Frequently Asked Questions

What is the survey?
A simple (but cool) 20-minute survey: We want to learn about your lifestyle, your culture, what you do and what you like. It's a chance for us to learn more about the people of our community.

Why do it?
It's a challenge to meet the needs and expectations of Rochester unless we know who our community members are. This is your opportunity to give insight about yourself. Then Rochester can evolve with the knowledge of what you like and what you do!

What is the purpose of all this?
The Community Asset Inventory-About You project's aim is to dig more deeply into the Rochester community. We want to learn as much as we can about the people, places, activities, lifestyles and culture FROM the community itself. The point is to gather information from as many Rochester area residents as possible, and to identify potential areas of growth for future programming, services and events which fit YOU and to learn ways to best engage with the Rochester community.

The survey, as well as a full project overview, can be found at www.aboutU.org

Who is sponsoring it?
This project is sponsored by the City of Rochester, Destination Medical Community, Rochester Downtown Alliance and University of Minnesota Rochester. It's also supported by a number of community organizations including United Way of Olmsted County, Intercultural Mutual Assistance Association (IMAA), Rochester Area Foundation, The Diversity Council, The Rochester Area Chamber of Commerce, The Rochester Public Library and numerous volunteers from the community who see value in getting information on the city they live in!

Go to 'About Us' to see all the community members working on this project. Truly, community getting information on the community, themselves!

How will the info be used?
The information from the survey will be compiled and included in a summary report, along with several other research efforts that are part of the overall project. The report will include key findings, patterns and trends on the people of Rochester and what they use and value in the Rochester community. The final summary report will be available to everyone on the website, aboutU.org, in spring of 2012. This report is not to be "prescriptive" (imposing rules or making recommendations); it's meant to inform and engage leaders and community members to develop new programs, services and events which people will use.

How does it connect to all other efforts happening in the community?

Discoveries like these open numerous possibilities for leaders, and community members from all sectors to inform decision making and planning efforts. The sponsoring organizations will definitely find value in this information as they lead new and innovative initiatives.

Is my info confidential?
Your information is absolutely confidential. The survey data is being collected and analyzed by an independent survey research firm and respondent confidentiality is guaranteed. Your individual responses will be combined with those of everyone else who completes the survey and will be presented in summary form only. At the end of the survey you will be asked if you would be willing to participate in any additional research for this project; if you say 'yes' (and we hope you will), we will ask for your name and contact information so we can reach out to you in the future, but your name will not be tied your individual responses.