

# **City of Rochester**

## 2018 Residential Survey

The Morris Leatherman Company

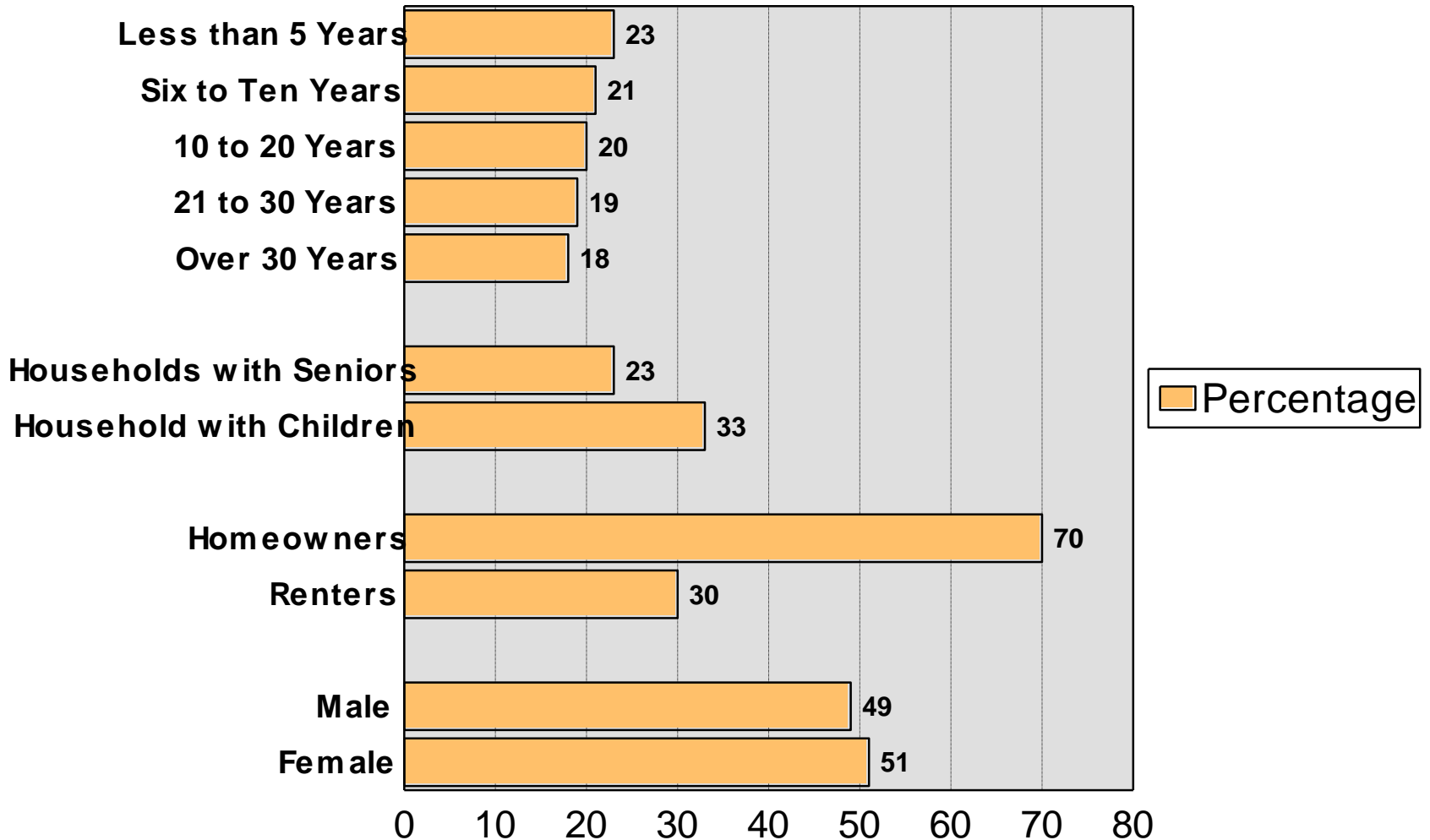
# Survey Methodology

2018 City of Rochester

- ④ 400 Randomly Selected City residents
- ④ Telephone interviews conducted between May 22nd and June 20th, 2018
- ④ Average interview time of 27 minutes
- ④ Non-response level of 5.0%
- ④ 42% Cellphone Only Households
- ④ 14% Landline Only Households
- ④ 44% Both Cellphone and Landline Households
- ④ Results projectable within +/-5.0% in 95 out of 100 cases

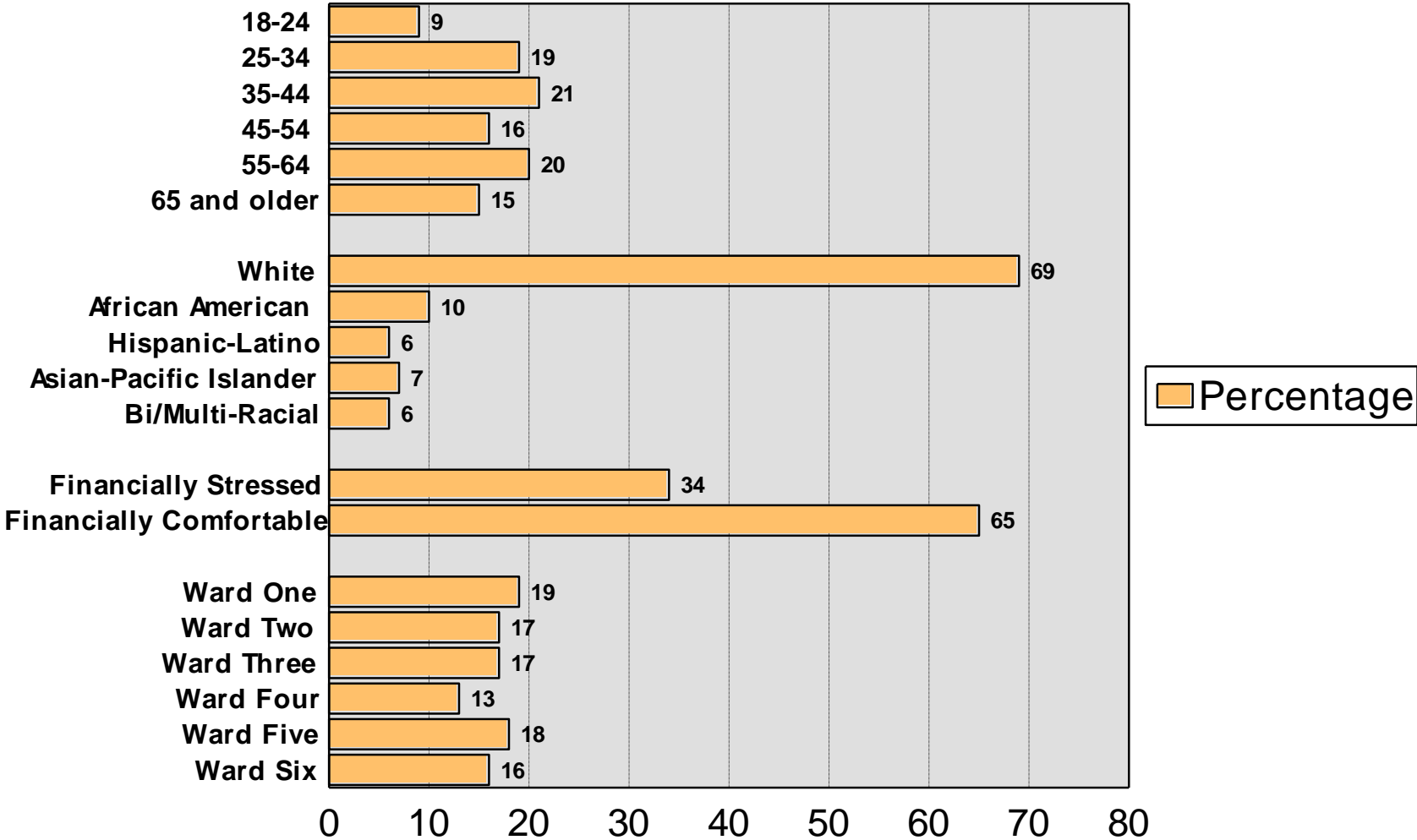
# Demographics I

2018 City of Rochester



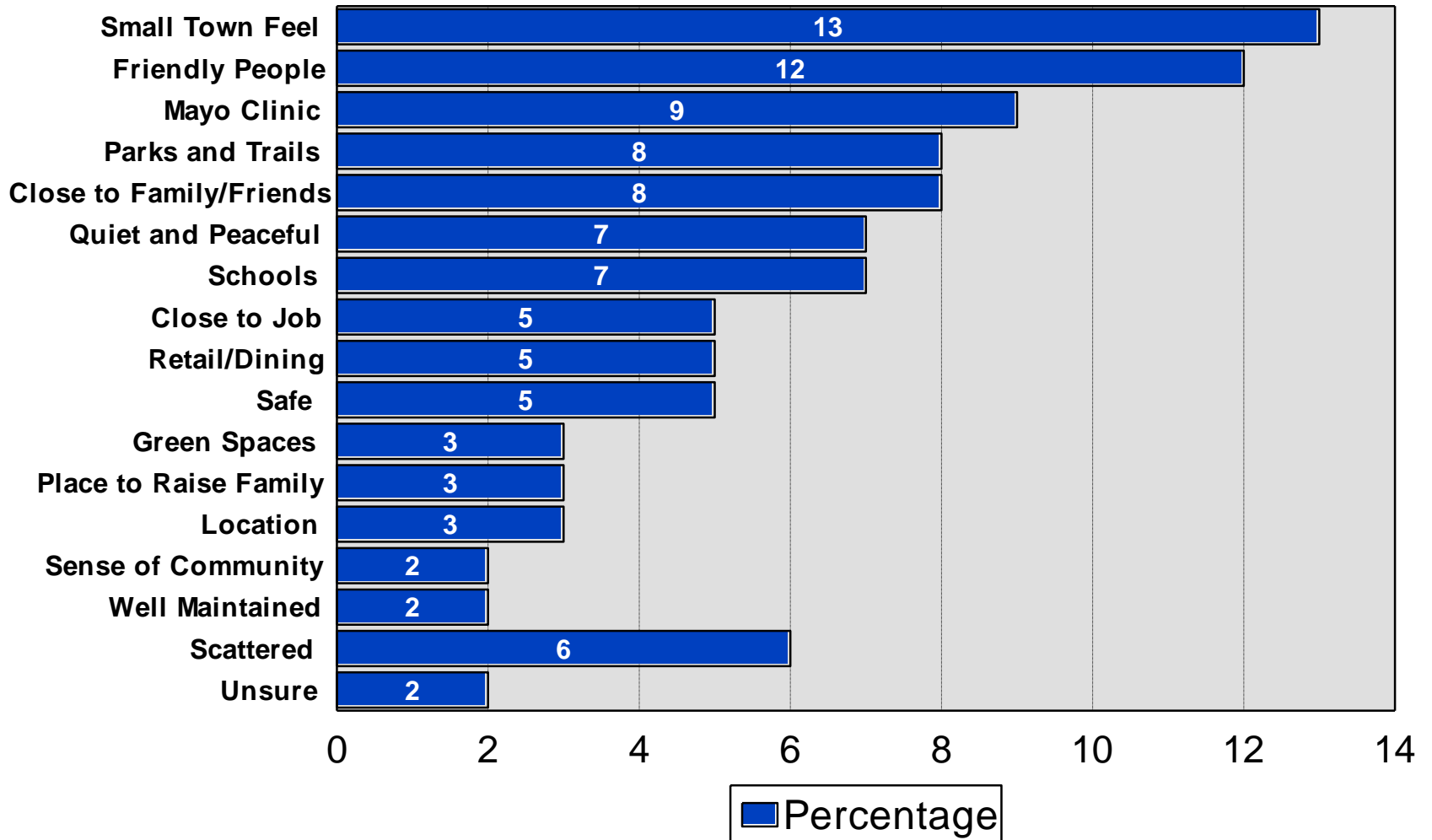
# Demographics II

2018 City of Rochester



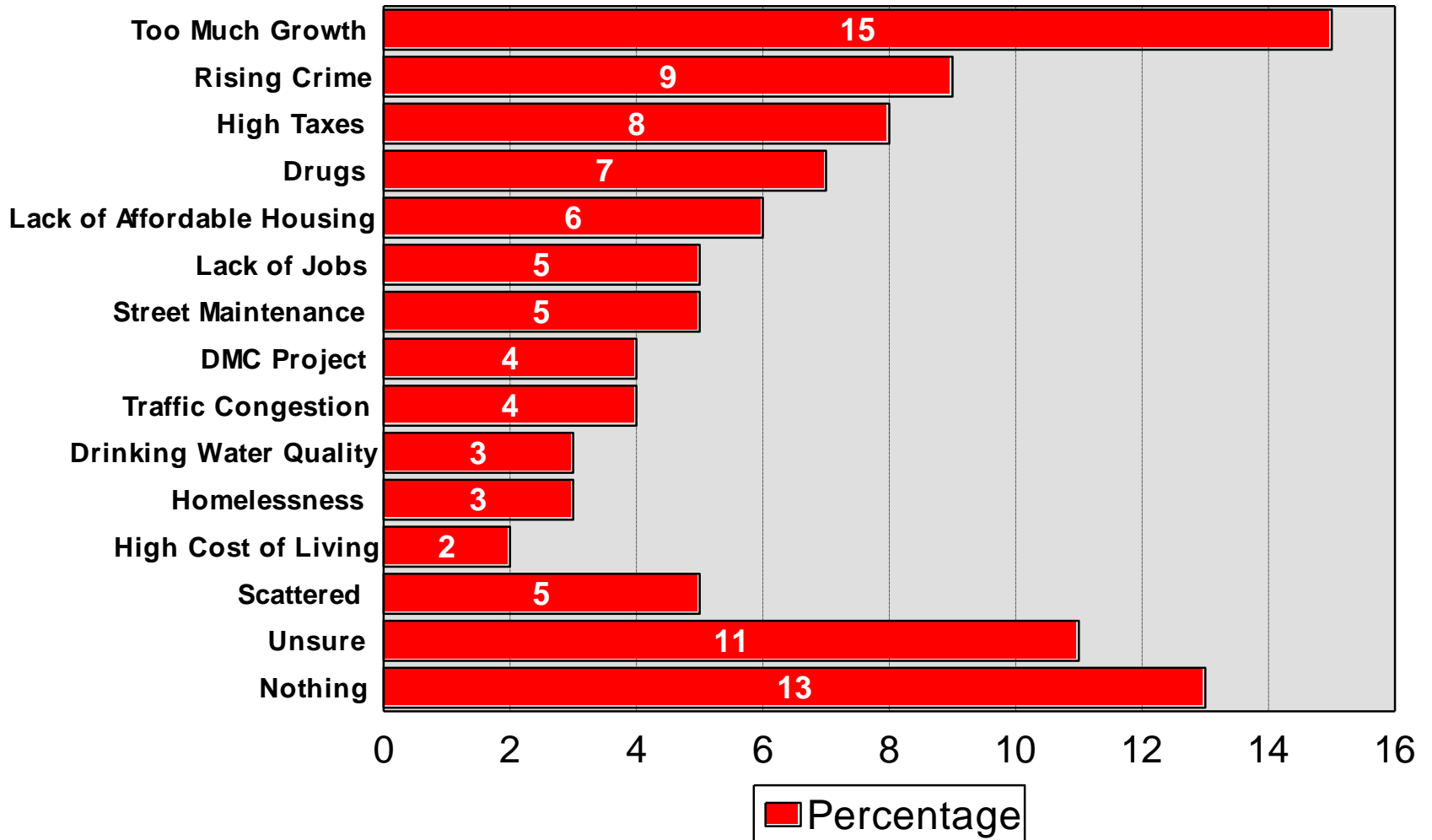
# Like Most about City

2018 City of Rochester



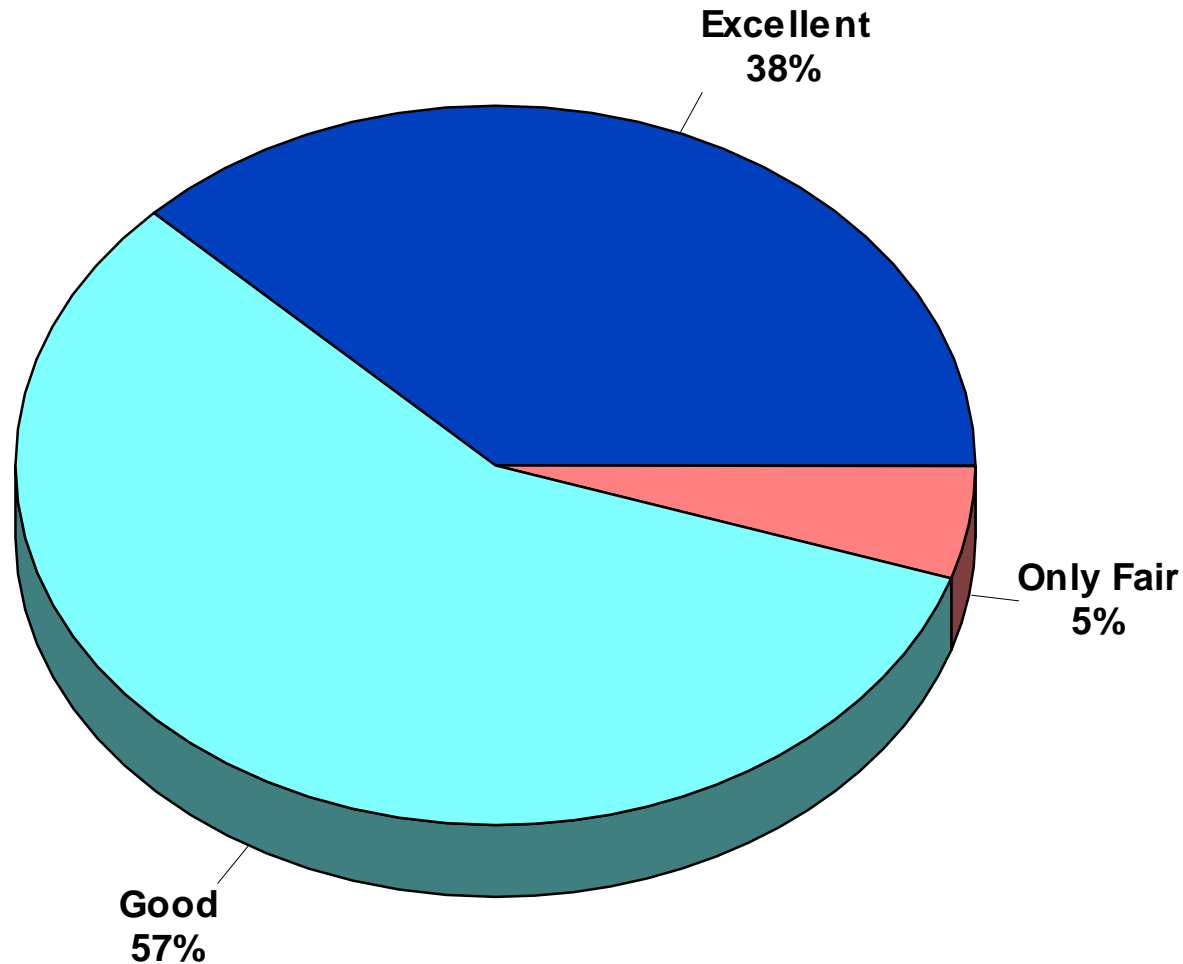
# Most Serious Issue

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# Quality of Life Rating

2018 City of Rochester



# City As Place

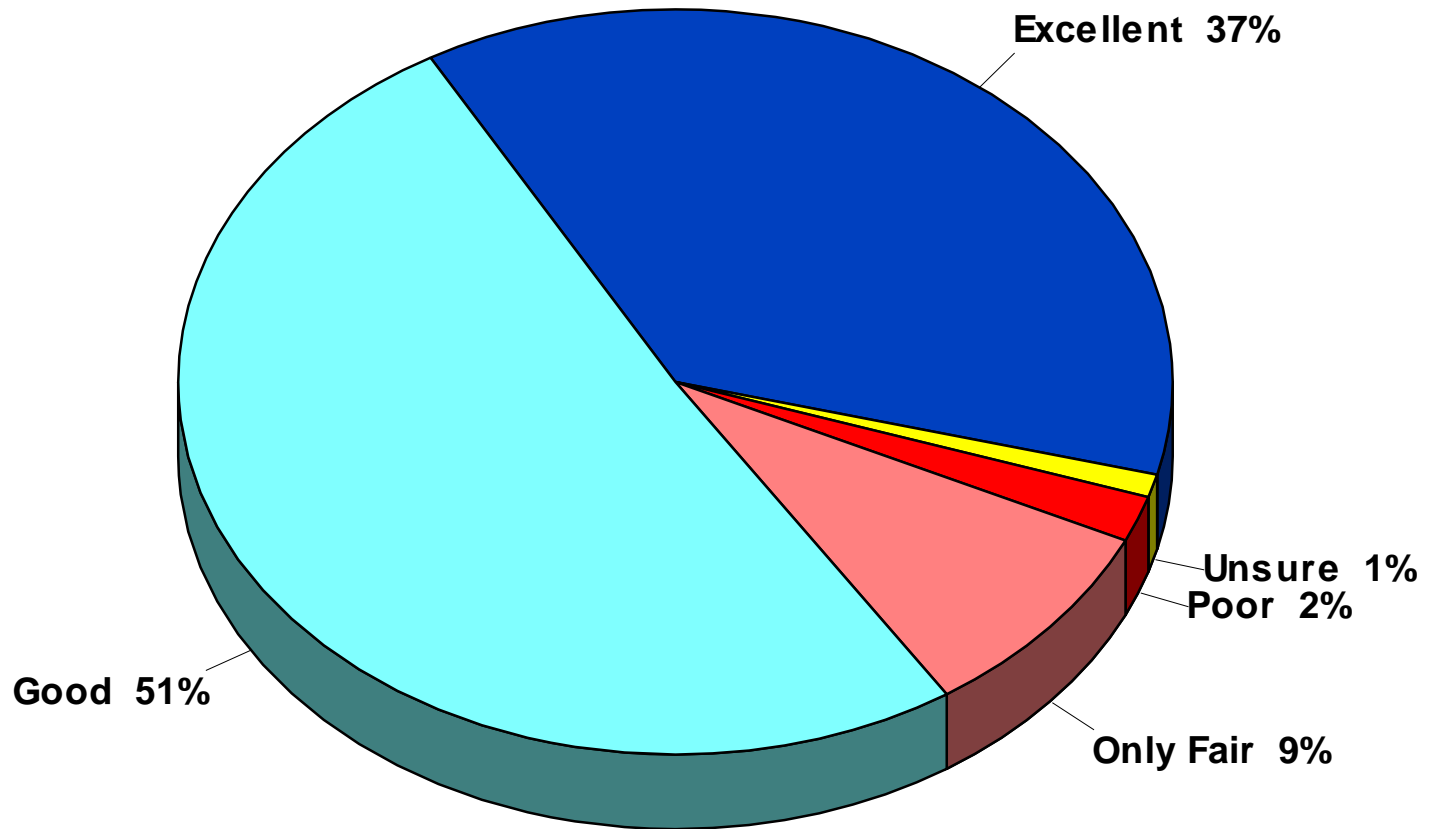
2018 City of Rochester





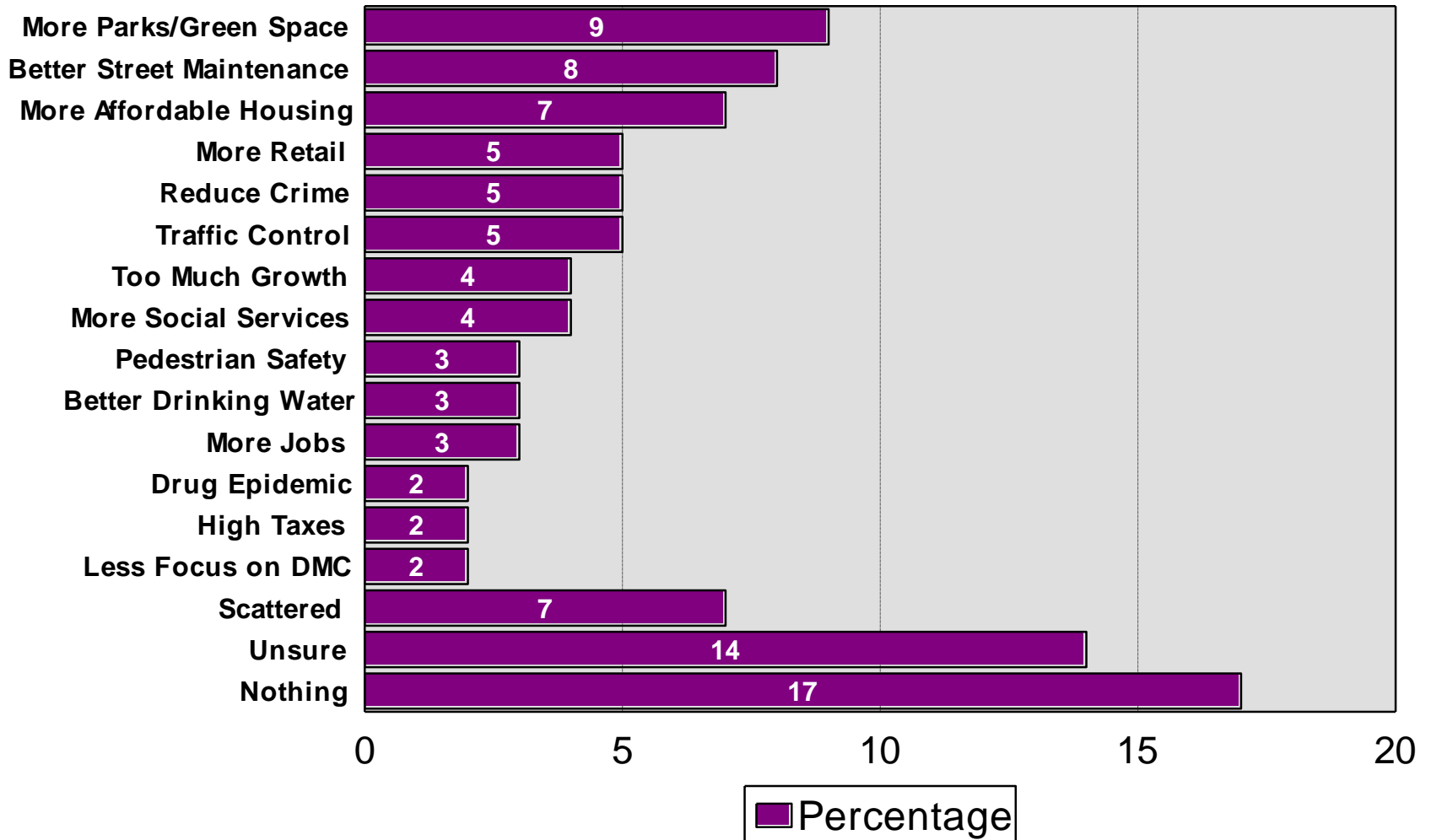
# Sense of Community

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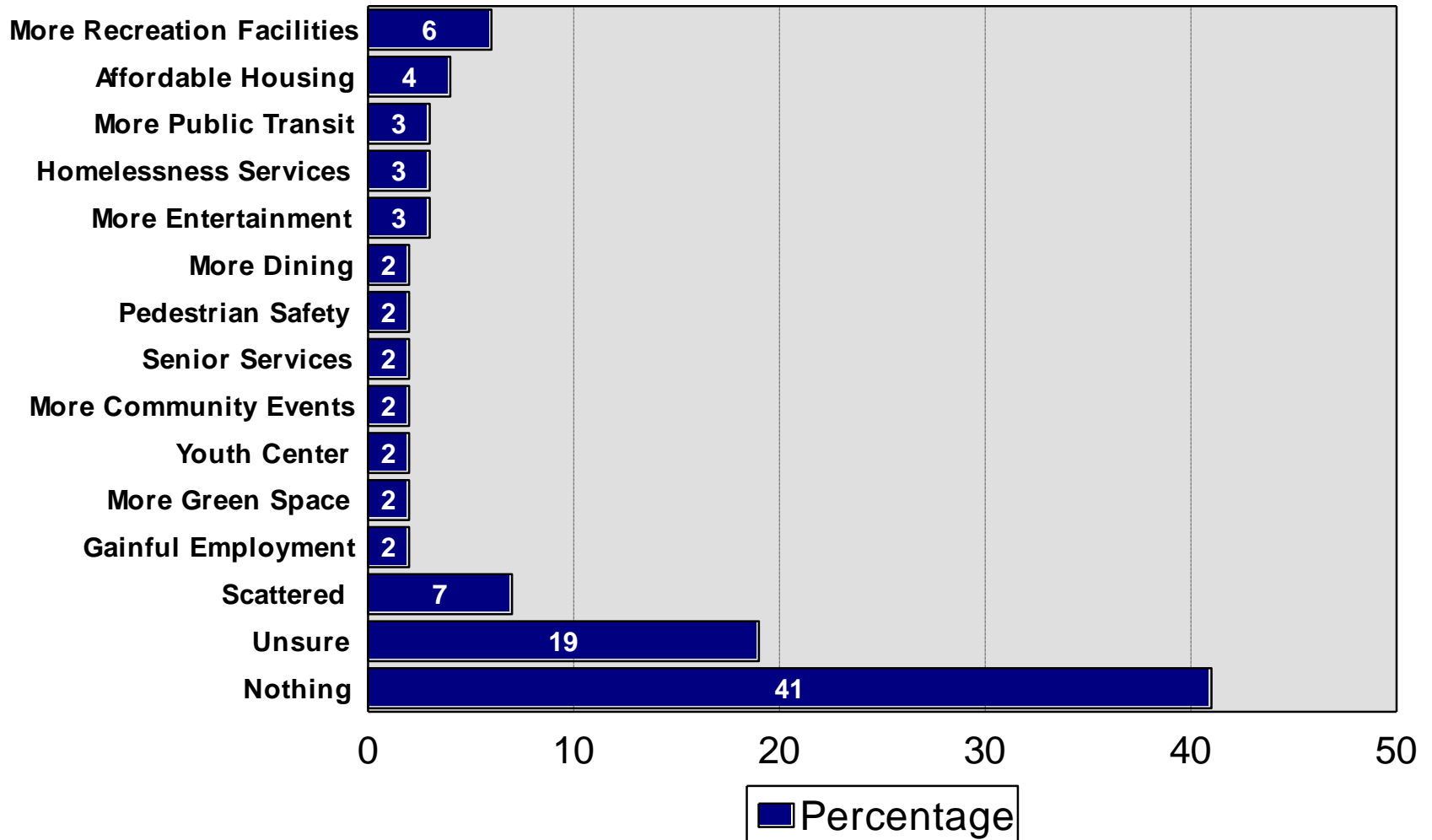
# Fixed or Improved for Future

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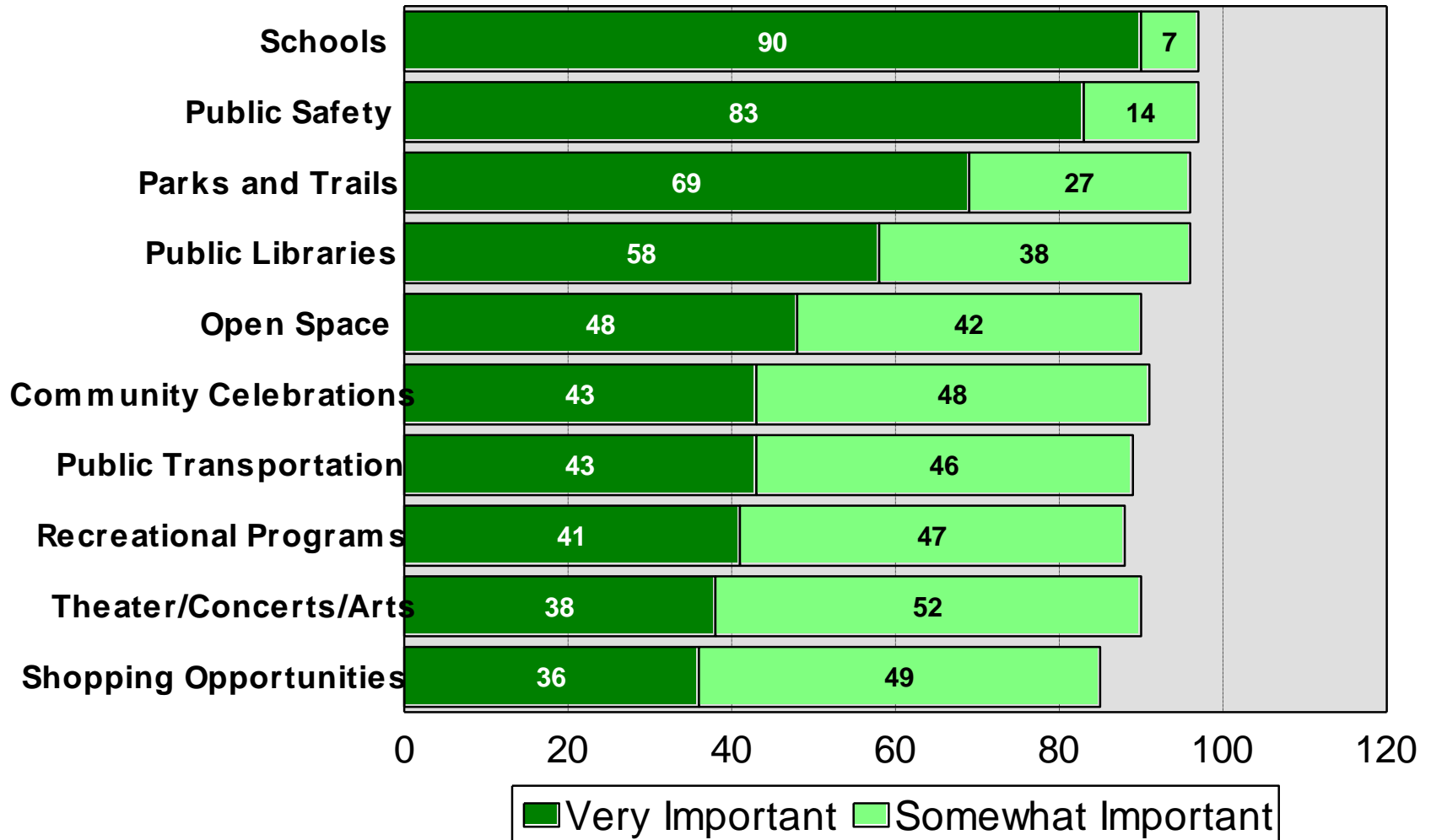
# Missing/Improve Quality of Life

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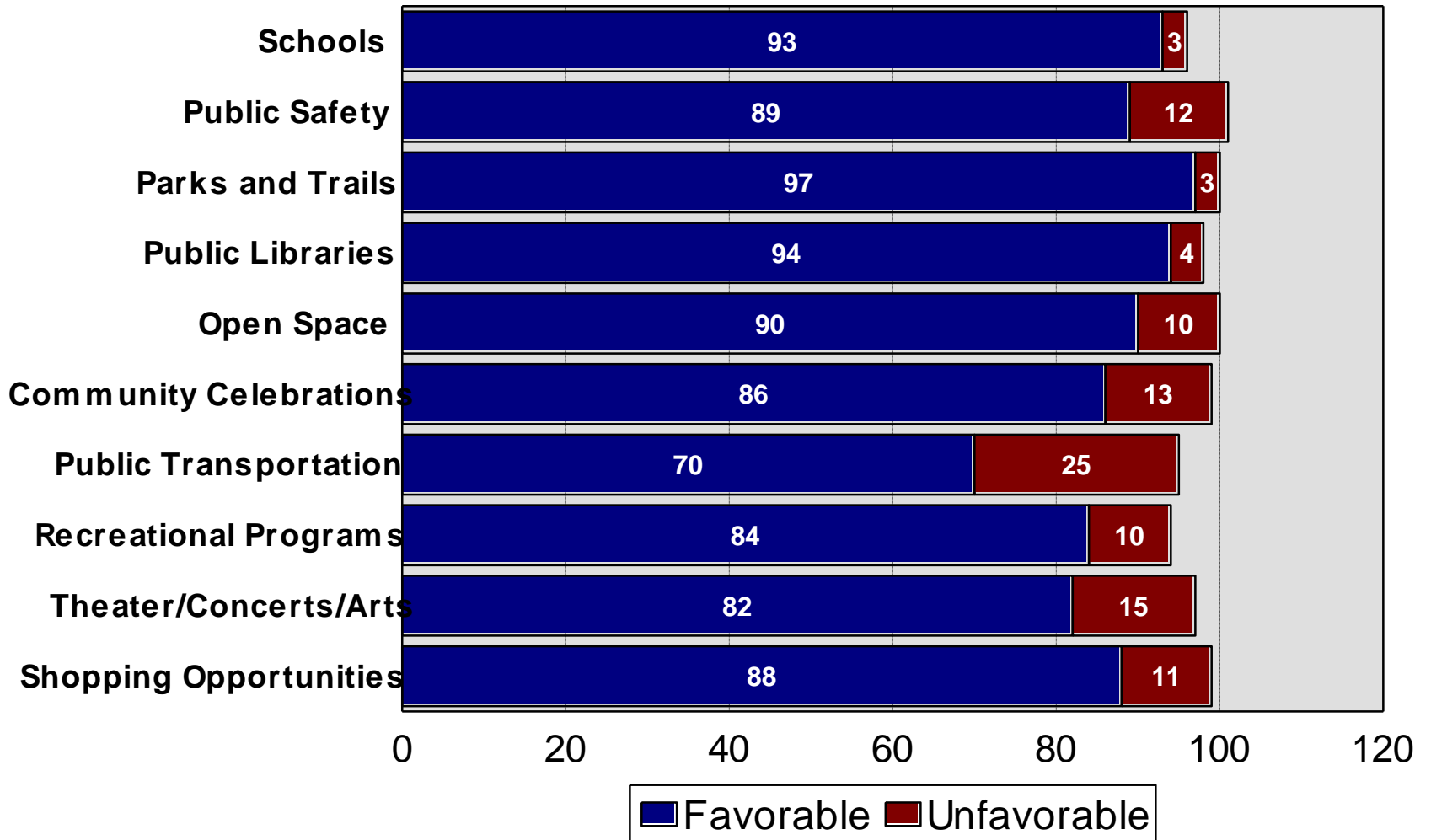
# Importance to Quality of Life

2018 City of Rochester



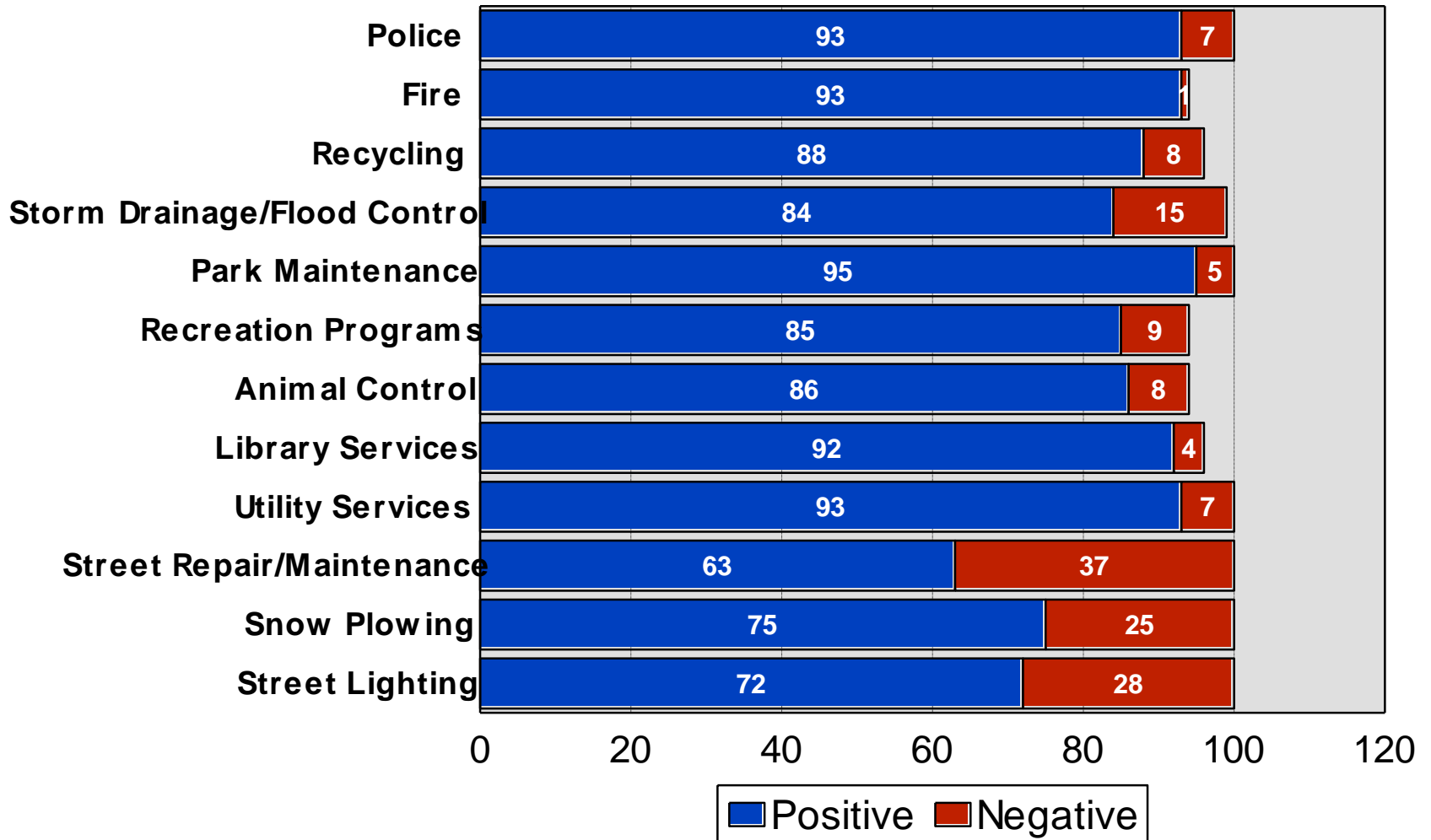
# Rating of Rochester

2018 City of Rochester



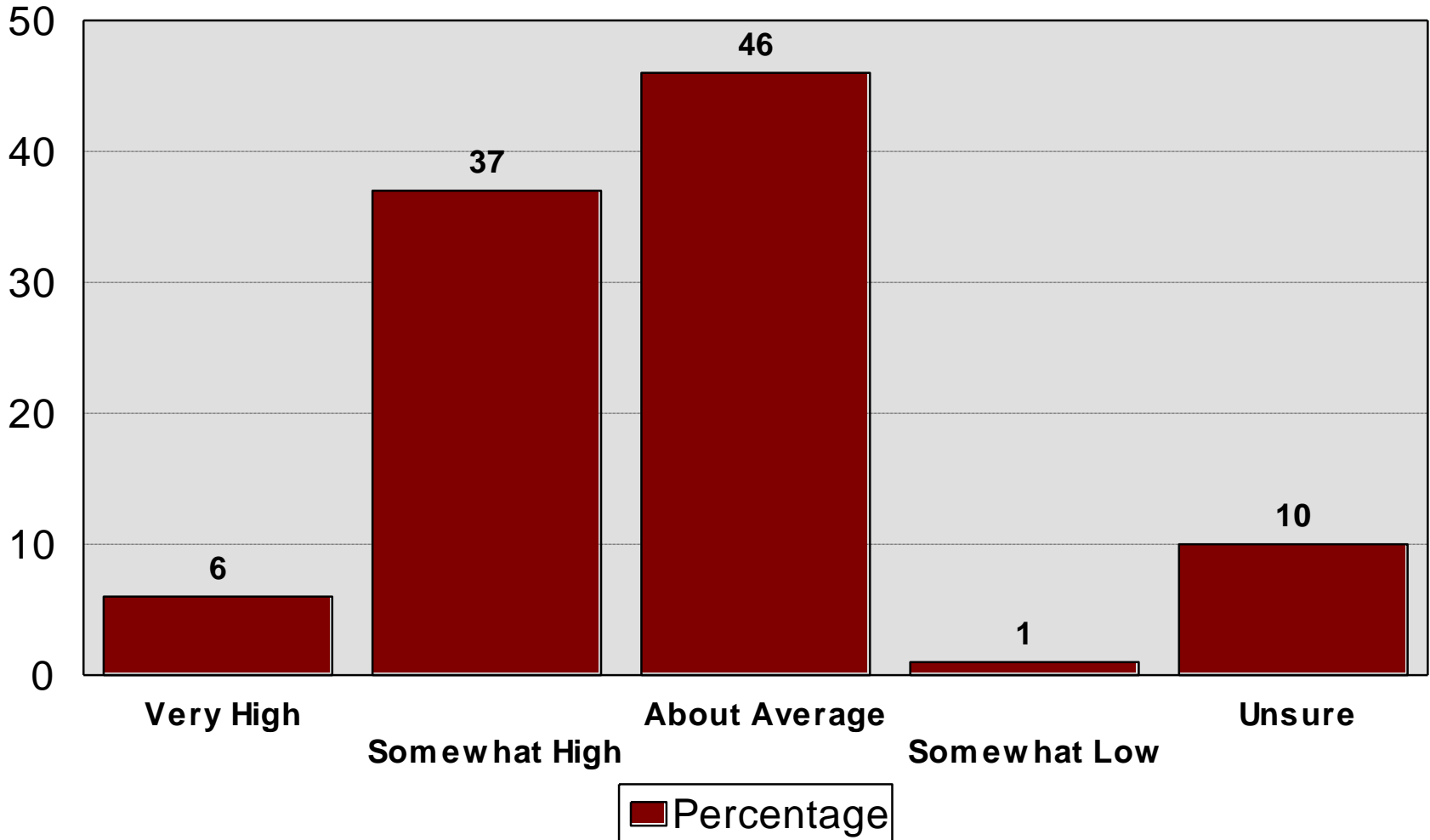
# City Service Ratings

2018 City of Rochester



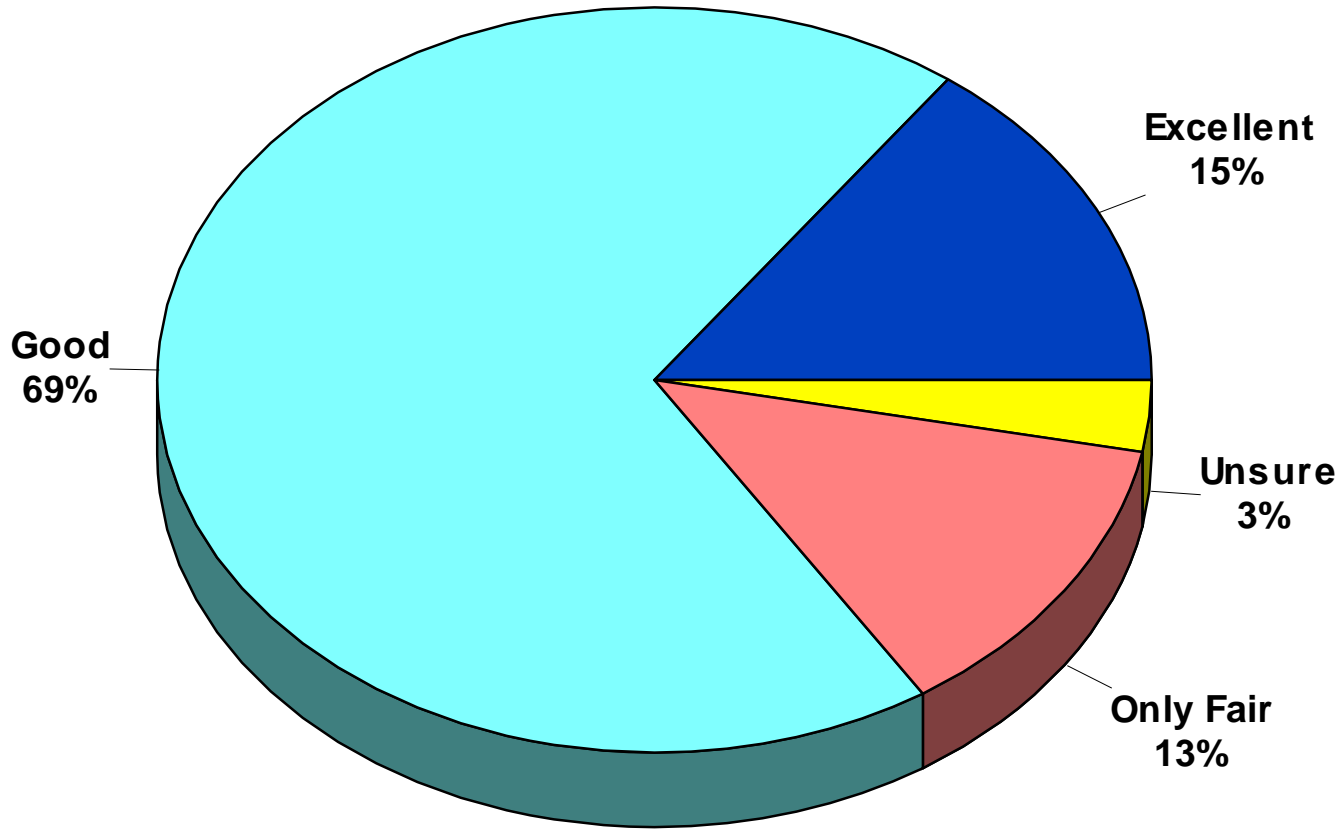
# Perception of Property Taxes

2018 City of Rochester



# Value of City Services

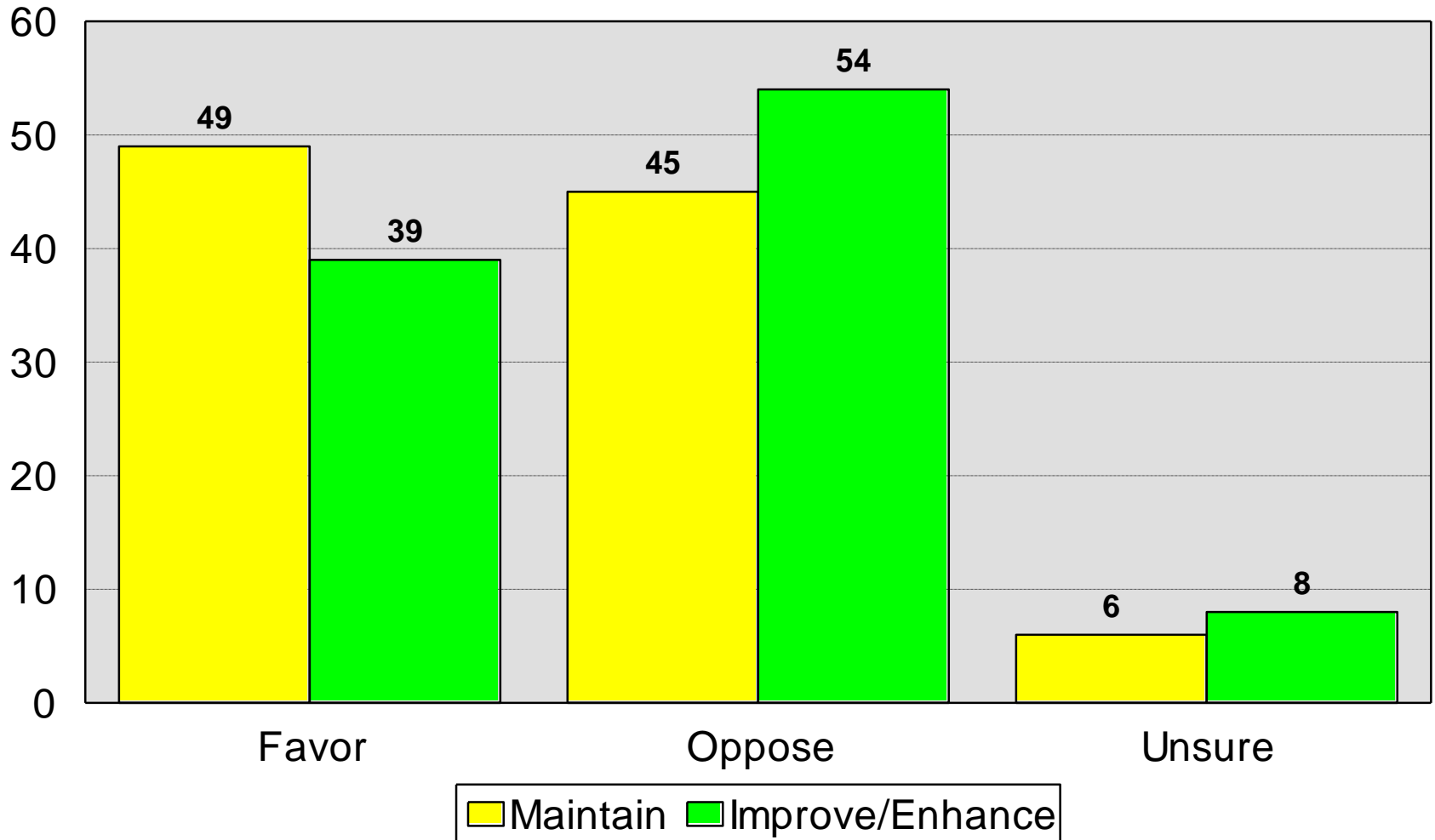
2018 City of Rochester





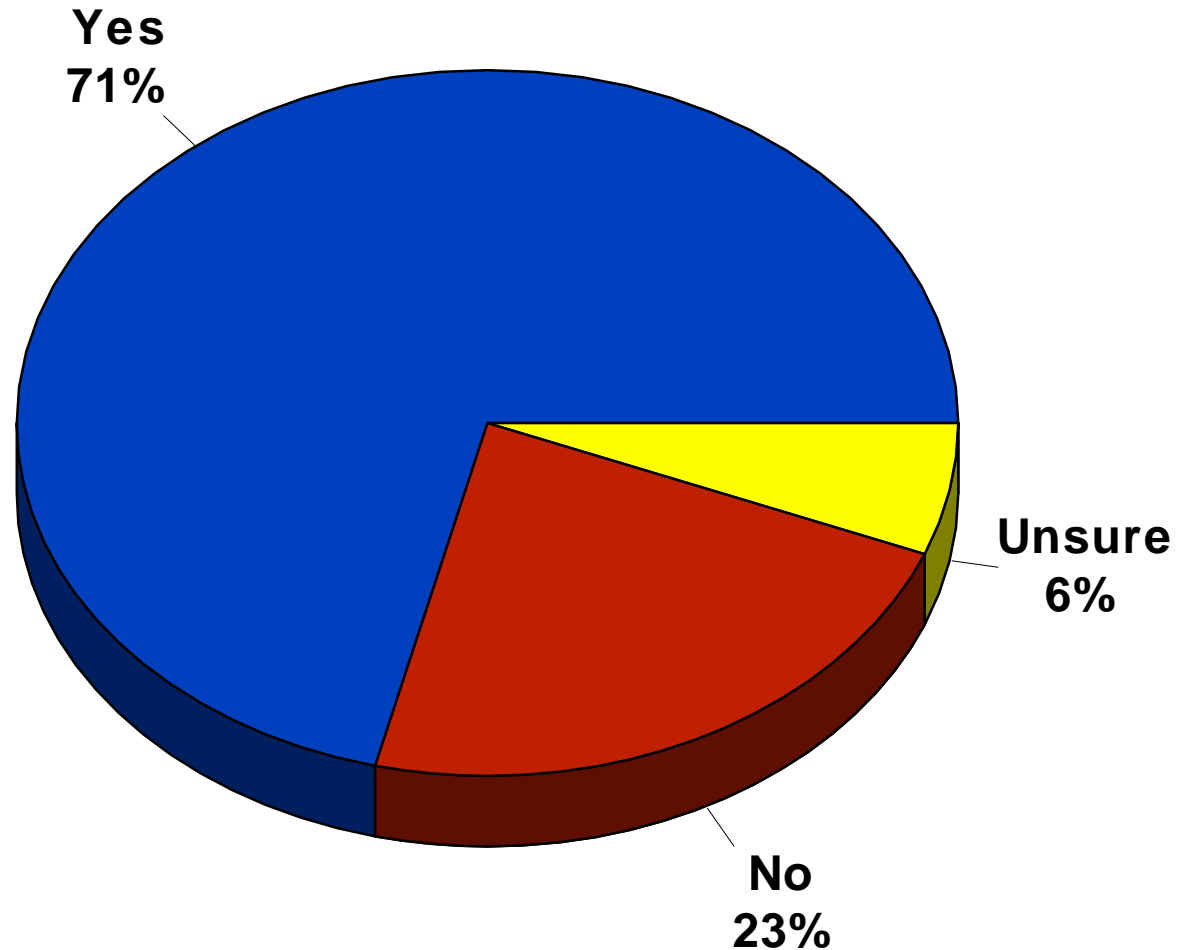
# Property Tax Increase to....

2018 City of Rochester



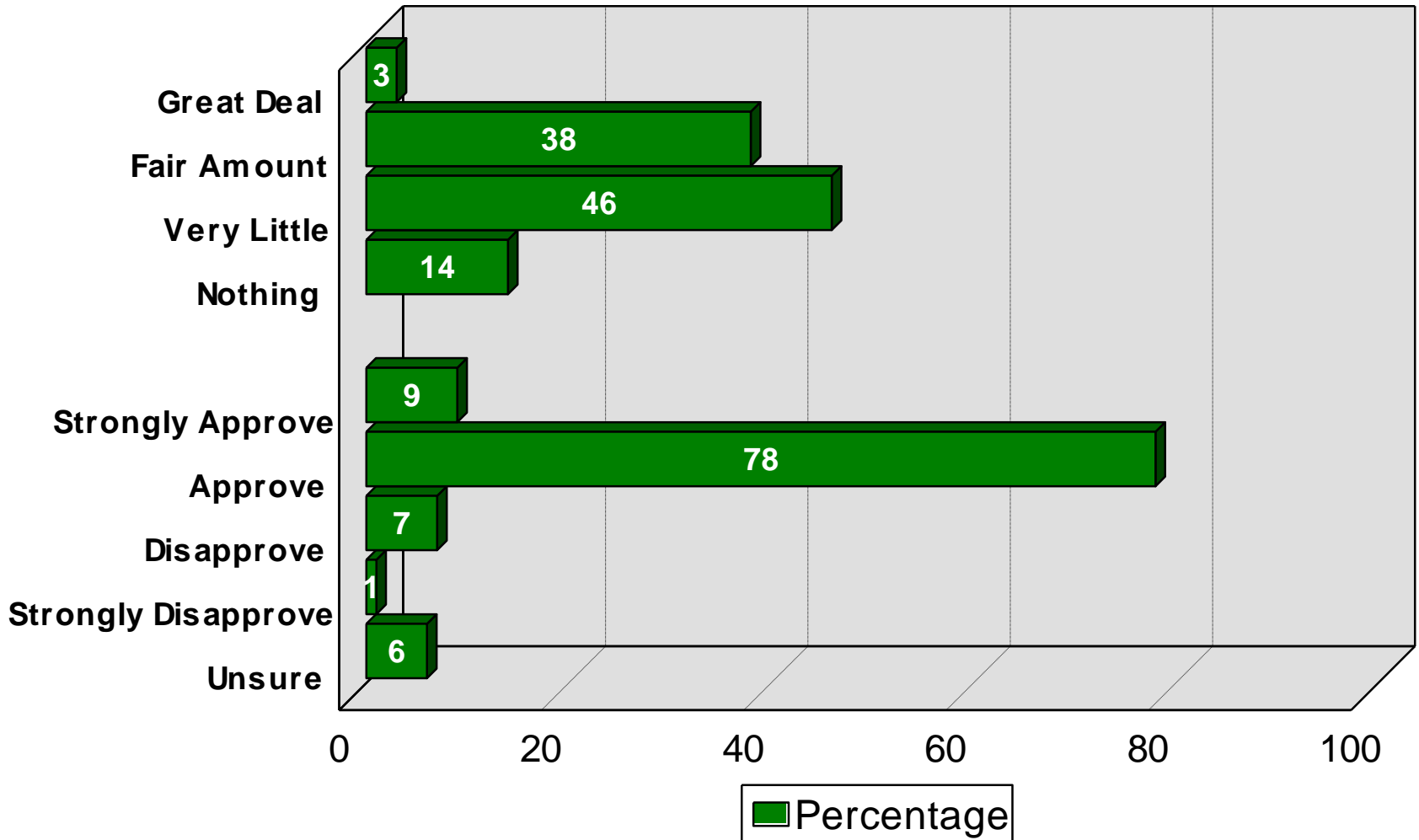
# Empowerment

2018 City of Rochester



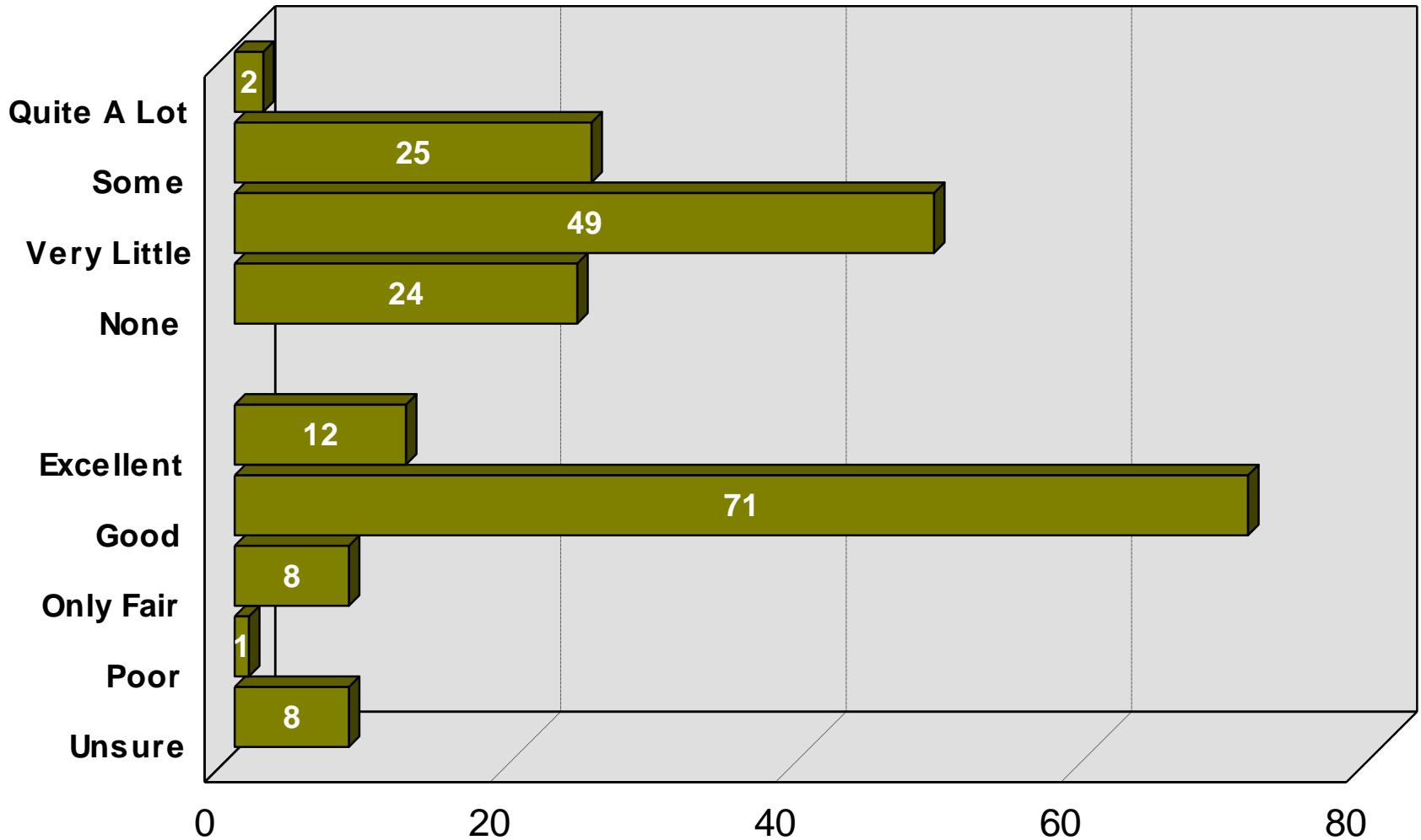
# Mayor and City Council

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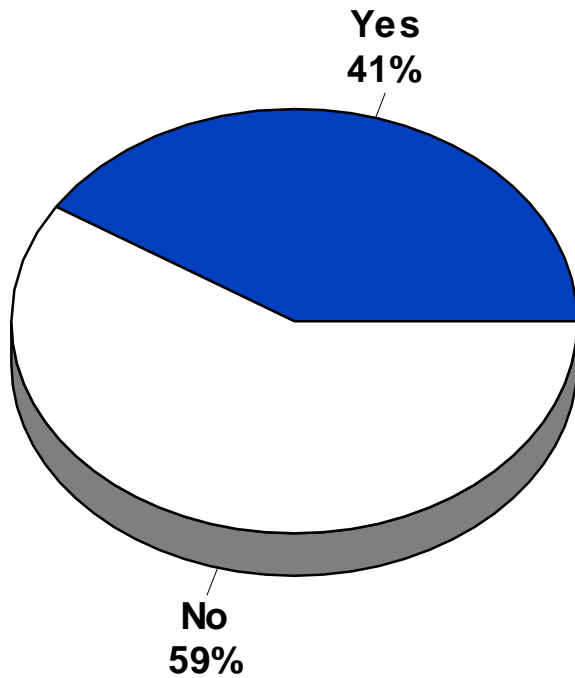
# City Staff

2018 City of Rochester

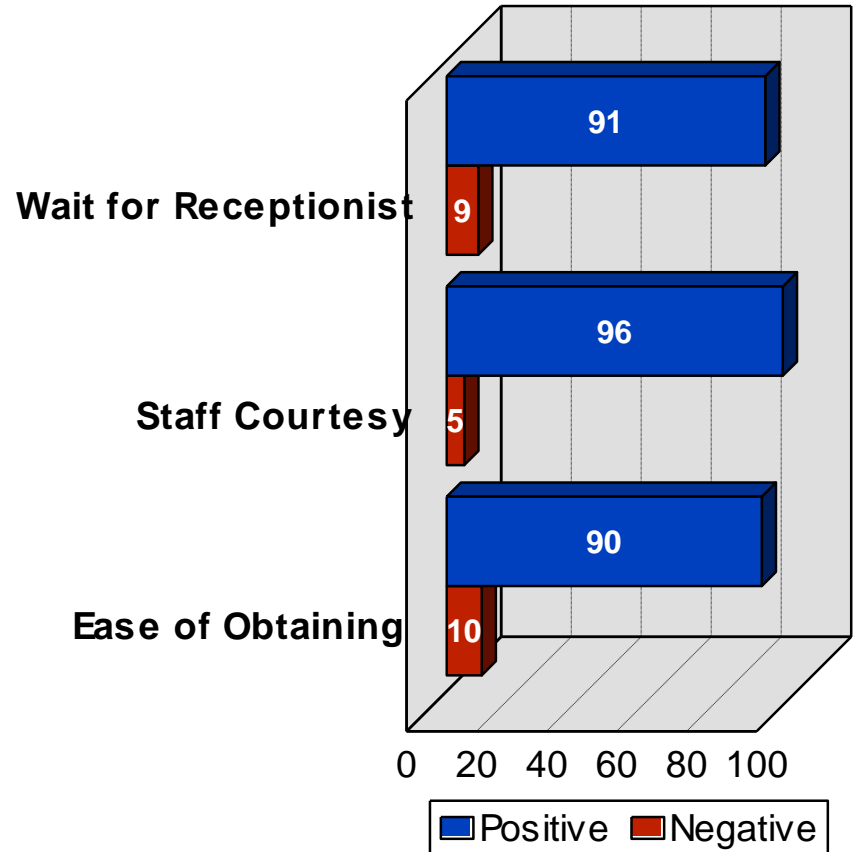


# Rochester City Hall Contact

2018 City of Rochester



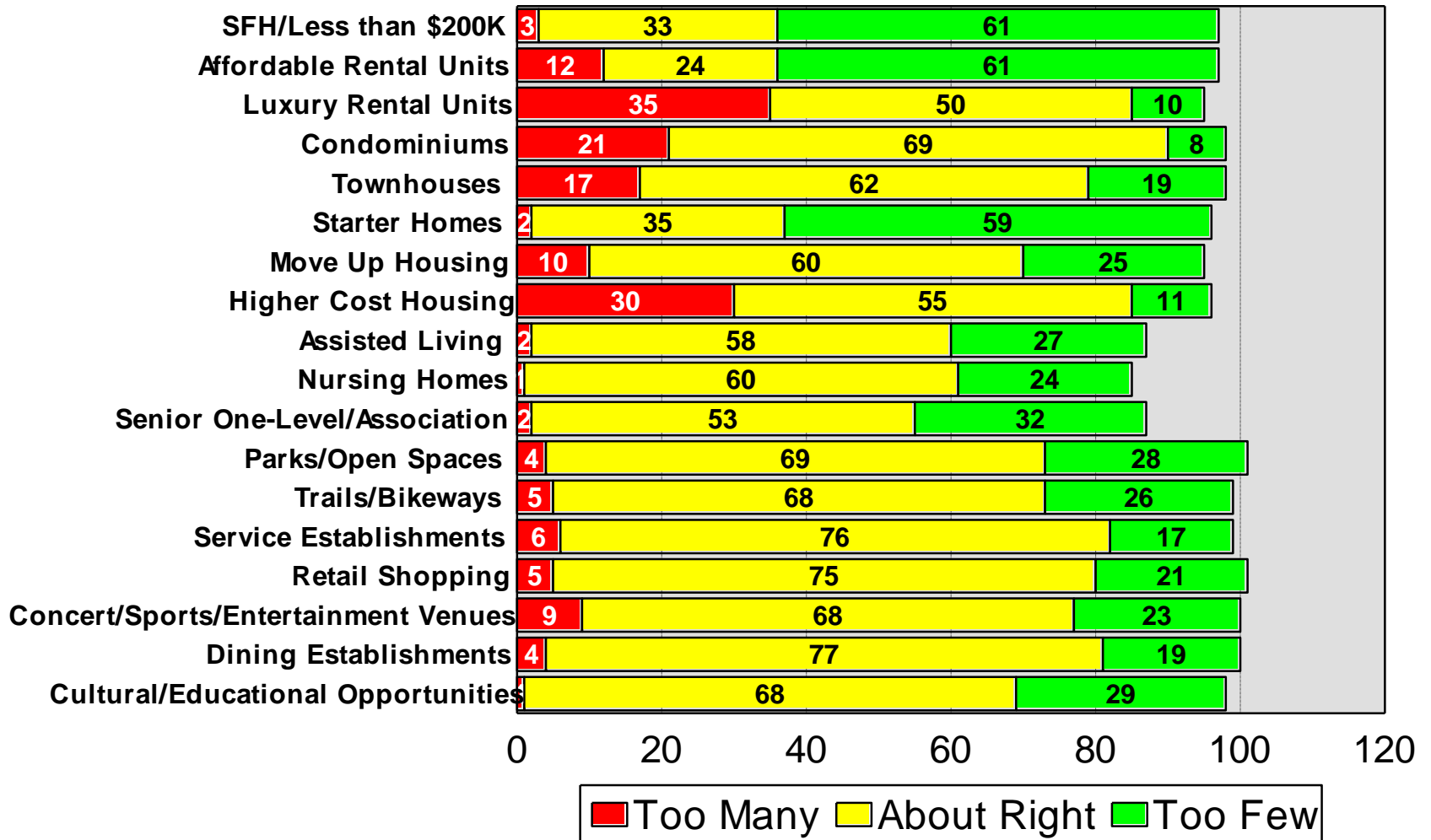
**Contacted City Hall during Past Year**



**Quality Service Dimensions**

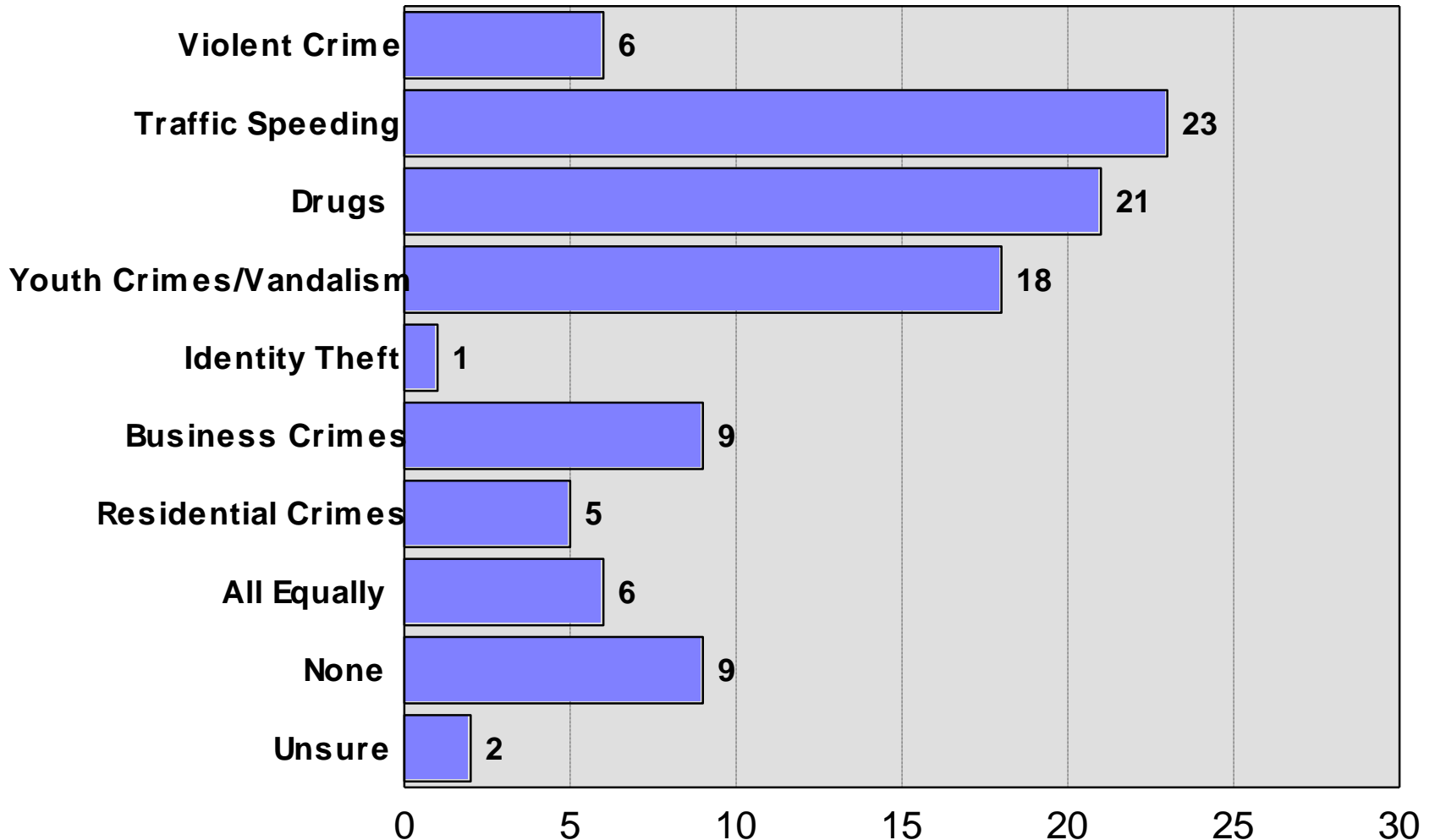
# Community Characteristics

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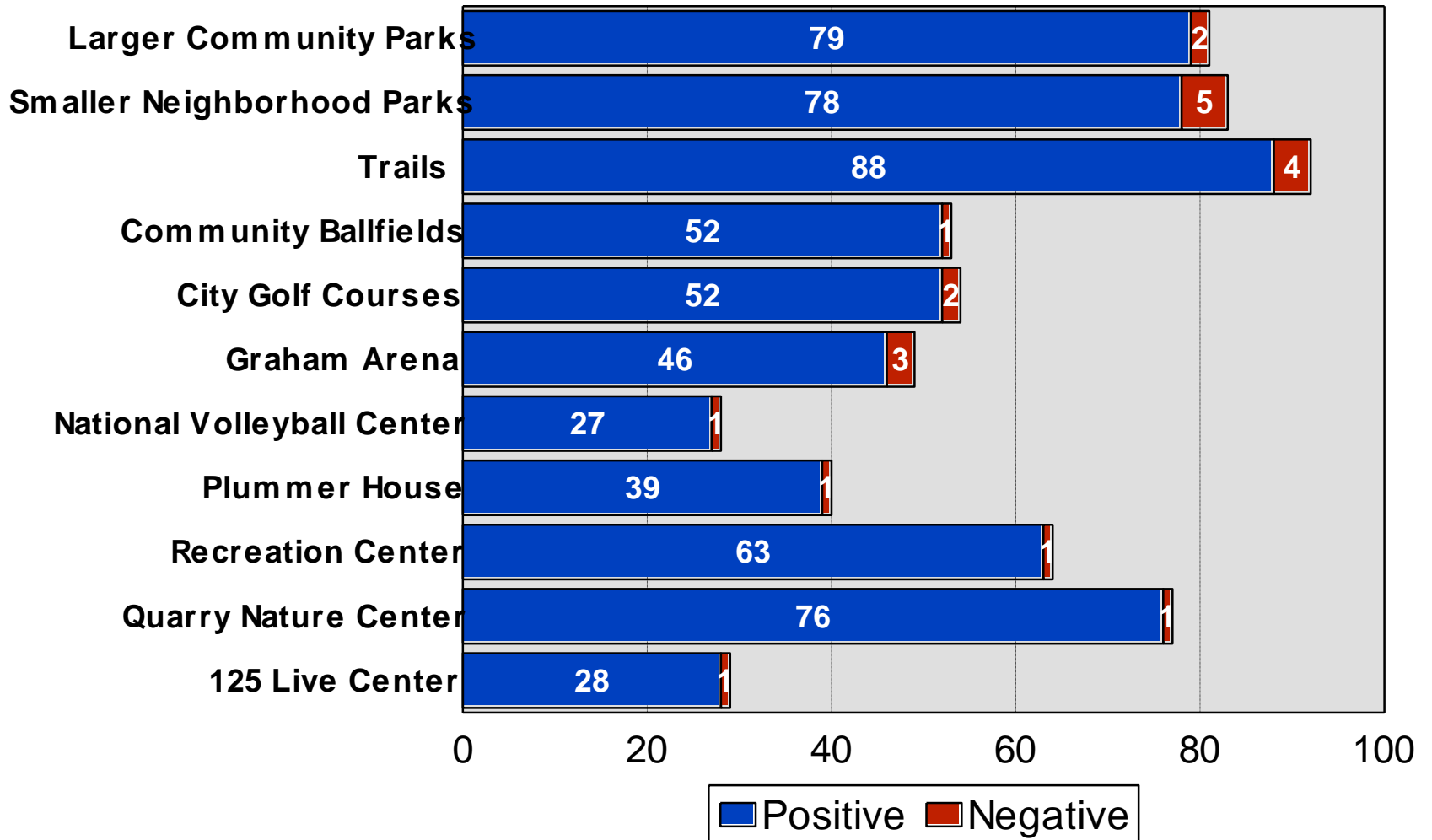
# Greatest Public Safety Concern

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# Rating of Park System Components

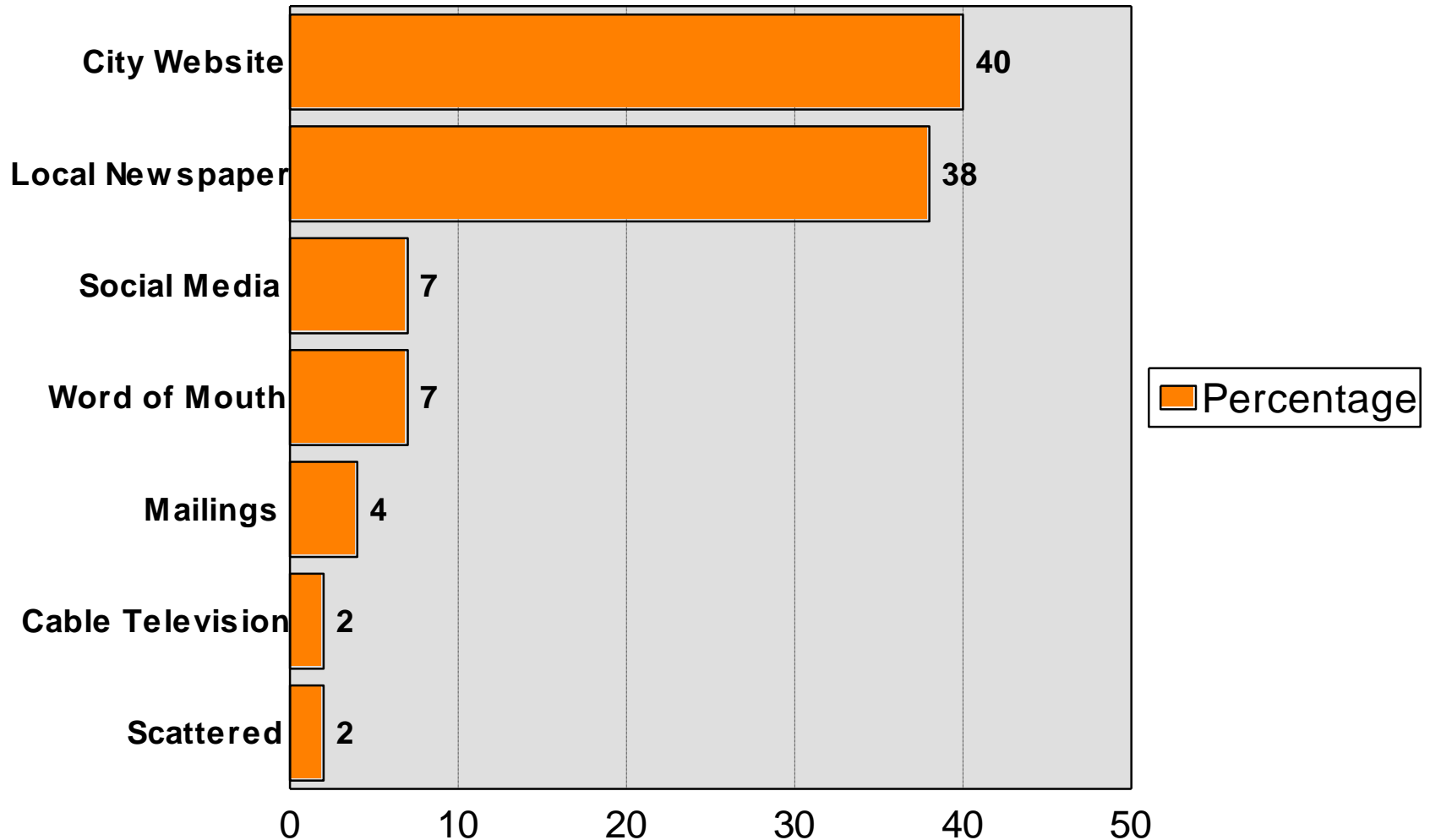
2018 City of Rochester





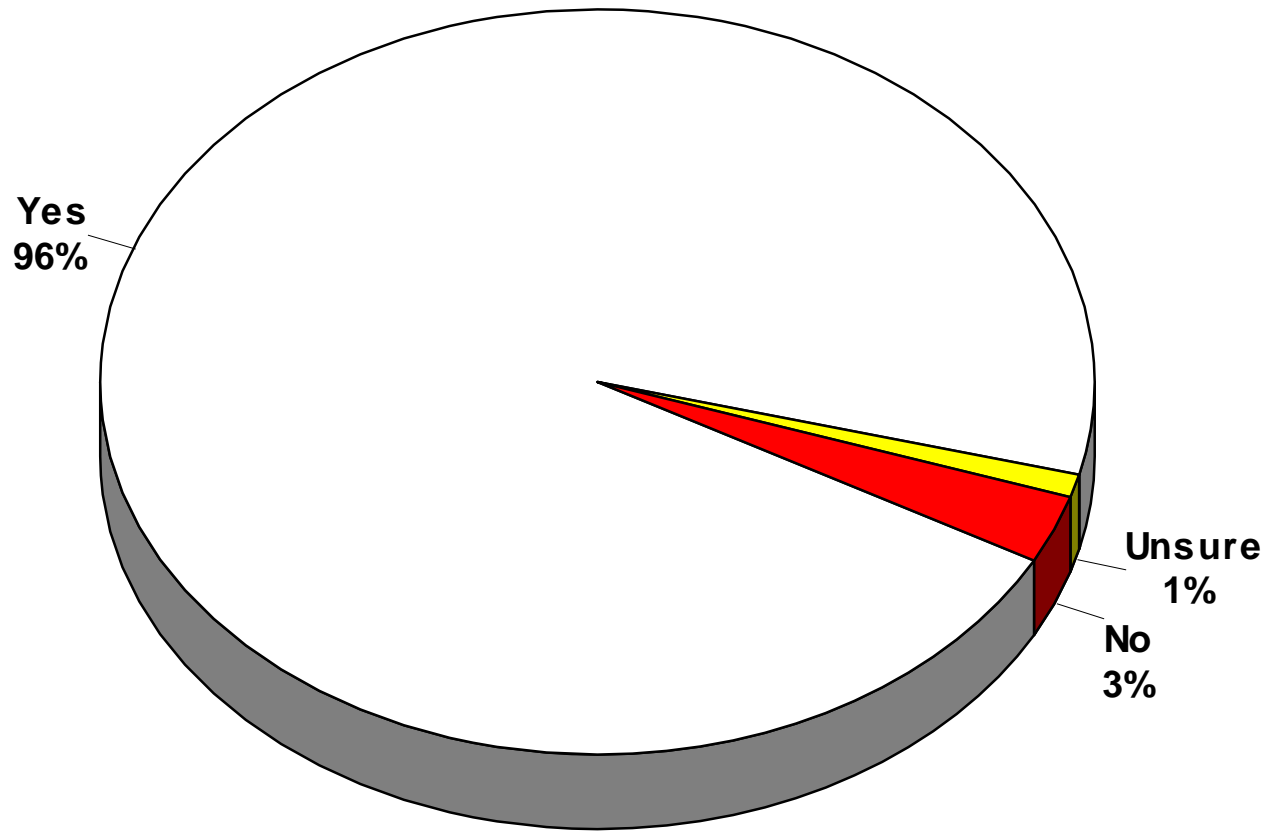
# Primary Source of Information

2018 City of Rochester



# Feel Accepted, Valued and Welcomed

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# Headed in Right Direction

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