

## **PRESS RELEASE**

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## **CGR & Metrix Matrix Launch Independent Mayoral Control Survey**

*Citizen Surveys Mailed Out Today; Responses Due by March 17*

Rochester, NY—March 8, 2010—The Center for Governmental Research (CGR) and Metrix Matrix, a local opinion research firm, are assessing Rochester residents' opinions of Mayor Robert Duffy's proposal to shift oversight of the City School District from the Board of Education to the City Administration. More than 2,000 surveys are being mailed to homes in Rochester today.

Recipients need to complete and return the surveys by Wednesday, March 17. Survey envelopes are labeled CITIZEN SURVEY – Mayoral Control and The Rochester City School District.

“The issue of mayoral control is important for our community. The topic has generated heated debate on both sides of the issue,” said CGR President Kent Gardner. “It is important to know what people think about public education in Rochester. We've not seen an objective survey of resident opinion.” He added that CGR, a nonprofit consulting firm, exists to serve the public interest.

Metrix Matrix President Jim Antonevich said the survey is designed to be “statistically valid and representative of the City of Rochester, rather than of any sub-segment or demographic.” The goal, he added, “is to get an accurate, unbiased viewpoint of what the community thinks about this important issue.”

Gardner and Antonevich point out that the costs of producing, mailing and tabulating results of the survey are being funded by CGR and Metrix Matrix and not by proponents on either side of the debate over mayoral control. “We have no vested interest in the debate – only the desire for an accurate representation of the community's position,” they said.

Analysis of survey responses will be completed prior to April 1. Results of the survey will be released to the public by CGR and Metrix Matrix.

*(more)*

**About the Survey Sponsors**

CGR is a nonprofit, nonpartisan, independent consulting organization that has been serving the public interest since 1915. Founded by George Eastman, CGR has headquarters in downtown Rochester.

Metrix Matrix, a 13-year-old local opinion research firm located at 785 Elmgrove Road, focuses on the collection and reporting of awareness and satisfaction measures of customers, employees, students, constituents and other populations.

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