



Date: May 11, 2026

TO: Interested parties

RE: Chicago Survey on Gun Violence and Gunshot Detection Technology

On behalf of SoundThinking, Change Research polled 616 likely 2026 general election voters in Chicago from April 22 to 28, 2026 to gauge opinions on gun violence and the use of gunshot detection technology in Chicago. The modeled margin of error is $\pm 4.4\%$.

Change Research recruited respondents by placing advertisements on Facebook and Instagram and sent text messages using the voter file data, targeting respondents who matched the survey sample's universe. Ads placed on social media targeted likely voters in Chicago. Those who indicated that they were not registered to vote were terminated.

To ensure that the final sample was representative of Chicago's voting population, Change Research used dynamic online sampling: adjusting ad budgets, lowering budgets for ads targeting groups that were overrepresented, and raising budgets for ads targeting groups that were underrepresented.

Additionally, post-stratification was performed on age, gender, education, race/ethnicity, and the 2024 presidential vote. Weighting parameters are based on the demographic composition of registered voters in the city, based on voter file data.