

THE MORRIS LEATHERMAN COMPANY  
3128 Dean Court  
Minneapolis, Minnesota 55416

City of Rochester  
Residential Survey  
FINAL MAY 2018

Hello, I'm \_\_\_\_\_ of the Morris Leatherman Company, a polling firm located in Minneapolis. We have been retained by the City of Rochester to speak with a random sample of residents about issues facing the community. This survey is being conducted because the City Council and City Staff are interested in your opinions and suggestions about current and future city needs. I want to assure you that all individual responses will be held strictly confidential; only summaries of the entire sample will be reported.

1. Approximately how many years have you lived in Rochester?
- |                          |     |
|--------------------------|-----|
| LESS THAN TWO YEARS..... | 9%  |
| TWO TO FIVE YEARS.....   | 14% |
| FIVE TO TEN YEARS.....   | 21% |
| TEN TO TWENTY YEARS....  | 20% |
| 20 TO 30 YEARS.....      | 19% |
| OVER THIRTY YEARS.....   | 18% |
| DON'T KNOW/REFUSED.....  | 0%  |

2. How long in the future do you expect to live in Rochester?
- |                          |     |
|--------------------------|-----|
| LESS THAN TWO YEARS..... | 4%  |
| TWO TO FIVE YEARS.....   | 4%  |
| FIVE TO TEN YEARS.....   | 6%  |
| OVER TEN YEARS.....      | 19% |
| REST OF LIFE.....        | 55% |
| DON'T KNOW/REFUSED.....  | 13% |

3. What do you like most, if anything, about living in Rochester?

UNSURE, 2%; SMALL TOWN FEEL, 13%; FRIENDLY PEOPLE, 12%; SAFE, 5%; GREEN SPACES, 3%; MAYO CLINIC, 9%; GOOD PLACE TO RAISE FAMILY, 3%; PARKS AND TRAILS, 8%; LOCATION, 3%; CLOSE TO JOB, 5%; QUIET AND PEACEFUL, 7%; CLOSE TO FAMILY AND FRIENDS, 8%; SENSE OF COMMUNITY, 2%; RETAIL/DINING, 5%; SCHOOLS, 7%; WELL MAINTAINED, 2%; SCATTERED, 6%.

4. What do you think is the most serious issue facing Rochester today?

UNSURE, 11%; NOTHING, 13%; TOO MUCH GROWTH, 15%; HIGH TAXES, 8%; DMC PROJECT, 4%; RISING CRIME, 9%; TRAFFIC CONGESTION, 4%; LACK OF JOBS, 5%; DRUGS, 7%; LACK OF AFFORDABLE HOUSING, 6%; HIGH COST OF LIVING, 2%; STREET MAINTENANCE, 5%; DRINKING WATER QUALITY, 3%; HOMELESSNESS, 3%; SCATTERED, 5%.

5. How would you rate the quality of life in Rochester - excellent, good, only fair, or poor?

EXCELLENT.....	38%
GOOD.....	58%
ONLY FAIR.....	5%
POOR.....	0%
DON'T KNOW/REFUSED.....	0%

6. How would you rate Rochester as a place to raise children - excellent, good, only fair, or poor?

EXCELLENT.....	48%
GOOD.....	45%
ONLY FAIR.....	4%
POOR.....	1%
DON'T KNOW/REFUSED.....	3%

7. And, how would you rate Rochester as a place to retire -- excellent, good, only fair, or poor?

EXCELLENT.....	35%
GOOD.....	48%
ONLY FAIR.....	8%
POOR.....	2%
DON'T KNOW/REFUSED.....	8%

8. Would you recommend living in Rochester to others?

YES.....	94%
NO.....	5%
DON'T KNOW/REFUSED.....	1%

IF "NO," ASK: (n=21)

9. Why do you feel that way?

RACISM, 10%; TOO RELIANT ON MAYO CLINIC, 14%; LACK OF JOBS, 10%; HIGH COST OF LIVING, 24%; LOSING HISTORY, 10%; TOO MUCH GROWTH, 10%; RISING CRIME, 19%; SCATTERED, 5%.

10. How would you rate the strength of community identity and the sense of neighborliness in Rochester -- excellent, good, only fair or poor?

EXCELLENT.....	37%
GOOD.....	51%
ONLY FAIR.....	9%
POOR.....	2%
DON'T KNOW/REFUSED.....	1%

11. All in all, do you think things in Rochester are generally headed in the right direction? YES.....87%  
 NO.....10%  
 DON'T KNOW/REFUSED.....3%
12. Do you feel accepted, valued and welcomed in the City of Rochester? YES.....97%  
 NO.....3%  
 DON'T KNOW/REFUSED.....1%

IF "NO," ASK: (n=10)

13. Why do you feel that way?  
 DISCRIMINATION, 20%; RACIAL DIFFERENCES, 30%; ONLY LISTEN TO MAYO, 10%; NOT FRIENDLY, 30%; SOCIO-ECONOMIC DIFFERENCES, 10%.
14. What aspects, if any, of the community should be fixed or improved in the future?  
 UNSURE, 14%; NOTHING, 17%; TOO MUCH GROWTH, 4%; HIGH TAXES, 2%; MORE RETAIL, 5%; REDUCE CRIME, 5%; TRAFFIC CONTROL, 5%; MORE JOBS, 3%; MORE AFFORDABLE HOUSING, 7%; DRUG EPIDEMIC, 2%; BETTER DRINKING WATER, 3%; MORE SOCIAL SERVICES, 4%; PEDESTRIAN SAFETY, 3%; LESS FOCUS ON DMC PROJECT, 2%; BETTER STREET MAINTENANCE, 8%; MORE PARKS/GREEN SPACE, 9%; SCATTERED, 7%.
15. What, if anything, is currently missing from Rochester which, if present, would greatly improve the quality of life for its residents?  
 UNSURE, 19%; NOTHING, 41%; MORE DINING, 2%; PUBLIC TRANSIT, 3%; MORE GREEN SPACE, 2%; MORE RECREATION FACILITIES, 6%; GAINFUL EMPLOYMENT, 2%; AFFORDABLE HOUSING, 4%; HOMELESSNESS SERVICES, 3%; PEDESTRIAN SAFETY, 2%; SENIOR SERVICES, 2%; MORE COMMUNITY EVENTS, 2%; YOUTH CENTER, 2%; MORE ENTERTAINMENT, 3%; SCATTERED, 7%.

I would now like to read a list of characteristics which are a part of the overall quality of life in a community. First, for each one tell me if it is a very important aspect of the quality of life, a somewhat important aspect, a not very important aspect or not at all an important aspect of the quality of life.

	VIM	SIM	NVI	NAA	DKR
16. Parks and trails?	69%	27%	4%	0%	0%
17. Recreational programs?	41%	47%	10%	2%	0%
18. Schools?	90%	7%	4%	0%	0%

	VIM	SIM	NVI	NAA	DKR
19. Open space?	48%	42%	8%	0%	1%
20. Shopping opportunities?	36%	49%	12%	3%	1%
21. Public safety?	83%	14%	3%	0%	0%
22. Community celebrations?	43%	48%	7%	2%	0%
23. Entertainment, such as theater, music concerts and the arts?	38%	52%	9%	2%	0%
24. Public transportation?	43%	46%	10%	2%	0%
25. Public libraries?	58%	38%	4%	0%	1%

Now for each one, please rate the City of Rochester on that characteristic as excellent, good, only fair or poor.

	EXC	GOO	FAI	POO	DKR
26. Parks and trails?	48%	49%	3%	0%	0%
27. Recreational programs?	31%	53%	10%	0%	7%
28. Schools?	57%	36%	3%	0%	5%
29. Open space?	34%	56%	9%	1%	1%
30. Shopping opportunities?	21%	67%	11%	0%	0%
31. Public safety?	48%	41%	10%	2%	0%
32. Community celebrations?	38%	48%	12%	1%	2%
33. Entertainment, such as theater, music concerts and the arts?	23%	59%	14%	1%	3%
34. Public transportation?	11%	59%	23%	2%	6%
35. Public libraries?	35%	59%	4%	0%	2%

I would like to read you a list of characteristics of a community. For each one, please tell me if you think Rochester currently has too many or too much, too few or too little, or about the right amount.

	MANY MUCH	FEW/ LITT	ABOUT RIGHT	D.K./ REF.
36. affordable single-family housing costing less than \$200,000?	3%	61%	33%	4%
37. affordable rental units?	12%	61%	24%	4%
38. luxury rental units?	35%	10%	50%	5%
39. condominiums?	21%	8%	69%	2%
40. townhouses?	17%	19%	62%	2%
41. starter homes for young families?	2%	59%	35%	5%
42. "move up" housing?	10%	25%	60%	5%
43. higher cost housing?	30%	11%	55%	5%
44. assisted living for seniors?	2%	27%	58%	14%
45. nursing homes?	1%	24%	60%	15%

	MANY MUCH	FEW/ LITT	ABOUT RIGHT	D.K./ REF.
46. one level housing for seniors maintained by an association?	2%	32%	53%	14%
47. parks and open spaces?	4%	28%	69%	0%
48. trails and bikeways?	5%	26%	68%	0%
49. service establishments?	6%	17%	76%	1%
50. retail shopping opportunities?	5%	21%	75%	0%
51. concert, sports and entertainment venues?	9%	23%	68%	1%
52. dining establishments?	4%	19%	77%	1%
53. cultural and educational opportunities, such as museums?	1%	29%	68%	2%
54. Do you support or oppose the City providing financial incentives to attract specific types of development? (WAIT FOR RESPONSE) Do you feel strongly that way?	STRONGLY SUPPORT.....8%	SUPPORT.....27%	OPPOSE.....36%	STRONGLY OPPOSE.....14%
	DON'T KNOW/REFUSED.....15%			

IF "STRONGLY SUPPORT" OR "SUPPORT," ASK: (n=141)

55. For what specific types of development would you support the use of financial incentives?

UNSURE, 5%; AFFORDABLE HOUSING, 17%; LOW INCOME HOUSING, 11%; GREEN SPACE, 4%; RETAIL/DINING, 17%; HOMELESS SHELTER, 3%; SINGLE FAMILY HOMES, 4%; SENIOR HOUSING, 4%; JOBS, 6%; FAMILY ENTERTAINMENT, 9%; ARTS AND CULTURE, 4%; DRINKING WATER, 7%; LARGE STADIUM, 2%; SCATTERED, 7%.

Changing topics....

I would like to read you a list of a few city services. For each one, please tell me whether you would rate the quality of the service as excellent, good, only fair, or poor? (ROTATE)

	EXCL	GOOD	FAIR	POOR	DK/R
56. Police protection?	55%	38%	6%	1%	1%
57. Fire protection?	64%	29%	1%	0%	7%
58. Recycling?	22%	66%	8%	0%	4%
59. Storm drainage and flood control?	14%	70%	14%	1%	1%
60. Park maintenance?	36%	59%	5%	0%	0%

	EXCL	GOOD	FAIR	POOR	DK/R
61. City-sponsored recreation programs?	25%	60%	9%	0%	7%
62. Animal control?	21%	65%	8%	0%	5%
63. Library services?	38%	54%	4%	0%	4%
64. Utility services, such as water and electricity?	32%	61%	6%	1%	0%

Now, for the next three city services, please consider only city-maintained street and roads. That means excluding interstate highways, state and county roads taken care of by other levels of government. Therefore, Highway 52, Interstate 90, County Road 22 or West Circle Drive, should **not** be considered. How would you rate ....

	EXCL	GOOD	FAIR	POOR	DK/R
65. City street repair and maintenance?	5%	58%	25%	12%	1%
66. Snow plowing?	11%	64%	23%	2%	1%
67. Street lighting?	7%	65%	23%	5%	0%

Property tax revenues are divided among the City of Rochester, Olmsted County, and your local public school district.

68. For each dollar of the property taxes you pay, about what percentage do you think goes to city government? (READ #1-#6)	TEN PERCENT OR LESS.....	2%
	11 TO 20 PERCENT.....	15%
	21 TO 30 PERCENT.....	36%
	31 TO 40 PERCENT.....	25%
	41 TO 50 PERCENT.....	6%
	OVER 50 PERCENT.....	1%
	DON'T KNOW/REFUSED.....	15%
69. Do you consider the city portion of your property taxes to be very high, somewhat high, about average, somewhat low, or very low in comparison with neighboring cities?	VERY HIGH.....	6%
	SOMEWHAT HIGH.....	37%
	ABOUT AVERAGE.....	46%
	SOMEWHAT LOW.....	1%
	VERY LOW.....	0%
	DON'T KNOW/REFUSED.....	10%

In 2017, the actual percentage of your property taxes going to the City of Rochester was 34 percent.

70. Would you favor or oppose an increase in YOUR city property tax if it were needed to maintain city services at their current level? FAVOR.....49%  
 OPPOSE.....45%  
 DON'T KNOW/REFUSED.....6%
71. And, would you favor or oppose an increase in YOUR city property tax if it were used to improve and enhance current city services? FAVOR.....39%  
 OPPOSE.....54%  
 DON'T KNOW/REFUSED.....8%
72. When you consider the property taxes you pay and the quality of city services you receive, would you rate the general value of city services as excellent, good, only fair, or poor? EXCELLENT.....15%  
 GOOD.....69%  
 ONLY FAIR.....13%  
 POOR.....0%  
 DON'T KNOW/REFUSED.....3%

Moving on....

73. How would you rate the general condition and appearance of properties in your neighborhood -- excellent, good, only fair, or poor? EXCELLENT.....32%  
 GOOD.....65%  
 ONLY FAIR.....3%  
 POOR.....0%  
 DON'T KNOW/REFUSED.....0%

IF "ONLY FAIR" OR "POOR," ASK: (n=10)

74. Why did you rate it as (only fair/poor)?

TALL GRASS, 10%; JUNK CARS, 10%; RUNDOWN PROPERTIES, 30%; JUNK IN YARDS, 50%.

For each of the following, please tell me whether the City is too tough, about right, or not tough enough in enforcing city codes on the nuisances.

	TOO TOU	ABO RIG	NOT TOU	DK/ REF
75. Animal control?	5%	83%	9%	4%
76. Storage and parking of vehicles, boats and trailers?	5%	71%	24%	1%
77. Yard maintenance?	5%	75%	19%	1%
78. Exterior home maintenance?	4%	84%	10%	2%
79. Storage of garbage, recycling and composting cans?	4%	82%	14%	1%

Thinking about another topic....

80. Are there areas in the City of Rochester where you do not feel safe? YES.....20%  
 NO.....80%  
 DON'T KNOW/REFUSED.....1%

IF "YES," ASK: (n=78)

81. In which areas do you not feel safe?

UNSURE, 3%; DOWNTOWN, 6%; SOUTHEAST, 33%; BROADWAY, 8%; POORLY LIT AREAS, 4%; TRAILS, 3%; RIVERFRONT, 3%; LOW INCOME AREAS, 12%; DOWNTOWN AFTER DARK, 21%; SCATTERED, 7%.

82. What would make you feel more safe?

UNSURE, 13%; MORE POLICE PATROLS, 37%; STREET LIGHTS, 6%; MORE PEOPLE AROUND, 20%; NO HOMELESS PEOPLE, 6%; LESS CRIME/DRUGS, 14%; SCATTERED, 4%.

83. Do you feel safe in your immediate neighborhood when walking alone at night? YES.....92%  
 NO .....7%  
 DON'T KNOW/REFUSED.....2%

84. Do you generally feel safe in your home? YES.....97%  
 NO .....1%  
 DON'T KNOW/REFUSED.....2%

85. How would you rate the amount of police patrolling in your neighborhood -- too much, about the right amount or not enough? TOO MUCH.....1%  
 ABOUT RIGHT AMOUNT.....82%  
 NOT ENOUGH.....17%  
 DON'T KNOW/REFUSED.....0%

86. How would you rate the amount of traffic enforcement by the police in your neighborhood -- too much, about right amount or not enough? TOO MUCH.....2%  
 ABOUT RIGHT AMOUNT.....74%  
 NOT ENOUGH.....24%  
 DON'T KNOW/REFUSED.....1%

87. How serious of a problem is traffic speeding in your neighborhood -- very serious, somewhat serious, not too serious, or not at all serious? VERY SERIOUS.....6%  
 SOMEWHAT SERIOUS.....37%  
 NOT TOO SERIOUS.....44%  
 NOT AT ALL SERIOUS.....13%  
 DON'T KNOW/REFUSED.....1%



88. And, how serious of a problem are stop sign violations in your neighborhood -- very serious, somewhat serious, not too serious, or not at all serious?

VERY SERIOUS.....	5%
SOMEWHAT SERIOUS.....	31%
NOT TOO SERIOUS.....	49%
NOT AT ALL SERIOUS.....	15%
DON'T KNOW/REFUSED.....	0%

89. Please tell me which one you consider to be the greatest concern in Rochester? If you feel that none of these problems are serious, just say so.

Violent crime.....	6%
Traffic speeding.....	23%
Drugs.....	21%
Youth crimes and vandalism.....	18%
Identity theft.....	1%
Business crimes, such as shoplifting and check fraud.....	9%
Residential crimes, such as burglary and theft.....	5%
ALL EQUALLY.....	6%
NONE OF THE ABOVE.....	9%
DON'T KNOW/REFUSED.....	2%

Continuing....

For each of the following, please tell me if you or members of your household use that facility. Then for each one you use, please tell me if you would rate that facility as excellent, good, only fair, or poor?

	NOT USE	USE EXC	USE GOO	USE FAI	USE POO	DK/REF
90. Larger community parks?	19%	46%	33%	2%	0%	0%
91. Smaller neighborhood parks?	18%	37%	41%	5%	0%	0%
92. Trails?	9%	51%	37%	4%	0%	0%
93. Community ballfields?	47%	20%	32%	1%	0%	0%
94. City golf courses?	47%	28%	24%	2%	0%	0%
95. Graham Arena?	51%	20%	26%	3%	0%	0%
96. National Volleyball Center?	72%	10%	17%	1%	0%	0%
97. Plummer Houses?	61%	17%	21%	1%	0%	0%
98. Recreation Center?	37%	37%	26%	1%	0%	0%
99. Quarry Nature Center?	24%	45%	31%	1%	0%	0%
100. 125 Live Center for active Adults?	71%	14%	14%	1%	0%	1%

101. In general, do you feel existing recreational facilities offered by the City meet the needs of you and members of your household? YES.....98% NO .....1% DON'T KNOW/REFUSED.....1%

IF "NO," ASK: (n=5)

102. What additional recreational facilities would you like to see the City offer its residents?

AUDITORIUM, 20%; POOLS IN NEIGHBORHOOD PARKS, 20%; WATER, 40%; ADULT FITNESS CENTER, 20%.

103. Have you or members of your household participated in any City park and recreation programs? YES.....47% NO.....53% DON'T KNOW/REFUSED.....0%

IF "YES," ASK:

104. Which ones?

YOUTH SPORTS, 34%; ADULT SPORTS, 16%; FITNESS, 7%; GOLF, 13%; HOBBY CLASS, 4%; AQUATICS, 10%; CONTINUING EDUCATION, 3%; DOG PARK, 3%; PARKS/TRAILS, 5%; SCATTERED, 5%.

105. Were you satisfied or dissatisfied with your experience? SATISFIED.....98% DISSATISFIED.....1% DON'T KNOW/REFUSED.....2%

106. Does the current mix of City park and recreation programming meet the needs of your household? YES.....98% NO.....1% DON'T KNOW/REFUSED.....1%

IF "NO," ASK: (n=5)

107. What program(s) do you feel are lacking?

SENIOR, 20%; YOUTH, 40%; FITNESS, 40%.

108. Do you or members of your household currently leave the city for park and recreation facilities or activities? (IF "YES," ASK:) What would that be?

NO, 78%; BALLFIELDS/COURTS, 2%; LAKES/BOATING, 8%; CAMPING, 4%; GOLF, 2%; TRAILS, 3%; SCATTERED, 3%.

IF "YES," ASK: (n=88)

109. Where do you go for these activities or facilities?

VARIOUS PARKS IN MINNESOTA, 5%; VARIOUS LAKES IN MINNESOTA, 14%; ALL OVER MINNESOTA, 11%; TWIN CITIES, 14%; WISCONSIN, 6%; SAINT CROIX RIVER, 5%; COUNTY PARKS IN MINNESOTA, 2%; STATE PARKS IN MINNESOTA, 11%; ZUMBROTA, 6%; DULUTH, 3%; SCATTERED NAMED CITIES, 23%.

110. Have you or members of your household visited the Mayo Civic Center during the past two years? YES.....44%  
NO.....56%  
DON'T KNOW/REFUSED.....0%

IF "YES," ASK:

111. What was the last event you attended?

CONCERT, 25%; CONVENTION/CONFERENCE, 9%; TRADE SHOW/EXPO, 14%; ARTS AND CRAFT SHOW, 5%; FESTIVAL, 7%; MEDICAL CONVENTION, 13%; THEATER/PLAY/BALLET, 8%; RODEO/HORSE SHOW, 5%; FLEA MARKET, 2%; BANQUET/RECEPTION, 5%; CAR SHOW, 2%; SCATTERED, 5%.

112. Do you think the Mayo Civic Center adequately meets the needs of the community? YES.....93%  
NO.....5%  
DON'T KNOW/REFUSED.....2%

IF "NO," ASK: (n=9)

113. Why do you feel that way?

NEED MORE EVENTS, 33%; NEED LARGER EVENT CENTER, 67%.

IF "NO" IN QUESTION #110, ASK: (n=225)

114. Why haven't you attended any events at the Mayo Civic Center?

UNSURE, 2%; NO TIME, 43%; NO INTEREST, 37%; COST TOO MUCH, 9%; AGE/HEALTH, 7%; NOT AWARE, 2%.

For each of the following city events and facilities, please tell me if you or members of your household have attended it. Then for each one you have attended, please tell me if you would rate that event as excellent, good, only fair, or poor?

	NOT USE	USE EXC	USE GOO	USE FAI	USE POO	DK/ REF
115. Thursdays on First?	40%	32%	26%	3%	0%	0%
116. Riverside Concerts?	33%	30%	34%	4%	0%	0%
117. Rochester Art Center?	36%	32%	29%	2%	1%	0%
118. Rochester Civic Theater?	40%	27%	29%	3%	0%	1%

119. Are there any other types of city events you would like to see in Rochester? (IF "YES," ASK:) What would those be?

UNSURE, 4%; NO, 77%; FESTIVAL, 4%; ETHNIC/CULTURAL EVENTS, 2%; CONCERTS, 4%; FLEA MARKET, 3%; SCATTERED, 6%.

Moving on....

120. How would you rate the ease of getting from place to place within the City of Rochester - excellent, good, only fair or poor?

EXCELLENT.....	18%
GOOD.....	57%
ONLY FAIR.....	23%
POOR.....	2%
DON'T KNOW/REFUSED.....	1%

121. Have you or members of your household used Rochester Public Transit services during the past two years?

YES.....	50%
NO.....	50%
DON'T KNOW/REFUSED.....	0%

IF "YES," ASK:

122. How would you rate the service provided by Rochester Public Transit - excellent, good, only fair or poor?

EXCELLENT.....	42%
GOOD.....	55%
ONLY FAIR.....	4%
POOR.....	0%
DON'T KNOW/REFUSED.....	0%

IF "ONLY FAIR" OR "POOR," ASK: (n=7)

123. Why do you feel that way?

NOT FREQUENT ENOUGH, 43%; COST TOO MUCH, 29%; CROWDED, 29%.

IF "NO," ASK: (n=199)

124. Why haven't you used these services?

PREFER TO DRIVE, 73%; AGE/HEALTH, 8%; NO NEED, 8%;  
NEED CAR FOR WORK, 8%; SCATTERED, 3%.

125. Are there any changes or improvements Rochester Public Transit could make that would increase your use of the service? (IF "YES," ASK:) What would those be?

UNSURE, 6%; NO, 76%; MORE ROUTES, 4%; MORE FREQUENT, 3%;  
MORE BUS STOPS, 5%; COMFORTABLE SEATING, 2%; SCATTERED, 4%.

Changing topics....

126. Other than voting, do you feel that if you wanted to, you could have a say about the way the City of Rochester runs things?	YES.....72% NO .....23% DON'T KNOW/REFUSED.....6%
127. How much do you feel you know about the work of the Mayor and City Council -- a great deal, a fair amount, very little, or none at all?	A GREAT DEAL.....3% A FAIR AMOUNT.....38% VERY LITTLE.....46% NONE AT ALL.....14% DON'T KNOW/REFUSED.....0%
128. From what you know, do you approve or disapprove of the job the Mayor and City Council are doing? (WAIT FOR RESPONSE) And do you feel strongly that way?	STRONGLY APPROVE.....9% APPROVE.....78% DISAPPROVE.....7% STRONGLY DISAPPROVE.....1% DON'T KNOW/REFUSED.....6%
129. How much first hand contact have you had with the Rochester City staff -- quite a lot, some, very little, or none?	QUITE A LOT.....2% SOME.....25% VERY LITTLE.....49% NONE.....24% DON'T KNOW/REFUSED.....0%
130. From what you have heard or seen, how would you rate the job performance of the city staff - excellent, good, only fair or poor?	EXCELLENT.....12% GOOD.....71% ONLY FAIR.....8% POOR.....1% DON'T KNOW/REFUSED.....8%
131. During the past year, have you contacted Rochester City Hall?	YES.....41% NO.....59% DON'T KNOW/REFUSED.....0%

IF "YES," ASK: (n=164)

Thinking about your last contact with City Hall, for each of the following characteristics, please rate the service as excellent, good, only fair, or poor....

	EXC	GOO	FAI	POO	DKR
132. Waiting time for the receptionist to help you?	33%	58%	7%	2%	0%
133. Courtesy of city staff?	53%	43%	4%	1%	0%
134. Ease of obtaining the service you needed?	45%	45%	9%	1%	0%

Rochester Public Utilities offers the options of online billing and payment for utility services.

135. Do you use either of these services? (IF "YES," ASK:) Which ones?	NO.....	31%
	YES/BILLING.....	9%
	YES/PAYMENT.....	11%
	YES/BOTH.....	49%
	DON'T KNOW/REFUSED.....	0%

IF "NO," ASK: (n=123)

136. Why don't you use either of these services?	DON'T KNOW/REFUSED.....	2%
	NO COMPUTER.....	5%
	NO INTERNET ACCESS.....	13%
	DON'T TRUST INTERNET...	11%
	SECURITY ISSUES.....	6%
	RENTER.....	40%
	WANT PAPER REMINDER....	20%
	NOT AWARE.....	3%

Moving on.....

137. What is your principal source of information about Rochester City Government and its activities?

MAILINGS, 4%; LOCAL NEWSPAPER, 38%; CITY WEBSITE, 40%; WORD OF MOUTH, 7%; CABLE TELEVISION, 2%; SOCIAL MEDIA, 7%; SCATTERED, 2%.

138. How would you prefer to receive information about Rochester City Government and its activities?

NEWSLETTER, 10%; LOCAL NEWSPAPER, 31%; CITY WEBSITE, 26%; E-MAIL, 14%; CABLE TELEVISION, 2%; SOCIAL MEDIA, 10%; TEXT MESSAGE, 3%; LOCAL TV NEWS, 2%; SCATTERED, 2%.

139. Does your household currently subscribe to cable television? YES.....58%  
NO .....41%  
DON'T KNOW/REFUSED.....2%

IF "YES," ASK: (n=230)

140. How often during the past year have you watched City Council Meeting telecasts on Channel 180 - frequently, occasionally, rarely or never? FREQUENTLY.....3%  
OCCASIONALLY.....15%  
RARELY.....32%  
NEVER.....50%  
DON'T KNOW/REFUSED.....0%

141. Are you aware residents can watch past city meetings on the city's website? (IF "YES," ASK:) Have you viewed a city meeting on the website? NO.....49%  
YES/YES.....16%  
YES/NO.....36%  
DON'T KNOW/REFUSED.....0%

142. Do you have access to the Internet? YES.....88%  
NO.....12%  
DON'T KNOW/REFUSED.....0%

IF "YES," ASK: (n=353)

143. Have you accessed the City's website? YES.....71%  
NO.....29%  
DON'T KNOW/REFUSED.....0%

IF "YES," ASK: (n=252)

144. How would you evaluate the content of the city's website -- excellent, good, only fair or poor? EXCELLENT.....34%  
GOOD.....60%  
ONLY FAIR.....6%  
POOR.....0%  
DON'T KNOW/REFUSED.....0%

145. How would you rate the ease of navigating the site and finding the information you sought -- excellent, good, only fair or poor?

EXCELLENT.....	33%
GOOD.....	61%
ONLY FAIR.....	6%
POOR.....	0%
DON'T KNOW/REFUSED.....	0%

146. What information would you like to see on the City of Rochester's web site?

UNSURE, 24%; FINE AS IS, 42%; TRAFFIC DETOURS, 4%; EVENT INFORMATION, 10%; DEVELOPMENT NEWS, 7%; CRIME STATISTICS, 3%; PARKS AND REC INFORMATION, 2%; COUNCIL MEETING, 4%; SCATTERED, 4%.

I would like to ask you about social media sources. For each one, tell me if you currently use that source of information; then, for each you currently use, tell me if you would be likely or unlikely to use it to obtain information about the City of Rochester.

	NOT USE	USE LIK	USE NLK	DK/REF
147. Facebook?	15%	62%	23%	0%
148. Twitter?	47%	34%	19%	0%
149. YouTube?	34%	36%	30%	0%
150. Blogs?	68%	13%	18%	0%
151. Podcasts?	73%	14%	13%	0%

152. Is there any other social media you use on a regular basis?

NO, 84%; SNAPCHAT, 6%; LINKED IN, 2%; INSTAGRAM, 3%; NEXTDOOR, 2%; SCATTERED, 3%.

Now, just a few more questions for demographic purposes....

Could you please tell me how many people in each of the following age groups live in your household.

153. Persons 65 or over?

NONE.....	77%
ONE.....	13%
TWO OR MORE.....	10%



154. Adults under 65?	NONE.....13%
	ONE.....21%
	TWO.....57%
	THREE OR MORE.....10%
155. School-aged children and pre-schoolers?	NONE.....67%
	ONE.....14%
	TWO.....14%
	THREE OR MORE.....5%
156. Do you own or rent your present residence?	OWN.....70%
	RENT.....30%
	REFUSED.....0%
157. What is your age, please? (READ CATEGORIES, IF NEEDED)	18-24.....9%
	25-34.....19%
	35-44.....21%
	45-54.....16%
	55-64.....20%
	65 AND OVER.....15%
158. Which of the following categories represents your ethnicity -- White, African-American, Hispanic-Latino, Asian-Pacific Islander, Native American, or something else? (IF "SOMETHING ELSE," ASK:) What would that be?	WHITE.....69%
	AFRICAN-AMERICAN.....10%
	HISPANIC-LATINO.....6%
	ASIAN-PACIFIC ISLANDE...7%
	NATIVE AMERICAN.....1%
	SOMETHING ELSE.....0%
	MIXED/BI-RACIAL.....6%
	DON'T KNOW.....0%
	REFUSED.....1%
159. Finally, thinking about your household finances, how would you describe your financial situation, would you say that -- A) Your monthly expenses are exceeding your income; B) You are meeting your monthly expenses but are putting aside little or no savings; C) You are managing comfortably while putting some money aside; D) Managing very well?	STATEMENT A.....4%
	STATEMENT B.....30%
	STATEMENT C.....56%
	STATEMENT D.....9%
	DON'T KNOW/REFUSED.....1%
160. Gender (DO NOT ASK)	MALE.....49%
	FEMALE.....51%

161. REGION OF CITY

WARD ONE.....	19%
WARD TWO.....	17%
WARD THREE.....	17%
WARD FOUR.....	13%
WARD FIVE.....	18%
WARD SIX.....	16%