EXECUTIVE SUMMARY

Introduction

In 1998 the City of Redmond Mayor's Office decided to seek broad public input prior to the biennial budget process. Consequently, the City hired Gilmore Research Group to conduct a telephone survey of residents to learn about citizen satisfaction and to help establish service priorities for the community. The results of the first survey were presented in August of 1998. Follow-up surveys of the baseline results derived in 1998 were conducted in 2000, 2002, 2004, and 2006. The current survey serves two important functions: it updates results obtained in 2006, and it gathers opinions about new issues and problems that are facing the community today.

Gilmore Research interviewed 437 Redmond residents by telephone, mail, and web-administered surveys between September 17 and November 2, 2009. The survey has a maximum margin of error of 4.7% at the 95% level of confidence.

Purpose and Objectives

The questions in the current survey cover the following broad research objectives:

- Understand residents' perception of the quality of life in Redmond and perceptions of the top issues facing the City today.

- Determine the use of, and level of satisfaction with, specific City services such as police, fire, transportation, parks and community events.

- Discover perceptions about City growth and the direction the City is going in the future.

- Investigate areas where residents would prefer more emphasis from the police, fire, and parks departments.

- Understand attitudes about traveling in and around Redmond.

- Assess importance of environmental initiatives and resident satisfaction with the City's recycling program.

- Find out which forms of City communication residents find most useful.

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Methodology & Sample Design

The City of Redmond contracted with Gilmore Research to conduct a public opinion survey of Redmond Residents to help define the community's needs and desires with respect to the City of Redmond's services to residents. This survey also determined satisfaction levels with the programs, events and services provided by the City of Redmond. Between September 17th and November 2nd, 2009, Gilmore Research Group conducted a multi-mode survey (mail, web and telephone) of 437 Redmond residents.

To conduct the survey, Gilmore used address-based sampling. This sampling technique involves drawing a probability-based sample of households from all addresses within the City of Redmond. As with previous surveys, the City determined that the target sample was residents residing in the 98052 zip code. Areas not within the city limits of Redmond were excluded from the sample draw. Reverse telephone look-up is then used to match names and landline numbers to these addresses.

Gilmore purchased a total of 2,400 addresses from Marketing Systems Group, a nationally recognized sample provider. A total of 1,288 pieces were matched to phone numbers.

Gilmore mailed survey packets to 2,394 residents inviting them to complete the survey either by filling out and returning the enclosed questionnaire or by completing the survey electronically online. (The six people to whom surveys were not mailed had completed the survey in a pre-test.) The survey packets included instructions for logging on to Gilmore's secure server and each household was assigned a unique PIN number to use to ensure that no household completed more than one survey.

Between October 6th and October 25th, 2009 Gilmore's professional telephone interviewing staff attempted to reach households with known telephone numbers that had not yet returned a completed survey. Gilmore received 107 completed surveys by phone. The average questionnaire lasted approximately 21 minutes. All callable sample was attempted up to 5 times at different times of day, on different days of the week and on the weekend.

Altogether, Gilmore received 437 completed surveys; 224 surveys by mail, 113 surveys by phone (including the 6 pre-test surveys), and 100 surveys online.

The Questionnaire

The current questionnaire has been revamped from previous studies. Many questions have been changed to address current issues facing Redmond, however, a set of Performance Measures have been established that will remain unchanged in the future to allow the City of Redmond to track performance in specific areas. These performance indicators are identified by a "P" prefacing the question number on the questionnaire.

A copy of the mail questionnaire can be found in Appendix A.

Margins of Error and Statistical Testing

The maximum margin of error for the entire sample of 437 residents is ±4.7% at the 95% level of confidence. What this means is that we can be 95% confident that when using the entire sample of 437 total respondents, any reported percentage does not differ from the value reported by more than 4.7%.

As sample size decreases, the margin of error increases. Thus, sub-samples, such as demographic groups, will have larger margins of error. The margin of error for any given sub-sample will vary with relation to the sample size.

Throughout this report the words, *respondent* and *resident* are used interchangeably. It is important to remember that the study involved only a statistical sample of residents, rather than a census of all Redmond City residents. Most studies report survey results for *respondents* or *participants* to make this distinction absolutely clear. This report digresses from the conventional way of stating who is involved, so that the reader can digest the material more comfortably.

All comparisons among question replies in this year's results and the five previous surveys were tested for statistical significance using independent Z-tests.

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