

# CHICAGOSPEAKS QUARTERLY PULSE SURVEY Q4 2025

## NORC

PROJECT METHODS AND TRANSPARENCY REPORT  
December 18, 2025

**NORC Account Manager:**  
Jacob Stolmeier | [Stolmeier-Jacob@norc.org](mailto:Stolmeier-Jacob@norc.org)  
**NORC Project Manager:**  
Nathan Hauger | [Hauger-Nathan@norc.org](mailto:Hauger-Nathan@norc.org)

# STUDY INTRODUCTION

NORC conducted the ChicagoSpeaks Quarterly Pulse Survey (Q4 2025), from a multi-client survey, on behalf of the NORC using NORC's ChicagoSpeaks™ Panel. ChicagoSpeaks panelists are a combination of both NORC's AmeriSpeak® Panel and NORC's ChicagoSpeaks recruitment of Chicagoans.

ChicagoSpeaks is a probability-based panel of Chicago residents. 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. NORC funded their own questions on this multi-client survey.

The survey was offered in English and Spanish and was self-administered by the respondent online via the Web.



## 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:** 2,806

**Overall Completed Units:** 1,230

**Expected Eligibility Rate:** 100%

**Observed Eligibility Rate:** 100%

**Survey Field Period:** November 24, 2025 – December 8, 2025

**Median Duration (minutes):** 16.5

**Margin of Error:** +/-3.90 percentage points (pp)

**Design Effect:** 1.95

## 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 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.

### Field

A sub-sample of ChicagoSpeaks web-mode panelists were invited to the survey on November 24, 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 November 25, 2025. Data collection ended on December 8, 2025.

In total, NORC collected 1,230 ChicagoSpeaks interviews. This does not include interviews that may have been removed for data quality purposes (see below).

### Panel & Survey Sample Performance

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 (WPreRet)
26.4%	78.2%

*Weighted Household Recruitment Rate (WPrecr):* The weighted AAPOR RR3<sup>1</sup> 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 (WPreRet):* 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)
43.8%	9.0%

*Survey Completion Rate (SurC):* The percent of sample members who completed the survey interview. 2,806 panelists were invited to the survey, and 1,230 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. ( $WCR = SurC \times WPreRet \times WPrecr$ )

### 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.

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

- Monday, November 24
- Tuesday, November 25
- Wednesday November 26
- Friday, November 28
- Tuesday, December 2
- Friday, December 7

---

<sup>1</sup>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>.

SMS or text messages were sent to those invited panelists who have agreed to receive such messages on the following dates:

- Monday, December 1
- Friday, December 5

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.

### **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, 28 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)
  - 23 removed for speeding
- Removing Respondents with High Refusal Rates (i.e., those that skip or refused more than 50% of the eligible questions)
  - 11 removed for high refusal rates

Of those 28 cases removed:

- 22 cases were marked with one of the two flags above
- 6 cases were marked with both of the 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.

### **Statistical Weighting**

**AmeriSpeak Panel Weights (Chicago-Calibrated):** Weights developed for all panel members to account for their probability of selection into the panel recruit sample, panel recruitment nonresponse adjustments, and poststratification adjustments of the recruited panel to match population benchmarks.

**Study Specific Base Weights:** Sampling weights developed for a study sample selected from the panel to account for their selection probabilities under the sample design. The base weights are a product of the AmeriSpeak Panel weights and the inverse of selection probabilities associated with sample selection from the panel.

**Study Specific Final Weights:** These are final weights developed for all completed cases of a specific study. The final weights are adjustments of the base weights to address survey nonresponse through a weighting class method. Raking adjustments are then applied to the non-response adjusted weights to align the survey sample to specific population benchmarks. The final weights may be trimmed to reduce the influence of extreme weights on survey estimates.

The following information goes deeper into the specifics of each of the weights. You can also find an even deeper discussion of the development of weights in the AmeriSpeak Panel Technical overview report in the Appendix of the Project Methods and Transparency Report.

**Amerispeak Panel Weights (Chicago-Calibrated):** Since the sampling frame for the probability sample is the Amerispeak Panel, which itself is a sample, the starting point of the weighting process for the study is the Amerispeak panel weight<sup>2</sup>. The panel weight reflects the cumulative panel recruitment selection probabilities, nonresponse adjustments, and calibration to population benchmarks, both at the household and individual levels. To ensure the panel weights were representative of Chicago residents, the Amerispeak panel weights were raked to Chicago population benchmarks.

**ABS Base Weights:** 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.

**Amerispeak-Chicago Base Weights:** The Amerispeak Panel Weights (Chicago-Calibrated) are then adjusted to account for the sample selection probability from the panel under the study sample design. The base weights for the study sample from Amerispeak panel is a product of the Amerispeak Panel Weight (Chicago-Calibrated) and the inverse of selection probabilities associated with sample selection from the panel. To enhance sample size and representativeness, we also recruited new Chicago residents identified through the 2025 Financial Health Network Chicago Pulse Survey, hereafter referred to as "FHN". The Amerispeak and FHN 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).

**Combined Probability Base Weights:** The ABS and Amerispeak-Chicago 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). Final panel weights were calculated for the combined sample and further calibrated to align with current population benchmarks for the city of Chicago.

**Nonresponse Adjusted Weights:** 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.

**Study Specific Final Weights:** A raking ratio adjustment is applied to the nonresponse adjusted base weights to align the sample with known population benchmarks made up of the topline socio-demographic characteristics of the following:

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

### **The raking variables are defined as below**

- Chicago Region x Age

---

<sup>2</sup> The Amerispeak panel weight existed prior to this study; the weighting procedures are described here for clarity and completeness.

- Chicago Region x Sex
- Chicago Region x Race/Ethnicity
- Chicago Region x Education
- Chicago Region x Age x Sex
- Chicago Region x Age x Race/Ethnicity
- Chicago Region x Race/Ethnicity x Sex

**Where the categories for each variable are listed below:**

- **Chicago Region:** North Central Chicago, Northwest Chicago, South Chicago, Southwest Chicago, West Chicago
- **Age:** 18-24, 25-29, 30-39, 40-49, 50-59, 60-64, 65+
- **Sex:** Male, Female
- **Race/Ethnicity:** Non-Hispanic White, Non-Hispanic Black, Hispanic, Non-Hispanic other
- **Education Status:** Less than High School, High School Equivalent, Some College/Associate Degree, Bachelor's or Higher

**For example, Chicago Region x Sex has the following categories:**

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

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

Raking and re-raking are done during the weighting process so that the weighted demographic distribution of the survey completes resembles the demographic distribution in the target population. The assumption is that the key survey items are related to the demographics. Therefore, by aligning the survey respondent demographics with the target population, the key survey items should also be in closer alignment with the target population.

Survey weights are developed to reduce estimation bias that could arise from unequal selection probabilities, nonresponse, and frame coverage errors. 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.<sup>3</sup>

Demographic Category	Subcategory	Unweighted (%)	Weighted (%)	Benchmark (%)
Age	18 - 24	8.1	11.0	11.0
	25 - 29	11.8	12.1	12.1
	30 - 39	24.3	22.1	22.0
	40 - 49	20.7	16.3	16.2
	50 - 59	15.4	14.2	14.2
	60 - 64	6.1	6.9	6.8
	65 Plus	13.6	17.4	17.7
Sex	Male	38.6	47.6	47.7
	Female	61.4	52.4	52.3
Education Status	Less than High School	4.9	11.8	11.6
	High School Equivalent	10.6	21.0	21.3
	Some College/Associate Degree	23.8	22.8	22.7
	Bachelor's or Higher	60.7	44.5	44.4
Race/Ethnicity	Non-Hispanic White	42.8	34.4	34.4
	Non-Hispanic Black	26.3	26.9	26.7
	Hispanic	18.4	27.3	27.5
	All other	12.5	11.4	11.4
Chicago Region	North Central Chicago	29.8	27.1	27.1
	Northwest Chicago	17.7	15.9	15.9
	South Chicago	17.8	18.9	18.9
	Southwest Chicago	23.3	20.3	20.3
	West Chicago	11.5	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.

### Deliverables

The following files were created, as a standard, for the study deliverables:

- Survey interview data file in SPSS
- Codebook in an Excel format
- Final questions – in a complete programming format, in Word document
- Project report documenting study procedures and information on the ChicagoSpeaks Panel
- Standard set of banner tables in Excel format

<sup>3</sup> 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.

# 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 of 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](mailto: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](http://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's 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.

**AmeriSpeak Panel Weights:** The sample for this survey is composed of members from ChicagoSpeaks panel, combined with Chicago residents from the AmeriSpeak panel. To enhance sample size and representativeness, we also recruited new Chicago residents identified through Financial Health Pulse Survey. Final panel weights were calculated for the combined sample and were calibrated to align with current population benchmarks for the city of Chicago. Since the sampling frame for this study is the AmeriSpeak Panel, which itself is a sample, the starting point of the weighting process for the study is the AmeriSpeak panel weight<sup>2</sup>. To develop the panel weight, NORC first computed the panel base weight as the inverse of the probability of selection from the NORC National Frame (the sampling frame that is used to sample housing units for AmeriSpeak) or other address-based sample frames (supplemental panel samples were selected from frames developed from the USPS Delivery Sequence Files). The sample design and recruitment protocol for the AmeriSpeak Panel involve unequal sampling rates across the sampling strata and additional subsampling of initial nonresponding housing units for in-person

nonresponse follow-up (NRFU). The panel base weights reflect all the variations in panel sample selection probabilities. The panel base weights are then adjusted to account for unknown eligibility and nonresponse among eligible housing units. These adjustments were conducted using weighting classes defined by some household characteristics provided by commercial data vendors, including partisan score, political party identification, the presence of young adult(s), and minority status. To produce the final household panel weights, the household-level nonresponse-adjusted weights are post-stratified to match the number of households per census division obtained from the most recent Current Population Survey (CPS). Final household weights are assigned to each eligible adult in the recruited household. These person-level weights are then adjusted to compensate for nonresponding adults within a recruited household. Finally, the nonresponse-adjusted person-level panel weights are raked to population totals associated with the following variables:

#### **Variables & the Variable Categories for Panel Recruitment Non-Response Raking**

**Age:** 18-24, 25-29, 30-39, 40-49, 50-59, 60-64, and 65+

**Sex:** Male and Female

**Census Division:** New England, Middle Atlantic, East North Central, West North Central, South Atlantic, East South Central, West South Central, Mountain, and Pacific

**Race:** White, Black, AAPI, Other

**Ethnicity:** Hispanic, Not Hispanic

**Education:** Less than High School, High School/GED, Some College, and BA and Above

**Housing Tenure:** Homeowner and Other

**Household phone status:** Cell Phone-only, Dual User, and Landline-only/Phoneless

**Age x Sex:** 18-34 Male, 18-34 Female, 35-49 Male, 35-49 Female, 50-64 Male, 50-64 Female, 65+ Male, and 65+ Female

**Age x Race/Ethnicity:** 18-34 Non-Hispanic White, 18-34 All Other, 35-49 Non-Hispanic White, 35-49 All Other, 50-64 Non-Hispanic White, 50-64 All Other, 65+ Non-Hispanic White, and 65+ All Other

**California Adjustment:** Californian Non-Hispanic AAPI or Non-Hispanic Black; Californian Other; Non-Californian Non-Hispanic AAPI or Non-Hispanic Black; Non-Californian Other

The external population totals are obtained from the Current Population Survey, except for Household Phone Status, which is determined by the National Center for Health Statistics (NCHS) bi-annual survey on wireless substitutions.<sup>3</sup> The weights adjusted to the external population totals are the *final panel weights*.

For more technical information about AmeriSpeak, please visit:

<https://amerispeak.norc.org/content/dam/amerispeak/about-amerispeak/pdf/amerispeak-technical-overview.pdf>

Please see the following resources to learn more about AmeriSpeak:

- [AmeriSpeak website](#)
- [AmeriSpeak's Panel Book](#)
- [AmeriSpeak's Responses to ESOMAR 37](#)

#### **ADDITIONAL RESOURCES**

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

## **GEOGRAPHIC CONSIDERATIONS**

### Chicago Region Definitions

For the ChicagoSpeaks panel, we are utilizing 2020 Census geographic boundaries. Panelists are tabulated into 5 Chicago regions:

#### CHI\_REGION

- 1=North Central
- 2=Northwest
- 3=South
- 4=Southwest
- 5=West

These regions fall within Chicago city boundaries. Each region is an aggregate of a distinct set of Census Public Use Microdata Areas (PUMAs):

CHI_REGION	2020 Census PUMAs in state FIPS code 17	PUMA label
1=North Central	03152	Chicago City (North)--West Ridge, Lincoln Square & North Center
	03153	Chicago City (North)--Uptown, Edgewater & Rogers Park
	03154	Chicago City (North)--Lake View & Lincoln Park
	03160	Chicago City (Central)--Near North Side, Loop & Near South Side
2=Northwest	03151	Chicago City (Northwest)--Albany Park, Norwood Park, Forest Glen, North Park & O'Hare
	03155	Chicago City (Northwest)--Logan Square, Irving Park & Avondale
	03156	Chicago City (Northwest)--Portage Park, Dunning & Jefferson Park
3=South	03161	Chicago City (South)--Hyde Park, Grand Boulevard, Woodlawn, Douglas & Kenwood
	03165	Chicago City (South)--Chicago Lawn, Greater Grand Crossing & West Englewood/Englewood
	03167	Chicago City (South)--Roseland, Chatham, West Pullman, Calumet Heights & Avalon Park
	03168	Chicago City (South)--South Shore, South Chicago, East Side & South Deering
4=Southwest	03162	Chicago City (Southwest)--New City, Lower West Side, Bridgeport & McKinley Park
	03163	Chicago City (Southwest)--South Lawndale, Brighton Park & Gage Park
	03164	Chicago City (Southwest)--Ashburn, Garfield Ridge, West Lawn, Clearing & West Elsdon
	03166	Chicago City (Southwest)--Auburn Gresham, Washington Heights, Morgan Park & Beverly
5=West	03157	Chicago City (West)--Belmont Cragin, Humboldt Park, Hermosa & Montclare
	03158	Chicago City (West)--Austin, North Lawndale & East/West Garfield Park
	03159	Chicago City (West)--West Town & Near West Side

### Maps of Community Areas & Neighborhoods within Region

Below are two maps of the ChicagoSpeaks panel 1) Community Areas within Regions and 2) Neighborhoods within Regions. Data files standardly include a Chicago Region (5-level) variable. This variable is used as a raking variable during the weighting process.

Geographic boundaries are sources from the City of Chicago Data Portal. The O'Hare airport is not shown. The residential region of the O'Hare neighborhood remains visible. The unmapped area within the Northwest region corresponds to the Norwood Park and Harwood Heights municipalities. The gap in the Southwest region is a cemetery in the Merrionette Park municipality.

### Community Areas within Regions

## Regions and Community Areas

### North Central

- 1 Rogers Park
- 2 West Ridge
- 3 Uptown
- 4 Lincoln Square
- 5 North Center
- 6 Lake View
- 7 Lincoln Park
- 8 Near North Side
- 9 Loop
- 10 Near South Side
- 11 Edgewater

### Northwest

- 12 Edison Park
- 13 Norwood Park
- 14 Jefferson Park
- 15 Forest Glen
- 16 North Park
- 17 Albany Park
- 18 Portage Park
- 19 Irving Park
- 20 Dunning
- 21 Avondale
- 22 Logan Square
- 23 Ohare

### South

- 24 Douglas
- 25 Oakland
- 26 Fuller Park
- 27 Grand Boulevard
- 28 Kenwood
- 29 Washington Park
- 30 Hyde Park
- 31 Woodlawn
- 32 South Shore
- 33 Chatham
- 34 Avalon Park
- 35 South Chicago
- 36 Burnside
- 37 Calumet Heights
- 38 Roseland

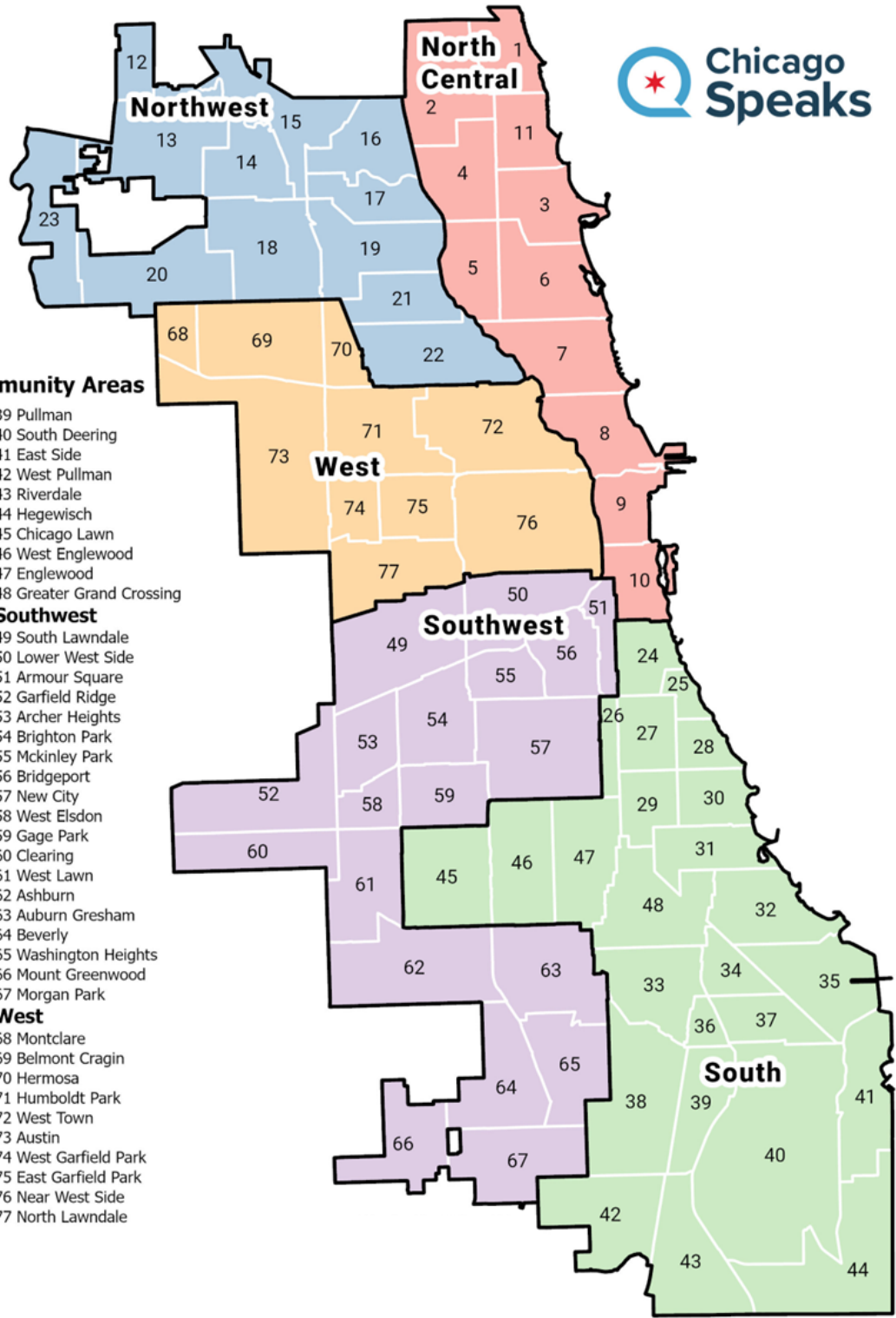
- 39 Pullman
- 40 South Deering
- 41 East Side
- 42 West Pullman
- 43 Riverdale
- 44 Hegewisch
- 45 Chicago Lawn
- 46 West Englewood
- 47 Englewood
- 48 Greater Grand Crossing

### Southwest

- 49 South Lawndale
- 50 Lower West Side
- 51 Armour Square
- 52 Garfield Ridge
- 53 Archer Heights
- 54 Brighton Park
- 55 McKinley Park
- 56 Bridgeport
- 57 New City
- 58 West Elsdon
- 59 Gage Park
- 60 Clearing
- 61 West Lawn
- 62 Ashburn
- 63 Auburn Gresham
- 64 Beverly
- 65 Washington Heights
- 66 Mount Greenwood
- 67 Morgan Park

### West

- 68 Montclare
- 69 Belmont Cragin
- 70 Hermosa
- 71 Humboldt Park
- 72 West Town
- 73 Austin
- 74 West Garfield Park
- 75 East Garfield Park
- 76 Near West Side
- 77 North Lawndale



Neighborhoods within Regions

