



Public Opinion Survey
City of Rochester Hills

Results

April 2019

Purpose

This final report presents the findings of an omnibus public opinion survey of Rochester Hills registered voters conducted during the winter of 2019. Its purpose was to assess citizen perceptions of existing services and programs and to solicit their priorities and concerns toward planning for the future. This is the 10th such survey PARL has conducted for the city. The first was in 1990; our last snapshot was obtained six years ago in 2013.

Survey results are reported as follows:

- **Section 1** presents the findings for the entire sample.
- **Section 2** contains selected crosstabulations by sex, age, and years of residence.
- **Section 3** compares responses to questions posed in this survey and across all (or some) of the eight previous time points.
- Comments found on the survey are reported in **Appendix A**.
- A copy of the survey instrument is appended as a PDF.

Methodology

Input was solicited from the mayor and city staff as a starting point for updating and revising our prior survey instrument. Mr. Tom Talbert (Senior Advisor, Innovation & Strategy) facilitated this piece from the city side. J.P. Piskulich (PARL Director) managed data collection, analysis, and reporting.

For a variety of reasons PARL uses mail surveys most of the time, as we did in this instance. Given a July 2018 SEMCOG population estimate of 74,556, we required a sample of 382 persons to achieve a 95% level

of confidence and a $\pm 5\%$ margin of error. Our practice is to round up and oversample by a factor of two and to augment that number by 10% for bad addresses: 882 residents were contacted.

Mr. Talbert and the City Clerk drew our sample from voter registration rolls, providing us with a spreadsheet of names and addresses. We used that list to create an initial mailing and two follow-ups (in approximately three week intervals). We used an ID number for each resident in order to track returns, but only to strike that voter from our second and third solicitations, i.e., no individual identifier is used past this point in our process. A new/clean questionnaire was included in each mailing.

Wave 1 was mailed the second week of January. Data collection closed at the end of March.

In addition, for this iteration we also created an e-version of the questionnaire via SurveyMonkey link. Only 13 % of those completing our survey chose to do so via this route.

The diagnostics:

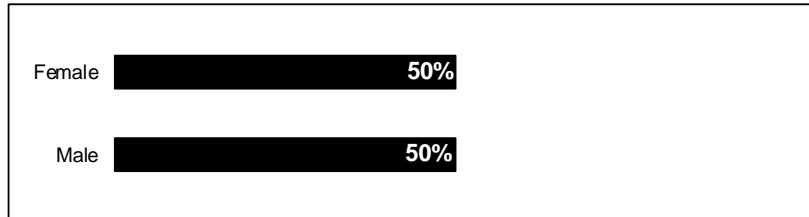
<u>Surveys Mailed</u>	<u>Undeliverable/refused (rate)</u>	<u>Surveys Completed</u>	<u>Responses Rate</u>
882	36 (4%)	302	36%

Because this return is lower than our 50% goal for non/response, the resulting margin of error rises to 5.7%, i.e., any difference between figures must exceed $\sim 11\%$ to be considered real.

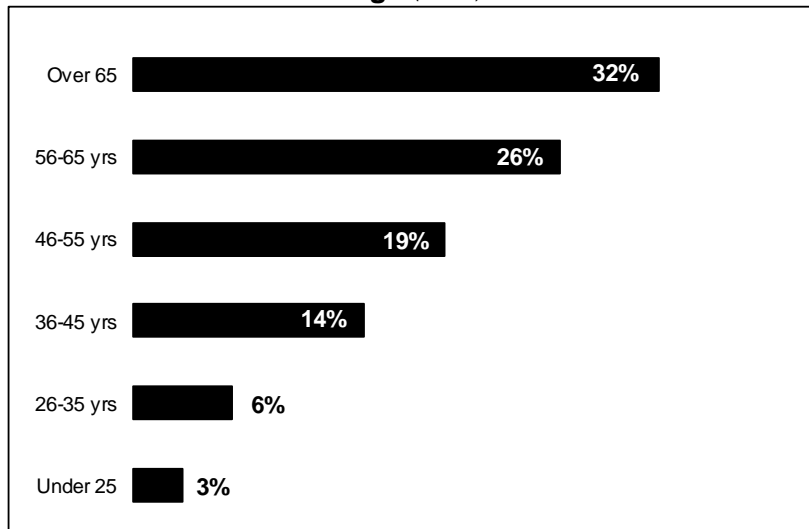
Respondent demographics appear on the next page.

Demographics

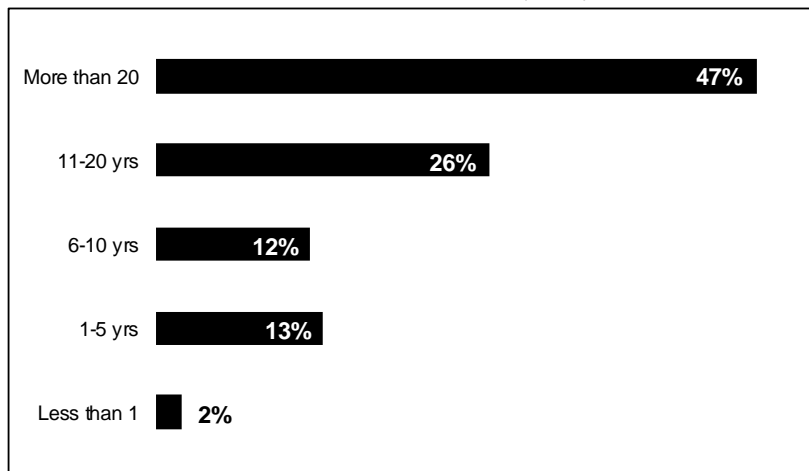
Sex (n=292)



Age (n=291)



Years of Residence (n=293)



Note: Throughout this report, percentages may not total 100% due to rounding. Not all tables contain the same number of cases (n) because some respondents do not answer every question.

Section 1: Aggregate Results

Part 1: Contact with City Officials & Employees

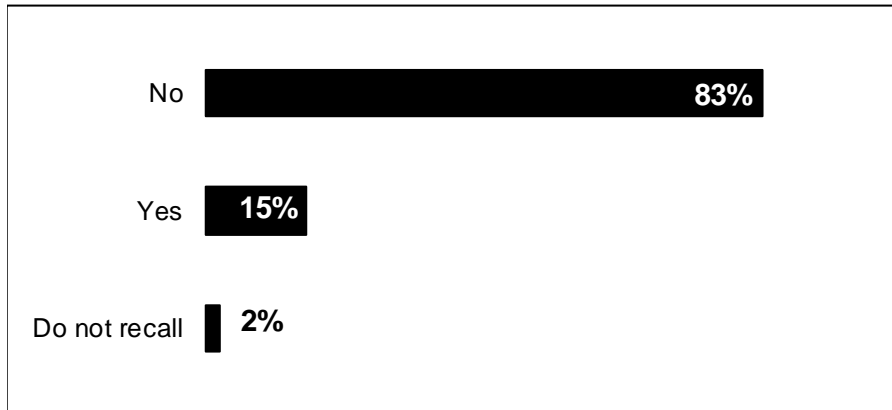
Fifteen percent of respondents report having had contact with elected officials during the past year. A majority (52%) indicate themselves to be Very Satisfied with that interaction, and another 34% came away Satisfied with that experience. The combined Dis/Satisfaction rate is 7%.

A similar majority has visited city hall or otherwise had direct contact with a city employee. The overall satisfaction rates with these interactions rise to 57% (Very Satisfied) and 39% (Satisfied), respectively. Dis/Satisfieds fall to 2%.

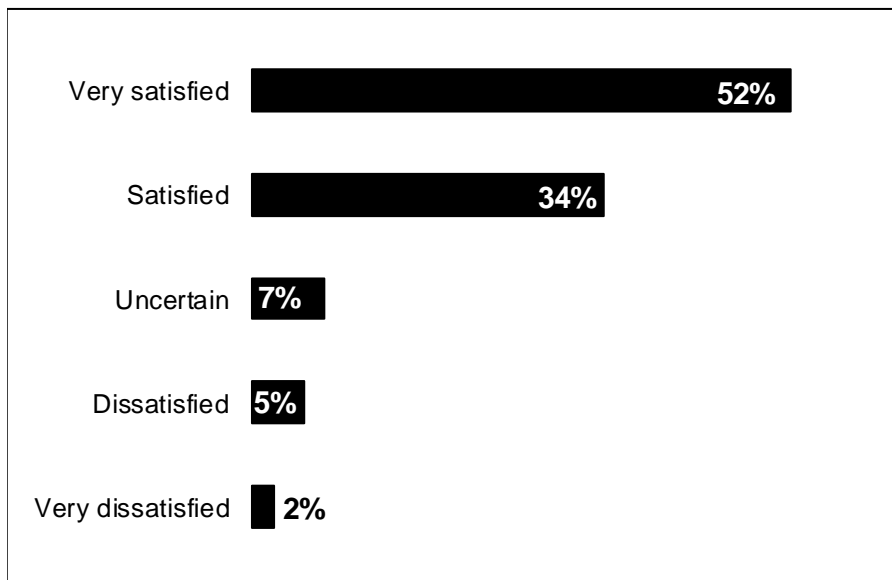
When asked about their contact with city departments or divisions, respondents report interacting most frequently with the City Clerk (46%), the Police (46%), and the Treasury/Cashier (43%).

High in general, the combined Very/Satisfied rate for the Clerk is 90%; it is 89% for Treasury/Cashier. Other departments with a majority of the sample in the Very Satisfied column include Fire/EMS (60%), Parks/Natural Resources (58%), and the Museum (52%).

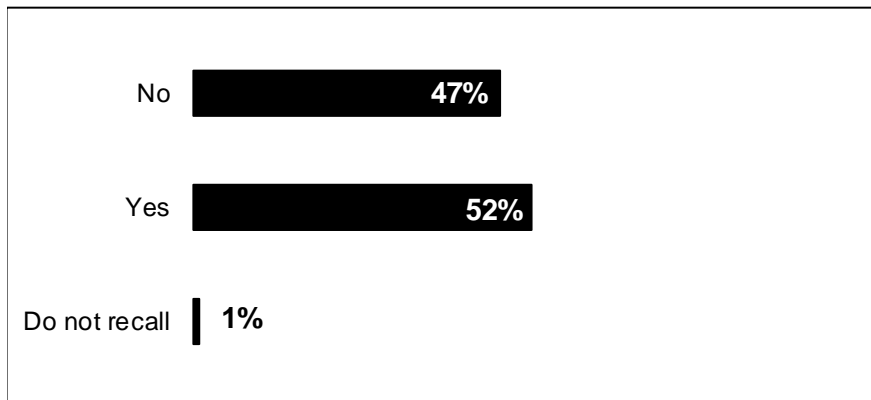
1. Have you had contact with one or more Rochester Hills elected officials (i.e., mayor, council member) in the past 12 months? *(n=291)*



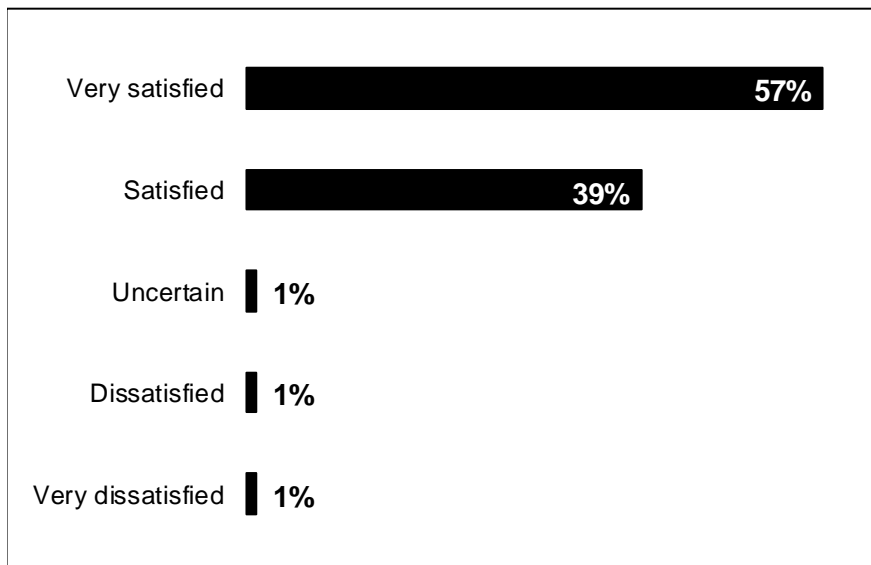
If Yes, how would you rate your contact with those elected officials? *(n=44)*



2. Have you visited City Hall, or have you had direct contact with a Rochester Hills employee, in the past 12 months? (n=291)



If Yes, have Rochester Hills employees with whom you've had contact conducted themselves in a professional manner? (n=152)



3. How would you rate your contact, if any, with each of the following city departments? (n=218)

	<i>% rptg contact</i>	Very satisfied	Satisfied	Uncertain	Dissatisfied	Very dissatisfied	<i>n</i>
Assessing	13%	17%	41%	34%	7%	-	29
Building & Ordinance	25%	31%	25%	20%	13%	-	54
City Clerk	46%	53%	37%	10%	-	-	100
Public Services/Engineering	25%	34%	29%	22%	11%	4%	55
Fire/EMS	28%	60%	25%	13%	2%	-	60
Fiscal/Purchasing/Acctg	11%	26%	30%	39%	4%	-	23
Human Resources	10%	27%	23%	45%	5%	-	22
Mayor's Office	19%	41%	29%	22%	7%	-	41
RH Museum at VH Farm	31%	52%	36%	12%	-	-	67
Parks & Natural Resources	34%	58%	27%	12%	3%	-	74
Planning & Economic Dev	13%	7%	36%	36%	14%	7%	28
Police/OCSD	46%	49%	35%	11%	3%	2%	100
Treasury/Cashier	43%	52%	37%	11%	-	-	94
Water & Sewer Billing	32%	28%	41%	26%	4%	1%	69

Part 2: Streets

“Good” is the dominant assessment by pluralities in this sample when it comes to assessing local roads in general.

In terms of specific sentiments, the (combined) satisfaction ratio is 70:30 when asked about the street on which they live, and similar in magnitude when respondents are asked to rate streets their neighborhood or subdivision. Major roads in Rochester Hills follow a different pattern: half call them Excellent (7%) or Good (43%), the other half Fair (37%) or Poor (13%).

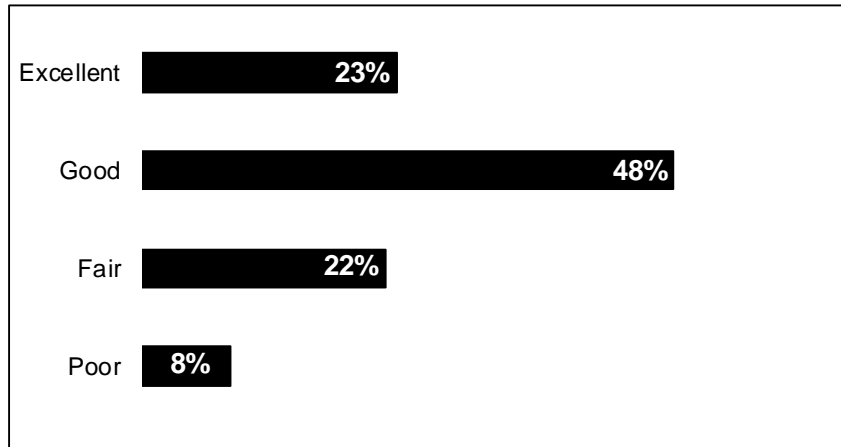
A 58% majority is Very/Satisfied with routine maintenance on neighborhood and subdivision streets in the city. That figure is a combined 65% when it comes to snow and ice removal. Forty percent of respondents consider Rochester Hills’ roads Much/Better than those they drive regularly outside the city; 14 percent consider them Worse (13%) or Much Worse (1%). The plurality (46%) perceives them to be no different.

Millages are preferred to special assessments when it comes to funding road improvements, but nearly one-third are Uncertain on Questions 4a & b.

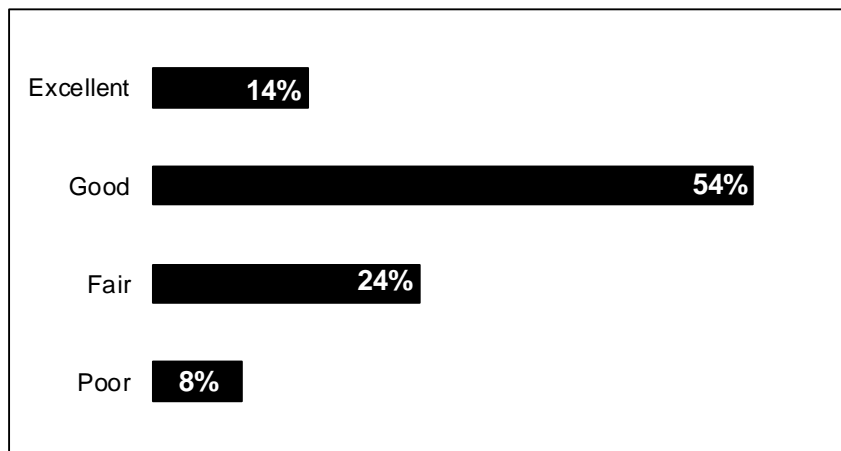
On the question of willingness to pay in order to fund road improvements, 85% of those responding to the prompt are willing to pay something additional (that proportion drops to 73% if those skipping the question are added in as \$0). Both numbers indicate strong majorities willing to pay incrementally more if necessary.

4. How would you rate the condition of the following?

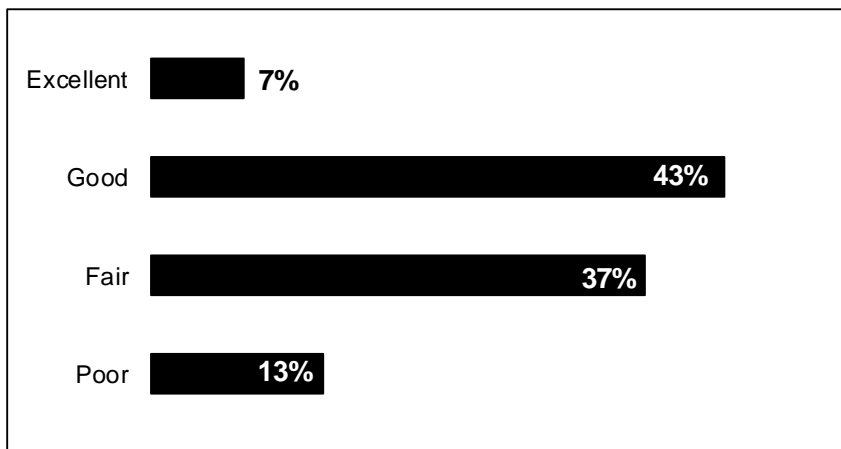
a. The street on which you live? (n=290)



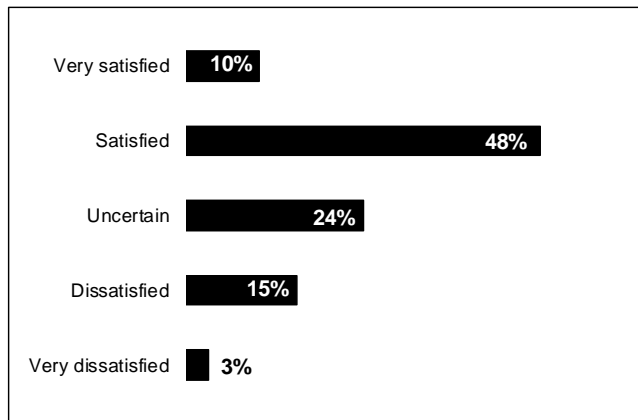
b. Streets in your neighborhood or subdivision? (n=287)



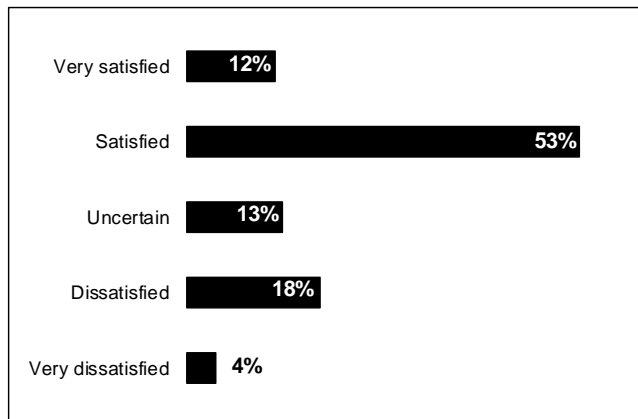
c. Major roads in Rochester Hills? (n=286)



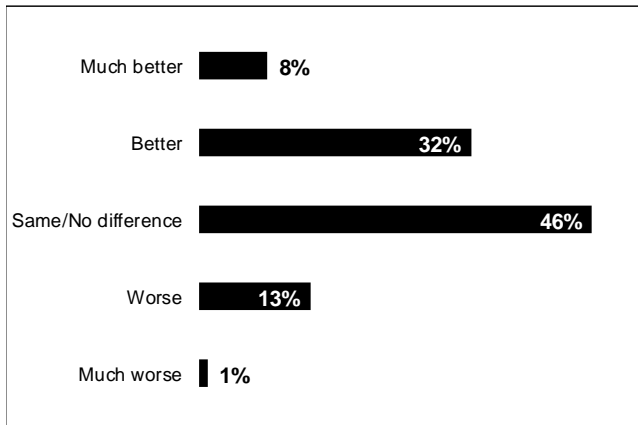
5. How would you rate routine maintenance on neighborhood and subdivision streets in the city? (n=287)



6. How would you rate snow and ice removal on neighborhood and subdivision streets in the city? (n=284)

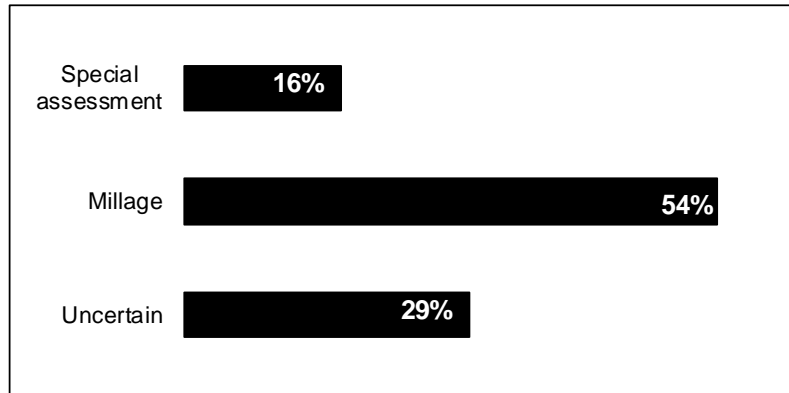


7. How would you rate the roads in Rochester Hills compared to those you drive regularly outside the city, in general? (n=288)

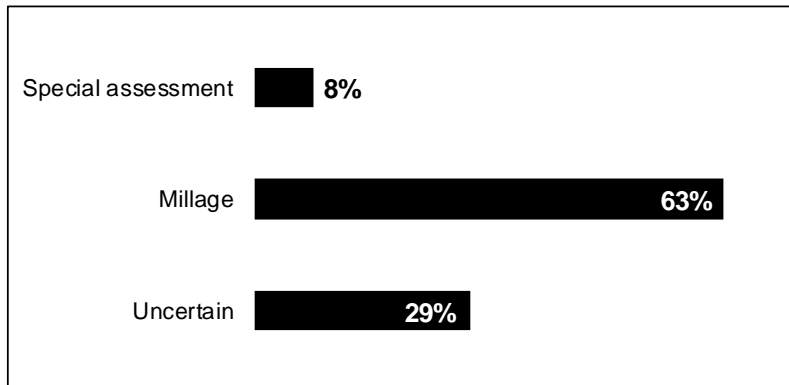


8. How should the following road improvements be funded?

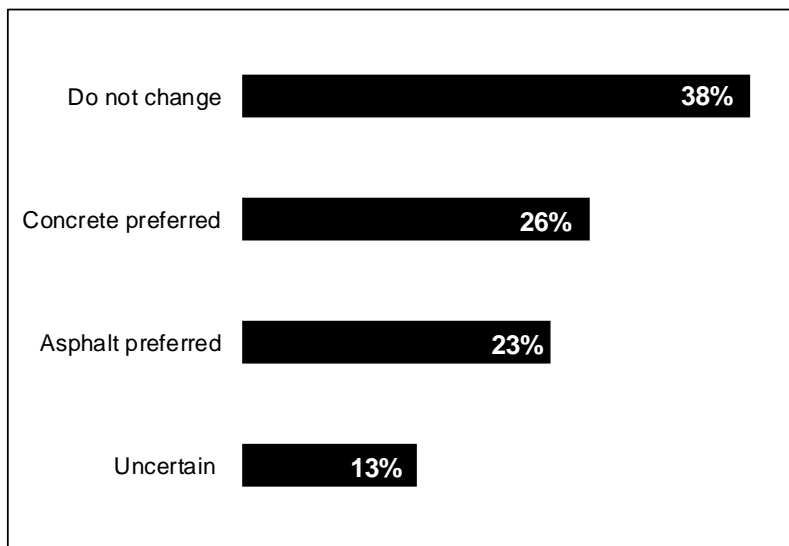
a. Reconstruction of paved streets (n=275)



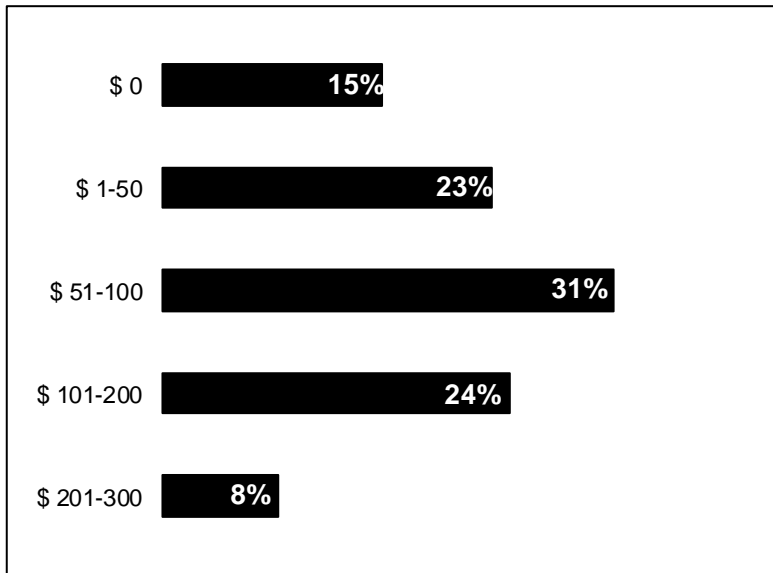
b. Long-term maintenance projects (n=273)



If my street were to be reconstructed: (n=273)



9. What is the maximum addition to your annual property tax bill you would be willing to pay to fund road improvements? *(n=266)*



Part 3: Traveling the City

Nearly three-quarters of survey respondents Strongly/Agree that there is a traffic congestion problem in the city. They estimate their median delay to be 10 minutes on a normal day.

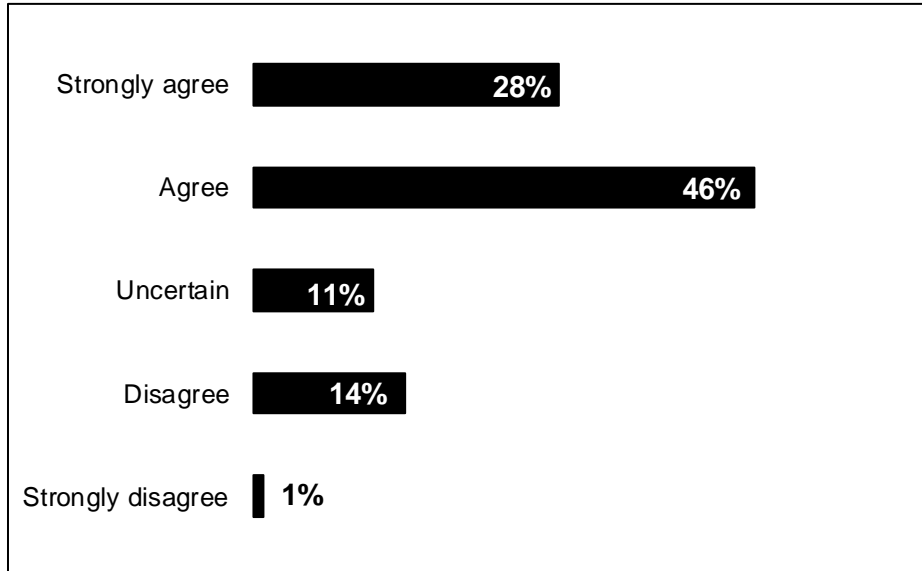
A 55% majority supports road widening. Adams, Livernois, and Rochester are the top three targets, respectively.

Fifty-five percent say they like the city's roundabout intersections, in general. Forty-six percent consider them safe (compared to 13% labeling them a traffic hazard.) Forty-one percent say they are easy to navigate (and only 4% the opposite).

A combined 75 percent call the city's pathways along major roads Very (38%) or Somewhat (37%) Important.

Resident interest in the possibility of public transportation is a new query this year. Respondents are split into roughly three camps: 38% Strongly/Agree, 30% are Uncertain, and 31% Strongly/Disagree. Eighty-seven percent of those in agreement are willing to pay something to fund it (median = \$50).

11. Do you feel there is a traffic congestion problem in the city? (n=289)

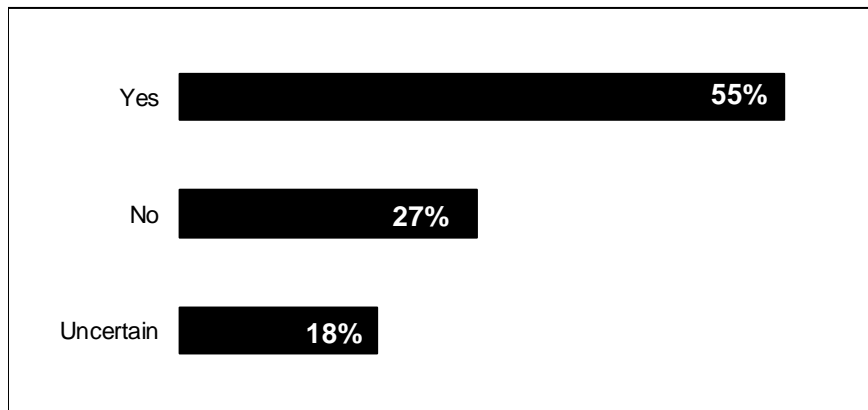


12. On a normal day, how many minutes would you estimate that you spend stuck in traffic due to congestion on roads in Rochester Hills? (n=282)

	%	Cum. %
No delay	5%	5%
1-5 minutes	21%	26%
6-10 minutes	33%	59%
11-15 minutes	20%	79%
16-20 minutes	15%	94%
21-30 minutes	6%	100%

median = 10 minutes
mean = 11 minutes
std dev = 7 minutes

13. Should selected major roads in the city be widened to relieve traffic congestion? (n=283)



If Yes, which one major road would you say is most in need of widening? (n= 120)

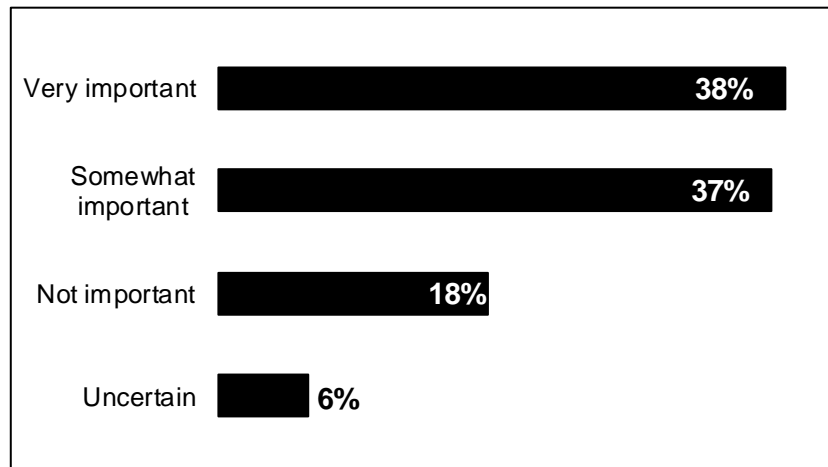
Adams	30%
Livernois	18%
Rochester	12%
Tienken	9%
Auburn	8%
Crooks	8%
Avon	7%
John R	3%
Dequindre	3%
Hamlin	2%
Brewster	1x
University	1x
Walton	1x

Comments: - Quit allowing additional strip malls on Rochester Rd.
- Public transportation is the answer to congestion --
NOT removing trees which absorb CO2 and produce oxygen.
- To widen roads would only increase usage. Reduce building.

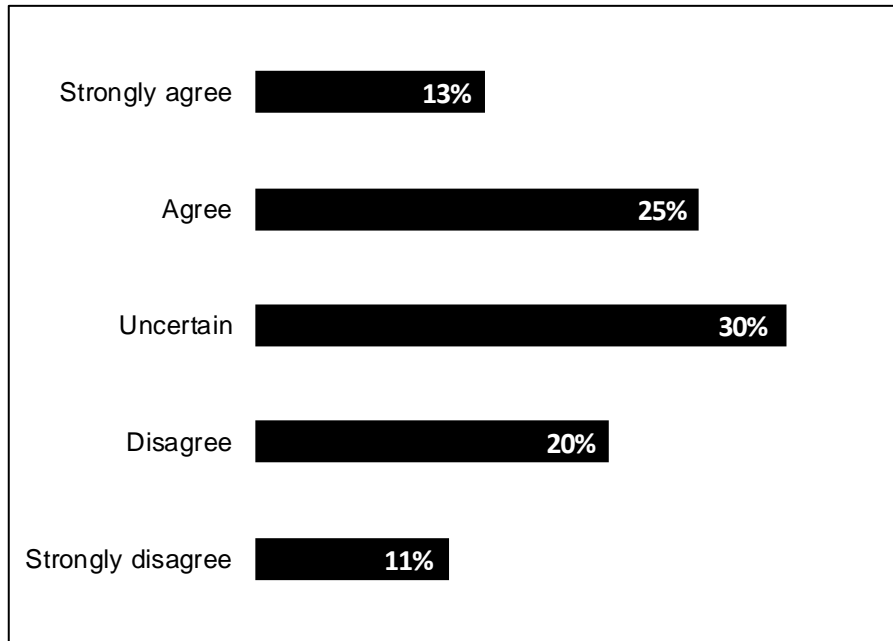
14. Now that there are multiple roundabout intersections in the city, which of the following match your feelings toward roundabouts in general? *(n=287)*

I like them	57%
They seem to move traffic safely through	46%
They are easy to navigate	41%
They confused me the first time, but I am comfortable driving them now	21%
I do not like them	14%
They seem to be a traffic hazard	13%
They still confuse me, and I remain uncomfortable driving them	3%
They are difficult to navigate	4%

15. Past practice is to construct a pathway on both sides of major roads in the city. How important are these pathways to you? *(n=284)*

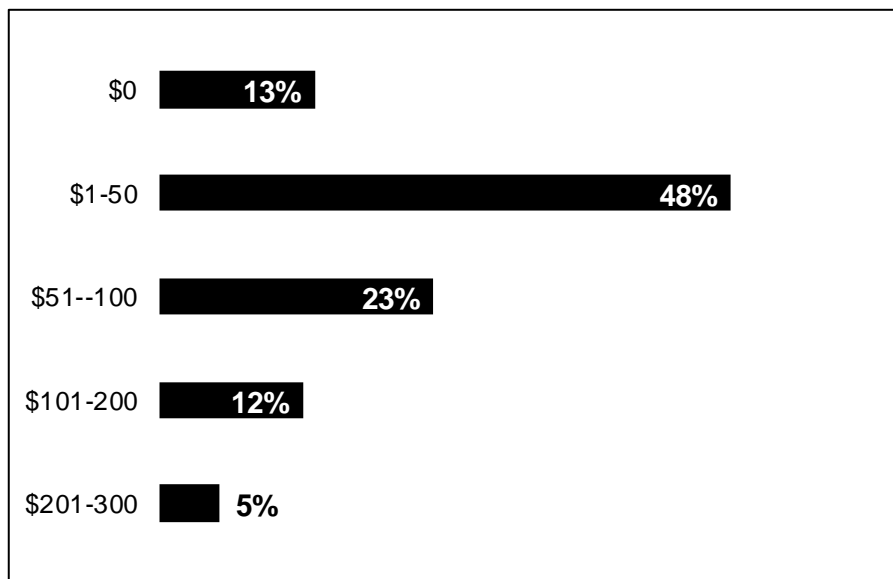


16. "Making public transportation available on select major roads in Rochester Hills would have a positive effect on the community." (n=283)



If you agree, what is the maximum addition to your property tax bill you would be willing to pay to fund public transportation?

(n=101)



median = \$50
mean = \$71
stdev = \$67

Part 4: Police, Fire, EMS

Fifteen percent of respondents report having dialed 911 during the past year, most (59%) for a medical emergency. Police calls are the next most frequent reason (23%).

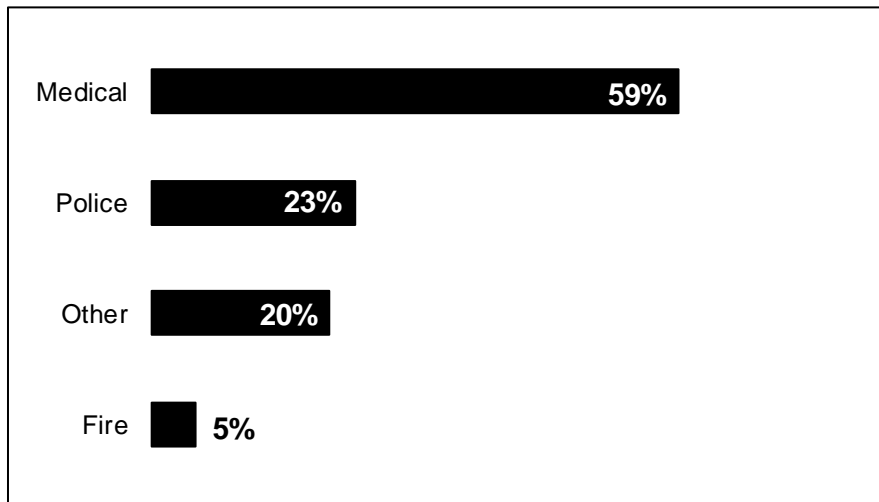
Respondents feel Very/Safe in their homes, in their neighborhoods, and in their city with very few exceptions. A majority (52%) perceives that “just enough” police officers are on patrol, although nearly one-third indicate uncertainty on the issue.

There is less clarity around Fire/EMT staffing. Uncertainty rises to 49% (and is marginally greater than the proportion saying “just enough” personnel are available in the city). Similarly, respondents are split roughly into thirds when asked whether they would support a millage to improve Fire and EMS service levels.

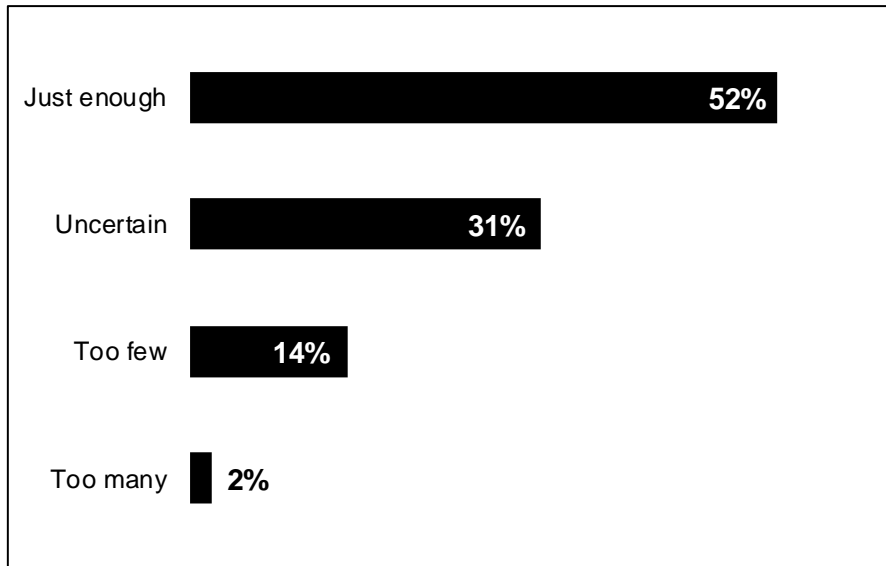
17. Have you had to dial 911 during the past year? (n=287)



If Yes, for which of these reasons? (n=44)



18. Would you say that Rochester Hills has just enough, too many, or too few police officers on patrol in the city? (n=286)

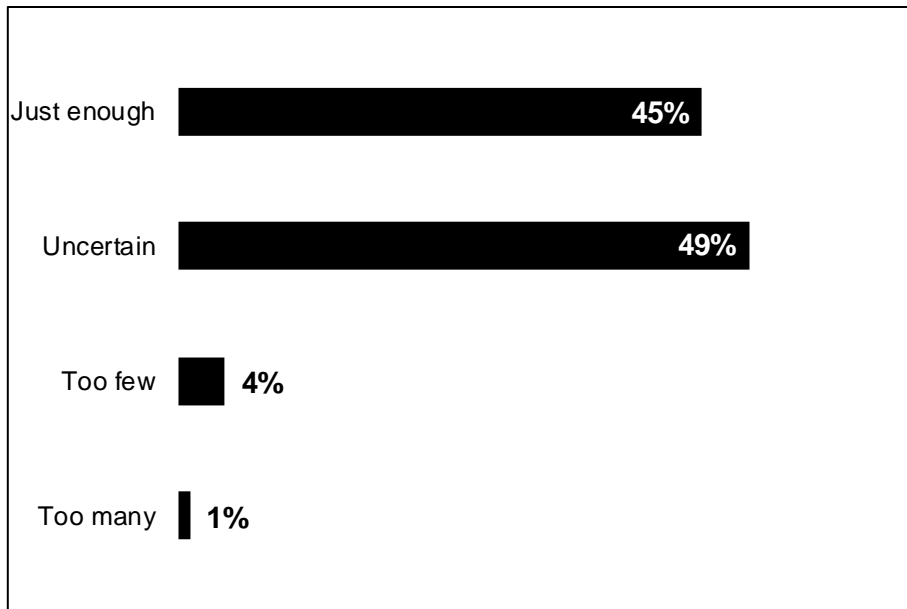


19. How safe do you feel...

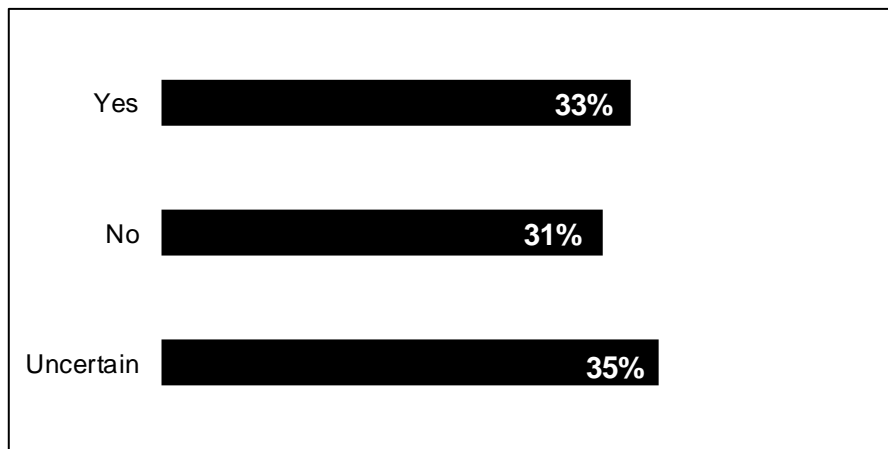
	Very safe	Safe	Uncertain	Unsafe	Very unsafe	n
...in your home?	56%	41%	2%	--	--	292
...in your neighborhood?	50%	45%	4%	1%	--	291
...in the city?	47%	49%	3%	1%	--	290

20. Would you say that Rochester Hills has just enough, too many, or too few Fire/EMT personnel available in the city?

(n=291)



21. I would support increasing our fire millage in order to improve fire and EMS service levels, i.e., response time & staffing. (n=286)



Part 5: Parks & Recreation

The trails are quite popular: two-thirds of those responding report they used Paint Creek Trail during the past year, and 56% saying the same for the Clinton River Trail. The quality ratings among users are all quite high as well. The aggregate signal is that the system is utilized and valued.

As to method of preferred financing to support park operations, user fees (36%) edge out general fund revenues (32%) as the source of funds, while approximately one-quarter indicate a preference for a dedicated millage.

A range of suggested improvements is offered. That list begins on p. 27.

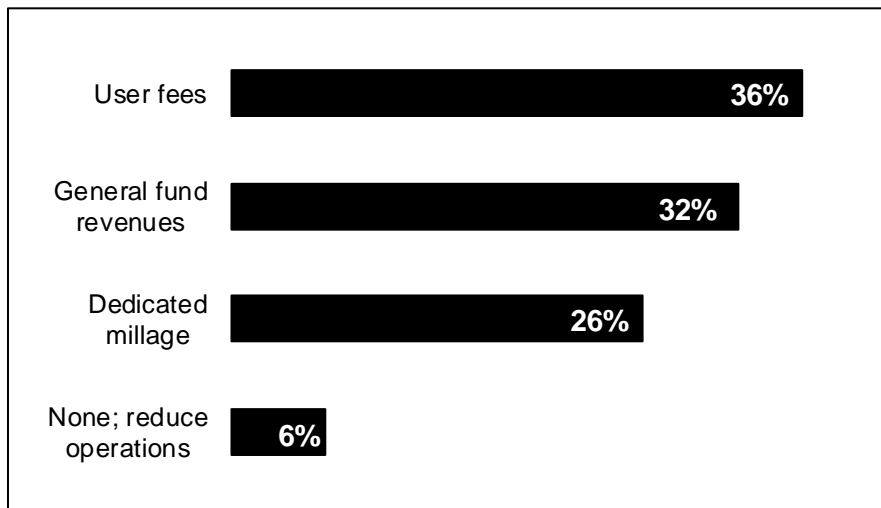
22. Please indicate below which city parks or trails you visited during the past year. (n=226)

	Visited in past year?	How would you rate the quality of this park or trail?				n
	Yes	Excellent	Good	Fair	Poor	
Paint Creek Trail	67%	60%	36%	3%	1%	151
Clinton River Trail	56%	56%	41%	3%	-	127
Bloomer Park	49%	56%	40%	3%	1%	111
Borden Park	47%	51%	47%	2%	-	106
Yates Park	31%	35%	49%	14%	2%	70
Spencer Park	31%	45%	40%	13%	2%	69
RH Museum at VH Farm	28%	61%	38%	2%	-	64
Veterans' Memorial Pointe	24%	76%	22%	2%	-	54
Innovation Hills	18%	37%	34%	25%	3%	40
Pine Trace Golf Course	17%	45%	52%	3%	-	38
Avon Nature Area at City Hall	15%	63%	37%	-	-	34
Avondale Park	9%	57%	36%	-	7%	21
Wabash Park	8%	45%	27%	27%	-	18
Helen Allen Park	3%	67%	33%	-	-	7

Note: A substantial number of respondents used a range or declined to estimate the number of visits made to any park, making any point estimate misleading. It has been omitted for this reason.

23. What method of financing would you favor to support current operations at park facilities?

(n=286)



24. Can you recommend an improvement to any city park, trail, or facility that you would use regularly?

- To use tax money to support parks and add user fees makes lower income families (who cannot afford additional costs) subsidize other families to use parks.
- Paved trails
- Bloomer Park needs updating
- I would suggest a place for a fenced dog park. Many people have them. (dogs)
- just safe on some trail [illegible]
- Dedicated dog areas
- Paint Creek Trail keep trail maintained.
- Benches periodically to rest at.
- Keep maintaining as you do every year
- No comments. I think they are kept up well.
- widen paint creek trail. maybe pave the clinton river trail
- solar street lighting in Clinton River Trail for added safety
- Golf fees at Pine Trace GC are expensive
- Dog park & Splash pad
- Improve the surface of the path around the lake at T Spencer
- I would prefer Paint Creek Trail to be paved. Lots of times too wet/muddy to walk.
- Get rid of fee to use city parks.
- I just love the parks here. Use them a lot. They are in good shape.
- Add lights to Borden Park hockey rinks

- Better signage/route finding on Bloomer's mtn bike route.
- Bathroom. Garbage cans
- Paint Creek Trail -- regrade for evenness (Don't roll ankles), esp. after winters
- Roads with in Spencer Park (especially parking area)
- Tennis courts at Borden park have partial fencing and I have seen dogs interfere with play. The courts should be 100% enclosed.
- Shaded area for parents and young children at Spencer. I cannot stand in the sun for long times and children like the lake.
- FINISH sidewalk pathways on north side of Avon Road (in front of Bishop house).
- Presence of law enforcement more often [trail]
- Only moved here over the summer, so have to experience more. Trail at Ruby Green space would be great.
- Bathrooms open and running fall/spring
- more lighting.
- The Paint Creek Trail needs maintenance, additional gravel. It gets too muddy with rain & melting snow.
- Plz ensure trash (ie bottles, cups, paper) area picked up in Bloomer Park -- (Trails, pathways, woods, etc.)
- Some standing water issues at Thelma Spencer. Also, we lose A LOT of revenue there from people parking a block away & walking into the park.
- Clinton River Trail: Trail surface maintenance
- To encourage business, parking should be free ALWAYS. More/improved parking along Paint Creek trail.
- restrooms
- Ruts...when running...could be smoothed, maintained better

- Allow dogs at Rochester Parks like Spencer Park
- Picnic shelter @ Wabash Park w/ tables
- Other than restroom upkeep, bridge, walkways and benches and MORE RESTRICTED MOWING. The parks and trails should be kept as natural as possible. They NEED NOT be as landscaped as we like our homes and neighborhoods to be.
- I love Bloomer Park trails but the over population of deer & invasive species dampen my enjoyment.
- Increased police at Paint Creek Trail.
- Dog Park
- Harding green space
- More water bottle filling stations
- Drinking fountain Paint Creek Trail Dutton crossing. Increase funding for museum
- more restrooms & water fountains on Paint Creek
- Major dog park/more accessible areas for dogs
- Everything is good
- More parking lots for Downtown esp. those for < cost!
- more defined trails at technology park
- A dog park
- Yes, clean the restrooms more often, they have been very disgusting at times.
- Solar LED lights for the evening night
- It can be frustrating when the trails develop ruts due to bikers riding them when it's muddy. I'm not sure you can stop them from doing so, but maybe it would be helpful to remind them that they can damage the trails and they don't always just level off naturally. That makes it rough for walkers/runners when the ruts harden.
- None at this time. Do not visit due to current time constraints

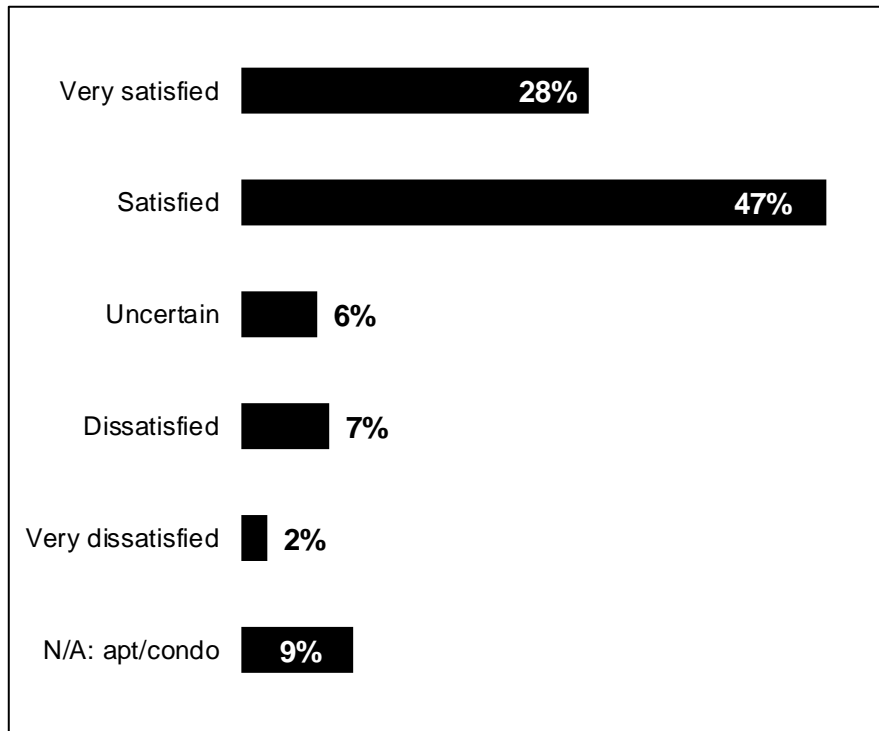
- archery range at Bloomer
- Keep up the good work at Innovation Hills!
- yes snow removal on trail
- Don't use at present -- Lights every so often and benches.

Part 6: Other City Services

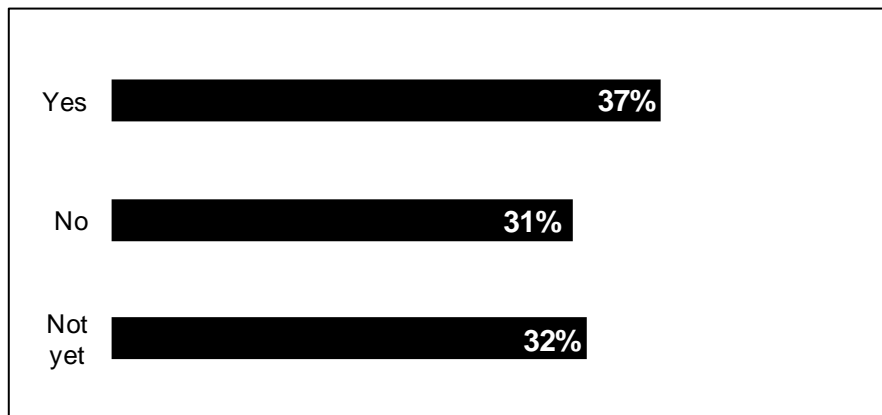
Satisfaction is high with the city's solid waste efforts: a combined 75% of those responding are Very Satisfied (28%) or Satisfied (47%) with the program. However, only 37% report having benefitted from the Recycling Rewards component. An even 100 suggestions for improvement were offered, below.

The city's website (67%) and local newspapers (53%) are indicated as the predominant conduits of information between the city and this sample of residents. Only 16% have watched the city on a cable channel in the past 12 months. In contrast, 76% have accessed the city's website; most rate it highly and find it easy to navigate. A list of suggested improvements appears on pp. 42-43.

25. How would you rate Rochester Hills' single hauler solid waste & RecycleBank program? (n=294)



26. Have you benefitted from the Recycling Rewards program? (n=262)



27. Can you recommend one improvement to the solid waste or recycling components of this program?

- More yard waste pick up during colder months.
- Year round yard waste or longer window for it.
- Do not throw the containers in the street or driveway
- I don't think recycling once per week is necessary. I think once every other week would be adequate.
- New Servicer
- Like to see more residents participating but unsure how to encourage it.
- A flip-sign on the bigger blue yard waste bin to state what is in it. (yard waste) (recyclables) (trash)
- Take Styrofoam!!!
- More choices for rewards ie movies, gas, big name stores or local stores
- Educate public about Recyclebank Program --> more exposure
- Better benefit program.
- Add plastic sacks to program or ban the use of plastic sacks in Rochester Hills
- We need to be able to recycle more objects at truck pickup level (like plastic bags) without having to go to Socra
- offer it to businesses
- Was never able to enroll in the program & it is difficult go get help with regards to enrolling. I would be good if they picked up pretty much everything.
- separate collection for used Batteries might help
- Plastic bags & styrofoam need to be handled by contract or at the city

- Yes, the previous contractor recycled PLASTIC bags. I would like to be able to recycle bags again.
- Larger recycling bins.
- The pickup guys need to place containers back properly.
- Would like reward points to buy gift cards (all types)
- The waste program is fine, but they miss our house some weeks
- Please start taking plastic bags for recycling!!!
- During rain/snow ~ Lids are left open on both waste & recycling bins -- which allow rain to fill into the bins --
- No. I love it. Used it alot lately. No problems. Very nice employees at GFL!
- provider to empty bins completely & not throw cans all over the place. (garbage in streets)
- More useful rewards or opportunity to donate rewards to non-eco projects. Like to school groups or choir/band.
- More explanation of what can be recycled
- Bulk recycling for construction waste, concrete, large trees, etc.
- Better rewards if you're going to continue program
- Periodic pickups of recyclable electronic waste
- larger bins for recycle waste
- I like that they take old furniture & big items
- better reward options -- \$ to local restaurants
- Paid for month that you use only.
- Special rates for LOW usage. Like any utility, pay for what you use. Homeowners who dispose one small bag a week should NOT pay the same rate as a family that fills two cans a week.

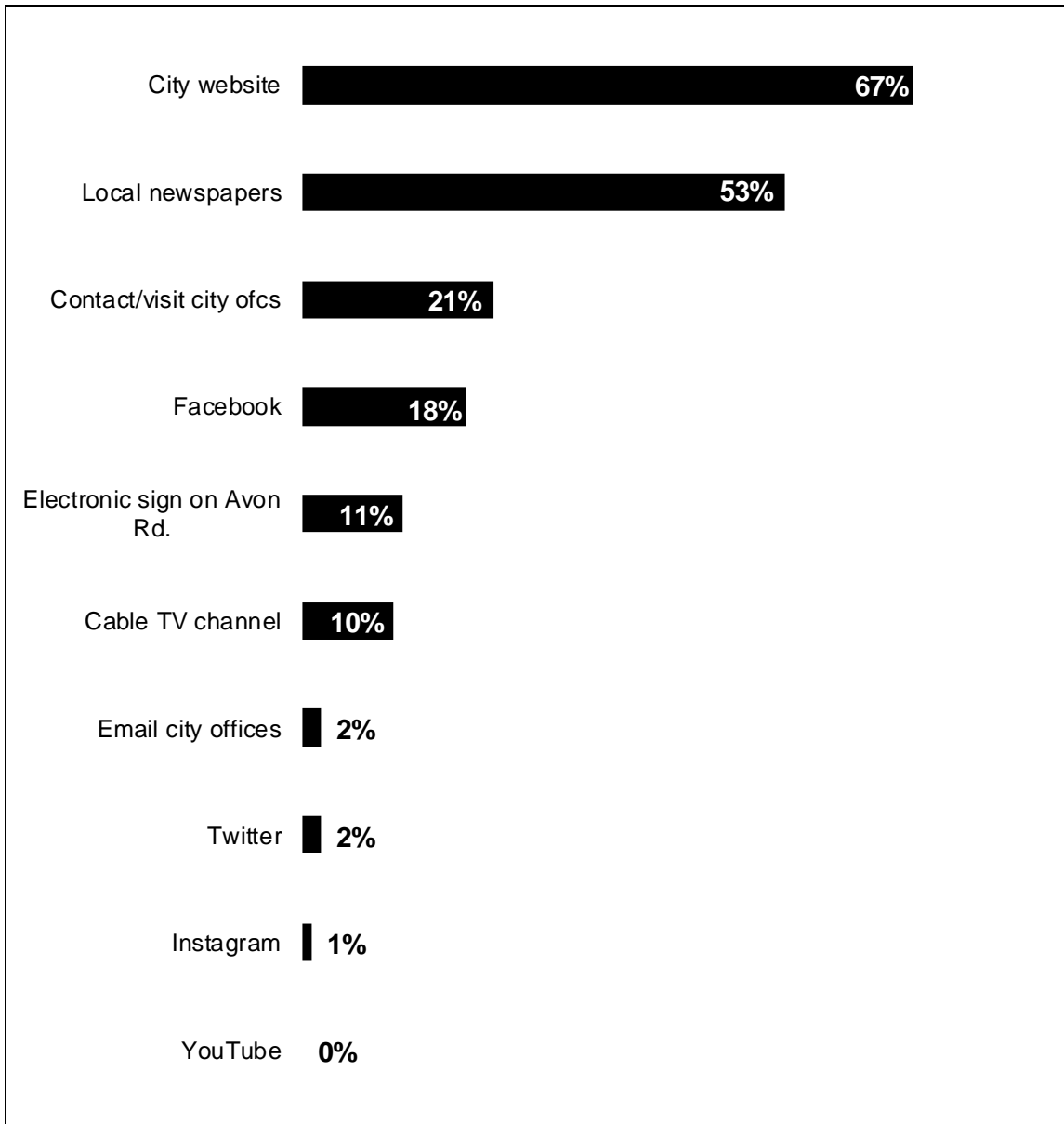
- Big box coupons, in town local
- need to consistently take all trash
- Better trained crew -- they don't care about there job
- Bigger recycle carts!!!
- Do not know what the Rewards program is?
- Don't make it manitory.
- We need more than one recycle bin
- The perks for Recyclebank aren't great. I usually just donate my points to a school.
- Pick up bulk items when a special phone call was made -- sometimes takes days. Taking oversized [flattened?] boxes away even when they're not in the recycling can -- b/c cannot fit.
- Larger recycling bins.
- Less limitations/restrictions on larger items (big boxes have to be flattened and bundled, etc.) for trash removal.
- Be able to sign up for discounts & special pick-ups for large items online.
- Yard waste removal needs to extend through December!
- More timely pick up each day. So days there are late pick up's
- electronic item pick-ups
- pick up what they drop
- Reduction in fees, if not used weekly
- They skip me often BIG PROBLEM
- Pick-up trash without putting paper/trash on street
- Sometimes I could use a larger bin.

- One more solid waste can for home
- On time, do not miss schedule
- When they empty receptacles don't leave more trash on the ground than what you picked up.
- special pick-up of hazardous waste annually
- Portal for company
- Make rewards better. Very few that I would personally use.
- It should include a convenient way to dispose paint cans.
- New cans to residence every few years
- Better clarity on disposal of old TVs and bulk pick-up
- Accept more for recycling like styrofoam, etc. Completely empty trash cans, especially Recycle Bins
- Let us know when last leaf pickup will be
- Periodic notice of available points
- Very pleased with the program we have!
- clearer rules on what can be picked up and special cases
- Service is poor. Often hit or miss.
- Regular communication about what can be recycled, with examples
- See City of Troy online can check, by item, if/where things can be recycled...each type
- My only issue is they generally leave the containers in the middle of the drive that poses a safety risk when trying to turn in the driveway off busy street.
- Be more careful with totes.
- styrofoam recycling

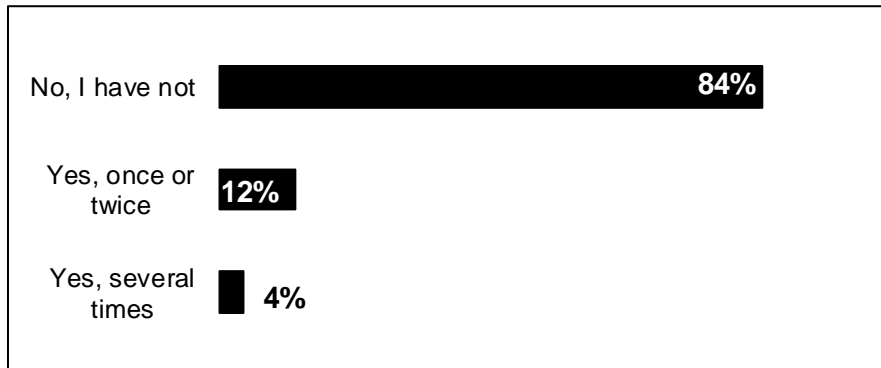
- Should credit city taxes for recycle amounts.
- more reminders of what they offer for pick ups
- yearly updated info
- Extend recycle compost waste 2 weeks into December
- Remind everyone, perhaps new stickers what goes in each bin
- several times the recycling truck driver has spilled products on the street and drove away
- They should allow a longer seasonal relief period for snowbirds. It's now only two-three months, but many people are gone for six months.
- Join SOCCRA
- The new company who picks up trash, recycling and yard waste is not as good as the previous company. The current companies customer service is horrible and most of the time I can't get through to customer service. Also they pick up yard waste very late at night.
- bigger recycle containers
- Do not know how to use. More info on this to make easier to use.
- Add more kinds of plastics, glass bottles etc. to recycle
- Better information explaining items that can be recycled and how to properly use the program. Better payment and billing information.
- Reliable on pickups
- They seem to scatter some trash/recycling. Can they pick it up?
- GFL can stop leaving garbage all over my lawn
- Bring back emagine popcorn as a recyclebank reward!
- colored glass should be recyclable
- Consistency
- Make sure trash cans are returned to property and not thrown into the street.

- Make sure to fully EMPTY my trash bins. Stop damaging my trash bins.

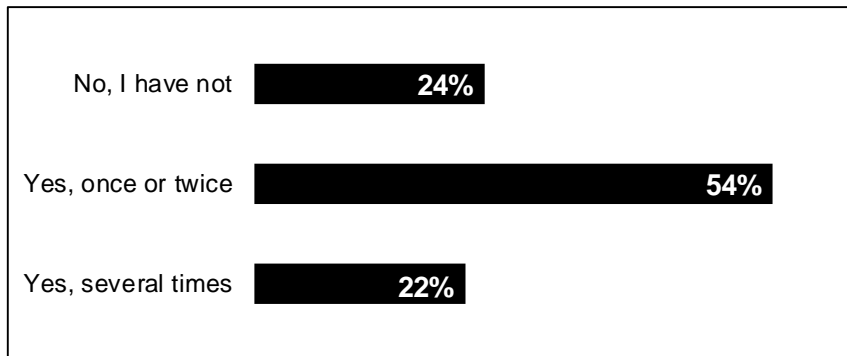
28. How do you find information about your community? (n=273)



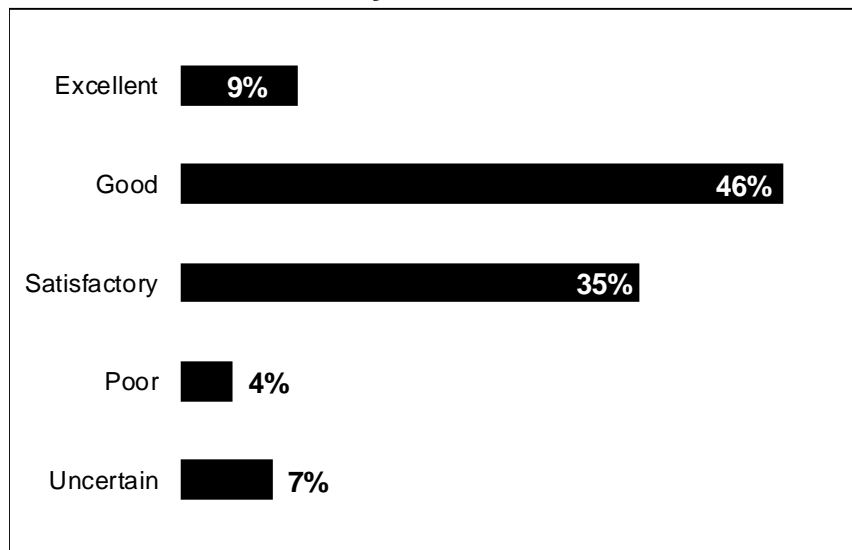
29. Have you watched Rochester Hills via cable television during the past six months? *(n=293)*



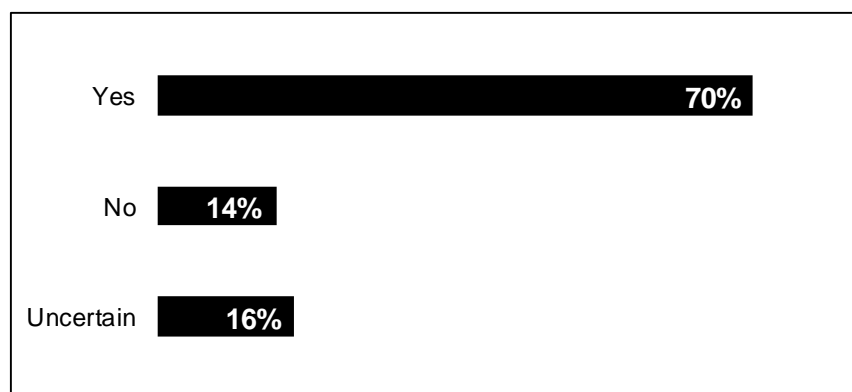
30. Have you visited the city's website during the past six months? (n=292)



30a. If Yes, how would you rate it compared to others you use? (n=223)



30b. Did you find it easy to navigate? (n=29)



30c. Can you recommend an improvement you would find useful?

- Yes, start over, copy a site that has a good review
- simplify dropdowns
- Simpler more graphics operations (too much text)
- The Search Function needs improvement to allow quick searches on "key words" like "recycle."
- Don't want to have to create a password or an account just to check out the site
- offer real time updates on road construction
- Easier to use
- Have a list of common needs and click on them to navigate you to where you need to go.
- more search functions
- Improve FAQ
- Don't use 3rd party links to unnavigable documents
- Make it more user friendly as far as menus and search functions.
- make more user friendly
- Click to call links on mobile browsers
- The website is not intuitive to me. I've spent time going round in circles trying to find information
- more direction when you move things
- more interactive park links please
- Yes, update the city website to make it more user friendly
- better search feature

- Maybe more newsletters like what Rochester does.
- cleaner front page, easier navigation
- Needs to be more intuitive/use friendly

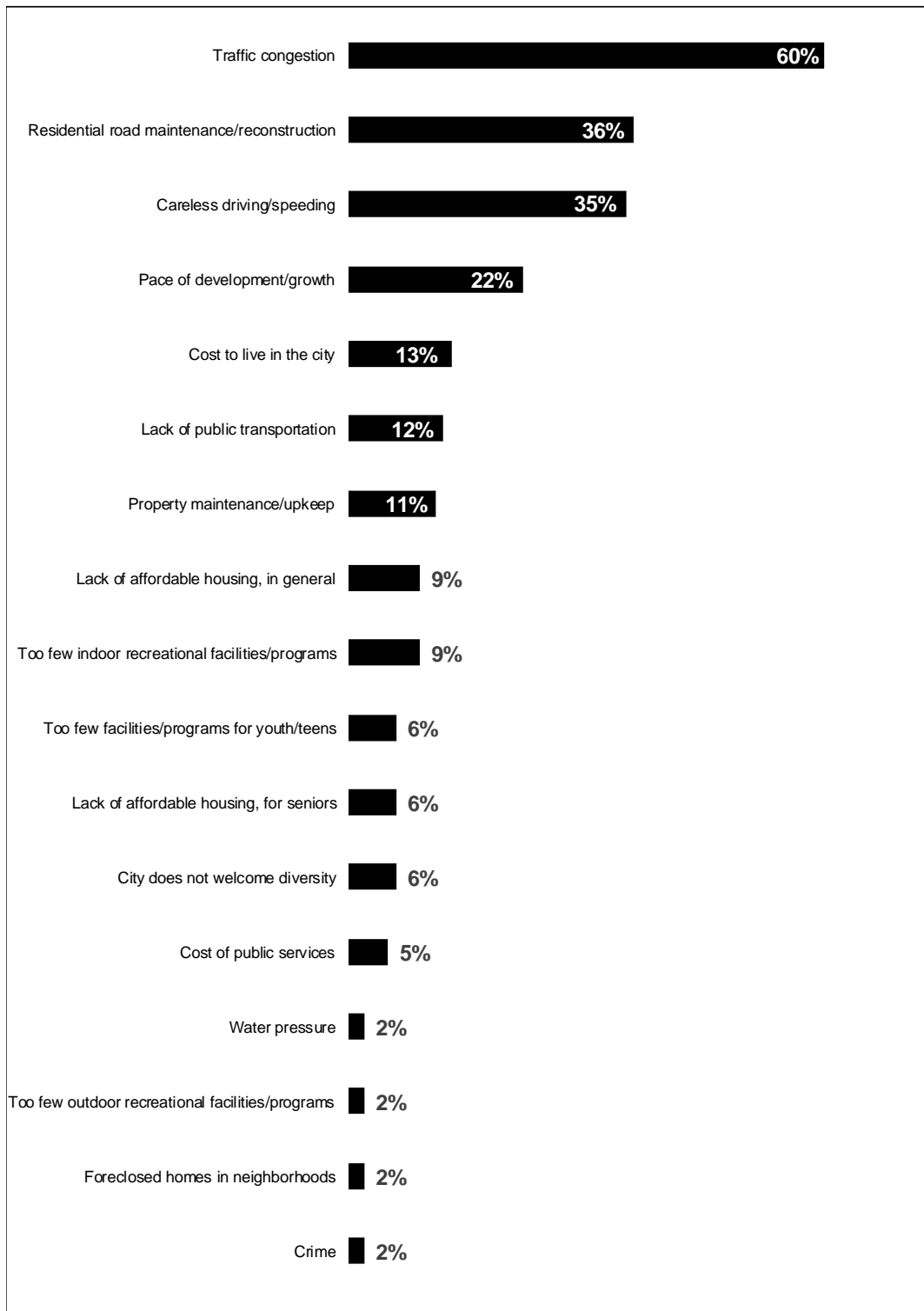
Part 7: Problems & Solutions

Traffic congestion stands alone as the most serious problem facing the city according to 60% of those answering this question. There is a substantial gap between it and items two and three on the list: residential road maintenance/reconstruction (36%) and careless driving speeding (35%).

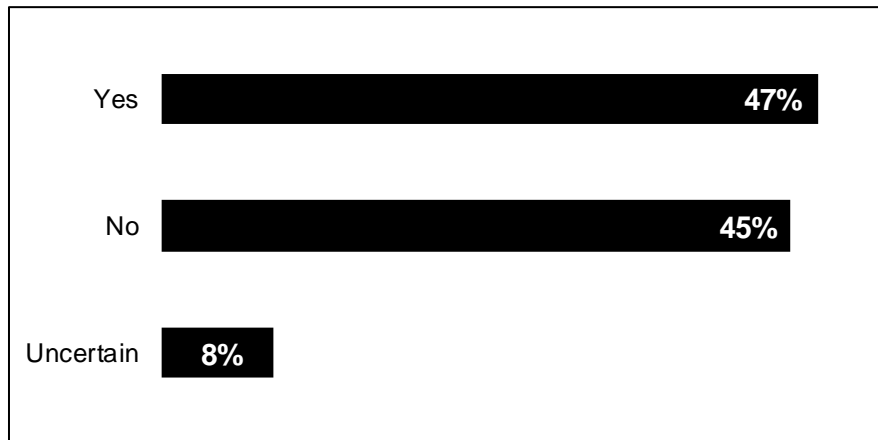
Respondents are split on whether deer are a problem in the city: 47% say Yes, 45% say No. Those numbers are 30% and 43% respectively on coyotes, and more than one-quarter of the sample (27%) is Uncertain on the matter.

Our question around consumer behavior patterns reveals that those surveyed are most likely to do their grocery shopping in the city, i.e., 80% say they do more than half here. In contrast, a majority (56%) seeks entertainment elsewhere.

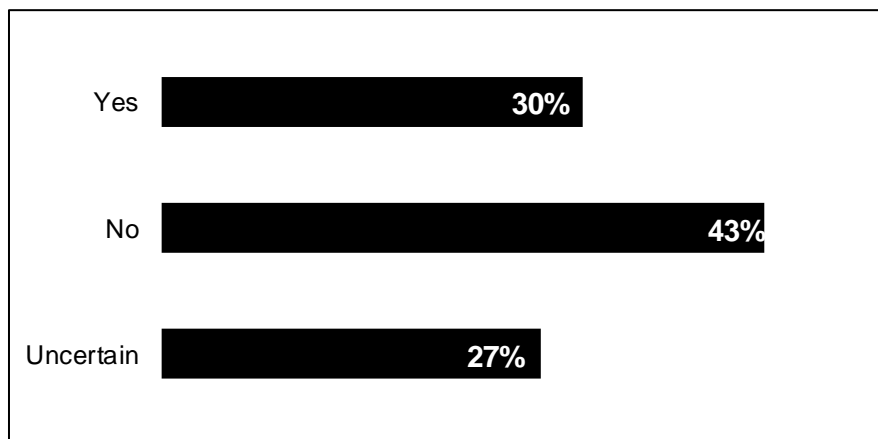
31. What would you say are the three most serious problems facing the city today? (n=258)



32. Would you say that deer are a problem in the city? *(n=294)*



33. Would you say that coyotes are a problem in the city? *(n=290)*



34. How much of each activity listed below would you estimate that you do in the City of Rochester Hills?

	<i>n</i>	0%	25%	50%	75%	100%
Shopping, grocery	288	2%	5%	13%	41%	39%
Car-related: sales & service	282	23%	25%	15%	16%	21%
Services (e.g., dry cleaning, insurance)	268	15%	24%	18%	24%	19%
Medical/health services	287	11%	26%	20%	25%	18%
Shopping, retail	280	3%	21%	36%	32%	8%
Dining out	288	2%	28%	33%	31%	7%
Recreation	274	14%	30%	30%	22%	4%
Entertainment	272	18%	38%	27%	13%	4%

Part 8: Please Tell Us About Yourself

Reputation, schools, and location are the top three reasons these folks say they decided to move to the city. Family is cited frequently in the *Other* category of factors involved.

The vast majority of this sample (85%) works outside the city, with a median travel distance of 10 miles round-trip daily.

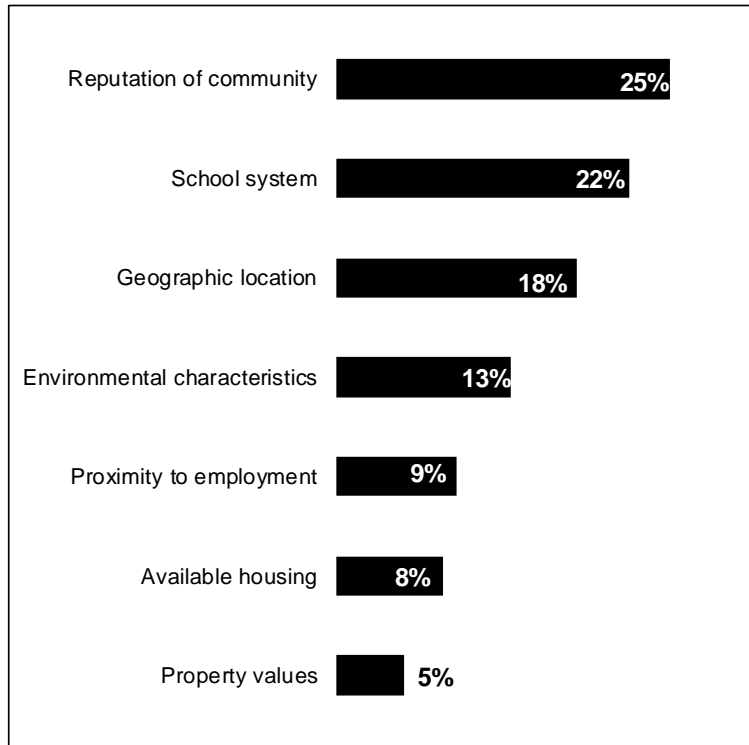
Overall, a combined 97% of those surveyed say they are Very/Satisfied with Rochester Hills as a place to live. Similarly, nearly two-thirds (64%) indicate that they would be Extremely Likely to recommend the city to others, i.e., estimating this as a 9 or 10 on a ten-point scale.

“Community” and “safe” dominate the word cloud for things respondents like best about living in Rochester Hills. “Traffic” and “roads” are the most common words used when asked what one thing each person would like to see improved in the city (thus also matching the dominant signal in Question 31).

Continuing this theme, 62% of the sample ranks Road Improvements as #1 on the list of items for which they would be most willing to support a future millage increase. Public safety, parks, sidewalks in neighborhoods, and public transportation follow, in that order of priority.

Some 12% say they are thinking about moving away from the city in the next six months. The primary reason? Real estate: buying up or downsizing.

38. What would you say was the most important reason that you decided to live in Rochester Hills? (n=223)

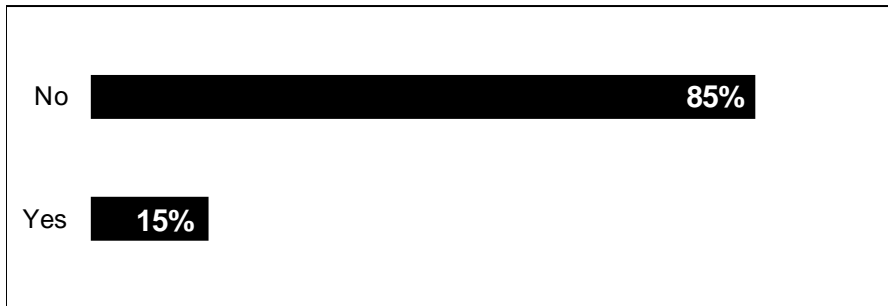


Other reasons cited:

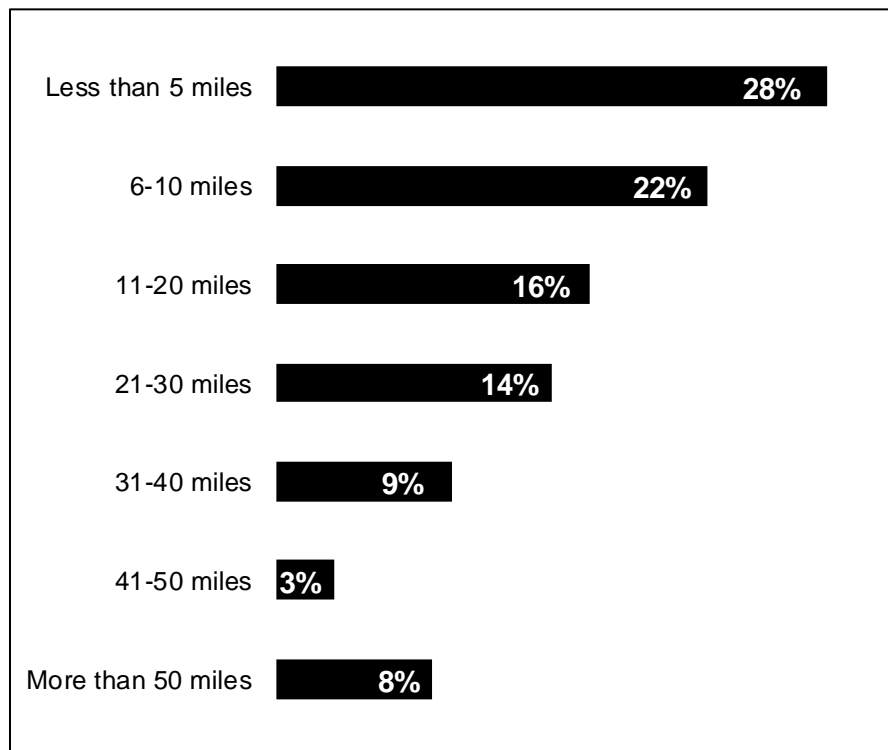
- | | |
|--|--|
| Liked the unit & area | My friend had the house and sold it to me |
| Family home | Good schools/good community to raise family/good investment |
| Job promotion from another state | Small town living |
| Live near family | Husband |
| Amenities | Near family |
| Grew up here | Area I wanted to live |
| Grow up here/family | Moved closer to my family |
| Just married -- moved into Hampton apt | Parents bought property |
| Parents moved here | Walkability |
| Wife wanted to | My family has lived here since it was farmland before the 40s |
| Born here | My wife lived in RH so I moved here with her when we got married |
| Our house | All of the above |
| Born into it | |

39. Do you work in the City of Rochester Hills?

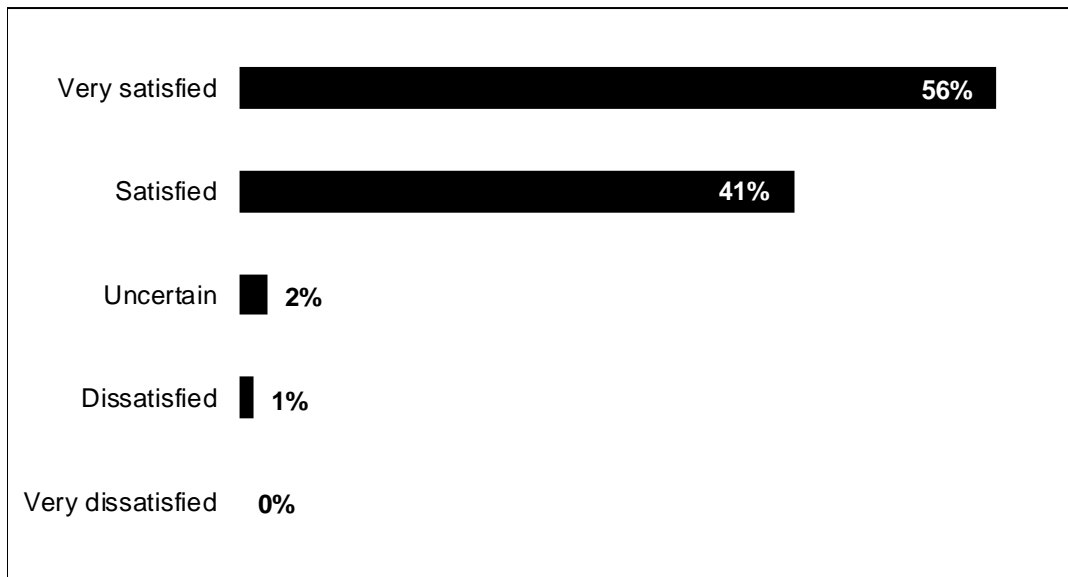
(n=294)



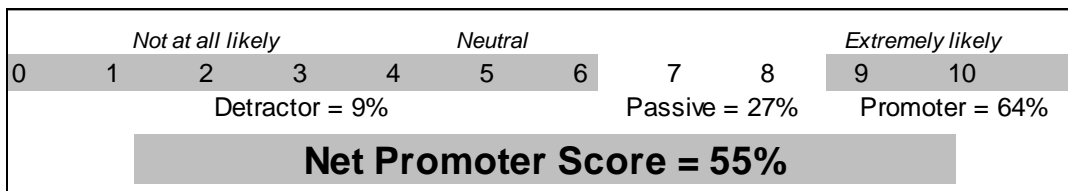
45. Approximately how many miles do you travel to work each day, round-trip? (n=244)



40. Overall, how would you rate your satisfaction with Rochester Hills as a place to live? (n=295)



41. On a scale of 0 to 10, how likely would you be to recommend Rochester Hills as a place to live? (n=293)



42. What word or short phrase would you say describes the thing you like best about living in Rochester Hills?

- Location
- It used to be the 'country' but the city has been overbuilt -- It's lost its charm.
- Crime -- beauty of nature
- Neat & orderly
- Safety & a caring and qualified mayor!!
- Safety
- The Community -- everything we need is a short drive.
- Biking
- Quiet, trees & nature
- Nature
- Easy
- Very family friendly with great schools
- The people.
- proximity to all stores, restaurants, services
- Feel safe, clean & comfortable
- People always out & about/active community
- Lots of events/things to do
- Everything close by -- close to family
- Safety
- Balance of nature/city life

- There is no reason other than I can afford to live here right now.
- Comfortable, quiet, friendly & convenient community
- a melting pot of diversity
- Homey --
- Safe
- Safe
- Low crime
- small town feel
- Everything!
- Small town feel with the perks of a larger city (dining, shopping, etc.)
- Community
- Rocks, trees and trails!!
- Diversity Training in Rochester Schools/Police Dept etc
- the Library
- Convenience
- Community events
- Reputation/sense of community
- Safe, clean, good employment.
- Downtown Rochester, accessibility to the OPC
- School community
- HARD WORKING RESIDENTS, take care of themselves & their properties.
- Low Crime Rate

- Downtown
- Convenient
- School system and property values. Very safe for kids and families.
- Beauty/Nature
- close to grocery stores, and hospital
- many parks, close to many malls, & shopping places
- ability to bike or walk on trails
- Green
- Family oriented
- The trails & our downtown
- Diverse community with great schools and safe environment to live.
- Living quality
- location
- Nice neighborhoods/value of cost of living
- Hometown feel
- Trees
- Diversity
- I enjoy the comfortable living and safety. Its not a population that pretends they have money or tries to play a part.
- It's a nice area
- Location
- It offers everything I value!

- Love RH! Grew up here
- Safety, clean
- I love this city
- property values stay high/stable
- Location
- Everything is close. Have everything I need in a short distance.
- cool community & location
- "Family Community"
- small city living with woods
- Welcoming.
- Safe and convenience of services/stores
- School
- I like how local everything is
- great location, great parks
- Safe
- fair taxes/close to Downtown
- Community
- Mostly nice neighborhood
- Safety, recreation
- Down Town
- Diversity in residents and natural preserves
- Location

- safe and friendly environment
- Environment
- Library, book mobile, & schools
- great place to raise a family
- More or less small town living, plus good shopping.
- Good quality of life
- Great community to live in.
- Friendly
- Trees
- good schools
- Amenities
- Beautiful [illegible] community
- The activities bringing together community, including the trail system
- It is a very active place to live
- Kinda the middle of other cities
- Pleasant surroundings and great parks
- Great schools, safe & clean neighborhood
- Great community and natural environment
- community safety
- Wonderful
- nature
- cleanliness and safety

- small town feel
- safety & education
- Upscale and clean community
- Safe
- The walkability and well maintained parks/trails/green space is really great.
- Downtown Rochester Hills. The library.
- Convenience, beauty of the area
- welcoming
- sense of community
- pleasant environment
- Close to everything I need
- Downtown Roch is great. Dining options, Xmas lights & entertainment.t
- proximity to parks trails, recreaton
- Everything you can possibly need can be found locally.
- City planning. I do question the pre-school across from Adams HS
- Close to work, stores, parks, etc.
- our neighborhood
- * downtown is welcoming, Bright Lights & so many activities *
- Community
- Safe
- Active
- peaceful & safe

- You have everything that a major city offers, but space to live & play
- Peaceful place/beautiful landscapes
- safety
- I like nature, Roch. have many nice park
- Beautiful parks
- Shopping, parks, diversity, safety
- Trees & hills & cleanliness
- Has maintained its semi-rural character
- Clean, Comfortable
- People & value
- quality of life
- Bike trails, downtown
- minutes from downtown, lots of shopping, beautiful neighborhoods.
- safe
- Safe and comfortable place to live
- Easy access to all medical services, shopping & good neighbors.
- Close to nature but close to city
- Schools (in general, but need more teachers, better 25:1 ratio).
- Community
- outdoor enthusiast friendly
- Anything I need (shopping, dining, entertainment) is within a 5 min. drive. Or walk. Parks & trails are also top notch.

- Until last few years, tall trees lining our [streets?] and neighborhoods. Small town yet has access to freeways.
- Nice community and downtown area
- Recreation (OPC, Paint Creek Trail)
- family focused
- comfortable
- easy access to freeway
- safe
- Community and friendliness.
- Variety of shopping and restaurants
- The trees
- Small town feel with Big City features.
- Safe, pretty, nice downtown & activities. Great place for families.
- Trees
- Downtown activities
- good neighbors
- It's where I bought my first house
- It's home :) I have lived here since 1980.
- Good place to live.
- Rolling beauty with city amenities
- The green space and public schools.
- COMMUNITY

- Community focused on family.
- It has everything I need.
- Conservative
- Safe, Progressive, Outdoor Activities
- open space
- I like everything about this city. Great neighbors.
- Great location, affordable housing, great community and variety of choice in terms of dining.
- family oriented city
- All the trees and the river
- My neighborhood has lots of trees and good hardworking folks
- wonderful community support
- Green spaces
- Its about family & fun!!!
- Location Shops Restaurants
- Convenient to metro Detroit
- Very convenient to shopping, medical, freeways
- Feels like home
- Community feeling -- Downtown Rochester -- library -- schools -- parks -- youth sports -- adult recreation options
- Educational System
- good family community
- safe, clean

- R.H. is conveniently located.
- Sense of community
- Community
- Welcoming
- RHPL
- Location of services
- Convenience & variety of shopping, dining and access to M-59 (east/west) & I-75 (north/south)
- Sense of Community, Schools
- Family Friendly Environment
- lifestyle
- friendly -- upscale -- safe
- nature
- opportunity
- Quality of life
- safety
- we love our little subdivision (Rochdale)
- very good school system, clean, safe
- the people, dining, shopping
- Clean, safe, family-oriented, attractive.
- safe
- Clinton River and Freeways

- Diversity and family oriented
- Simply, everything.
- it feel like home
- Safety
- good location, nice people
- It has everything you need
- OPC
- safety
- Safety and recreation
- Peaceful
- Friendliness...downtown atmosphere
- It has a small hometown feeling.
- The proximity of the Library is walking distance to parks, shops and restaurants. Walking paths link everywhere
- safe
- location
- Community
- Great access to outdoor activities and a nice downtown.
- clean
- Clean environment, low noise and low crime rate.
- schools
- comfortable and friendly

- Community
- the OPC and library

neighborhood Peaceful nice many dining proximity Diversity Convenient clean quality life
close parks trails parks everything need live stores good Small town feel
location safe clean city people schools activities safe
environment community Convenience great services
safety place downtown need family lots trees sense community
shopping family oriented everything shops restaurants comfortable area
nature place live Library Welcoming friendly walk trails

43. Using a word or short phrase, what one thing would you like to see improved in Rochester Hills?

- Traffic congestion
- activities for our children
- Stop housing construction; clean up streets -- too much litter.
- lower speeds
- Good marks on the roads -- good lines -- especially along shoulders -- maybe a few more street lights in dark places -- *Brighte Street Signs* *Numbers on stores -- (addresses).
- Roads
- Congestion. Adams & Tienken, which is already a nightmare, will be impossible once that pre-school opens.
- Street lights
- More things to do
- Less construction please
- Diversity/culture
- Roads & repair & congestion.
- more bike, hiking trails
- Better traffic flow
- Family activities
- Diversity
- Traffic congestion
- More inexpensive/free outdoor programs
- Traffic

- Reduction of speed limit on dirt roads
- Drainage for property in old Avon Township very, very, poor
- Major road maintenance
- Traffic chaos!
- diversity
- Roads, traffic
- I hate the traffic lights. Red one way, green the other. Too many accidents caused by confusion.
- Roads -- Livernois
- Roads
- Street lights
- Diverse population in communities
- More cool cultural venues -- Live music, galleries. Do an Art Prize event
- Average eating plac[es]
- Roads, traffic (ideally w/o widening too many roads but Livernois makes sense) & Black topping one of the trails for in-line skaters, etc -- part of Paint Creek
- extra Fees ex. Garbage
- Bring more jobs to city and improve roads.
- Better urban planning -- politicians not in office for "life" i.e. Mayor Barnett --
- Inequity of N. Rochester Hills and S. Rochester Hills
- Diversity (the kid getting shot at was not cool)
- Rebalance the "DEER POPULATION" to the level per square mile that it was in 1994 (NO DEER in our neighborhood).

- more affordable housing that are not mobile homes
- Free parking downtown
- Diversity
- Roads
- slow down the building/growth
- lower crime/too much traffic
- I would like to have some public transport to be available and schools getting on board with late start for middle & high schools.
- more green space -- slow down development
- diversity
- Traffic
- To have public transportation
- Village of Rochester Hills shopping district needs a magnet store to replace Carson's.
- roads
- Dirt roads to publicly funded schools (Hugger, others)
- Roads
- Widen roads
- Public Transportation
- Stop killing all the green space!
- Too congested and expensive
- Lack of upscale dining
- Roads
- Traffic

- Widen Adams Road --
- More nature
- Public Transit!
- No changes
- Don't think it's a very friendly town. How can you improve that? Not easy. LOL
- drivers knowing how to use round-a-bouts!
- Roads!
- Roads
- Widen some roads to relieve congestion
- unsure
- Roads
- ROADS!
- Keep the nature. Don't built to much
- Roads and school flashing beacons for private schools
- We need sidewalks on the bus loop side of N. Hill Elem. from Tienken to Red Oak to Sycamore lots of kids walking to school here
- Water price
- street lights
- Community Center
- Pot holes
- Roads/congestion
- Traffic flow

- controlling the deer population
- Roads (Livernois)
- more annuals (flowers) as hanging baskets on main street
- Less development
- Drugs in schools
- Adams Rd.
- Congestions on the roads.
- Traffic flow on Rochester Road
- Public transportation
- diversity of residents
- Longer green arrows for left turns
- Livernois road
- The snooty residents in north RH but I don't think you can change that :))
- Lower cost of living; home purchase
- Traffic
- It took too many months to complete construction work on Walton Boulevard in 2018, causing great inconvenience for the residence.
- Woodpecker control
- power grid
- Roads (but they are not that bad)
- Livernois, potholes
- overall congestion. more non-chain restaurants.

- more parks
- DECREASE REAL ESTATE TAXES
- Decrease construction! - Traffic congestion.
- Traffic congestion
- The traffic congestion and unsafe driving on rochester rd. is a hazard.
- The shops & bars & paved the roads
- Roads
- more pickleball courts
- sub roads
- roads & traffic
- Better roads -- less travic
- Lower taxes
- *Diverse cultures are not always "assimilating" to USA, Rochester "way of life." *Run down neighborhoods. *Slow growth down! Reduce commercial/residential expansion. Every empty space has/is been replaced by a new business or residential community.
- Livernois Road in front of RHS needs repair!
- Livernois Rd between Tienken & Drexelgate
- Traffic
- Better shopping and decent places to dine in downtown area
- Less development/congestion. Keep Rochester QUIANT.
- not so dense populated
- Improved roads (i.e., Walton near O.U.)
- Traffic/roads

- roads
- Better use of property taxes (mine went up \$2000 from a new build (2013) in Troy!)
- More upscale restaurants, not family or sports bars
- Don't raise taxes
- Less development. We have too many malls, and other commercial development already.
- Less traffic
- Traffic
- the weather
- Getting rid of deer herds in North Hill subdivision
- Diversity
- biggest issue I feel at the momens are deer & traffic congestion
- Reduce traffic
- park
- Road/traffic planning and road improvements
- Free transportation for seniors and students
- teacher/student ratio
- Traffic congestion and deer
- expenses
- community garden, recycle options
- Traffic congestion
- Builders need more restrictions as to tree removal -- replacing with small landscape trees is not acceptable.
- Road congestion on Rochester Road

- Traffic (all the new housing being built is going to overload services and roads)
- deer problem
- diversity
- cull the deer
- Better enforcement of city ordinances of litter and "junk" around homes & businesses leading into Roch Hls in subs.
- Diversity
- Deer Control
- Traffic flow. Turn-about (Roundabouts) really help.
- Picky people leave
- more public transportation
- traffic
- Love to see more Autism friendly activities
- Careless drivers speeding through Rochester ignoring speed limit, fail to yield, as they race to work, school. Disobey basic driving rules. Drivers are passing in left turn lane on Tienken Rd -- frequently driving over speed limit -- They ACCELERATE INTO the rotary on Tienken -- westbound & eastbound drivers -- I am in the rotary yet I have to yield to them. This happens frequently :(
- Widen up major roads.
- Roads in our neighborhood
- Slow the commercial growth which contributes to congestion of green space.
- install sidewalks
- Traffic/transportation
- Police presence increased.

- traffic
- Recreation
- Traffic flow on Rochester Road
- traffic enforcement
- I wish Avondale school district was part of Rochester school district. Or have a school of choice option. Didn't like how the city divides the school district.
- The road conditions. PAVE Dutton
- Less development
- Slow down construction and preserve the nature around us
- Traffic
- Less commercial growth
- Concerned about over bld. in same location. Lack of participation by residents regarding planning.
- Entertainment and shopping
- Deer population
- Slow the growth.
- Dirt roads graded more often -- better yet, paved!
- Roads
- less traffic
- indoor facilities (sports, games center)
- Road surfaces are poor in many subdivisions and roadways such as Livernois.
- Roads (condition) and congestion + no dirt! -- and the deer!
- Shopping Retail -- Less Driving

- Road maintenance/efficiency
- Deer overpopulation
- Property maintenance
- Traffic Congestion
- entertainment
- Roads & traffic
- Traffic flow
- curbside leaf pickup!!! (vacuum truck)
- I'd like to see a movie theater where Carson's was and to require larger lots for giant houses
- You need two-hour free parking at meters to match the parking structures.
- better restraint/bar scene for young professionals
- More parks, library drop boxes
- Less business development on Rochester rd
- reduce cost of administration
- Traffic and "deer" problem
- less traffic, won't happen!
- roads -- traffic
- public pool or city pool
- traffic flow
- Traffic/roads
- Less traffic congestion
- roads

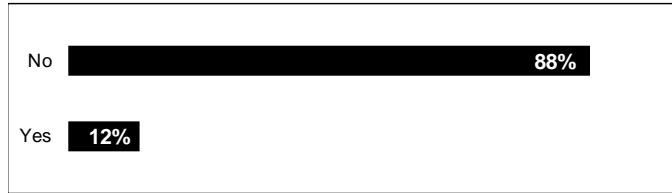
- roads, traffic
- Congestion
- More bicycle based infrastructure
- nothing
- Stop displacing deer because animals matter too!
- GFL sucks. why did we switch?
- Indoor recreation facilities including a gym for residents
- Roads
- maintenance of residential streets

street community school street lights Rochester built Better Lower Less Reduce
Traffic congestion Rd Traffic Less development
roads Dirt roads congestion Slow Diversity public deer
Adams Livernois maintenance Traffic flow new public transportation Widen

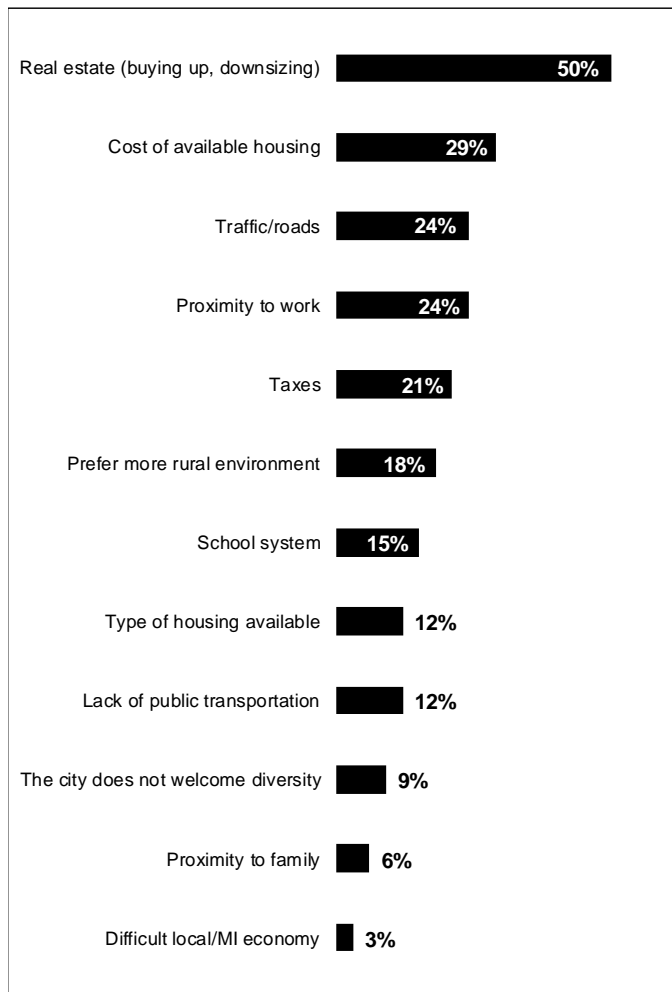
44. The city is NOT proposing raising taxes at this time, but we would like to know what improvements are most important to you. From the list below, please rank the items you would be most willing to support in the future through an increase in millage. (n=267)

	Rank				
	1	2	3	4	5
Road improvements	62%	25%	9%	4%	1%
Public safety	21%	36%	18%	16%	9%
Parks	12%	17%	36%	24%	11%
Sidewalks in neighborhoods	12%	17%	22%	28%	21%
Public transportation	11%	11%	11%	19%	48%

46. Are you thinking about moving away from Rochester Hills during the next six months? (n=289)



If Yes, which of these reasons would you say matters most to your decision? (n=34)



- Other reasons:
- Downsizing & cost of condos, not feasible for what I want
 - Senior housing
 - Has become too commercial -- no space available.
 - Commercial & residential expansion occurring too rapidly (overgrowth)
 - Our water here is the most I've paid anywhere! It's a shock to most new residents and definitely expensive.
 - Michigan roads
 - Like to live on a lake
 - Owned a house 40 some years. Downsized -- now lease a home.
 - Traffic congestion -- TERRIBLE
 - No mid-priced condos \$3-500K

Section 2: Crosstabulations

4. How would you rate the condition of the following?

c. Major roads in Rochester Hills?

Years of Residence	<i>n</i>	Excellent	Good	Fair	Poor
Less than 1 Year	5	60%	40%	-	0%
1-5 Years	37	24%	43%	24%	8%
6-10 Years	36	11%	53%	25%	11%
11-20 Years	74	14%	62%	18%	7%
More than 20 Years	134	11%	51%	29%	9%

Age	<i>n</i>	Excellent	Good	Fair	Poor
Under 25	8	-	25%	37%	37%
26-35	18	6%	33%	50%	11%
36-45	41	15%	39%	32%	15%
46-55	55	7%	47%	36%	9%
56-65	75	3%	51%	33%	13%
Over 65	86	7%	40%	41%	13%

Sex	<i>n</i>	Excellent	Good	Fair	Poor
Male	144	7%	47%	35%	11%
Female	140	6%	39%	39%	16%

8. How should the following road improvements be funded?

a. Reconstruction/repair of paved streets:

Years of Residence	<i>n</i>	Special Assessment	Millage	Uncertain
Less than 1 Year	5	40%	20%	40%
1-5 Years	37	11%	57%	32%
6-10 Years	35	29%	57%	14%
11-20 Years	71	17%	59%	24%
More than 20 Years	126	13%	50%	37%

Age	<i>n</i>	Special Assessment	Millage	Uncertain
Under 25	7	14%	43%	43%
26-35	16	31%	50%	19%
36-45	39	10%	72%	18%
46-55	52	21%	56%	23%
56-65	72	14%	50%	36%
Over 65	86	16%	49%	35%

Sex	<i>n</i>	Special Assessment	Millage	Uncertain
Male	139	17%	58%	26%
Female	135	17%	50%	33%

8. How should the following road improvements be funded?

b. Long-term maintenance

Years of Residence	<i>n</i>	Special Assessment	Millage	Uncertain
Less than 1 Year	5	40%	20%	40%
1-5 Years	37	5%	65%	30%
6-10 Years	33	15%	79%	6%
11-20 Years	71	10%	67%	23%
More than 20 Years	126	6%	56%	39%

Age	<i>n</i>	Special Assessment	Millage	Uncertain
Under 25	7	14%	57%	29%
26-35	17	18%	71%	12%
36-45	38	3%	76%	21%
46-55	52	10%	71%	19%
56-65	72	7%	58%	35%
Over 65	84	11%	52%	37%

Sex	<i>n</i>	Special Assessment	Millage	Uncertain
Male	138	9%	64%	27%
Female	134	9%	60%	31%

16. "Making public transportation available on select major roads in Rochester Hills would have a positive impact on the community."

Years of Residence	<i>n</i>	Strongly Agree	Agree	Uncertain	Disagree	Strongly Disagree
Less than 1 Year	4	50%	50%	-	-	-
1-5 Years	38	21%	32%	18%	18%	11%
6-10 Years	36	17%	33%	22%	19%	8%
11-20 Years	74	14%	20%	38%	20%	8%
More than 20 Years	131	8%	24%	32%	21%	15%

Age	<i>n</i>	Strongly Agree	Agree	Uncertain	Disagree	Strongly Disagree
Under 25	8	-	50%	25%	25%	-
26-35	17	18%	24%	35%	12%	12%
36-45	41	15%	29%	24%	20%	12%
46-55	53	17%	17%	36%	21%	9%
56-65	75	11%	32%	29%	17%	11%
Over 65	87	10%	23%	31%	23%	13%

Sex	<i>n</i>	Strongly Agree	Agree	Uncertain	Disagree	Strongly Disagree
Male	144	11%	22%	31%	24%	12%
Female	140	15%	30%	29%	16%	9%

21. I would support increasing our fire millage in order to improve fire and EMS service levels...

Years of Residence	<i>n</i>	Yes	No	Uncertain
Less than 1 Year	5	100%	-	-
1-5 Years	38	34%	34%	32%
6-10 Years	35	46%	23%	31%
11-20 Years	75	32%	24%	44%
More than 20 Years	132	27%	39%	34%

Age	<i>n</i>	Yes	No	Uncertain
Under 25	8	25%	38%	37%
26-35	18	33%	28%	39%
36-45	41	46%	24%	29%
46-55	54	35%	30%	35%
56-65	74	23%	40%	36%
Over 65	88	32%	30%	39%

Sex	<i>n</i>	Yes	No	Uncertain
Male	142	27%	37%	37%
Female	142	39%	27%	34%

23. What method of financing would you favor to support current operations at park facilities?

Years of Residence	<i>n</i>	Dedicated millage	General fund tax revenues	User fees	None; reduce operations
Less than 1 Year	4	-	75%	-	25%
1-5 Years	37	35%	32%	24%	8%
6-10 Years	35	20%	40%	31%	9%
11-20 Years	74	24%	34%	36%	5%
More than 20 Years	130	27%	28%	40%	5%

Age	<i>n</i>	Dedicated millage	General fund tax revenues	User fees	None; reduce operations
Under 25	7	-	14%	86%	-
26-35	18	39%	44%	11%	6%
36-45	41	24%	39%	29%	7%
46-55	53	23%	36%	36%	6%
56-65	72	28%	28%	39%	6%
Over 65	88	28%	30%	34%	8%

Sex	<i>n</i>	Dedicated millage	General fund tax revenues	User fees	None; reduce operations
Male	138	28%	33%	33%	7%
Female	141	26%	32%	37%	6%

26. Have you benefited from the Recyclebank Rewards program?

Years of Residence	<i>n</i>	Yes	No	Not yet
Less than 1 Year	5	-	20%	80%
1-5 Years	29	34%	28%	38%
6-10 Years	34	41%	24%	35%
11-20 Years	65	49%	26%	25%
More than 20 Years	123	30%	37%	33%

Age	<i>n</i>	Yes	No	Not yet
Under 25	7	14%	43%	43%
26-35	17	41%	18%	41%
36-45	37	49%	22%	30%
46-55	50	38%	26%	36%
56-65	71	39%	35%	25%
Over 65	74	27%	38%	35%

Sex	<i>n</i>	Yes	No	Not yet
Male	129	40%	29%	31%
Female	127	33%	32%	35%

Section 3: Longitudinal Results

1. How would you rate your contact with...Rochester Hills elected officials?

	2007	2009	2011	2013	2019
Very satisfied	33%	41%	37%	50%	52%
Satisfied	46%	41%	42%	30%	34%
Uncertain	3%	6%	9%	11%	7%
Dissatisfied	15%	12%	9%	7%	5%
Very dissatisfied	3%	-	3%	2%	2%

2. Have Rochester Hills employees with whom you've had contact conducted themselves in a professional manner?

	2007	2009	2011	2013	2019
Very satisfied	42%	38%	40%	53%	57%
Satisfied	49%	54%	49%	44%	39%
Uncertain	3%	4%	7%	2%	1%
Dissatisfied	5%	3%	3%	1%	1%
Very dissatisfied	1%	1%	1%	1%	1%

4. How would you rate the condition of the following?

The street on which you live?

	2003	2007	2009	2011	2013	2019
Excellent	24%	15%	20%	18%	14%	23%
Good	44%	42%	45%	46%	50%	48%
Fair	20%	24%	19%	22%	25%	22%
Poor	12%	19%	15%	14%	12%	8%

Streets in your neighborhood or subdivision?

	2003	2007	2009	2011	2013	2019
Excellent	19%	11%	14%	14%	10%	14%
Good	42%	42%	41%	40%	44%	54%
Fair	24%	28%	30%	34%	32%	24%
Poor	15%	19%	15%	12%	14%	8%

Major roads in Rochester Hills?

	2003	2007	2009	2011	2013	2019
Excellent	6%	1%	2%	3%	4%	7%
Good	43%	43%	38%	25%	40%	43%
Fair	34%	41%	44%	47%	40%	37%
Poor	17%	15%	16%	25%	17%	13%

5. How would you rate routine maintenance on neighborhood and subdivision streets in the city?

	1990	1991	1992	1993	1997	2007	2009	2011	2013	2019
Very satisfied	7%	5%	6%	6%	5%	3%	7%	7%	6%	10%
Satisfied	31%	51%	53%	59%	44%	46%	45%	47%	43%	48%
Uncertain	15%	18%	13%	14%	20%	24%	25%	25%	26%	24%
Dissatisfied	29%	21%	22%	17%	22%	21%	19%	17%	21%	15%
Very dissatisfied	17%	4%	6%	3%	10%	7%	4%	4%	4%	3%

6. How would you rate snow and ice removal on neighborhood and subdivision streets in the city?

	2003	2007	2009	2011	2013	2019
Very satisfied	10%	7%	10%	15%	13%	12%
Satisfied	59%	53%	58%	57%	54%	53%
Uncertain	9%	10%	12%	10%	11%	13%
Dissatisfied	15%	21%	16%	15%	17%	18%
Very dissatisfied	7%	8%	4%	3%	5%	4%

8. How should the following road improvements be funded?

a. Reconstruction/repair of paved streets

	1997	2007	2009	2011	2013	2019
Special assessment	28%	17%	15%	15%	14%	16%
Millage	45%	55%	55%	56%	61%	54%
Uncertain	27%	28%	30%	29%	25%	29%

b. Long-term maintenance

	1997	2007	2009	2011	2013	2019
Special assessment	14%	9%	8%	15%	10%	8%
Millage	57%	63%	64%	56%	65%	63%
Uncertain	29%	28%	28%	29%	26%	29%

9. What is the maximum addition to your property tax bill you would be willing to pay to fund road improvements?

	2007	2009	2011	2013	2019
\$0	20%	17%	12%	15%	15%
\$1-50	27%	28%	11%	23%	23%
\$51-100	27%	30%	49%	31%	31%
\$101-200	20%	18%	22%	25%	24%
\$201-300	7%	7%	6%	7%	8%

11. Do you feel there is a traffic congestion problem in the city?

	1990	1991	1992	1993	1997	2007	2009	2011	2013	2019
Very satisfied	1%	1%	2%	-	-	4%	2%	4%	16%	28%
Satisfied	9%	24%	24%	21%	33%	36%	47%	38%	49%	46%
Uncertain	19%	23%	29%	27%	19%	22%	26%	21%	14%	11%
Dissatisfied	29%	34%	35%	35%	32%	29%	20%	30%	21%	14%
Very dissatisfied	42%	18%	10%	17%	13%	9%	5%	7%	1%	1%

12. On a normal day, how many minutes would you estimate that your travels are delayed by traffic congestion...?

	2007	2009	2011	2013	2019
No delay	7%	10%	4%	7%	5%
1-5 minutes	21%	29%	19%	24%	21%
6-10 minutes	30%	28%	32%	34%	33%
11-15 minutes	21%	17%	21%	14%	20%
16-20 minutes	12%	10%	12%	12%	15%
21-30 minutes	10%	7%	12%	6%	6%

13. Should selected major roads in the city be widened to relieve traffic congestion?

	1990	1991	1992	1993	1997	2007	2009	2011	2013	2019
Yes	79%	74%	72%	75%	81%	66%	54%	53%	55%	55%
No	12%	15%	18%	15%	10%	20%	29%	28%	29%	27%
Uncertain	9%	11%	10%	10%	9%	14%	17%	19%	16%	18%

If Yes, which one major road would you say is most in need of widening?

	2007	2009	2011	2013	2019
1. Adams					1. Adams
2. Crooks					2. Livernois
3. Tienken		1. Tienken	1. Tienken	1. Tienken	3. Rochester
4. Livernois		2. Adams	2. Livernois	2. Livernois	4. Tienken
5. Hamlin		3. Livernois	3. Adams	3. Adams	5. Auburn
		4. Crooks	4. Crooks	4. Rochester	
		5. Avon	5. Avon	5. Auburn, Avon	

14. ...Which of the following match your feelings on roundabouts?

	2009	2011	2013	2019
I like them	32%	47%	51%	57%
They seem to move traffic safely through	31%	39%	45%	46%
They are easy to navigate	31%	31%	40%	41%
They confused me the first time, but I am comfortable now	23%	24%	25%	21%
I do not like them	26%	17%	17%	14%
They seem to be a traffic hazard	18%	16%	17%	13%
They are difficult to navigate	12%	10%	7%	3%
They still confuse me, and I remain uncomfortable	12%	10%	8%	4%

15. How important are...pathways to you?

	2007	2009	2011	2013	2019
Very important	38%	42%	36%	41%	38%
Somewhat important	36%	38%	38%	43%	37%
Not important	24%	17%	24%	14%	18%
Uncertain	2%	3%	2%	2%	6%

18. Would you say that Rochester Hills has just enough, too many, or too few police officers on patrol in the city?

	2011	2013	2019
Just enough	46%	58%	52%
Uncertain	38%	29%	31%
Too few	11%	11%	14%
Too many	5%	2%	2%

21. I would support increasing our fire millage in order to improve fire and EMS service levels...

	2013	2019
Yes	37%	33%
No	36%	31%
Uncertain	28%	35%

22. Have you visited a city park or trail during the past year?*

	1990	1991	1992	1993	1997	2003	2007	2009	2011	2013	2019
Yes	68%	68%	74%	73%	77%	78%	84%	72%	72%	77%	75%
No	32%	32%	26%	26%	23%	22%	16%	28%	28%	23%	25%

*Parks and trails named individually in beginning 2007; comparability threatened.

23. What method of financing would you favor to support current operations at park facilities?*

	1997	2007	2009	2011	2013	2019
User fees	65%	44%	39%	49%	39%	36%
Dedicated millage	7%	15%	18%	15%	14%	26%
General fund tax revenues	19%	33%	36%	28%	42%	32%
None; reduce operations	9%	8%	7%	8%	5%	6%

*1997 stem asked about "improvement and operation" of park facilities.

25. How would you rate Rochester Hills' single hauler solid waste & RecycleBank program?

	2009	2011*	2013	2019
Very satisfied	51%	53%	51%	28%
Satisfied	31%	22%	33%	47%
Uncertain	14%	3%	2%	6%
Dissatisfied	2%	3%	1%	7%
Very dissatisfied	2%	1%	1%	2%

**Does not total 100% because excludes those living in condos/ apts beginning 2011.*

29. Have you watched Rochester Hills via cable television during the past six months?

	1997	2007	2009	2011	2013	2019
No	76%	No, I have not 66%	66%	60%	71%	84%
Yes	24%	Yes, once or twice 19%	24%	24%	19%	12%
		Yes, several times 14%	10%	16%	10%	4%

Note: stem includes "or via YouTube" in 2019, but 0% indicate using that to find city info in Q28.

30. Have you visited the city's website during the past six months?

	1997	2007	2009	2011	2013	2019
No	96%	No, I have not 65%	56%	51%	43%	24%
Yes	4%	Yes, once or twice 26%	31%	33%	38%	54%
		Yes, several times 9%	13%	16%	18%	22%

31. What would you say are the three most serious problems facing the city today?

	1997
1. Traffic congestion	30%
2. Subdivision road maintenance	14%
3. Lack of indoor rec. facilities & programs	11%

	2007
1. Traffic congestion	60%
2. Residential street maintenance/reconst.	42%
3. Development/growth/sprawl	41%

	2009
1. Declining city revenues	41%
2. Residential road maintenance/reconst.	40%
3. Traffic congestion	36%

	2011
1. Traffic congestion	48%
2. Residential road maintenance/reconst.	47%
3. Declining city revenues	45%

	2011
1. Residential road maintenance/reconst.	51%
2. Traffic congestion	47%
3. Careless driving/speeding	24%

	2019
1. Traffic congestion	60%
2. Residential road maintenance/reconst.	36%
3. Careless driving/speeding	35%

Note: Menu of alternatives differs across years; comparability threatened

32. Would you say that deer are a problem in the city?

	2007	2009	2011	2013	2019
Yes	31%	50%	46%	43%	47%
No	57%	39%	44%	45%	45%
Uncertain	12%	11%	10%	13%	8%

33. Would you say that coyotes are a problem in the city?

	2011	2013	2019
Yes	12%	10%	30%
No	57%	57%	43%
Uncertain	31%	34%	27%

40. Overall, how would you rate your satisfaction with Rochester Hills as a place to live?

	1997	2007	2009	2011	2013	2019
Very satisfied	31%	43%	54%	51%	63%	56%
Satisfied	60%	50%	41%	45%	36%	41%
Uncertain	5%	3%	3%	2%	1%	2%
Dissatisfied	3%	3%	2%	2%	0%	1%
Very dissatisfied	1%	1%	0%	0%	0%	0%

39. Do you work outside the City of Rochester Hills?

	1997	2007	2009	2011	2013	2019
Yes	81%	62%	53%	52%	54%	85%
No	19%	38%	47%	48%	19%	15%
Retired					28%	

45. Approximately how many miles do you travel to work each day, round-trip?

	1997	2007	2009	2011	2013	2019
Less than 5 miles	14%	22%	29%	26%	19%	28%
6-10 miles	23%	24%	13%	20%	21%	22%
11-20 miles	29%	19%	20%	22%	27%	16%
21-30 miles	13%	16%	16%	11%	12%	14%
31-40 miles	9%	8%	8%	9%	8%	9%
41-50 miles	6%	4%	4%	5%	5%	3%
More than 50 miles	6%	6%	10%	6%	7%	8%

46. Are you thinking about moving away from Rochester Hills during the next six months?

	2007	2009	2011	2013	2019
Yes	14%	15%	8%	6%	12%
No	86%	85%	92%	94%	88%

If Yes, which of these reasons would you say matters most to your decision?

	1997	2007	2009	2011	2013	2019
<i>Other</i>	19%	38%	39%	37%	26%	26%
Prefer more rural environ.**	25%	18%		8%	21%	18%
Proximity to work	14%	14%	13%	17%	21%	24%
Proximity to family	5%	2%	2%	0%	16%	6%
Real estate investment	8%	8%	4%	13%	11%	50%
Traffic/roads	12%	6%	7%	4%	5%	24%
Difficult local/MI economy*			24%	17%	0%	3%
School system	6%	4%	2%	4%	0%	15%
Taxes	8%	10%	4%	0%	0%	21%

*New in 2009

**Omitted in 2009