

Constant Contact Survey Results

Survey Name: Branding Survey Revised

Response Status: Partial & Completed

Filter: None

Jun 21, 2010 11:17:16 AM

1. Do you live in Rockville?

	Number of Response(s)	Response Ratio
Yes	137	76.9%
No	18	10.1%
No Responses	23	12.9%
Total	178	100%

2. How long have you lived in Rockville?

	Number of Response(s)	Response Ratio
Less than one year	8	4.4%
1 to 4 years	27	15.1%
5 to 9 years	35	19.6%
10+ years	69	38.7%
No Responses	39	21.9%
Total	178	100%

3. Do you own a business in Rockville?

	Number of Response(s)	Response Ratio
Yes	19	10.6%
No	133	74.7%
No Responses	26	14.6%
Total	178	100%

4. How long have you worked in Rockville?

	Number of Response(s)	Response Ratio
Less than one year	26	14.6%
1 to 4 years	21	11.7%
5 to 9 years	20	11.2%
10+ years	46	25.8%
No Responses	65	36.5%
Total	178	100%

5. Which of the following words BEST describe Rockville? (choose as many as you like)

	Number of Response(s)	Response Ratio
--	-----------------------	----------------

Traditional	46	30.0%
Old	18	11.7%
Young	15	9.8%
Friendly	67	43.7%
Small Town	47	30.7%
Uptown	8	5.2%
Diverse	112	73.2%
Proud	33	21.5%
Historical	83	54.2%
Unique	24	15.6%
Inclusive	43	28.1%
Conservative	7	4.5%
Liberal	31	20.2%
Boring	6	3.9%
Exciting	20	13.0%
Wealthy	11	7.1%
Entrepreneurial	22	14.3%
Home	78	50.9%
Safe	60	39.2%
Intellectual	25	16.3%
Other	32	20.9%
Total	153	100%

6. Which of the following words LEAST describe Rockville? (choose as many as you like)

	Number of Response(s)	Response Ratio
Traditional	12	8.3%
Old	26	18.1%
Young	24	16.7%
Friendly	7	4.8%
Small Town	33	23.0%

Uptown	46	32.1%
Diverse	5	3.4%
Proud	2	1.3%
Historical	7	4.8%
Unique	28	19.5%
Inclusive	8	5.5%
Conservative	63	44.0%
Liberal	8	5.5%
Boring	64	44.7%
Exciting	31	21.6%
Wealthy	31	21.6%
Entrepreneurial	16	11.1%
Home	1	<1%
Safe	4	2.7%
Intellectual	23	16.0%
Other	3	2.0%
Total	143	100%

7. How important is the City of Rockville's history to how it should be perceived today?

	Number of Response(s)	Response Ratio
Very	72	40.4%
Not at all	34	19.1%
Other	38	21.3%
No Responses	34	19.1%
Total	178	100%

8. What do you think Rockville's current brand image reflects the most?

	Number of Response(s)	Response Ratio
The past	36	20.2%
The present	56	31.4%
The future	18	10.1%
Other	34	19.1%
No Responses	34	19.1%
Total	178	100%

9. What would you like Rockville's image to reflect the most?

	Number of Response(s)	Response Ratio
The past	12	6.7%
The present	61	34.2%
The future	71	39.8%
No Responses	34	19.1%
Total	178	100%

10. What do you like the most about Rockville? (choose as many as you like)

	Number of Response(s)	Response Ratio
Schools	57	39.0%
Shopping	58	39.7%
Restaurants	83	56.8%
Accessibility	70	47.9%
Parks	83	56.8%
City-sponsored events	76	52.0%
Sense of community	69	47.2%
Houses of worship	11	7.5%
"Things to do"/Entertainment options	45	30.8%
Neighborhoods	84	57.5%
Safety	62	42.4%
City services	84	57.5%
Recreation facilities	73	50.0%
Appearance	60	41.0%
Architecture	21	14.3%
Other	15	10.2%
Total	146	100%

11. What do you like the least about Rockville? (choose as many as you like)

	Number of Response(s)	Response Ratio
Schools	4	3.6%
Shopping	27	24.7%
Restaurants	15	13.7%
Accessibility	13	11.9%
Parks	1	<1%
City-sponsored events	6	5.5%
Sense of community	2	1.8%

Houses of worship	1	<1%
"Things to do"/Entertainment options	24	22.0%
Neighborhoods	3	2.7%
Safety	7	6.4%
City services	8	7.3%
Recreation facilities	5	4.5%
Appearance	22	20.1%
Architecture	25	22.9%
Other	44	40.3%
Total	109	100%

12. What about Rockville makes you the most proud?

	Number of Response(s)	Response Ratio
Sense of community	21	11.7%
Appearance of the City	10	5.6%
Quality of life (neighborhoods, schools, recreational facilities etc.)	102	57.3%
Other	12	6.7%
No Responses	33	18.5%
Total	178	100%

13. Describe "Rockville" as you would your best friend--his/her personality, best character traits and attributes, etc.

97 Response(s)

14. Are you male or female?

	Number of Response(s)	Response Ratio
Male	55	30.8%
Female	87	48.8%
Prefer not to answer	5	2.8%
No Responses	31	17.4%
Total	178	100%

15. What is your age?

	Number of Response(s)	Response Ratio
24 or under	3	1.6%
25 - 34	24	13.4%
35 - 44	38	21.3%
45 - 54	27	15.1%
54 - 65	24	13.4%
65+	24	13.4%
Prefer not to answer	6	3.3%
No Responses	32	17.9%
Total	178	100%

Constant Contact Survey Results

Survey Name	Branding Survey
Response Status:	Partial & Completed
5. Which of the following words BEST describe Rockville? (choose as many as you like) - Other responses	
Answer	
	Forward-looking
	Sometimes NIMBY
	Progressive
	Regional retail center
	Small town feel
	expensive-have nots do not apply
	changing
	Green, Fun, Active
	mixture of styles
	non-descript
	Small-town feel but big-city opportunities & activities
	NOT pedestrian friendly
	Growing
	suburban, overcrowded
	Community,
	over-regulated
	over developed
	rapidly changing
	overtaxed overpriced fiscally loose
	Entertaining
	Dynamic, Convenient, Active
	Fun
	relaxed diverse community with mixture of activities
	transitioning suburb
	Growing
	no unifying architecture/Town Center is great.
	environmentally conscious
	convenient
	up and coming
	Urban sprawl
	Progressive
	inconsistent architecture, lack of master plan

6. Which of the following words LEAST describe Rockville? (choose as many as you like) - Other responses	
Answer	
	attractive architecture (there's virtually none)
	Dangerous
	lacks wealth compared to Potomac and Bethesda. Why?
7. How important is the City of Rockville's history to how it should be perceived today? - Other responses	
Answer	
	a little
	Somewhat
	somewhat
	somewhat
	It should be given respect generally, but afforded no more authority than are pr
	Somewhat
	Important but not the end all be all.
	history is important, but don't look backward for city identity.
	Somewhat
	Somewhat
	recognize but not stuck
	moderately
	It is a part of the overall fabric - no more important than the others
	Not very
	proud heritage background
	somewhat
	somewhat
	Moderate
	Somewhat
	Moderate - newcomers don't care much
	It is not well known, but may be important.
	question is not clear
	not at all to most people because they have no idea of its history
	always important but not a big part of my life here
	Not very--change is more important
	Somewhat. History should be part of the mix.
	The past is important, but it is prolog
	Medium level of importance
	Not compelling enough for branding
	Rockville's historic significance is interesting but frequently overstated
	Somewhat

	somewhat
	I didn't realize it had any historic value.
	it should play a role but not overshadow our future
	somewhat
	important but ever changing
	More promotion of architecture in historic districts (e.g.Alexandria, Annapolis)
	somewhat
8. What do you think Rockville's current brand image reflects the most? - Other responses	
Answer	
	not sure
	good balance of the above
	mixed
	combination of past and present
	nothing
	Nothing
	no brand image
	nothing
	meaningless
	mature progressive
	doesn't really have one
	both past and present
	Neutral
	Stogey
	What brand image? It's confusion. It's discordant. It's messy. It's backwoods.
	all three
	Mix of past present and future
	all of these
	wishful thinking
	unfortunately, not clear at this time but certainly affected by economic factors
	Nothing
	A city that has been around for a long time and looking forward
	all 3 of them
	not sure that is has a consistant brand
	A mixture of past and present, although no future
	stasis: old timers and no-growthers resisting change
	it's a mixture of all
	all three
	bedroom community to DC
	bureaucracy

	Rockville has a brand?
	Past and present
	Not sure
	Future needs to be built on Science & Technology and business
	10. What do you like the most about Rockville? (choose as many as you like) - Other responses
	Answer
	upkeep
	historical emphasis - tours, signage
	close to D.C. and 3 airports.
	Trees and green spaces
	transportation, road infrastructure
	golf course
	the People and trees
	Urban lifestyle but in suburbia
	the Town Center; increase in denser, transit-friendly development
	Children's Summer DayCamps
	the people
	town center
	close to D.C., and most of Rockville is very "walkable"
	Metro Access
	that you have a dynamic city and a good economic development arm in REDI
	11. What do you like the least about Rockville? (choose as many as you like) - Other responses
	Answer
	traffic
	large strip malls
	Wooton parkway used as a thoroughfare in Res. nbrhd need 25mph Glen M.-Falls Rd
	above-ground utility wires on 355
	Traffic
	traffic
	nimbys
	traffic, cost of living
	Traffic
	appearance of rockville pike, traffic on rockville pike
	traffic
	high rent makes Town Center too exclusive
	Traffic on 355
	occasional nimby attitudes
	needs to be more bike friendly

traffic!
too much sister-city
architecture not cohesive
traffic
Distance from the big city
That it is getting to be as liberal as Montgomery County (bad for finances)
not all Rockville residents attend Rockville schools
Traffic
rockville pike traffic
unequal enforcement of neighborhood upkeep requirements
city events not quite up to parr compared to those in nearby cities
Rockville Pike is hideous
It's a fairly generic suburb, but somewhat differentiated by its history
cant think of any!
transportation
Services provided to illegal immigrants
traffic and some crime
Traffic
street layout and poor connectivity
beggars along 355 & Pike
Pedestrian Safety
Older neighborhoods and shopping centers - 355 near Montgomery college
TRAFFIC
Traffic congestion
traffic
Nothing
automobile traffic
Those that work in the field are not as important as those at City Hall.
need more consistency in architecture
12. What about Rockville makes you the most proud? - Other responses
Answer
It tries to provide a personal presence within an large metropolitan area
excellent city services
nothing
all of the above
Its diversity
urban lifestyle but in suburbia
neighborhood pride
The Town Center

	good employee base
	The constant push to differentiate itself from other generic middle class suburb
	well run city government services
	all of the above
13. Describe "Rockville" as you would your best friend--his/her personality, best character traits and attributes, etc. - Responses	
Answer	
	Rockville has a small town feeling (safety, sense of community) with lots of things for kids to do, places to eat, and a great central town square to meet with friends.
	Rockville is a smart place to live and great place to raise a family. Rockville provides opportunities and services to all residents to allow them to be the kind of citizens they aspire to be.
	Stable, well run
	Rockville has its good points and bad points, but its heart is in the right place - always trying to improve - always looking out for its residents. Forward thinking in many respects, but careful (today) to preserve at least memories of the past, if not the actual buildings. suburbia without pretension. (and it's NOT Bethesda, which is good!)
	Safe, lots of trees, gardening-friendly, convenient to everything, nice neighborhoods, lots of opportunities for citizen involvement
	Friendly, interested in Civic events, likes diverse entertainment, values diverse population, innovative, clean, seeks citizen input, values its elderly. values small town atmosphere, not overly commercial, good library facilities, open citizen input thru town meetings
	Past and future <input type="checkbox"/> Friendly <input type="checkbox"/> Trying hard to grow into the future <input type="checkbox"/> Confident of the future <input type="checkbox"/> Small and close enough together to believe in the town and its leadership <input type="checkbox"/> ugly when approached via 355!
	Tries to be an independent entity amid larger entities. Puts a personal face on itself but is not easy to deal with from a business point of view. NIMBY mentality.
	cannot describe
	Rockville is a great place to live. But it would be better if taxes were not so high. Part of that problem is the State of Maryland, not Rockville.
	Rockville is a diverse area filled with people from all over the world. The activities that Rockville holds for their citizens encompasses our differences and allows us to share them with one another.
	Moved here 6 mo. ago from the West Coast and am so impressed with Rockville! Has a great blend of old and new and so much to do-cultural, recreational and social events. Love the revitalized downtown, the library, the old neighborhoods & the parks. City does a solid job w/ services (police, fire, trash, snow removal). Good place to raise a family.
	1. Rockville has great access to D.C. via Metro, and is close to 3 airports. NYC and Philadelphia are easily reached by train. 2. Rockville has four distinct and beautiful seasons, but without long, severe winters. 3. Rockville has an inferiority complex that leads it to embrace the past and resist change. 4. petty & exclusive local politics.
	Rockville is my hometown. It has perserved its historical buildings well. The schools are within walking distance from many of the homes. There are many different commissions and groups to join and participate.

	not what it was...growing too fast and not in good way...losing values and community-mindedness...creating apathy
	I would be honest with my best friend and say the mayor and council meetings are what is holding them back. Marcuccio and Newton are stuck in the 1950s. Move on, please.
	An inclusive community, where many restaurants and businesses within walking distance, still a low rise community full of trees and parks, accepting of people from diverse backgrounds and a wide range of incomes, easy access to Metro. Traffic is one of the great drawbacks. The City needs to more fully involve citizens in its future.
	I've found it's really a small city where I've started running into the same people at different events. I like this! I feel like I'm part of a community. The city services are responsive (parks, trash, police). It's a great place to raise young kids. My only wish is for more independent restaurants at the square instead of so many chains.
	Can't answer this question the way you have asked it, but it's a great place to raise kids.
	Small town - anyone can speak to Mayor and Council, you can get involved with things you are interested in. Middle class
	do not consider Rockville as a best friend, too expensive, in economic decline, poorly governed
	Rockville is a good mix of cultural and ethnic diversity that has a lot of potential for making life interesting for residents. The City provides great services and events, most of all an outstanding program for seniors.
	Don't forget you represent all the people, not just the elite. Learn to live within your means. You are less accessible than when we moved here in 1971.
	It is a great place to live and raise a family.
	feels like a small community but with all the advantages of a big city
	Likes children, clean and friendly. - - - Many people need to discover the Rockville beyond just the Pike.
	Rockville is a real nice place and has pride. Rockville wants to have a sense of place, but doesn't quite yet. It's main flaw is Rockville Pike.
	Quality of life. I enjoy its great city services, recreational facilities and parks, and small-town feel.
	Rockville has the feel of a small town with the conveniences of a big city. Very strong sense of community and community involvement
	A town to live, play and raise your children.
	great place to live and work and play
	a great larger town that feels small and is a wonderful place to live and raise children among a warm and embracing community.
	a former small town trying to find its history
	I've known Rockville my whole life.She makes me feel part of a family.I like that she keeps trying to improve if things aren't going as planned.I wish her the best in finding a balance between old-town feel and looking toward the future.I pray she fights for a greener future and doesn't give in to big-business pressure.(She should have chickens.)
	I think I said that with the above answers. Don't have time to write essay right now. :(
	An open town with open government that tries to be responsive and provide a rewarding quality of life for its residents. Willing to spend a little more as a community so that everyone can be a part.
	Rockville is open minded, inviting, attractive, intelligent, caring, well appointed, fun and always looking for ways to improve.
	diverse, busy, becoming too crowded, safe, accommadating
	I feel it is a comfortable place,friendly active and safe.
	Rockville is uniquely located close to Washington DC although it feels like a much smaller city. It's accessible and there is always something going on.

	Rockville is a medium-sized City that pretends it is a small town. It is not forward thinking and City decisions are made in an "ad hoc" manner to please small groups of elderly residents. There is a lot of talk about Planning but very little smart growth. It is not pro-business nor pro-family.
	A great place to live--everything is nearby. Convenient to Metro, I-270, you name it! It would be hard to imagine living anywhere else. It's HOME.
	A place you'd like to live. So many choices of activities and restaurants. Not too pricey but somewhat upscale. A good amount of open space preserved.
	Rockville has something for everyone here. There are sports and family oriented activities, and there are also activities geared to seniors. The new nature center is something I wish was around when my children were small. There is so much to see and do here, not including the Dept. of Recreation activities. Traffic is worse, my main concern.
	Good looking, fashionable, yet modest & friendly enough and not too terribly over-priced. Very helpful, convenient, and fun with all it's great and accessible resources. Lots of potential to grow into an even more community friendly and attractive city for people of all ages and backgrounds.
	Great location, community, hometown holidays, history
	Town center is trying to compete with Bethesda which is nice but it's not nearly as pretentious which is WONDERFUL
	Rockville is home and a place to raise a family.
	The size of Rockville is superb. The City government and services are the best I have known in any municipality we have lived in. <input type="checkbox"/> The potential for greatness is considerable.
	Small incorporated city with some of it's own recreation facilities and government. Deversified population with lots of ethnic restuarants.
	It definitely has a sense of community. Is safe, has decent schools, good place to raise a family and settle down, and for now, remains fiscally responsible so it can maintain all of it's services and qualities - but that can change. <input type="checkbox"/> <input type="checkbox"/> Also like it's historical aspect.
	Warm, friendly, progressive, inclusive, attractive
	urban lifestyle but in suburbia
	regular small town. <input type="checkbox"/> <input type="checkbox"/> presently deciding between environmentally friendly and green renewable energy or zero energy sustainable strucutres OR very high density concrete monolith 10-20 story human ant hills
	Hometown that's not so big you get lost. It's a wonderful place to raise children because of the activities, recreation, and school. It provides a sense of convenience and simplicity that I don't find in places like Bethesda which seem overly crowded an complicated to even park.
	Rockville was a good friend from the beginning, always there when you needed him/her. I learned alot from him/her, always friendly with loads of charm.
	A city with a "home town" feel. The best of both worlds whereby you can easily work in and access DC but have your family enjoy the schools and peace of a town.
	It's very family friendly, safe and everything is right at your door! (schools, shopping, entertainment..)

	Rockville is absolutely the cleanest and most attractive city during every season of the year. The beautiful plantings greet you at every gateway to the city. And wherever you want to live, whatever you need or want to do, you can find it or do it ALL happily here in Rockville.
	I don't know much about her history, but it's a refreshing and neatly kept place that's fun to walk around in and hang out with friends in. I'd like to know more about the history though I do know she's 150 this year due to the signs by Town Center.
	The City knows its residents. The City and its residents have a bond. There's something about it that makes you feel like you have a sense of place and a sense of purpose. Reminds me of the song "Home" in The Wiz. Rockville is a city with heart, a city with soul. We moved away and came back. The city called us back. No other place felt like home.
	small town life, easy access to highways, metro, trains, walkable from residential areas to commercial/business/retail -
	bedroom community
	Rockville has the numbers and amenities of a big city while retaining its small town community feel.
	Unpretentious but aware of its value; friendly and with a sense of history. Outgoing and pragmatic.
	Rockville has a personality disorder and can't be true to his/her self. There has been a life long struggle with reality that has rendered the City nearly irrelevant and disconnected to the rest of the world.
	active, lively and fun
	Rockville used to be a safe, pleasant, less rushed and more considerate place to live but now it is just turning into an overpopulated, frenetic, overbuilt, traffic-jammed town with streets full of pot holes from curb to curb and very poor traffic flow control due to lights that are not synchronized.
	enjoyable to be around
	Rockville as a person: an all-American with a sense of history that is also at home in the world, with technology and modern developments.
	It is a small town with big city amenities. Pleasant and comfortable.
	growing and maturing, too spread out for a community feel. Rockville Pike takes away the "small town" atmosphere, which is a desirable trait with Rockville. Excellent parks and recs program!!!
	This is a city that has run amok financially and is placing the burden on the residents. I never would have moved here if I had any idea about how this city wastes money. The Memorial Day festivities are a slap at all taxpayers in the community. The city employees do not listen to residents. They do as THEY choose.
	Rockville keeps life interesting by celebrating every milestone, isn't afraid to take a chance on a new business, and has a diverse group of friends. Hanging out with a mature and educated crowd, Rockville is sharply dressed and ready to take on the world. (Haha..time for me to get back to work!)
	A diverse city, within fairly-easy access to the culture and activities of Washington, D.C., which has good schools.
	Proud of its history. Always trying new things to interest people.
	Here in Rockville <input type="checkbox"/> I am safe, proud to be an American. Even when I happen to be born in another country. <input type="checkbox"/> I feel so proud when I see the BIG American flag <input type="checkbox"/> in front of St. Mary's Church! and the schools where my children graduated. I love Rockville because I met the love of my life here: my husband! Just like Rockville they both stole my heart!!
	Rockville is a town under change. Town with a lot of assets that can make it a great place to live. However, Rockville is confused on what it wants to be...either wants to be cosmopolitan like Bethesda and attract a younger population, or, it wants to stay a bedroom neighborhood and cater to its older, slower population. Can't be both.

	dynamic and diverse; East Rockville shouldn't be so ostracized
	Fun, clean, quaint, quiet in the midst of the storm that is the DC metro area.
	very diverse population - age and ethnic groups -- wonderful array of activities, amateur and professional artists - mixture of architecture - accessible with metro - easily accessible into the city
	Diverse, lots of choices, urban, on the move
	great public services such as parks, police, pool, streets, and sidewalks. Close to airports and Metro a huge plus. National reputation for genetic research and medical research.
	It has a vibrant town center.
	Growing suburban area near Washington, DC with a town center, several parks and recreation facilities, and a diverse community. It could be a little more walkable, but it has good public transit. It is a good place to live and work.
	Love living here - close to DC yet away from the big city. The Metro is a big draw as are the highways surrounding Rockville. Great schools and a govt. willing to make this a more fun and liveable place
	A great place to live, but more work needs to be done to establish more of a sense of community. Regarding appearance, some work needs to be done to improve this. For example, on W Montgomery- a gateway into town, why is the old white house (next to the Indian restaurant) boarded up and in such disrepair?
	Rockville is a big town with a small town feel. Numerous shopping and dining options are just down the street, but you don't feel lost in the hustle and bustle. The neighborhoods are welcoming and friendly.
	a forward thinking city with a great small-town feel; small enough to do wonderful, experimental things.
	car dependent, urban sprawl trying hard to be friendly and inviting. You can see how hard it tries. Many things to offer that will keep you busy if you are stuck living here but none unique. cute downtown square masks the fact that it is completely surrounded by more parking garages than shops and the majority of the shops are chains
	Good combination of the past and the present. Traffic signals are very poorly timed/sequenced. Encountering two consecutive green signals is a rarity. Signals on North Washington Street and on Falls Road are the worst.
	A DC suburb with small town charm. A diverse and affluent area with nice neighborhoods, nice parks, good quality of life, etc. A little sleepy for the younger crowd but likely a nice place to raise a family, good schools, good community, good neighborhoods. Easy access to airports.
	It's great.
	Convenient location, great people, outstanding services, people from all over the world, diverse interests, part of DC region, nice place to live, ever changing and improving
	hopeful, generous, friendly, interesting
	It is a diverse community of intimate neighborhoods. Has a great Town Center that is continuing to grow.
	Rich in history but that part is unknown to outsiders. "Historic Rockville" needs to be branded on its own alongside "Progressive Rockville" with its science/biotech/business industry. Shopping is great but needs to better rival Tysons Corner. Neighborhoods in Downtown Rockville have a small town feel; many college educated people live here.