



VILLAGE OF
ORLAND PARK, IL
2012

Report of Open-ended Questions



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SURVEY BACKGROUND

ABOUT THE NATIONAL CITIZEN SURVEY™

The National Citizen Survey™ (The NCS™) is a collaborative effort between National Research Center, Inc. (NRC) and the International City/County Management Association (ICMA).

The survey and its administration are standardized to assure high quality survey methods and comparable results across The National Citizen Survey™ jurisdictions. Participating households are selected at random and the household member who responds is selected without bias. Multiple mailings give each household more than one chance to participate with self-addressed and postage paid envelopes. Results are statistically weighted to reflect the proper demographic composition of the entire community.

The National Citizen Survey™ customized for this jurisdiction was developed in close cooperation with local jurisdiction staff. The Village of Orland Park staff selected items from a menu of questions about services and community problems; they defined the jurisdiction boundaries NRC used for sampling; and they provided the appropriate letterhead and signatures for mailings. Village of Orland Park staff also determined local interest in a variety of add-on options to The National Citizen Survey™ Basic Service.

UNDERSTANDING THE RESULTS

ABOUT CLOSED-ENDED AND OPEN-ENDED QUESTIONS

Questions can either be asked in a closed-ended or open-ended manner. A closed-ended question is one where a set of response options is listed on the survey. Those taking the survey respond to each option listed. Open-ended questions have no answer choices from which respondents select their response. Instead, respondents must “create” their own answers and state them in their own words. The responses are categorized by topic area using codes. An “other” category is used for responses falling outside the coded categories. In general, a code is assigned when at least 5-10% of responses will fit the code.

Advantages of an open-ended question include:

- Responses are not prompted, allowing respondents to provide answers that are not anticipated or well known.
- This type of question tends to capture response options that come to mind most quickly.
- There is a smaller risk of missing important dimensions.

OPEN-ENDED QUESTIONS

Respondents were asked to record their opinions about Orland Park in the following questions:

- Please rate how important you think each of the following priorities should be to the Village of Orland Park over the next five years? (This was a closed-ended question on the survey, that listed a menu of responses as well as an “other” category, those that selected “other” could then write in their response. For the results to the closed-ended portion of this question, please see *The National Citizen Survey Report of Results, Orland Park, 2012*)
- What are the top three issues that concern you and your family?
- In your opinion, what are the three biggest priorities that the Village of Orland Park should address in the next two years?

The responses were categorized by topic area and those topics are reported in the following tables with the percent of responses given in each category. Because some comments from residents covered more than a single topic, each topic mentioned by a resident was categorized and counted for in the following tables.

Question 20c: Please rate how important you think each of the following priorities should be to the Village of Orland Park over the next five years? (“other” responses) ¹	Percent of Respondents
Promote and maintain high quality development	24%
Enhance and invest in community policing and public safety programs	16%
Make annual investments in parks and recreation/cultural facilities	13%
Reduce taxes/spending	12%
Make annual investments in municipal infrastructure (i.e., roads, water and sewer)	10%
Promote services and programs for seniors	3%
Expand and enhance cultural programs	1%
Make annual investments in facilities and equipment for police and public works	0%
Preserve natural areas (including open spaces, wetlands and woodlands)	0%
Expand and invest in the Village's outdoor concert series and develop a high quality venue for outdoor concerts	0%
Other	20%
Total	100%

Question 20f: What are the top three issues that concern you and your family?	Percent of Respondents
Safety/crime concerns	40%
Taxes/government efficiency and cost of living	39%
Traffic/road maintenance	21%
Retail and economic development	20%
Education	15%
Housing concerns	15%
Economy/jobs	14%
City services	13%
Parks and recreation facilities /art programs/entertainment	8%
Healthcare concerns	6%
Programs and services for seniors/retirement	4%
Government organization and communication	4%
Transportation concerns	3%
Other	9%
Don't know	1%
Total may exceed 100% as respondents could select more than one category.	

¹ Please note that almost all of the responses that respondents wrote for “other” could be mapped back to the closed-ended list of responses. The categories listed in this table reflect this. Those that are “0%” typically reflect one response being coded into that category.

Question 20g: In your opinion, what are the three biggest priorities that the Village of Orland Park should address in the next two years?	Percent of Respondents
Traffic/road maintenance	40%
Taxes/government efficiency and cost of living	30%
Retail and economic development	28%
Safety	26%
Parks and recreation facilities /art programs/entertainment	15%
Economy.jobs	12%
Education	9%
Government communication and structure/organization	8%
Housing concerns	7%
City services (sewer, trash, etc.)	7%
Transportation	3%
Programs and services for seniors	3%
Healthcare concerns	1%
Other	13%
Don't know	3%
Total may exceed 100% as respondents could select more than one category.	