EMC
MARKET & OPINION RESEARCH SERVICES
RESEARCH

Oakland	Seattle	Columbus	Washington, DC
510.844.0680	206.652.2454	614.268.1660	202.686.5900
Portland	Irving, TX	Fernandina Beach, FL	
503.444.6000	972.717.7427	904.491.0591	EMCresearch.com

Live Telephone Survey
All Registered Voters City of Mercer Island
March 15th – 22nd, 2016
n=300, Margin of Error: ±5.7%
EMC #16-5934

When applicable, results are compared to previous Mercer Island surveys

N	MoE	Job Number	Field Dates
304	± 5.7%	14-5209	April 6th – 9th, 2014
300	± 5.7%	12-4663	June 24th – 28th , 2012
400	± 4.9%	10-4219	February 23rd – 27th , 2010
400	± 4.9%	08-3803	January 24th – 28th , 2008

GREETING: Hello, my name is _____, may I speak with **(NAME ON LIST)**.

INTRO: Hello, my name is _____, and I'm taking a survey for EMC Research on behalf of the City of Mercer Island. We're trying to find out how people on Mercer Island feel about some of the issues facing them. We are not trying to sell anything, and are collecting this information on a scientific and completely confidential basis.

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

	2016	2014	2012	2010	2008
Male	48%	47%	47%	47%	47%
Female	52%	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 seriously off on the wrong track?

	2016	2014	2012	2010	2008
Right direction	66%	74%	71%	70%	65%
Wrong track	20%	11%	15%	15%	16%
(Don't know)	13%	14%	14%	15%	19%

3. What do you think is the most important problem facing Mercer Island today?_____ **[ONE RESPONSE ONLY] (n=300)**

	2016	2014	2012	2010	2008
Overcrowding/Overdevelopment/Overbuilding	23%	10%	5%	11%	24%
Traffic/Transportation/Parking	23%	14%	14%	19%	26%
Education/School Funding	7%	19%	29%	13%	9%
High Taxes/High Cost of Living	3%	2%	2%	6%	3%
Lack of Affordable Housing	3%	1%	2%	1%	3%
Road Conditions/Highways/Infrastructure	2%	1%	8%	7%	2%
City Government/Council	2%	2%	5%	2%	3%
Public Safety/Crime	2%	2%	2%	1%	--
Environment/Preserving Parks/Preserving Open Space	2%	1%	--	--	3%
Lack of entertainment/activities	2%	--	--	--	--

	2016	2014	2012	2010	2008
Planning for downtown/town center development	2%	--	--	--	--
Economy/Unemployment	2%	--	--	--	--
Youth Programs/Concerns	2%	--	--	--	--
Other (less than 2%)	12%	7%	7%	8%	5%
None/DK/Refused	14%	17%	21%	21%	19%

Q4INT. Using a scale of excellent, good, only fair, or poor, please rate each of the following.
(AFTER EACH UNTIL UNDERSTOOD: Would you rate that as excellent, good, only fair or poor?**)**

	Excellent	Good	Only Fair	Poor	(Don't know)	Positive	Negative

[ALWAYS ASK FIRST]

4.   the job Mercer Island City government does overall

	Excellent	Good	Only Fair	Poor	(Don't know)	Positive	Negative
	13%	53%	23%	7%	3%	**66%**	**30%**

[RANDOMIZE]

5.   **(T)** The job the City of Mercer Island is doing using tax dollars responsibly

	Excellent	Good	Only Fair	Poor	(Don't know)	Positive	Negative
2016	13%	47%	23%	9%	8%	**60%**	**33%**
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%**

6.   The job the City of Mercer Island does focusing on the priorities that matter most to residents

	Excellent	Good	Only Fair	Poor	(Don't know)	Positive	Negative
	12%	38%	31%	12%	6%	**51%**	**43%**

[END RANDOMIZE]

7.   The City of Mercer Island is considering a ballot measure for a six year levy lid lift to maintain current service levels and to fund capital project needs in Parks and Recreation, Youth and Family Services, and Public Building Maintenance. This proposition would increase the City's regular property tax levy by $0.27 per $1,000 assessed valuation for collection in 2017 and would increase the levy amount by five percent annually for five years thereafter. In general, would you strongly support, somewhat support, somewhat oppose or strongly oppose this levy lid lift measure?
(PROMPT IF NECESSARY: Would you strongly support, somewhat support, somewhat oppose, or strongly oppose this measure?**)**

Strongly Support	16%	→**59%**
Somewhat Support	43%	
Somewhat Oppose	16%	→**34%**
Strongly Oppose	18%	
(Don't Know/Refused)	6%	

8.   This levy lid lift measure would cost the owner of $900,000 home $245 a year, which equates to $20 dollars per month or $0.67 per day. Knowing this, would you strongly support, somewhat support, somewhat oppose or strongly oppose this levy lid lift measure?
      (PROMPT IF NECESSARY: Would you strongly support, somewhat support, somewhat oppose, or strongly oppose this measure?**)**

Strongly Support	22%	→**58%**
Somewhat Support	36%	
Somewhat Oppose	13%	→**35%**
Strongly Oppose	21%	
(Don't Know/Refused)	7%	

Q9INT. I'd like to read you a list of potential funding priorities for the City of Mercer Island. I'm going to ask you to rank each item using a scale of 1 to 7, where 1 means you feel that item should be a very low priority for funding and 7 means that you feel that item should be a very high priority for funding. You can use any number from 1 to 7.
(BEFORE EACH: How high of a priority should **[INSERT QX]** be?**)**
(REPEAT AFTER EACH UNTIL UNDERSTOOD: with one being a very low priority for funding and seven being a very high priority for funding?)

	1 Very low priority	2	3	4	5	6	7 Very high priority	Don't know	Mean

[RANDOMIZE]

9.   Maintaining parks, trails, and open space

	1	2	3	4	5	6	7	Don't know	Mean
	0%	2%	4%	14%	27%	24%	28%	0%	**5.51**

10.   Maintaining public buildings

	1	2	3	4	5	6	7	Don't know	Mean
	4%	2%	7%	20%	34%	18%	15%	1%	**4.92**

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

	1	2	3	4	5	6	7	Don't know	Mean
	3%	3%	9%	16%	35%	17%	17%	1%	**4.97**

12.   Maintaining streets, roadsides, and medians

	1	2	3	4	5	6	7	Don't know	Mean
	1%	2%	2%	12%	25%	24%	34%	1%	**5.67**

13.   Maintaining sidewalks, pedestrian and bike paths

	1	2	3	4	5	6	7	Don't know	Mean
	4%	6%	5%	17%	24%	22%	23%	1%	**5.11**

14.   Providing mental health counseling services in our public schools

	1	2	3	4	5	6	7	Don't know	Mean
	4%	3%	4%	13%	20%	21%	35%	1%	**5.43**

15.   Operating the Mercer Island Community and Event Center

	1	2	3	4	5	6	7	Don't know	Mean
	6%	4%	10%	21%	28%	15%	15%	1%	**4.68**

16.   Providing police, fire, and medical aid services

	1	2	3	4	5	6	7	Don't know	Mean
	2%	--	3%	5%	13%	17%	59%	0%	**6.15**

17.   Regulating development activities on the Island

	1	2	3	4	5	6	7	Don't know	Mean
	6%	3%	8%	16%	21%	18%	24%	3%	**5.02**

[END RANDOMIZE]

18.   Now, I would like to tell you more about the City's projected budget situation in 2017. Property taxes, which make up 42% of the City's revenues, can increase only 1% each year per state law. By comparison, the long-term average rate of inflation is 3%. This annual growth difference between property taxes and inflation represents an ongoing structural problem, resulting in a $1.6 million projected deficit in 2017. To balance the budget, the City Council will have to cut services and capital projects unless taxes are increased. Knowing this, would you strongly support, somewhat support, somewhat oppose or strongly oppose a levy lid lift measure?
(PROMPT IF NECESSARY: Would you strongly support, somewhat support, somewhat oppose, or strongly oppose this measure?**)**

Strongly Support	23%	→**59%**
Somewhat Support	36%	
Somewhat Oppose	13%	→**33%**
Strongly Oppose	20%	
(Don't Know/Refused)	9%	

19.   Now I would like to ask you about growth and development in our neighborhooods. Using a scale of 1 to 7, where 1 means you are not at all concerned and 7 means that you are extremely concerned, please tell me how concerned you are with new single family homes and remodels in our neighborhoods. You can use any number from 1 to 7.

1	2	3	4	5	6	7	Don't know	Mean
Not at all concerned					Extremely Concerned			
24%	17%	13%	9%	12%	9%	12%	3%	**3.44**

[IF Q19=5, 6, or 7 ASK Q20]

20.   And what would you say are your primary concerns with new single family homes and remodels in our neighborhooods? _____ **[ACCEPT TWO RESPONSES ONLY] (n=137)**

	2016	2014	2012	2010	2008
Large homes/buildings/too big for the lot	51%	--	--	--	--
High density/overcrowding	18%	--	--	--	--
Changes to the community/island	12%	--	--	--	--
Affordable housing	9%	--	--	--	--
Construction should be more closely regulated/controlled	5%	--	--	--	--
Removal of trees/yards	4%	--	--	--	--
Lack of parking	4%	--	--	--	--
Increasing property taxes	3%	--	--	--	--
A lot of remodeling/rebuilding older homes	3%	--	--	--	--
Increase in traffic	3%	--	--	--	--
Poor construction/home quality	2%	--	--	--	--
Water infrastructure/use	2%	--	--	--	--
Other (less than 2%)	15%	--	--	--	--
None/DK/Refused	6%	--	--	--	--

[RESUME ASKING EVERYONE]

21.   Mercer Island is one of four cities in King County that allow the sale and discharge of fireworks for the Fourth of July celebration. Knowing this, would you strongly support, somewhat support, somewhat oppose or strongly oppose a ban on fireworks on Mercer Island?
        (PROMPT IF NECESSARY: Would you strongly support, somewhat support, somewhat oppose, or strongly oppose this ban?**)**

Strongly Support	28%	→**41%**
Somewhat Support	14%	
Somewhat Oppose	25%	→**52%**
Strongly Oppose	27%	
(Don't Know/Refused)	6%	

22INT. Currently the City requires dogs to be on a leash in Luther Burbank Park, Deane's Children's Park, and the northeast quadrant of Pioneer Park. Some residents are asking the City to extend the dog leash requirement to the Northwest quadrant of Pioneer Park and Mercerdale Park. Knowing this, would you strongly support, somewhat support, somewhat oppose or strongly oppose… **[INSERT QX]**
        (PROMPT IF NECESSARY: Would you strongly support, somewhat support, somewhat oppose, or strongly oppose this requirement?**)**

[RANDOMIZE]

22.   Extending the dog leash requirement to the northwest quadrant of Pioneer Park

Strongly Support	33%	→**49%**
Somewhat Support	16%	
Somewhat Oppose	18%	→**43%**
Strongly Oppose	25%	
(Don't Know/Refused)	9%	

23.   Extending the dog leash requirement to Mercerdale Park

Strongly Support	35%	→**54%**
Somewhat Support	19%	
Somewhat Oppose	16%	→**39%**
Strongly Oppose	23%	
(Don't Know/Refused)	7%	

 [END RANDOMIZE]

DEMOS. And finally, I'd like to ask you a few questions for statistical purposes only.

24.   Do you own or rent your apartment or home?

	2016	**2014**	**2012**	**2010**	**2008**
Own/(buying)	79%	--	--	--	--
Rent/(lease)	15%	--	--	--	--
(Don't Know/Refused)	7%	--	--	--	--

25.   Do you own a dog?

	2016	**2014**	**2012**	**2010**	**2008**
Yes	37%	--	--	--	--
No	59%	--	--	--	--
(Don't Know/Refused)	3%	--	--	--	--

26A.   In what year were you born? **[RECORD YEAR - VALID RANGE: 1911-1998; IF REFUSED, Q26A=9999]**

26B.*   **[AGE RANGE - CODE FROM PREVIOUS QUESTION]**
        [IF Q26A=9999 THEN ASK FOLLOWUP: "Would you say you are age **(READ LIST)**..."]

	2016	2014	2012	2010	2008
18-29	15%	--	--	--	--
30-39	11%	--	--	--	--
40-49	17%	--	--	--	--
50-64	30%	--	--	--	--
65+	28%	--	--	--	--

* Different age categories were used in previous surveys.

THANK YOU!