



Research Brief

Most Chicago residents are satisfied with their local news landscape.

A new ChicagoSpeaks survey from NORC at the University of Chicago reveals key insights about news habits in Chicago.

For Chicagoans, the most important news topics are weather, crime, and traffic. Most residents are satisfied with the coverage of local weather and traffic. Three-quarters of Chicagoans get their local news through word of mouth and local TV stations, and the majority feel there are no barriers to accessing local news.

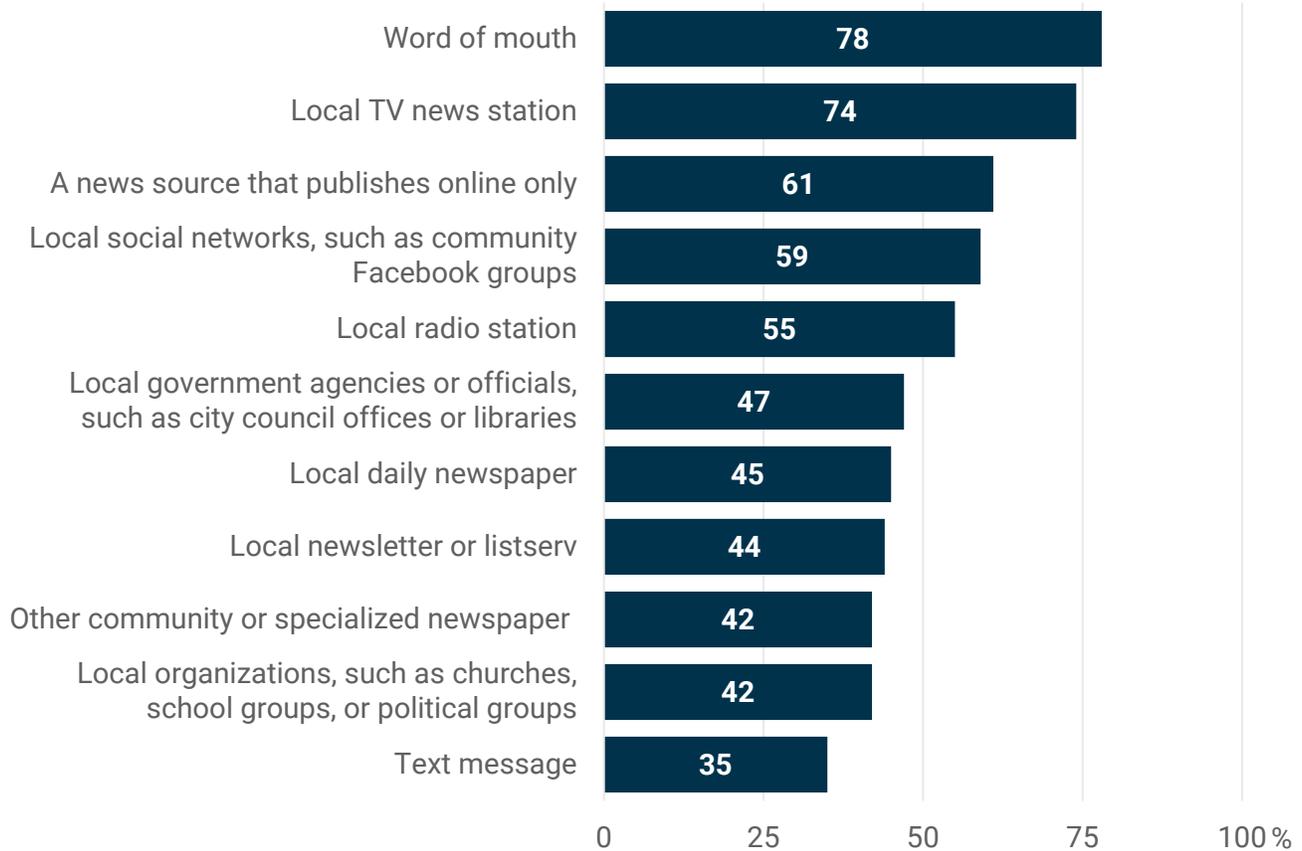
Chicago residents get their national news through a wide variety of sources. The most popular source for news overall is national news broadcasts (ABC, CBS, NBC), followed by local television news and YouTube.

Three-quarters of Chicagoans get local news from word of mouth and a local TV news station.

Chicagoans most frequently access local news through word of mouth, followed closely by local TV news broadcasts. About 6 in 10 get local news through an online-only news source, local social networks, and local radio stations.

Three quarters of Chicagoans get their local news through word of mouth and local TV news.

Percent of adults who say they get news often or sometimes from each source



Question: How often do you get local news and information from each of the following types of sources, regardless of whether you access them digitally or not?

Source: ChicagoSpeaks Poll conducted November 14-December 2, 2024 with 1,097 adult Chicago residents.

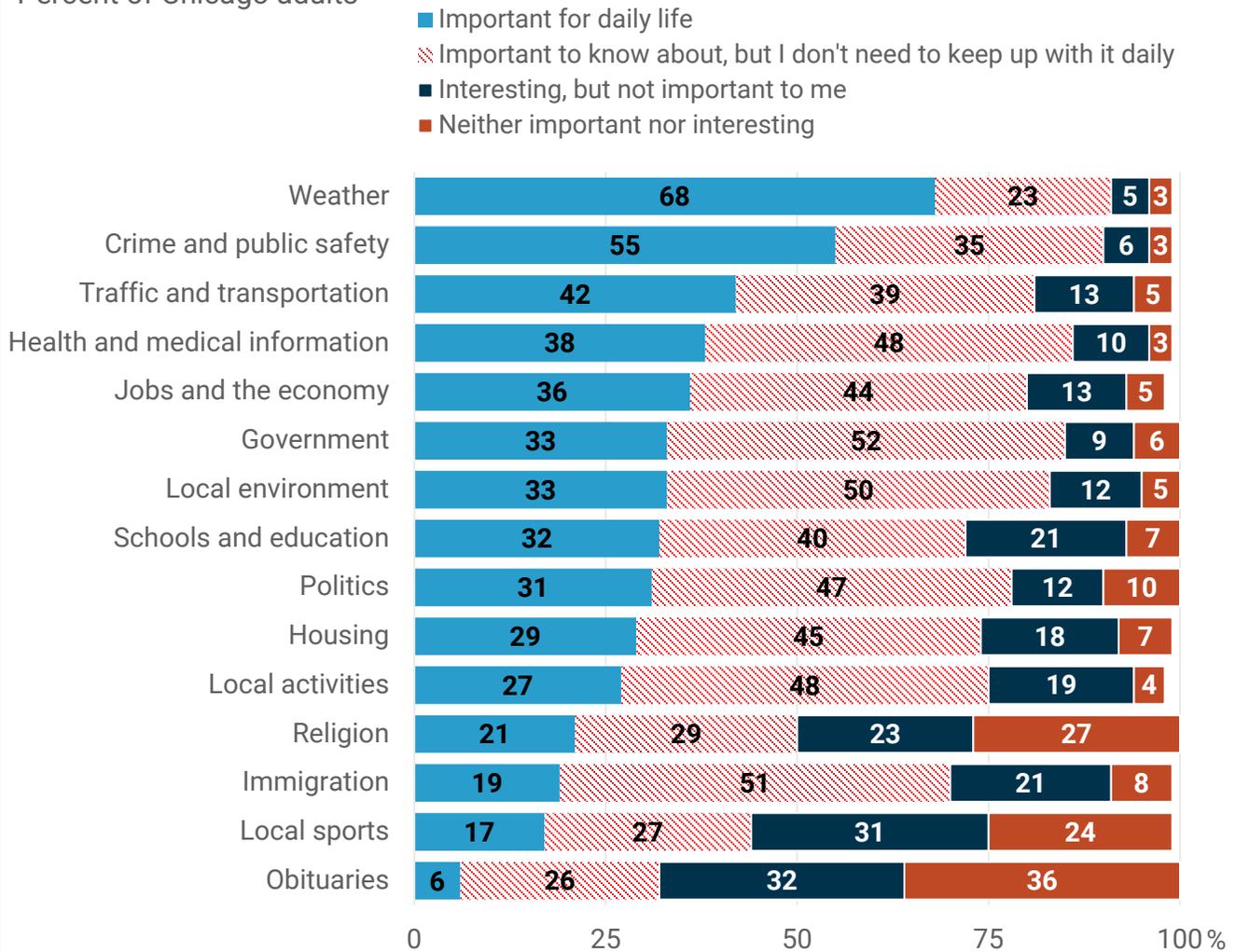


Seven in 10 Chicagoans consider news about the weather important for their everyday lives. Half say the same about crime and public safety.

Chicagoans consider news about the weather most important for their daily lives, followed by crime and traffic news. Religion, immigration, local sports, and obituaries are viewed as least important or interesting by Chicagoans.

7 in 10 Chicagoans view knowing about the weather as important for daily life.

Percent of Chicago adults



Question: Now thinking about local news topics, how important is it for you to know about each of the following?

Source: ChicagoSpeaks Poll conducted November 14-December 2, 2024 with 1,097 adult Chicago residents.

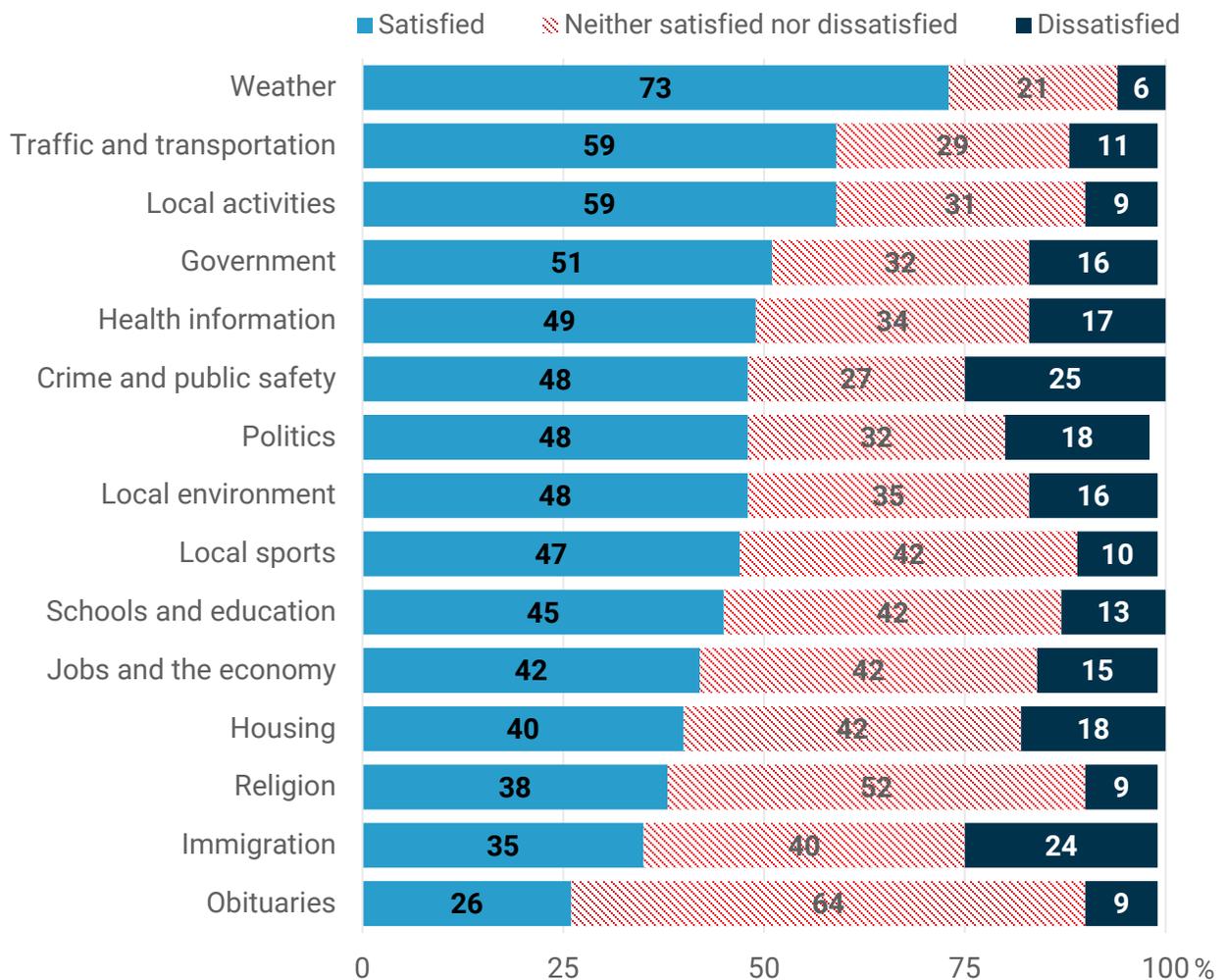


Most Chicagoans are satisfied with the information they receive about the topics they consider most important.

Chicagoans’ satisfaction with the news coverage of topics tends to track with how important they perceive that topic. Three quarters of Chicagoans are satisfied with the information they receive about the weather and six in 10 are satisfied with the news they receive about traffic. But Chicagoans are less satisfied (48%) with news they receive about crime and public safety.

A majority of Chicagoans are satisfied with the information they receive about weather, traffic and transportation, and local activities.

Percent of Chicago adults



Question: How satisfied or dissatisfied are you with the information you are able to get about each of the following topics in your local area?

Source: ChicagoSpeaks Poll conducted November 14-December 2, 2024 with 1,097 adult Chicago residents.

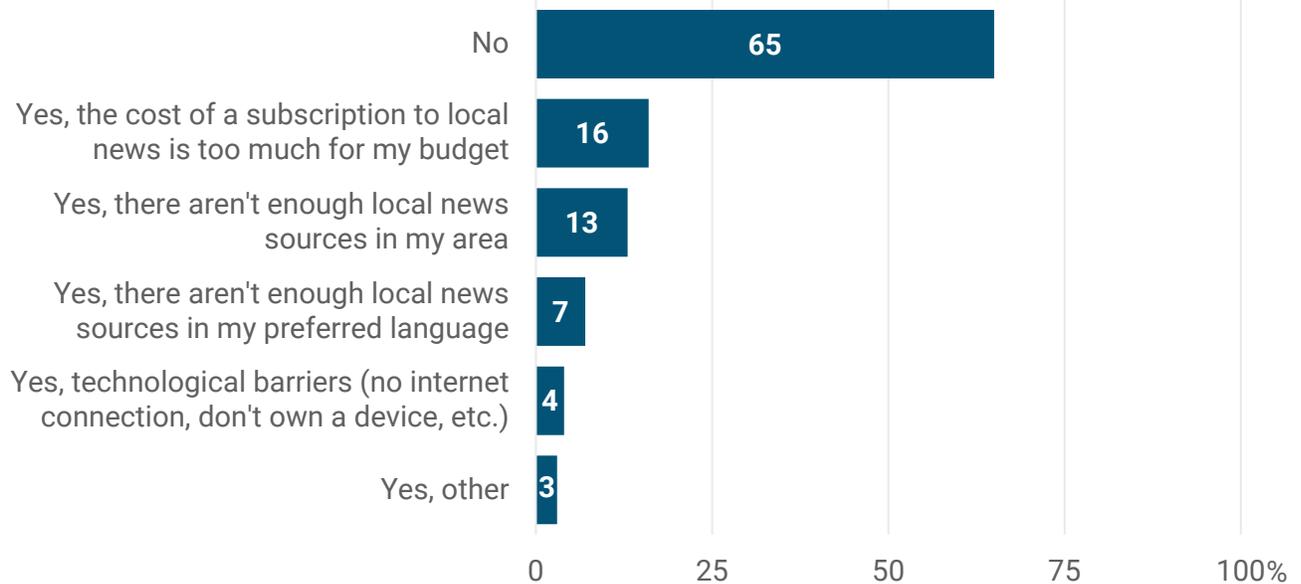


Most Chicagoans have no issue with accessing local news and information.

Sixty-five percent of Chicagoans say they have no issues accessing local news. However, 16% view the cost of a subscription to a local news outlet as a barrier and 13% say there aren't enough local news outlets in their area. Seven percent say lack of news sources in their preferred language is an issue. Seven percent say lack of news sources in their preferred language is an issue. Seven percent say lack of news sources in their preferred language is an issue.

A majority of Chicagoans do not have issues accessing local news.

Percent of Chicago adults



Question: Do you feel you have any barriers to accessing local news?

Source: ChicagoSpeaks Poll conducted November 14-December 2, 2024 with 1,097 adult Chicago residents.

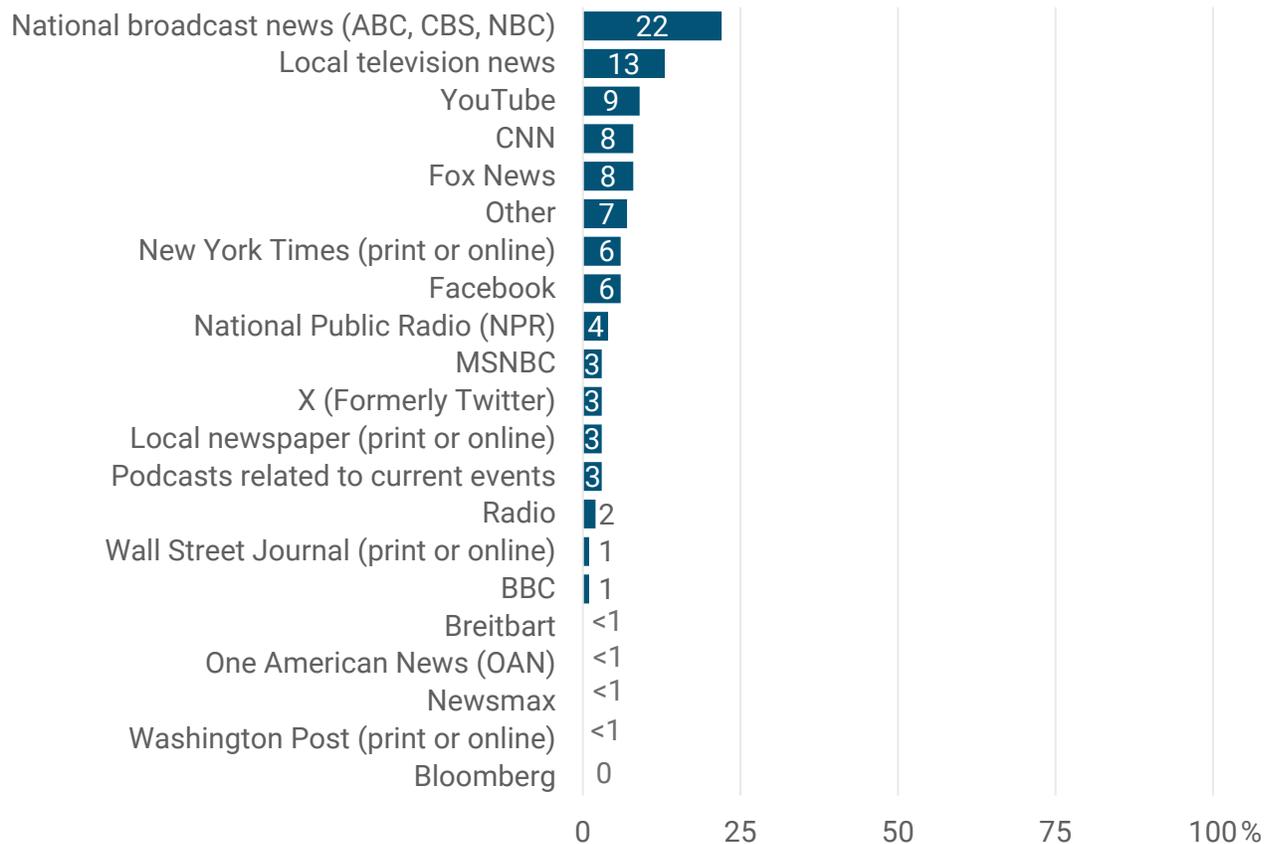


Two in ten Chicagoans turn to national broadcast news networks as their go-to source.

The most popular source for news overall among Chicagoans is national broadcast networks. Thirteen percent prefer local television news, and about one in ten most frequently tune into YouTube, CNN, or Fox News.

One fifth of Chicagoans rely on national broadcast news networks as their main source of news.

Percent of Chicago adults



Question: Which of these is your main source of news?

Source: ChicagoSpeaks Poll conducted November 14-December 2, 2024 with 1,097 adult Chicago residents.



Study Methodology

NORC conducted the ChicagoSpeaks™ November 2024 Survey using three sample sources: (1) NORC's AmeriSpeak® Panelists who reside in Chicago, (2) NORC's ChicagoSpeaks Panelists, and (3) Chicago residents from Dynata's web panel.

AmeriSpeak® and ChicagoSpeaks are probability-based panels 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.

Interviews for this survey were conducted between November 14 and December 2, 2024 with Chicago residents aged 18 and older, the overall study target population. Overall, 1,097 Chicago residents completed the survey including 572 probability cases and 525 non-probability cases. AmeriSpeak panelists were invited through the password-protected AmeriSpeak Mobile App and received email reminders and SMS reminders. ChicagoSpeaks panelists received a combination of email and SMS communications while Dynata used their typical panel recruitment methods. Interviews were conducted in both English and Spanish, depending on respondent preference, using an on-line survey. Respondents were offered a small monetary incentive for completing the survey. The overall margin of sampling error is +/- 4.5 percentage points at the 95 percent confidence level, including the design effect.

Sampling error is only one of many potential sources of error and there may be other unmeasured error in this or any other survey.

Quality assurance checks were conducted to ensure data quality. In total, 21 interviews were removed for nonresponse to at least 50% of the questions asked of them or for completing the survey in less than one-third the median interview time for the full sample. These interviews were excluded from the data file prior to 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 age, gender, race/ethnicity, education, and Chicago region, and weight trimming, are made to the initial weights to create the final weights. The sociodemographic characteristics are weighted to benchmarks from the American Community Survey 2023 1-year estimate.

For more information, email AmeriSpeak-BD@norc.org or visit [AmeriSpeak.norc.org](https://www.norc.org).

<https://www.norc.org/research/projects/chicagospeaks.html>