

---

# Land Use Committee Survey

Prepared for:  
The Town of Victor  
June 2005

Presented by:  
Regina Corso, Research Director





# Table of Contents

---

Methodology.....	3
Executive Summary.....	4
Detailed Findings: Residents.....	14
Detailed Findings: Business.....	98
Demographics .....	126
Detailed Methodology.....	136
Appendix A – Regional Analysis .....	143





# Methodology

---

- This study was conducted by telephone from May 3 through May 9, 2005.
- Random digit dialing (by zip code) was used to locate residents and Dun and Bradstreet business directories were used to locate businesses.
- Residents of the town of Victor, New York and businesses in both the village and town of Victor, New York were surveyed.
- A total of 540 residents and 60 businesses completed the questionnaire.
  - Please note that the small sample size of businesses means that certain responses have very small response sizes.
- Individual interviews averaged 24 minutes in length.
- Data were weighted to represent the town of Victor, New York.
- Please note – in reading tables with regard to sub-group analysis of residents, many of these subgroups do not add up to 540. This is due to non-response with regard to those sub-group questions. For example, in village/non-village analysis, the total is 523, meaning 17 people did not provide their geographic region.



## Executive Summary – Residents

---

- ***Overall, residents are generally content with their lives in the town of Victor.***
  - *Almost all of them believe things have gotten better or stayed the same in the past two years and will continue to stay the same or get better in the next two.*
  - *This contentment is even stronger closer to home as 9 out of 10 believe things are going well in their neighborhoods.*
  - *Also, people think, when compared to neighboring towns, Victor is a good place to live.*



## Executive Summary – Residents

---

- ***When asked to discuss the top of mind issue that should be changed to improve the quality of life, controlling or limiting development tops the list.***
  - *One-third of residents (34%) provided responses indicating they wanted to see development either limited or curtailed.*
  - *There is a pretty large jump to the next topic – traffic. Less than one in five (17%) provided a response indicating a traffic issue needed to be changed to improve the quality of life in Victor.*
  
- ***Satisfaction on key issues is high among residents of Victor.***
  - *Over half of residents also feel these issues are moving in the right direction.*
  - *But it is interesting to note that these directional numbers are slightly less than the satisfaction ones.*
  - *Residents feel that protecting environmental resources, maintaining tax revenue/low taxes, and protecting landowner rights are most important to the future of Victor.*
  - *The two things that residents cite as moving in the wrong direction are the look of Main Street and the amount of residential development.*



## Executive Summary – Residents (cont.)

---

- ***Preservation of Open Space is very important to Victor residents.***
  - *96% of residents say preserving open space is important in making Victor a more desirable place to live.*
  - *When it comes to over-development solutions, protecting the environment is the number one solution closely followed by preserving open spaces.*
  - *This open space preservation is a theme, and when asked directly about paying for it more than half said the town should pay for preserving open space.*
    - *Almost two-thirds of residents would like the town to pay for preserving open space: two out of five want funds to come out of the existing budget while one in five would increase taxes to pay for open space preservation.*
      - *Over one-third believe the town should not be using public funds to preserve open space.*
    - *This is something that is consistent with other areas nationwide.*
  
- ***In comparing commercial and residential development, two-thirds of residents believe that continued commercial development will harm the quality of life in Victor while slightly more than half believe continued residential development will be harmful.***
  - *Younger adults are the ones most strongly against any type of development.*



## Executive Summary – Residents (cont.)

---

- ***Two-thirds of residents consider traffic a major problem in Victor with growth in the town being a main reason.***
  - *Growth in population is considered a major contributor by 64%.*
  - *Over half (57%) of residents cite both growth in commercial development and growth in residential development as a major contributor.*
  - *Less than half of residents believe poor planning (48%) and inadequate roads (47%) are major contributors to traffic problems.*
  - *Residents are split on which of three potential solutions for traffic problems is best.*
    - *Almost half (47%) want to eliminate the Thruway toll and the same number feel the solution would be to re-route traffic around Route 96.*



## Executive Summary – Residents (cont.)

---

- ***In looking at recreation and entertainment issues, enhancing cultural and historical spaces, such as Ganondagan and Valentown Hall seem to be most important.***
  - *Three-quarters want to enhance the existing spaces and just slightly less feel there should be more events to improve the quality of life.*
  - *Only one-third believe that a new town hall should be constructed and the town hall and library should be combined.*
  - *Young adults are much more likely to believe the current spaces need to be enhanced and that there needs to be more public recreational space in town.*
  
- ***Residents are slightly conflicted over the retail options in Victor.***
  - *While 8 in 10 of residents believe small stores should be encouraged to open in the Village, the same number say if there were these small stores, people would still go to the large chains.*
    - *But only half of residents say they prefer to shop at the large chain stores.*



## Executive Summary – Residents (cont.)

---

- ***Residents overwhelmingly believe zoning should take care of quality of life issues such as noise and lighting, but are slightly more mixed when it comes to residential development.***
  - *Eight in ten believe zoning should regulate noise and slightly higher numbers believe it should regulate lighting.*
  - *When it comes to what zoning has done, seven in ten believe it has encouraged appropriate residential development and six in ten say it has encouraged appropriate commercial development.*
    - *These numbers are, however, soft as half of residents only somewhat agree with the statements as opposed to strongly agree.*
  - *Only four in ten believe zoning should encourage higher density residential development in the Village.*
  
- ***Seven in ten follow issues facing the town somewhat closely and one-third of residents turn to the Daily Messenger for this news.***
  - *Women are more likely to learn about issues facing the town from the newsletter and men from friends and neighbors.*



## Executive Summary – Residents (cont.)

---

- ***When it comes to spending five million dollars, almost half of the residents (46%) want to build a new community center on the school grounds while one-third want reduced taxes.***
  - *Of the choices provided, three out of ten would want the town to purchase 1,000 acres of permanent open space while one-quarter would build ten miles of sidewalks and trails.*
  - *Younger residents are much more likely to want to see a new community center built (59%) while four in ten baby boomers (40- 59) want to see a reduction in taxes.*
  - *Interestingly, one in five of older adults would want a new town hall built as compared to only 11% of the total population.*



## Executive Summary – Businesses

- ***Like residents, business owners are very content with the town of Victor.***
  - *Three out of five believe it is a great place to live.*
  - *Two out of five think the quality of life has gotten better and half believe it has stayed the same.*
    - *In two years hence, things should be even better – half of business owners think the quality of life will be even better in two years and one-third say it will stay the same.*
  - *98% think things are going well in the neighborhood where they work.*
    - *40% think it is going very well.*
  
- ***When asked to provide top of mind responses to what actions could improve the quality of life in Victor, almost half (45%) say control or limit development.***
  - *The second top of mind response is traffic and only 14% provided that as an action the town could take.*
  - *Interestingly, the third response, at 11%, was satisfied which further reinforces the fact that business owners are content with the town.*
  
- ***When it comes to various issues impacting the town, business owners are mostly satisfied and think things are moving in the right direction.***
  - *Owners are most satisfied with the look and character of Main Street and least satisfied with traffic and the rural character of Victor.*
  - *But one-third of owners believe the look and character of Main Street is moving in the wrong direction.*



## Executive Summary – Businesses (cont.)

---

- **Not surprisingly, business owners think promoting economic development is important in making Victor a desirable place to live.**
  - *Less than half (47%) think curtailing economic development would make Victor a desirable place to live.*
  - *More than half (55%) oppose the idea of limiting business development as a way to curb over-development.*
  
- **Half of business owners feel that traffic is a major problem in Victor and one-third believe it is a minor problem.**
  - *Half of owners believe growth in residential development is a major contributor to this problem and slightly less believe growth in population of both Victor and neighboring towns are major contributors to this problem.*
  - *Over one-quarter do not believe poor planning is a contributor.*
  - *In reviewing three options for addressing traffic problems, over half would like to see the Thruway toll eliminated while two out of five would like to see the Rt. 96 traffic re-routed.*



## Executive Summary – Businesses (cont.)

---

- ***There is almost universal agreement among business owners that small stores should be encouraged to open in the village and that consumer demand should determine the types of stores.***
  - *Only half of owners believe large chain stores should be discouraged from opening.*
- ***Two-thirds of business owners follow the issues facing Victor somewhat closely.***
  - *Over one-third (38%) learn about issues from the Daily Messenger while one in five business owners learn about them from friends and neighbors.*
- ***When reviewing options to help the town spend \$5 million, almost half of owners (45%) would want it spent on loans and grants to attract and retain Village businesses.***
  - *Slightly over one-third of business owners (37%) would want to see this money spent on reducing taxes and 35% would want a new community center built.*

---

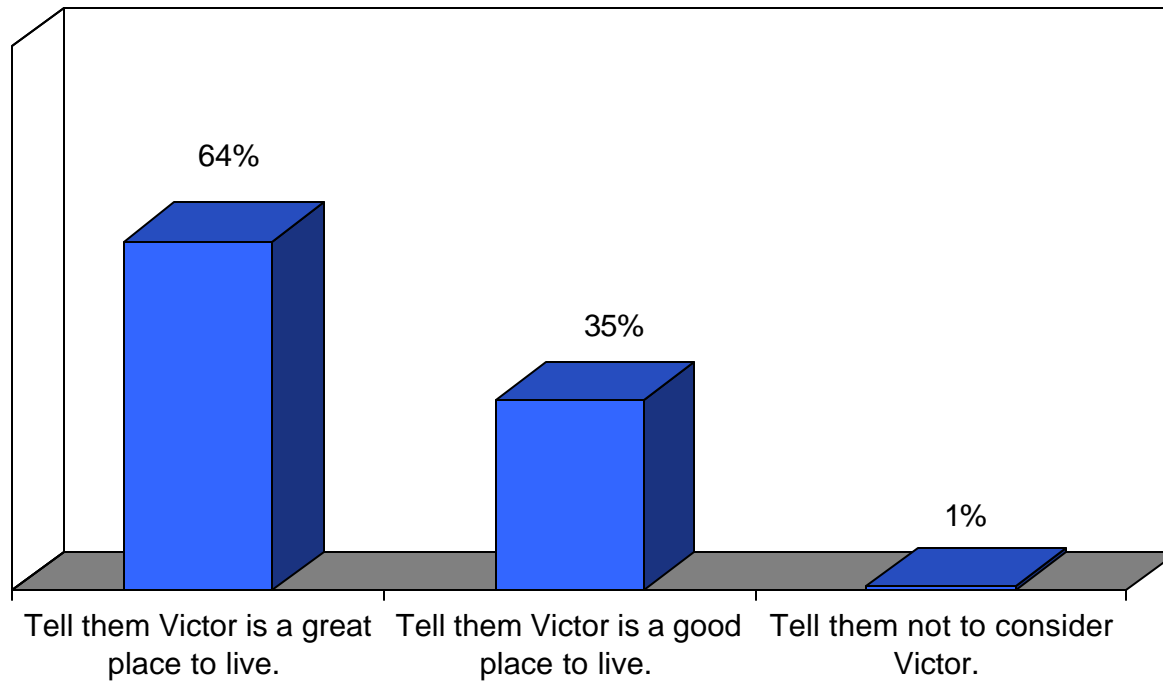
# Detailed Findings: Residents





# Nearly Two-Thirds Of Residents Endorse Victor As A Great Place To Live

If someone was looking to move into the area and asked you if you would recommend Victor as a place to live, would you...?



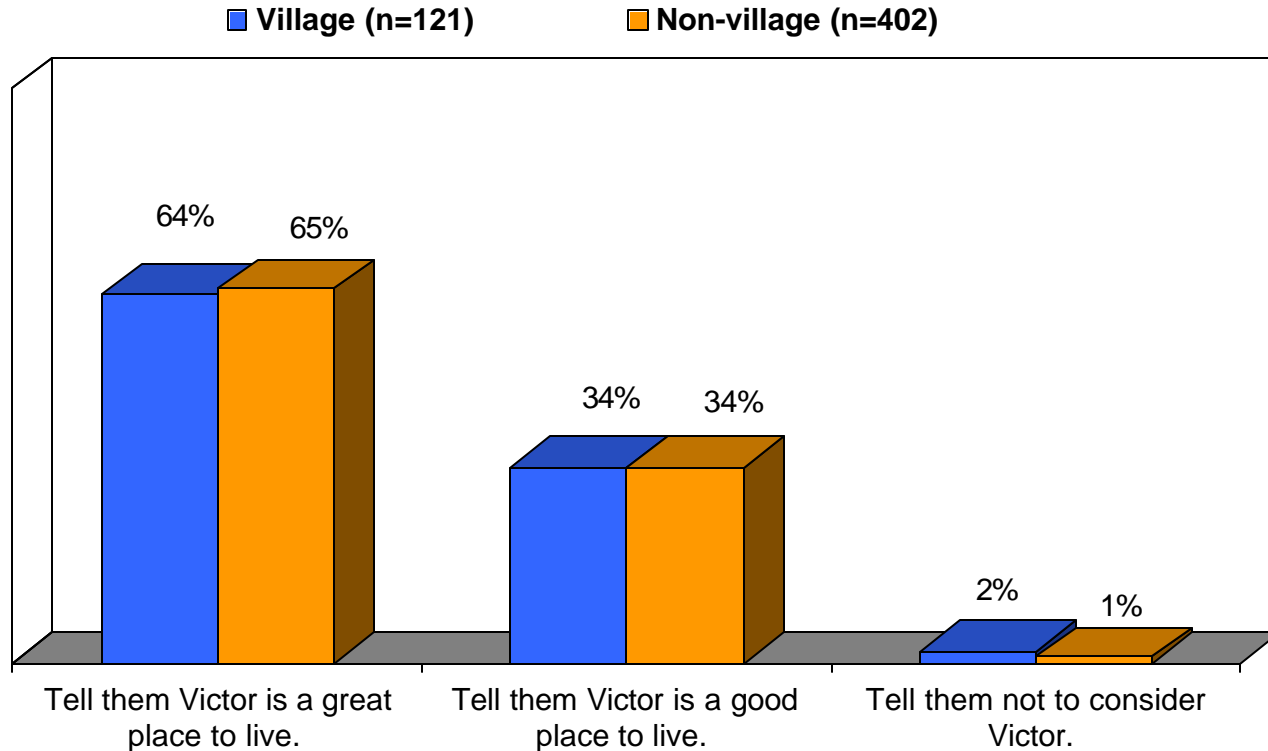
Base: Residents (n=540)





# Regardless of where in Victor residents live, majorities endorse the town as a great place to live.

If someone was looking to move into the area and asked you if you would recommend Victor as a place to live, would you...?



Base: Residents (n=540)

Please note that village and non-village do not add up to 540 due to respondent's not providing us with a response.

This is true for all further village/non-village subgroup analysis.

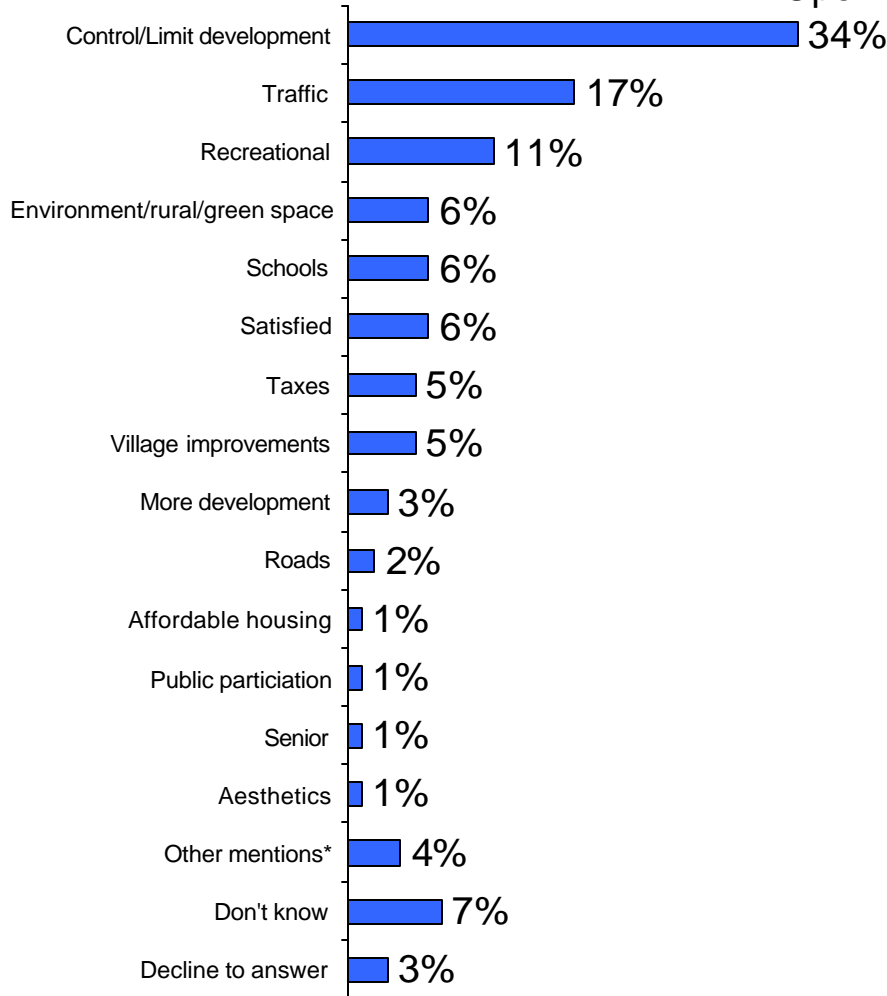




# One-third would like controls and limits to development to be in place.

What is the most important action Victor should take to improve the quality of life?

Open-ended

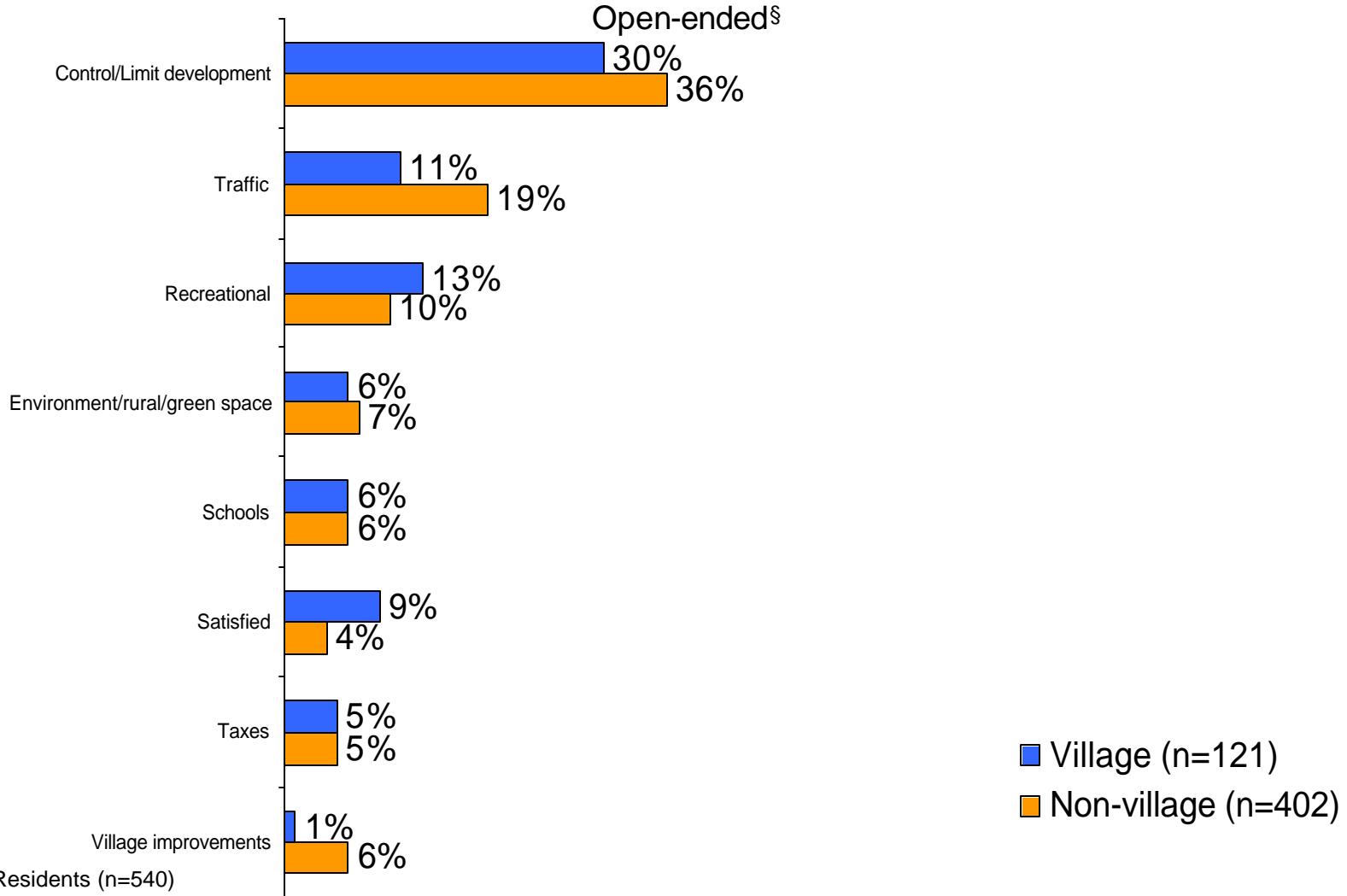


Base: Residents (n=540)



# Controls and limits to development top the list, but non-villagers are slightly more interested in improvements regarding traffic than villagers.

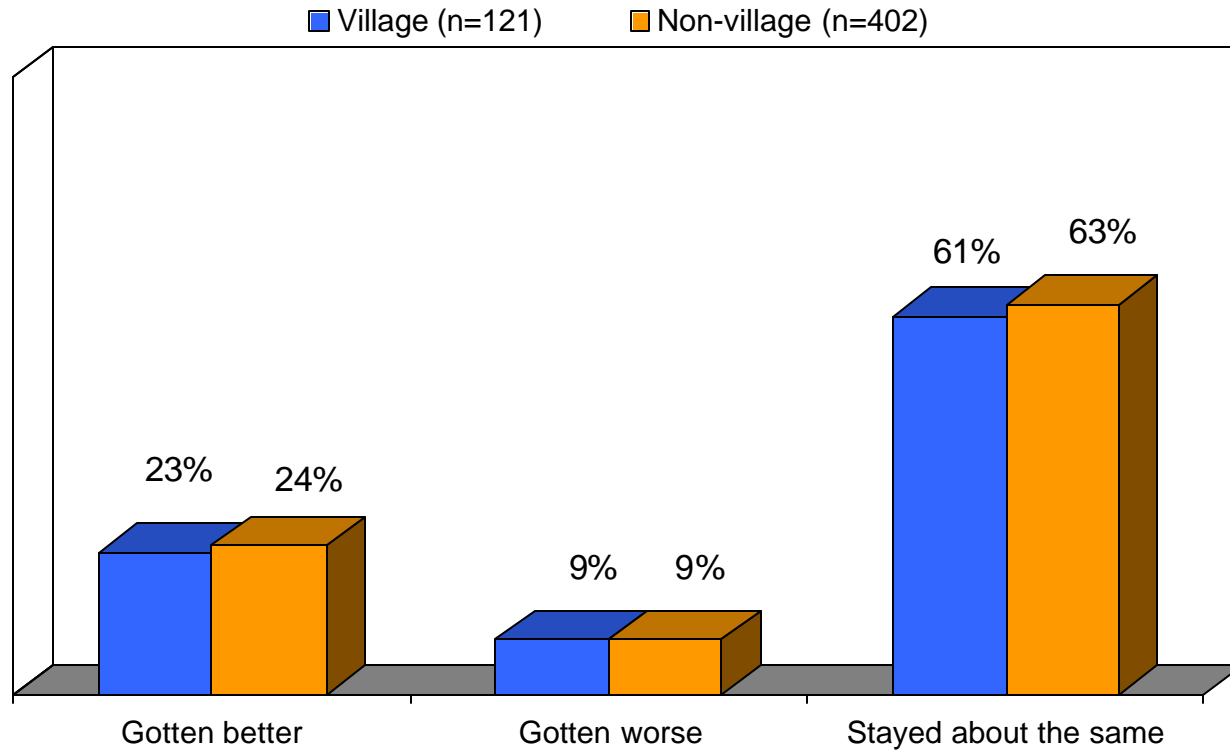
What is the most important action Victor should take to improve the quality of life?





# Majorities of village and non-village residents agree the quality of life in Victor has stayed the same over the past two years.

Compared to two years ago, has the quality of life in Victor...?



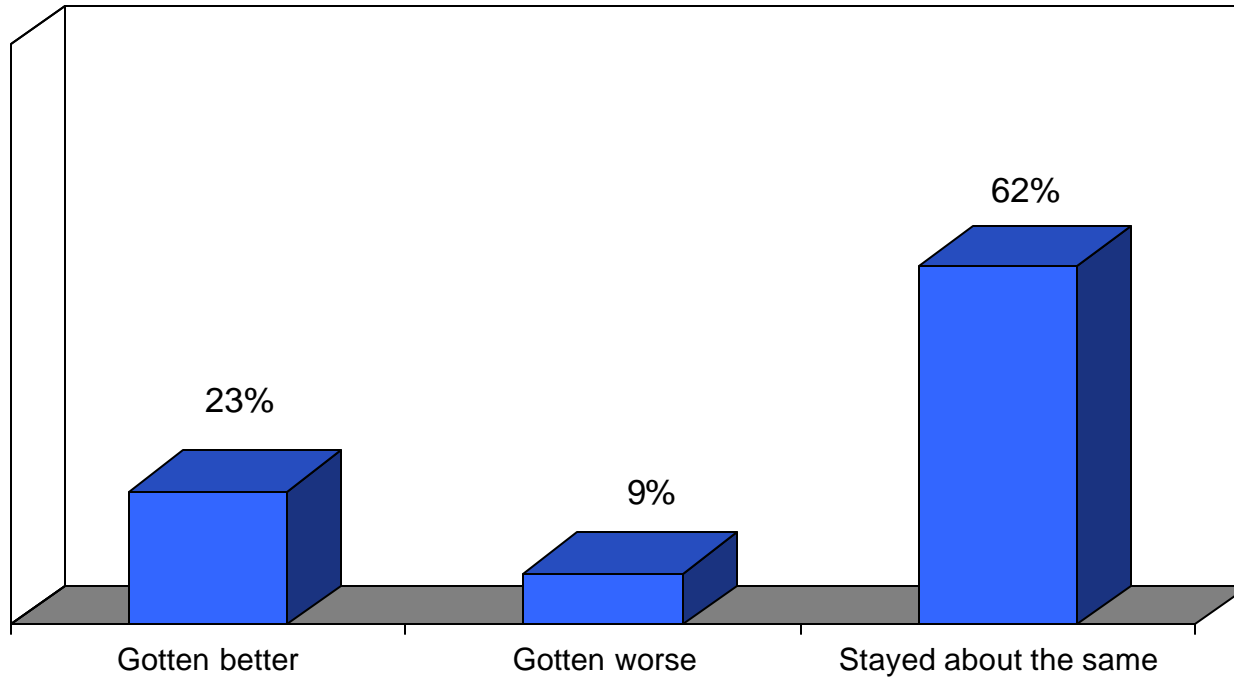
Base: Residents (n=540)





# One-quarter of Victor's residents believe the Quality Of Life has gotten better while three in five say it has stayed the same.

Compared to two years ago, has the quality of life in Victor...?



Base: Residents (n=540)





# Some Of The Longer Term Residents Are More Inclined To Feel The Quality Of Life Has Gotten Worse

Compared to two years ago, has the quality of life in Victor...?

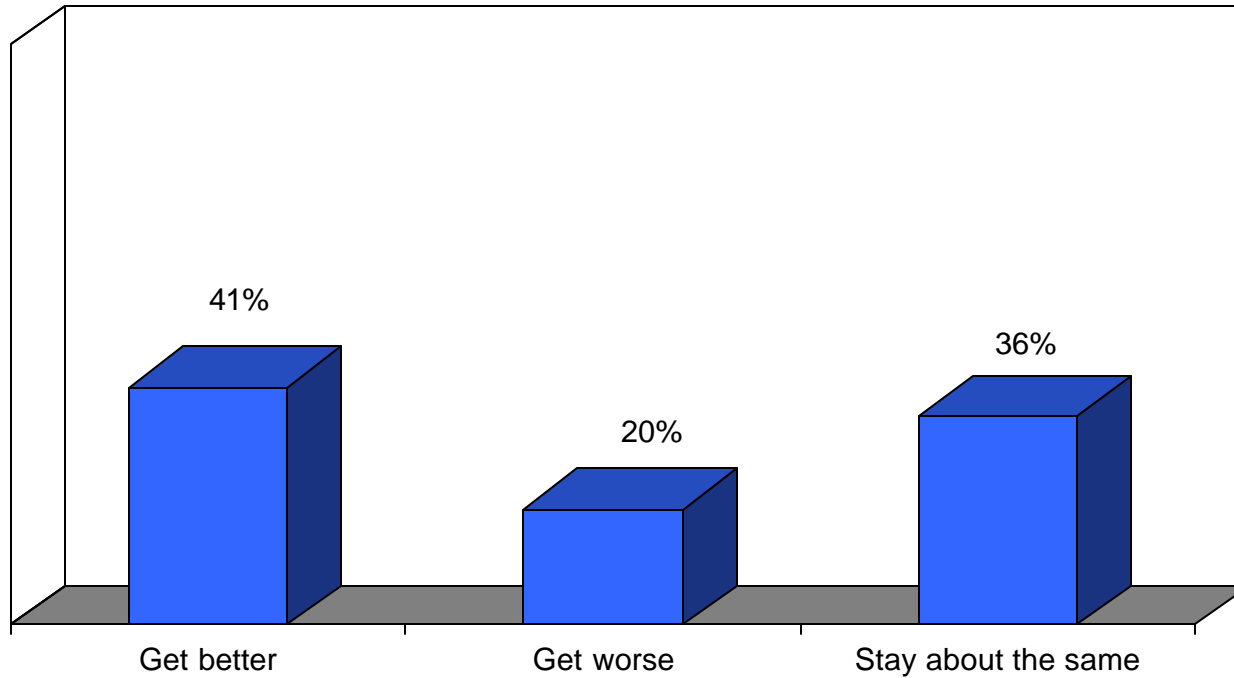
	Total	Length of time living in Victor in yrs			
		0-5	6-10	11-20	21+
n=	540 %	164 %	123 %	102 %	151 %
<b>Gotten better</b>	23	20	27	21	26
<b>Gotten worse</b>	9	3	7	11	17
<b>Stayed about the same</b>	62	62	66	67	56





# Victor's Residents Believe The Quality Of Life Will Stay The Same Or Get Better In The Next Two Years

Thinking of two years from now, will the quality of life in Victor...?



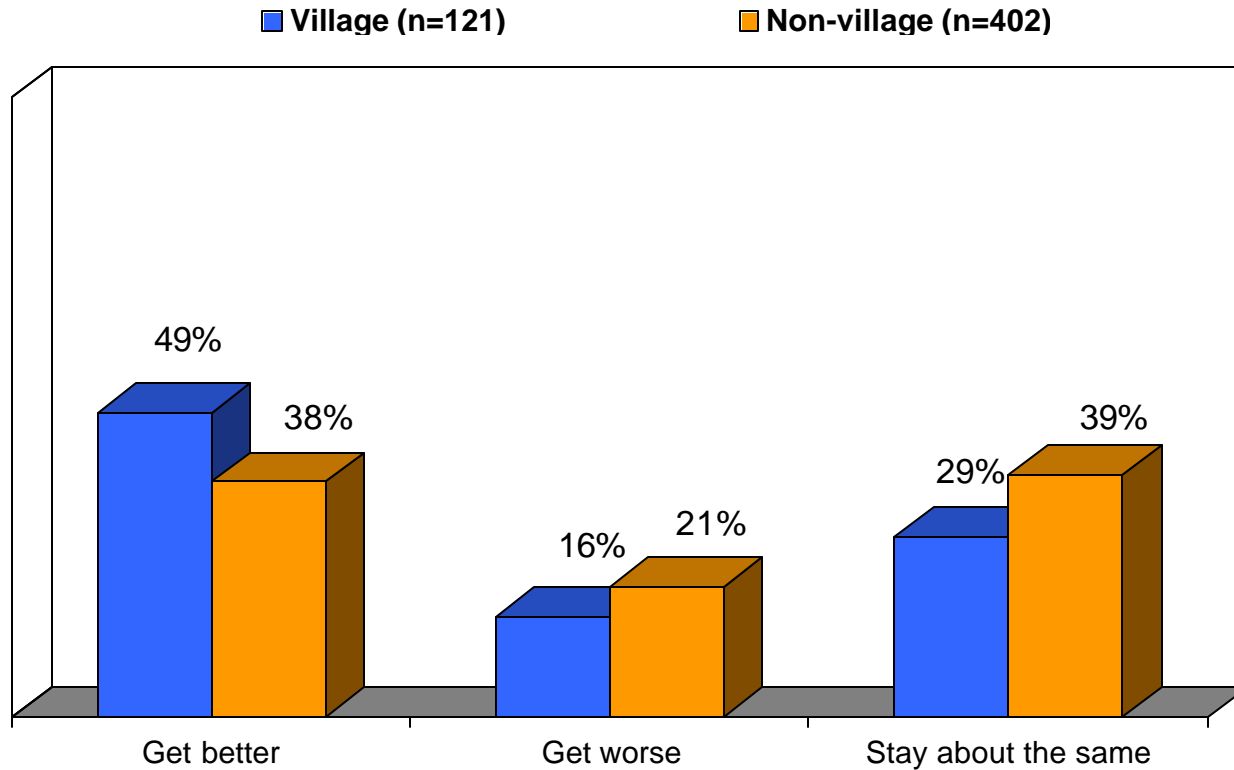
Base: Residents (n=540)





# Victor's Village Residents are Slightly More Likely than Non-Village Residents to Believe The Quality Of Life Will Get Better In The Next Two Years

Thinking of two years from now, will the quality of life in Victor...?



Base: Residents (n=540)





# The People Who Have Been Residents For Five Years Or Less Are The Most Optimistic About The Quality Of Life While Long Time Residents Are Most Pessimistic

Thinking of two years from now, will the quality of life in Victor...?

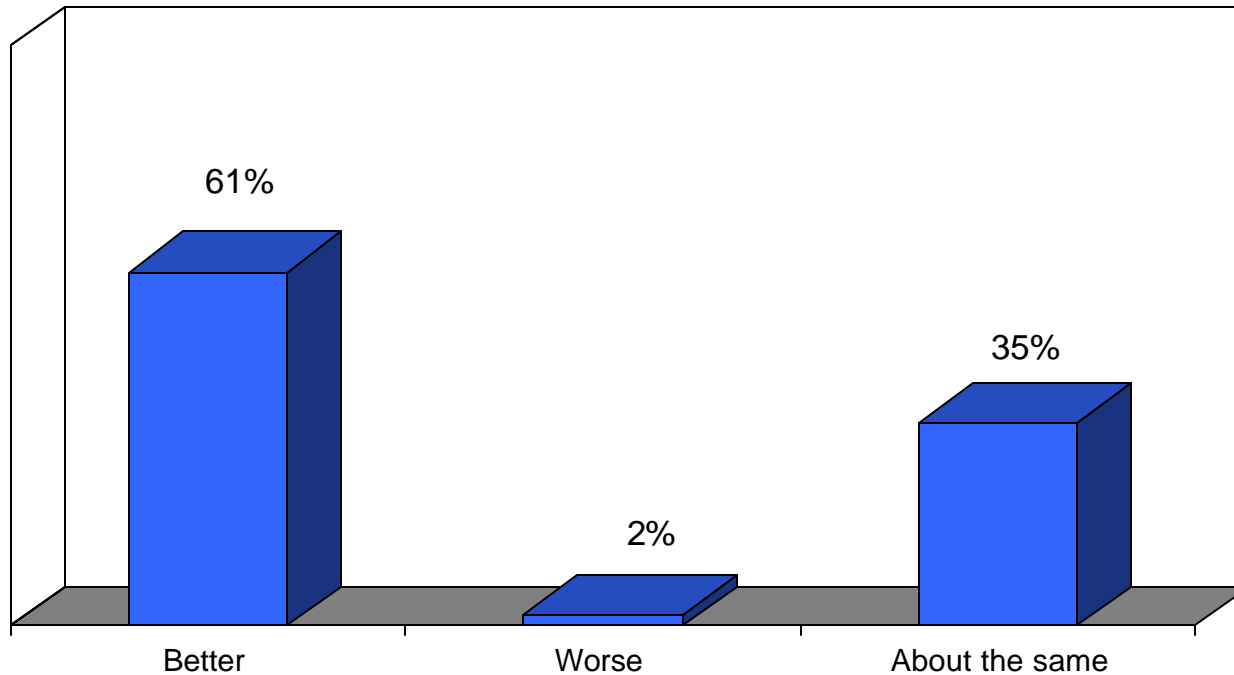
	Total	Length of time living in Victor in yrs			
		0-5	6-10	11-20	21+
n=	540	164	123	102	151
	%	%	%	%	%
<b>Get better</b>	41	48	38	45	32
<b>Get worse</b>	20	13	23	20	25
<b>Stay about the same</b>	36	35	34	29	43





# Residents Think The Quality Of Life In Victor Is Better Than That In The Neighboring Towns

When you compare the quality of life in Victor to that of people who live in other towns in the Rochester area, do you think that the quality of life in Victor is...?



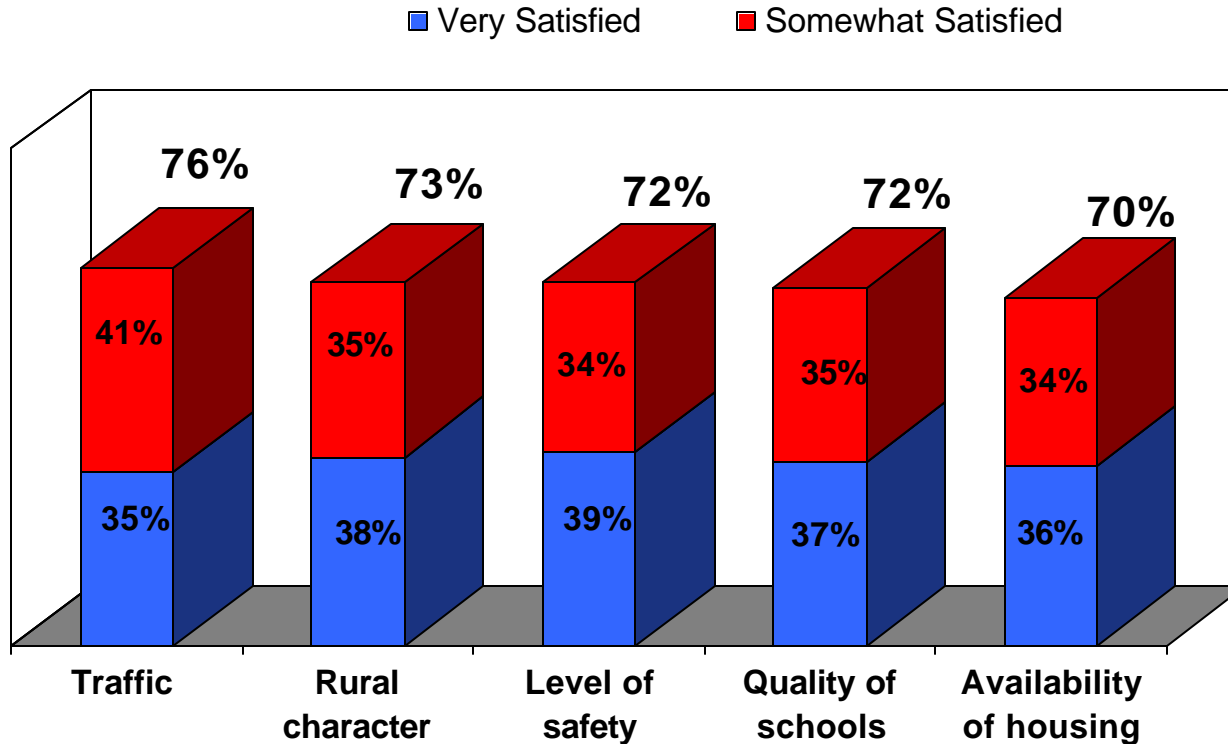
Base: Residents (n=540)





# Residents Are The Most Satisfied With The Amount Of Traffic But Are Also Satisfied With Many Other Factors

How satisfied are you, in general, with each of the following...?  
(%Very/Somewhat Satisfied)



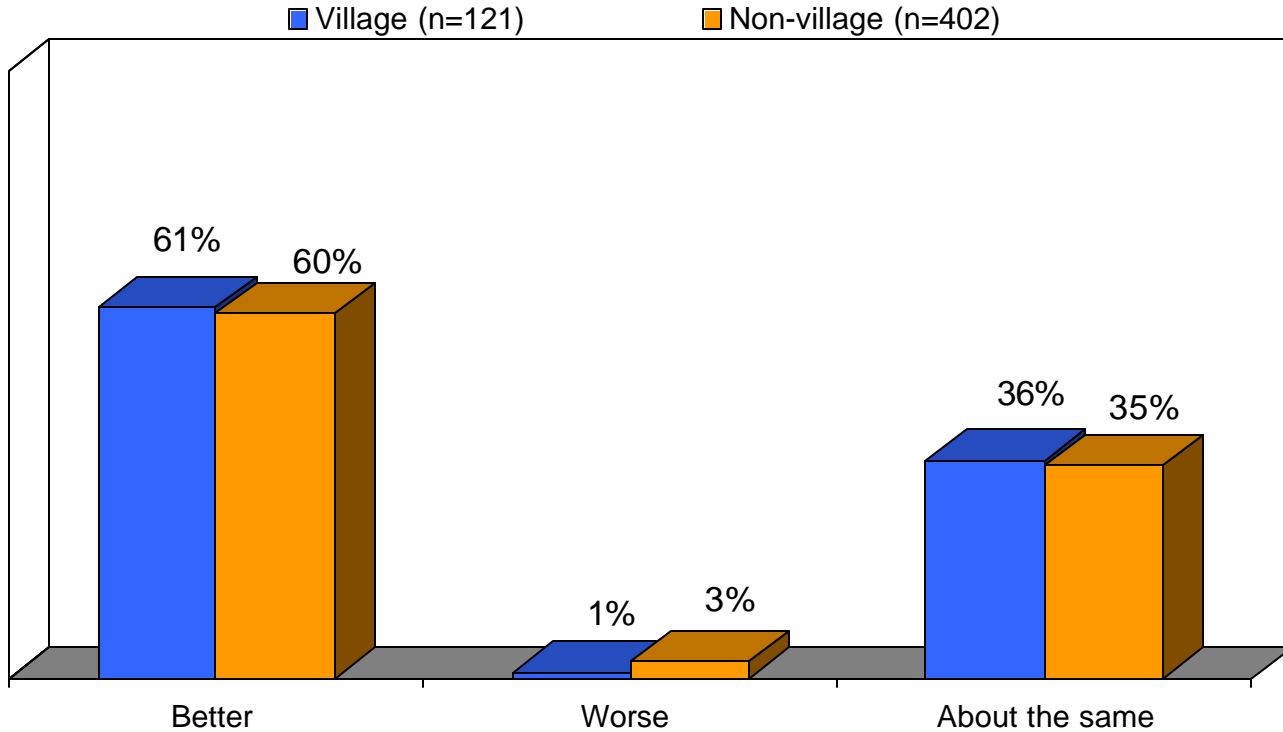
Base: Residents (n=540)





# Residents Think The Quality Of Life In Victor Is Better Than That In The Neighboring Towns

When you compare the quality of life in Victor to that of people who live in other towns in the Rochester area, do you think that the quality of life in Victor is...?



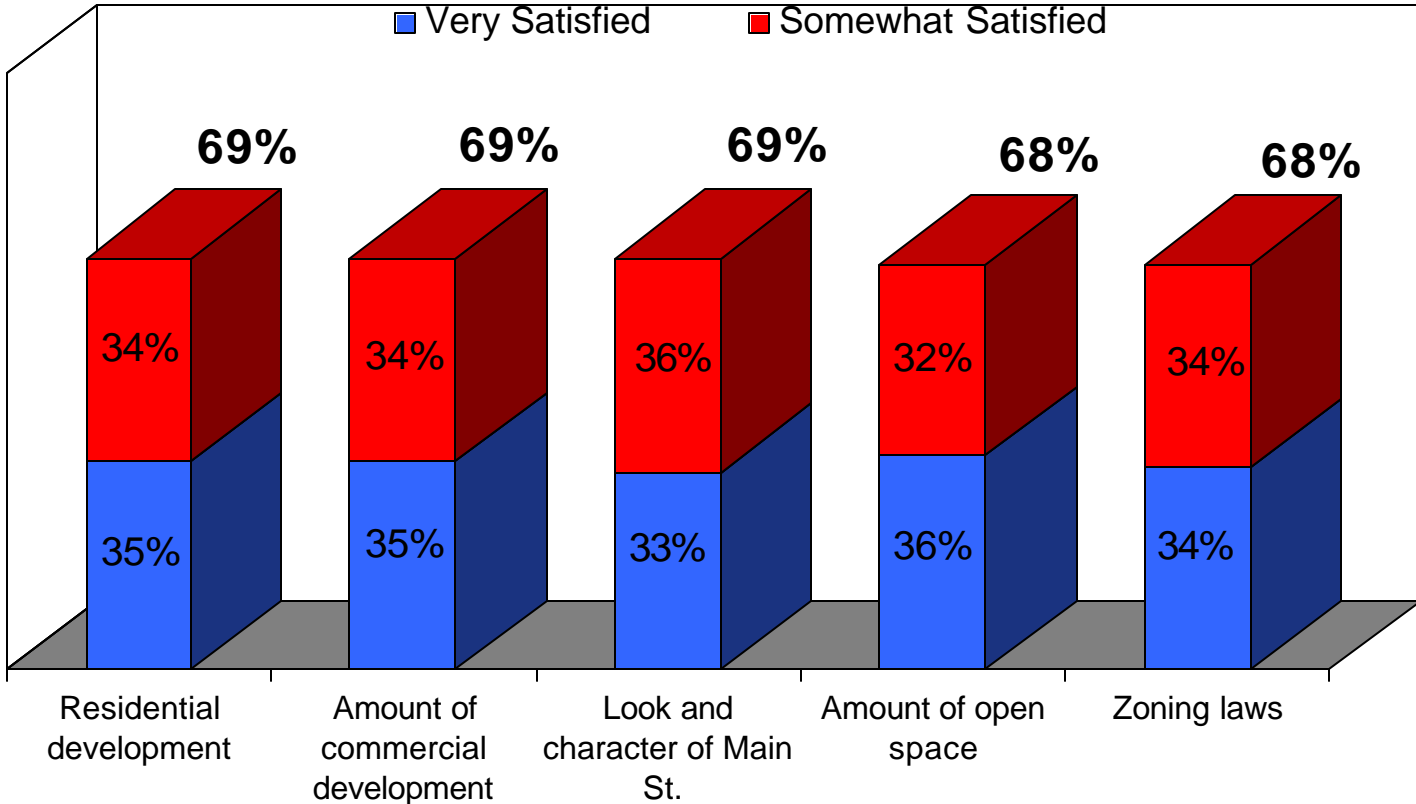
Base: Residents (n=540)





# Residents Are The Least Satisfied With The Amount Of Open Space And Zoning Laws But The Levels Of Satisfaction Are Still High

How satisfied are you, in general, with each of the following...?  
(%Very/Somewhat Satisfied)



Base: Residents (n=540)

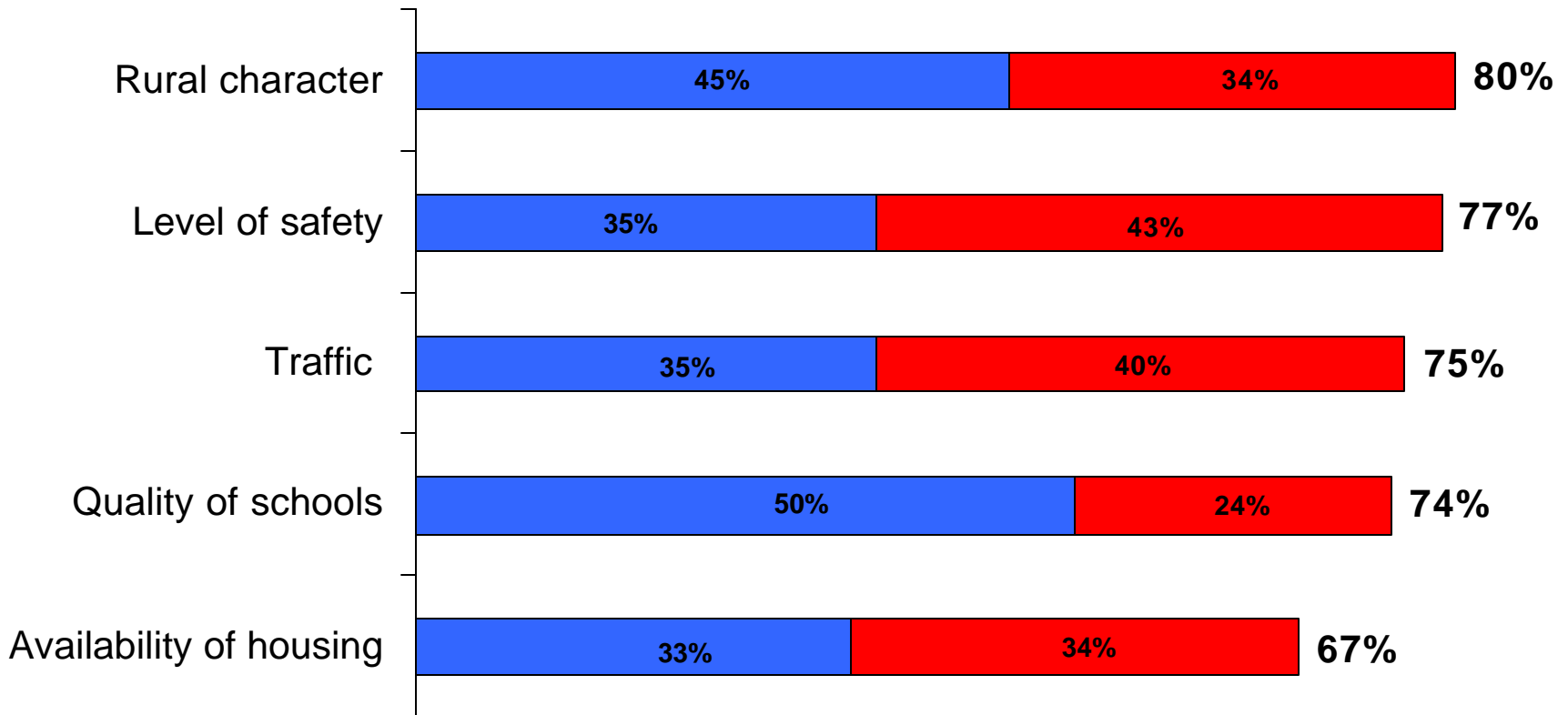




# Village residents are satisfied with numerous aspects of Victor.

How satisfied are you, in general, with each of the following...?  
(%Very/Somewhat Satisfied)

■ Very Satisfied (Village)      ■ Somewhat Satisfied (Village)



Base: Village Residents (n=121)

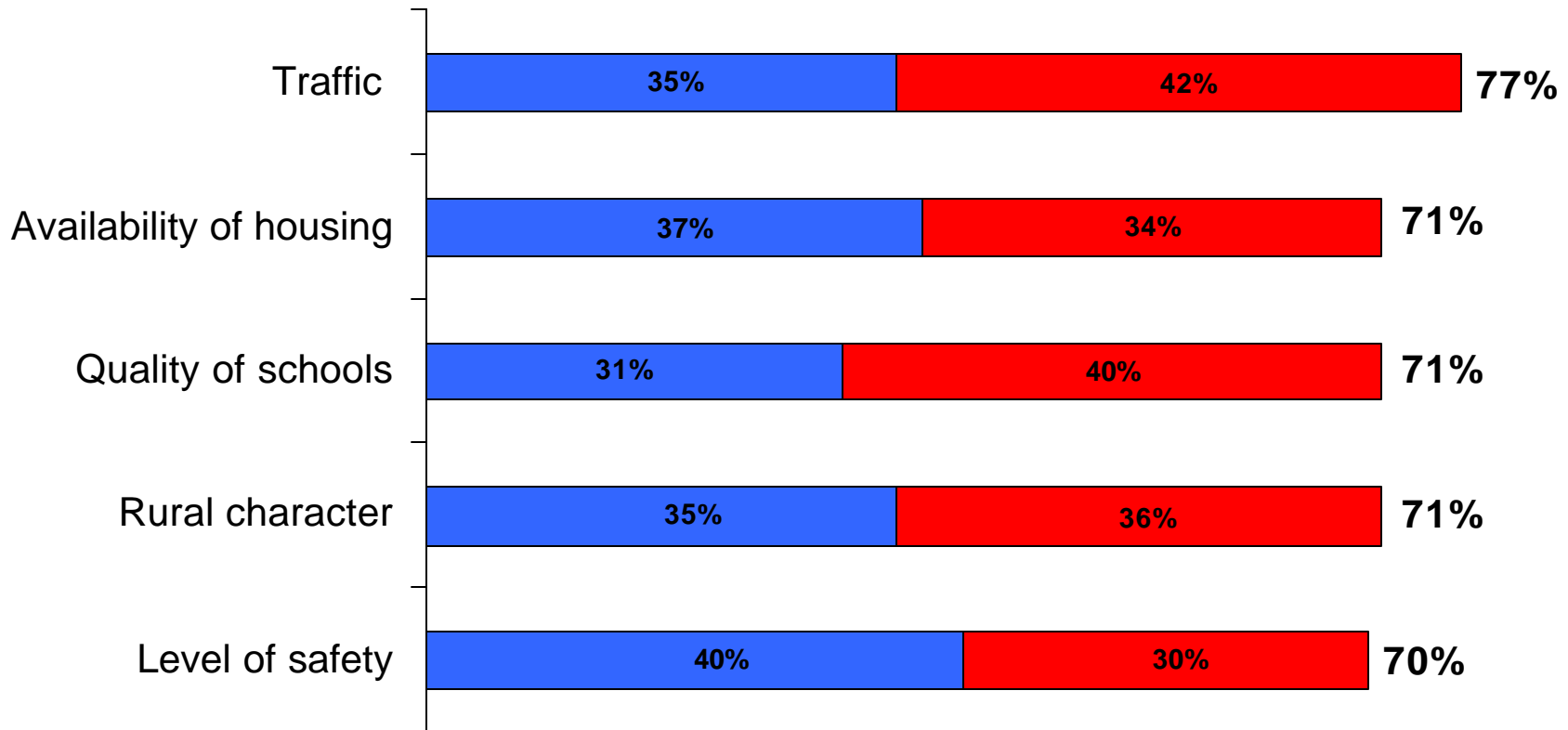




# Non-village residents are most satisfied with the amount of traffic in Victor.

How satisfied are you, in general, with each of the following...?  
(%Very/Somewhat Satisfied)

■ Very Satisfied (Non-village)   ■ Somewhat Satisfied (Non-village)



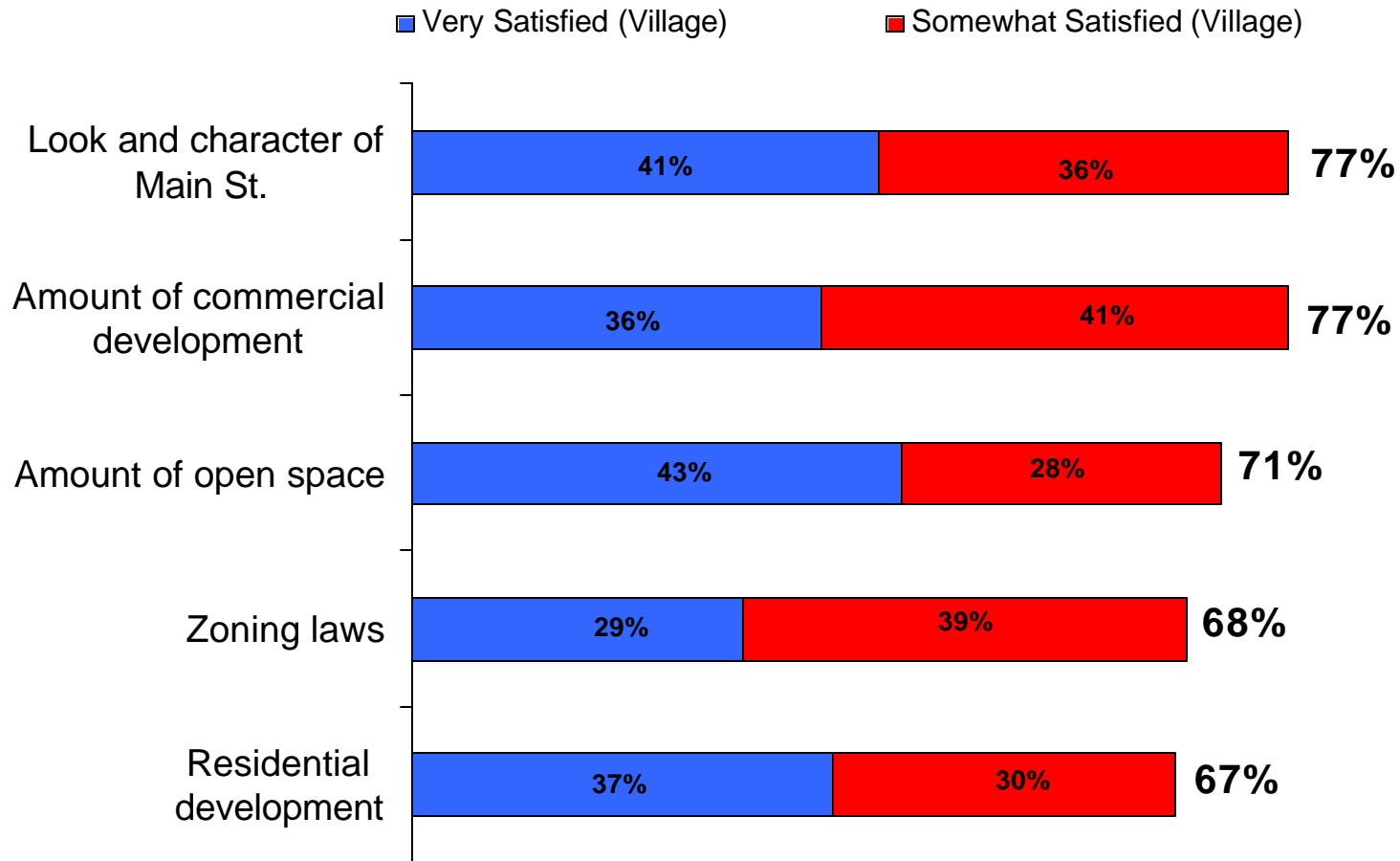
Base: Non-village Residents (n=402)





# Village residents are most satisfied with Main Street and the amount of commercial development.

How satisfied are you, in general, with each of the following...?  
(%Very/Somewhat Satisfied)



Base: Village Residents (n=121)

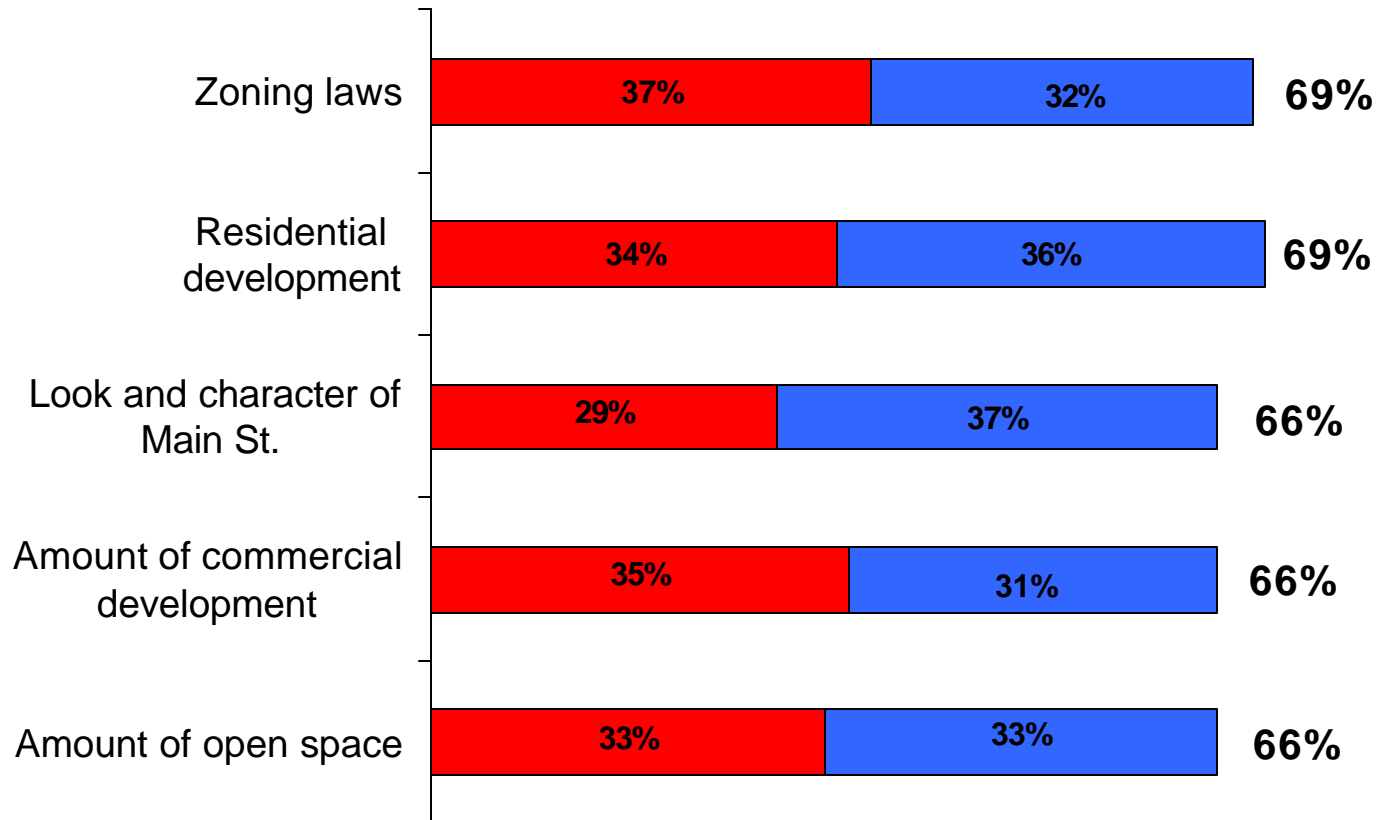




# Seven in 10 non-village residents are satisfied with zoning laws and the amount of residential development.

How satisfied are you, in general, with each of the following...?  
(%Very/Somewhat Satisfied)

■ Very Satisfied (Non-village)    ■ Somewhat Satisfied (Non-village)



Base: Non-village Residents (n=402)





# Older Residents Are More Satisfied With These Attributes Than The Younger Residents.

How satisfied are you, in general, with each of the following...?  
(%Very/Somewhat Satisfied)

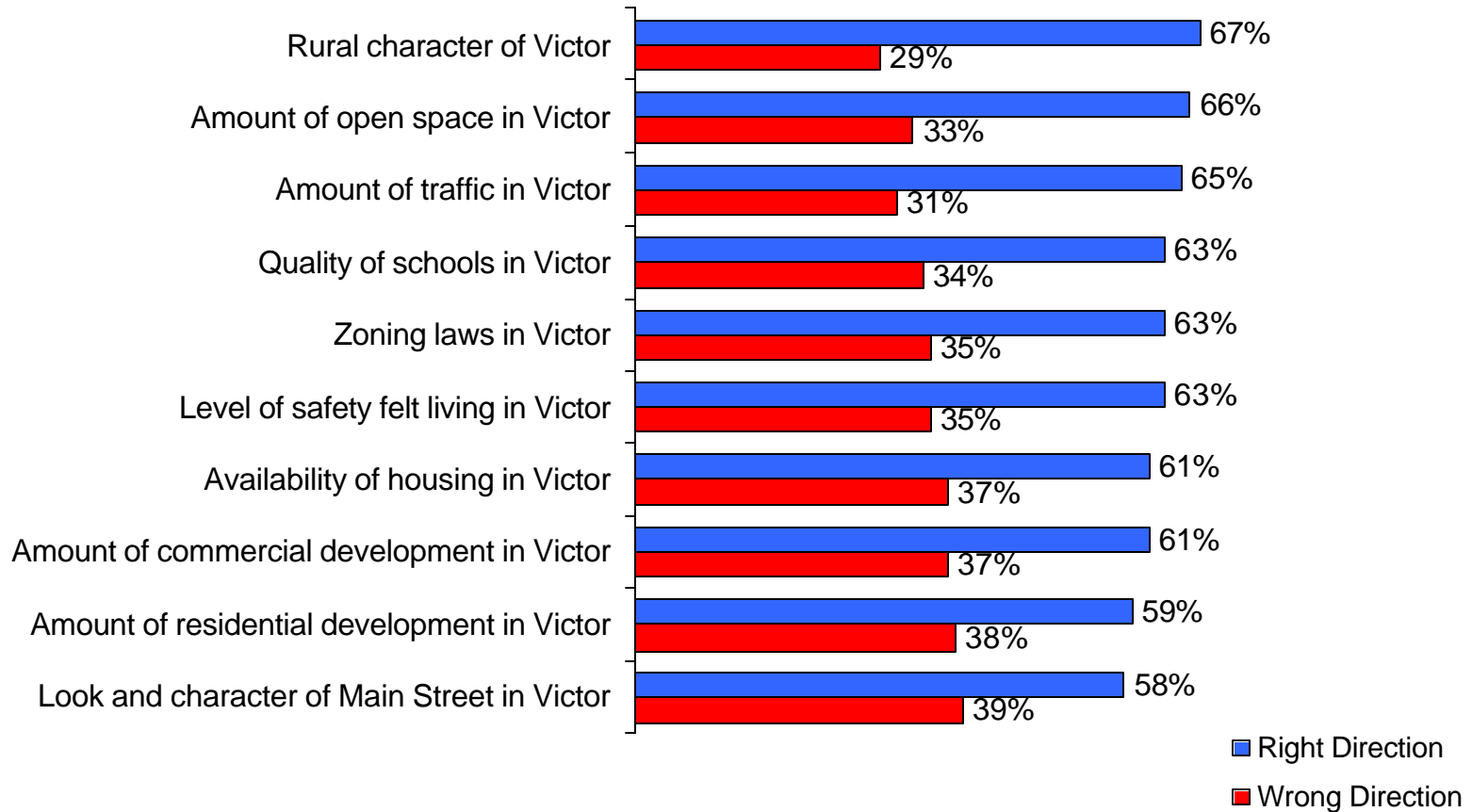
	Total	Age		
		18-39	40-59	60+
n=	540 %	116 %	266 %	150 %
<b>The amount of traffic.</b>	76	77	74	78
<b>The rural character.</b>	73	76	71	77
<b>The level of safety you feel.</b>	72	77	68	71
<b>The quality of the schools.</b>	72	67	72	79
<b>The availability of housing</b>	70	68	71	73
<b>The look and character of Main St.</b>	69	68	65	76
<b>The amount of residential development.</b>	69	64	72	71
<b>The amount of commercial development.</b>	69	66	70	73
<b>The zoning laws.</b>	68	72	65	68
<b>The amount of open space in Victor.</b>	68	72	67	66





# Residents Feel That These Issues Are Moving In The Right Direction.

Are these issues moving in the right or wrong direction for the town of Victor?



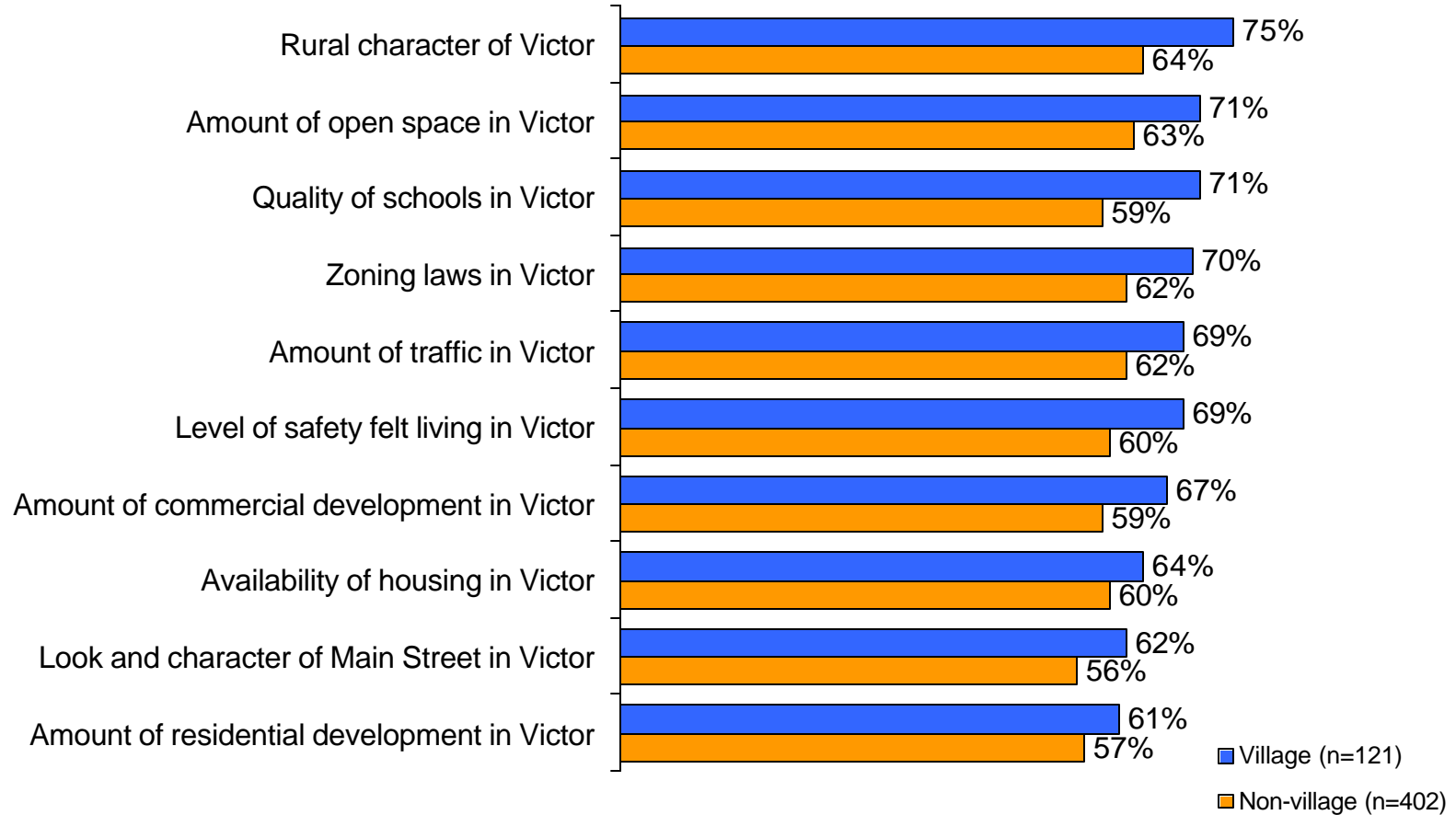
Base: Residents (n=540)





# Both Village and non-Village Residents believe the town is headed in the right direction concerning the Rural character of Victor

Are these issues moving in the right or wrong direction for the town of Victor?  
(% Right Direction)



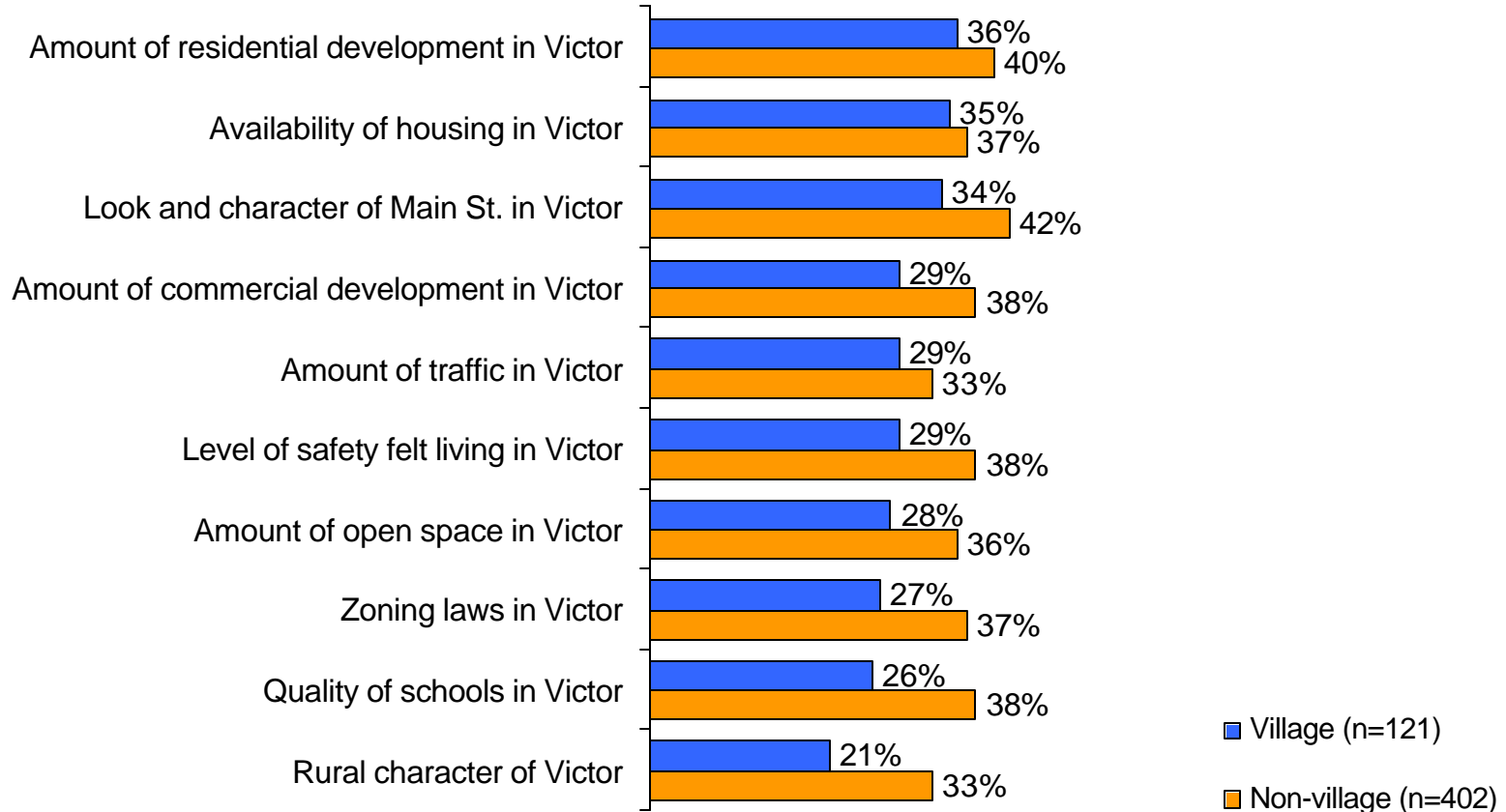
Base: Residents (n=540)





# Non-village residents express slightly more concern than those in the village about how commercial Victor is becoming.

Are these issues moving in the right or wrong direction for the town of Victor?  
(% Wrong Direction)



Base: Residents (n=540)





# There are interesting gender and age breaks on which issues are moving in the wrong direction in Victor.

Are these issues moving in the right or wrong direction for the town of Victor?  
 (% Wrong Direction)

	Total	Gender		Age		
		Male	Female	18-39	40-59	60+
n=	540	200	340	116	266	150
	%	%	%	%	%	%
<b>The look and character of Main Street.</b>	39	45	34	42	39	38
<b>Amount of residential development.</b>	38	37	39	37	40	40
<b>Availability of housing.</b>	37	41	33	42	35	31
<b>Amount of commercial development.</b>	37	38	35	44	33	31
<b>The zoning laws.</b>	35	38	32	35	37	29
<b>Level of safety you feel living in Victor.</b>	35	35	34	32	39	33
<b>Quality of schools.</b>	34	32	36	32	40	27
<b>The amount of open space.</b>	33	30	36	30	35	32
<b>The amount of traffic.</b>	31	27	35	26	35	33
<b>The rural character.</b>	29	26	33	30	30	28





# Those with the most education are more likely to think traffic and school quality are moving in the wrong direction

Are these issues moving in the right or wrong direction for the town of Victor?  
(% Wrong Direction)

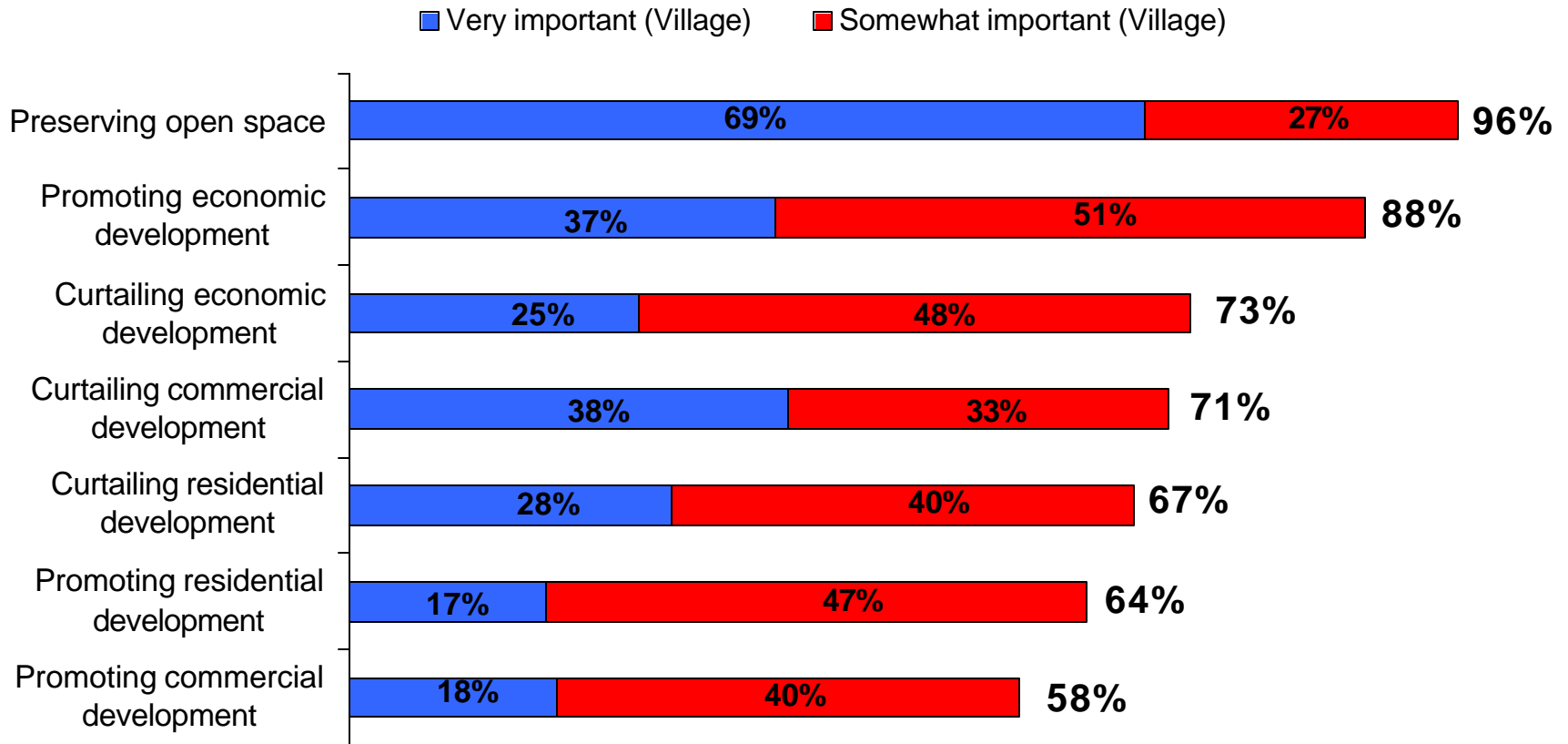
	Total	Education			
		HS or Less	Some College	College/ Assoc.	Some Grad/Post Grad
n=	532 %	90 %	75 %	222 %	145 %
<b>The look and character of Main Street.</b>	39	39	39	41	37
<b>Amount of residential development.</b>	38	27	42	44	43
<b>Availability of housing.</b>	37	25	34	45	41
<b>Amount of commercial development.</b>	37	23	35	45	44
<b>The zoning laws.</b>	35	22	46	39	36
<b>Level of safety you feel living in Victor.</b>	35	36	31	33	37
<b>Quality of schools.</b>	34	27	23	40	43
<b>The amount of open space.</b>	33	23	44	38	30
<b>The amount of traffic.</b>	31	22	32	31	49
<b>The rural character.</b>	29	20	27	37	33





# Residents Think That Preserving Open Space Is Important In Making Victor A Place Where People Would Want To Live

How important is each of the following in terms of making Victor a more desirable place to live?  
(%Very/Somewhat Important)



Base: Village Residents (n=121)

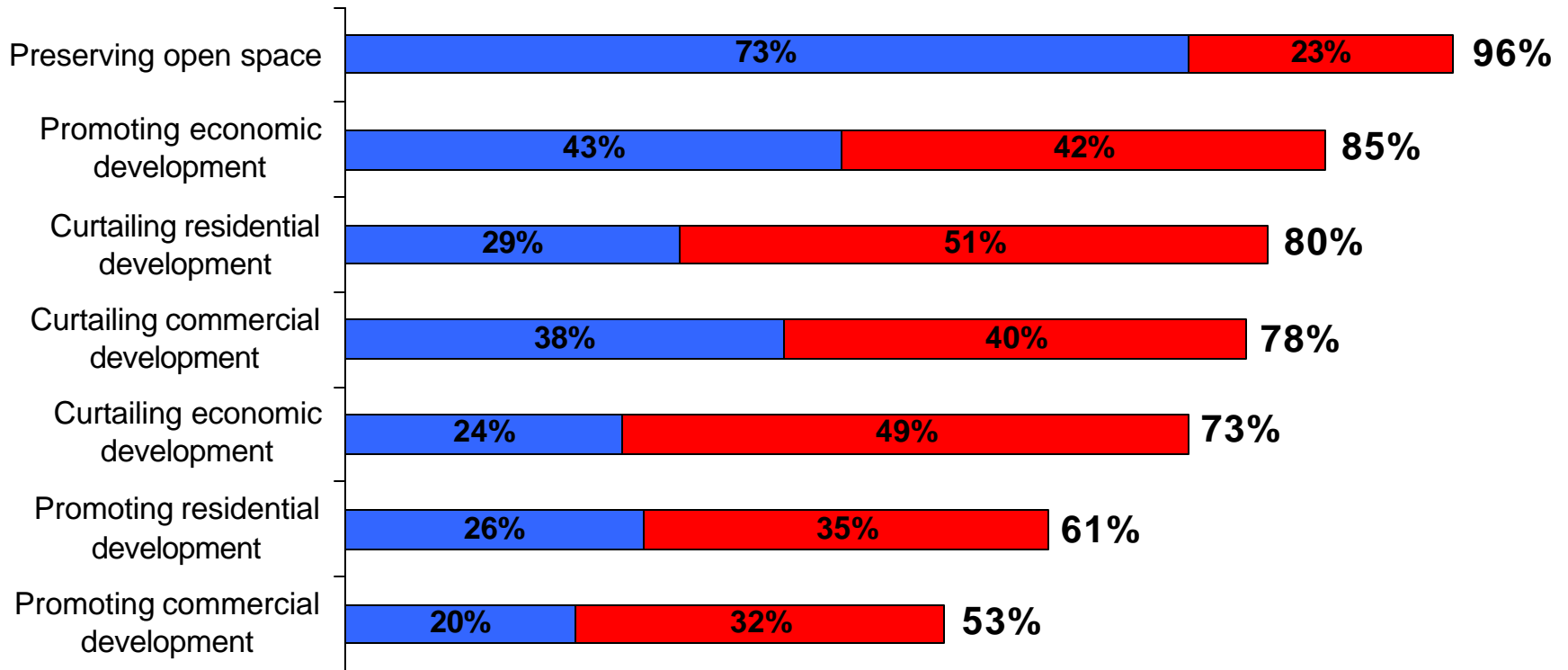




# Non-village residents say preserving open space is the most important in making Victor more desirable.

How important is each of the following in terms of making Victor a more desirable place to live?  
(%Very/Somewhat Important)

■ Very important (Non-village)    ■ Somewhat important (Non-village)



Base: Non-village Residents (n=402)





# While preserving open space is important to all, there are men and women differ on what is next in importance.

How important is each of the following in terms of making Victor a more desirable place to live?  
(%Very/Somewhat Important)

	Total	Gender		Age		
		Male	Female	18-39	40-59	60+
n=	540 %	200 %	340 %	116 %	266 %	150 %
<b>Preserving open space.</b>	96	97	96	98	95	96
<b>Curtailing residential development.</b>	76	76	76	82	67	85
<b>Curtailing commercial development.</b>	75	69	81	76	74	80
<b>Curtailing economic development.</b>	73	71	74	82	62	81
<b>Promote residential development.</b>	62	59	65	64	57	69
<b>Promoting commercial development.</b>	54	53	54	49	53	65

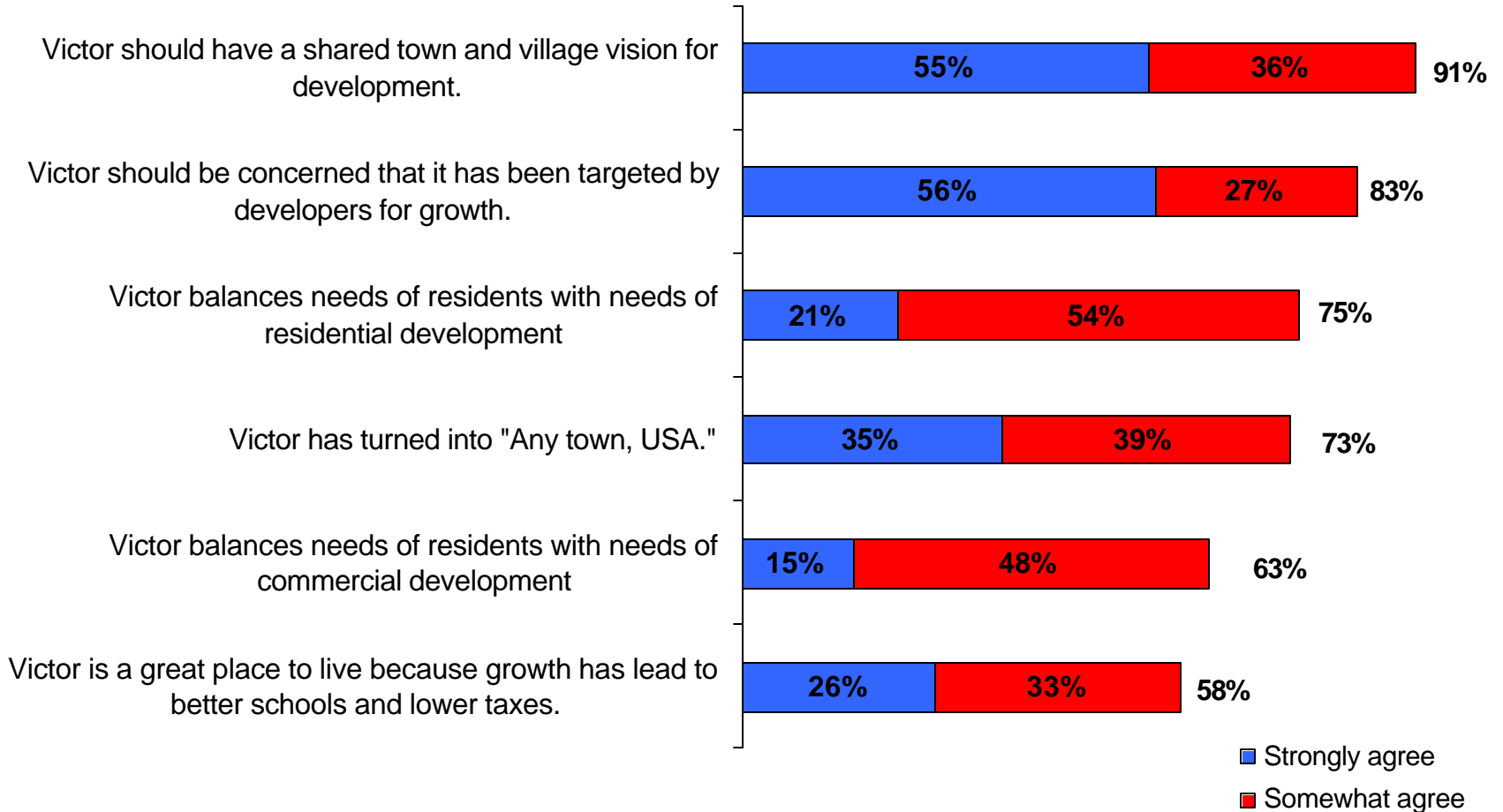
- 85% of residents who have lived in Victor the longest want residential development curtailed.
- 68% of residents who recommend living in Victor want residential development promoted.





# Residents Believe That Victor Should Have A Shared Vision For Development

To what extent do you agree or disagree with the following statements?



Base: Residents (n=540)

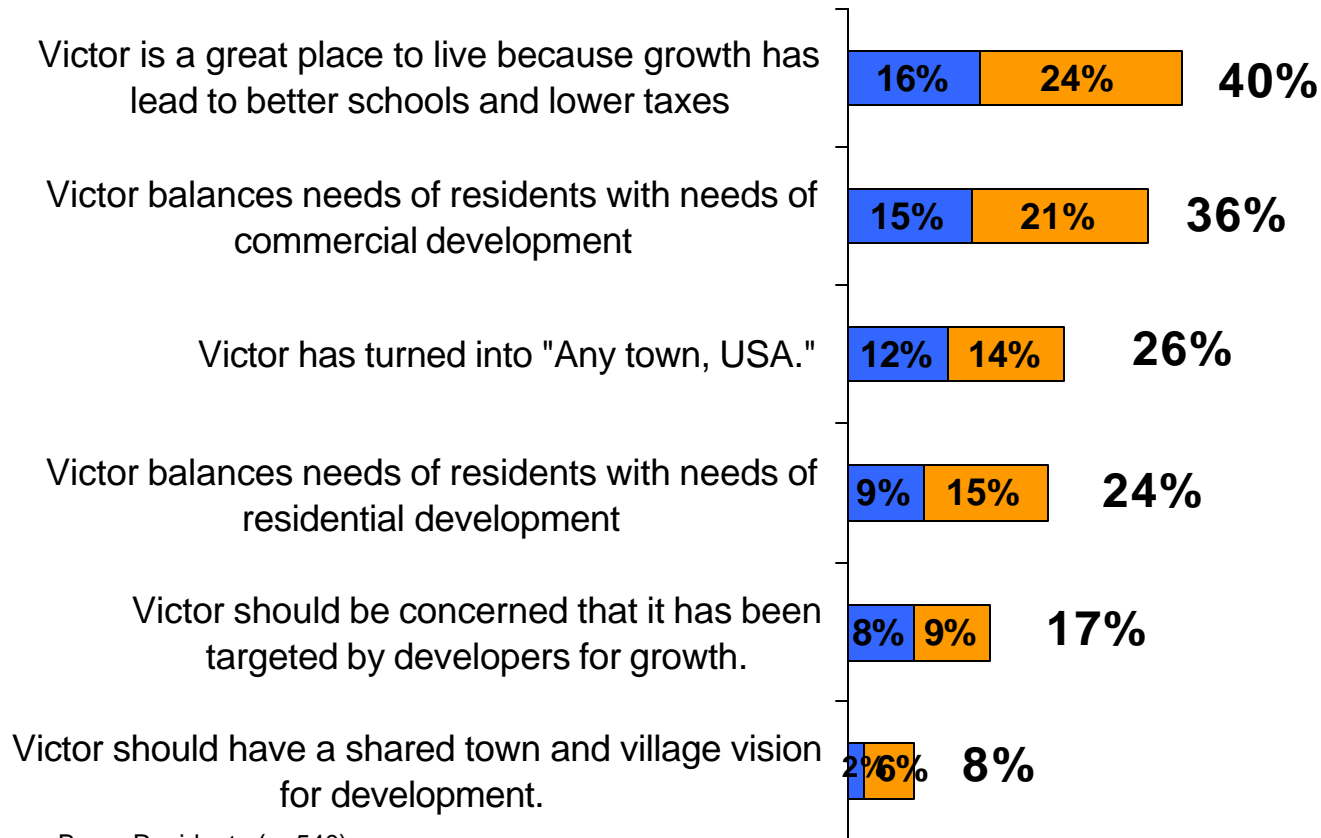




# Many residents disagree that growth has lead to better schools and lower taxes.

To what extent do you agree or disagree with the following statements?  
(%Strongly/Somehow Disagree)

■ Strongly disagree      ■ Somewhat disagree



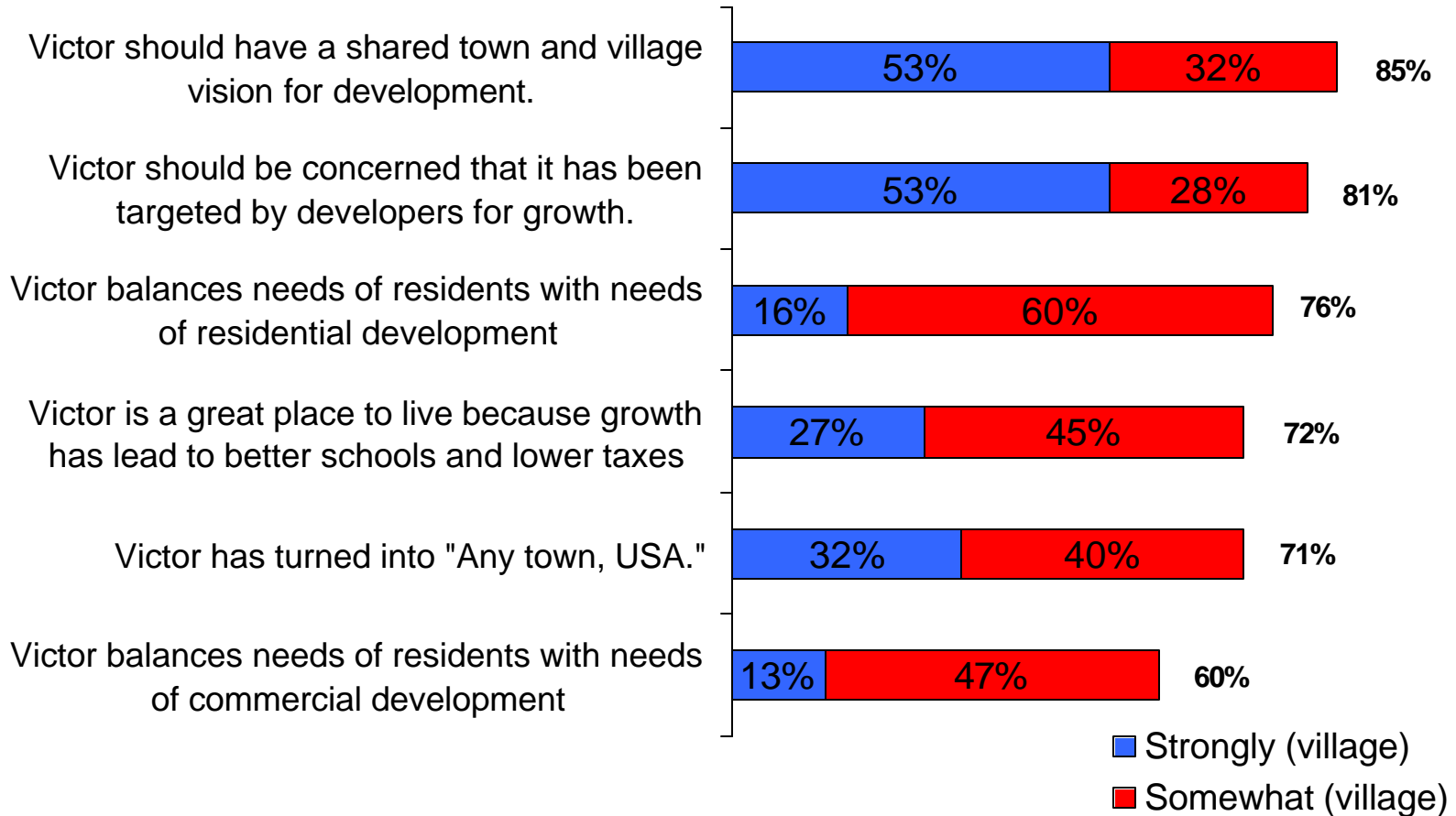
Base: Residents (n=540)





# Village residents are most strongly concerned with Victor having a shared vision and being targeted by developers.

To what extent do you agree or disagree with the following statements?  
(%Strongly/Somewhat Agree)



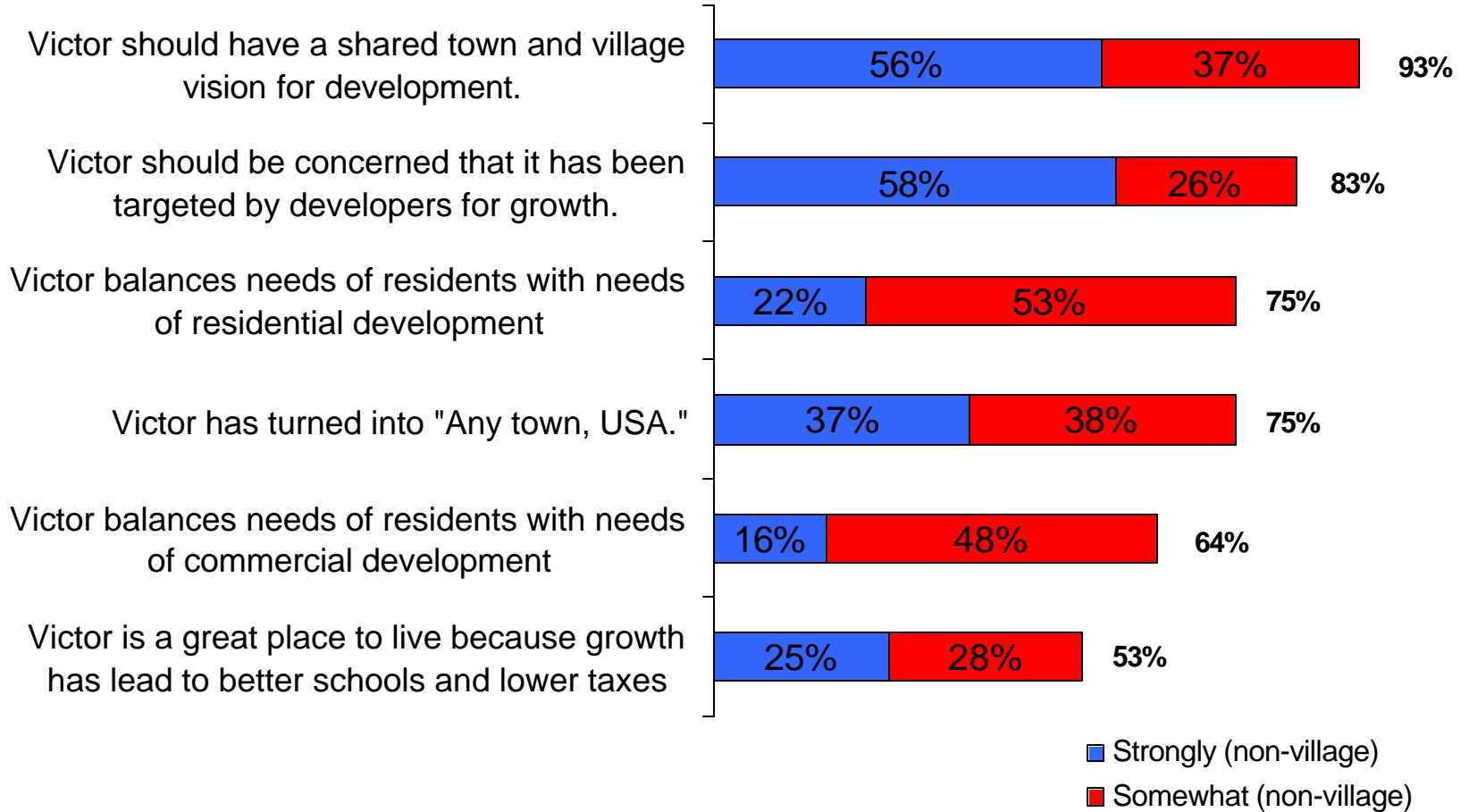
Base: Village Residents (n=121)





# Non-village residents are most strongly concerned with Victor being targeted by developers.

To what extent do you agree or disagree with the following statements?  
(%Strongly/Somewhat Agree)



Base: Non-village Residents (n=402)





# Residents From Higher Income Households Are Less Likely To Think Victor Is Doing A Good Job And That Recent Growth And Development Has Been A Good Thing

To what extent do you agree or disagree with the following statements?  
 (%Strongly/Somewhat Agree)

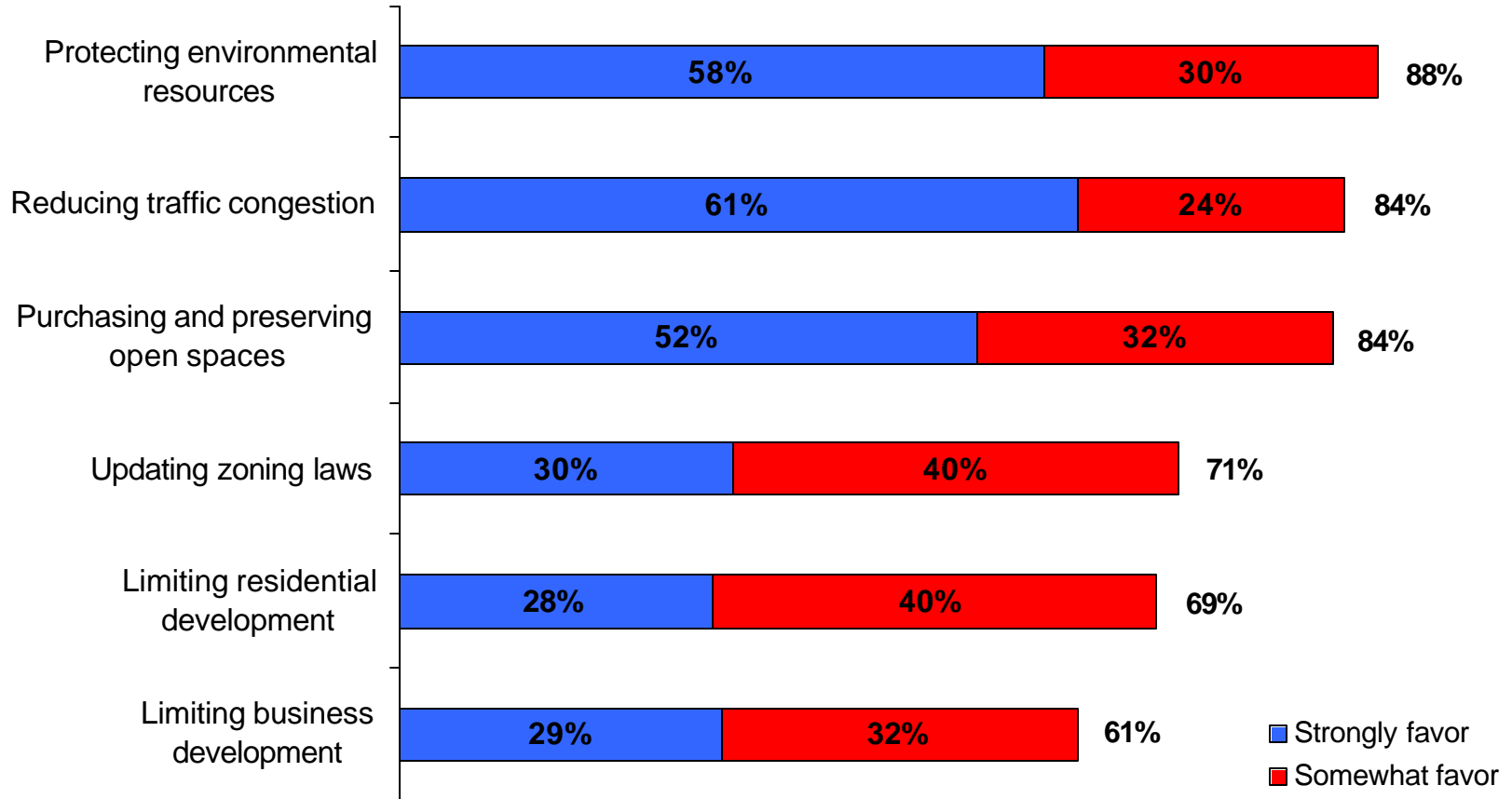
	Total	Gender		Income			
		Male	Female	<\$25000	\$25000 to 49999	\$50000 to 74999	\$75000 or more
n=	540 %	200 %	340 %	36 %	109 %	97 %	233 %
<b>Victor should be concerned that the area has been targeted by developers for growth.</b>	83	83	83	77	82	86	84
<b>Victor does a good job in balancing the needs of residents with the needs of residential development.</b>	75	73	77	83	78	77	65
<b>The town of Victor was a wonderful place to live, but the traffic congestion and growth of the town have turned it into "Anytown, USA"</b>	73	73	74	87	80	66	69
<b>Victor does a good job in balancing the needs of residents with the needs of commercial development.</b>	63	63	62	70	68	60	57
<b>The town of Victor is a great place to live because recent growth and development has allowed for better schools and lower property taxes.</b>	58	57	60	71	63	64	49





# Protection of environmental resources was residents' top choice to solve over-development, even if it meant that taxes would increase. Reducing traffic congestion and purchasing and preserving open space were also strongly favored.

There are many possible solutions to over-development that have been discussed. Please tell me if you would favor or oppose the following ideas, if it meant that taxes would need to increase.



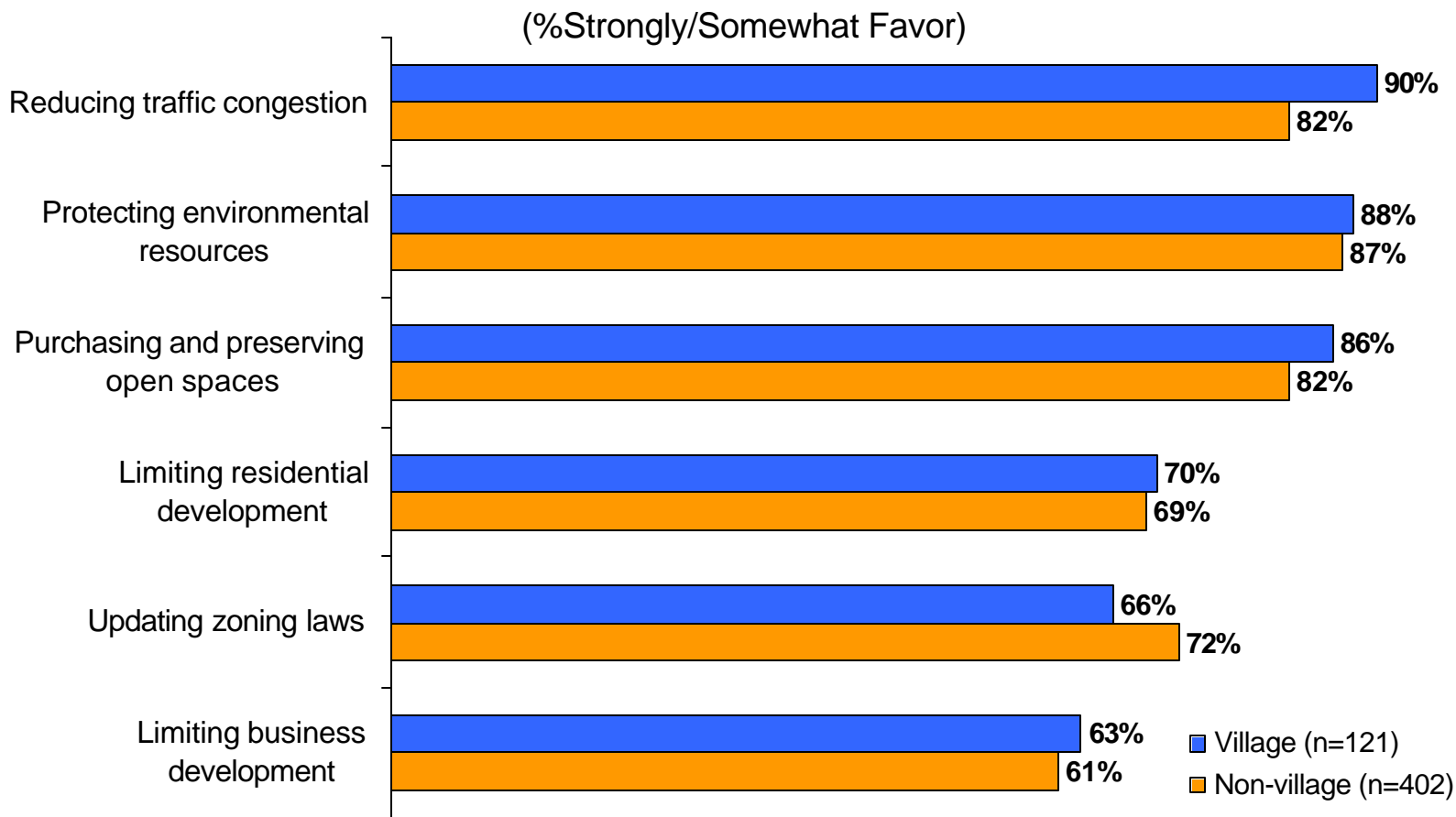
Base: Residents (n=540)





# Reducing traffic and protecting environmental resources and open spaces are top priorities for Village and non-village residents.

There are many possible solutions to over-development that have been discussed. Please tell me if you would favor or oppose the following ideas, if it meant that taxes would need to increase.



Base: Residents (n=540)





# While most residents favor limiting business development as a possible solution to over-development, older residents are more in favor of it.

There are many possible solutions to over-development that have been discussed. Please tell me if you would favor or oppose the following ideas, if it meant that taxes would need to increase.

(%Strongly/Somewhat Favor)

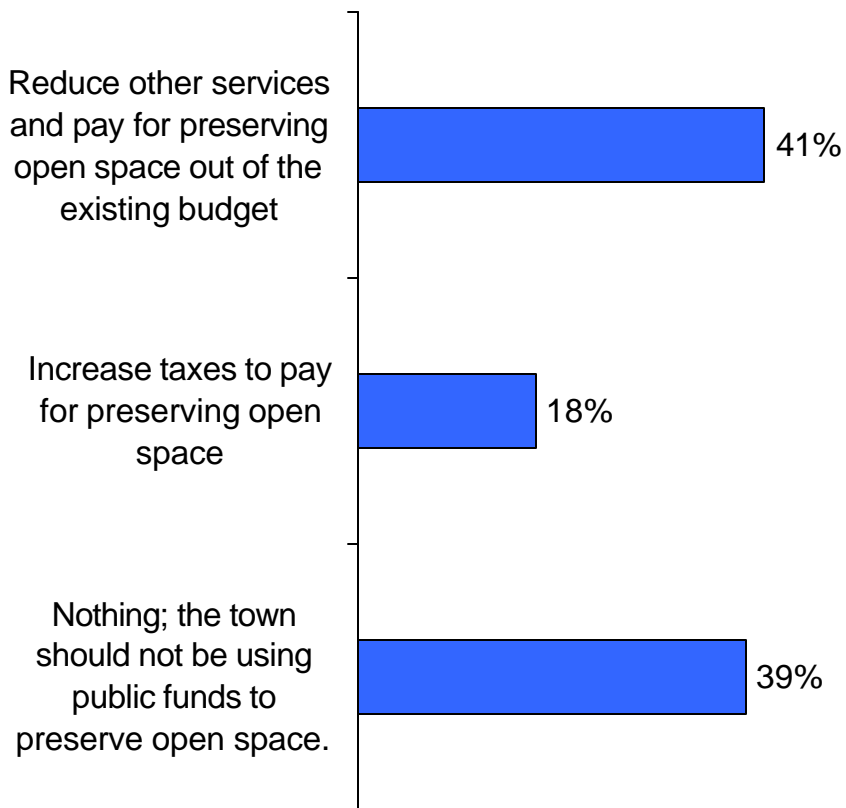
	Total	Gender		Age		
		Male	Female	18-39	40-59	60+
n=	540 %	200 %	340 %	116 %	266 %	150 %
<b>Protecting environmental resources.</b>	88	88	87	90	86	88
<b>Reducing traffic congestion.</b>	84	87	81	84	86	84
<b>Purchasing and preserving open spaces.</b>	84	87	81	88	83	80
<b>Updating zoning laws.</b>	71	75	66	68	71	77
<b>Limiting residential business development.</b>	69	71	67	75	64	70
<b>Limiting business development.</b>	61	57	64	58	64	66





# Almost two-thirds of residents would like the town to pay for preserving open space: two out of five want funds to come out of the existing budget while one in five would increase taxes to pay for open space preservation.

Which of the following should be done to preserve open space?



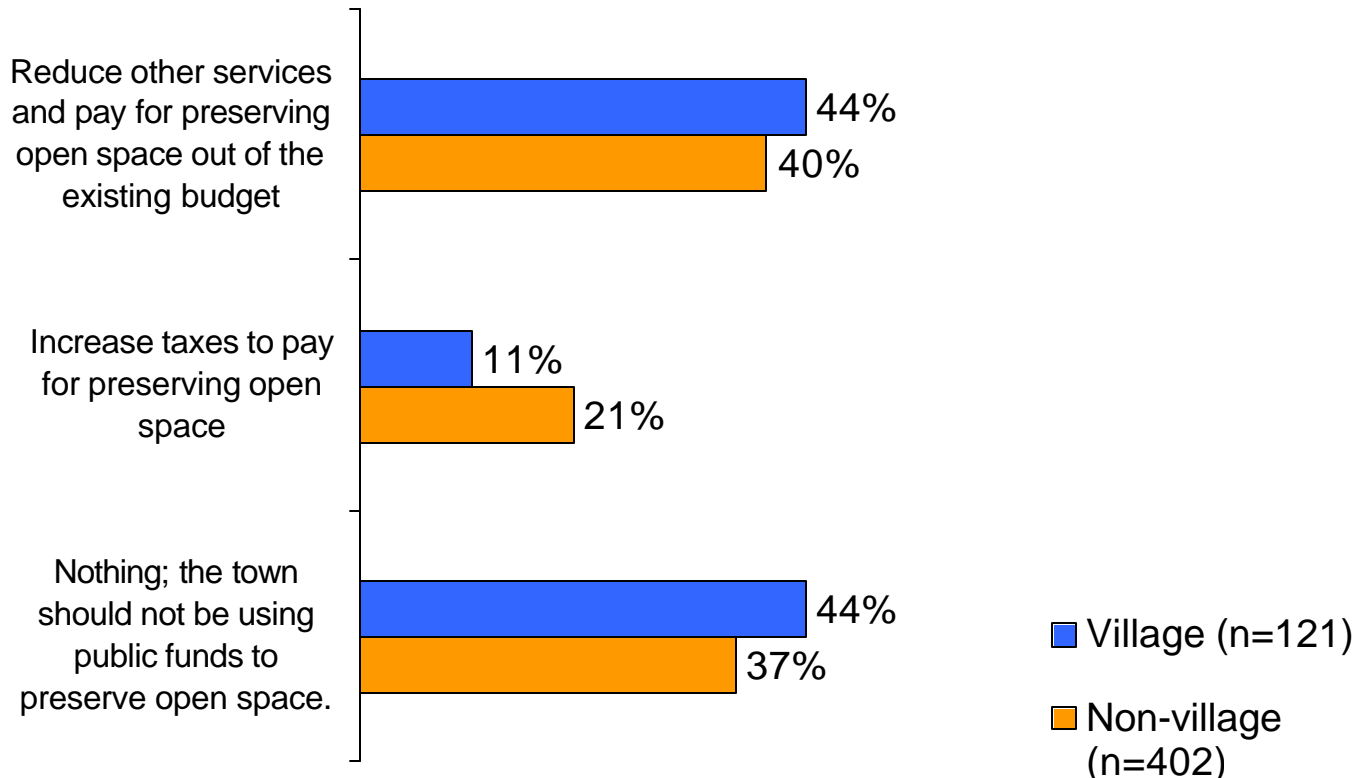
Base: Residents (n=540)





# Both village and non-village residents prefer reducing other services to increasing taxes in order to preserve open spaces.

Which of the following should be done to preserve open space?



Base: Residents (n=540)





# Three in five of those aged 18 – 39 believe other services should be reduced to pay for open space preservation while only one-quarter of those 60 and older believe that.

Which of the following should be done to preserve open space?

	Total	Gender		Age			Income			
		Male	Female	18-39	40-59	60+	< \$25000	\$25000 to 49999	\$50000 to 74999	\$75000 or more
n=	540 %	200 %	340 %	116 %	266 %	150 %	36 %	109 %	97 %	233 %
<b>Reduce other services and pay for preserving open space out of the existing budget.</b>	41	41	41	62	31	26	37	39	50	40
<b>Increase taxes to pay for preserving open space.</b>	18	22	15	15	18	24	11	21	20	20
<b>Nothing, the town should not be using public funds to preserve open space.</b>	39	34	43	23	47	46	50	38	28	37

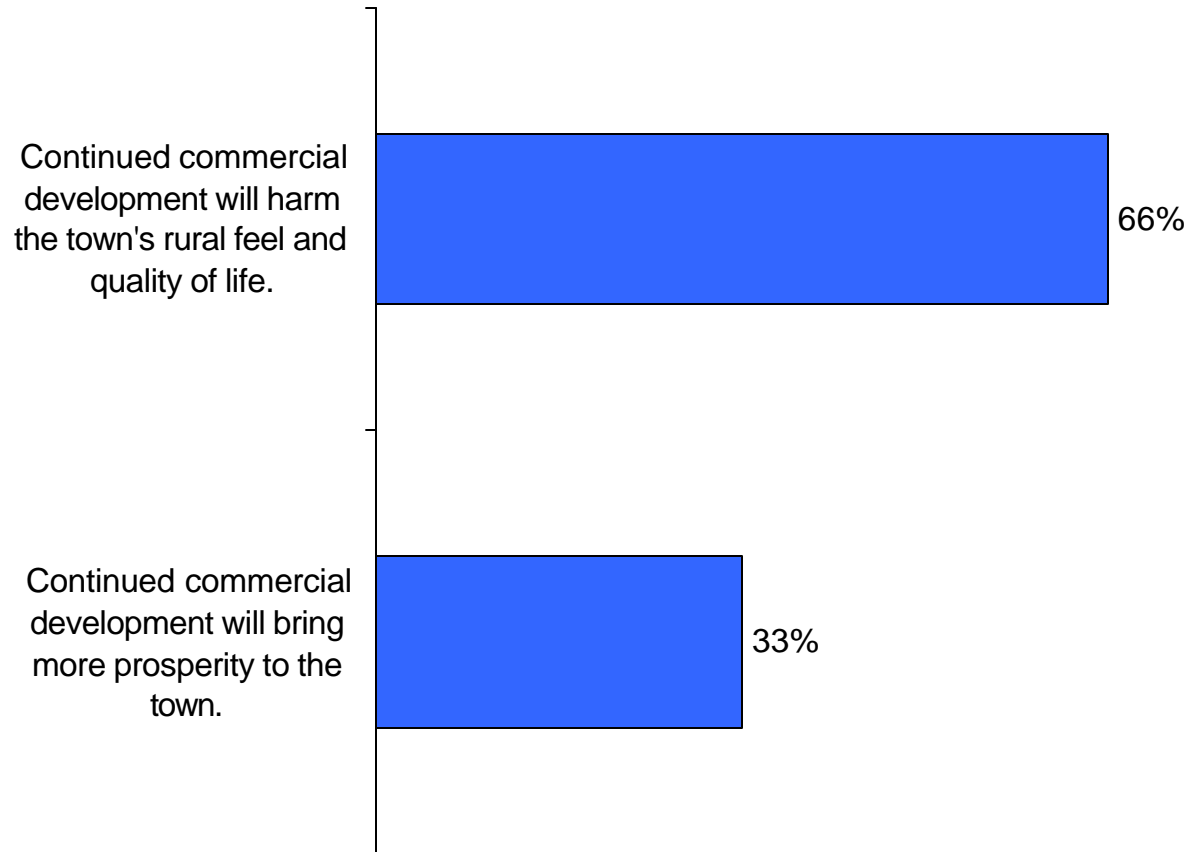
48% of residents who have lived in Victor for 6-10 years and 47% of those who have been residents for 11-20 years are in favor of reducing other services compared to 29% of those who have been living in Victor 21+ yrs.





# Two-Thirds Of Residents Believe Continued Commercial Development Will Harm the Town's Rural Feel and Quality of Life

Which of these statements is closest to your opinion?



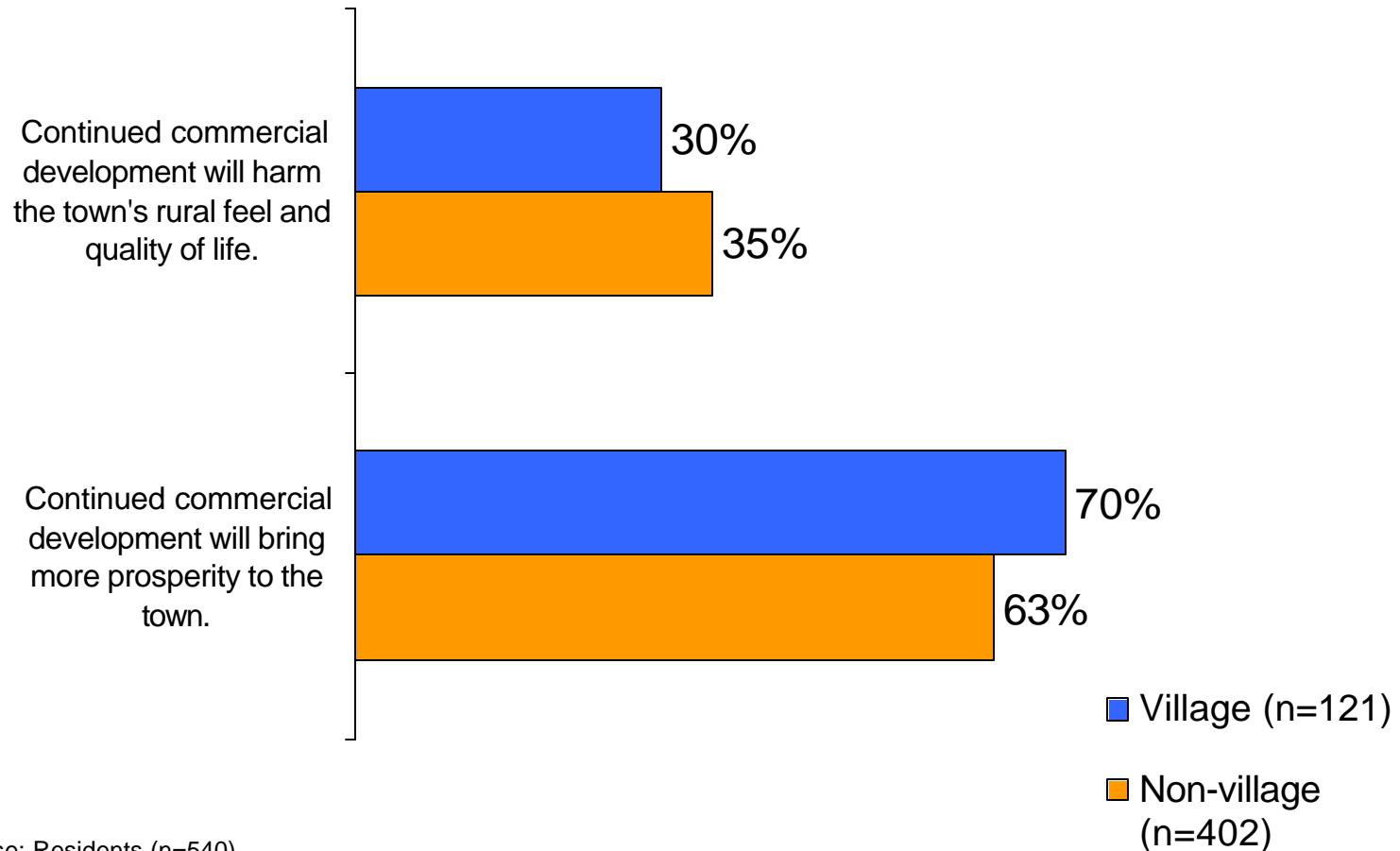
Base: Residents (n=540)





# Village residents are slightly more likely to believe commercial development will bring more prosperity to the town.

Which of these statements is closest to your opinion?



Base: Residents (n=540)





# Younger Residents And Those With Children In School Feel More Strongly That Commercial Development Is Harmful

Which of these statements is closest to your opinion?

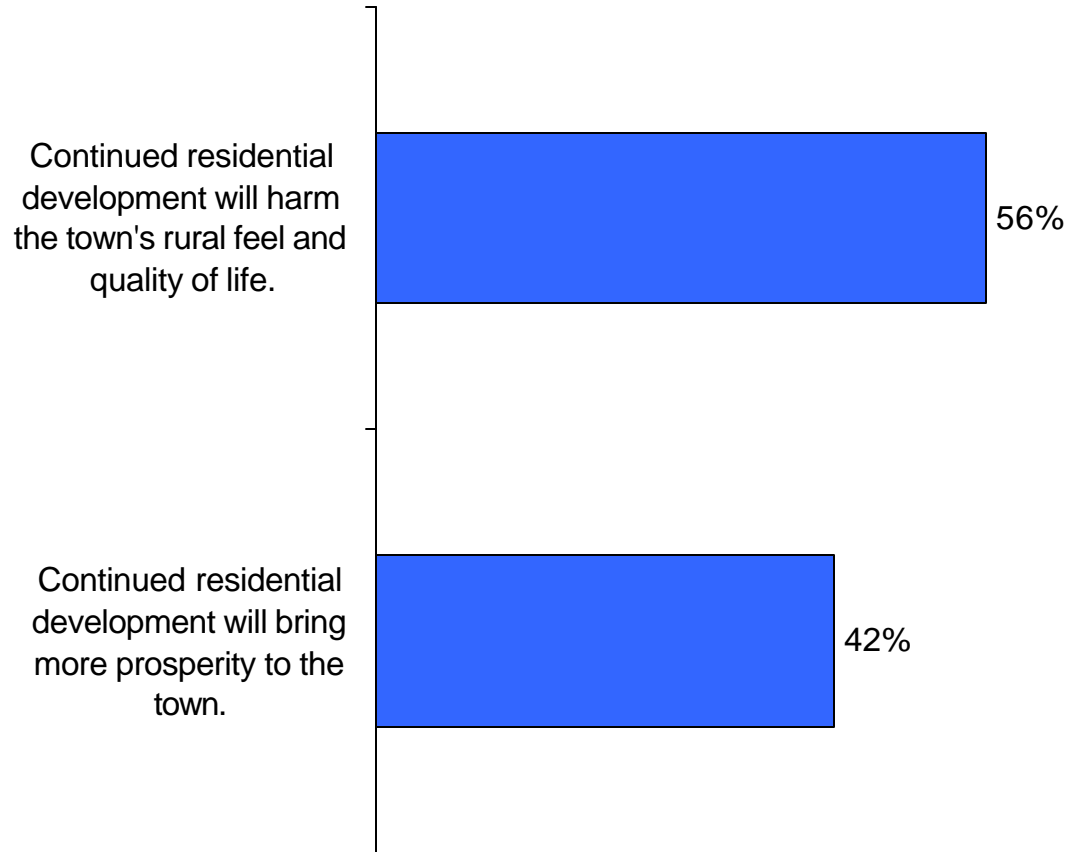
	Total	Age			Children in school	
		18-39	40-59	60+	Currently	Past
n=	540 %	116 %	266 %	150 %	170 %	211 %
<b>Continued commercial development will harm the town's rural feel and quality of life.</b>	66	75	60	62	73	62
<b>Continued commercial development will bring more prosperity to the town.</b>	33	24	39	37	26	37





# A Majority of Residents View Continued Residential Development as Harmful, But More Residents are Concerned About Commercial Development

Which of these statements is closest to your opinion?



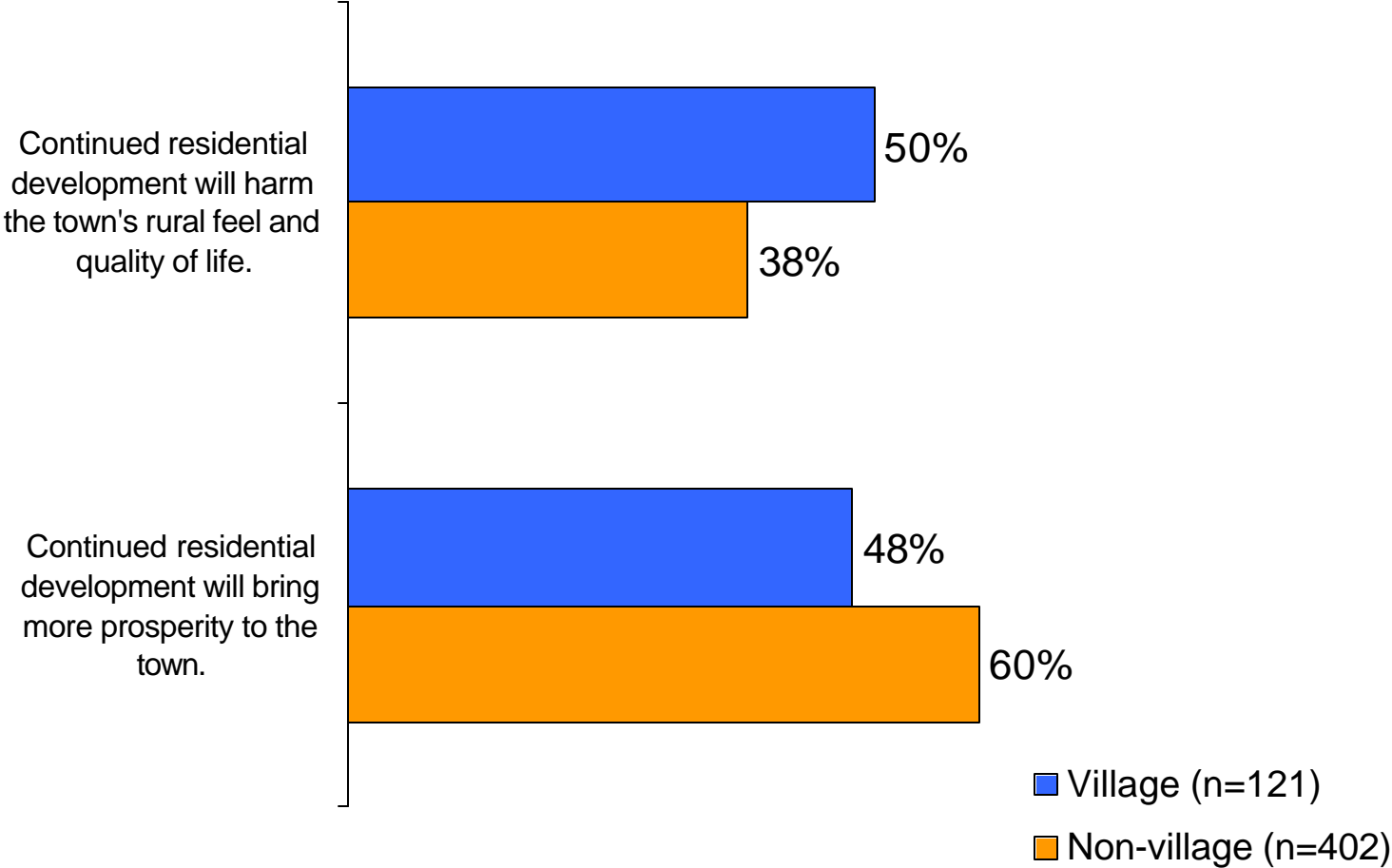
Base: Residents (n=540)





# Half of Village residents believe continued residential development will harm the town, but six in 10 non-village residents say it will bring more prosperity.

Which of these statements is closest to your opinion?



Base: Residents (n=540)



# While most felt that continued residential development will harm the town's rural feel and quality of life, less than half of baby boomers felt this way.

Which of these statements is closest to your opinion?

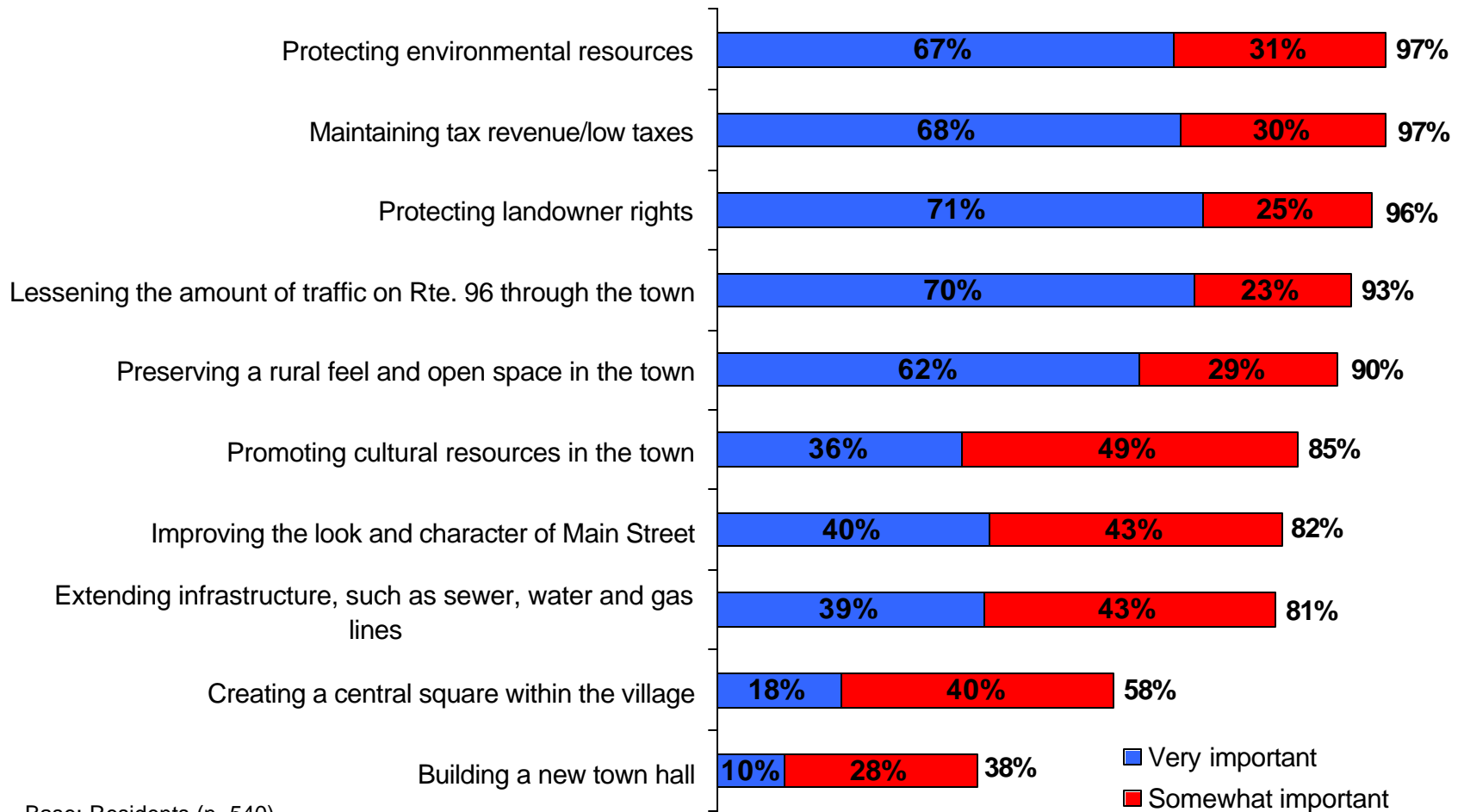
	Total	Gender		Age			Education			
		Male	Female	18-39	40-59	60+	HS or Less	Some College	College/ Assoc.	Some Grad/Post Grad
n=	540 %	200 %	340 %	116 %	266 %	150 %	90 %	75 %	222 %	145 %
<b>Continued residential development will harm the town's rural feel and quality of life.</b>	56	60	53	61	49	64	46	52	62	64
<b>Continued residential development will bring more prosperity to the town.</b>	42	37	47	39	46	35	51	46	36	36

Residents who would recommend living in Victor are more likely to feel that continued residential development is a good thing than residents who might just consider recommending living in Victor (47% vs. 33%).



**Residents feel that protecting environmental resources, maintaining tax revenue/low taxes, and protecting landowner rights are most important to the future of Victor. These are closely followed by lessening the amount of traffic on Rte 96 through town and preserving a rural feel and open space in the town.**

How important is each of the following for the future of Victor?  
(%Very/Somewhat Important)

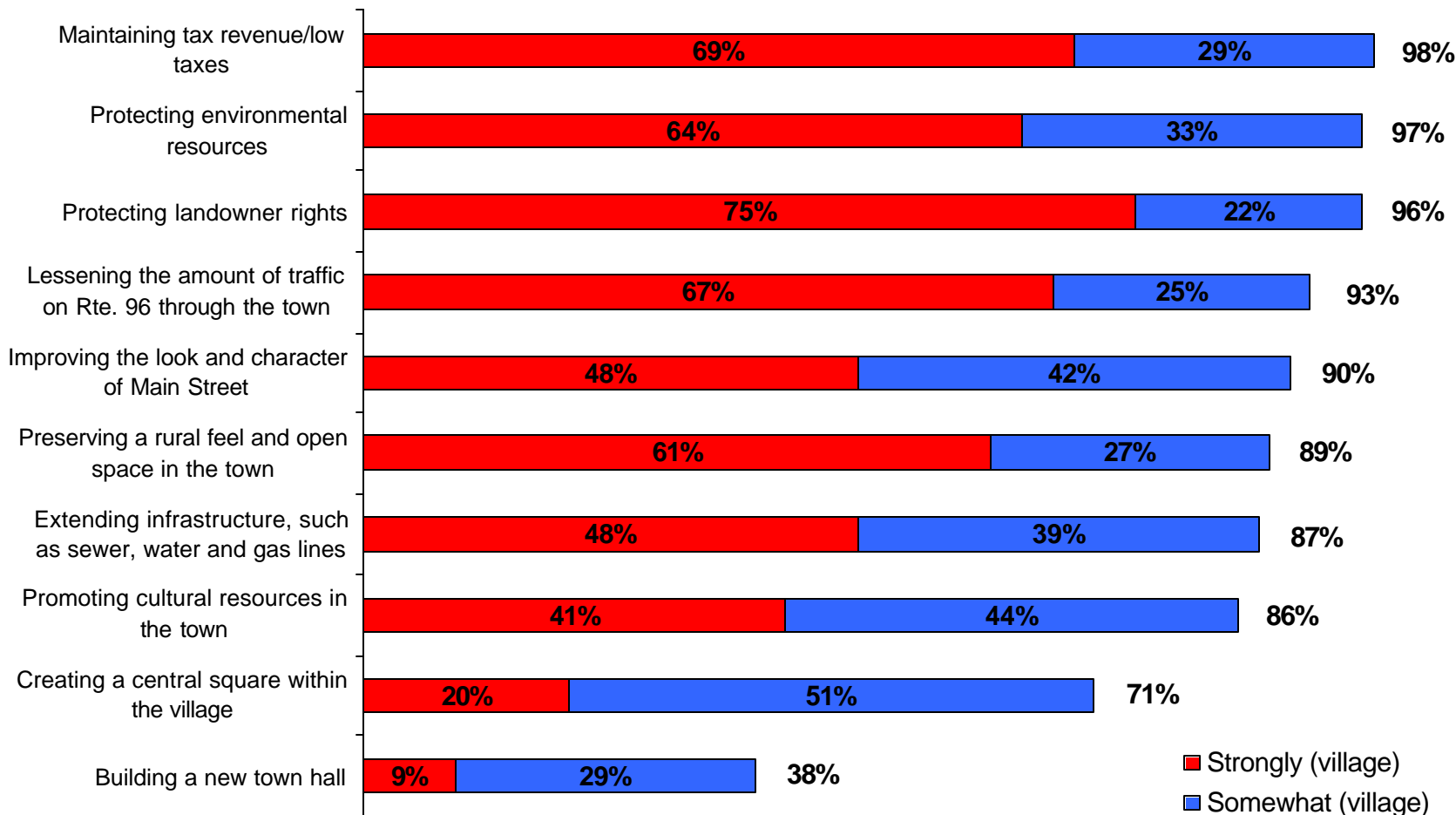


Base: Residents (n=540)



# Village residents say maintaining tax revenue/low taxes, protecting environmental resources, and protecting landowner rights are most important to the future of Victor. Village residents place more importance on improving Main St. and creating a central square than non-village residents.

How important is each of the following for the future of Victor?  
(%Very/Somewhat Important)



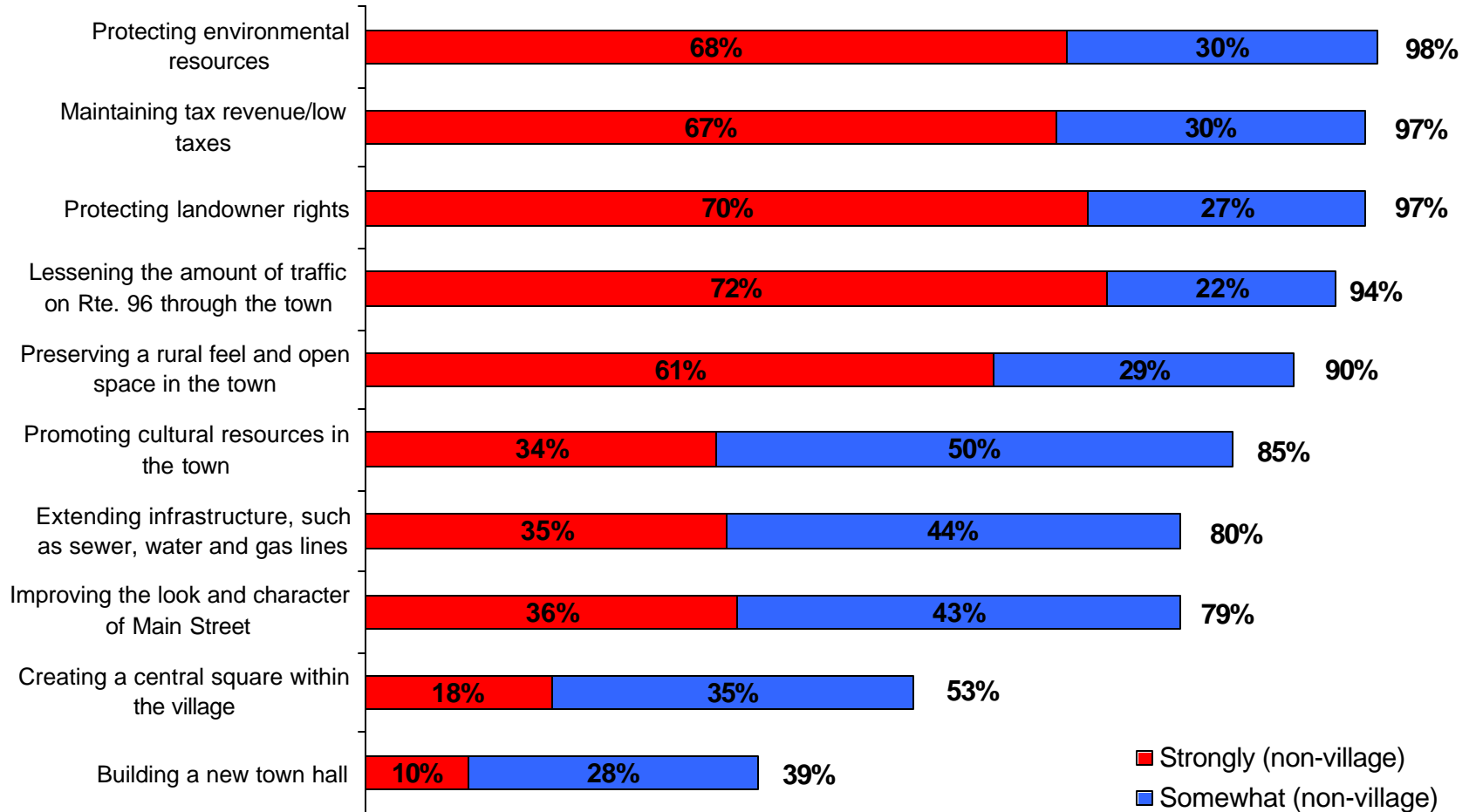
Base: Village Residents (n=121)





# Similar to Village residents, non-village residents feel that protecting environmental resources, maintaining tax revenue/low taxes, and protecting landowner rights are most important to the future of Victor.

How important is each of the following for the future of Victor?  
(%Very/Somewhat Important)



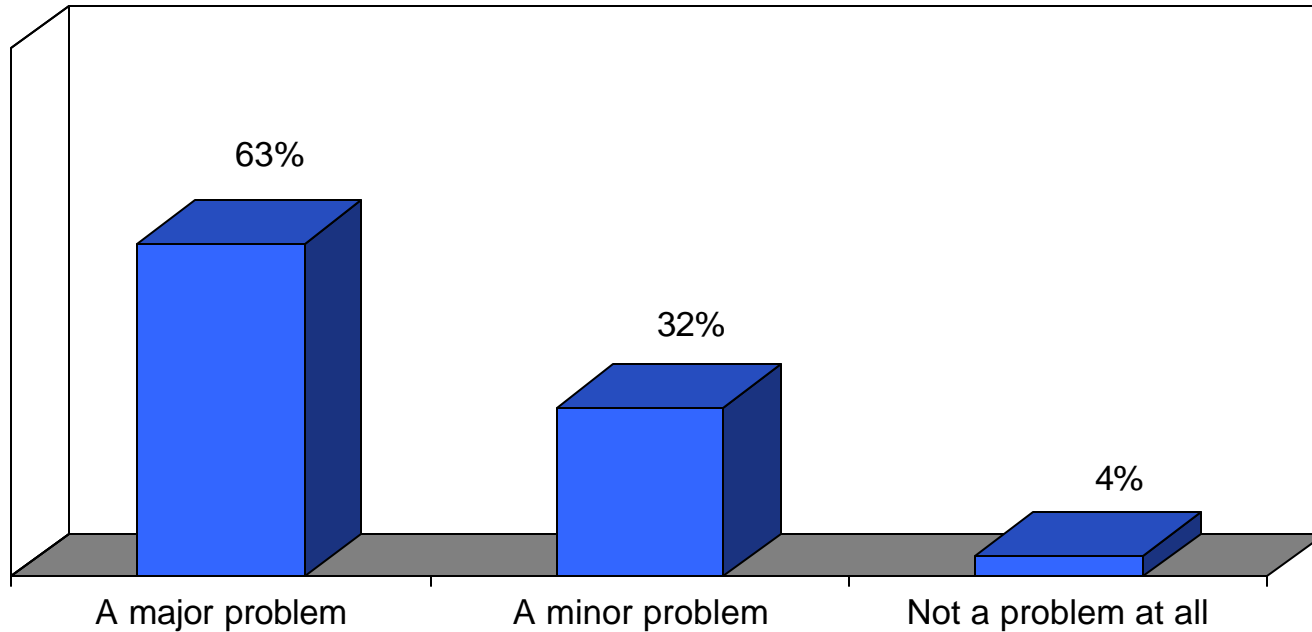
Base: Non-Village Residents (n=402)





# Residents Feel That Traffic In Victor Is A Major Problem

Is traffic in Victor...?



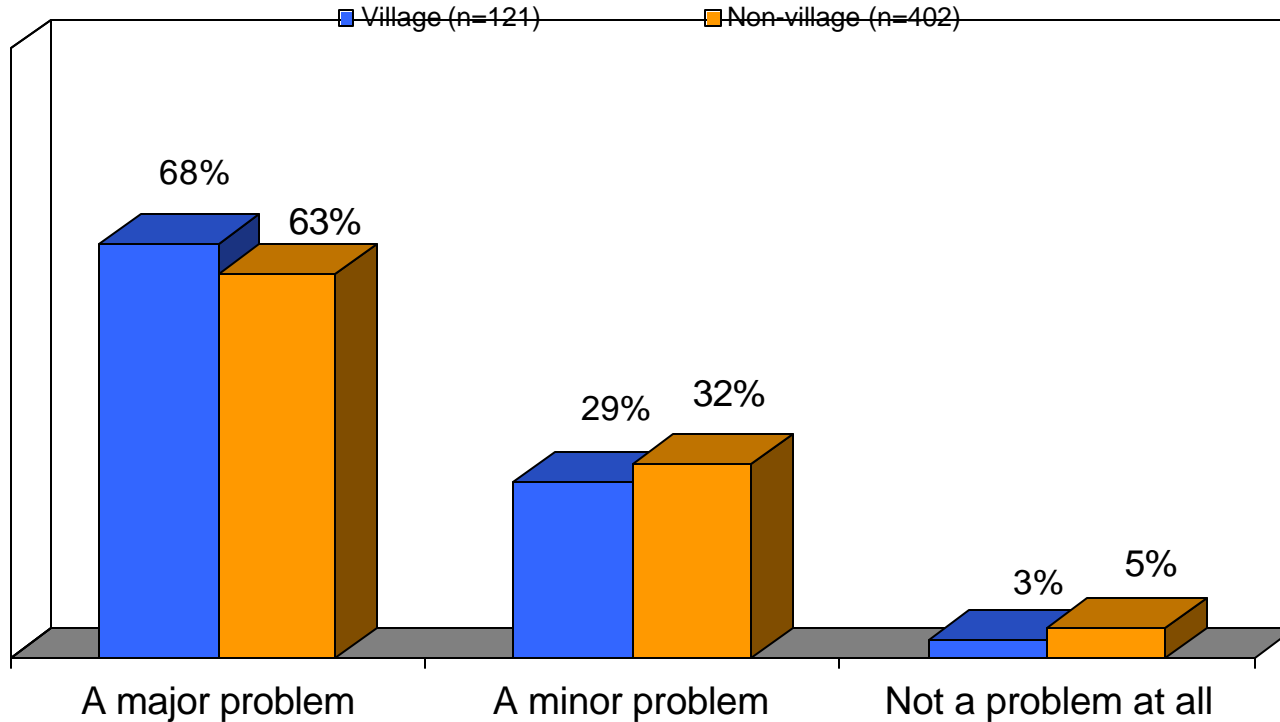
Base: Residents (n=540)





# Residents consider traffic a major problem regardless of whether they are village or non-village residents.

Is traffic in Victor...?



Base: Residents (n=540)





# Residents With Higher Incomes And Men Are More Likely To Think That Traffic Is A Minor Problem But Most Think It Is A Major Problem

Is traffic in Victor...?

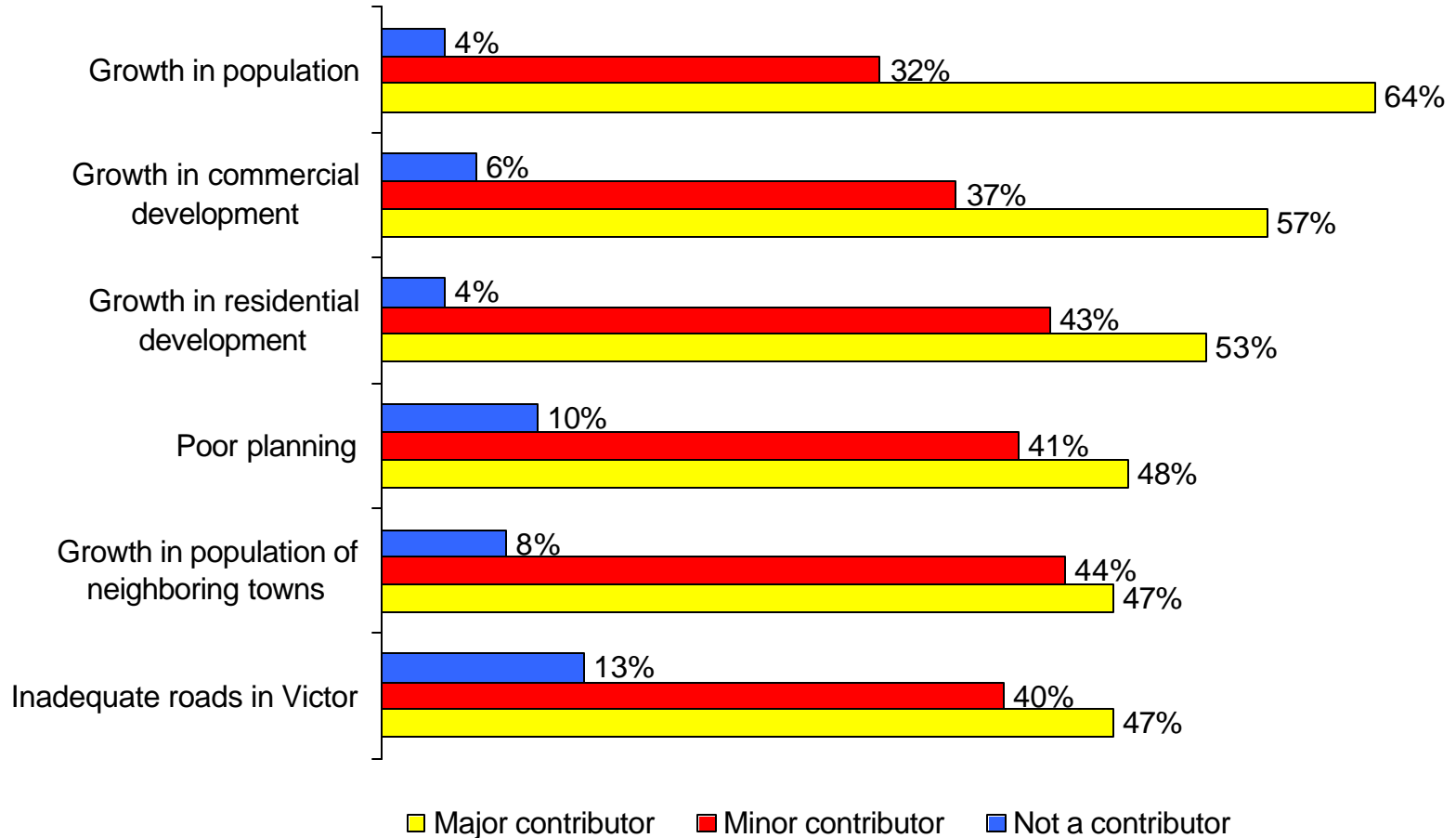
	Total	Gender		Income			
		Male	Female	< \$25000	\$25000 to 49999	\$50000 to 74999	\$75000 or more
n=	540 %	200 %	340 %	36 %	109 %	97 %	233 %
<b>A major problem.</b>	63	58	68	87	70	57	57
<b>A minor problem.</b>	32	38	27	10	26	38	38
<b>No problem at all.</b>	4	4	5	3	5	5	5





# Population Growth Was Cited As The Biggest Contributor To The Traffic In Victor

Would you say each of the following items has been a major contributor, a minor contributor or not a contributor when it comes to the traffic in Victor?



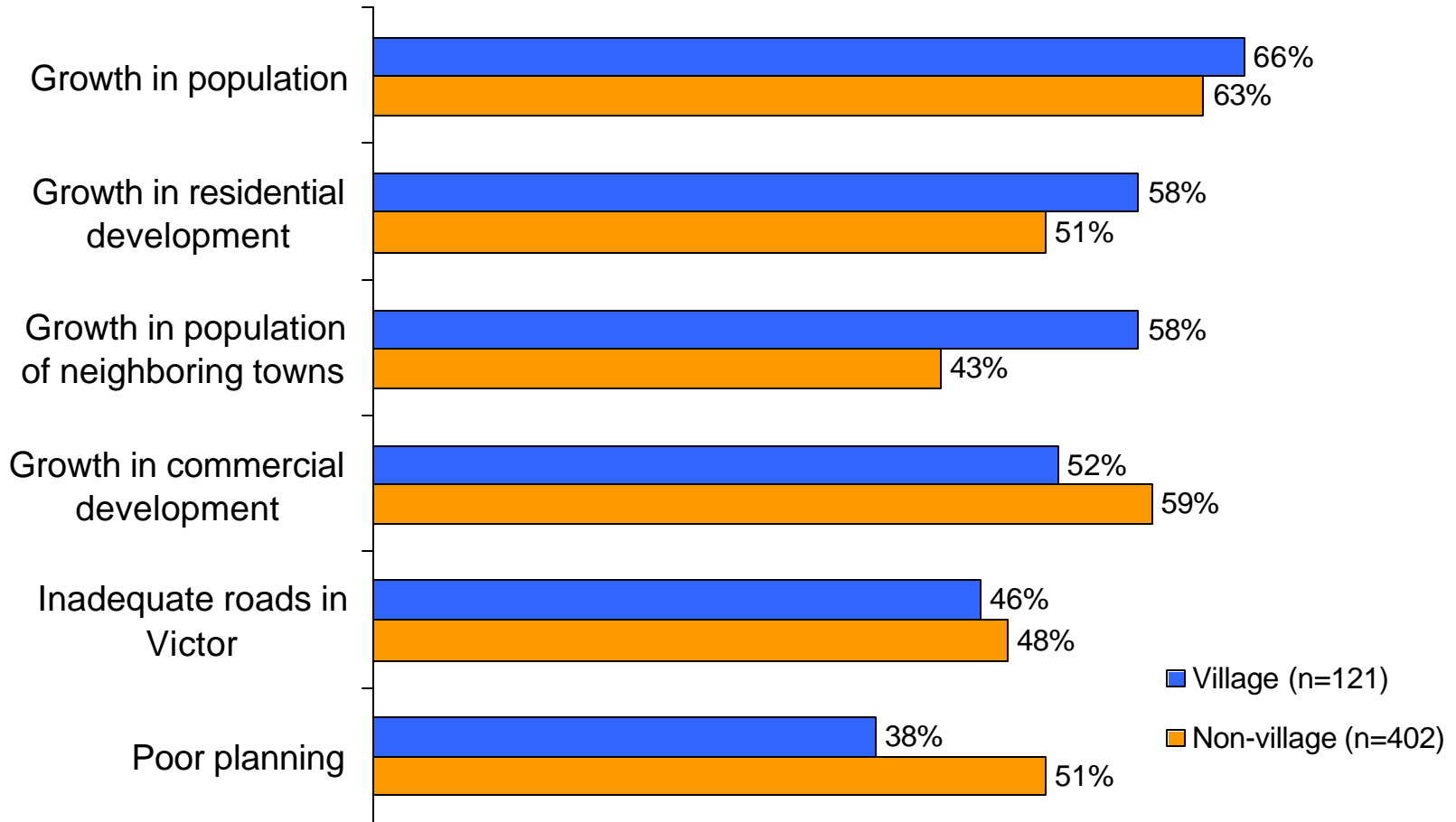
Base: Residents (n=540)





# Population Growth in Neighboring Towns is cited More by Village residents than Non-village residents, and Poor Planning is cited More by Non-village residents than Village residents.

Would you say each of the following items has been a major contributor when it comes to the traffic in Victor?



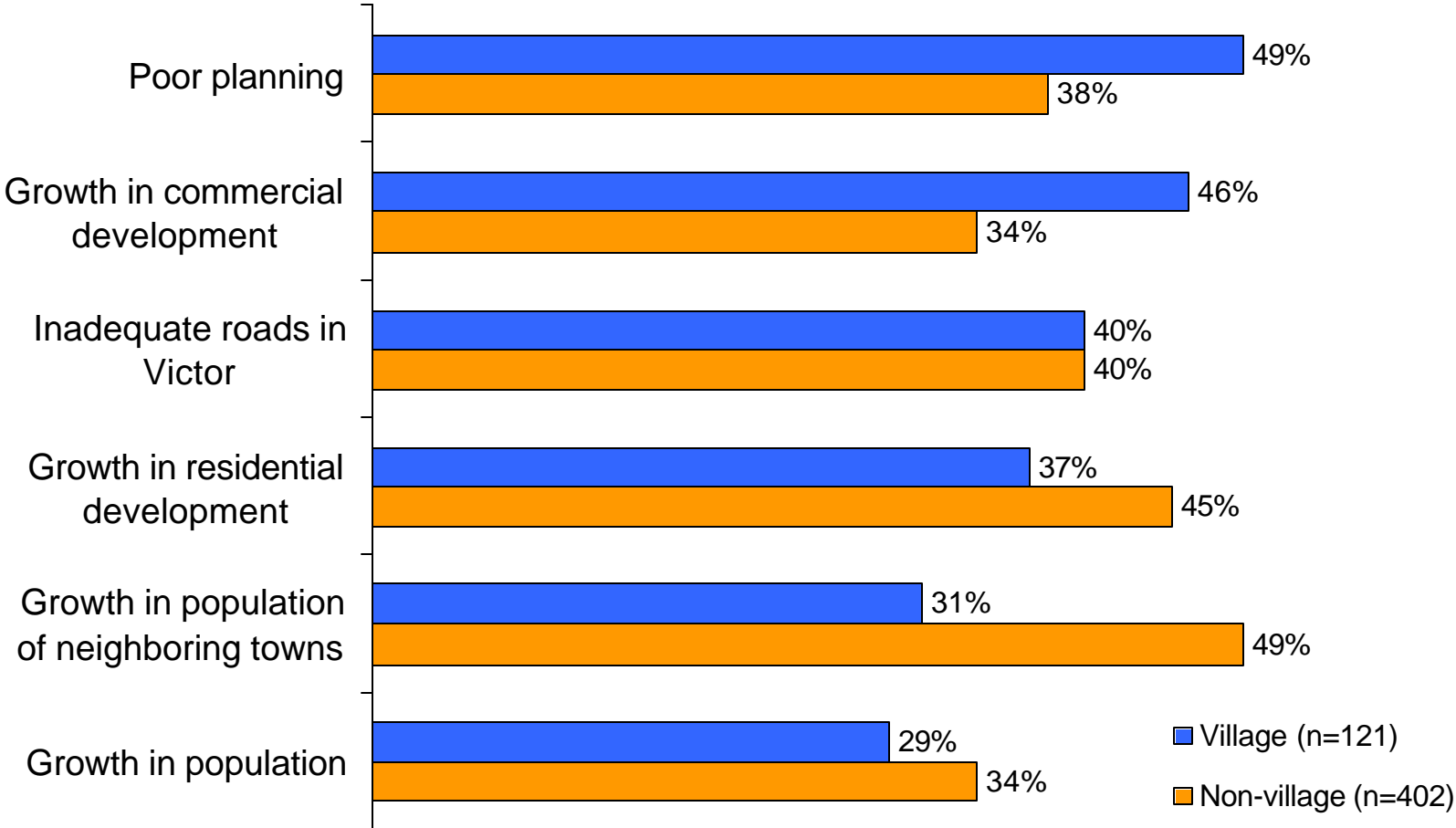
Base: Residents (n=540)





# Population Growth in Neighboring Towns is considered a Minor Contributor by Non-village residents, while Poor Planning and Growth in commercial development tops Village residents' Minor Contributors list.

Would you say each of the following items has been a minor contributor when it comes to the traffic in Victor?



Base: Residents (n=540)



# Males Do Not Feel As Strongly As Females Do That Various Types Of Growth In Victor Have Contributed To The Traffic

Would you say each of the following items has been a major contributor when it comes to the traffic in Victor?

	Total	Gender		Children in school	
		Male	Female	Currently	Past
n=	540 %	200 %	340 %	170 %	211 %
<b>Growth in population in Victor.</b>	64	57	71	65	63
<b>Growth in commercial development.</b>	57	52	61	66	55
<b>Growth in residential development.</b>	53	45	60	64	52
<b>Growth in population of neighboring towns.</b>	47	45	49	48	53

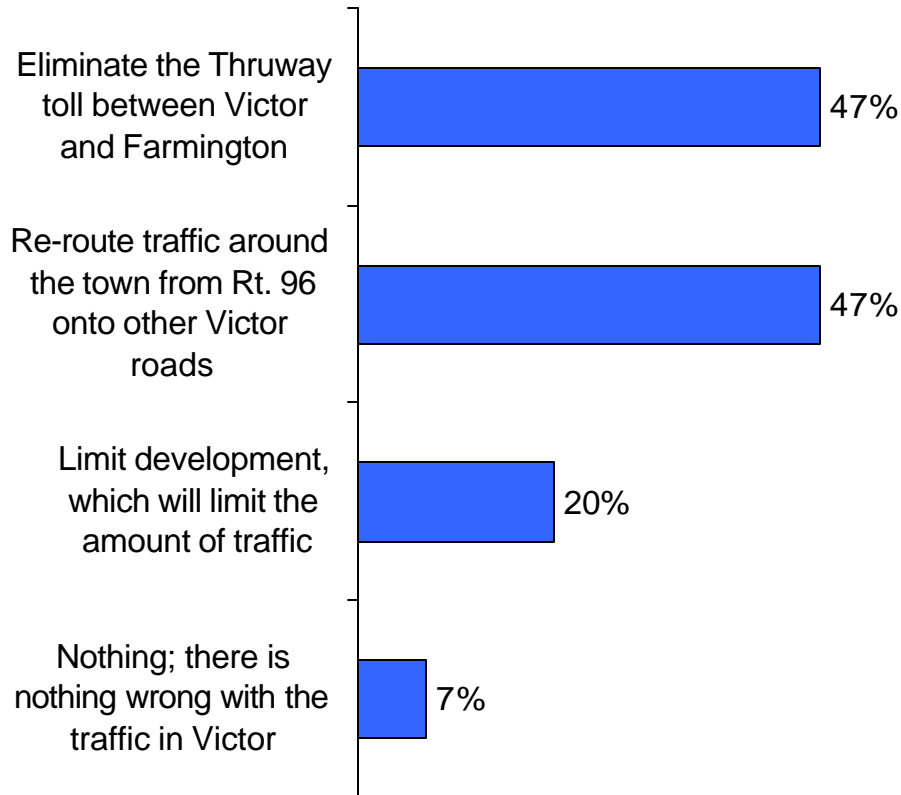
69% of residents who have been living in Victor for 11-20 years and 61% of respondents who would just consider recommending moving to Victor feel that poor planning is a major contributor (vs. 48% of all residents).





# Residents Want To See Something Done To Help The Traffic Situation In Victor But Are Split As To What

When thinking of the traffic situation, what would you most like the town to support?



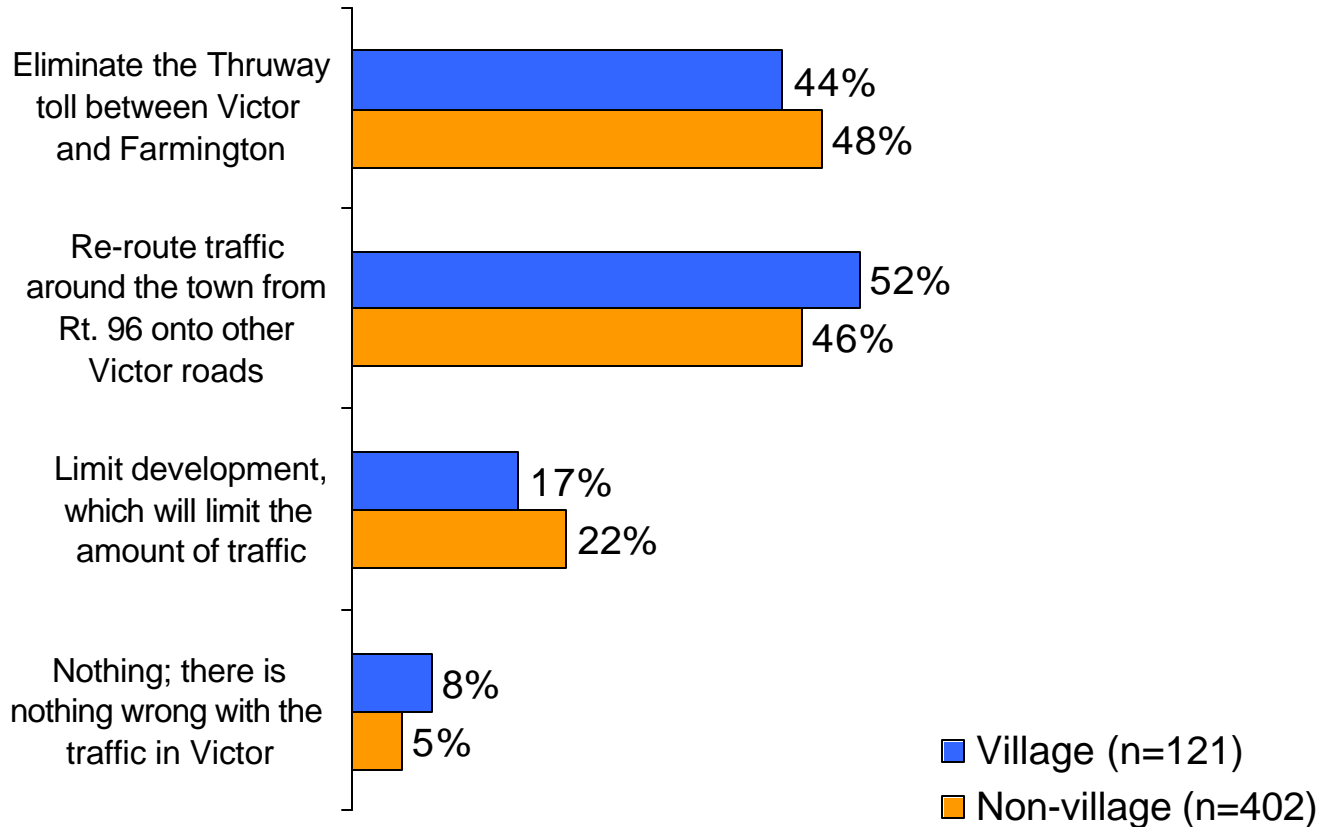
Base: Residents (n=540)





# Village and non-village residents are split on solutions to traffic in Victor.

When thinking of the traffic situation, what would you most like the town to support?



Base: Residents (n=540)





# Nearly Six In Ten Residents Over The Age Of 60 Think The Thruway Toll Should Be Eliminated

When thinking of the traffic situation, what would you most like the town to support?

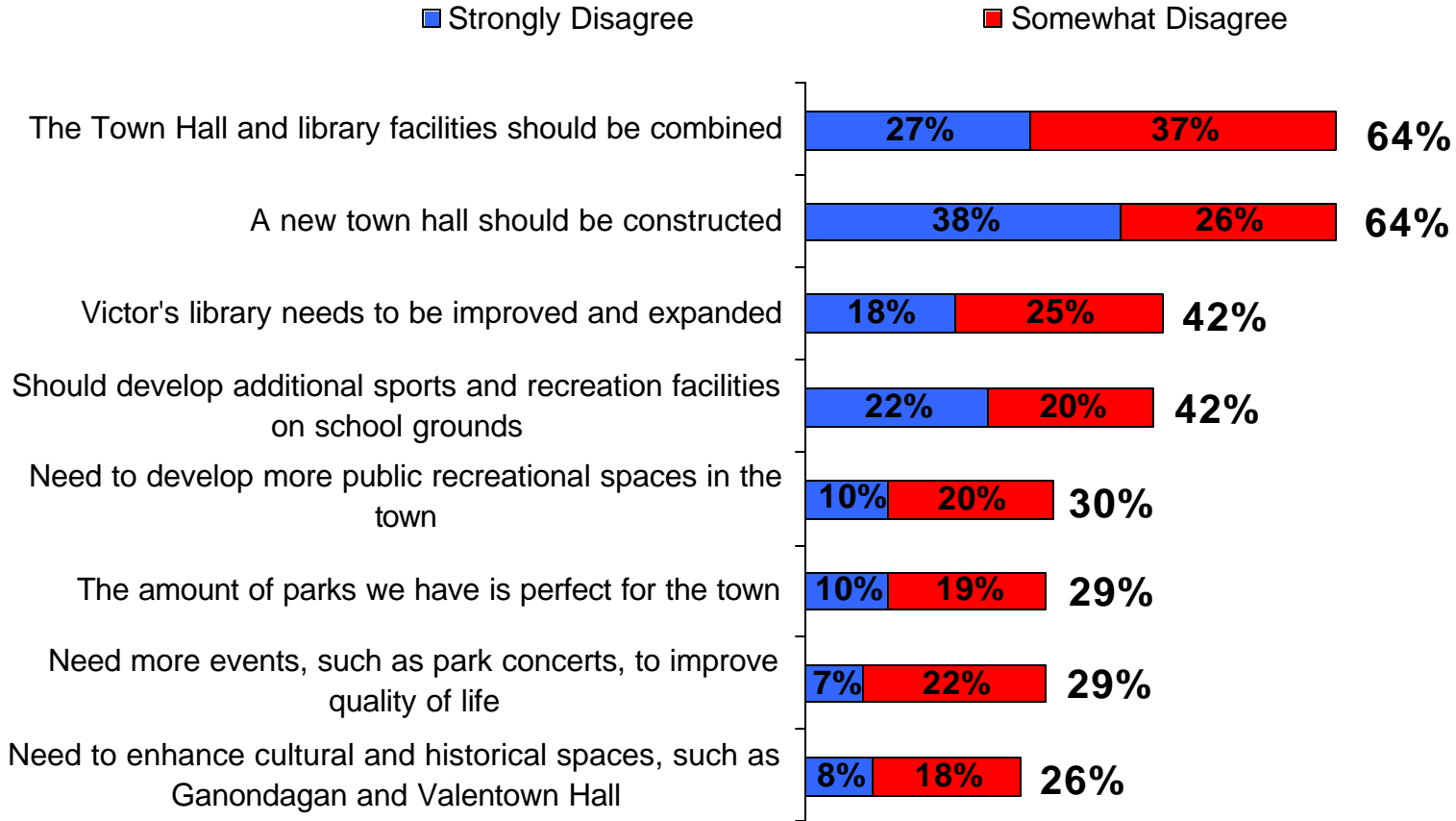
	Total	Gender		Age		
		Male	Female	18-39	40-59	60+
n=	540 %	200 %	340 %	116 %	266 %	150 %
<b>Eliminate the Thruway toll between Victor and Farmington.</b>	47	45	48	40	47	59
<b>Re-route traffic around the town from Rt. 96 onto other Victor roads.</b>	47	48	46	50	42	50
<b>Limit development, which will limit the amount of traffic.</b>	20	16	24	20	21	19
<b>Nothing; there is nothing wrong with the traffic in Victor.</b>	7	9	4	8	6	4





# Residents Do Not Think The Town Hall And Library Need To Be Developed

Thinking of entertainment and recreation in Victor, how much do you agree or disagree with the following?  
(%Strongly/Somewhat Disagree)



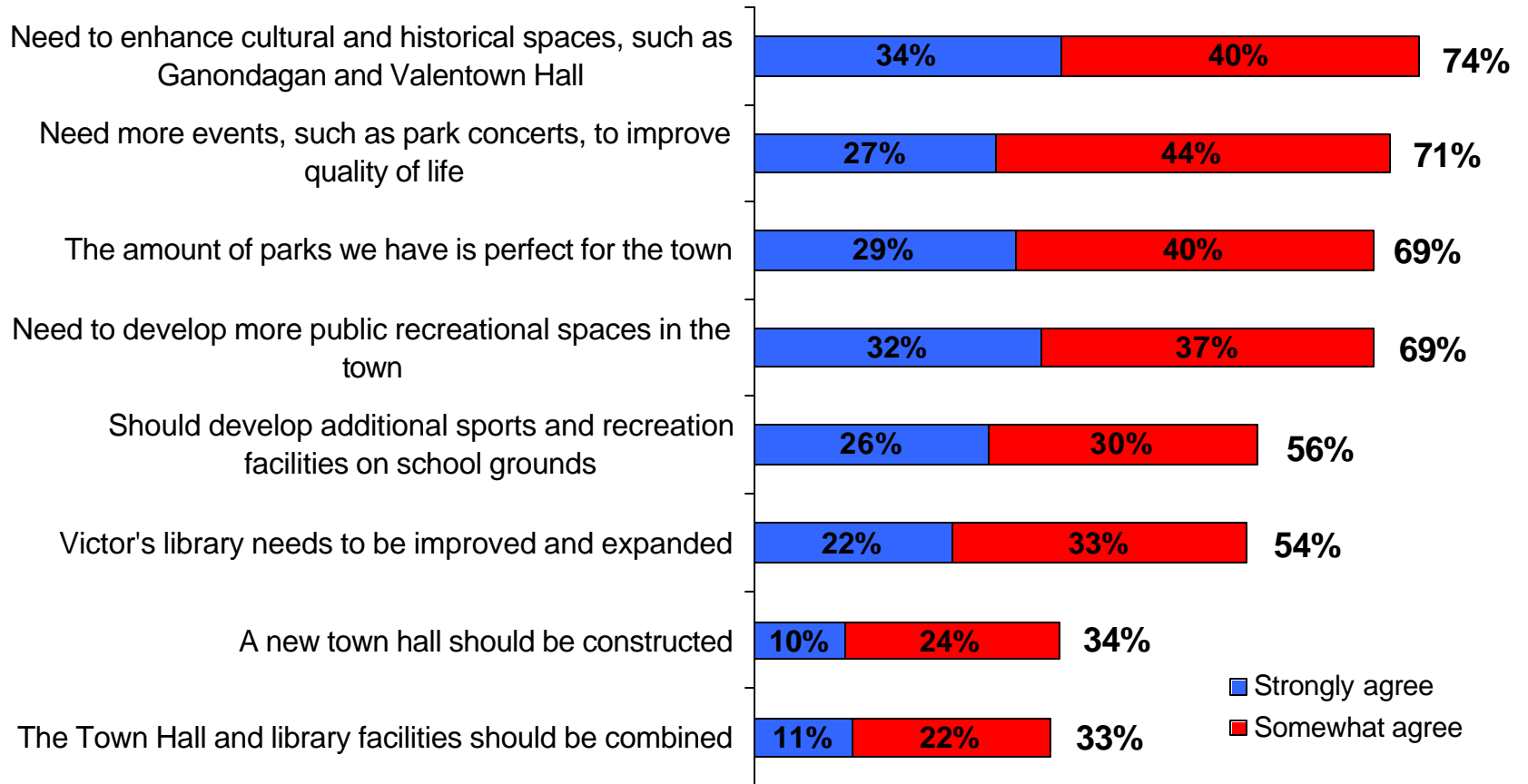
Base: Residents (n=540)





# Thinking of entertainment and recreation, residents are most concerned with the need to enhance cultural and historical spaces, such as Ganondagan and Valentown Hall.

Thinking of entertainment and recreation in Victor, how much do you agree or disagree with the following?



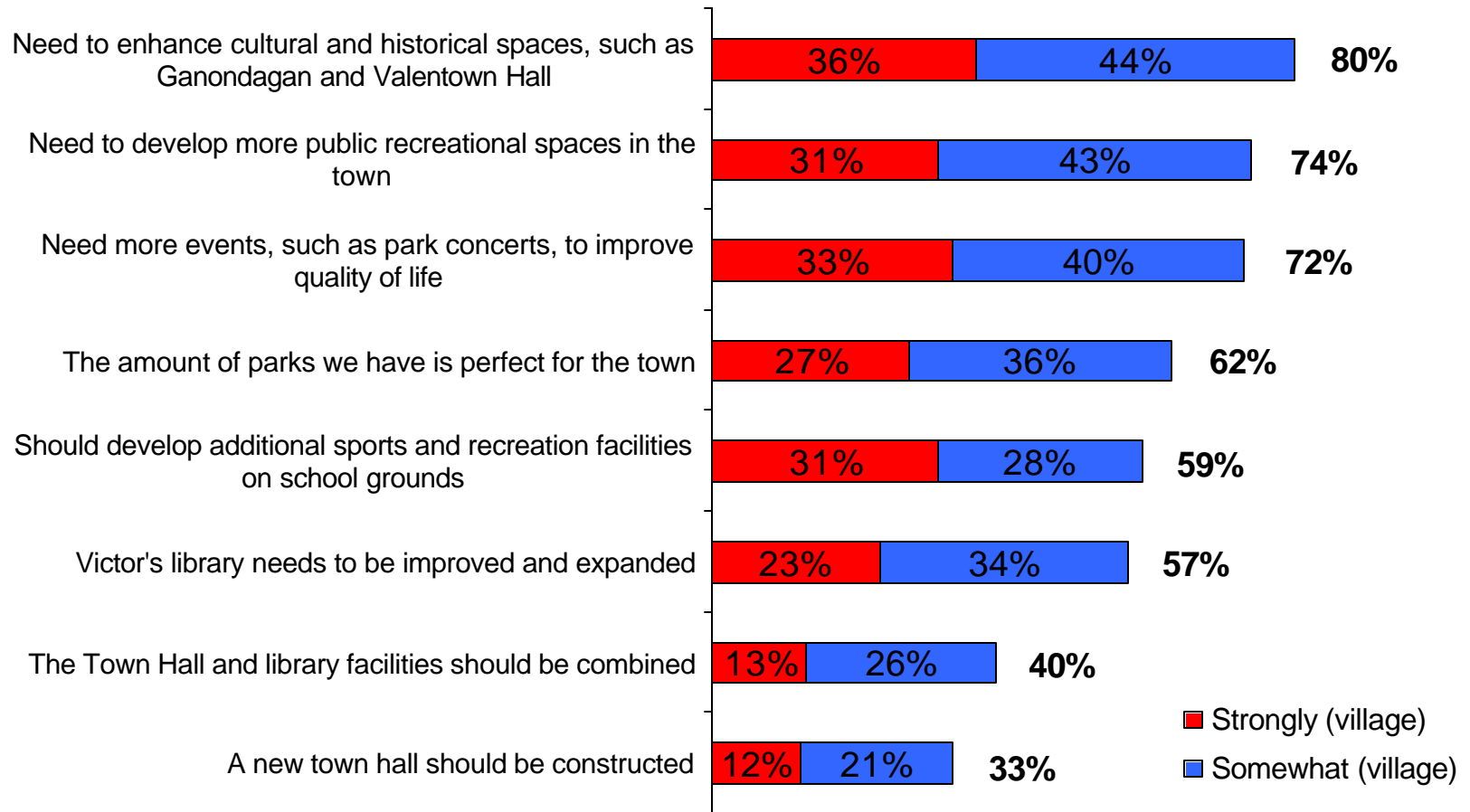
Base: Residents (n=540)





# Village residents are most interested in enhancing or developing cultural and recreational activities and areas.

Thinking of entertainment and recreation in Victor, how much do you agree or disagree with the following?  
(%Strongly/Somewhat Agree)



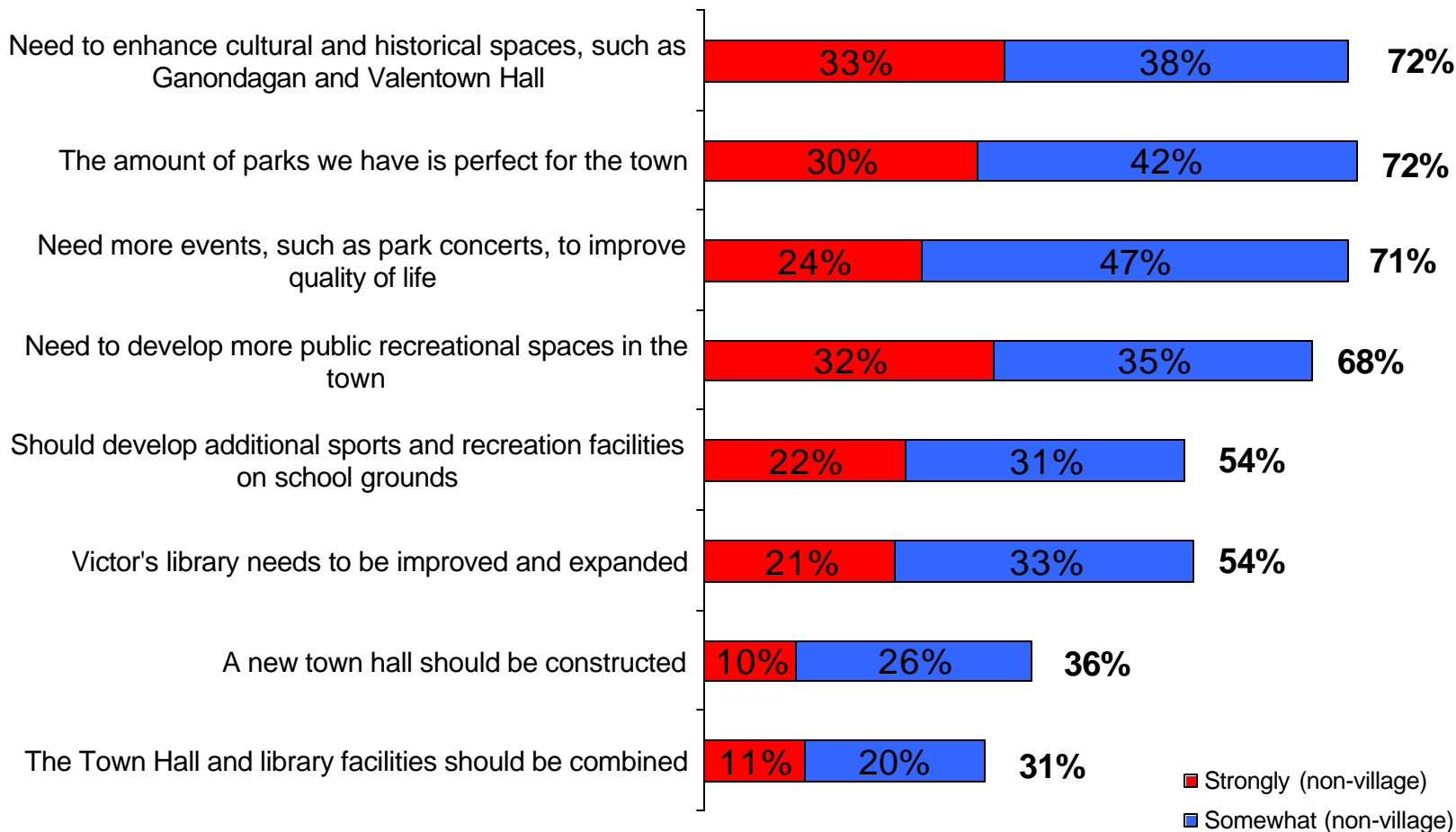
Base: Village Residents (n=121)





# Non-village residents are most interested in enhancing cultural and historical spaces and, while they believe there are enough parks for the town, they would like to see more events.

Thinking of entertainment and recreation in Victor, how much do you agree or disagree with the following?  
(%Strongly/Somewhat Agree)



Base: Non-village Residents (n=402)





# Younger Residents felt most strongly that the town need's to enhance cultural and historic spaces and to develop more public recreational spaces in town.

Thinking of entertainment and recreation in Victor, how much do you agree or disagree with the following?  
(%Strongly/Somewhat Agree)

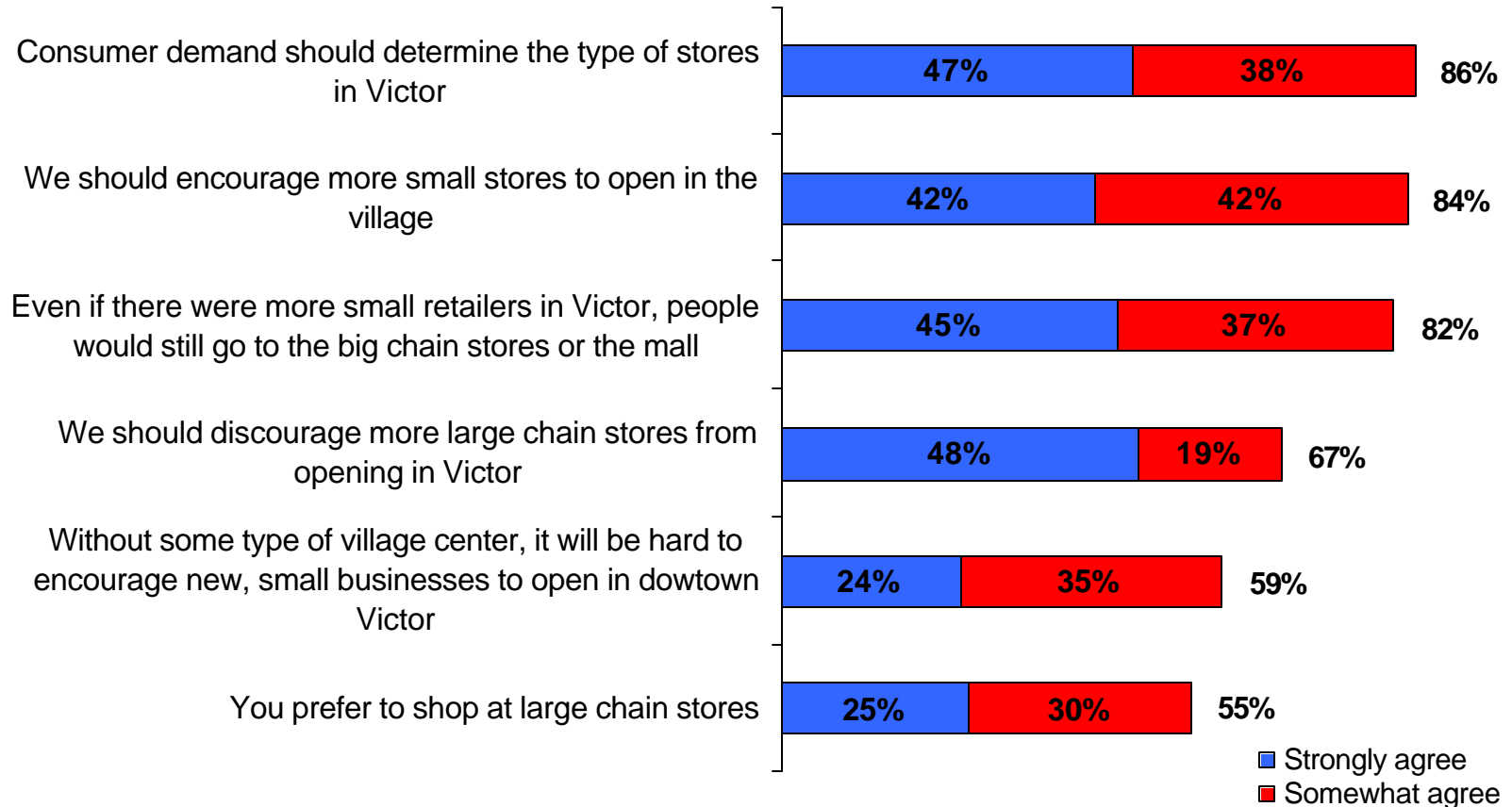
	Total	Gender		Age		
		Male	Female	18-39	40-59	60+
n=	540 %	200 %	340 %	116 %	266 %	150 %
<b>We need to enhance cultural and historic spaces.</b>	74	74	74	83	69	68
<b>We need more events, such as park concerts to improve the quality of life.</b>	71	75	67	76	65	73
<b>We need to develop more public recreational space in town.</b>	69	72	67	83	65	57
<b>The amount of parks we have is perfect for the town.</b>	69	73	65	60	73	78
<b>We should develop additional sports and recreational facilities on school grounds.</b>	56	54	58	71	50	42
<b>Victor's library needs to be improved and expanded.</b>	54	49	60	60	54	44
<b>A new town hall should be constructed.</b>	34	35	33	27	32	54
<b>The Town Hall and library facilities should be combined.</b>	33	41	26	38	32	29

The people who have been residents of Victor the longest are most interested in seeing a new town hall (44%).



# While Residents Would Like More Small Stores And Only Half Prefer Large Chains, Residents Feel If There Were More Small Stores People Would Still Go To The Large Chains

Thinking of retail options and services offered in Victor, please tell me to what extent you agree or disagree with the following statements.



Base: Residents (n=540)

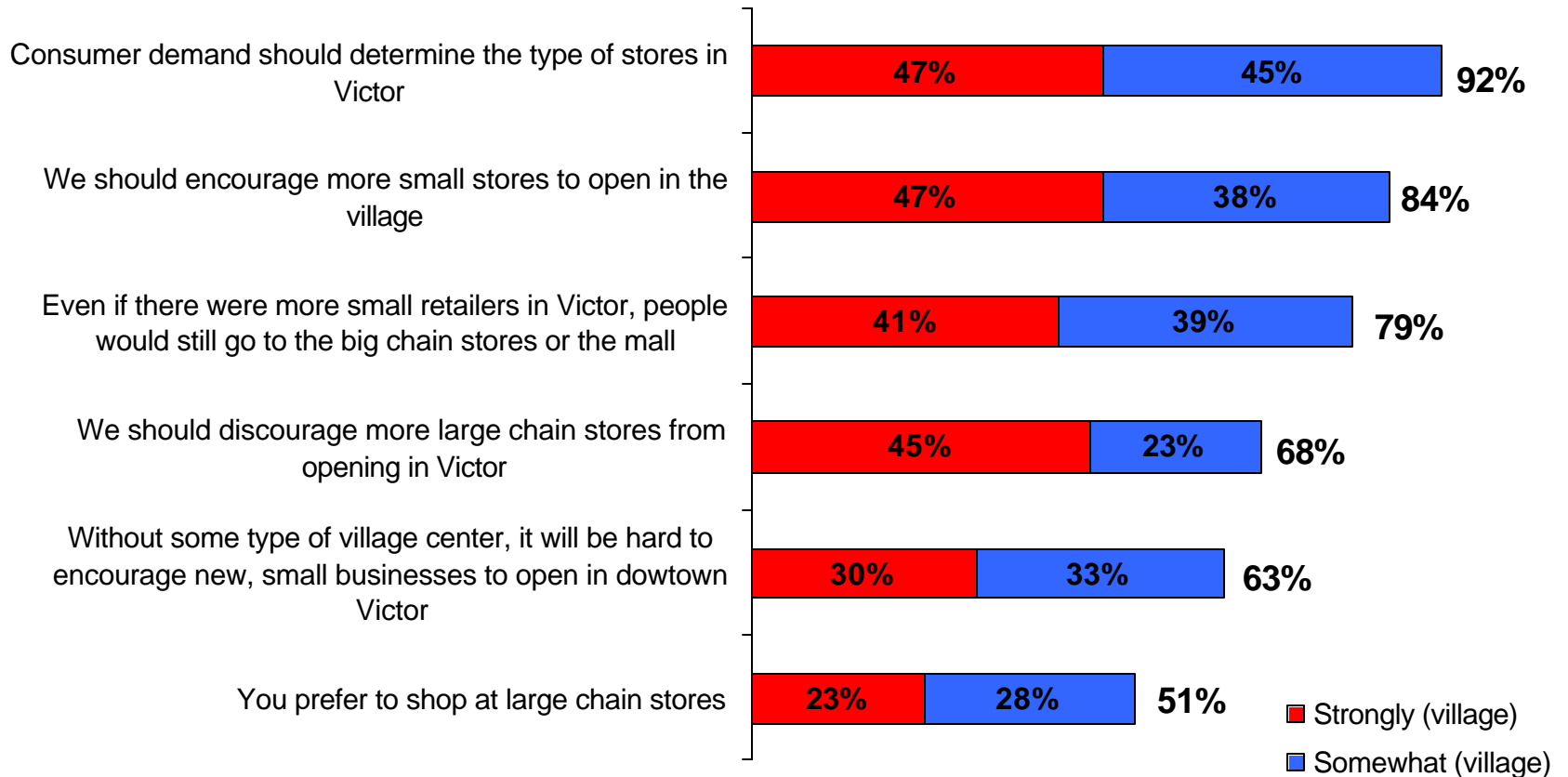




# Nine in 10 Village residents believe consumer demand should determine the type of stores in Victor.

Thinking of retail options and services offered in Victor, please tell me to what extent you agree or disagree with the following statements.

(%Strongly/Somewhat Agree)



Base: Village Residents (n=121)

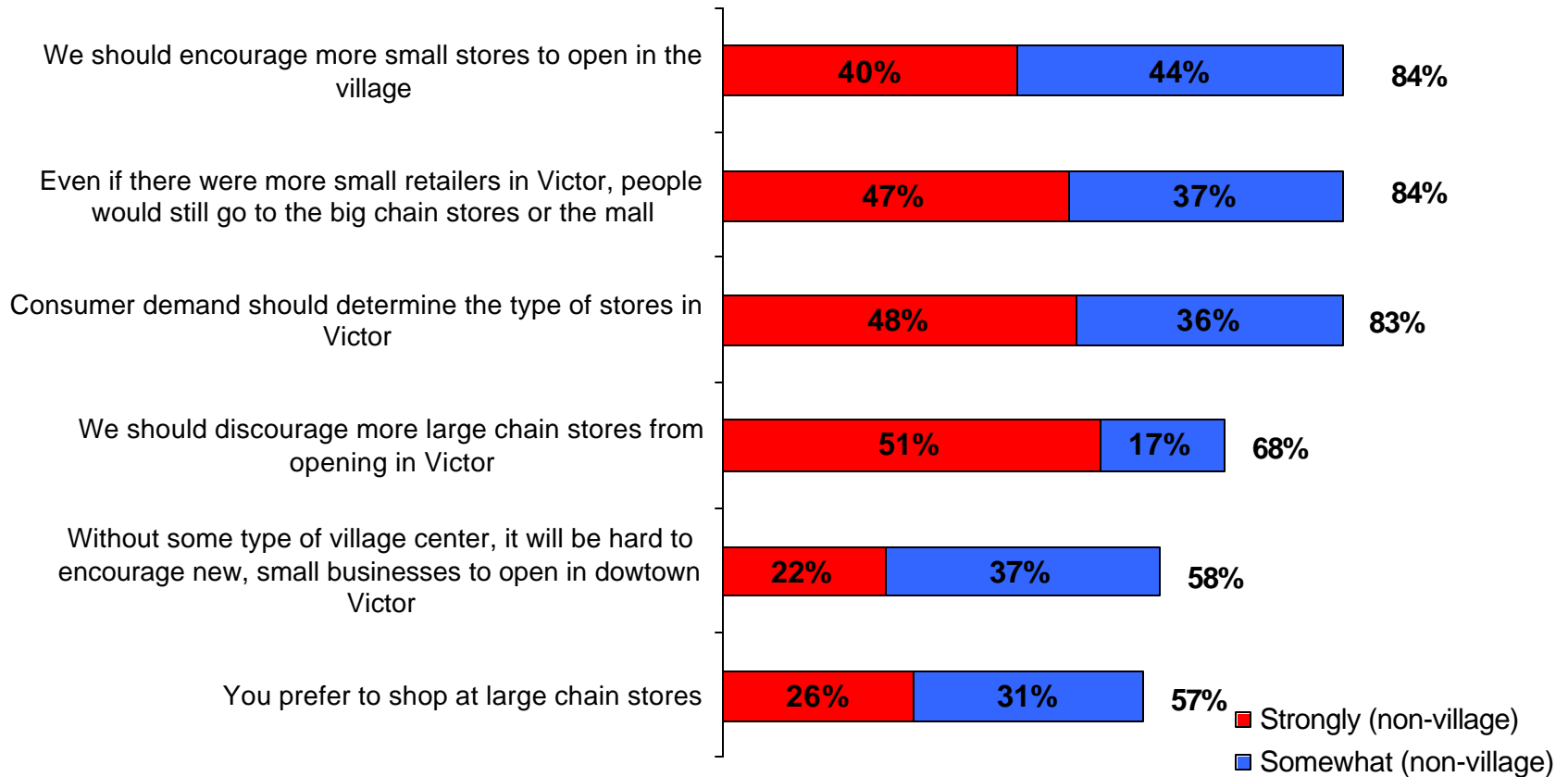




# Non-village residents want small stores in Victor but realize consumers will still go to large stores and believe that consumer demand should take part in retail options for the town.

Thinking of retail options and services offered in Victor, please tell me to what extent you agree or disagree with the following statements.

(%Strongly/Somewhat Agree)



Base: Non-village Residents (n=402)





# Younger Residents Are The Most Interested In Seeing More Small Stores And Fewer Big Chains

Thinking of retail options and services offered in Victor, please tell me to what extent you agree or disagree with the following statements.

(%Strongly/Somewhat Agree)

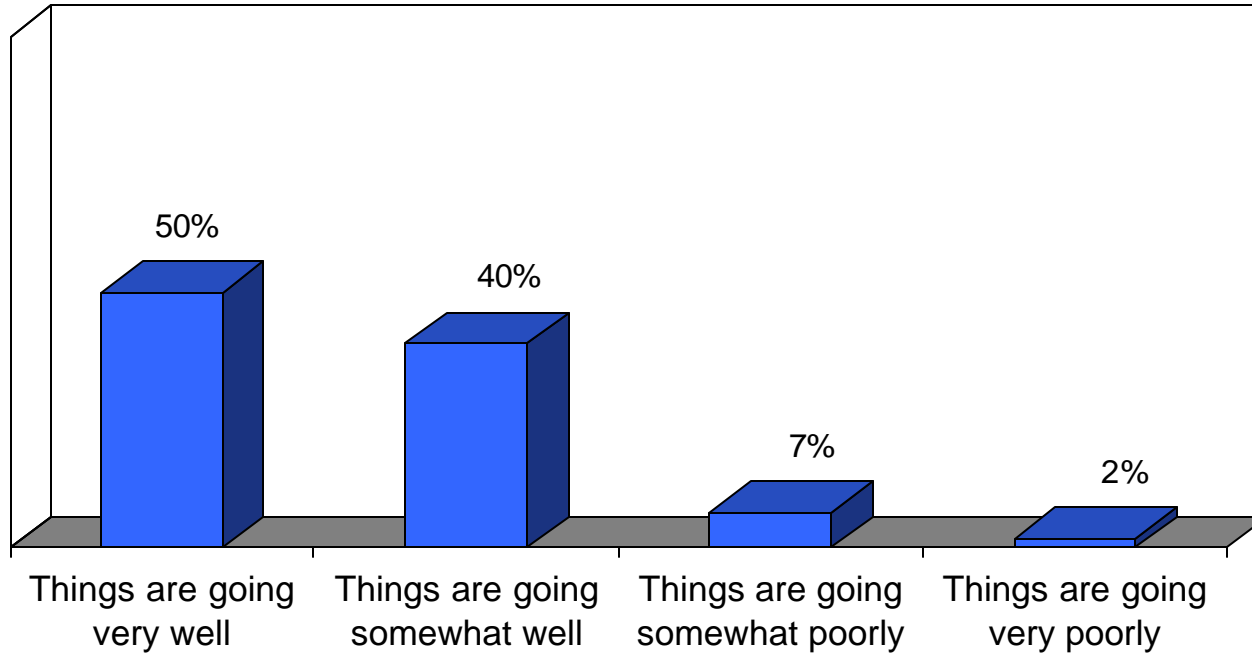
	Total	Gender		Age		
		Male	Female	18-39	40-59	60+
n=	540 %	200 %	340 %	116 %	266 %	150 %
<b>Consumer demand should determine the type of stores in Victor.</b>	86	83	88	88	81	91
<b>We should encourage more small stores to open in the village.</b>	84	84	84	90	81	78
<b>Even if there were more small retailers in Victor, people would still go to the big chains and the mall.</b>	82	81	83	86	75	91
<b>We should discourage more large chain stores from opening in Victor.</b>	67	69	66	79	59	64
<b>Without some type of village center, it will be hard to encourage new, small businesses to open in downtown Victor.</b>	59	52	66	58	61	61
<b>You prefer to shop at the large chain stores rather than the smaller retailers in Victor.</b>	55	56	54	53	50	67





# Nine Out Of Ten Residents Believe That Things Are Going Well In The Neighborhood They Live

Thinking now not of the entire town of Victor, but rather the neighborhood in which you live/work, how well do you think things are going in your/this neighborhood?



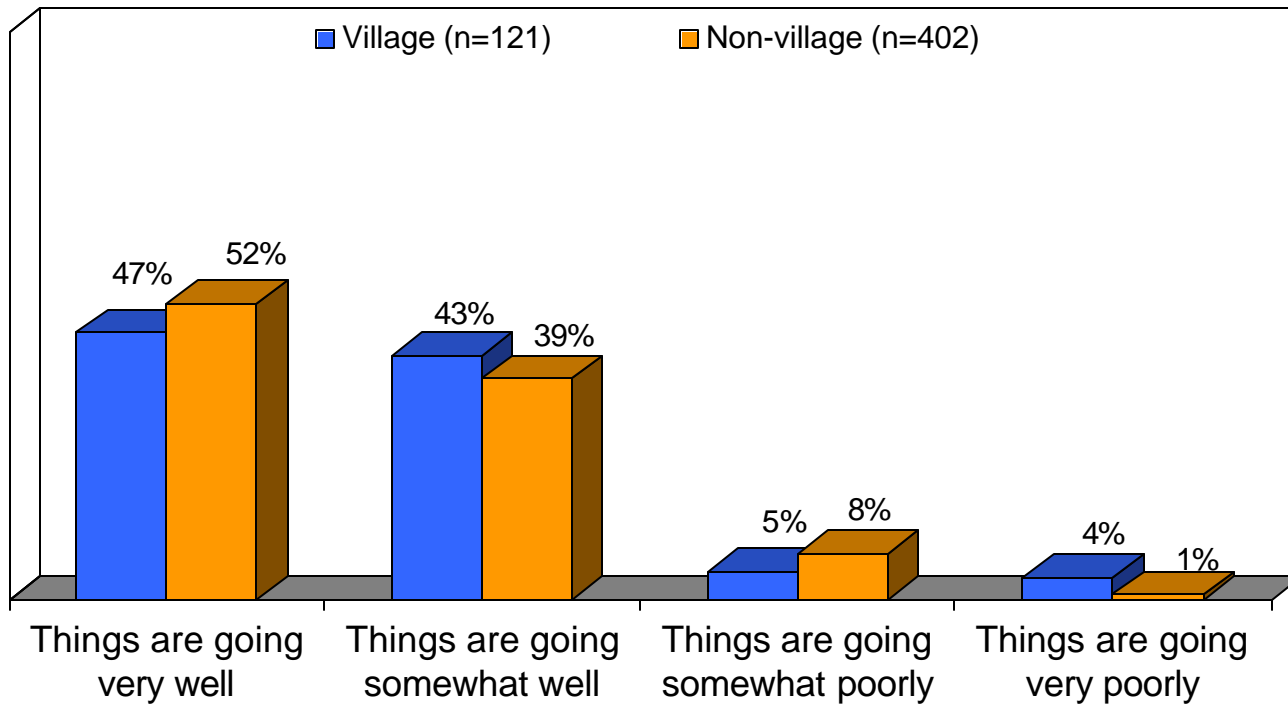
Base: Residents (n=540)





# Village and non-village residents alike are very optimistic about their neighborhoods.

Thinking now not of the entire town of Victor, but rather the neighborhood in which you live/work, how well do you think things are going in your/this neighborhood?



Base: Residents (n=540)





# Younger Residents Are The Most Interested In Seeing More Small Stores And Fewer Big Chains

Thinking now not of the entire town of Victor, but rather the neighborhood in which you live/work, how well do you think things are going in your/this neighborhood?

	Total	Region					
		Village	Southern Victor	NE Victor	NW Victor	W Central Victor	E Central Victor
n=	540	155	34	128	54	71	85
	%	%	%	%	%	%	%
<b>Things are going very well</b>	<b>50</b>	<b>47</b>	<b>43</b>	<b>47</b>	<b>50</b>	<b>58</b>	<b>58</b>
<b>Things are going somewhat well</b>	<b>40</b>	<b>43</b>	<b>36</b>	<b>48</b>	<b>35</b>	<b>31</b>	<b>36</b>
<b>Things are going somewhat poorly</b>	<b>7</b>	<b>5</b>	<b>21</b>	<b>4</b>	<b>11</b>	<b>10</b>	<b>6</b>
<b>Things are going very poorly</b>	<b>2</b>	<b>4</b>	<b>-</b>	<b>1</b>	<b>3</b>	<b>*</b>	<b>*</b>





# Residents Over The Age Of 60 Think Things Are Going Very Well

Thinking now not of the entire town of Victor, but rather the neighborhood in which you live/work, how well do you think things are going in your/this neighborhood?

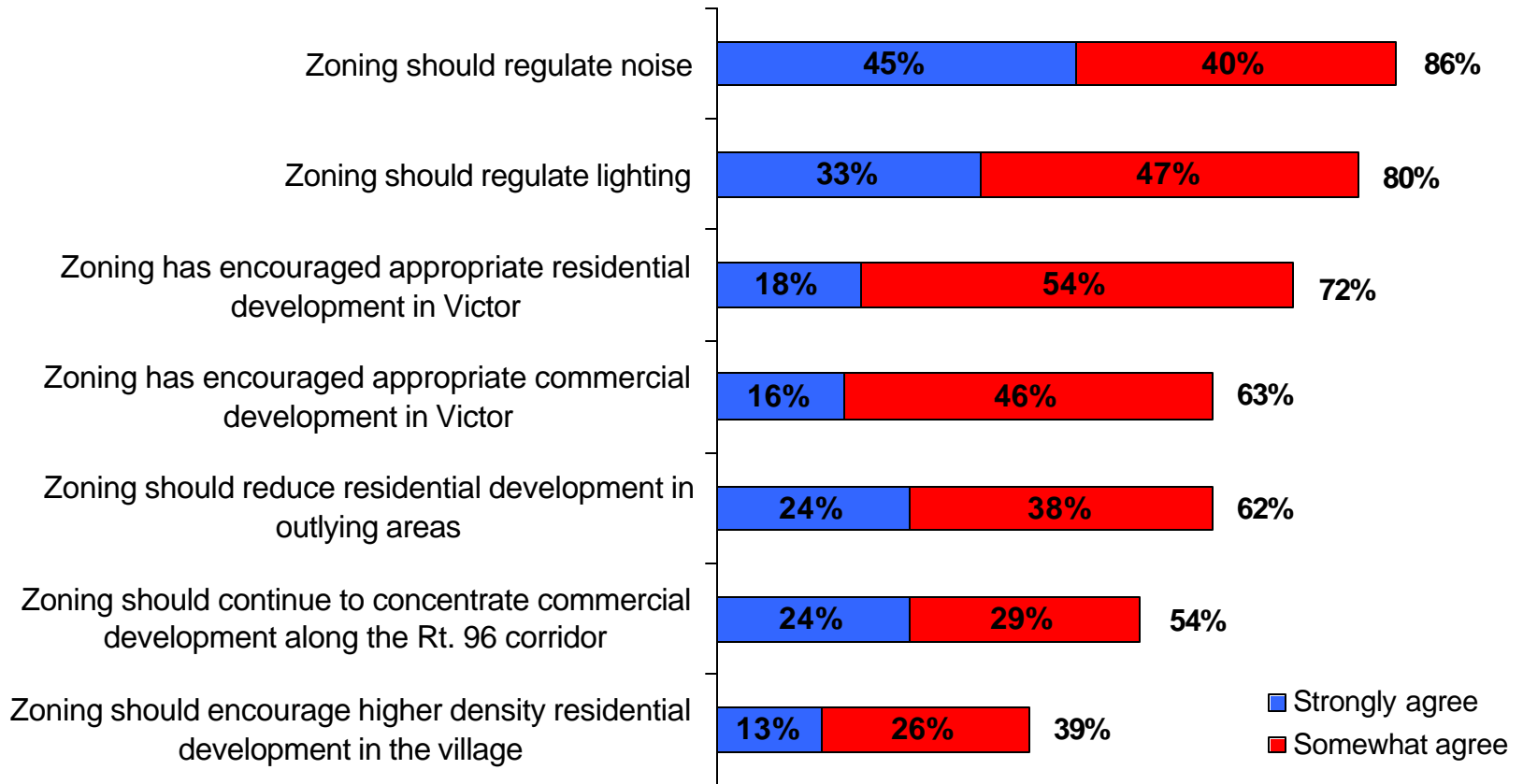
	Total	Gender		Age		
		Male	Female	18-39	40-59	60+
n=	540 %	200 %	340 %	116 %	266 %	150 %
<b>Things are going very well.</b>	50	46	54	49	45	60
<b>Things are going somewhat well.</b>	40	42	39	41	44	35
<b>Things are going somewhat poorly.</b>	7	8	6	9	7	3
<b>Things are going very poorly.</b>	2	3	1	1	4	1





# With Regard To Zoning, Residents Are Most Concerned With Quality Of Life Issues Such As Noise And Lighting

Turning now to the zoning laws in Victor, please tell me to what extent you agree or disagree with the following statements?



Base: Residents (n=540)

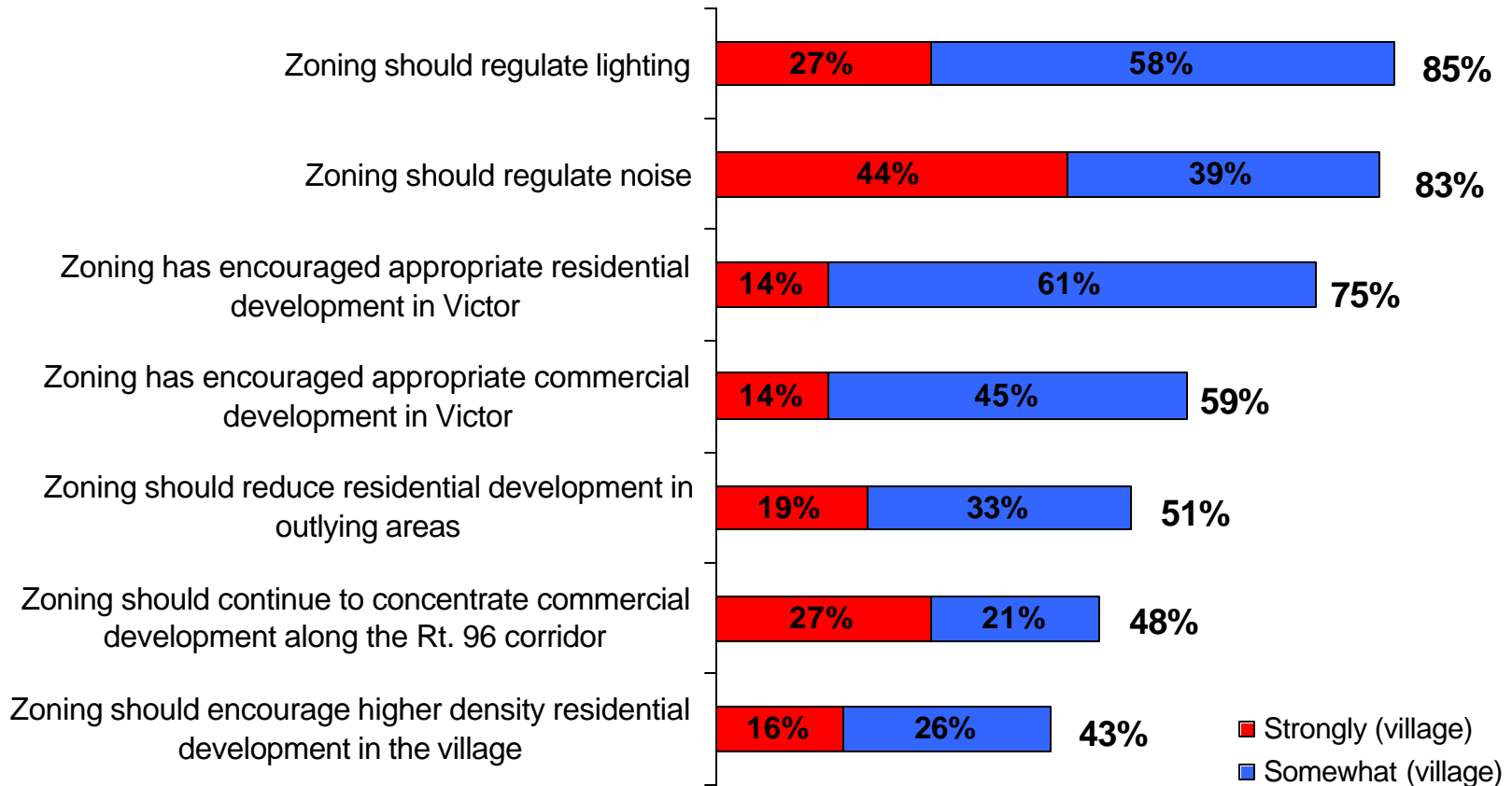




# Village residents believe zoning should regulate lighting and noise.

Turning now to the zoning laws in Victor, please tell me to what extent you agree or disagree with the following statements?

(%Strongly/Somewhat Agree)



Base: Village Residents (n=121)

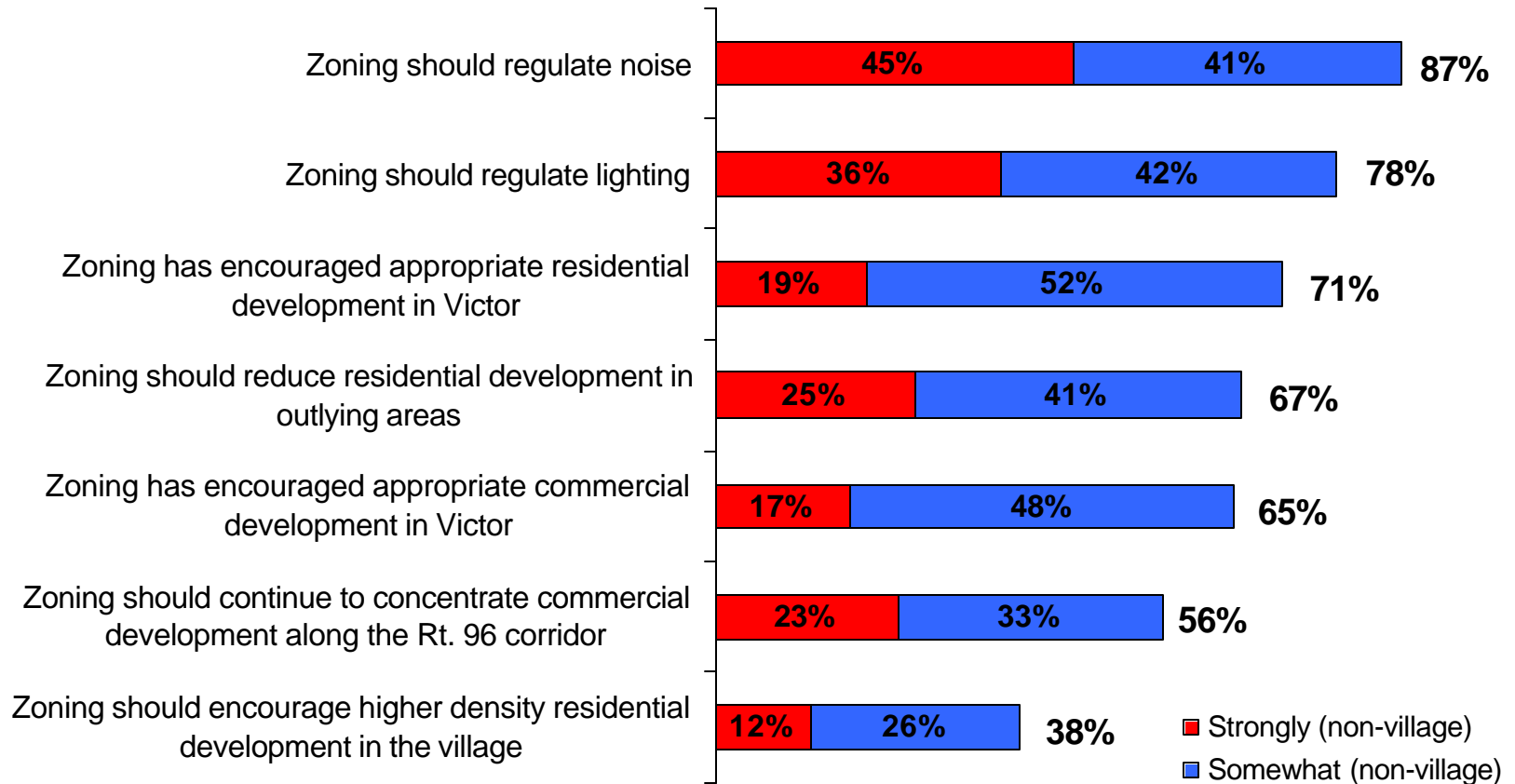




# Non-village residents also believe zoning should regulate lighting and noise.

Turning now to the zoning laws in Victor, please tell me to what extent you agree or disagree with the following statements?

(%Strongly/Somewhat Agree)



Base: Non-village Residents (n=402)





# Most Residents Are Concerned With Zoning Issues But Older Residents Are The Most Concerned

Turning now to the zoning laws in Victor, please tell me to what extent you agree or disagree with the following statements?

(%Strongly/Somewhat Agree)

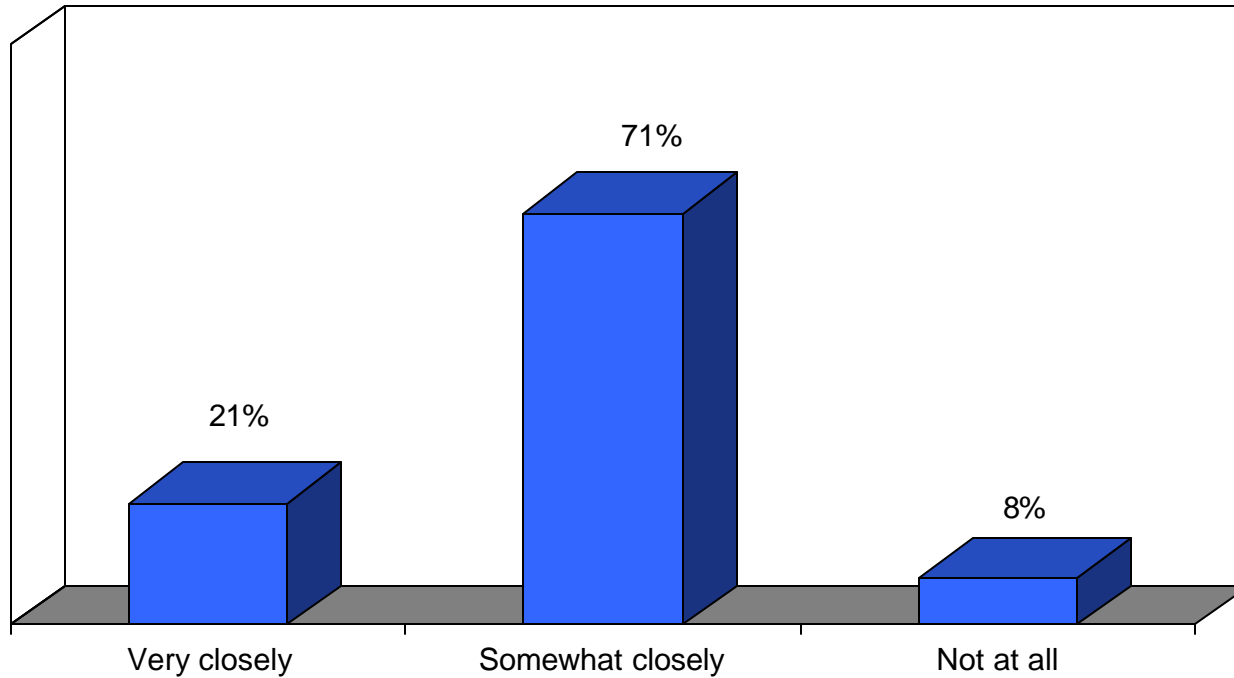
	Total	Age			Income			
		18-39	40-59	60+	< \$25000	\$25000 to 49999	\$50000 to 74999	\$75000 or more
n=	540	116	266	150	36	109	97	233
	%	%	%	%	%	%	%	%
<b>Zoning should regulate noise.</b>	86	81	86	93	79	87	84	91
<b>Zoning should regulate lighting.</b>	80	81	79	80	68	80	83	87
<b>Zoning has encouraged appropriate residential development in Victor.</b>	72	63	75	79	81	78	63	65
<b>Zoning has encouraged appropriate commercial development in Victor.</b>	63	65	58	70	72	66	64	57
<b>Zoning should reduce residential development in outlying areas.</b>	62	66	59	66	71	67	57	61
<b>Zoning should continue to concentrate commercial development along the Route 96 corridor.</b>	54	43	58	62	71	47	50	51
<b>Zoning should encourage high density residential development in the village.</b>	39	45	38	33	63	41	37	34





# Residents Follow The Issues Facing Victor At Least Somewhat Closely

How closely do you follow issues facing the town of Victor?



Base: Residents (n=540)



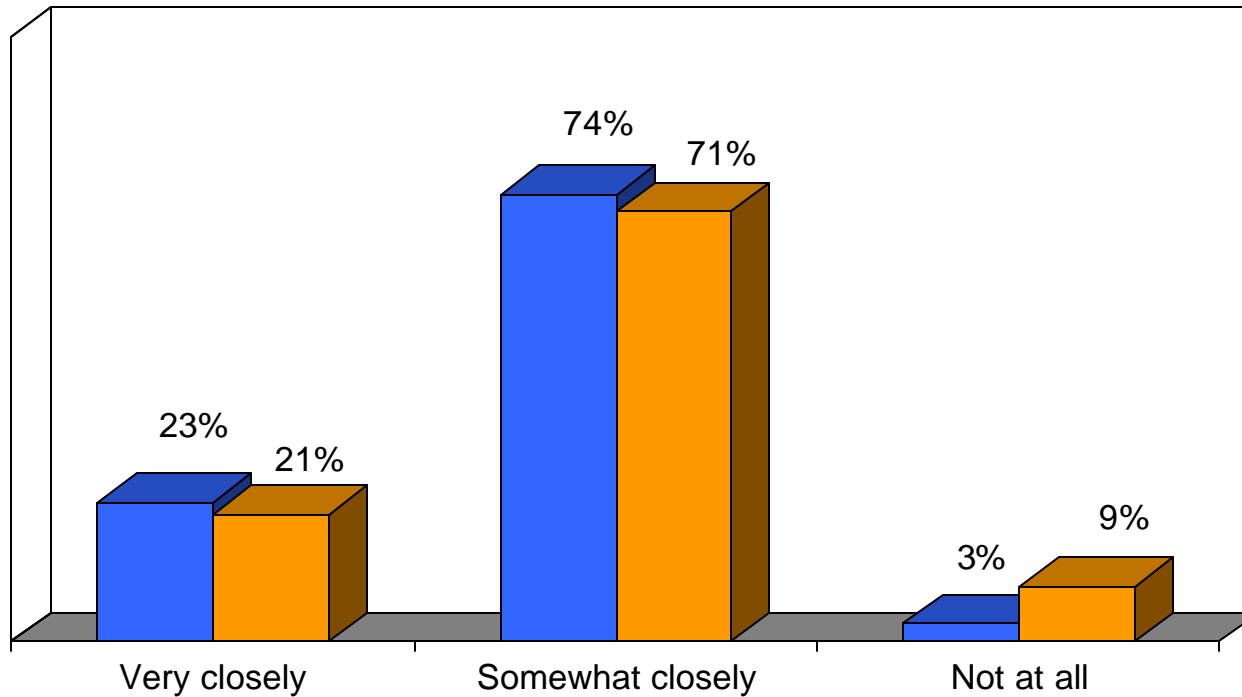


## Both Village and non-village residents follow town issues.

How closely do you follow issues facing the town of Victor?

■ Village (n=121)

■ Non-village (n=402)



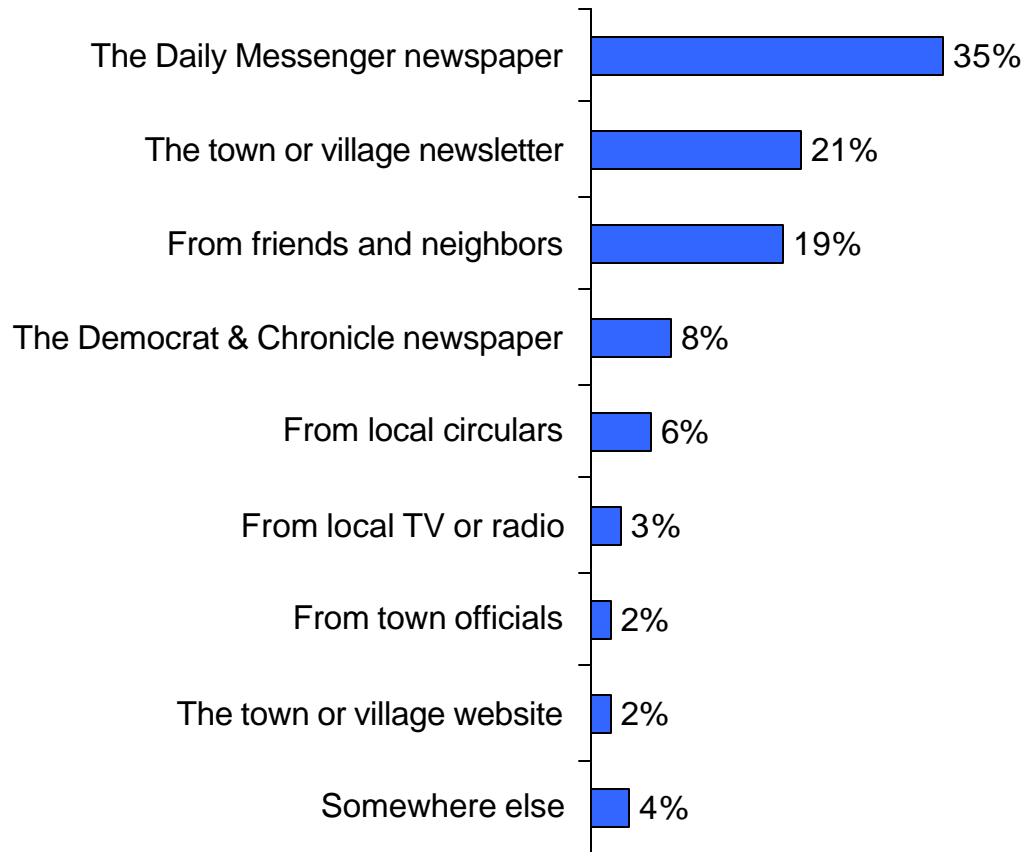
Base: Residents (n=540)





# Most Residents Read About The Issues In The Daily Messenger Or The Town/Village Newsletter

Where do you typically learn about issues facing Victor?



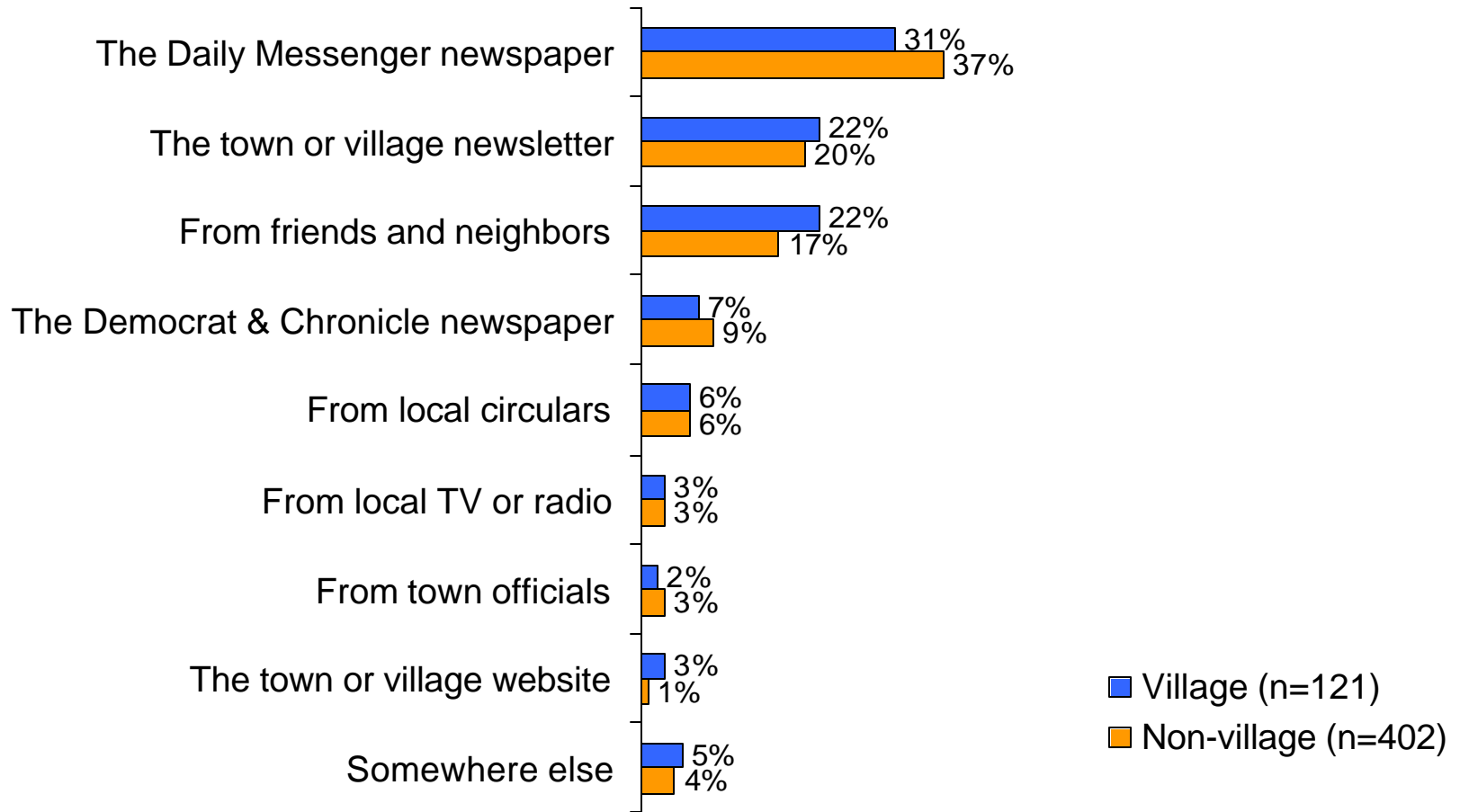
Base: Residents (n=540)





# Most Residents Read About The Issues In The Daily Messenger Or The Town/Village Newsletter

Where do you typically learn about issues facing Victor?



Base: Residents (n=540)





# Females Are More Likely To Read About The Issues In The Town/Village Newsletter And Younger Residents Are More Likely To Speak To Friends And Neighbors About The Issues

Where do you typically learn about issues facing Victor?

	Total	Gender		Age		
		Male	Female	18-39	40-59	60+
n=	540 %	200 %	340 %	116 %	266 %	150 %
<b>The Democrat &amp; Chronicle newspaper</b>	8	9	7	6	6	14
<b>The Daily Messenger newspaper</b>	35	35	35	24	43	43
<b>The town or village newsletter</b>	21	13	29	22	19	22
<b>From friends and neighbors</b>	19	22	16	26	16	8

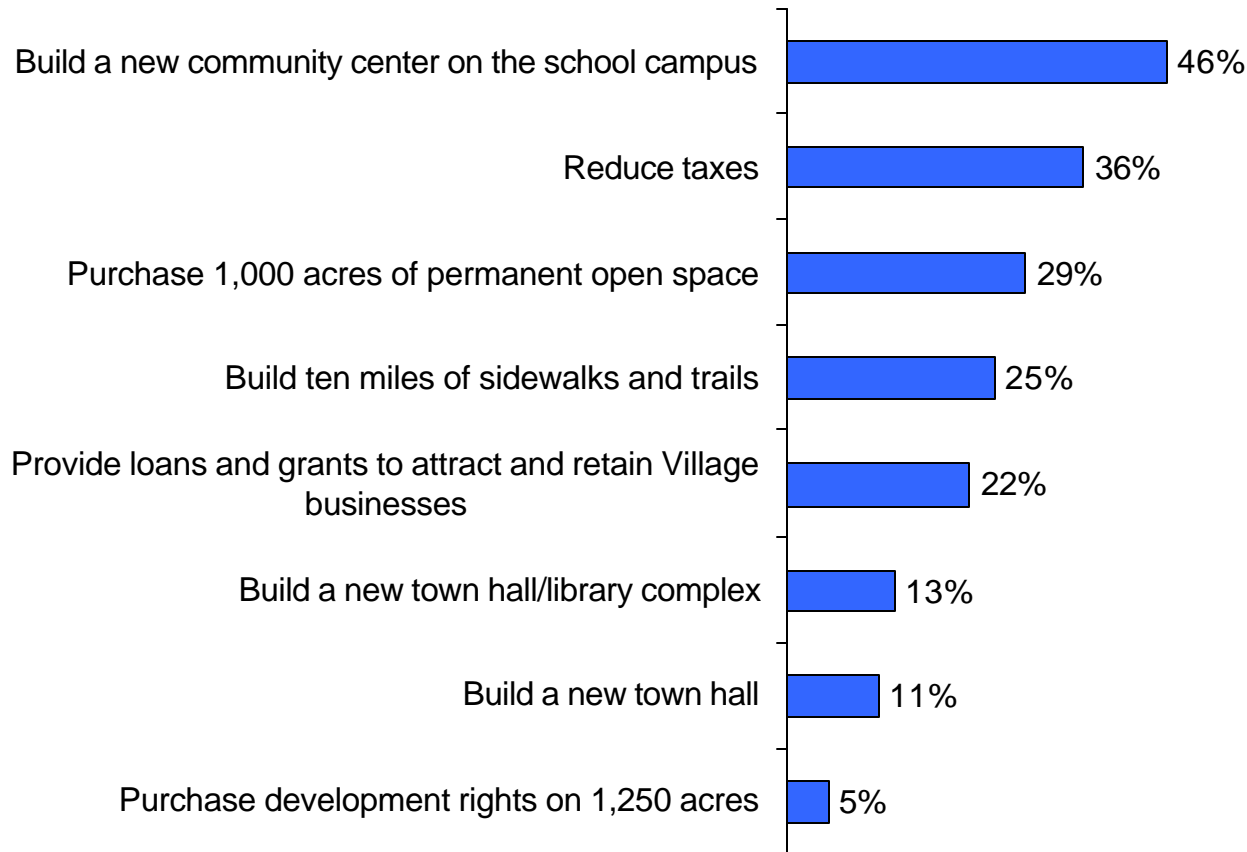
Residents who have lived in Victor for more than 5 years are more likely to read The Daily Messenger, just 18% of residents for less than 5 years read this newspaper, they are almost as likely to read the Democrat & Chronicle (12%)





# If Residents Could Spend The 5 Million Dollars They Would Like A New Community Center And Reduced Taxes

Which would be the best two ways for the town to spend five million dollars?



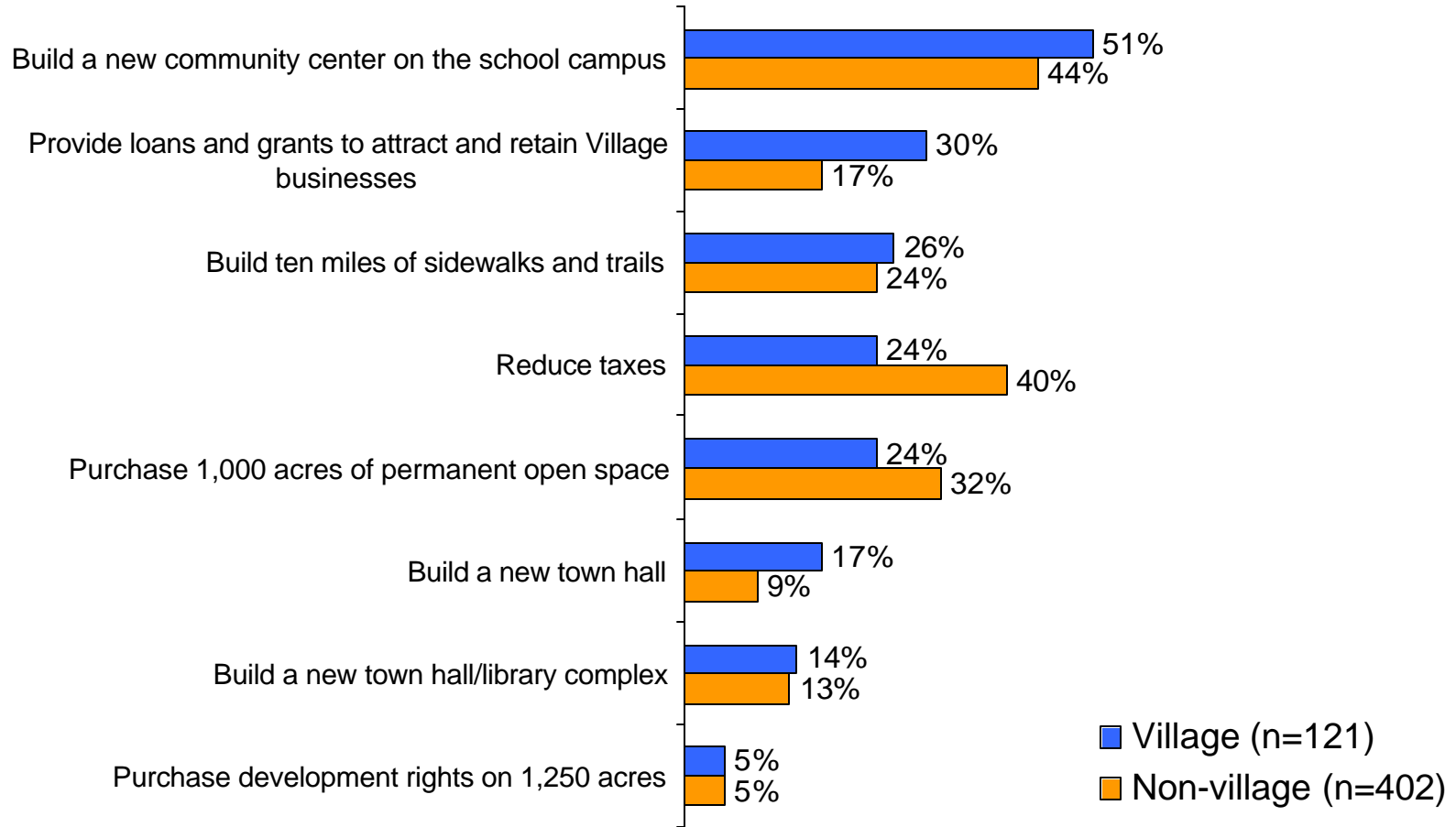
Base: Residents (n=540)





# Non-village residents are more in favor of reducing taxes, while village residents would like to provide loans and grants for businesses.

Which would be the best two ways for the town to spend five million dollars?



Base: Residents (n=540)





# The Younger Residents Are The Most Interested In Having The Community Center Built And More Older Residents Want Taxes Reduced.

Which would be the best two ways for the town to spend five million dollars?

	Total	Gender		Age		
		Male	Female	18-39	40-59	60+
n=	540 %	200 %	340 %	116 %	266 %	150 %
<b>Build a new community center on the school campus</b>	46	43	49	59	41	36
<b>Reduce taxes.</b>	36	35	37	28	40	38
<b>Purchase 1000 acres of permanent open space</b>	29	32	26	36	23	30
<b>Build ten miles of sidewalks and trails</b>	25	25	25	33	20	18
<b>Provide loans and grants to attract and retain Village businesses.</b>	22	17	26	19	27	16
<b>Build a new town hall/library complex.</b>	13	13	12	10	15	16
<b>Build a new town hall.</b>	11	12	10	4	13	19
<b>Purchase development rights on 1250 acres.</b>	5	7	2	3	5	6





**Those with lower incomes are more likely to want loans and grants provided to businesses while upper income respondents want 1000 acres of permanent open space purchased.**

Which would be the best two ways for the town to spend five million dollars?

	Total	Income			
		< \$25000	\$25000 to 49999	\$50000 to 74999	\$75000 or more
n=	540 %	36 %	109 %	97 %	233 %
<b>Build a new community center on the school campus</b>	46	45	53	49	44
<b>Reduce taxes.</b>	36	38	33	35	30
<b>Purchase 1000 acres of permanent open space</b>	29	26	29	24	34
<b>Build ten miles of sidewalks and trails</b>	25	30	18	26	29
<b>Provide loans and grants to attract and retain Village businesses.</b>	22	30	24	21	21
<b>Build a new town hall/library complex.</b>	13	10	11	16	13
<b>Build a new town hall.</b>	11	14	10	9	12
<b>Purchase development rights on 1250 acres.</b>	5	2	6	2	8



---

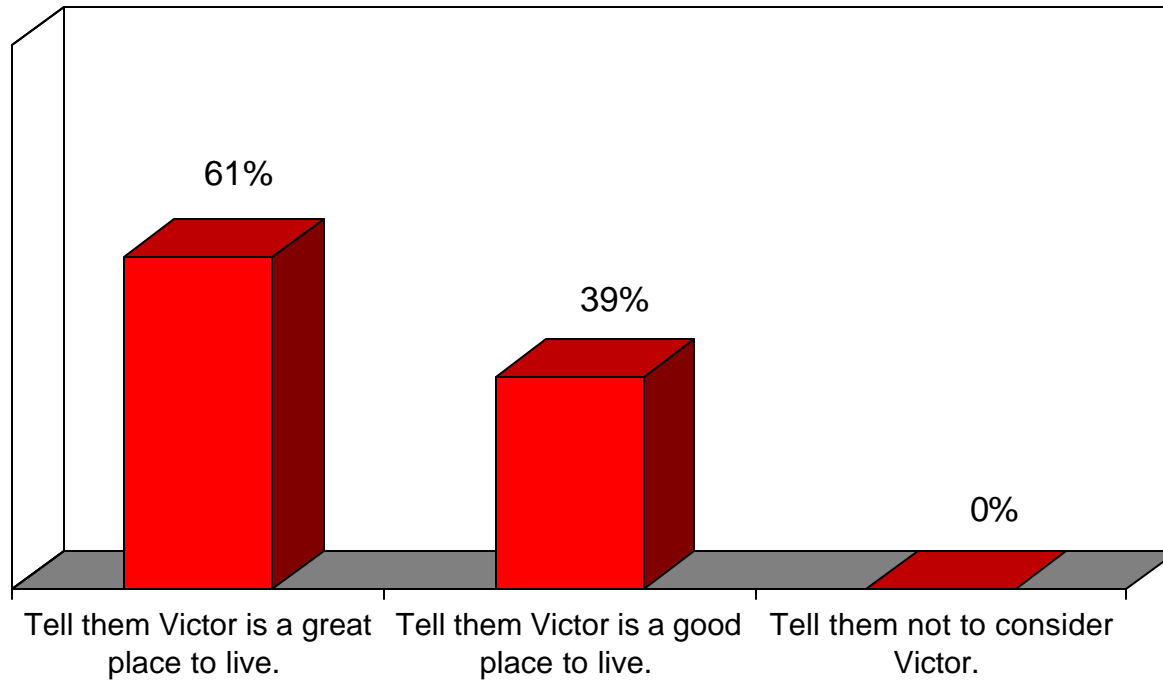
# Detailed Findings: Business





# All Business Owners Would Recommend Victor As A Place To Live

If someone was looking to move into the area and asked you if you would recommend Victor as a place to live, would you...?



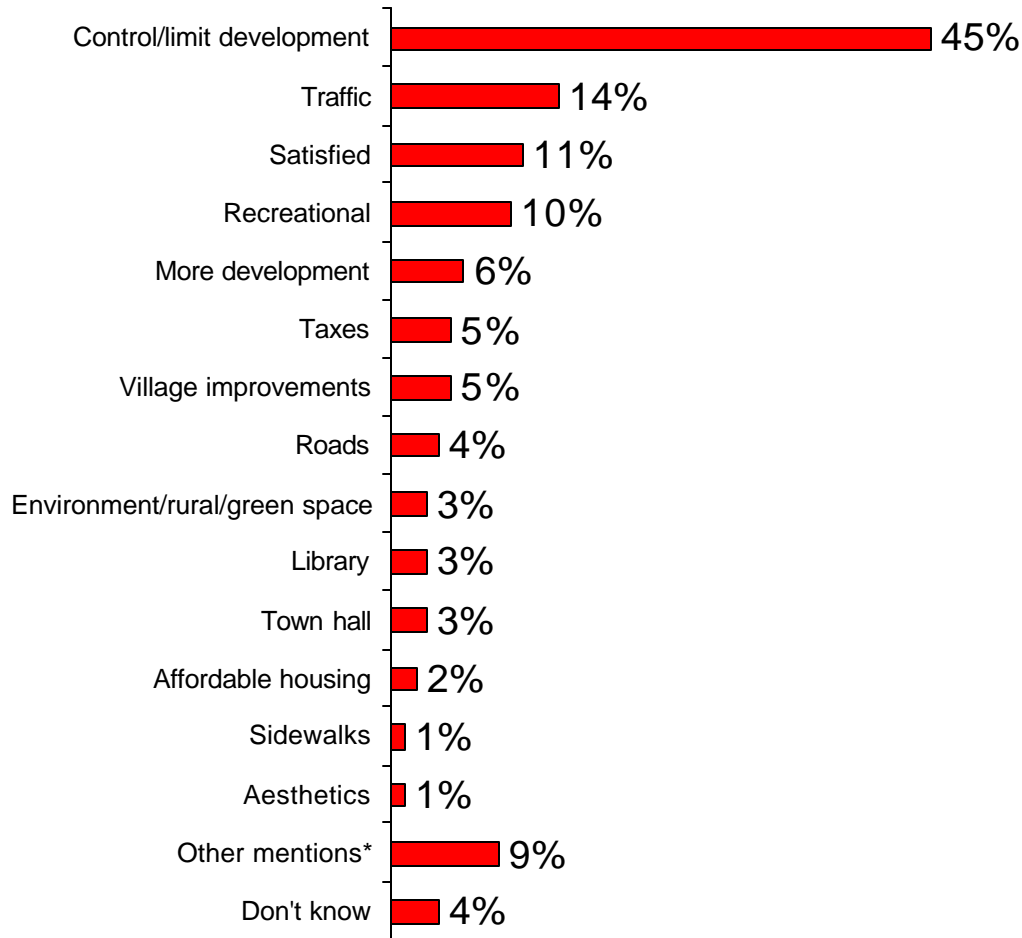
Base: Business (n=60)





# Almost half of all business owners would like to see controls or limits to development

What is the most important action Victor should take to improve the quality of life?



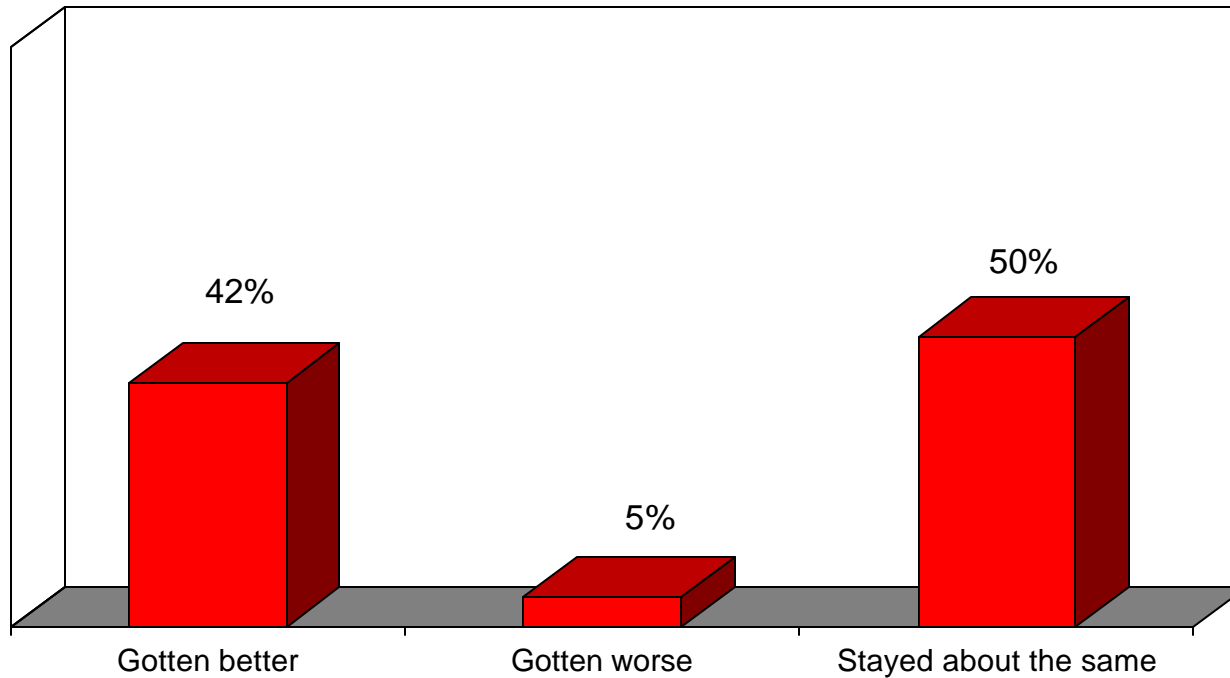
Base: Business (n=60)

\*Other mentions includes, but is not limited to, seniors.



# Half of Business Owners Feel The Quality Of Life Has At Least Stayed The Same And Many Feel It Has Gotten Better

Compared to two years ago, has the quality of life in Victor...?



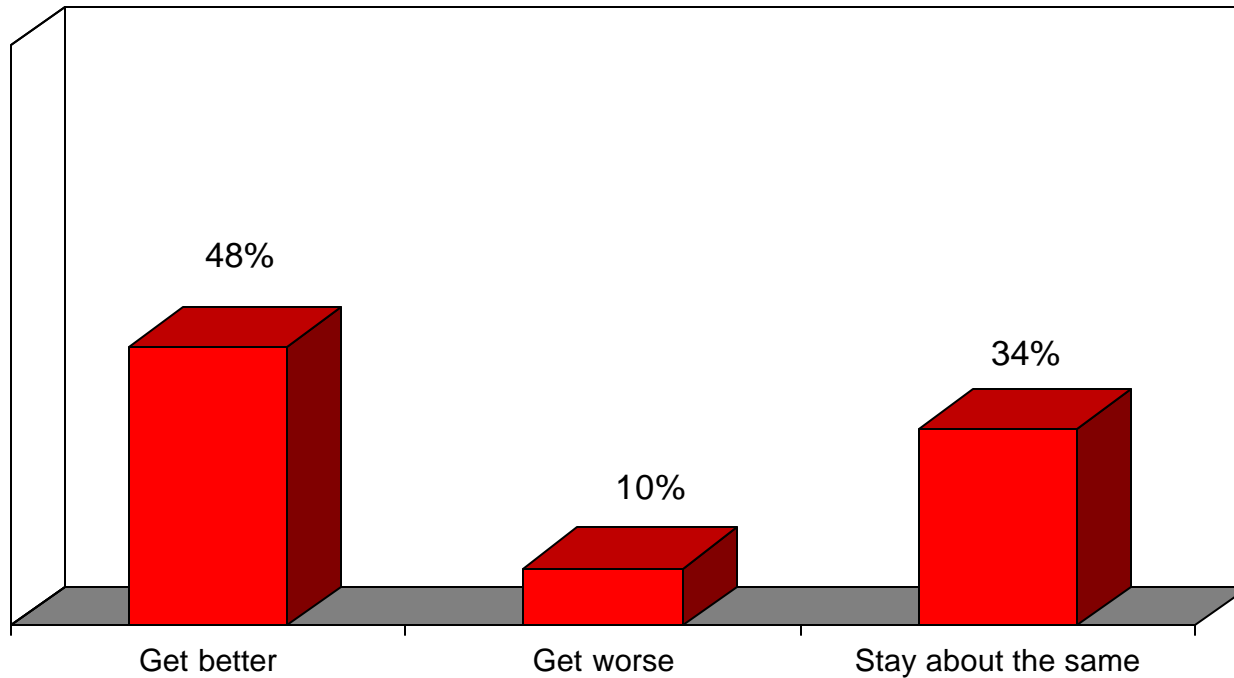
Base: Business (n=60)





# Most Business Owners Feel That The Quality Of Life Will Get Better Or At Least Stay The Same

Thinking of two years from now, will the quality of life in Victor...?



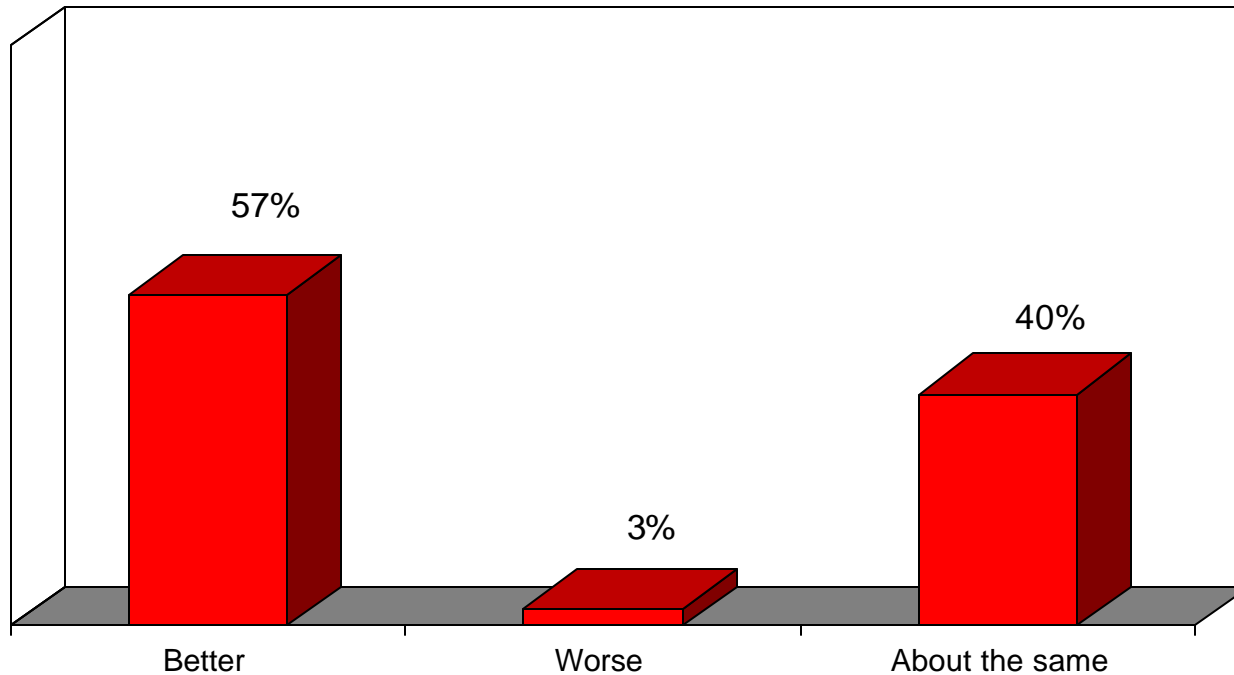
Base: Business (n=60)





# Business Owners Feel That The Quality Of Life Is The Same And In Many Cases Better Than That In Neighboring Towns

When you compare the quality of life in Victor to that of people who live in other towns in the Rochester area, do you think that the quality of life in Victor is...?



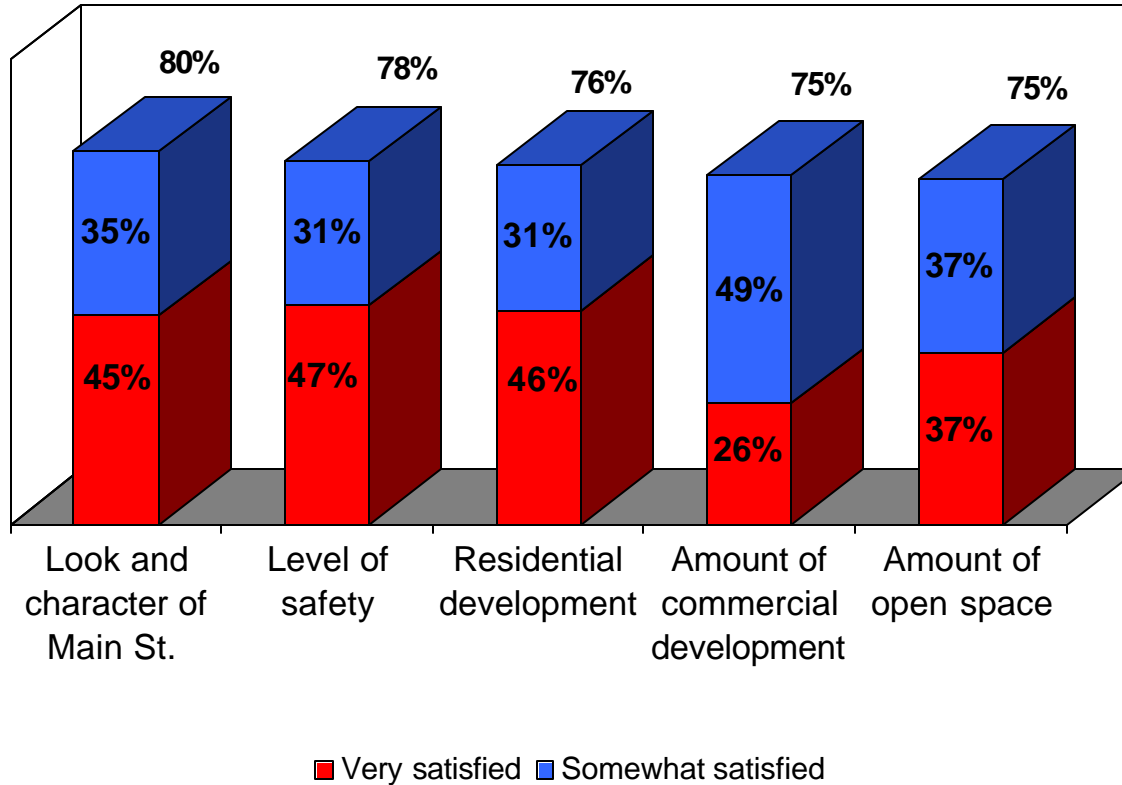
Base: Business (n=60)





# Business Owners Are The Most Satisfied With The Look And Character Of Main Street

How satisfied are you, in general, with each of the following...?  
(%Very/Somewhat Satisfied)



Base: Business (n=60)

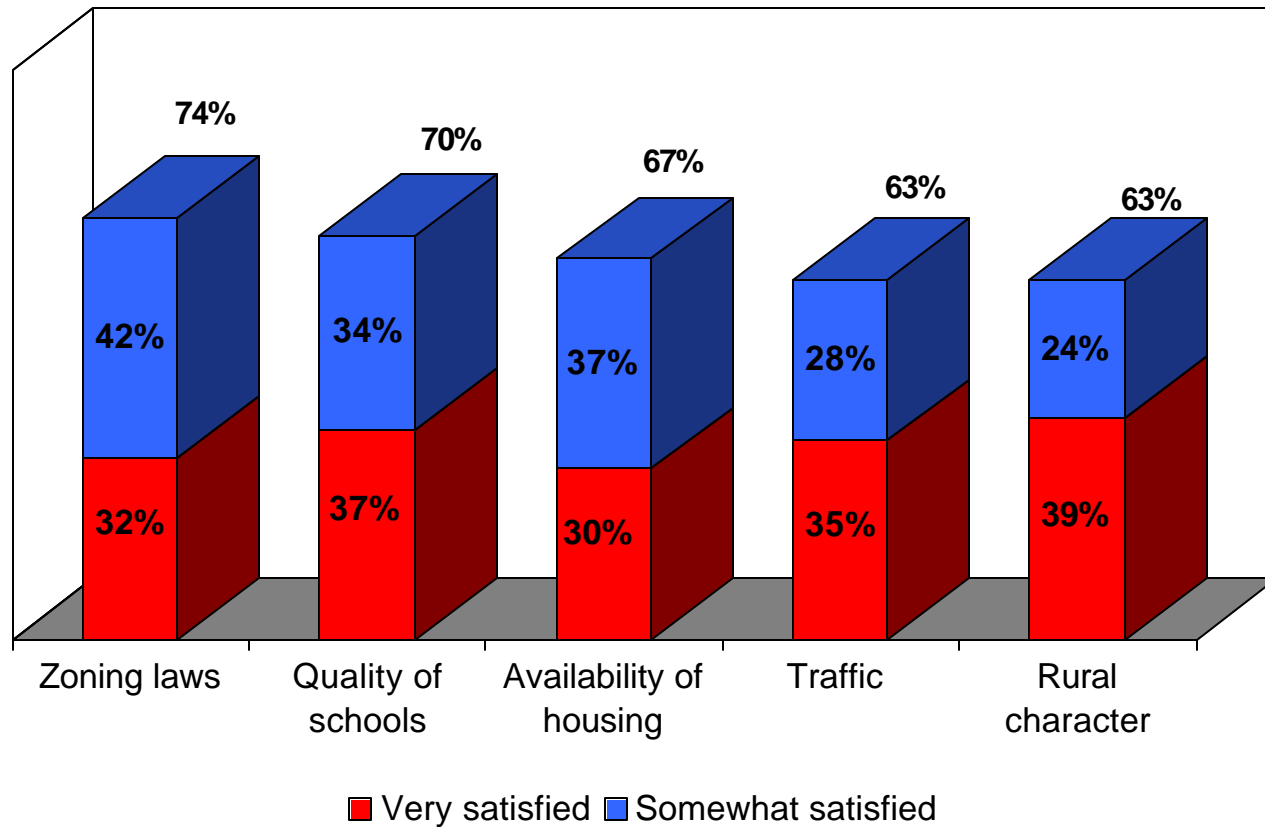
(Continued)





# Business Owners Are The Least Satisfied With The Rural Character And Traffic But Nearly Two-Thirds Are Still Satisfied With These Attributes

How satisfied are you, in general, with each of the following...?  
(% Very/Somewhat Satisfied)



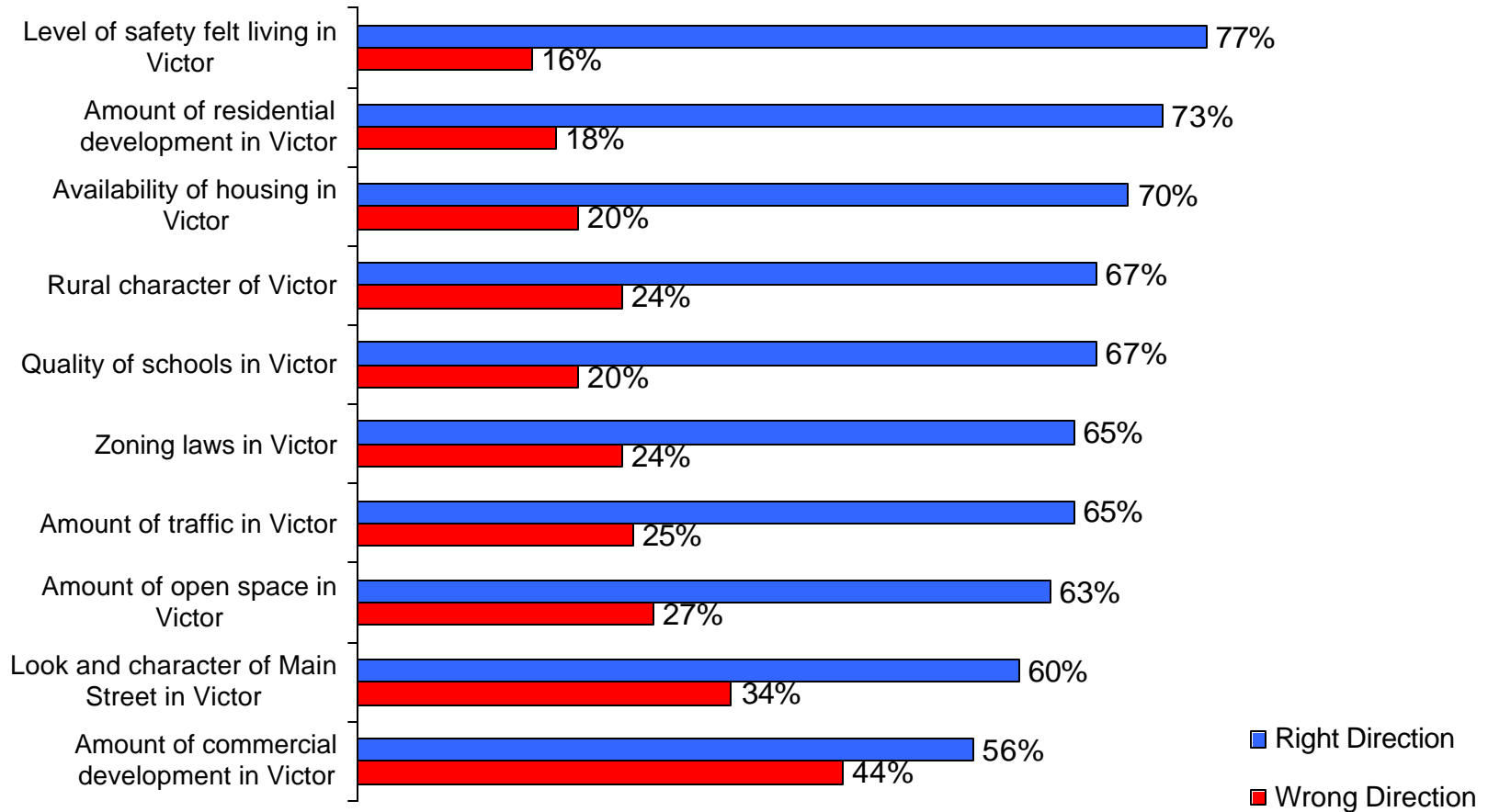
Base: Business (n=60)





# Most Business Owners Feel That These Issues Are Moving In The Right Direction, But 2 out of 5 Feel the Amount of Commercial Development is Moving in the Wrong Direction

Are these issues moving in the right or wrong direction for the town of Victor?



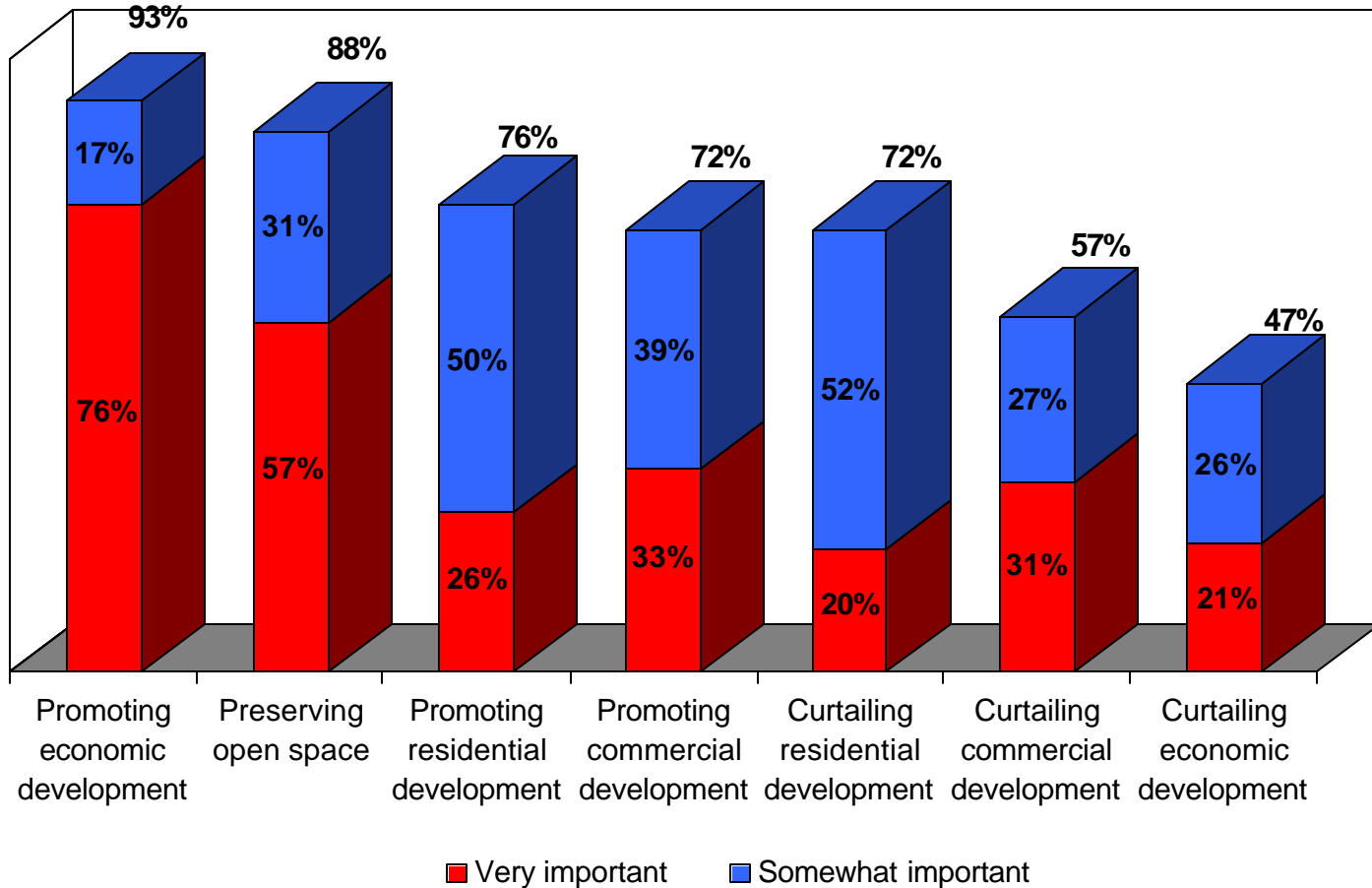
Base: Business (n=60)





# Business Owners Think Promoting Economic Development Is Important In Making Victor A Desirable Place To Live

How important is each of the following in terms of making Victor a more desirable place to live?  
(%Very/Somewhat Important)



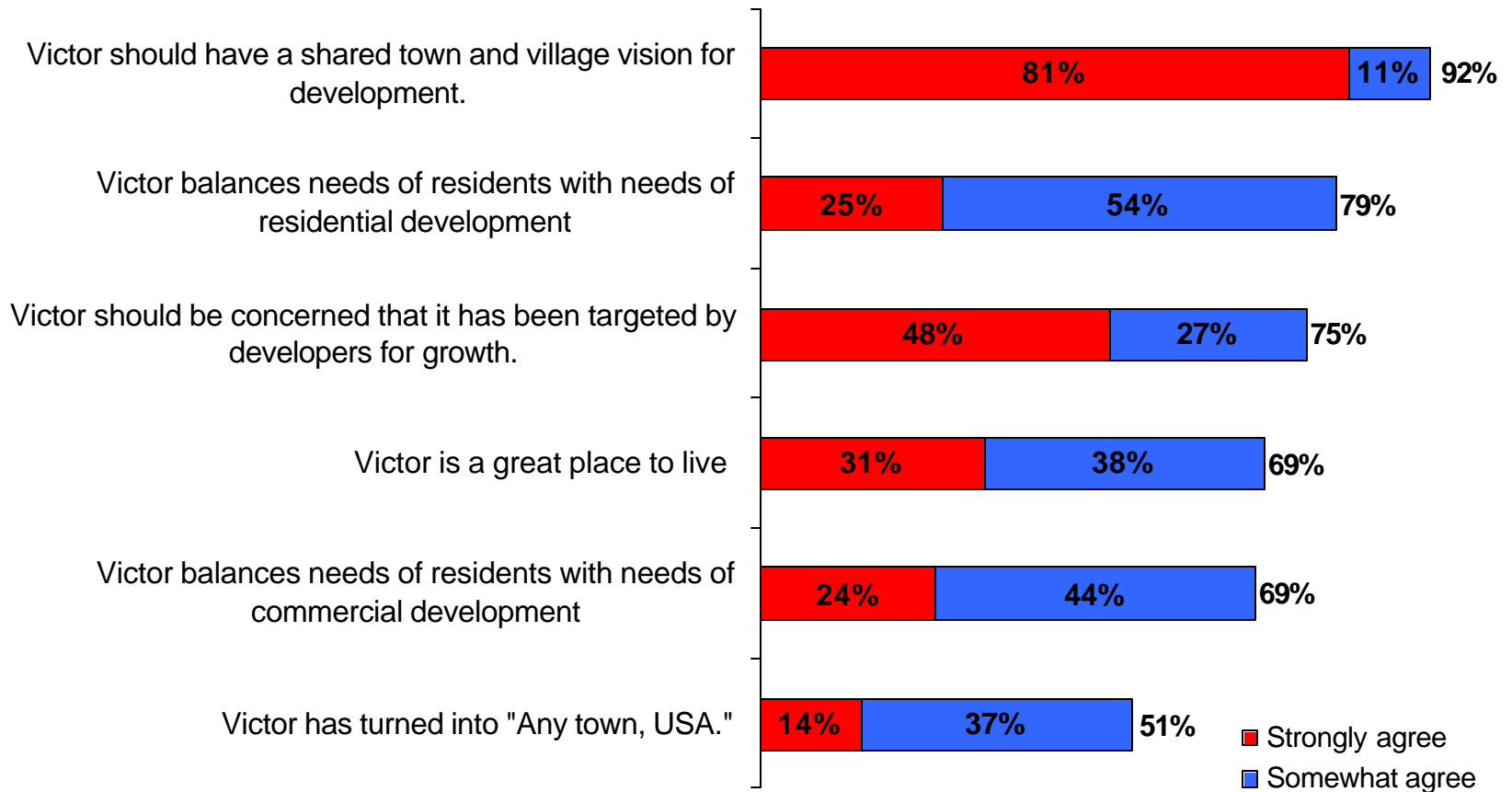
Base: Business (n=60)





# Business Owners Think Victor Should Have A Shared Vision For Development

To what extent do you agree or disagree with the following statements?



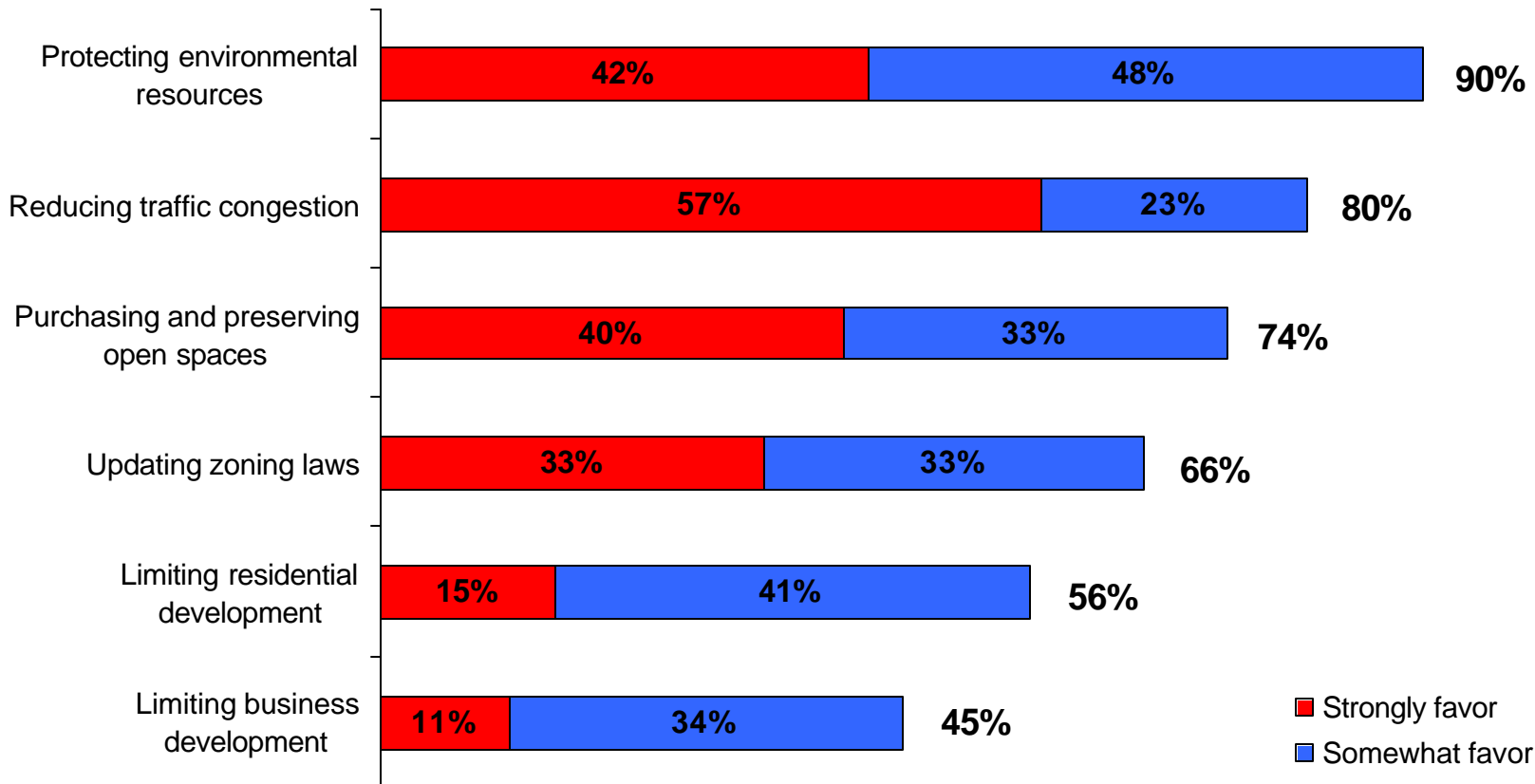
Base: Business (n=60)





# Like the Residents, Businesses in Victor see the importance of protecting environmental resources and open spaces even if it meant that taxes will increase.

There are many possible solutions to over-development that have been discussed. Please tell me if you would favor or oppose the following ideas, if it meant that taxes would need to increase.



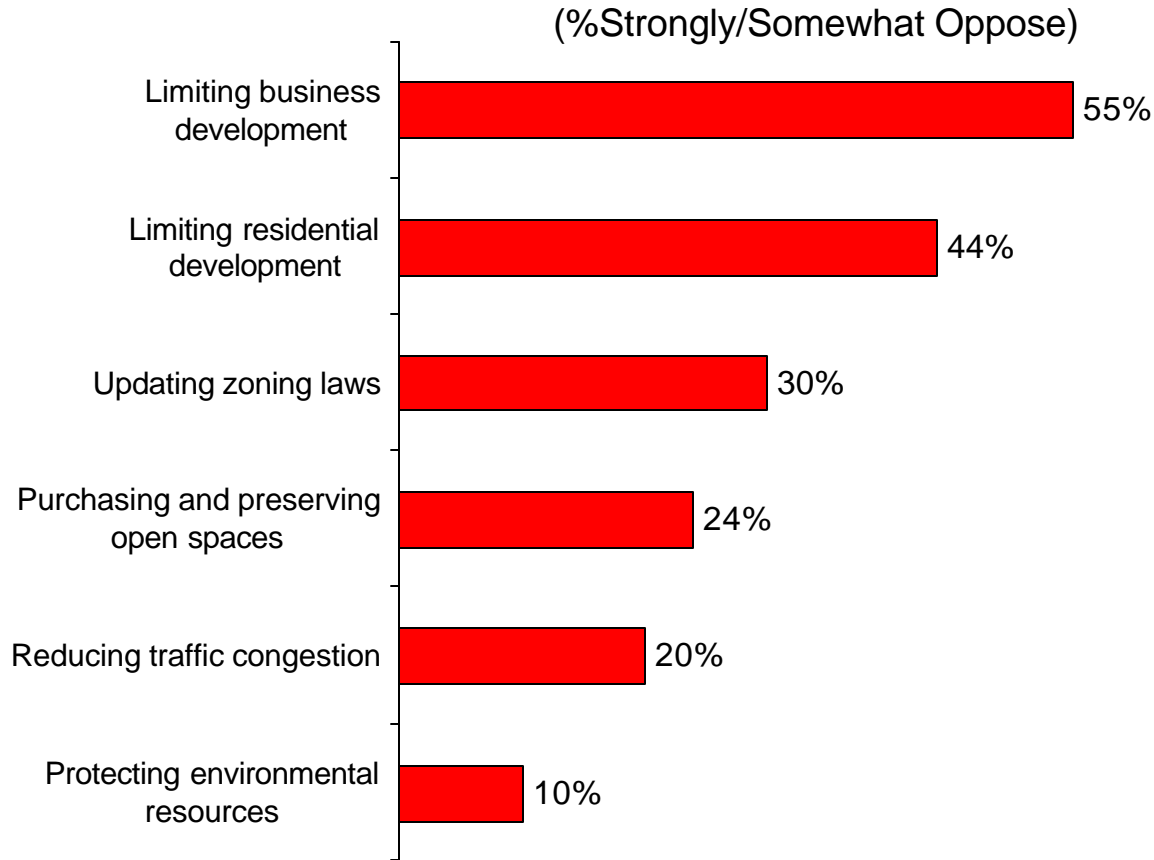
Base: Business (n=60)





# Not Surprisingly, Business Owners Are The Most Opposed To Limiting Business Development if it Meant that Taxes Would Need to Increase

There are many possible solutions to over-development that have been discussed. Please tell me if you would favor or oppose the following ideas, if it meant that taxes would need to increase.



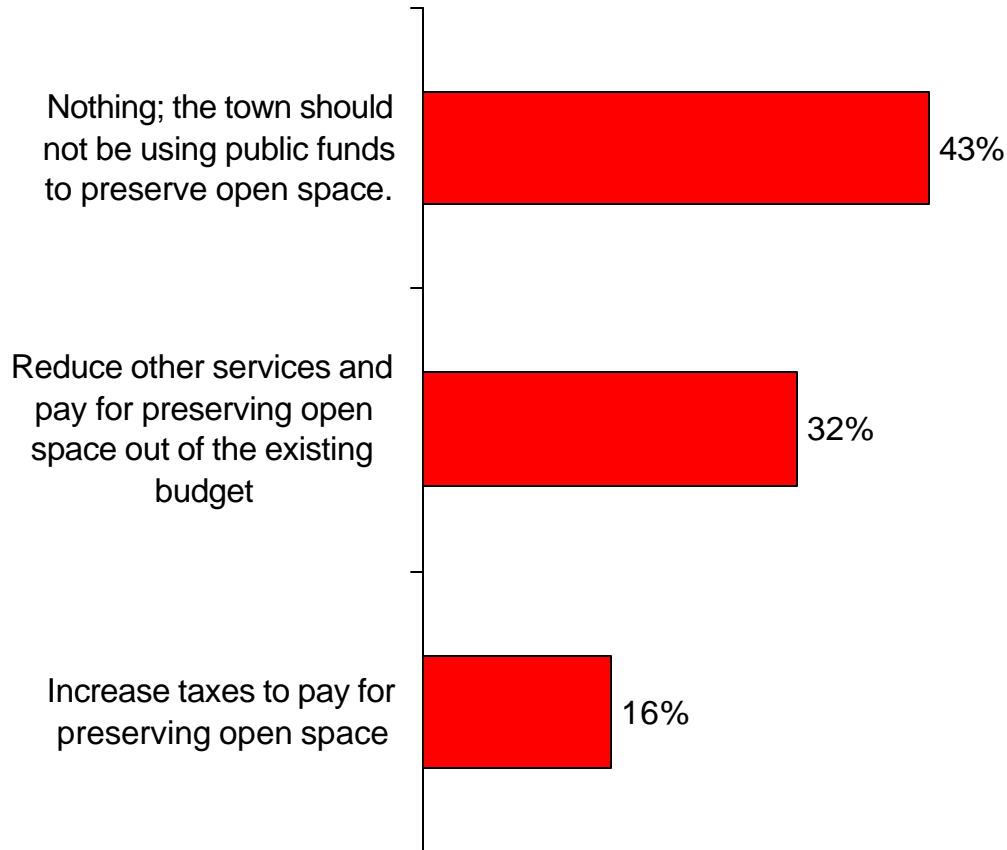
Base: Business (n=60)





# Business Owners Are Less In Favor Of Increasing Taxes To Pay For Preserving Open Space

Which of the following should be done to preserve open space?



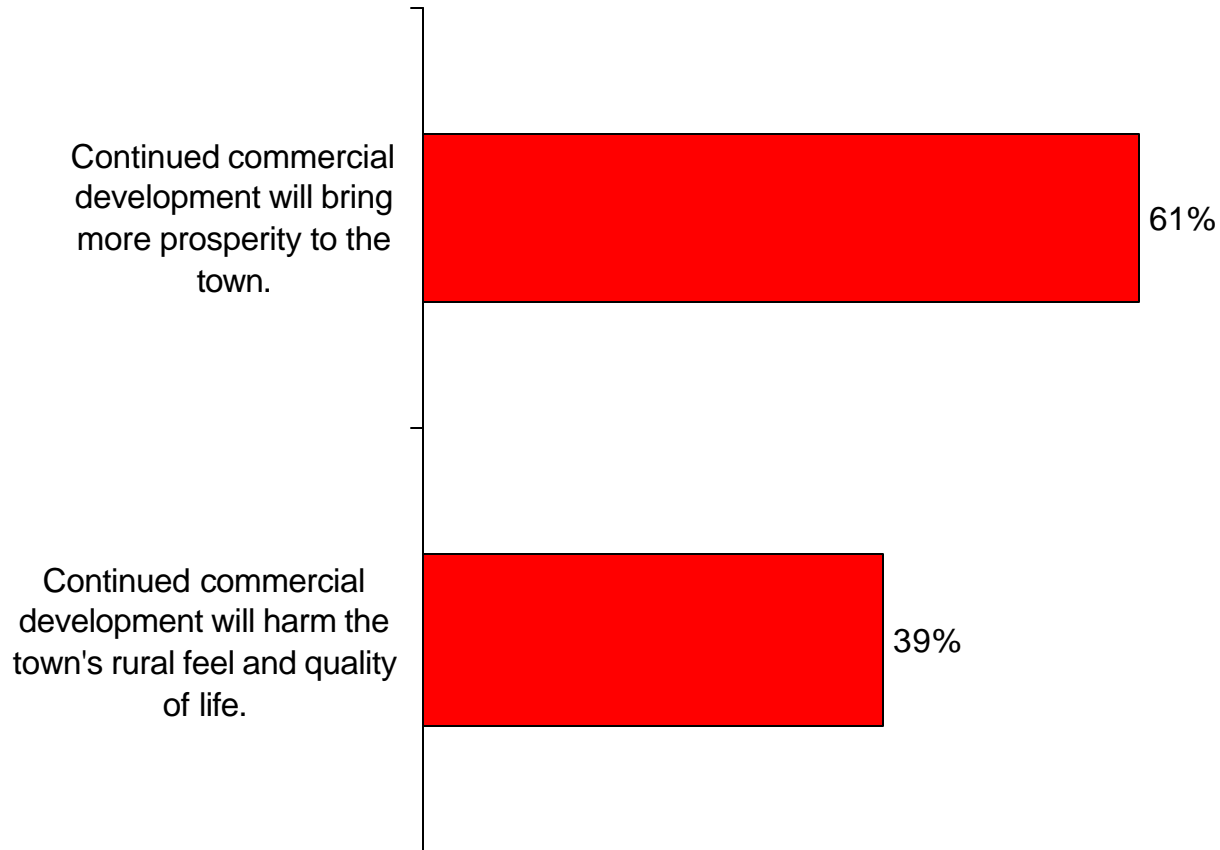
Base: Business (n=60)





# Business Owners Feel That Continued Commercial Development Is Good For Victor

Which of these statements is closest to your opinion?



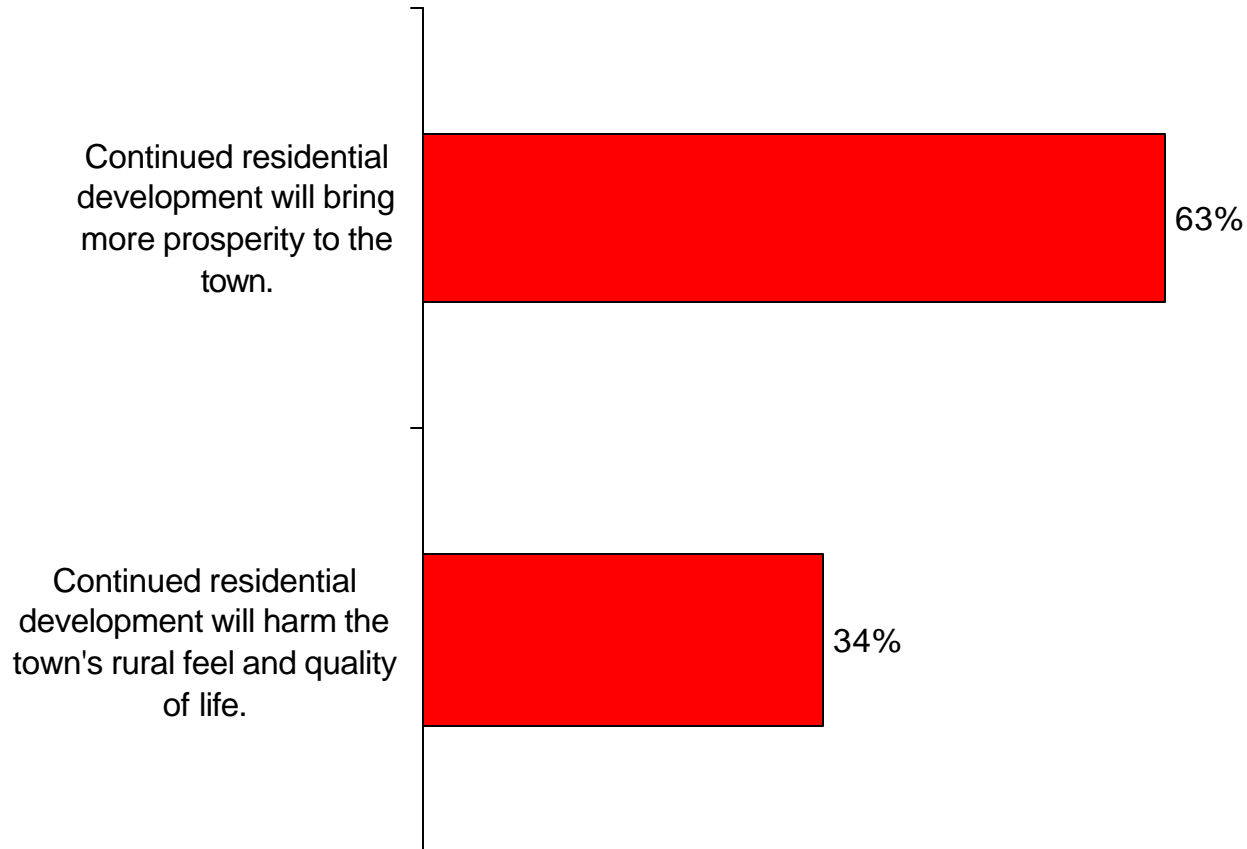
Base: Business (n=60)





# Business Owners Feel That Continued Residential Development Is Good For Victor

Which of these statements is closest to your opinion?



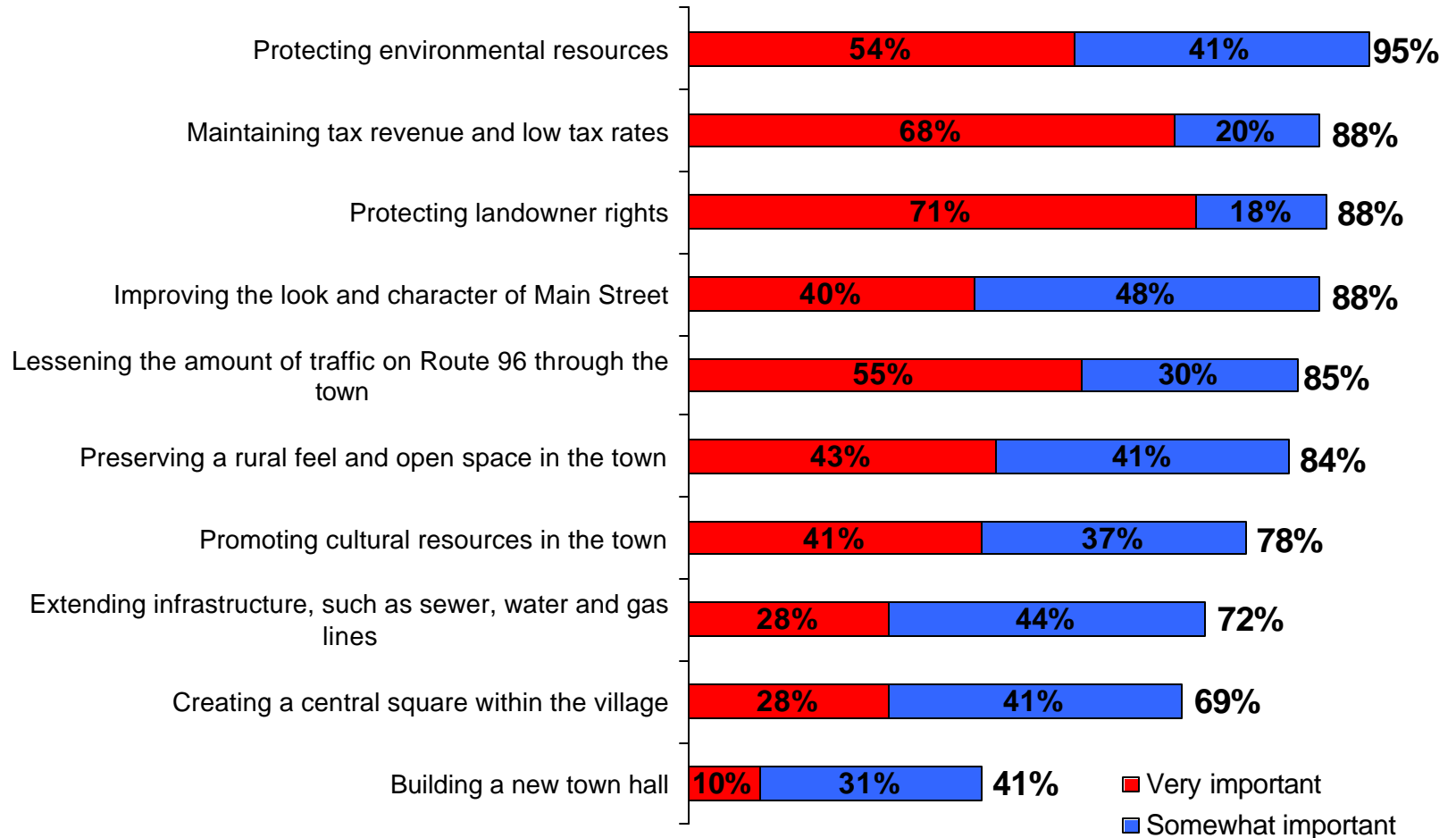
Base: Business (n=60)





# Business Owners Feel That Building A New Town Hall Is The Least Important For The Future Of Victor

How important is each of the following for the future of Victor?



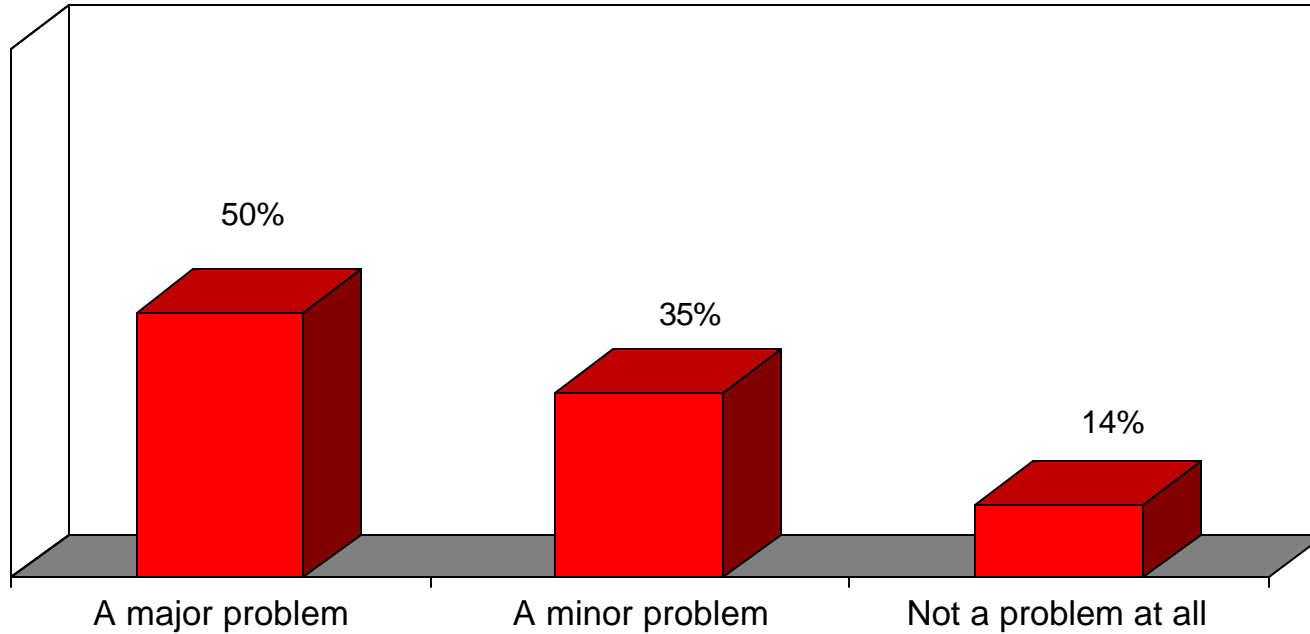
Base: Business (n=60)





# Half Of Business Owners Think That Traffic Is A Major Problem

Is traffic in Victor...?



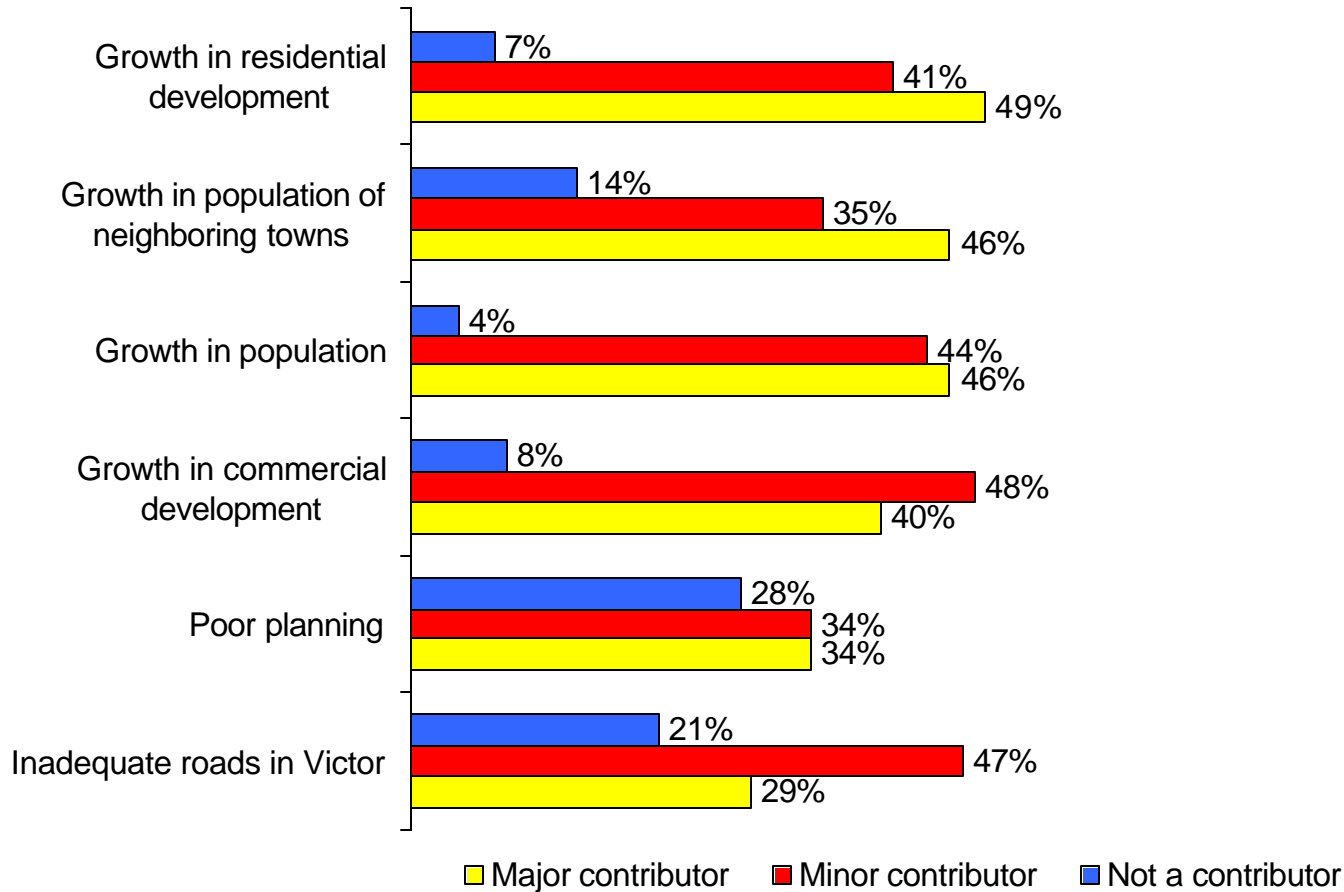
Base: Business (n=60)





# Half Of All Business Owners Feel That Growth In Residential Development Is A Major Contributor To Traffic In Victor

Would you say each of the following items has been a major contributor, a minor contributor or not a contributor when it comes to the traffic in Victor?



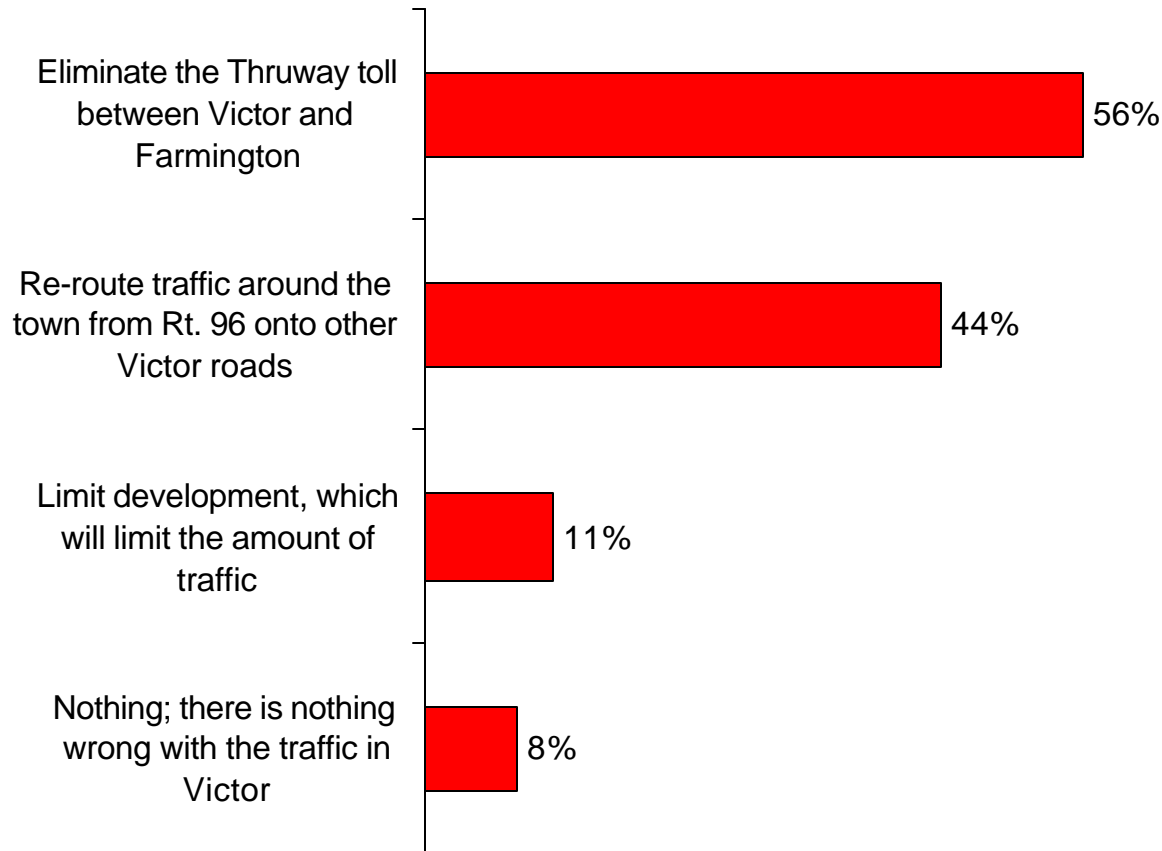
Base: Business (n=60)





# Business Owners Feel Something Needs To Be Done For The Traffic In Victor with Over Half Wanting to Eliminate the Thruway Toll

When thinking of the traffic situation, what would you most like the town to support?



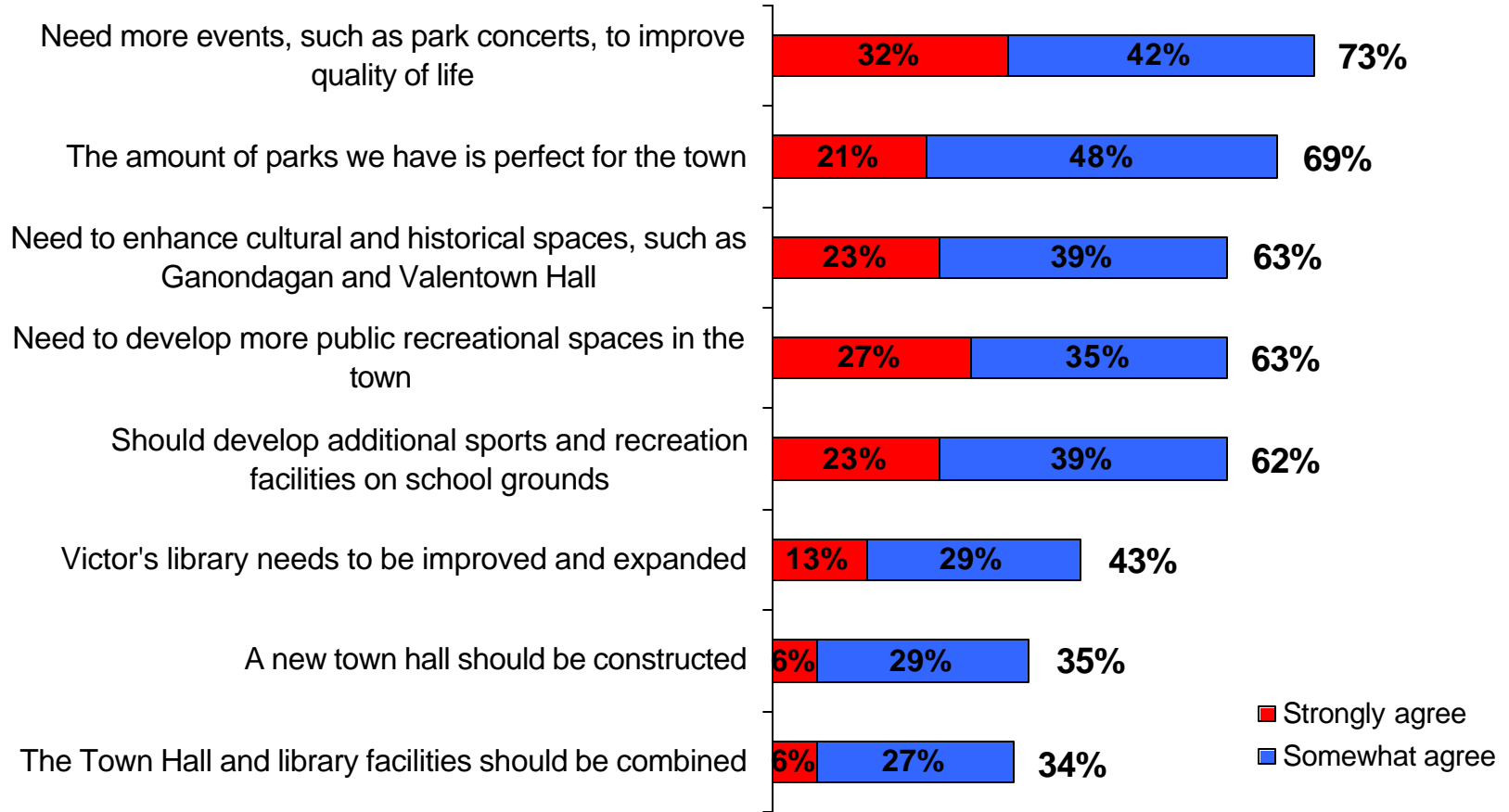
Base: Business (n=60)





# Business Owners Are Least In Favor Of Building Or Renovating The Town Hall

Thinking of entertainment and recreation in Victor, how much do you agree or disagree with the following?



Base: Business (n=60)

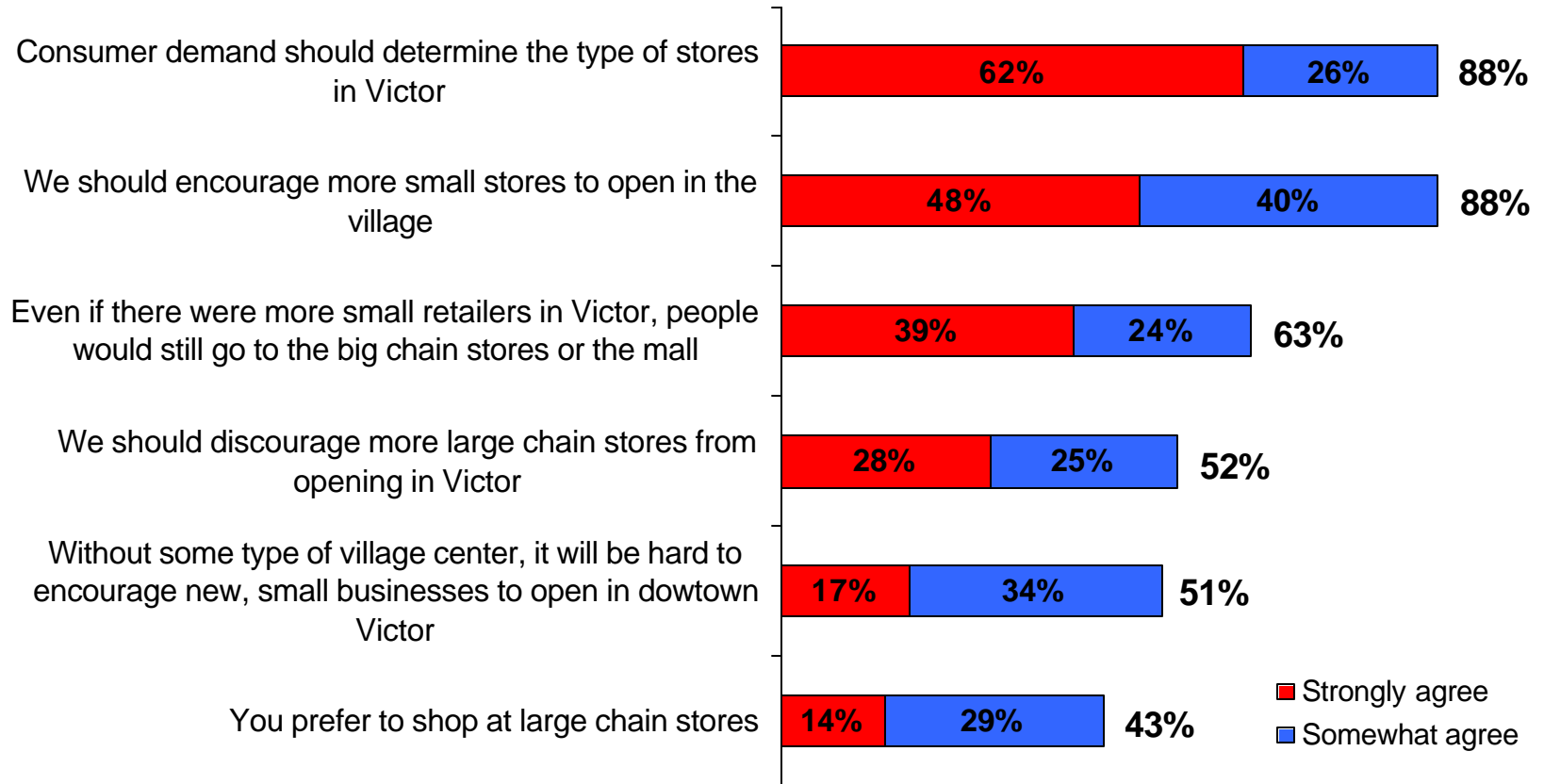




# While Businesses Would Like More Small Stores And Less Than Half Prefer Large Chains They Feel If There Were More Small Stores People Would Still Go To The Large Chains

Thinking of retail options and services offered in Victor, please tell me to what extent you agree or disagree with the following statements?

(%Strongly/Somewhat agree)



Base: Business (n=60)

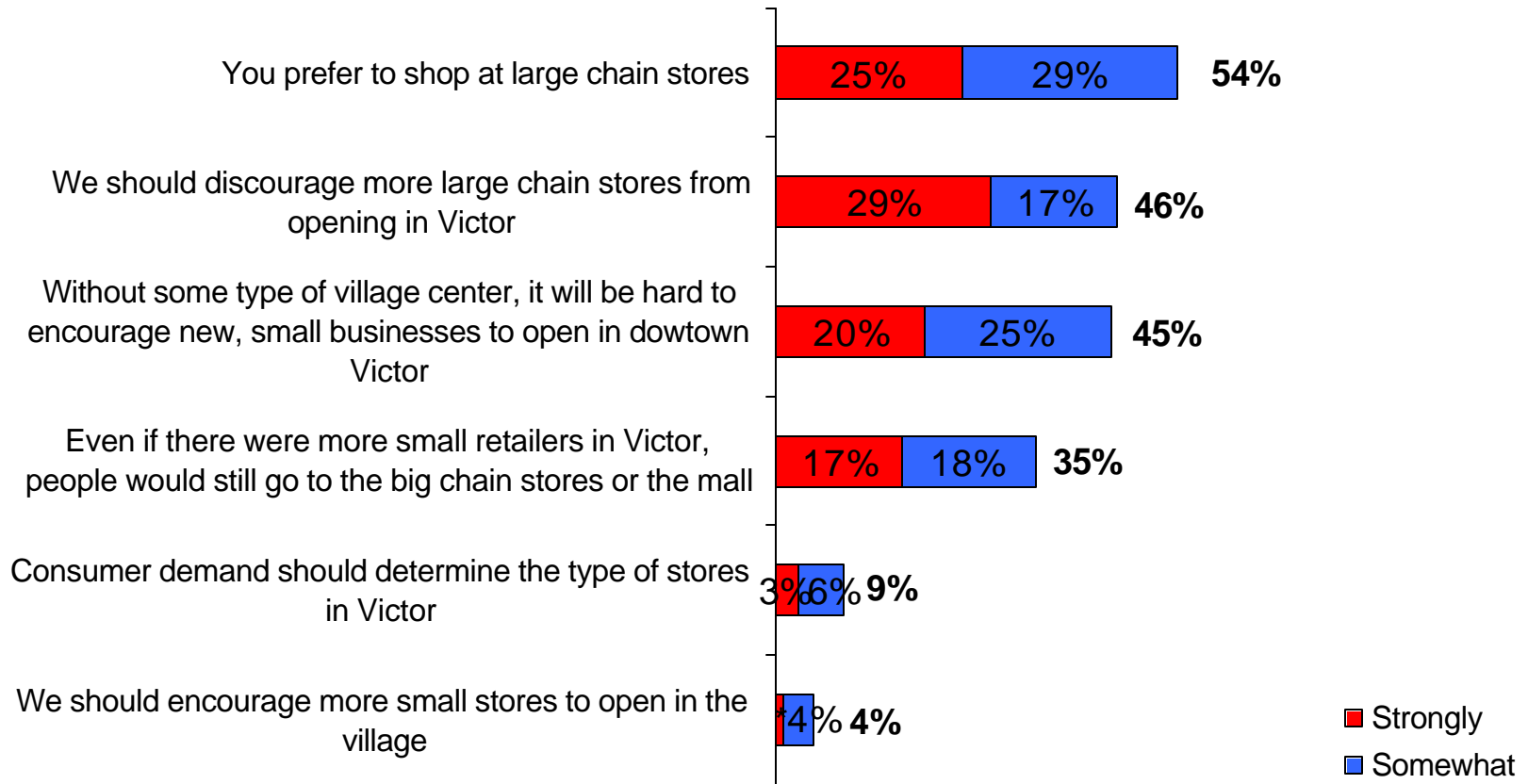




# Very Few Businesses Disagree That Small Stores Should be Encouraged to Open in the Village.

Thinking of retail options and services offered in Victor, please tell me to what extent you agree or disagree with the following statements.

(%Strongly/Somewhat Disagree)



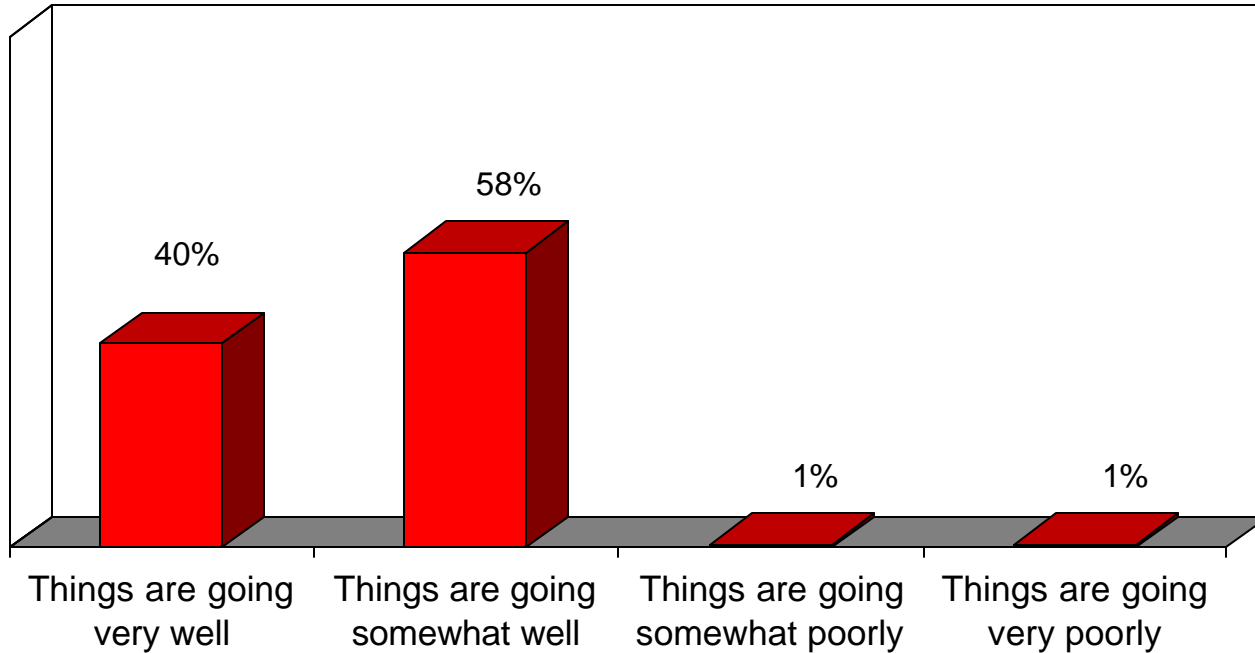
Base: Business (n=60)





# Nearly All Business Owners Think Things Are Going Well Where They Work

Thinking now not of the entire town of Victor, but rather the neighborhood in which you live/work, how well do you think things are going in your/this neighborhood?



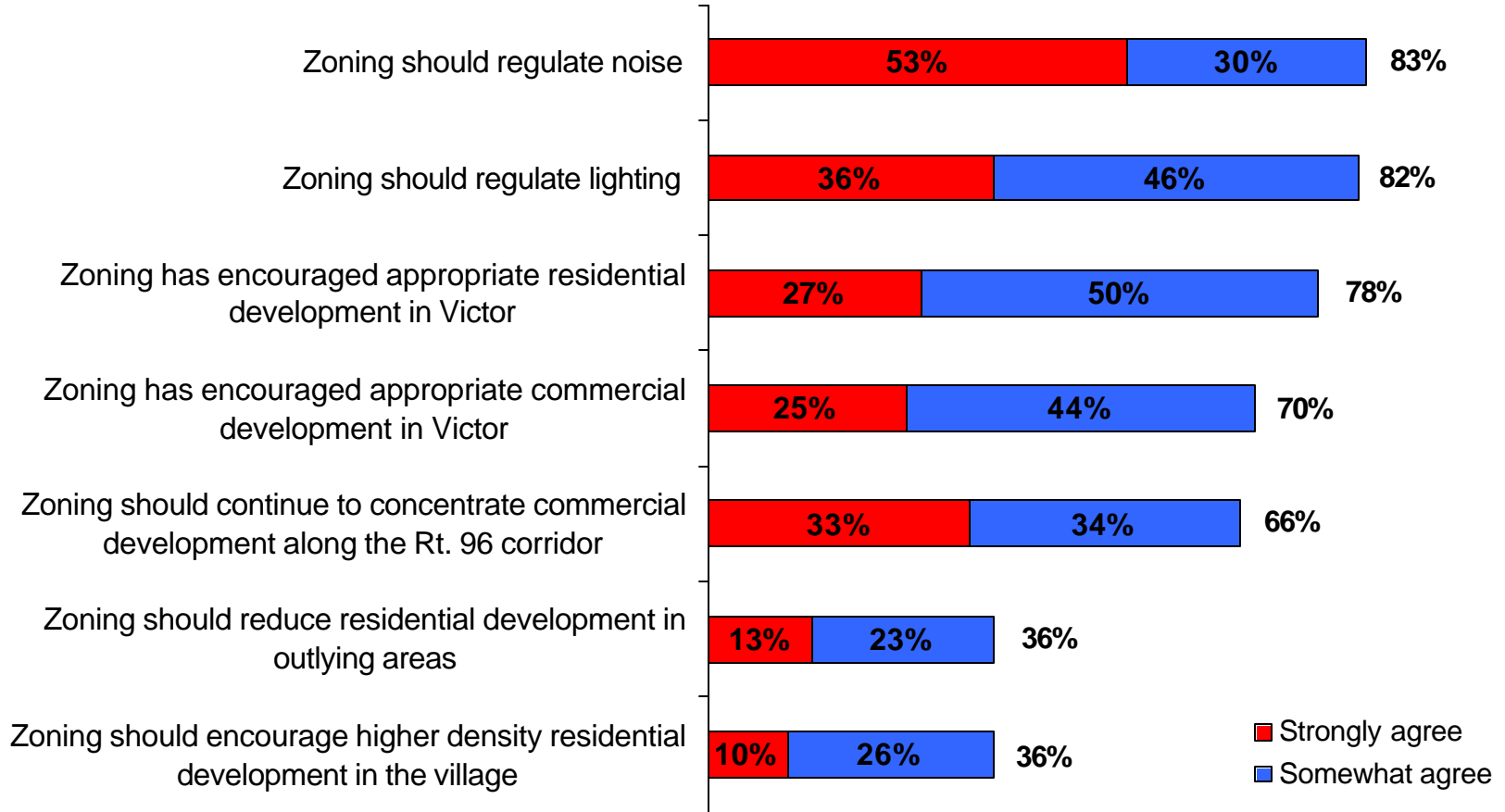
Base: Business (n=60)





# Business Owners Are Most Concerned With Quality Of Life Issues Such As Noise And Lighting

Turning now to the zoning laws in Victor, please tell me to what extent you agree or disagree with the following statements?



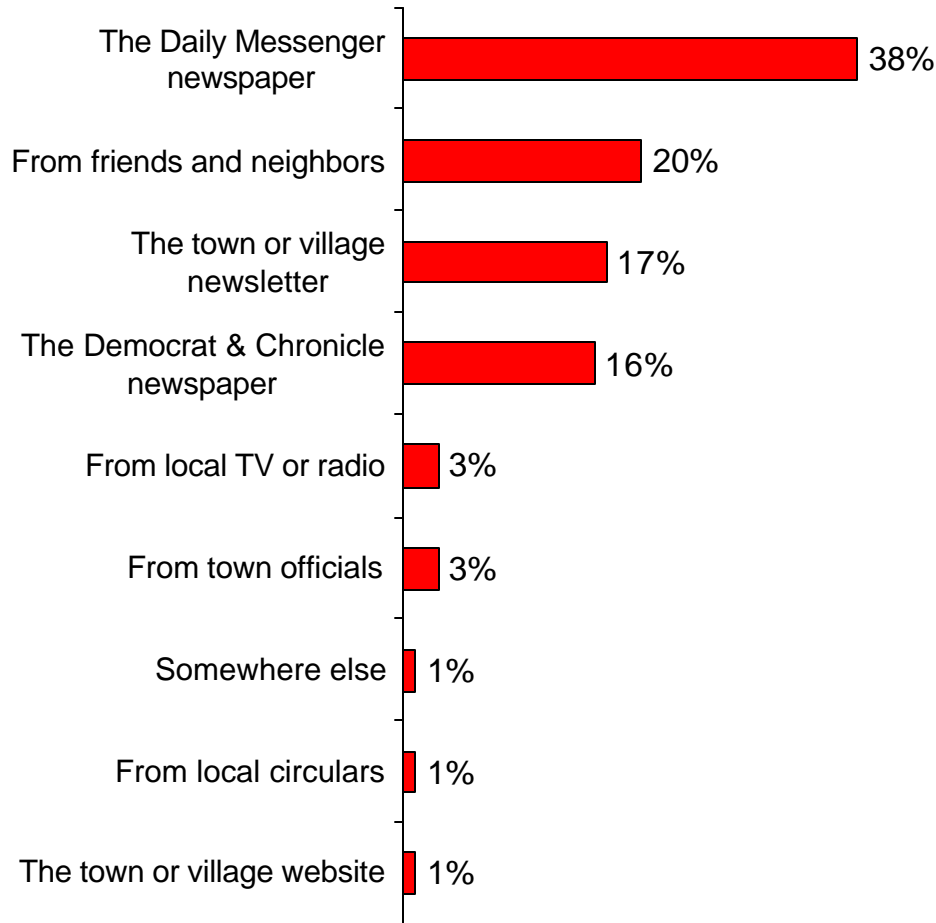
Base: Business (n=60)





# Business Owners Read The Daily Messenger But More Find Out About Issues From Friends And Neighbors Than From The Town/Village Newsletter

Where do you typically learn about issues facing Victor?



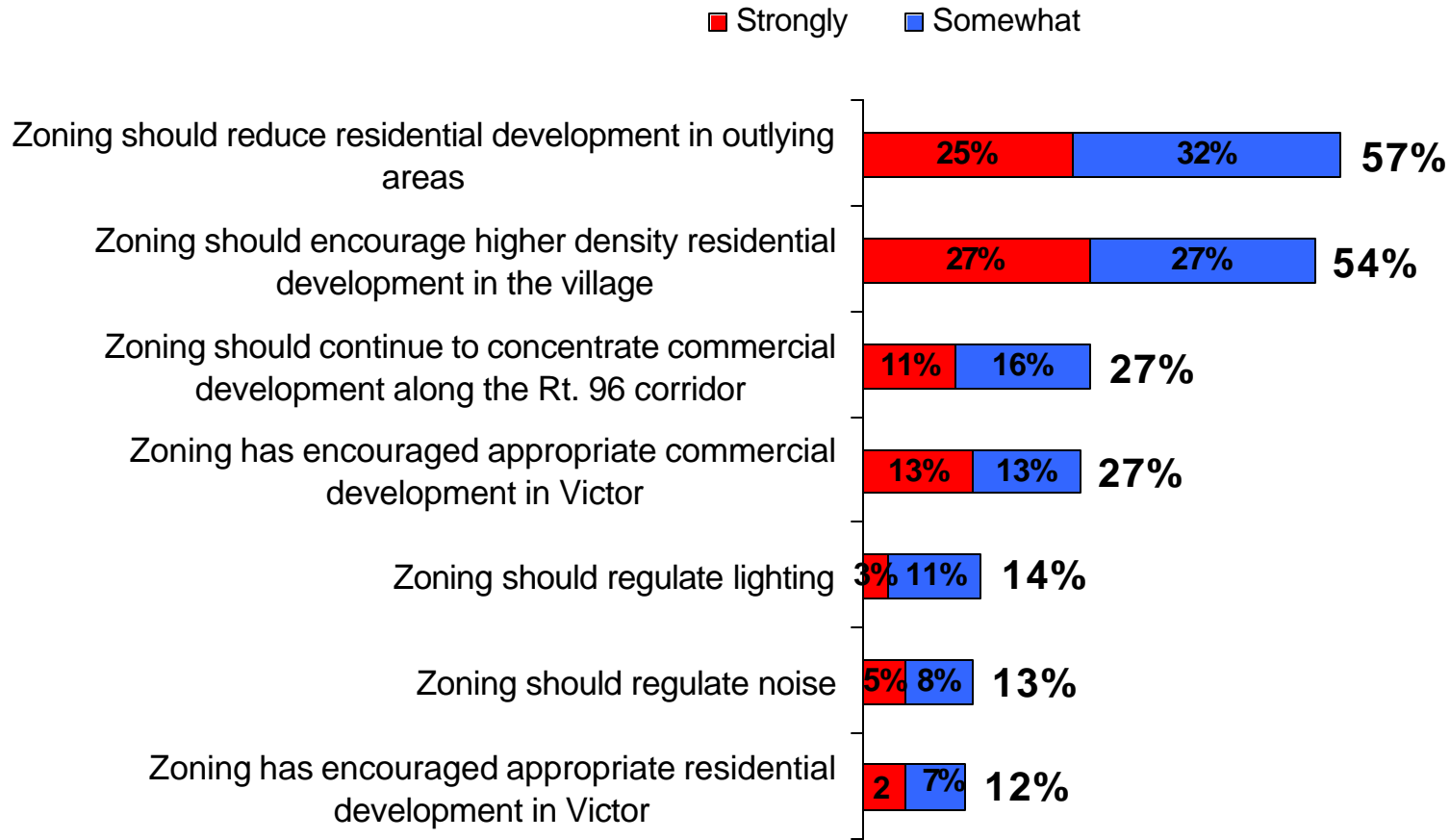
Base: Business (n=60)





# Business Owners Disagree Most with Changes to the Residential Developments in Victor

Turning now to the zoning laws in Victor, please tell me to what extent you agree or disagree with the following statements?  
(%Strongly/Somewhat Disagree)



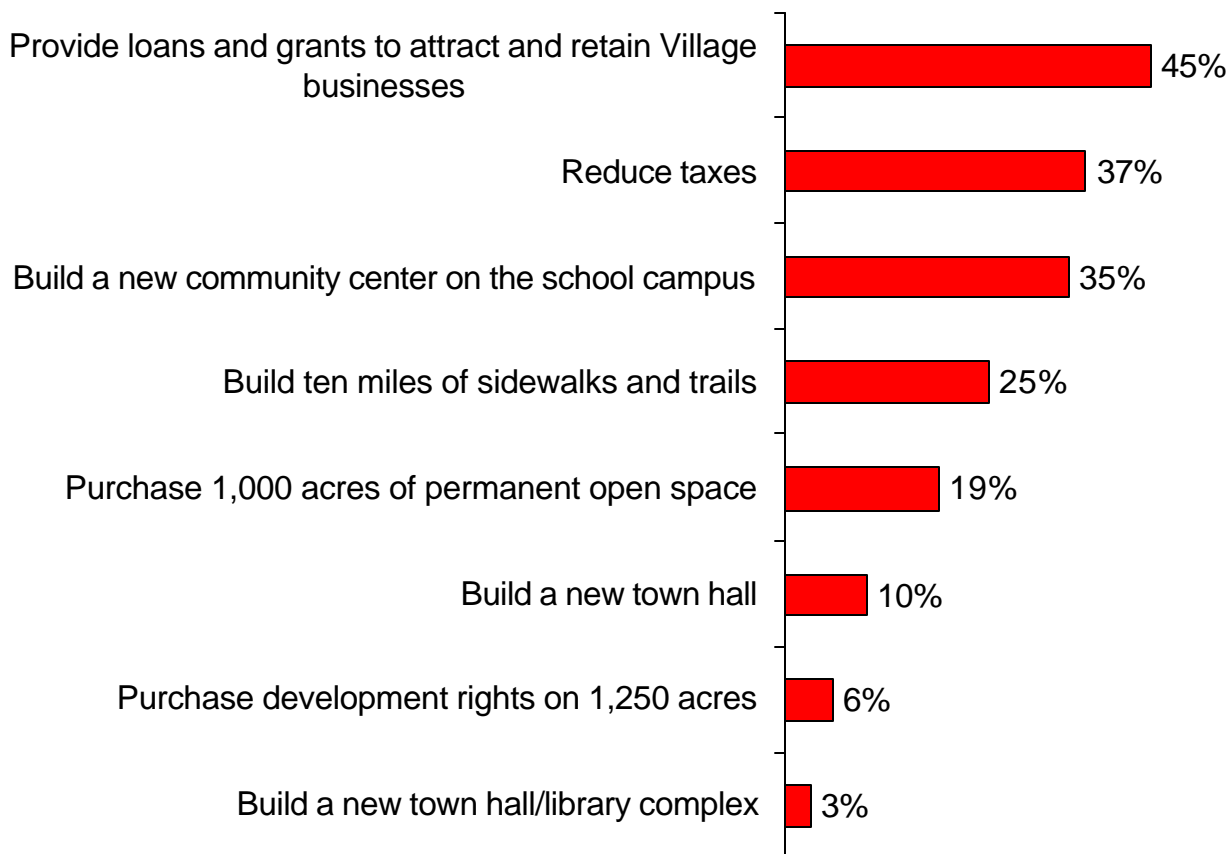
Base: Business (n=60)





# If Business Owners Could Spend 5 Million Dollars They Would Provide Loans And Grants To Businesses And Reduce Taxes

Which would be the best two ways for the town to spend five million dollars?



Base: Business (n=60)



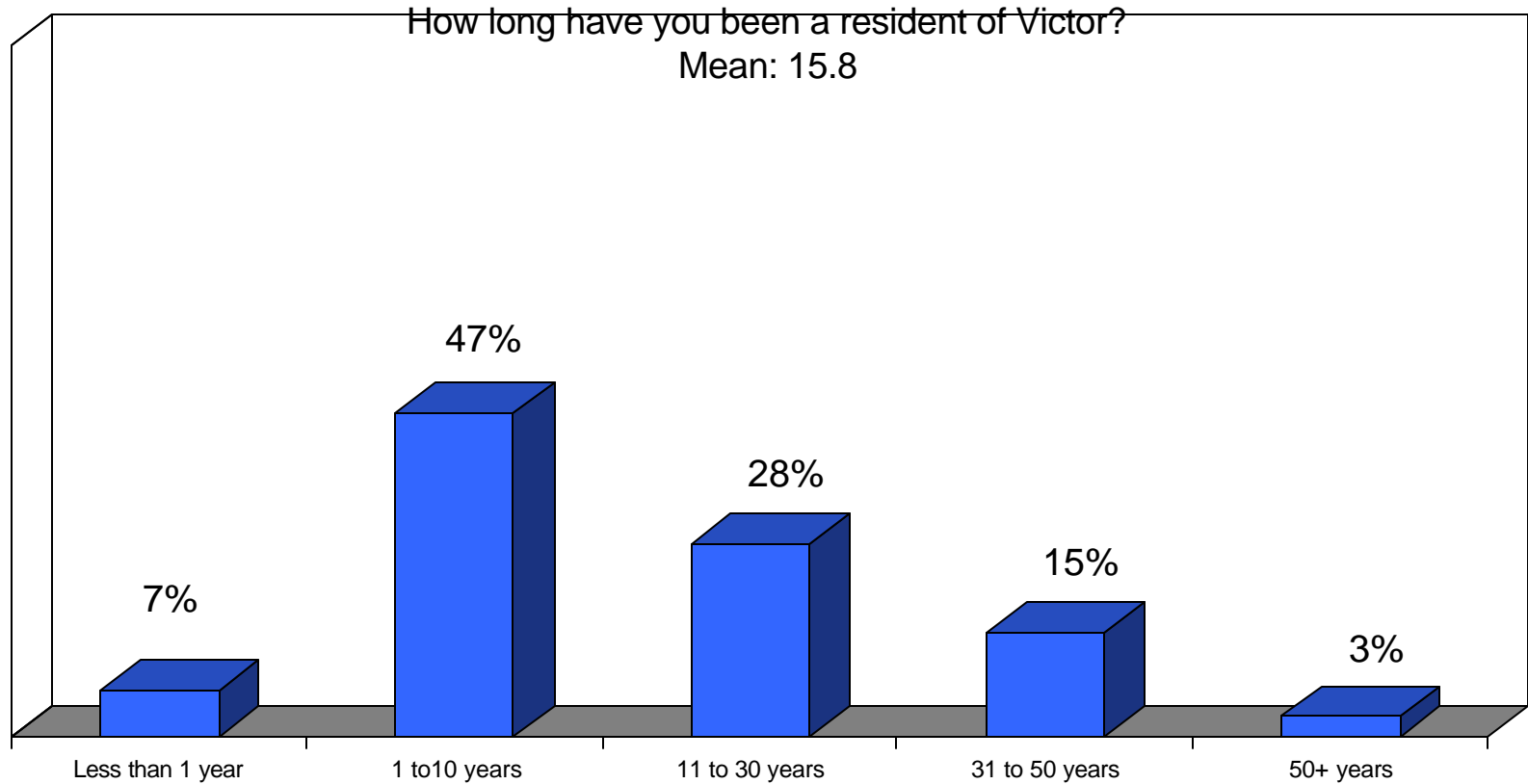
---

# Demographics





# Amount of Time Lived in Victor



Base: Residents (n=540)





Do you...?

	Total	Region					
		Village	Southern Victor	NE Victor	NW Victor	W Central Victor	
n=	540	155	34	128	54	71	85
	%	%	%	%	%	%	%
<b>Work in Victor</b>	<b>20</b>	<b>23</b>	<b>30</b>	<b>16</b>	<b>16</b>	<b>26</b>	<b>17</b>
<b>Have children who currently attend Victor schools</b>	<b>29</b>	<b>26</b>	<b>19</b>	<b>28</b>	<b>53</b>	<b>32</b>	<b>19</b>
<b>Have children who have attended Victor schools in the past</b>	<b>36</b>	<b>40</b>	<b>41</b>	<b>35</b>	<b>37</b>	<b>40</b>	<b>27</b>
<b>Did you attend Victor yourself</b>	<b>19</b>	<b>22</b>	<b>16</b>	<b>18</b>	<b>13</b>	<b>20</b>	<b>19</b>
<b>None of these</b>	<b>31</b>	<b>26</b>	<b>19</b>	<b>33</b>	<b>36</b>	<b>25</b>	<b>41</b>

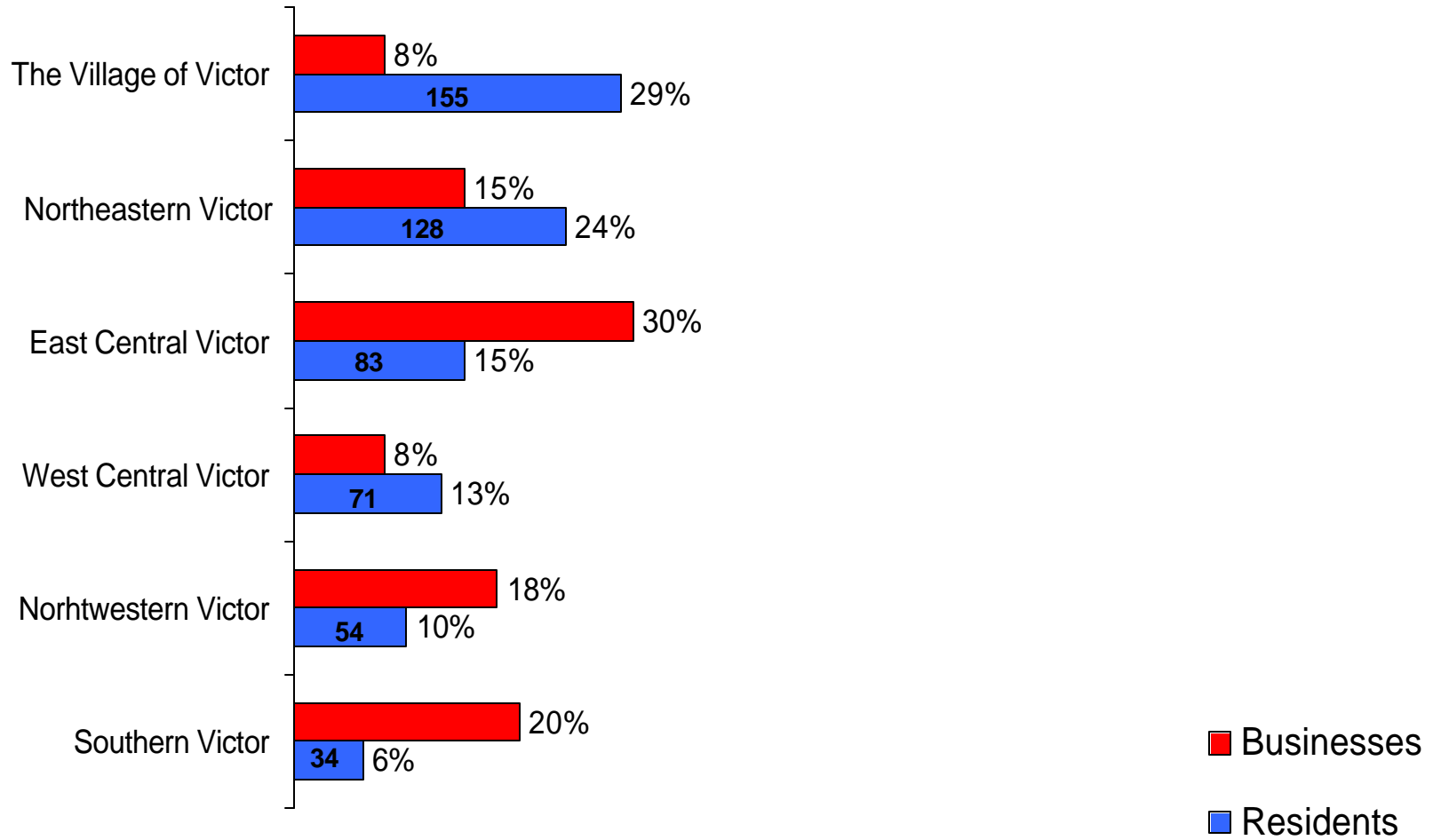
Base: Residents (n=540)





# Resident/Business Location

Which best describes the area in the town of Victor where you live/this business is located?



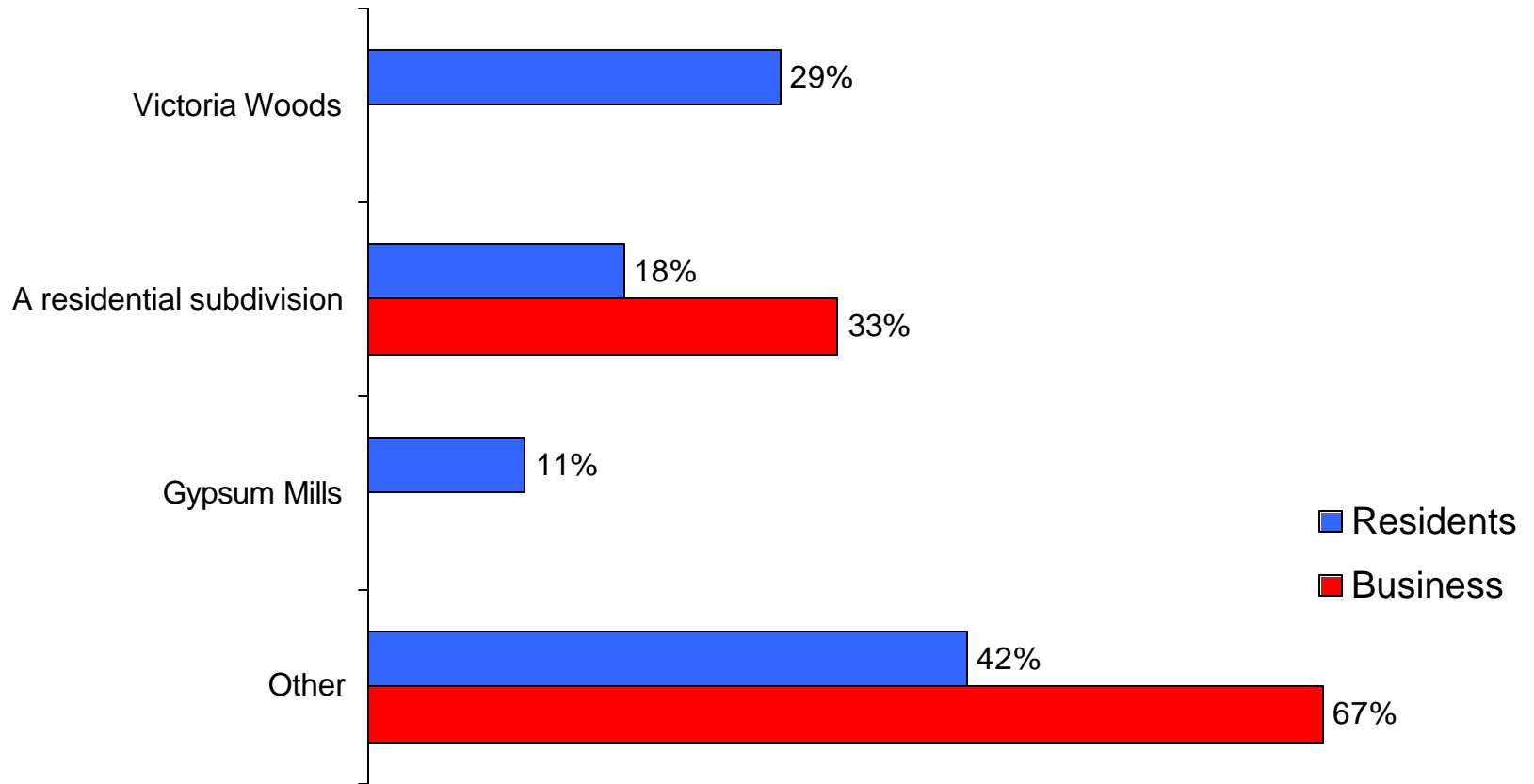
Base: Residents (n=540), Businesses (n=60)





# Resident/Business Location in East Central Victor

In which area of East Central Victor do you live/is this business located?

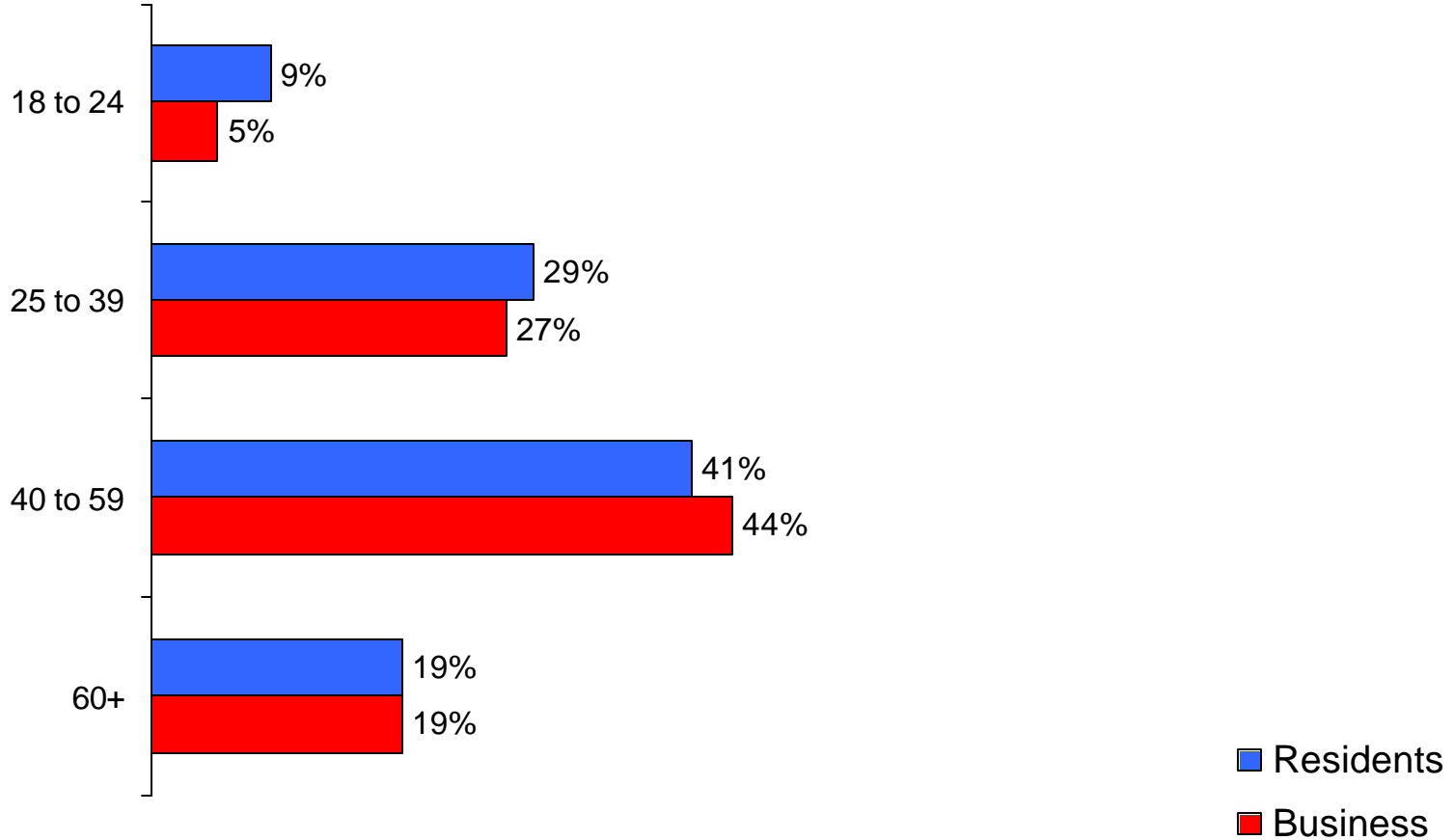


Base: Live or Work in East Central Victor Residents (n=85); Business (n=3)





# Age

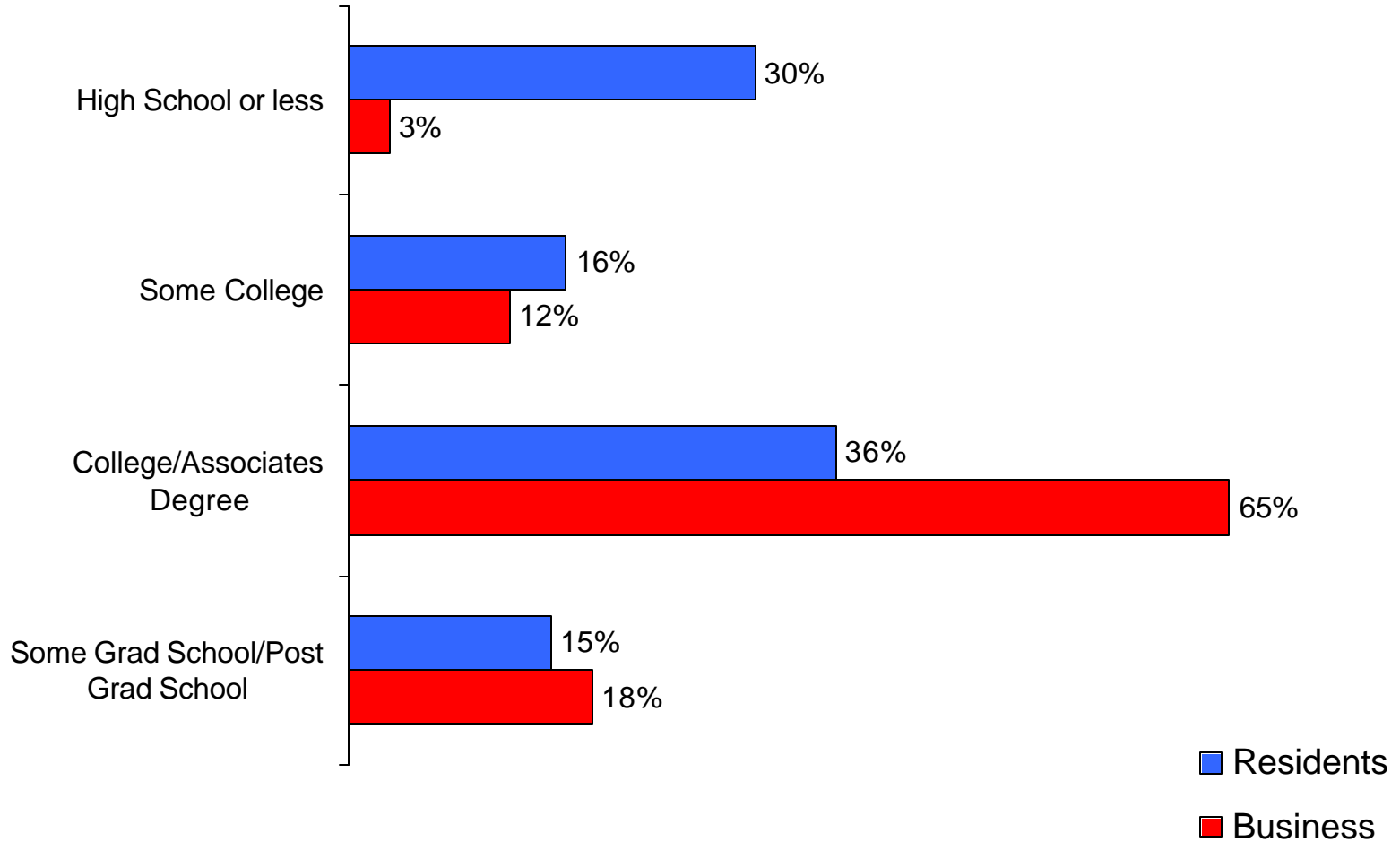


Base: Residents (n=540); Business (n=60)





# Education

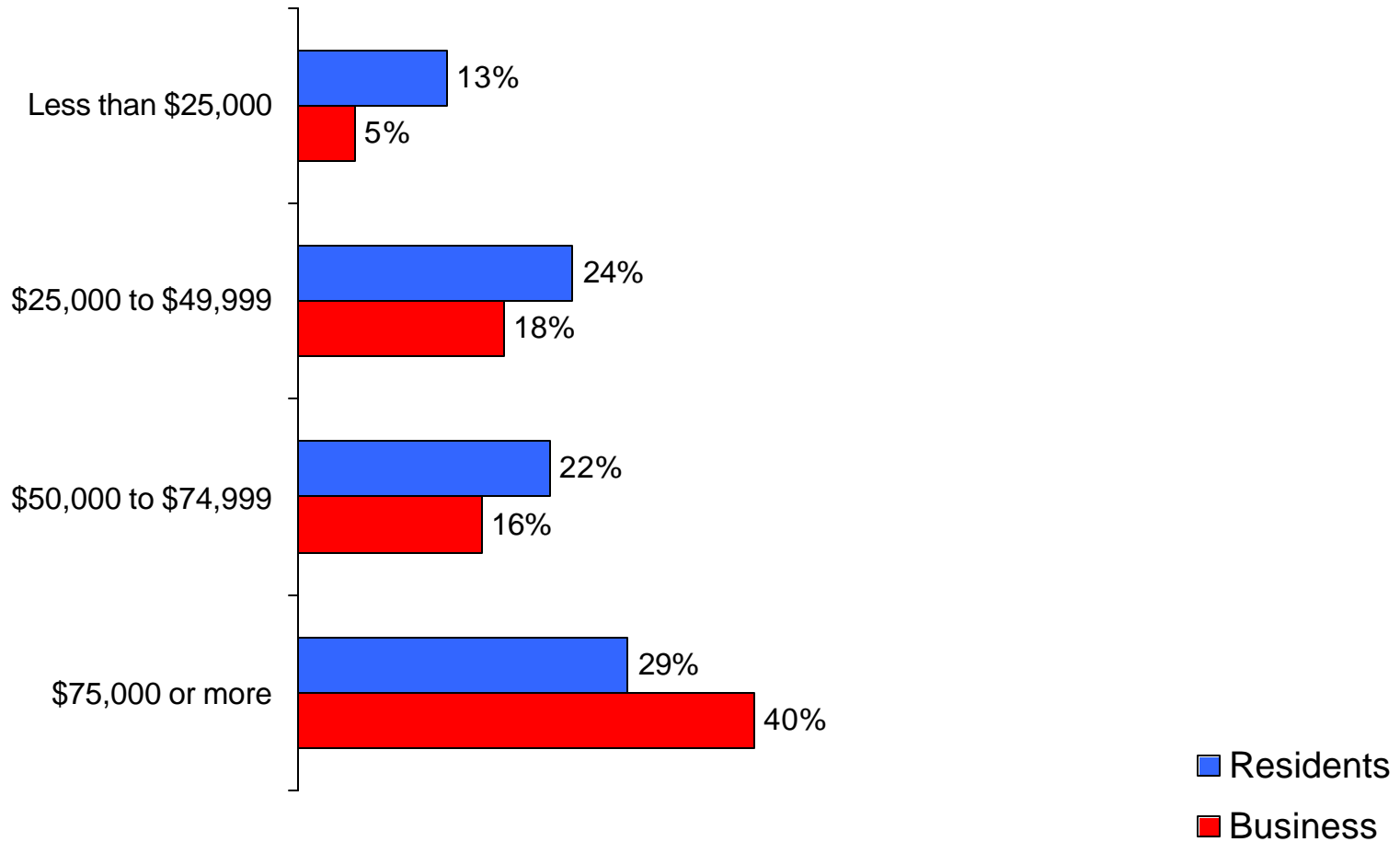


Base: Residents (n=540); Business (n=60)





# Household Income

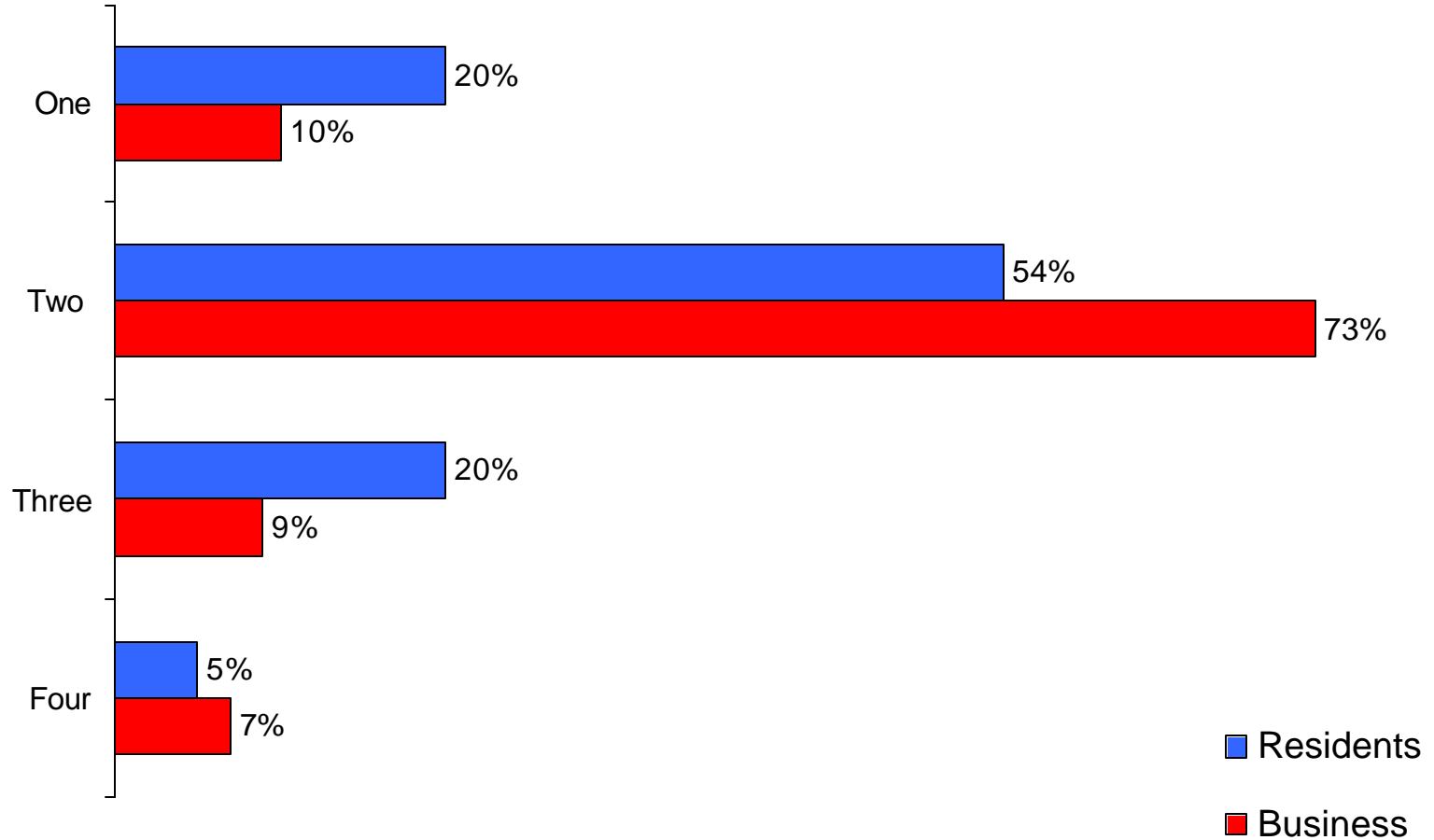


Base: Residents (n=540); Business (n=60)





# Adults in Household

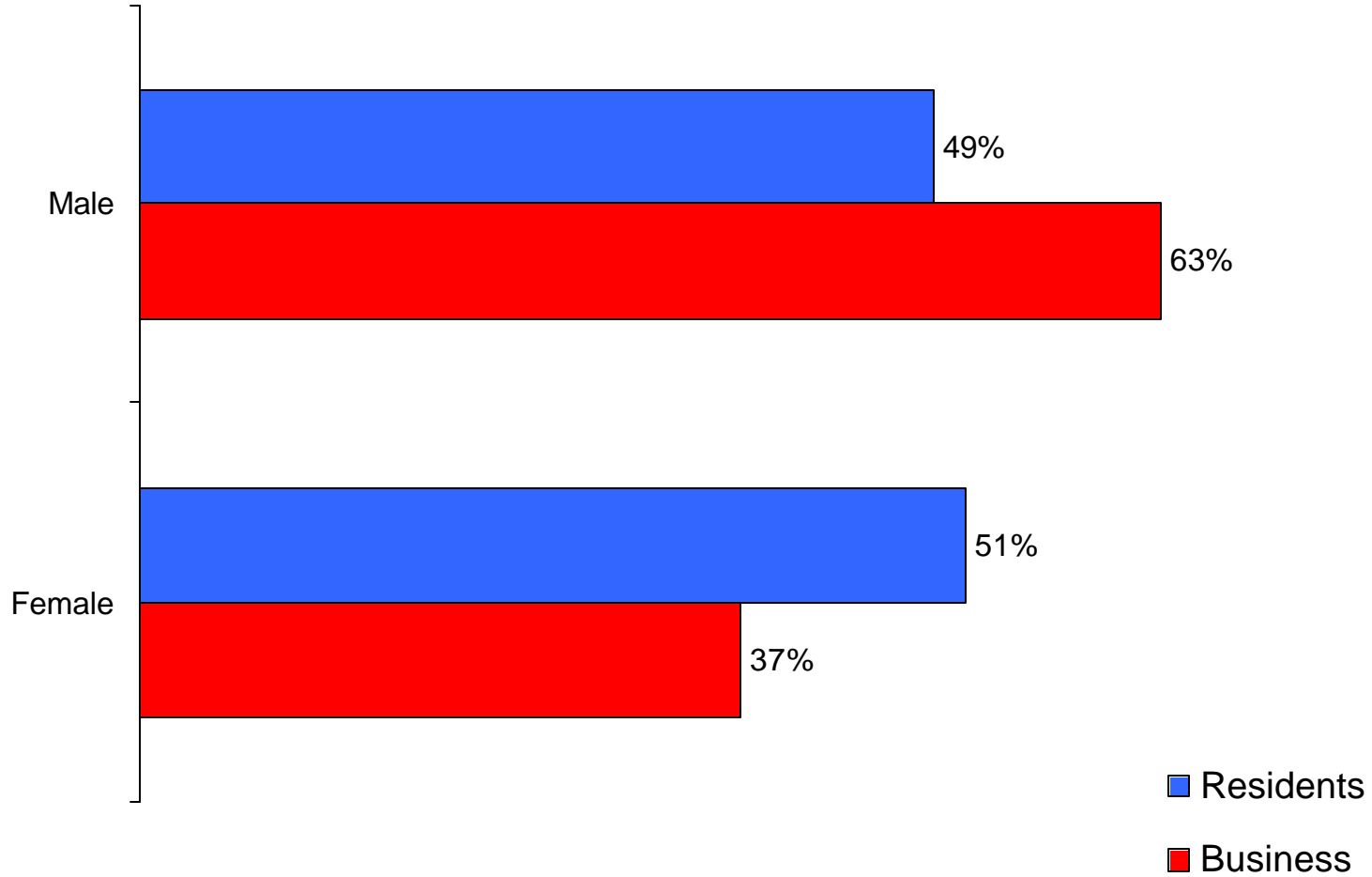


Base: Residents (n=540); Business (n=60)





# Gender



Base: Residents (n=540); Business (n=60)



---

# Detailed Methodology





# Methodology

---

- *Town of Victor Land Use Study* was conducted for the town of Victor by Harris Interactive, Inc. The results are based on telephone interviews conducted with both residents of Victor (540) and businesses located in Victor (60) between May 3 and May 9, 2005.
  
- Interviews averaged 24 minutes in length.
  
- A qualified candidate was either
  - over the age of 18 and currently living in the town of Victor
  - the owner of a business located in the town or Village of Victor



# Methodology

---

## Sample

- The resident sample was created using RDD by zip code. The business sample was selected from a list provided by Dun and Bradstreet and included companies of all sizes, both public and private.
- Quotas for residents required residents to live in Victor, quotas for businesses were created to obtain a mix of businesses located in the Village of Victor as well as other areas of Victor.
- This sample was weighted for age and gender. Young men, 18 – 29 do not respond to surveys in the same manner as they are represented in the overall population. Using US Census data of the town of Victor, we are able to stretch slightly the number of our survey population and shrink slightly the number of young women so these numbers equal the overall population of the town.
  - This is done to ensure the survey is truly representative of the population of Victor.
  - The amount of weighting that was required for this survey was very slight.



- **Notes on Reading Tables**

- The base on each question is the total number of respondents answering that question. All base sizes shown in the report are unweighted. An asterisk (\*) on a table signifies a value of less than one-half percent (0.5%). A dash represents a value of zero. Percentages may not always add up to 100% because of computer rounding or the acceptance of multiple answers from respondents answering that question. Note that in some cases, results may be based on small sample sizes. This is typically true when questions were asked of subgroups. Caution should be used in drawing conclusions from results based on these small samples.



# Methodology

---

## Interviewing Procedures

Interviews were conducted via computer assisted interviewing software.

Questionnaires were programmed into the system with the following checks:

1. Question and response series
2. Skip pattern
3. Question rotation
4. Range checks
5. Mathematical checks
6. Consistency checks
7. Special edit procedures



# Methodology

---

## Public Release of Survey Findings

- In theory, with a sample of this size, one can say with 95 percent certainty that the results have a statistical precision of plus or minus 4 percentage points of what they would be if the entire population had been polled with complete accuracy. Sampling error is only one type of error. Survey research is also susceptible to other types of error, such as refusals to be interviewed (non-response error), question wording and question order, and interviewer error. Although difficult or impossible to quantify these types of error, procedures followed by Harris Interactive, Inc. keep these errors to a minimum.
- All Harris surveys are designed to comply with the code and standards of the Council of American Survey Research Organizations (CASRO) and the code of the National Council of Public Polls (NCPP). Should data from the survey be released to the public, the complete report must also be available.



# Methodology

---

## Response Rate

- In addition to potential error or biases inherent in any research, the response rate is also something to consider. The response rate, or the rate at which people were willing to participate in the survey, is affected both by potential respondent's general willingness to participate and how much effort was employed in attempting to interview respondents.
- We began with a total of 5,611 potential residential respondents, with various percentages from each size neighborhood. A Dun and Bradstreet list of 879 Victor businesses, public and private, was the sources for Village and non-village businesses. A total of 540 residential interviews were completed for a response rate of 10% (540/5,611 for residential phone numbers). A total of 60 business interviews were completed for a response rate of 7% (60/879 for businesses based on the number of Dun and Bradstreet listings of Victor businesses).
- This 5,611 represents the total available sample that was provided to Harris Interactive by Survey Sampling Inc. after accounting for duplicate household numbers and numbers that have been disconnected. According to the 2000 census, there are 9,977 residents in the town of Victor with 3,685 households.

## Editing and Cleaning the Data

- The data-processing staff performed machine edits and additional cleaning for the entire data set. Our edit programs acted as a verification of the skip instructions and other data checks that were written into the online program. The edit programs listed any errors by case number, question number and type. These were then resolved by senior personnel, who inspected the original file and made appropriate corrections. Complete records were kept of all such procedures.

---

# Appendix A – Regional Analysis





## Those in West and East Central Victor are more likely to think Victor is a great place to live while those in Southern Victor are more likely to have some reservations.

---

If someone was looking to move into the area and asked you if you would recommend Victor as a place to live, would you...?

	Total	Region					
		Village	Southern Victor	NE Victor	NW Victor	W Central Victor	E Central Victor
n=	540	155	34	128	54	71	85
	%	%	%	%	%	%	%
<b>Tell them Victor is a great place to live</b>	<b>64</b>	<b>64</b>	<b>53</b>	<b>60</b>	<b>67</b>	<b>72</b>	<b>71</b>
<b>Tell them Victor is a good place to live, but you have some reservations</b>	<b>35</b>	<b>34</b>	<b>47</b>	<b>38</b>	<b>33</b>	<b>28</b>	<b>29</b>
<b>Tell them not to consider Victor</b>	<b>1</b>	<b>2</b>	<b>-</b>	<b>2</b>	<b>-</b>	<b>*</b>	<b>-</b>



# Those in East Central Victor are more likely to say the quality of life has gotten better in the past two years, while those in NW Victor are slightly more likely to say it has gotten worse.

Compare to two years ago, has the quality of life in Victor...?

	Total	Region					
		Village	Southern Victor	NE Victor	NW Victor	W Central Victor	E Central Victor
n=	540	155	34	128	54	71	85
	%	%	%	%	%	%	%
<b>Gotten Better</b>	<b>23</b>	<b>23</b>	<b>22</b>	<b>25</b>	<b>16</b>	<b>17</b>	<b>32</b>
<b>Gotten Worse</b>	<b>9</b>	<b>9</b>	<b>2</b>	<b>9</b>	<b>18</b>	<b>8</b>	<b>6</b>
<b>Stayed about the same</b>	<b>62</b>	<b>61</b>	<b>73</b>	<b>60</b>	<b>61</b>	<b>72</b>	<b>55</b>
<b>Don't know</b>	<b>5</b>	<b>7</b>	<b>2</b>	<b>5</b>	<b>5</b>	<b>1</b>	<b>6</b>



**Those in the Village and east central Victor are more likely to say the quality of life will get better in the next two years, while those in NW Victor are slightly more likely to say it will get worse.**

Thinking of two years from now, will the quality of life in Victor...?

	Total	Region					
		Village	Southern Victor	NE Victor	NW Victor	W Central Victor	E Central Victor
n=	540	155	34	128	54	71	85
	%	%	%	%	%	%	%
<b>Get Better</b>	<b>41</b>	<b>49</b>	<b>34</b>	<b>43</b>	<b>20</b>	<b>34</b>	<b>47</b>
<b>Get Worse</b>	<b>20</b>	<b>16</b>	<b>28</b>	<b>16</b>	<b>30</b>	<b>28</b>	<b>13</b>
<b>Stay about the same</b>	<b>36</b>	<b>29</b>	<b>36</b>	<b>36</b>	<b>48</b>	<b>36</b>	<b>39</b>
<b>Don't know</b>	<b>3</b>	<b>5</b>	<b>2</b>	<b>5</b>	<b>2</b>	<b>2</b>	<b>1</b>





## Regardless of region, residents believe the quality of life in Victor is better or about the same than neighboring towns.

When you compare the overall quality of life in Victor to that of people who live in other Towns in the Rochester area, do you think that the quality of life in Victor is...?

	Total	Region					
		Village	Southern Victor	NE Victor	NW Victor	W Central Victor	E Central Victor
n=	540 %	155 %	34 %	128 %	54 %	71 %	85 %
<b>Better</b>	<b>61</b>	<b>61</b>	<b>59</b>	<b>63</b>	<b>57</b>	<b>59</b>	<b>59</b>
<b>Worse</b>	<b>2</b>	<b>1</b>	<b>4</b>	<b>3</b>	<b>2</b>	<b>2</b>	<b>2</b>
<b>About the same</b>	<b>35</b>	<b>36</b>	<b>37</b>	<b>32</b>	<b>40</b>	<b>35</b>	<b>37</b>
<b>Don't know</b>	<b>2</b>	<b>2</b>	<b>-</b>	<b>1</b>	<b>1</b>	<b>3</b>	<b>2</b>



Those in East Central Victor are more likely to be satisfied with the availability of housing, while those in NE Victor are more likely to be satisfied with the amount of traffic and Village residents by the rural character.

How satisfied are you in general with each of the following attributes?  
 (% Very/Somewhat Satisfied)

	Total	Region					
		Village	Southern Victor	NE Victor	NW Victor	W Central Victor	E Central Victor
n=	540 %	155 %	34 %	128 %	54 %	71 %	85 %
The amount of traffic.	76	75	70	84	74	76	72
The rural character.	73	80	76	67	64	77	72
The level of safety you feel.	72	77	57	68	65	67	83
The quality of the schools.	72	74	65	75	73	65	73
The availability of housing	70	67	78	71	47	68	86
The look and character of Main St.	69	77	74	60	72	60	76
The amount of residential development.	69	67	56	71	64	75	71
The amount of commercial development.	69	77	52	74	62	53	73
The zoning laws.	68	68	63	75	66	66	66
The amount of open space in Victor.	68	71	71	70	71	52	67





**Village residents are more likely to think the quality of schools and the rural character are moving in the right direction, while those in NE Victor believe the amount of traffic is moving in the right direction and East Central believe the level of safety is moving in the right direction.**

Still thinking about the same list of items, please tell me if you think these issues are moving in the right direction for the town of in the wrong direction?

(% Right Direction)

	Total	Region					
		Village	Southern Victor	NE Victor	NW Victor	W Central Victor	E Central Victor
n=	540 %	155 %	34 %	128 %	54 %	71 %	85 %
<b>The rural character.</b>	<b>67</b>	<b>75</b>	<b>66</b>	<b>64</b>	<b>49</b>	<b>67</b>	<b>71</b>
<b>The amount of open space in Victor.</b>	<b>66</b>	<b>71</b>	<b>65</b>	<b>63</b>	<b>61</b>	<b>62</b>	<b>65</b>
<b>The amount of traffic.</b>	<b>65</b>	<b>69</b>	<b>56</b>	<b>71</b>	<b>49</b>	<b>63</b>	<b>59</b>
<b>The level of safety you feel.</b>	<b>63</b>	<b>69</b>	<b>45</b>	<b>57</b>	<b>54</b>	<b>63</b>	<b>74</b>
<b>The zoning laws.</b>	<b>63</b>	<b>70</b>	<b>61</b>	<b>62</b>	<b>58</b>	<b>66</b>	<b>60</b>
<b>The quality of the schools.</b>	<b>63</b>	<b>71</b>	<b>61</b>	<b>58</b>	<b>53</b>	<b>53</b>	<b>63</b>
<b>The amount of commercial development.</b>	<b>61</b>	<b>67</b>	<b>45</b>	<b>67</b>	<b>46</b>	<b>49</b>	<b>71</b>
<b>The availability of housing</b>	<b>61</b>	<b>64</b>	<b>68</b>	<b>56</b>	<b>45</b>	<b>60</b>	<b>74</b>
<b>The amount of residential development.</b>	<b>59</b>	<b>61</b>	<b>43</b>	<b>56</b>	<b>43</b>	<b>66</b>	<b>64</b>
<b>The look and character of Main St.</b>	<b>58</b>	<b>62</b>	<b>59</b>	<b>47</b>	<b>53</b>	<b>60</b>	<b>66</b>





# Regardless of region, preserving open space is important in making Victor a more desirable place to live.

How important is each of the following in terms of making Victor a more desirable place to live?  
 (% Very/Somewhat Important)

	Total	Region					
		Village	Southern Victor	NE Victor	NW Victor	W Central Victor	E Central Victor
n=	540 %	155 %	34 %	128 %	54 %	71 %	85 %
<b>Preserving open space.</b>	96	96	100	96	94	94	99
<b>Promoting economic development and more jobs</b>	85	88	73	94	74	90	78
<b>Curtailing residential development.</b>	76	67	89	80	75	75	84
<b>Curtailing commercial development.</b>	75	71	90	86	71	68	73
<b>Curtailing economic development.</b>	73	73	59	84	60	71	69
<b>Promote residential development.</b>	62	64	54	67	54	61	57
<b>Promoting commercial development.</b>	54	58	66	55	33	56	53



# Regardless of region, residents believe Victor should have a shared town and village vision for development.

Please tell me to what extent you agree or disagree with the following statements.  
 (% Strongly/Somewhat Agree)

	Total	Region					
		Village	Southern Victor	NE Victor	NW Victor	W Central Victor	E Central Victor
n=	540 %	155 %	34 %	128 %	54 %	71 %	85 %
<b>Victor should have a shared town and village vision for development</b>	91	85	97	94	95	88	93
<b>Victor should be concerned that the area has been targeted by developers for growth.</b>	83	81	94	79	88	78	87
<b>Victor does a good job in balancing the needs of residents with the needs of residential development.</b>	75	76	61	82	53	82	77
<b>The town of Victor was a wonderful place to live, but the traffic congestion and growth of the town have turned it into "Anytown, USA"</b>	73	71	75	81	72	65	75
<b>Victor does a good job in balancing the needs of residents with the needs of commercial development.</b>	63	60	59	66	65	57	67
<b>The town of Victor is a great place to live because recent growth and development has allowed for better schools and lower property taxes.</b>	58	72	44	63	32	56	52



**Those in the Village and Southern Victor are slightly more likely to favor reducing traffic as a solution of over-development, while those in W Central Victor are slightly more likely to favor purchasing and preserving open spaces.**

There are many possible solutions to over-development that have been discussed. Please tell me if you would favor or oppose the following ideas, if it meant taxes would need to increase.  
 (% Strongly/Somewhat Favor)

	Total	Region					
		Village	Southern Victor	NE Victor	NW Victor	W Central Victor	E Central Victor
n=	540 %	155 %	34 %	128 %	54 %	71 %	85 %
<b>Protecting environmental resources.</b>	88	88	92	90	87	82	85
<b>Reducing traffic congestion.</b>	84	90	93	85	69	80	84
<b>Purchasing and preserving open spaces.</b>	84	86	88	84	84	84	75
<b>Updating zoning laws.</b>	71	66	91	75	69	68	67
<b>Limiting residential business development.</b>	69	70	77	68	69	64	72
<b>Limiting business development.</b>	61	63	56	54	71	70	61





Regardless of region, the over half of all residents of Victor believe preserving open space should be paid by the town, either by increasing taxes or from the existing budget.

Which of the following should be done to preserve open space?

	Total	Region					
		Village	Southern Victor	NE Victor	NW Victor	W Central Victor	E Central Victor
n=	540 %	155 %	34 %	128 %	54 %	71 %	85 %
Reduce other services and pay for preserving open space out of the existing budget	41	44	45	42	42	42	32
Increase taxes to pay for preserving open space	18	11	33	17	20	23	23
Nothing, the town should not be using public funds to preserve open space	39	44	23	38	38	34	43
Don't know/Refused	2	1	-	4	1	1	2



**NW Victor residents are more likely to believe continued commercial development will harm the town’s rural feel while E Central Victor’s residents are more likely to believe it will bring more prosperity**

Which of these statements is closest to your opinion?

	Total	Region					
		Village	Southern Victor	NE Victor	NW Victor	W Central Victor	E Central Victor
n=	540 %	155 %	34 %	128 %	54 %	71 %	85 %
<b>Continued commercial development will harm the town’s rural feel and quality of life</b>	66	70	57	65	73	64	57
<b>Continued commercial development will bring more prosperity to the town</b>	33	30	40	35	24	35	41
<b>Don’t know/Refused</b>	1	-	3	-	3	1	1





**NW and Southern Victor residents are more likely to believe continued residential development will harm the town's rural feel while Village residents are more likely to believe it will bring more prosperity**

Which of these statements is closest to your opinion?

	Total	Region					
		Village	Southern Victor	NE Victor	NW Victor	W Central Victor	E Central Victor
n=	540 %	155 %	34 %	128 %	54 %	71 %	85 %
<b>Continued residential development will harm the town's rural feel and quality of life</b>	56	48	76	56	68	55	58
<b>Continued residential development will bring more prosperity to the town</b>	42	50	24	43	32	45	35
<b>Don't know/Refused</b>	2	2	-	1	-	-	7





# Protecting environmental resources, maintaining tax revenue and low tax rates and protecting landowner rights are overwhelmingly important across all the regions of Victor.

How important is each of the following for the future of Victor?  
(% Very/Somewhat Important)

	Total	Region					
		Village	Southern Victor	NE Victor	NW Victor	W Central Victor	E Central Victor
n=	540 %	155 %	34 %	128 %	54 %	71 %	85 %
<b>Protecting environmental resources</b>	97	97	98	99	97	97	96
<b>Maintaining tax revenue and low tax rates</b>	97	98	97	96	98	96	99
<b>Protecting landowner rights</b>	96	96	98	100	100	99	88
<b>Lessening Route 96 traffic through town</b>	93	93	95	98	85	95	93
<b>Preserving rural feel and open space in town</b>	90	89	95	92	88	84	93
<b>Promoting cultural resources</b>	85	86	84	89	76	89	80
<b>Improving the look and character of Main St</b>	82	90	79	83	88	68	77
<b>Extending infrastructure</b>	81	87	81	92	72	67	74
<b>Creating a central square in the Village</b>	58	71	48	58	52	49	50
<b>Building a new town hall</b>	38	38	40	43	37	32	37



**NE Victor residents are more likely to think traffic is a major problem while those in NW Victor are much more likely to not think it is a problem at all.**

---

Is traffic in Victor...?

	Total	Region					
		Village	Southern Victor	NE Victor	NW Victor	W Central Victor	E Central Victor
n=	540 %	155 %	34 %	128 %	54 %	71 %	85 %
<b>A Major Problem</b>	63	68	53	71	52	64	59
<b>A Minor Problem</b>	32	29	44	26	30	28	41
<b>Not a Problem At All</b>	4	3	3	3	18	7	1





**NE Victor residents are more likely to think poor planning is a major contributor to traffic while residents in E Central Victor are more likely to think growth in population of Victor is a major contributor.**

Would you say each of the following items has been a major contributor when it comes to the traffic in Victor?

	Total	Region					
		Village	Southern Victor	NE Victor	NW Victor	W Central Victor	E Central Victor
n=	540 %	155 %	34 %	128 %	54 %	71 %	85 %
<b>Growth in population in Victor</b>	64	66	49	69	59	54	71
<b>Growth in commercial development</b>	57	52	53	64	63	63	48
<b>Growth in residential development</b>	53	58	44	60	44	46	48
<b>Poor planning</b>	48	38	52	63	38	54	38
<b>Growth in population of neighboring towns</b>	47	58	46	46	40	45	37
<b>Inadequate roads in Victor</b>	47	46	48	58	39	47	39





**Village residents are more likely to think growth in commercial development is a minor contributor to traffic while those in East Central are much more likely to think growth in neighboring towns is a minor contributor.**

Would you say each of the following items has been a minor contributor when it comes to the traffic in Victor?

	Total	Region					
		Village	Southern Victor	NE Victor	NW Victor	W Central Victor	E Central Victor
n=	540 %	155 %	34 %	128 %	54 %	71 %	85 %
<b>Growth in population of neighboring towns</b>	44	31	43	45	52	48	57
<b>Growth in residential development</b>	43	37	56	38	53	41	48
<b>Poor planning</b>	41	49	42	28	49	33	51
<b>Inadequate roads in Victor</b>	40	40	37	38	44	39	44
<b>Growth in commercial development</b>	37	46	28	31	37	25	48
<b>Growth in population in Victor</b>	32	29	51	29	41	39	24



# Residents of the different regions of Victor are very mixed about potential solutions to the traffic situation.

When thinking of the traffic situation, what would you most like to see the town support?

	Total	Region					
		Village	Southern Victor	NE Victor	NW Victor	W Central Victor	E Central Victor
n=	540 %	155 %	34 %	128 %	54 %	71 %	85 %
<b>Eliminate the Thruway toll between Victor and Farmington.</b>	47	44	76	51	40	40	43
<b>Re-route traffic around the town from Rt. 96 onto other Victor roads.</b>	47	52	33	46	33	62	46
<b>Limit development, which will limit the amount of traffic.</b>	20	17	24	22	32	15	20
<b>Nothing; there is nothing wrong with the traffic in Victor.</b>	7	8	-	*	9	6	11





**W. Central Victor residents are more likely to agree that the amount of parks are perfect while E. Central and Village residents are more likely to agree that a new town hall should be constructed.**

Thinking of the entertainment and recreation in Victor, please tell me to what extent you agree or disagree with the following.  
 (% Strongly/Somewhat Agree)

	Total	Region					
		Village	Southern Victor	NE Victor	NW Victor	W Central Victor	E Central Victor
n=	540 %	155 %	34 %	128 %	54 %	71 %	85 %
<b>We need to enhance cultural and historic spaces.</b>	74	80	81	78	78	63	62
<b>We need more events, such as park concerts to improve the quality of life.</b>	71	72	76	81	50	71	67
<b>We need to develop more public recreational space in town.</b>	69	74	72	76	65	54	67
<b>The amount of parks we have is perfect for the town.</b>	69	62	56	77	64	77	70
<b>We should develop additional sports and recreational facilities on school grounds.</b>	56	59	53	60	40	47	58
<b>Victor's library needs to be improved and expanded.</b>	54	57	70	61	41	61	40
<b>A new town hall should be constructed.</b>	34	33	47	34	35	30	39
<b>The Town Hall and library facilities should be combined.</b>	33	40	28	33	30	33	27



**NW Victor residents are much more likely to agree that without some type of Village center, it will be hard to encourage new businesses to open in downtown Victor.**

Thinking of the retail options and services offered in Victor,  
 please tell me to what extent you agree or disagree with the following.  
 (% Strongly/Somewhat Agree)

	Total	Region					
		Village	Southern Victor	NE Victor	NW Victor	W Central Victor	E Central Victor
n=	540 %	155 %	34 %	128 %	54 %	71 %	85 %
<b>Consumer demand should determine the type of stores in Victor.</b>	86	92	96	80	82	85	82
<b>We should encourage more small stores to open in the village.</b>	84	84	90	80	82	87	84
<b>Even if there were more small retailers in Victor, people would still go to the big chains and the mall.</b>	82	79	87	84	73	87	86
<b>We should discourage more large chain stores from opening in Victor.</b>	67	68	63	75	63	69	60
<b>Without some type of village center, it will be hard to encourage new, small businesses to open in downtown Victor.</b>	59	63	35	59	77	49	63
<b>You prefer to shop at the large chain stores rather than the smaller retailers in Victor.</b>	55	51	36	58	63	60	59