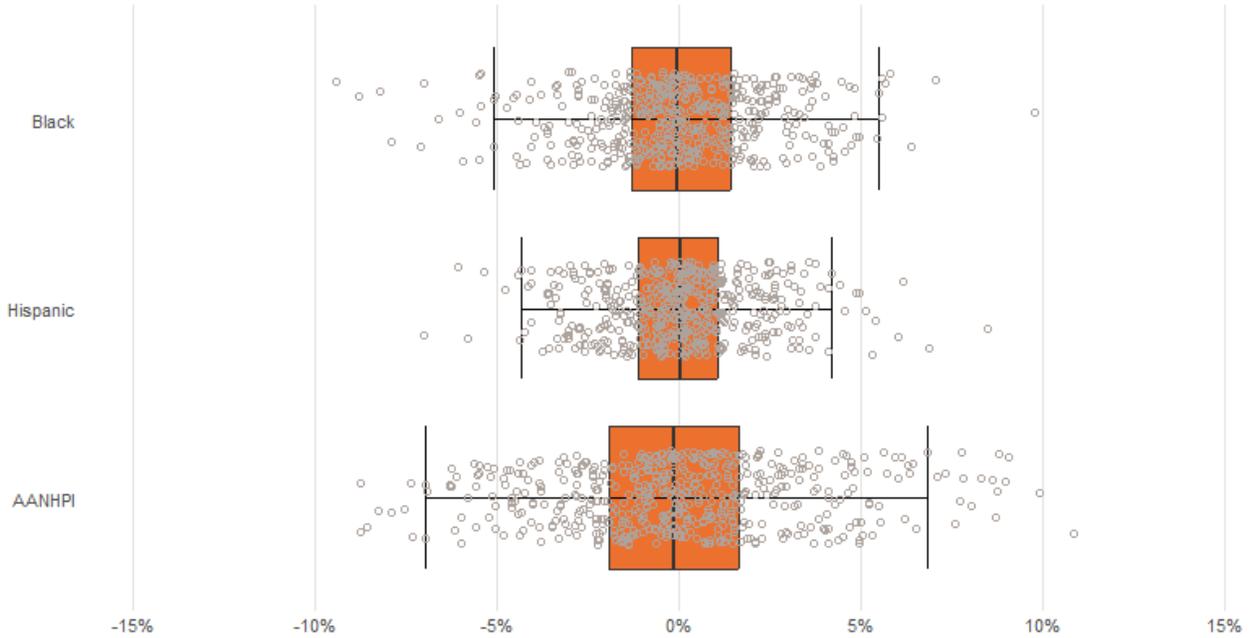
Effective Sample Size

Finally, we looked at the effective sample sizes for each of the subgroups. The distinction between unweighted and effective sample size is important for data users. Unweighted sample size represents the total number of completed interviews, while effective sample size reflects the amount of statistical information available once weighting and design features are taken into account. For analysts, this means that confidence intervals for subgroup estimates will narrow, although the degree of narrowing will be more modest than the increase in unweighted case counts alone might suggest.

Examining the baseline sample alone, the three subgroups saw some variation in the ratio of median effective sample size to the full subgroup sample size, ranging from around 30 percent for Black, 37 percent for Hispanic, and 37 percent for AANHPI (see Table 7). The inclusion of the AmeriSpeak cases increased the raw sample sizes by around 200 cases per group, but the increases in median effective sample size range between 42 and 73 per

group. Overall, the inclusion of the oversample did little to change the ratio of effective sample sizes to full subgroup sample sizes.

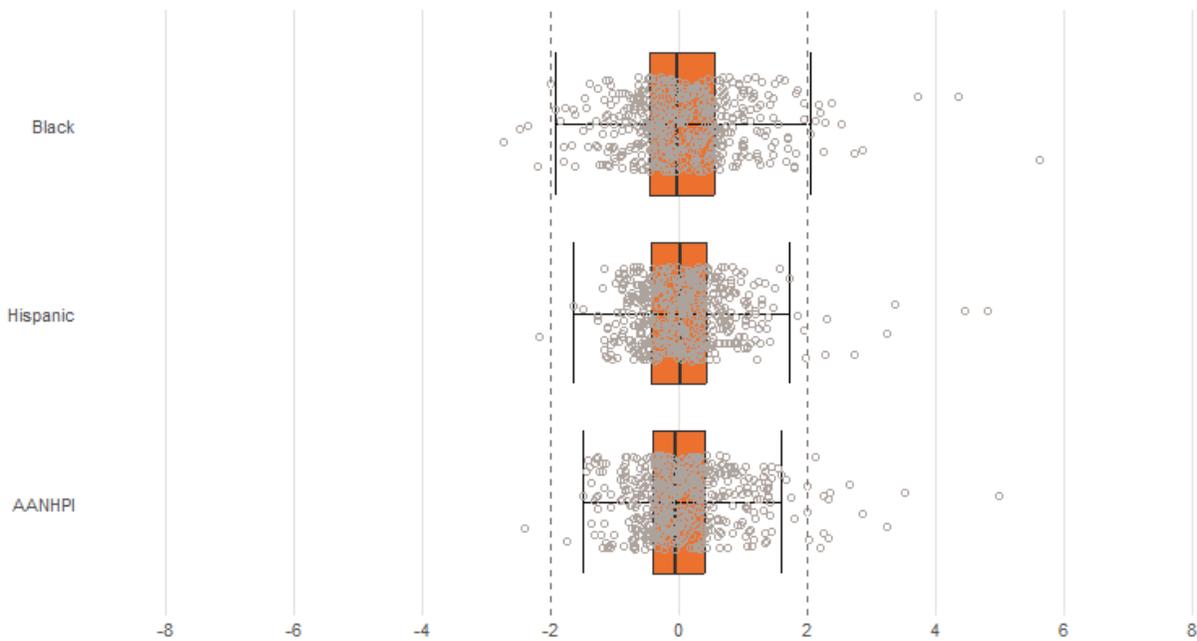
Exhibit 3. Difference in weighted estimates with and without the AmeriSpeak oversample by subgroup



Source: General Social Survey, 2024 (Release 3)

Note: Difference is the WTSSNRPS estimate subtracted from the WTSSNRPS_AS estimate.

Exhibit 4. Difference-to-standard error ratio in weighted estimates with and without the AmeriSpeak oversample by subgroup



Source: General Social Survey, 2024 (Release 3)

Note: Difference-to-standard error ratio is the difference between the WTSSNRPS_AS estimate and WTSSNRPS estimate divided by the standard error of the WTSSNRPS estimate. We include dashed reference lines at ratio values -2 and 2 to provide context for a “large” difference, roughly approximate to a 95% confidence interval around the baseline only estimates.

Table 7. Effective sample sizes by subgroup with and without AmeriSpeak oversample

Subgroup	Baseline sample			Baseline + AmeriSpeak sample			Percent increase over Baseline sample alone (unweighted)	Percent increase over Baseline sample alone (effective)
	Unweighted sample size	Median effective sample size*	Ratio of effective sample size and unweighted sample size	Unweighted sample size (increase from baseline alone)	Median effective sample size* (increase from baseline alone)	Ratio of effective sample size and unweighted sample size		
Black	592	179	0.30	833 (+241)	252 (+73)	0.30	41%	41%
Hispanic	465	171	0.37	683 (+218)	213 (+42)	0.31	47%	25%
Mexican	235	92	0.39	345 (+110)	113 (+21)	0.33	47%	22%
Puerto Rican	64	25	0.39	92 (+28)	32 (+7)	0.35	44%	29%
Cuban	28	21	0.75	50 (+22)	37 (+16)	0.74	79%	76%
Other Hispanic	138	54	0.39	196 (+58)	67 (+13)	0.34	42%	25%
AANHPI	185	69	0.37	405 (+220)	125 (+56)	0.31	119%	82%
Asian	174	65	0.37	387 (+213)	120 (+55)	0.31	122%	85%
Asian Indian	49	21	0.44	78 (+29)	33 (+12)	0.42	59%	55%
Chinese	42	22	0.53	131 (+89)	67 (+45)	0.51	212%	199%
Filipino	35	20	0.58	56 (+21)	27 (+7)	0.48	60%	34%
Japanese	15	11	0.73	42 (+27)	24 (+13)	0.57	180%	118%
Korean	8	7	0.93	30 (+22)	16 (+9)	0.53	275%	116%
Vietnamese	8	7	0.82	28 (+20)	26 (+19)	0.93	250%	295%
Other Asian	28	13	0.48	55 (+27)	21 (+8)	0.38	96%	58%
NHPI	16	10	0.63	29 (+13)	14 (+4)	0.48	81%	40%

Source: General Social Survey, 2024 (Release 3)

Note: Effective sample sizes are calculated using final analysis weights (WTSSNRPS and WTSSNRPS_AS).

Although the oversample substantially increases the unweighted number of respondents in each subgroup, the effective sample size grows at a more moderate pace because of design effects. This pattern is expected in complex surveys and reflects the variation introduced by weighting and subgroup composition.

Even with these more moderate gains, the improvement in effective sample size is meaningful for analytic planning. The additional information enhances precision for subgroup estimates, particularly for groups that were very small in the baseline design. For example, the AANHPI subgroup increases from 185 to 405 cases (a 119 percent increase) and from 69 to 125 in median effective sample size (an 82 percent increase). The resulting improvement provides analysts with a stronger foundation for estimating distributions across multiple categories, where small cell sizes often limit analysis.

In summary, the oversample materially strengthens subgroup representation and produces useful gains in effective sample size, even if those gains are smaller than the increases in the unweighted counts and the response rate is reduced. These improvements support more stable and reliable subgroup estimates within the 2024 GSS data.

DISCUSSION

The AmeriSpeak oversample offers increased sample sizes for Black, Hispanic, and AANHPI respondents in the 2024 GSS Cross-section. Our analysis shows that there are some demographic and substantive differences between the oversample cases and their baseline counterparts, including evidence of some improvements in representation of racial and ethnic subgroups. At the same time, the observed response differences align with known mode sensitivities, since AmeriSpeak respondents completed the survey entirely by web. These differences should be taken into account by researchers when interpreting estimates that have shown mode sensitivity in previous GSS work. In general, weighted U.S. population estimates will see a minimal impact with the inclusion of the AmeriSpeak sample. The oversampled racial and ethnic groups are more likely to see differences in estimates, particularly for the Asian subpopulation. However, the more than doubled sampled size for Asian respondents and improved representation for Asian subgroups suggests a potential improvement in estimation broadly for these subpopulations. The gains in unweighted and effective sample size provide analysts with a more robust foundation for subgroup analyses than the baseline sample alone could support. These improvements help reduce instability that can arise when working with small subgroups, even though the effective sample size increases at a more moderate rate due to design effects. The increase in effect sample size across all groups showcases the cost-effectiveness of oversampling from a secondary source, like a probability-based panel, as oversampling strata known to have a larger proportion of a subpopulation does not typically increase the effective sample size (Kalton, 2009).

This analysis has some limitations. Our analytic set of variables is limited and does not represent the full list of possible variables including certain web specific variables (e.g., -V and -NV experimental variables). This analysis only considers univariate or descriptive statistics for subgroups, but no multivariate analyses. Despite these limitations, the results clarify how the AmeriSpeak oversample contributes additional analytic value while also highlighting areas where differences between samples may matter most.

This report only seeks to provide initial evaluations of the AmeriSpeak oversample. Researchers are encouraged to conduct their own research to determine additional impacts of including the AmeriSpeak oversample. Taken together, these findings provide useful guidance for analysts working with the combined 2024 GSS file and offer insight into the broader methodological implications of incorporating probability panel oversamples into long-running social surveys. This information can also inform future decisions about the integration of AmeriSpeak cases into the cumulative file as well as the continued development of mixed-mode designs within the GSS.

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APPENDIX

The 144 attitudinal and behavioral variables examined:

ABANY	ABDEFECT	ABHLTH	ABNOMORE	ABPOOR	ABRAPE	ABSINGLE	ATTEND
CAPPUN	CHILDS	CHLDIDEL	CLASS	COLATH	COLMSLM	COLRAC	COMPUSE
CONARMY	CONBUS	CONCLERG	CONEDUC	CONFED	CONFINAN	CONJUDGE	CONLABOR
CONLEGIS	CONMEDIC	CONPRESS	CONSCI	CONTV	DISCAFF	DIVORCE	DWELOWN
EQWLTH	EVWORK	FEAR	FECHLD	FEFAM	FEHIRE	FEJOBFAFF	FEPRESCH
FINALTER	FINRELA	FUND16	GOD	GUNLAW	HAPMAR	HAPPY	HEALTH
HELPBLK	HELPNOT	HELPPOOR	HELPSICK	HOMOSEX	JOBFIND	JOBLOSE	LETDIE1
LETIN1A	LIBATH	LIBCOM	LIBMSLM	LIBRAC	LIFE	MARBLK	MARSAME
MEOVRWRK	NATAID	NATAIDY	NATARMS	NATARMSY	NATCHLD	NATCITY	NATCITYY
NATCRIMY	NATDRUG	NATDRUGY	NATEDUC	NATEDUCY	NATENRGY	NATENVIR	NATENVIY
NATFARE	NATFAREY	NATHEAL	NATHEALY	NATRACE	NATRACEY	NATROAD	NATSCI
NATSOC	NATSPAC	NATSPACY	NEWS	OWNGUN	PARTYID	PILLOK	POLABUSE
POLATTAK	POLESCAP	POLHITOK	POLMURDR	POLVIEWS	PORNLAW	POSSLQ	POSSLQY
PRAY	PREMARX	PRES16	RACDIF1	RACDIF2	RACDIF3	RACDIF4	RACLIVE
RANK	REBORN	RELIG	RELIG16	RELPERSN	RICHWORK	SATFIN	SATJOB
SEXBIRTH1	SEXEDUC	SEXNOW2	SEXORNT	SOCBAR	SOCFRIEND	SOCOMMUN	SOCREL
SPANKING	SPKATH	SPKMSLM	SPKRAC	SPRTPRSN	SUICIDE4	TAX	TEENSEX
UNEMP	VOTE16	WIDOWED	WORDSUM	WRKSLF	WRKSTAT	WRKWAYUP	XMARSEX