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City of Mercer Island

June 2012 Telephone Survey

Presentation of Results

Methodology



- This is the fifth biennial survey conducted by EMC Research for the City of Mercer Island to help the City evaluate its performance in a variety of service areas and to track changes in performance over time
- Telephone survey of registered voters in the City of Mercer Island
- Conducted June 24th – 28th, 2012 by trained, professional interviewers calling from a central, monitored location.
- 300 total interviews with an overall Margin of Error ± 5.7 points at the 95% confidence interval
- Results checked and weighted to accurately reflect the demographics of Mercer Island voters.
- Where appropriate, results have been compared with two most recent surveys (2008 & 2010). Previous surveys had a sample size of 400 interviews with a Margin of Error ± 4.9 points.

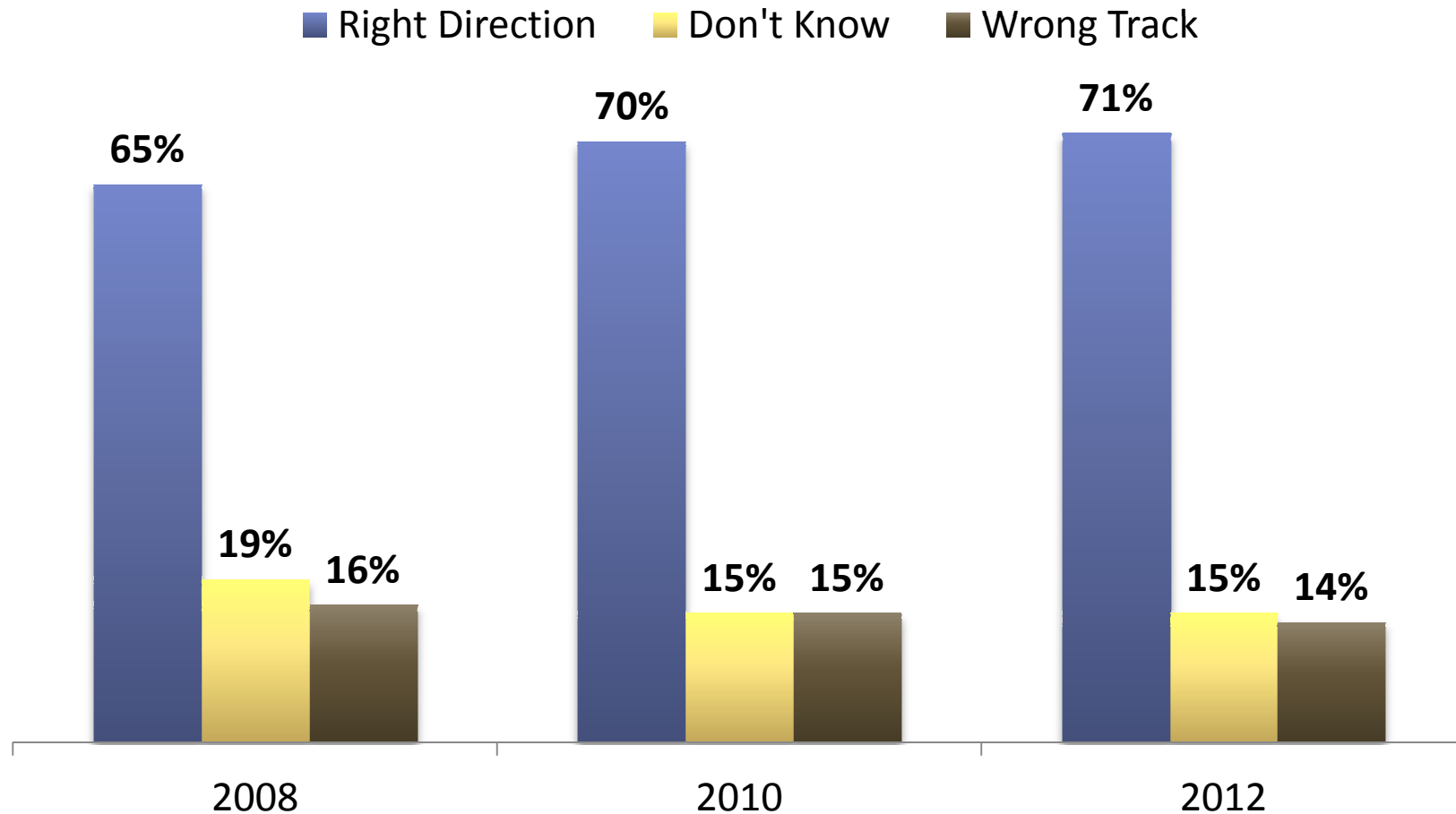
Please note that due to rounding, some percentages may not add up to exactly 100%.

City Ratings



City Direction

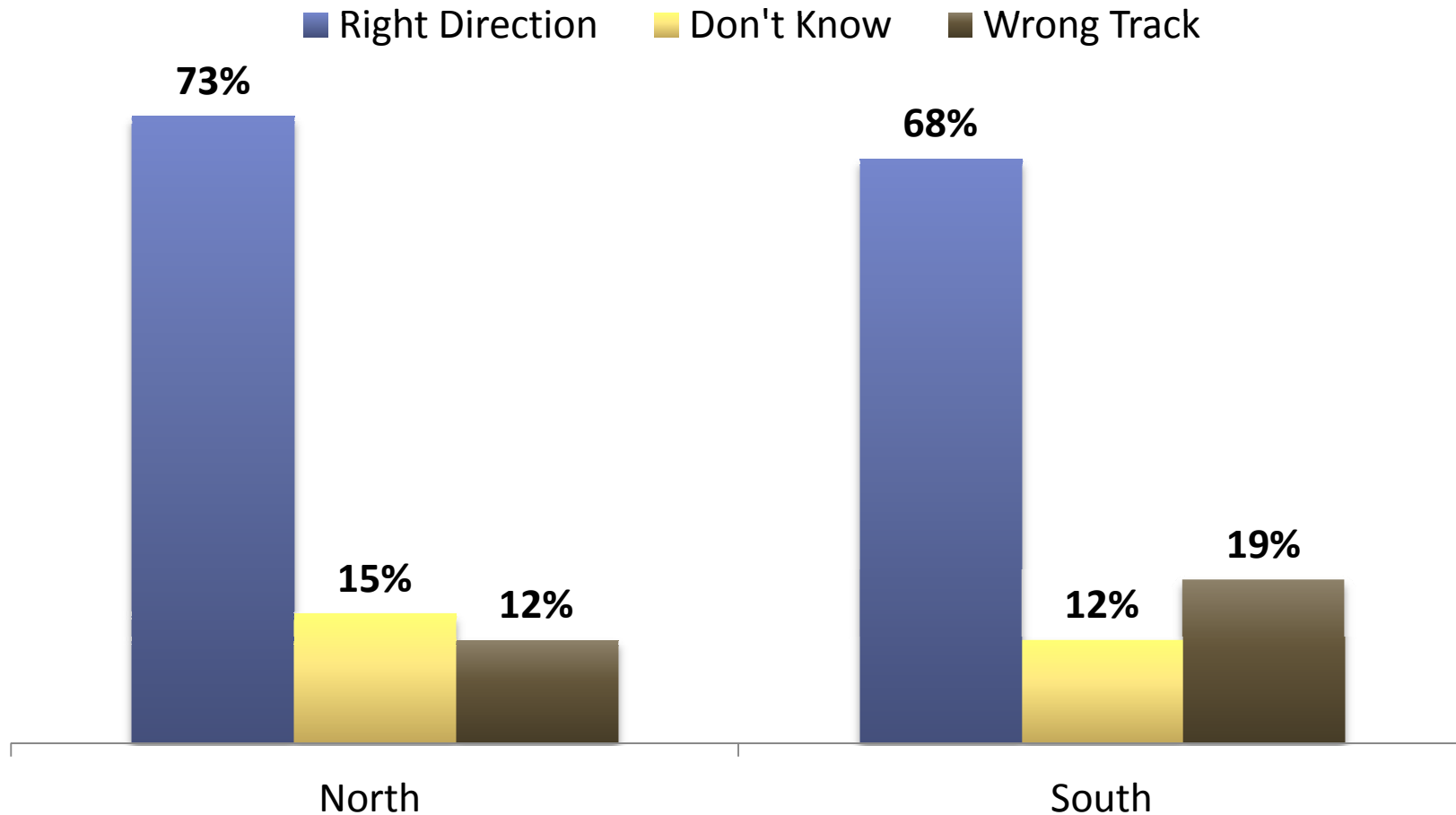
Q2. Do you feel things on Mercer Island are generally going in the right direction, or do you feel things have gotten pretty seriously off on the wrong track?



City Direction by Geography



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



Top of Mind Concerns



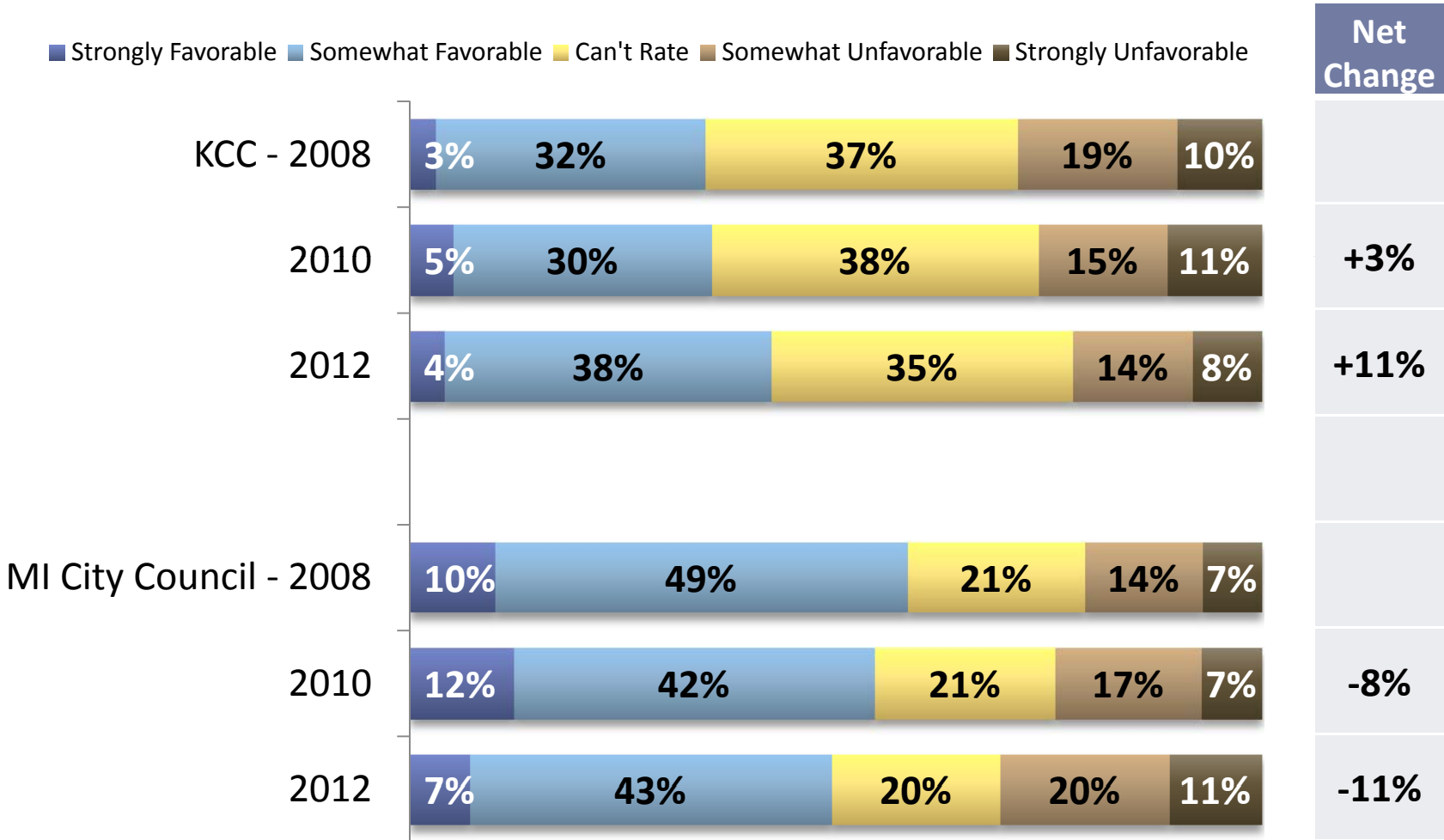
Q3. What do you think is the most important problem facing Mercer Island today?

	2008	2010	2012
Education/School Funding	9%	13%	29% ↑
Traffic/Transportation/Parking	26%	19%	14% ↓
Road Conditions/Highways/Infrastructure	2%	7%	7% ---
Overcrowding/Overdevelopment/Overbuilding	24%	11%	5% ↓
City Government/Council	3%	2%	5% ---
High Taxes/High Cost of Living	3%	6%	2% ↓
None	10%	10%	11% ---
Other	5%	8%	7% ---
Don't Know/Refused	9%	11%	10% ---

Council Favorable Ratings



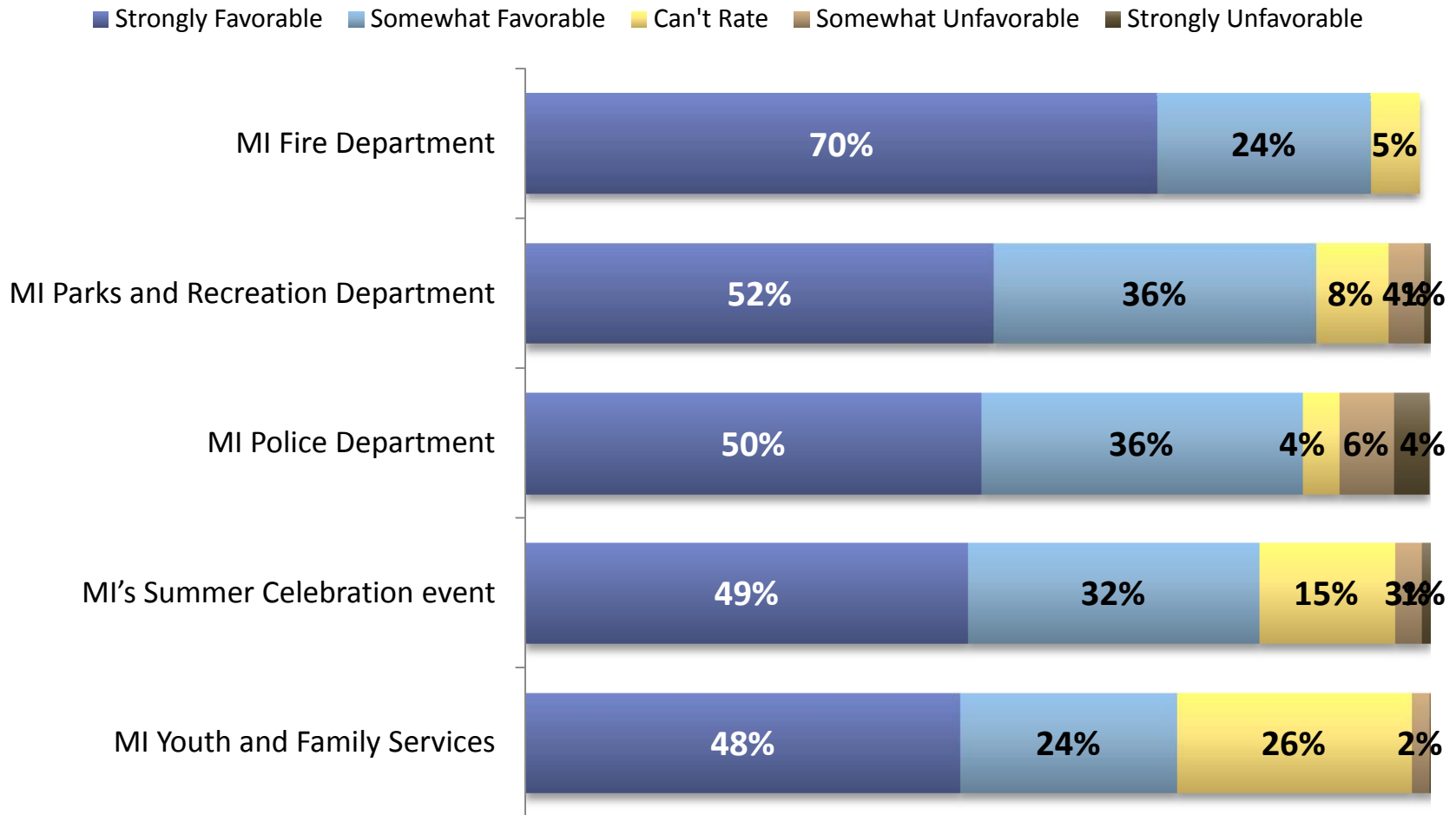
Q4-5. Please tell me if you have a strongly favorable, somewhat favorable, somewhat unfavorable or strongly unfavorable opinion of each of the following.



City Favorable Ratings



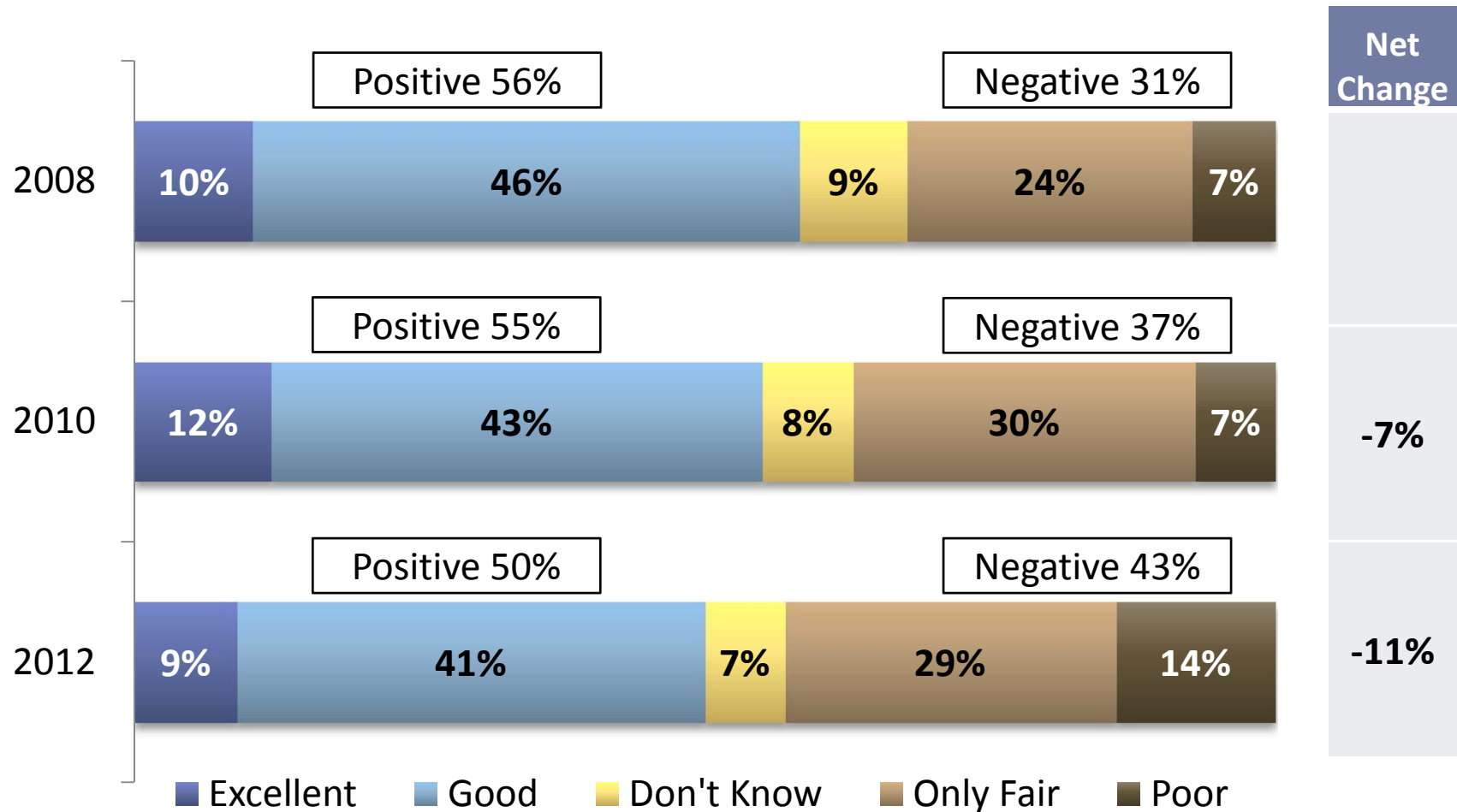
Q6-10. Please tell me if you have a strongly favorable, somewhat favorable, somewhat unfavorable or strongly unfavorable opinion of each of the following. If you have never heard of one please just say so.



City Use of Tax Dollars



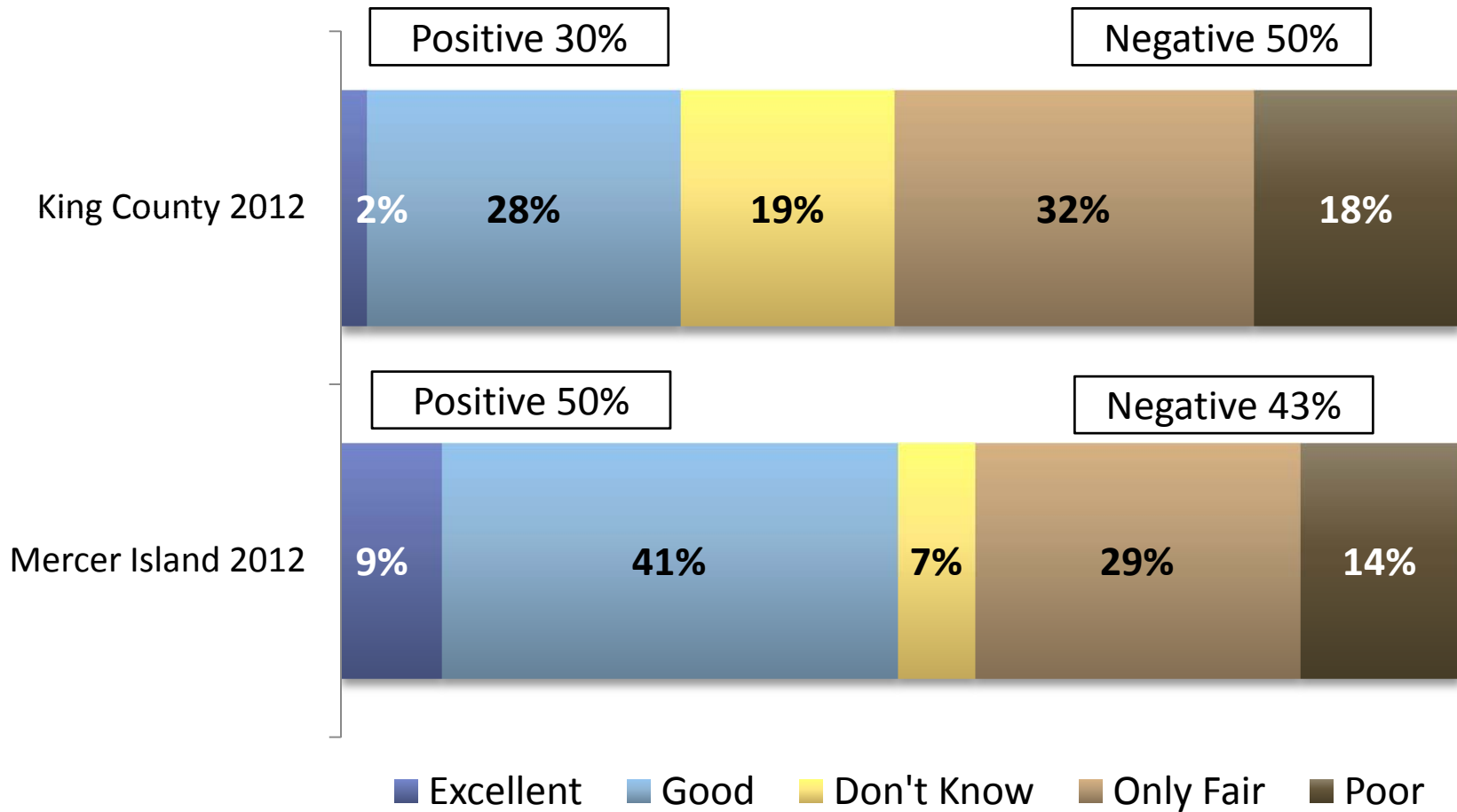
Q11. Using a scale of excellent, good, only fair, or poor, how would you rate the job the City of Mercer Island is doing using tax dollars responsibly?



Use of Tax Dollars: County vs. City



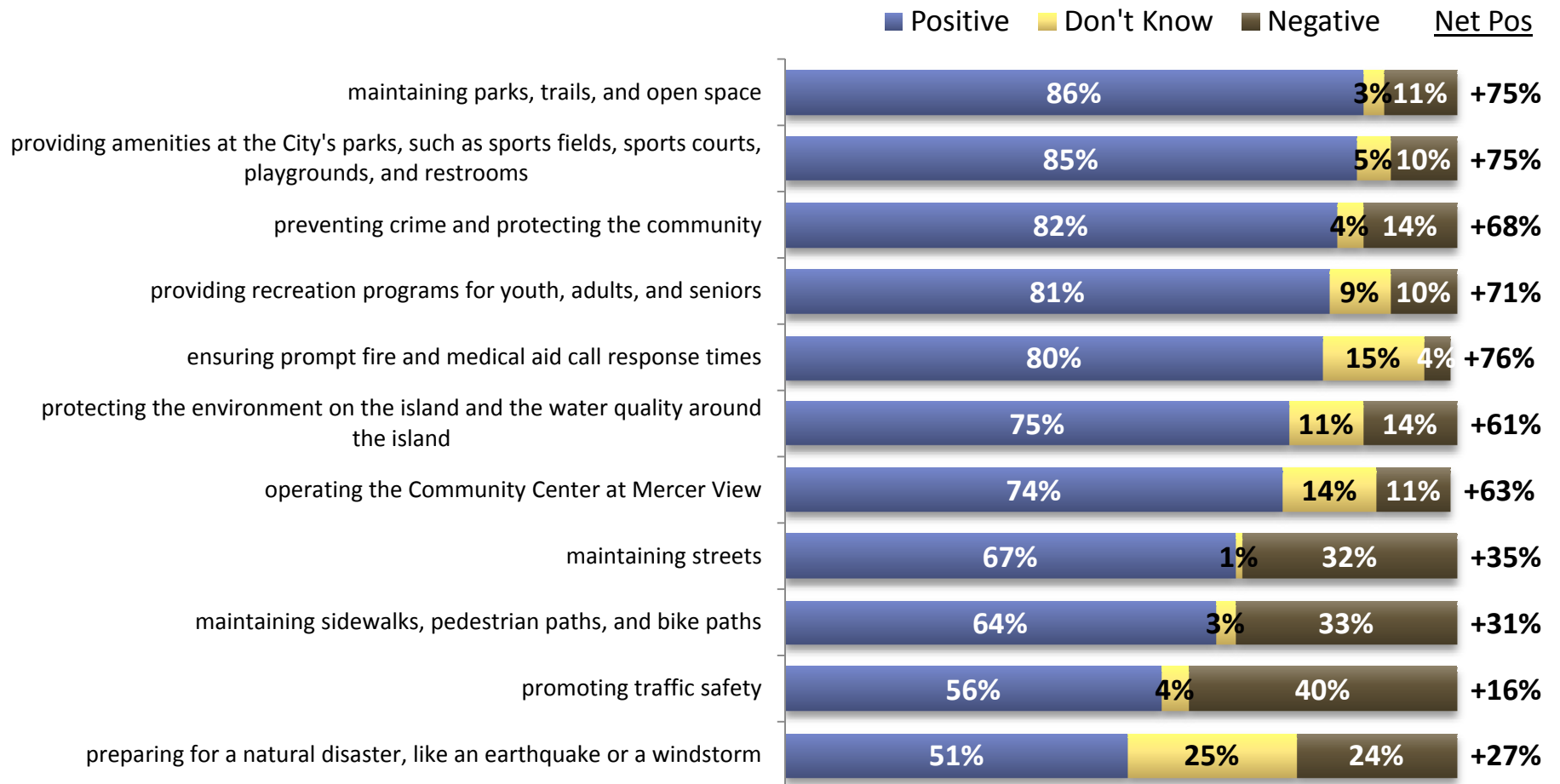
Q12. Using a scale of excellent, good, only fair, or poor, how would you rate the job King County is doing using tax dollars responsibly?



City Job Ratings



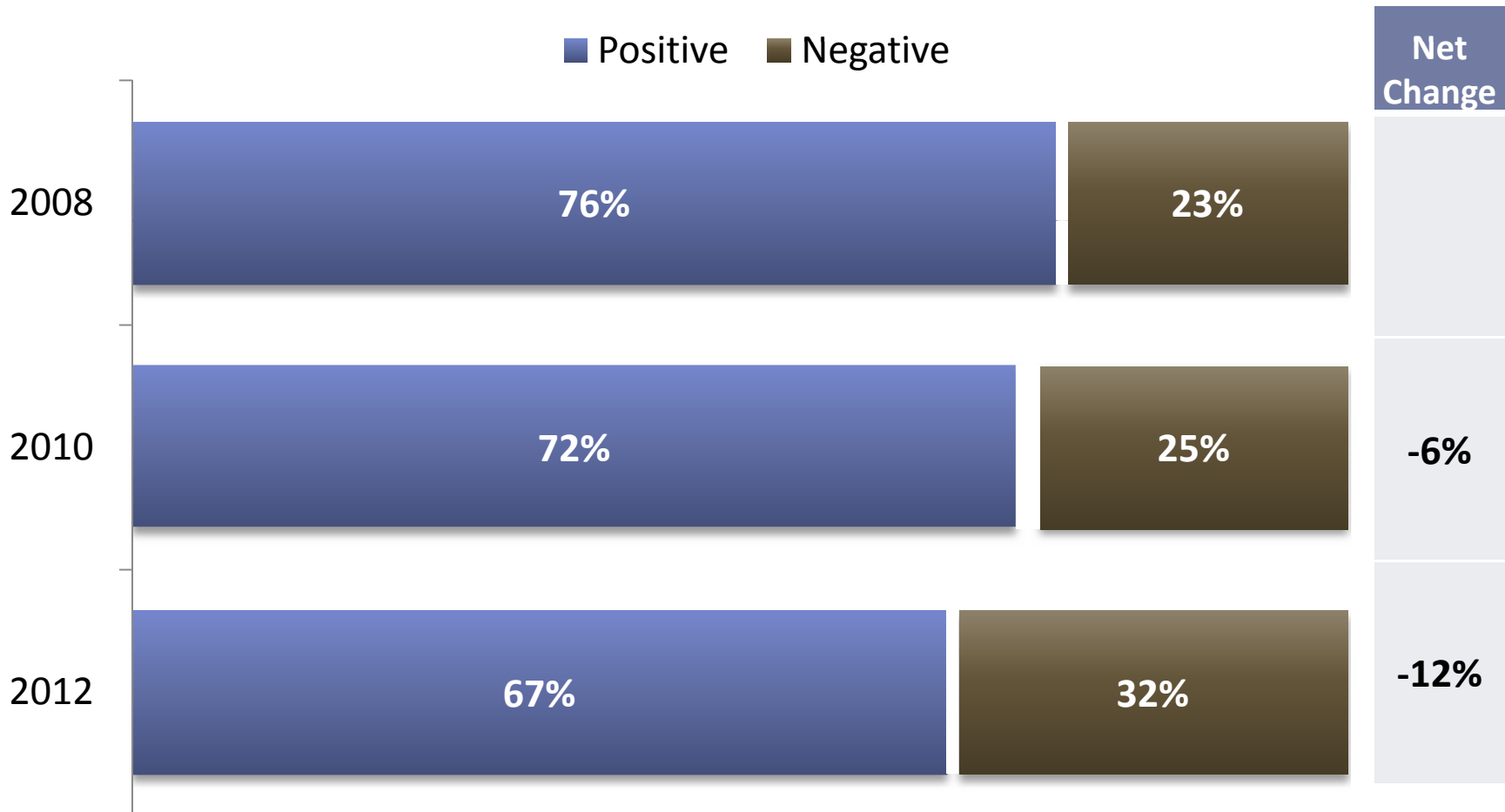
Q13-23. Using a scale of excellent, good, only fair, or poor, please rate the job the City of Mercer Island is doing



City Job Ratings: Maintaining Streets



Q17. Using a scale of excellent, good, only fair, or poor, please rate the job the City of Mercer Island is doing maintaining streets.

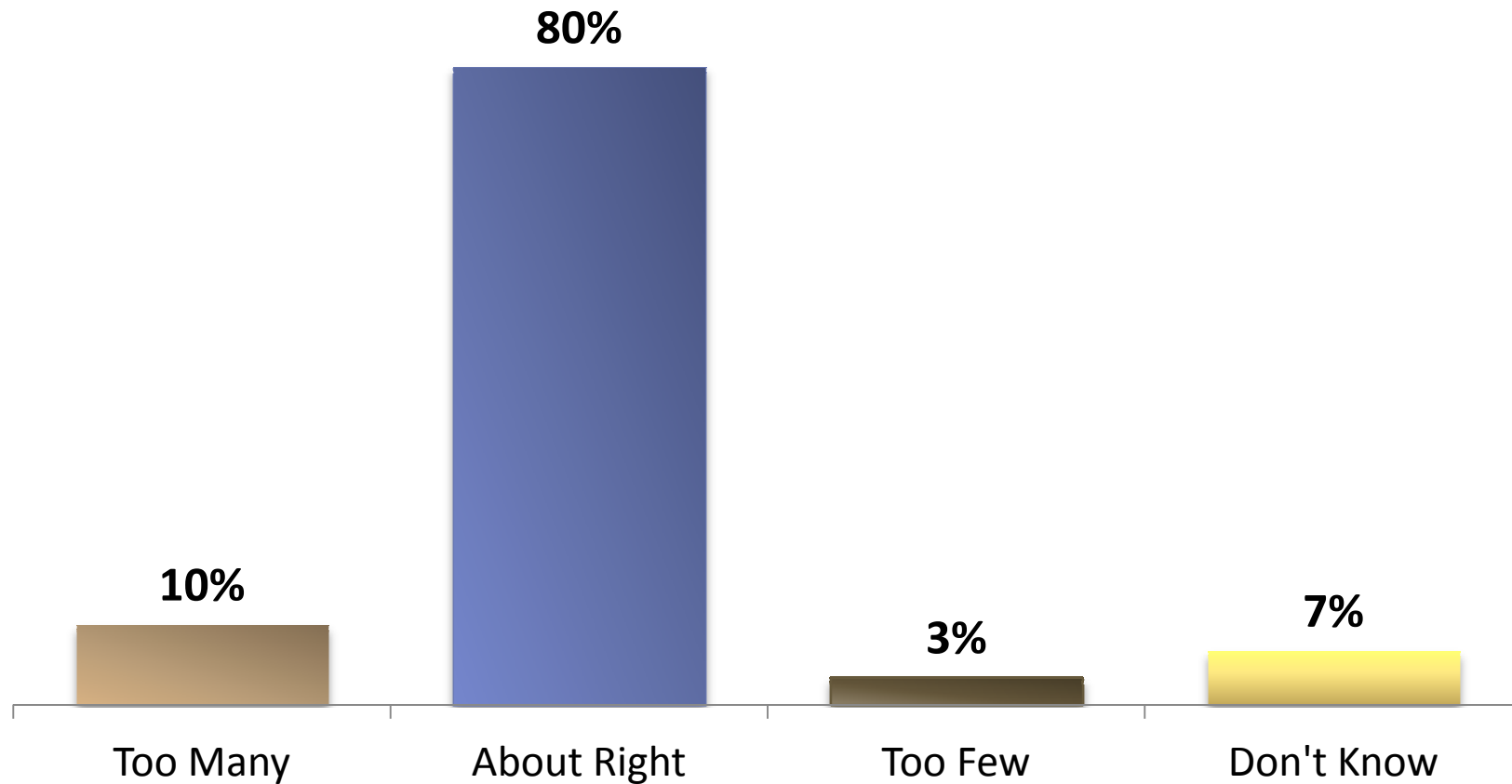


City Services



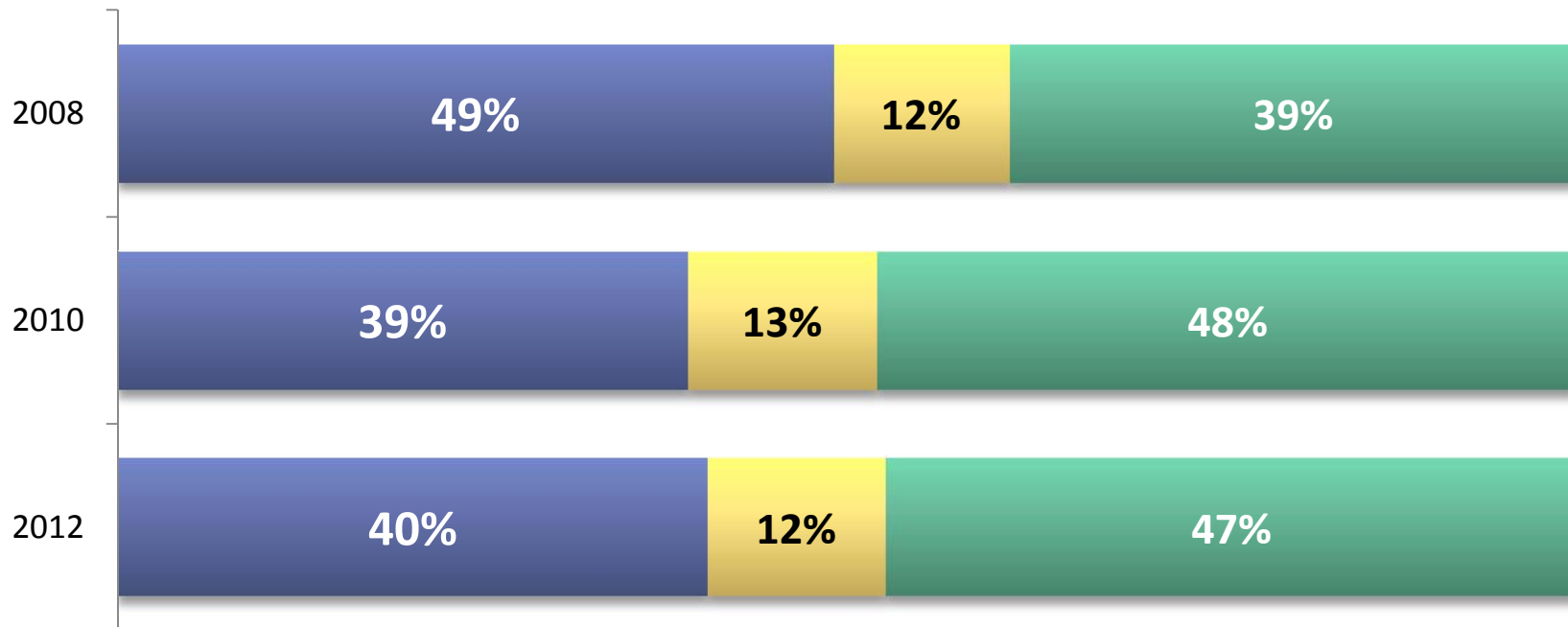
Amount of Services

Q24. And in terms of public services provided by the City of Mercer Island, do you think that overall the City provides too many services, too few services, or about the right amount of services?



Taxes and Services

Q25. If you had to choose only one, which of the following would you choose for the City of Mercer Island?
Would you choose to...



■ Increase taxes to maintain city services at current levels allowing for population growth and inflation

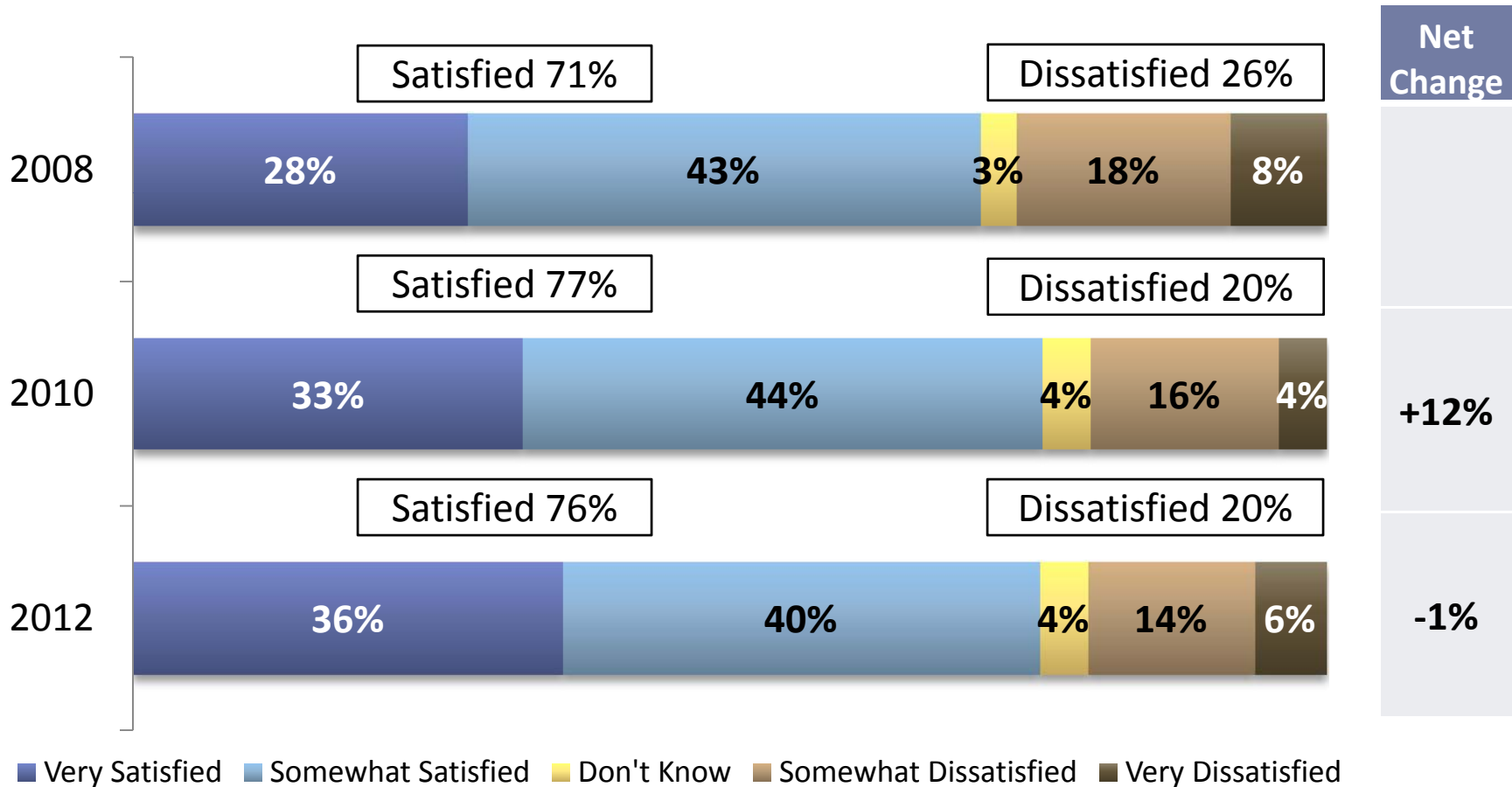
■ Other

■ Keep taxes the same, and cut services as needed when population growth and inflation outpace revenues

City's Town Center



Q26. Overall, how would you rate your satisfaction with the appearance and condition of the City's Town Center, would you say you are very satisfied, somewhat satisfied, somewhat dissatisfied, or very dissatisfied?



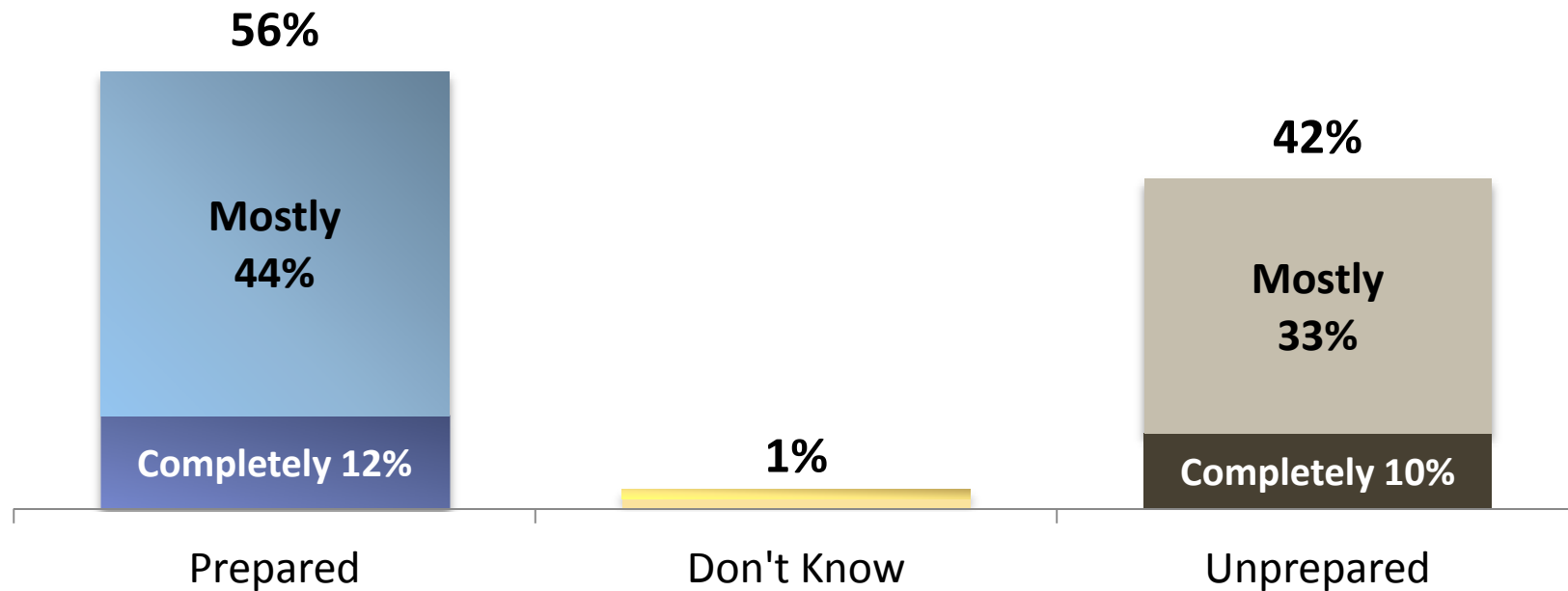
Emergency Preparedness and Information Sources



Earthquake Preparedness



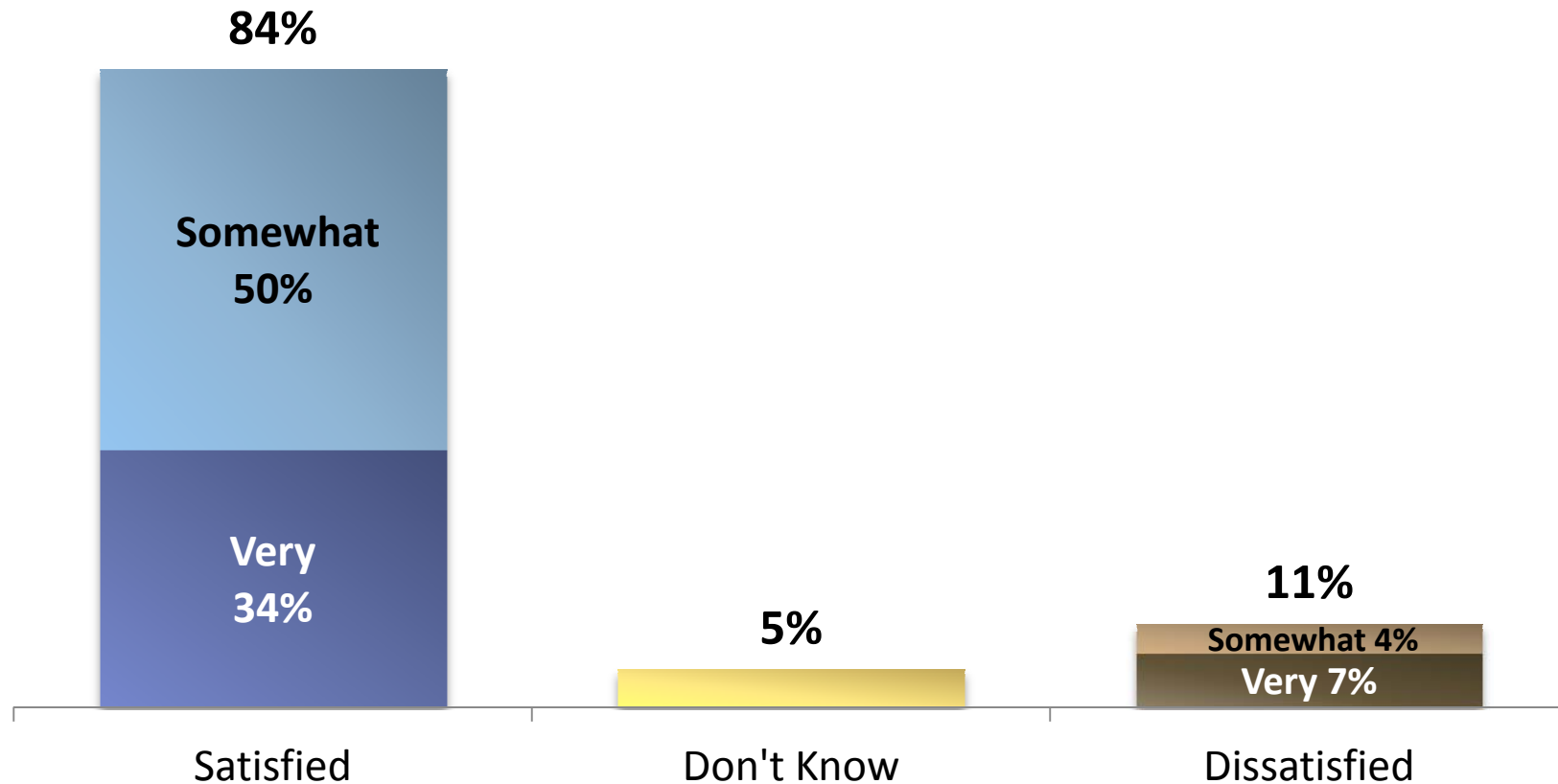
Q29. *If there were an earthquake, and your household lost power and access to the City's water system for seven days, how prepared would you say your household is to be completely self sustaining for this time period? Would you say you are...?*



Keeping Voters Informed



Q30. How satisfied are you with the City's efforts to keep you informed through printed and electronic newsletters, the City's website, and local news media? Would you say you are very satisfied, somewhat satisfied, somewhat dissatisfied, or very dissatisfied?



Conclusions



Key Findings



Outlook: Mercer Island voters continue to be overwhelmingly optimistic.

Nearly three-quarters of voters say things are heading in the right direction on the island (71%). Only 14% think things in the City are on the “wrong track.” As in previous years optimism is lower but still strongly positive among voters on the South End.

Important Problem: Education has replaced traffic/parking as top concern

In open ended question; education mentions has more than tripled since 2008 (9% to 13% to 29%). Concerns about traffic and parking have been cut in half since 2008 (26% to 19% to 14%) and concerns about overdevelopment and overcrowding continue to decrease dramatically, dropping from 24% to 11% to 5% over the last 3 surveys.

Favorables: The favorable rating for the MI City Council remains strong

Though the favorable rating is still positive, (50% Favorable / 31% Unfavorable) the rating has been consistently declining despite broad overall satisfaction with the direction of the City. Other Mercer Island departments and programs continue to be viewed very favorably by voters with little change in ratings since 2010.

Key Findings



Job Ratings: Ratings still positive but some declines.

A majority continue to give a positive rating to the job the City does using tax dollars responsibly” (50% Pos / 43% Neg), but this rating has steadily declined since 2008. Other ratings continue to be positive and unchanged since 2010, with the exception of “maintaining streets” which decreased 12 points since 2010.

Services and Taxes: Consistent Services, slight edge to cut services

An strong majority (80%) continue to say that the City provides the right amount of services, and voters slightly prefer keeping taxes the same and cutting services as needed (47%) to increasing taxes to maintain current service levels (40%).

Town Center: Ratings strongest tested

Satisfaction with the City’s town center has grown stronger each time it has been tested.

Earthquake Preparedness: Unchanged since 2008 (56% Prepared)

Voters Overwhelmingly Satisfied with City Informational Efforts

Demographics



Demographic Information

