



THE CHAMBER

seattle metropolitan chamber of commerce



THE INDEX

August 2021

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Methodology

- Mixed-mode (live phone and text-to-web) survey of Registered Voters in the City of Seattle
- Conducted August 18 -25, 2021
- 458 completed interviews; margin of error: ± 4.6 points
- Phone interviews – landline and cell – were conducted in English by trained, professional interviewers
- Data weighted by key demographic variables to accurately reflect the Registered Voter population

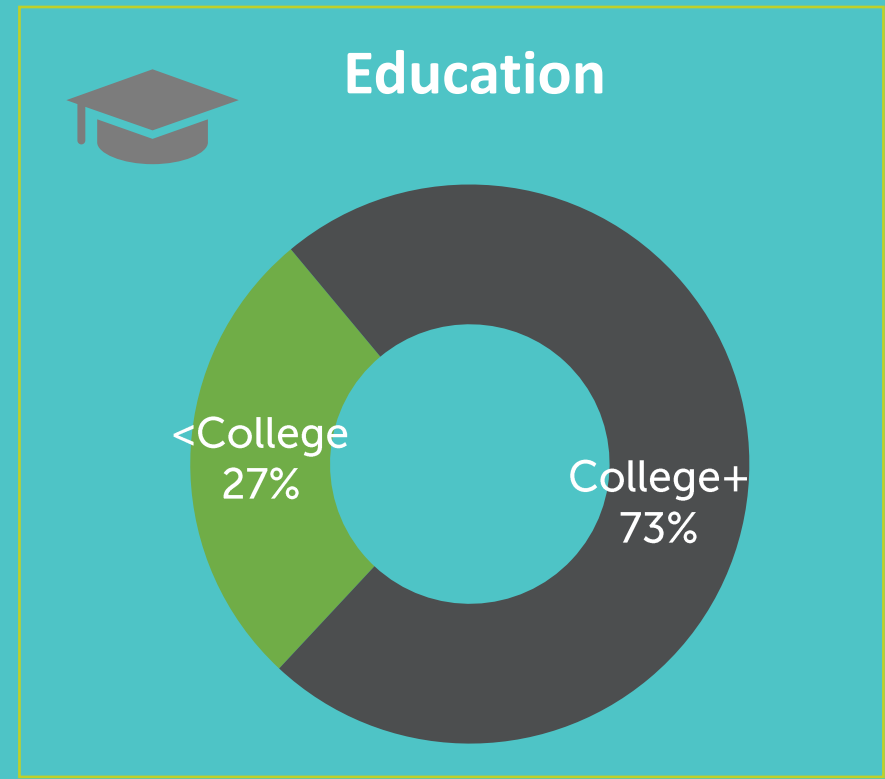
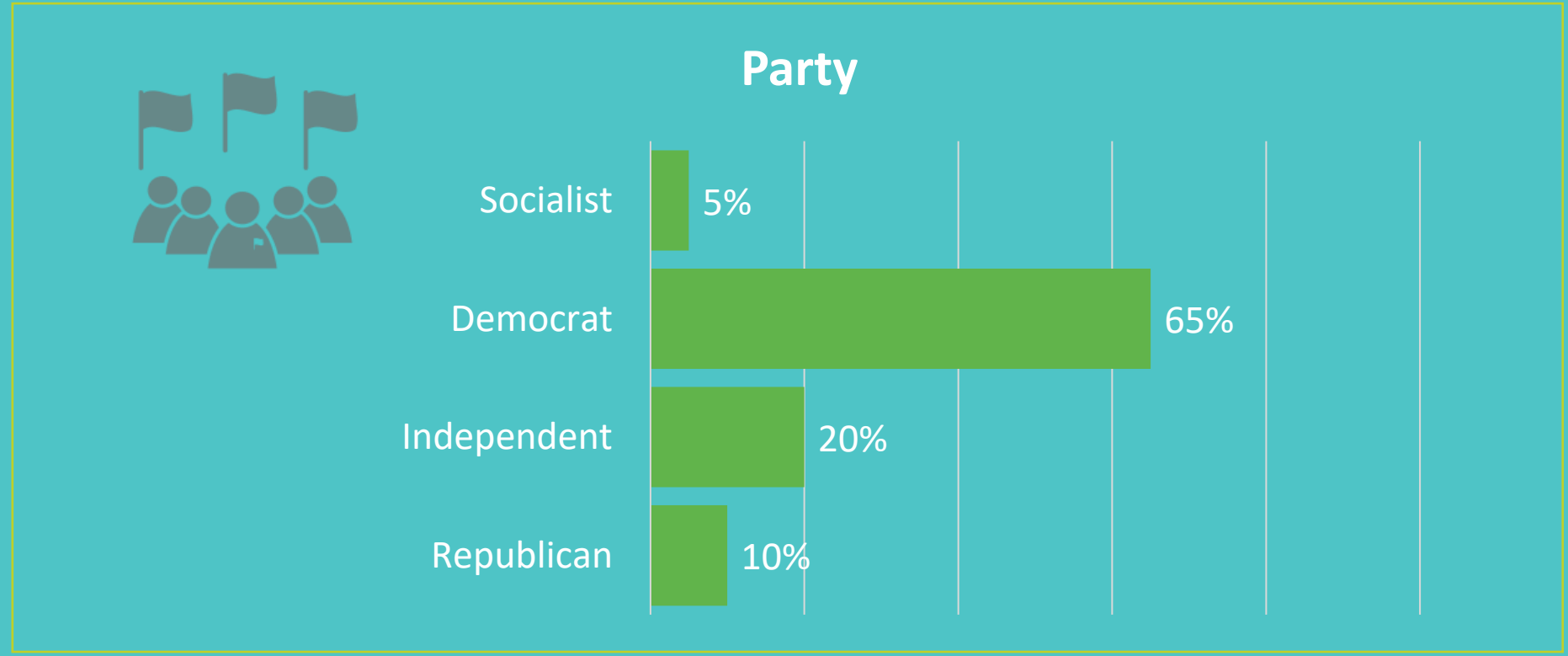
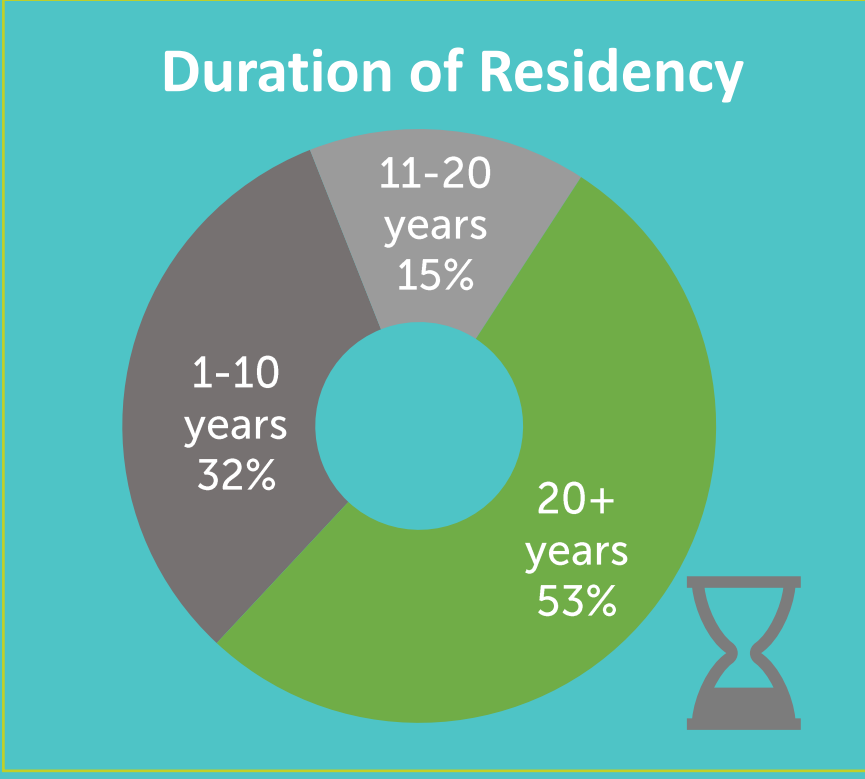
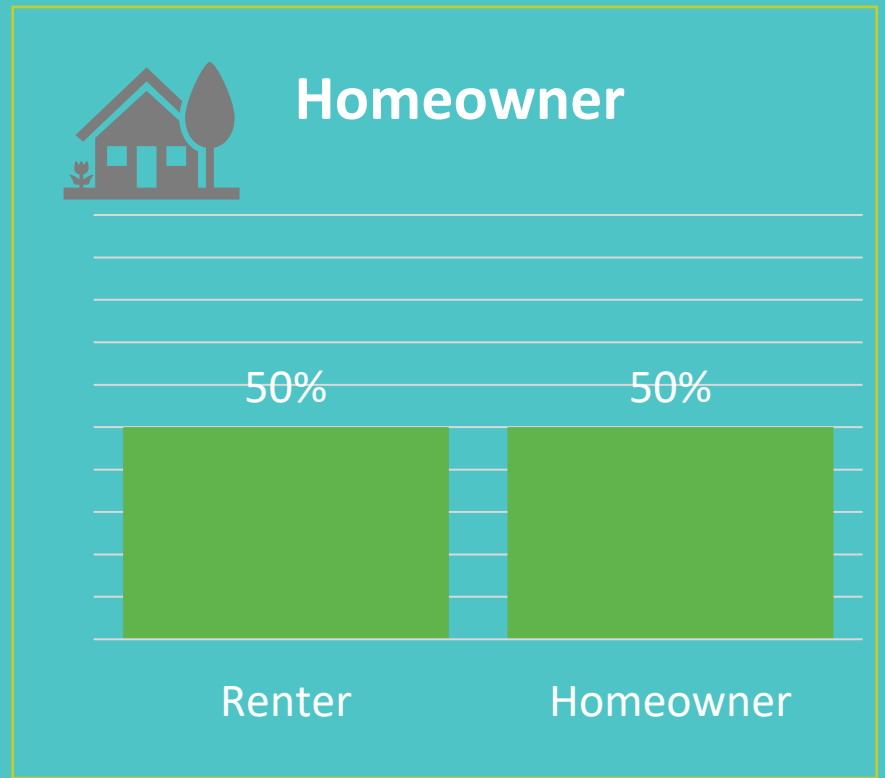
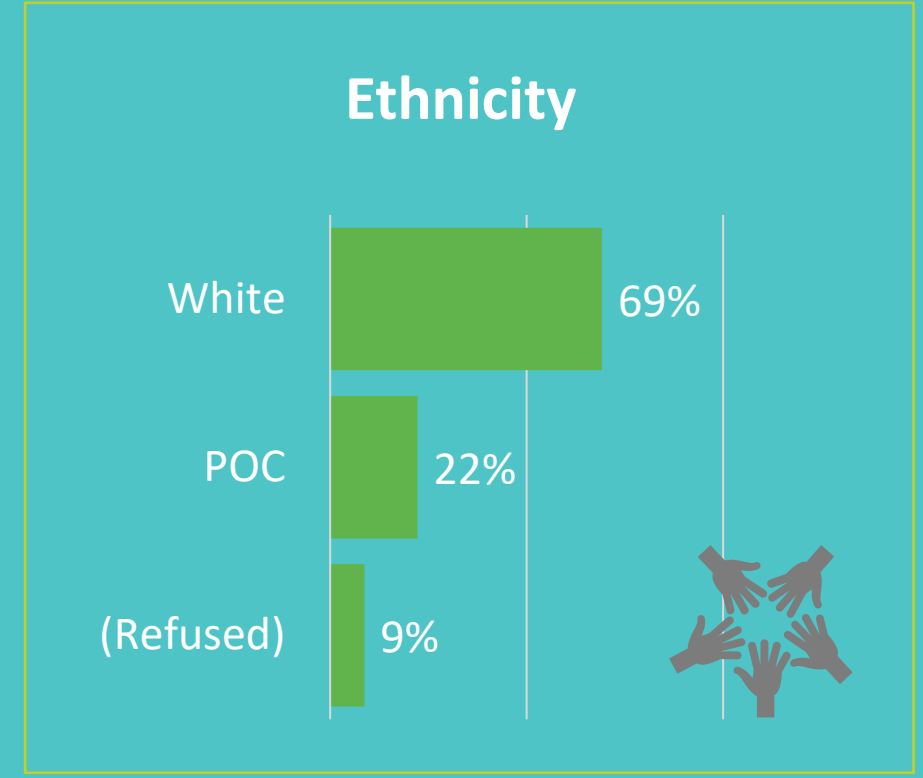
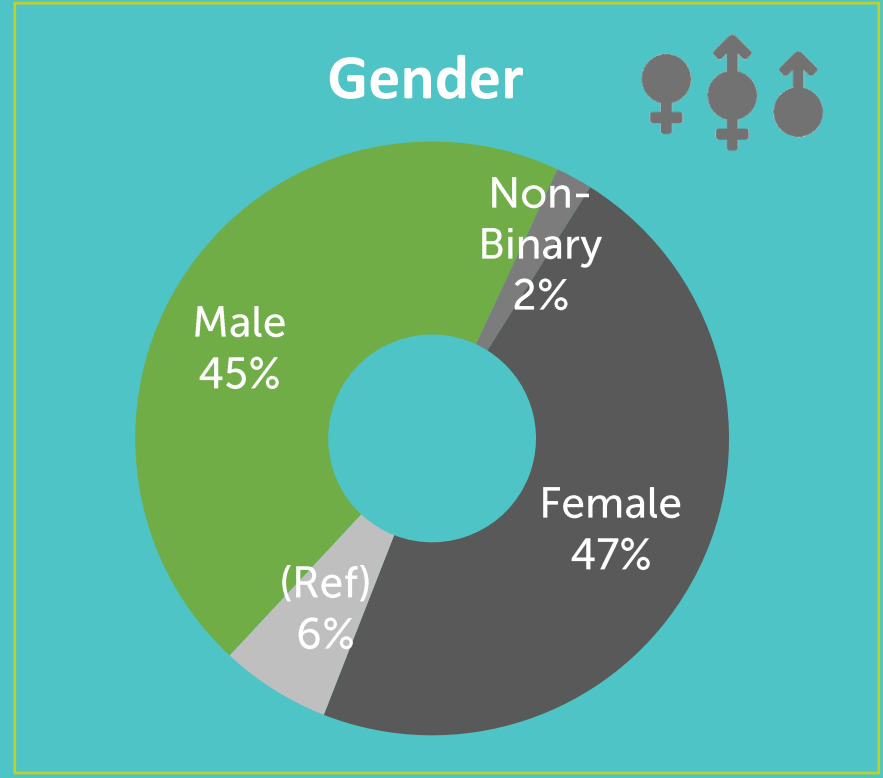
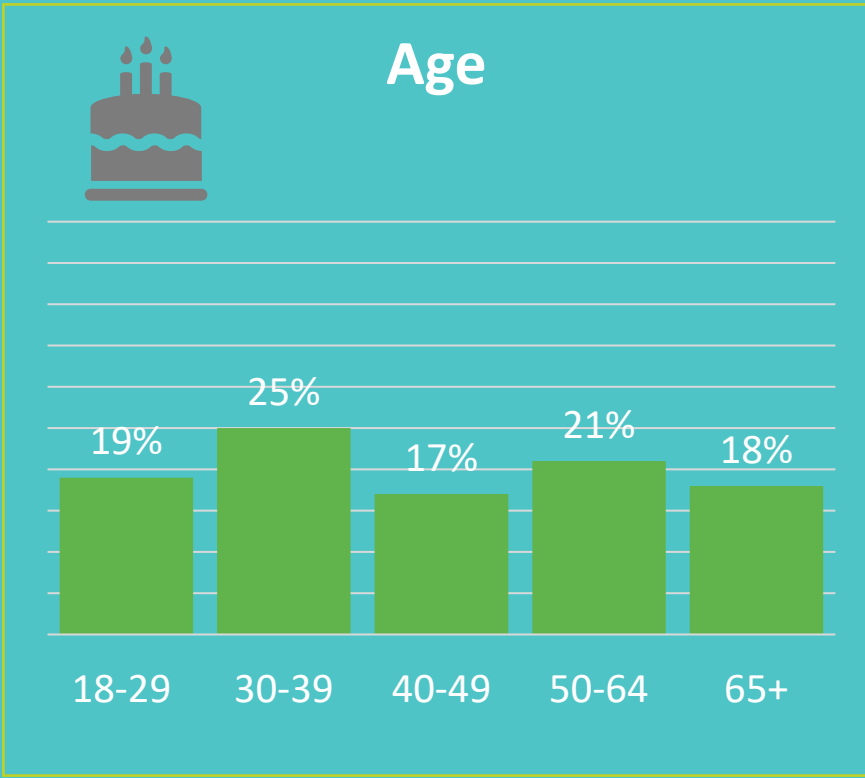
*Please note that due to rounding, some percentages may not add up to exactly 100%.



Research Notes

- The sample universe for The Index is All Registered Voters (ARV), not Likely Voters (LV), because the focus is on tracking Seattle voters' overall attitudes over time, not on modeling and analyzing the opinion environment for a specific election
 - 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 voters of color.
- Two-thirds of Seattle voters are Democrats making them the primary driver of overall opinion on all survey questions.
- Although self-identified Socialists only make up 5% of the sample, their views on most questions in the survey are so different from voters with other political affiliations that we decided to break them out in the reporting
 - The attitudes and opinions of the Socialist subgroup are consistent with the responses we would reasonably expect so that does give us confidence in the validity of the data, but it is still a small subgroup with a high margin of error

Respondent Profile





Summary

- *Self-identified Democrats make up two-thirds of the registered voter universe and are the political base of the city*
 - Democrats are pessimistic about the current direction of the city, they overwhelmingly believe that Seattle's quality of life has gotten worse, and six-in-ten have considered leaving the city - but a majority are also cautiously optimistic about the future of the region
 - Democrats are deeply concerned about homelessness, they don't believe the City Council has a realistic plan to address the problem, they don't trust the city on spending, and they believe that the city already has the necessary resources to address homelessness
 - Democrats are strongly concerned about the future of downtown Seattle, they don't think downtown can recover until homelessness and public safety issues are effectively addressed, and two-thirds say they wouldn't feel safe visiting downtown at night
 - Democrats don't trust the City Council on police reform and they are divided on reducing the number of officers and redirecting SPD funds
 - A strong majority of Democrats do support new progressive taxes like a capital gains or high earner income tax, but most also want all new local taxes put to a vote of the people
 - Democrats support more density in transit and commercial areas, a strong majority support new housing in their own neighborhood, and two-thirds support changes to SFH zoning to allow more duplexes and triplexes
 - Democrats recognize the need for more high quality, affordable childcare in the region and two-thirds say they would support a small property tax increase to fund childcare subsidies
- *Homeowners and renters who typically have very divergent attitudes hold remarkably similar opinions through most of the survey*
- *Self-identified Socialists – who represent 5% of the registered voter universe - are the only group that is consistently satisfied with the direction of the city.*
 - Socialists are the only group that trusts the city on spending
 - Socialists are the least concerned about public safety and homelessness
 - Socialists are the only group that trusts the city council on police reform



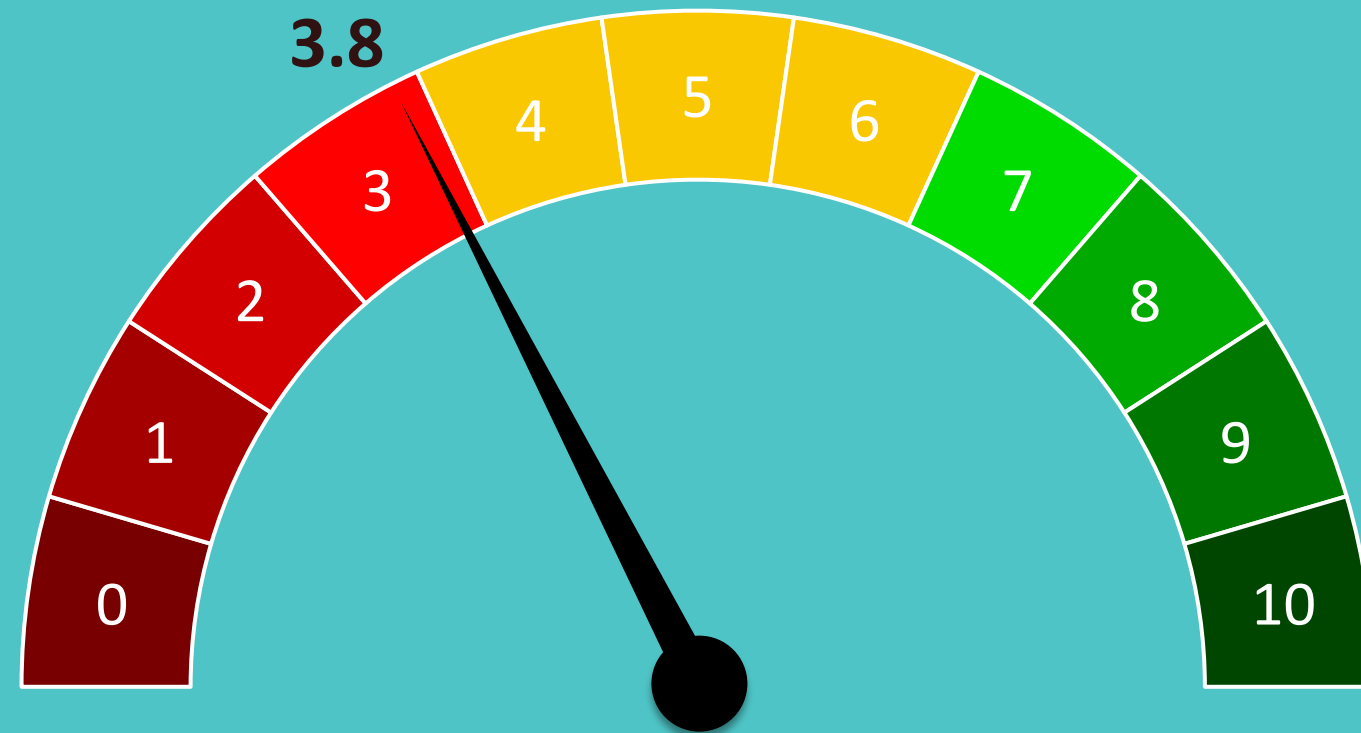
Quality of Life





Quality of Life Index – August 2021

Quality of Life Index August 2021

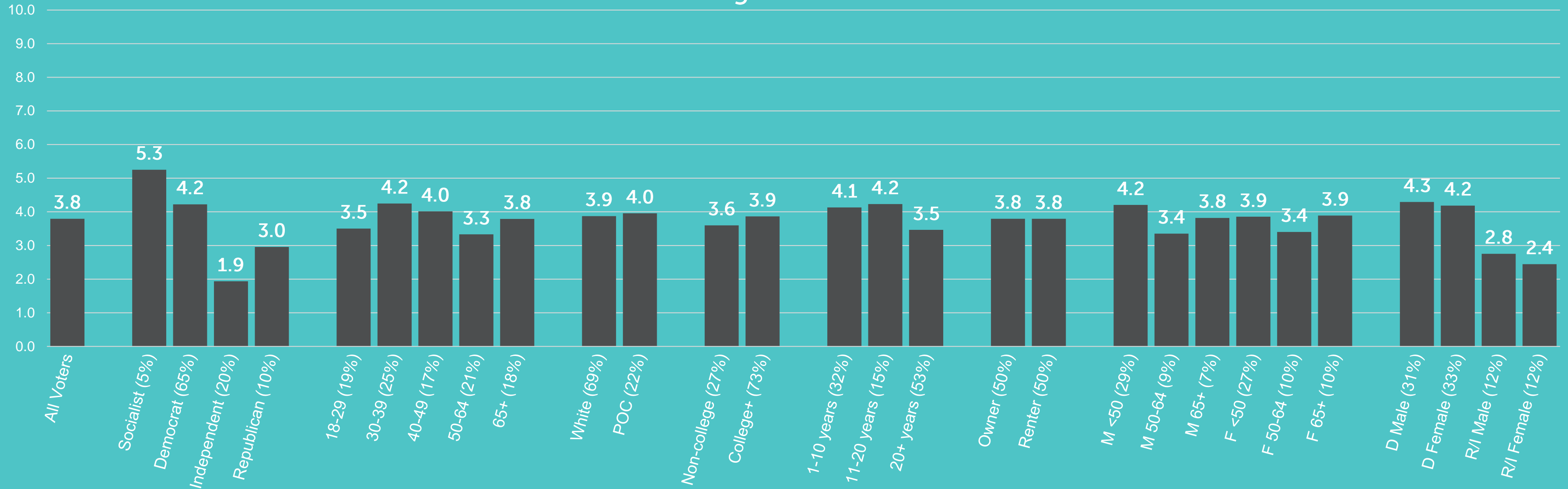


- The Quality of Life Index aggregates multiple survey questions about quality of life. It does not include any measures related to voter perceptions of Seattle’s government or elected leaders.
- The QOL Index uses a 0-10 scale with 0 indicating that voters have a very negative view of quality of life in Seattle and 10 indicating that voters have a very positive view. The midpoint of the scale is 5.
- The QOL Index will be tracked over time to provide a broad measure of how voters are feeling about the city.



QOL Index – August 2021

Quality of Life Index August 2021

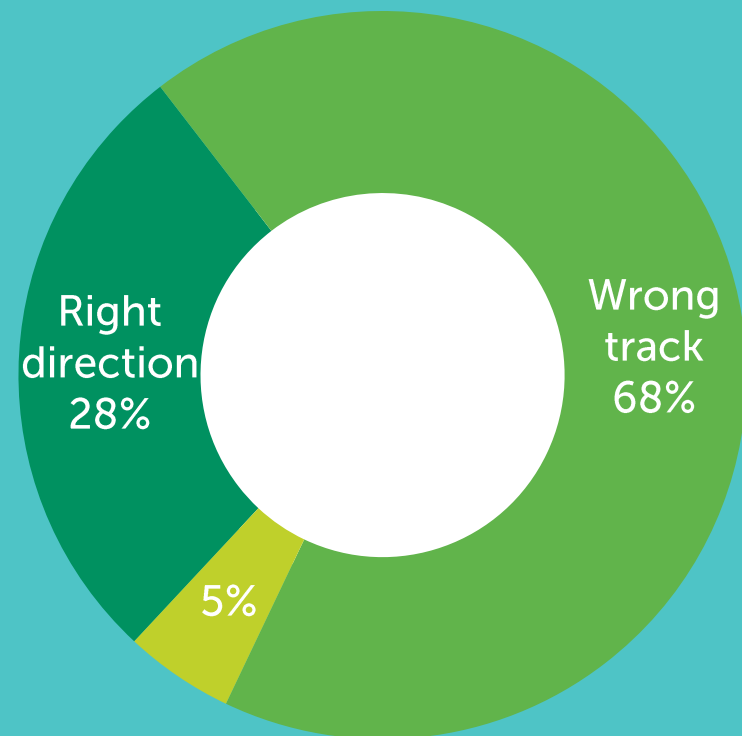


Self-identified Socialists are the only subgroup with a mean Quality of Life rating above the midpoint.

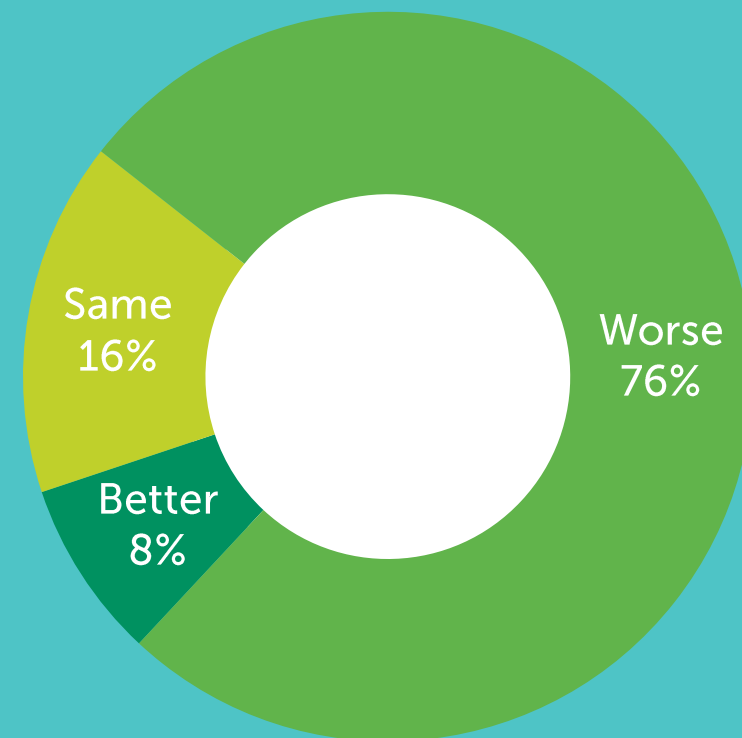


Quality of Life: By the Numbers

"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?"



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



"I'm optimistic about the future of this region."



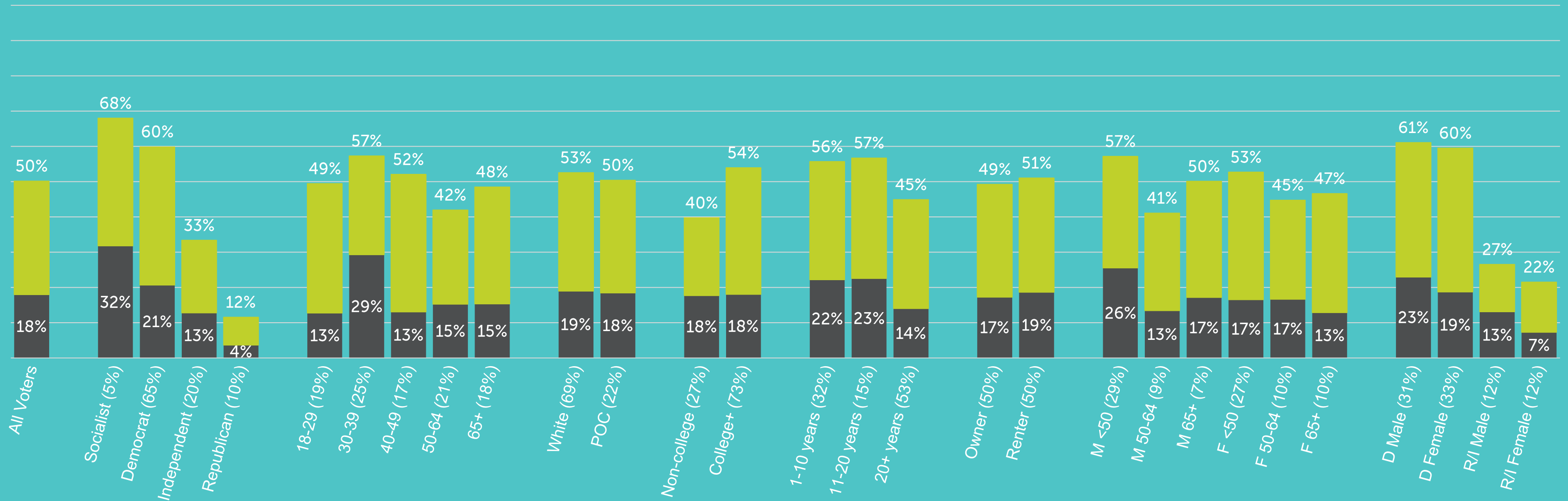
Seattle voters are deeply concerned about the direction of the city, most believe quality of life is worse, and only half are optimistic about the region's future.



Optimism

Optimistic About Future of This Region

■ Strongly Agree ■ Somewhat Agree



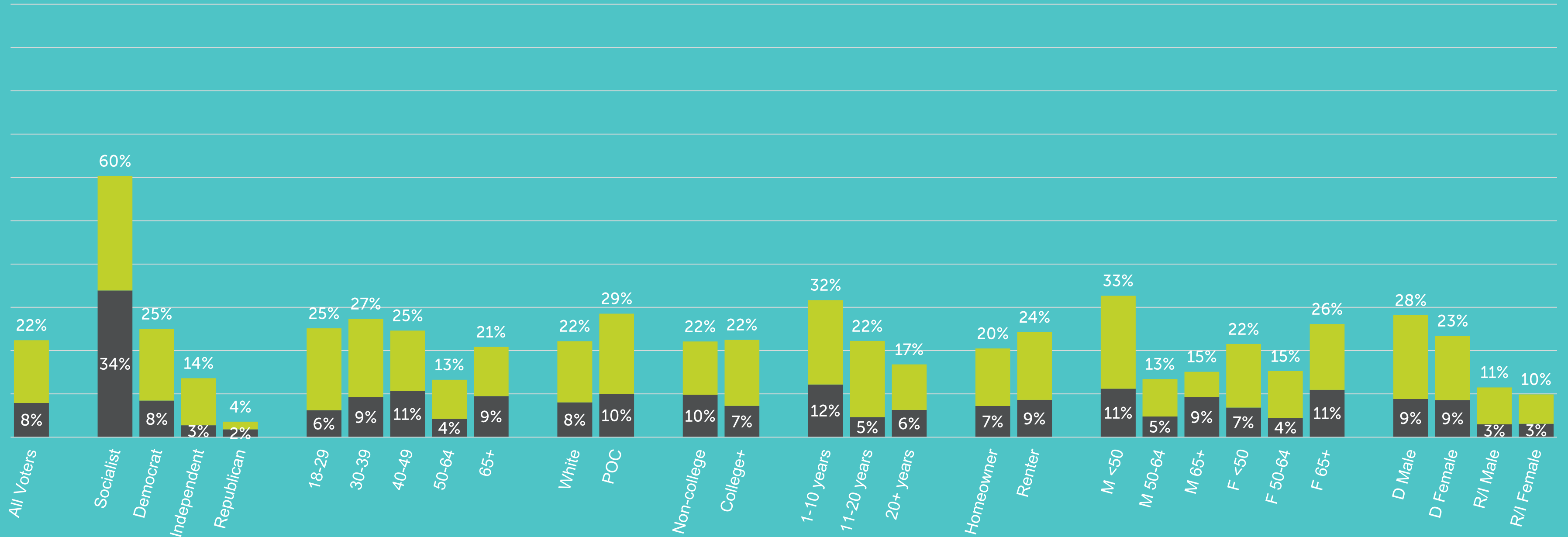
Socialists are the most optimistic about the future of this region. Democrats are more optimistic than pessimistic, although only 1-in-5 are strongly optimistic. Voters without a college degree are much less optimistic than college graduates. Republicans and Independents are extremely pessimistic.



Quality of Life

Quality of Life Compared to 4 Years Ago

■ Better ■ Same



Only Socialists believe that quality of life in Seattle is the same or better than it was four years ago. A supermajority of voters in every other subgroup – including three quarters of Democrats – believe we have lost ground on quality of life.

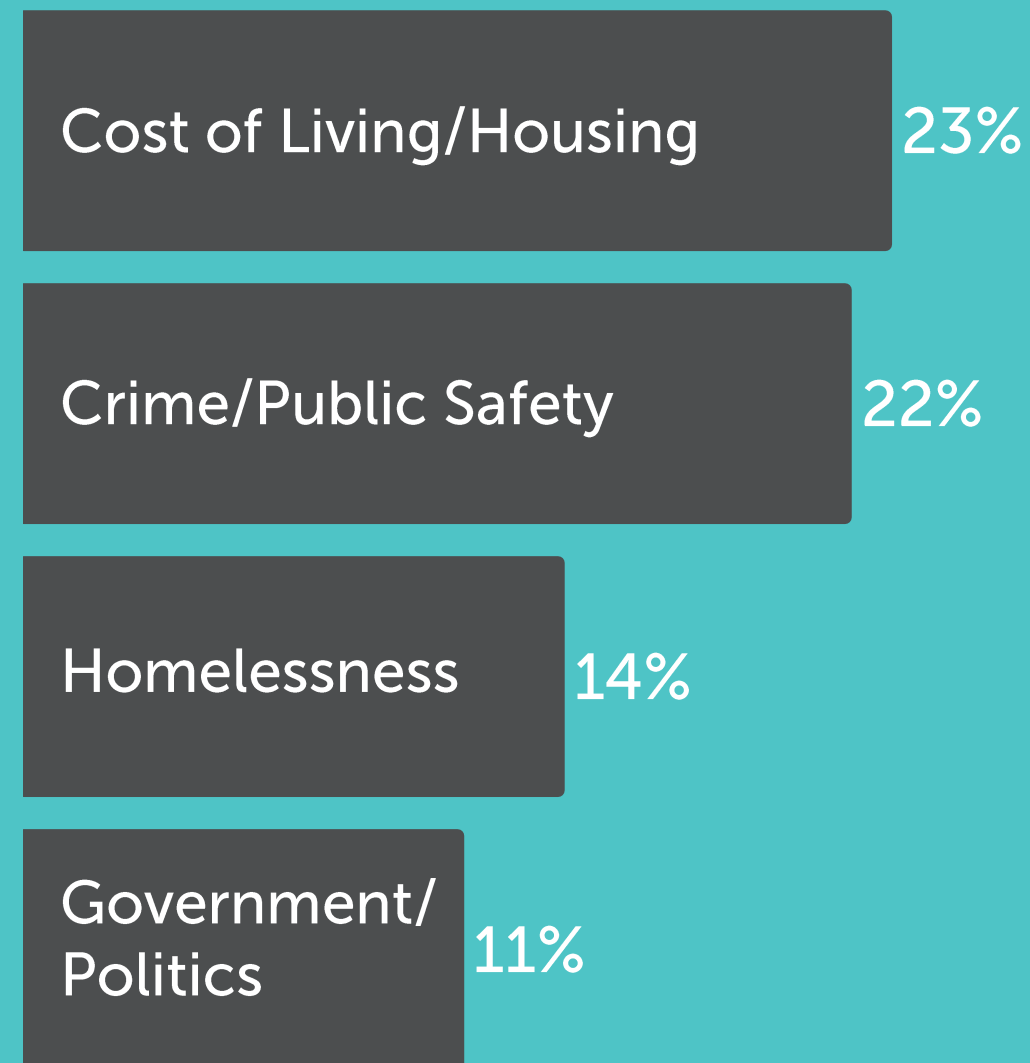


Living in Seattle

"Have you actively considered moving out of Seattle?"



"What is the main reason you have considered moving?"



A majority of voters say they have actively considered moving out of Seattle. The top reasons given are affordability, public safety, and homelessness.



Considered Moving

Actively Considered Moving

■ Yes



Half or more of voters in every subgroup – except Socialists – say they have actively considered leaving Seattle.



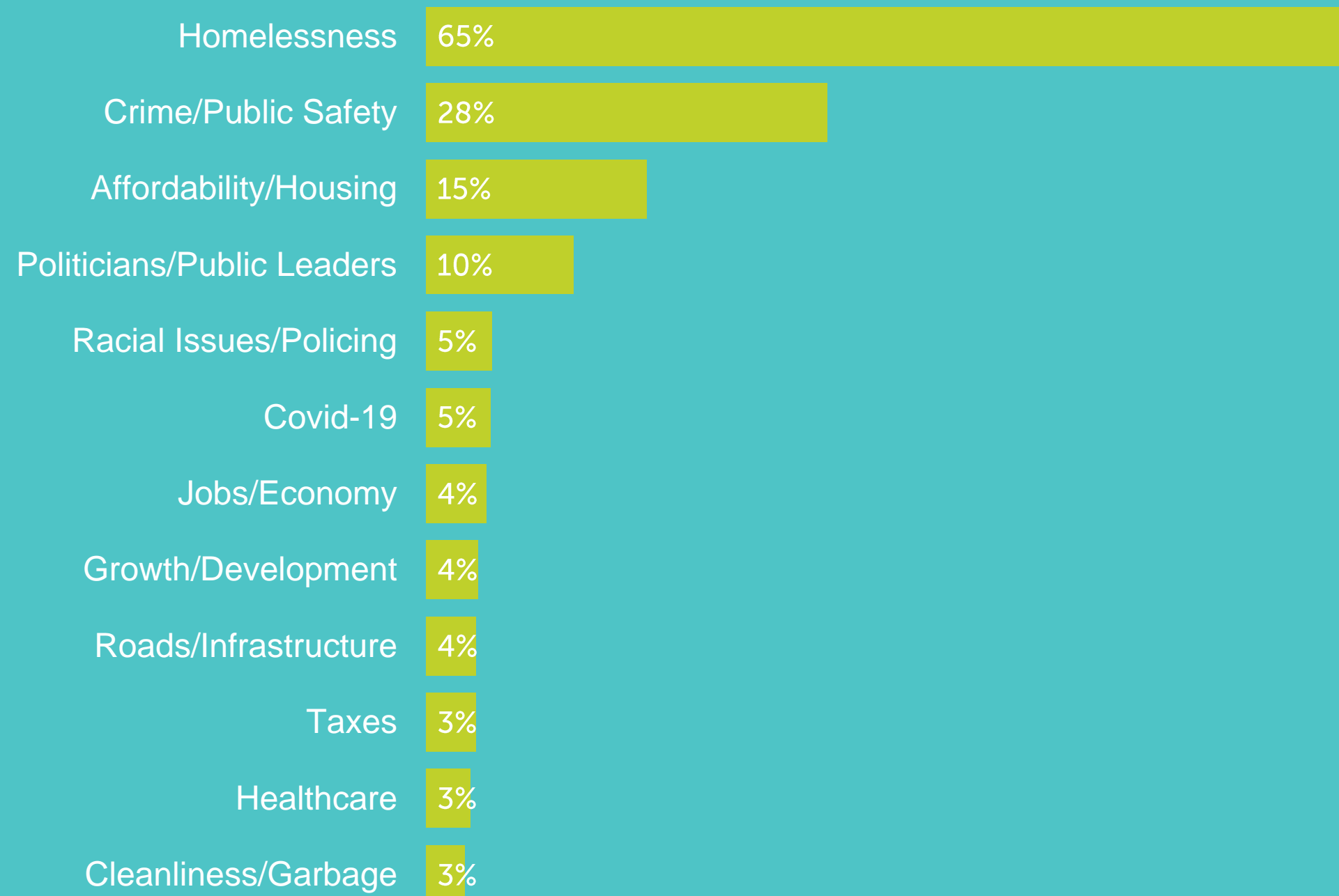
Top Concerns





Top Concerns

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

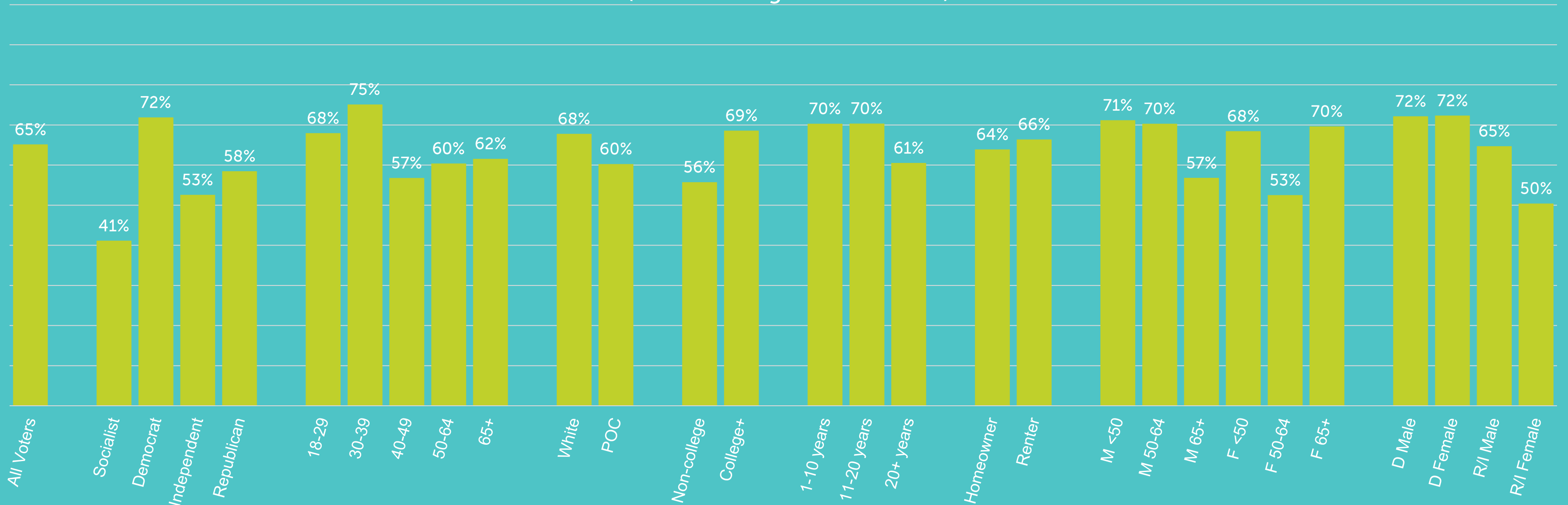


Homelessness continues to be the dominant concern of voters. Public safety and affordability are also top concerns. Only 5% mention the pandemic as a top concern.



Top Concerns - Homelessness

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

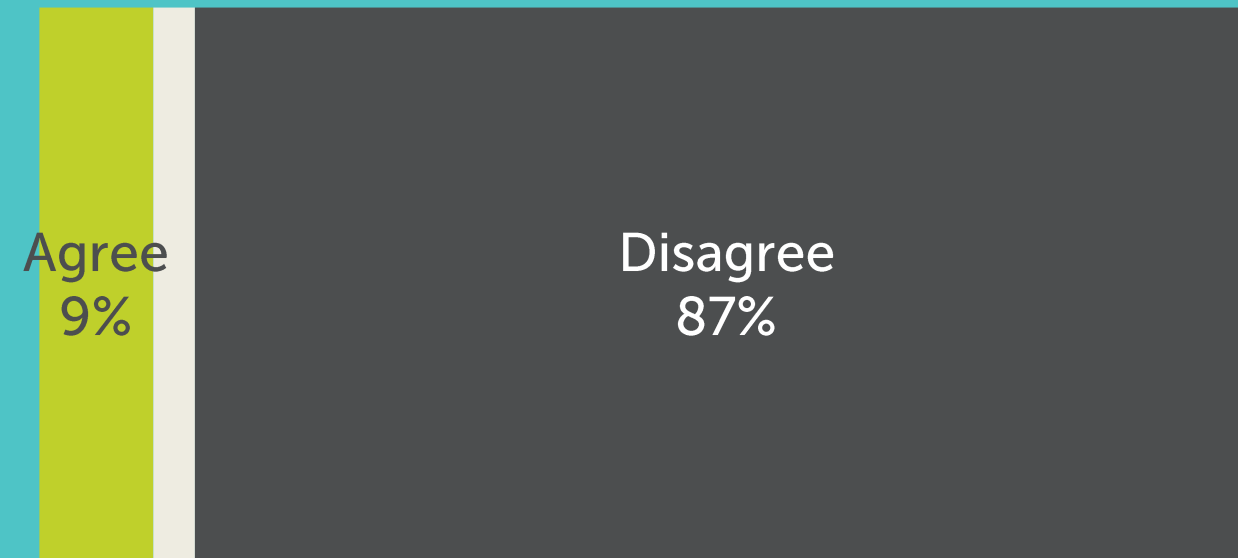


Homelessness is the top concern in every subgroup - except Socialists - by a wide margin. Democrats and younger voters are among the most concerned about homelessness.

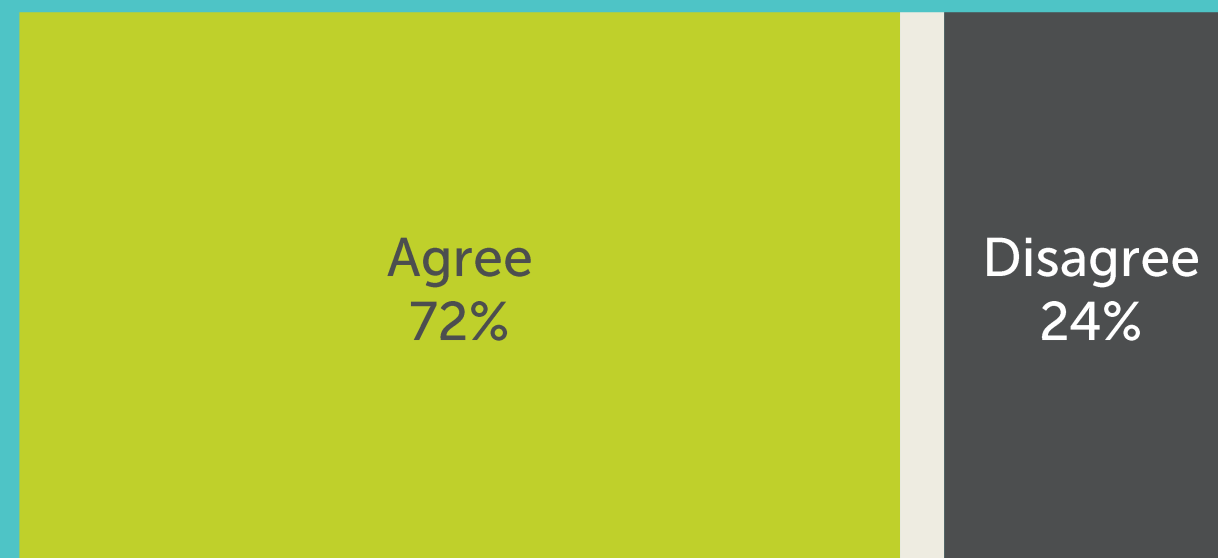


Homelessness

"The Seattle City Council has a realistic plan to address homelessness"



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



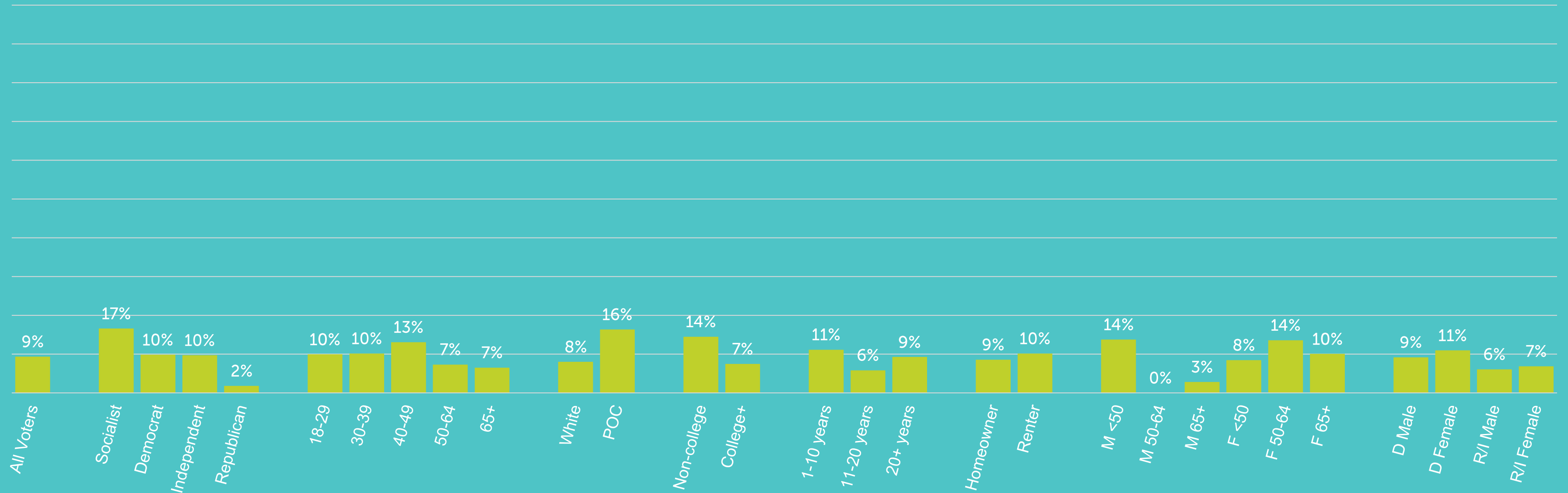
Most voters are concerned about homelessness, few believe the City Council has a realistic plan to address homelessness, and most believe the city already has the resources they need to get the job done.



Addressing Homelessness

City Council has a Realistic Plan to Address Homelessness

■ Agree



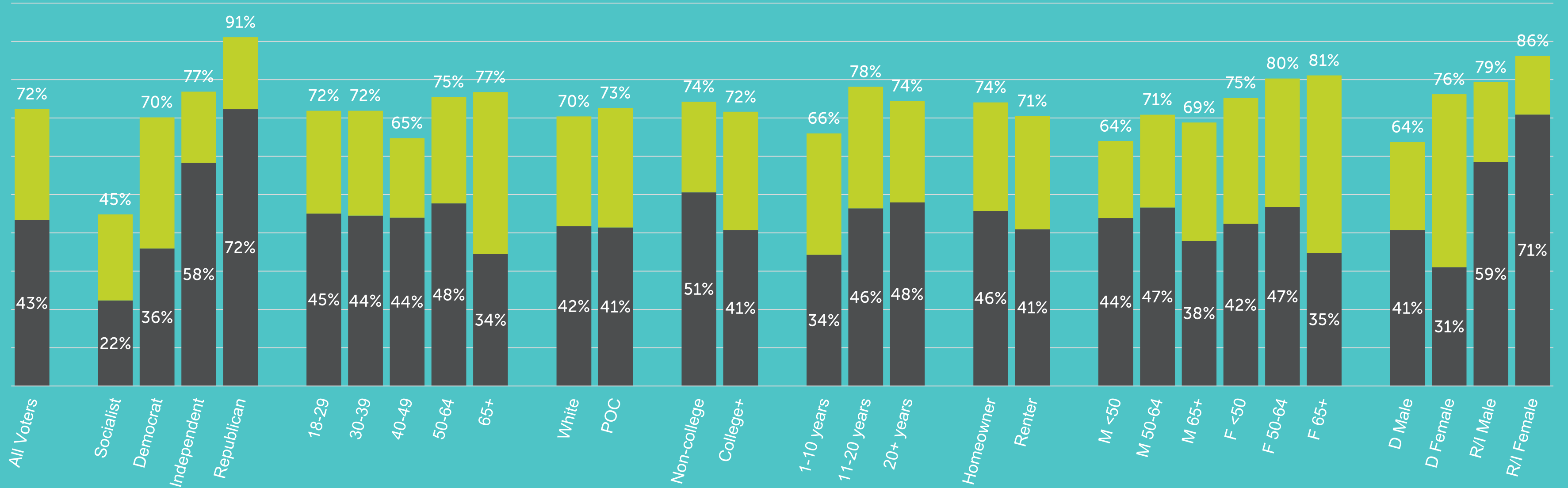
Voters - regardless of partisan identification, age, gender, ethnicity, education, or living situation – overwhelmingly do not believe the City Council has a realistic plan to address homelessness.



Addressing Homelessness

City Has Enough Money to Address Homelessness

■ Strongly Agree ■ Somewhat Agree



Overwhelming majorities in every subgroup – except Socialists – believe the city has enough money to address homelessness. This includes 70% of Democrats.



Downtown/ Economic Recovery





Downtown/Economic Recovery

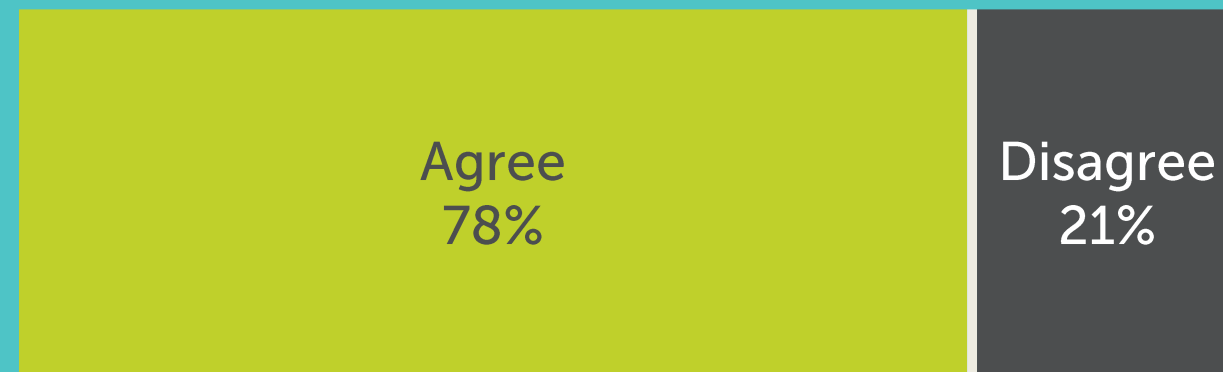
"Downtown Seattle cannot fully recover until the homelessness and public safety problems are addressed"



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



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

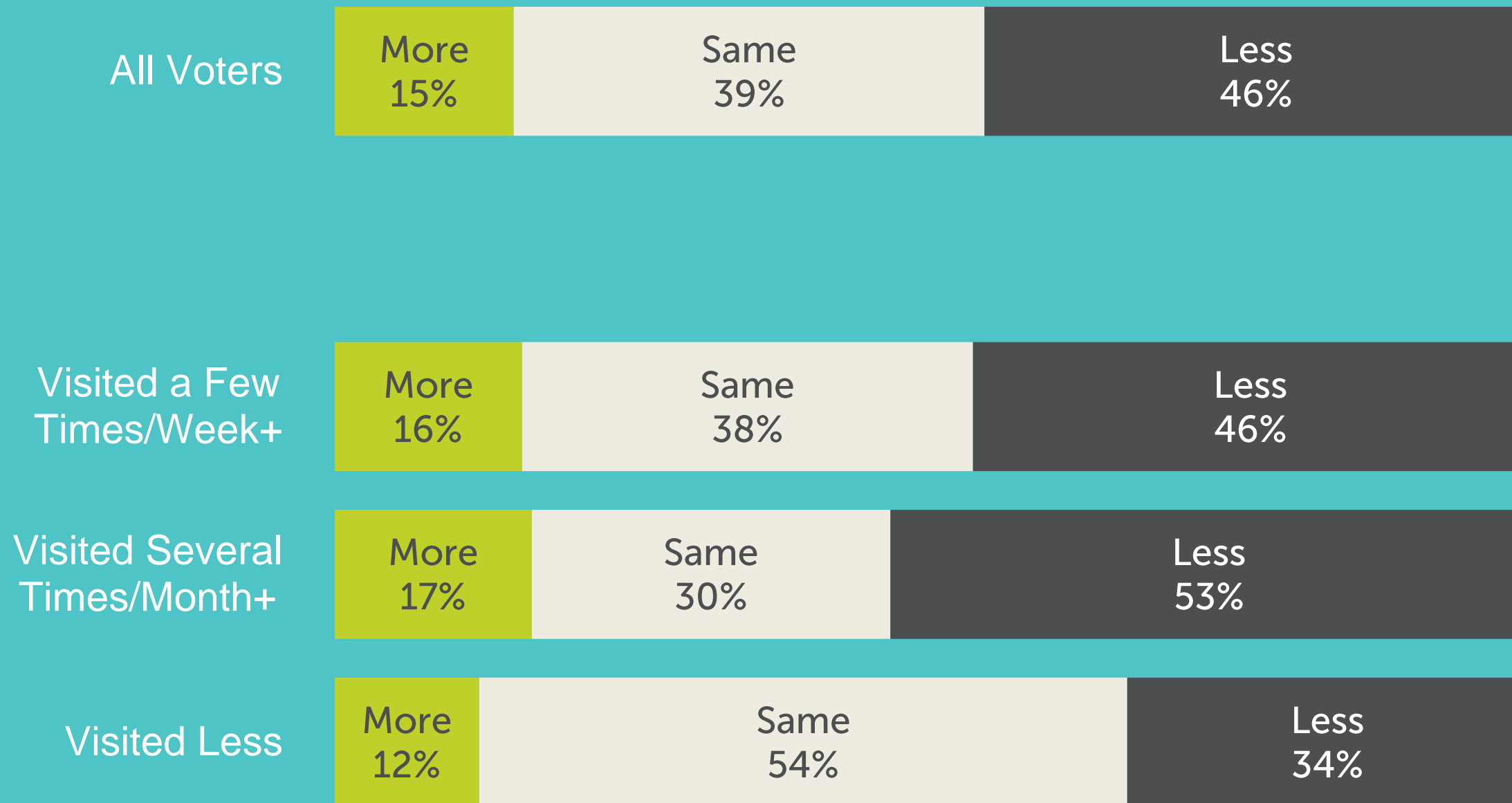


There is near universal agreement that Downtown Seattle cannot fully recover until homelessness and public safety are addressed, voters overwhelmingly recognize the importance of Downtown Seattle to the region, and they are extremely worried about Downtown's future.



Downtown/Economic Recovery

“Once things are completely open again, for activities other than work, do you think you will visit downtown Seattle more, less, or about the same as you did before the pandemic?”



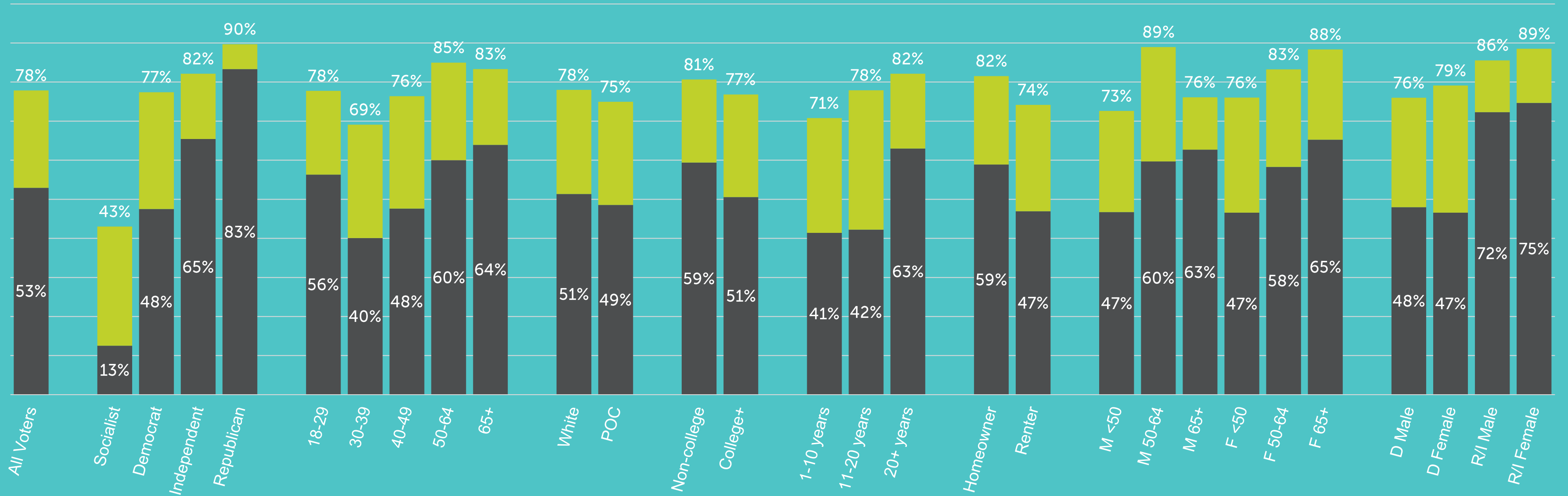
Roughly half of those who regularly visited Downtown pre-pandemic say they will visit less often once things are completely open again.



Downtown/Economic Recovery

Worried About Downtown's Future

■ Strongly Agree ■ Somewhat Agree



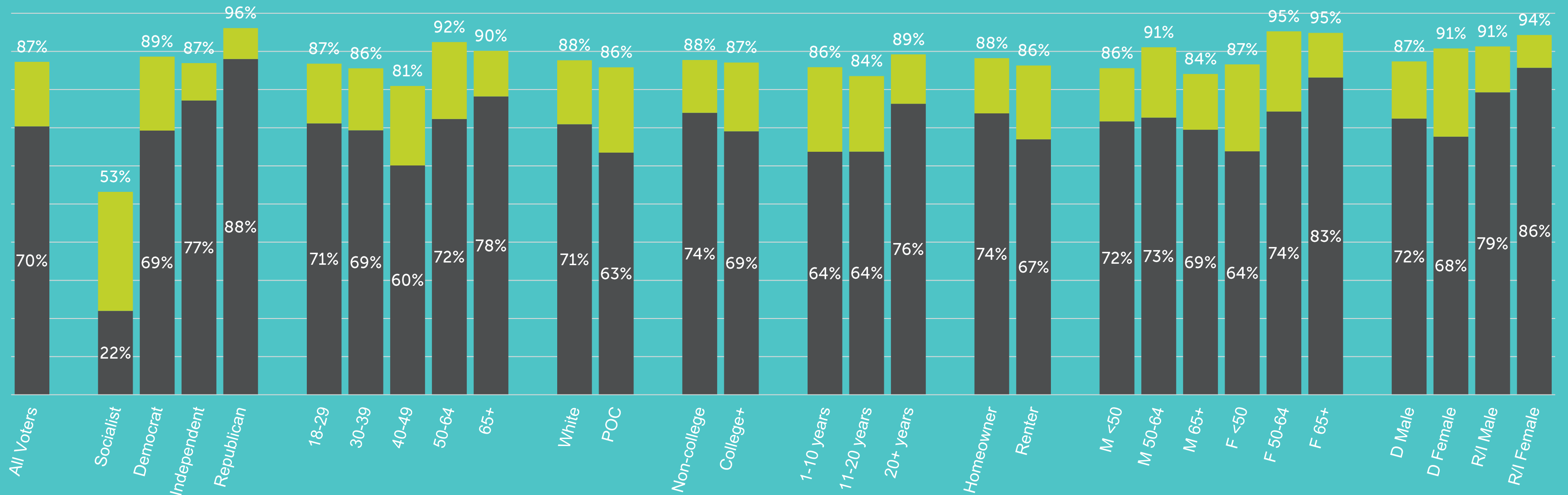
Overwhelming majorities in every subgroup – except Socialists – are worried about Downtown Seattle's future. Three quarters of Democrats agree that they are concerned about Downtown's future and half strongly agree.



Downtown/Economic Recovery

Downtown cannot fully recover until homelessness/public safety addressed

■ Strongly Agree ■ Somewhat Agree



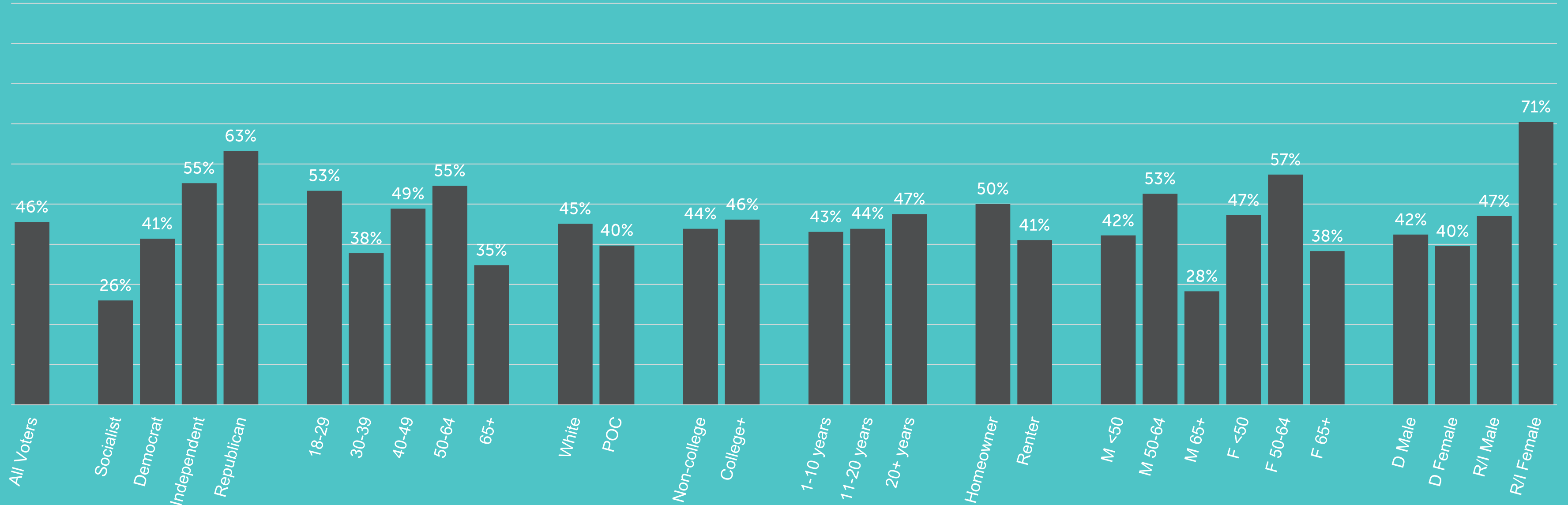
Overwhelming majorities in every subgroup – and a majority of Socialists – believe downtown cannot full recover until homelessness and public safety are addressed.



Visiting Downtown

Visiting Downtown

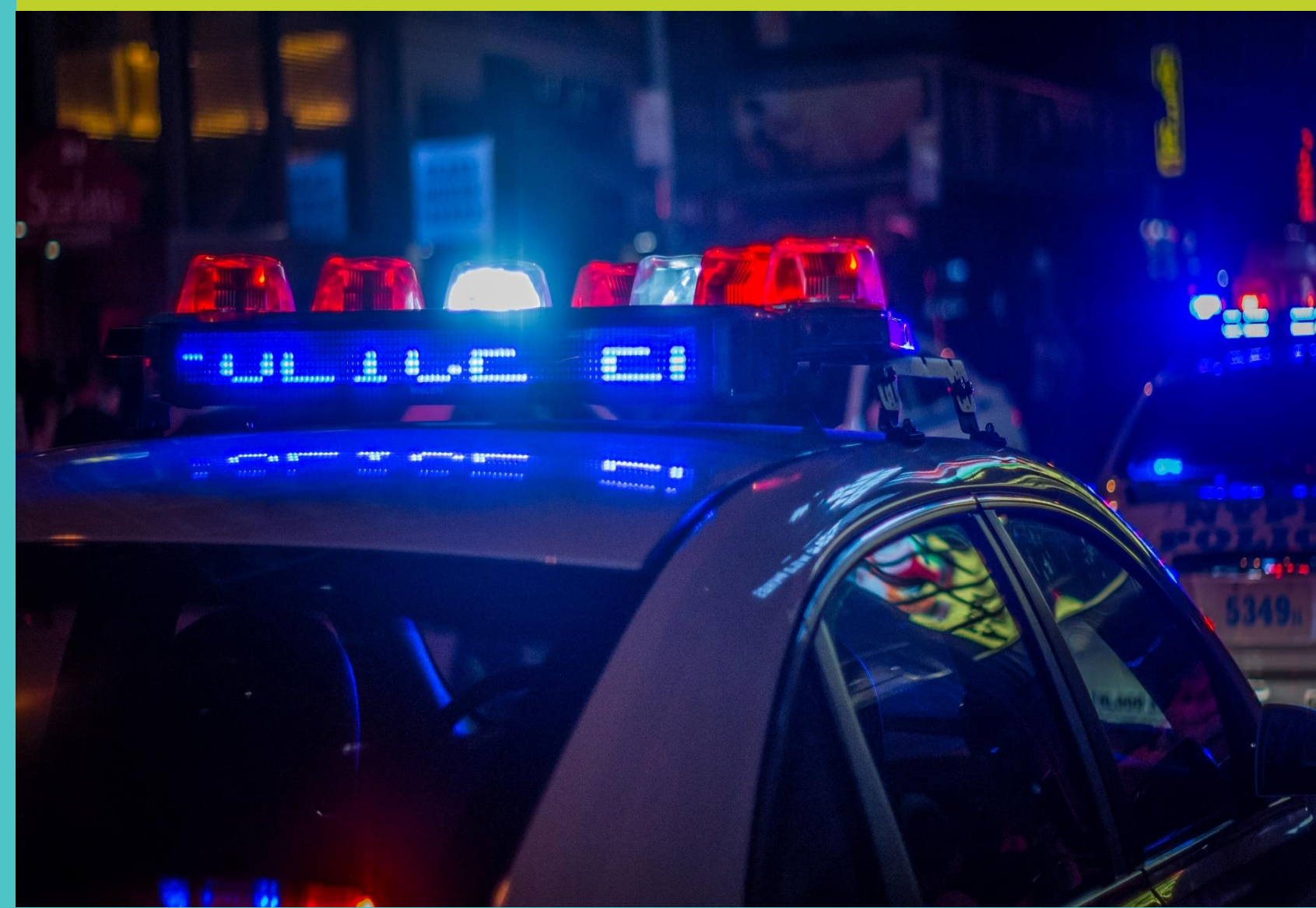
■ Will Visit Less Often



A quarter or more in every subgroup say they will visit Downtown Seattle less often once things completely open up again.



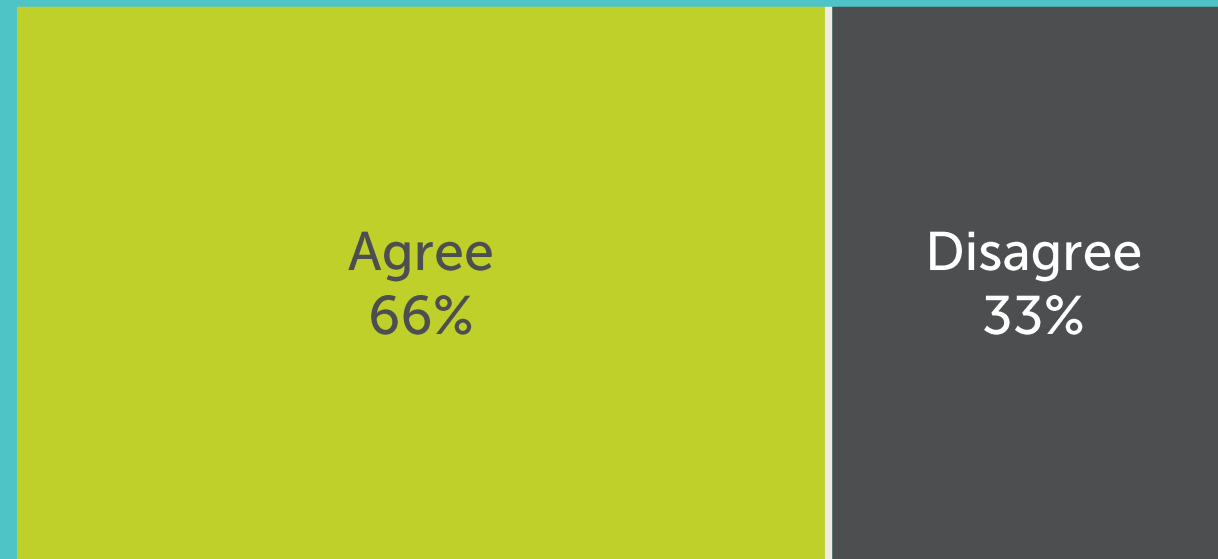
Public Safety





Public Safety

"I would feel safe visiting downtown Seattle during the day"



"I would feel safe visiting downtown Seattle at night"



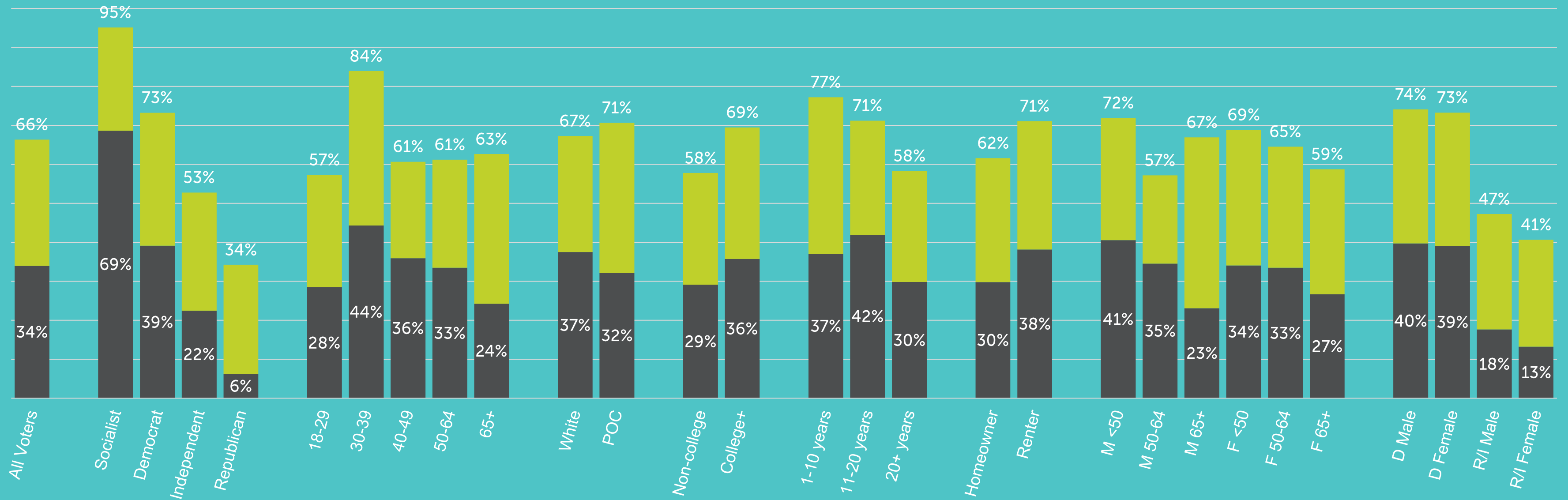
Public safety is the second most frequently mentioned concern. A third of voters say they would not feel safe visiting Downtown Seattle during the day and seven-in-ten voters say they would not feel safe visiting at night.



Safety Downtown: Daytime

Would Feel Safe Visiting Downtown During the Day

■ Strongly Agree ■ Somewhat Agree



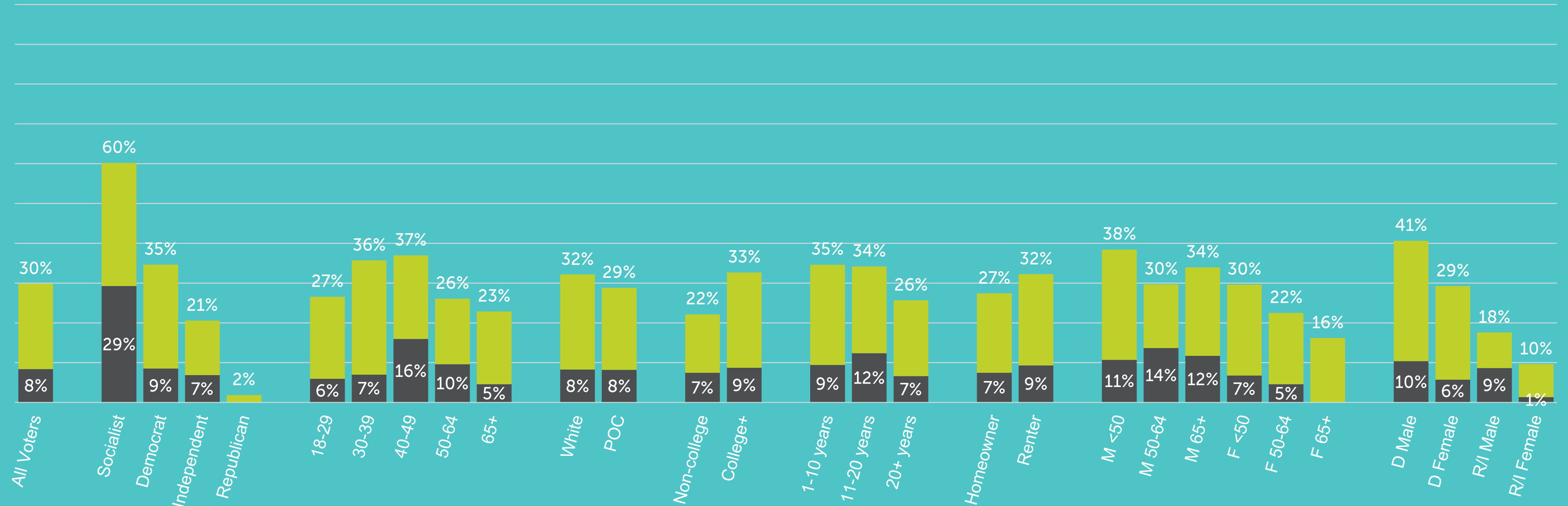
Attitudes about safety during the day are influenced more by partisan identification than age, ethnicity, or gender.



Safety Downtown: Nighttime

Would Feel Safe Visiting Downtown at Night

■ Strongly Agree ■ Somewhat Agree



Socialists are the only subgroup where a majority say they would feel safe visiting Downtown at night.



Police Reform





Police Reform

"I trust the Seattle City Council to reform the Seattle Police Department without endangering public safety"

Agree
30%

Disagree
69%

"Reducing the number of police officers in Seattle and redirecting those funds to community support and intervention programs"

Support
46%

Oppose
53%



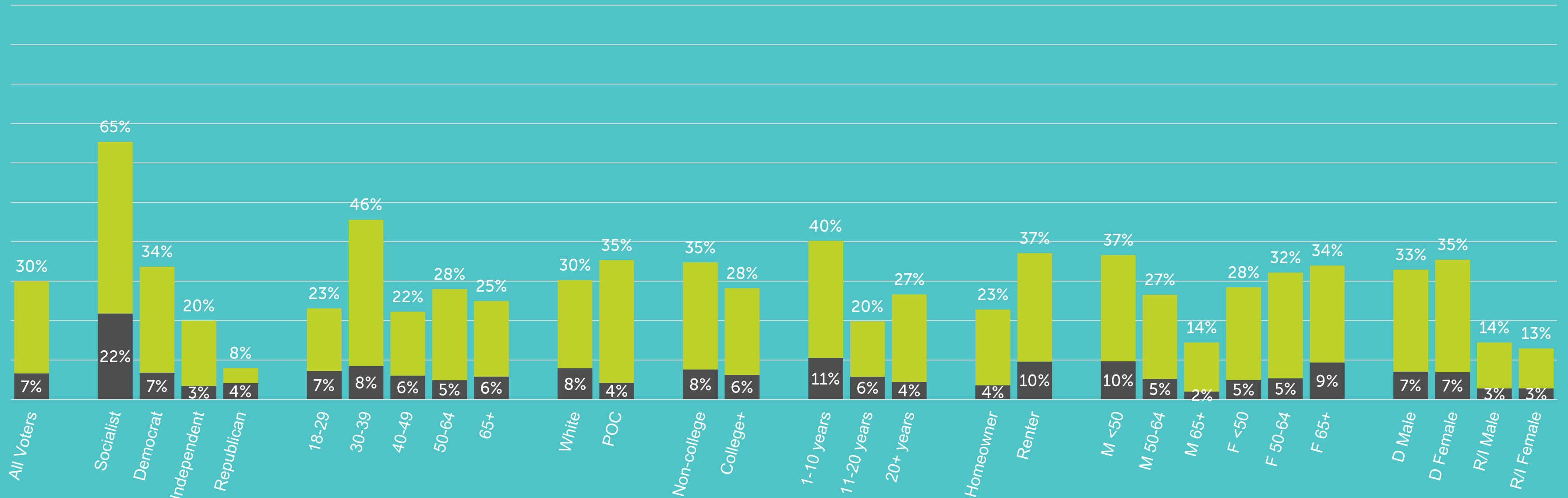
Most voters do not trust the City Council to reform SPD without endangering public safety. Voters are divided over reducing the number of officers and redirecting SPD funds.



Trust City Council to Reform SPD

Trust City Council to Reform SPD without Endangering Public Safety

■ Strongly Agree ■ Somewhat Agree



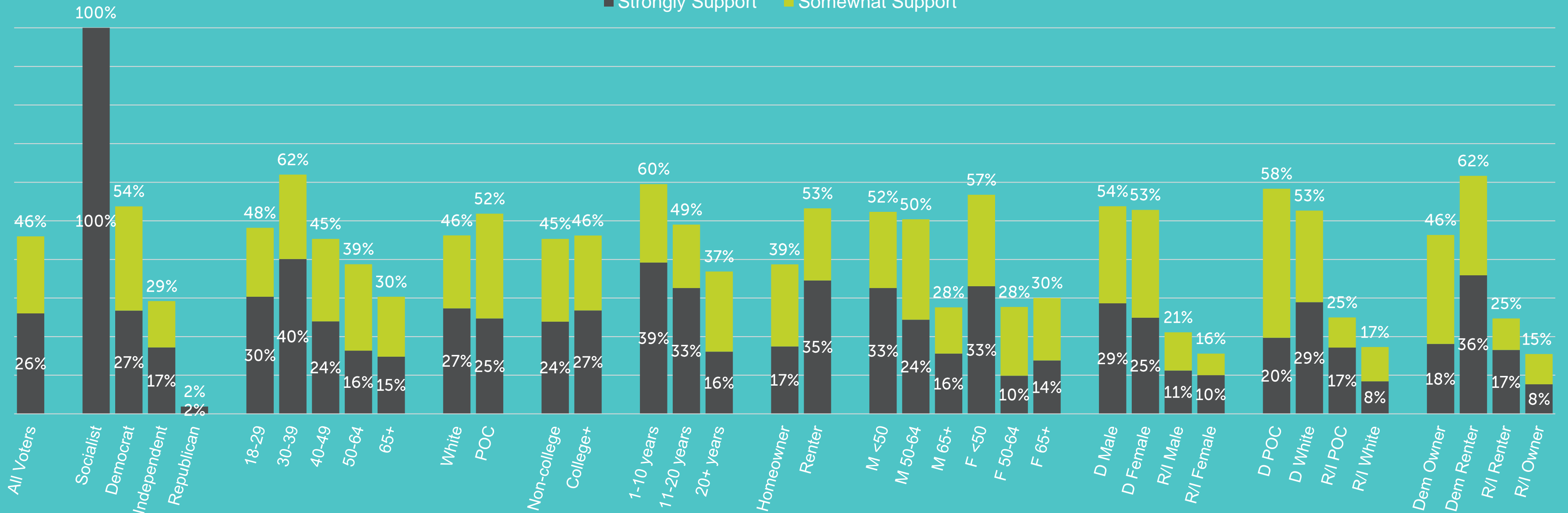
Socialists are the only subgroup that trust the City Council to reform SPD without endangering public safety. Only a third of Democrats and a third of voters of color trust the City Council on police reform.



Reducing Officers

Support Reducing the Number of Police Officers

■ Strongly Support ■ Somewhat Support



Support for reducing the number of officers and redirecting funds is strongly driven by partisan identification and age. Among Democrats and voters of color, only half support the proposal.



Taxes





Taxes

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

Agree
35%

Disagree
64%

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

Agree
72%

Disagree
24%

"Requiring that all new taxes at the local level go to a vote of the people"

Support
69%

Oppose
29%

"Enacting new progressive taxes like a capital gains tax or a high earner income tax"

Support
61%

Oppose
37%



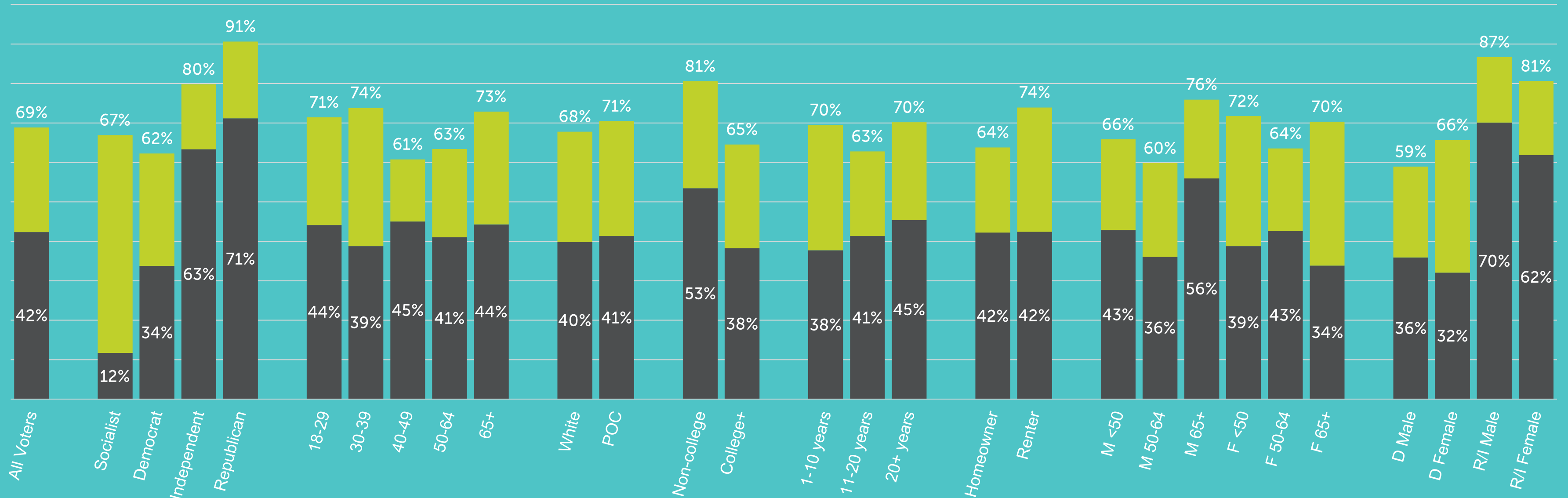
Most voters do not trust the city to spend their tax dollars responsibly and three quarters believe the city already has enough money to address homelessness. There is majority support for enacting new progressive taxes on individuals, but voters also strongly support requiring all new local taxes being put to a vote of the people.



Support for Voting on New Local Taxes

Voting on All New Local Taxes

■ Strongly Support ■ Somewhat Support



There is strong majority support across the board for requiring all new local taxes to be put to a vote of the people.



Support for New Taxes

New Progressive Taxes

■ Strongly Support ■ Somewhat Support



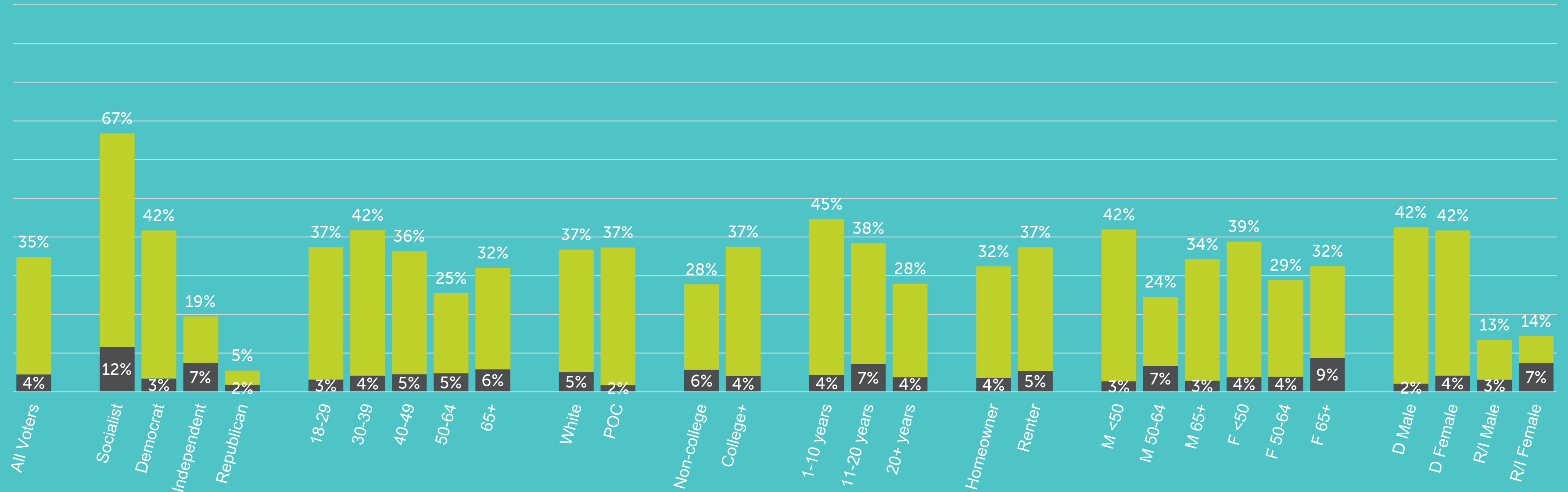
Support for new progressive taxes on individuals is primarily driven by partisan identification. Younger voters are more supportive than older voters, although a majority in all age groups support new progressive taxes.



Trust on Spending

Trust City on Spending

■ Strongly Agree ■ Somewhat Agree



Socialists are the only subgroup that trusts the city to spend tax dollars responsibly – but even among Socialists, only 12% strongly agree that they trust the city. Most Democrats do not trust the city on spending.



Housing





Housing/Growth

"I support policies that make it easier to build new housing in transit and commercial areas"



"I support the building of new housing in my neighborhood"



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



"Changing regulations to support more density in single family housing zones by allowing duplexes and triplexes"



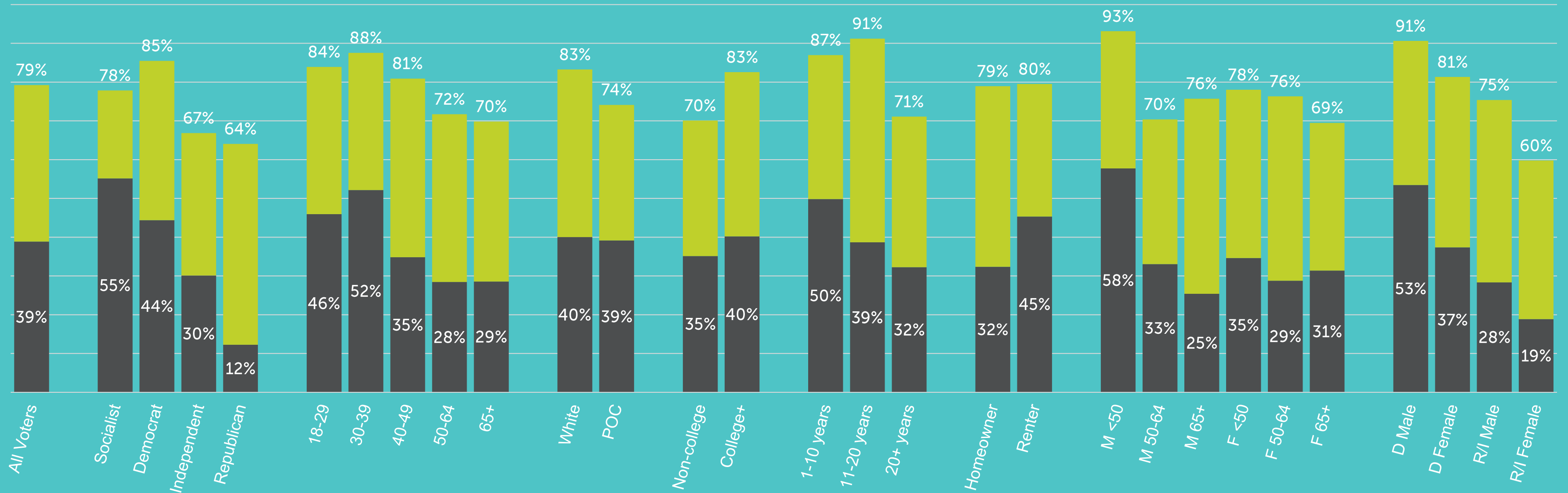
Most voters support new housing in transit and commercial areas and many support new housing in their own neighborhood and increased density in SFH zones.



Housing in Transit/Commercial Areas

Support Policies to Make it Easier to Build in Transit/Commercial Areas

■ Strongly Agree ■ Somewhat Agree



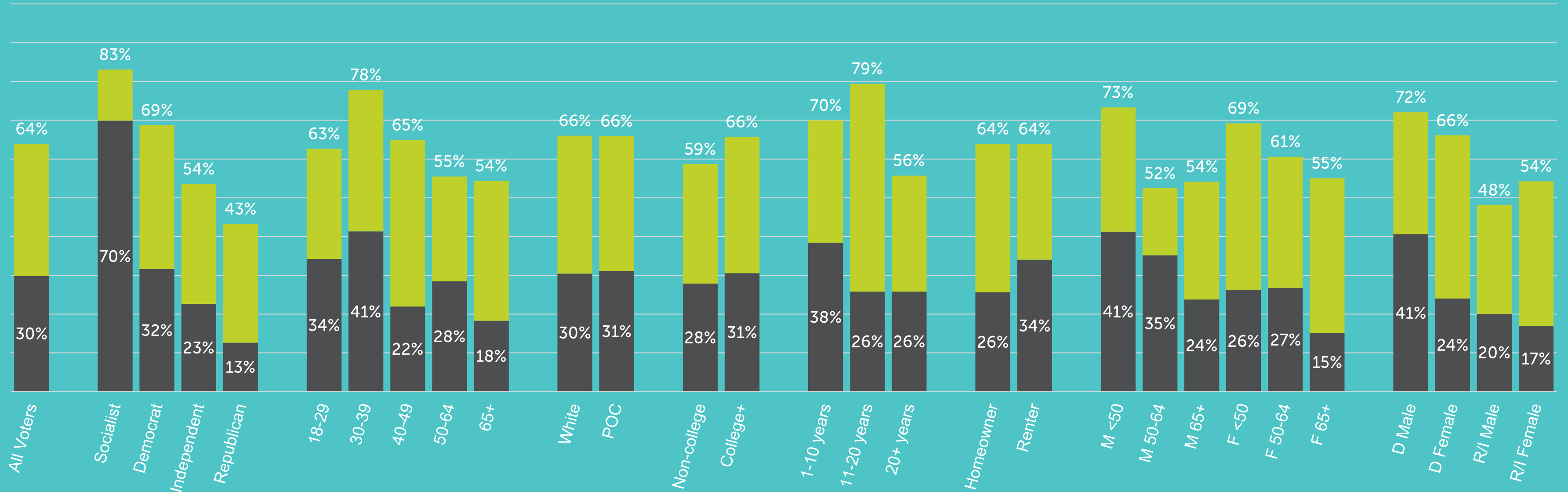
Overall support for policies that make it easier to build new housing in transit and commercial areas very is high across all subgroups. Strong support is higher among younger voters, renters, Democrats, and Socialists.



New Housing in Your Neighborhood

Support New Housing in Your Neighborhood

■ Strongly Agree ■ Somewhat Agree



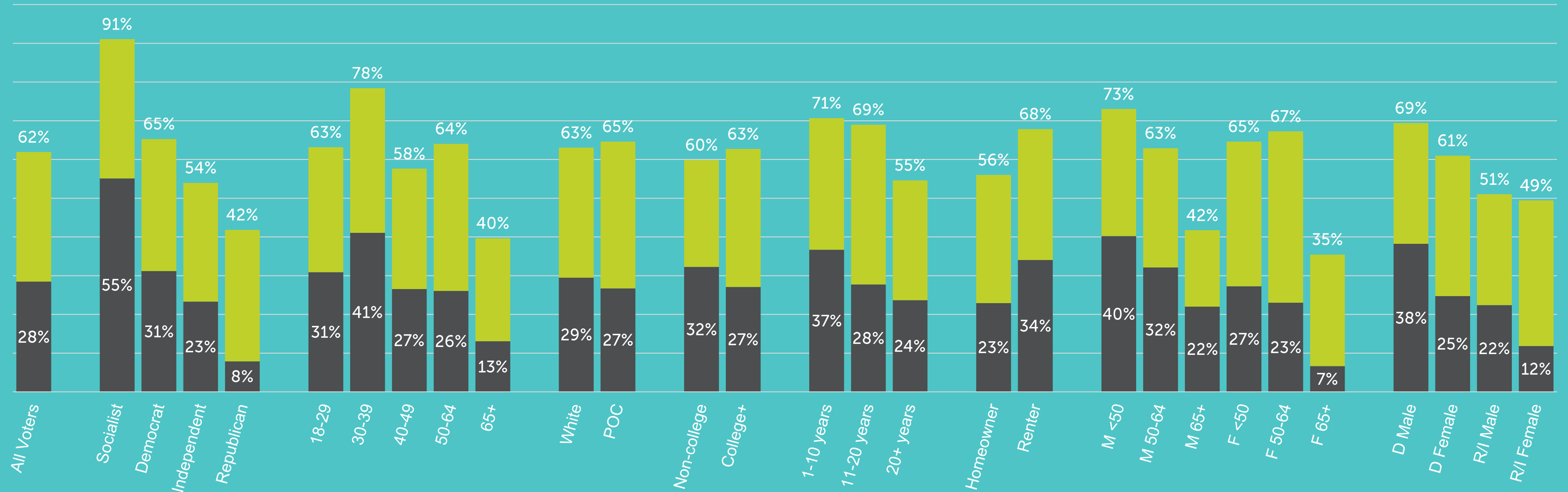
Support for new housing in voters' own neighborhoods is high across most subgroups. Strong support is higher among younger voters and renters and is highest among Socialists.



Increased Density in SFH Zones

Changing Regulations to Allow More Density in SFH Zones

■ Strongly Support ■ Somewhat Support



Older voters, Republicans, and long-term residents are the least supportive of changing regulations to support increased density in SFH neighborhoods. A majority of homeowners support the proposal although strong support is low.



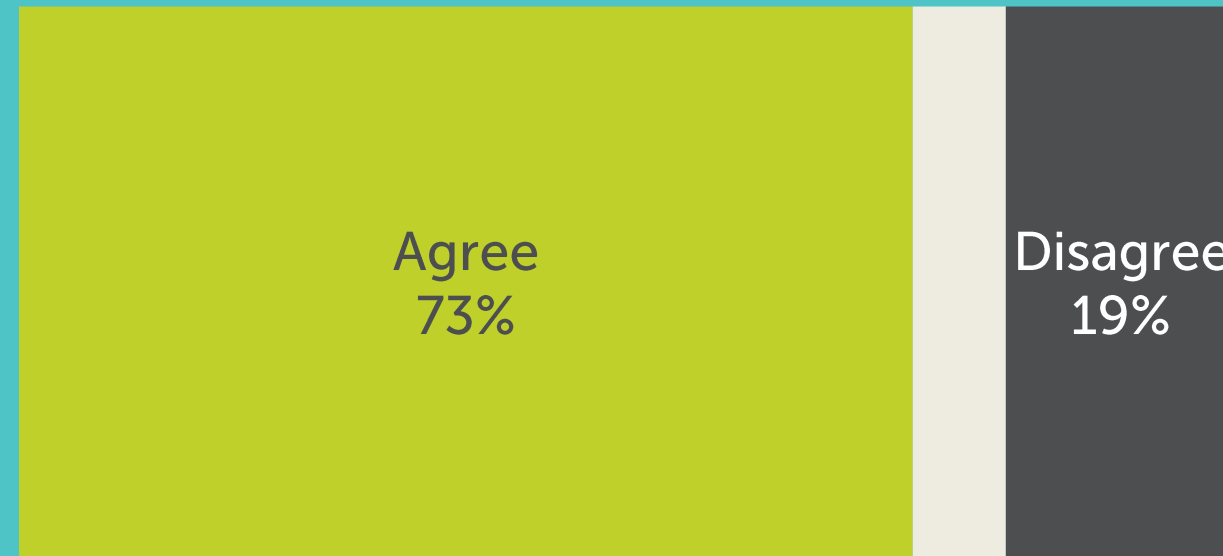
Childcare





Childcare

"Our region does not have enough affordable, high-quality childcare"



"A small property tax increase to pay for childcare vouchers so no family pays more than 10% of their income for childcare"



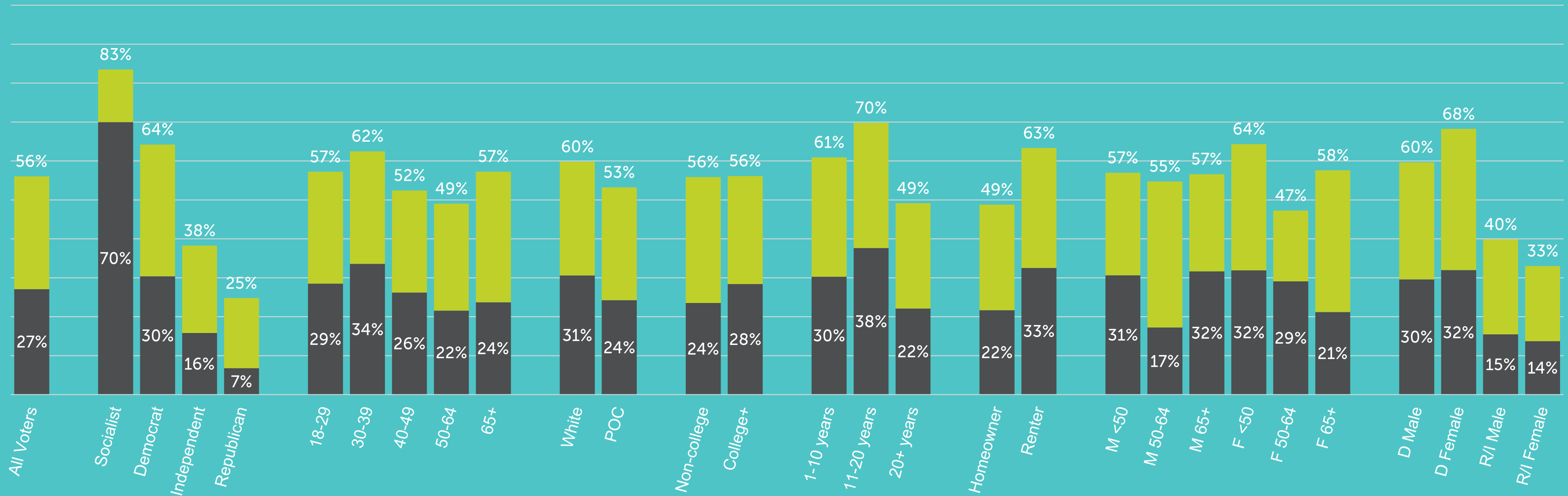
Most voters agree that there is not enough high-quality, affordable childcare and a majority support a small property tax increase to subsidize childcare, although there is significant opposition.



Support for Childcare Tax

Small Childcare Property Tax

■ Strongly Support ■ Somewhat Support



Support for a new property tax for childcare is primarily driven by partisan identification and homeownership, with Socialists, Democrats, and renters being the most supportive.