



KOMO-S360: 2023 PULSE OF SEATTLE TOPLINES

[PHONE] Hello, may I please speak with (NAME ON LIST)? My name is _____ from Washington Opinion Surveys, a public opinion polling firm. We are conducting a survey about some issues that people have been talking about lately. We're not selling anything, and I will not ask for a donation at any time. The survey will take only a few minutes. All responses will be anonymous and used only for research purposes. This call may be monitored for quality assurance.

[WEB/TEXT]¹ Washington Opinion Surveys is conducting a scientific research study of Seattle residents. All responses are confidential and for research purposes only. We are NOT selling anything, and we will NOT ask you for money. To participate, please click the link: <survey link>. **[TEXT ONLY]** If you do not wish to be re-contacted, please reply STOP.

SCREENING

These first few questions are just to make sure we are surveying a representative sample of the entire community.

1. Which of the following best describes your age?

18-34	33%
35-49	29
50-64	20
65+	18
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Younger than 18	TERMINATE
Prefer not to answer.....	TERMINATE

2. Are you registered to vote at your current address in Seattle?

Yes	100%
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No.....	TERMINATE

3. How would you describe your gender?

Man	50%
Woman.....	49
Another identity.....	*
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Prefer not to answer.....	*

4. Which of the following best describes your race?

White or Caucasian.....	69%
Asian or Pacific Islander.....	10
Mixed race or multi-racial.....	6
Hispanic or Latino	6
Black or African American.....	5
Native American or Alaska Native.....	1
Something else	2
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Prefer not to answer.....	1

Region

North Seattle.....	43%
Central / Downtown.....	28
West Seattle	15
South Seattle.....	14

¹ For clarity, only the phone version of the question language is displayed in the topline data.



LANDSCAPE

5. In general, would you say that things in the city of Seattle are heading in the right direction or are things off on the wrong track?

		<u>2022</u>	<u>2021</u>
RIGHT DIRECTION	31%	40%	32%
WRONG TRACK	55%	47%	62%
Right direction.....	4%	12%	10%
Mixed opinions, lean right direction.....	27	28	21
Mixed opinions, lean wrong track.....	23	17	18
Wrong track.....	31	30	44
Mixed opinions, no lean.....	12	10	5
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DK/NA/REFUSED.....	2	3	1

6. Now thinking specifically about the overall economy, how would you rate the condition of the economy in Seattle? Would you say it is in...
(ROTATE BOTTOM TO TOP)

		<u>2022</u>	<u>2021</u>
GOOD SHAPE	40%	53%	50%
BAD SHAPE	39%	25%	31%
Very good shape.....	6%	8%	7%
Good shape.....	34	44	43
Bad shape.....	28	17	23
Very bad shape.....	11	9	7
Neither / average.....	15	14	14
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DK/NA/REFUSED.....	6	8	5

Now, I'm going to read you a list of some public figures and other things you may have heard of, and I'd like you to tell me whether you have a very favorable, somewhat favorable, somewhat unfavorable, or very unfavorable opinion of each one.

	RANDOMIZE	FAV	UNFAV	Very Fav	SW Fav	SW Unfav	Very Unfav	No Opin	Don't Recog	DK/ REF
7.	The expansion of light rail	84%	14%	63%	21%	6%	8%	1%	1%	*%
8.	The Seattle Kraken	68%	6%	36	32	3	3	25	1	1
9.	A potential new NBA basketball team in Seattle	61%	15%	39	23	6	9	22	1	1
10.	Pickleball	44%	11%	20	24	5	6	40	3	1
11.	Bruce Harrell	41%	35%	10	31	20	14	7	13	4
	<u>2022</u>	44%	27%	12	33	14	13	10	14	5
	<u>2021</u>	39%	20%	9	30	9	10	18	20	3
12.	The Seattle Police Department	33%	64%	10	23	28	36	3	-	1
	<u>2022</u>	45%	43%	12	34	19	23	8	*	4
13.	The Seattle City Council	20%	70%	1	19	32	38	7	1	3
	<u>2022</u>	28%	57%	3	24	24	34	10	1	3
	<u>2021</u>	28%	57%	4	25	20	36	14	-	1



ELECTION AND MAYOR

14. How closely are you following the election for City Council in your district? **(PINWHEEL ROTATE)**

CLOSELY	64%
NOT CLOSELY	35%
Very closely	32%
Somewhat closely.....	33
Not too closely	22
Not following it at all.....	13
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DK/NA/REFUSED.....	*

15. Who would you say makes a bigger impact on the direction of Seattle: **(ROTATE)** <the Mayor>, or <the City Council>?

MAYOR	25%
CITY COUNCIL	61%
Mayor – much bigger	7%
Mayor – somewhat bigger.....	18
City Council – somewhat bigger.....	45
City Council – much bigger	17
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DK/NA/REFUSED.....	14

16. Overall, do you approve or disapprove of the job Bruce Harrell is doing as Mayor of Seattle? **(PINWHEEL ROTATE)**

APPROVE	47%	<u>2022</u> 49%
DISAPPROVE	35%	31%
Strongly approve	12%	13%
Somewhat approve.....	35	36
Somewhat disapprove	18	16
Strongly disapprove	17	15
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DK/NA/REFUSED.....	18	20

Next I'd like to read you a list of some issues facing Seattle. Please tell me whether you approve or disapprove of the way Bruce Harrell is handling each of these issues.

	RANDOMIZE	APPROVE	DISAPPROVE	Approve, Strongly	Approve, Somewhat	Disapprove, Somewhat	Disapprove, Strongly	DK/ REF
17.	Revitalizing downtown Seattle	48%	40%	15%	33%	23%	17%	12%
18.	The economy and jobs	43%	34%	8	36	21	13	23
	<u>2022</u>	38%	25%	5	33	16	10	36
19.	Crime and public safety	29%	61%	7	22	24	37	9
	<u>2022</u>	36%	50%	6	30	26	23	14
20.	Homelessness	28%	63%	6	22	22	41	9
	<u>2022</u>	31%	58%	6	25	23	36	10



SEATTLE EXPERIENCE

21. Now, here are a few questions about your feelings about living in Seattle generally.

Do you agree or disagree with the following statement: *I am proud to live in Seattle.*

AGREE	70%
DISAGREE	28%
Strongly agree	38%
Somewhat agree.....	32
Somewhat disagree	15
Strongly disagree.....	13
--	
DK/NA/REFUSED.....	2

22. Would you say Seattle is a better or worse place to live than other major American cities, or is it about the same?

BETTER	51%
WORSE	28%
Much better.....	22%
Somewhat better.....	29
About the same.....	16
Somewhat worse	17
Much worse	11
--	
DK/NA/REFUSED.....	4

Would you say each of the following aspects of living in Seattle are better, worse, or about the same as in other major American cities?

	RANDOMIZE	BETTER	WORSE	Much better	SW better	About same	SW worse	Much worse	DK/ REF
23.	Parks and access to nature and recreation like hiking and camping	80%	6%	59%	22%	12%	3%	3%	2%
24.	Civic events like music concerts and festivals	56%	12%	20	36	29	8	3	3
25.	Restaurants and food	55%	15%	19	36	29	13	2	1
26.	Public transportation	41%	35%	10	30	22	23	12	2
27.	Schools and education	34%	29%	6	28	24	16	13	13
28.	Crime and drug use	7%	66%	1	6	25	29	37	3
29.	The availability and affordability of housing	5%	82%	1	4	12	32	49	2
30.	Homelessness	2%	82%	-	2	14	30	52	2



DOWNTOWN REVITALIZATION

Next I'd like to read you a list of some things that have been suggested to encourage a revitalized downtown Seattle. Please indicate if you would favor or oppose each.

	RANDOMIZE	FAVOR	OPPOSE	Strongly Favor	Somewhat Favor	Somewhat Oppose	Strongly Oppose	DK/REF
31.	Converting unused office space into apartments	81%	11%	50%	30%	6%	5%	8%
32.	Putting more resources into overdose recovery centers	77%	16%	50	27	6	10	7
33.	Putting more resources into cracking down on individuals distributing illegal drugs	74%	22%	62	12	11	11	4
34.	Removing encampments	70%	26%	54	16	10	16	4
35.	Improving pedestrian and bicyclist safety, like building more bike lanes	66%	29%	41	25	15	14	6
36.	Encouraging cruise ships and tourism	62%	27%	30	33	16	11	11
37.	Downtown employers requiring employees to come back to the office	37%	53%	18	20	22	31	10

38. How much trust do you have in Seattle police and law enforcement? (PINWHEEL ROTATE)

GREAT DEAL / FAIR AMOUNT	39%
LITTLE / NONE	60%
A great deal	12%
A fair amount	27
Only a little.....	34
None.....	26
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DK/NA/REFUSED.....	1

39. In your opinion, should the policies to address homelessness in Seattle (ROTATE FIRST TWO) <be tougher on the unhoused population>, <be more sympathetic to the unhoused population>, or are the current policies the right approach?

Policies should be tougher	49%	<u>2022</u> 46%	<u>2021</u> 47%
Policies should be more sympathetic	37	36	38
Right approach	4	9	6
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DK/NA/REFUSED.....	10	9	8

DEMOGRAPHICS

I have just a few questions left for statistical purposes.

40. What is the highest level of education you have fully completed?

Less than high school / high school or GED	6%
Some college or associates degree	24
Bachelor's degree.....	40
Postgraduate or advanced degree	30
--	
Prefer not to answer.....	*



41. Thinking in political terms, would you say that you are **(PINWHEEL ROTATE)** Conservative, Moderate, Liberal, or Socialist?

LIBERAL	49%
CONSERVATIVE	11%
Socialist.....	13%
Very liberal.....	23
Somewhat liberal.....	26
Moderate.....	23
Somewhat conservative.....	8
Very conservative.....	3
--	
Prefer not to answer.....	3

42. Which of the following best describes your own personal financial situation? **(PINWHEEL ROTATE)**

I can live comfortably while also saving an adequate amount for the future.....	47%
I can get by every month but I struggle to save money or pay for unexpected expenses.....	42
I find it difficult to make ends meet every month.....	8
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Prefer not to answer.....	3

43. For how long have you lived in Seattle?

Under 5 years.....	12%
5 to 10 years.....	16
11 to 20 years.....	19
More than 20 years but not born and raised.....	28
Born and raised in Seattle.....	25
--	
Prefer not to answer.....	*

44. Do you rent or own your home?

Rent.....	44%
Own.....	52
--	
Prefer not to answer.....	3

45. If you are employed, do you...

Primarily work remotely.....	26%
Primarily work at a location in or near downtown (between SoDo and Queen Anne).....	21
Primarily work at a location elsewhere in Seattle.....	18
Primarily work at a location outside the city of Seattle.....	13
I am not currently employed.....	21
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Prefer not to answer.....	2

46. Who did you vote for in the 2021 general election for Mayor of Seattle? If you did you not vote in this election, please indicate that.

Bruce Harrell.....	42%
Lorena Gonzalez.....	25
Another candidate.....	3
I did not vote in this election.....	22
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Prefer not to answer.....	8

That completes our survey. Thank you VERY MUCH for your time.