Telephone Survey in the City of Mercer Island
n=304, Margin of Error = ± 5.7 Points
Conducted April 6th - 9th, 2014
EMC Research #14-5209

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

<table>
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<th>MoE</th>
<th>Job Number</th>
<th>Field Dates</th>
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<td>June 24th - 28th, 2012</td>
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<tr>
<td>400</td>
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<td>10-4219</td>
<td>February 23rd - 27th, 2010</td>
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<td>08-3803</td>
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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]

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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% (2014), 71% (2012), 70% (2010), 65% (2008)
- (Don't know): 14% (2014), 14% (2012), 15% (2010), 19% (2008)

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

[RECORD ONE RESPONSE ONLY]

- Education/School Funding: 19% (2014), 29% (2012), 13% (2010), 9% (2008)
- Road Conditions/Highways/Infrastructure: 1% (2014), 8% (2012), 7% (2010), 2% (2008)

- Other: 7% (2014), 7% (2012), 8% (2010), 5% (2008)
Using a scale of excellent, good, only fair, or poor, how would you rate... [INSERT Qx]

[END RANDOMIZE]

4. The job King County is doing using tax dollars responsibly

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<thead>
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5. The job the city of Mercer Island is doing using tax dollars responsibly

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</table>

[END RANDOMIZE]

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

[After each until understood: “Would you say the city of Mercer Island is doing an excellent, good, only fair, or poor job...”]

6. Maintaining parks, trails, and open space

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<th></th>
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7. Maintaining streets

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8. Maintaining sidewalks, pedestrian paths, and bike paths

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9. Providing recreation programs for youth, adults, and seniors

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10. Protecting the environment on the island and the water quality around the island

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11. Ensuring prompt fire and medical aid call response times

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12. Operating the Mercer Island Community and Event Center

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13. Preventing crime and protecting the community

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14. Promoting traffic safety

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<td>62%</td>
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15. Providing amenities at the City's parks, such as sports fields, sports courts, playgrounds, and restrooms

<table>
<thead>
<tr>
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<th>Good</th>
<th>Only Fair</th>
<th>Poor</th>
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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?

<table>
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<th>Too Many</th>
<th>About Right</th>
<th>Too Few</th>
<th>(Don’t Know)</th>
<th>(Refused)</th>
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<td>85%</td>
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<td>81%</td>
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<td>2008</td>
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<td>83%</td>
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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?

<table>
<thead>
<tr>
<th>Year</th>
<th>Very Satisfied</th>
<th>Somewhat Satisfied</th>
<th>Somewhat Dissatisfied</th>
<th>Very Dissatisfied</th>
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<td>2012</td>
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<td>2010</td>
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</table>
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? \( n=53, \text{ MoE}=\pm13.4\% \) [ACCEPT ONE RESPONSE]

- We don't need it 46%
- We have one/already enough 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]

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

[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.

<table>
<thead>
<tr>
<th></th>
<th>1</th>
<th>2</th>
<th>3</th>
<th>4</th>
<th>5</th>
<th>6</th>
<th>7</th>
<th>(Don’t know)</th>
<th>Mean</th>
</tr>
</thead>
<tbody>
<tr>
<td>2014 Completely unsafe</td>
<td>0%</td>
<td>1%</td>
<td>1%</td>
<td>3%</td>
<td>8%</td>
<td>23%</td>
<td>64%</td>
<td>1%</td>
<td>6.45</td>
</tr>
<tr>
<td>2012 0%</td>
<td>0%</td>
<td>0%</td>
<td>3%</td>
<td>9%</td>
<td>20%</td>
<td>65%</td>
<td>2%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>2010 0%</td>
<td>1%</td>
<td>0%</td>
<td>3%</td>
<td>8%</td>
<td>23%</td>
<td>63%</td>
<td>3%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>2008 0%</td>
<td>0%</td>
<td>0%</td>
<td>1%</td>
<td>3%</td>
<td>8%</td>
<td>23%</td>
<td>63%</td>
<td>1%</td>
<td>6.46</td>
</tr>
</tbody>
</table>

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?

<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Completely Prepared</td>
<td>12%</td>
<td>12%</td>
<td>12%</td>
<td>12%</td>
</tr>
<tr>
<td>Mostly Prepared</td>
<td>47%</td>
<td>44%</td>
<td>44%</td>
<td>46%</td>
</tr>
<tr>
<td>Mostly Unprepared</td>
<td>31%</td>
<td>33%</td>
<td>33%</td>
<td>31%</td>
</tr>
<tr>
<td>Completely Unprepared</td>
<td>6%</td>
<td>10%</td>
<td>10%</td>
<td>10%</td>
</tr>
<tr>
<td>(Don’t Know)</td>
<td>4%</td>
<td>1%</td>
<td>1%</td>
<td>2%</td>
</tr>
</tbody>
</table>
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 age…” READ RESPONSES IN Q29]

30. [AGE - CODE AGE FROM PREVIOUS QUESTION]

<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>18-24</td>
<td>1%</td>
<td>1%</td>
<td>1%</td>
<td>1%</td>
</tr>
<tr>
<td>25-34</td>
<td>4%</td>
<td>4%</td>
<td>5%</td>
<td>4%</td>
</tr>
<tr>
<td>35-44</td>
<td>15%</td>
<td>15%</td>
<td>16%</td>
<td>15%</td>
</tr>
<tr>
<td>45-59</td>
<td>34%</td>
<td>34%</td>
<td>33%</td>
<td>34%</td>
</tr>
<tr>
<td>60+</td>
<td>46%</td>
<td>46%</td>
<td>45%</td>
<td>46%</td>
</tr>
</tbody>
</table>

THANK YOU!