



CITY OF ROCHESTER, MI 2009

Report of Geographic Subgroup Comparisons

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SURVEY BACKGROUND

ABOUT THE NATIONAL CITIZEN SURVEY™

The National Citizen Survey™ (The NCS™) is a collaborative effort between National Research Center, Inc. (NRC) and the International City/County Management Association (ICMA).

The survey and its administration are standardized to assure high quality survey methods and comparable results across The National Citizen Survey™ jurisdictions. Participating households are selected at random and the household member who responds is selected without bias. Multiple mailings give each household more than one chance to participate with self-addressed and postage paid envelopes. Results are statistically weighted to reflect the proper demographic composition of the entire community.

The National Citizen Survey™ customized for this jurisdiction was developed in close cooperation with local jurisdiction staff. The City of Rochester staff selected items from a menu of questions about services and community problems; they defined the jurisdiction boundaries NRC used for sampling; and they provided the appropriate letterhead and signatures for mailings. City of Rochester staff also determined local interest in a variety of add-on options to The National Citizen Survey™ Basic Service.

UNDERSTANDING THE RESULTS

“DON’T KNOW” RESPONSES

On many of the questions in the survey respondents may answer “don’t know.” The proportion of respondents giving this reply is shown in the full set of responses included in Appendix A. However, these responses have been removed from the analyses presented in the body of the report. In other words, the tables and graphs display the responses from respondents who had an opinion about a specific item.

UNDERSTANDING THE TABLES

In this report, comparisons between geographic subgroups are shown. For most of the questions, we have shown only one number for each question. We have summarized responses to show only the proportion of respondents giving a certain answer; for example, the percent of respondents who rated the quality of life as “excellent” or “good”, or the percent of respondents who felt the rate of growth was “about right.”

ANOVA and chi-square tests of significance were applied to these comparisons of survey questions by geographic subgroups. A “p-value” of 0.05 or less indicates that there is less than a 5% probability that differences observed between subgroups are due to chance; or in other words, a greater than 95% probability that the differences observed are “real.” Where differences were statistically significant, they are marked in grey.

The 95 percent confidence level for this survey is generally no greater than plus or minus five percentage points around any given percent reported for the entire sample (407 completed surveys). For each geographic area (households using well water versus households using city water), the margin of error rises to approximately + or - 8% since sample sizes were approximately 273 for households using well waters and 134 for households using city water.

COMPARISONS

Cells shaded grey indicate statistically significant differences between subgroups.

Question 1: Quality of Life (Percent "excellent" or "good")		
Please rate each of the following aspects of quality of life in Rochester:	Area	
	Well Water	City Water
Rochester as a place to live	99%	99%
Your neighborhood as a place to live	93%	97%
Rochester as a place to raise children	97%	98%
Rochester as a place to work	88%	73%
Rochester as a place to retire	86%	76%
The overall quality of life in Rochester	98%	98%

Question 2: Community Characteristics (Percent "excellent" or "good")		
Please rate each of the following characteristics as they relate to Rochester as a whole:	Area	
	Well Water	City Water
Sense of community	91%	92%
Openness and acceptance of the community towards people of diverse backgrounds	73%	81%
Overall appearance of Rochester	98%	96%
Cleanliness of Rochester	98%	98%
Overall quality of new development in Rochester	76%	81%
Variety of housing options	77%	82%
Overall quality of business and service establishments in Rochester	85%	80%
Shopping opportunities	70%	66%
Opportunities to attend cultural activities	71%	72%
Recreational opportunities	84%	86%
Employment opportunities	42%	23%
Educational opportunities	90%	92%
Opportunities to participate in social events and activities	85%	89%
Opportunities to participate in religious or spiritual events and activities	87%	89%
Opportunities to volunteer	84%	86%
Opportunities to participate in community matters	76%	78%

Question 2: Community Characteristics (Percent "excellent" or "good")		
Please rate each of the following characteristics as they relate to Rochester as a whole:	Area	
	Well Water	City Water
Ease of car travel in Rochester	56%	67%
Ease of bus travel in Rochester	17%	25%
Ease of bicycle travel in Rochester	86%	81%
Ease of walking in Rochester	97%	95%
Availability of paths and walking trails	98%	100%
Traffic flow on major streets	43%	54%
Amount of public parking	63%	75%
Availability of affordable quality housing	61%	71%
Availability of affordable quality child care	66%	69%
Availability of affordable quality health care	76%	86%
Availability of affordable quality food	88%	86%
Availability of preventive health services	81%	84%
Air quality	87%	89%
Quality of overall natural environment in Rochester	93%	96%
Overall image or reputation of Rochester	97%	98%

Question 3: Growth (Percent "too fast")

Please rate the speed of growth in the following categories in Rochester over the past 2 years:	Area	
	Well Water	City Water
Population growth	24%	19%
Retail growth (stores, restaurants, etc.)	9%	9%
Jobs growth	1%	1%

Question 4: Code Enforcement (Percent at least a "minor" problem)

	Area	
	Well Water	City Water
To what degree, if at all, are run down buildings, weed lots or junk vehicles a problem in Rochester?	45%	50%

Question 5: Community Safety (Percent "very" or "somewhat" safe)

Please rate how safe or unsafe you feel from the following in Rochester:	Area	
	Well Water	City Water
Violent crime (e.g., rape, assault, robbery)	95%	97%
Property crimes (e.g., burglary, theft)	80%	88%
Environmental hazards, including toxic waste	89%	90%

Question 6: Personal Safety (Percent "very" or "somewhat" safe)

Please rate how safe or unsafe you feel:	Area	
	Well Water	City Water
In your neighborhood during the day	99%	96%
In your neighborhood after dark	89%	93%
In Rochester's downtown area during the day	100%	100%
In Rochester's downtown area after dark	90%	89%

Questions 7 and 8: Crime Victimization and Reporting (Percent "yes")

	Area	
	Well Water	City Water
During the past 12 months, were you or anyone in your household the victim of any crime?	11%	4%
If yes, was this crime (these crimes) reported to the police?	76%	83%

Question 9: Resident Behaviors (Percent at least once in past 12 months)		
In the last 12 months, about how many times, if ever, have you or other household members participated in the following activities in Rochester?	Area	
	Well Water	City Water
Used Rochester public libraries or their services	91%	89%
Participated in a recreation program or activity	68%	79%
Visited a neighborhood park or City park	99%	96%
Ridden a local bus within Rochester	3%	2%
Attended a meeting of local elected officials or other local public meeting	25%	21%
Watched a meeting of local elected officials or other local public meeting on cable television	26%	26%
Read Rochester Newsletter	97%	95%
Visited the City of Rochester Web site (at www.rochestermi.org)	63%	68%
Recycled used paper, cans or bottles from your home	88%	96%
Volunteered your time to some group or activity in Rochester	38%	55%
Participated in religious or spiritual activities in Rochester	44%	63%
Participated in a club or civic group in Rochester	27%	32%
Provided help to a friend or neighbor	92%	93%

Question 10: Neighborliness (Percent at least once per month)		
About how often, if at all, do you talk to or visit with your immediate neighbors (people who live in the 10 or 20 households that are closest to you)?	Area	
	Well Water	City Water
	83%	85%

Question 11: Service Quality (Percent "excellent" or "good")		
Please rate the quality of each of the following services in Rochester:	Area	
	Well Water	City Water
Police services	90%	92%
Fire services	98%	97%
Ambulance or emergency medical services	95%	94%
Crime prevention	85%	87%
Fire prevention and education	91%	87%
Municipal courts	86%	76%
Traffic enforcement	78%	81%
Street repair	71%	64%
Street cleaning	90%	89%
Street lighting	87%	84%
Snow removal	76%	93%
Sidewalk maintenance	78%	84%
Traffic signal timing	60%	72%
Bus or transit services	23%	27%
Garbage collection	94%	95%
Recycling	89%	87%
Yard waste pick-up	90%	93%
Storm drainage	81%	84%
Drinking water	54%	85%
Sewer services	83%	92%
Power (electric and/or gas) utility	83%	89%
City parks	99%	100%
Recreation programs or classes	94%	92%
Land use, planning and zoning	78%	81%
Code enforcement (weeds, abandoned buildings, etc)	82%	80%
Animal control	87%	83%
Economic development	71%	72%
Health services	86%	90%
Services to seniors	95%	100%

Question 11: Service Quality (Percent "excellent" or "good")		
Please rate the quality of each of the following services in Rochester:	Area	
	Well Water	City Water
Services to youth	84%	90%
Services to low-income people	55%	61%
Public library services	97%	98%
Public information services	92%	88%
Public schools	94%	95%
Cable television	74%	82%
Emergency preparedness (services that prepare the community for natural disasters or other emergency situations)	82%	80%
Preservation of natural areas such as open space, farmlands and greenbelts	77%	79%

Question 12: Government Services Overall (Percent "excellent" or "good")		
Overall, how would you rate the quality of the services provided by each of the following?	Area	
	Well Water	City Water
The City of Rochester	96%	98%
The Federal Government	41%	39%
The State Government	34%	32%
Oakland County Government	65%	79%

Question 13: Contact with City Employees (Percent "yes")		
	Area	
	Well Water	City Water
Have you had any in-person or phone contact with an employee of the City of Rochester within the last 12 months (including police, receptionists, planners or any others)?	53%	55%

Question 14: City Employees (Percent "excellent" or "good")		
What was your impression of the employee(s) of the City of Rochester in your most recent contact?	Area	
	Well Water	City Water
Knowledge	91%	95%
Responsiveness	85%	90%
Courtesy	92%	91%
Overall impression	91%	92%

Question 15: Government Performance (Percent "excellent" or "good")		
Please rate the following categories of Rochester government performance:	Area	
	Well Water	City Water
The value of services for the taxes paid to Rochester	79%	74%
The overall direction that Rochester is taking	80%	84%
The job Rochester government does at welcoming citizen involvement	73%	63%
The job Rochester government does at listening to citizens	67%	66%

Question 16: Recommendation and Longevity (Percent "somewhat" or "very" likely)		
Please indicate how likely or unlikely you are to do each of the following:	Area	
	Well Water	City Water
Recommend living in Rochester to someone who asks	97%	98%
Remain in Rochester for the next five years	92%	90%

Question 17: Impact of the Economy (Percent "somewhat" or "very" positive)		
	Area	
	Well Water	City Water
What impact, if any, do you think the economy will have on your family income in the next 6 months? Do you think the impact will be:	15%	15%

Question 18a: Policy Question 1 (Percent "somewhat" or "very" likely)		
How likely or unlikely are you to use each of the following information sources from the City to get information about the community?	Area	
	Well Water	City Water
City Web site (www.rochestermi.org)	70%	67%
Email from the City	38%	43%
Radio announcements	37%	29%
Rochester Newsletter	87%	92%
The City cable channel	32%	30%

Question 18b: Policy Question 2 (Percent "somewhat" or "very" likely)		
If the City were to offer services on the City Web site for a nominal fee, how likely or unlikely would you be to do each of the following online?	Area	
	Well Water	City Water
Pay water bills	36%	41%
Apply for building permits	26%	24%

Question 18c: Policy Question 3 (Percent "somewhat" or "strongly" support)		
Due to current economic conditions, the City may need to increase revenues or reduce services, to what extent would you support or oppose doing each of the following?	Area	
	Well Water	City Water
Not raising taxes or fees, even if current levels of service have to be reduced or eliminated	59%	78%
Only raising taxes or fees to maintain current levels of services	56%	42%