

# City of Kirkland 2022 Biennial Residents Survey



# Contents

<b>1. Project Overview .....</b>	<b>3</b>
1.1 Project Goals.....	3
1.2 Methodology.....	4
<b>2. Findings Summary.....</b>	<b>5</b>
<b>3. Attitudes About Kirkland.....</b>	<b>9</b>
3.1 Rating Kirkland as a Place to Live.....	9
3.2 Positive Aspects of Living in Kirkland.....	11
3.3 Concerns About Kirkland .....	12
<b>4. Kirkland City Government .....</b>	<b>13</b>
4.1 Kirkland Job Ratings .....	13
<b>5. City Services and Functions .....</b>	<b>16</b>
5.1 Importance.....	16
5.2 Performance .....	18
5.3 Importance vs. Performance – Gap Analysis .....	20
5.4 Importance vs. Performance – Quadrant Analysis .....	22
<b>6. Safety, Goods and Services, Infrastructure Ratings .....</b>	<b>25</b>
6.1 Satisfaction with The Availability of Goods & Services.....	25
6.2 Neighborhood Safety .....	27
6.3 Satisfaction with Neighborhood Infrastructure.....	30
<b>7. Other Topics .....</b>	<b>32</b>
7.1 Measures Taken to Prepare .....	32
7.2 Information Level & Information Sources .....	33
<b>8. Demographics .....</b>	<b>35</b>
8.1 Neighborhood .....	35
8.2 Demographics .....	36
<b>9. Topline Results.....</b>	<b>37</b>

# 1. Project Overview

## 1.1 Project Goals

Every two years, this survey is conducted 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 covers 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.
- Gauge the relative priorities for and satisfaction with City government's performance across 21 city services and functions.
- Questions about household emergency preparedness.
- Understand how closely informed residents are about City government and track the information sources people have relied on over time.

## 1.2 Methodology

- Survey of adult residents in Kirkland conducted via a mixed-mode telephone, email, and text to web survey approach:
  - Telephone interviews were by trained, professional interviewers; landlines and mobile phones included.
  - Email and text invitations were sent with a link to an online version of the survey.
  - Unweighted interviews (n) = 1,000, including additional interviews in hard-to-reach communities).
- Weighted n=813 for reporting, with an overall margin of error of +/- 3.4 percentage points at the 95% confidence level. Weighting was applied to the results to better reflect the proportional demographic and geographic make up of the adult population in Kirkland.
- Data collection took place between June 2<sup>nd</sup> and June 19<sup>th</sup>, 2022.
- The survey was offered in English, Spanish, Simplified Chinese, and Russian.

### Tracking notes:

This survey is the sixth in a series of biennial community surveys commissioned by the City of Kirkland. This report includes results comparisons with previous surveys, including 2012, 2014, 2016, 2018 and 2020.

Prior to 2020, the survey was conducted by telephone from a random sample of all registered voter households in Kirkland; it was then expanded with supplemental sampling with greater shares of residents from households without registered voters. In 2022, the approach was again broadened to include multi-modal participation from respondents online via email and text message, in addition to traditional telephone interviewing. Additionally, the 2022 sampling was further expanded to strengthen the inclusion of marginalized and historically underrepresented communities. It included supplemental interviewing with respondents from lower income households; renters, limited English proficiency; and Black, Indigenous, and People of Color.

Survey Year	Survey Dates	Number of Interviews (n)	Overall Margin of Error (MoE)
2022	June 2 – June 19	1,000	±3.4 percentage points
2020	June 25 – July 7	500	±4.4 percentage points
2018	April 26 – May 4	512	±4.3 percentage points
2016	April 25 – May 2	502	±4.4 percentage points
2014	April 6 – April 11	501	±4.4 percentage points
2012	Jan 30 – Feb 2nd	500	±4.4 percentage points

## 2. Findings Summary

### Kirkland Quality of Life

***Kirkland residents' overall attitude towards their community is very positive, with eight-in-ten residents continuing to rate Kirkland as a “very good” or “excellent” place to live.***

- *Kirkland’s quality of life sentiments remain largely consistent with previous years.*
- *A strong majority residents continue to rate the quality of life in Kirkland, positively; most consider Kirkland an “excellent” (34%) or “very good” (47%) place to live.*
- *A negligible share of residents continue to rate Kirkland’s quality of life more critically, with either an “only fair” (3%) or “poor” (1%) rating.*

***Kirkland residents cite a broad mix of local, top-of-mind strengths and concerns for the community.***

- *Respondents’ favorite aspects of life in Kirkland have remained largely consistent with a couple years ago. With the opportunity to give any response, nearly a third mention Kirkland’s location/amenities, and more than 1-in-10 cite its community feel and safety/quietness.*
- *Compared to a couple of years ago, the top-of-mind concerns have increased for overdevelopment, housing costs and homelessness, general prices and affordability, and crime. Although still among the top mentions, traffic concerns have plateaued.*

## Kirkland City Government

***Kirkland's City government continues to earn high marks for the job it does overall and in delivering services efficiently. The City receives more mixed ratings for managing the public's money and focusing on the priorities that matter most to residents.***

- Overall, nearly two-thirds of residents (64%) give the City a positive "Excellent" or "Very good" job rating, compared to just over a quarter (28%) giving it a more critical "Only fair" or "Poor" rating; a smaller share (7%) are unable to rate the job the City is doing, either way.
- Across demographic and geographic subgroups, most give Kirkland a positive job rating, overall, but the intensity of those ratings – both positively ("Excellent") and negatively ("Poor") – is minimal. Overall job ratings are slightly higher among 18-49 year-olds and North Kirkland residents, with less enthusiastic sentiments among 50+ residents and those living in Central and South Kirkland.
- The City's job ratings for "delivering services efficiently" (67% positive) also remains mostly steady with previous years, albeit with an uptick in critical "fair" and "poor" ratings (26% combined) in 2022.
- Ratings for the job the City does "keeping residents informed" (56% positive / 41% critical) remains net-positive following a temporary ratings spike in 2020.
- Residents remain split on how well the City does "focusing on the priorities that matter most to residents" (45% positive / 44% critical) and "managing the public's money" (44% positive / 38% critical).
- The critical "only fair" and "poor" ratings are at least slightly inflated for all City job attributes in 2022, but the level of positive sentiments have largely held steady with previous years. Meanwhile, a declining share of residents said they had no opinion or were unable to rate these attributes in 2022. The expanded multi-modal approach may have likely had some impact on this difference, while greater shares of respondents may also be paying closer attention to what is happening with City government in 2022, continuing a longer-term trend.

## City Services and Functions

***In terms of perceived importance and performance, most City services and functions importance ratings remain largely consistent with previous years. However, most performance ratings are generally lower in 2022, suggesting continued opportunities for both service improvements and the City's public outreach and communication surrounding its efforts to address the services and functions that matter most to the communities it serves.***

- *For the 21 services and functions tested, respondents report fire and emergency medical services the top priority, followed by comparable importance ratings for maintaining streets, managing traffic flow, city parks, recycling and garbage collection and pedestrian safety.*
- *Among that highest tier of service and function priorities, Kirkland earns comparably high marks for fire and EMS, parks, and recycling and garbage collection.*
- *However, residents continue to rate City government as underperforming on managing traffic flow, responding to growth, providing affordable housing options for vulnerable residents, and maintaining streets.*
- *Relatively speaking, resident satisfaction with these four functions is significantly lower than their perceived level of impact. These can be interpreted as the leading improvement priorities of the items tested.*
- *As with the City job ratings, the expanded online and telephone survey approach is a potential factor in the lower service ratings observed in 2022, along with other shifts in public attitudes amid the pandemic and broader economic landscape.*



## Other Findings

***While overall positive and negative sentiments towards safety in Kirkland have changed little over time, fewer residents report feeling “very safe” both during the day and after dark, reaching its lowest point since tracking began in 2012.***

- *Nine-in-ten residents (92%) say they feel safe walking alone in their neighborhood during the day, with 60% reporting they feel “very safe”.*
- *Three-in-four (75%) feel safe walking alone at night, compared to a quarter (25%) who feel unsafe. Overall, residents feel less safe at night than in previous years (78% safe / 25% unsafe in 2020).*
- *Compared to other demographic subgroups, women, 65+ residents, and BIPOC feel the least safe while walking around at night*

***Residents remain similarly satisfied with Kirkland’s availability of goods and services and infrastructure as in previous years. However, since 2022, dissatisfaction has begun to tick up.***

- *Eight-in-ten residents report being “satisfied” while just under one-in-five (19%) report being dissatisfied. This is up from 12% in 2020.*

***The share of adult residents who reporting being informed about Kirkland City government has steadily grown over time, and they continue to engage with a variety of City-operated sources for that information.***

- *Two-thirds of residents (68%) say that they are “somewhat informed” or “well informed” about the Kirkland City government, though the intensity behind that sentiment is relatively low.*
- *The mix of sources residents rely on for information about the Kirkland City government has diversified over the last decade. Proportionally, social media use and City-operated sources – including Kirkland’s website, KGOV TV/stream, and email list – have either grown or held steady over time, while reliance on the Kirkland Reporter has dropped steadily over the last several years.*



## 3. Attitudes About Kirkland

### 3.1 Rating Kirkland as a Place to Live

#### Question(s) Analyzed

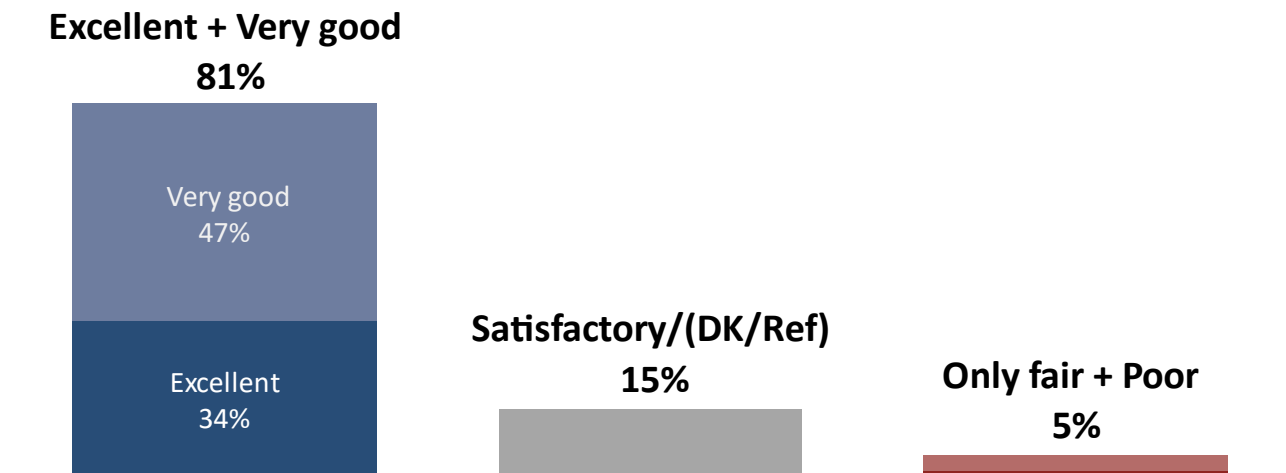
Q9. How would you rate Kirkland as a place to live? Would you say it is excellent, very good, satisfactory, only fair, or poor place to live?

#### Findings

- *Kirkland's quality of life sentiments remain largely consistent with previous years.*
- *A strong majority residents continue to rate the quality of life in Kirkland, positively; most consider Kirkland an "excellent" (34%) or "very good" (47%) place to live.*
- *A negligible share of residents give the City a critical "only fair" (3%) or "poor" (1%) rating.*

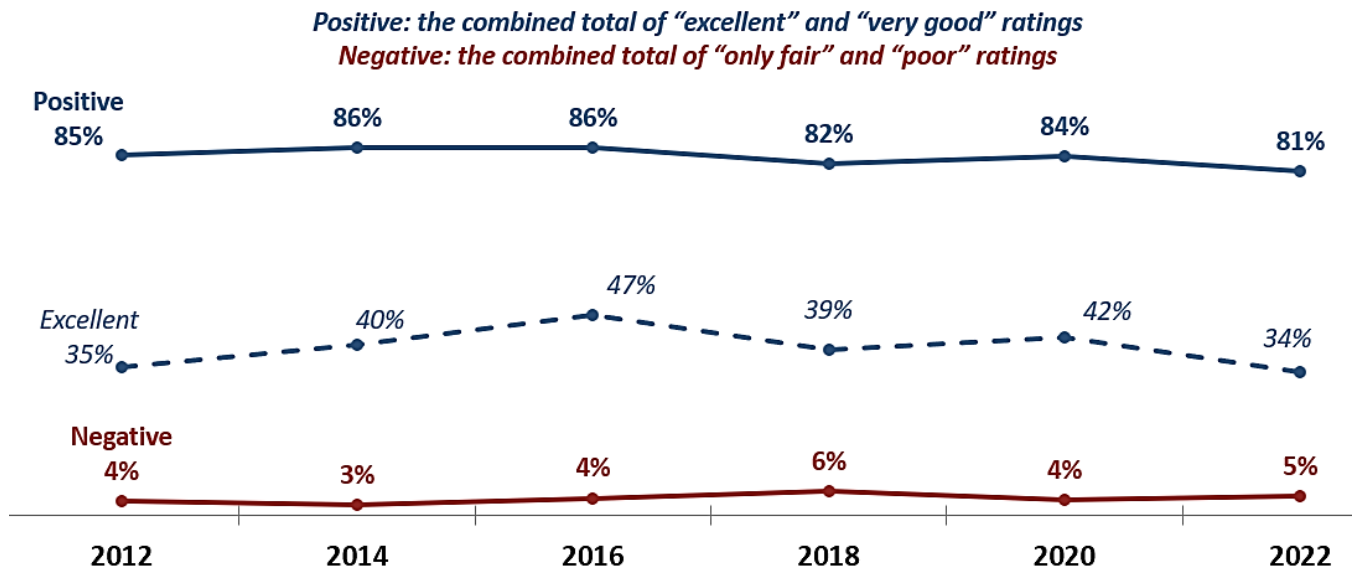
Enthusiasm remains strong for Kirkland's quality of life. Residents largely consider Kirkland a great place to live, as four-in-five rate it as "very good" or "excellent". Another 15% rate Kirkland as a "satisfactory" place to live and very few (5%) give it more critical rating than that.

Figure 3-1a – 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” ratings).

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



### 3.2 Positive Aspects of Living in Kirkland

#### Question(s) Analyzed

Q10. What do you like best about living in Kirkland? (Single response)

#### Findings

- Respondents' favorite aspects of life in Kirkland have remained largely consistent over the last year. With the opportunity to give any response, nearly a third mention Kirkland's location/amenities, and more than 1-in-10 cite its community feel and safety/quietness.

Figure 3-2 – Top-of-Mind Positives

	2014 (n=501)	2016 (n=502)	2018 (n=512)	2020 (n=500)	2022 (effective n=813)
Location/Close to amenities	41%	27%	29%	31%	30%
Safe/Quiet	8%	11%	10%	12%	14%
Small town feel/Community	20%	22%	11%	10%	13%
Water/Waterfront	6%	12%	15%	11%	8%
Parks	7%	6%	7%	6%	8%
Other	7%	7%	5%	8%	7%
The people	4%	2%	9%	9%	5%
Green space	4%	5%	7%	6%	4%
Other	7%	7%	5%	8%	7%
None/Nothing	2%	2%	2%	1%	1%
Don't know	2%	4%	2%	<1%	3%

Among the categorized top-of-mind responses, location/proximity to amenities remains the top-cited positive aspect of life in Kirkland in 2022. With the opportunity to give any response, nearly a third mention Kirkland's location/amenities, and more than 1-in-10 cite its community feel and safety/quietness.

### 3.3 Concerns About Kirkland

#### Question(s) Analyzed

Q11. When you think about the way things are going in Kirkland, what, if anything, concerns you? Anything else?

#### Findings

- *Compared to a couple of years ago, the top-of-mind concerns have increased for overdevelopment, housing costs and homelessness, general prices and affordability, and crime. Although still among the top mentions, traffic concerns have plateaued.*

Figure 3-3 – Top-of-Mind Concerns

Open ended; Multipleresponse; % of all respondents mentioning each	2004 (n=501)	2016 (n=502)	2018 (n=512)	2020 (n=500)	2022 (n=1,320)
Overdevelopment	16%	16%	9%	12%	20%
Housing/Home affordability/Homelessness	2%	4%	9%	9%	18%
Traffic	10%	15%	16%	15%	13%
Population growth/Crowds	6%	6%	12%	7%	12%
Crime	2%	3%	6%	5%	12%
Increased prices/Affordability	3%	4%	5%	8%	11%
City government	4%	6%	6%	9%	8%
Infrastructure	3%	3%	3%	3%	7%
Taxes/Spending	9%	5%	8%	6%	4%
Public transportation	1%	5%	2%	4%	3%
School funding	3%	1%	2%	1%	2%
COVID-19/Impacts of COVID	--	--	--	6%	-
Other	5%	5%	4%	10%	8%
None/Nothing	23%	22%	15%	22%	11%
Don't know	3%	1%	2%	4%	4%

Overall, top-of-mind mentions for overdevelopment, affordability, homelessness, growth, and crime have all increased compared to two years ago. Kirkland's overall quality-of-life ratings remain largely positive, but these concerns could be factors in the erosion of intensity behind those ratings.

## 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.

Q12. the job the City doing overall

Q13. the job the City is doing managing the public's money

Q14. the job the City does keeping residents informed

Q15. the job the City does delivering services efficiently

Q16. the job the City does focusing on the priorities that matter most to residents

#### Findings

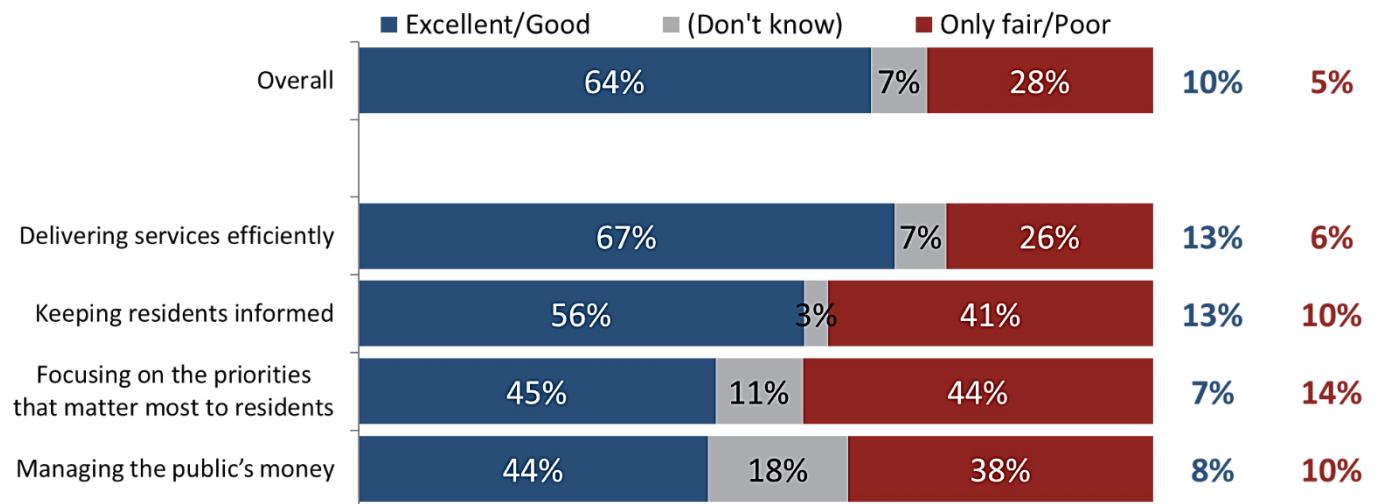
- *The City's job ratings are largely favorable, both overall and in delivering services efficiently. Kirkland receives more mixed marks for managing the public's money and focusing on the priorities that matter most to residents.*
- *The City earns strong marks for the overall job it is doing (64% positive), with low positive and negative intensity across demographics groups. Ratings are slightly higher among 18–49-year-olds and North Kirkland residents, with more critical ratings among 50+ and those in Central and South Kirkland.*
- *The City receives high marks for delivering services efficiently (67% positive) and keeping residents informed (56%).*
- *Residents are split (45% positive / 44% negative) when it comes to the City focusing on priorities that matter most.*
- *Ratings are higher for managing the public's money (44% positive/ 38% negative), but around one in five (18%) of residents are unable to rate the City on these issues.*
- *Compared to the last few years, there have been upticks in "only fair" and "poor" ratings across most metrics.*

The city's job ratings are largely favorable, both overall and in delivering services efficiently. Kirkland receives more mixed marks for managing the public's money and focusing on the priorities that matter most to residents. Over a quarter (28%) give the City a more critical "only fair" or "poor" job rating, and the intensity of negative sentiment is low – very few (5%) rate it as "poor." While the City's overall rating is comparable to previous years, the uptick in "only fair" and "poor" ratings erodes overall positive ratings slightly.

The City also receives strong marks for “delivering services efficiently”. Two thirds (67%) give the City a positive rating on this attribute, with negligible intensity on the negative side (6% “Poor”).

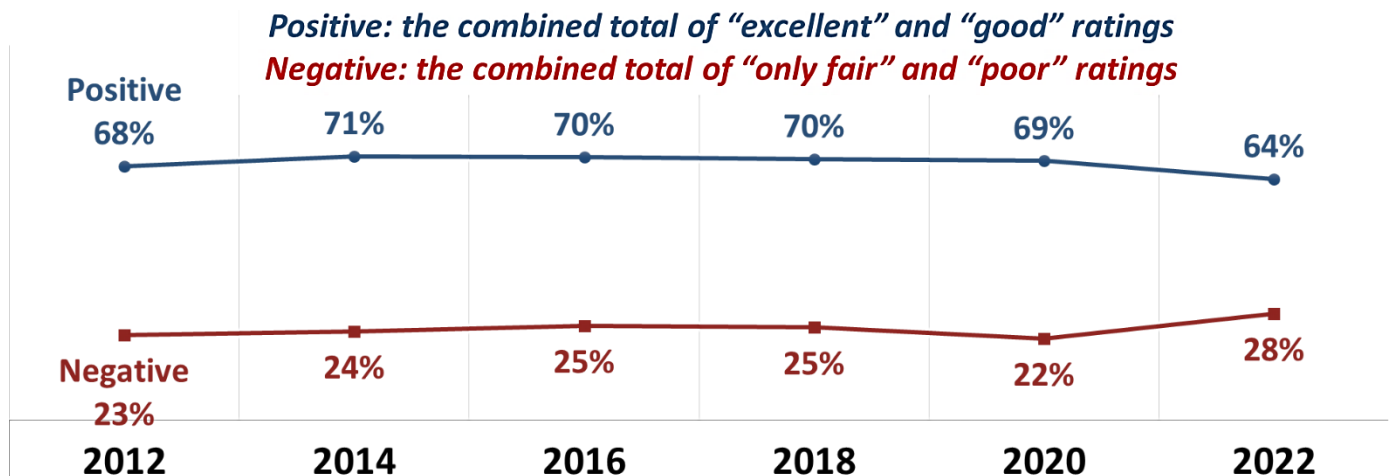
Just over half of residents (56% “Excellent” or “Good”) give the City a positive rating for the job it is doing “keeping residents informed”. Four-in-ten (41%) give the City a negative rating for this attribute, with one out of ten (10%) saying it is doing a “Poor” job. A little under than half of respondents rate the job the City is doing “focusing on the priorities that matter most to residents” (45%) and “managing the public’s money” (44%) as “Excellent or “Good”, compared to (44% and 28% respectively) who rate the City as “Only fair” or “poor”.

Figure 4-1a – City of Kirkland Job Ratings



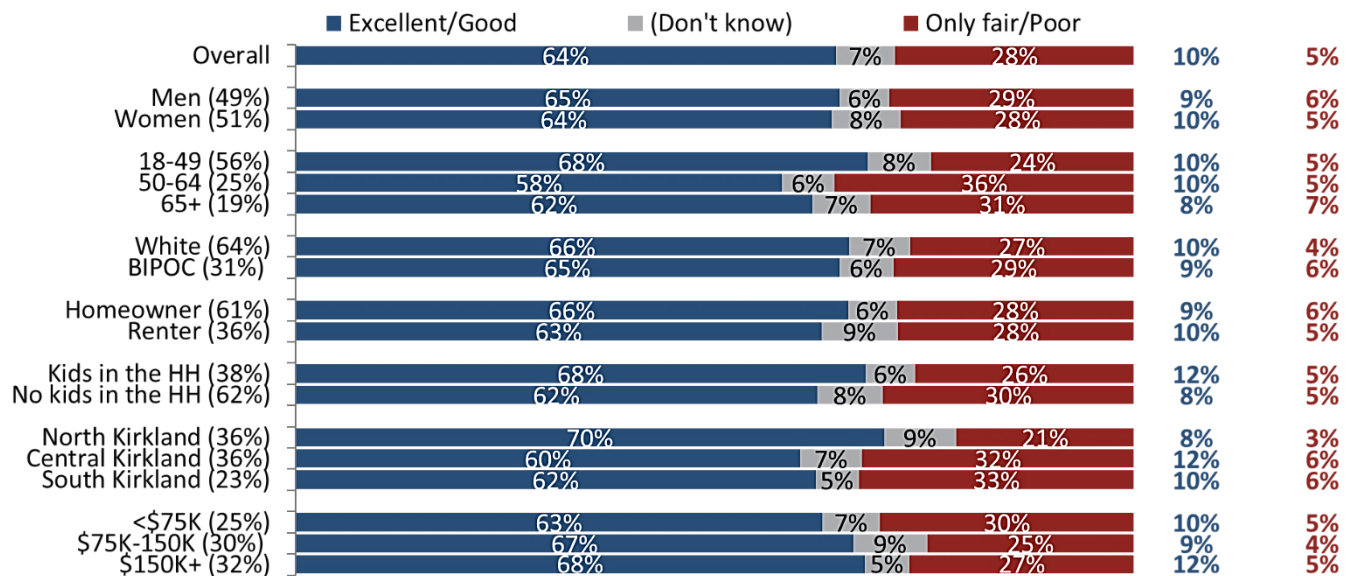
While the City’s overall rating is comparable to previous years, the uptick in “only fair” and “poor” ratings erodes overall positive ratings slightly. Overall, the share of residents able to rate the City of has increased since 2020.

Figure 4-1b – City of Kirkland Job Ratings Trend (overall)



The City's overall job rating is consistent across demographic subgroups, with similarly low intensity, either positively or negatively. Across demographic and geographic subgroups, most rate Kirkland positively, overall, but the intensity of those sentiments – both positively (“Excellent”) and critically (“Poor”) is low all around. Overall ratings are slightly higher among 18-49 year-olds and North Kirkland residents, with more critical sentiments among 50+ and those in Central and South Kirkland.

Figure 4-1c –City of Kirkland Overall Job Rating by Subgroups

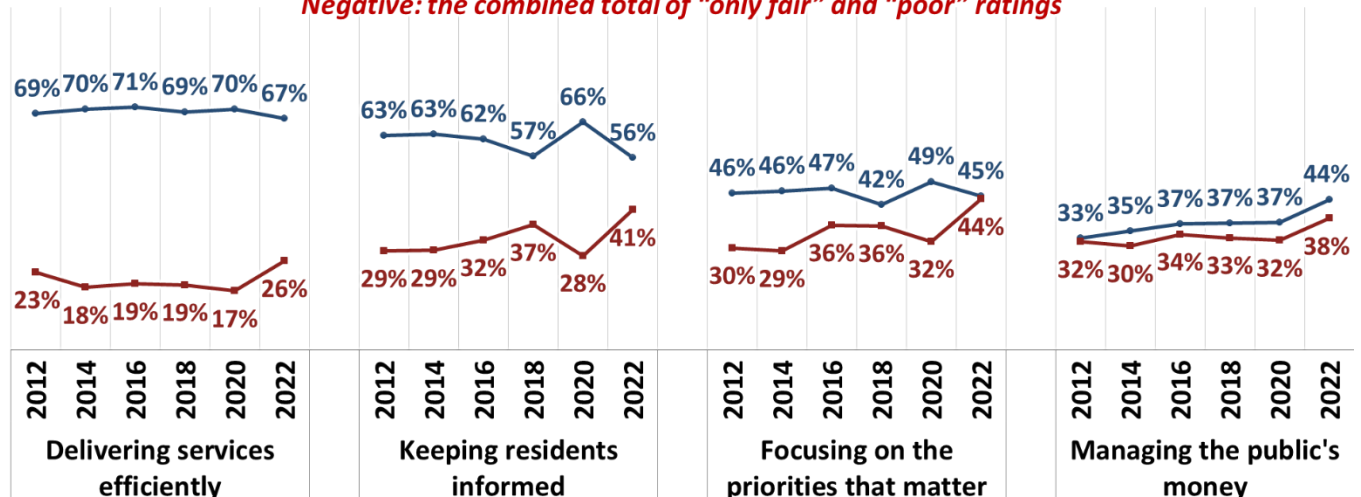


Compared to the last few years, there have been upticks in “only fair” and “poor” ratings across most metrics, while positive ratings have held steady for most. Although one-in-five cannot rate the job Kirkland does managing the public’s money, more people may be paying attention compared to previous years, as both positive and critical ratings have increased.

Figure 4-1d – City of Kirkland Job Ratings Trend

**Positive: the combined total of “excellent” and “good” ratings**

**Negative: the combined total of “only fair” and “poor” ratings**





## 5. City Services and Functions

### 5.1 Importance

#### Question(s) Analyzed

Q17-34. 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

- 18 out of 21 services and functions are seen as at least moderately important ("4" or "5") by a majority of residents.
- Fire/EMS (88%), maintaining streets (84%), managing traffic flow (83%) city parks (84%), and recycling/garbage collection (81%) are significant priorities (4 or 5 out of 5).

Most city services and functions have seen marginal increases in importance ratings between 2020 and 2022. Infrastructure and service-related items are again at the top of the importance list for residents; recreational and communal services fall to the bottom.

Figure 5-1a – Mean Importance Ratings

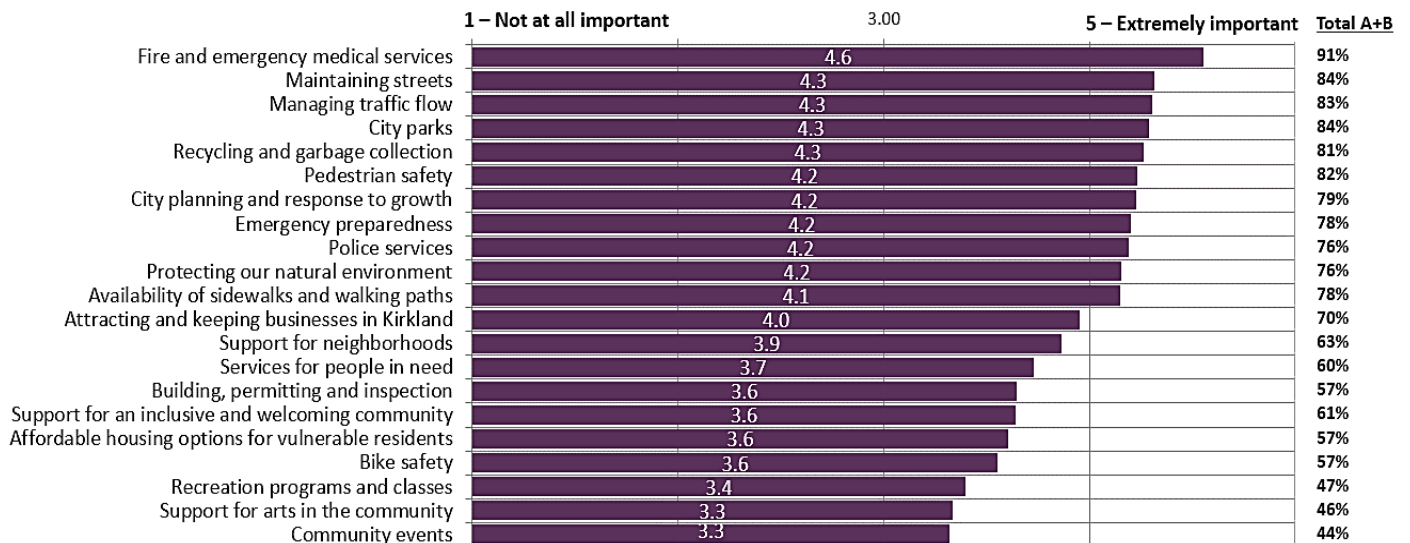


Figure 5-1b – Mean Importance Ratings Trend

Service Item	2012	2014	2016	2018	2020	2022	Net change ('20 to '22)
<b>ALL SERVICES/FUNCTIONS</b>	<b>4.0</b>	<b>4.0</b>	<b>3.9</b>	<b>3.9</b>	<b>3.9</b>	<b>4.0</b>	<b>+0.1</b>
Fire and emergency medical services	4.7	4.7	4.7	4.7	4.5	4.6	+0.1
Recycling and garbage collection	4.3	4.2	4.1	4.2	4.2	4.3	+0.1
City parks	4.1	4.2	4.2	4.2	4.2	4.3	+0.1
Maintaining streets	4.2	4.2	4.1	4.2	4	4.3	+0.3
Managing traffic flow	4	4.1	4.2	4.2	4	4.3	+0.3
Emergency preparedness	4.2	4.1	4.1	4.1	4.2	4.2	+0.1
Protecting our natural environment	4.1	4.2	4.2	4.2	4.1	4.2	0
Pedestrian safety	4.2	4.3	4.2	4.2	4.1	4.2	+0.1
Police services	4.4	4.4	4.4	4.4	4	4.2	+0.2
Availability of sidewalks and walking paths	3.9	3.9	4	3.9	3.9	4.2	+0.2
City planning and response to growth	3.8	3.8	3.7	3.8	3.9	4.2	+0.3
Attracting and keeping businesses in Kirkland	4.1	4	3.9	3.8	3.9	4	+0.1
Support for neighborhoods	3.7	3.7	3.8	3.8	3.7	3.9	+0.2
Services for people in need	4	4	4	3.9	4	3.7	-0.2
Building, permitting and inspection	--	--	3.5	3.6	3.4	3.7	+0.3
Support for an inclusive and welcoming community	--	--	--	--	3.9	3.6	-0.2
Ensuring affordable housing options...	--	--	-	3.6	3.7	3.6	-0.1
Bike safety	3.5	3.6	3.6	3.5	3.5	3.6	0
Recreation programs and classes	3.4	3.5	3.5	3.5	3.4	3.4	0
Support for arts in the community	3.3	3.4	3.4	3.4	3.4	3.3	-0.1
Community events	3.2	3.3	3.2	3.2	3.3	3.3	0

## 5.2 Performance

### Question(s) Analyzed

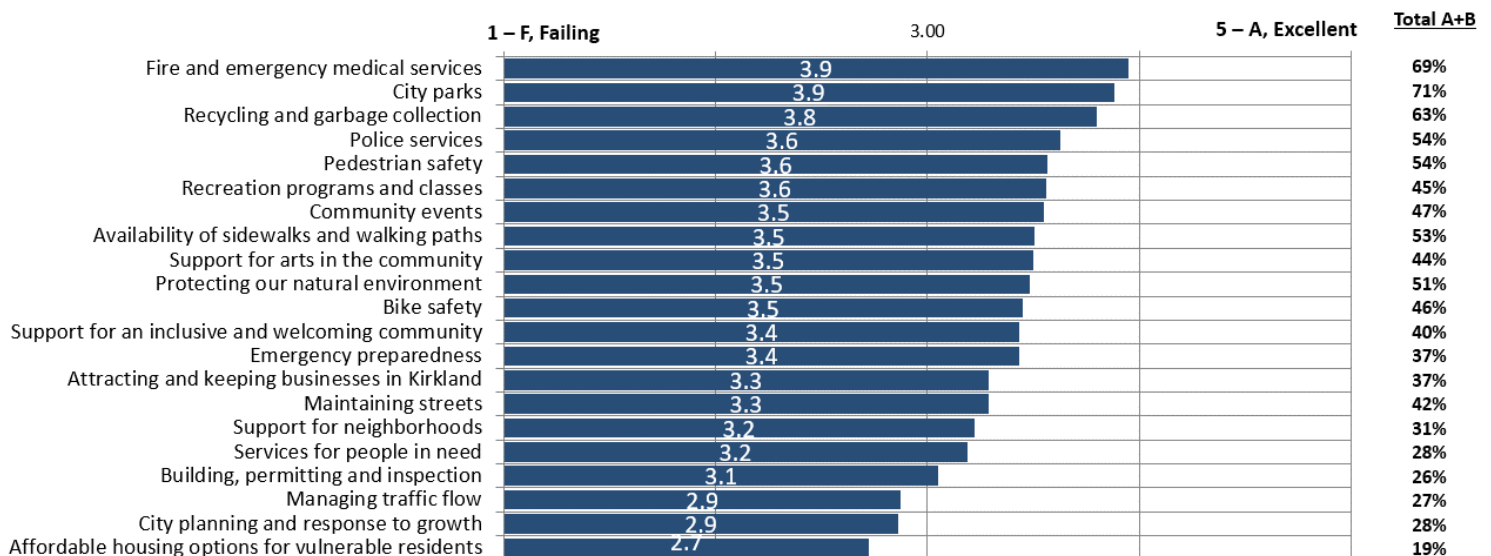
Q38-58. Using the same list, please tell me how well you think the city is doing in each area. Use an A through F grading scale where A means Excellent, B means Above Average, C is Average, D is Below Average, and F is Failing.

### Findings

- *Of the relatively more important improvement priorities, residents continue to rate City government as underperforming on managing traffic flow (29% A+B), responding to growth (28%), providing affordable housing options for vulnerable residents (19%), and maintaining streets (42%).*
- *Relatively speaking, resident satisfaction with these four functions is significantly lower than their perceived level of impact. These can be interpreted as the leading improvement priorities of the items tested.*
- *Additionally, Kirkland's strongest-performing services and functions continue to include fire and EMS, parks, and recycling and garbage services, as seen in previous years.*

Residents give Kirkland its highest marks for parks (71% A+B), fire and emergency medical services (69% A+B) and recycling and garbage collection (63%). Additionally, majorities also give the city positive ratings for police services, pedestrian safety, the availability of sidewalks and walking paths, and protecting the natural environment. Average ratings for most services and functions remain in the mid-3.0s or higher, with 5 being the highest "A" grades and 1 being the lowest "F" grades.

Figure 5-2a – Mean Performance Ratings



Most service and attributes' average ratings are slightly lower in 2022 compared to previous years, which may be a factor of the expanded multimodal survey approach, halo and horn effects from broader government perceptions, as well as potential external factors contributed by the pandemic, increased economic and affordability sensitivities, and the national social and political environment.

Amid these potential factors, it's important to track relative shifts between individual performance ratings. To that end, the relative positioning of most services and functions is fairly steady with previous years. Among the few ratings which also shifted in 2020, police service ratings are also lower in 2022. Meanwhile, the 2020 ratings for managing traffic flow slightly increased amid the pandemic, but have since eroded in 2022.

Consistent with previous years before the pandemic: maintaining streets, support for people in need, affordable housing options, city planning and response to growth, and managing traffic flow remain the lowest-rated services and functions tested in the survey. These are areas Kirkland residents continue to find important but also prioritize for improvement, along with potential opportunities to focus community outreach and communication around those efforts.

**Figure 5-2b – Mean Performance Ratings Trend**

Service Item	2012	2014	2016	2018	2020	2022	Raw Difference ('20 to '22)
<b>ALL SERVICES/FUNCTIONS</b>	<b>3.8</b>	<b>3.8</b>	<b>3.8</b>	<b>3.7</b>	<b>3.7</b>	<b>3.4</b>	<b>-0.3</b>
Fire and emergency medical services	4.4	4.5	4.4	4.5	4.3	4	-0.3
City parks	4	4.2	4.2	4.2	4.1	3.9	-0.3
Recycling and garbage collection	4.3	4.3	4.3	4.3	4.2	3.8	-0.4
Recreation programs and classes	3.8	4	3.9	4	3.9	3.6	-0.4
Police services	4.1	4.2	4.2	4.3	3.9	3.6	-0.3
Pedestrian safety	4	4	3.9	4	3.9	3.6	-0.3
Community events	3.8	3.9	3.9	3.9	3.8	3.6	-0.3
Protecting our natural environment	3.8	3.9	3.9	3.8	3.9	3.5	-0.4
Support for arts in the community	3.8	3.9	3.8	3.9	3.8	3.5	-0.3
Availability of sidewalks and walking paths	3.7	3.8	3.7	3.8	3.8	3.5	-0.3
Bike safety	3.7	3.6	3.7	3.7	3.8	3.5	-0.3
Emergency preparedness	3.7	3.7	3.8	3.8	3.8	3.4	-0.3
Support for an inclusive and welcoming community	--	--	--	--	3.5	3.4	-0.1
Maintaining streets	3.6	3.6	3.6	3.7	3.7	3.3	-0.4
Attracting and keeping businesses in Kirkland	3.3	3.5	3.5	3.6	3.5	3.3	-0.2
Support for neighborhoods	3.6	3.7	3.6	3.6	3.6	3.2	-0.4
Services for people in need	3.6	3.6	3.6	3.3	3.4	3.2	-0.2
Building, permitting and inspection	--	--	3.4	3.2	3.4	3.1	-0.3
City planning and response to growth	3.2	3.2	3.2	3.1	3.2	2.9	-0.3
Managing traffic flow	3.5	3.2	3.2	3	3.2	2.9	-0.3
Ensuring affordable housing options...	--	--	--	2.6	2.7	2.7	0

i

<sup>i</sup> Although most ratings are lower in 2022, it's unknown how much of those impacts may be attributed to the change in methodology and sampling approach in 2022.

### 5.3 Importance vs. Performance – Gap Analysis

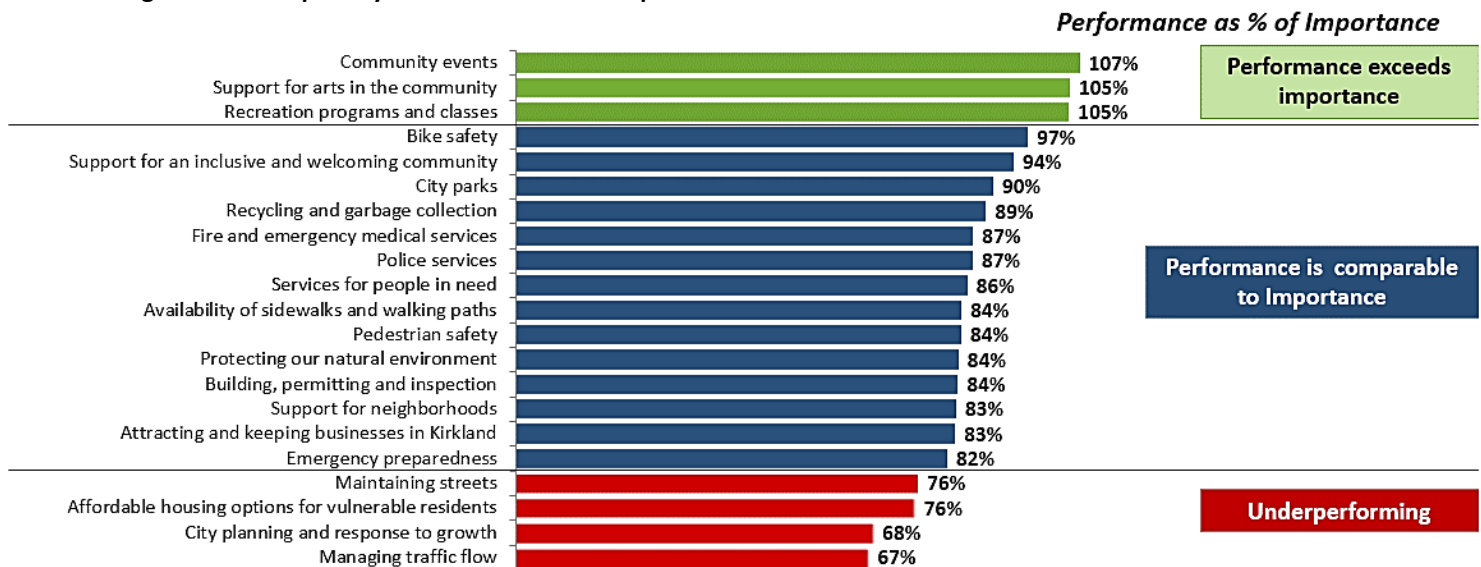
#### Findings

- For the 21 services and functions tested, respondents report fire and emergency medical services the top priority, followed by comparable importance ratings for maintaining streets, managing traffic flow, city parks, recycling and garbage collection and pedestrian safety.
- Among that highest tier of service and function priorities, Kirkland earns comparably high marks for fire and EMS, parks, and recycling and garbage collection.
- However, residents continue to rate City government as underperforming on managing traffic flow, responding to growth, providing affordable housing options for vulnerable residents, and maintaining streets.
- Relatively speaking, resident satisfaction with these four functions is significantly lower than their perceived level of impact. These can be interpreted as the leading improvement priorities of the items tested.

The vast majority of services and functions perform roughly in line with their relative importance ratings, even as ratings for most items are slightly lower in 2022.

As perennially overperforming services and functions, the City's performance in hosting community events, supporting the arts, and providing recreation programs and classes are the highest-performing items relative to their lower overall importance rankings. Meanwhile, maintaining streets, affordable housing options, city planning, and managing traffic flow are all areas Kirkland residents find important and want to see improvements on.

Figure 5-3a – Gap Analysis: Performance vs. Importance



Highlighting the previous page's data in greater detail, the below table shows the mean importance and performance ratings for each service and function, side-by-side, as well as the gaps between them.

**Figure 5-3b – Gap Analysis: Performance vs. Importance**

Service Item	Performance	Importance	Perf/Imp	Gap
<b>All Service/Functions</b>	<b>3.39</b>	<b>3.95</b>	<b>-0.56</b>	<b>86%</b>
Community events	3.55	3.32	0.23	107%
Support for arts in the community	3.50	3.33	0.17	105%
Recreation programs and classes	3.56	3.40	0.16	105%
Bike safety	3.45	3.56	-0.10	97%
Support for an inclusive and welcoming community	3.44	3.64	-0.21	94%
City parks	3.88	4.29	-0.41	90%
Recycling and garbage collection	3.80	4.26	-0.46	89%
Fire and emergency medical services	3.95	4.56	-0.61	87%
Police services	3.63	4.19	-0.56	87%
Services for people in need	3.19	3.73	-0.54	86%
Availability of sidewalks and walking paths	3.50	4.15	-0.64	84%
Pedestrian safety	3.57	4.23	-0.66	84%
Protecting our natural environment	3.49	4.16	-0.67	84%
Building, permitting and inspection	3.05	3.65	-0.59	84%
Support for neighborhoods	3.22	3.86	-0.64	83%
Attracting and keeping businesses in Kirkland	3.29	3.95	-0.66	83%
Emergency preparedness	3.44	4.20	-0.77	82%
Maintaining streets	<b>3.29</b>	<b>4.32</b>	<b>-1.03</b>	<b>76%</b>
Affordable housing options for vulnerable residents	<b>2.73</b>	<b>3.61</b>	<b>-0.88</b>	<b>76%</b>
City planning and response to growth	<b>2.86</b>	<b>4.23</b>	<b>-1.37</b>	<b>68%</b>
Managing traffic flow	<b>2.88</b>	<b>4.31</b>	<b>-1.43</b>	<b>67%</b>

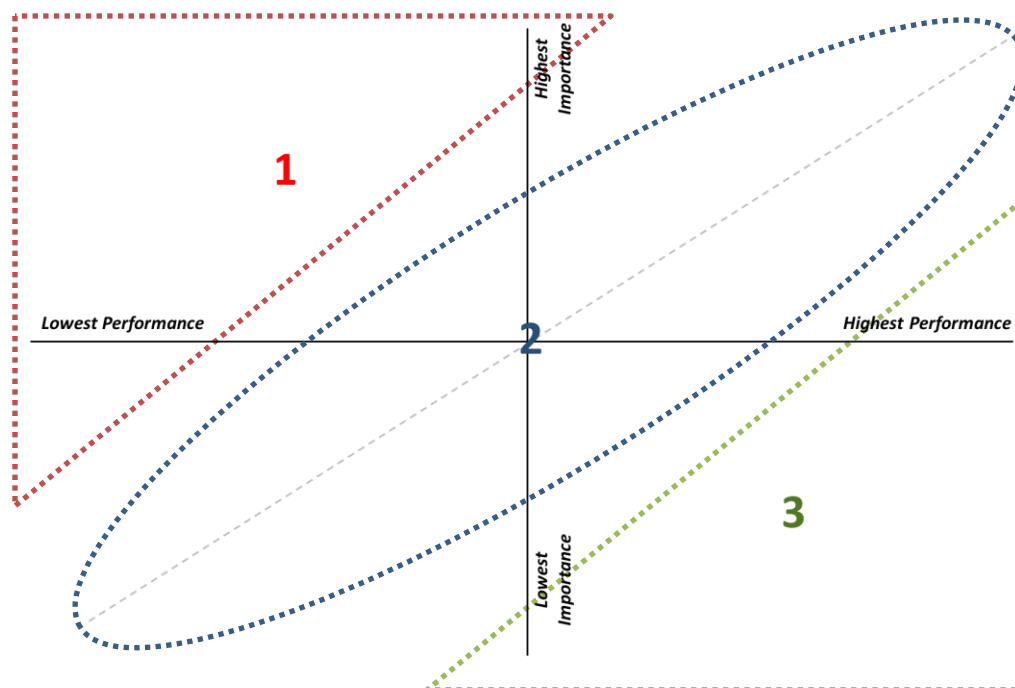
## 5.4 Importance vs. Performance – Quadrant Analysis

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 the community's overall favorability of City, overall.
- 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 residents 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 residents, 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 residents 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.

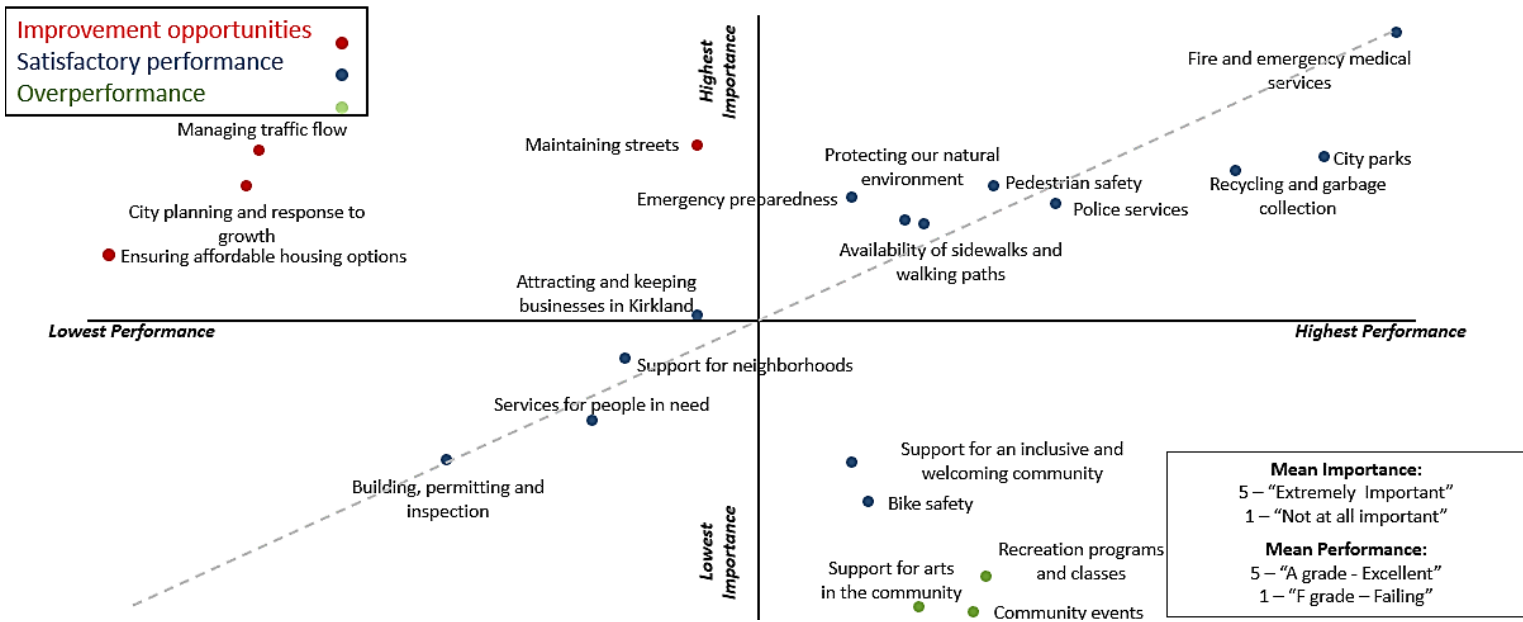
Figure 5-4a – Overall Performance vs. Importance Quadrant Chart Description





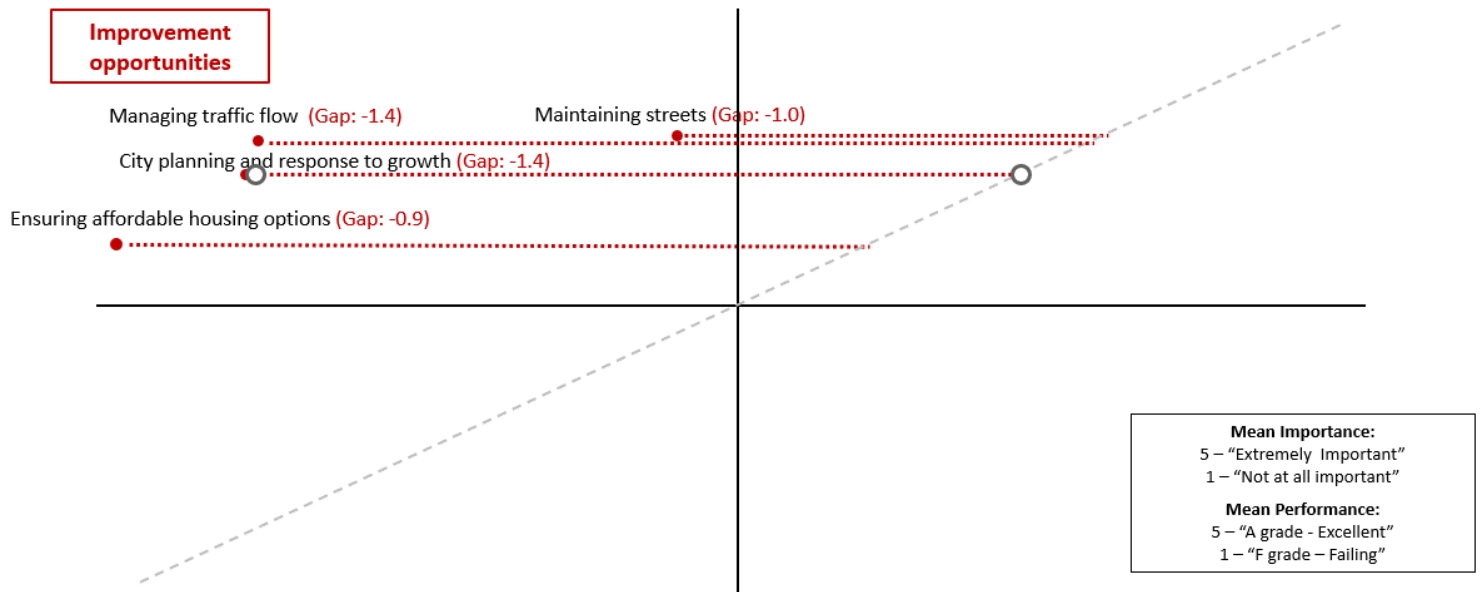
City services and functions related to responding to Kirkland's increasing population and growing City are the areas respondents rate highest in importance and lowest in performance. Ensuring affordable housing, managing traffic flow, maintaining streets, and City planning and response to growth, are the areas in which the City has the most significant room for improvement. Otherwise, most services are performing near or above expected relative to their priority levels. Fire and EMS are rated highest in both performance and importance.

Figure 5-4b – Overall Performance vs. Importance Quadrant Chart



Managing traffic flow, ensuring affordable housing, maintaining streets, and City planning/response to growth are all rated above average in importance. Among them, affordable housing is rated slightly lower in importance but has the largest gap in performance relative to importance. In aggregate, these attributes remain potentially high-impact opportunities to strengthen residents' satisfaction. Further, these opportunities may exist across the City's various planning, policy, and improvement efforts, and in how it communicates with the public to enhance visibility and transparency, gathers additional public input through expanded outreach, and illustrates how it is working to address the issues that matter most to the communities it serves.

**Figure 5-4c– Performance vs. Importance Improvement Opportunities Quadrant Chart**



## 6. Safety, Goods and Services, Infrastructure Ratings

### 6.1 Satisfaction with The Availability of Goods & Services

#### Question(s) Analyzed

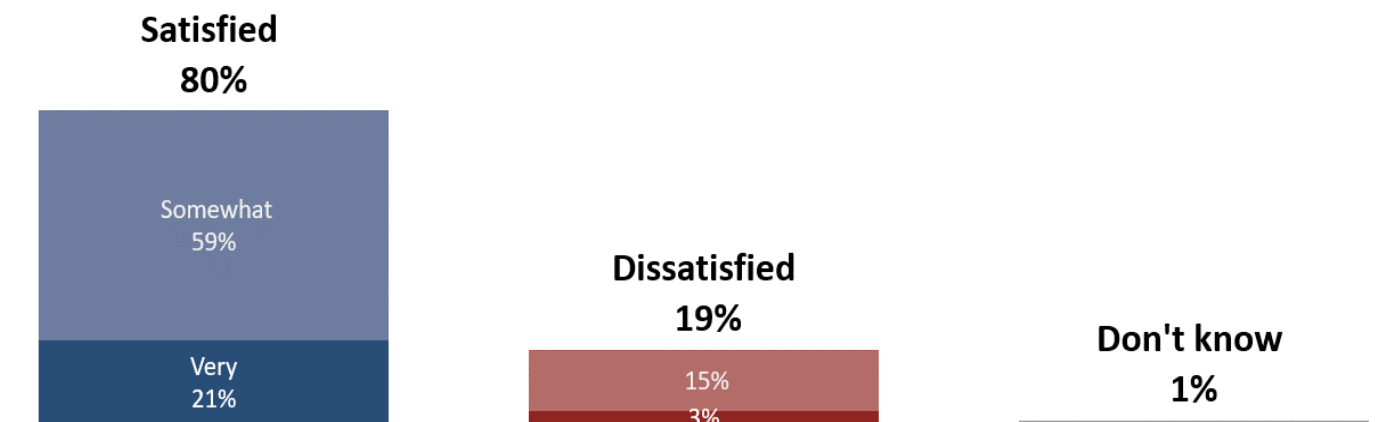
Q59. Thinking about the types of stores, goods, and services available in Kirkland, would you say that you are very satisfied, satisfied, dissatisfied, or very dissatisfied with the availability of goods and services in Kirkland?

#### Findings

- 8 out of 10 residents are satisfied with the availability of stores, goods, and services in Kirkland. Although intensity in both positive and negative ratings are low.

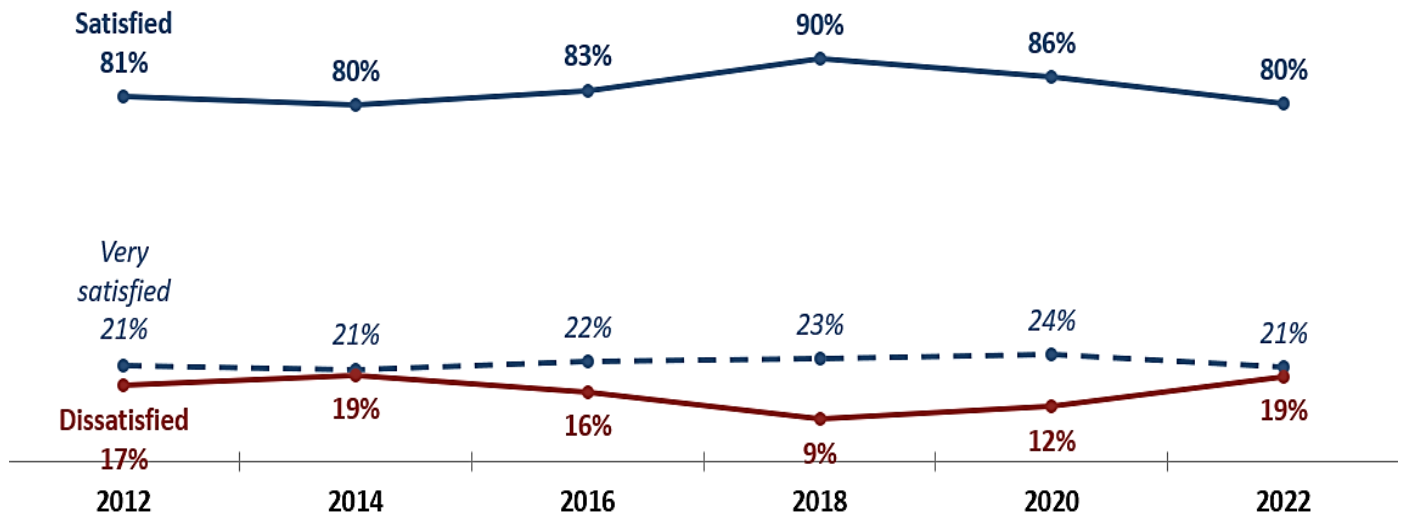
While the majority are satisfied with the availability of goods and services, only 1-in-5 (21%) report being “very satisfied”. Similarly, of the 15% of residents saying they are dissatisfied, only 3% report being “very dissatisfied.”

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



Satisfaction with the availability of goods and services in Kirkland hasn't changed much since 2020, however dissatisfaction has begun to tick up.

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



## 6.2 Neighborhood Safety

### Question(s) Analyzed

Q60. 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?

Q61. And how safe do you feel walking alone in your neighborhood after dark? Would you say very safe, safe, somewhat unsafe, or very unsafe?

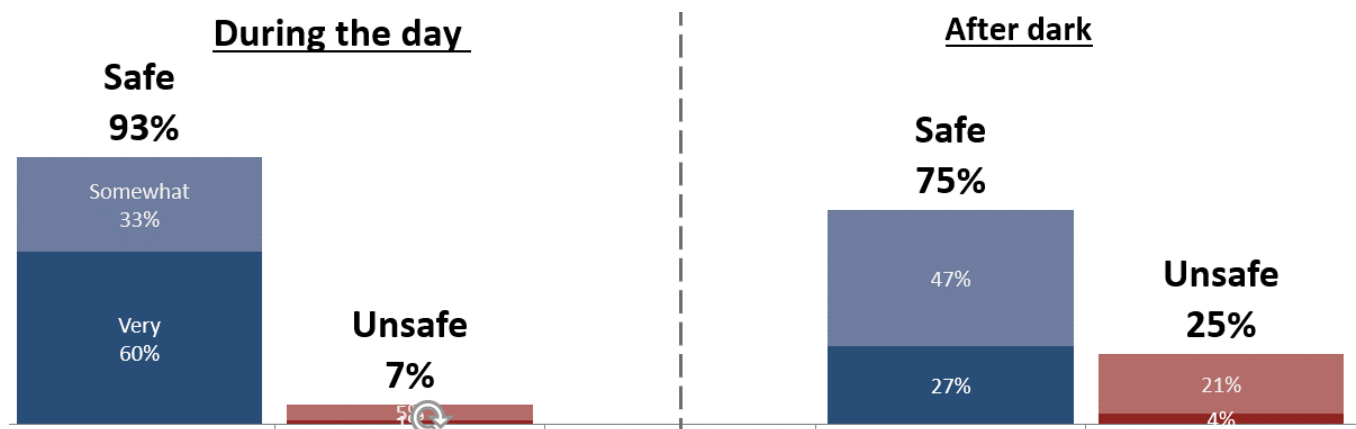
Q62. (If “very” or “unsafe”) Why do you feel unsafe?

### Findings

- *Most residents report feeling safe walking alone in their neighborhood during the day, with over half (60%) saying they feel “very safe”.*
- *Although the majority also feel safe walking alone in their neighborhood at night, only 75%, compared to 93% during the day, report feeling “very safe” or “somewhat safe”. Additionally, the intensity of feelings of safety walking alone at night is significantly lower, with less than 3-in-10 saying that they feel “very safe” walking alone in their neighborhood at night.*
- *Safety ratings are lower among women, 50-64-year-olds, Central Kirkland residents, and those with a household income below \$75,000.*

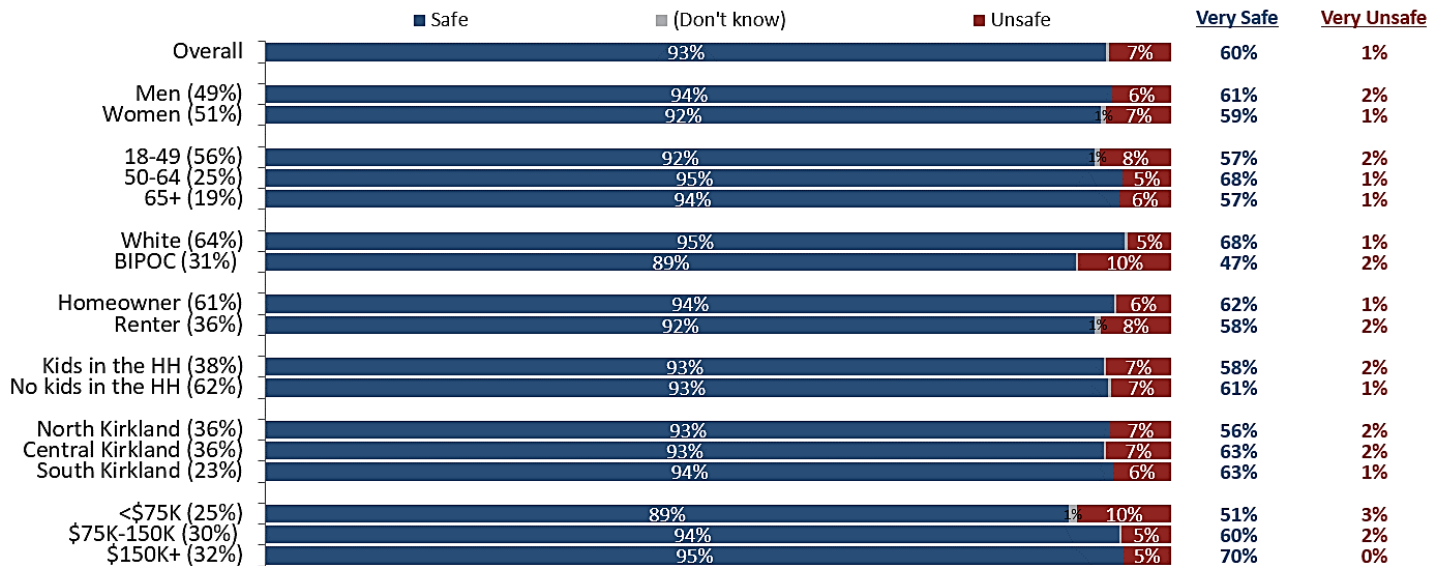
More than 9 out of 10 residents feel safe walking alone during the day and two-thirds (75%) feel safe walking alone after dark. Just four percent feel very unsafe walking alone after dark, but a quarter (25%) do feel at least somewhat unsafe.

Figure 6-2a – Neighborhood Safety



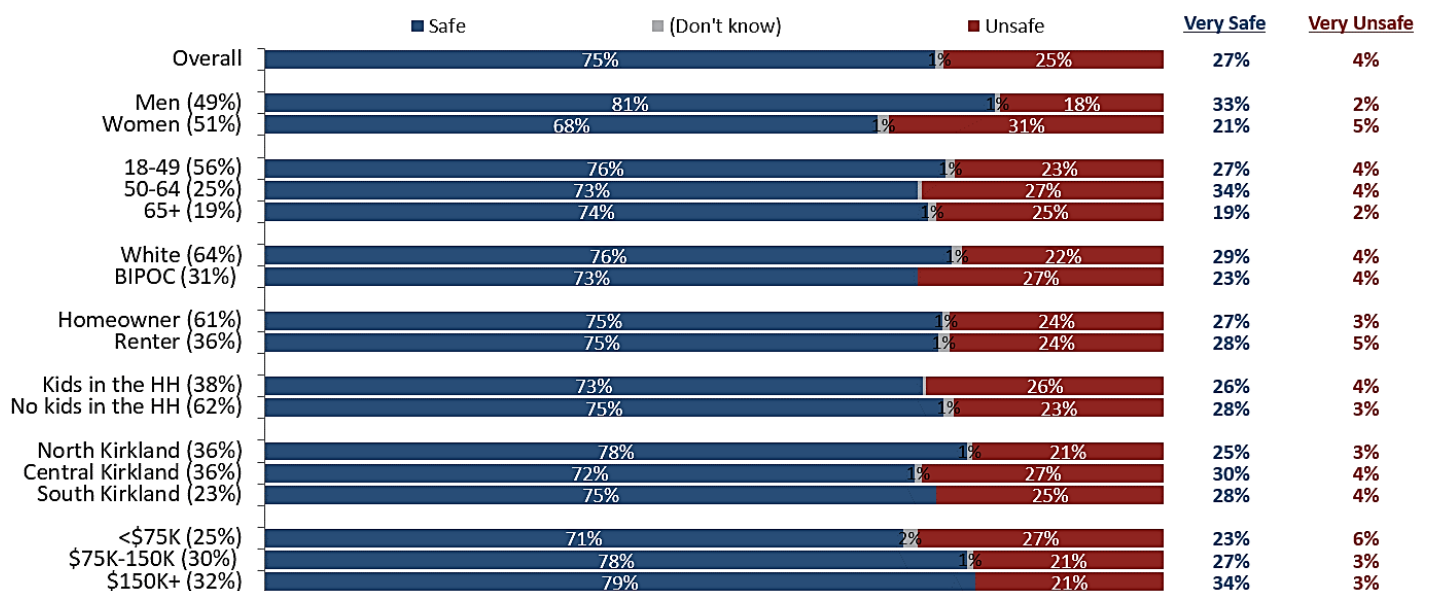
While overall safety ratings are high, intensity is rather low. Fewer women, BIPOC, those with a household income \$<75,000, and central Kirkland respondents say they feel “very safe” compared to their counterparts.

**Figure 6-2b – Neighborhood Safety During the Day by Subgroups**



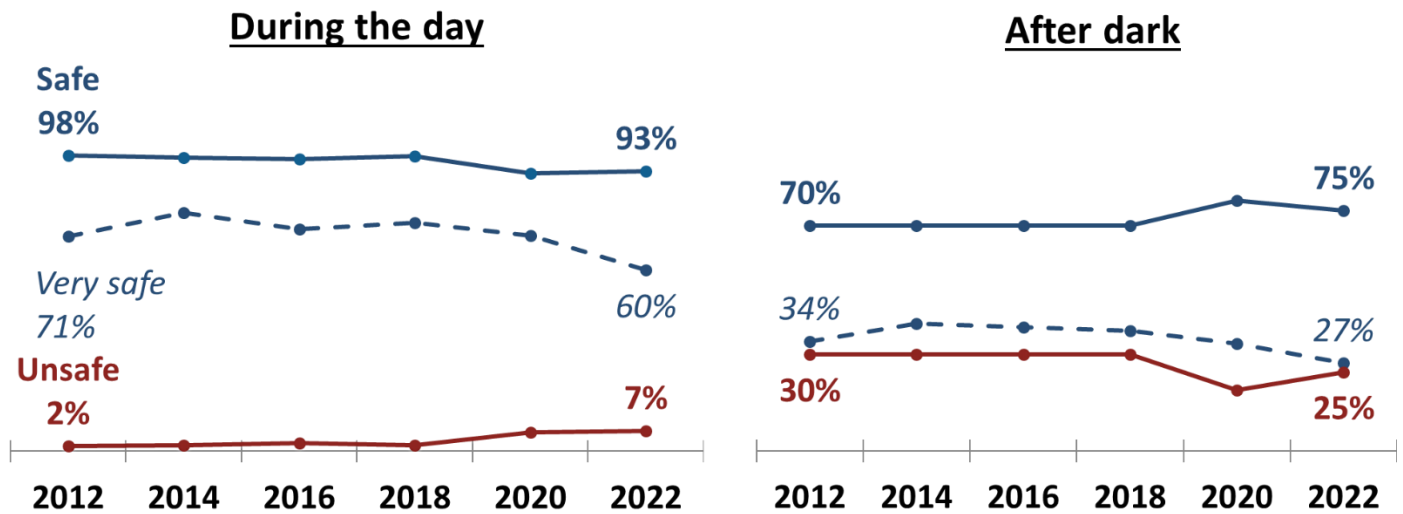
Similar to daytime ratings, intensity is low for residents reporting feeling “very safe”, and relatively few report feeling “very unsafe”. Residents 65+, women, and BIPOC are least likely to say they feel “very safe” walking alone at night.

**Figure 6-2c – Neighborhood Safety After Dark by Subgroups**



While the overall safe ratings haven't changed much since 2020, residents who report feeling "very safe" both during the day and after dark has reached its lowest point since tracking this question in 2012.

Figure 6-2d – Neighborhood Safety Trend

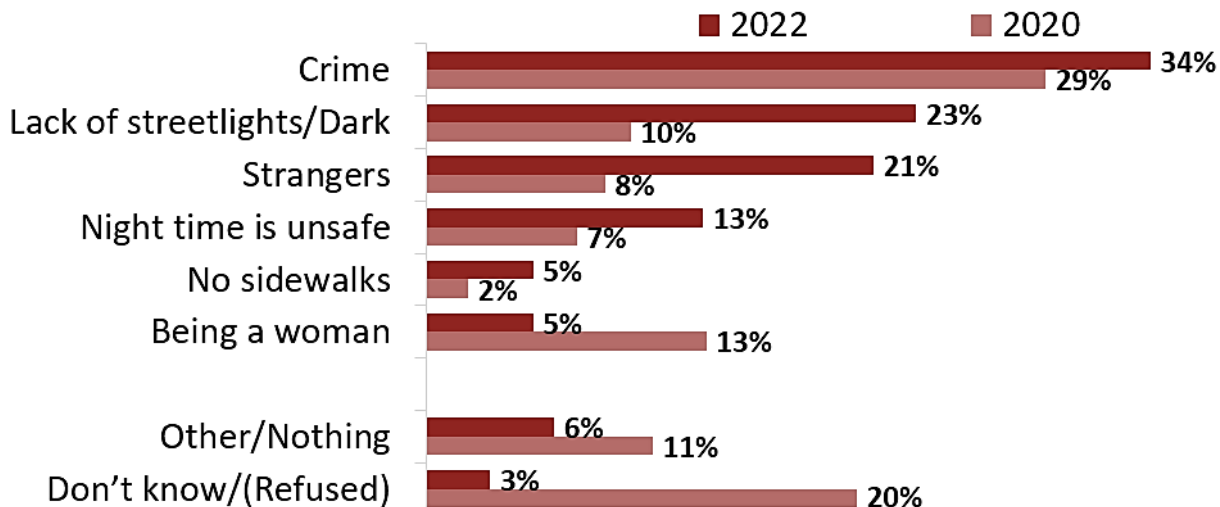


Following up with the respondents who mentioned that they feel somewhat unsafe either during the day or night, "Crime" (34% mentioned), lack of streetlights (23%), and strangers (21%) are the leading concern in 2022. Mentions of these concerns have also increased since 2020.

Figure 6-2e – Neighborhood Safety Trend

Among respondents who feel "somewhat unsafe" or "very unsafe" walking alone during the day or at night

n=261; MoE= + 6.1%





### 6.3 Satisfaction with Neighborhood Infrastructure

#### Question(s) Analyzed

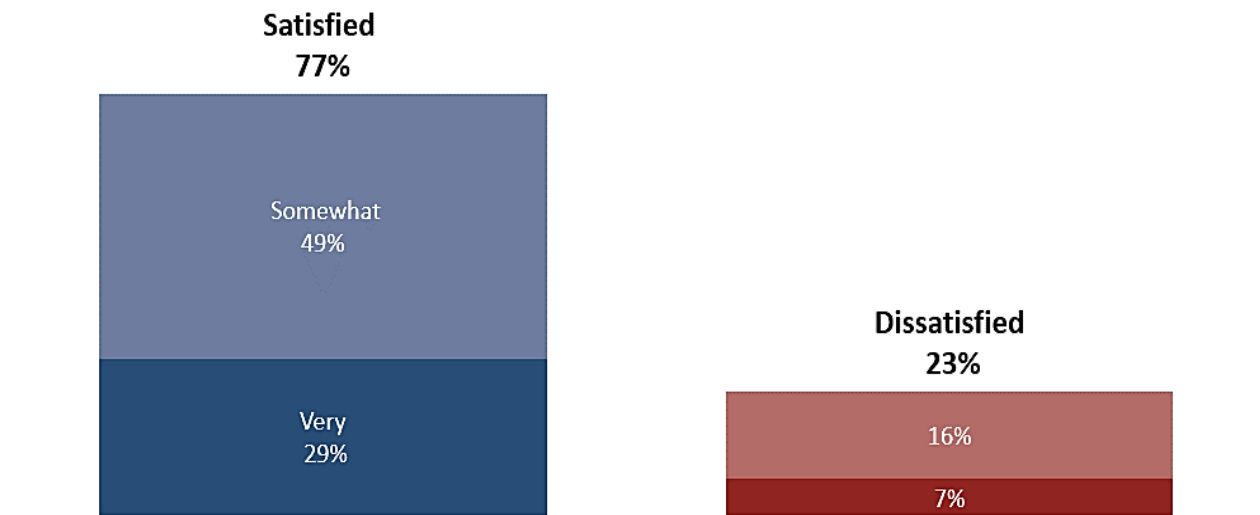
Q63. In general, how satisfied are you with your neighborhood's infrastructure such as streets and sidewalks, and roadside landscaping? Are you very satisfied, somewhat satisfied, somewhat dissatisfied, or very dissatisfied?

#### Findings

- Nearly 8 out of 10 residents are satisfied with their neighborhood's infrastructure.
- Almost 3-in-10 of respondents say they are "very satisfied" with their neighborhood's infrastructure.

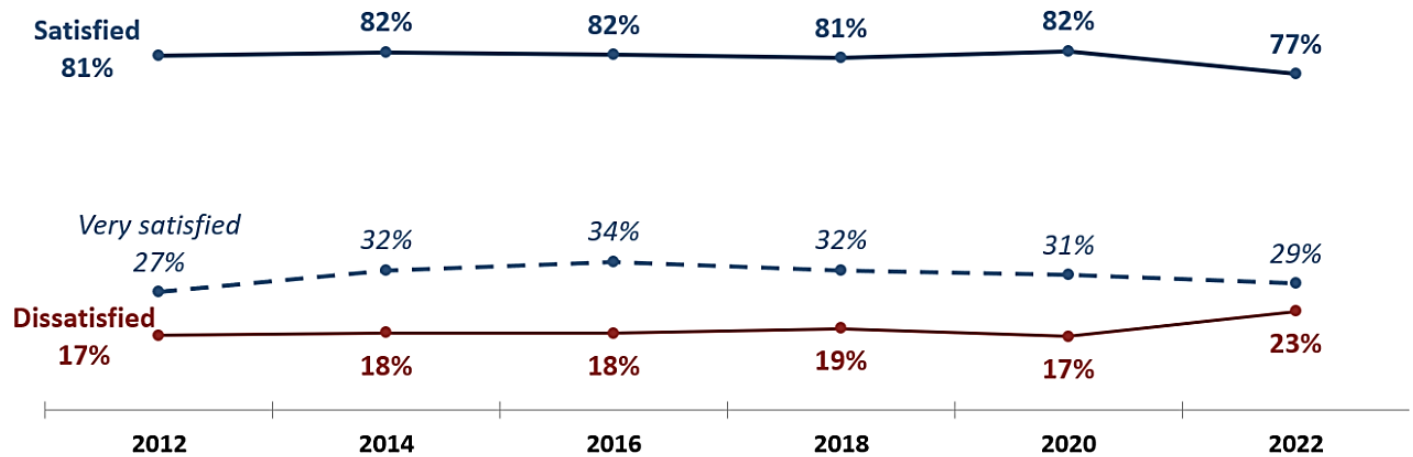
Three-quarters (77%) of residents report being satisfied with their neighborhood infrastructure, including streets, sidewalks, and roadside landscaping, including nearly a third (29%) who are "very" satisfied. A little under one quarter (23%) report being dissatisfied with their neighborhood infrastructure (16% "somewhat", 7% "very").

Figure 6-3a – Satisfaction with Neighborhood Infrastructure



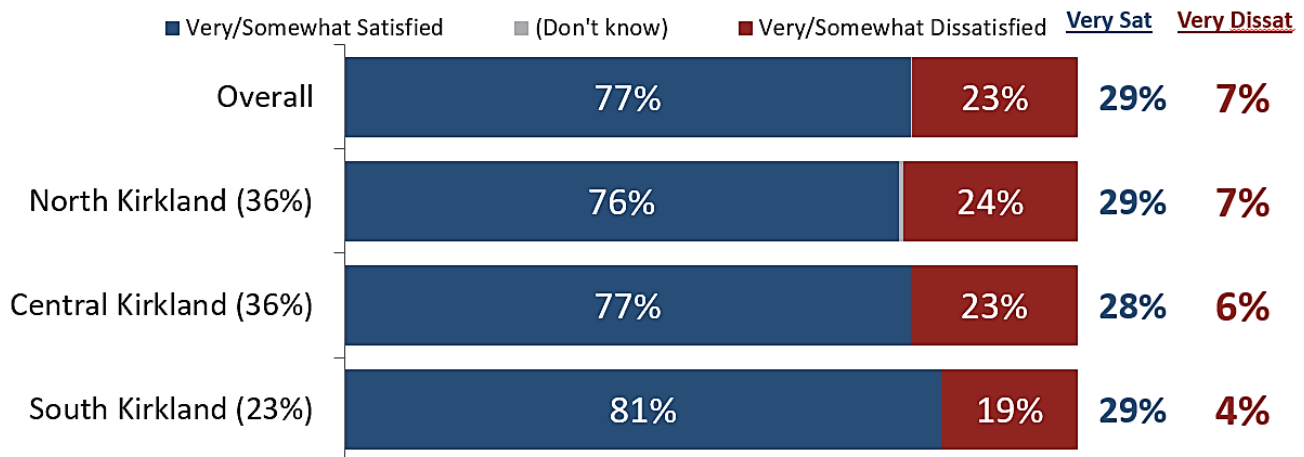
Similar to other tracked questions, dissatisfaction is on the rise and satisfaction is slightly lower than average.

Figure 6-3b – Satisfaction with Neighborhood Infrastructure Trend



Neighborhood infrastructure satisfaction is fairly consistent between residents in North, Central, and South Kirkland.

Figure 6-3c– Satisfaction with Neighborhood Infrastructure Trend by Neighborhood



## 7. Other Topics

### 7.1 Measures Taken to Prepare

#### Question(s) Analyzed

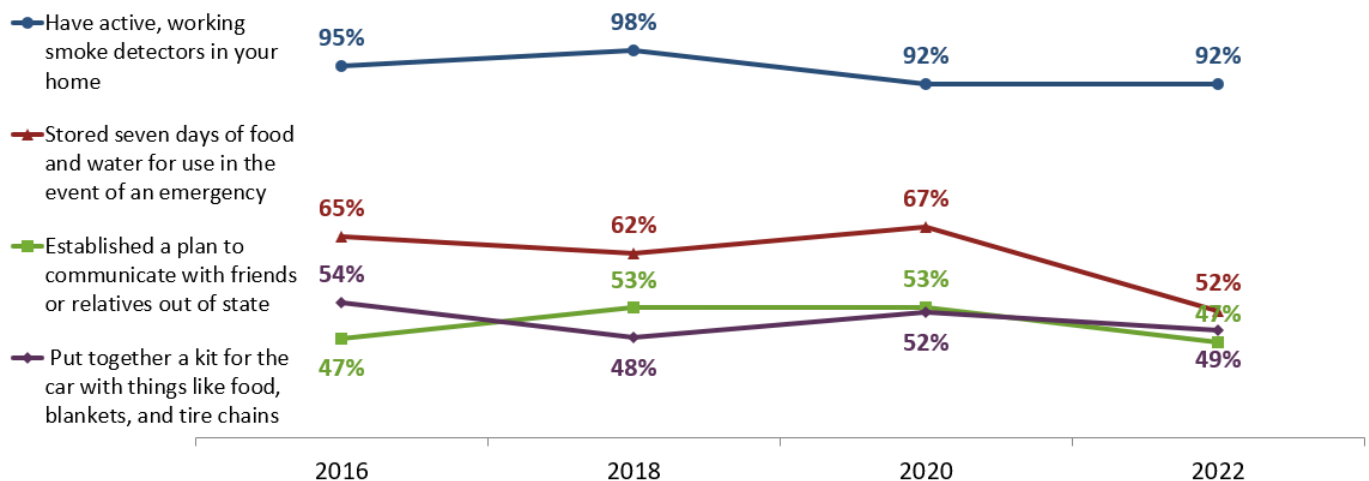
The following are things that some people have done to prepare their household for disasters or emergencies. Please tell me which of the following you have done at your home...

- Q64. Stored seven days of food and water for use in the event of an emergency?
- Q65. Put together a kit for the car, with things like food, flashlight, blankets, & tire chains?
- Q66. Established a plan to communicate with friends or relatives out of state?
- Q67. Put active, working smoke detectors in your home?

#### Findings

- 9 out of 10 residents have put smoke detectors in their home but other emergency preparation items lag far behind.
- Compared to 2020, far fewer residents report storing seven days worth of food in case of an emergency.

Figure 7-1a – Emergency Preparedness Measures Taken



The percentage of residents saying they have an active smoke alarm after staying constant between 2020 and 2022. However, the percentage of residents reporting having stored seven days of food and water, an emergency communication plan, and an emergency kit for the car has decreased. While over half (52%) report having up to seven days of food and water for use in an emergency, this is down 15% from 2020. The level of having a plan to communicate with friends or relatives out of state in case of emergency has declined from 2020 (53%) into 2022 (47%). Less than half (49%) of residents also report having a kit for the car with emergency supplies.

## 7.2 Information Level & Information Sources

### Question(s) Analyzed

Q68. 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?

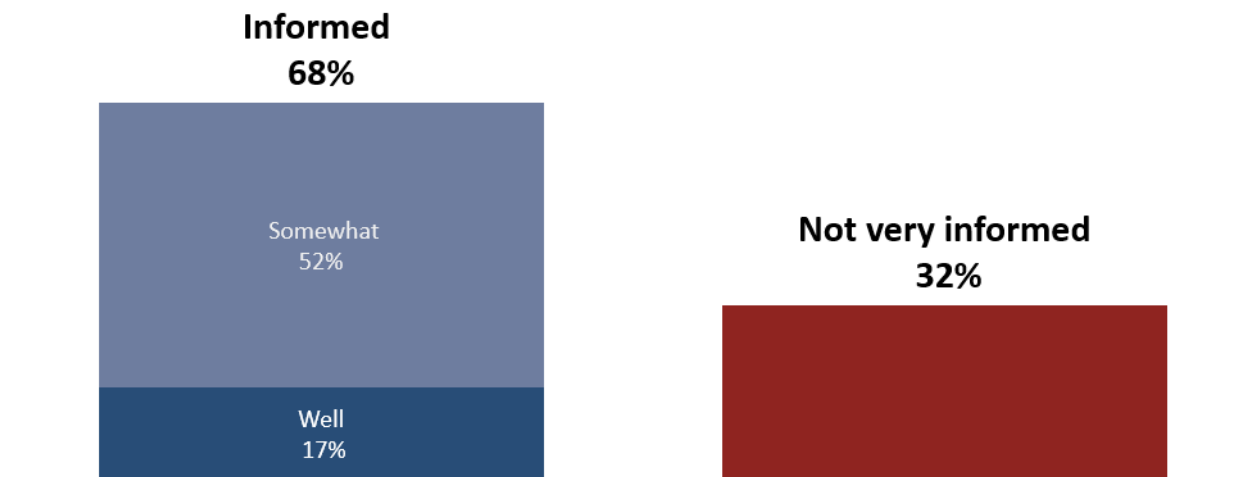
Q69. What is your primary source of information for finding out what is going on with Kirkland City government?

### Findings

- *Most (68%) residents report being at least somewhat informed about Kirkland City government, albeit with low intensity (only 17% “well informed”). About a third of residents say they are “not very informed” about City government.*
- *Residents reporting being informed about Kirkland City government is at its highest point since first asking this question in 2012.*
- *A plurality of residents' report getting their information directly from Kirkland City-operated sources.*
- *Residents report getting information about City government from a variety of sources, led by the City's webpage (15%), the City's newsletter (11%), and Kirkland Reporter (7%). The share of mentions for the City's webpage and the Reporter have dropped since 2018.*

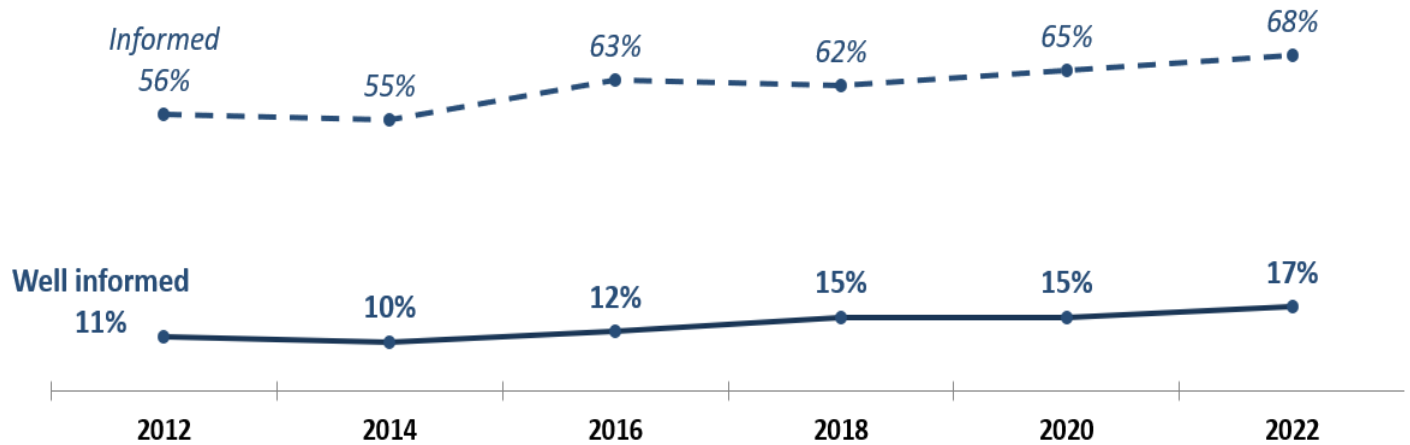
Although two thirds (68%) of residents consider themselves somewhat informed about Kirkland City government, there is little intensity behind this confidence; a majority say they are “somewhat” informed compared to only one-in-five (17%) who consider themselves “well informed” about Kirkland City government. The remaining third (32%) say they are not very informed.

Figure 7-2a – Information Level



Although intensity is still low, the self-reported information levels have grown gradually but steadily since 2012. The share of residents reporting being informed about Kirkland City government is at its highest point since first asking this question in 2012.

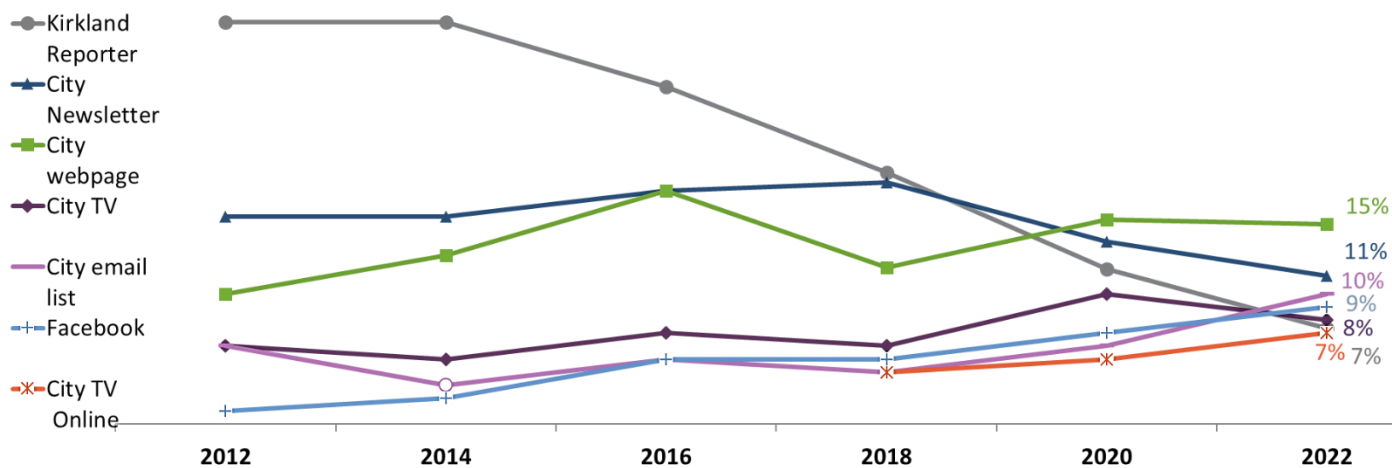
Figure 7-2b – Information Level Trend



The City webpage remains the most mentioned information source. Other online sources are increasing in primacy for information about the Kirkland City government. The percentage of respondents saying their primary source for information is the City email list and facebook has increased since 2020. While the percentage of respondents reporting reliance on Kirkland Reporter, City television channel, and the City Newsletter has fallen.

Figure 7-2c – Information Sources

Open-ended question; verbatim responses coded into categories shown below



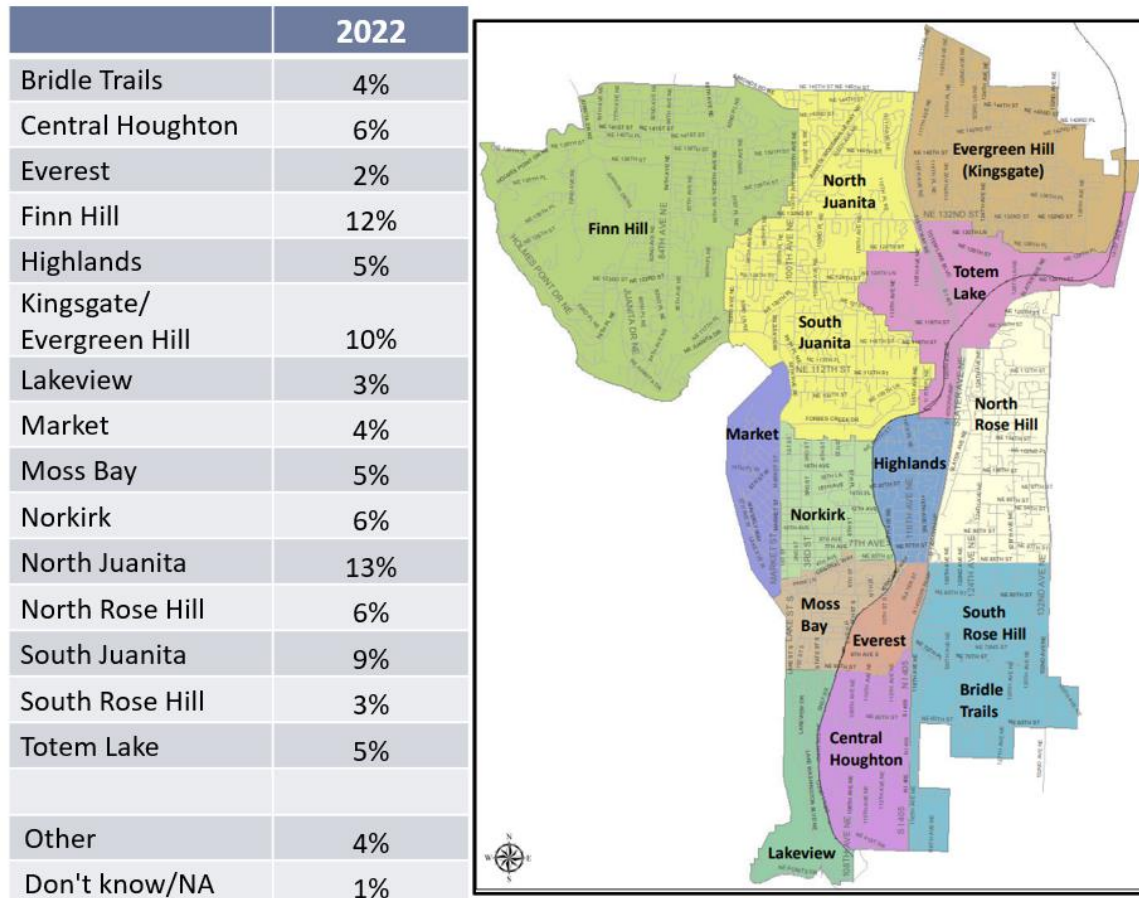
## 8. Demographics

### 8.1 Neighborhood

#### Question(s) Analyzed

Q8. What neighborhood do you live in?

Figure 8-1a – Responses by Neighborhood



## 8.2 Demographics

Figure 8-2a – Respondent Demographics

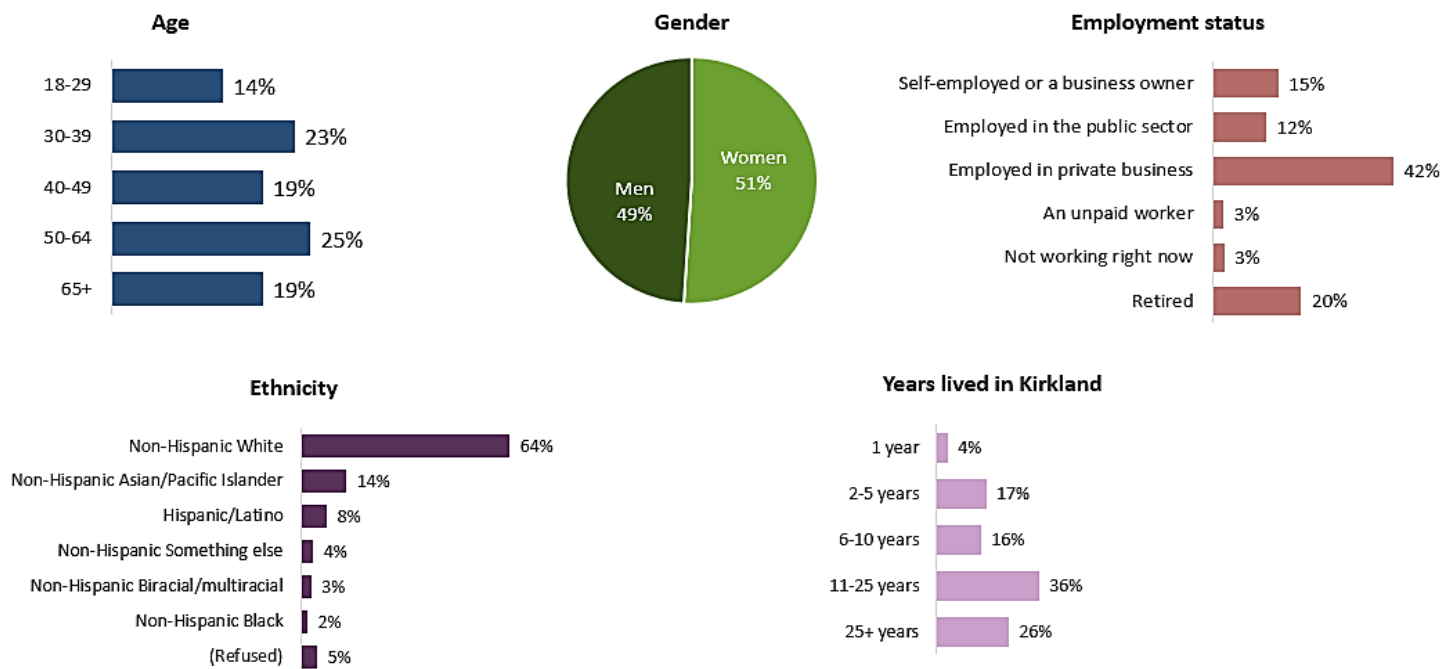
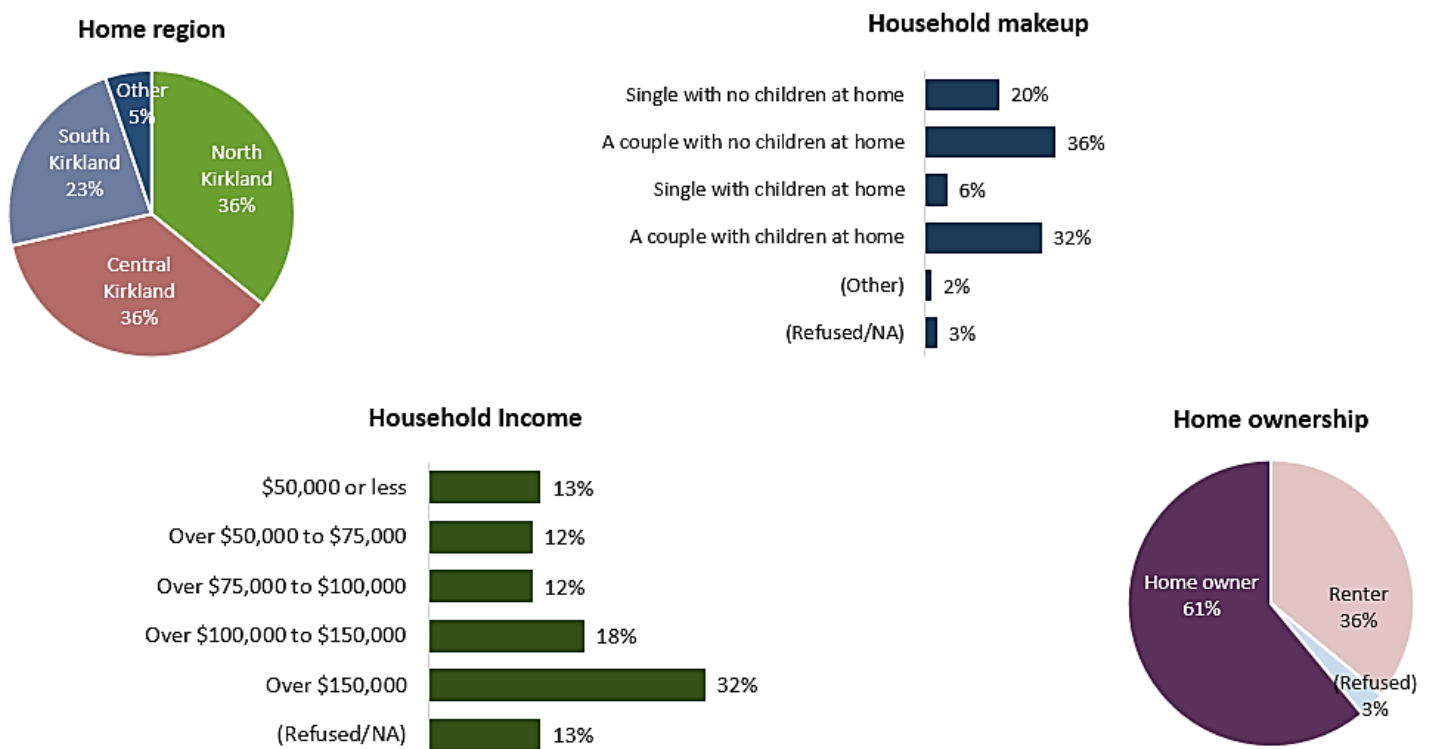


Figure 8-2b – Household Demographics





## 9. Topline Results

Survey of Residents  
City of Kirkland, WA  
Hybrid Email and Text-to-Web/Live Telephone Survey  
Conducted June 2 – June 19, 2022

Total interviews (n) = 1,000 (Unweighted, including additional interviews in hard-to-reach communities<sup>ii</sup>);  
Weighted n=813, Margin of Error =  $\pm 3.4$  percentage points  
EMC Research #22-8469

*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:

June 25 – July 2, 2020	n=500	MoE = $\pm 4.4$	EMC #20-7676
April 26 – May 4, 2018	n=512	MoE = $\pm 4.3$	EMC #18-6718
April 25 – May 2, 2016	n=502	MoE = $\pm 4.4$	EMC #16-5961
April 6 – 11, 2014	n=501	MoE = $\pm 4.4$	EMC #14-5106
Jan 30- Feb 2, 2012	n=500	MoE = $\pm 4.4$	EMC #12-4567

**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.

	<u>2012</u>	<u>2014</u>	<u>2016</u>	<u>2018</u>	<u>2020</u>	<u>2022</u>
2. Do you live in Kirkland?						
Yes	100	100	100	100	100	100
No → <b>TERMINATE</b>	-	-	-	-	-	-
(Don't know/Refused) → <b>TERMINATE</b>	-	-	-	-	-	-
3. In what year were you born? ( <b>YEARS CODED INTO AGE RANGES</b> )						
18-29	-	11	11	10	11	14
30-39	-	24	19	14	20	23
40-49	-	19	19	19	18	19
50-64	-	27	29	31	26	25
65 or over	-	19	22	26	25	19
(Refused)	-	11	11	10	11	1

<sup>ii</sup> 350 additional interviews among residents who self-identified as <40 years, BIPOC residents, renters, or those making less than \$75,000 dollars.

	<u>2012</u>	<u>2014</u>	<u>2016</u>	<u>2018</u>	<u>2020</u>	<u>2022</u>
4. Do you identify as...						
Male	48	48	48	48	47	47
Female	52	52	52	52	51	49
Non-binary	-	-	-	-	<1	1
Another gender identity	-	-	-	-	-	1
Prefer not to respond	-	-	-	-	2	2
5. Do you consider yourself to be white or Caucasian, Hispanic or Latino, African American or Black, Chinese, Filipino or Pacific Islander, other Asian, biracial, multiracial or something else?						
Hispanic or Latino	2	1	2	2	4	8
White or Caucasian	85	85	82	78	82	64
African American or Black	1	1	1	1	1	2
Chinese						4
Filipino or Pacific Islander						2
Other Asian	4	4	6	6	7	8
American Indian or Alaska Native	<1	1	1	1	0	0
Something else	3	4	5	6	7	7
(Don't know/Refused)	4	4	3	6	3	5
6. Do you currently own the home or apartment where you live, do you rent, do you live with family, or do you not have stable housing?						
Own/buying	76	82	80	81	64	61
Rent/lease	20	15	18	16	30	31
Live with family	-	-	-	-	-	5
Do not have stable housing	-	-	-	-	-	0
(Don't Know/Refused)	4	3	1	4	6	3
7. 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 twenty-one.						
\$50,000 or less	22	14	10	11	10	13
Over \$50,000 to \$75,000	14	16	12	9	13	12
Over \$75,000 to \$100,000	13	14	14	11	18	12
\$100,000 to \$150,000	21	16	13	18	19	18
Over \$150,000	12	20	24	32	25	32
(Don't know/Refused)	18	21	27	21	15	13

	<u>2012</u>	<u>2014</u>	<u>2016</u>	<u>2018</u>	<u>2020</u>	<u>2022</u>
8. How many years have you lived in Kirkland?						
1 year	-	4	4	2	1	4
2-5 years	-	19	18	17	12	17
6-10 years	-	18	15	15	20	16
11-25 years	-	35	39	33	37	36
25+ years	-	24	23	33	30	26
(Don't know/Refused)	-	4	4	0	1	1
9. What neighborhood do you live in?						
Bridle Trails	4	5	5	4	3	4
Central Houghton	8	6	6	8	8	6
Everest	<1	2	2	1	<1	2
Finn Hill	14	16	17	14	13	12
Highlands	2	3	4	3	4	5
Kingsgate/Evergreen Hill	9	14	11	12	11	10
Lakeview	-	-	-	<1	1	3
Market	3	5	3	4	1	4
Moss Bay	3	3	4	2	1	5
Norkirk	4	5	5	3	5	6
North Juanita (North of NE 124th)	15	19	14	17	14	13
North Rose Hill (North of NE 85TH)	7	6	10	5	5	6
South Juanita (South of NE 124th)	8	1	6	7	8	9
South Rose Hill (South of NE 85TH)	6	3	2	5	4	3
Totem Lake	5	2	2	4	6	5
Other	4	9	8	9	8	4
(Don't know/Refused)	4	1	1	2	7	1
10. 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	34
Very good	50	46	39	43	43	47
Satisfactory	11	11	9	11	12	14
Only fair	3	2	2	3	2	3
Poor	1	1	2	3	2	1
(Don't know/Refused)	1	-	-	-	-	0

	<u>2012</u>	<u>2014</u>	<u>2016</u>	<u>2018</u>	<u>2020</u>	<u>2022</u>
11. What do you like best about living in Kirkland? ( <b>OPEN ENDED QUESTION, VERBATIM RESPONSES CODED INTO CATEGORIES</b> )						
Location/Close to amenities	-	41	27	29	31	30
Small town feel/Community	-	20	22	11	10	13
Safe/Quiet	-	8	11	10	12	14
Water/Waterfront	-	6	12	15	11	8
The people	-	4	2	9	9	5
Parks	-	7	6	7	6	8
City government/ Services available/ Schools	-	<1	2	5	5	3
Green space	-	4	5	7	6	4
Clean/Beautiful/Views	-	-	-	-	-	2
Everything	-	-	-	-	-	2
Other	-	7	7	5	8	7
None/Nothing	-	2	2	2	1	1
Don't know	-	2	4	2	<1	3
12. When you think about the way things are going in Kirkland, what, if anything, concerns you? ( <b>OPEN ENDED QUESTION, VERBATIM RESPONSES CODED INTO CATEGORIES</b> )						
Overdevelopment	-	16	16	9	12	20
Housing/Home affordability/Homelessness	-	2	4	9	9	18
Traffic	-	10	15	16	15	13
Population growth/Crowds	-	6	6	12	7	12
Crime	-	2	3	6	5	12
Increased prices/Affordability	-	3	4	5	8	11
City government	-	4	6	6	9	8
Infrastructure	-	3	3	3	3	7
Taxes/Spending	-	9	5	8	6	4
Public transportation	-	1	5	2	4	3
School funding	-	3	1	2	1	2
COVID-19/Impacts of COVID	-	-	-	-	6	-
Other	-	5	5	4	10	8
None/Nothing	-	23	22	15	22	11
Don't know/Refuse	-	3	1	2	4	4

13INT. 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
<b>(ALWAYS ASK FIRST)</b>							
13. The job the City is doing overall							
<u>2022</u>	10	55	23	5	7	64	28
<u>2020</u>	14	55	17	5	9	69	22
<u>2018</u>	13	57	20	4	6	70	25
<u>2016</u>	11	59	21	4	7	70	25
<u>2014</u>	9	62	21	3	6	71	24
<u>2012</u>	10	58	18	5	9	68	23
<b>(RANDOMIZE)</b>							
14. The job the City is doing managing the public's money							
<u>2022</u>	8	36	29	10	18	44	38
<u>2020</u>	6	32	22	10	31	37	32
<u>2018</u>	7	30	21	12	30	37	33
<u>2016</u>	6	31	25	9	29	37	34
<u>2014</u>	5	30	24	7	35	35	30
<u>2012</u>	5	28	24	8	36	33	32
15. The job the City does keeping residents informed							
<u>2022</u>	13	43	31	10	3	56	41
<u>2020</u>	19	47	21	7	6	66	28
<u>2018</u>	15	42	28	9	7	57	37
<u>2016</u>	11	50	25	7	7	62	32
<u>2014</u>	13	50	23	6	8	63	29
<u>2012</u>	12	50	22	7	9	63	29
16. The job the City does delivering services efficiently							
<u>2022</u>	13	54	20	6	7	67	26
<u>2020</u>	18	52	13	4	13	70	17
<u>2018</u>	17	53	16	3	11	69	19
<u>2016</u>	18	52	17	2	10	71	19
<u>2014</u>	13	57	15	3	12	70	18
<u>2012</u>	16	53	17	5	9	69	23

SCALE:	Excellent	Good	Only fair	Poor	(Don't know)	Positive	Negative
17. The job the City does focusing on the priorities that matter most to residents							
<u>2022</u>	7	38	30	14	11	45	44
<u>2020</u>	8	41	22	10	19	49	32
<u>2018</u>	7	36	24	12	21	42	36
<u>2016</u>	7	40	26	10	16	47	36
<u>2014</u>	6	40	22	7	24	46	29
<u>2012</u>	5	41	20	9	24	46	30

**(END RANDOMIZE)**

18INT. 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.

	Not at all Important			Extremely Important		(Don't know)	Mean
SCALE:	1	2	3	4	5		

**(RANDOMIZE)**

## 18. Managing traffic flow

<u>2022</u>	1	4	11	28	55	0	4.31
<u>2020</u>	3	7	21	26	41	2	3.98
<u>2018</u>	4	5	12	23	55	1	4.22
<u>2016</u>	3	4	14	30	48	<1	4.17
<u>2014</u>	2	3	17	35	43	<1	4.14
<u>2012</u>	3	5	18	38	36	<1	4.01

## 19. Maintaining streets

<u>2022</u>	1	2	13	34	50	0	4.32
<u>2020</u>	2	4	19	39	35	1	4.02
<u>2018</u>	2	4	12	38	44	<1	4.17
<u>2016</u>	1	2	16	43	38	<1	4.14
<u>2014</u>	1	2	17	36	43	-	4.18
<u>2012</u>	1	2	15	39	43	-	4.21

## 20. Recreation programs and classes

<u>2022</u>	8	13	31	26	21	1	3.40
<u>2020</u>	7	12	31	30	17	3	3.40
<u>2018</u>	5	9	34	31	18	3	3.48
<u>2016</u>	5	11	31	31	17	4	3.46
<u>2014</u>	5	12	30	33	18	2	3.47
<u>2012</u>	8	10	30	32	18	1	3.44

SCALE:	Not at all Important			Extremely Important		(Don't know)	Mean
	1	2	3	4	5		
21. City parks							
<u>2022</u>	1	4	11	32	52	-	<b>4.29</b>
<u>2020</u>	2	4	16	33	44	1	<b>4.15</b>
<u>2018</u>	2	3	17	31	46	1	<b>4.16</b>
<u>2016</u>	1	2	12	42	41	1	<b>4.21</b>
<u>2014</u>	1	3	14	35	46	<1	<b>4.21</b>
<u>2012</u>	2	2	18	35	43	1	<b>4.14</b>
22. Fire and emergency medical services							
<u>2022</u>	1	2	7	23	68	0	<b>4.56</b>
<u>2020</u>	1	2	8	22	65	1	<b>4.50</b>
<u>2018</u>	1	1	4	17	76	1	<b>4.68</b>
<u>2016</u>	1	<1	4	23	72	1	<b>4.66</b>
<u>2014</u>	1	1	4	19	75	1	<b>4.68</b>
<u>2012</u>	1	<1	5	16	77	<1	<b>4.68</b>
23. Police services							
<u>2022</u>	4	4	15	21	55	0	<b>4.19</b>
<u>2020</u>	3	6	19	27	43	1	<b>4.02</b>
<u>2018</u>	1	2	10	26	60	1	<b>4.43</b>
<u>2016</u>	2	2	10	26	60	1	<b>4.41</b>
<u>2014</u>	2	2	9	31	56	-	<b>4.37</b>
<u>2012</u>	2	3	9	24	61	1	<b>4.40</b>
24. Support for neighborhoods							
<u>2022</u>	2	7	25	31	32	3	<b>3.86</b>
<u>2020</u>	3	8	27	30	26	6	<b>3.71</b>
<u>2018</u>	3	6	25	34	24	7	<b>3.77</b>
<u>2016</u>	2	6	25	35	26	6	<b>3.82</b>
<u>2014</u>	2	8	27	33	25	4	<b>3.74</b>
<u>2012</u>	4	9	21	36	23	6	<b>3.69</b>
25. Attracting and keeping businesses in Kirkland							
<u>2022</u>	3	6	20	35	35	1	<b>3.95</b>
<u>2020</u>	3	6	25	32	31	3	<b>3.86</b>
<u>2018</u>	4	7	25	33	31	2	<b>3.82</b>
<u>2016</u>	4	6	23	33	33	2	<b>3.88</b>
<u>2014</u>	3	5	19	34	37	2	<b>3.96</b>
<u>2012</u>	4	3	15	32	45	1	<b>4.13</b>

SCALE:	Not at all Important			Extremely Important		(Don't know)	Mean
	1	2	3	4	5		
26. Pedestrian safety							
<u>2022</u>	2	4	12	33	49	0	<b>4.23</b>
<u>2020</u>	2	3	19	33	42	1	<b>4.11</b>
<u>2018</u>	2	4	15	26	52	1	<b>4.23</b>
<u>2016</u>	2	3	15	28	51	<1	<b>4.24</b>
<u>2014</u>	2	4	13	32	50	<1	<b>4.26</b>
<u>2012</u>	3	4	11	32	50	<1	<b>4.22</b>
27. Bike safety							
<u>2022</u>	10	9	23	30	27	1	<b>3.56</b>
<u>2020</u>	8	11	24	26	26	4	<b>3.53</b>
<u>2018</u>	9	10	26	24	29	2	<b>3.54</b>
<u>2016</u>	9	11	23	27	28	3	<b>3.55</b>
<u>2014</u>	8	9	25	29	28	2	<b>3.61</b>
<u>2012</u>	11	11	23	27	26	2	<b>3.45</b>
28. Availability of sidewalks and walking paths							
<u>2022</u>	2	5	15	34	44	0	<b>4.15</b>
<u>2020</u>	4	5	20	36	35	1	<b>3.93</b>
<u>2018</u>	3	7	22	27	40	1	<b>3.94</b>
<u>2016</u>	3	5	17	36	38	1	<b>4.03</b>
<u>2014</u>	2	6	20	37	34	<1	<b>3.94</b>
<u>2012</u>	3	7	19	36	36	<1	<b>3.94</b>
29. Support for arts in the community							
<u>2022</u>	11	13	29	25	21	1	<b>3.33</b>
<u>2020</u>	8	15	27	28	21	2	<b>3.40</b>
<u>2018</u>	8	12	31	28	18	2	<b>3.37</b>
<u>2016</u>	4	13	33	31	17	2	<b>3.43</b>
<u>2014</u>	8	13	32	28	18	1	<b>3.35</b>
<u>2012</u>	8	14	32	30	15	1	<b>3.31</b>
30. Community events							
<u>2022</u>	8	15	33	27	18	0	<b>3.32</b>
<u>2020</u>	6	17	33	29	13	3	<b>3.28</b>
<u>2018</u>	7	16	37	28	11	2	<b>3.21</b>
<u>2016</u>	5	16	37	29	10	3	<b>3.23</b>
<u>2014</u>	7	14	36	28	12	1	<b>3.25</b>
<u>2012</u>	10	14	36	32	9	<1	<b>3.17</b>



SCALE:	Not at all Important			Extremely Important		(Don't know)	Mean
	1	2	3	4	5		
31. City planning and response to growth <sup>iii</sup>							
<b>2022</b>	2	5	14	28	51	1	<b>4.23</b>
<b>2020</b>	3	9	20	27	36	5	<b>3.90</b>
<b>2018</b>	5	8	24	27	33	4	<b>3.77</b>
<b>2016</b>	7	7	24	32	26	4	<b>3.67</b>
<b>2014</b>	5	6	25	29	31	4	<b>3.79</b>
<b>2012</b>	3	6	28	29	28	6	<b>3.76</b>
32. Recycling and garbage collection							
<b>2022</b>	1	3	15	32	49	0	<b>4.26</b>
<b>2020</b>	2	4	15	31	47	1	<b>4.18</b>
<b>2018</b>	2	3	17	31	47	0	<b>4.18</b>
<b>2016</b>	2	4	18	35	41	-	<b>4.08</b>
<b>2014</b>	1	4	15	37	43	-	<b>4.16</b>
<b>2012</b>	1	2	13	36	48	-	<b>4.27</b>
33. Emergency preparedness							
<b>2022</b>	1	4	17	30	47	1	<b>4.20</b>
<b>2020</b>	1	4	17	32	43	4	<b>4.15</b>
<b>2018</b>	1	4	19	31	41	3	<b>4.12</b>
<b>2016</b>	2	5	15	35	40	3	<b>4.10</b>
<b>2014</b>	1	3	22	31	38	4	<b>4.05</b>
<b>2012</b>	2	3	18	28	46	3	<b>4.16</b>
34. Protecting our natural environment							
<b>2022</b>	3	6	15	26	50	0	<b>4.16</b>
<b>2020</b>	2	5	18	28	45	2	<b>4.13</b>
<b>2018</b>	2	4	16	29	49	1	<b>4.19</b>
<b>2016</b>	3	3	13	36	43	1	<b>4.15</b>
<b>2014</b>	2	3	15	32	48	<1	<b>4.22</b>
<b>2012</b>	4	2	17	34	42	1	<b>4.10</b>
35. Services for people in need							
<b>2022</b>	7	9	22	27	33	2	<b>3.73</b>
<b>2020</b>	3	6	18	29	36	8	<b>3.97</b>
<b>2018</b>	5	6	18	34	32	5	<b>3.87</b>
<b>2016</b>	2	4	20	33	33	7	<b>3.98</b>
<b>2014</b>	2	5	18	35	35	5	<b>4.00</b>
<b>2012</b>	3	5	19	33	35	5	<b>3.96</b>

<sup>iii</sup> In previous iterations, the item was worded as "Zoning and land use".

SCALE:	Not at all Important			Extremely Important		(Don't know)	Mean
	1	2	3	4	5		
36. Building, permitting and inspection							
<b><u>2022</u></b>	6	10	25	28	29	2	<b>3.65</b>
<b><u>2020</u></b>	7	13	26	27	18	10	<b>3.40</b>
<b><u>2018</u></b>	5	9	27	29	24	6	<b>3.62</b>
<b><u>2016</u></b>	6	9	30	27	19	8	<b>3.49</b>
37. Ensuring affordable housing options for seniors, low income and working-class residents							
<b><u>2022</u></b>	10	12	20	22	35	1	<b>3.61</b>
<b><u>2020</u></b>	8	11	20	20	35	6	<b>3.66</b>
<b><u>2018</u></b>	10	10	20	25	32	3	<b>3.62</b>
38. Support for an inclusive and welcoming community							
<b><u>2022</u></b>	10	8	20	29	32	1	<b>3.64</b>
<b><u>2020</u></b>	6	8	18	27	36	6	<b>3.85</b>

(END RANDOMIZE)

39INT. 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.

SCALE:	A Excellent	B Above Average	C Average	D Below Average	F Failing	(Don't know)	Grade
<b>(RANDOMIZE)</b>							
39. Managing traffic flow							
<u>2022</u>	4	22	39	23	10	1	<b>2.88</b>
<u>2020</u>	9	29	35	18	8	2	<b>3.15</b>
<u>2018</u>	8	27	34	16	13	2	<b>3.02</b>
<u>2016</u>	6	32	37	14	8	2	<b>3.15</b>
<u>2014</u>	6	32	39	14	6	3	<b>3.17</b>
<u>2012</u>	9	46	29	9	4	3	<b>3.48</b>
40. Maintaining streets							
<u>2022</u>	9	33	40	13	5	0	<b>3.29</b>
<u>2020</u>	20	42	28	6	3	1	<b>3.70</b>
<u>2018</u>	17	44	27	8	3	1	<b>3.65</b>
<u>2016</u>	16	43	30	7	2	1	<b>3.64</b>
<u>2014</u>	16	45	27	9	3	2	<b>3.62</b>
<u>2012</u>	13	42	34	7	2	2	<b>3.58</b>
41. Recreation programs and classes							
<u>2022</u>	12	33	40	3	2	10	<b>3.56</b>
<u>2020</u>	25	39	20	4	1	11	<b>3.93</b>
<u>2018</u>	25	40	19	2	0	14	<b>4.01</b>
<u>2016</u>	22	36	21	2	1	18	<b>3.91</b>
<u>2014</u>	24	41	19	1	<1	15	<b>4.03</b>
<u>2012</u>	17	39	16	5	1	21	<b>3.84</b>
42. City parks							
<u>2022</u>	23	47	24	3	2	1	<b>3.88</b>
<u>2020</u>	42	35	16	4	2	2	<b>4.14</b>
<u>2018</u>	41	43	13	1	0	2	<b>4.24</b>
<u>2016</u>	39	42	13	1	1	4	<b>4.20</b>
<u>2014</u>	39	43	13	2	1	3	<b>4.21</b>
<u>2012</u>	28	47	16	3	1	5	<b>4.04</b>
43. Fire and emergency medical services							
<u>2022</u>	25	44	23	2	1	5	<b>3.95</b>
<u>2020</u>	47	31	13	2	1	5	<b>4.29</b>
<u>2018</u>	54	33	5	1	0	7	<b>4.49</b>
<u>2016</u>	48	36	7	2	1	6	<b>4.37</b>
<u>2014</u>	51	31	6	1	<1	10	<b>4.45</b>
<u>2012</u>	47	31	8	2	1	11	<b>4.36</b>

SCALE:	A Excellent	B Above Average	C Average	D Below Average	F Failing	(Don't know)	Grade
44. Police services							
<u>2022</u>	17	38	34	4	3	4	<b>3.63</b>
<u>2020</u>	31	34	22	4	2	6	<b>3.92</b>
<u>2018</u>	43	39	10	2	1	4	<b>4.28</b>
<u>2016</u>	40	38	12	3	3	4	<b>4.15</b>
<u>2014</u>	40	36	12	3	1	7	<b>4.19</b>
<u>2012</u>	40	35	11	4	3	7	<b>4.12</b>
45. Support for neighborhoods							
<u>2022</u>	6	25	48	9	4	9	<b>3.22</b>
<u>2020</u>	12	39	30	7	0	12	<b>3.62</b>
<u>2018</u>	13	36	31	6	1	14	<b>3.62</b>
<u>2016</u>	12	39	29	4	2	14	<b>3.64</b>
<u>2014</u>	12	39	25	5	1	18	<b>3.67</b>
<u>2012</u>	11	31	28	4	3	23	<b>3.56</b>
46. Attracting and keeping businesses in Kirkland							
<u>2022</u>	8	30	42	10	4	6	<b>3.29</b>
<u>2020</u>	11	42	25	11	4	8	<b>3.50</b>
<u>2018</u>	14	37	27	6	4	12	<b>3.58</b>
<u>2016</u>	12	34	28	7	5	13	<b>3.45</b>
<u>2014</u>	10	34	29	7	4	14	<b>3.47</b>
<u>2012</u>	10	27	28	14	5	17	<b>3.26</b>
47. Pedestrian safety							
<u>2022</u>	13	41	36	5	3	2	<b>3.57</b>
<u>2020</u>	27	39	25	5	1	3	<b>3.89</b>
<u>2018</u>	27	46	19	4	1	3	<b>3.98</b>
<u>2016</u>	26	45	21	4	1	3	<b>3.92</b>
<u>2014</u>	29	40	20	6	1	5	<b>3.95</b>
<u>2012</u>	27	44	18	4	1	6	<b>3.98</b>
48. Bike safety							
<u>2022</u>	8	38	40	7	2	4	<b>3.45</b>
<u>2020</u>	19	42	26	6	1	7	<b>3.76</b>
<u>2018</u>	15	39	28	5	2	10	<b>3.66</b>
<u>2016</u>	13	43	31	4	1	8	<b>3.67</b>
<u>2014</u>	11	39	29	5	2	14	<b>3.60</b>
<u>2012</u>	13	38	25	7	2	16	<b>3.65</b>

SCALE:	A Excellent	B Above Average	C Average	D Below Average	F Failing	(Don't know)	Grade
49. Availability of sidewalks and walking paths							
<b><u>2022</u></b>	12	41	34	8	4	1	<b>3.50</b>
<b><u>2020</u></b>	27	35	27	7	2	1	<b>3.78</b>
<b><u>2018</u></b>	22	42	26	6	1	2	<b>3.80</b>
<b><u>2016</u></b>	17	45	26	7	2	2	<b>3.71</b>
<b><u>2014</u></b>	22	41	25	9	1	3	<b>3.75</b>
<b><u>2012</u></b>	14	47	27	6	2	4	<b>3.69</b>
50. Support for arts in the community							
<b><u>2022</u></b>	9	35	39	5	2	10	<b>3.50</b>
<b><u>2020</u></b>	19	42	24	6	0	9	<b>3.82</b>
<b><u>2018</u></b>	20	43	23	2	<1	10	<b>3.90</b>
<b><u>2016</u></b>	18	43	20	4	2	14	<b>3.83</b>
<b><u>2014</u></b>	18	43	19	4	1	15	<b>3.86</b>
<b><u>2012</u></b>	17	38	22	5	1	17	<b>3.81</b>
51. Community events							
<b><u>2022</u></b>	12	35	41	5	1	6	<b>3.55</b>
<b><u>2020</u></b>	23	39	26	4	1	7	<b>3.83</b>
<b><u>2018</u></b>	23	41	22	4	<1	10	<b>3.90</b>
<b><u>2016</u></b>	19	44	22	2	1	12	<b>3.88</b>
<b><u>2014</u></b>	20	43	23	3	1	10	<b>3.89</b>
<b><u>2012</u></b>	16	41	25	4	1	14	<b>3.79</b>
52. City planning and response to growth <sup>iv</sup>							
<b><u>2022</u></b>	5	23	33	20	13	6	<b>2.86</b>
<b><u>2020</u></b>	6	30	36	14	5	8	<b>3.19</b>
<b><u>2018</u></b>	6	27	31	11	8	17	<b>3.14</b>
<b><u>2016</u></b>	6	29	28	10	7	19	<b>3.20</b>
<b><u>2014</u></b>	6	28	28	12	6	20	<b>3.19</b>
<b><u>2012</u></b>	4	26	25	9	6	29	<b>3.20</b>
53. Recycling and garbage collection							
<b><u>2022</u></b>	21	42	32	3	1	1	<b>3.80</b>
<b><u>2020</u></b>	41	39	15	3	1	1	<b>4.19</b>
<b><u>2018</u></b>	48	38	11	2	0	1	<b>4.32</b>
<b><u>2016</u></b>	46	39	11	2	1	1	<b>4.30</b>
<b><u>2014</u></b>	49	36	10	3	1	2	<b>4.32</b>
<b><u>2012</u></b>	45	39	10	2	2	2	<b>4.27</b>

<sup>iv</sup> In previous iterations, the item was worded as "Zoning and land use".

SCALE:	A Excellent	B Above Average	C Average	D Below Average	F Failing	(Don't know)	Grade
54. Emergency preparedness							
<u>2022</u>	8	29	41	5	1	15	<b>3.44</b>
<u>2020</u>	18	37	23	5	1	16	<b>3.78</b>
<u>2018</u>	17	35	21	3	1	22	<b>3.81</b>
<u>2016</u>	18	31	24	3	2	22	<b>3.78</b>
<u>2014</u>	14	27	21	4	1	33	<b>3.73</b>
<u>2012</u>	14	29	18	5	2	32	<b>3.70</b>
55. Protecting our natural environment							
<u>2022</u>	11	39	35	7	4	3	<b>3.49</b>
<u>2020</u>	22	47	20	4	2	5	<b>3.87</b>
<u>2018</u>	19	46	25	3	2	5	<b>3.80</b>
<u>2016</u>	20	49	19	3	2	7	<b>3.87</b>
<u>2014</u>	19	47	21	2	1	10	<b>3.89</b>
<u>2012</u>	17	43	21	4	2	13	<b>3.81</b>
56. Services for people in need							
<u>2022</u>	6	21	43	8	5	16	<b>3.19</b>
<u>2020</u>	7	29	33	9	1	21	<b>3.39</b>
<u>2018</u>	4	26	29	9	3	30	<b>3.28</b>
<u>2016</u>	9	27	28	2	2	32	<b>3.58</b>
<u>2014</u>	7	30	25	4	1	34	<b>3.58</b>
<u>2012</u>	9	28	20	4	1	38	<b>3.64</b>
57. Building, permitting and inspection							
<u>2022</u>	4	22	41	9	8	15	<b>3.05</b>
<u>2020</u>	9	30	24	9	5	22	<b>3.36</b>
<u>2018</u>	9	25	22	10	8	26	<b>3.24</b>
<u>2016</u>	8	26	27	5	5	28	<b>3.37</b>
58. Ensuring affordable housing options for seniors, low income and working-class residents							
<u>2022</u>	3	16	35	20	14	12	<b>2.73</b>
<u>2020</u>	5	14	32	21	13	16	<b>2.74</b>
<u>2018</u>	4	12	25	21	15	23	<b>2.60</b>
59. Support for an inclusive and welcoming community							
<u>2022</u>	11	29	41	6	3	10	<b>3.44</b>
<u>2020</u>	12	36	28	9	3	13	<b>3.54</b>

(END RANDOMIZE)

	<u>2012</u>	<u>2014</u>	<u>2016</u>	<u>2018</u>	<u>2020</u>	<u>2022</u>
60. 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	21
Satisfied	60	59	61	67	61	59
Dissatisfied	14	17	14	8	10	15
Very dissatisfied	3	3	2	2	3	3
(Don't know/Refused)	2	1	2	1	2	1
61. In general, how safe do you feel walking alone in your neighborhood <b>during the day</b> ? Would you say very safe, safe, somewhat unsafe, or very unsafe?						
Very safe	71	79	74	76	70	60
Safe	27	18	23	22	22	33
Somewhat unsafe	1	2	2	2	4	5
Very unsafe	<1	<1	1	<1	2	1
(Don't know/Refused)	<1	<1	<1	<1	2	0
62. In general, how safe do you feel walking alone in your neighborhood <b>after dark</b> ? Would you say very safe, safe, somewhat unsafe, or very unsafe?						
Very safe	34	40	38	37	33	27
Safe	45	43	44	42	45	47
Somewhat unsafe	16	14	12	16	15	21
Very unsafe	4	2	3	4	4	4
(Don't know/Refused)	2	2	3	2	3	1
63. <b>(IF EITHER 60 OR Q61=3 OR 4, SOMEWHAT OR VERY UNSAFE; n=261) Why do you feel unsafe? (OPEN ENDED QUESTION, VERBATIM RESPONSES CODED INTO CATEGORIES)</b>						
Crime	-	26	30	29	29	34
Being a woman	-	-	-	8	13	5
Lack of streetlights/Dark	-	35	29	17	10	23
Strangers	-	12	12	20	8	21
Nighttime is unsafe	-	14	18	5	7	13
No sidewalks	-	7	11	9	2	5
Lack of police/law enforcement/Response times	-	-	-	-	-	5
Traffic/Near freeway	-	-	-	-	-	2
General feeling	-	-	-	-	-	2
Other/Nothing	-	7	8	9	11	6
Don't know	-	-	-	3	11	3

	<u>2012</u>	<u>2014</u>	<u>2016</u>	<u>2018</u>	<u>2020</u>	<u>2022</u>
64. 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	29
Somewhat satisfied	55	50	47	49	52	49
Somewhat dissatisfied	14	13	14	14	12	16
Very dissatisfied	4	5	3	5	5	7
(Don't know/Refused)	27	32	34	1	1	0

65INT. 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...

SCALE:	Yes	No	(Don't know)
<b>(RANDOMIZE)</b>			
65. Stored seven days of food and water for use in the event of an emergency?			
<u>2022</u>	52	46	2
<u>2020</u>	67	30	3
<u>2018</u>	62	36	2
<u>2016</u>	65	34	1
<u>2014</u>	62	37	1
<u>2012</u>	70	29	1
66. Put together a kit for the car, with things like food, flashlights, blankets, and tire chains?			
<u>2022</u>	49	50	1
<u>2020</u>	52	43	5
<u>2018</u>	48	50	2
<u>2016</u>	54	45	1
<u>2014</u>	50	50	1
<u>2012</u>	48	52	<1
67. Established a plan to communicate with friends or relatives out of state?			
<u>2022</u>	47	51	2
<u>2020</u>	53	42	5
<u>2018</u>	53	46	1
<u>2016</u>	47	50	2
<u>2014</u>	48	50	2
<u>2012</u>	51	47	2



	Yes	No	(Don't know)
68. Put active, working smoke detectors in your home?			
<u>2022</u>	92	7	1
<u>2020</u>	92	6	2
<u>2018</u>	98	1	1
<u>2016</u>	95	4	1
<u>2014</u>	97	2	<1
<u>2012</u>	96	4	1

(END RANDOMIZE)

	<u>2012</u>	<u>2014</u>	<u>2016</u>	<u>2018</u>	<u>2020</u>	<u>2022</u>
69. 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	17
Somewhat informed	46	45	51	47	51	52
Not very informed	43	45	36	37	31	32
(Don't know/Refused)	-	<1	1	1	3	0
70. What is your <b>primary</b> source of information for finding out what is going on with Kirkland City government? ( <b>OPEN ENDED QUESTION, VERBATIM RESPONSES CODED INTO CATEGORIES</b> )						
(City webpage)	10	13	18	12	16	15
(City Newsletter)	16	16	18	19	14	11
(City email list)	6	3	5	4	6	10
(Facebook)	1	2	5	5	7	9
(City Television Channel)	6	5	7	6	10	8
(Kirkland Reporter)	31	31	26	19	12	7
(City TV Online)	-	-	-	4	5	7
(Neighborhood association meetings)	5	5	6	6	4	5
(Twitter)	1	1	0	1	3	3
(Nextdoor)	-	-	-	1	4	2
(Local Blogs)	3	2	3	1	1	2
(Word of mouth)	6	-	2	6	-	-
(Internet)	-	-	1	6	-	-
None	5	4	3	5	4	3
Other	3	14	2	6	13	16
Don't know/Not applicable	4	4	4	0	2	1

My last questions are for statistical purposes only.

	<u>2012</u>	<u>2014</u>	<u>2016</u>	<u>2018</u>	<u>2020</u>	<u>2022</u>
71. Which of the following best describes you at this time? Are you...						
Self-employed or a business owner	17	15	14	14	15	15
Employed in the public sector, like a governmental agency or educational institution	10	13	12	12	16	12
Employed in private business	36	41	42	42	34	42
An unpaid worker, such as parenting children at home	-	-	-	-	4	3
Not working right now/(Unemployed)	14	10	9	8	8	3
Retired	21	20	21	23	18	20
Other	-	-	-	-	4	2
(Don't know/Refused)	2	1	2	1	1	3
72. Which of the following best describes you at this time? Are you...						
Single with no children at home	26	23	22	17	24	20
A couple with no children at home	29	35	29	33	33	36
Single with children at home	7	4	6	5	11	6
A couple with children at home	33	35	37	40	29	32
Other	1	2	2	3	1	2
(Don't know/Refused)	3	2	3	2	3	3
73. <b>(IF RESPONDENT AGE&lt;65 OR Q2=REFUSED; n=769)</b> Are there any seniors age 65 or older living in your home?						
Yes	-	-	-	-	18	10
No	-	-	-	-	78	87
(Don't Know/Refused)	-	-	-	-	4	4

	<u>2012</u>	<u>2014</u>	<u>2016</u>	<u>2018</u>	<u>2020</u>	<u>2022</u>
74. And finally is there any topic we did not cover that is important to you?						
City services (police, fire, etc.)	-	-	9	10	7	13
Infrastructure	-	-	13	9	4	4
Affordable housing/Affordability	-	-	6	15	3	4
Homelessness	-	-	3	2	3	4
Overdevelopment	-	-	-	10	2	4
Traffic	-	-	6	5	1	4
Education	-	-	12	9	11	3
Government officials	-	-	6	5	9	3
Public transportation	-	-	12	6	6	2
Diversity/Equality/Racism	-	-	3	0	16	-
COVID-19	-	-	-	-	5	-
Parks/Recreation	-	-	7	6	-	-
Other/Not sure	-	-	17	10	32	6
No answer	-	-	9	13	2	53

**THANK YOU!**

## Language of Interview (LOI)

English	99
Chinese	1
Spanish	1
Russian	<1