



THE NCSTM

THE NATIONAL COMMUNITY SURVEYTM

**Results for
Naperville, IL
2023 National
Community SurveyTM**





Civic Communication & Analytics Platform

Smarter, better connected communities. A civic surveying, policy polling, and constituent communication tech platform.

Questions about our product?

Visit www.polco.us to learn more



Advanced Survey Science & Performance Analytics

Data insights to help communities move forward. The premiere provider of professional civic surveys and performance benchmarking analyses.

Exclusive partners of:



Role of Resident Surveys in Local Governance



**Monitor trends in
resident opinion**



**Measure government
performance**

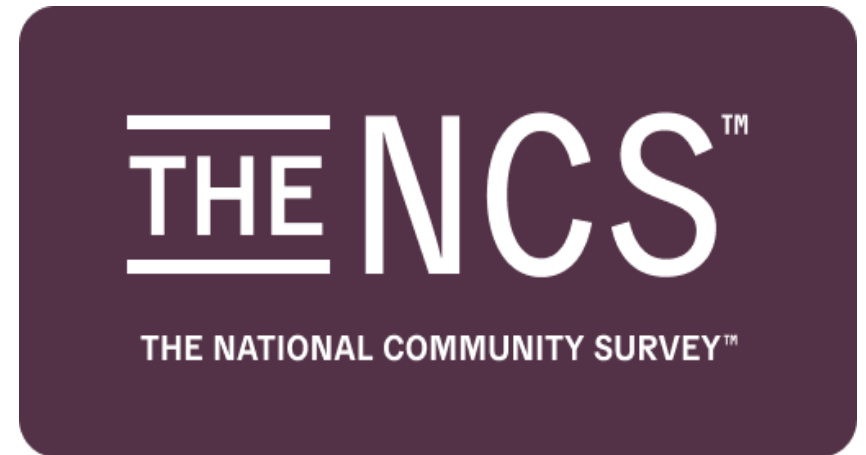


**Inform budget,
land use, strategic
planning decisions**



**Benchmarking
to other
communities**

Facets of Community Livability



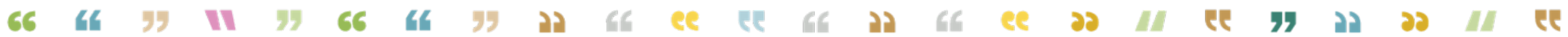
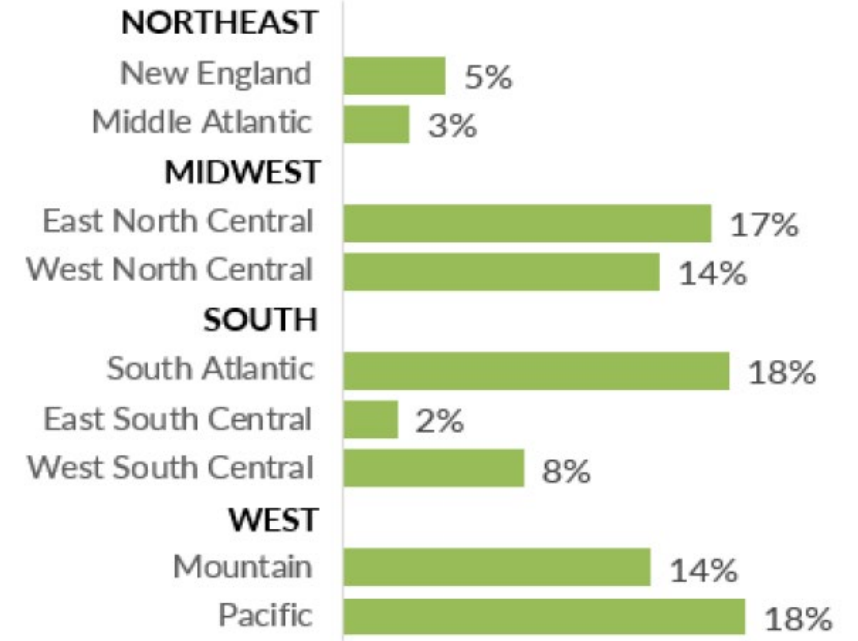
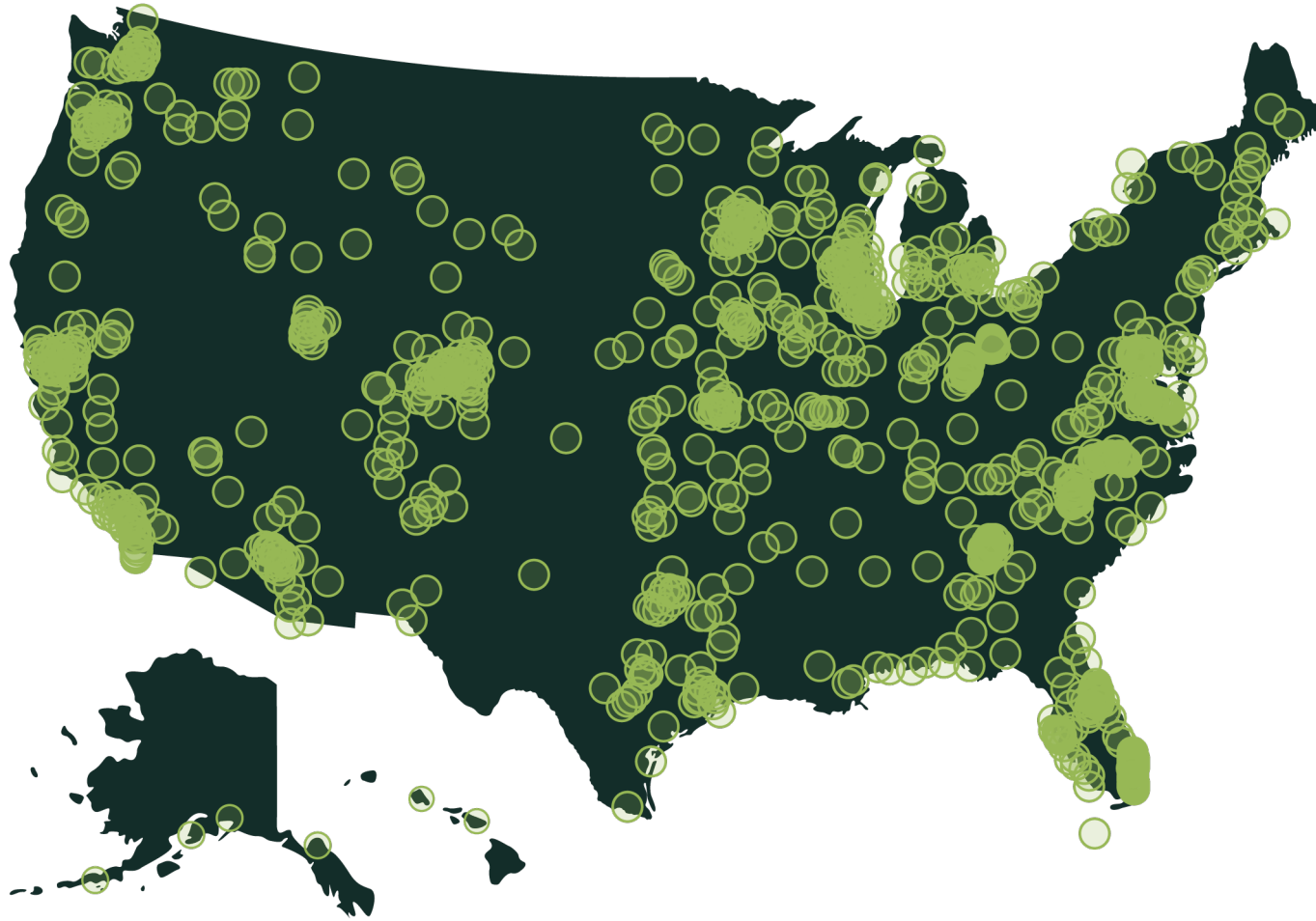
The National Community Survey™ in Naperville



The NCS™ for Naperville, IL

- 1st time conducting The NCS
- Survey conducted from July 5th 2023 – August 16th 2023
- Mailing approach employed:
 - Probability-based sample of 3,000 randomly selected households
 - Passcode protected responses
 - 612 total responses received
 - 21% overall response rate
 - Non-probability, open-participation survey: 675 responses
- Results statistically weighted to reflect Naperville overall
- 95% confidence interval with a +/- 4% margin of error

Polco's Benchmarking Database



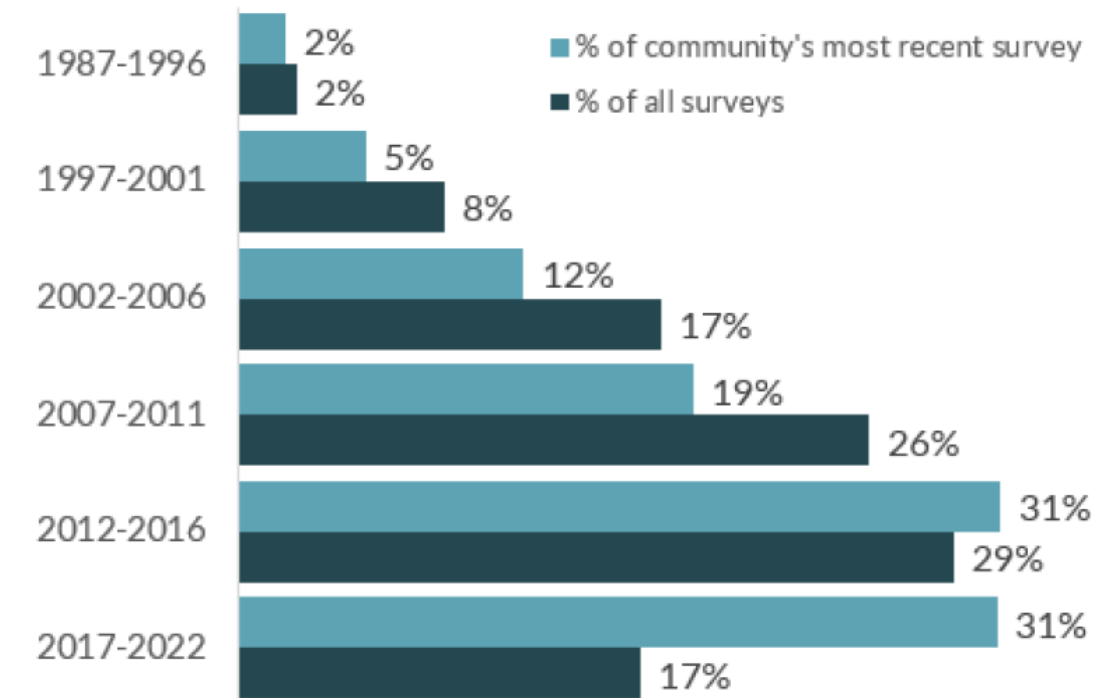
Polco's Benchmarking Database



Community Population by Type of Jurisdiction



Year Surveys Were Conducted



*All Benchmark Comparisons refer back to only data from the past 5 years





Overview of Survey Results



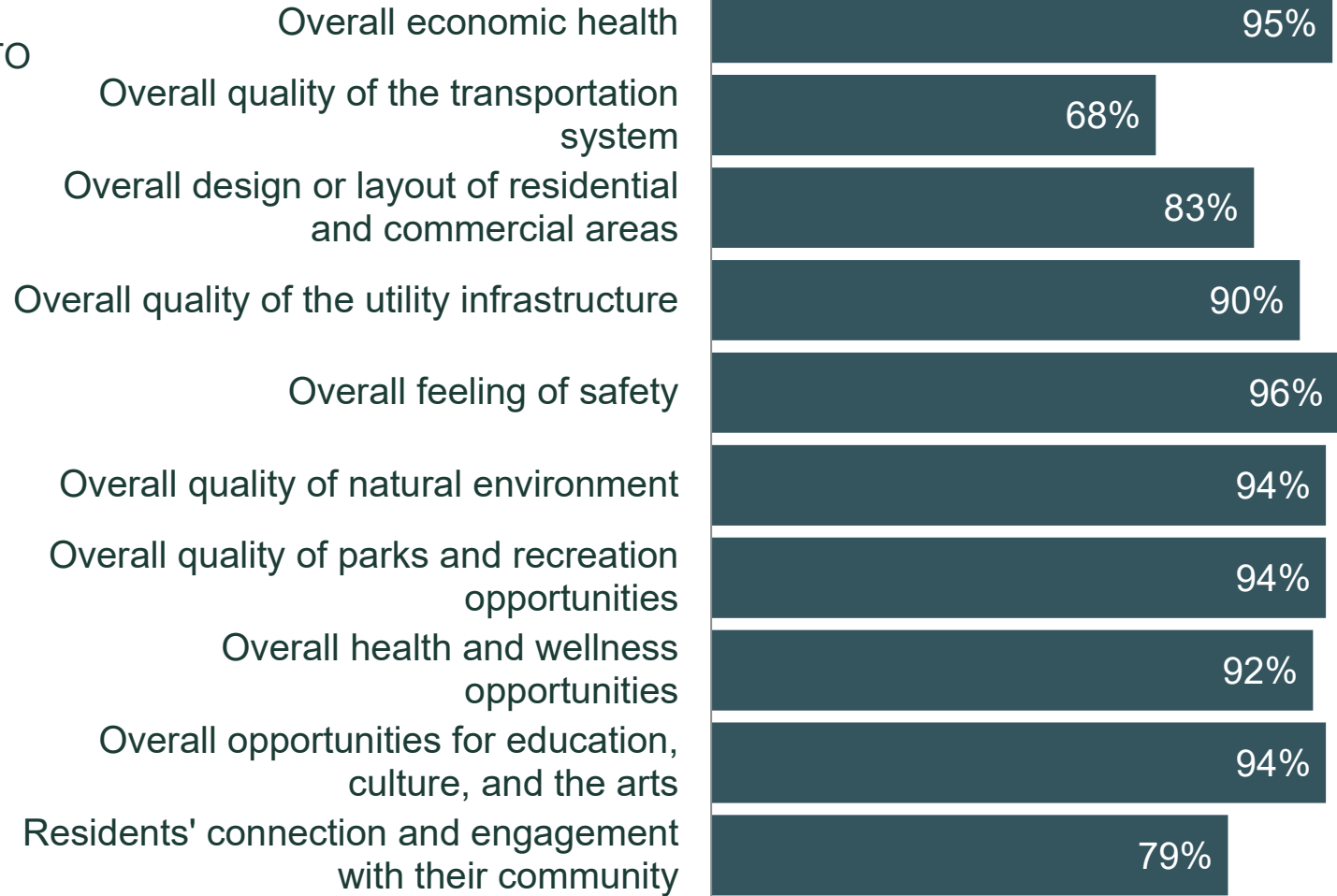


Facets of Community Livability: Quality

COMPARISON TO NATIONAL BENCHMARK:

- Higher
- Similar
- Lower

PERCENT EXCELLENT or GOOD



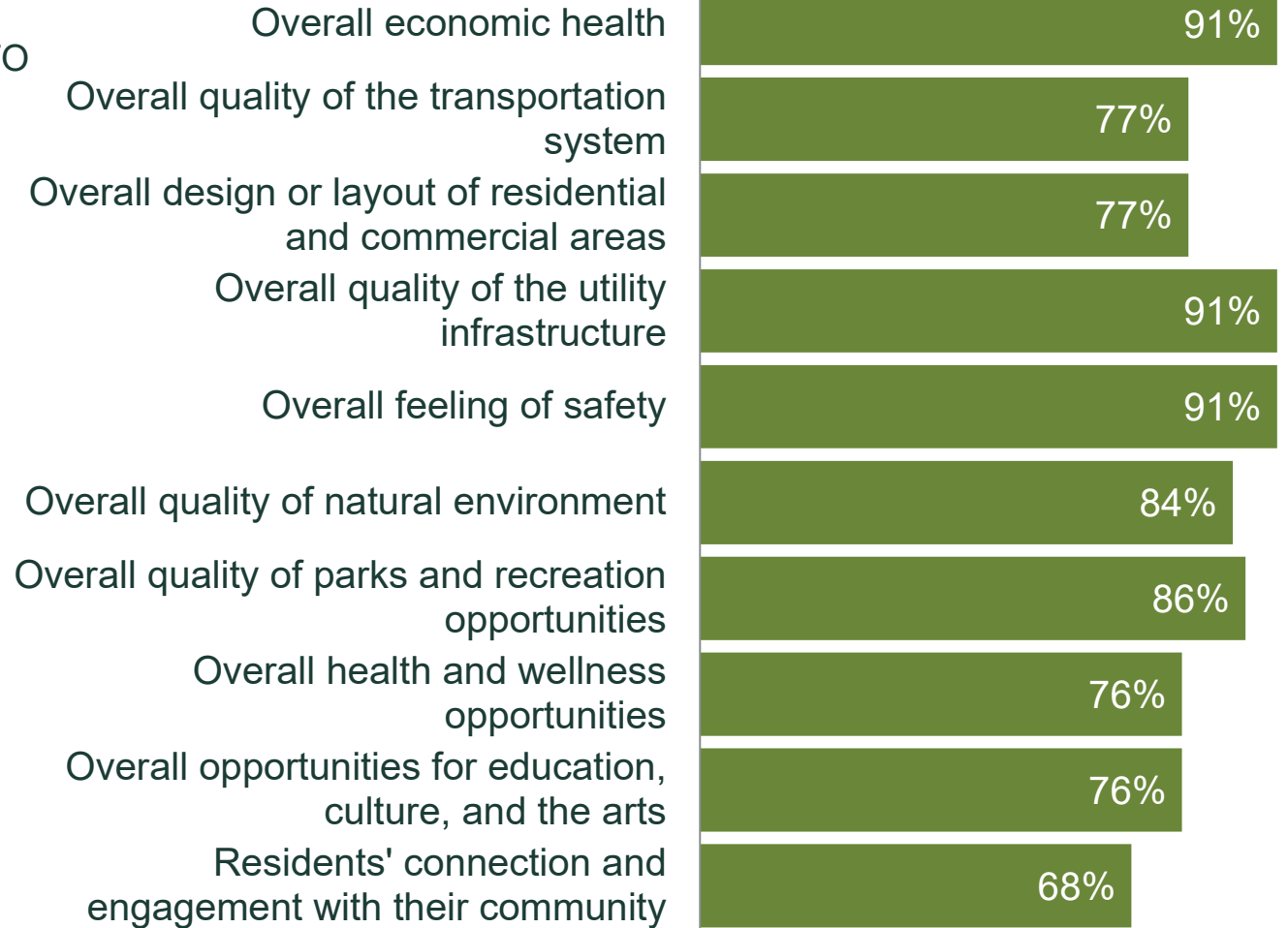


Facets of Community Livability: Importance

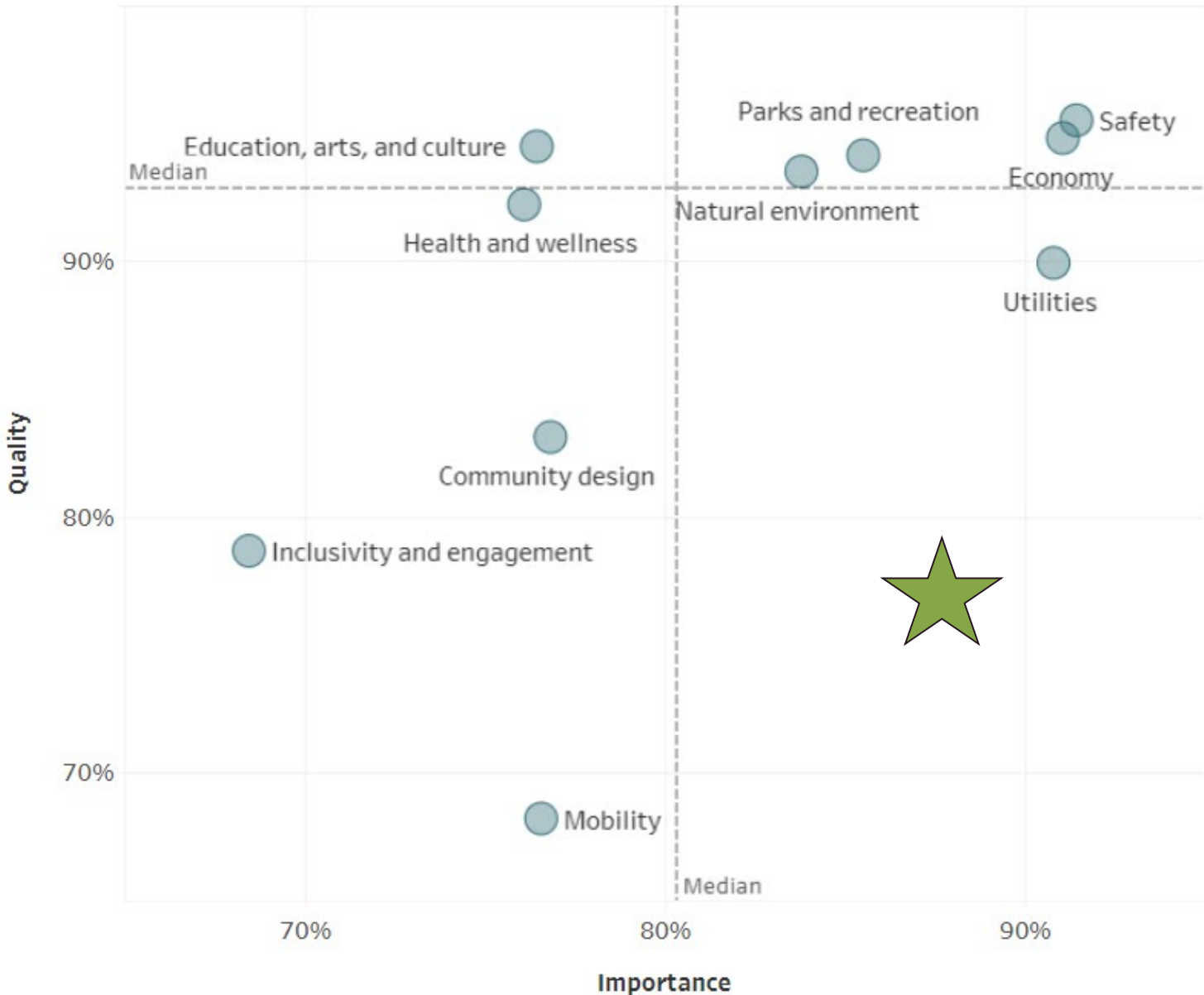
COMPARISON TO NATIONAL BENCHMARK:

- Higher
- Similar
- Lower

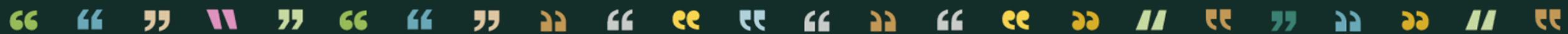
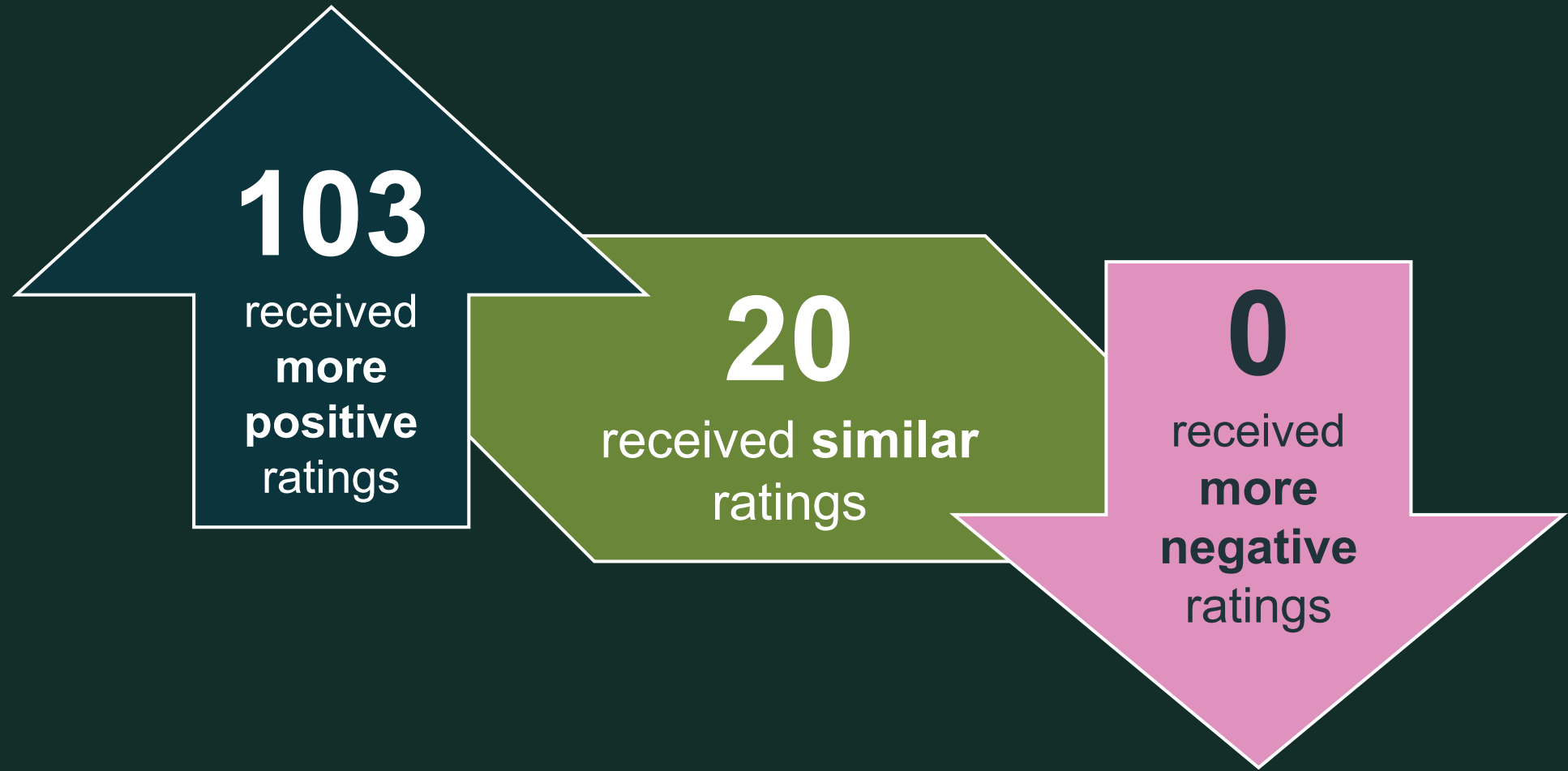
PERCENT ESSENTIAL OR VERY IMPORTANT



Balancing Quality and Importance



Comparisons to National Benchmarks





Key Findings





Key Finding #1

Naperville residents enjoy an exceptional quality of life.



Overall Community Quality



Nearly All

residents gave **excellent** or **good** ratings to:

- Overall quality of life in Naperville (95%)
- Naperville as a place to live (97%)
- Naperville as a place to raise children (97%)
- K-12 education in Naperville (97%)
- Overall image or reputation of Naperville (94%)
- Overall appearance of Naperville (96%)

The overall quality of life in Naperville



Over 9 in 10 residents:

- Would recommend living in Naperville

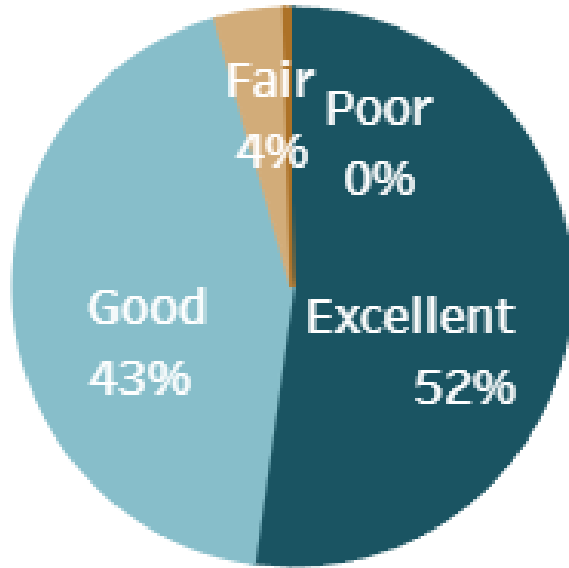
About 9 in 10 residents:

- Plan to remain in Naperville for the next 5 years

Safety in Naperville



Overall feeling of safety in Naperville



9 in 10 residents:

- Felt safe in their neighborhood at night

8 in 10 residents:

- Felt safe in downtown Naperville at night

Please rate how safe or unsafe you feel:

PERCENT VERY OR SOMEWHAT SAFE

COMPARISON TO NATIONAL BENCHMARK:

■ Higher
■ Similar

In your neighborhood during the day

98%

In downtown Naperville during the day

98%

From violent crime

95%

From property crime

91%

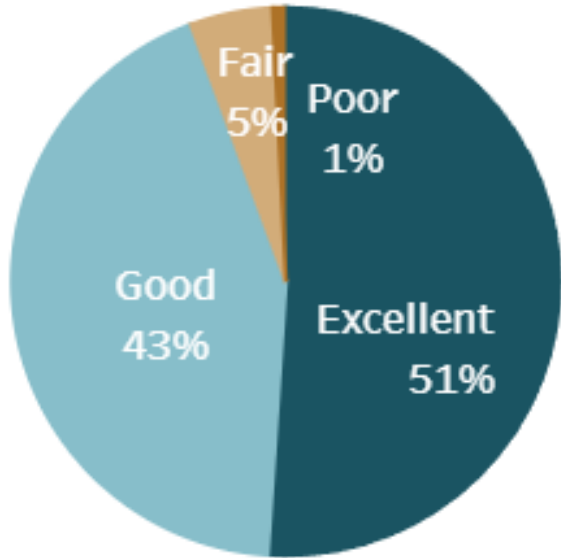
From fire, flood, or other natural disaster

85%

Education, arts, and culture



Overall opportunities for education, culture and the arts



98% of residents also praised Public Library Services (ranked 3rd)

Please rate the quality of each of the following in the Naperville community:

PERCENT EXCELLENT OR GOOD



All aspects of Education, Arts, and Culture rated higher or much higher than national benchmark comparisons



Key Finding #3

Naperville residents experience a vibrant local economy and applaud Naperville as a great place to work.



The Economy in Naperville



Please rate each of the following in the Naperville community:

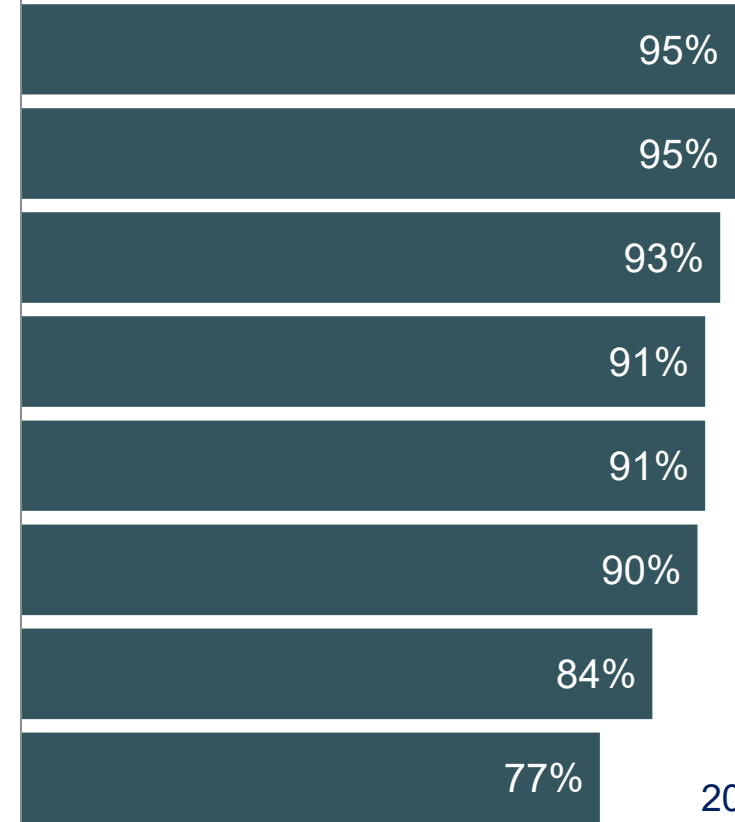
Overall economic health of Naperville



PERCENT EXCELLENT OR GOOD

Overall economic health of Naperville (ranked 5th)	95%
Overall quality of business and service establishments (ranked 1st)	95%
Vibrancy of downtown/commercial areas (ranked 1st)	93%
Naperville as a place to work (ranked 6th)	91%
Shopping opportunities (ranked 9th)	91%
Variety of business and service establishments (ranked 2nd)	90%
Employment opportunities (ranked 4th)	84%
Well-planned commercial growth	77%

■ Higher ■ Similar ■ Lower





Key Finding #4

Trust in local government performance is high and residents feel included in their community.

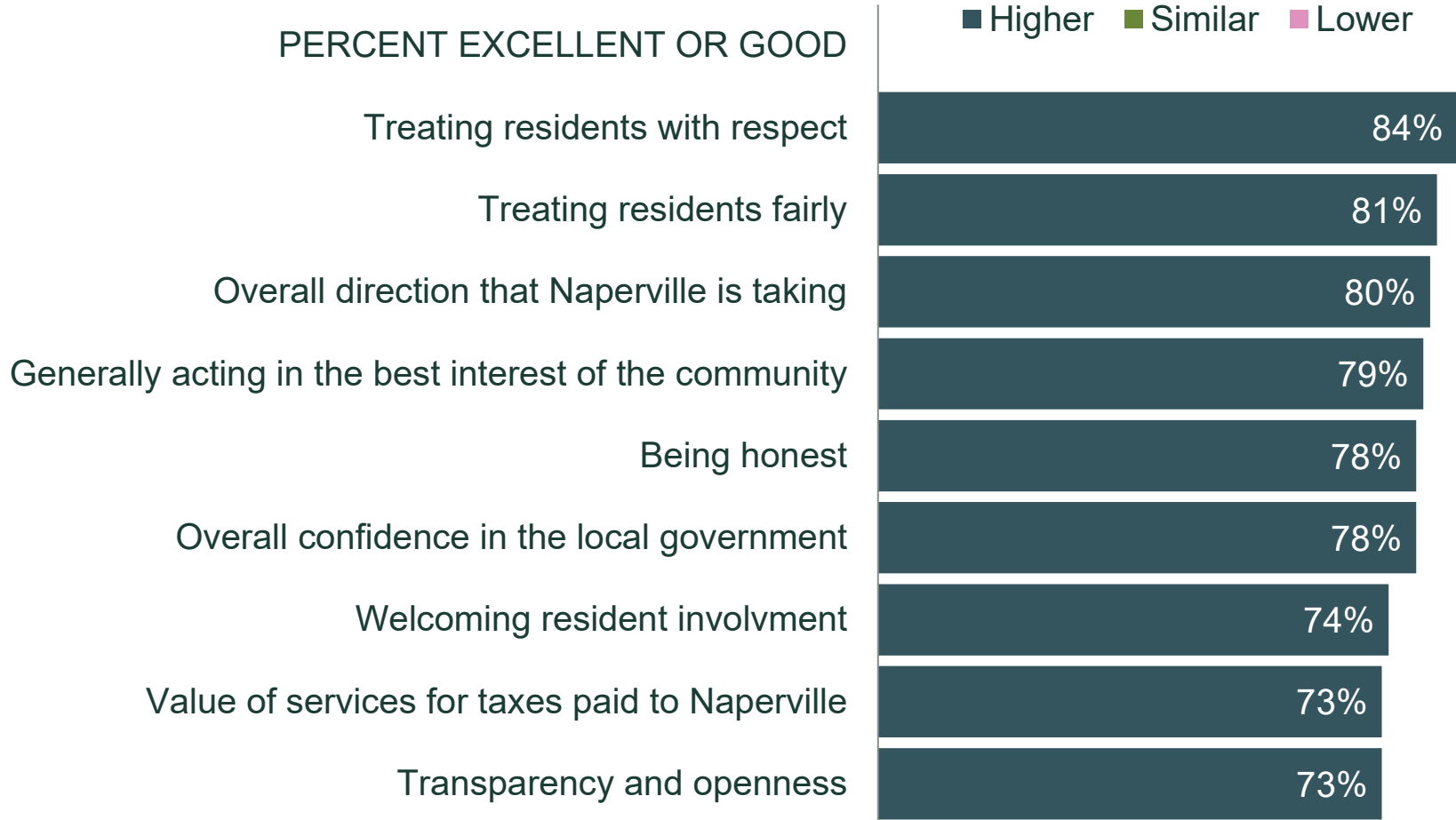




Overall confidence in Naperville government



Please rate each of the following categories of Naperville government performance:



Inclusivity and Engagement in Naperville



Please rate each of the following in the Naperville community:





Key Finding #5

Naperville residents value the city's outdoor amenities and parks and recreation opportunities.



The Natural Environment and Parks and Recreation



approximately
9 in 10

Offered excellent or good ratings for the overall quality of:

- **Parks and Recreation opportunities**
- **Natural environment**
- Recreation programs or classes (ranked 2nd)
- Fitness opportunities
- Recreation centers or facilities

Please rate each of the following in the Naperville community:

PERCENT EXCELLENT OR GOOD

COMPARISON TO NATIONAL BENCHMARK:

- Higher
- Similar



Additional Special Topics

14. Please rate how much of a priority, if at all, it should be for Naperville to address environmental and sustainability issues within the City.

- High priority
 Medium priority
 Low priority
 Not a priority
 Don't know

15. Please rate the quality of information/resources regarding environmental and sustainability topics that is shared by the City.

- Excellent
 Good
 Fair
 Poor
 Don't know

16. Please rate the ease of parking in downtown Naperville.

- Excellent
 Good
 Fair
 Poor
 Don't know

17. Please indicate how much of a source, if at all, you consider each of the following to be for information about City issues, services, and events:

	Major <u>source</u>	Minor <u>source</u>	Not a <u>source</u>
Naper Notify mass notification system	1	2	3
City website (www.naperville.il.us).....	1	2	3
City of Naperville social media (Facebook, Twitter, Instagram)	1	2	3
eNews offerings (eNewsletters such as Commuter Connection, press releases & other project-specific eNewsletters)	1	2	3
City newsletter <i>Naperville Connected</i>	1	2	3
Public signage or postings at areas where City projects are occurring.....	1	2	3
Local & regional media (broadcast, print, online)	1	2	3
Government access TV channel WCNC (Ch 6-WOW, Ch 10-Comcast, CH 99-AT&T).....	1	2	3
WFPF 1610AM radio.....	1	2	3

Custom Questions Continued



How much of a priority, if at all, should it be for Naperville to address environmental and sustainability issues within the City?



*Percent High/Medium Priority

Please Rate the quality of information/resources regarding environmental and sustainability topics that is shared by the City.



*Percent Excellent or Good

Please rate the ease of parking in DOWNTOWN Naperville.



*Percent Excellent or Good



Summary of Conclusions

- Naperville residents enjoy an exceptional quality of life.
- Residents appreciate opportunities for education, arts, and culture in the city.
- Naperville residents experience a vibrant local economy and applaud Naperville as a great place to work.
- Trust in local government performance is high and residents feel included in their community.
- Naperville residents value the city's outdoor amenities and parks and recreation opportunities.

Debriefing The Survey Results

What findings did you expect?

What findings were surprising?

Are there areas where you need to dig deeper?

In what areas should you focus?

Please Follow The QR Code
for the Full Report
of Results:

Questions?



Thank you!

Joe Dell'Olio
Senior Survey Associate
Polco/National Research Center
joe@polco.us

