



March 8, 2023

To: Interested Parties

Fr: Impact Research

Re: Evanston Poll Summary

On behalf of Northwestern University, Impact Research conducted a live interview telephone poll. The survey was conducted among registered voters who live in Evanston, Illinois from a random sample of registered voters obtained from a voterfile (Impact Research typically uses Catalist as a voterfile vendor). For total sample size, we typically pull 100 voterfile records per every completed interview. Impact Research's practices for contact and interview completion follow guidance of industry standard best practices as determined by AAPOR (the American Association of Public Opinion Research).

As a company standard, we aim to conduct at least 75% of all phone interviews via cellphone. With the national average of cellphone only households now well above 50%, we believe this is critical for obtaining a representative sample, especially among younger voters and voters of color who are significantly less likely to use landlines.

Impact Research's poll fielded January 13-17, 2023. It ran 8 minutes in total interview length with a sample size of N=500 completed interviews. The margin of error for a sample of this size is +/- 4.5 percentage points at the 95% level of confidence. The margin of error for subgroups will vary and be higher.