



ChicagoSpeaks® helps decision-makers understand what Chicagoans think before making a policy decision, editorial framing choice, or philanthropic investment.



ChicagoSpeaks is a representative survey panel of Chicago residents ages 18 and older that offers timely insights into residents' thoughts, experiences and behaviors.

Designed for nonprofits, government agencies, researchers, media organizations, funders, community organizers, and others interested in Chicago's well-being, ChicagoSpeaks helps organizations better understand residents' perspectives, needs, and lived experiences.

It provides actionable data to help organizations understand differences across communities over time and improve quality of life for all Chicagoans, particularly those whose voices are often least heard.

ChicagoSpeaks offers an efficient way to gather valuable insights on public policy, social issues, and community sentiment. The result is civic intelligence backed by reliable, timely data you can trust.

Three ways to meet your unique needs using ChicagoSpeaks:

1. Custom Surveys

provide ultimate flexibility in sample design, survey length, and questionnaire development, allowing you to maximize the depth and nuance of your research.

1. Quarterly Surveys

provide an opportunity to add questions to a recurring survey of panelists, maximizing speed and enabling organizations to track attitudes and experiences over time.

3. Recruitment Surveys

provide an opportunity to recruit Chicago residents for qualitative research activities such as interviews and focus groups.

Pricing

Community-based Chicago nonprofits receive at-cost pricing, a 20 percent discount.

Custom & Recruitment Surveys

For a price quote, contact us at ChicagoSpeaks-BD@norc.org

Quarterly Surveys

- **\$5,000 minimum** (includes 5 question units*)
- **\$850** for question units 6 through 10
- **\$750** per question unit for units 11+

* A unit is a simple, closed-end question, such as a yes/no, a Likert scale, or a checklist of up to 10 response categories or other dichotomous questions. For grid questions, with a battery of attribute statements using a rating scale, every 4 statements are one unit. Therefore, 12 statements are 3 question units.

Deliverables

Custom Surveys

Standard

- Survey data file (Excel, SPSS, SAS or STATA) including weights and ChicagoSpeaks demographic profile variables, with codebook
- Project methods and transparency report

Additional Features

- Custom banner tables (contact us for pricing)
- Additional profile variable: \$300 (contact us for available variables)
- Open-ended coding: \$1,500
- Topline or PowerPoint Report (contact us for pricing)

Quarterly Survey

Standard

- Data file (Excel, SPSS, SAS or STATA) including weights and demographic profile variables
- Demographic banner table: age, sex, race/ethnicity, Chicago region
- Project methods and transparency report

Additional Features

- Custom banner tables: \$350
- Additional profile variable: \$300 (contact us for available variables)
- Open-ended coding: \$1,500
- Topline or PowerPoint Report (contact us for pricing)

Demographic Profile Variables Included in ChicagoSpeaks

- Sex
- Age (in years)
- Age (4 and 7 categories)
- Race/ethnicity
- Education (5 categories)
- Chicago region (5 categories)
- Housing type (single-family home, etc.)
- Household income (4, 9 and 18 categories)
- Marital status
- Current employment status
- Survey language
- Survey start (date/time), survey end (date/time), duration (minutes)
- Device type used for online survey taking (desktop/tablet/smartphone)

Bringing Chicago's communities to the center of informed decision-making.

Learn more: go.NORC.org/ChicagoSpeaks
Get started: ChicagoSpeaks-BD@NORC.org



With gratitude to our initial supporters

