EMC research

City of Kirkland
2020 Biennial Residents Survey on Citizen Opinions & Priorities

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1. Project Overview

1.1 Project Goal

To assess and track residents' attitudes and opinions about quality of life in Kirkland, priorities for the future and satisfaction with City government and its services. Specifically, the survey covered the following topic areas:

- Residents' perceptions of Kirkland as a place to live, including the things they like most about the city and what concerns them, their satisfaction with the availability of good and services in the city, attitudes about personal safety, and neighborhood infrastructure.
- Overall job ratings of City government, and specific ratings on government priorities, managing public money, communication with residents, and overall service delivery.
- Ratings of the overall importance and assessment of the City's performance across 21 City services and functions.
- Questions about household emergency preparedness.

1.2 Methodology

- Telephone survey of 500 City of Kirkland residents randomly sampled from a list of registered voters and non-voters, including landline and cell phones.
- Overall margin of error of +/- 4.4 percentage points at the 95% confidence level.
- Interviewing took place between June 25th and July 2nd, 2020.

This survey is the eighth in a biennial series of citizen surveys commissioned by the City of Kirkland. This report includes results comparisons with previous surveys, including 2012, 2014, 2016 and 2018. Note: in previous years, the survey sample consisted of all registered voter households. The 2020 iteration includes registered voter and non-registered households.

Survey Year	Number of interviews (n)	Overall Margin of Error (MoE)
2020	500	±4.4 percentage points
2018	512	±4.3 percentage points
2016	502	±4.4 percentage points
2014	501	±4.4 percentage points
2012	500	±4.4 percentage points

2. Findings Summary

Kirkland as a Place to Live	***Amid the broader challenges facing the community in 2020, a resounding majority of residents continue to rate Kirkland positively as a place to live.*** • *In equal measure, residents consider Kirkland an "excellent" (42%) or "very good" (43%) place to live.* • *A negligible share of residents give the city a critical "only fair" (2%) or "poor" (2%) rating.* • *These sentiments remain largely consistent with previous years.* ***Although the national issue landscape has shifted significantly, Kirkland residents continue to cite a broad mix of local, top-of-mind strengths and concerns for the community.*** • *When asked what they like best about living in Kirkland, prominent mentions include the city's location and proximity to amenities, its quiet, small-town feel, community and neighborhoods, parks, waterfront, downtown, and more.* • *Residents' top-of-mind concerns also include a range of responses, including traffic, housing costs, development and growth, taxes, cost of living and affordability, police, crime, parking, and others. Coronavirus-related concerns were also raised but to a lesser degree.*

Kirkland City Government

Kirkland City government continues to receive high marks for the job it does overall, delivering services efficiently, and for keeping residents informed. Residents are more critical of the job it does focusing on the priorities that matter most and managing the public's money but these ratings are either comparable with or higher than previous years.

- *Overall, two-thirds of residents (69%) give the City a positive "Excellent" or "Very good" job rating, compared to one-fifth (22%) giving it a negative "Only fair" or "Poor" rating, with one-tenth (9%) unable to rate. The City's overall job rating has remained consistent since 2012.*
- *The City's job ratings for "Delivering Services efficiently" (70% positive / 17% negative) also remains steady with previous years.*
- *The job the City does "Keeping residents informed" (66% positive / 28% negative) and "Focusing on the priorities that matter most to residents" (49% positive / 32% negative) have seen more variance in recent years. After decreasing in 2018, both have rebounded in 2020.*
- *Ratings for "managing the public's money" have been traditionally split (37% positive / 32% negative) but is unchanged from previous years.*

City Services and Functions

In terms of perceived importance and performance, most City services and functions remain consistent with 2018, with a slightly lower emphasis on police services, traffic flow, and building, permitting, and inspection in 2020.

- *A majority of services continue to perform at least comparably to their relative priority level.*
- *Fire and emergency medical services, recycling and garbage collection, and City parks are the top-rated functions, both in importance and performance.*
- *In 2020, police service ratings are lower, both in importance and performance, but those ratings remain relatively comparable.*
- *Affordable housing, traffic flow, City planning and growth, and services for people in need are the biggest underperforming items – where performance ratings are lowest compared to their relative importance. Despite this, each are performing slightly better compared to 2018.*

Other Findings

Neighborhood safety ratings remain high, albeit with slight variation from previous years.

- *Nine-in-ten residents (92%) say they feel safe walking alone in their neighborhood during the day, which is a slightly lower share than in previous years (98% in 2018).*
- *Nearly four-in-five (78%) feel safe walking alone at night, compared to one-in-five (19%) who feel unsafe. These sentiments are stronger than in previous years (70% safe / 30% unsafe in 2018).*
- *Compared to other demographic subgroups, women, 65+ residents, and renters feel the least safe while walking around at night. More than one-in-five (22%) feel at least "somewhat unsafe."*

Residents remain similarly satisfied with Kirkland's availability of goods and services and infrastructure as in previous years.

3. Attitudes About Kirkland

3.1 Rating Kirkland as a Place to Live

Question(s) Analyzed

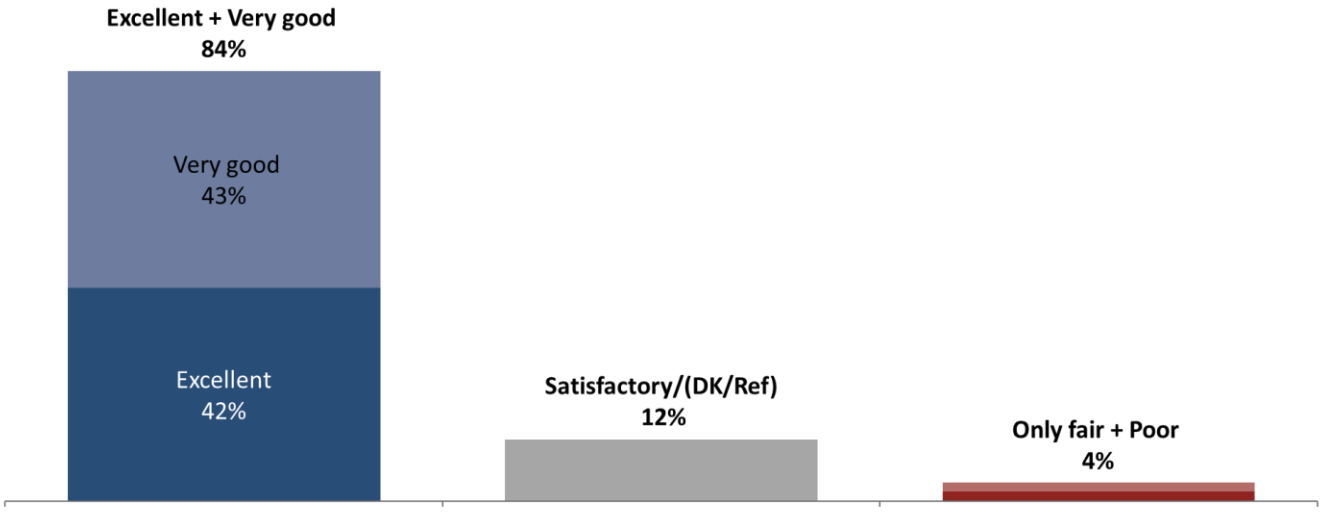
Q6. How would you rate Kirkland as a place to live? Would you say it is excellent, very good, satisfactory, only fair, or poor place to live?

Findings

- *Over four-in-five residents rate Kirkland as an "excellent" (42%) or "very good" (43%) place to live. Very few give it an "only fair" or "poor" rating.*
- *This positive rating has remained stable since 2012.*

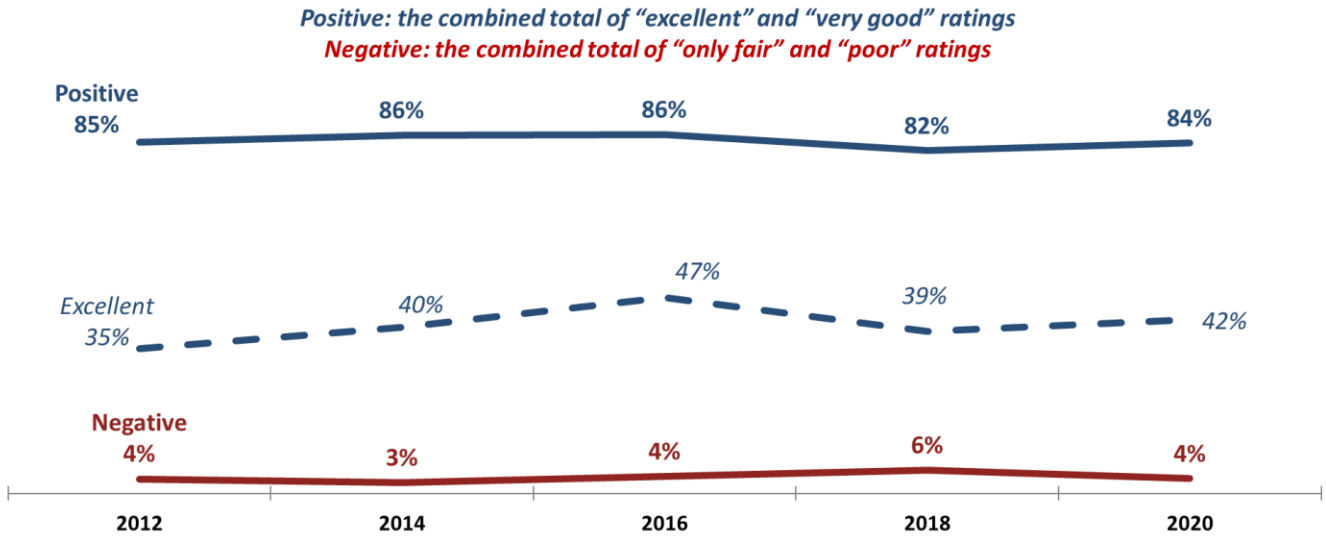
Residents overwhelmingly find Kirkland a good place to live. Very few give it less than a satisfactory rating.

Figure 3-1 – Rating of Kirkland as a Place to Live Trend



Ratings for Kirkland as a place to live have remained steady since 2012, albeit with minor fluctuations in positive intensity ("excellent").

Figure 3-2 – Rating of Kirkland as a Place to Live Trend



3.2 Positive Aspects of Living in Kirkland

Question(s) Analyzed

Q7. What do you like best about living in Kirkland? (Single response)

Findings

- *Residents cite the City's location and proximity to amenities as leading top-of-mind perks of living in Kirkland. Common sentiments also include its parks, quiet/small town feel, waterfront, neighborhoods, and sense of community.*

Figure 3-3 – Top-of-Mind Positives (Wordcloud)

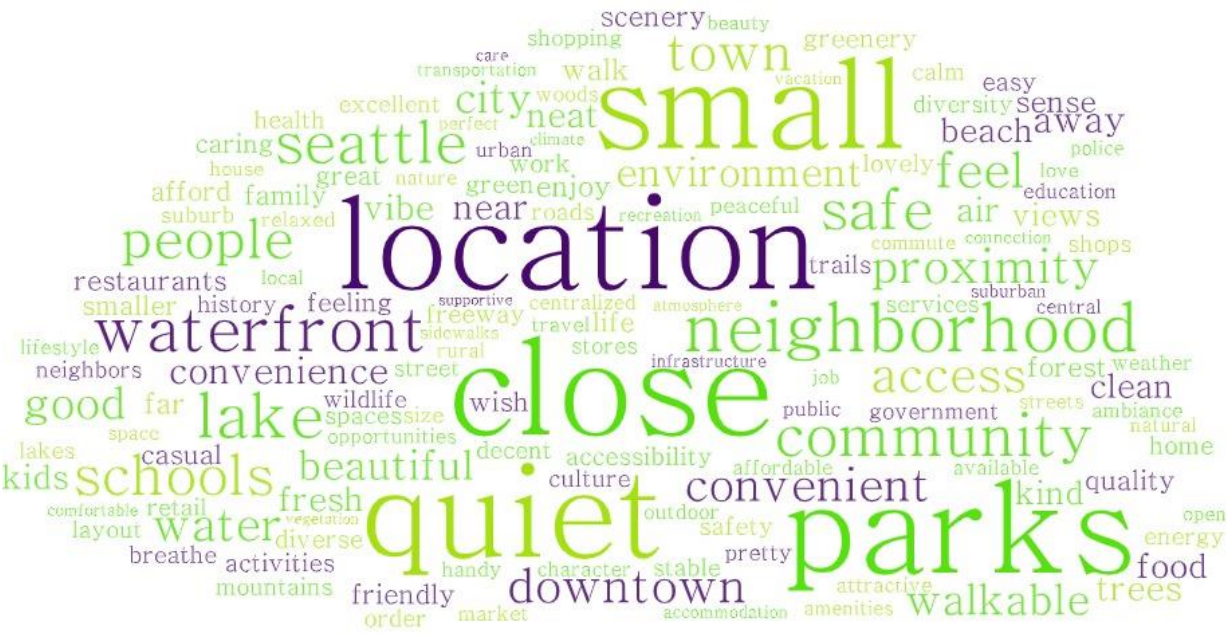


Figure 3-4 – Top-of-Mind Positives Trend

	2004 (n=501)	2016 (n=502)	2018 (n=512)	2020 (n=500)
Location/Close to amenities	41%	27%	29%	31%
Small town feel/Community	20%	22%	11%	10%
Safe/Quiet	8%	11%	10%	12%
Water/Waterfront	6%	12%	15%	11%
The people	4%	2%	9%	9%
Parks	7%	6%	7%	6%
City government/Services available/Schools	<1%	2%	5%	5%
Green space	4%	5%	7%	6%
Other	7%	7%	5%	8%
None/Nothing	2%	2%	2%	1%
Don't know	2%	4%	2%	<1%

Among the categorized top-of-mind responses, location/proximity to amenities remains the top-cited positive aspect of life in Kirkland in 2020. About 1-in-10 responses include positives related to safety and quietness, small town/community feel, and the waterfront location.

3.3 Concerns About Kirkland

Question(s) Analyzed

Q8. When you think about the way things are going in Kirkland, what, if anything, concerns you? Anything else?

Findings

- *Amid the pandemic, residents continue to mention traffic, housing, cost of living, taxes, and growth/development as top-of-mind concerns in Kirkland.*

Figure 3-5 – Top-of-Mind Concerns (Wordcloud)

traffic
housing
taxes
property
development
diversity
police
lack
cost
growth
schools
crime
prices
parking
transportation
expensive
construction
city
affordable
living
building
covid
homelessness
crowded
strict
fire
public
militia
riots
coronavirus
congestion
big
deficit
busy
liberal
rent
fiscal
gun
population
lightrail
safety
jobs
rise
money
business
entitlement
buildings
fear
close
zoning
car
crisis
economy
realestate
bigger
officials
accountability
masks
protest
environmental
highrises
social
shopping
overdevelopment
left
infrastructure
people
seattle
cops
waste
companies
violent
government
racial
work
political
density
equality
drug
high
overpopulation
overreach
explosive
rich
code
noise
choice
education
theft
parks
overcrowded
maintaining
arrogance
income
concerned
violence
politicians
voters
limited
integrated
defund
democratic
value
aggressive
trees
electricity
levies
service
department
homeless
unaffordable
estate
office
radical
profiling
neighborhoods
inequity
restrictions
dense
sidewalks
values
expansion
concern
control
poor
low
sewer
leadership
media
bad
distant
transit
protesting
militant
renovate
rentals
pandemic
losing
overcrowding
disparity
funding
speeding
paths
budget
forestry
transport
suburbs
restaurants
access
council
loud
owners
local
unfair
inslee
communist
reform
overbuilding
health
build
house
entitled
impersonal
regulated
racism
urban
information
community
inequality
virus
security
mayor
distancing
condos
mortgage
regulations
rapid
limited
minorities
survival
accessibility
responsible
overreach
explosive
levies
neighborhoods
management
excessive
violent
companies
university
seattle
cops
waste
office
neighborhoods
inequity
restrictions
apartments
mandates
yuppy
planning
control
officials
accountability
masks
protest
environmental
highrises
social
shopping
overdevelopment
left
infrastructure
people
pedestrian
protesters
segregated
mega
enforcement
planning
zoning
car
realestate
bigger
crisis
economy
leadership
big
congestion
militia
riots
sewer
coronavirus
low
poor
fire
concern
control
property
homelessness
dense
sidewalks
values
expansion
crowded
strict
politics
self
legal
yuppy
mandates
media
bad
distant
transit
protesting
deficit
busy
liberal
militant
renovate
rentals
pandemic
losing
overcrowding
disparity
funding
speeding
paths
budget
police
fiscal
rent
forestry
transport
suburbs
restaurants
access
council
loud
owners
local
unfair
inslee
communist
reform
overbuilding
gun
population
homes
entitled
impersonal
regulated
racism
urban
information
community
inequality
virus
security
mayor
distancing
condos
mortgage
entitlement
money
business
land
buildings
fear
health
build
lightrail
safety
jobs
rise
house
choice
regulations
rapid
limited
minorities
survival
accessibility
responsible
overreach
explosive
levies
neighborhoods
management
excessive
violent
companies
university
seattle
cops
waste
office
neighborhoods
inequity
restrictions
parks
theft
education
overcrowded
maintaining
arrogance
income
concerned
violence
politicians
voters
integrated
defund
democratic
value
aggressive
trees
electricity
service
department
homeless
unaffordable
estate
radical
profiling
neighborhoods
inequity
restrictions
construction
code
noise
rich
overpopulation
high
drug
city
equality
density
prices
racial
living
work
political
affordable
building
people
infrastructure
seattle
cops
waste
companies
violent
government
excessive
management
neighborhoods
inequity
restrictions
schools
crime

Figure 3-6 – Top-of-Mind Concerns Trend

	2004 (n=501)	2016 (n=502)	2018 (n=512)	2020 (n=500)
Traffic	10%	15%	16%	15%
Overdevelopment	16%	16%	9%	12%
Housing/Home affordability/Homelessness	2%	4%	9%	9%
City government	4%	6%	6%	9%
Increased prices/Affordability	3%	4%	5%	8%
Population growth/Crowds	6%	6%	12%	7%
Taxes/Spending	9%	5%	8%	6%
COVID-19/Impacts of COVID	--	--	--	6%
Crime	2%	3%	6%	5%
Public transportation	1%	5%	2%	4%
Infrastructure	3%	3%	3%	3%
School funding	3%	1%	2%	1%
Other	5%	5%	4%	10%
None/Nothing	23%	22%	15%	22%
Don't know	3%	1%	2%	4%

Overall, there have been minimal shifts in Kirkland residents' top-of-mind concerns compared to 2018. Despite the impacts of COVID-19 on the lives of residents in 2020, the leading concerns include traffic, overdevelopment, and affordability-related issues.

4. Kirkland City Government

4.1 Kirkland Job Ratings

Question(s) Analyzed

Please tell me how you think Kirkland City government is doing in each of the following areas.
Use a scale of excellent, good, only fair, or poor. If you aren't sure one way or the other, please just say so.

Q9. the job the City doing overall

Q10. the job the City is doing managing the public's money

Q11. the job the City does keeping citizens informed

Q12. the job the City does delivering services efficiently

Q13. the job the City does focusing on the priorities that matter most to residents

Findings

- *The City's overall job rating remains high (69% positive), although with low intensity, either positively (14% "Excellent") or negatively (5% "Poor").*
- *The City also receives high marks for delivering services efficiently (70% positive) and keeping residents informed (66%).*
- *Half of residents (49%) give the City positive marks for focusing on priorities that matter most, compared to a third (32%) who rate the attribute as "Only fair" or "Poor."*
- *Ratings are lower for managing the public's money (37%), but around one-third of residents are unable to rate the City on these issues.*
- *Ratings for the overall job the City is doing, delivering services efficiently, and managing the public's money have been consistent over the past years. Ratings for keeping residents informed and focusing on the most important priorities have both bounced back from their low 2018 levels and increased even above 2016 levels.*

Seven-in-ten (69%) residents give the City an "Excellent" (14%) or "Good" (55%) rating for the job it is doing overall. Although one-fifth (22%) give the City a lower job rating, the intensity of negative sentiment is low – very few (5%) rate it as "poor."

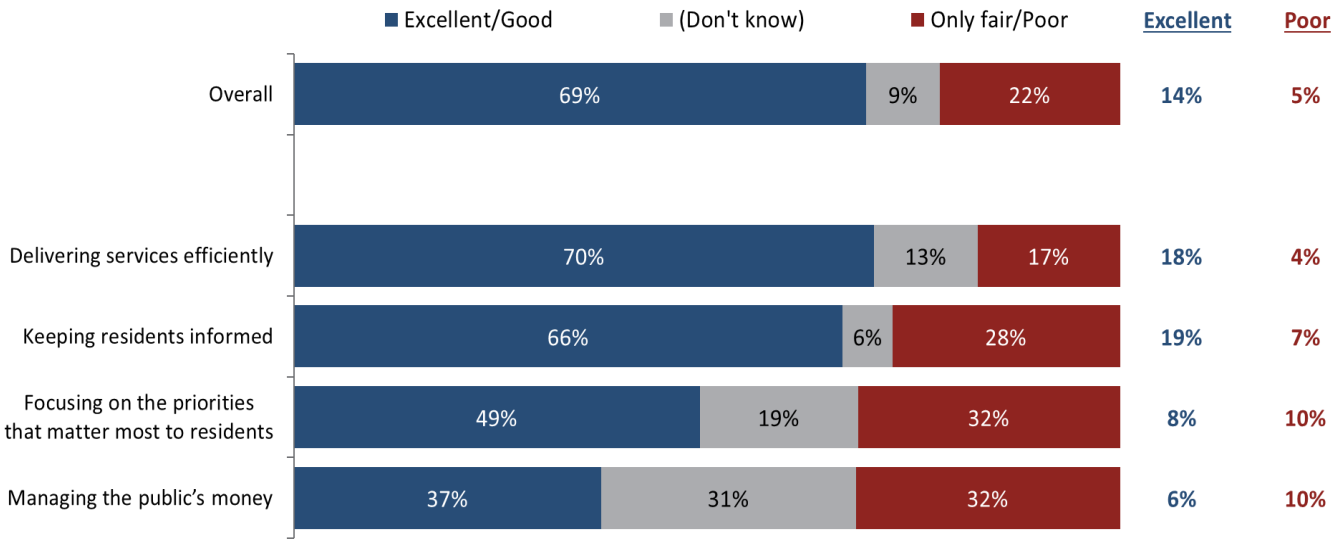
The City also gets very strong marks for delivering services efficiently. Seven-in-ten (70%) give the City a positive rating on this attribute, with negligible intensity on the negative side (4% "Poor").

Two-thirds of residents (66% "Excellent" or "Good") give the City a positive rating for the job it is doing keeping citizens informed. Just over a quarter of residents (28%) give the City a negative rating for this attribute but only a few (7%) say it is doing a "Poor" job.

Regarding the City's performance on focusing on the priorities that matter most to residents, about one half (49% "Excellent" or "Good") give the City a positive rating, while one third (32%) of residents rate the City as doing either an "Only fair" or "Poor" job. Around 1-in-5 residents (19%) cannot rate the City's performance either positively or negatively.

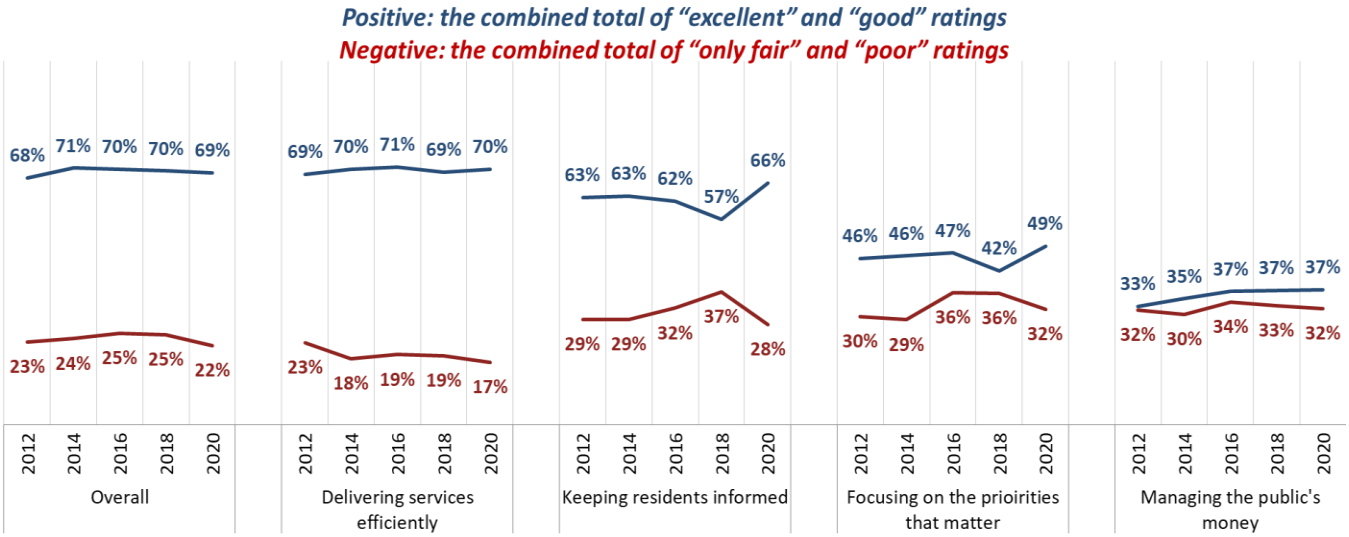
There is greater uncertainty and unawareness surrounding the job the City is doing managing the public's money, with around one-third of residents (31%) not being able to give the City any rating at all. The residents who have higher awareness are split over the City's performance on this attribute, with over a third (37%) giving a positive rating while 32% gives a negative rating.

Figure 4-1 – City of Kirkland Job Ratings



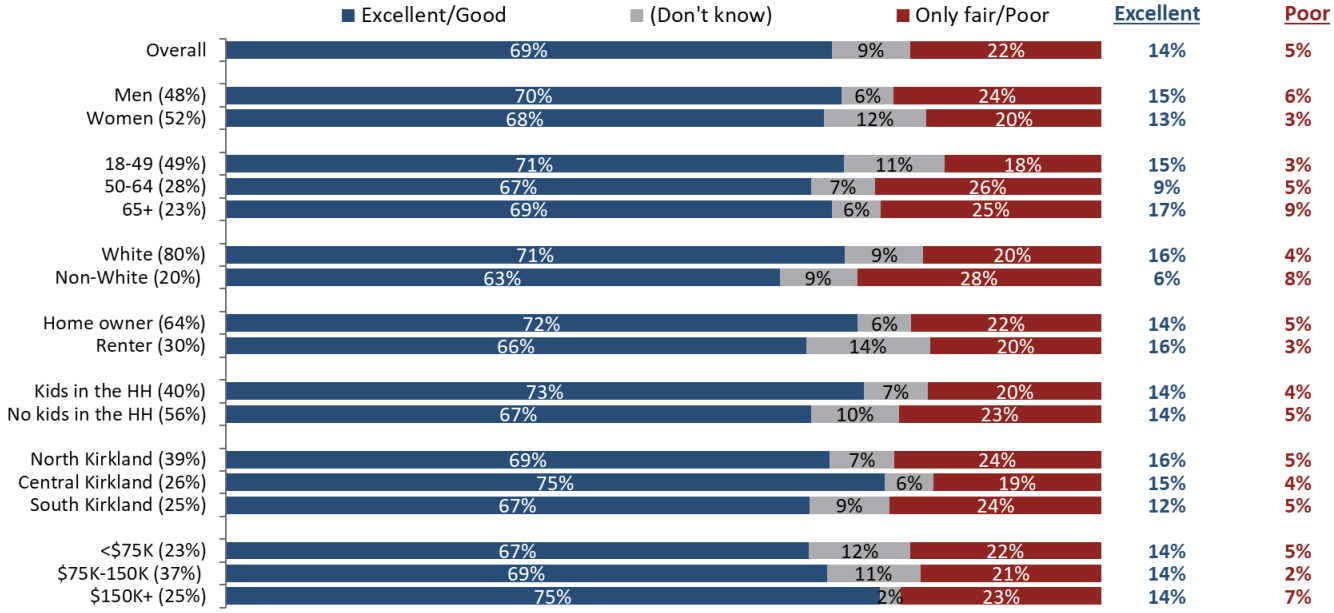
Kirkland government's job ratings have either remained stable or recovered following ratings drops in 2018. Overall ratings, ratings for "delivering services efficiently" and "managing the public's money" have remained virtually unchanged over the last few years. Ratings for "keeping residents informed" and "focusing on the priorities that matter most" have seen relatively more fluctuation in recent years and both have seen positive ratings spikes in 2020.

Figure 4-4 – City of Kirkland Job Ratings Trend



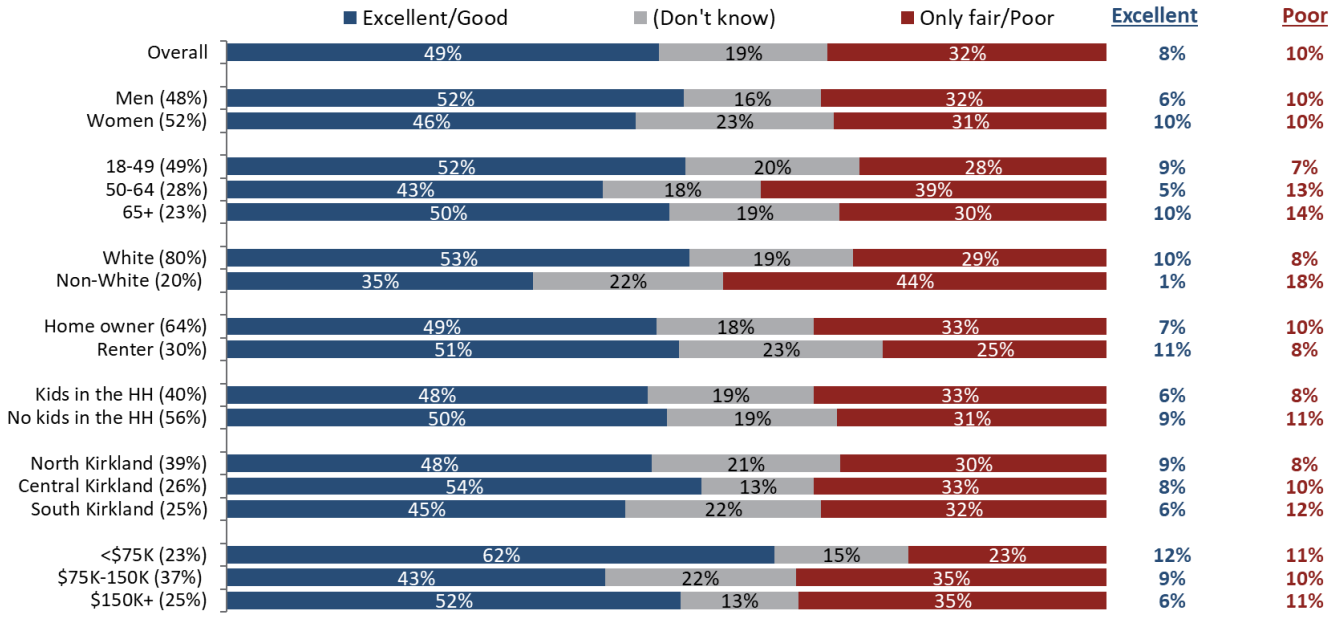
The City's overall job rating is consistent across demographic subgroups, with similarly low intensity, either positively or negatively.

Figure 4-2 – City of Kirkland Overall Job Rating by Subgroups



Pluralities of most subgroups give positive marks for how well the City is "focusing on the priorities that matter most to residents." Satisfaction is significantly lower among people of color and higher among those with household incomes under $75K. Positive ratings are comparable between homeowners and renters, although homeowners are slightly more critical of this aspect of governance.

Figure 4-3 – City of Kirkland Focusing on Right Priorities Job Rating by Subgroups



5. City Services and Functions

5.1 Importance

Question(s) Analyzed

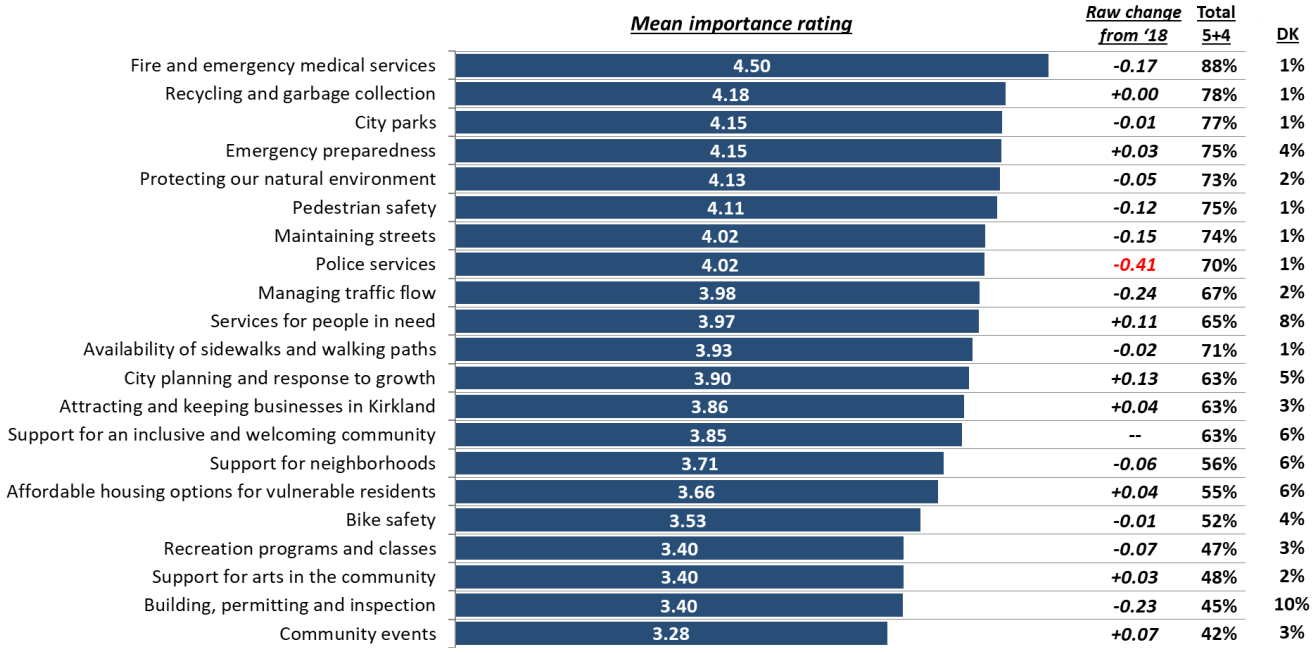
Q14-34. I'm going to read you a list of services and functions provided by the city. For each one, please tell me how important that city function is to you and your household. Use a scale of 1 to 5, where 1 means that it is "not at all important" and 5 means it is "extremely important."

Findings

- *17 out of 21 services and functions are seen as at least moderately important ("4" or "5") by a majority of residents. Three-quarters or more consider Fire/EMS (88%), recycling and garbage collection (78%), city parks (77%), and emergency preparedness (75%) to be significant priorities (4 or 5 out of 5).*
- *There have been few shifts in residents' perceptions of importance since 2018, most notably for police services, which saw a 0.4 decrease in mean importance, and maintaining traffic flow (0.2 decrease).*

Most city services and functions have seen minimal changes in importance ratings between 2018 and 2020. Exceptions include police services (4.43 in 2018 -> 4.02 in 2020), managing traffic flow (4.22 -> 3.98), and building, permitting and inspection (3.62 -> 3.40). City planning and response to growth[i] and services for people in need saw slight increases in perceived importance, with a bump of more than 0.1 in mean importance.

Figure 5-1 – Mean Importance Ratings



[i] In previous iterations, the item "City planning and response to growth" was worded as "Zoning and land use".

Fire and emergency medical services remains the highest-priority item of the services and functions tested.

"Support for an inclusive and welcoming community" was a new item added to the list of services and functions tested in the 2020 iteration.

Figure 5-2 – Mean Importance Ratings Trend

Service Item	2012	2014	2016	2018	2020	*Raw Change ('18 to '20)*
ALL SERVICES/FUNCTIONS	**3.95**	**3.97**	**3.93**	**3.92**	**3.86**	***-0.06***
Fire and emergency medical services	4.68	4.68	4.66	4.68	4.5	*-0.18*
Recycling and garbage collection	4.27	4.16	4.08	4.18	4.18	*0*
City parks	4.14	4.21	4.21	4.16	4.15	*-0.01*
Emergency preparedness	4.16	4.05	4.1	4.12	4.15	*0.03*
Protecting our natural environment	4.1	4.22	4.15	4.19	4.13	*-0.06*
Pedestrian safety	4.22	4.26	4.24	4.23	4.11	*-0.12*
Maintaining streets	4.21	4.18	4.14	4.17	4.02	*-0.15*
Police services	4.4	4.37	4.41	4.43	4.02	***-0.41***
Managing traffic flow	4.01	4.14	4.17	4.22	3.98	*-0.24*
Services for people in need	3.96	4	3.98	3.87	3.97	*+0.10*
Availability of sidewalks and walking paths	3.94	3.94	4.03	3.94	3.93	*-0.01*
City planning and response to growth*	3.76	3.79	3.67	3.77	3.9	*+0.13*
Attracting and keeping businesses in Kirkland	4.13	3.96	3.88	3.82	3.86	*+0.04*
Support for an inclusive and welcoming community	--	--	--	--	3.85	--
Support for neighborhoods	3.69	3.74	3.82	3.77	3.71	*-0.06*
Ensuring affordable housing options…	--	--	-	3.62	3.66	*+0.04*
Bike safety	3.45	3.61	3.55	3.54	3.53	*-0.01*
Recreation programs and classes	3.44	3.47	3.46	3.48	3.4	*-0.08*
Support for arts in the community	3.31	3.35	3.43	3.37	3.4	*+0.03*
Building, permitting and inspection	--	--	3.49	3.62	3.4	*-0.22*
Community events	3.17	3.25	3.23	3.21	3.28	*+0.07*

5.2 Performance

Question(s) Analyzed

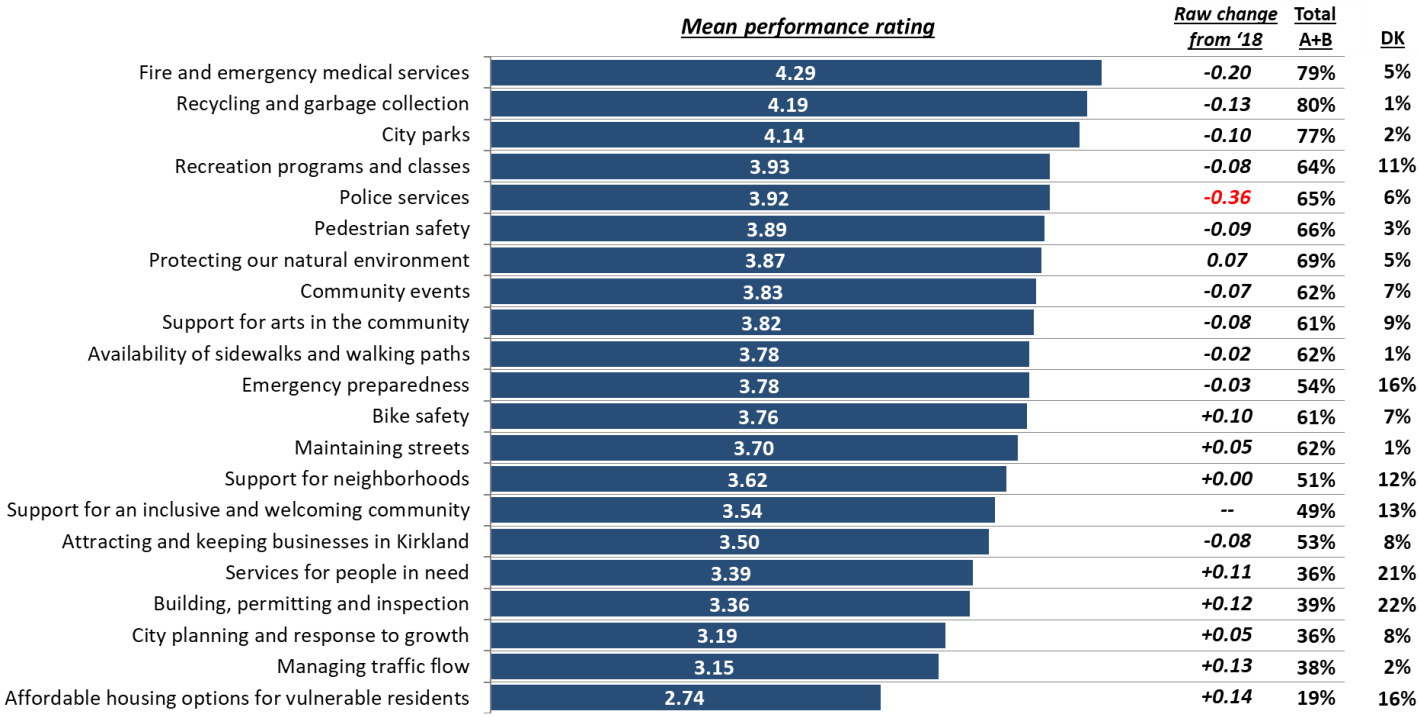
Q33-52. Using the same list, please tell me how well you think the city is doing in each area. Use an A through F grading scale where A means Excellent, B means Above Average, C is Average, D is Below Average, and F is Failing.

Findings

- *Fire and EMS services (79% A or B), recycling (80%), and city parks (77%) remain the top-rated City services, although all three ratings somewhat declined since 2020. Police services performance rating saw the largest decline in mean performance.*
- *Affordable housing options for vulnerable residents and managing traffic flow are the lowest rated services.*

Residents give majority positive grades (A or B) for most services except for affordable housing, managing traffic flow, city planning, building permitting, services for people in need, and support for an inclusive and welcoming community. A large portion of residents are unable to rate the City on a number of these low-performing items.

Figure 5-3 – Mean Performance Ratings



Performance ratings are mostly consistent with 2018, with some exceptions. Grades for some of the traditionally top-rated services have dropped slightly, while many of the lowest-rated items have improved slightly. Police services saw the largest drop in performance ratings.

Figure 5-4 – Mean Performance Ratings Trend

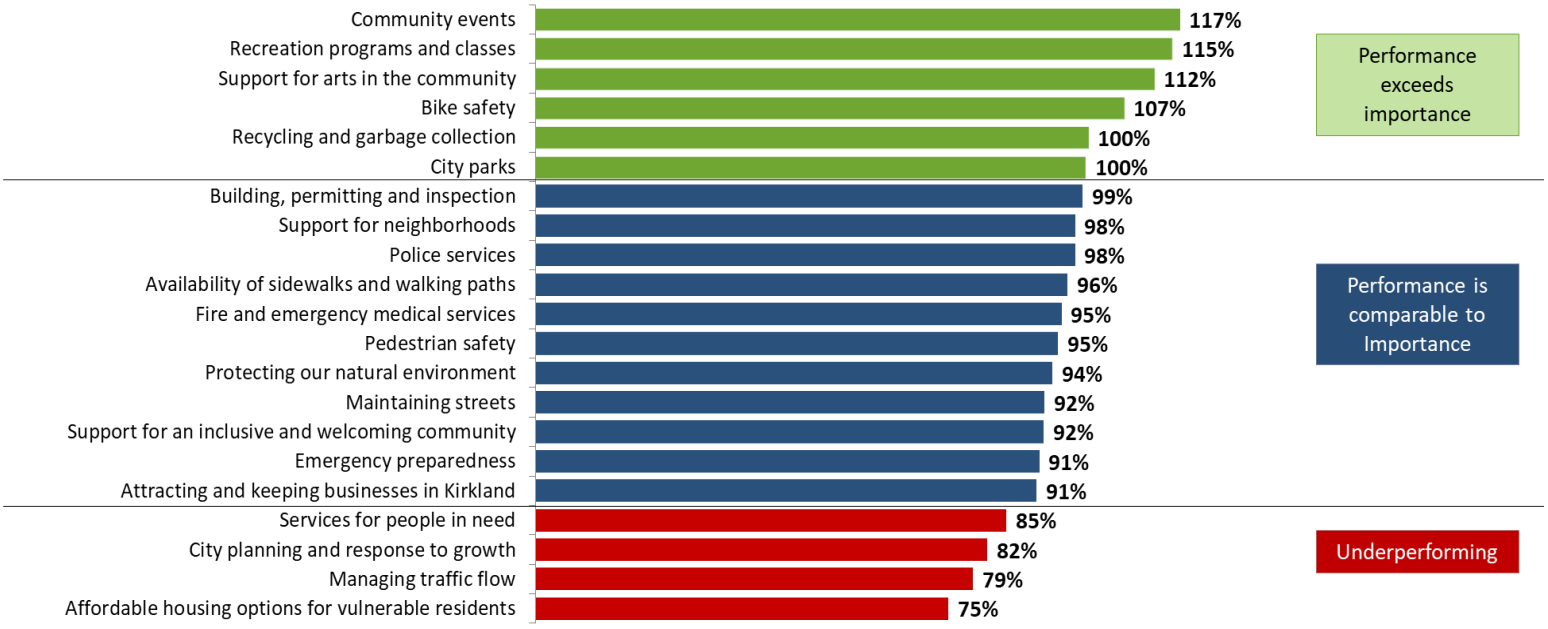
Service Item	2012	2014	2016	2018	2020	*Raw Change ('18 to '20)*
ALL SERVICES/FUNCTIONS	**3.76**	**3.81**	**3.77**	**3.72**	**3.68**	***-0.04***
Fire and emergency medical services	4.36	4.45	4.37	4.49	4.29	*-0.20*
Recycling and garbage collection	4.27	4.32	4.3	4.32	4.19	*-0.13*
City parks	4.04	4.21	4.2	4.24	4.14	*-0.10*
Recreation programs and classes	3.84	4.03	3.91	4.01	3.93	*-0.08*
Police services	4.12	4.19	4.15	4.28	3.92	***-0.36***
Pedestrian safety	3.98	3.95	3.92	3.98	3.89	*-0.09*
Protecting our natural environment	3.81	3.89	3.87	3.8	3.87	*0.07*
Community events	3.79	3.89	3.88	3.9	3.83	*-0.07*
Support for arts in the community	3.81	3.86	3.83	3.9	3.82	*-0.08*
Availability of sidewalks and walking paths	3.69	3.75	3.71	3.8	3.78	*-0.02*
Emergency preparedness	3.7	3.73	3.78	3.81	3.78	*-0.03*
Bike safety	3.65	3.6	3.67	3.66	3.76	*+0.10*
Maintaining streets	3.58	3.62	3.64	3.65	3.7	*+0.05*
Support for neighborhoods	3.56	3.67	3.64	3.62	3.62	*0*
Support for an inclusive and welcoming community	--	--	--	--	3.54	--
Attracting and keeping businesses in Kirkland	3.26	3.47	3.45	3.58	3.5	*-0.08*
Services for people in need	3.64	3.58	3.58	3.28	3.39	*+0.11*
Building, permitting and inspection	--	--	3.37	3.24	3.36	*+0.12*
City planning and response to growth*	3.2	3.19	3.2	3.14	3.19	*+0.05*
Managing traffic flow	3.48	3.17	3.15	3.02	3.15	*+0.13*
Ensuring affordable housing options…	--	--	--	2.6	2.74	*+0.14*

5.3 Importance vs. Performance – Gap Analysis

Findings

- *The City's performance ratings on most functions are comparable to or higher than their respective importance to residents.*
- *Of the City services tested, most are rated at least comparably to their relative performance, with the exception of affordable housing options (its performance mean was 75% of its importance mean), managing traffic flow (79%), city planning and response to growth (82%), and services for people in need (85%).*
- *Conversely, community events (117%), recreation programs and classes (115%), support for arts in the community (112%) and bike safety (107%) are the biggest overperformers, with performance ratings exceeding their respective levels of importance.*
- *Although residents do not prioritize affordable housing as highly as other services, it carries the largest gap between its importance and relative performance and is a key opportunity for improvement. Despite its decline in importance, City performance in managing traffic flow is still rated quite low and the item remains an underperformer.*

Figure 5-5 – Gap Analysis: Performance vs. Importance



The below table shows the mean importance and performance ratings side-by-side for each item.

Figure 5-6 – Gap Analysis: Performance vs. Importance

Comparing average importance ratings to average performance ratings				
Service Item	Importance	Performance	Gap	Perf/Imp
ALL SERVICES/FUNCTIONS	**3.86**	**3.68**	**-0.18**	**95%**
Community events	3.28	3.83	0.55	117%
Recreation programs and classes	3.40	3.93	0.52	115%
Support for arts in the community	3.40	3.82	0.41	112%
Bike safety	3.53	3.76	0.24	107%
Recycling and garbage collection	4.18	4.19	0.01	100%
City parks	4.15	4.14	-0.01	100%
Building, permitting and inspection	3.40	3.36	-0.03	99%
Support for neighborhoods	3.71	3.62	-0.09	98%
Police services	4.02	3.92	-0.09	98%
Availability of sidewalks and walking paths	3.93	3.78	-0.14	96%
Fire and emergency medical services	4.50	4.29	-0.22	95%
Pedestrian safety	4.11	3.89	-0.22	95%
Protecting our natural environment	4.13	3.87	-0.27	94%
Maintaining streets	4.02	3.70	-0.32	92%
Support for an inclusive and welcoming community	3.85	3.54	-0.31	92%
Emergency preparedness	4.15	3.78	-0.37	91%
Attracting and keeping businesses in Kirkland	3.86	3.50	-0.36	91%
Services for people in need	3.97	3.39	-0.59	85%
City planning and response to growth	3.90	3.19	-0.71	82%
Managing traffic flow	3.98	3.15	-0.83	79%

5.4 Importance vs. Performance – Quadrant Analysis

Plotting the importance and performance on a quadrant chart allows items to be categorized the following ways:

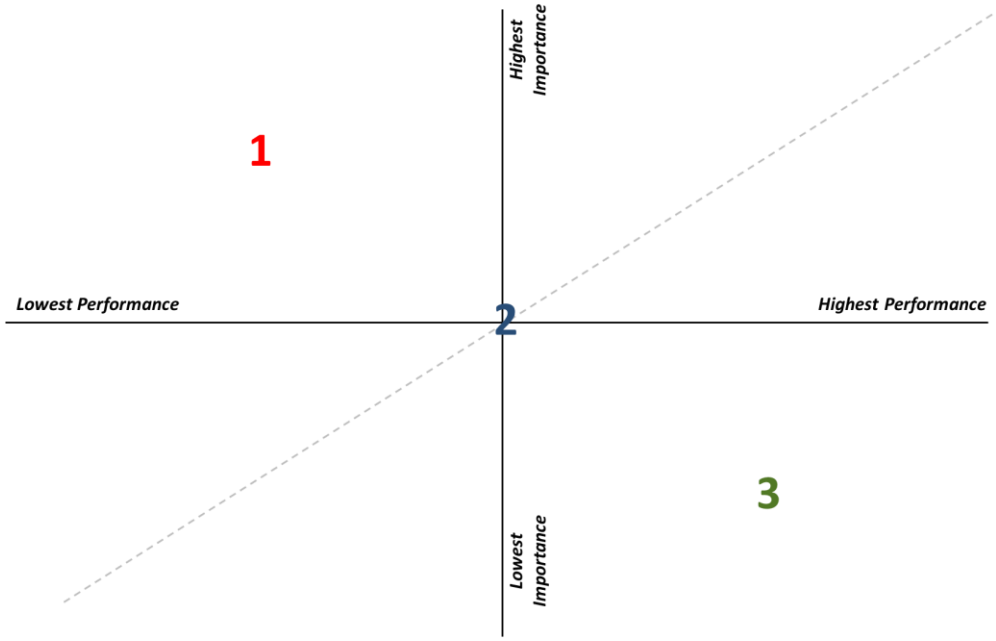
1) **Improvement Opportunities: High Importance, Low Performance** (top-left quadrant)
Services falling into this category should be viewed as opportunities for improvement. These are the items that residents feel are very important but the City could be doing a better job delivering. Improving the services in this quadrant are likely to have the greatest impact on improving citizens' overall favorability of the City of the items tested.

2) **Satisfactory Performance: Comparable Importance & Performance** (bottom-left and top-right quadrants)
Services in these two quadrants may be rated differently by residents; but in both scenarios, City performance for these services matches the importance that the residents attribute to them. The items in the top-right quadrant have been identified as relatively strong drivers of satisfaction with City services.

3) **Overperformance: Low Importance, High Performance** (bottom-right quadrant) – This quadrant represents services that citizens think the City is doing very well with but are believed to be less important. While items in this quadrant can be considered successes with certain niche groups, for most citizens, they are not major drivers of overall satisfaction with the City.

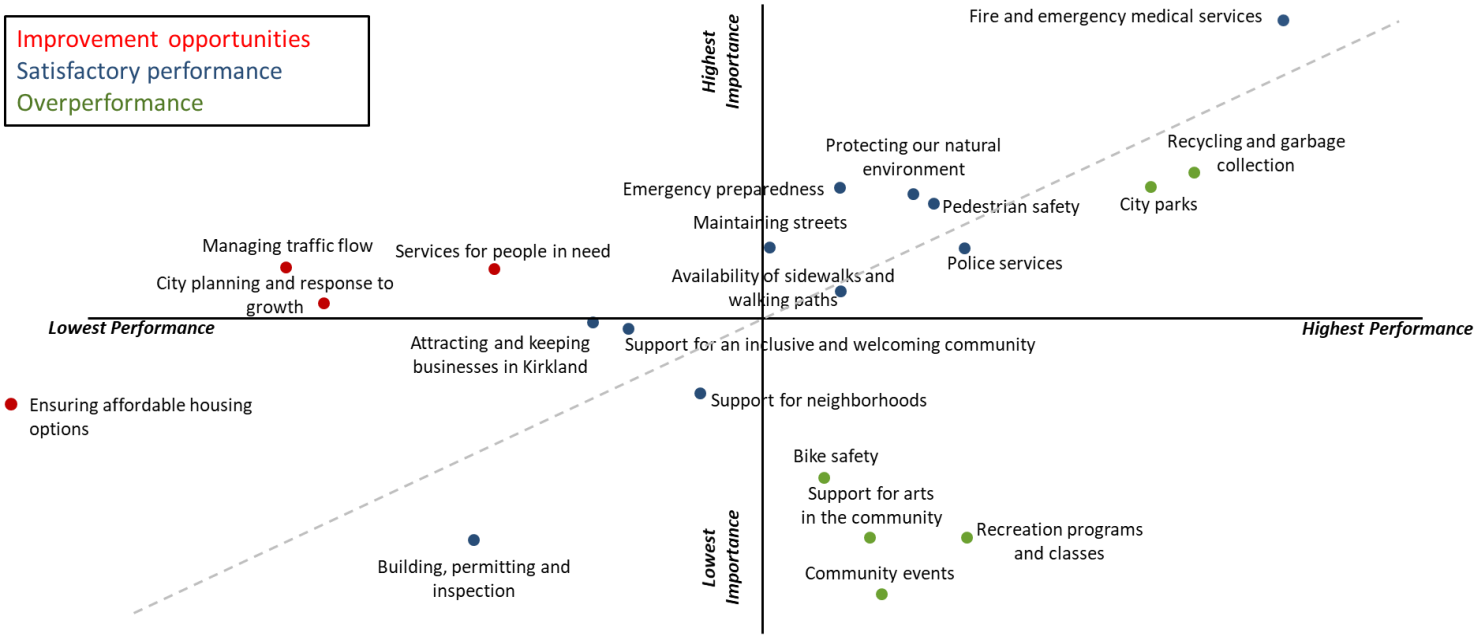
The diagonal line overlaying the chart represents where the ideal performance should be relative to the level of importance. Services falling on or near this line are performing optimally compared to how citizens value them. Items significantly left of the line may be potentially valuable improvement opportunities while items far right of the line may result in wasted resources if given too much focus.

Figure 5-7 – Overall Performance vs. Importance Quadrant Chart Description



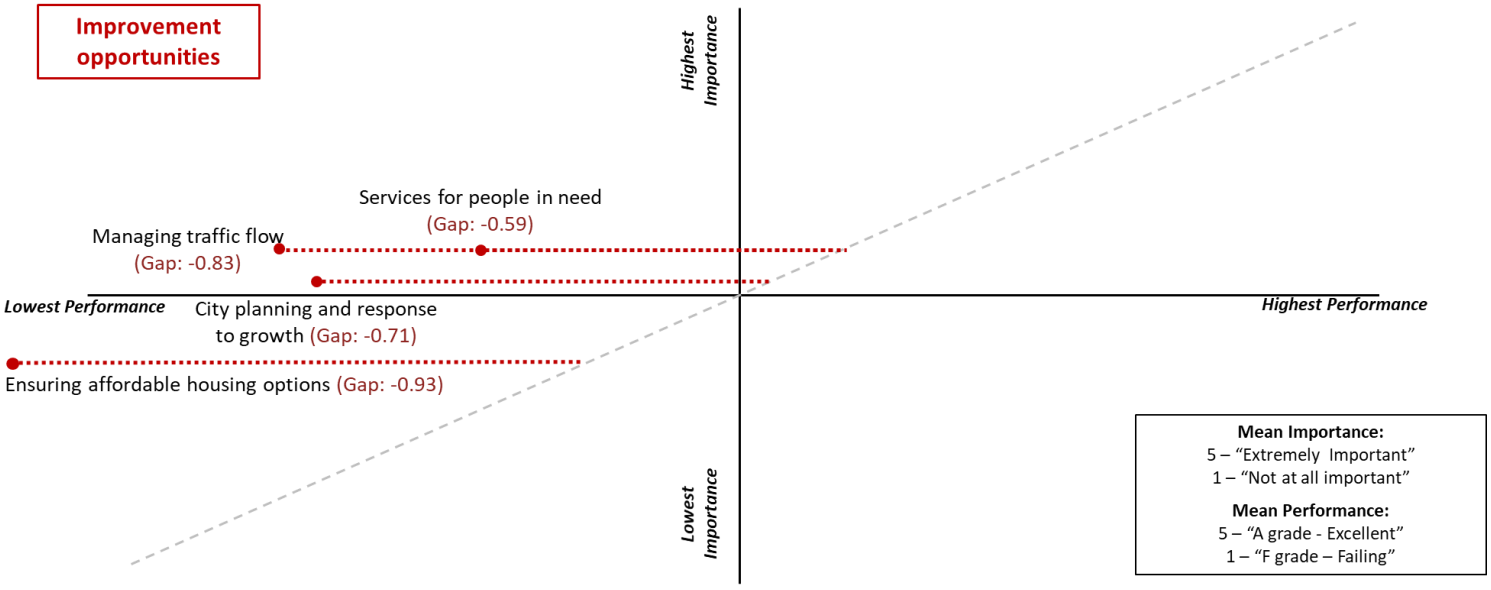
Most services are performing near or above as expected relative to their priority levels. Fire and EMS is rated highest in both performance and importance. Police services ratings remain in the same quadrant as 2018 but are rated comparably lower in both importance and performance.

Figure 5-8 – Overall Performance vs. Importance Quadrant Chart



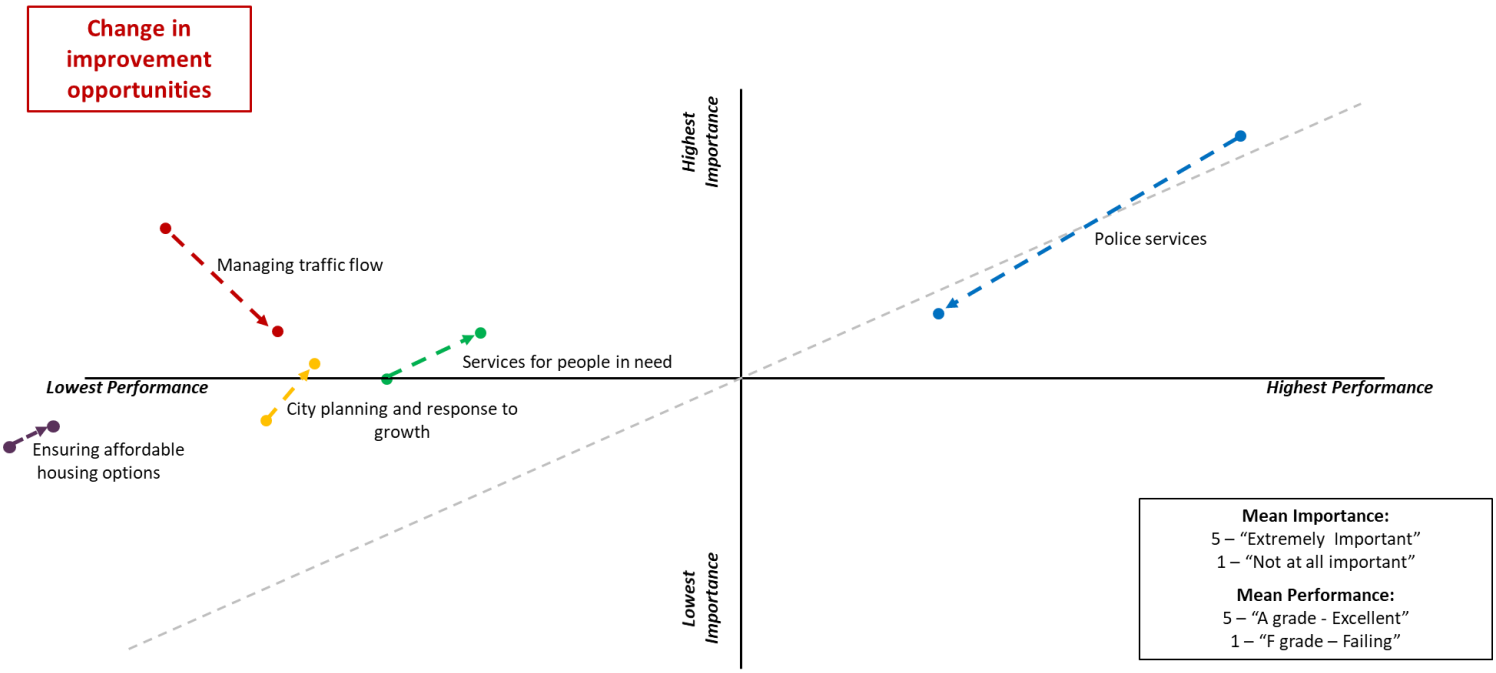
Managing traffic flow, services for people in need, and city planning/response to growth are all rated above average in importance and remain key improvement opportunities for the City. Affordable housing is rated slightly lower in importance but has the largest gap in performance relative to importance.

Figure 5-9– Performance vs. Importance Improvement Opportunities Quadrant Chart



The improvement opportunity areas remained constant since last year. Managing traffic flow, with a significant decrease in importance, closed the importance/performance gap to an extent. The shift in importance/performance ratings for police services are also shown below, but because these dimensions have shifted comparably in tandem, it remains in the higher importance and higher performance quadrant.

Figure 5-10 – Performance vs. Importance Improvement Opportunities – Trend



6. Safety, Goods and Services, Infrastructure Ratings

6.1 Satisfaction with The Availability of Goods & Services

Question(s) Analyzed

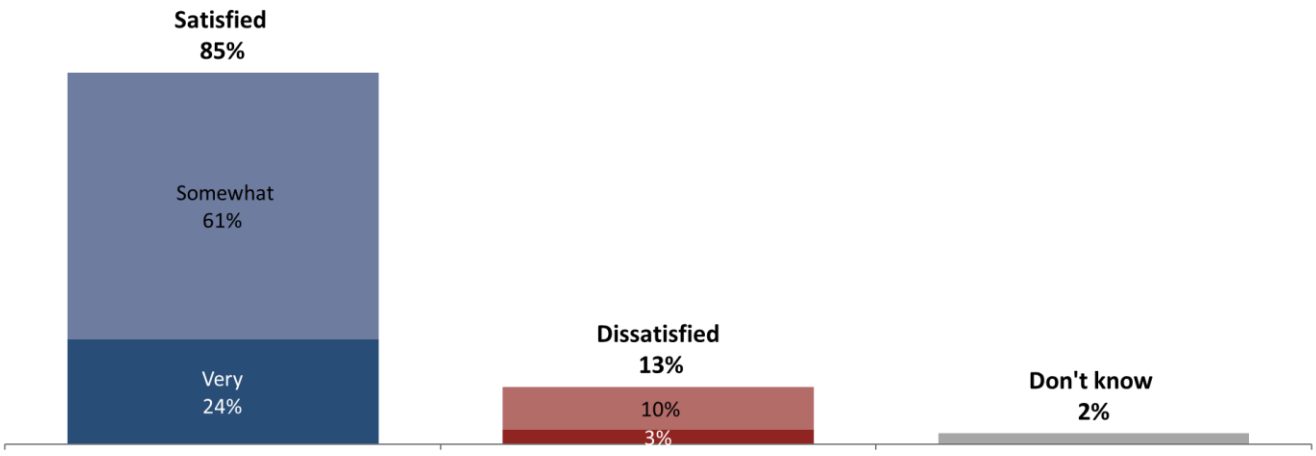
Q56. Thinking about the types of stores, goods and services available in Kirkland, would you say that you are very satisfied, satisfied, dissatisfied, or very dissatisfied with the availability of goods and services in Kirkland?

Findings

- *While a strong majority report being satisfied with the availability of stores, goods, and services in Kirkland, only 1-in-4 say they are very satisfied. 10% of residents say they are somewhat dissatisfied with the offering mix.*

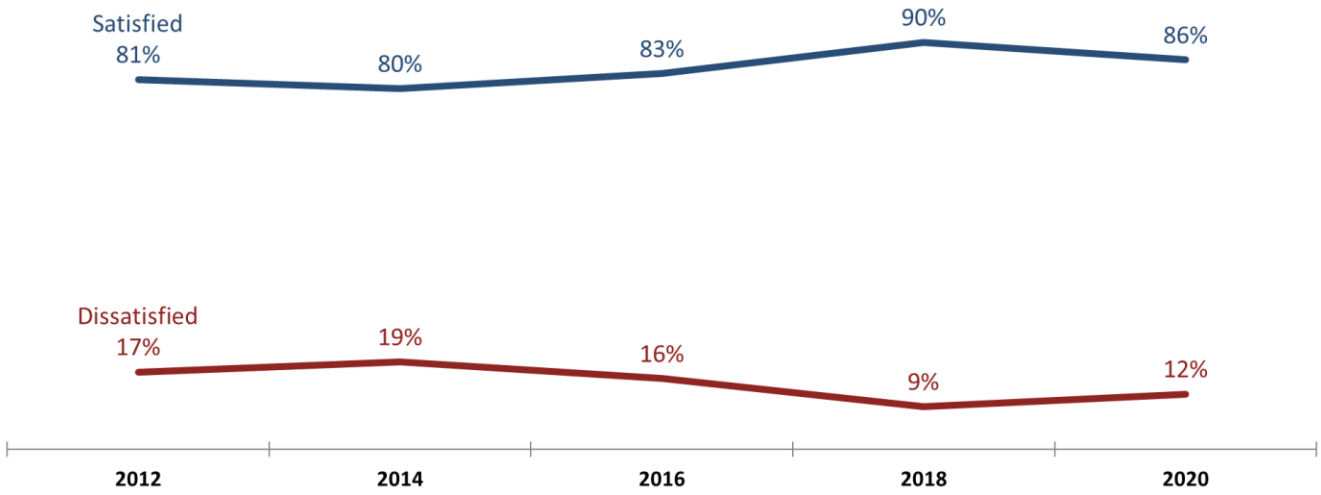
Although the sentiment towards Kirkland's availability of goods and services is overwhelmingly high, the intensity of this positive rating is low, both positively and negatively. Among residents who are dissatisfied (13%) with life intensity, only 3% report being "very dissatisfied."

Figure 6-1 – Satisfaction with Availability of Goods & Services



After a ratings peak in 2018, satisfaction with the availability of goods and services in Kirkland is slightly lower in 2020 but remains slightly elevated compared to 2016 and earlier.

Figure 6-2 – Satisfaction with Availability of Goods & Services Trend



6.2 Neighborhood Safety

Question(s) Analyzed

Q57. In general, how safe do you feel walking alone in your neighborhood during the day? Would you say very safe, safe, somewhat unsafe, or very unsafe?

Q58. And how safe do you feel walking alone in your neighborhood after dark? Would you say very safe, safe, somewhat unsafe, or very unsafe?

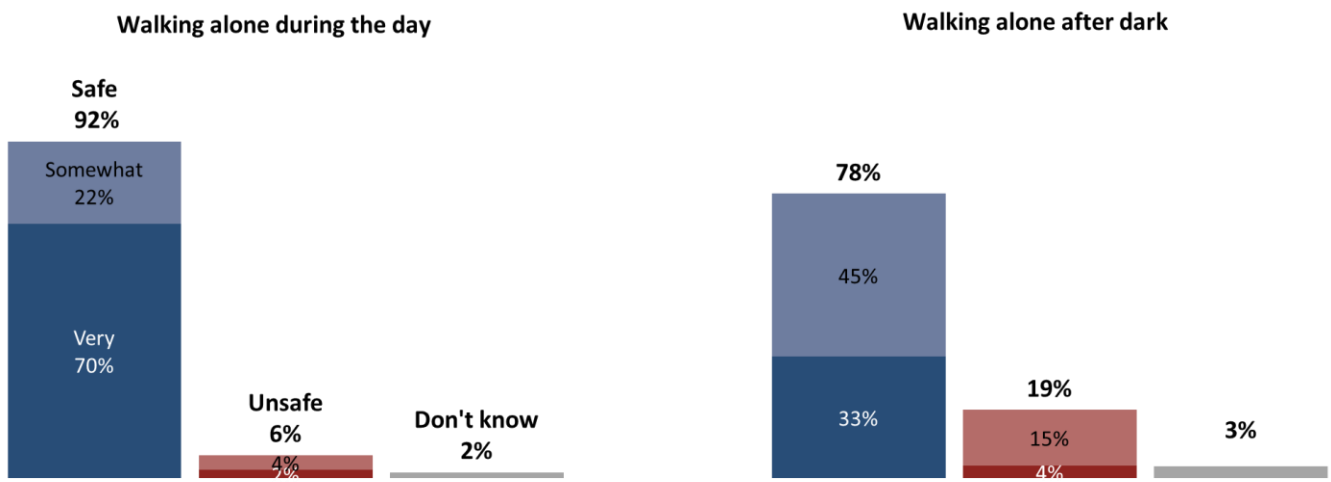
Q59. (If "very" or "unsafe") Why do you feel unsafe?

Findings

- *More than 9-in-10 residents feel safe walking alone in their neighborhood during the day, including 70% who say they feel "Very safe"*
- *Most residents also feel safe after dark, but only a third (33%) say they feel "very safe" and 1-in-5 feel at least "somewhat unsafe" after dark.*
- *Safety ratings are lower among women and 65 and older residents.*
- *After having remained largely consistent between 2012-2018, daytime safety rating slightly dropped and nighttime safety increased by 8 points in 2020.*

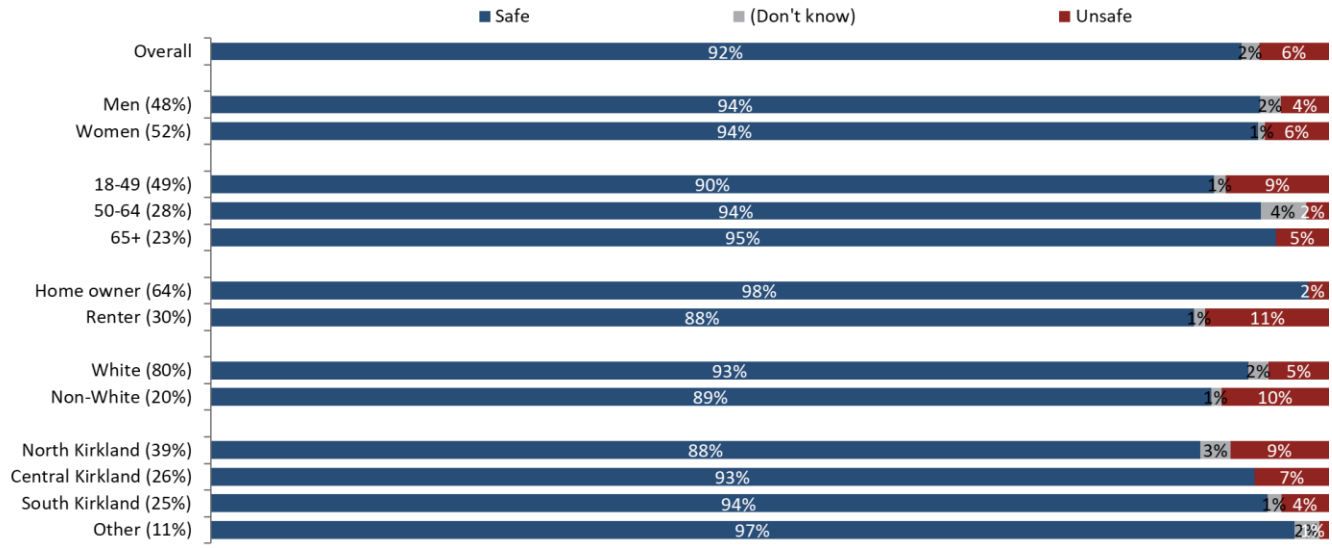
Additionally, only 4% report feeling "very unsafe" when walking around their neighborhood at night.

Figure 6-3 – Neighborhood Safety



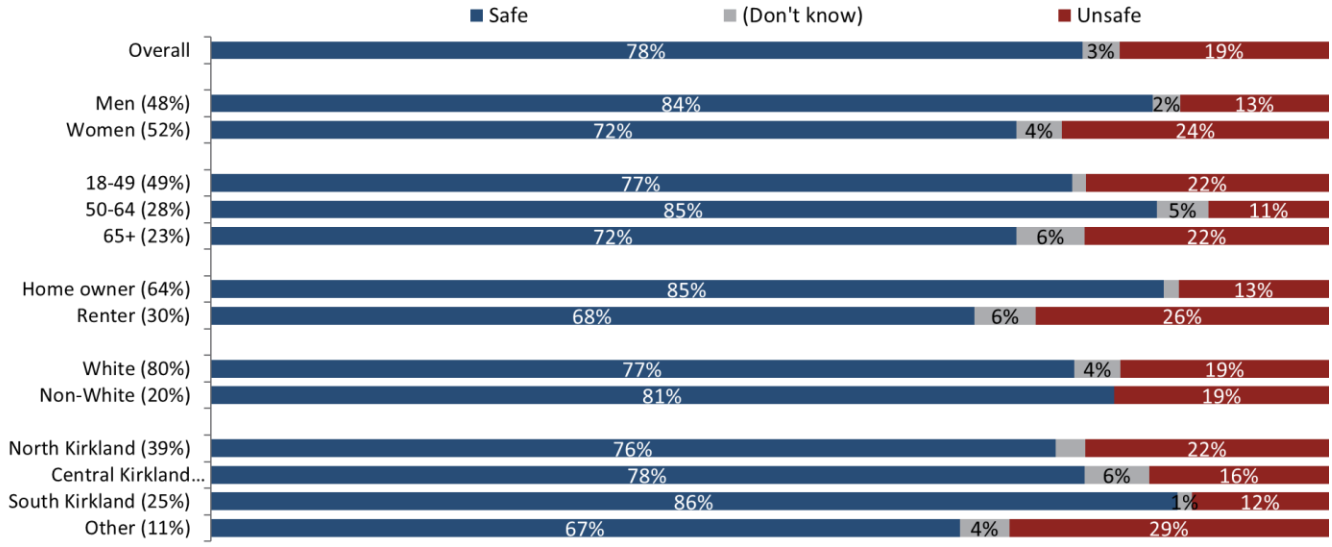
About 9-in-10 residents across many major subgroups report feeling safe when walking alone in Kirkland during daytime.

Figure 6-4 – Neighborhood Safety During the Day by Subgroups



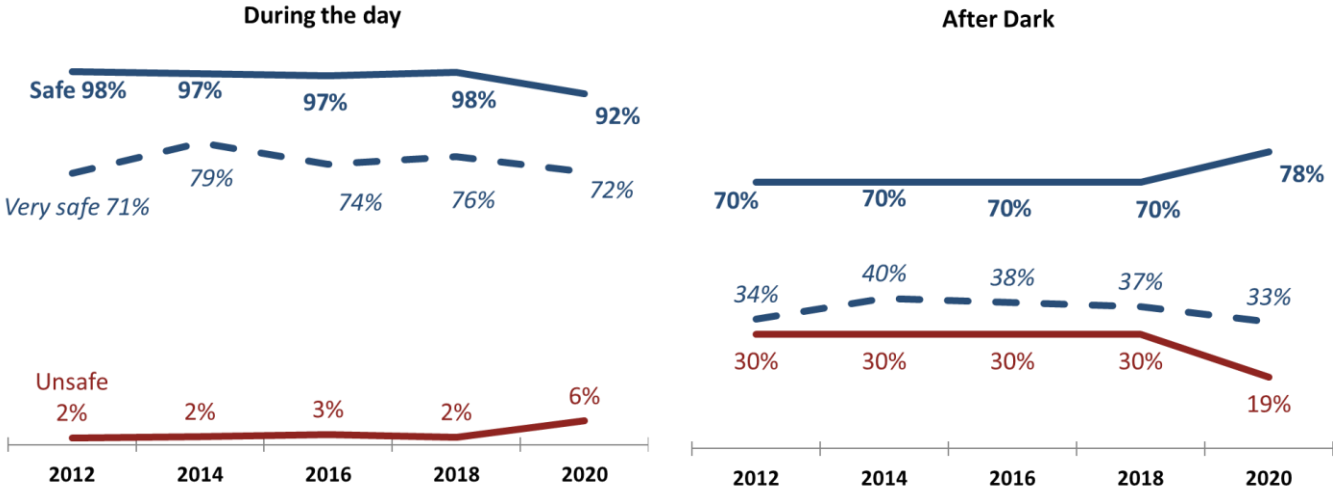
Women, renters, and residents age 6 or older report feeling less safe walking around at night relative to other resident subgroups.

Figure 6-5 – Neighborhood Safety After Dark by Subgroups



After remaining highly consistent between 2012 and 2018, residents' average daytime safety rating has dropped slightly from previous years, while perceived safety after dark has improved in 2020.

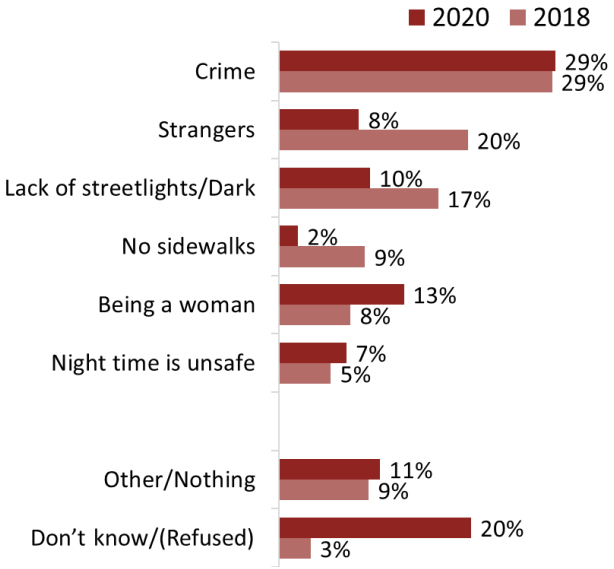
Figure 6-6 – Neighborhood Safety Trend



Following up with the few dozen respondents who mentioned that they feel somewhat unsafe either during the day or night, "Crime" (29% mentioned) is the leading concern in 2020. There are fewer mentions of "strangers" and "lack of streetlights" compared to 2018.

Figure 6-7 – Neighborhood Safety Trend

Among respondents who feel "somewhat unsafe" or "very unsafe" walking alone during the day or at night
n=86; MoE= + 10.6%



6.3 Satisfaction with Neighborhood Infrastructure

Question(s) Analyzed

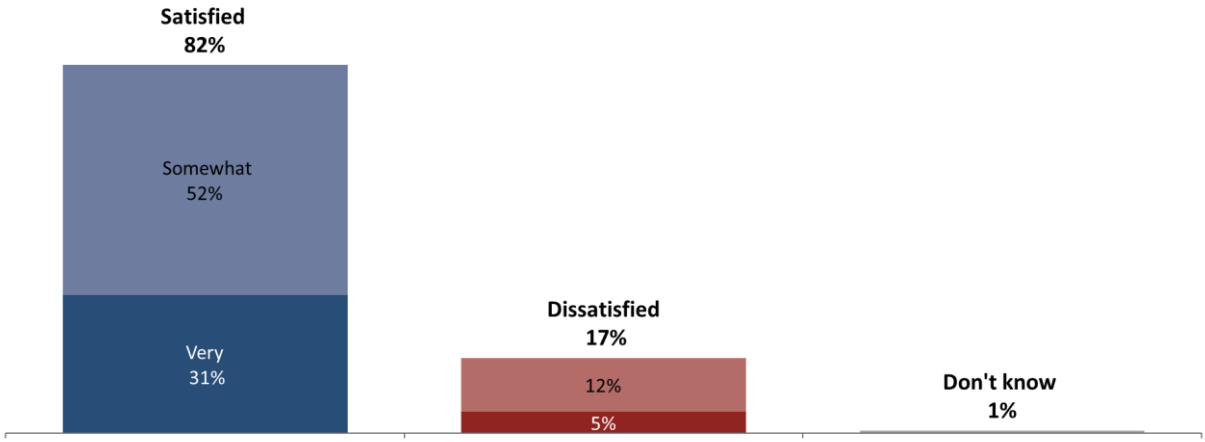
Q60. In general, how satisfied are you with your neighborhood's infrastructure such as streets and sidewalks, and roadside landscaping? Are you very satisfied, somewhat satisfied, somewhat dissatisfied, or very dissatisfied?

Findings

- *Satisfaction with neighborhood infrastructure is high, with 1-in-3 residents being very satisfied.*
- *There has been no significant change in infrastructure satisfaction since 2012.*

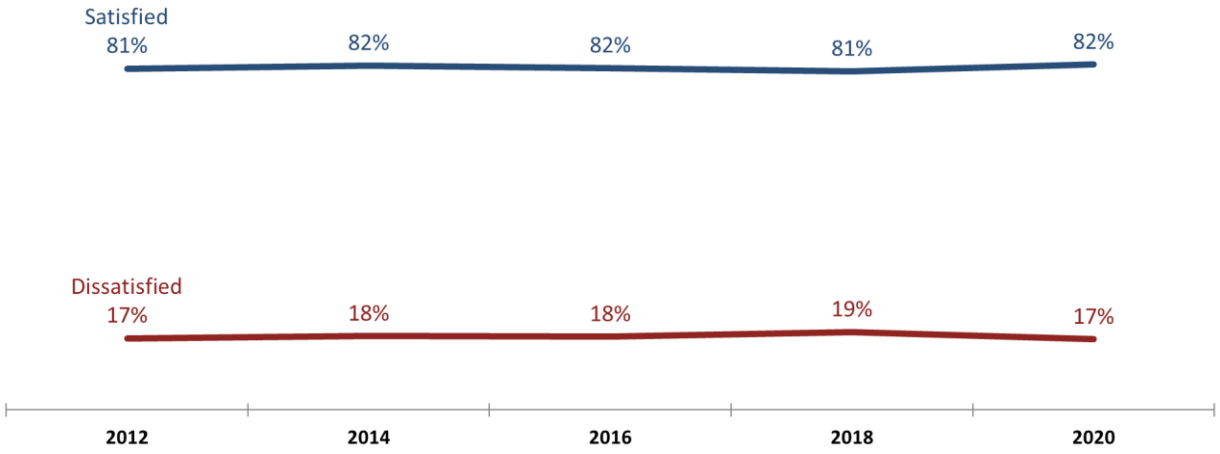
82% residents report being satisfied with their neighborhood infrastructure, including streets, sidewalks, and roadside landscaping, including one-fourth (24%) who are "very" satisfied.

Figure 6-8 – Satisfaction with Neighborhood Infrastructure



Satisfaction with neighborhood infrastructure has remained virtually unchanged since 2012.

Figure6-9 – Satisfaction with Neighborhood Infrastructure Trend



7. Other Topics

7.1 Measures Taken to Prepare

Question(s) Analyzed

The following are things that some people have done to prepare their household for disasters or emergencies. Please tell me which of the following you have done at your home…

Q61. Stored seven days of food and water for use in the event of an emergency?

Q62. Put together a kit for the car, with things like food, flashlight, blankets, & tire chains?

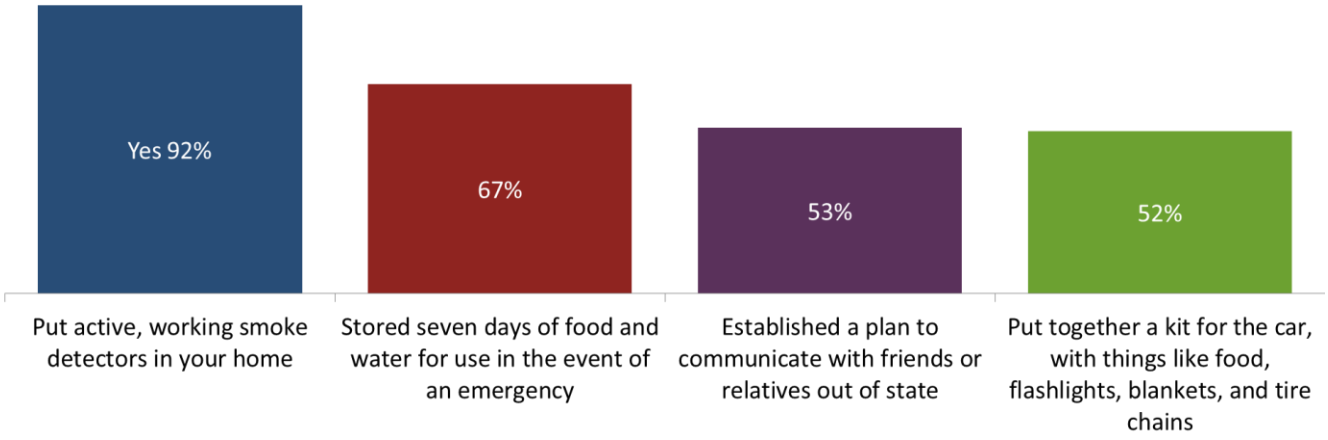
Q63. Established a plan to communicate with friends or relatives out of state?

Q64. Put active, working smoke detectors in your home?

Findings

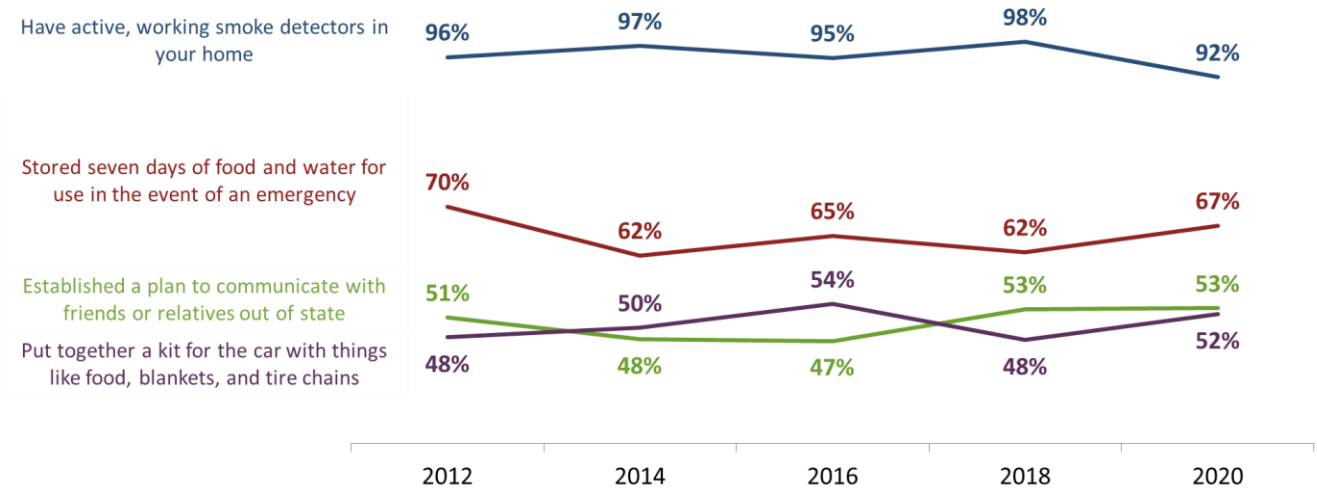
- *9-in-10 (92%) residents report having working smoke detectors and two-thirds (67%) have seven days stored food and water. About half report having a communications plan (53%) and a car emergency kit (52%).*

Figure 7-1 – Emergency Preparedness Measures Taken



The percentage of residents saying they have an active smoke alarm, after having stayed constant between 2012 and 2018, saw a decline in 2020. A two-thirds majority (67%) report having up to seven days of food and water for use in the event of an emergency, 5% up from 2018. The level of having a plan to communicate with friends or relatives out of state in case of emergency remained stable since last year. Over half (52%) of residents also report having a kit for the car with emergency supplies.

Figure 7-2 – Emergency Preparedness Measures Taken Trend



7.2 Information Level & Information Sources

Question(s) Analyzed

Q65. In general, how well-informed would you say you are about Kirkland City government? Would you say you are well informed, somewhat informed, or not very informed?

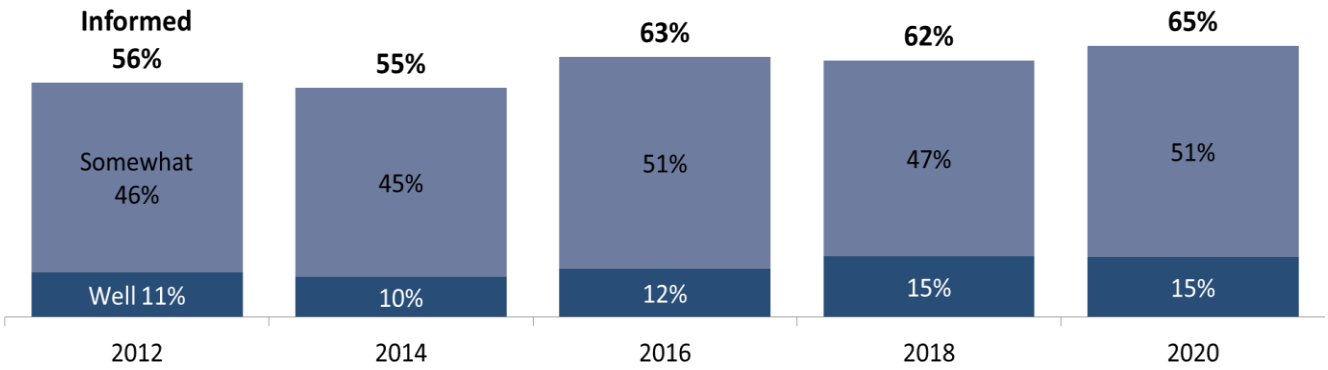
Q66. What is your primary source of information for finding out what is going on with Kirkland City government?

Findings

- *Close to two-thirds of residents consider themselves at least "somewhat informed" about Kirkland City government. This level of self-reported awareness has been consistent since 2016.*
- *Residents report getting information about City government from a variety of sources, led by the City's webpage (16%), the City's newsletter (14%), and Kirkland Reporter (12%). The share of mentions for the City's webpage and the Reporter have dropped since 2018.*

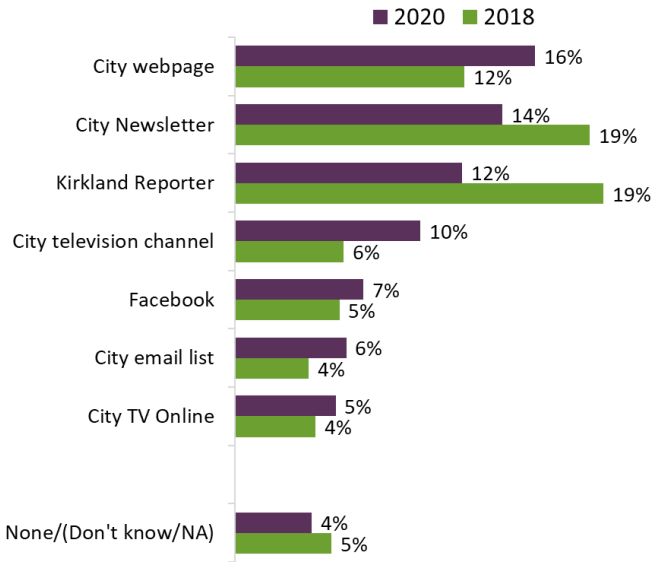
Although two-thirds (65%) of residents consider themselves somewhat informed about Kirkland City government, there is little intensity behind this confidence. Only 15% of residents consider themselves "well informed" about Kirkland City Government. Residents' information levels with City government have grown very gradually since 2012.

Figure 7-3 – Information Level



Online sources and the City television channel are increasing in primacy for information about Kirkland City government, while the reported reliance on Kirkland Reporter and the City Newsletter have fallen. With some increase in the use of City webpage as primary source of information on Kirkland City government since 2018 (12% -> 16%) and drop in City newsletter (19% -> 14%) and the Kirkland Reporter (19% -> 12%), City webpage became the most mentioned information source.

Figure 7-4 – Information Sources Trend



7.3 Other Important Topics

Question(s) Analyzed

Q74. And finally, are there any topics we did not cover that are important to you?

Figure 7-5 – Other important topics

	%
Diversity/Equality/Racism	16%
Education	11%
Infrastructure	9%
City services (police, fire, etc.)	7%
Government officials	6%
Public transportation	5%
COVID-19	4%
Overdevelopment	3%
Affordable housing/Affordability	3%
Homelessness	2%
Traffic	1%
Other	32%
No response	2%

At the conclusion of the survey, respondents were asked to mention any additional topics that are important to them. The top responses include issues focusing on diversity, equality, and racism, as well as education.

8. Demographics

8.1 Neighborhood

Question(s) Analyzed

Q5. What neighborhood do you live in?

Figure 8-1 – Responses by Neighborhood Trend

	2012	2014	2016	2018	2020
Bridle Trails	4%	5%	5%	4%	3%
Central Houghton	8%	6%	6%	8%	8%
Everest	<1%	2%	2%	1%	0%
Finn Hill	14%	16%	17%	14%	13%
Highlands	2%	3%	4%	3%	4%
Kingsgate/ Evergreen Hill	9%	14%	11%	12%	11%
Lakeview	--	--	--	<1%	1%
Market	3%	5%	3%	4%	1%
Moss Bay	3%	3%	4%	2%	1%
Norkirk	4%	5%	5%	3%	5%
North Juanita	15%	19%	14%	17%	14%
North Rose	7%	6%	10%	5%	5%
South Juanita	8%	1%	6%	7%	8%
South Rose	6%	3%	2%	5%	4%
Totem Lake	5%	2%	2%	4%	6%
Other	4%	9%	8%	9%	8%
Don't know/NA	4%	1%	1%	2%	7%

8.2 Demographics

Figure 8-2 – Respondent Demographics

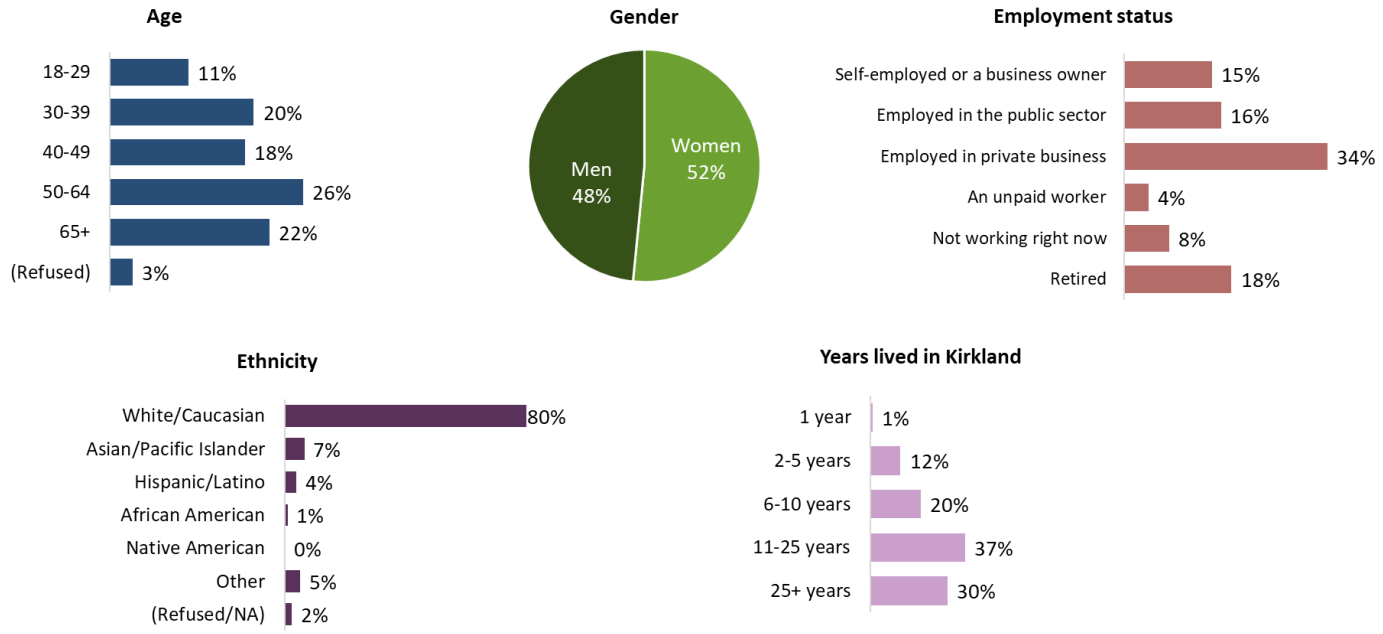
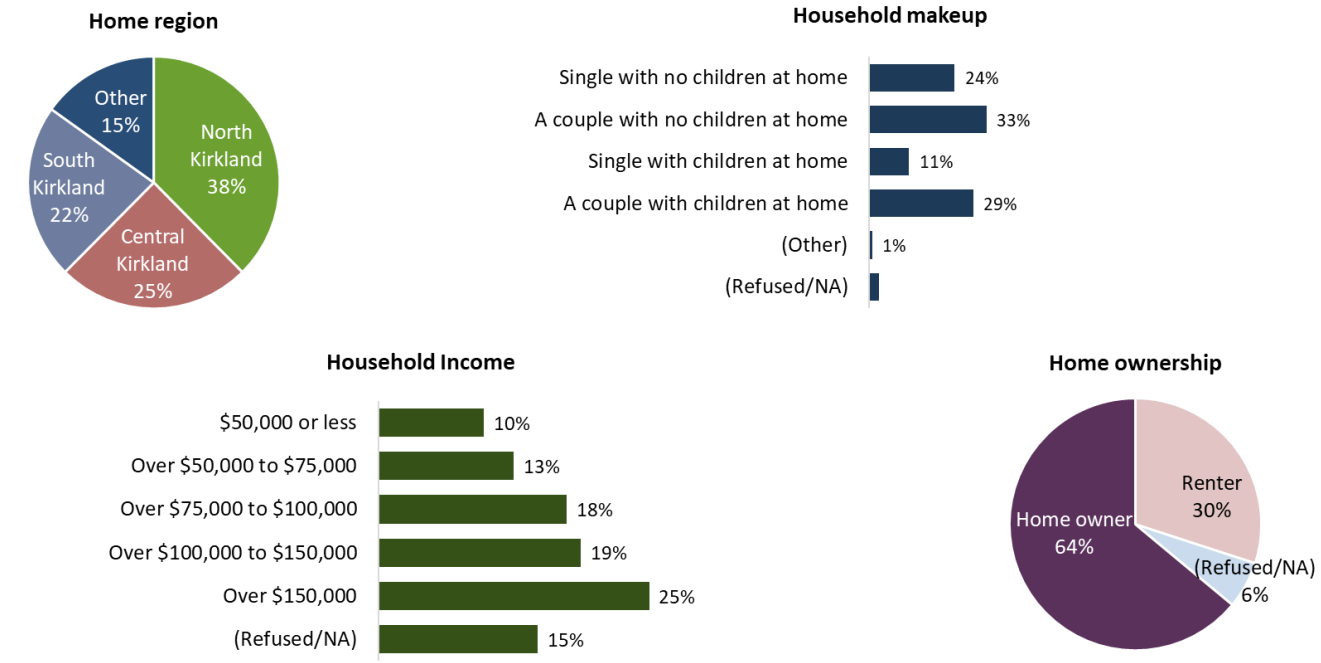


Figure 8-3 – Household Demographics



9. Topline Results

Live Telephone Survey of Kirkland Residents
City of Kirkland
Conducted June 25 – July 2, 2020
n=500; Margin of Error +4.38 percentage points
EMC Research #20-7676

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%.

Where applicable, results are compared with:

April 26 – May 4, 2018	*n=512*	*MoE = ±4.3*	*EMC #18-6718*
April 25 – May 2, 2016	*n=502*	*MoE = ±4.4*	*EMC #16-5961*
April 6 – 11, 2014	*n=501*	*MoE= ±4.4*	*EMC #14-5106*
Jan 30- Feb 2, 2012	*n=500*	*MoE= ±4.4*	*EMC #12-4567*

GREETING: Hello, my name is _____, may I speak with **(NAME ON LIST)**?
INTERVIEWER: NOL ONLY
INTRO: Hello, my name is _____, and I'm conducting a survey for _____ to find out how people feel about issues in Kirkland. We are not trying to sell anything and are collecting this information on a scientific and completely confidential basis.

		2012	2014	2016	2018	2020
1.	Do you live in Kirkland?					
	Yes	100	100	100	100	100
	No/(Don't know/Refused) → **TERMINATE**	--	--	--	--	--
2.	SEX **(RECORD FROM OBSERVATION)**					
	Male	48	48	48	48	48
	Female	52	52	52	52	52
3.	In what year were you born? **(CODED FROM YEAR)**					
	18-29	--	11	11	10	11
	30-39	--	24	19	14	20
	40-49	--	19	19	19	18
	50-64	--	27	29	31	26
	65+/(Refused)	--	19	22	26	25

	2012	2014	2016	2018	2020
4. How many years have you lived in Kirkland? **[CODED FROM NUMBER]**					
1 year	--	4	4	2	1
2-5 years	--	19	18	17	12
6-10 years	--	18	15	15	20
11-25 years	--	35	39	33	37
25+ years	--	24	23	33	30
(Don't know/NA)	--	4	4	0	1
5. What neighborhood do you live in? **[READ LIST IF NECESSARY]**					
Bridle Trails	4	5	5	4	3
Central Houghton	8	6	6	8	8
Everest	<1	2	2	1	<1
Finn Hill	14	16	17	14	14
Highlands	2	3	4	3	4
Kingsgate/Evergreen Hill	9	14	11	12	11
Lakeview	--	--	--	<1	1
Market	3	5	3	4	2
Moss Bay	3	3	4	2	3
Norkirk	4	5	5	3	5
North Juanita	15	19	14	17	14
North Rose Hill	7	6	10	5	5
South Juanita	8	1	6	7	8
South Rose Hill	6	3	2	5	4
Totem Lake	5	2	2	4	6
Other	4	9	8	9	4
(Don't know/Refused)	4	1	1	2	7
6. How would you rate Kirkland as a place to live? Would you say it is an excellent, very good, satisfactory, only fair, or a poor place to live?					
Excellent	35	40	47	39	42
Very good	50	46	39	43	43
Satisfactory	11	11	9	11	12
Only fair	3	2	2	3	2
Poor	1	1	2	3	2
(Don't know/Refused)	1	--	--	--	--

		2012	2014	2016	2018	2020
7.	What do you like best about living in Kirkland? **(OPEN END)**					
	Location/Close to amenities	--	41	27	29	31
	Safe/Quiet	--	8	11	10	12
	Water/Waterfront	--	6	12	15	11
	Small town feel/Community	--	20	22	11	10
	The people	--	4	2	9	9
	Parks	--	7	6	7	6
	Green space	--	4	5	7	6
	City government/ Services available/ Schools	--	<1	2	5	5
	Other	--	7	7	5	8
	None/Nothing	--	2	2	2	1
	Don't know	--	2	4	2	<1
8.	When you think about the way things are going in Kirkland, what, if anything, concerns you? **(OPEN END)** Anything else? **(SECOND RESPONSE OPTIONAL)**					
	Traffic	--	10	15	16	15
	Overdevelopment	--	16	16	9	12
	Housing/Home affordability/Homelessness	--	2	4	9	9
	City government	--	4	6	6	9
	Increased prices/Affordability	--	3	4	5	8
	Population growth/Crowds	--	6	6	12	7
	Taxes/Spending	--	9	5	8	6
	COVID-19/Impacts of COVID	--	--	--	--	6
	Crime	--	2	3	6	5
	Public transportation	--	1	5	2	4
	Infrastructure	--	3	3	3	3
	School funding	--	3	1	2	1
	Other	--	5	5	4	10
	None/Nothing	--	23	22	15	22
	Don't know/Refuse	--	3	1	2	4

9INT. Using a scale of excellent, good, only fair, or poor, please tell me how you think Kirkland City government is doing in each of the following areas. If you aren't sure one way or the other, please just say so.

SCALE:	Excellent	Good	Only fair	Poor	(Don't know)	Positive	Negative
(ALWAYS ASK FIRST)							
9. The job the City is doing overall							
2020	14	55	17	5	9	**69**	**22**
2018	13	57	20	4	6	**70**	**25**
2016	11	59	21	4	7	**70**	**25**
2014	9	62	21	3	6	**71**	**24**
2012	10	58	18	5	9	**68**	**23**
(RANDOMIZE)							
10. The job the City is doing managing the public's money							
2020	6	32	22	10	31	**37**	**32**
2018	7	30	21	12	30	**37**	**33**
2016	6	31	25	9	29	**37**	**34**
2014	5	30	24	7	35	**35**	**30**
2012	5	28	24	8	36	**33**	**32**
11. The job the City does keeping residents informed							
2020	19	47	21	7	6	**66**	**28**
2018	15	42	28	9	7	**57**	**37**
2016	11	50	25	7	7	**62**	**32**
2014	13	50	23	6	8	**63**	**29**
2012	12	50	22	7	9	**63**	**29**
12. The job the City does delivering services efficiently							
2020	18	52	13	4	13	**70**	**17**
2018	17	53	16	3	11	**69**	**19**
2016	18	52	17	2	10	**71**	**19**
2014	13	57	15	3	12	**70**	**18**
2012	16	53	17	5	9	**69**	**23**
13. The job the City does focusing on the priorities that matter most to residents							
2020	8	41	22	10	19	**49**	**32**
2018	7	36	24	12	21	**42**	**36**
2016	7	40	26	10	16	**47**	**36**
2014	6	40	22	7	24	**46**	**29**
2012	5	41	20	9	24	**46**	**30**
(END RANDOMIZE)							

2INT. I'm going to read you a list of services and functions provided by the City. For each one, please tell me how important that city function is to you and your household. Use a scale of one to five, where one means not at all important and five means it is extremely important.

	1 Not at all Important	2	3	4	5 Extremely Important	(Don't know)	Mean
(RANDOMIZE)							
14.	Managing traffic flow						
2020	3	7	21	26	41	2	**3.98**
2018	4	5	12	23	55	1	**4.22**
2016	3	4	14	30	48	<1	**4.17**
2014	2	3	17	35	43	<1	**4.14**
2012	3	5	18	38	36	<1	**4.01**
15.	Maintaining streets						
2020	2	4	19	39	35	1	**4.02**
2018	2	4	12	38	44	<1	**4.17**
2016	1	2	16	43	38	<1	**4.14**
2014	1	2	17	36	43	--	**4.18**
2012	1	2	15	39	43	--	**4.21**
16.	Recreation programs and classes						
2020	7	12	31	30	17	3	**3.40**
2018	5	9	34	31	18	3	**3.48**
2016	5	11	31	31	17	4	**3.46**
2014	5	12	30	33	18	2	**3.47**
2012	8	10	30	32	18	1	**3.44**
17.	City parks						
2020	2	4	16	33	44	1	**4.15**
2018	2	3	17	31	46	1	**4.16**
2016	1	2	12	42	41	1	**4.21**
2014	1	3	14	35	46	<1	**4.21**
2012	2	2	18	35	43	1	**4.14**
18.	Fire and emergency medical services						
2020	1	2	8	22	65	1	**4.50**
2018	1	1	4	17	76	1	**4.68**
2016	1	<1	4	23	72	1	**4.66**
2014	1	1	4	19	75	1	**4.68**
2012	1	<1	5	16	77	<1	**4.68**

	1 Not at all Important	2	3	4	5 Extremely Important	(Don't know)	Mean
19.	Police services						
2020	3	6	19	27	43	1	**4.02**
2018	1	2	10	26	60	1	**4.43**
2016	2	2	10	26	60	1	**4.41**
2014	2	2	9	31	56	--	**4.37**
2012	2	3	9	24	61	1	**4.40**
20.	Support for neighborhoods						
2020	3	8	27	30	26	6	**3.71**
2018	3	6	25	34	24	7	**3.77**
2016	2	6	25	35	26	6	**3.82**
2014	2	8	27	33	25	4	**3.74**
2012	4	9	21	36	23	6	**3.69**
21.	Attracting and keeping businesses in Kirkland						
2020	3	6	25	32	31	3	**3.86**
2018	4	7	25	33	31	2	**3.82**
2016	4	6	23	33	33	2	**3.88**
2014	3	5	19	34	37	2	**3.96**
2012	4	3	15	32	45	1	**4.13**
22.	Pedestrian safety						
2020	2	3	19	33	42	1	**4.11**
2018	2	4	15	26	52	1	**4.23**
2016	2	3	15	28	51	<1	**4.24**
2014	2	4	13	32	50	<1	**4.26**
2012	3	4	11	32	50	<1	**4.22**
23.	Bike safety						
2020	8	11	24	26	26	4	**3.53**
2018	9	10	26	24	29	2	**3.54**
2016	9	11	23	27	28	3	**3.55**
2014	8	9	25	29	28	2	**3.61**
2012	11	11	23	27	26	2	**3.45**
24.	Availability of sidewalks and walking paths						
2020	4	5	20	36	35	1	**3.93**
2018	3	7	22	27	40	1	**3.94**
2016	3	5	17	36	38	1	**4.03**
2014	2	6	20	37	34	<1	**3.94**
2012	3	7	19	36	36	<1	**3.94**

	1 Not at all Important	2	3	4	5 Extremely Important	(Don't know)	Mean
25.	Support for arts in the community						
2020	8	15	27	28	21	2	**3.40**
2018	8	12	31	28	18	2	**3.37**
2016	4	13	33	31	17	2	**3.43**
2014	8	13	32	28	18	1	**3.35**
2012	8	14	32	30	15	1	**3.31**
26.	Community events						
2020	6	17	33	29	13	3	**3.28**
2018	7	16	37	28	11	2	**3.21**
2016	5	16	37	29	10	3	**3.23**
2014	7	14	36	28	12	1	**3.25**
2012	10	14	36	32	9	<1	**3.17**
27.	City planning and response to growth[ii]						
2020	3	9	20	27	36	5	**3.90**
2018	5	8	24	27	33	4	**3.77**
2016	7	7	24	32	26	4	**3.67**
2014	5	6	25	29	31	4	**3.79**
2012	3	6	28	29	28	6	**3.76**
28.	Recycling and garbage collection						
2020	2	4	15	31	47	1	**4.18**
2018	2	3	17	31	47	0	**4.18**
2016	2	4	18	35	41	--	**4.08**
2014	1	4	15	37	43	--	**4.16**
2012	1	2	13	36	48	--	**4.27**
29.	Emergency preparedness						
2020	1	4	17	32	43	4	**4.15**
2018	1	4	19	31	41	3	**4.12**
2016	2	5	15	35	40	3	**4.10**
2014	1	3	22	31	38	4	**4.05**
2012	2	3	18	28	46	3	**4.16**
30.	Protecting our natural environment						
2020	2	5	18	28	45	2	**4.13**
2018	2	4	16	29	49	1	**4.19**
2016	3	3	13	36	43	1	**4.15**
2014	2	3	15	32	48	<1	**4.22**
2012	4	2	17	34	42	1	**4.10**

[ii] In previous iterations, the item was worded as "Zoning and land use".

	1 Not at all Important	2	3	4	5 Extremely Important	(Don't know)	Mean
31.	Services for people in need						
2020	3	6	18	29	36	8	**3.97**
2018	5	6	18	34	32	5	**3.87**
2016	2	4	20	33	33	7	**3.98**
2014	2	5	18	35	35	5	**4.00**
2012	3	5	19	33	35	5	**3.96**
32.	Building, permitting and inspection						
2020	7	13	26	27	18	10	**3.40**
2018	5	9	27	29	24	6	**3.62**
2016	6	9	30	27	19	8	**3.49**
33.	Ensuring affordable housing options for seniors, low income and working-class residents						
2020	8	11	20	20	35	6	**3.66**
2018	10	10	20	25	32	3	**3.62**
34.	Support for an inclusive and welcoming community						
	6	8	18	27	36	6	**3.85**

(END RANDOMIZE)

3INT. I am going to read you the same list again, and this time, please tell me how well you think the City is doing in each area. Use an A through F grading scale where A means Excellent, B means Above Average, C is Average, D is Below Average, and F is Failing.

	A Excellent	B Above Average	C Average	D Below Average	F Failing	(Don't know)	Grade
(RANDOMIZE)							
35. Managing traffic flow							
2020	9	29	35	18	8	2	**3.15**
2018	8	27	34	16	13	2	**3.02**
2016	6	32	37	14	8	2	**3.15**
2014	6	32	39	14	6	3	**3.17**
2012	9	46	29	9	4	3	**3.48**
36. Maintaining streets							
2020	20	42	28	6	3	1	**3.70**
2018	17	44	27	8	3	1	**3.65**
2016	16	43	30	7	2	1	**3.64**
2014	16	45	27	9	3	2	**3.62**
2012	13	42	34	7	2	2	**3.58**
37. Recreation programs and classes							
2020	25	39	20	4	1	11	**3.93**
2018	25	40	19	2	0	14	**4.01**
2016	22	36	21	2	1	18	**3.91**
2014	24	41	19	1	<1	15	**4.03**
2012	17	39	16	5	1	21	**3.84**
38. City parks							
2020	42	35	16	4	2	2	**4.14**
2018	41	43	13	1	0	2	**4.24**
2016	39	42	13	1	1	4	**4.20**
2014	39	43	13	2	1	3	**4.21**
2012	28	47	16	3	1	5	**4.04**
39. Fire and emergency medical services							
2020	47	31	13	2	1	5	**4.29**
2018	54	33	5	1	0	7	**4.49**
2016	48	36	7	2	1	6	**4.37**
2014	51	31	6	1	<1	10	**4.45**
2012	47	31	8	2	1	11	**4.36**

	A Excellent	B Above Average	C Average	D Below Average	F Failing	(Don't know)	Grade
40. Police services							
2020	31	34	22	4	2	6	**3.92**
2018	43	39	10	2	1	4	**4.28**
2016	40	38	12	3	3	4	**4.15**
2014	40	36	12	3	1	7	**4.19**
2012	40	35	11	4	3	7	**4.12**
41. Support for neighborhoods							
2020	12	39	30	7	0	12	**3.62**
2018	13	36	31	6	1	14	**3.62**
2016	12	39	29	4	2	14	**3.64**
2014	12	39	25	5	1	18	**3.67**
2012	11	31	28	4	3	23	**3.56**
42. Attracting and keeping businesses in Kirkland							
2020	11	42	25	11	4	8	**3.50**
2018	14	37	27	6	4	12	**3.58**
2016	12	34	28	7	5	13	**3.45**
2014	10	34	29	7	4	14	**3.47**
2012	10	27	28	14	5	17	**3.26**
43. Pedestrian safety							
2020	27	39	25	5	1	3	**3.89**
2018	27	46	19	4	1	3	**3.98**
2016	26	45	21	4	1	3	**3.92**
2014	29	40	20	6	1	5	**3.95**
2012	27	44	18	4	1	6	**3.98**
44. Bike safety							
2020	19	42	26	6	1	7	**3.76**
2018	15	39	28	5	2	10	**3.66**
2016	13	43	31	4	1	8	**3.67**
2014	11	39	29	5	2	14	**3.60**
2012	13	38	25	7	2	16	**3.65**
45. Availability of sidewalks and walking paths							
2020	27	35	27	7	2	1	**3.78**
2018	22	42	26	6	1	2	**3.80**
2016	17	45	26	7	2	2	**3.71**
2014	22	41	25	9	1	3	**3.75**
2012	14	47	27	6	2	4	**3.69**

	A Excellent	B Above Average	C Average	D Below Average	F Failing	(Don't know)	Grade
46.	Support for arts in the community						
2020	19	42	24	6	0	9	**3.82**
2018	20	43	23	2	<1	10	**3.90**
2016	18	43	20	4	2	14	**3.83**
2014	18	43	19	4	1	15	**3.86**
2012	17	38	22	5	1	17	**3.81**
47.	Community events						
2020	23	39	26	4	1	7	**3.83**
2018	23	41	22	4	<1	10	**3.90**
2016	19	44	22	2	1	12	**3.88**
2014	20	43	23	3	1	10	**3.89**
2012	16	41	25	4	1	14	**3.79**
48.	City planning and response to growth[iii]						
2020	6	30	36	14	5	8	**3.19**
2018	6	27	31	11	8	17	**3.14**
2016	6	29	28	10	7	19	**3.20**
2014	6	28	28	12	6	20	**3.19**
2012	4	26	25	9	6	29	**3.20**
49.	Recycling and garbage collection						
2020	41	39	15	3	1	1	**4.19**
2018	48	38	11	2	0	1	**4.32**
2016	46	39	11	2	1	1	**4.30**
2014	49	36	10	3	1	2	**4.32**
2012	45	39	10	2	2	2	**4.27**
50.	Emergency preparedness						
2020	18	37	23	5	1	16	**3.78**
2018	17	35	21	3	1	22	**3.81**
2016	18	31	24	3	2	22	**3.78**
2014	14	27	21	4	1	33	**3.73**
2012	14	29	18	5	2	32	**3.70**
51.	Protecting our natural environment						
2020	22	47	20	4	2	5	**3.87**
2018	19	46	25	3	2	5	**3.80**
2016	20	49	19	3	2	7	**3.87**
2014	19	47	21	2	1	10	**3.89**
2012	17	43	21	4	2	13	**3.81**

[iii] In previous iterations, the item was worded as "Zoning and land use".

	A Excellent	B Above Average	C Average	D Below Average	F Failing	(Don't know)	Grade
52.	Services for people in need						
2020	7	29	33	9	1	21	**3.39**
2018	4	26	29	9	3	30	**3.28**
2016	9	27	28	2	2	32	**3.58**
2014	7	30	25	4	1	34	**3.58**
2012	9	28	20	4	1	38	**3.64**
53.	Building, permitting and inspection						
2020	9	30	24	9	5	22	**3.36**
2018	9	25	22	10	8	26	**3.24**
2016	8	26	27	5	5	28	**3.37**
54.	Ensuring affordable housing options for seniors, low income and working-class residents						
2020	5	14	32	21	13	16	**2.74**
2018	4	12	25	21	15	23	**2.60**
55.	Support for an inclusive and welcoming community						
	12	36	28	9	3	13	**3.54**

(END RANDOMIZE)

	2012	2014	2016	2018	2020
56. Thinking about the types of stores, goods and services available in Kirkland, would you say that you are very satisfied, satisfied, dissatisfied, or very dissatisfied with the availability of goods and services in Kirkland?					
Very satisfied	21	21	22	23	24
Satisfied	60	59	61	67	61
Dissatisfied	14	17	14	8	10
Very dissatisfied	3	3	2	2	3
(Don't know/Refused)	2	1	2	1	2
57. In general, how safe do you feel walking alone in your neighborhood **during the day**? Would you say very safe, safe, somewhat unsafe, or very unsafe?					
Very safe	71	79	74	76	70
Safe	27	18	23	22	22
Somewhat unsafe	1	2	2	2	4
Very unsafe	<1	<1	1	<1	2
(Don't know/Refused)	<1	<1	<1	<1	2
58. In general, how safe do you feel walking alone in your neighborhood **after dark**? Would you say very safe, safe, somewhat unsafe, or very unsafe?					
Very safe	34	40	38	37	33
Safe	45	43	44	42	45
Somewhat unsafe	16	14	12	16	15
Very unsafe	4	2	3	4	4
(Don't know/Refused)	2	2	3	2	3
59. **(IF EITHER Q57 OR Q58=3 OR 4, SOMEWHAT OR VERY UNSAFE; n=86)** Why do you feel unsafe? **(OPEN END)**					
Crime	--	26	30	29	29
Being a woman	--	--	--	8	13
Lack of streetlights/Dark	--	35	29	17	10
Strangers	--	12	12	20	8
Nighttime is unsafe	--	14	18	5	7
No sidewalks	--	7	11	9	2
Other/Nothing	--	7	8	9	11
Don't know	--	--	--	3	11

	2012	2014	2016	2018	2020
60. In general, how satisfied are you with your neighborhood's infrastructure such as streets and sidewalks, and roadside landscaping? Are you very satisfied, somewhat satisfied, somewhat dissatisfied, or very dissatisfied?					
Very satisfied	27	32	34	32	31
Somewhat satisfied	55	50	47	49	52
Somewhat dissatisfied	14	13	14	14	12
Very dissatisfied	4	5	3	5	5
(Don't know/Refused)	27	32	34	1	1

61INT. The following are things that some people have done to prepare their household for disasters or emergencies. Please tell me which of the following you have done at your home. Have you…

	Yes	No	(Don't know)
(RANDOMIZE)			
61. Stored seven days of food and water for use in the event of an emergency?			
2020	67	30	3
2018	62	36	2
2016	65	34	1
2014	62	37	1
2012	70	29	1
62. Put together a kit for the car, with things like food, flashlights, blankets, and tire chains?			
2020	52	43	5
2018	48	50	2
2016	54	45	1
2014	50	50	1
2012	48	52	<1
63. Established a plan to communicate with friends or relatives out of state?			
2020	53	42	5
2018	53	46	1
2016	47	50	2
2014	48	50	2
2012	51	47	2
64. Put active, working smoke detectors in your home?			
2020	92	6	2
2018	98	1	1
2016	95	4	1
2014	97	2	<1
2012	96	4	1
(END RANDOMIZE)			

	2012	2014	2016	2018	2020
65. In general, how well-informed would you say you are about Kirkland City government? Would you say you are well informed, somewhat informed, or not very informed?					
Well informed	11	10	12	15	15
Somewhat informed	46	45	51	47	51
Not very informed	43	45	36	37	31
(Don't know/Refused)	--	<1	1	1	3
66. What is your **primary** source of information for finding out what is going on with Kirkland City government? **(CODED FROM OPEN END)**					
(City webpage)	10	13	18	12	16
(City Newsletter)	16	16	18	19	14
(Kirkland Reporter)	31	31	26	19	12
(City Television Channel)	6	5	7	6	10
(Facebook)	1	2	5	5	7
(City email list)	6	3	5	4	6
(City TV Online)	--	--	--	4	5
(Twitter)	1	1	0	1	3
(Nextdoor)	--	--	--	1	4
(Neighborhood association meetings)	5	5	6	6	4
(Local Blogs)	3	2	3	1	1
(Word of mouth)	6	--	2	6	--
(Internet)	--	--	1	6	--
None	5	4	3	5	4
Other	3	14	2	6	13
Don't know/Not applicable	4	4	4	0	2

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

67. Which of the following best describes you at this time? Are you… **[READ LIST]**					
Self-employed or a business owner	17	15	14	14	15
Employed in the public sector, like a governmental agency or educational institution	10	13	12	12	16
Employed in private business	36	41	42	42	34
An unpaid worker, such as parenting children at home	--	--	--	--	4
Not working right now/(Unemployed)	14	10	9	8	8
Retired	21	20	21	23	18
Other	--	--	--	--	4
(Don't know/Refused)	2	1	2	1	1

	2012	2014	2016	2018	2020
68. Which of the following best describes you at this time? Are you… **[READ LIST]**					
Single with no children at home	26	23	22	17	24
A couple with no children at home	29	35	29	33	33
Single with children at home	7	4	6	5	11
A couple with children at home	33	35	37	40	29
Other	1	2	2	3	1
(Don't know/Refused)	3	2	3	2	3

69. **(IF RESPONDENT AGE<65 OR Q3=REFUSED; n=314)** Are there any seniors age 65 or older living in your home?	
Yes	18
No	78
(Don't Know/Refused)	4
70. What is your gender? **(DO NOT READ LIST)**	
Male	47
Female	51
Non-binary	<1
Self-describe **(RECORD RESPONSE)**	-
(Refused)	2
71A. Are you of Hispanic, Latino, or Spanish origin?	
Yes	4
No	92
(Don't know/Refused)	4
71B. Do you consider yourself to be white or Caucasian, African American or Black, Asian or Pacific Islander, American Indian or Alaska Native, biracial, multiracial or something else?	
White/Caucasian	82
African American/Black	1
Asian/Pacific Islander	7
American Indian/Alaska Native	0
Biracial/Multiracial	3
Something else	4
(Refused)	3

	2012	2014	2016	2018	2020
72. Do you own or rent your apartment or home?					
Own/Buying	76	82	80	81	64
Rent/Lease	20	15	18	16	30
(Don't know/Refused)	4	3	1	4	6

	2012	2014	2016	2018	2020
73. I am going to list five broad categories. Just stop me when I get to the category that best describes your approximate household income - before taxes - for twenty nineteen. **[READ LIST]**					
$50,000 or less	22	14	10	11	10
Over $50,000 to $75,000	14	16	12	9	13
Over $75,000 to $100,000	13	14	14	11	18
$100,000 to $150,000	21	16	13	18	19
Over $150,000	12	20	24	32	25
(Don't know/Refused)	18	21	27	21	15
74. And finally is there any topic we did not cover that is important to you?					
Diversity/Equality/Racism	--	--	3	0	16
Education	--	--	12	9	11
Government officials	--	--	6	5	9
City services (police, fire, etc.)	--	--	9	10	7
Public transportation	--	--	12	6	6
COVID-19	--	--	--	--	5
Infrastructure	--	--	13	9	4
Affordable housing/Affordability	--	--	6	15	3
Homelessness	--	--	3	2	3
Overdevelopment	--	--	--	10	2
Traffic	--	--	6	5	1
Parks/Recreation	--	--	7	6	--
Other/Not sure	--	--	17	10	32
No answer	--	--	9	13	2

THANK YOU!