

Rochester, MN Association of REALTORS®

Rochester, MN Smart Growth May 2015

American Strategies, Inc. designed and administered this telephone survey conducted by professional interviewers. The survey reached 400 residents of Rochester MN of voting age. The survey was conducted April 29 – May 3, 2015

Telephone numbers were generated by a random selection of adults. Twenty-five percent of respondents were reached on wireless phones. The sample was stratified by city council district. Regional quotas were assigned to reflect the population distribution. The data were not weighted. The overall margin of error is plus or minus 4.9%

Executive Summary

Residents enjoy the quality of life in Rochester. Nine-in-ten city residents describe the quality of life in Rochester as either excellent (48 percent) or good (42 percent). Looking ahead, most believe that the quality of live will get better (43 percent) or stay about the same (40 percent). Only 14 percent say things will get worse.

Most satisfied with their current housing. Just under two-thirds (65 percent) are strongly satisfied with their current housing situation. Another 26 percent are somewhat satisfied. Only eight percent say they are dissatisfied.

Development happening at about the right pace. When it comes to growth and development, 65 percent say residential development is happening at about the right pace with an identical 65 percent believing the business and commercial development is happening at about the race pace.

Executive Summary

Many feel there are not enough housing options available. While a majority (54 percent) say there are enough different housing options available, a sizable minority (43 percent) disagree. There is a gender divide on this issue, with majorities of women over the age of 50 and college educated women indicating that there are NOT enough housing options available. Renters are also split on the issue (45 percent say there are enough options compared to 52 percent who say no).

Four-in-ten expect to move in a few years. Thinking ahead a few years, many residents (40 percent) would like to move to a new home or apartment. A plurality (42 percent) of those who want to move would like to stay in Rochester; 17 percent want to stay in Olmsted County, but outside of Rochester.

Splits on community type preference. A slim majority of residents tend to prefer communities where houses are closer together and it is easy to walk to schools, stores or other places. But nearly as many prefer communities where houses are on larger lots, even if one has to drive to get to get to where one wants to go.

The differences in community preference are driven largely by age, marital status and presence of children. Married couples with children and men tend to prefer communities that have houses with larger lots, even if they require more driving. Younger single people, seniors and older people without children prefer more walkable communities.

Executive Summary

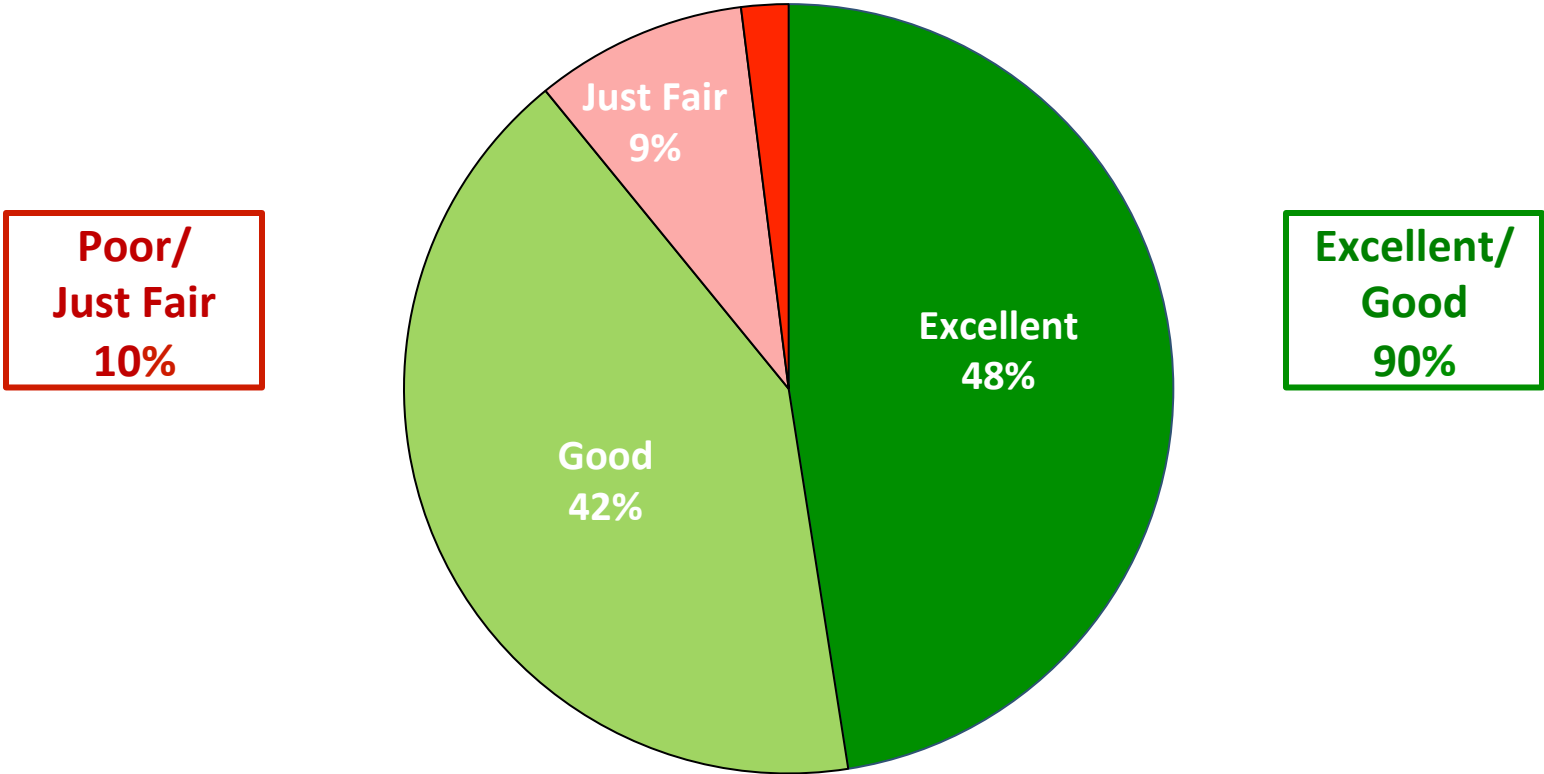
Commute time matters. There is a stronger preference for smaller houses on smaller lots when compared to larger houses on larger lots when the commute time for the larger houses is thirty minutes or more and the commute time for smaller houses is twenty minutes or less.

Quality schools, places to take walks and entertainment most important. In deciding where to live, residents say the most important things to them are high quality public schools (65 percent very important), sidewalks and places to take walks (58 percent) and easy access to entertainment options (31 percent).

Mood/ Issue Environment

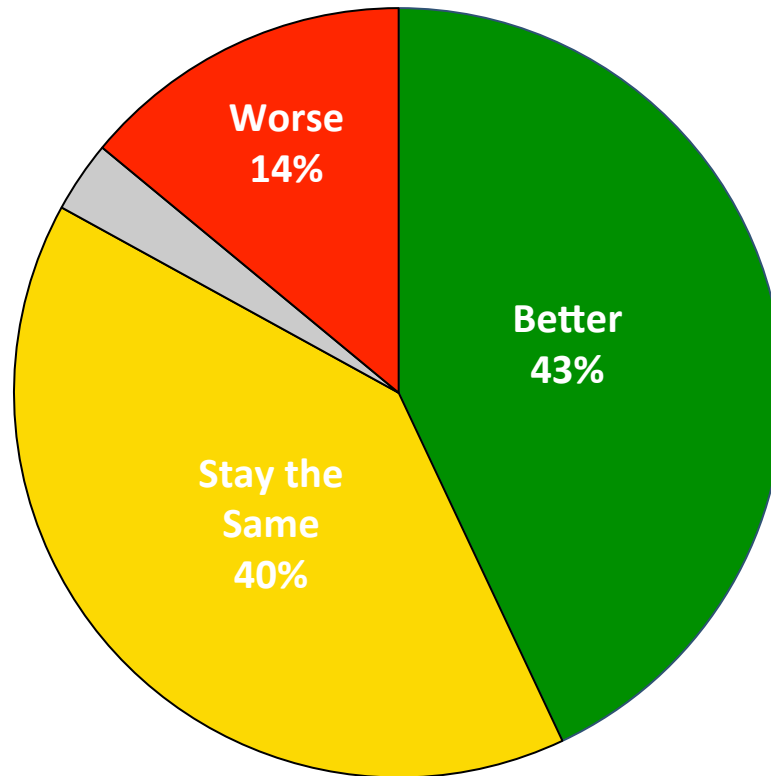
Rochester Residents Enjoy a High Quality of Life

Quality of Life



Most Believe Their Quality of Life Will Improve, or at Least Stay the Same

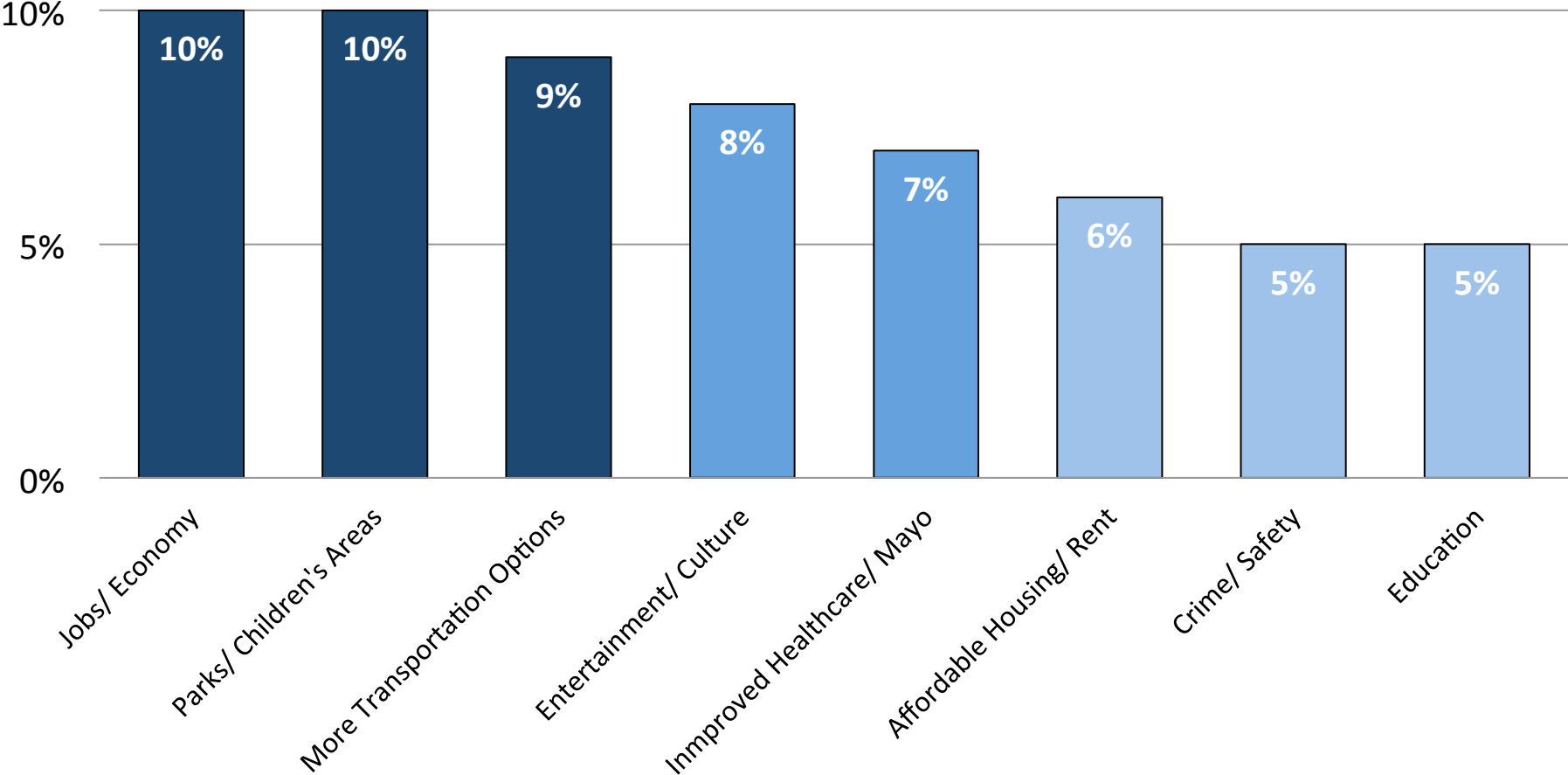
Future Quality of Life



Issue Concerns in Rochester are Varied

Jobs, Increased Access to Parks, and Transportation Top the List

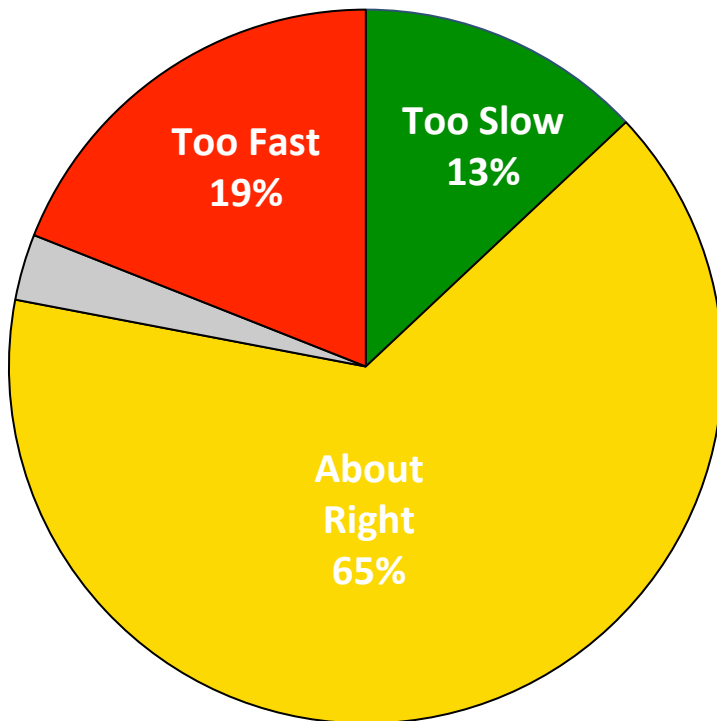
Issue Concerns in Rochester



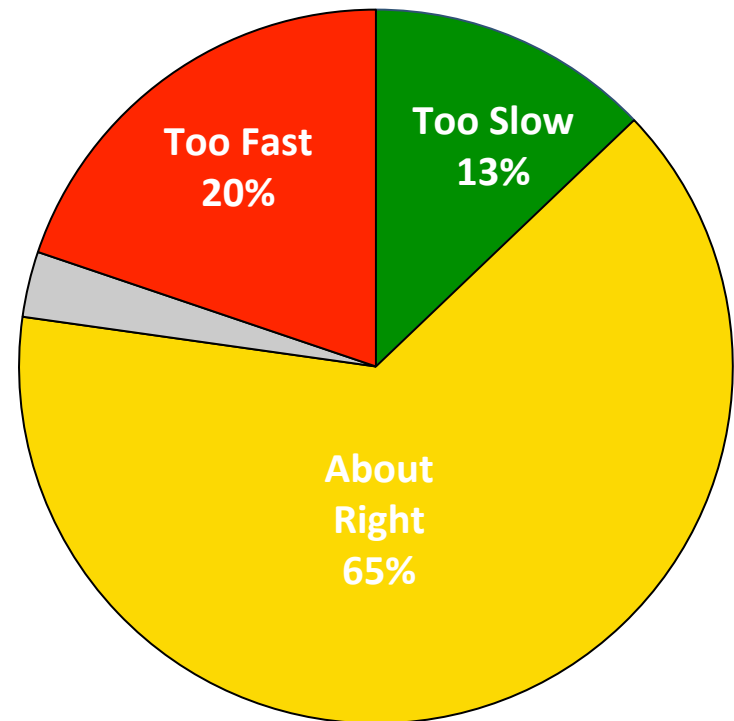
Slide 9: And in your own words, what is the single most important thing that could be done to improve the quality of life in Rochester?

Rochester Residents are Content with the Pace of both Residential and Business/Commercial Growth

Pace of Residential Growth



Pace of Business/Commercial Growth

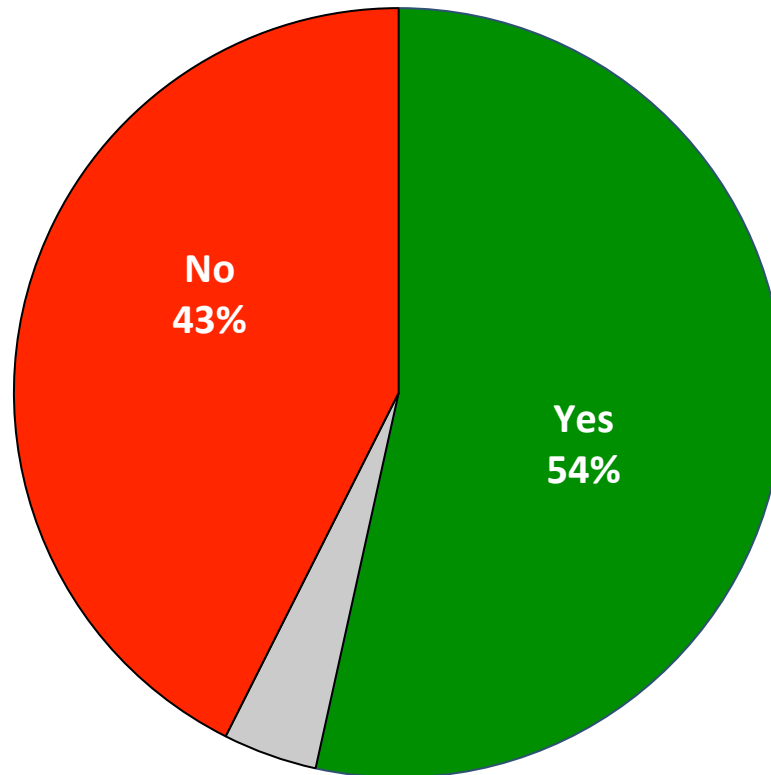


Slide 11: Would you say that the pace of residential growth and development in Rochester is happening too fast, too slow, or is it happening at about the right pace? Would you say that the pace of business and commercial growth and development in Rochester is happening too fast, too slow, or is it happening at about the right pace?

Housing Options/ Plans

Small Majority Feels Rochester Has Adequate Housing Options but Many Say There Are Not Enough Options

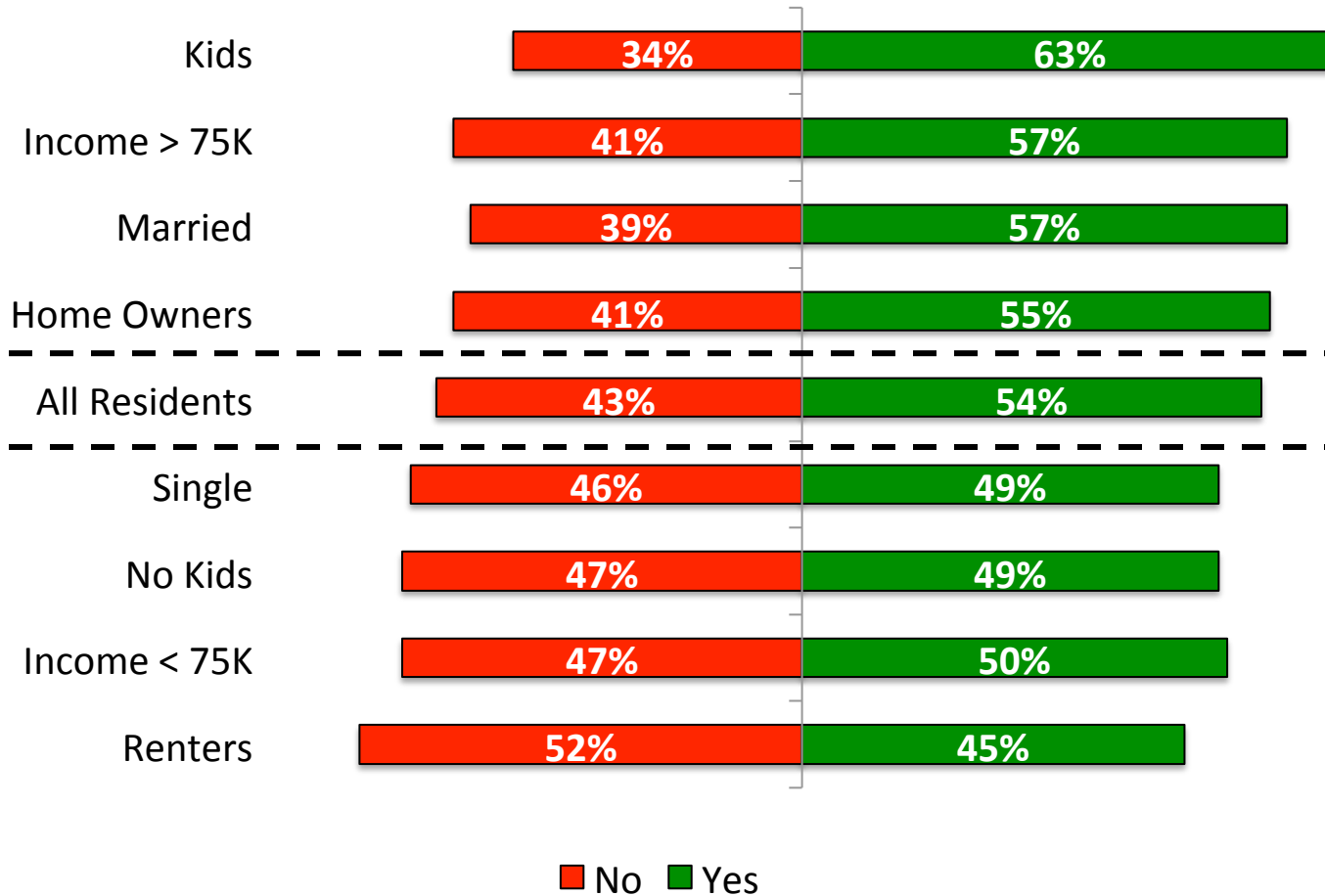
Housing Options in Rochester



Slide 13: Think for a moment about housing options in Rochester, things like apartment buildings, town homes and single family homes. Yes or no, would you say there are enough different housing options available for people who want to live in Rochester?

Renters, No Child Homes, and Lower Income See Fewer Housing Options Available

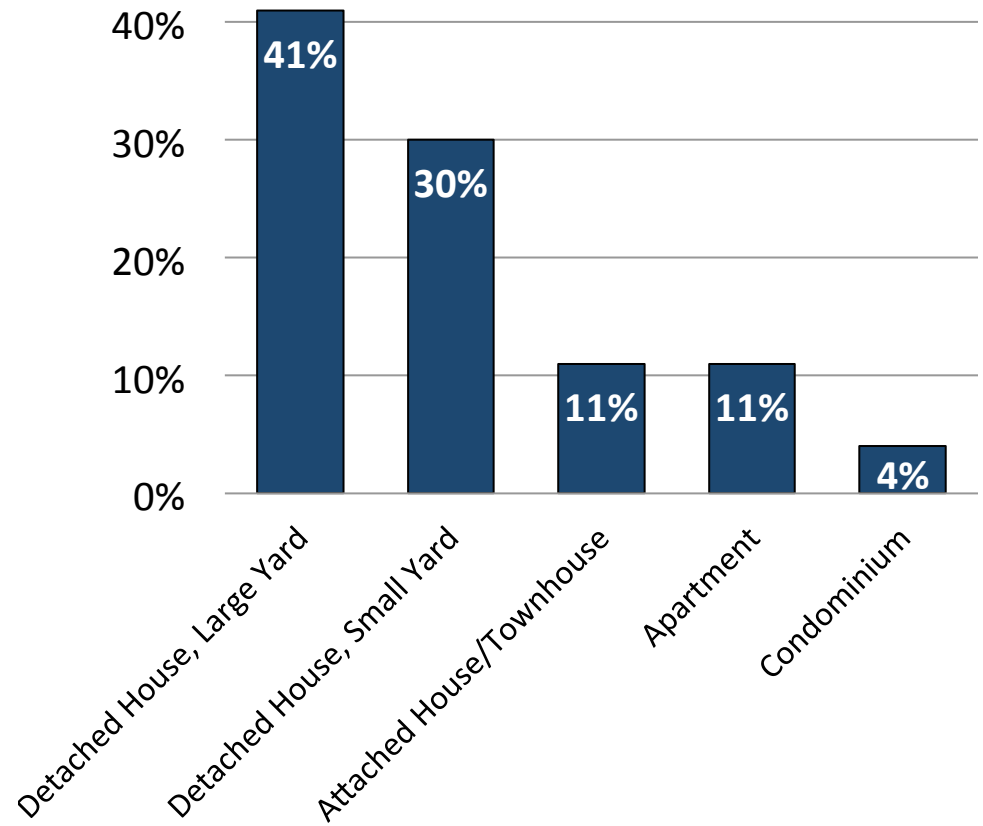
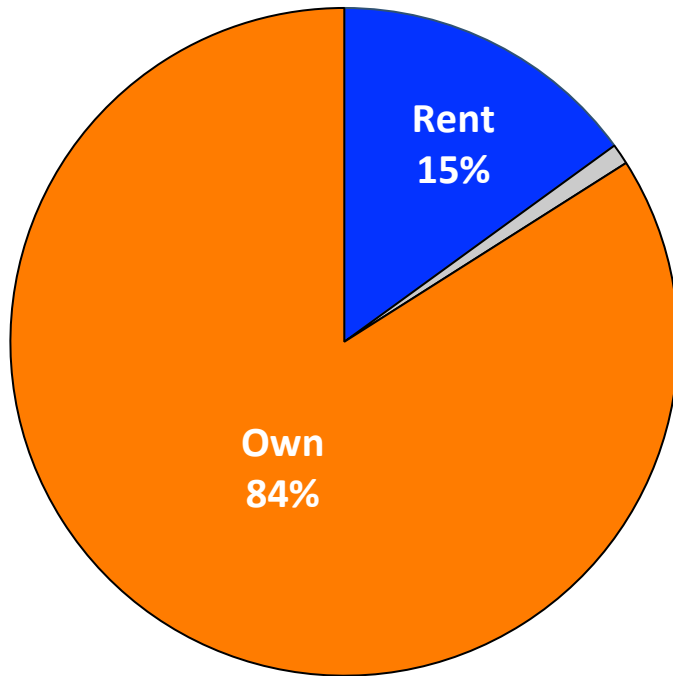
Housing Options in Rochester by Demographic Groups



Slide 15: Think for a moment about housing options in Rochester, things like apartment buildings, town homes and single family homes. Yes or no, would you say there are enough different housing options available for people who want to live in Rochester?

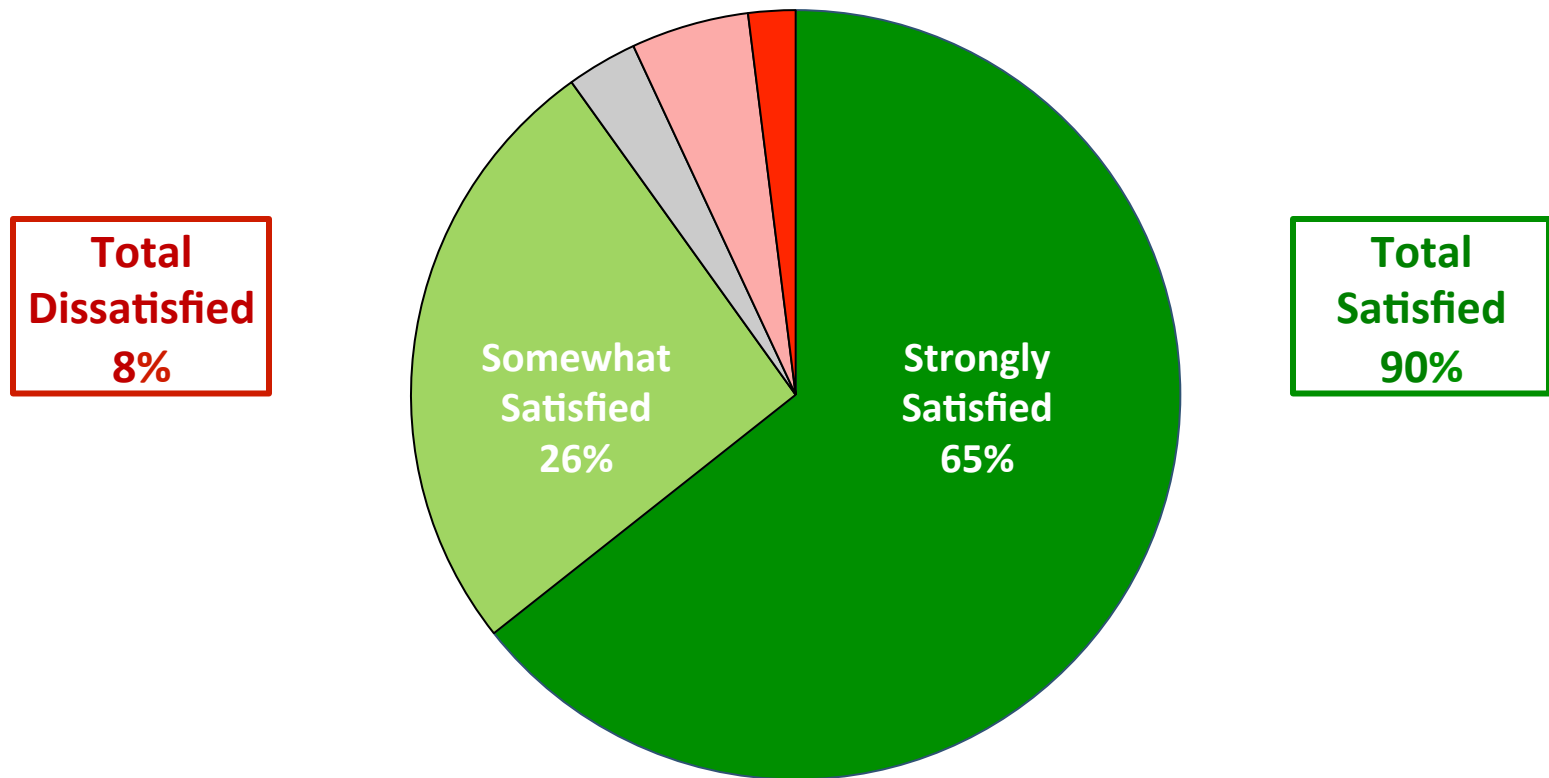
The Majority of Poll Respondents Reside in Owned, Detached Homes

Where Rochester Residents Live



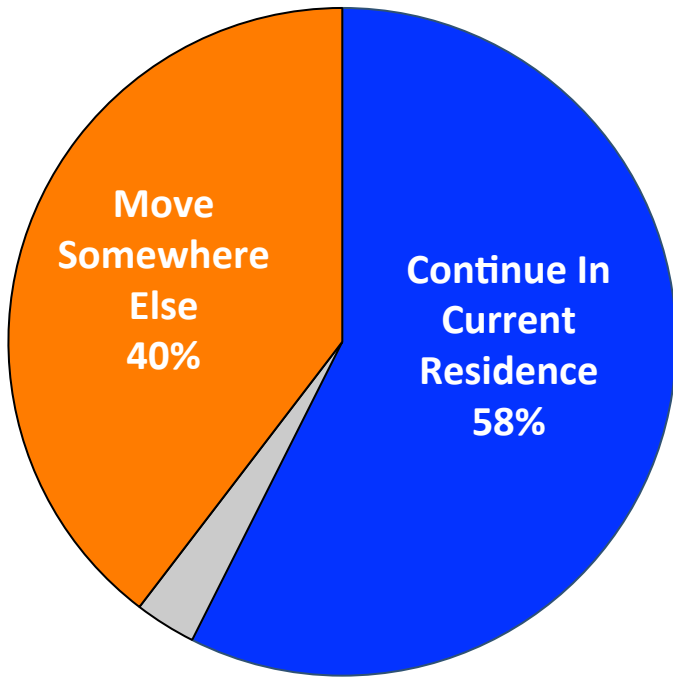
Rochester Residents are Overwhelmingly Satisfied With Their Current Housing

Satisfaction with Current Housing Situation

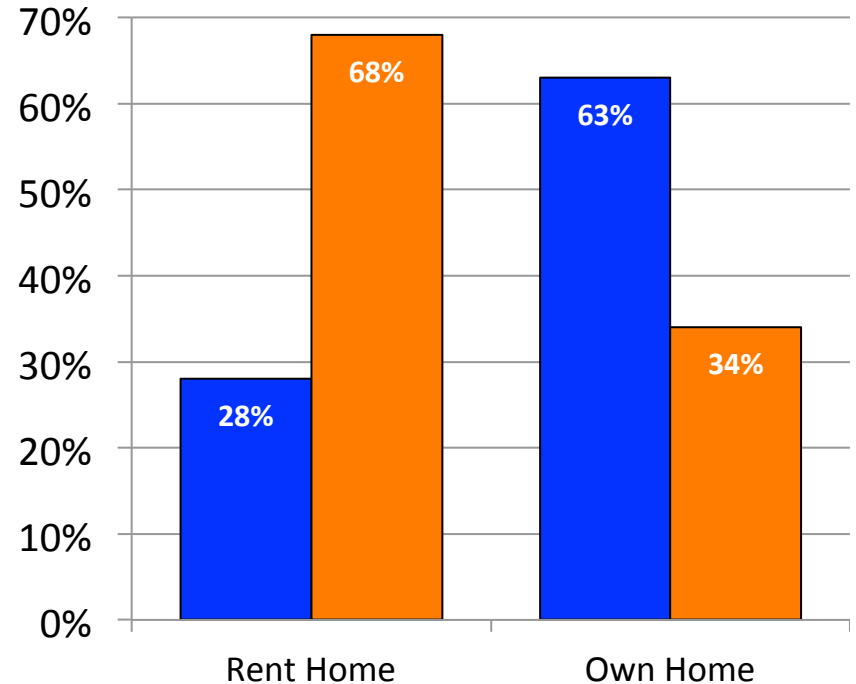


Many, Especially Renters, Would Like to Move in A Few Years

Preference for Future Housing



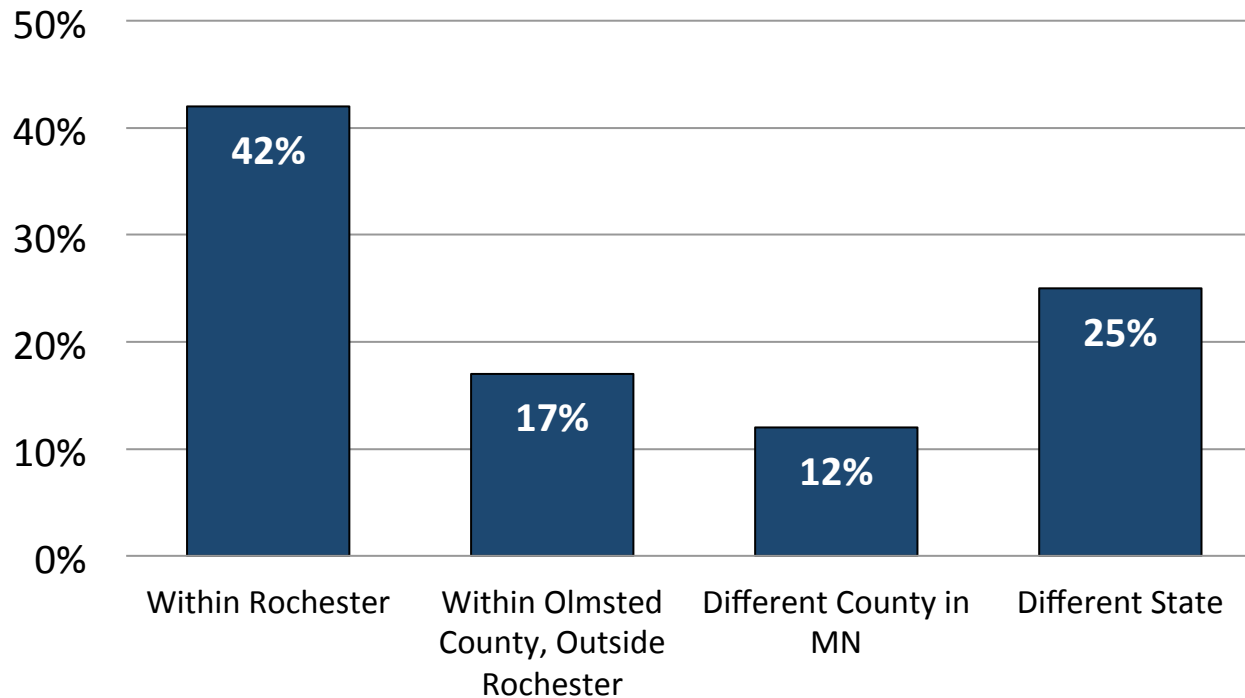
Preference for Future Housing by Ownership



■ Continue In Current Residence
■ Move Somewhere Else

Most of Those Who Plan On Moving See Themselves Staying in Rochester or the Greater Rochester Area

Where Rochester Residents Plan to Move

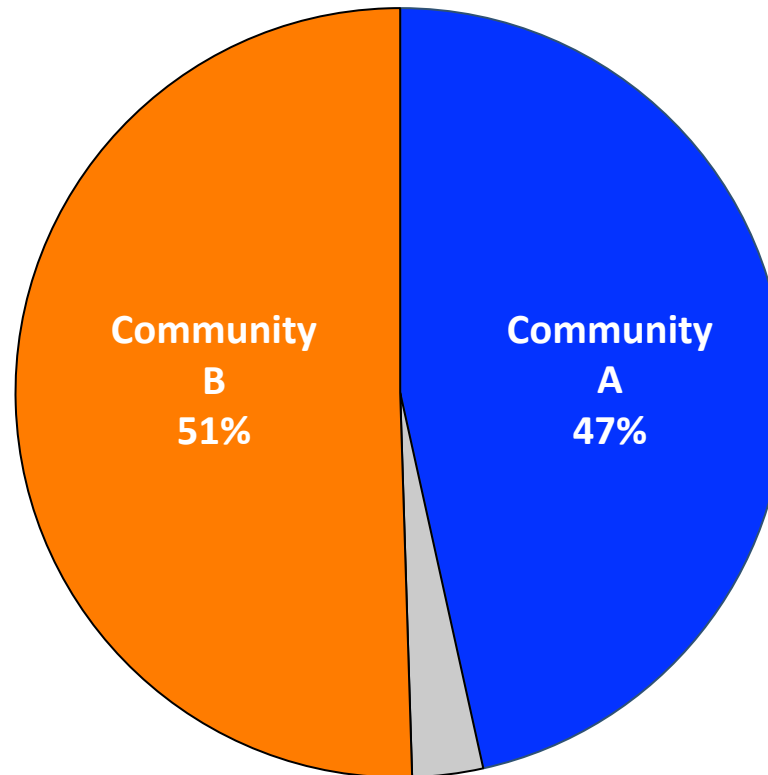


Housing Preferences

Split Between Those Who Prefer Smaller Homes in Easy to Walk Neighborhoods and Those Who Prefer Larger Lots

Community Preferences

Community B:
Houses are built close together on smaller lots and it is easy to walk to schools, stores and restaurants
51%

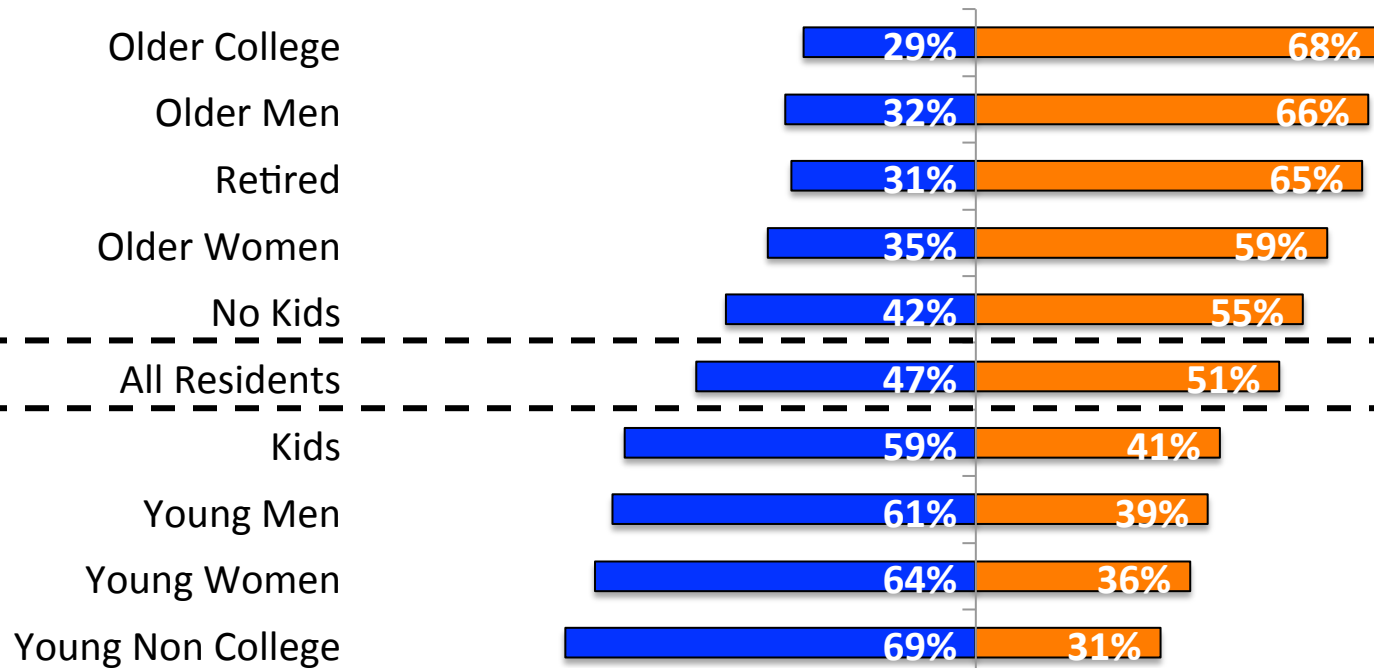


Community A:
Houses are built far apart on larger lots and you have to drive to get to schools, stores and restaurants.
47%

Slide 23: Imagine for a moment that you are moving to another location in Rochester. These next questions are about the kind of community you would like to live in. I am going to read two community descriptions. Please tell me which ONE community you prefer, even if neither community is perfect. Here are the first/next descriptions

Older, Well Educated Residents Are Most Likely to Prefer Walkability over Larger Houses

Housing Preferences in Rochester by Demographic Groups



■ Community A:

Houses are built far apart on larger lots and you have to drive to get to schools, stores and restaurants

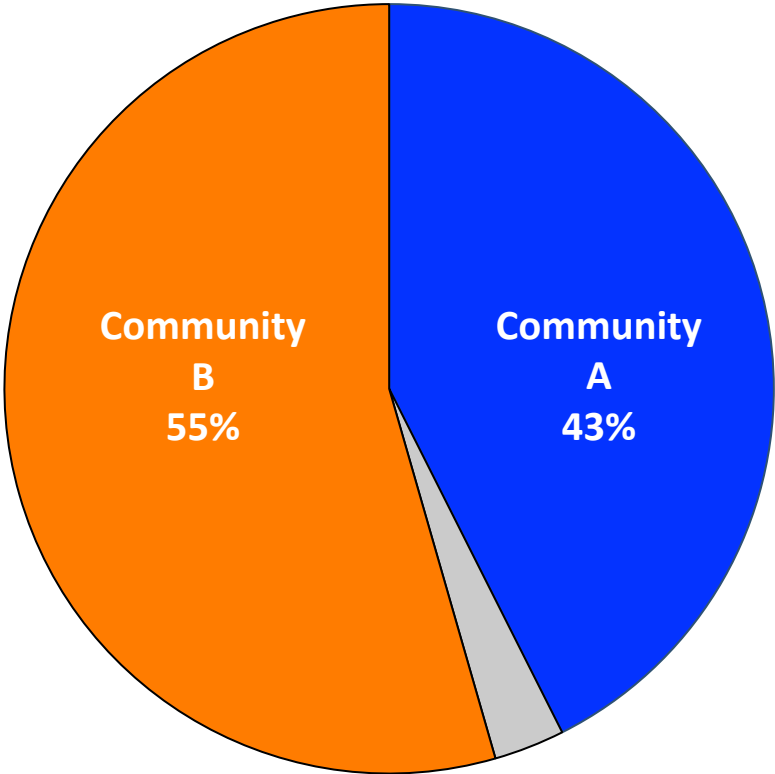
■ Community B: Houses are built close together on smaller lots and it is easy to walk to schools, stores and restaurants

Slide 24: Imagine for a moment that you are moving to another location in Rochester. These next questions are about the kind of community you would like to live in. I am going to read two community descriptions. Please tell me which ONE community you prefer, even if neither community is perfect. Here are the first/next descriptions

Slightly Stronger Preference For Smaller Lots Close to Parks and Recreation, Opposed to Houses on Larger Lots That Require Driving to Recreation

Community Preferences

Community B:
Houses are built close together on smaller lots and it is easy to walk to parks, playgrounds, and recreation areas
55%

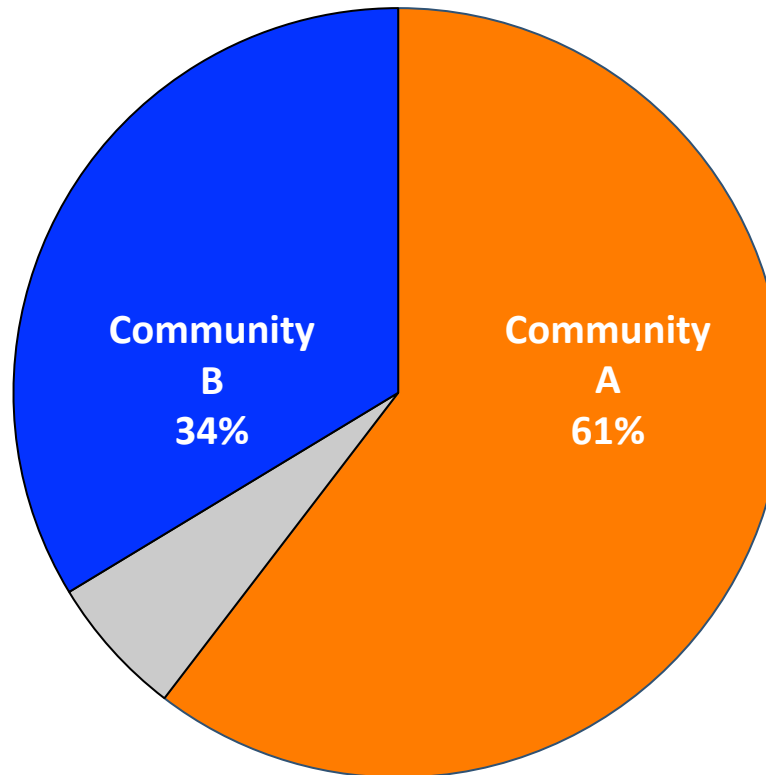


Community A:
Houses are built far apart on larger lots and you have to drive to get to parks, playgrounds, and recreation areas .
43%

Slide 25: Imagine for a moment that you are moving to another location in Rochester. These next questions are about the kind of community you would like to live in. I am going to read two community descriptions. Please tell me which ONE community you prefer, even if neither community is perfect. Here are the first/next descriptions

A Smaller House With a Shorter Commute is Greatly Preferred to a Larger House With a 30-Minute Commute

Community Preferences



Community B:
Houses are larger on larger lots, and you would have a longer commute to work, 30 minutes or more.
34%

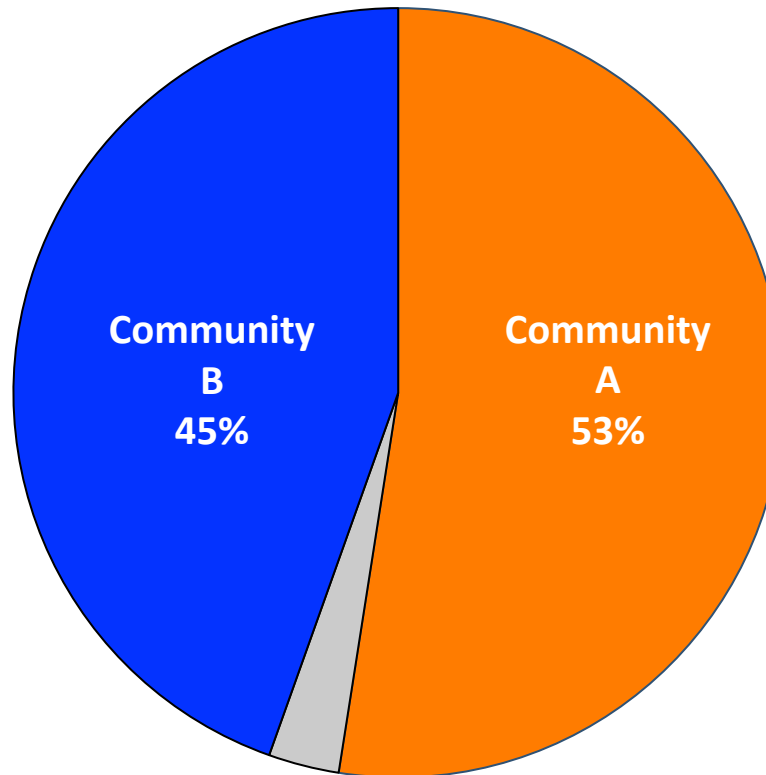
Community A:
Houses are smaller on smaller lots, and you would have a shorter commute to work, 20 minutes or less.
61%

Slide 26: Imagine for a moment that you are moving to another location in Rochester. These next questions are about the kind of community you would like to live in. I am going to read two community descriptions. Please tell me which ONE community you prefer, even if neither community is perfect. Here are the first/next descriptions

Mixed Use Development Neighborhoods are Preferred by a Small Majority of Residents

Community Preferences

Community B:
The neighborhood
has houses only
and you have to drive
to stores and other
businesses
45%

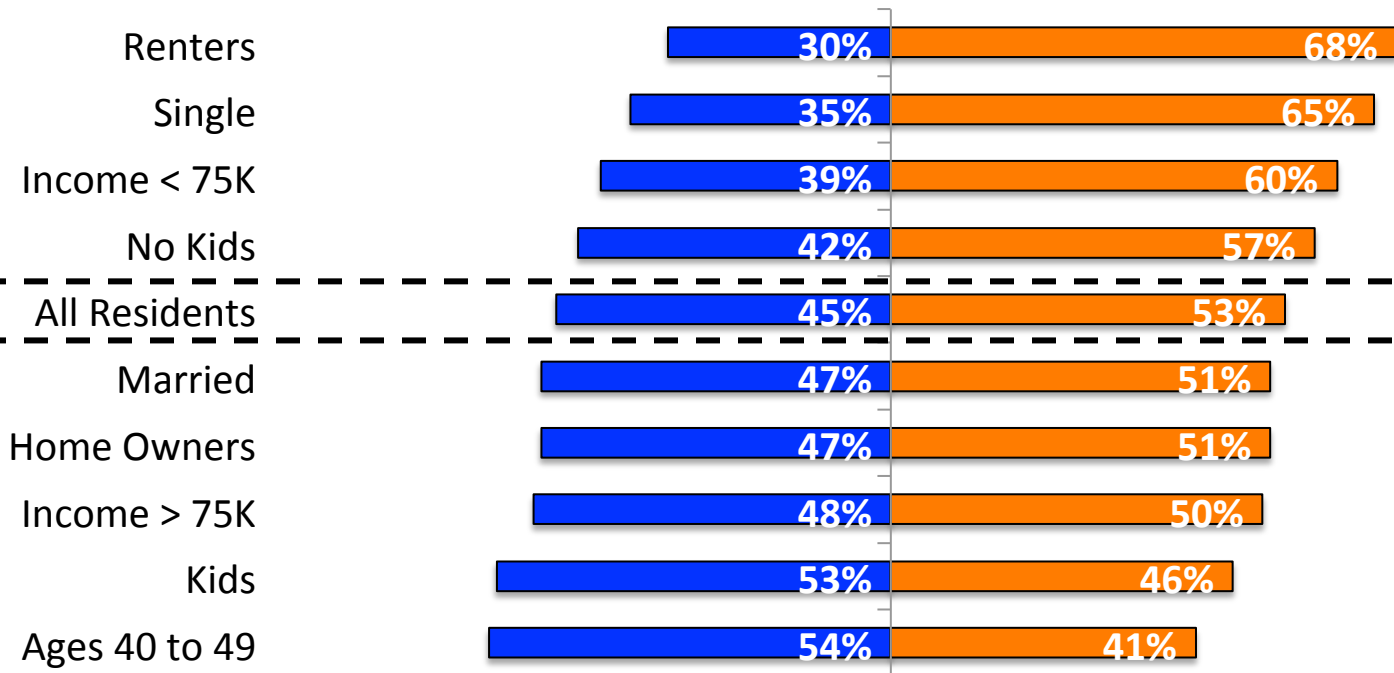


Community A:
The neighborhood has
a mix of houses and
stores and other
businesses that are
easy to walk to.
53%

Slide 27: Imagine for a moment that you are moving to another location in Rochester. These next questions are about the kind of community you would like to live in. I am going to read two community descriptions. Please tell me which ONE community you prefer, even if neither community is perfect. Here are the first/next descriptions

Younger, Single Residents are More Likely to Prefer Mixed Use Communities

Housing Preferences in Rochester by Demographic Groups



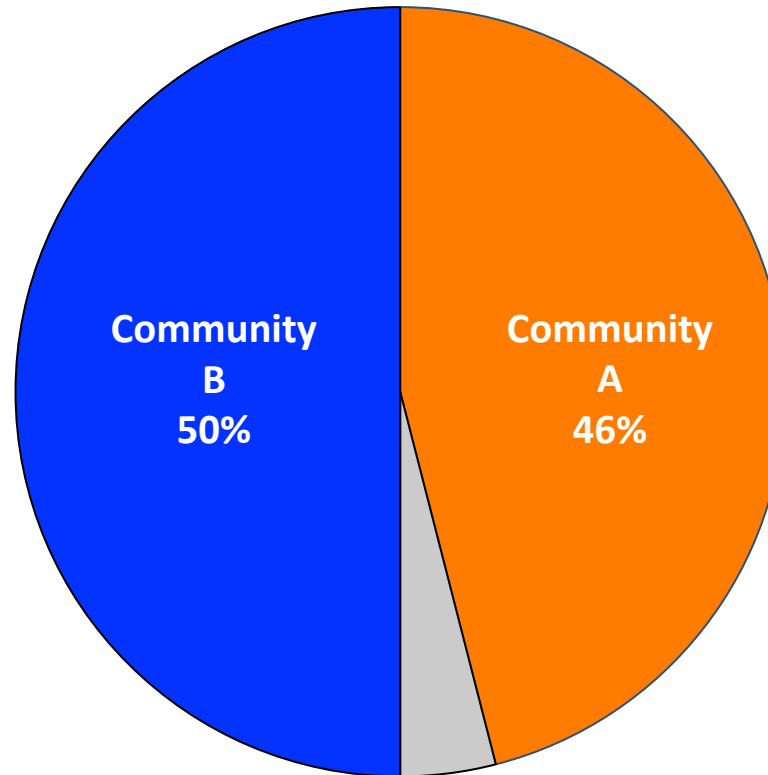
■ Community B: The neighborhood has houses only and you have to drive to stores and other businesses

■ Community A: The neighborhood has a mix of houses and stores and other businesses that are easy to walk to.

Slide 28: Imagine for a moment that you are moving to another location in Rochester. These next questions are about the kind of community you would like to live in. I am going to read two community descriptions. Please tell me which ONE community you prefer, even if neither community is perfect. Here are the first/next descriptions

Split Over Preference for a Detached House With a Longer Commute Over a Townhome or Apartment With Shorter Commute

Community Preferences



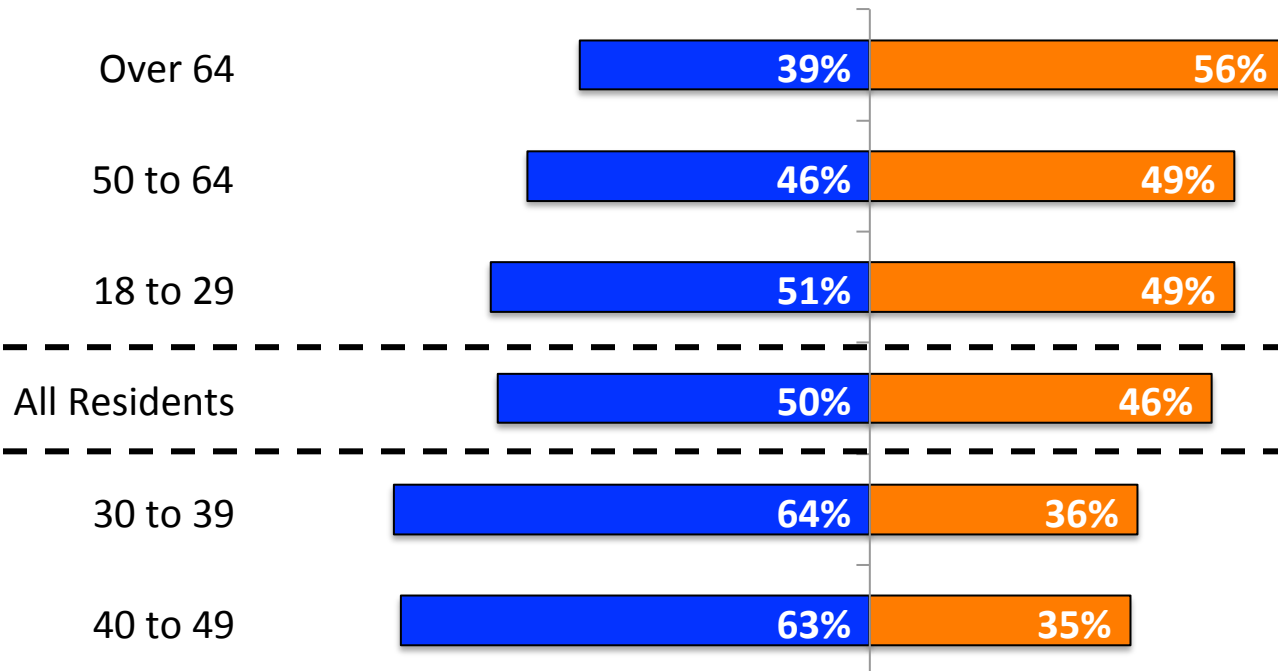
Community B:
Own or rent a detached, single-family house, and have to drive to shops and restaurants and have a longer commute to work.
50%

Community A:
Own or rent an apartment or townhouse, and have an easy walk to shops and restaurants and have a shorter commute to work.
46%

Slide 29: Imagine for a moment that you are moving to another location in Rochester. These next questions are about the kind of community you would like to live in. I am going to read two community descriptions. Please tell me which ONE community you prefer, even if neither community is perfect. Here are the first/next descriptions

Younger and Older Residents Prefer Mixed Use Community

Housing Preferences in Rochester by Demographic Groups



■ Community B:

Own or rent a detached, single-family house, and have to drive to shops and restaurants and have a longer commute to work.

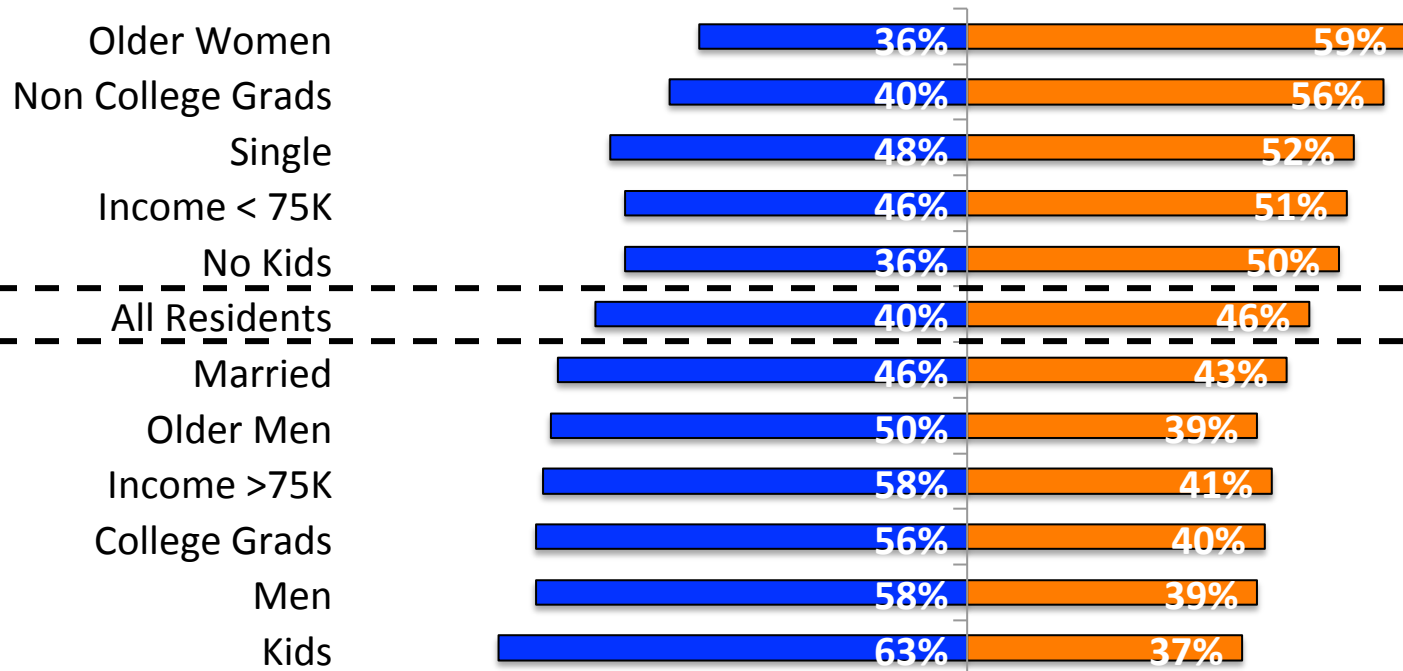
■ Community A:

Own or rent an apartment or townhouse, and have an easy walk to shops and restaurants and have a shorter commute to work

Slide 30: Imagine for a moment that you are moving to another location in Rochester. These next questions are about the kind of community you would like to live in. I am going to read two community descriptions. Please tell me which ONE community you prefer, even if neither community is perfect. Here are the first/next descriptions

Preference Driven Largely by Presence of Children, Gender, and Education

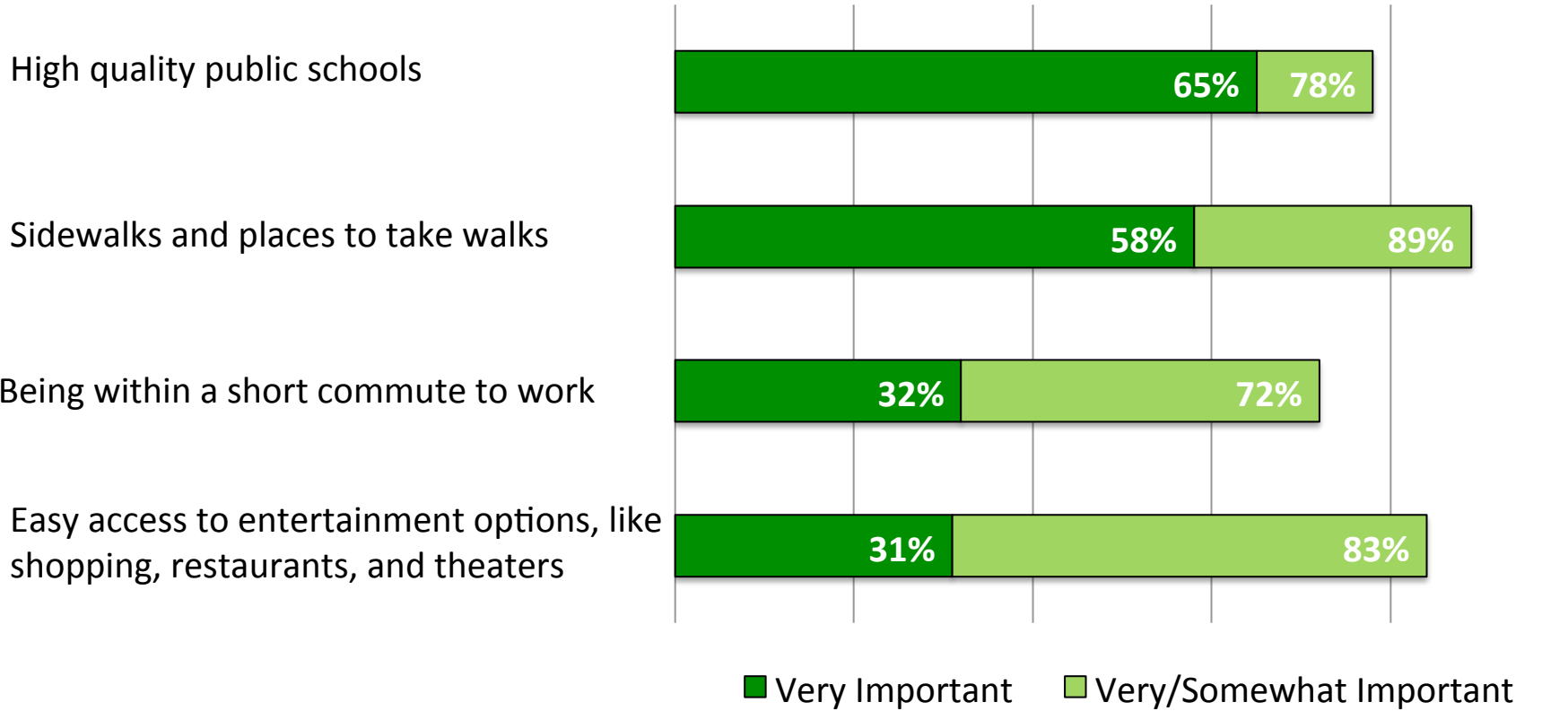
Housing Preferences in Rochester by Demographic Groups



- Community B:
 Own or rent a detached, single-family house, and have to drive to shops and restaurants and have a longer commute to work.
- Community A:
 Own or rent an apartment or townhouse, and have an easy walk to shops and restaurants and have a shorter commute to work

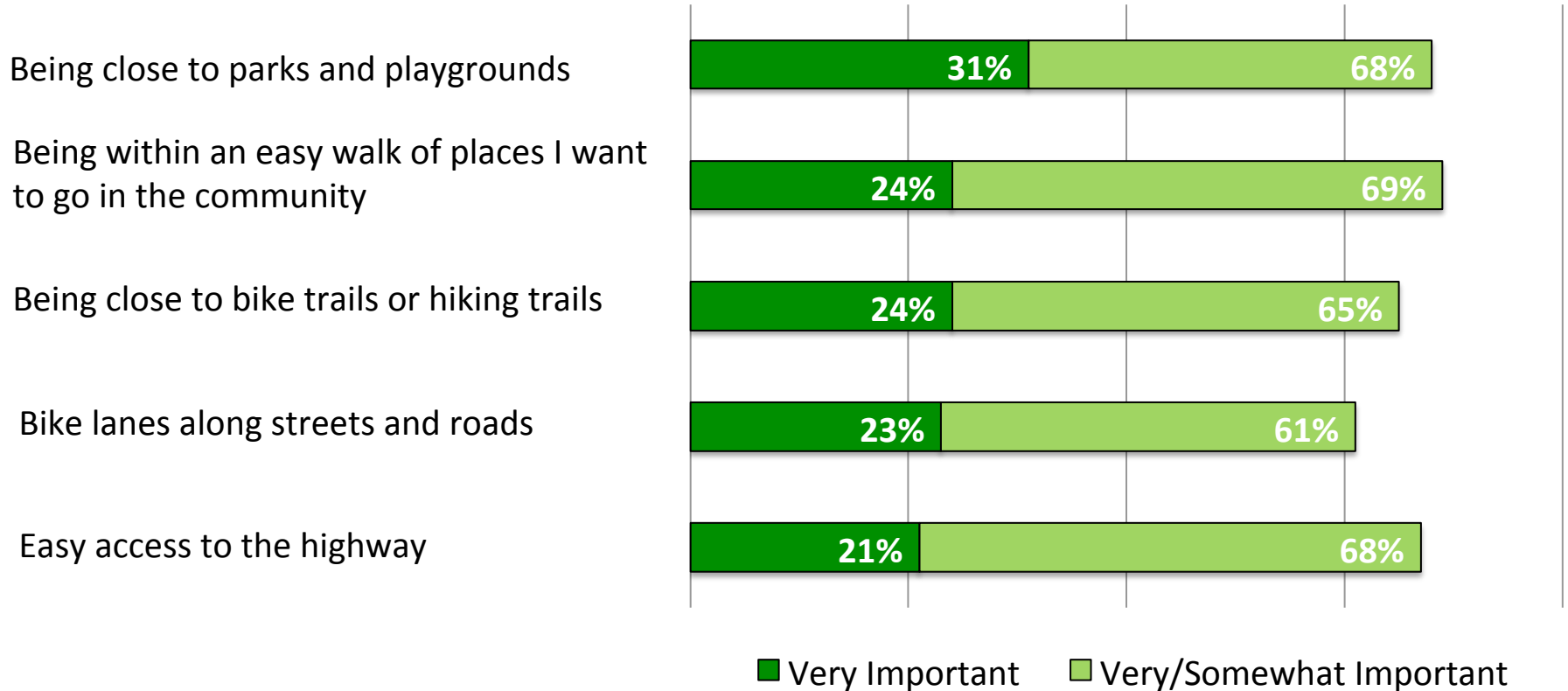
Slide 31: Imagine for a moment that you are moving to another location in Rochester. These next questions are about the kind of community you would like to live in. I am going to read two community descriptions. Please tell me which ONE community you prefer, even if neither community is perfect. Here are the first/next descriptions

Walkability, Access to Culture, and Quality Schools Top the List of Importance in Deciding Where to Live



Slide 32: Now I am going to read to you a list of things that people say are important to them in deciding where to live. Please tell me how important having each of the following would be to you in deciding where to live -- very important, somewhat important, not very important, or not at all important.

Other Community Features are Considered Less Important



Slide 33: Now I am going to read to you a list of things that people say are important to them in deciding where to live. Please tell me how important having each of the following would be to you in deciding where to live -- very important, somewhat important, not very important, or not at all important.