



MARKET  
& OPINION  
RESEARCH  
SERVICES

# Citizen Telephone Survey Results

## January 2016

# Methodology

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- ▶ Telephone survey of voters in the City of Redmond
- ▶ Survey conducted January 7 - 13, 2016 using trained, professional interviewers calling from a central, monitored location
- ▶ A total of 361 interviews were conducted, which computes to a margin of error  $\pm 5.2$  percentage points at the 95% confidence interval
- ▶ The results can be projected to the entire universe of voters in Redmond
- ▶ Where applicable, results are compared to the following surveys:

Methodology	Dates	Sample Size	Margin of Error	EMC#
Phone	Jan 21 - 27, 2015	360	$\pm 5.20$ percentage points	15-5515
Phone	Dec 15 - 19, 2013*	362	$\pm 5.20$ percentage points	13-5064

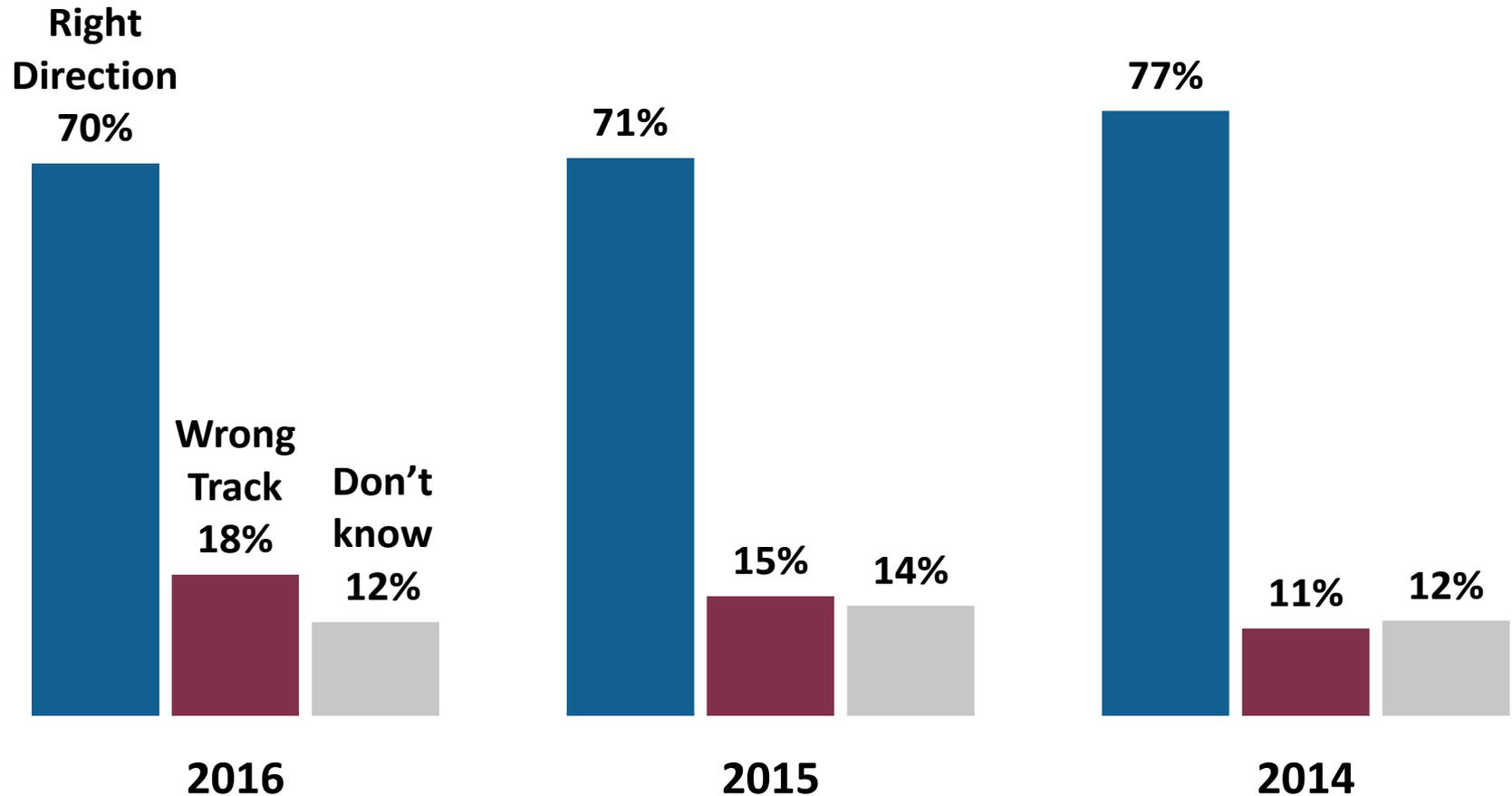
\*will be referred to as 2014 from now on for consistency

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



# Direction of Redmond – By Year

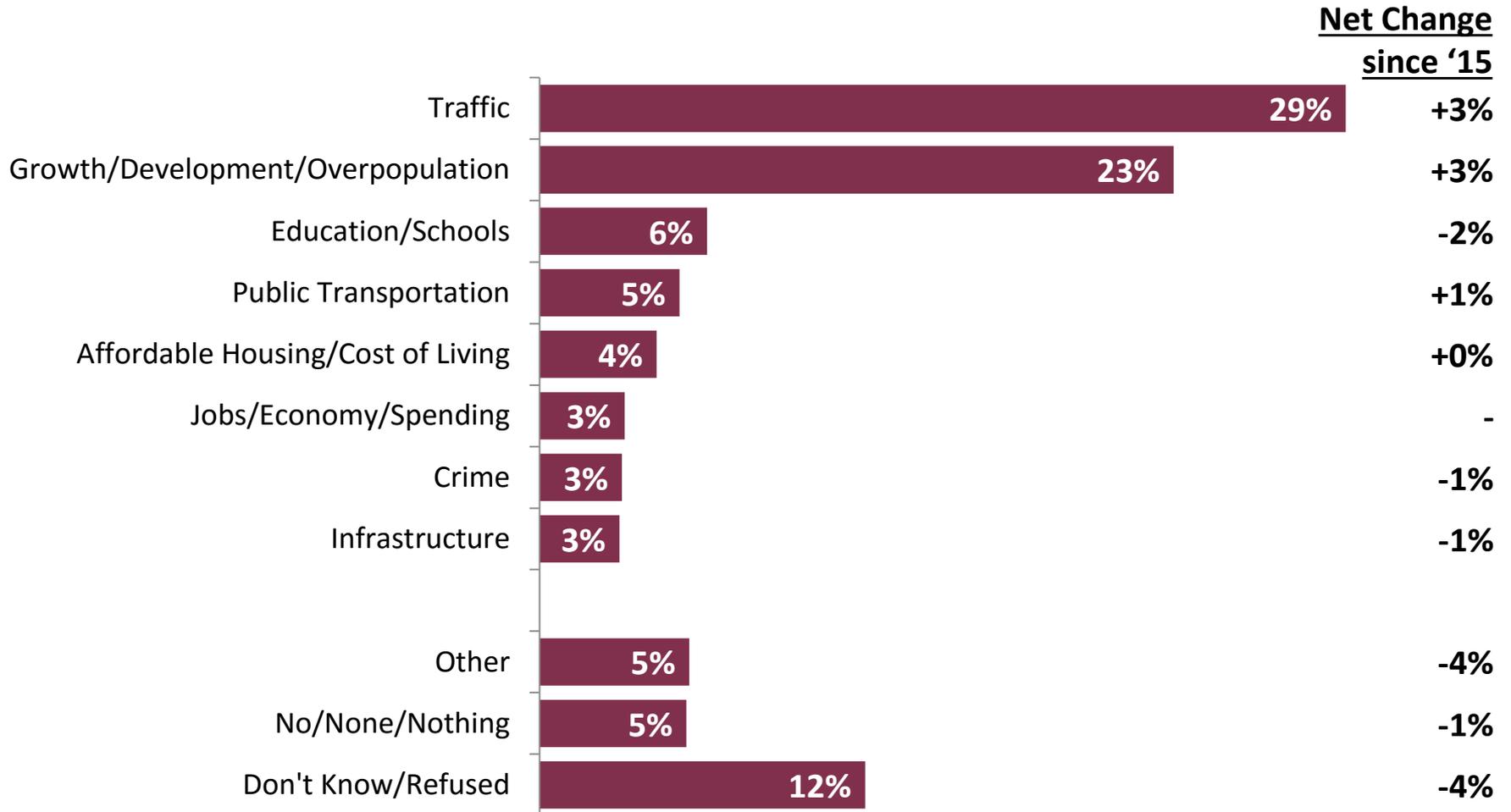
*Similar to 2015, residents continue to be optimistic about their city, if slightly less optimistic than in 2014.*



Q3. 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?

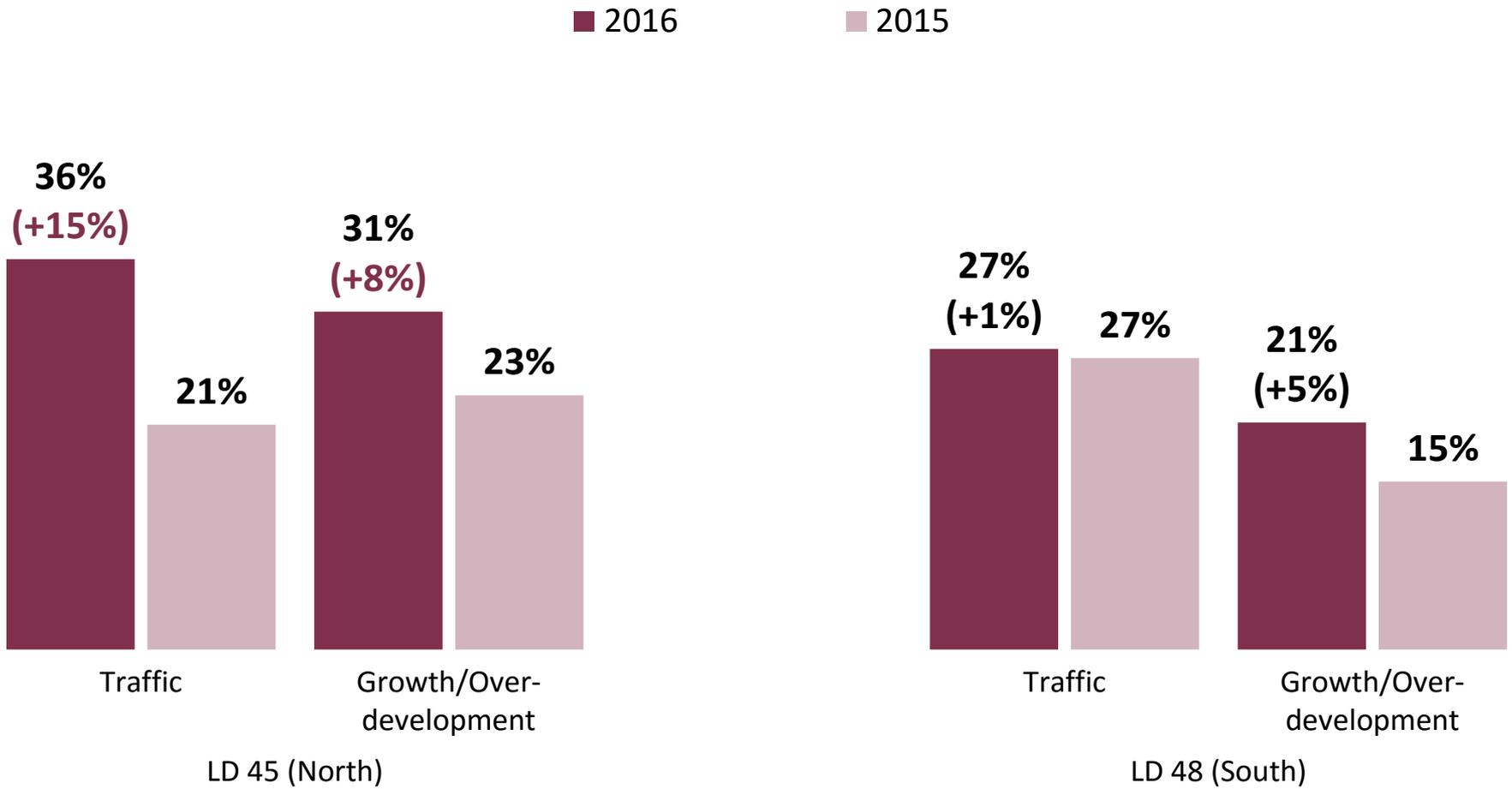
# Most Important Problem (MIP) – By Year

*Traffic continues to be the top problem for residents and this concern has grown in the last year.  
Concern about growth and development also continues to increase.*



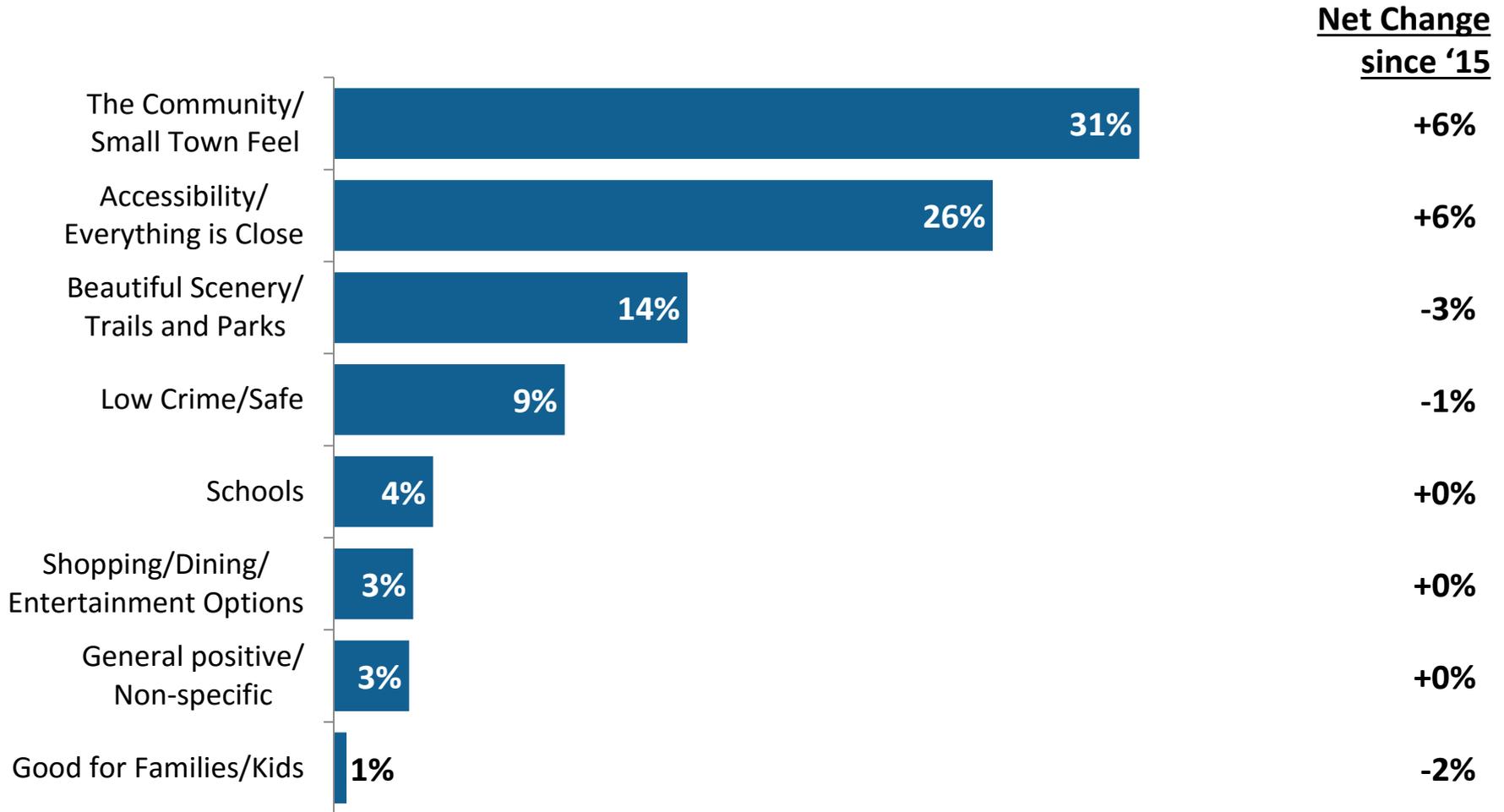
# Most Important Problem – By Geography/Year

*Residents in North Redmond see traffic and growth/development as slightly bigger issues than their neighbors in South Redmond, skyrocketing past 2015 levels of concern.*



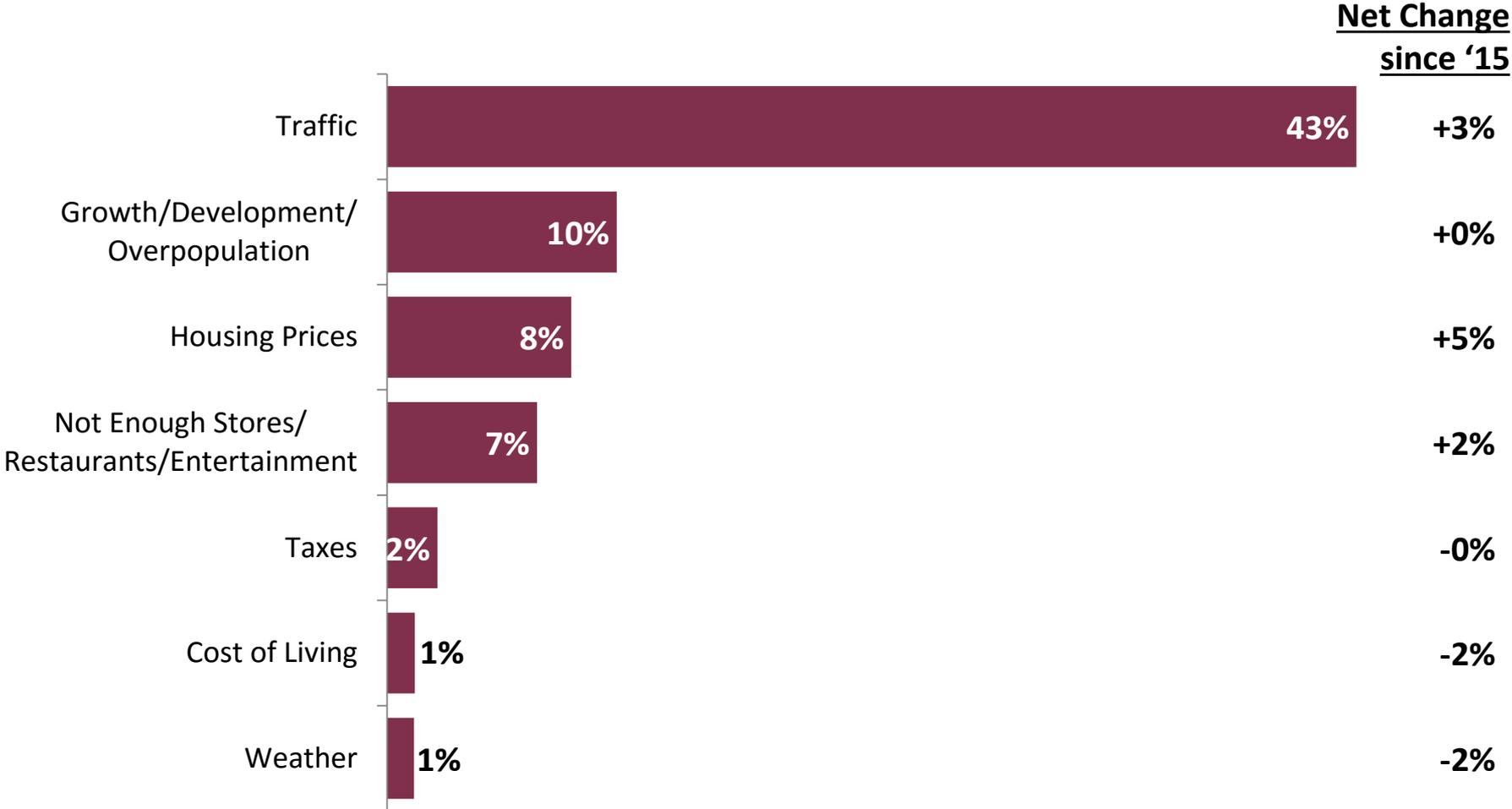
# Best Thing about Living in Redmond – By Year

*Residents continue to feel that the small town atmosphere and accessibility are the best things about living in Redmond, somewhat up from 2015.*



# Worst Thing about Living in Redmond – By Year

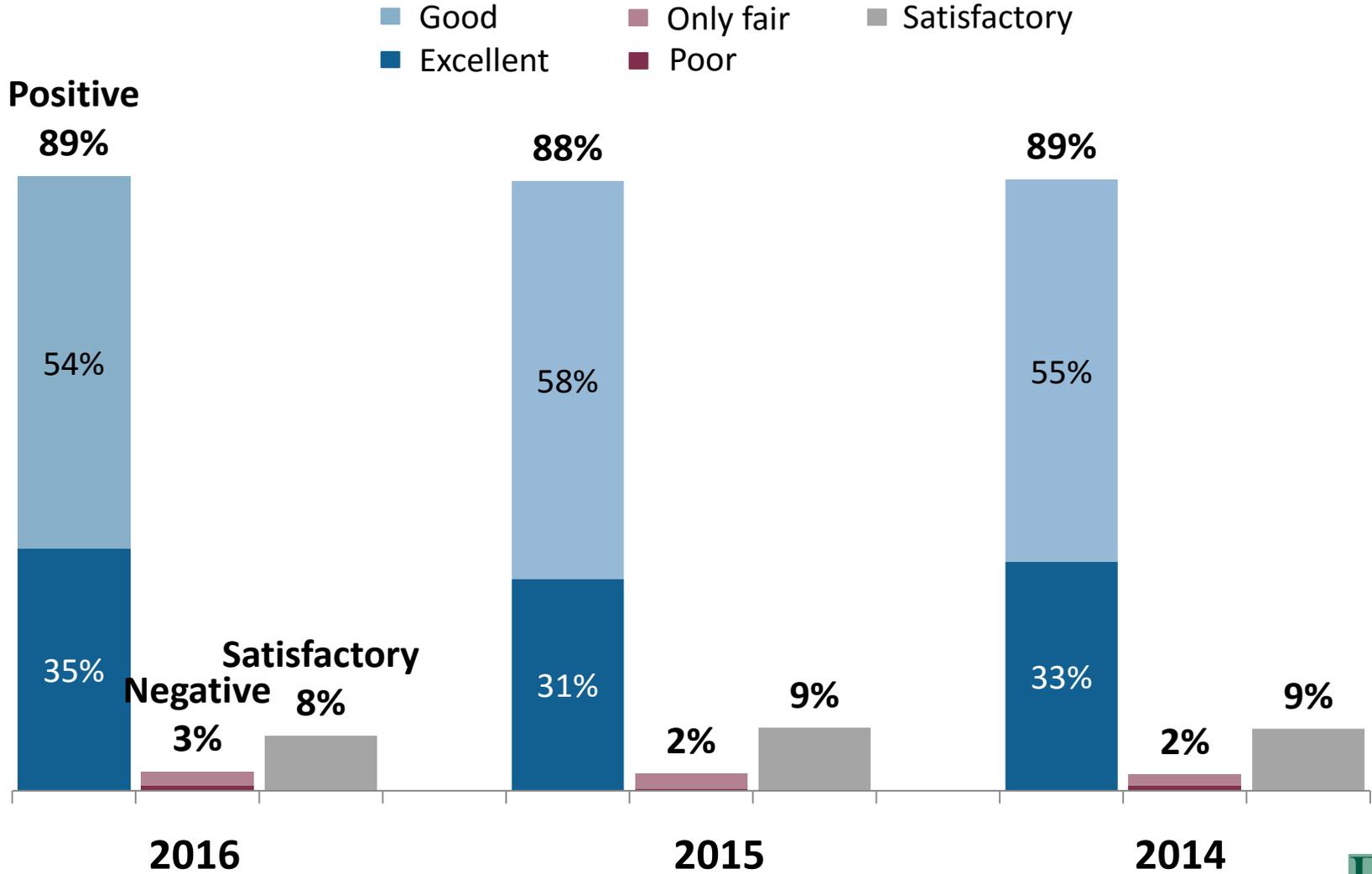
*Traffic and growth continue to be top two on the list of worst things about living in Redmond, but concerns about housing prices have also slightly increased in the last year, bumping it up into third.*



Q6. And what is the worst thing about living in Redmond?

# Quality of Life in Redmond – By Year

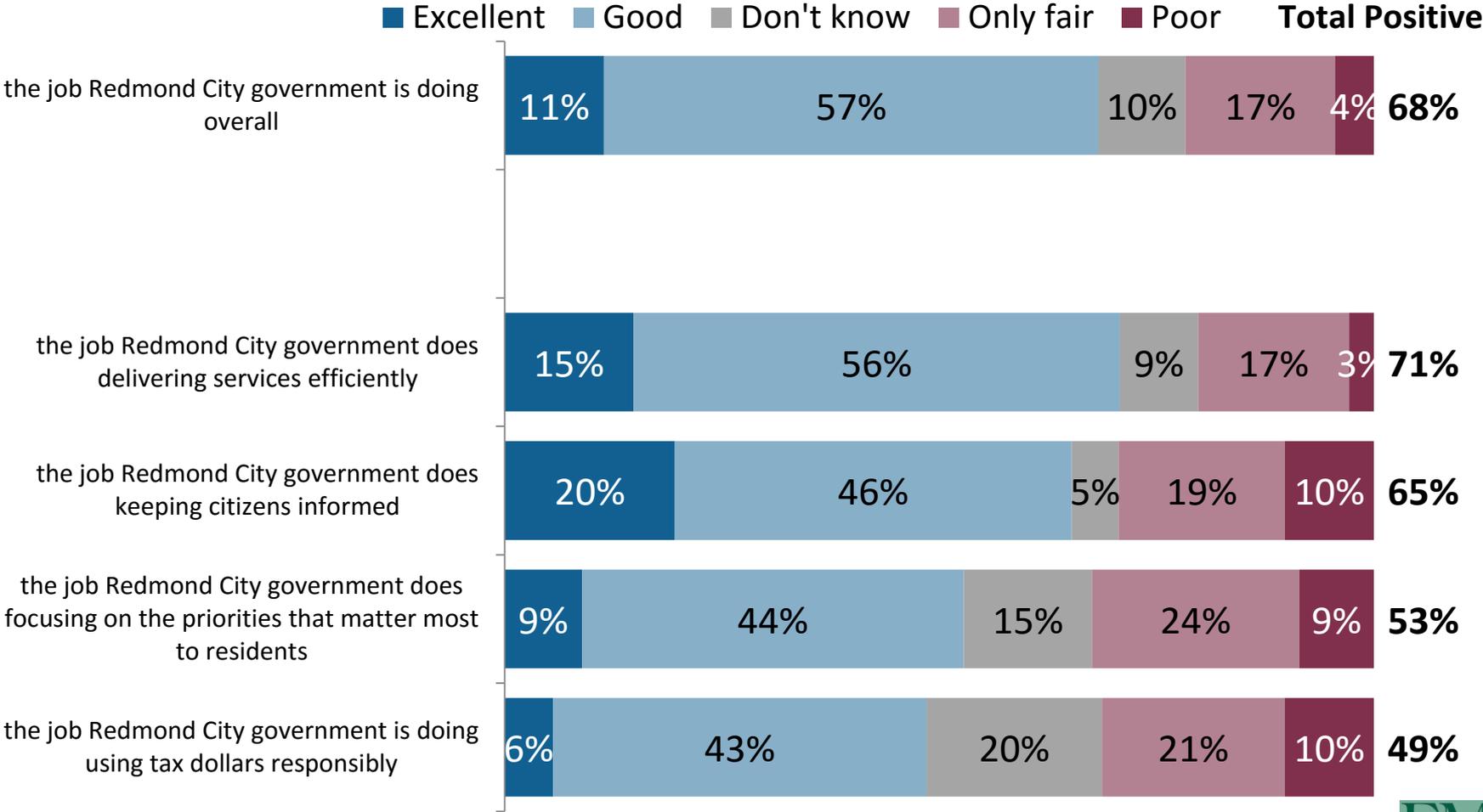
*Every time that we've asked about quality of life in Redmond, it has always been overwhelmingly positive.*



Q7. How would you rate the quality of life in Redmond?

# City Job Ratings

*When testing different attributes for the job the City is doing, all come back more positive than negative. The City is seen to be performing particularly well at delivering services efficiently and keeping citizens informed (15% and 20% “excellent” ratings, respectively).*

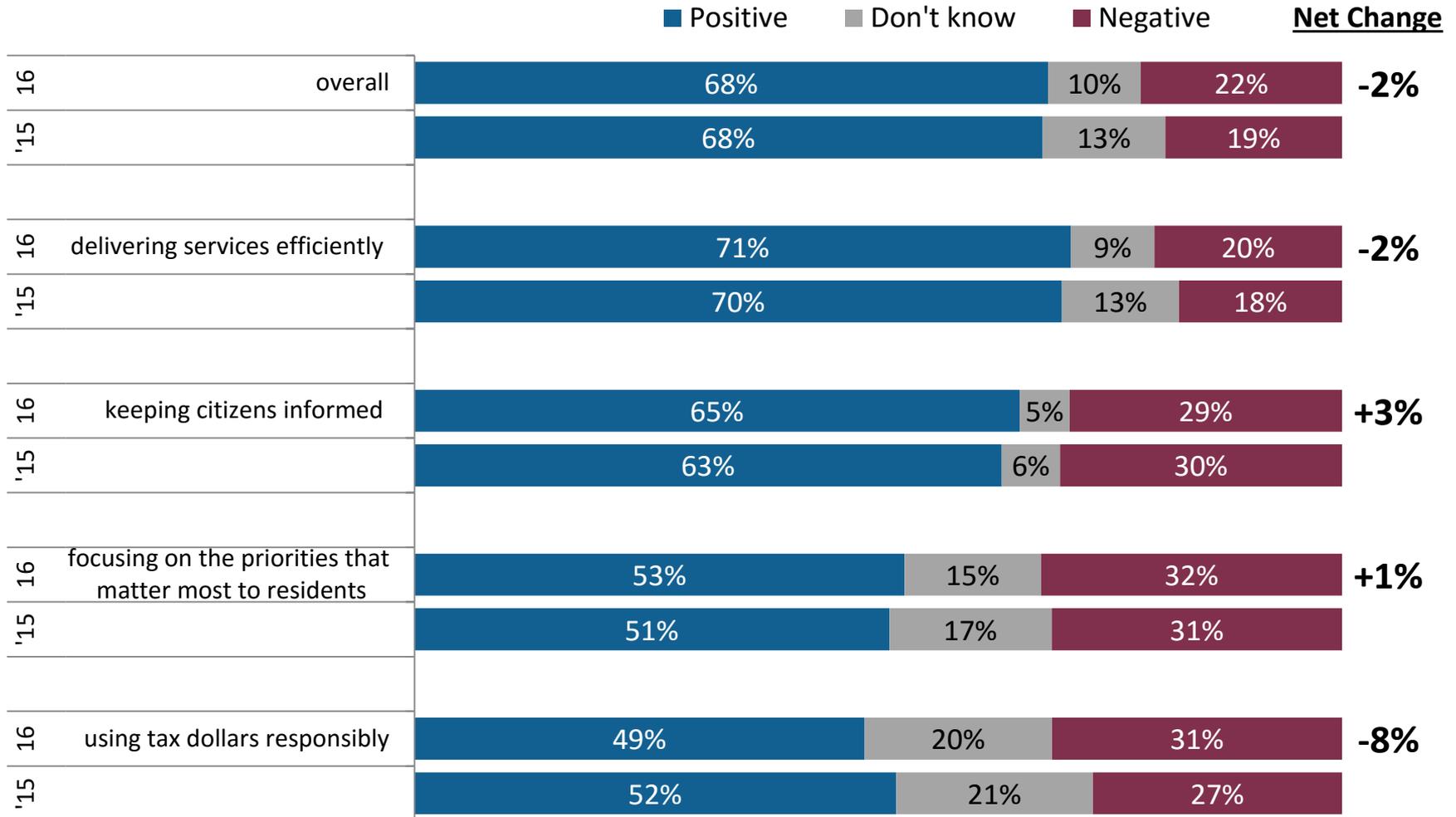


Q8-12. Moving on, I'd like you to rate a few items using a scale of excellent, good, only fair, or poor. If you aren't sure one way or the other on an item, please just say so.



# City Job Ratings – By Year

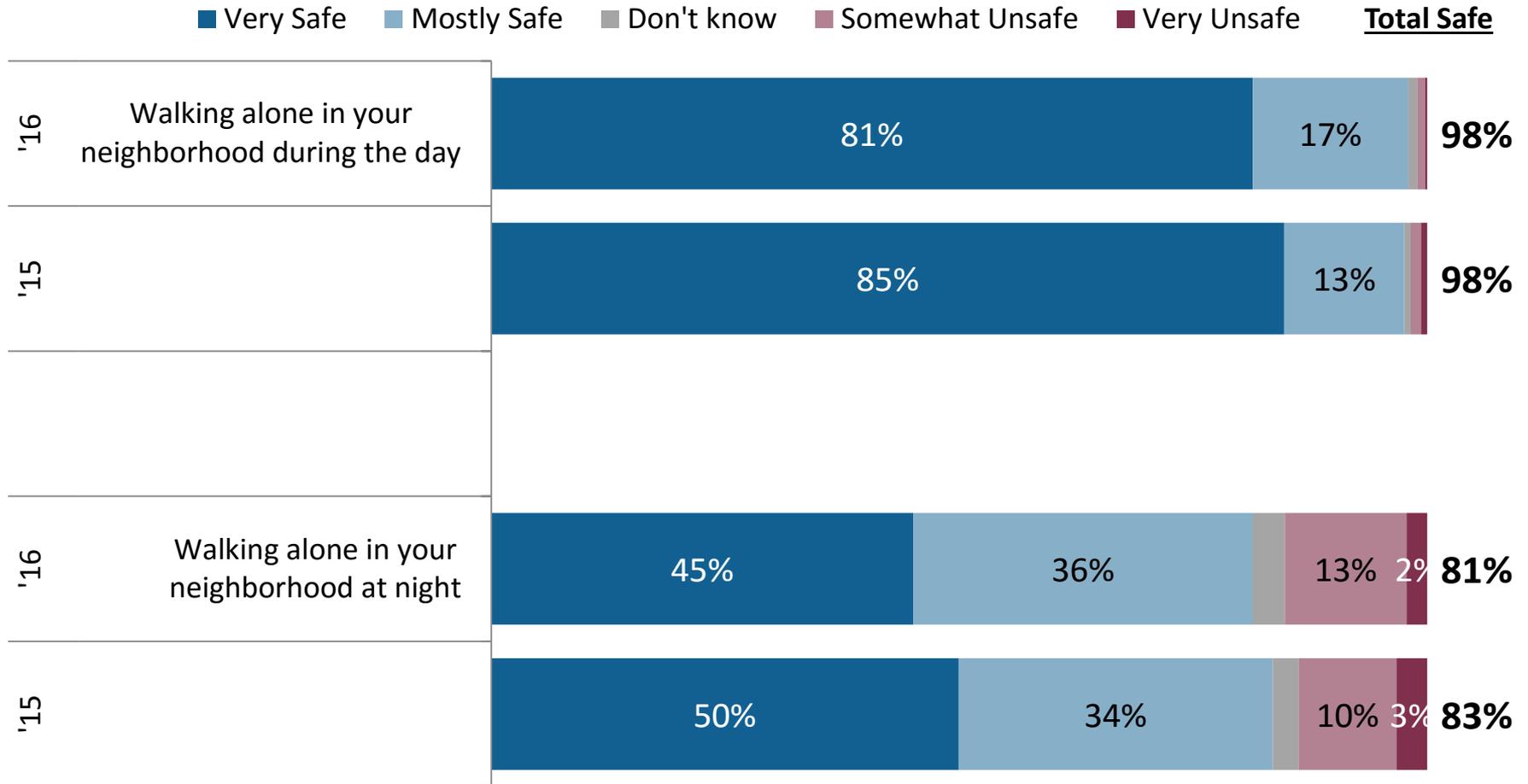
*The City’s job ratings this year are similar to those in 2015, except the net positive for “using tax dollars responsibly” has fallen 8 points since last year.*



Q8-12. 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.

# Safety in Redmond – By Year

*Residents' feelings of safety walking alone during the day show almost no change since 2015 and only a minor change at night.*



Q43. In general, how safe do you feel walking alone in your neighborhood during the day?

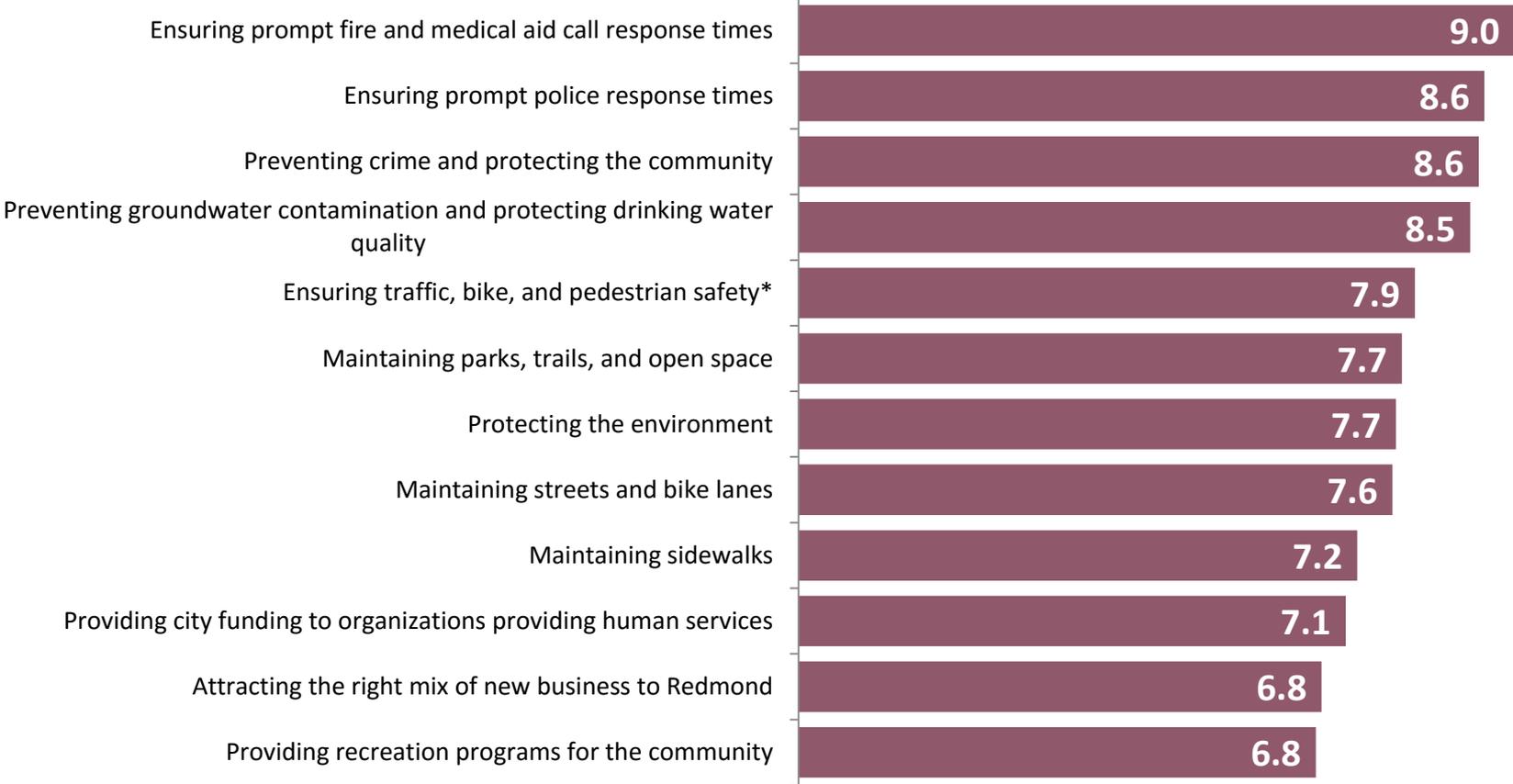
Q44. And how safe do you or would you feel walking alone in your neighborhood at night?

# City Priorities

*All items tested are a priority for a majority of residents, with aid response times being of the highest priority.*

## Mean Priority

1=Lowest Priority / 10=Highest Priority



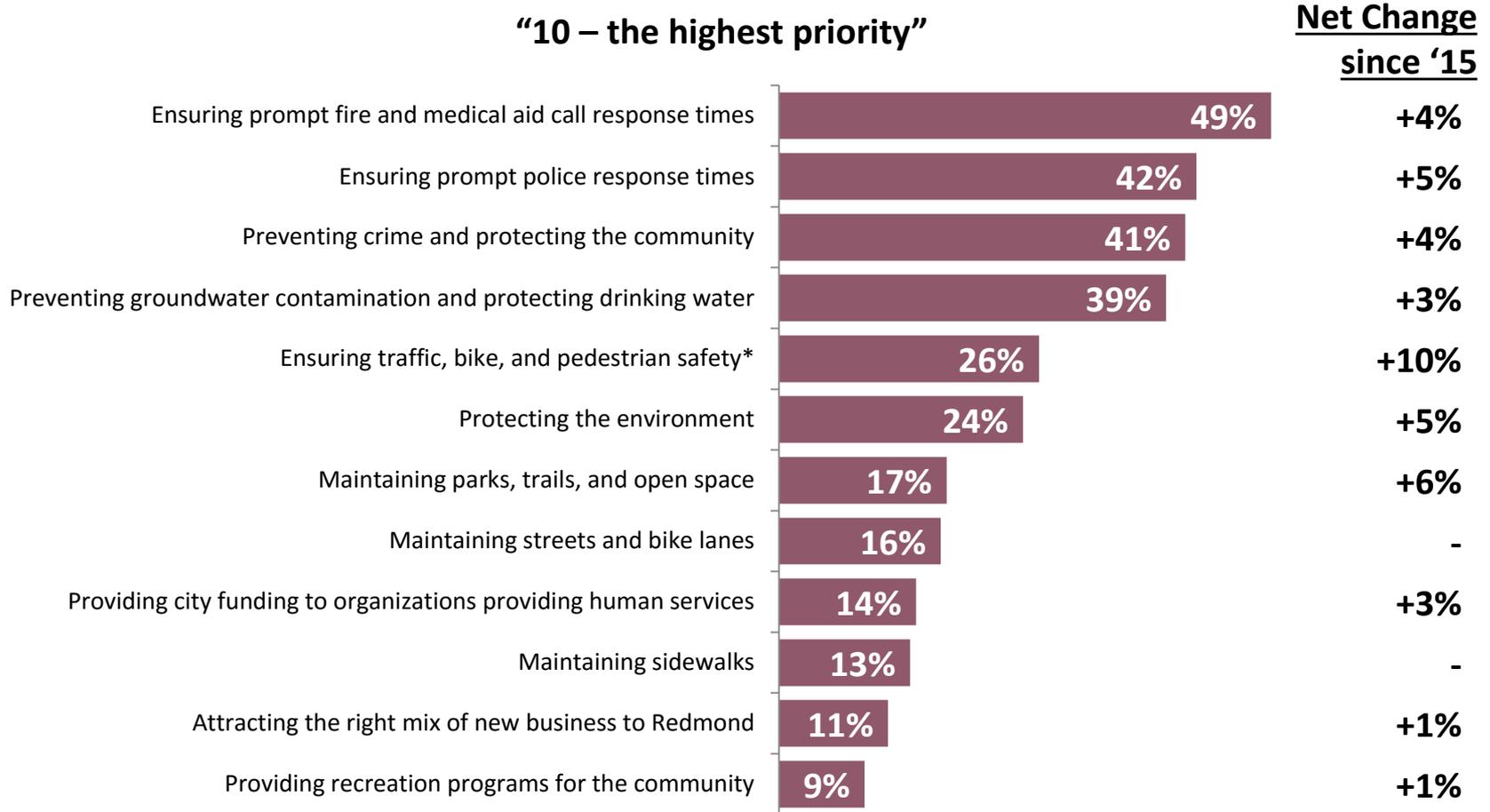
Q13-24. For each of the following items, please tell me how high a priority that item should be for the City of Redmond. Use a scale of 1 to 10 where 1 means the lowest priority and 10 means the highest priority. You can use any number from 1 through 10.

\*Changed from “promoting” in 2015 to “ensuring” in 2016



# City Priorities – By Year

*Overall, residents feel slightly stronger about most of these items as the “highest priorities.” Changing “promoting traffic, bike and pedestrian safety” to “ensuring traffic, bike and pedestrian safety” causes a 10 point jump.*



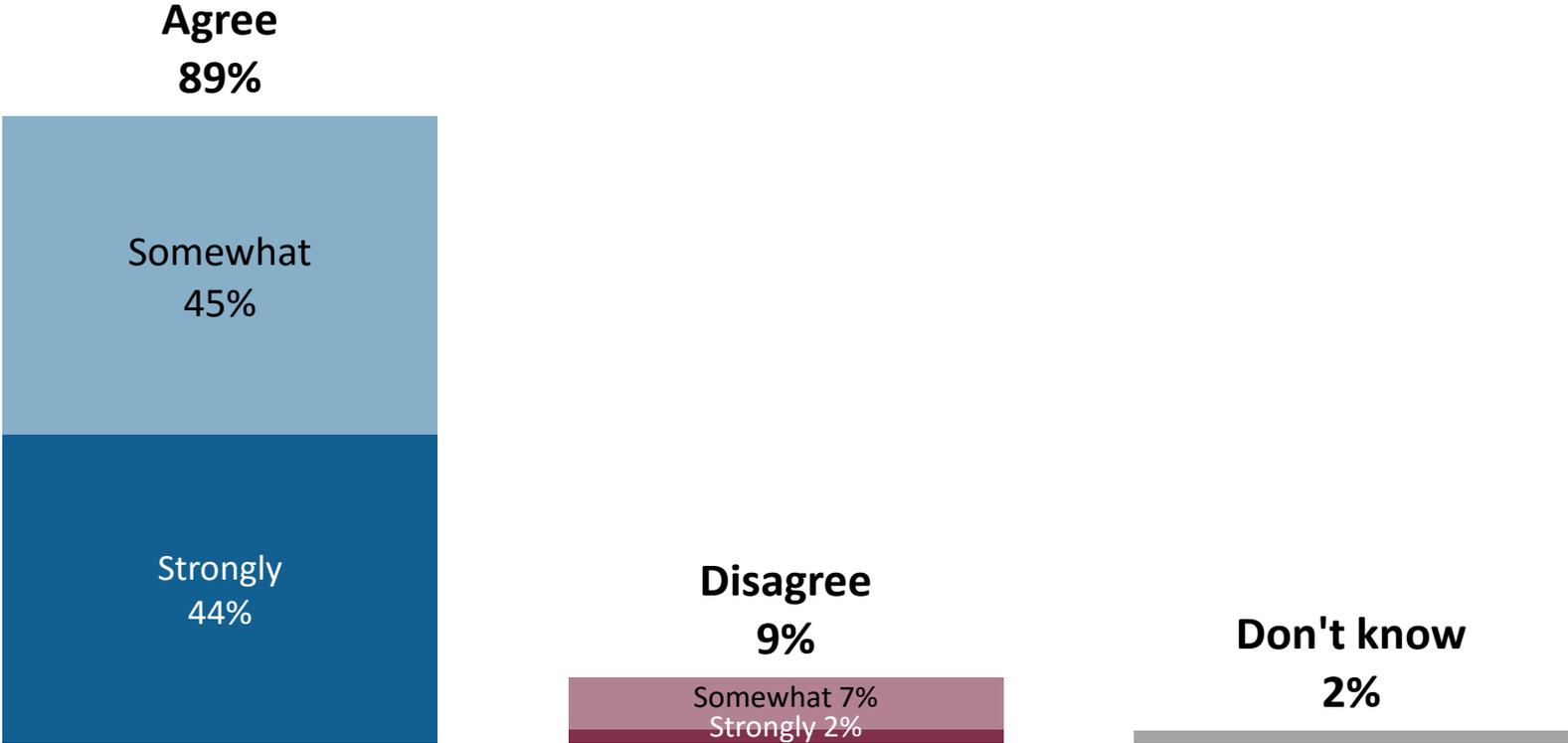
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# City of Redmond's Current Priorities

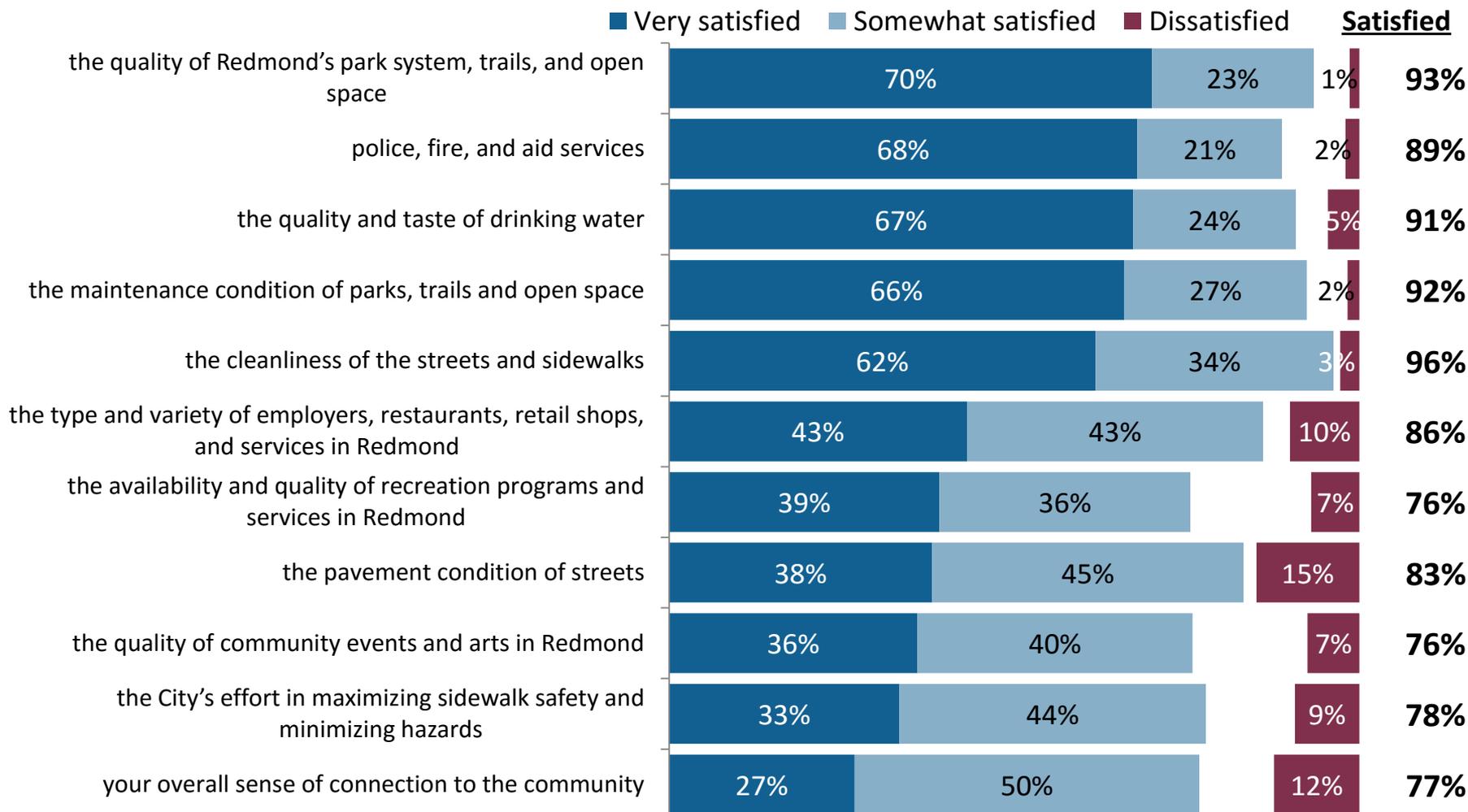
*Almost 9 in 10 Redmond residents agree with the City's current top 6 priorities.*



Q25. The City currently uses six priorities when determining how your tax dollars should be spent. They are: responsible government, ... Do you strongly agree, somewhat agree, somewhat disagree or strongly disagree that these should be the City's top priorities?

# Satisfaction with City Services

*At least three-quarters of residents are satisfied with each of the items tested. Dissatisfaction is highest, although still low, about street pavement conditions.*

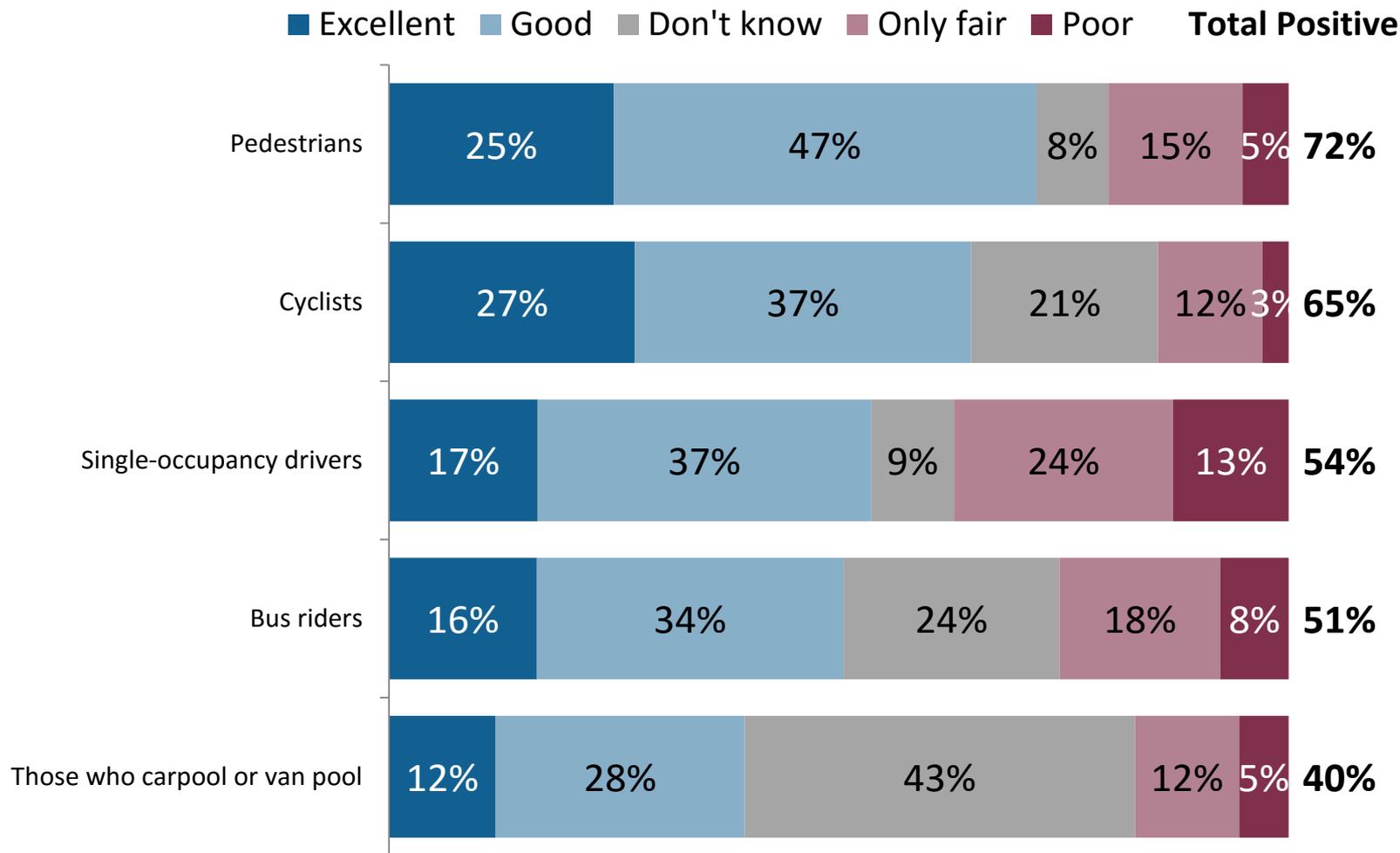


Q26-36. Now I'd like you to think about your level of satisfaction with some characteristics of Redmond, and some city services and programs. For each, you can say very satisfied, somewhat satisfied, somewhat dissatisfied, or very dissatisfied. If you don't know or it doesn't apply to you, please just say so.



# Transportation System Ratings

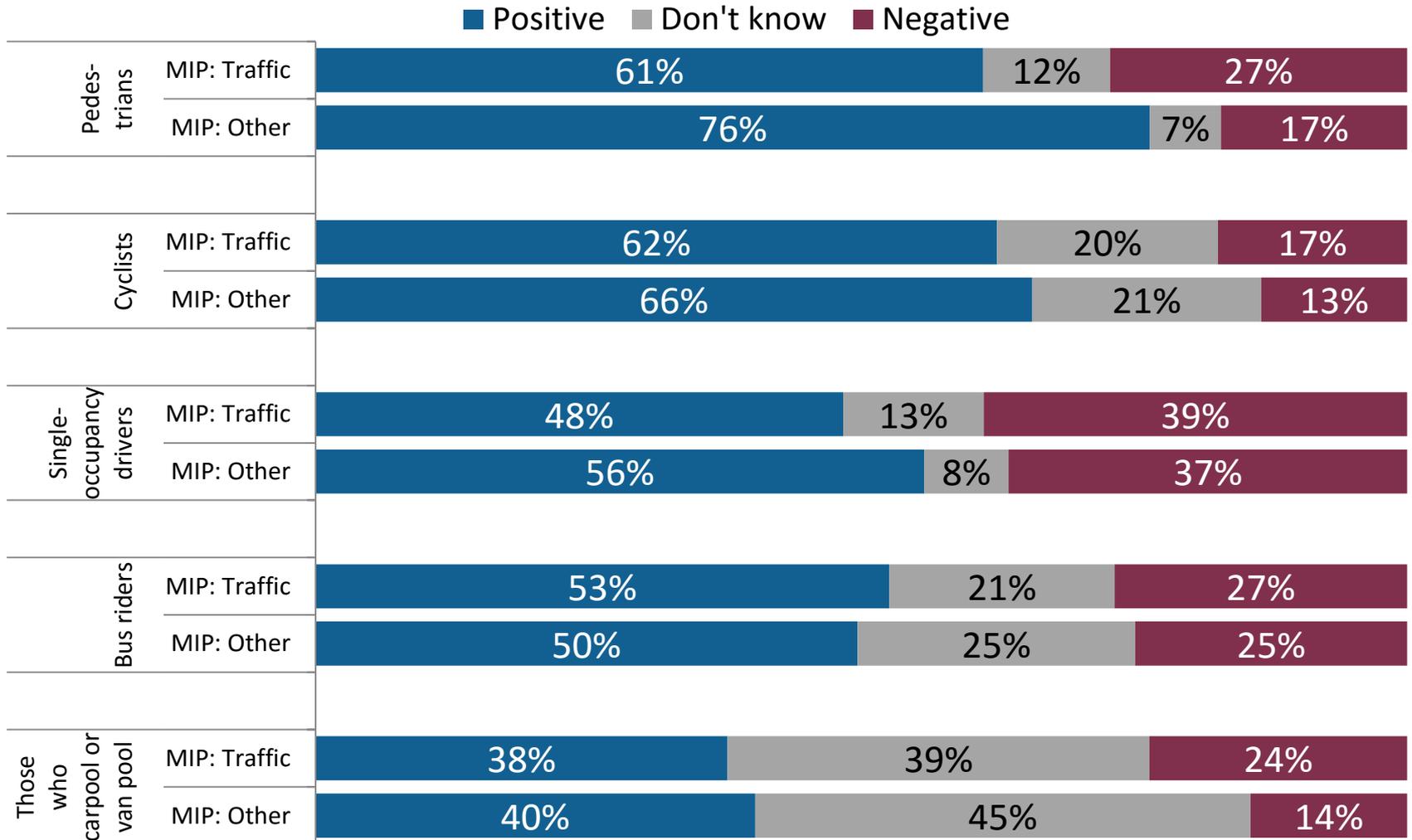
*A majority of Redmond residents rate the various types of transportation systems in the city positively, with the exception of carpool/van pool where a plurality of people are unsure.*



Q37-41. Next, there are a variety of methods people can use to get around. I'm going to ask you to rate Redmond's transportation systems for each of the following groups using a scale of excellent, good, only fair, or poor. If you aren't sure one way or the other, please just say so.

# Transportation System Ratings – By Most Important Problem (MIP)

*Those who view traffic as the most important problem in Redmond have less positive views about the transportation systems in the city, with the exception of the bus.*

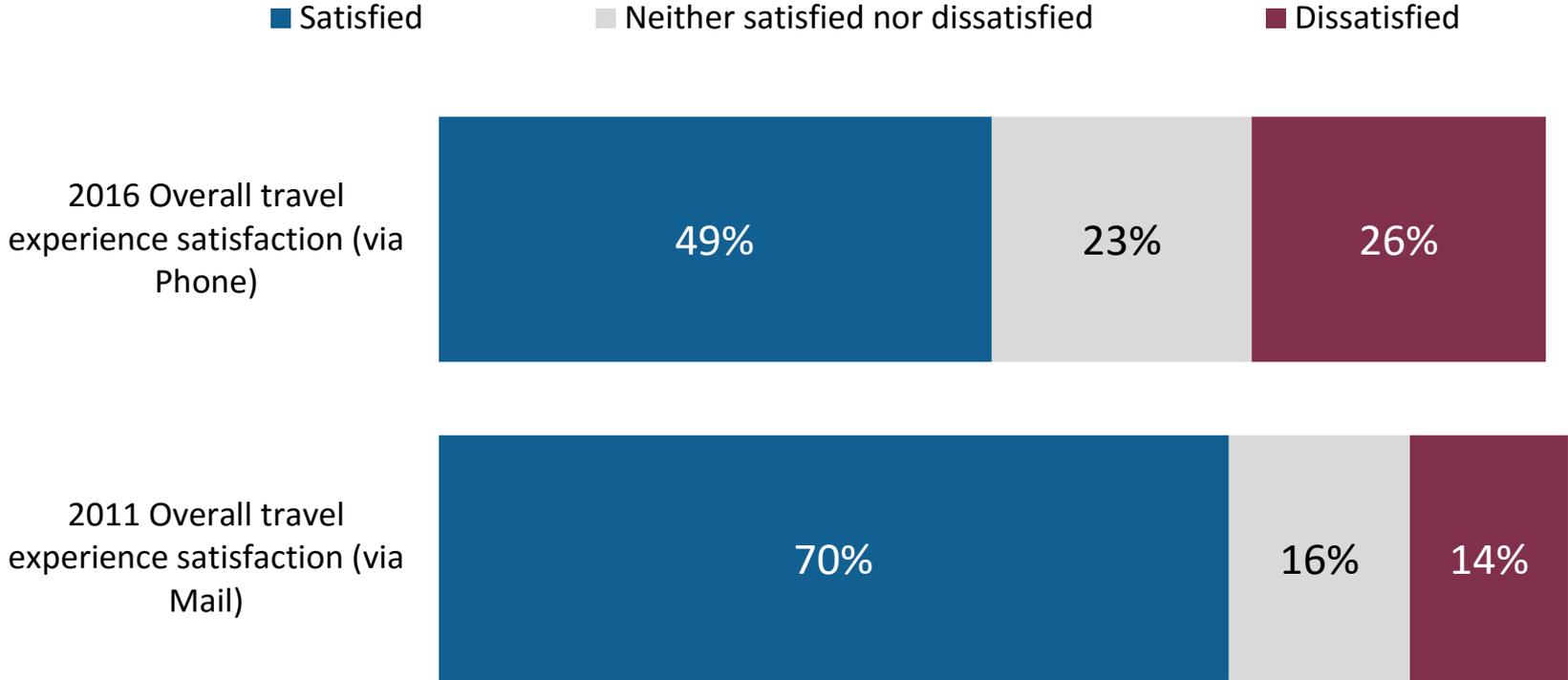


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# Overall Travel Experience Satisfaction

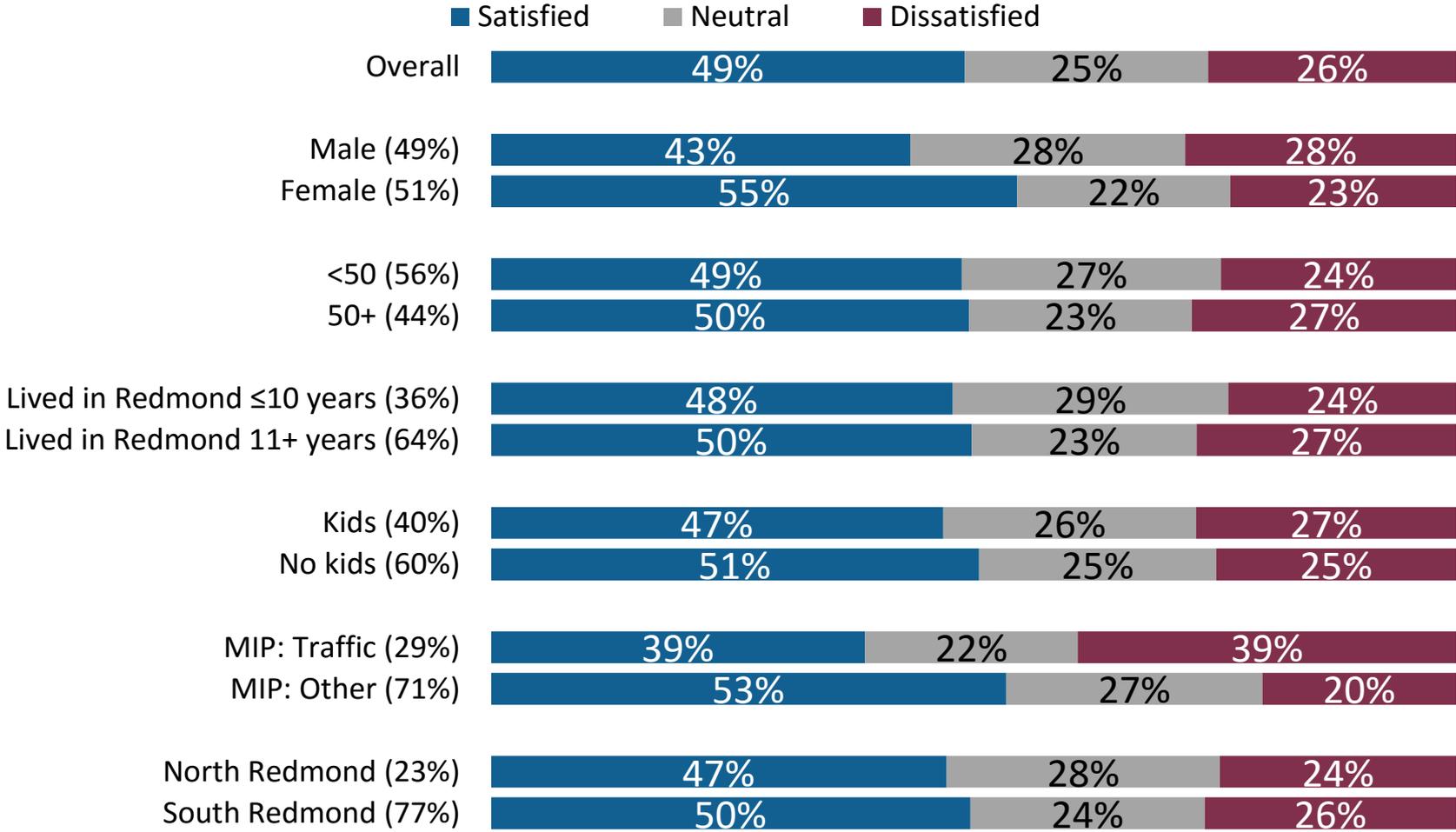
*A question from the 2011 mail survey regarding satisfaction with the overall travel experience was re-introduced to the phone survey, with a very different result.*



Q42. If you exclude travel on 520, how satisfied are you with your **overall experience** in traveling to, from, and within Redmond?

# Overall Travel Experience Satisfaction – By Demographic Splits

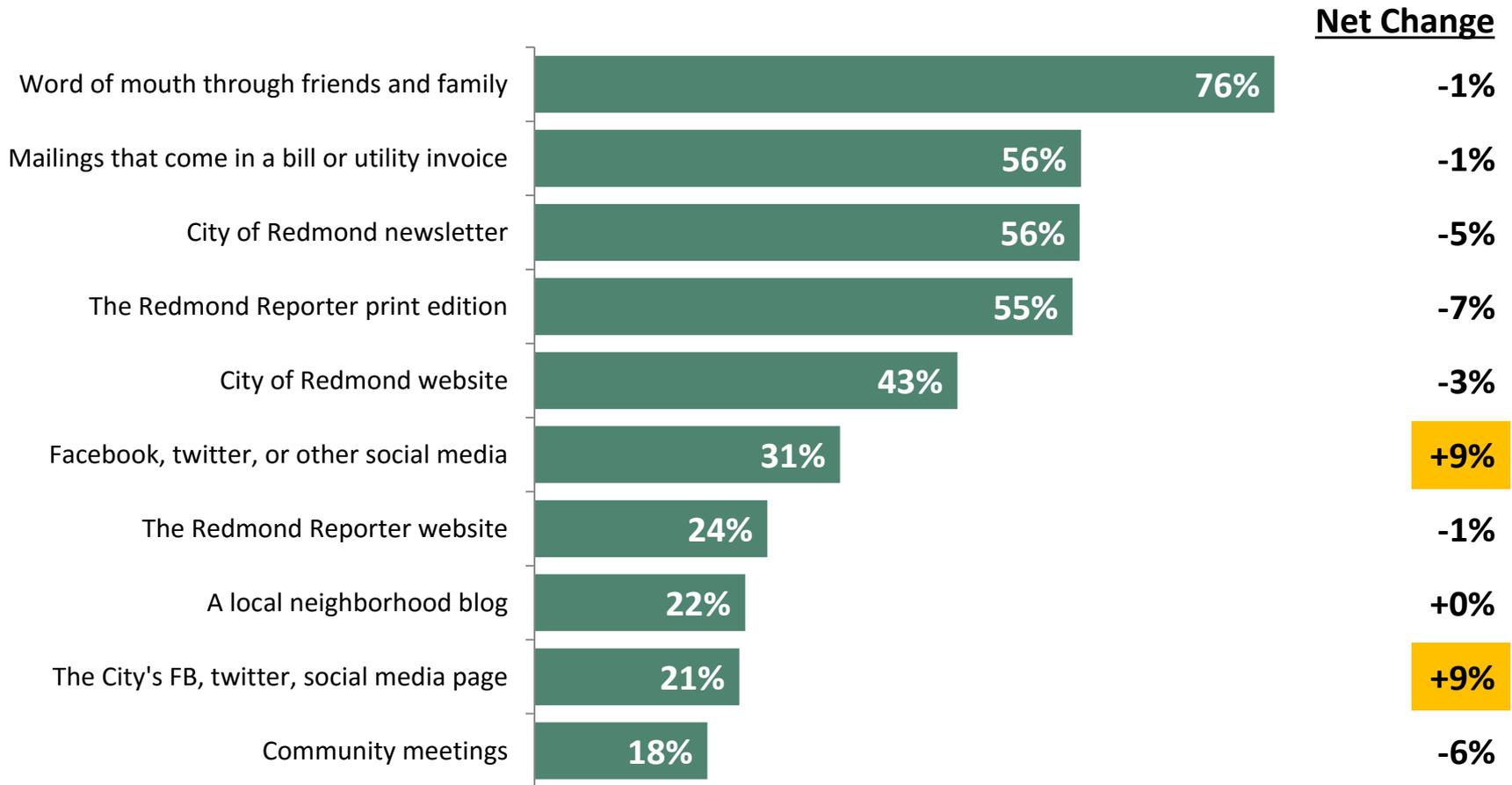
*Men in Redmond are less satisfied with their travel experience than women and those who said traffic is the most important problem (MIP) in Redmond are less satisfied than those who said anything else.*



Q42. If you exclude travel on 520, how satisfied are you with your **overall experience** in traveling to, from, and within Redmond?

# Information Sources – By Year

*The most prevalent source of information continues to be word of mouth, but social media sites have gained a lot of ground this year.*



Q45-54. 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.

# Contacts

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