

Naperville, IL

The National Community Survey

Report of Results
2026

Report by:



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Table of Contents

About The NCS™	1
- Purpose of the Survey	
- How Results Are Reported	
- Comparisons to Benchmarks	
- Trends Over Time	
Methods.....	2
- Selecting the Survey Recipients	
- Conducting the Survey	
- Analyzing the Data	
- Study Limitations	
- Survey Validity	
- Contact Information	
Key Findings	5
- Community Strengths	
- Focus Areas	
- Other Notable Results	
- Areas of Greatest Change	
Facets of Livability	6
- Overview and Gap Analysis	
- Quality and Importance Ratings	
Quality of Life.....	7
Governance.....	8
Economy.....	10
Mobility	12
Community Design	14
Utilities	16
Safety	17
Natural Environment	19
Parks and Recreation	20
Health and Wellness	21
Education, Arts, and Culture	23
Community Connection.....	24
Custom Questions	26

About The NCS™

The National Community Survey™ (The NCS™) report is about the “livability” of Naperville. A livable community is a place that is not simply habitable, but that is desirable. It is not only where people do live, but where they want to live. The NCS was developed by the experts from National Research Center at Polco in partnership with the International City/County Management Association (ICMA) and has been administered in hundreds of communities across the United States.



Great communities are partnerships of the government, private sector, community-based organizations, and residents, all geographically connected. The NCS focuses on the livability of Naperville by categorizing survey questions into the ten main “facets” of community livability shown below, in addition to ratings for quality of life and local governance. These facets have been identified through years of extensive survey research as those that are most impactful to residents’ quality of life.

- Economy
- Mobility
- Community Design
- Utilities
- Safety
- Natural Environment
- Parks and Recreation
- Health and Wellness
- Education, Arts, and Culture
- Community Connection

The report provides the opinions of a representative sample of 760 residents of the City of Naperville collected from April 6, 2026 to June 1, 2026. The margin of error around any reported percentage is 4% for all respondents. Survey results were weighted so that the demographic profile of respondents was representative of the demographic profile of adults in Naperville.

Reporting Results

For the most part, the percentages presented in this report represent the “percent positive.” Most commonly, the percent positive is the combination of the top two most positive response options (excellent/good, very safe/somewhat safe, etc.). On many of the questions in the survey, respondents may answer “don’t know.” The proportion of respondents giving a “don’t know” response is shown in the full set of responses included in the “Complete Data” section; however, these responses have been removed from the analyses presented in the main body of the report. Therefore, the tables and graphs display the responses from respondents who had an opinion about a specific item.

Benchmark Comparisons

Polco’s database of comparative resident opinion is comprised of resident perspectives gathered in surveys from over 400 communities whose residents evaluated the same kinds of topics on The NCS. The comparison evaluations include surveys from the past five years. If a jurisdiction has conducted multiple efforts in the past five years, only the most recent survey is included in the benchmark database. Polco adds the latest results quickly upon survey completion, keeping the benchmark data fresh and relevant. The communities in the database represent a wide geographic and population range.

In each tab, Naperville's results are noted as being “higher” than the benchmark, “lower” than the benchmark, or “similar” to the benchmark. Being rated as “higher” or “lower” than the benchmark means that Naperville's average rating for a particular item was more than 10 points different than the benchmark. If a rating was “much higher” or “much lower,” then Naperville's average rating was more than 20 points different when compared to the benchmark.

Trends over time

Trend data for Naperville represent important comparison data and should be examined for improvements or declines.¹ Deviations from stable trends over time represent opportunities for understanding how local policies, programs, or public information may have affected residents' opinions. Changes between survey years have been noted with an arrow and the percent difference. If the difference is greater than 5 percentage points between the 2023 and 2026 surveys, the change is statistically significant.

1. In 2020 and 2025, The NCS survey was updated to include new and refreshed items. Consequently, some of the trends may be impacted due to wording modifications that could have potentially altered the meaning of the item for the respondent.

Methods

Selecting Survey Recipients

All households within the City of Naperville were eligible to participate in the survey. A list of all households within the zip codes serving Naperville was purchased from Polco's mailing vendor, based on updated listings from the United States Postal Service.

Since some of the zip codes that serve Naperville households may also serve addresses that lie outside of the community, the exact geographic location of each housing unit was compared to community boundaries using the most current municipal boundary file. Addresses located outside of Naperville boundaries were removed from the list of potential households to survey. Each address identified as being within City boundaries was further identified as being within one of the nine. From that list, addresses were randomly selected as survey recipients, with multi-family housing units sampled at a rate of 5:3 compared to single family housing units.

Conducting the Random Sample Survey

The 5,000 randomly selected households received mailings beginning on April 6, 2026 and data collection for the survey remained open for eight weeks. The first mailing was a postcard inviting the household to participate in the survey online. The next mailing contained a cover letter with instructions, the survey questionnaire, and a postage-paid return envelope. All mailings included a web link to give residents the opportunity to respond to the survey online, as well as QR codes to further encourage participation.

The survey was available in English, Spanish, and Simplified Chinese. All mailings contained paragraphs in all languages instructing participants on how to access the survey in their preferred language.

About 2% of the 5,000 mailed invitations were returned because the household address was vacant or the postal service was unable to deliver the survey as addressed. Of the remaining 4,893 households that received the invitations to participate, 760 completed the survey, providing an overall response rate of 16%. Of the 760 responses, 749 were completed in English, 5 were completed in Spanish, and 6 were completed in Simplified Chinese. The response rate was calculated using AAPOR's response rate #2 for mailed surveys of unnamed persons.¹

It is customary to describe the precision of estimates by a "level of confidence" and accompanying "confidence interval" (or margin of error). A traditional level of confidence, and the one used here, is 95%. The 95% confidence interval quantifies the sampling error or imprecision of the survey results based on the total number of responses received. This is because *some* residents' opinions are relied on to estimate *all* residents' opinions. The margin of error for the City of Naperville survey is no greater than plus or minus 4 percentage points around any given percent reported for all respondents (760 completed surveys).

Conducting the Open Participation Survey

In addition to the randomly selected "probability sample" of households, a link to an online open-participation survey was publicized by the City of Naperville. The open-participation survey was identical to the random sample survey, with two small updates; it asked a question to confirm the respondent was a resident of Naperville and also a question about where they heard about the survey.

The open participation survey was open to all city residents and became available on May 11, 2026. The survey remained open for three weeks and 213 responses were received. The data presented in the following report excludes the open participation survey data, but the online report includes a tab which provides the complete open participation results.

Analyzing the Data

Responses from mailed surveys were entered into an electronic dataset using a “key and verify” method, where all responses are entered twice and compared to each other. Any discrepancies were resolved in comparison to the original survey form. Range checks as well as other forms of quality control were also performed. Responses from surveys completed on Polco were downloaded and merged with the mailed survey responses.

The survey datasets were analyzed using all or some of a combination of the Statistical Package for the Social Sciences (SPSS), R, Python, and Tableau.

The demographics of the survey respondents were compared to those found in the 2020 Census and 2024 American Community Survey estimates for adults in the City of Naperville. The primary objective of weighting survey data is to make the survey respondents reflective of the larger population of the community. The characteristics used for weighting were age, sex, race, Hispanic origin, housing type, housing tenure, and area. No adjustments were made for design effects. Weights were calculated using an iterative, multiplicative raking model known as the ANES Weighting Algorithm.² The results of the weighting scheme for the probability sample are presented in the following table.

Polco aligns demographic labels with those used by the U.S. Census for reporting purposes, when possible. Some categories (age, race/Hispanic origin, housing type, and length of residency) are combined into smaller subgroups.

		Unweighted	Weighted	Target ⁴
Age	18-34	4%	18%	24%
	35-54	25%	41%	39%
	55+	71%	41%	38%
Area	60540 East	16%	11%	10%
	60540 West	13%	13%	13%
	60563 East	13%	12%	13%
	60563 West	9%	15%	15%
	60564 North	12%	13%	13%
	60564 South	9%	12%	12%
	60565 East	13%	11%	11%
	60565 West	15%	12%	12%
Hispanic origin	No	96%	95%	94%
	Yes	4%	5%	6%
Housing tenure	Own	92%	75%	75%
	Rent	8%	25%	25%
Housing type	Attached	24%	36%	36%
	Detached	76%	64%	64%
Race & Hispani..	Not white alone	23%	37%	37%
	White alone, not Hispanic or Latino	77%	63%	63%
Sex	Man	47%	50%	49%
	Woman	53%	50%	51%
Sex/age	Man 18-34	2%	10%	12%
	Man 35-54	13%	21%	19%
	Man 55+	32%	19%	18%
	Woman 18-34	1%	7%	12%
	Woman 35-54	13%	21%	19%
	Woman 55+	38%	21%	20%

Study Limitations

All public opinion research is subject to unmeasured error. While the methodologies employed for this survey were designed to minimize this error as much as possible, these other sources of potential error should be acknowledged, and can include non-response error, coverage error, recall bias, and social desirability bias.

Non-response error arises when those who were selected to participate in the survey did not do so, and may have different opinions or experiences than survey responders. For general resident surveys, where the results are meant to be generalized to the entire adult population living in households, the mailing lists based on the Delivery Sequence File from the United States Post Office may exclude certain types of housing units, such as those in multi-family buildings where mail is addressed to a named resident at the address rather than to a specific unit or where residents only receive their mail at a post office box and the geographic location of a residence cannot be determined, there may be a *coverage error*, although for most locations, this is minimal. Respondents may not perfectly remember their experiences in the past year (such as participation in social or civic events, for example), and for some survey items, they may answer in ways they think cast their responses in a more favorable light (*recall bias* and *social desirability bias*).

Survey Validity

See the Polco Knowledge Base article on survey validity at <https://blog.polco.us/polco-knowledgebase/margin-of-error-and-confidence-level-in-survey-results>

Contact

The City of Naperville funded this research. Please contact Marcie Schatz of the City of Naperville at SchatzM@naperville.il.us if you have any questions about the survey.

1. See AAPOR's Standard Definitions for more information at <https://aapor.org/standards-and-ethics/standard-definitions/>
2. Pasek, J. (2014). ANES Weighting Algorithm. Retrieved from <https://surveyinsights.org/wp-content/uploads/2014/07/Full-anesrake-paper.pdf>
3. Targets come from the 2020 Census and 2024 American Community Survey

Key Findings

Community Strengths

Naperville remains one of the highest-rated communities as a place to live, raise children, and feel safe.

- Nearly all respondents gave high marks to Naperville as a place to live, an item that scored above the national benchmark.
- About 9 in 10 respondents gave excellent or good ratings to their neighborhood as a place to live and to the overall appearance of Naperville, both scoring above the benchmarks.
- Nearly all respondents gave excellent or good ratings to Naperville as a place to raise children, an item that also scored much higher than the national average.
- Nearly all residents felt very or somewhat safe in Naperville's downtown/commercial area during the day.
- Feeling safe from fire, flood, or other natural disaster saw a statistically significant upward trend from 85% in 2023 to 91% in 2026.
- Nearly all respondents gave excellent or good ratings to the city's fire services and public library services.

The local economy and business environment are perceived as major community assets, with several indicators rated well above the national average.

- Several items related to the economy scored much higher than the national average, including:
 - Overall economic health (90%)
 - Vibrancy of downtown/commercial area (89%)
 - Shopping opportunities (88%)
 - Variety of business and service establishments (85%)

Environmental quality and inclusivity showed meaningful gains since 2023.

- Water resources (91%) and preservation of natural areas (88%) both scored much higher than the national average.
- Attracting people from diverse backgrounds saw an upward trend from 75% in 2023 to 81% in 2026.

Focus Areas

Perceptions of economic opportunity and government responsiveness declined since 2023.

- Naperville as a place to work (91% → 80%), economic development (85% → 72%), and employment opportunities (84% → 60%) all saw downward trends from the 2023 survey.
- The job Naperville government does at welcoming resident involvement (74% → 67%) and treating all residents fairly (81% → 75%) both saw statistically significant downward trends...

Transportation, infrastructure, and community design each saw declines across multiple indicators.

- Ease of travel by bicycle (63% → 53%) and ease of walking (81% → 75%) both saw downward trends.
- Snow removal (84% → 78%) and bus or train services (73% → 64%) declined from the 2023 iteration.
- Several items related to community design saw statistically significant downward trends, including:
 - Preservation of the historical or cultural character of the community (85% → 80%)
 - Well-planned commercial growth (77% → 70%)
 - Land use, planning, and zoning (76% → 67%)

Quality of life and essential services indicators declined across recreation, food access, childcare, and the arts.

- Recreational opportunities (92% → 86%) and overall opportunities for education, culture, and the arts (94% → 87%) both saw downward trends.
- Availability of affordable quality food (78% → 70%) and affordable quality childcare/preschool (72% → 61%) both declined.
- Animal control saw a downward trend from 89% in 2023 to 84% in 2026.
- Opportunities to participate in social events and activities (85% → 79%) and opportunities to participate in community matters (81% → 76%) both declined.

Other Notable Results

- About 7 in 10 respondents viewed addressing environmental and sustainability issues as a high priority; 42% supported this only if costs are minimal, while 32% supported it even if costs increase.

Areas of Greatest Change

Of the evaluative questions included on both the 2023 and 2026 survey iterations, 98 were statistically similar to previous results. Upward trends were seen in 3 items, while 22 ratings decreased since 2023. The most significant of those trends are listed below.

Increases

- Overall respondent health (+ 9%)
- Feeling safe from fire, flood, or other natural disaster (+6%)
- Attracting people from diverse backgrounds (+6%)

Decreases

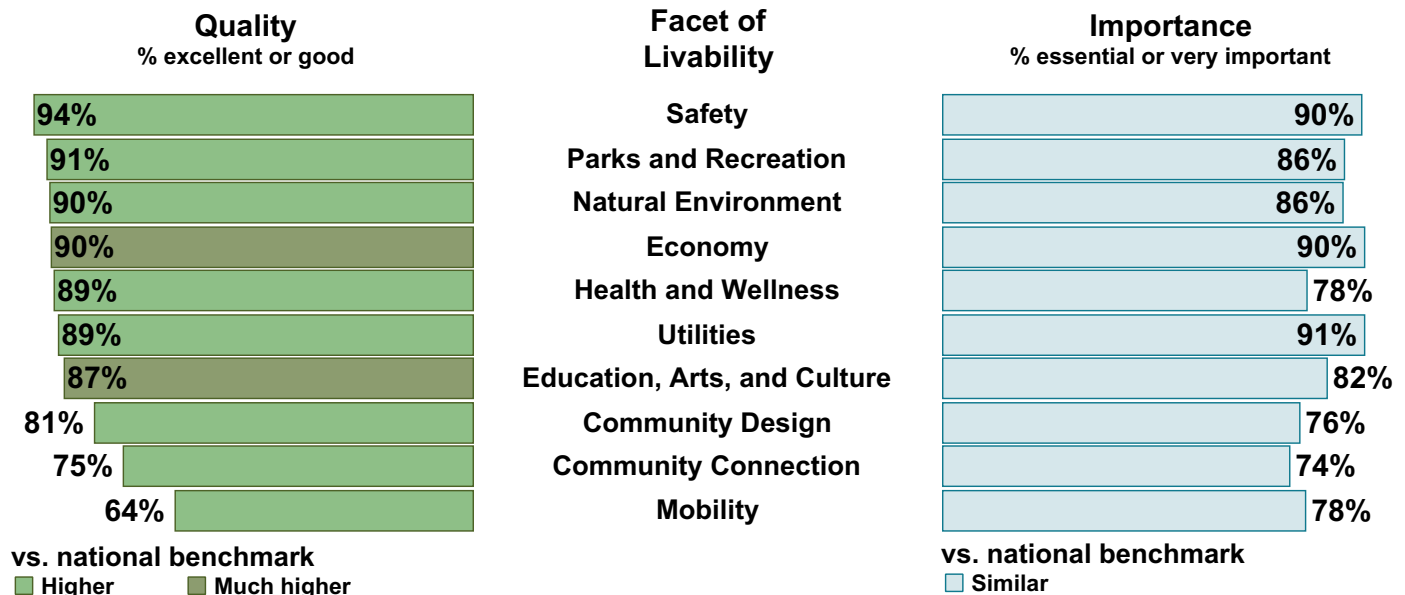
- Employment opportunities (- 24%)
- Economic development (business recruitment, retention, etc.) (- 13%)
- Utility billing (- 12%)

Facets of Livability

Every jurisdiction must balance limited resources while meeting resident needs and striving to optimize community livability. To this end, it is helpful to know what aspects of the community are most important to residents and which they perceive as being of higher or lower quality. It is especially helpful to know when a facet of livability is considered of high importance but rated as lower quality, as this should be a top priority to address.

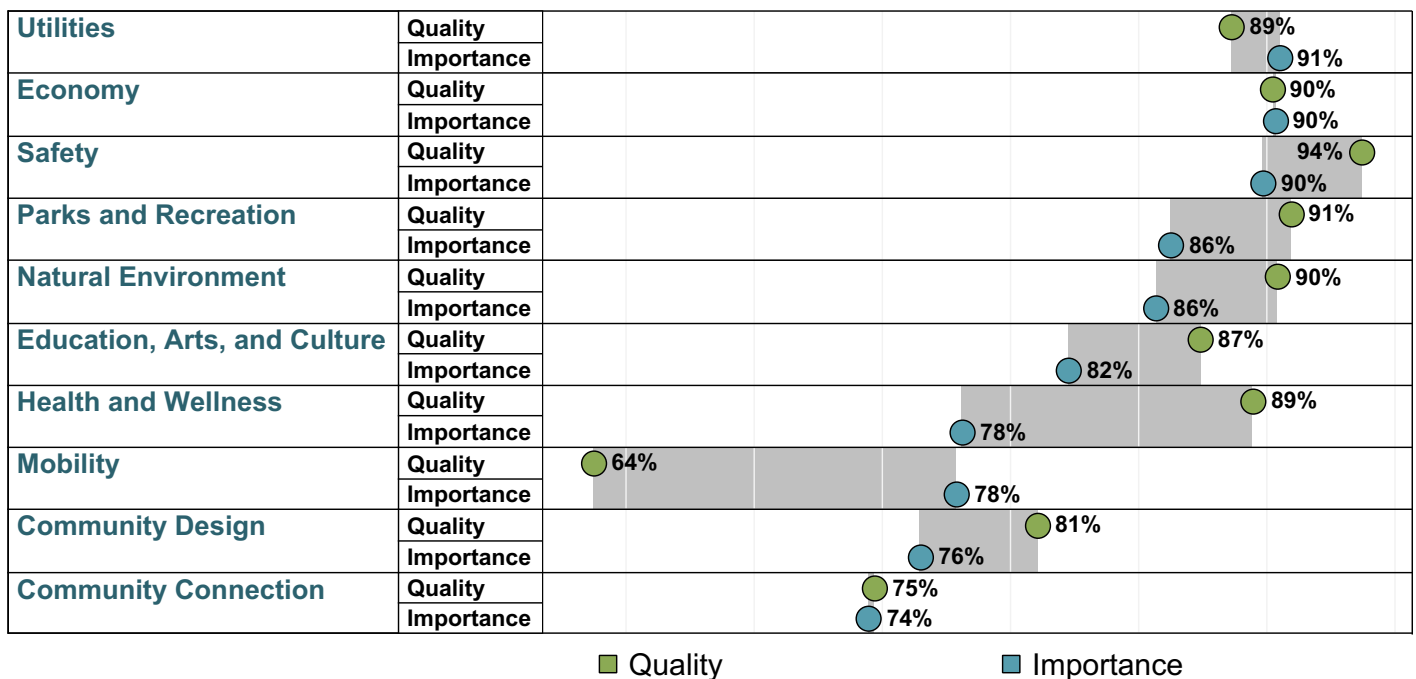
Quality and Importance by the Numbers

The chart below shows the proportion of respondents who provided excellent or good quality ratings for each of the ten facets of community livability (shown in green). Also displayed are the importance ratings for each of the ten facets (percent essential or very important, shown in blue). Finally, the shading in each chart corresponds with the national benchmark comparison.



Quality/Importance Gap Analysis

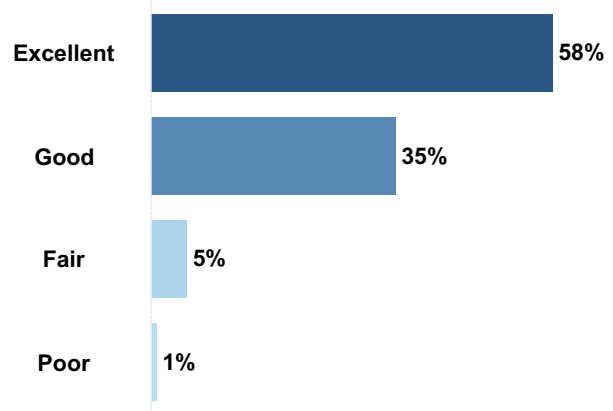
The gap analysis chart below shows the same data as above; however, this chart illustrates the differences in quality and importance ratings for each facet, as well as the absolute ratings for each.



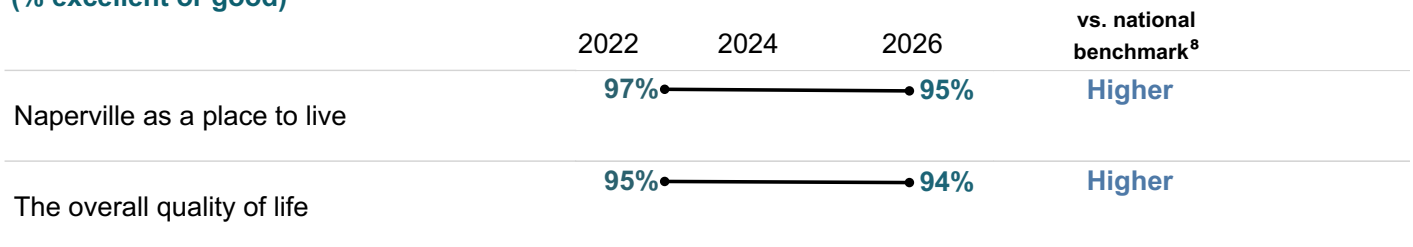
Quality of Life

Measuring community livability starts with assessing the quality of life of those who live there, and ensuring that the community is attractive, accessible, and welcoming to all.

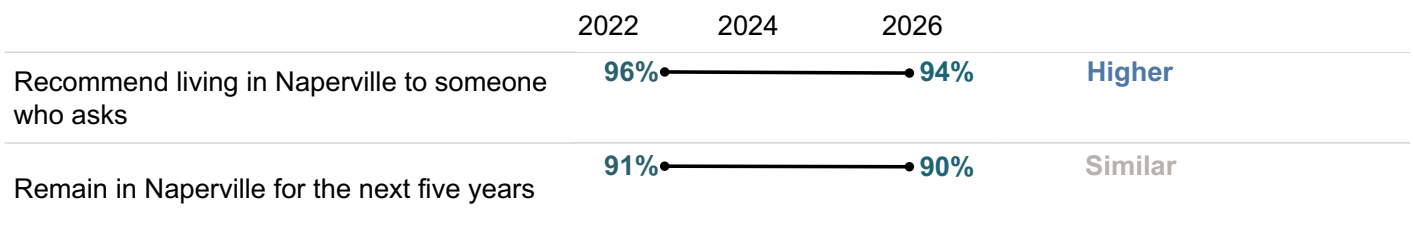
The overall quality of life in Naperville



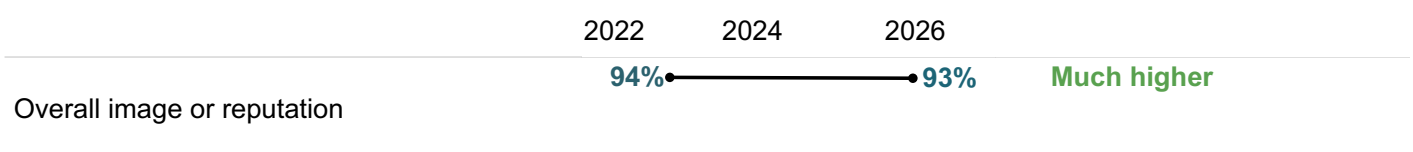
Please rate each of the following aspects of quality of life in Naperville.
(% excellent or good)



Please indicate how likely or unlikely you are to do each of the following.
(% very or somewhat likely)



Please rate each of the following in the Naperville community.
(% excellent or good)

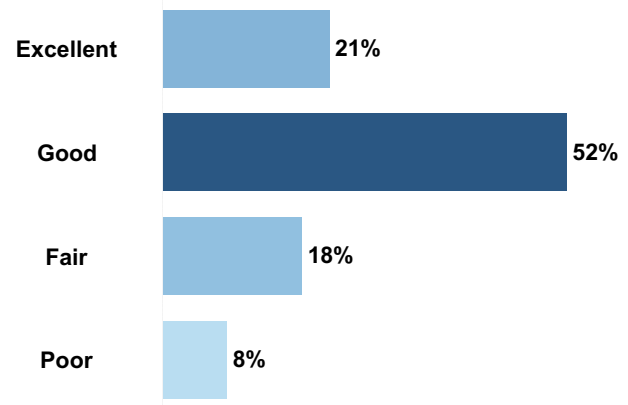


8. Comparison to the national benchmark is shown. If no comparison is available, this is left blank.

Governance

Strong local governments deliver results that meet residents' needs, use resources effectively, and respond to both current and future community priorities.

Overall confidence in Naperville government



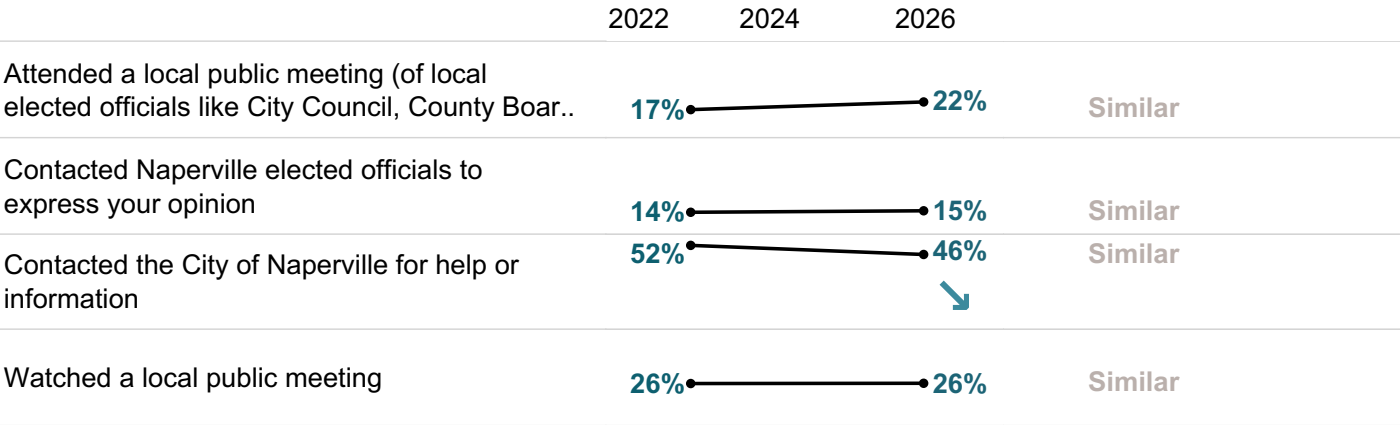
Please rate the quality of each of the following services in Naperville.
(% excellent or good)

	2022	2024	2026	vs. national benchmark ⁹
Public information services	89%		84%	Higher
Overall customer service by Naperville employees	92%		93%	Higher

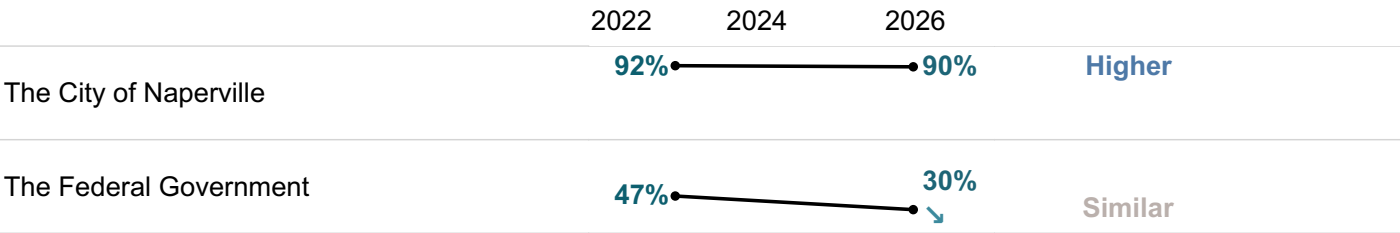
Please rate the following categories of Naperville government performance.
(% excellent or good)

	2022	2024	2026	
The value of services for the taxes paid to Naperville	73%		71%	Higher
The overall direction that Naperville is taking	80%		75%	Higher
The job Naperville government does at welcoming resident involvement	74%		67%	Higher
Overall confidence in Naperville government	78%		74%	Higher
Generally acting in the best interest of the community	79%		74%	Higher
Being honest	78%		77%	Higher
Being open and transparent to the public	73%		75%	Higher
Informing residents about issues facing the community	69%		67%	Higher
Treating all residents fairly	81%		75%	Higher
Treating residents with respect	84%		79%	Higher

Please indicate whether or not you have done each of the following in the last 12 months.
(% yes)



Overall, how would you rate the quality of the services provided by each of the following?
(% excellent or good)

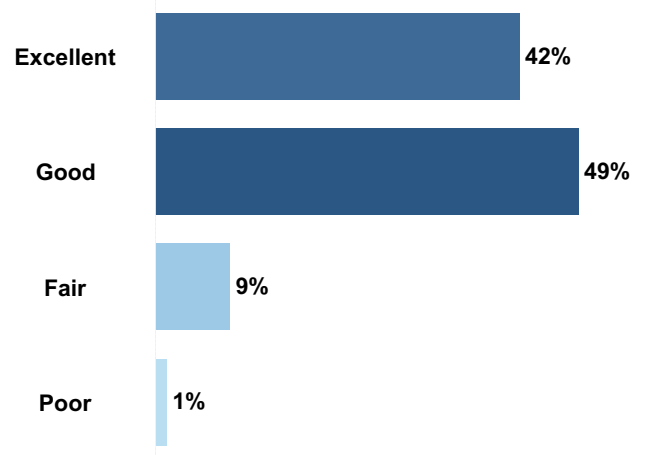


9. Comparison to the national benchmark is shown. If no comparison is available, this is left blank.

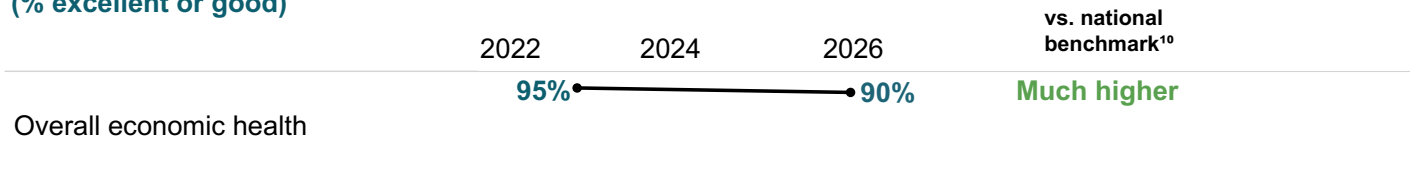
Economy

Local governments work together with private and nonprofit businesses, and with the community at large, to foster sustainable growth, create jobs, and promote a thriving local economy.

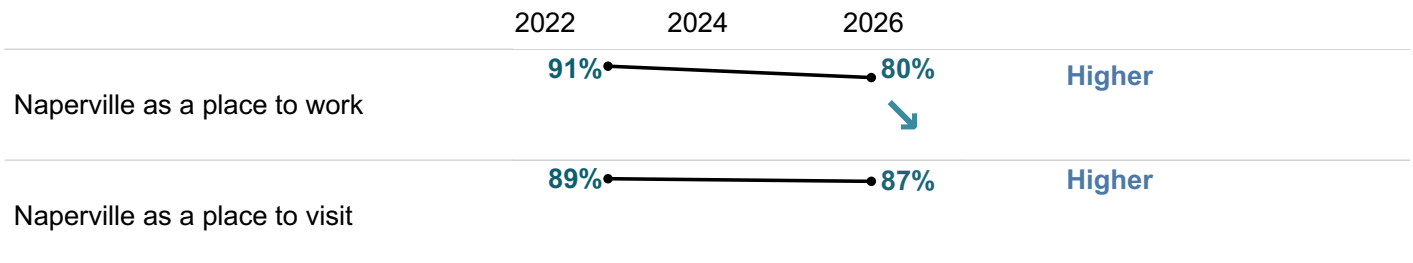
Overall economic health of Naperville



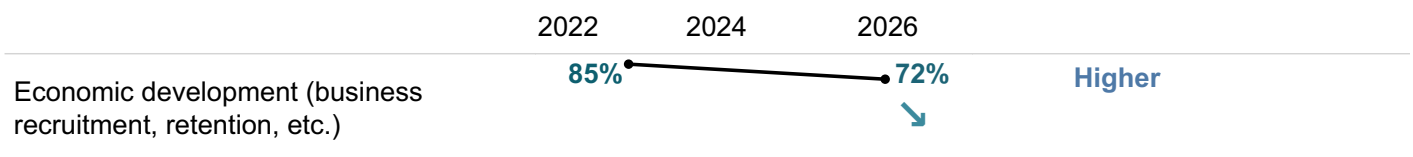
Please rate each of the following characteristics as they relate to Naperville as a whole.
(% excellent or good)



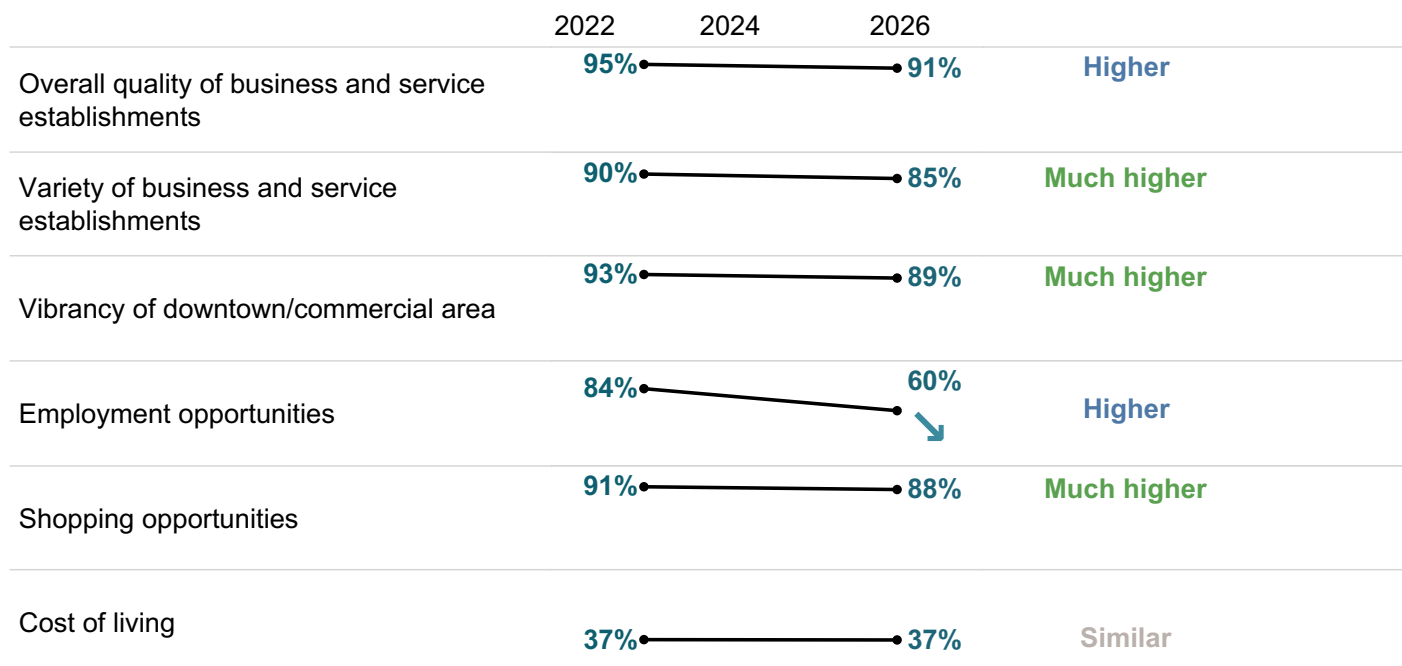
Please rate each of the following aspects of quality of life in Naperville.
(% excellent or good)



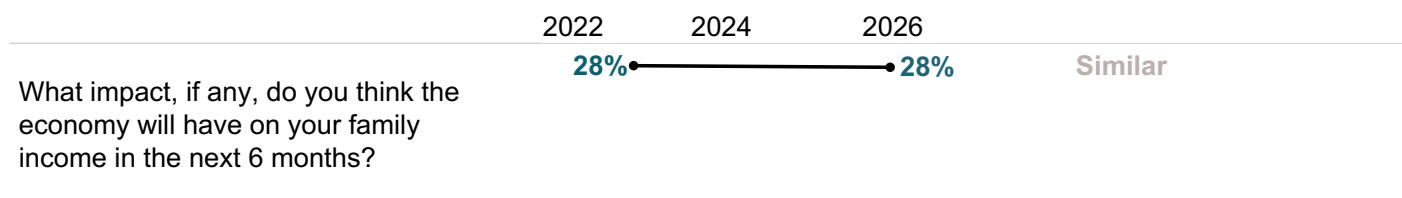
Please rate the quality of each of the following services in Naperville.
(% excellent or good)



Please rate each of the following in the Naperville community.
 (% excellent or good)



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:
 (% very or somewhat positive)

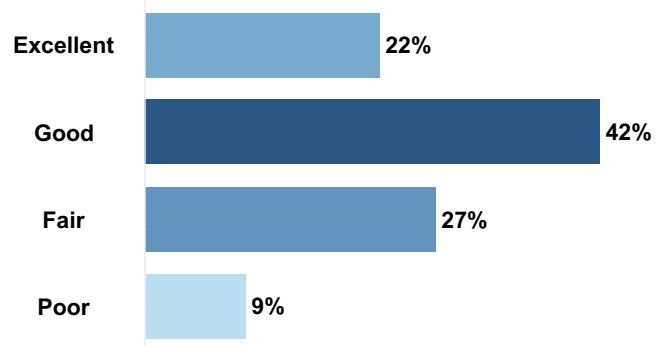


11. Comparison to the national benchmark is shown. If no comparison is available, this is left blank.

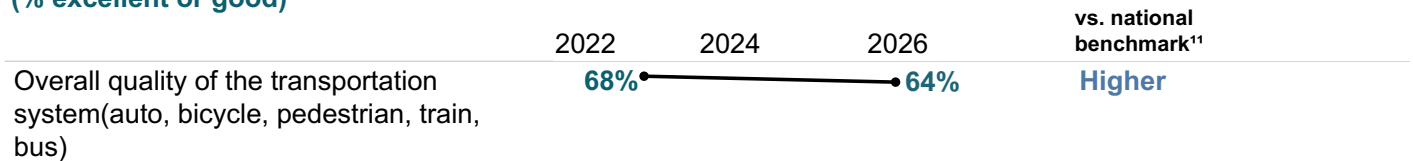
Mobility

The ability of residents to move about their community with ease plays an important role in the overall quality of life for everyone who lives, works, and spends time there.

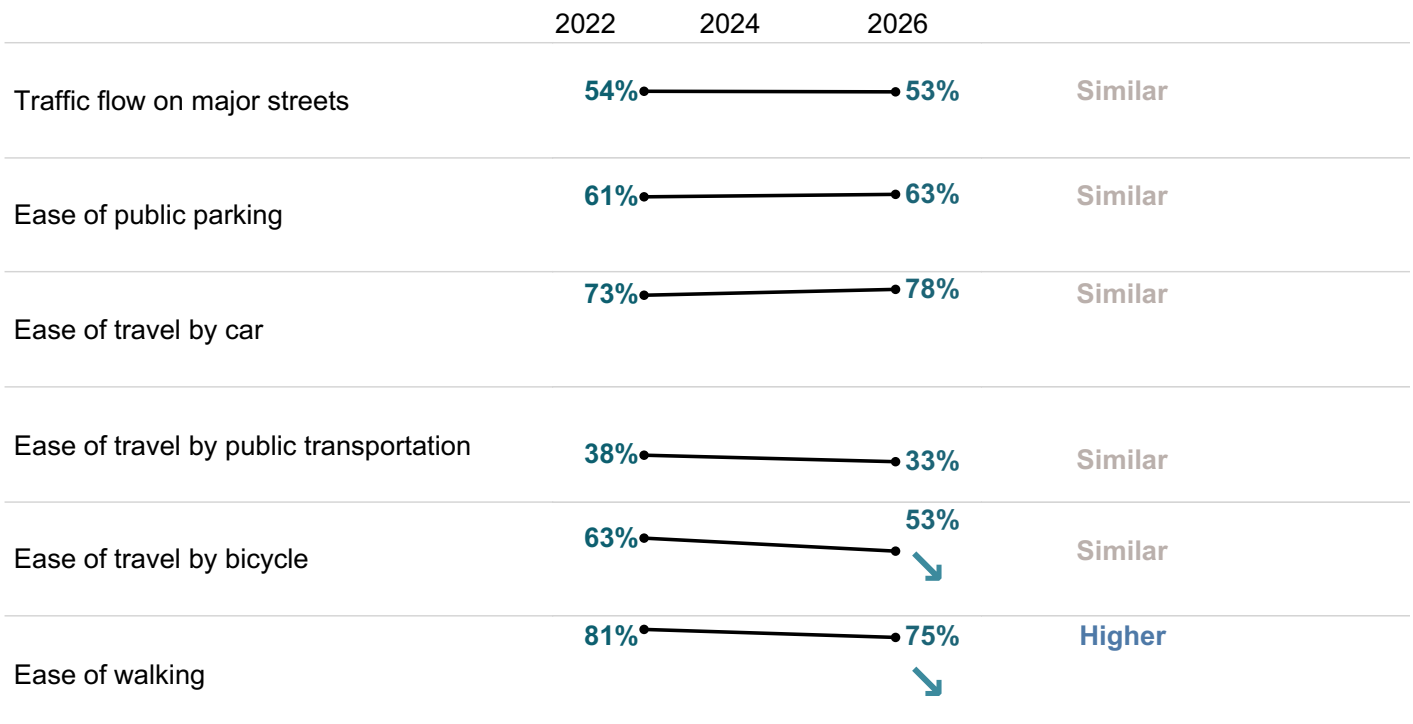
Overall quality of the transportation system(auto, bicycle, pedestrian, bus, train) in Naperville



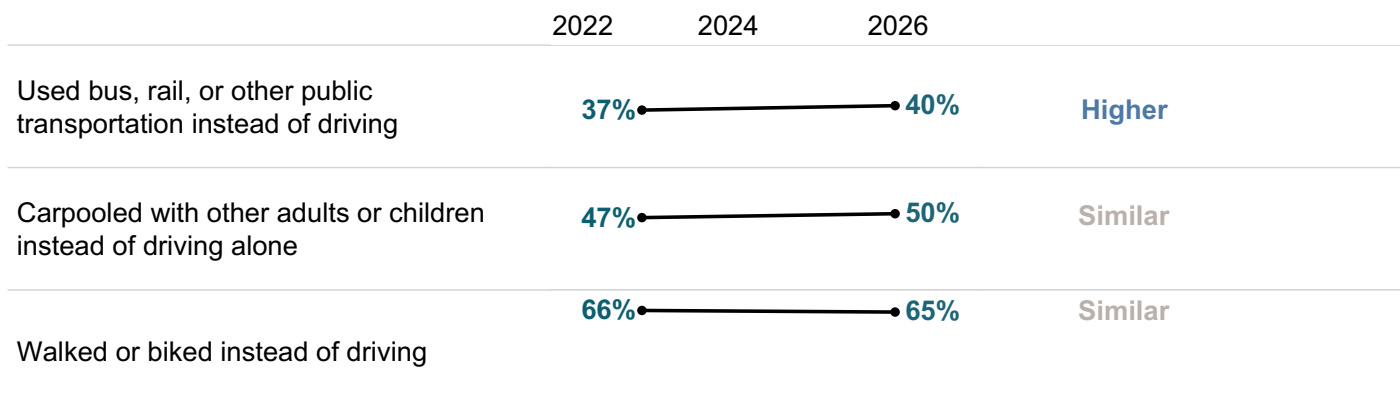
Please rate each of the following characteristics as they relate to Naperville as a whole.
(% excellent or good)



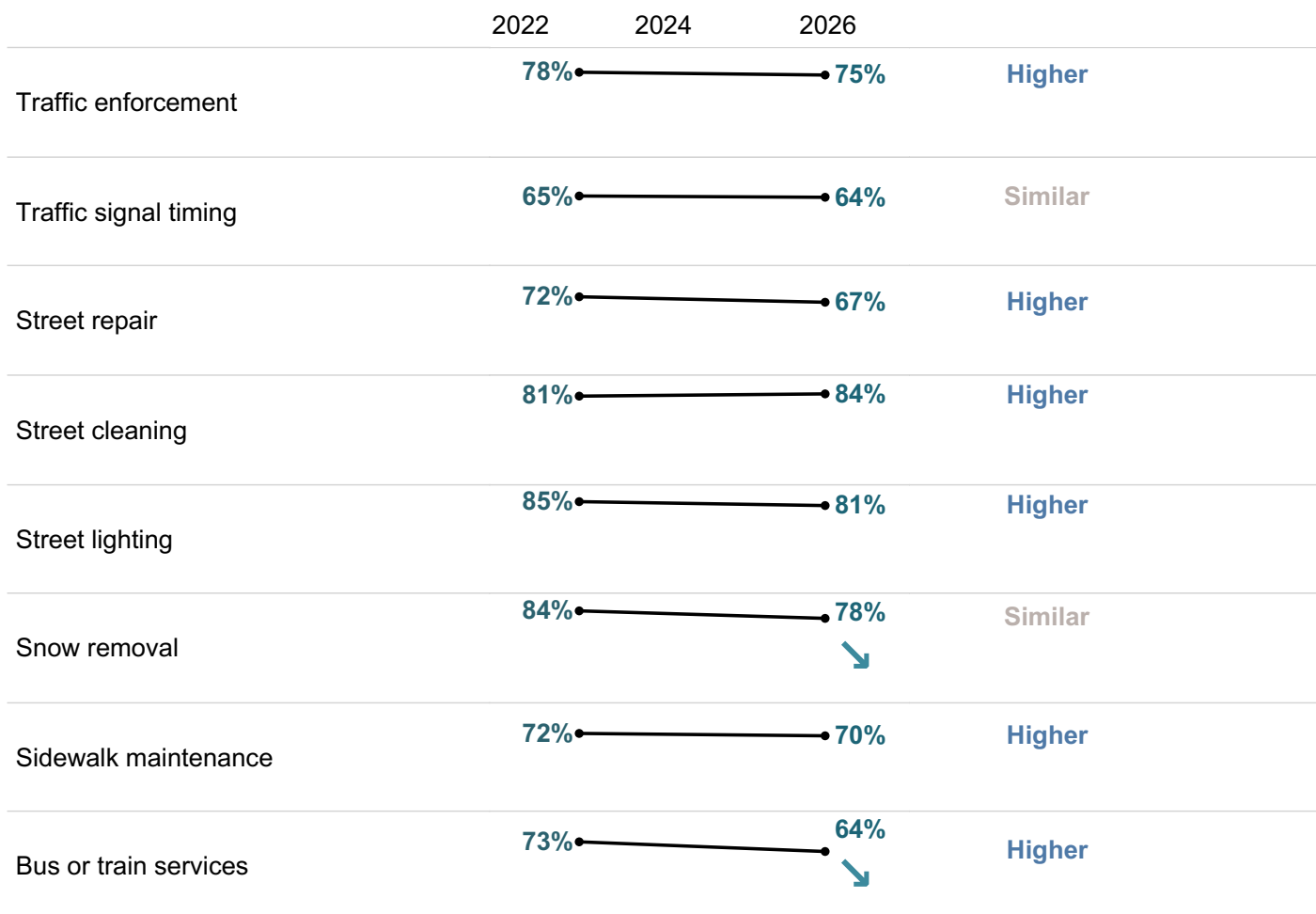
Please also rate each of the following in the Naperville community.
(% excellent or good)



Please indicate whether or not you have done each of the following in the last 12 months.
(% yes)



Please rate the quality of each of the following services in Naperville.
(% excellent or good)

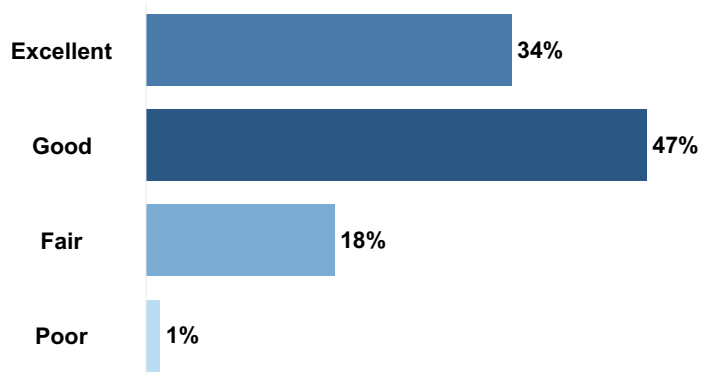


11. Comparison to the national benchmark is shown. If no comparison is available, this is left blank.

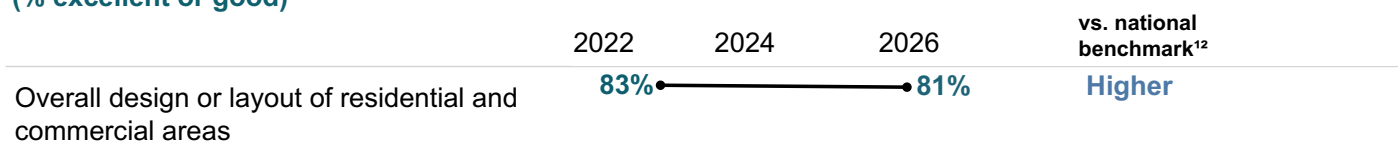
Community Design

A well-designed community enhances the quality of life for its residents by encouraging smart land use and zoning, ensuring that affordable housing is accessible to all, and supporting development that suits residents' needs.

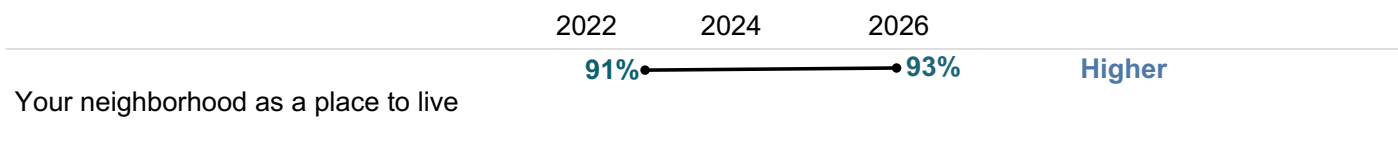
Overall design or layout of Naperville's residential and commercial areas



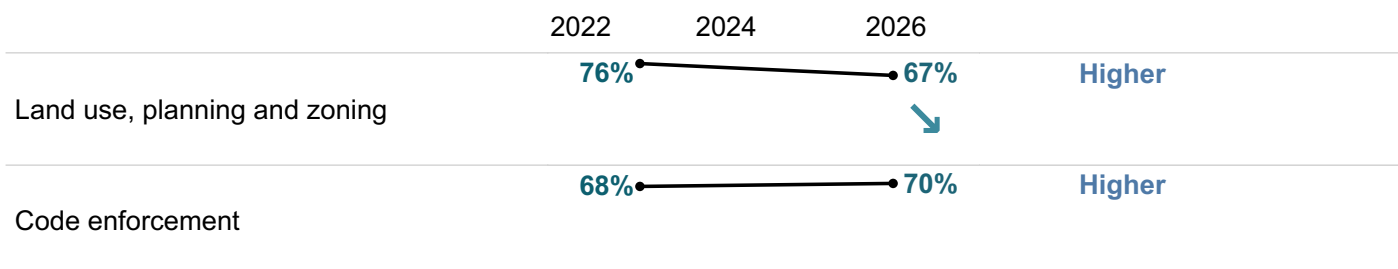
Please rate each of the following characteristics as they relate to Naperville as a whole.
(% excellent or good)



Please rate each of the following aspects of quality of life in Naperville.
(% excellent or good)



Please rate the quality of each of the following services in Naperville.
(% excellent or good)



Please also rate each of the following in the Naperville community.
(% excellent or good)

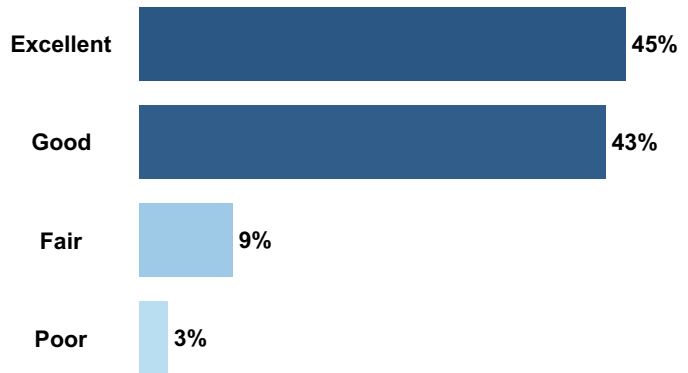


12. Comparison to the national benchmark is shown. If no comparison is available, this is left blank.

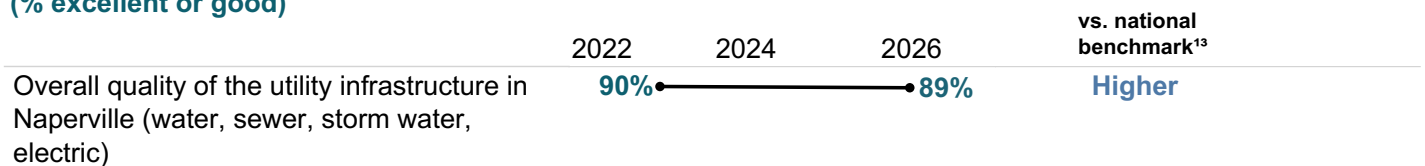
Utilities

Access to essential services like water, gas, electricity, and internet is crucial for safeguarding the physical health, economic stability, and overall well-being of the communities they support.

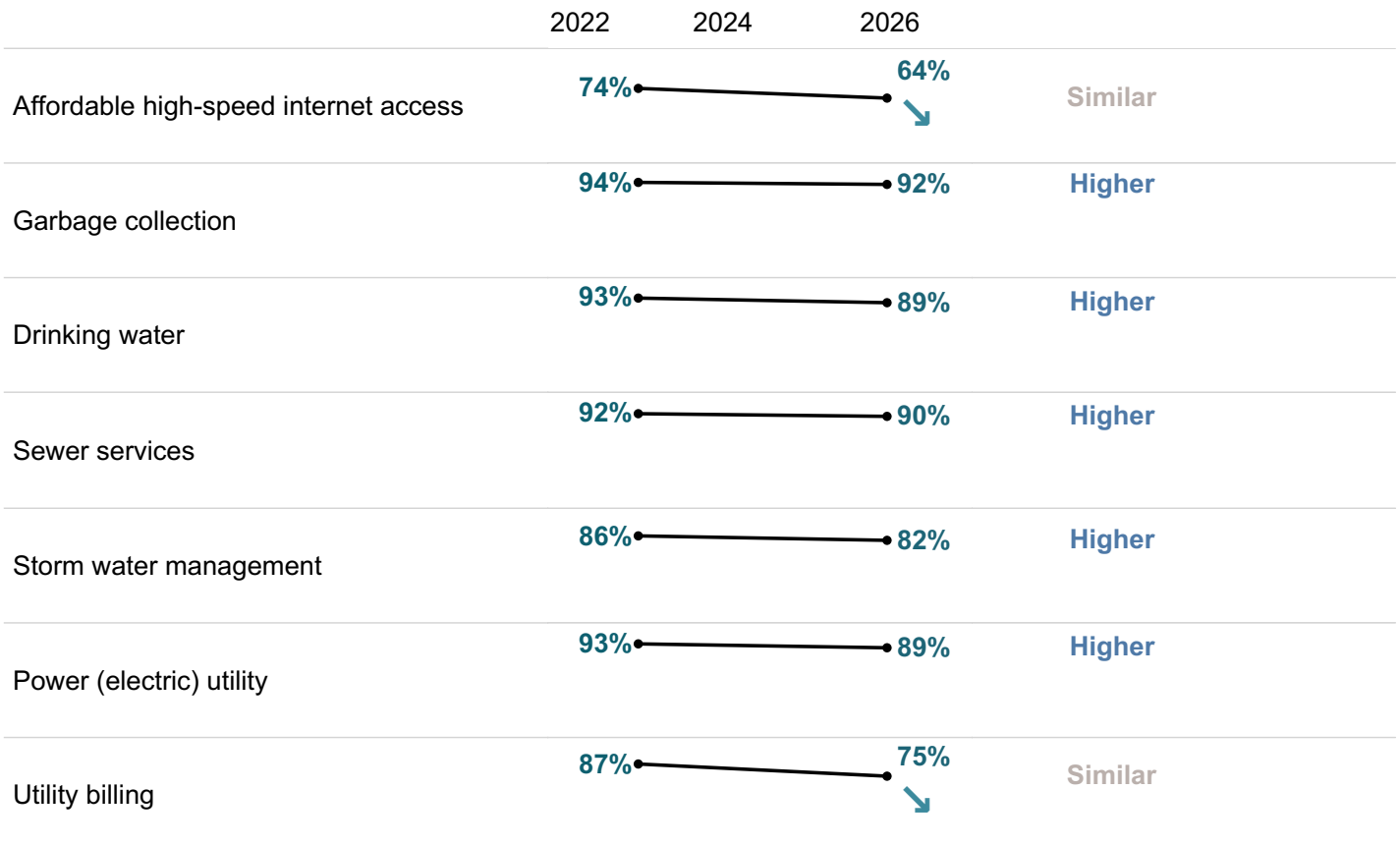
Overall quality of the utility infrastructure in Naperville (water, sewer, storm water, electric)



Please rate each of the following characteristics as they relate to Naperville as a whole.
(% excellent or good)



Please rate the quality of each of the following services in Naperville.
(% excellent or good)

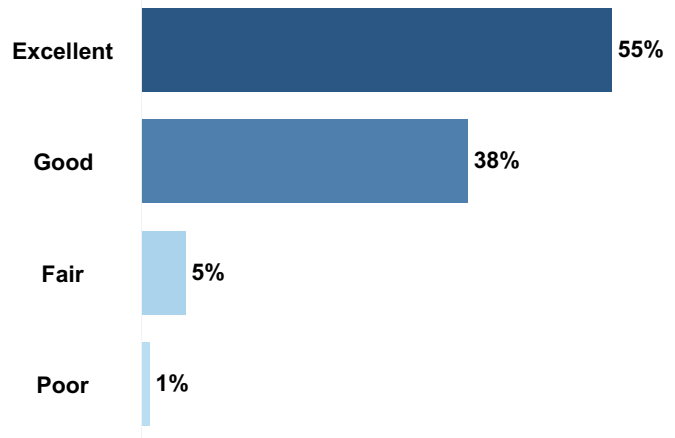


13. Comparison to the national benchmark is shown. If no comparison is available, this is left blank.

Safety

Public safety is one of the most important responsibilities of local governments, as every resident deserves to feel safe and secure both in their neighborhoods and across the wider community. The provision of strong, reliable safety services is essential to ensuring a high quality of life.

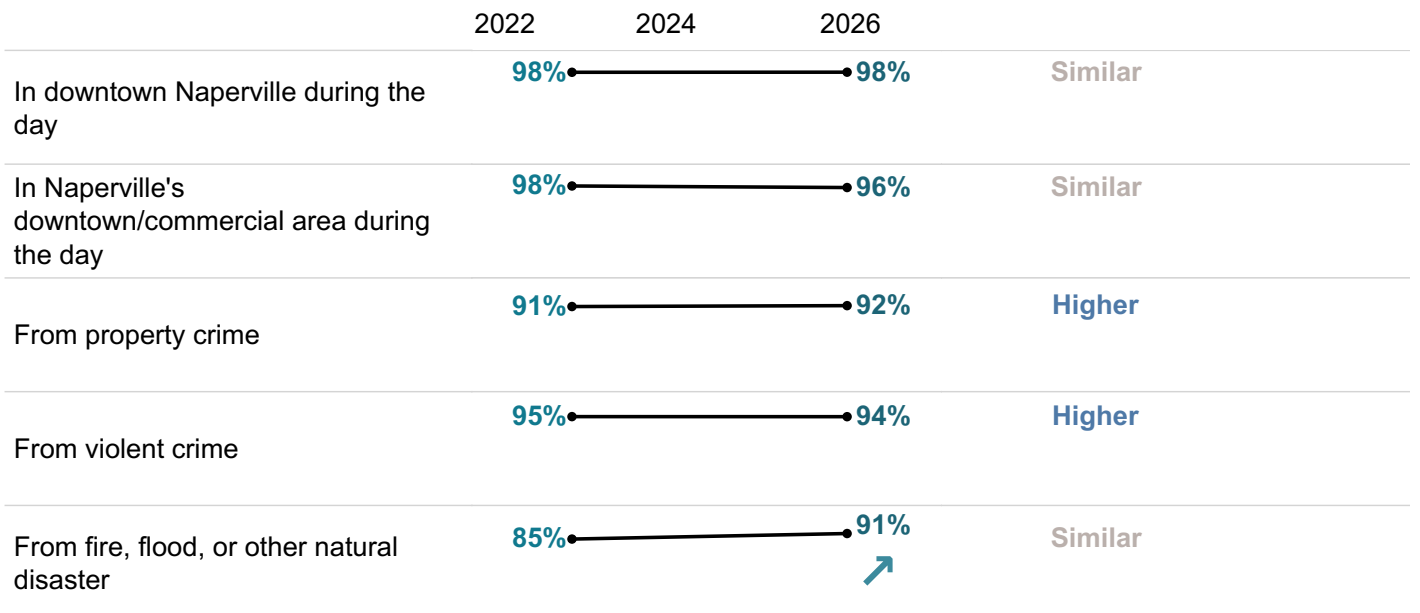
Overall feeling of safety in Naperville



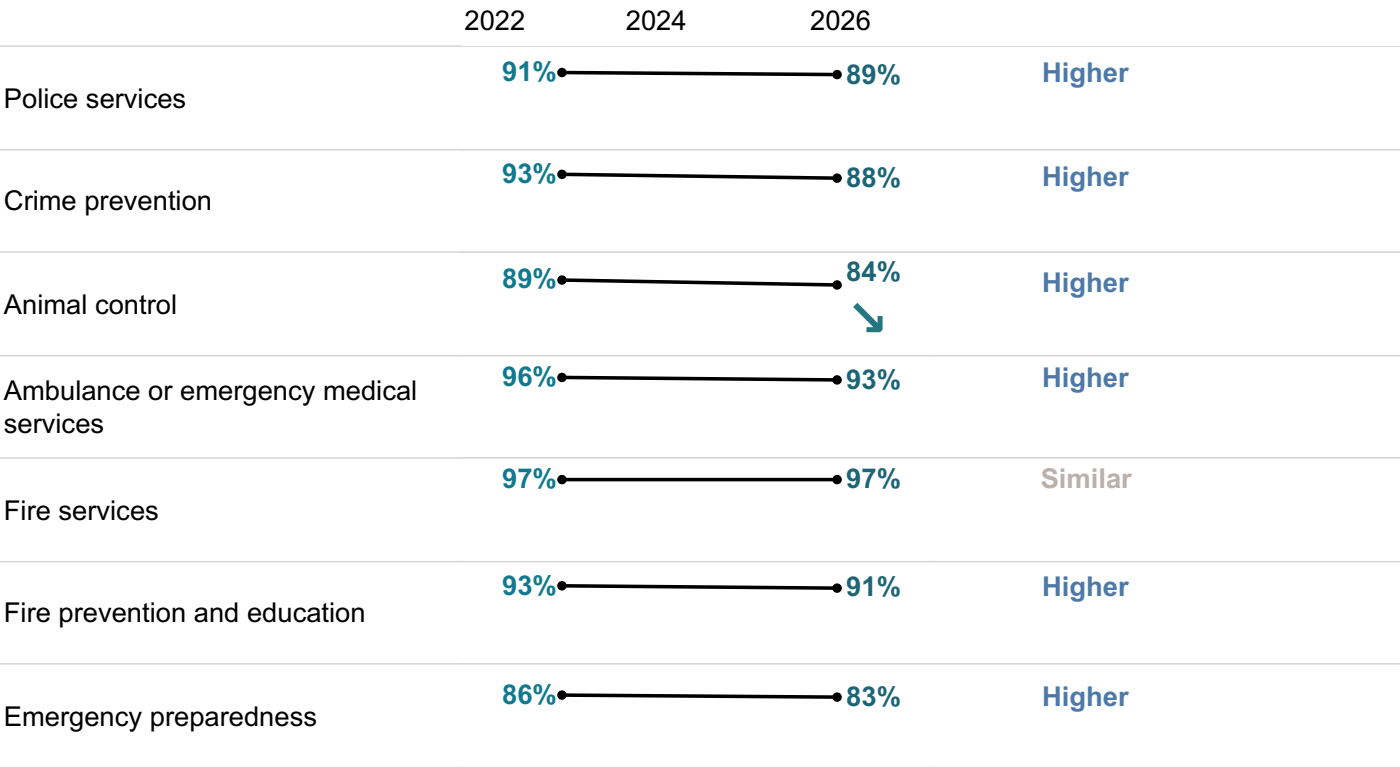
Please rate each of the following characteristics as they relate to Naperville as a whole.
(% excellent or good)



Please rate how safe or unsafe you feel:
(% very or somewhat safe)



Please rate the quality of each of the following services in Naperville.
 (% excellent or good)

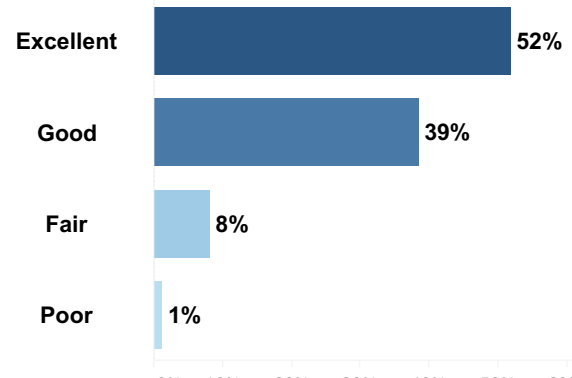


14. Comparison to the national benchmark is shown. If no comparison is available, this is left blank.

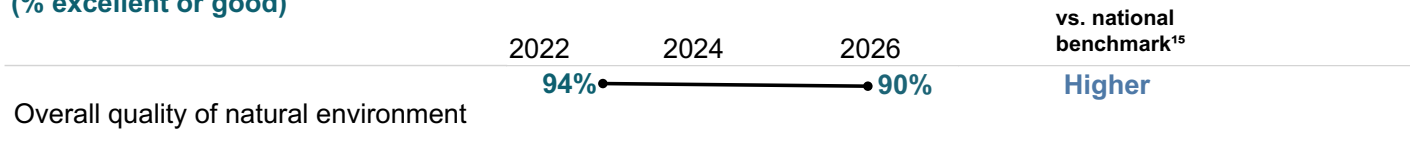
Natural Environment

The natural spaces in which residents live and experience their communities has a direct and profound effect on quality of life. The natural environment plays a vital role in the health and well-being of residents.

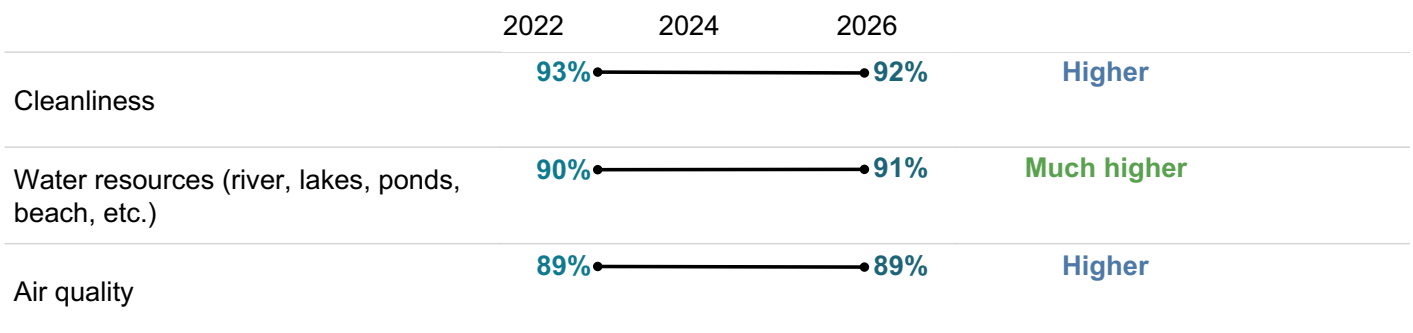
Overall quality of natural environment in Naperville



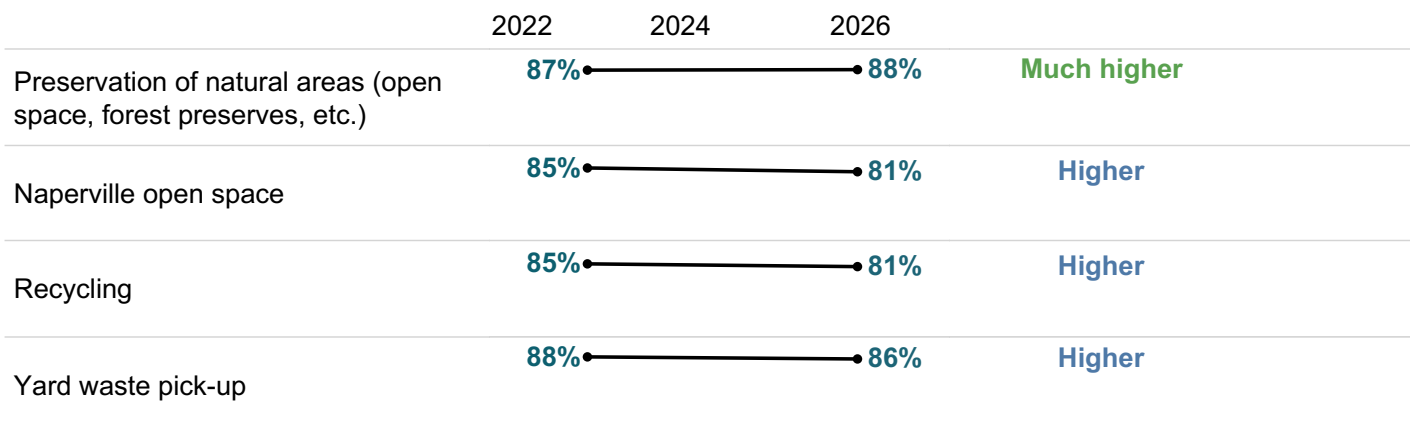
Please rate each of the following characteristics as they relate to Naperville as a whole.
(% excellent or good)



Please also rate each of the following in the Naperville community.
(% excellent or good)



Please rate the quality of each of the following services in Naperville.
(% excellent or good)



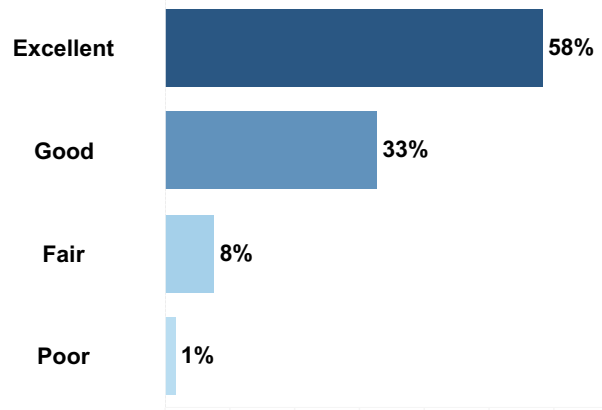
15. Comparison to the national benchmark is shown. If no comparison is available, this is left blank.

Parks and Recreation

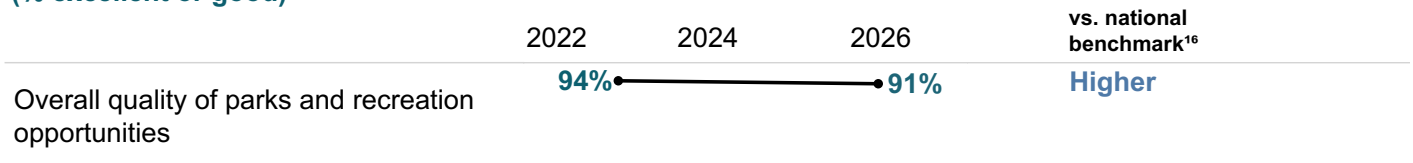
"There are no communities that pride themselves on their quality of life, promote themselves as a desirable location for businesses to relocate, or maintain that they are environmental stewards of their natural resources, without such communities having a robust, active system of parks and recreation programs for public use and enjoyment."

- National Recreation and Park Association

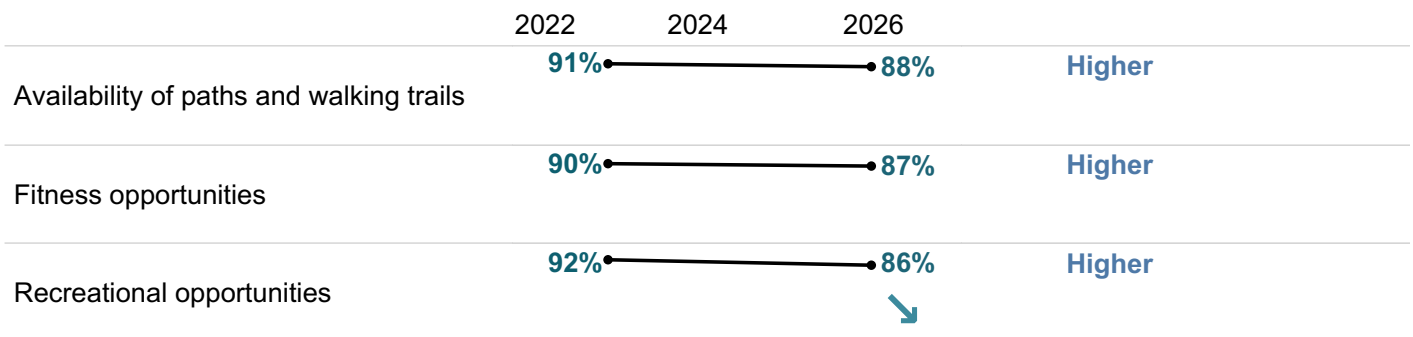
Overall quality of parks and recreation opportunities



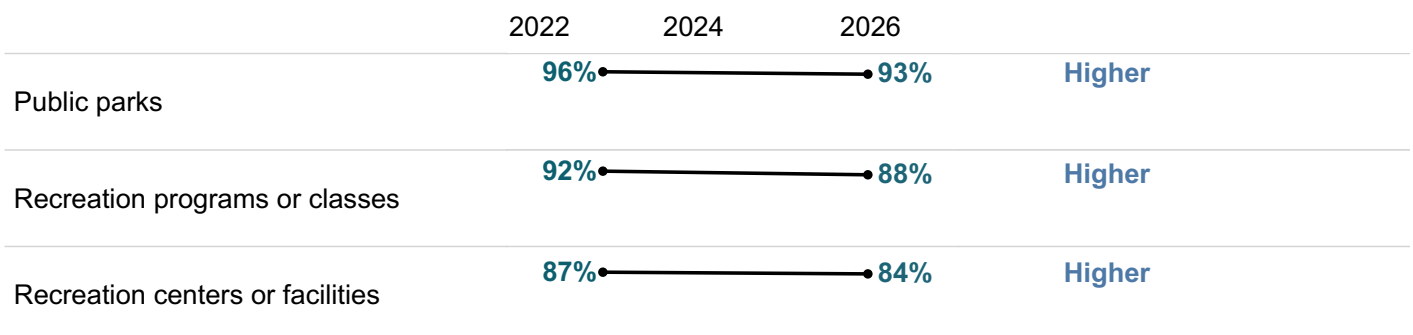
Please rate each of the following characteristics as they relate to Naperville as a whole.
(% excellent or good)



Please also rate each of the following in the Naperville community.
(% excellent or good)



Please rate the quality of each of the following services in Naperville.
(% excellent or good)

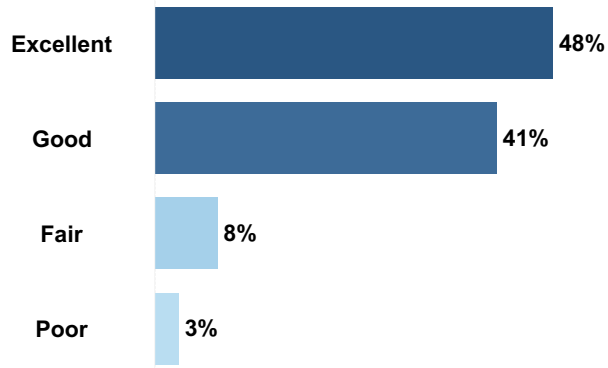


¹⁶ Comparison to the national benchmark is shown. If no comparison is available, this is left blank.

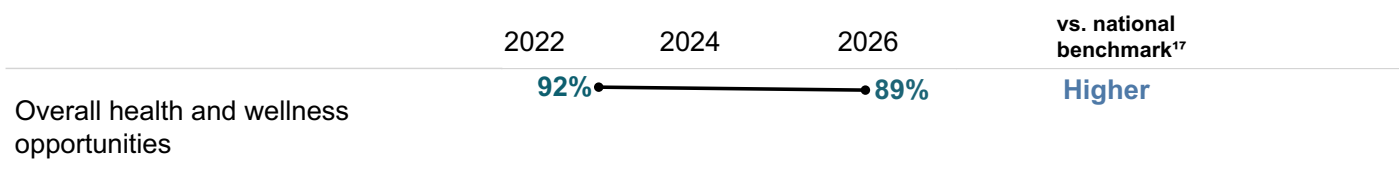
Health and Wellness

The features and amenities of a community directly influence residents' health and well-being, shaping their overall quality of life.

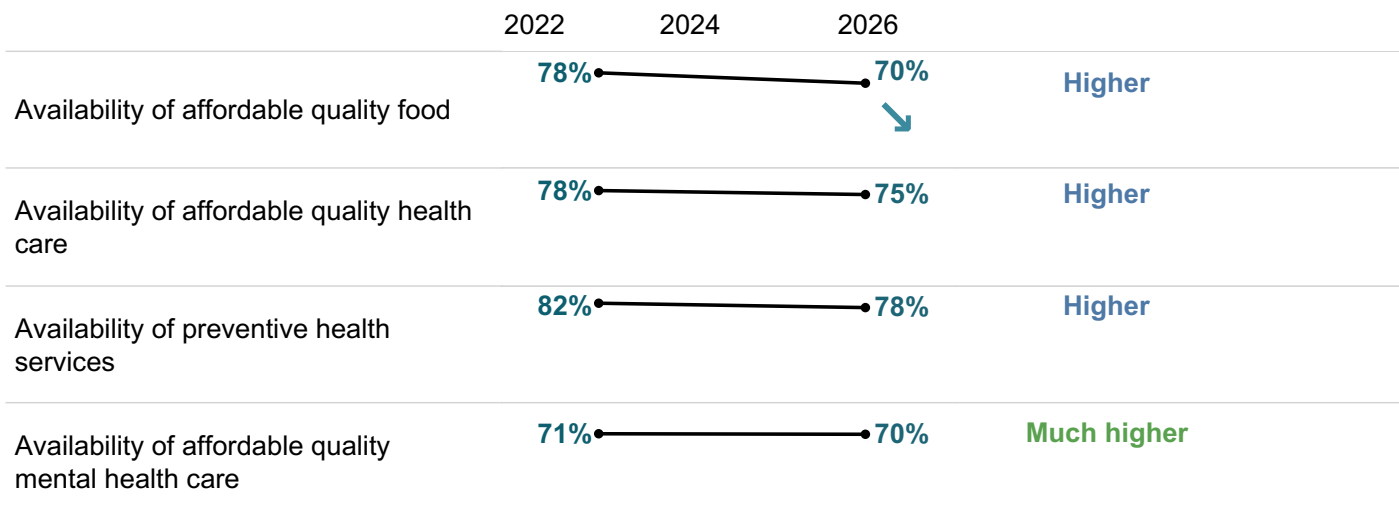
Overall health and wellness opportunities in Naperville



Please rate each of the following characteristics as they relate to Naperville as a whole.
(% excellent or good)



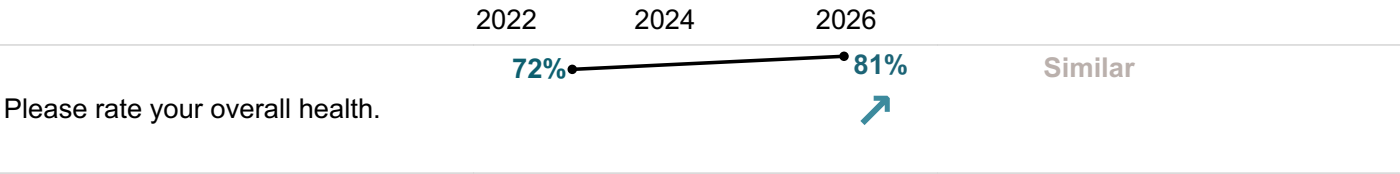
Please also rate each of the following in the Naperville community.
(% excellent or good)



Please rate the quality of each of the following services in Naperville.
(% excellent or good)



Please rate your overall health.
(% excellent or very good)

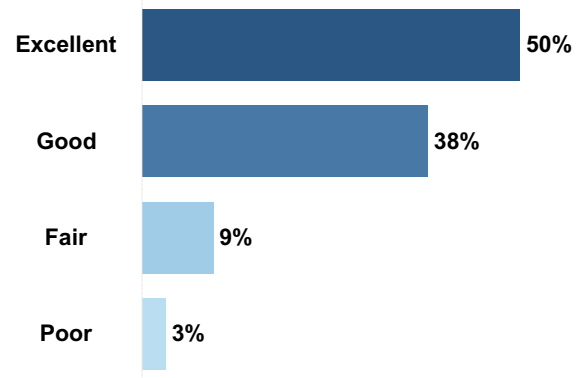


17. Comparison to the national benchmark is shown. If no comparison is available, this is left blank.

Education, Arts, and Culture

Participation in the arts, in educational opportunities, and in cultural activities is linked to increased civic engagement, greater social tolerance, and enhanced enjoyment of the local community.

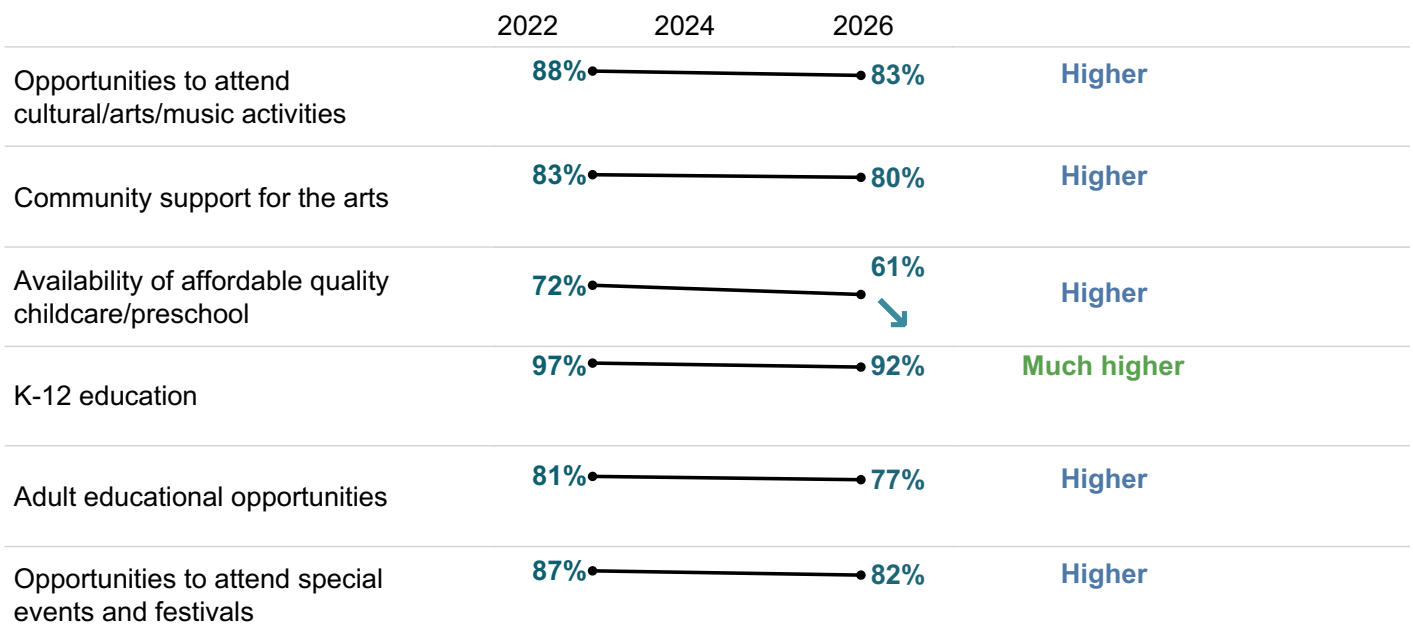
Overall opportunities for education, culture and the arts



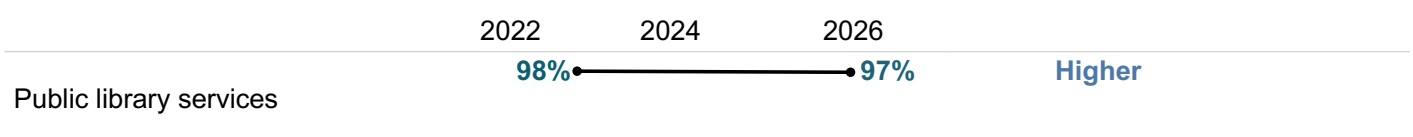
Please rate each of the following characteristics as they relate to Naperville as a whole.
(% excellent or good)



Please also rate each of the following in the Naperville community.
(% excellent or good)



Please rate the quality of each of the following services in Naperville.
(% excellent or good)

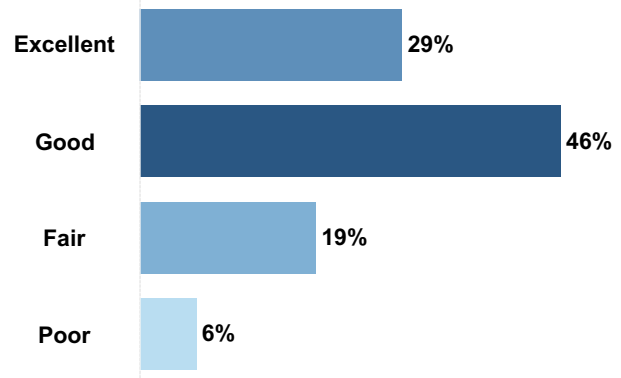


18. Comparison to the national benchmark is shown. If no comparison is available, this is left blank.

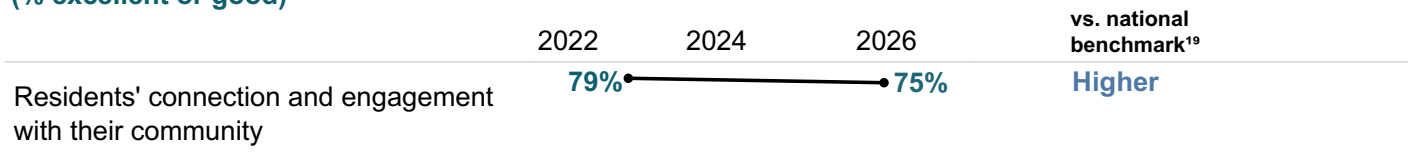
Community Connection

Community connection reflects residents' sense of belonging. When residents feel welcomed and encouraged to participate, they are more likely to feel engaged and connected to their community.

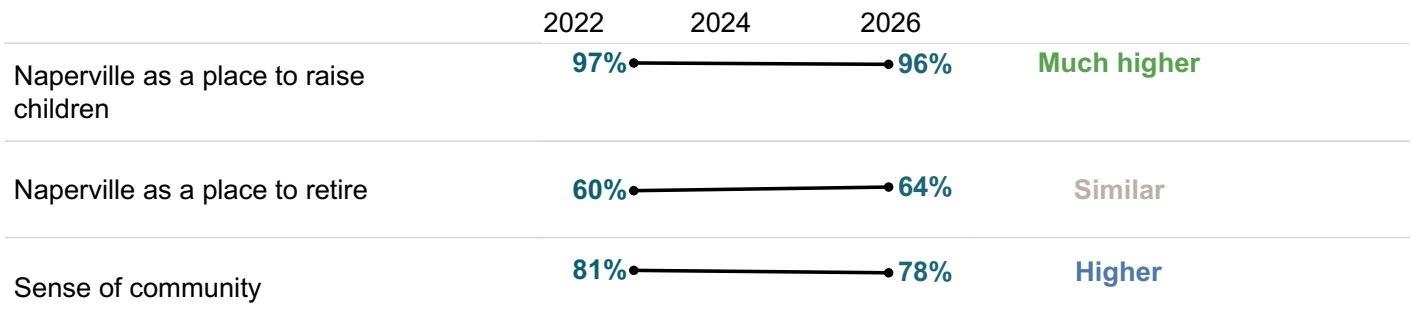
Residents' connection and engagement with their community



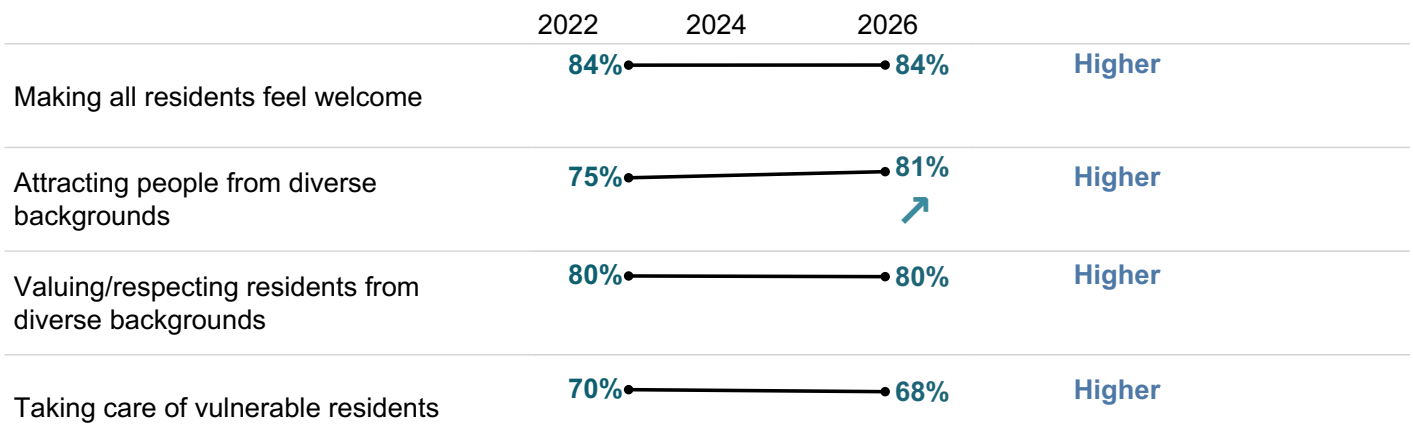
Please rate each of the following characteristics as they relate to Naperville as a whole.
(% excellent or good)



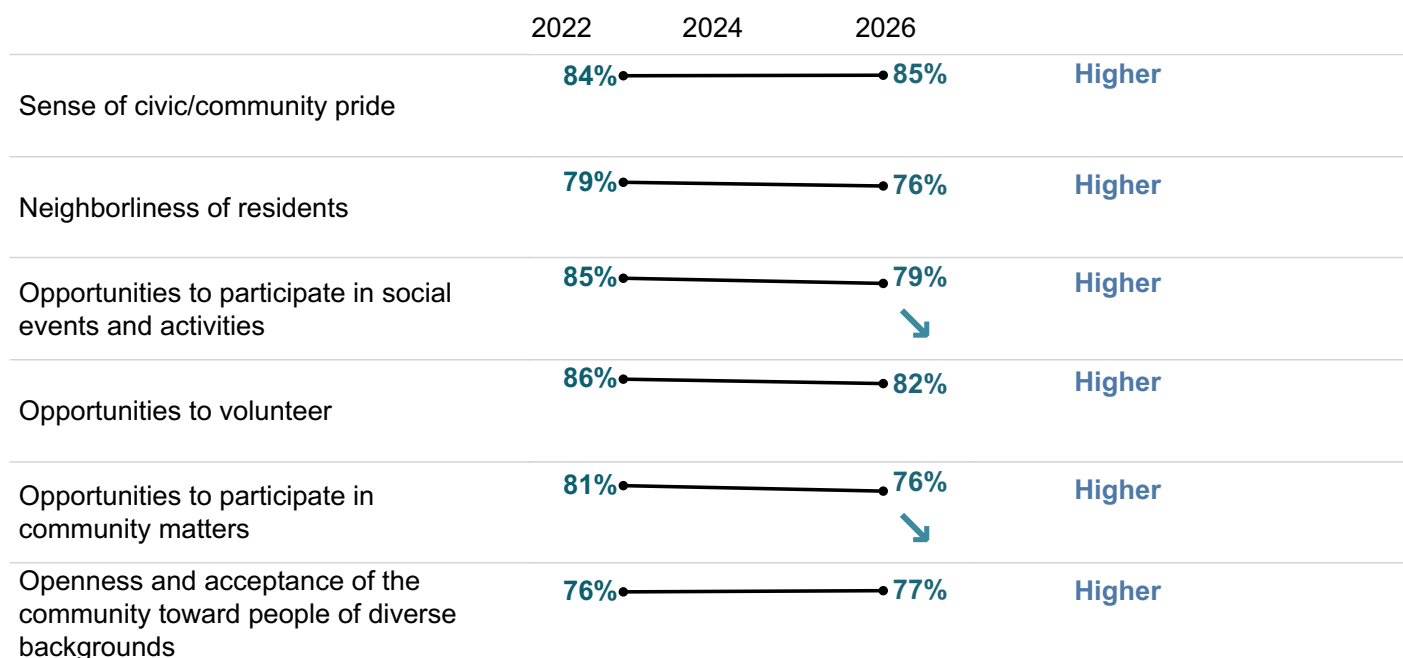
Please rate each of the following aspects of quality of life in Naperville.
(% excellent or good)



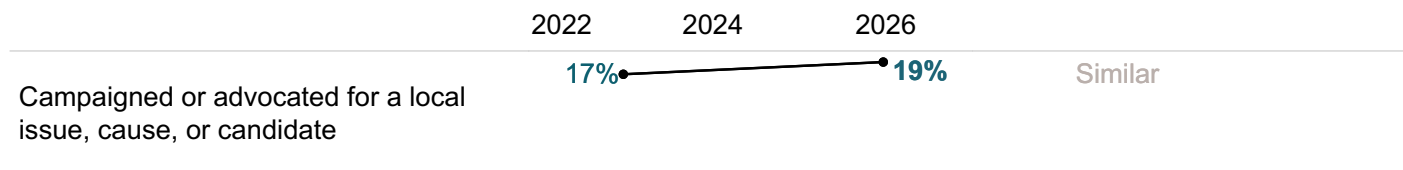
Please rate the job you feel the Naperville community does at each of the following.
(% excellent or good)



Please also rate each of the following in the Naperville community.
 (% excellent or good)



Please indicate whether or not you have done each of the following in the last 12 months.
 (% yes)



19. Comparison to the national benchmark is shown. If no comparison is available, this is left blank.

Custom Questions

Below are the complete set of responses to each custom question on the survey. By default, “don’t know” responses are excluded.

			Include "don't know"
			No
Please rate how safe or unsafe you feel:	In your neighborhood at night	Very safe	 70%
		Somewhat safe	 25%
		Neither safe nor unsafe	 2%
		Somewhat unsafe	 2%
		Very unsafe	 1%
	In downtown Naperville at night	Very safe	 44%
		Somewhat safe	 43%
		Neither safe nor unsafe	 6%
		Somewhat unsafe	 5%
		Very unsafe	 2%
	Which best reflects your view on addressing environmental and sustainability issues in Naperville?	High priority, even if it increases costs	 32%
		High priority, but only if costs are minimal	 42%
		Lower priority compared to other City needs	 13%
		Not a priority at this time	 8%
		Not sure	 5%
	Please rate the ease of parking in downtown Naperville.	Excellent	 20%
		Good	 41%
		Fair	 28%
		Poor	 11%
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:	Naper Notify mass notification system	Major source	 62%
		Minor source	 25%
		Not a source	 13%
	City website (www.naperville.il.us)	Major source	 48%
		Minor source	 42%

	Not a source		11%
City of Naperville social media (Facebook, Twitter, Instagram)	Major source		28%
	Minor source		37%
	Not a source		35%
eNews offerings (eNewsletters such as Commuter Connection, press releases & other p..	Major source		26%
	Minor source		43%
	Not a source		31%
City newsletter Naperville Connected	Major source		34%
	Minor source		35%
	Not a source		31%
Public signage or postings at areas where City projects are occurring	Major source		50%
	Minor source		38%
	Not a source		12%
Local & regional media (broadcast, print, online)	Major source		32%
	Minor source		46%
	Not a source		22%
Government access TV channel WCNC (Ch 6-Astound, Ch 10-Comcast, CH 9..	Major source		16%
	Minor source		35%
	Not a source		50%

The City of Naperville 2026 Community Survey

Please complete this survey if you are an adult (age 18 or older). Your responses are confidential and no identifying information will be shared.

1. Please rate each of the following aspects of quality of life in Naperville.

	<u>Excellent</u>	<u>Good</u>	<u>Fair</u>	<u>Poor</u>	<u>Don't know</u>
Naperville as a place to live	1	2	3	4	5
Your neighborhood as a place to live	1	2	3	4	5
Naperville as a place to raise children	1	2	3	4	5
Naperville as a place to work.....	1	2	3	4	5
Naperville as a place to visit.....	1	2	3	4	5
Naperville as a place to retire.....	1	2	3	4	5
The overall quality of life in Naperville.....	1	2	3	4	5
Sense of community.....	1	2	3	4	5

2. Please rate each of the following characteristics as they relate to Naperville as a whole.

	<u>Excellent</u>	<u>Good</u>	<u>Fair</u>	<u>Poor</u>	<u>Don't know</u>
Overall economic health of Naperville.....	1	2	3	4	5
Overall quality of the transportation system (auto, bicycle, pedestrian, train, bus) in Naperville.....	1	2	3	4	5
Overall design or layout of Naperville's residential and commercial areas (e.g., homes, buildings, streets, parks, etc.)	1	2	3	4	5
Overall quality of the utility infrastructure in Naperville	1	2	3	4	5
(water, sewer, storm water, electric).....	1	2	3	4	5
Overall feeling of safety in Naperville.....	1	2	3	4	5
Overall quality of natural environment in Naperville.....	1	2	3	4	5
Overall quality of parks and recreation opportunities.....	1	2	3	4	5
Overall health and wellness opportunities in Naperville	1	2	3	4	5
Overall opportunities for education, culture, and the arts.....	1	2	3	4	5
Residents' connection and engagement with their community	1	2	3	4	5

3. Please indicate how likely or unlikely you are to do each of the following.

	<u>Very likely</u>	<u>Somewhat likely</u>	<u>Somewhat unlikely</u>	<u>Very unlikely</u>	<u>Don't know</u>
Recommend living in Naperville to someone who asks.....	1	2	3	4	5
Remain in Naperville for the next five years.....	1	2	3	4	5

4. Please rate how safe or unsafe you feel:

	<u>Very safe</u>	<u>Somewhat safe</u>	<u>Neither safe nor unsafe</u>	<u>Somewhat unsafe</u>	<u>Very unsafe</u>	<u>Don't know</u>
In your neighborhood during the day.....	1	2	3	4	5	6
In downtown Naperville during the day.....	1	2	3	4	5	6
From property crime.....	1	2	3	4	5	6
From violent crime.....	1	2	3	4	5	6
From fire, flood, or other natural disaster	1	2	3	4	5	6

5. Please rate the job you feel the Naperville community does at each of the following.

	<u>Excellent</u>	<u>Good</u>	<u>Fair</u>	<u>Poor</u>	<u>Don't know</u>
Making all residents feel welcome	1	2	3	4	5
Attracting people from diverse backgrounds.....	1	2	3	4	5
Valuing/respecting residents from diverse backgrounds.....	1	2	3	4	5
Taking care of vulnerable residents (elderly, disabled, homeless, etc.).....	1	2	3	4	5

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

	<u>Excellent</u>	<u>Good</u>	<u>Fair</u>	<u>Poor</u>	<u>Don't know</u>
Overall quality of business and service establishments in Naperville.....	1	2	3	4	5
Variety of business and service establishments in Naperville	1	2	3	4	5
Vibrancy of downtown/commercial area	1	2	3	4	5
Employment opportunities	1	2	3	4	5
Shopping opportunities	1	2	3	4	5
Cost of living in Naperville.....	1	2	3	4	5
Overall image or reputation of Naperville	1	2	3	4	5

7. Please also rate each of the following in the Naperville community.

	<u>Excellent</u>	<u>Good</u>	<u>Fair</u>	<u>Poor</u>	<u>Don't know</u>
Traffic flow on major streets.....	1	2	3	4	5
Ease of public parking.....	1	2	3	4	5
Ease of travel by car in Naperville.....	1	2	3	4	5
Ease of travel by public transportation in Naperville.....	1	2	3	4	5
Ease of travel by bicycle in Naperville.....	1	2	3	4	5
Ease of walking in Naperville.....	1	2	3	4	5
Well-planned residential growth.....	1	2	3	4	5
Well-planned commercial growth.....	1	2	3	4	5
Well-designed neighborhoods.....	1	2	3	4	5
Preservation of the historical or cultural character of the community.....	1	2	3	4	5
Public places where people want to spend time.....	1	2	3	4	5
Variety of housing options.....	1	2	3	4	5
Availability of affordable quality housing.....	1	2	3	4	5
Overall quality of new development in Naperville.....	1	2	3	4	5
Overall appearance of Naperville.....	1	2	3	4	5
Cleanliness of Naperville.....	1	2	3	4	5
Water resources (river, lakes, ponds, beach, etc.).....	1	2	3	4	5
Air quality.....	1	2	3	4	5
Availability of paths and walking trails.....	1	2	3	4	5
Fitness opportunities (including exercise classes and paths or trails, etc.)... 1	2	3	4	5	
Recreational opportunities.....	1	2	3	4	5
Availability of affordable quality food.....	1	2	3	4	5
Availability of affordable quality health care.....	1	2	3	4	5
Availability of preventive health services.....	1	2	3	4	5
Availability of affordable quality mental health care.....	1	2	3	4	5
Opportunities to attend cultural/arts/music activities.....	1	2	3	4	5
Community support for the arts.....	1	2	3	4	5
Availability of affordable quality childcare/preschool.....	1	2	3	4	5
K-12 education.....	1	2	3	4	5
Adult educational opportunities.....	1	2	3	4	5
Sense of civic/community pride.....	1	2	3	4	5
Neighborliness of residents in Naperville.....	1	2	3	4	5
Opportunities to participate in social events and activities.....	1	2	3	4	5
Opportunities to attend special events and festivals.....	1	2	3	4	5
Opportunities to volunteer.....	1	2	3	4	5
Opportunities to participate in community matters.....	1	2	3	4	5
Openness and acceptance of the community toward people of diverse backgrounds.....	1	2	3	4	5

8. Please indicate whether or not you have done each of the following in the last 12 months.

	<u>No</u>	<u>Yes</u>
Contacted the City of Naperville (in-person, phone, email, or web) for help or information.....	1	2
Contacted Naperville elected officials (in-person, phone, email, or web) to express your opinion.....	1	2
Attended a local public meeting (of local elected officials like City Council, County Board, advisory boards/commissions, town halls, HOA, etc.).....	1	2
Watched (online or on television) a local public meeting.....	1	2
Volunteered your time to some group/activity in Naperville.....	1	2
Campaigned or advocated for a local issue, cause, or candidate.....	1	2
Voted in your most recent local election.....	1	2
Used bus, rail, or other public transportation instead of driving.....	1	2
Carpooled with other adults or children instead of driving alone.....	1	2
Walked or biked instead of driving.....	1	2

The City of Naperville 2026 Community Survey

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

	<u>Excellent</u>	<u>Good</u>	<u>Fair</u>	<u>Poor</u>	<u>Don't know</u>
Public information services.....	1	2	3	4	5
Economic development (business recruitment, retention, etc.)	1	2	3	4	5
Traffic enforcement	1	2	3	4	5
Traffic signal timing.....	1	2	3	4	5
Street repair.....	1	2	3	4	5
Street cleaning.....	1	2	3	4	5
Street lighting.....	1	2	3	4	5
Snow removal.....	1	2	3	4	5
Sidewalk maintenance.....	1	2	3	4	5
Bus or train services.....	1	2	3	4	5
Land use, planning, and zoning.....	1	2	3	4	5
Code enforcement (weeds, abandoned buildings, etc.)	1	2	3	4	5
Affordable high-speed internet access	1	2	3	4	5
Garbage collection	1	2	3	4	5
Drinking water.....	1	2	3	4	5
Sewer services.....	1	2	3	4	5
Storm water management (storm drainage, dams, levees, etc.)	1	2	3	4	5
Power (electric) utility	1	2	3	4	5
Utility billing	1	2	3	4	5
Police services.....	1	2	3	4	5
Crime prevention.....	1	2	3	4	5
Animal control.....	1	2	3	4	5
Ambulance or emergency medical services	1	2	3	4	5
Fire services.....	1	2	3	4	5
Fire prevention and education.....	1	2	3	4	5
Emergency preparedness (services that prepare the community for natural disasters or other emergency situations).....	1	2	3	4	5
Preservation of natural areas (open space, forest preserves, etc.)	1	2	3	4	5
Naperville open space.....	1	2	3	4	5
Recycling.....	1	2	3	4	5
Yard waste pick-up.....	1	2	3	4	5
Public parks.....	1	2	3	4	5
Recreation programs or classes	1	2	3	4	5
Recreation centers or facilities	1	2	3	4	5
Health services.....	1	2	3	4	5
Public library services	1	2	3	4	5
Overall customer service by Naperville employees (police, customer service representatives, field workers, planners, etc.).....	1	2	3	4	5

10. Please rate the following categories of Naperville government performance.

	<u>Excellent</u>	<u>Good</u>	<u>Fair</u>	<u>Poor</u>	<u>Don't know</u>
The value of services for the taxes paid to Naperville	1	2	3	4	5
The overall direction that Naperville is taking	1	2	3	4	5
The job Naperville government does at welcoming resident involvement	1	2	3	4	5
Overall confidence in Naperville government.....	1	2	3	4	5
Generally acting in the best interest of the community	1	2	3	4	5
Being honest.....	1	2	3	4	5
Being open and transparent to the public.....	1	2	3	4	5
Informing residents about issues facing the community	1	2	3	4	5
Treating all residents fairly	1	2	3	4	5
Treating residents with respect	1	2	3	4	5

11. Overall, how would you rate the quality of the services provided by each of the following?

	<u>Excellent</u>	<u>Good</u>	<u>Fair</u>	<u>Poor</u>	<u>Don't know</u>
The City of Naperville.....	1	2	3	4	5
The Federal Government.....	1	2	3	4	5

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

	<u>Essential</u>	<u>Very important</u>	<u>Somewhat important</u>	<u>Not at all important</u>
Overall economic health of Naperville.....	1	2	3	4
Overall quality of the transportation system (auto, bicycle, pedestrian, bus, train) in Naperville.....	1	2	3	4
Overall design or layout of Naperville's residential and commercial areas (e.g., homes, buildings, streets, parks, etc.)	1	2	3	4
Overall quality of the utility infrastructure in Naperville (water, sewer, storm water, electric).....	1	2	3	4
Overall feeling of safety in Naperville.....	1	2	3	4
Overall quality of natural environment in Naperville.....	1	2	3	4
Overall quality of parks and recreation opportunities.....	1	2	3	4
Overall health and wellness opportunities in Naperville.....	1	2	3	4
Overall opportunities for education, culture, and the arts.....	1	2	3	4
Residents' connection and engagement with their community	1	2	3	4

13. Please rate how safe or unsafe you feel:

	<u>Very safe</u>	<u>Somewhat safe</u>	<u>Neither safe nor unsafe</u>	<u>Somewhat unsafe</u>	<u>Very unsafe</u>	<u>Don't 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:

	<u>Major source</u>	<u>Minor source</u>	<u>Not a 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

The City of Naperville 2026 Community Survey

Our last questions are about you and your household.

Again, all of your responses to this survey are confidential and no identifying information will be shared.

D1. In general, how many times do you:

	Several times a day	Once a day	A few times a week	Every few weeks	Less often or never	Don't know
Access the internet from your home using a computer, laptop, or tablet computer	1	2	3	4	5	6
Access the internet from your cell phone.....	1	2	3	4	5	6
Visit social media sites such as Facebook, X, Nextdoor, etc.	1	2	3	4	5	6
Use or check email.....	1	2	3	4	5	6
Share your opinions online.....	1	2	3	4	5	6
Shop online.....	1	2	3	4	5	6

D2. Please rate your overall health.

☐ Excellent ☐ Very good ☐ Good ☐ Fair ☐ Poor

D3. 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:

☐ Very positive ☐ Somewhat positive ☐ Neutral ☐ Somewhat negative ☐ Very negative

D4. How many years have you lived in Naperville?

☐ Less than 2 years
☐ 2-5 years
☐ 6-10 years
☐ 11-20 years
☐ More than 20 years

D5. Which best describes the building you live in?

☐ Single-family detached home
☐ Townhouse or duplex (may share walls but no units above or below you)
☐ Condominium or apartment (have units above or below you)
☐ Other

D6. Do you rent or own your home?

☐ Rent
☐ Own

D7. About how much is your monthly housing cost for the place you live (including rent, mortgage payment, property tax, property insurance, and homeowners' association (HOA) fees)?

☐ Less than \$300 ☐ \$2,500 to \$3,999
☐ \$300 to \$599 ☐ \$4,000 to \$6,999
☐ \$600 to \$999 ☐ \$7,000 to \$9,999
☐ \$1,000 to \$1,499 ☐ \$10,000 or more
☐ \$1,500 to \$2,499

D8. Do any children 17 or under live in your household?

☐ No ☐ Yes

D9. Are you or any other members of your household aged 65 or older?

☐ No ☐ Yes

D10. How much do you anticipate your household's total income before taxes will be for the current year? (Please include in your total income money from all sources for all persons living in your household.)

☐ Less than \$25,000 ☐ \$100,000 to \$149,999
☐ \$25,000 to \$49,999 ☐ \$150,000 to \$199,999
☐ \$50,000 to \$74,999 ☐ \$200,000 to \$299,999
☐ \$75,000 to \$99,999 ☐ \$300,000 or more

D11. Are you of Hispanic, Latino/a/x, or Spanish origin?

☐ No ☐ Yes

D12. What is your race? (Mark one or more races to indicate what race you consider yourself to be.)

☐ American Indian or Alaskan Native
☐ Asian
☐ Black or African American
☐ Native Hawaiian or Other Pacific Islander
☐ White
☐ A race not listed

D13. In which category is your age?

☐ 18-24 years ☐ 55-64 years
☐ 25-34 years ☐ 65-74 years
☐ 35-44 years ☐ 75 years or older
☐ 45-54 years

D14. What is your gender?

☐ Woman
☐ Man
☐ Identify in another way

Thank you!

Please return the completed survey in the postage-paid envelope to:
National Research Center, Inc., PO Box 14050, Houston, TX 77221-9904