



## ChicagoSpeaks is a representative panel offering timely insights into the experiences, opinions, and behaviors of Chicago's communities.



Chicago is a city of unique neighborhoods and rich communities, but a critical gap exists in understanding Chicagoans' perspectives, needs, and lived experiences. This lack of insight hampers efforts to improve the quality of life for all Chicagoans, in particular, those whose voices are usually least heard.

ChicagoSpeaks offers an efficient solution. Whether you need insights on public policy, social issues, or community sentiment, the panel delivers reliable, timely data you can trust.

Nonprofits, government agencies, researchers, media, funders, and community organizers can all use ChicagoSpeaks to make informed decisions and gain a deeper understanding of Chicago residents' perspectives. With support from local funders, NORC built ChicagoSpeaks to fill this gap.

### Methodology

ChicagoSpeaks is a representative sample of Chicago residents ages 18 and older. Selected households receive an English and Spanish communication inviting them to visit a ChicagoSpeaks registration link. After providing informed consent, ChicagoSpeaks panel members complete an introductory survey asking questions about the person's background, characteristics, and interests.

### Two Ways to Meet Your Unique Needs using ChicagoSpeaks:

#### 1. Custom Surveys

Custom Surveys provide ultimate flexibility in sample, survey length, and overall survey creation, allowing you to maximize the depth and nuance of your research.

#### 2. Quarterly Survey

Quarterly Surveys allow you to add questions to a regular survey of ChicagoSpeaks panelists, maximizing the speed and affordability of your research. Finalized survey questions are due the second month of each quarter and data from at least 1,000 completed surveys are delivered to you six weeks later.

## Pricing

\* 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.

### Custom Surveys

Contact us directly for a custom price quote for your project.

- Community-based Chicago nonprofits receive at-cost pricing (20 percent discount).

### Quarterly Survey

- \$5,000 minimum (includes 5 question units\*)
- \$850 for question units 6 through 10
- \$750 per question units 11+
- Community-based Chicago nonprofits receive at-cost pricing (20 percent discount).

## 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 Costs

- 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 Costs

- 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
- Educational obtainment (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 (date/time), end date (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.**

To use ChicagoSpeaks, **email us at ChicagoSpeaks-BD@NORC.org**

To learn more about our services, **visit go.NORC.org/ChicagoSpeaks**



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