



Citizen Telephone Survey Results

January 2015

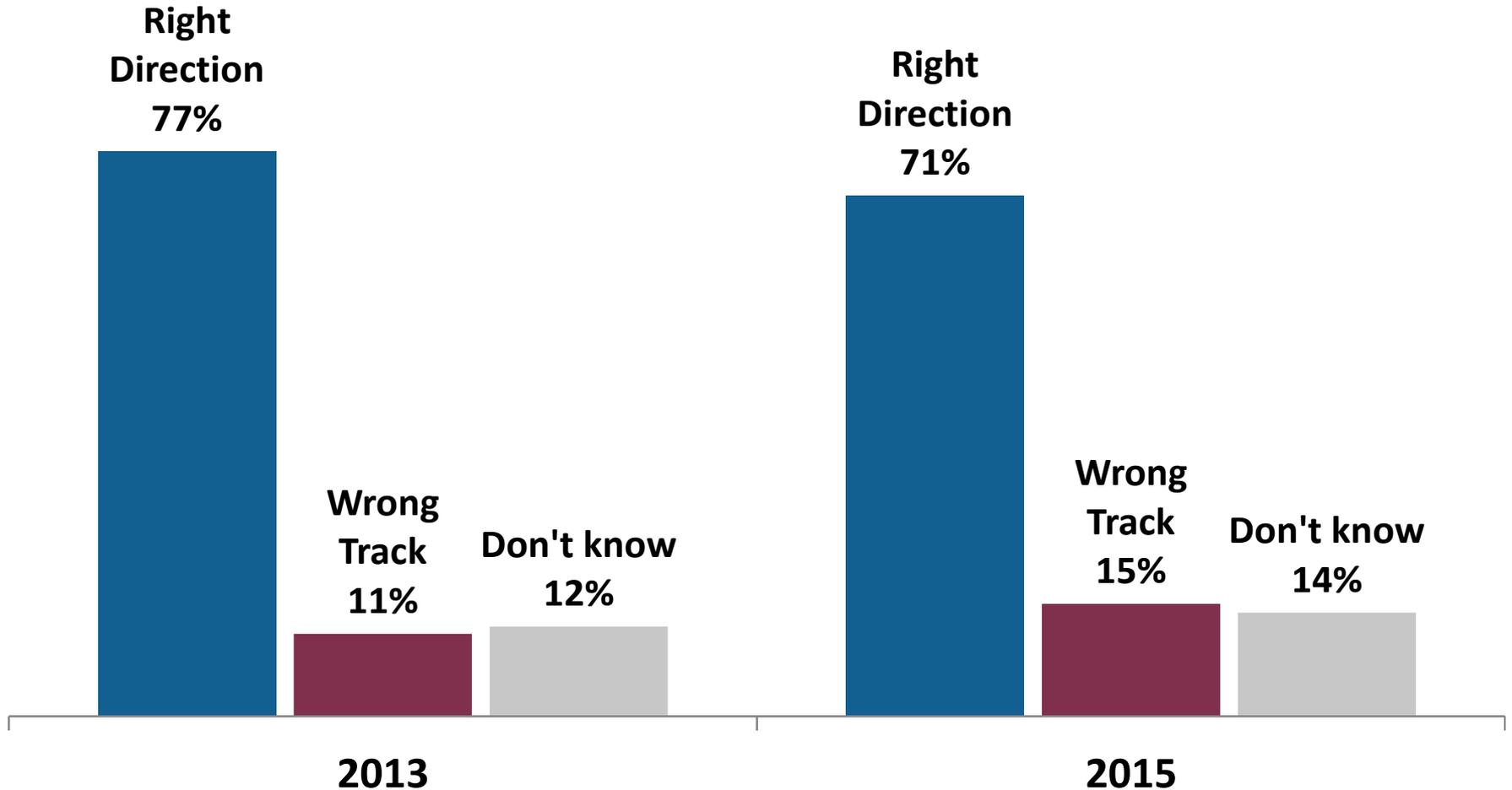
Methodology

- ▶ Telephone survey of voters in the City of Redmond
- ▶ Survey conducted January 21 – 27, 2015 using trained, professional interviewers calling from a central, monitored location
- ▶ A total of 360 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%.

Direction of Redmond – By Year

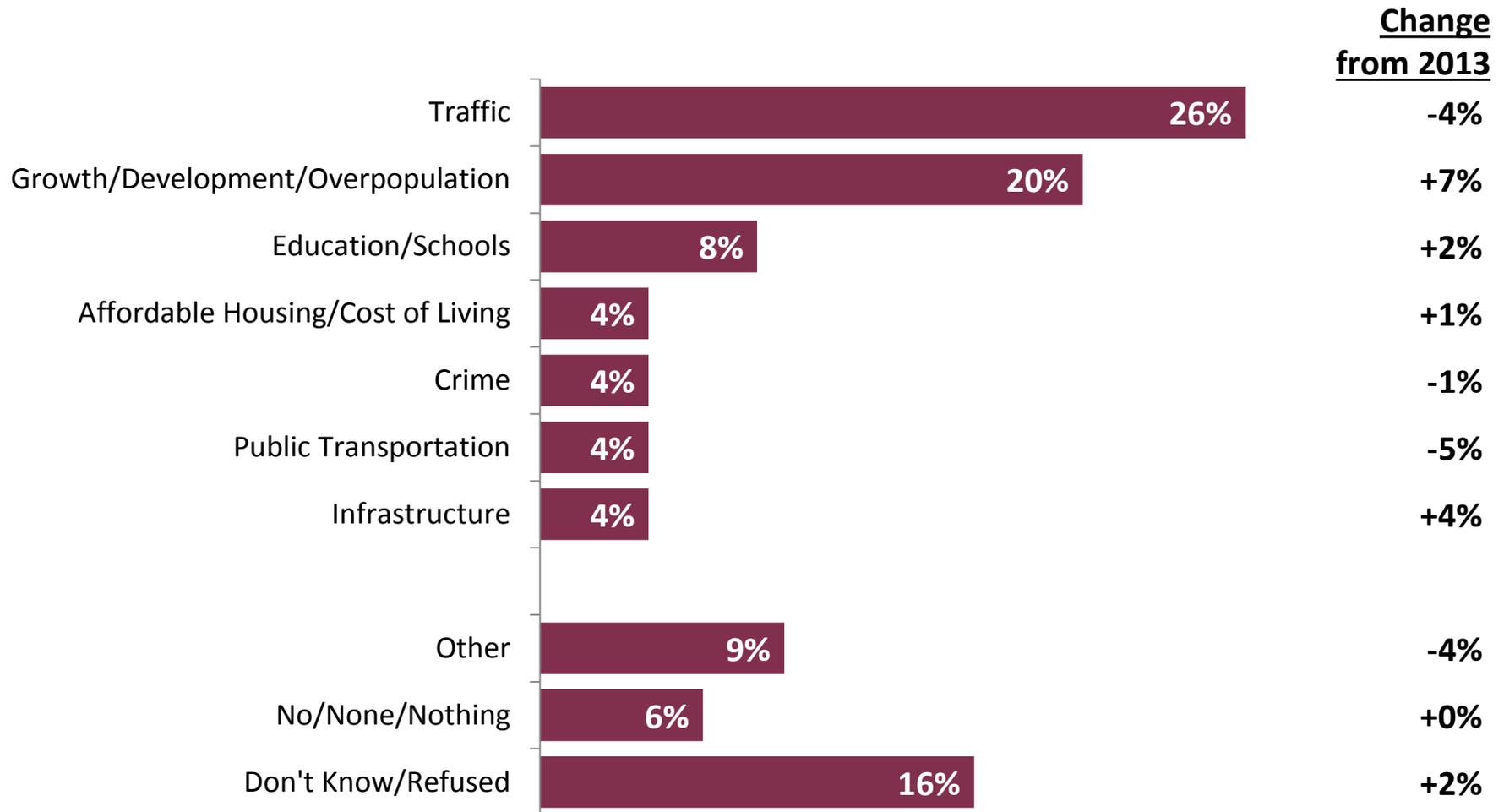
Residents continue to be overwhelmingly optimistic about the direction of the city, although optimism is slightly lower than in 2013.



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?

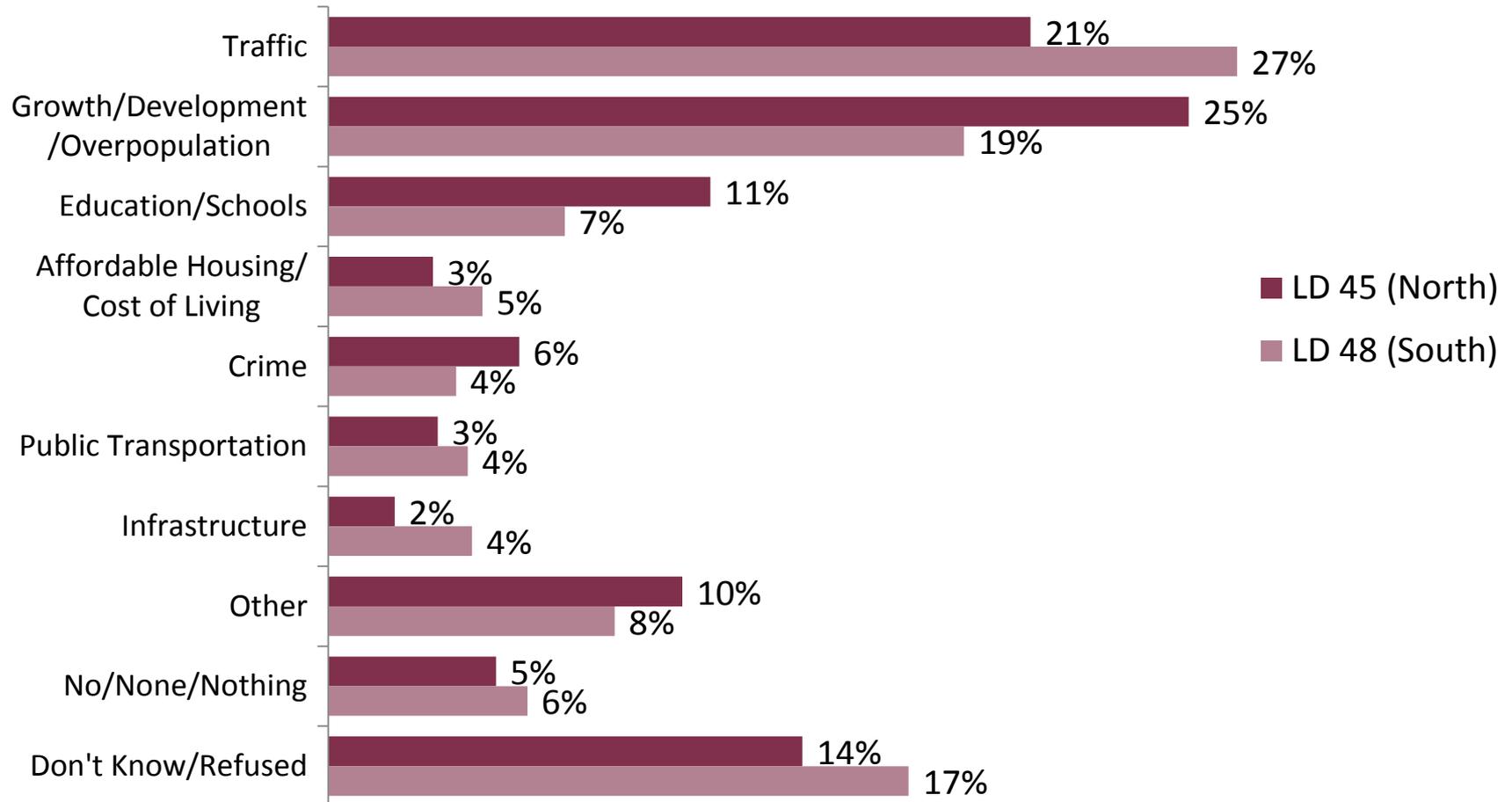
Most Important Problem – By Year

Traffic and growth-related issues continue to top the list as most important problems facing the city today. Mentions of growth/development are up 7 points from 2013.



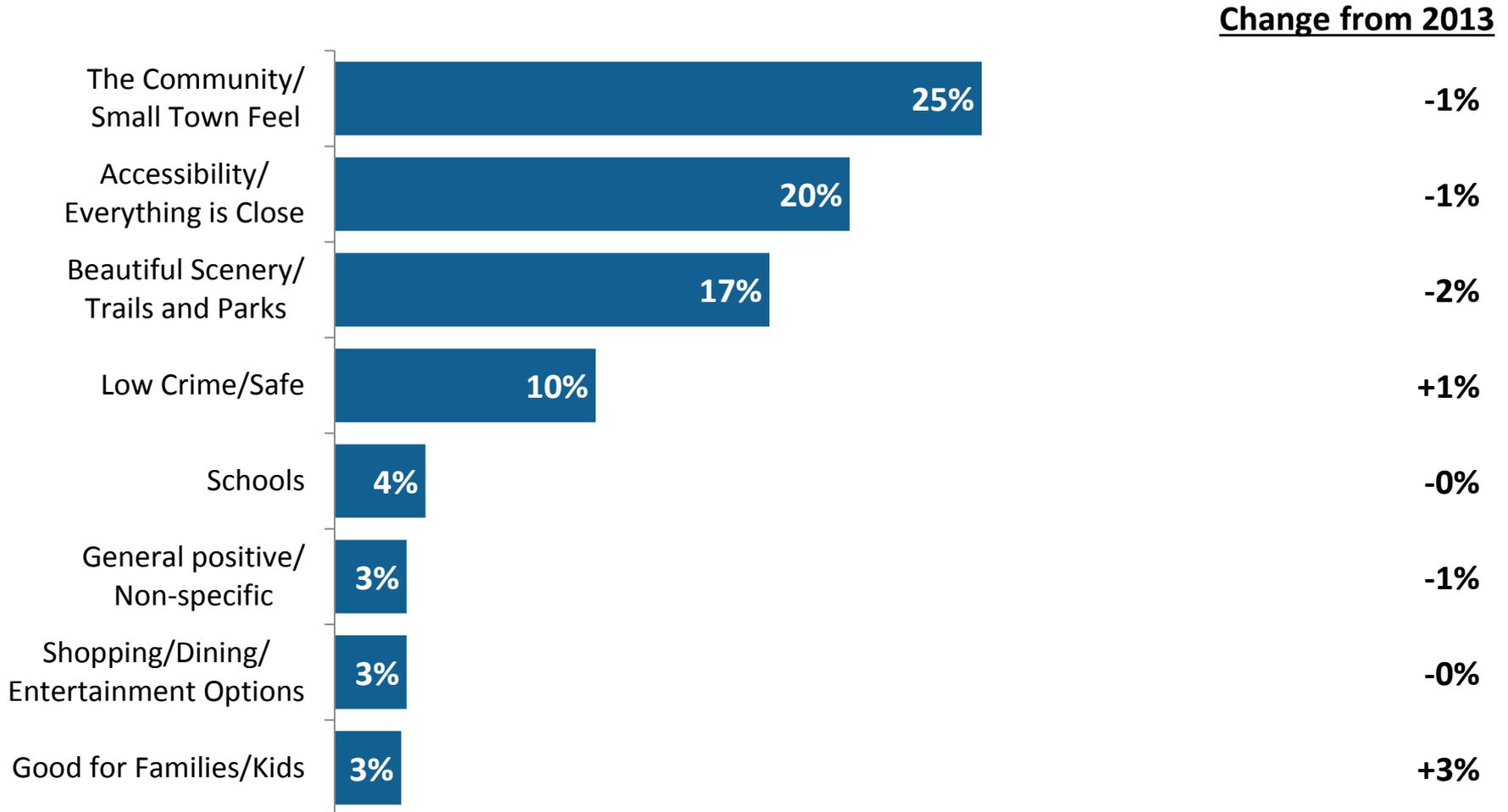
Most Important Problem – By Geography

Traffic and growth-related issues are the top concerns of residents in both North and South Redmond. Traffic is a bigger concern in the south and growth is a bigger concern in the north.



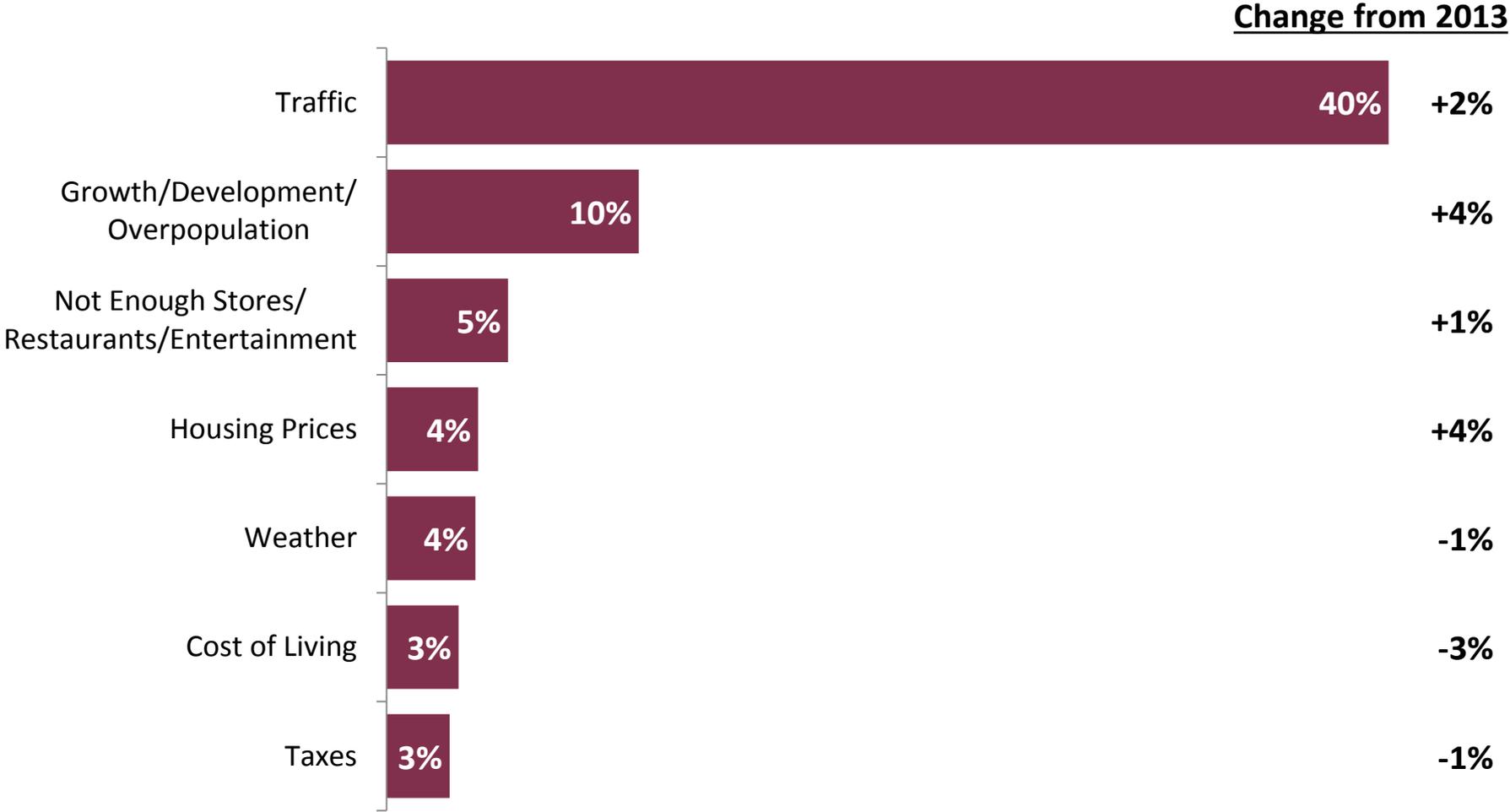
Best Thing about Living in Redmond – By Year

The small town feel, location, and scenery continue to be the things residents like best about living in Redmond.



Worst Thing about Living in Redmond – By Year

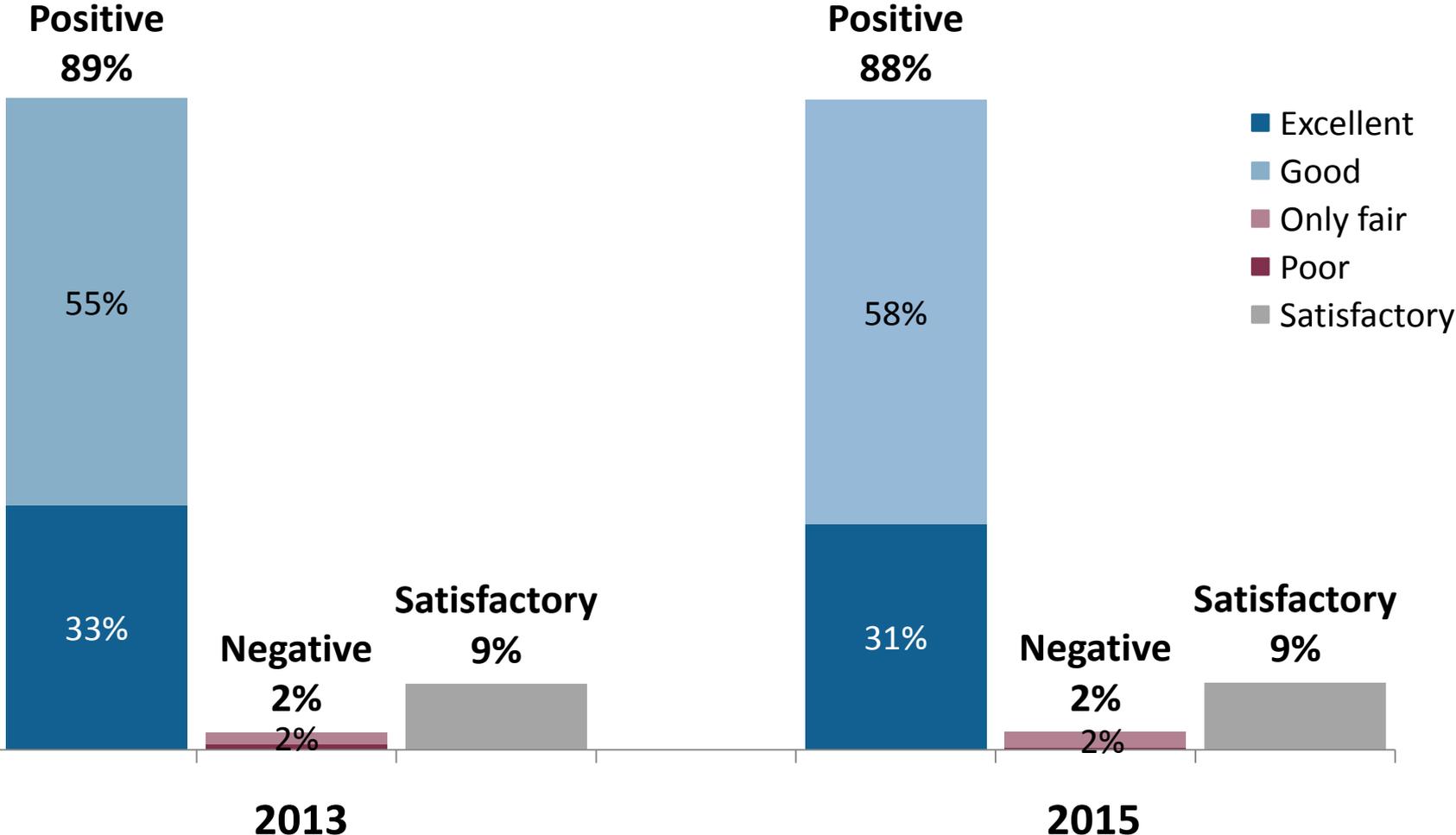
By a wide margin, traffic continues to be the thing residents like least about living in Redmond.



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

Quality of Life in Redmond – By Year

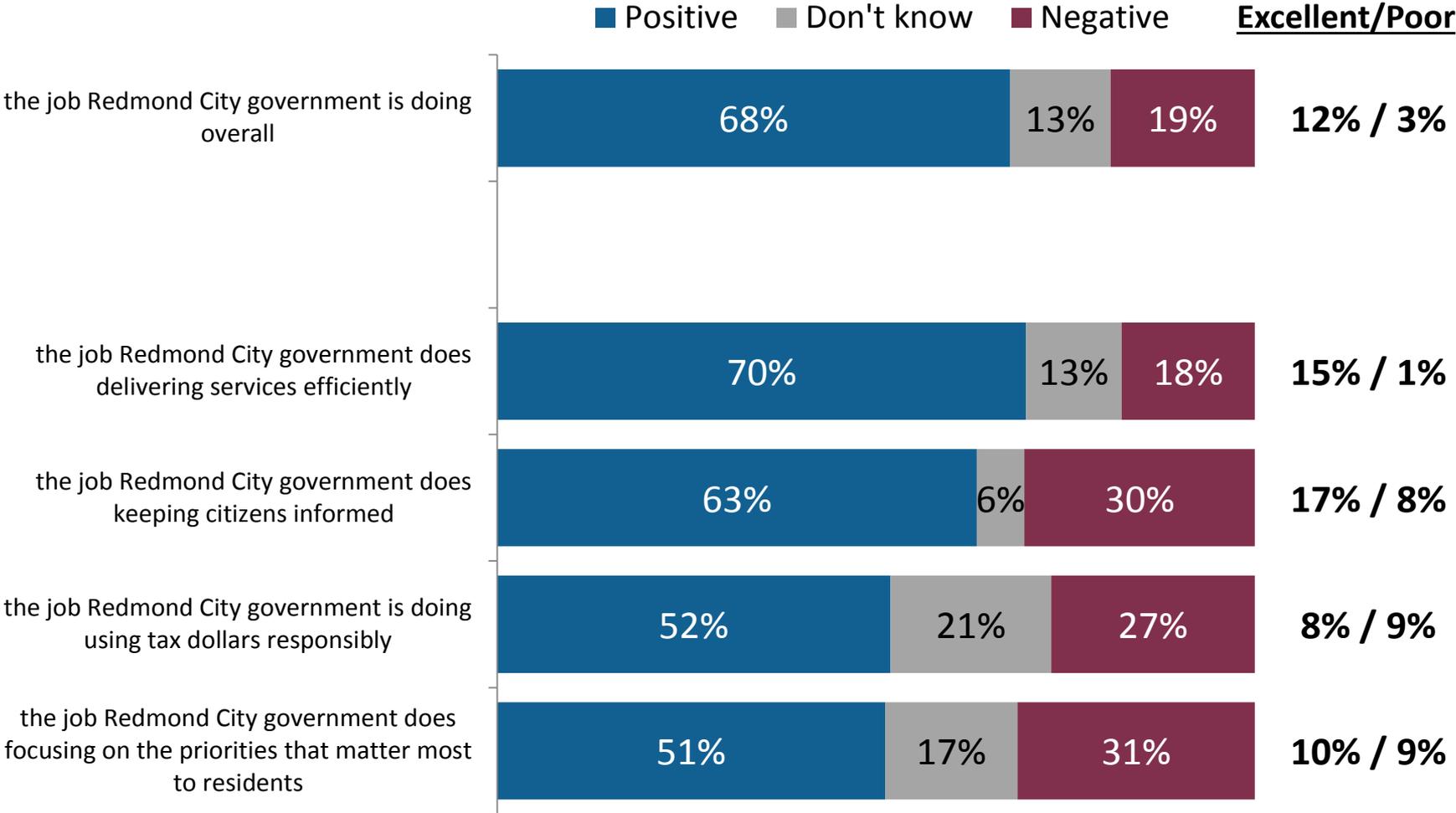
Residents continue to feel overwhelmingly positive about the quality of life in Redmond.



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

City Job Ratings

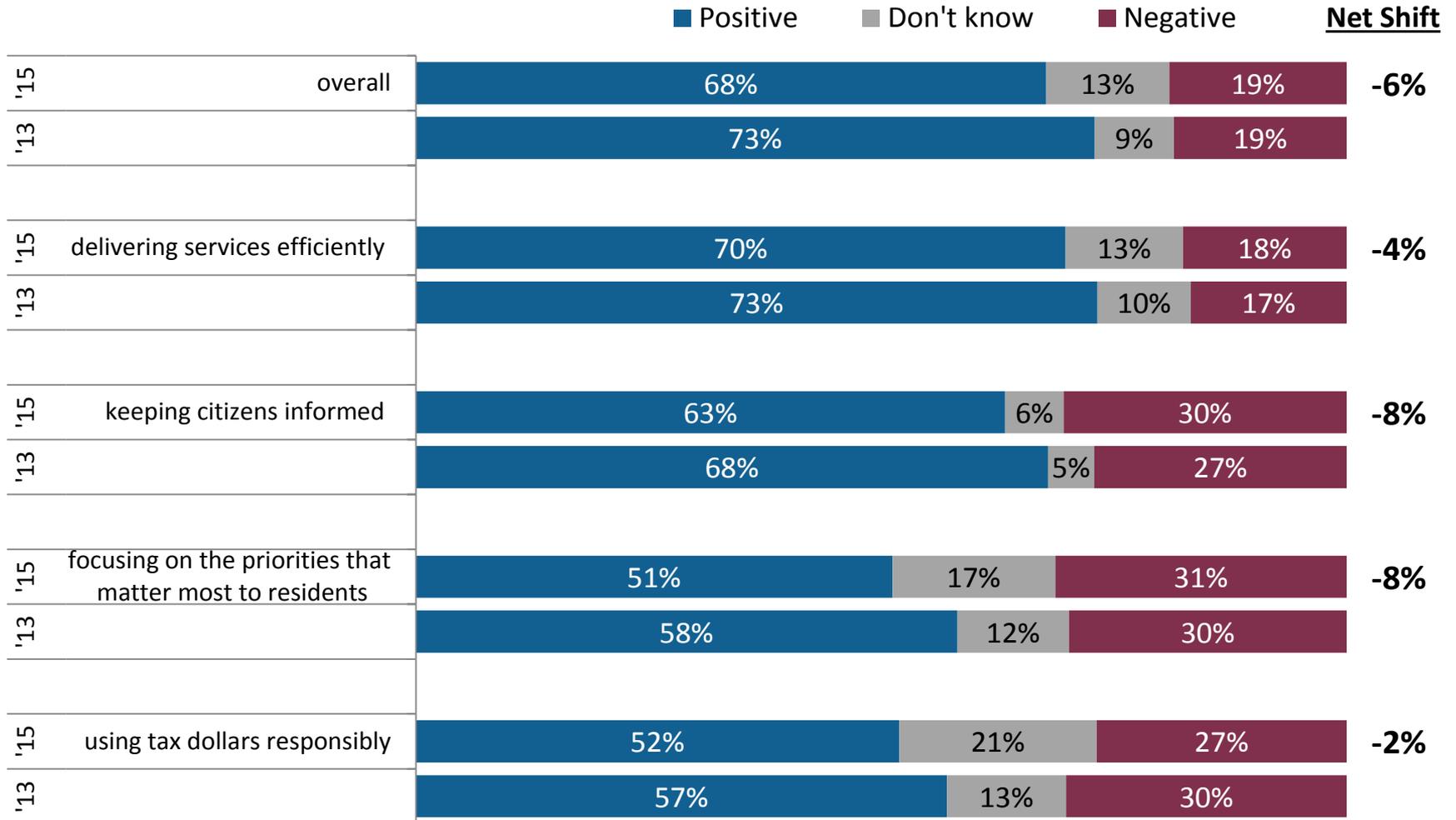
The city receives majority positive ratings for all five attributes tested and even where there is some negative opinion, intensity is very low.



Q7-11. 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.

City Job Ratings – By Year

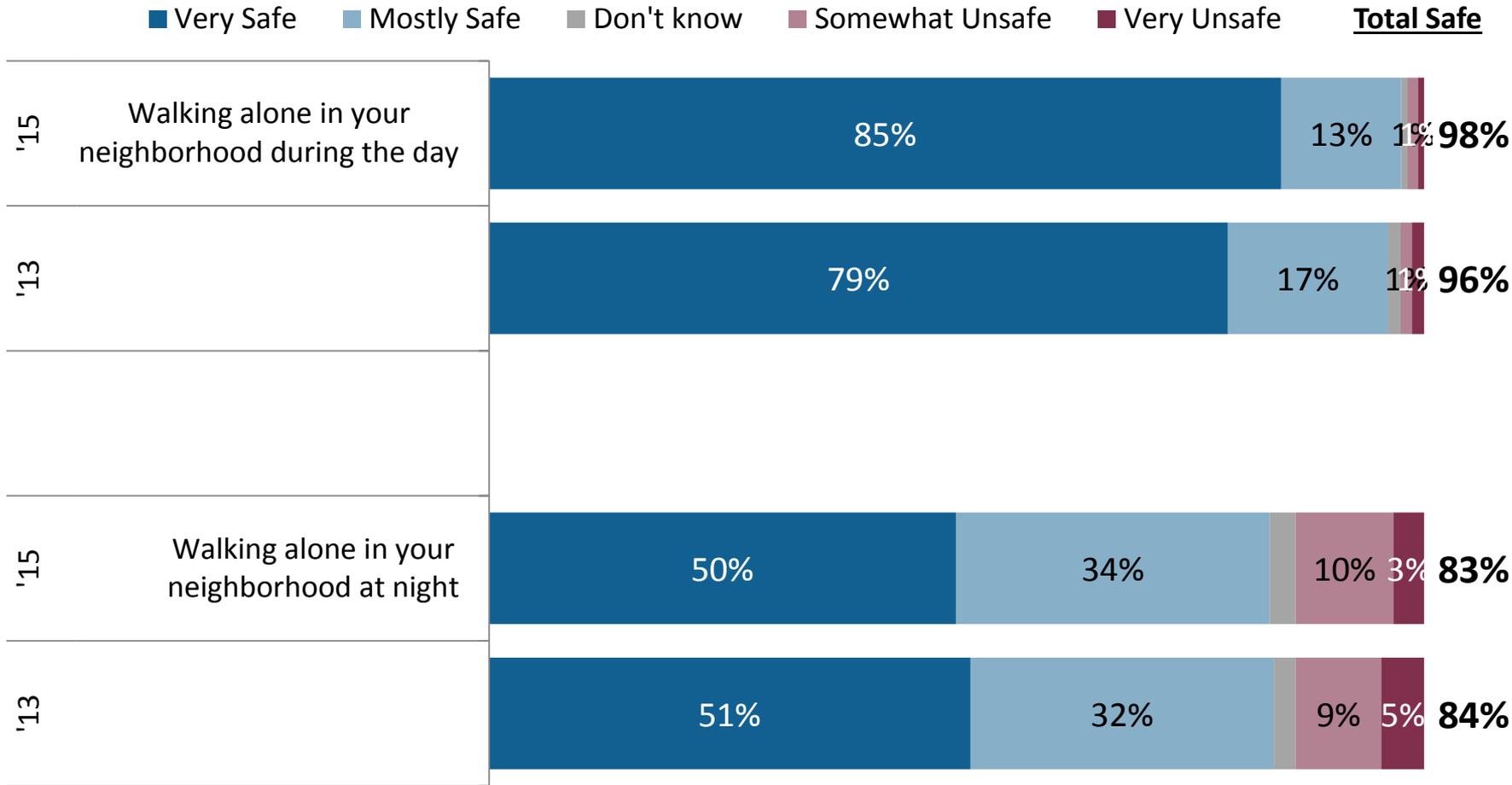
Although the city's job ratings remain strong, all five are somewhat lower than in 2013. Most of the change can be attributed to higher "don't know" percentages rather than increased negative ratings.



Q7-11. 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.

Safety in Redmond – By Year

As in 2013, almost all residents say they feel safe walking alone in their neighborhood during the day and most also feel safe walking alone at night.

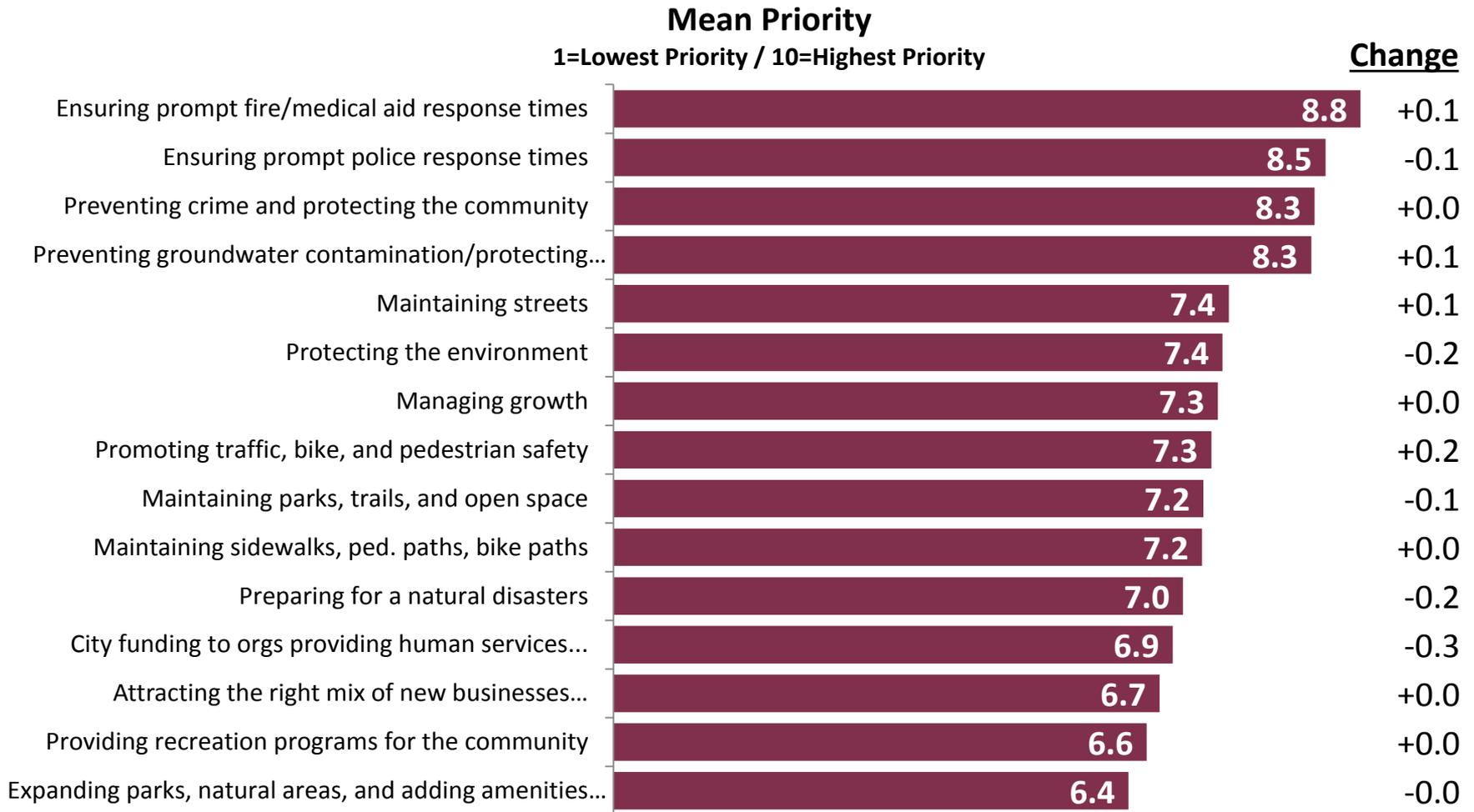


Q39. In general, how safe do you feel walking alone in your neighborhood during the day?
 Q40. And how safe do you or would you feel walking alone in your neighborhood at night?



City Priorities – By Year

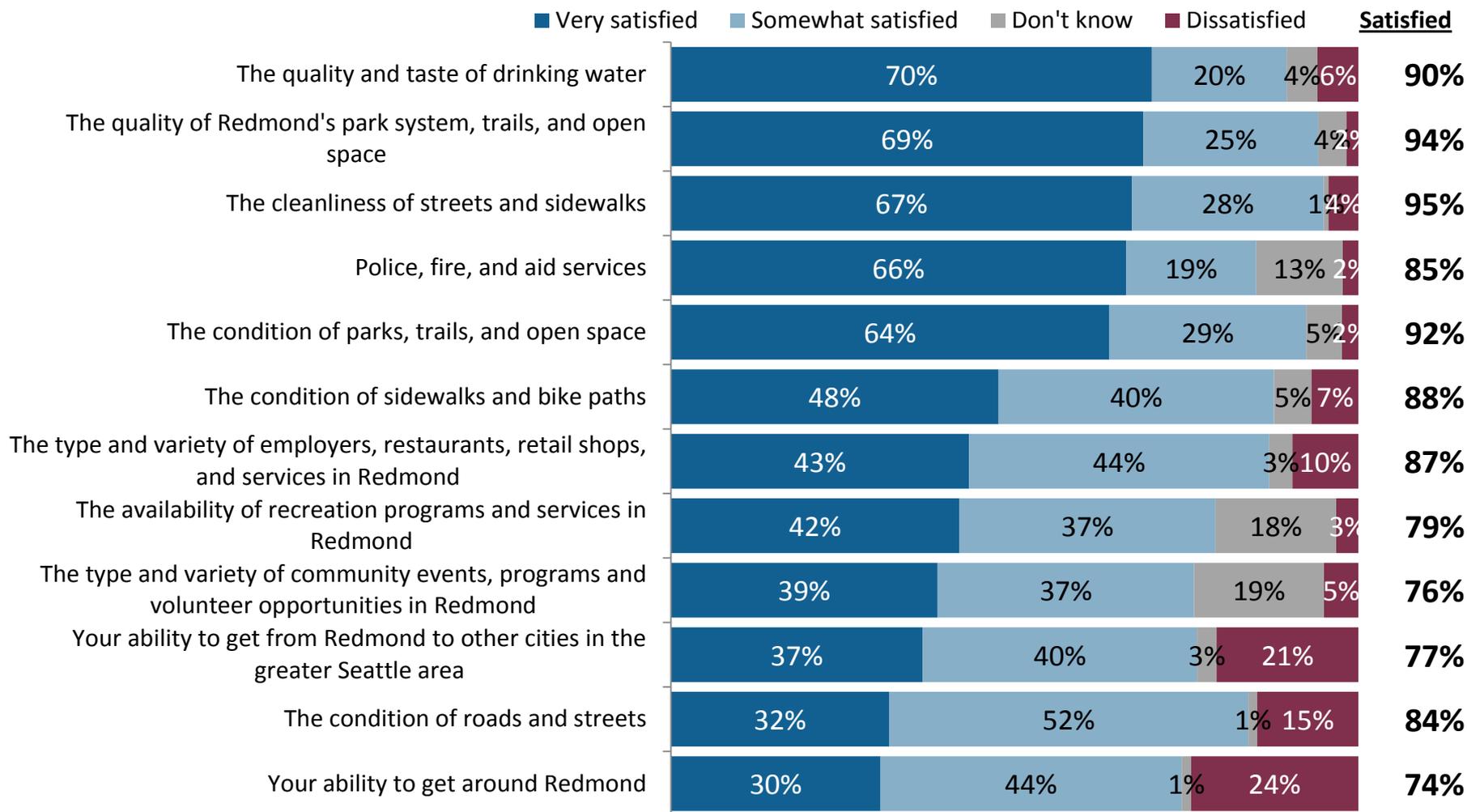
All 15 items tested are a priority for a majority of residents. Safety-related services – fire, emergency medical, police, and groundwater safety – continue to top the list.



Q12-26. 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.

Satisfaction with City Services

Three-quarters or more are satisfied with all 12 items tested. Dissatisfaction is highest, although still low, with items related to roads and traffic.

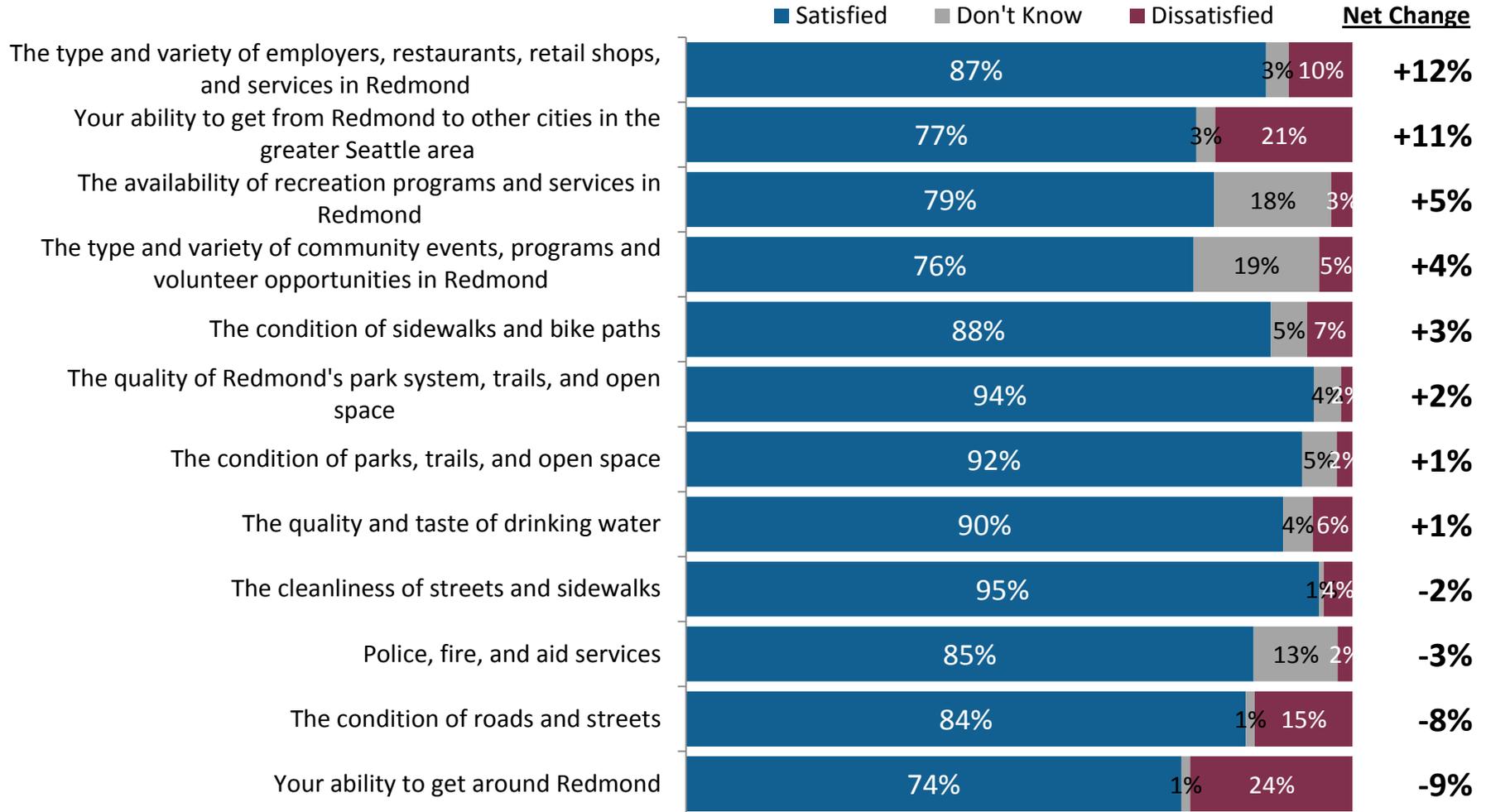


Q27-38. Now I'd like you to think about your level of satisfaction with some characteristics of Redmond, and some city services and programs. For each, you can say very satisfied, somewhat satisfied, somewhat dissatisfied, or very dissatisfied. If you don't know or it doesn't apply to you, please just say so.



Satisfaction with City Services – By Year

The greatest improvements in satisfaction over 2013 are for the variety of employers, shops, and services available and residents' ability to get from Redmond to other cities. Residents are less satisfied now than they were in 2013 with the condition of roads/streets and their ability to get around Redmond.

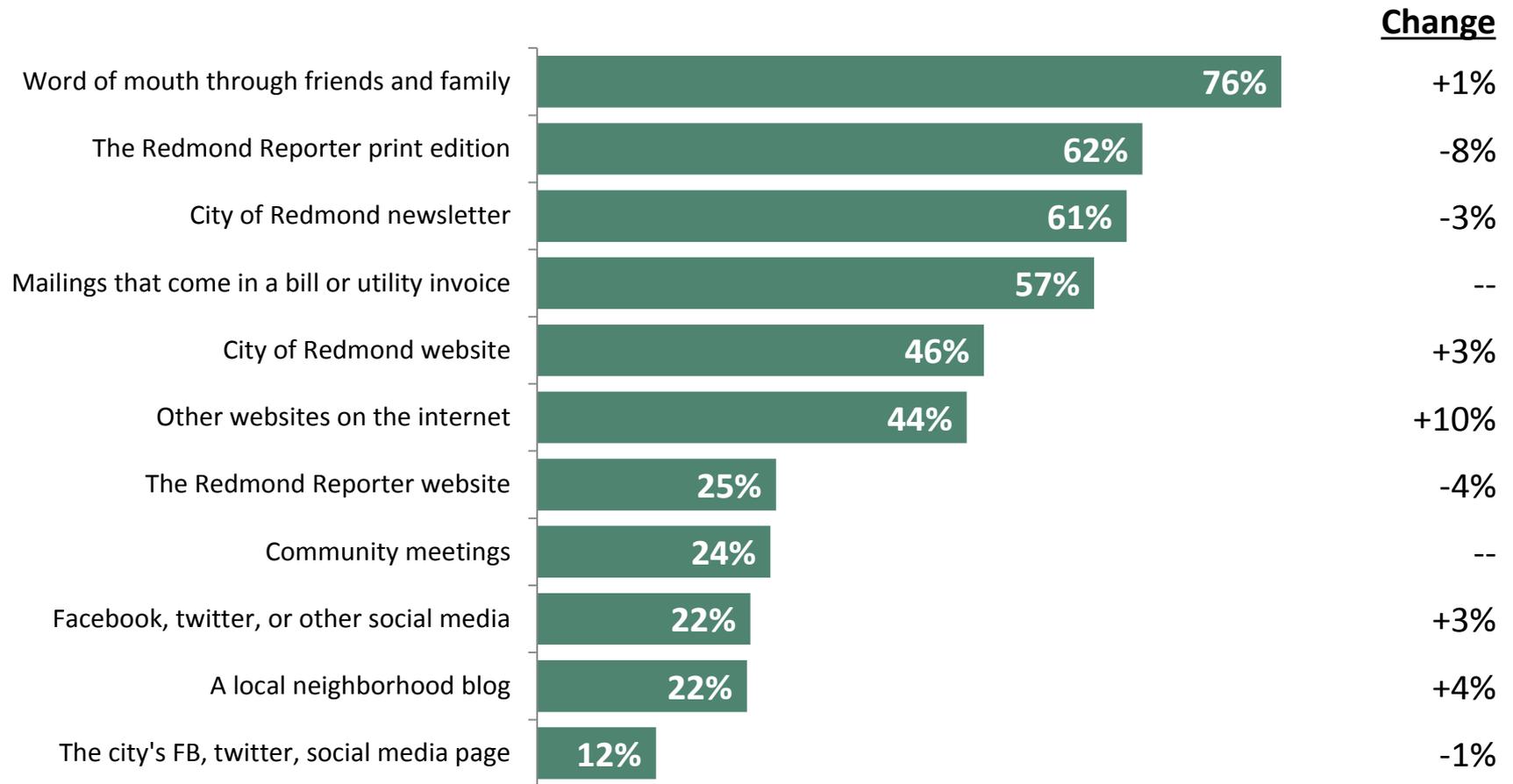


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Information Sources – By Year

Word of mouth continues to be the top source for information about news and events in Redmond. Mentions of the Redmond Reporter print edition have dropped 8 points since 2013 and mentions of the website have dropped 4 points. “Other websites” is up the most (+10).

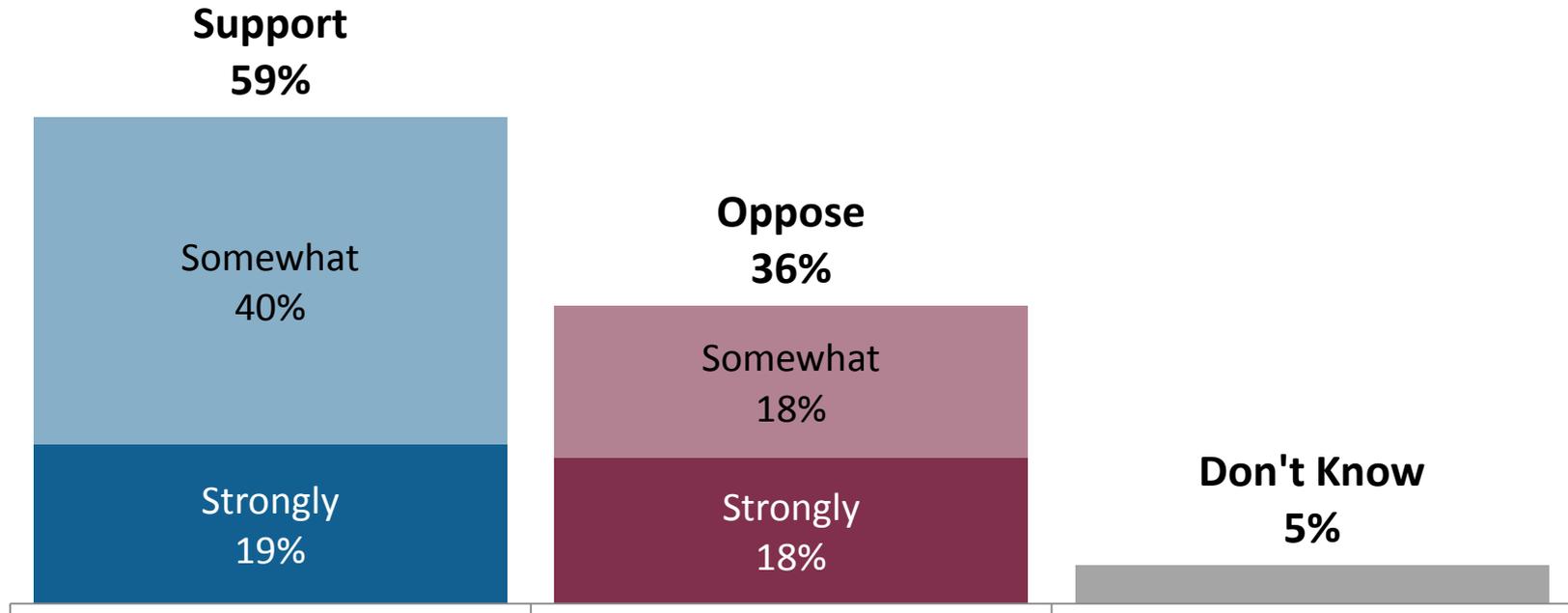


Q41-51. I'd like to ask about a few sources you regularly use to hear about what Redmond City government is doing or to get information on news and events happening in Redmond. You can say yes or no for each one.

Levy Support

Towards the end of the survey, we asked a hypothetical levy question. This question does not include much detail, meaning the support levels shown are general support and should not be construed as support for this specific measure.

At the same time, support is a supermajority of voters (59%) though the vast majority of this support is in the “somewhat” category (40%).



Q52. Moving on, a proposal is being considered that would hire additional police officers, pay for safety and traffic system improvements, and to develop neighborhood parks and increase parks maintenance. This proposal would cost the owner of a five hundred thousand dollar home, the average in Redmond, fifteen dollars more per month in property taxes. In general, would you strongly support, somewhat support, somewhat oppose or strongly oppose this proposal?

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