



COMMUNITY SURVEY FOR THE VILLAGE OF LAKE BLUFF

DECEMBER 2017

aQity Research & Insights

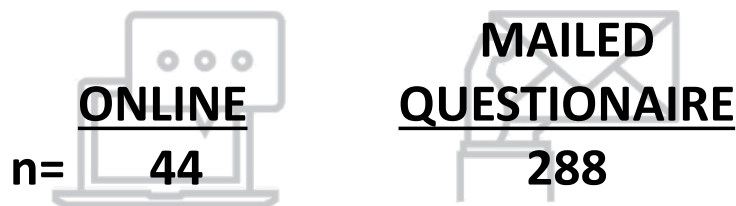
Evanston, IL

Table of Contents

| SECTION | PAGE |
|---|-------------|
| Methods | 3 |
| Sample Demographics | 4 |
| Executive Summary | 6 |
| Detailed Findings: | |
| I. Most Important Local Issue | 11 |
| II. Overall Opinions of the Village of Lake Bluff | 19 |
| III. Awareness/Interest in Services for Seniors | 25 |
| VIII. Village of Lake Bluff Communications | 33 |

Research Methods

- These results are based on a community survey completed by a sample of n=332 households within the Village of Lake Bluff corporate boundaries. The Village questions were part of a larger survey which also included questions for the Lake Bluff Park District and Lake Bluff Elementary School District 65 (co-sponsors of the research).
- Data collection was between October 14 and November 16, 2017. The overall response rate is 15% (from 2,233 households in the Village).
- Residents were given several response options (mail questionnaire, online survey, and phone interview). The number of completes by mode are shown below (no one requested a phone interview):



- The average survey length was approximately 16 minutes.
- The sample of survey respondents was weighted to match 2016 US Census data for Lake Bluff (by region, gender, age, ethnicity, and percentage of households with children).
- Assuming no sample bias, the margin of error is +/- 5.4 % (at the 95% confidence level) *.

* In addition to sampling error, question wording, respondent error, and practical difficulties in conducting surveys may introduce error or bias in any opinion poll.

Methods: Sample Demographics

(weighted to reflect US Census data for Lake Bluff)

| Gender* | |
|----------------|-----|
| Male | 46% |
| Female | 54% |

| Age* | |
|---------------------|-----------|
| Under 35 | 7% |
| 35-44 | 16% |
| 45-54 | 21% |
| 55-64 | 24% |
| 65+ | 32% |
| <i>Mean (years)</i> | <i>56</i> |

| Children in Household* | |
|-------------------------------|-----|
| Yes | 32% |
| No | 68% |

| Length of Residence in Area | |
|------------------------------------|-----------|
| Less than 6 years | 15% |
| 6-14 years | 22% |
| 15-24 years | 24% |
| 25+ years | 39% |
| <i>Mean (years)</i> | <i>22</i> |

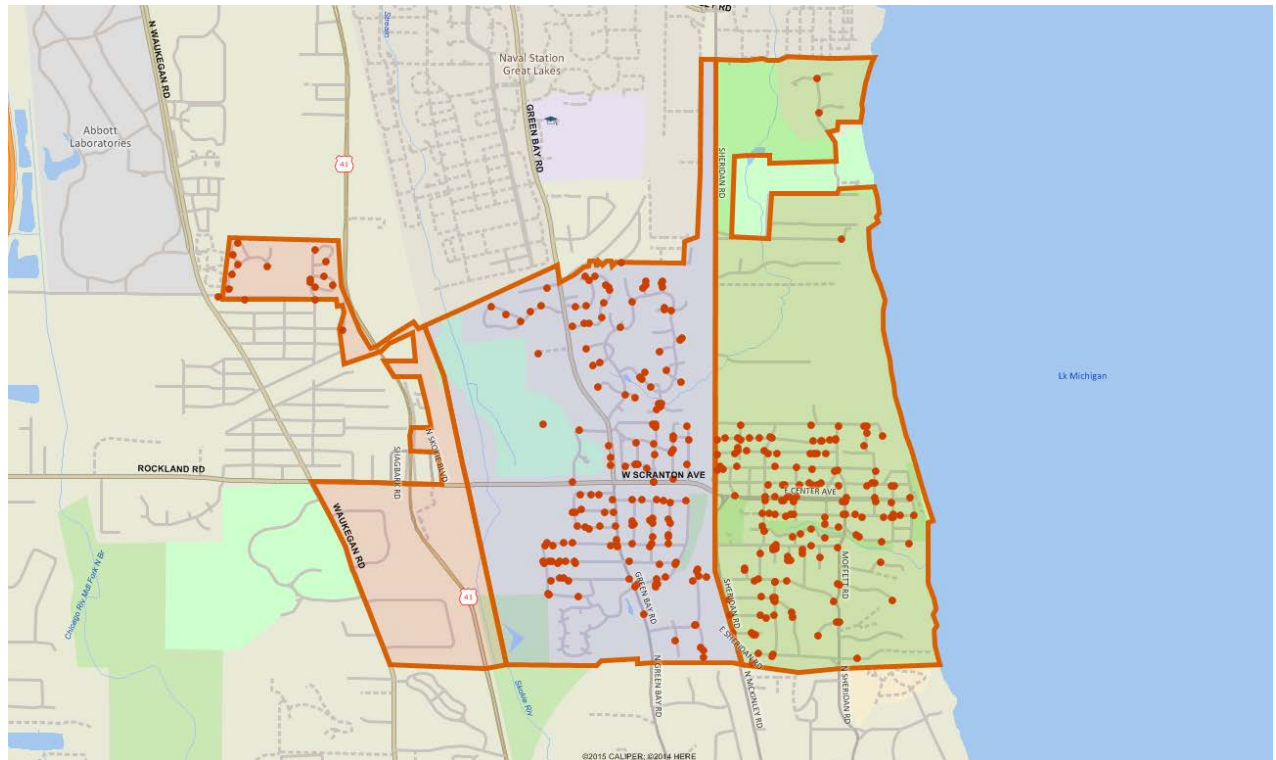
| Ethnicity* | |
|-------------------|-----|
| White | 94% |
| Non-White | 6% |

| Home Ownership | |
|-----------------------|-----|
| Homeowner | 92% |
| Renter | 8% |

*Weighted to 2016 Census data.

Methods: Regional Distribution of Survey Respondents

| Regions* | |
|----------|-----|
| West | 7% |
| Central | 57% |
| East | 36% |



*Weighted to 2016 Census data.

Executive Summary: Key Findings

Most Important Local Issue/Concern

Property Taxes Clearly Dominate as the Top Issue Facing Lake Bluff Residents, With Development-Related Issues Ranking Second

- In an open-ended format, nearly half (43%) of survey respondents cite property taxes and the high cost of living in Lake Bluff as their number one concern or issue. This is especially true among older (ages 55-64) and long-term Village residents.
- One in four (23%) mention concerns regarding growth and development in the community, with varying perspectives:
 - Eight percent seek more growth and development (especially in the downtown area);
 - As many (8%) want to preserve the “small town” character of Lake Bluff, including those wary of the impact from growth/further development;
 - Another 7% cite a lack of affordable housing for older residents and seniors.
- Concerns over a recent spike in crime (mostly home and car break-ins) are mentioned by 15% overall. Newer residents and younger adults (including those with children) tend to mention this as their biggest local issue.
- The remaining issues are each cited by fewer than one in ten residents, most often:
 - Public services (streets, sewer, public works, police, etc.) at 9%, though another 8% cite recent flooding in the Village as their top concern.
 - The short-term leasing issue (9%), with equal numbers take the pro- and anti-positions, or simply expressing dismay over the tone of the debate;
- Many of these top concerns track closely with results from the Village’s 2002 community survey. In that earlier survey, residents strongly supported preserving Village’s character even if it meant doing so at the expense of growth.

<pp 12-17>

<pg. 18>

Overall Opinions: Village of Lake Bluff

Residents Hold the Village in Positive Regard Overall, and Feel It Represents a Good Value in General

- On a zero through ten scale, most (70%) rate the Village favorably, with only 13% giving negative scores. <pp. 20-21>
 - It's average rating of 7.0 is considered very positive. The Village has a better than 5:1 ratio of favorable-to-unfavorable ratings.
 - By comparison, other local agencies (schools, park district, public library) garner slightly higher scores than the Village. Lake County government receives the lowest ratings (5.9 on average).

- When informed that the Village represents nine percent of one's property taxes, residents rate it a good value overall (7.2 average score on a 0-10 scale). <pg. 22>
 - Three out of four rate it a good to excellent value, vs. just 10% who rate it a poor value given the services, facilities and programs that the Village provides.
 - The highest ratings tend to come from the oldest residents and those in the Central part of the Village. Lower ratings come from ages 45-64 and those on the East side of town.

- Roughly two-thirds (or more) feel the Village does a good/great job on informing residents of its programs and events (81%) and its decisions on issues (64%). <pg. 23>
 - A bare majority (54%) likewise feel the Village effectively communicates how residents can be involved in the decision-making process. Nearly as many (46%) feel it does a poor/fair job in this area.

Dickenson Hall Senior Center and Services for Seniors in Lake Bluff

Most Households Include Someone Age 55+, But Interest in Senior Services Is Low

- From a list of programs and activities offered at the Dickinson Hall Senior Center, the most popular is lectures on art, history and other topics. <pg. 26>
 - Overall, 11% report someone attending a program at the Senior Center, usually a lecture (9%, with another 37% expressing interest in attending future lectures at the facility).
 - However, a majority (54%) have no plans to take advantage of these lecture programs.
 - The level of disinterest in the other programs tested is even higher (at least 59% or greater).

- The biggest reasons for not attending programs or activities at Dickinson Hall Senior Center are centered around: <pg. 27>
 - Lack of need currently but perhaps later (59%), or no expected need/interest at all (37%);
 - Non-membership at Dickenson Hall (36%);
 - Busy schedule and lifestyle, and a lack of time (28%);
 - Lack of awareness of the Senior Center (18%).

- Few could offer ideas or suggestions of activities that would be of interest (mostly day trips and sporting events). <pp. 28-30>

- Still, most residents (59%) are concerned about the availability of services to help older Lake Bluff residents remain independent at home. Roughly one in ten are aware of someone who had difficulty finding services for an older family member, and offered many suggestions regarding needed services for this population (mostly transportation, day-to-day care, and help with errands). <pp. 31-32>

Village Communications

Residents Receive Information About the Village from Multiple Sources

- Roughly half or more of Lake Bluff residents report getting information about the Village from: <pg. 34>
 - The “On the Bluff” newsletter (78%);
 - Direct mailings from the Village (61%);
 - The Village website (55%);
 - Word of mouth from neighbors and friends (47%).

- In addition, at least one-third look to emails from the Village, Code Red Emergency notices, and local newspapers as information sources.

- When asked which one is their preferred source for information, three channels emerge as top choices: <pg. 35>
 - “On the Bluff” (especially the oldest and longest-term residents);
 - Village emails;
 - The Village website (newer residents).

- Among those familiar with the Village website, the vast majority (84%) said it was either extremely (25%) or somewhat (59%) easy to use. Only 16% feel it is not user-friendly. <pg. 36>

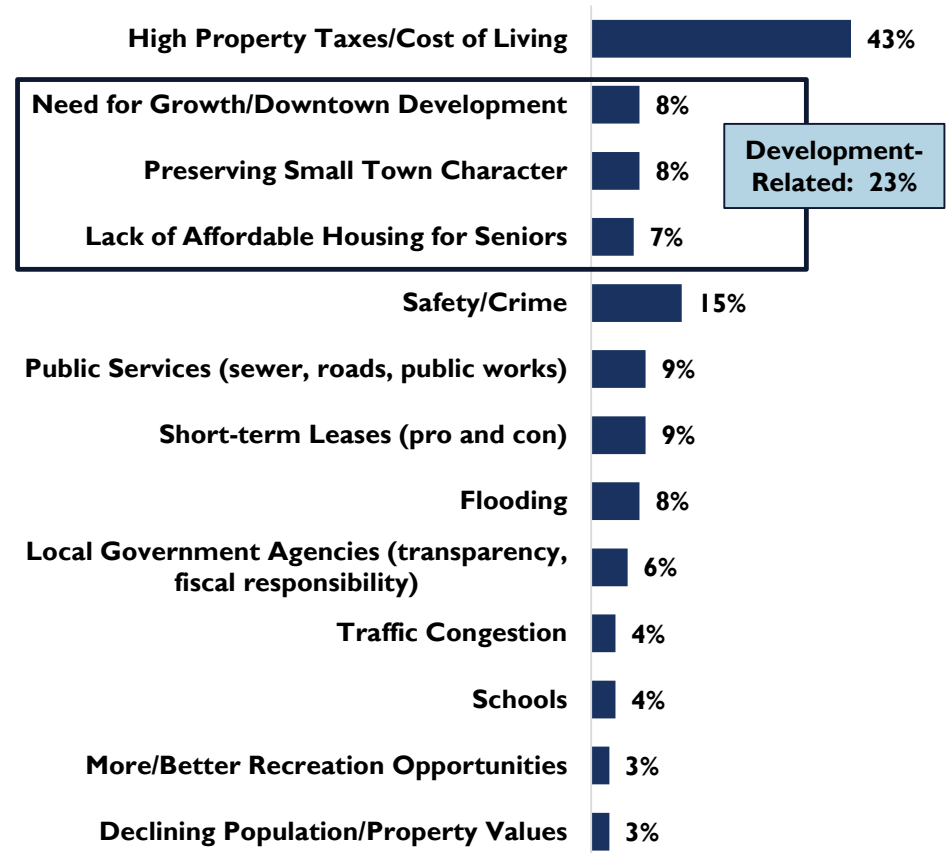
I. Most Important Local Issue

Property taxes (and ultimately the cost to live in Lake Bluff) dominate as the top issue facing residents.

- One in four (23%) cite development-related issues as a top concern, with different viewpoints:
 - Pro-development (8%);
 - Maintain Lake Bluff's small town image, which is often impacted by growth/development (8%);
 - The need for affordable housing, especially for empty nesters, seniors (7%).
- About one in seven rate crime as the top issue (often citing recent car and home break-ins.)
- These are followed by public works issues (9%, expressing a broad list of concerns). Another 8% said recent flooding (and the need for improved drainage/infrastructure) is their top concern.
- The short-term leasing issue was mentioned by 9% overall, cited by roughly equal numbers of those in favor, those opposed, and those who simply disliked the public discourse.

In the 2002 community survey, affordable housing and convenient shopping were the two biggest negatives cited by residents at that time (39% and 36%, respectively).

Most Important Local Issue/Problem Facing Residents (multiple open-ended responses)



Older/Long-term residents and those living in the Central region are especially concerned about property taxes.

- Younger adults tend to be more focused than average on the need for growth and development; middle-aged residents seek more affordable housing.
- Younger and newer Village residents, along with those with children, are especially concerned about the level of crime and safety in the community

Differences by Subgroups Most Important Local Issue/Concern

| | Overall Response | Subgroups Citing Issue Most Often |
|---|------------------|--|
| High Property Taxes/Cost of Living | 43% | - Ages 55-64 (54%) - Lived in Lake Bluff 25+ yrs. (45%) - Central (46%) region |
| Need for Growth/Downtown Development | 8% | - Under age 35 (21%) - Lived in Lake Bluff 15-24 yrs. (13%) |
| Preserve Character/Small Town Image | 8% | - Lived in Lake Bluff 15-24 yrs. (20%) - West region (19%) |
| Lack of Affordable Housing | 7% | - Ages 45-64 (10%) - East region (11%) |
| Safety/Crime | 15% | - Ages 35-44 (27%), 45-54 (24%) - Children in HH (21%, vs. 11% of those without children) - Lived in Lake Bluff <15 yrs. (21%) |
| Public Services | 9% | - Men (16%, vs. 7% of women) - Lived in Lake Bluff 25+ yrs. (16%) - West region (24%) |
| Short-term Lease Issue | 9% | - Lived in Lake Bluff 25+ yrs. (11%) - East region (12%, vs. 0% in West) |
| Flooding | 8% | <no meaningful differences> |

Development-Related Issues

Sample Verbatims: Local Issues/Problems

High Property Taxes/Cost of Home Ownership (43%):

“Taxes are too high. Realtors pricing houses too high.”

“High taxes. Taxes at this level are unsustainable. Older residents on fixed incomes cannot afford to stay.”

“Property taxes. New businesses like Target are getting too much of a break, and the residents are paying more and more every year. It is not equitable.”

“Taxes, the total tax bill including Village, schools, park district, and library.”

“High property taxes compared to other comparable communities.”

“Taxes, although I do think they go to valuable things.”

“Property taxes too high and older residents like me will leave. Real estate values.”

“The property taxes are repressive and make it impossible to live here long-term.”

“Real estate taxes. This community faces few issues which is why we love it. To stay competitive, rising tax issues are a problem.”

“Preservation of property values. Taxes are too high to draw young families. Very little value-add compared to surrounding communities with lower taxes.”

Need for Growth/Downtown Development (8%):

“Bringing more business to the town center area.”

“Re-development of residential and commercial property near downtown.”

“Need more business traffic. Big improvement in recent years. Need more housing in central district, including 3-level condos, etc.”

“Continued growth and keeping Lake Bluff amazing, downtown vibrant.”

“Better strategic planning around maintaining and the growth of the Village, i.e., downtown & Knollwood.”

“We need a grocery store in town!”

“To keep retailers in downtown Lake Bluff.”

“Obstructed ownership of local business, obstruction of downtown development.”

Sample Verbatims: Local Issues/Problems

Preserving Small Town Character (8%):

"Preservation of small town neighborhoods. Feel safe, secure, help each other."

"How to keep the feel of 'small tight and neat community' but become more modern at the same time."

"The mistaken belief that Lake Bluff should be something different (than) a 'bedroom' community offering safe streets and great services. It is NOT a farming or rooming house town."

"How to safely expand our community without losing its charm and quaint town appeal."

"Keeping a small town atmosphere & feeling."

"How the community and businesses are changing the nature of the village."

"Growth – how much? How to manage the need for growth with the need to keep the small feel of Lake Bluff."

"Achieving balance between individual property owner rights and shared ownership in community character safety (historic preservation, sustainability, architectural review of homes)."

"People were drawn to Lake Bluff and chose to live here by its very character. Now, due to many 'trendy' changes, it is slowly losing its character as a friendly, family town. Beer, while it has its place, serving a certain populace in the center of town diminishes the friendly family aura. Neighborhood beekeepers and chickens in the backyard, and overnight 'guests', do not enhance the quality of life."

"Change in the overall feel and look of the village. No strong commitment to keeping older housing that is historic. No regulations to save these homes."

Lack of Affordable Housing, Especially for Seniors (7%):

"Affordable housing for older people."

"Housing for seniors who want to downsize. Smaller housing options."

"Affordable housing, especially for seniors."

"Need for empty nester housing."

"We need multi-family dwellings."

"Lack of housing to downsize (apartments or condos)."

"No affordable multiple housing in the community, so when that need arises you're forced to look outside the community."

Safety/Crime (15%):

"Various crime from outside community. Stolen cars, break-ins, DUIs."

"Recent car and home break-ins. They seem to be taking place far too often."

"There is too much drinking at the parties that are community events downtown! Adults act obnoxious and kids are taught to overdrink."

"Residents being too complacent about our safety. Just lock your car, it's easy!"

"Auto theft (and) vandalism. Need more police."

Sample Verbatims: Local Issues/Problems

Short-term Lease Issue (9%):

"The ugly discourse on Airbnb."

"Divisiveness regarding Airbnb. I support rentals."

"The effort of some to infringe the property and other rights of others."

"Homeowners should be able to rent their home with short term leases."

"Airbnb. Silly issue, let them have their rentals."

"The question of whether or not the Village should allow short-term house rentals (Airbnb and the like). I say NO!"

"If Airbnb and similar short-term rentals are allowed in Lake Bluff, it'll be detrimental to the community in terms of safety. It would allow people who don't have a vested interest in keeping Lake Bluff safe to stay longer than a day visit. We already have enough 'suspicious vehicles' and petty crimes in Lake Bluff, why invite more?"

"No to short-term rentals. No chickens. Property value will go down if they go forward with rentals and chickens."

Public Services – sewer, roads, public works, police, etc. (9%):

"Plowing Waukegan Road when it snows."

"Lack of proper drainage after heavy rains, affecting roads and property."

"Lack of Lake Bluff Police Department dispatcher for prompt 911 service."

"Attempt to close Knollwood fire department. Water bill for residents at Sanctuary."

"Failing infrastructures,"

"Road & street conditions."

Flooding (8%):

"Flooding of roads and highway."

"Infrastructure of drainage. Two floods in 2017!"

"Neighborhood street flooding in the East Terrace."

"Storm flood management and control."

"Funding storm water infrastructure improvements."

"Yard flooding when it rains heavily, poor drainage."

"Flooding of the underpass on 176/Randall Rd., which floods during heavy rains and prohibits entry and departure from Lake Bluff."

Sample Verbatims: Local Issues/Problems

Local Government Agencies (6%):

"Lack of trust in Lake Bluff government. The government appears to be furthering the interests of only a few people and not the community as a whole. District 115 and the Park District do not seem to be responsible with our money."

"Transparency & engagement with the community. Would like to see more use of open forum & caucus/vote format to engage people and hold open discussions with elected persons and staff."

"Services should be shared with Lake Forest to reduce costs and be more efficient including school administration, Park District, and other outsourced services."

"Park and recreation facilities cost money to generate and add value to the community. People need to understand that parks and recreation facilities are community assets that shouldn't be evaluated solely on the basis of whether they turn a profit. Government services don't typically make money."

"Lack of transparency in government. The golf course is a waste of resources."

"Consolidating school districts (Lake Forest and Lake Bluff elementary). Eliminating the township due to redundancy."

Traffic Congestion (4%):

"Traffic, the exit to the Waukegan Road and 176."

"Traffic on 176 & Green Bay Road."

"Parking, now that there are so many cool places to go."

Schools (4%):

"Quality education for our children."

"Lake Forest High School continues to lose its prestige as a college prep school."

"Declining enrollment in the schools."

"Schools are not keeping pace academically and not preparing kids of the future. Not enough homework, lack of grading system, and sub-par reading and writing programs."

Highlights/Trending from 2002 Lake Bluff Community Survey

In the 2002 community survey, affordable housing and convenient shopping were the two biggest negatives cited by residents at that time (39% and 36%, respectively). Only 13% and 24% gave positive ratings on these two issues, respectively.

In a separate question, 64% said that the “tax level” in the Village was worse than expected when they moved to Lake Bluff; only 8% said it was better than expected. Similarly, 61% said housing costs were worse than expected (vs. 20% saying better than expected).

From a list of Village services, storm water drainage received the lowest scores overall (only 38% “excellent/good”, with 19% giving it “poor/very poor” scores). Most other services received at least 47%+ “excellent/good” ratings.

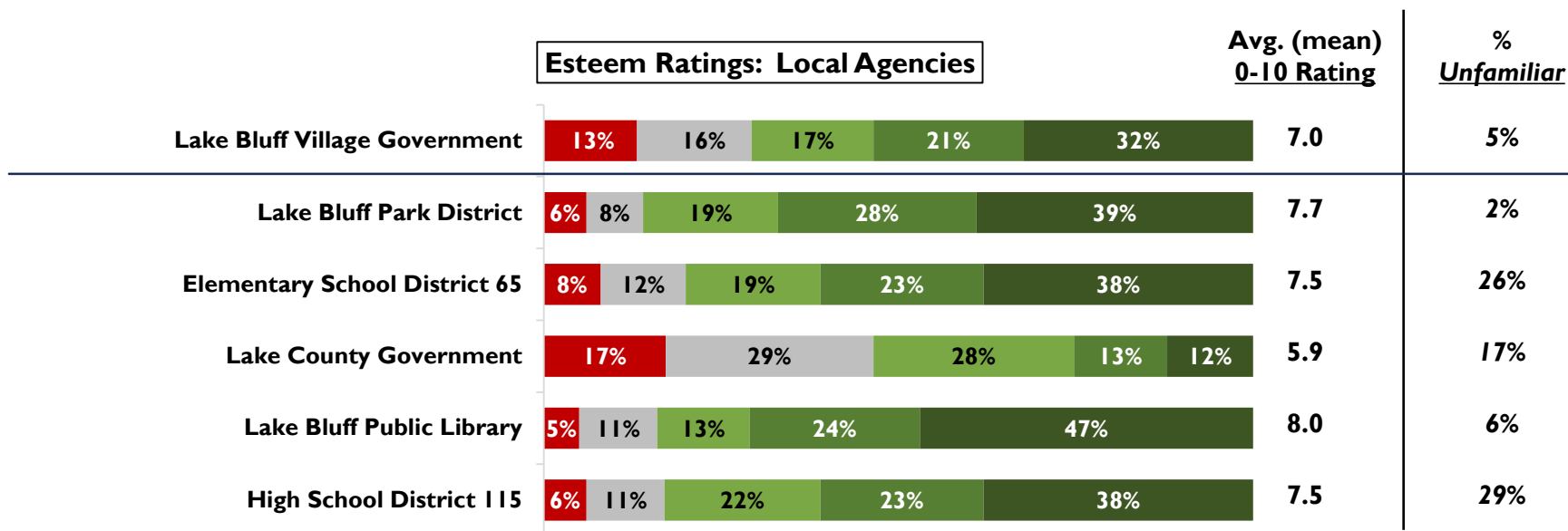
In that earlier survey, attitudes toward preserving the Village’s “small town image” were very strong. Eighty-one percent agreed that the Village should preserve its character at the expense of growth. In addition, a majority (53%) said that the Village’s character should be preserved even in the face of increased taxes; only 27% disagreed.

A slight plurality felt that the village should not grow in order to reduce taxes (39%), while nearly as many (36%) felt that it should.

II. Overall Opinions of the Village of Lake Bluff

Residents give the Village very positive esteem ratings overall.

- Seventy percent overall have a favorable opinion of the Village overall, including a third (32%) who give the highest ratings overall. By comparison, 13% have a negative opinion of the Village.
- Its average rating of 7.0 (on a 0-10) is considered positive. Other local agencies (schools, park district, library) receive more favorable scores.



■ % Negative (0-4) ■ % Neutral (5) ■ % Somewhat Positive (6-7) ■ % Very Positive (8) ■ % Highest Regard (9-10)

Q3. Please rate your overall opinion of each group or agency in your community on a 0-10 scale (0=dislike completely, 5=neutral, 10=highest regard).

Consistently, both the newest/younger residents along with the oldest adults tend to give the highest ratings to the Village.

- Conversely, lower ratings (still slightly favorable) come from middle-age adults (ages 45 to 64).
- Across other agencies, younger households and those with children tend to be more favorable. The exception is the Lake Bluff Public Library, which receives very strong scores from those age 65+ (along with women).

Differences by Subgroups: Overall Esteem Ratings

| | Overall Avg. Rating (0-10) | Lower Esteem | Higher Esteem |
|--------------------------------------|----------------------------|--|--|
| Lake Bluff Village Government | 7.0 | <ul style="list-style-type: none"> - Ages 45-54 (6.2) and 55-64 (6.5) - Lived in Lake Bluff 6-14 yrs. (6.5) - West (6.3) and East (6.5) regions | <ul style="list-style-type: none"> - Ages 35-44 (7.8) and 65+ (7.9) - Lived in Lake Bluff <6 yrs. (7.5) - Central region (7.5) |
| Lake Bluff Park District | 7.7 | <ul style="list-style-type: none"> - Ages 55-64 (6.9) - No children in HH (7.5) - Lived in Lake Bluff 25+ yrs. (7.5) | <ul style="list-style-type: none"> - Ages 35-44 (8.4) - Children in HH (8.1) - Lived in Lake Bluff <3 yrs. (8.4) |
| Elementary School District 65 | 7.5 | <ul style="list-style-type: none"> - Ages 55-64 (7.2) - Lived in Lake Bluff 6-14 yrs. (7.1) - No children in HH (7.2) | <ul style="list-style-type: none"> - Ages 35-44 (8.3) - Lived in Lake Bluff <6 yrs. (8.7) - Children in HH (8.1) |
| Lake County Government | 5.9 | <ul style="list-style-type: none"> - Ages 55-64 (5.4) - No children in HH (5.7) - Lived in Lake Bluff 25+ yrs. (5.7) | <ul style="list-style-type: none"> - Ages 35-44 (7.1) - Children in HH (6.6) - Lived in Lake Bluff <6 yrs. (7.2) |
| Lake Bluff Public Library | 8.0 | <ul style="list-style-type: none"> - Ages 55-64 (7.4) - West region (7.1) | <ul style="list-style-type: none"> - Ages 65+ (8.2) - Central region (8.3) |
| High School District 115 | 7.5 | <ul style="list-style-type: none"> - Ages 55-64 (7.1) - No children in HH (7.3) - East region (7.1) | <ul style="list-style-type: none"> - Ages 35-44 (8.4) - Children in HH (8.0) - Central region (7.8) |

When informed that 9% of their property taxes goes to the Village, residents feel it represents a good value overall.

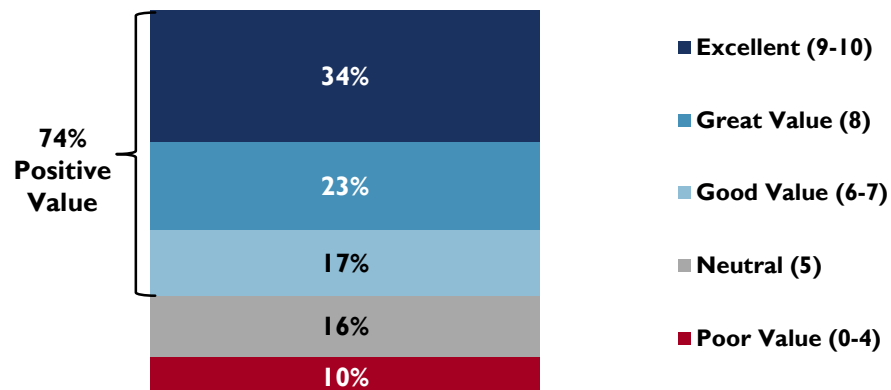
- More than three times as many residents rate the Village an “excellent” value (34%) as opposed to a “poor” (10%).
- The average rating of 7.2 (on this 0-10 scale) is a good-to-nearly-great value rating. The highest scores tend to come from:
 - The oldest residents, ages 65+ (8.0);
 - Those in the Central region (7.7).
- The lowest value ratings tend to come from residents ages 45-64 (6.7) and from the East (6.5) and West (6.2) regions – still considered positive.

Perceived Value of Village of Lake Bluff Relative to Property Tax Share

Avg. (mean) Rating:

7.2

Q5. As you may know, the Village of Lake Bluff represents about 9% of your total property tax bill. Thinking about the services, facilities, and programs that the Village provides, please rate the overall value that it represents given its share of property taxes.

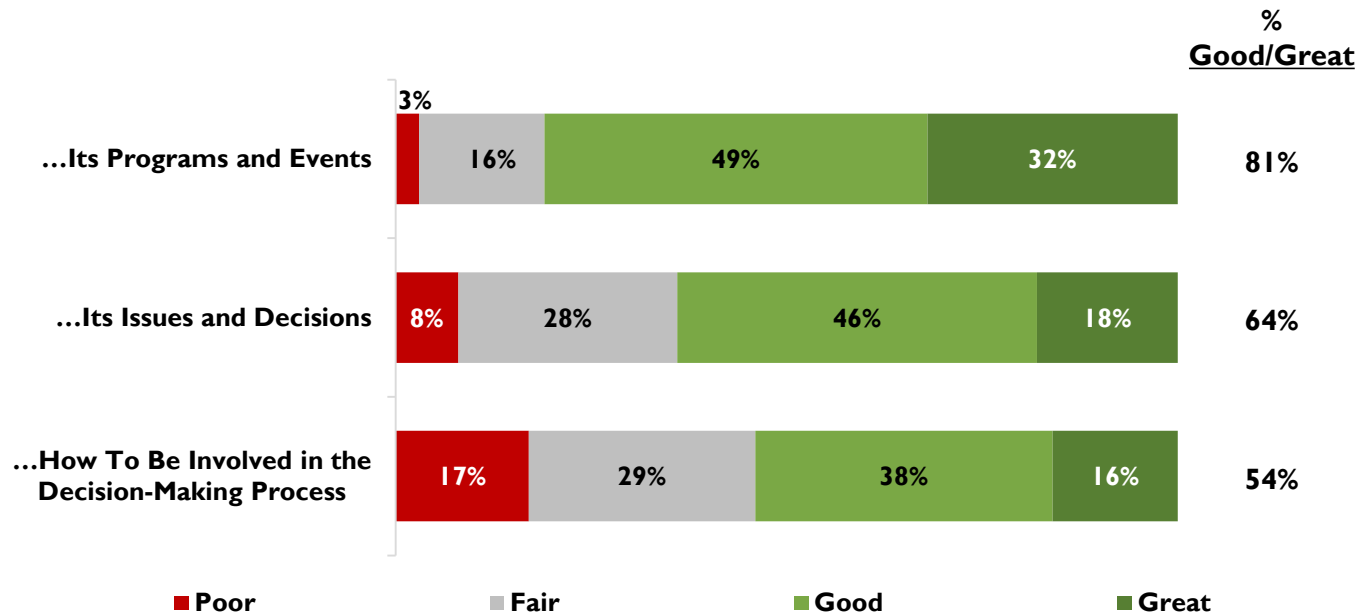


Village of Lake Bluff

Likewise, the Village receives positive grades on its effectiveness in informing residents of its events and decisions on key issues.

- Roughly two-thirds (or more) feel that the Village does a good job in both areas.
- They are more divided on informing residents how they can become more engaged in the decision-making process. Just over half (54%) feel the Village does a great or poor job in this area. Nearly one in five say it does a poor job.

Village of Lake Bluff Ratings: Informing Residents on Various Topics



There are a few consistent differences in rating the Village on keeping residents informed.

- Those who moved to the Village between 6 and 14 years ago are consistently less favorable toward the Village in these areas.
- The relatively few residents in the West part of town also tend to give lower scores.

Differences by Subgroups: How Well the Village Informs Residents

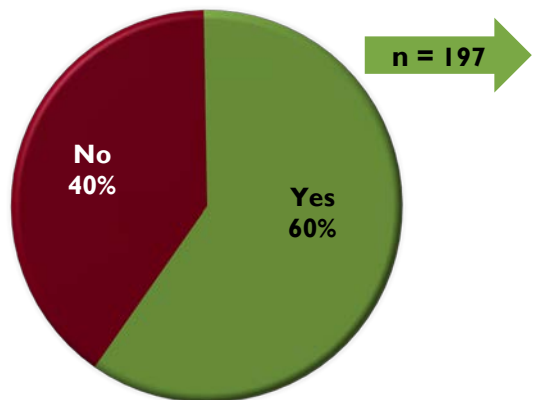
| | % Fair/Poor | Most Likely to Rate Fair/Poor | % Good/Great | Most Likely to Rate Good/Great |
|--|-------------|---|--------------|---|
| Programs and Services | 19% | - Lived in village 6-14 yrs. (30%) | 81% | <no meaningful differences> |
| Issues and Decisions | 36% | - Under age 35 (74%), 45-54 (42%), 55-64 (44%) - Lived in Lak Bluff 6-14 yrs. (47%) - West region (56%) | 64% | - Ages 35-44 (79%), 65+ (72%) - Lived in Lake Bluff 15-24 yrs. (73%) - Central region (71%) |
| How to Be Involved in Decision-Making Process | 46% | - Women (51%) - Ages 55-64 (60%) - Lived in Lake Bluff 6-14 yrs. (54%) - West region (81%) | 54% | - Men (57%) - Ages 65+ (65%) - Central region (64%) |

III. Awareness/Interest in Services for Seniors

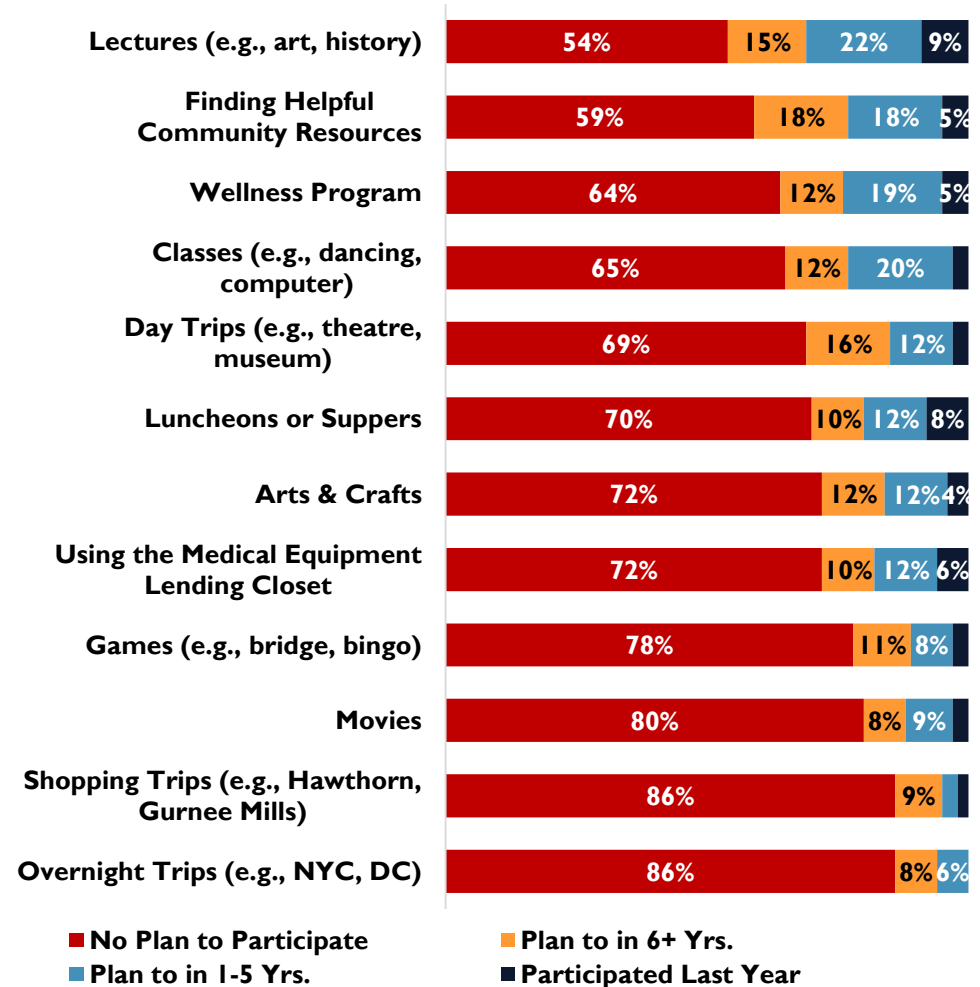
Of the three in five households with family members age 55 and older, 11% attended at least one Dickinson Hall Senior Center event last year.

- When asked about recent or potential usage of services at Dickinson Hall Senior Center, nearly half (46%) either attended a lecture (9%) or plan to do so in the next several years (37%).
- Nearly as many look to the Center for community resource information (5% in the past year, plus 36% who plan to do so eventually).
- Roughly a third express interest in or have participated in wellness programs, day trips, or other classes at Dickinson Hall.
 - Women tend to be more interested in many of these offerings (classes, arts & crafts, lectures, movies) than men.

Household Member age 55+?



Recent/Expected Participation in Dickinson Hall Senior Center Activities

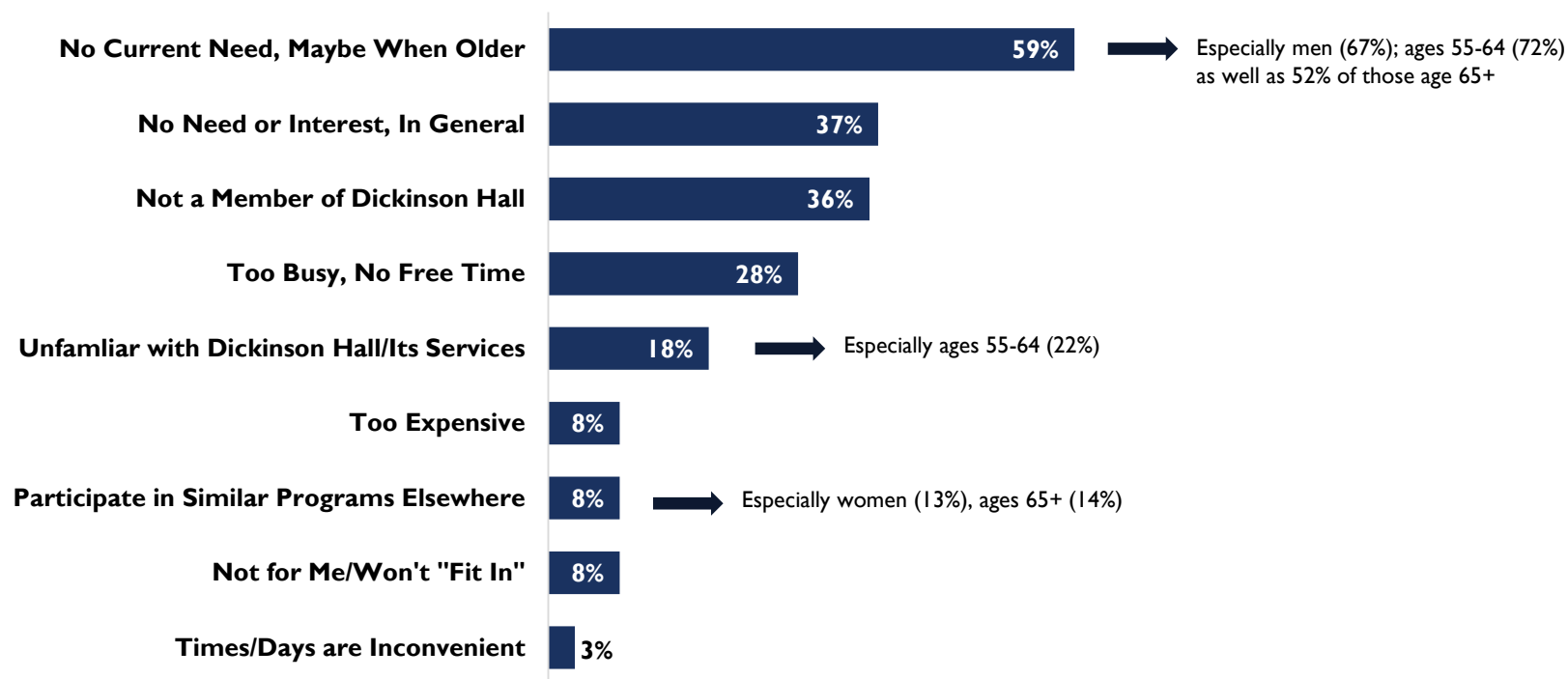


%s under 4% are not shown

Among those who did not identify any activities or interest or recent use, most said they have no need currently but may reconsider as they get older.

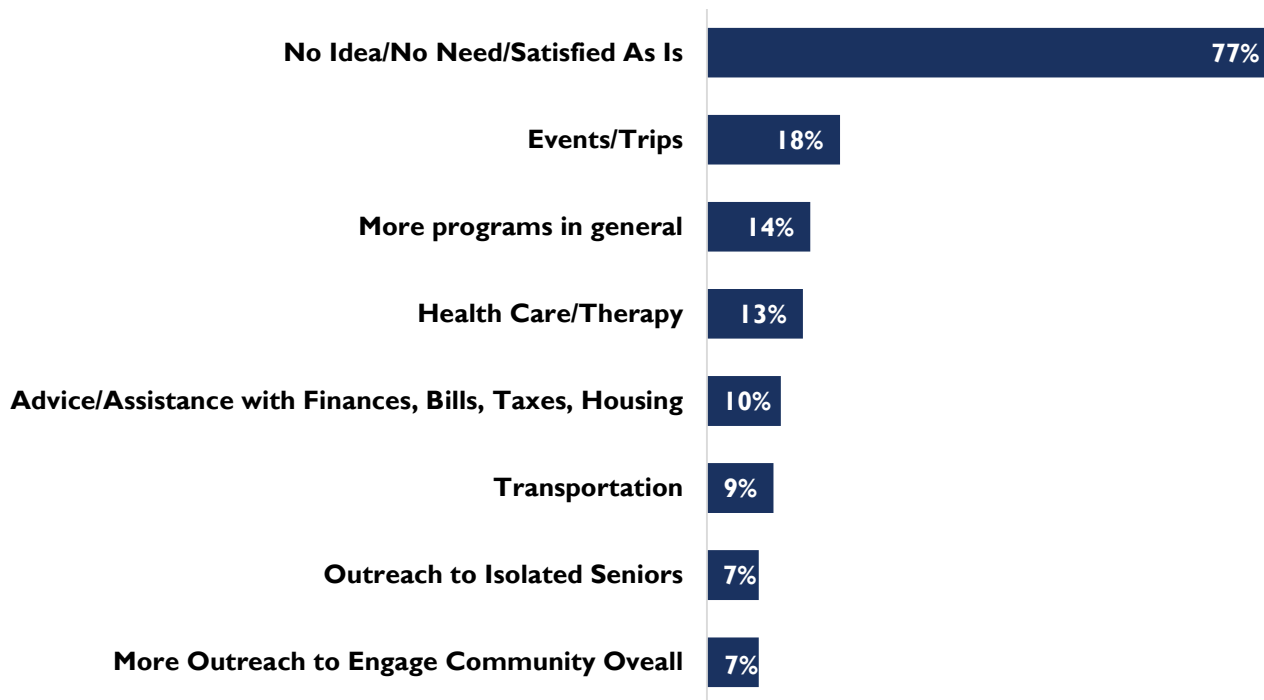
- Separately, one in three said they are simply not interested at all (neither now nor in the future).
- Nearly one in five are unfamiliar with Dickinson Hall and its programs (especially those ages 55 to 64).

Top Reasons: Not Using Dickinson Hall Senior Center Programs in Past Two Years (multiple responses, n=198)



Only a few residents with older household members offer suggestions for programs at Dickinson Hall Senior Center.

Top Services/Activities Recommended at Dickinson Hall Senior Center (multiple responses, n=46)



Verbatim Suggestions for Dickinson Hall Senior Center

"Trips to sporting events, Cubs games, Bears and Bulls games!"

"Transportation to local (destinations)."

"Transportation beyond Lake Forest and Lake Bluff to doctors and hospitals."

"Transportation and checking up on the home bound with phone calls."

"They should hold an event for that! Brainstorming! Put one great comment (on a) tear-off board and a box in the grocery store."

"There is a need to better integrate seniors into the community."

"The medical equipment lending program has value. A senior driving service would have value. A reliable home maintenance service, either direct or through referral, would also have value."

"The existing programs and activities are good enough. Maybe yoga classes."

"Stop recycling trips & activities. Find new trips."

"Social Security, health insurance, Medicare (information)."

"Satellite programs in Lake Bluff."

"Rosalind Franklin care coach."

"Pedicure."

"Nutrition and health."

"Nice variety, just hard to take a class and lock into same time/day. Too bad can't structure it where you could drop if missed the week prior. Would like to participate in 3/4 day trips that are affordable when I'm on a 'fixed' income."

"more live concerts, classical."

"More help with technology, referrals for advice on finances, utility bills and use questions. Consult on life issues."

"More CSO, theater."

"Line dance lessons."

"Larger exercise room."

Verbatim Suggestions for Dickinson Hall Senior Center (cont'd)

"In publicity photos of events, etc. please include people of Spanish descent. I don't recall ever seeing any. Why is that?"

"I haven't done the research, but I hope the Center provides rides for those who need it and can't get out. Isolation and loneliness should never happen in this wealthy community. It isn't just about our children."

"Golf outings, fishing trips, oil painting classes."

"Gentle yoga."

"Duplicate bridge."

"Doctor-specific education lectures. COPD, cardiac."

"Coffee house with good quality outreach to Lake Bluff."

"Better communication."

"Be more of an advocate for available housing, for seniors that want to move to a smaller unit (e.g., condo)."

"Baseball games are all full by the time we receive the program's information."

"Affordable trips."

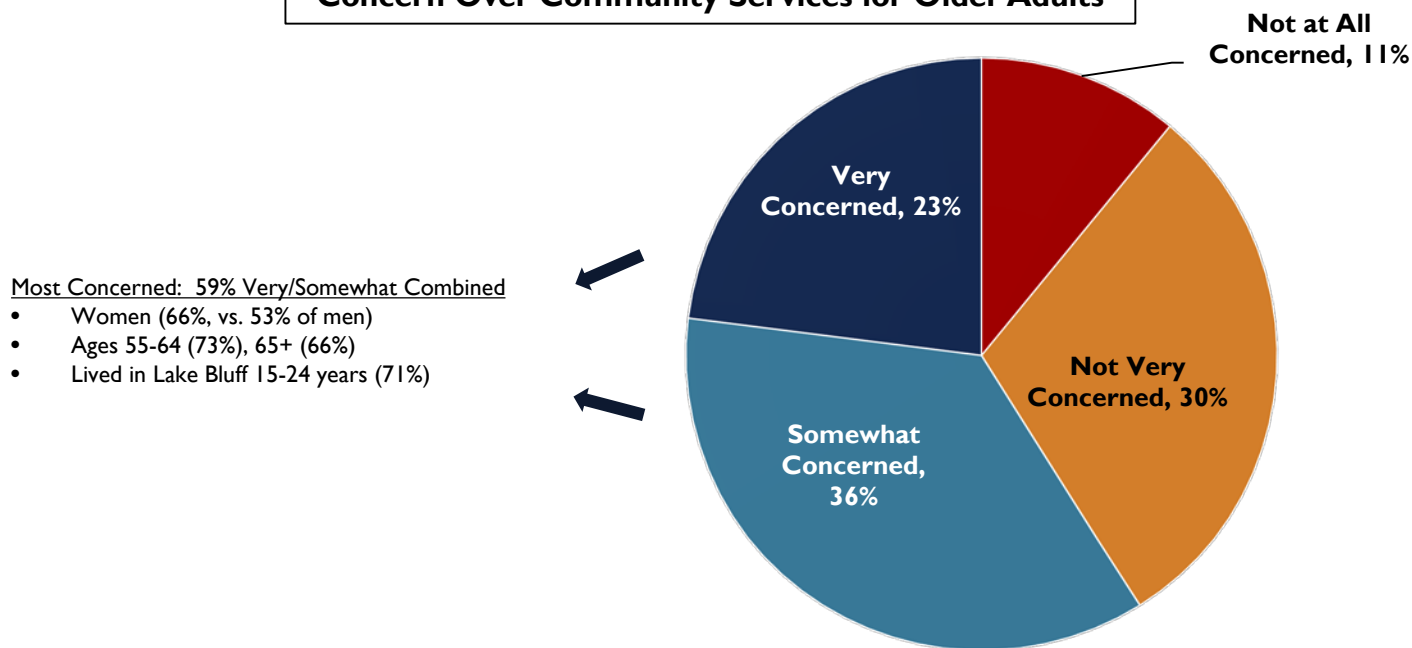
"Activities geared to younger college-educated people. Not dancing and knitting classes. Sounds like old lady stuff."

"Access to an IT person for computer and related technical questions."

While many do not need assistance services for seniors currently, most Village residents are at least somewhat concerned about the existence of these services.

- Not surprisingly, those most concerned are in the 55+ age group.
 - However, it is important to note that even among those ages 45-54, half (51%) express at least some concern about the availability of these services for older adults.
- Overall, women express slightly higher levels of concern than men as well.

Concern Over Community Services for Older Adults

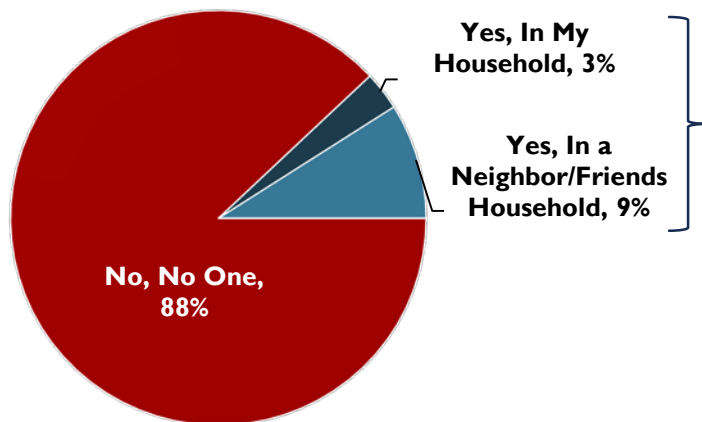


Q10. Thinking about yourself and others, how concerned are you about the future availability of community services for older adults (ages 55+) so that you/others can remain independent at home.

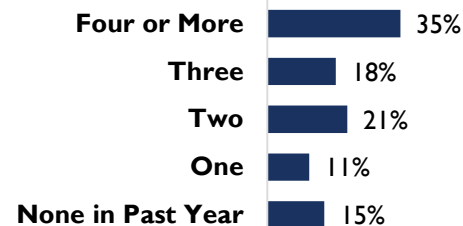
Roughly one in ten residents know of someone who recently had difficulty finding services for an older family member in Lake Bluff.

- These residents are often aware of multiple families finding it difficult to get services for these seniors, and across a wide range of needs.

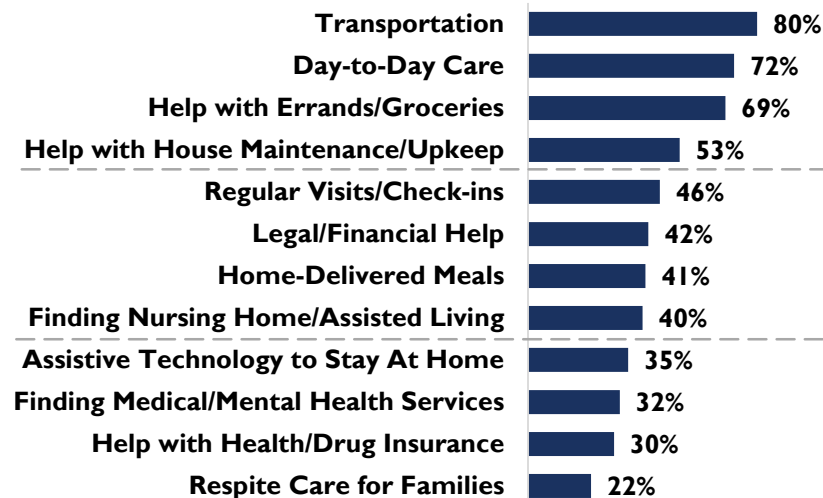
Aware of Someone Currently/Recently Having Difficulty Finding Services for Older Lake Bluff Family Members?



How Many in Lake Bluff Had Difficulty Getting Seniors for Older Adults? (n=34)



Senior Services In Greatest Need in Lake Bluff (n=35)



- Q11. Are you familiar with anyone who currently/recently has had difficulty finding or getting services for older family members ages 55 or older in Lake Bluff?
- Q12. (IF YES): In the past year, how many adults in Lake Bluff (including yourself, if applicable) do you know of who have had difficulty finding or getting services for older adults' well-being?
- Q13. (IF YES): Which services are in greatest need for older adults (ages 55+) in Lake Bluff? Select all that apply.

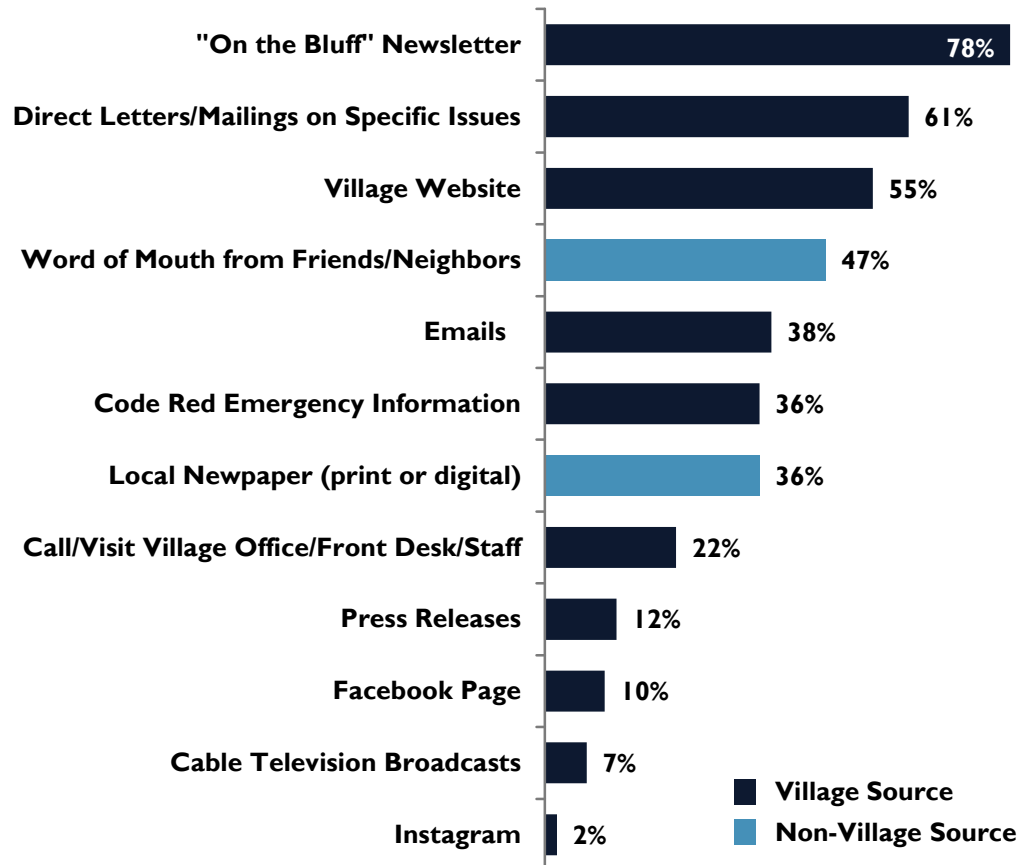
IV. Village of Lake Bluff Communications

Most residents look to “On The Bluff” for Village information, followed by direct mailings and the Village website.

- Note also that nearly half rely on word of mouth to get Village information.
- Emails and the Code Red Emergency alerts are cited by roughly one in three residents.
- Social media (Facebook, Instagram) is used far less often. Likewise, fewer than one in ten residents get their Village information from meeting broadcasts on cable television.

In the 2002 community survey, the Village newsletter was the top information source (88%), followed by special mailings (59%). Cable TV ranked a distant third at 20%.

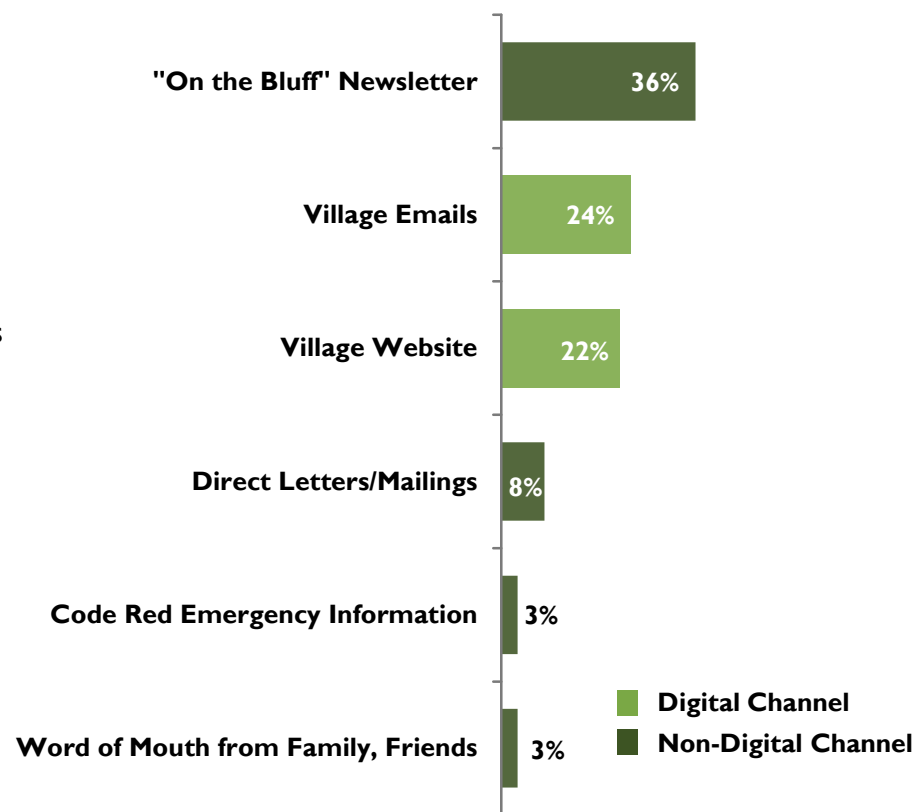
Most Used Current Sources for Village Information (n=311)



In terms of their preferred channel for Village information, most residents cite one of three sources.

- “On the Bluff” newsletter is cited most often at 36%, especially from the oldest (48% of ages 65+) and longest-term residents (48% of those living in the Village 25+ years).
- One in four prefer emails from the Village (consistent across all subgroups; no meaningful differences).
- Nearly as many rely mostly on the Village website, especially:
 - Ages 45-54 (44%)
 - Newer residents who moved to Lake Bluff <6 years ago (32%) or 6-14 years ago (36%).

Preferred Sources for Village Information



Q33. What is your preferred source of information about the Village of Lake Bluff?

Of those rating the Village website, virtually all find it is easy to use in general.

- Fewer than one in five (16%) find it “somewhat” difficult to use. No one described it as “extremely” difficult.
- It is interesting to note that the youngest residents (under age 35) find the Village website difficult to use more than average (33%, vs. 16% overall). Virtually all of the oldest residents who responded (98%) find the website easy to use.

Village Website: Overall Ease of Use
(n=149 who responded)

