



Polco



National Research Center

**THE NCS<sup>TM</sup>**

THE NATIONAL COMMUNITY SURVEY<sup>TM</sup>

# Results for Arlington Heights, IL 2023 National Community Survey<sup>TM</sup>





## Civic Communication & Analytics Platform

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



## Advanced Survey Science & Performance Analytics

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

**Questions about our product?**

Visit [www.polco.us](http://www.polco.us) to learn more

**Exclusive partners of:**

**ICMA**

**NLC** NATIONAL  
LEAGUE  
OF CITIES

# 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 NCS™**  
THE NATIONAL COMMUNITY SURVEY™

# The National Community Survey in Arlington Heights



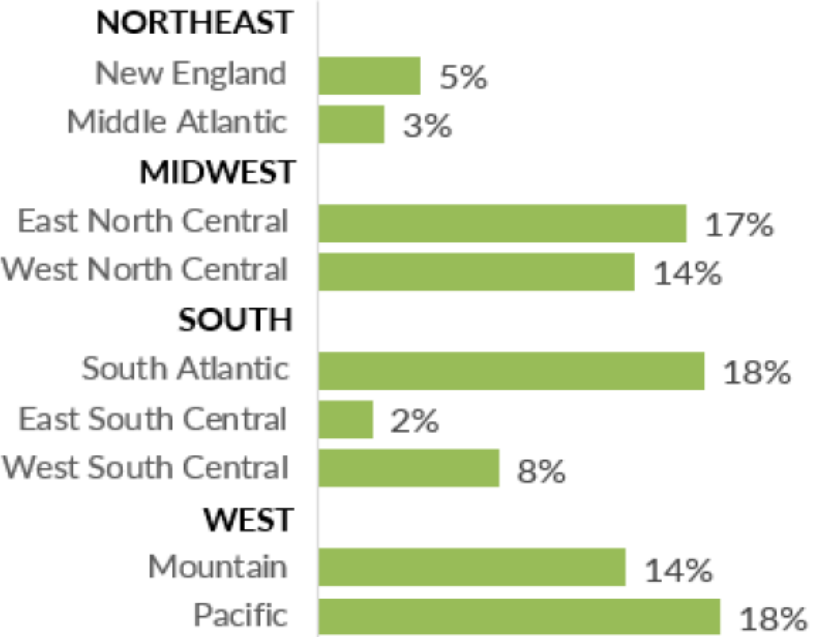
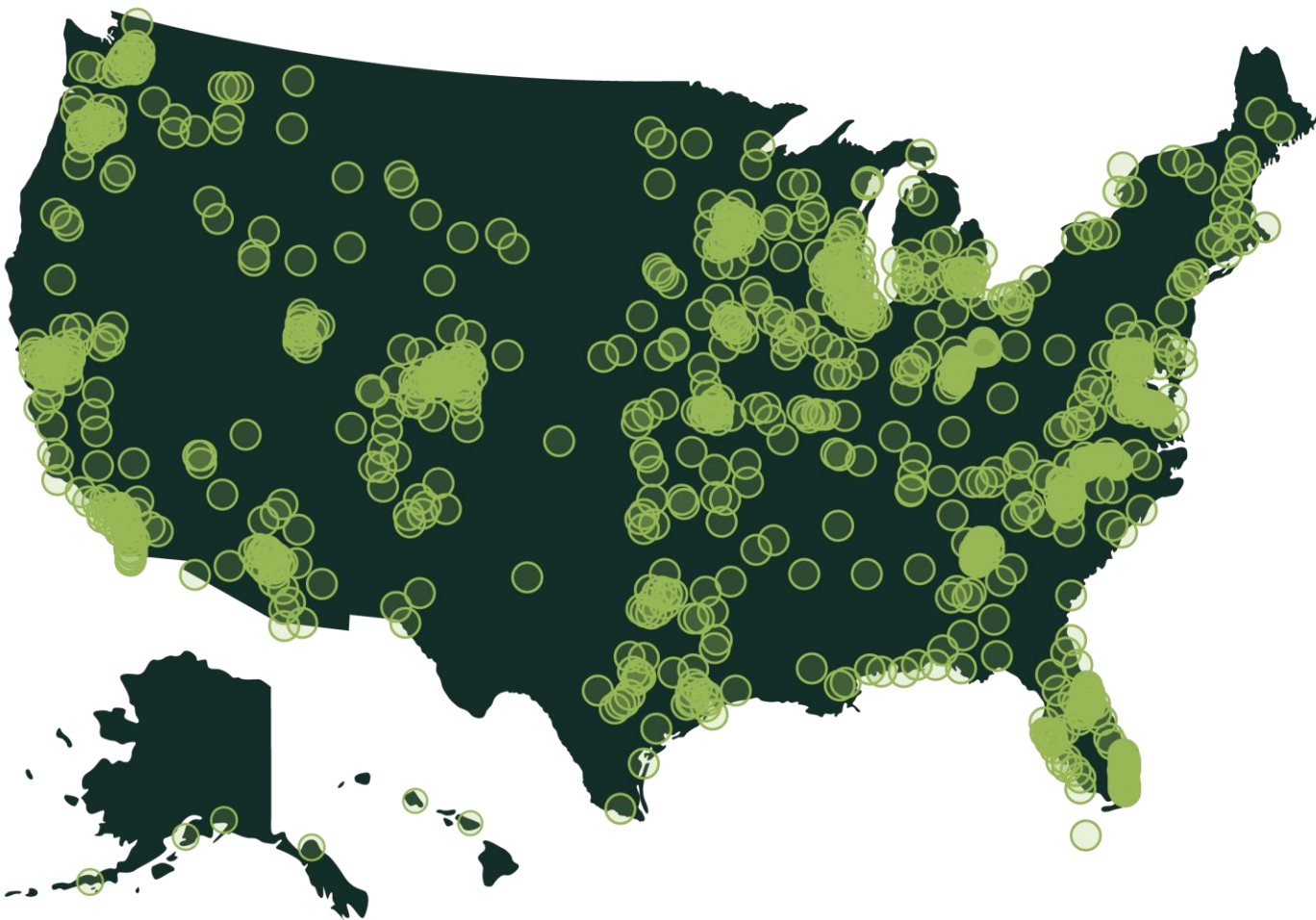
## The NCS for Arlington Heights

- First time conducting The NCS
- Survey conducted from March 24, 2023 – May 6, 2023
- Mailing approach employed:
  - Probability-based sample of 2,800 randomly selected households
  - 523 total responses received
  - 19% overall response rate
  - Non-probability, open-participation survey: 343 responses
- Results statistically weighted to reflect Arlington Heights overall
- 95% confidence interval with a +/- 4% margin of error





# Polco's Benchmarking Database



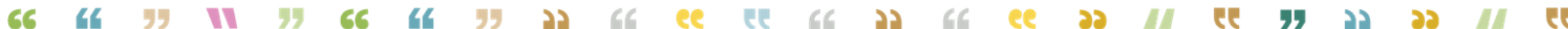
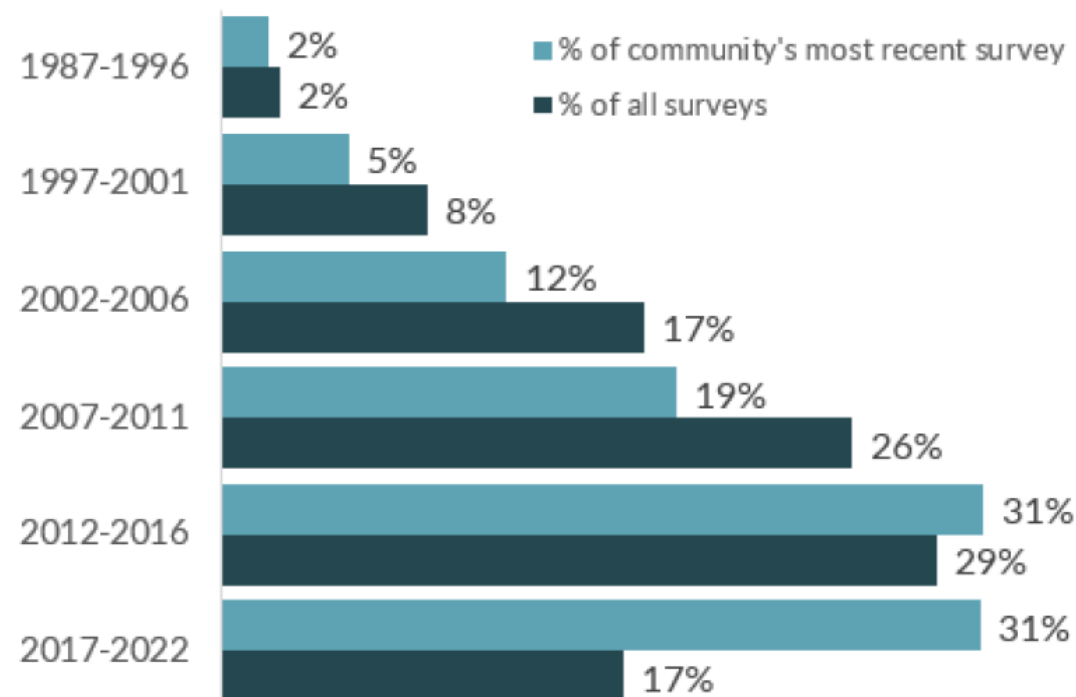
# Polco's Benchmarking Database



## Community Population by Type of Jurisdiction



## Year Surveys Were Conducted







# 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

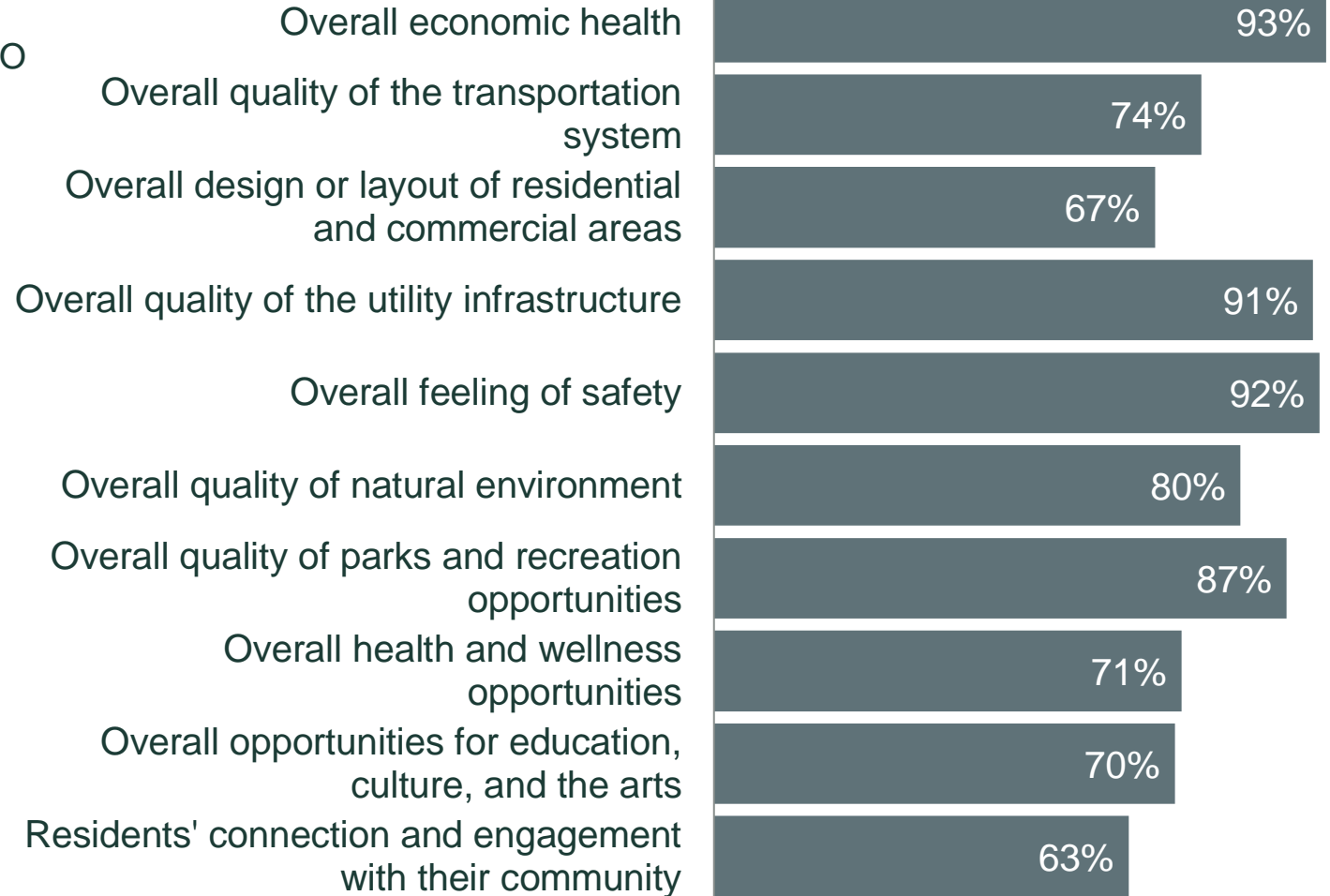
COMPARISON TO NATIONAL BENCHMARK:

■ Higher

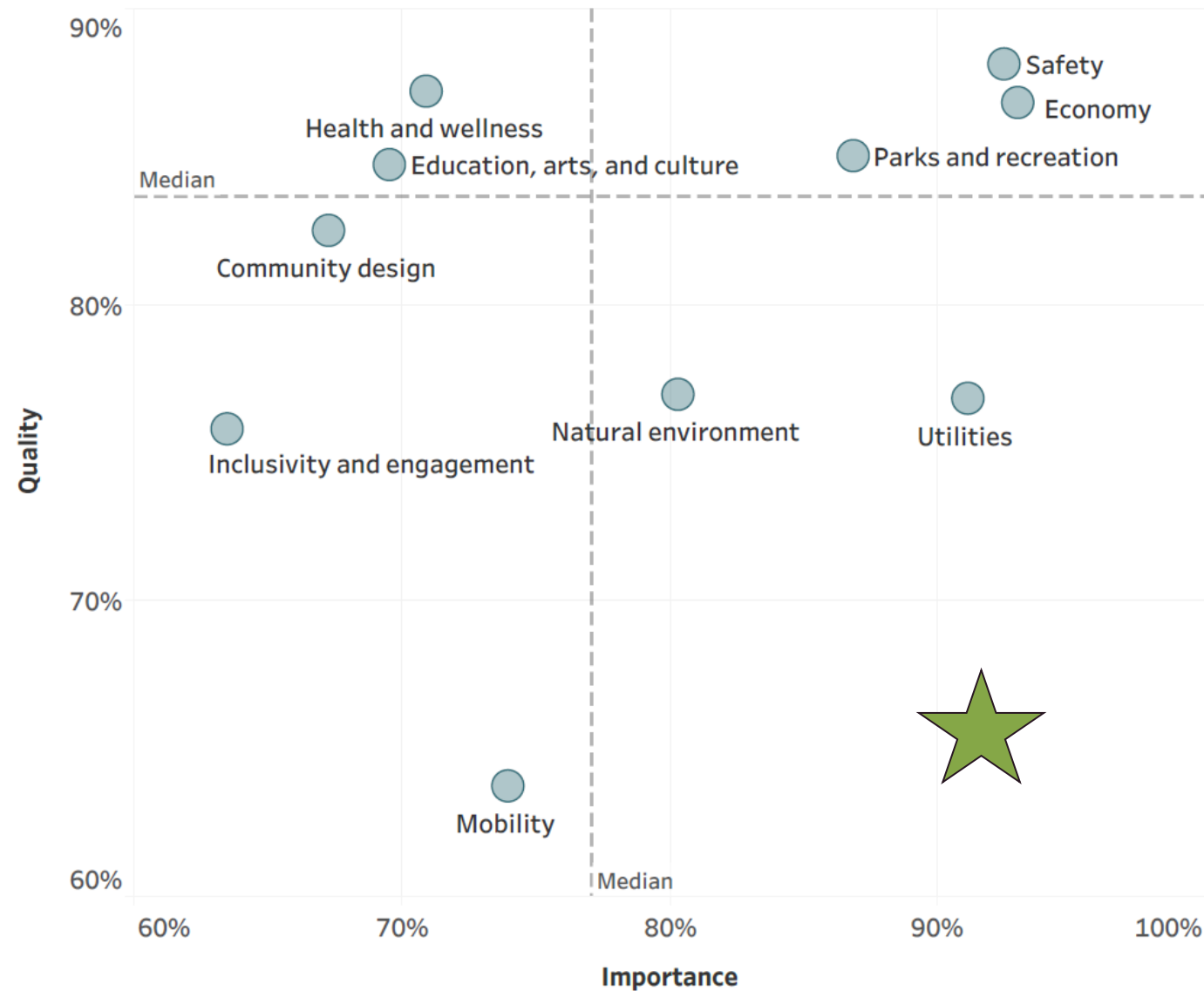
■ Similar

■ Lower

## PERCENT ESSENTIAL OR VERY IMPORTANT

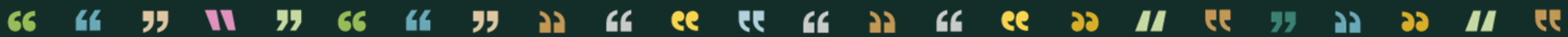
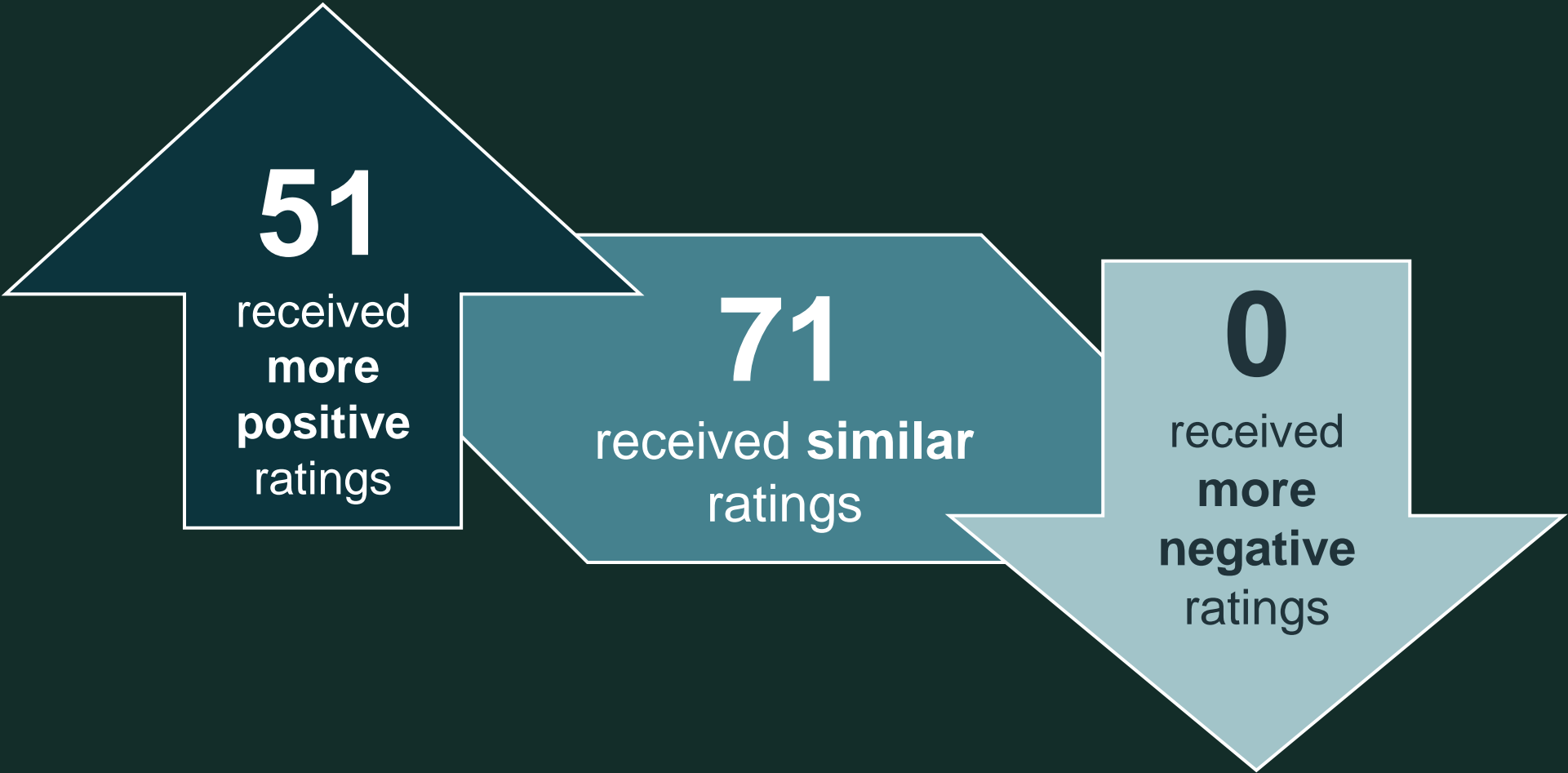


# Balancing Quality and Importance





# Comparisons to National Benchmarks





# Key Findings



*Key Finding #1:*

**Arlington Heights residents experience a high quality of life and a strong sense of community.**





# Overall Community Quality



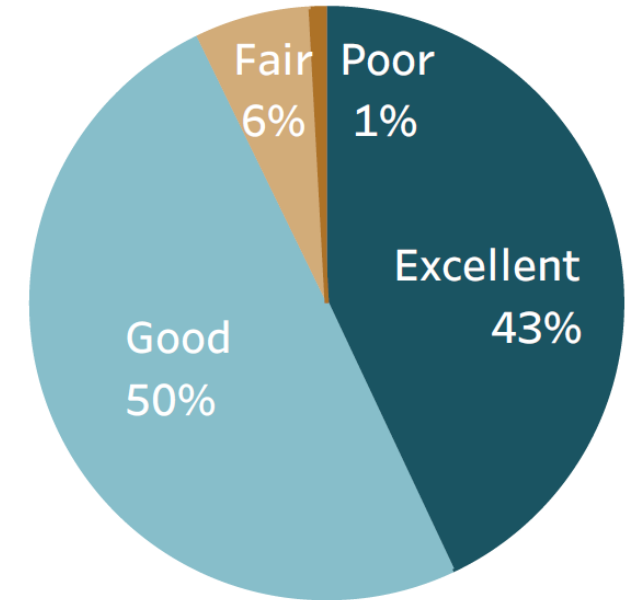
Over

## 9 in 10

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

- The overall quality of life in Arlington Heights
- Arlington Heights as a place to live
- Arlington Heights as a place to raise children

The overall quality of life in Arlington Heights



### 9 in 10 residents also:

- Would recommend living in Arlington Heights
- Plan to remain in Arlington Heights for the next 5 years



## Key Finding #2

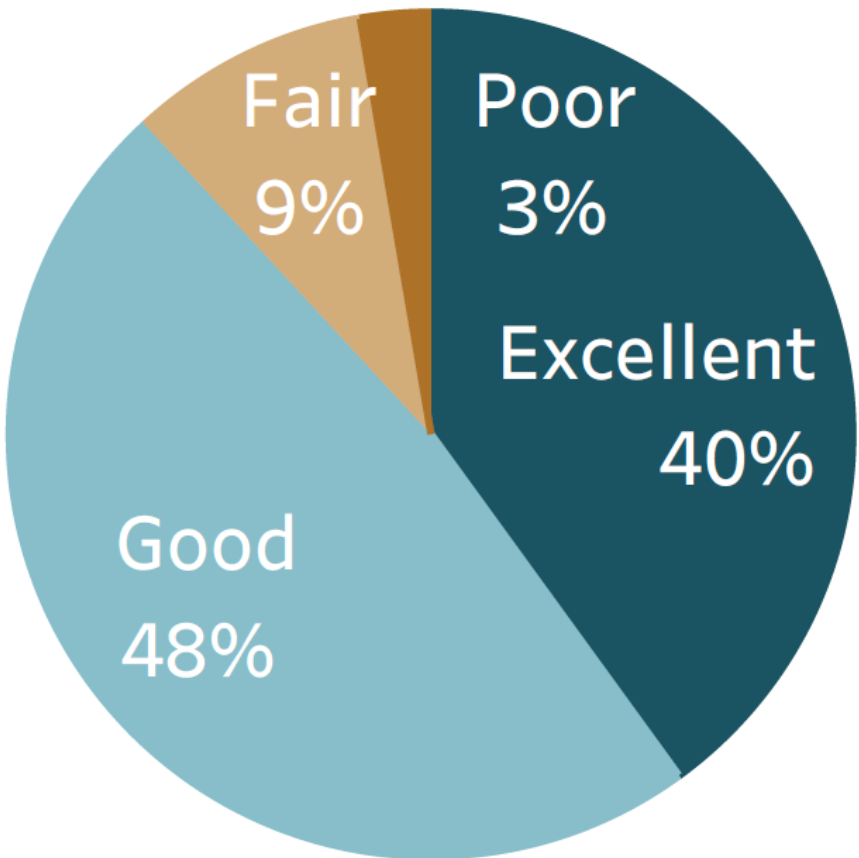
Residents generally feel safe in Arlington Heights but continue to prioritize safety within the community.



# Safety in Arlington Heights

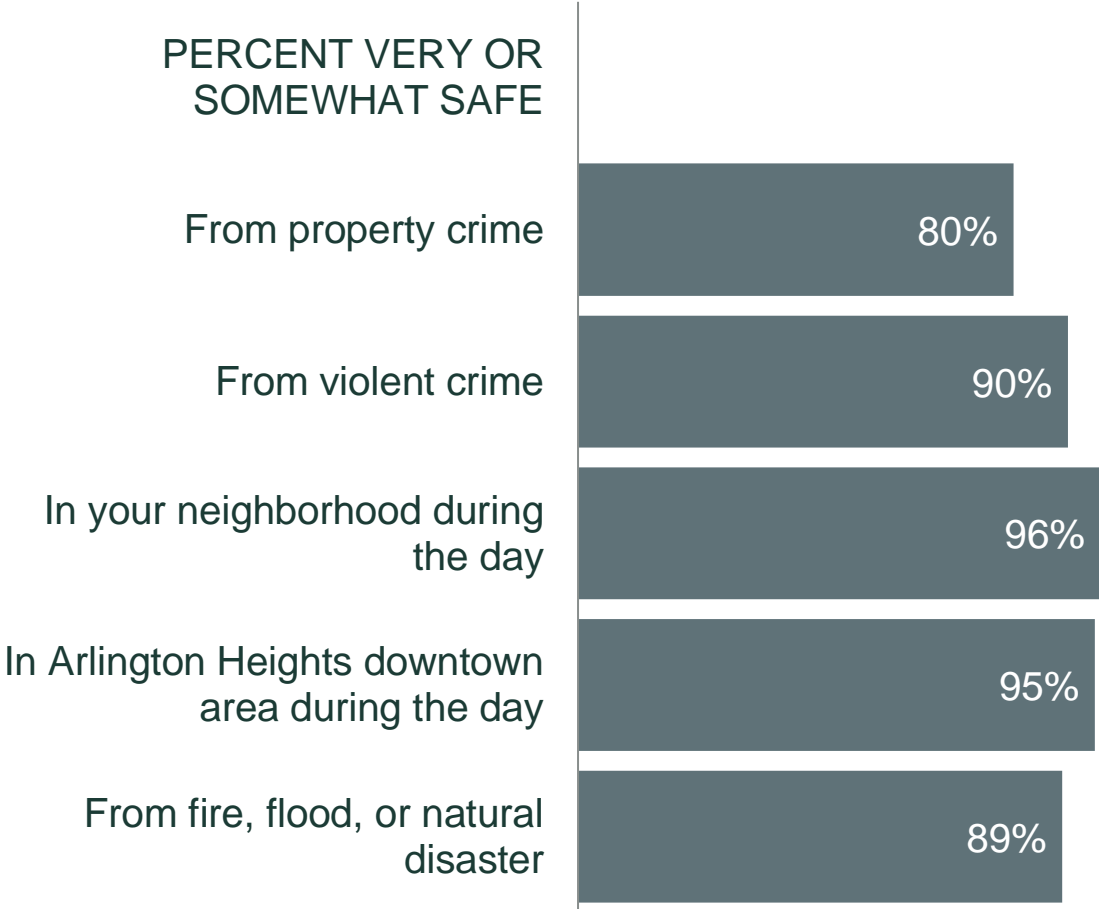


Overall feeling of safety in  
Arlington Heights



*Please rate how safe or unsafe you feel:*

- Higher
- Similar
- Lower





# Safety Services in Arlington Heights



**98%**

Fire  
services



**97%**

Ambulance/  
Emergency  
medical  
services



**86%**

Police  
services



**88%**

Fire  
prevention/  
education

Percent excellent or good  
All similar to national benchmarks



## Key Finding #3

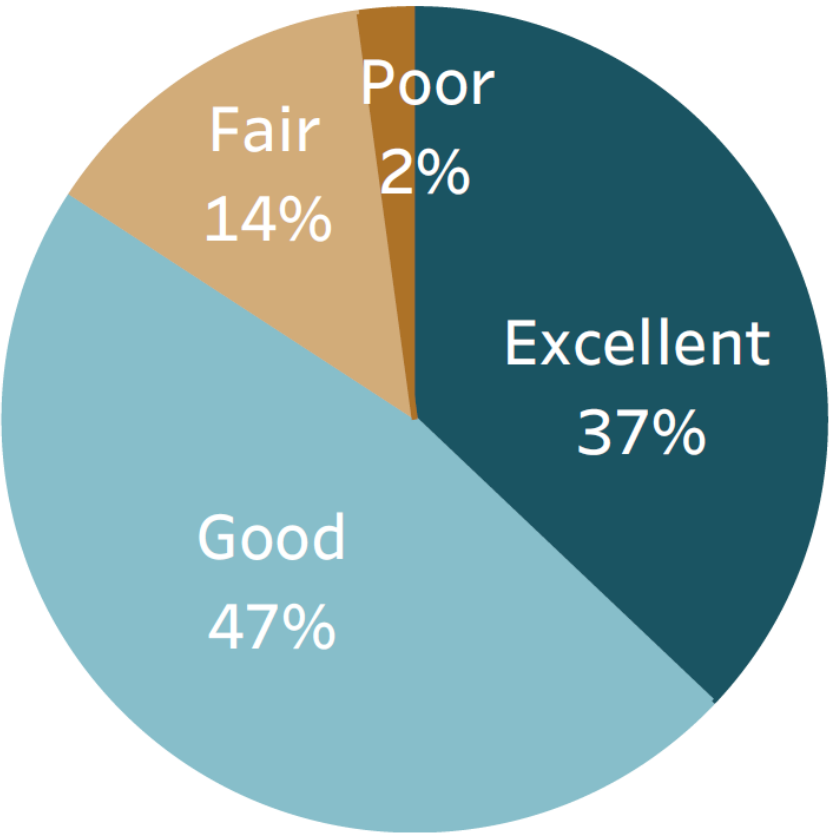
Arlington Heights' educational and cultural opportunities are a valued aspect of the community.



# Education, Arts, and Culture in Arlington Heights



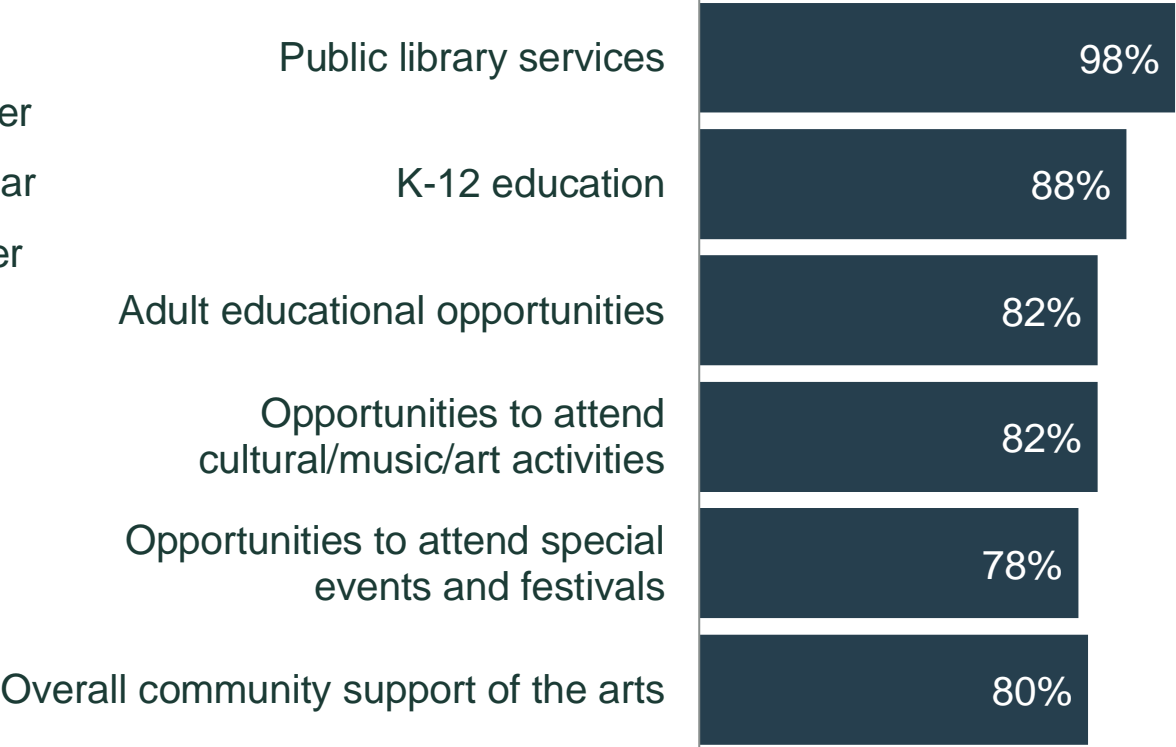
Overall opportunities for education, culture and the arts



*Please rate each of the following in the Arlington Heights community:*

PERCENT EXCELLENT OR GOOD

- Higher
- Similar
- Lower





# Village Event Attendance

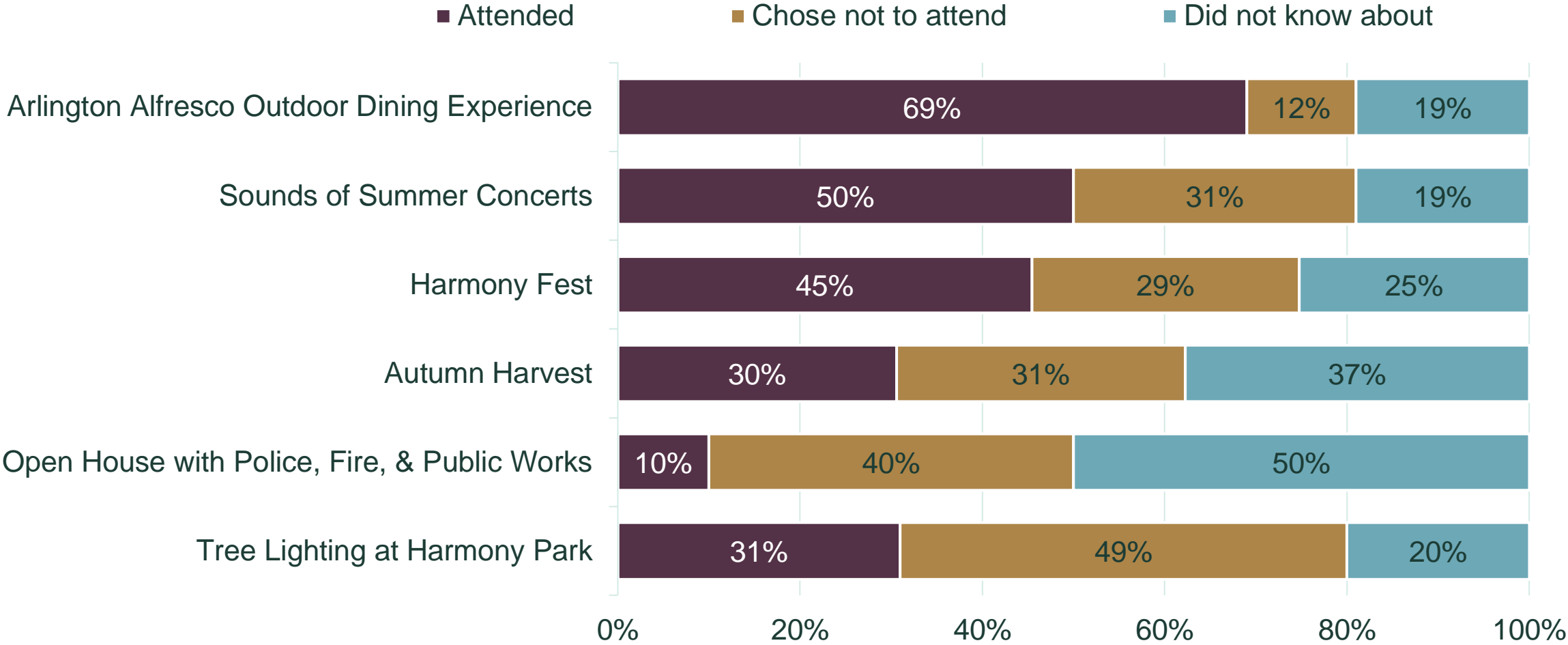
## 16. Did you attend any of the following events hosted by the Village in the last two years?

	<u>Attended</u>	<u>Chose not to attend</u>	<u>Did not know about</u>
Arlington Alfresco Outdoor Dining Experience (May – September) .....	1	2	3
Sounds of Summer Concerts (Thursdays & Fridays in mid-June – July).....	1	2	3
Harmony Fest featuring the Taste of Arlington Heights (End of September) .....	1	2	3
Autumn Harvest (First Saturday of October) .....	1	2	3
Community Open House with Police, Fire, & Public Works (Second Saturday of October) .....	1	2	3
Tree Lighting and events at Harmony Park (Friday after Thanksgiving) .....	1	2	3

# Village Event Attendance



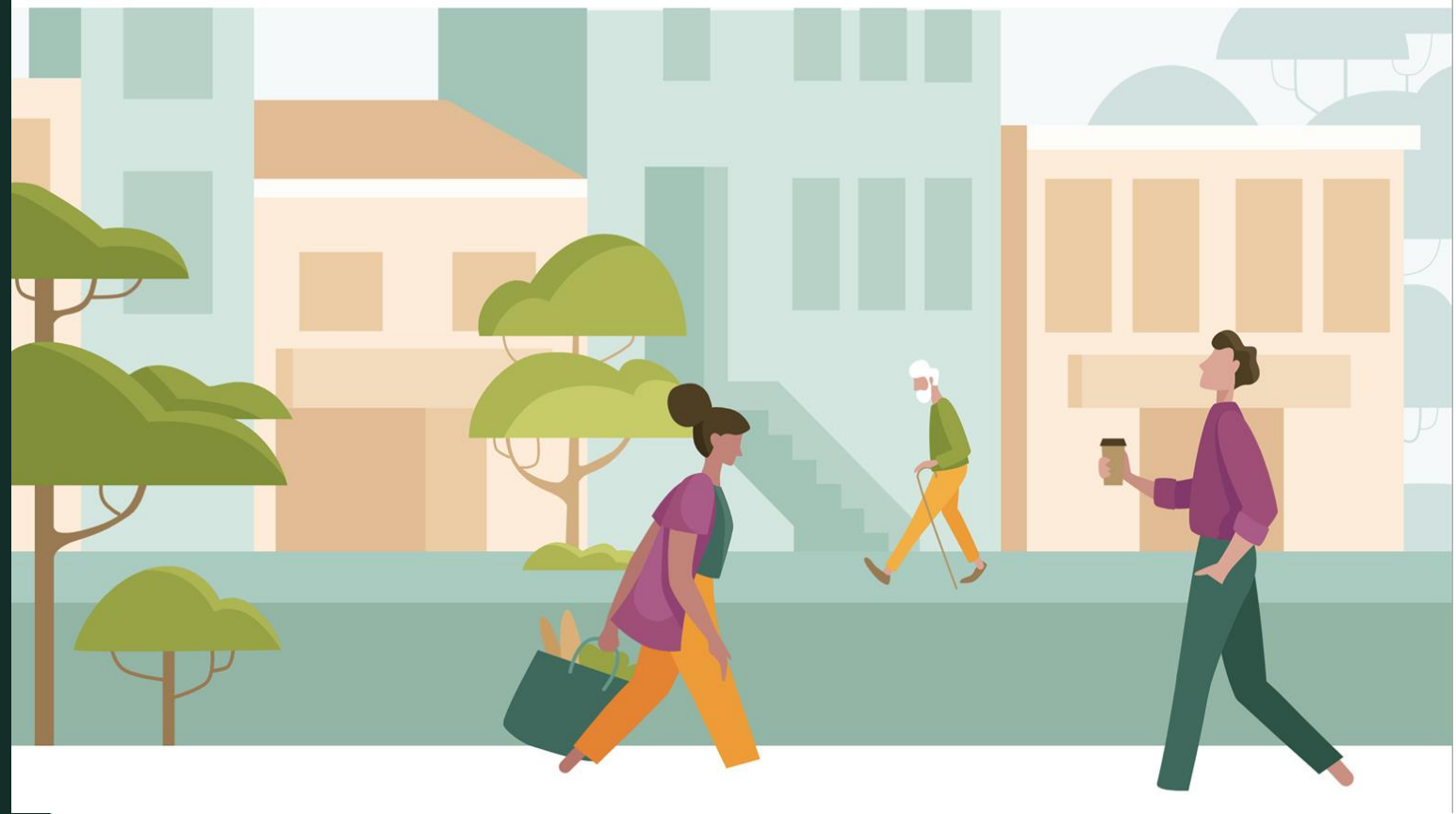
Did you attend any of the following events hosted by the Village in the last two years?





## Key Finding #4

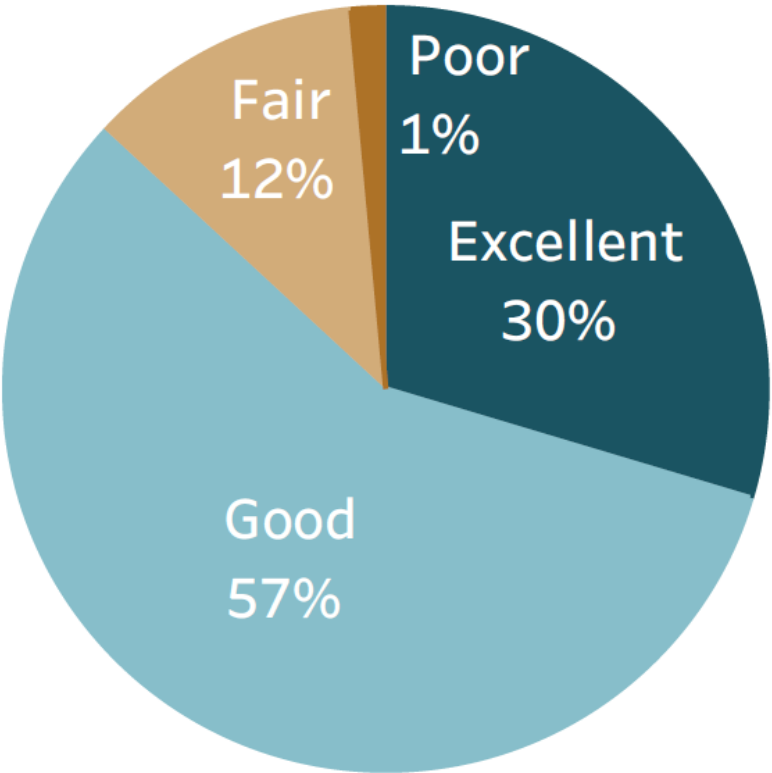
Residents appreciate many aspects of the local economy but show concern about general affordability and their own economic outlook.



# The Economy in Arlington Heights



Overall economic health of  
Arlington Heights



*Please rate each of the following in the  
Arlington Heights community:*

PERCENT EXCELLENT OR GOOD

- Higher
- Similar
- Lower

Arlington Heights as a place to work

74%

Arlington Heights as a place to visit

76%

Overall quality of business and  
service establishments

88%

Variety of business and service  
establishments

79%

Vibrancy of downtown/commercial  
area

87%

Shopping opportunities

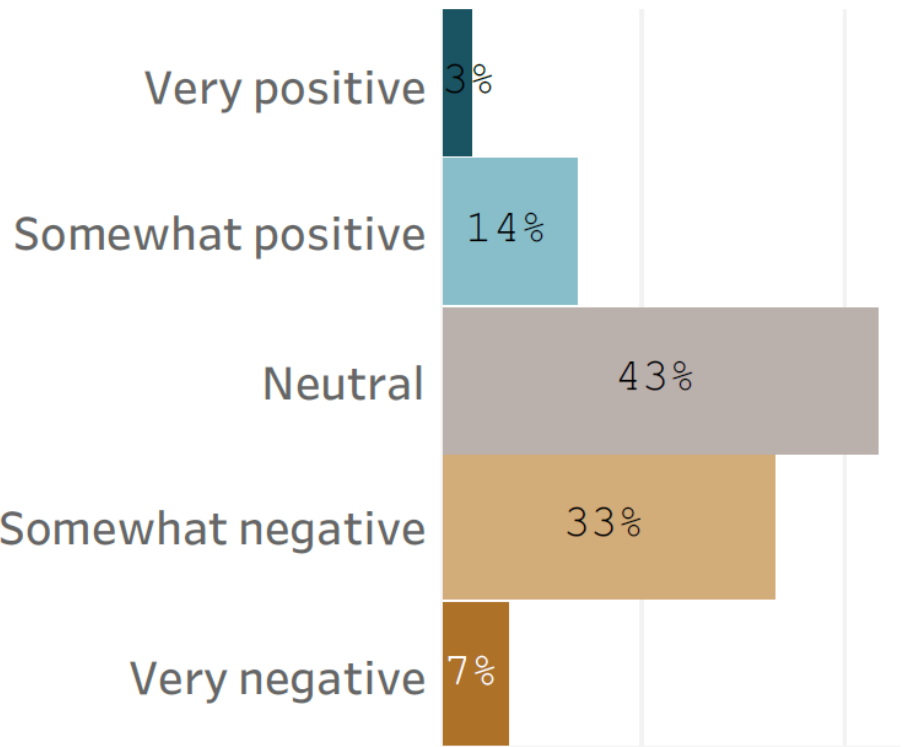
69%



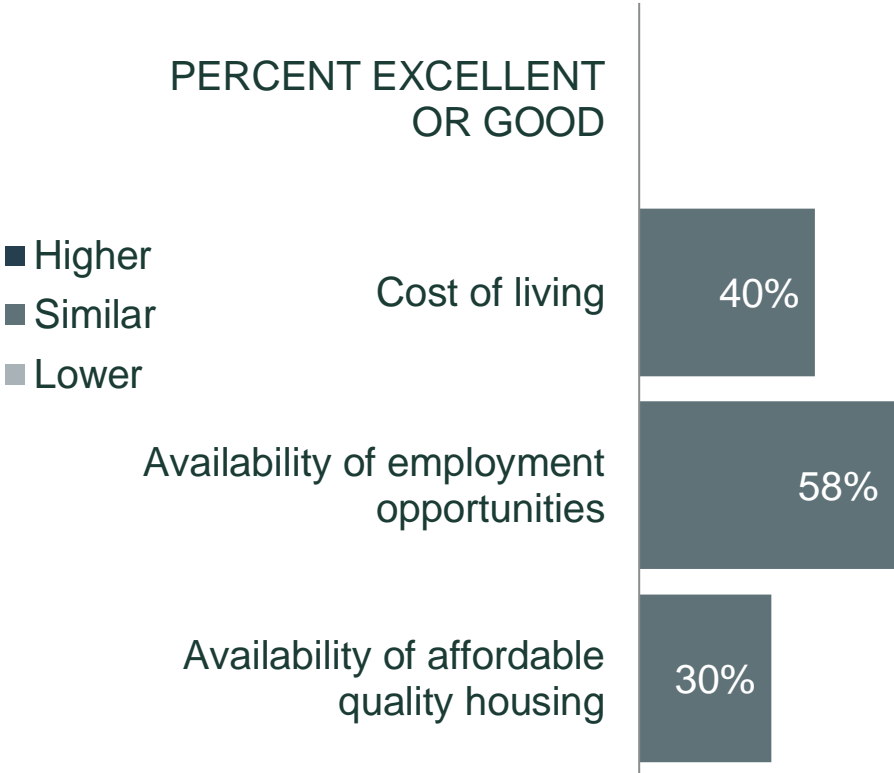
# The Economy in Arlington Heights



What impact, if any, do you think the economy will have on your family income in the next 6 months? Do you think the impact will be:



Please rate each of the following in the Arlington Heights community:



# Arlington Park Redevelopment

**14. Have you visited the Village's Arlington Park Redevelopment webpage ([www.vah.com/arlingtonpark](http://www.vah.com/arlingtonpark)) for updates regarding this project?**

- ☐ Yes (skip to Question 16)
- ☐ No (continue to Question 15)

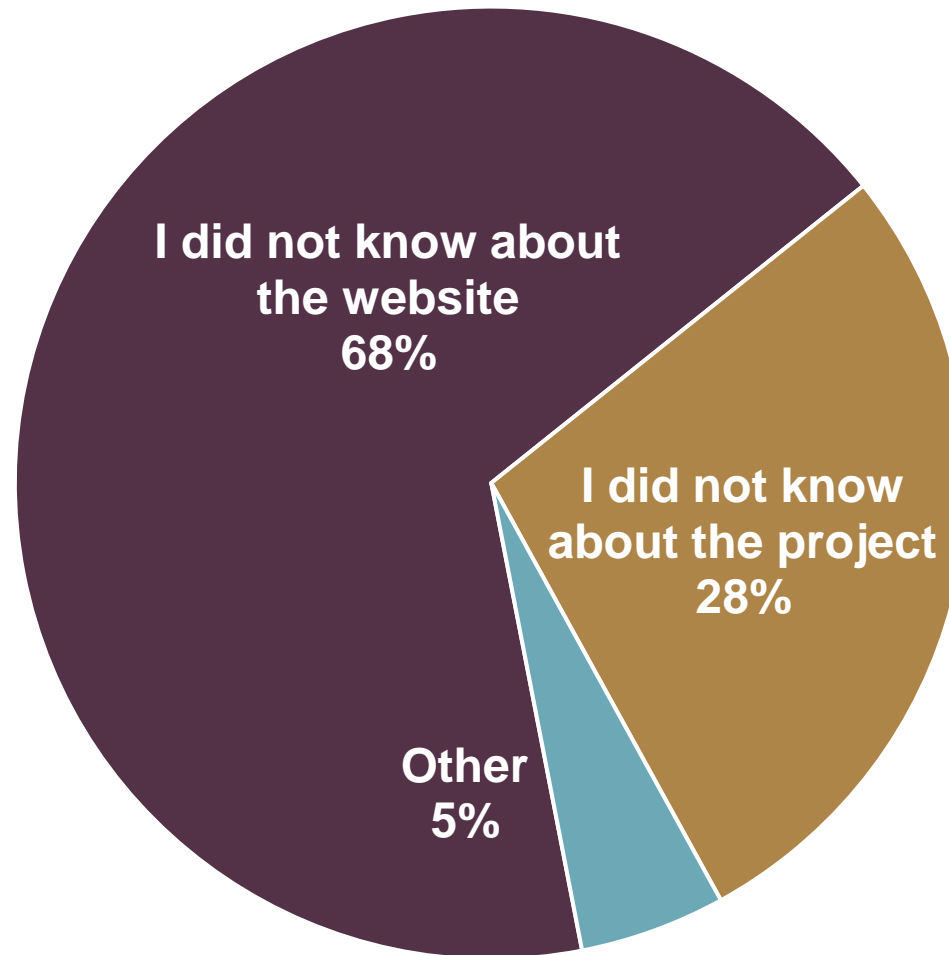
**15. If you have not visited the Village's Arlington Park Redevelopment page, why not?**

- ☐ I did not know about the website
- ☐ I did not know about the project
- ☐ Other

# Arlington Park Redevelopment



If you have not visited the Village's Arlington Park Redevelopment website, why not?





# Summary of Conclusions

- Arlington Heights residents experience a high quality of life and a strong sense of community.
- Residents generally feel safe in Arlington Heights but continue to prioritize safety within the Village.
- Arlington Heights' educational and cultural opportunities are a valued aspect of the community.
- Residents appreciate many aspects of the local economy but show concern about general affordability and their own economic outlook.





# 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?**

# Continue Resident Engagement on Polco

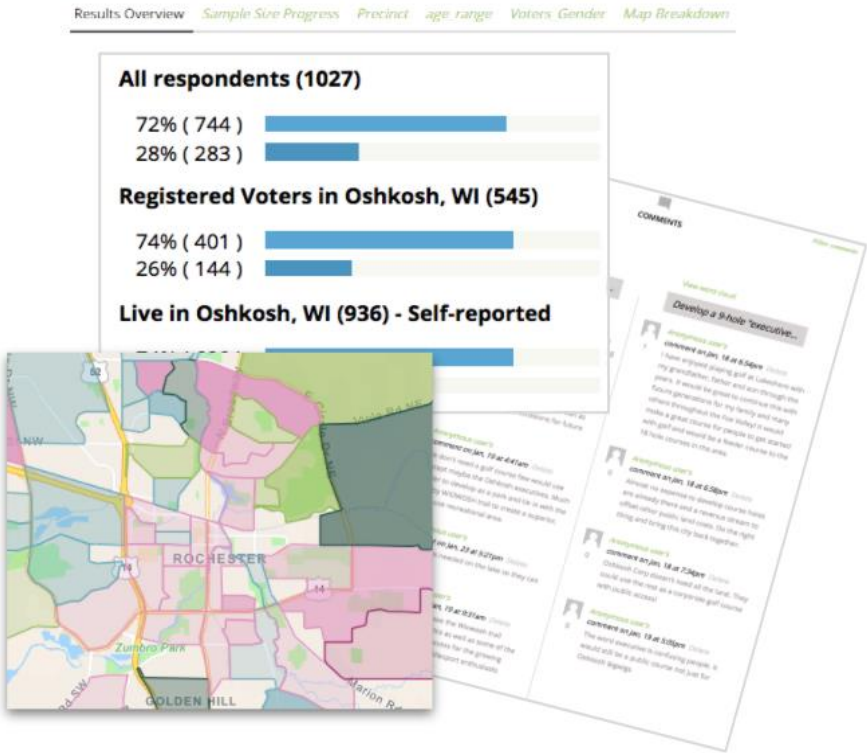
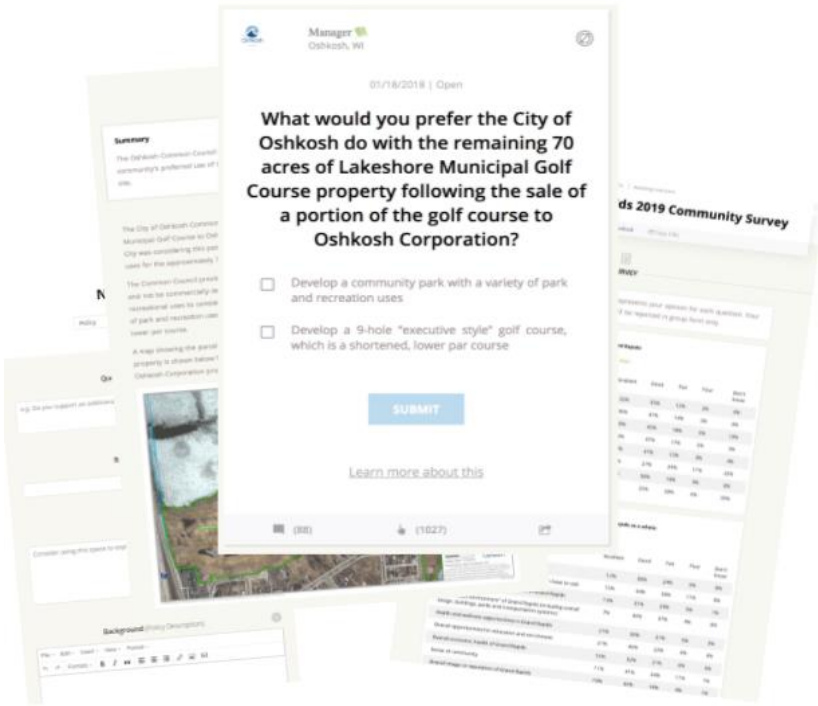


Don't let the community input and dialogue conclude with the survey.

## Post

## Share

## Analyze



- Library of professional civic content
- Easily post custom surveys & polls
- Representative samples of households
- Accumulating residents on digital panels
- Maps, trendlines and dashboards
- Advanced benchmarking analyses

# Polco Performance Dashboards



More participation



Good government



More informed participation



Data driven performance management



Better balanced participation



Save staff time and effort



ENGAGEMENT

Participants

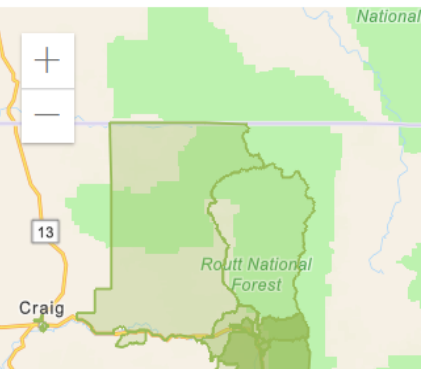
Content

Outreach

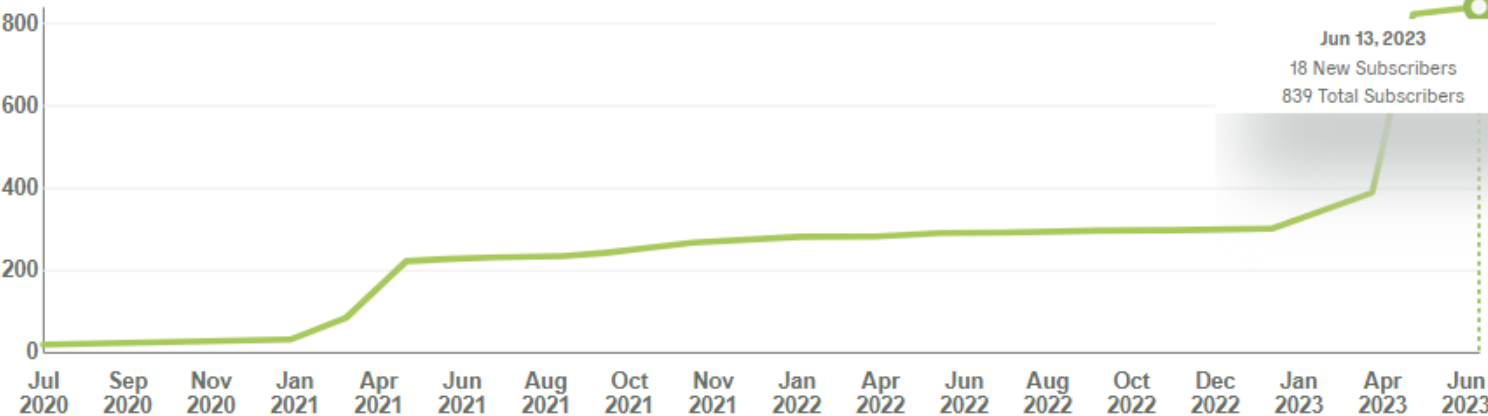
Polco Library

Participants

Residence of verified subscribers



Subscriber Growth Over Time (per month)



What's This?

Jun 13, 2023  
18 New Subscribers  
839 Total Subscribers

Total Responses

What's This?

641

2.65%  
in the last 30 days

# Questions?



# Thank you!

Joe Dell'Olio  
Senior Survey Associate  
Polco/National Research Center  
[joe@polco.us](mailto:joe@polco.us)



**Polco**



**NRC**