City of Redmond
WASHINGTON

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MARKET
& OPINION
RESEARCH
SERVICES

Citizen Telephone Survey Results

February 2014

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Methodology

▸ Telephone survey of voters in the City of Redmond

▸ Survey conducted December 15 – 19, 2013 using trained, professional interviewers calling from a central, monitored location

▸ A total of 362 interviews were conducted, which computes to a margin of error ± 5.2 percentage points at the 95% confidence interval

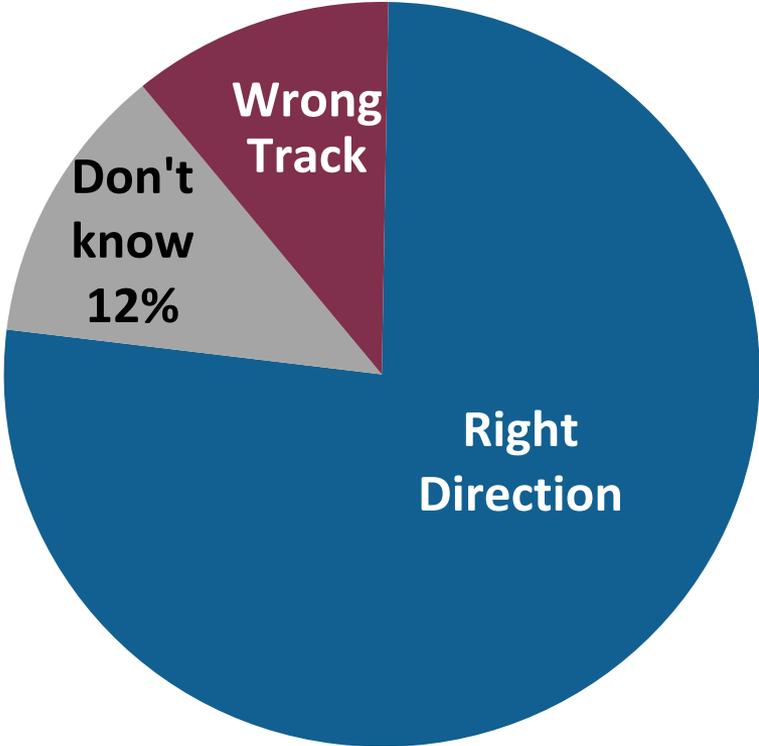▸ The results can be projected to the entire universe of voters in Redmond

Please note that due to rounding, some percentages may not add up to exactly 100%.

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Geography
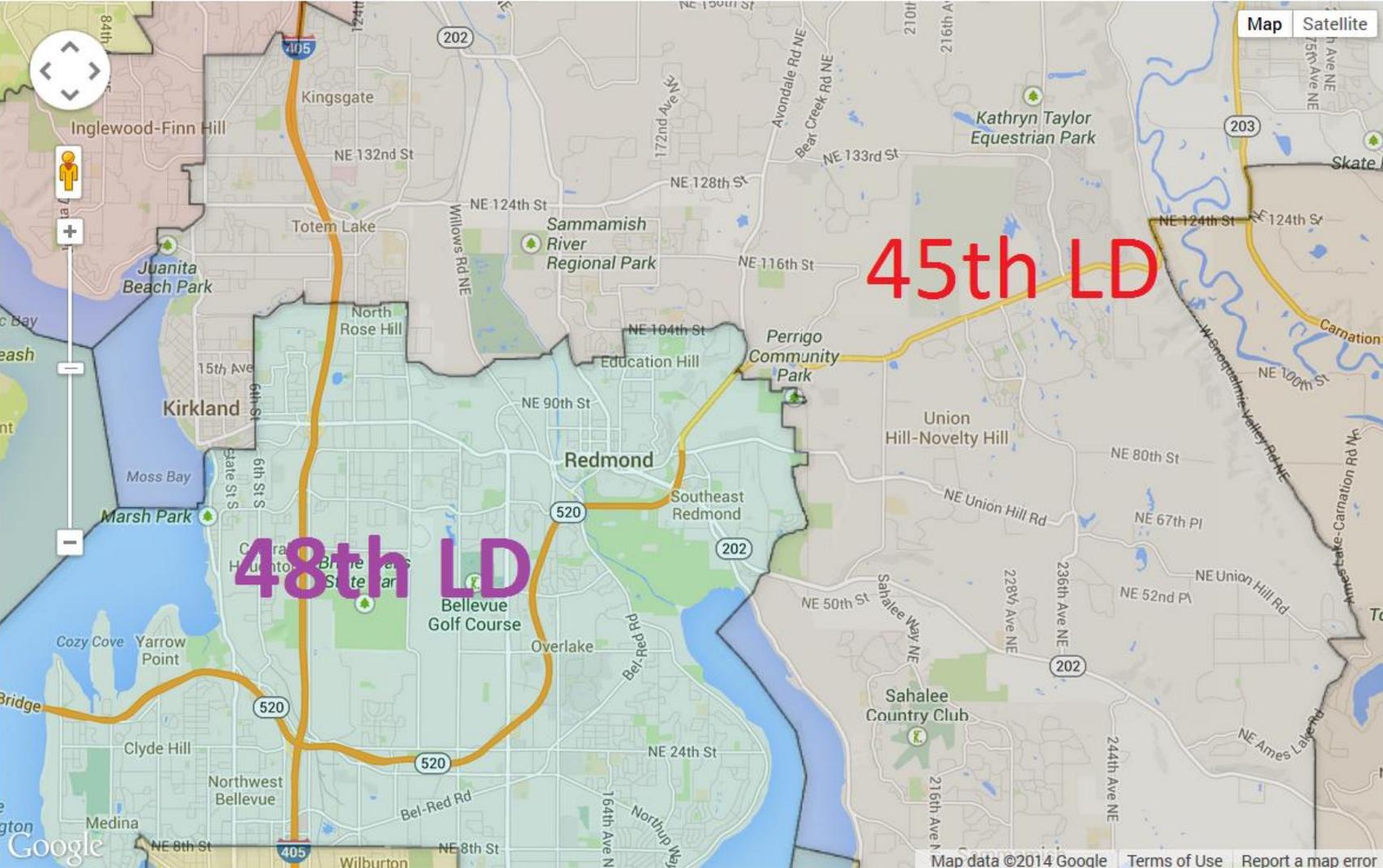
Direction of Redmond

Majority of voters think the city is moving in the right direction

Wrong Track

Don't know 12%

Right Direction

Q2. Do you feel things in Redmond are generally going in the right direction, or do you feel things have gotten pretty seriously off on the wrong track?

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Direction of Redmond

Younger residents and those who pay close attention to City issues are more optimistic about the direction of Redmond
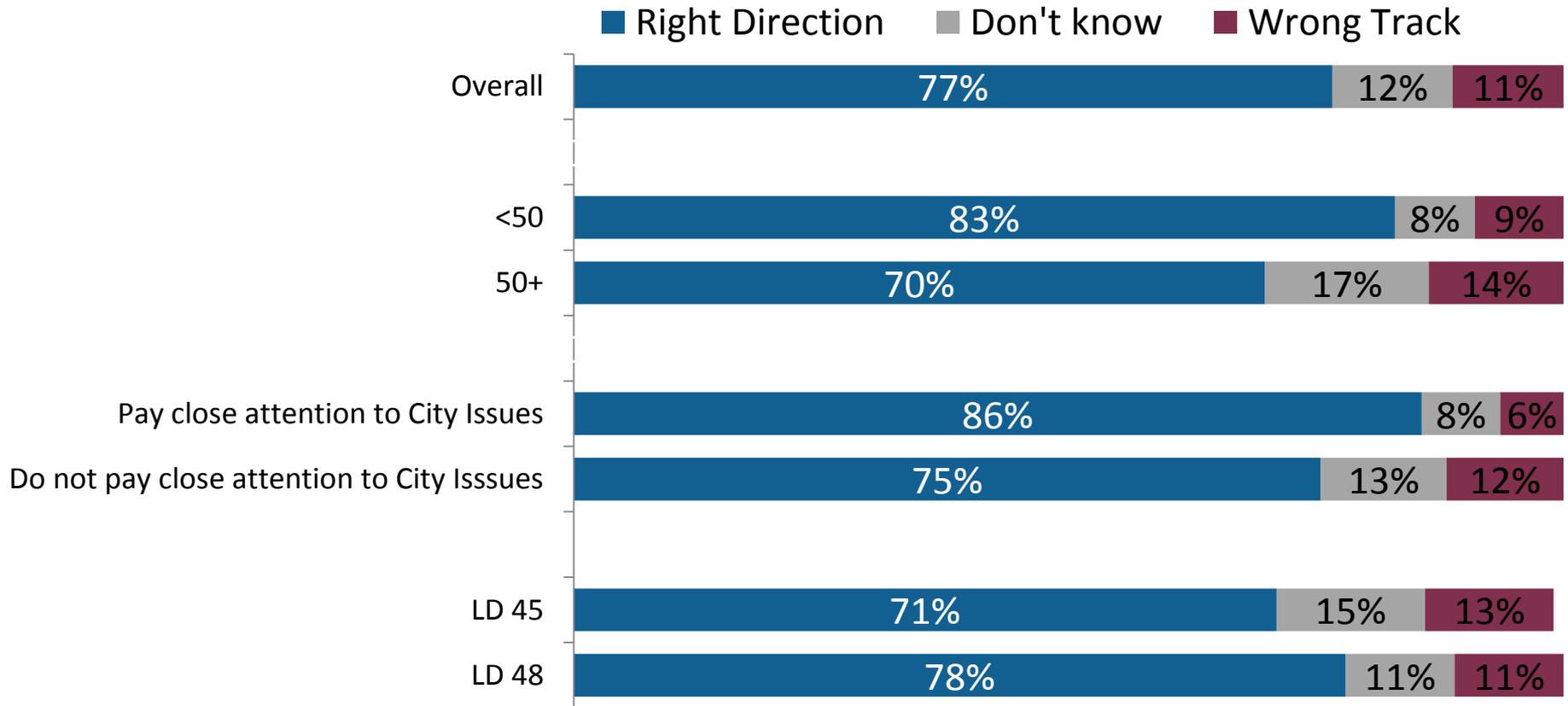
Legend: Right Direction (blue) · Don't know (gray) · Wrong Track (maroon)

Category	Right Direction	Don't know	Wrong Track
Overall	77%	12%	11%
<50	83%	8%	9%
50+	70%	17%	14%
Pay close attention to City Issues	86%	8%	6%
Do not pay close attention to City Isssues	75%	13%	12%
LD 45	71%	15%	13%
LD 48	78%	11%	11%

Q2. Do you feel things in Redmond are generally going in the right direction, or do you feel things have gotten pretty seriously off on the wrong track?
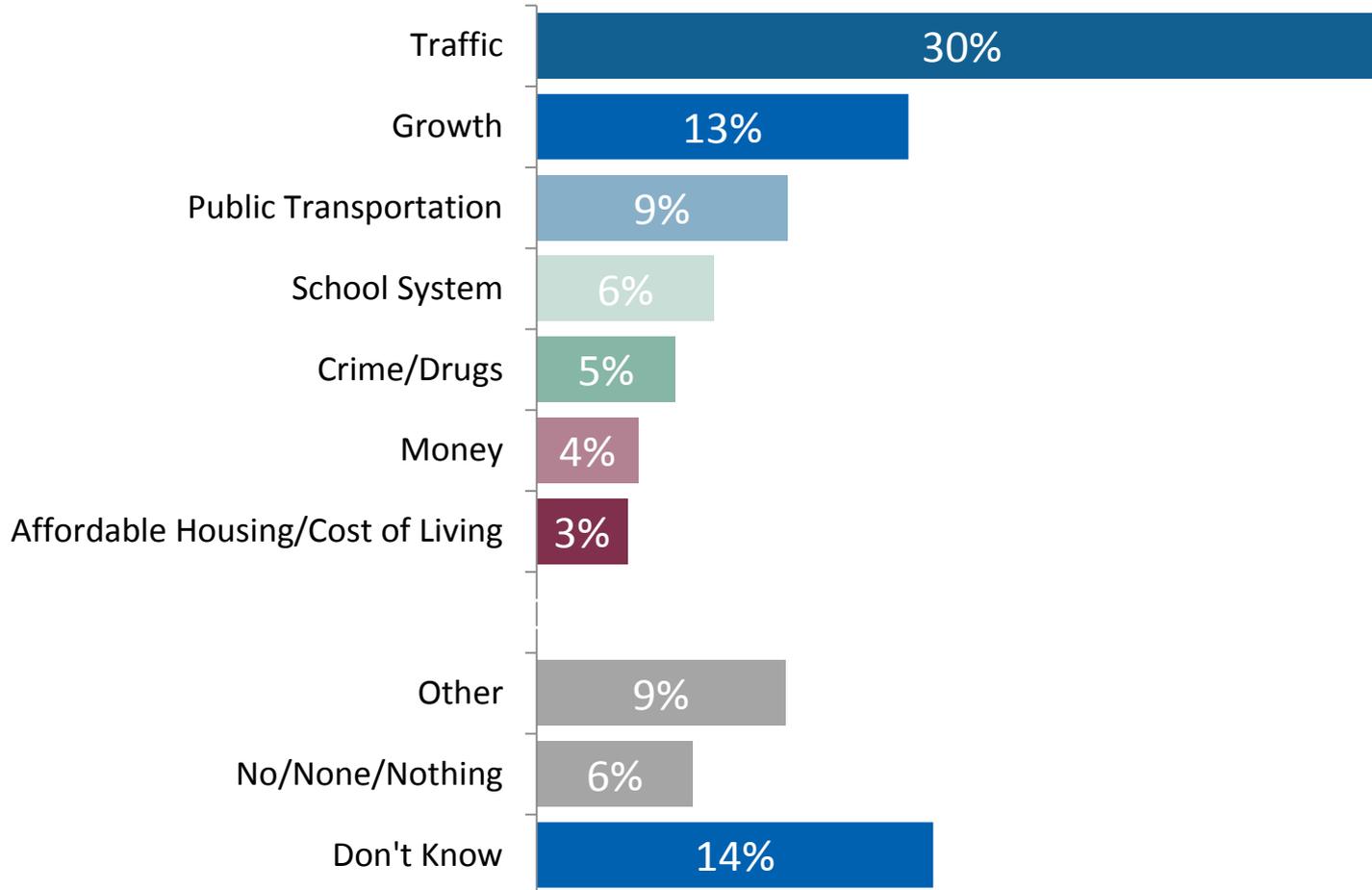
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Most Important Problem

Problem	Percentage
Traffic	30%
Growth	13%
Public Transportation	9%
School System	6%
Crime/Drugs	5%
Money	4%
Affordable Housing/Cost of Living	3%
Other	9%
No/None/Nothing	6%
Don't Know	14%

Q3 What do you think is the most important problem facing the City of Redmond today?

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Most Important Problem

Growth and public transportation are bigger concerns in the 48th, while the school system is a bigger concern in the 45th

■ LD 45   ■ LD 48

Traffic
- LD 45: 32%
- LD 48: 30%

Growth
- LD 45: 7%
- LD 48: 15%

Public Transportation
- LD 45: 3%
- LD 48: 11%

School System
- LD 45: 15%
- LD 48: 4%

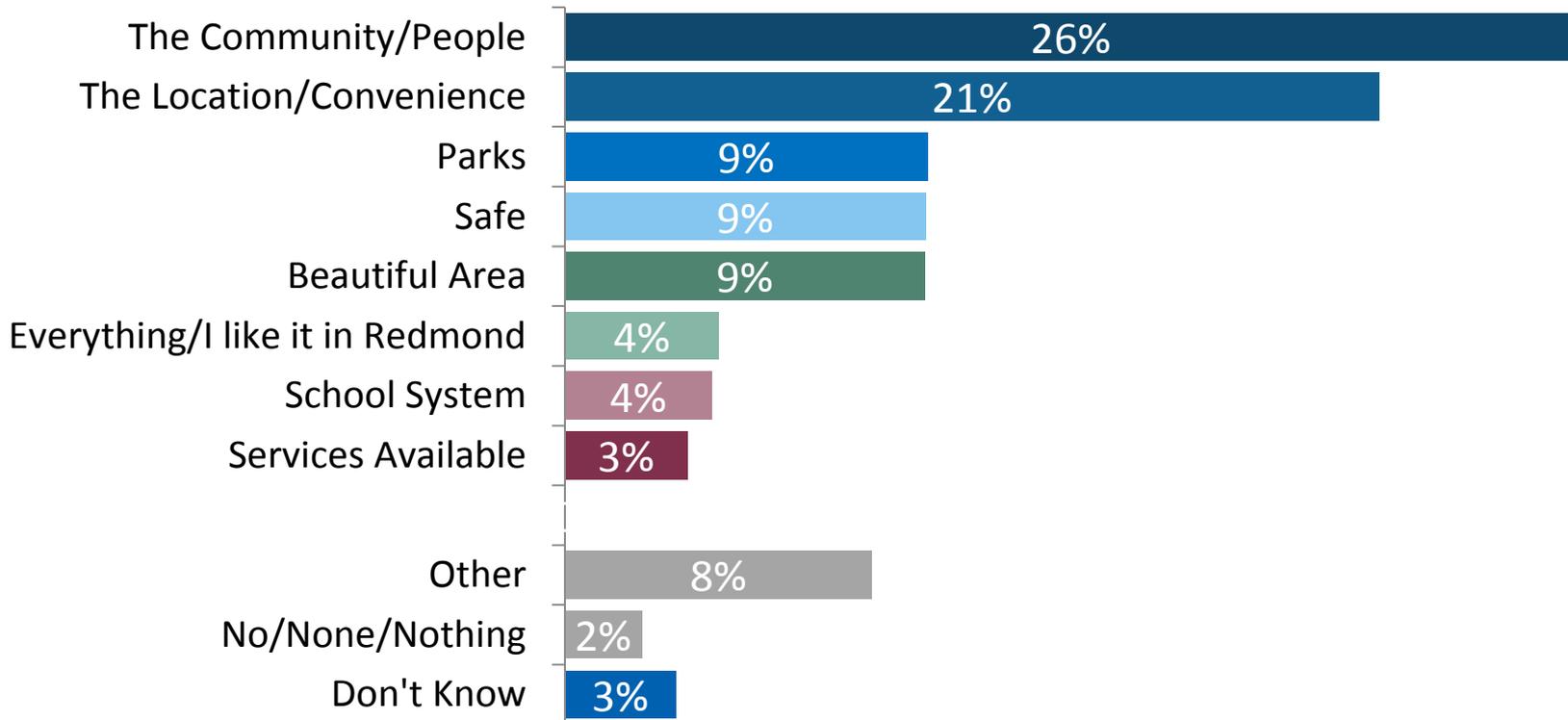*Q3 What do you think is the most important problem facing the City of Redmond today?*

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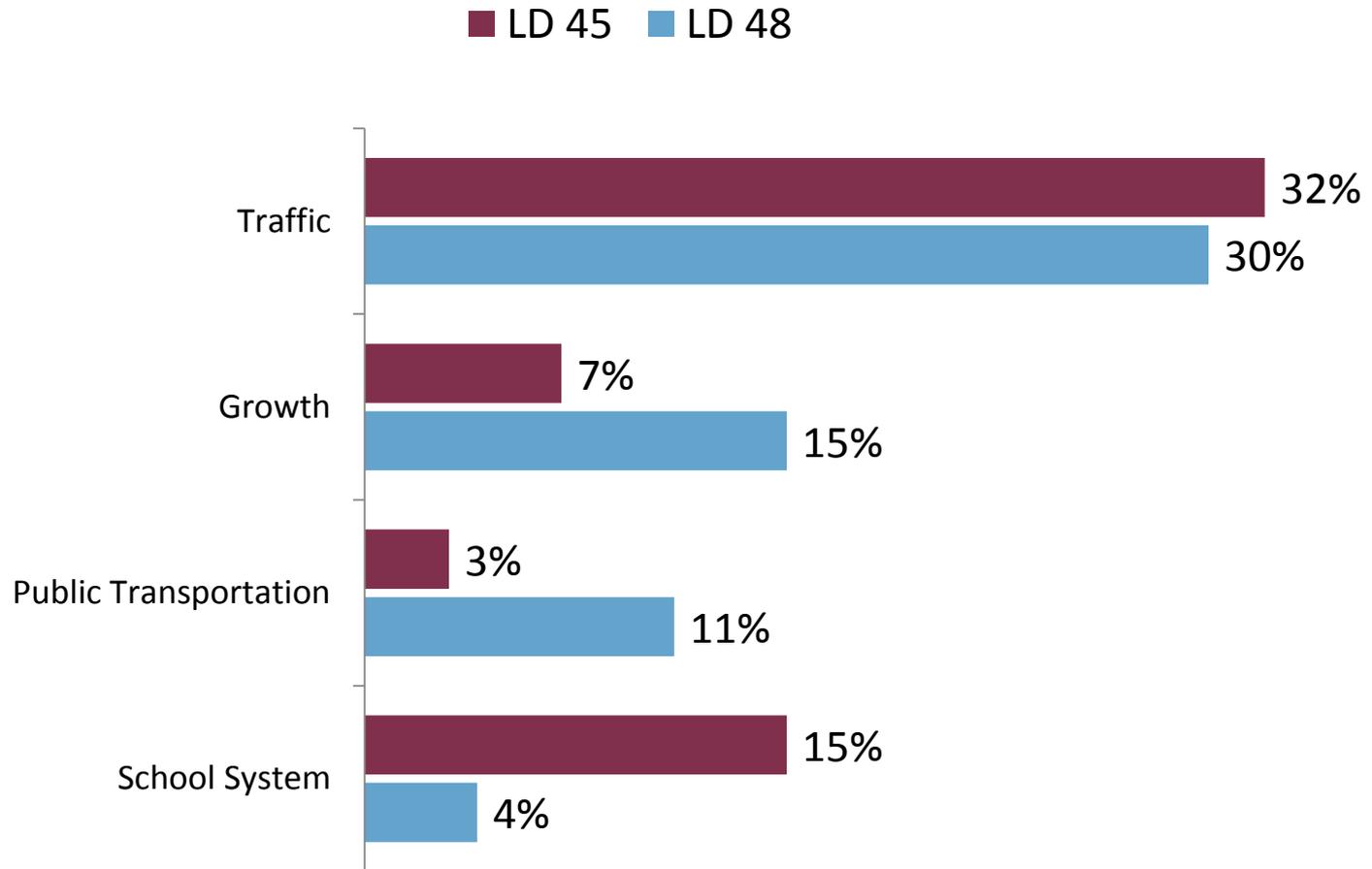
Worst thing about living in Redmond

When asked in the context of worst thing, traffic goes up in mentions and growth drops

Category	Percent
Traffic	38%
Growth	6%
Cost of living	5%
Rain	5%
Not enough Cultural Events/Restaurants	4%
Local Government/City Council	3%
Taxes	3%
Location	3%
Streets/Infrastructure	3%
Crime	2%
School System	2%
No Problems	9%
Other	5%
No/None/Nothing	5%
Don't Know	6%

Q5 And what is the worst thing about living in Redmond?

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Best thing about living in Redmond

Category	Percentage
The Community/People	26%
The Location/Convenience	21%
Parks	9%
Safe	9%
Beautiful Area	9%
Everything/I like it in Redmond	4%
School System	4%
Services Available	3%
Other	8%
No/None/Nothing	2%
Don't Know	3%

Q4 And what is the best thing about living in Redmond?

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Quality of Life in Redmond

Legend: ■ Excellent ■ Very Good ■ DK ■ Only Fair ■ Poor

2011
- Excellent: 33%
- Very Good: 58%
- Only Fair: 8%

2013
- Excellent: 33%
- Very Good: 55%
- DK: 9%

Quality of Life in Redmond

Legend: ■ Positive ■ Satisfactory/DK ■ Negative

Category	Positive	Satisfactory/DK	Negative
2013	89%	9%	
<50	92%	5%	
50+	85%	13%	
Kids	92%	6%	
No Kids	87%	11%	
LD 45	93%	7%	
LD 48	87%	10%	

Q6 How would you rate the quality of life in Redmond?

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Job Ratings

Redmond's job performance is better on every measure, including more challenging assessments like using tax dollars, than King County.

■ Excellent ■ Good ■ DK ■ Only Fair ■ Poor

|	Excellent	Good	DK	Only Fair	Poor
Q10 the job Redmond City government does keeping citizens informed	21%	47%	5%	19%	8%
Q11 the job Redmond City government does delivering services efficiently	19%	54%	10%	15%	2%
Q7 the job Redmond City government is doing overall	14%	59%	9%	15%	3%
Q12 the job Redmond City government does focusing on the priorities that matter most to residents	13%	45%	12%	23%	7%
Q9 the job Redmond City government is doing using tax dollars responsibly	10%	47%	13%	23%	7%
Q8 the job King County government is doing overall	4%	50%	7%	29%	9%

Q7-12. Moving on, I'd like you to rate a few items using a scale of excellent, good, only fair, or poor. If you aren't sure one way or the other on an item, please just say so.

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Services provided

80%

5%

8%

Too Many   About Right   Too Few
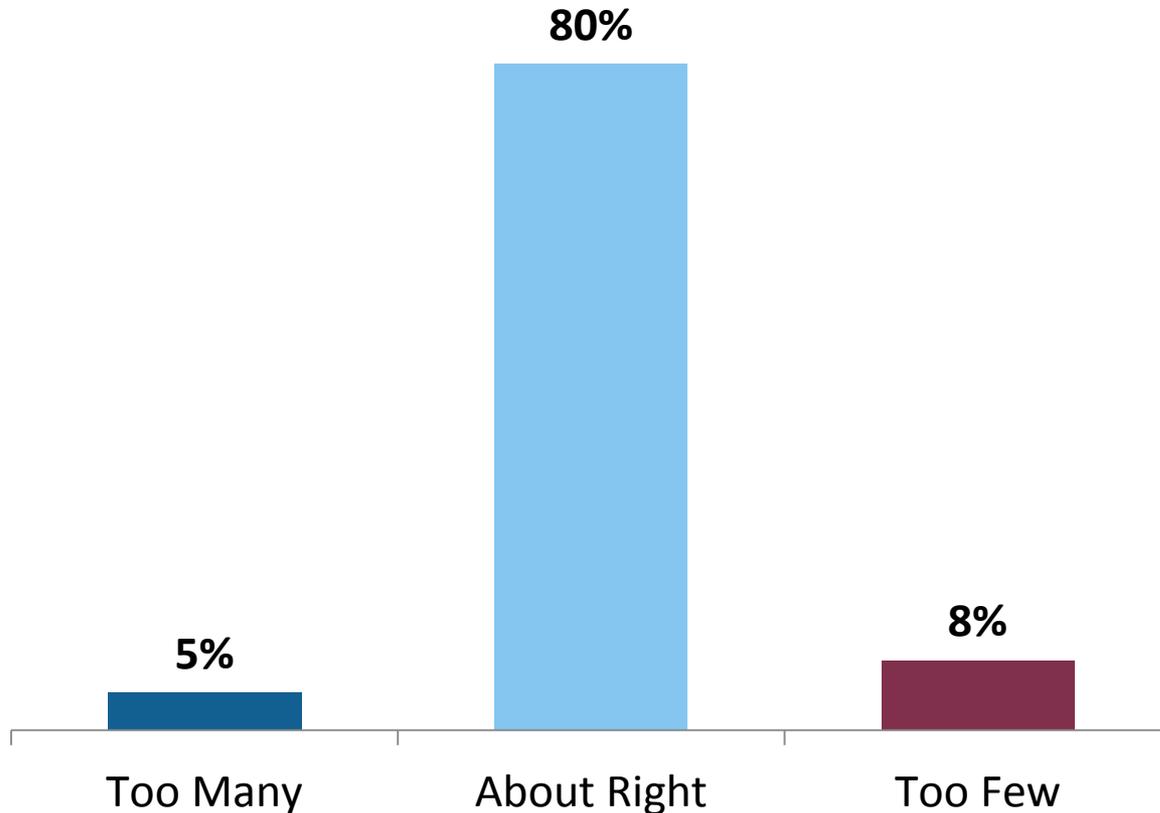
Q28. Moving on, in terms of public services provided by the City of Redmond, do you think that overall the city provides too many services, too few services, or about the right amount of services?
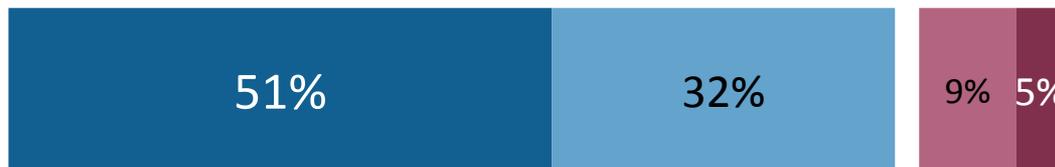
Safety in Redmond

There are virtually no concerns about safety during the day, concerns rise at night

■ Very Safe ■ Mostly Safe ■ Somewhat Unsafe ■ Very Unsafe

walking alone in your neighborhood during the day?
79% 17% 1% 1%

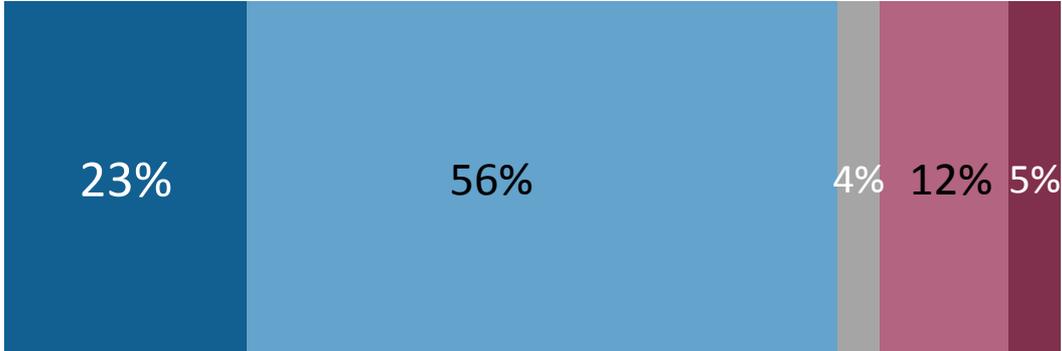**walking alone in your neighborhood at night?**
51% 32% 9% 5%

Q41. *In general, how safe do you feel walking alone in your neighborhood during the day?*
Q42. *And how safe do you or would you feel walking alone in your neighborhood at night?*

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Confidence in Growth

A strong majority are confident in Redmond's ability to manager growth

■ Very confident ■ Somewhat confident ■ DK ■ Not very confident ■ Not confident at all

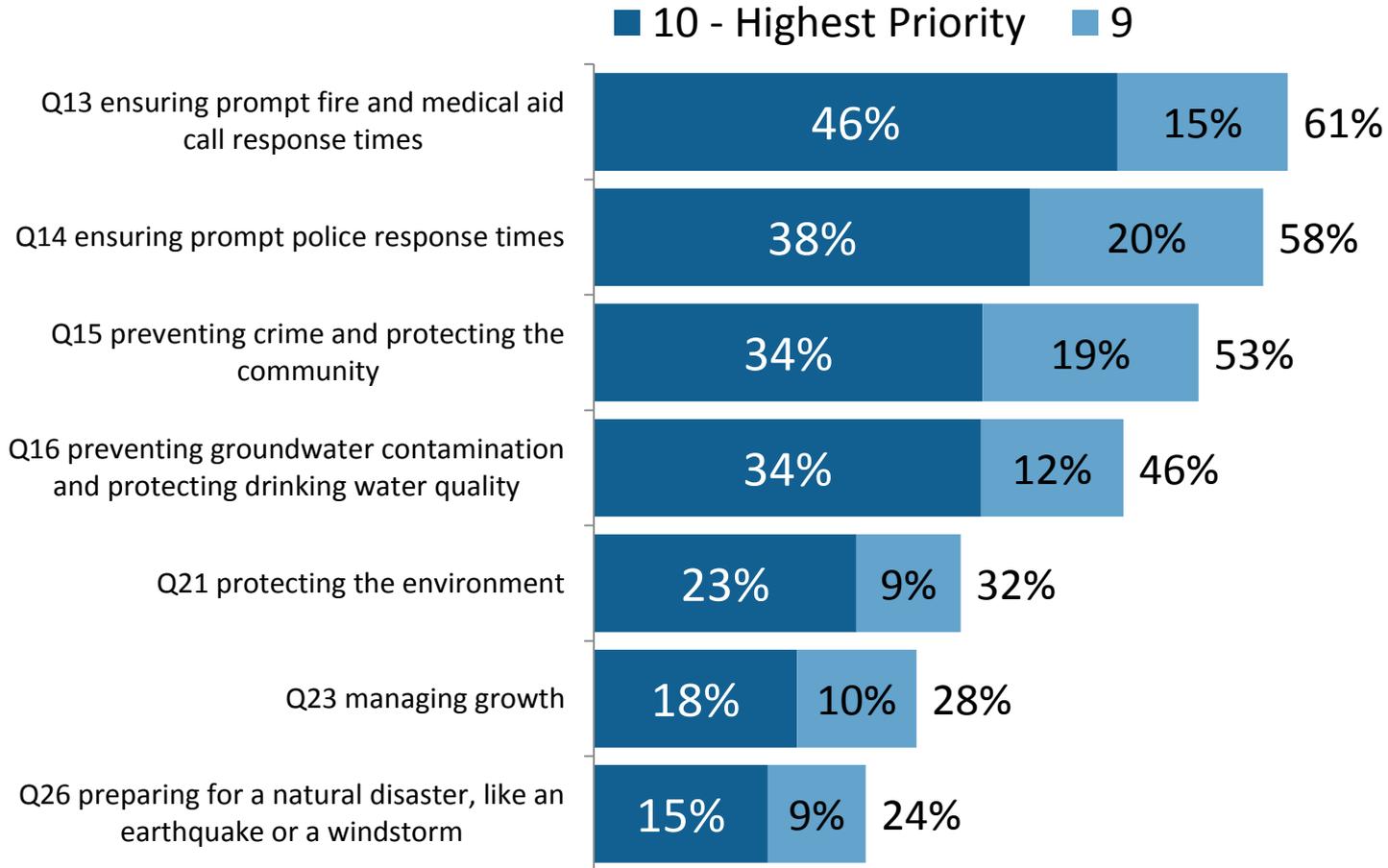How confident are you that the government of the City of Redmond can manage future growth in the City?

| 23% | 56% | 4% | 12% | 5% |

Q43. How confident are you that the government of the City of Redmond can manage future growth in the City?

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Priorities

■ 10 - Highest Priority   ■ 9

	10 - Highest Priority	9	Total
Q13 ensuring prompt fire and medical aid call response times	46%	15%	61%
Q14 ensuring prompt police response times	38%	20%	58%
Q15 preventing crime and protecting the community	34%	19%	53%
Q16 preventing groundwater contamination and protecting drinking water quality	34%	12%	46%
Q21 protecting the environment	23%	9%	32%
Q23 managing growth	18%	10%	28%
Q26 preparing for a natural disaster, like an earthquake or a windstorm	15%	9%	24%

Q13-27. For each of the following items, please tell me how high a priority that item should be for the City of Redmond. Use a scale of 1 to 10 where 1 means the lowest priority and 10 means the highest priority. You can use any number from 1 through 10.
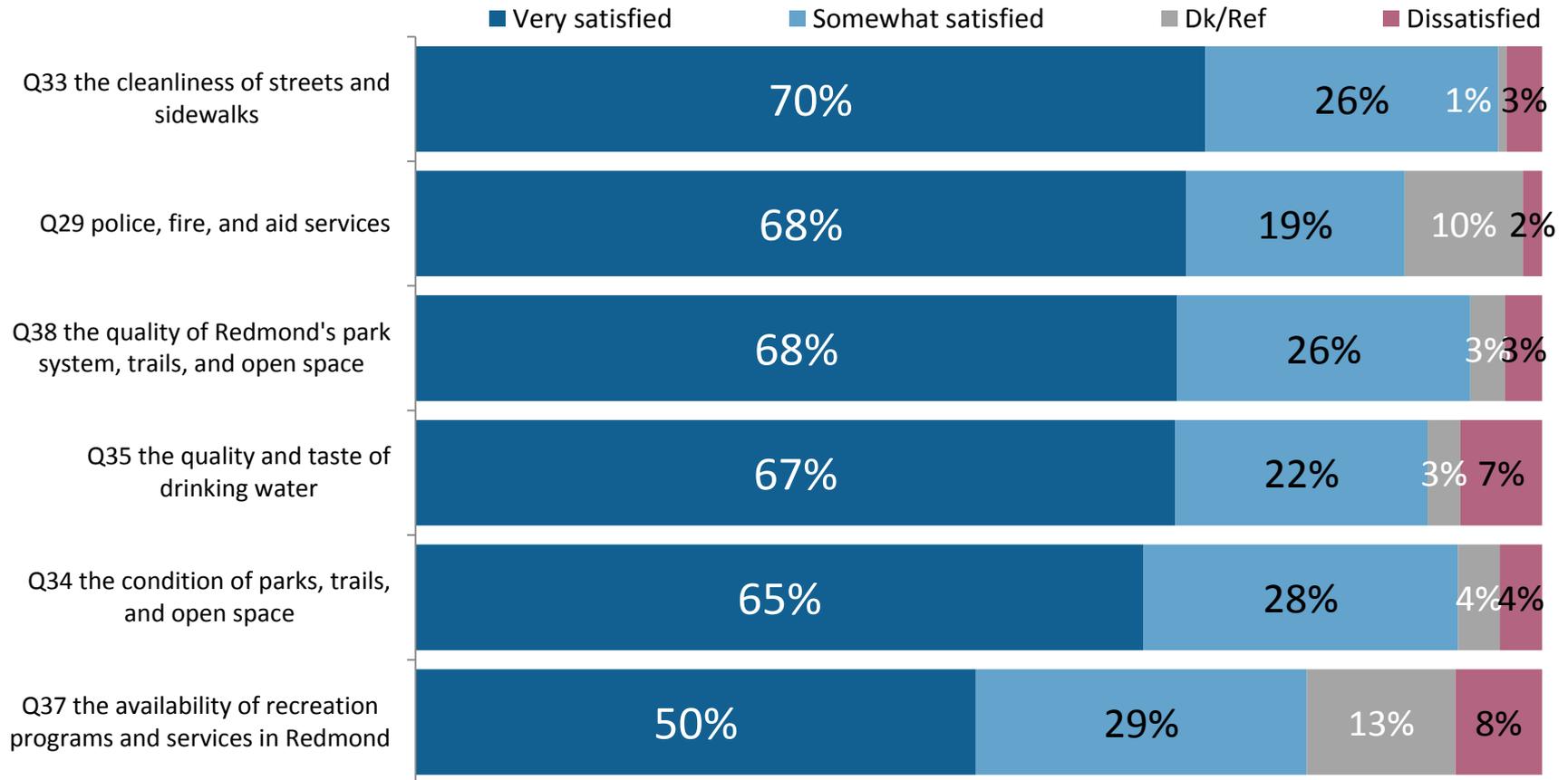
Priorities

Compared to the first set, these priorities are not nearly as important to voters

■ 10 - Highest Priority   ■ 9

Question	10	9	Total
Q18 maintaining parks, trails, and open space	14%	9%	22%
Q19 maintaining streets	13%	12%	25%
Q27 city $ to human service orgs like crisis counseling, emergency food & shelter, & ongoing support for those in need	13%	9%	22%
Q17 promoting traffic, bike, and pedestrian safety	13%	13%	26%
Q20 maintaining sidewalks, pedestrian paths, and bike paths	12%	11%	23%
Q24 attracting the right mix of new business to Redmond like restaurants, retail shops, and services	9%	7%	16%
Q22 expanding parks, adding more natural areas & additional amenities at City parks	9%	6%	15%
Q25 providing recreation programs for the community	7%	8%	15%

Q13-27. For each of the following items, please tell me how high a priority that item should be for the City of Redmond. Use a scale of 1 to 10 where 1 means the lowest priority and 10 means the highest priority. You can use any number from 1 through 10.
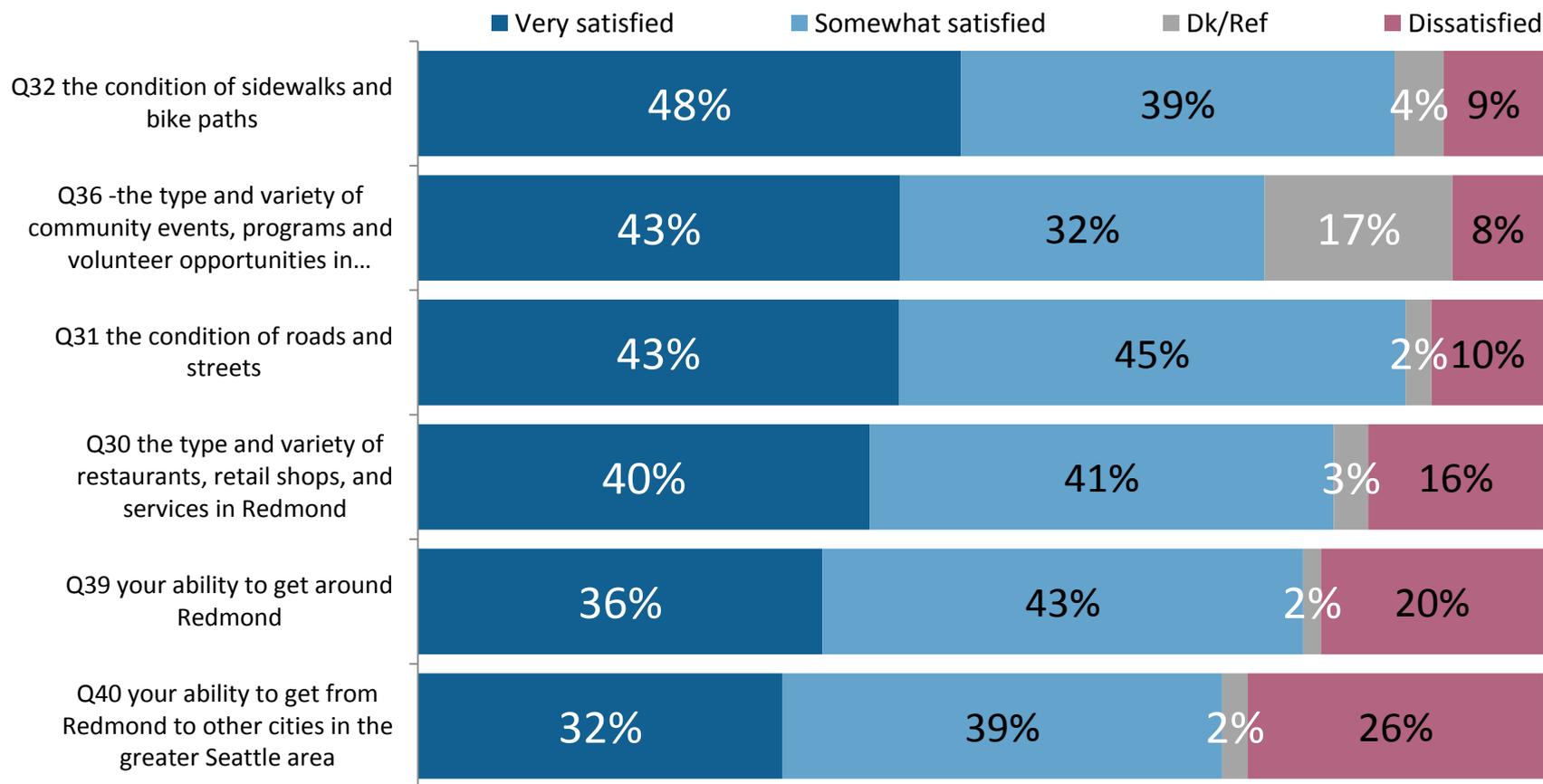
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Service Satisfaction

Legend: ■ Very satisfied ■ Somewhat satisfied ■ Dk/Ref ■ Dissatisfied

Item	Very satisfied	Somewhat satisfied	Dk/Ref	Dissatisfied
Q33 the cleanliness of streets and sidewalks	70%	26%	1%	3%
Q29 police, fire, and aid services	68%	19%	10%	2%
Q38 the quality of Redmond's park system, trails, and open space	68%	26%	3%	3%
Q35 the quality and taste of drinking water	67%	22%	3%	7%
Q34 the condition of parks, trails, and open space	65%	28%	4%	4%
Q37 the availability of recreation programs and services in Redmond	50%	29%	13%	8%

Q29-40. Now I'd like you to think about your level of satisfaction with some characteristics of Redmond, and some city services and programs. For each, you can say very satisfied, somewhat satisfied, somewhat dissatisfied, or very dissatisfied. If you don't know or it doesn't apply to you, please just say so.
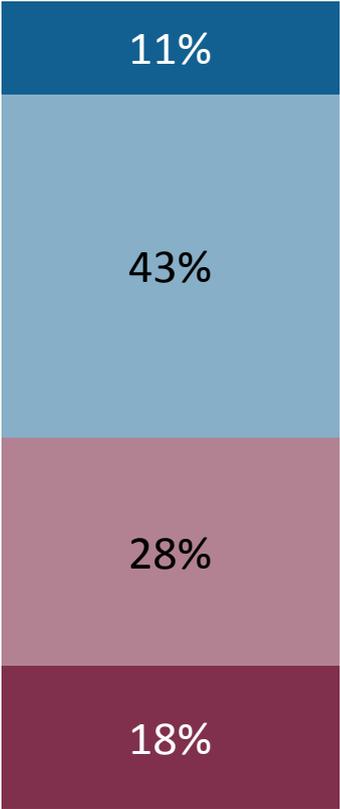
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Service Satisfaction

This second tier shows higher levels of dissatisfaction, but a strong majority are still satisfied with every item tested.

Legend: ■ Very satisfied ■ Somewhat satisfied ■ Dk/Ref ■ Dissatisfied

	Very satisfied	Somewhat satisfied	Dk/Ref	Dissatisfied
Q32 the condition of sidewalks and bike paths	48%	39%	4%	9%
Q36 -the type and variety of community events, programs and volunteer opportunities in…	43%	32%	17%	8%
Q31 the condition of roads and streets	43%	45%	2%	10%
Q30 the type and variety of restaurants, retail shops, and services in Redmond	40%	41%	3%	16%
Q39 your ability to get around Redmond	36%	43%	2%	20%
Q40 your ability to get from Redmond to other cities in the greater Seattle area	32%	39%	2%	26%

Q29-40. Now I'd like you to think about your level of satisfaction with some characteristics of Redmond, and some city services and programs. For each, you can say very satisfied, somewhat satisfied, somewhat dissatisfied, or very dissatisfied. If you don't know or it doesn't apply to you, please just say so.

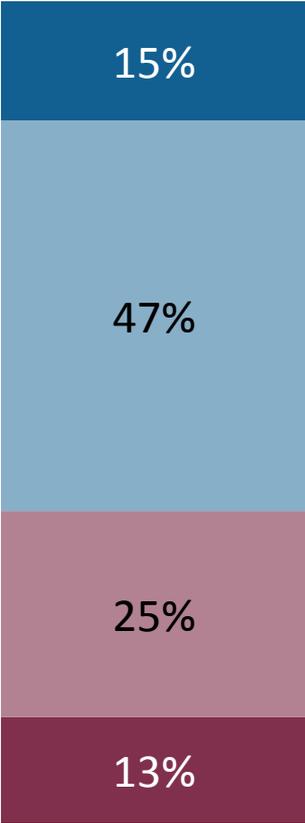EMC RESEARCH

Communication

- 11% ■ I follow what city government is doing very closely
- 43% ■ I follow some issues the city does but not others
- 28% ■ There are only a few things city government does that I pay attention to
- 18% ■ I pay almost no attention to what city government is doing

Q43 Which of the following is the best description of how closely you follow what the government of the City of Redmond is doing?
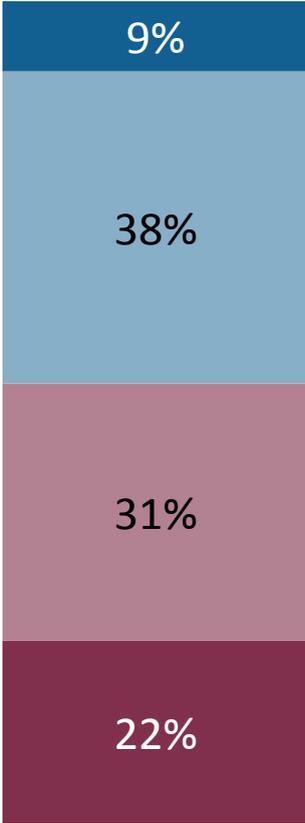
Communication

A solid core of one in ten pay attention to what the city is doing

15% — I follow what city government is doing very closely

47% — I follow some issues the city does but not others

25% — There are only a few things city government does that I pay attention to

13% — I pay almost no attention to what city government is doing

50 +

9%

38%

31%

22%

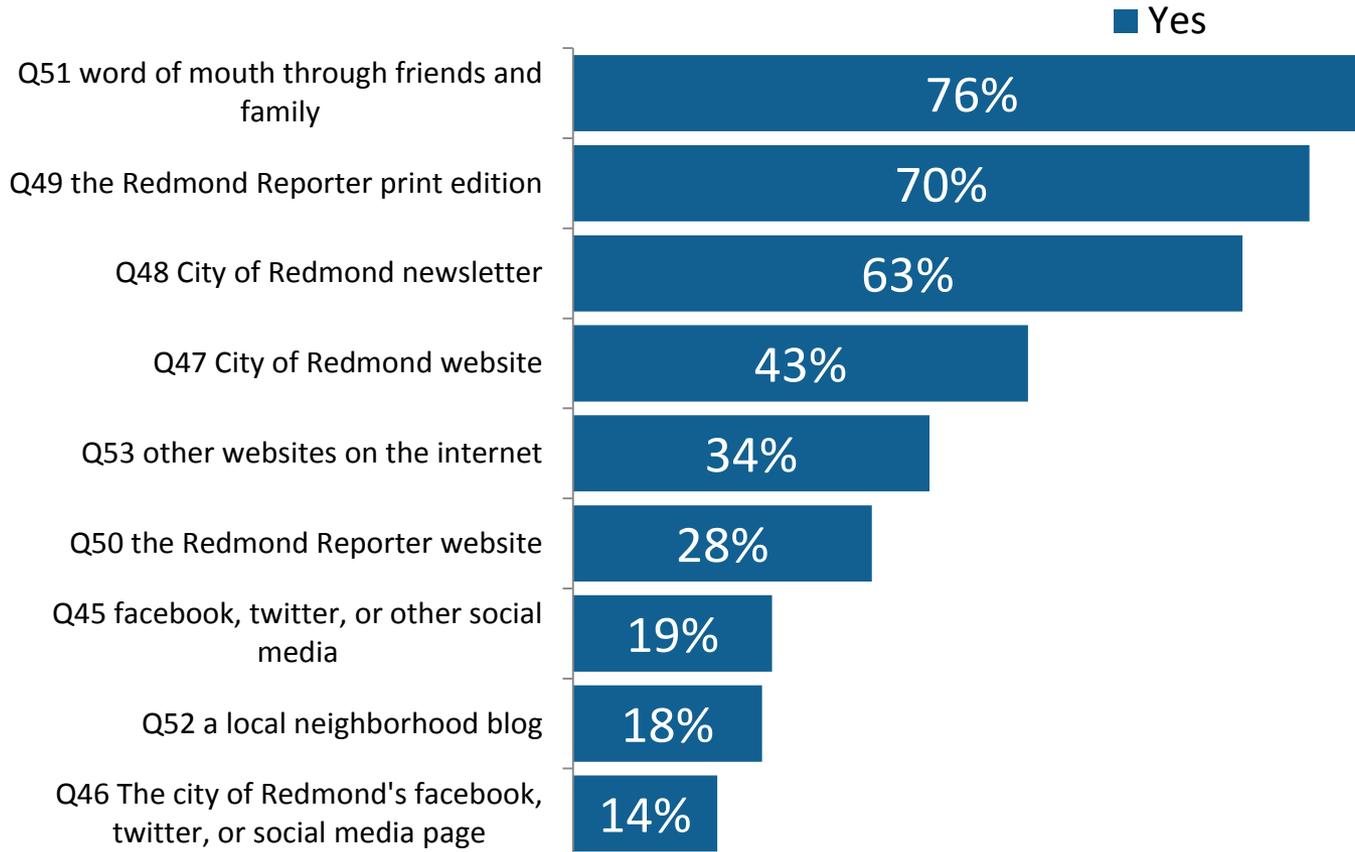**< 50**

Q43 Which of the following is the best description of how closely you follow what the government of the City of Redmond is doing?

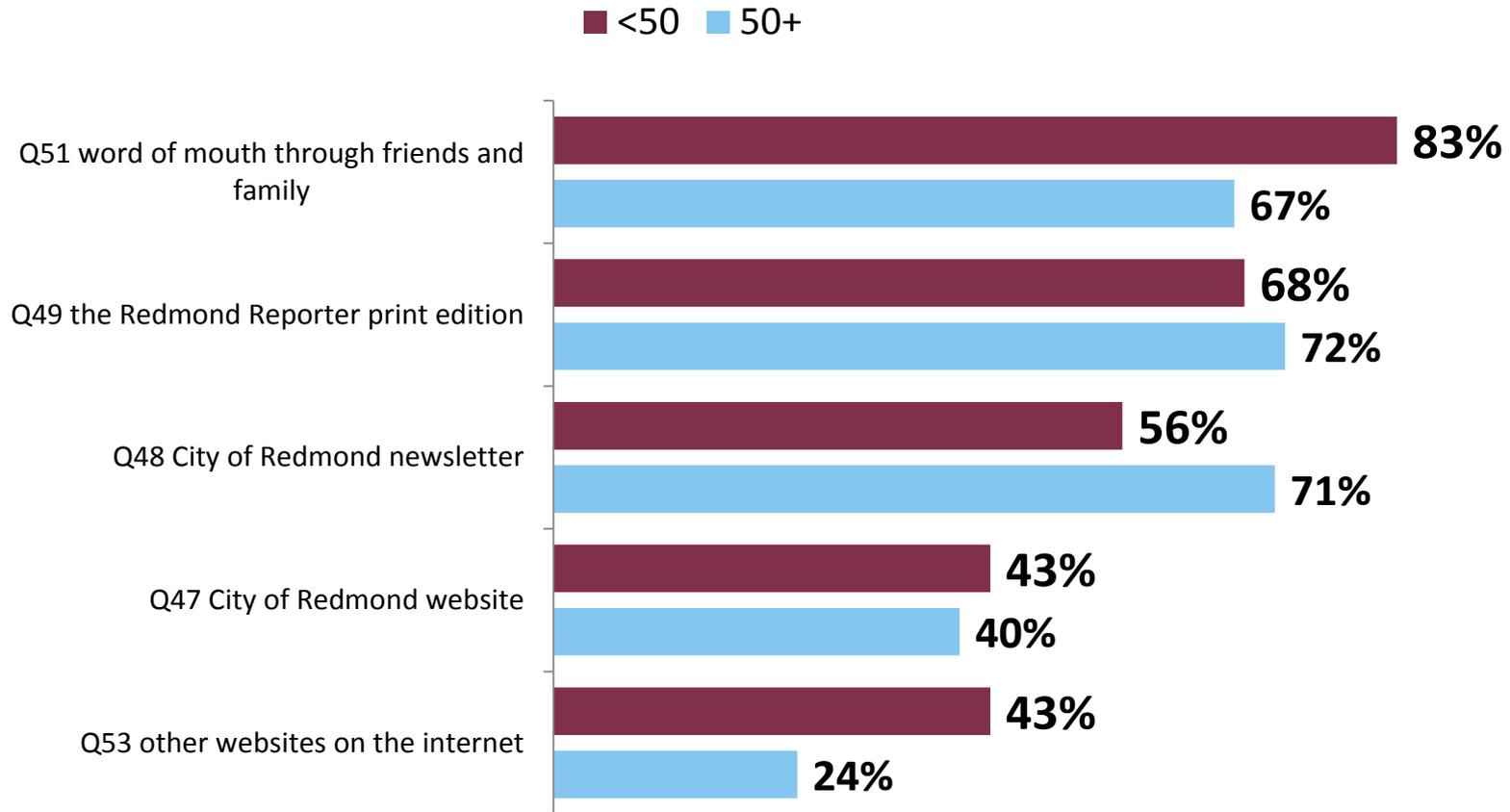EMC RESEARCH

How do you get information

Word of mouth, the Redmond Reporter, the City's newsletter, and the City's website are the most popular sources for getting information about what is happening in Redmond

■ Yes

Source	Yes
Q51 word of mouth through friends and family	76%
Q49 the Redmond Reporter print edition	70%
Q48 City of Redmond newsletter	63%
Q47 City of Redmond website	43%
Q53 other websites on the internet	34%
Q50 the Redmond Reporter website	28%
Q45 facebook, twitter, or other social media	19%
Q52 a local neighborhood blog	18%
Q46 The city of Redmond's facebook, twitter, or social media page	14%

Q45-53. I'd like to ask about a few sources you regularly use to hear about what Redmond City government is doing or to get information on news and events happening in Redmond. You can say yes or no for each one.

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How do you get information

Word of mouth, the Redmond Reporter, the City's newsletter, and the City's website are the most popular sources for getting information about what is happening in Redmond

■ <50   ■ 50+

Q51 word of mouth through friends and family
- <50: **83%**
- 50+: **67%**

Q49 the Redmond Reporter print edition
- <50: **68%**
- 50+: **72%**

Q48 City of Redmond newsletter
- <50: **56%**
- 50+: **71%**

Q47 City of Redmond website
- <50: **43%**
- 50+: **40%**

Q53 other websites on the internet
- <50: **43%**
- 50+: **24%**

Q45-53. I'd like to ask about a few sources you regularly use to hear about what Redmond City government is doing or to get information on news and events happening in Redmond. You can say yes or no for each one.

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Web Survey

▸ After the telephone survey was finished, a web survey was created. A link to the survey was posted on the City's website.

▸ The web survey was open from February 3 – March 10, 2014

▸ A total of 161 people participated in the survey.

▸ The results of the web survey are not projectable to a larger audience due to the fact that respondents are self-selecting.

Web Survey Findings

▸ The survey includes respondents who both live and work in Redmond.

▸ While percentages vary from question to question, the web survey results are generally consistent with the telephone survey findings with some exceptions.

▸ Web survey respondents rate Redmond's quality of life lower, while at the same time giving the City better ratings for its job performance.

▸ The importance of issue priorities for web respondents are similar to the results of the phone survey.

▸ Service and program satisfaction ratings are consistently lower among web respondents compared with the phone survey, though the order of most to least satisfied is virtually identical.