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Telephone Survey of Registered Voters in the City of Edmonds
Conducted for: the City of Edmonds Parks, Recreation and Cultural Services Department
November 20th – November 25th, 2013
n=400; Margin of Error: ± 4.9 percentage points
EMC Research #13-4884

*All numbers in this document represent percentage (%) values, unless otherwise noted.
Please note that due to rounding, percentages may not add up to exactly 100.*

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

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

1. SEX (RECORD BY OBSERVATION)

Male	46%
Female	54%

2. To get started, what do you think Edmonds could do that would most improve the City's parks, recreation, and cultural programs?

Doing a good job/Satisfied	16%
Clean up/maintain what is currently there	8%
More areas open to dogs	5%
More money/funding	4%
More children activities/family activities	2%
Indoor pool	2%
More economic development/businesses	2%
Expand parks/more parks	2%
More parking	2%
More advertising	2%
Activities for adults/seniors	2%
Add sidewalks/walk ways	2%
Other	18%
Don't know/Nothing	32%

Now, I'd like you to rate a few items relating to life in Edmonds, using a scale of excellent, good, only fair, or poor.

[BEFORE EACH: How would you rate (QX)? Would you say excellent, good, only fair, or poor?]

[RANDOMIZE]	Excellent	Good	Only Fair	Poor	(Don't know)	Total Positive	Total Negative
3. the overall quality of life for people living in Edmonds	60%	37%	2%	0%	0%	97%	2%
4. the overall job Edmonds City government is doing	10%	53%	25%	6%	5%	63%	31%
5. the overall job the City of Edmonds Parks, Recreation and Cultural Services Department is doing	28%	61%	8%	1%	3%	89%	8%
[RANDOMIZE]							
6. the maintenance and upkeep of parks in Edmonds	37%	47%	11%	1%	3%	84%	13%
7. the arts and culture events and programs in Edmonds	44%	47%	4%	0%	4%	91%	4%
8. recreation programs and services in Edmonds	25%	56%	10%	3%	5%	81%	13%

[END RANDOMIZE]

I'm going to read you a list of **functions and services** provided by the City of Edmonds Parks, Recreation and Cultural Services Department. For each one, please tell me how important that particular item is to you and your household. Use a scale of 1 to 5, where 1 means that it is "not at all important" and 5 means it is "extremely important."

[RANDOMIZE]	1	2	3	4	5	6	Total Import.
	Not at all important			Extremely Important		Refused	
9. Maintaining the parks and recreation facilities we currently have	1%	3%	7%	31%	58%	0%	89%
10. Adding, expanding and improving parks in Edmonds	7%	9%	31%	29%	24%	1%	53%
11. Providing more recreation programs and activities in Edmonds	7%	12%	33%	30%	16%	1%	47%
12. Providing more arts and culture events and programs in Edmonds	9%	12%	33%	29%	16%	0%	45%
13. Maintaining or expanding beach access in Edmonds	2%	9%	17%	23%	48%	1%	71%
14. Preserving greenspace, forests, and wetlands in Edmonds	3%	5%	13%	18%	60%	1%	79%

[END RANDOMIZE]

I'm going to read you a list of potential projects that the City of Edmonds Parks, Recreation and Cultural Services Department is considering undertaking in the next couple of years. For each one, please tell me how important that particular item is to you and your household. Use a scale of 1 to 5, where 1 means that it is "not at all important" and 5 means it is "extremely important."

[RANDOMIZE]	1	2	3	4	5	6	Total	
	Not at all important					Extremely Important	Refused	Import.
15. Building an Indoor Aquatic Center to provide a year round swimming pool for lessons, swim teams, aquatic exercise classes, that includes features like slides and play equipment.	16%	16%	19%	19%	29%	1%	48%	
16. Building an Indoor Recreation Center with a full size gymnasium, exercise rooms, classrooms, and social gathering spaces	19%	19%	28%	17%	17%	0%	34%	
17. Renovating and expanding the existing Frances Anderson Center to make it function better, provide more space for programs and activities, and improve accessibility.	6%	11%	24%	31%	26%	1%	57%	
18. Buying and renovating Civic Center Playfield to make sure it remains a public park.	3%	9%	18%	32%	34%	4%	66%	
19. Developing a year round turf field sports complex and community park at the Former Woodway High School site	17%	19%	22%	23%	17%	1%	40%	
20. Allocating funds to improve existing parks with new playgrounds, better amenities, restrooms	7%	9%	31%	30%	22%	0%	53%	
21. Restoring the natural functions of the Edmonds Marsh and adding boardwalks, viewing blinds, and other features	10%	10%	26%	23%	30%	2%	53%	
22. Creating more partnership projects with the school district to improve and expand parks and facilities at elementary and middle schools	10%	7%	24%	31%	26%	1%	57%	

	1	2	3	4	5	6	Total
	Not at all important				Extremely Important	Refused	Import.
23. Building more trail and sidewalk connections within Edmonds, including connections to the parks, the Interurban Trail, and downtown	8%	12%	24%	20%	36%	0%	56%

[END RANDOMIZE]

24.-27. Now I'd like you to choose how important these items are against each other. Among building an indoor aquatic center, building an indoor recreation center, renovating and expanding the existing Frances Anderson Center, buying and renovating Civic Playfield, and developing a sports complex and community park at the Former Woodway High School site, which item is the most important?

	Building an Indoor Aquatic Center (n=268)	Building an Indoor recreation Center (n=260)	Renovating and expanding the Francis Anderson Center (n=262)	Buying and Renovating Civic Playfield (n=253)	Developing a sports and playfield at the former Woodway High School site (n=268)
Most Important	26%	11%	36%	10%	20%
2 nd Most Important	17%	19%	25%	22%	14%
3 rd Most Important	6%	26%	8%	40%	14%
4 th Most Important	17%	35%	13%	19%	16%
Least Important	33%	9%	18%	9%	36%

28-30. And among the other items which are making improvements to existing parks, creating more partnership projects with the school district to improve and expand parks and facilities at elementary and middle schools, building more trail and sidewalk connections between Edmonds parks and the Interurban Trail, and restoring the natural functions of the Edmonds Marsh, which is the most important

	Making Improvements to existing Parks (n=368)	Creating more partnership projects with the school district to improve and expand existing parks and facilities at elementary and middle schools (n=371)	Building more trail and sidewalk connections between Edmonds parks and the Interurban trail (n=371)	Restoring the natural functions of the Edmonds Marsh (n=375)
Most Important	13%	23%	29%	37%
2 nd Most Important	33%	31%	18%	19%
3 rd Most Important	44%	21%	18%	16%
Least Important	11%	26%	36%	29%

Moving on

[ROTATE]

Knowing that some usage is seasonal or weather dependent, how often would you say that you or someone in your household uses the following types of parks and or recreational facilities? For each please tell me if you Regularly, Occasionally, Rarely, or Never use these facilities.

[RANDOMIZE]	Regularly	Occasionally	Rarely	Never	(Don't know)
31. Athletic Fields for league and team sports such as soccer, softball, baseball, lacrosse, and other sports	18%	19%	21%	42%	0%
32. Gymnasiums and courts for league and team sports such as basketball, pickleball, indoor soccer, tennis, and more	13%	12%	24%	51%	0%
33. Trails for walking, running, and biking	42%	34%	9%	15%	0%
34. Waterfront Facilities like boat launches, docks, fishing areas and beaches	47%	38%	9%	7%	0%
35. Yost Pool	11%	21%	27%	40%	0%
36. Facilities for family activities like playgrounds, picnic areas, and play areas	33%	35%	15%	17%	0%
37. Open Space & Wildlife habitat Conservation such as Edmonds Marsh, the Fish Hatchery, tidelands, forests, and other natural areas	27%	39%	20%	15%	0%
38. Dog parks	23%	16%	15%	46%	1%

[END RANDOMIZE]

39. I'd like to read two statements to you. Please tell me which is closer to your opinion even if neither one is exactly right please tell me which one you lean towards.

Which statement is closer to your opinion? (IF UNDECIDED) Well which statement do you lean towards, the first or the second?

[IF FIRST/Some] people say that our parks system has been neglected and here is an urgent need for more parks funding for day-to-day operations and maintenance of the system. Lean Statement 1	47%	→ 50%
[IF SECOND/Other] people say we can't afford new taxes for the Edmonds parks system right now and that the City should make do with what it has. Lean Statement 2	47%	→ 49%
Undecided/Not Sure	1%	
Refused	0%	

40. I'd like to read two more statements to you. Please tell me which is closer to your opinion even if neither one is exactly right.

Which statement is closer to your opinion? (IF UNDECIDED) Well which statement do you lean towards, the first or the second?

[IF FIRST/Some] people say that we not only need more parks funding for day-to-day operations and maintenance of the system, but that we should also be expanding parks, recreational programs, and cultural programs	49%	→ 50%
Lean Statement 1	2%	
[IF SECOND/Other] people say we can't afford new taxes for the Edmonds parks system right now and that the City should make do with what it has.	47%	→ 49%
Lean Statement 2	1%	
Undecided/Not Sure	1%	
Refused	0%	

41. In the past few years, funding for parks maintenance and day to day operations has been very unstable due to the economy. Many cities have chosen to cut budgets for parks maintenance and operations due to economic conditions. Some cities have chosen to create Parks Districts, which gives a city the ability to implement voter approved funding that is dedicated solely to parks and cannot be diverted to other purposes. An Edmonds parks district that would take care of all of the maintenance and day to day operations for all of Edmonds parks would cost the owner of a four hundred thousand dollar home about ten dollars per month. In general, do you strongly support, somewhat support, somewhat oppose or strongly oppose creating this Parks District?

Strongly Support	33%	→ 71%
Somewhat Support	38%	
Somewhat Oppose	13%	→ 28%
Strongly Oppose	15%	
Don't Know	1%	
Refused	0%	

42. What specific active lifestyle and recreation programs would you like to see that aren't currently being offered? **(TAKE ONE RESPONSE)**

Indoor aquatic center/pool	10%
More hiking/walking paths	7%
Doing a good job/Satisfied	7%
More dog parks	2%
Concerts/music	2%
Wildlife/nature programs	2%
More bike paths	2%
Other	22%
Don't know/Nothing	45%

43. Can you safely access the nearest public park or trail via foot, bicycle, or public transportation?

Yes	93%
No	7%

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

44. Do any children under the age of 18 live in your household?

Yes	30%
No	69%
Refused	0%

45. Do you have a cell phone or not?

Yes	95%
No	5%
Refused	0%

[IF Q45=1 ASK Q46 IF Q45=2 OR 3, RESPONDENT DOES NOT HAVE CELLPHONE, SKIP TO Q47]

46. How much do you rely on your cell phone? Would you say you rely on your cell phone **[READ RESPONSES]**

All the time – it's your only phone	22%
A great deal – it's your primary phone	34%
Some – you use it occasionally	26%
Very little – you mostly have it for emergencies	17%
Don't know	0%
Refused	0%

(RESUME ASKING EVERYONE)

47. For statistical purposes, what year were you born?

[RECORD YEAR - VALID RANGE: 1900-1995] IF "Refused" ==> ASK Q48

48. **[IF VALID AGE IN Q48 - CODE AGE FROM PREVIOUS QUESTION, IF REFUSED ASK] Would you say you are age... (READ LIST)**

18-24	12%
25-34	11%
35-44	15%
45-64	31%
65+	30%
Refused	1%

50 We are trying to gather opinions of people from a variety of backgrounds. Which of the following best describes your ethnicity?

Caucasian or White	92%
Asian or Asian American	2%
Hispanic or Latino	1%
Black or African American	0%
Pacific Islander	0%
Native American	1%
Other	2%
Refused	2%

THANK YOU!