

Downtown Rochester Experience Survey Results

About The Survey

The Rochester Downtown Partnership (RDP) conducted an initial community survey from 9/9/2022 to 11/30/2022. Respondents were asked about their behaviors and perceptions related to the downtown core of Rochester, NY. The survey was offered in both English and Spanish and was available digitally and in-person. In addition to digital outreach, the RDP conducted 10 in-person events, including tabling at 5 downtown residential buildings, 3 monthly Office Hour drop-in sessions, and 3 interactive downtown WalkShops, where the survey was distributed and promoted. A full data summary follows below.

RESPONDENTS AT A GLANCE

554
Total Responses

14604
14607 Top 5 Zip Codes

50
Zip Codes in Total

14620 ✓

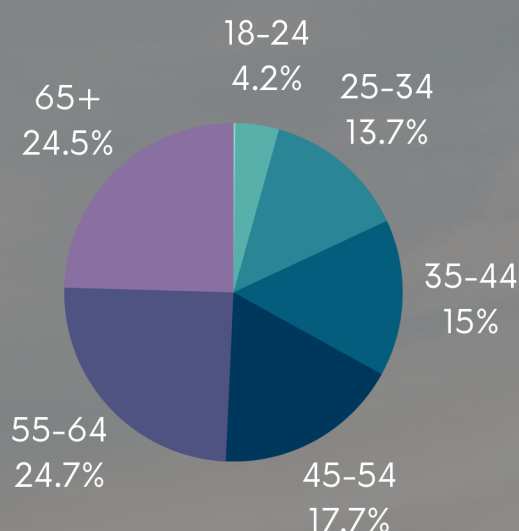
14609

14610

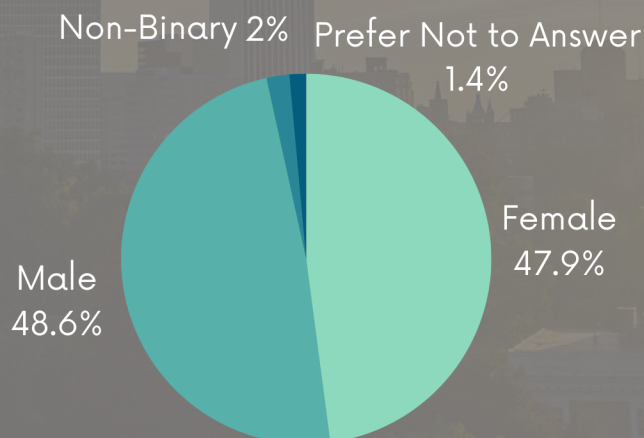
Which Race / Ethnicity best describes you?

American Indian or Alaskan Native	1.08%
Asian	1.4%
Black or African American	11.2%
Hispanic	2.7%
Native Hawaiian or Other Pacific Islander	0%
White / Non-Hispanic	78.2%
Multiple Ethnicities / Other	5.4%

What is your age?



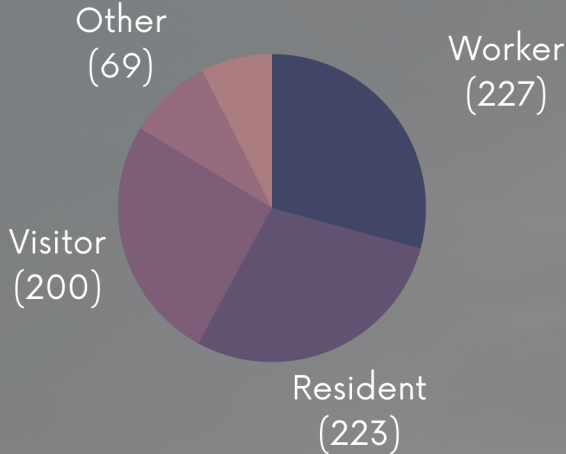
How do you describe yourself?



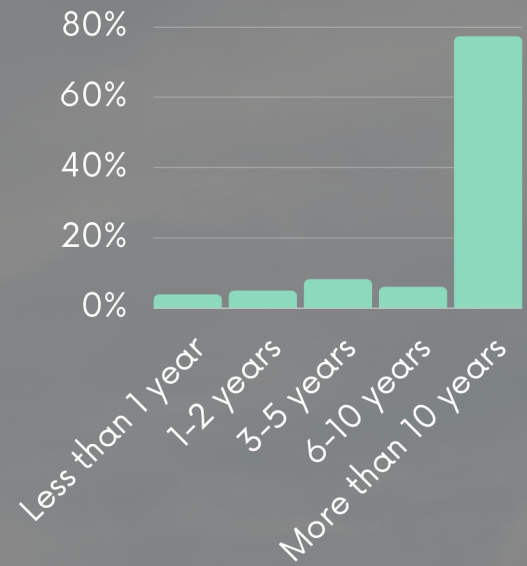
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What best describes your relationship with downtown Rochester?

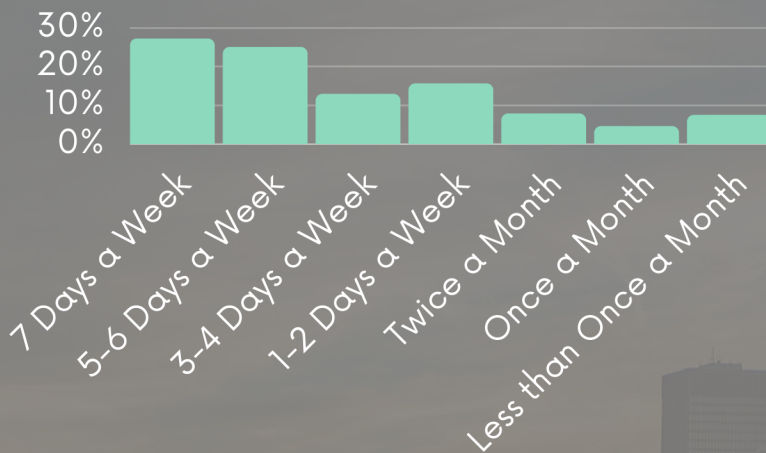
(Respondents were asked to select all that apply.)



How long have you been coming to downtown Rochester?



How Often Do You Come Downtown?



52%

Are Downtown Five+ Days a Week

How do you travel to and around downtown Rochester?

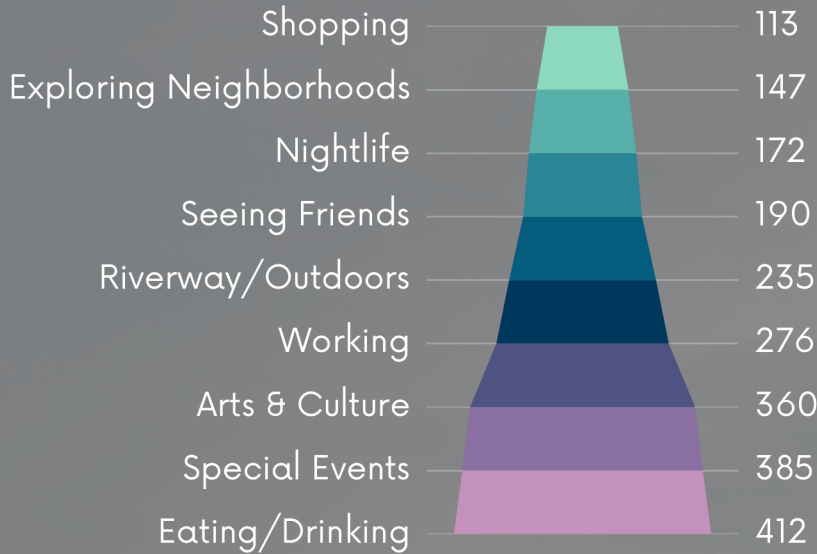
(Respondents were asked to select all that apply.)



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For which activities do you come to downtown Rochester?

(Respondents were asked to select all that apply.)

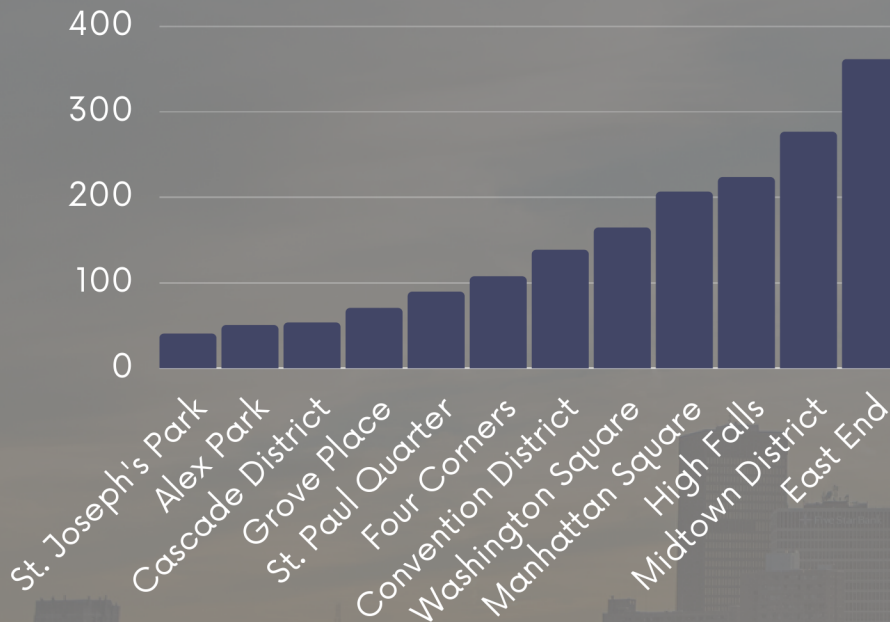


TOP 3 DOWNTOWN ACTIVITIES

1. Eating & Drinking
2. Special Events
3. Arts & Culture

What areas of downtown Rochester do you frequent the most?

(Respondents were asked to select all that apply.)



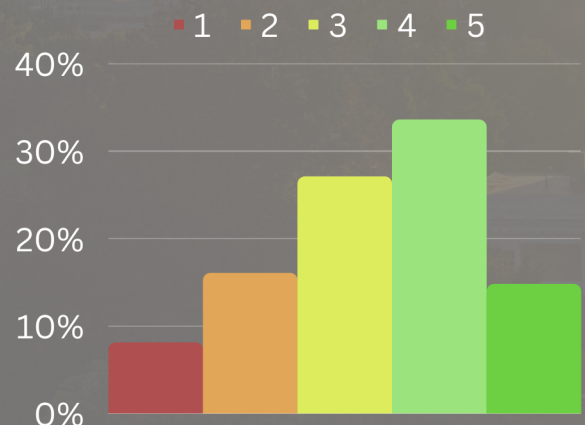
MOST FREQUENTED NEIGHBORHOODS

1. East End
2. Midtown
3. High Falls

On A Scale Of 1-5, How Safe Do You Feel In The Areas Of Downtown You Frequent?

48%

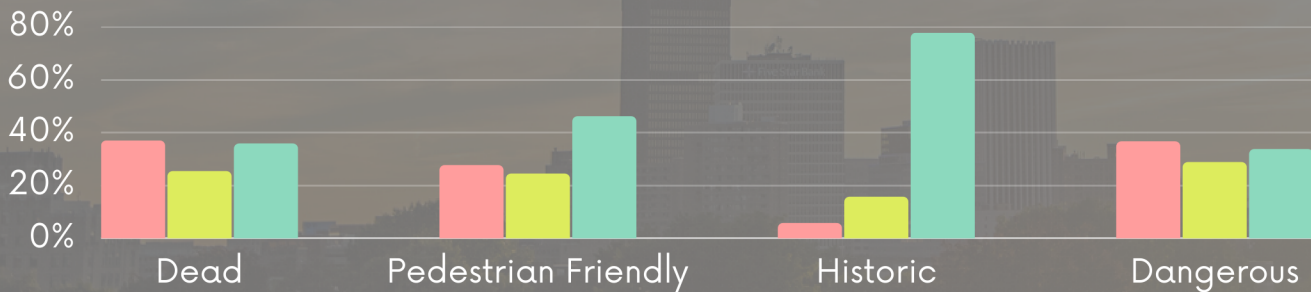
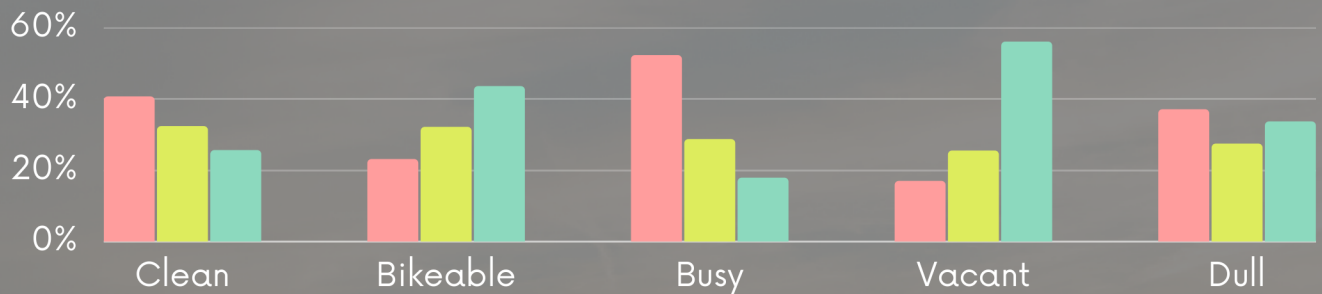
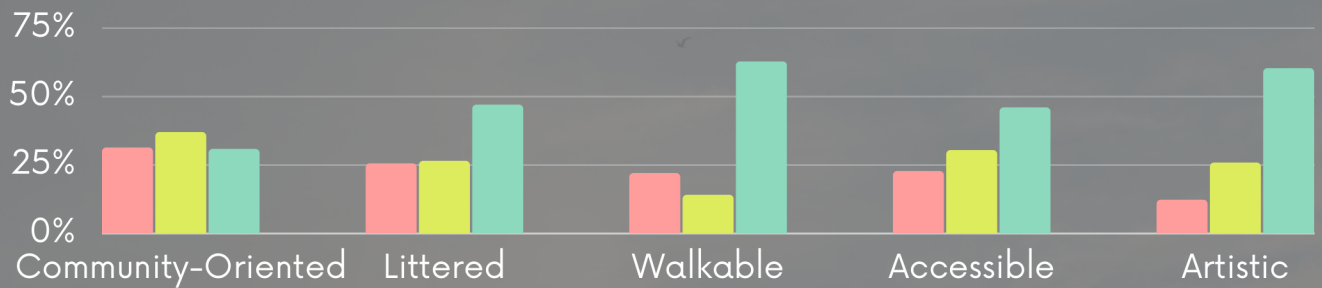
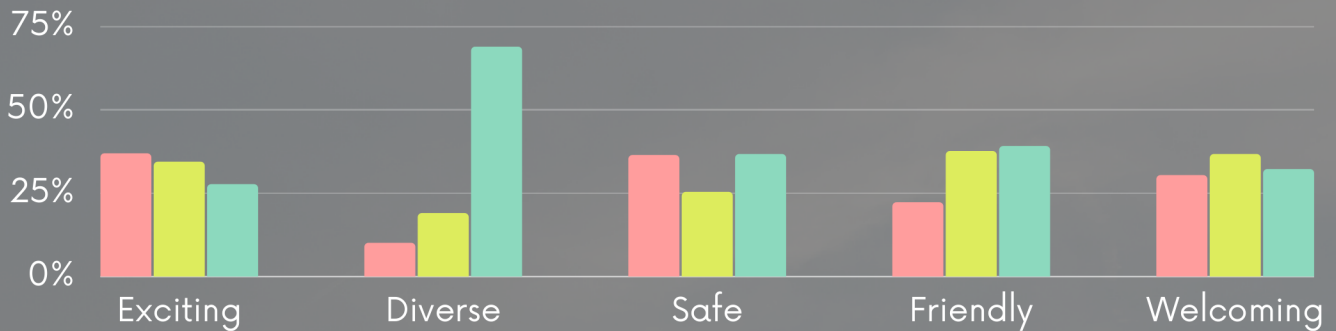
Feel More Safe than Not



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Which attributes do you think best describe downtown Rochester?

Disagree/Strongly Disagree Neither Agree/Disagree
Agree/Strongly Agree



56%

Believe Downtown to be Vacant

47%

Believe Downtown to be Littered

78%

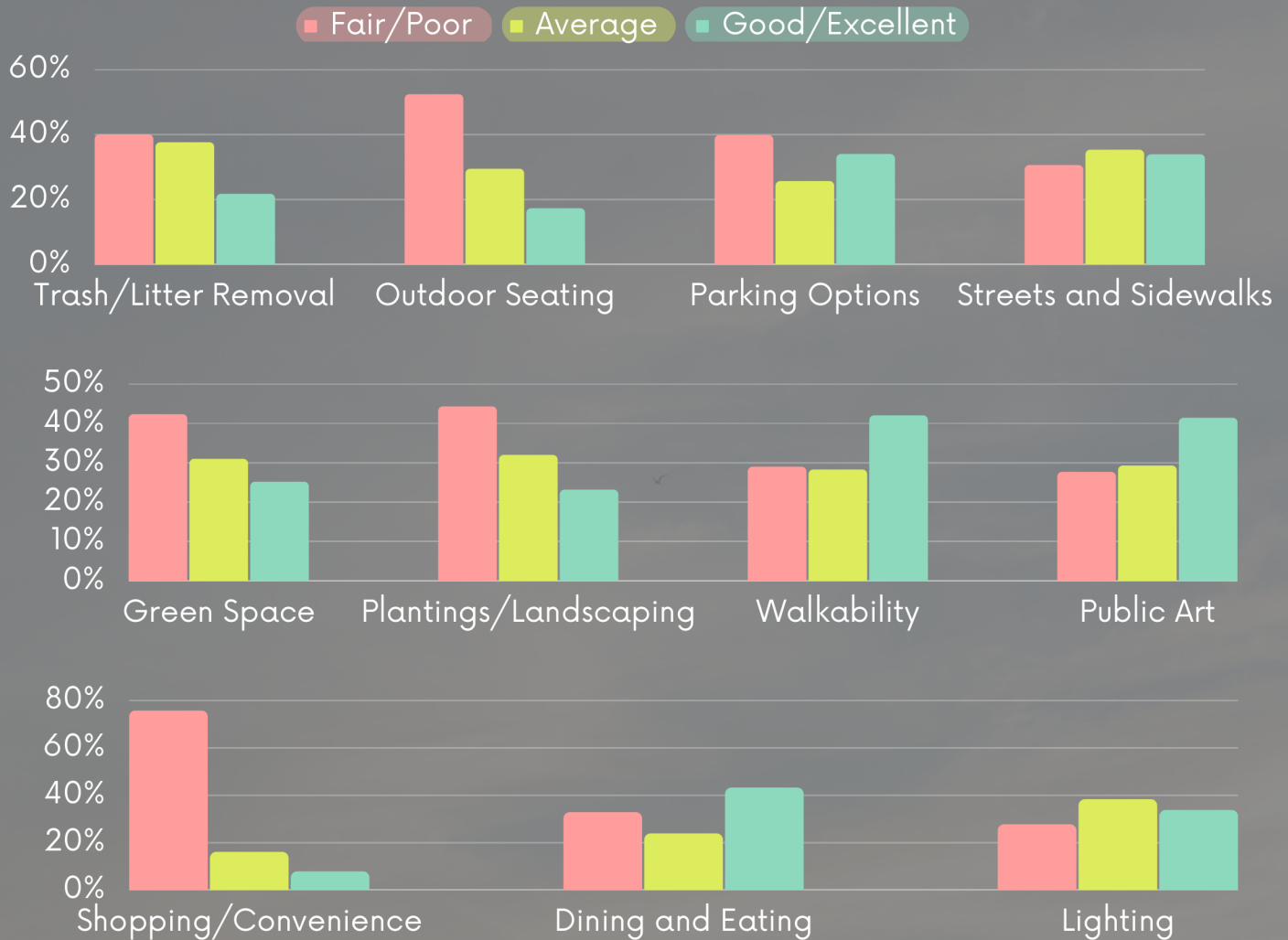
Believe Downtown to be Historic

63%

Believe Downtown to be Walkable

Downtown Rochester Experience Survey Results

Please rate the following features of downtown Rochester currently:



76%
Believe Shopping & Convenience to be Fair or Poor

52%
Believe Outdoor Seating to be Fair or Poor

44%
Believe Plantings & Landscaping to be Fair or Poor

43%
Believe Dining & Eating to be Good or Excellent

Please rank the following statement:
"Downtown Rochester is an exciting and active place."

