



City of Lake Forest 2011 Resident Survey

February 2012

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Introduction and Methodology

The team of Chaddick Institute for Metropolitan Development and FUND Consulting, LLC is pleased to present this report to the City of Lake Forest, which presents findings from the 2011 resident survey.

SURVEY DEVELOPMENT

On October 3, 2011, the initial project meeting took place during which a draft of survey questions provided by Lake Forest staff was discussed. Based on this discussion, the FUND project team prepared a revised draft of the survey which was approved by City staff. The final surveys were mailed out to 7,653 Lake Forest residents in early November.

DATA COLLECTION

The data collection phase of the resident survey was open for three weeks in November. Respondents were able to submit the survey by mailing in their responses, dropping responses off at City hall or white drop boxes, or online via Survey Monkey which was accessible from the City's website.

A total of 1,559 surveys were completed by Lake Forest residents; representing 20% of Lake Forest households:

- 25.3% of surveys were completed online.
- 42.3% of surveys were mailed.
- 32.4% of surveys were returned directly to Lake Forest at City Hall or white City drop boxes.

DATA ENTRY

The Survey Monkey tool was used by the project team to perform data entry of all hard copy surveys. Project staff entered all data, including over 200 total pages of handwritten responses. Project staff implemented several quality control measures. First, all data entry staff received training on the procedures specific to this survey. Second, project staff coded paper surveys with their initials and survey number which was also entered into Survey Monkey. Third, on a weekly basis the findings were downloaded into Excel so that project leaders could spot check for data entry mistakes by reviewing the data for errors. On a weekly basis, project leaders checked up to 25 surveys for accuracy. To aid in this process, project leaders entered at least 50 surveys themselves to ensure familiarity with the data. Data entry began in early December and was completed January 12.

ANALYSIS

The project team generated frequencies for each question which are included in the Appendix. In addition, the team ran cross tabulations to assess the relevance of demographic and other factors in how respondents answered questions. Whenever significant and relevant, this information is included throughout the report (please note that respondent groups under 30 and over 85 years old were too small to include in cross tabulation analysis). Further, the team completed a longitudinal analysis of

questions that were included in Lake Forest's previous community surveys, the findings of which are noted where appropriate.

Finally, all 209 pages of write-in comments were thoroughly analyzed. The results of this analysis have been integrated throughout the report where appropriate. Complete verbatim write-in comments have also been included in the Appendix.

STATISTICAL ACCURACY

A total of 1,559 surveys were received reflecting a very high level of statistical accuracy. Specifically, the results show 99% confidence with an error level of 2.9% (much higher than the industry standard of 95% confidence with 5% error level). Practically translated, if the survey was run 100 times, the results would be within $\pm 2.9\%$ of the first time it was run 99 times out of 100.

In addition, survey respondents were well distributed across the wards with 17% in Ward 1; 19% in Ward 2; 17% in Ward 3; and 21% in Ward 4.

Accuracy vs. Response Rate

Response rate alone is not a good measure of survey accuracy because the optimal level of response varies with the size of the population (as the population size increases, the percentage of people needed to achieve a high level of accuracy decreases rapidly). The most reliable and consistent measures of accuracy are confidence and error levels. These measures indicate the likelihood of generating the same survey results if the survey were run 100 times. The higher the confidence level and the lower the error, the more accurate the findings.

Key Findings

OVERALL SATISFACTION

- The vast majority of respondents (95.4%) are very satisfied or satisfied with living in Lake Forest.
- Satisfaction with traffic and parking has increased in the past five years:
 - 22 percentage points higher with respect to the volume of traffic on local streets.
 - 12 percentage points higher with the availability of parking in the downtown area.
- Overall respondents believe good fiscal management, economic development, and maintenance of City infrastructure will be the greatest challenges to Lake Forest over the next ten years.

SATISFACTION WITH CITY SERVICES AND DEPARTMENTS

- Residents are the most satisfied with the quality of Forest Park Beach, the appearance of the community, and the amount of open space in Lake Forest.
- Overall residents are the most satisfied with fire protection, paramedic/ambulance service, maintenance of the beach, library services, police protection, and garbage collection.

CITY COUNCIL

- The majority of respondents (79.4%) strongly agree or agree that “City staff is responsive when I call with questions or concerns.”
- Over half of the respondents (57.8%) strongly agree or agree that they “trust the city leaders to do the right thing.”
- Half of respondents strongly agree or agree that “The actions of the City Council reflect the views of the residents” and “The City Council is focused on the right issues.”

CONSUMER BEHAVIOR

- Survey respondents indicate they are most likely to do their shopping/dining in Lake Forest stores, other stores (not in mall), and the shopping mall, which has not changed significantly since 2006.

- The vast majority of respondents indicate that the most important reason why they shop/dine in Lake Forest is convenience. The next most popular reason was support of local business.
- Respondents indicate product selection, price, and hours of operation are the top three important reasons why they do not shop/dine in Lake Forest or on occasion decide to shop elsewhere.
- If the city passes a city ban on cell phone use while driving, 70.3% of respondents believe that violators should be ticketed.
- The rate of respondents that report using the City's website to find out what is happening in Lake Forest has increased by 26.2 percentage points in the last five years.

Respondent Profiles

PROFILE OF RESPONDENTS

- 99.2% of respondents are Lake Forest residents.
- 98.4% of respondents live in Lake Forest more than 6 months of the year.
- On average, respondents have lived in Lake Forest for 23 years.
- The average age of children living at home for respondents is 13 years old.
- 40.7% of respondents are 61 – 80 years old; 39.8% of respondents are 46 – 60 years old.
- 17.4% of respondents live in Ward 1; 19.0% in Ward 2; 16.8% in Ward 3; and 21.0% in Ward 4.

PROFILE OF ONLINE RESPONDENTS (25.3% of respondents)

- 98.6% of online respondents are Lake Forest residents.
- 98.6% of online respondents live in Lake Forest more than 6 months of the year.
- On average, online respondents have lived in Lake Forest for 19 years.
- The average age of children living at home for online respondents is 13 years old.
- 56.6% of online respondents are 46 – 60 years old; 21.8% of respondents are 61 – 80 years old.
- 16.1% of online respondents live in Ward 1; 18.1% in Ward 2; 16.1% in Ward 3; and 23.1% in Ward 4.

The profile of online respondents is younger than that of the overall respondent pool.

→ 77.6% of online respondents are 45 years old or younger compared to 55.4% of overall respondents.

PROFILE OF MAIL-IN RESPONDENTS (42.3% of respondents)

- 99.5% of mail-in respondents are Lake Forest residents.
- 98.4% of mail-in respondents live in Lake Forest more than 6 months of the year.
- On average, mail-in respondents have lived in Lake Forest for 23 years.
- The average age of children living at home for mail-in respondents is 14 years old.
- 45.0% of mail-in respondents are 61 – 80 years old; 35% of mail-in respondents are 46 – 60 years old.
- 15.9% of mail-in respondents live in Ward 1; 19.8% in Ward 2; 18.9% in Ward 3; and 17.8% in Ward 4.

The profile of mail-in respondents is slightly older than that of the overall respondent pool.

→ 51.5% of mail-in respondents are 61 years old or older compared to 45.6% of overall respondents.

PROFILE OF DROP-OFF RESPONDENTS (32.4% of respondents)

- 99.4% of drop-off respondents are Lake Forest residents.
- 98.2% of drop-off respondents live in Lake Forest more than 6 months of the year.
- On average, drop-off respondents have lived in Lake Forest for 26 years.
- The average age of children living at home for drop-off respondents is 12 years old.
- 48.8% of drop-off respondents are 61 – 80 years old; 33.9% of drop-off respondents are 46 – 60 years old.
- 20.4% of drop-off respondents live in Ward 1; 18.6% in Ward 2; 14.8% in Ward 3; and 23.5% in Ward 4.

The profile of drop-off respondents is older than that of the overall respondent pool.

→ 54.7% of drop-off respondents are 61 years old or older compared to 45.6% of overall respondents.

PROFILE OF THOSE LIVING OUTSIDE OF LAKE FOREST MORE THAN 6 MONTHS OF THE

YEAR (1.5% of respondents) **Please note these findings represent only 24 respondents and are not statistically significant.*

- 83.3% of respondents living outside of Lake Forest more than 6 months of the year consider themselves Lake Forest residents.
- On average, these respondents have lived in Lake Forest for 24 years.
- 66.7% of these respondents are 61 – 80 years old; 20.8% of respondents are 46 – 60 years old.
- 6.3% of these respondents live in Ward 1; 12.5% in Ward 2; 25% in Ward 3; 6.3% in Ward 4.

Respondents living outside of Lake Forest more than six months of the year are more often older than the overall respondent pool.

→ 75.0% of these respondents are 61 years old or older compared to 45.6% of overall respondents.

Detailed Survey Analysis

This section presents analysis of the survey findings. In many of the tables a “Rating Average” is provided which shows the average response value for each of the questions based on assigning numeric values to the responses. The responses are numbered sequentially starting with 1 assigned to the first (left most) response in the tables. For example, in Question 2, Very Satisfied =1, Somewhat Satisfied=2, Somewhat Dissatisfied=3, and Very Dissatisfied=4. The lower the number and the closer to 1 the rating average, the more satisfied respondents are with the aspect. *Please note that the rating averages have been adjusted to account for those respondents who selected “No Basis for Judging” and “Don’t Know” and are therefore slightly different from those in Appendix A.*

1. How satisfied are you with living in Lake Forest?	
Answer Options	Response Percent
Very Satisfied	72.8%
Somewhat Satisfied	22.6%
Somewhat Dissatisfied	3.3%
Very Dissatisfied	0.5%
No Basis for Judging	0.8%
	Response Count
	911*

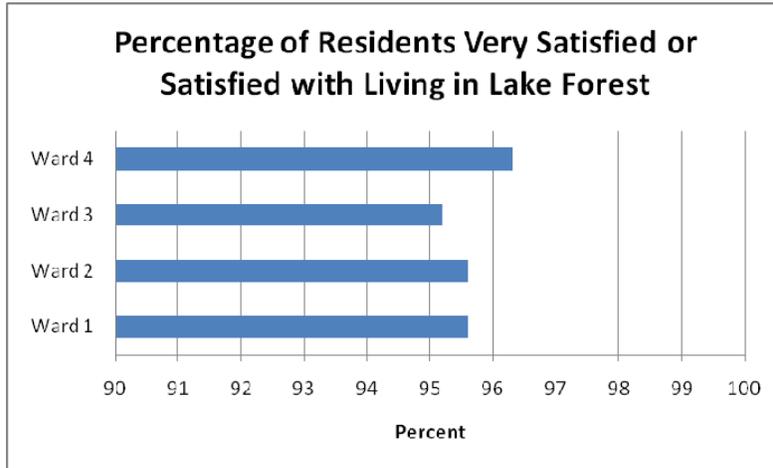
**Speculation is that a formatting issue with the hard copy surveys resulted in question 1 being overlooked by some respondents, resulting in a lower response count. The response count is large enough to be statistically significant.*

Noteworthy Findings:

- 95.4% of respondents are very satisfied or satisfied with living in Lake Forest.

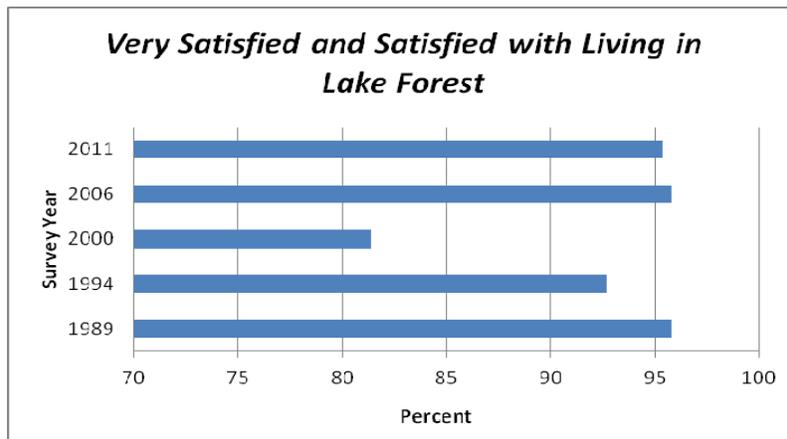
Notable: Respondents over the age of 60 are more than five percentage points *more* likely to indicate they are very satisfied with living in Lake Forest.

A Look by Ward:



As the chart above shows, the satisfaction level with living in Lake Forest does not differ significantly by Ward however the highest levels of satisfaction are noted in Ward 4.

Longitudinal Perspective:



As the chart above shows, the satisfaction level with living in Lake Forest has historically been very high. There was a significant dip in satisfaction recorded in 2000, however, the survey shows that satisfaction levels in 2011 (95.4%) are almost identical to levels in 2006 (95.8%), the highest level recorded.

2. How satisfied are you with the following aspects of living in Lake Forest?						
Answer Options	Rating Average	Very Satisfied	Somewhat Satisfied	Somewhat Dissatisfied	Very Dissatisfied	No Basis For Judging
Quality of Forest Park Beach (n=1528)	1.18	81.50%	12.40%	1.40%	0.50%	4.10%
Appearance of community (n=1525)	1.24	79.10%	17.90%	2.50%	0.40%	0.10%
Amount of open space (n=1517)	1.29	74.40%	19.90%	3.50%	0.50%	1.60%
Quality of parks (n=1515)	1.30	71.20%	23.00%	2.40%	0.50%	3.00%
Quality of City services (n=1523)	1.39	65.60%	28.10%	3.90%	0.80%	1.60%
Special Events in the community sponsored by the City: Farmer's Market, Concerts in the Square, Tree Lighting Ceremony* (n=1517)	1.40	62.50%	27.60%	3.70%	1.10%	5.20%
Quality of recreational opportunities (n=1525)	1.44	57.90%	28.10%	4.60%	1.20%	8.30%
Quality of bike trails/park walking paths* (n=1521)	1.50	55.10%	27.20%	5.80%	2.00%	9.90%
Quality of sidewalks* (n=1514)	1.74	43.00%	39.50%	12.10%	2.70%	2.70%
Quality of City infrastructure (streets, sewers, etc.) (n=1511)	1.76	42.20%	40.70%	13.60%	2.60%	1.00%
Diversity of housing types, sizes, and price points* (n=1515)	1.82	42.20%	34.70%	13.50%	5.70%	3.90%
Availability of customer parking in downtown area (n=1519)	1.85	38.10%	41.30%	15.30%	3.80%	1.40%
Volume of traffic on local streets (n=1503)	1.91	34.70%	43.30%	16.90%	4.50%	0.70%
Availability of stores/shopping (n=1523)	2.36	19.20%	37.70%	28.80%	13.10%	1.30%
Variety of stores/shopping* (n=1523)	2.52	14.30%	35.90%	31.60%	17.10%	1.10%

*new question - not included in longitudinal analysis

Noteworthy Findings:

- Respondents are the most satisfied with the quality of Forest Park Beach, appearance of the community, and the amount of open space.
 - 81.5% of respondents are very satisfied with the quality of Forest Park Beach; 79.1% of respondents are very satisfied with the appearance of the community; and 74.4% of respondents are very satisfied with the amount of open space.
- Respondents are the least satisfied with the availability of stores/shopping and the variety of stores/shopping.
 - 48.7% of respondents are very dissatisfied or somewhat dissatisfied with the variety of stores/shopping and 41.9% of respondents are very dissatisfied or somewhat dissatisfied with the availability of stores/shopping.

Notable: Respondents 31-45 years old are *more* likely to indicate they are very satisfied with the diversity of housing types, sizes and price points in Lake Forest.

Notable: Respondents 45 years or younger are *more* likely to indicate they are very satisfied with the quality of City infrastructure (streets, sewers, etc.).

Notable: Respondents in Ward 2 are *more* likely to indicate they are very satisfied with the quality of City services.

Notable: Respondents in Ward 1 are *less* likely to indicate they are very satisfied with the diversity of housing types, sizes, and price points, while respondents in Ward 4 are *more* likely to indicate they are very satisfied.

Longitudinal Perspective:

- Satisfaction with the volume of traffic on local streets has increased by 21.7 percentage points in the last five years; in 2006, 56.3% of respondents were very satisfied or somewhat satisfied with the volume of traffic on local streets; in 2011, 78.0% of residents were very satisfied or somewhat satisfied with the volume of traffic on local streets.
- Satisfaction with the availability of parking in the downtown area has increased by 11.7% percentage points in the last five years; in 2006 67.7% of respondents were very satisfied or somewhat satisfied with the availability of parking in the downtown, in 2011 79.4% of residents were very satisfied or somewhat satisfied with the availability of parking in the downtown.
- Dissatisfaction with the availability of stores/shopping has increased 8.0 percentage points in the last five years; in 2006 33.9% of respondents were very dissatisfied or somewhat dissatisfied with the availability of stores/shopping, in 2011 41.9% of respondents were very dissatisfied or somewhat dissatisfied with the availability of stores/shopping.

3. How satisfied are you with the following City services?						
Answer Options	Rating Average	Very Satisfied	Somewhat Satisfied	Somewhat Dissatisfied	Very Dissatisfied	No Basis For Judging
Fire protection (n=1470)	1.09	77.90%	7.20%	0.30%	0.00%	14.60%
Paramedic/ambulance service (n=1447)	1.13	66.70%	7.50%	0.80%	0.20%	24.70%
Library services (n=1467)	1.20	76.80%	12.70%	1.60%	0.80%	8.00%
Maintenance of beach (n=1470)	1.20	77.30%	16.30%	1.00%	0.30%	5.10%
Police protection (n=1470)	1.24	76.10%	14.20%	2.80%	1.10%	5.80%
Garbage/recycling collection (n=1469)	1.25	78.80%	13.60%	3.40%	1.20%	3.00%
Maintenance of parks (n=1463)	1.29	70.40%	22.40%	1.70%	0.50%	4.90%
Water system (n=1464)	1.32	70.70%	21.20%	2.80%	1.20%	4.10%
Senior services (n=1444)	1.32	36.10%	10.50%	1.90%	0.60%	51.00%
CROYA youth services* (n=1445)	1.38	32.00%	13.40%	1.50%	0.60%	52.50%
Maintenance of sanitary sewers (n=1453)	1.38	59.90%	23.90%	3.20%	1.20%	11.80%
Recreation programs and facilities (n=1451)	1.46	51.80%	26.10%	4.50%	1.20%	16.30%
Golf facility* (n=1446)	1.49	35.70%	16.40%	3.50%	1.60%	42.90%
Snow and ice removal (n=1461)	1.56	54.90%	31.70%	7.90%	2.40%	3.10%
Maintenance of storm sewers (n=1455)	1.57	52.00%	26.20%	8.40%	2.60%	10.80%
Cable TV (Lake Forest's channels 17 and 19)* (n=1452)	1.68	28.00%	21.30%	4.30%	2.80%	43.50%
Street repair/maintenance (n=1448)	1.77	41.90%	39.60%	13.50%	3.10%	1.90%
Street lighting (n=1467)	1.86	43.00%	33.90%	15.50%	6.90%	0.70%
Building permit and inspection program (n=1454)	2.03	26.30%	22.40%	13.50%	7.30%	30.60%

*new question - not included in longitudinal analysis

Noteworthy Findings:

- Overall respondents are the most satisfied with fire protection, paramedic/ambulance service, and library services.
 - 77.9% of respondents are very satisfied with fire protection; 66.7% of respondents are very satisfied with paramedic/ambulance service; and 76.8% of respondents are very satisfied with library services.
- Respondents are the least satisfied with street repair/maintenance, street lighting, and the building permit and inspection program.
 - 22.4% of respondents are very dissatisfied or somewhat dissatisfied with street lighting; and 20.8% of respondents were very dissatisfied or somewhat dissatisfied with the building permit and inspection program; 16.6% of respondents were very dissatisfied or somewhat dissatisfied with street repair/maintenance.

Notable: Respondents 45 years or younger are *less* likely to indicate they are very satisfied with police protection and with paramedic/ambulance service.

Notable: Respondents in Ward 2 are *more* likely to indicate they are very satisfied with snow and ice removal.

4. What things should be changed to improve the quality of life in Lake Forest?	
	Response Count
	768

Noteworthy Findings:

- 41% of respondents indicate that encouraging business and economic development, particularly in downtown and Market Square, would improve the quality of life in Lake Forest.
 - Of these, 31.4% of respondents reported a desire for the availability of more retail options and 19.0% reported a desire for more dining options.
- 23.0% of respondents indicate that infrastructure improvements would improve the quality of life in Lake Forest.
 - Of these, 34.0% want more and brighter street lights to be installed, 28.2% want road repairs, 11.2% want more sidewalks installed, and 11.2% want the power infrastructure improved.

- 13.0% of respondents indicate that improvement to parks and recreation facilities and programming would improve the quality of life in Lake Forest.
 - Of these, 26.0% want access to a community swimming pool, 13.0% request the maintenance of and/or installation of additional bicycle paths, and 13.0% want better management of and improved facilities/programming at the Recreation Center.

5. If the City passed a city-wide ban on cell phone use while driving, should violators be ticketed?	
Answer Options	Response Percent
Yes	70.3%
No	29.7%
	Response Count
	1364

Noteworthy Findings:

- 70.3% of respondents think drivers should be ticketed if the City passes a city-wide ban on cell phone use while driving.

Notable: Respondents 31 – 60 years old are *less* likely to indicate violators should be ticketed if the City passed a city-wide ban on cell phone use while driving, while respondents age 61 – 84 years old are *more* likely to indicate violators should be ticketed.

6. Please rate your level of agreement with the following statements.						
Answer Options	Rating Average	Strongly Agree	Agree	Disagree	Strongly Disagree	Don't Know
City staff is responsive when I call with questions or concerns. (n=1468)	1.74	35.10%	44.30%	7.10%	2.30%	11.20%
The City Council and other Boards and Commissions are responsive to my needs. (n=1451)	2.09	15.20%	29.20%	11.00%	4.70%	40.00%
I trust the City leaders to do the right thing. (n=1447)	2.20	14.70%	43.10%	17.90%	6.80%	17.60%
The City Council is focused on the right issues. (n=1442)	2.24	10.70%	39.00%	16.00%	5.90%	28.40%
The actions of the City Council reflect	2.27	10.90%	38.70%	17.80%	6.70%	25.90%

the views of the residents. (n=1442)

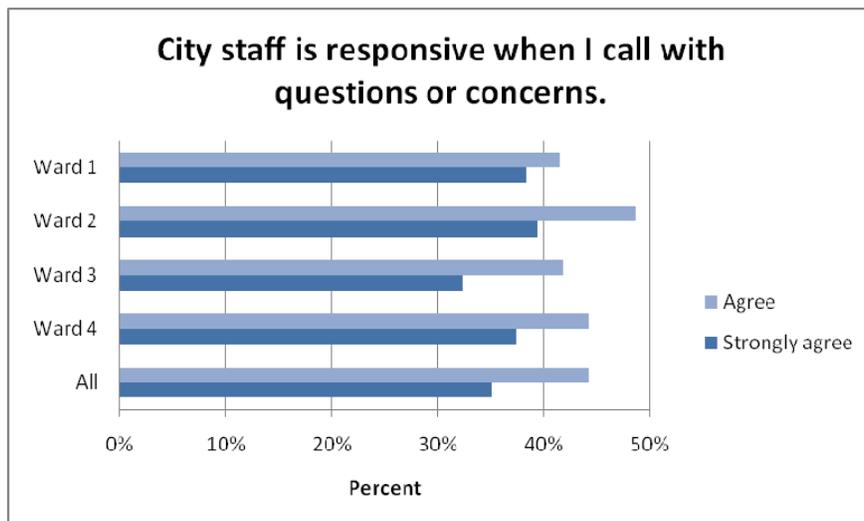
Noteworthy Findings:

- 79.4% of respondents strongly agree or agree that “City staff is responsive when I call with questions or concerns.”
- 57.8% of the respondents strongly agree or agree that “I trust the city leaders to do the right thing.”
- 40.0% of respondents do not know what their level of agreement is with “The city council and other boards and commissions are responsive to my needs.”
- 49.6% of respondents strongly agree or agree that “The actions of the City Council reflect the views of the residents.”
- 49.7% of respondents strongly agree or agree that “The City Council is focused on the right issues.”

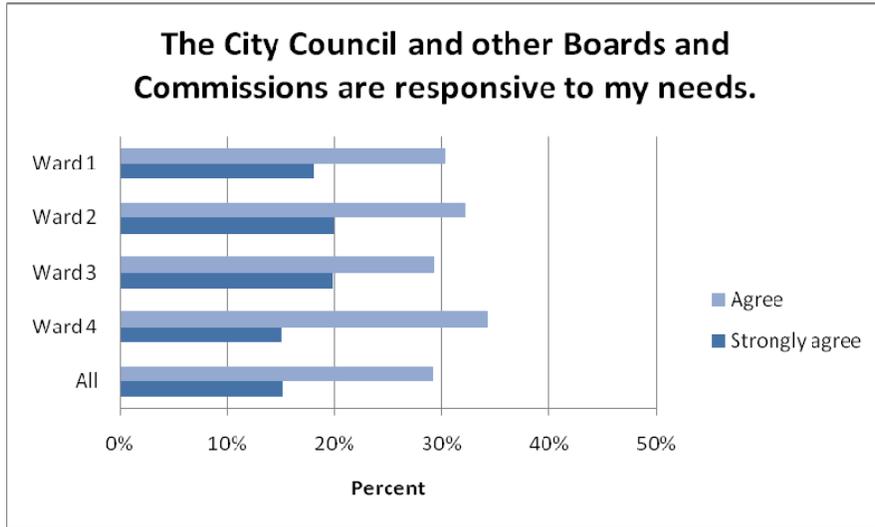
Notable: Respondents 31 – 45 years old are *less* likely to indicate they strongly agree that:

- City staff is responsive when they call with questions or concerns.
- City Council and other Boards and Commissions are responsive to their needs.
- City Council is focused on the right issues.

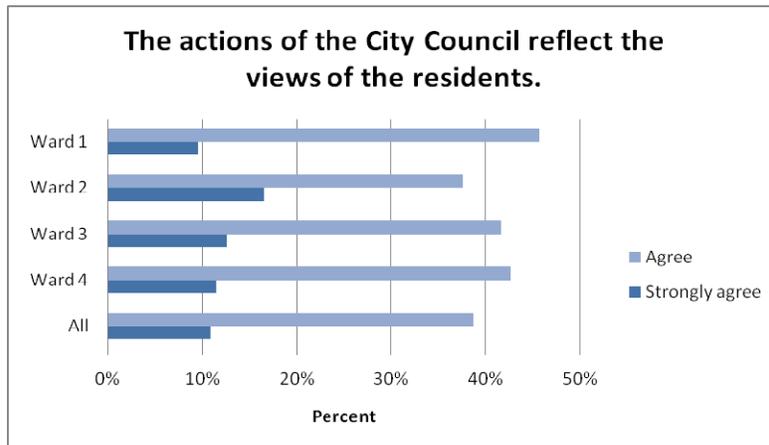
A Look by Ward



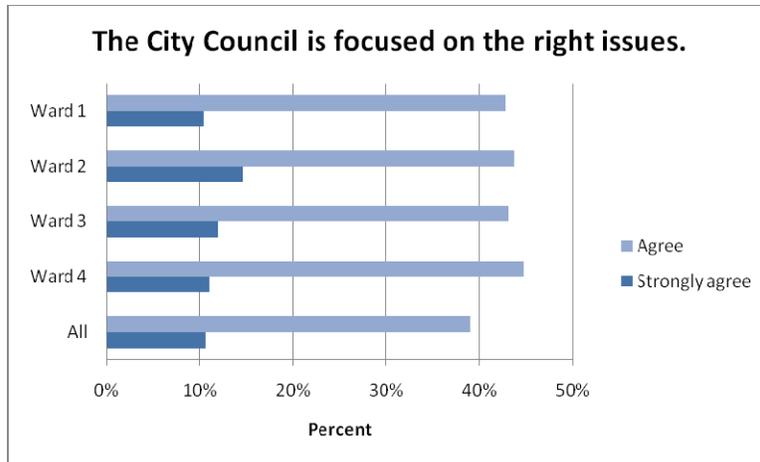
The chart above shows that Ward 3 respondents are the least likely and Ward 2 respondents are the most likely to indicate agreement that City staff is responsive when they call with questions or concerns.



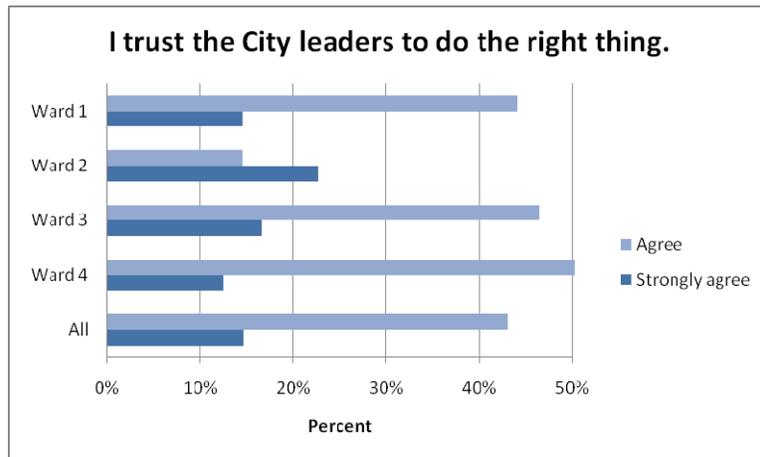
The chart above shows that Ward 1 respondents are the least likely and Ward 2 respondents are the most likely to indicate agreement that the City Council and other Boards and Commissions are responsive to their needs.



The chart above shows that Ward 2 and Ward 4 respondents are the least likely and Ward 1 respondents are the most likely to indicate agreement that the actions of the City Council reflect the views of the residents.



The chart above shows that Ward 1 respondents are the least likely and Ward 2 respondents are the most likely to indicate agreement that the City Council is focused on the right issues.



The chart above shows that Ward 2 respondents are the least likely and Ward 3 respondents are the most likely to indicate agreement that they trust City leaders to do the right thing.

Longitudinal Perspective:

- These findings remain very similar to those of the 2006 survey.

7. How often do you use the following information sources to find out what is happening in Lake Forest?

Answer Options	Rating Average	Frequently	Occasionally	Never
City "Dialogue" newsletter, mailed to all residents (n=1463)	1.40	67.30%	25.20%	7.50%
"Lake Forester" local newspaper and online (n=1454)	1.65	54.10%	26.90%	19.10%
Recreation Department Program Brochures*(n=1447)	2.00	28.10%	43.30%	28.50%
City's website (n=1432)	2.05	21.40%	52.30%	26.30%
Other online media sources (Patch, GazeboNews, TribLocal)* (n=1437)	2.13	29.20%	28.60%	42.20%
Visiting public buildings (n=1445)	2.16	10.50%	63.40%	26.10%
Calling City staff (n=1446)	2.27	5.70%	61.10%	33.20%
City's "sub" website - Recreation Center* (n=1432)	2.39	13.80%	33.10%	53.10%
Dickinson Hall Newsletter*(n=1447)	2.45	17.20%	21.00%	61.80%
Cable TV (Lake Forest's channels 17 and 19)** (n=1446)	2.46	7.40%	39.60%	53.00%
Attending meetings (n=1452)	2.50	3.90%	42.40%	53.70%
Resident Ward Meetings or Town Hall Meetings** (n=1452)	2.50	6.10%	37.50%	56.40%
City's "sub" website - Wildlife Discovery Center* (n=1431)	2.67	5.50%	22.00%	72.50%
The Citizens Communications Center on the City's website* (n=1422)	2.69	4.10%	22.40%	73.40%
City's "sub" website - CROYA (Youth Services)* (n=1429)	2.78	3.80%	14.60%	81.60%
Visiting Student Union for CROYA information* (n=1436)	2.84	2.60%	10.60%	86.80%

*new question - not included in longitudinal analysis

**question significantly reworded – not included in longitudinal analysis

Noteworthy Findings:

- Overall, respondents report using the “Dialogue” and the “Lake Forester” the most frequently to find out what is happening in Lake Forest.
 - 67.3% of respondents report frequently using the city “Dialogue” newsletter as a source of information to find out what is happening in Lake Forest.
 - 54.1% of respondents report frequently using the “Lake Forester” local newspaper and online as a source of information to find out what is happening in Lake Forest.

Notable: Respondents 31 – 45 years old:

- *less* frequently use the City “Dialogue” newsletter, mailed to all residents
- *more* frequently use the City’s website
- *more* frequently use Recreation Department Program Brochures to find out what is happening in Lake Forest.

Notable: Respondents 61 – 84 year old:

- *more* frequently use the City “Dialogue” newsletter, mailed to all residents
- *less* frequently use the City’s website
- *less* frequently use Recreation Department Program Brochures to find out what is happening in Lake Forest.

Notable: Respondents in Wards 1, 2, and 3 are *more* likely to indicate they attend Resident Town Hall Meetings or Town Hall meetings to find out what is happening in Lake Forest.

Longitudinal Perspective:

- The rate of respondents that report using the City’s website occasionally or frequently to find out what is happening in Lake Forest has increased by 26.2 percentage points in the last five years (from 47.5% in 2006 to 73.7% in 2011).
- The rate of respondents that report frequently using the “Lake Forester” to find out what is happening in Lake Forest has decreased by 14.7 percentage points in the last five years (from 68.8% in 2006 to 54.1% in 2011); the rate of respondents that report never using the “Lake Forester” has increased by 11.0 percentage points (from 8.1% in 2006 to 19.1% in 2011).

8. Please rate your level of agreement with each of the following statements. The City's website...

Answer Options	Rating Average	Strongly Agree	Agree	Disagree	Strongly Disagree	Don't Know
Contains useful information (n=1435)	1.77	18.80%	50.60%	1.80%	0.20%	28.60%
Contains current and relevant information (n=1420)	1.90	13.70%	51.10%	5.20%	0.60%	29.50%
Is a good 24/7 source for meeting agendas/minutes (n=1418)	1.90	11.60%	34.10%	4.70%	0.80%	48.90%
Contains links that are effective and helpful (n=1419)	1.92	11.10%	47.90%	5.10%	0.40%	35.60%
Is visually appealing (n=1418)	2.00	11.60%	49.80%	7.30%	2.10%	29.20%
Is easy to navigate (n=1422)	2.05	12.20%	47.10%	9.80%	2.80%	28.10%

Noteworthy Findings:

- 69.4% of respondents either strongly agree or agree that the City’s website contains useful information; 64.8% of respondents either strongly agree or agree that the City’s website contains current and relevant information.
- 48.9% of respondents do not know if the City’s website is a good 24/7 source for meeting agendas/minutes.

Notable: Respondents 31 – 60 years old are *more* likely to indicate they strongly agree or agree with the statement “The City website contains useful information,” while respondents 61 – 84 years old are *less* likely to indicate they agree with that statement.

Notable: Respondents 31 – 60 years old are *more* likely to indicate they strongly agree or agree with the statement “The City website is easy to navigate,” while respondents 61 – 84 years old are *less* likely to indicate they agree with that statement.

9. How great a challenge do you believe each of the following will be to the character of Lake Forest over the next ten years?						
Answer Options	Rating Average	Very Significant	Significant	Moderate	Minor	None
Good fiscal management (<i>n=1457</i>)	1.52	64.60%	23.40%	8.60%	2.50%	1.00%
Economic development (more retail, restaurants) (<i>n=1456</i>)	1.77	51.20%	29.70%	12.60%	4.10%	2.40%
Maintenance of City infrastructure (streets, sewers, etc.) (<i>n=1457</i>)	1.87	43.00%	33.70%	18.10%	3.90%	1.20%
Increased traffic in the community (<i>n=1463</i>)	2.11	35.30%	30.90%	24.00%	7.40%	2.50%
Maintenance of City parks and facilities (<i>n=1449</i>)	2.12	31.50%	35.10%	24.90%	7.00%	1.50%
Preservation of historic buildings and landscapes (<i>n=1458</i>)	2.36	27.30%	28.60%	27.80%	13.20%	3.20%
Adequate housing to allow Lake Forest seniors to remain in the community (<i>n=1457</i>)	2.41	27.90%	28.00%	25.50%	12.60%	6.00%
Foreclosed properties, both vacant and occupied (<i>n=1442</i>)	2.51	19.30%	30.10%	33.30%	14.60%	2.70%
Subdivision of existing properties into additional lots (<i>n=1455</i>)	2.59	19.90%	27.40%	30.10%	18.60%	4.00%
Adequate housing to allow younger families to move into the community (<i>n=1447</i>)	2.60	21.30%	27.90%	28.50%	14.70%	7.70%
Construction of additional parking in the business districts (<i>n=1454</i>)	2.65	15.90%	30.60%	31.10%	17.50%	5.00%
"For Sale" properties converting to "For Rent" properties due to slow market (<i>n=1460</i>)	2.66	15.00%	28.50%	35.50%	17.40%	3.60%
Size and height of new homes (<i>n=1449</i>)	2.66	18.90%	26.10%	29.90%	20.10%	5.00%
Maintenance of a diversity of housing types, sizes, and price points (<i>n=1446</i>)	2.67	20.80%	25.70%	27.50%	17.60%	8.50%
Demolition of existing houses and construction of new ones (<i>n=1432</i>)	2.72	14.50%	27.50%	33.80%	19.60%	4.50%
Public transportation (<i>n=1435</i>)	2.82	16.10%	23.60%	31.70%	19.60%	9.10%

Noteworthy Findings:

- Overall respondents believe good fiscal management, economic development, and maintenance of City infrastructure will be the greatest challenges to Lake Forest over the next ten years.
 - 88.0% of respondents report that good fiscal management will be a very significant or significant challenge to the character of Lake Forest over the next ten years.
 - 80.9% of respondents report that economic development (more retail, restaurants) will be a very significant or significant challenge to the character of Lake Forest over the next ten years.
 - 76.7% of respondents reported that maintenance of City infrastructure will be a very significant or significant challenge to the character of Lake Forest over the next ten years.

Other (please specify):

- 6.3% (n=93) of respondents added other comments.
- 20.4% of the other comments identify affordable housing as a challenge to the character of Lake Forest over the next ten years
 - Of these, 73.7% oppose and 15.8% support affordable housing; 10.5% were unclear.

Notable: Respondents 31 – 60 years old are:

- *less* likely to indicate increased traffic in the community is a very significant challenge to the character of Lake Forest over the next ten years.
- *less* likely to indicate maintenance of City infrastructure (streets, sewers, etc) is a very significant challenge to the character of Lake Forest over the next ten years.
- *less* likely to indicate adequate housing to allow Lake Forest seniors to remain in the community is a very significant challenge to the character of Lake Forest over the next ten years.

Notable: Respondents 61 - 84 years old are:

- *more* likely to indicate increased traffic in the community is a very significant challenge to the character of Lake Forest over the next ten years.
- *more* likely to indicate maintenance of City infrastructure (streets, sewers, etc) is a very significant challenge to the character of Lake Forest over the next ten years.
- *more* likely to indicate adequate housing to allow Lake Forest seniors to remain in the community is a very significant challenge to the character of Lake Forest over the next ten years.

Notable:

- Respondents in Ward 3 are *more* likely to indicate increased traffic in the community is a very significant challenge to the character of Lake Forest over the next ten years.
- Respondents in Ward 1 are *more* likely to indicate size and height of new homes is a very significant challenge to the character of Lake Forest over the next ten years.
- Respondents in Ward 1 are *more* likely to indicate economic development (more retail, restaurants) is a very significant challenge to the character of Lake Forest over the next ten years.

Longitudinal Perspective:

- Economic development (more retail, restaurants) moved up from the fourth highest ranked challenge in 2006 to the second highest ranked challenge in 2011.
- Fiscal Management was the highest ranked challenge to the character of Lake Forest in both the 2006 and 2011 surveys.
- The top four answers in both 2006 and 2011 were good fiscal management, economic development (more retail, restaurants), maintenance of City Infrastructure, and increased traffic in the community.

10. As Lake Forest approaches full buildout, which types of housing should the City prioritize? (Choose up to three)	
Answer Options	Response Percent
Single family houses on small lots (under 1 acre)	51.5%
Single family houses on larger lots (1 - 1.5 acres)	34.8%
Multi-family units (row houses, townhouses, condominiums)	25.0%
Luxury apartments	13.2%
Moderately-priced apartments	17.2%
Affordable housing for families	21.3%
Affordable senior housing	43.3%
Housing near the business districts	20.4%
None	9.1%
	Response Count
	1482

Noteworthy Findings:

- 51.5% of respondents report that single family houses on small lots (under 1 acre) should be a priority.
- 43.3% of respondents report that affordable senior housing should be a priority.
- 34.8% of respondents report that single family houses on larger lots (up to 1.5 acres) should be a priority.

Notable: Respondents 31 – 45 years old are:

- *more* likely to indicate the City should prioritize single family houses on small lots (under 1 acre) and single family houses on large lots (1 – 1.5 acres).
- *less* likely to indicate the City should prioritize affordable housing for seniors.

Notable: Respondents 61 - 84 years old are *more* likely to indicate the City should prioritize affordable housing for seniors.

Notable: Respondents in Ward 1 are *more* likely to indicate the City should prioritize single family houses on small lots (under 1 acre), while respondents in Ward 4 are *less* likely to indicate the City should prioritize affordable housing for families.

11. The City should encourage the development of affordable and moderate housing for (Choose up to three)

Answer Options	Response Percent
Families currently living in Lake Forest that have experienced a life change (job loss, family change, other)	47.5%
Young families, first-time buyers	34.4%
Seniors	59.3%
Employees who work at Lake Forest schools, Lake Forest College, Northwestern Lake Forest Hospital, or other businesses in Lake Forest	39.4%
Residents of other communities who wish to move to Lake Forest	5.5%
None	21.2%
Other, please specify	5.3%
	Response Count
	1480

Noteworthy Findings:

- 59.3% of respondents believe that the City should encourage affordable and moderate housing for seniors.
- 47.5% of respondents believe that the City should encourage affordable and moderate housing for families currently living in Lake Forest that have experienced a life change (job loss, family change, other).

Notable: Respondents 31 – 45 years old are *less* likely to indicate the City should encourage the development of affordable and moderate housing for seniors, while respondents 61-84 years old are *more* likely to indicate such.

Other (please specify):

- 5.4% (n=80) of respondents added other comments.
- 60.0% of the other comments oppose the development of affordable housing.
- 21.3% of the other comments support the development affordable housing
 - Of these, 29.4% support affordable housing for City employees.

12. Please rate your level of agreement with each of the following statements. The City government should pursue the following environmentally-responsible practices:						
Answer Options	Rating Average	Strongly Agree	Agree	Disagree	Strongly Disagree	Don't Know
Increased recycling efforts (n=1445)	2.17	28.70%	44.40%	14.90%	5.50%	19.17%
Eco-friendly landscaping materials (n=1437)	2.18	26.70%	48.90%	10.80%	6.90%	5.30%
Energy-efficient building code requirements (n=1415)	2.25	23.80%	46.90%	14.80%	9.30%	6.95%
More bike and walking paths (n=1438)	2.31	25.20%	40.50%	19.70%	7.60%	12.37%
Integrated pest management/reduced chemical applications (n=1437)	2.38	23.70%	43.40%	14.70%	8.00%	6.51%
Solar heating/cooling/lighting (n=1426)	2.58	19.60%	37.20%	19.90%	12.30%	10.94%
Restricted watering (n=1424)	2.63	12.40%	38.20%	30.10%	12.70%	14.55%
Alternative fuels (n=1416)	2.70	14.60%	41.00%	18.40%	11.50%	6.53%
Increased bus or shuttle services (n=1423)	2.75	14.30%	34.10%	26.60%	12.60%	14.41%
"Green" roofs (n=1430)	2.80	15.90%	31.20%	24.80%	13.60%	10.20%
Battery charging stations (n=1414)	2.95	12.70%	32.20%	21.40%	14.60%	6.82%

Noteworthy Findings:

- 75.6% of respondents strongly agree or agree that the City should pursue the use of eco-friendly landscaping materials; 73.1% of respondents strongly agree or agree that the City should pursue increased recycling efforts; and 70.7% of respondents strongly agree or agree that the City should pursue the use of energy-efficient building code requirements.
- 42.8% of respondents strongly disagree or disagree that the city should pursue restricted watering; 39.2% of respondents strongly disagree or disagree that the city should pursue increased bus or shuttle services; 38.4% of respondents strongly disagree or disagree that the city should pursue "green" roofs.

Notable:

- Respondents 45 years old and younger are *more* likely to strongly agree with more bike and walking paths.
- Respondents 61 – 84 years old are *more* likely to agree with increased bus or shuttle services, while respondents 31 0- 45 years old are *more* likely to disagree.
- Respondents 45 years old and younger are *more* likely to strongly agree with increased recycling efforts.
- Respondents 31 – 45 years old are *more* likely to strongly agree with solar heating/cooling/lighting, “green” roofs, and integrated pest management/reduced chemical applications.

Notable:

- Ward 2 respondents are *more* likely to agree with energy-efficient building code requirements.
- Ward 3 respondents are *more* likely to disagree with more bike and walking paths.
- Ward 3 respondents are *more* likely to agree with increased bus or shuttle services, while Ward 4 respondents are *more* likely to disagree.
- Ward 3 respondents are *less* likely to strongly agree with solar heating/cooling/lighting, restricted watering, and integrated pest management/reduced chemical applications.

13. Would you utilize a public transportation system in Lake Forest (i.e. bus)?	
Answer Options	Response Percent
Yes	25.1%
No	74.9%
	Response Count
	1347

Noteworthy Findings:

- 25.1% of respondents indicate they would utilize a public transportation system in Lake Forest.

Notable: Respondents 31 – 45 years old are *less* likely to indicate they would utilize a public transportation system in Lake Forest.

13a. If yes, why?	
	Response Count
	328

Noteworthy Findings:

- 45.7% of responses relate to overall convenience.
- 22.9% of responses relate to usage because of age, whether for teenagers or children unable to drive or seniors no longer able to drive.
- 11.9% of respondents report they would use a transportation system in Lake Forest if it either went to other suburbs and/or O’Hare Airport, or if the route and schedule were convenient for them.
- 8.8% of respondents report they would support a transportation system for environmental reasons.
- 5.5% of respondents support a public transportation system because they either cannot drive or do not own a car.

13b. If no, why not?	
	Response Count
	746

Noteworthy Findings:

- 32.3% of respondents say that there is not a need for a public transportation system.
- 28.8% of respondents say they would not use a public transportation system because they have access to personal transportation.
- 18.2% would not utilize a public transportation system due to perceived negative impacts such as increased traffic, cost, or impracticality.

14. If an Amtrak stop (i.e., Chicago to Milwaukee/inter-state) were to be incorporated into the train schedule at the Telegraph Road Station, would you use it?	
Answer Options	Response Percent
Yes	46.0%
No	54.0%
	Response Count
	1366

Noteworthy Findings:

- 46.0% of respondents indicated they would use an Amtrak stop if it were to be incorporated at the Telegraph Road Station.

Notable: Respondents 31 – 45 years old are *more* likely to indicate they would use an Amtrak stop if it were to be incorporated at Telegraph Road, while respondents 61 – 84 years old are *less* likely to indicate they would.

15. Please rate the importance of the following Parks and Recreation priorities:					
Answer Options	Rating Average	Very Important	Important	Neutral	Not Important
Preserving and stabilizing public bluffs and ravines (n=1449)	1.93	34.20%	43.30%	17.50%	5.00%
Providing forestry care for the community (n=1452)	2.08	26.40%	45.20%	22.00%	6.30%
Adding or renovating walking and bike paths (n=1451)	2.24	23.30%	38.90%	28.30%	9.40%
Repairing or improving park pavilions and restrooms (n=1443)	2.47	11.20%	40.90%	37.60%	10.30%
Providing recreation services for disabled members of the community (n=1443)	2.49	11.90%	36.90%	41.90%	9.40%
Adding new youth recreation programs (n=1448)	2.53	16.60%	28.30%	40.10%	15.00%
Improving parks maintenance or landscaping (n=1441)	2.54	12.80%	32.80%	41.80%	12.60%
Improving park play amenities (playgrounds, tennis courts, etc.) (n=1445)	2.61	9.80%	33.30%	43.10%	13.70%
Adding new adult recreation programs (n=1440)	2.62	11.80%	29.40%	44.30%	14.50%
Improving the beach/sailing facilities (n=1436)	2.71	9.90%	27.80%	44.20%	18.10%
Expanding the Recreation Center (n=1448)	2.84	10.50%	19.50%	45.90%	24.10%

Noteworthy Findings:

- 77.5% of respondents think that preserving and stabilizing public bluffs and ravines is a very important or important Parks and recreation priority.
- 71.6% of respondents think that providing forest care is a very important or important Parks and Recreation priority.

- 62.2% of respondents think that adding or renovating walking and bike paths is a very important or important Parks and Recreation priority.
- 52.1% of respondents think that repairing or improving park pavilions and restrooms is a very important or important Parks and Recreation priority.

Notable: Respondents 45 and younger are *more* likely to indicate very important or important for the following Parks and Recreation priorities:

- Adding new youth recreation programs.
- Adding new adult recreation programs.
- Improving parks maintenance or landscaping.
- Improving the beach/sailing facilities.
- Expanding the Recreation Center.
- Repairing or improving park pavilions and restrooms.
- Improving park play amenities (playgrounds, tennis courts, etc.).

Notable:

- Ward 1 respondents are *more* likely to indicate adding new youth recreation programs as important.
- Ward 1 respondents are *more* likely to indicate expanding the recreation center as not important.
- Ward 4 respondents are *less* likely to indicate preserving and stabilizing public bluffs and ravines as very important.
- Ward 3 respondents are *less* likely to indicate adding or renovating walking and bike paths as very important.

16. How often do you use the following recreational facilities

Answer Options	Rating Average	Daily	Weekly	1 -2 Times a Month	Several Times a Year	Do Not Use
Forest Park Beach (n=1477)	3.27	5.70%	22.50%	20.50%	41.40%	9.80%
Neighborhood and Community Parks (n=1464)	3.38	7.40%	20.40%	19.20%	33.10%	19.90%
Recreation Center (n=1474)	3.98	5.00%	14.10%	9.90%	19.70%	51.30%
Deerpath Golf Course (n=1474)	4.39	1.10%	6.40%	6.60%	23.80%	62.00%
Wildlife Discovery Center (n=1473)	4.49	0.70%	2.60%	5.00%	30.80%	61.00%
West Park Outdoor Ice Rink (n=1474)	4.57	0.90%	3.30%	4.10%	20.60%	71.00%
McCormick Nature Preserve (n=1455)	4.62	0.50%	2.10%	3.50%	22.70%	71.10%
Stirling Hall Arts Center (n=1467)	4.79	0.30%	1.20%	1.80%	12.60%	84.20%

Noteworthy Findings:

- 48.7% of respondents report using Forest Park Beach at least once a month; 28.2% of respondents report using it weekly or daily.
- 47.0% of respondents report using neighborhood and community parks at least one a month; 27.8% of respondents report using them weekly or daily.
- A majority of respondents (between 51.3% and 84.2%) report they don't use the Recreation Center, the Wildlife Discovery Center, Deerpath Golf Course, West Park Outdoor Ice Rink, McCormick Nature Preserve, and the Stirling Hall Arts Center.

Notable: Respondents 31 – 45 years old are *more* likely to indicate they use the recreational facilities listed, while respondents 61 years old and older are *more* likely to indicate they do not use the listed facilities.

17. How satisfied are you with each of the following recreational facilities						
Answer Options	Average Rating	Very Satisfied	Somewhat Satisfied	Somewhat Dissatisfied	Very Dissatisfied	No Basis for Judging
Forest Park Beach (n=1469)	1.27	70.50%	18.40%	2.00%	0.70%	8.40%
Wildlife Discovery Center (n=1450)	1.48	25.90%	15.80%	1.50%	0.80%	56.00%
Neighborhood and Community Parks (n=1445)	1.52	44.00%	32.00%	3.20%	1.20%	19.60%
Deerpath Golf Course (n=1454)	1.55	26.50%	15.50%	2.40%	1.60%	54.00%
Stirling Hall Arts Center (n=1440)	1.59	9.90%	8.80%	0.90%	0.40%	80.00%
McCormick Nature Preserve (n=1433)	1.60	16.10%	15.70%	1.30%	0.60%	66.30%
West Park Outdoor Ice Rink (n=1451)	1.65	17.40%	17.40%	3.00%	0.60%	61.70%
Recreation Center (n=1455)	1.67	31.30%	27.10%	4.90%	2.30%	34.40%

Noteworthy Findings:

- 88.9% of respondents report being very satisfied or satisfied with Forest Park Beach.
- 76.0% of respondents report being very satisfied or satisfied with neighborhood and community parks.
- 58.4% of respondents report being very satisfied or satisfied with the Recreation Center.
- A majority of respondents (54.0% to 80.0%) reported they had no basis for judging Deerpath Golf Course, Wildlife Discovery Center, West Park Outdoor Ice Rink, McCormick Nature Preserve, and Stirling Hall Arts Center.

Notable: Respondents 61 years old and older are *more* likely to indicate they have no basis for judging satisfaction with West Park Outdoor Ice Rink, McCormick Nature Preserve, and neighborhood and community parks.

Notable:

- Ward 1 respondents are *more* likely to indicate they are very satisfied with the Recreation Center.
- Ward 2 respondents are *more* likely to indicate they are very satisfied with Forest Park Beach, while Ward 3 respondents are *less* likely to indicate they are very satisfied.
- Ward 2 respondents are *more* likely to indicate they are very satisfied with neighborhood and community parks, while Ward 3 respondents are *less* likely very satisfied.

18. What improvements would increase your satisfaction with these facilities?

Answer Options	Response Count
	584

Noteworthy Findings:

- 18.2% of responses are related to the Recreation Center; of which 37.7% write that the facilities need to be enlarged, updated, or equipment refurbished, 17.0% want a pool to be added, and 16.0% would like more programs/classes to be added or expanded.
- 13.0% of responses are related to Forest Park Beach; of which 17.9% want boating services to be expanded, improved, and/or less expensive, and 11.5% think there should be an area designated for dogs.
- 9.0% of responses are related to parks; of which 31.4% comment that playground/park equipment needs to be updated, and 17.6% comment that parks need better drainage.
- 7.0% of response are related to Deerpath Golf Course; of which 19.5% believe that rates should decrease, 17.1% do not want the course privatized, and 17.1% believe the course needs better staff and management.
- 8.2% of respondents want a community pool to be opened.
- 6.8% of respondents think that no improvements should be made.
- 6.0% of responses are related to the West Park Outdoor Ice Rink; of which 44.1% are concerned with the maintenance of the ice.

19. The Senior Center at Dickinson Hall serves adults over the age of 50. Are you aware of the programs and services it offers?	
Answer Options	Response Percent
Yes	54.6%
No	45.4%
	Response Count
	1143

Noteworthy Findings:

- 54.6% of respondents are aware of the programs and services offered at the Senior Center at Dickinson Hall.

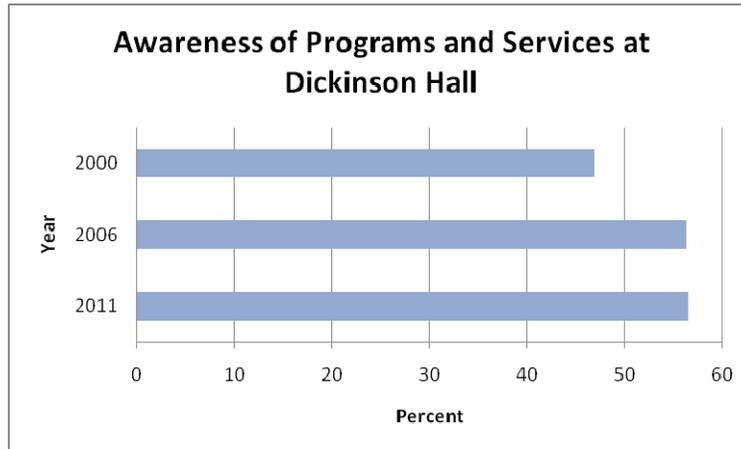
Questions 20 – 25 were answered by survey respondents age 50 and older

20. Are you aware that you are eligible to join the Dickinson Hall Senior Center at age 50?	
Answer Options	Response Percent
Yes	56.6%
No	43.4%
	Response Count
	1195

Noteworthy Findings:

- 56.6% of respondents are aware they are eligible to join the Dickinson Hall Senior Center at age 50.

Longitudinal Perspective:



As the chart above indicates, awareness of programs and services at Dickinson Hall grew from 47% in 2000 to more than 56% in 2006 and has leveled off to 56.6% in 2011.

21. Are you aware that medical equipment may be borrowed at no charge, including wheelchairs, bath benches, walkers, crutches, etc.?	
Answer Options	Response Percent
Yes	32.9%
No	67.1%
	Response Count
	1181

Noteworthy Findings:

- 32.9% of respondents are aware that medical equipment may be borrowed at no charge.

22. When are you most likely to participate in programs at Dickinson Hall? Please check all that apply to your age group:

Answer Options	Daytime	Early Evening
Age 50 - 65	53.2%	62.7%
Age 66 - 75	88.8%	38.6%
Age 76 - 85	94.8%	30.9%
Over 85	97.8%	14.3%
	Response Count	
	887	

Noteworthy Findings:

- 97.8% of respondents over the age of 85, 94.8% of respondents between the ages of 76 and 85, and 88.8% of respondents between the ages of 66 and 75, are most likely to participate in programs at Dickinson Hall during the daytime.
- 62.7% of respondents between the ages of 50 and 65 are most likely to participate in programs at Dickinson Hall during the early evening.

23. Which programs are you interested in having provided? Please check all that apply:

Answer Options	Response Percent
Lectures/educational programming	74.8%
Social events/lunches, dinners	35.3%
Exercise classes for all levels	39.9%
Art classes	25.4%
Social/support services/counseling with the Senior Advocate	25.5%
Day trips to theaters, music, sporting events, Chicago tours	52.3%
Bridge classes and play	17.5%
Mahjong classes and play	9.3%
Canasta classes and play	5.3%
Volunteer opportunities	32.9%
Overnight trips through organized travel groups	18.3%
	Response Count
	862

Noteworthy Findings:

- 74.8% of respondents are interested in having lectures/educational programming provided.
- 52.3% of respondents are interested in having day trips to theaters, music, sporting events, and Chicago tours provided.
- 39.9% of respondents are interested in having exercise classes for all levels provided.

24. What price range do you consider reasonable for programs that include a meal? Please check one:	
Answer Options	Response Percent
\$12 - \$15	23.5%
\$16 - \$20	34.9%
\$21 - \$25	24.3%
\$26 - \$30	17.3%
	Response Count
	860

Noteworthy Findings:

- Respondents are divided somewhat evenly among all the categories on what price range is reasonable for programs that include a meal.
- 34.9% of respondents indicate they would consider \$16 to \$20 a reasonable price for programs that include a meal.

25. How can services at Dickinson Hall be enhanced?	
Answer Options	Response Count
	262

Noteworthy Findings:

- 17.9% of responses indicated satisfaction with the program, with 70.2% of responses indicating satisfaction with the program and 23.4% of responses indicating satisfaction with Dickinson Hall staff.
- 16% of responses indicate the need for better communication and marketing of the program.
- 16% of responses indicate they have not participated in Dickinson Hall programs.

26. CROYA is for all students in 7th grade through high school. Are you aware of the programs and services it offers?	
Answer Options	Response Percent
Yes	60.3%
No	39.7%
	Response Count
	1397

Noteworthy Findings:

- 60.3% of respondents are aware of the programs and the services CROYA offers.

27. CROYA has a partnership with the Activator Academy, the music school and recording studio housed in the CROYA Student Union. Are you aware of the programs and services the Activator Academy offers?	
Answer Options	Response Percent
Yes	23.2%
No	76.8%
	Response Count
	1381

Noteworthy Findings:

- 76.8% of respondents are unaware of the programs and services the Activator Academy offers.

28. How can the services at CROYA be enhanced?

Answer Options	Response Count
	254

Noteworthy Findings:

- 14.2% of responses comment on their satisfaction with CROYA, with 88.9% of these respondents indicating they are satisfied.
- 12.6% of responses comment on the need for better outreach and marketing of the program.
- 9.8% of responses comment on the need to expand program offerings.

29. What should be the top three priorities of the Police Department (Choose three):

Answer Options	Response Percent
Crime prevention	94.1%
Elder services	7.9%
Downtown on-street parking enforcement	4.6%
Traffic enforcement	40.5%
Youth education (drug prevention, etc.)	29.6%
Neighborhood patrols	74.9%
Foot and bicycle patrols of downtown, commercial areas and parks	24.1%
Bike and railroad safety	10.6%
Other, please specify	6.6%
	Response Count
	1486

Noteworthy Findings:

- 94.1%, 74.9%, and 40.5% of respondents indicate that crime prevention, neighborhood patrols, and traffic enforcement, respectively, should be the top three priorities of the Police Department.

Notable: Respondents 31 – 45 years old are:

- *less* likely to indicate traffic enforcement should be a top priority of the Police Department.
- *more* likely to indicate youth education (drug prevention, etc.) should be a top priority of the Police Department.

Other, please specify:

- 6.6% (n=98) of respondents added other comments.
- 19% of other responses comment on enforcing traffic/parking regulations.
- 11.2% of other responses comment on regulating bikers.
- 8.2% of other responses comment on reducing the costs of the police department; responses most often indicated reducing number of police officers and reducing pension costs as avenues for reducing costs.

Longitudinal Perspective

- Respondents indicate that crime prevention and neighborhood patrols, respectively, should be the top two priorities of the Police Department in both the 2006 and 2011 survey.

30. Please rank the Police Department in the following areas:						
Answer Options	Rating Average	Very Satisfied	Somewhat Satisfied	Somewhat Dissatisfied	Very Dissatisfied	No basis for Judging
Police response time* (n=1478)	1.23	61.10%	13.10%	1.50%	0.40%	23.90%
Degree of safety and security you feel in Lake Forest (n=1469)	1.23	77.30%	17.70%	1.90%	0.30%	2.70%
Overall performance (n=1481)	1.33	67.80%	20.50%	3.00%	1.20%	7.50%
Overall competence and job knowledge (n=1464)	1.33	59.50%	19.00%	2.30%	1.20%	18.00%
Degree of respect and professionalism (n=1476)	1.42	63.60%	18.30%	6.30%	2.40%	9.30%

*new question - not included in longitudinal analysis

Noteworthy Findings:

- Overall, respondents are the most satisfied with police response time and the degree of safety and security they feel in Lake Forest.
- In all areas, at least 74.2% of respondents are very satisfied or somewhat satisfied.

Notable: Respondents in Ward 2 are *more* likely to indicate they are very satisfied with the overall performance of the Police Department, while respondents in Ward 3 are *more* likely to indicate they are very satisfied with the degree of respect in the Police Department.

Other, please specify:

- 6.4% (n=96) of respondents added other comments.
- 27.1% of other responses comment on respondent’s satisfaction with the Police Department. 57.7% of these respondents are satisfied with the Police Department and 42.3% of respondents are dissatisfied with the Police Department, most commonly in regards to the demeanor of police officers.
- 12.5% of other responses comment on enforcing traffic/parking regulations.
- 6.3% of other responses comment on crime prevention/solving.

Longitudinal Perspective:

- Respondent’s Police Department rankings have not changed significantly since the 2006 survey.

31. Please rank the Fire Department in the following areas:						
Answer Options	Rating Average	Very Satisfied	Somewhat Satisfied	Somewhat Dissatisfied	Very Dissatisfied	No basis for Judging
Fire response time (n=1464)	1.10	48.20%	4.40%	0.10%	0.20%	47.10%
Emergency Medical Services (ambulance response) (n=1478)	1.10	55.60%	5.40%	0.20%	0.10%	38.60%
Overall performance (n=1481)	1.11	64.10%	7.40%	0.20%	0.10%	28.20%
Professionalism (n=1446)	1.12	63.90%	7.50%	0.60%	0.10%	27.90%
Public Education (n=1464)	1.24	46.90%	12.50%	0.80%	0.20%	39.50%

Noteworthy Findings:

- At least 52.6% of respondents are very satisfied or somewhat satisfied with each area of the Fire Department.
- On each of the five measures for the Fire Department a substantial number of respondents indicate they have no basis for judging; 1% or less indicate they are very dissatisfied or somewhat dissatisfied on each of the five measures.

Notable: Respondents in Ward 3 are *more* likely to indicate they are very satisfied with Emergency Medical Services (ambulance response), while respondents in Ward 1 are *more* likely to indicate they are very satisfied with fire response time.

Other, please specify:

- 2.9% (n=44) of respondents added other comments.
- 45.5% of other responses indicate respondent’s satisfaction with the Fire Department.
- 13.6% of other responses suggest reducing costs of the Fire Department. Most often respondents indicate that cutting staff and staff salaries is a method of reducing costs.
- 9.1% of other responses encourage fire safety/prevention education.

32. Please rank from 1 (most frequent) to 7 (least frequent) where you do your shopping/dining.		
	Average	Percent of Respondents Selecting This as Most Frequent Place to Shop
Lake Forest Stores	2.73	37.5%
Other stores (not in mall)	2.88	20.9%
Shopping Mall	3.07	17.4%
Internet	3.52	14.0%
Costco*	3.87	15.5%
Catalogue	5.03	2.1%
Direct Mail	6.28	0.7%
		Response Count
		1397

*new question - not included in longitudinal analysis

Noteworthy Findings:

- Survey respondents indicate they are most likely to do their shopping/dining in Lake Forest stores, other stores (not in mall), and the shopping mall.

Notable: Respondents 61 - 84 years old are *more* likely to indicate they most frequently do their shopping at Lake Forest stores, while respondents 31 – 45 years old are *more* likely to indicate they most frequently do their shopping on the Internet.

Notable: Respondents in Ward 1 are *more* likely to indicate they most frequently do their shopping at Lake Forest stores and *less* likely to indicate that they most frequently do their shopping at a shopping mall.

Longitudinal Perspective

- Shopping/dining preferences of Lake Forest residents have not changed since 2006 as the 2006 resident survey found that respondents were most likely to do their shopping in Lake Forest stores, other stores, and the shopping mall.

33. If you shop/dine in Lake Forest, please check the three most important reasons why. If you do not shop/dine in Lake Forest, please skip to question 35.

Answer Options	Response Percent
Convenience	94.2%
Price	6.0%
Product selection	18.8%
Customer service	33.2%
Special services*	3.8%
Hours of Operation	6.2%
Traffic/congestion	10.6%
Parking	19.1%
Unique experience and social aspect*	25.0%
Support of local business*	68.5%
	Response Count
	1406

*new question - not included in longitudinal analysis

Noteworthy Findings:

- 94.2% of respondents indicate convenience as the most important reason why they shop/dine in Lake Forest.
- 68.5% of respondents indicate support of local business as the second most important reason why they shop/dine in Lake Forest.
- 33.2% of respondents indicate customer service as one of the most important reasons why they shop/dine in Lake Forest.

34. How often do you purchase the following goods and/or services in Lake Forest?					
Answer Options	Rating Average	Always	Often	Sometimes	Never
Food/drugs (n=1440)	1.71	45.10%	40.20%	13.30%	1.40%
Healthcare/Doctors (n=1432)	2.33	26.70%	30.70%	25.40%	17.10%
Restaurants (n=1413)	2.34	6.70%	54.10%	37.30%	1.80%
Financial services (n=1416)	2.40	29.80%	26.80%	17.30%	26.10%
Beauty/personal care (n=1402)	2.57	22.40%	24.10%	27.10%	26.40%
Gifts (n=1407)	2.61	5.80%	36.90%	47.50%	9.80%
Books (n=1423)	2.73	13.20%	23.00%	41.90%	21.90%
Florist (n=1408)	2.77	14.10%	17.10%	46.30%	22.50%
Home maintenance (n=1402)	2.93	7.60%	21.00%	42.10%	29.20%
Clothing (women) (n=1405)	3.09	2.20%	17.40%	49.30%	31.20%
Professional Services (attorneys, realtors, accountants, etc.) (n=1405)	3.12	6.70%	14.60%	38.40%	40.40%
Housewares (n=1400)	3.17	1.60%	13.20%	51.50%	33.70%
Auto service/repair (n=1403)	3.28	9.00%	11.70%	21.30%	58.00%
Office supplies (n=1390)	3.42	1.90%	7.80%	36.70%	53.50%
Clothing (men) (n=1398)	3.54	0.80%	5.10%	34.00%	60.20%
Clothing (children) (n=1372)	3.54	0.90%	6.40%	30.20%	62.50%

Noteworthy Findings:

- Survey respondents indicate they most often shop/dine for food/drugs, healthcare/doctors, and restaurants in Lake Forest.
- 58.0% of respondents *never* purchase auto service/repair services in Lake Forest; 62.5% of respondents *never* purchase children’s clothing in Lake Forest; 60.2% of respondents *never* purchase men’s clothing in Lake Forest; 53.5% of respondents *never* purchase office supplies in Lake Forest; and 40.4% of respondents *never* purchase professional services (attorneys, realtors, accountants, etc.) in Lake Forest.

Other, please specify:

- 4.3% (n=63) of respondents added other comments.
- 25.4% of other responses comment on the limited selection of stores and restaurants in Lake Forest. 37.5% of these responses indicate the need for more budget/family friendly restaurants.
- 7.9% of other responses comment on their use of the post office and other shipping stores in Lake Forest.
- 7.9% of other responses indicate they purchase groceries in Lake Forest.

35. If you do not shop/dine in Lake Forest or if you, on occasion, decide to shop elsewhere, what are the three most important reasons why?	
Answer Options	Response Percent
Convenience	24.7%
Price	65.9%
Product selection	85.2%
Service	11.3%
Traffic/congestion	4.7%
Parking	12.9%
Hours of operation	36.9%
Other, please specify	9.6%
	Response Count
	1297

Noteworthy Findings:

- 85.2%, 65.9%, and 36.9% of respondents indicate product selection, price, and hours of operation, respectively, are the top three important reasons why they do not shop/dine in Lake Forest or on occasion decide to shop elsewhere.
- 24.7% of respondents indicate convenience as a reason they do not shop/dine in Lake Forest or on occasion decide to shop elsewhere.

Other, please specify:

- 9.6% (n=124) of respondents added other comments.
- 40.3% of other responses indicate variety as a reason for shopping outside of Lake Forest.
- 26.6% of other responses comment on the limited options in Lake Forest as a reason for shopping outside of Lake Forest.
- 4.0% of other responses indicate convenience as a reason for shopping outside of Lake Forest.

36. What one new business or product would you like to have available in Lake Forest?	
	Response Count
	932

- 27.8% of respondents identify restaurants as the one new business they would like to have available in Lake Forest; 8.5% of which identified *Chipotle Mexican Grill*.
- 12.7% of respondents identify clothing stores as the one new business they would like to have available in Lake Forest; 28.3% of which identified a department store (including *Macy's, Carson Pirie Scott, and Nordstrom*).
- Other common answers include a hardware store (9.2%); movie theater (5.0%); grocery store (4.1%); and gas station (3.8%).

37. What one City service do you believe should be reduced?	
Answer Options	Response Count
	677

Noteworthy Findings:

- 45% of respondents believe that weekly garbage collection should be reduced to once a week.
- 11% of respondents believe that there should not be any reductions in City services.
- 7% of respondents believe that City government and administration should be reduced; respondents most frequently cited a reduction in the number of City employees and the salaries and pensions of city employees.

38. What one City service do you believe should be discontinued?	
Answer Options	Response Count
	444

Noteworthy Findings:

- 26% of respondents believe that there should be no discontinuation of City services.
- 18% of respondents believe that certain public-works related services should be discontinued; respondents most frequently cite the elimination of twice weekly garbage collection, gas street lamps, and sidewalk snow shoveling.
- 13% of respondents believe in a reduction of certain Park and Recreation services; respondents most frequently cite the Wildlife Discovery Center and the Deerpath Golf Center.

39. What one city service do you think should be added, if any?	
Answer Options	Response Count
	497

Noteworthy Findings:

- 35% of respondents believe that certain public works related services should be added; respondents most frequently cite additional recycling services, including expanded hours at the recycling center, and the curbside leaf collection.
- 24% of respondents believe that the City should not offer any additional services.
- 9% of respondents believe that additional parks and recreation services should be added; respondents most frequently cite the addition of a dog beach and a community pool.

40. Are you a resident of Lake Forest?	
Answer Options	Response Percent
Yes	99.2%
No	0.8%
	Response Count
	1466

Noteworthy Findings:

- 99.2% of respondents are Lake Forest residents.

41. Do you live in Lake Forest more than 6 months of the year?	
Answer Options	Response Percent
Yes	98.4%
No	1.6%
	Response Count
	1464

Noteworthy Findings:

- 98.4% of respondents live in Lake Forest more than 6 months of the year.

Notable: The majority of respondents indicating they live outside of Lake Forest more than 6 months of the years are 61 – 84 years old.

43. How many years have you lived in Lake Forest?	
	Response Count
	1455

Noteworthy Findings:

- On average, respondents have lived in Lake Forest 23 years.
- The respondent that has resided in Lake Forest the longest has lived in the City for 95 years.

44. If you have children living at home, what are their ages?	
	Response Count
	553

Noteworthy Findings:

- The average age of children living at home is 13 years old.
- 12.4% of respondents have children 5 years old or less living at home.
- 11.1% of respondents have children 21 years old or older living at home.

45. What is your age?	
Answer Options	Response Percent
30 years or under	1.1%
31 - 45 years	13.5%
46 - 60 years	39.8%
61 - 84 years	40.7%
85+ years	4.9%
	Response Count
	1452

Noteworthy Findings:

- 80.5% of respondents are between the ages of 46 and 84.

46. In which Ward do you reside?	
Answer Options	Response Percent
Ward 1	17.4%
Ward 2	19.0%
Ward 3	16.8%
Ward 4	21.0%
Don't Know	25.8%
	Response Count
	1355

Noteworthy Findings:

- 25.8% of respondents do not know in which ward they live.

47. Additional Comments:	
	Response Count
	436

Noteworthy Findings:

- 20.0% of respondents say they are either happy living in Lake Forest or happy with the City government.
- 10.6% of respondents have concerns about traffic.
- 10.3% of respondents say they want more diverse shopping, restaurants, and entertainment options downtown and/or voiced disappointment that a Costco did not open in Lake Forest.
- 9.0% of respondents say they are unhappy with the current Lake Forest elected officials or city employees.
- 6.4% of respondents appreciated being asked to take part in this survey.
- 5.7% of respondents are concerned about infrastructure including street lights, sidewalks, electricity, and street repairs.