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 surveys in 2009 and 2011 served two important functions: updating results obtained in 2006, and gathering opinions about new issues and problems that are facing the community today.

For the 2011 study, Gilmore Research interviewed 442 Redmond residents by telephone, mail, and web-administered surveys between September 28th and November 2nd, 2011. 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.

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

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

- Understand attitudes about traveling in and around Redmond.

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

- Learn about perceptions related to arts and entertainment in Redmond.

- Gauge how connected residents feel to their community.

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 28th and November 2nd, 2011, Gilmore Research Group conducted a multi-mode survey (mail, web and telephone) of 442 Redmond residents.

To conduct the survey, Gilmore used address-based sampling. This sampling technique involves drawing a sample of households randomly selected 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 was then used to match names and landline numbers to these addresses.

To maintain consistency with the previous surveys, Gilmore again purchased its sample addresses from Marketing Systems Group, a nationally recognized sample provider. A total of 1,787 pieces were matched to phone numbers.

Gilmore mailed survey packets to 2,450 residents inviting them to complete the survey either by filling out and returning the enclosed questionnaire or by completing the survey electronically online. 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 17th and November 2nd, 2011 Gilmore's professional telephone interviewing staff attempted to reach households with known telephone numbers that had not yet completed the survey by mail or online. Gilmore completed 100 surveys by phone. The average interviewer-assisted telephone survey lasted approximately 25 minutes. In an effort to reach even the hardest to reach residents, phone numbers were attempted at least 5 times at different times of day, on different days of the week and on the weekend.

Altogether, Gilmore completed 442 surveys; 208 surveys by mail, 100 surveys by phone, and 134 surveys online.

The Questionnaire

The current questionnaire has been changed 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 B.

Margins of Error and Statistical Testing

The maximum margin of error for the entire sample of 442 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 442 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 are tested for statistical significance using independent Z-tests.