Aurora, IL
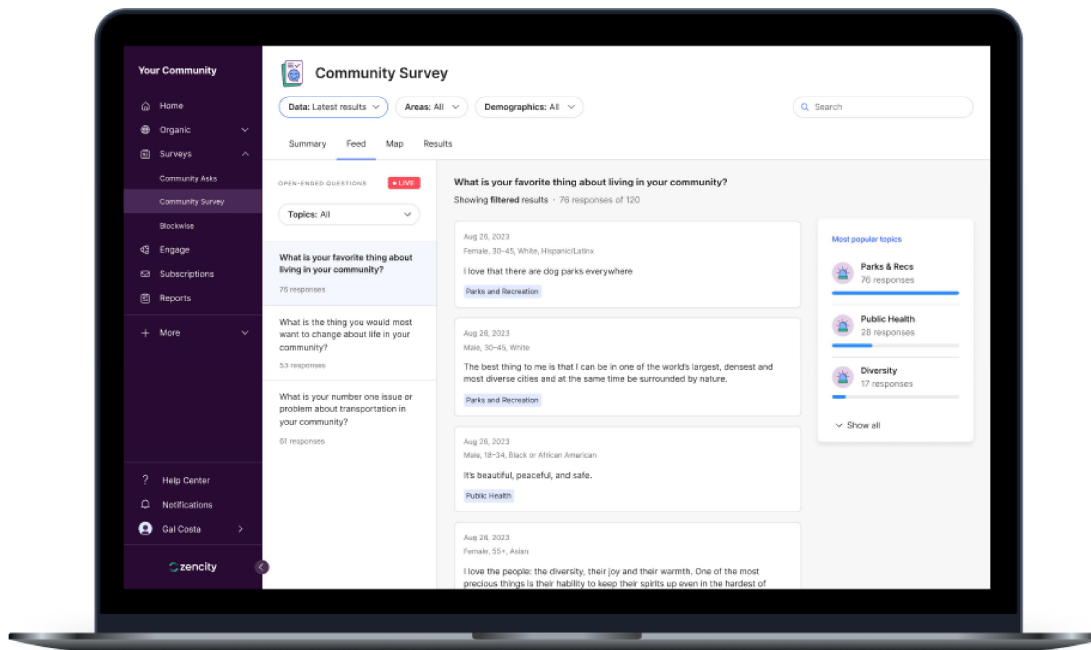
Community Survey

May - June 2023

The Zencity
Community Survey

A recurring survey that never stops running, the Zencity Community Survey measures how satisfied residents are with their community and with local government-provided services and allows officials to compare these scores over time and against a cohort of similar communities.

Survey Methodology

790 respondents were digitally recruited (e.g. over social media, mobile apps, local websites, and survey panels) between May - June 2023. Zencity built a representative sample by matching respondent data to the U.S. Census Bureau's race, ethnicity, age, and gender distributions in Aurora. Finally, rake-weighting was applied as a statistical safeguard to balance out any remaining discrepancies in distribution, so no demographic group is overrepresented or underrepresented in the final score.

Score Calculation

The overall satisfaction score is calculated by averaging how each resident rated quality of life and community characteristics on a numeric scale (1-5), and classifying this average as satisfied, neutral, or not satisfied. The resulting score, then, is the weighted percentage of residents who gave an overall satisfied rating.
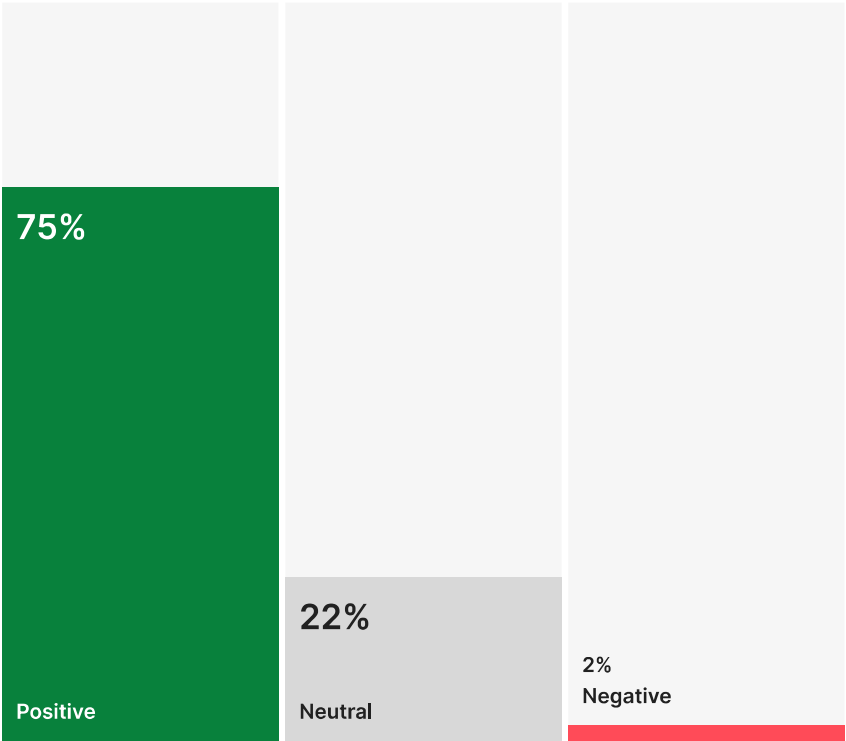
Overall Satisfaction

The overall satisfaction score is calculated from the questions in the two main sections of the survey: general quality of life and satisfaction with different characteristics of life in your community.

We take the average of these questions, then classify the score as positive (3+), neutral (1.5 to <3), or negative (≤1.5). The percentages represent the percent of respondents in each category.

If you have a previous cycle, the up (↑) and down (↓) arrows will show the change in percentage points.

Zencity Community Survey

75%

of 790 surveyed residents are satisfied with life in Aurora

75%

Positive

22%

Neutral

2%
Negative

Zencity Community Survey

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These are the main measures of satisfaction in your community

The bars on the right show the proportion of responses that are positive (4 or 5), neutral (3), or negative (1 or 2). The percentages show the percent in the positive category.

We take the average of the Community Characteristics, then classify the score as positive (3+), neutral (1.5 to <3), or negative (≤1.5). The percentages represent the percent of respondents in each category.

If you have a previous cycle, the up (↑) and down (↓) arrows will show the change in percentage points.

QUESTION	RESIDENT SATISFACTION
How is the overall quality of life in Aurora?	64%
How likely are you to recommend Aurora as a place to live?	56%
How likely are you to be living in Aurora 5 years from now?	56%
Average rating from the Community Characteristics questions	75%

Demographic Breakdown

Smaller sample sizes can lead to unreliable estimates. For this reason, we hide scores for groups under 30 respondents.

For groups between 31 and 50 respondents, we highlight the small sample size using an asterisk (*). Use these scores with caution.

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DEMOGRAPHIC	GROUP	SCORE	N
Age	18-34	79%	235
Age	35-54	70%	198
Age	55+	80%	334
Education	High school degree or less	67%	175
Education	Some college or college degree	76%	442
Education	Higher education degree	83%	141
Ethnicity	American Indian or Alaska Native	62% *	30
Ethnicity	Black or African American	70%	105

DEMOGRAPHIC	GROUP	SCORE	N
Ethnicity	Hispanic/Latino	75%	110
Ethnicity	White	73%	550
Gender	Female	73%	458
Gender	Male	78%	312
Income	$49,999 or less	73%	233
Income	$50,000-$149,999	80%	317
Income	$150,000 or more	63%	109

Life in Aurora

The bars show the percent of respondents who reported positively (4 or 5) in response to questions about community characteristics.

We also display the percent of respondents who were neutral (3, shown with a gray dot) or negative (1 or 2, shown with a red dot).

Zencity Community Survey

Chart data:

Category	Positive	Neutral	Negative
Quality of parks and recreational amenities	67%	22%	11%
Access to quality health care services	60%	28%	12%
Acceptance of residents of all backgrounds	60%	25%	15%
Quality of waste and recycling services	60%	31%	9%
Overall quality of services provided by Aurora	57%	29%	14%
Availability of a variety of art and cultural events	57%	34%	9%
Access to quality education	54%	30%	16%

Legend: Positive · Neutral · Negative

Zencity Community Survey

	Overall cleanliness and maintenance	Sense of community among residents	Sense of overall safety	Availability of affordable housing	Ease of getting around by public transportation	Ability for residents to give input to the Aurora government	Availability of jobs that pay a living wage
Negative	18%	20%	19%	23%	27%	25%	20%
Neutral	30%	33%	36%	33%	31%	35%	41%
Positive	52%	47%	45%	44%	42%	40%	39%

Positive Neutral Negative

Zencity Community Survey
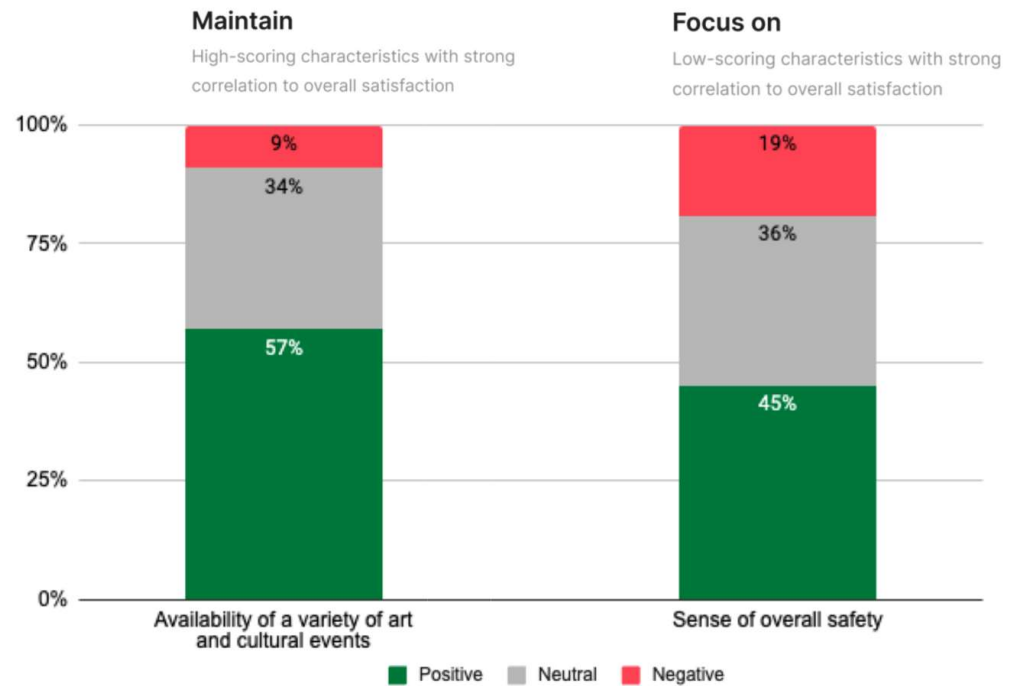
The ratings residents gave these parts of life showed a connection to their overall satisfaction

In order to appear here, a characteristic must a) demonstrate a strong correlation with how residents rated their overall satisfaction and b) receive a notably high or low satisfaction score

Maintain
High-scoring characteristics with strong correlation to overall satisfaction

Focus on
Low-scoring characteristics with strong correlation to overall satisfaction

Legend: ■ Positive ■ Neutral ■ Negative

Maintain — Availability of a variety of art and cultural events: 9% Negative, 34% Neutral, 57% Positive

Focus on — Sense of overall safety: 19% Negative, 36% Neutral, 45% Positive

Community

Benchmark

How we compare Aurora
to other similar communities

Residents from more than 1,000 communities across the United States have participated in Zencity's Community Surveys. We use the combined results from these surveys to produce our benchmark estimates. By averaging across respondents from dozens or hundreds of different communities, it's possible to arrive at a picture of what the results for a "typical" community in that cohort look like. This offers a way to compare your results- particularly strengths and areas for improvement- within a greater context. Each community running a Community Survey with Zencity receives a customized community benchmark cohort that reflects its unique characteristics.

First, the cities, towns, and counties in the United States are allocated into cohorts using variables such as population size, geography, density, and demographics to group similar communities together. Then, each cohort's benchmarks are calculated using the same scoring methodology outlined in the Survey Methodology section. Finally, since recruitment methods can differ slightly according to the needs of each community, cohort benchmarks are adjusted accordingly to match the exact distribution of recruitment methods.

These are some of the communities represented in your cohort

Density is calculated by people per square mile of land area.
Diversity is measured by percentage of people who are not in the largest race or ethnicity group.
Median income is the median annual dollars of income per household.

COMMUNITY NAME	TOTAL POP	DENSITY	DIVERSITY	MEDIAN INCOME ($)
Aurora, Illinois	199,326	4,427	36.22%	74659
Rockford, Illinois	147,441	2,284	29.65%	44,771
Peoria, Illinois	112,644	2,348	35.90%	51,736
Elgin, Illinois	112,062	2,947	35.50%	72,999
Joliet, Illinois	147,323	2,284	30.55%	72,871
Naperville, Illinois	147,734	3,781	26.12%	127,648

The data displayed on this page was sourced from the U.S. Census Bureau's 2020 Census of Population and Housing.

+ more communities with similar characteristics

Community Benchmark

The overall resident satisfaction in Aurora is 11% higher than its cohort.

75%
Aurora

64%
Cohort

68%
National

- 🔵 Aurora
- ⬛ Cohort
- ▲ National

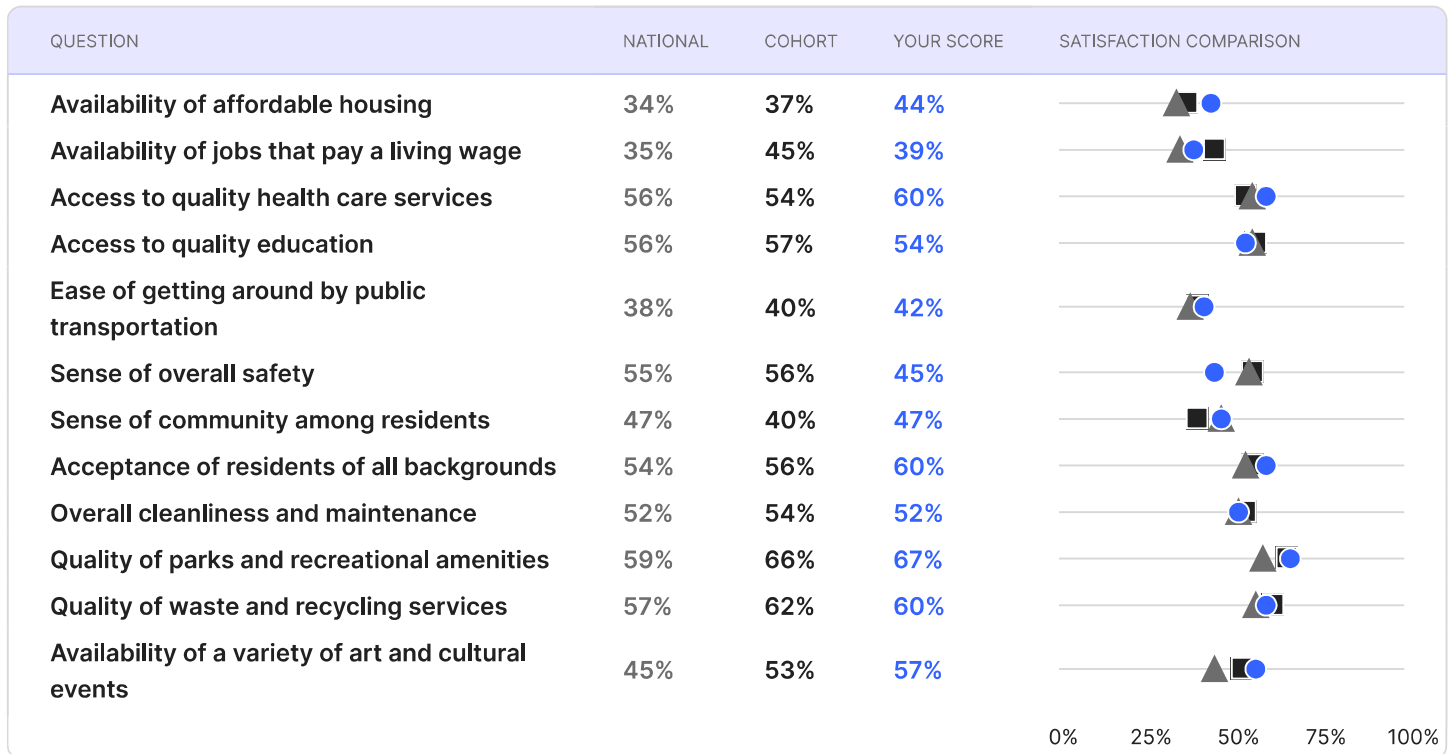| QUESTION	NATIONAL	COHORT	YOUR SCORE	SATISFACTION COMPARISON
How is the overall quality of life in Aurora?	56%	53%	64%	
How likely are you to recommend Aurora as a place to live?	54%	53%	56%	
How likely are you to be living in Aurora 5 years from now?	58%	51%	56%	

0%   25%   50%   75%   100%

Community Benchmark

Satisfaction with Life in Aurora

Breakdown by characteristic

● Aurora

■ Cohort

▲ National

QUESTION	NATIONAL	COHORT	YOUR SCORE	SATISFACTION COMPARISON
Availability of affordable housing	34%	37%	44%	
Availability of jobs that pay a living wage	35%	45%	39%	
Access to quality health care services	56%	54%	60%	
Access to quality education	56%	57%	54%	
Ease of getting around by public transportation	38%	40%	42%	
Sense of overall safety	55%	56%	45%	
Sense of community among residents	47%	40%	47%	
Acceptance of residents of all backgrounds	54%	56%	60%	
Overall cleanliness and maintenance	52%	54%	52%	
Quality of parks and recreational amenities	59%	66%	67%	
Quality of waste and recycling services	57%	62%	60%	
Availability of a variety of art and cultural events	45%	53%	57%	

0%   25%   50%   75%   100%

Rotating
Survey Section

The rotating survey section focuses on one issue per survey cycle and can be updated as new areas of interest emerge.

77%

of respondents are satisfied with the current internet service in their home.
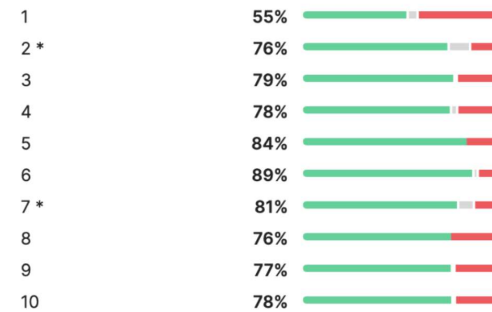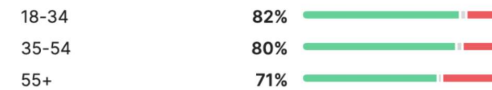
I don't have internet service at home
2%

Dissatisfied
21%

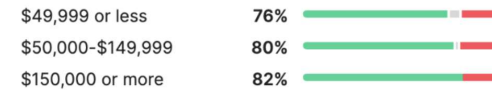The question: How would you describe your overall satisfaction with your current internet service in your home?
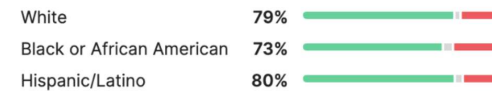
AREA

1	55%	
2 *	76%	
3	79%	
4	78%	
5	84%	
6	89%	
7 *	81%	
8	76%	
9	77%	
10	78%	

AGE

18-34	82%	
35-54	80%	
55+	71%	

INCOME

$49,999 or less	76%	
$50,000-$149,999	80%	
$150,000 or more	82%	

RACE/ETHNICITY

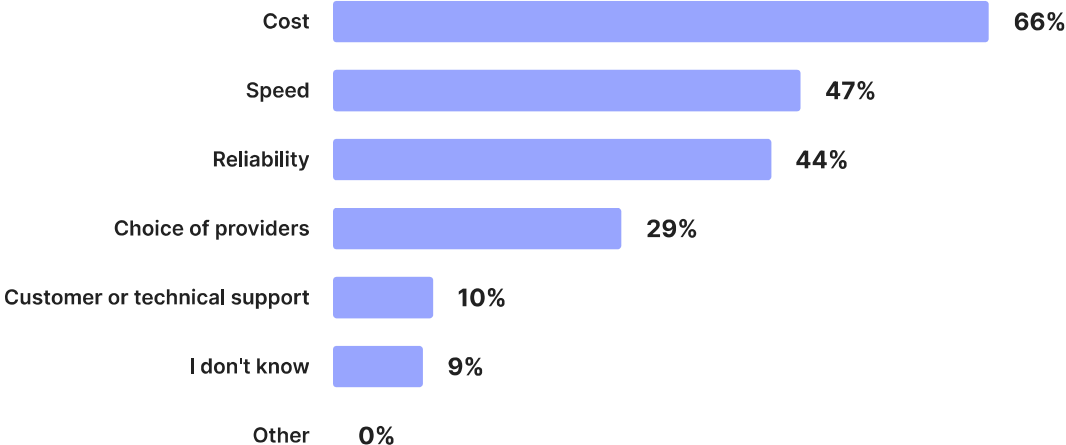|		
White	79%	
Black or African American	73%	
Hispanic/Latino	80%	

66%

of respondents would most like to see the cost of internet services improved in their area.

The question: When thinking about internet services available in your area, which of the following factors would you most like to see improved?

Factor	Percentage
Cost	66%
Speed	47%
Reliability	44%
Choice of providers	29%
Customer or technical support	10%
I don't know	9%
Other	0%