Quality of Services and Facilities

Overall Satisfaction With City Services by Major Category in 2010

by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding don't knows)

- Quality of City parks, programs and facilities: 33% Very Satisfied, 52% Somewhat Satisfied, 12% Neutral, 12% Dissatisfied
- Quality of police services: 22% Very Satisfied, 56% Somewhat Satisfied, 17% Neutral, 9% Dissatisfied
- Overall quality of service provided by the City: 15% Very Satisfied, 57% Somewhat Satisfied, 23% Neutral, 9% Dissatisfied
- Effectiveness of sustaining environmental quality: 18% Very Satisfied, 52% Somewhat Satisfied, 24% Neutral, 7% Dissatisfied
- City stormwater runoff/management system: 18% Very Satisfied, 54% Somewhat Satisfied, 24% Neutral, 8% Dissatisfied
- Effectiveness of communication with the public: 20% Very Satisfied, 47% Somewhat Satisfied, 26% Neutral, 7% Dissatisfied
- Quality of human services: 13% Very Satisfied, 39% Somewhat Satisfied, 41% Neutral, 7% Dissatisfied
- Enforcement of City codes and ordinances: 12% Very Satisfied, 39% Somewhat Satisfied, 38% Neutral, 12% Dissatisfied
- Flow of traffic and congestion: 8% Very Satisfied, 38% Somewhat Satisfied, 27% Neutral, 28% Dissatisfied

Source: ETC Institute DirectionFinder (2010 - Shoreline, WA)
TRENDS: Overall Satisfaction With City Services by Major Category for 2006, 2008 and 2010

by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding don’t knows)

- Quality of City parks, programs and facilities
- Quality of police services
- Overall quality of service provided by the City
- Effectiveness of sustaining environmental quality
- City stormwater runoff/management system
- Effectiveness of communication with the public
- Quality of human services
- Enforcement of City codes and ordinances
- Flow of traffic and congestion

Source: ETC Institute DirectionFinder (2010 - Shoreline, WA)

City Services That Should Receive the Most Emphasis Over the Next Two Years by Major Category

by percentage of respondents who selected the item as one of their top three choices

- Flow of traffic and congestion
- Quality of police services
- Effectiveness of sustaining environmental quality
- Quality of human services
- Quality of City parks, programs and facilities
- Overall quality of service provided by the City
- Effectiveness of communication with the public
- Enforcement of City codes and ordinances
- City stormwater runoff/management system

Source: ETC Institute DirectionFinder (2010 - Shoreline, WA)
Satisfaction with Various Aspects of City Maintenance in 2010

by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding don't knows)

<table>
<thead>
<tr>
<th>Service</th>
<th>Very Satisfied</th>
<th>Somewhat Satisfied</th>
<th>Neutral</th>
<th>Dissatisfied</th>
</tr>
</thead>
<tbody>
<tr>
<td>Solid waste provider services</td>
<td>26%</td>
<td>54%</td>
<td>16%</td>
<td>1%</td>
</tr>
<tr>
<td>Overall cleanliness of City streets/public areas</td>
<td>11%</td>
<td>60%</td>
<td>23%</td>
<td>6%</td>
</tr>
<tr>
<td>Overall maintenance of City streets</td>
<td>12%</td>
<td>56%</td>
<td>19%</td>
<td>13%</td>
</tr>
<tr>
<td>Adequacy of storm drainage in your neighborhood</td>
<td>12%</td>
<td>51%</td>
<td>25%</td>
<td>12%</td>
</tr>
<tr>
<td>Maintenance of City streets in your neighborhood</td>
<td>14%</td>
<td>49%</td>
<td>20%</td>
<td>17%</td>
</tr>
<tr>
<td>Mowing and trimming of City properties</td>
<td>9%</td>
<td>47%</td>
<td>29%</td>
<td>15%</td>
</tr>
<tr>
<td>Adequacy of street lighting in your neighborhood</td>
<td>11%</td>
<td>42%</td>
<td>21%</td>
<td>27%</td>
</tr>
<tr>
<td>Maintenance of sidewalks in Shoreline</td>
<td>8%</td>
<td>36%</td>
<td>31%</td>
<td>27%</td>
</tr>
</tbody>
</table>

Source: ETC Institute DirectionFinder (2010 - Shoreline, WA)

TRENDS: Satisfaction Ratings for Various Aspects of City Maintenance for 2006, 2008 and 2010

by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding don't knows)

<table>
<thead>
<tr>
<th>Service</th>
<th>2006</th>
<th>2008</th>
<th>2010</th>
</tr>
</thead>
<tbody>
<tr>
<td>Solid waste provider services</td>
<td></td>
<td></td>
<td>80%</td>
</tr>
<tr>
<td>Overall cleanliness of City streets/public areas</td>
<td></td>
<td></td>
<td>71%</td>
</tr>
<tr>
<td>Overall maintenance of City streets</td>
<td></td>
<td></td>
<td>65%</td>
</tr>
<tr>
<td>Adequacy of storm drainage in your neighborhood</td>
<td></td>
<td></td>
<td>63%</td>
</tr>
<tr>
<td>Maintenance of City streets in your neighborhood</td>
<td></td>
<td></td>
<td>63%</td>
</tr>
<tr>
<td>Mowing and trimming of City properties</td>
<td></td>
<td></td>
<td>56%</td>
</tr>
<tr>
<td>Adequacy of street lighting in your neighborhood</td>
<td></td>
<td></td>
<td>52%</td>
</tr>
<tr>
<td>Maintenance of sidewalks in Shoreline</td>
<td></td>
<td></td>
<td>42%</td>
</tr>
</tbody>
</table>

Source: ETC Institute DirectionFinder (2010 - Shoreline, WA)
Aspects of City Maintenance That Should Receive the Most Emphasis Over the Next Two Years
by percentage of respondents who selected the item as one of their top two choices

Overall maintenance of City streets
Adequacy of street lighting in your neighborhood
Maintenance of sidewalks in Shoreline
Overall cleanliness of City streets/public areas
Mowing and trimming of City properties
Adequacy of storm drainage in your neighborhood
Maintenance of City streets in your neighborhood
Solid waste provider services

Source: ETC Institute DirectionFinder (2010 - Shoreline, WA)

Satisfaction with the Enforcement of City Codes and Ordinances
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding don't knows)

Removal of graffiti from public property
Enforcing sign regulations
Removal of graffiti from private property
Enforcing the clean up of litter and debris
Enforcing removal of abandoned autos

Source: ETC Institute DirectionFinder (2010 - Shoreline, WA)
TRENDS: Satisfaction Ratings for the Enforcement of City Codes and Ordinances for 2006, 2008 and 2010
by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding don't knows)

Source: ETC Institute DirectionFinder (2010 - Shoreline, WA)

Aspects of Code Enforcement That Should Receive the Most Emphasis Over the Next Two Years
by percentage of respondents who selected the item as one of their top two choices

Source: ETC Institute DirectionFinder (2010 - Shoreline, WA)
Overall Rating of Customer Service Provided by City Employees by percentage of respondents

Source: ETC Institute DirectionFinder (2010 - Shoreline, WA)

Communication
Ways Residents Get Information About City Issues, Services, and Events

by percentage of respondents (multiple choices could be made)

- City Newsletter "CURRENTS" 93%
- City's Parks and Recreation Guide 62%
- City website 29%
- Television News 23%
- Involvement in neighborhood assoc. or Block Watch 17%
- City cable channel (Comcast 21 or Verizon 27) 15%
- Online resources 10%
- Other 12%

Source: ETC Institute DirectionFinder (2010 - Shoreline, WA)

TRENDS: Ways Residents Get Information About City Issues, Services, and Events for 2006 and 2010

by percentage of respondents (multiple choices could be made)

- City Newsletter "CURRENTS" 2006: 90% 2008: 93% 2010: 93%
- City's Parks and Recreation Guide 2006: 59% 2008: 60% 2010: 59%
- City website 2006: 21% 2008: 25% 2010: 25%
- Television News 2006: 24% 2008: 28% 2010: 29%
- Involvement in neighborhood assoc. or Block Watch 2006: 11% 2008: 14% 2010: 17%
- City cable channel (Comcast 21 or Verizon 27) 2006: 11% 2008: 17% 2010: 15%
- Online resources 2006: 0% 2008: 10% 2010: 10%
- Other 2006: 12% 2008: 12% 2010: 12%

Source: ETC Institute DirectionFinder (2010 - Shoreline, WA)
The quality of the City's newsletter, "CURRENTS" 
Availability of info about City projects/services 
Efforts to inform about projects & City issues 
Availability of info about City meetings/events 
Efforts to provide opport. for public involvement 
The quality of the City's website

Source: ETC Institute DirectionFinder (2010 - Shoreline, WA)

TRENDS: Satisfaction Ratings for Various Aspects of City Communication for 2006, 2008, and 2010

Source: ETC Institute DirectionFinder (2010 - Shoreline, WA)
Public Safety

Satisfaction with Various Aspects of Public Safety in 2010
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding don't knows)

- Overall quality of local police protection: 22% Very Satisfied, 58% Somewhat Satisfied, 16% Neutral, 4% Dissatisfied
- The City's efforts to prevent crime: 16% Very Satisfied, 50% Somewhat Satisfied, 30% Neutral, 4% Dissatisfied
- Enforcement of local traffic laws: 14% Very Satisfied, 49% Somewhat Satisfied, 25% Neutral, 12% Dissatisfied
- Enforcement of drug and vice laws: 13% Very Satisfied, 40% Somewhat Satisfied, 39% Neutral, 9% Dissatisfied

Source: ETC Institute DirectionFinder (2010 - Shoreline, WA)
TRENDS: Satisfaction Ratings for Various Aspects of Public Safety for 2006 and 2010

by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding don't knows)

Overall quality of local police protection
- 2006: 47%
- 2008: 52%
- 2010: 44%

The City's efforts to prevent crime
- 2006: 61%
- 2008: 67%
- 2010: 66%

Enforcement of local traffic laws
- 2006: 27%
- 2008: 52%
- 2010: 67%

Enforcement of drug and vice laws
- 2006: 47%
- 2008: 55%
- 2010: 52%

Source: ETC Institute DirectionFinder (2010 - Shoreline, WA)

Aspects of Public Safety That Should Receive the Most Emphasis Over the Next Two Years

by percentage of respondents who selected the item as one of their top two choices

The City's efforts to prevent crime
- 1st Choice: 67%

Overall quality of local police protection
- 1st Choice: 45%

Enforcement of drug and vice laws
- 2nd Choice: 44%

Enforcement of local traffic laws
- 1st Choice: 18%

Source: ETC Institute DirectionFinder (2010 - Shoreline, WA)
**TRENDS: Level of Safety in Various Situations in 2006, 2008 and 2010**

by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding don't knows)

- **In your neighborhood during the day**: 92% (2006), 96% (2008), 95% (2010)
- **Overall feeling of safety in Shoreline**: 82% (2006), 83% (2008), 83% (2010)
- **In your neighborhood at night**: 71% (2006), 77% (2008), 76% (2010)
- **In other public areas in Shoreline**: 71% (2006), 69% (2008), 69% (2010)
- **In city parks and trails**: 62% (2006), 58% (2008), 58% (2010)

**Source**: ETC Institute DirectionFinder (2010 - Shoreline, WA)
Leadership and Quality of Life

Satisfaction with Various Items That May Influence Respondents' Perception of the City of Shoreline

by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding don't knows)

Source: ETC Institute DirectionFinder (2010 - Shoreline, WA)
TRENDS: Satisfaction with Various Items That May Influence Respondents' Perception of the City of Shoreline in 2006, 2008 and 2010

by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding don't knows)

Overall image of the City
- 2006: 69%
- 2008: 50%
- 2010: 80%

Overall effectiveness of City Manager & City staff
- 2006: 54%
- 2008: 57%
- 2010: 41%

Overall quality of leadership of elected officials
- 2006: 47%
- 2008: 55%
- 2010: 55%

Source: ETC Institute DirectionFinder (2010 - Shoreline, WA)

In General, Do You Think the City of Shoreline is Moving in the Right Direction?

by percentage of respondents

2006
- Yes: 59%
- No: 15%
- Don't know: 26%

2008
- Yes: 60%
- No: 10%
- Don't know: 30%

2010
- Yes: 71%
- No: 8%
- Don't know: 21%
- Not provided: 10%

Source: ETC Institute DirectionFinder (2010 - Shoreline, WA)
How Respondents Rate Shoreline as a Place to Live, Work and Raise Children

by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding don't knows)

- As a place to live: 40% Excellent, 55% Good, 4% Poor
- As a place to raise children: 39% Excellent, 52% Good, 8% Poor
- Overall quality of life in the City: 22% Excellent, 63% Good, 12% Poor
- As a place with a variety of housing choices: 19% Excellent, 53% Good, 24% Poor
- As a place to work: 20% Excellent, 42% Good, 30% Poor
- As a place to shop: 14% Excellent, 38% Good, 21% Poor

Source: ETC Institute DirectionFinder (2010 - Shoreline, WA)

TRENDS: How Respondents Rate Shoreline as a Place to Live, Work and Raise Children in 2006, 2008 and 2010

by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding don't knows)

Source: ETC Institute DirectionFinder (2010 - Shoreline, WA)
Overall, How Would Rate the Condition of Your Neighborhood?
by percentage of respondents

**2006**
- Good: 46%
- Average: 33%
- Below Average: 7%
- Don't Know: 1%

**2008**
- Good: 47%
- Average: 28%
- Below Average: 7%
- Don't Know: 2%

**2010**
- Good: 48%
- Average: 30%
- Below Average: 4%
- Don't know: 1%

Source: ETC Institute DirectionFinder (2010 - Shoreline, WA)

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Do You Generally Think the Condition of Your Neighborhood is Getting Better, Worse, or Staying About the Same?
by percentage of respondents

**2006**
- Getting better: 26%
- About the same: 60%
- Getting worse: 12%
- Don't know: 2%

**2008**
- Getting better: 19%
- About the same: 63%
- Getting worse: 13%
- Don't know: 5%

**2010**
- Getting better: 17%
- About the same: 67%
- Getting worse: 12%
- Don't know: 4%

Source: ETC Institute DirectionFinder (2010 - Shoreline, WA)
Environment

Satisfaction with the City's Efforts to Sustain Various Aspects of Local Environmental Quality

by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding don't knows)

<table>
<thead>
<tr>
<th>Aspect</th>
<th>Very Satisfied (5)</th>
<th>Somewhat Satisfied (4)</th>
<th>Neutral (3)</th>
<th>Dissatisfied (1/2)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Recycling</td>
<td>32%</td>
<td>53%</td>
<td>12%</td>
<td></td>
</tr>
<tr>
<td>Surface water/water runoff</td>
<td>13%</td>
<td>54%</td>
<td>24%</td>
<td>9%</td>
</tr>
<tr>
<td>Protection of the environment and open space</td>
<td>14%</td>
<td>52%</td>
<td>28%</td>
<td>6%</td>
</tr>
<tr>
<td>Support alternative means of transportation</td>
<td>10%</td>
<td>48%</td>
<td>30%</td>
<td>12%</td>
</tr>
</tbody>
</table>

Source: ETC Institute DirectionFinder (2010 - Shoreline, WA)
TRENDS: Satisfaction Ratings for Various Aspects of the Environment for 2006, 2008 and 2010

by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding don't knows)

- Recycling: 84% (2006), 85% (2008), 74% (2010)
- Surface water/water runoff: 60% (2006), 67% (2008), 57% (2010)
- Protection of the environment and open space: Not asked in 2006, 61% (2008), 66% (2010)
- Support alternative means of transportation: 40% (2006), 52% (2008), 58% (2010)

Source: ETC Institute DirectionFinder (2010 - Shoreline, WA)

Parks and Recreation

ETC Institute
Charts and Graphs - 17
Satisfaction with Various Aspects of Parks and Recreation
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding don't knows)

TRENDS: Satisfaction Ratings for Various Aspects of Parks and Recreation for 2006 and 2010
by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding don't knows)
Aspects of Parks and Recreation That Should Receive the Most Emphasis Over the Next Two Years
by percentage of respondents who selected the item as one of their top two choices

- Maintenance of City parks: 54%
- Walking and biking trails in the City: 36%
- Maintenance of City playgrounds: 26%
- Variety of recreation programs: 14%
- Outdoor athletic fields: 11%
- City swimming pool: 10%
- Fees charged for recreation programs: 10%
- Ease of registering for programs: 4%

Source: ETC Institute DirectionFinder (2010 - Shoreline, WA)

Capital Investments
### Satisfaction with Various Aspects of Capital Investments the City of Shoreline has Recently Made

by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding don't knows)

<table>
<thead>
<tr>
<th>Aspect</th>
<th>Very Satisfied</th>
<th>Somewhat Satisfied</th>
<th>Neutral</th>
<th>Dissatisfied</th>
</tr>
</thead>
<tbody>
<tr>
<td>Parks improvements</td>
<td>33%</td>
<td>48%</td>
<td>16%</td>
<td>3%</td>
</tr>
<tr>
<td>Trails and paths</td>
<td>28%</td>
<td>49%</td>
<td>19%</td>
<td>4%</td>
</tr>
<tr>
<td>Roads and streets</td>
<td>26%</td>
<td>47%</td>
<td>14%</td>
<td>13%</td>
</tr>
<tr>
<td>Buildings and facilities</td>
<td>21%</td>
<td>47%</td>
<td>27%</td>
<td>5%</td>
</tr>
<tr>
<td>Stormwater improvements</td>
<td>19%</td>
<td>48%</td>
<td>28%</td>
<td>5%</td>
</tr>
</tbody>
</table>

Source: ETC Institute DirectionFinder (2010 - Shoreline, WA)

### How Important Do you Feel it is to Continue Making Capital Investments to Shoreline Facilities?

by percentage of respondents (excluding don't knows)

- **Very Important**: 46%
- **Somewhat Important**: 32%
- **Not Important**: 8%
- **Not Sure**: 14%

Source: ETC Institute DirectionFinder (2010 - Shoreline, WA)
Transportation and Land Use

Satisfaction with Various Aspects of Transportation

by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding don't knows)

- Availability of public transportation
  - Very Satisfied (5): 15%
  - Somewhat Satisfied (4): 46%
  - Neutral (3): 23%
  - Dissatisfied (1/2): 16%
- Availability of sidewalks on major streets/routes
  - Very Satisfied (5): 8%
  - Somewhat Satisfied (4): 40%
  - Neutral (3): 28%
  - Dissatisfied (1/2): 25%
- Availability of bicycle lanes
  - Very Satisfied (5): 9%
  - Somewhat Satisfied (4): 34%
  - Neutral (3): 39%
  - Dissatisfied (1/2): 18%
- Traffic calming measures in neighborhood
  - Very Satisfied (5): 7%
  - Somewhat Satisfied (4): 30%
  - Neutral (3): 29%
  - Dissatisfied (1/2): 35%
- Availability of sidewalks near your residence
  - Very Satisfied (5): 7%
  - Somewhat Satisfied (4): 23%
  - Neutral (3): 23%
  - Dissatisfied (1/2): 47%

Source: ETC Institute DirectionFinder (2010 - Shoreline, WA)
TRENDS: Satisfaction Ratings for Various Aspects of Transportation for 2006, 2008 and 2010
by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding don't knows)

Availability of public transportation
Availability of sidewalks on major streets/routes
Availability of bicycle lanes
Availability of sidewalks near your residence
Traffic calming measures in neighborhood

Source: ETC Institute DirectionFinder (2010 - Shoreline, WA)

Aspects of Transportation That Should Receive the Most Emphasis Over the Next Two Years
by percentage of respondents who selected the item as one of their top two choices

Availability of sidewalks near your residence
Availability of sidewalks on major streets/routes
Traffic calming measures in neighborhood
Availability of public transportation
Availability of bicycle lanes

Source: ETC Institute DirectionFinder (2010 - Shoreline, WA)
Overall, How Satisfied Are You with How Well the City Is Planning for Growth?

by percentage of respondents

2006

Very Satisfied 7%

Satisfied 33%

Neutral 26%

Dissatisfied 11%

Don't know 19%

Very Dissatisfied 4%

2008

Very Satisfied 5%

Satisfied 26%

Neutral 26%

Dissatisfied 17%

Very Dissatisfied 5%

Don't know 23%

2010

Very Satisfied 8%

Satisfied 44%

Neutral 23%

Dissatisfied 2%

Very Dissatisfied 8%

Don't know 15%

Source: ETC Institute DirectionFinder (2010 - Shoreline, WA)

Value and Funding for Services
Overall Rating of Value of Services Received from City Taxes

by percentage of respondents

<table>
<thead>
<tr>
<th>Year</th>
<th>Excellent</th>
<th>Good</th>
<th>Average</th>
<th>Below Average</th>
<th>Poor</th>
<th>Don't Know</th>
</tr>
</thead>
<tbody>
<tr>
<td>2006</td>
<td>8%</td>
<td>42%</td>
<td>34%</td>
<td>6%</td>
<td>2%</td>
<td>8%</td>
</tr>
<tr>
<td>2008</td>
<td>7%</td>
<td>34%</td>
<td>37%</td>
<td>8%</td>
<td>4%</td>
<td>10%</td>
</tr>
<tr>
<td>2010</td>
<td>11%</td>
<td>39%</td>
<td>35%</td>
<td>5%</td>
<td>3%</td>
<td>7%</td>
</tr>
</tbody>
</table>

Source: ETC Institute DirectionFinder (2010 - Shoreline, WA)

How Much Do You Agree With the Statement: “I Trust the City of Shoreline to Spend My Tax Dollars Responsibly”.

by percentage of respondents

<table>
<thead>
<tr>
<th>Agreement Level</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Strongly Agree</td>
<td>20%</td>
</tr>
<tr>
<td>Somewhat Agree</td>
<td>57%</td>
</tr>
<tr>
<td>No opinion</td>
<td>2%</td>
</tr>
<tr>
<td>Somewhat Disagree</td>
<td>14%</td>
</tr>
<tr>
<td>Strongly Disagree</td>
<td>7%</td>
</tr>
</tbody>
</table>

Source: ETC Institute DirectionFinder (2010 - Shoreline, WA)
Since You Have Lived in the City of Shoreline, Do You Generally Think the Quality of Life Has Gotten Better, Stayed the Same or Gotten Worse? by percentage of respondents

- Gotten better: 47%
- Stayed the same: 37%
- Gotten worse: 12%
- Not sure: 4%

Source: ETC Institute DirectionFinder (2010 - Shoreline, WA)

Demographics
Demographics: Years Lived in Shoreline
by percentage of respondents

- Less than 5 years: 17%
- 6-10 years: 15%
- 11-15 years: 10%
- 16-20 years: 12%
- 21-25 years: 6%
- 26-30 years: 9%
- Over 30 years: 31%

Source: ETC Institute DirectionFinder (2010 - Shoreline, WA)

Demographics: Do You Own or Rent Your Current Residence?
by percentage of respondents (excluding not provided)

- Own: 91%
- Rent: 9%

Source: ETC Institute DirectionFinder (2010 - Shoreline, WA)
Demographics: Zip Code of Respondent Households
by percentage of respondents

Source: ETC Institute DirectionFinder (2010 - Shoreline, WA)

Demographics: Do Respondents Live East or West of I-5?
by percentage of respondents (excluding don’t know)

Source: ETC Institute DirectionFinder (2010 - Shoreline, WA)
Demographics: Do Respondents Live East or West of Aurora Avenue N.?
by percentage of respondents (excluding don't know)

- East: 57%
- West: 43%

Source: ETC Institute DirectionFinder (2010 - Shoreline, WA)

Demographics: Total Annual Household Income
by percentage of respondents

- Under $25,000: 8%
- $25,000 to $49,999: 22%
- $50,000 to $74,999: 23%
- $75,000 to $99,999: 18%
- $100,000 or more: 20%
- Not provided: 9%

Source: ETC Institute DirectionFinder (2010 - Shoreline, WA)
Demographics: Gender of the Respondents

by percentage of respondents

Female
50%

Male
50%

Source: ETC Institute DirectionFinder (2010 - Shoreline, WA)