Telephone Survey of King County Residents
Prepared for King County Parks
Conducted August 20th – 22nd, 2012
n=400; Margin of Error: + 4.9 percentage points
EMC Research 12-4725

GREETING. Hello, my name is _____ and I'm taking a survey for EMC Research.

This is a research study of how King County residents feel about some of the issues facing them. This is not a sales or telemarketing call and I am not asking for a donation of any kind. Your answers to this survey are strictly confidential and will be used for research purposes only. For this call I need to speak to the youngest male over the age of 18 in your household. Would that be you? **[CONTINUE IF YOUNGEST MALE IS NOT AVAILABLE]**

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1.   RESPID

2.   SEX **(RECORD BY OBSERVATION)**

Male	49%
Female	51%

3.   For statistical purposes, what year were you born? **(INTERVIEWER: If 'REFUSED' enter '9999')**
      [RECORD YEAR - VALID RANGE: 1900-1994: TERMINATE >= 1994] IF "Refused" ==> ASK Q4

4.   **[IF VALID AGE IN Q3 - CODE AGE FROM PREVIOUS QUESTION, IF REFUSED ASK]** Would you say you are age…
      (READ LIST)

18-29	18%
30-39	20%
40-49	20%
50-64	25%
65+	16%
Refused	1%

Do you live in King County?

Yes	100%
No ---> TERMINATE	
Don't Know/Refused --------------------------------> TERMINATE	

GEOGRAPHY. What is your home zip code? **(RECORD FIVE-DIGIT ZIP CODE: 98###)** *[REGIONS CODED FROM ZIP CODE]*

Seattle/NW King	43%
South King	28%
East King	28%
Refused	2%

5. Do you feel things in King County are generally going in the right direction, or do you feel things have gotten off on the wrong track?

Right direction	60%
Wrong track	31%
Don't know	9%

6. In your opinion, what is the most important issue facing King County today? **(RECORD VERBATIM; TAKE ONLY ONE RESPONSE)**

Infrastructure/transportation	18%
Jobs/unemployment	11%
Budget/balanced budget/overspending	9%
The economy	8%
Traffic	7%
Education	7%
Crime	6%
Managing growth	4%
Taxes/property taxes	4%
Police	3%
Lack of funding for services	3%
Homelessness/poverty	3%
Social issues (abortion, gay marriage)	2%
Housing/affordable housing	2%
The environment	2%
Medical marijuana	1%
Other	7%
Don't know/refused/None	3%

I'd like to ask you about the condition and performance of some items in the region. For each, use a scale of excellent, good, only fair, or poor. If you're not sure, please just say so.
SCALE:

SCALE	Excellent	Good	Only Fair	Poor	Not Sure	Net Positive

(BEFORE EACH UNTIL UNDERSTOOD: How would you rate _____? Excellent, good, only fair, or poor, or are you not sure?)

(ALWAYS ASK FIRST)

7.   King County Government overall

| | 2% | 43% | 31% | 7% | 17% | **+7%** |

(RANDOMIZE)

8.   The King County Parks System

| | 19% | 46% | 19% | 3% | 12% | **+43%** |

9.   The parks system in your city

| | 27% | 47% | 16% | 3% | 7% | **+56%** |

10.   The condition of parks and trails in your city

| | 23% | 48% | 19% | 2% | 8% | **+50%** |

11.   The condition of King County's parks and trails

| | 15% | 53% | 17% | 3% | 11% | **+49%** |

12.   The availability of parks and trails in your area

| | 30% | 49% | 13% | 5% | 0% | **+64%** |

(END RANDOMIZE)

I'm going to read you a list of park facilities and agencies in King County. Please tell me if you have a strongly favorable, somewhat favorable, somewhat unfavorable or strongly unfavorable opinion of each one. If you have never heard of one please just say so.

SCALE:	Strongly Favorable	Somewhat Favorable	Somewhat Unfavorable	Strongly Unfavorable	Can't Rate	Never Heard

(After each until understood: Do you have a strongly favorable, somewhat favorable, somewhat unfavorable, or strongly unfavorable opinion of (QX)?)
(If respondent says "Don't know," "No opinion," or something similar, probe for Can't Rate/Never Heard: "Would you say that you have heard of (QX) but cannot rate (QX) or never heard of (QX)?")

(ALWAYS ASK FIRST)
13. King County Parks

27%	55%	4%	1%	7%	6%
--------------------------> **82%**		**5%** <--------------------------			

(RANDOMIZE)
14. Marymoor Park

41%	26%	0%	0%	17%	15%
--------------------------> **67%**		**0%** <--------------------------			

15. Burke-Gilman Trail

38%	23%	1%	1%	16%	22%
--------------------------> **61%**		**2%** <--------------------------			

16. Woodland Park Zoo

57%	28%	2%	2%	7%	4%
--------------------------> **85%**		**4%** <--------------------------			

17. Cougar Mountain Park

21%	22%	2%	3%	27%	25%
--------------------------> **43%**		**5%** <--------------------------			

18. The Interurban Trail

27%	26%	4%	1%	19%	23%
--------------------------> **53%**		**5%** <--------------------------			

(END RANDOMIZE)

19. King County is discussing the future of its parks, trails, and natural areas. King County Parks provides recreational opportunities through regional parks, such as Marymoor Park and Cougar Mountain; regional trails, such as the Cedar River Trail; local parks in rural areas, taking care of ecologically important natural areas such as forests, wetlands, and salmon habitat. Using a scale from 1 to 5 where 1 is not at all important and 5 is very important, how important is it to you for King County Parks to continue to perform these activities? You can use any number on the scale.

SCALE:	1	2	3	4	5	DK/REF	MEAN
	Not at all Important			**Very Important**			
	2%	3%	9%	24%	62%	0%	**4.41**
	5% <----------------			**-----------------> 86%**			

20. King County funds the acquisition of new natural areas and the acquisition and development of new regional trails in cities and throughout King County, as well as supporting operations, environmental education, and capital projects at the Woodland Park Zoo. Using a scale from 1 to 5 where 1 is not at all important and 5 is very important, how important is it to you for King County Parks to continue to perform these activities? You can use any number on the scale.

	2%	3%	19%	28%	47%	0%	**4.15**
	5% <----------------			**-----------------> 75%**			

I'd like to tell you some more about what King County Parks is considering in the next several years. For each item, please tell me if you feel that it is extremely important, somewhat important, or not important for King County Parks to invest in that item.

SCALE:	Extremely Important	Somewhat Important	Not Important	Don't Know / Refused	Total Important

(AFTER EACH UNTIL UNDERSTOOD) Do you think that item is extremely important, somewhat important, or not important for King County Parks to invest in?

(RANDOMIZE)

21. Due to King County's budget challenges, the Parks Division has not been fully funded for nearly a decade and now has a maintenance backlog estimated at 50 million dollars. Without future funding, some facilities, such as trail bridges, play structures, and historic buildings, could be closed for safety reasons. King County parks could invest in reducing this maintenance backlog.

52%	40%	7%	0%	**92%**

22. King County has protected thousands of acres of forests, wetlands, and salmon habitat. King County Parks could continue acquiring natural areas that protect water quality and wildlife.

65%	25%	10%	0%	**90%**

23. King County currently has a network of 175 miles of regional trails. King County could invest in upgrading existing trails, improving trail safety, and adding missing links to the existing network, such as to the Green River Trail and Cedar River Trail, giving people more ways to get around without a car and more access to exercise.

42%	47%	11%	0%	**89%**

24. King County Parks carries out routine park maintenance, which involves cleaning restrooms, mowing fields, repairing trails, and removing nonnative plants, but due to budget cutbacks the park maintenance schedule has been significantly reduced. The county could return the maintenance schedule to its original frequency.

48%	45%	6%	1%	**92%**

25. King County parks could invest in more funding for park systems in the 39 cities in the County so they could build and improve recreation facilities like ball fields, playgrounds, and trails.

41%	45%	13%	0%	**86%**

26. King County could develop a new major trail on the eastside on what was once the BNSF train line. This trail would connect Woodinville, Kirkland, Redmond, Bellevue, and Renton, and could become to the eastside what the Burke-Gilman is to the Seattle area.

35%	43%	22%	0%	**78%**

27. King County could work with five south King County cities to develop a new major trail that connects Lake Washington in Renton to Puget Sound in Des Moines. The trail would give more people ways to get to business and shopping districts and transit hubs without a car and provide more ways to get exercise.

38%	44%	17%	1%	**82%**

SCALE:	Extremely Important	Somewhat Important	Not Important	Don't Know / Refused	Total Important

28. King County could continue to support the Woodland Park Zoo for operations, maintenance, and educational programs.

	Extremely Important	Somewhat Important	Not Important	Don't Know / Refused	Total Important
	62%	29%	8%	0%	**91%**

29. Some places in King County currently have fewer parks and trails than others, particularly in lower income communities. King County Parks could invest in building more parks and recreation facilities in lower income areas to build communities and keep people healthy.
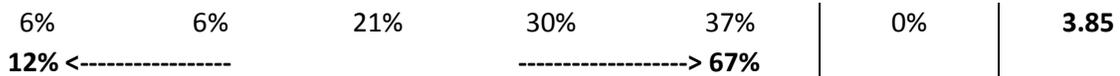
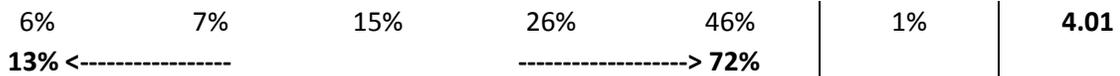|	Extremely Important	Somewhat Important	Not Important	Don't Know / Refused	Total Important
	55%	36%	9%	0%	**91%**

(END RANDOMIZE)

To date, King County has made no decisions about funding parks and trails in the future, but many options are being considered on how best to fund these activities.

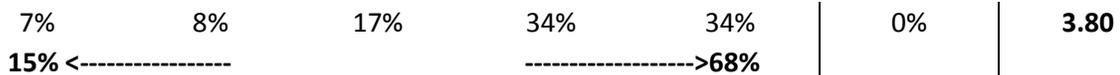| SCALE:	1	2	3	4	5	DK/REF	MEAN
	Not at all Important			Very Important			

30. It would cost fifty-eight dollars and seventy cents per year for the average household for King County Parks to enhance maintenance of its existing parks and trails to a reasonable level, to reduce the maintenance backlog, to improve existing trails and build trail connections across the county, and to acquire new natural areas for environmental protection and recreation. Using a scale from 1 to 5 where 1 is not at all important and 5 is very important, how important is it to you for King County Parks to perform these activities? You can use any number on the scale.

6%	6%	21%	30%	37%	0%	**3.85**
12% <-----------------			------------------> 67%			

31. What if instead King County Parks chose to fund only routine maintenance for the existing parks and trails in its system, which would cost twenty-eight dollars and forty cents for the average household per year? Using a scale from 1 to 5 where 1 is not at all important and 5 is very important, how important is it to you for King County Parks to perform these activities? You can use any number on the scale.

6%	7%	15%	26%	46%	1%	**4.01**
13% <-----------------			------------------> 72%			

32. In addition to the county's regional parks, trails and open space, it would cost fourteen dollars and ninety cents more per year for the average household to fund local park and trail projects in the thirty nine cities in King County, to make significant progress on trail corridors on the eastside and in south county, and to fund operations, maintenance and educational programs at the Zoo. Using a scale from 1 to 5 where 1 is not at all important and 5 is very important, how important is it to you for King County Parks to perform these activities? You can use any number on the scale.

7%	8%	17%	34%	34%	0%	**3.80**
15% <-----------------			------------------>68%			

33. On average, how often would you say you visit a park, trail or recreation facility in King County? **(READ RESPONSES)**

Almost every day	10%
Several times a week	25%
Several times a month	30%
Several times a year	23%
Almost never	9%
Never	2%
Don't know	0%

(IF Q33 = 5-7, SKIP TO Q37 PROMPT)

34. What are the two or three parks, trails or recreation facilities you visit most often? **(TAKE UP TO 3 RESPONSES)** **[IF RESPONDENT DOES NOT RECALL SPECIFIC PARK/TRAIL/FACILITY NAME, ASK FOR NAME OF CITY OR APPROXIMATE LOCATION AND WHETHER IT'S A PARK, TRAIL or A CERTAIN TYPE OF RECREATION FACILITY (I.E. RECREATION CENTER, PUBLIC SWIMMING POOL, ETC.)]**

Woodland Park Zoo	19%
Marymoor Park	17%
Burke-Gilman trail	17%
Greenlake	7%
Cedar River trail	7%
Cougar Mountain	6%
Lincoln Park	6%
Green River trail	4%
Interurban trail	4%
Soos Creek Trail	4%
Sammamish Trail	4%
Alki Park/Beach	3%
Discovery Park	3%
Gene Coulon Park	3%
Des Moines	2%
Salt Water Park	2%
Steel Lake	2%
Volunteer Park	2%
Golden Gardens	2%
Lake Wilderness	2%
Lake Washington	2%
Tiger Mountain	2%
Myrtle Edwards	2%
Gasworks Park	1%
Celebration Park	1%
Magnusson Park	1%
Bellevue	1%
Seahurst	1%
Carkeek Park	1%
Richmond Beach	1%
Soaring Eagle	1%
McDonald Park	<1%
Cedar Park	<1%
Lake Salmon	<1%
Other	50%
Don't know	2%
Refused/Missing/NA	1%

35. On average, how often would you say you use a trail for walking or biking **(READ RESPONSES)**
     [n=345; MoE=+5.3%]

Almost every day	13%
Several times a week	19%
Several times a month	26%
Several times a year	21%
Almost never	14%
Never	7%
Don't know	0%

 (IF Q35 = 5-7, SKIP TO Q37 PROMPT)

36. What are the one or two trails you visit most often? **(RECORD VERBATIM; TAKE UP TO 2 RESPONSES)**
     **[IF RESPONDENT DOES NOT RECALL SPECIFIC TRAIL NAME, ASK FOR NAME OF CITY OR APPROXIMATE
     LOCATION OF TRAIL]**

Burke-Gilman trail	30%
Interurban trail	11%
Cedar River trail	10%
Green River trail	6%
Soos Creek Trail	5%
Sammamish Trail	4%
Greenlake	3%
Discovery Park	3%
Marymoor Park	2%
Lincoln Park	2%
Alki Park/Beach	2%
Cougar Mountain	2%
Lake Washington	2%
Bellevue	2%
Tiger Mountain	1%
Snoqualmie Trail	1%
Soaring Eagle	<1%
Des Moines	<1%
Salt Water Park	<1%
Carkeek Park	<1%
Other	33%
Don't know	3%
Refused/Missing/NA	2%

Now I'd like to ask you the following questions for statistical purposes only.

37.   Which of the following best describes your household? **(READ LIST)**

Single with no children at home	22%
Couple with no children at home	27%
Single with children at home	7%
Couple with children at home	40%
Other	3%
Don't know/NA/Refused	1%

38.   Which of the following best describes your race or ethnic background? **(READ LIST)**

African American	6%
Asian / Pacific Islander	9%
American Indian / Native American	1%
Caucasian	70%
Hispanic / Latino	7%
Other	7%
Don't know/NA/Refused	1%

39.   Finally, I am going to list four broad categories. Just stop me when I get to the category that best describes your approximate household income - before taxes - for 2011. **(READ LIST)**

Under $50,000	26%
$50,000 to under $75,000	17%
$75,000 to under $100,000	17%
$100,000 to under $150,000	16%
$150,000 or more	10%
Don't know/NA/Refused	14%

Those are all of my questions. Thank you very much for completing this survey. Again, this survey was for informational purposes only. Thank you and have a good day.