

City of Rochester Hills Community Survey: Council Presentation

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Alyce Basil, PhD
Managing Researcher



PROBOLSKY RESEARCH
1629 K Street NW Suite 300 Washington DC 20006

Washington DC
(202) 559-0270

San Francisco
(415) 870-8150

Newport Beach
(949) 855-6400

City of Rochester Hills – Community Survey

Survey Methodology*

	Survey Details
Mode	Phone (landline and mobile) Online (email and text to web) Mail (link and QR to web)
Language	English and Spanish
Length	17 minutes
Target Respondents	City of Rochester Hills voters
Survey Fielding	May 30 – June 12, 2025
Margin of Error	+/-5%
Survey Participants	400

Sample

The sample was secured through the voter file originally compiled by the Oakland County Elections Division. We mailed, called, emailed, and texted voters. We matched the demographics of City of Rochester Hills voters.

Data Collection Explained

Interviews were conducted with live interviewers by phone (16%) and online survey methods (84%). Phone participants were interviewed through landline (22%) and mobile (78%) calls. Online participants were invited by email (5%), text message (15%), and mail (79%) to access the survey by computer, tablet, or smart phone.

Respondents in all modes chose their preferred language, English (98%) and Spanish (2%).

Security measures precluded individuals from completing the survey more than once.

**Due to rounding, totals shown on charts may not add up to 100%*

When comparing to other communities, unsure responses were removed to maintain consistency in reporting to other communities



Probolsky Research is a Latina- and woman-owned market and opinion research firm with corporate, election, government, and non-profit clients.

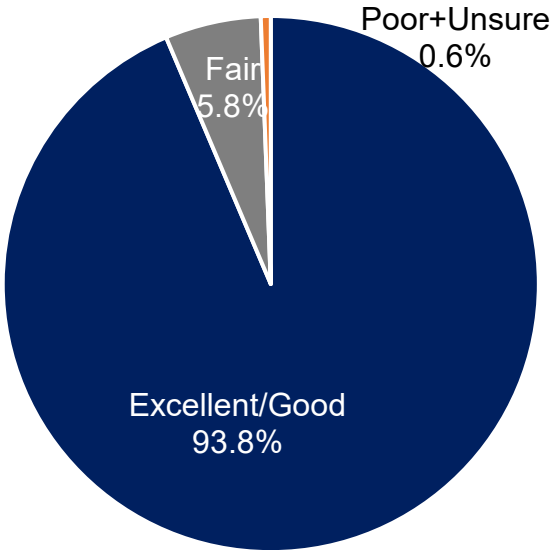


Key Finding #1: Rochester Hills's high rating continues

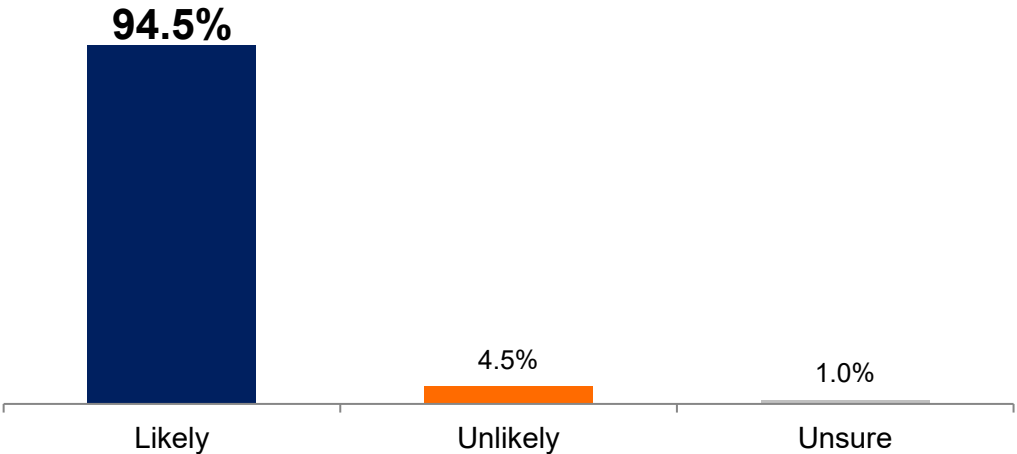
94%

rate the quality of life in Rochester Hills as **excellent/good**

Rating of Rochester Hills as a Place to Live



Recommend Living in Rochester Hills



Ratings Compared to Nearby Communities

	Rochester Hills	Novi (2022)	Sterling Heights (2021)	Orion (2021)
Services Satisfaction	94%	84%	77%	67%
Quality of Life	94%	89%	83%	91%





Key Finding #2: Feelings of safety and satisfaction with police remain high in Rochester Hills; Satisfaction is high for fire, rescue, and EMS services

99%

feel safe in their
home in
Rochester Hills

97%

feel safe in
Rochester Hills
outside their
neighborhood

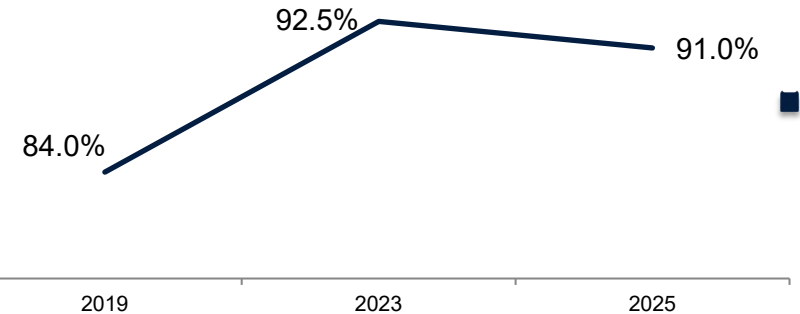
48% feel safe
nationally & 52% feel
safe in Michigan*



*Data derived from 2025 SafeWise Michigan Safety Study

+Data derived from 2023 Gallup poll

Satisfaction with Oakland County Sheriff's Office



69% - National Average of Confidence in
Local Police Force⁺

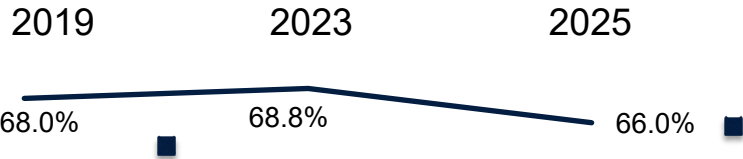
98%

are satisfied with Fire, Rescue, and EMS services
when high percentage of “unsure” removed



Key Finding #3: Satisfaction with road conditions remains consistent; few say Rochester Hills's roads are worse than others

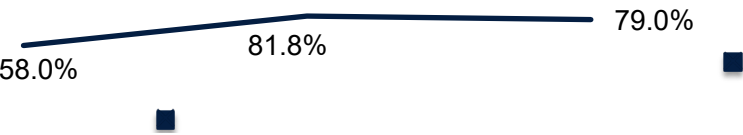
Condition of streets in your neighborhood



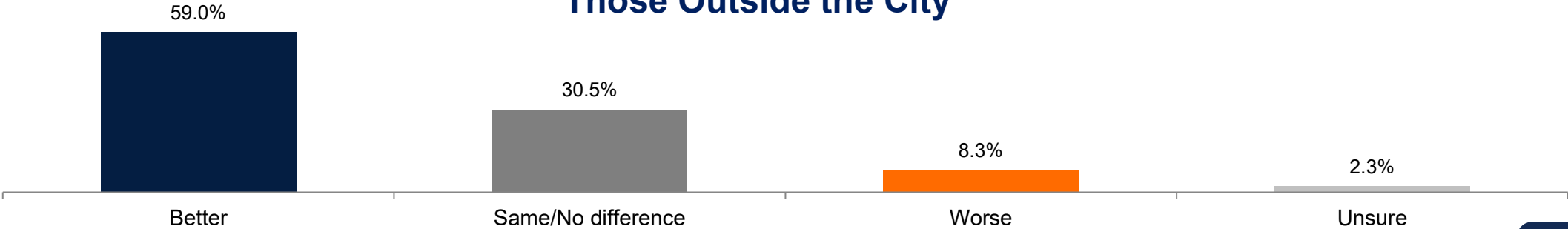
Condition of major roads in Rochester Hills



Routine maintenance on neighborhood streets in the City



Satisfaction with Roads in Rochester Hills Compared to Those Outside the City





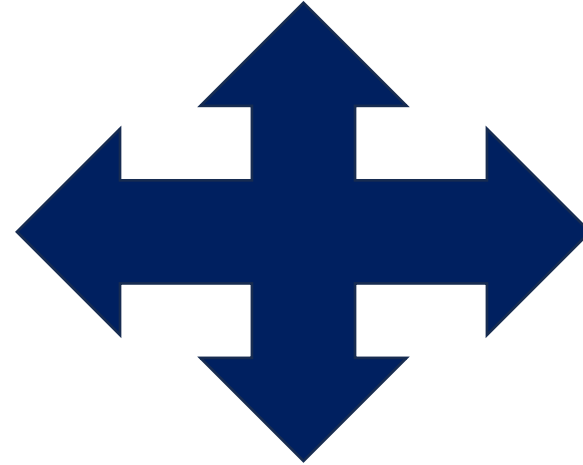
Key Finding #4: While in line with surrounding areas, traffic congestion remains a concern

61%

say they spend 10 minutes or less in traffic on Rochester Hills's roads

48%

are satisfied with the traffic flow in Rochester Hills



64%

say traffic in Rochester Hills is better or about the same compared to other cities

56%

say traffic congestion is a serious challenge facing the City and was the most selected challenge

Traffic Flow Satisfaction Compared to Other Communities

Rochester Hills
48%

Novi (2022)
46%

Troy (2024)
58%

Orion (2021)
47%



Key Finding #5: Additional areas of satisfaction and opportunity

Satisfaction with Parks, Trails, and Green Spaces

Rochester Hills 98%	Orion (2021) 88%	Novi (2022) 85%	Sterling Heights (2021) 82%
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Parks and trails are a key factor in resident satisfaction

94%

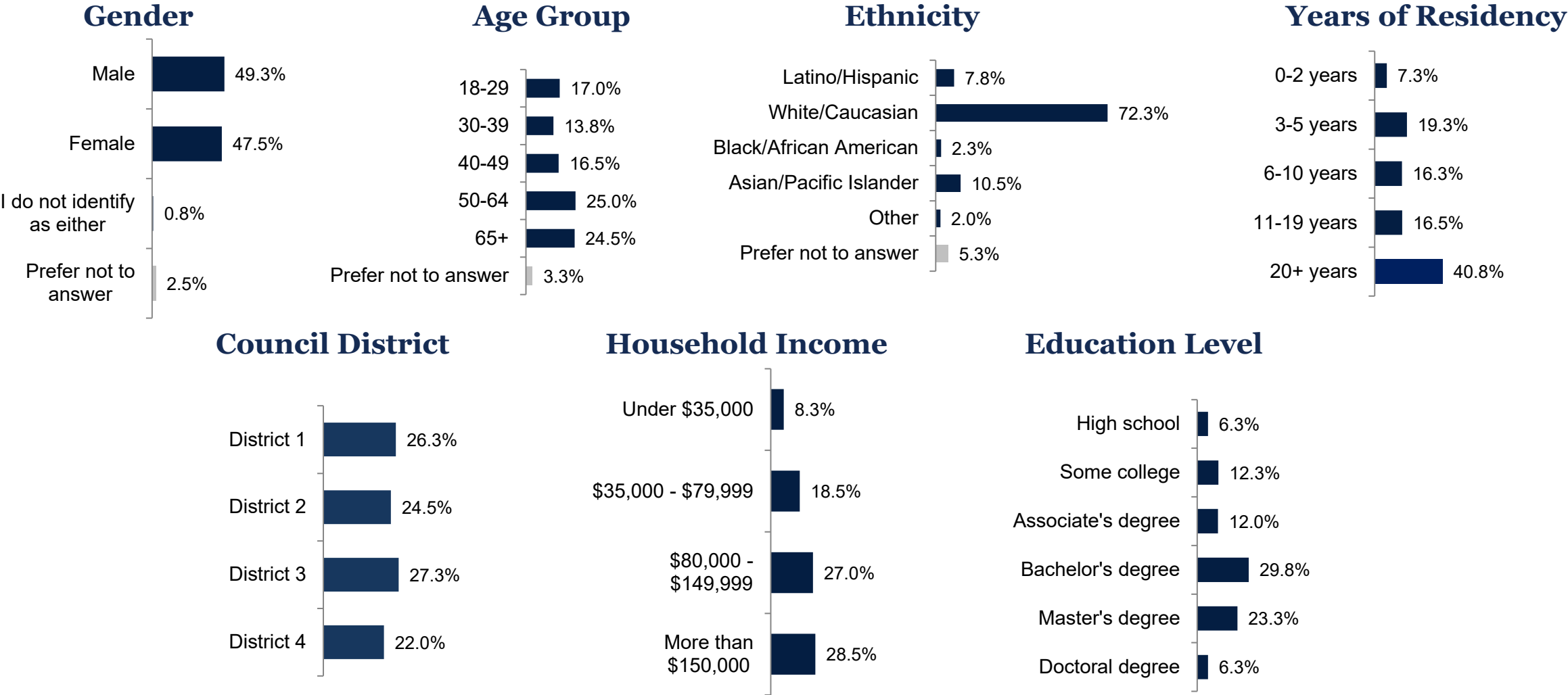
Rochester Hills employees acted in a professional manner

74%

Services for taxes paid are rated excellent or good

While growth and development management is still a concern, resident satisfaction has improved since 2023

Respondent demographics by gender, age group, ethnicity, years of residency, city council district, household income, and education level



Questions?

Adam Probolsky, President

O: 949-855-6400 | M: 949-697-6726

E: adamp@probolskyresearch.com

Alyce Basil, Managing Researcher

O: 202-559-0270

E: alyce@probolskyresearch.com



**Opinion Research on
Elections and Public Policy**



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