CHICAGOSPEAKS OMNIBUS SURVEY Q1 2025

PROJECT METHODS AND TRANSPARENCY REPORT

May 8, 2025

NORC Account Manager:
Jacob Stolmeier | Stolmeier-Jacob@norc.org
NORC Project Manager:
Nathan Hauger | Hauger-Nathan@norc.org

Research You Can Trust™

STUDY INTRODUCTION

NORC conducted the ChicagoSpeaks Omnibus Q1 2025 Survey using two sample sources: (1) NORC's ChicagoSpeaks™ Panelists, and (2) Chicago residents from Dynata's web panel. ChicagoSpeaks is a probability-based panel of Chicago residents and Dynata is a non-probability panel. The final survey estimates were calibrated to account for these different sample sources. This research was done to support a scientifically rigorous, community-driven research resource for informing policymakers and the public with accurate information about the experiences and opinions of all Chicago residents.

The survey was offered in English and Spanish and was self-administered by the respondent online via the Web. Final data was weighted using NORC's ***TrueNorth*** Calibration methodology.

AAPOR Transparency Initiative

This *ChicagoSpeaks Project Methods and Transparency Report* provides complete information on how the survey was executed, including any information disclosure to meet the requirement of the AAPOR Transparency Initiative. NORC at the University of Chicago is a Charter Member of the AAPOR Transparency Initiative, which fosters open science of survey research by acknowledging those organizations that pledge to practice transparency in their reporting of survey-based research findings. More on the Transparency Initiative can be found here: https://www.aapor.org/Standards-Ethics/Transparency-Initiative/FAQs.aspx

SURVEY OVERVIEW

Study Target Population: Chicagoans Age 18+
Sample Units (Probability cases only): 1,630
Overall Completed Units: 1,084
  Probability Completed Units: 553
  Nonprobability Completed Units: 531
Expected Eligibility Rate: 100%
Observed Eligibility Rate: 100%
Survey Field Period: March 20, 2025 – April 7, 2025
Median Duration (minutes): 11

Definitions of the above categories:

Study Target Population: The total set of individuals of interest to which the researcher intends to generalize their conclusions.

Sample Units: The number of panel members selected into the study sample.

Completed Units: The number of sample units that completed the interview based on the study-specific definition of what constitutes a complete interview. This number excludes any cases where an interviewer finished a survey, but the case was removed due to data quality concerns (the process for such removal is detailed later in this report).

Expected Eligibility Rate: The percentage of the sampling population who are expected to meet study eligibility criteria.

Observed Eligibility Rate: The percentage of the sample members who were eligible for the study among those who answered the screening questions.

Survey Field Length: the period from the earliest to the latest contact dates of cases sampled for the survey.

Duration: Length of time for completed interviews. Interview length is calculated differently depending upon whether the interview was conducted over the phone or via the 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.

STUDY-SPECIFIC DETAILS

Sampling

All available city of Chicago, IL residents, within city boundaries, were selected from NORC's probability based ChicagoSpeaks and AmeriSpeak panels, and from Dynata's non-probability panel for this study. In this report we refer to all probability sample as ChicagoSpeaks panelists unless otherwise specified.

The overall study target population is adult residents of the city of Chicago, IL.

For more detailed information on the ChicagoSpeaks panel recruitment and management methodology, please see the Appendix ("Technical Overview of the ChicagoSpeaks™ Probability-Based Research Panel") attached to this ChicagoSpeaks Project Report**.**

For the non-probability sample, we defined quota buckets for demographic strata to reflect known population distributions and worked with the sample provider to slowly release sample over the field period to adequately fill each. The quota buckets and the number of interviews in each are given later in the field section of this report.

Field

A sub-sample of ChicagoSpeaks web-mode panelists were invited to the survey on March 20, 2025 in a soft-launch. The initial data from the soft launch was reviewed to confirm that there were no processing or programming errors. Once reviewed, the remainder of sampled ChicagoSpeaks panelists were invited to the survey on March 21, 2025. Data collection ended on April 7, 2025.

Sample from Dynata were fielded from March 24, 2025 to April 7, 2025.

In total, NORC collected 553 ChicagoSpeaks interviews. 531 final interviews were collected through Dynata. This does not include interviews that may have been removed for data quality purposes (see below).

Quota Buckets and Number of Completes for Nonprobability Sample by Race/Ethnicity, Age, Education, and Gender (Unweighted)

Demographic	# of Completes
Chicago Region	
North Central	154
Northwest	99
South	104
Southwest	107
West	67
Age	
18-29	149
30-44	155
45-59	81
60+	146
Sex	
Male	297
Female	234
Race/ethnicity	
Non-Hispanic White	197
Non-Hispanic Black	147
Hispanic	137
All Other	50
Education	
Less than High School	43
High School Grad	143
Some College	137
Bachelor's or above	208

Panel & Survey Sample Performance

The rates reported in the tables below ***only*** apply to the ChicagoSpeaks sample. It is not possible to measure most sample performance rates for the nonprobability sample, since we do not know how many were invited to the survey or the necessary information about how the panel was built. It is also not relevant, since there is no advantage of a high response rate when neither the panel nor the sample is based on probability. That said, AAPOR transparency requirements require a participation rate for non-probability respondents (i.e., the number of eligible non-probability respondents completing a survey over the number of eligible non-probability respondents starting a survey). For this survey the non-probability participation rate is 94.3%. This rate excludes data quality removals, which are explained in a later section of this report.

ChicagoSpeaks panelists are a combination of both NORC's AmeriSpeak® Panel and NORC's ChicagoSpeaks recruitment of Chicagoans. AmeriSpeak panelists included in the sample are probability-based panelists that live in the city of Chicago.

To meet requirements in the AAPOR Transparency Initiative, we offer performance outcome measures for panelist recruitment. The measures include all panelists from ChicagoSpeaks and AmeriSpeak that were eligible for selection into the survey. Households are selected for recruitment into the panel and individuals are selected to participate in the survey, so the panel outcome rates are household level rates, and the survey sample outcome measures are individual-level rates.

Panel Outcome Measures	
Weighted Household Panel Recruitment Rate (WPRecr)	Weighted Household Panel Retention Rate (WPRet)
26.6%	78.0%

Weighted Household Recruitment Rate (WPRecr): The weighted AAPOR RR3[1] at the household level for AmeriSpeak and ChicagoSpeaks panel recruitment. A recruited household is a household where at least one adult successfully completed the recruitment survey and joined the panel.

Weighted Household Retention Rate (WPRet): The weighted percent of recruited households that remain on the panel and are available for sampling for this survey. Unavailable panelists are those who have temporarily or permanently asked to be removed from the panel or from receiving surveys.

Survey Sample Outcome Measures	
Survey Completion Rate (SurC)	Weighted Cumulative Response Rate (WCR)
33.9%	7.0%

Survey Completion Rate (SurC): The percent of sample members who completed the survey interview. 1,630 panelists were invited to the survey, and 553 completed the survey. As noted earlier, survey completes exclude any cases removed due to data quality concerns.

Weighted Cumulative Response Rate (WCR): The overall survey response rate that accounts for survey response in all phases, including panel recruitment, panel retention, and survey completion. This overall rate is weighted to account for the sample design and differential inclusion probabilities of sample members in all sampling stages. *(WCR=SurC x WPRet x WPRecr)*

Gaining Cooperation of ChicagoSpeaks Panelists for the Study

ChicagoSpeaks panelists access the survey through the link in the email invitation. If invited, AmeriSpeak panelists can take the survey online through the password-protected AmeriSpeak Mobile App, the password-protected AmeriSpeak Web portal, or by following a link in the email invitation sent to them.

[1]AAPOR RR3 and other response rate calculations can be found here: https://www.aapor.org/Education-Resources/For-Researchers/Poll-Survey-FAQ/Response-Rates-An-Overview.aspx.

To encourage study cooperation, NORC sent the initial invitation and email reminders to sampled ChicagoSpeaks and AmeriSpeak web-mode panelists on the following dates:

- Thursday, March 20
- Friday, March 21
- Monday, March 24
- Wednesday, March 26
- Tuesday, April 1
- Saturday, April 5

SMS or text messages were sent to those invited panelists who have agreed to receive such messages on Friday, March 28.

ChicagoSpeaks panelists were offered the cash equivalent of $10 for completing this survey. AmeriSpeak panelists were offered the cash equivalent of $5 for completing this survey.

The incentive provided to nonprobability sample is unknown to us. The method for getting completes does not necessarily involve reminders. Since probability is not involved, a higher response rate is not relevant for non-probability sample.

Data Processing & Data Quality Review

NORC prepared a fully labeled data file of respondent survey data and demographic data.

NORC applied cleaning rules to the survey data for quality control. In total, 18 cases were removed from the final set of completed interviews based on two cleaning rules. Descriptions of the cleaning criteria and the counts from each are below (counts are overlapping).

- Removing Speeders (i.e., those that completed the survey in less than one-third the median duration)
    - 16 removed for speeding
- Removing Respondents with High Refusal Rates (i.e., those that skip or refused more than 50% of the eligible questions)
    - 2 removed for high refusal rates

Each of the 18 cases that were removed were marked with only one of the two flags above.

ChicagoSpeaks is a probability-based panel, where respondents must be chosen by us to join, where access to surveys is controlled by the panelist secure log-in information to a web portal or app. E-mails, text invitations, or interview-operated telephone calls go directly to the address/number of the recruited panelist. When being called by phone, the panelist is requested by name. ChicagoSpeaks surveys are programmed, and panelists are invited so that panelists cannot take the survey more than once, and each panelist is always identifiable based on a unique ID. For these reasons, ChicagoSpeaks does not suffer the problem of "bots," fabricated profiles, non-invited respondents, or individuals or members of the household repeatedly and illegitimately taking the same survey.

However, since this is a TrueNorth project, part of the sample for this survey is a non-probability source where bots, fabricated profiles, non-invited respondents, or repeat survey takers can be an issue. So, in addition to the data quality check above (the numbers above include probability and non-probability cases), we have additional data quality steps with the non-probability cases. At the beginning of the survey for non-probability cases, when we collect demographic measures, we include two "attention checks." One is a question with a list of random numbers for response options, and the question asks the

respondent to pick a specific question. In addition, we ask both age and birth year in the section with demographic questions (these two questions are not asked in a sequential order). If a respondent fails to select the number we make clear they should be selecting or if the respondent gives an age and birth year that cannot both be true, we end the survey for that respondent. Finally, we include a programmed tool called ***Relevant ID*** (https://www.imperium.com/relevantid/), which flags and blocks suspicious non-probability respondents based on duplicate IP addresses, geo-location, and other suspicious factors. The number of non-probability cases blocked from the survey by these means are:

- 72 cases were flagged as suspicious and blocked from taking the survey by Relevant ID
- 42 cases where the respondent failed at least one of the two attention check questions and was blocked from taking the survey

Statistical TrueNorth Weighting

ChicagoSpeaks Panel Weight: Since the sampling frame for the probability sample is the ChicagoSpeaks Panel, which itself is a sample, the starting point of the weighting process for the study is the ChicagoSpeaks panel weight[2]. The panel weight reflects the cumulative panel recruitment selection probabilities, nonresponse adjustments, and calibration to population benchmarks, both at the household and individual levels.

ABS Base Weight: Final base weights of UIC sample from the ChicagoSpeaks November 2024 survey were used as the starting point for the ABS sample. To calculate the base weights for the cases invited to this survey, the sum of the final base weights for all UIC sample invited to ChicagoSpeaks November 2024 survey was divided by the sum of the final base weights for UIC sample invited to this survey, that is, the active ChicagoSpeaks panelists, within weight adjustment classes defined by age, race/ethnicity, gender, and education.

ChicagoSpeaks Base Weight: The ChicagoSpeaks Panel Weight is then adjusted to account for the sample selection probability from the panel under the study sample design. The base weight for the study sample is a product of the ChicagoSpeaks Panel Weight and the inverse of selection probabilities associated with sample selection from the panel. To ensure the ChicagoSpeaks base weight was representative of Chicago residents, the ChicagoSpeaks base weight was raked to Chicago population benchmarks.

Combined Probability Base Weight: The ABS and ChicagoSpeaks Base Weights were then combined by a composition factor proportional to the number of invited cases from each group within five Chicago regions (North Central, Northwest, West, Southwest, and South).

Nonresponse Adjusted Probability Weight: The nonresponse adjusted weight is created by adjusting the combined probably base weights for respondents to compensate for nonrespondents within nonresponse weighting classes defined by Chicago Region, age, race/ethnicity, gender, and education. Within each weighting class, the nonresponse adjusted weight is the product of the base weight and the inverse of the weighted response rate.

[2] The ChicagoSpeaks panel weight existed prior to this study; the weighting procedures are described here for clarity and completeness.

The Panel Technical Overview, included in the Appendix of the Project Methods and Transparency Report, provides an even deeper discussion on how AmeriSpeak and ChicagoSpeaks develops panel, base, and the standard approach to final weights for probability. This is a TrueNorth project, so it takes additional steps to develop final weights, which are detailed here.

The Goal of TrueNorth Weighting

The TrueNorth process solves a number of problems inherent to nonprobability samples and creates a pseudo-probabilistic and far less biased sample than nonprobability samples alone. This is mainly achieved by blending a much higher-quality and lower-bias probability sample with a nonprobability sample. But the real difference is in the sophisticated way in which TrueNorth combines these samples.

A nonprobability sample is not randomly selected. Rather, respondents are irregularly invited through a variety of means, driven primarily by convenience (in short, the survey provider has some "easy" means of finding people such as purchasing a list from a company or through advertising on specific websites). Thus, the "types" of people in a nonprobability sample are unknown, and as well and just as concerning, the proportions of these types are unknown. Therefore, any method of weighting a nonprobability sample needs to be able to effectively typologize respondents into meaningful groups from which to weight and then know the proportions of people that belong in each group.

At its heart, this is what all weighting does. For example, nearly all samples are put into "types" by age group, gender, race/ethnicity, etc., and we can attain the correct proportions of each type via U.S. Census data. Raking or some other typical weighting procedure will then create weights to ensure proper representation of each type of respondent. Unfortunately, multiple studies document in detail that weighting solely by demographics is necessary, but quite insufficient, to weight nonprobability samples and reduce the bias of such samples.[3] So, while TrueNorth, like most nonprobability weighting schemes, does weight to these important demographic parameters, more needs to be done. New types need to be defined and the proportions of each type need to be set.

TrueNorth does this by using a tree-based non-parametric supervised learning algorithm to classify respondents into types based on their actual survey responses. TrueNorth leverages the fact that it has a companion probability sample that, properly weighted, is assumed to be generally unbiased, and such data can be leveraged. The TrueNorth algorithm classifies a sample into types based on how they best cluster by respondent's responses to survey data. It thus solves both problems for the nonprobability sample: It first creates types in that the tree-based analyses classify cases into distinct leaves (types), and second, the weighted probability sample then provides the estimated weighted proportion of each leaf in the overall tree.

Notably, it is often typical that some leaves end up without any nonprobability sample cases. This in effect represents the fact that the nonprobability sample does not actually cover all types of people (most notably this includes people who do not have Internet access, but it could also people who could not be

[3] See the following: Andrew Mercer, Arnold Lau, and Courtney Kennedy. (2018). "For Weighting Online Opt-In Samples, What Matters Most?" https://www.pewresearch.org/methods/2018/01/26/for-weighting-online-opt-in-samples-what-matters-most/

Axel Börsch-Supan, Joachim Winter. (2004). "How to make internet surveys representative: A case study of a two-step weighting procedure," MEA discussion paper series 04067, Munich Center for the Economics of Aging (MEA) at the Max Planck Institute for Social Law and Social Policy.

Reg Baker, J. Michael Brick, Nancy A. Bates, Mike Battaglia, Mick P. Couper, Jill A. Dever, Krista J. Gile, Roger Tourangeau. (2013). "REPORT OF THE AAPOR TASK FORCE ON NONPROBABILITY SAMPLING." American Association for Public Opinion Research.

reached because they do not visit the websites for which the survey was advertised or do not belong to the lists used by the nonprobability provider). For leaves that contain only probability cases, the final weights of the cases are unchanged. For leaves with both probability and nonprobability cases, a ratio adjustment that resembles a poststratification adjustment forces the total weight in the leaf to match the sum of the nonresponse adjusted weight across probability sample units in that leaf.

The Process of TrueNorth Weighting

The final TrueNorth weights delivered with the data for the combined sample are developed in three major steps. First, fit a weighted tree model to the combined probability and nonprobability sample. Second, based on the fitted tree model, estimate the probabilities of inclusion in the combined probability and nonprobability sample and compute the initial weights as the inverse of the estimated probabilities. Third, poststratification adjustments, including calibration to benchmarks and weight trimming, are made to the initial weights to create the final weights. These three steps are described in more detail below.

Step 1: Fit Weighted Tree Model

A decision tree is a non-parametric supervised learning algorithm for classification. In this application, respondents are classified into types based on their actual survey responses. To fit the weighted tree model, we use the nonresponse adjusted weights for the probability sample units and the weight of 1 for all nonprobability sample units. The tree model is fitted with all observed survey response data, and leaves in the final tree are assumed to be homogeneous with respect to the probabilities of inclusion in the nonprobability sample. Each sample member will be assigned to a single leaf. The size of the leaves (i.e. number of sample members in each leaf) is determined to minimize a bias-variance score computed over a set of key variables that are identified through an Extreme Gradient Boosting model.

Step 2: Compute Initial Weights

In this step, we use the tree structure to estimate two quantities that are needed to calculate the inclusion probabilities for any probability and nonprobability sample units. The first is the probabilities of inclusion in the nonprobability sample among all sample units, and the second is the probabilities of inclusion in the probability sample among the nonprobability sample units. The probabilities of inclusion for probability cases in the probability sample are known, which is why they do not need to be calculated in this step.

For all units in each leaf, we estimate their probabilities of inclusion in the nonprobability sample as the ratio of the number of nonprobability sample units to the total weighted counts of the leaf. Note that the numerator is simply the number of nonprobability sample units, and the denominator is the sum of the number of nonprobability sample units and the weighted total of probability sample units. Essentially, the estimated probability of inclusion in the nonprobability sample is the estimated population proportion of nonprobability units per leaf.

Because the leaves are expected to be homogeneous, we impute the probability of inclusion in the probability sample among the nonprobability sample units as the average design probability over all probability sample units. In other words, the nonprobability sample units in a leaf are assumed to have a probability of inclusion in the probability sample that is equal to the average inclusion probabilities among the probability sample units.

For all sample units, the inclusion probability in the combined sample is estimated as (1) the probability of inclusion in the probability sample plus (2) the probability of inclusion in the nonprobability sample given that they are not selected into the probability sample. The inverse of the estimated probability is the initial sample weight for units in the combined sample.

Next, we ratio-adjust the initial weights per leaf such that the sum of the weights over all units is the same as the sum of the nonresponse adjusted weight for all probability sample units. For leaves that contain probability sample units only, this ratio adjustment does not change the initial weight. For leaves that contain nonprobability sample units only, all units retain their starting weight of 1. For leaves that have both probability and nonprobability units, the ratio adjustment resembles a poststratification adjustment that forces the total weight to match the sum of the nonresponse adjusted weight for all probability sample units.

Step 3: Create the Final TrueNorth Weights

A final raking adjustment is applied to the ratio-adjusted weights. The weights to be raked are:

- initial weights for probability sample-only leaves.
- weights of 1 for nonprobability sample-only leaves.
- ratio-adjusted weights for all other leaves.

The raking variables are defined as follows:

Variables & the Variable Categories for Study-Specific Survey Non-Response Raking

Age x Region: North Central Chicago and Age 18-24, North Central Chicago and Age 25-29, North Central Chicago and Age 30-39, North Central Chicago and Age 40-49, North Central Chicago and Age 50-59, North Central Chicago and Age 60-64, North Central Chicago and Age 65+, Northwest Chicago and Age 18-24, Northwest Chicago and Age 25-29, Northwest Chicago and Age 30-39, Northwest Chicago and Age 40-49, Northwest Chicago and Age 50-59, Northwest Chicago and Age 60-64, Northwest Chicago and Age 65+, South Chicago and Age 18-24, South Chicago and Age 25-29, South Chicago and Age 30-39, South Chicago and Age 40-49, South Chicago and Age 50-59, South Chicago and Age 60-64, South Chicago and Age 65+, Southwest Chicago and Age 18-24, Southwest Chicago and Age 25-29, Southwest Chicago and Age 30-39, Southwest Chicago and Age 40-49, Southwest Chicago and Age 50-59, Southwest Chicago and Age 60-64, Southwest Chicago and Age 65+, West Chicago and Age 18-24, West Chicago and Age 25-29, West Chicago and Age 30-39, West Chicago and Age 40-49, West Chicago and Age 50-59, West Chicago and Age 60-64, West Chicago and Age 65+

Gender x Region: North Central Chicago and Male, North Central Chicago and Female, Northwest Chicago and Male, Northwest Chicago and Female, South Chicago and Male, South Chicago and Female, Southwest Chicago and Male, Southwest Chicago and Female, West Chicago and Male, West Chicago and Female

Race/Ethnicity x Region: North Central Chicago and Non-Hispanic White, North Central Chicago and Non-Hispanic Black, North Central Chicago and Hispanic, North Central Chicago and Non-Hispanic Other, Northwest Chicago and Non-Hispanic White, Northwest Chicago and Non-Hispanic Black, Northwest Chicago and Hispanic, Northwest Chicago and Non-Hispanic Other, South Chicago and Non-Hispanic White, South Chicago and Non-Hispanic Black, South Chicago and Hispanic, South Chicago and Non-Hispanic Other, Southwest Chicago and Non-Hispanic White, Southwest Chicago and Non-Hispanic Black, Southwest Chicago and Hispanic, Southwest Chicago and Non-Hispanic Other, West Chicago and Non-Hispanic White, West Chicago and Non-Hispanic Black, West Chicago and Hispanic, West Chicago and Non-Hispanic Other

Education x Region: North Central Chicago and Less than High School, North Central Chicago and High School/GED, North Central Chicago and Some College, North Central Chicago and BA

and Above, Northwest Chicago and Less than High School, Northwest Chicago and High School/GED, Northwest Chicago and Some College, Northwest Chicago and BA and Above, South Chicago and Less than High School, South Chicago and High School/GED, South Chicago and Some College, South Chicago and BA and Above, Southwest Chicago and Less than High School, Southwest Chicago and High School/GED, Southwest Chicago and Some College, Southwest Chicago and BA and Above, West Chicago and Less than High School, West Chicago and High School/GED, West Chicago and Some College, West Chicago and BA and Above

Age x Gender x Region: North Central Chicago and 18-34 Male, North Central Chicago and 18-34 Female, North Central Chicago and 35-49 Male, North Central Chicago and 35-49 Female, North Central Chicago and 50-64 Male, North Central Chicago and 50-64 Female, North Central Chicago and 65+ Male, North Central Chicago and 65+ Female, Northwest Chicago and 18-34 Male, Northwest Chicago and 18-34 Female, Northwest Chicago and 35-49 Male, Northwest Chicago and 35-49 Female, Northwest Chicago and 50-64 Male, Northwest Chicago and 50-64 Female, Northwest Chicago and 65+ Male, Northwest Chicago and 65+ Female, South Chicago and 18-34 Male, South Chicago and 18-34 Female, South Chicago and 35-49 Male, South Chicago and 35-49 Female, South Chicago and 50-64 Male, South Chicago and 50-64 Female, South Chicago and 65+ Male, South Chicago and 65+ Female, Southwest Chicago and 18-34 Male, Southwest Chicago and 18-34 Female, Southwest Chicago and 35-49 Male, Southwest Chicago and 35-49 Female, Southwest Chicago and 50-64 Male, Southwest Chicago and 50-64 Female, Southwest Chicago and 65+ Male, Southwest Chicago and 65+ Female, West Chicago and 18-34 Male, West Chicago and 18-34 Female, West Chicago and 35-49 Male, West Chicago and 35-49 Female, West Chicago and 50-64 Male, West Chicago and 50-64 Female, West Chicago and 65+ Male, West Chicago and 65+ Female

Age x Race/Ethnicity x Region: North Central Chicago and 18-34 Non-Hispanic White, North Central Chicago and 18-34 All Other, North Central Chicago and 35-49 Non-Hispanic White, North Central Chicago and 35-49 All Other, North Central Chicago and 50-64 Non-Hispanic White, North Central Chicago and 50-64 All Other, North Central Chicago and 65+ Non-Hispanic White, North Central Chicago and 65+ All Other, Northwest Chicago and 18-34 Non-Hispanic White, Northwest Chicago and 18-34 All Other, Northwest Chicago and 35-49 Non-Hispanic White, Northwest Chicago and 35-49 All Other, Northwest Chicago and 50-64 Non-Hispanic White, Northwest Chicago and 50-64 All Other, Northwest Chicago and 65+ Non-Hispanic White, Northwest Chicago and 65+ All Other, South Chicago and 18-34 Non-Hispanic White, South Chicago and 18-34 All Other, South Chicago and 35-49 Non-Hispanic White, South Chicago and 35-49 All Other, South Chicago and 50-64 Non-Hispanic White, South Chicago and 50-64 All Other, South Chicago and 65+ Non-Hispanic White, South Chicago and 65+ All Other, Southwest Chicago and 18-34 Non-Hispanic White, Southwest Chicago and 18-34 All Other, Southwest Chicago and 35-49 Non-Hispanic White, Southwest Chicago and 35-49 All Other, Southwest Chicago and 50-64 Non-Hispanic White, Southwest Chicago and 50-64 All Other, Southwest Chicago and 65+ Non-Hispanic White, Southwest Chicago and 65+ All Other, West Chicago and 18-34 Non-Hispanic White, West Chicago and 18-34 All Other, West Chicago and 35-49 Non-Hispanic White, West Chicago and 35-49 All Other, West Chicago and 50-64 Non-Hispanic White, West Chicago and 50-64 All Other, West Chicago and 65+ Non-Hispanic White, West Chicago and 65+ All Other

Race/Ethnicity x Gender x Region: North Central Chicago and Non-Hispanic White Male, North Central Chicago and Non-Hispanic White Female, North Central Chicago and All Other Male, North

Central Chicago and All Other Female, Northwest Chicago and Non-Hispanic White Male, Northwest Chicago and Non-Hispanic White Female, Northwest Chicago and All Other Male, Northwest Chicago and All Other Female, South Chicago and Non-Hispanic White Male, South Chicago and Non-Hispanic White Female, South Chicago and All Other Male, South Chicago and All Other Female, Southwest Chicago and Non-Hispanic White Male, Southwest Chicago and Non-Hispanic White Female, Southwest Chicago and All Other Male, Southwest Chicago and All Other Female, West Chicago and Non-Hispanic White Male, West Chicago and Non-Hispanic White Female, West Chicago and All Other Male, West Chicago and All Other Female

These sociodemographic characteristics are weighted to benchmarks from the ACS 2023 1-year estimates.

The raked weights are the final TrueNorth weights for the combined sample. Survey weights are developed to reduce estimation bias that could arise from unequal selection probabilities, nonresponse, frame coverage errors, and, in this instance, via the TrueNorth calibration, systematic bias in the non-probability part of the sample. However, excessive weight variation could increase the total sampling error by inflating the variance of the estimates. For that reason, at the final stage of the weighting process, extreme final weights may be trimmed so that extreme weights do not overly influence the survey estimates. Again, a more detailed discussion of our approach to trimming can be found in the Appendix of this report. Weights after trimming are re-raked to the same population totals to produce the ***final study weights***.

Benchmark Comparisons

The following table shows the weighted and unweighted estimates for key demographics and compares them to population benchmarks.[4]

Demographic Category	Subcategory	Unweighted (%)	Weighted (%)	Benchmark (%)
Age	18 - 24	12.6	11.3	11.0
	25 - 29	9.6	11.6	12.1
	30 - 39	22.0	22.1	22.0
	40 - 49	21.6	16.3	16.2
	50 - 59	14.2	14.7	14.2
	60 - 64	5.9	6.9	6.8
	65 Plus	14.0	17.0	17.7
Sex	Male	43.5	47.7	47.7
	Female	56.5	52.3	52.3
Education Status	Less than High School	6.6	10.9	11.6
	High School Equivalent	19.6	21.7	21.3
	Some College/Associate Degree	25.2	22.8	22.7
	Bachelor's or Higher	48.5	44.6	44.4
Race/Ethnicity	Non-Hispanic White	37.6	34.3	34.4
	Non-Hispanic Black	27.7	26.7	26.7
	Hispanic	25.4	27.8	27.5
	All other	9.3	11.2	11.4
Chicago Region	North Central Chicago	24.1	27.1	27.1
	Northwest Chicago	19.6	15.9	15.9
	South Chicago	19.1	18.9	18.9
	Southwest Chicago	23.7	20.3	20.3
	West Chicago	13.6	17.8	17.8

As a part of the AAPOR Transparency Initiative, it is incumbent on us to state that there are no perfect studies, and all research and methods have their limitations. The purpose of this document is to make apparent, for this study, some possible limitations, the steps taken to minimize them, and the potential or known sources of measurable or estimated error whenever possible. However, there is always going to be some unmeasured and unknowable error with all forms of public opinion research, including ours.

Design Effect and Sampling Margin of Error Calculations

Study design effect: 1.89
Study margin of error: +/- 4.41%

[4] Because we trim the weights to remove extreme weights and hold down weight variation, the final study weights may end up deviating from exact populations benchmarks by small but acceptable amounts. Even without trimming, there can be a limit in the ability to perfectly match benchmarks along all variables and categories included in the raking procedure. Our goal is to rake as close as possible before trimming.

Under TrueNorth calibration, combined probability and nonprobability sample weights yield approximately unbiased population estimates. The margins of error reported here reflect the sampling variation of the probability sample as well as the TrueNorth model-assisted calibration procedures that generate the combined sample weights. As such, it is reasonable for analysts using this data to employ standard methods for approximating margins of error and statistical significance, although there is currently no statistically agreed upon approach to variance estimation when utilizing nonprobability samples.

How to Describe ChicagoSpeaks and NORC @ the University of Chicago

For purposes of publication, when describing the ChicagoSpeaks Panel and its methodology, we recommend using the following language:

> Funded and operated by NORC at the University of Chicago, **ChicagoSpeaks®** is a probability-based panel designed to be representative of the city Chicago household population. In 2024, NORC completed a survey named the Chicago PD Consent Decree Survey for the University of Illinois at Chicago (UIC), which utilized an address-based sample of Chicago, IL residents. At the end of this survey, respondents were asked if they would like to participate in more surveys related to Chicago. All respondents who consented to being contacted for additional surveys were contacted to be recruited into ChicagoSpeaks, so long as their address did not change to outside of the city of Chicago, IL city limits (e.g., removed sample that moved out of Chicago city limits). Those that consented to joining ChicagoSpeaks and continue to report living in Chicago comprise the ChicagoSpeaks panel. Households without conventional internet access but having web access via smartphones are allowed to participate in ChicagoSpeaks surveys by web. ChicagoSpeaks panelists participate in NORC studies on behalf of governmental agencies, academic researchers, and media and commercial organizations.
>
> **AmeriSpeak®** is a probability-based panel designed to be representative of the US household population. Randomly selected US households are sampled using area probability and address-based sampling, with a known, non-zero probability of selection from the NORC National Sample Frame. These sampled households are then contacted by US mail, telephone, and field interviewers (face to face). The panel provides sample coverage of approximately 97% of the U.S. household population. Those excluded from the sample include people with P.O. Box only addresses, some addresses not listed in the USPS Delivery Sequence File, and some newly constructed dwellings.
>
> For more information, email ChicagoSpeaks-BD@norc.org or visit https://www.norc.org/research/projects/chicagospeaks.html.

If editors or reviewers are requesting anything more specific or any other detail, please reach out to us to make certain you are using accurate language.

For a less technical, panel-specific description of **ChicagoSpeaks**, we recommend:

ChicagoSpeaks is the first Chicago. multi-client household panel combining the speed and cost-effectiveness of panel surveys with enhanced representativeness of the Chicago population, an industry-leading response rate, and an innovative and thorough Project Methods and Transparency Report. Since its founding by NORC at the University of Chicago in 2024, ChicagoSpeaks has produced quarterly

surveys, ChicagoSpeaks is the most scientifically rigorous multi-client Chicago panel available in the U.S. market. https://www.norc.org/research/projects/chicagospeaks.html

NORC at the University of Chicago is best described as follows:

NORC at the University of Chicago conducts research and analysis that decision-makers trust. As a nonpartisan research organization and a pioneer in measuring and understanding the world, NORC has studied almost every aspect of the human experience and every major news event for more than eight decades. Today, NORC partners with government, corporate, and nonprofit clients around the world to provide the objectivity and expertise necessary to inform the critical decisions facing society. www.norc.org. Please refer to the full name "NORC at the University of Chicago" when first mentioning us. Using simply "NORC," thereafter, is fine. Our name is now only the acronym and does not need to be spelled out.

APPENDIX

TECHNICAL OVERVIEW OF THE ChicagoSpeaks™ PANEL NORC'S PROBABILITY-BASED CHICAGO HOUSEHOLD PANEL

Updated May 2, 2025

NORC prepared this *Technical Overview of the ChicagoSpeaks Panel* because of our commitment to transparency in research. ChicagoSpeaks™ is a probability-based household panel funded and operated by NORC at the University of Chicago.

The ChicagoSpeaks Panel is a combination of both NORC's AmeriSpeak® Panel and NORC's ChicagoSpeaks recruitment of Chicagoans. Both AmeriSpeak and ChicagoSpeaks panelists are probability-based panelists that live in Chicago.

ChicagoSpeaks Panel

ChicagoSpeaks is designed to be representative of the city of Chicago household population. Chicago households are randomly selected with a known, non-zero probability from the NORC National Frame as well as other address-based sample (ABS) frames and then recruited by mail.

In 2024, NORC completed a survey named the Chicago PD Consent Decree Survey for the University of Illinois at Chicago (UIC), which utilized an address-based sample of Chicago, IL residents. At the end of this survey, respondents were asked if they would like to participate in more surveys related to Chicago. All respondents who consented to being contacted for additional surveys were contacted to be recruited into ChicagoSpeaks, so long as their address did not change to outside of the city of Chicago, IL city limits (e.g., removed sample that moved out of Chicago city limits). Those that consented to joining ChicagoSpeaks and continue to report living in Chicago comprise the ChicagoSpeaks panel.

AmeriSpeak Panel

AmeriSpeak is designed to be representative of the U.S. household population, including all 50 states and the District of Columbia. U.S. households are randomly selected with a known, non-zero probability from the NORC National Frame as well as other address-based sample (ABS) frames and then recruited by mail, telephone, and in-person field interviews. AmeriSpeak panelists participate in NORC studies or studies conducted by NORC on behalf of governmental agencies, academic institutions, non-profit organizations, the media, and commercial organizations.

For more technical information about AmeriSpeak, please visit:
https://amerispeak.norc.org/content/dam/amerispeak/about-amerispeak/pdf/amerispeak-technical-overview.pdf

ADDITIONAL RESOURCES

To learn more about ChicagoSpeaks or to share an RFP, please contact ChicagoSpeaks at ChicagoSpeaks-BD@norc.org. Information about ChicagoSpeaks capabilities and research papers is available online at https://www.norc.org/research/projects/chicagospeaks.html.

Please see the following resources to learn more about AmeriSpeak:

- AmeriSpeak website
- AmeriSpeak's Panel Book
- AmeriSpeak's Responses to ESOMAR 37