THE GALLUP ORGANIZATION

PRINCETON

Long Grove, Illinois

Community Study
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Presented by
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Summary of Findings

Satisfaction with the Quality of Life and Services

- Long Grove residents are quite satisfied with the quality of life in the Village. Nearly half (48%) rated the overall quality of life as "excellent," while nearly nine out of ten (86%) rated the quality of life as either good (i.e., a "4" rating) or excellent (i.e., a "5" rating). Only 3% reported dissatisfaction with the quality of life in Long Grove.
- None of the seventy-nine (79) respondents over the age of 55 indicated that he or she is dissatisfied with the quality of life in Long Grove.
- While residents generally enjoy a high quality of life, only about half (49%) consider themselves "satisfied" with the services provided to residents living in the Village. About one in five (22%) considers himself or herself dissatisfied with the Village's services.
- Respondents 55 years of age or older demonstrated greater satisfaction with services than did those who are under age 55. Two-thirds (65%) of those 55 or older indicated satisfaction with services, while only one in ten (11%) expressed dissatisfaction. By contrast, only 45% of those under age 55 expressed satisfaction, while one in four (24%) expressed dissatisfaction.
- Police services was the most frequently mentioned top-of-mind concern of residents. Almost one in ten (9%) registered a concern that had to do with police services. Other concerns that were named top-of-mind by at least ten residents included lack of parks, Route 53, lack of child activities and programs, traffic, water quality, taxes, development, and schools (particularly related to overcrowding).
- Four in ten (41%) could not name any concerns related to the Village.

Garbage Disposal

- Eighty-five percent (85%) of the respondents in the study were able to identify their garbage hauler. Of those who could identify their haulers, 89% identified one of four companies as their garbage hauler. Two companies accounted for over half (54%) of the garbage pickup business in Long Grove.
- Residents report they pay an average amount of $26.96 per month to have their garbage hauled. The median amount reported was $20.
- Forty-three percent (43%) of Long Grove residents do not feel that having a choice of garbage collectors is particularly important. However, another third (33%) feel that having a choice of garbage collectors is important to them.
- About one in five (22%) has personally compared prices and services offered by different garbage haulers in the past two years.
- One-third (32%) of those who said that it is important or extremely important to be able to choose haulers have shopped garbage haulers within the past two years.
- Three out of four (75%) said they would give up the ability to choose garbage haulers if they could pay less for garbage pickup.
- Six out of ten (60%) of those who said having the choice of garbage haulers was important to them said they would give up this choice to save money.
- Residents who were willing to give up the choice of garbage haulers to save money would have to save an average amount of $8.35 per month in order to feel comfortable giving up their pickup options. The median amount suggested by residents was $5.00
- Those who said that having a choice of garbage haulers is important, but nonetheless would be willing to give up this choice if savings could be demonstrated, indicated that they would need to save an average of $10.15 to justify giving up the option of haulers. However, the median amount suggested by this segment was $5.00, the same amount as those who placed lesser importance on having a choice.

- Three out of four (73%) said they prefer a fixed fee for garbage pickup, rather than a volume-based fee.
- Six in ten (57%) of those who said they prefer to be charged by the amount of garbage indicated that they would be willing to participate in a system where they would have to affix previously purchased tags to their garbage cans.

Route 53

- Two-thirds (64%) support the Village's using a portion of its budget to oppose the northern expansion of Route 53. One in four (24%) would like to see the Village increase its spending to oppose highway expansion.

Park District

- Approximately one in four residents (28%) participated directly, or had a family member who participated, in at least one of the nature and recreational programs sponsored by the Long Grove Park District within the past year.
- Of the recreational activities sponsored by the Park District, Woodland walks are the most popular. Five percent (5%) of the total residents surveyed participated in a Woodland walk within the past year. Four percent (4%) participated in concerts and the Christmas sing, while 3% participated in the Halloween party.
- Three out of ten (29%) could correctly identify the mission of the Long Grove Park District, which is to preserve open spaces. Approximately one-quarter (22%) said that the mission is to plan recreational activities for residents.
- Three out of ten (31%) had no clue as to the mission of the Park District.
- Nearly half (46%) would like to see the Park District offer additional programs. Residents most frequently mentioned wanting to see additional activities added for children. Approximately one in ten would like to see more programs added for children in general. Numerous residents mentioned adding other specific programs that might be geared toward children.

- Six out of ten (60%) would like to see the Long Grove Park District build additional bike or walking trails.

Communications

- Ninety-three percent (93%) recalled receiving *The Long Grove Bridge* within the past year.
- Nearly everyone (96%) who recalled receiving *The Long Grove Bridge* said they read at least one article within the past year. All totaled, this means that nine out of ten (89%) read at least one article in *The Bridge* within the past year.
- Overall, three out of four (76%) rated *The Long Grove Bridge* as either good or excellent as a means of communicating information to residents.
- There was a significant difference between men and women with regard to their evaluations of *The Bridge* as a communication vehicle. Women rated *The Bridge* significantly better than did men. Eight out of ten women (81%) rated *The Bridge* as good or excellent, compared to only two-thirds of men (65%).
- Those who rated *The Bridge* poorly were asked how it could be improved. Responses mentioned by more than one person included having more detailed information, having more spotlight on community residents, being more timely, eliminating bias, and being more exciting.
- One in four residents (27%) would like to see *The Long Grove Bridge* published more frequently.
- About half (51%) of the residents surveyed rated the Village as "good" or "excellent" on communication. Nearly one in five (17%) expressed dissatisfaction with Village communication.
- Women rated the Village somewhat better on communication than did men. Fifty-five percent (55%) of women rated the Village as good or excellent on communication, compared to 44% of men.
- When residents who were dissatisfied with communication were asked how it could be improved, the following categorical responses were given by more than two persons each: make communication more frequent; put out newsletters; utilize newspaper/news articles; be more objective; cover more issues; provide more detailed information; provide more timely information; and publish minutes of Board meetings.

- Nearly half (46%) of the residents surveyed said they have attended a town hall meeting.
- Those who rated the Village good or excellent on communication were just as likely to have attended a town hall meeting as those who rated the Village average or poor on communication.
- Not quite half (47%) of those who attended the town hall meeting rated it either worthwhile or extremely worthwhile. One in four who attended did not find the meeting to be worthwhile.
- Those who rated Village communication as average or poor in general rated the value of the town hall meeting significantly lower than did those who rated the Village communication as good or excellent. Sixty-three percent (63%) of those who rated Village communication as good or excellent, and who attended a town hall meeting, rated the town hall meeting as worthwhile or extremely worthwhile. In contrast, only 31% of those who rated Village communication as average or poor in general viewed the town hall meetings as worthwhile.
- Half of those surveyed (51%) expressed interest in attending a Homeowner's Association meeting with a Board member present to answer questions.
- Those who rated the Village as average or poor on communication have the same level of interest in attending a town hall meeting as those who rated the Village as good or excellent.
- Half (50%) of those belonging to a Homeowner's Association said that their association is doing a good or an excellent job at communicating their concerns to the Village. One in five (20%) was dissatisfied with the performance of his or her Homeowner's Association in communicating concerns.
- Very few residents (5%) have accessed the Long Grove web site.
- Eight in ten residents surveyed (83%) feel that there are enough avenues in place to communicate with Village officials.
- In cases where residents did not feel there were enough avenues in place for communication with Village officials, they were asked how the Village could improve communication. Categorical responses that received two or more mentions were: provide easier access to officials; have more meetings; listen to and acknowledge residents' suggestions; change the Village Manager; publicize the web site; send newsletters; hold longer office hours; and be friendlier.

Business Community

- Three out of four residents surveyed (76%) said they favor giving $50,000 annually to support the development and maintenance of a strong business community.
- Six out of ten (59%) indicated that they have been invited to participate in events sponsored by the business community. However, the invitations appeared to be disproportionately given to women. Two-thirds (67%) of women said they have been invited to participate, but fewer than half (45%) of men have been invited to participate in the business community.
- Half of the residents surveyed (51%) did not shop within the Village of Long Grove during the previous month. Eighty-three percent (83%) shopped two times or fewer.
- One in four (28%) said they would be more likely to shop within the Village if the stores were to stay open longer. Twenty-percent (20%) of those who did not shop the Village at all last month said they would be more likely to shop the Village if the stores were to stay open longer.
- Forty percent (40%) of those who shopped within the Village three or more times during the previous month indicated that they would be more likely to shop the Village if stores were open longer.
- Four out of ten residents (43%) would like to see additional businesses developed within Long Grove.
- There are gender differences in the desire to see new businesses added to the Village. While nearly half the women surveyed (47%) would like to see new businesses developed, only about one-third of the men (36%) would like to see new businesses in Long Grove.
- Of the businesses that could be added, restaurants are the most popular category of business that residents want to see developed in Long Grove.

Zoning/Commercial Development

- Seven out of ten (70%) consider the historic nature of Long Grove to be important or extremely important. Nearly half (46%) said the historic nature of the Village is "extremely important."
- Residents who have lived in the Village for five years or less were just as likely to value the historic nature as were residents who have lived in the Village for a longer period of time.
- Three out of four (77%) favor the present limits on commercial development within the Village. Only one in five (21%) would allow more commercial development within the Village.
- Only 57% of those who previously said they would favor commercial development would still favor it if the development were a shopping center or a strip mall within one or two miles of their own homes. This means that only 12% of the total sample would favor unrestricted commercial development within the Village.

Staff and Elected Officials

- Nearly half (46%) said they have had contact with a member of the Village staff within the past two years in an official capacity. A substantial number either spoke with Cal Doughty or had contact with a staff member at a meeting of one type or another.
- Two-thirds (65%) were able to accurately name Cal Doughty as the Village Manager. Thirty-one percent (31%) did not know who the Village Manager is, while another 4% named an incorrect person.
- Sixty percent (60%) of those who were able to rate the Village staff gave them ratings of good or excellent on their general ability to serve residents. Only 12% expressed dissatisfaction with the staff's ability to serve residents.
- There were no statistical rating differences between those who have been in contact with the Village staff within the past two years and those who have not been in contact, on the ability to serve residents, or on any of the other measured staff attributes.

- Fifty-eight percent (58%) of those who were able to rate the Village staff rated them good or excellent on their attitudes toward residents. However, one in five (21%) was dissatisfied with the staff in this regard.
- Three out of four (73%) who provided ratings, gave the staff a good or excellent rating on their level of knowledge when addressing questions or resident concerns. Only 8% were dissatisfied with the staff in this regard.
- Two-thirds (64%) could not name a single member of the Board of Trustees. Sixteen percent (16%) named Lenore Simmons as a member of the Board. The other Board members were mentioned by 3%-10% of the residents surveyed.
- For the most part, residents are not particularly familiar with recent decisions made by the Board of Trustees. Over half (53%) said that they are "not familiar at all" with recent decisions made by the Board. Only 3% said that they are "extremely familiar," with the remainder referring to themselves as "somewhat familiar."
- Half (50%) of those at least somewhat familiar with recent Board decisions rated the Board's overall performance as good or excellent. Only 10% of those familiar with the Board indicated dissatisfaction with the Board's overall performance.

Police Protection

- Only 40% of the residents surveyed said they are satisfied or extremely satisfied with the present level of police service in Long Grove. Nearly one-third (30%) expressed dissatisfaction with the level of police service.
- When residents were asked to explain why they were dissatisfied, the vast majority mentioned either that the Village had no police force or that those police assigned to the area were unresponsive or unavailable.
- Despite having a high proportion dissatisfied with police service, eight out of ten (79%) do not see crime as a serious problem in their community. Only 6% see crime as a serious problem, with only 1% seeing crime as an "extremely" serious problem.

- Residents felt that the most important roles that police play in the community are patrolling (21%), traffic (19%), protection of citizens (15%), and crime prevention (14%).

Taxes

- Although residents do not pay any taxes that go directly to the Village, only two-thirds (64%) are aware of this fact. One in five (20%) believes that he or she pays a Village tax, while the remainder (16%) are not sure.
- Only half (50%) are aware that they do not pay taxes that go directly to the Park District. One in four (28%) believes that he or she does pay a tax that goes directly to the Park District, while the other quarter (22%) are not sure.
- Half the residents surveyed (51%) say they would be willing to pay an added real estate tax to expand police services. Four out of ten say they would be willing to pay an added real estate tax to expand programs or services by the Park District (43%) or build additional bike or walking trails (42%). One in four (25%) would accept a tax increase to increase opposition to the northern expansion of Route 53.
- Seventeen percent (17%) indicated that there are other services for which they would be willing to accept a tax increase. However, there was not one specific service for which more than 3% said that a tax increase would be acceptable. Services that received mention included city water (3%), maintaining roads (2%), fire department (2%), schools (1%), beautification/landscaping (1%), and snow removal (1%).
- Those willing to accept tax increases would be willing to pay additional annual real estate taxes of the following average amounts to receive these services: $208.42 for expanded police services; $158.82 for increased opposition to Route 53; $153.79 for expanded programs or services by the Park District; and $133.74 to build additional bike or walking trails. The median amount that people would pay annually for each of the four services is $100.
- It should be noted that many of the same individuals indicated a willingness to accept a tax increase in order to receive multiple services. What is unclear, however, is how much of a tax increase they would accept if multiple services were added. The data indicate how much additional tax residents would pay for additions of individual services, but not how much they would pay for a combination of new services.

Introduction

Introduction

The Village of Long Grove, Illinois, contracted with The Gallup Organization of Princeton, New Jersey, to conduct a community study of its residents. Interviews were conducted between February 6 and February 23, 1998, by trained Gallup interviewers. The study investigated residents' attitudes in the following areas: satisfaction with the quality of life and services in the Village, garbage disposal, the Park District, communications, the business district, zoning/commercial development, Village staff and elected officials, police protection, and taxes.

The following report presents the results of this research. Included in the report are comments by residents on open-ended questions. The comments are recorded exactly as they were captured by the interviewers. No attempt has been made to correct for grammar to or to expand on the residents' answers.

Why Was the Study Done?

- To determine the overall level of satisfaction with life in Long Grove.
- To determine the level of satisfaction with existing services and to determine if there are additional services that residents would like to see developed.
- To determine whether residents have concerns that have not been properly addressed.
- To assess residents' attitudes toward garbage collection and to determine whether residents would be best served by the present system or an alternative system of garbage collection.
- To determine the extent that residents understand the mission and purpose of the Park District and to assess the level of resident interest and involvement with various recreational programs and services.
- To determine whether residents would like to see new recreational programs, as well as additional bike and walking trails developed within the Village.
- To assess the effectiveness of various communication vehicles from both the Village to the residents and from the residents to the Village.
- To determine whether communication needs to be improved and if so, to assess the best way to implement improvements.
- To assess the level of resident support for the business community and to determine whether residents would like to see changes or enhancements to the business community.
- To determine whether residents favor limits to commercial development within the Village.
- To evaluate awareness and performance of the Village staff and Village elected officials.

Why Was the Study Done? (continued)

- To determine whether residents are satisfied with the present level of police services and to evaluate whether these services need to be expanded.
- To determine whether residents are aware that they do not pay Village or Park District taxes.
- To determine the level of support for community enhancements if these enhancements involve a tax increase.
- To determine the extent to which residents would pay additional taxes for additional services.

How Was the Study Done?

- Four hundred and one (401) randomly selected residents were surveyed. All individuals surveyed live within the Village of Long Grove limits.
- Surveys were conducted on the phone from February 6 to February 23, 1998, between the hours of 4:00 p.m. and 10:00 p.m. during the week and between 10:00 a.m. and 6:00 p.m. on weekends.
- The average length of the survey was 15 ½ minutes.
- Households were selected randomly from lists provided by the Village of Long Grove. The respondent selected for the interview was the adult (21 years or older) who had the most recent birthday.
- A five-call back design was used in the study.

Who Was Studied?

- The total number of respondents was 401.
- Sixty-four percent (64%) of the respondents were female and 36% male.
- All respondents were 21 years or older. The average age of the respondent was 46 years.
- Ninety-four percent (94%) of the respondents identified themselves as one of the heads of the household.

Sample Characteristics

Age		*Length of Residency*	
21-35 years	12%	Less than one year - 5 years	36%
36 - 54 years	68	6 - 10 years	34
55 + years	20%	11 years or more	30
Number in Household 21 Years or Older		***Address Zone***	
1	6%	1000	17%
2	70	2000	8
3	16	3000	16
4	6	4000	17
5	1	5000	24
6	1	6000	14
Median	**2**	7000	4

All percentage estimates contained in this study are subject to a margin of error that theoretically behaves according to the following table. The table reports the *maximum* amount of sampling error according to varying degrees of size. The maximum amount of sampling error is considered when percentages are in the 50% range. Sampling error decreases with extremely high or low percentages.

Margin of Error
(95% Confidence Level)

Sample Size	*Maximum* Amount of Error
50	± 13.9%
75	± 11.3%
100	± 9.8%
150	± 8.0%
200	± 6.9%
300	±5.7%
400	±4.9%

All error estimates are at the 95% level of confidence, which means that if 100 different samples of 400 respondents were selected from the total population, 95 times out of 100, the results would vary by no more than ±4.9% from the results that would be obtained from interviewing the entire Village population. This also suggests that, for the total sample, percent differences must exceed ±4.9% in order to be considered "real" differences. For smaller breakout groups, the table should be consulted to determine the margin of sampling error. In situations that have a high margin of sampling error, percentages should be interpreted as directional only. No broad conclusions should be drawn in these instances.

Note: This particular study had an overall response rate of 54%, meaning that over half of the eligible respondents who were contacted participated in the study.