



**Polco**



**National Research Center**

**THE NCS™**

THE NATIONAL COMMUNITY SURVEY™

**Results for  
Arlington Heights, IL  
2023 National  
Community Survey™**





## Civic Communication & Analytics Platform

Smarter, better connected communities. A civic surveying, policy polling, and constituent communication tech platform.

**Questions about our product?**

Visit [www.polco.us](http://www.polco.us) to learn more



## Advanced Survey Science & Performance Analytics

Data insights to help communities move forward. The premiere provider of professional civic surveys and performance benchmarking analyses.

**Exclusive partners of:**



# Role of Resident Surveys in Local Governance



**Monitor trends in resident opinion**



**Measure government performance**

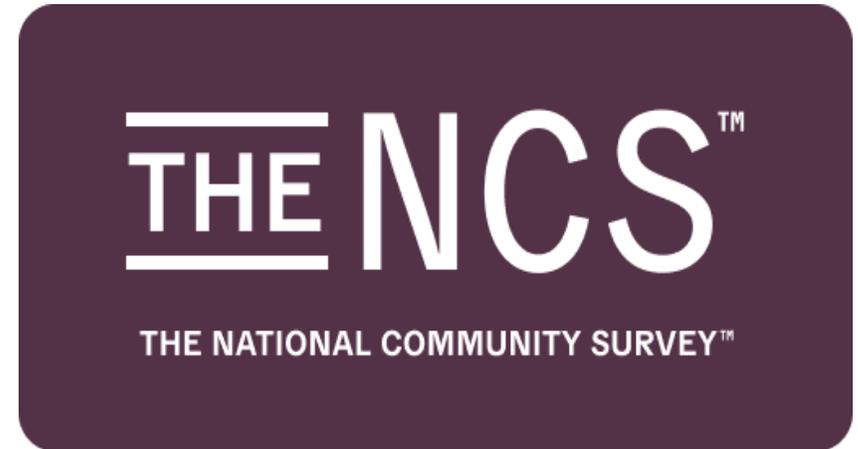


**Inform budget, land use, strategic planning decisions**



**Benchmarking to other communities**

# Facets of Community Livability



# The National Community Survey in Arlington Heights

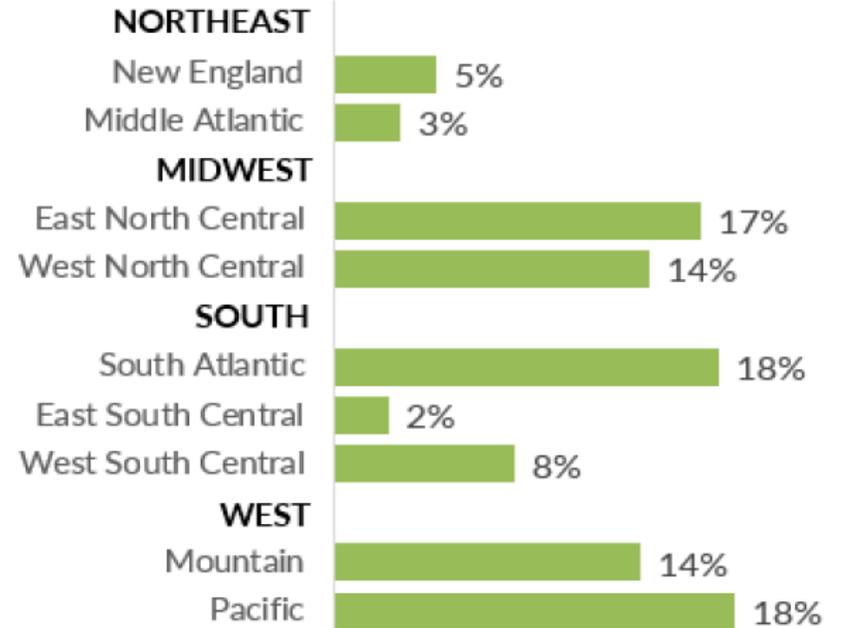
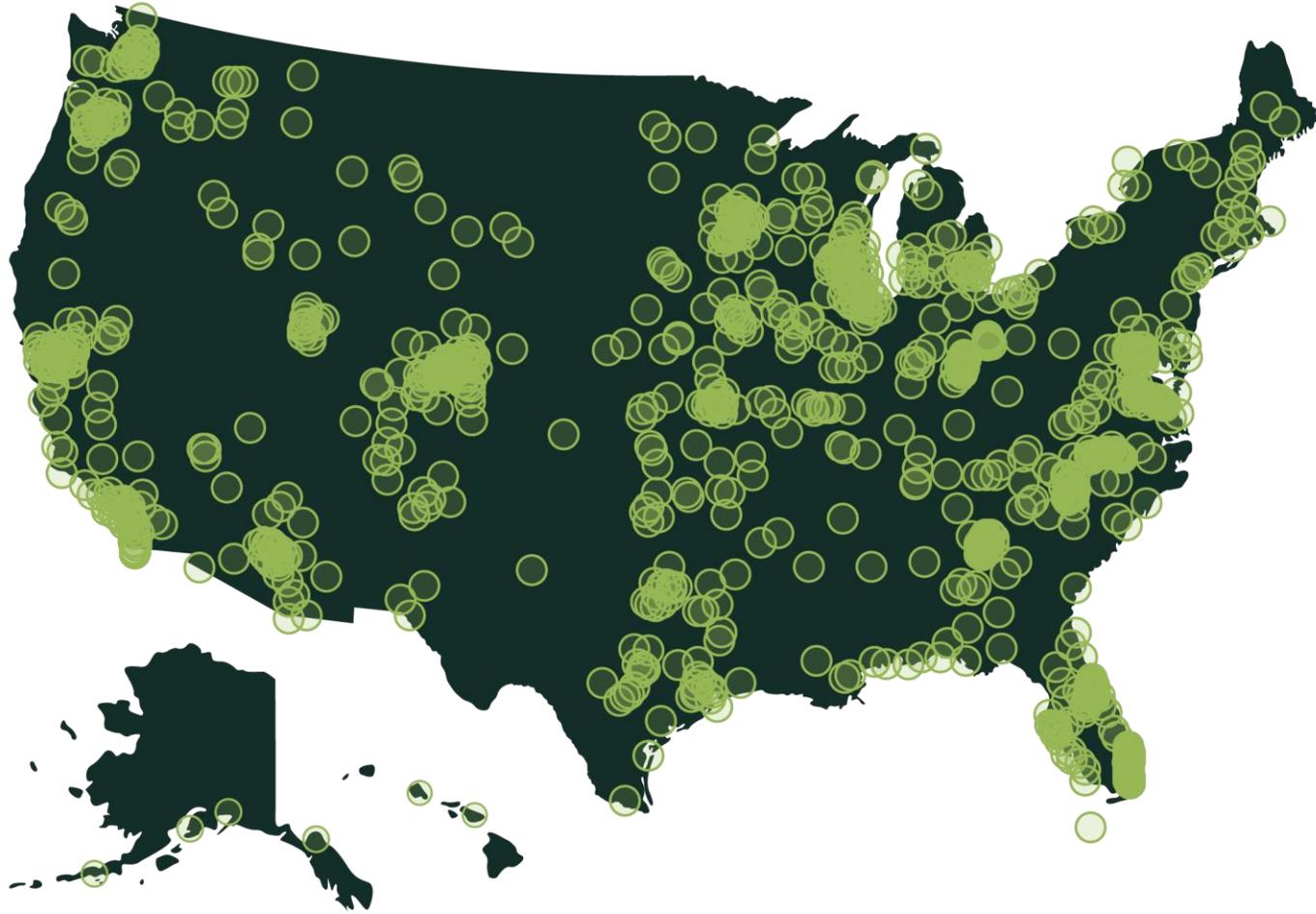


## The NCS for Arlington Heights

- First time conducting The NCS
- Survey conducted from March 24, 2023 – May 6, 2023
- Mailing approach employed:
  - Probability-based sample of 2,800 randomly selected households
  - 523 total responses received
  - 19% overall response rate
  - Non-probability, open-participation survey:  
343 responses
- Results statistically weighted to reflect Arlington Heights overall
- 95% confidence interval with a +/- 4% margin of error



# Polco's Benchmarking Database



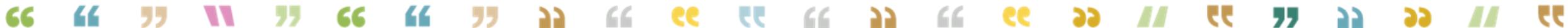
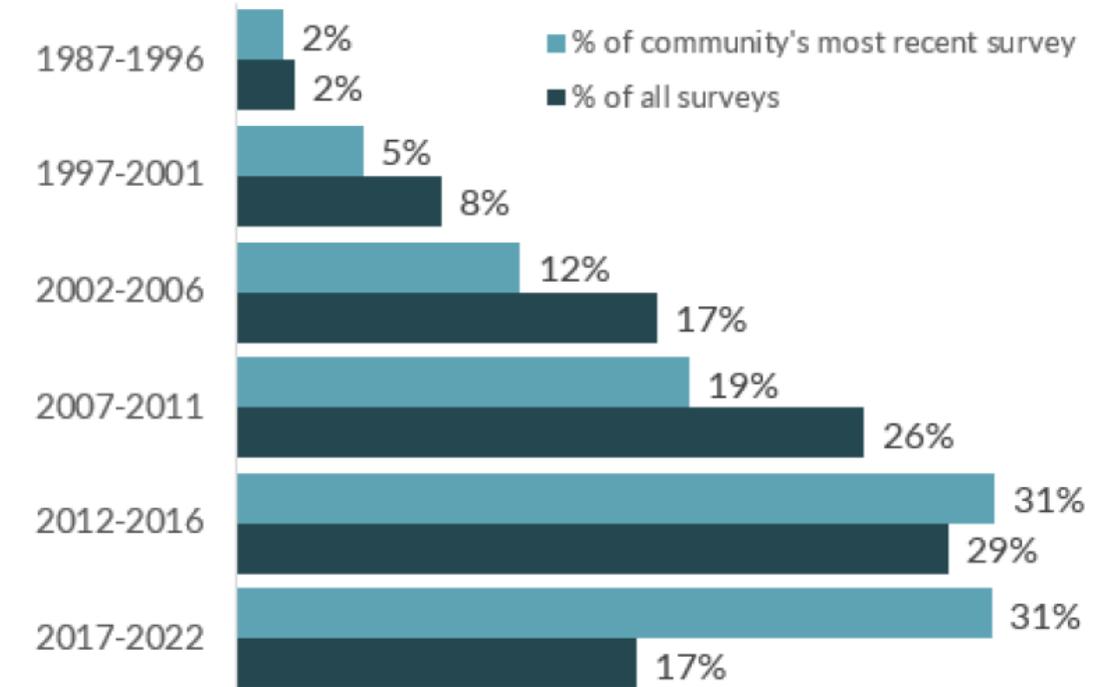
# Polco's Benchmarking Database



## Community Population by Type of Jurisdiction



## Year Surveys Were Conducted





# Overview of Survey Results





# Facets of Community Livability: Quality

COMPARISON TO NATIONAL BENCHMARK:

- Higher
- Similar
- Lower

## PERCENT EXCELLENT or GOOD



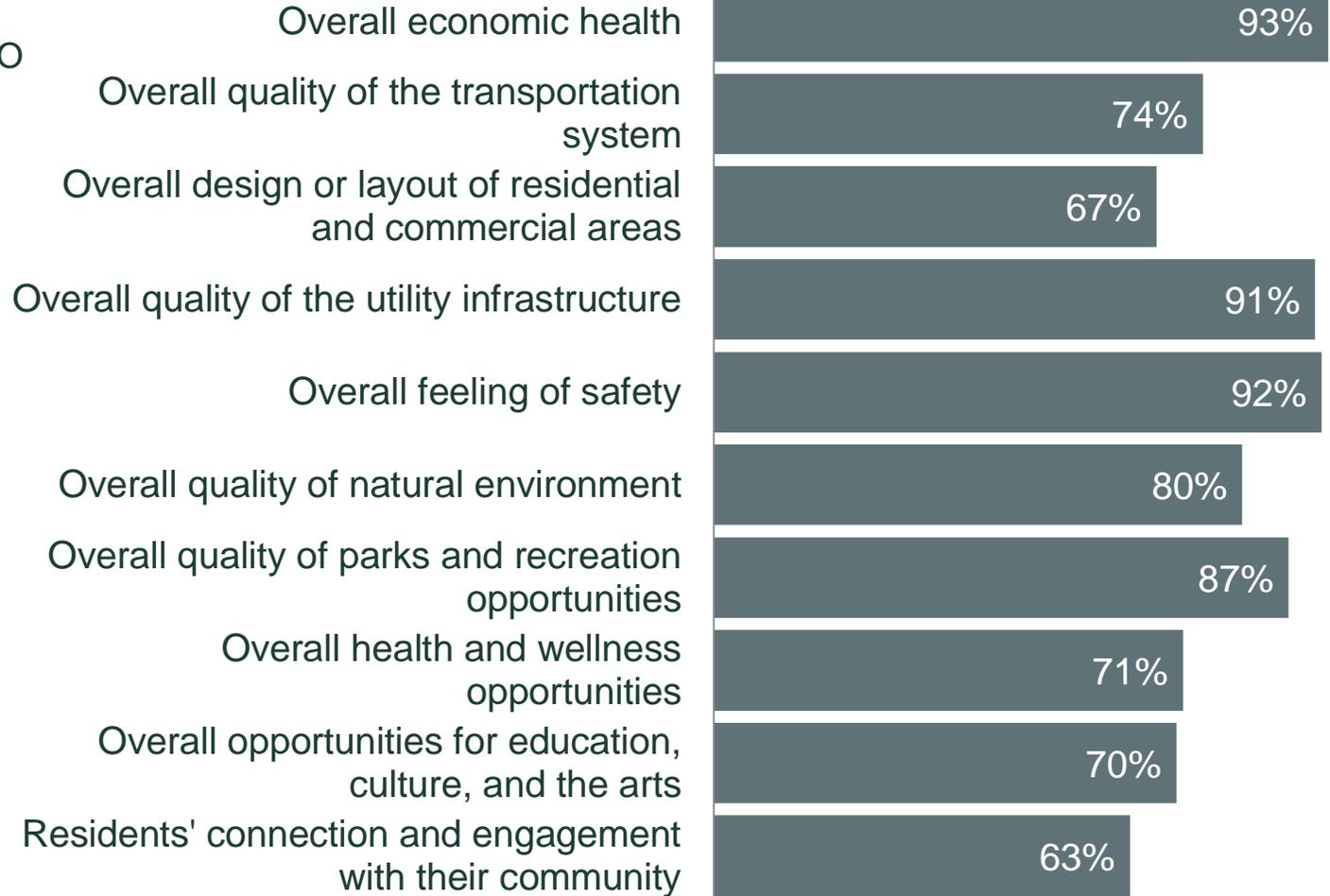


# Facets of Community Livability: Importance

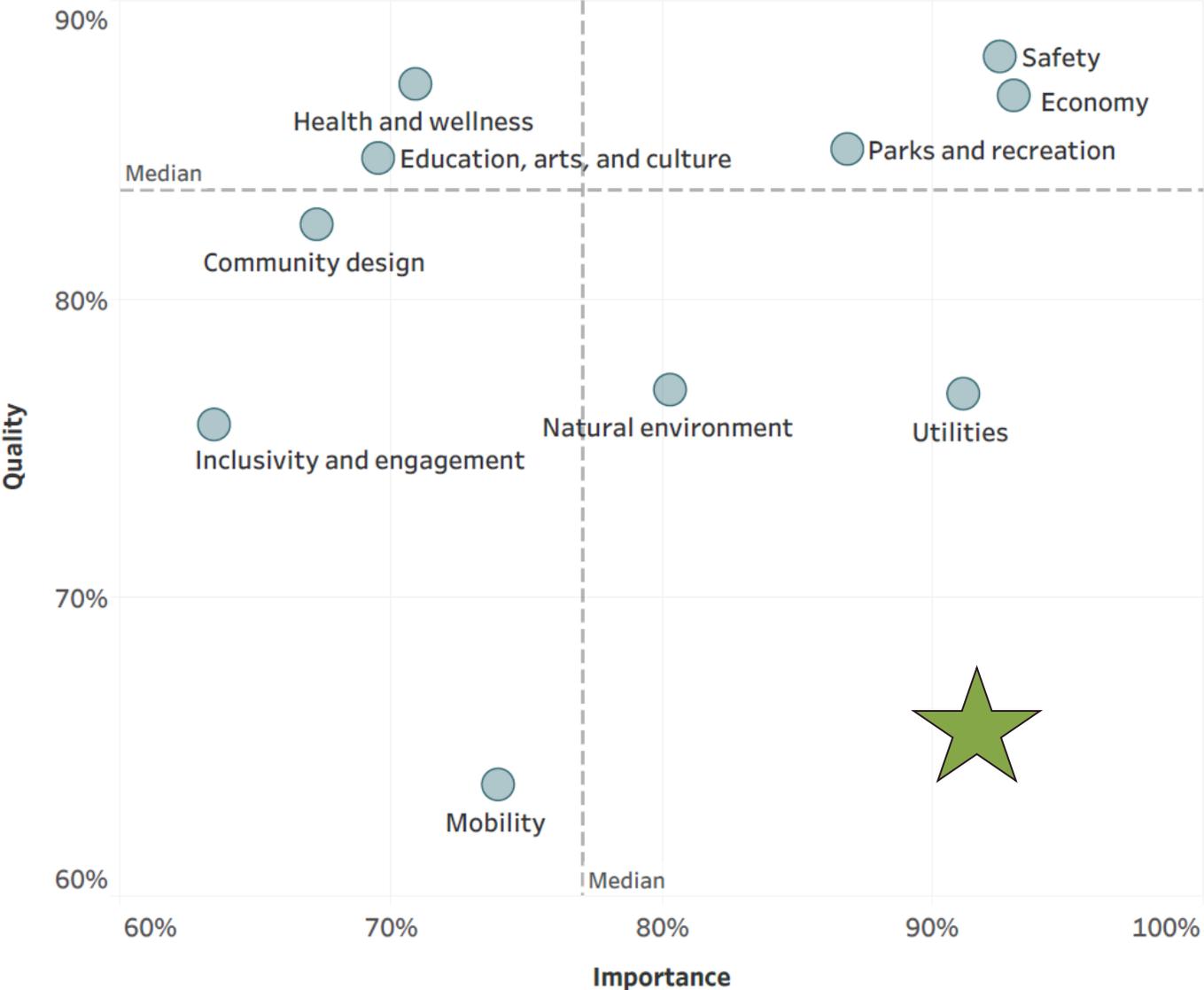
COMPARISON TO NATIONAL BENCHMARK:

- Higher
- Similar
- Lower

## PERCENT ESSENTIAL OR VERY IMPORTANT



# Balancing Quality and Importance







# Key Findings

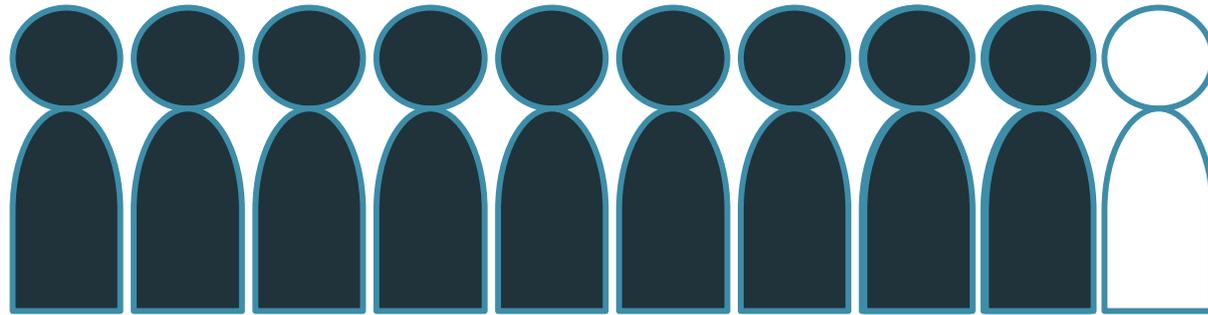


*Key Finding #1:*

**Arlington Heights residents experience a high quality of life and a strong sense of community.**



# Overall Community Quality



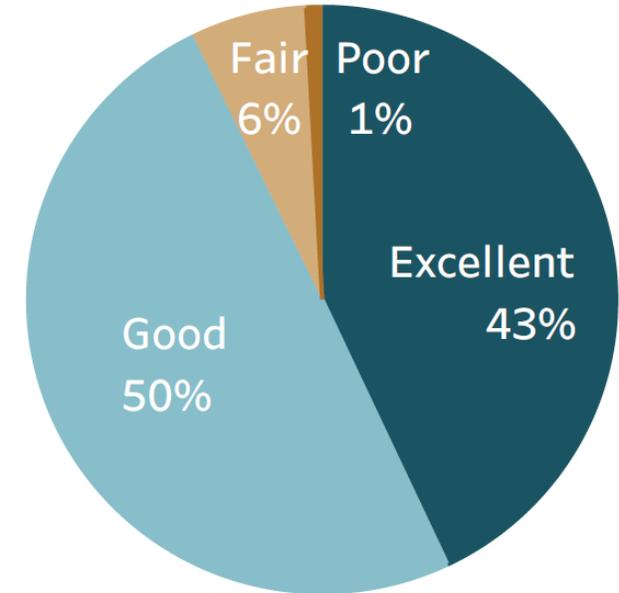
Over

## 9 in 10

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

- The overall quality of life in Arlington Heights
- Arlington Heights as a place to live
- Arlington Heights as a place to raise children

The overall quality of life in Arlington Heights



**9 in 10 residents also:**

- Would recommend living in Arlington Heights
- Plan to remain in Arlington Heights for the next 5 years



## Key Finding #2

Residents generally feel safe in Arlington Heights but continue to prioritize safety within the community.



# Safety in Arlington Heights

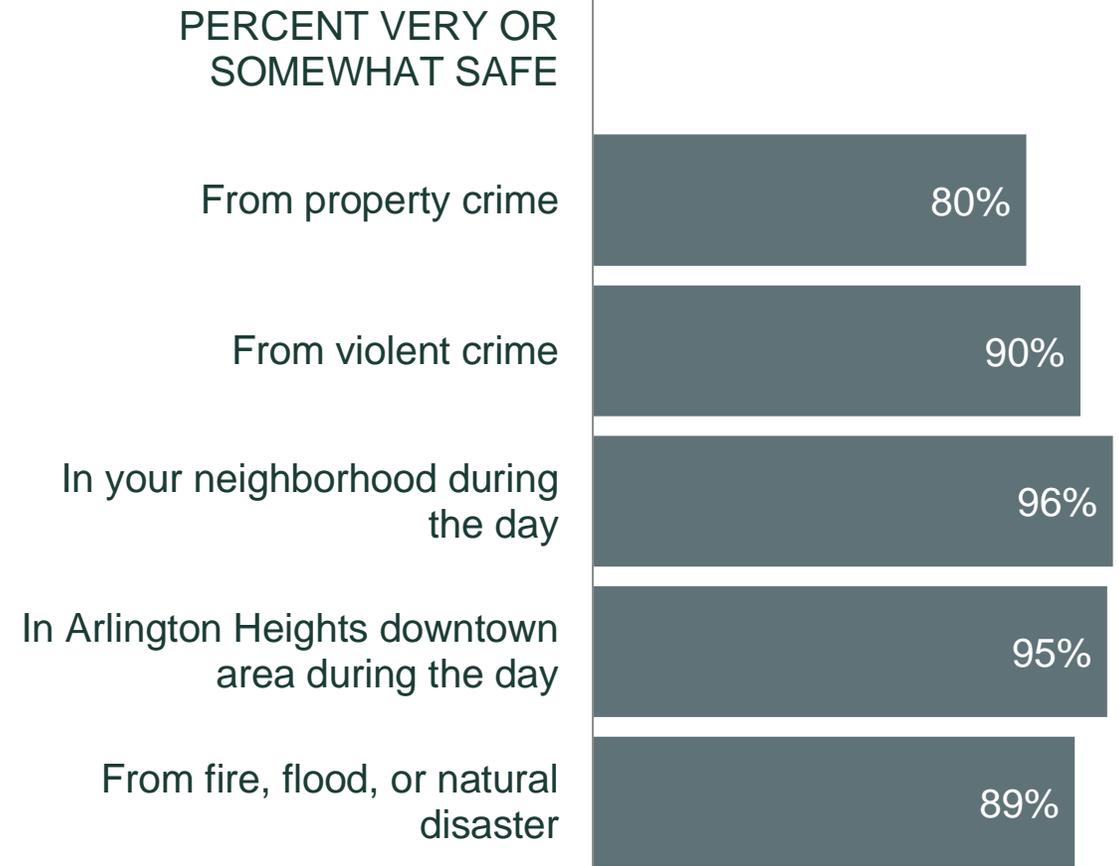


## Overall feeling of safety in Arlington Heights

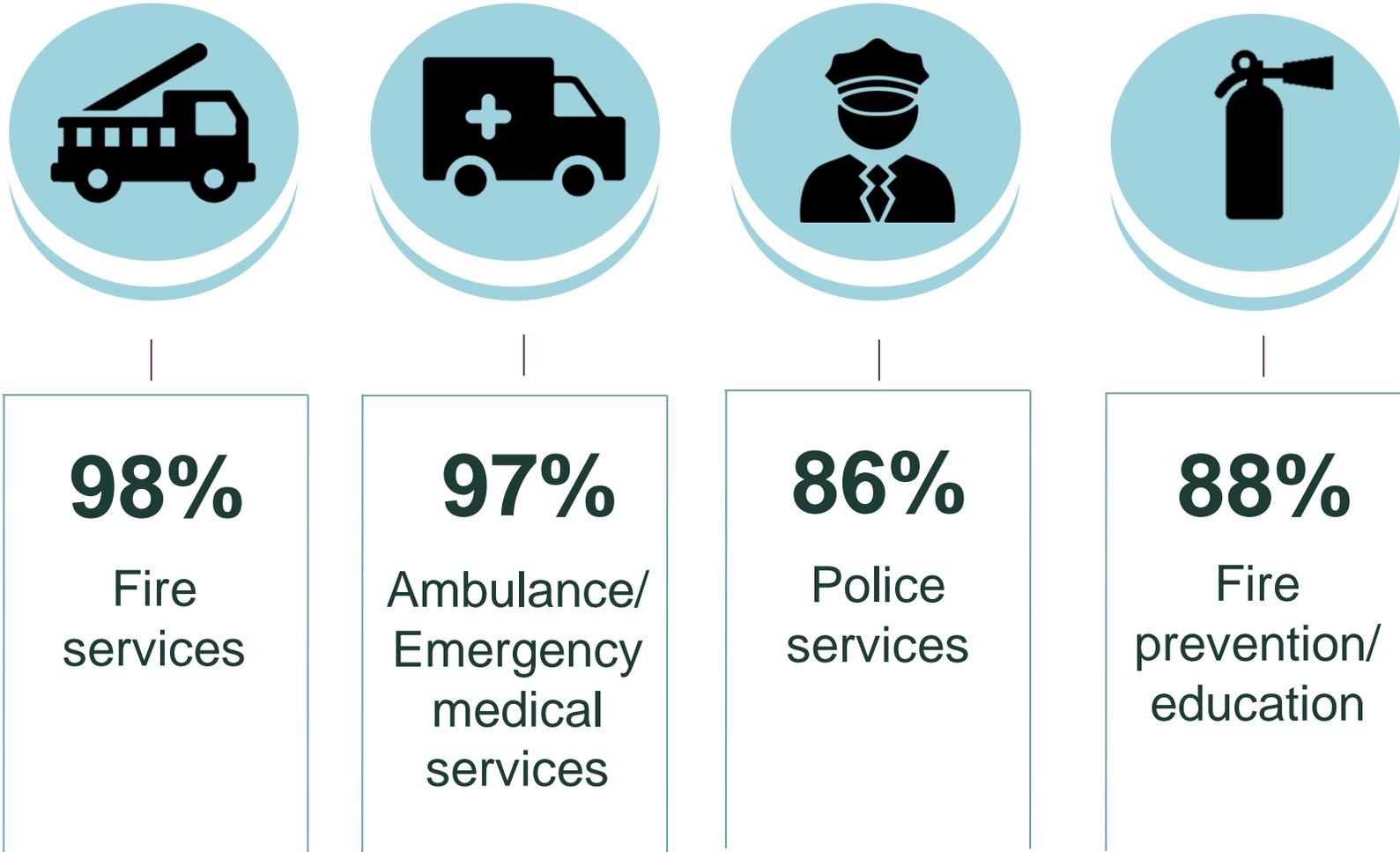


Please rate how safe or unsafe you feel:

- Higher
- Similar
- Lower



# Safety Services in Arlington Heights



Percent excellent or good  
All similar to national benchmarks



### Key Finding #3

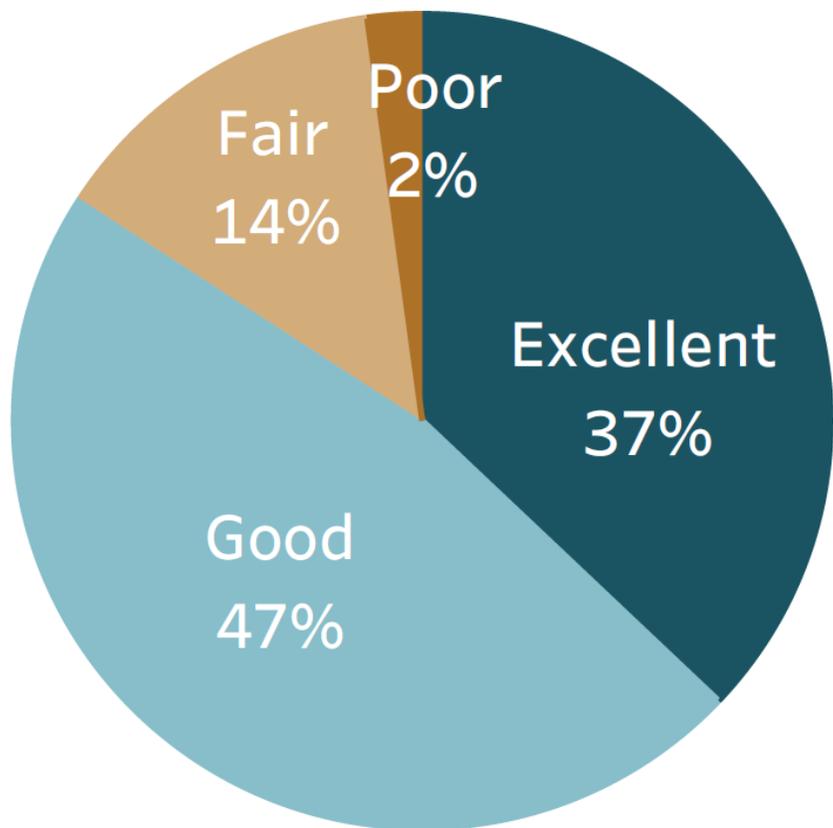
**Arlington Heights' educational and cultural opportunities are a valued aspect of the community.**



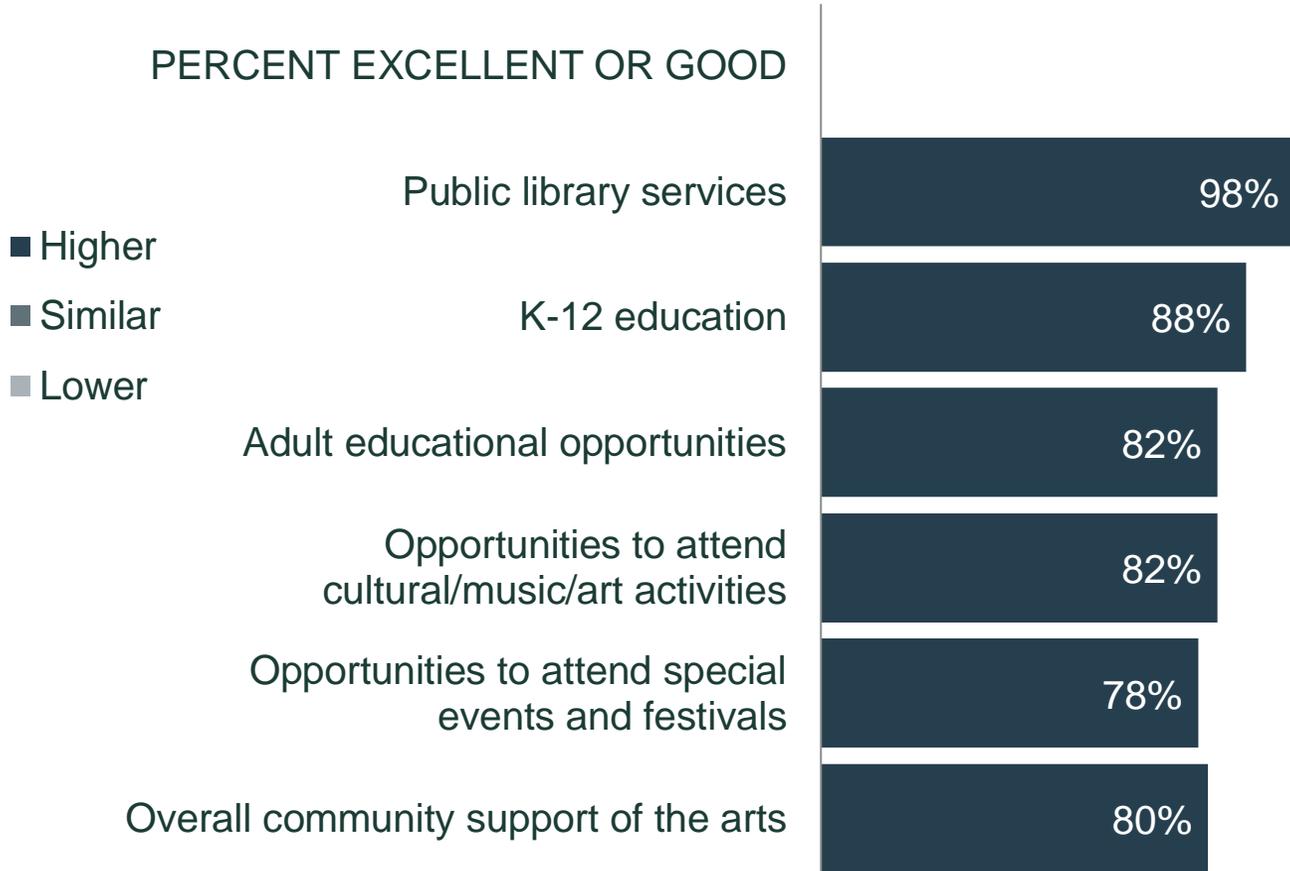
# Education, Arts, and Culture in Arlington Heights



Overall opportunities for education, culture and the arts



*Please rate each of the following in the Arlington Heights community:*



# Village Event Attendance

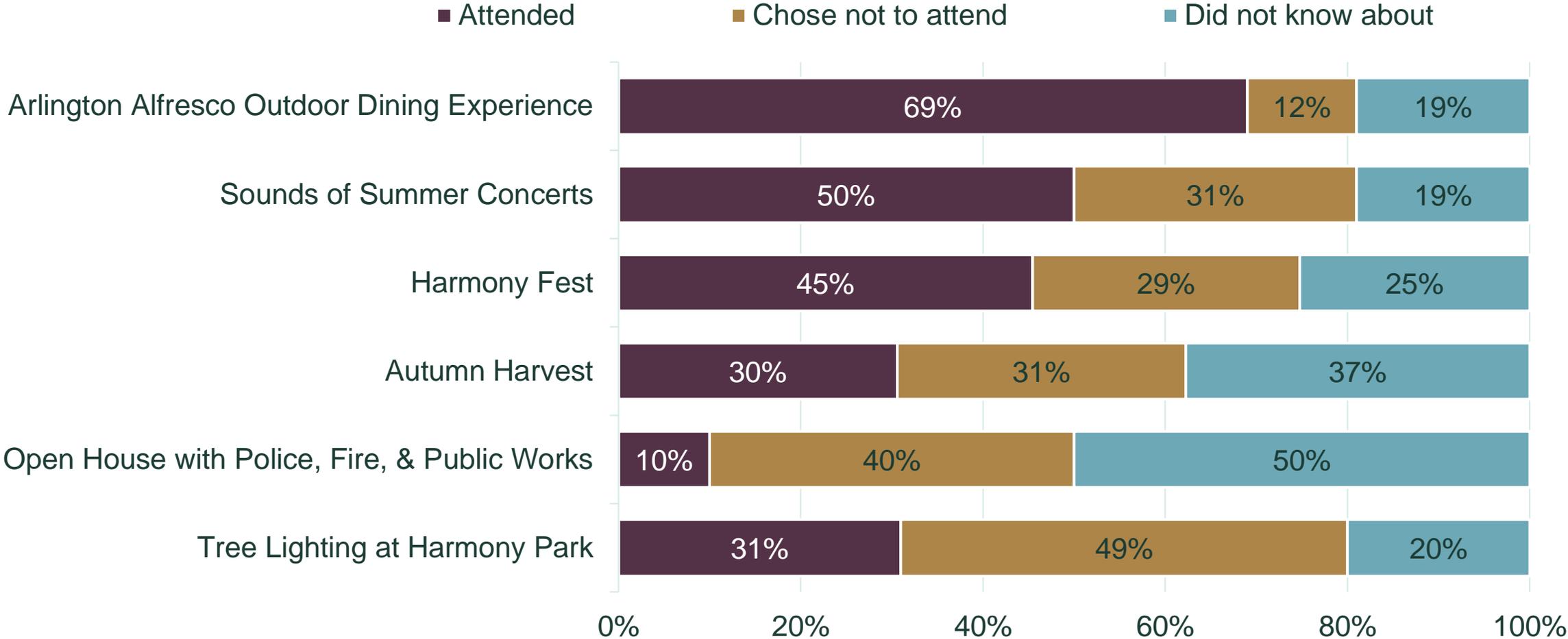
## 16. Did you attend any of the following events hosted by the Village in the last two years?

	<u>Attended</u>	<u>Chose not to attend</u>	<u>Did not know about</u>
Arlington Alfresco Outdoor Dining Experience (May – September) .....	1	2	3
Sounds of Summer Concerts (Thursdays & Fridays in mid-June – July).....	1	2	3
Harmony Fest featuring the Taste of Arlington Heights (End of September) .....	1	2	3
Autumn Harvest (First Saturday of October) .....	1	2	3
Community Open House with Police, Fire, & Public Works (Second Saturday of October) .....	1	2	3
Tree Lighting and events at Harmony Park (Friday after Thanksgiving) .....	1	2	3

# Village Event Attendance



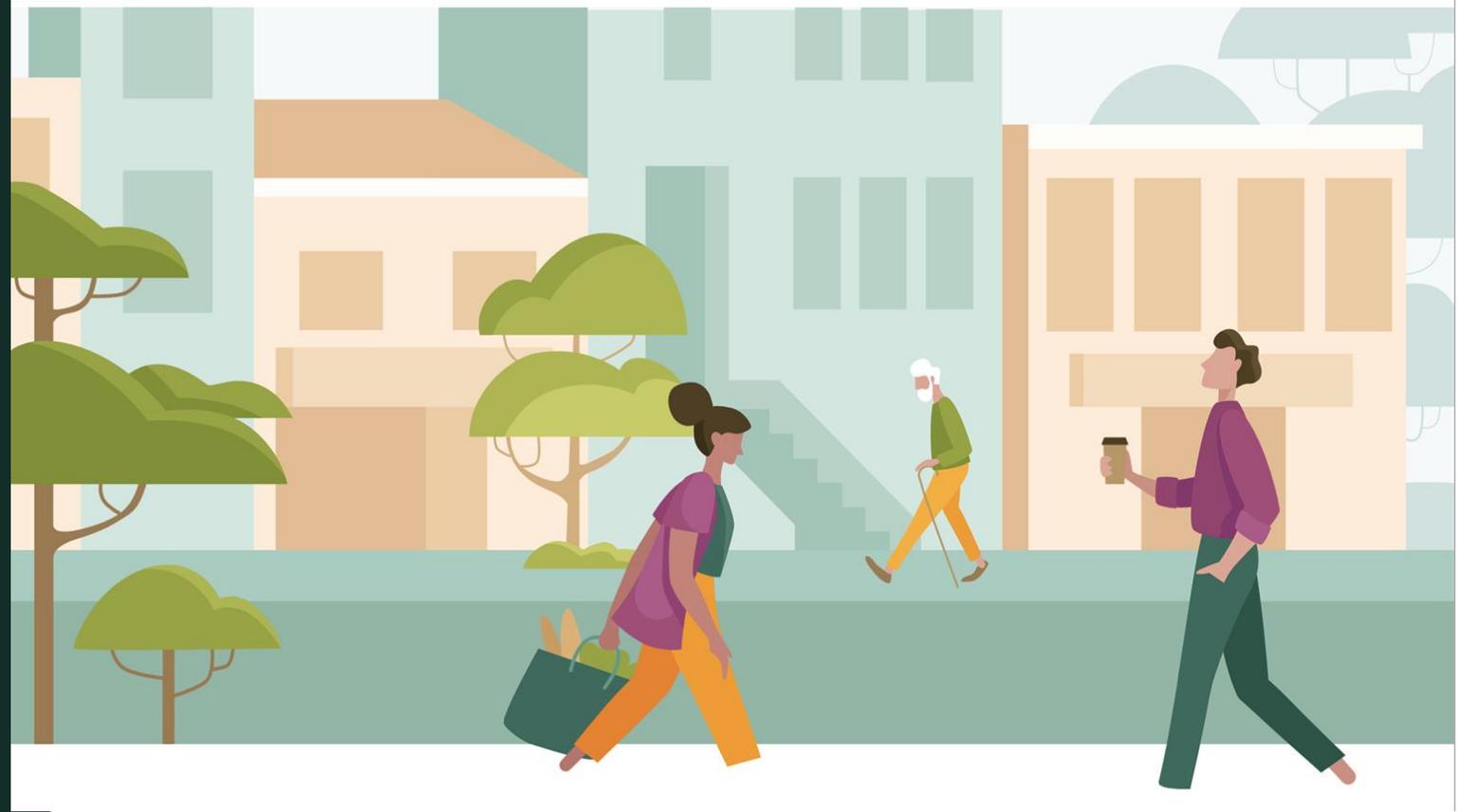
Did you attend any of the following events hosted by the Village in the last two years?





## Key Finding #4

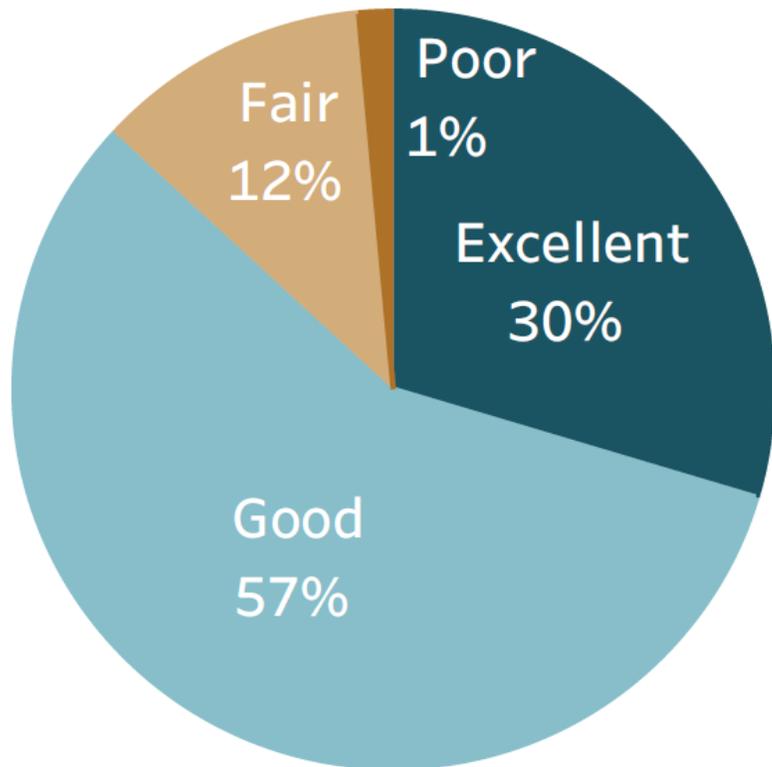
Residents appreciate many aspects of the local economy but show concern about general affordability and their own economic outlook.



# The Economy in Arlington Heights



## Overall economic health of Arlington Heights



Please rate each of the following in the Arlington Heights community:

### PERCENT EXCELLENT OR GOOD

- Higher
- Similar
- Lower

Arlington Heights as a place to work

74%

Arlington Heights as a place to visit

76%

Overall quality of business and service establishments

88%

Variety of business and service establishments

79%

Vibrancy of downtown/commercial area

87%

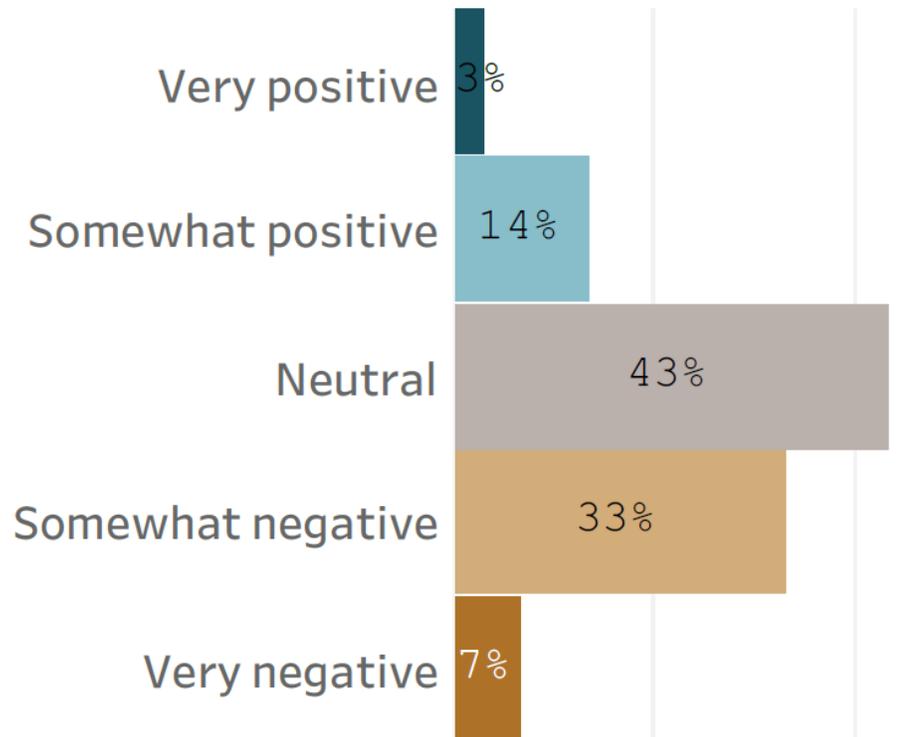
Shopping opportunities

69%

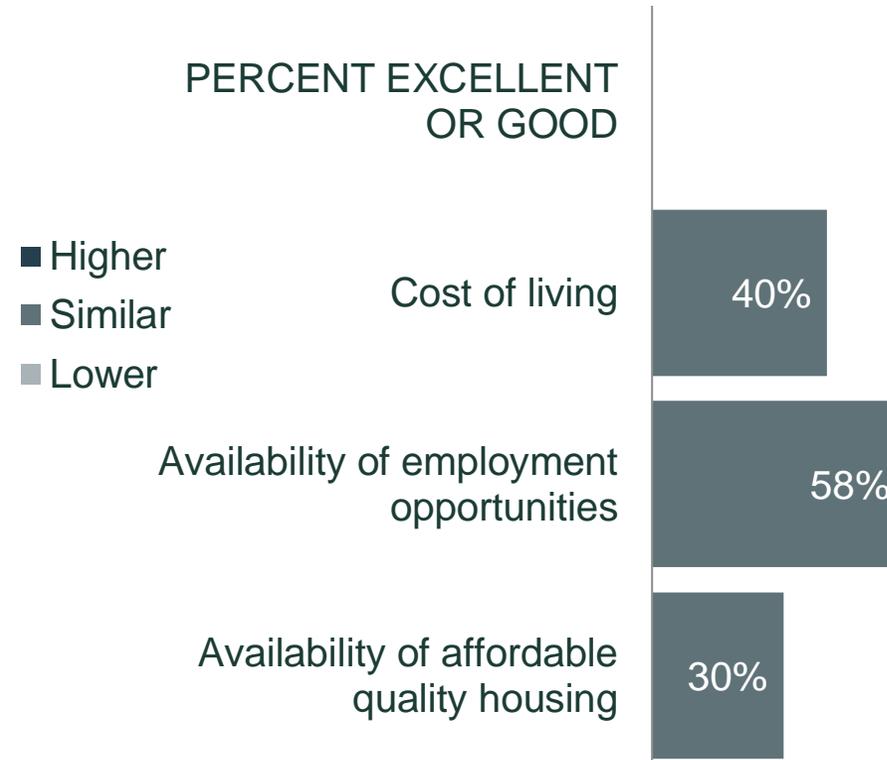
# The Economy in Arlington Heights



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:



Please rate each of the following in the Arlington Heights community:



# Arlington Park Redevelopment

**14. Have you visited the Village's Arlington Park Redevelopment webpage ([www.vah.com/arlingtonpark](http://www.vah.com/arlingtonpark)) for updates regarding this project?**

- Yes (skip to Question 16)
- No (continue to Question 15)

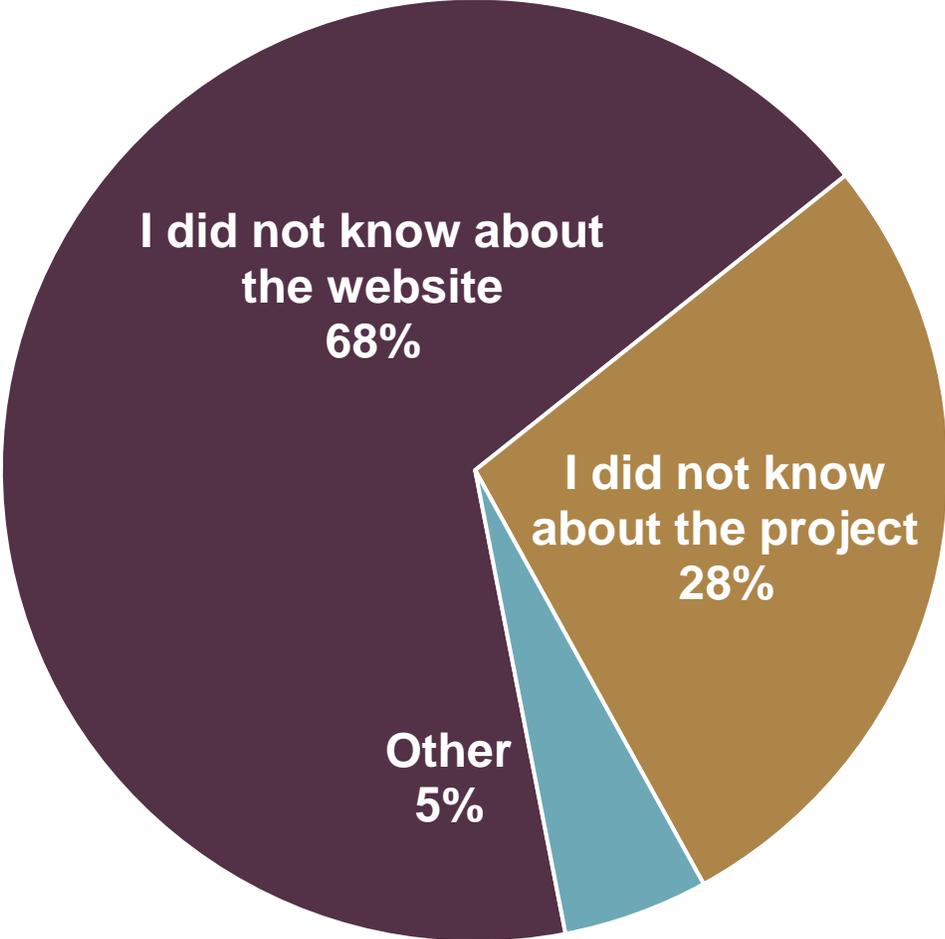
**15. If you have not visited the Village's Arlington Park Redevelopment page, why not?**

- I did not know about the website
- I did not know about the project
- Other

# Arlington Park Redevelopment



If you have not visited the Village's Arlington Park Redevelopment website, why not?





## Summary of Conclusions

- Arlington Heights residents experience a high quality of life and a strong sense of community.
- Residents generally feel safe in Arlington Heights but continue to prioritize safety within the Village.
- Arlington Heights' educational and cultural opportunities are a valued aspect of the community.
- Residents appreciate many aspects of the local economy but show concern about general affordability and their own economic outlook.



# Debriefing The Survey Results

**What findings did you expect?**

**What findings were surprising?**

**Are there areas where you need to dig deeper?**

**In what areas should you focus?**

# Continue Resident Engagement on Polco

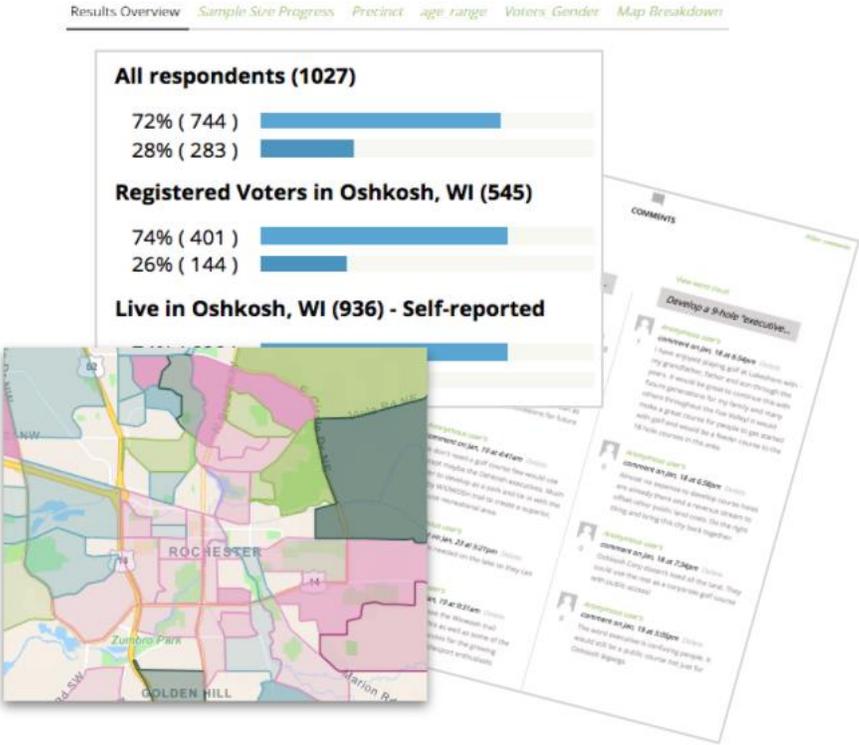
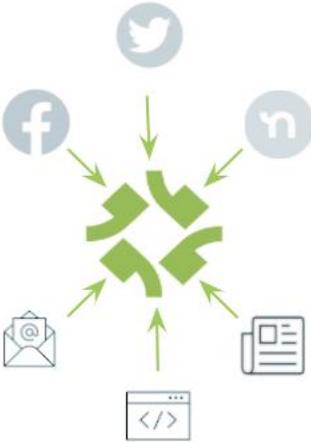


Don't let the community input and dialogue conclude with the survey.

## Post

## Share

## Analyze



- Library of professional civic content
- Easily post custom surveys & polls

- Representative samples of households
- Accumulating residents on digital panels

- Maps, trendlines and dashboards
- Advanced benchmarking analyses

# Polco Performance Dashboards



More participation



Good government



More informed participation



Data driven performance management



Better balanced participation



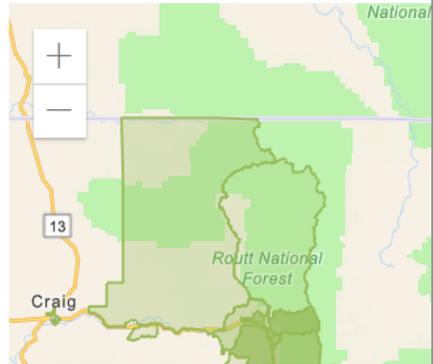
Save staff time and effort

**Polco**

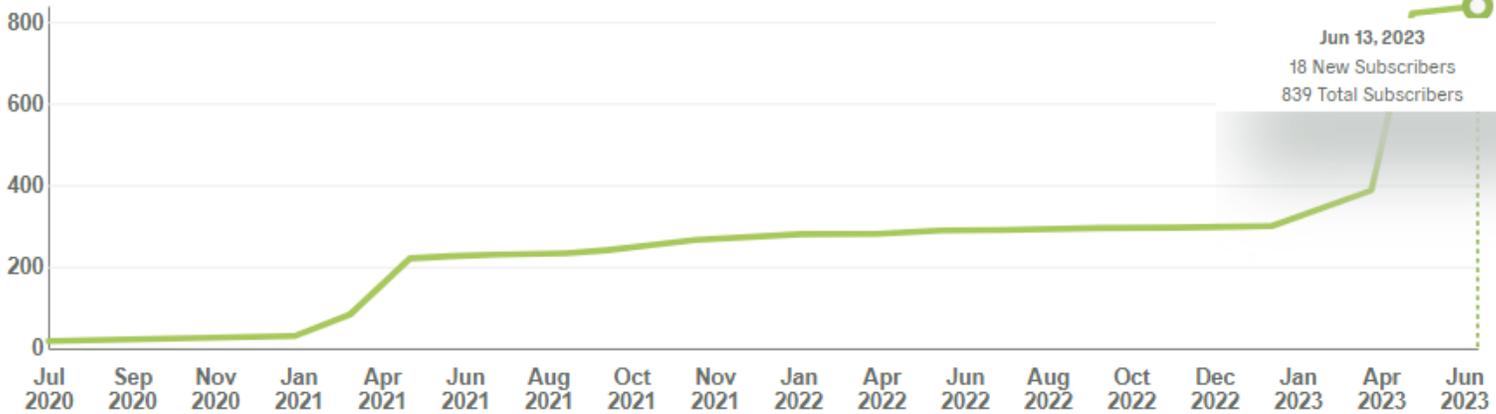
- ENGAGEMENT
- Participants**
- Content
- Outreach
- Polco Library

## Participants

### Residence of verified subscribers



### Subscriber Growth Over Time (per month)



### Total Responses

**641**

2.65%  
in the last 30 days



# Thank you!

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**Polco**



**NRC**