

City of Rochester Hills Community Survey Results Presentation

June 19, 2023



**Opinion Research on
Elections and Public Policy**

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City of Rochester Hillss – Community Survey

Survey Methodology*

	Survey Details
Mode	Phone (landline and mobile) Online (email and text-to-web)
Language	English and Spanish
Length	21 minutes
Target Respondents	City of Rochester Hills voters
Survey Fielding	April 20 to April 26, 2023
Survey Participants	400
Margin of Error	+/-5%

Sample

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

Data Collection Explained

Interviews were conducted by phone (34%) and online (66%) modes. Phone interviews were conducted via landline (22%) or mobile (78%). Online participants were invited by email (50%) and text message (50%).

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

The online survey was accessible by computer, tablet, and smart phone.

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

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

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

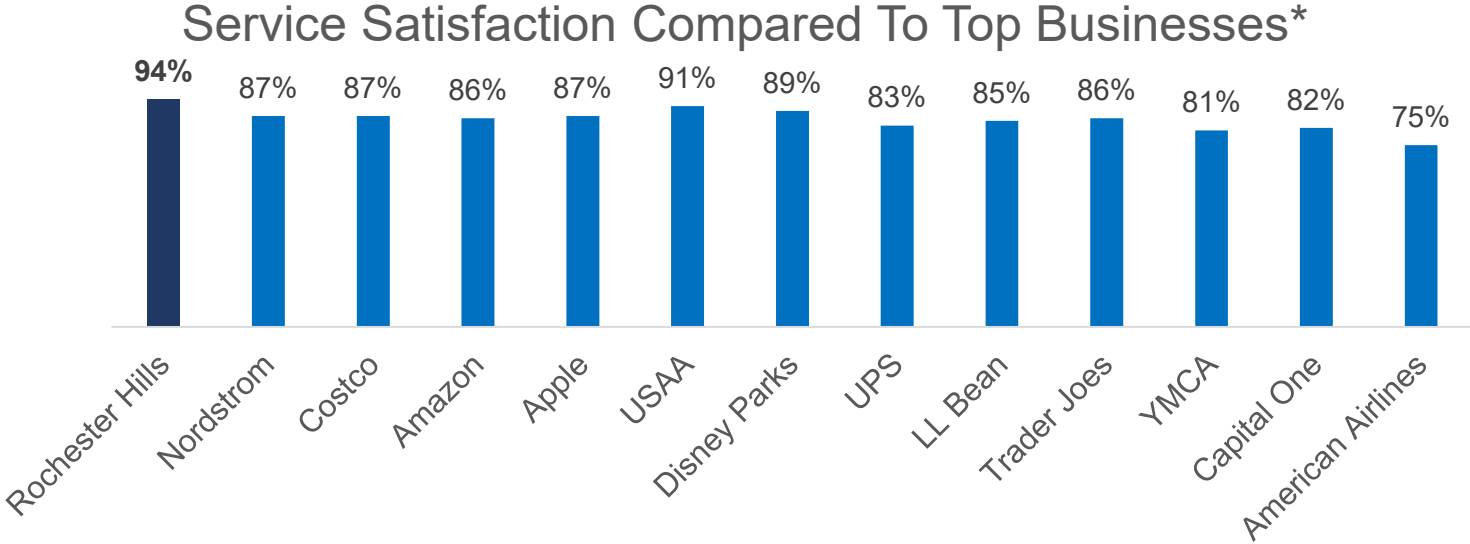




Key Finding #1: Voters are very satisfied living in Rochester Hills

94%
rate the quality of life in Rochester Hills as **good**

- Orion (2021) – 91%
- Novi (2022) – 89%
- Sterling Heights (2021) – 83%
- Royal Oak (2020) – 78%
- Dearborn (2016) – 70%



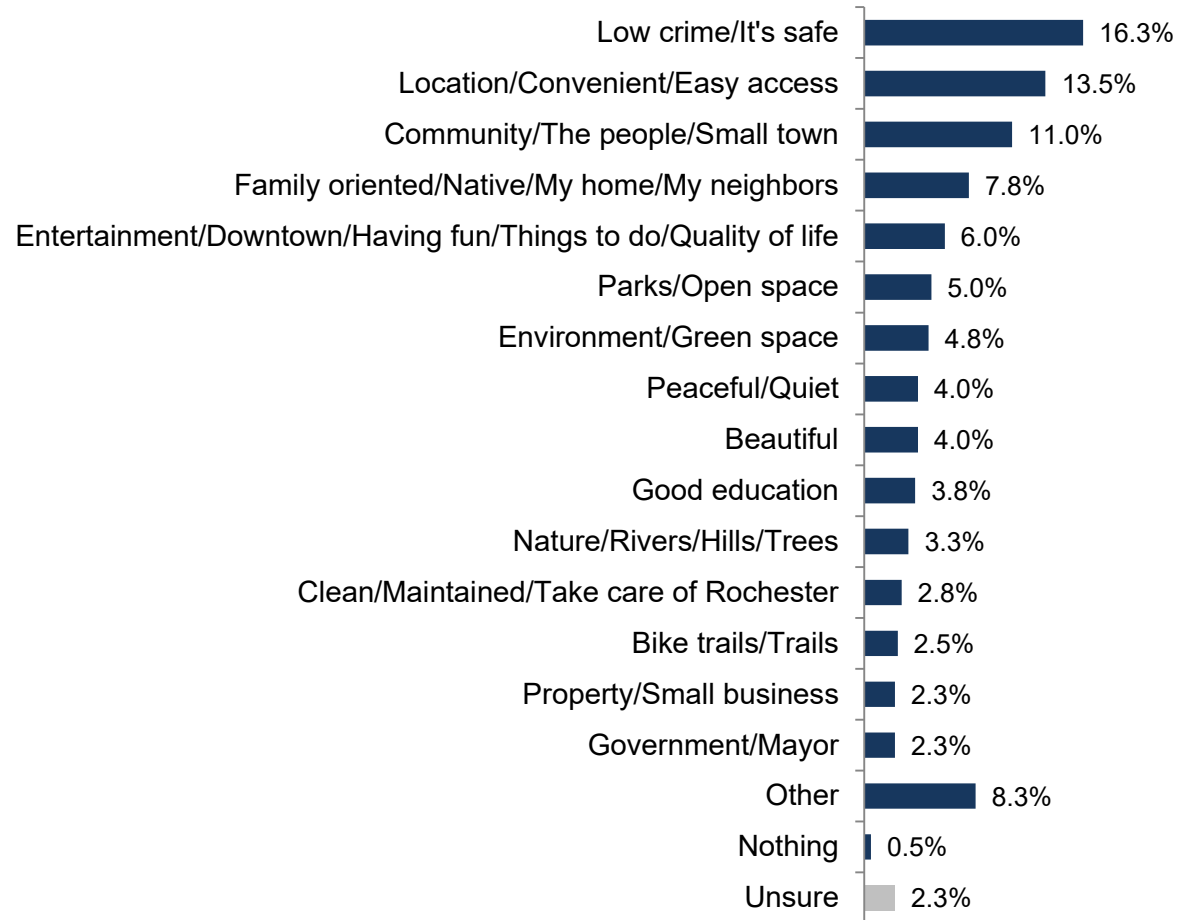
Service Satisfaction Rating Compared to Nearby Communities

Rochester Hills 94%	Bloomfield (2019) 90%	Novi (2022) 84%	Sterling Heights (2021) 77%	Orion (2021) 67%
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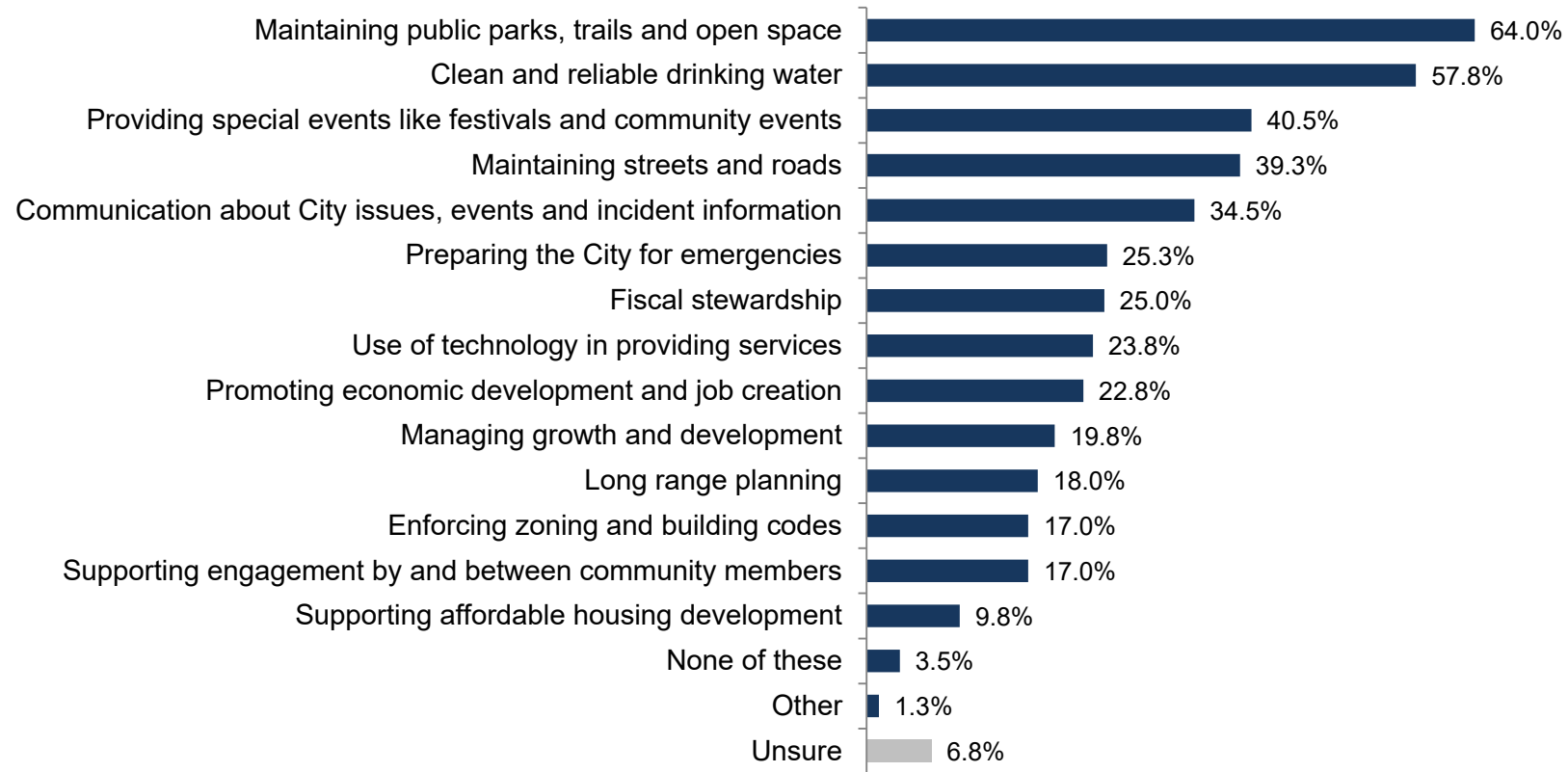


Michigan community data throughout presentation derived from publicly available community surveys
 *Data derived from Newsweek and Statista’s Best Customer Service Report

Voters like Rochester Hills' safety, convenience, and small-town feel the most



Maintaining public parks and open space and having access to clean and reliable drinking water are the services Rochester Hills voters are most personally satisfied with (Graph shows where City is currently doing a good job)



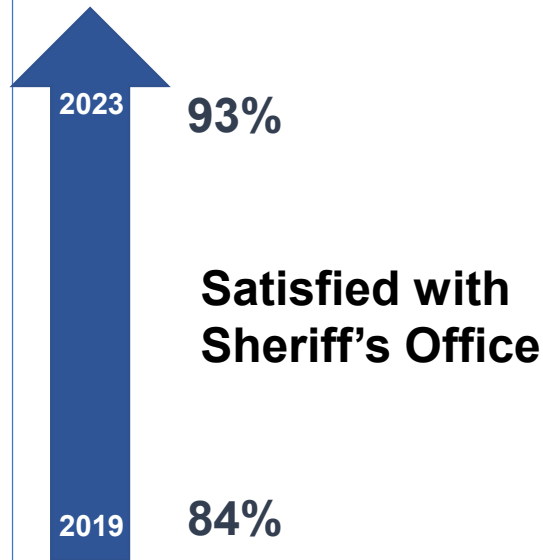


Key Finding #2: Voters feel safe living in Rochester Hills

98%
feel safe in their home in Rochester Hills

97%
feel safe living and doing business in Rochester Hills

50% feel safe nationally & 49% feel safe in Michigan*



Low crime/safe was the **top reason** people liked living in Rochester Hills

Only **5.8%** said crime was the most serious challenge facing Rochester Hills

Satisfaction with Police Services				
Rochester Hills 93%	Novi 91%	Orion 89%	Sterling Heights 86%	Royal Oak 81%

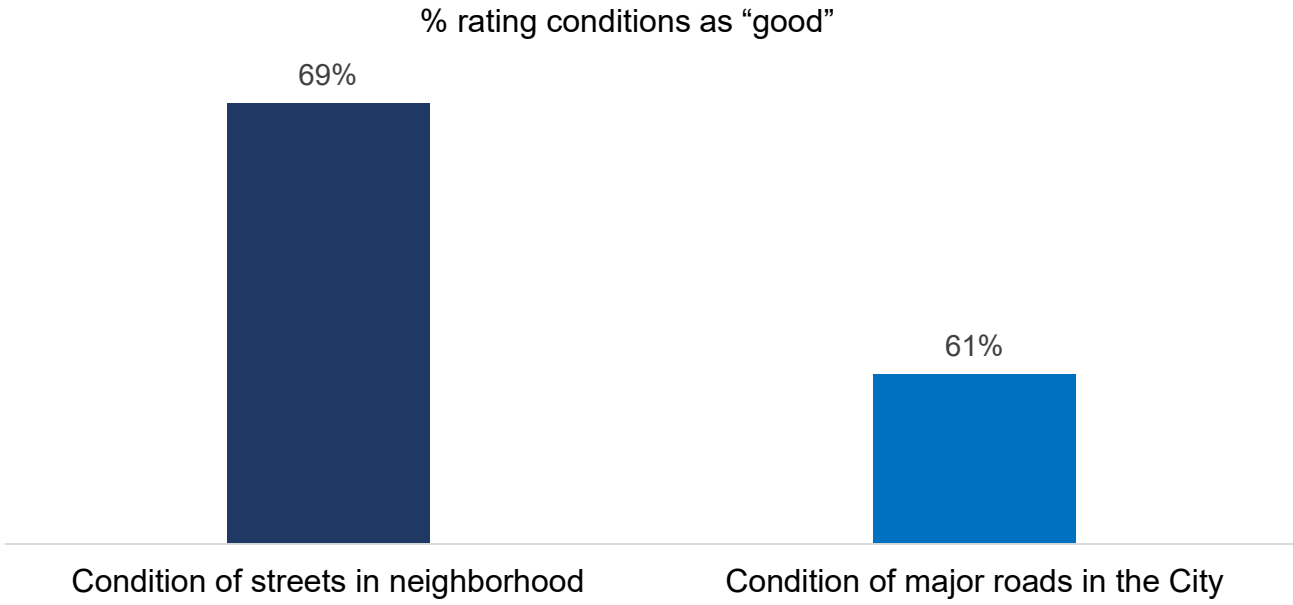
69% National Average of Trust in Local Police Departments+



*Data derived from SafeWise Michigan Safety Study
+Data derived from Ipsos 2021 poll



Key Finding #3: Majority of voters are satisfied with condition of roads in Rochester Hills with some room for improvement



85%
satisfied with snow and ice removal on neighborhood streets in Rochester Hills. Up from 65% in 2019.

82%
are satisfied with routine maintenance on neighborhood streets. Up from 58% in 2019.

Overall Satisfaction with Neighborhood & Major Roads				
Dearborn (2016) 66%	Rochester Hills 65%	Sterling Heights (2021) 55%	Orion (2021) 53%	Novi (2022) 46%





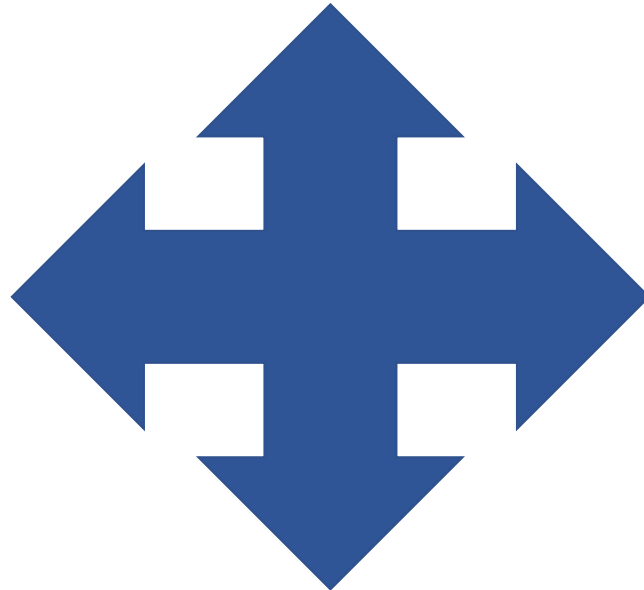
Key Finding #4: Management of traffic and congestion is perceived as an area for improvement for the City

54%

say that traffic congestion is the most serious challenge facing Rochester Hills

51%

are satisfied with the traffic flow in Rochester Hills



61%

more satisfied with roads in Rochester Hills than other roads they regularly drive

78%

see the benefits of adding additional roundabouts in the City



57% spend less than 10 minutes in traffic



Key Finding #5: Additional areas of satisfaction and opportunity

84%
 satisfied with fire, rescue
 and EMS services
 *Note: 15% answered Unsure; Only
 0.3% Dissatisfied

Satisfaction with Parks, Trails, and Green Spaces

Rochester Hills 93%	Orion (2021) 91%	Novi (2022) 85%	Sterling Heights (2021) 82%	Royal Oak (2020) 75%
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73% rate maintaining public
 parks, trails, and green spaces as
 important to them

93%

Answered “yes” regarding Rochester Hills employees acting in a professional manner

77%

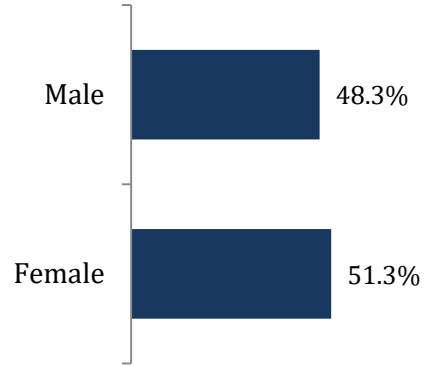
Say the City does a good job including residents of all abilities, cultures, ages and backgrounds

- Top Challenges Facing the City:
1. Traffic congestion
 2. Pace of Development
 3. Road Maintenance

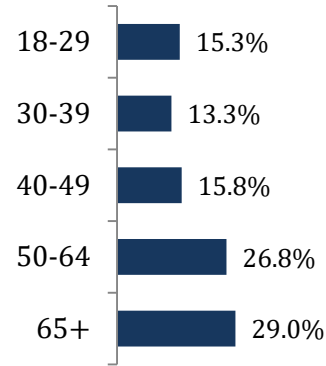


Respondent demographics by gender, age group, ethnicity, party preference, City Council District, household income, education level, and survey mode

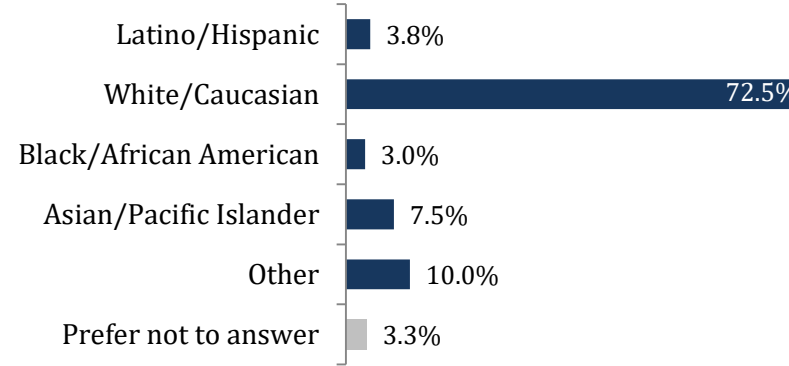
Gender



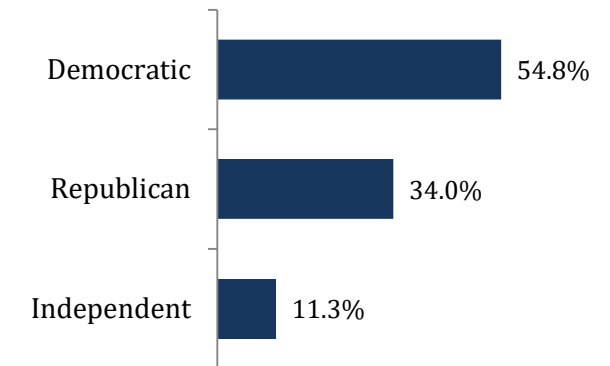
Age Group



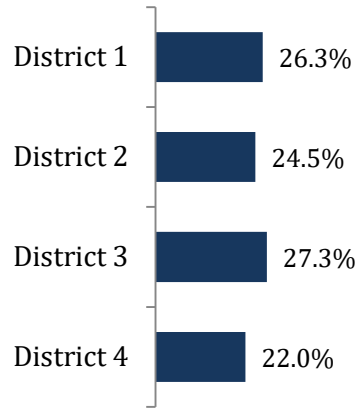
Ethnicity



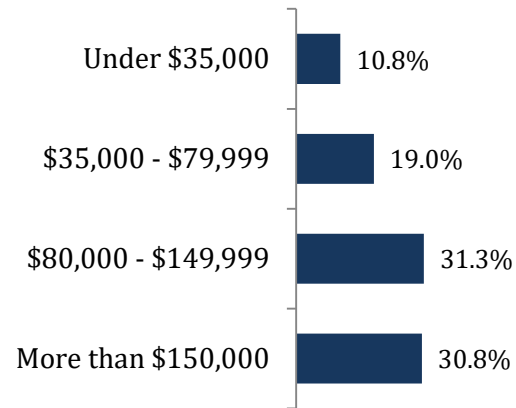
Party Preference



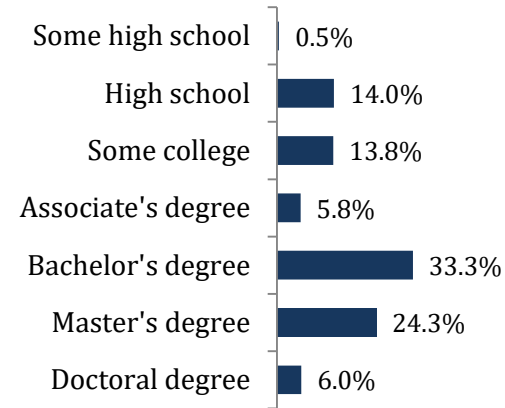
City Council District



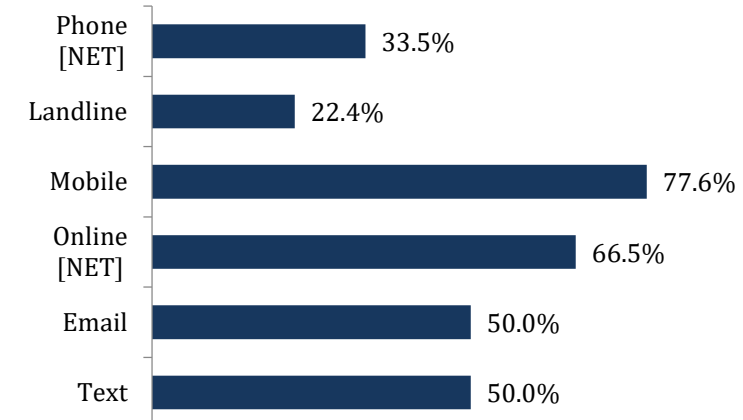
Household Income



Education Level



Survey Mode





Key Takeaways for the City of Rochester Hills

1

Rochester Hills is one of the premiere communities in Michigan and its residents are extremely satisfied with their quality of life and the services provided by the City.

2

Public Safety (Police, Fire & EMS) are well respected and residents feel safe in their homes, neighborhoods and community as a whole.

3

Investments in parks, trails and green space has been well received and voters are satisfied with how those resources are managed and maintained.

Questions?

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