

City of Rochester

2018 Residential Survey

The Morris Leatherman Company

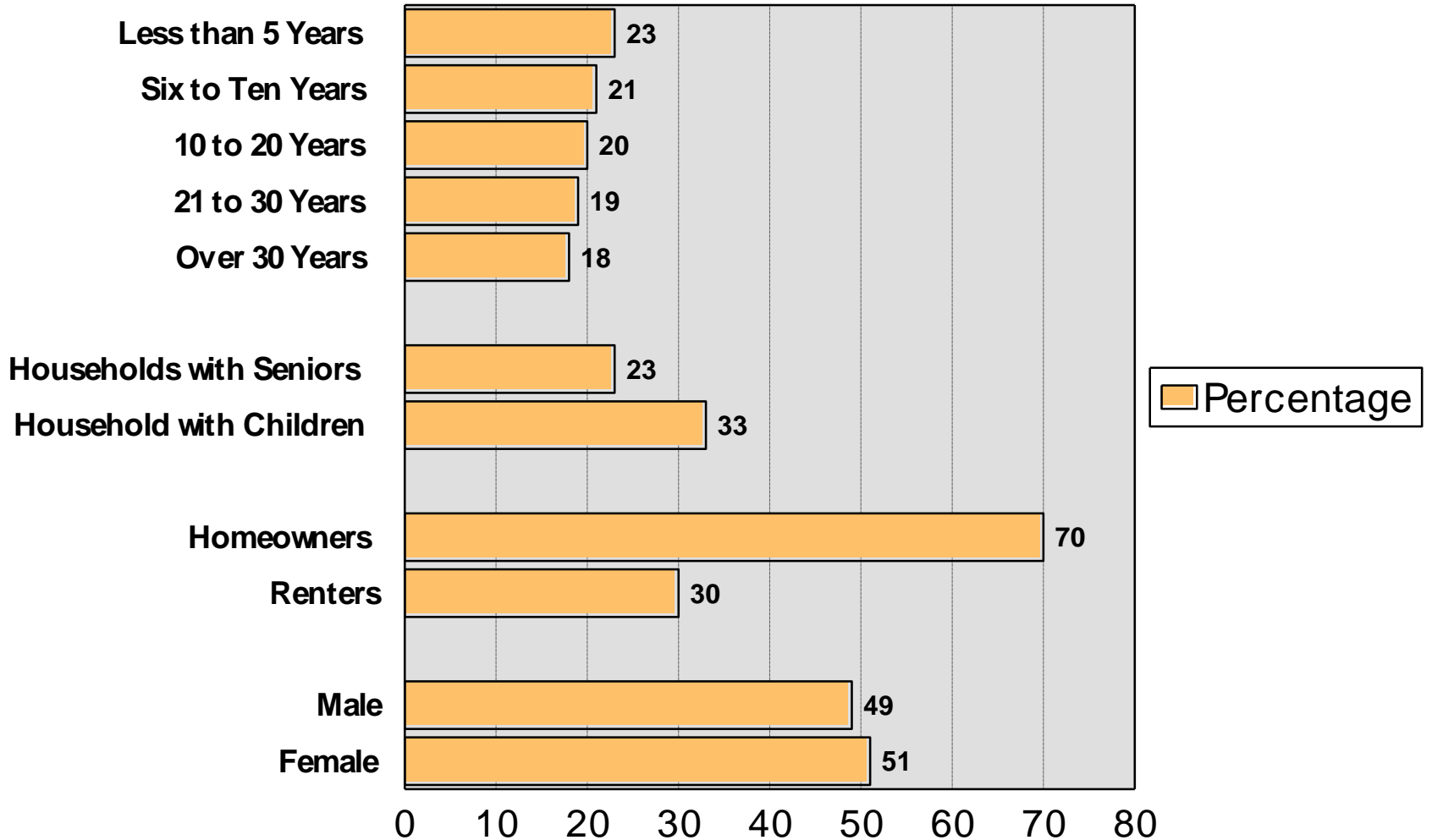
Survey Methodology

2018 City of Rochester

- ① 400 Randomly Selected City residents
- ① Telephone interviews conducted between May 22nd and June 20th, 2018
- ① Average interview time of 27 minutes
- ① Non-response level of 5.0%
- ① 42% Cellphone Only Households
- ① 14% Landline Only Households
- ① 44% Both Cellphone and Landline Households
- ① Results projectable within +/-5.0% in 95 out of 100 cases

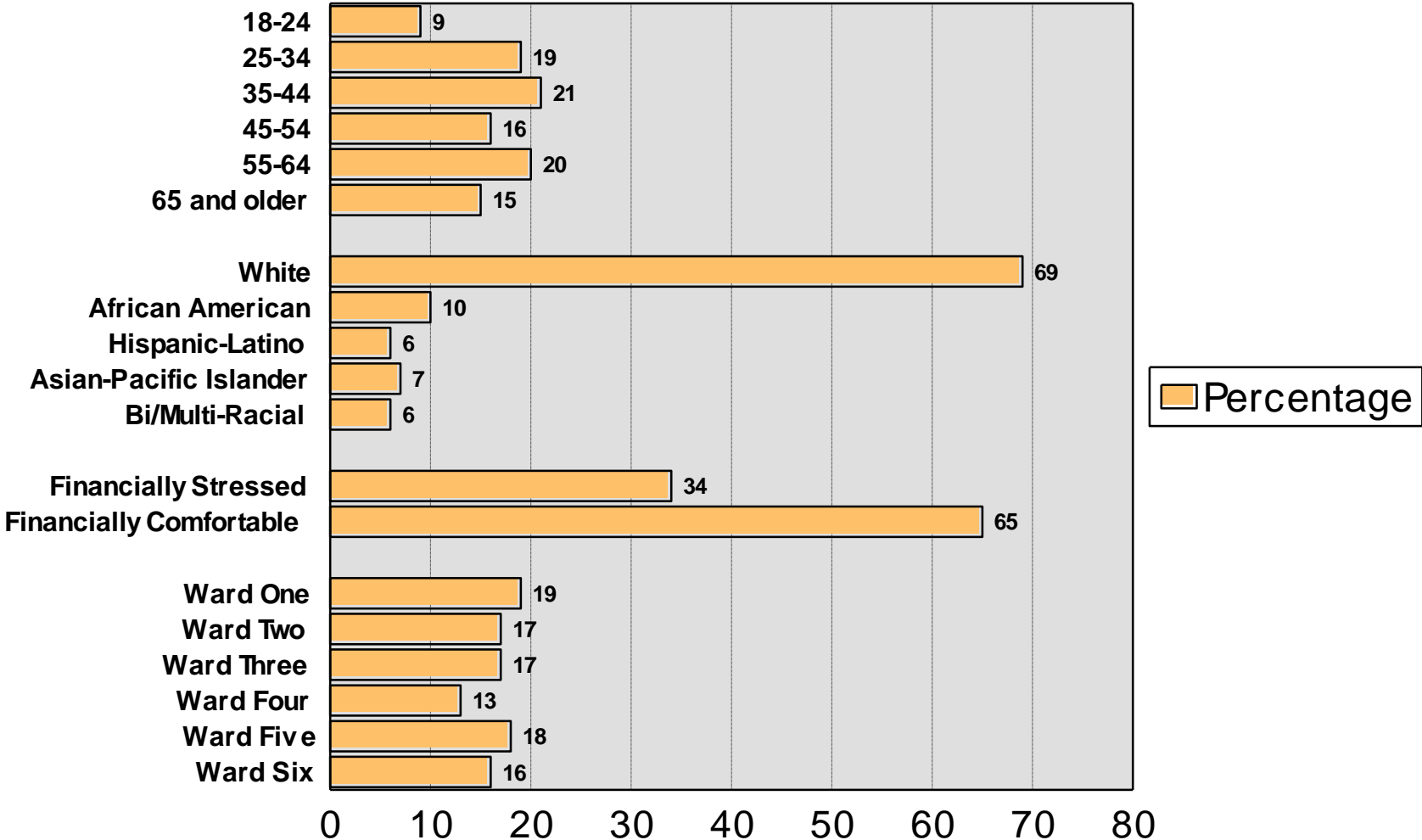
Demographics I

2018 City of Rochester



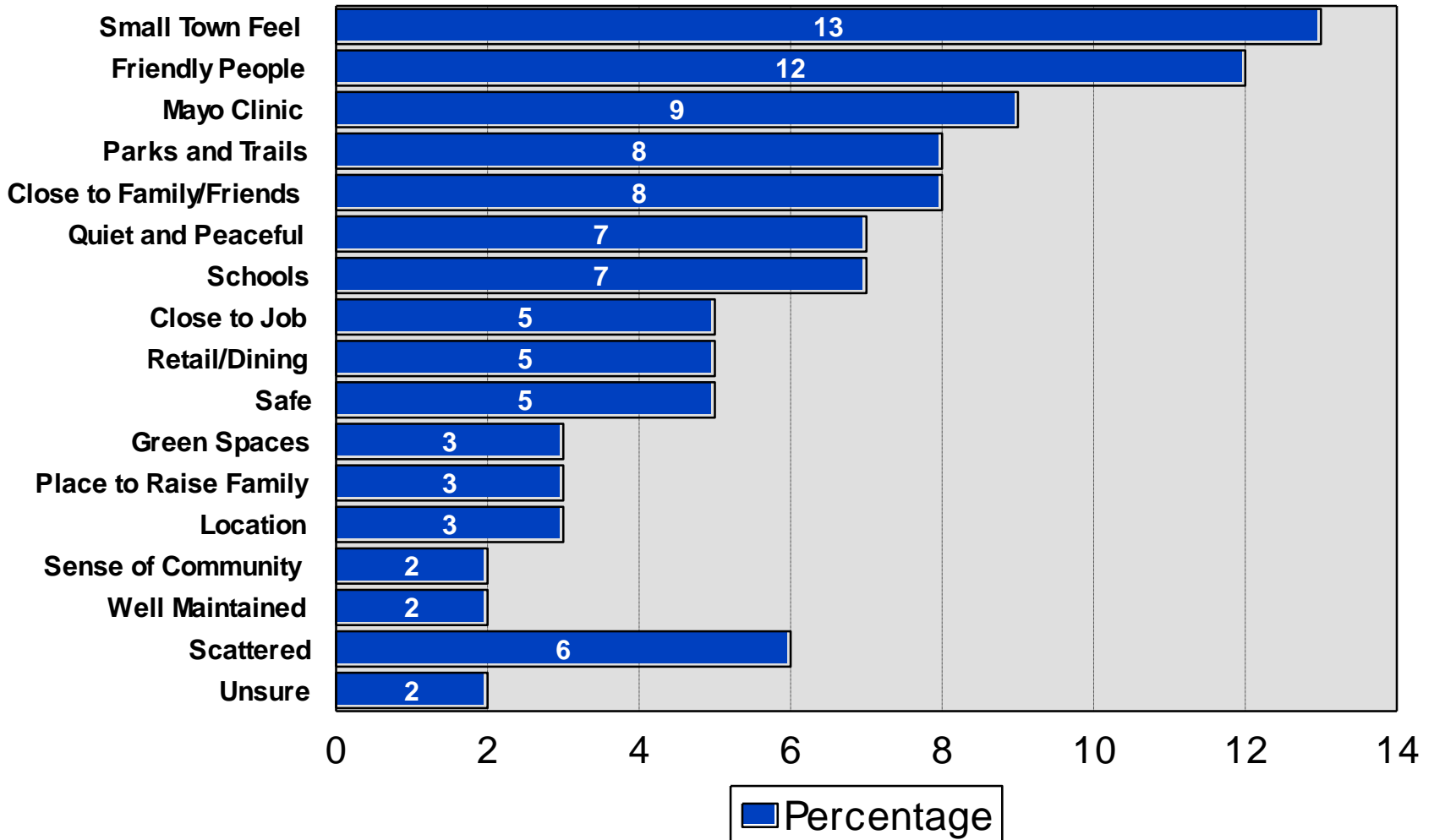
Demographics II

2018 City of Rochester



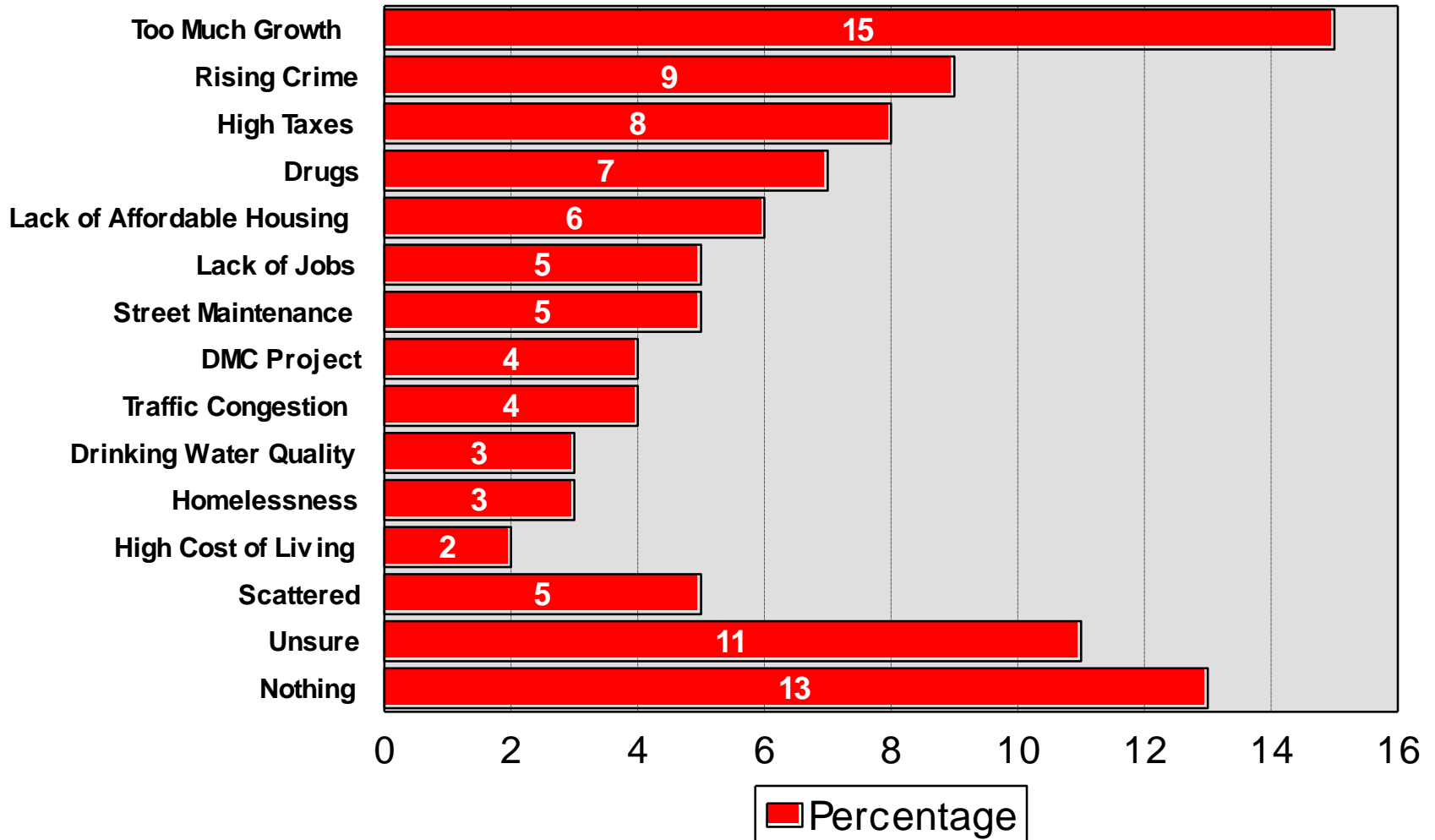
Like Most about City

2018 City of Rochester



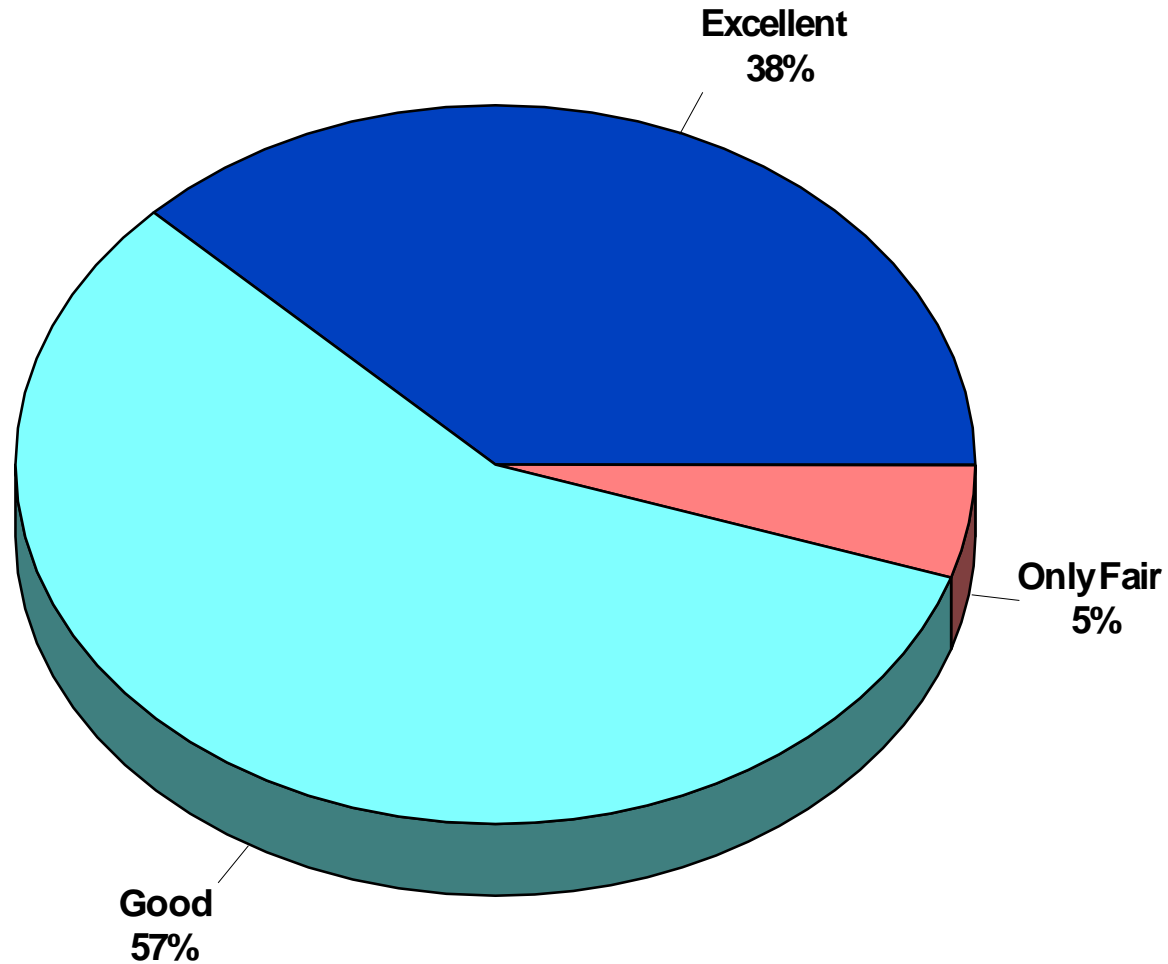
Most Serious Issue

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Quality of Life Rating

2018 City of Rochester



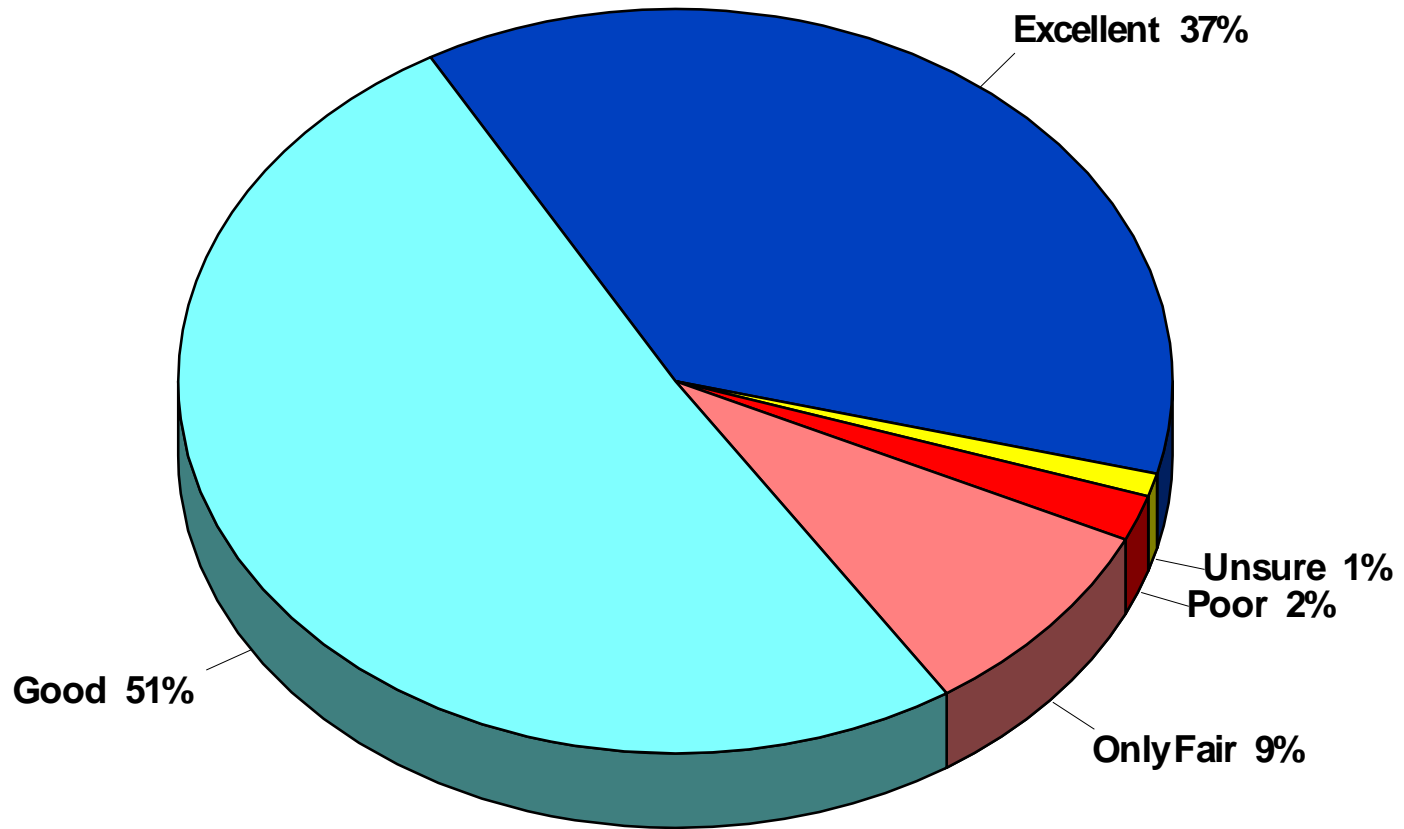
City As Place

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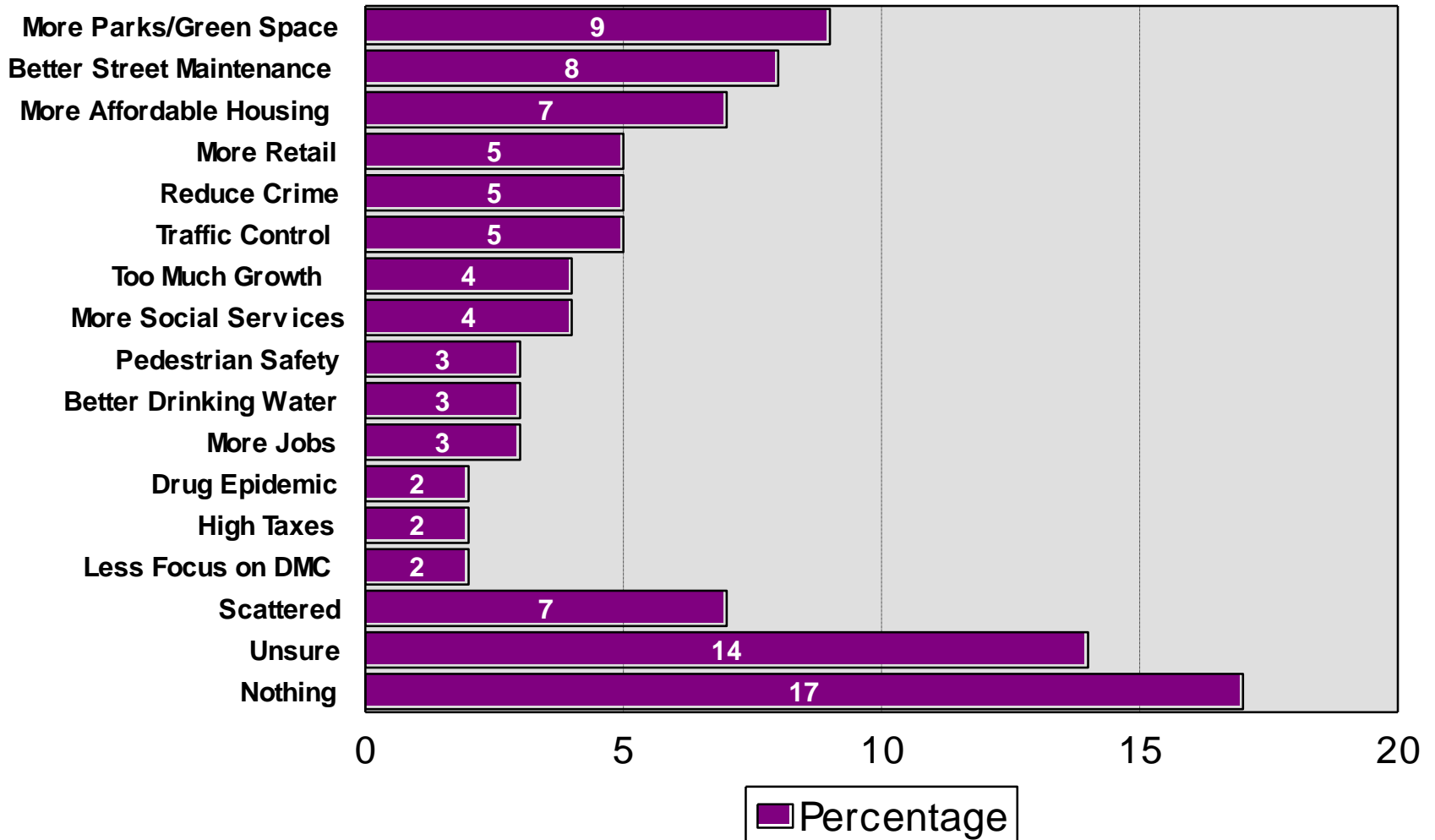
Sense of Community

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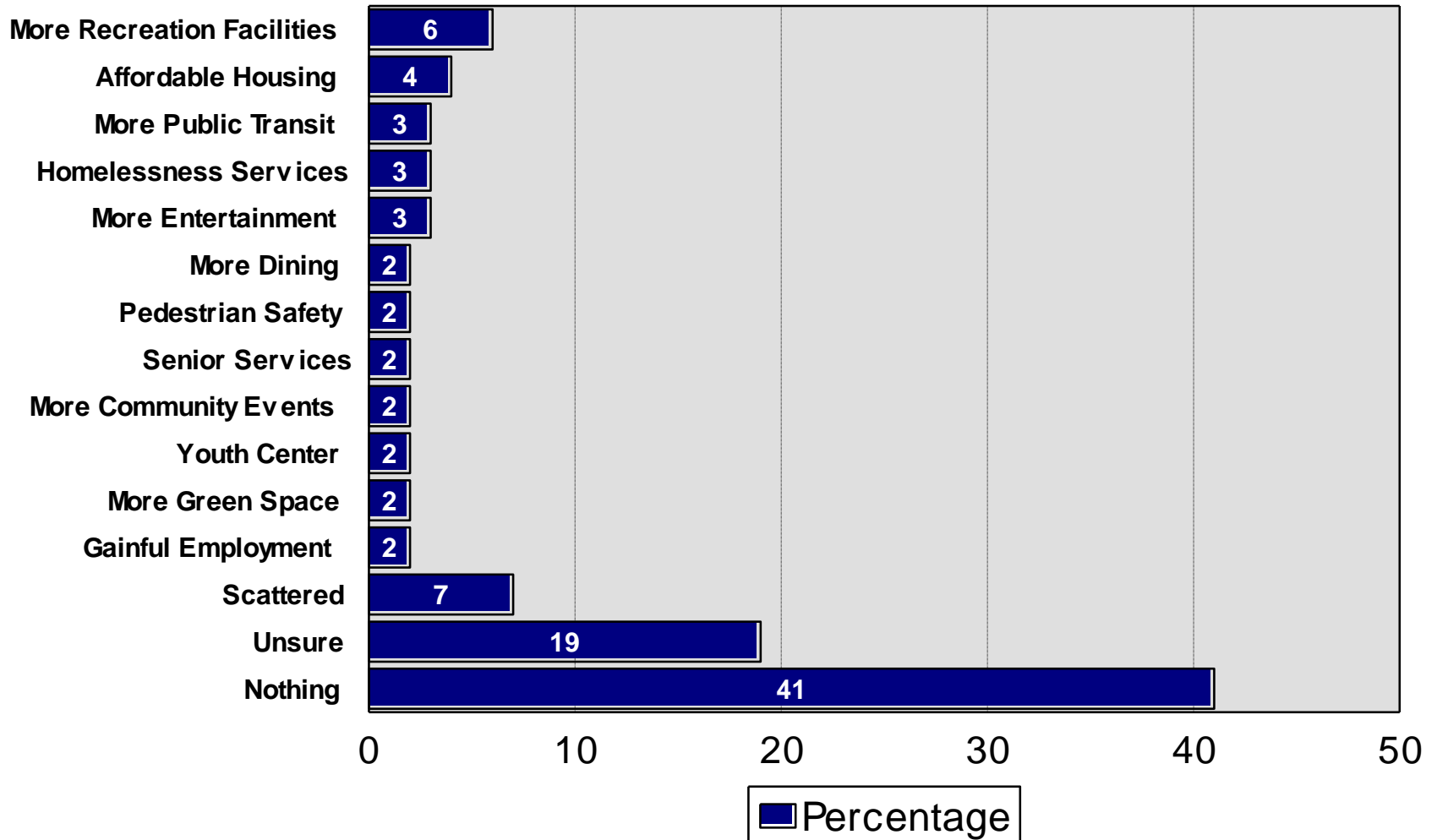
Fixed or Improved for Future

2018 City of Rochester



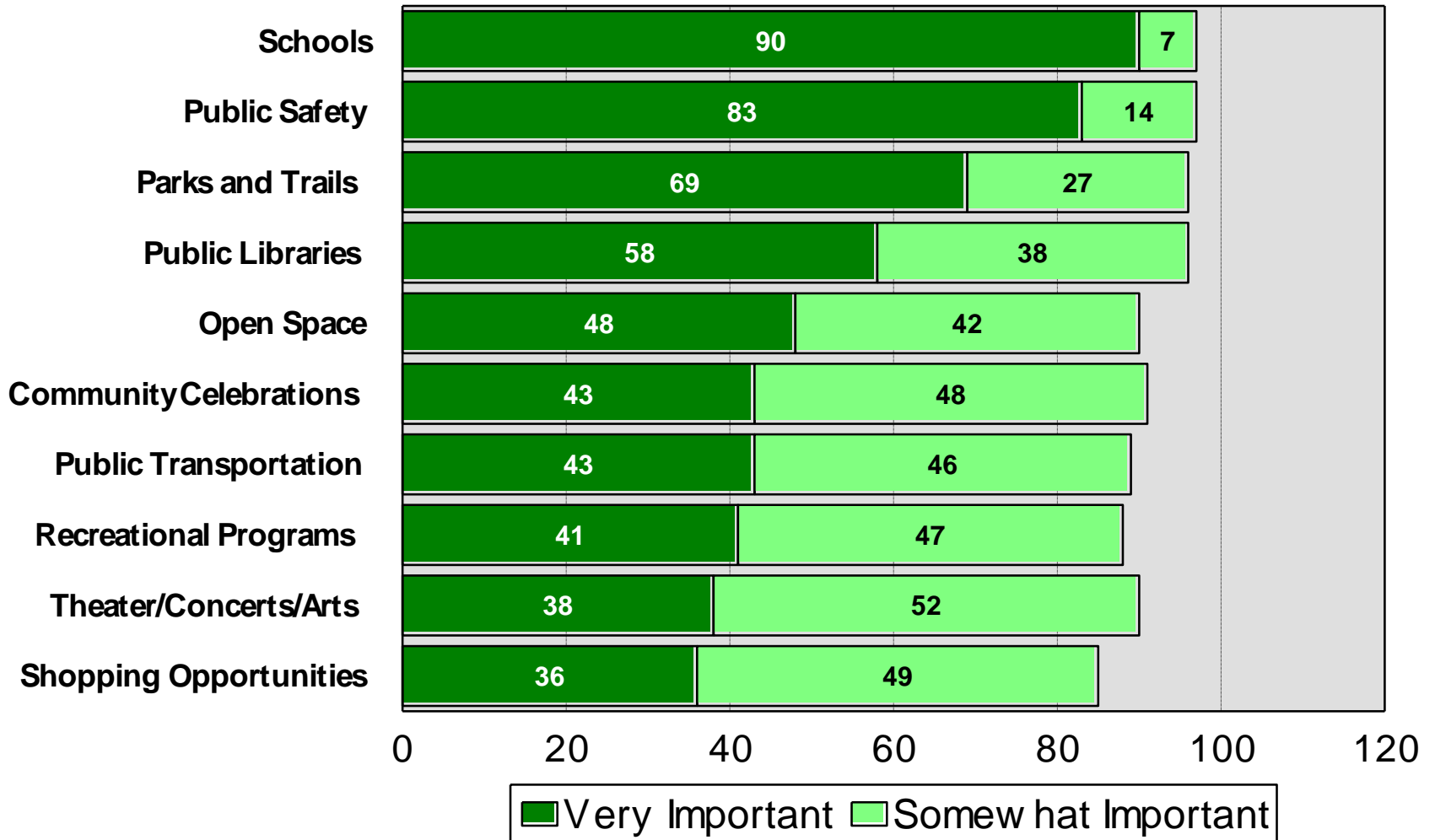
Missing/Improve Quality of Life

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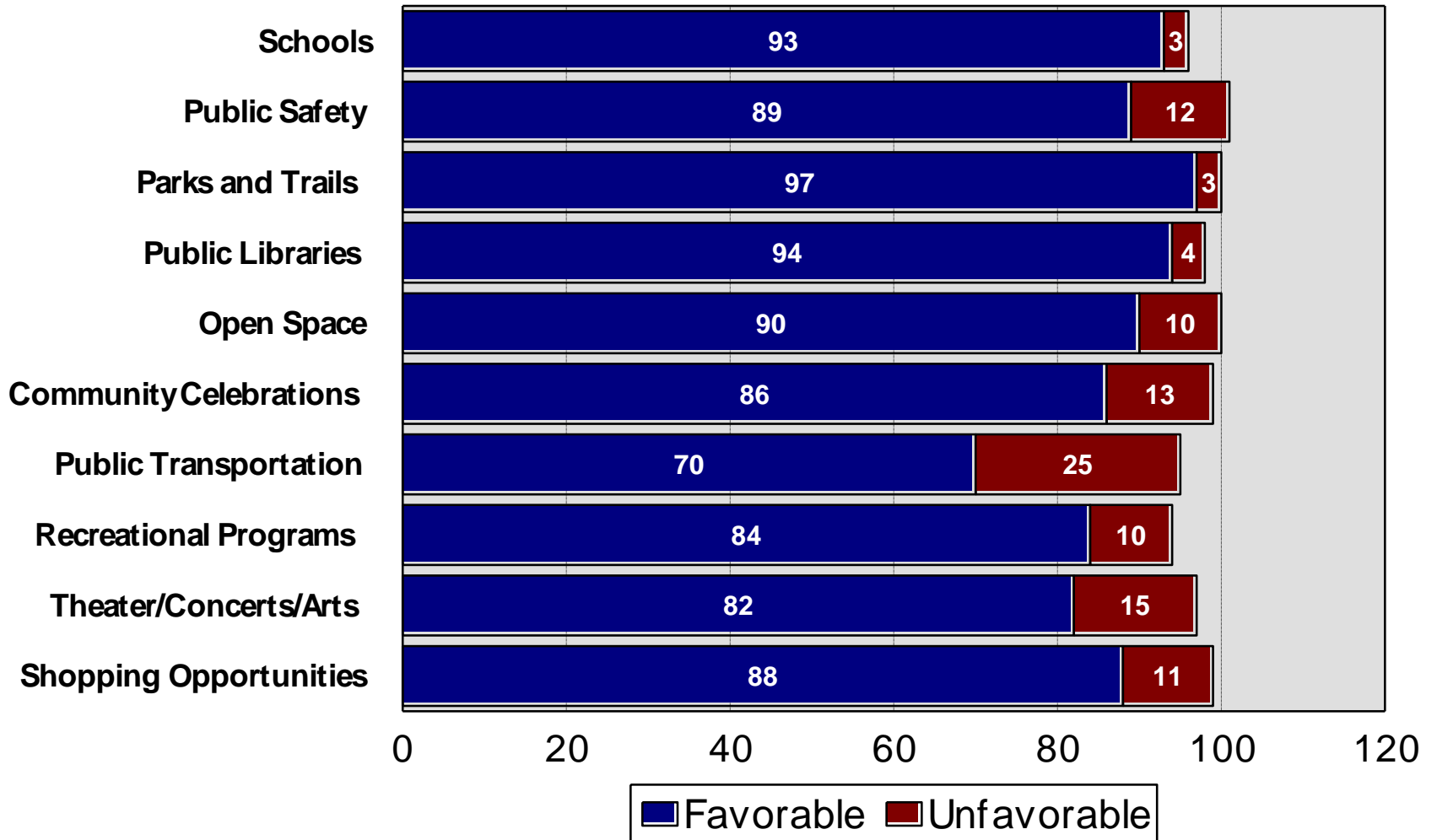
Importance to Quality of Life

2018 City of Rochester



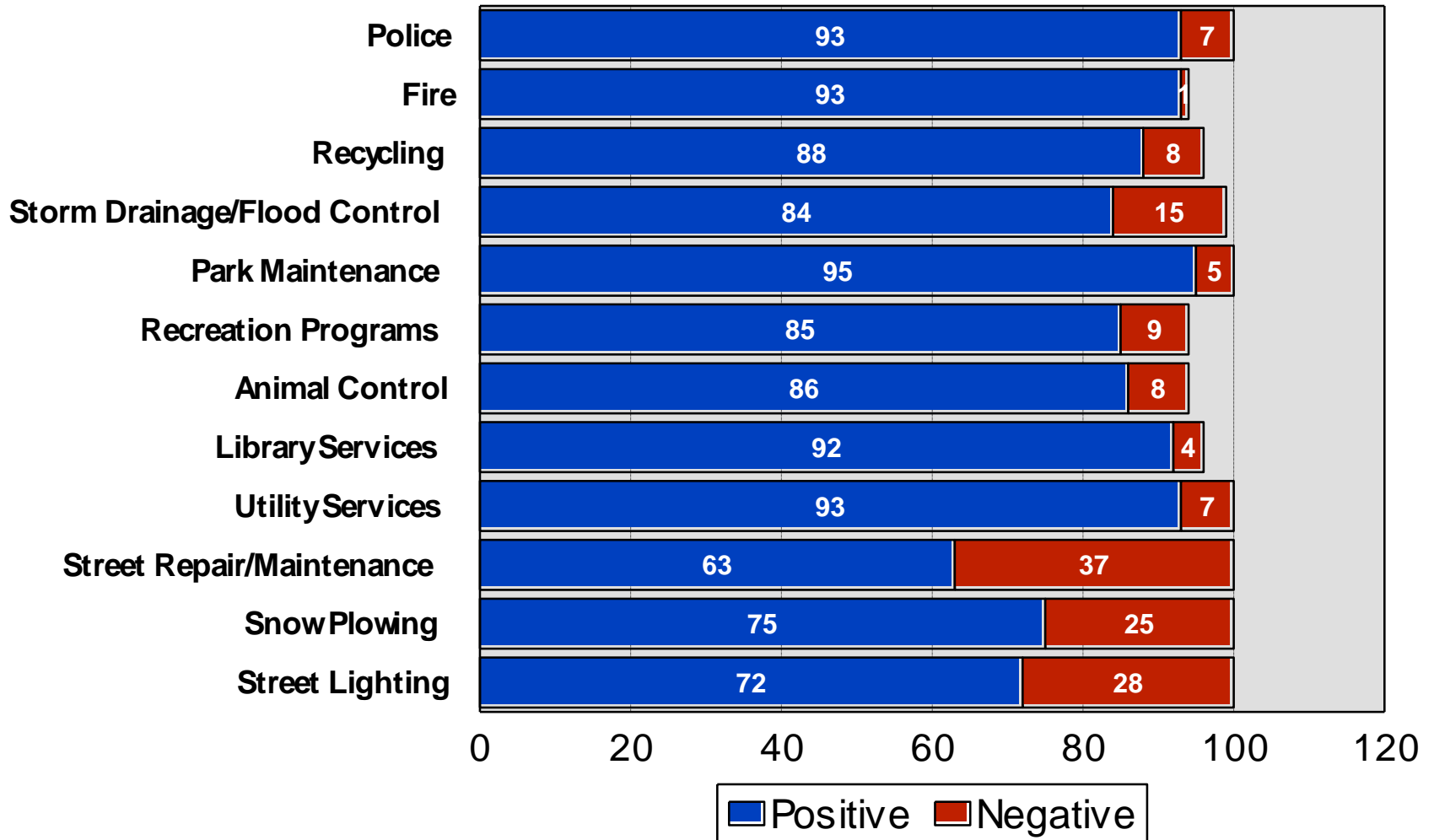
Rating of Rochester

2018 City of Rochester



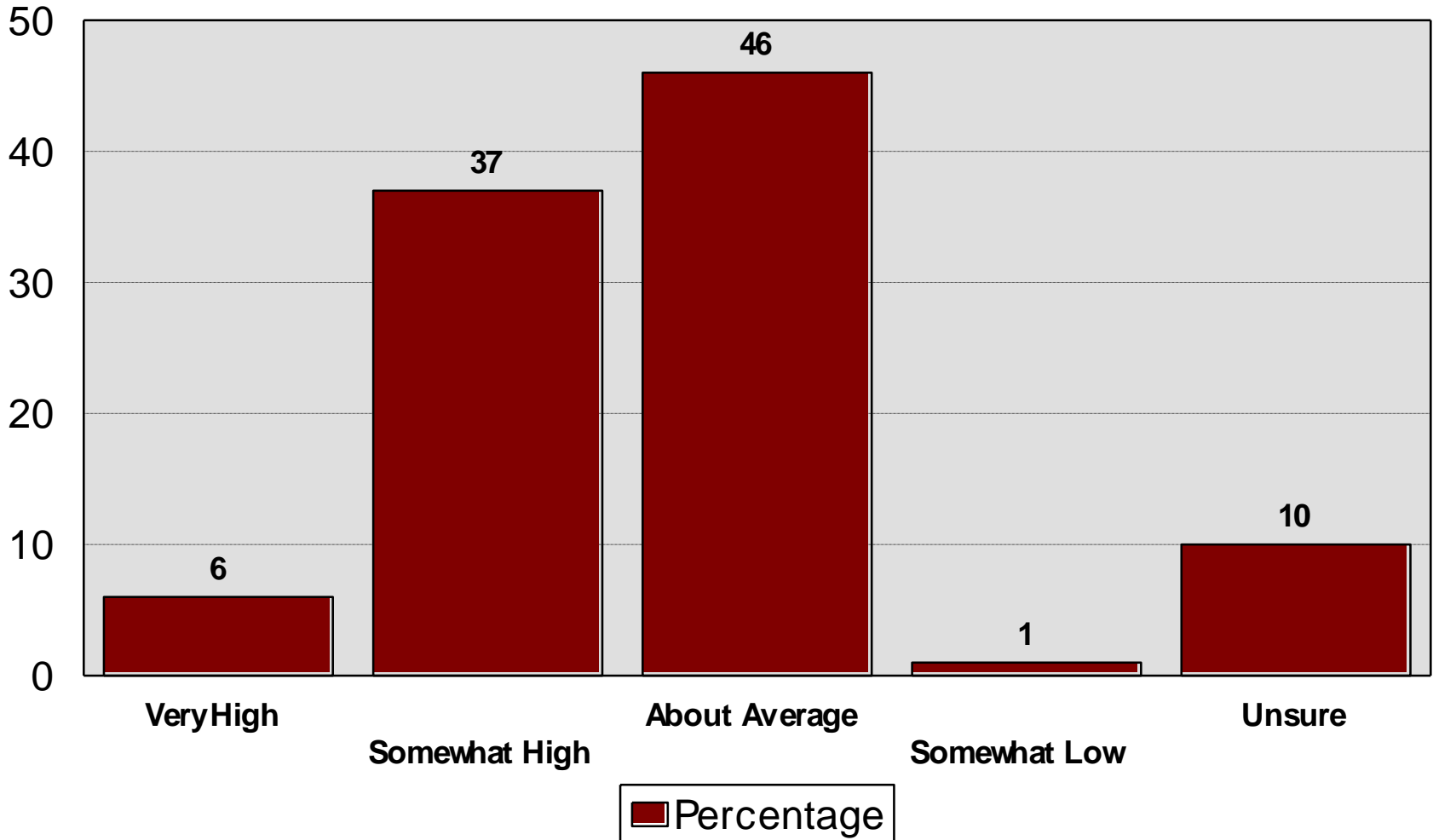
City Service Ratings

2018 City of Rochester



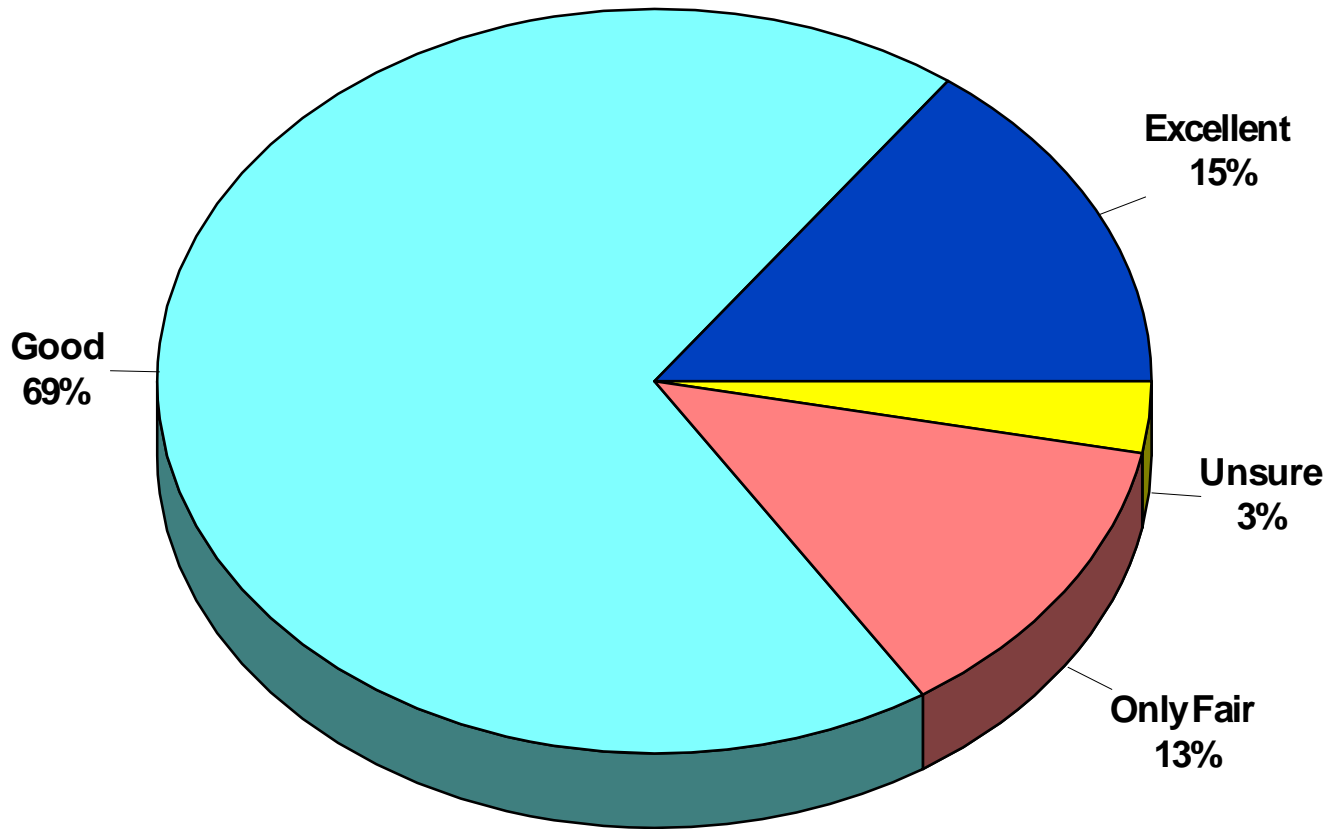
Perception of Property Taxes

2018 City of Rochester



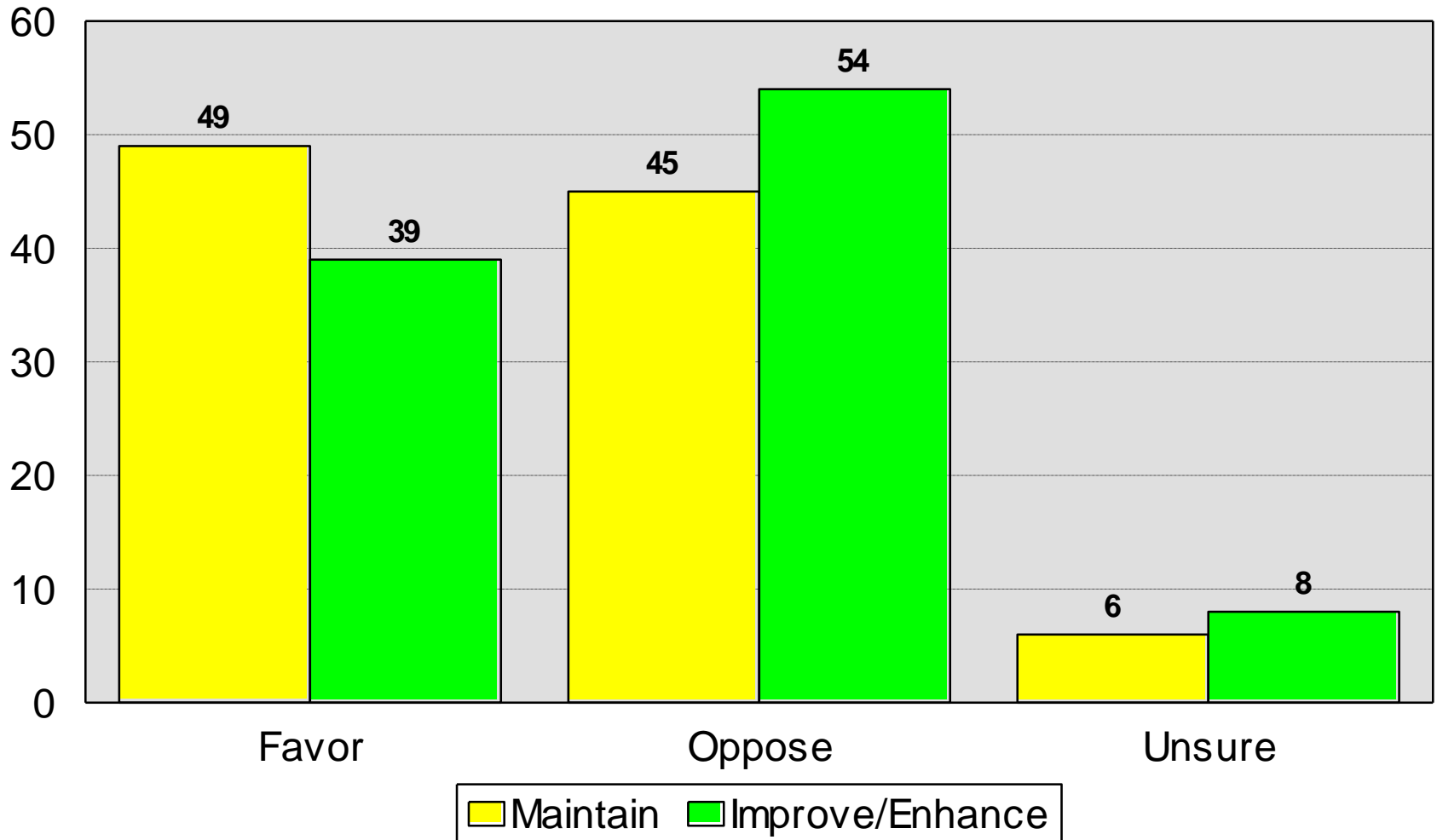
Value of City Services

2018 City of Rochester



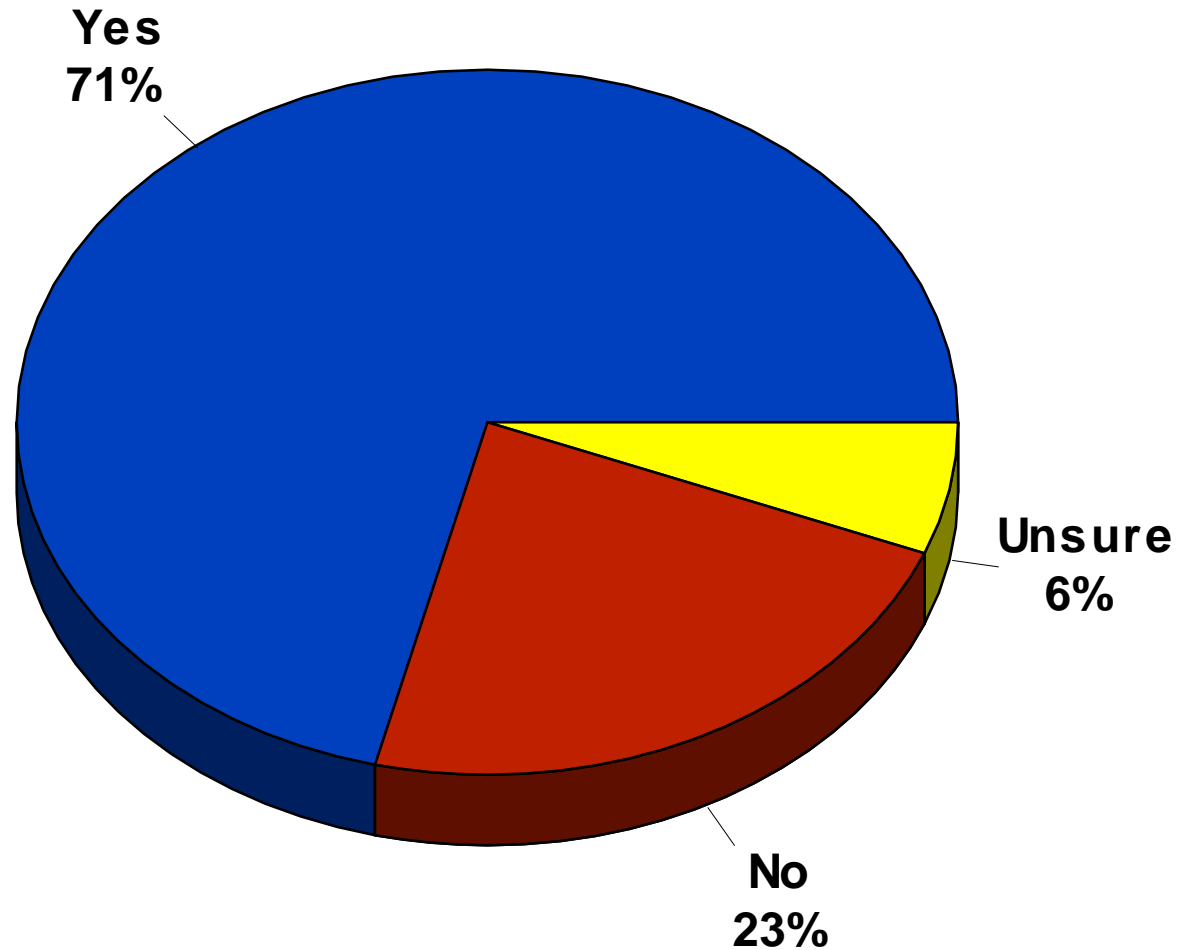
Property Tax Increase to....

2018 City of Rochester



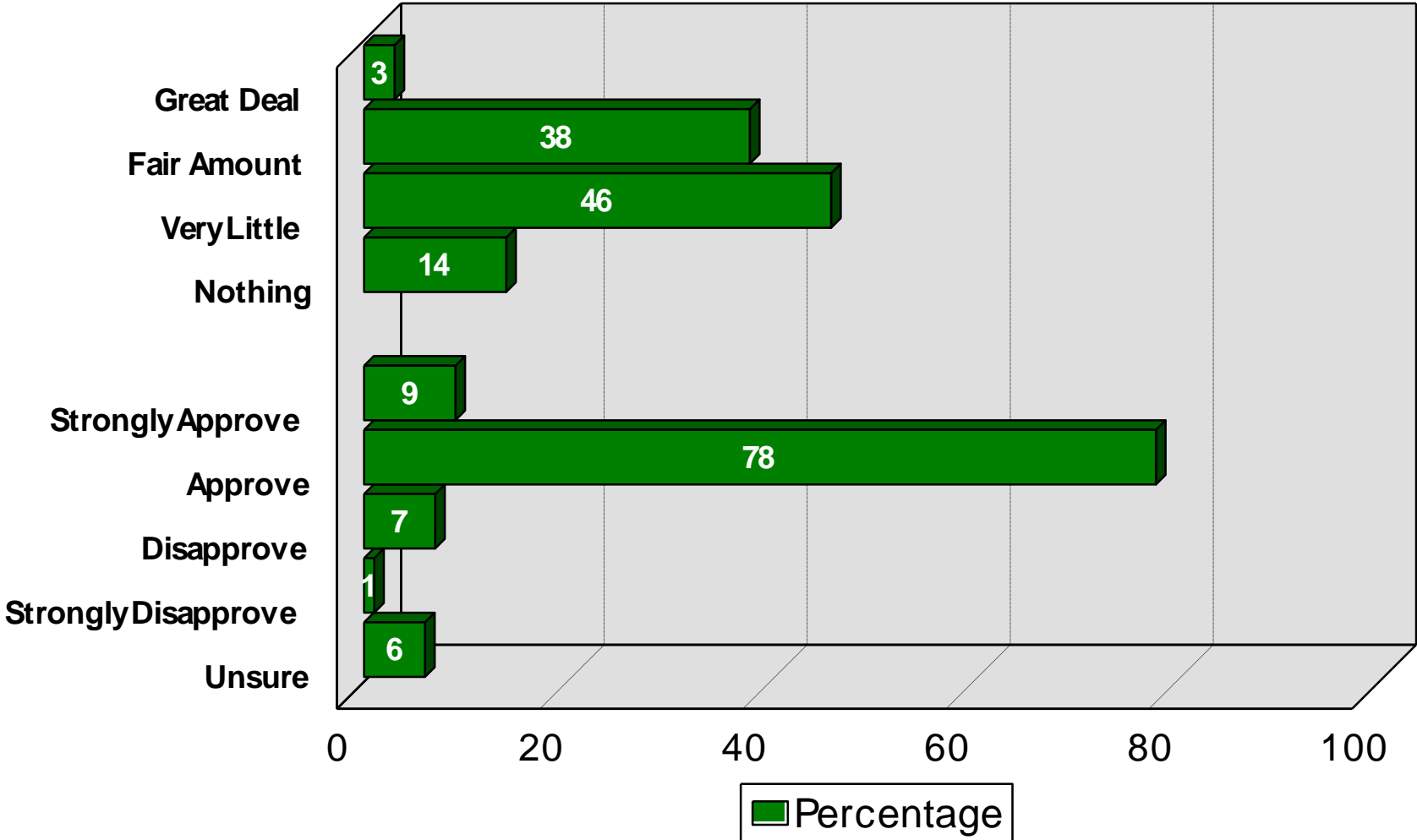
Empowerment

2018 City of Rochester



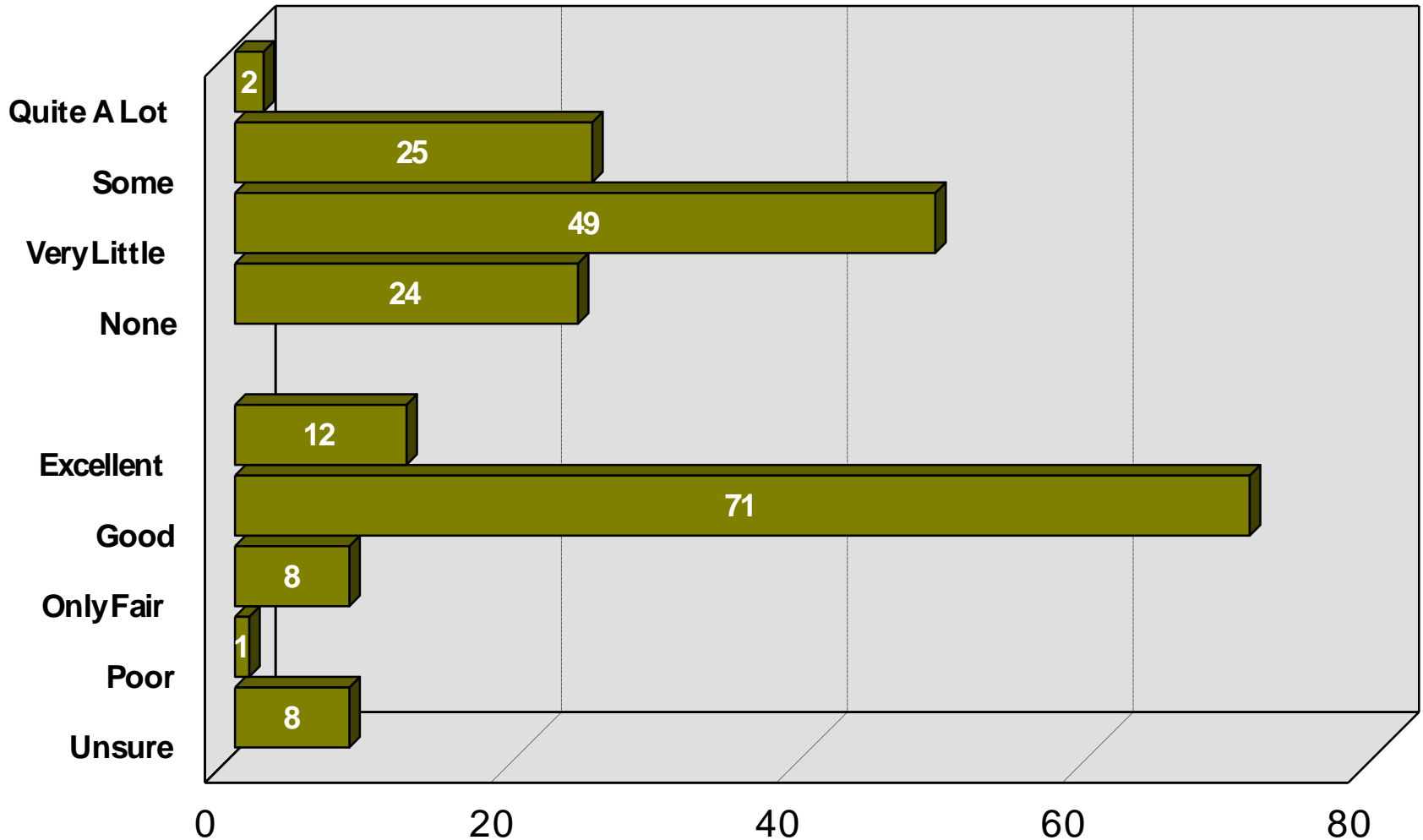
Mayor and City Council

2018 City of Rochester



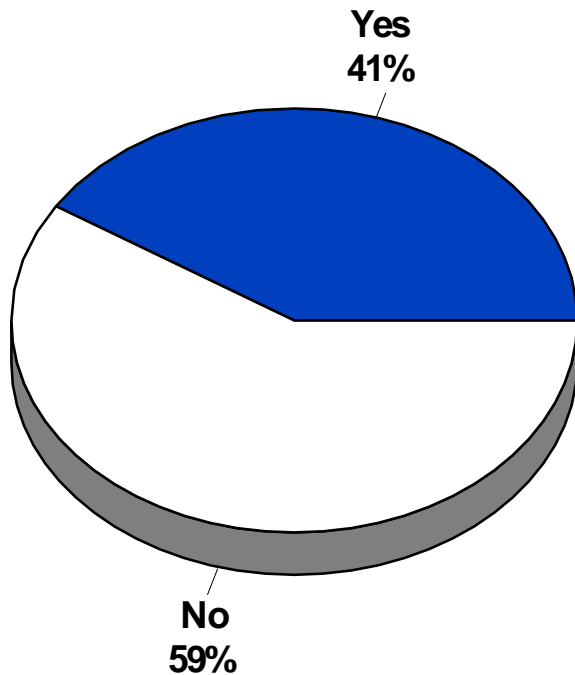
City Staff

2018 City of Rochester

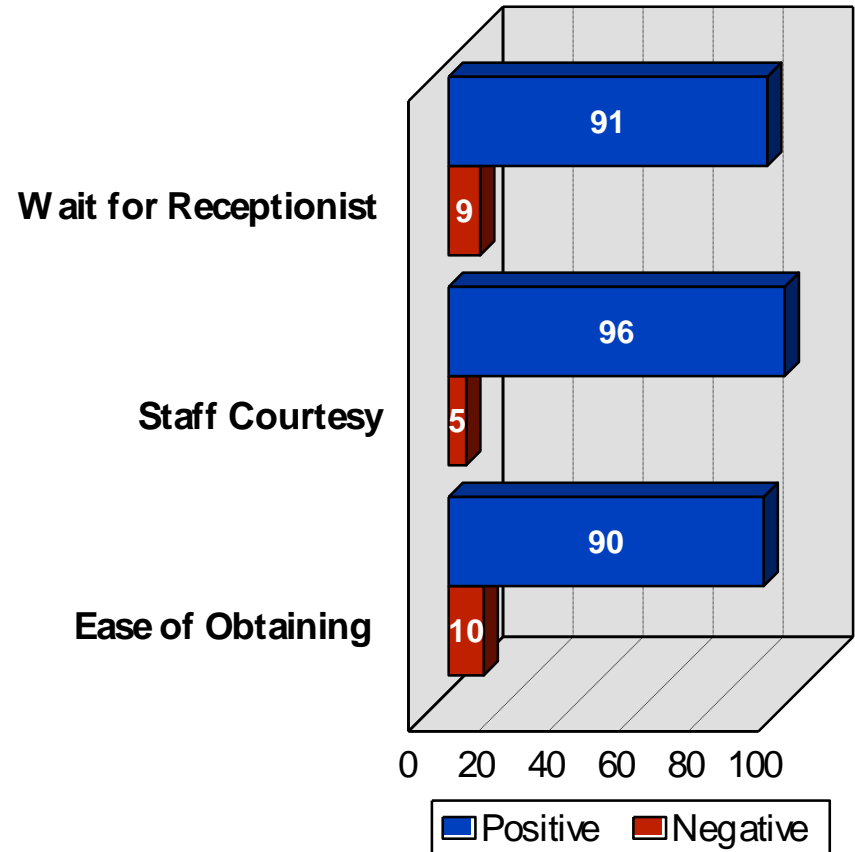


Rochester City Hall Contact

2018 City of Rochester



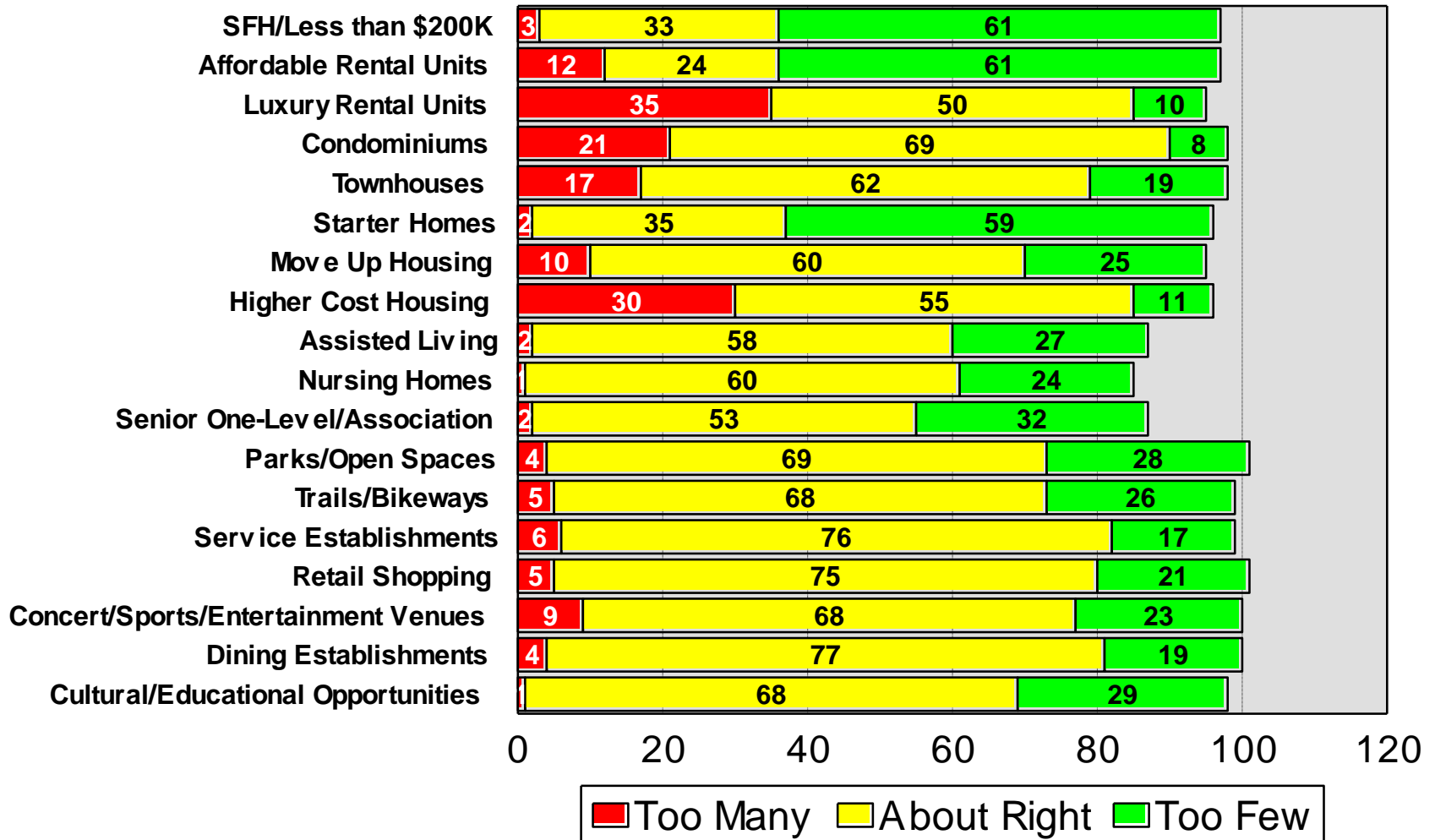
Contacted City Hall during Past Year



Quality Service Dimensions

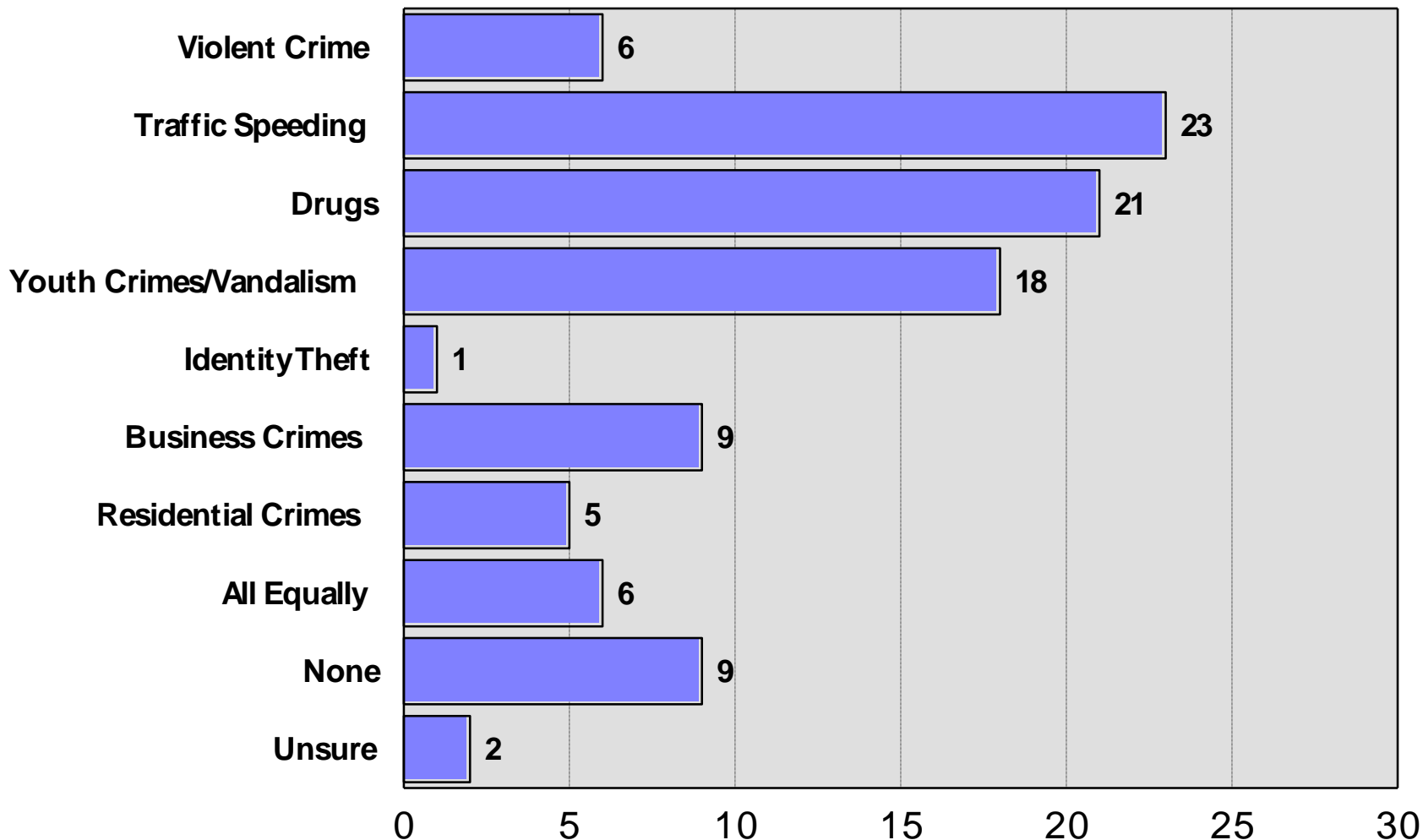
Community Characteristics

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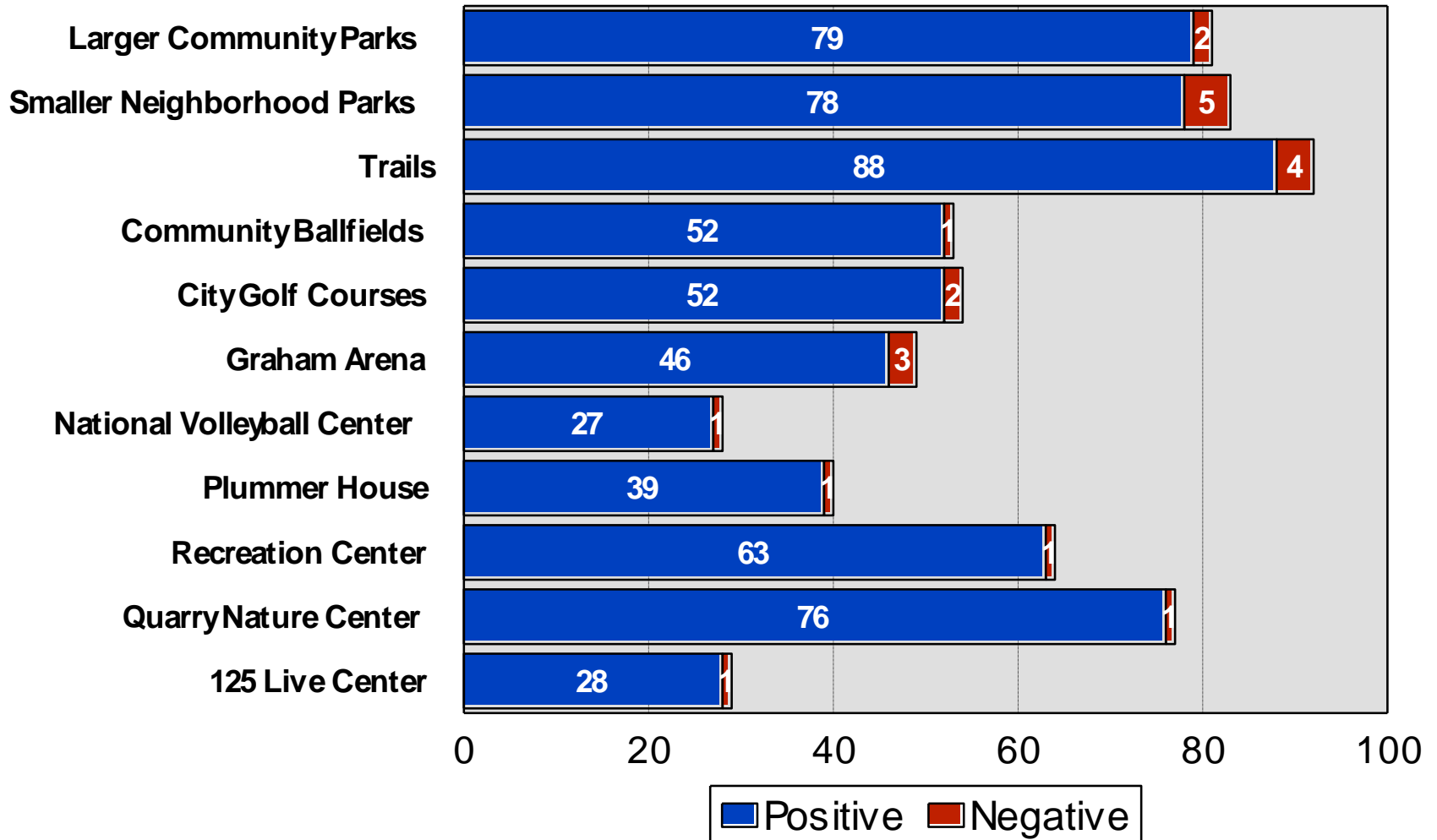
Greatest Public Safety Concern

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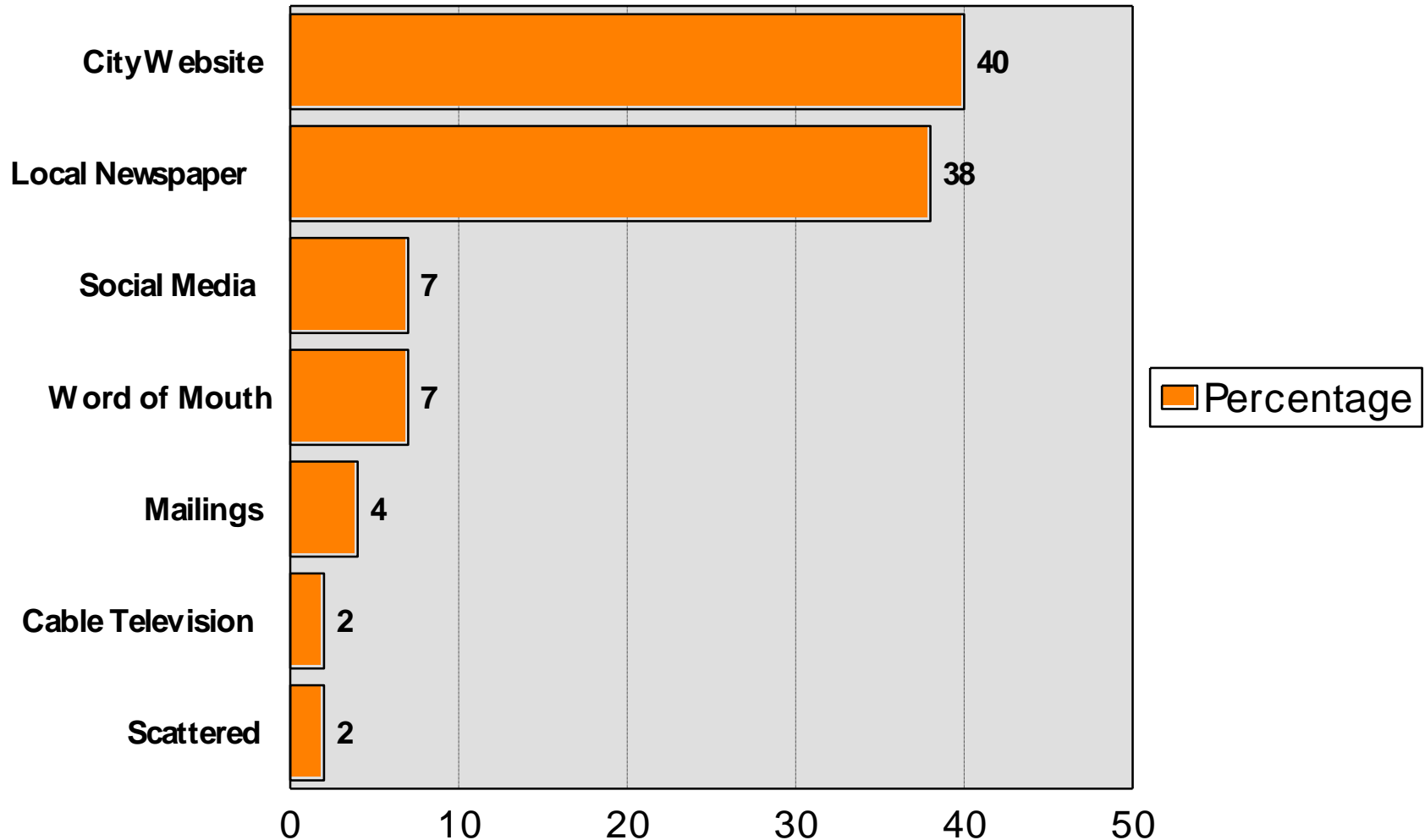
Rating of Park System Components

2018 City of Rochester



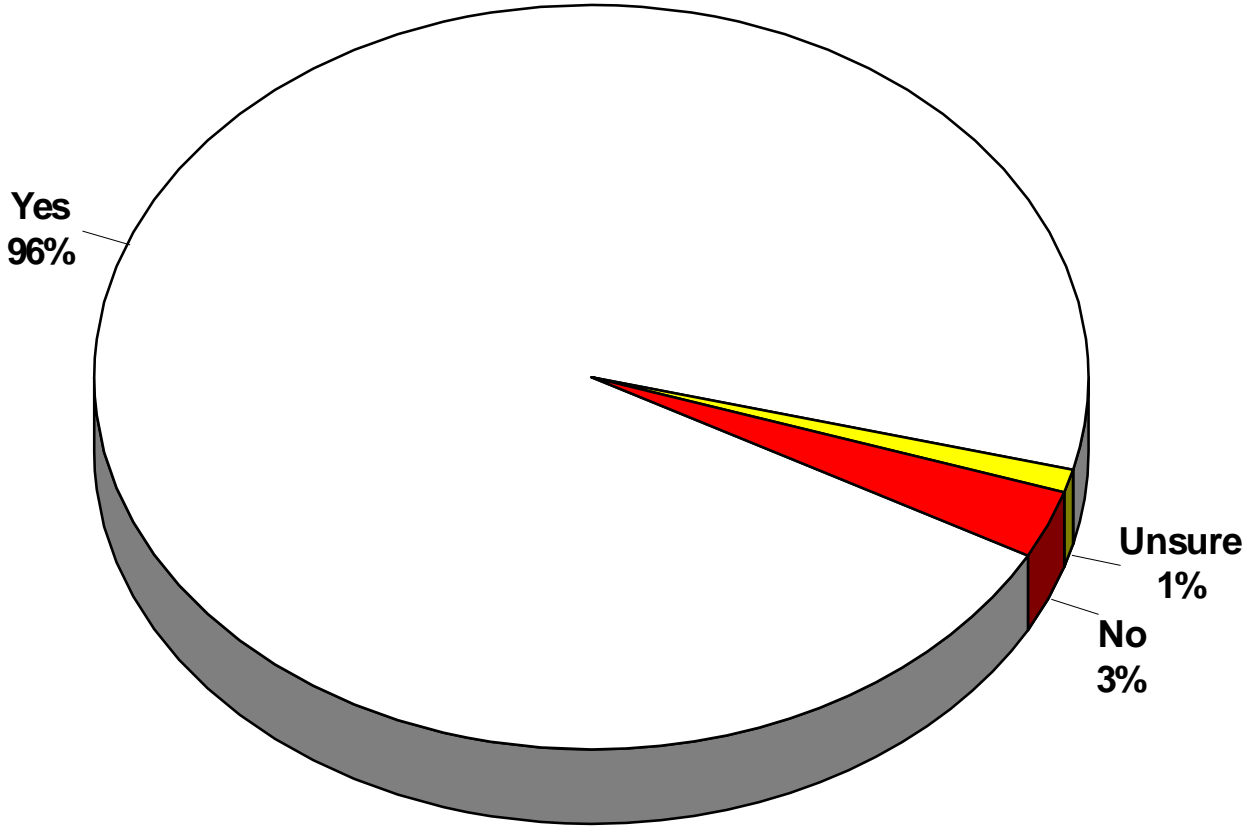
Primary Source of Information

2018 City of Rochester



Feel Accepted, Valued and Welcomed

2018 City of Rochester



Headed in Right Direction

2018 City of Rochester

