



THE NCSTM

THE NATIONAL COMMUNITY SURVEYTM

Naperville, IL

The National Community SurveyTM

2026 Results



Civic Communication & Analytics Platform

Polco unites people, data, and government to help communities thrive through informed decisions.



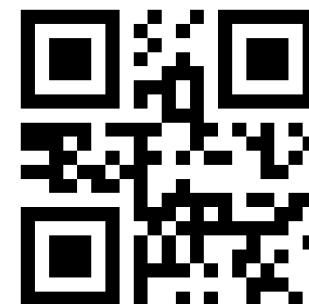
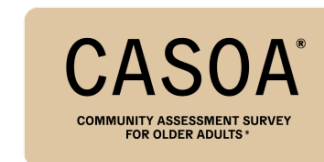
Advanced Survey Science and Performance Analytics

Polco's internal think tank, backed by 30 years of benchmark survey expertise, delivering trusted insights.



Trusted Budget Tools

Provides budget insights through interactive simulations and transparent insights.



Facets of Community Livability



THE NCS™

THE NATIONAL COMMUNITY SURVEY™



Economy



Mobility



**Community Design
& Housing**



Utilities



Safety



Natural Environment



Parks & Recreation



Health & Wellness



**Education, Arts,
& Culture**



Community Connection

Results weighted to reflect Naperville

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Mayor/Alcalde/市长

polco.us/Naperville2026a7c
访问代码: 17710

如果您对本调查还有其他疑问, 请致电瑞柏市: 630-420-6031。

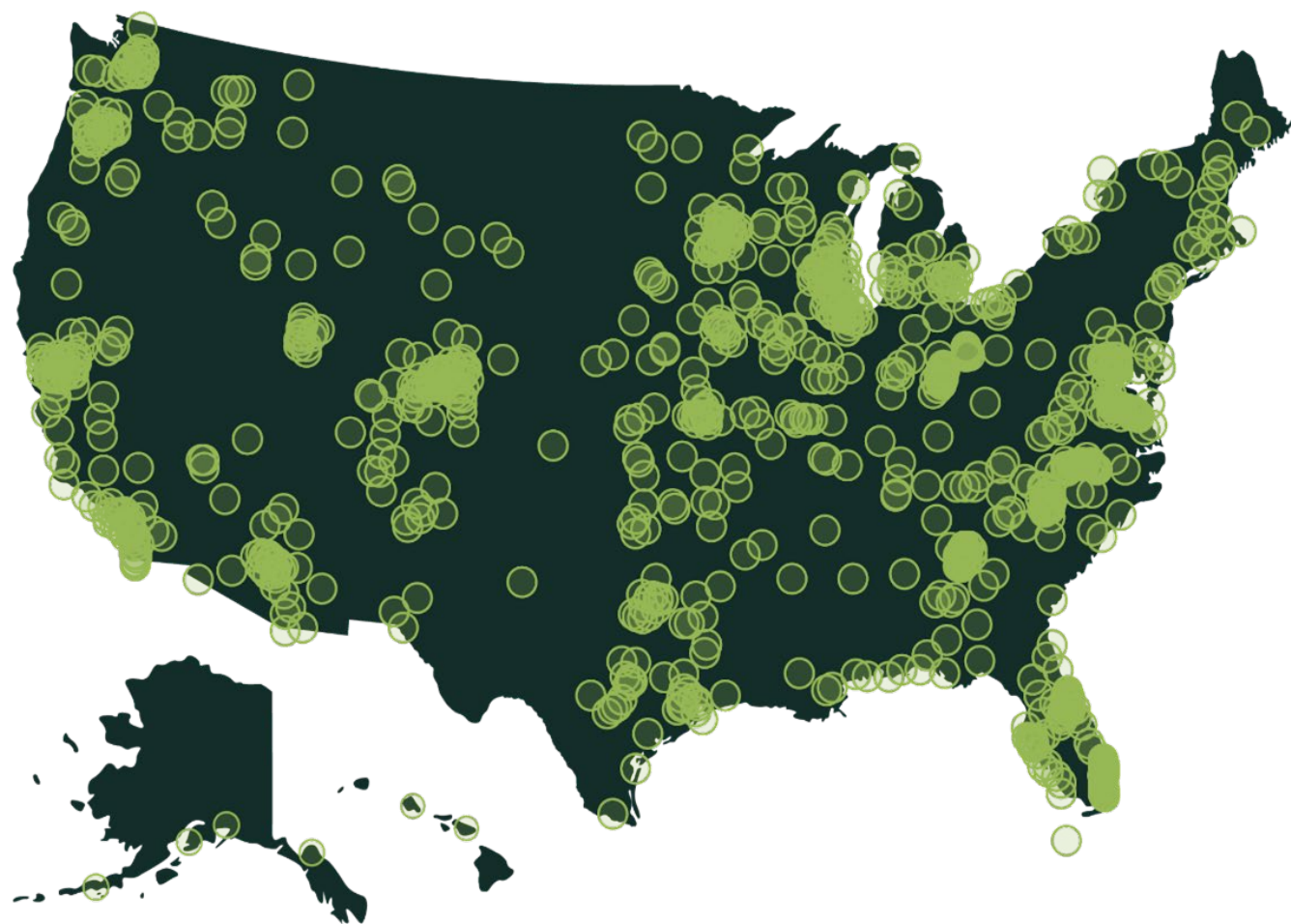
3 4 5 6

3 4 5 6

3	4	5	6
7	8	9	10

3 4 5 6

Polco's Benchmarking Database



About
400
comparison
communities
across the
nation.

Representing
the opinions
of more than
50 million
residents.



Overview of Survey Results



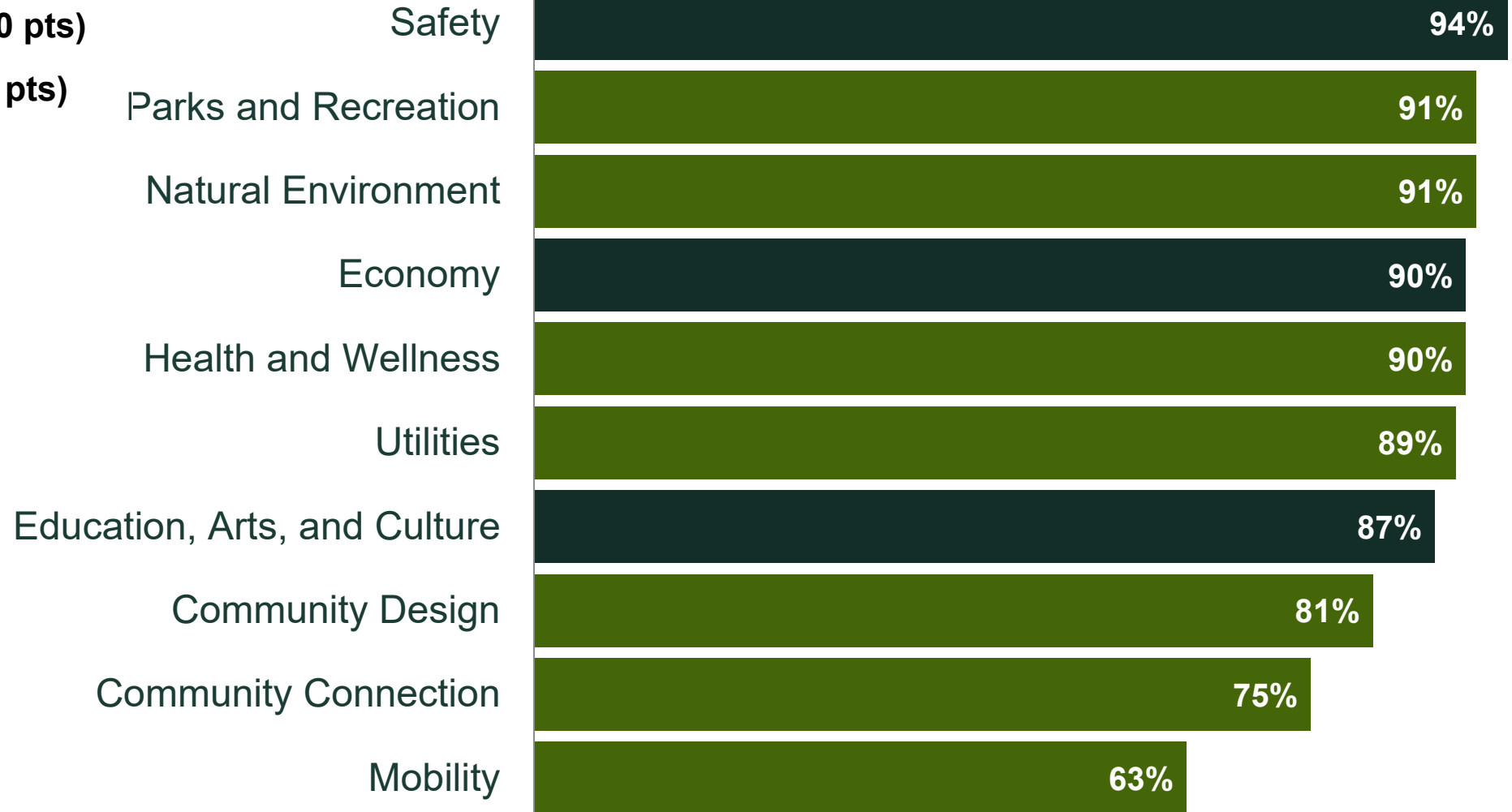
Facets of Community Livability: Quality



National Benchmark

 Much higher ($\geq +20$ pts)

 Higher (+10 to +19 pts)



Percent excellent or good

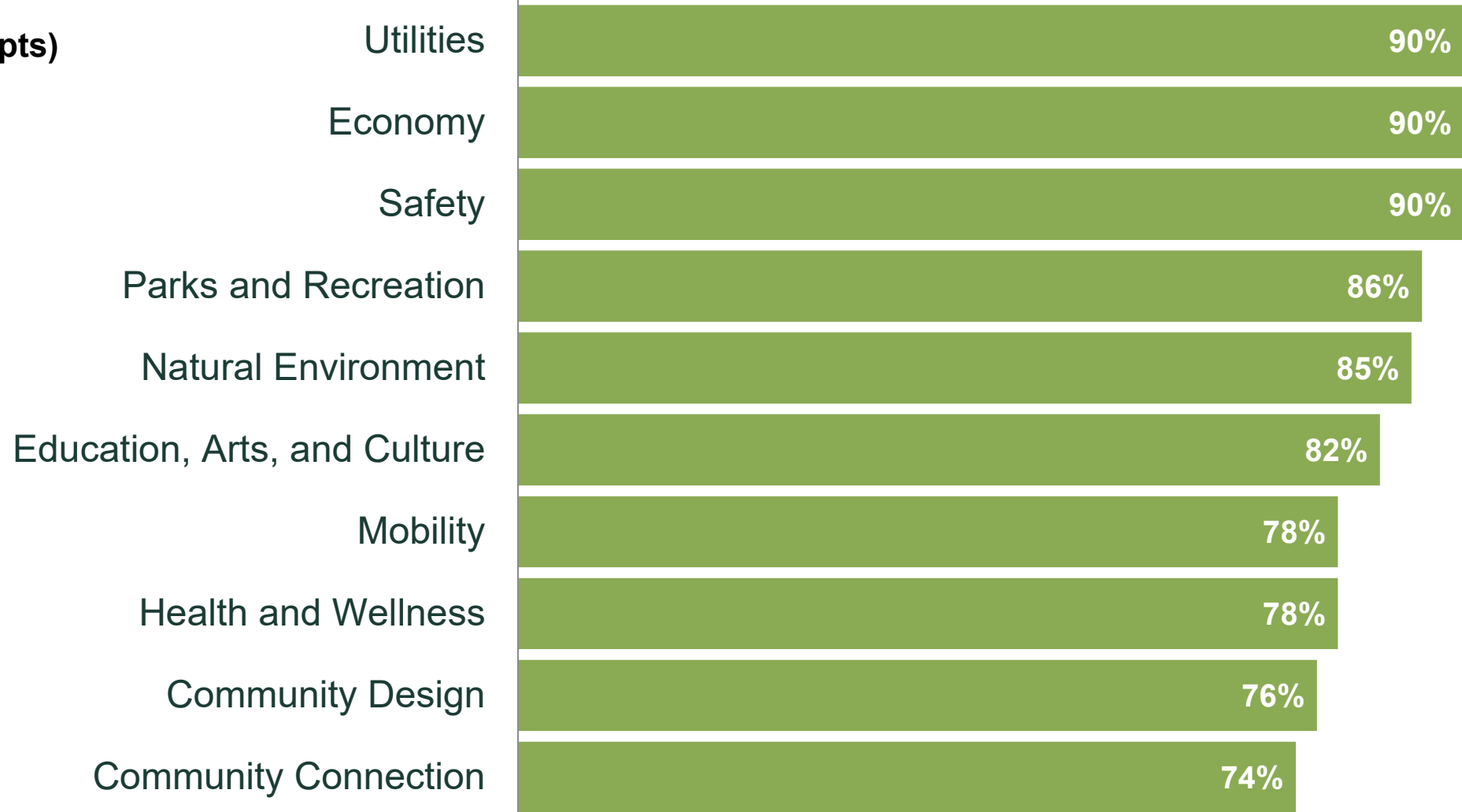
Facets of Community Livability: Importance



National Benchmark

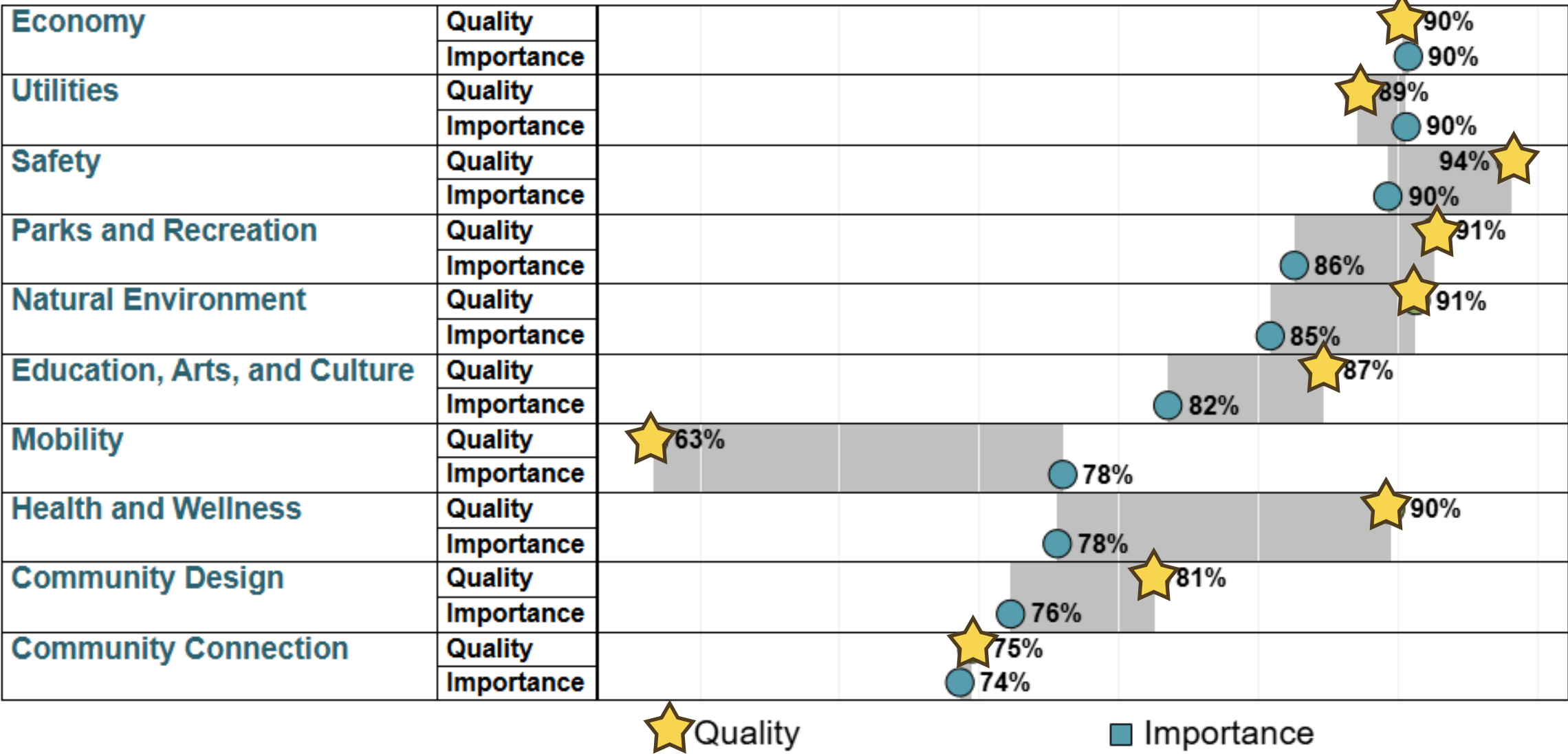


Similar (-9 to +9 pts)



Percent essential or very important

Balancing Quality and Importance





Comparisons to National Benchmarks

103 received **higher** ratings

20 received **similar** ratings

0 received **lower** ratings





Comparisons to Previous Survey (2023)



3 received **higher** ratings

98 received **similar** ratings

22 received **lower** ratings



Key Findings





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



Overall Community Quality



National Benchmark

-  Much higher ($\geq +20$ pts)
-  Higher (+10 to +19 pts)
-  Similar (-9 to +9 pts)

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

10 in 10 Naperville as a place to live.



10 in 10 Naperville as a place to raise children.



9 in 10 the overall image or reputation.



9 in 10 plan to remain in Naperville for the next five years

94% would recommend living in Naperville to someone who asked



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



Safety in Naperville



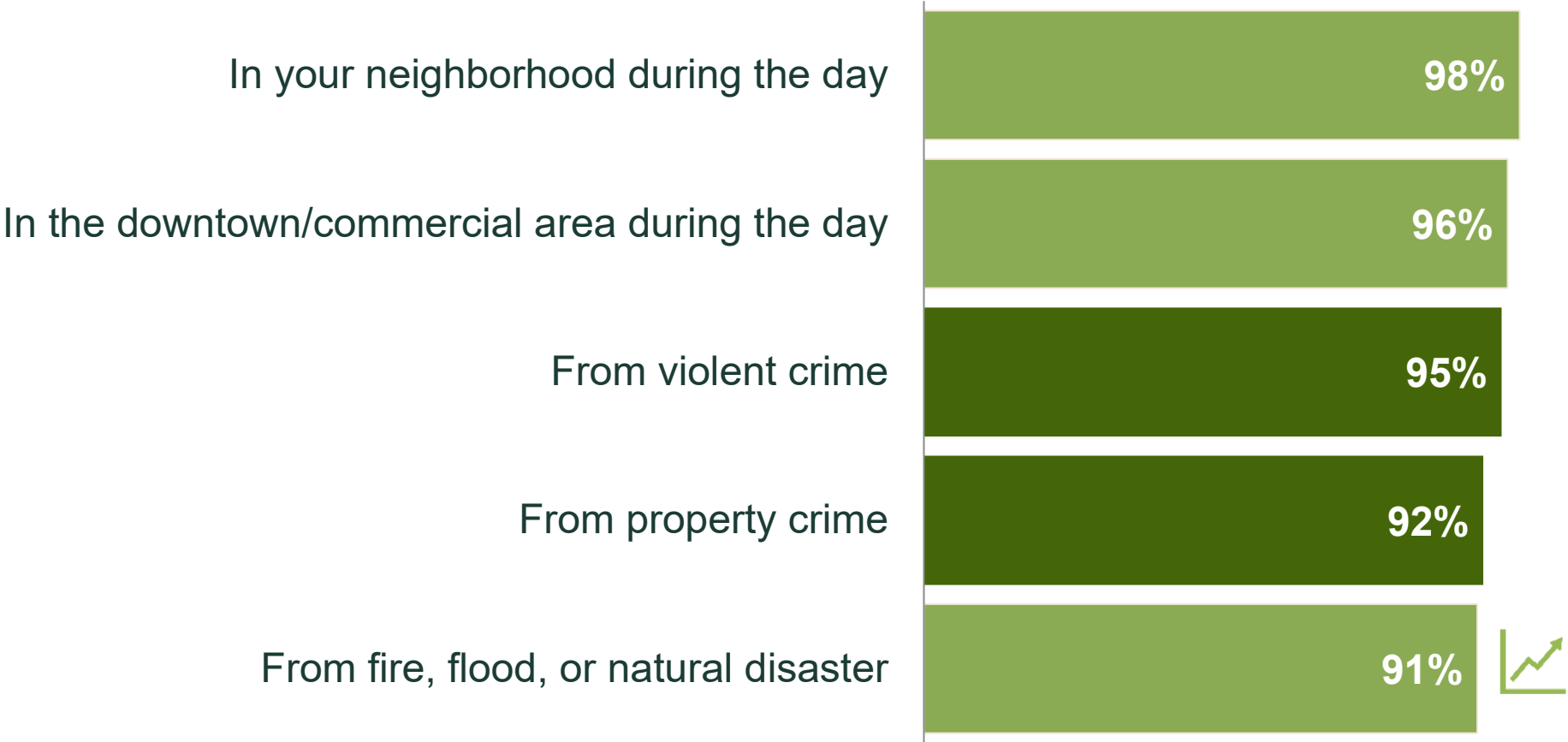
Please rate how safe or unsafe you feel:

National Benchmark

- Higher (+10 to +19 pts)
- Similar (-9 to +9 pts)

2026 vs 2023:

- Increasing ($\geq +5$ pts)
- Decreasing (≤ -5 pts)



Percent very or somewhat safe

Safety Services in Naperville



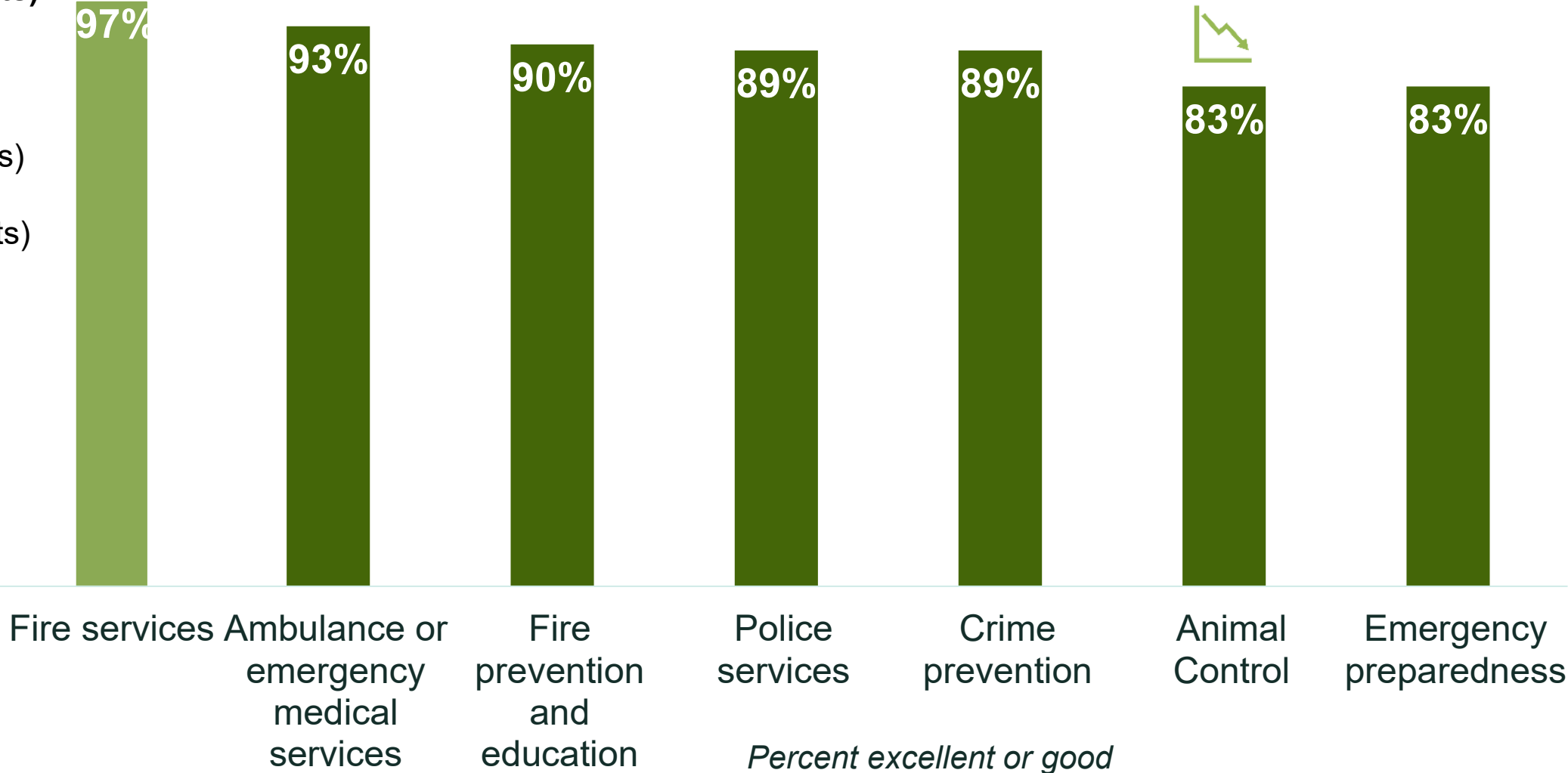
National Benchmark

- Higher (+10 to +19 pts)
- Similar (-9 to +9 pts)

Please rate the quality of the following services in Naperville.

2026 vs 2023:

- Increasing ($\geq +5$ pts)
- Decreasing (≤ -5 pts)





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:

National Benchmark

- Much higher ($\geq +20$ pts)
- Higher (+10 to +19 pts)

2026 vs 2023:

- Increasing ($\geq +5$ pts)
- Decreasing (≤ -5 pts)

Overall quality of business and service establishments

91%

Vibrancy of downtown/commercial area

89%

Shopping opportunities

88%

Variety of business and service establishments

85%

Employment opportunities

60%



Percent excellent or good

Affordability in Naperville



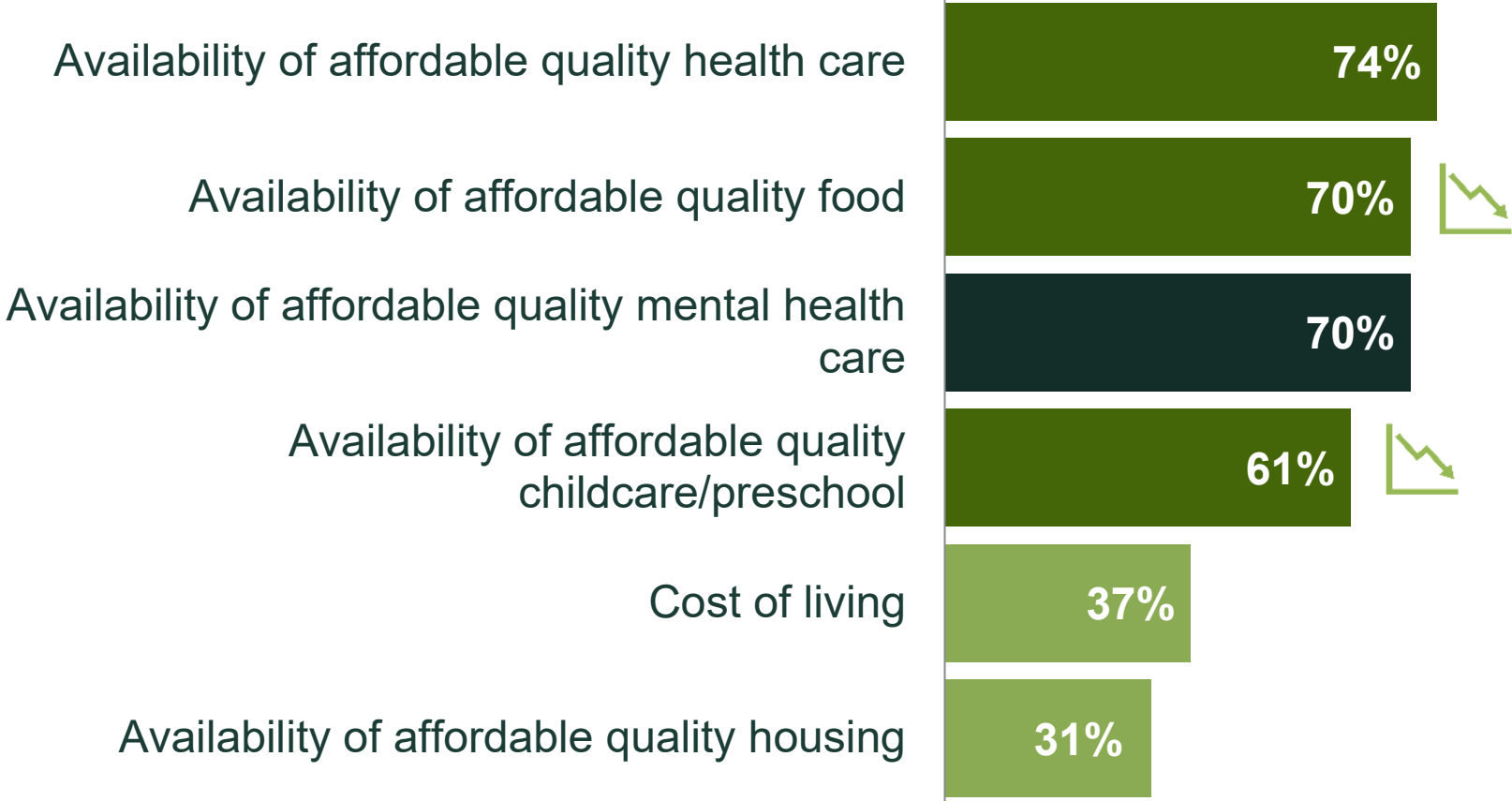
Please rate each of the following in the Naperville community:

National Benchmark

- Much higher ($\geq +20$ pts)
- Higher (+10 to +19 pts)
- Similar (-9 to +9 pts)

2026 vs 2023:

- Increasing ($\geq +5$ pts)
- Decreasing (≤ -5 pts)



Percent excellent or good



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



4

Mobility in Naperville



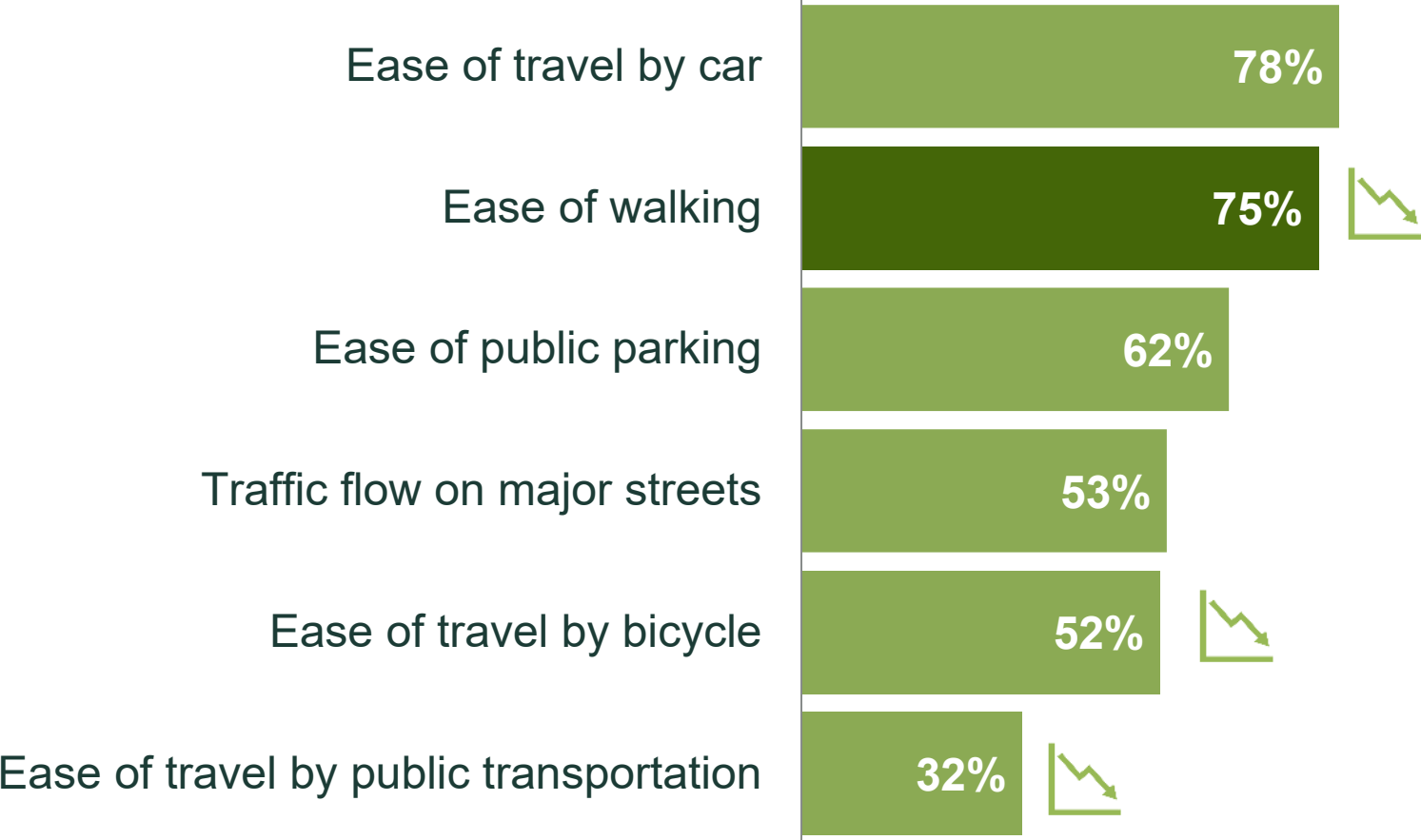
Please rate each of the following in the Naperville community:

National Benchmark

- Higher (+10 to +19 pts)
- Similar (-9 to +9 pts)

2026 vs 2023:

- Increasing ($\geq +5$ pts)
- Decreasing (≤ -5 pts)



Percent excellent or good

Mobility Services in Naperville



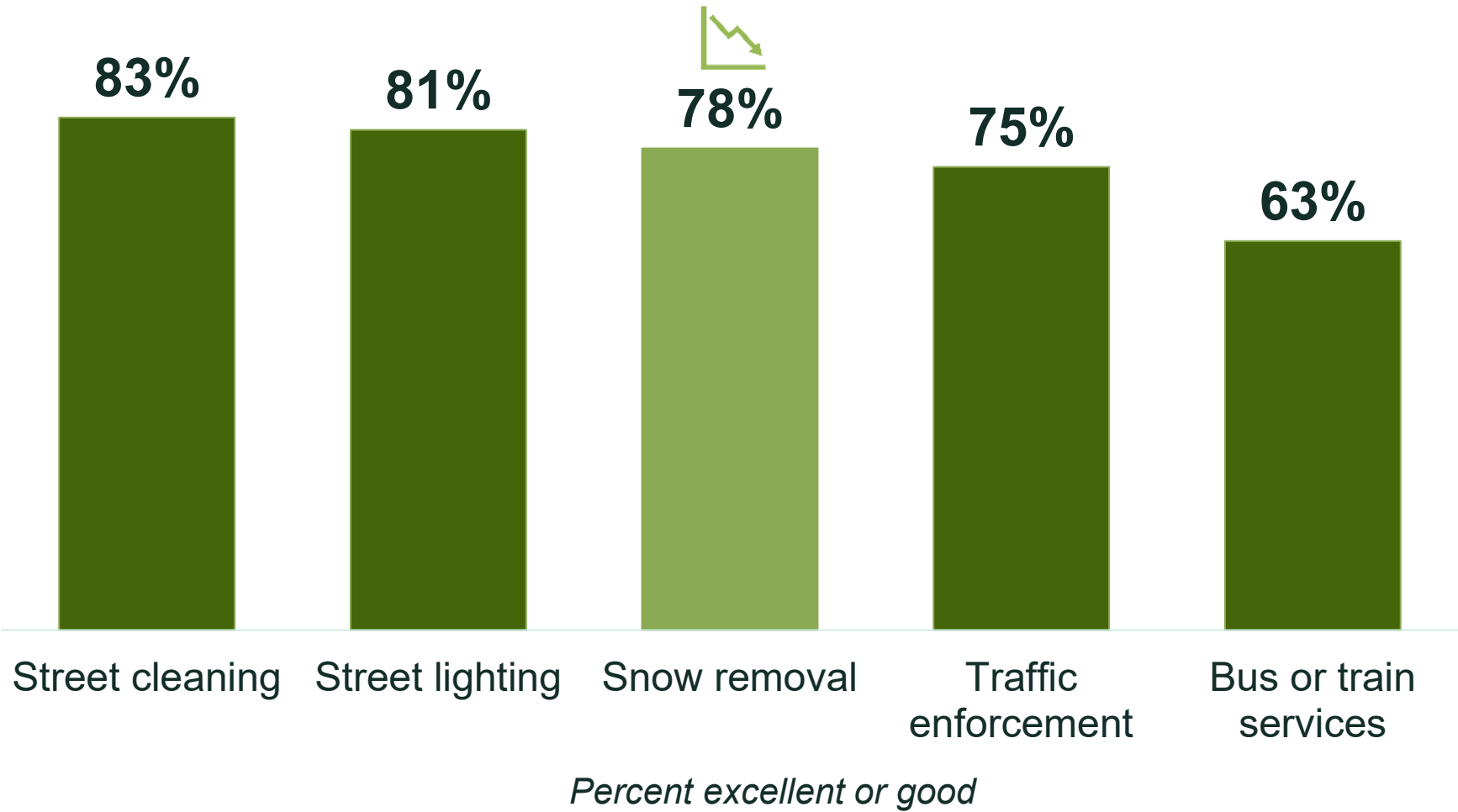
Please rate each of the following in the Naperville community:

National Benchmark

- Higher (+10 to +19 pts)
- Similar (-9 to +9 pts)

2026 vs 2023:

- Increasing ($\geq +5$ pts)
- Decreasing (≤ -5 pts)





**Naperville's
appearance and
community design
received great marks**



5

Community Design in Naperville



Please rate each of the following in the Naperville community:

National Benchmark

 Much higher ($\geq +20$ pts)

 Higher (+10 to +19 pts)

2026 vs 2023:

 Increasing ($\geq +5$ pts)

 Decreasing (≤ -5 pts)

Overall appearance

Public places where people want to spend time

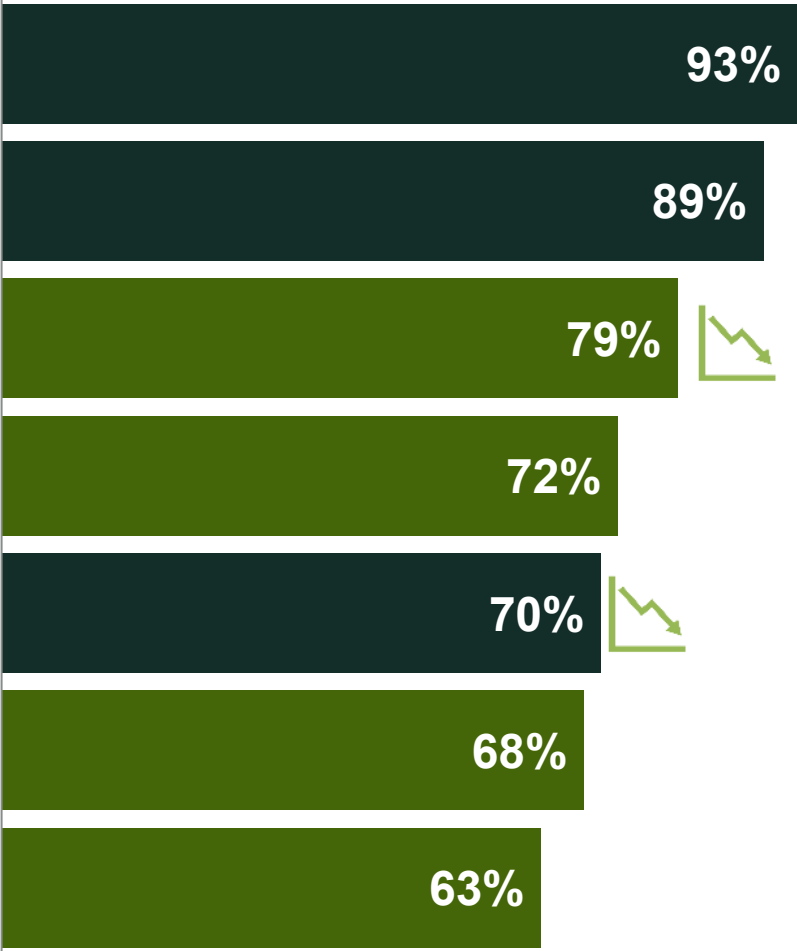
Preservation of the historical or cultural character of the community

Well-planned residential growth

Well-planned commercial growth

Overall quality of new development

Variety of housing options



Percent excellent or good



Education, Arts, and Culture in Naperville



Please rate the following in the Naperville community.

National Benchmark

-  Much higher ($\geq +20$ pts)
-  Higher (+10 to +19 pts)

2026 vs 2023:

-  Increasing ($\geq +5$ pts)
-  Decreasing (≤ -5 pts)



Percent excellent or good



Additional Special Topics

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 – Safety at Night



Please rate how safe or unsafe you feel:

Downtown at night



■ Very safe ■ Somewhat safe ■ Neither ■ Somewhat unsafe ■ Very unsafe

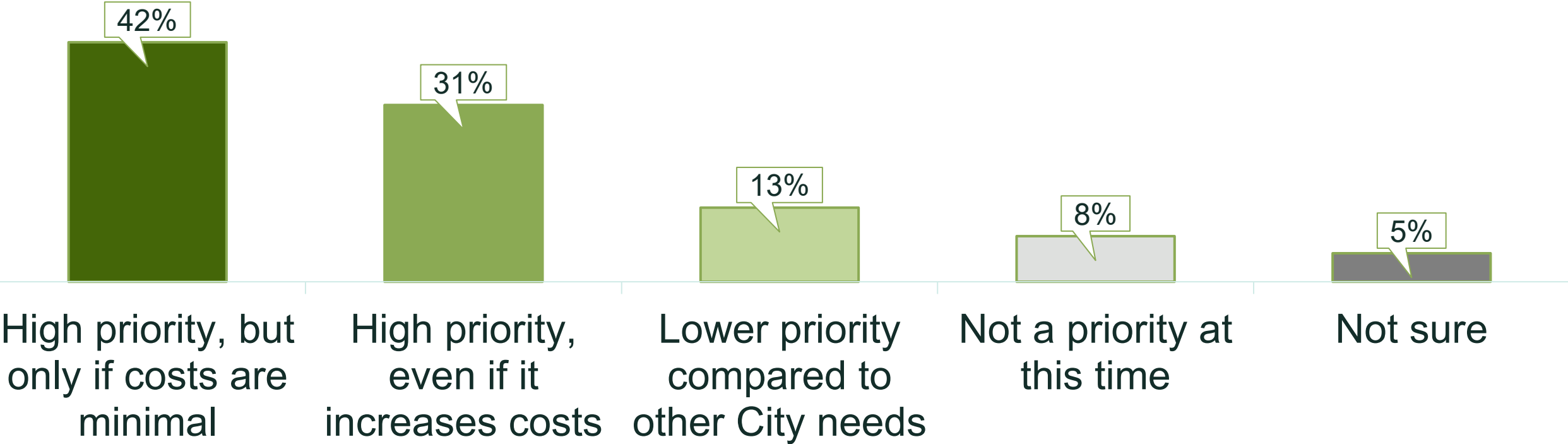
In your neighborhood at night



Custom Question – Environmental Sustainability



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



Custom Question – Downtown Parking



**Please rate the ease of parking in
downtown Naperville?**

Excellent 19%	Good 41%	Fair 29%	Poor 12%
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Custom Question – Sources of Information

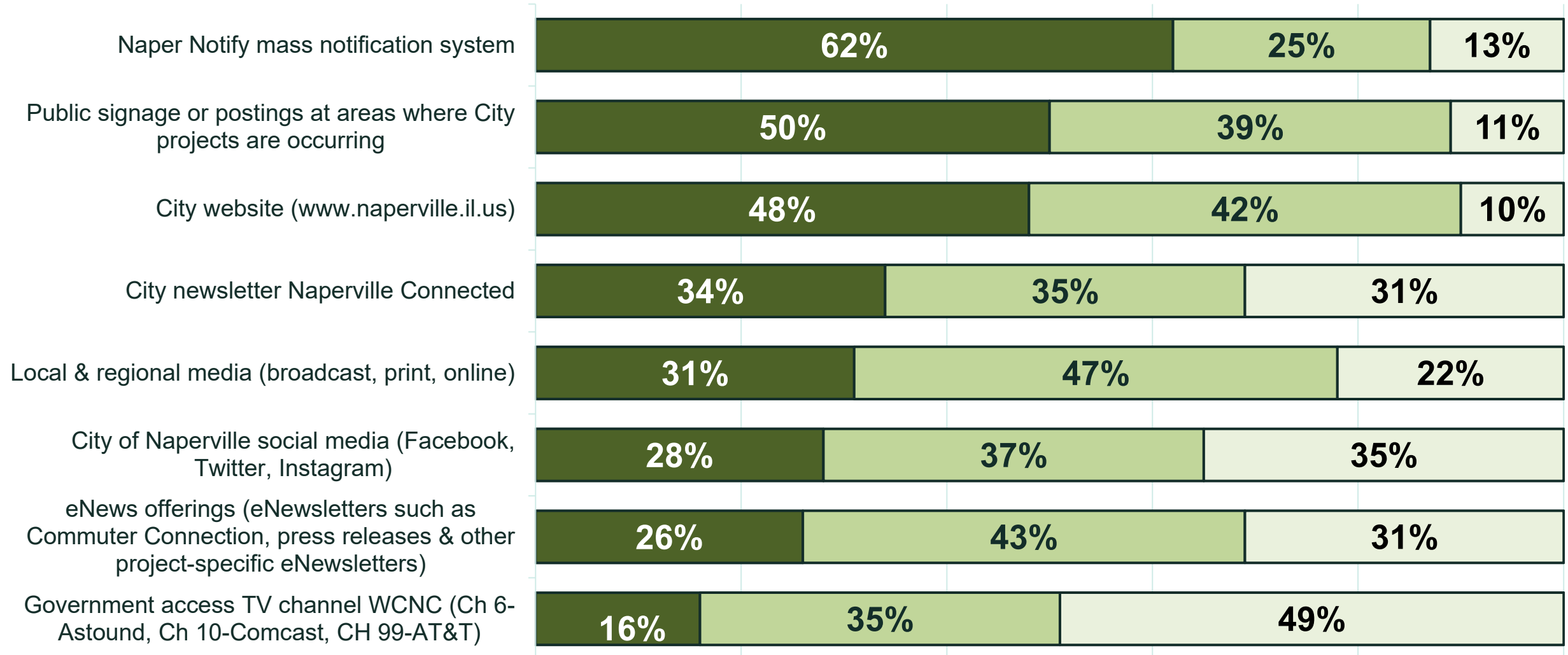


Please indicate how much of a source, if at all, you consider each of the following to be for information about City issues, services, and events:

■ Major Source

■ Minor Source

□ Not a source

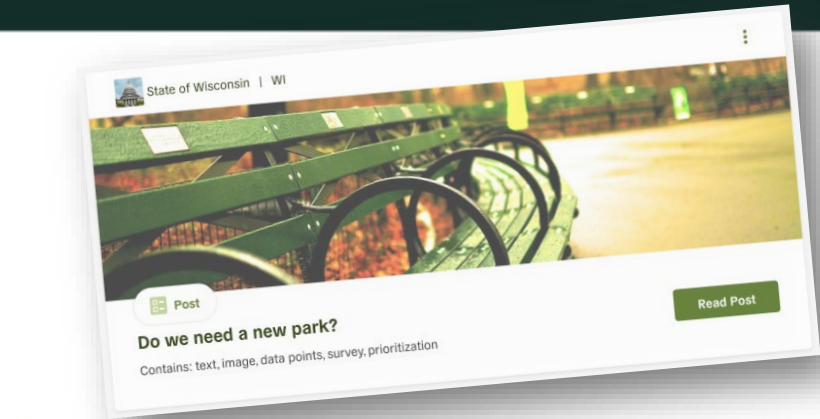




Summary of Findings

- 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



Cost

Selected: \$0
Available: \$500,000

Space

Selected: 0sqft
Available: 5,000sqft

Sections

Selected: 0
Needed: 5

What should be in Polcoville's new park?

Step 1: Select Your Choices

Choose all that apply

Dog Park

Cost: \$25,000
Space: 1,000sqft
Sections: 2

☐

Playground

Cost: \$250,000
Space: 600sqft
Sections: 1

☐

Pickleball Court

Cost: \$100,000
Space: 500sqft
Sections: 1

☐

Basketball Court

Cost: \$100,000
Space: 800sqft
Sections: 2

☐

Open Space

Cost: \$500
Space: 1,000sqft
Sections: 3

☐

Soccer Field

Cost: \$1,000
Space: 1,500sqft
Sections: 2

☐

Step 2: Prioritize

Drag and drop to put the choices in order with the options you rank highest at the top.

City of Naperville currently has 1,475 subscribers on Polco

Track Overview Dashboard

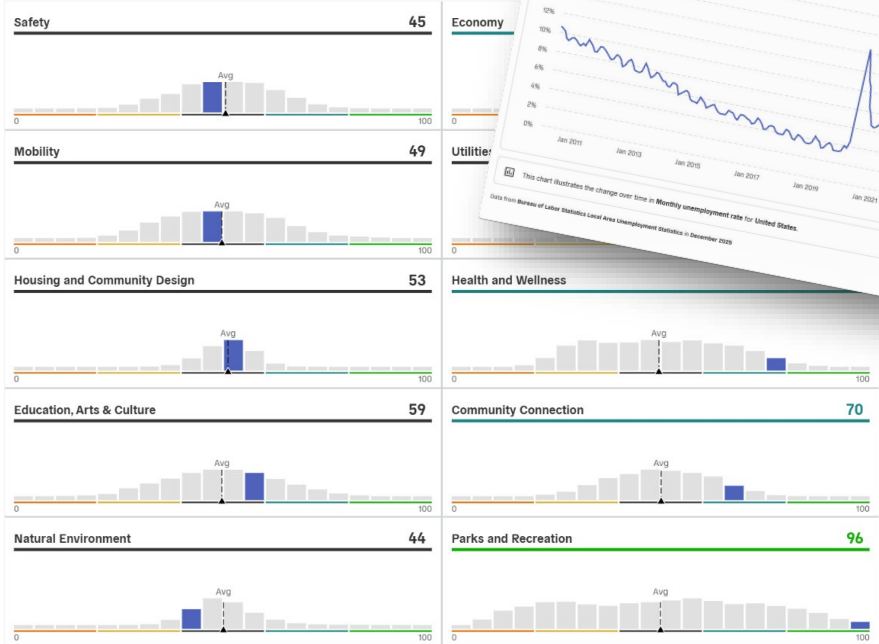
How Do I Understand This Page?

Show Data For
United States of America

Data to Display
GPAL

Compare Data Against Communities
Nationwide

Domain Index Scores



This chart displays your index scores for each domain. Each score is the average of the percentiles for each indicator in that domain. The indicators used to calculate the score are a combination of data from public sources and resident sentiment data from The NCS.

Benchmarked against all U.S. communities for which these data are available



Questions?

Thank you!

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