

Village of Oak Park
2019 Survey Results
**NATIONAL CITIZEN
SURVEY**

Jan. 20, 2020

Survey Background

- Conducted by the National Research Center, Inc.
- Surveys distributed randomly by mail in fall 2019
- 696 responses give 96% confidence level in sample (4% margin of error)
- Prior surveys in 2000, 2004, 2008, 2011, 2013, 2015 & 2017
(www.oak-park.us/communitysurveys)

Methodology

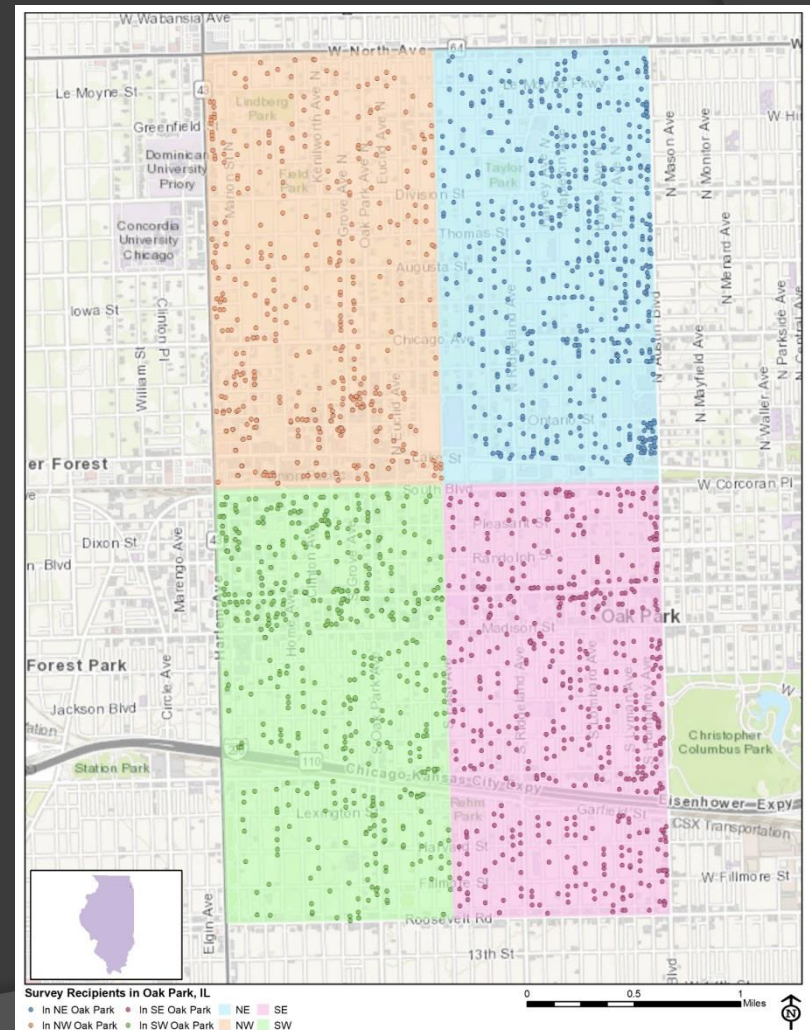
- Mail-out/mail back method with url for online completion
- Recipients chosen at random in quadrants to ensure representation of community
- Multi-family housing units over-sampled to improve response from hard-to-reach, lower income and apartment dwellers
- Results weighted to reflect demographics of population

Response rate by quadrant

Overall 30%

- Northwest – 30%
- Northeast – 34%
- Southwest – 29%
- Southeast – 27%

70% by mail
30% online



How findings are compiled

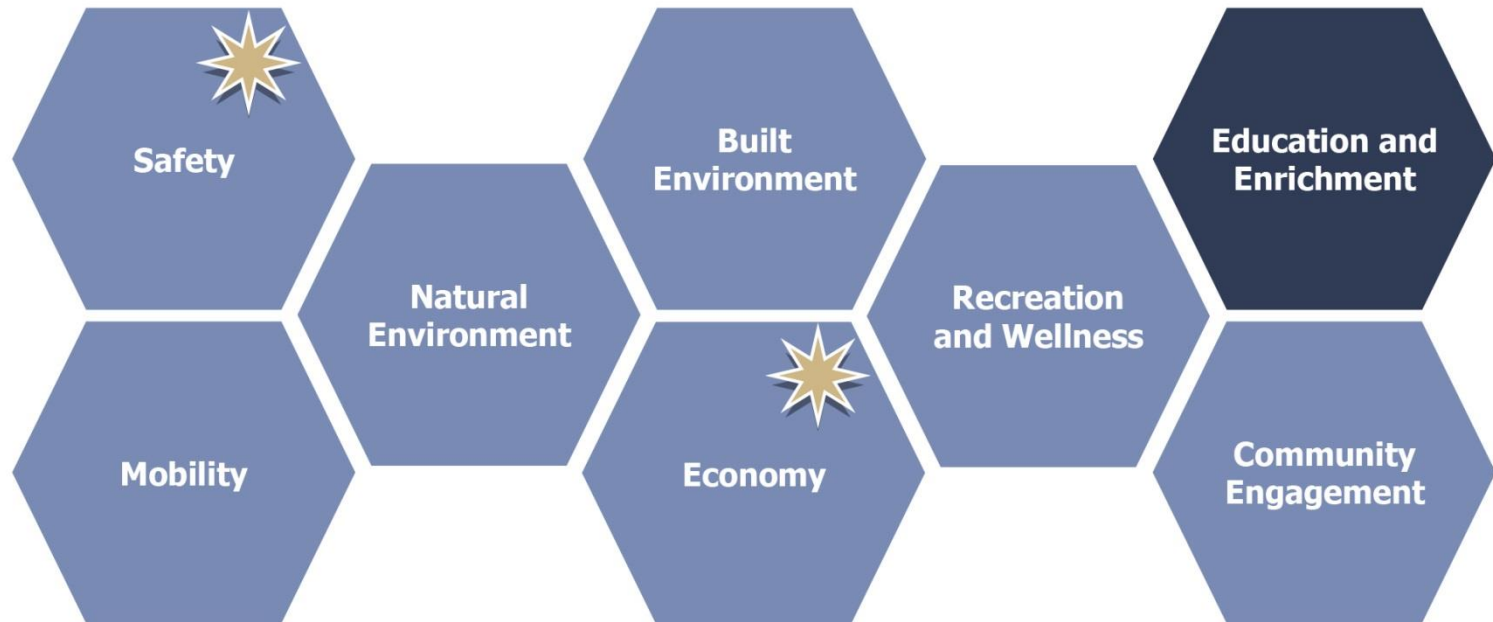
- ◎ Six separate documents
 - Livability Report – overview of findings
 - Dashboard – provides national perspective
 - Demographic crosstabs
 - Geographic crosstabs
 - Trends over time – compares to past surveys
 - Technical Appendices

Community Facets

Legend

- Higher than national benchmark
- Similar to national benchmark
- Lower than national benchmark

★ Most important



Key Conclusions

- ◎ Strong sense of community
 - Image, appearance and place to raise children exceed national benchmarks
- ◎ Safety remains community priority
 - While respondents overwhelming felt safe, about half said crime is moderate or major problem
- ◎ Praise for local economy, but concerned about cost of living
- ◎ Education and enrichment opportunities are appreciated

Quality of Life Responses exceeding national benchmarks

- ⦿ Ease of walking
- ⦿ Travel by bicycle
- ⦿ Overall built environment
- ⦿ Vibrant downtown/commercial area
- ⦿ Place to visit
- ⦿ Openness and acceptance
- ⦿ Opportunities to participate
- ⦿ Opportunities to volunteer

Quality of Life Responses lower than national benchmarks

- ⦿ Travel by car
- ⦿ Public parking
- ⦿ Cost of living

Other findings

- 79% rated overall quality of services excellent or good
- 67% had contact with Village employees – higher than national benchmark
- Animal control and public information ratings exceeded national benchmarks
- Use of public transportation, walking and biking instead of driving exceeded national benchmarks

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