



2025 National Community Survey

Frequently Asked Questions

1. What is the National Community Survey (NCS)?

The National Community Survey (NCS) is a professional, nationwide survey tool developed by Polco and the National Research Center (NRC). It is widely used by cities, villages, towns, and counties across the United States to measure resident opinions about community livability, government performance, and priorities for the future.

The survey uses a set of standard questions, which allows results to be compared not only over time within the Village, but also with more than 600 communities nationwide. Communities of all sizes use the NCS to understand how residents view where they live, how government is serving them, and what matters most as they plan for the future.

2. Why did the Village of Lombard conduct this survey?

The survey helps Village officials better understand residents' views on a wide range of livability topics, including safety, governance, mobility, the natural environment, economic health and more. The results provide valuable information for evaluating current programs, identifying areas for improvement and planning for the future.

3. Who received the survey?

In early 2025, the survey was mailed to a random, scientific sample of 3,000 households in the Village. Every household had an equal chance of being selected, and the distribution ensured geographic and demographic diversity across the community.

This method of random sampling is the same approach used in professional polling and academic research. By surveying a smaller, representative sample rather than every household, the Village can gather results that reflect the entire community while keeping the process cost-effective.

4. Why didn't I receive a survey?

Only a portion of households were randomly selected to receive the NCS. This means most residents did not receive a survey. Sending the survey to a scientifically selected group of households makes the results statistically valid, even if not everyone participates. This approach is standard practice for community surveys.

5. How many residents responded?

Of the 3,000 households invited to participate, 501 completed and returned the survey, resulting in a 17% response rate. This response rate is consistent with similar surveys conducted across the country.

With 501 responses, the survey results have a margin of error of approximately $\pm 4\%$ at a 95% confidence level. In practical terms, this means that if 60% of respondents rated a service positively, we can be confident the actual percentage among all Village households falls between 56% and 64%.

6. Is a 17% response rate enough?

Yes. In mailed resident surveys, typical response rates are between 10% and 20%. The 17% response rate in Lombard falls well within this range and provides a robust dataset. The survey results are statistically valid and representative of the community.

7. Are the results reliable?

Yes. The NCS is designed to meet the highest standards of survey research. Reliability is achieved through:

- Random sampling: ensuring all households have an equal chance of selection.
- Weighting: adjusting responses so the results reflect the Village's actual demographic and geographic composition.
- Benchmarking: providing comparisons against a large national database of other communities.
- Professional administration: conducted by Polco/NRC, a nationally recognized firm specializing in community surveys.

Because of these methods, the results are considered both statistically valid and representative of the community as a whole.

8. How are the results used?

The NCS results help the Village monitor trends and resident opinions over time, measure government performance, inform decision-making and strategic planning and compare our results with those of other peer communities.

9. Where can I view the full report?

The complete results are available on the Village's website at www.villageoflombard.org/ncs.