5th Avenue Development Survey

Topline Results

NOTE: Many questions test preferences for various potential land use options for the 5th Avenue Development area. These are tested on a 1-5 scale, where 1=Strongly Oppose and 5=Strongly Support. Topline results are summarized as "Top 2 Box" responses (4s and 5s combined, showing strong/not strong support), and "Bottom 2 Box" responses (1s and 2s combined, showing strong/not strong opposition). The average score on this 1-5 scale is also provided for easy comparisons.

Also, the base for each segment (n=x) shows the number of respondents who answered every question. This varies as some chose to leave certain questions blank. The **overall** number of respondents to the different surveys is summarized below:

- **n=300 Engaged** residents, which includes n=209 who appear on the City's and/or Ryan's Engaged contact databases alone, plus an additional n=91 who also appear on the City's Commuter database (identified as "Crossovers");
- **n=406 Commuters**, which includes n=315 who appear exclusively on the City's Commuter database, plus the additional n=91 Crossover respondents who appear on the Engaged resident list(s);
- **n=91 Crossovers** alone;
- **n=84 Naperville-wide residents** who were randomly sampled and invited to respond;
- **n=646 opt-in web survey respondents** who accessed the survey link on the 5th Avenue Development website. This is the one channel which allowed for multiple completions from an individual respondent.

Data collection ran from March 13th, through May 12th, 2018. Multiple reminder emails and newsletter notices were sent to non-respondents in the Engaged and Commuter databases to encourage their survey response.

HOUSING QUESTIONS

H1. Should housing be included as part of the 5th Avenue Development?

	Engaged (n=274)	**Commuter** (n=368)	**Crossover*** (n=84)	**Community** (n=76)	**Web opt-in** (n=594)
Yes	75%	50%	69%	64%	61%
No	25%	50%	31%	36%	39%

* Crossover respondents appear in both the Engaged and Commuter contact lists. Their responses are reported separately (since the represent two perspectives), but are also included in the Engaged and Commuter segment results above.

H1A. Why shouldn't housing be included as part of the 5th Avenue Development?

	Engaged	Commuter	Crossover*	Community	Web opt-in
Overcrowded, Too Much As Is (NET)	18%	30%	23%	18%	22%
Other needs with higher demand than housing	3	5	4	1	3
Would impact neighborhood feel/ property value	2	3	2	0	4
More parking is needed for commuters already	5%	15%	5%	7%	7%
Traffic concerns (too much already, safety, etc.)	5%	6%	3%	6%	8%

H2A. If housing were to be included in the 5th Avenue Development, which of the following would you like to see? (1-5 scale)

	Engaged (n=273)	Commuter (n=347)	Crossover* (n=82)	Community (n=73)	Web opt-in (n=544)
Townhomes					
Top 2 Box (T2B)	57%	52%	62%	58%	54%
Bottom 2 Box (B2B)	34	41	28	36	40
Mean (Average)	*3.3*	*3.0*	*3.4*	*3.1*	*3.0*
Condos (owned)					
Top 2 Box (T2B)	67%	64%	78%	66%	55%
Bottom 2 Box (B2B)	30	31	20	27	39
Mean (Average)	*3.5*	*3.4*	*3.8*	*3.5*	*3.1*
Apartments (rental)					
Top 2 Box (T2B)	30%	33%	38%	30%	27%
Bottom 2 Box (B2B)	66	63	60	63	67
Mean (Average)	*2.3*	*2.3*	*2.5*	*2.3*	*2.2*
Single family homes					
Top 2 Box (T2B)	47%	33%	42%	35%	42%
Bottom 2 Box (B2B)	48	63	52	56	52
Mean (Average)	*2.9*	*2.4*	*2.7*	*2.5*	*2.8*

H2A_Other housing options selected: Please specify. (NOTE: Top open-ended responses are shown below; %s are based on the total sample size for each survey group).

	Engaged	Commuter	Crossover*	Community	Web opt-in
Senior/ 55+ housing	8%	2%	5%	1%	3%
Affordable housing	5%	2%	7%	4%	2%
Special needs adults	1%	0%	1%	0%	0%

* Crossover respondents appear in both the Engaged and Commuter contact lists. Their responses are reported separately (since the represent two perspectives), but are also included in the Engaged and Commuter segment results above.

H3A. - If housing were to be included in the 5th Avenue Development, please indicate the types of housing markets you feel should be included

	Engaged (n=247)	**Commuter** (n=317)	**Crossover*** (n=74)	**Community** (n=77)	**Web opt-in** (n=487)
Affordable/ Workforce Housing (as defined by HUD)					
Top 2 Box (T2B)	23%	22%	30%	17%	19%
Bottom 2 Box (B2B)	72	73	64	76	76
Mean (Average)	*2.0*	*2.0*	*2.3*	*1.9*	*1.9*
Attainable/ Cost Effective					
Top 2 Box (T2B)	55%	48%	65%	53%	49%
Bottom 2 Box (B2B)	40	45	31	36	46
Mean (Average)	*3.1*	*2.9*	*3.4*	*3.1*	*2.9*
Independent Living (for seniors)					
Top 2 Box (T2B)	58%	42%	56%	53%	43%
Bottom 2 Box (B2B)	36	50	37	38	50
Mean (Average)	*3.2*	*2.7*	*3.2*	*3.1*	*2.7*
Market Priced Housing					
Top 2 Box (T2B)	77%	71%	77%	66%	69%
Bottom 2 Box (B2B)	18	24	16	24	26
Mean (Average)	*4.0*	*3.7*	*4.0*	*3.5*	*3.7*
Other housing markets					

SHOPPING/BUSINESSES

S1. Should shopping/service-oriented businesses be included as part of the 5th Avenue Development?

	Engaged (n=257)	**Commuter** (n=360)	**Crossover*** (n=79)	**Community** (n=75)	**Web opt-in** (n=549)
Yes	84%	80%	89%	89%	89%
No	16	20	11	11	11

* Crossover respondents appear in both the Engaged and Commuter contact lists. Their responses are reported separately (since the represent two perspectives), but are also included in the Engaged and Commuter segment results above.

S1A. Why shouldn't shopping/service-oriented businesses be included as part of the 5th Avenue Development? (NOTE: Top open-ended responses are shown below; %s are based on the total sample size for each survey group).

	Engaged	**Commuter**	**Crossover***	**Community**	**Web opt-in**
There is no need, enough shopping already; fill existing empty retail space first	9%	7%	5%	4%	3%
Increased traffic/ congestion	3%	6%	3%	4%	3%
Focus needs to be on fixing parking problem, not adding to it	2%	4%	2%	7%	2%
Doesn't offer anything to the local area, should benefit residents/ commuters more	1%	1%	1%	0%	2%
Business doesn't do well in that area/ train station not a shopping center	1%	1%	0%	1%	0%

2A. Which of the following shopping/service-oriented businesses would you like to see?

	Engaged (n=260)	**Commuter** (n=355)	**Crossover*** (n=81)	**Community** (n=77)	**Web opt-in** (n=580)
Coffee shop					
Top 2 Box (T2B)	86%	89%	91%	82%	87%
Bottom 2 Box (B2B)	9	9	5	13	10
Mean (Average)	*4.3*	*4.3*	*4.4*	*4.0*	*4.2*
Restaurant/bar					
Top 2 Box (T2B)	79%	81%	83%	83%	82%
Bottom 2 Box (B2B)	15	15	11	10	16
Mean (Average)	*4.0*	*4.0*	*4.1*	*4.1*	*4.0*
Consumer service (dry cleaner, salon, etc.)					
Top 2 Box (T2B)	66%	60%	67%	55%	63%
Bottom 2 Box (B2B)	24	31	19	39	28
Mean (Average)	*3.6*	*3.3*	*3.7*	*3.1*	*3.4*
Boutique retail shops (housewares, clothing, floral, wine shop, etc.)					
Top 2 Box (T2B)	54%	43%	52%	53%	60%
Bottom 2 Box (B2B)	37	46	32	37	31
Mean (Average)	3.2	2.8	3.2	3.1	3.4
Small boutique grocer					
Top 2 Box (T2B)	65%	60%	68%	69%	70%
Bottom 2 Box (B2B)	26	32	21	21	23
Mean (Average)	*3.6*	*3.3*	*3.6*	*3.6*	*3.7*
Performing arts/entertainment space					
Top 2 Box (T2B)	43%	42%	48%	50%	57%
Bottom 2 Box (B2B)	52	54	41	43	38
Mean (Average)	*2.8*	*2.7*	*3.1*	*3.0*	*3.3*

* Crossover respondents appear in both the Engaged and Commuter contact lists. Their responses are reported separately (since the represent two perspectives), but are also included in the Engaged and Commuter segment results above.

S2A_Other shopping/service-oriented businesses selected: Please specify. (NOTE: Top open-ended responses are shown below; %s are based on the total sample size for each survey group).

	Engaged	Commuter	Crossover*	Community	Web opt-in
Community-Oriented (NET)	5%	3%	5%	1%	2%
Fitness offerings	2	1	3	0	0
Pharmacy	0	1	0	0	1
Educational (museums, class space, cultural center, art studio/makerspace, etc.)	1	0	0	1	0
Child/Youth services (daycare, mentoring, etc.)	1	1	1	0	0
Farmer's Markets	1	0	2	0	0
Office (NET)	2%	1%	0%	1%	1%
Office space	1	0	0	1	0
Co-working/shared office space	1	0	0	0	0
Mechanic/ auto repair	1%	1%	1%	1%	0%
Convenience store	0%	1%	0%	0%	1%
Small, locally owned businesses	1%	0%	0%	0%	0%

S3A. Which of the following community-oriented businesses would you like to see?

	Engaged (n=239)	Commuter (n=301)	Crossover* (n=72)	Community (n=64)	Web opt-in (n=479)
Daycare facility					
Top 2 Box (T2B)	50%	51%	50%	52%	48%
Bottom 2 Box (B2B)	42	40	42	40	43
Mean (Average)	*3.1*	*3.1*	*3.1*	*3.1*	*2.9*
Fitness or health club					
Top 2 Box (T2B)	54	51	58	35	53
Bottom 2 Box (B2B)	37	40	34	59	41
Mean (Average)	*3.1*	*3.0*	*3.2*	*2.5*	*3.1*
Medical or dental office					
Top 2 Box (T2B)	38%	29%	34%	34%	35%
Bottom 2 Box (B2B)	53	62	57	48	57
Mean (Average)	*2.7*	*2.3*	*2.6*	*2.7*	*2.5*
Pharmacy					
Top 2 Box (T2B)	40%	48%	47%	41%	46%
Bottom 2 Box (B2B)	51	44	42	44	48
Mean (Average)	*2.7*	*2.9*	*2.9*	*2.8*	*2.8*

* Crossover respondents appear in both the Engaged and Commuter contact lists. Their responses are reported separately (since the represent two perspectives), but are also included in the Engaged and Commuter segment results above.

S3A_Other community-oriented businesses selected: Please specify. (NOTE: Top open-ended responses are shown below; %s are based on the total sample size for each survey group).

	Engaged	Commuter	Crossover*	Community	Web opt-in
Community-Oriented (NET)	4%	1%	3%	2%	2%
Educational (museums, class space, cultural center, art studio/makerspace, etc.	4%	1%	2%	1%	1%
Child/ Youth services (daycare / mentoring, etc.)	1%	0%	0%	1%	0%
Retail/ Entertainment (NET)	2%	2%	3%	1%	3%
Entertainment (movie theater, bowling etc.)	0%	0%	2%	1%	0%
Vet/ doggy daycare	0%	0%	0%	0%	1%
Office (NET)	2%	0%	1%	1%	1%
Office space	1%	0%	0%	0%	0%
Bank	0%	0%	0%	1%	0%
Co-working/shared office space	1%	0%	1%	0%	0%

OFFICE SPACE

O1. Please indicate whether you support or oppose seeing office space (including corporate, boutique office, and/or co-working space) as part of the 5th Avenue Development.

	Engaged (n=255)	Commuter (n=311)	Crossover* (n=77)	Community (n=70)	Web opt-in (n=496)
Top 2 Box (T2B)	62%	52%	62%	41%	57%
Bottom 2 Box (B2B)	29	41	29	49	36
Mean (Average)	*3.7*	*3.2*	*3.7*	*2.9*	*3.4*

* Crossover respondents appear in both the Engaged and Commuter contact lists. Their responses are reported separately (since the represent two perspectives), but are also included in the Engaged and Commuter segment results above.

O1A. Why do you support/oppose office space as part of the 5th Avenue Development? (NOTE: Top open-ended responses are shown below; %s are based on the total sample size for each survey group).

	Engaged	Commuter	Crossover*	Community	Web opt-in
Support (NET)	44%	33%	38%	28%	30%
Good for area, economic boost, more jobs	7%	8%	8%	10%	7%
Convenient location by train station (e.g., for reverse commuters)	8%	6%	7%	6%	7%
Support mixed/ multi-use space, “live-work-play”	9%	2%	8%	4%	4%
Oppose (NET)	32%	32%	30%	38%	28%
There is no need, enough office space already/ fill existing space before adding new buildings; concerned it won’t stay	17%	10%	14%	18%	9%
Increased traffic/ congestion (rush hour, etc.)	8%	10%	10%	6%	7%
Focus needs to be on fixing parking problem, not adding to it	4%	9%	6%	5%	4%
Doesn’t offer anything to the local area, should be more community-focused (prefer other type of development i.e. retail)	2%	4%	2%	8%	7%

GREENSPACE

G1. Should greenspace be included as part of the 5th Avenue Development?

	Engaged (n=299)	Commuter (n=397)	Crossover* (n=90)	Community (n=84)	Web opt-in (n=636)
Yes	93%	82%	89%	92%	92%
No	7	18	11	8	8

G1A. Why shouldn't greenspace be included as part of the 5th Avenue Development?

Very few cases by survey group; open-ended summary results will be included in the full report.

* Crossover respondents appear in both the Engaged and Commuter contact lists. Their responses are reported separately (since the represent two perspectives), but are also included in the Engaged and Commuter segment results above.

G2A. If greenspace were to be included in the 5th Avenue Development, which of the following would you like to see?

	Engaged (n=278)	**Commuter** (n=349)	**Crossover*** (n=80)	**Community** (n=75)	**Web opt-in** (n=581)
Hardscape Features (benches, plazas, fire pit, art, fountains, etc.)					
Top 2 Box (T2B)	86%	77%	86%	86%	85%
Bottom 2 Box (B2B)	11	16	11	8	12
Mean (Average)	*4.2*	*3.9*	*4.1*	*4.2*	*4.1*
Public Greenspace (grass areas, gardens, etc.)					
Top 2 Box (T2B)	93%	83%	90%	92%	88%
Bottom 2 Box (B2B)	5	12	5	8	8
Mean (Average)	*4.5*	*4.1*	*4.3*	*4.4*	*4.3*
Children's Amenities (splash pad, playground, etc.)					
Top 2 Box (T2B)	47%	35%	43%	51%	57%
Bottom 2 Box (B2B)	45	60	49	44	37
Mean (Average)	*3.0*	*2.5*	*2.8*	*3.1*	*3.3*
Neighborhood/ Community Amenities (outdoor ice rink, fitness, bocce, etc.)					
Top 2 Box (T2B)	53%	41%	45%	42%	55%
Bottom 2 Box (B2B)	40	52	44	51	38
Mean (Average)	*3.2*	*2.7*	*3.0*	*2.8*	*3.2*
Walking/bike paths					
Top 2 Box (T2B)	86%	78%	83%	93%	84%
Bottom 2 Box (B2B)	11	18	14	7	11
Mean (Average)	*4.3*	*3.9*	*4.2*	*4.4*	*4.2*

G2A_Other greenspace selected: Please specify. (NOTE: Top open-ended responses are shown below; %s are based on the total sample size for each survey group).

	Engaged	**Commuter**	**Crossover***	**Community**	**Web opt-in**
Gardens	2%	1%	2%	2%	1%
Focus on being eco-friendly and conservation	1%	0%	0%	1%	0%
Lots of trees, foliage	2%	0%	3%	0%	1%
Dog park, dog-friendly (provide waste bags/bins, off-leash area, etc.)	3%	0%	0%	0%	1%
Rooftop greenspace	2%	1%	1%	1%	1%
Flooding prevention	1%	0%	0%	2%	0%

* Crossover respondents appear in both the Engaged and Commuter contact lists. Their responses are reported separately (since the represent two perspectives), but are also included in the Engaged and Commuter segment results above.

G3_1. Which of these public space amenities would you use if provided within the 5th Avenue Development? Please select all that apply. (% Yes/Selected)

	Engaged (n=300)	**Commuter** (n=406)	**Crossover*** (n=91)	**Community** (n=84)	**Web opt-in** (n=646)
Farmers markets	84%	80%	82%	84%	86%
Outdoor fitness classes (yoga, tai-chi)	27%	17%	15%	21%	31%
Cultural (festival, fairs, concerts, etc.)	60%	58%	61%	64%	66%
Outdoor meeting/work space w/ WiFi	36%	29%	27%	37%	34%
Other public space amenities	9%	5%	8%	8%	6%

G3_1_Other public space amenities selected: Please specify. (NOTE: Top open-ended responses are shown below; %s are based on the total sample size for each survey group).

	Engaged	**Commuter**	**Crossover***	**Community**	**Web opt-in**
Amenities for children/ youth (athletics, park, museum, playground, activity center, etc.)	1%	1%	1%	2%	1%
Gardens/ green space	2%	1%	1%	3%	1%
Dog-friendly spaces	1%	0%	0%	0%	0%
Paths (walking, biking)	0%	1%	1%	1%	0%
Indoor space	0%	0%	1%	1%	1%

PARKING (NOTE: This section regarding parking appeared first in the Commuter survey to increase relevance/interest in the survey.)

P1. There are currently 1,500 commuter spaces available within this development. Should additional commuter stalls be added?

	Engaged (n=276)	**Commuter** (n=391)	**Crossover*** (n=83)	**Community** (n=78)	**Web opt-in** (n=605)
Yes	59%	82%	70%	72%	65%
No	41	18	30	28	35

* Crossover respondents appear in both the Engaged and Commuter contact lists. Their responses are reported separately (since the represent two perspectives), but are also included in the Engaged and Commuter segment results above.

P2A. Please indicate which parking options you would like to see at the 5th Avenue Development.

	Engaged (n=281)	**Commuter** (n=389)	**Crossover*** (n=87)	**Community** (n=80)	**Web opt-in** (n=598)
Structured Parking (multi-level parking deck)					
Top 2 Box (T2B)	78%	81%	76%	71%	77%
Bottom 2 Box (B2B)	20	18	23	25	20
Mean (Average)	*3.9*	*4.1*	*3.9*	*3.7*	*4.0*
Surface lots					
Top 2 Box (T2B)	44%	74%	65%	48%	51%
Bottom 2 Box (B2B)	47	21	23	45	43
Mean (Average)	*3.0*	*3.9*	*3.7*	*3.1*	*3.1*
Street parking					
Top 2 Box (T2B)	24%	40%	38%	28%	33%
Bottom 2 Box (B2B)	71	54	57	62	61
Mean (Average)	*2.2*	*2.7*	*2.7*	*2.4*	*2.5*
Offsite parking with shuttles to the train station					
Top 2 Box (T2B)	57%	25%	38%	45%	52%
Bottom 2 Box (B2B)	38	70	56	48	44
Mean (Average)	*3.3*	*2.1*	*2.6*	*2.8*	*3.0*

P2A_Other parking options selected: Please specify. (NOTE: Top open-ended responses are shown below; %s are based on the total sample size for each survey group).

	Engaged	**Commuter**	**Crossover***	**Community**	**Web opt-in**
Underground/ subterranean	7%	2%	5%	1%	3%
More spots for permit parking (waiting list too long, etc.)	1%	3%	0%	1%	2%
More bike-friendly; bike parking, rental (Divvy), etc.	3%	1%	1%	1%	1%
Specific parking locations (specific area, intersection, etc.)	3%	1%	3%	3%	1%
More efficient roadways/traffic patterns (reduce bottlenecks, add bus lanes, etc.)	1%	1%	2%	1%	1%
More spots for daily parking (non-commuter)	0%	1%	0%	1%	1%
Parking structures that are not too high/ large	2%	0%	0%	2%	0%

* Crossover respondents appear in both the Engaged and Commuter contact lists. Their responses are reported separately (since the represent two perspectives), but are also included in the Engaged and Commuter segment results above.

OVERALL SUMMARY

Q2A. Rank order your top three preferred land uses from the list below.

	Engaged (n=300)	Commuter (n=406)	Crossover* (n=91)	Community (n=84)	Web opt-in (n=646)
TOP (#1) CHOICE (note: %s do not total 100% as some left this question blank)					
Housing	20%	7%	14%	17%	15%
Shopping	6	3	5	13	11
Service businesses	4	1	0	1	5
Office space	2	0	0	4	2
Public greenspace/amenities	29	14	19	27	32
Parking	29	61	51	27	25
Included in TOP 3					
Housing	42%	27%	37%	39%	38%
Shopping	32	30	31	40	42
Service businesses	38	35	41	40	36
Office space	17	12	13	10	14
Public greenspace/amenities	74	62	63	71	72
Parking	56	81	72	61	56

Q3A. Are there any specific land uses you want to see in the 5th Avenue Development? (NOTE: Top open-ended responses are shown below; %s are based on the total sample size for each survey group).

	Engaged	Commuter	Crossover*	Community	Web opt-in
Parking (NET)	11%	22%	16%	8%	9%
Infrastructure (NET)	14%	7%	8%	9%	9%
Improved/ safer pathways; pedestrian passageways	1%	2%	4%	1%	2%
Better traffic patterns/ flow	4%	2%	3%	2%	2%
Transportation Hub (trains, buses, trolleys)	2%	1%	1%	2%	2%
Retail/ Entertainment (NET)	11%	8%	11%	13%	10%
General retail (shops/ services)	6%	4%	9%	3%	4%
Restaurants	3%	3%	3%	1%	4%
Entertainment/ culture (theater, concerts, art. Gallery, museum, etc.)	3%	1%	4%	6%	2%
Greenspace (NET)	10%	4%	3%	15	8%
Housing (NET)	7%	4%	9%	7%	4%
Office space (NET)	1%	1%	2%	0%	1%
No Changes (NET)	2%	1%	3%	1%	1%

* Crossover respondents appear in both the Engaged and Commuter contact lists. Their responses are reported separately (since the represent two perspectives), but are also included in the Engaged and Commuter segment results above.

Q3B. Are there any specific land uses you don't want to see in the 5th Avenue Development? (NOTE: Top open-ended responses are shown below; %s are based on the total sample size for each survey group).

	Engaged	Commuter	Crossover*	Community	Web opt-in
Housing (NET)	24%	22%	16%	17%	23%
Anti-housing in general	5%	8%	1%	1%	8%
High density/ multi-unit housing (apartments, condos, etc.)	8%	6%	6%	5%	8%
Affordable, low income housing (e.g. Section 8)	8%	6%	4%	8%	5%
Luxury housing/ “McMansions”/single family homes	3%	2%	2%	1%	2%
Features/ Misc. (NET)	29%	14%	18%	19%	16%
High-rise buildings (3+ stories)	15%	5%	1%	8%	9%
Don’t add to traffic, area is already congested	12%	7%	10%	8%	4%
Retail/ Entertainment (NET)	18%	12%	15%	21%	15%
Anti-retail/ commercial space in general	5%	6%	4%	7%	5%
Entertainment (theater, performing arts center, etc.)	7%	3%	6%	6%	5%
Restaurants/ bars/ nightlife	3%	2%	2%	6%	1%
Parking-related (NET)	9%	9%	11%	10%	9%
Anything that isn’t parking / reduces existing parking, keep commuter in mind	4%	6%	5%	2%	3%
Parking garages (congestion based on train schedule, not in residential areas, nothing too excessive, etc.)	2%	2%	3%	3%	3%
No more surface/ street parking	2%	1%	2%	1%	3%
Office (NET)	5%	7%	6%	11%	7%

* Crossover respondents appear in both the Engaged and Commuter contact lists. Their responses are reported separately (since the represent two perspectives), but are also included in the Engaged and Commuter segment results above.

Q4A. What is your maximum acceptable height for each lot?

	Engaged (n=295)	Commuter (n=394)	Crossover* (n=89)	Community (n=82)	Web opt-in (n=631)
LOT 1					
Up to 2 stories	60%	39%	44%	65%	47%
Up to 4 stories	26	33	35	21	33
Up to 6 stories	8	12	11	6	12
6+ stories	6	16	10	9	9
LOT 2					
Up to 2 stories	24%	25%	20%	35%	27%
Up to 4 stories	44	37	39	36	41
Up to 6 stories	21	20	25	16	20
6+ stories	11	18	16	13	12
LOT 3					
Up to 2 stories	47%	36%	34%	49%	41%
Up to 4 stories	32	33	39	34	36
Up to 6 stories	14	16	14	8	13
6+ stories	7	15	13	9	10
LOT 4					
Up to 2 stories	23%	28%	19%	37%	31%
Up to 4 stories	44	34	41	38	37
Up to 6 stories	23	21	23	12	19
6+ stories	11	17	17	13	13
LOT 5					
Up to 2 stories	33%	33%	31%	38%	37%
Up to 4 stories	39	32	35	46	36
Up to 6 stories	18	18	17	7	18
6+ stories	10	17	17	9	9
LOT 6					
Up to 2 stories	29%	28%	24%	32%	35%
Up to 4 stories	42	35	40	46	36
Up to 6 stories	16	17	15	10	17
6+ stories	13	20	21	12	12

* Crossover respondents appear in both the Engaged and Commuter contact lists. Their responses are reported separately (since the represent two perspectives), but are also included in the Engaged and Commuter segment results above.

Q5A. For the 5th Avenue Development, indicate how strongly you support/oppose accommodating higher or lower heights to:

	Engaged (n=225)	**Commuter** (n=273)	**Crossover*** (n=66)	**Community** (n=67)	**Web opt-in** (n=434)
Be uniform and consistent across the entire planning area					
Top 2 Box (T2B)	45%	60%	56%	58%	57%
Bottom 2 Box (B2B)	43	30	29	33	33
Mean (Average)	*3.0*	*3.5*	*3.4*	*3.5*	*3.4*
Provide scale transitions (e.g., additional height to buffer railroad noise/ activity from outlying neighborhoods)					
Top 2 Box (T2B)	82%	83%	86%	81%	77%
Bottom 2 Box (B2B)	13	10	7	10	14
Mean (Average)	*4.0*	*4.1*	*4.1*	*4.1*	*3.9*
Accommodate aboveground structured parking					
Top 2 Box (T2B)	75%	84%	74%	77%	72%
Bottom 2 Box (B2B)	21	13	21	18	23
Mean (Average)	*3.7*	*4.1*	*3.8*	*3.9*	*3.7*
Accommodate a rooftop amenity and greenspace at various levels					
Top 2 Box (T2B)	74%	72%	76%	74%	77%
Bottom 2 Box (B2B)	21	18	16	18	17
Mean (Average)	*3.8*	*3.8*	*3.9*	*3.8*	*3.9*
Support housing choices					
Top 2 Box (T2B)	50%	40%	49%	52%	47%
Bottom 2 Box (B2B)	35	49	35	34	43
Mean (Average)	*3.1*	*2.8*	*3.2*	*3.1*	*2.9*
Respect existing building heights in the vicinity (two-story residences, four-story commercial buildings)					
Top 2 Box (T2B)	80%	68%	70%	81%	77%
Bottom 2 Box (B2B)	15	25	24%	15%	18%
Mean (Average)	*4.1*	*3.7*	*3.7*	*4.2*	*4.0*
Ensure the development is financially feasible					
Top 2 Box (T2B)	81%	87%	85%	92%	87%
Bottom 2 Box (B2B)	12	7	8	6	8
Mean (Average)	*4.2*	*4.3*	*4.3*	*4.5*	*4.3*
Other accommodations					
% "Yes	22%	15%	17%	12%	15%

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Q5A. Other height accommodations selected: Please specify. (NOTE: Top open-ended responses are shown below; %s are based on the total sample size for each survey group).

	Engaged	Commuter	Crossover*	Community	Web opt-in
Improve traffic flow/ congestion	3%	3%	2%	1%	4%
Aesthetically pleasing, fit the area's character	5%	1%	2%	2%	2%
Support the current needs for nearby residents/ commuters	3%	2%	2%	5%	1%
Paths (biking/ walking)	4%	1%	2%	1%	1%
No high-rise buildings (including parking garages; surface parking/ lots only)	3%	1%	0%	0%	1%
ADA compliance	1%	1%	1%	0%	1%

RESPONDENT INFO

Q6. Do you live in within the neighborhoods adjacent to the 5th Avenue Development (Park Addition, Pilgrim Addition, ECHO or WHOA)?

	Engaged (n=297)	Commuter (n=403)	Crossover* (n=89)	Community (n=84)	Web opt-in (n=654)
Yes	51%	10%	24%	15%	33%
No	49	90	76	85	67

Q7A. [IF YES TO Q6] Which neighborhood do you live in?

	Engaged (n=146)	Commuter (n=38)	Crossover* (n=20)	Community (n=13)	Web opt-in (n=203)
Park Addition	46%	37%	35%	15%	32%
Pilgrim Addition	14	16	20	8	19
ECHO	14	16	15	31	18
WHOA	10	13	15	15	10
Other	16	18	15	31	21

Most frequent "Other" Responses: Historic District (n=7); Naperville Station Townhomes (n=5); 5th Ave. Station Apartments (n=3); Columbia Estates (n=3); Yorkshire Manor (n=3)

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Q7B. [IF NO TO Q6] How close do you live to the 5th Avenue Train Station?

	Engaged (n=143)	**Commuter** (n=357)	**Crossover*** (n=67)	**Community** (n=71)	**Web opt-in** (n=422)
Less than 1 mile	19%	7%	13%	15%	15%
1-5 miles	64	71	72	58%	70
6-10 miles	14	19	13	21	12
More than 10 miles	3	2	2	6	3

Q1. Which of the following best describes how often you use the 5th Avenue Metra Station?

	Engaged (n=209)	**Commuter** (n=405)	**Crossover*** (n=90)	**Community** (n=84)	**Web opt-in** (n=646)
Daily or almost daily (e.g., at least 5 days a week)	24%	56%	49%	23%	28%
At least a few times per week, but not daily	5	10	6	6	11
At least a few times a month	25	7	8	19	21
At least a few times per year	42	23	35	45	34
Never	4	4	2	7	6

Q8. In what year were you born?

	Engaged (n=279)	**Commuter** (n=377)	**Crossover*** (n=84)	**Community** (n=78)	**Web opt-in** (n=602)
Under 35 years old	3%	7%	7%	8%	14%
35-49	31	38	35	26	39
50-64	43	42	32	40	34
65+	23	13	26	26	13

Q9. Do you have children under the age of 18 in your home?

	Engaged (n=293)	**Commuter** (n=394)	**Crossover*** (n=89)	**Community** (n=82)	**Web opt-in** (n=638)
Yes	37%	53%	38%	31%	51%
No	63	47	62	69	49

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