



THE INDEX VII

Fall 2024



seattle metropolitan chamber of commerce





Methodology



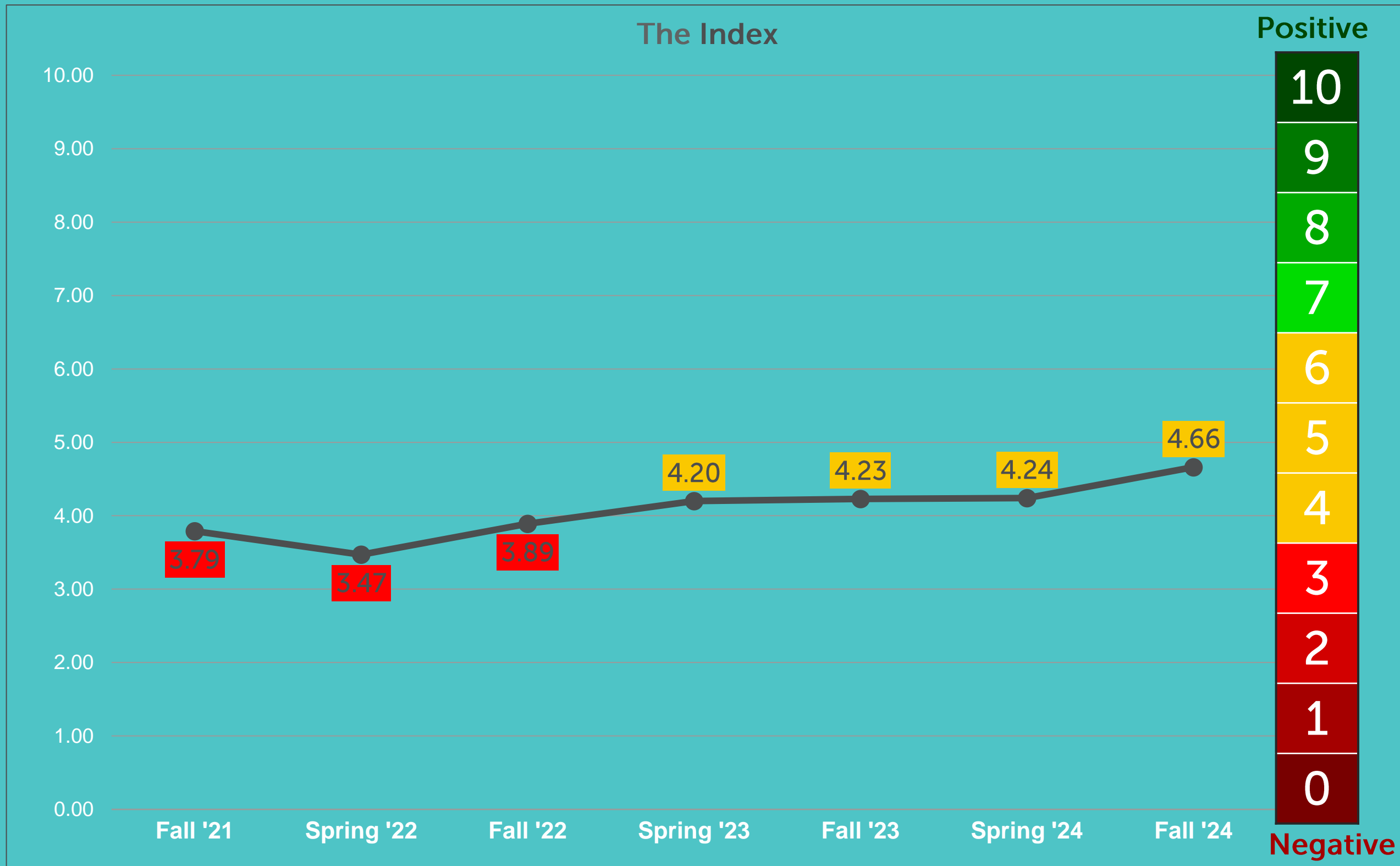
- Mixed-mode (live phone, email-to-web, and text-to-web) survey of Registered Voters in the City of Seattle
 - Six-in-10 Seattle voters identify as Democrats, making them the primary driver of overall opinion on all survey questions.
 - The Registered Voter universe is younger, more progressive, more likely to be renters, more likely to be new to the city, and more likely to be people of color.
- Conducted September 5 – 15, 2024
- 700 completed interviews; effective margin of error: ± 3.9 points
- Data weighted by key demographic variables to accurately reflect the Registered Voter population
- Where available, results are compared to the survey of Seattle Registered Voters, conducted Spring 2024

Quality of Life





Quality of Life: The Index



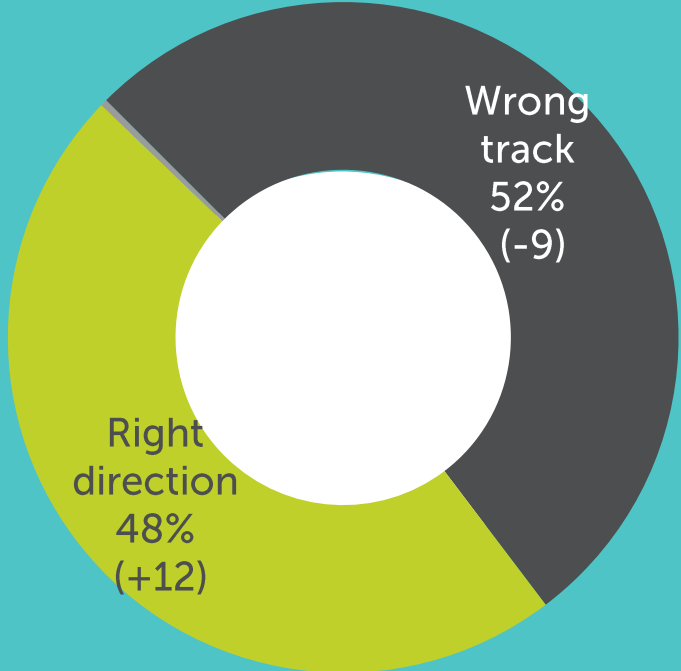
- The Index aggregates the following quality of life survey questions:
 - Right Direction/Wrong Track
 - Quality of life getting better, worse, or remaining the same*
 - Actively considered leaving Seattle
 - Optimism about the region's future
 - Perception of safety
 - Concern about Downtown's future
 - Likelihood to visit Downtown for activities other than work
- The Index does not include measures of local government or elected leaders.
- The Index saw its largest positive gain since September of 2022 increasing almost half a point to 4.66.

*Asked as Do you think the overall quality of life in Seattle is better, the same, or worse than it was 4 years ago? in previous surveys.

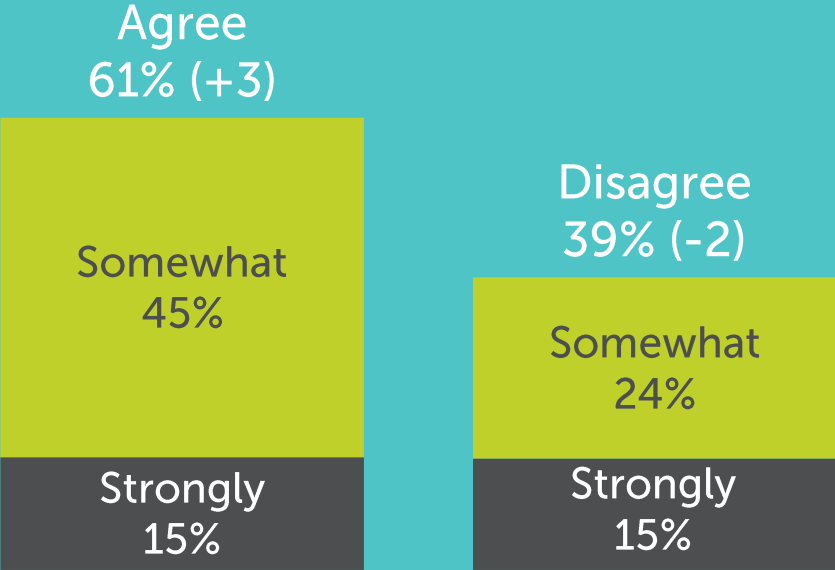


Quality of Life: The Details

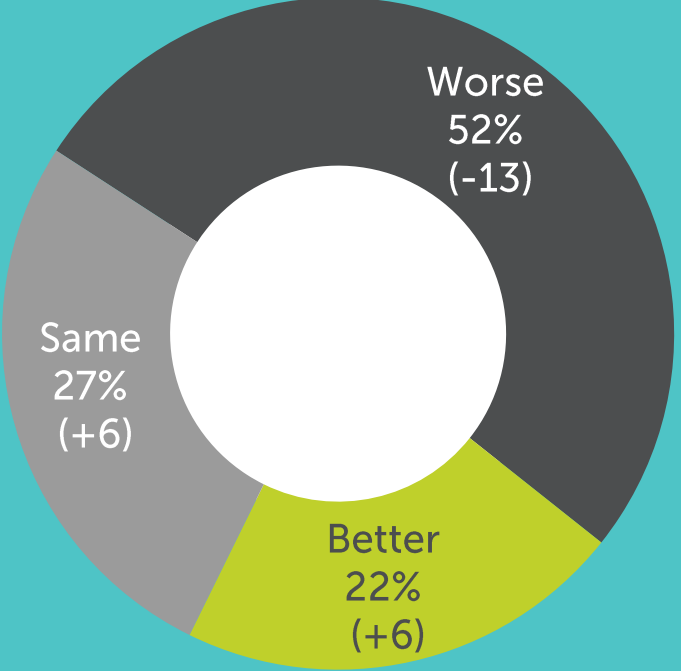
Do you feel that things in the city of Seattle are generally going in the right direction, or do you feel things have gotten pretty seriously off on the wrong track?



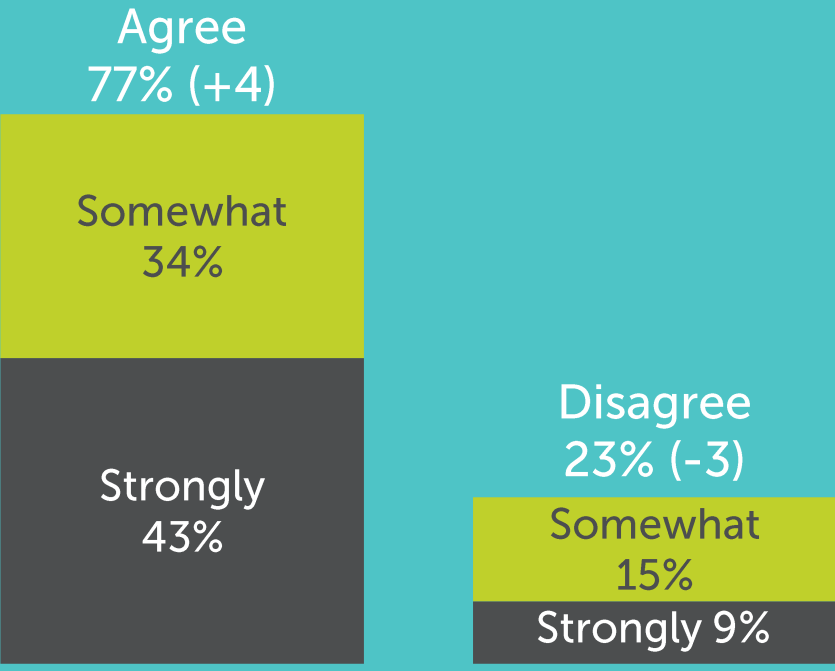
I'm optimistic about the future of this region.



Do you think the overall quality of life in Seattle is getting better, is the same, or is getting worse?*



I'm proud to call myself a Seattleite.



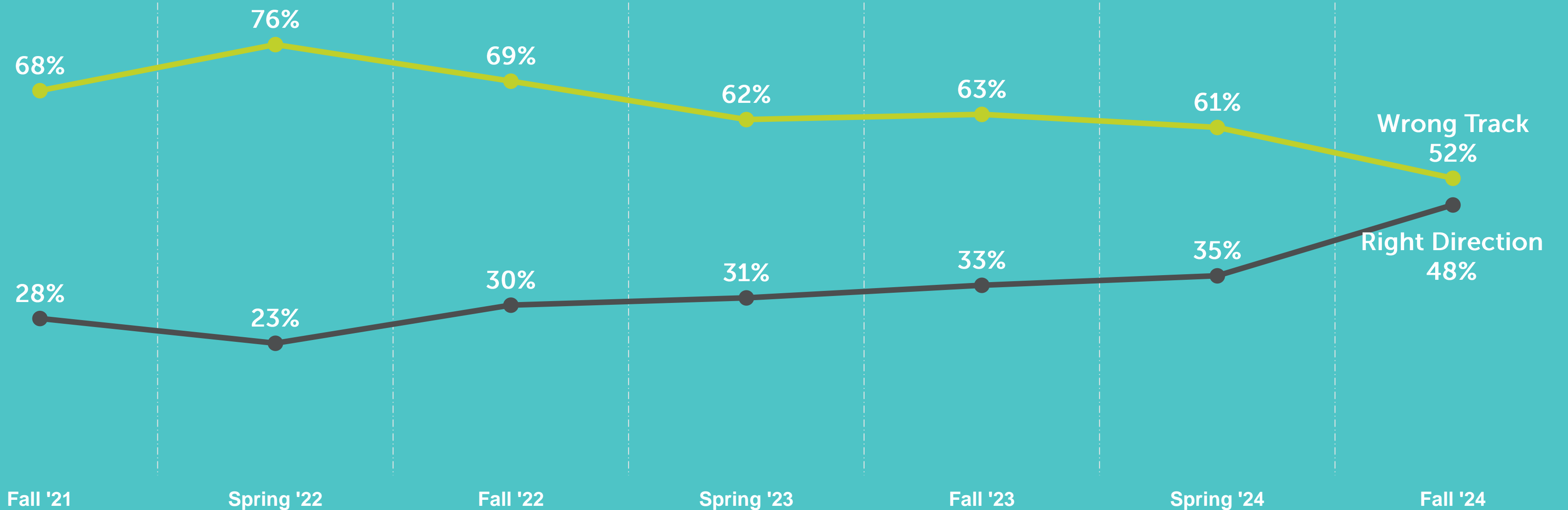
Optimism (right direction) is up 12 points and attitudes about quality of life are 13 points stronger. A majority continue to be optimistic about the future of the region and more than three-quarters are proud to call themselves a Seattleite.

*Previously asked as Do you think the overall quality of life in Seattle is better, the same, or worse than it was 4 years ago?



Optimism Trend

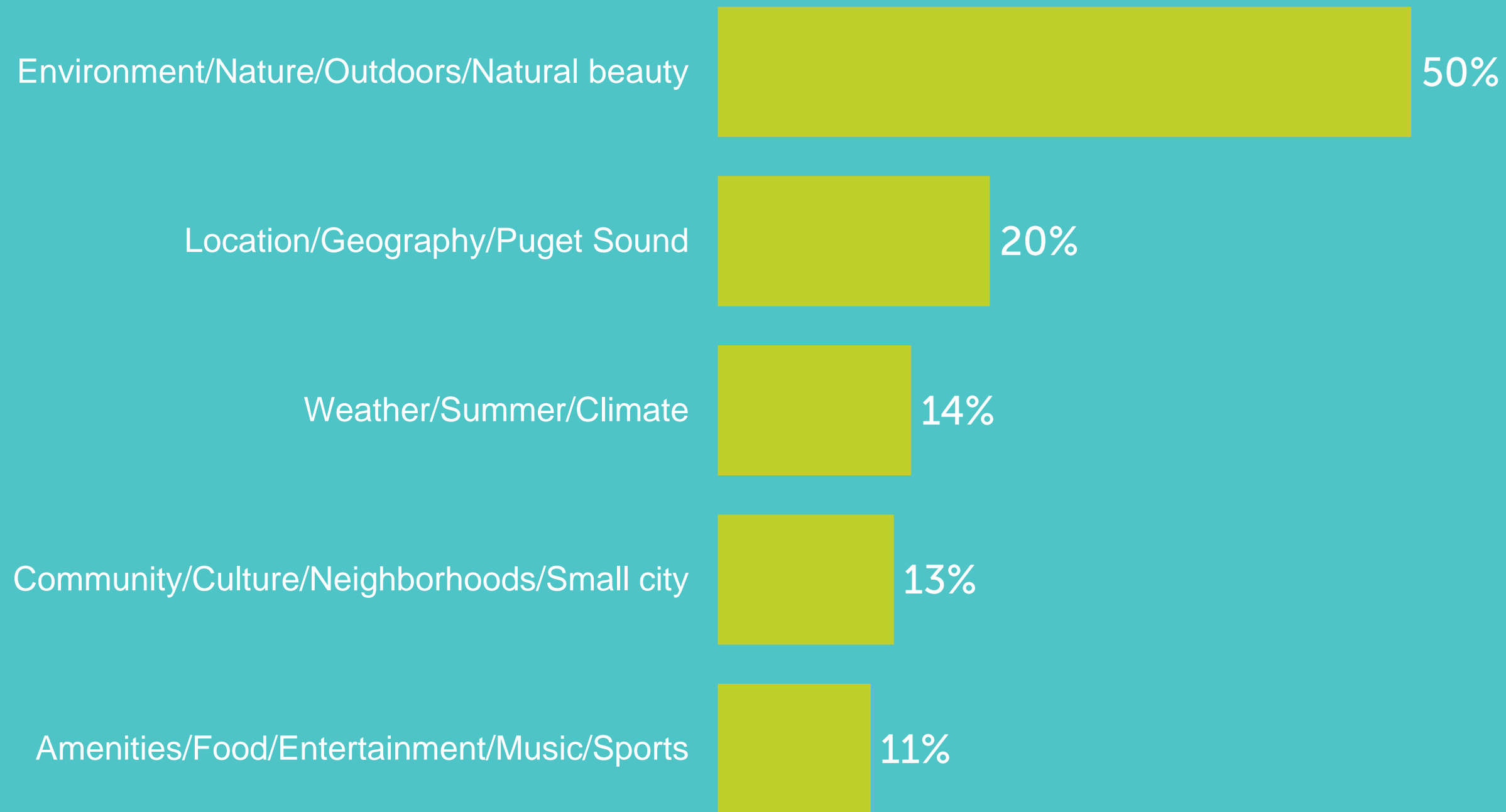
Do you feel that things in the city of Seattle are generally going in the right direction, or do you feel things have gotten pretty seriously off on the wrong track?





Best Thing About Living in Seattle

What is the best thing about living in Seattle?

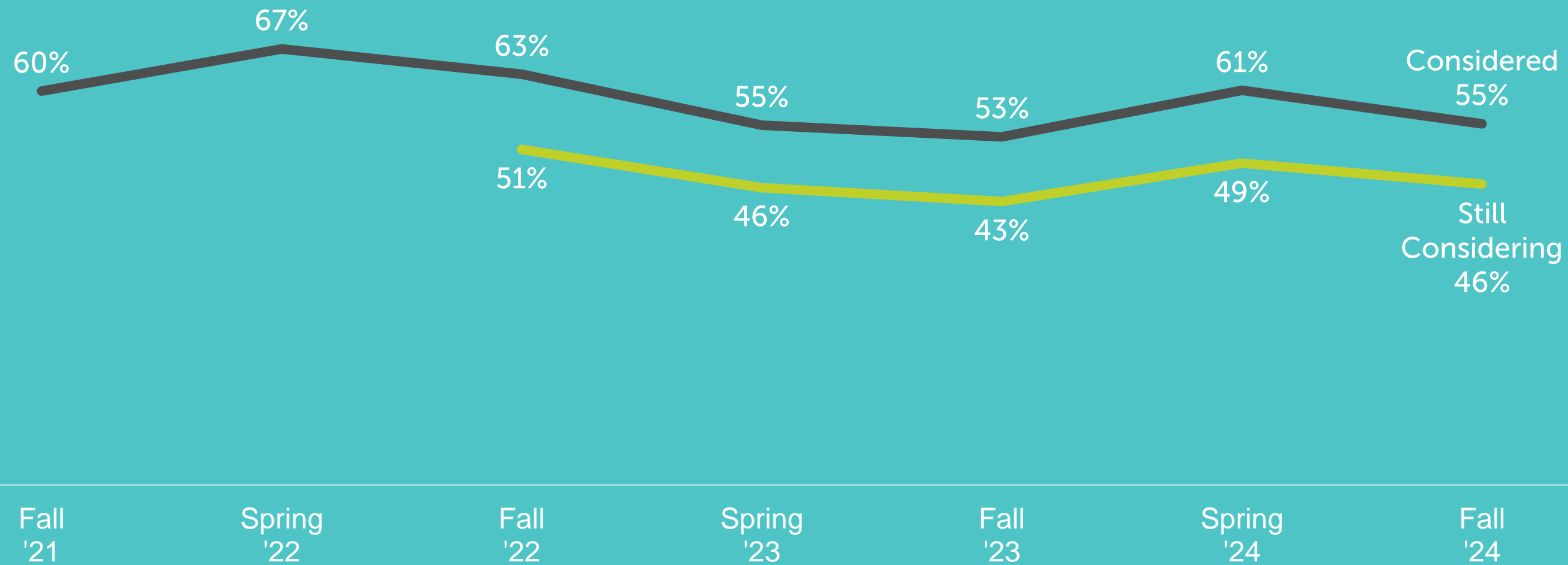


Seattle's natural beauty and location continue to be the things people like best about living in Seattle.



Leaving Seattle

Have you actively considered moving out of Seattle? (IF YES) And are you still actively considering moving out of Seattle?

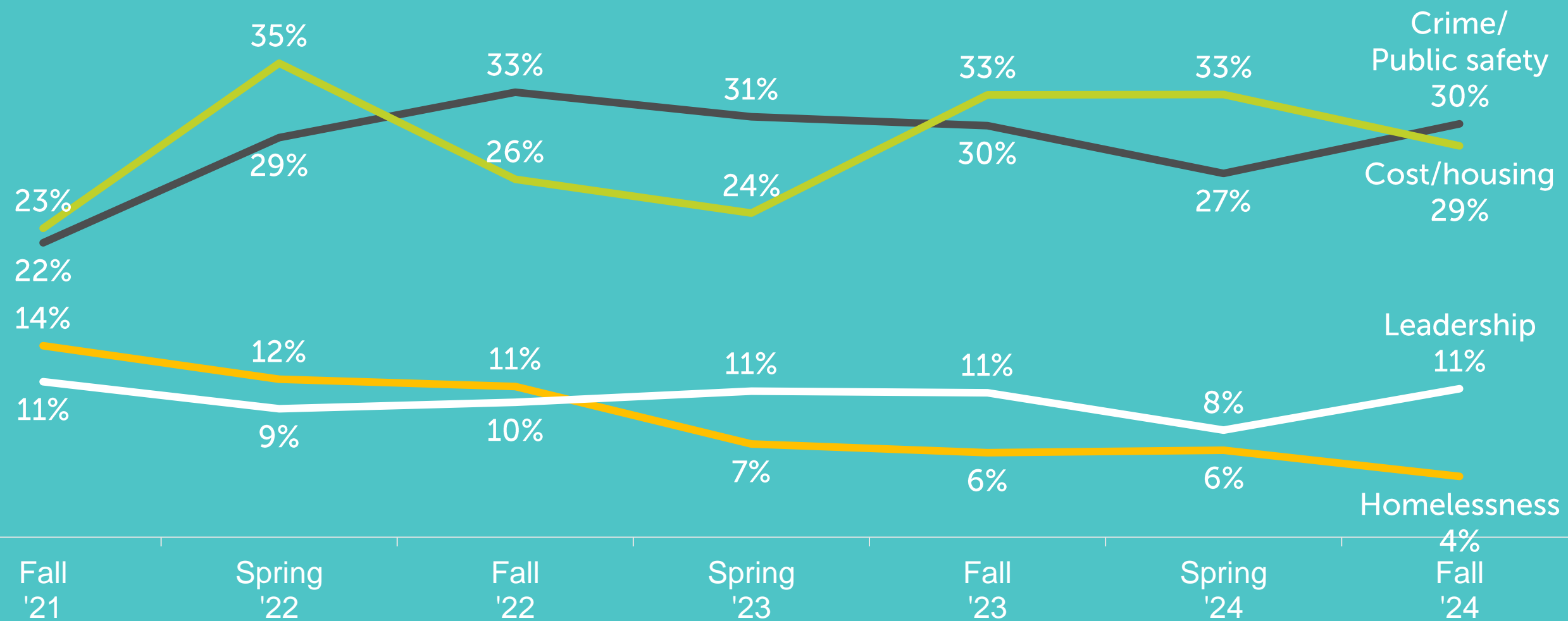


Roughly half of voters say they are actively considering moving out of Seattle.



Leaving Seattle

What is the main reason you have considered moving?
(Among those who have considered moving)



Public safety and affordability continue to be the top reasons people are considering a move.

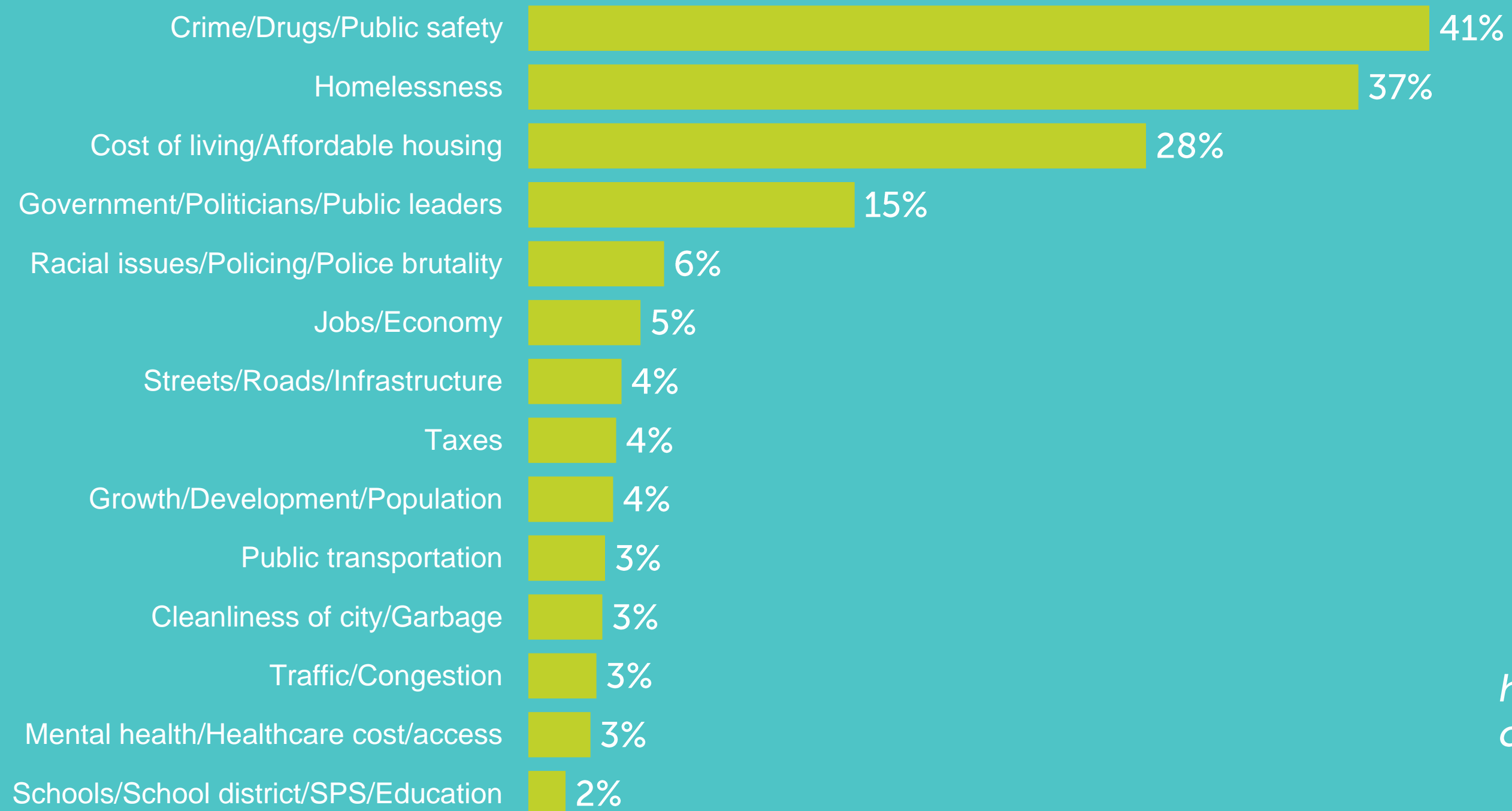
Top Concerns





Top Concerns

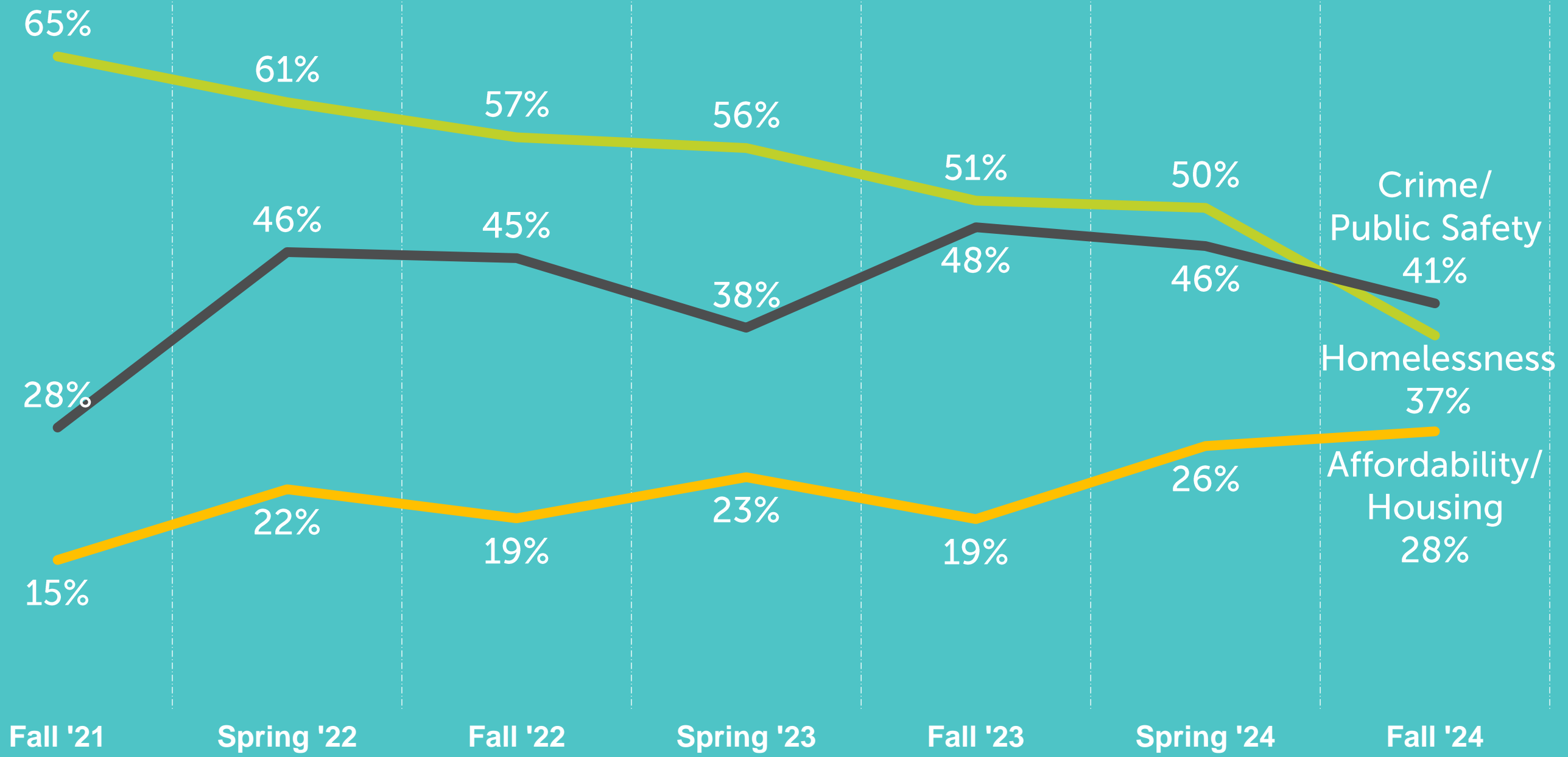
What are the issues facing Seattle that you are most frustrated or concerned about?



Public safety is now voters' top concern, followed closely by homelessness. Cost of living/housing costs and government/politicians are also concerns.



Top Three Concerns - Trend



Concerns about homelessness have seen a steep decline and public safety is now voters' top concern.

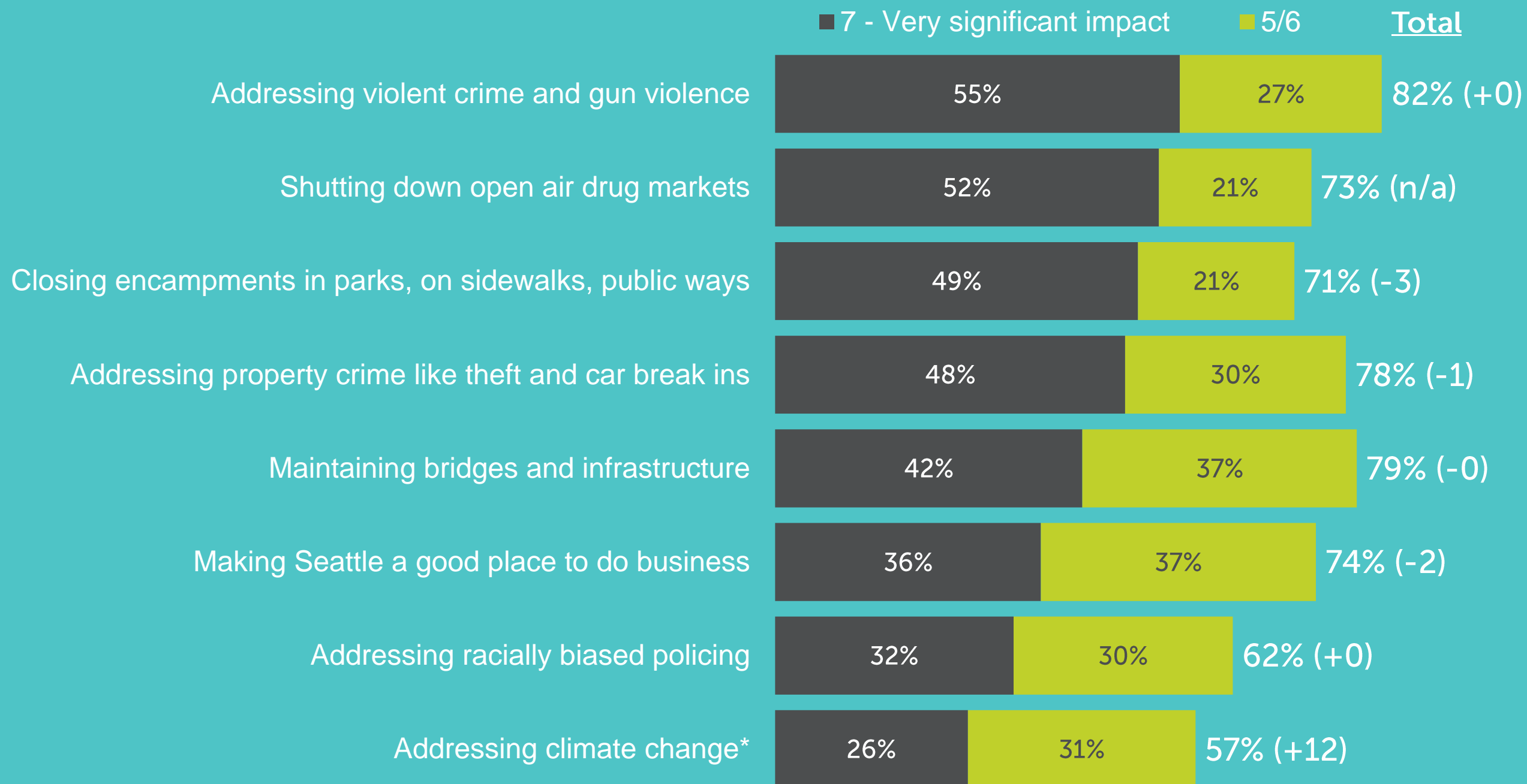
Improving Quality of Life





Improving Quality of Life

How much impact do you think each of the following would have on improving quality of life in Seattle?



Voters believe addressing safety related concerns – violent crime, drug markets, property crime – along with closing encampments would have the greatest impact on improving quality of life in Seattle.

*Previously asked as "Reducing carbon emissions and climate pollution"

Public Safety





Public Safety

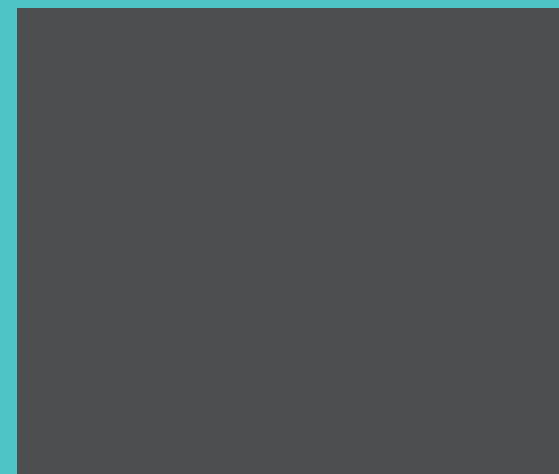
Now I'd like to read you two statements about public safety.
Please tell me which one is closest to your opinion.

Public safety is still a big issue in Seattle. Break-ins, broken windows, vandalism and graffiti, and open air drug markets like the one at Third and Pike cause huge problems for businesses and residents. We need to help people, but city leaders need to do more, even if it means a stronger police presence and arresting people.



Leaders need to do more
53%

We can't arrest our way out of poverty, mental health, and drug addiction. Instead, we must address the root causes of poverty and addiction, spend more on interventions and diversions, and make community investments to improve public safety instead of using police and arresting people who are just trying to survive.



Address Root causes
46%

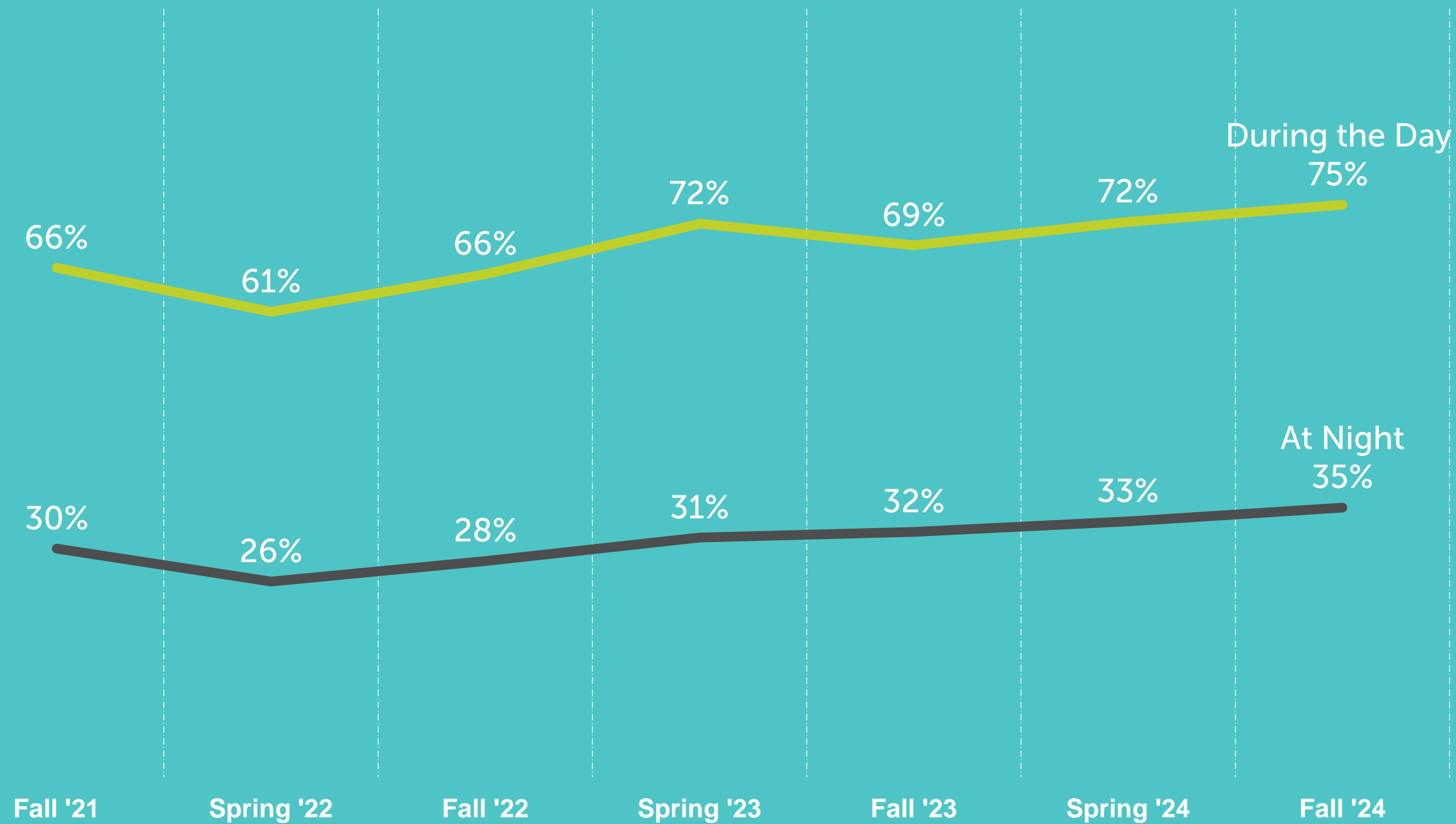


A majority of Seattle voters think leaders need to do more, even if it means a stronger police presence and arresting people.



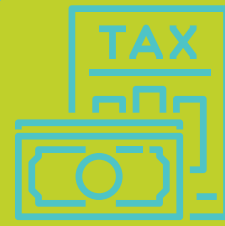
Visiting Downtown

I would feel safe visiting downtown Seattle...
[during the day/at night].



More voters now say they would feel safe visiting Downtown Seattle than at any time since the pandemic.

Budgeting & Taxes





Back-to-Basics Budgeting

Now I'd like to read you a set of statements. Please tell me which one is closest to your opinion.

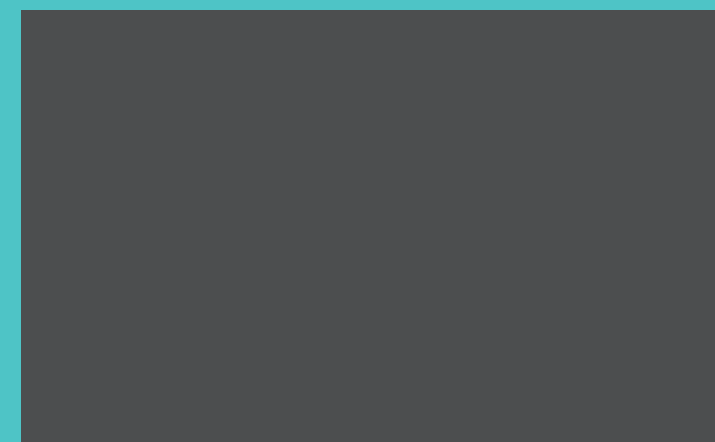
Statement A: The city should work to offset the deficit by prioritizing government basics, supporting our city's most vulnerable residents, and reducing non-critical spending before considering tax increases.

Statement B: The city should maintain the spending levels and programs in place today and raise new taxes to cover this estimated \$230 million deficit.

Reprioritize within existing means
68%



Raise taxes to address deficit
31%



By a 37-point margin, Seattle voters think the city needs to reprioritize within its existing means rather than raising taxes to maintain spending and close the deficit.



Taxes & Spending

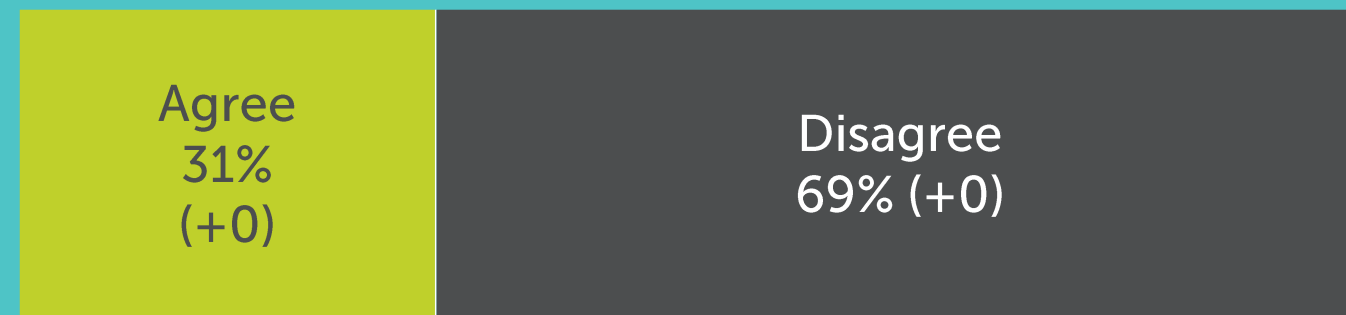
"Would you say that taxes in Seattle are too high, too low, or about right for the level of services the city provides"



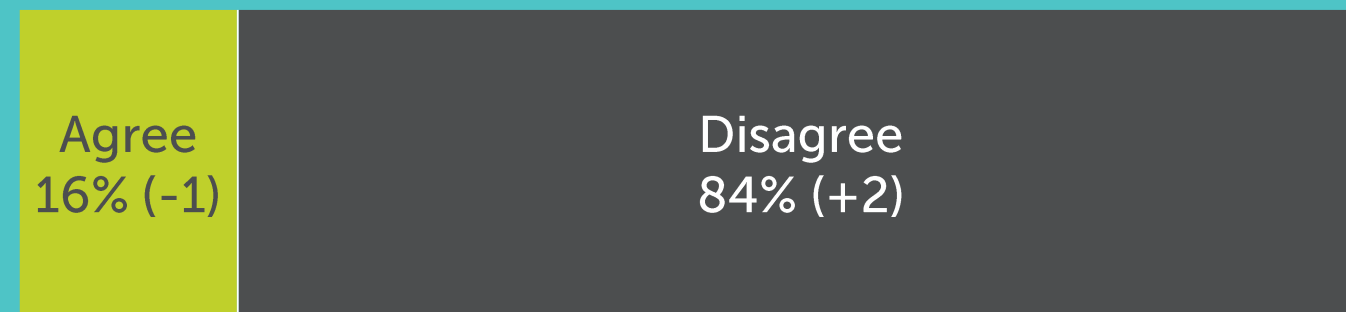
"The City of Seattle has enough money to address important priorities; they just need to spend it more effectively." *



"I trust the city of Seattle to spend my tax dollars responsibly"



"I trust that the City has an effective plan to address the critical issues facing our city like homelessness, affordability, and public safety."



Nearly 6-in-10 voters think taxes in Seattle are too high for the level of services the city provides. Most voters continue to believe the city has enough money to address important priorities and most do not trust the city on spending or planning.

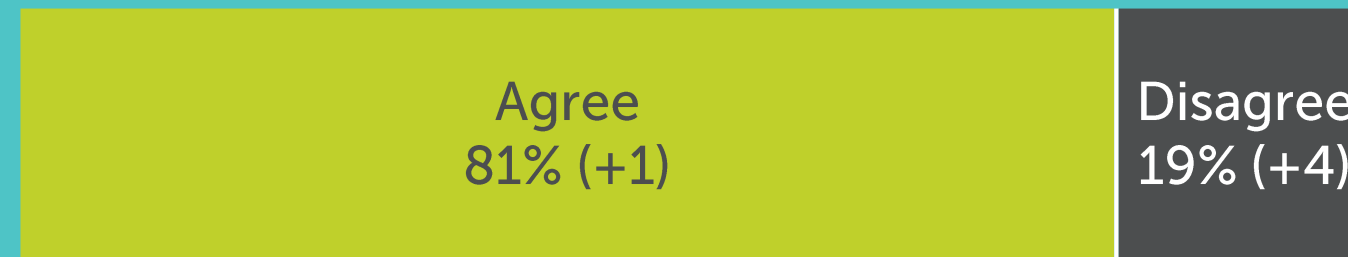
Downtown & Economic Recovery





Downtown & Economic Recovery

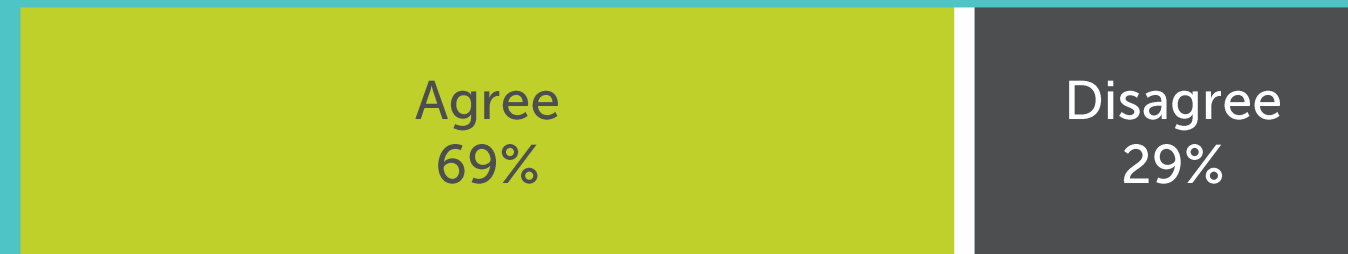
"I'm worried about the future of downtown Seattle"



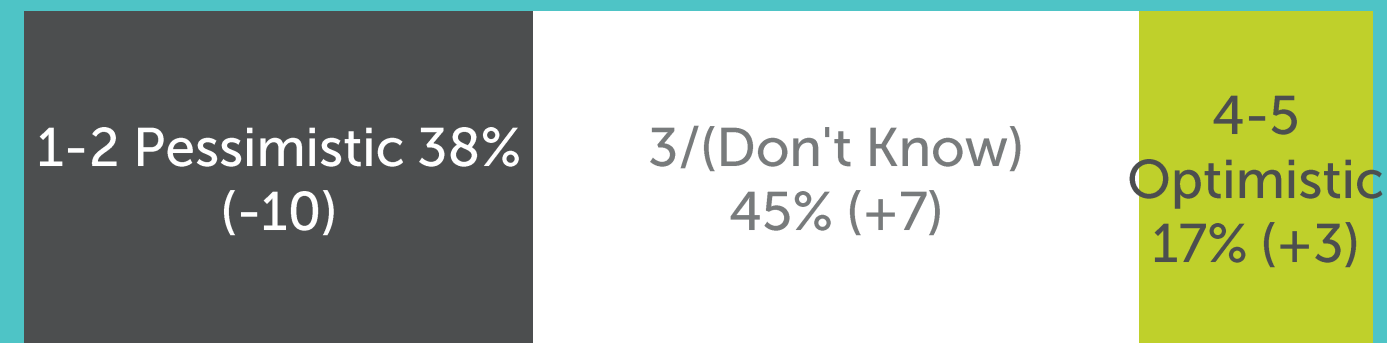
"A thriving downtown Seattle is critical to our region's economic recovery"



"City policies that have increased business costs and the failure to adequately address public safety make it hard to start or grow a business in Seattle."



Using a scale from 1 to 5, with 1 being very pessimistic, and 5 being very optimistic, how do you feel about the progress being made on downtown Seattle's recovery?

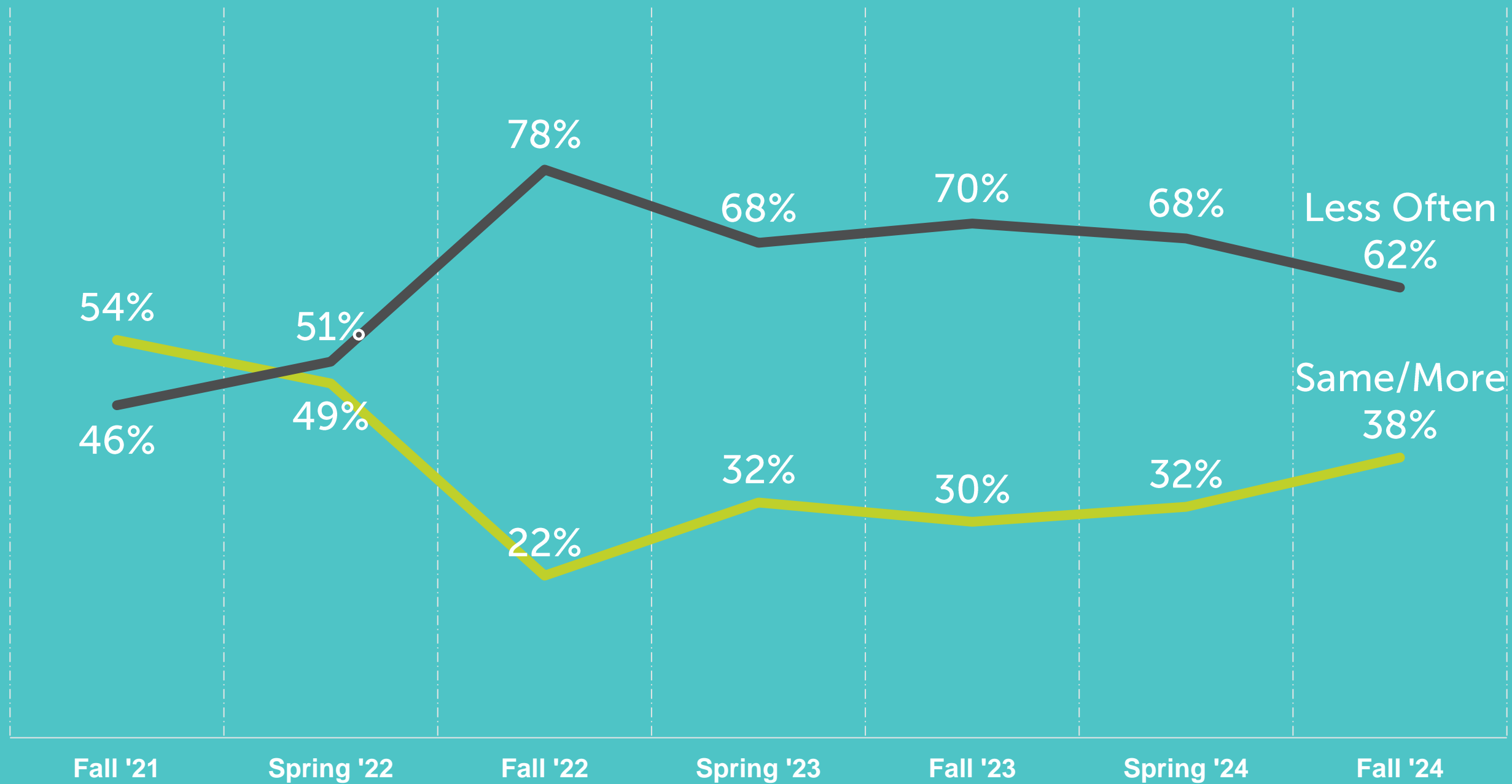


Voters continue to recognize the importance of downtown Seattle to the region's economy and most are worried about downtown's future, but voters are more optimistic about the progress being made on downtown recovery than they were in the spring.



Visiting Downtown

And currently, for activities other than work, are you visiting downtown Seattle more, less, or about the same as you did before the pandemic?



The percentage of people saying they are visiting downtown the same or more often than pre-pandemic continues to climb.

Homelessness & Affordable Housing





Homelessness & Affordable Housing

The city has made meaningful progress in reducing the number of homeless encampments in Seattle.

Agree
39%

Disagree
61%

Now I'd like to read you two statements about homelessness and housing affordability. Please tell me which one is closest to your opinion.

The city has raised taxes to provide hundreds of millions of dollars every year to spend on affordable housing yet more people are homeless. City leaders should prioritize providing housing and services for Seattle's homeless and lowest income residents to help people move out of homelessness.

Focus on lowest income
53%

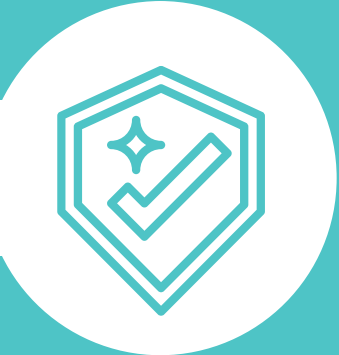
Seattle doesn't just have a homelessness crisis we have a housing affordability crisis that affects everyone. The city needs to go beyond just helping the most vulnerable. We need to increase taxes to build and subsidize housing for more people, even people who are not low-income.

Go beyond lowest income
45%



Four-in-ten Seattle voters agree that the city has made meaningful progress in reducing the number of encampments. And despite broad concerns about housing affordability, a majority of voters think the city should prioritize housing for Seattle's lowest income residents rather than a broader income target.

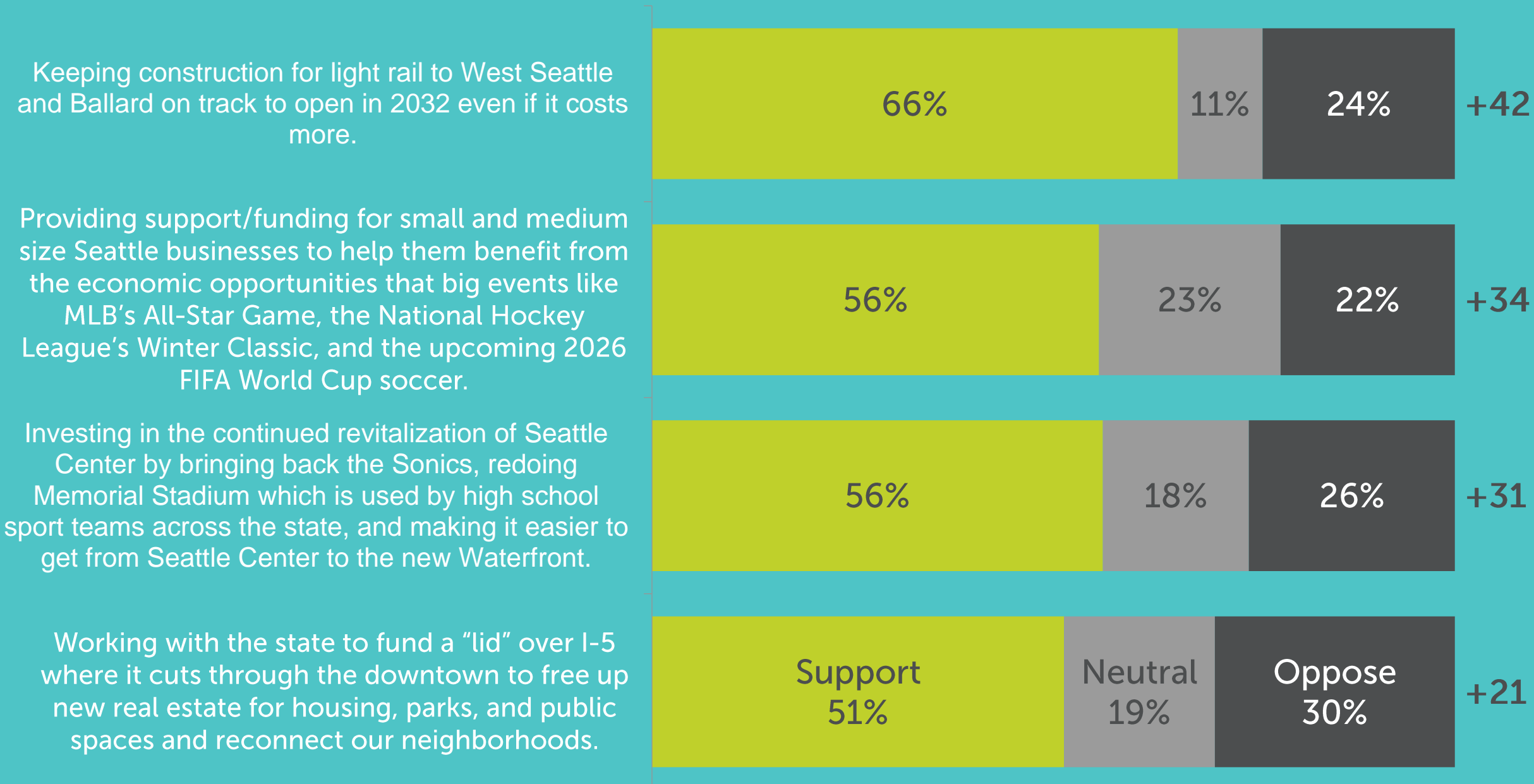
Long-term Priorities





Long-term Priorities

Homelessness, housing affordability, and public safety are all urgent issues, but this section focuses on some longer-term priorities for Seattle. Please indicate if you support or oppose each of the following proposals.



Keeping West Seattle/Ballard light rail on track to open by 2032 has the strongest support, followed by helping Seattle's small businesses take advantage of economic opportunities from big events. Revitalization of Seattle Center and lidding I-5 also have majority support.

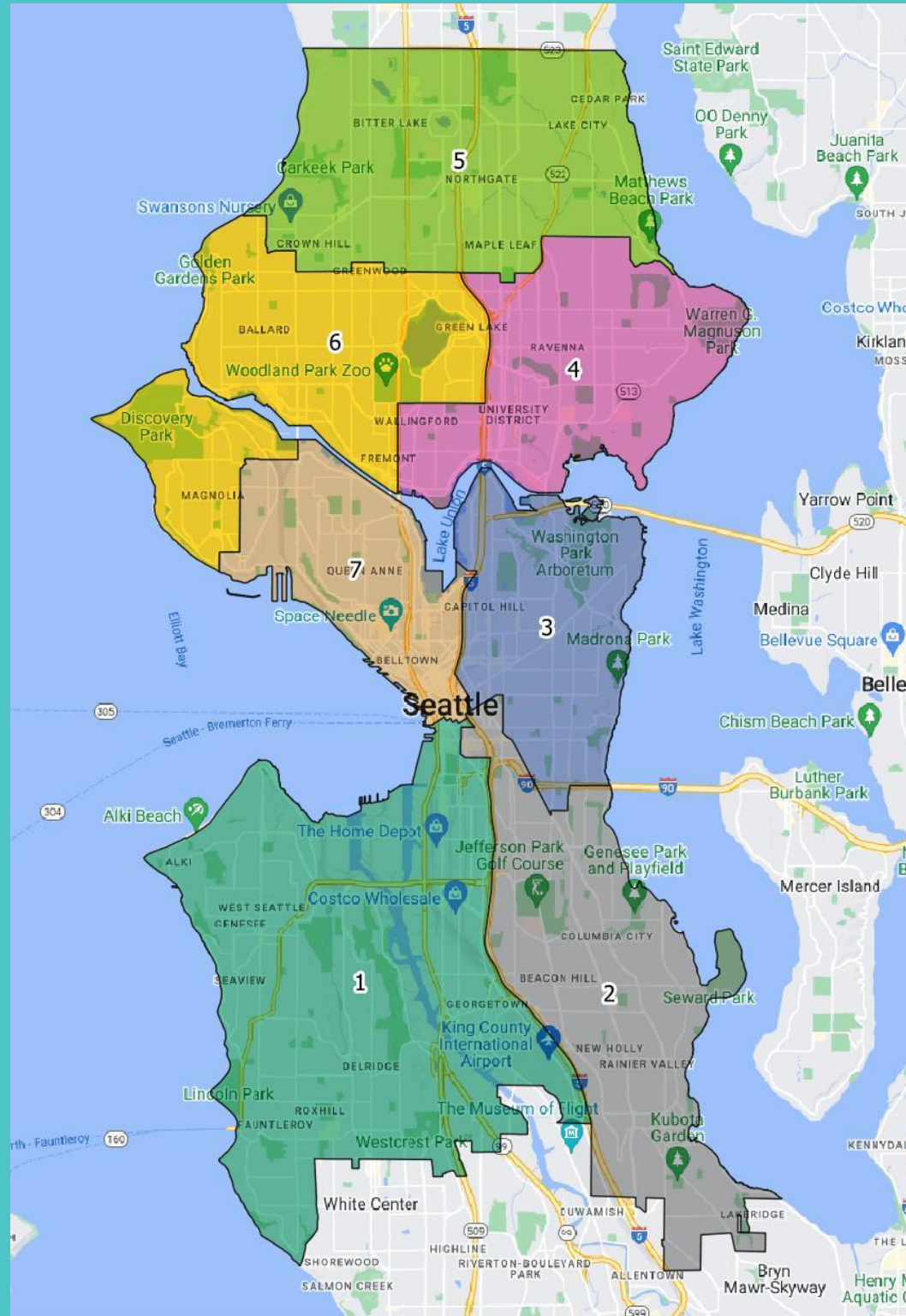
Appendix





Seattle Regions

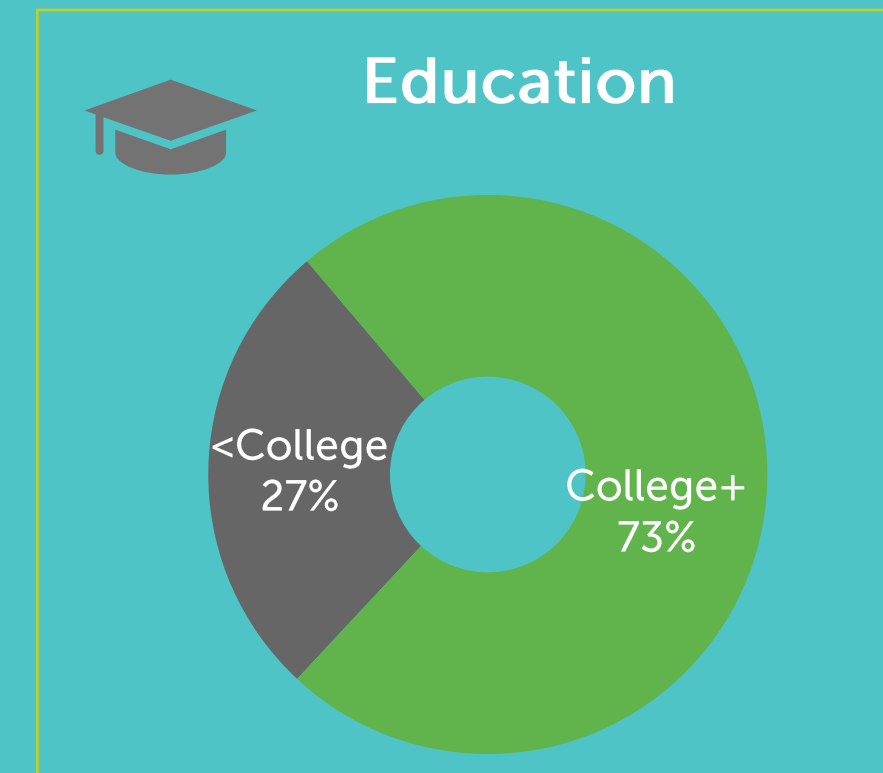
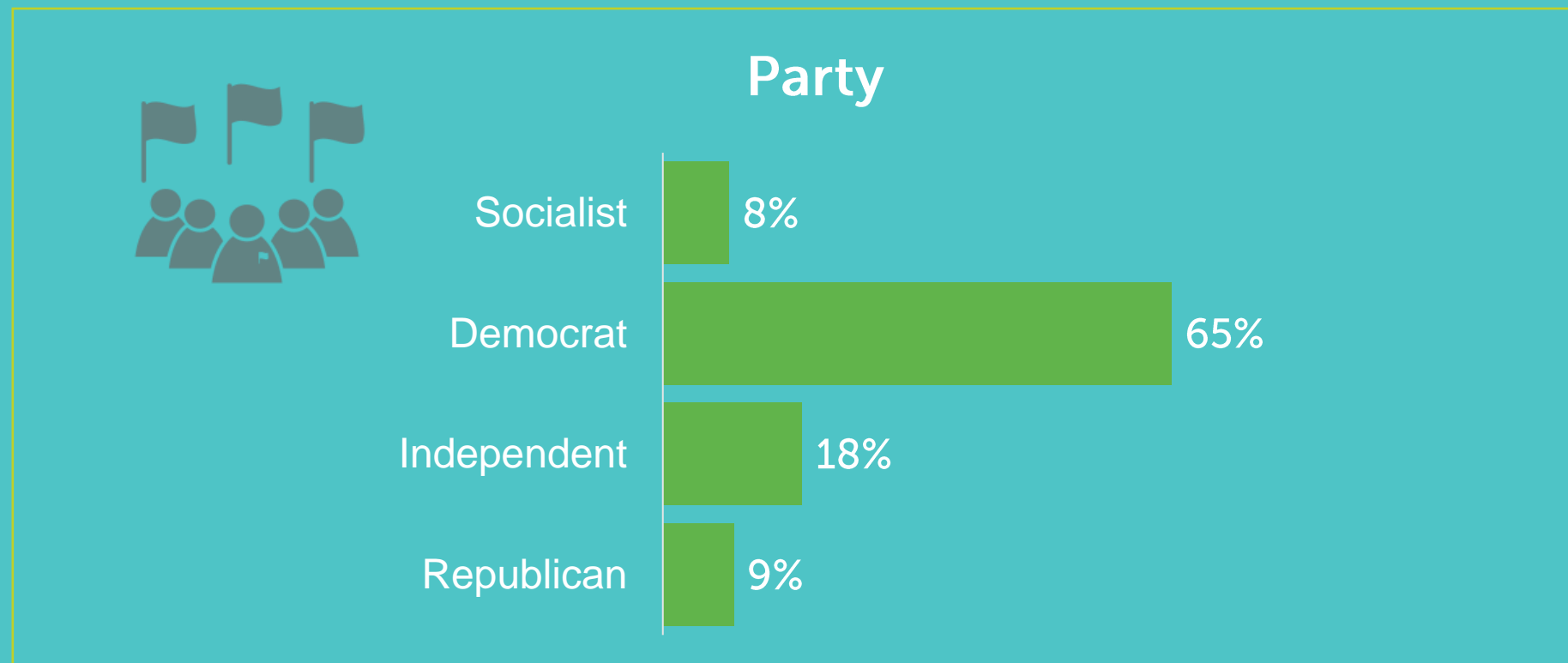
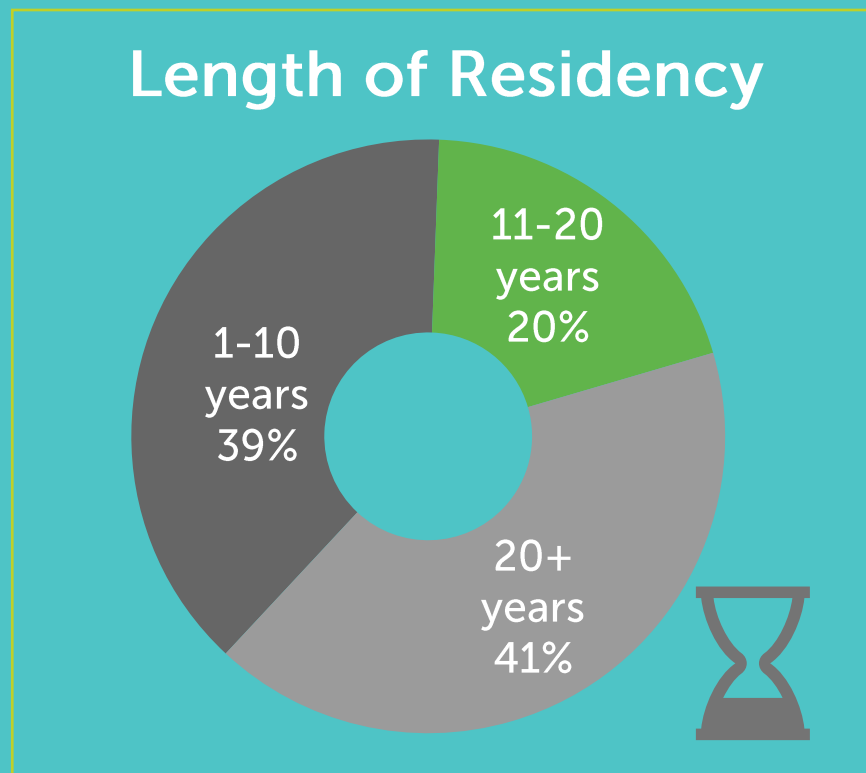
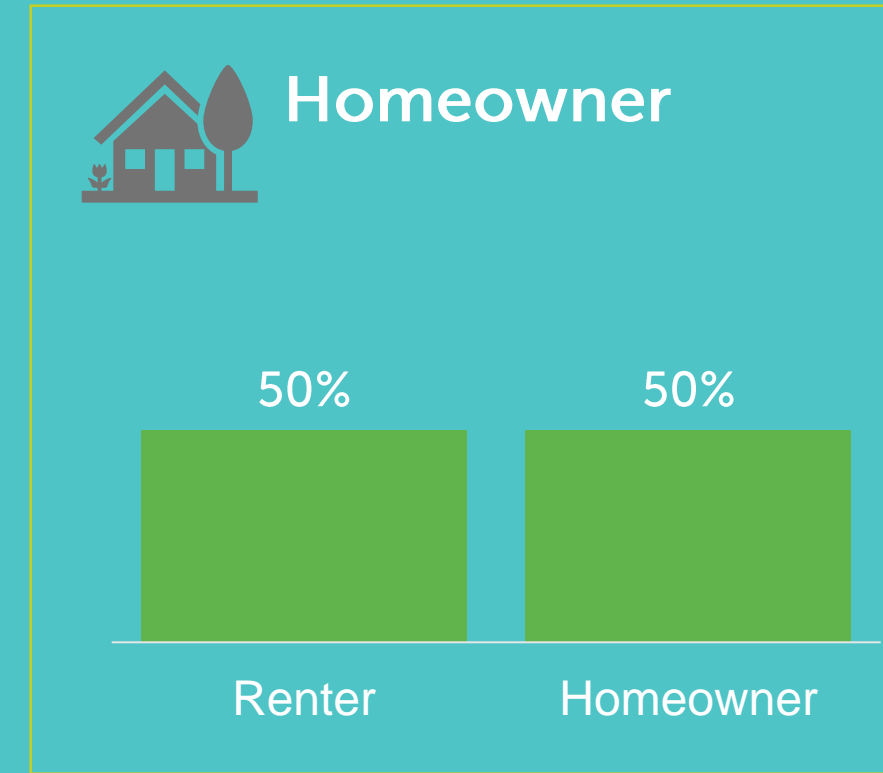
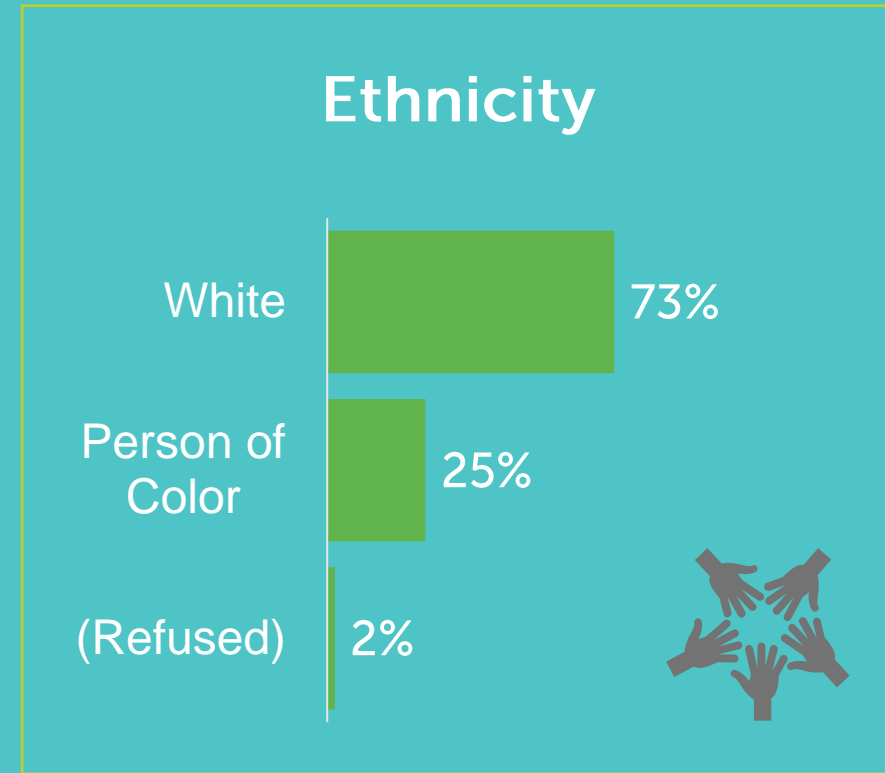
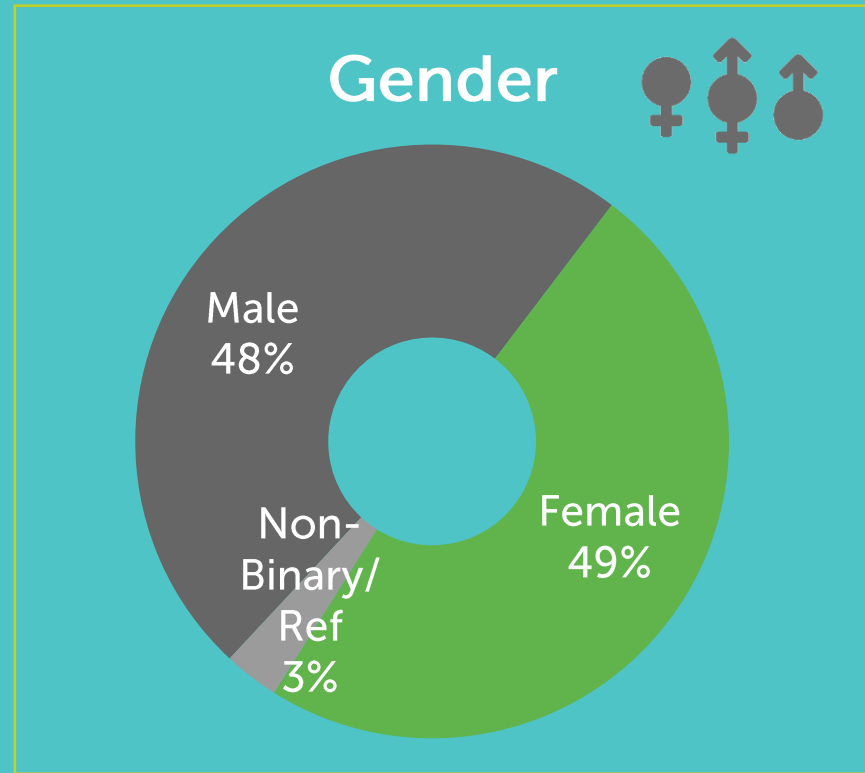
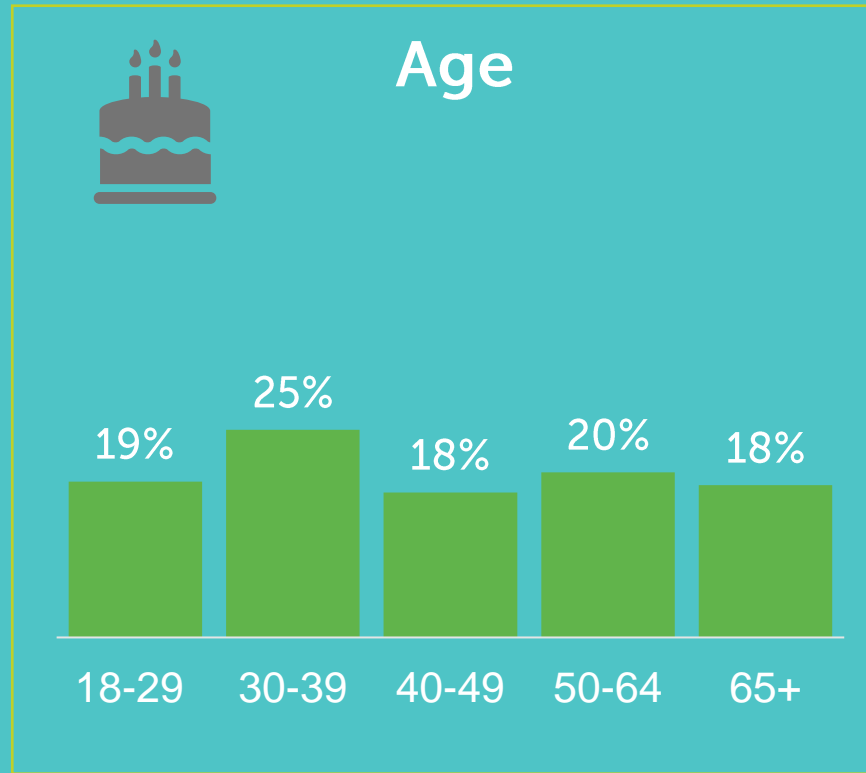
- Results weighted to the proportional share of voters in each District



Region	Districts	Weighted %
North Seattle	4, 5 and 6	43%
Central Seattle	3 and 7	29%
South Seattle	1 and 2	29%



Respondent Profile



Subgroup Data





Right Direction / Wrong Track

Do you feel that things in the City of Seattle are generally going in the right direction or do you feel things have gotten pretty seriously off on the wrong track?

■ Right Direction





Quality of Life - The Index

Quality of Life Index
March 2024

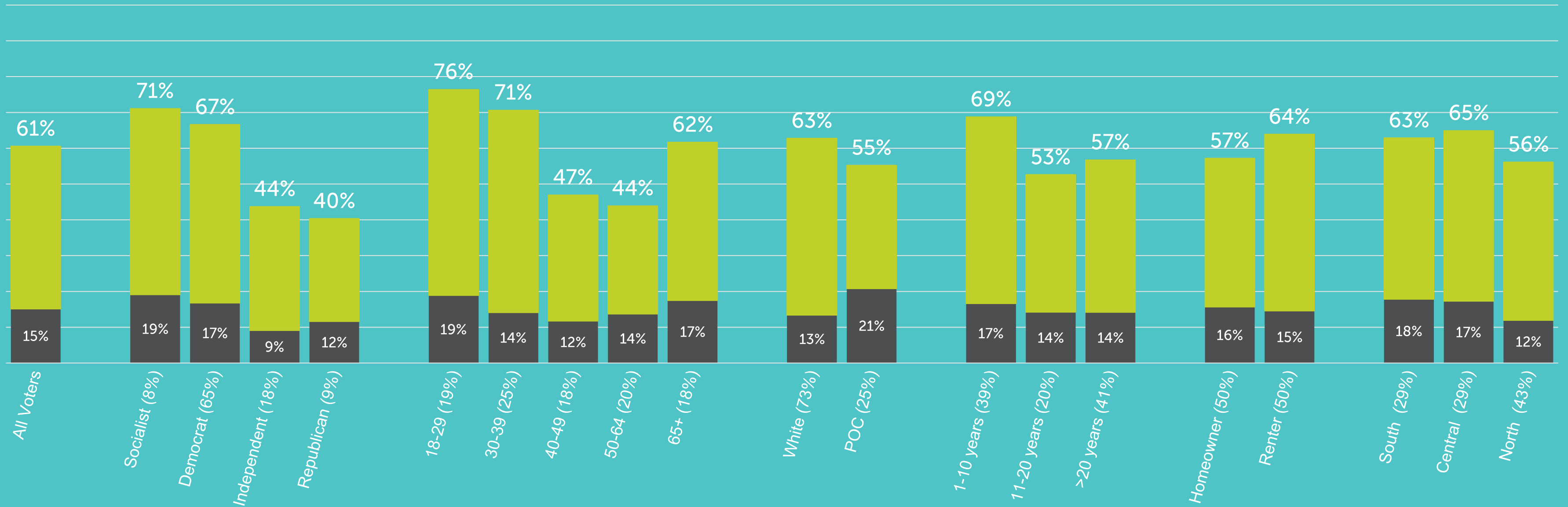




Optimism

Optimistic About Future of The Region

■ Strongly Agree ■ Somewhat Agree

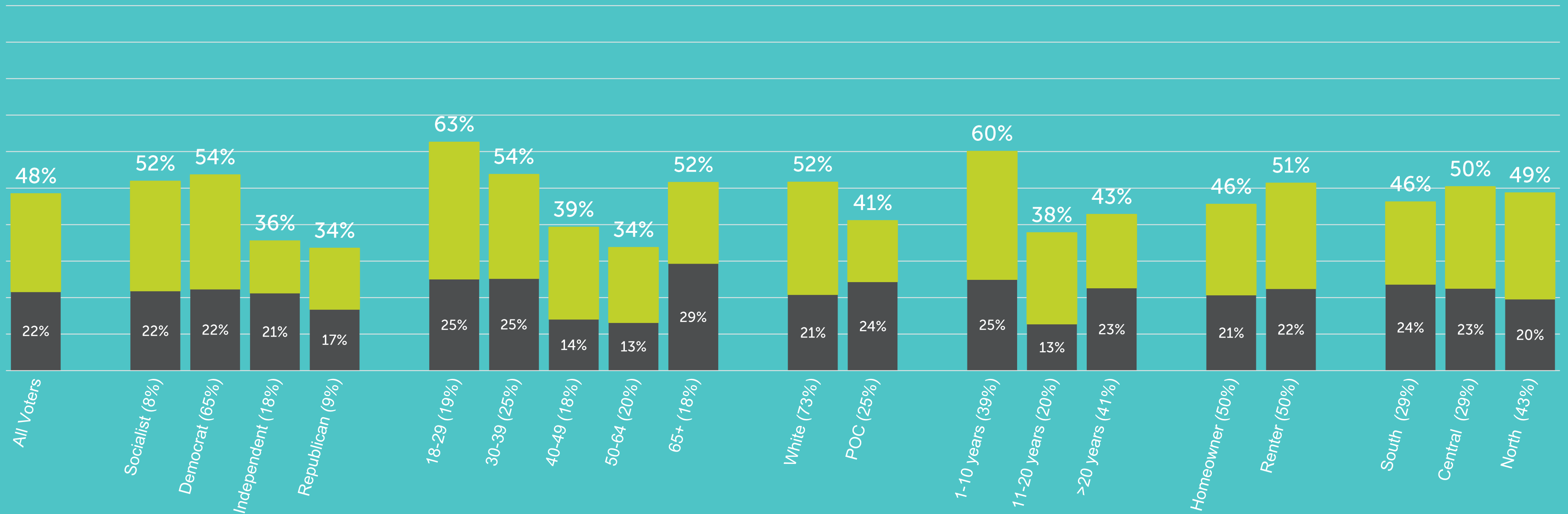




Quality of Life

Quality of Life Trend

■ Better ■ Same



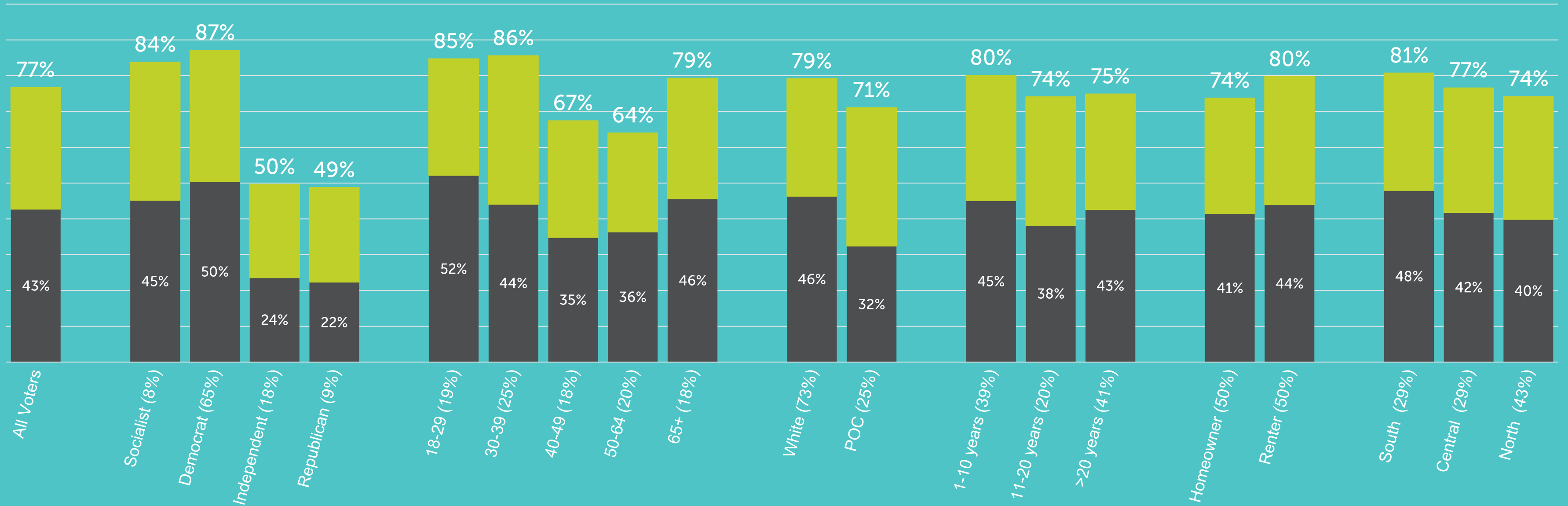
*Previously asked as: Do you think the overall quality of life in Seattle is better, the same, or worse than it was 4 years ago?



Proud to Call Myself a Seattleite

Proud to Call Myself a Seattleite

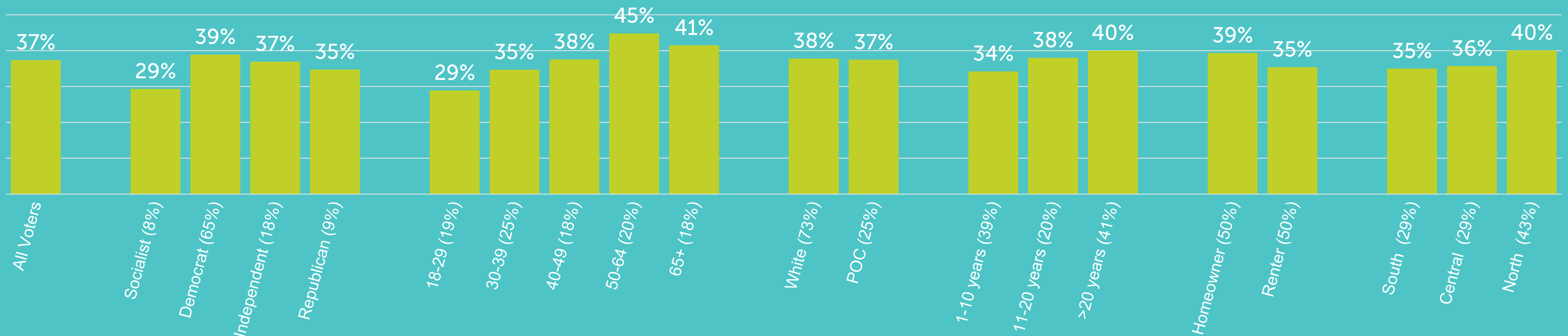
■ Strongly Agree ■ Somewhat Agree





Top Concerns - Homelessness

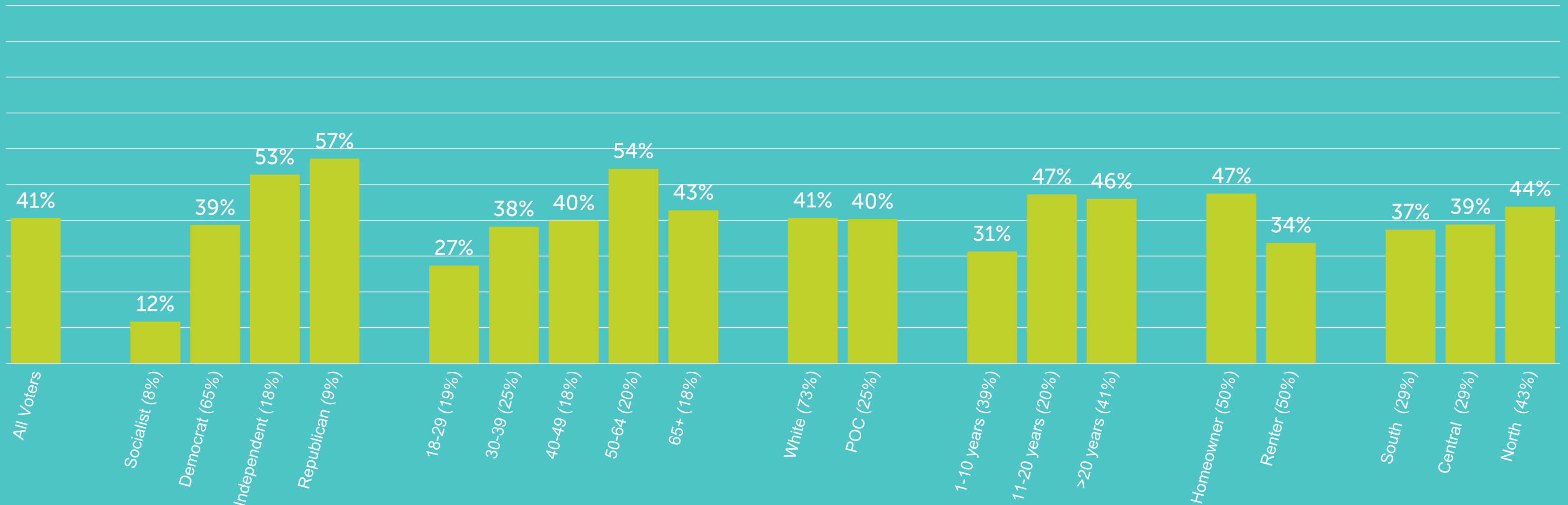
What are the issues facing Seattle that you are most frustrated or concerned about?
(% Mentioning Homelessness)





Top Concerns - Public Safety

What are the issues facing Seattle that you are most frustrated or concerned about?
(% Mentioning Crime, Drugs, or Public Safety)

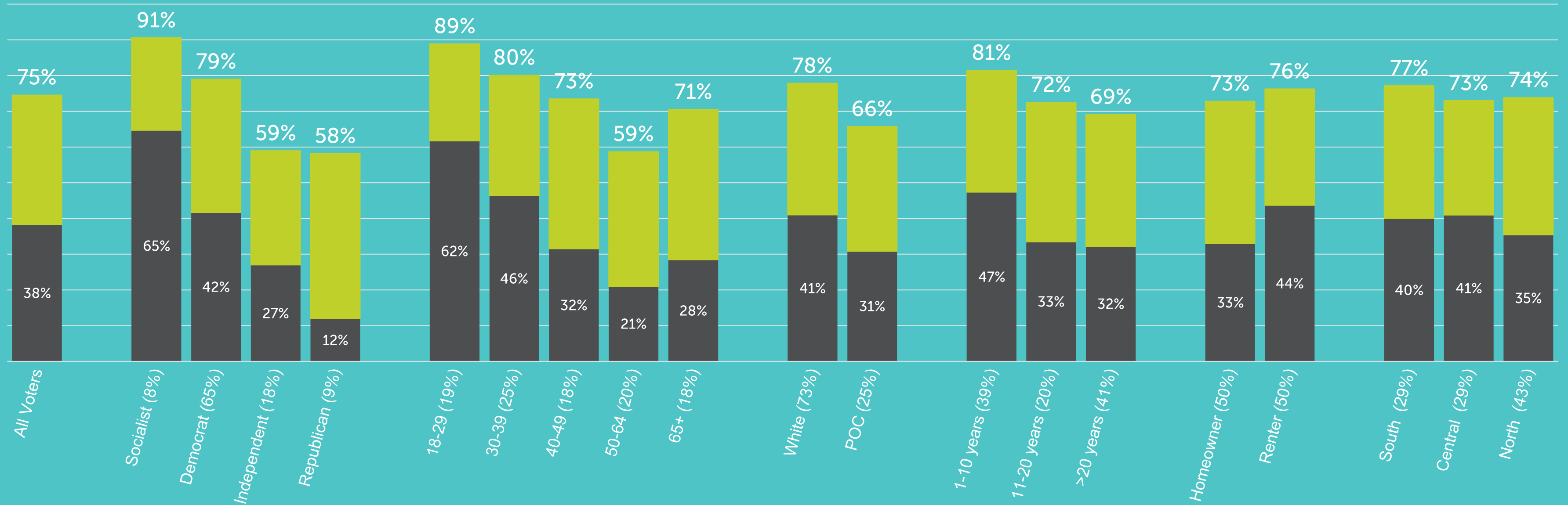




Safety Downtown: Daytime

Would Feel Safe Visiting Downtown During the Day

■ Strongly Agree ■ Somewhat Agree

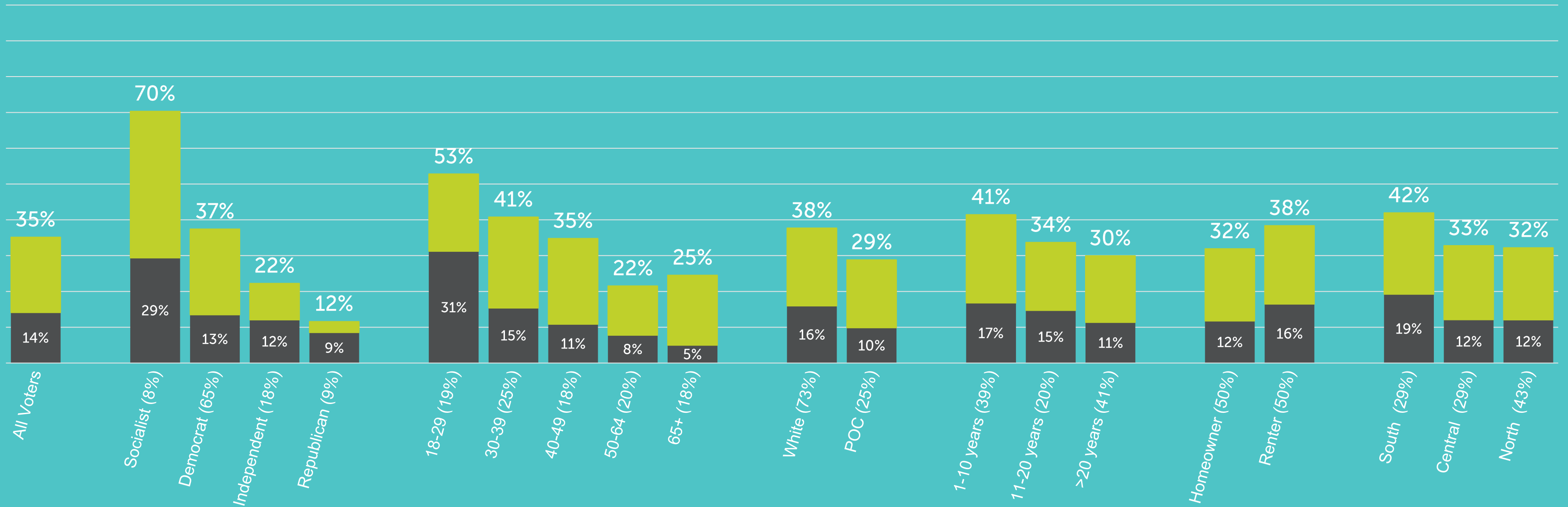




Safety Downtown: Nighttime

Would Feel Safe Visiting Downtown at Night

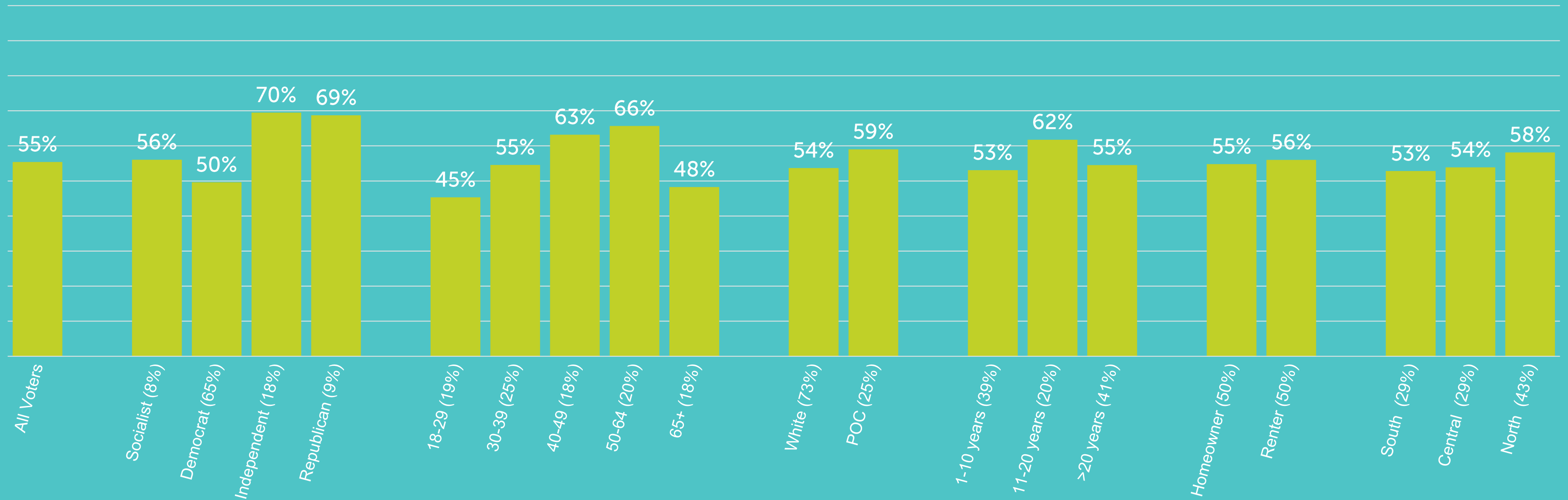
■ Strongly Agree ■ Somewhat Agree





Actively Considered Moving

Actively Considered Moving

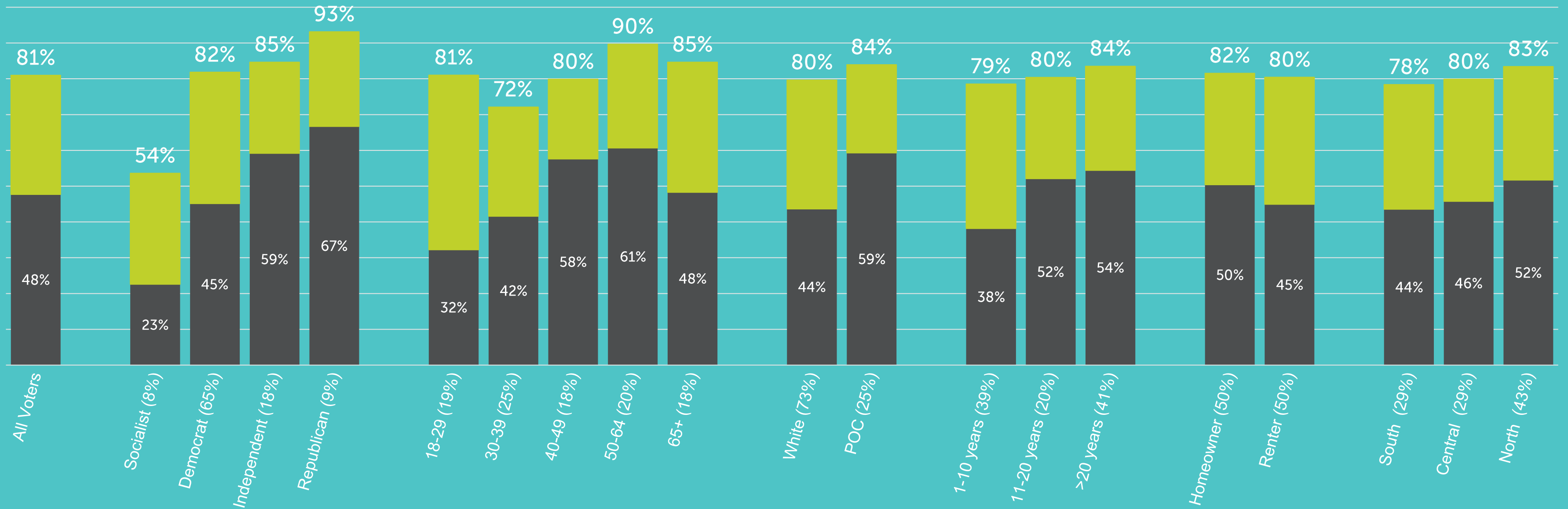




Worried About Downtown

Worried About Downtown's Future

■ Strongly Agree ■ Somewhat Agree

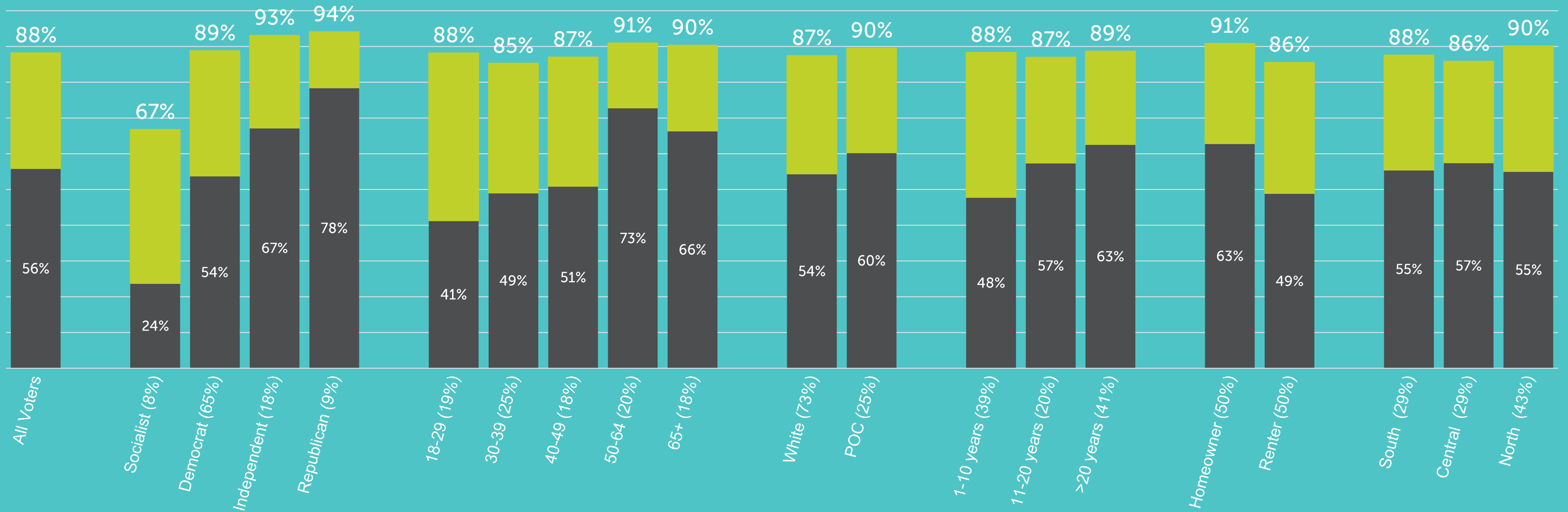




Downtown Role in Regional Recovery

A Thriving Downtown Seattle is Critical to our Region's Economic Recovery

■ Strongly Agree ■ Somewhat Agree

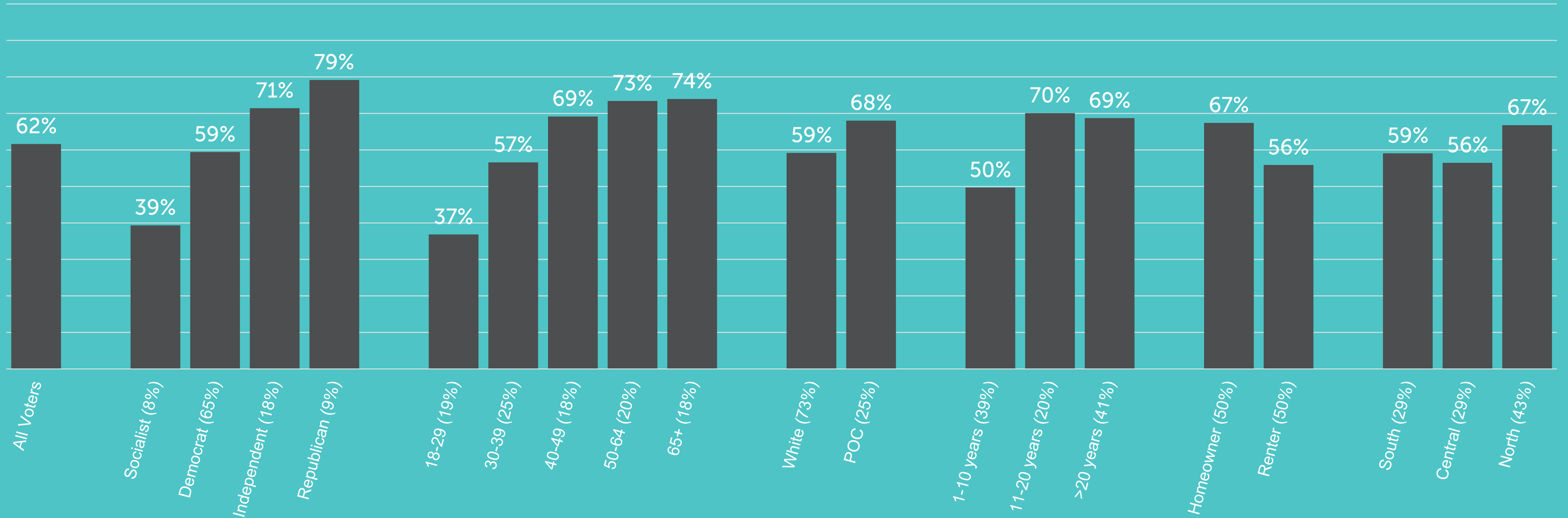




Visiting Downtown

Visiting Downtown for Non-Work Activities

■ Visit Less Often

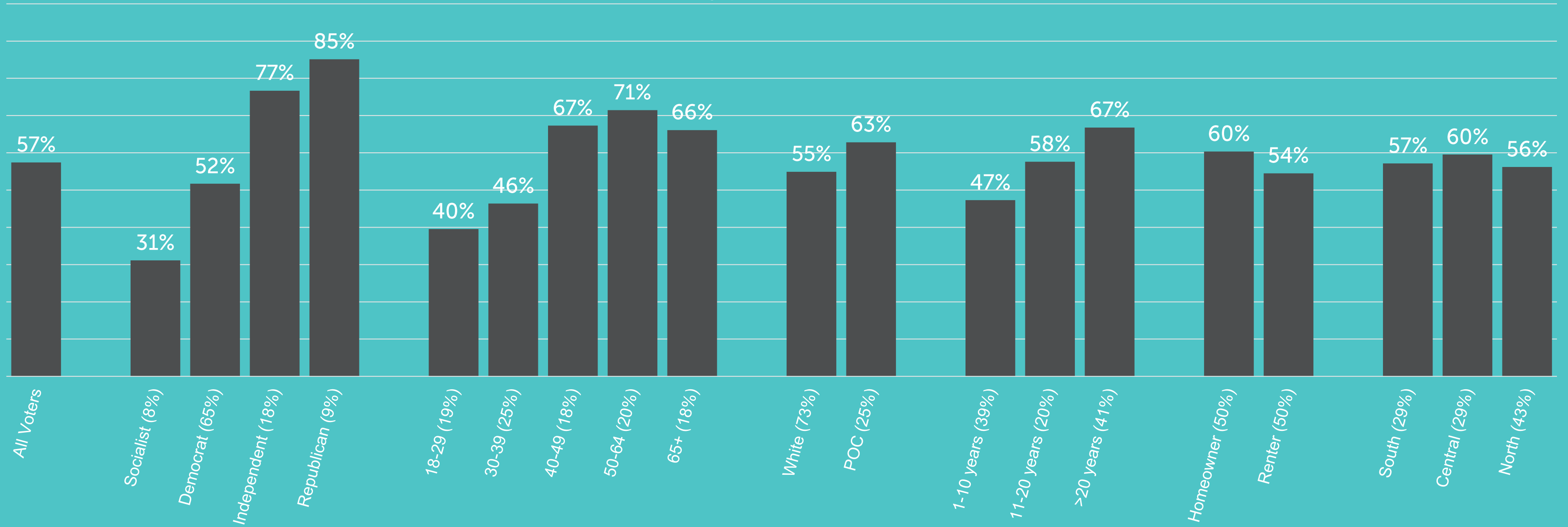




Taxes in Seattle

Taxes in Seattle

■ Too High for Service Level

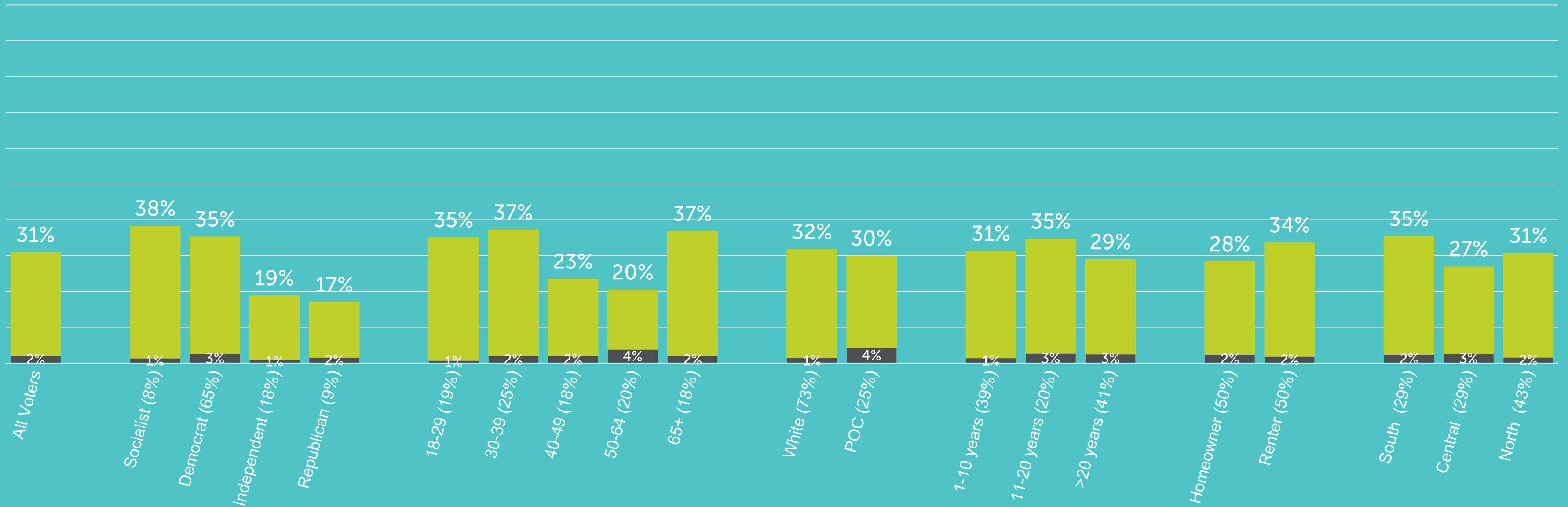




Trust on Spending

Trust City on Spending

■ Strongly Agree ■ Somewhat Agree

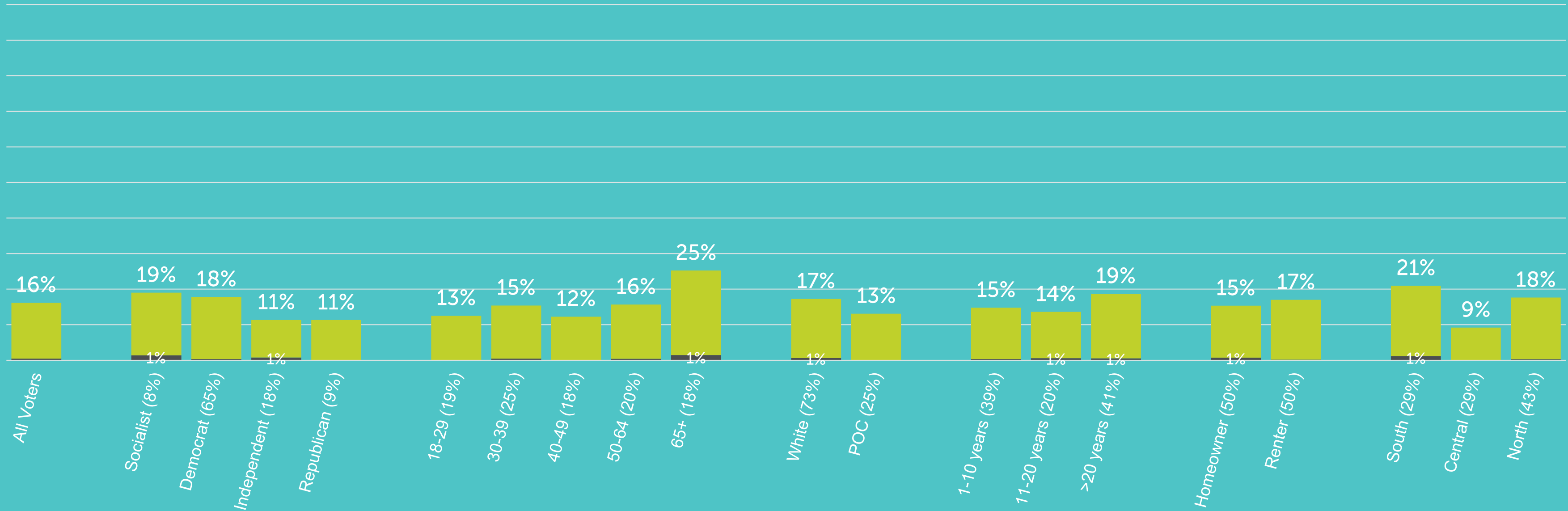




Trust The City Has An Effective Plan

Trust that the City has an effective plan to address the critical issues facing our city

■ Strongly Agree ■ Somewhat Agree

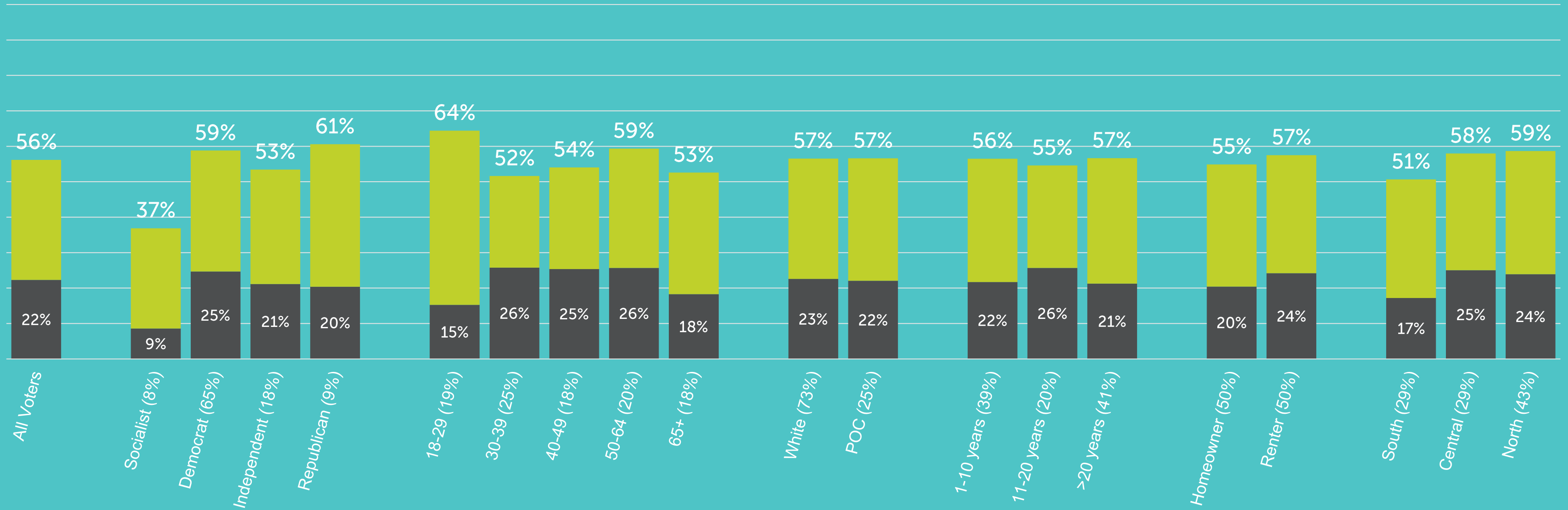




Investing in Seattle Center

Investing in the continued revitalization of Seattle Center by bringing back the Sonics, redoing Memorial Stadium which is used by high school sport teams across the state, and making it easier to get from Seattle Center to the new Waterfront.

■ 7 - Strongly Agree ■ 5-6

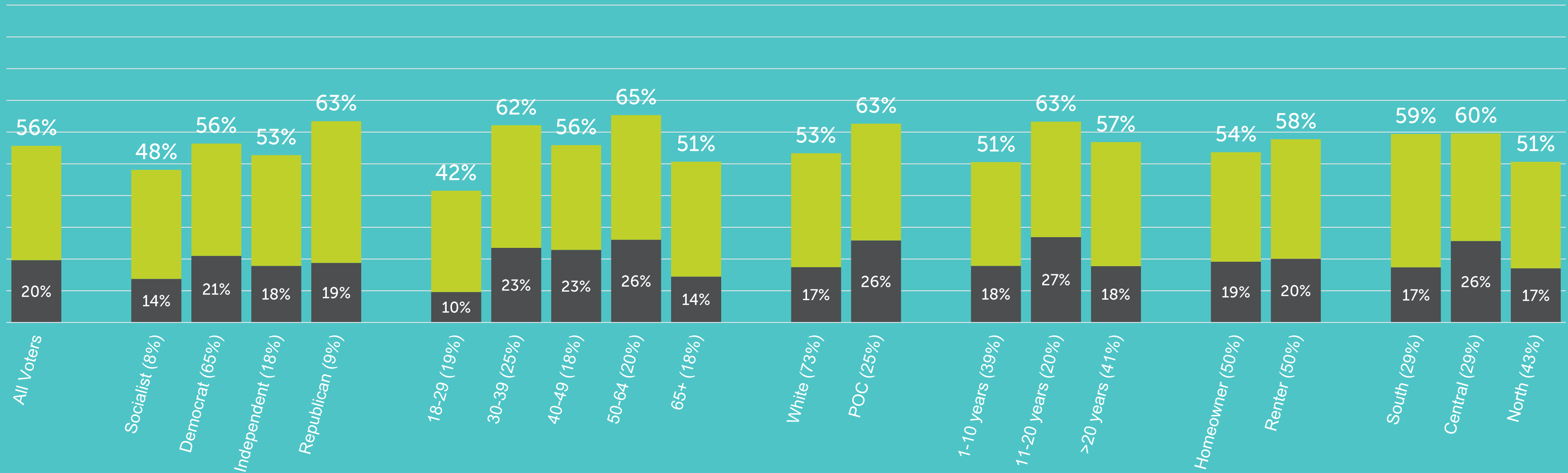


Funding to benefit from Economic Opportunities



Providing support and funding for small and medium size Seattle businesses to help them benefit from the economic opportunities that big events like Major League Baseball's All-Star Game, the National Hockey League's Winter Classic, and the upcoming 2026

■ 7 - Strongly Agree ■ 5-6

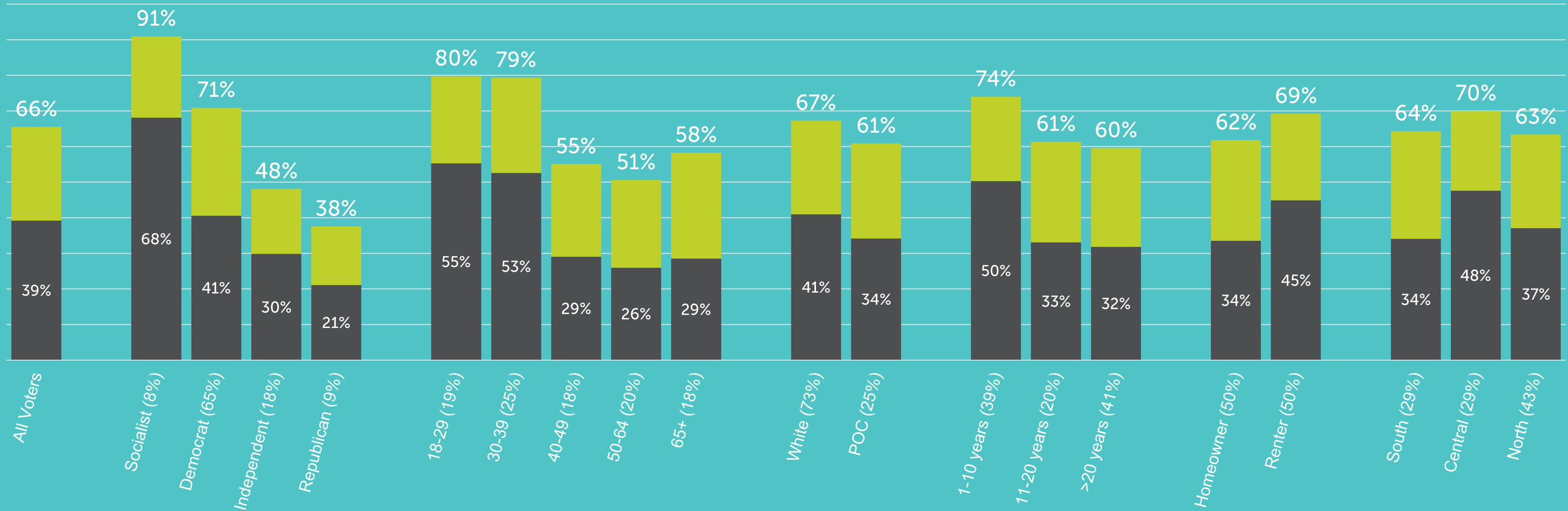




Light rail opening by 2032

Keeping construction for light rail to West Seattle and Ballard on track to open in 2032 even if it costs more.

■ 7 - Strongly Agree ■ 5-6

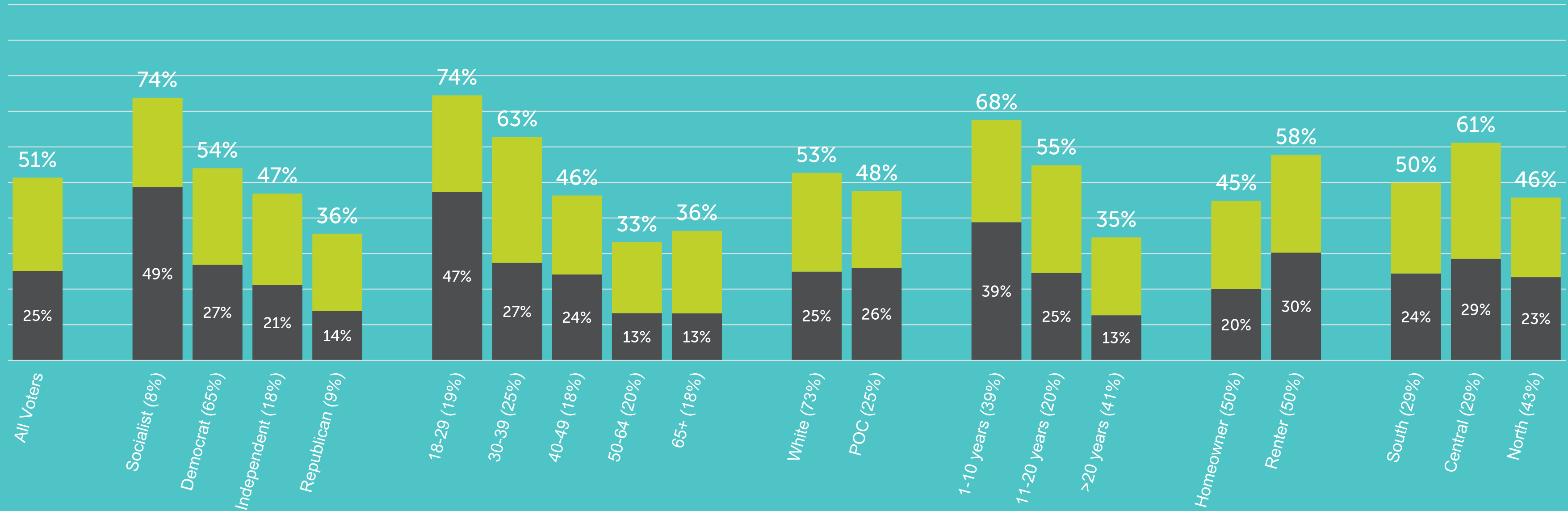




Lid over I-5

Working with the state to fund a lid over I-5 where it cuts through the downtown to free up new real estate for housing, parks, and public spaces and reconnect our neighborhoods.

■ 7 - Strongly Agree ■ 5-6



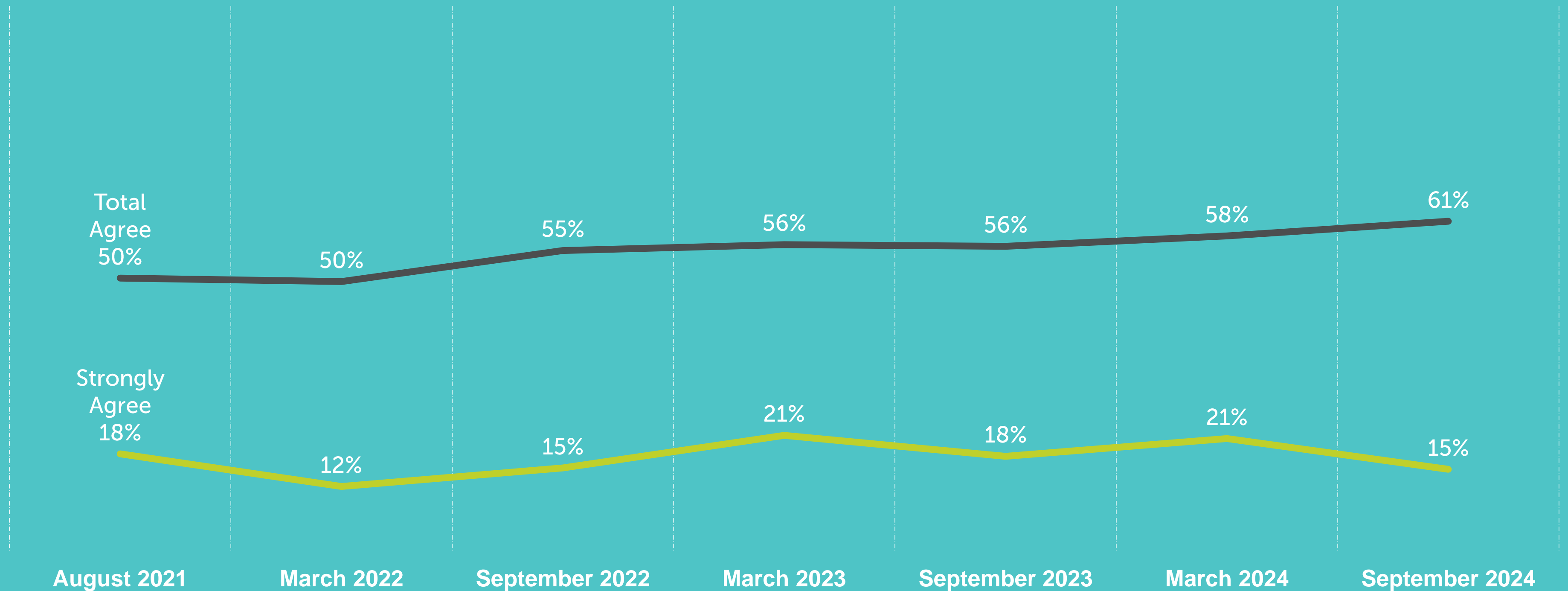
Trend Data





Agree/Disagree Trend

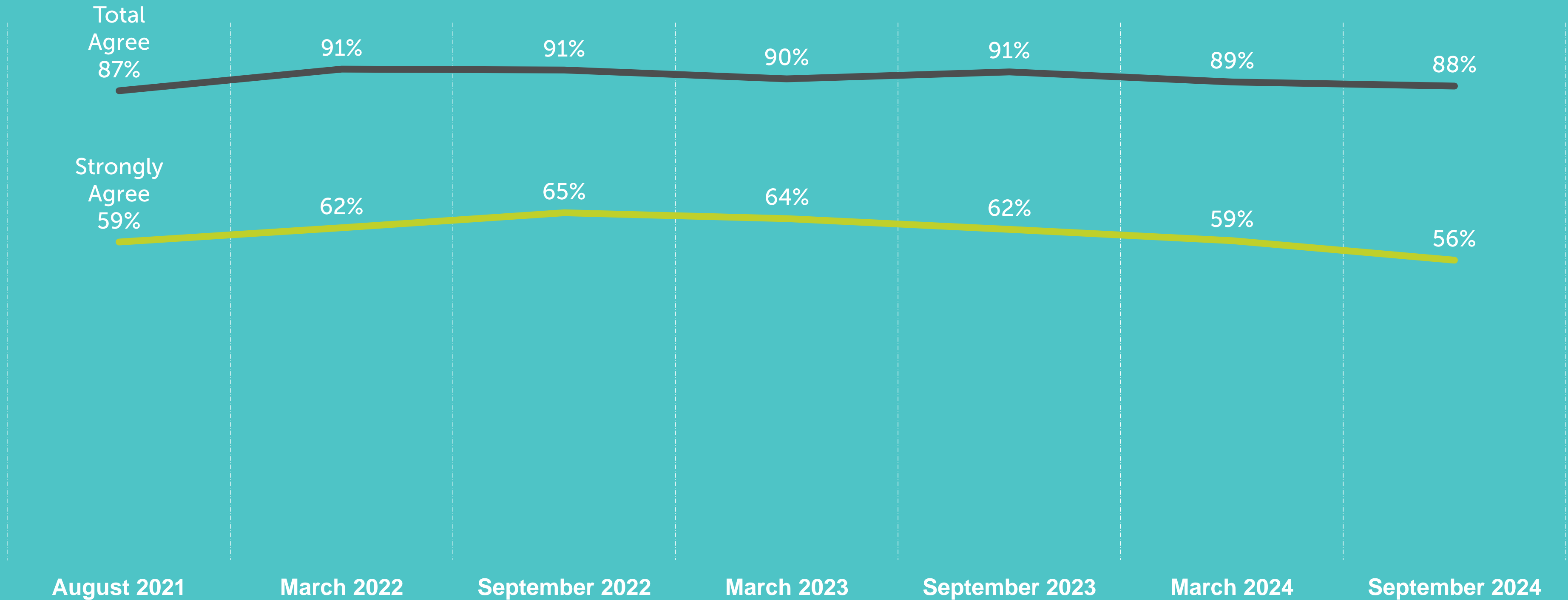
I'm optimistic about the future of this region





Agree/Disagree Trend

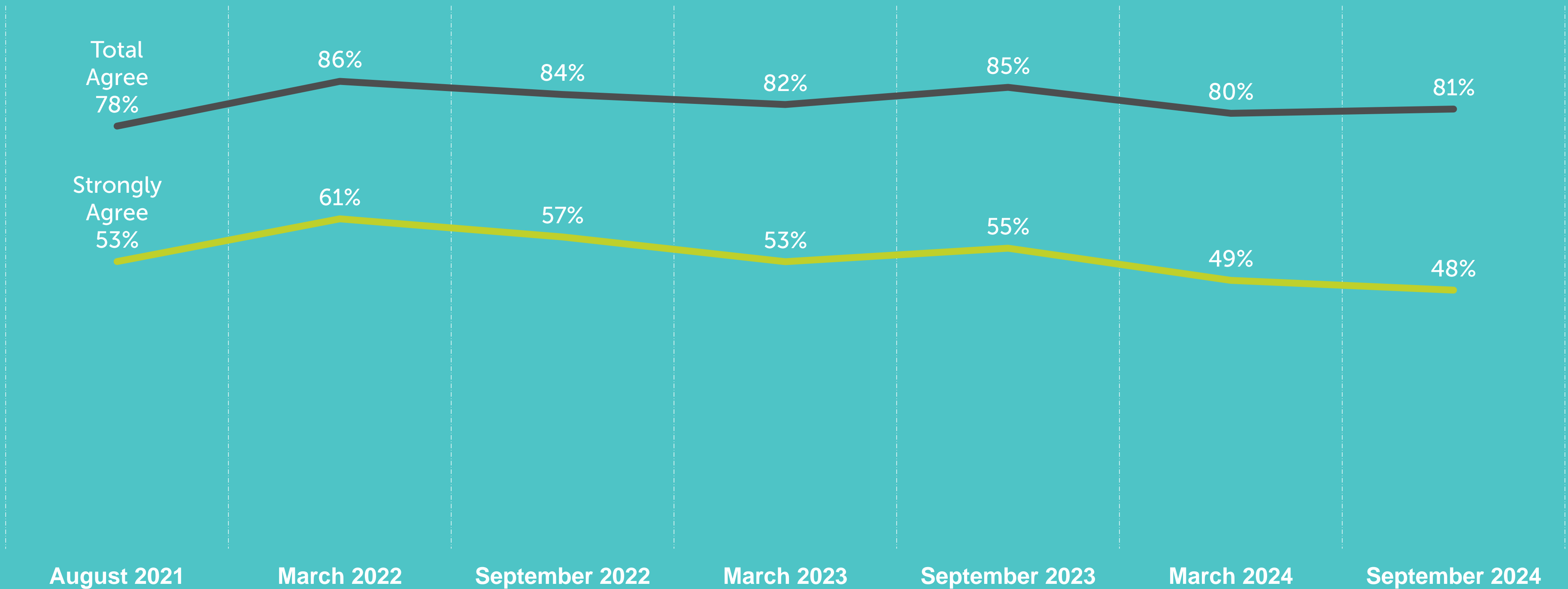
A thriving downtown Seattle is crucial to our region's economic recovery.





Agree/Disagree Trend

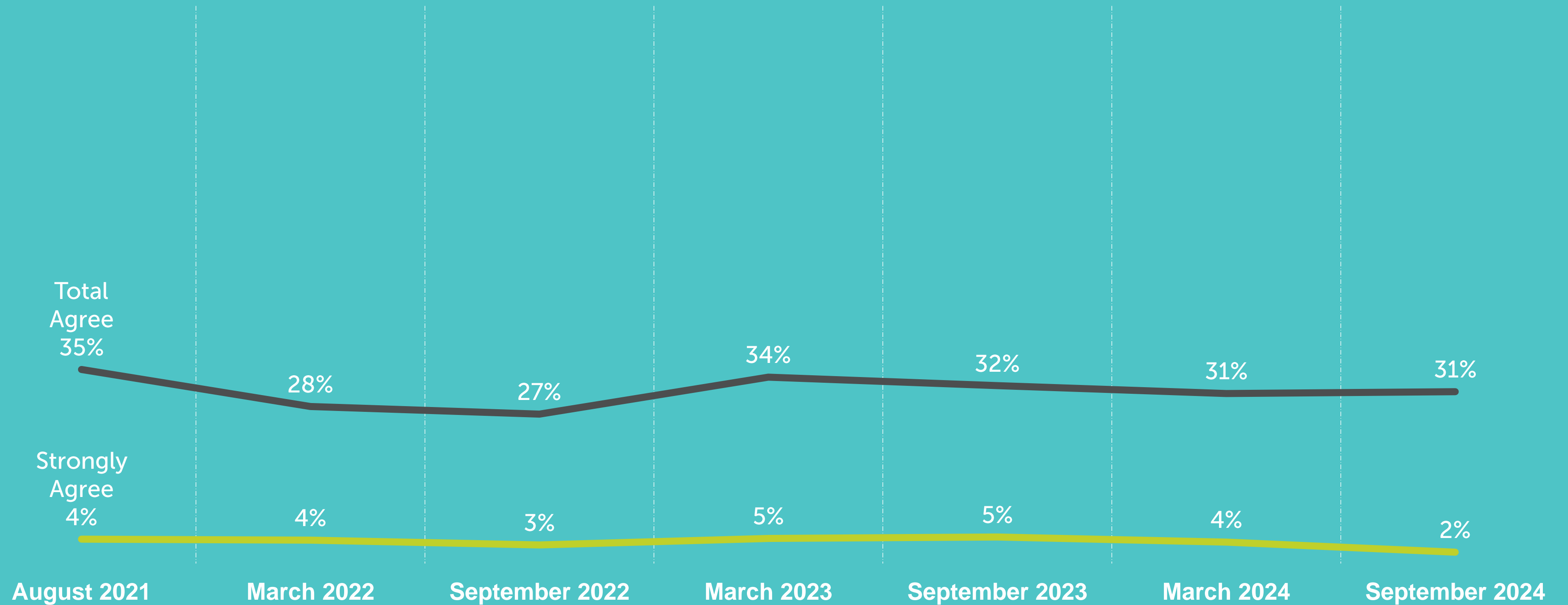
I'm worried about the future of downtown Seattle.





Agree/Disagree Trend

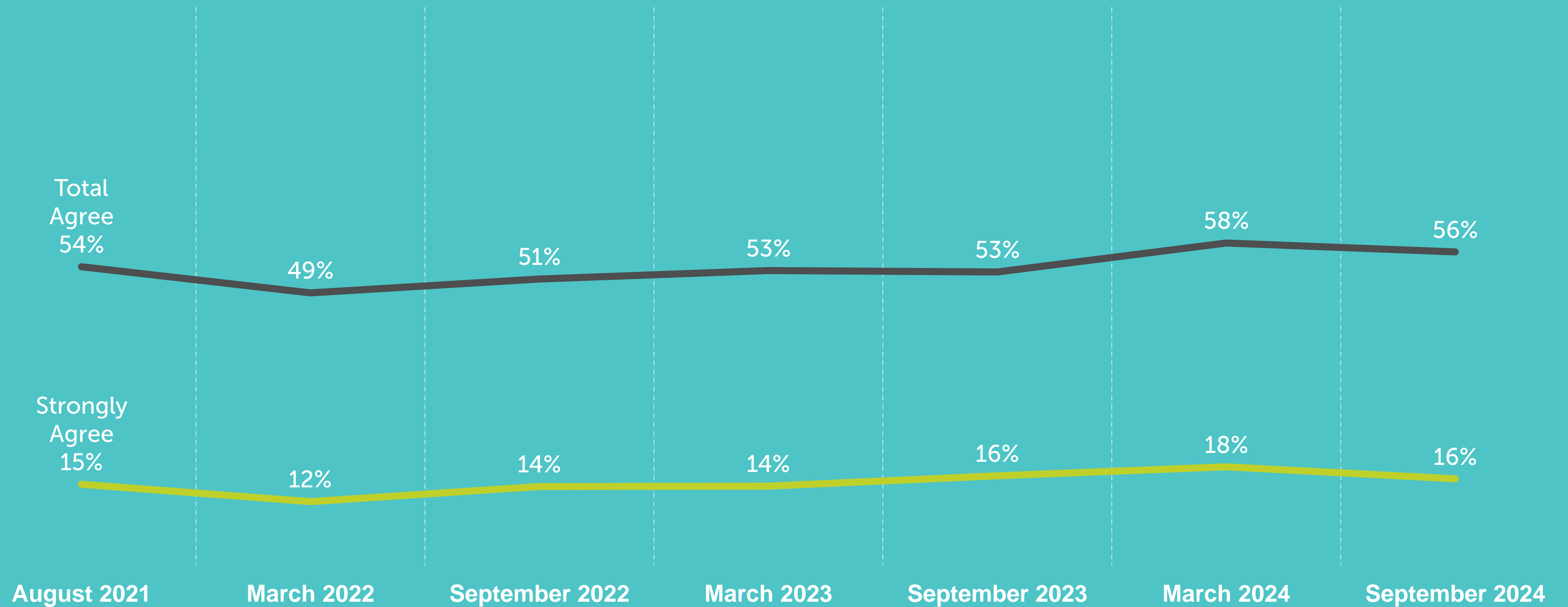
I trust the City of Seattle to spend my tax dollars responsibly.





Agree/Disagree Trend

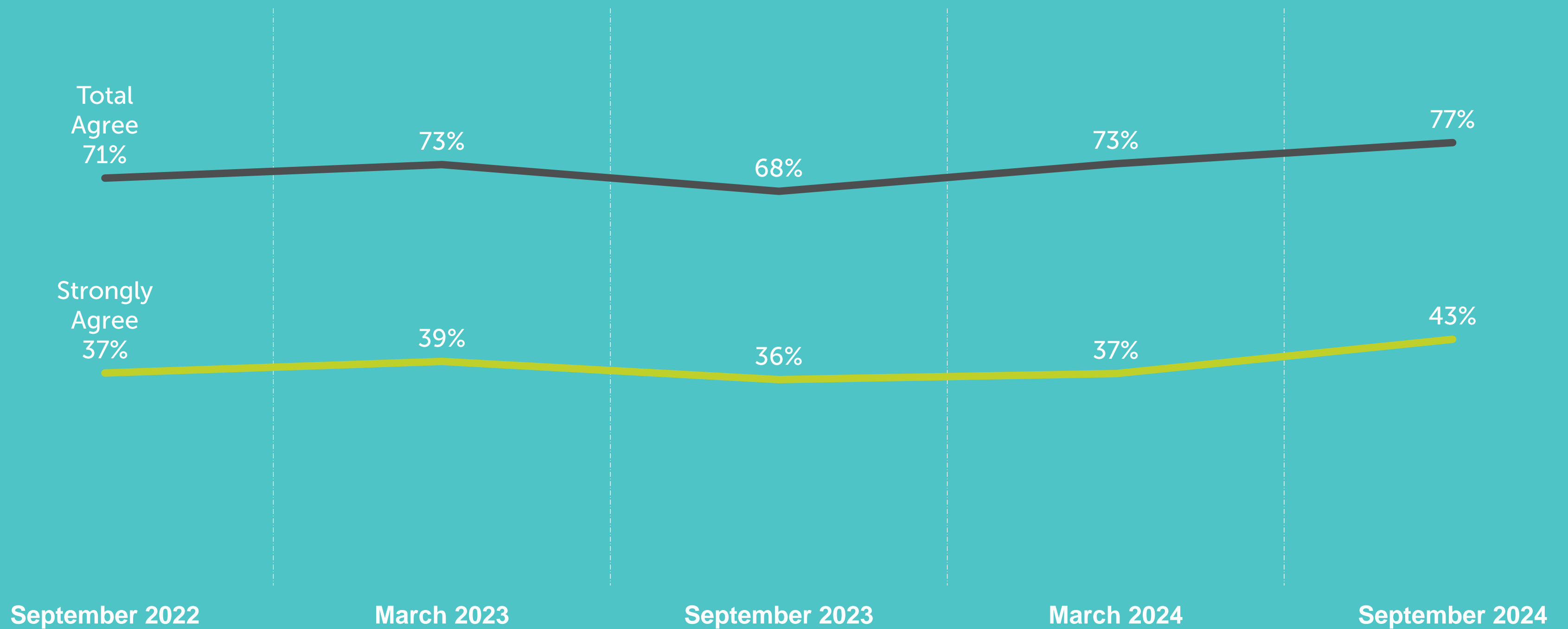
All things considered, growth and development has been a positive for my area.





Agree/Disagree Trend

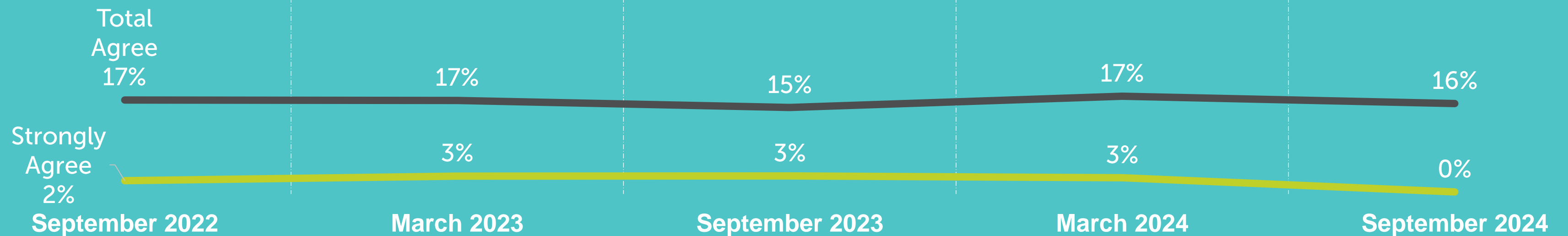
I'm proud to call myself a Seattleite.





Agree/Disagree Trend

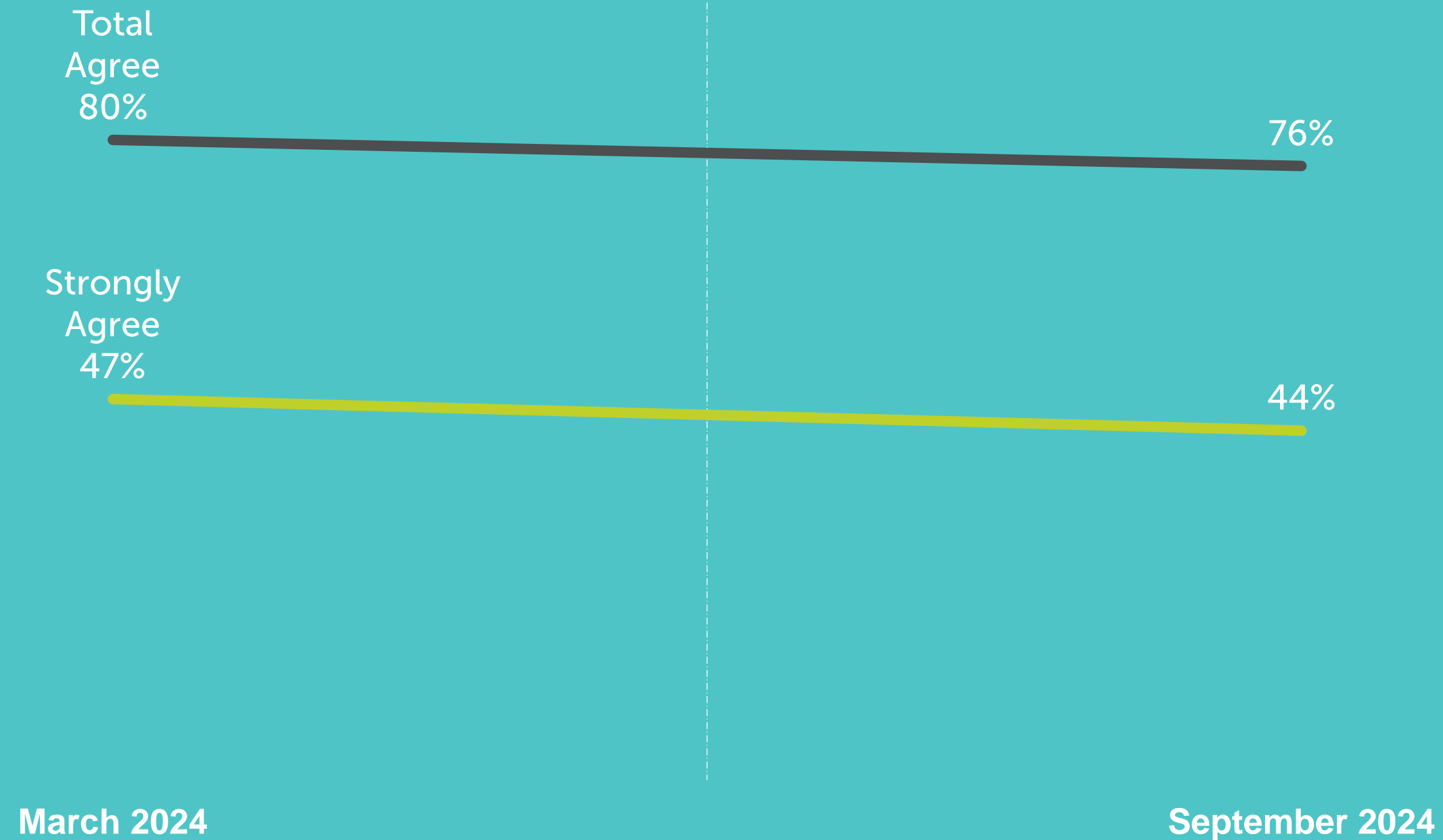
I trust that the City has an effective plan to address the critical issues facing our city like homelessness, affordability, and public safety.





Agree/Disagree Trend

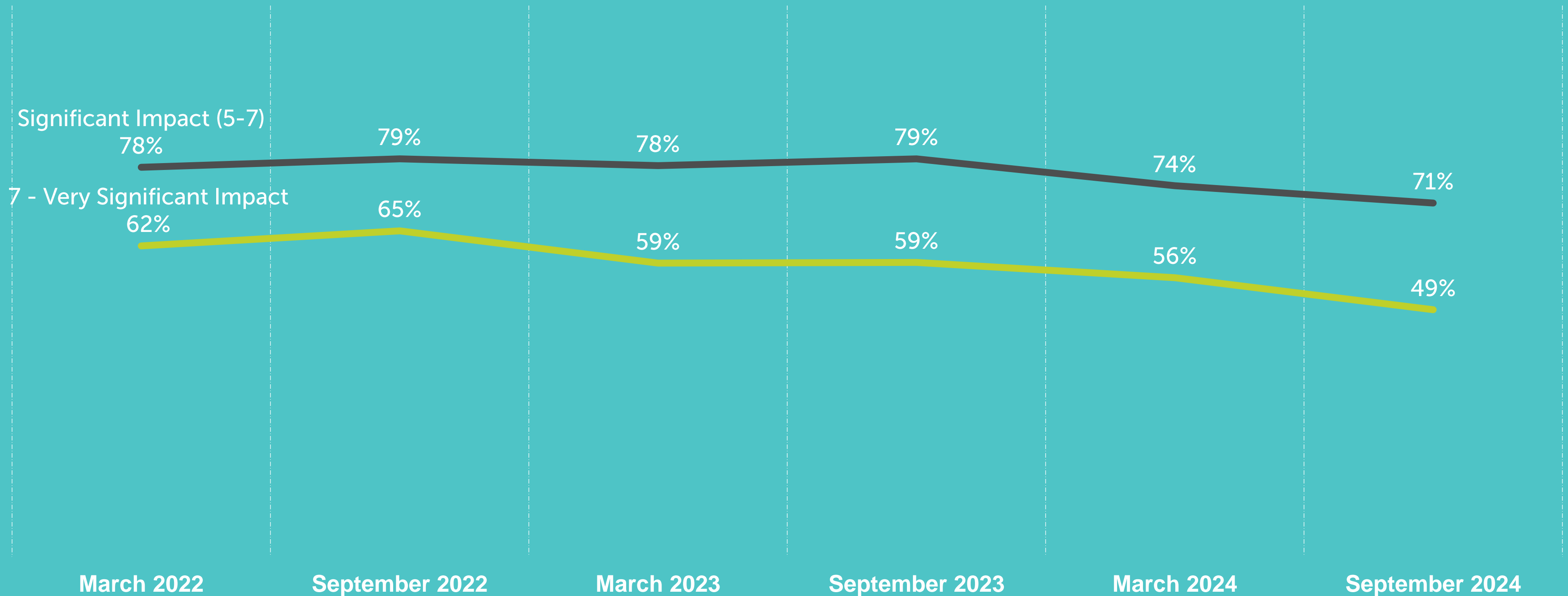
The City of Seattle has enough money to address important priorities; they just need to spend it more effectively





Quality of Life Impact Trend

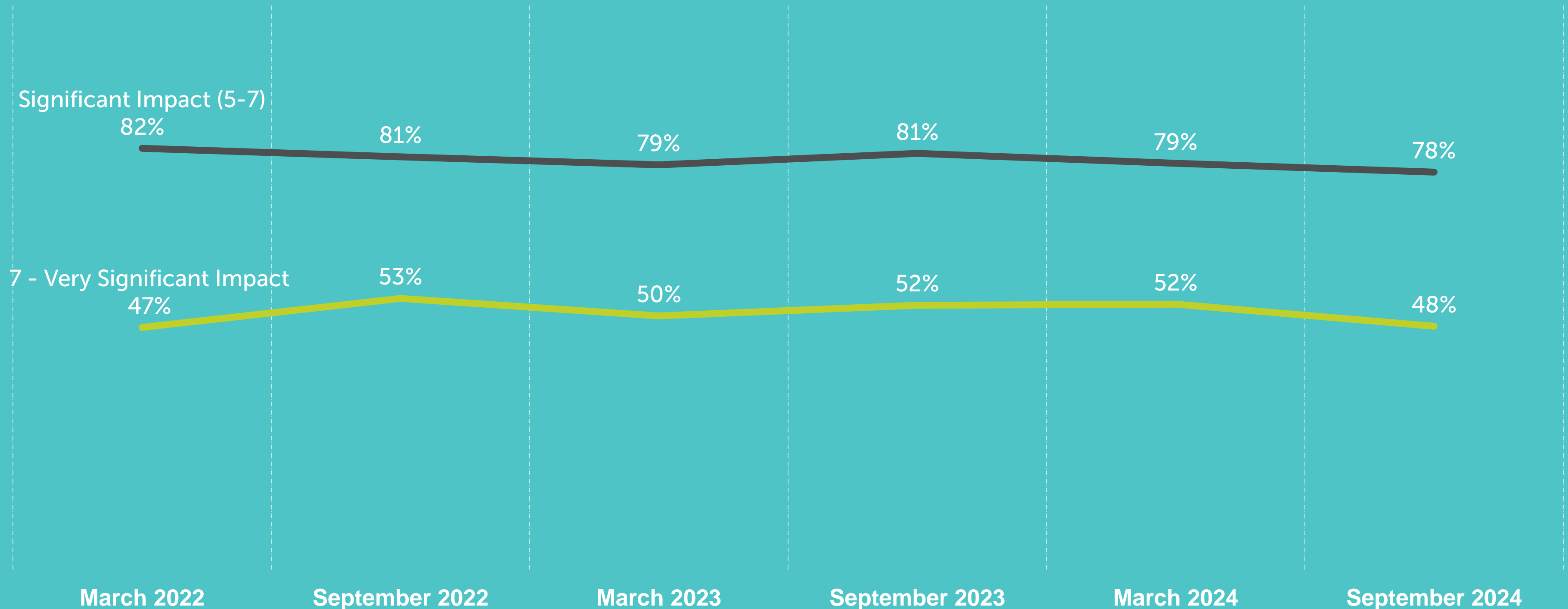
Impact on Quality of Life: Closing encampments in parks, on sidewalks, and on other public right of ways.





Quality of Life Impact Trend

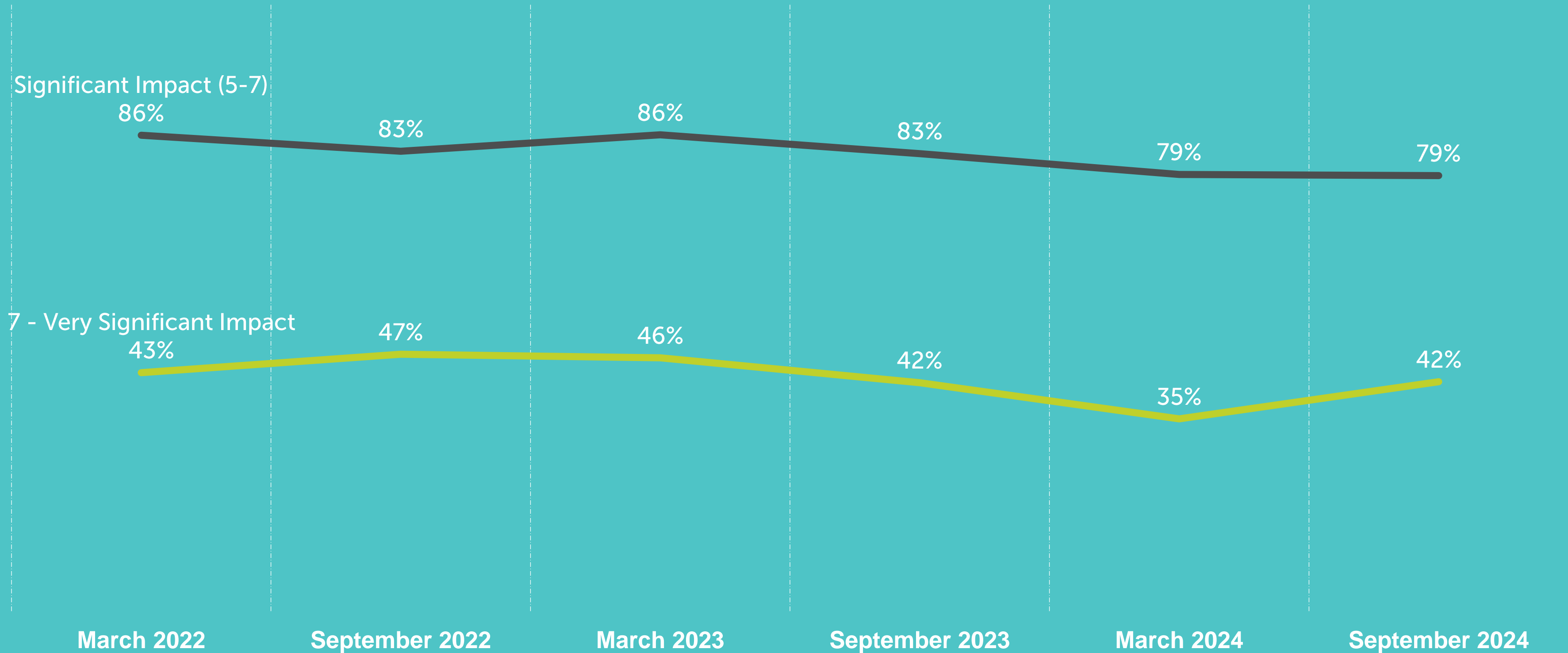
Impact on Quality of Life: Addressing property crime like theft and car break-ins.





Quality of Life Impact Trend

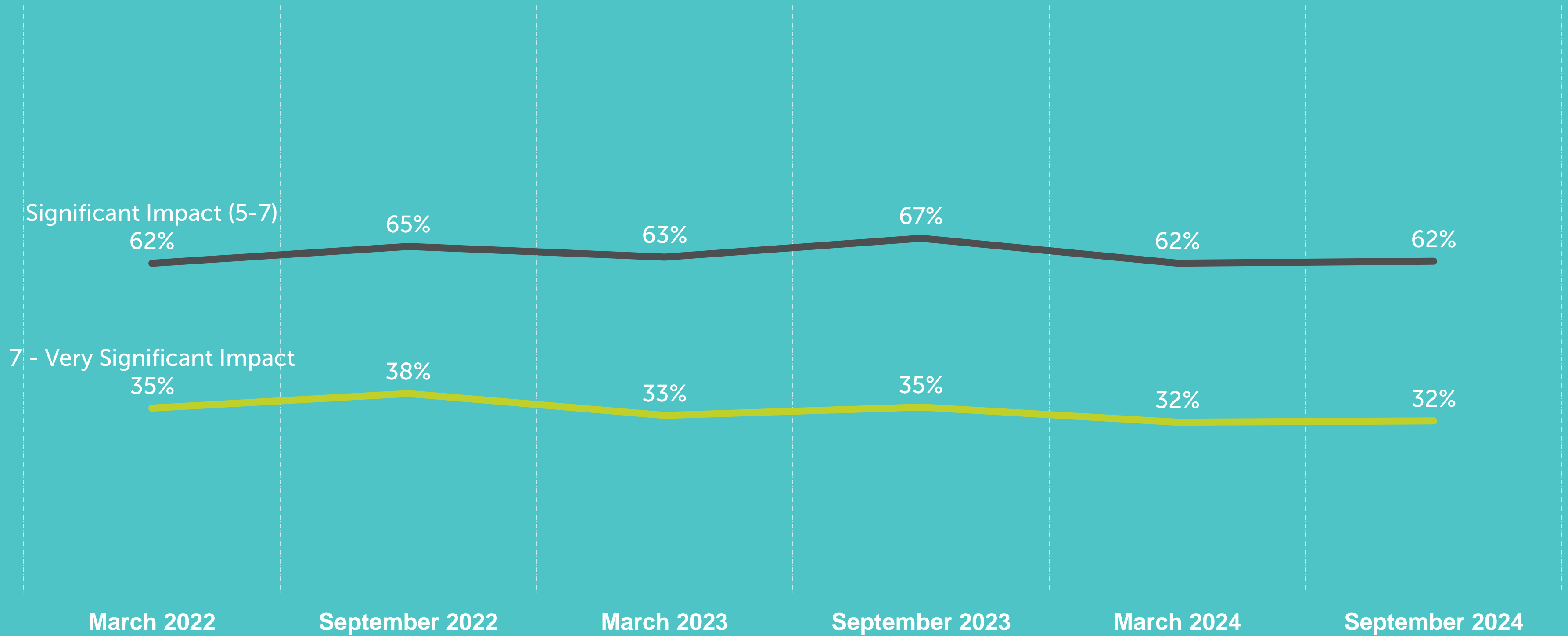
Impact on Quality of Life: Maintaining bridges and infrastructure.





Quality of Life Impact Trend

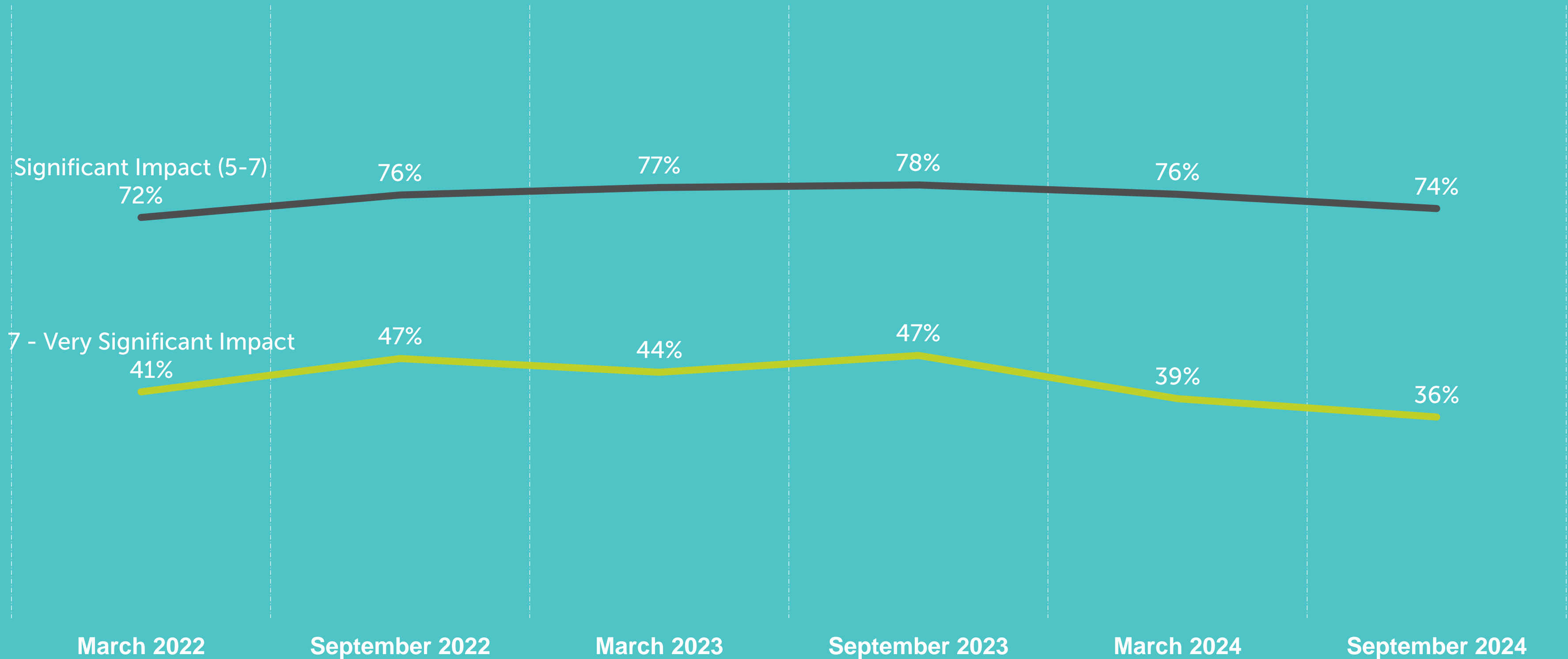
Impact on Quality of Life: Addressing racially biased policing.





Quality of Life Impact Trend

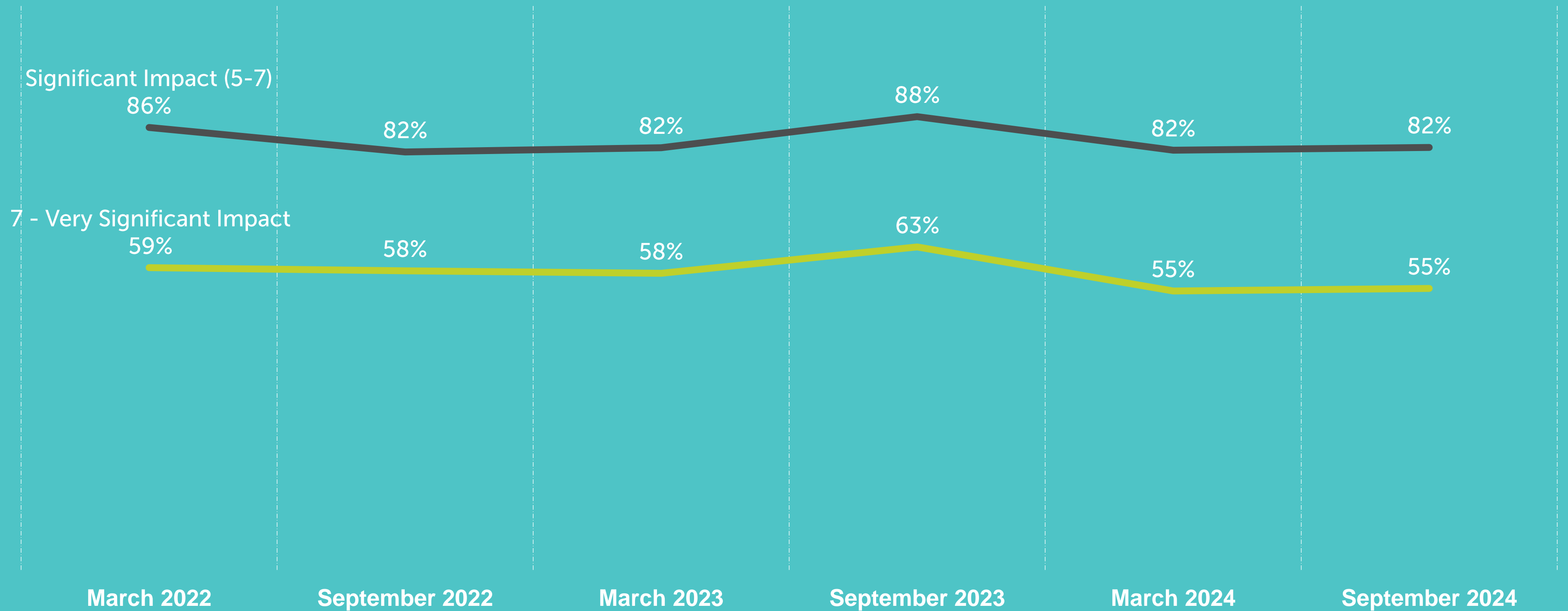
Impact on Quality of Life: Making Seattle a good place to do business.





Quality of Life Impact Trend

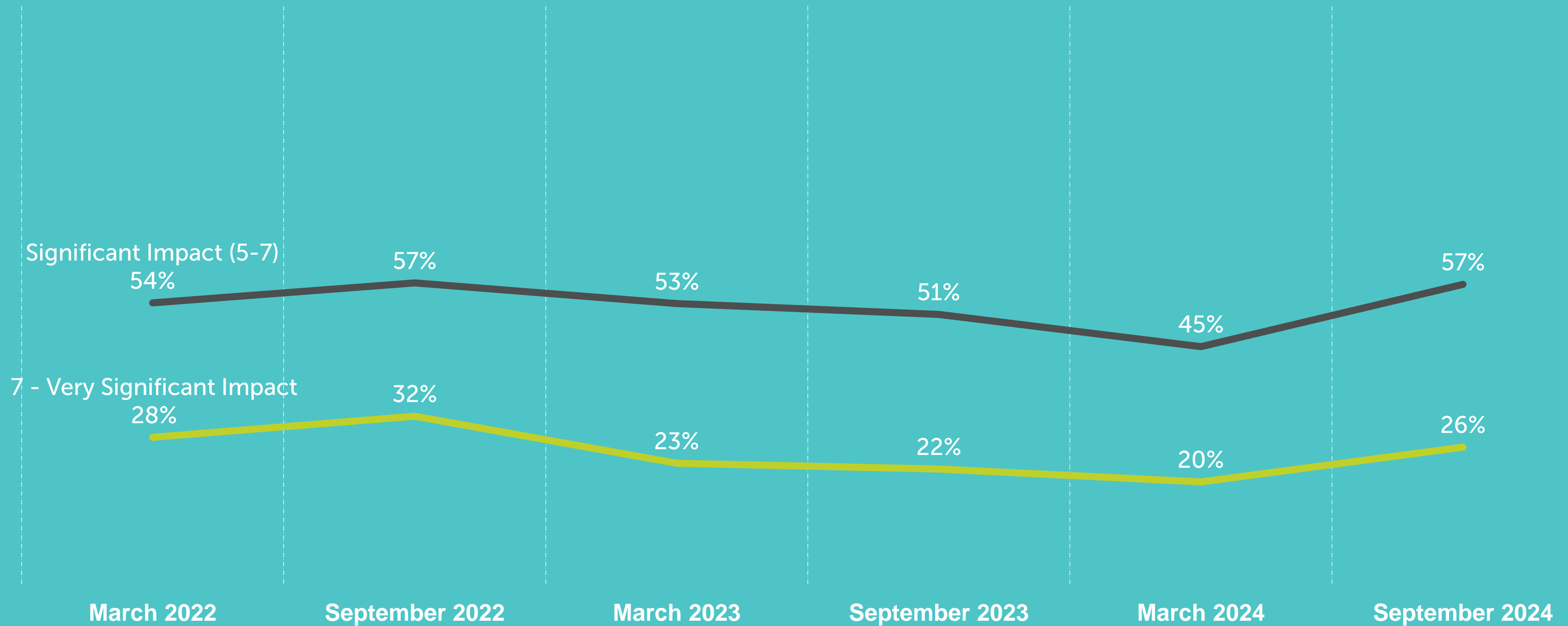
Impact on Quality of Life: Addressing violent crime and gun violence.





Quality of Life Impact Trend

Impact on Quality of Life: Addressing climate change.

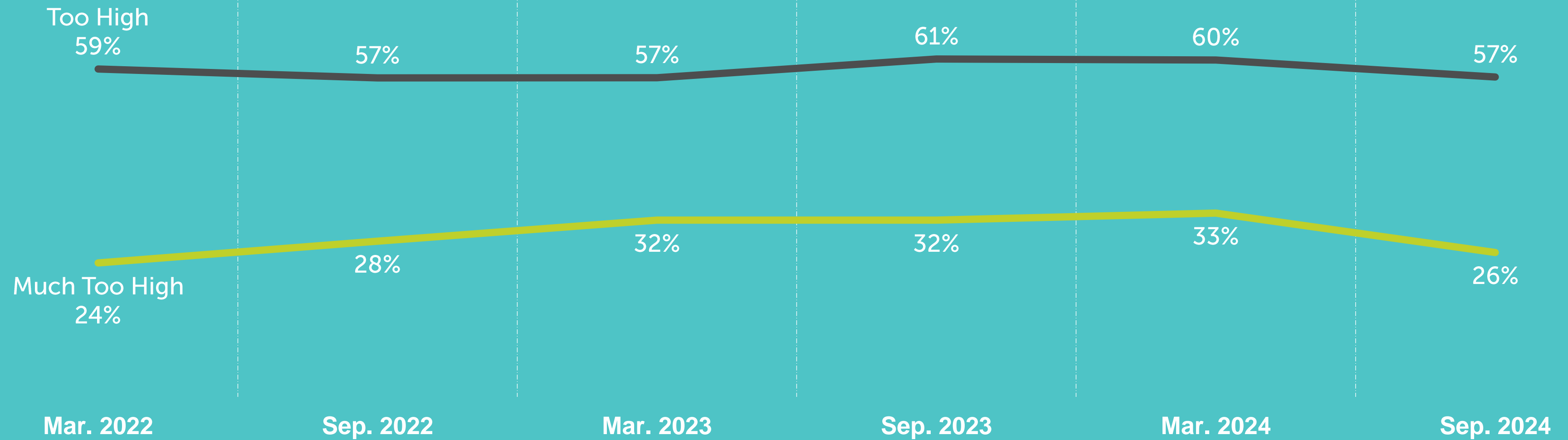


*Asked as Reducing carbon emissions and climate pollution in previous surveys.



Taxes in Seattle

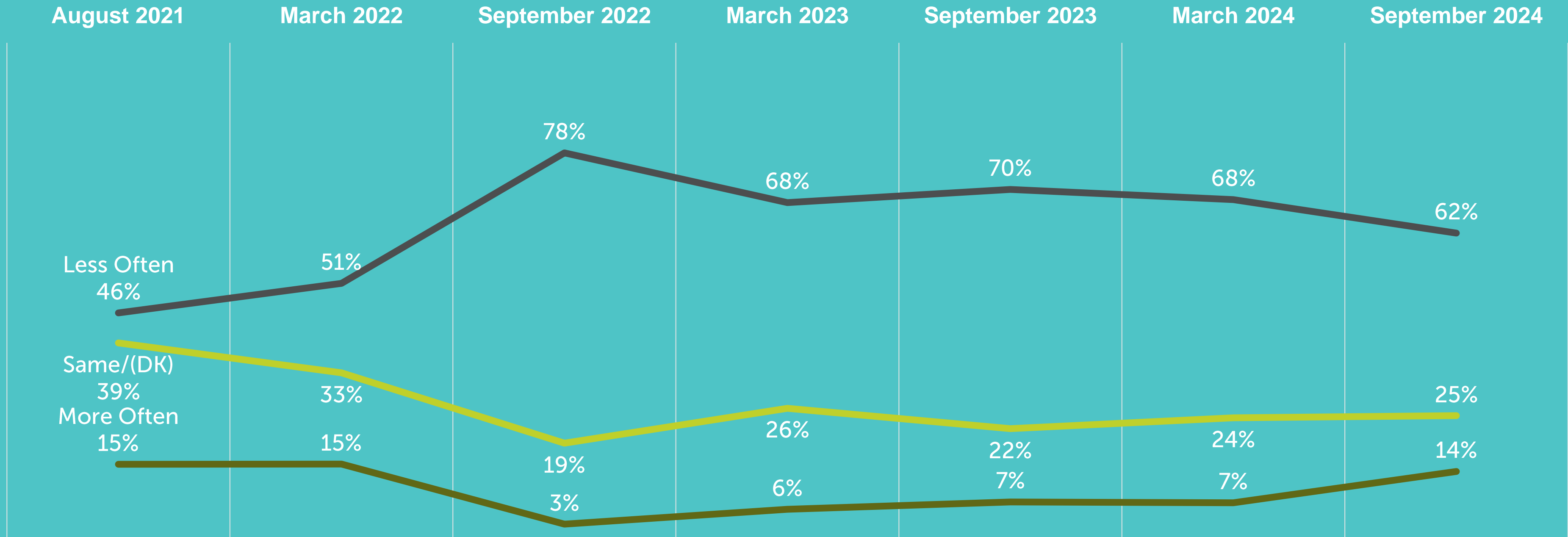
Would you say that taxes in Seattle are too high, too low, or about right for the level of services the city provides?





Downtown Seattle

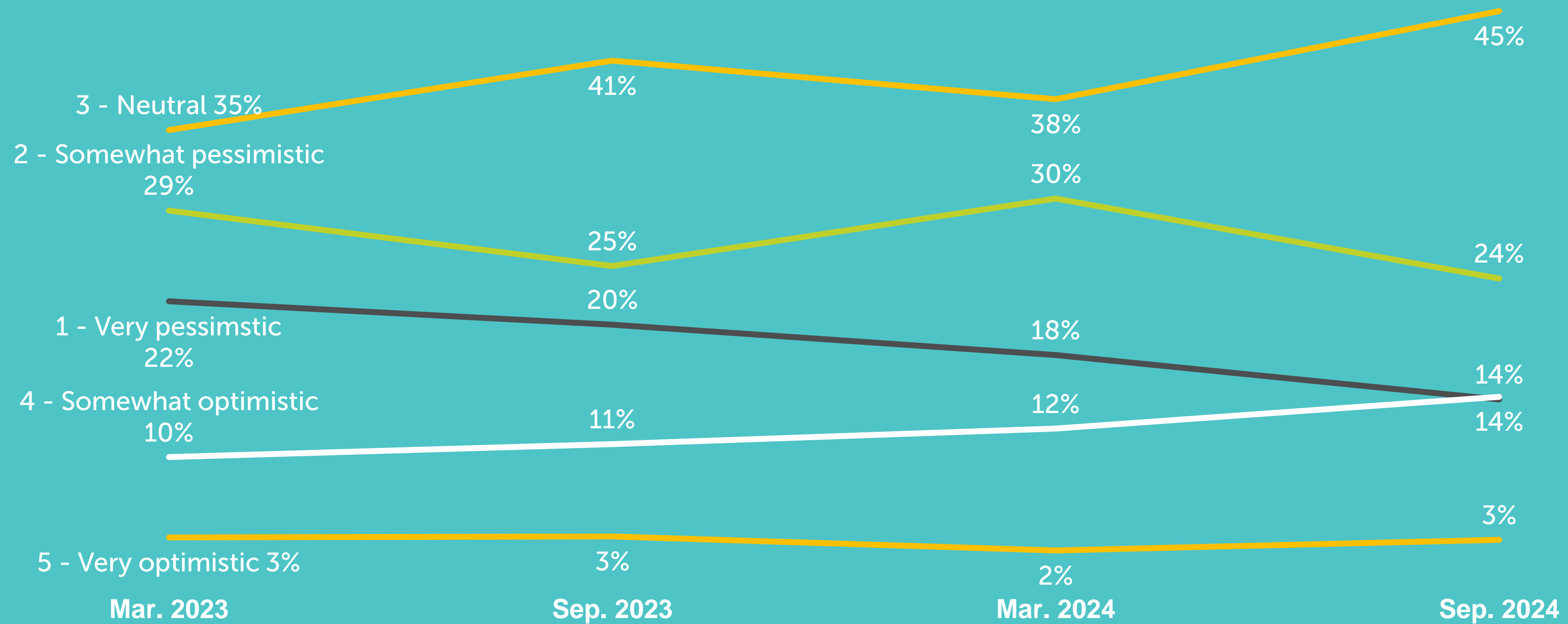
And currently, for activities other than work, are you visiting downtown Seattle more, less, or about the same as you did before the pandemic?





Recovery of Downtown Seattle

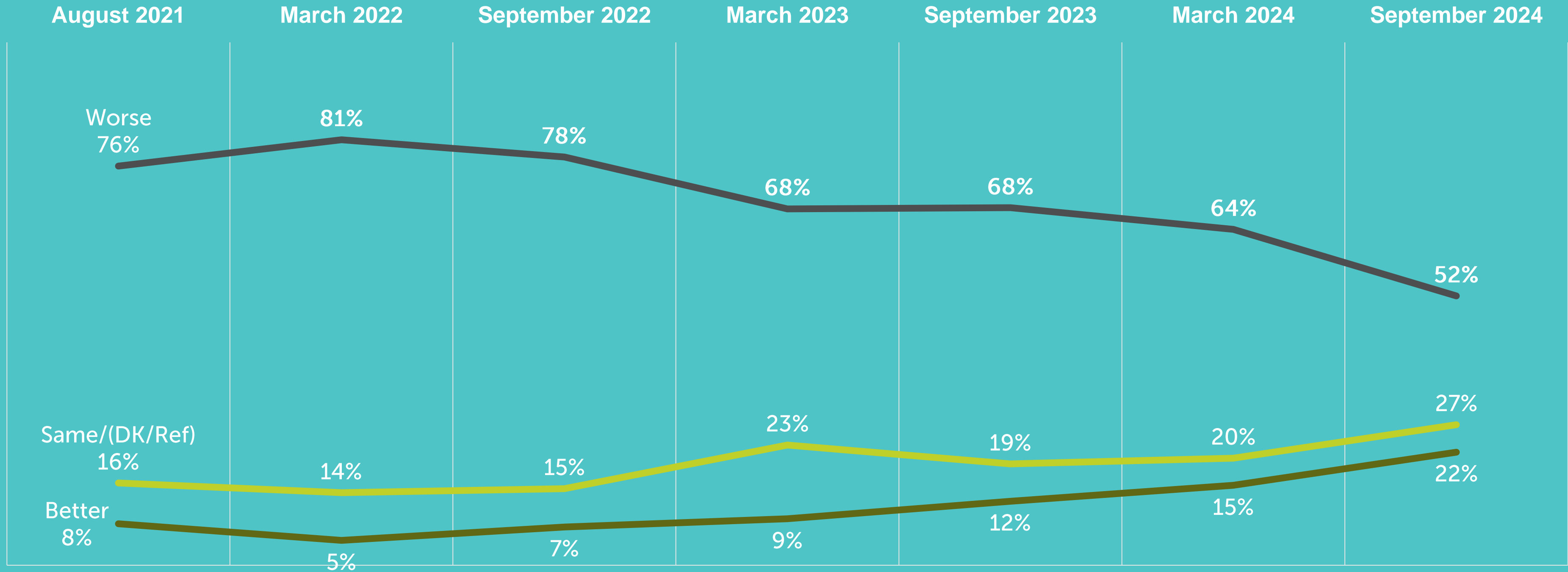
Using a scale from 1 to 5, with 1 being very pessimistic, and 5 being very optimistic, how do you feel about the progress being made on downtown Seattle's recovery?





Overall Quality of Life Trend

Do you think the overall quality of life in Seattle is getting better, the same, or worse?





Reasons To Leave Trend

What is the main reason you have considered moving?

