

## SURVEY METHODOLOGY

This survey was conducted by NORC at the University of Chicago with funding from Northwestern University.

Data were collected through a web survey link available to all Evanston residents. Three recruitment strategies were implemented sequentially. The initial recruitment phase began on February 16, 2023 when researchers at Northwestern University and the City of Evanston began promoting the survey through listservs and outreach at community events.

NORC sent postcards to 10,000 non-responding Evanston addresses on March 24, 2023. The postcard is below. The survey initially asked respondents for their address, so non-responding addresses could be identified for the postcard mailing. Non-responding addresses were stratified by ward and proportionately sampled by voting age population with a few exceptions. All non-responding addresses in Wards 2 and 5 were sent a postcard and Ward 8 was oversampled in an effort to improve representation in the data file after underperformance in the first phase.

### Evanston Reparations Survey

#### Share Your Thoughts to Help Your Community

The City of Evanston is conducting an important survey to understand how community members feel about the Evanston Reparations Program that was put into place in 2021. We want to hear from everyone in the community. **Even if you don't know about the program, we want to hear from you!**

To participate, please visit us at [evanstonstudy.norc.org](https://evanstonstudy.norc.org) to complete this 10-minute survey. To take the survey, you must be an Evanston resident who is 18 or older. Each resident should only complete the survey one time but every adult resident in each household can complete the survey. Your participation in the survey and your answers will be kept confidential.

NORC at the University of Chicago is conducting this confidential survey on behalf of the City of Evanston and Northwestern University.

Thank you for your help. We really appreciate your time and effort.



Daniel Biss, Mayor  
City of Evanston

La Ciudad de Evanston está realizando una encuesta importante para comprender cómo se sienten los miembros de la comunidad acerca del Programa de Reparaciones de Evanston. Para participar, visítenos en [evanstonstudy.norc.org](https://evanstonstudy.norc.org) para completar esta encuesta de 10 minutos.



You are invited to participate in the Evanston Reparations Survey conducted by NORC at the University of Chicago on behalf of the City of Evanston.



Make an impact in your community

To complete the survey, follow these two easy steps:

- 1 Visit [evanstonstudy.norc.org](https://evanstonstudy.norc.org) or scan the QR code on the right.
- 2 Complete this 10-minute survey.

Para completar la encuesta, siga estos sencillos pasos:

- 1 Visite [evanstonstudy.norc.org](https://evanstonstudy.norc.org) o escanee el código QR a la derecha.
- 2 Complete esta encuesta de 10 minutos.



JOHN DOE  
10 ELM ST  
ANYTOWN, IL 98765-4321



The final recruitment phase began April 5, 2023 when Northwestern University students began field recruitment efforts, which included recruiting Evanston residents in-person at various public locations to complete the web survey at that time using a provided tablet. If a resident was unable or unwilling to complete the survey at that time, they were provided the survey link and encouraged to complete the survey at a time of their choosing. Evanston residents were able to complete the web survey through June 30, 2023. A total of 3,367 Evanston residents completed the survey during the three phases and break out by phase was as follows:

- 1) Community recruitment: 2,842 completes
- 2) Postcard invitation: 194 completes
- 3) In-person recruitment: 331 completes



After all survey data had been collected, the data were poststratified to adjust for survey nonresponse and noncoverage. The poststratification variables included age, gender, race/ethnicity, and education. Population data were obtained from the 2021 American Community Survey (ACS) for Evanston adults age 18 and over. While the data were weighted to more closely align with the Evanston ACS benchmarks, the weighted proportions of certain subgroups do not match the benchmarks to avoid extreme weights due to differential nonresponse. The weighted proportions of all the demographic subgroups used in weighting are within about 3% of the population benchmark. The percentage point differences by subgroup are in the table below.

		<b>% of completes</b>	<b>% of Evanston adult population</b>	<b>Difference</b>
Age Group	18-34	30	38	-8
	35-44	13	12	1
	45-54	15	13	2
	55-64	16	15	2
	65-74	16	14	2
	75+	10	9	1
Education	Less than bachelor's degree	33	41	-8
	A bachelor's degree or higher	67	59	8
Race	Only white	65	62	3
	Only African American	13	13	0
	Other race	22	25	-3
Ethnicity	Hispanic	10	12	-3
	Non-Hispanic	90	88	3
Age by gender	Male/18-54-year-olds	28	32	-4
	Female/18-54-year-olds	30	31	-1
	Male/55 years and older	18	16	2
	Female/55 years and older	24	21	3
Age by race	Only white/18-54-year-olds	33	34	0
	Other race/18-54 year olds	25	29	-4
	Only white/55 years and older	32	28	4
	Other race/55 years and older	11	9	1