



Healthy Chicago Survey 2014

Methodology Summary

Time Frame	May 15 – September 23, 2014
Population	<p>Non-institutionalized adults age 18+ living in the City of Chicago that meet the following criteria:</p> <ul style="list-style-type: none"> ▪ Have phone service ▪ Have phone numbers that are associated with common Chicago area codes (312, 773, 872) and exchanges ▪ Can speak Spanish or English well enough to complete the survey
Sampling	<p>Samples were drawn from both landline and cell phone random digit dialing frames (overlapping dual frame design):</p> <p>Landline Telephone Sample: The landline telephone sample for the study was provided by Survey Sampling, Inc. (SSI) with the coverage area defined by exchanges assigned to census tracts that fall within the city limits of Chicago.</p> <p>Cellular Telephone Sample: The cellular telephone sample was also provided by SSI. Cellphone numbers from all rate centers in Cook County were sampled, since cell phone subscribers cannot be targeted based on residential location using information available in the sampling frame. While only about half of the population of Cook County resides within Chicago, casting a wider net geographically helped to ensure that portions of the Chicago population that may have purchased their cell phones near city boundaries were not systematically excluded. All survey participants confirmed that they were City of Chicago residents during the interview; non-residents did not complete the survey.</p>
Incentives	Participants who completed the survey by cell phone were offered a \$10 incentive check
Sample Size	2,517
Screening for Eligibility	<p>Potential respondents were screened for eligibility criteria: age 18 years or older, residency in Chicago, and live in a private residence. Telephone numbers for individuals who lived outside of Chicago and those that were non-residential were terminated as not eligible. Residency in Chicago was determined by the respondent's self-reported ZIP code. For respondents who preferred not to provide their ZIP code or for respondents whose ZIP code extended beyond Chicago, interviewers asked whether they lived in Chicago.</p>

Survey Language	Interviews were administered in English and Spanish. Only respondents who were able to answer the survey in one of these languages were able to continue
Language proportion	93.2% English (2,346 interviews out of 2,517) 6.8% Spanish (171 interviews out of 2,517)
Frame proportion	54.5% landline (1,372 interviews out of 2,517) 45.5% cell phone (1,145 interviews out of 2,517)
Weighting	<p>Survey weights are collected to ensure that the sample is representative of Chicago's adult population aged 18+, per population estimates based on the 2013 American Community Survey (ACS) (N= 1,917,196). This is done in four steps, by calculating each of the following:</p> <ol style="list-style-type: none"> 1. Base weights: Inverse of respondent's probability of being selected from the landline and cell frames 2. Frame integrated weights: Adjusts for higher probability of being selected if you have both a cell phone and landline 3. Calibration weights: To extrapolate to Chicago's adult population (based on 2013 ACS), raked weights were calculated based on gender, age, race, ethnicity, education, housing tenure, marital status, presence of children in the household, phone use, Public Use Microdata Area (PUMA). Missing data were imputed. 4. Weight trimming: The 2nd and the 98th percentile of the distribution of weights were then used as the hard limits on weights, and the raking procedure was repeated with trimming performed simultaneously with calibration (i.e., weights were trimmed to these hard levels, if necessary, within each cycle of raking) <p>The final weighting variable incorporates each of the above weights and sums to 1,917,196</p>
AAPOR Response Rates	<p>Response Rate 1 (RR1): 10.9%</p> <p>Response Rate 3 (RR3): 14.1%</p> <p>Cooperation Rate 1: 19.5%</p> <p>Cooperation Rate 3: 79.0%</p>