



# 2023 Village of Oswego Community Survey Findings Report

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**ETC**  
INSTITUTE



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# Executive Summary

# 2023 Village of Oswego Community Survey Executive Summary



## Purpose

ETC Institute administered a survey to residents of the Village of Oswego during the fall of 2023. The survey was designed to gather information to improve existing programs and services and help determine long-range planning and decisions in the community. The information collected will also be used to help the Village better understand and more effectively respond to the needs of the community. This is the third survey administered by ETC Institute for the Village; previous surveys were conducted in 2018 and 2016.

## Methodology

The six-page survey, cover letter and postage-paid return envelope were mailed to a random sample of households in the Village of Oswego. The cover letter explained the purpose of the survey and encouraged residents to either return their survey by mail or complete the survey online at [oswegosurvey.org](https://oswegosurvey.org).

Ten days after the surveys were mailed, ETC Institute sent follow-up messages to the households that received the survey to encourage participation. The messages contained a link to the online version of the survey to make it easy for residents to complete the survey. To prevent people who were not residents of Oswego 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 for 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 obtain completed surveys from at least 500 residents. This goal was met, with a total of 527 residents completing the survey. The overall results for the sample of 527 households have a precision of at least +/-4.2% at the 95% level of confidence.

The percentage of “don’t know” responses has been excluded from many of the graphs shown in this report to facilitate valid comparisons of the results from Oswego with the results from other communities in ETC Institute’s *DirectionFinder*® database. 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 provided in the tabular data section 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.*”



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This report contains:

- An executive summary of the methodology for administering the survey and major findings,
- charts showing the overall results for most questions on the survey and trend data from the 2016 Community Survey,
- benchmarking data that show how the results for Oswego compare to other communities,
- Importance-Satisfaction analysis to determine priority actions for the Village to address based on the survey results,
- tables that show the results of the random sample for each question on the survey,
- a copy of the survey instrument.

## Overall Ratings of the Village

Ninety percent (90%) of the residents surveyed, *who had an opinion*, indicated the Village is either an “excellent” or “good place to raise children; 89% indicated the Village is an “excellent” or “good” place to live. Only 29% of respondents indicated the Village is an “excellent” or “good” place for single adults ages 18-35.

Other items that influence perceptions of the Village that received high levels of “excellent” and “good” responses from respondents *who had an opinion*, include: the overall quality of the fire district (92%), overall quality of local ambulance services (88%), overall quality of library services (87%), and the overall feeling of safety in the Village (85%).

## Overall Satisfaction with Village Services

The major categories of Village services 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: overall quality of police services (81%), overall quality of customer service received from the Village (74%), overall quality of services provided by the Village (68%), and overall maintenance of Village streets (65%). Respondents were least satisfied with overall value received for tax dollars and fees (36%) and overall management of Village finances (34%).

## Feeling of Safety in Various Situations

Ninety-seven percent (97%) of respondents, *who had an opinion*, indicated they feel either “very safe” or “somewhat safe” walking alone in their neighborhood during the day. Ninety-three percent (93%) of residents, *who had an opinion*, indicated they feel either “very safe” or “somewhat safe” in commercial and retail areas, 91% feel safe in Village parks, recreation areas and trails, and 88% feel safe walking alone in their neighborhood after dark.

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## Satisfaction with Specific Village Services

- Police Services.** The highest levels of satisfaction with police services, based upon the combined percentage of “very satisfied” and “satisfied” responses among residents *who had an opinion*, were: overall competency of Police Department personnel (84%), overall quality of 9-1-1 services (83%), overall professionalism of the Police Department (83%), and overall attitude and behavior of the Police Department (82%). The aspect of police services that respondents were least satisfied with is the quality of animal control (59%).

The visibility of police in neighborhoods and the Village’s efforts to prevent crime are the two police services that respondents indicated should receive the most emphasis over the next two years. Only 4% of respondents indicated that someone in their household was a victim of a crime in the past year; this is a 1% decrease from 2018 and a 3% decrease from 2016.

- Village Maintenance and Public Works.** The highest levels of satisfaction with Village maintenance services and Public Works, based upon the combined percentage of “very satisfied” and “satisfied” responses among residents *who had an opinion*, were: water pressure on a typical day (91%), overall cleanliness of Village streets (86%), and the cleanliness of streets and other public areas (82%). Traffic flow on major Village streets and condition of major Village streets are the two areas respondents indicated should receive the most emphasis over the next two years.
- Trash Services.** The highest levels of satisfaction with Village trash services, based upon the combined percentage of “very satisfied” and “satisfied” responses among residents *who had an opinion*, were: residential trash collection services (95%) and curbside recycling services (94%).
- Village Communications.** The highest levels of satisfaction with Village communications, based upon the combined percentage of “very satisfied” and “satisfied” responses among residents *who had an opinion*, were: the content of the Village’s newsletters (69%) and the availability of information about programs and services (64%).
- Customer Service.** Thirty-nine percent (39%) of respondents indicated they have called or visited the Village with a question, problem, or complaint during the past year. The highest levels of satisfaction with customer service received from Village employees, based upon the combined percentage of “very satisfied” and “satisfied” responses among residents *who had an opinion and contacted the Village*, were: how courteously they were treated (84%), the professionalism and knowledge of employees (82%), and how easy the department was to contact (78%).

The quarterly newsletter, *Oswego News* (73%), is still the primary source of information about community activities and services.

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- Village Events.** The Village events that received the highest levels of satisfaction, based upon the combined percentage of “very satisfied” and “satisfied” responses among residents *who had an opinion and attended the event*, were: Independence Day Fireworks (82%), Christmas Walk (82%), and Wine on the Fox (69%). Lack of interest, scheduling conflicts, and lack of parking were the primary reasons respondents did not attend an event in the past two years.
- Code Compliance.** The highest levels of satisfaction with Village code compliance, based upon the combined percentage of “very satisfied” and “satisfied” responses among residents *who had an opinion*, were: enforcing codes designed to protect public health and safety (66%) and enforcing the maintenance of business property (65%).
- Downtown.** The highest levels of satisfaction with Downtown Oswego, based upon the combined percentage of “very satisfied” and “satisfied” responses among residents *who had an opinion*, were: pedestrian walkways/crossings (68%), street lighting (68%), and green (outdoor) space (65%).

## Additional Findings

- Twenty-four percent (24%) of respondents have visited Venue 1012 outdoor amphitheater; 65% have not visited, but are aware, and 11% have not visited and are not aware of Venue 1012. Of the 24% of respondents who have visited, 68% rated their overall experience as “excellent” or “good.”
- Seven percent (7%) of respondents have visited Happy Tails Dog Park; 63% have not visited, but are aware, and 30% have not visited and are not aware of Happy Tails Dog Park. Of the 7% of respondents who have visited, 75% rated their overall experience as “excellent” or “good.”
- Respondents leave Oswego to spend money on fine dining (75%), vehicles (60%), and furniture (59%).
- Forty-seven percent (47%) of respondents do not regularly use the Kendall Area Transit Program (KAT) bus service, but are familiar; 52% do not use the service and are not familiar, and 1% use the service.
- Fifteen percent (15%) of respondents regularly use Metra commuter rail service.

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## Trends

ETC Institute compared the 2023 survey results to the results of the 2018 and 2016 Community Surveys administered in the Village of Oswego. The tables below and on the following pages show the comparisons to the 2023 survey results.

### Trends Since 2018

Service	2023	2018	Difference	Category
My Civic 311 to report maintenance issues ( <i>"Click 'n Fix to report maintenance issues" on previous surveys</i> )	62.7%	50.2%	12.5%	Village Communications
How well your issue was handled	74.9%	64.3%	10.6%	Customer Service
Overall responsiveness to your request or concern	77.8%	67.7%	10.1%	Customer Service
Water pressure on a typical day	90.5%	82.8%	7.7%	Maintenance/Public Works
How well communication meet your needs	54.6%	47.7%	6.9%	Village Communications
Street lighting	67.5%	60.7%	6.8%	Satisfaction with Downtown
Bulk item pick-up/removal	85.4%	78.6%	6.8%	Trash Services
Overall quality of Park District facilities	83.8%	77.1%	6.7%	Perceptions of the Village
Christmas Walk	82.3%	75.8%	6.5%	Satisfaction with Events in the Village
As a place to work	44.4%	38.2%	6.2%	Overall Ratings of the Village
Overall quality of 9-1-1 services	83.4%	77.4%	6.0%	Police Services
Professionalism & knowledge of employees	81.9%	76.2%	5.7%	Customer Service
Overall attitude & behavior of Police Department	82.4%	77.0%	5.4%	Police Services
Overall competency of police department personnel	84.0%	78.9%	5.1%	Police Services
Enforcing maintenance of business property	64.9%	60.1%	4.8%	Code Compliance
Pedestrian walkways/crossings	68.1%	63.5%	4.6%	Satisfaction with Downtown
Snow & ice control program	69.9%	65.3%	4.6%	Maintenance/Public Works
Overall value you receive for tax dollars & fees	35.9%	31.4%	4.5%	Village Services by Major Category
As a place to retire	34.3%	29.9%	4.4%	Overall Ratings of the Village
As a place for single adults	29.4%	25.0%	4.4%	Overall Ratings of the Village
Condition of street drainage/water drainage	70.8%	66.5%	4.3%	Maintenance/Public Works
How quickly police respond to emergencies	80.0%	75.8%	4.2%	Police Services
Adequacy of Village street lighting	67.2%	63.1%	4.1%	Maintenance/Public Works
Independence Day Fireworks	82.4%	78.4%	4.0%	Satisfaction with Events in the Village
Timeliness of information provided by government	53.0%	49.1%	3.9%	Village Communications
Overall cleanliness of streets/other public areas	82.4%	78.7%	3.7%	Maintenance/Public Works
Residential trash collection services	95.0%	91.4%	3.6%	Trash Services
How courteously you were treated	83.6%	80.0%	3.6%	Customer Service
Overall quality of local ambulance service	87.9%	84.5%	3.4%	Perceptions of the Village
Enforcing codes designed to protect public health & safety	66.4%	63.0%	3.4%	Code Compliance
Availability of parking	61.5%	58.2%	3.3%	Satisfaction with Downtown
Maintenance of Village owned buildings	80.4%	77.2%	3.2%	Maintenance/Public Works
Brush removal program	79.5%	76.3%	3.2%	Maintenance/Public Works
Overall cleanliness of Village streets	86.1%	83.1%	3.0%	Maintenance/Public Works
Amount you are charged for services	57.5%	54.5%	3.0%	Trash Services
Overall quality of fire district services	91.6%	88.7%	2.9%	Perceptions of the Village
Leaf collection program	78.2%	75.3%	2.9%	Maintenance/Public Works
Overall quality of water service	71.7%	69.0%	2.7%	Maintenance/Public Works
Quality of animal control	58.9%	56.5%	2.4%	Police Services
Curbside composting service	63.3%	60.9%	2.4%	Trash Services
Enforcing the mowing & trimming of lawns	54.7%	52.3%	2.4%	Code Compliance
Overall quality of customer service you receive	73.5%	71.2%	2.3%	Village Services by Major Category
Landscaping/trees of public areas along streets	68.3%	66.0%	2.3%	Maintenance/Public Works
Public gathering spaces	56.7%	54.6%	2.1%	Satisfaction with Downtown
Overall feeling of safety in Village	84.6%	82.6%	2.0%	Perceptions of the Village
Overall quality of police services	80.9%	78.9%	2.0%	Village Services by Major Category
Quality of Village's social media	52.7%	50.9%	1.8%	Village Communications
Yard waste removal services	86.5%	84.8%	1.7%	Trash Services
Overall professionalism of Police Dept.	82.9%	81.2%	1.7%	Police Services



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## Trends Since 2018 (Cont.)

Service	2023	2018	Difference	Category
Green (outdoor) space	65.1%	63.5%	1.6%	Satisfaction with Downtown
Curbside recycling services	94.0%	92.4%	1.6%	Trash Services
As a place for play & leisure	46.2%	44.7%	1.5%	Overall Ratings of the Village
Walking alone in your neighborhood after dark	87.7%	86.2%	1.5%	Feeling of Safety in Various Situations
Condition of State roads	67.6%	66.1%	1.5%	Maintenance/Public Works
How easy department was to contact	78.0%	76.5%	1.5%	Customer Service
Overall appearance of Village	78.9%	77.6%	1.3%	Perceptions of the Village
Overall quality of services provided by Village	68.4%	67.1%	1.3%	Village Services by Major Category
As a place to raise children	89.5%	88.3%	1.2%	Overall Ratings of the Village
Enforcing maintenance of residential property	57.2%	56.0%	1.2%	Code Compliance
As a place to visit	43.4%	42.3%	1.1%	Overall Ratings of the Village
As a place to live	89.0%	88.3%	0.7%	Overall Ratings of the Village
In Village parks, recreation areas & trails	91.4%	90.9%	0.5%	Feeling of Safety in Various Situations
Content of Village's newsletters	68.6%	68.1%	0.5%	Village Communications
Quality of Village's website	55.6%	55.2%	0.4%	Village Communications
As a place you are proud to call home	73.1%	73.1%	0.0%	Overall Ratings of the Village
Acceptance of diverse populations	63.7%	64.0%	-0.3%	Perceptions of the Village
Overall quality of library services	87.0%	87.4%	-0.4%	Perceptions of the Village
Access to quality shopping facilities	69.4%	69.8%	-0.4%	Perceptions of the Village
Curbside electronics recycling	51.0%	51.4%	-0.4%	Trash Services
Availability of info about programs & services	63.6%	64.2%	-0.6%	Village Communications
Overall quality of life in Village	77.6%	78.5%	-0.9%	Perceptions of the Village
Job availability	23.2%	24.4%	-1.2%	Perceptions of the Village
Walking alone in your neighborhood during the day	97.1%	98.5%	-1.4%	Feeling of Safety in Various Situations
Pedestrian accessibility	57.7%	59.2%	-1.5%	Maintenance/Public Works
Recreation amenities	52.0%	53.5%	-1.5%	Satisfaction with Downtown
Visibility of police in neighborhoods	62.5%	64.2%	-1.7%	Police Services
Overall management of Village finances	33.5%	35.5%	-2.0%	Village Services by Major Category
Water rates	36.6%	38.6%	-2.0%	Maintenance/Public Works
Police department safety education programs	65.0%	67.1%	-2.1%	Police Services
Maintenance of street signs & traffic signals	78.5%	80.6%	-2.1%	Maintenance/Public Works
Access to religious institutions	75.3%	77.6%	-2.3%	Perceptions of the Village
Public art	27.8%	30.2%	-2.4%	Satisfaction with Downtown
Overall efforts for emergency preparedness	60.1%	62.6%	-2.5%	Village Services by Major Category
Overall reputation of Village	72.4%	75.1%	-2.7%	Perceptions of the Village
Overall maintenance of Village streets	64.6%	67.3%	-2.7%	Village Services by Major Category
Access to health care facilities	74.6%	77.5%	-2.9%	Perceptions of the Village
Ease of paying water bill	73.6%	76.6%	-3.0%	Maintenance/Public Works
Village's efforts to prevent crime	67.6%	70.7%	-3.1%	Police Services
In commercial & retail areas	93.1%	96.7%	-3.6%	Feeling of Safety in Various Situations
Overall enforcement of Village codes & ordinances	51.8%	55.4%	-3.6%	Village Services by Major Category
Efforts to keep you informed about local issues	56.8%	60.4%	-3.6%	Village Communications
Restaurant choices	32.3%	36.0%	-3.7%	Satisfaction with Downtown
Overall effectiveness of communication with public	53.3%	57.3%	-4.0%	Village Services by Major Category
Visibility of police in commercial areas	62.3%	66.4%	-4.1%	Police Services
Enforcement of local traffic laws	66.7%	70.9%	-4.2%	Police Services
Overall quality of public schools	67.1%	71.6%	-4.5%	Perceptions of the Village
Access to restaurants & entertainment	54.0%	59.1%	-5.1%	Perceptions of the Village
Condition of Village sidewalks	62.9%	68.0%	-5.1%	Maintenance/Public Works
Quality of shopping	40.4%	45.7%	-5.3%	Satisfaction with Downtown
Wine on the Fox	69.1%	75.1%	-6.0%	Satisfaction with Events in the Village
Condition of major Village streets	58.4%	64.6%	-6.2%	Maintenance/Public Works
Condition of streets in your neighborhood	63.3%	70.1%	-6.8%	Maintenance/Public Works
Shopping choices	38.1%	44.9%	-6.8%	Satisfaction with Downtown
Level of public involvement in decision making	28.0%	35.7%	-7.7%	Village Communications
Village's environmental sustainability efforts	46.9%	54.8%	-7.9%	Perceptions of the Village
Availability of cultural activities & the arts	27.0%	35.1%	-8.1%	Perceptions of the Village
Availability of transportation options	12.5%	20.8%	-8.3%	Perceptions of the Village
Transparency & accountability of Village actions	38.4%	47.2%	-8.8%	Perceptions of the Village
Traffic flow on major Village streets	41.2%	53.0%	-11.8%	Maintenance/Public Works
As a village moving in right direction	41.8%	54.8%	-13.0%	Overall Ratings of the Village
Overall flow of traffic & congestion management	38.6%	51.8%	-13.2%	Village Services by Major Category
Availability of affordable housing	28.2%	42.5%	-14.3%	Perceptions of the Village
Quality of new development in the Village	29.4%	50.0%	-20.6%	Perceptions of the Village

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## Trends Since 2016

Service	2023	2016	Difference	Category
Condition of State roads	67.6%	49.0%	18.6%	Maintenance/Public Works
Availability of parking	61.5%	46.6%	14.9%	Satisfaction with Downtown
Overall responsiveness to your request or concern	77.8%	71.5%	6.3%	Customer Service
How well your issue was handled	74.9%	68.9%	6.0%	Customer Service
Overall appearance of Village	78.9%	74.1%	4.8%	Perceptions of the Village
Acceptance of diverse populations	63.7%	59.0%	4.7%	Perceptions of the Village
Green (outdoor) space	65.1%	60.8%	4.3%	Satisfaction with Downtown
Overall attitude & behavior of Police Department	82.4%	78.3%	4.1%	Police Services
Shopping choices	38.1%	34.1%	4.0%	Satisfaction with Downtown
Overall quality of 9-1-1 services	83.4%	79.4%	4.0%	Police Services
My Civic 311 to report maintenance issues ( <i>"Click 'n Fix to report maintenance issues" on previous surveys</i> )	62.7%	58.8%	3.9%	Village Communications
Pedestrian walkways/crossings	68.1%	64.2%	3.9%	Satisfaction with Downtown
Quality of shopping	40.4%	36.5%	3.9%	Satisfaction with Downtown
Restaurant choices	32.3%	28.4%	3.9%	Satisfaction with Downtown
Overall professionalism of Police Dept.	82.9%	79.1%	3.8%	Police Services
Job availability	23.2%	19.5%	3.7%	Perceptions of the Village
Overall quality of water service	71.7%	68.0%	3.7%	Maintenance/Public Works
As a place for play & leisure	46.2%	42.8%	3.4%	Overall Ratings of the Village
Water pressure on a typical day	90.5%	87.2%	3.3%	Maintenance/Public Works
As a place to work	44.4%	41.2%	3.2%	Overall Ratings of the Village
How well communication meet your needs	54.6%	51.6%	3.0%	Village Communications
Snow & ice control program	69.9%	67.4%	2.5%	Maintenance/Public Works
Landscaping/trees of public areas along streets	68.3%	65.9%	2.4%	Maintenance/Public Works
Professionalism & knowledge of employees	81.9%	79.5%	2.4%	Customer Service
Overall cleanliness of streets/other public areas	82.4%	80.4%	2.0%	Maintenance/Public Works
Quality of Village's social media	52.7%	50.8%	1.9%	Village Communications
Enforcing the mowing & trimming of lawns	54.7%	52.9%	1.8%	Code Compliance
Condition of street drainage/water drainage	70.8%	69.1%	1.7%	Maintenance/Public Works
Adequacy of Village street lighting	67.2%	65.5%	1.7%	Maintenance/Public Works
Content of Village's newsletters	68.6%	66.9%	1.7%	Village Communications
Enforcing maintenance of business property	64.9%	63.3%	1.6%	Code Compliance
As a place you are proud to call home	73.1%	71.6%	1.5%	Overall Ratings of the Village
Overall quality of Park District facilities	83.8%	82.4%	1.4%	Perceptions of the Village
Public gathering spaces	56.7%	55.3%	1.4%	Satisfaction with Downtown
As a place to visit	43.4%	42.1%	1.3%	Overall Ratings of the Village
Walking alone in your neighborhood after dark	87.7%	86.5%	1.2%	Feeling of Safety in Various Situations
Curbside composting service	63.3%	62.1%	1.2%	Trash Services
Street lighting	67.5%	66.3%	1.2%	Satisfaction with Downtown
Leaf collection program	78.2%	77.1%	1.1%	Maintenance/Public Works
Timeliness of information provided by government	53.0%	52.0%	1.0%	Village Communications
As a place for single adults	29.4%	28.5%	0.9%	Overall Ratings of the Village
Availability of info about programs & services	63.6%	62.7%	0.9%	Village Communications
Enforcing codes designed to protect public health & safety	66.4%	65.5%	0.9%	Code Compliance
As a place to retire	34.3%	33.5%	0.8%	Overall Ratings of the Village
Overall quality of fire district services	91.6%	90.8%	0.8%	Perceptions of the Village
Quality of animal control	58.9%	58.2%	0.7%	Police Services
In Village parks, recreation areas & trails	91.4%	90.7%	0.7%	Feeling of Safety in Various Situations
Brush removal program	79.5%	78.8%	0.7%	Maintenance/Public Works
Overall quality of local ambulance service	87.9%	87.3%	0.6%	Perceptions of the Village
Overall maintenance of Village streets	64.6%	64.1%	0.5%	Village Services by Major Category
How courteously you were treated	83.6%	83.1%	0.5%	Customer Service
Overall quality of customer service you receive	73.5%	73.1%	0.4%	Village Services by Major Category
Maintenance of Village owned buildings	80.4%	80.0%	0.4%	Maintenance/Public Works

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## Trends Since 2016 (Cont.)

Service	2023	2016	Difference	Category
As a place to live	89.0%	88.7%	0.3%	Overall Ratings of the Village
How quickly police respond to emergencies	80.0%	79.7%	0.3%	Police Services
Overall quality of life in Village	77.6%	77.6%	0.0%	Perceptions of the Village
As a place to raise children	89.5%	89.9%	-0.4%	Overall Ratings of the Village
Overall quality of police services	80.9%	81.4%	-0.5%	Village Services by Major Category
Recreation amenities	52.0%	52.5%	-0.5%	Satisfaction with Downtown
Bulk item pick-up/removal	85.4%	86.0%	-0.6%	Trash Services
Access to health care facilities	74.6%	75.4%	-0.8%	Perceptions of the Village
Efforts to keep you informed about local issues	56.8%	57.7%	-0.9%	Village Communications
Overall feeling of safety in Village	84.6%	85.6%	-1.0%	Perceptions of the Village
Overall reputation of Village	72.4%	73.4%	-1.0%	Perceptions of the Village
Residential trash collection services	95.0%	96.4%	-1.4%	Trash Services
Overall effectiveness of communication with public	53.3%	54.8%	-1.5%	Village Services by Major Category
Police department safety education programs	65.0%	66.5%	-1.5%	Police Services
Overall efforts for emergency preparedness	60.1%	61.7%	-1.6%	Village Services by Major Category
Overall flow of traffic & congestion management	38.6%	40.4%	-1.8%	Village Services by Major Category
Quality of Village's website	55.6%	57.5%	-1.9%	Village Communications
Walking alone in your neighborhood during the day	97.1%	99.0%	-1.9%	Feeling of Safety in Various Situations
Yard waste removal services	86.5%	88.4%	-1.9%	Trash Services
Overall quality of services provided by Village	68.4%	70.4%	-2.0%	Village Services by Major Category
Maintenance of street signs & traffic signals	78.5%	80.5%	-2.0%	Maintenance/Public Works
Access to religious institutions	75.3%	77.4%	-2.1%	Perceptions of the Village
Enforcing maintenance of residential property	57.2%	59.3%	-2.1%	Code Compliance
Condition of major Village streets	58.4%	60.6%	-2.2%	Maintenance/Public Works
Overall value you receive for tax dollars & fees	35.9%	38.2%	-2.3%	Village Services by Major Category
Pedestrian accessibility	57.7%	60.0%	-2.3%	Maintenance/Public Works
Traffic flow on major Village streets	41.2%	43.8%	-2.6%	Maintenance/Public Works
In commercial & retail areas	93.1%	96.0%	-2.9%	Feeling of Safety in Various Situations
Public art	27.8%	30.8%	-3.0%	Satisfaction with Downtown
Curbside recycling services	94.0%	97.1%	-3.1%	Trash Services
Overall quality of library services	87.0%	90.2%	-3.2%	Perceptions of the Village
How easy department was to contact	78.0%	81.3%	-3.3%	Customer Service
Availability of cultural activities & the arts	27.0%	30.3%	-3.3%	Perceptions of the Village
Condition of Village sidewalks	62.9%	66.4%	-3.5%	Maintenance/Public Works
Ease of paying water bill	73.6%	77.2%	-3.6%	Maintenance/Public Works
Amount you are charged for services	57.5%	61.4%	-3.9%	Trash Services
Overall enforcement of Village codes & ordinances	51.8%	56.5%	-4.7%	Village Services by Major Category
Overall management of Village finances	33.5%	38.2%	-4.7%	Village Services by Major Category
Level of public involvement in decision making	28.0%	32.7%	-4.7%	Village Communications
Access to quality shopping facilities	69.4%	74.1%	-4.7%	Perceptions of the Village
Water rates	36.6%	41.8%	-5.2%	Maintenance/Public Works
Village's efforts to prevent crime	67.6%	73.3%	-5.7%	Police Services
Availability of transportation options	12.5%	19.2%	-6.7%	Perceptions of the Village
Transparency & accountability of Village actions	38.4%	45.6%	-7.2%	Perceptions of the Village
Overall quality of public schools	67.1%	74.4%	-7.3%	Perceptions of the Village
Access to restaurants & entertainment	54.0%	62.3%	-8.3%	Perceptions of the Village
Enforcement of local traffic laws	66.7%	75.1%	-8.4%	Police Services
Condition of streets in your neighborhood	63.3%	71.7%	-8.4%	Maintenance/Public Works
Village's environmental sustainability efforts	46.9%	56.0%	-9.1%	Perceptions of the Village
Curbside electronics recycling	51.0%	61.7%	-10.7%	Trash Services
Visibility of police in neighborhoods	62.5%	73.4%	-10.9%	Police Services
Visibility of police in commercial areas	62.3%	73.8%	-11.5%	Police Services
As a village moving in right direction	41.8%	53.6%	-11.8%	Overall Ratings of the Village
Availability of affordable housing	28.2%	45.6%	-17.4%	Perceptions of the Village
Quality of new development in the Village	29.4%	49.9%	-20.5%	Perceptions of the Village



# 2023 Village of Oswego Community Survey Executive Summary



## How the Village of Oswego Compares to Other Communities Nationally

Satisfaction ratings for the Village of Oswego **rated above the U.S. average in 54 of the 60 areas** that were assessed. The Village of Oswego rated significantly higher than the U.S. average (difference of 5% or more) in 53 of these areas. Listed below are the comparisons between the Village of Oswego and the U.S. average:

Service	Oswego	U.S.	Difference	Category
As a place to live	89.0%	48.5%	40.5%	Overall Ratings of the Community
Bulk item pick-up/removal	85.4%	46.6%	38.8%	Trash Services
Curbside recycling services	94.0%	55.6%	38.4%	Trash Services
In Village parks, recreation areas & trails	91.4%	54.6%	36.8%	Feeling of Safety in Various Situations
Overall quality of Park District facilities	83.8%	49.2%	34.6%	Perceptions of Village Services
Overall quality of customer service you receive	73.5%	39.4%	34.1%	Village Services
Yard waste removal services	86.5%	53.8%	32.7%	Trash Services
In commercial & retail areas	93.1%	63.7%	29.4%	Feeling of Safety in Various Situations
Overall cleanliness of streets/other public areas	82.4%	53.3%	29.1%	Village Maintenance
As a place to raise children	89.5%	61.4%	28.1%	Overall Ratings of the Community
Overall quality of police services	80.9%	53.0%	27.9%	Village Services
Police department safety education programs	65.0%	37.2%	27.8%	Police Services
Residential trash collection services	95.0%	67.5%	27.5%	Trash Services
Walking alone in your neighborhood after dark	87.7%	61.4%	26.3%	Feeling of Safety in Various Situations
Maintenance of Village owned buildings	80.4%	55.5%	24.9%	Village Maintenance
Water pressure on a typical day	90.5%	66.2%	24.3%	Village Maintenance
Overall appearance of Village	78.9%	54.7%	24.2%	Perceptions of Village Services
How quickly police respond to emergencies	80.0%	56.1%	23.9%	Police Services
Overall quality of library services	87.0%	63.9%	23.1%	Perceptions of Village Services
Condition of street drainage/water drainage	70.8%	49.5%	21.3%	Village Maintenance
Overall quality of water service	71.7%	51.9%	19.8%	Village Maintenance
Overall quality of public schools	67.1%	47.5%	19.6%	Perceptions of Village Services
Overall quality of services provided by Village	68.4%	49.0%	19.4%	Village Services
Village's efforts to prevent crime	67.6%	48.6%	19.0%	Police Services
Overall reputation of Village	72.4%	53.4%	19.0%	Perceptions of Village Services
Enforcing maintenance of business property	64.9%	46.3%	18.6%	Code Compliance
Overall feeling of safety in Village	84.6%	66.0%	18.6%	Perceptions of Village Services
Overall efforts for emergency preparedness	60.1%	42.5%	17.6%	Village Services
Acceptance of diverse populations	63.7%	46.2%	17.5%	Perceptions of Village Services
Overall quality of local ambulance service	87.9%	70.5%	17.4%	Perceptions of Village Services
Availability of info about programs & services	63.6%	46.4%	17.2%	Communications
Enforcement of local traffic laws	66.7%	49.6%	17.1%	Police Services
Overall effectiveness of communication with public	53.3%	36.9%	16.4%	Village Services
Condition of Village sidewalks	62.9%	46.7%	16.2%	Village Maintenance
Walking alone in your neighborhood during the day	97.1%	81.2%	15.9%	Feeling of Safety in Various Situations
Overall quality of fire district services	91.6%	76.2%	15.4%	Perceptions of Village Services
Maintenance of street signs & traffic signals	78.5%	63.1%	15.4%	Village Maintenance
Overall maintenance of Village streets	64.6%	50.1%	14.5%	Village Services
Condition of streets in your neighborhood	63.3%	49.3%	14.0%	Village Maintenance
Efforts to keep you informed about local issues	56.8%	43.3%	13.5%	Communications
Quality of Village's social media	52.7%	39.3%	13.4%	Communications
Quality of Village's website	55.6%	42.4%	13.2%	Communications
Enforcing maintenance of residential property	57.2%	44.1%	13.1%	Code Compliance
Landscaping/trees of public areas along streets	68.3%	55.4%	12.9%	Village Maintenance
Overall enforcement of Village codes & ordinances	51.8%	40.1%	11.7%	Village Services
Visibility of police in commercial areas	62.3%	50.6%	11.7%	Police Services
Timeliness of information provided by government	53.0%	42.5%	10.5%	Communications
Quality of animal control	58.9%	48.6%	10.3%	Police Services
Adequacy of Village street lighting	67.2%	58.5%	8.7%	Village Maintenance
Enforcing the mowing & trimming of lawns	54.7%	46.1%	8.6%	Code Compliance
Visibility of police in neighborhoods	62.5%	54.1%	8.4%	Police Services
Condition of major Village streets	58.4%	50.1%	8.3%	Village Maintenance
Pedestrian accessibility	57.7%	51.5%	6.2%	Village Maintenance
Overall value you receive for tax dollars & fees	35.9%	32.9%	3.0%	Village Services
Water rates	36.6%	38.1%	-1.5%	Village Maintenance
Level of public involvement in decision making	28.0%	33.9%	-5.9%	Communications
Overall flow of traffic & congestion management	38.6%	44.8%	-6.2%	Village Services
As a place to work	44.4%	57.1%	-12.7%	Overall Ratings of the Community
As a place to visit	43.4%	57.7%	-14.3%	Overall Ratings of the Community
As a place to retire	34.3%	51.6%	-17.3%	Overall Ratings of the Community

# 2023 Village of Oswego Community Survey Executive Summary



## How the Village of Oswego Compares to Other Communities Regionally

Satisfaction ratings for the Village of Oswego rated above the average for the Plains Region in 54 of the 60 areas that were assessed. The Village of Oswego rated significantly higher than this average (difference of 5% or more) in 52 of these areas. Listed below are the comparisons between the Village of Oswego and the Plains Region:

Service	Oswego	Plains Region	Difference	Category
Curbside recycling services	94.0%	48.9%	45.1%	Trash Services
Bulk item pick-up/removal	85.4%	41.2%	44.2%	Trash Services
Yard waste removal services	86.5%	45.7%	40.8%	Trash Services
As a place to live	89.0%	49.4%	39.6%	Overall Ratings of the Community
In Village parks, recreation areas & trails	91.4%	52.9%	38.5%	Feeling of Safety in Various Situations
Residential trash collection services	95.0%	62.4%	32.6%	Trash Services
As a place to raise children	89.5%	57.7%	31.8%	Overall Ratings of the Community
Overall quality of Park District facilities	83.8%	52.0%	31.8%	Perceptions of Village Services
Overall quality of customer service you receive	73.5%	42.0%	31.5%	Village Services
Police department safety education programs	65.0%	33.9%	31.1%	Police Services
Overall cleanliness of streets/other public areas	82.4%	51.4%	31.0%	Village Maintenance
Maintenance of Village owned buildings	80.4%	51.0%	29.4%	Village Maintenance
In commercial & retail areas	93.1%	64.0%	29.1%	Feeling of Safety in Various Situations
Walking alone in your neighborhood after dark	87.7%	58.6%	29.1%	Feeling of Safety in Various Situations
Water pressure on a typical day	90.5%	61.4%	29.1%	Village Maintenance
Overall quality of water service	71.7%	43.9%	27.8%	Village Maintenance
Acceptance of diverse populations	63.7%	38.2%	25.5%	Perceptions of Village Services
Condition of street drainage/water drainage	70.8%	46.2%	24.6%	Village Maintenance
How quickly police respond to emergencies	80.0%	55.6%	24.4%	Police Services
Overall quality of police services	80.9%	56.8%	24.1%	Village Services
Overall quality of library services	87.0%	62.9%	24.1%	Perceptions of Village Services
Overall maintenance of Village streets	64.6%	40.5%	24.1%	Village Services
Availability of info about programs & services	63.6%	39.7%	23.9%	Communications
Condition of Village sidewalks	62.9%	39.6%	23.3%	Village Maintenance
Overall appearance of Village	78.9%	56.2%	22.7%	Perceptions of Village Services
Quality of Village's website	55.6%	33.3%	22.3%	Communications
Overall reputation of Village	72.4%	50.4%	22.0%	Perceptions of Village Services
Enforcing maintenance of business property	64.9%	43.1%	21.8%	Code Compliance
Maintenance of street signs & traffic signals	78.5%	57.2%	21.3%	Village Maintenance
Overall quality of local ambulance service	87.9%	67.3%	20.6%	Perceptions of Village Services
Overall quality of public schools	67.1%	47.1%	20.0%	Perceptions of Village Services
Overall feeling of safety in Village	84.6%	64.9%	19.7%	Perceptions of Village Services
Condition of streets in your neighborhood	63.3%	45.0%	18.3%	Village Maintenance
Overall efforts for emergency preparedness	60.1%	42.1%	18.0%	Village Services
Condition of major Village streets	58.4%	40.5%	17.9%	Village Maintenance
Enforcing maintenance of residential property	57.2%	39.9%	17.3%	Code Compliance
Walking alone in your neighborhood during the day	97.1%	80.1%	17.0%	Feeling of Safety in Various Situations
Overall quality of services provided by Village	68.4%	51.7%	16.7%	Village Services
Overall effectiveness of communication with public	53.3%	37.2%	16.1%	Village Services
Quality of animal control	58.9%	43.2%	15.7%	Police Services
Overall quality of fire district services	91.6%	76.1%	15.5%	Perceptions of Village Services
Village's efforts to prevent crime	67.6%	52.2%	15.4%	Police Services
Quality of Village's social media	52.7%	38.0%	14.7%	Communications
Efforts to keep you informed about local issues	56.8%	42.2%	14.6%	Communications
Visibility of police in commercial areas	62.3%	48.7%	13.6%	Police Services
Landscaping/trees of public areas along streets	68.3%	55.0%	13.3%	Village Maintenance
Timeliness of information provided by government	53.0%	39.9%	13.1%	Communications
Enforcing the mowing & trimming of lawns	54.7%	44.1%	10.6%	Code Compliance
Enforcement of local traffic laws	66.7%	56.9%	9.8%	Police Services
Overall enforcement of Village codes & ordinances	51.8%	42.3%	9.5%	Village Services
Adequacy of Village street lighting	67.2%	57.9%	9.3%	Village Maintenance
Pedestrian accessibility	57.7%	51.1%	6.6%	Village Maintenance
Overall value you receive for tax dollars & fees	35.9%	32.8%	3.1%	Village Services
Visibility of police in neighborhoods	62.5%	60.5%	2.0%	Police Services
Water rates	36.6%	37.0%	-0.4%	Village Maintenance
As a place to visit	43.4%	46.8%	-3.4%	Overall Ratings of the Community
Level of public involvement in decision making	28.0%	33.8%	-5.8%	Communications
As a place to work	44.4%	52.9%	-8.5%	Overall Ratings of the Community
Overall flow of traffic & congestion management	38.6%	49.9%	-11.3%	Village Services
As a place to retire	34.3%	47.2%	-12.9%	Overall Ratings of the Community

# 2023 Village of Oswego Community Survey Executive Summary



## 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 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 Section 3 of this report.

**Overall Priorities for the Village by Major Category.** This analysis reviewed the importance of and satisfaction with major categories of Village services. This analysis was conducted to help set the overall priorities for the Village. Based on the results of this analysis, the major 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:

- Overall value received for tax dollars and fees (I-S Rating = 0.3942)
- Overall flow of traffic and congestion management (I-S Rating = 0.3328)
- Overall management of Village finances (I-S Rating = 0.2986)
- Overall maintenance of Village streets (I-S Rating = 0.1027)

The table on the following page shows the Importance-Satisfaction rating for all 10 major categories of Village services that were rated.



# 2023 Village of Oswego Community Survey Executive Summary



## 2023 Importance-Satisfaction Rating

### Village of Oswego

#### Major Categories of Village Services

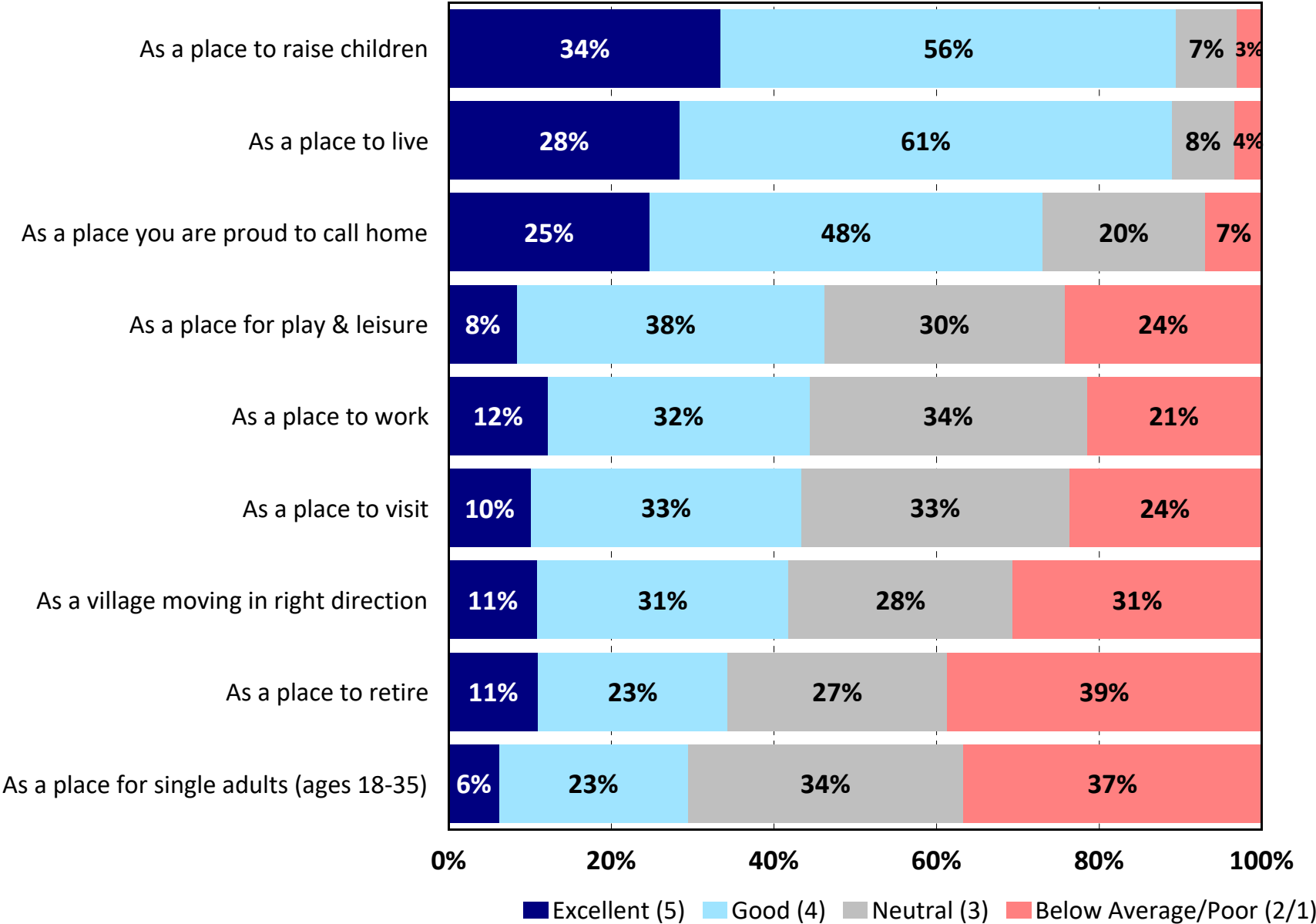
Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
<b>Very High Priority (IS &gt;.20)</b>						
Overall value you receive for tax dollars & fees	62%	1	36%	9	0.3942	1
Overall flow of traffic & congestion management	54%	2	39%	8	0.3328	2
Overall management of Village finances	45%	3	34%	10	0.2986	3
<b>High Priority (IS .10-.20)</b>						
Overall maintenance of Village streets	29%	4	65%	4	0.1027	4
<b>Medium Priority (IS &lt;.10)</b>						
Overall quality of services provided by Village	24%	5	68%	3	0.0768	5
Overall effectiveness of communication with public	15%	6	53%	6	0.0696	6
Overall enforcement of Village codes & ordinances	14%	7	52%	7	0.0684	7
Overall efforts for emergency preparedness	13%	8	60%	5	0.0499	8
Overall quality of police services	12%	9	81%	1	0.0222	9
Overall quality of customer service you receive	3%	10	74%	2	0.0082	10



# Charts and Graphs

# Q1. Overall Ratings of the Village

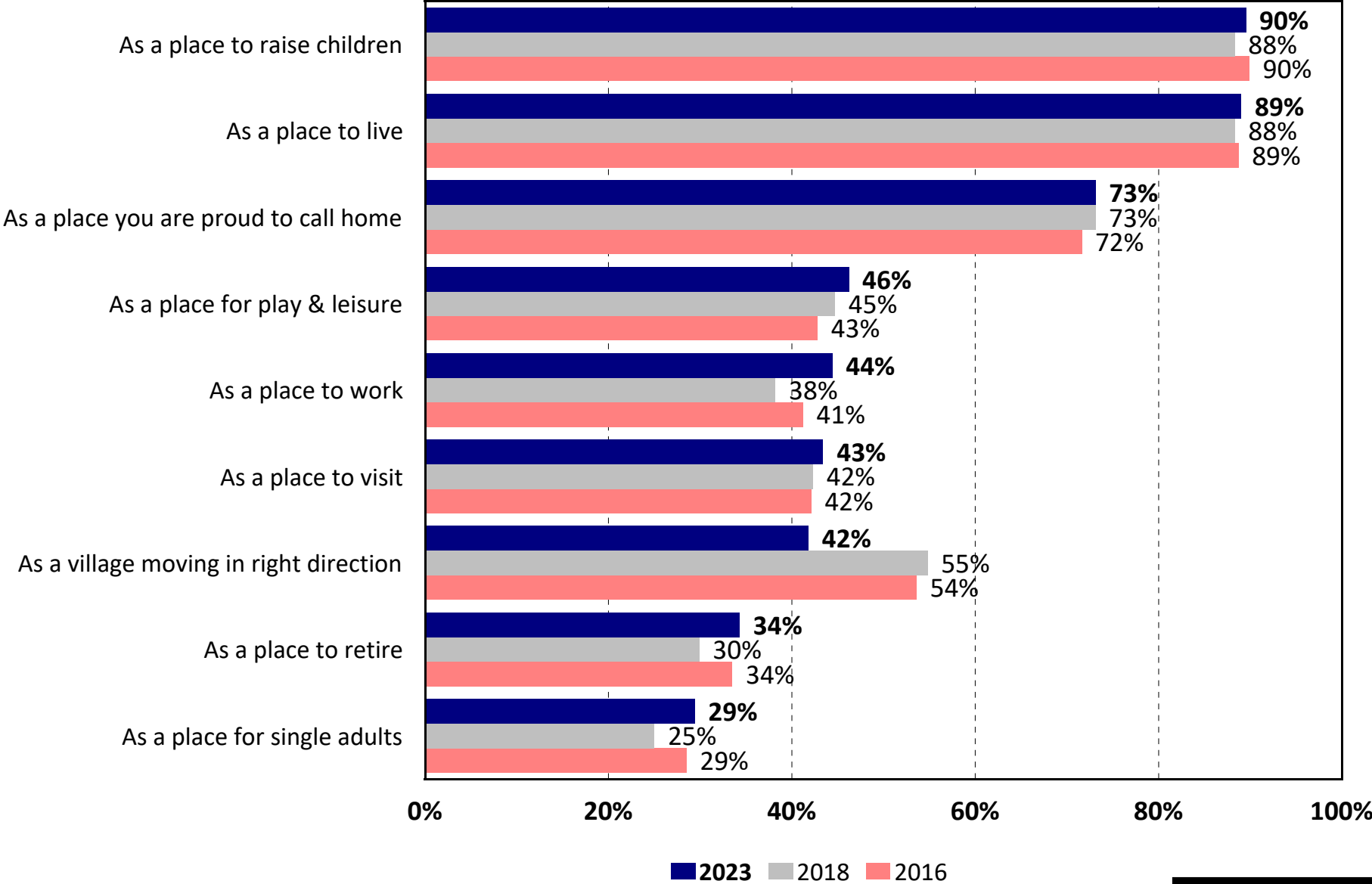
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding "don't know")





# Overall Ratings of the Village

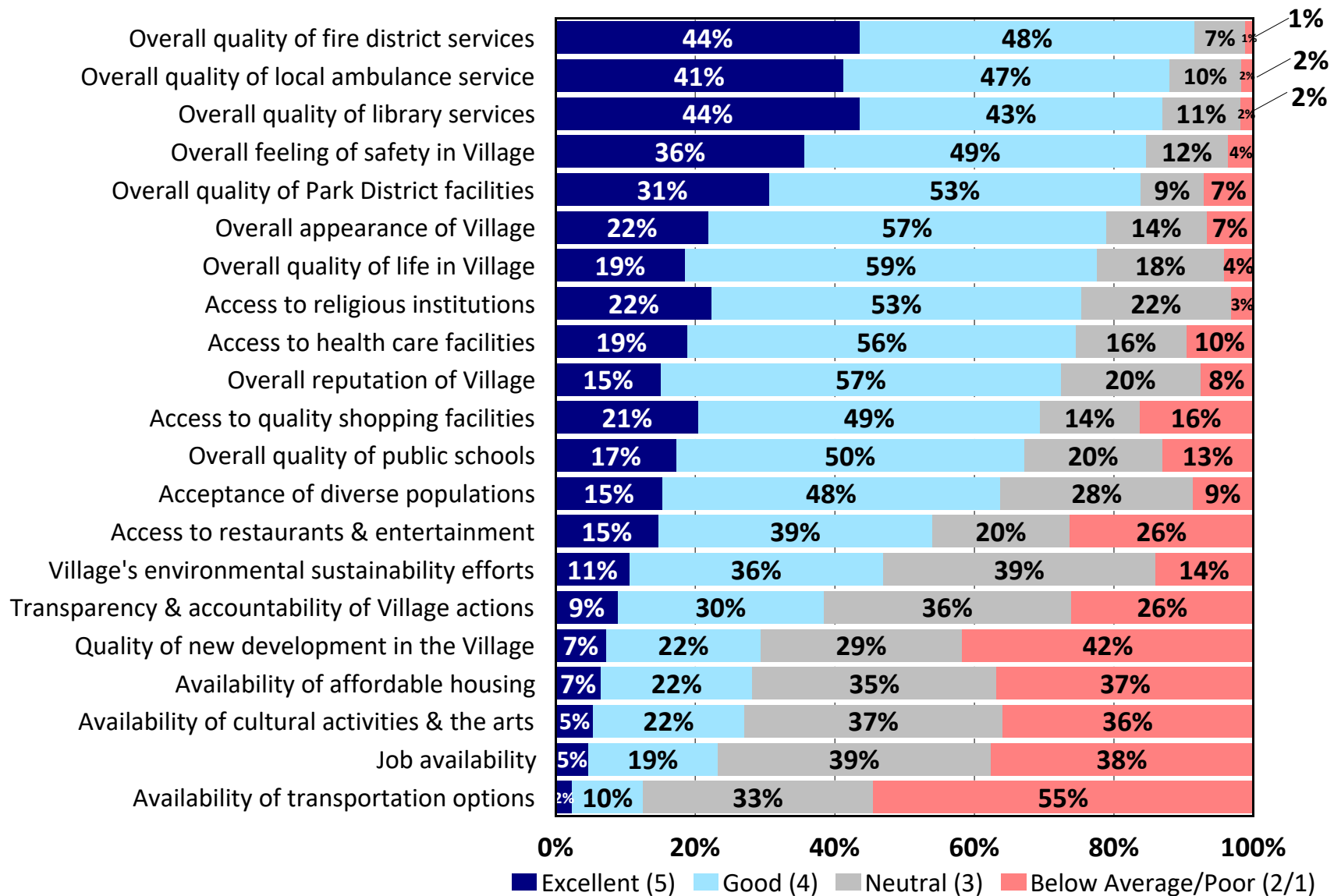
by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding "don't know")



**TRENDS**

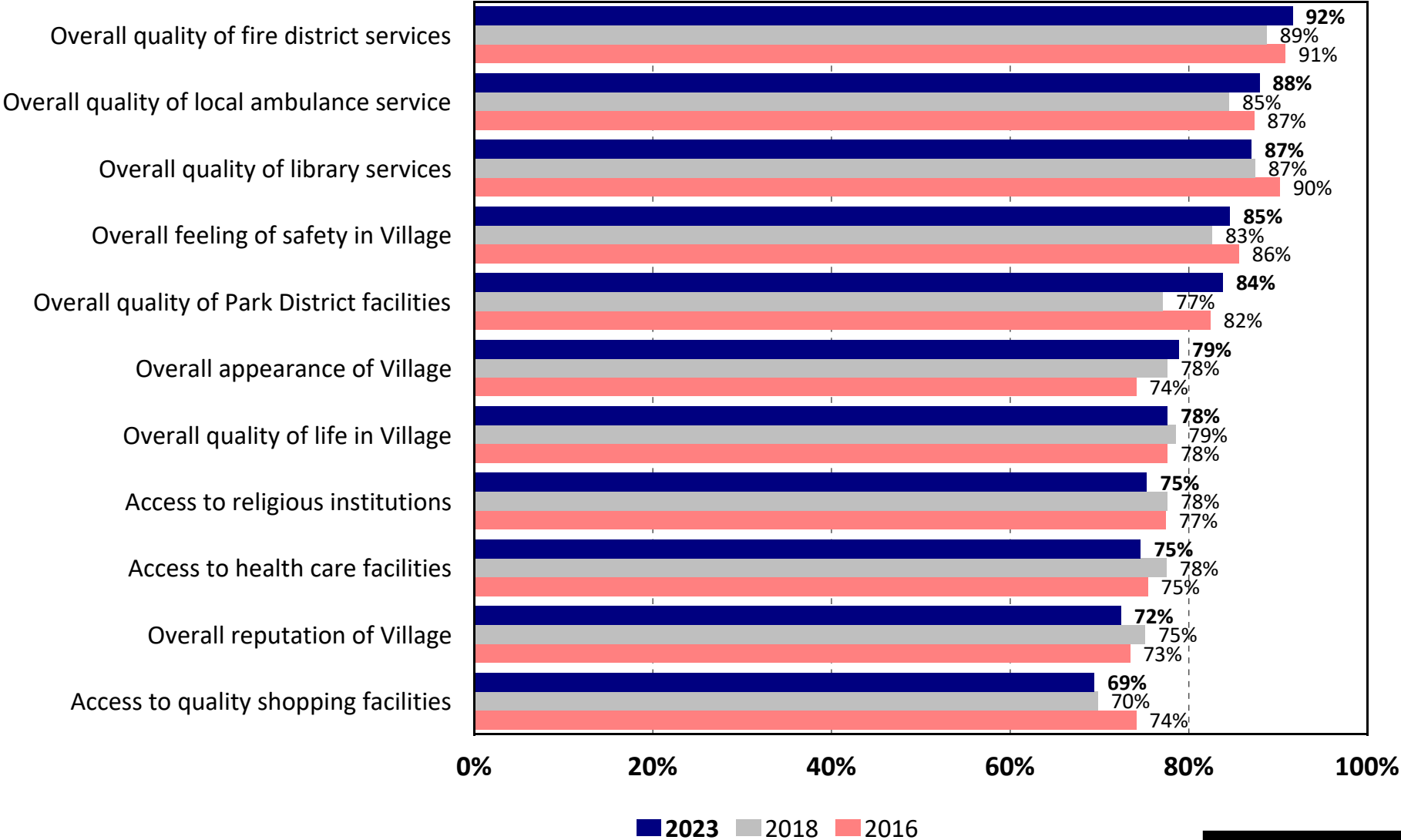
# Q2. Ratings of Items That Influence Perceptions of the Village

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



# Ratings of Items That Influence Perceptions of the Village

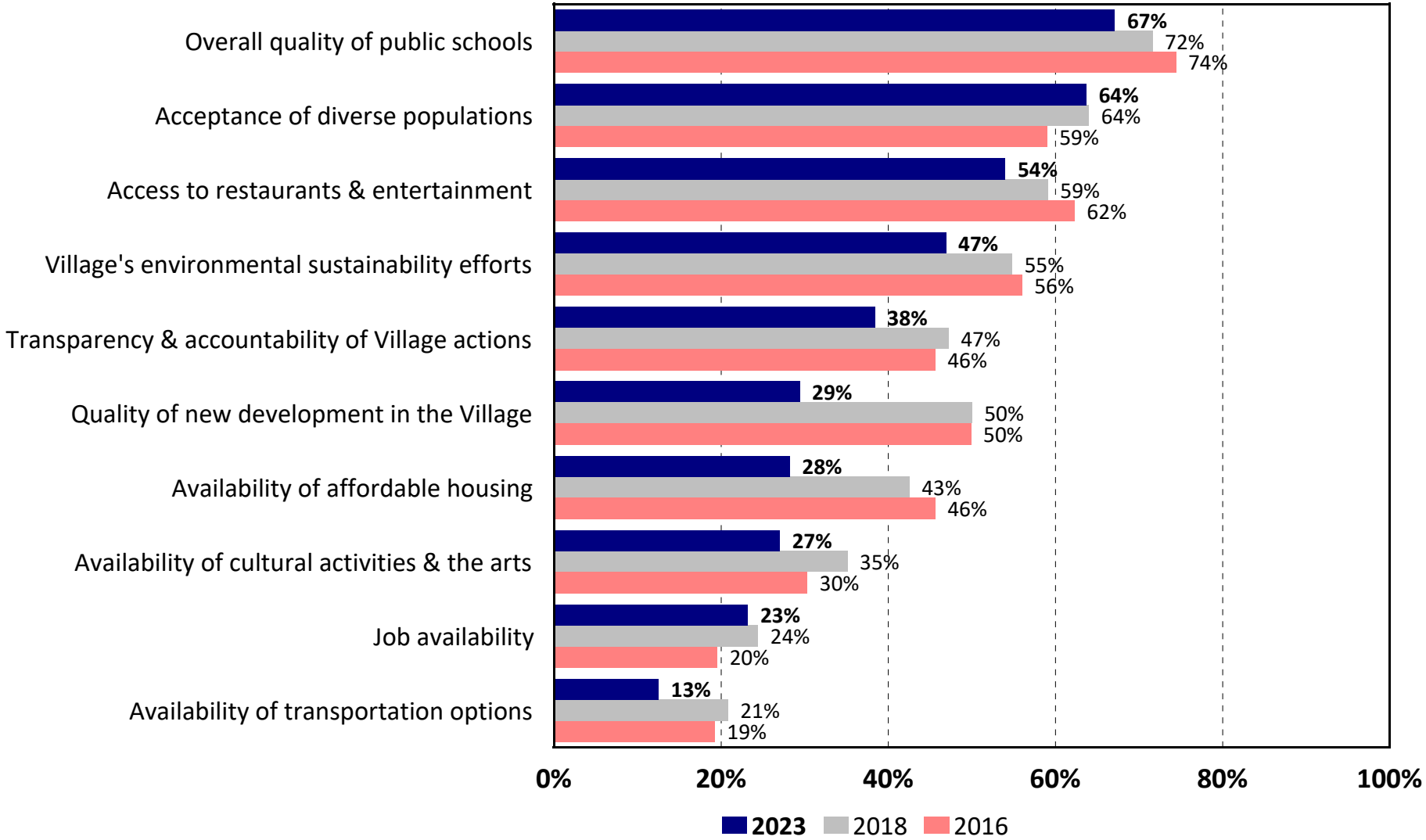
by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding "don't know")



**TRENDS**

# Ratings of Items That Influence Perceptions of the Village (Cont.)

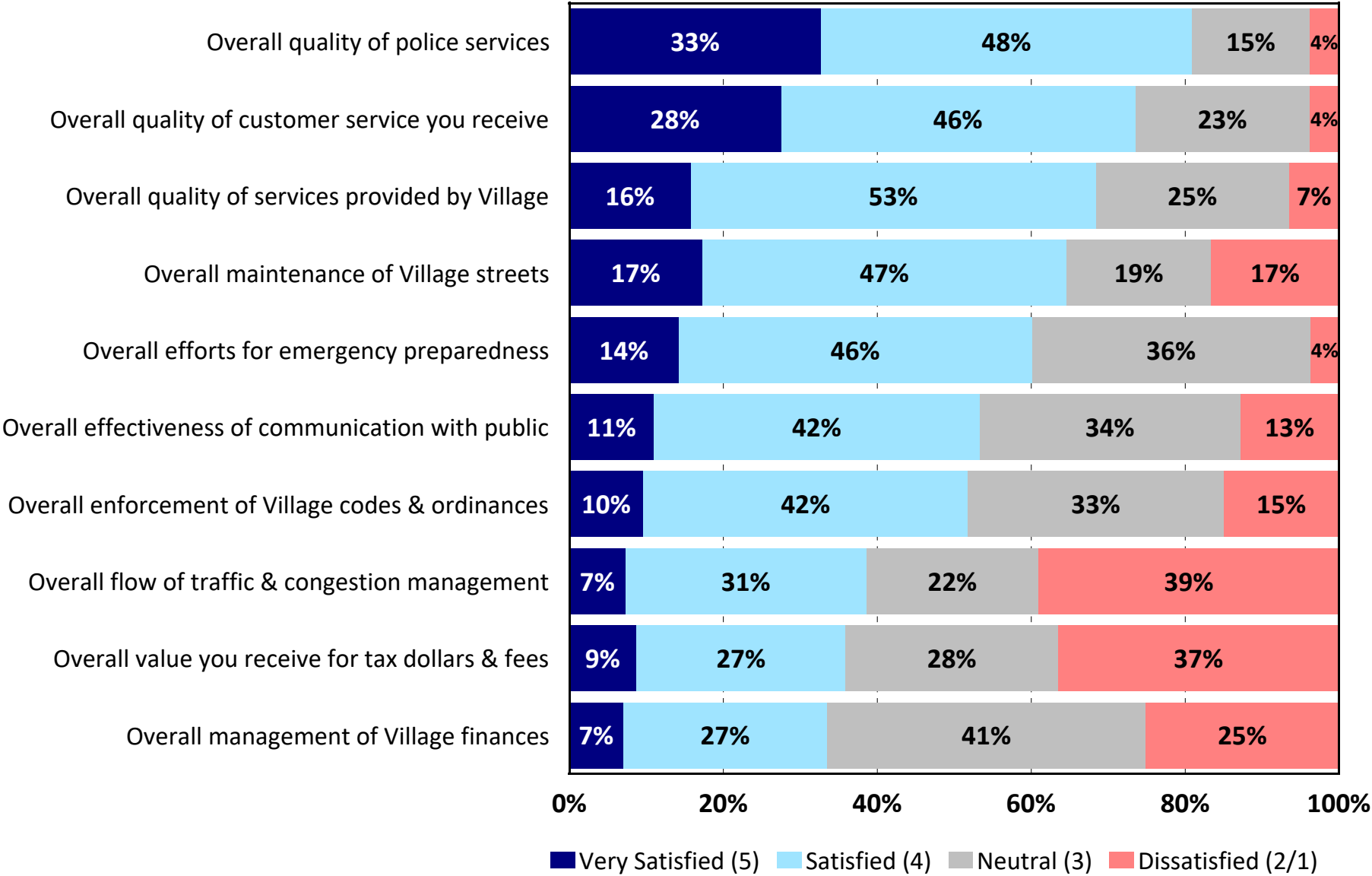
by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding "don't know")



**TRENDS**

# Q3. Satisfaction with Village Services by Major Category

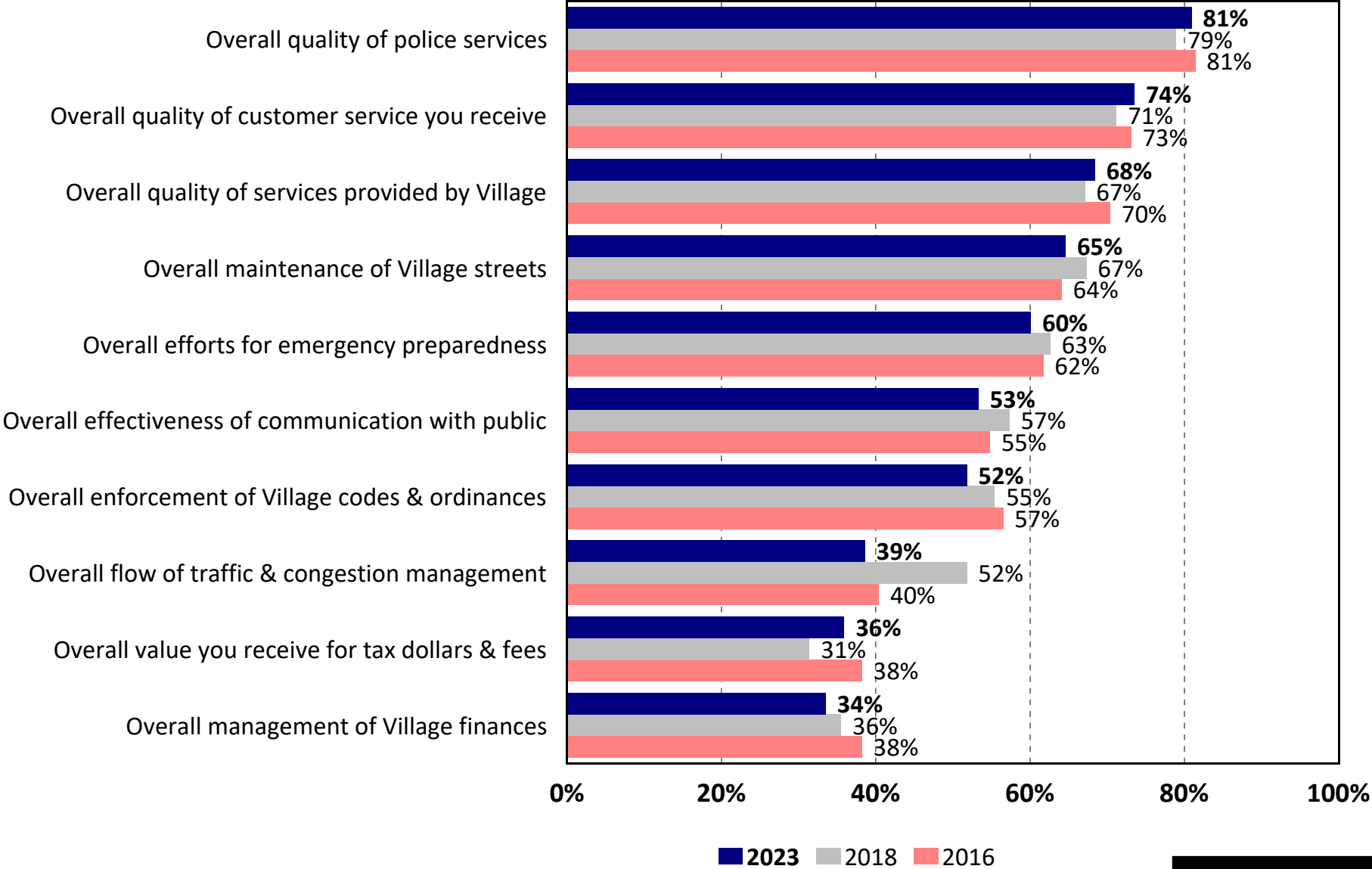
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding "don't know")





# Satisfaction with Village Services by Major Category

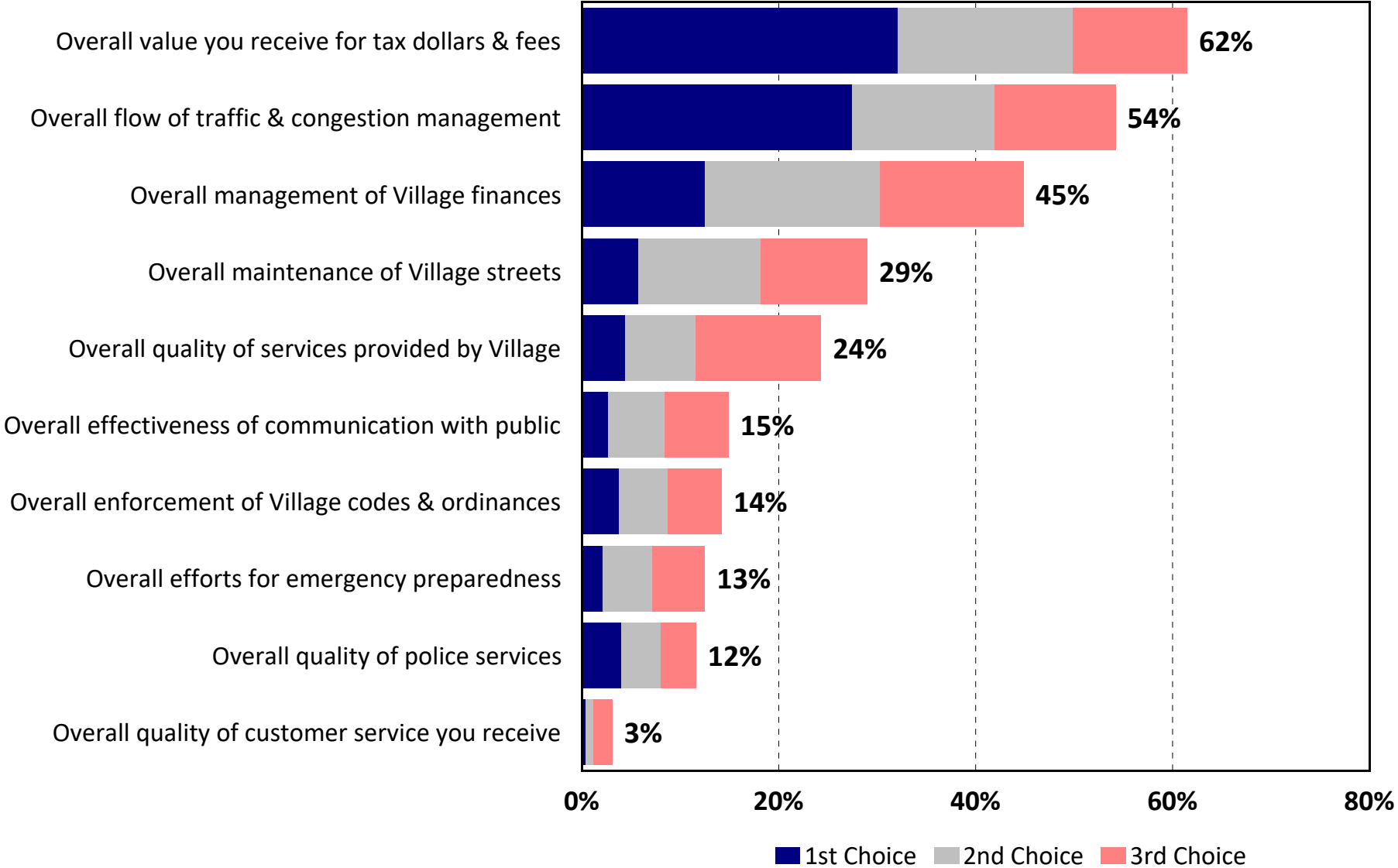
by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding "don't know")



**TRENDS**

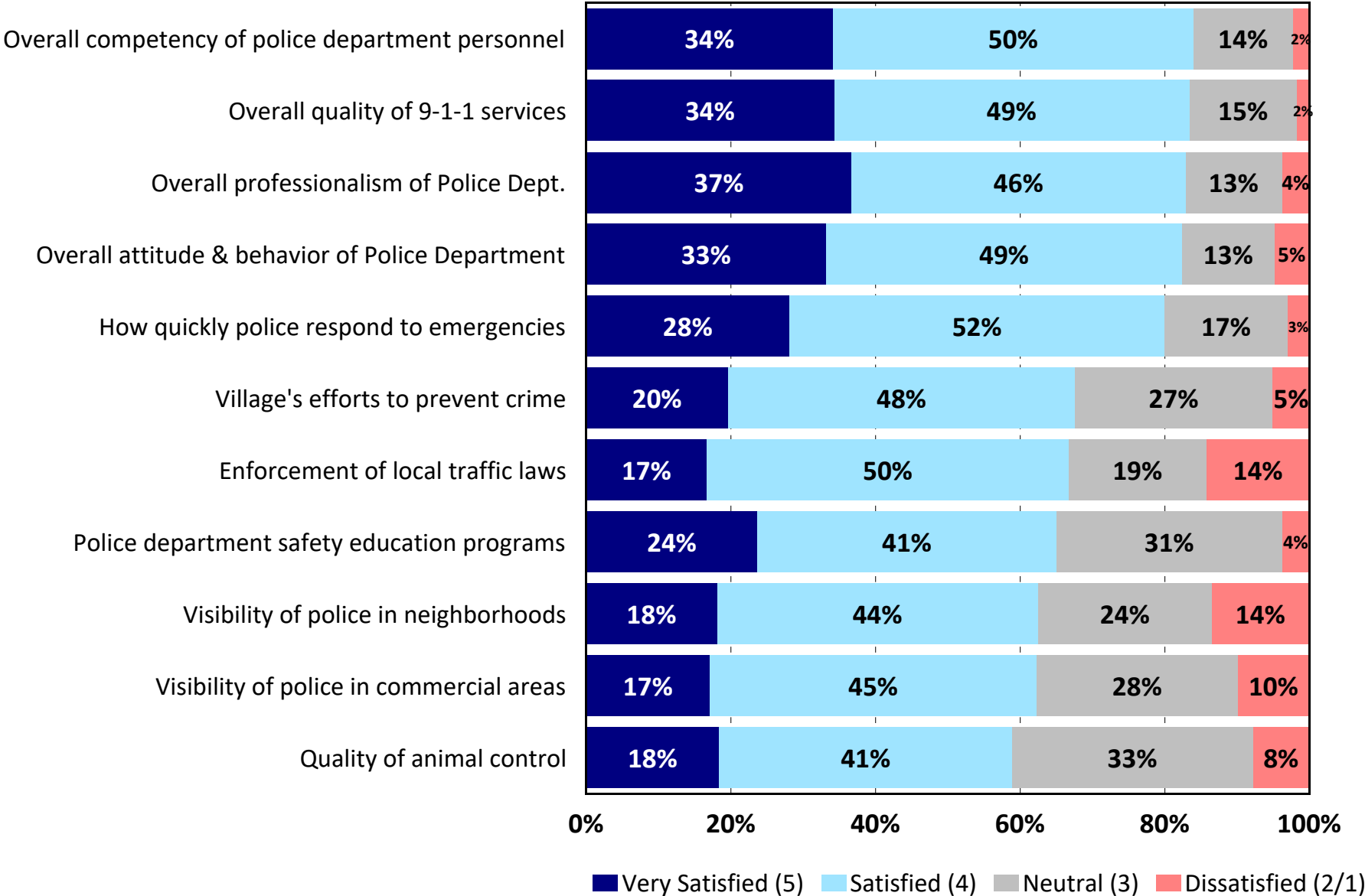
# Q4. Village Services That Should Receive the Most Emphasis Over the Next Two Years

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



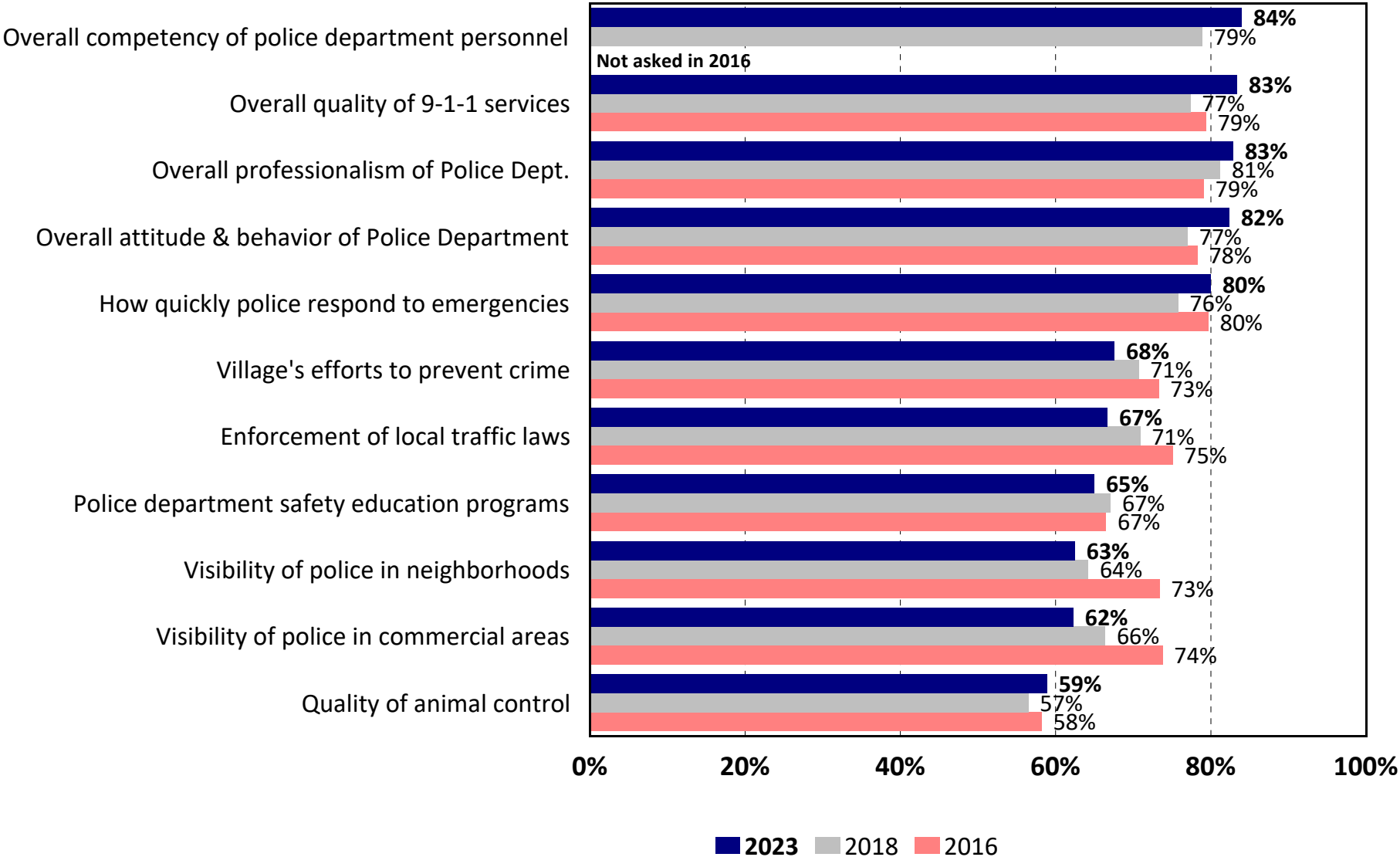
# Q5. Satisfaction with Police Services

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



# Satisfaction with Police Services

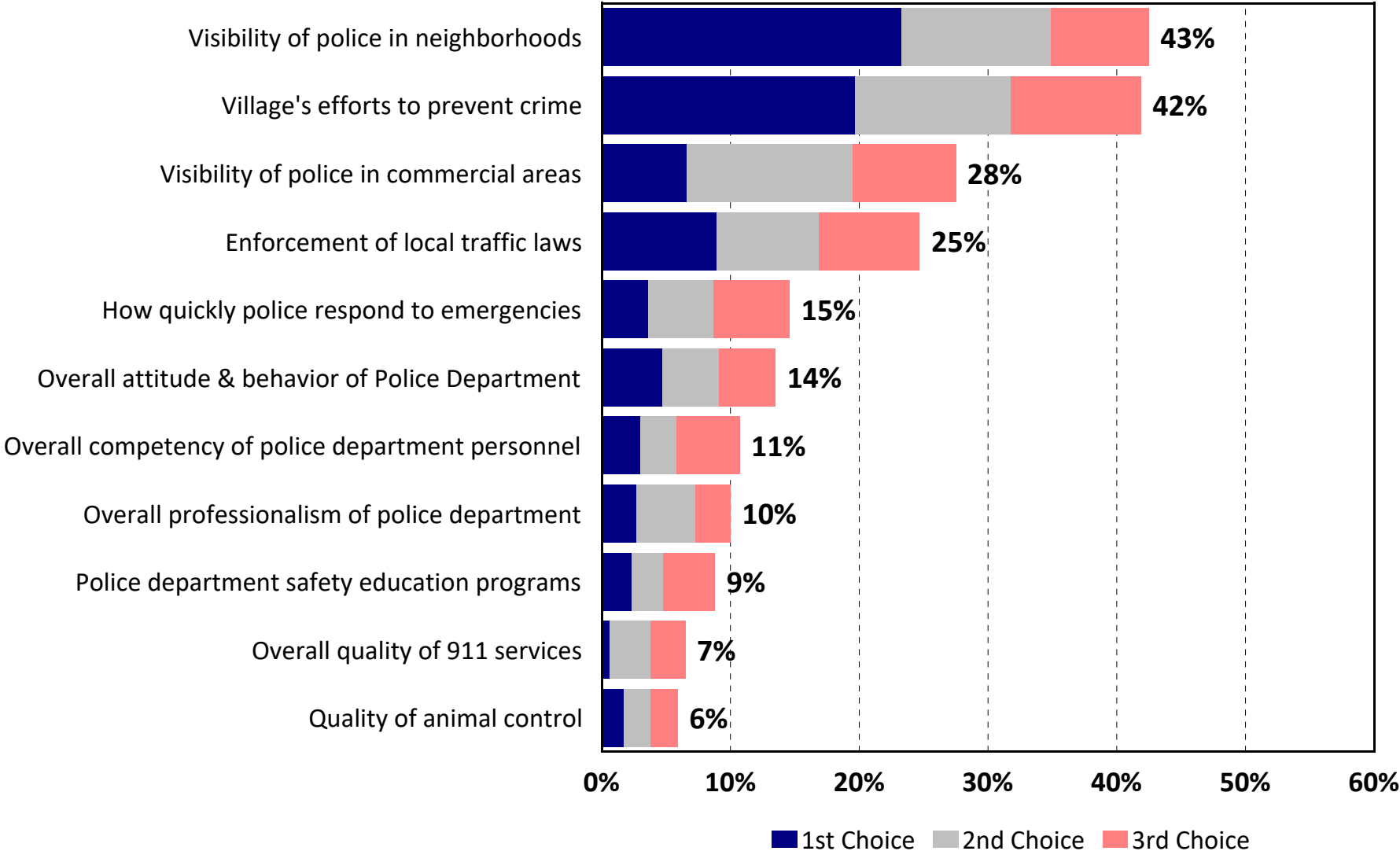
by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding "don't know")



**TRENDS**

# Q6. Police Services That Should Receive the Most Emphasis Over the Next Two Years

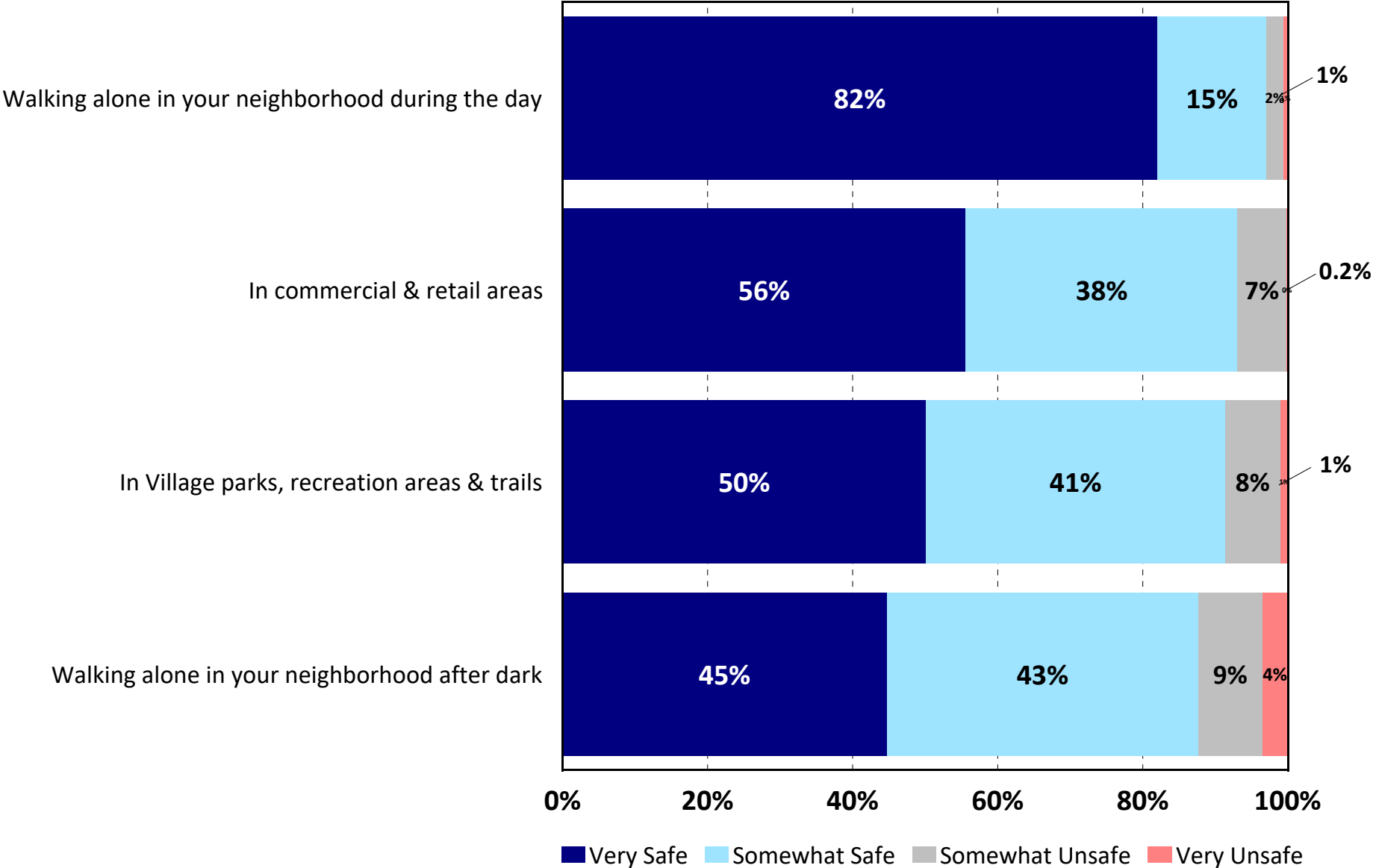
by percentage of respondents who selected the item as one of their top three choices





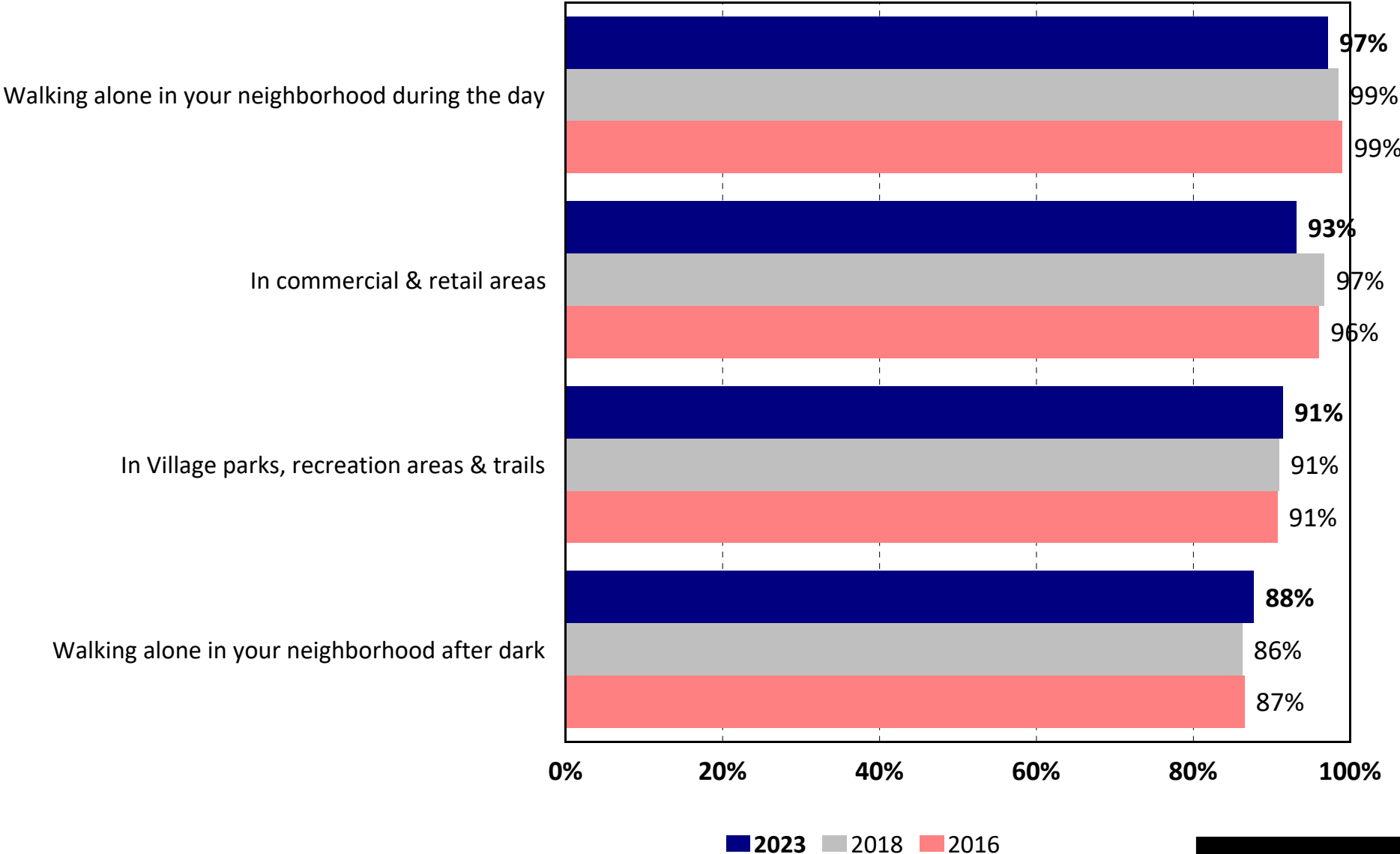
# Q8. Feeling of Safety in Various Situations

by percentage of respondents who rated the item as a 1 to 4 on a 4-point scale (excluding "don't know")



# Feeling of Safety in Various Situations

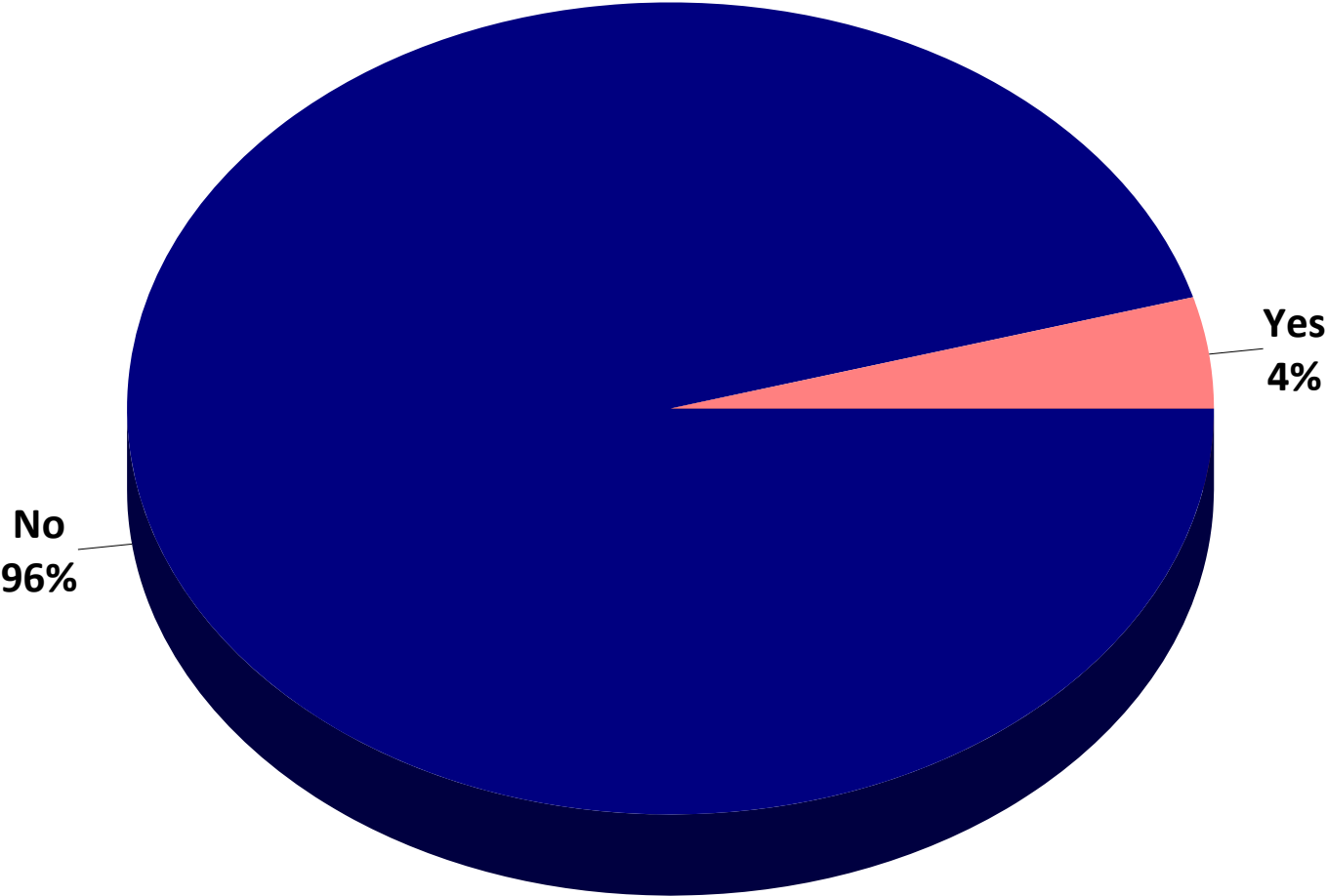
by percentage of respondents who rated the item as a 3 or 4 on a 4-point scale (excluding "don't know")



**TRENDS**

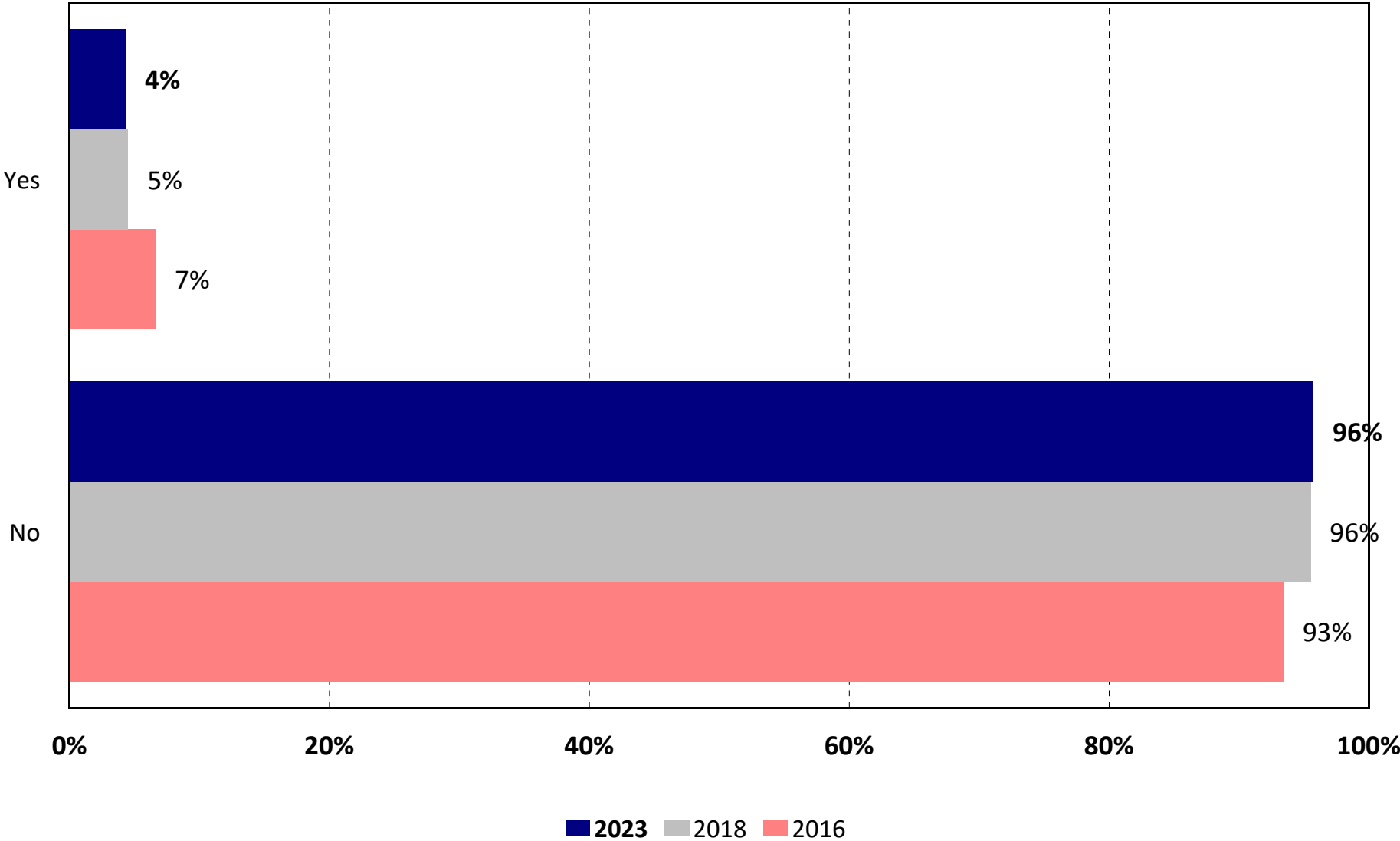
# Q9. Were you or anyone in your household the victim of any crime in Oswego during the past year?

by percentage of respondents (excluding "don't know")



# Were you or anyone in your household the victim of any crime in Oswego during the past year?

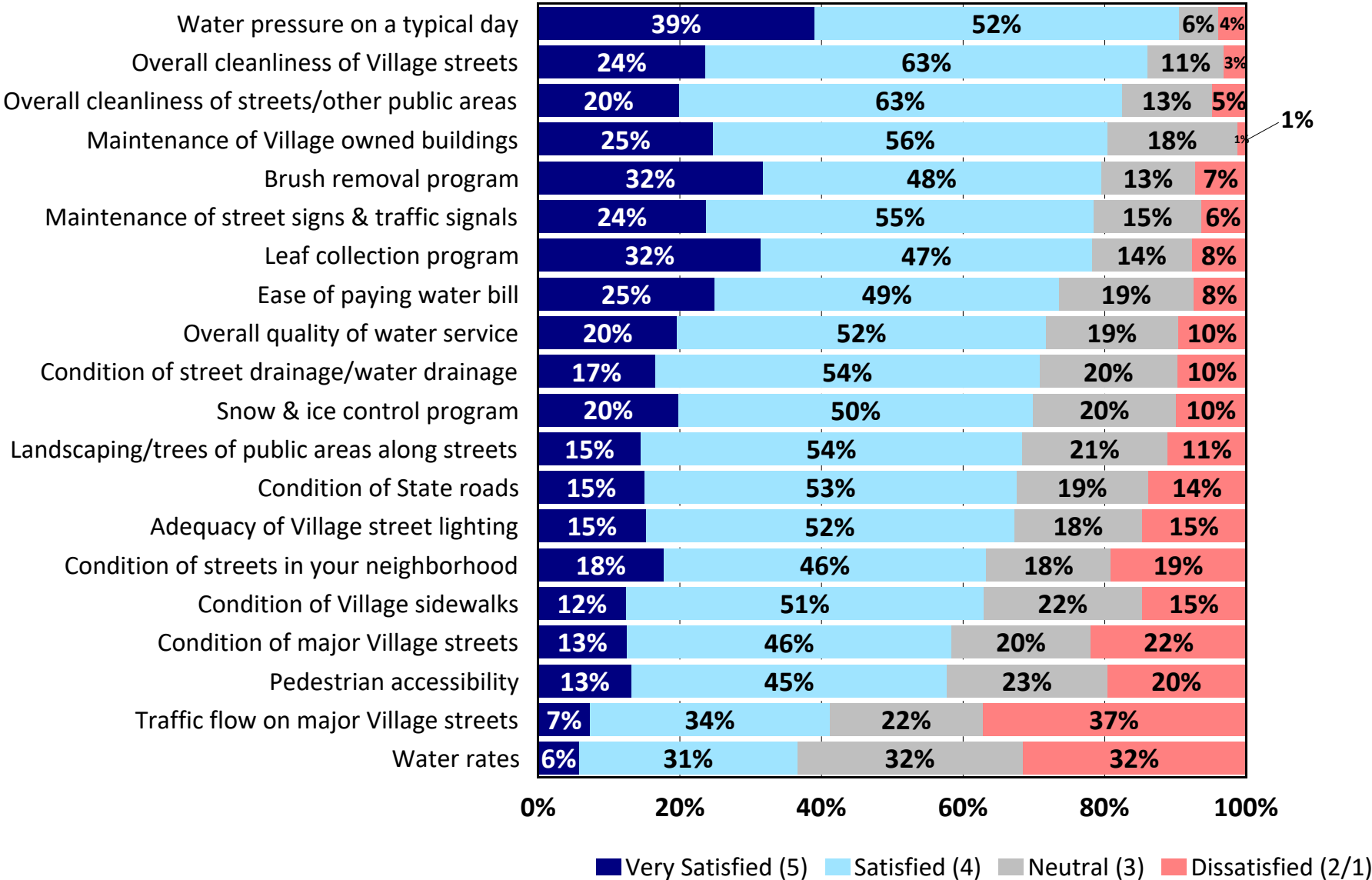
by percentage of respondents (excluding "don't know")



**TRENDS**

# Q10. Satisfaction with Maintenance/Public Works

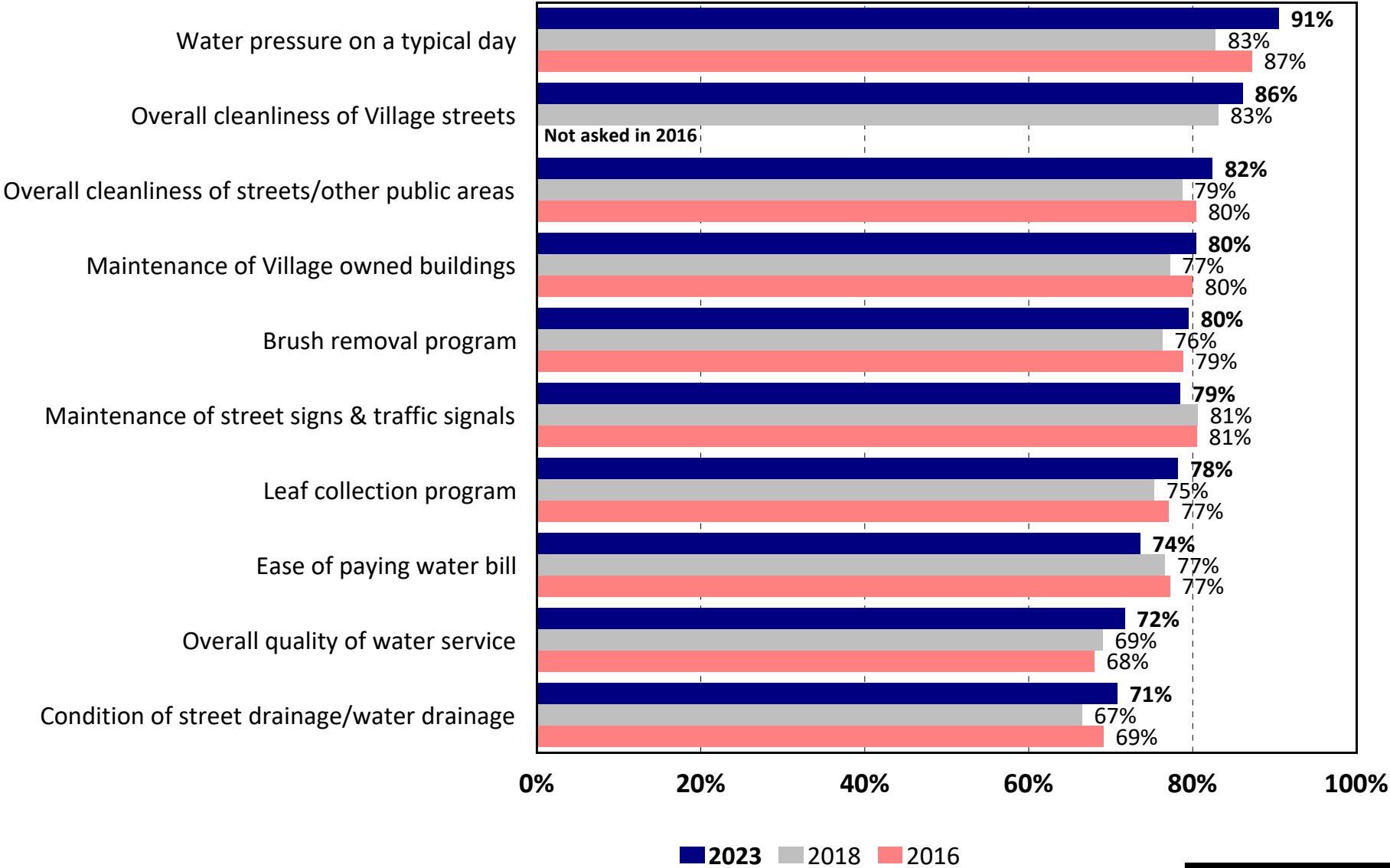
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding "don't know")





# Satisfaction with Maintenance/Public Works

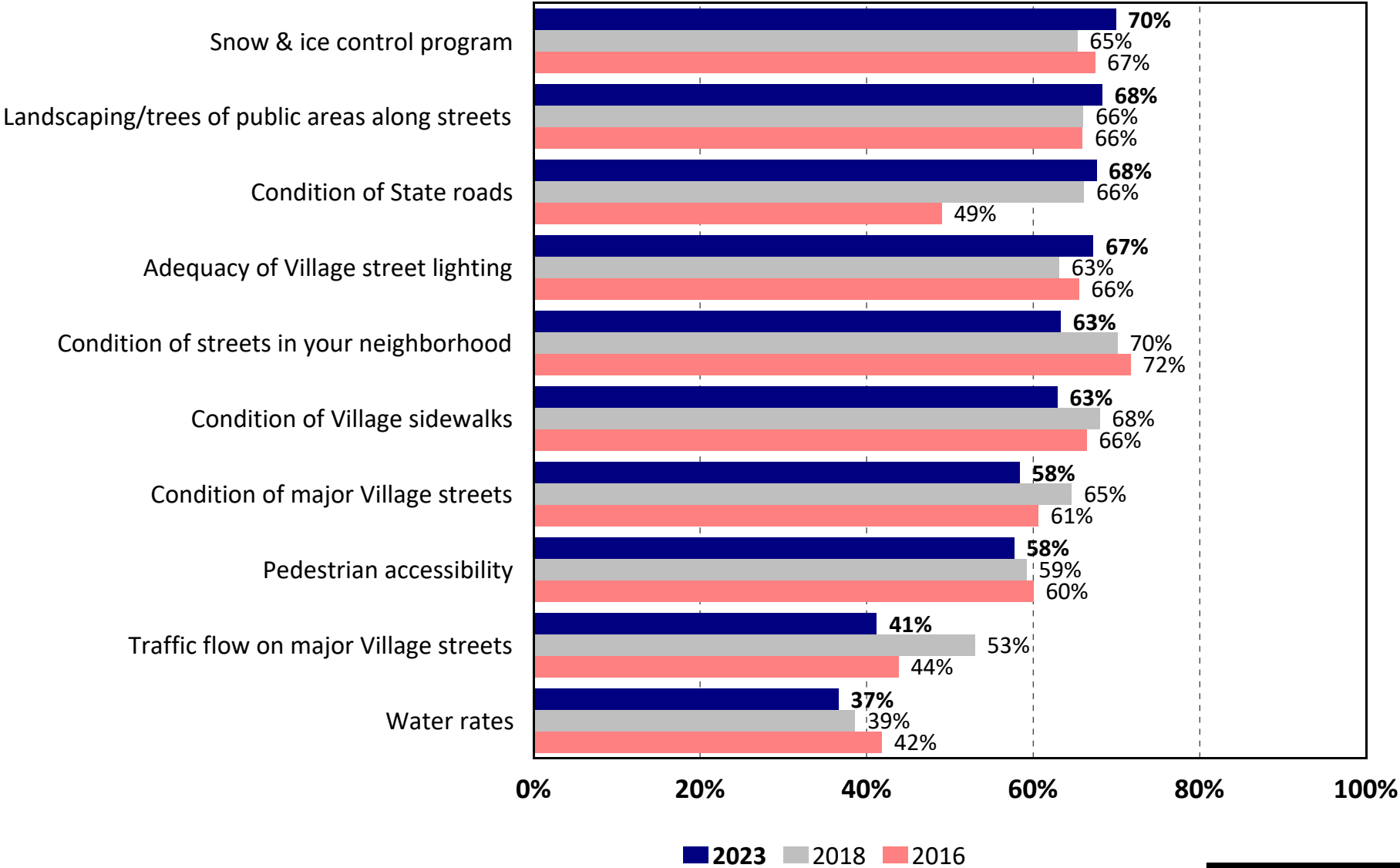
by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding "don't know")



**TRENDS**

# Satisfaction with Maintenance/Public Works (Cont.)

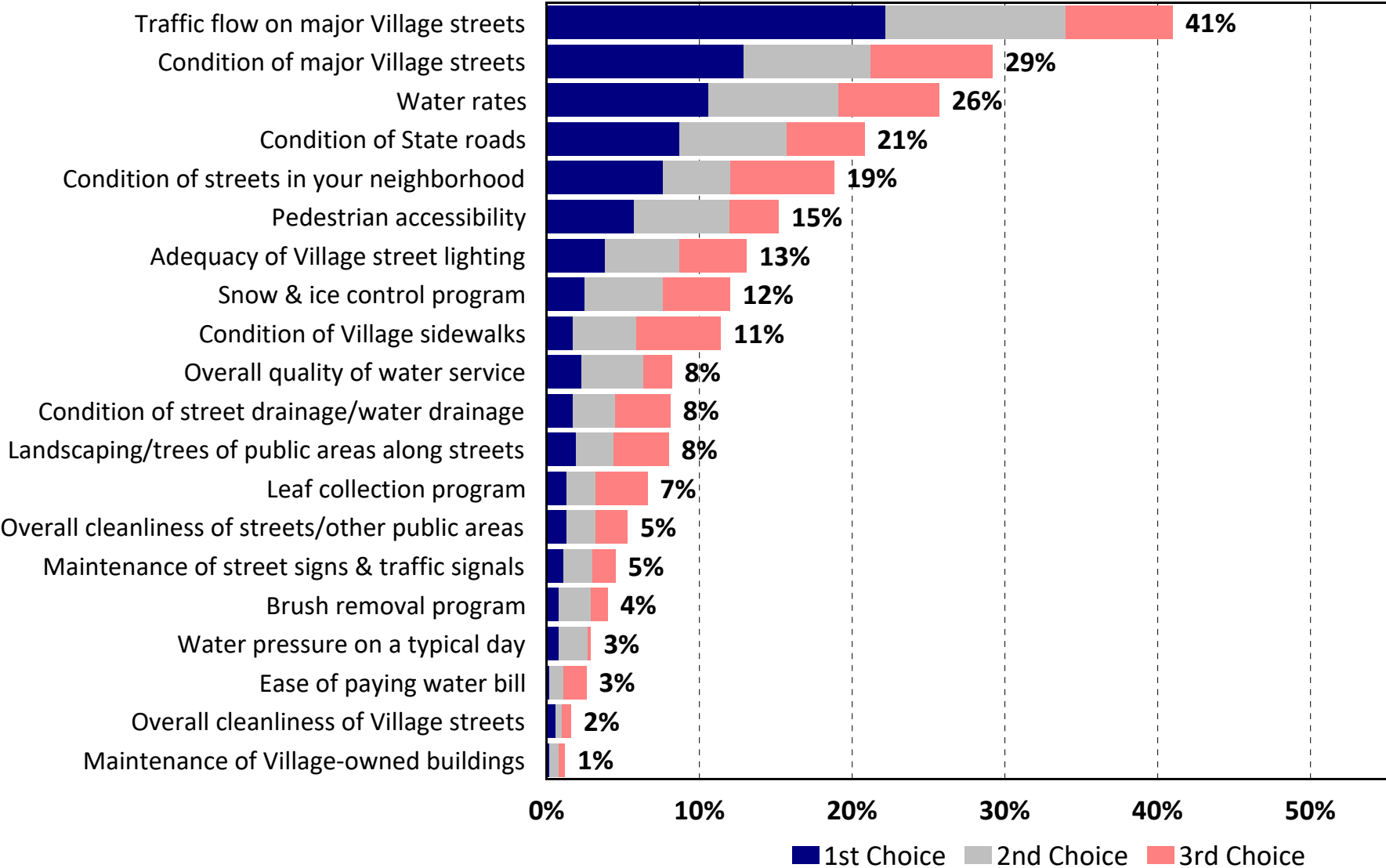
by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding "don't know")



**TRENDS**

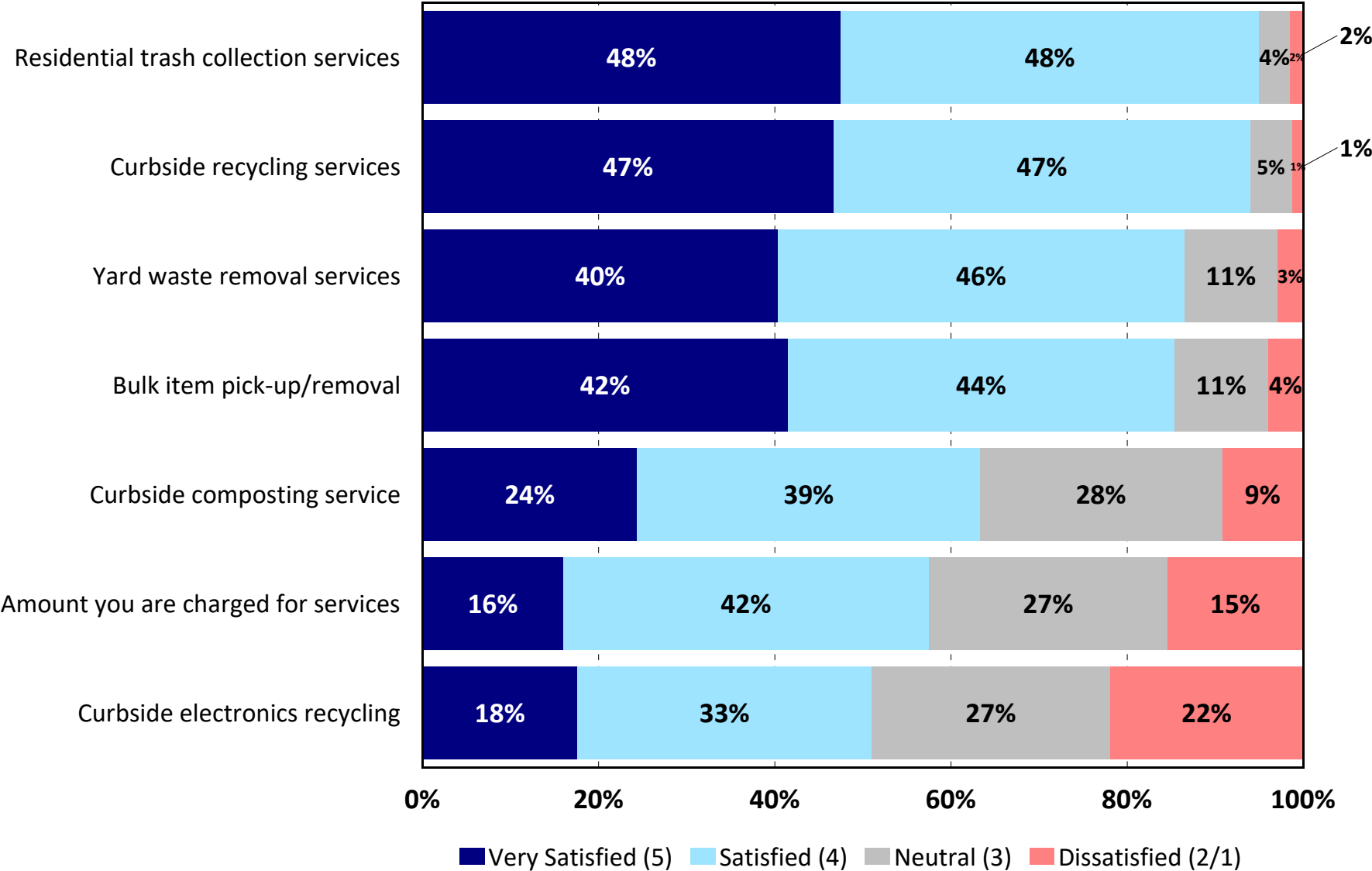
# Q11. Village Maintenance/Public Works Services That Should Receive the Most Emphasis Over the Next Two Years

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



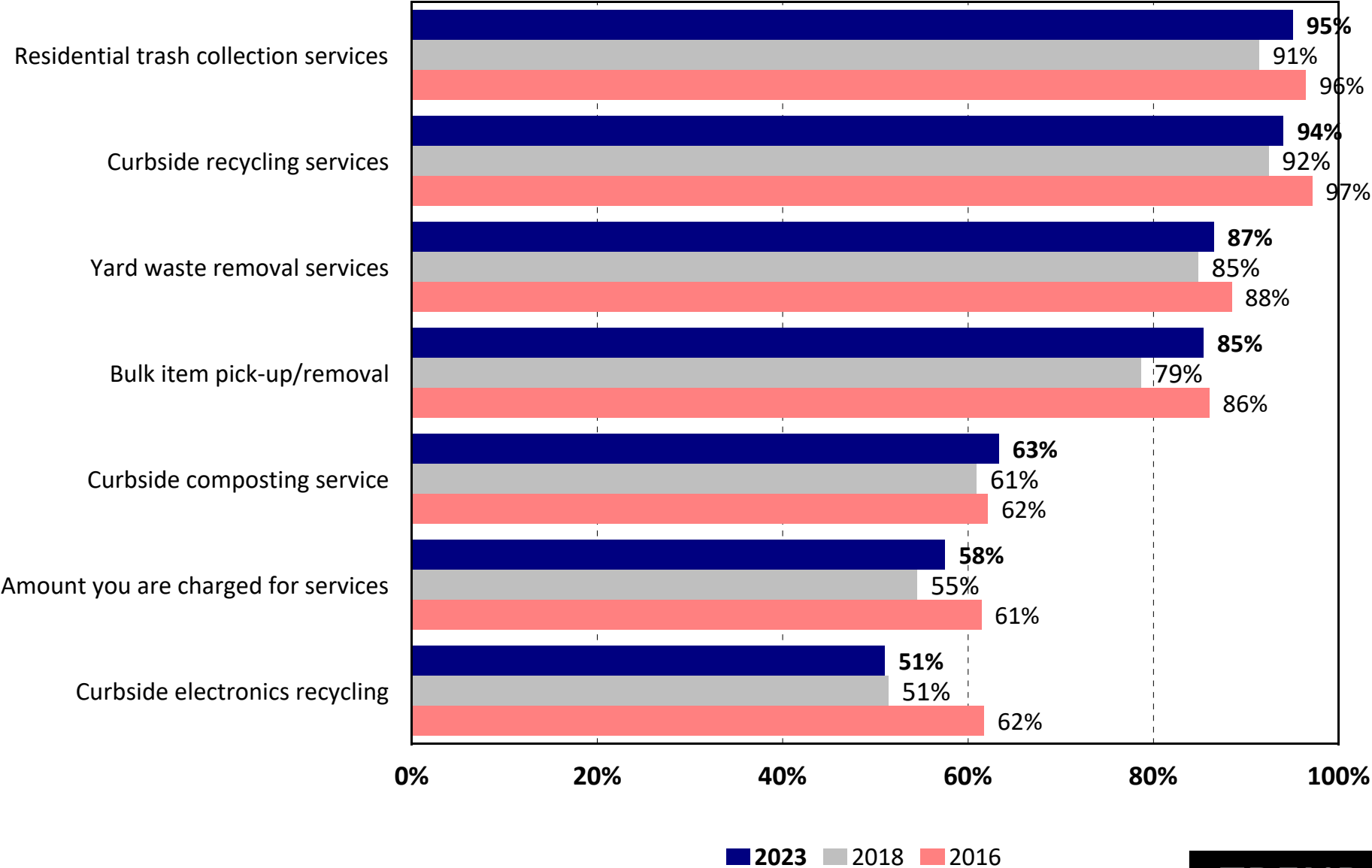
# Q12. Satisfaction with Trash Services

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



# Satisfaction with Trash Services

by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding "don't know")

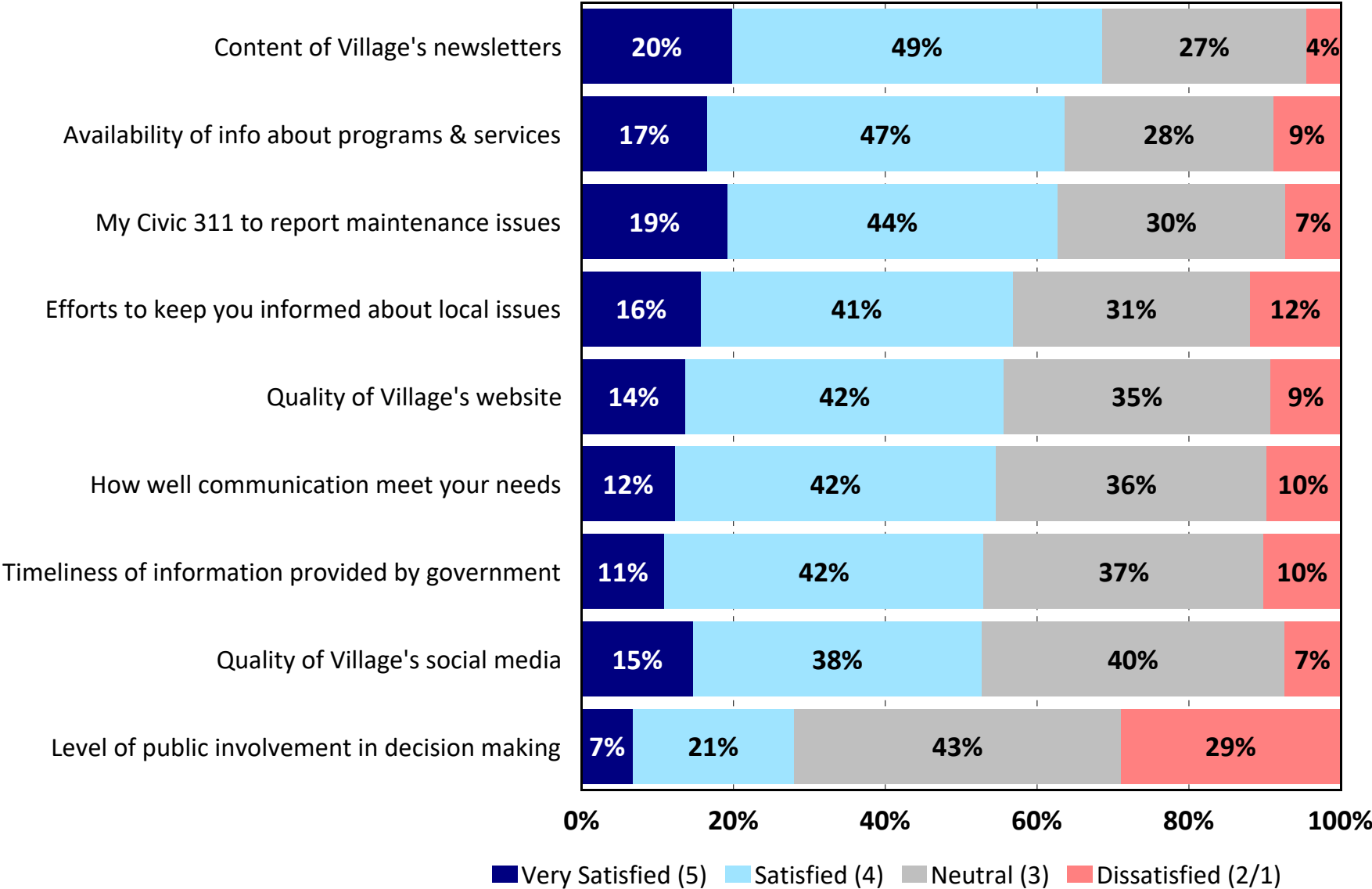


**TRENDS**



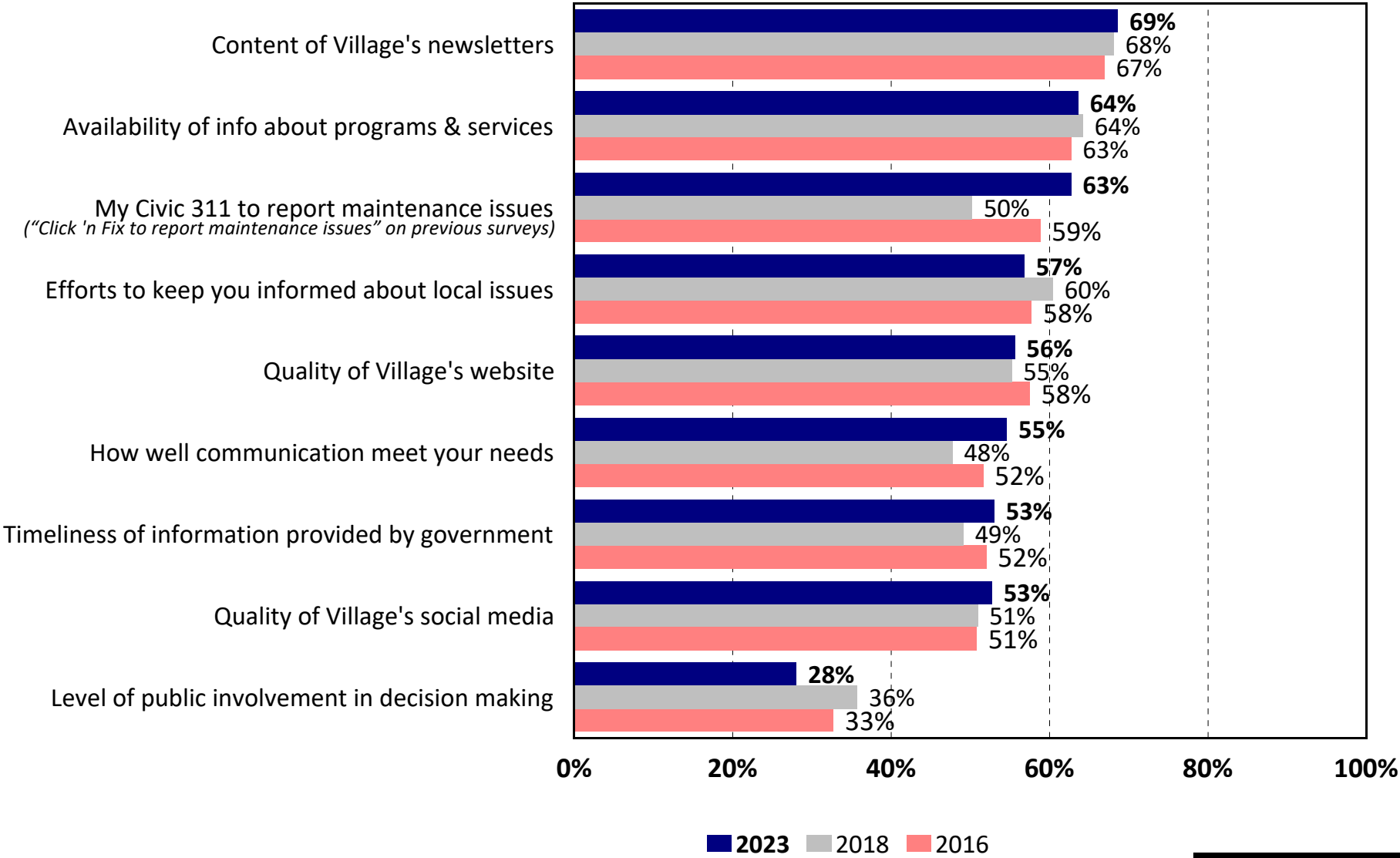
# Q13. Satisfaction with Village Communications

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



# Satisfaction with Village Communications

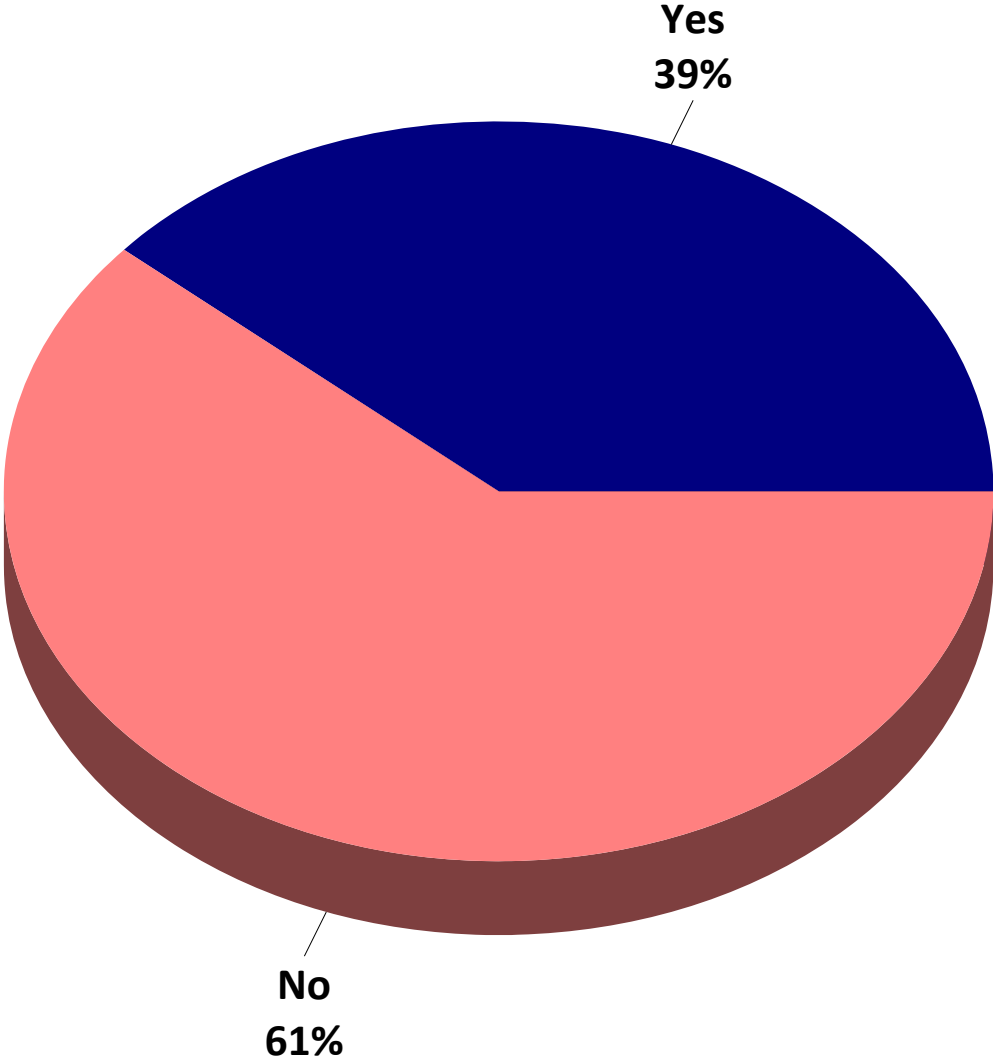
by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding "don't know")



**TRENDS**

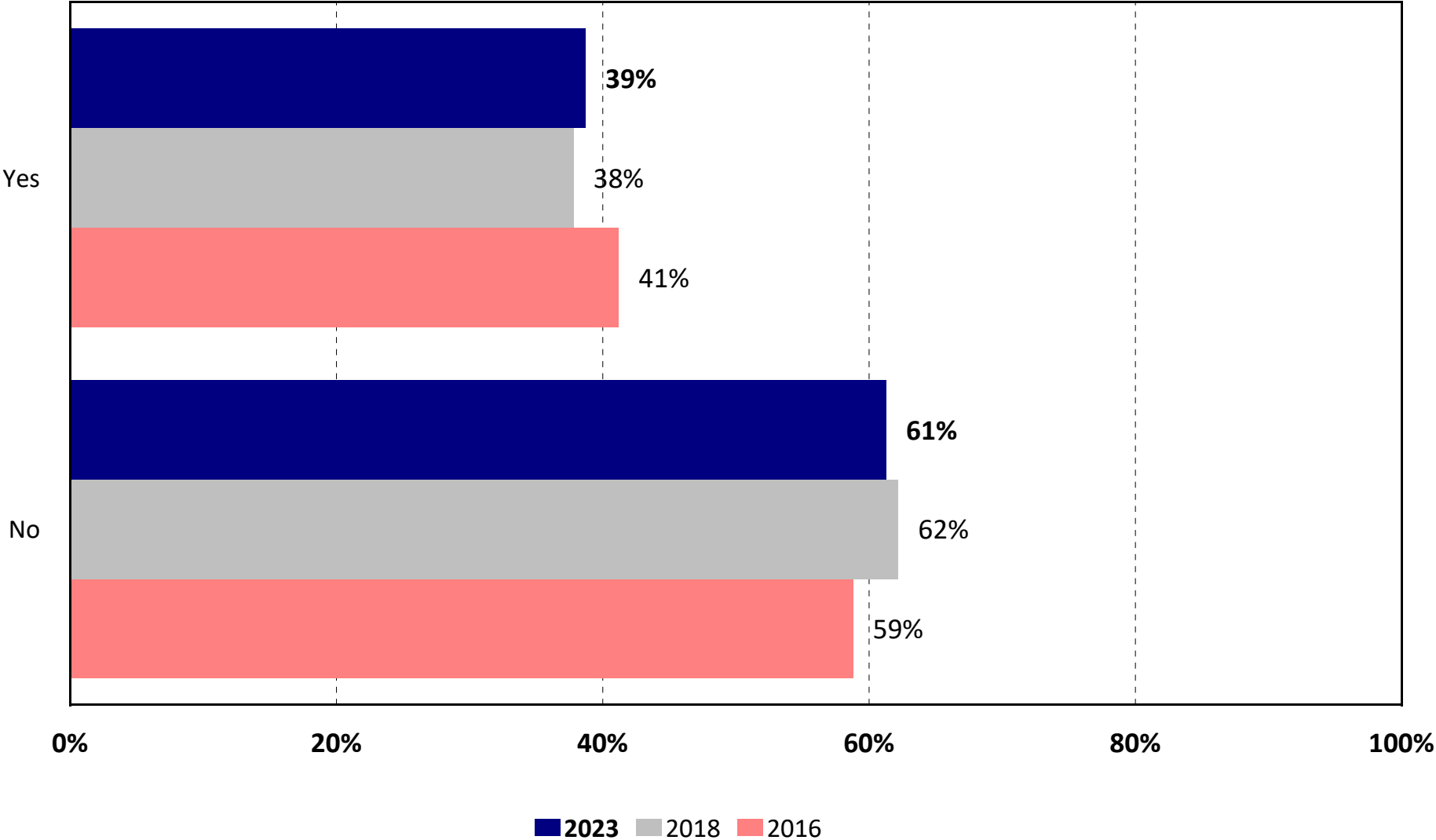
# Q14. Have you called or visited the Village with a question, problem, or complaint during the past year?

by percentage of respondents



# Have you called or visited the Village with a question, problem, or complaint during the past year?

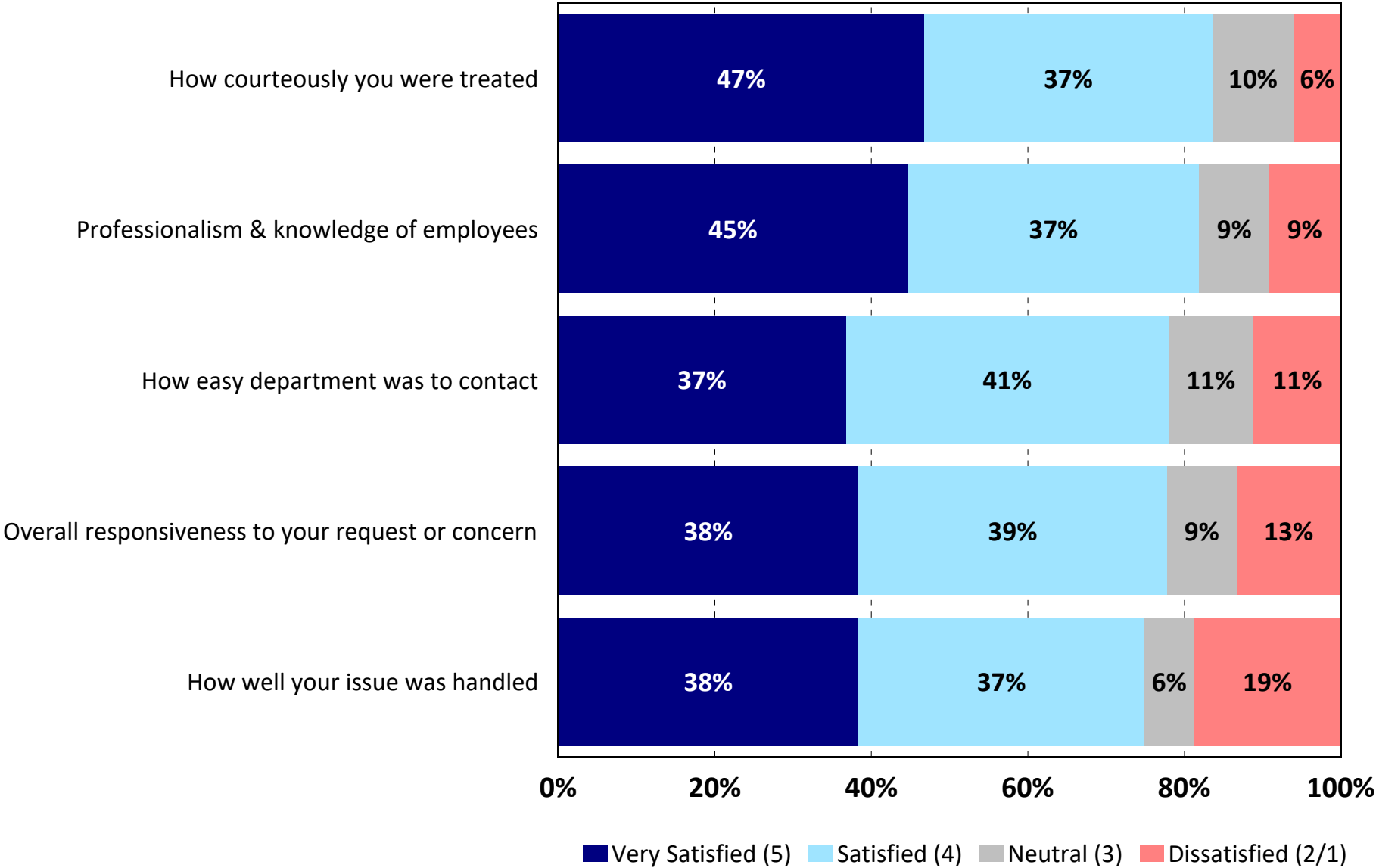
by percentage of respondents



**TRENDS**

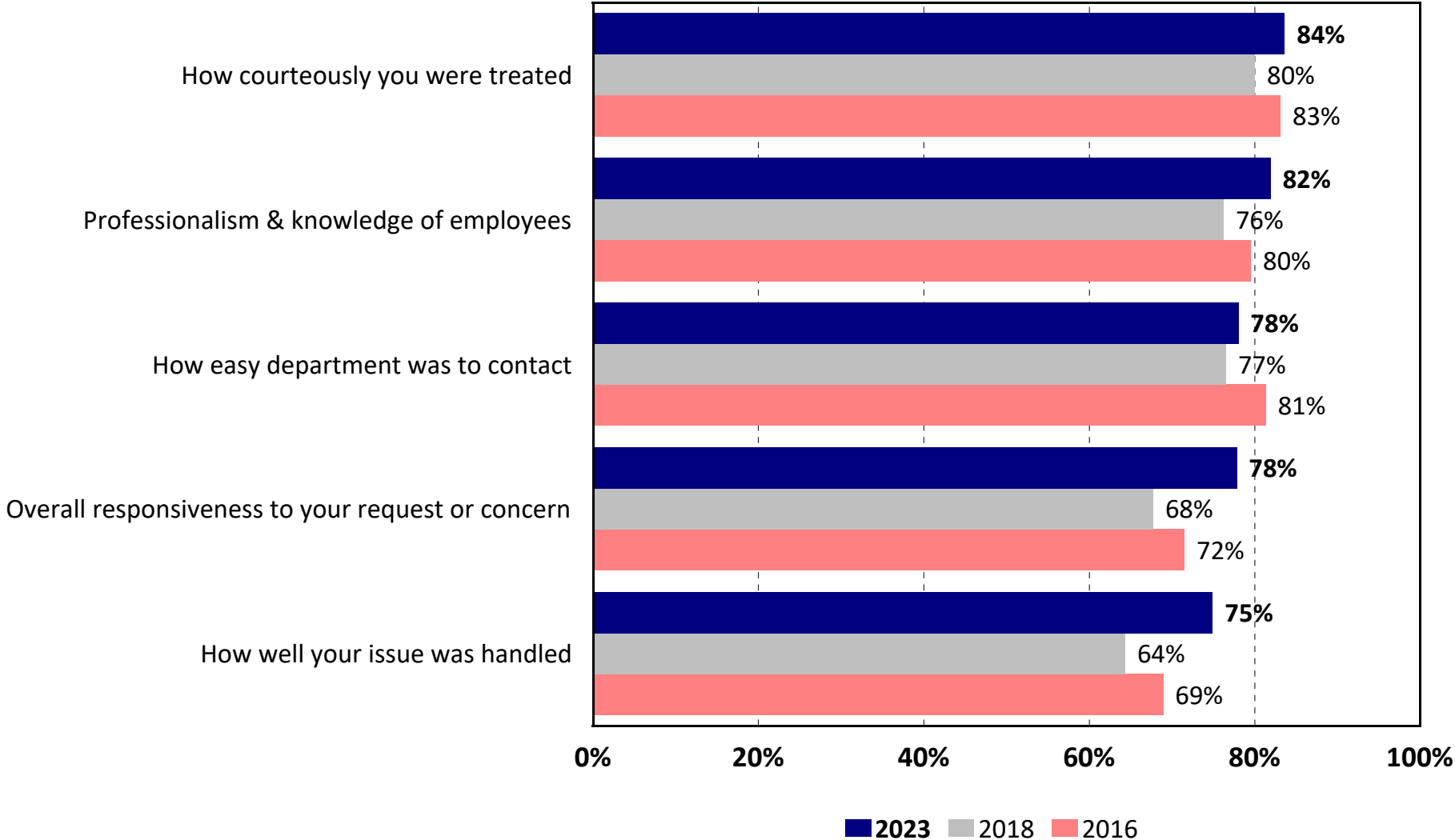
# Q14a. Satisfaction with Customer Service

by percentage of respondents *who have called or visited the Village during the past year* and rated the item as a 1 to 5 on a 5-point scale (excluding don't knows)



# Satisfaction with Customer Service

by percentage of respondents *who have called or visited the Village during the past year* and rated the item as a 4 or 5 on a 5-point scale (excluding don't knows)

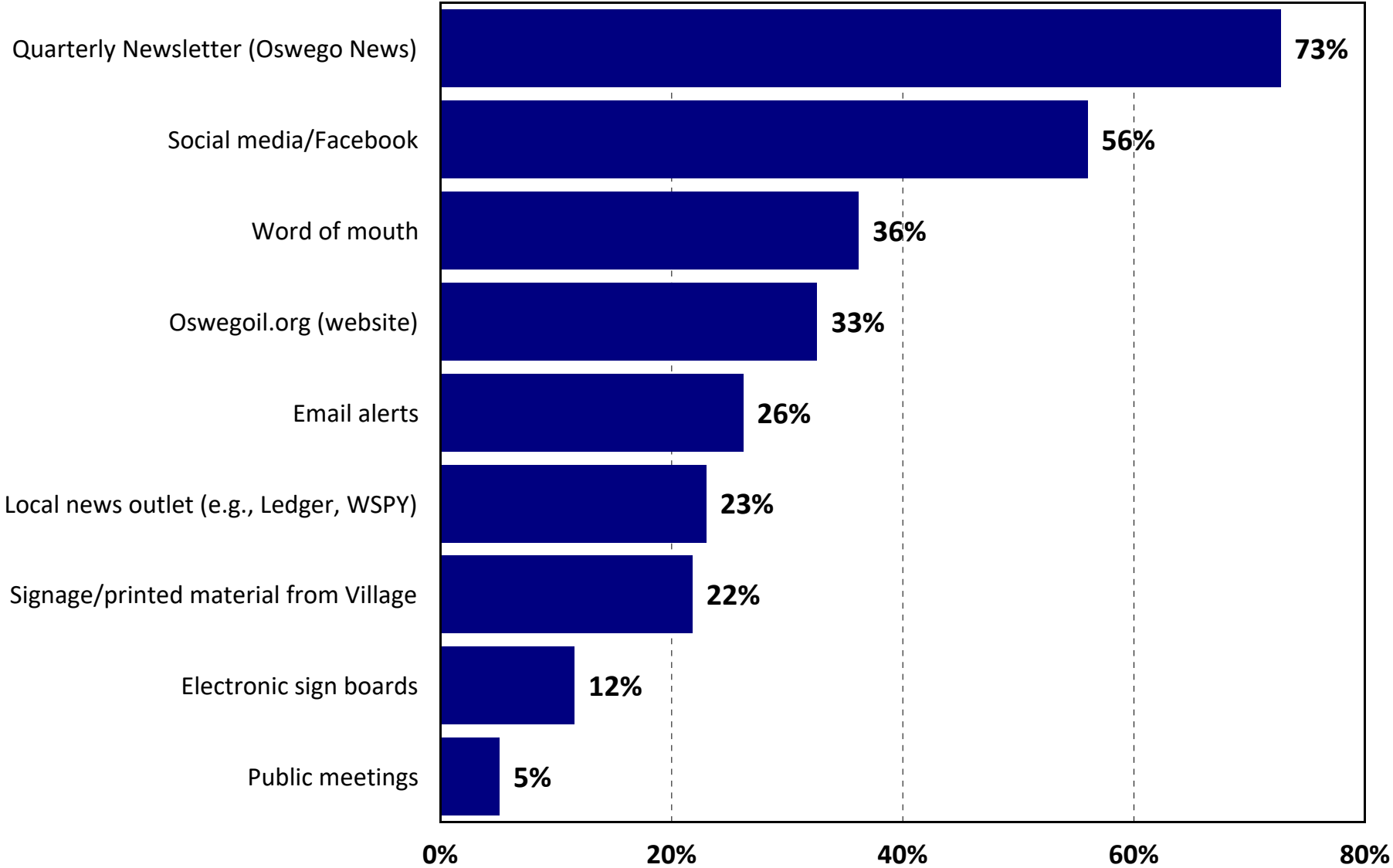


**TRENDS**



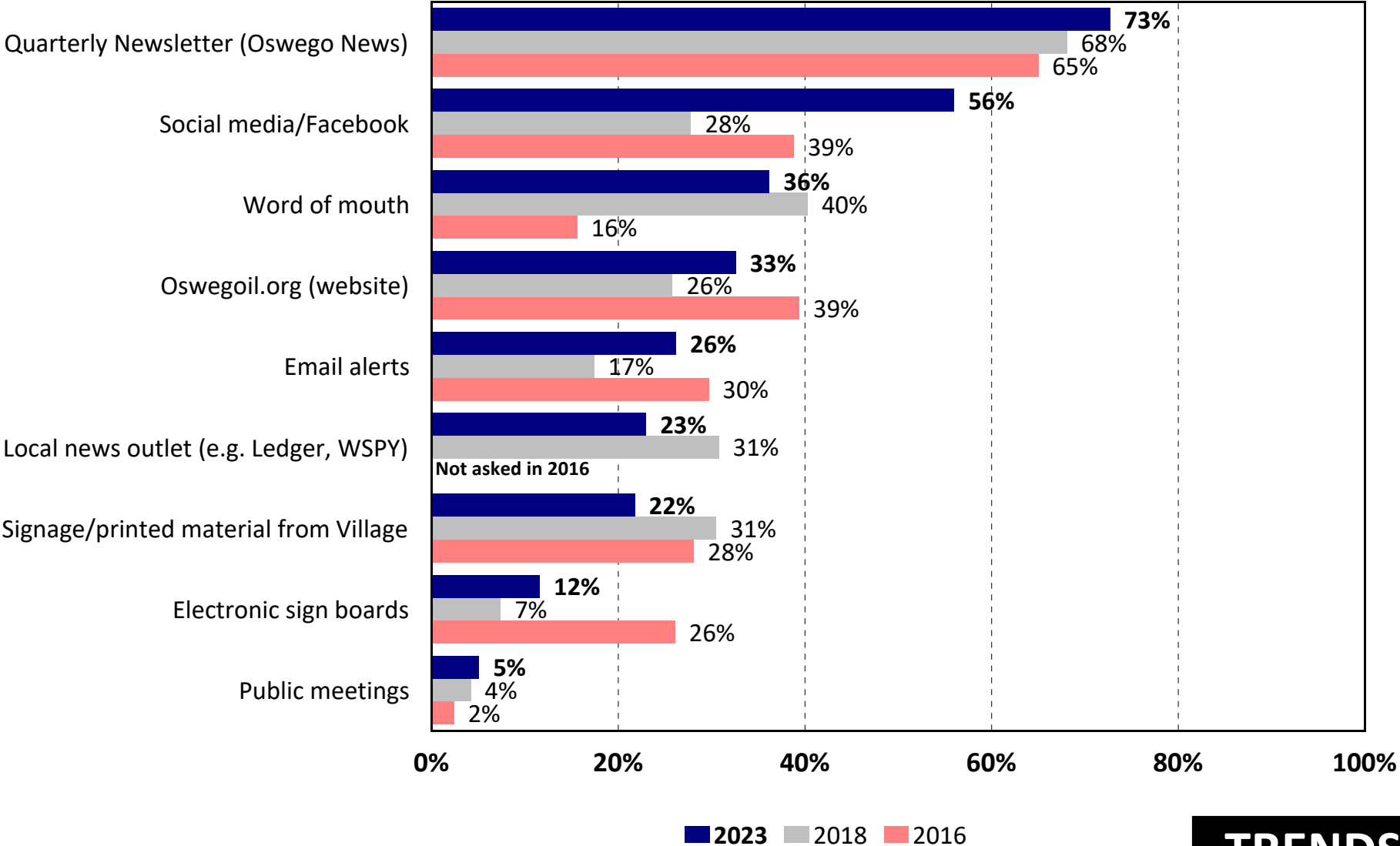
# Q15. What are your primary sources for information about community activities and services?

by percentage of respondents (multiple choices could be made)



# What are your primary sources for information about community activities and services?

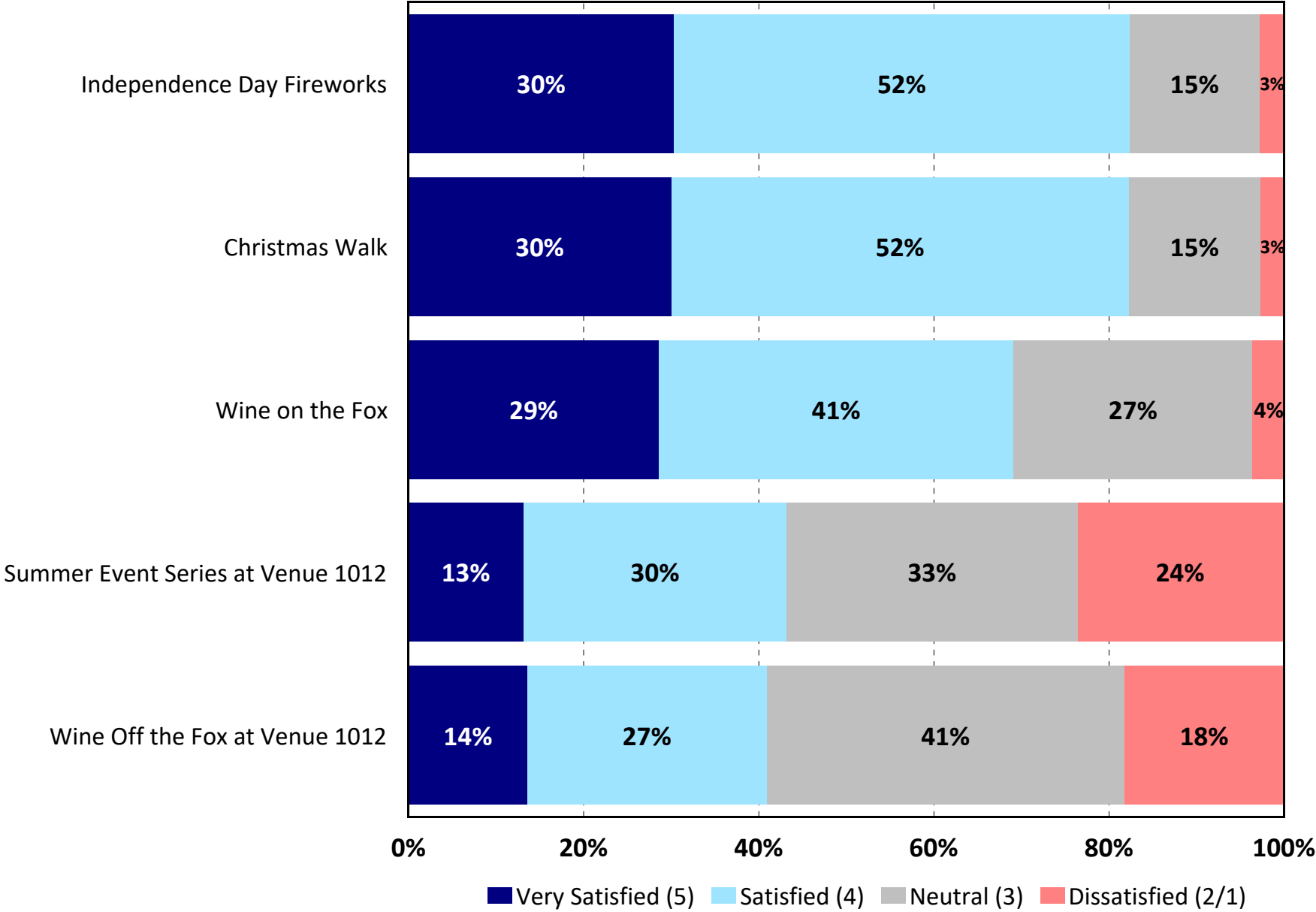
by percentage of respondents (multiple choices could be made)



**TRENDS**

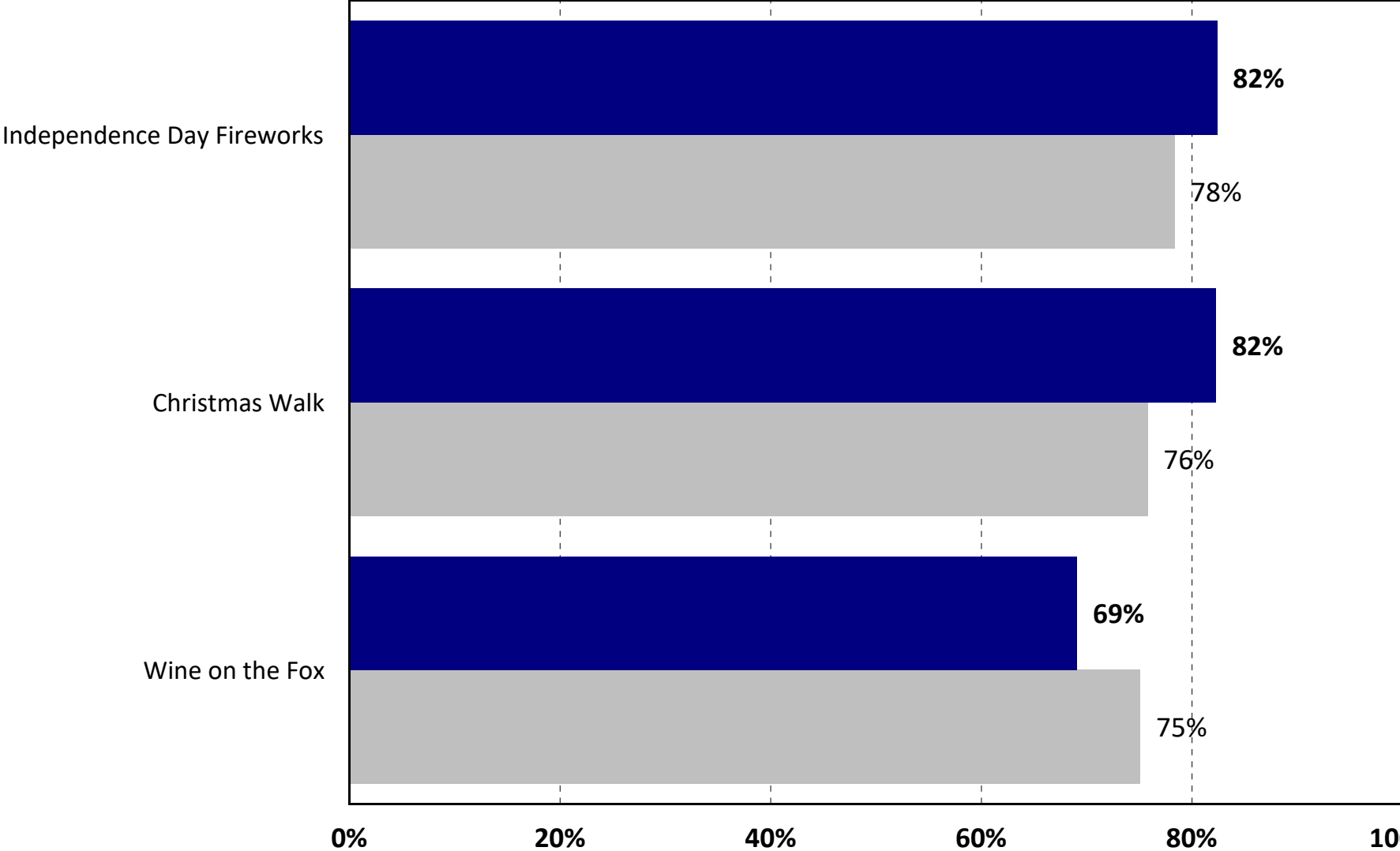
# Q16. Satisfaction with the Following Events

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



# Satisfaction with the Following Events

by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding "don't know")

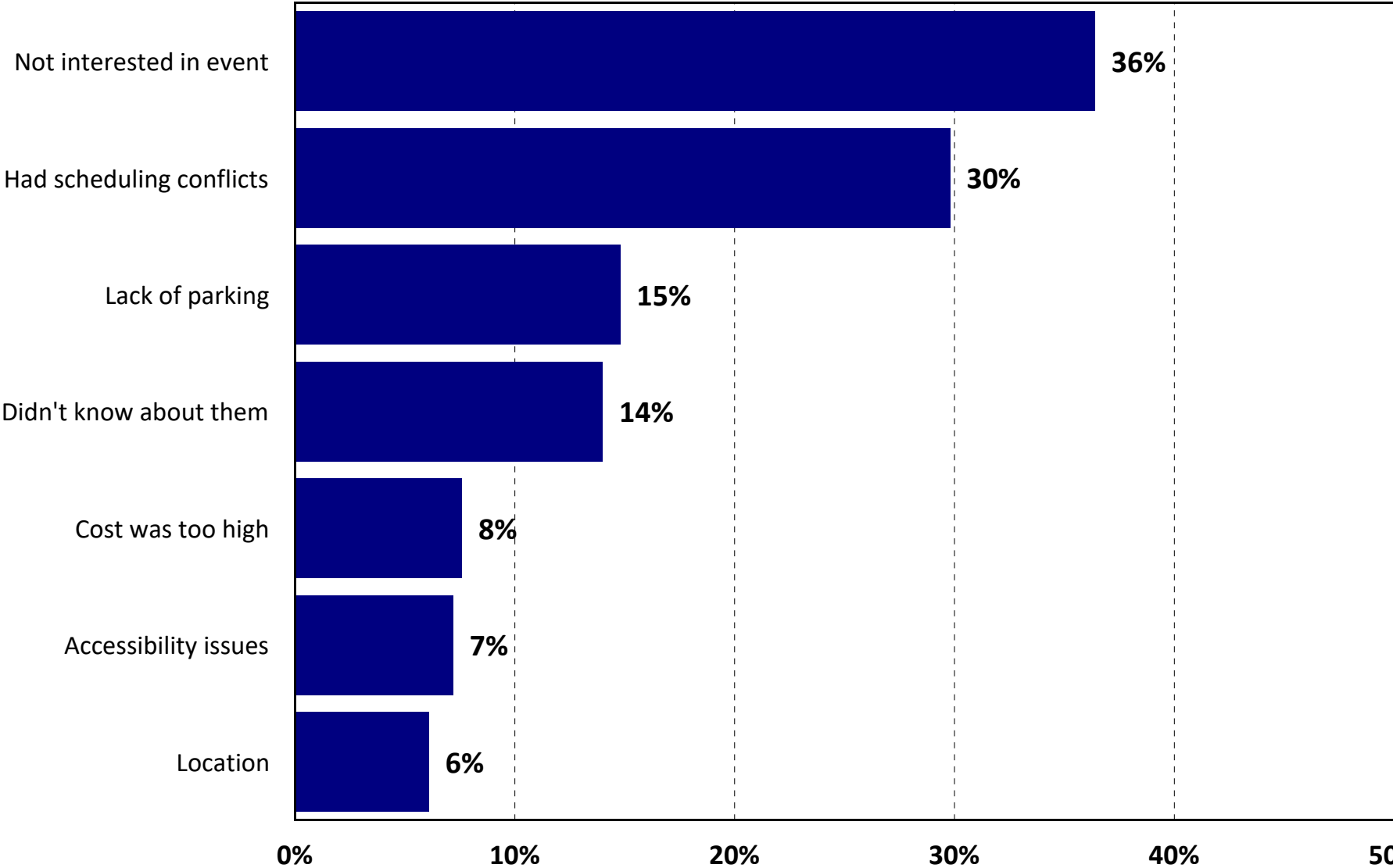


■ 2023 ■ 2018

**TRENDS**

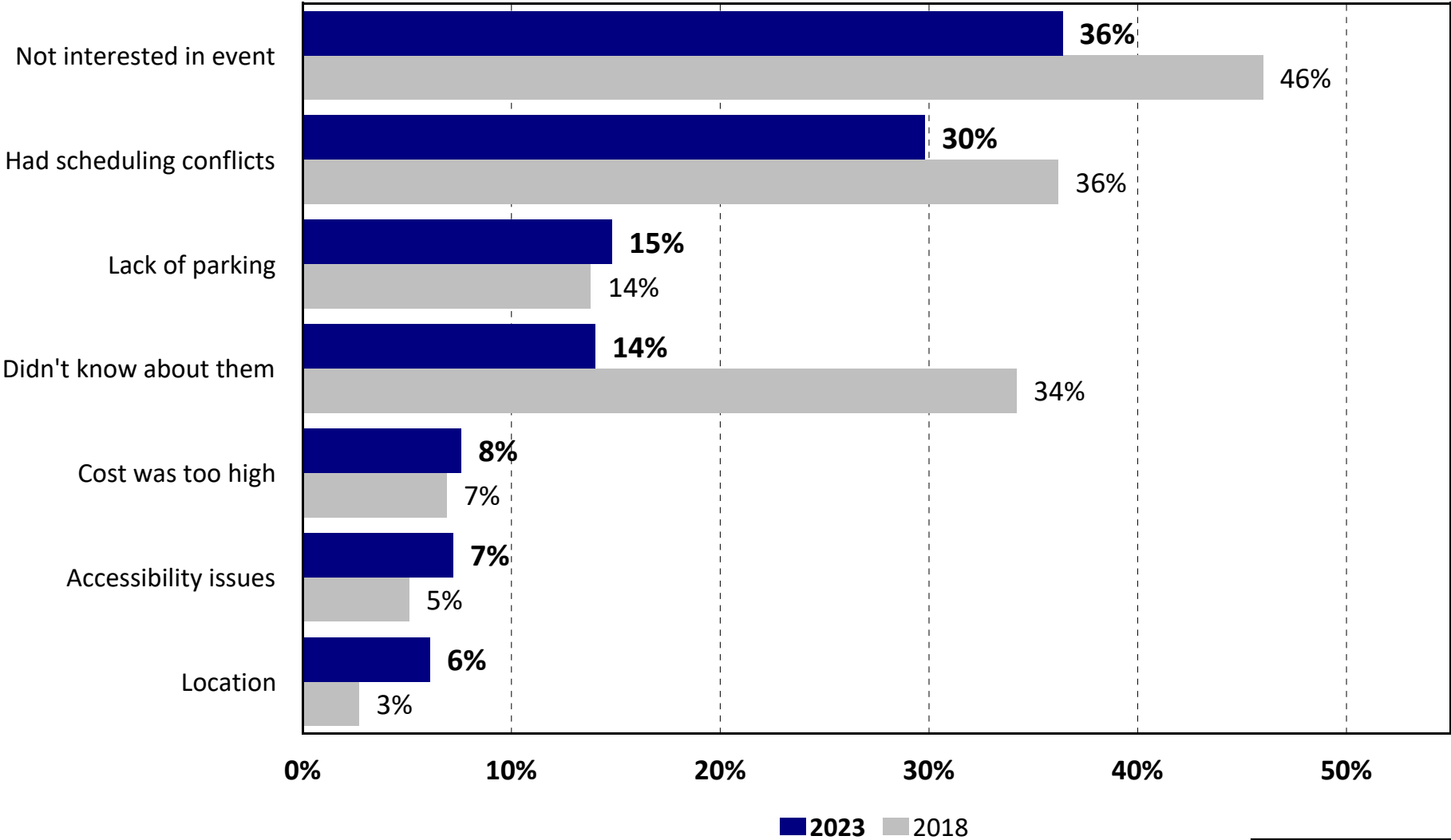
# Q17. Why have you not attended an event in the past two years?

by percentage of respondents who have not attended an event in the past two years (multiple choices could be made)



# Why have you not attended an event in the past two years?

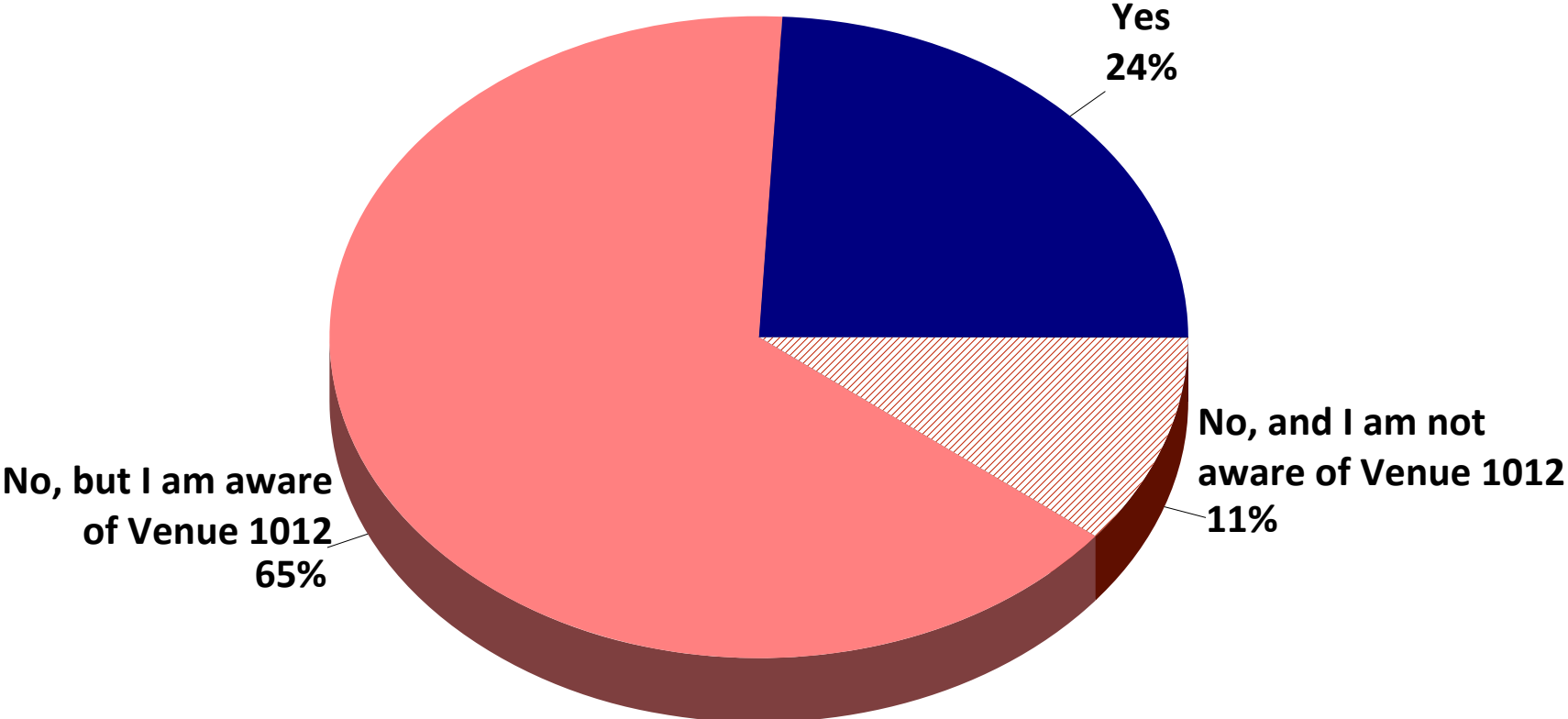
by percentage of respondents who have not attended an event in the past two years (multiple choices could be made)



**TRENDS**

# Q18. Have you or anyone in your household visited Venue 1012 (outdoor amphitheater)?

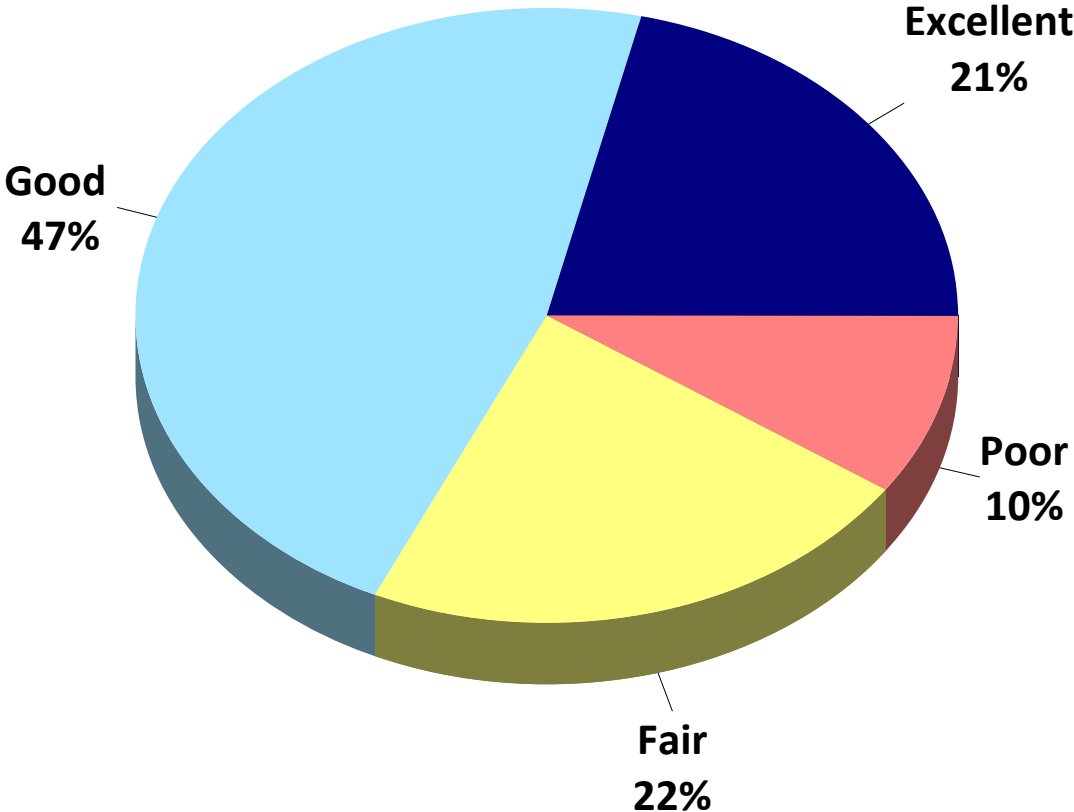
by percentage of respondents (excluding "not provided")





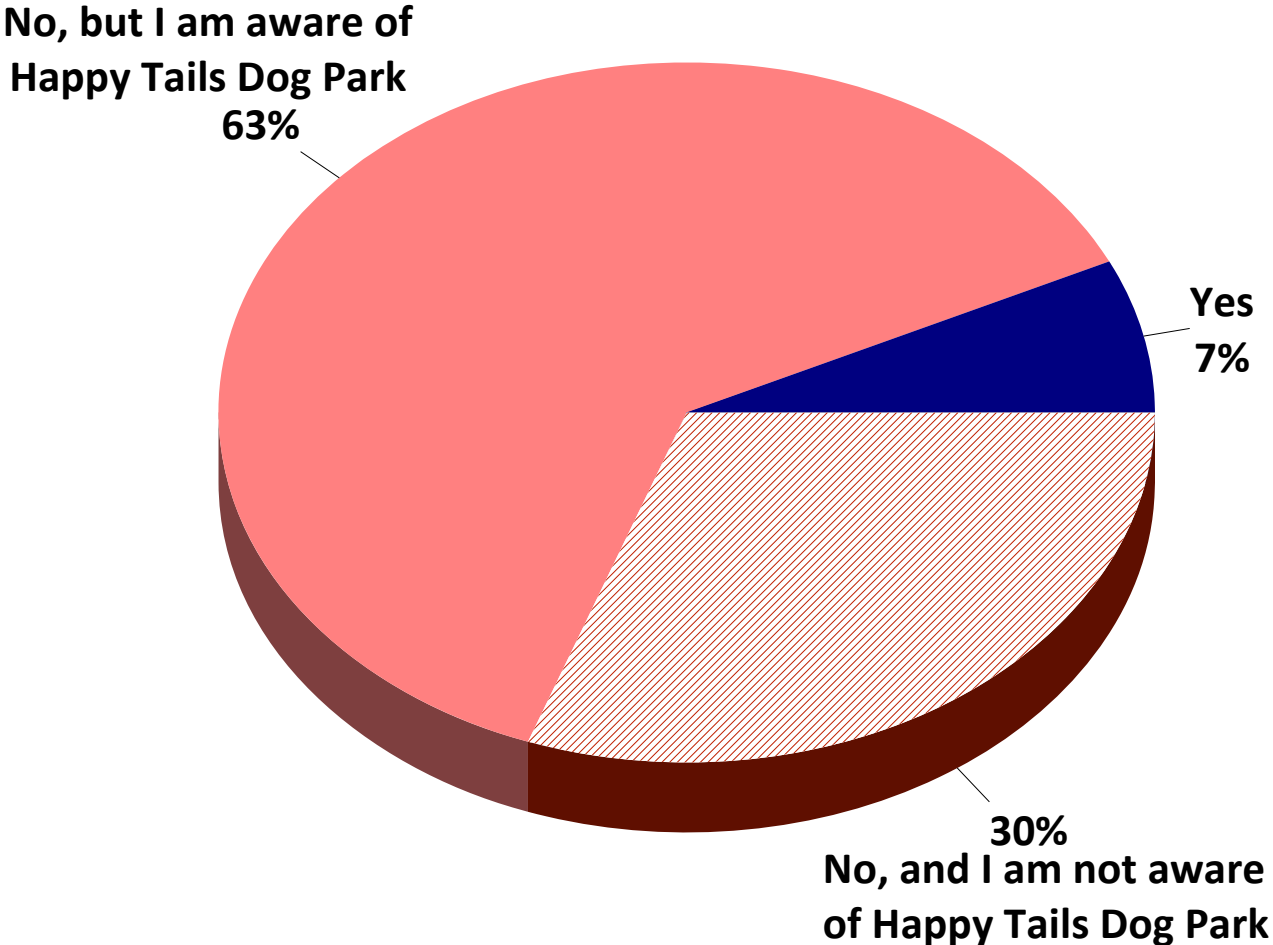
# Q18a. How would you rate your overall experience at Venue 1012?

by percentage of respondents who have visited Venue 1012



# Q19. Have you or anyone in your household visited the Happy Tails Dog Park, located on Theodore Drive near Public Works?

by percentage of respondents (excluding "not provided")



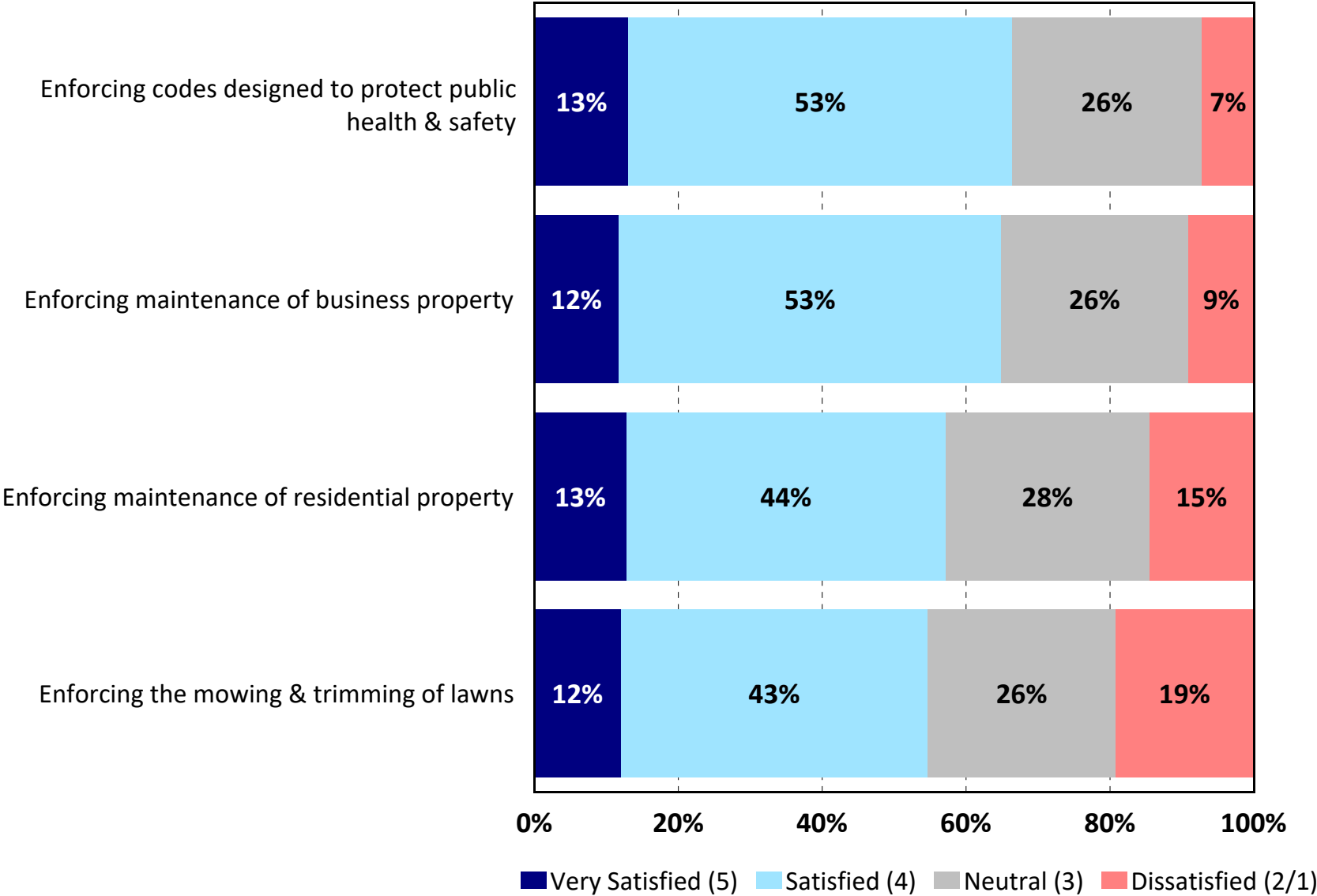
# Q19a. How would you rate your overall experience at Happy Tails Dog Park?

by percentage of respondents who have visited Happy Tails Dog Park (excluding "not provided")



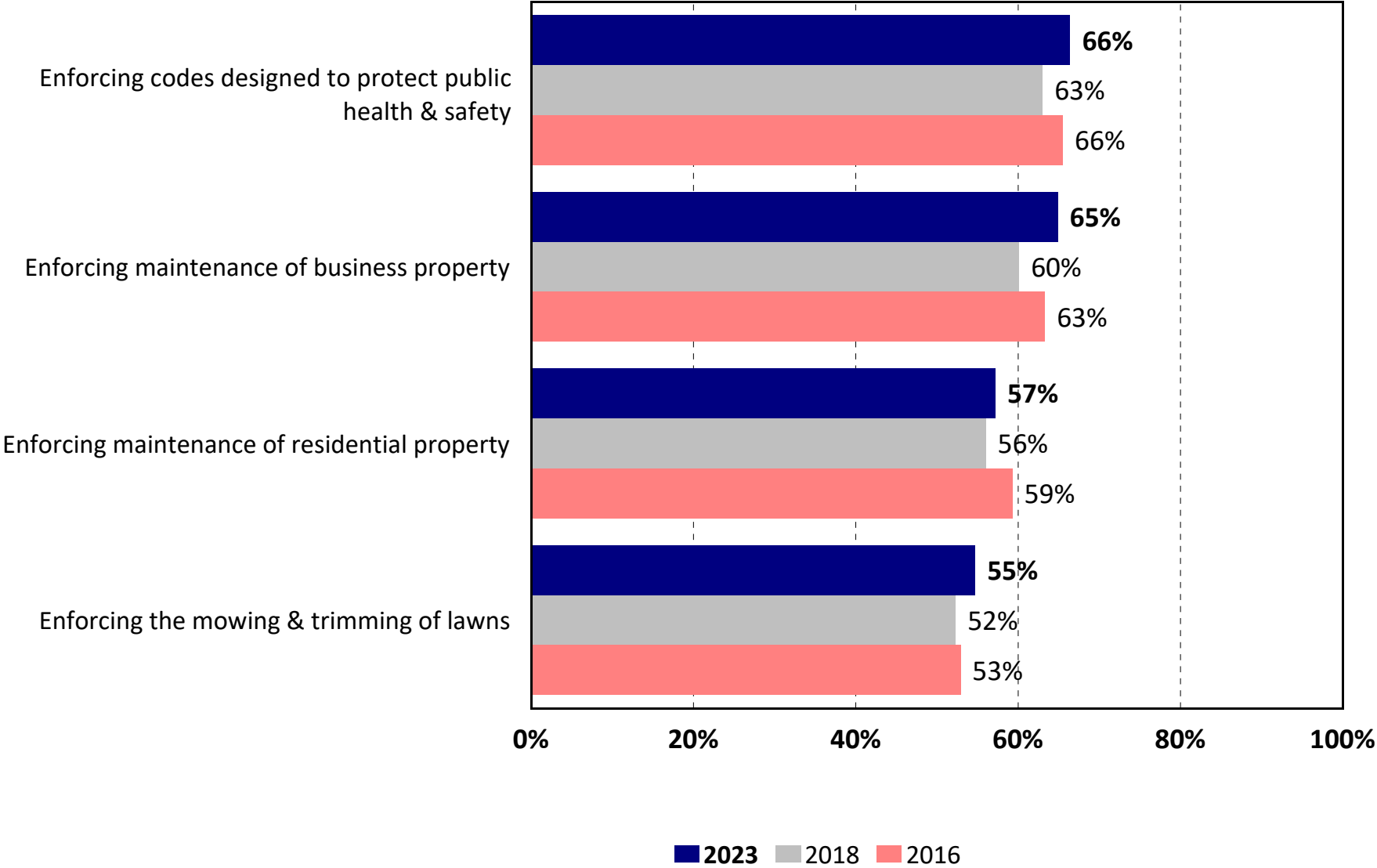
# Q20. Satisfaction with Code Compliance

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



# Satisfaction with Code Compliance

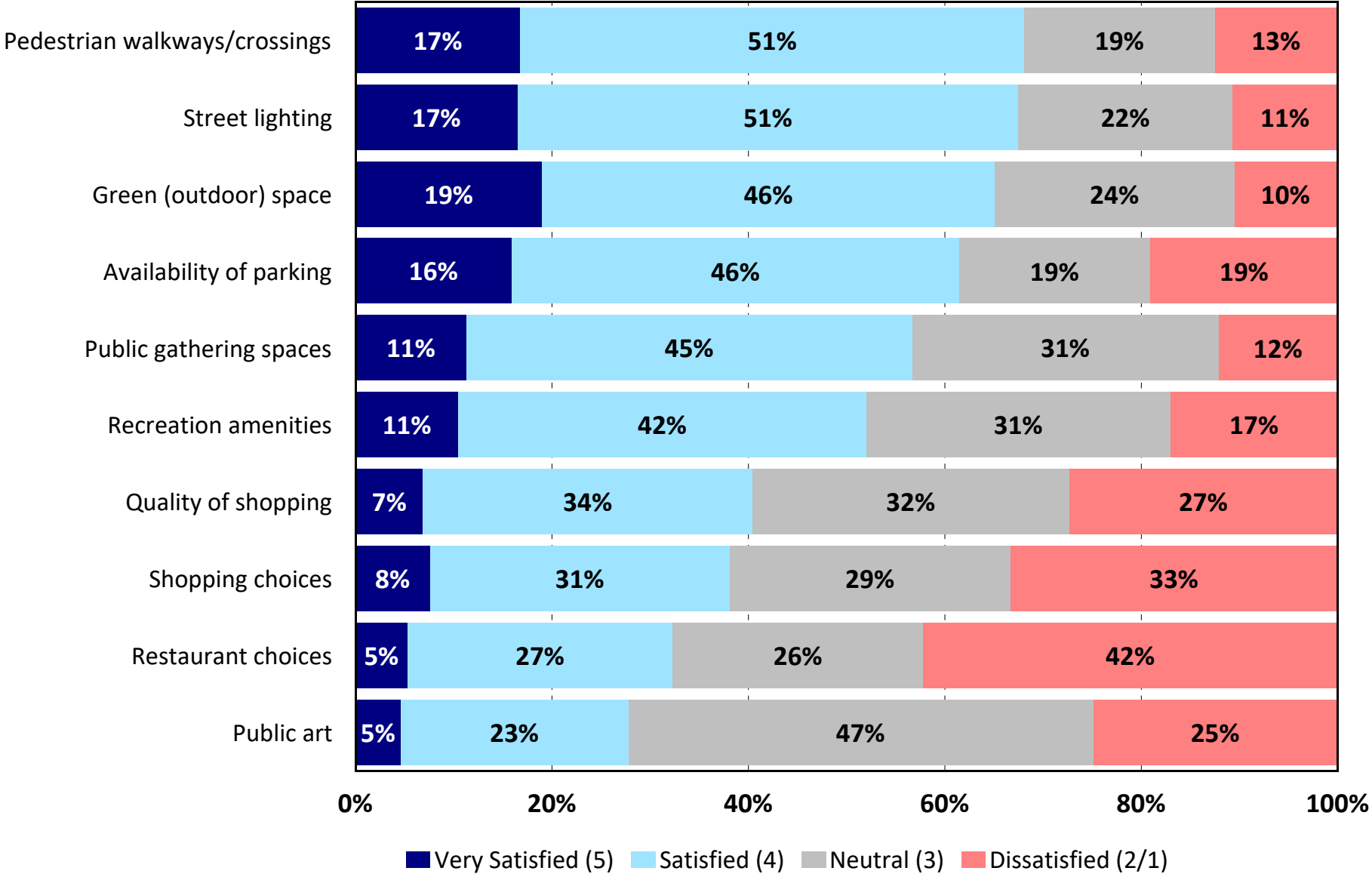
by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding "don't know")



**TRENDS**

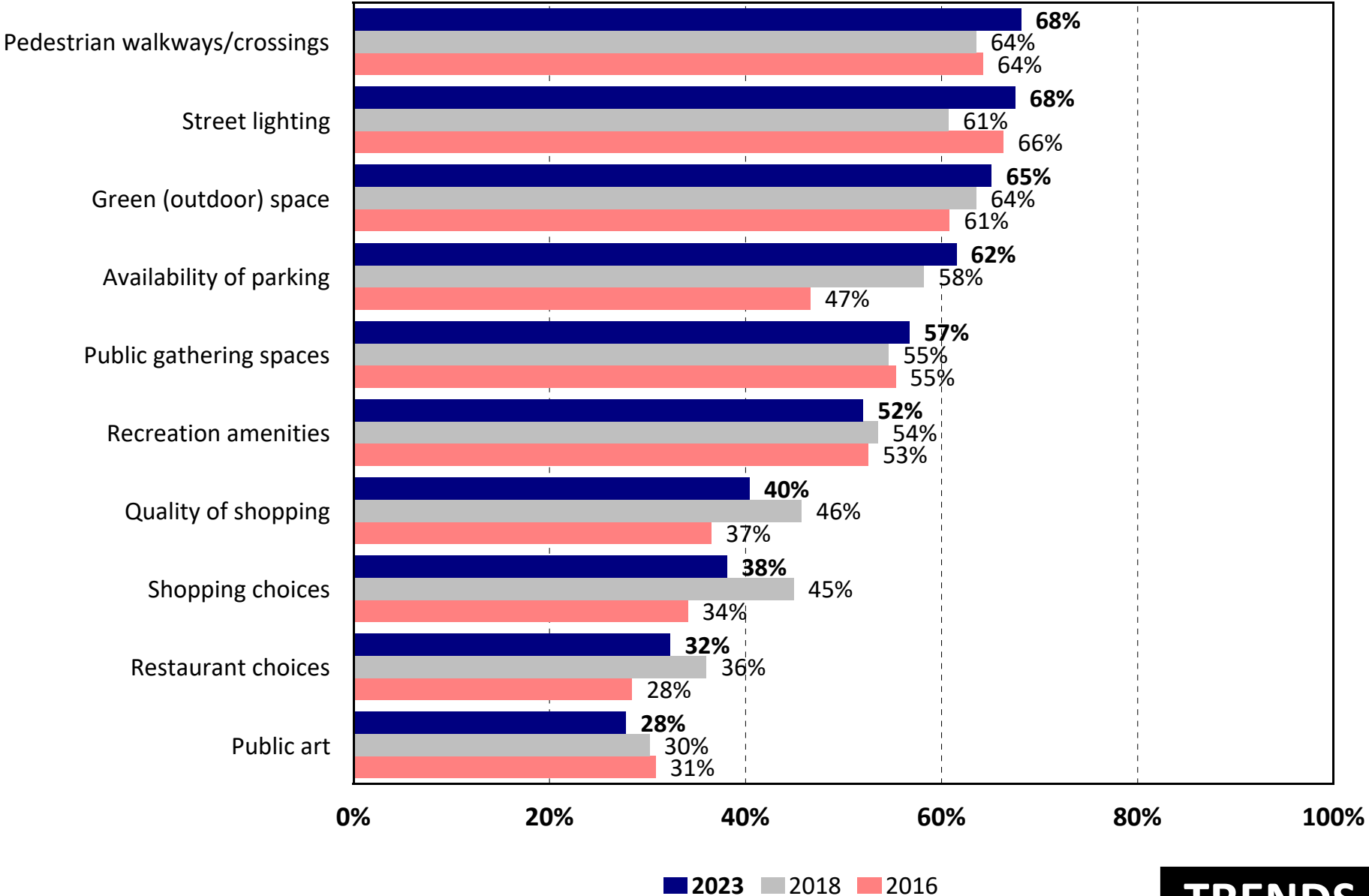
# Q21. Satisfaction with Downtown

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



# Satisfaction with Downtown

by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding "don't know")

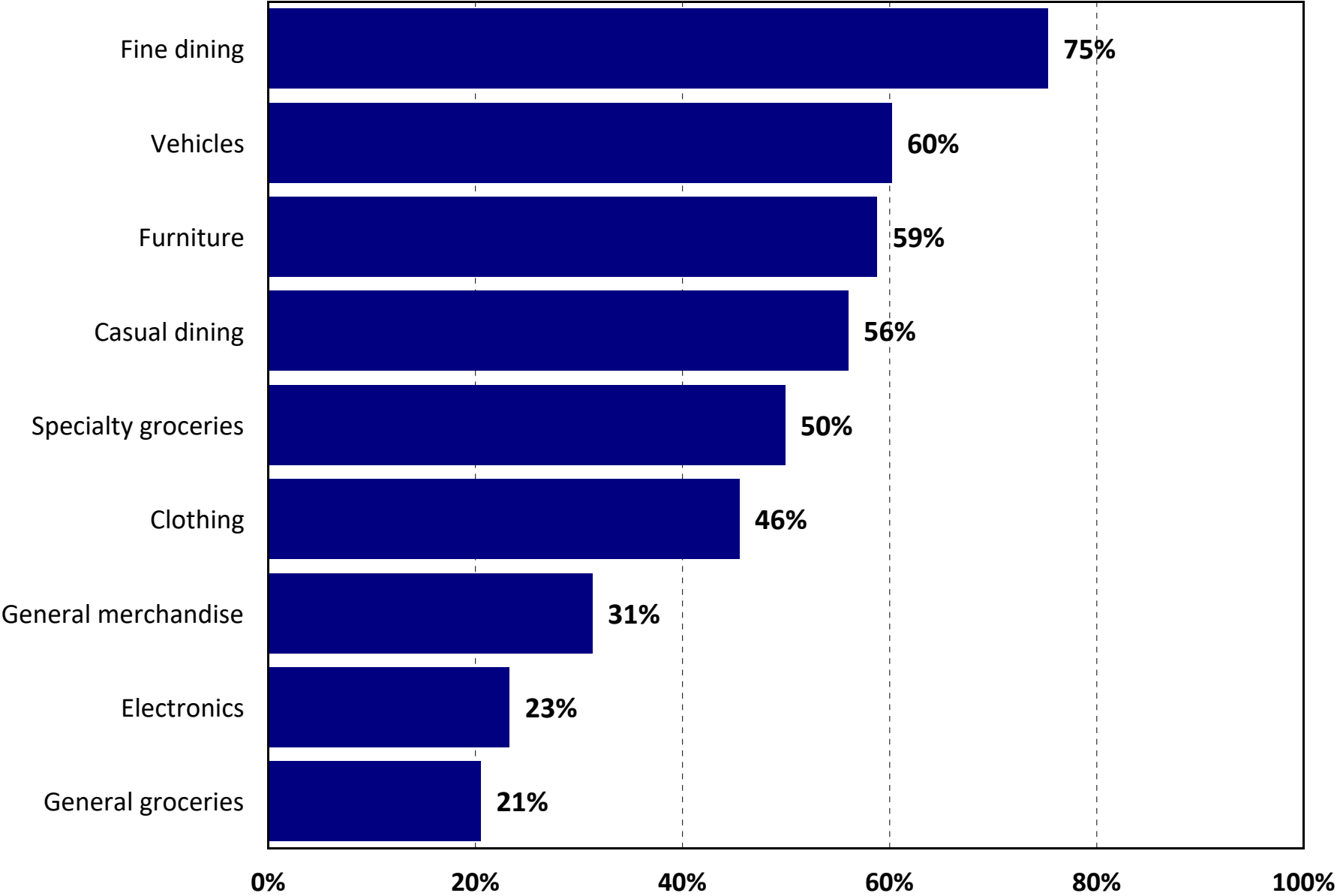


**TRENDS**



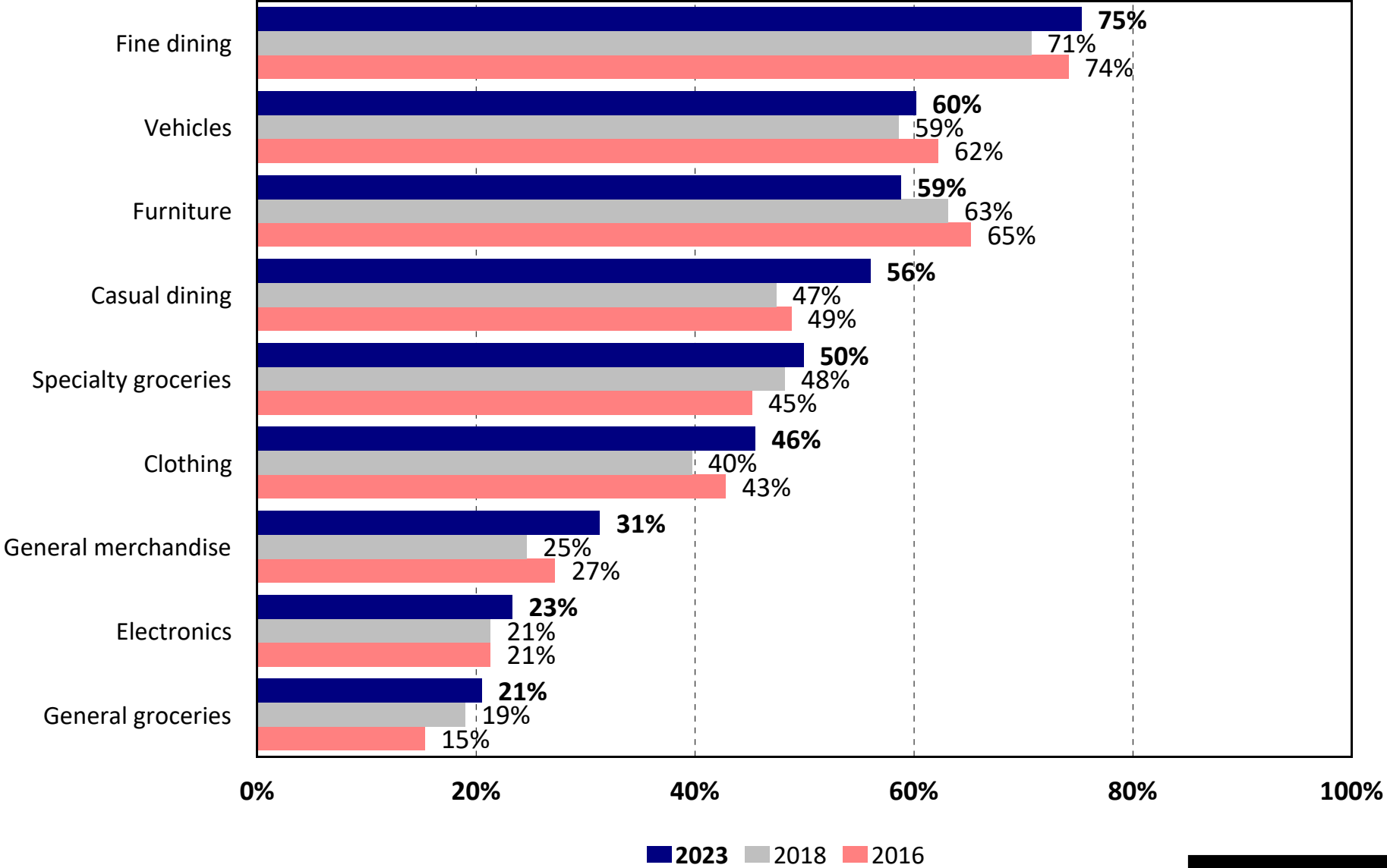
# Q22. What do you leave Oswego to spend money on?

by percentage of respondents (multiple choices could be made)



# What do you leave Oswego to spend money on?

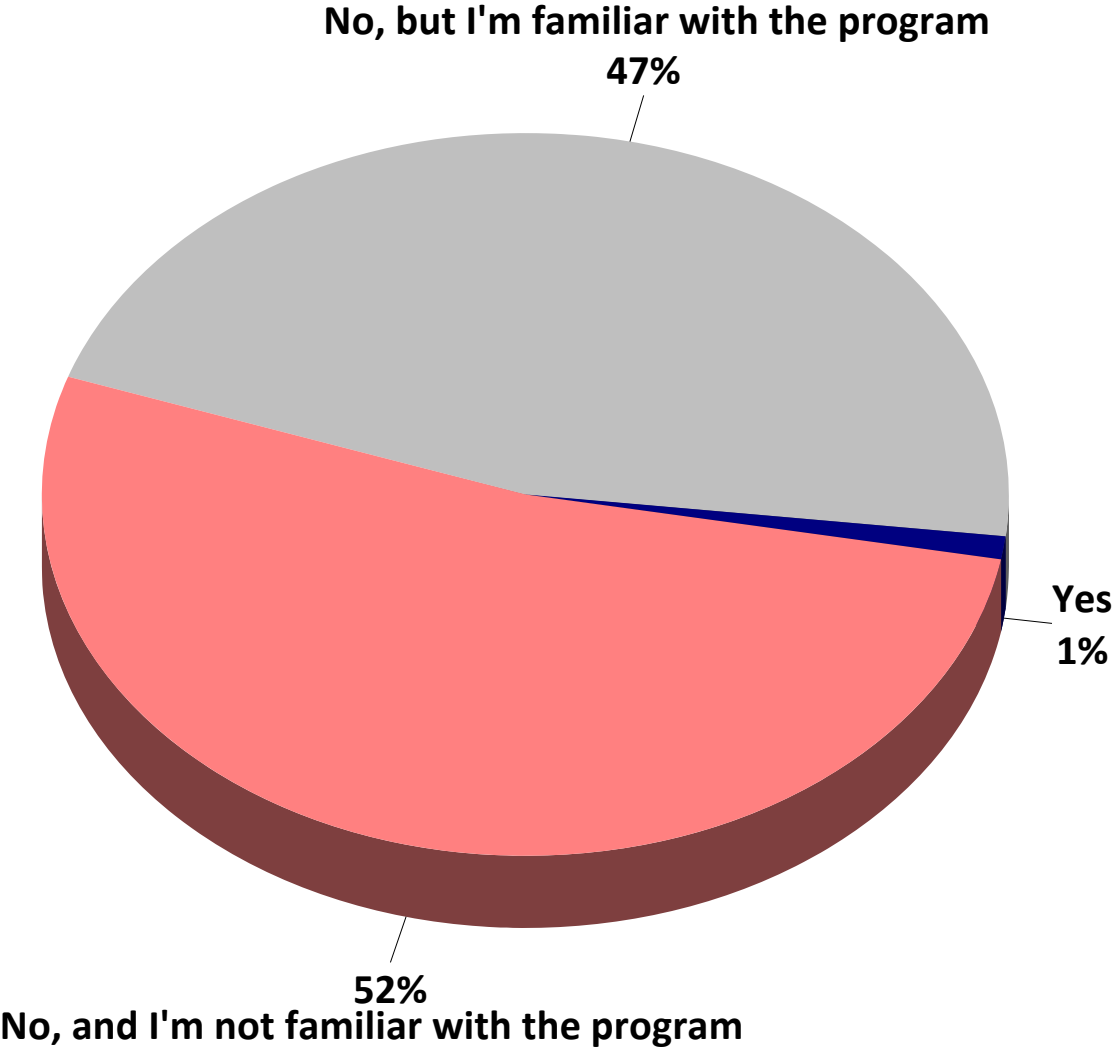
by percentage of respondents (multiple choices could be made)



**TRENDS**

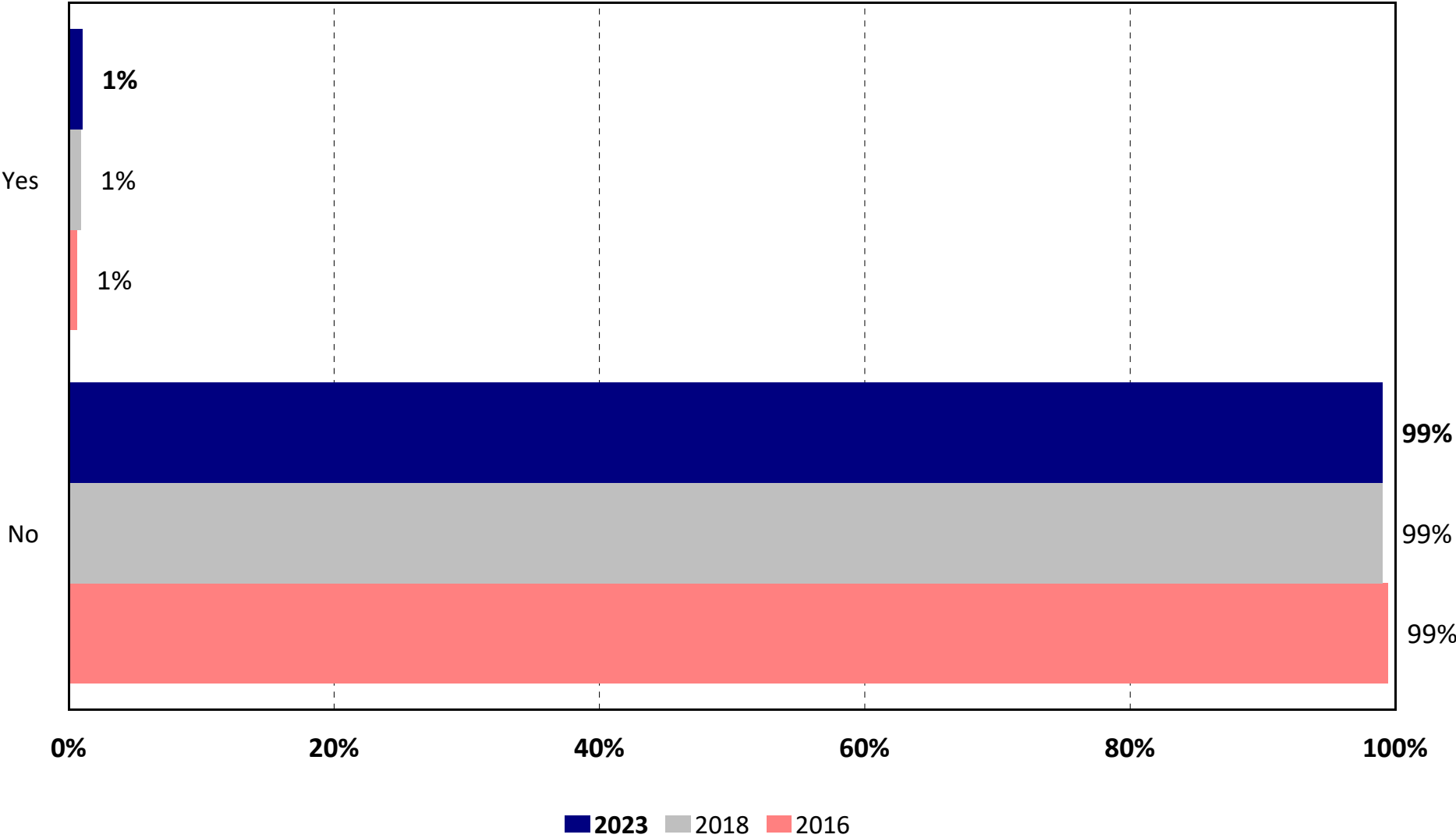
# Q23. Do you regularly use the Kendall Area Transit Program (KAT) bus service?

by percentage of respondents (excluding "not provided")



# Do you regularly use the Kendall Area Transit Program (KAT) bus service?

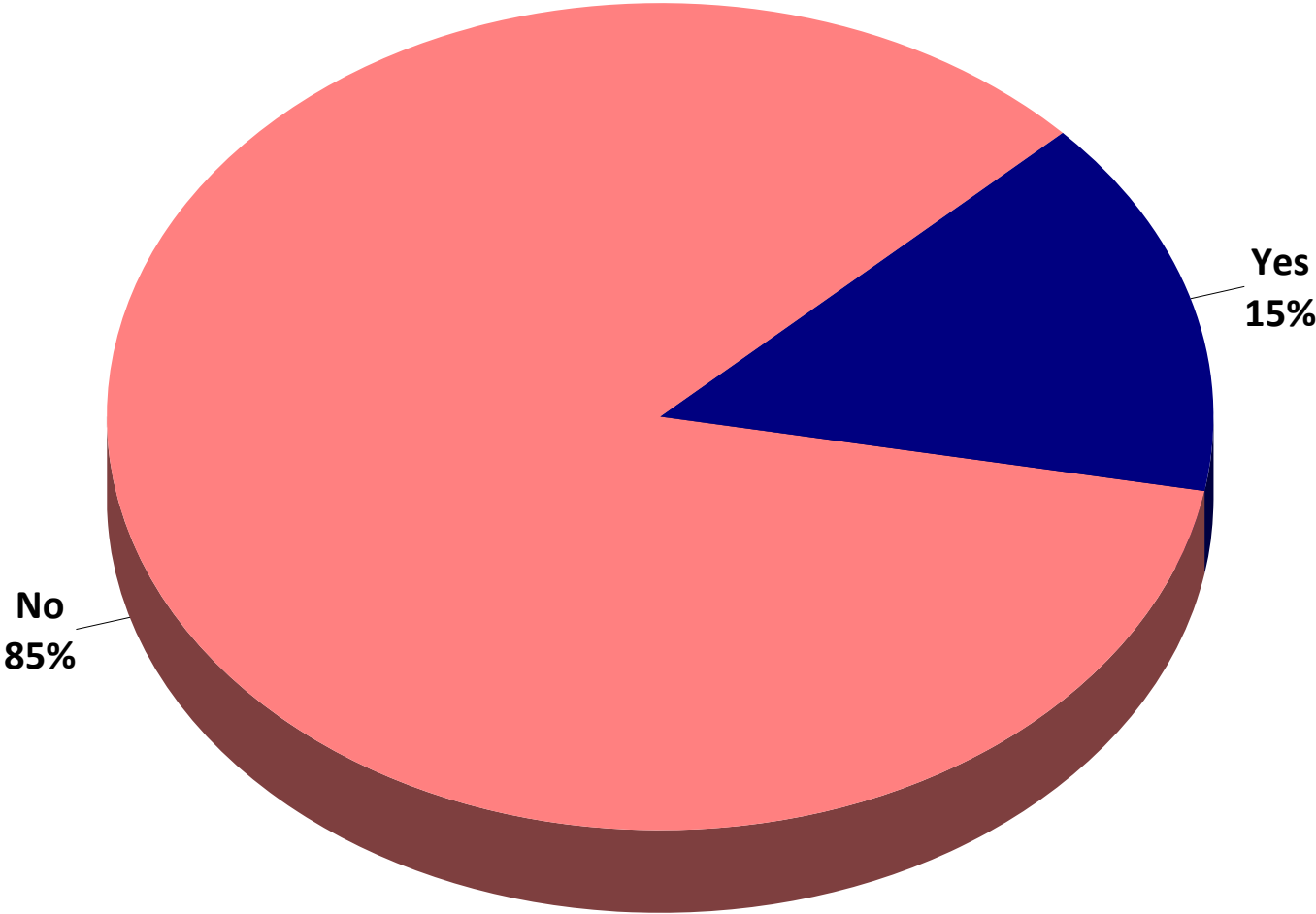
by percentage of respondents (excluding "not provided")



**TRENDS**

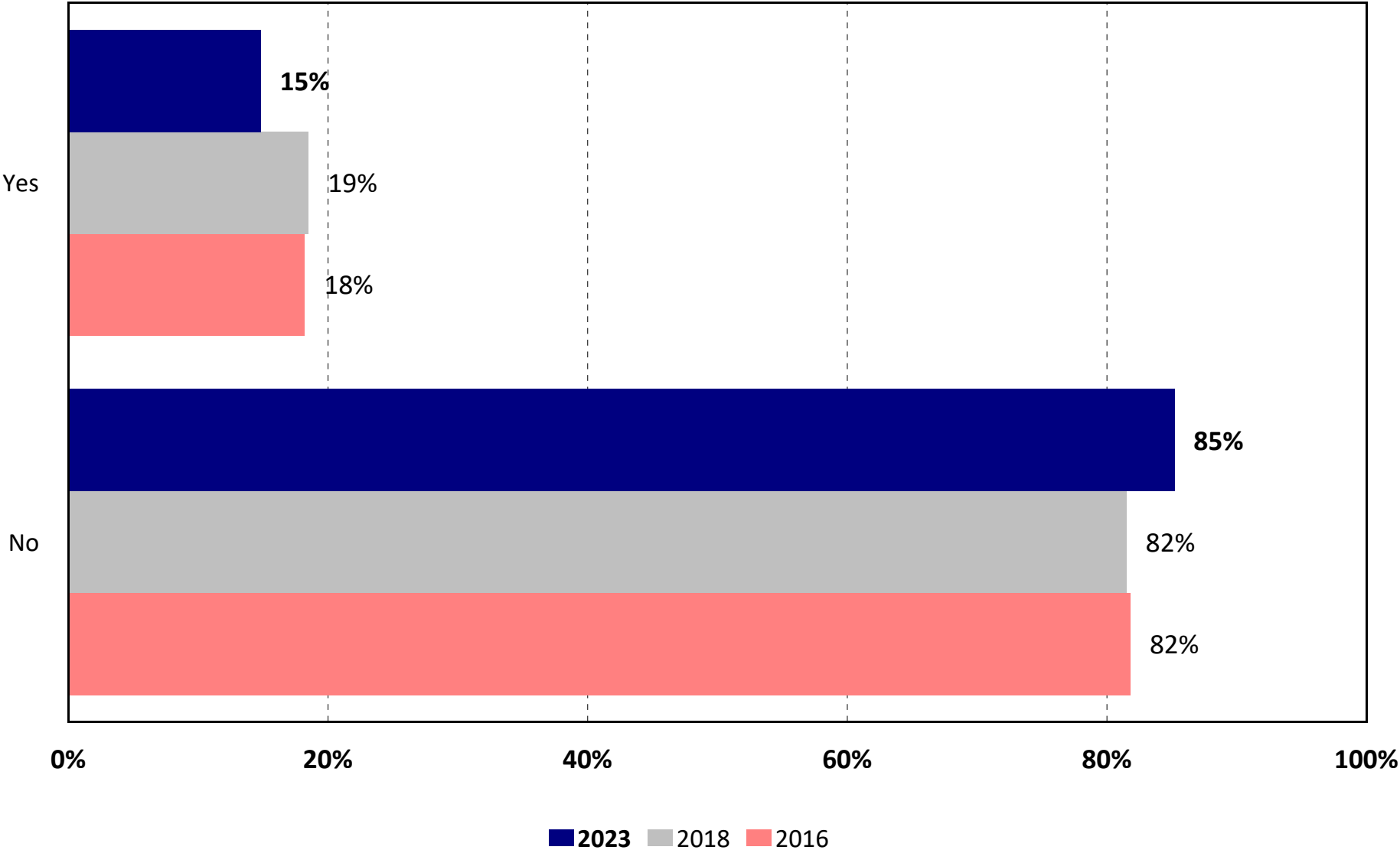
# Q24. Do you regularly use Metra commuter rail service?

by percentage of respondents (excluding "not provided")



# Do you regularly use Metra commuter rail service?

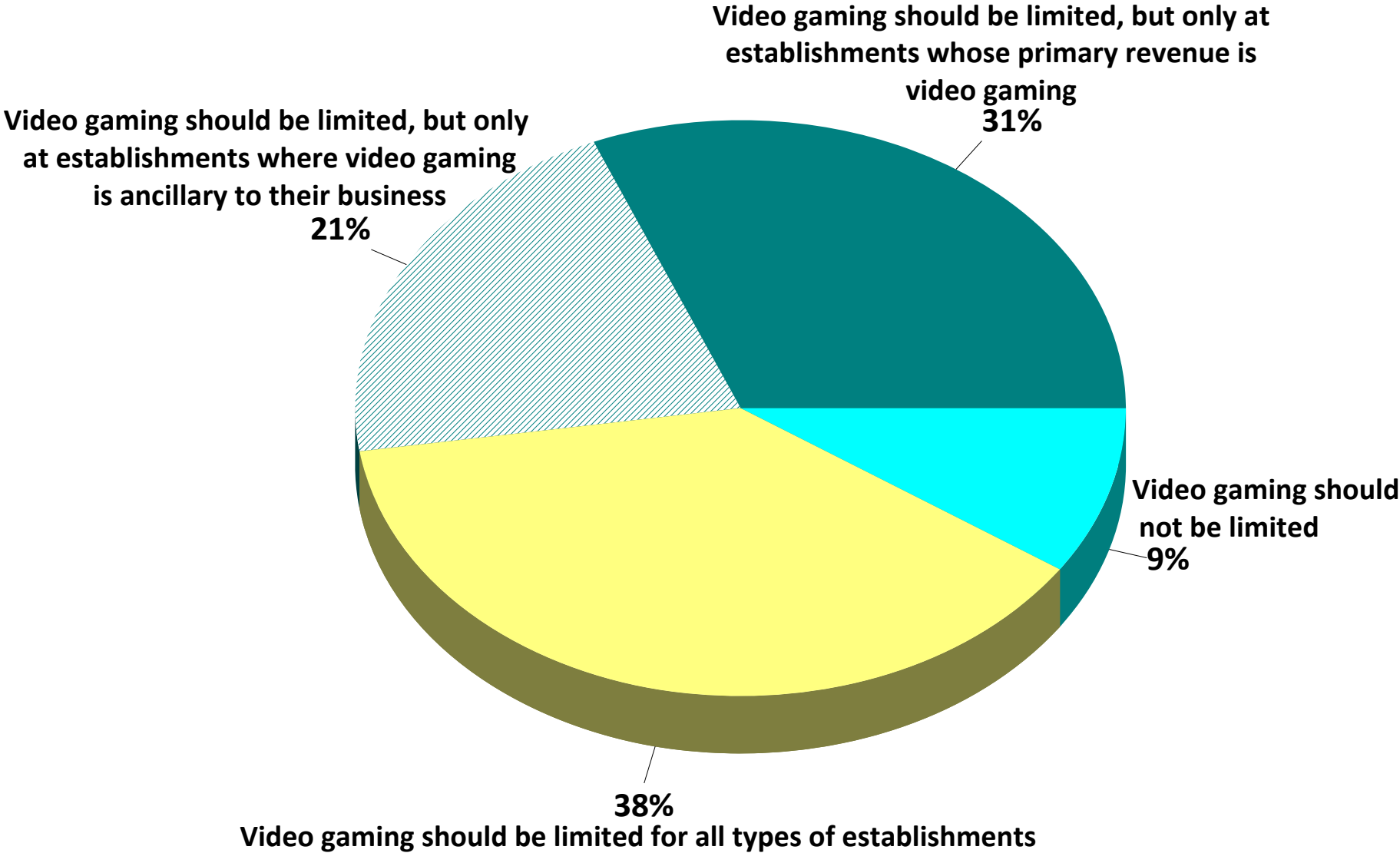
by percentage of respondents (excluding "not provided")



**TRENDS**

# Q25. Which of the following statements best describes your opinion about video gaming?

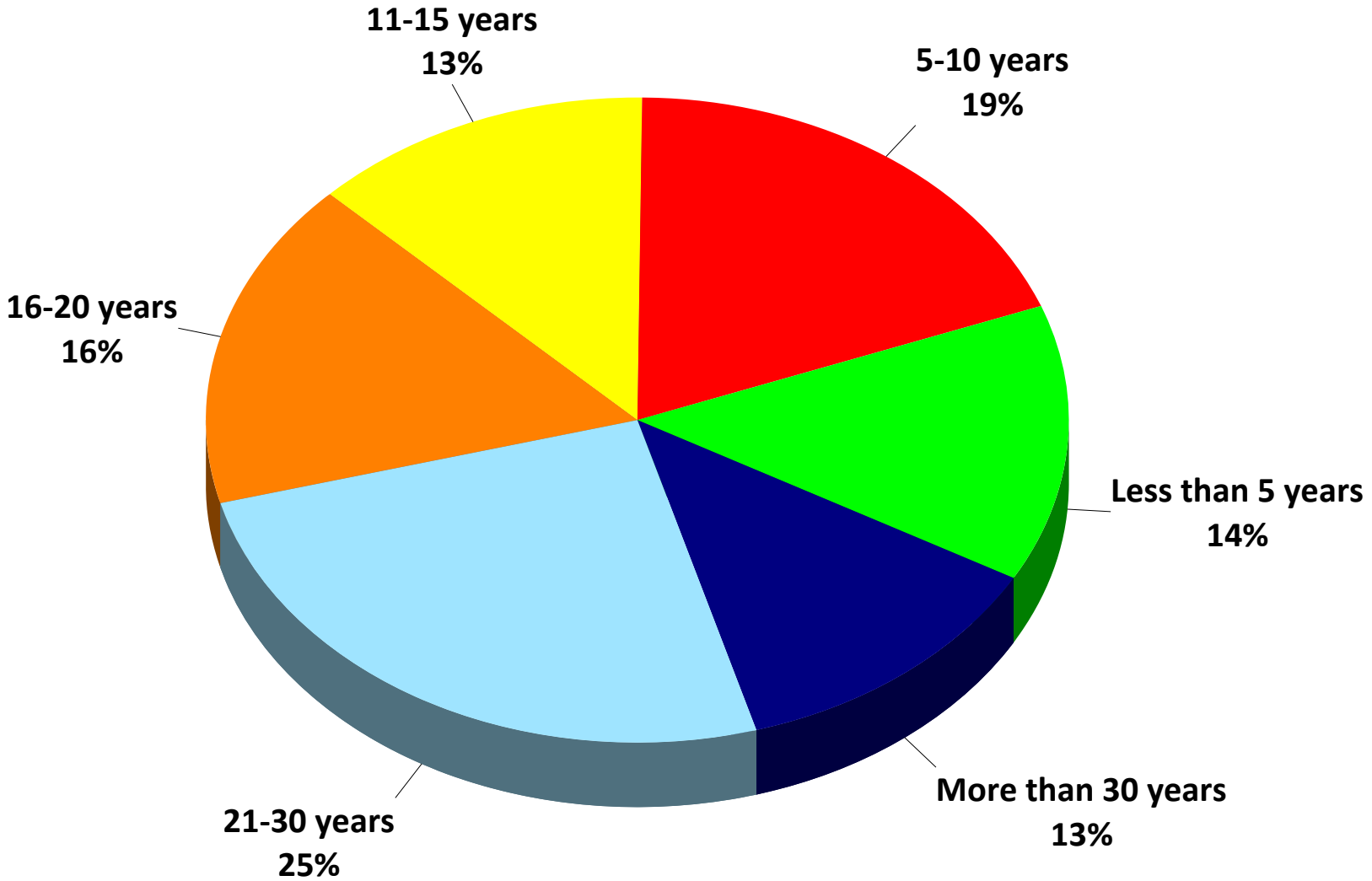
by percentage of respondents (excluding "don't know")





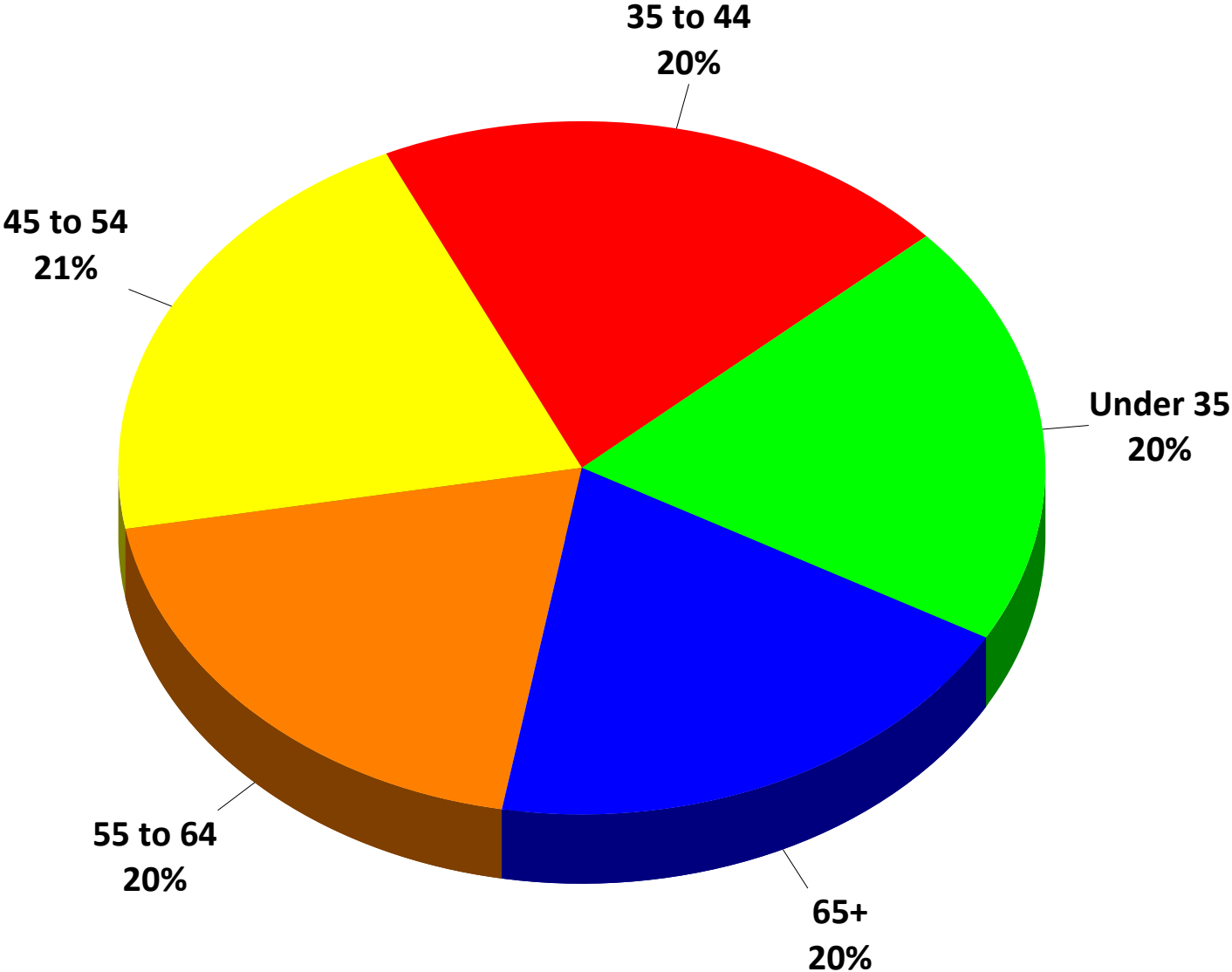
# Q26. Demographics: Approximately how many years have you lived in the Village of Oswego?

by percentage of respondents (excluding "not provided")



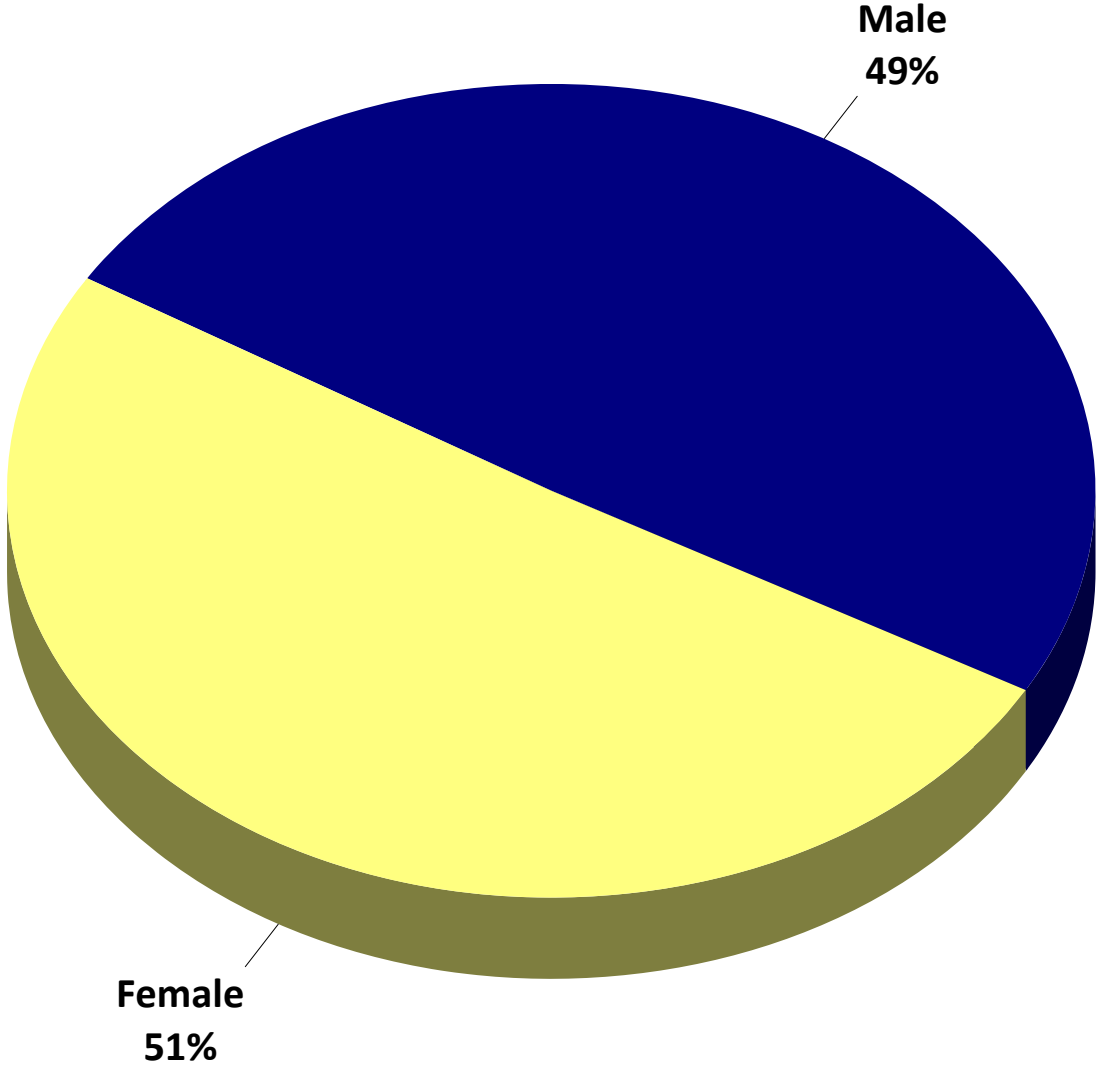
# Q27. Demographics: What is your age?

by percentage of respondents (excluding "not provided")



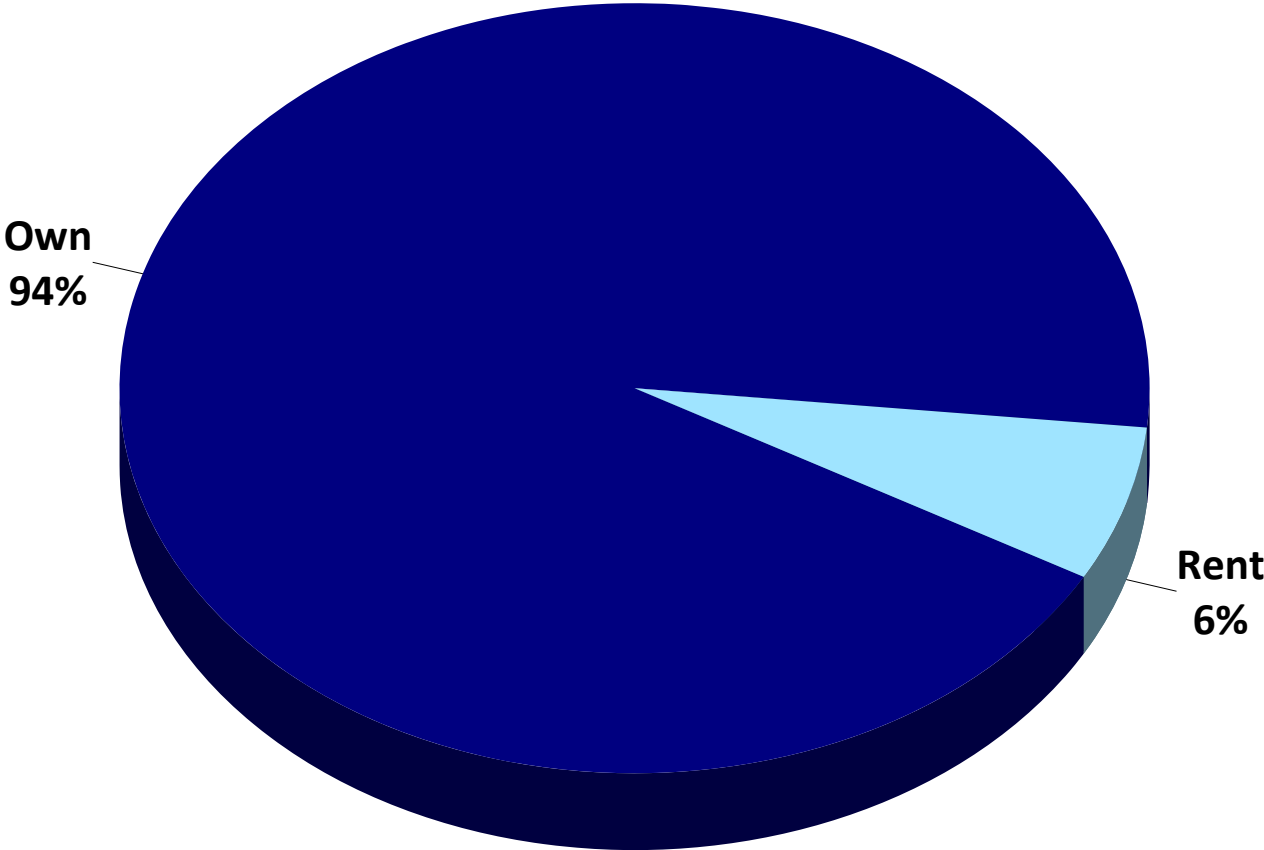
# Q28. Demographics: Gender

by percentage of respondents (excluding "not provided")



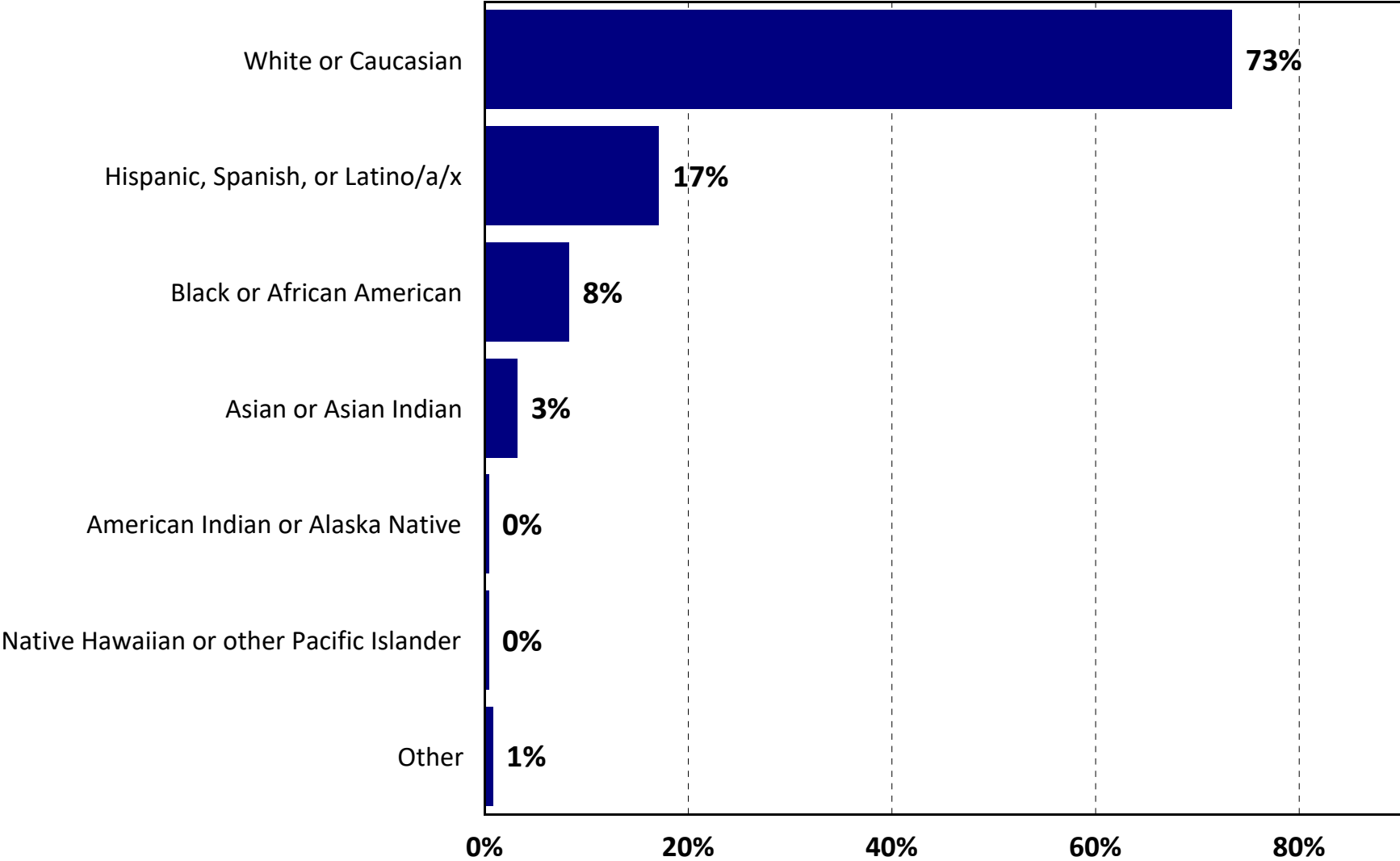
# Q29. Demographics: Which of the following best describes your housing situation?

by percentage of respondents (excluding "not provided")



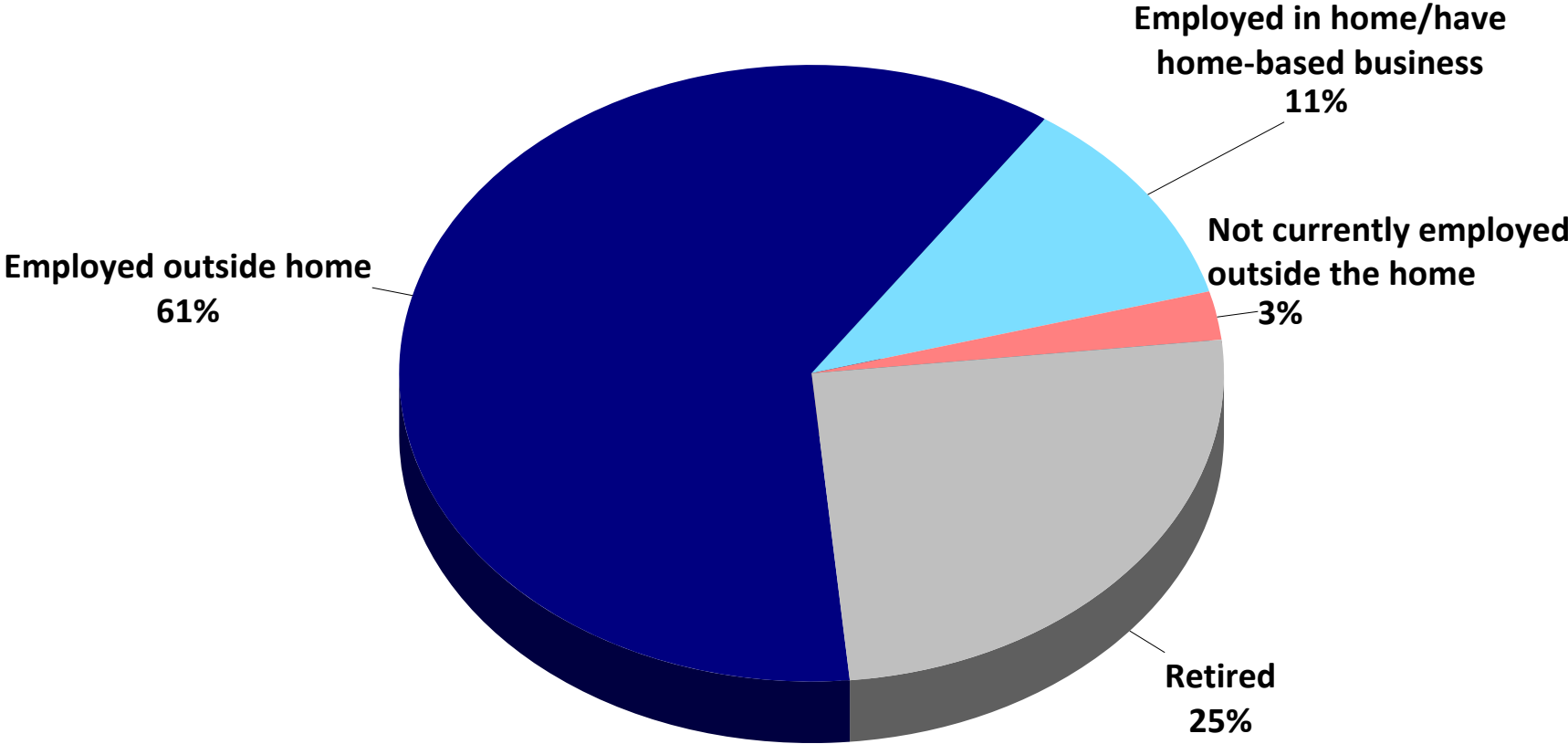
# Q30. Demographics: Which of the following best describes your race/ethnicity?

by percentage of respondents (multiple choices could be made)



# Q31. Demographics: Which of the following best describes your current employment status?

by percentage of respondents (excluding "not provided")



*0.2% were students*



# 2

# Benchmarking Analysis

# Benchmarking Analysis



## Overview

ETC Institute's *DirectionFinder*<sup>®</sup> 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 Illinois, Iowa, Kansas, Minnesota, Missouri, Nebraska, North Dakota, Oklahoma, South Dakota, Wisconsin.

The charts on the following pages show how the results for the Village of Oswego compare to the national average and the Plains regional average. The blue bar shows the results for Oswego. The red bar shows the Plains regional average from communities that administered the *DirectionFinder*<sup>®</sup> survey during the summer of 2023. The yellow 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.

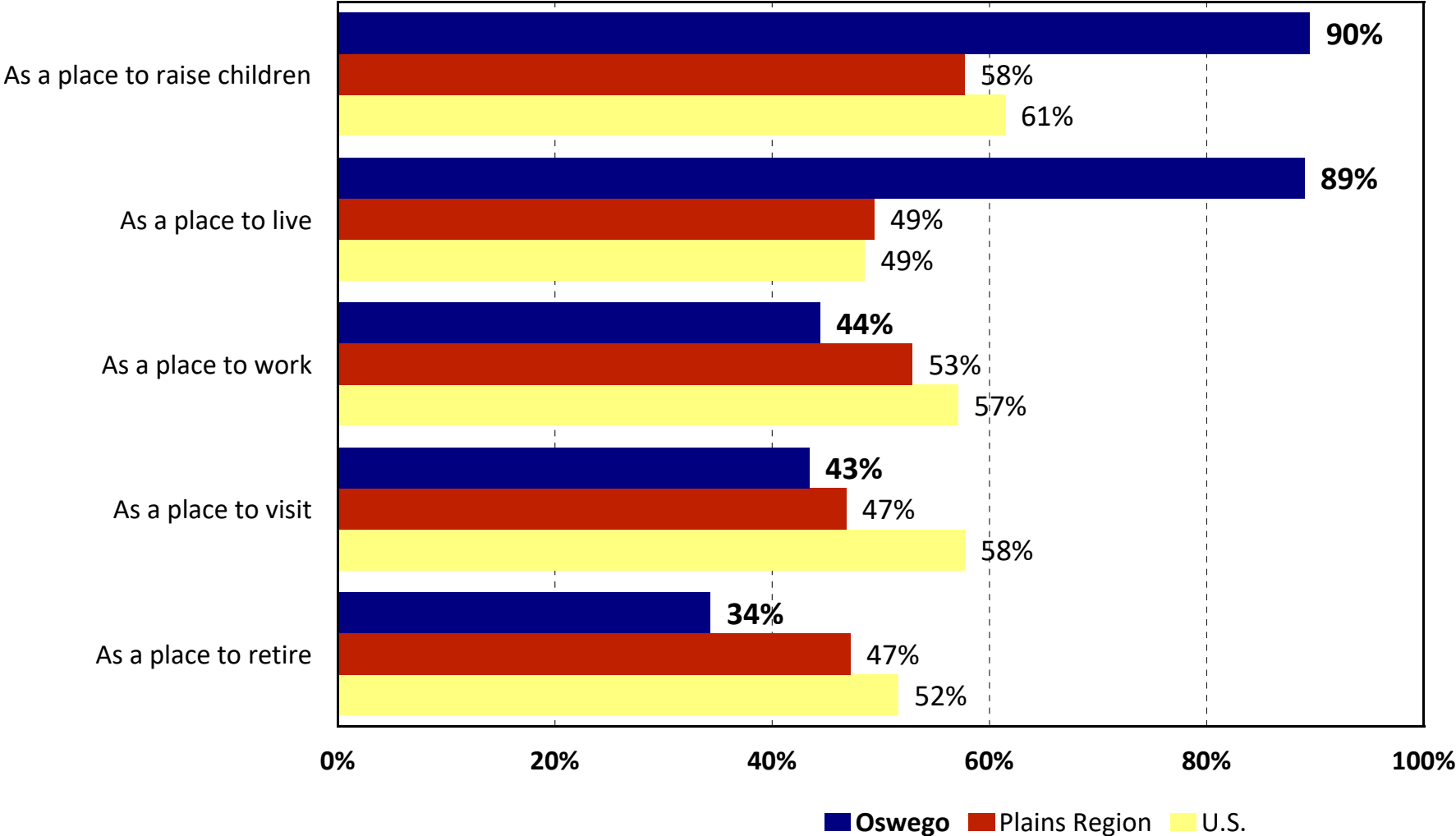


# National Benchmarks

**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 Oswego is not authorized without written consent from ETC Institute.**

# Overall Ratings of the Community Oswego vs. Plains Region vs. the U.S.

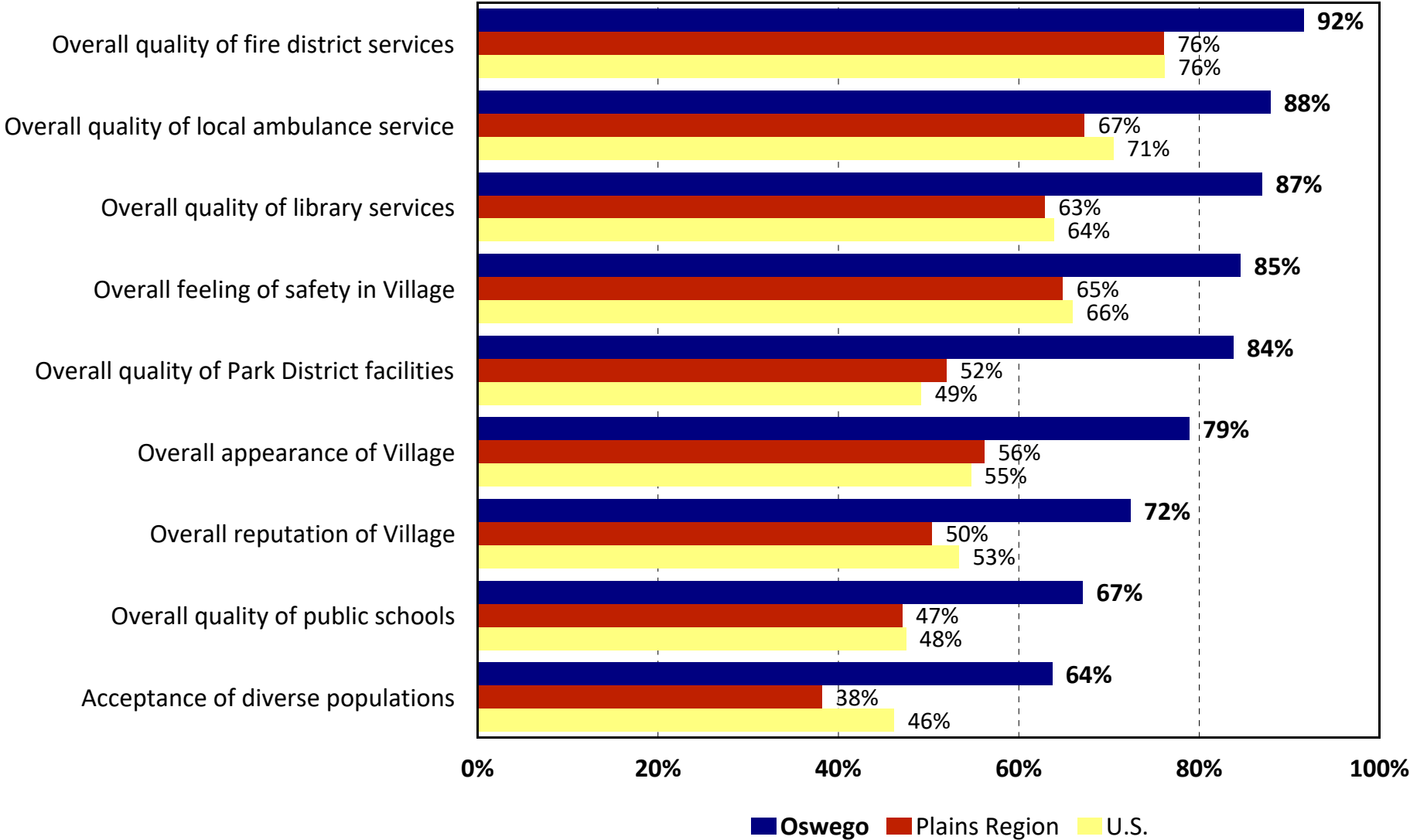
by percentage of respondents who rated the item 4 or 5 on a 5-point scale where 5 was "excellent" and 1 was "poor" (excluding don't knows)



# Perceptions of Village Services

## Oswego vs. Plains Region vs. the U.S.

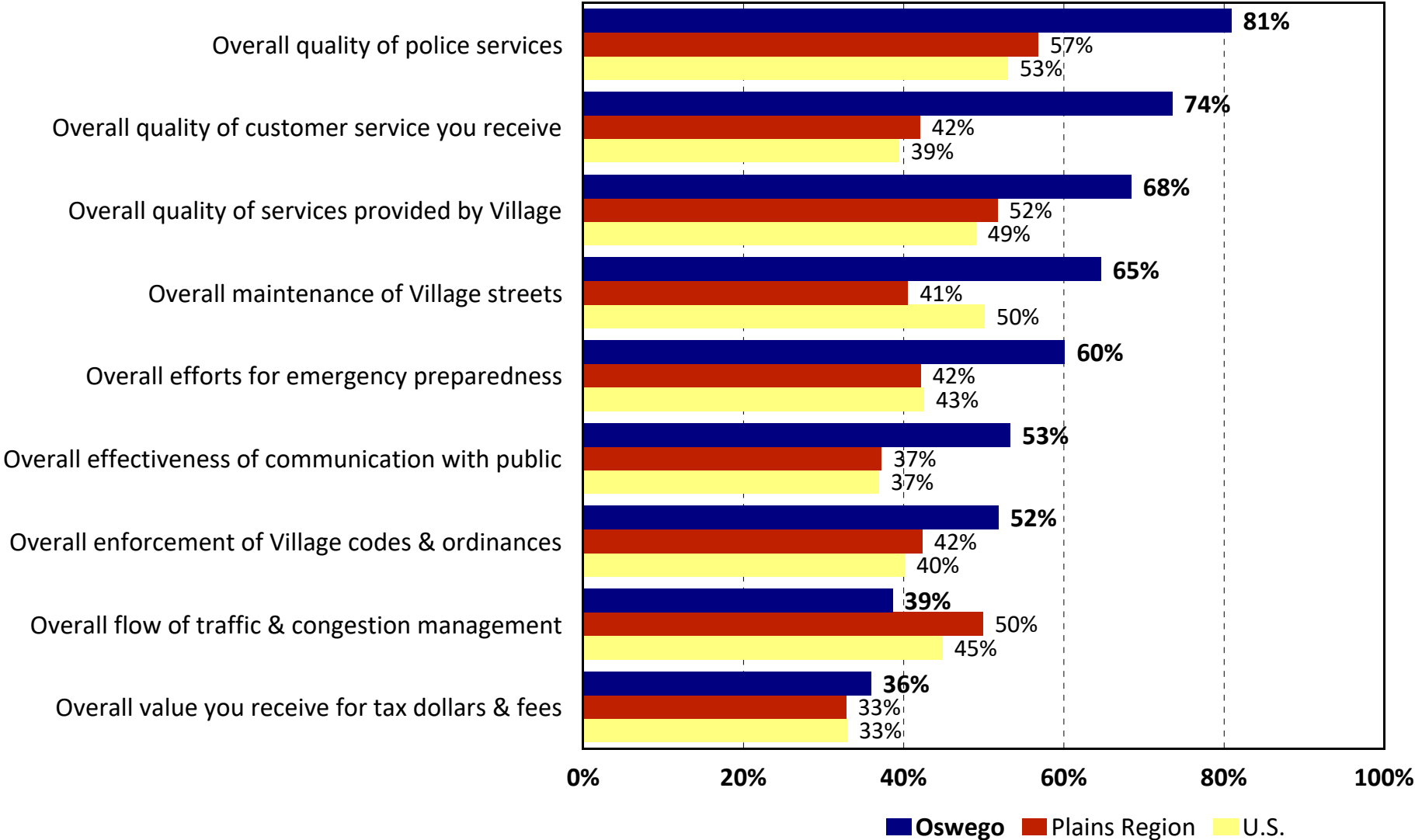
by percentage of respondents who rated the item 4 or 5 on a 5-point scale where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding don't knows)



# Satisfaction with Village Services

## Oswego vs. Plains Region vs. the U.S.

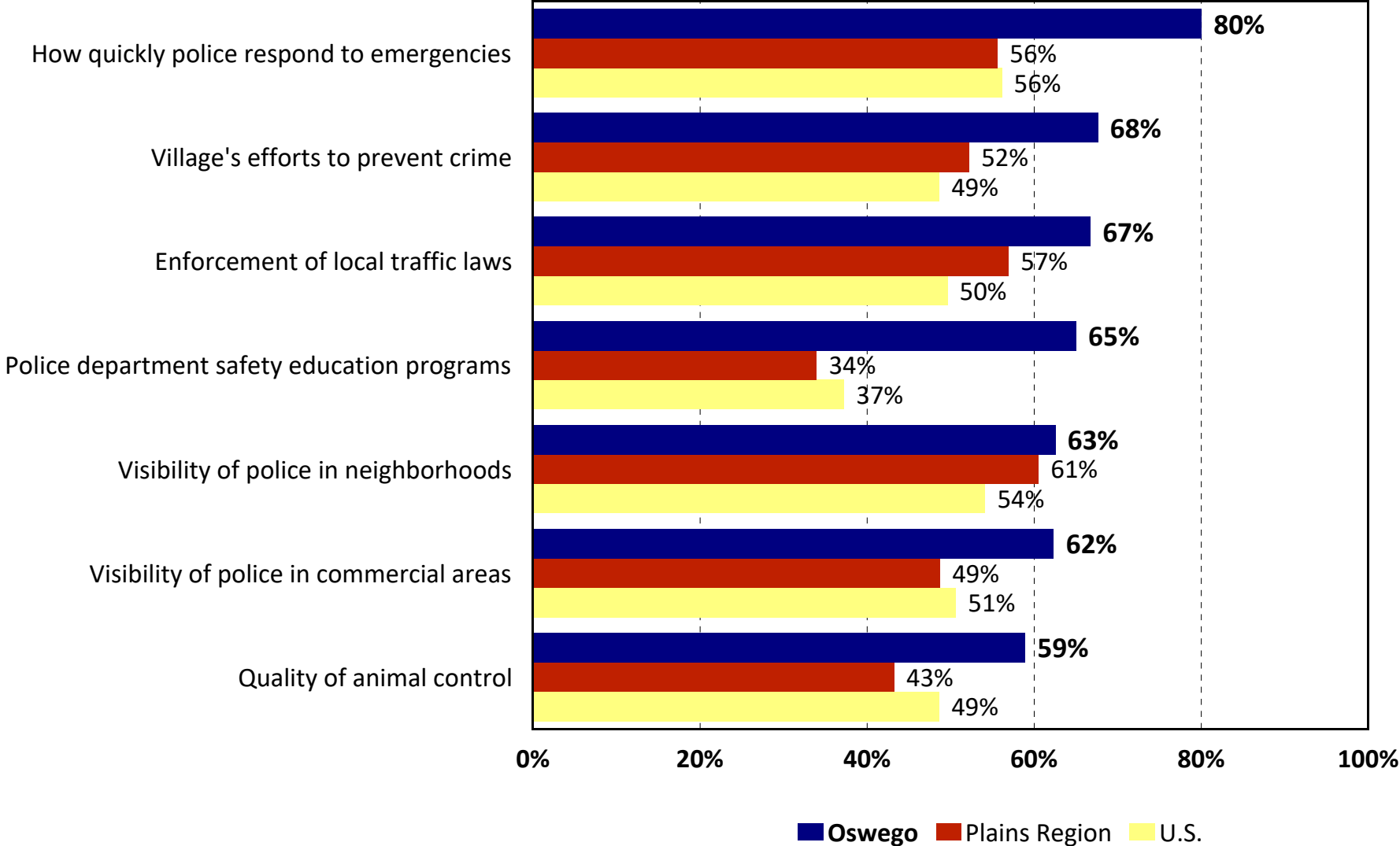
by percentage of respondents who rated the item 4 or 5 on a 5-point scale where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding don't knows)



# Satisfaction with Police Services

## Oswego vs. Plains Region vs. the U.S.

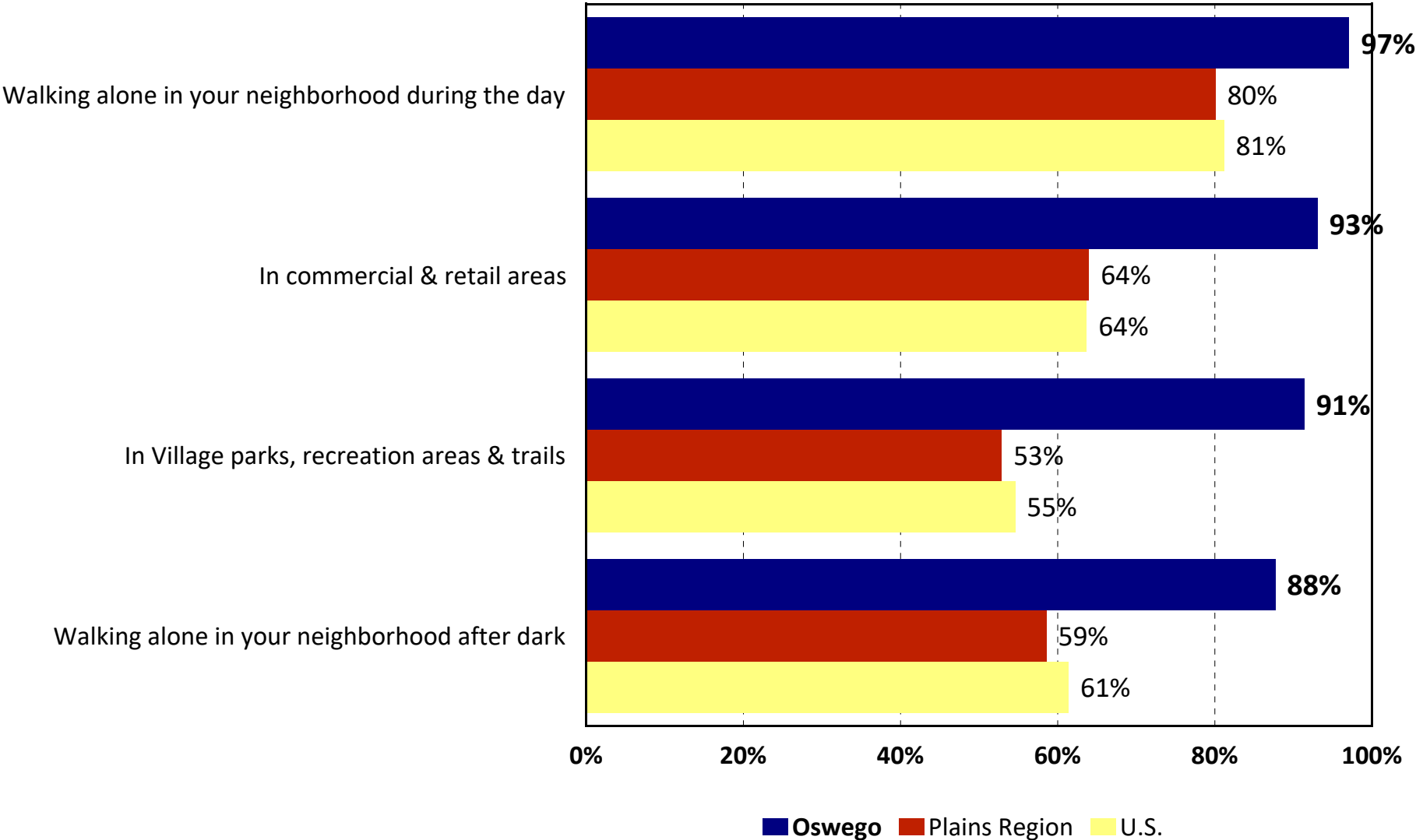
by percentage of respondents who rated the item 4 or 5 on a 5-point scale where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding don't knows)



# Feeling of Safety in Various Situations

## Oswego vs. Plains Region vs. the U.S.

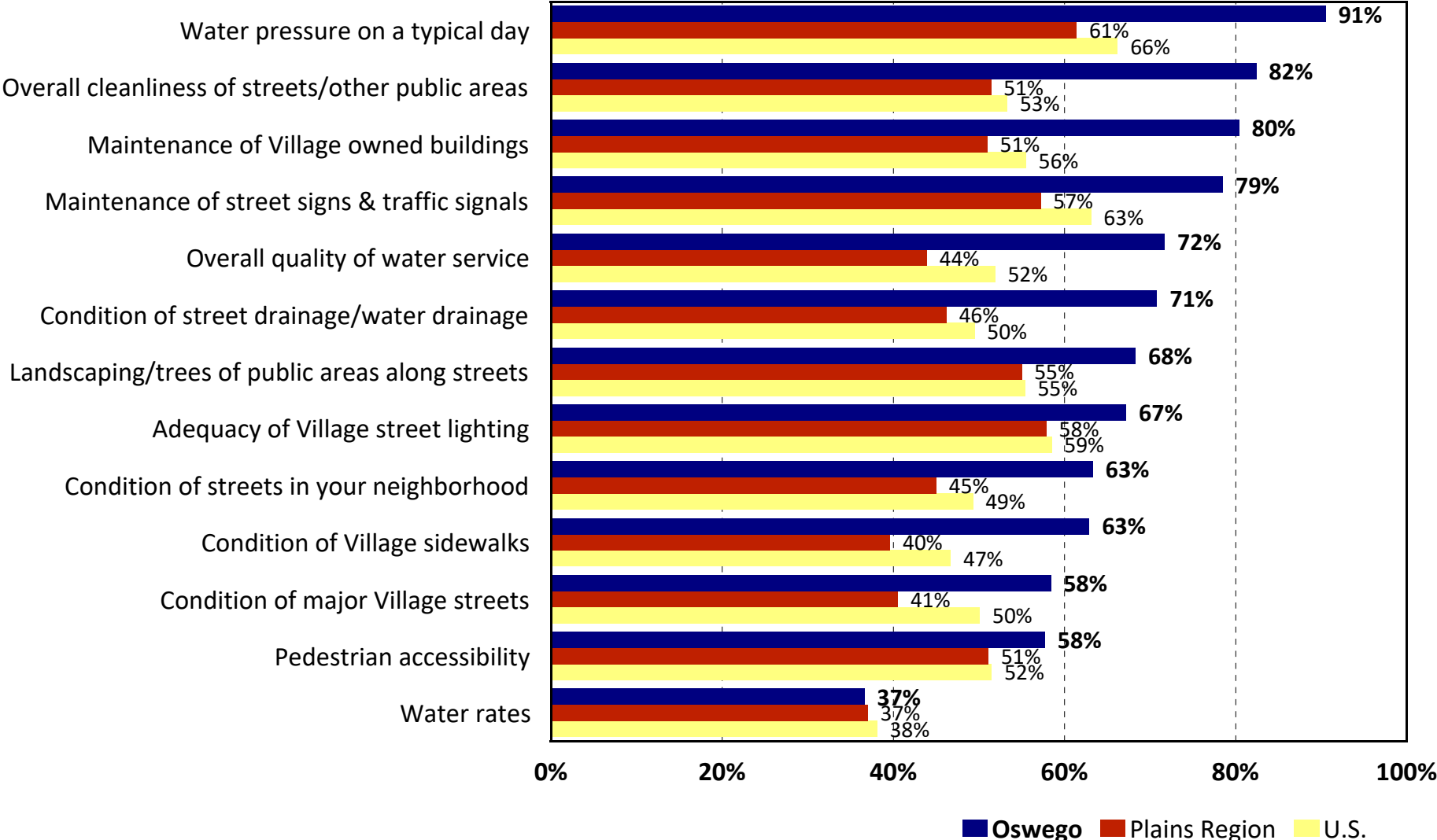
by percentage of respondents who rated the item 3 or 4 on a 4-point scale where 4 was "very safe" and 1 was "very unsafe" (excluding don't knows)



# Satisfaction with Village Maintenance

## Oswego vs. Plains Region vs. the U.S.

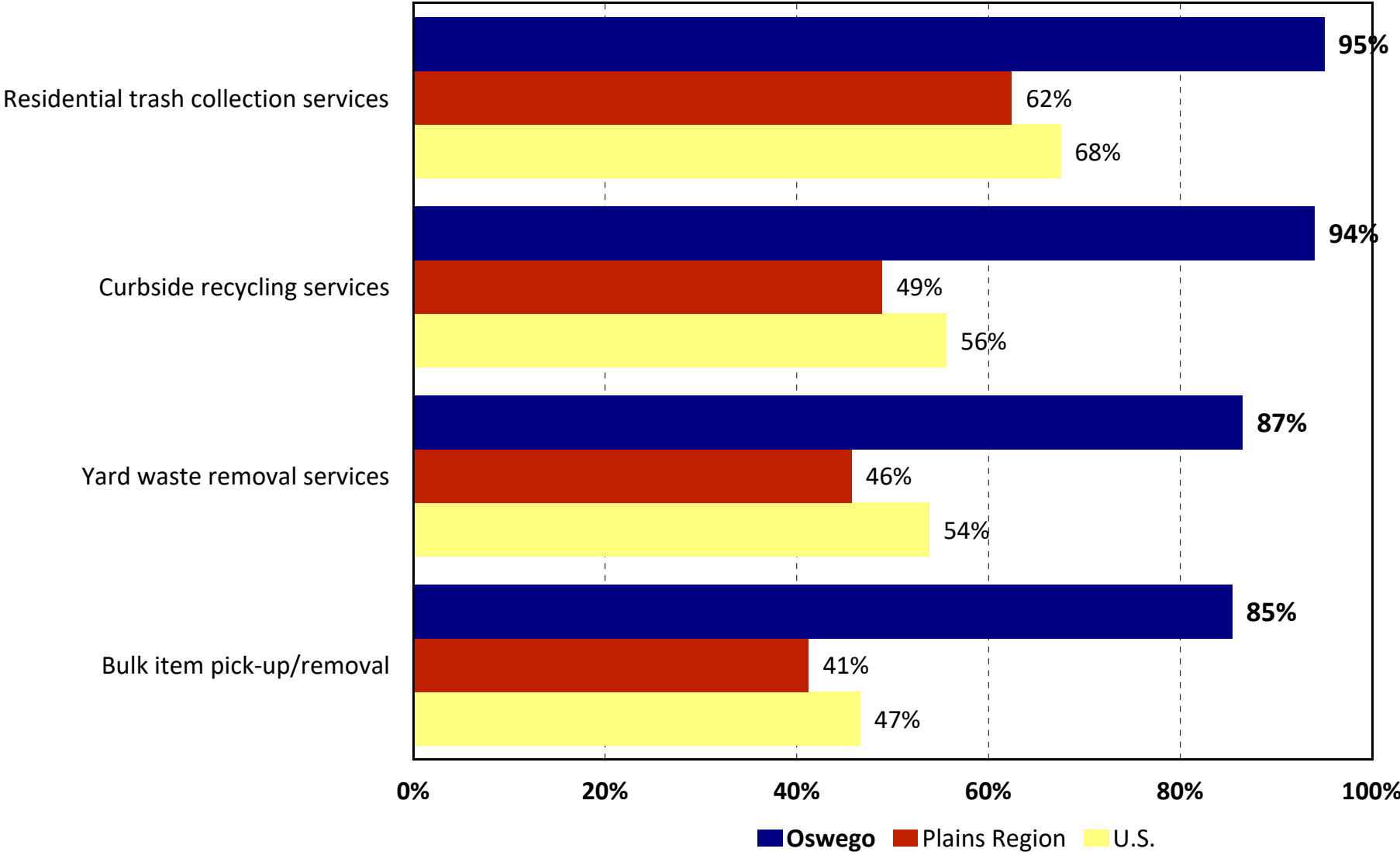
by percentage of respondents who rated the item 4 or 5 on a 5-point scale where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding don't knows)



# Satisfaction with Trash Services

## Oswego vs. Plains Region vs. the 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)

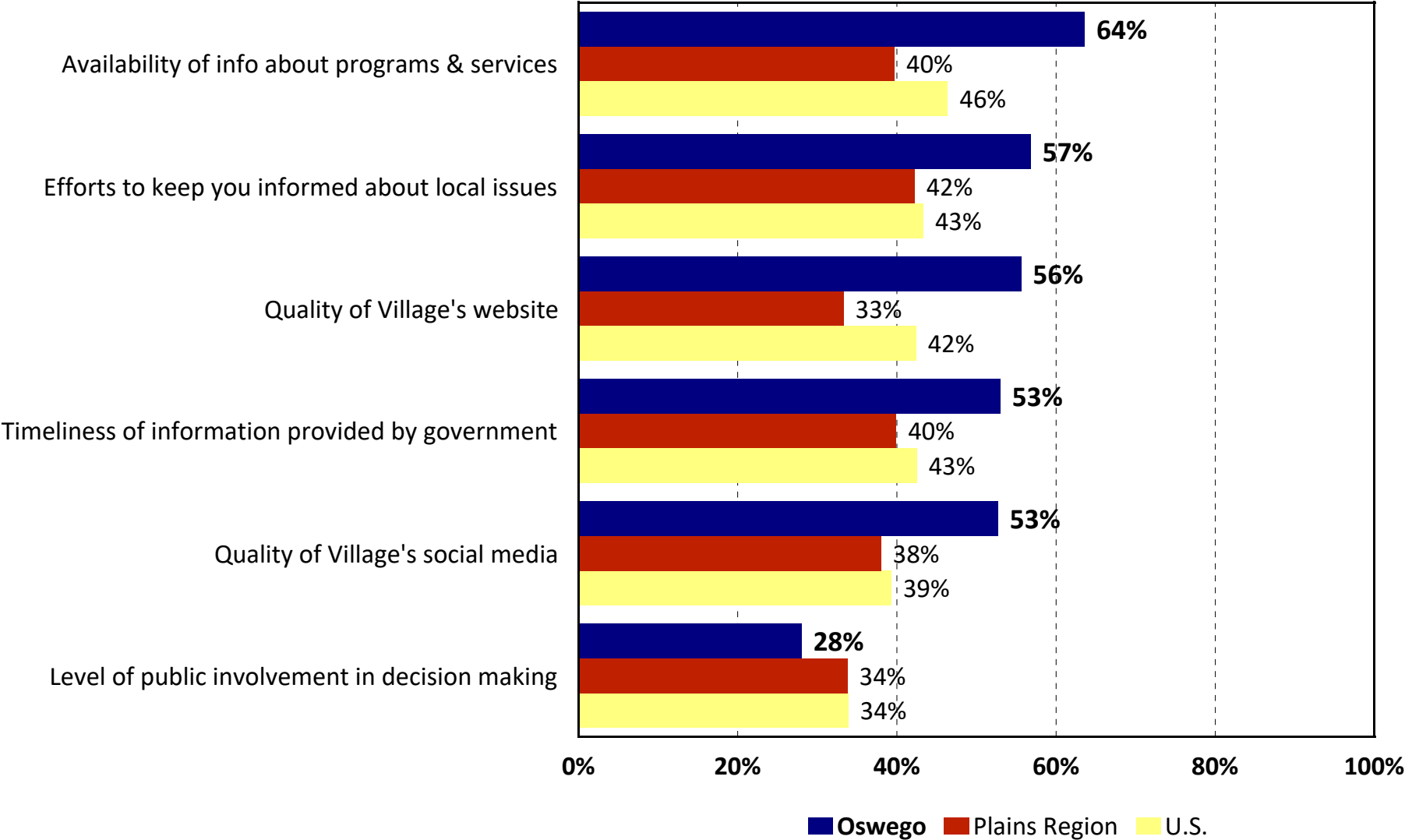




# Satisfaction with Communications

## Oswego vs. Plains Region vs. the U.S.

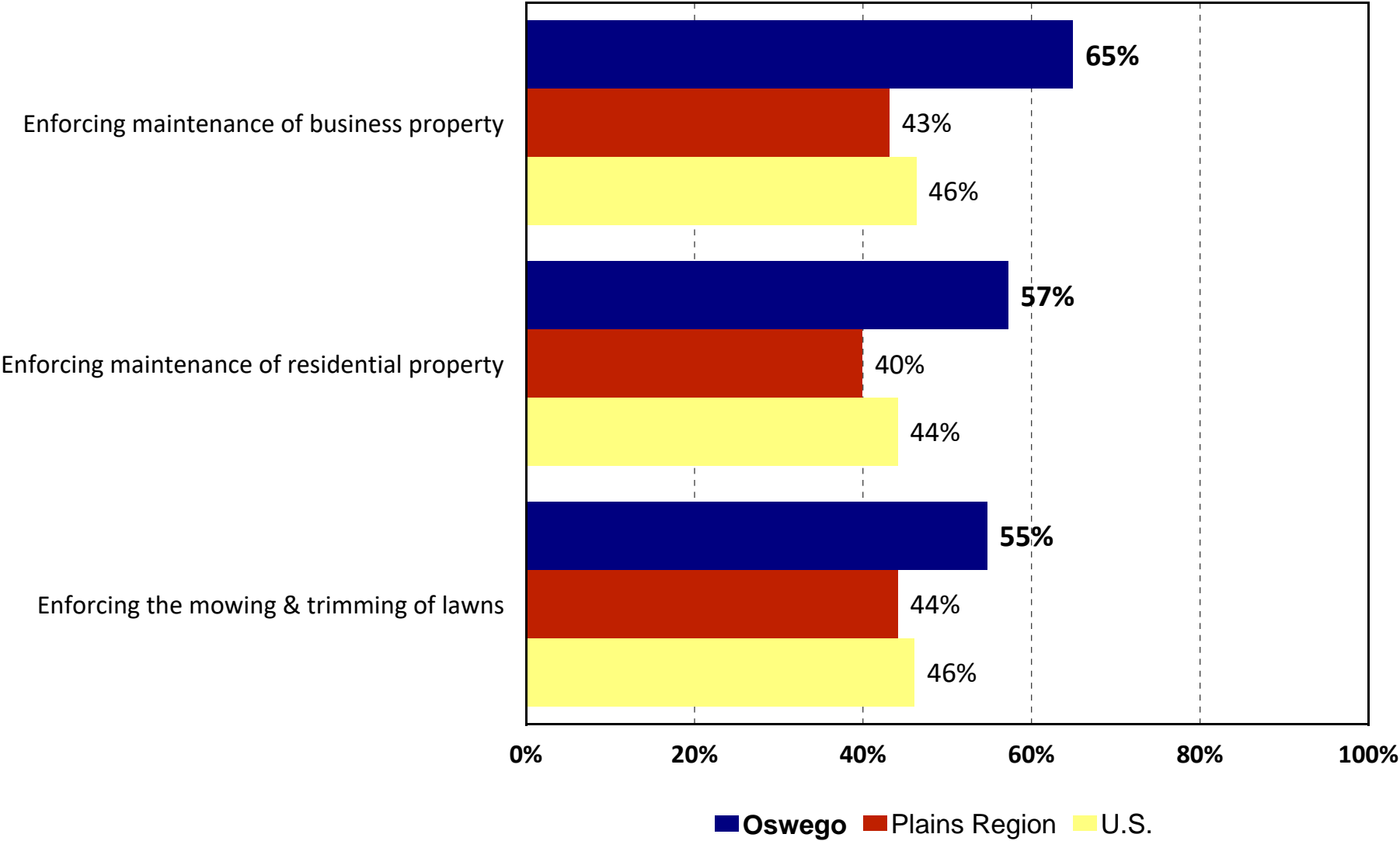
by percentage of respondents who rated the item 4 or 5 on a 5-point scale where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding don't knows)



# Satisfaction with Code Compliance

## Oswego vs. Plains Region vs. the 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 first, second, and third most important services for the Village to provide. 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 major categories of Village services that should receive the most emphasis over the next two years. More than half (54.2%) of the households surveyed selected "*overall flow of traffic and congestion management*" as one of the most important services for the Village to emphasize over the next two years.

With regard to satisfaction, 38.6% of respondents surveyed rated "*overall flow of traffic and congestion management*" 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, 54.2% was multiplied by 61.4% (1-0.386). This calculation yielded an I-S rating of 0.3328, which ranked second out of ten major categories of Village 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 three most important areas.

## Interpreting the Ratings

Ratings that are greater than or equal to 0.20 identify areas that should receive significantly more emphasis over the next two years. 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 Oswego are provided on the following pages.

## 2023 Importance-Satisfaction Rating

### Village of Oswego

### Major Categories of Village Services

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
<b>Very High Priority (IS &gt;.20)</b>						
Overall value you receive for tax dollars & fees	62%	1	36%	9	0.3942	1
Overall flow of traffic & congestion management	54%	2	39%	8	0.3328	2
Overall management of Village finances	45%	3	34%	10	0.2986	3
<b>High Priority (IS .10-.20)</b>						
Overall maintenance of Village streets	29%	4	65%	4	0.1027	4
<b>Medium Priority (IS &lt;.10)</b>						
Overall quality of services provided by Village	24%	5	68%	3	0.0768	5
Overall effectiveness of communication with public	15%	6	53%	6	0.0696	6
Overall enforcement of Village codes & ordinances	14%	7	52%	7	0.0684	7
Overall efforts for emergency preparedness	13%	8	60%	5	0.0499	8
Overall quality of police services	12%	9	81%	1	0.0222	9
Overall quality of customer service you receive	3%	10	74%	2	0.0082	10

**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 should be the Village's top priorities.

**Satisfaction %:**

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

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## 2023 Importance-Satisfaction Rating

### Village of Oswego

### Police Services

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
<b>High Priority (IS .10-.20)</b>						
Visibility of police in neighborhoods	43%	1	63%	9	0.1594	1
Village's efforts to prevent crime	42%	2	68%	6	0.1358	2
Visibility of police in commercial areas	28%	3	62%	10	0.1037	3
<b>Medium Priority (IS &lt;.10)</b>						
Enforcement of local traffic laws	25%	4	67%	7	0.0823	4
Police department safety education programs	9%	9	65%	8	0.0308	5
How quickly police respond to emergencies	15%	5	80%	5	0.0292	6
Quality of animal control	6%	11	59%	11	0.0242	7
Overall attitude & behavior of Police Department	14%	6	82%	4	0.0238	8
Overall competency of police department personnel	11%	7	84%	1	0.0171	9
Overall professionalism of Police Dept.	10%	8	83%	3	0.0171	10
Overall quality of 9-1-1 services	7%	10	83%	2	0.0108	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 should be the Village's top priorities.

**Satisfaction %:**

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

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## 2023 Importance-Satisfaction Rating

### Village of Oswego

### Village Maintenance and Public Works

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
<b>Very High Priority (IS &gt;.20)</b>						
Traffic flow on major Village streets	41%	1	41%	19	0.2411	1
<b>High Priority (IS .10-.20)</b>						
Water rates	26%	3	37%	20	0.1629	2
Condition of major Village streets	29%	2	58%	17	0.1215	3
<b>Medium Priority (IS &lt;.10)</b>						
Condition of streets in your neighborhood	19%	5	63%	15	0.0690	4
Condition of State roads	21%	4	68%	13	0.0674	5
Pedestrian accessibility	15%	6	58%	18	0.0643	6
Adequacy of Village street lighting	13%	7	67%	14	0.0430	7
Condition of Village sidewalks	11%	9	63%	16	0.0423	8
Snow & ice control program	12%	8	70%	11	0.0361	9
Landscaping/trees of public areas along streets	8%	12	68%	12	0.0254	10
Condition of street drainage/water drainage	8%	11	71%	10	0.0237	11
Overall quality of water service	8%	10	72%	9	0.0232	12
Leaf collection program	7%	13	78%	7	0.0144	13
Maintenance of street signs & traffic signals	5%	15	79%	6	0.0097	14
Overall cleanliness of streets/other public areas	5%	14	82%	3	0.0093	15
Brush removal program	4%	16	80%	5	0.0082	16
Ease of paying water bill	3%	18	74%	8	0.0069	17
Water pressure on a typical day	3%	17	91%	1	0.0028	18
Maintenance of Village owned buildings	1%	20	80%	4	0.0024	19
Overall cleanliness of Village streets	2%	19	86%	2	0.0022	20

**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 should be the Village's top priorities.

**Satisfaction %:**

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

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# 4

# Tabular Data

**Q1. Perception of the Village. Using a scale of 5 to 1, where 5 means "Excellent" and 1 means "Poor," please rate the Village of Oswego with regard to each of the following.**

(N=527)

	Excellent	Good	Neutral	Below average	Poor	Don't know
Q1-1. As a place to live	28.3%	60.3%	7.6%	2.7%	0.8%	0.4%
Q1-2. As a place to raise children	30.9%	51.6%	6.8%	2.5%	0.4%	7.8%
Q1-3. As a place to work	8.5%	22.6%	23.9%	10.4%	4.6%	30.0%
Q1-4. As a place to retire	9.5%	20.1%	23.3%	16.9%	16.5%	13.7%
Q1-5. As a place to visit	9.7%	31.9%	31.5%	15.4%	7.2%	4.4%
Q1-6. As a place for single adults (ages 18-35)	4.2%	15.7%	23.0%	15.6%	9.3%	32.3%
Q1-7. As a place for play & leisure	8.2%	36.8%	28.8%	18.4%	5.1%	2.7%
Q1-8. As a village moving in the right direction	10.6%	30.2%	26.9%	18.0%	11.8%	2.5%
Q1-9. As a place you are proud to call home	24.5%	48.0%	19.7%	4.4%	2.7%	0.8%

**WITHOUT "DON'T KNOW"**

**Q1. Perception of the Village. Using a scale of 5 to 1, where 5 means "Excellent" and 1 means "Poor," please rate the Village of Oswego with regard to each of the following. (without "don't know")**

(N=527)

	Excellent	Good	Neutral	Below average	Poor
Q1-1. As a place to live	28.4%	60.6%	7.6%	2.7%	0.8%
Q1-2. As a place to raise children	33.5%	56.0%	7.4%	2.7%	0.4%
Q1-3. As a place to work	12.2%	32.2%	34.1%	14.9%	6.5%
Q1-4. As a place to retire	11.0%	23.3%	27.0%	19.6%	19.1%
Q1-5. As a place to visit	10.1%	33.3%	32.9%	16.1%	7.5%
Q1-6. As a place for single adults (ages 18-35)	6.2%	23.2%	33.9%	23.0%	13.7%
Q1-7. As a place for play & leisure	8.4%	37.8%	29.6%	18.9%	5.3%
Q1-8. As a village moving in the right direction	10.9%	30.9%	27.6%	18.5%	12.1%
Q1-9. As a place you are proud to call home	24.7%	48.4%	19.9%	4.4%	2.7%

**Q2. Please rate your satisfaction with each of the following items that may influence your perception of the Village of Oswego using a scale of 1 to 5, where 5 means "Excellent" and 1 means "Poor."**

(N=527)

	Excellent	Good	Neutral	Below average	Poor	Don't know
Q2-1. Overall reputation of Village	14.6%	55.6%	19.4%	5.1%	2.3%	3.0%
Q2-2. Overall appearance of Village	21.8%	56.9%	14.4%	6.1%	0.6%	0.2%
Q2-3. Overall quality of life in Village	18.4%	58.6%	18.0%	3.0%	1.1%	0.8%
Q2-4. Overall feeling of safety in Village	35.5%	48.6%	11.8%	2.7%	0.9%	0.6%
Q2-5. Quality of new development in Village	7.0%	21.6%	28.1%	22.2%	18.6%	2.5%
Q2-6. Acceptance of diverse populations	14.0%	44.4%	25.4%	5.7%	2.1%	8.3%
Q2-7. Transparency & accountability of Village actions	8.2%	27.1%	32.6%	13.5%	10.6%	8.0%
Q2-8. Village's environmental sustainability efforts	8.7%	29.8%	32.1%	8.5%	2.8%	18.0%
Q2-9. Availability of affordable housing	5.5%	18.4%	29.8%	20.1%	11.2%	15.0%
Q2-10. Job availability	3.2%	12.7%	26.9%	18.0%	7.8%	31.3%
Q2-11. Access to health care facilities	18.4%	54.1%	15.4%	7.6%	1.7%	2.8%
Q2-12. Access to religious institutions	18.6%	43.8%	17.8%	1.9%	0.8%	17.1%
Q2-13. Access to quality shopping facilities	20.3%	48.6%	14.2%	12.0%	4.2%	0.8%
Q2-14. Access to restaurants & entertainment	14.6%	39.1%	19.5%	18.4%	7.8%	0.6%
Q2-15. Availability of cultural activities & the arts	4.9%	19.9%	34.2%	22.4%	10.6%	8.0%
Q2-16. Availability of transportation options	2.1%	8.7%	28.7%	28.5%	18.8%	13.3%

**Q2. Please rate your satisfaction with each of the following items that may influence your perception of the Village of Oswego using a scale of 1 to 5, where 5 means "Excellent" and 1 means "Poor."**

	Excellent	Good	Neutral	Below average	Poor	Don't know
Q2-17. Overall quality of public schools	15.4%	44.2%	17.6%	7.6%	4.0%	11.2%
Q2-18. Overall quality of park district facilities	29.4%	51.0%	8.7%	6.1%	0.8%	4.0%
Q2-19. Overall quality of library services	41.0%	40.8%	10.4%	1.7%	0.0%	6.1%
Q2-20. Overall quality of fire district services	39.3%	43.3%	6.5%	0.6%	0.6%	9.9%
Q2-21. Overall quality of local ambulance service	33.0%	37.4%	8.3%	1.1%	0.2%	19.9%

**WITHOUT "DON'T KNOW"**

**Q2. Please rate your satisfaction with each of the following items that may influence your perception of the Village of Oswego using a scale of 1 to 5, where 5 means "Excellent" and 1 means "Poor." (without "don't know")**

(N=527)

	Excellent	Good	Neutral	Below average	Poor
Q2-1. Overall reputation of Village	15.1%	57.3%	20.0%	5.3%	2.3%
Q2-2. Overall appearance of Village	21.9%	57.0%	14.4%	6.1%	0.6%
Q2-3. Overall quality of life in Village	18.5%	59.1%	18.2%	3.1%	1.1%
Q2-4. Overall feeling of safety in Village	35.7%	48.9%	11.8%	2.7%	1.0%
Q2-5. Quality of new development in Village	7.2%	22.2%	28.8%	22.8%	19.1%
Q2-6. Acceptance of diverse populations	15.3%	48.4%	27.7%	6.2%	2.3%
Q2-7. Transparency & accountability of Village actions	8.9%	29.5%	35.5%	14.6%	11.5%
Q2-8. Village's environmental sustainability efforts	10.6%	36.3%	39.1%	10.4%	3.5%
Q2-9. Availability of affordable housing	6.5%	21.7%	35.0%	23.7%	13.2%
Q2-10. Job availability	4.7%	18.5%	39.2%	26.2%	11.3%
Q2-11. Access to health care facilities	18.9%	55.7%	15.8%	7.8%	1.8%
Q2-12. Access to religious institutions	22.4%	52.9%	21.5%	2.3%	0.9%
Q2-13. Access to quality shopping facilities	20.5%	48.9%	14.3%	12.0%	4.2%
Q2-14. Access to restaurants & entertainment	14.7%	39.3%	19.7%	18.5%	7.8%
Q2-15. Availability of cultural activities & the arts	5.4%	21.6%	37.1%	24.3%	11.5%
Q2-16. Availability of transportation options	2.4%	10.1%	33.0%	32.8%	21.7%
Q2-17. Overall quality of public schools	17.3%	49.8%	19.9%	8.5%	4.5%
Q2-18. Overall quality of park district facilities	30.6%	53.2%	9.1%	6.3%	0.8%
Q2-19. Overall quality of library services	43.6%	43.4%	11.1%	1.8%	0.0%
Q2-20. Overall quality of fire district services	43.6%	48.0%	7.2%	0.6%	0.6%
Q2-21. Overall quality of local ambulance service	41.2%	46.7%	10.4%	1.4%	0.2%

**Q3. Overall Satisfaction with Village Services. Please rate your satisfaction with each of the services listed below using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."**

(N=527)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q3-1. Overall quality of services provided by Village	15.4%	51.2%	24.5%	5.1%	1.1%	2.7%
Q3-2. Overall value that you receive for your Village tax dollars & fees	8.5%	26.8%	27.1%	24.1%	11.8%	1.7%
Q3-3. Overall quality of police services	31.1%	45.9%	14.6%	3.0%	0.6%	4.7%
Q3-4. Overall maintenance of Village streets	17.3%	47.2%	18.8%	13.9%	2.7%	0.2%
Q3-5. Overall enforcement of Village codes & ordinances	8.5%	37.4%	29.4%	9.7%	3.6%	11.4%
Q3-6. Overall quality of customer service you receive from Village employees	22.8%	38.1%	18.8%	2.3%	0.9%	17.1%
Q3-7. Overall flow of traffic & congestion management in Village	7.2%	30.9%	22.0%	21.8%	16.9%	1.1%
Q3-8. Overall effectiveness of Village communication with the public	10.4%	40.2%	32.3%	8.7%	3.4%	4.9%
Q3-9. Overall efforts of Village for emergency preparedness	10.8%	34.9%	27.5%	1.9%	0.9%	23.9%
Q3-10. Overall management of Village finances	5.7%	21.6%	33.8%	13.9%	6.6%	18.4%

**WITHOUT "DON'T KNOW"**

**Q3. Overall Satisfaction with Village Services. Please rate your satisfaction with each of the services listed below using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied." (without "don't know")**

(N=527)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q3-1. Overall quality of services provided by Village	15.8%	52.6%	25.1%	5.3%	1.2%
Q3-2. Overall value that you receive for your Village tax dollars & fees	8.7%	27.2%	27.6%	24.5%	12.0%
Q3-3. Overall quality of police services	32.7%	48.2%	15.3%	3.2%	0.6%
Q3-4. Overall maintenance of Village streets	17.3%	47.3%	18.8%	13.9%	2.7%
Q3-5. Overall enforcement of Village codes & ordinances	9.6%	42.2%	33.2%	10.9%	4.1%
Q3-6. Overall quality of customer service you receive from Village employees	27.5%	46.0%	22.7%	2.7%	1.1%
Q3-7. Overall flow of traffic & congestion management in Village	7.3%	31.3%	22.3%	22.1%	17.1%
Q3-8. Overall effectiveness of Village communication with the public	11.0%	42.3%	33.9%	9.2%	3.6%
Q3-9. Overall efforts of Village for emergency preparedness	14.2%	45.9%	36.2%	2.5%	1.2%
Q3-10. Overall management of Village finances	7.0%	26.5%	41.4%	17.0%	8.1%



**Q4. Which THREE of the items listed in Question 3 do you think should receive the MOST EMPHASIS from Village leaders over the next TWO years?**

Q4. Top choice	Number	Percent
Overall quality of services provided by Village	23	4.4 %
Overall value that you receive for your Village tax dollars & fees	169	32.1 %
Overall quality of police services	21	4.0 %
Overall maintenance of Village streets	30	5.7 %
Overall enforcement of Village codes & ordinances	20	3.8 %
Overall quality of customer service you receive from Village employees	2	0.4 %
Overall flow of traffic & congestion management in Village	145	27.5 %
Overall effectiveness of Village communication with the public	14	2.7 %
Overall efforts of Village for emergency preparedness	11	2.1 %
Overall management of Village finances	66	12.5 %
None chosen	26	4.9 %
Total	527	100.0 %

**Q4. Which THREE of the items listed in Question 3 do you think should receive the MOST EMPHASIS from Village leaders over the next TWO years?**

Q4. 2nd choice	Number	Percent
Overall quality of services provided by Village	38	7.2 %
Overall value that you receive for your Village tax dollars & fees	94	17.8 %
Overall quality of police services	21	4.0 %
Overall maintenance of Village streets	66	12.5 %
Overall enforcement of Village codes & ordinances	26	4.9 %
Overall quality of customer service you receive from Village employees	4	0.8 %
Overall flow of traffic & congestion management in Village	76	14.4 %
Overall effectiveness of Village communication with the public	30	5.7 %
Overall efforts of Village for emergency preparedness	27	5.1 %
Overall management of Village finances	94	17.8 %
None chosen	51	9.7 %
Total	527	100.0 %

**Q4. Which THREE of the items listed in Question 3 do you think should receive the MOST EMPHASIS from Village leaders over the next TWO years?**

<u>Q4. 3rd choice</u>	<u>Number</u>	<u>Percent</u>
Overall quality of services provided by Village	67	12.7 %
Overall value that you receive for your Village tax dollars & fees	61	11.6 %
Overall quality of police services	19	3.6 %
Overall maintenance of Village streets	57	10.8 %
Overall enforcement of Village codes & ordinances	29	5.5 %
Overall quality of customer service you receive from Village employees	10	1.9 %
Overall flow of traffic & congestion management in Village	65	12.3 %
Overall effectiveness of Village communication with the public	34	6.5 %
Overall efforts of Village for emergency preparedness	28	5.3 %
Overall management of Village finances	77	14.6 %
None chosen	80	15.2 %
Total	527	100.0 %

**SUM OF TOP 3 CHOICES**

**Q4. Which THREE of the items listed in Question 3 do you think should receive the MOST EMPHASIS from Village leaders over the next TWO years? (top 3)**

<u>Q4. Sum of top 3 choices</u>	<u>Number</u>	<u>Percent</u>
Overall quality of services provided by Village	128	24.3 %
Overall value that you receive for your Village tax dollars & fees	324	61.5 %
Overall quality of police services	61	11.6 %
Overall maintenance of Village streets	153	29.0 %
Overall enforcement of Village codes & ordinances	75	14.2 %
Overall quality of customer service you receive from Village employees	16	3.0 %
Overall flow of traffic & congestion management in Village	286	54.3 %
Overall effectiveness of Village communication with the public	78	14.8 %
Overall efforts of Village for emergency preparedness	66	12.5 %
Overall management of Village finances	237	45.0 %
None chosen	26	4.9 %
Total	1450	

**Q5. Police Services. Please rate your level of satisfaction with each of the following using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."**

(N=527)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q5-1. Visibility of police in neighborhoods	17.6%	43.3%	23.3%	8.7%	4.4%	2.7%
Q5-2. Visibility of police in commercial areas	16.1%	42.5%	26.2%	7.2%	2.1%	5.9%
Q5-3. Village's efforts to prevent crime	17.3%	42.3%	24.1%	2.7%	1.9%	11.8%
Q5-4. How quickly police respond to emergencies	19.7%	36.4%	12.0%	1.3%	0.8%	29.8%
Q5-5. Overall professionalism of police department	33.0%	41.6%	12.0%	2.1%	1.3%	10.1%
Q5-6. Overall attitude & behavior of police department personnel toward citizens	29.0%	43.1%	11.2%	2.7%	1.5%	12.5%
Q5-7. Enforcement of local traffic laws	15.4%	46.1%	17.6%	10.2%	2.8%	7.8%
Q5-8. Police department safety education programs	13.5%	23.5%	17.8%	1.9%	0.2%	43.1%
Q5-9. Overall quality of 911 services	22.8%	32.6%	9.9%	0.9%	0.2%	33.6%
Q5-10. Quality of animal control	10.2%	22.6%	18.6%	3.2%	1.1%	44.2%
Q5-11. Overall competency of police department personnel	28.3%	41.4%	11.4%	1.5%	0.4%	17.1%

**WITHOUT "DON'T KNOW"**

**Q5. Police Services. Please rate your level of satisfaction with each of the following using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied." (without "don't know")**

(N=527)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q5-1. Visibility of police in neighborhoods	18.1%	44.4%	24.0%	9.0%	4.5%
Q5-2. Visibility of police in commercial areas	17.1%	45.2%	27.8%	7.7%	2.2%
Q5-3. Village's efforts to prevent crime	19.6%	48.0%	27.3%	3.0%	2.2%
Q5-4. How quickly police respond to emergencies	28.1%	51.9%	17.0%	1.9%	1.1%
Q5-5. Overall professionalism of police department	36.7%	46.2%	13.3%	2.3%	1.5%
Q5-6. Overall attitude & behavior of police department personnel toward citizens	33.2%	49.2%	12.8%	3.0%	1.7%
Q5-7. Enforcement of local traffic laws	16.7%	50.0%	19.1%	11.1%	3.1%
Q5-8. Police department safety education programs	23.7%	41.3%	31.3%	3.3%	0.3%
Q5-9. Overall quality of 911 services	34.3%	49.1%	14.9%	1.4%	0.3%
Q5-10. Quality of animal control	18.4%	40.5%	33.3%	5.8%	2.0%
Q5-11. Overall competency of police department personnel	34.1%	49.9%	13.7%	1.8%	0.5%

**Q6. Which THREE of the police services listed in Question 5 would you recommend receive the MOST EMPHASIS from Village leaders over the next TWO years?**

<u>Q6. Top choice</u>	<u>Number</u>	<u>Percent</u>
Visibility of police in neighborhoods	123	23.3 %
Visibility of police in commercial areas	35	6.6 %
Village's efforts to prevent crime	104	19.7 %
How quickly police respond to emergencies	19	3.6 %
Overall professionalism of police department	14	2.7 %
Overall attitude & behavior of police department personnel toward citizens	25	4.7 %
Enforcement of local traffic laws	47	8.9 %
Police department safety education programs	12	2.3 %
Overall quality of 911 services	3	0.6 %
Quality of animal control	9	1.7 %
Overall competency of police department personnel	16	3.0 %
None chosen	120	22.8 %
Total	527	100.0 %

**Q6. Which THREE of the police services listed in Question 5 would you recommend receive the MOST EMPHASIS from Village leaders over the next TWO years?**

<u>Q6. 2nd choice</u>	<u>Number</u>	<u>Percent</u>
Visibility of police in neighborhoods	61	11.6 %
Visibility of police in commercial areas	68	12.9 %
Village's efforts to prevent crime	64	12.1 %
How quickly police respond to emergencies	27	5.1 %
Overall professionalism of police department	24	4.6 %
Overall attitude & behavior of police department personnel toward citizens	23	4.4 %
Enforcement of local traffic laws	42	8.0 %
Police department safety education programs	13	2.5 %
Overall quality of 911 services	17	3.2 %
Quality of animal control	11	2.1 %
Overall competency of police department personnel	15	2.8 %
None chosen	162	30.7 %
Total	527	100.0 %

**Q6. Which THREE of the police services listed in Question 5 would you recommend receive the MOST EMPHASIS from Village leaders over the next TWO years?**

<u>Q6. 3rd choice</u>	<u>Number</u>	<u>Percent</u>
Visibility of police in neighborhoods	40	7.6 %
Visibility of police in commercial areas	42	8.0 %
Village's efforts to prevent crime	53	10.1 %
How quickly police respond to emergencies	31	5.9 %
Overall professionalism of police department	14	2.7 %
Overall attitude & behavior of police department personnel toward citizens	23	4.4 %
Enforcement of local traffic laws	41	7.8 %
Police department safety education programs	21	4.0 %
Overall quality of 911 services	14	2.7 %
Quality of animal control	11	2.1 %
Overall competency of police department personnel	26	4.9 %
None chosen	211	40.0 %
Total	527	100.0 %

**SUM OF TOP 3 CHOICES**

**Q6. Which THREE of the police services listed in Question 5 would you recommend receive the MOST EMPHASIS from Village leaders over the next TWO years? (top 3)**

<u>Q6. Sum of top 3 choices</u>	<u>Number</u>	<u>Percent</u>
Visibility of police in neighborhoods	224	42.5 %
Visibility of police in commercial areas	145	27.5 %
Village's efforts to prevent crime	221	41.9 %
How quickly police respond to emergencies	77	14.6 %
Overall professionalism of police department	52	9.9 %
Overall attitude & behavior of police department personnel toward citizens	71	13.5 %
Enforcement of local traffic laws	130	24.7 %
Police department safety education programs	46	8.7 %
Overall quality of 911 services	34	6.5 %
Quality of animal control	31	5.9 %
Overall competency of police department personnel	57	10.8 %
None chosen	120	22.8 %
Total	1208	

**Q8. Using a scale of 1 to 4, where 4 means "Very Safe" and 1 means "Very Unsafe," please rate how safe you feel in the following situations.**

(N=527)

	Very safe	Somewhat safe	Somewhat unsafe	Very unsafe	Don't know
Q8-1. In commercial & retail areas	55.2%	37.2%	6.6%	0.2%	0.8%
Q8-2. Walking alone in your neighborhood after dark	43.6%	41.9%	8.5%	3.4%	2.5%
Q8-3. Walking alone in your neighborhood during the day	81.4%	15.0%	2.3%	0.6%	0.8%
Q8-4. In Village parks, recreation areas & trails	47.6%	39.3%	7.2%	0.9%	4.9%

**WITHOUT "DON'T KNOW"**

**Q8. Using a scale of 1 to 4, where 4 means "Very Safe" and 1 means "Very Unsafe," please rate how safe you feel in the following situations. (without "don't know")**

(N=527)

	Very safe	Somewhat safe	Somewhat unsafe	Very unsafe
Q8-1. In commercial & retail areas	55.6%	37.5%	6.7%	0.2%
Q8-2. Walking alone in your neighborhood after dark	44.7%	43.0%	8.8%	3.5%
Q8-3. Walking alone in your neighborhood during the day	82.0%	15.1%	2.3%	0.6%
Q8-4. In Village parks, recreation areas & trails	50.1%	41.3%	7.6%	1.0%

**Q9. During the past 12 months, were you or anyone in your household the victim of any crime in Oswego?**

Q9. Were you or anyone in your household the victim of any crime in Oswego	Number	Percent
Yes	22	4.2 %
No	489	92.8 %
Don't know	16	3.0 %
Total	527	100.0 %

**WITHOUT "DON'T KNOW"**

**Q9. During the past 12 months, were you or anyone in your household the victim of any crime in Oswego? (without "don't know")**

Q9. Were you or anyone in your household the victim of any crime in Oswego	Number	Percent
Yes	22	4.3 %
No	489	95.7 %
Total	511	100.0 %



**Q10. Village Maintenance/Public Works. Please rate your satisfaction with each of the following items using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."**

(N=527)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q10-1. Condition of State roads (US 34, US 30, IL 25, IL 31, IL 71)	14.8%	51.8%	18.2%	10.2%	3.4%	1.5%
Q10-2. Condition of major Village streets (e.g. Douglas Road, Wolfs Crossing, Mill Road, Boulder Hill Pass, Minkler Road)	12.3%	45.4%	19.4%	15.0%	6.8%	1.1%
Q10-3. Condition of streets in your neighborhood	17.6%	45.4%	17.5%	13.5%	5.5%	0.6%
Q10-4. Maintenance of street signs & traffic signals	23.3%	53.9%	14.8%	4.6%	1.7%	1.7%
Q10-5. Maintenance of Village-owned buildings	22.0%	49.5%	16.3%	0.8%	0.4%	11.0%
Q10-6. Traffic flow on major Village streets	7.2%	33.6%	21.4%	23.9%	12.9%	0.9%
Q10-7. Pedestrian accessibility	12.7%	42.7%	21.8%	13.1%	5.7%	4.0%
Q10-8. Overall cleanliness of streets/other public areas	19.7%	61.9%	12.7%	3.8%	0.9%	0.9%
Q10-9. Adequacy of Village street lighting	15.0%	51.2%	17.8%	10.6%	3.8%	1.5%
Q10-10. Condition of Village sidewalks	12.0%	48.8%	21.6%	10.4%	3.8%	3.4%
Q10-11. Landscaping/trees of public areas along streets	14.4%	53.5%	20.5%	8.9%	2.1%	0.6%
Q10-12. Condition of street drainage/water drainage	15.7%	51.8%	18.6%	7.8%	1.5%	4.6%
Q10-13. Brush removal program	30.0%	45.2%	12.5%	5.3%	1.5%	5.5%
Q10-14. Leaf collection program	29.6%	43.8%	13.3%	5.7%	1.5%	6.1%
Q10-15. Snow & ice control program	19.4%	49.0%	19.7%	7.0%	2.7%	2.3%
Q10-16. Overall cleanliness of Village streets	23.3%	61.9%	10.6%	2.5%	0.8%	0.9%

**Q10. Village Maintenance/Public Works. Please rate your satisfaction with each of the following items using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."**

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q10-17. Water pressure on a typical day	38.0%	50.1%	5.3%	2.7%	1.3%	2.7%
Q10-18. Water rates	5.5%	29.4%	30.4%	21.6%	8.5%	4.6%
Q10-19. Ease of paying water bill	23.9%	46.9%	18.2%	4.6%	2.7%	3.8%
Q10-20. Overall quality of water service	19.0%	50.3%	18.0%	6.5%	2.8%	3.4%

**WITHOUT "DON'T KNOW"****Q10. Village Maintenance/Public Works. Please rate your satisfaction with each of the following items using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied." (without "don't know")**

(N=527)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q10-1. Condition of State roads (US 34, US 30, IL 25, IL 31, IL 71)	15.0%	52.6%	18.5%	10.4%	3.5%
Q10-2. Condition of major Village streets (e.g. Douglas Road, Wolfs Crossing, Mill Road, Boulder Hill Pass, Minkler Road)	12.5%	45.9%	19.6%	15.2%	6.9%
Q10-3. Condition of streets in your neighborhood	17.7%	45.6%	17.6%	13.5%	5.5%
Q10-4. Maintenance of street signs & traffic signals	23.7%	54.8%	15.1%	4.6%	1.7%
Q10-5. Maintenance of Village-owned buildings	24.7%	55.7%	18.3%	0.9%	0.4%
Q10-6. Traffic flow on major Village streets	7.3%	33.9%	21.6%	24.1%	13.0%
Q10-7. Pedestrian accessibility	13.2%	44.5%	22.7%	13.6%	5.9%
Q10-8. Overall cleanliness of streets/other public areas	19.9%	62.5%	12.8%	3.8%	1.0%
Q10-9. Adequacy of Village street lighting	15.2%	52.0%	18.1%	10.8%	3.9%
Q10-10. Condition of Village sidewalks	12.4%	50.5%	22.4%	10.8%	3.9%
Q10-11. Landscaping/trees of public areas along streets	14.5%	53.8%	20.6%	9.0%	2.1%
Q10-12. Condition of street drainage/water drainage	16.5%	54.3%	19.5%	8.2%	1.6%
Q10-13. Brush removal program	31.7%	47.8%	13.3%	5.6%	1.6%
Q10-14. Leaf collection program	31.5%	46.7%	14.1%	6.1%	1.6%

**WITHOUT "DON'T KNOW"**

**Q10. Village Maintenance/Public Works. Please rate your satisfaction with each of the following items using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied." (without "don't know")**

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q10-15. Snow & ice control program	19.8%	50.1%	20.2%	7.2%	2.7%
Q10-16. Overall cleanliness of Village streets	23.6%	62.5%	10.7%	2.5%	0.8%
Q10-17. Water pressure on a typical day	39.0%	51.5%	5.5%	2.7%	1.4%
Q10-18. Water rates	5.8%	30.8%	31.8%	22.7%	8.9%
Q10-19. Ease of paying water bill	24.9%	48.7%	18.9%	4.7%	2.8%
Q10-20. Overall quality of water service	19.6%	52.1%	18.7%	6.7%	2.9%

**Q11. Which THREE of the public works items listed in Question 10 do you think should receive the MOST EMPHASIS from Village leaders over the next TWO years?**

<u>Q11. Top choice</u>	<u>Number</u>	<u>Percent</u>
Condition of State roads (US 34, US 30, IL 25, IL 31, IL 71)	46	8.7 %
Condition of major Village streets (e.g. Douglas Road, Wolfs Crossing, Mill Road, Boulder Hill Pass, Minkler Road)	68	12.9 %
Condition of streets in your neighborhood	40	7.6 %
Maintenance of street signs & traffic signals	6	1.1 %
Maintenance of Village-owned buildings	1	0.2 %
Traffic flow on major Village streets	117	22.2 %
Pedestrian accessibility	30	5.7 %
Overall cleanliness of streets/other public areas	7	1.3 %
Adequacy of Village street lighting	20	3.8 %
Condition of Village sidewalks	9	1.7 %
Landscaping/trees of public areas along streets	10	1.9 %
Condition of street drainage/water drainage	9	1.7 %
Brush removal program	4	0.8 %
Leaf collection program	7	1.3 %
Snow & ice control program	13	2.5 %
Overall cleanliness of Village streets	3	0.6 %
Water pressure on a typical day	4	0.8 %
Water rates	56	10.6 %
Ease of paying water bill	1	0.2 %
Overall quality of water service	12	2.3 %
None chosen	64	12.1 %
Total	527	100.0 %

**Q11. Which THREE of the public works items listed in Question 10 do you think should receive the MOST EMPHASIS from Village leaders over the next TWO years?**

<u>Q11. 2nd choice</u>	<u>Number</u>	<u>Percent</u>
Condition of State roads (US 34, US 30, IL 25, IL 31, IL 71)	37	7.0 %
Condition of major Village streets (e.g. Douglas Road, Wolfs Crossing, Mill Road, Boulder Hill Pass, Minkler Road)	44	8.3 %
Condition of streets in your neighborhood	23	4.4 %
Maintenance of street signs & traffic signals	10	1.9 %
Maintenance of Village-owned buildings	3	0.6 %
Traffic flow on major Village streets	62	11.8 %
Pedestrian accessibility	33	6.3 %
Overall cleanliness of streets/other public areas	10	1.9 %
Adequacy of Village street lighting	26	4.9 %
Condition of Village sidewalks	22	4.2 %
Landscaping/trees of public areas along streets	13	2.5 %
Condition of street drainage/water drainage	15	2.8 %
Brush removal program	11	2.1 %
Leaf collection program	10	1.9 %
Snow & ice control program	27	5.1 %
Overall cleanliness of Village streets	2	0.4 %
Water pressure on a typical day	10	1.9 %
Water rates	45	8.5 %
Ease of paying water bill	5	0.9 %
Overall quality of water service	21	4.0 %
None chosen	98	18.6 %
Total	527	100.0 %

**Q11. Which THREE of the public works items listed in Question 10 do you think should receive the MOST EMPHASIS from Village leaders over the next TWO years?**

<u>Q11. 3rd choice</u>	<u>Number</u>	<u>Percent</u>
Condition of State roads (US 34, US 30, IL 25, IL 31, IL 71)	27	5.1 %
Condition of major Village streets (e.g. Douglas Road, Wolfs Crossing, Mill Road, Boulder Hill Pass, Minkler Road)	42	8.0 %
Condition of streets in your neighborhood	36	6.8 %
Maintenance of street signs & traffic signals	8	1.5 %
Maintenance of Village-owned buildings	2	0.4 %
Traffic flow on major Village streets	37	7.0 %
Pedestrian accessibility	17	3.2 %
Overall cleanliness of streets/other public areas	11	2.1 %
Adequacy of Village street lighting	23	4.4 %
Condition of Village sidewalks	29	5.5 %
Landscaping/trees of public areas along streets	19	3.6 %
Condition of street drainage/water drainage	19	3.6 %
Brush removal program	6	1.1 %
Leaf collection program	18	3.4 %
Snow & ice control program	23	4.4 %
Overall cleanliness of Village streets	3	0.6 %
Water pressure on a typical day	1	0.2 %
Water rates	35	6.6 %
Ease of paying water bill	8	1.5 %
Overall quality of water service	10	1.9 %
None chosen	153	29.0 %
Total	527	100.0 %

**SUM OF TOP 3 CHOICES****Q11. Which THREE of the public works items listed in Question 10 do you think should receive the MOST EMPHASIS from Village leaders over the next TWO years? (top 3)**

<u>Q11.Sum of top 3 choices</u>	<u>Number</u>	<u>Percent</u>
Condition of State roads (US 34, US 30, IL 25, IL 31, IL 71)	110	20.9 %
Condition of major Village streets (e.g. Douglas Road, Wolfs Crossing, Mill Road, Boulder Hill Pass, Minkler Road)	154	29.2 %
Condition of streets in your neighborhood	99	18.8 %
Maintenance of street signs & traffic signals	24	4.6 %
Maintenance of Village-owned buildings	6	1.1 %
Traffic flow on major Village streets	216	41.0 %
Pedestrian accessibility	80	15.2 %
Overall cleanliness of streets/other public areas	28	5.3 %
Adequacy of Village street lighting	69	13.1 %
Condition of Village sidewalks	60	11.4 %
Landscaping/trees of public areas along streets	42	8.0 %
Condition of street drainage/water drainage	43	8.2 %
Brush removal program	21	4.0 %
Leaf collection program	35	6.6 %
Snow & ice control program	63	12.0 %
Overall cleanliness of Village streets	8	1.5 %
Water pressure on a typical day	15	2.8 %
Water rates	136	25.8 %
Ease of paying water bill	14	2.7 %
Overall quality of water service	43	8.2 %
None chosen	64	12.1 %
Total	1330	



**Q12. Trash Service. Please rate your satisfaction with each of the following items using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."**

(N=527)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q12-1. Residential trash collection services	46.9%	46.9%	3.4%	1.1%	0.4%	1.3%
Q12-2. Curbside recycling services	45.5%	46.1%	4.6%	0.6%	0.8%	2.5%
Q12-3. Yard waste removal services	37.6%	42.9%	9.9%	2.5%	0.2%	7.0%
Q12-4. Bulky item pickup/removal	37.2%	39.3%	9.5%	2.8%	0.8%	10.4%
Q12-5. Amount you are charged for the services	15.2%	39.3%	25.6%	10.6%	4.0%	5.3%
Q12-6. Curbside electronics recycling	11.6%	22.0%	17.8%	9.9%	4.6%	34.2%
Q12-7. Curbside composting service	12.1%	19.4%	13.7%	3.0%	1.5%	50.3%

**WITHOUT "DON'T KNOW"**

**Q12. Trash Service. Please rate your satisfaction with each of the following items using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied." (without "don't know")**

(N=527)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q12-1. Residential trash collection services	47.5%	47.5%	3.5%	1.2%	0.4%
Q12-2. Curbside recycling services	46.7%	47.3%	4.7%	0.6%	0.8%
Q12-3. Yard waste removal services	40.4%	46.1%	10.6%	2.7%	0.2%
Q12-4. Bulky item pickup/removal	41.5%	43.9%	10.6%	3.2%	0.8%
Q12-5. Amount you are charged for the services	16.0%	41.5%	27.1%	11.2%	4.2%
Q12-6. Curbside electronics recycling	17.6%	33.4%	27.1%	15.0%	6.9%
Q12-7. Curbside composting service	24.4%	38.9%	27.5%	6.1%	3.1%

**Q13. Village Communications. Please rate your satisfaction with each of the items below using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."**

(N=527)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q13-1. Availability of information about Village programs & services	15.6%	44.4%	26.0%	6.8%	1.5%	5.7%
Q13-2. Village's efforts to keep you informed about local issues	15.0%	39.3%	30.0%	9.3%	2.1%	4.4%
Q13-3. Quality of Village's social media (e.g., Facebook, Instagram)	11.6%	30.0%	31.5%	4.4%	1.5%	21.1%
Q13-4. Quality of Village's website	11.8%	36.1%	30.4%	7.2%	0.8%	13.9%
Q13-5. Content of Village's newsletters	18.6%	45.7%	25.2%	3.4%	0.8%	6.3%
Q13-6. My Civic 311 to report maintenance issues (e.g., streetlight outages, potholes, code compliance)	11.4%	25.8%	17.8%	2.5%	1.9%	40.6%
Q13-7. How well Village's communications meet your needs	11.4%	39.1%	33.0%	7.6%	1.3%	7.6%
Q13-8. Timeliness of information provided by your Village government	9.9%	38.1%	33.4%	7.2%	1.9%	9.5%
Q13-9. Level of public involvement in local decision making	5.5%	17.6%	35.7%	15.9%	8.0%	17.3%

**WITHOUT "DON'T KNOW"****Q13. Village Communications. Please rate your satisfaction with each of the items below using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied." (without "don't know")**

(N=527)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q13-1. Availability of information about Village programs & services	16.5%	47.1%	27.6%	7.2%	1.6%
Q13-2. Village's efforts to keep you informed about local issues	15.7%	41.1%	31.3%	9.7%	2.2%
Q13-3. Quality of Village's social media (e.g., Facebook, Instagram)	14.7%	38.0%	39.9%	5.5%	1.9%
Q13-4. Quality of Village's website	13.7%	41.9%	35.2%	8.4%	0.9%
Q13-5. Content of Village's newsletters	19.8%	48.8%	26.9%	3.6%	0.8%
Q13-6. My Civic 311 to report maintenance issues (e.g., streetlight outages, potholes, code compliance)	19.2%	43.5%	30.0%	4.2%	3.2%
Q13-7. How well Village's communications meet your needs	12.3%	42.3%	35.7%	8.2%	1.4%
Q13-8. Timeliness of information provided by your Village government	10.9%	42.1%	36.9%	8.0%	2.1%
Q13-9. Level of public involvement in local decision making	6.7%	21.3%	43.1%	19.3%	9.6%

**Q14. Customer Service. Have you contacted the Village with a question, problem, or complaint in the past year?**

Q14. Have you contacted Village with a question, problem, or complaint in past year	Number	Percent
Yes	204	38.7 %
No	323	61.3 %
Total	527	100.0 %

**Q14a. Please rate your satisfaction with each of the following factors that might influence your perception of the quality of customer service you received from the Village employees.**

(N=204)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q14a-1. How easy the department was to contact	36.8%	41.2%	10.8%	9.3%	2.0%	0.0%
Q14a-2. How courteously you were treated	46.1%	36.3%	10.3%	4.9%	1.0%	1.5%
Q14a-3. Professionalism & knowledge of Village employees who assisted you	43.6%	36.3%	8.8%	6.9%	2.0%	2.5%
Q14a-4. Overall responsiveness of Village employees to your request or concern	38.2%	39.2%	8.8%	7.4%	5.9%	0.5%
Q14a-5. How well your issue was handled	38.2%	36.3%	6.4%	10.8%	7.8%	0.5%

**WITHOUT "DON'T KNOW"****Q14a. Please rate your satisfaction with each of the following factors that might influence your perception of the quality of customer service you received from the Village employees. (without "don't know")**

(N=204)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q14a-1. How easy the department was to contact	36.8%	41.2%	10.8%	9.3%	2.0%
Q14a-2. How courteously you were treated	46.8%	36.8%	10.4%	5.0%	1.0%
Q14a-3. Professionalism & knowledge of Village employees who assisted you	44.7%	37.2%	9.0%	7.0%	2.0%
Q14a-4. Overall responsiveness of Village employees to your request or concern	38.4%	39.4%	8.9%	7.4%	5.9%
Q14a-5. How well your issue was handled	38.4%	36.5%	6.4%	10.8%	7.9%

**Q15. What are your primary sources for information about community activities and services?**

Q15. What are your primary sources for information about community activities & services

	Number	Percent
Quarterly Newsletter (Oswego News)	383	72.7 %
Oswegoil.org (website)	172	32.6 %
Social media/Facebook	295	56.0 %
Email alerts	138	26.2 %
Signage/printed material from Village	115	21.8 %
Electronic sign boards	61	11.6 %
Word of mouth	191	36.2 %
Local news outlet (e.g., Ledger, WSPY)	121	23.0 %
Public meetings	27	5.1 %
Other	8	1.5 %
Total	1511	

**Q15-10. Other:**

Q15-10. Other	Number	Percent
Texts from Village	2	25.0 %
Text messages	1	12.5 %
NextDoor Neighbors site	1	12.5 %
Neighbors	1	12.5 %
Oswego Senior Center events	1	12.5 %
Wolfs Crossing home group	1	12.5 %
On ring app	1	12.5 %
Total	8	100.0 %

**Q16. Please rate your satisfaction with each of the following events using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."**

(N=527)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q16-1. Wine on the Fox	16.5%	23.3%	15.7%	1.7%	0.4%	42.3%
Q16-2. Summer Event Series at Venue 1012	5.7%	13.1%	14.4%	6.5%	3.8%	56.5%
Q16-3. Wine Off the Fox at Venue 1012	4.6%	9.1%	13.7%	4.4%	1.7%	66.6%
Q16-4. Independence Day Fireworks	23.7%	40.8%	11.6%	1.7%	0.6%	21.6%
Q16-5. Christmas Walk	20.9%	36.4%	10.4%	1.7%	0.2%	30.4%

**WITHOUT "DON'T KNOW"**

**Q16. Please rate your satisfaction with each of the following events using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied." (without "don't know")**

(N=527)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q16-1. Wine on the Fox	28.6%	40.5%	27.3%	3.0%	0.7%
Q16-2. Summer Event Series at Venue 1012	13.1%	30.1%	33.2%	14.8%	8.7%
Q16-3. Wine Off the Fox at Venue 1012	13.6%	27.3%	40.9%	13.1%	5.1%
Q16-4. Independence Day Fireworks	30.3%	52.1%	14.8%	2.2%	0.7%
Q16-5. Christmas Walk	30.0%	52.3%	15.0%	2.5%	0.3%



**Q17. If you have not attended an event in the past two years, why not?**

Q17. Why have you not attended an event in past two years	Number	Percent
Didn't know about them	74	14.0 %
Had scheduling conflicts	157	29.8 %
Not interested in the event	192	36.4 %
Cost was too high	40	7.6 %
Location	32	6.1 %
Lack of parking	78	14.8 %
Accessibility issues	38	7.2 %
Other	25	4.7 %
Total	636	

**Q17-8. Other**

- Alcohol at events
- Covid
- Crowded
- Crowded
- Crowded
- Family obligations out of town on the weekends
- I attended the Chocolate Walk and the farmers' market, which were not listed.
- I have attended
- Lack of special needs accessibility.
- Lack of vendors.
- Lines too long.
- Not enough kids activities. Utilize more indoor areas for kids during winter. Need better restaurants.
- Other towns had better events
- requirement to purchase all at the venue 1012
- Sickness
- There is very little change in the content of events, so if you go once, you've gone enough
- Timing
- Too busy mowing grass on Mill Road that's not mine.
- Too chaotic and crowded.
- Traffic
- TRAVEL
- Vacation
- Weather issues.
- Why are there only porta potties at venues?
- Working

**Q18. Have you or anyone in your household visited Venue 1012 (outdoor amphitheater)?**

Q18. Have you visited Venue 1012 (outdoor amphitheater)	Number	Percent
Yes	126	23.9 %
No, but I am aware of Venue 1012	340	64.5 %
No, & I am not aware of Venue 1012	55	10.4 %
Not provided	6	1.1 %
Total	527	100.0 %

**WITHOUT "NOT PROVIDED"****Q18. Have you or anyone in your household visited Venue 1012 (outdoor amphitheater)? (without "not provided")**

Q18. Have you visited Venue 1012 (outdoor amphitheater)	Number	Percent
Yes	126	24.2 %
No, but I am aware of Venue 1012	340	65.3 %
No, & I am not aware of Venue 1012	55	10.6 %
Total	521	100.0 %

**Q18a. How would you rate your overall experience at Venue 1012?**

Q18a. How would you rate your overall experience at Venue 1012	Number	Percent
Excellent	27	21.4 %
Good	59	46.8 %
Fair	28	22.2 %
Poor	12	9.5 %
Total	126	100.0 %

**Q19. Have you or anyone in your household visited the Happy Tails Dog Park, located on Theodore Drive near Public Works?**

Q19. Have you visited Happy Tails Dog Park	Number	Percent
Yes	36	6.8 %
No, but I am aware of Happy Trails Dog Park	322	61.1 %
No, & I am not aware of Happy Trails Dog Park	156	29.6 %
Not provided	13	2.5 %
Total	527	100.0 %

**WITHOUT "NOT PROVIDED"**

**Q19. Have you or anyone in your household visited the Happy Tails Dog Park, located on Theodore Drive near Public Works? (without "not provided")**

Q19. Have you visited Happy Tails Dog Park	Number	Percent
Yes	36	7.0 %
No, but I am aware of Happy Trails Dog Park	322	62.6 %
No, & I am not aware of Happy Trails Dog Park	156	30.4 %
Total	514	100.0 %

**Q19a. How would you rate your overall experience at Happy Tails Dog Park?**

Q19a. How would you rate your overall experience at Happy Tails Dog Park		
	Number	Percent
Excellent	17	47.2 %
Good	9	25.0 %
Fair	4	11.1 %
Poor	5	13.9 %
Not provided	1	2.8 %
Total	36	100.0 %

**WITHOUT "NOT PROVIDED"****Q19a. How would you rate your overall experience at Happy Tails Dog Park? (without "not provided")**

Q19a. How would you rate your overall experience at Happy Tails Dog Park		
	Number	Percent
Excellent	17	48.6 %
Good	9	25.7 %
Fair	4	11.4 %
Poor	5	14.3 %
Total	35	100.0 %

**Q20. Code Compliance. Please rate your satisfaction with each of the following items using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."**

(N=527)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q20-1. Enforcing maintenance of residential property (exterior of building itself)	10.2%	35.5%	22.6%	8.2%	3.4%	20.1%
Q20-2. Enforcing mowing & trimming of lawns on private property	9.7%	34.5%	21.1%	11.6%	4.0%	19.2%
Q20-3. Enforcing maintenance of business property	8.7%	39.7%	19.4%	4.6%	2.3%	25.4%
Q20-4. Enforcing codes designed to protect public health & safety	9.5%	38.7%	19.2%	3.4%	1.9%	27.3%

**WITHOUT "DON'T KNOW"**

**Q20. Code Compliance. Please rate your satisfaction with each of the following items using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied." (without "don't know")**

(N=527)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q20-1. Enforcing maintenance of residential property (exterior of building itself)	12.8%	44.4%	28.3%	10.2%	4.3%
Q20-2. Enforcing mowing & trimming of lawns on private property	12.0%	42.7%	26.1%	14.3%	4.9%
Q20-3. Enforcing maintenance of business property	11.7%	53.2%	26.0%	6.1%	3.1%
Q20-4. Enforcing codes designed to protect public health & safety	13.1%	53.3%	26.4%	4.7%	2.6%

**Q21. Downtown. Please rate your level of satisfaction with each of the following using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."**

(N=527)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q21-1. Shopping choices	7.4%	29.6%	27.7%	23.7%	8.5%	3.0%
Q21-2. Restaurant choices	5.1%	26.4%	24.9%	27.9%	13.3%	2.5%
Q21-3. Quality of shopping	6.6%	32.1%	30.9%	19.5%	6.6%	4.2%
Q21-4. Availability of parking	15.4%	44.2%	18.8%	13.3%	5.3%	3.0%
Q21-5. Green (outdoor) space	18.0%	43.6%	23.1%	8.0%	1.9%	5.3%
Q21-6. Recreation amenities	9.7%	38.3%	28.7%	12.1%	3.6%	7.6%
Q21-7. Public gathering spaces	10.4%	41.9%	28.8%	9.7%	1.5%	7.6%
Q21-8. Public art	3.6%	18.2%	37.2%	15.2%	4.4%	21.4%
Q21-9. Street lighting	15.7%	48.8%	20.9%	8.7%	1.5%	4.4%
Q21-10. Pedestrian walkways/ crossings	16.1%	49.1%	18.6%	8.7%	3.2%	4.2%

**WITHOUT "DON'T KNOW"**

**Q21. Downtown. Please rate your level of satisfaction with each of the following using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied." (without "don't know")**

(N=527)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q21-1. Shopping choices	7.6%	30.5%	28.6%	24.5%	8.8%
Q21-2. Restaurant choices	5.3%	27.0%	25.5%	28.6%	13.6%
Q21-3. Quality of shopping	6.9%	33.5%	32.3%	20.4%	6.9%
Q21-4. Availability of parking	15.9%	45.6%	19.4%	13.7%	5.5%
Q21-5. Green (outdoor) space	19.0%	46.1%	24.4%	8.4%	2.0%
Q21-6. Recreation amenities	10.5%	41.5%	31.0%	13.1%	3.9%
Q21-7. Public gathering spaces	11.3%	45.4%	31.2%	10.5%	1.6%
Q21-8. Public art	4.6%	23.2%	47.3%	19.3%	5.6%
Q21-9. Street lighting	16.5%	51.0%	21.8%	9.1%	1.6%
Q21-10. Pedestrian walkways/crossings	16.8%	51.3%	19.4%	9.1%	3.4%

**Q22. What do you leave Oswego to spend money on?**

Q22. What do you leave Oswego to spend money on	Number	Percent
Fine dining	397	75.3 %
Casual dining	295	56.0 %
Furniture	310	58.8 %
General groceries	108	20.5 %
Specialty groceries	263	49.9 %
Vehicles	317	60.2 %
General merchandise	165	31.3 %
Clothing	240	45.5 %
Electronics	123	23.3 %
Other	34	6.5 %
Total	2252	

**Q22-10. Other**

- Bakery, jewelry, specialty stores
- Bars. Oswego does not have enough bars to bar hop or have fun activities with a group.
- Better restaurants. Less drive thrus. Trader Joe's. Whole Foods. Home goods. Playground updates.
- bookstore
- Brewery
- Brewery. With the closing of Oswego Brewing I go to Yorkville/Aurora/Plainfield
- Bulk Groceries, Hardware, Beauty Services(Nails/Hair)
- Casual dining
- CHUCK E CHEESE, BATH & BODY WORKS, AMERICAN EAGLE
- Costco
- Dog Grooming
- Drink
- Entertainment
- Entertainment
- Entertainment, culture
- Everything other than basic groceries
- Fuel
- fun places
- Healthy stuff smoothies / Whole Foods / dt plainfield walkability to diff places
- Home stores
- Hospital/specialty medical
- HOUSEHOLD AND DECORATIONS
- Medical services
- Most everything
- Movies, books, culture, diversity



**Q22-10. Other**

- Night life.
- NON-CHAIN OPTIONS
- ONLINE
- Shoes
- Spa's - Nails, and doctors visits.
- Sports clubs for kids/tweens
- Trader Joes
- Various
- Veterinary clinic

**Q23. Transportation. Do you regularly use the Kendall Area Transit Program (KAT) bus service?**

Q23. Do you regularly use Kendall Area Transit Program (KAT) bus service	Number	Percent
Yes	5	0.9 %
No, but I am familiar with the program	241	45.7 %
No, & I'm not familiar with the program	271	51.4 %
Not provided	10	1.9 %
Total	527	100.0 %

**WITHOUT "NOT PROVIDED"****Q23. Transportation. Do you regularly use the Kendall Area Transit Program (KAT) bus service? (without "not provided")**

Q23. Do you regularly use Kendall Area Transit Program (KAT) bus service	Number	Percent
Yes	5	1.0 %
No, but I am familiar with the program	241	46.6 %
No, & I'm not familiar with the program	271	52.4 %
Total	517	100.0 %

**Q24. Do you regularly use Metra commuter rail service?**

<u>Q24. Do you regularly use Metra commuter rail service</u>	<u>Number</u>	<u>Percent</u>
Yes	77	14.6 %
No	442	83.9 %
Not provided	8	1.5 %
Total	527	100.0 %

**WITHOUT "NOT PROVIDED"****Q24. Do you regularly use Metra commuter rail service? (without "not provided")**

<u>Q24. Do you regularly use Metra commuter rail service</u>	<u>Number</u>	<u>Percent</u>
Yes	77	14.8 %
No	442	85.2 %
Total	519	100.0 %

**Q25. Which of the following statements best describes your opinion about video gaming (i.e., video poker/gambling machines) in Oswego?**

Q25. Which following statement best describes your opinion about video gaming in Oswego	Number	Percent
Video gaming should be limited, but only at establishments whose primary revenue is video gaming (e.g., gaming cafes)	129	24.5 %
Video gaming should be limited, but only at establishments where video gaming is ancillary to their business (e.g., restaurants or gas stations)	88	16.7 %
Video gaming should be limited for all types of establishments	159	30.2 %
Video gaming should not be limited	39	7.4 %
Do not know/no opinion	112	21.3 %
Total	527	100.0 %

**WITHOUT "DON'T KNOW"**

**Q25. Which of the following statements best describes your opinion about video gaming (i.e., video poker/gambling machines) in Oswego? (without "don't know")**

Q25. Which following statement best describes your opinion about video gaming in Oswego	Number	Percent
Video gaming should be limited, but only at establishments whose primary revenue is video gaming (e.g., gaming cafes)	129	31.1 %
Video gaming should be limited, but only at establishments where video gaming is ancillary to their business (e.g., restaurants or gas stations)	88	21.2 %
Video gaming should be limited for all types of establishments	159	38.3 %
Video gaming should not be limited	39	9.4 %
Total	415	100.0 %

**Q26. Approximately how many years have you lived in the Village of Oswego?**

Q26. How many years have you lived in Village of Oswego	Number	Percent
Less than 5 years	72	13.7 %
5-10 years	101	19.2 %
11-15 years	67	12.7 %
16-20 years	86	16.3 %
21-30 years	133	25.2 %
More than 30 years	66	12.5 %
Not provided	2	0.4 %
Total	527	100.0 %

**WITHOUT "NOT PROVIDED"****Q26. Approximately how many years have you lived in the Village of Oswego? (without "not provided")**

Q26. How many years have you lived in Village of Oswego	Number	Percent
Less than 5 years	72	13.7 %
5-10 years	101	19.2 %
11-15 years	67	12.8 %
16-20 years	86	16.4 %
21-30 years	133	25.3 %
More than 30 years	66	12.6 %
Total	525	100.0 %

**Q27. What is your age?**

Q27. Your age	Number	Percent
Under 25 years	9	1.7 %
25 to 34 years	94	17.8 %
35 to 44 years	105	19.9 %
45 to 54 years	109	20.7 %
55 to 64 years	102	19.4 %
65+ years	102	19.4 %
Not provided	6	1.1 %
Total	527	100.0 %

**WITHOUT "NOT PROVIDED"****Q27. What is your age? (without "not provided")**

Q27. Your age	Number	Percent
Under 25 years	9	1.7 %
25 to 34 years	94	18.0 %
35 to 44 years	105	20.2 %
45 to 54 years	109	20.9 %
55 to 64 years	102	19.6 %
65+ years	102	19.6 %
Total	521	100.0 %

**Q28. Your gender:**

Q28. Your gender	Number	Percent
Male	257	48.8 %
Female	263	49.9 %
Not provided	7	1.3 %
Total	527	100.0 %

**WITHOUT "NOT PROVIDED"****Q28. Your gender: (without "not provided")**

Q28. Your gender	Number	Percent
Male	257	49.4 %
Female	263	50.6 %
Total	520	100.0 %

**Q29. Which of the following best describes your housing situation?**

Q29. Which following best describes your housing situation	Number	Percent
Own	490	93.0 %
Rent	34	6.5 %
Not provided	3	0.6 %
Total	527	100.0 %

**WITHOUT "NOT PROVIDED"****Q29. Which of the following best describes your housing situation? (without "not provided")**

Q29. Which following best describes your housing situation	Number	Percent
Own	490	93.5 %
Rent	34	6.5 %
Total	524	100.0 %

**Q30. Which of the following best describes your race/ethnicity?**

Q30. Your race/ethnicity	Number	Percent
Asian or Asian Indian	17	3.2 %
Black or African American	44	8.3 %
American Indian or Alaska Native	2	0.4 %
White or Caucasian	387	73.4 %
Native Hawaiian or other Pacific Islander	2	0.4 %
Hispanic, Spanish, or Latino/a/x	90	17.1 %
Other	4	0.8 %
Total	546	

**Q30-7. Self-describe your race/ethnicity**

Q30-7. Self-describe your race/ethnicity	Number	Percent
Mixed	3	75.0 %
Multi-racial	1	25.0 %
Total	4	100.0 %

**Q31. Which of the following best describes your current employment status?**

Q31. Which following best describes your current employment status

	Number	Percent
Employed in the home/have home-based business	59	11.2 %
Employed outside the home	316	60.0 %
Student	1	0.2 %
Retired	131	24.9 %
Not currently employed outside the home	13	2.5 %
Not provided	7	1.3 %
Total	527	100.0 %

**WITHOUT "NOT PROVIDED"****Q31. Which of the following best describes your current employment status? (without "not provided")**

Q31. Which following best describes your current employment status

	Number	Percent
Employed in the home/have home-based business	59	11.3 %
Employed outside the home	316	60.8 %
Student	1	0.2 %
Retired	131	25.2 %
Not currently employed outside the home	13	2.5 %
Total	520	100.0 %



**Q31-2. What is the zip code where you work?**

Q31-2. What is the zip code where you work	Number	Percent
60543	63	23.7 %
60506	14	5.3 %
60504	13	4.9 %
60563	9	3.4 %
60540	8	3.0 %
60505	7	2.6 %
60532	7	2.6 %
60440	7	2.6 %
60606	7	2.6 %
60560	7	2.6 %
60502	6	2.3 %
60564	6	2.3 %
60585	4	1.5 %
60187	4	1.5 %
60554	4	1.5 %
60515	4	1.5 %
60601	4	1.5 %
60538	4	1.5 %
60523	4	1.5 %
60101	3	1.1 %
60185	3	1.1 %
60510	3	1.1 %
60134	3	1.1 %
60517	3	1.1 %
60542	3	1.1 %
60555	3	1.1 %
60446	3	1.1 %
60565	3	1.1 %
60148	3	1.1 %
60431	3	1.1 %
60190	2	0.8 %
60607	2	0.8 %
60602	2	0.8 %
60544	2	0.8 %
60535	2	0.8 %
85281	1	0.4 %
60178	1	0.4 %
60120	1	0.4 %
60481	1	0.4 %
60169	1	0.4 %
60503	1	0.4 %
60616	1	0.4 %
33126	1	0.4 %
6106	1	0.4 %
60548	1	0.4 %
60605	1	0.4 %
60608	1	0.4 %
60661	1	0.4 %
60455	1	0.4 %
60561	1	0.4 %
61354	1	0.4 %

**Q31-2. What is the zip code where you work?**

Q31-2. What is the zip code where you work	Number	Percent
60005	1	0.4 %
60545	1	0.4 %
60586	1	0.4 %
60473	1	0.4 %
60008	1	0.4 %
60350	1	0.4 %
61311	1	0.4 %
60123	1	0.4 %
60201	1	0.4 %
60462	1	0.4 %
60527	1	0.4 %
60143	1	0.4 %
60007	1	0.4 %
60512	1	0.4 %
60611	1	0.4 %
60404	1	0.4 %
60643	1	0.4 %
60137	1	0.4 %
60666	1	0.4 %
55402	1	0.4 %
60490	1	0.4 %
60139	1	0.4 %
60191	1	0.4 %
60546	1	0.4 %
60153	1	0.4 %
Total	266	100.0 %



**5**

# Survey Instrument



Ryan Kauffman,  
Village President  
100 Parkers Mill • Oswego, IL 60543 • (630) 551-2350  
Website: <http://www.oswegoil.org>

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October 2023

Dear Neighbor,

The Village of Oswego consistently strives to improve our quality of life, working collaboratively with residents, business owners and neighboring communities to be better together. As part of that effort, we are reaching out for your feedback on Village programs and services. You have been randomly selected to participate in our Community Survey, the results of which will be used to improve existing programs and services and help determine long-range planning and decisions in our community.

For this project, we are partnering with ETC Institute, one of the nation's leading local government research firms. ETC has experience conducting statistically valid surveys in communities across the nation. The enclosed survey includes a postage-paid envelope to ETC Institute. However, if you prefer to complete it online, please visit [oswegosurvey.org](http://oswegosurvey.org). Your survey responses will remain confidential.

We greatly appreciate you taking time out of your schedule to reply. The survey takes between 15 and 20 minutes to complete, but every question helps us better understand and more effectively respond to your needs and the needs of the whole Oswego community.

The survey results will be presented to the Village Board after they have been compiled and analyzed. A comprehensive report will be available on the Village's website ([oswegoil.org](http://oswegoil.org)) and a summary of the results will be included in a future edition of the Village's newsletter.

If you have any questions regarding the survey, please feel free to contact Executive Assistant Pamela Knox at 630-551-2347 or [pknox@oswegoil.org](mailto:pknox@oswegoil.org).

Thank you again for providing input that will help us together make Oswego a community that works even better together.

Sincerely,

A handwritten signature in black ink, appearing to read "Ryan Kauffman".

Ryan Kauffman  
Village President



# 2023 Village of Oswego Community Survey

Please take a few minutes to complete this survey. Your input is an important part of the Village's ongoing effort to identify and respond to resident priorities. If you have questions, please call (630) 551-2347.

**1. Perception of the Village. Using a scale of 5 to 1, where 5 means "Excellent" and 1 means "Poor," please rate the Village of Oswego with regard to each of the following.**

How would you rate your village...	Excellent	Good	Neutral	Below Average	Poor	Don't Know
1. As a place to live	5	4	3	2	1	9
2. As a place to raise children	5	4	3	2	1	9
3. As a place to work	5	4	3	2	1	9
4. As a place to retire	5	4	3	2	1	9
5. As a place to visit	5	4	3	2	1	9
6. As a place for single adults (ages 18-35)	5	4	3	2	1	9
7. As a place for play and leisure	5	4	3	2	1	9
8. As a village moving in the right direction	5	4	3	2	1	9
9. As a place you are proud to call home	5	4	3	2	1	9

**2. Please rate your satisfaction with each of the following items that may influence your perception of the Village of Oswego using a scale of 1 to 5, where 5 means "Excellent" and 1 means "Poor."**

How would you rate the...	Excellent	Good	Neutral	Below Average	Poor	Don't Know
01. Overall reputation of the Village	5	4	3	2	1	9
02. Overall appearance of the Village	5	4	3	2	1	9
03. Overall quality of life in the Village	5	4	3	2	1	9
04. Overall feeling of safety in the Village	5	4	3	2	1	9
05. Quality of new development in the Village	5	4	3	2	1	9
06. Acceptance of diverse populations	5	4	3	2	1	9
07. Transparency and accountability of Village actions	5	4	3	2	1	9
08. Village's environmental sustainability efforts	5	4	3	2	1	9
09. Availability of affordable housing	5	4	3	2	1	9
10. Job availability	5	4	3	2	1	9
11. Access to health care facilities	5	4	3	2	1	9
12. Access to religious institutions	5	4	3	2	1	9
13. Access to quality shopping facilities	5	4	3	2	1	9
14. Access to restaurants and entertainment	5	4	3	2	1	9
15. Availability of cultural activities and the arts	5	4	3	2	1	9
16. Availability of transportation options	5	4	3	2	1	9
17. Overall quality of public schools	5	4	3	2	1	9
18. Overall quality of Park District facilities	5	4	3	2	1	9
19. Overall quality of Library services	5	4	3	2	1	9
20. Overall quality of Fire District services	5	4	3	2	1	9
21. Overall quality of local ambulance service	5	4	3	2	1	9

3. **Overall Satisfaction with Village Services.** Please rate your satisfaction with each of the services listed below using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."

		Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
01.	Overall quality of services provided by the Village	5	4	3	2	1	9
02.	Overall value that you receive for your Village tax dollars and fees	5	4	3	2	1	9
03.	Overall quality of police services	5	4	3	2	1	9
04.	Overall maintenance of Village streets	5	4	3	2	1	9
05.	Overall enforcement of Village codes and ordinances	5	4	3	2	1	9
06.	Overall quality of customer service you receive from Village employees	5	4	3	2	1	9
07.	Overall flow of traffic and congestion management in the Village	5	4	3	2	1	9
08.	Overall effectiveness of Village communication with the public	5	4	3	2	1	9
09.	Overall efforts of the Village for emergency preparedness	5	4	3	2	1	9
10.	Overall management of Village finances	5	4	3	2	1	9

4. Which THREE of the items listed in Question 3 do you think should receive the MOST EMPHASIS from Village leaders over the next TWO years? [Write in your answers below using the numbers from the list in Question 3, or circle "NONE."]

1st: \_\_\_\_ 2nd: \_\_\_\_ 3rd: \_\_\_\_ NONE

5. **Police Services.** Please rate your level of satisfaction with each of the following using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."

		Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
01.	The visibility of police in neighborhoods	5	4	3	2	1	9
02.	The visibility of police in commercial areas	5	4	3	2	1	9
03.	The Village's efforts to prevent crime	5	4	3	2	1	9
04.	How quickly police respond to emergencies	5	4	3	2	1	9
05.	Overall professionalism of Police Department	5	4	3	2	1	9
06.	Overall attitude and behavior of Police Department personnel toward citizens	5	4	3	2	1	9
07.	Enforcement of local traffic laws	5	4	3	2	1	9
08.	Police Department safety education programs	5	4	3	2	1	9
09.	Overall quality of 9-1-1 services	5	4	3	2	1	9
10.	Quality of animal control	5	4	3	2	1	9
11.	Overall competency of Police Department personnel	5	4	3	2	1	9

6. Which THREE of the police services listed in Question 5 would you recommend receive the MOST EMPHASIS from Village leaders over the next TWO years? [Write in your answers below using the numbers from the list in Question 5, or circle "NONE."]

1st: \_\_\_\_ 2nd: \_\_\_\_ 3rd: \_\_\_\_ NONE

7. If you have any suggestions to improve the quality of services offered by the Oswego Police Department, please list them below.

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8. Using a scale of 1 to 4, where 4 means "Very Safe" and 1 means "Very Unsafe," please rate how safe you feel in the following situations.

How safe do you feel...	Very Safe	Somewhat Safe	Somewhat Unsafe	Very Unsafe	Don't Know
1. In commercial and retail areas	4	3	2	1	9
2. Walking alone in your neighborhood after dark	4	3	2	1	9
3. Walking alone in your neighborhood during the day	4	3	2	1	9
4. In Village parks, recreation areas and trails	4	3	2	1	9

9. During the past 12 months, were you or anyone in your household the victim of any crime in Oswego?

\_\_\_\_(1) Yes      \_\_\_\_ (2) No      \_\_\_\_ (9) Don't know

10. **Village Maintenance/Public Works.** Please rate your satisfaction with each of the following items using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
01. Condition of State roads (US 34, US 30, IL 25, IL 31, IL 71)	5	4	3	2	1	9
02. Condition of major Village streets (e.g., Douglas Road, Wolfs Crossing, Mill Road, Boulder Hill Pass, Minkler Road)	5	4	3	2	1	9
03. Condition of streets in your neighborhood	5	4	3	2	1	9
04. Maintenance of street signs and traffic signals	5	4	3	2	1	9
05. Maintenance of Village-owned buildings	5	4	3	2	1	9
06. Traffic flow on major Village streets	5	4	3	2	1	9
07. Pedestrian accessibility	5	4	3	2	1	9
08. Overall cleanliness of streets/other public areas	5	4	3	2	1	9
09. Adequacy of Village street lighting	5	4	3	2	1	9
10. Condition of Village sidewalks	5	4	3	2	1	9
11. Landscaping/trees of public areas along streets	5	4	3	2	1	9
12. Condition of street drainage/water drainage	5	4	3	2	1	9
13. Brush removal program	5	4	3	2	1	9
14. Leaf collection program	5	4	3	2	1	9
15. Snow and ice control program	5	4	3	2	1	9
16. Overall cleanliness of Village streets	5	4	3	2	1	9
17. Water pressure on a typical day	5	4	3	2	1	9
18. Water rates	5	4	3	2	1	9
19. Ease of paying water bill	5	4	3	2	1	9
20. Overall quality of water service	5	4	3	2	1	9

11. Which THREE of the public works items listed in Question 10 do you think should receive the MOST EMPHASIS from Village leaders over the next TWO years? [Write in your answers below using the numbers from the list in Question 10, or circle "NONE."]

1st: \_\_\_\_      2nd: \_\_\_\_      3rd: \_\_\_\_      NONE

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

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
1. Residential trash collection services	5	4	3	2	1	9
2. Curbside recycling services	5	4	3	2	1	9
3. Yard waste removal services	5	4	3	2	1	9
4. Bulky item pick-up/removal	5	4	3	2	1	9
5. Amount you are charged for the services	5	4	3	2	1	9
6. Curbside electronics recycling	5	4	3	2	1	9
7. Curbside composting service	5	4	3	2	1	9

**13. Village Communications.** Please rate your satisfaction with each of the items below using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."

		Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
1.	The availability of information about Village programs and services	5	4	3	2	1	9
2.	Village's efforts to keep you informed about local issues	5	4	3	2	1	9
3.	The quality of the Village's social media (e.g., Facebook, Instagram)	5	4	3	2	1	9
4.	The quality of the Village's website	5	4	3	2	1	9
5.	The content of the Village's newsletters	5	4	3	2	1	9
6.	My Civic 311 to report maintenance issues (e.g., streetlight outages, pot holes, Code compliance)	5	4	3	2	1	9
7.	How well the Village's communications meet your needs	5	4	3	2	1	9
8.	Timeliness of information provided by your Village government	5	4	3	2	1	9
9.	Level of public involvement in local decision making	5	4	3	2	1	9

**14. Customer Service.** Have you contacted the Village with a question, problem, or complaint in the past year?

\_\_\_\_(1) Yes [Answer Q14a.]      \_\_\_\_ (2) No [Skip to Q15.]

**14a. Please rate your satisfaction with each of the following factors that might influence your perception of the quality of customer service you received from the Village employees.**

		Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
1.	How easy the department was to contact	5	4	3	2	1	9
2.	How courteously you were treated	5	4	3	2	1	9
3.	Professionalism and knowledge of Village employees who assisted you	5	4	3	2	1	9
4.	Overall responsiveness of Village employees to your request or concern	5	4	3	2	1	9
5.	How well your issue was handled	5	4	3	2	1	9

**15. What are your primary sources for information about community activities and services? [Check all that apply.]**

- |  |   |
|--|---|
| ____(01) Quarterly Newsletter (Oswego News)    | ____(06) Electronic sign boards                 |
| ____(02) Oswegoil.org (website)                | ____(07) Word of mouth                          |
| ____(03) Social media/Facebook                 | ____(08) Local news outlet (e.g., Ledger, WSPY) |
| ____(04) Email alerts                          | ____(09) Public meetings                        |
| ____(05) Signage/printed material from Village | ____(10) Other: _____                           |

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

		Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Have Not Attended
1.	Wine on the Fox	5	4	3	2	1	9
2.	Summer Event Series at Venue 1012	5	4	3	2	1	9
3.	Wine Off the Fox at Venue 1012	5	4	3	2	1	9
4.	Independence Day Fireworks	5	4	3	2	1	9
5.	Christmas Walk	5	4	3	2	1	9

**17. If you have not attended an event in the past two years, why not? [Check all that apply.]**

- |                                     |                              |
|-------------------------------------|------------------------------|
| ____(1) Didn't know about them      | ____(5) Location             |
| ____(2) Had scheduling conflicts    | ____(6) Lack of parking      |
| ____(3) Not interested in the event | ____(7) Accessibility issues |
| ____(4) Cost was too high           | ____(8) Other: _____         |





**25. Which of the following statements best describes your opinion about video gaming (i.e., video poker/gambling machines) in Oswego?**

- (1) Video gaming should be limited, but only at establishments whose primary revenue is video gaming (e.g., gaming cafes)
- (2) Video gaming should be limited, but only at establishments where video gaming is ancillary to their business (e.g., restaurants or gas stations)
- (3) Video gaming should be limited for all types of establishments
- (4) Video gaming should NOT be limited
- (9) Do not know/no opinion

**Demographics**

**26. Approximately how many years have you lived in the Village of Oswego?**

- (1) Less than 5 years       (3) 11-15 years       (5) 21-30 years
- (2) 5-10 years       (4) 16-20 years       (6) More than 30 years

**27. What is your age?**

- (1) Under 25 years       (3) 35 to 44 years       (5) 55 to 64 years
- (2) 25 to 34 years       (4) 45 to 54 years       (6) 65+ years

**28. Your gender:**  (1) Male     (2) Female

**29. Which of the following best describes your housing situation?**  (1) Own     (2) Rent

**30. Which of the following best describes your race/ethnicity? [Check all that apply.]**

- (01) Asian or Asian Indian       (05) Native Hawaiian or other Pacific Islander
- (02) Black or African American       (06) Hispanic, Spanish, or Latino/a/x
- (03) American Indian or Alaska Native       (99) Other: \_\_\_\_\_
- (04) White or Caucasian

**31. Which of the following best describes your current employment status?**

- (1) Employed in the home/have home-based business       (3) Student
- (2) Employed outside the home       (4) Retired
- (What is the zip code where you work? \_\_\_\_\_)*       (5) Not currently employed outside the home

**32. Would you be willing to participate in future surveys sponsored by the Village of Oswego?**

- (1) Yes [Answer Q32a.]     (2) No

**32a. Please provide your contact information.**

Mobile Phone Number: \_\_\_\_\_

Email Address: \_\_\_\_\_

**This concludes the survey. Thank you for your time!**

Please return your completed survey in the enclosed postage-paid envelope addressed to:  
ETC Institute, 725 W. Frontier Circle, Olathe, KS 66061

Your responses will remain completely confidential. The information printed on the sticker to the right will ONLY be used to help identify which areas of the Village are having problems with Village services. If your address is not correct, please provide the correct information. Thank you.