

THE NCSTM
The National Citizen SurveyTM

Schaumburg, IL

Trends over Time

2018



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Summary

The National Citizen Survey™ (The NCS™) is a collaborative effort between National Research Center, Inc. (NRC) and the International City/County Management Association (ICMA). The survey and its administration are standardized to assure high quality research methods and directly comparable results across The NCS communities. The NCS captures residents' opinions within the three pillars of a community (Community Characteristics, Governance and Participation) across eight central facets of community (Safety, Mobility, Natural Environment, Built Environment, Economy, Recreation and Wellness, Education and Enrichment and Community Engagement). This report discusses trends over time, comparing the 2018 ratings for the Village of Schaumburg to its previous survey results in 2014 and 2016. Additional reports and technical appendices are available under separate cover.

Trend data for Schaumburg represent important comparison data and should be examined for improvements or declines. Deviations from stable trends over time, especially, represent opportunities for understanding how local policies, programs or public information may have affected residents' opinions.

Meaningful differences between survey years have been noted within the following tables as being "higher" or "lower" if the differences are greater than seven percentage points between the 2014 and 2018 surveys, otherwise the comparisons between 2016 and 2018 are noted as being "similar." Additionally, benchmark comparisons for all survey years are presented for reference. Changes in the benchmark comparison over time can be impacted by various trends, including varying survey cycles for the individual communities that comprise the benchmarks, regional and national economic or other events, as well as emerging survey methodologies.

Overall, ratings in Schaumburg for 2018 generally remained stable. Of the 128 items for which comparisons were available, 110 items were rated similarly in 2014 and 2018, four items showed a decrease in ratings and 14 showed an increase in ratings. Notable trends over time included the following:

- Several ratings within the facet of Mobility increased since 2014. These included ease of travel by public transportation, street repair, snow removal, and sidewalk maintenance, among others.
- Ratings for two Education and Enrichment-related aspects (K-12 education and adult educational opportunities) increased from 2014 to 2018.
- In Safety, evaluations for crime prevention and animal control improved since 2014.
- Residents in 2018 were more likely than in 2014 to give positive ratings to garbage collection in Schaumburg. They were also more likely in 2018 to have recycled at home.
- Two measures related to Recreation and Wellness, availability of affordable quality mental health care and preventive health services, declined since 2014. The proportion of residents who had attended a Village-sponsored event also declined.

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Table 1: Community Characteristics General

| | Percent rating positively (e.g., excellent/good) | | | 2018 rating compared to 2014 | Comparison to benchmark | | |
|-------------------------|--|------|------|------------------------------|-------------------------|---------|---------|
| | 2014 | 2016 | 2018 | | 2014 | 2016 | 2018 |
| Overall quality of life | 86% | 90% | 91% | Similar | Similar | Similar | Similar |
| Overall image | 89% | 91% | 91% | Similar | Similar | Higher | Higher |
| Place to live | 95% | 95% | 93% | Similar | Similar | Similar | Similar |
| Neighborhood | 87% | 92% | 88% | Similar | Similar | Similar | Similar |
| Place to raise children | 86% | 93% | 92% | Similar | Similar | Higher | Higher |
| Place to retire | 56% | 62% | 64% | Higher | Similar | Similar | Similar |
| Overall appearance | 88% | 92% | 90% | Similar | Similar | Higher | Higher |

Table 2: Community Characteristics by Facet

| | | Percent rating positively (e.g., excellent/good, very/somewhat safe) | | | 2018 rating compared to 2014 | Comparison to benchmark | | |
|--------------------------|--|--|------|------|------------------------------|-------------------------|-------------|-------------|
| | | 2014 | 2016 | 2018 | | 2014 | 2016 | 2018 |
| Safety | Overall feeling of safety | 88% | 91% | 91% | Similar | Similar | Similar | Similar |
| | Safe in neighborhood | 95% | 97% | 95% | Similar | Similar | Similar | Similar |
| | Safe in Schaumburg's Woodfield Area | 90% | 91% | 90% | Similar | Similar | Similar | Similar |
| Mobility | Overall ease of travel | 82% | 84% | 80% | Similar | Similar | Similar | Similar |
| | Paths and walking trails | 67% | 77% | 71% | Similar | Similar | Higher | Similar |
| | Ease of walking | 64% | 75% | 68% | Similar | Similar | Similar | Similar |
| | Travel by bicycle | 56% | 68% | 59% | Similar | Similar | Higher | Similar |
| | Travel by public transportation | 32% | 40% | 42% | Higher | Similar | Similar | Similar |
| | Travel by car | 71% | 76% | 72% | Similar | Similar | Similar | Similar |
| | Traffic flow | 58% | 54% | 57% | Similar | Similar | Similar | Similar |
| | Overall natural environment | 88% | 88% | 85% | Similar | Similar | Similar | Similar |
| Natural Environment | Cleanliness | 89% | 91% | 89% | Similar | Similar | Higher | Similar |
| | Air quality | 83% | 80% | 83% | Similar | Similar | Similar | Similar |
| | Overall built environment | 80% | 87% | 84% | Similar | Higher | Higher | Higher |
| Built Environment | New development in Schaumburg | 68% | 79% | 74% | Similar | Similar | Higher | Higher |
| | Affordable quality housing | 52% | 58% | 46% | Similar | Similar | Higher | Similar |
| | Housing options | 76% | 78% | 67% | Lower | Higher | Higher | Higher |
| | Public places | 80% | 84% | 80% | Similar | Similar | Higher | Similar |
| | Overall economic health | 80% | 85% | 86% | Similar | Higher | Higher | Higher |
| | Vibrant commercial area | 82% | 85% | 81% | Similar | Much higher | Much higher | Much higher |
| | Business and services | 82% | 84% | 87% | Similar | Higher | Higher | Higher |
| Economy | Cost of living | 43% | 48% | 36% | Similar | Similar | Similar | Similar |
| | Shopping opportunities | 94% | 94% | 93% | Similar | Much higher | Much higher | Much higher |
| | Employment opportunities | 69% | 68% | 71% | Similar | Much higher | Much higher | Much higher |
| | Place to visit | 76% | 84% | 77% | Similar | Similar | Higher | Similar |
| | Place to work | 86% | 91% | 87% | Similar | Higher | Higher | Much higher |
| | Health and wellness | 86% | 86% | 84% | Similar | Similar | Higher | Higher |
| | Mental health care | 72% | 67% | 64% | Lower | Higher | Higher | Higher |
| | Preventive health services | 83% | 78% | 73% | Lower | Higher | Higher | Similar |
| Recreation and Wellness | Health care | 80% | 77% | 78% | Similar | Higher | Higher | Higher |
| | Food | 87% | 80% | 83% | Similar | Higher | Higher | Higher |
| | Recreational opportunities | 79% | 84% | 80% | Similar | Similar | Higher | Higher |
| | Fitness opportunities | 86% | 85% | 85% | Similar | Higher | Higher | Higher |
| | Education and enrichment opportunities | 84% | 91% | 87% | Similar | Similar | Higher | Higher |
| Education and Enrichment | Religious or spiritual events and activities | 83% | 81% | 87% | Similar | Similar | Similar | Similar |
| | Cultural/arts/music activities | 80% | 77% | 73% | Similar | Higher | Higher | Higher |
| | Adult education | 78% | 77% | 86% | Higher | Higher | Higher | Higher |

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| | | Percent rating positively (e.g., excellent/good, very/somewhat safe) | | | 2018 rating compared to 2014 | Comparison to benchmark | | |
|----------------------|---|--|------|------|------------------------------|-------------------------|---------|---------|
| | | 2014 | 2016 | 2018 | | 2014 | 2016 | 2018 |
| Community Engagement | K-12 education | 84% | 91% | 93% | Higher | Higher | Higher | Higher |
| | Child care/preschool | 70% | 80% | 76% | Similar | Higher | Higher | Higher |
| | Social events and activities | 66% | 76% | 72% | Similar | Similar | Higher | Similar |
| | Neighborliness | 65% | 72% | 66% | Similar | Similar | Similar | Similar |
| | Openness and acceptance | 76% | 77% | 75% | Similar | Similar | Higher | Similar |
| | Opportunities to participate in community matters | 69% | 71% | 70% | Similar | Similar | Similar | Similar |
| | Opportunities to volunteer | 74% | 77% | 77% | Similar | Similar | Similar | Similar |

Table 3: Governance General

| | Percent rating positively (e.g., excellent/good) | | | 2018 rating compared to 2014 | Comparison to benchmark | | |
|---|--|------|------|------------------------------|-------------------------|---------|---------|
| | 2014 | 2016 | 2018 | | 2014 | 2016 | 2018 |
| Services provided by Schaumburg | 87% | 87% | 86% | Similar | Similar | Higher | Higher |
| Customer service | 85% | 83% | 81% | Similar | Similar | Similar | Similar |
| Value of services for taxes paid | 56% | 55% | 57% | Similar | Similar | Similar | Similar |
| Overall direction | 71% | 72% | 72% | Similar | Similar | Higher | Similar |
| Welcoming citizen involvement | 58% | 62% | 60% | Similar | Similar | Similar | Similar |
| Confidence in Village government | 64% | 67% | 66% | Similar | Similar | Higher | Higher |
| Acting in the best interest of Schaumburg | 67% | 74% | 72% | Similar | Similar | Higher | Higher |
| Being honest | 69% | 68% | 69% | Similar | Similar | Higher | Similar |
| Treating all residents fairly | 68% | 70% | 65% | Similar | Similar | Higher | Similar |
| Services provided by the Federal Government | 43% | 32% | 38% | Similar | Similar | Similar | Similar |

Table 4: Governance by Facet

| | | Percent rating positively (e.g., excellent/good) | | | 2018 rating compared to 2014 | Comparison to benchmark | | |
|---------------------|-------------------------------|--|------|------|------------------------------|-------------------------|---------|---------|
| | | 2014 | 2016 | 2018 | | 2014 | 2016 | 2018 |
| Safety | Police | 81% | 87% | 86% | Similar | Similar | Similar | Similar |
| | Fire | 92% | 95% | 95% | Similar | Similar | Similar | Similar |
| | Ambulance/EMS | 92% | 94% | 94% | Similar | Similar | Similar | Similar |
| | Crime prevention | 79% | 81% | 86% | Higher | Similar | Similar | Higher |
| | Fire prevention | 83% | 85% | 89% | Similar | Similar | Similar | Similar |
| | Animal control | 66% | 66% | 77% | Higher | Similar | Similar | Similar |
| | Emergency preparedness | 68% | 74% | 75% | Similar | Similar | Similar | Similar |
| Mobility | Traffic enforcement | 72% | 80% | 75% | Similar | Similar | Similar | Similar |
| | Street repair | 48% | 58% | 55% | Higher | Similar | Similar | Similar |
| | Street cleaning | 67% | 72% | 71% | Similar | Similar | Similar | Similar |
| | Street lighting | 77% | 77% | 82% | Similar | Similar | Higher | Higher |
| | Snow removal | 64% | 69% | 73% | Higher | Similar | Similar | Similar |
| | Sidewalk maintenance | 63% | 63% | 71% | Higher | Similar | Similar | Higher |
| | Traffic signal timing | 59% | 59% | 67% | Higher | Similar | Similar | Higher |
| Natural Environment | Bus or transit services | 52% | 59% | 63% | Higher | Similar | Similar | Similar |
| | Garbage collection | 83% | 85% | 90% | Higher | Similar | Similar | Similar |
| | Recycling | 83% | 82% | 87% | Similar | Similar | Similar | Similar |
| | Yard waste pick-up | 86% | 85% | 88% | Similar | Similar | Similar | Higher |
| | Drinking water | 83% | 75% | 80% | Similar | Similar | Similar | Similar |
| | Natural areas preservation | 80% | 79% | 83% | Similar | Higher | Higher | Higher |
| | Open space | 72% | 73% | 76% | Similar | Similar | Similar | Higher |
| Built Environment | Storm drainage | 75% | 78% | 73% | Similar | Similar | Higher | Higher |
| | Sewer services | 86% | 83% | 86% | Similar | Similar | Similar | Similar |
| | Electric utility | NA | NA | 84% | NA | NA | NA | Similar |
| | Water/sewer billing | 71% | NA | 73% | Similar | Similar | NA | Similar |
| | Land use, planning and zoning | 77% | 75% | 74% | Similar | Higher | Higher | Higher |

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| | | Percent rating positively (e.g., excellent/good) | | | 2018 rating compared to 2014 | Comparison to benchmark | | |
|--------------------------|----------------------|--|------|------|------------------------------|-------------------------|---------|---------|
| | | 2014 | 2016 | 2018 | | 2014 | 2016 | 2018 |
| Economy | Code enforcement | 73% | 74% | 72% | Similar | Higher | Higher | Higher |
| | Cable television | 62% | 65% | 61% | Similar | Similar | Similar | Similar |
| | Economic development | 75% | 76% | 81% | Similar | Higher | Higher | Higher |
| Recreation and Wellness | Park District parks | 90% | 89% | 93% | Similar | Similar | Similar | Higher |
| | Health services | 84% | 80% | 86% | Similar | Higher | Similar | Higher |
| Education and Enrichment | Special events | 77% | 79% | 79% | Similar | Similar | Similar | Higher |
| | Public libraries | 95% | 95% | 96% | Similar | Higher | Higher | Higher |
| Community Engagement | Public information | 81% | 87% | 86% | Similar | Similar | Higher | Higher |

Table 5: Participation General

| | Percent rating positively (e.g., always/sometimes, more than once a month, yes) | | | 2018 rating compared to 2014 | Comparison to benchmark | | |
|--------------------------------|---|------|------|------------------------------|-------------------------|---------|---------|
| | 2014 | 2016 | 2018 | | 2014 | 2016 | 2018 |
| Sense of community | 63% | 72% | 67% | Similar | Similar | Similar | Similar |
| Recommend Schaumburg | 94% | 95% | 91% | Similar | Similar | Similar | Similar |
| Remain in Schaumburg | 80% | 89% | 83% | Similar | Similar | Similar | Similar |
| Contacted Schaumburg employees | 48% | 42% | 49% | Similar | Similar | Similar | Similar |

Table 6: Participation by Facet

| | | Percent rating positively (e.g., always/sometimes, more than once a month, yes) | | | 2018 rating compared to 2014 | Comparison to benchmark | | |
|--------------------------|--|---|------|------|------------------------------|-------------------------|-------------|------------|
| | | 2014 | 2016 | 2018 | | 2014 | 2016 | 2018 |
| Safety | Stocked supplies for an emergency | 25% | 16% | 19% | Similar | Lower | Much lower | Lower |
| | Did NOT report a crime | 86% | 87% | 86% | Similar | Similar | Similar | Similar |
| | Was NOT the victim of a crime | 91% | 94% | 93% | Similar | Similar | Similar | Similar |
| Mobility | Used public transportation instead of driving | 20% | 25% | 16% | Similar | Lower | Similar | Similar |
| | Carpooled instead of driving alone | 37% | 36% | 37% | Similar | Similar | Similar | Similar |
| | Walked or biked instead of driving | 55% | 56% | 60% | Similar | Similar | Similar | Similar |
| Natural Environment | Conserved water | 73% | 79% | 75% | Similar | Similar | Similar | Similar |
| | Made home more energy efficient | 81% | 80% | 77% | Similar | Similar | Similar | Similar |
| | Recycled at home | 85% | 89% | 93% | Higher | Similar | Similar | Similar |
| Built Environment | Did NOT observe a code violation | 67% | 73% | 68% | Similar | Higher | Much higher | Higher |
| | NOT under housing cost stress | 62% | 63% | 65% | Similar | Similar | Similar | Similar |
| Economy | Purchased goods or services in Schaumburg | 98% | 98% | 96% | Similar | Similar | Similar | Similar |
| | Economy will have positive impact on income | 33% | 24% | 37% | Similar | Higher | Similar | Similar |
| | Work in Schaumburg | 23% | 25% | 31% | Higher | Much lower | Lower | Lower |
| Recreation and Wellness | Used the Park District's recreation centers | 60% | 68% | 66% | Similar | Similar | Higher | Similar |
| | Visited a neighborhood or community park | 80% | 84% | 83% | Similar | Similar | Similar | Similar |
| | Ate 5 portions of fruits and vegetables | 82% | 89% | 85% | Similar | Similar | Similar | Similar |
| | Participated in moderate or vigorous physical activity | 82% | 90% | 81% | Similar | Similar | Similar | Similar |
| | In very good to excellent health | 57% | 66% | 63% | Similar | Similar | Similar | Similar |
| Education and Enrichment | Used Schaumburg Township District Library | 77% | 71% | 75% | Similar | Similar | Similar | Higher |
| | Attended a Village-sponsored event | 55% | 68% | 35% | Lower | Similar | Higher | Much lower |
| Community Engagement | Campaigned for an issue, cause or candidate | 15% | 12% | 13% | Similar | Similar | Lower | Lower |

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| | Percent rating positively (e.g., always/sometimes, more than once a month, yes) | | | 2018 rating compared to 2014 | Comparison to benchmark | | |
|--|---|------|------|------------------------------|-------------------------|---------|---------|
| | 2014 | 2016 | 2018 | | 2014 | 2016 | 2018 |
| Contacted Schaumburg elected officials | 12% | 10% | 11% | Similar | Similar | Similar | Similar |
| Volunteered | 24% | 25% | 28% | Similar | Lower | Lower | Lower |
| Participated in a club | 16% | 16% | 15% | Similar | Lower | Lower | Lower |
| Talked to or visited with neighbors | 88% | 88% | 83% | Similar | Similar | Similar | Similar |
| Done a favor for a neighbor | 72% | 73% | 71% | Similar | Lower | Similar | Lower |
| Attended a local public meeting | 11% | 16% | 12% | Similar | Lower | Similar | Lower |
| Read or watched local news | 87% | 80% | 81% | Similar | Similar | Similar | Similar |
| Voted in local elections | 77% | 76% | 75% | Similar | Similar | Similar | Similar |