



MARKET  
& OPINION  
RESEARCH  
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**Telephone Survey in the City of Mercer Island**  
**n=304, Margin of Error = ± 5.7 Points**  
**Conducted April 6<sup>th</sup> - 9<sup>th</sup>, 2014**  
**EMC Research #14-5209**

When applicable, results are compared to previous Mercer Island budget surveys

N	MoE	Job Number	Field Dates
300	± 5.7%	12-4663	June 24 <sup>th</sup> - 28 <sup>th</sup> , 2012
400	± 4.9%	10-4219	February 23 <sup>rd</sup> - 27 <sup>th</sup> , 2010
400	± 4.9%	08-3803	January 24 <sup>th</sup> - 28 <sup>th</sup> , 2008

Hello, my name is \_\_\_\_\_. May I speak to **(NAME ON LIST)**. Hello, my name is \_\_\_\_\_ and I'm taking a survey for EMC Research. We're trying to find out how people on Mercer Island feel about some of the issues facing them. This is not a sales call, and your answers will remain completely anonymous.

1. Gender **[RECORD BY OBSERVATION]**

	2014	2012	2010	2008
Male	47%	47%	47%	47%
Female	53%	53%	53%	53%

2. 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?

Right direction	74%	71%	70%	65%
Wrong track	11%	15%	15%	16%
(Don't know)	14%	14%	15%	19%

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

**[RECORD ONE RESPONSE ONLY]**

Tolling	23%	<1%	--	--
Education/School Funding	19%	29%	13%	9%
Traffic/Transportation/Parking	14%	14%	19%	26%
Overcrowding/Overdevelopment/Overbuilding	10%	5%	11%	24%
High Taxes/High Cost of Living	2%	2%	6%	3%
Public Safety/Crime	2%	2%	1%	--
City Government/Council	2%	5%	2%	3%
Lack of Affordable Housing	1%	2%	1%	3%
Budget/Finances/Overspending	1%	2%	2%	--
Environment/Preserving Parks/Open Space	1%	--	--	3%
Road Conditions/Highways/Infrastructure	1%	8%	7%	2%
None/ DK/ Refused	17%	21%	21%	19%
Other	7%	7%	8%	5%

Using a scale of excellent, good, only fair, or poor, how would you rate... [INSERT Qx]  
[RANDOMIZE]

	Excellent	Good	Only Fair	Poor	(Don't know)	Positive	Negative
4. The job King County is doing using tax dollars responsibly							
2014	3%	35%	33%	13%	16%	38%	46%
2012	2%	29%	31%	18%	20%	31%	49%
2010	3%	25%	34%	26%	13%	28%	60%
2008	2%	26%	37%	21%	14%	28%	58%
5. The job the city of Mercer Island is doing using tax dollars responsibly							
2014	11%	55%	24%	3%	7%	66%	27%
2012	8%	41%	29%	14%	7%	49%	43%
2010	12%	43%	30%	7%	8%	55%	37%
2008	10%	46%	28%	7%	9%	56%	35%

[END RANDOMIZE]

Using a scale of excellent, good, only fair, or poor, please rate the job the city of Mercer Island is doing... [INSERT Qx]  
[AFTER EACH UNTIL UNDERSTOOD: "Would you say the city of Mercer Island is doing an excellent, good, only fair, or poor job..."]

[RANDOMIZE]

6. Maintaining parks, trails, and open space							
2014	42%	46%	6%	3%	3%	88%	9%
2012	38%	48%	10%	1%	3%	86%	11%
2010	40%	50%	6%	3%	2%	90%	9%
2008	38%	48%	9%	1%	4%	86%	10%
7. Maintaining streets							
2014	22%	53%	19%	5%	1%	75%	24%
2012	16%	51%	22%	10%	1%	67%	32%
2010	21%	51%	22%	3%	2%	72%	25%
2008	23%	53%	19%	4%	1%	76%	23%
8. Maintaining sidewalks, pedestrian paths, and bike paths							
2014	23%	49%	17%	8%	3%	72%	25%
2012	17%	48%	22%	10%	3%	65%	32%
2010	21%	44%	21%	10%	4%	65%	31%
2008	22%	44%	20%	9%	6%	66%	29%
9. Providing recreation programs for youth, adults, and seniors							
2014	35%	46%	7%	4%	8%	81%	11%
2012	33%	48%	9%	1%	10%	81%	10%
2010	25%	49%	11%	3%	12%	74%	14%
2008	34%	45%	7%	1%	12%	79%	8%
10. Protecting the environment on the island and the water quality around the island							
2014	25%	47%	14%	5%	9%	72%	19%
2012	27%	48%	11%	3%	11%	75%	14%
2010	36%	46%	8%	2%	8%	82%	10%
2008	25%	47%	11%	4%	14%	72%	15%

	Excellent	Good	Only Fair	Poor	(Don't know)	Positive	Negative
11. Ensuring prompt fire and medical aid call response times							
2014	47%	37%	3%	1%	12%	84%	4%
2012	48%	32%	4%	1%	16%	80%	5%
2010	48%	33%	3%	0%	16%	81%	3%
2008	52%	22%	2%	--	24%	74%	2%
12. Operating the Mercer Island Community and Event Center							
2014	36%	38%	9%	1%	16%	74%	10%
2012	35%	40%	10%	2%	14%	75%	12%
2010	39%	35%	7%	2%	18%	74%	9%
2008	42%	33%	6%	1%	18%	75%	7%
13. Preventing crime and protecting the community							
2014	34%	51%	10%	2%	3%	85%	12%
2012	31%	50%	13%	2%	4%	81%	15%
2010	32%	51%	11%	1%	5%	83%	12%
2008	37%	46%	8%	1%	7%	83%	9%
14. Promoting traffic safety							
2014	25%	47%	20%	4%	4%	72%	24%
2012	14%	42%	26%	14%	5%	56%	40%
2010	14%	41%	27%	11%	7%	55%	38%
2008	16%	46%	22%	10%	6%	62%	32%
15. Providing amenities at the City's parks, such as sports fields, sports courts, playgrounds, and restrooms							
2014	43%	43%	6%	2%	6%	86%	8%
2012	39%	46%	9%	1%	5%	85%	10%

[END RANDOMIZE]

16. 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?							
		<b>2014</b>	<b>2012</b>	<b>2010</b>	<b>2008</b>		
Too Many		4%	11%	7%	5%		
About Right		85%	79%	81%	83%		
Too Few		4%	3%	3%	6%		
(Don't Know)		6%	7%	9%	5%		
(Refused)		1%	0%	0%	1%		
17. Moving on, overall how would you rate your satisfaction with the City's Town Center, would you say you are very satisfied, somewhat satisfied, somewhat dissatisfied, or very dissatisfied?							
Very Satisfied		22%	36%	33%	28%		
Somewhat Satisfied		49%	40%	44%	43%		
Somewhat Dissatisfied		20%	14%	16%	18%		
Very Dissatisfied		7%	6%	4%	8%		
(Don't Know/Can't Rate)		2%	4%	4%	3%		

18. If you could make one improvement to the City’s town center, what would it be?

**[ACCEPT ONE RESPONSE]**

Increase Parking	22%
Stop building /overdevelopment	11%
More businesses/ stores	9%
More Restaurants	8%
Pedestrian safety/ accommodations	7%
Beautification	5%
Manage Traffic	3%
Add Performing Arts Center	2%
Too many/ Too few - Stop lights/ Traffic lights	2%
Stop overcrowding	2%
None	12%
Other	8%
Don't Know/Refused	10%

19. Please tell me if you agree or disagree with the following statement. Mercer Island needs a public gathering place such as a public plaza near the Town Center that would serve as the symbolic heart of the City. **(IF AGREE: Would that be strongly or somewhat agree? IF DISAGREE: Would that be strongly or somewhat disagree?)**

Strongly Agree	19%
Somewhat Agree	24%
Somewhat Disagree	26%
Strongly Disagree	22%
No Opinion/ (Don’t Know)	8%
(Refused)	0%

20. A citizens group is currently leading an effort to build a Center for the Arts at the former recycling center next to Mercerdale Park. The City has made a preliminary commitment of land for this Center and some say the site should include a public gathering space. Others say a public gathering space should be built further north in the town center. Which of the following options do you prefer the most? **[ACCEPT ONE RESPONSE]**

A public gathering space located next to Mercerdale Park	44%
A public gathering space located further north in the town center	24%
(Neither Option)	13%
(Both Options)	4%
(Something Else)	3%
(Don’t Know/ Not Sure)	12%

**(IF Q20=3 OR 5 ASK FOLLOWUP Q21)**

21. Why would you say that? (n=53, MoE= ±13.4%) [ACCEPT ONE RESPONSE]

We don't need it	46%
We have one/enough already	27%
It's too crowded/congested/not enough space	10%
None	2%
Other	13%
Don't Know/Refused	3%

**(RESUME ASKING EVERYONE)**

The City has launched a sustainability program that includes the installation of electric vehicle charging stations at City Hall and a solar array at the Community Center to reduce the carbon footprint of the entire community. Over the next two years, how likely is your household to do each of the following? How likely are you to *(Insert Qx)...*?

[PROMPT AFTER: Would you say that you are Very Likely, Somewhat Likely, Not likely to...?]

[RANDOMIZE]

	Very Likely	Somewhat Likely	Not Likely	(Don't Know)	Likely	Unlikely
22. Participate in Puget Sound Energy's "Green Power" program in the next two years	24%	27%	37%	12%	51%	37%
23. Purchase a hybrid or electric vehicle in the next two years	15%	24%	60%	2%	38%	60%
24. Explore using carpools or vanpools to work in the next two years	8%	13%	73%	6%	21%	73%
25. Install solar panels at your home in the next two years	3%	7%	84%	6%	10%	84%

[END RANDOMIZE]

26. Moving on, I'd like to ask you about your personal safety. Using a scale of one to seven, where 1 is completely unsafe and 7 is completely safe, how you would rate your feeling walking alone in your neighborhood. You can use any number on the scale.

	1 Completely unsafe	2	3	4	5	6	7 Completely Safe	(Don't know)	Mean
<b>2014</b>	0%	1%	1%	3%	8%	23%	64%	1%	<b>6.45</b>
<b>2012</b>	1%	0%	0%	3%	9%	20%	65%	2%	<b>6.46</b>
<b>2010</b>	0%	1%	0%	3%	8%	23%	63%	3%	<b>6.45</b>
<b>2008</b>	0%	0%	1%	3%	8%	23%	63%	1%	<b>6.46</b>

27. 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 completely prepared, mostly prepared, mostly unprepared, or completely unprepared?

	2014	2012	2010	2008
Completely Prepared	12%	12%	12%	12%
Mostly Prepared	47%	44%	44%	46%
Mostly Unprepared	31%	33%	33%	31%
Completely Unprepared	6%	10%	10%	10%
(Don't Know)	4%	1%	1%	2%

28. The City tries to keep residents informed through a weekly electronic newsletter, the City website, and the Mercer Island Reporter. How could the City improve its communications efforts with you?**[ACCEPT ONE RESPONSE]**

Satisfied the way it is	22%
Email	9%
Newsletter/Newspaper	6%
Text Message	5%
Direct Mail	4%
Make the Reporter better	4%
Social Media; Twitter, Facebook	3%
Public Announcement/Meeting	2%
No contact/None/Nothing	24%
Other	5%
Don't Know/Refused	14%

29. Finally for statistical purposes only, what year were you born? **[RECORD YEAR - VALID RANGE: 1900-1996: TERMINATE >= 1996] [IF "Refused" ==> "Would you say you are..." READ RESPONSES IN Q29]**

30. **[AGE - CODE AGE FROM PREVIOUS QUESTION]**

	<b>2014</b>	<b>2012</b>	<b>2010</b>	<b>2008</b>
18-24	1%	1%	1%	1%
25-34	4%	4%	5%	4%
35-44	15%	15%	16%	15%
45-59	34%	34%	33%	34%
60+	46%	46%	45%	46%

**THANK YOU!**