



Mercer Island Survey

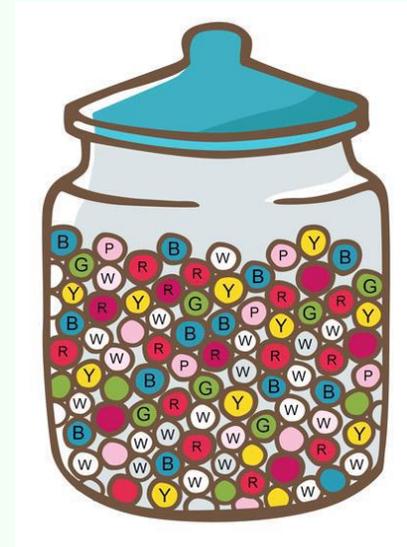
DRAFT

February 2026

Random Sampling

A survey with a random sample is like tasting soup; if well stirred you get a good sense of the flavor in a spoonful without eating the whole pot

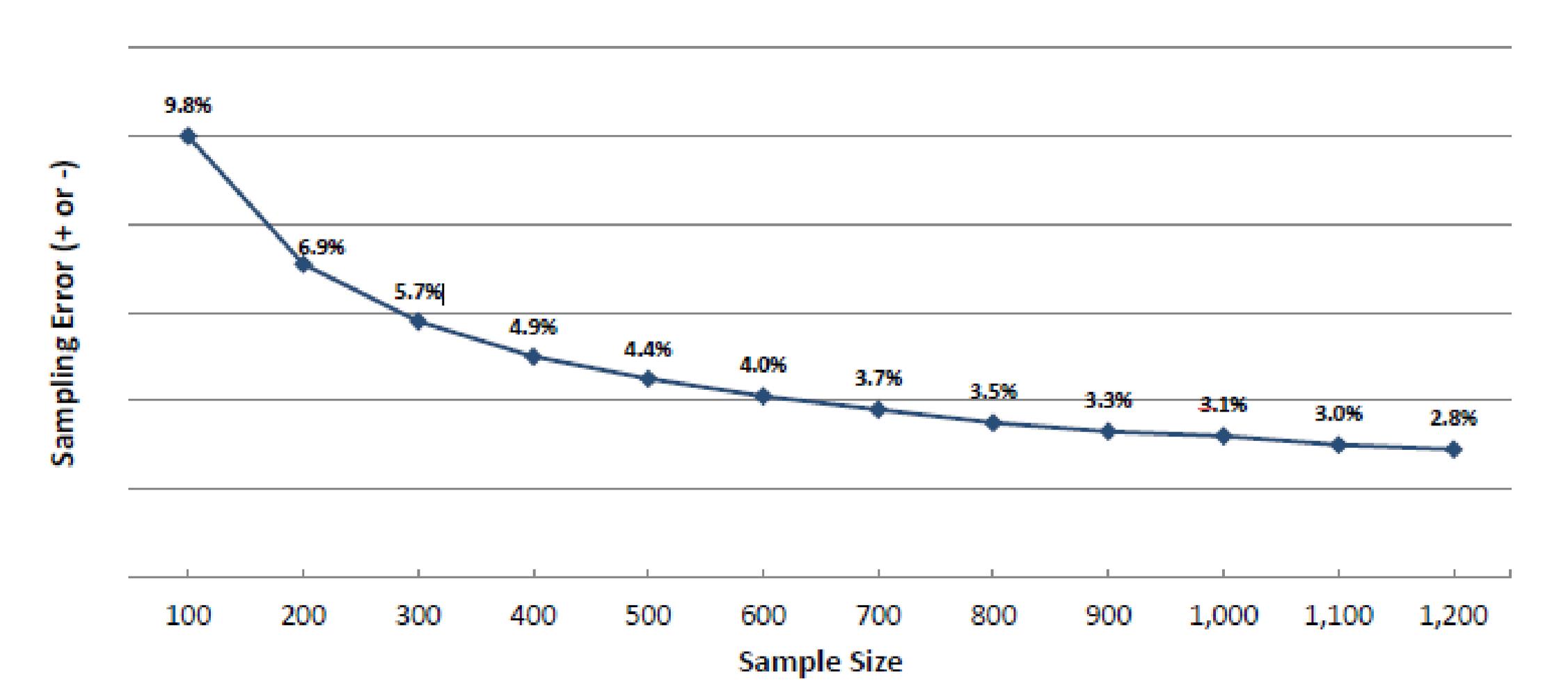
- ▶ Start with a known universe, in this case all eligible voters on MI
- ▶ Shuffle this universe and sample at random, and when we do, responses fall within a known margin of error. We achieve it by...
 - ▶ Reducing survey bias (generic company, generic survey intro)
 - ▶ Making multiple attempts to reach selected respondent
 - ▶ Replacing respondents with a random selection
 - ▶ Monitoring results against a known universe
 - ▶ Weighting final results when necessary (weighting was not needed)



Examples of Reducing Bias

- ▶ The company contacting respondents and survey introduction are intentionally generic; therefore if someone refuses, they are not doing so based on the topic
- ▶ Respondents likely guess the sponsor at some point during the survey but can never be sure until the survey is completed and released who the sponsor is
- ▶ Results include data from respondents who completed the entire survey, meaning results are not biased from partial answers
- ▶ Throughout the survey, respondents are offered balanced scale options, a question order that releases a little bit of information at a time, randomized question order, and interviewers/web survey that offers the same clarification each time.

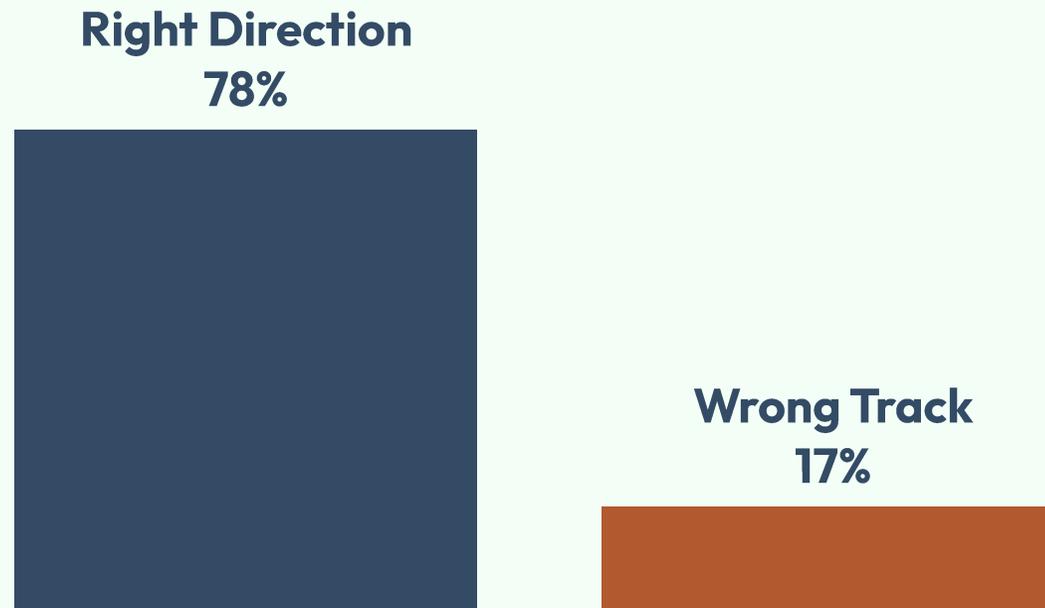
Sample Size and Subgroup MoE



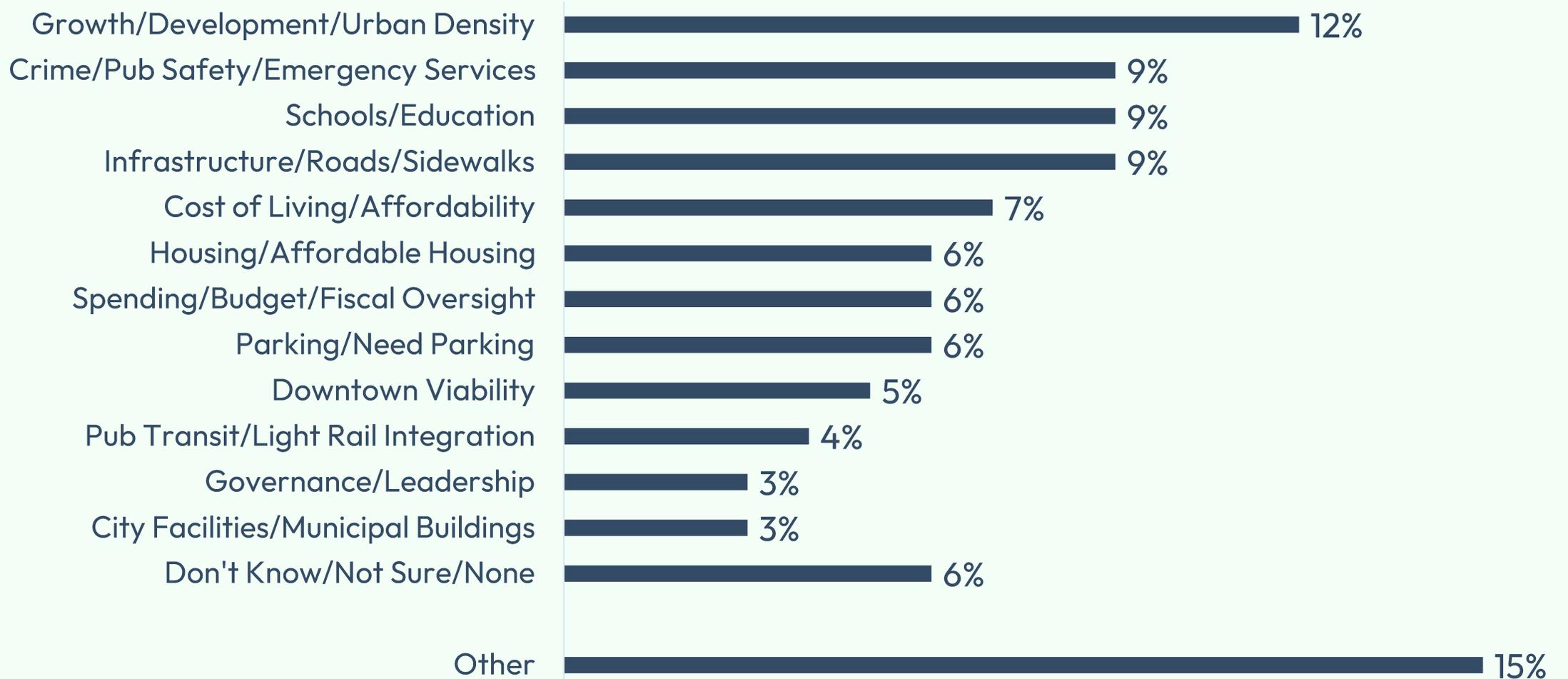
Methodology

- ▶ Mixed-mode survey of voters on Mercer Island, Washington
- ▶ Respondents reached by phone (landline + mobile), email, and text
 - ▶ Telephone interviews conducted in English by trained, professional interviewers
 - ▶ Email and text invitations were sent with a link to a web survey
- ▶ 400 completed interviews
- ▶ Overall margin of error = +/- 4.9 Points
- ▶ Conducted January 28-February 11, 2026

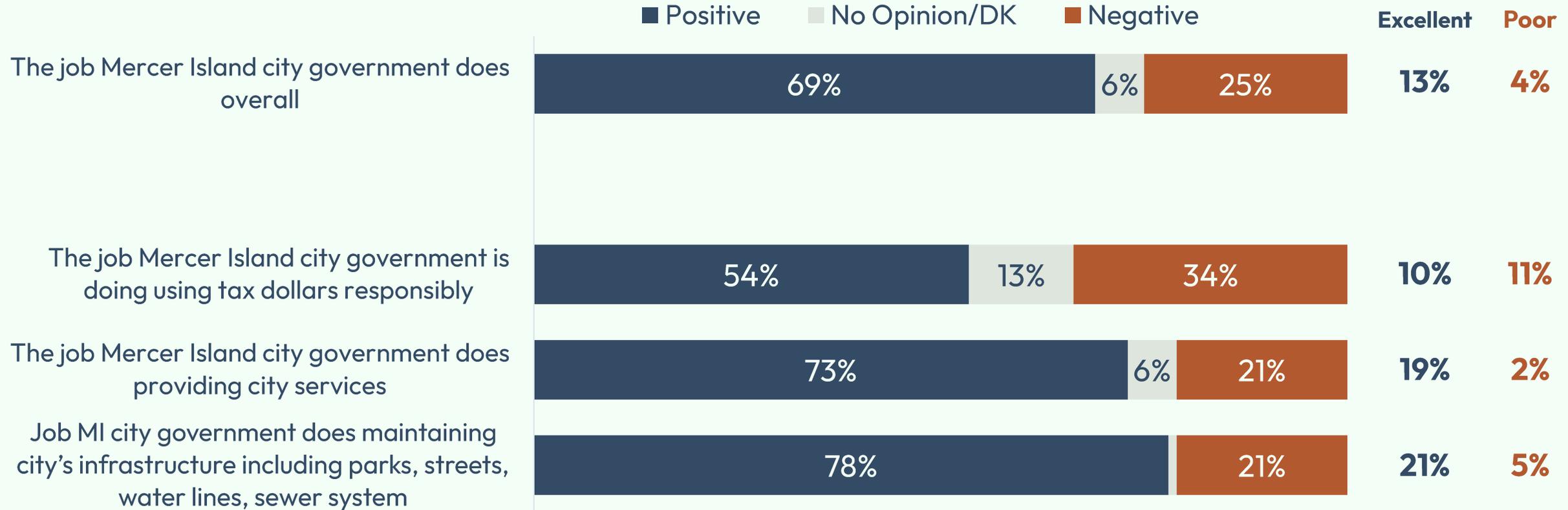
Island Right Direction / Wrong Track



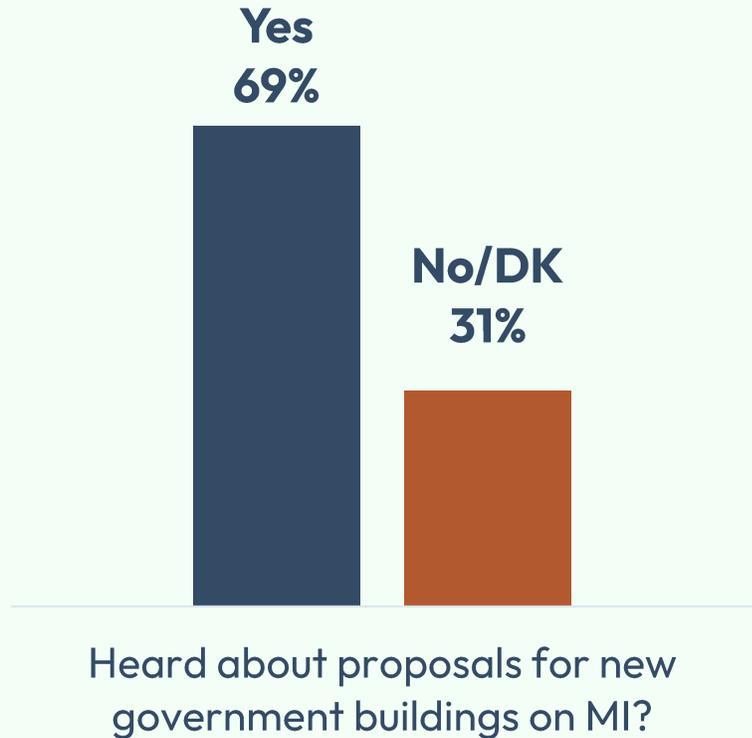
Most Important Problem on MI



City Government Job Ratings

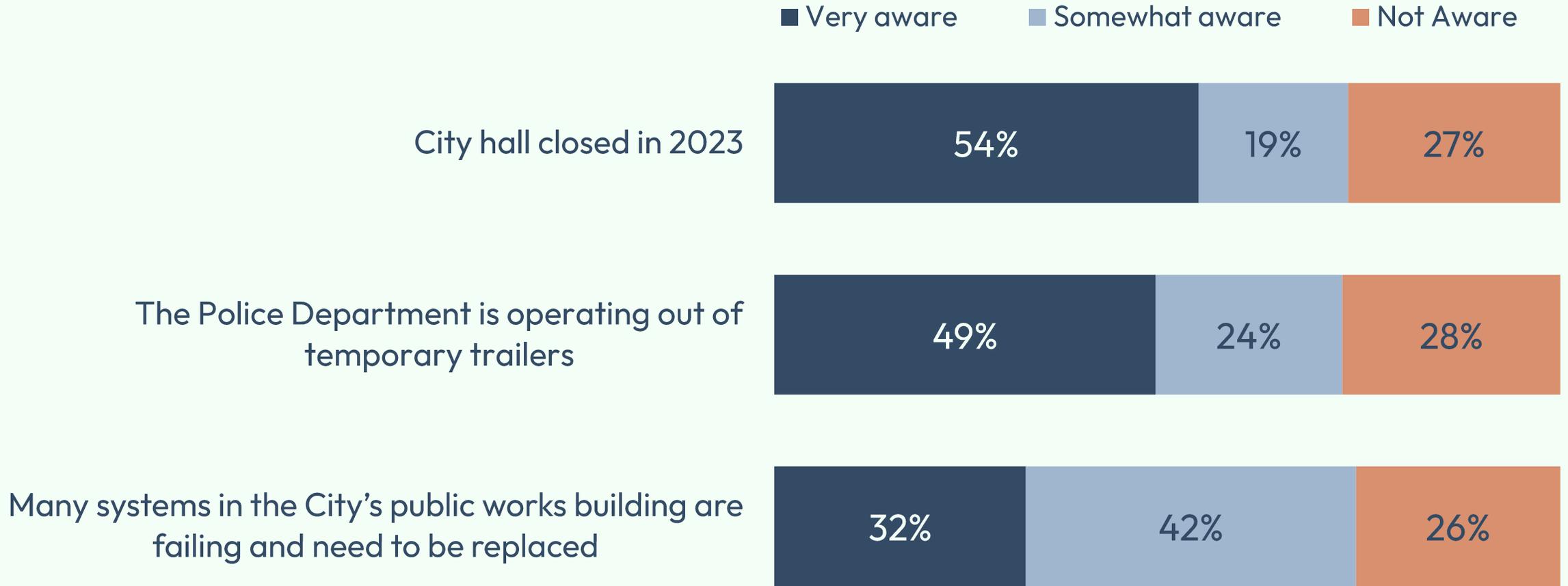


Awareness of “New City Government Buildings”



What have you heard, read, or seen?	
New City Hall/Permit Center	16%
Too expensive/Raises taxes	15%
Voted on/Measure failed	13%
New Police Station/EMS/Improves Pub Safety	11%
General building/Development/Acquiring land	11%
Rebuild needed/Asbestos/Outdated	9%
Seen news/Website	5%
Overbuilt/Building too big/Extravagant	5%
Maintenance Building/Public Works	3%

Impact Awareness



November 2025 Measure

As you may recall, last November there was a ballot measure on Mercer Island that authorized the City to design, construct, and equip seismically resilient Risk Category IV buildings to house the Police Department, Public Works Maintenance teams, the Emergency Operations Center, Information Technology, Geographic Information Systems, and Customer Service, issuing up to \$103M of bonds and using property taxes to repay the bonds.

From what you remember, did you vote yes to approve or no to reject the measure, or did you not vote on it either way?
OR, If you had voted, would you have voted yes, or would you not have voted on it either way?



Best Reason to Support the Measure

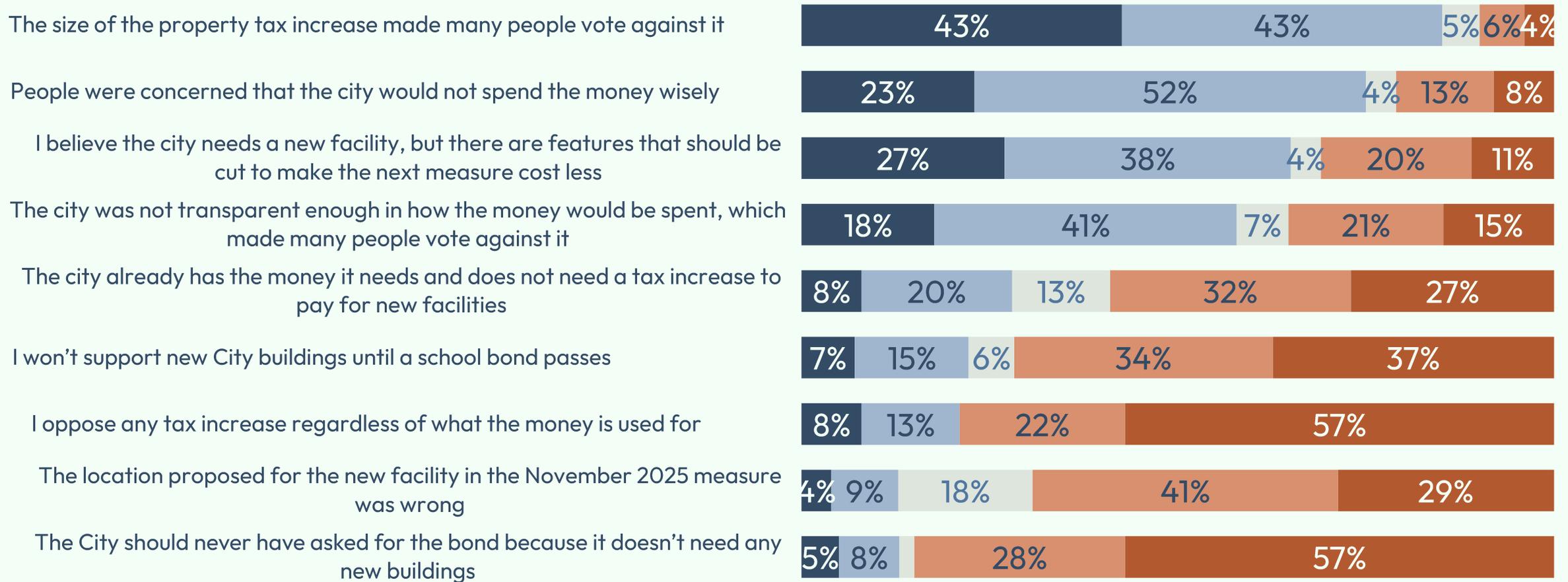
Regardless of whether or how you voted, what was the best reason to <u>support</u> this measure?	
New/Updated facilities	14%
Need/Community need	14%
Need new building/Place for services	12%
New/Updated municipal buildings	11%
New/Updated Police station	10%
Safety/Safety Preparedness	9%
No reason/Opposed it	8%
Infrastructure investment	5%

Best Reason to Oppose the Measure

Regardless of whether or how you voted, what was the best reason to <u>oppose</u> this measure?	
Cost/Expensive	40%
Tax increase/High taxes	12%
Budget/Mismanagement of funds	9%
Extravagant design/Huge design project	7%
Property taxes	5%
No transparency/Too vague	3%
I did not oppose	3%
Renovate Existing	3%

Agree/Disagree

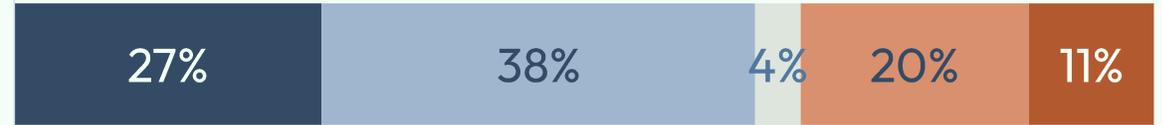
■ Strongly Agree
■ Somewhat Agree
■ Don't know
■ Somewhat Disagree
■ Strongly Disagree



New Facility That Costs Less

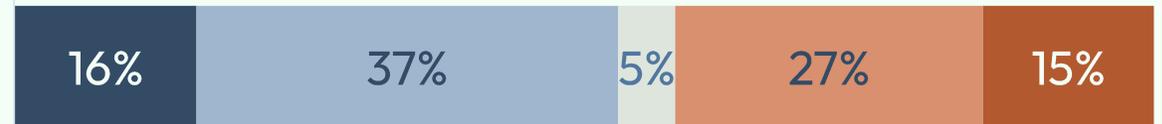
■ Strongly Agree
■ Somewhat Agree
■ Don't know
■ Somewhat Disagree
■ Strongly Disagree

I believe the city needs a new facility, but there are features that should be cut to make the next measure cost less



53% Agree

Voted Yes in Nov

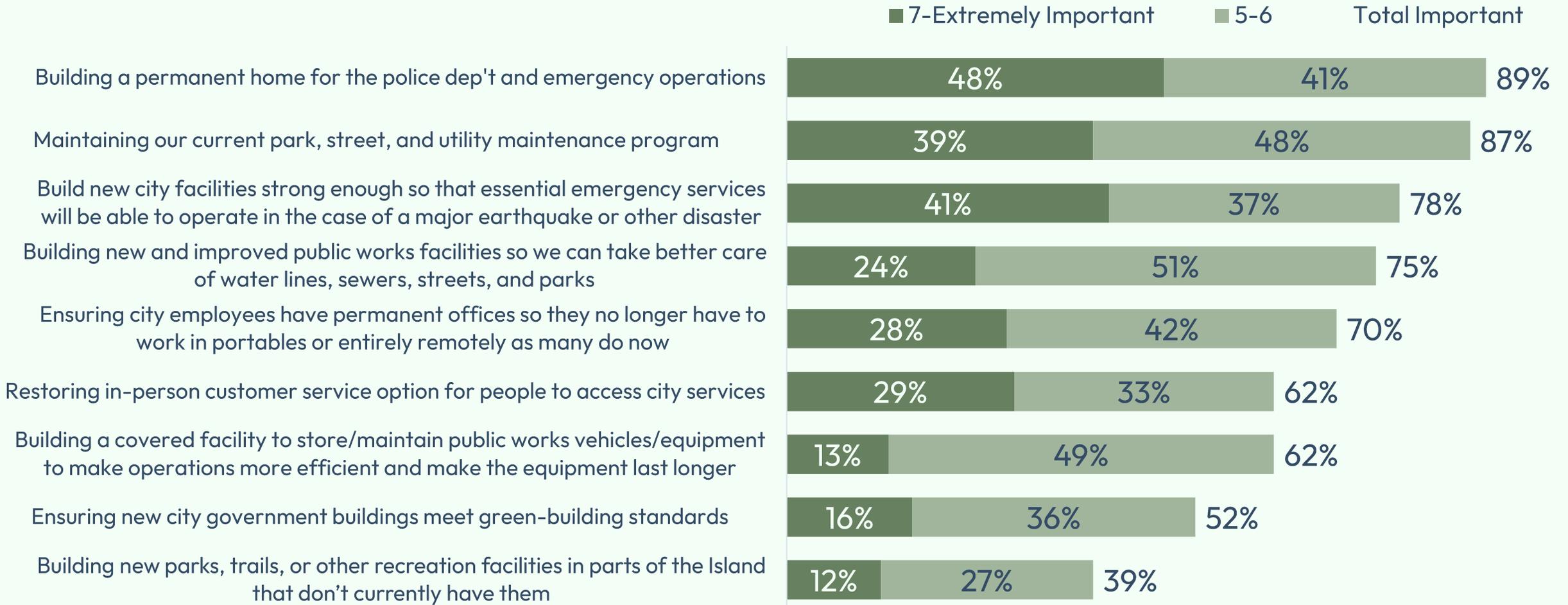


Voted No in Nov



78% Agree

Priorities





People. Data. Results.

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