



2025 Village of Gurnee Community Survey Findings Report

Presented to the Village of
Gurnee, IL

February 2025



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VILLAGE OF GURNEE



Executive Summary

2025 Village of Gurnee Community Survey

Executive Summary



Purpose

ETC Institute administered a community survey for the Village of Gurnee in January 2025. The survey was conducted as part of the Village's effort to gather resident opinions and feedback on programs and services. The results of the survey will be used to help the Village improve and expand existing programs and determine future needs of residents. This is the first community survey ETC Institute has administered for the Village of Gurnee.

Methodology

A five-page survey was mailed to a random sample of households throughout the Village of Gurnee. The mailed survey included a postage-paid return envelope and a cover letter. The cover letter explained the purpose of the survey, encouraged residents to return their surveys in the mail, and provided a link to an online survey for those who preferred to complete the survey over the internet. Approximately 10 days after the surveys were mailed, residents who were part of the random sample received a follow-up message to encourage participation.

To prevent people who were not residents of Gurnee from participating, everyone who completed the survey online was required to enter their home address prior to submitting the survey. ETC Institute then matched the addresses that were entered online with the addresses that were originally selected from the random sample. If the address from a survey completed online did not match one of the addresses selected for the sample, the online survey was not counted.

The goal was to receive at least 400 completed surveys. This goal was met, with a total of 478 households responding to the survey. The results for the random sample of 478 households have a 95% level of confidence with a precision of at least $\pm 4.5\%$.

Interpretation of "Don't Know" Responses. The percentage of "don't know" responses has been excluded from many of the graphs in this report to assess satisfaction with residents who had used Village services and to facilitate valid comparisons with other communities in the benchmarking analysis. Since the number of "don't know" responses often reflects the utilization and awareness of Village services, the percentage of "don't know" responses has been included in the tabular data in Section 4 of this report. When the "don't know" responses have been excluded, the text of this report will indicate that the responses have been excluded with the phrase "who had an opinion."

This report contains the following:

- a summary of the methodology for administering the survey and major findings
- charts showing the overall results of the survey (Section 1)

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- benchmarking data that show how the results for the Village of Gurnee compare to results in other communities in the Plains Region and across the U.S. (Section 2)
- Importance-Satisfaction analysis that identifies priorities for investment (Section 3)
- tabular data showing the overall results for all questions on the survey (Section 4)
- a copy of the cover letter and survey instrument (Section 5)

Characteristics of the Village

The Village characteristics that had the highest levels of satisfaction, based upon the combined percentage of “very satisfied” and “satisfied” responses among residents *who had an opinion*, were: feeling of safety in the neighborhood (87%), feeling of safety in Gurnee (81%), customer service of Village employees (81%), and Gurnee’s ability to communicate information (74%).

Based on the sum of their top three choices, the Village services that residents thought should receive the most emphasis over the next two years were: 1) condition of streets, pavement, and sidewalks, 2) effectiveness of Village communication with the public, and 3) police services.

Quality of Life and Perceptions of the Village

Eighty-six percent (86%) of the residents surveyed, *who had an opinion*, rated the Village as “excellent” or “good” as a place to live; 86% gave the Village “excellent” or “good” ratings as a place to raise a family; 79% rated the overall quality of life in the Village as “excellent” or “good,” and 75% rated the overall value they receive from Village Services as “excellent” or “good.”

Satisfaction with Specific Village Services

Public Safety. The highest levels of satisfaction with public safety services, based upon the combined percentage of “very satisfied” and “satisfied” responses among residents *who had an opinion*, were: overall quality of local fire protection (93%), how quickly fire protection responds to emergencies (92%), overall quality of local police protection (91%), overall quality of emergency medical services (90%), and how quickly police respond to emergencies (85%).

Based on the sum of their top three choices, the public safety services that residents thought were most important for the Village to provide were: 1) overall quality of local police protection, 2) the Village’s efforts to prevent crime, and 3) overall quality of emergency medical services.

Enforcement of Property Maintenance Codes. The highest levels of satisfaction with the enforcement of property maintenance codes, based upon the combined percentage of “very satisfied” and “satisfied” responses among residents *who had an opinion*, were: enforcing codes designed to address public safety (56%), maintenance of commercial property (54%), and cleanup of litter and debris on private property (53%).

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Village E-Services. The highest levels of ease-of-use of Village E-Services, based upon the combined percentage of “very easy” and “easy” responses among residents *who had an opinion*, were: paying Gurnee bills and fees online (72%) and using the Village’s website (70%).

Look, Feel, and Maintenance of the Village. The highest levels of satisfaction with the look, feel, and maintenance of the Village, based upon the combined percentage of “very satisfied” and “satisfied” responses among residents *who had an opinion*, were: snow plowing of Village streets (88%), maintenance of street signs (86%), mowing along Village-owned streets and public areas (79%), and maintenance of parkway trees (77%).

Based on the sum of their top three choices, the maintenance services that residents thought were most important for the Village to provide were: 1) maintenance of Village streets, 2) snow plowing of Village streets, and 3) adequacy of street lighting in residential areas.

Drinking Water. The highest levels of satisfaction with drinking water, based upon the combined percentage of “very satisfied” and “satisfied” responses among residents *who had an opinion*, were: reliability of water service (95%) and water pressure (89%).

Other Findings

- Based on the sum of their top two choices, the sources *most preferred* by residents to find out about Village information are: 1) Village mailed newsletter and direct mail and 2) email.
- Residents were asked the importance of various environmental sustainability initiatives. Based on the combined percentage of respondents who felt the initiative was “very important” or “important,” the top results were: resource conservation (83%) and increasing recycling opportunities (81%).

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How the Village of Gurnee Compares to Other Communities in the Plains Region

Satisfaction ratings for Village of Gurnee **rated above the average for the Plains Region in 35 of the 37 areas** that were assessed. The Village rated significantly higher than the Plains regional average (difference of 5% or more) in all 35 of these areas. Listed below are the comparisons between the Village of Gurnee and the Plains regional average:

Service	Gurnee	Plains Region	Difference	Category
Overall value received from Village Services	75.4%	32.8%	42.6%	Quality of Life & Perceptions of the Community
Customer service of Village employees	80.9%	42.0%	38.9%	Characteristics of the Community
As a place to live	85.9%	49.4%	36.5%	Quality of Life & Perceptions of the Community
Ability to communicate information	73.5%	37.2%	36.3%	Characteristics of the Community
Overall quality of local police protection	91.4%	56.8%	34.6%	Public Safety
Maintenance of Village streets	72.1%	40.5%	31.6%	Maintenance
Maintenance of Village sidewalks	69.8%	39.6%	30.2%	Maintenance
Accessibility of information	69.4%	39.7%	29.7%	Characteristics of the Community
How quickly police respond to emergencies	85.0%	55.6%	29.4%	Public Safety
Maintenance of street signs	85.7%	57.2%	28.5%	Maintenance
As a place to raise a family	85.9%	57.7%	28.2%	Quality of Life & Perceptions of the Community
Quality of animal control	71.2%	43.2%	28.0%	Public Safety
Water pressure	89.0%	61.4%	27.6%	Drinking Water
Efficiency of ditch and/or storm sewer drainage	72.3%	46.2%	26.1%	Maintenance
Snow plowing of Village streets	88.3%	62.3%	26.0%	Maintenance
How quickly fire protection responds to emergencies	92.3%	67.0%	25.3%	Public Safety
Quality of drinking water	83.6%	58.9%	24.7%	Drinking Water
Mowing along Village-owned streets & public areas	78.8%	55.0%	23.8%	Maintenance
Visibility of police in retail areas	72.2%	48.7%	23.5%	Public Safety
Commitment to diversity	60.9%	38.2%	22.7%	Characteristics of the Community
Overall quality of emergency medical services	89.7%	67.3%	22.4%	Public Safety
Overall image of the Village	71.8%	50.4%	21.4%	Quality of Life & Perceptions of the Community
The Village's efforts to prevent crime	73.3%	52.2%	21.1%	Public Safety
As a place to educate children	66.0%	47.1%	18.9%	Quality of Life & Perceptions of the Community
As a place to work	69.5%	52.9%	16.6%	Quality of Life & Perceptions of the Community
Overall quality of local fire protection	92.6%	76.1%	16.5%	Public Safety
Feeling safe in the community	81.0%	64.9%	16.1%	Characteristics of the Community
Visibility of police in neighborhoods	73.3%	60.5%	12.8%	Public Safety
Overall appearance of the Village	69.0%	56.2%	12.8%	Quality of Life & Perceptions of the Community
Exterior maintenance of residential property	50.7%	39.9%	10.8%	Enforcement of Property Maintenance Codes
Maintenance of commercial property	53.5%	43.1%	10.4%	Enforcement of Property Maintenance Codes
Enforcement of local traffic laws	65.9%	56.9%	9.0%	Public Safety
Cleanup of litter & debris on private property	52.7%	44.1%	8.6%	Enforcement of Property Maintenance Codes
Mowing and trimming of private property	52.6%	44.1%	8.5%	Enforcement of Property Maintenance Codes
Adequacy of street lighting in residential areas	64.9%	57.9%	7.0%	Maintenance
As a place to buy next home	52.9%	53.6%	-0.7%	Quality of Life & Perceptions of the Community
As a place to retire	39.4%	47.2%	-7.8%	Quality of Life & Perceptions of the Community

2025 Village of Gurnee Community Survey

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How the Village of Gurnee Compares to Other Communities Nationally

Satisfaction ratings for Village of Gurnee **rated above the U.S. average in 35 of the 37 areas** that were assessed. The Village rated significantly higher than the U.S. average (difference of 5% or more) in all 35 of these areas. Listed below are the comparisons between the Village of Gurnee and the U.S. average:

Service	Gurnee	U.S.	Difference	Category
Overall value received from Village Services	75.4%	32.9%	42.5%	Quality of Life & Perceptions of the Community
Customer service of Village employees	80.9%	39.4%	41.5%	Characteristics of the Community
Overall quality of local police protection	91.4%	53.0%	38.4%	Public Safety
As a place to live	85.9%	48.5%	37.4%	Quality of Life & Perceptions of the Community
Ability to communicate information	73.5%	36.9%	36.6%	Characteristics of the Community
Snow plowing of Village streets	88.3%	58.1%	30.2%	Maintenance
How quickly police respond to emergencies	85.0%	56.1%	28.9%	Public Safety
The Village's efforts to prevent crime	73.3%	48.6%	24.7%	Public Safety
As a place to raise a family	85.9%	61.4%	24.5%	Quality of Life & Perceptions of the Community
Quality of drinking water	83.6%	59.1%	24.5%	Drinking Water
Mowing along Village-owned streets & public areas	78.8%	55.4%	23.4%	Maintenance
Maintenance of Village sidewalks	69.8%	46.7%	23.1%	Maintenance
Accessibility of information	69.4%	46.4%	23.0%	Characteristics of the Community
Efficiency of ditch and/or storm sewer drainage	72.3%	49.5%	22.8%	Maintenance
Water pressure	89.0%	66.2%	22.8%	Drinking Water
Quality of animal control	71.2%	48.6%	22.6%	Public Safety
Maintenance of street signs	85.7%	63.1%	22.6%	Maintenance
Maintenance of Village streets	72.1%	50.1%	22.0%	Maintenance
Visibility of police in retail areas	72.2%	50.6%	21.6%	Public Safety
How quickly fire protection responds to emergencies	92.3%	71.7%	20.6%	Public Safety
Overall quality of emergency medical services	89.7%	70.5%	19.2%	Public Safety
Visibility of police in neighborhoods	73.3%	54.1%	19.2%	Public Safety
As a place to educate children	66.0%	47.5%	18.5%	Quality of Life & Perceptions of the Community
Overall image of the Village	71.8%	53.4%	18.4%	Quality of Life & Perceptions of the Community
Overall quality of local fire protection	92.6%	76.2%	16.4%	Public Safety
Enforcement of local traffic laws	65.9%	49.6%	16.3%	Public Safety
Feeling safe in the community	81.0%	66.0%	15.0%	Characteristics of the Community
Commitment to diversity	60.9%	46.2%	14.7%	Characteristics of the Community
Overall appearance of the Village	69.0%	54.7%	14.3%	Quality of Life & Perceptions of the Community
As a place to work	69.5%	57.1%	12.4%	Quality of Life & Perceptions of the Community
Cleanup of litter & debris on private property	52.7%	45.1%	7.6%	Enforcement of Property Maintenance Codes
Maintenance of commercial property	53.5%	46.3%	7.2%	Enforcement of Property Maintenance Codes
Exterior maintenance of residential property	50.7%	44.1%	6.6%	Enforcement of Property Maintenance Codes
Mowing and trimming of private property	52.6%	46.1%	6.5%	Enforcement of Property Maintenance Codes
Adequacy of street lighting in residential areas	64.9%	58.5%	6.4%	Maintenance
As a place to buy next home	52.9%	56.2%	-3.3%	Quality of Life & Perceptions of the Community
As a place to retire	39.4%	51.6%	-12.2%	Quality of Life & Perceptions of the Community

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Investment Priorities

Recommended Priorities for the Next Two Years. In order to help the Village identify investment priorities for the next two years, ETC Institute conducted an Importance-Satisfaction (I-S) analysis. This analysis examined the importance that residents placed on each Village service and the level of satisfaction with each service. By identifying services of high importance and low satisfaction, the analysis identified which services will have the most impact on overall satisfaction with Village services over the next two years. If the Village wants to improve its overall satisfaction rating, the Village should prioritize investments in services with the highest Importance Satisfaction (I-S) ratings. Details regarding the methodology for the analysis are provided in the Section 3 of this report.

Overall Priorities for the Village by Category. This analysis reviewed the importance of and satisfaction with Village services. This analysis was conducted to help set priorities for the Village. Based on the results of this analysis, the services that are recommended as the top priorities for investment over the next two years in order to raise the Village's overall satisfaction rating are listed below:

Public Safety

- The Village's efforts to prevent crime (I-S Rating = 0.1084)

Look, Feel, and Maintenance of the Village

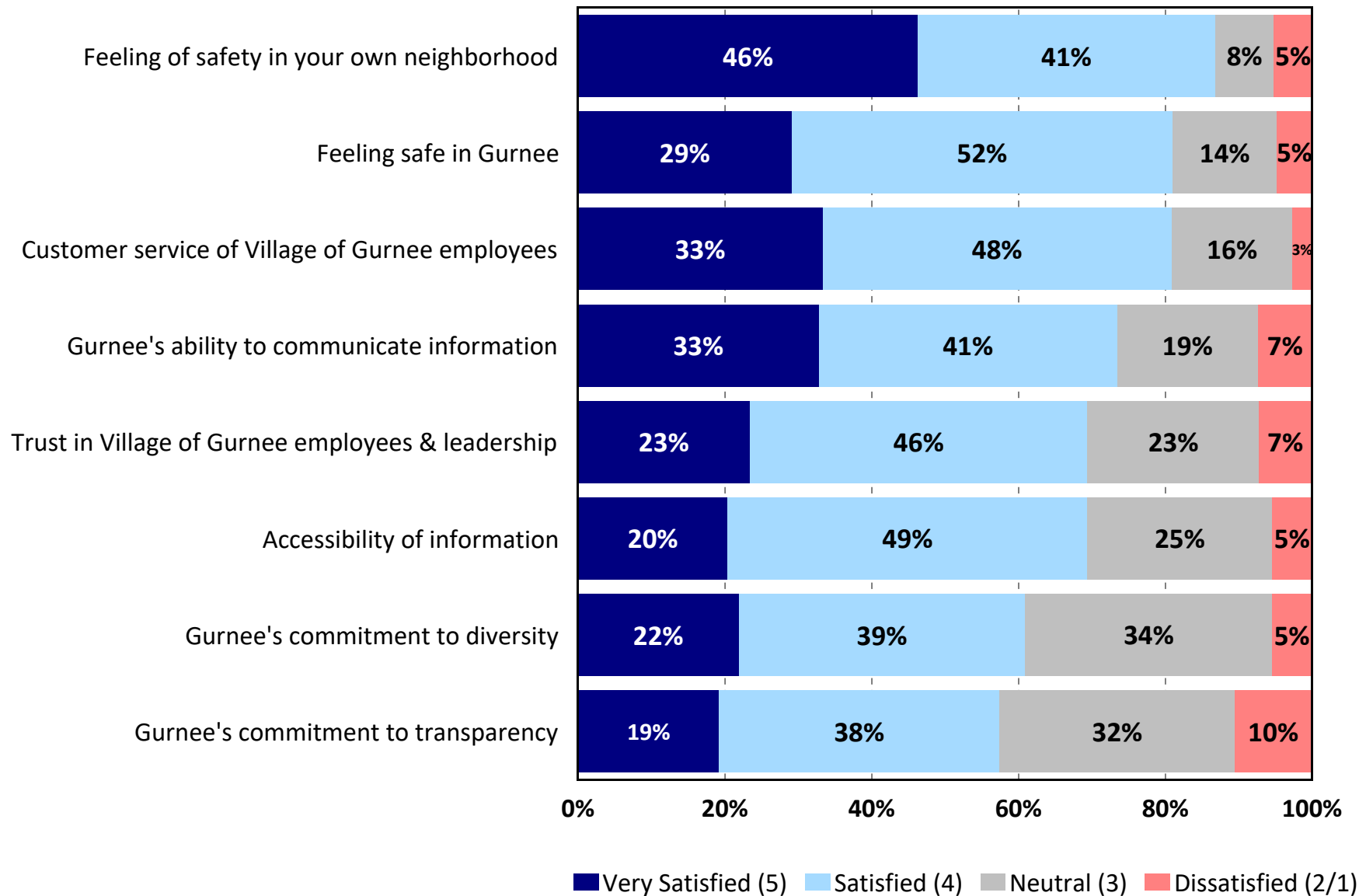
- Maintenance of Village streets (I-S Rating = 0.2031)
- Adequacy of street lighting in residential areas (I-S Rating = 0.1551)



Charts and Graphs

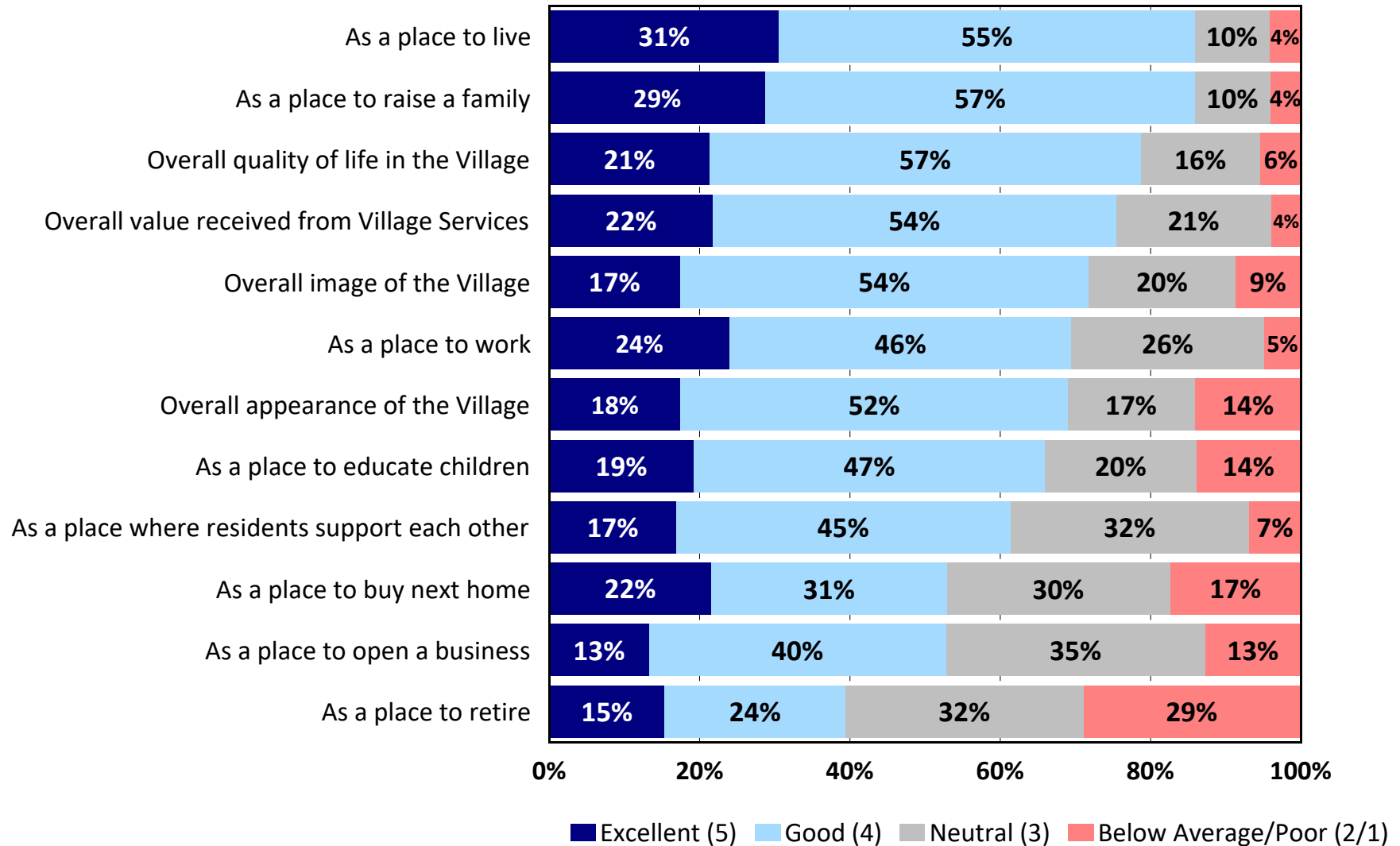
Q1. Overall Satisfaction with Characteristics of the Village

by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding "don't know")



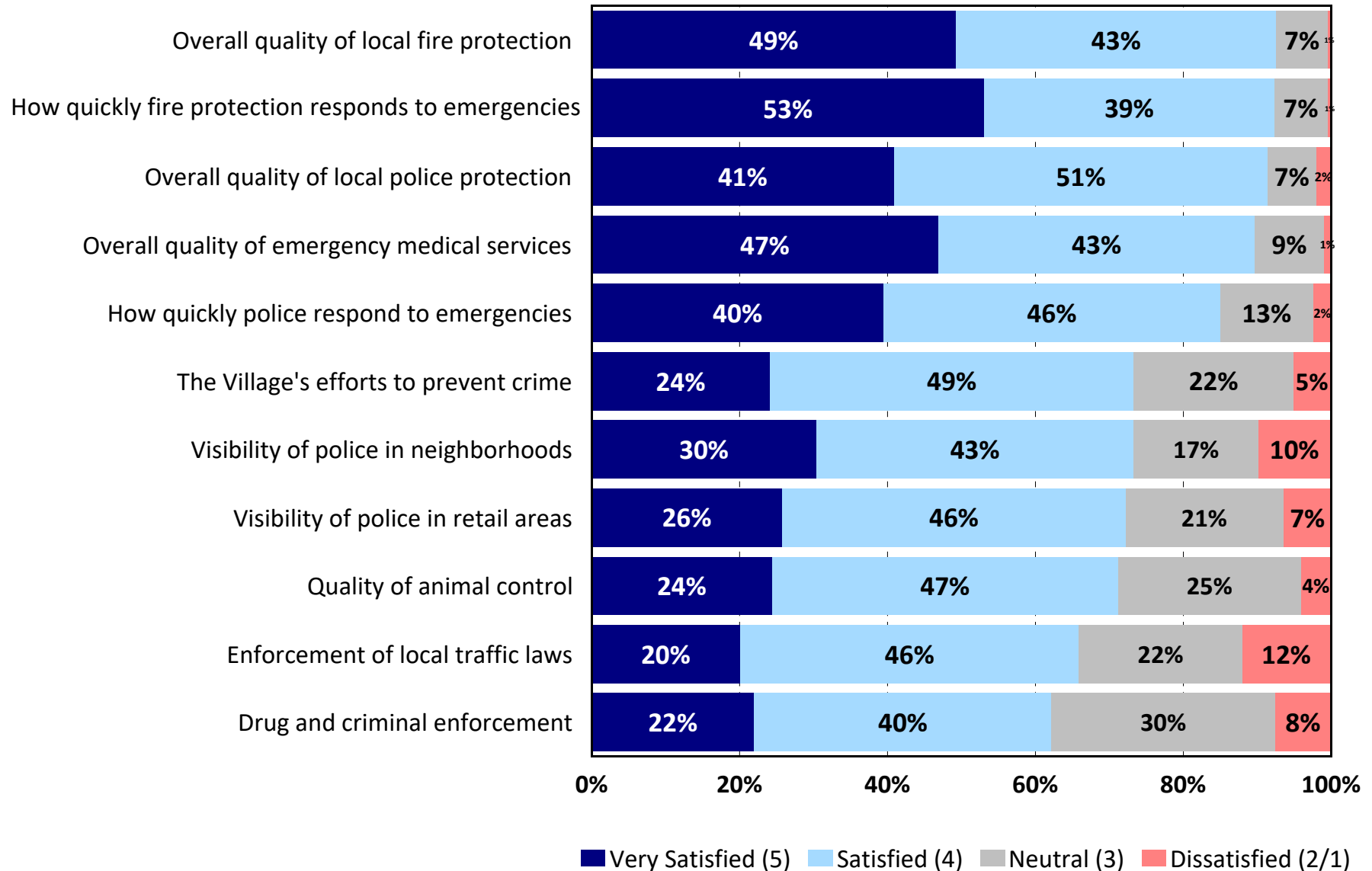
Q2. Ratings of Quality of Life and Perceptions of the Village

by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding “don't know”)



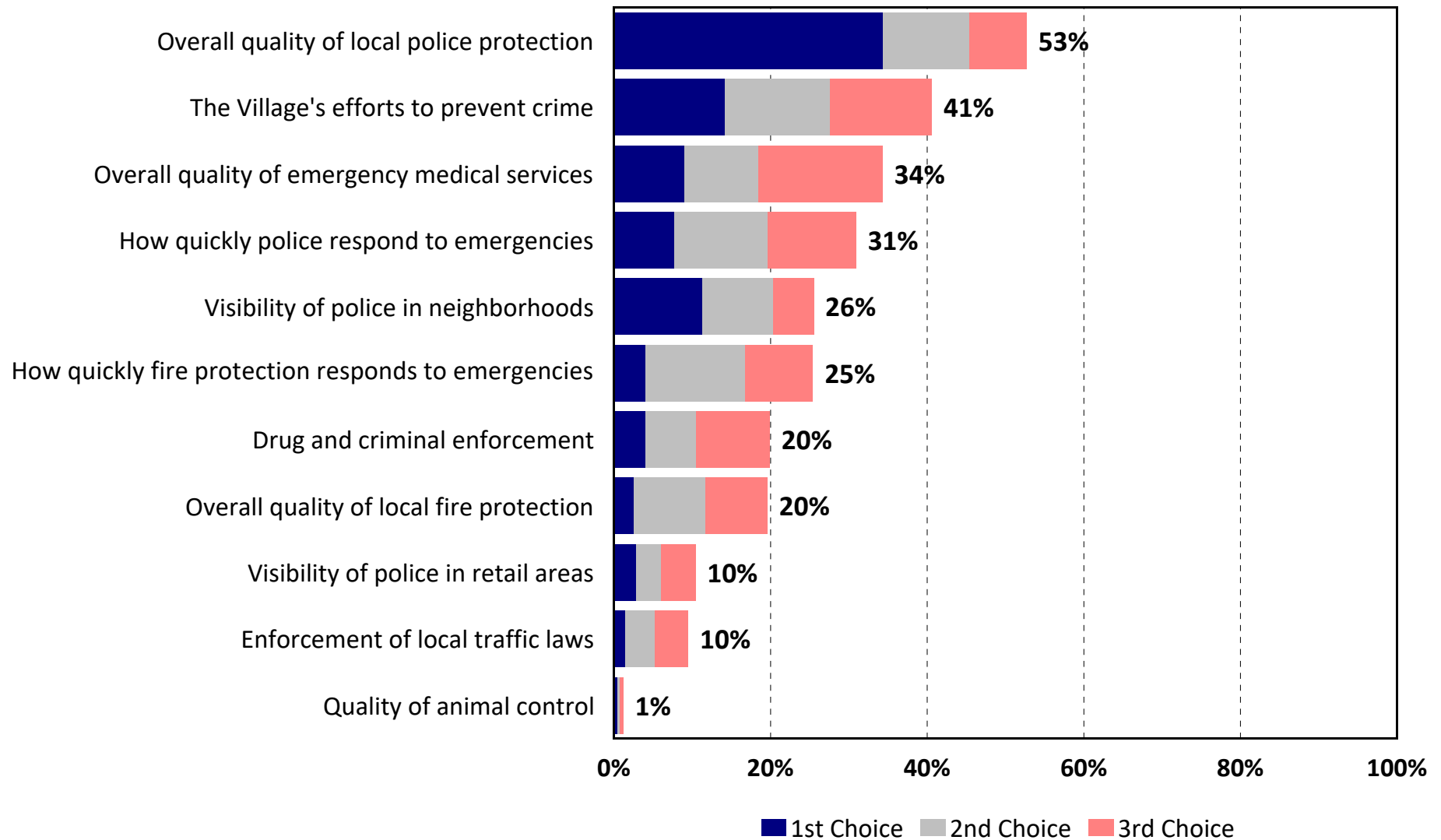
Q3. Satisfaction With Public Safety

by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding “don't know”)



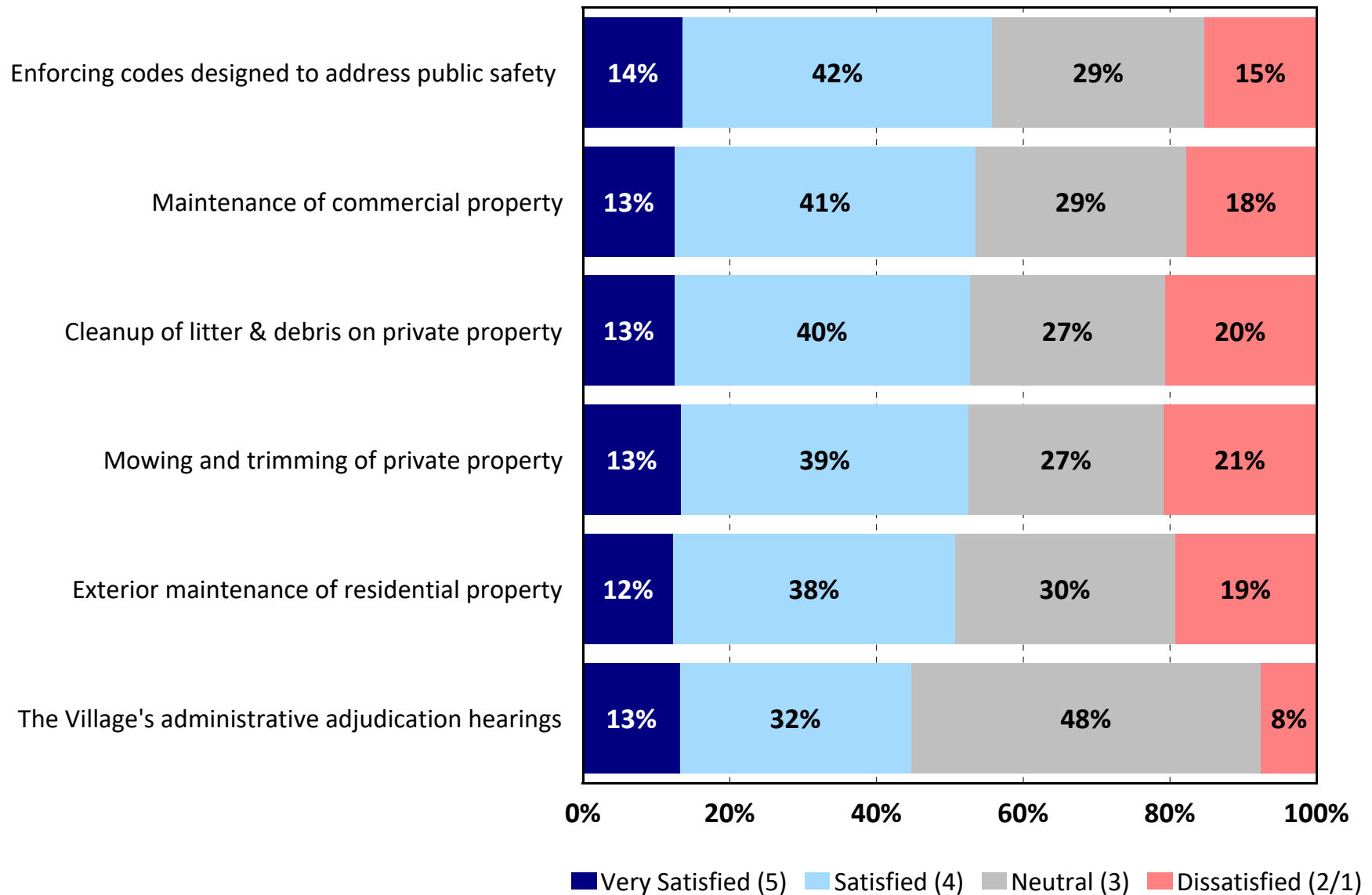
Q4. Public Safety Services That Respondents Think Are Most Important for the Village to Provide

by percentage of respondents who selected the item as one of their top three choices



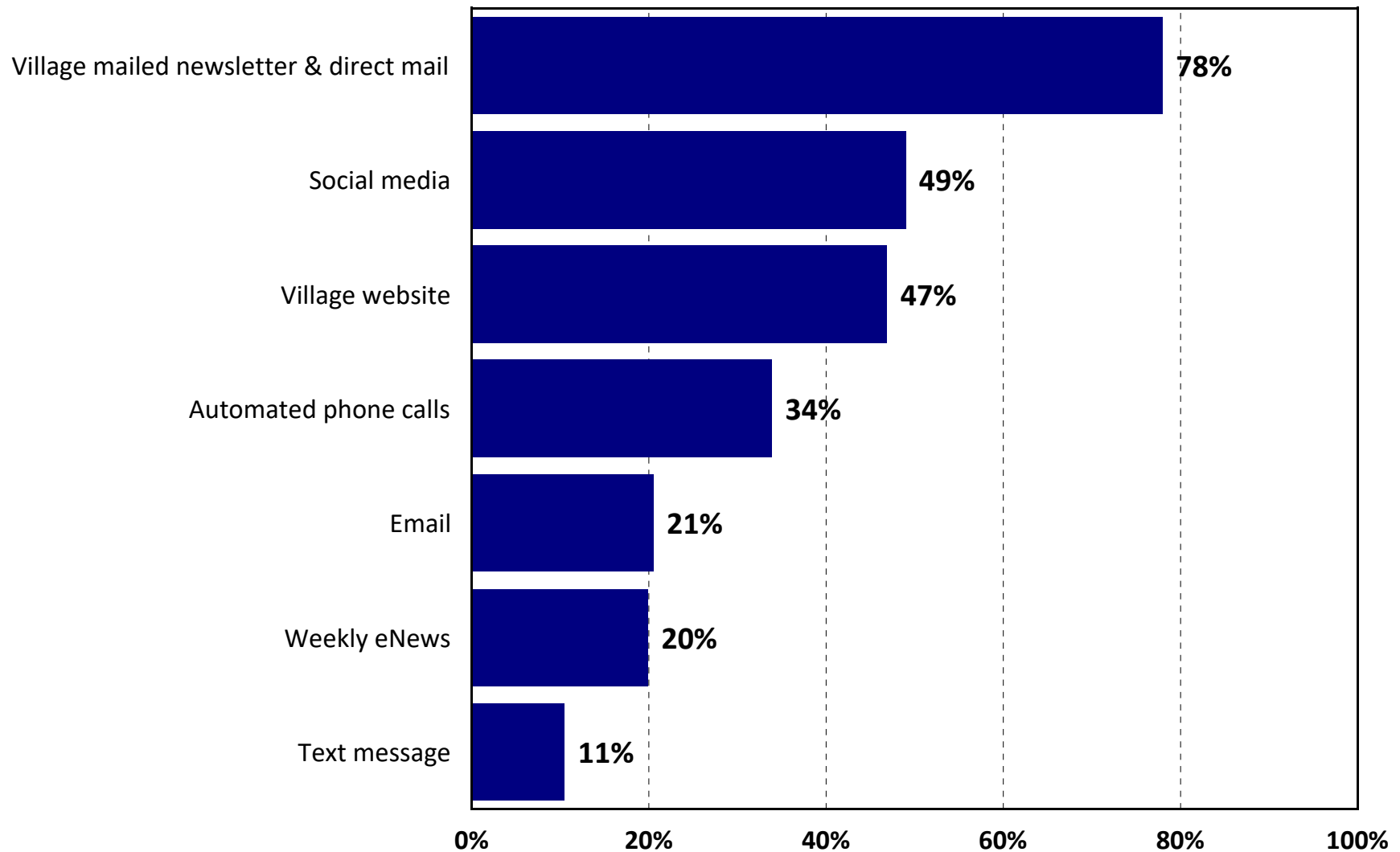
Q5. Satisfaction with Enforcement of Property Maintenance Codes

by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding "don't know")



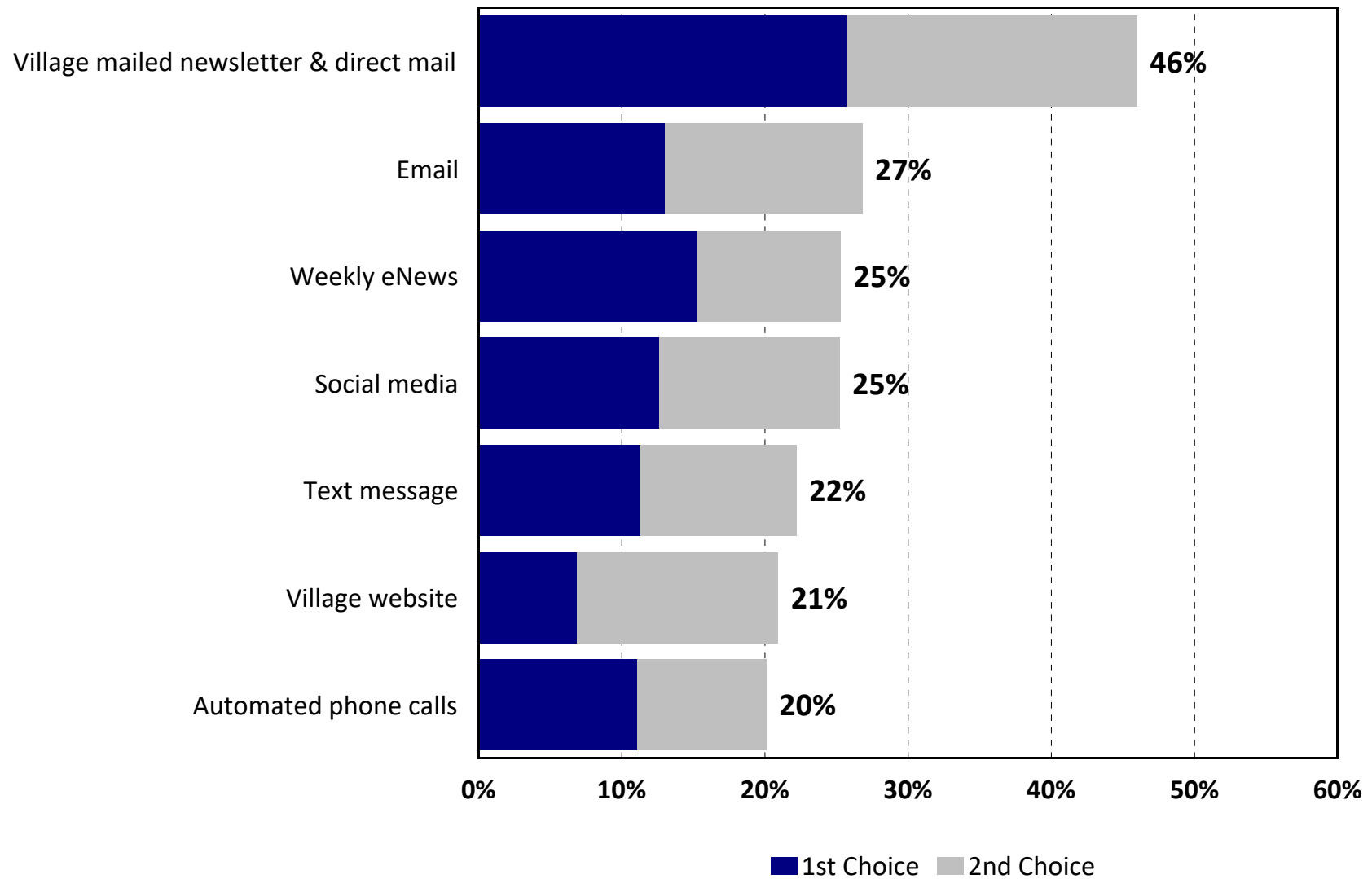
Q6. Where Respondents Get News and Information About Village Programs, Services and Events

by percentage of respondents (multiple choices could be made)



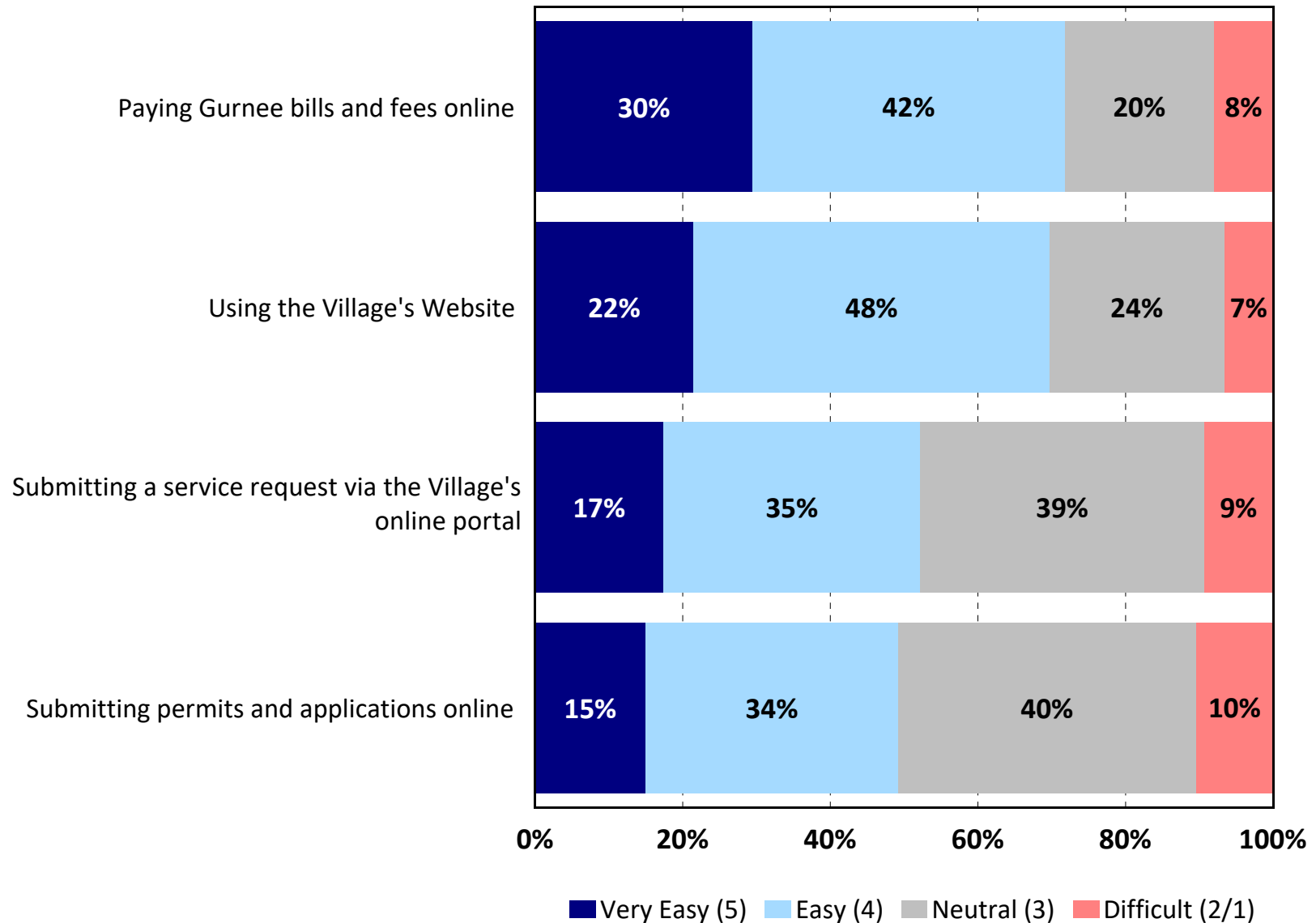
Q7. Sources From Which Respondents Would Prefer to Get Information From the Village

by percentage of respondents who selected the item as one of their top two choices



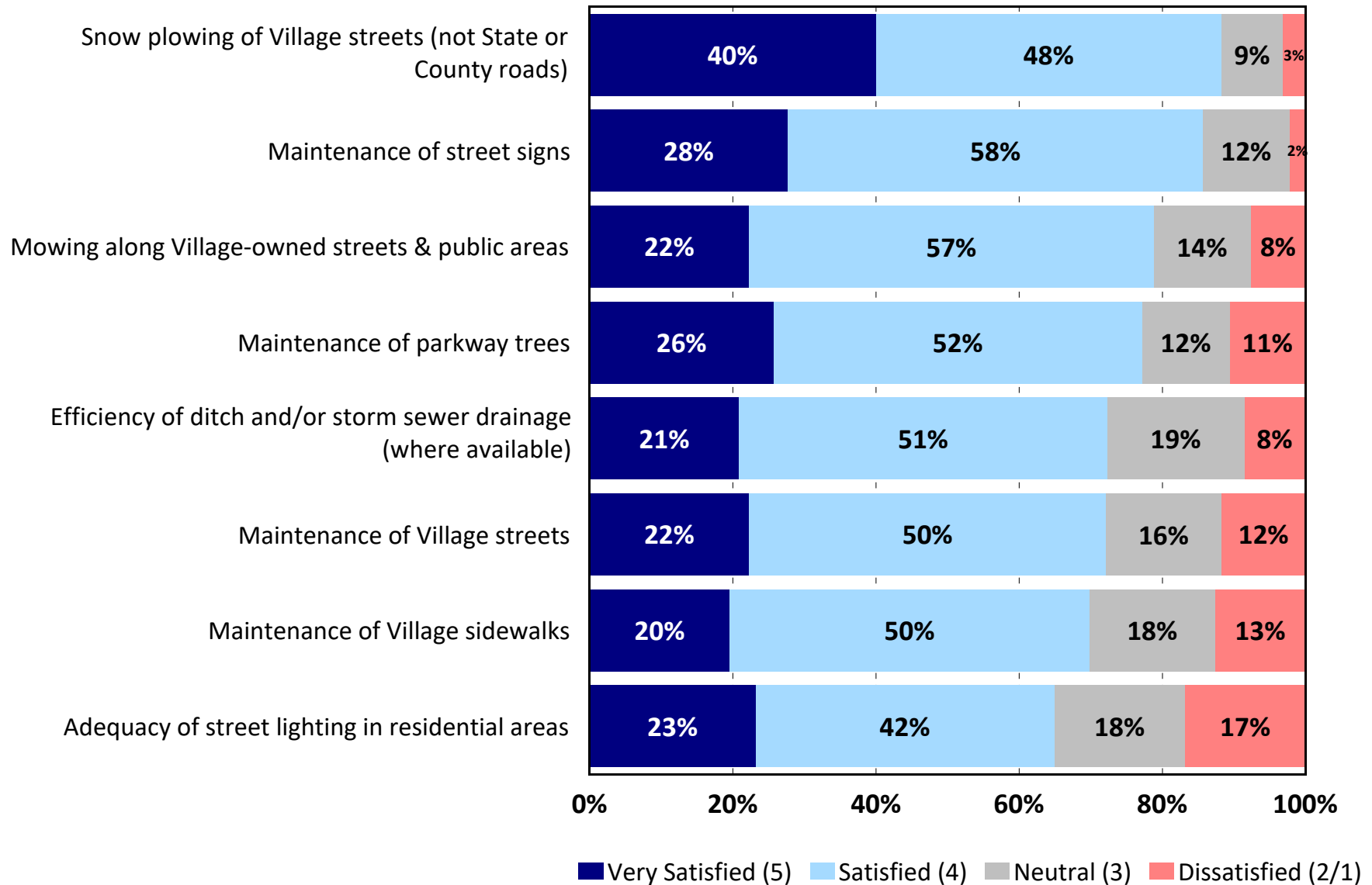
Q8. Ease of Use of the Following Village E-Services

by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding "don't know")



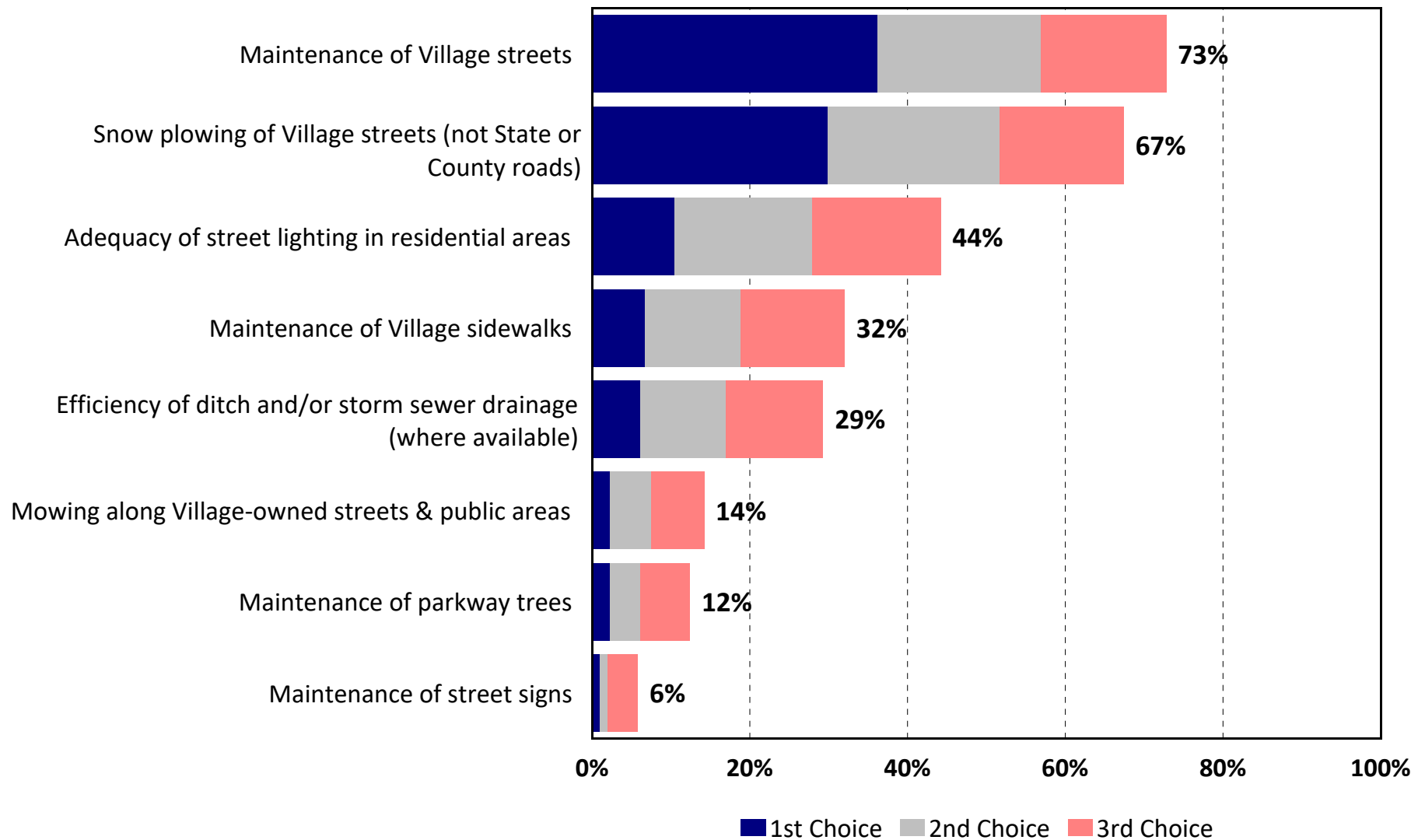
Q9. Satisfaction with Look, Feel, and Maintenance of the Village

by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding “don't know”)



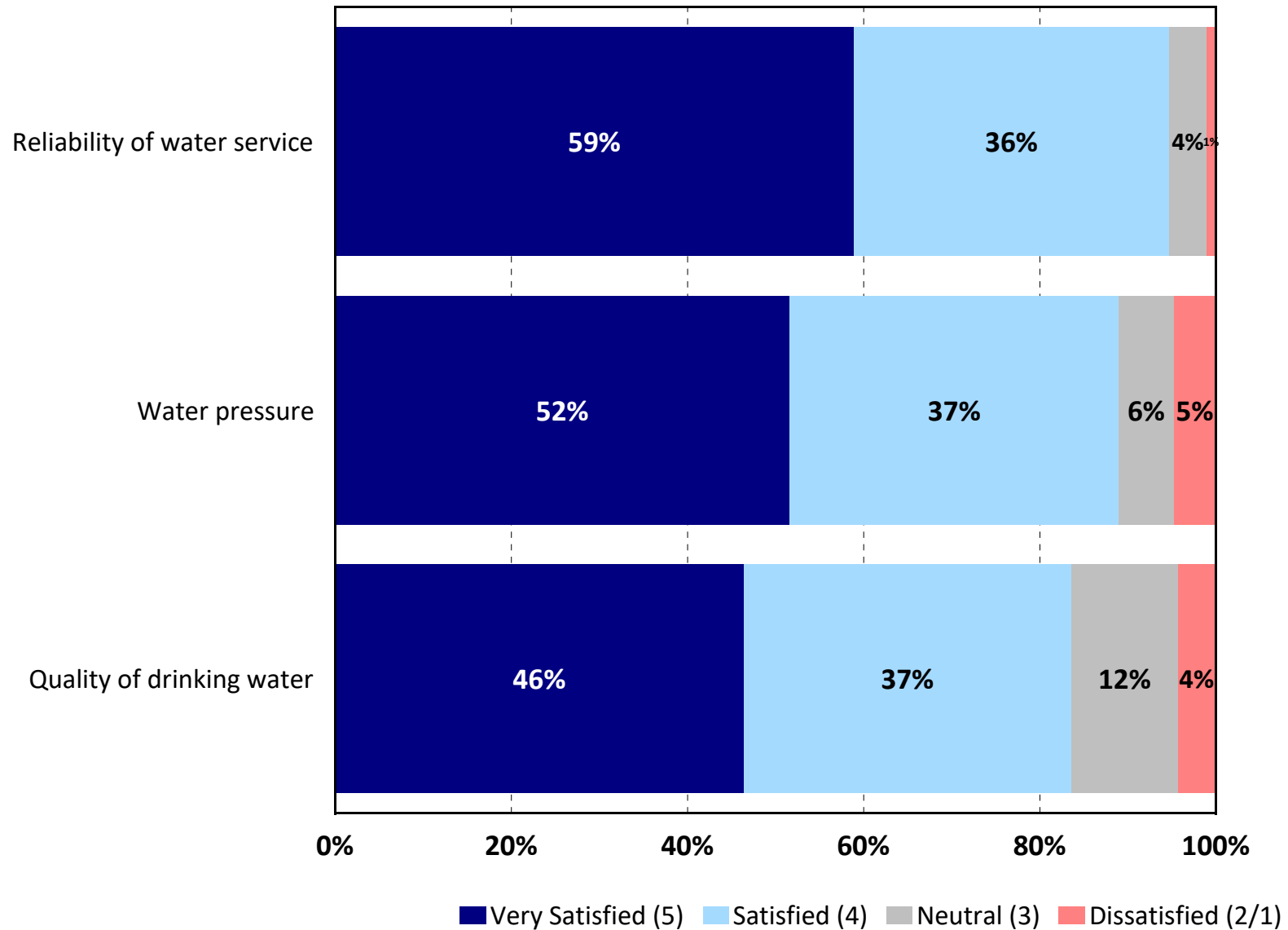
Q10. Maintenance Services That Respondents Think Are Most Important for the Village to Provide

by percentage of respondents who selected the item as one of their top three choices



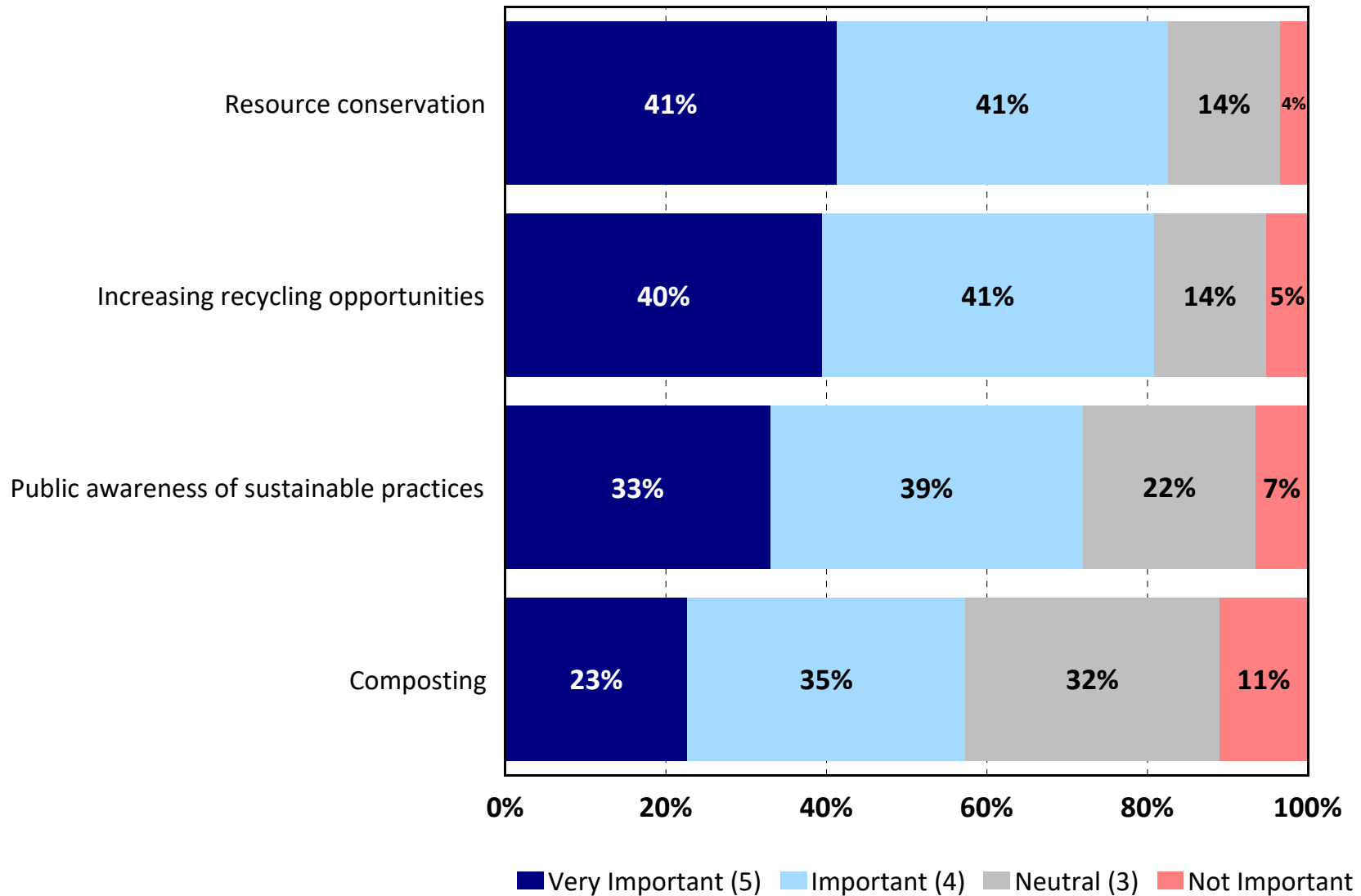
Q11. Satisfaction with Drinking Water

by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding “don't know”)



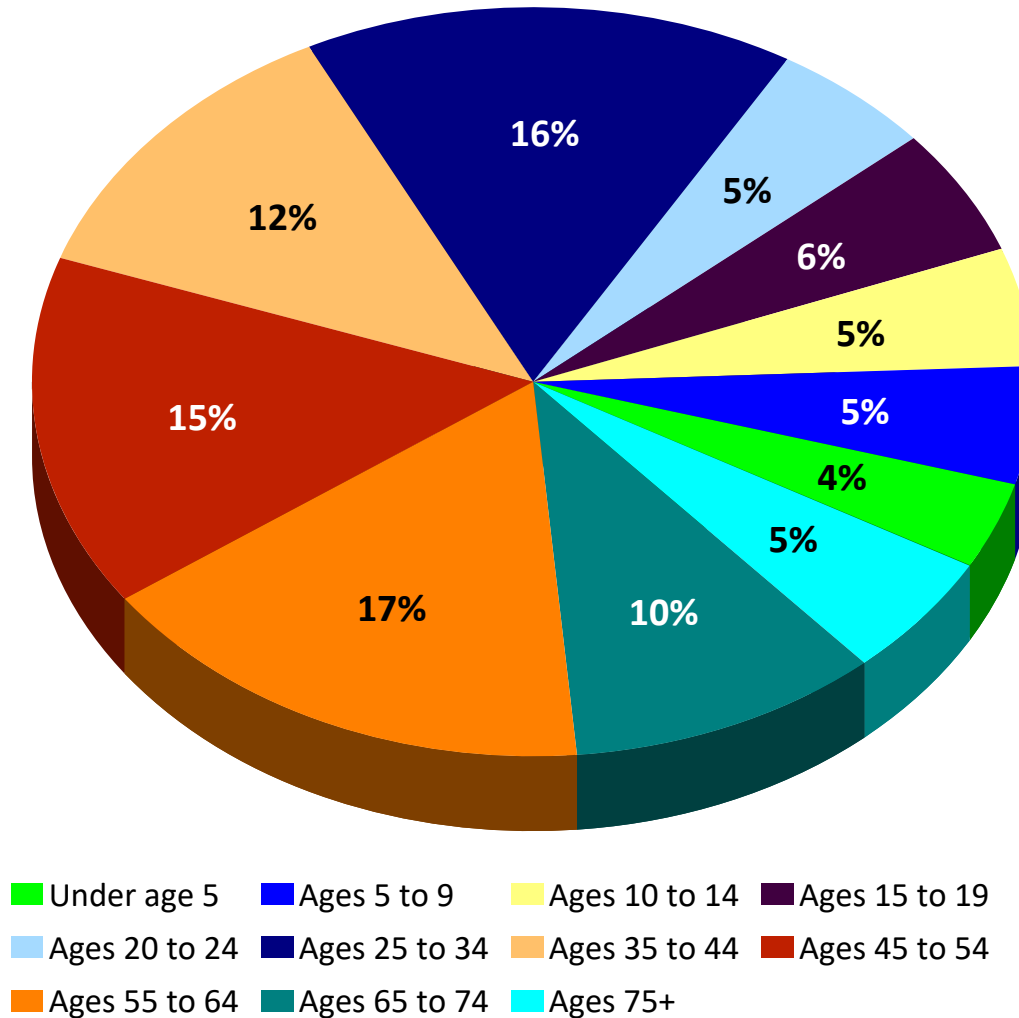
Q12. Importance of Environmental Sustainability

by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding “don't know”)



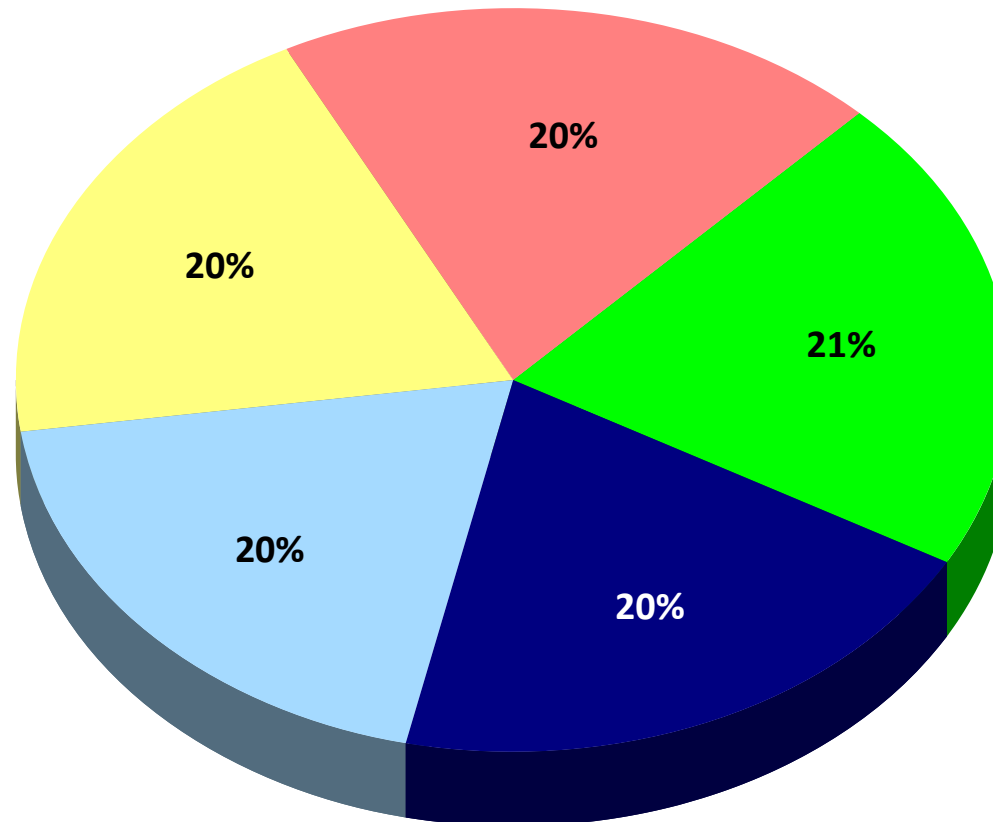
Q17. Demographics: Including yourself, how many people in your household are...

by percentage of persons in the household



Q18. Demographics: What is your age?

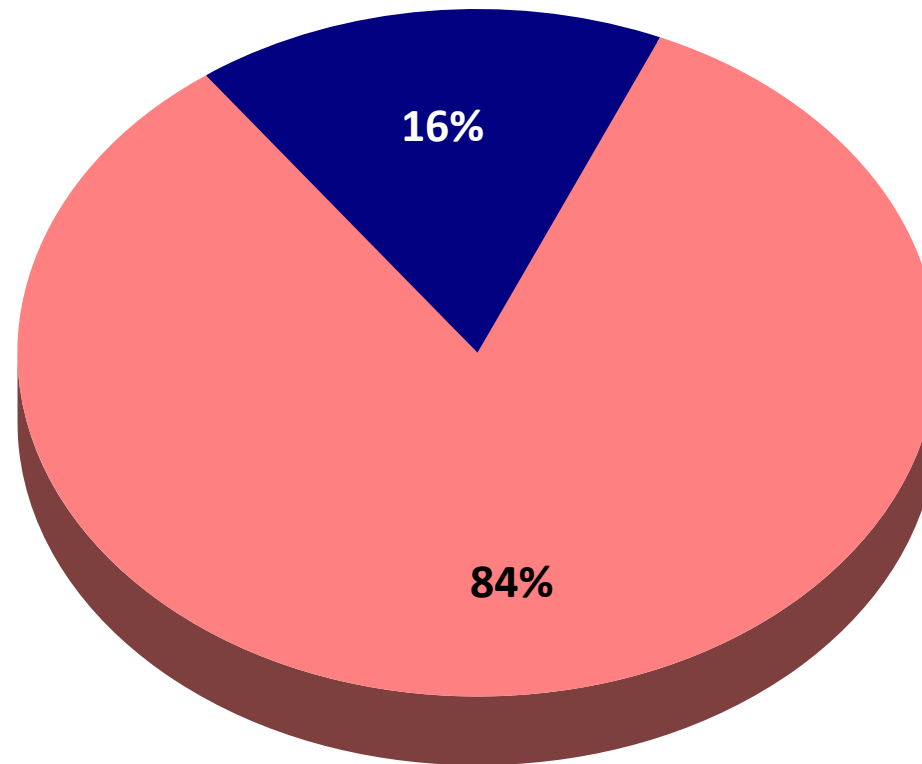
by percentage of respondents (excluding “not provided”)



■ Under 35 ■ 35 to 44 ■ 45 to 54 ■ 55 to 64 ■ 65+

Q19. Demographics: Are you or any members of your family of Hispanic, Spanish, or Latino/a/x ancestry?

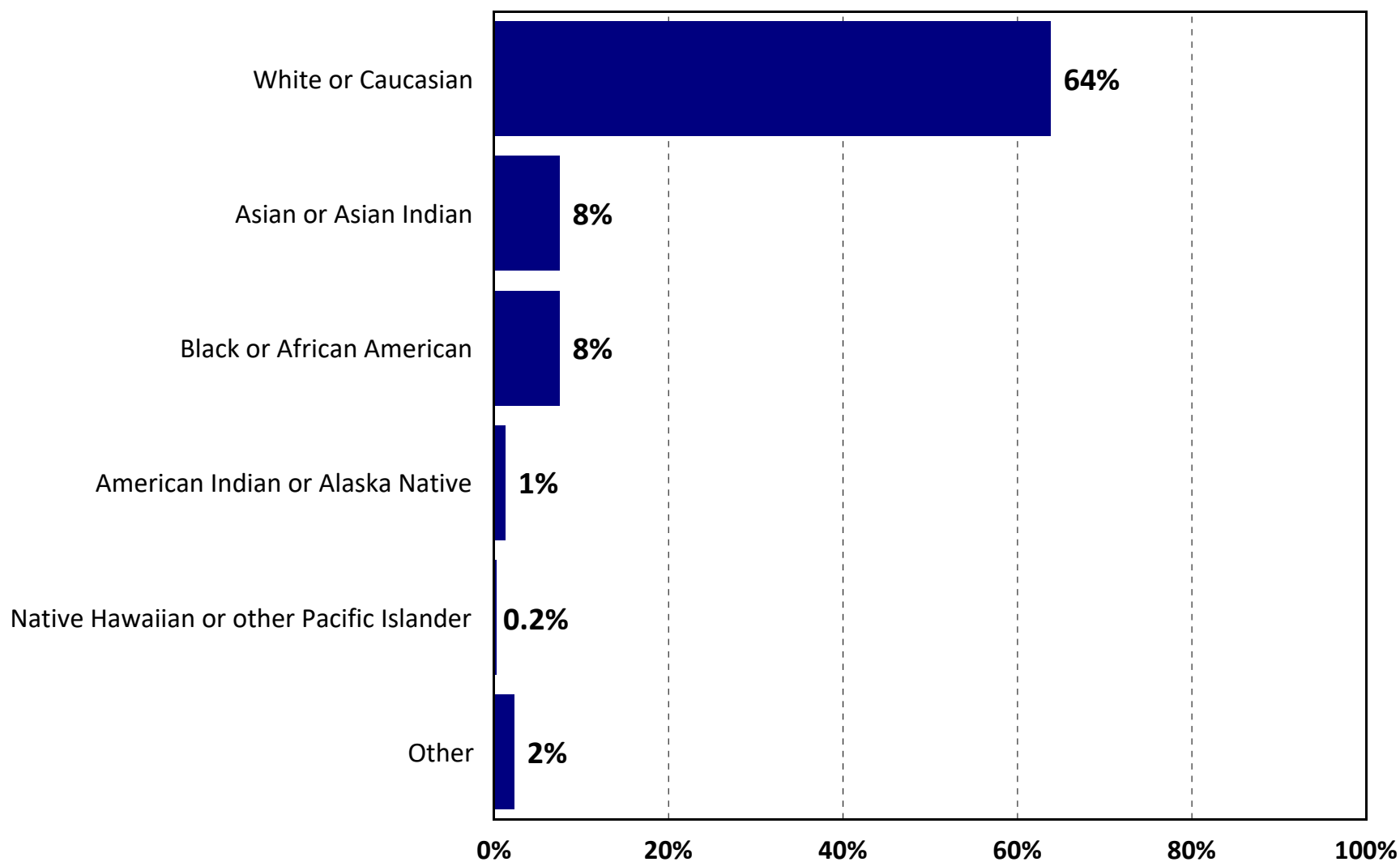
by percentage of respondents (excluding “not provided”)



■ Yes ■ No

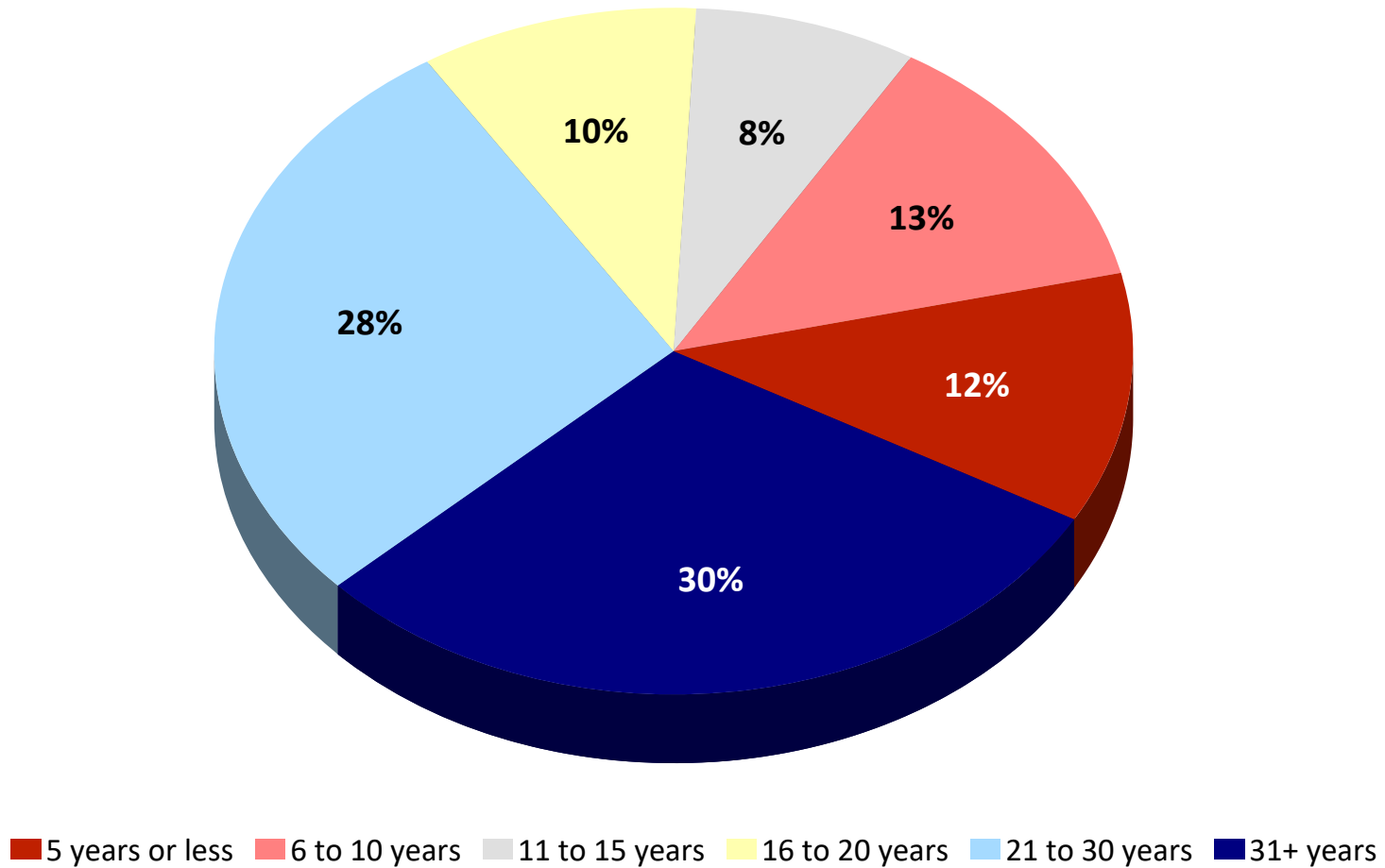
Q20. Demographics: Race/Ethnicity

by percentage of respondents (multiple choices could be made)



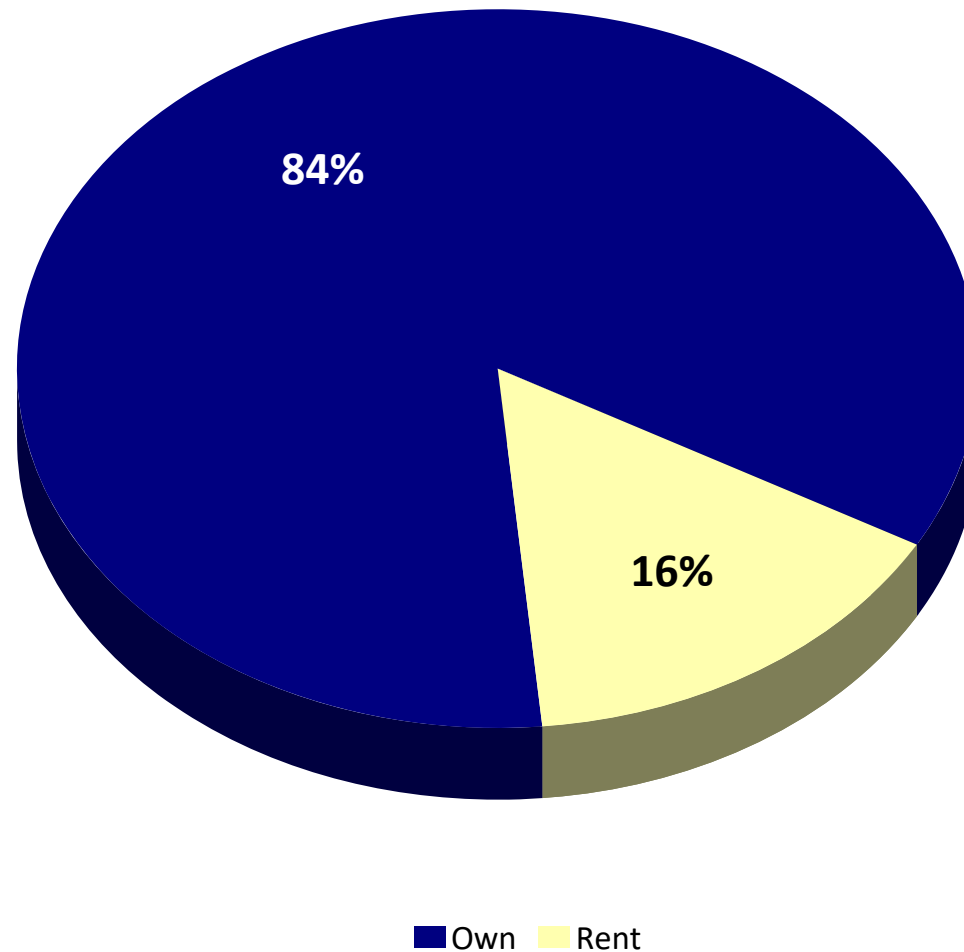
Q21. Demographics: Approximately how many years have you lived in Gurnee?

by percentage of respondents (excluding “not provided”)



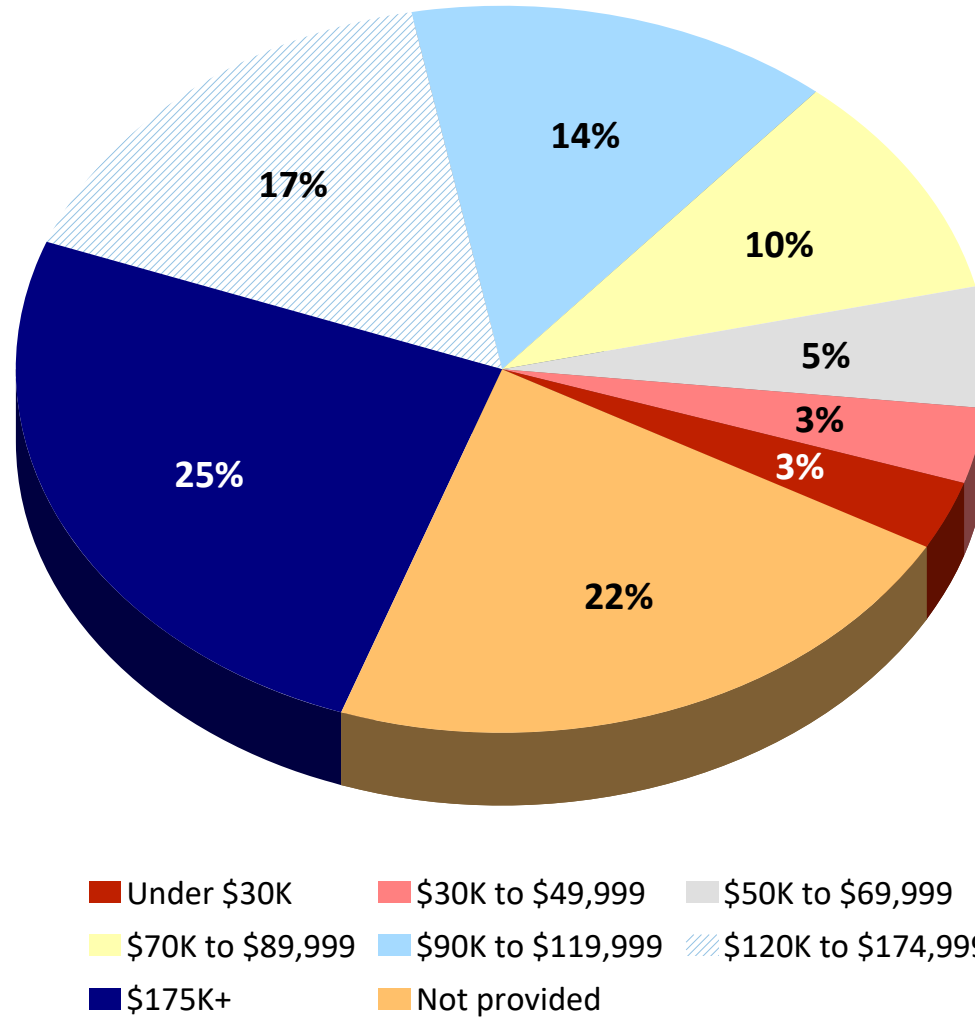
Q22. Demographics: Do you own or rent your home?

by percentage of respondents (excluding “not provided”)



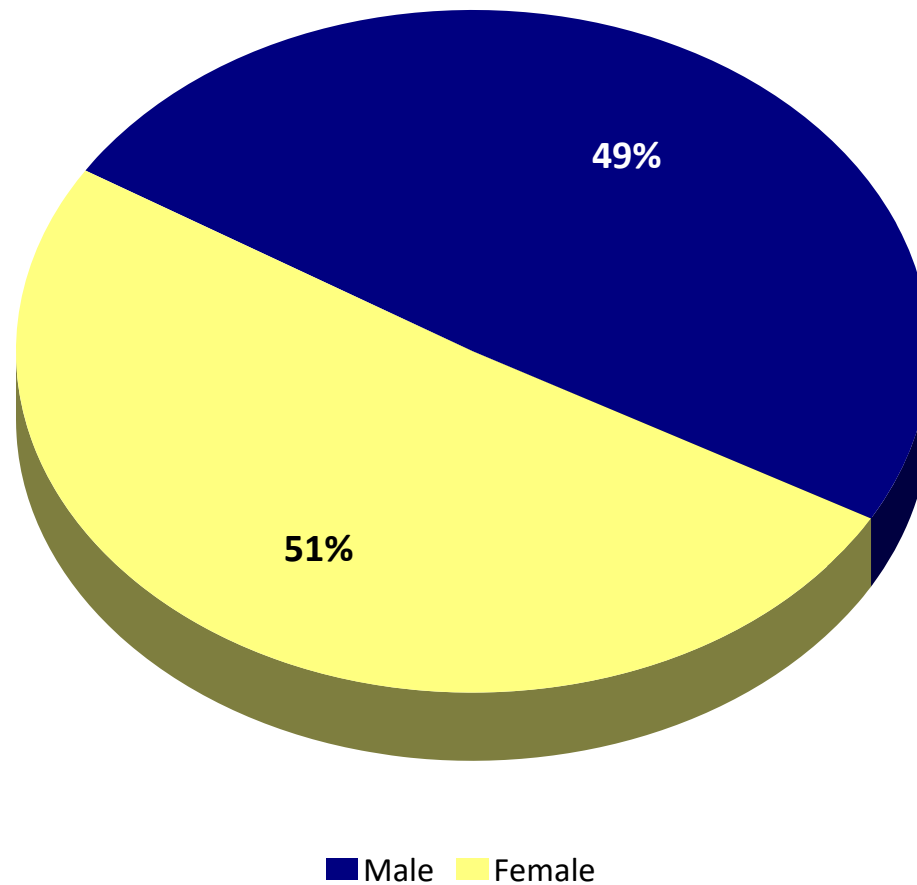
Q23. Demographics: Annual Household Income

by percentage of respondents (excluding “not provided”)



Q24. Demographics: Gender

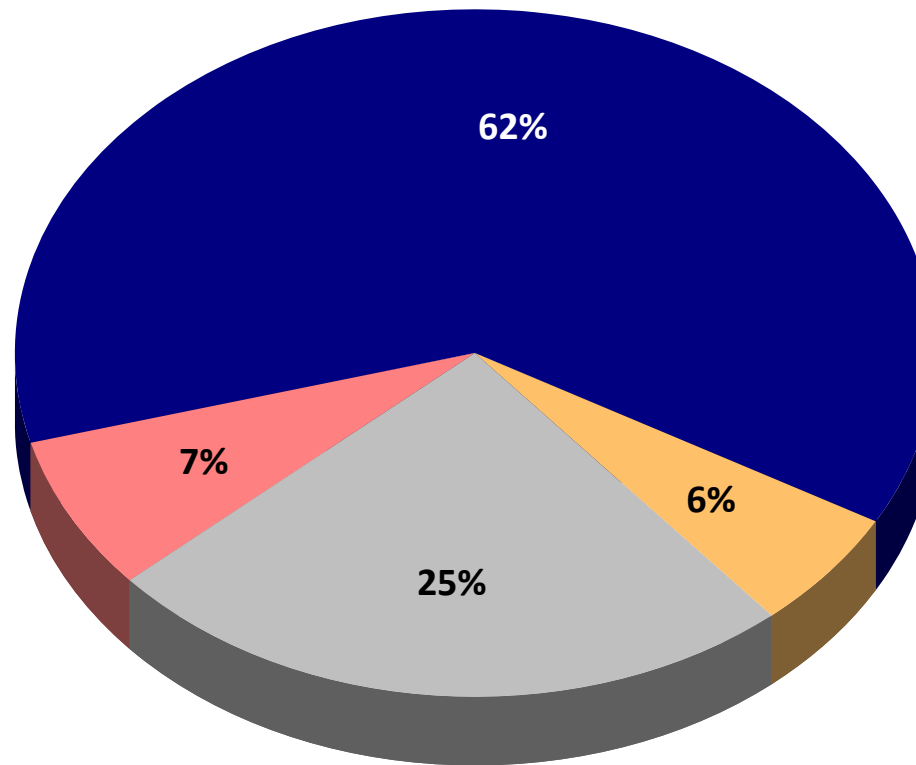
by percentage of respondents (excluding “not provided”)



0.4% of respondents selected “I prefer to self-identify”

Q21. Demographics: Which of the following best describes your employment status?

by percentage of respondents



■ Employed ■ Not employed ■ Retired ■ Not provided



Benchmarking Analysis

Benchmarking Analysis



Overview

ETC Institute's *DirectionFinder*® program was originally developed in 1999 to help community leaders use statistically valid community survey data as a tool for making better decisions. Since November 1999, the survey has been administered in more than 500 cities and counties in 49 states. Most participating communities conduct the survey on an annual or biennial basis.

This report contains benchmarking data from two sources: (1) a national survey that was administered by ETC Institute during the summer of 2023 to a random sample of over 10,000 residents in the continental United States and (2) a regional survey that was administered by ETC Institute during the summer of 2023 to a random sample of residents living in the Plains Region of the United States. The Plains Region includes the states of North and South Dakota, Minnesota, Iowa, Nebraska, Wisconsin, Illinois, Kansas, Missouri and Oklahoma.

The charts on the following pages show how the results for the Village of Gurnee compare to the national average and the Plains regional average. The blue bar shows the results for Gurnee. The yellow bar shows the Plains regional average from communities that administered the *DirectionFinder*® survey during the summer of 2023. The orange bar shows the results of a national survey that was administered by ETC Institute to a random sample of more than 10,000 U.S. residents during the summer of 2023.

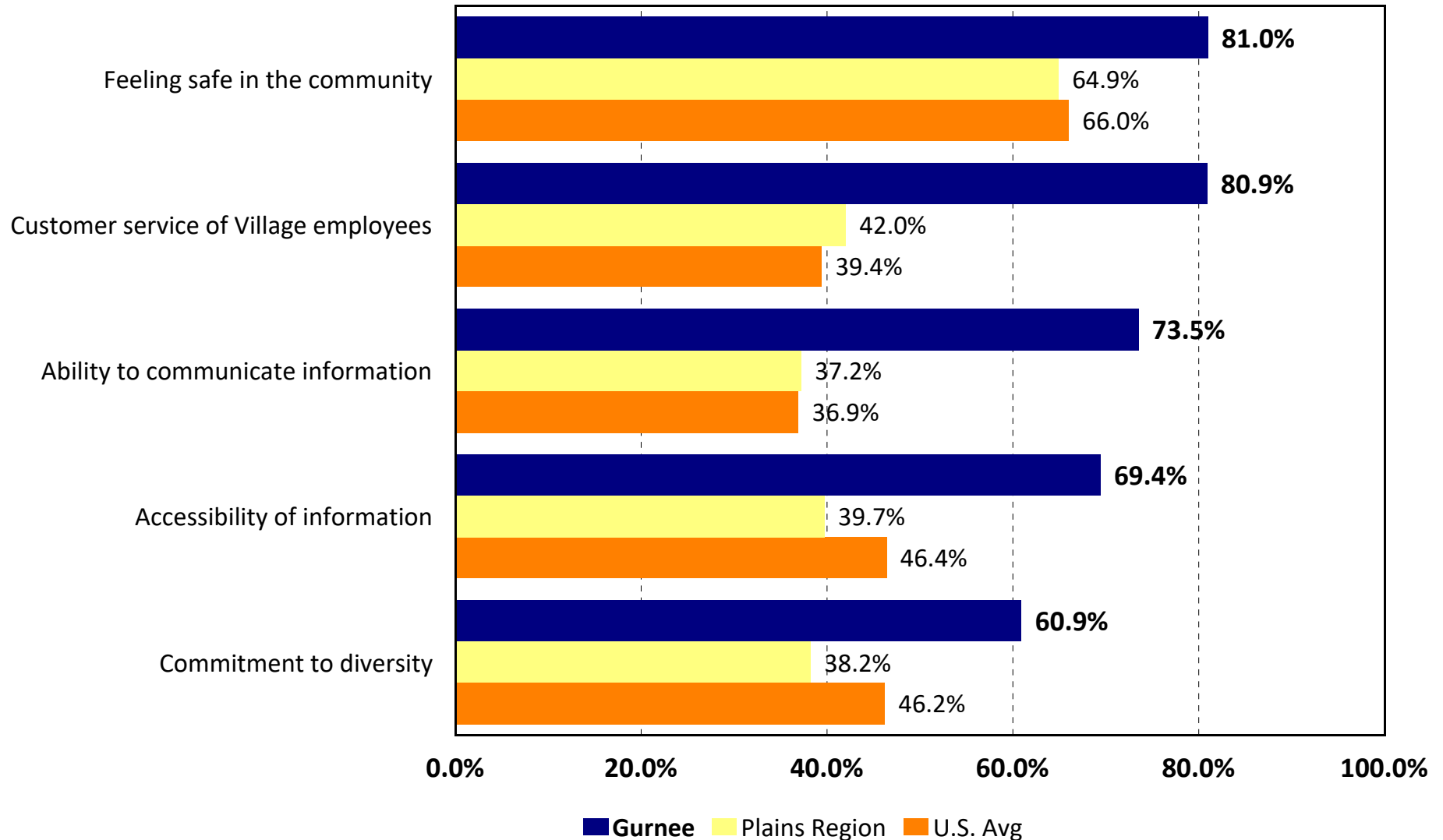
National Benchmarks

Note: The benchmarking data contained in this report is protected intellectual property. Any reproduction of the benchmarking information in this report by persons or organizations not directly affiliated with the Village of Gurnee, IL is not authorized without written consent from ETC Institute.

Overall Satisfaction with Characteristics of the Community

Gurnee vs. Plains Region vs. U.S.

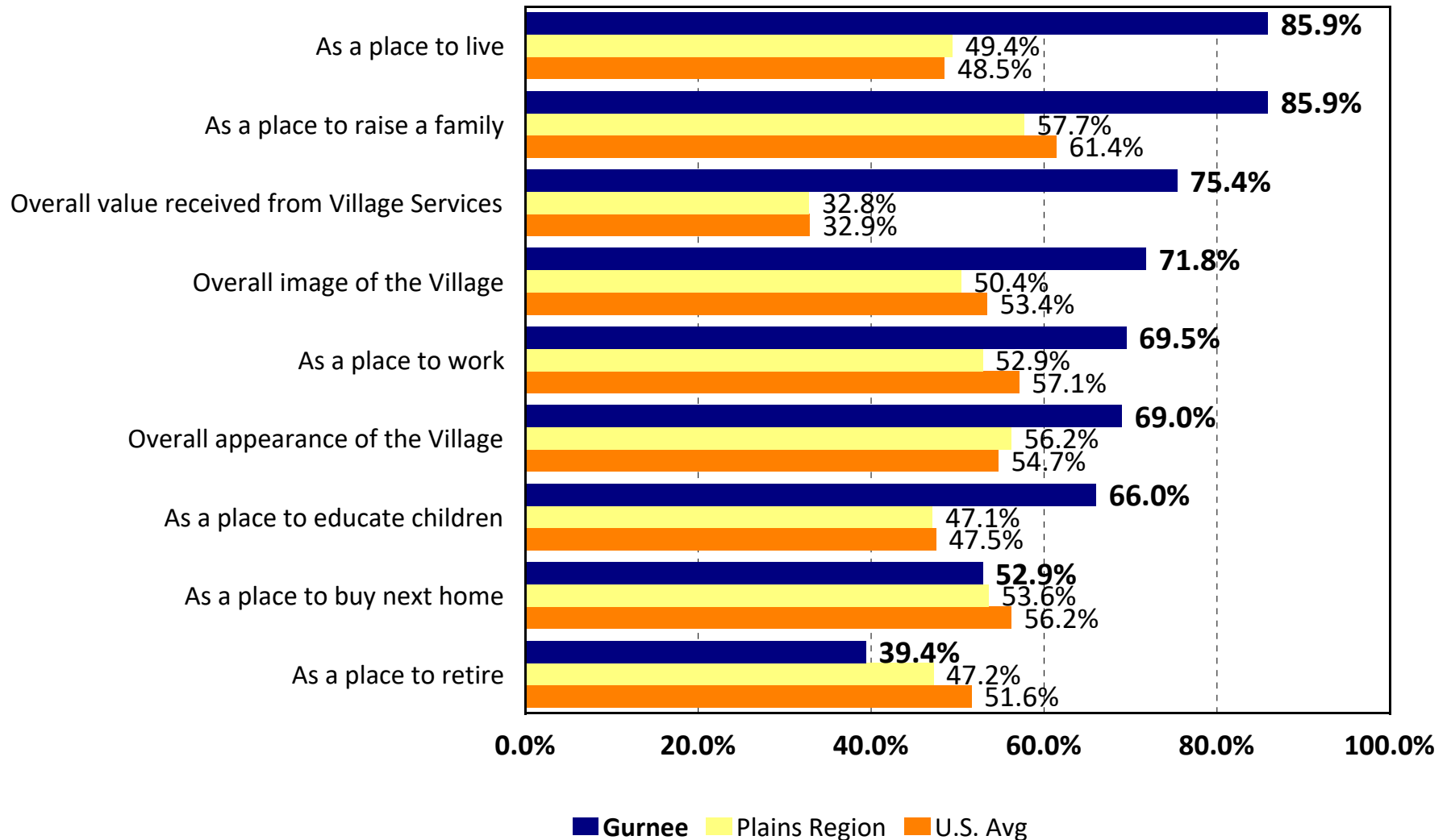
by percentage of respondents who rated the item 4 or 5 on a 5-point scale
where 5 was “very satisfied” and 1 was “very dissatisfied” (excluding don’t knows)



Ratings of Quality of Life and Perceptions of the Community

Gurnee vs. Plains Region vs. U.S.

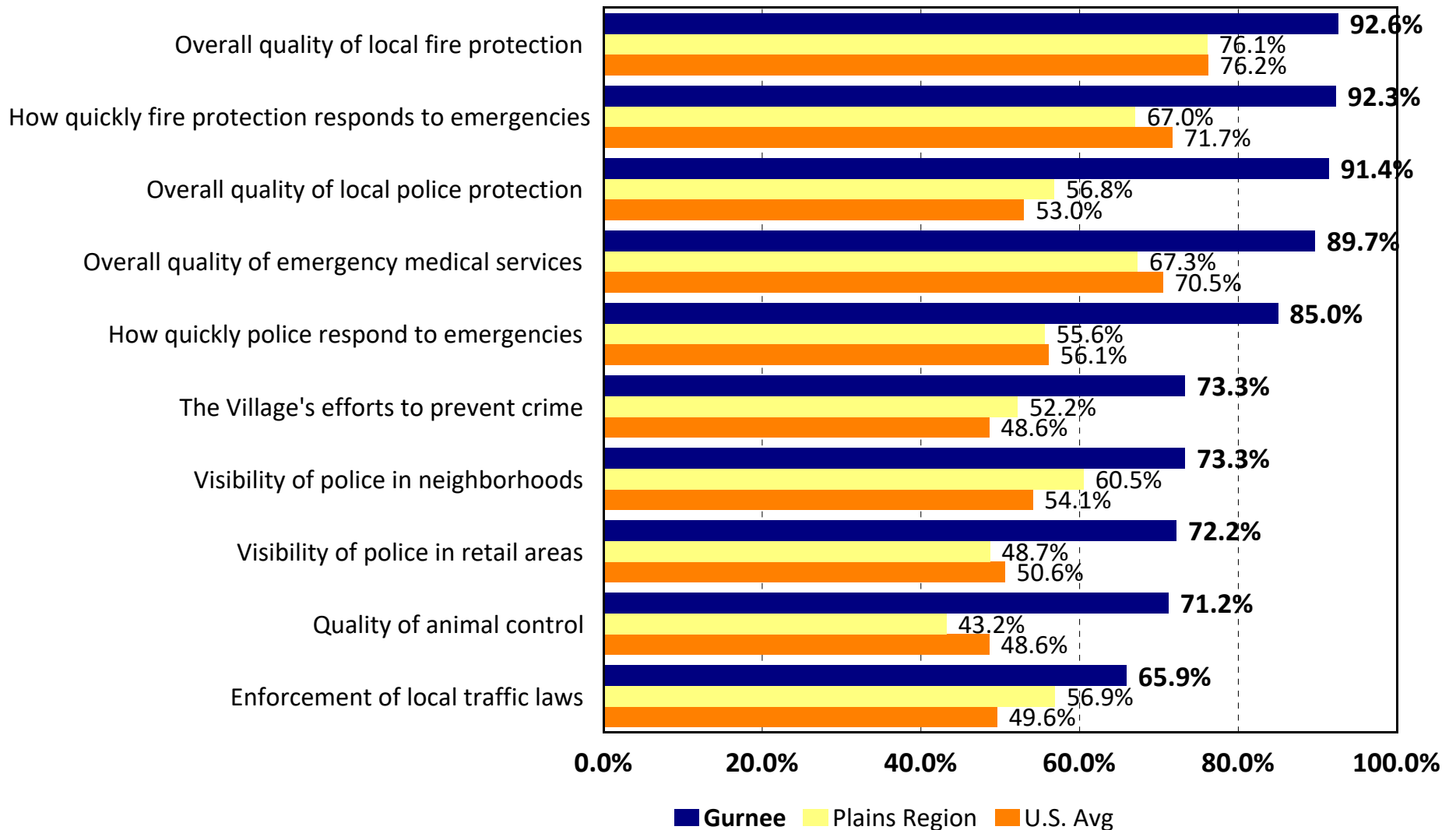
by percentage of respondents who rated the item 4 or 5 on a 5-point scale
where 5 was "excellent" and 1 was "poor" (excluding don't knows)



Satisfaction with Public Safety

Gurnee vs. Plains Region vs. U.S.

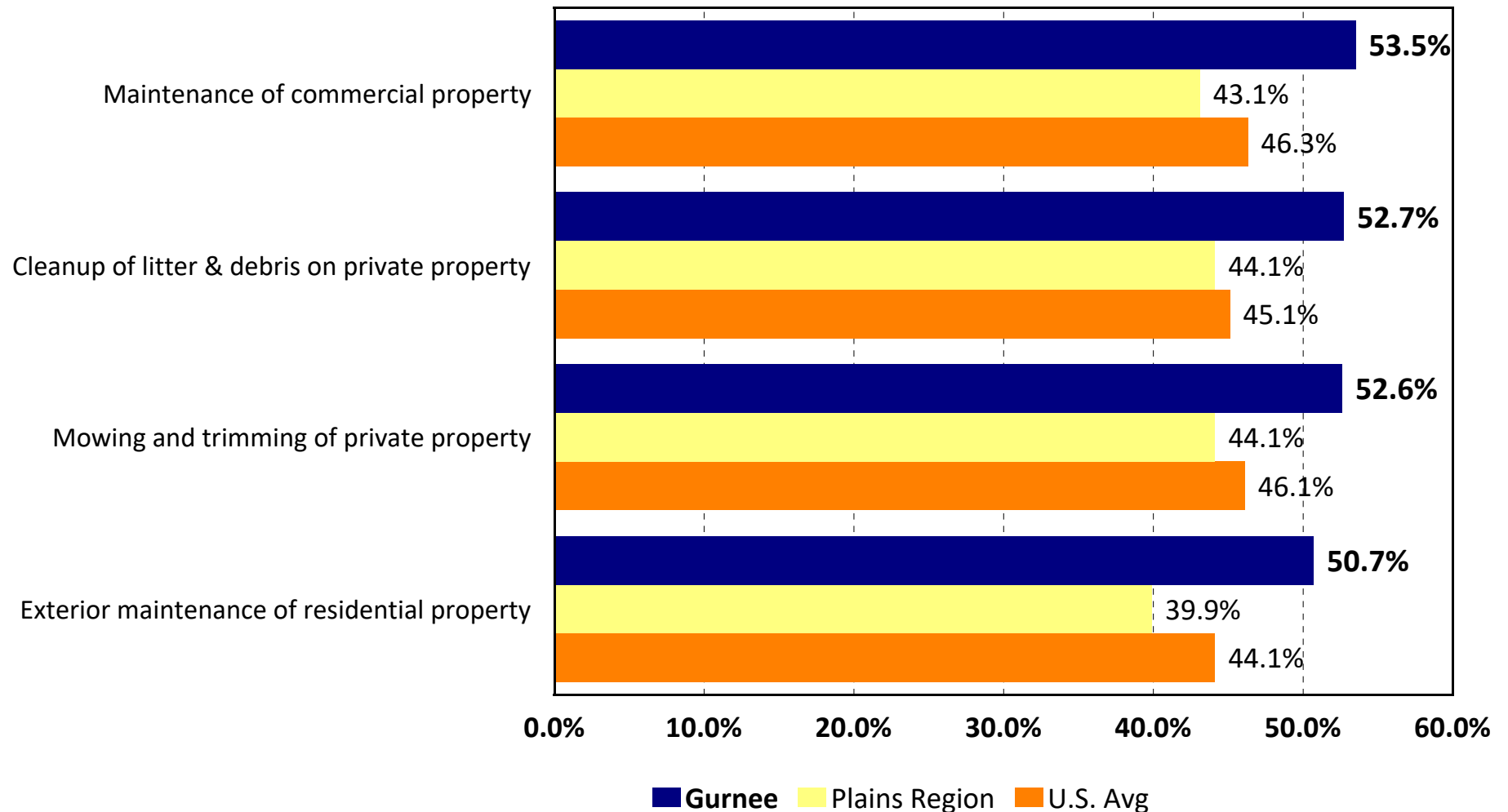
by percentage of respondents who rated the item 4 or 5 on a 5-point scale
where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding don't knows)



Satisfaction with Enforcement of Property Maintenance Codes

Gurnee vs. Plains Region vs. U.S.

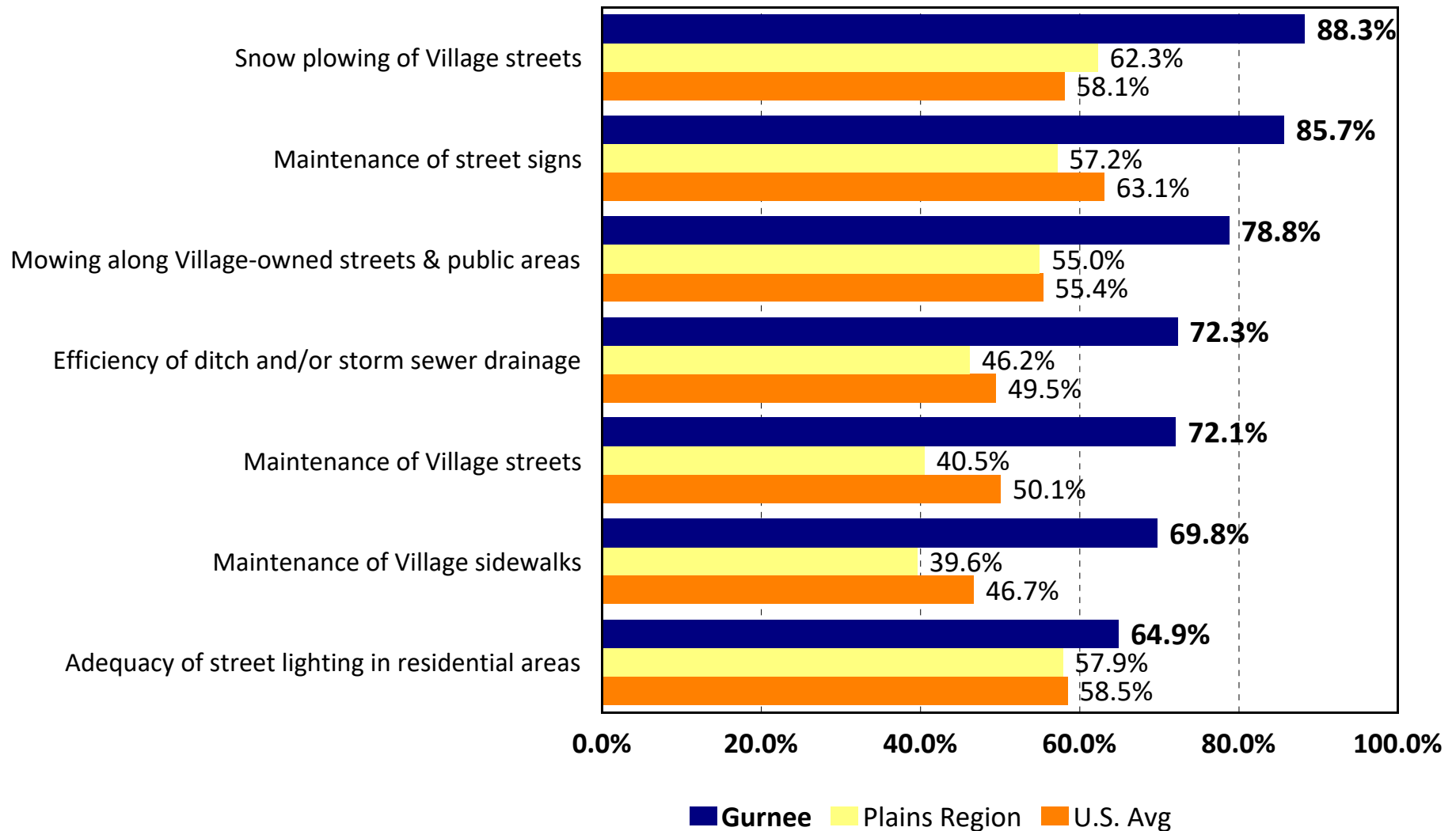
by percentage of respondents who rated the item 4 or 5 on a 5-point scale
where 5 was “very satisfied” and 1 was “very dissatisfied” (excluding don’t knows)



Satisfaction with Maintenance

Gurnee vs. Plains Region vs. U.S.

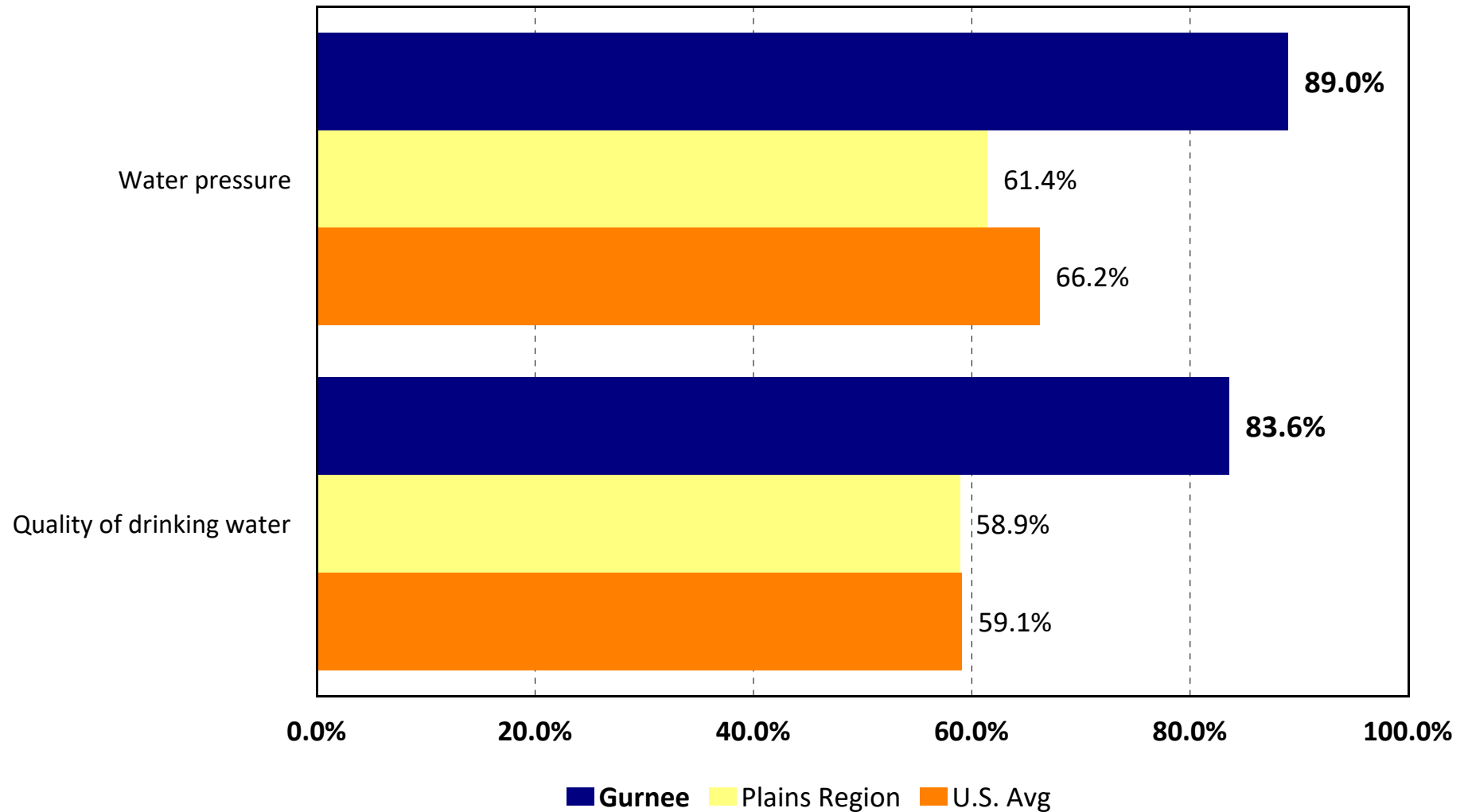
by percentage of respondents who rated the item 4 or 5 on a 5-point scale
where 5 was “very satisfied” and 1 was “very dissatisfied” (excluding don’t knows)



Satisfaction with Drinking Water

Gurnee vs. Plains Region vs. U.S.

by percentage of respondents who rated the item 4 or 5 on a 5-point scale where 5 was “very satisfied” and 1 was “very dissatisfied” (excluding don’t knows)



3 Importance-Satisfaction Analysis

Importance-Satisfaction Analysis



Overview

Today, community leaders have limited resources which need to be targeted to activities that are of the most benefit to their citizens. Two of the most important criteria for decision making are (1) to target resources toward services of the highest importance to citizens; and (2) to target resources toward those services where citizens are the least satisfied.

The Importance-Satisfaction (I-S) rating is a unique tool that allows public officials to better understand both of these highly important decision-making criteria for each of the services they are providing. The Importance-Satisfaction (I-S) rating is based on the concept that public agencies will maximize overall customer satisfaction by emphasizing improvements in those areas where the level of satisfaction is relatively low, and the perceived importance of the service is relatively high.

The rating is calculated by summing the percentage of responses for items selected as the most important services for the Village to emphasize over the next two years. The sum is then multiplied by 1 minus the percentage of respondents who indicated they were positively satisfied with the Village's performance in the related area (the sum of the ratings of 4 and 5 on a 5-point scale excluding "don't know" responses). "Don't know" responses are excluded from the calculation to ensure the satisfaction ratings among service categories are comparable.

$$\text{I-S Rating} = \text{Importance} \times (1 - \text{Satisfaction})$$

Example of the Calculation

Respondents were asked to identify the maintenance services that are most important for the Village to provide. Nearly three-fourths (72.8%) of the respondent households selected "*maintenance of Village streets*" as one of the services that are most important to provide.

With regard to satisfaction, 72.1% of respondents surveyed rated "*maintenance of Village streets*" as a "4" or "5" on a 5-point scale (where "5" means "Very Satisfied") excluding "don't know" responses. The I-S rating was calculated by multiplying the sum of the most important percentages by one minus the sum of the satisfaction percentages. In this example, 72.8% was multiplied by 27.9% (1-0.721). This calculation yielded an I-S rating of 0.2031, which ranked first out of eight categories of maintenance services analyzed.

Importance-Satisfaction Analysis



The maximum rating is 1.00 and would be achieved when 100% of the respondents select an item as one of their top three choices of importance and 0% indicate they are positively satisfied with the delivery of the service.

The lowest rating is 0.00 and could be achieved under either of the following two situations:

- If 100% of the respondents were positively satisfied with the delivery of the service
- If none (0%) of the respondents selected the service as one of the most important areas.

Interpreting the Ratings

Ratings that are greater than or equal to 0.20 identify areas that should receive significantly more emphasis. Ratings from 0.10 to 0.20 identify service areas that should receive increased emphasis. Ratings less than 0.10 should continue to receive the current level of emphasis.

- Definitely Increase Emphasis (I-S > 0.20)
- Increase Current Emphasis (I-S = 0.10 - 0.20)
- Maintain Current Emphasis (I-S < 0.10)

Tables showing the results for the Village of Gurnee are provided on the following pages.

2025 Importance-Satisfaction Rating

Village of Gurnee, Illinois

Public Safety

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
High Priority (IS .10-.20)						
The Village's efforts to prevent crime	41%	2	73%	6	0.1084	1
Medium Priority (IS <.10)						
Drug and criminal enforcement	20%	7	62%	11	0.0752	2
Visibility of police in neighborhoods	26%	5	73%	7	0.0681	3
How quickly police respond to emergencies	31%	4	85%	5	0.0464	4
Overall quality of local police protection	53%	1	91%	3	0.0453	5
Overall quality of emergency medical services	34%	3	90%	4	0.0353	6
Enforcement of local traffic laws	10%	10	66%	10	0.0324	7
Visibility of police in retail areas	10%	9	72%	8	0.0289	8
How quickly fire protection responds to emergencies	25%	6	92%	2	0.0196	9
Overall quality of local fire protection	20%	8	93%	1	0.0145	10
Quality of animal control	1%	11	71%	9	0.0035	11

Note: The I-S Rating is calculated by multiplying the "Most Important" % by (1-'Satisfaction' %)

Most Important %:

The "Most Important" percentage represents the sum of the first, second and third most important responses for each item. Respondents were asked to identify the items they thought were most important for the Village to provide.

Satisfaction %:

The "Satisfaction" percentage represents the sum of the ratings "4" and "5" excluding don't knows.' Respondents ranked their level of satisfaction with each of the items on a scale of 1 to 5 with "5" being very satisfied and "1" being very dissatisfied.

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2025 Importance-Satisfaction Rating

Village of Gurnee, Illinois

Look, Feel, and Maintenance of the Village

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
Very High Priority (IS >.20)						
Maintenance of Village streets	73%	1	72%	6	0.2031	1
High Priority (IS .10-.20)						
Adequacy of street lighting in residential areas	44%	3	65%	8	0.1551	2
Medium Priority (IS <.10)						
Maintenance of Village sidewalks	32%	4	70%	7	0.0966	3
Efficiency of ditch and/or storm sewer drainage (where available)	29%	5	72%	5	0.0812	4
Snow plowing of Village streets (not State or County roads)	67%	2	88%	1	0.0789	5
Mowing along Village-owned streets & public areas	14%	6	79%	3	0.0301	6
Maintenance of parkway trees	12%	7	77%	4	0.0283	7
Maintenance of street signs	6%	8	86%	2	0.0083	8

Note: The I-S Rating is calculated by multiplying the "Most Important" % by (1-'Satisfaction' %)

Most Important %:

The "Most Important" percentage represents the sum of the first, second and third most important responses for each item. Respondents were asked to identify the items they thought were most important for the Village to provide.

Satisfaction %:

The "Satisfaction" percentage represents the sum of the ratings "4" and "5" excluding don't knows.' Respondents ranked their level of satisfaction with each of the items on a scale of 1 to 5 with "5" being very satisfied and "1" being very dissatisfied.

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Tabular Data

Q1. Overall Satisfaction with Characteristics of the Village. Please rate your overall satisfaction with these perceptions and characteristics of the Village of Gurnee on a scale of 5 to 1, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied" with regard to each of the following.

(N=478)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q1-1. Feeling safe in Gurnee	29.1%	51.9%	14.2%	4.0%	0.8%	0.0%
Q1-2. Feeling of safety in your own neighborhood	46.2%	40.4%	7.9%	4.2%	1.0%	0.2%
Q1-3. Trust in Village of Gurnee employees & leadership	22.8%	44.8%	22.8%	6.1%	0.8%	2.7%
Q1-4. Gurnee's ability to communicate information	32.4%	40.2%	18.8%	6.5%	0.8%	1.3%
Q1-5. Gurnee's commitment to transparency	17.8%	35.4%	29.7%	7.7%	1.9%	7.5%
Q1-6. Accessibility of information	19.9%	47.7%	24.5%	4.6%	0.6%	2.7%
Q1-7. Gurnee's commitment to diversity	18.0%	32.0%	27.6%	3.1%	1.3%	18.0%
Q1-8. Customer service of Village of Gurnee employees	28.9%	41.2%	14.2%	1.9%	0.4%	13.4%

WITHOUT "DON'T KNOW"

Q1. Overall Satisfaction with Characteristics of the Village. Please rate your overall satisfaction with these perceptions and characteristics of the Village of Gurnee on a scale of 5 to 1, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied" with regard to each of the following. (without "don't know")

(N=478)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q1-1. Feeling safe in Gurnee	29.1%	51.9%	14.2%	4.0%	0.8%
Q1-2. Feeling of safety in your own neighborhood	46.3%	40.5%	8.0%	4.2%	1.0%
Q1-3. Trust in Village of Gurnee employees & leadership	23.4%	46.0%	23.4%	6.2%	0.9%
Q1-4. Gurnee's ability to communicate information	32.8%	40.7%	19.1%	6.6%	0.8%
Q1-5. Gurnee's commitment to transparency	19.2%	38.2%	32.1%	8.4%	2.0%
Q1-6. Accessibility of information	20.4%	49.0%	25.2%	4.7%	0.6%
Q1-7. Gurnee's commitment to diversity	21.9%	39.0%	33.7%	3.8%	1.5%
Q1-8. Customer service of Village of Gurnee employees	33.3%	47.6%	16.4%	2.2%	0.5%

Q2. Quality of Life and Perceptions of the Village. Please rate the Village of Gurnee on a scale of 5 to 1, where 5 means "Excellent" and 1 means "Poor" with regard to each of the following.

(N=478)

	Excellent	Good	Neutral	Below average	Poor	Don't know
Q2-1. As a place to live	30.5%	55.2%	9.8%	3.8%	0.4%	0.2%
Q2-2. As a place to raise a family	27.6%	54.8%	9.6%	4.0%	0.0%	4.0%
Q2-3. As a place to work	18.4%	34.9%	19.7%	3.1%	0.6%	23.2%
Q2-4. As a place where you would buy your next home	20.5%	29.7%	28.2%	10.5%	6.1%	5.0%
Q2-5. As a place to retire	14.6%	22.8%	30.1%	15.9%	11.5%	5.0%
Q2-6. As a place to open a business	9.4%	28.0%	24.5%	5.9%	3.1%	29.1%
Q2-7. As a place to educate children	18.2%	44.4%	19.0%	10.0%	3.1%	5.2%
Q2-8. As a place where residents support each other	16.3%	42.9%	30.5%	5.0%	1.7%	3.6%
Q2-9. Overall value that you receive from Village services	21.1%	51.9%	20.1%	2.5%	1.3%	3.1%
Q2-10. Overall image of Village	17.2%	53.6%	19.2%	7.3%	1.3%	1.5%
Q2-11. Overall quality of life in Village	21.1%	56.7%	15.7%	5.0%	0.4%	1.0%
Q2-12. Overall appearance of Village	17.4%	51.0%	16.7%	12.6%	1.5%	0.8%

WITHOUT "DON'T KNOW"

Q2. Quality of Life and Perceptions of the Village. Please rate the Village of Gurnee on a scale of 5 to 1, where 5 means "Excellent" and 1 means "Poor" with regard to each of the following. (without "don't know")

(N=478)

	Excellent	Good	Neutral	Below average	Poor
Q2-1. As a place to live	30.6%	55.3%	9.9%	3.8%	0.4%
Q2-2. As a place to raise a family	28.8%	57.1%	10.0%	4.1%	0.0%
Q2-3. As a place to work	24.0%	45.5%	25.6%	4.1%	0.8%
Q2-4. As a place where you would buy your next home	21.6%	31.3%	29.7%	11.0%	6.4%
Q2-5. As a place to retire	15.4%	24.0%	31.7%	16.7%	12.1%
Q2-6. As a place to open a business	13.3%	39.5%	34.5%	8.3%	4.4%
Q2-7. As a place to educate children	19.2%	46.8%	20.1%	10.6%	3.3%
Q2-8. As a place where residents support each other	16.9%	44.5%	31.7%	5.2%	1.7%
Q2-9. Overall value that you receive from Village services	21.8%	53.6%	20.7%	2.6%	1.3%
Q2-10. Overall image of Village	17.4%	54.4%	19.5%	7.4%	1.3%
Q2-11. Overall quality of life in Village	21.4%	57.3%	15.9%	5.1%	0.4%
Q2-12. Overall appearance of Village	17.5%	51.5%	16.9%	12.7%	1.5%

Q3. Public Safety. Please rate your satisfaction with each of the following items using a scale of 5 to 1, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."

(N=478)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q3-1. Overall quality of local police protection	40.0%	49.4%	6.5%	1.3%	0.6%	2.3%
Q3-2. Visibility of police in neighborhoods	30.1%	42.5%	16.7%	8.2%	1.5%	1.0%
Q3-3. Visibility of police in retail areas	23.8%	42.9%	19.7%	5.6%	0.4%	7.5%
Q3-4. Village's efforts to prevent crime	22.2%	45.2%	19.9%	3.8%	0.8%	8.2%
Q3-5. Enforcement of local traffic laws	19.0%	43.3%	20.9%	7.9%	3.3%	5.4%
Q3-6. How quickly police respond to emergencies	30.1%	34.7%	9.6%	1.5%	0.4%	23.6%
Q3-7. Drug & criminal enforcement	15.1%	27.6%	20.7%	4.2%	1.0%	31.4%
Q3-8. Quality of animal control	17.4%	33.3%	17.6%	2.1%	0.8%	28.9%
Q3-9. Overall quality of local fire protection	43.3%	38.1%	6.1%	0.4%	0.0%	12.1%
Q3-10. How quickly fire protection responds to emergencies	40.0%	29.5%	5.4%	0.4%	0.0%	24.7%
Q3-11. Overall quality of emergency medical services	38.1%	34.7%	7.5%	0.8%	0.0%	18.8%

WITHOUT "DON'T KNOW"

Q3. Public Safety. Please rate your satisfaction with each of the following items using a scale of 5 to 1, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied." (without "don't know")

(N=478)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q3-1. Overall quality of local police protection	40.9%	50.5%	6.6%	1.3%	0.6%
Q3-2. Visibility of police in neighborhoods	30.4%	42.9%	16.9%	8.2%	1.5%
Q3-3. Visibility of police in retail areas	25.8%	46.4%	21.3%	6.1%	0.5%
Q3-4. Village's efforts to prevent crime	24.1%	49.2%	21.6%	4.1%	0.9%
Q3-5. Enforcement of local traffic laws	20.1%	45.8%	22.1%	8.4%	3.5%
Q3-6. How quickly police respond to emergencies	39.5%	45.5%	12.6%	1.9%	0.5%
Q3-7. Drug & criminal enforcement	22.0%	40.2%	30.2%	6.1%	1.5%
Q3-8. Quality of animal control	24.4%	46.8%	24.7%	2.9%	1.2%
Q3-9. Overall quality of local fire protection	49.3%	43.3%	6.9%	0.5%	0.0%
Q3-10. How quickly fire protection responds to emergencies	53.1%	39.2%	7.2%	0.6%	0.0%
Q3-11. Overall quality of emergency medical services	46.9%	42.8%	9.3%	1.0%	0.0%

Q4. Which THREE of the Village services listed in Question 3 do you think are MOST IMPORTANT for the Village to provide?

Q4. Top choice	Number	Percent
Overall quality of local police protection	164	34.3 %
Visibility of police in neighborhoods	54	11.3 %
Visibility of police in retail areas	14	2.9 %
Village's efforts to prevent crime	68	14.2 %
Enforcement of local traffic laws	7	1.5 %
How quickly police respond to emergencies	37	7.7 %
Drug & criminal enforcement	19	4.0 %
Quality of animal control	2	0.4 %
Overall quality of local fire protection	12	2.5 %
How quickly fire protection responds to emergencies	19	4.0 %
Overall quality of emergency medical services	43	9.0 %
None chosen	39	8.2 %
Total	478	100.0 %

Q4. Which THREE of the Village services listed in Question 3 do you think are MOST IMPORTANT for the Village to provide?

Q4. 2nd choice	Number	Percent
Overall quality of local police protection	53	11.1 %
Visibility of police in neighborhoods	43	9.0 %
Visibility of police in retail areas	15	3.1 %
Village's efforts to prevent crime	64	13.4 %
Enforcement of local traffic laws	18	3.8 %
How quickly police respond to emergencies	57	11.9 %
Drug & criminal enforcement	31	6.5 %
Quality of animal control	2	0.4 %
Overall quality of local fire protection	44	9.2 %
How quickly fire protection responds to emergencies	61	12.8 %
Overall quality of emergency medical services	45	9.4 %
None chosen	45	9.4 %
Total	478	100.0 %

Q4. Which THREE of the Village services listed in Question 3 do you think are MOST IMPORTANT for the Village to provide?

Q4. 3rd choice	Number	Percent
Overall quality of local police protection	35	7.3 %
Visibility of police in neighborhoods	25	5.2 %
Visibility of police in retail areas	21	4.4 %
Village's efforts to prevent crime	62	13.0 %
Enforcement of local traffic laws	20	4.2 %
How quickly police respond to emergencies	54	11.3 %
Drug & criminal enforcement	45	9.4 %
Quality of animal control	2	0.4 %
Overall quality of local fire protection	38	7.9 %
How quickly fire protection responds to emergencies	41	8.6 %
Overall quality of emergency medical services	76	15.9 %
None chosen	59	12.3 %
Total	478	100.0 %

SUM OF TOP 3 CHOICES

Q4. Which THREE of the Village services listed in Question 3 do you think are MOST IMPORTANT for the Village to provide? (top 3)

Q4. Sum of top 3 choices	Number	Percent
Overall quality of local police protection	252	52.7 %
Visibility of police in neighborhoods	122	25.5 %
Visibility of police in retail areas	50	10.5 %
Village's efforts to prevent crime	194	40.6 %
Enforcement of local traffic laws	45	9.4 %
How quickly police respond to emergencies	148	31.0 %
Drug & criminal enforcement	95	19.9 %
Quality of animal control	6	1.3 %
Overall quality of local fire protection	94	19.7 %
How quickly fire protection responds to emergencies	121	25.3 %
Overall quality of emergency medical services	164	34.3 %
None chosen	39	8.2 %
Total	1330	

Q5. Enforcement of Property Maintenance Codes. Please rate your satisfaction with each of the following on a scale of 5 to 1, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."

(N=478)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q5-1. Enforcing cleanup of litter & debris on private property	10.9%	34.9%	23.2%	11.9%	5.9%	13.2%
Q5-2. Enforcing mowing & trimming of private property	11.5%	34.1%	23.0%	13.4%	4.8%	13.2%
Q5-3. Enforcing exterior maintenance of residential property	10.5%	32.6%	25.5%	11.3%	5.0%	15.1%
Q5-4. Enforcing maintenance of commercial property	10.7%	34.9%	24.5%	10.0%	5.0%	14.9%
Q5-5. Enforcing codes designed to address public safety & nuisance issues	11.1%	34.5%	23.6%	8.8%	3.8%	18.2%
Q5-6. Village's administrative adjudication hearings	6.5%	15.5%	23.4%	2.5%	1.3%	50.8%

WITHOUT "DON'T KNOW"

Q5. Enforcement of Property Maintenance Codes. Please rate your satisfaction with each of the following on a scale of 5 to 1, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied." (without "don't know")

(N=478)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q5-1. Enforcing cleanup of litter & debris on private property	12.5%	40.2%	26.7%	13.7%	6.7%
Q5-2. Enforcing mowing & trimming of private property	13.3%	39.3%	26.5%	15.4%	5.5%
Q5-3. Enforcing exterior maintenance of residential property	12.3%	38.4%	30.0%	13.3%	5.9%
Q5-4. Enforcing maintenance of commercial property	12.5%	41.0%	28.7%	11.8%	5.9%
Q5-5. Enforcing codes designed to address public safety & nuisance issues	13.6%	42.2%	28.9%	10.7%	4.6%
Q5-6. Village's administrative adjudication hearings	13.2%	31.5%	47.7%	5.1%	2.6%

Q6. Where do you currently get news and information about Village programs, services and events?

Q6. Where do you currently get news & information about Village programs, services & events	Number	Percent
Automated phone calls	162	33.9 %
Social media	234	49.0 %
Weekly eNews	95	19.9 %
Village mailed newsletter & direct mail	373	78.0 %
Text message	50	10.5 %
Email	98	20.5 %
Village website	224	46.9 %
Other	14	2.9 %
Total	1250	

Q6-8. Other

- East Gurnee community leaders and community members
- FACEBOOK
- Facebook or newsletter
- Friends/ neighbors
- I call the village also to get the information needed.
- neighbors
- Neighbors sharing information
- Newspaper
- nextdoor app
- Signs posted
- Texts & emails thru active groups who have banded together to fight for the safety of our neighborhood.
- TOWNSHIP NEWSLETTER AND LIBRARY
- Word of mouth
- Word of mouth

Q7. From which TWO sources of information listed in Question 6 would you prefer to get information from the Village?

Q7. Top choice	Number	Percent
Automated phone calls	53	11.1 %
Social media	60	12.6 %
Weekly eNews	73	15.3 %
Village mailed newsletter & direct mail	123	25.7 %
Text message	54	11.3 %
Email	62	13.0 %
Village website	33	6.9 %
Other	1	0.2 %
None chosen	19	4.0 %
Total	478	100.0 %

Q7. From which TWO sources of information listed in Question 6 would you prefer to get information from the Village?

Q7. 2nd choice	Number	Percent
Automated phone calls	43	9.0 %
Social media	60	12.6 %
Weekly eNews	48	10.0 %
Village mailed newsletter & direct mail	97	20.3 %
Text message	52	10.9 %
Email	66	13.8 %
Village website	67	14.0 %
Other	7	1.5 %
None chosen	38	7.9 %
Total	478	100.0 %

SUM OF TOP 2 CHOICES

Q7. From which TWO sources of information listed in Question 6 would you prefer to get information from the Village? (top 2)

Q7. Sum of top 2 choices	Number	Percent
Automated phone calls	96	20.1 %
Social media	120	25.1 %
Weekly eNews	121	25.3 %
Village mailed newsletter & direct mail	220	46.0 %
Text message	106	22.2 %
Email	128	26.8 %
Village website	100	20.9 %
Other	8	1.7 %
None chosen	19	4.0 %
Total	918	

Q8. Use of Village E-Services. Please rate the ease of use of the following.

(N=478)

	Very easy	Easy	Neutral	Difficult	Very difficult	Don't know
Q8-1. Using Village's website	18.6%	41.6%	20.5%	4.8%	0.8%	13.6%
Q8-2. Paying Gurnee bills & fees online	23.2%	33.3%	15.9%	4.8%	1.5%	21.3%
Q8-3. Submitting permits & applications online	7.5%	17.2%	20.3%	4.0%	1.3%	49.8%
Q8-4. Submitting a service request via Village's online portal	9.0%	18.0%	19.9%	3.8%	1.0%	48.3%

WITHOUT "DON'T KNOW"**Q8. Use of Village E-Services. Please rate the ease of use of the following. (without "don't know")**

(N=478)

	Very easy	Easy	Neutral	Difficult	Very difficult
Q8-1. Using Village's website	21.5%	48.2%	23.7%	5.6%	1.0%
Q8-2. Paying Gurnee bills & fees online	29.5%	42.3%	20.2%	6.1%	1.9%
Q8-3. Submitting permits & applications online	15.0%	34.2%	40.4%	7.9%	2.5%
Q8-4. Submitting a service request via Village's online portal	17.4%	34.8%	38.5%	7.3%	2.0%

Q9. Look, Feel, and Maintenance of the Village. Please rate your satisfaction with each of the following.

(N=478)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q9-1. Maintenance of Village sidewalks	18.8%	48.3%	16.9%	9.2%	2.9%	3.8%
Q9-2. Maintenance of Village streets	22.0%	49.0%	15.9%	10.5%	1.0%	1.7%
Q9-3. Efficiency of ditch and/or storm sewer drainage (where available)	18.2%	44.8%	16.7%	5.2%	2.1%	13.0%
Q9-4. Mowing along Village-owned streets & public areas	21.3%	54.0%	13.0%	5.9%	1.5%	4.4%
Q9-5. Maintenance of parkway trees	24.7%	49.6%	11.7%	9.0%	1.3%	3.8%
Q9-6. Adequacy of street lighting in residential areas	22.8%	41.0%	18.0%	13.6%	2.9%	1.7%
Q9-7. Maintenance of street signs	26.8%	56.1%	11.7%	2.1%	0.0%	3.3%
Q9-8. Snow plowing of Village streets (not State or County roads)	39.3%	47.5%	8.4%	2.1%	1.0%	1.7%

WITHOUT "DON'T KNOW"**Q9. Look, Feel, and Maintenance of the Village. Please rate your satisfaction with each of the following.
(without "don't know")**

(N=478)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q9-1. Maintenance of Village sidewalks	19.6%	50.2%	17.6%	9.6%	3.0%
Q9-2. Maintenance of Village streets	22.3%	49.8%	16.2%	10.6%	1.1%
Q9-3. Efficiency of ditch and/or storm sewer drainage (where available)	20.9%	51.4%	19.2%	6.0%	2.4%
Q9-4. Mowing along Village-owned streets & public areas	22.3%	56.5%	13.6%	6.1%	1.5%
Q9-5. Maintenance of parkway trees	25.7%	51.5%	12.2%	9.3%	1.3%
Q9-6. Adequacy of street lighting in residential areas	23.2%	41.7%	18.3%	13.8%	3.0%
Q9-7. Maintenance of street signs	27.7%	58.0%	12.1%	2.2%	0.0%
Q9-8. Snow plowing of Village streets (not State or County roads)	40.0%	48.3%	8.5%	2.1%	1.1%

Q10. Which THREE of the services listed in Question 9 do you think are MOST IMPORTANT for the Village to provide?

<u>Q10. Top choice</u>	<u>Number</u>	<u>Percent</u>
Maintenance of Village sidewalks	32	6.7 %
Maintenance of Village streets	173	36.2 %
Efficiency of ditch and/or storm sewer drainage (where available)	29	6.1 %
Mowing along Village-owned streets & public areas	11	2.3 %
Maintenance of parkway trees	11	2.3 %
Adequacy of street lighting in residential areas	50	10.5 %
Maintenance of street signs	5	1.0 %
Snow plowing of Village streets (not State or County roads)	143	29.9 %
None chosen	24	5.0 %
Total	478	100.0 %

Q10. Which THREE of the services listed in Question 9 do you think are MOST IMPORTANT for the Village to provide?

<u>Q10. 2nd choice</u>	<u>Number</u>	<u>Percent</u>
Maintenance of Village sidewalks	58	12.1 %
Maintenance of Village streets	99	20.7 %
Efficiency of ditch and/or storm sewer drainage (where available)	52	10.9 %
Mowing along Village-owned streets & public areas	25	5.2 %
Maintenance of parkway trees	18	3.8 %
Adequacy of street lighting in residential areas	83	17.4 %
Maintenance of street signs	5	1.0 %
Snow plowing of Village streets (not State or County roads)	104	21.8 %
None chosen	34	7.1 %
Total	478	100.0 %

Q10. Which THREE of the services listed in Question 9 do you think are MOST IMPORTANT for the Village to provide?

<u>Q10. 3rd choice</u>	<u>Number</u>	<u>Percent</u>
Maintenance of Village sidewalks	63	13.2 %
Maintenance of Village streets	76	15.9 %
Efficiency of ditch and/or storm sewer drainage (where available)	59	12.3 %
Mowing along Village-owned streets & public areas	32	6.7 %
Maintenance of parkway trees	30	6.3 %
Adequacy of street lighting in residential areas	78	16.3 %
Maintenance of street signs	18	3.8 %
Snow plowing of Village streets (not State or County roads)	75	15.7 %
None chosen	47	9.8 %
Total	478	100.0 %

SUM OF TOP 3 CHOICES

Q10. Which THREE of the services listed in Question 9 do you think are MOST IMPORTANT for the Village to provide? (top 3)

<u>Q10. Sum of top 3 choices</u>	<u>Number</u>	<u>Percent</u>
Maintenance of Village sidewalks	153	32.0 %
Maintenance of Village streets	348	72.8 %
Efficiency of ditch and/or storm sewer drainage (where available)	140	29.3 %
Mowing along Village-owned streets & public areas	68	14.2 %
Maintenance of parkway trees	59	12.3 %
Adequacy of street lighting in residential areas	211	44.1 %
Maintenance of street signs	28	5.9 %
Snow plowing of Village streets (not State or County roads)	322	67.4 %
None chosen	24	5.0 %
Total	1353	

Q11. Drinking Water. Please rate your satisfaction with each of the following.

(N=478)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q11-1. Reliability of water service	55.9%	33.9%	4.0%	1.0%	0.0%	5.2%
Q11-2. Water pressure	49.2%	35.6%	5.9%	4.2%	0.4%	4.8%
Q11-3. Quality of drinking water	43.3%	34.7%	11.3%	2.9%	1.0%	6.7%

WITHOUT "DON'T KNOW"**Q11. Drinking Water. Please rate your satisfaction with each of the following. (without "don't know")**

(N=478)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q11-1. Reliability of water service	58.9%	35.8%	4.2%	1.1%	0.0%
Q11-2. Water pressure	51.6%	37.4%	6.2%	4.4%	0.4%
Q11-3. Quality of drinking water	46.4%	37.2%	12.1%	3.1%	1.1%

Q12. Environmental Sustainability. Please rate how important each of the following are to Gurnee.

(N=478)

	Very important	Important	Neutral	Not important	Not at all important	Don't know
Q12-1. Resource conservation	37.9%	37.9%	12.8%	1.9%	1.3%	8.4%
Q12-2. Increasing recycling opportunities	37.9%	39.5%	13.4%	2.9%	2.1%	4.2%
Q12-3. Public awareness of sustainable practices	31.2%	36.8%	20.3%	3.6%	2.5%	5.6%
Q12-4. Composting	20.7%	31.6%	28.9%	6.5%	3.6%	8.8%

WITHOUT "DON'T KNOW"**Q12. Environmental Sustainability. Please rate how important each of the following are to Gurnee. (without "don't know")**

(N=478)

	Very important	Important	Neutral	Not important	Not at all important
Q12-1. Resource conservation	41.3%	41.3%	13.9%	2.1%	1.4%
Q12-2. Increasing recycling opportunities	39.5%	41.3%	14.0%	3.1%	2.2%
Q12-3. Public awareness of sustainable practices	33.0%	39.0%	21.5%	3.8%	2.7%
Q12-4. Composting	22.7%	34.6%	31.7%	7.1%	3.9%

Q17. Including yourself, how many people in your household are...

	Mean	Sum
number	2.7	1251
Under age 5	0.1	47
Ages 5-9	0.1	62
Ages 10-14	0.1	63
Ages 15-19	0.1	70
Ages 20-24	0.1	67
Ages 25-34	0.4	196
Ages 35-44	0.3	156
Ages 45-54	0.4	188
Ages 55-64	0.4	207
Ages 65-74	0.3	127
Ages 75+	0.1	68

Q18. What is your age?

Q18. Your age	Number	Percent
18-34	97	20.3 %
35-44	92	19.2 %
45-54	92	19.2 %
55-64	91	19.0 %
65+	95	19.9 %
Not provided	11	2.3 %
Total	478	100.0 %

WITHOUT "NOT PROVIDED"**Q18. What is your age? (without "not provided")**

Q18. Your age	Number	Percent
18-34	97	20.8 %
35-44	92	19.7 %
45-54	92	19.7 %
55-64	91	19.5 %
65+	95	20.3 %
Total	467	100.0 %

Q19. Are you or any members of your family of Hispanic, Spanish, or Latino/a/x ancestry?

Q19. Are you or any members of your family of Hispanic, Spanish, or Latino/a/x ancestry	Number	Percent
Yes	78	16.3 %
No	397	83.1 %
Not provided	3	0.6 %
Total	478	100.0 %

WITHOUT "NOT PROVIDED"**Q19. Are you or any members of your family of Hispanic, Spanish, or Latino/a/x ancestry? (without "not provided")**

Q19. Are you or any members of your family of Hispanic, Spanish, or Latino/a/x ancestry	Number	Percent
Yes	78	16.4 %
No	397	83.6 %
Total	475	100.0 %

Q19-1. How many people in your household are of Hispanic, Spanish, or Latino/a/x ancestry?

Q19-1. How many people in your household are of
Hispanic, Spanish, or Latino/a/x ancestry

	Number	Percent
1	17	21.8 %
2	10	12.8 %
3	9	11.5 %
4	24	30.8 %
5+	11	14.1 %
Not provided	7	9.0 %
Total	78	100.0 %

WITHOUT "NOT PROVIDED"**Q19-1. How many people in your household are of Hispanic, Spanish, or Latino/a/x ancestry? (without "not provided")**

Q19-1. How many people in your household are of
Hispanic, Spanish, or Latino/a/x ancestry

	Number	Percent
1	17	23.9 %
2	10	14.1 %
3	9	12.7 %
4	24	33.8 %
5+	11	15.5 %
Total	71	100.0 %

Q20. Which of the following best describes your race/ethnicity?

<u>Q20. Your race/ethnicity</u>	<u>Number</u>	<u>Percent</u>
Asian or Asian Indian	64	13.4 %
Black or African American	36	7.5 %
American Indian or Alaska Native	6	1.3 %
White or Caucasian	305	63.8 %
Native Hawaiian or other Pacific Islander	1	0.2 %
Other	11	2.3 %
Total	423	

Q20-6. Self-describe your race/ethnicity:

<u>Q20-6. Self-describe your race/ethnicity</u>	<u>Number</u>	<u>Percent</u>
Multi-racial	2	18.2 %
Hispanic	2	18.2 %
Mixed	2	18.2 %
Latin	1	9.1 %
Mexican	1	9.1 %
Latina	1	9.1 %
Latino/e/x	1	9.1 %
German/Italian	1	9.1 %
Total	11	100.0 %

Q21. Approximately how many years have you lived in Gurnee?

Q21. How many years have you lived in Gurnee	Number	Percent
0-5	54	11.3 %
6-10	60	12.6 %
11-15	36	7.5 %
16-20	45	9.4 %
21-30	130	27.2 %
31+	139	29.1 %
Not provided	14	2.9 %
Total	478	100.0 %

WITHOUT "NOT PROVIDED"**Q21. Approximately how many years have you lived in Gurnee? (without "not provided")**

Q21. How many years have you lived in Gurnee	Number	Percent
0-5	54	11.6 %
6-10	60	12.9 %
11-15	36	7.8 %
16-20	45	9.7 %
21-30	130	28.0 %
31+	139	30.0 %
Total	464	100.0 %

Q22. Do you own or rent your current residence?

Q22. Do you own or rent your current residence	Number	Percent
Own	392	82.0 %
Rent	72	15.1 %
Not provided	14	2.9 %
Total	478	100.0 %

WITHOUT "NOT PROVIDED"**Q22. Do you own or rent your current residence? (without "not provided")**

Q22. Do you own or rent your current residence	Number	Percent
Own	392	84.5 %
Rent	72	15.5 %
Total	464	100.0 %

Q23. Would you say your total annual household income is...

Q23. Your total annual household income	Number	Percent
Under \$30K	15	3.1 %
\$30K to \$49,999	16	3.3 %
\$50K to \$69,999	25	5.2 %
\$70K to \$89,999	49	10.3 %
\$90K to \$119,999	67	14.0 %
\$120K to \$174,999	79	16.5 %
\$175K+	121	25.3 %
Not provided	106	22.2 %
Total	478	100.0 %

WITHOUT "NOT PROVIDED"**Q23. Would you say your total annual household income is... (without "not provided")**

Q23. Your total annual household income	Number	Percent
Under \$30K	15	4.0 %
\$30K to \$49,999	16	4.3 %
\$50K to \$69,999	25	6.7 %
\$70K to \$89,999	49	13.2 %
\$90K to \$119,999	67	18.0 %
\$120K to \$174,999	79	21.2 %
\$175K+	121	32.5 %
Total	372	100.0 %

Q24. Your gender:

Q24. Your gender	Number	Percent
Male	232	48.5 %
Female	239	50.0 %
I prefer to self-identify	2	0.4 %
Not provided	5	1.0 %
Total	478	100.0 %

WITHOUT "NOT PROVIDED"**Q24. Your gender: (without "not provided")**

Q24. Your gender	Number	Percent
Male	232	49.0 %
Female	239	50.5 %
I prefer to self-identify	2	0.4 %
Total	473	100.0 %

Q24-3. Self-describe your gender:

Q20-3. Self-describe your gender	Number	Percent
Non-binary	1	50.0 %
Transmale	1	50.0 %
Total	2	100.0 %



Survey Instrument



Dear Residents,

I am writing to invite you to participate in 2025 Gurnee Community Survey that will shape the future of our Village. By receiving this letter, you have been randomly selected to participate in this important survey. Our community consists of diverse experiences, needs and aspirations. To serve you better and ensure our policies, programs and goals reflect your priorities, we need to hear directly from you. The survey covers a wide range of topics, including public services, safety, and quality of life. Ultimately, here's why your participation is so crucial:

- **Informed Decision-Making:** Your feedback will provide valuable insights that will guide the decisions we make. Whether it's about improving public services, enhancing property maintenance, or addressing safety concerns, your voice will help shape our community's direction. Understanding what matters most to you, we can focus on the areas that will have the most significant positive impact on your lives.
- **Community Engagement:** This survey is an opportunity for you to be directly involved in the governance process. It empowers you to contribute to the dialogue and the solution.
- **Transparency and Accountability:** We are committed to transparency in our operations. By sharing your thoughts, you help us ensure that our actions align with the community's needs and that we remain accountable to you.

The survey is straightforward and will take only a few minutes of your time. Every response is confidential and will be used exclusively to make our community better. You can access the survey online at gurneesurvey.org, or if you prefer, a paper copy is attached to this letter that you can return in the enclosed postage-paid envelope.

Your participation will make a significant difference. Together, we can build a stronger, safer and more vibrant community that meets the needs of all its residents. If you have any questions regarding the survey, please contact Assistant to the Administrator Austin Pollack at 847-599-7514 or email him at apollack@village.gurnee.il.us.

Thank you in advance for your time and valuable input.

Sincerely,

Mayor Tom Hood

2025 Village of Gurnee Community Survey

Please take a few minutes to complete this survey. Your input is an important part of the Village's planning process and will be used by Village leaders to make planning and investment decisions. If you prefer, you can take this survey at gurneesurvey.org.

Your responses will remain completely confidential.

1. **Overall Satisfaction with Characteristics of the Village.** Please rate your overall satisfaction with these perceptions and characteristics of the Village of Gurnee on a scale of 5 to 1, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied" with regard to each of the following.

How satisfied are you with...	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
1. Feeling safe in Gurnee	5	4	3	2	1	9
2. Feeling of safety in your own neighborhood	5	4	3	2	1	9
3. Trust in the Village of Gurnee employees and leadership	5	4	3	2	1	9
4. Gurnee's ability to communicate information	5	4	3	2	1	9
5. Gurnee's commitment to transparency	5	4	3	2	1	9
6. Accessibility of information	5	4	3	2	1	9
7. Gurnee's commitment to diversity	5	4	3	2	1	9
8. Customer service of Village of Gurnee employees	5	4	3	2	1	9

2. **Quality of Life and Perceptions of the Village.** Please rate the Village of Gurnee on a scale of 5 to 1, where 5 means "Excellent" and 1 means "Poor" with regard to each of the following.

How would you rate the Village of Gurnee...	Excellent	Good	Neutral	Below Average	Poor	Don't Know
01. As a place to live	5	4	3	2	1	9
02. As a place to raise a family	5	4	3	2	1	9
03. As a place to work	5	4	3	2	1	9
04. As a place where you would buy your next home	5	4	3	2	1	9
05. As a place to retire	5	4	3	2	1	9
06. As a place to open a business	5	4	3	2	1	9
07. As a place to educate children	5	4	3	2	1	9
08. As a place where residents support each other	5	4	3	2	1	9
09. Overall value that you receive from Village Services	5	4	3	2	1	9
10. Overall image of the Village	5	4	3	2	1	9
11. Overall quality of life in the Village	5	4	3	2	1	9
12. Overall appearance of the Village	5	4	3	2	1	9

3. **Public Safety.** Please rate your satisfaction with each of the following items using a scale of 5 to 1, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."

How satisfied are you with...	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
01. Overall quality of local police protection	5	4	3	2	1	9
02. The visibility of police in neighborhoods	5	4	3	2	1	9
03. The visibility of police in retail areas	5	4	3	2	1	9
04. The Village's efforts to prevent crime	5	4	3	2	1	9
05. Enforcement of local traffic laws	5	4	3	2	1	9
06. How quickly police respond to emergencies	5	4	3	2	1	9
07. Drug and criminal enforcement	5	4	3	2	1	9
08. Quality of animal control	5	4	3	2	1	9
09. Overall quality of local fire protection	5	4	3	2	1	9
10. How quickly fire protection responds to emergencies	5	4	3	2	1	9
11. Overall quality of emergency medical services	5	4	3	2	1	9

4. Which **THREE** of the Village services listed in Question 3 do you think are **MOST IMPORTANT** for the Village to provide? [Write in your answers below using the numbers from the list in Question 3, or circle "NONE."]

1st: _____ 2nd: _____ 3rd: _____ NONE

5. **Enforcement of Property Maintenance Codes.** Please rate your satisfaction with each of the following on a scale of 5 to 1, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."

Property Maintenance	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
1. Enforcing the cleanup of litter and debris on private property	5	4	3	2	1	9
2. Enforcing the mowing and trimming of private property	5	4	3	2	1	9
3. Enforcing the exterior maintenance of residential property	5	4	3	2	1	9
4. Enforcing the maintenance of commercial property	5	4	3	2	1	9
5. Enforcing codes designed to address public safety and nuisance issues	5	4	3	2	1	9
6. The Village's administrative adjudication hearings	5	4	3	2	1	9

6. **Where do you currently get news and information about Village programs, services and events?** [Check all that apply.]

____ (1) Automated phone calls

____ (5) Text message

____ (2) Social media

____ (6) Email

____ (3) Weekly e-News

____ (7) Village website

____ (4) Village mailed newsletter and direct mail

____ (8) Other: _____

7. **From which TWO sources of information listed in Question 6 would you prefer to get information from the Village?** [Write in your answers below using the numbers from the list in Question 6, or circle "NONE."]

1st: _____ 2nd: _____ NONE

8. Use of Village E-Services. Please rate the ease of use of the following.

Ease of Use...	Very Easy	Easy	Neutral	Difficult	Very Difficult	Don't Know
1. Using the Village's Website	5	4	3	2	1	9
2. Paying Gurnee bills and fees online	5	4	3	2	1	9
3. Submitting permits and applications online	5	4	3	2	1	9
4. Submitting a service request via the Village's online portal	5	4	3	2	1	9

9. Look, Feel, and Maintenance of the Village. Please rate your satisfaction with each of the following.

How satisfied are you with...	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
1. Maintenance of Village sidewalks	5	4	3	2	1	9
2. Maintenance of Village streets	5	4	3	2	1	9
3. Efficiency of ditch and/or storm sewer drainage (where available)	5	4	3	2	1	9
4. Mowing along Village-owned streets and public areas	5	4	3	2	1	9
5. Maintenance of parkway trees	5	4	3	2	1	9
6. Adequacy of street lighting in residential areas	5	4	3	2	1	9
7. Maintenance of street signs	5	4	3	2	1	9
8. Snow plowing of Village streets (not State or County roads)	5	4	3	2	1	9

10. Which THREE of the services listed in Question 9 do you think are MOST IMPORTANT for the Village to provide? [Write in your answers below using the numbers from the list in Question 9, or circle "NONE."]

1st: ____ 2nd: ____ 3rd: ____ NONE

11. Drinking Water. Please rate your satisfaction with each of the following.

How satisfied are you with...	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
1. Reliability of water service	5	4	3	2	1	9
2. Water pressure	5	4	3	2	1	9
3. Quality of drinking water	5	4	3	2	1	9

12. Environmental Sustainability. Please rate how important each of the following are to Gurnee.

How important is...	Very Important	Important	Neutral	Not Important	Not at all Important	Don't Know
1. Resource conservation	5	4	3	2	1	9
2. Increasing recycling opportunities	5	4	3	2	1	9
3. Public awareness of sustainable practices	5	4	3	2	1	9
4. Composting	5	4	3	2	1	9

13. What do you like most about living in Gurnee?

14. What do you like least about living Gurnee?

15. What do you think will be the THREE MOST SIGNIFICANT issues facing Gurnee in the next five years?

1st: _____

2nd: _____

3rd: _____

16. If there is one thing that you could change about Gurnee, what would it be and why?

Demographics: *Your individual responses will remain confidential.*

17. Including yourself, how many people in your household are...

Under age 5: _____ Ages 15-19: _____ Ages 35-44: _____ Ages 65-74: _____

Ages 5-9: _____ Ages 20-24: _____ Ages 45-54: _____ Ages 75+: _____

Ages 10-14: _____ Ages 25-34: _____ Ages 55-64: _____

18. What is your age? _____ years

19. Are you or any members of your family of Hispanic, Spanish, or Latino/a/x ancestry?

____(1) Yes (How many? _____ people) _____(2) No

20. Which of the following best describes your race/ethnicity? [Check ALL that apply.]

____(01) Asian or Asian Indian

____(04) White or Caucasian

____(02) Black or African American

____(05) Native Hawaiian or other Pacific Islander

____(03) American Indian or Alaska Native

____(99) Other: _____

21. Approximately how many years have you lived in Gurnee? _____ years

22. Do you own or rent your current residence? _____(1) Own _____(2) Rent

23. Would you say your total annual household income is...

____(1) Under \$30,000

____(4) \$70,000 to \$89,999

____(7) \$175,000 or more

____(2) \$30,000 to \$49,999

____(5) \$90,000 to \$119,999

____(3) \$50,000 to \$69,999

____(6) \$120,000 to \$174,999

24. Your gender:

____(1) Male

____(2) Female

____(3) I prefer to self-identify: _____

25. If you have any other comments that you would like to make, please provide them here.

26. Would you be willing to participate in future surveys sponsored by the Village of Gurnee?

____(1) Yes *[Please answer Question 26a.]* ____ (2) No

26a. Please provide your contact information.

Mobile Phone Number: _____

Email Address: _____

This concludes the survey. We appreciate your time!
Please return your completed survey in the enclosed return-reply envelope addressed to:
ETC Institute, 725 W. Frontier Circle, Olathe, KS 66061

Your responses will remain completely confidential. The information to the above will ONLY be used to help identify the level of need in your area. Thank you!