

# East Peoria, Illinois Quality of Life Survey

INITIAL REPORT OF RESULTS  
AARON A. BUCHKO, PH.D.  
SEPTEMBER 18, 2015

Dr. Buchko's involvement is courtesy of



**Fondulac Bank**

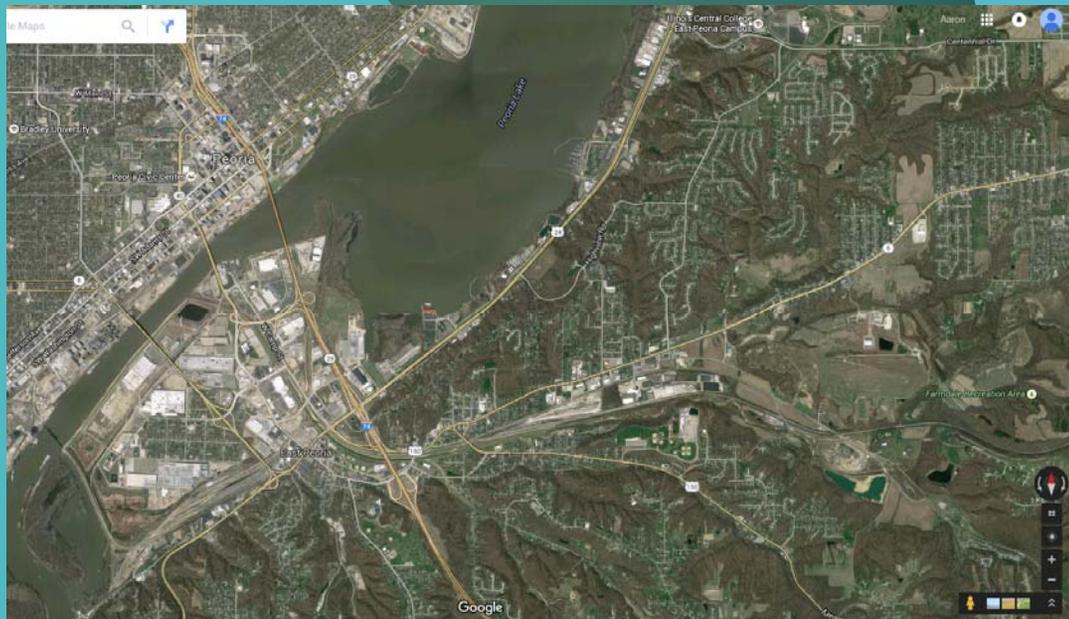
A Division of Morton Community Bank Member FDIC

# The Purpose

- ▶ To find out how area residents perceive the Quality of Life in East Peoria, Illinois

# The Project

- ▶ A survey of the overall Quality of Life in East Peoria
- ▶ High-level view
- ▶ Reach out to those who live and work in the city



# Methodology

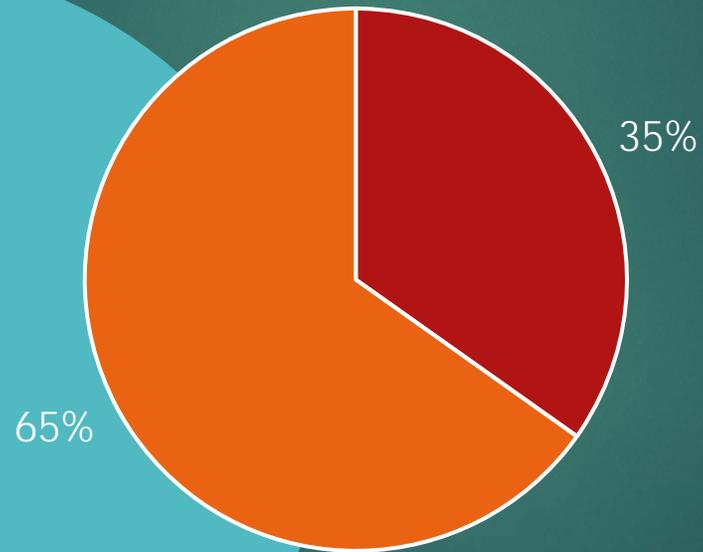
- ▶ The survey: from benchmarking with other available studies
- ▶ Respondents: 553
- ▶ Procedure:
  - ▶ Electronically through the schools
  - ▶ Paper and electronic through the Park District
  - ▶ Hard copies available at various sites
  - ▶ Available through the Times-Courier
  - ▶ On the East Peoria website

The background is a dark teal color. It features several light blue circles of varying sizes scattered across the page. A small red rectangle is located in the top right corner. The word "Results" is centered in a white, sans-serif font.

# Results

# Who were the respondents?

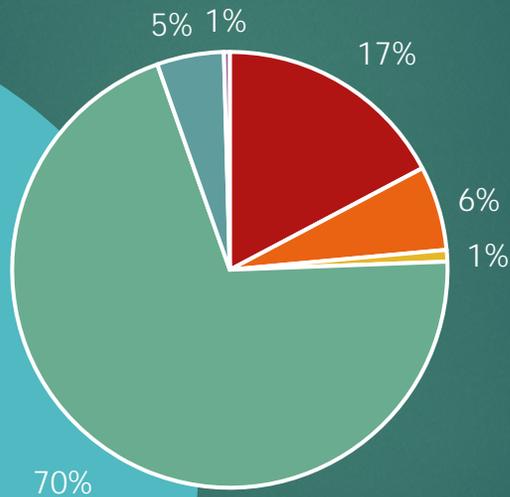
Gender



■ Male ■ Female

# Who were the respondents?

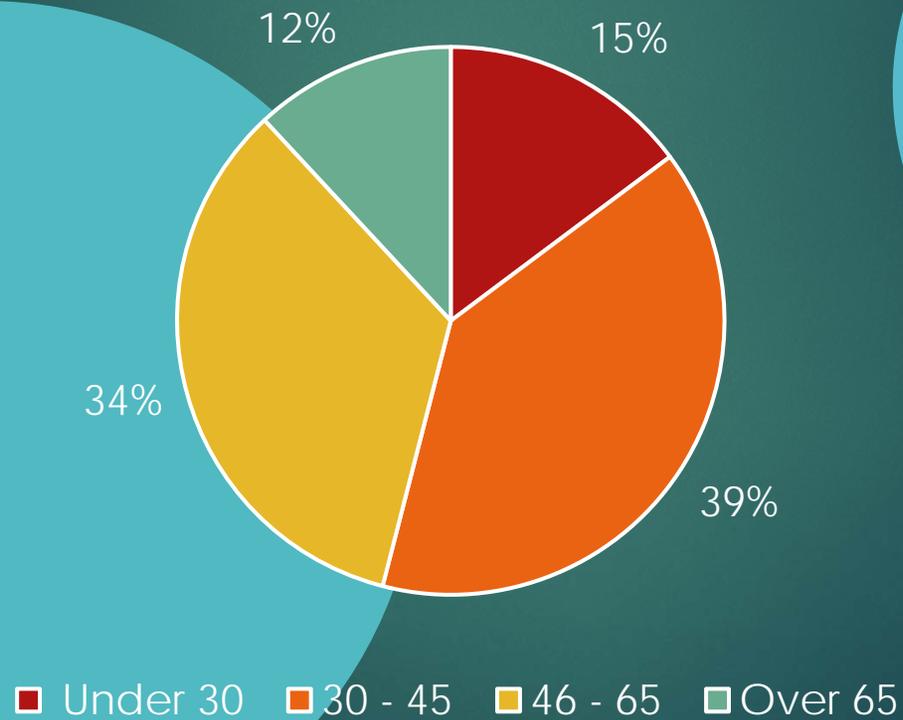
## Marital Status



- Single
- Engaged
- Widowed
- Divorced
- Married
- Partner/Living Together

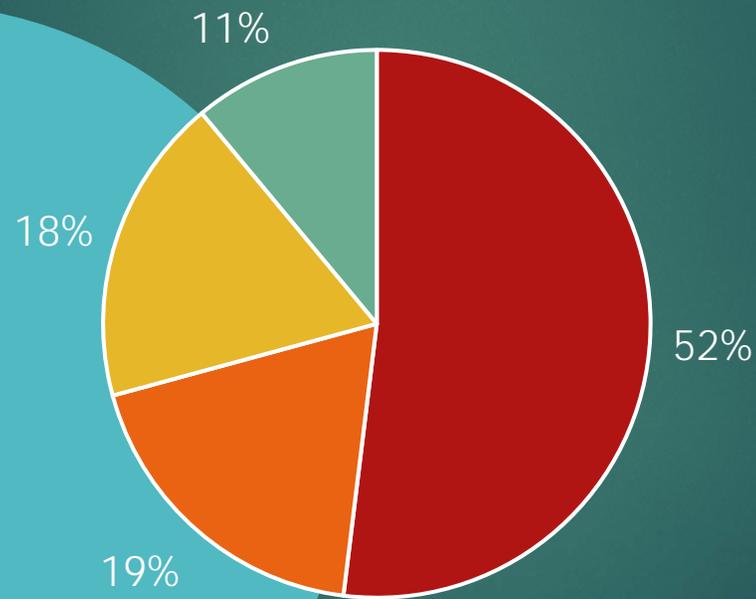
# Who were the respondents?

Age Range



# Who were the respondents?

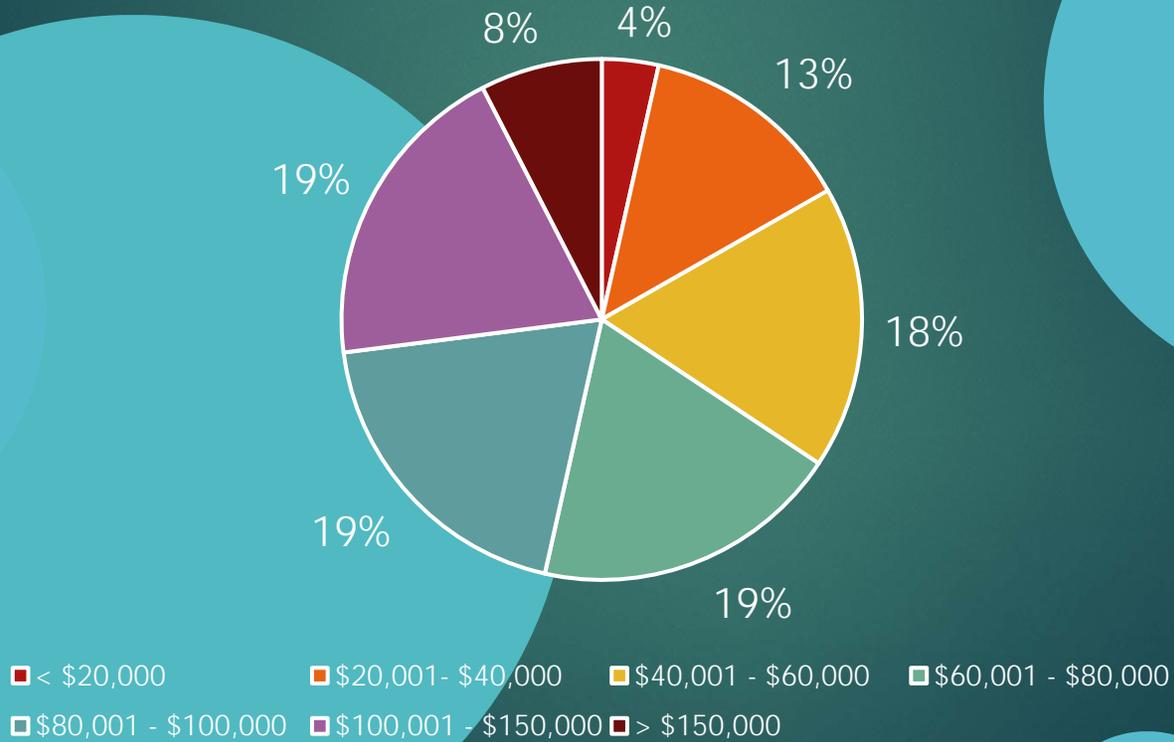
Number of Children



■ 0 ■ 1 ■ 2 ■ 3 or more

# Who were the respondents?

Income



# Who were the respondents?

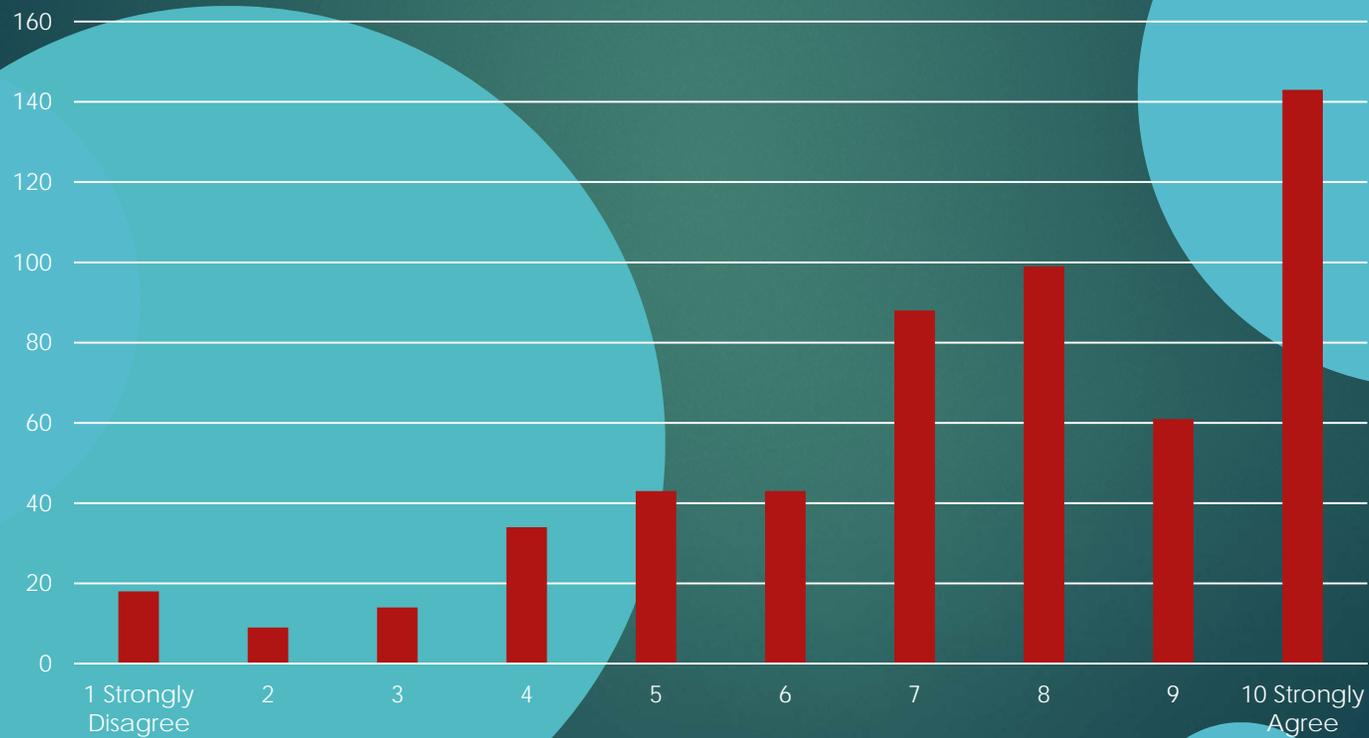
- ▶ Overwhelmingly white
- ▶ Overwhelmingly from zip code 61611

What do they think?



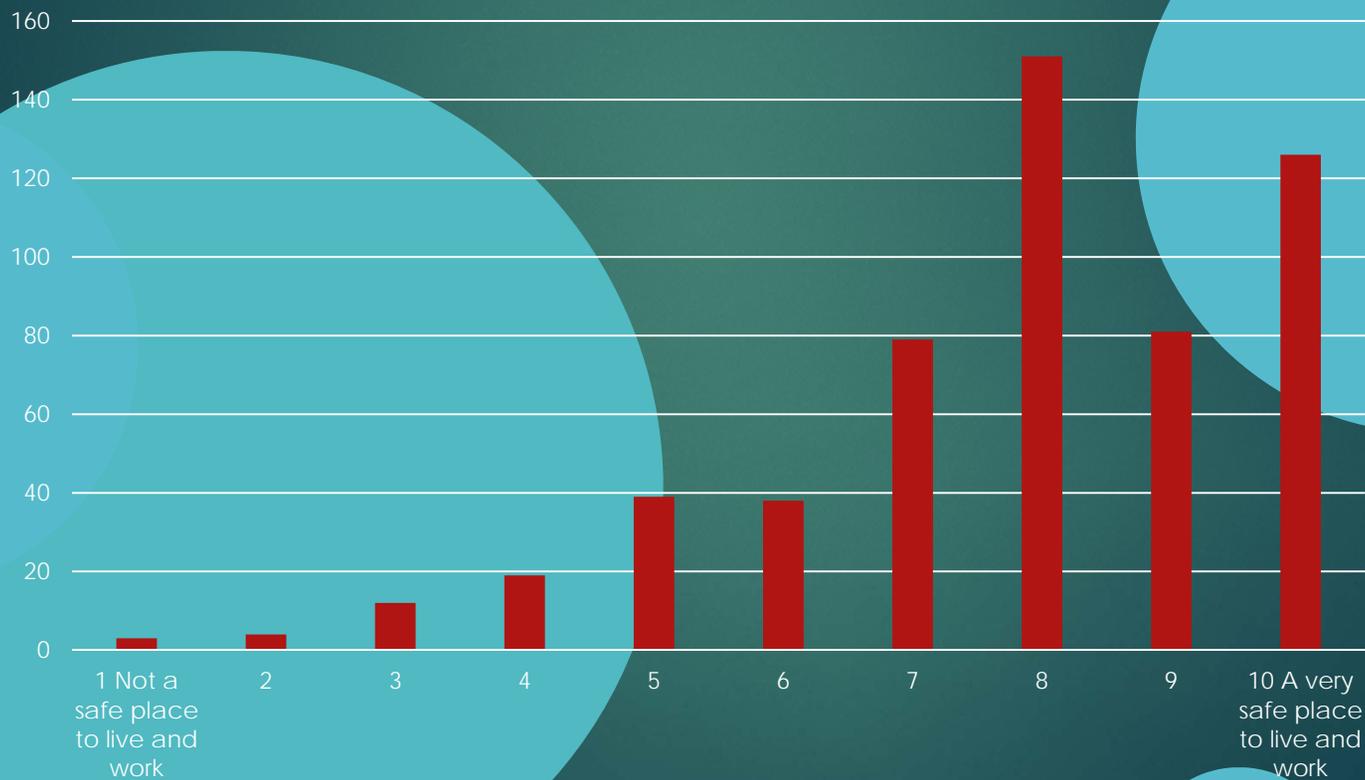
# What do they think?

I would recommend East Peoria to family and friends as a great place to live.



# What do they think?

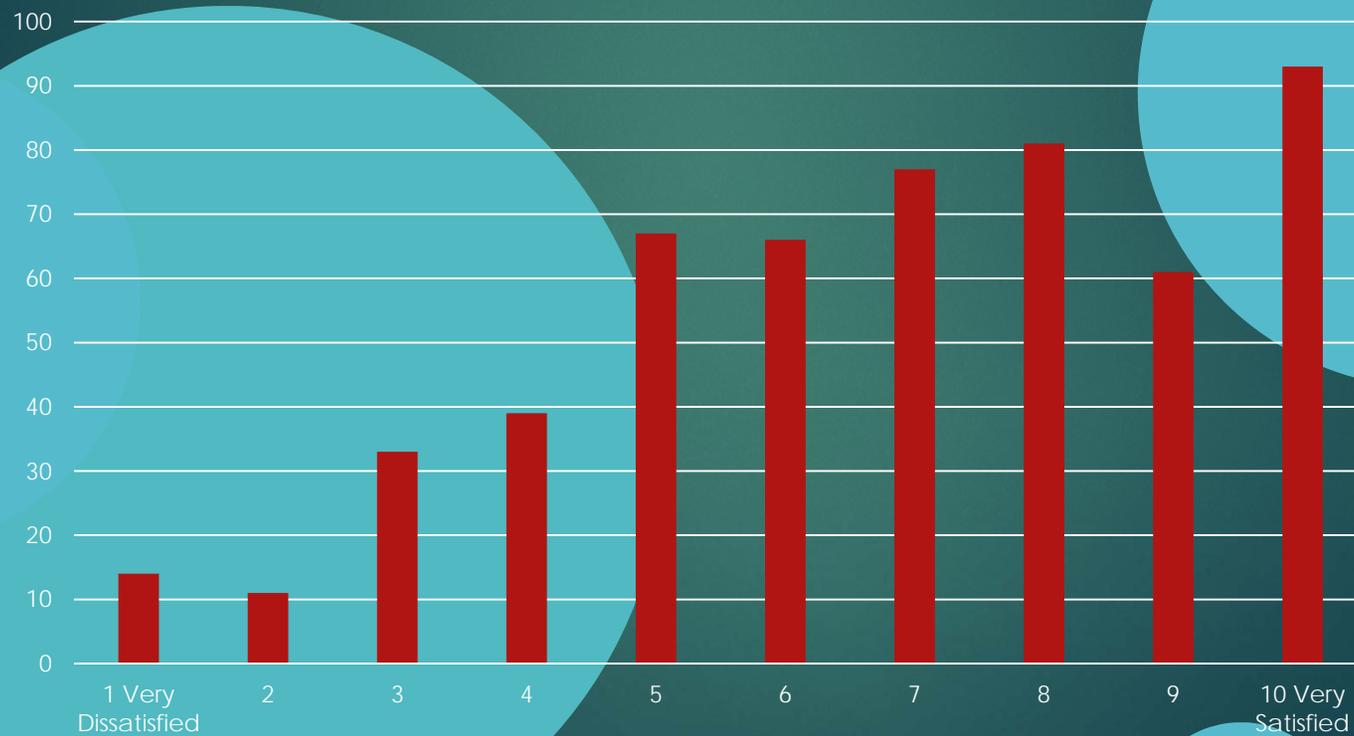
Is East Peoria a safe place to live and work?



65%  
at 8 or  
above

# What do they think?

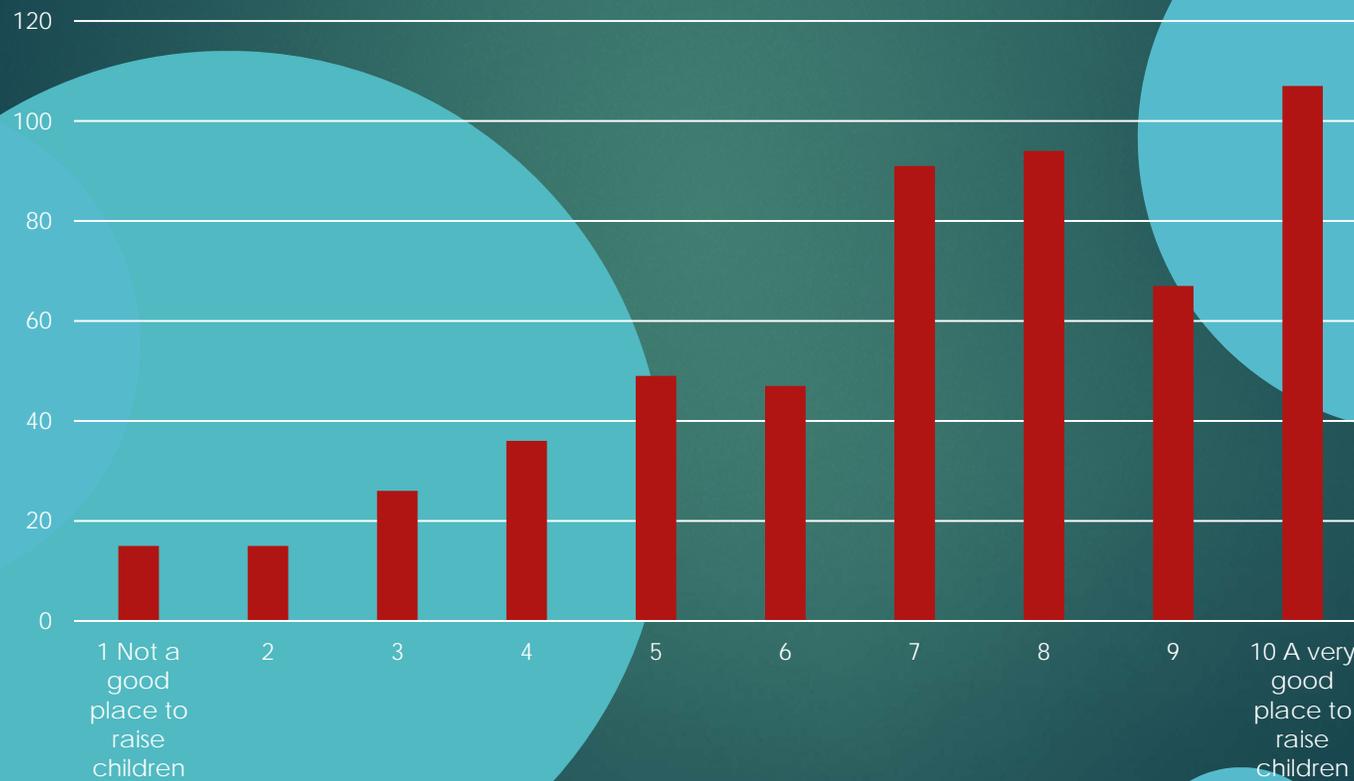
Are you satisfied with the accessibility to the health care system in East Peoria?



**43%**  
at 8 or  
above

# What do they think?

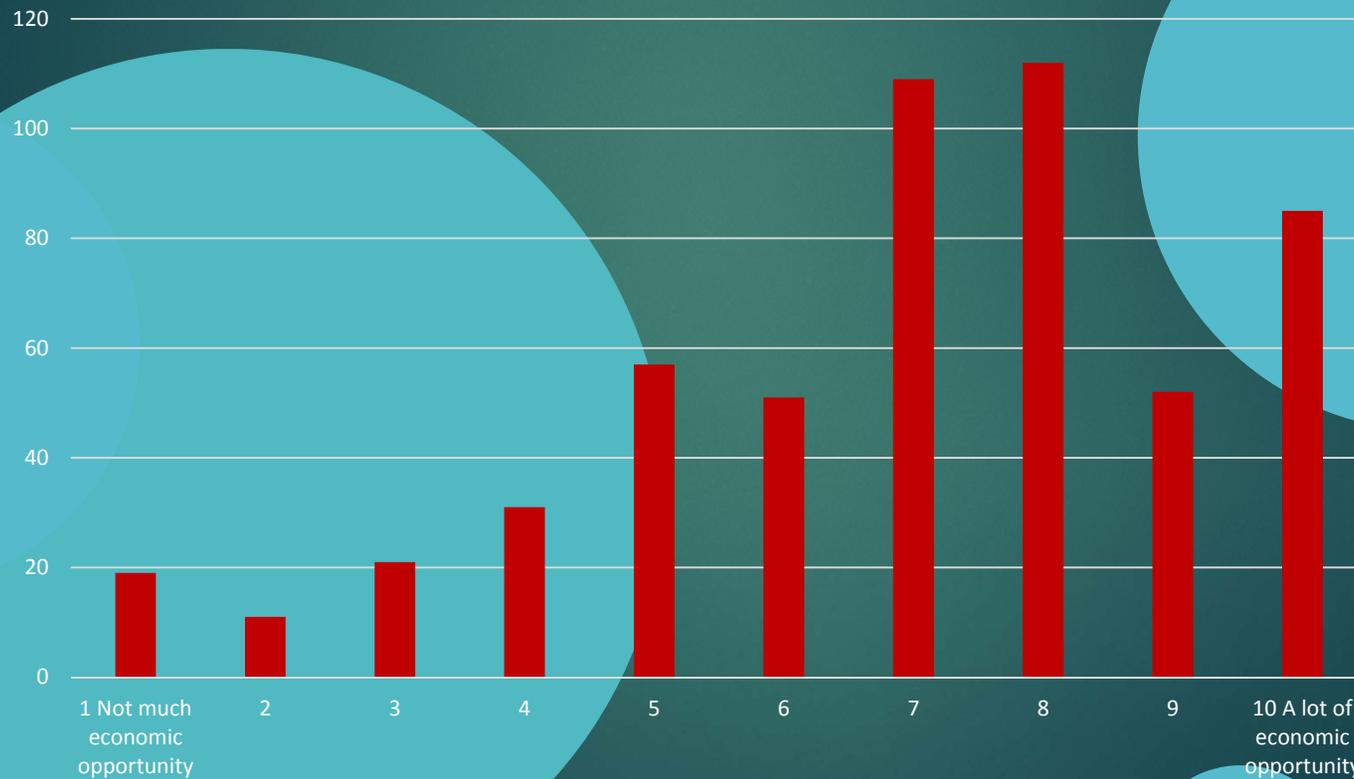
Is East Peoria a good place to raise children?



49%  
at 8 or  
above

# What do they think?

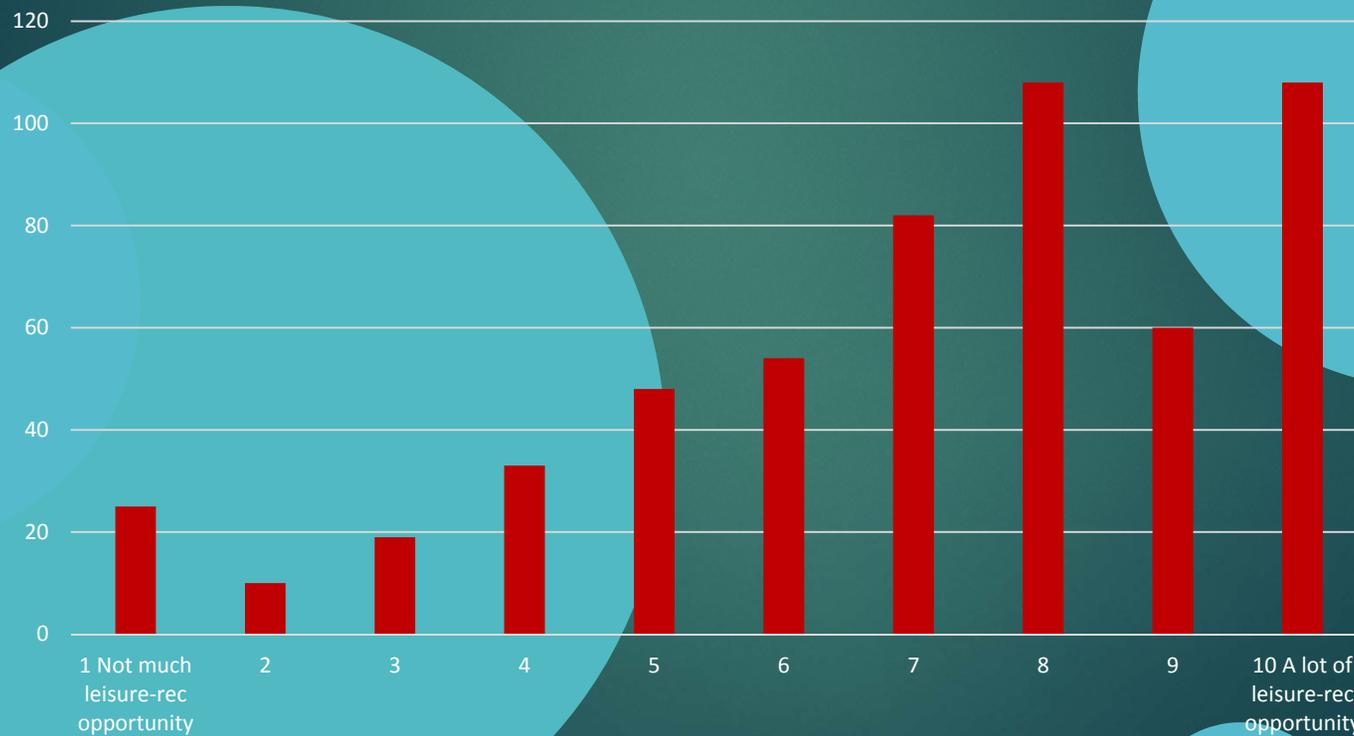
How well does East Peoria provide economic opportunity for citizens?



45%  
at 8 or  
above

# What do they think?

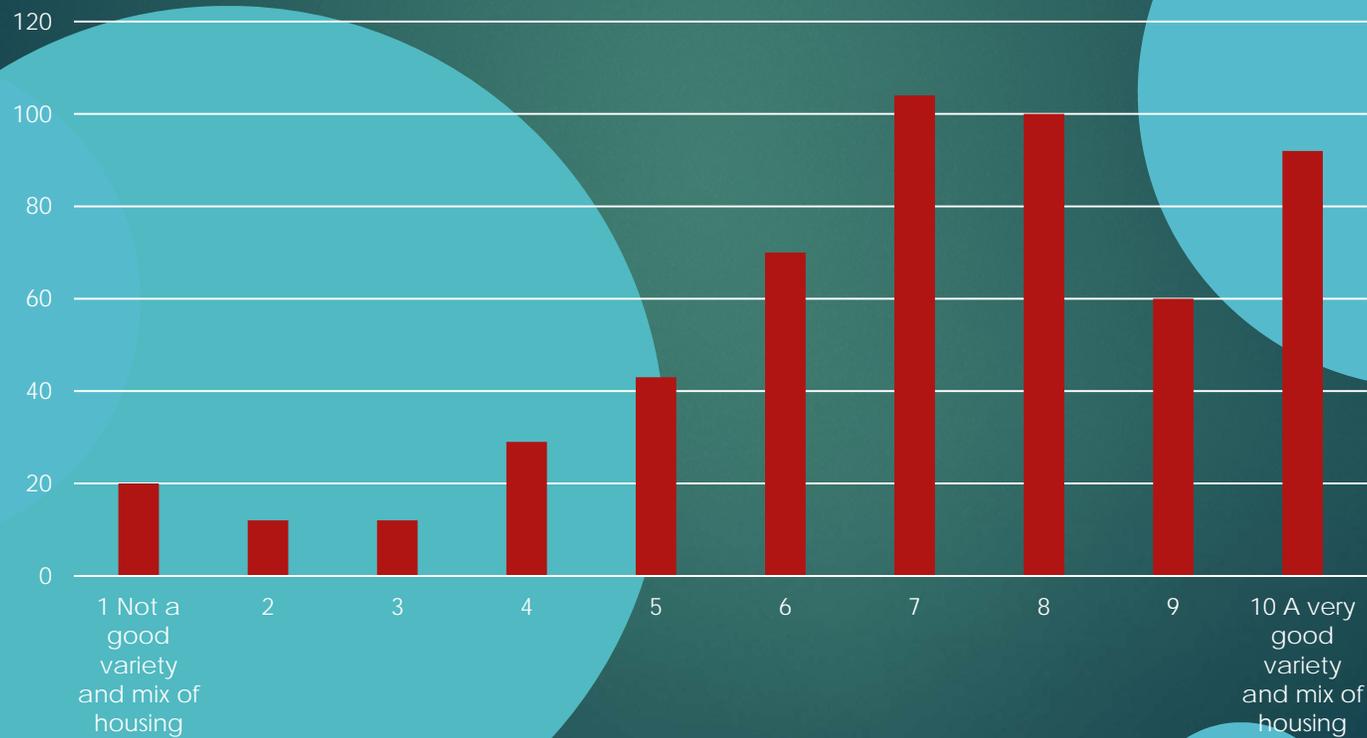
Does East Peoria provide sufficient opportunities for leisure and recreation?



50%  
at 8 or  
above

# What do they think?

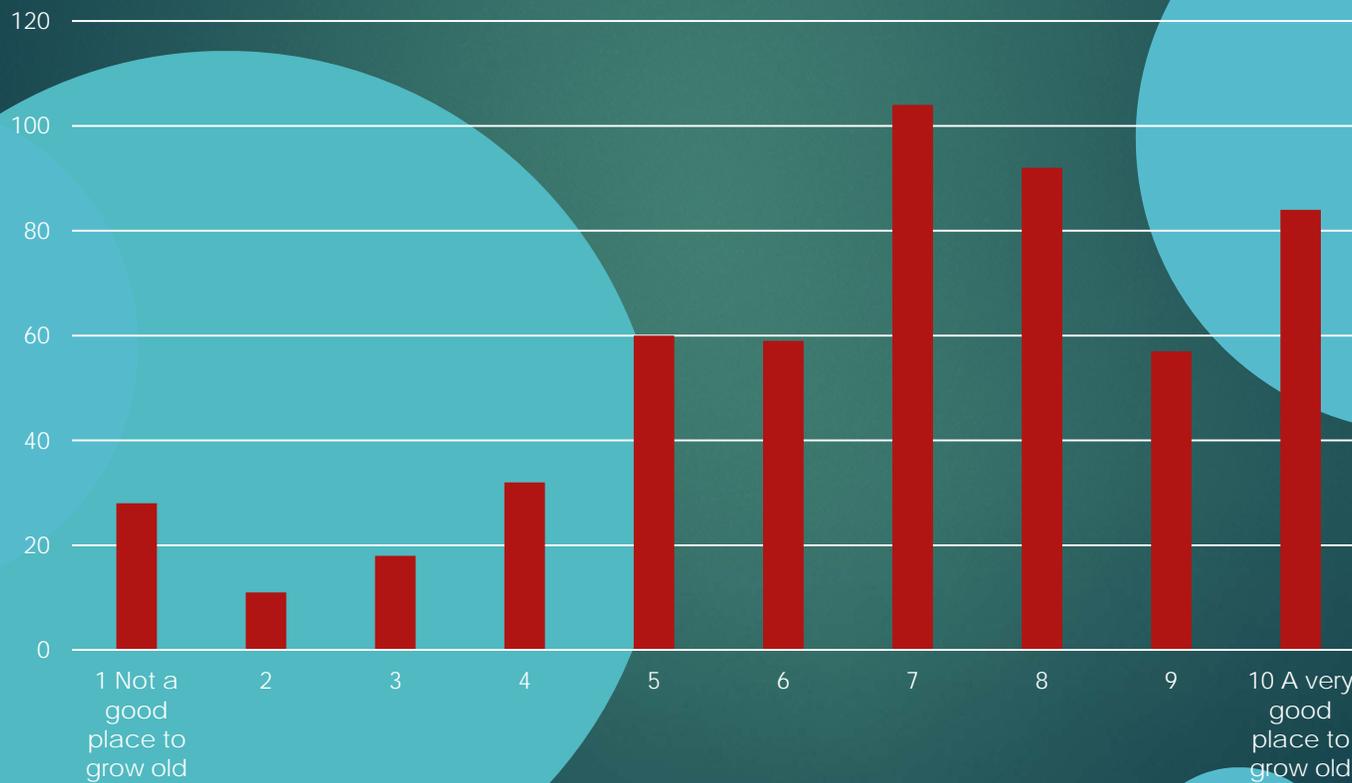
Does East Peoria have a good variety and mix of neighborhoods and housing to meet the needs of residents?



**46%**  
at 8 or  
above

# What do they think?

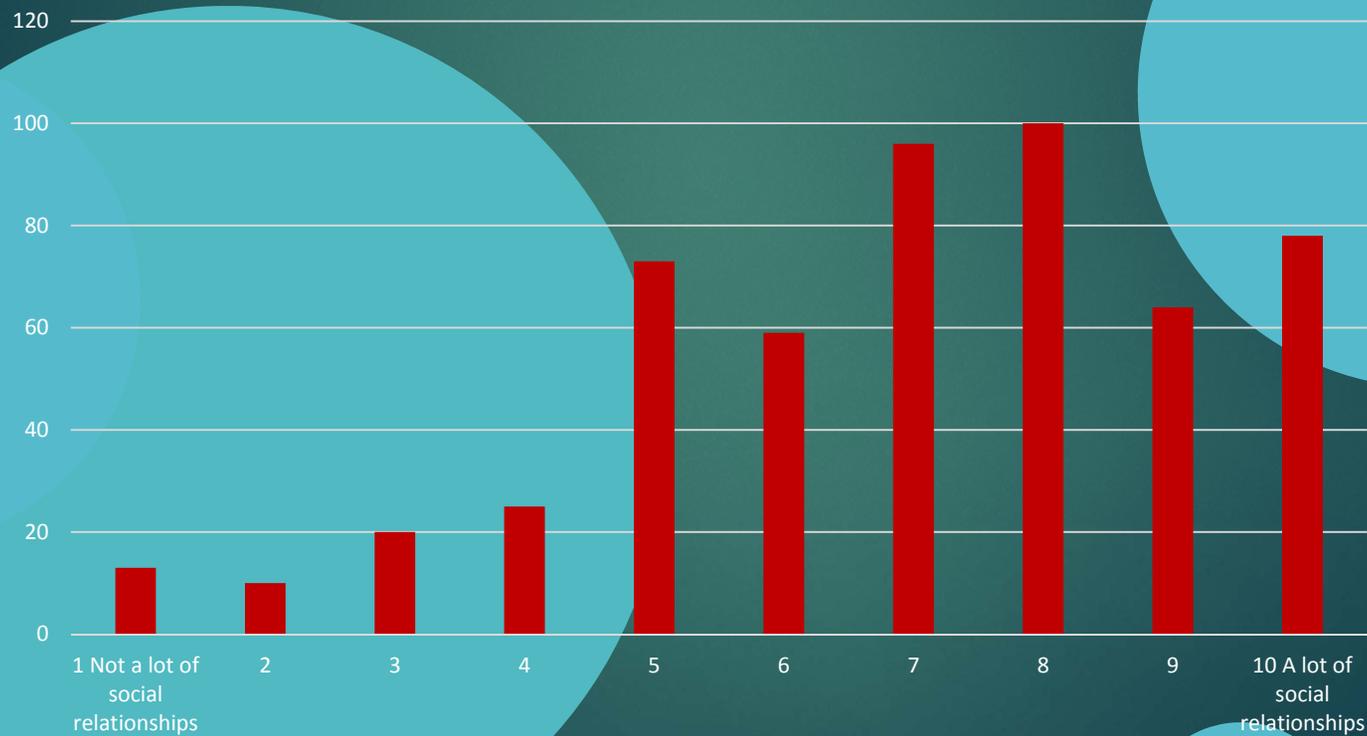
Is East Peoria a good place to grow old?



43%  
at 8 or  
above

# What do they think?

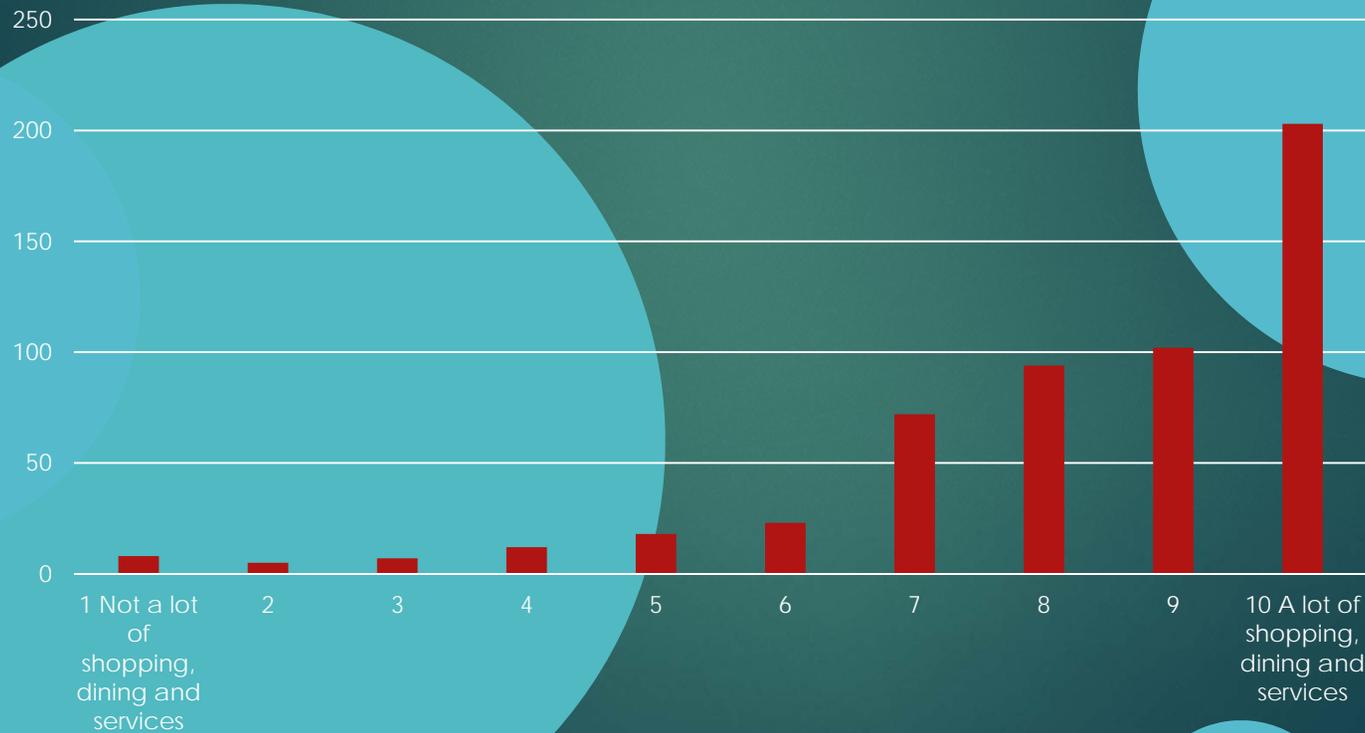
Does East Peoria provide adequate networks and opportunities for people to develop social relationships?



45%  
at 8 or  
above

# What do they think?

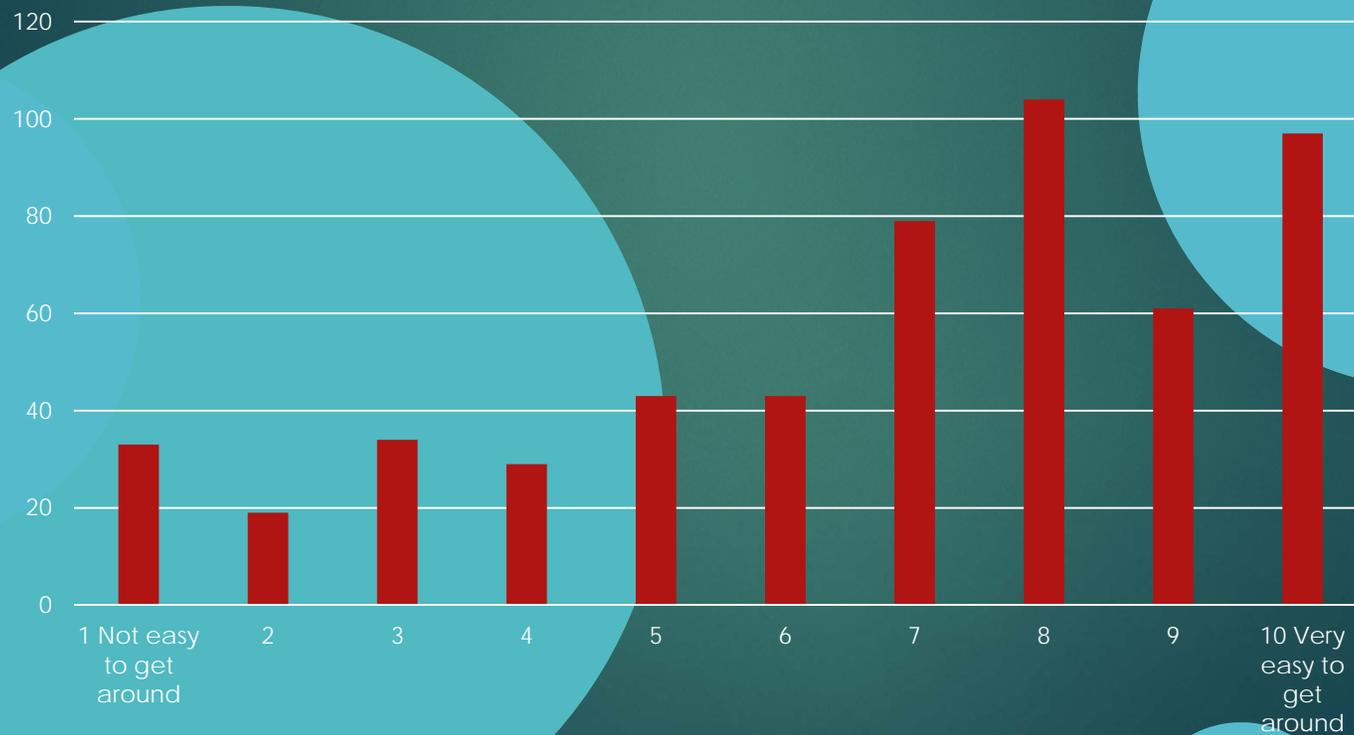
Does East Peoria provide adequate shopping, dining, and retail service opportunities?



**73%**  
at 8 or  
above

# What do they think?

Is it easy, convenient, and safe to travel and get around within East Peoria?



**48%**  
at 8 or  
above

# What do they think?

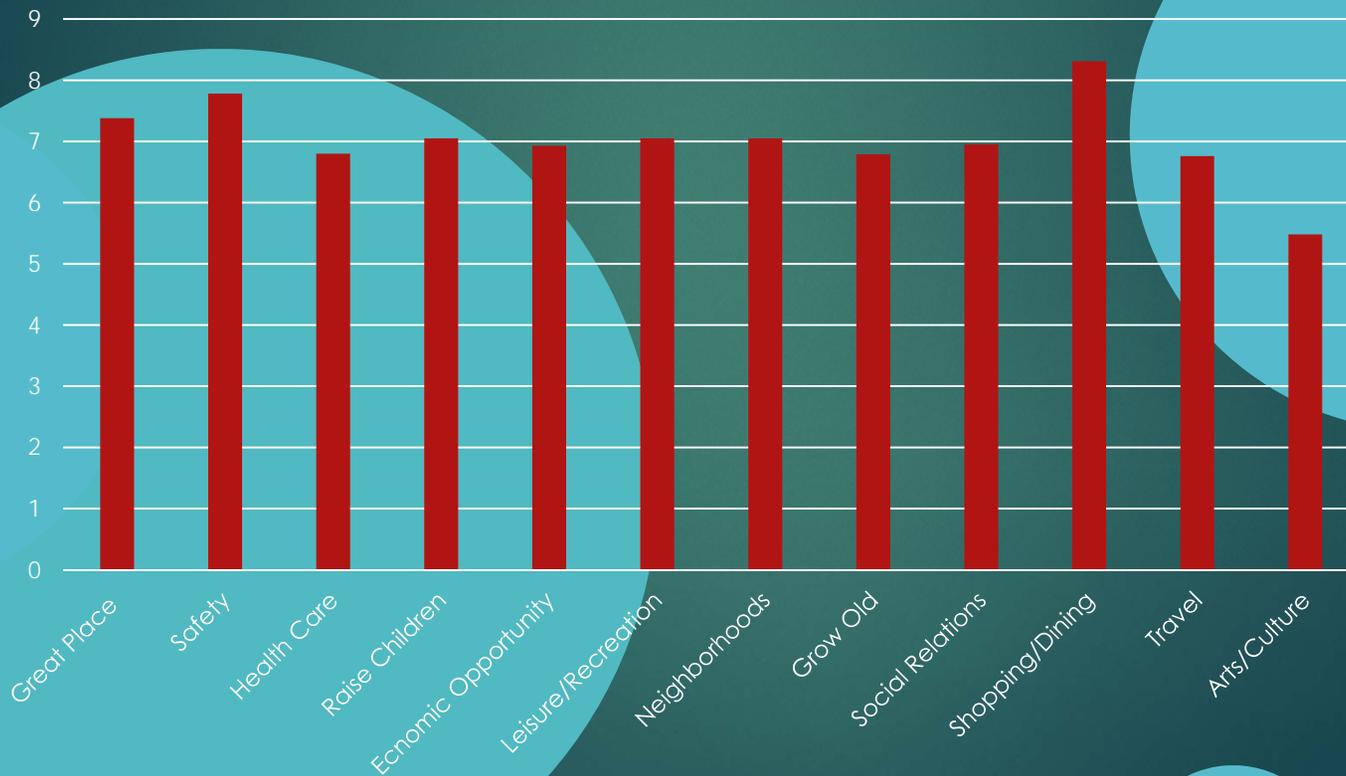
Does East Peoria provide sufficient access to the arts and cultural opportunities?



22%  
at 8 or  
above

# What do they think?

Overall Averages

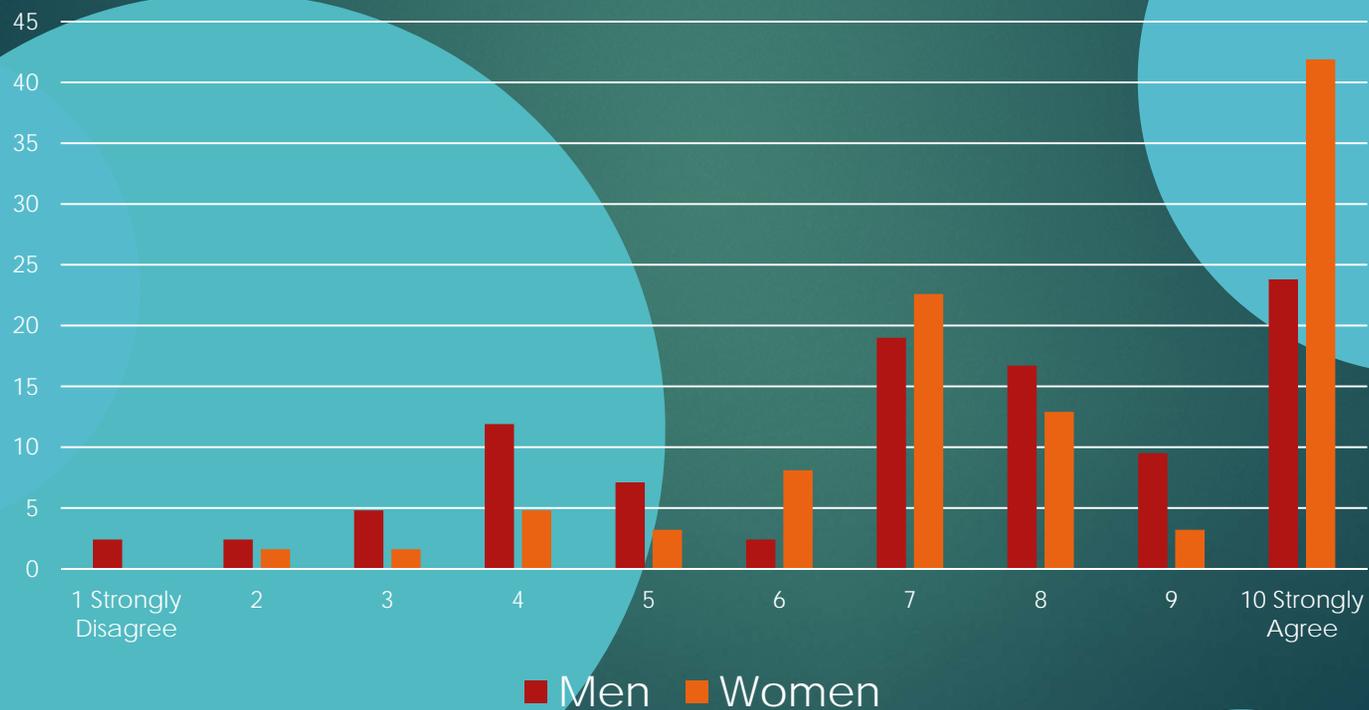


Shopping/  
Dining and  
Safety are  
Highest

Arts/Culture  
and Health  
Care/Aging  
are Lowest

# What do they think?

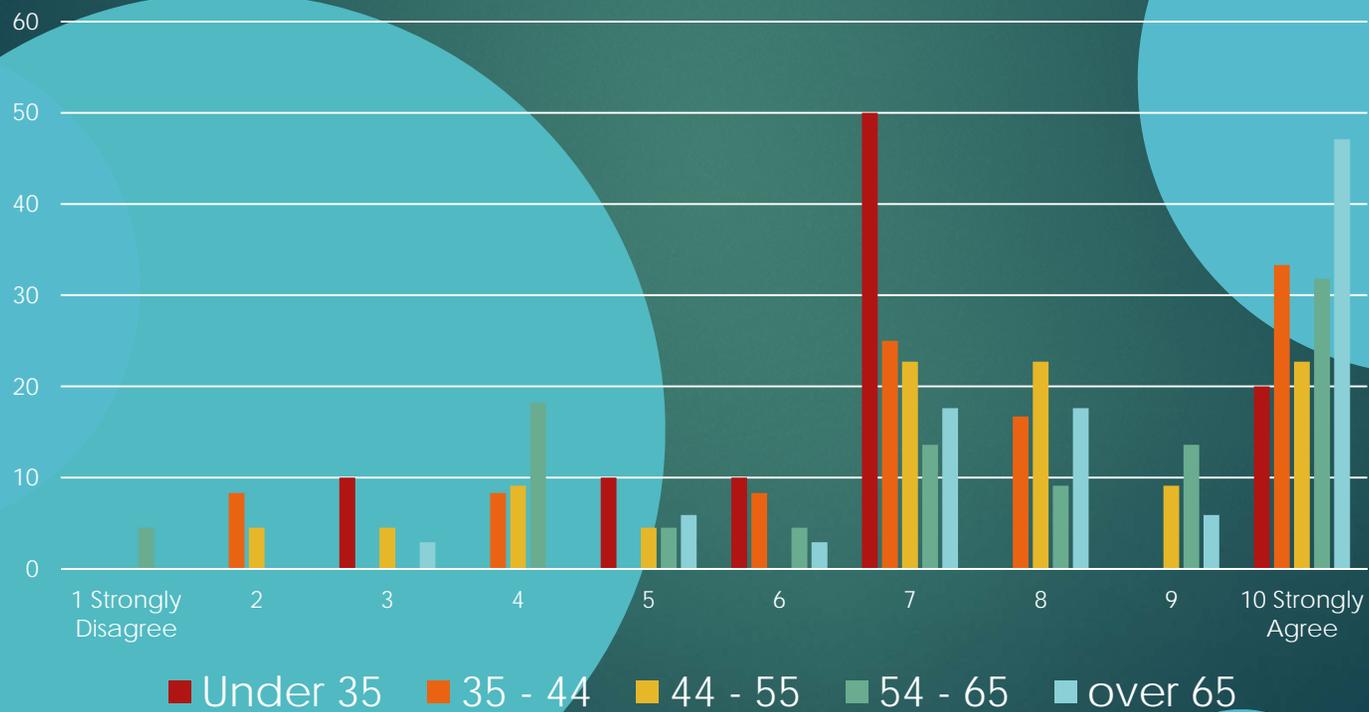
I would recommend East Peoria to family and friends as a great place to live.



Women a bit more favorable than Men

# What do they think?

I would recommend East Peoria to family and friends as a great place to live.



Older more favorable than Younger

# Some Analyses

- ▶ Net Promotor Score:
  - ▶ Take the percentage that give a 9 or 10 (Promotors) and
  - ▶ Subtract the percentage of 1, 2, 3, 4, 5 & 6 (Detractors)

▶ Total % of 9 & 10: 37.0%

▶ Total % of 1, 2, 3, 4, 5 & 6: 29.2%

▶ NET PROMOTOR SCORE: 7.8%

More  
Promotors  
than  
Detractors

# Some Analyses

- ▶ What Matters Most?
- ▶ Multiple Regression Analysis (uses correlations)
- ▶ 3 items are statistically significant:
  - ▶ Safety
  - ▶ Good Place to Raise Children
  - ▶ Neighborhoods and Housing
- ▶ The top 2 (Safety/Raise Children) explain nearly 75% of the overall rating.

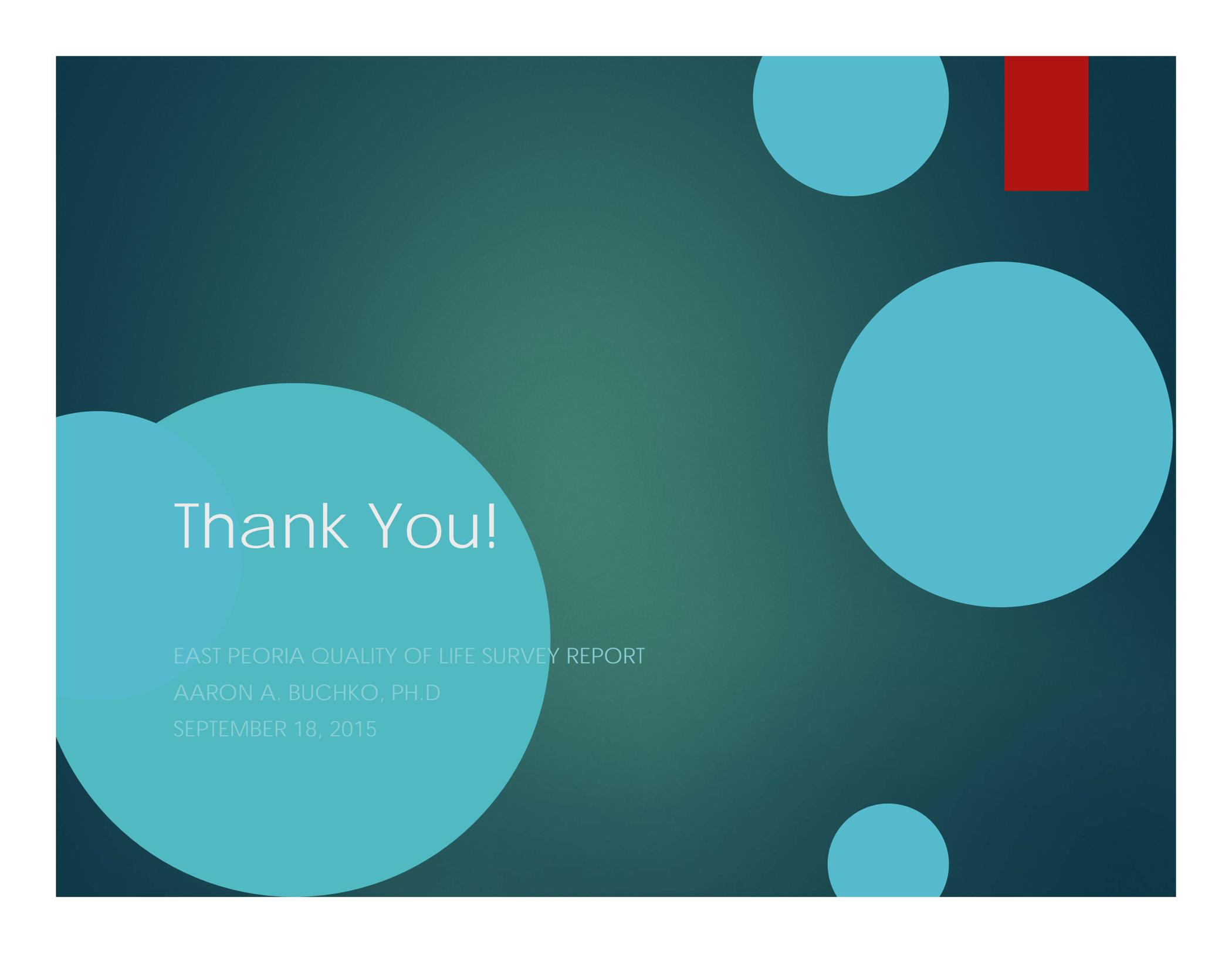
Safety and  
Children  
are the  
most  
important

# Concluding Thoughts

- ▶ Not bad – we do pretty well as a community
- ▶ We'd like to continue to improve
- ▶ Do the drill down; look at key areas and see if we can get more details

The background is a dark teal color. It features several overlapping circles in a lighter teal shade. In the top right corner, there is a small red vertical rectangle. The word "Questions?" is centered in white text.

Questions?



Thank You!

EAST PEORIA QUALITY OF LIFE SURVEY REPORT  
AARON A. BUCHKO, PH.D  
SEPTEMBER 18, 2015