

Kitsap County, WA

The National Community Survey

Report of Results
2025

Report by:



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National Research Center at Polco is a charter member of the AAPOR Transparency Initiative, providing clear disclosure of our sound and ethical survey research practices.

About The NCS™

The National Community Survey™ (The NCS™) report is about the “livability” of Kitsap County. A livable community is a place that is not simply habitable, but that is desirable. It is not only where people do live, but where they want to live. The NCS was developed by the experts from National Research Center at Polco in partnership with the International City/County Management Association (ICMA) and has been administered in hundreds of communities across the United States.



Great communities are partnerships of the government, private sector, community-based organizations and residents, all geographically connected. The NCS focuses on the livability of Kitsap County by categorizing survey questions into the ten main “facets” of community livability shown below, in addition to ratings for quality of life and local governance. These facets have been identified through years of extensive survey research as those that are most impactful to residents’ quality of life.

- Economy
- Mobility
- Community Design
- Utilities
- Safety
- Natural Environment
- Parks and Recreation
- Health and Wellness
- Education, Arts, and Culture
- Inclusivity and Engagement



The report provides the opinions of a representative sample of 719 residents of Kitsap County collected from July 28th, 2025 to September 8th, 2025. The margin of error around any reported percentage is 3.9% for all respondents and the response rate for the 2025 survey was 19%. Survey results were weighted so that the demographic profile of respondents was representative of the demographic profile of adults in Kitsap County.

Reporting Results

For the most part, the percentages presented in this report represent the “percent positive.” Most commonly, the percent positive is the combination of the top two most positive response options (excellent/good, very safe/somewhat safe, etc.). On many of the questions in the survey, respondents may answer “don’t know.” The proportion of respondents giving a “don’t know” response is shown in the full set of responses included in the “Complete Data” section; however, these responses have been removed from the analyses presented in the main body of the report. Therefore, the tables and graphs display the responses from respondents who had an opinion about a specific item.

Benchmark Comparisons

Polco’s database of comparative resident opinion is comprised of resident perspectives gathered in surveys from over 400 communities whose residents evaluated the same kinds of topics on The NCS. The comparison evaluations include surveys from the past five years. If a jurisdiction has conducted multiple efforts in the past five years, only the most recent survey is included in the benchmark database. Polco adds the latest results quickly upon survey completion, keeping the benchmark data fresh and relevant. The communities in the database represent a wide geographic and population range.

In each tab, Kitsap County’s results are noted as being “higher” than the benchmark, “lower” than the benchmark, or “similar” to the benchmark. Being rated as “higher” or “lower” than the benchmark means that Kitsap County’s average rating for a particular item was more than 10 points different than the benchmark. If a rating was “much higher” or “much lower,” then Kitsap County’s average rating was more than 20 points different when compared to the benchmark.

In addition to these national benchmarks, comparisons were also made to a smaller cohort of communities. This cohort included 25 other Washington state communities who have completed a recent quality of life survey of their residents. Comparisons to these communities can be found throughout the report and in the Custom Benchmarks tab.

Methods

Selecting Survey Recipients

All households within Kitsap County were eligible to participate in the survey. A list of all households within the zip codes serving Kitsap County was purchased from Polco's mailing vendor, based on updated listings from the United States Postal Service.

Since some of the zip codes that serve Kitsap County households may also serve addresses that lie outside of the community, the exact geographic location of each housing unit was compared to community boundaries using the most current municipal boundary file. Addresses located outside of Kitsap County boundaries were removed from the list of potential households to survey. Each address identified as being within County boundaries was further identified as being within one of the three County Board districts. From that list, addresses were randomly selected as survey recipients, with multi-family housing units sampled at a rate of 5:3 compared to single family housing units.

Conducting the Random Sample Survey

The 4,000 randomly selected households received mailings beginning on July 28, 2025 and data collection for the survey remained open for six weeks. The first mailing was a postcard inviting the household to participate in the survey online. The next mailing contained a cover letter with instructions, the survey questionnaire, and a postage-paid return envelope. The final mailing was a reminder postcard giving the household one last opportunity to participate in the survey. All mailings included a web link to give residents the opportunity to respond to the survey online, as well as QR codes to further encourage participation.

About 3% of the 4,000 mailed invitations were returned because the household address was vacant or the postal service was unable to deliver the survey as addressed. Of the remaining 3,871 households that received the invitations to participate, 719 completed the survey, providing an overall response rate of 19%. The response rate was calculated using AAPOR's response rate #2 for mailed surveys of unnamed persons.¹

It is customary to describe the precision of estimates by a "level of confidence" and accompanying "confidence interval" (or margin of error). A traditional level of confidence, and the one used here, is 95%. The 95% confidence interval quantifies the sampling error or imprecision of the survey results based on the total number of responses received. This is because *some* residents' opinions are relied on to estimate *all* residents' opinions. The margin of error for the Kitsap County survey is no greater than plus or minus 3.9 percentage points around any given percent reported for all respondents (719 completed surveys).

Conducting the Open Participation Survey

In addition to the randomly selected "probability sample" of households, a link to an online open-participation survey was publicized by Kitsap County. The open-participation survey was identical to the random sample survey, with two small updates; it asked a question to confirm the respondent was a resident of Kitsap County and also a question about where they heard about the survey.

The open-participation survey was open to all county residents and became available on August 19, 2025. The survey remained open for three weeks and 3,524 responses were received. The data presented in the following report excludes the open participation survey data, but the online report includes a tab which provides the complete open participation results.

Analyzing the Data

Responses from mailed surveys were entered into an electronic dataset using a “key and verify” method, where all responses are entered twice and compared to each other. Any discrepancies were resolved in comparison to the original survey form. Range checks as well as other forms of quality control were also performed. Responses from surveys completed on Polco were downloaded and merged with the mailed survey responses.

The survey datasets were analyzed using all or some of a combination of the Statistical Package for the Social Sciences (SPSS), R, Python, and Tableau.

The demographics of the survey respondents were compared to those found in the 2020 Census and 2023 American Community Survey estimates for adults in Kitsap County. The primary objective of weighting survey data is to make the survey respondents reflective of the larger population of the community. The characteristics used for weighting were age, sex, race, Hispanic origin, housing type, housing tenure, and area. No adjustments were made for design effects. Weights were calculated using an iterative, multiplicative raking model known as the ANES Weighting Algorithm.² The results of the weighting scheme for the probability sample are presented in the following table.

Polco aligns demographic labels with those used by the U.S. Census for reporting purposes, when possible. Some categories (age, race/Hispanic origin, housing type, and length of residency) are combined into smaller subgroups.

		Unweighted	Weighted	Target*
Age	18-34	8%	34%	49%
	35-54	21%	31%	24%
	55+	70%	35%	26%
Area	Area 1	39%	33%	33%
	Area 2	29%	31%	31%
	Area 3	32%	36%	36%
Hispanic origin	No, not of Hispanic, Latino/a/x, or Spanish origin	95%	84%	79%
	Yes, I consider myself to be of Hispanic, Latino/a/x, or Spanish origin	5%	16%	21%
Housing tenure	Own	83%	53%	48%
	Rent	17%	47%	52%
Housing type	Attached	22%	46%	45%
	Detached	78%	54%	55%
Race & Hispanic origin	Not white alone	19%	32%	38%
	White alone, not Hispanic or Latino	81%	68%	62%
Sex	Man	49%	48%	49%
	Woman	51%	52%	51%
Sex/age	Man 18-34	5%	16%	24%
	Man 35-54	10%	15%	12%
	Man 55+	34%	16%	12%
	Woman 18-34	3%	17%	25%
	Woman 35-54	11%	16%	12%
	Woman 55+	37%	20%	14%

Study Limitations

All public opinion research is subject to unmeasured error. While the methodologies employed for this survey were designed to minimize this error as much as possible, these other sources of potential error should be acknowledged, and can include non-response error, coverage error, recall bias and social desirability bias.

Non-response error arises when those who were selected to participate in the survey did not do so, and may have different opinions or experiences than survey responders. For general resident surveys, where the results are meant to be generalized to the entire adult population living in households, the mailing lists based on the Delivery Sequence File from the United States Post Office may exclude certain types of housing units, such as those in multi-family buildings where mail is addressed to a named resident at the address rather than to a specific unit or where residents only receive their mail at a post office box and the geographic location of a residence cannot be determined, there may be a *coverage error*, although for most locations, this is minimal. Respondents may not perfectly remember their experiences in the past year (such as participation in social or civic events, for example), and for some survey items, they may answer in ways they think cast their responses in a more favorable light (*recall bias* and *social desirability bias*).

Survey Validity

See the Polco Knowledge Base article on survey validity at <https://blog.polco.us/polco-knowledgebase/margin-of-error-and-confidence-level-in-survey-results>

Contact

Kitsap County funded this research. Please contact Krista Carlson of Kitsap County at KLCarlson@kitsap.gov if you have any questions about the survey.

1. See AAPOR's Standard Definitions for more information at <https://aapor.org/standards-and-ethics/standard-definitions/>
2. Pasek, J. (2014). ANES Weighting Algorithm. Retrieved from <https://surveyinsights.org/wp-content/uploads/2014/07/Full-anesrake-paper.pdf>
3. Targets come from the 2020 Census and 2023 American Community Survey

Key Findings

Highest-performing areas:

- Kitsap County residents rated nearly all items related to their overall quality of life in line with national and custom averages, including:
 - Kitsap County as a place to live (75% excellent or good)
 - The overall quality of life in Kitsap County (75%)
 - Kitsap County as a place to raise children (68%)
 - Kitsap County as a place to retire (58%)
 - Sense of community (55%)
- Safety-related items received support from a vast majority of residents, with more than two-thirds of respondents saying they felt very or somewhat safe:
 - In your neighborhood during the day (90%)
 - In your local downtown/commercial area during the day (82%)
 - From violent crime (77%)
 - From fire, flood, or other natural disaster (74%)
 - From property crime (68%)
- Residents reported both a higher usage rate for public transportation and a higher quality rating for bus or transit services than other communities from around the nation:
 - Used bus, rail, ferry, or other public transportation instead of driving (77% yes)
 - [Quality of] bus or transit services (55% excellent or good)
- Over half of all respondents gave excellent or good reviews when asked about their opportunity to participate in various aspects of the community; each of these items scored in line with national and custom comparison groups:
 - Opportunities to volunteer (63%)
 - Opportunities to attend special events and festivals (61%)
 - Opportunities to participate in community matters (54%)
 - Opportunities to participate in social events and activities (52%)
 - Opportunities to attend cultural/arts/music activities (51%)

Lowest-performing areas:

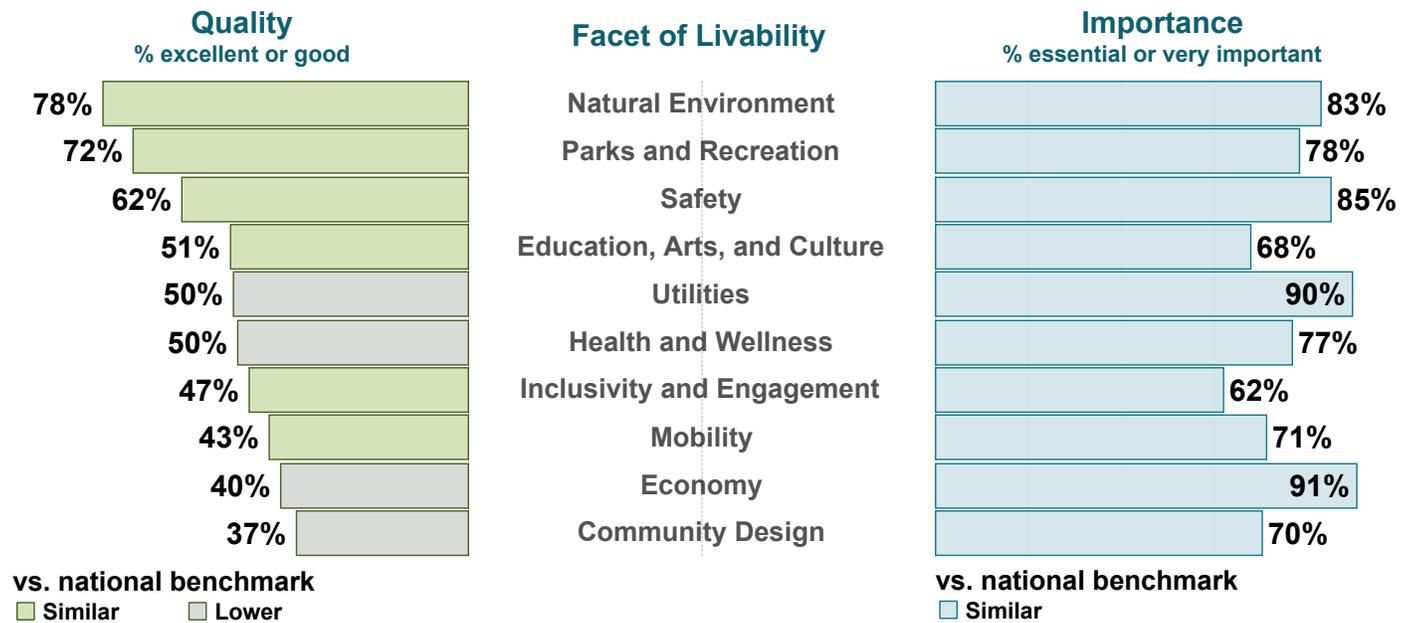
- Most economic ratings for Kitsap County were similar to benchmark comparisons; however, residents identified some concerns with economic development and cost of living measures, with each of the following scoring below national benchmark comparisons:
 - Economic development (32% excellent or good)
 - Availability of affordable quality health care (30%)
 - Availability of affordable quality mental health care (23%)
 - Cost of living in Kitsap County (20%)
 - Availability of affordable quality childcare/preschool (19%)
 - Availability of affordable quality housing (7%)
- Residents rated many aspects of Kitsap County's community design lower than national and custom comparison groups, including:
 - Overall design or layout of Kitsap County's residential and commercial areas (homes, buildings, streets, parks) (37% excellent or good)
 - Well-designed neighborhoods (31%)
 - Overall quality of new development in Kitsap County (29%)
 - Code enforcement (weeds, abandoned buildings, etc.) (27%)
 - Land use, planning, and zoning (23%)
 - Variety of housing options (23%)
 - Well-planned residential growth (23%)
 - Well-planned commercial growth (22%)

Facets of Livability

Every jurisdiction must balance limited resources while meeting resident needs and striving to optimize community livability. To this end, it is helpful to know what aspects of the community are most important to residents and which they perceive as being of higher or lower quality. It is especially helpful to know when a facet of livability is considered of high importance but rated as lower quality, as this should be a top priority to address.

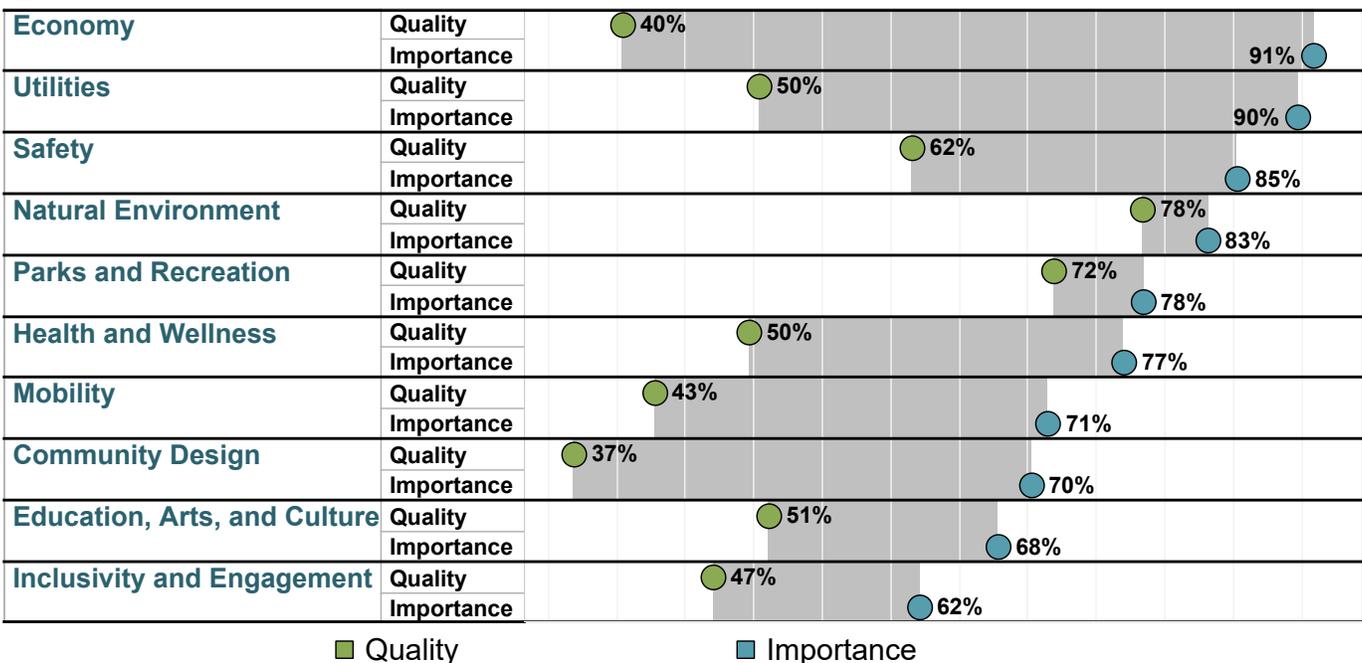
Quality and Importance by the Numbers

The chart below shows the proportion of respondents who provided excellent or good quality ratings for each of the ten facets of community livability (shown in green). Also displayed are the importance ratings for each of the ten facets (percent essential or very important, shown in blue).



Quality/Importance Gap Analysis

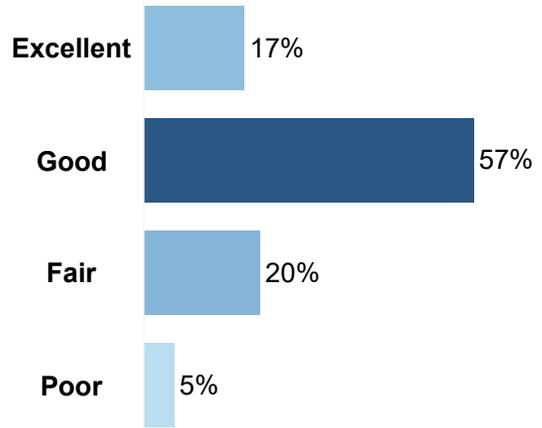
The gap analysis chart below shows the same data as above; however, this chart illustrates the differences in quality and importance ratings for each facet, as well as the absolute ratings for each.



Quality of Life

Measuring community livability starts with assessing the quality of life of those who live there, and ensuring that the community is attractive, accessible, and welcoming to all.

The overall quality of life in Kitsap County, 2025



Please rate each of the following aspects of quality of life in Kitsap County.
(% excellent or good)

		vs. benchmark ⁷	vs. custom benchmark ⁸
Kitsap County as a place to live	75%	Similar	Similar
The overall quality of life in Kitsap County	75%	Similar	Similar

Please indicate how likely or unlikely you are to do each of the following.
(% very or somewhat likely)

Remain in Kitsap County for the next five years	85%	Similar	Similar
Recommend living in Kitsap County to someone who asks	77%	Similar	Similar

Please rate each of the following in the Kitsap County community.
(% excellent or good)

Overall image or reputation of Kitsap County	53%	Lower	Similar

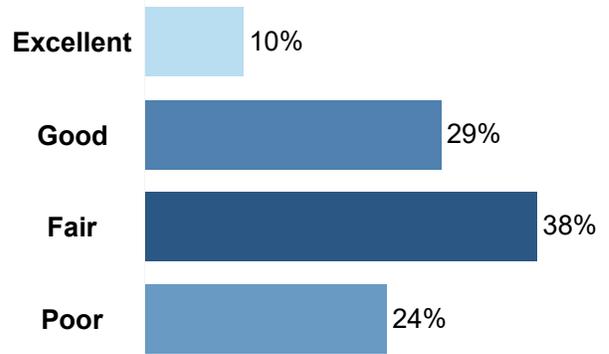
7. Comparison to the national benchmark is shown. If no comparison is available, this is left blank.

8. Comparison to the custom benchmark is shown. A description of the custom benchmark cohort can be found in the About section of the report. If no comparison is available, this is left blank.

Governance

Strong local governments produce results that meet the needs of residents while making the best use of available resources, and are responsive to the present and future needs of the community as a whole.

Overall confidence in Kitsap County government, 2025



Please rate the quality of each of the following services in Kitsap County. (% excellent or good)

Service	Quality Rating	vs. benchmark ⁹	vs. custom benchmark ¹⁰
Overall customer service by Kitsap County employees	70%	Similar	Similar
Public information services	55%	Similar	Similar

Please rate the following categories of Kitsap County government performance. (% excellent or good)

Category	Quality Rating	vs. benchmark ⁹	vs. custom benchmark ¹⁰
Treating residents with respect	58%	Similar	Similar
Treating all residents fairly	50%	Similar	Similar
Being honest	45%	Similar	Similar
Generally acting in the best interest of the community	43%	Similar	Similar
The job Kitsap County government does at welcoming resident involvement	42%	Similar	Similar
Being open and transparent to the public	41%	Similar	Similar
The overall direction that Kitsap County is taking	41%	Similar	Similar
Informing residents about issues facing the community	40%	Similar	Similar
Overall confidence in Kitsap County government	38%	Similar	Similar
The value of services for the taxes paid to Kitsap County	38%	Similar	Similar

Overall, how would you rate the quality of the services provided by each of the following? (% excellent or good)

Entity	Quality Rating	vs. benchmark ⁹	vs. custom benchmark ¹⁰
Kitsap County Government	50%	Lower	Similar
The Federal Government	22%	Lower	Lower

Please indicate whether or not you have done each of the following in the last 12 months.

(% yes)

Contacted Kitsap County (in-person, phone, email, or web) for help or information	40%	Similar	Similar
Watched (online or on television) a local public meeting	24%	Similar	Similar
Attended a local public meeting (of local elected officials like County Commissioners, advisory boards, etc.)	22%	Similar	Similar
Contacted Kitsap County elected officials (in-person, phone, email, or web) to express your opinion	19%	Similar	Similar

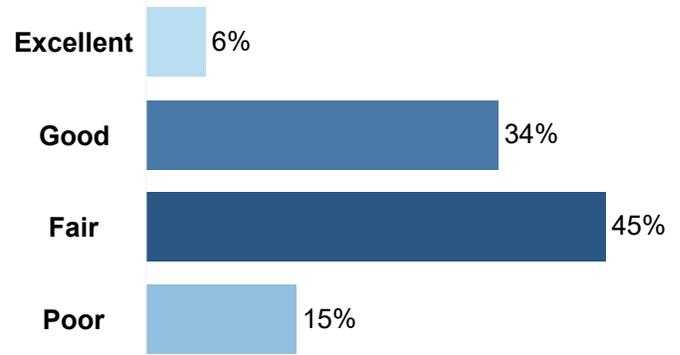
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Overall economic health of Kitsap County, 2025

Economy

Local governments work together with private and nonprofit businesses, and with the community at large, to foster sustainable growth, create jobs, and promote a thriving local economy.



Please rate each of the following aspects of quality of life in Kitsap County. (% excellent or good)

		vs. benchmark ¹¹	vs. custom benchmark ¹²
Kitsap County as a place to visit	68%	Similar	Similar
Kitsap County as a place to work	56%	Similar	Similar

Please rate each of the following characteristics as they relate to Kitsap County as a whole. (% excellent or good)

Overall economic health of Kitsap County	40%	Lower	Lower
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Please rate each of the following in the Kitsap County community. (% excellent or good)

Overall quality of business and service establishments in Kitsap County	64%	Similar	Similar
Variety of business and service establishments in Kitsap County	51%	Similar	Similar
Vibrancy of downtown/commercial area closest to where you live	46%	Similar	Similar
Shopping opportunities	44%	Similar	Similar
Employment opportunities	27%	Similar	Similar
Cost of living in Kitsap County	20%	Lower	Similar

Please rate the quality of each of the following services in Kitsap County.
(% excellent or good)

Economic development

32%

Lower

Lower

What impact, if any, do you think the economy will have on your family income in the next 6 months? Do you think the impact will be:
(% very or somewhat positive)

What impact, if any, do you think the economy will have on your family income in the next 6 months?

12%

Lower

Similar

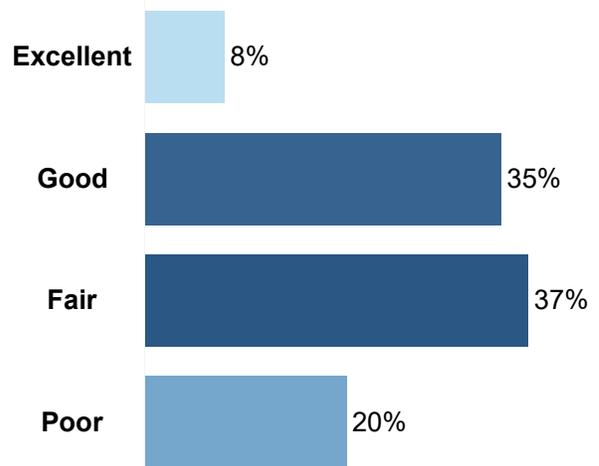
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Mobility

The ease with which residents can move about their communities, whether for commuting, leisure, or recreation, plays a major role in the quality of life for all who live, work, and play in the community.

Overall quality of the transportation system in Kitsap County, 2025



Please rate each of the following characteristics as they relate to Kitsap County as a whole.
(% excellent or good)

		vs. benchmark ¹³	vs. custom benchmark ¹⁴
Overall quality of the transportation system (auto, bicycle, foot, bus) in Kitsap County	43%	Similar	Similar

Please also rate each of the following in the Kitsap County community.
(% excellent or good)

Ease of travel by car in Kitsap County	61%	Similar	Similar
Ease of travel by public transportation in Kitsap County	46%	Similar	Similar
Ease of public parking	36%	Lower	Lower
Traffic flow on major streets	35%	Similar	Similar
Ease of walking in Kitsap County	33%	Much lower	Lower
Ease of travel by bicycle in Kitsap County	27%	Lower	Lower

Please indicate whether or not you have done each of the following in the last 12 months.
 (% yes)

Used bus, rail, ferry, or other public transportation instead of driving	77%	Much higher	Much higher
Carpooled with other adults or children instead of driving alone	63%	Higher	Similar
Walked or biked instead of driving	54%	Similar	Similar

Please rate the quality of each of the following services in Kitsap County.
 (% excellent or good)

Bus or transit services	55%	Higher	Similar
Street cleaning	53%	Similar	Similar
Snow removal	53%	Similar	Similar
Street lighting	49%	Similar	Similar
Traffic enforcement	46%	Similar	Similar
Sidewalk maintenance	46%	Similar	Similar
Traffic signal timing	44%	Similar	Similar
Street repair	39%	Similar	Similar

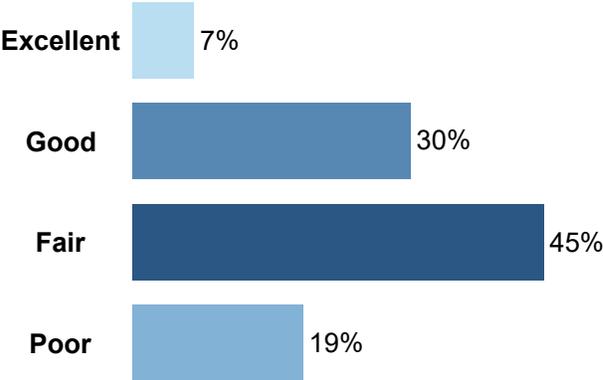
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Overall design or layout of Kitsap County's residential and commercial areas, 2025

Community Design

A well-designed community enhances the quality of life for its residents by encouraging smart land use and zoning, ensuring that affordable housing is accessible to all, and providing access to parks and other green spaces.



Please rate each of the following aspects of quality of life in Kitsap County. (% excellent or good)

		vs. benchmark ¹⁵	vs. custom benchmark ¹⁶
Your neighborhood as a place to live	77%	Similar	Similar

Please rate each of the following characteristics as they relate to Kitsap County as a whole. (% excellent or good)

Overall design or layout of Kitsap County's residential and commercial areas (e.g., homes, buildings, streets, parks, etc.)	37%	Lower	Similar
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Please also rate each of the following in the Kitsap County community. (% excellent or good)

Overall appearance of Kitsap County	54%	Lower	Similar
Preservation of the historical or cultural character of the community	46%	Similar	Similar
Public places where people want to spend time	44%	Similar	Similar
Well-designed neighborhoods	31%	Lower	Lower
Overall quality of new development in Kitsap County	29%	Lower	Lower
Variety of housing options	23%	Lower	Lower
Well-planned residential growth	23%	Lower	Lower
Well-planned commercial growth	22%	Lower	Lower
Availability of affordable quality housing	7%	Lower	Lower

Please rate the quality of each of the following services in Kitsap County.
(% excellent or good)

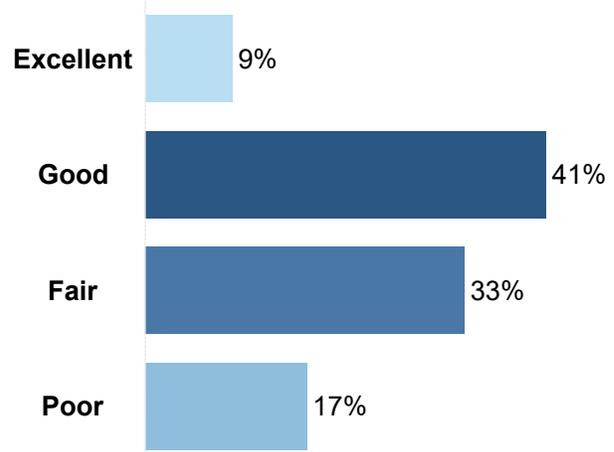
Code enforcement (weeds, abandoned buildings, etc.)	27%	Lower	Lower
Land use, planning, and zoning	23%	Lower	Lower

15. Comparison to the national benchmark is shown. If no comparison is available, this is left blank.
16. Comparison to the custom benchmark is shown. A description of the custom benchmark cohort can be found in the About section of the report. If no comparison is available, this is left blank.

Utilities

Services such as water, gas, electricity, and internet access play a vital role in ensuring the physical and economic health and well-being of the communities they serve.

Overall quality of the utility infrastructure in Kitsap County, 2025



Please rate the quality of each of the following services in Kitsap County.
(% excellent or good)

		vs. benchmark ¹⁷	vs. custom benchmark ¹⁸
Drinking water	72%	Similar	Similar
Sewer services	70%	Similar	Similar
Garbage collection	70%	Similar	Similar
Storm water management (storm drainage, dams, levees, etc.)	68%	Similar	Similar
Affordable high-speed internet access	33%	Lower	Lower

Please rate each of the following characteristics as they relate to Kitsap County as a whole.
(% excellent or good)

Overall quality of the utility infrastructure in Kitsap County (water, sewer, storm water, electric/gas, broadband)	50%	Lower	Lower
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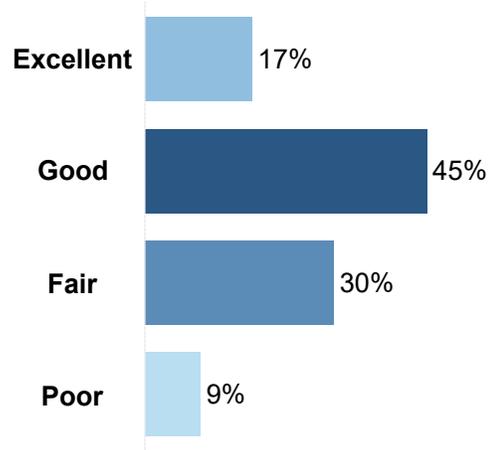
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Safety

Public safety is often the most important task facing local governments. All residents should feel safe and secure in their neighborhoods and in the greater community, and providing robust safety-related services is essential to residents' quality of life.

Overall feeling of safety in Kitsap County, 2025



Please rate each of the following characteristics as they relate to Kitsap County as a whole. (% excellent or good)

		vs. benchmark ¹⁹	vs. custom benchmark ²⁰
Overall feeling of safety in Kitsap County	62%	Similar	Similar
Thinking about where you live, please rate how safe or unsafe you feel: (% very or somewhat safe)			
In your neighborhood during the day	90%	Similar	Similar
In your local downtown/commercial area during the day	82%	Similar	Similar
From violent crime	77%	Similar	Similar
From fire, flood, or other natural disaster	74%	Similar	Similar
From property crime	68%	Similar	Similar

Please rate the quality of each of the following services in Kitsap County.
 (% excellent or good)

Fire services	89%	Similar	Similar
Ambulance or emergency medical services	81%	Similar	Similar
Fire prevention and education	73%	Similar	Similar
Police/Sheriff services	66%	Similar	Similar
Animal control	65%	Similar	Similar
Emergency preparedness (services that prepare the community for natural disasters or other emergency sit..)	57%	Similar	Similar
Crime prevention	49%	Lower	Similar

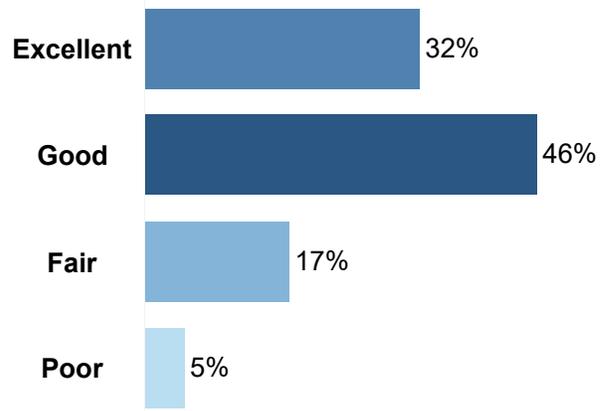
19. Comparison to the national benchmark is shown. If no comparison is available, this is left blank.

20. Comparison to the custom benchmark is shown. A description of the custom benchmark cohort can be found in the About section of the report. If no comparison is available, this is left blank.

Natural Environment

The natural environment plays a vital role in the health and well-being of residents. The natural spaces in which residents live and experience their communities has a direct and profound effect on quality of life.

Overall quality of natural environment in Kitsap County, 2025



Please rate each of the following characteristics as they relate to Kitsap County as a whole. (% excellent or good)

		vs. benchmark ²¹	vs. custom benchmark ²²
Overall quality of natural environment in Kitsap County	78%	Similar	Similar

Please also rate each of the following in the Kitsap County community. (% excellent or good)

Air quality	86%	Similar	Similar
Water resources (beaches, lakes, ponds, riverways, etc.)	68%	Similar	Similar
Cleanliness of Kitsap County	50%	Lower	Lower

Please rate the quality of each of the following services in Kitsap County. (% excellent or good)

Yard waste pick-up	65%	Similar	Similar
Recycling	61%	Similar	Similar
Preservation of natural areas (open space, farmlands, and greenbelts)	57%	Similar	Similar
Kitsap County open space	52%	Similar	Similar

21. Comparison to the national benchmark is shown. If no comparison is available, this is left blank.

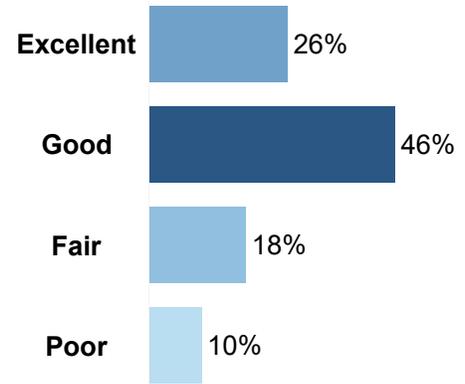
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Parks and Recreation

"There are no communities that pride themselves on their quality of life, promote themselves as a desirable location for businesses to relocate, or maintain that they are environmental stewards of their natural resources, without such communities having a robust, active system of parks and recreation programs for public use and enjoyment."

- National Recreation and Park Association

Overall quality of the parks and recreation opportunities, 2025



Please rate each of the following characteristics as they relate to Kitsap County as a whole.
(% excellent or good)

		vs. benchmark ²³	vs. custom benchmark ²⁴
Overall quality of parks and recreation opportunities	72%	Similar	Similar

Please also rate each of the following in the Kitsap County community.
(% excellent or good)

Recreational opportunities	68%	Similar	Similar
Availability of paths and walking trails	64%	Similar	Similar
Fitness opportunities (including exercise classes and paths or trails, etc.)	64%	Similar	Similar

Please rate the quality of each of the following services in Kitsap County.
(% excellent or good)

County parks	72%	Similar	Similar
Recreation programs or classes	56%	Similar	Similar
Recreation centers or facilities	51%	Lower	Lower

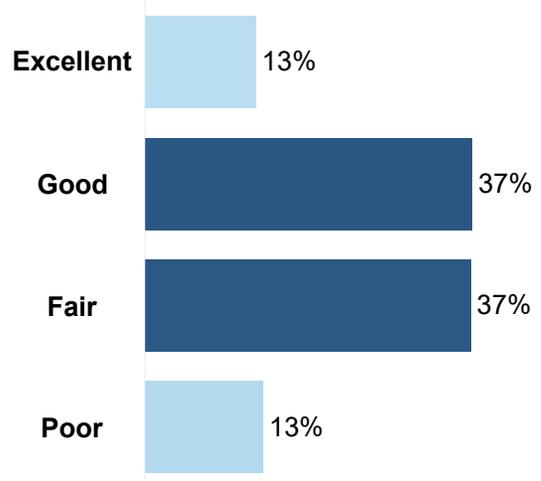
²³ Comparison to the national benchmark is shown. If no comparison is available, this is left blank.

²⁴ Comparison to the custom benchmark is shown. A description of the custom benchmark cohort can be found in the About section of the report. If no comparison is available, this is left blank.

Health and Wellness

The characteristics of and amenities available in the communities in which people live has a direct impact on the health and wellness of residents, and thus, on their quality of life overall.

Overall health and wellness opportunities in Kitsap County, 2025



Please rate each of the following characteristics as they relate to Kitsap County as a whole.
(% excellent or good)

		vs. benchmark ²⁵	vs. custom benchmark ²⁶
Overall health and wellness opportunities in Kitsap County	50%	Lower	Similar

Please also rate each of the following in the Kitsap County community.
(% excellent or good)

Availability of affordable quality food	42%	Similar	Similar
Availability of preventive health services	33%	Lower	Lower
Availability of affordable quality health care	30%	Lower	Lower
Availability of affordable quality mental health care	23%	Lower	Similar

Please rate the quality of each of the following services in Kitsap County.
(% excellent or good)

Health services	46%	Lower	Similar
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Please rate your overall health.
(% excellent or very good)

Please rate your overall health.	64%	Similar	Similar
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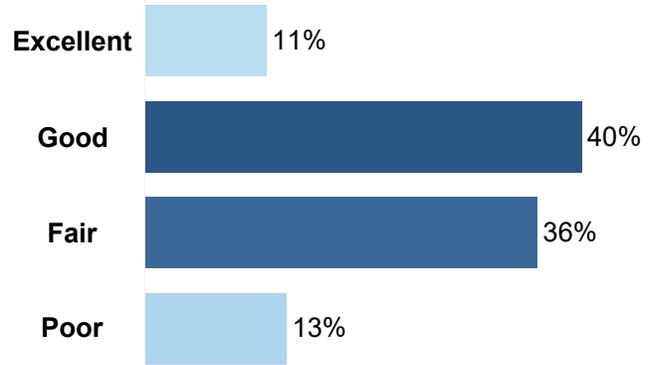
25. Comparison to the national benchmark is shown. If no comparison is available, this is left blank.

26. Comparison to the custom benchmark is shown. A description of the custom benchmark cohort can be found in the About section of the report. If

Education, Arts, and Culture

Participation in the arts, in educational opportunities, and in cultural activities is linked to increased civic engagement, greater social tolerance, and enhanced enjoyment of the local community.

Overall opportunities for education, culture and the arts, 2025



Please rate each of the following characteristics as they relate to Kitsap County as a whole.
(% excellent or good)

		vs. benchmark ²⁷	vs. custom benchmark ²⁸
Overall opportunities for education, culture, and the arts	51%	Similar	Similar

Please also rate each of the following in the Kitsap County community.
(% excellent or good)

Opportunities to attend special events and festivals	61%	Similar	Similar
Community support for the arts	59%	Similar	Similar
K-12 education provided by your school district	53%	Similar	Similar
Opportunities to attend cultural/arts/music activities	51%	Similar	Similar
Adult educational opportunities	43%	Similar	Similar
Availability of affordable quality childcare/preschool	19%	Lower	Lower

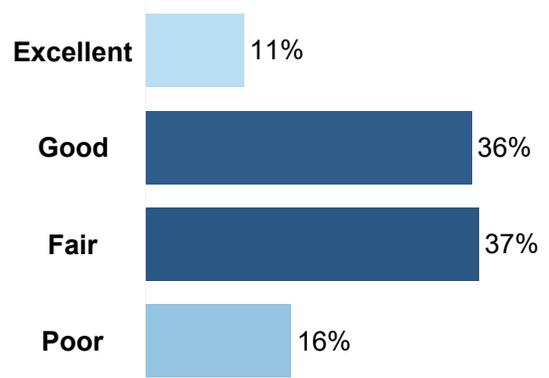
Please rate the quality of each of the following services in Kitsap County.
(% excellent or good)

Public library services	83%	Similar	Similar
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27. Comparison to the national benchmark is shown. If no comparison is available, this is left blank.

28. Comparison to the custom benchmark is shown. A description of the custom benchmark cohort can be found in the About section of the report. If no comparison is available, this is left blank.

Residents' connection and engagement with their community, 2025



Inclusivity and Engagement

Inclusivity refers to a cultural and environmental feeling of belonging; residents who feel invited to participate within their communities feel more included, involved, and engaged than those who do not.

Please rate each of the following aspects of quality of life in Kitsap County. (% excellent or good)

		vs. benchmark ²⁹	vs. custom benchmark ³⁰
Kitsap County as a place to raise children	68%	Similar	Similar
Kitsap County as a place to retire	58%	Similar	Similar
Sense of community	55%	Similar	Similar

Please rate each of the following characteristics as they relate to Kitsap County as a whole. (% excellent or good)

Residents' connection and engagement with their community	47%	Similar	Similar

Please rate the job you feel the Kitsap County community does at each of the following. (% excellent or good)

Making all residents feel welcome	61%	Similar	Similar
Valuing/respecting residents from diverse backgrounds	57%	Similar	Similar
Attracting people from diverse backgrounds	49%	Similar	Similar
Taking care of vulnerable residents (elderly, disabled, homeless, etc.)	37%	Similar	Similar

Please also rate each of the following in the Kitsap County community.
 (% excellent or good)

Opportunities to volunteer	63%	Similar	Similar
Openness and acceptance of the community toward people of diverse backgrounds	56%	Similar	Similar
Opportunities to participate in community matters	54%	Similar	Similar
Opportunities to participate in social events and activities	52%	Similar	Similar
Neighborliness of residents in Kitsap County	51%	Similar	Similar
Sense of civic/community pride	46%	Similar	Similar

Please indicate whether or not you have done each of the following in the last 12 months.
 (% yes)

Volunteered your time to some group/activity in Kitsap County	41%	Similar	Similar
Campaigned or advocated for a local issue, cause, or candidate	27%	Similar	Higher

29. Comparison to the national benchmark is shown. If no comparison is available, this is left blank.

30. Comparison to the custom benchmark is shown. A description of the custom benchmark cohort can be found in the About section of the report. If no comparison is available, this is left blank.

Custom Questions

Below are the complete set of responses to each custom question on the survey. By default, “don’t know” responses are excluded.

Thinking about where you live, please rate how safe or unsafe you feel:	From drug-related crime	Very safe		32%
		Somewhat safe		28%
		Neither safe nor unsafe		13%
		Somewhat unsafe		17%
		Very unsafe		10%
Please rate the quality of each of the following services in Kitsap County.	Aging/senior services	Excellent		12%
		Good		41%
		Fair		30%
		Poor		17%
	Veterans services	Excellent		15%
		Good		27%
		Fair		30%
		Poor		27%
Overall, how would you rate the quality of the services provided by each of the following?	Washington State Government	Excellent		8%
		Good		32%
		Fair		28%
		Poor		33%

Please indicate how much of a source, if at all, you consider each of the following to be for obtaining information about issues, services, and events in Kitsap County.

County website (kitsap.gov)	Major source		58%
	Minor source		29%
	Not a source		13%
Email newsletters	Major source		24%
	Minor source		39%
	Not a source		37%
Text messages/alerts	Major source		39%
	Minor source		32%
	Not a source		29%
Social media (Facebook, X/Twitter, Instagram, NextDoor, BlueSky, Threads, TikTok, YouTube, etc.)	Major source		35%
	Minor source		31%
	Not a source		34%
Local newspapers	Major source		26%
	Minor source		36%
	Not a source		38%
County mailings/postcards/flyers	Major source		41%
	Minor source		44%
	Not a source		15%
Community meetings/public hearings	Major source		28%
	Minor source		36%
	Not a source		36%
County staff/offices (phone, in-person)	Major source		37%
	Minor source		33%
	Not a source		30%

County project signage	Major source		27%
	Minor source		55%
	Not a source		18%
BKAT: public meetings, hearings, Commissioner Corners	Major source		19%
	Minor source		34%
	Not a source		47%
Word of mouth/friends and neighbors	Major source		43%
	Minor source		41%
	Not a source		16%
Local TV/radio news	Major source		33%
	Minor source		34%
	Not a source		33%
When needing to conduct business with the County (paying fees/taxes, permitting work, obtaining records, applying for jobs, getting licenses, filing documents, etc.), do you prefer to use:	Online services		71%
	In-person services		19%
	No preference / don't know		9%
If the County were to consider raising taxes to maintain current service levels, which option would be your preference?	Increase property taxes		42%
	Increase sales taxes		58%

Open-Ended Questions

Kitsap County included two open-ended questions on their survey. The verbatim responses were categorized by topic area and those topics are reported below with the percent of responses given in each category. Because some comments from residents covered more than a single topic, those verbatim responses are grouped by the first topic listed in each comment.

What service or program do you most need that is not currently available or adequate in your community?

Medical Services	18%
Traffic & Mobility (Bike Lanes - Sidewalks - Traffic Enforcement)	14%
Housing, Cost of Living & Homelessness	12%
Public Transportation	10%
Education & Recreation Opportunities	10%
Other	7%
Taxes & Permits	7%
Internet & Cell Service	6%
Senior Services	6%
City Utilities & Recycling	5%
Local Businesses & Services	5%

What do you like best about living in the Kitsap County community?

Natural Beauty & Scenery (water, trees, green spaces)	26%
Small-town / Rural Setting (small-town feel, rural lifestyle, space)	16%
People, Community, & Culture (friendly neighbors, family ties, diversity)	14%
Peace & Safety (peaceful, safe, low traffic)	12%
Access, Services & Infrastructure (shops, schools, ferries, jobs, affordability)	11%
Outdoor Access & Recreation (parks, trails, hiking, boating)	7%
Climate & Environment (weather, clean air, eco-consciousness)	5%
Other	2%

The Kitsap County 2025 Community Survey

An adult (18 or older) in your household should complete the survey. Your responses are confidential and no identifying information will be shared.

1. Please rate each of the following aspects of quality of life in Kitsap County.

	<u>Excellent</u>	<u>Good</u>	<u>Fair</u>	<u>Poor</u>	<u>Don't know</u>
Kitsap County as a place to live.....	1	2	3	4	5
Your neighborhood as a place to live	1	2	3	4	5
Kitsap County as a place to raise children.....	1	2	3	4	5
Kitsap County as a place to work	1	2	3	4	5
Kitsap County as a place to visit.....	1	2	3	4	5
Kitsap County as a place to retire	1	2	3	4	5
The overall quality of life in Kitsap County.....	1	2	3	4	5
Sense of community.....	1	2	3	4	5

2. Please rate each of the following characteristics as they relate to Kitsap County as a whole.

	<u>Excellent</u>	<u>Good</u>	<u>Fair</u>	<u>Poor</u>	<u>Don't know</u>
Overall economic health of Kitsap County	1	2	3	4	5
Overall quality of the transportation system (auto, bicycle, foot, bus) in Kitsap County.....	1	2	3	4	5
Overall design or layout of Kitsap County's residential and commercial areas (e.g., homes, buildings, streets, parks, etc.)	1	2	3	4	5
Overall quality of the utility infrastructure in Kitsap County (water, sewer, storm water, electric/gas, broadband).....	1	2	3	4	5
Overall feeling of safety in Kitsap County.....	1	2	3	4	5
Overall quality of natural environment in Kitsap County	1	2	3	4	5
Overall quality of parks and recreation opportunities.....	1	2	3	4	5
Overall health and wellness opportunities in Kitsap County.....	1	2	3	4	5
Overall opportunities for education, culture, and the arts.....	1	2	3	4	5
Residents' connection and engagement with their community	1	2	3	4	5

3. Please indicate how likely or unlikely you are to do each of the following.

	<u>Very likely</u>	<u>Somewhat likely</u>	<u>Somewhat unlikely</u>	<u>Very unlikely</u>	<u>Don't know</u>
Recommend living in Kitsap County to someone who asks	1	2	3	4	5
Remain in Kitsap County for the next five years	1	2	3	4	5

4. Thinking about where you live, please rate how safe or unsafe you feel:

	<u>Very safe</u>	<u>Somewhat safe</u>	<u>Neither safe nor unsafe</u>	<u>Somewhat unsafe</u>	<u>Very unsafe</u>	<u>Don't know</u>
In your neighborhood during the day.....	1	2	3	4	5	6
In your local downtown/commercial area during the day	1	2	3	4	5	6
From property crime.....	1	2	3	4	5	6
From violent crime.....	1	2	3	4	5	6
From drug-related crime	1	2	3	4	5	6
From fire, flood, or other natural disaster	1	2	3	4	5	6

5. Please rate the job you feel the Kitsap County community does at each of the following.

	<u>Excellent</u>	<u>Good</u>	<u>Fair</u>	<u>Poor</u>	<u>Don't know</u>
Making all residents feel welcome	1	2	3	4	5
Attracting people from diverse backgrounds.....	1	2	3	4	5
Valuing/respecting residents from diverse backgrounds.....	1	2	3	4	5
Taking care of vulnerable residents (elderly, disabled, homeless, etc.).....	1	2	3	4	5

6. Please rate each of the following in Kitsap County.

	<u>Excellent</u>	<u>Good</u>	<u>Fair</u>	<u>Poor</u>	<u>Don't know</u>
Overall quality of business and service establishments in Kitsap County	1	2	3	4	5
Variety of business and service establishments in Kitsap County.....	1	2	3	4	5
Vibrancy of downtown/commercial area closest to where you live	1	2	3	4	5
Employment opportunities	1	2	3	4	5
Shopping opportunities.....	1	2	3	4	5
Cost of living in Kitsap County	1	2	3	4	5
Overall image or reputation of Kitsap County.....	1	2	3	4	5

7. Please also rate each of the following in Kitsap County.

	<u>Excellent</u>	<u>Good</u>	<u>Fair</u>	<u>Poor</u>	<u>Don't know</u>
Traffic flow on major streets.....	1	2	3	4	5
Ease of public parking.....	1	2	3	4	5
Ease of travel by car in Kitsap County	1	2	3	4	5
Ease of travel by public transportation in Kitsap County.....	1	2	3	4	5
Ease of travel by bicycle in Kitsap County.....	1	2	3	4	5
Ease of walking in Kitsap County.....	1	2	3	4	5
Well-planned residential growth.....	1	2	3	4	5
Well-planned commercial growth.....	1	2	3	4	5
Well-designed neighborhoods	1	2	3	4	5
Preservation of the historical or cultural character of the community.....	1	2	3	4	5
Public places where people want to spend time	1	2	3	4	5
Variety of housing options.....	1	2	3	4	5
Availability of affordable quality housing.....	1	2	3	4	5
Overall quality of new development in Kitsap County	1	2	3	4	5
Overall appearance of Kitsap County.....	1	2	3	4	5
Cleanliness of Kitsap County.....	1	2	3	4	5
Water resources (beaches, lakes, ponds, riverways, etc.)	1	2	3	4	5
Air quality.....	1	2	3	4	5
Availability of paths and walking trails.....	1	2	3	4	5
Fitness opportunities (including exercise classes and paths or trails, etc.) ...	1	2	3	4	5
Recreational opportunities.....	1	2	3	4	5
Availability of affordable quality food	1	2	3	4	5
Availability of affordable quality health care.....	1	2	3	4	5
Availability of preventive health services	1	2	3	4	5
Availability of affordable quality mental health care	1	2	3	4	5
Opportunities to attend cultural/arts/music activities	1	2	3	4	5
Community support for the arts.....	1	2	3	4	5
Availability of affordable quality childcare/preschool.....	1	2	3	4	5
K-12 education provided by your school district.....	1	2	3	4	5
Adult educational opportunities	1	2	3	4	5
Sense of civic/community pride.....	1	2	3	4	5
Neighborliness of residents in Kitsap County	1	2	3	4	5
Opportunities to participate in social events and activities	1	2	3	4	5
Opportunities to attend special events and festivals.....	1	2	3	4	5
Opportunities to volunteer.....	1	2	3	4	5
Opportunities to participate in community matters	1	2	3	4	5
Openness and acceptance of the community toward people of diverse backgrounds.....	1	2	3	4	5

8. Please indicate whether or not you have done each of the following in the last 12 months.

	<u>No</u>	<u>Yes</u>
Contacted Kitsap County (in-person, phone, email, or web) for help or information.....	1	2
Contacted Kitsap County elected officials (in-person, phone, email, or web) to express your opinion.....	1	2
Attended a local public meeting (of local elected officials like County Commissioners, advisory boards, town halls, HOA, neighborhood watch, etc.)	1	2
Watched (online or on television) a local public meeting.....	1	2
Volunteered your time to some group/activity in Kitsap County.....	1	2
Campaigned or advocated for a local issue, cause, or candidate.....	1	2
Voted in your most recent local election	1	2
Used bus, rail, ferry, or other public transportation instead of driving	1	2
Carpooled with other adults or children instead of driving alone.....	1	2
Walked or biked instead of driving.....	1	2

The Kitsap County 2025 Community Survey

9. Please rate the quality of each of the following services in Kitsap County.

	<u>Excellent</u>	<u>Good</u>	<u>Fair</u>	<u>Poor</u>	<u>Don't know</u>
Public information services.....	1	2	3	4	5
Economic development.....	1	2	3	4	5
Traffic enforcement.....	1	2	3	4	5
Traffic signal timing.....	1	2	3	4	5
Street repair.....	1	2	3	4	5
Street cleaning.....	1	2	3	4	5
Street lighting.....	1	2	3	4	5
Snow removal.....	1	2	3	4	5
Sidewalk maintenance.....	1	2	3	4	5
Bus or transit services.....	1	2	3	4	5
Land use, planning, and zoning.....	1	2	3	4	5
Code enforcement (weeds, abandoned buildings, etc.).....	1	2	3	4	5
Affordable high-speed internet access.....	1	2	3	4	5
Garbage collection.....	1	2	3	4	5
Drinking water.....	1	2	3	4	5
Sewer services.....	1	2	3	4	5
Storm water management (storm drainage, dams, levees, etc.).....	1	2	3	4	5
Police/Sheriff services.....	1	2	3	4	5
Crime prevention.....	1	2	3	4	5
Animal control.....	1	2	3	4	5
Ambulance or emergency medical services.....	1	2	3	4	5
Fire services.....	1	2	3	4	5
Fire prevention and education.....	1	2	3	4	5
Emergency preparedness (services that prepare the community for natural disasters or other emergency situations).....	1	2	3	4	5
Preservation of natural areas (open space, farmlands, and greenbelts).....	1	2	3	4	5
Kitsap County open space.....	1	2	3	4	5
Recycling.....	1	2	3	4	5
Yard waste pick-up.....	1	2	3	4	5
County parks.....	1	2	3	4	5
Recreation programs or classes.....	1	2	3	4	5
Recreation centers or facilities.....	1	2	3	4	5
Health services.....	1	2	3	4	5
Public library services.....	1	2	3	4	5
Aging/senior services.....	1	2	3	4	5
Veterans services.....	1	2	3	4	5
Homeless response.....	1	2	3	4	5
Overall customer service by Kitsap County employees.....	1	2	3	4	5

10. Please rate the following categories of Kitsap County government performance.

	<u>Excellent</u>	<u>Good</u>	<u>Fair</u>	<u>Poor</u>	<u>Don't know</u>
The value of services for the taxes paid to Kitsap County.....	1	2	3	4	5
The overall direction that Kitsap County is taking.....	1	2	3	4	5
The job Kitsap County government does at welcoming resident involvement.....	1	2	3	4	5
Overall confidence in Kitsap County government.....	1	2	3	4	5
Generally acting in the best interest of the community.....	1	2	3	4	5
Being honest.....	1	2	3	4	5
Being open and transparent to the public.....	1	2	3	4	5
Informing residents about issues facing the community.....	1	2	3	4	5
Treating all residents fairly.....	1	2	3	4	5
Treating residents with respect.....	1	2	3	4	5

11. Overall, how would you rate the quality of the services provided by each of the following?

	<u>Excellent</u>	<u>Good</u>	<u>Fair</u>	<u>Poor</u>	<u>Don't know</u>
Kitsap County Government.....	1	2	3	4	5
Washington State Government.....	1	2	3	4	5
The Federal Government.....	1	2	3	4	5

12. Please rate how important, if at all, you think it is for the Kitsap County community to focus on each of the following in the coming two years.

	<u>Essential</u>	<u>Very important</u>	<u>Somewhat important</u>	<u>Not at all important</u>
Overall economic health of Kitsap County.....	1	2	3	4
Overall quality of the transportation system (auto, bicycle, foot, bus) in Kitsap County.....	1	2	3	4
Overall design or layout of Kitsap County’s residential and commercial areas (e.g., homes, buildings, streets, parks, etc.)	1	2	3	4
Overall quality of the utility infrastructure in Kitsap County (water, sewer, storm water, electric/gas, broadband)	1	2	3	4
Overall feeling of safety in Kitsap County.....	1	2	3	4
Overall quality of natural environment in Kitsap County	1	2	3	4
Overall quality of parks and recreation opportunities	1	2	3	4
Overall health and wellness opportunities in Kitsap County.....	1	2	3	4
Overall opportunities for education, culture, and the arts.....	1	2	3	4
Residents’ connection and engagement with their community	1	2	3	4

13. Please indicate how much of a source, if at all, you consider each of the following to be for obtaining information about issues, services, and events in Kitsap County.

	<u>Major source</u>	<u>Minor source</u>	<u>Not a source</u>
County website (kitsap.gov).....	1	2	3
Email newsletters	1	2	3
Text messages/alerts	1	2	3
Social media (Facebook, X/Twitter, Instagram, NextDoor, BlueSky, Threads, TikTok, YouTube, etc.).....	1	2	3
Local newspapers	1	2	3
County mailings/postcards/flyers	1	2	3
Community meetings/public hearings	1	2	3
County staff/offices (phone, in-person).....	1	2	3
County project signage	1	2	3
BKAT: public meetings, hearings, Commissioners Corners.....	1	2	3
Word of mouth/friends and neighbors	1	2	3
Local TV/radio news	1	2	3

14. When needing to conduct business with the County (paying fees/taxes, permitting work, obtaining records, applying for jobs, getting licenses, filing documents, etc.), do you prefer to use:

- Online services
- In-person services
- No preference / don’t know

15. Kitsap County faces a projected \$8 million budget shortfall for fiscal year 2026, with similar challenges expected in future years. This structural deficit stems from ongoing operational constraints that temporary funding cannot resolve. The County remains committed to prioritizing core functions and essential services that our residents expect.

Given this information, if the County were to consider raising taxes to maintain current service levels, which option would be your preference?

- Increase property taxes
- Increase sales taxes

16. What do you like best about living in the Kitsap County community?

17. What service or program do you most need that is not currently available or adequate in your community?

The Kitsap County 2025 Community Survey

Our last questions are about you and your household.

Again, all of your responses to this survey are confidential and no identifying information will be shared.

D1. In general, how many times do you:	Several times a day	Once a day	A few times a week	Every few weeks	Less often or never	Don't know
Access the internet from your home using a computer, laptop, or tablet computer	1	2	3	4	5	6
Access the internet from your cell phone.....	1	2	3	4	5	6
Visit social media sites such as Facebook, X (formerly Twitter), Nextdoor, etc.	1	2	3	4	5	6
Use or check email.....	1	2	3	4	5	6
Share your opinions online.....	1	2	3	4	5	6
Shop online.....	1	2	3	4	5	6

D2. Please rate your overall health.

- Excellent
 Very good
 Good
 Fair
 Poor

D3. What impact, if any, do you think the economy will have on your family income in the next 6 months?

- Very positive
 Somewhat positive
 Neutral
 Somewhat negative
 Very negative

D4. How many years have you lived in Kitsap County?

- Less than 2 years
 2-5 years
 6-10 years
 11-20 years
 More than 20 years

D5. Which best describes the building you live in?

- Single-family detached home
 Townhouse or duplex (may share walls but no units above or below you)
 Condominium or apartment (have units above or below you)
 Mobile home
 Other

D6. Do you rent or own your home?

- Rent
 Own

D7. About how much is your monthly housing cost for the place you live (including rent, mortgage payment, property tax, property insurance, and homeowners' association (HOA) fees)?

- Less than \$300 \$2,500 to \$3,999
 \$300 to \$599 \$4,000 to \$6,999
 \$600 to \$999 \$7,000 to \$9,999
 \$1,000 to \$1,499 \$10,000 or more
 \$1,500 to \$2,499

D8. Do any children 17 or under live in your household?

- No Yes

D9. Are you or any other members of your household aged 65 or older?

- No Yes

D10. How much do you anticipate your household's total income before taxes will be for the current year? (Please include in your total income money from all sources for all persons living in your household.)

- Less than \$25,000 \$100,000 to \$149,999
 \$25,000 to \$49,999 \$150,000 to \$199,999
 \$50,000 to \$74,999 \$200,000 to \$299,999
 \$75,000 to \$99,999 \$300,000 or more

D11. Are you of Hispanic, Latino/a/x, or Spanish origin?

- No Yes

D12. What is your race? (Mark one or more races to indicate what race you consider yourself to be.)

- American Indian or Alaskan Native
 Asian
 Black or African American
 Native Hawaiian or Other Pacific Islander
 White
 A race not listed

D13. In which category is your age?

- 18-24 years 55-64 years
 25-34 years 65-74 years
 35-44 years 75 years or older
 45-54 years

D14. What is your gender?

- Woman
 Man
 Identify in another way → go to D14a

D14a. If you identify in another way, how would you describe your gender?

- Transgender man Transgender woman
 Non-binary Two-spirit
 Genderqueer/gender fluid
 Agender/I don't identify with any gender
 Identify in another way

D15. Where do you live in Kitsap County?

- Cities of Bainbridge Island, Bremerton, Poulsbo, or Port Orchard
 Another community or unincorporated area

Thank you! Please return the completed survey in the postage-paid envelope to:
National Research Center, Inc., PO Box 14050, Houston, TX 77221-9904