

THE
NCSTM

The National Community SurveyTM

Naperville, IL

The National Community SurveyTM 2026 Results

PRESENTED BY

Nick Mastronardi, PhD CEO, Polco / National Research Center

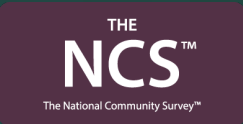
Lily Vasquez Survey Research Project Manager



National Research Center



Helping every community govern like the best



OUR MISSION

Strengthen local democracy and government performance — helping leaders understand the priorities of their constituents, allocate resources against them, and build not only transparency, but trust.

OUR STORY

Polco unites a decade-plus of civic engagement software with the National Research Center — our in-house think tank and pioneer of the national benchmark surveys — and GPAL, the public-sector performance data platform.



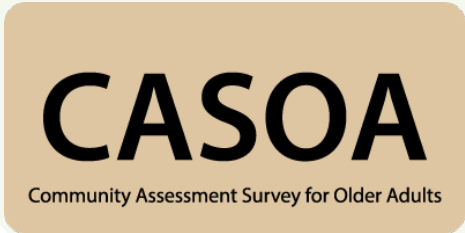
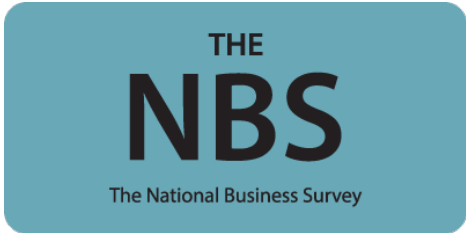
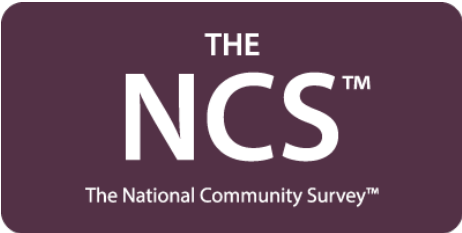
The civic engagement & performance platform



Our in-house think tank — pioneers of the national benchmark surveys



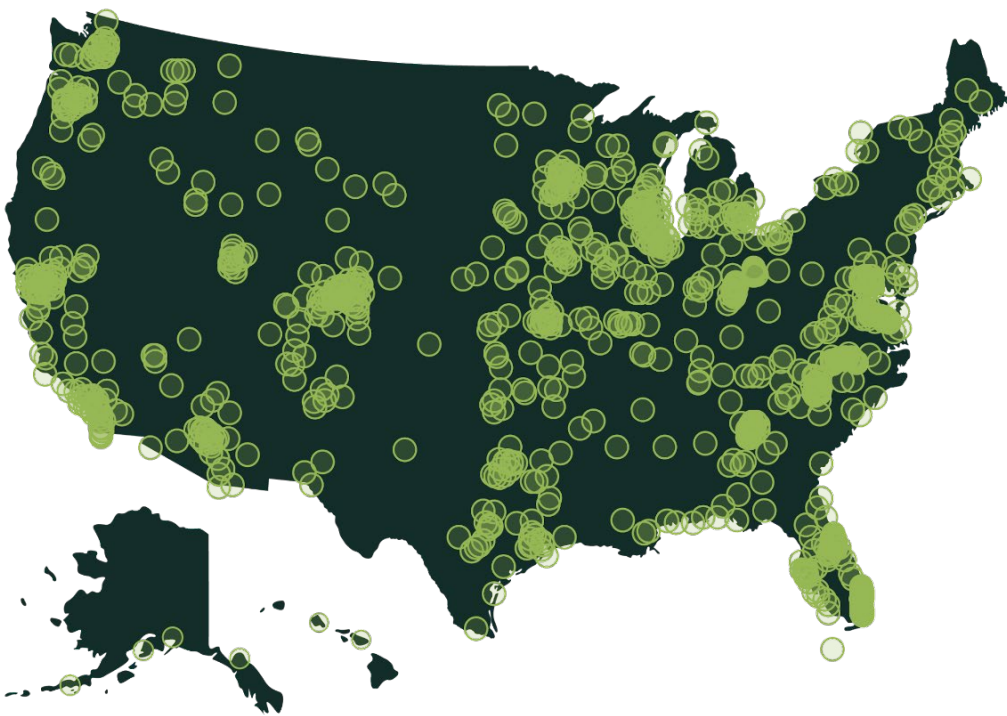
Government Performance Action Lab — the data platform behind Track



Nearly 400 communities across all 50 states



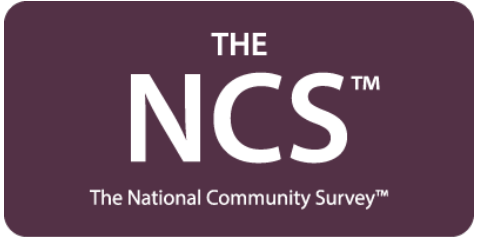
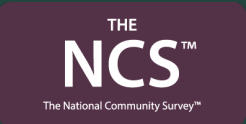
POLCO'S BENCHMARKING DATABASE



1,000+	2,000+	40K+	30 yrs
communities served	NCS administrations nationwide	jurisdictions with 500+ benchmark indicators	of benchmark survey science

400	50M
comparison communities nationwide	residents' opinions represented

Facets of Community Livability



METHODOLOGY

- 1 Address-based random sample survey
- 2 Survey open April 6 - June 1, 2026
- 3 Invitations were sent to 5,000 randomly selected households in all districts
- 4 +/- 4% margin of error
- 5 Results weighted to reflect Naperville

RESPONSE

760 completed surveys 16% response rate
English, Spanish, and Simplified Chinese

WHAT RESIDENTS RECEIVED

Postcard invitation

Mailed first, with QR codes in all three languages inviting the household to respond online

Cover letter from the Mayor

Personal appeal with the survey link and household access code, again printed in English, Spanish, and Simplified Chinese

Printed questionnaire

Full paper survey with a postage-paid return envelope, so respondents could answer on paper or online

Open participation survey

Publicized separately from May 11 - June 1, 2026: 213 responses are reported apart from the random sample

SECTION

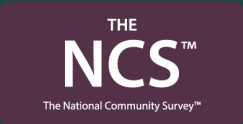
Overview of Survey Results



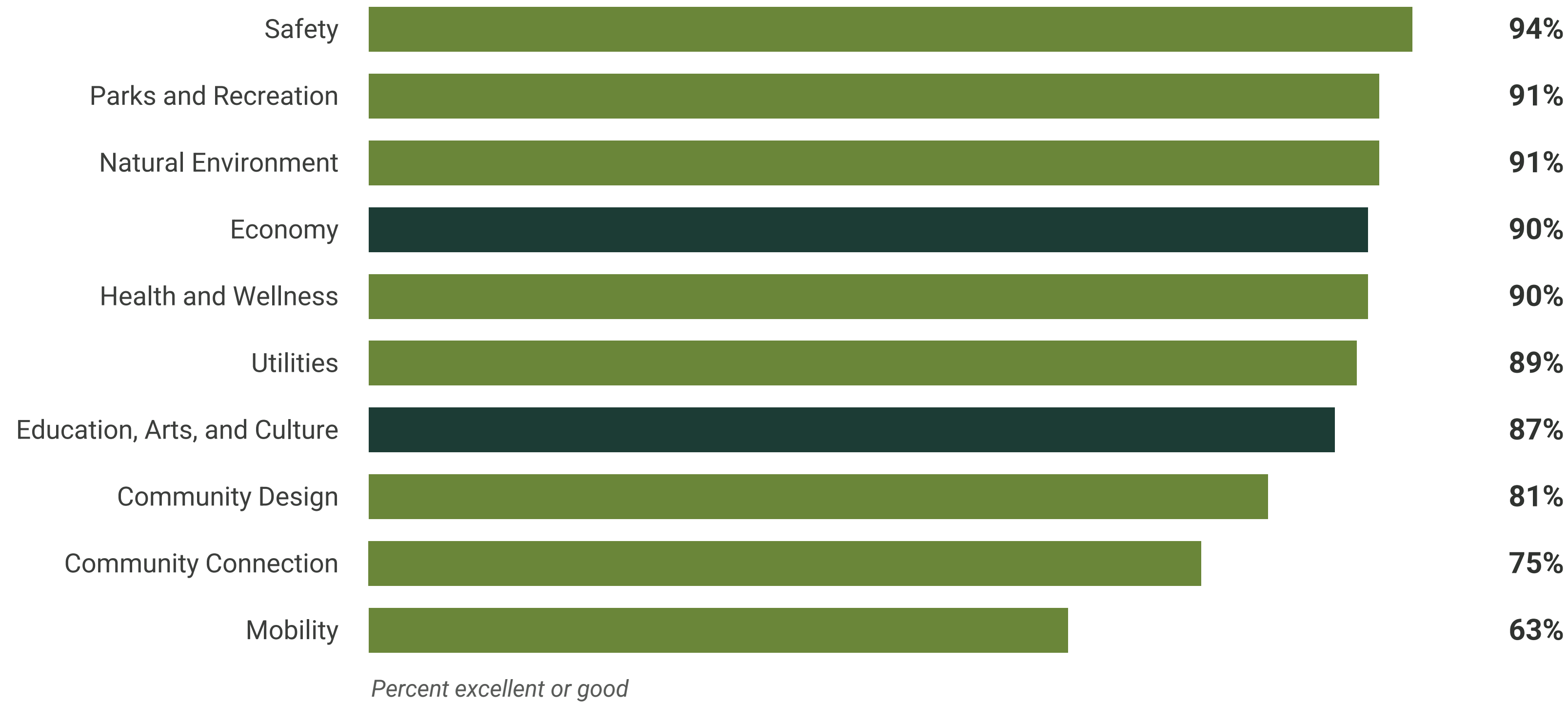
 Polco



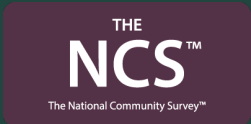
Facets of Community Livability: Quality



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



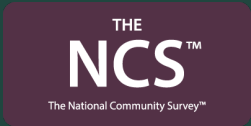
Facets of Community Livability: Importance



Please rate how important, if at all, it is for the Naperville community to focus on each of the following in the coming two years.



Balancing Quality and Importance



		QUALITY	IMPORTANCE	GAP
Health and Wellness		90%	78%	+12
Natural Environment		91%	85%	+6
Parks and Recreation		91%	86%	+5
Education, Arts, and Culture		87%	82%	+5
Community Design		81%	76%	+5
Safety		94%	90%	+4
Community Connection		75%	74%	+1
Economy		90%	90%	0
Utilities		89%	90%	-1
Mobility		63%	78%	-15

National Benchmarks

123 items rated by residents

103

higher ratings

20

similar ratings

0

lower ratings

Ratings count as similar when they fall within 10 points of the national average, and higher when they exceed it by more than 10 points.

Naperville 2023 vs. 2026 Community Surveys

123 items with trend comparisons

3

upward trends

98

no change

22

downward trends

Trends are statistically significant if the change is greater than or equal to +/-5 percentage points.

TREND BENCHMARKS

National Trend

How communities nationwide moved across the 113 items with 2023–2026 comparisons.



10

saw **upward** trends



85

saw **no change**



18

saw **downward** trends

Areas of Greatest Change



↑ INCREASES

ITEM	NAPERVILLE TREND 2023 v 2026	NATIONAL TREND
Overall respondent health	72% → 81% +9	--
Feeling safe from fire, flood, or natural disaster	85% → 91% +6	No change
Attracting people from diverse backgrounds	75% → 81% +6	No change

NATIONAL CONTEXT

In many cases, the areas showing the largest declines in Naperville were part of a **national trend**, especially relating to **economic opportunity** and **infrastructure**.

↓ DECREASES

ITEM	NAPERVILLE TREND 2023 v 2026	NATIONAL TREND
Employment opportunities	84% → 60% -24	Downward
Economic development	85% → 72% -13	Downward
Utility billing	87% → 76% -11	Downward
Naperville as a place to work	91% → 80% -11	--
Affordable quality childcare/preschool	72% → 61% -11	No change
Ease of travel by bicycle	63% → 52% -11	No change
Bus or train services	73% → 63% -10	No change
Land use, planning, and zoning	76% → 67% -9	Downward

SECTION

Key Findings



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KEY FINDING 01

Community members give high ratings to Naperville as a place to live and raise children.



 Polco



Residents gave excellent or good ratings to:

96%

Naperville as a place to raise children

↑ Much higher · 97th percentile

95%

Naperville as a place to live

↑ Higher · 95th percentile

94%

Would recommend living in Naperville to someone who asked

↑ Higher · 90th percentile

94%

Your neighborhood as a place to live

↑ Higher · 92nd percentile

93%

The overall image or reputation of Naperville

↑ Much higher · 98th percentile

90%

Plan to remain in Naperville for the next five years

– Similar · 87th percentile

KEY FINDING 02

Residents continue to feel safe throughout Naperville and give high ratings to the City's public safety services.



Please rate how safe or unsafe you feel:

			NAPERVILLE TREND 2023 v 2026	NATIONAL TREND
In your neighborhood during the day		98%	No change	No change
In the downtown/commercial area during the day		96%	No change	No change
From violent crime		95%	No change	↑
From property crime		92%	No change	↑
From fire, flood, or natural disaster		91%	↑	No change

Percent very or somewhat safe

Please rate the quality of the following services in Naperville.

			NAPERVILLE TREND 2023 v 2026	NATIONAL TREND
Fire services		97%	No change	No change
Ambulance or emergency medical services		93%	No change	No change
Fire prevention and education		90%	No change	No change
Police services		89%	No change	No change
Crime prevention		89%	No change	↑
Emergency preparedness		83%	No change	No change
Animal control		83%	↓	No change

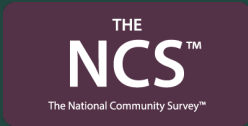
Percent excellent or good

KEY FINDING 03

Residents highly rate Naperville's economy, while affordability remains an area for improvement.



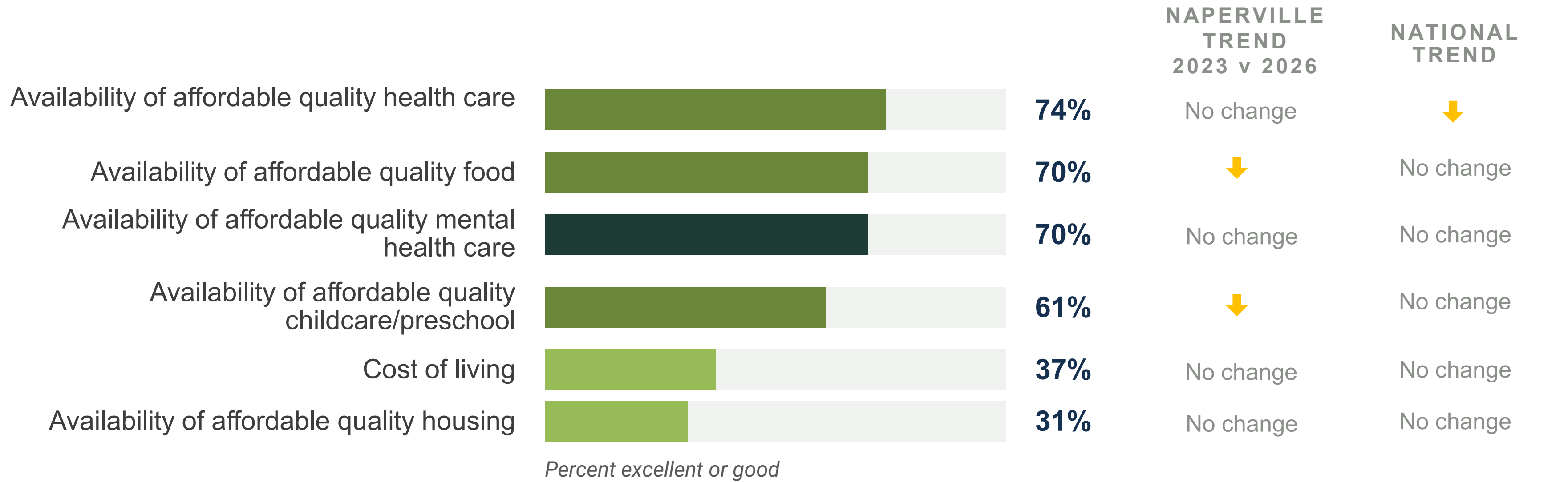
The Economy in Naperville



Please rate each of the following in the Naperville community.

			NAPERVILLE TREND 2023 v 2026	NATIONAL TREND
Overall quality of business and service establishments		91%	No change	No change
Overall economic health of Naperville		90%	No change	No change
Vibrancy of downtown/commercial area		89%	No change	No change
Shopping opportunities		88%	No change	No change
Variety of business and service establishments		85%	No change	No change
Economic development		72%	↓	↓
Employment opportunities		60%	↓	↓
Percent excellent or good				

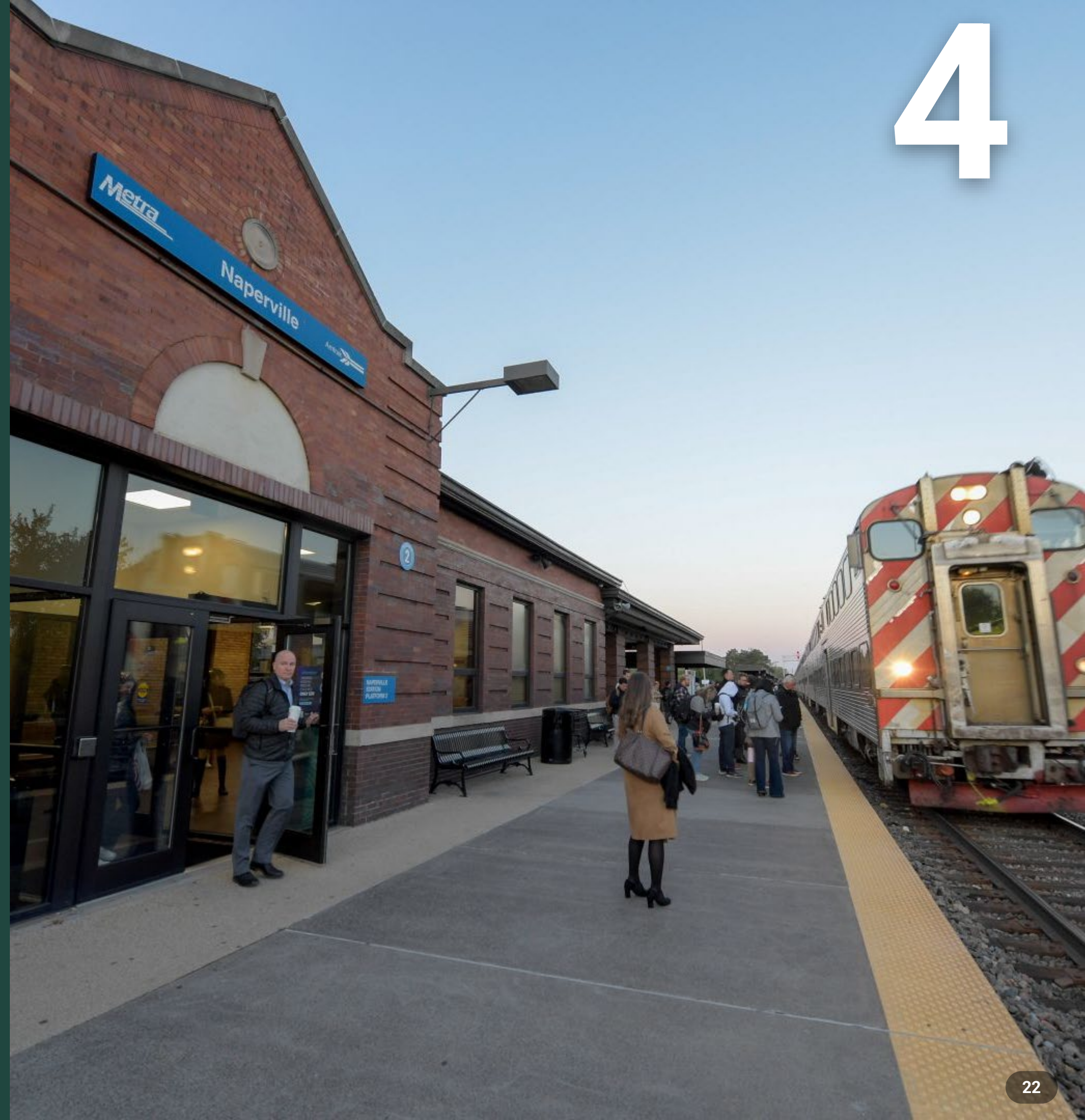
Please rate each of the following in the Naperville community.



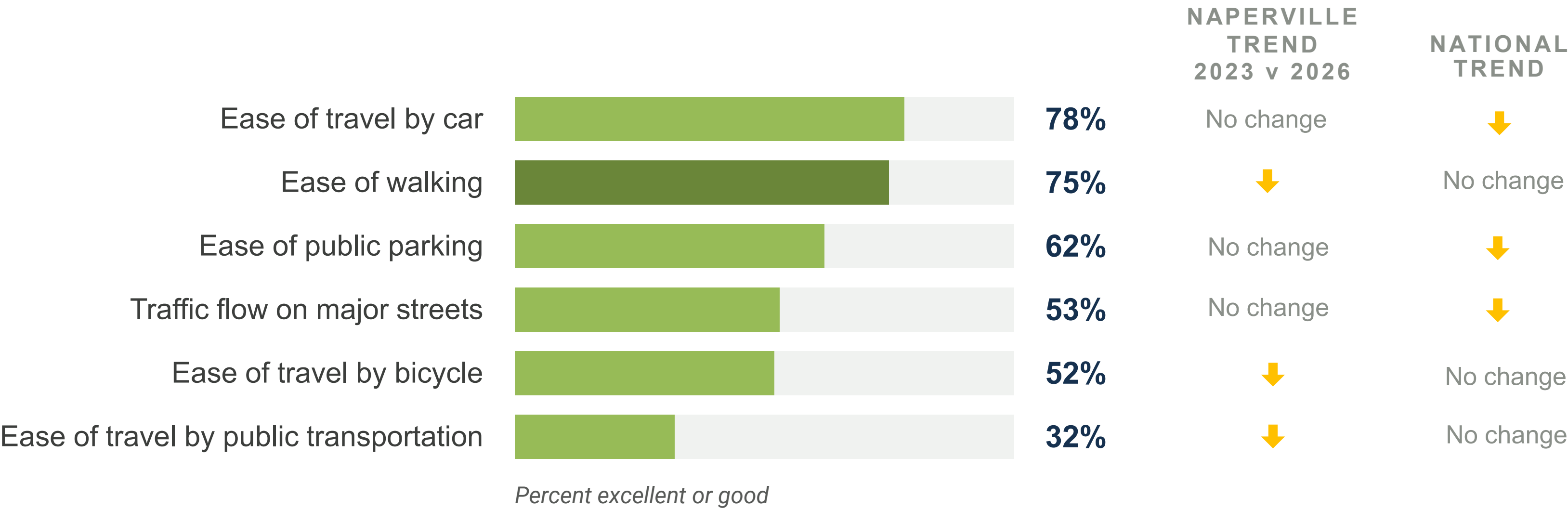
Affordability is Naperville’s lowest-scoring cluster in absolute terms, yet four of the six items still land above the national benchmark.

KEY FINDING 04

Residents rated mobility services highly, while ease of travel varied by transportation mode.



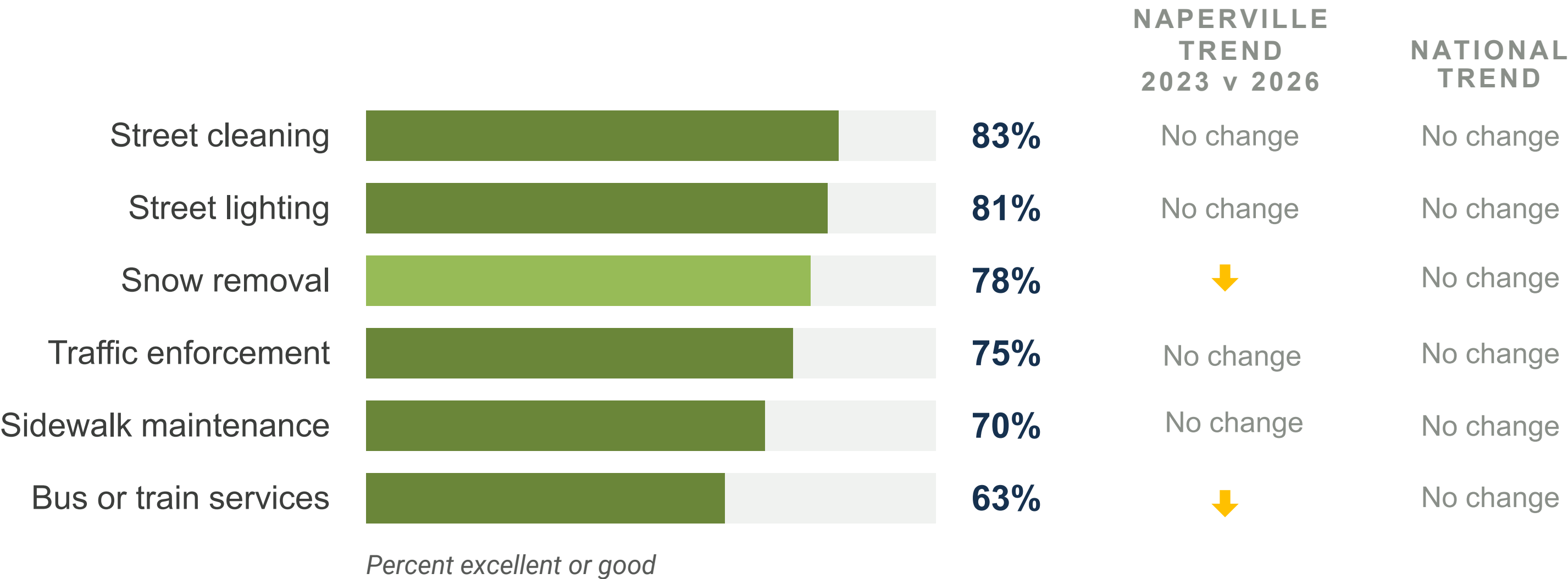
Please rate each of the following in the Naperville community.



NATIONAL BENCHMARK

Higher (+10 to +19 pts) Similar (−9 to +9 pts) 2023 vs 2026 (±5 pts)

Please rate the quality of each of the following services in Naperville.



KEY FINDING 05

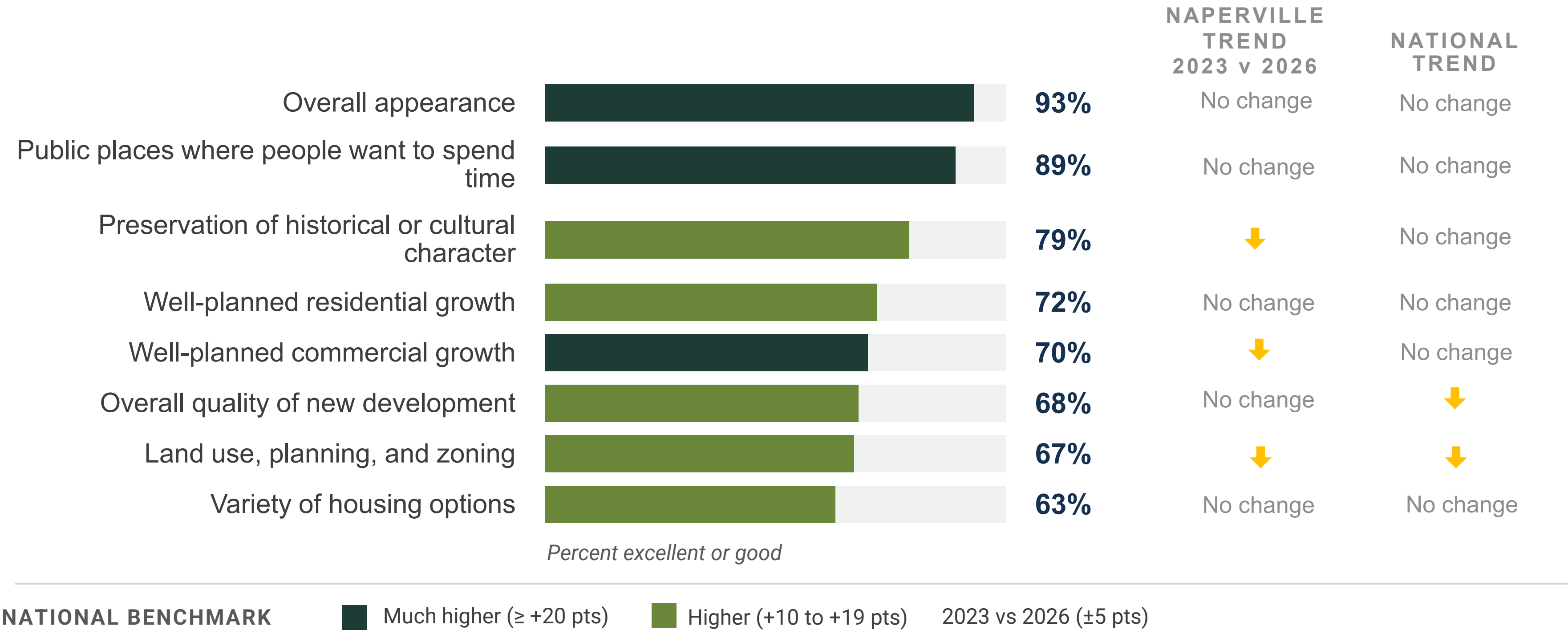
Naperville's appearance and community design received great marks.



Polco



Please rate each of the following in the Naperville community.



KEY FINDING 06

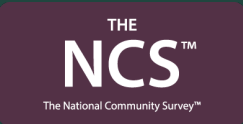
Naperville's educational and cultural offerings were well received.



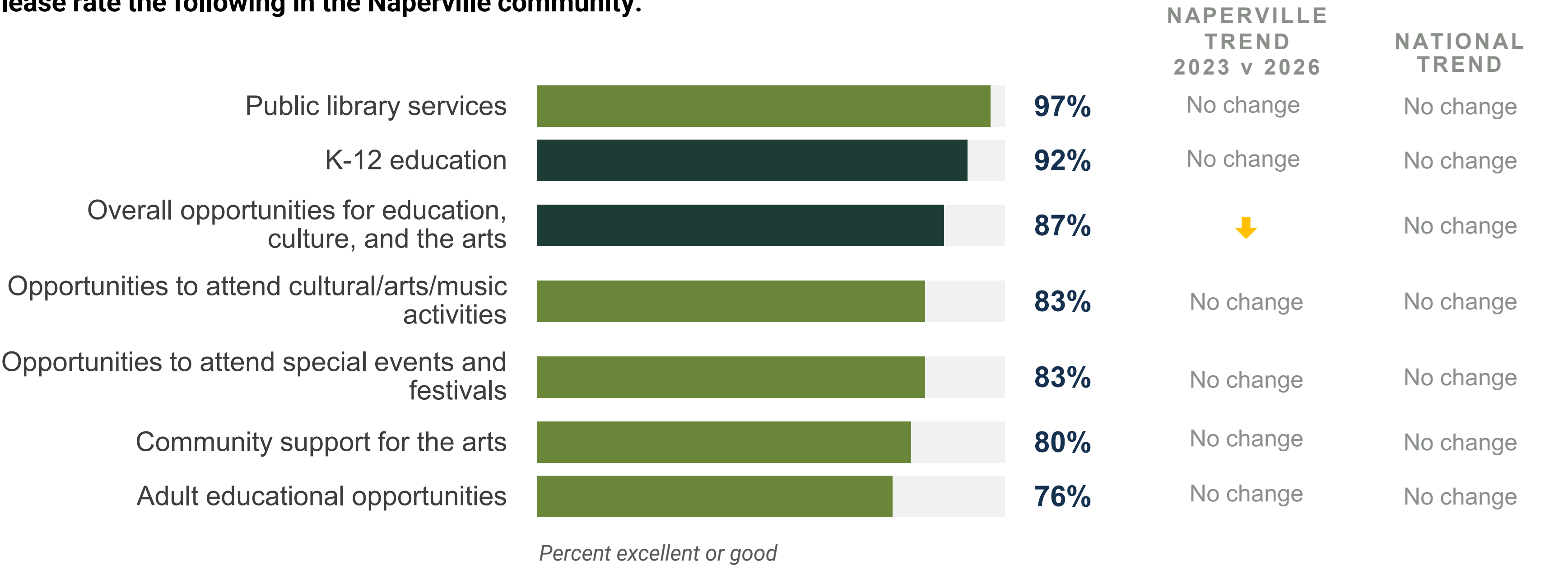
Polco



Education, Arts, and Culture in Naperville



Please rate the following in the Naperville community.



NATIONAL BENCHMARK Much higher (≥ +20 pts) Higher (+10 to +19 pts) 2023 vs 2026 (±5 pts)

SECTION

Additional Special Topics

Custom questions added to Naperville’s NCS questionnaire.

13. Please rate how safe or unsafe you feel:

	Very <u>safe</u>	Somewhat <u>safe</u>	Neither safe <u>nor unsafe</u>	Somewhat <u>unsafe</u>	Very <u>unsafe</u>	Don't <u>know</u>
In your neighborhood at night.....	1	2	3	4	5	6
In downtown Naperville at night.....	1	2	3	4	5	6

14. Which best reflects your view on addressing environmental and sustainability issues in Naperville?

☐ High priority, even if it increases costs

☐ Not a priority at this time

☐ High priority, but only if costs are minimal

☐ Not sure

☐ Lower priority compared to other City needs

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

☐ Excellent

☐ Good

☐ Fair

☐ Poor

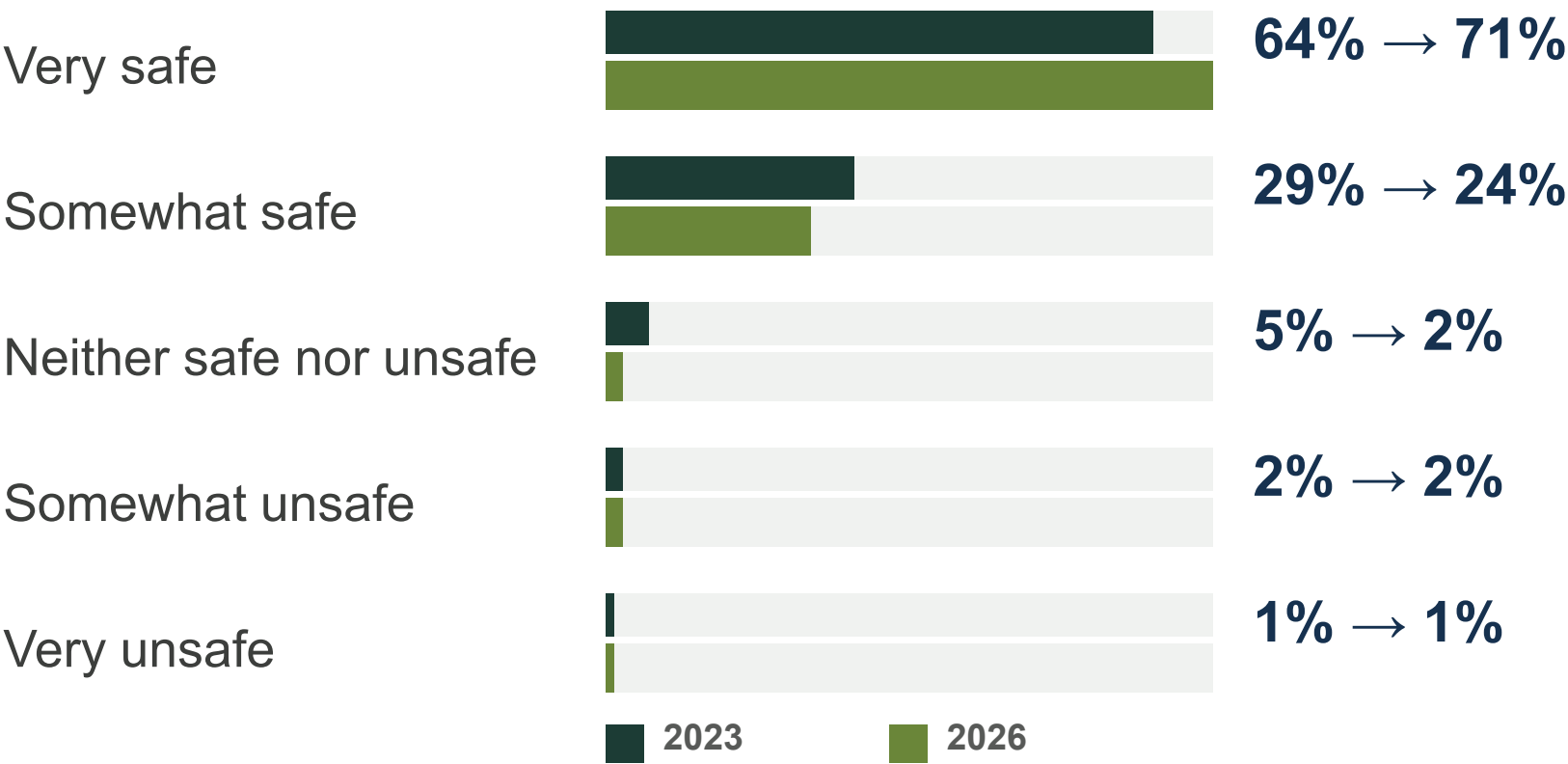
☐ Don't know

16. 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-Astound, Ch 10-Comcast, CH 99-AT&T)	1	2	3

CUSTOM QUESTION · 2023–2026 TREND

Please rate how safe or unsafe you feel in your neighborhood at night.



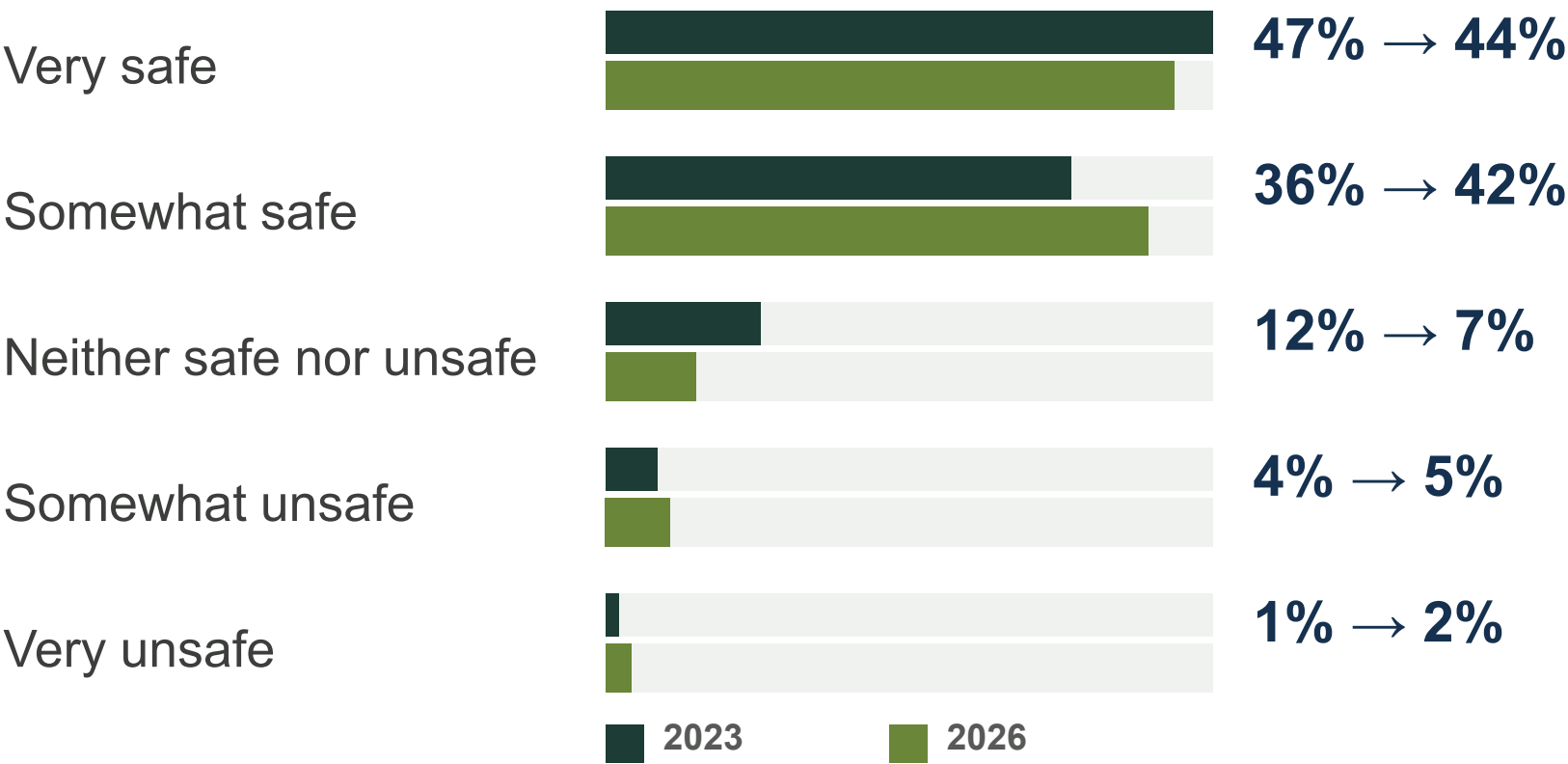
95%

feel safe in their neighborhood at night

↑ Up from 93% in 2023

CUSTOM QUESTION · 2023–2026 TREND

Please rate how safe or unsafe you feel in downtown Naperville at night.

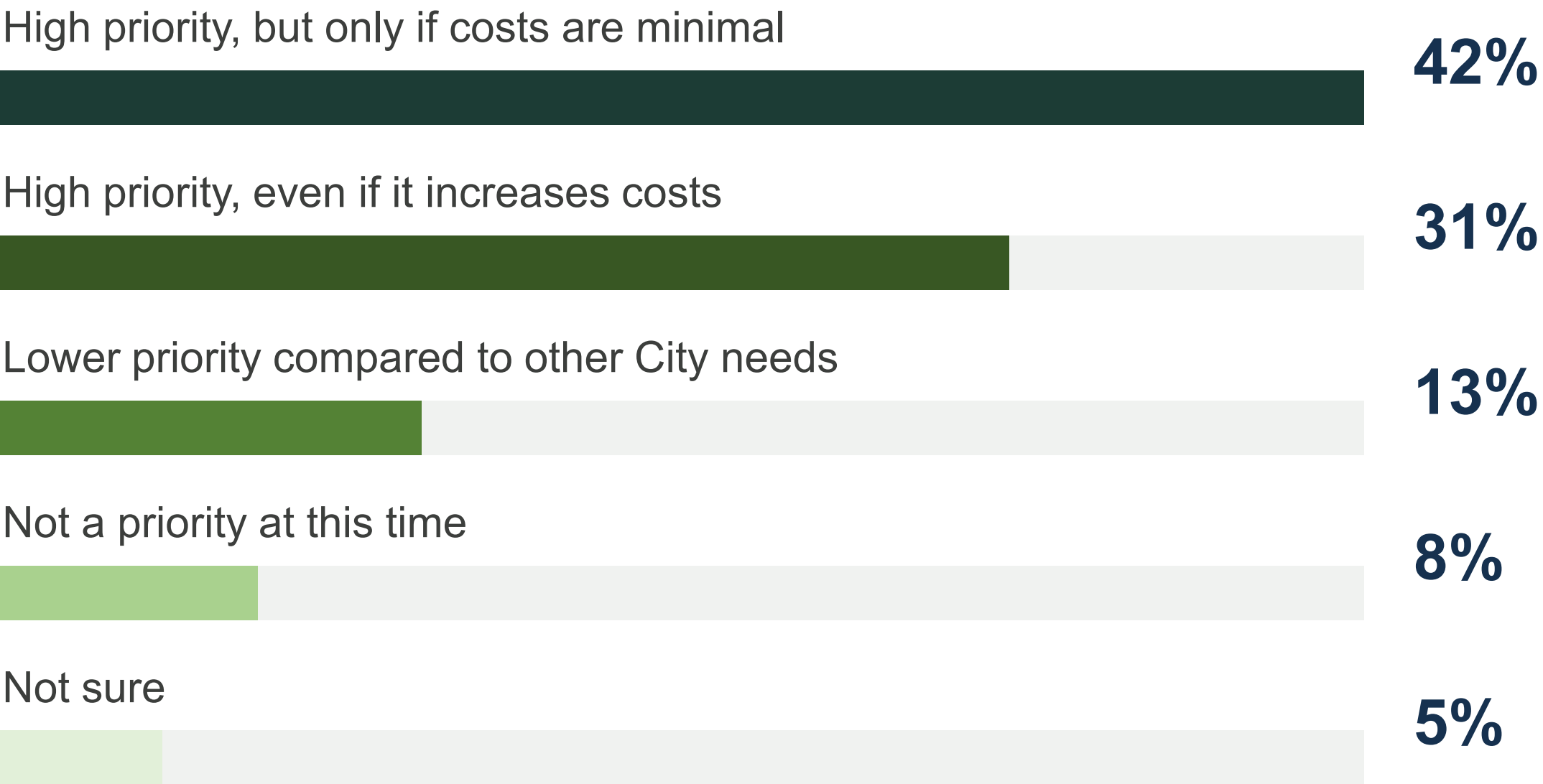


86%

feel safe in downtown Naperville at night

↑ Up from 83% in 2023

Which best reflects your view on addressing environmental and sustainability issues in Naperville?

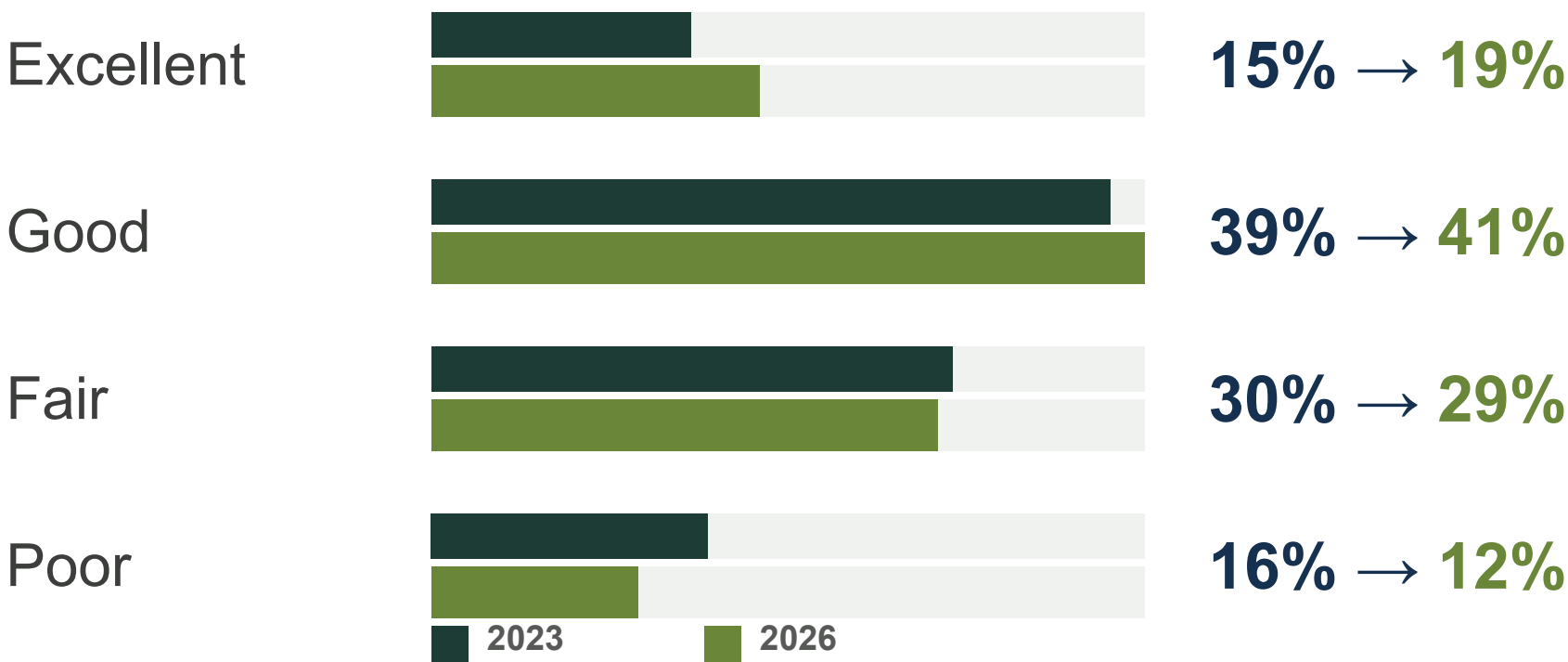


73%

call environmental and sustainability work a high priority

CUSTOM QUESTION · 2023–2026 TREND

Please rate the ease of parking in downtown Naperville.

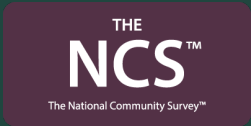


6 in 10

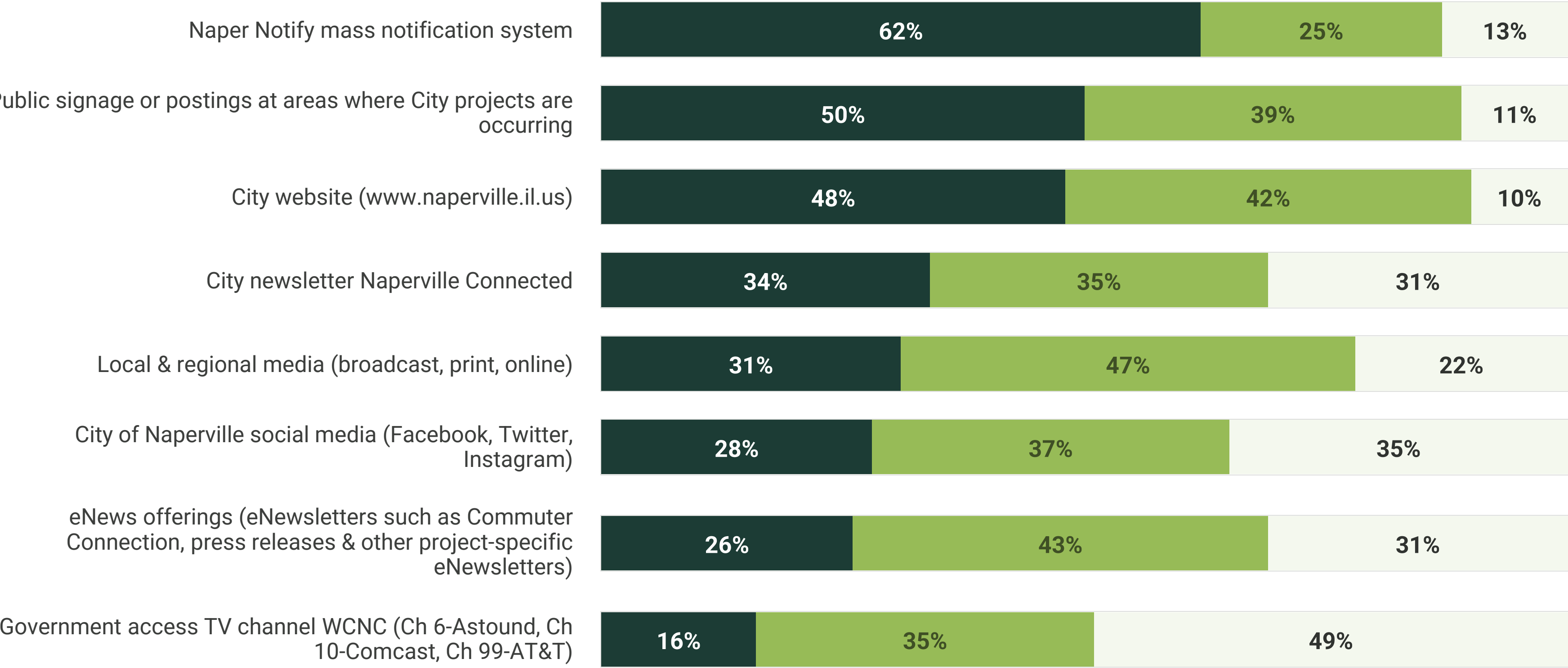
rate downtown parking as excellent or good

↑ Up from 5 in 10 in 2023

Custom Question – Sources of Information



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:



2026 NCS

Summary of Findings



- Naperville earns high praise as a place to live and raise children.
- Residents feel safe and give public safety services good marks.
- The economy scored very well, though affordability remains an area to improve.
- Mobility services scored well, though ratings for ease of travel varied by transportation mode.
- Appearance and community design were highly rated, despite modest declines in some planning measures.
- Residents voiced strong support for educational and cultural offerings, with the library topping the ratings.

Next Steps: Continue to Engage Residents and Track Outcomes

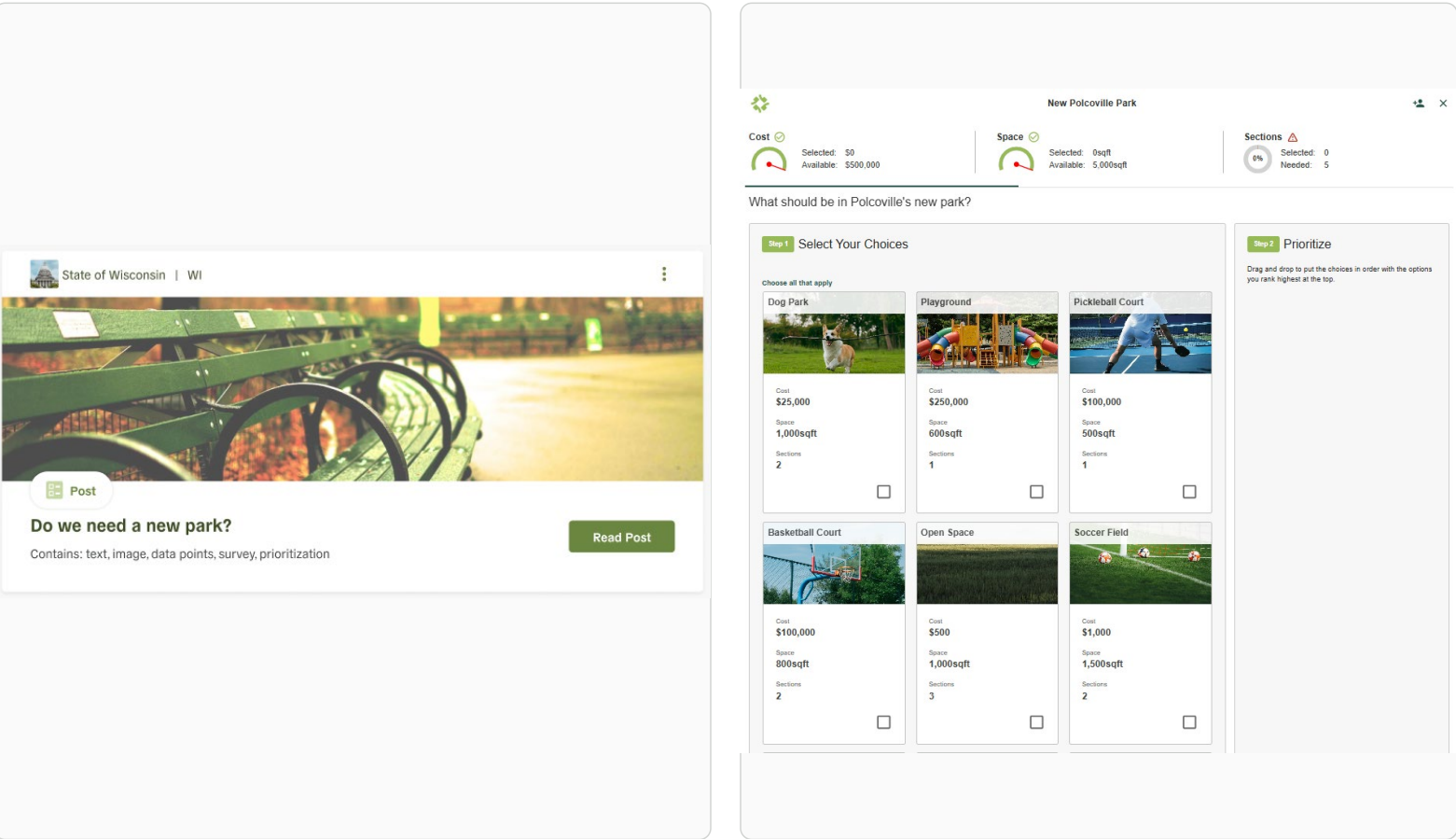
Engage

INCLUDED IN YOUR SUBSCRIPTION

1,475

City of Naperville subscribers on Polco today

Quick polls, surveys, and live events — with maps, images, videos, and links to better inform respondents. The Polco Library adds curated content built by Polco’s survey scientists.



Track

ADDS CONTEXT TO YOUR NCS

Track Overview Dashboard

How Do I Understand This Page?

Show Data For

United States of America

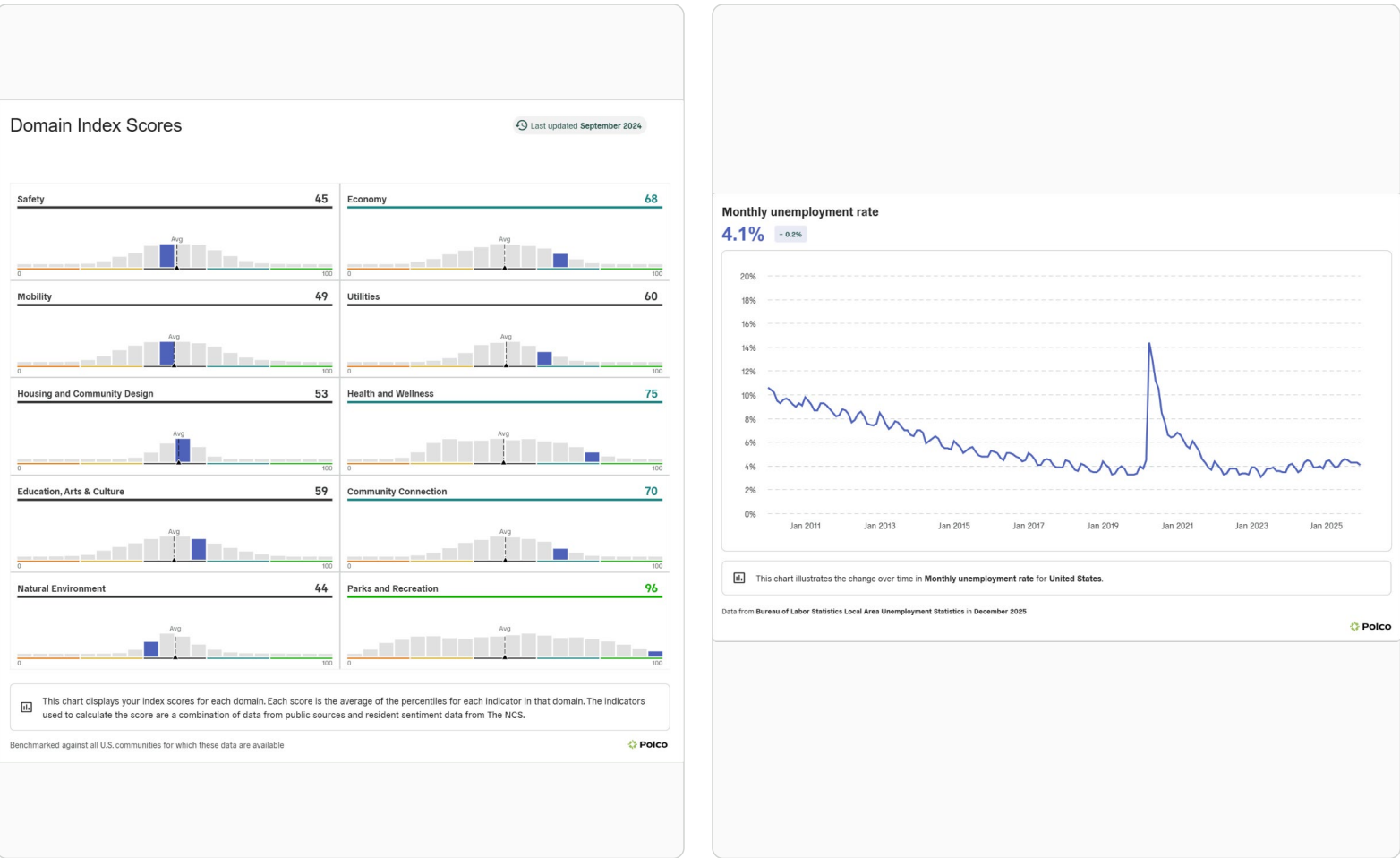
Data to Display

GPAL

Compare Data Against Communities

Nationwide

Polco’s Track dashboard surfaces insights from publicly available data sources — pairing domain index scores and trends with what residents told you.



Questions?

Thank you!

Check out the full report!



Nick Mastronardi, PhD

CEO, Polco / National Research Center
nick@polco.us

Lily Vasquez

Survey Research Project Manager



The National Community Survey™ — the benchmark survey behind these results.



Polco's survey research department — three decades of benchmark survey science.



The civic engagement & performance platform behind Engage and Track.