



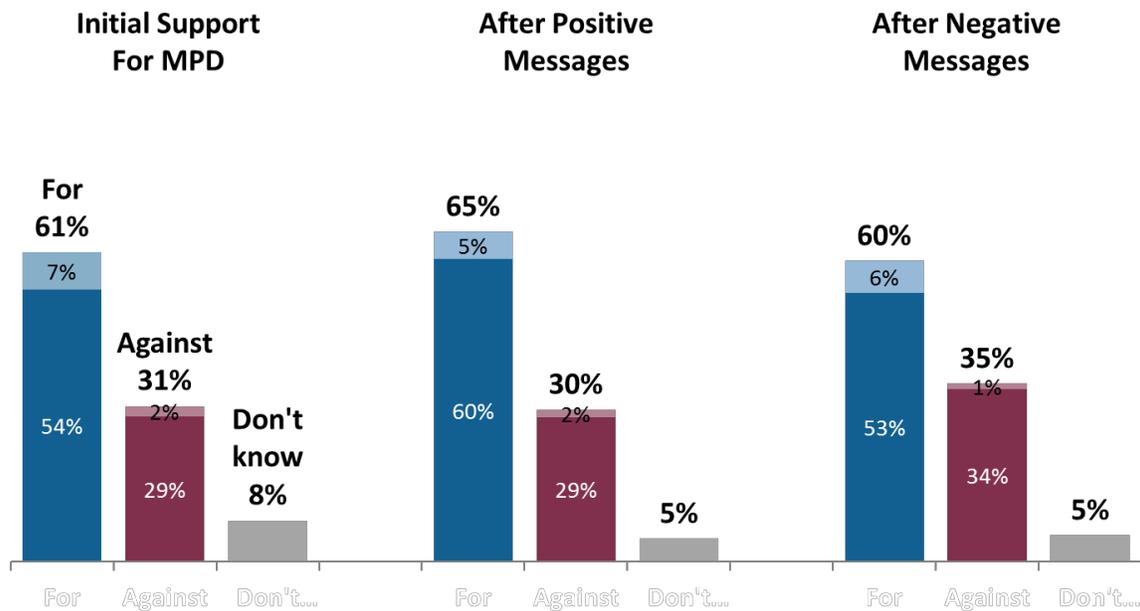
FR: Andrew Thibault, EMC Research
DT: 1/30/2014
RE: Key Findings of Citywide Survey

Key Findings

1. A strong majority of likely Seattle voters support forming a Seattle Metropolitan Parks District.

- Voters support 'the formation of a Seattle Metropolitan Park District' by a 61% to 31% margin in an initial ballot language test.
Support is strong and stable throughout the survey, even after a series of strong negative messages indicating that voters are largely decided on this issue. Strong support never drops below a majority.

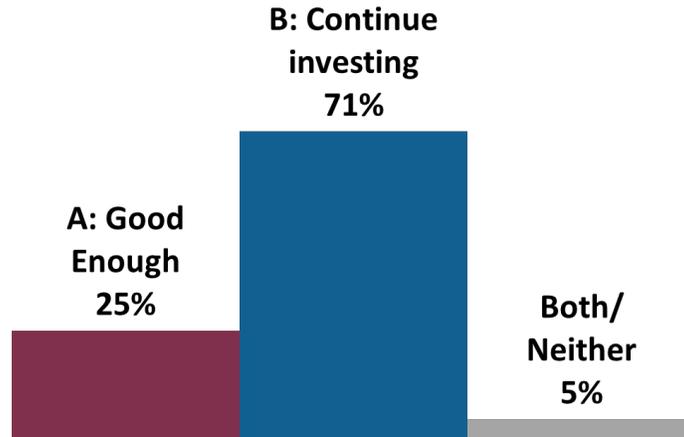
Support for a Metropolitan Parks District



2. By almost a 3-to-1 margin voters say we should continue investing in our parks system, despite the fact that most do not think Seattle parks and recreation facilities face serious maintenance and upkeep needs.

- Seattle voters overwhelmingly say “we need to continue investing in our neighborhood parks and recreation facilities so we continue to have a great parks system across the city, now and in the future: (71%) rather than that “we don’t really need to invest more right now” (25%).

Support for Continued Investment in Parks



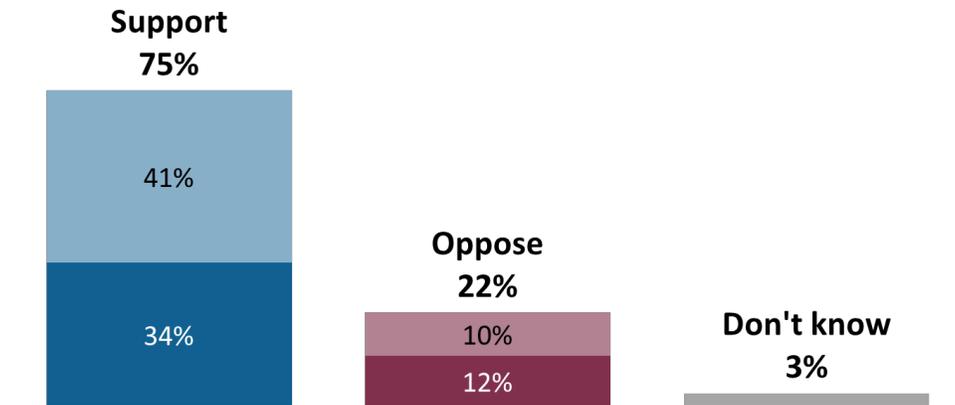
Which of the following statements is closest to your opinion:

- A. For the most part, neighborhoods across the city have good local parks and facilities that are safe and well maintained. We don’t really need to invest more right now.
- B. We need to continue investing in our neighborhood parks and recreation facilities so we continue to have a great parks system across the city, now and in the future.

3. Three-quarters (75%) of likely voters support a \$54M funding package for parks, the Zoo, and the Aquarium. Support for a \$26M critical needs package is strong but significantly lower.

- Voters support \$54M package by almost 3-to-1 (75% to 22%). When informed that the package would cost the owner of a \$400,000 home about \$168 a year, support remains strong at 72%.

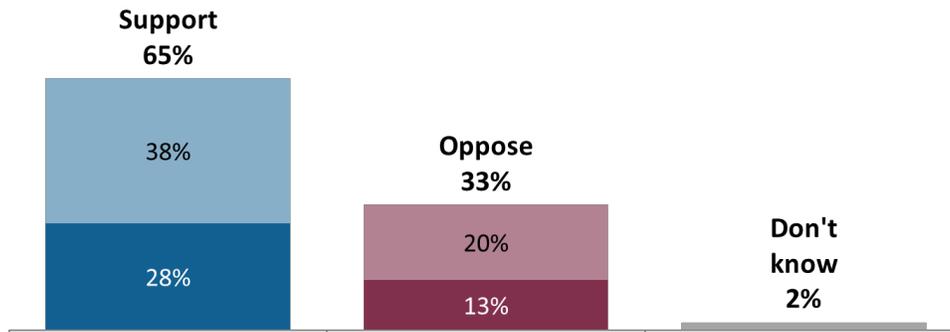
Support for a \$54M Parks, Zoo, & Aquarium Funding Package



Q32. Moving on...the Citizens Advisory Committee has identified roughly \$54 million in yearly parks system needs including: major maintenance like replacing leaky roofs, boiler replacements, and critical electrical upgrades; ongoing maintenance like cleaning restrooms, trash pickup, and mowing; restoring staffing, hours, and programs at community centers for kids and seniors; acquiring new parks and open space to meet increased demand; funding for major maintenance at Woodland Park Zoo & the Seattle Aquarium; and funding to protect habitat, green space and open space.

- *Almost two thirds (65%) support a reduced \$24M package “that would only include money for critical needs.” Support is 10 points lower than for a \$54M package and opposition is 11 points higher signaling that voters prefer a more robust and comprehensive funding package.*

Support for a \$26M Parks-only Critical Needs Package



Q40. What about a smaller \$26M package that just funds critical maintenance and programming needs and nothing else? It would NOT include any money for developing new parks or facilities, restoring facility hours, or for major maintenance needs at Woodland Park Zoo or the Seattle Aquarium. This measure would cost the owner of a \$400,000 home about \$81 a year or just under \$7 a month.

Methodology

EMC conducted a live telephone survey of 703 Likely 2014 Primary Voters in the City of Seattle, January 16th-23rd, 2014. The margin of error for the overall results is ±3.7 points at the 95% confidence interval.