



**Survey of Likely November
2023 Voters
City of Seattle
*May 2023***

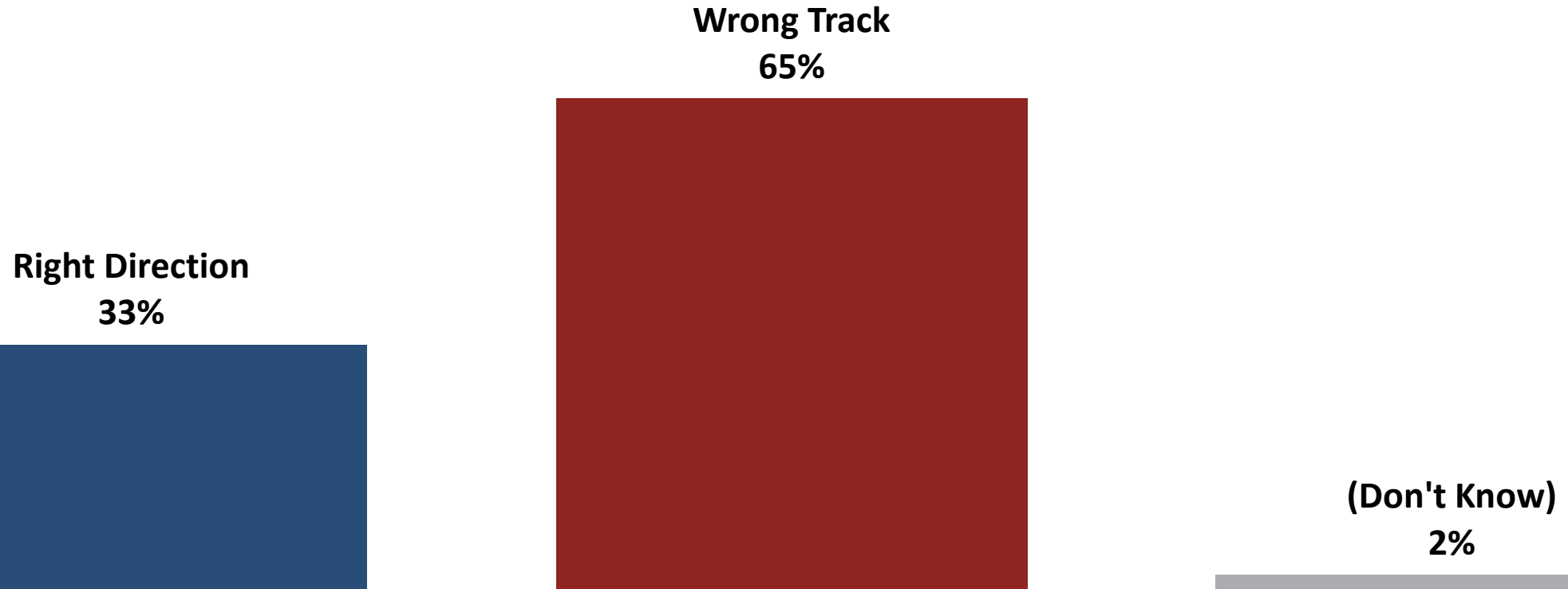
Methodology

- ▶ Survey of likely November 2023 voters in the City of Seattle
- ▶ Conducted May 17-23, 2023
- ▶ Mixed mode telephone and email- and text-to-web methodology:
 - Telephone interviews were conducted in English by trained, professional interviewers; landlines and cell phones included
 - Email and text invitations were sent with link to web survey
- ▶ 500 interviews; overall margin of error ± 4.4 percentage points

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

Seattle voters continue to feel pessimistic about the direction of the city.

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



Concern About Personal Financial Situation

A majority of voters say they are concerned about their personal financial situation given current economic conditions.

How concerned, if at all, are you about your personal financial situation given current economic conditions?

Concerned
61%



Not Concerned
38%



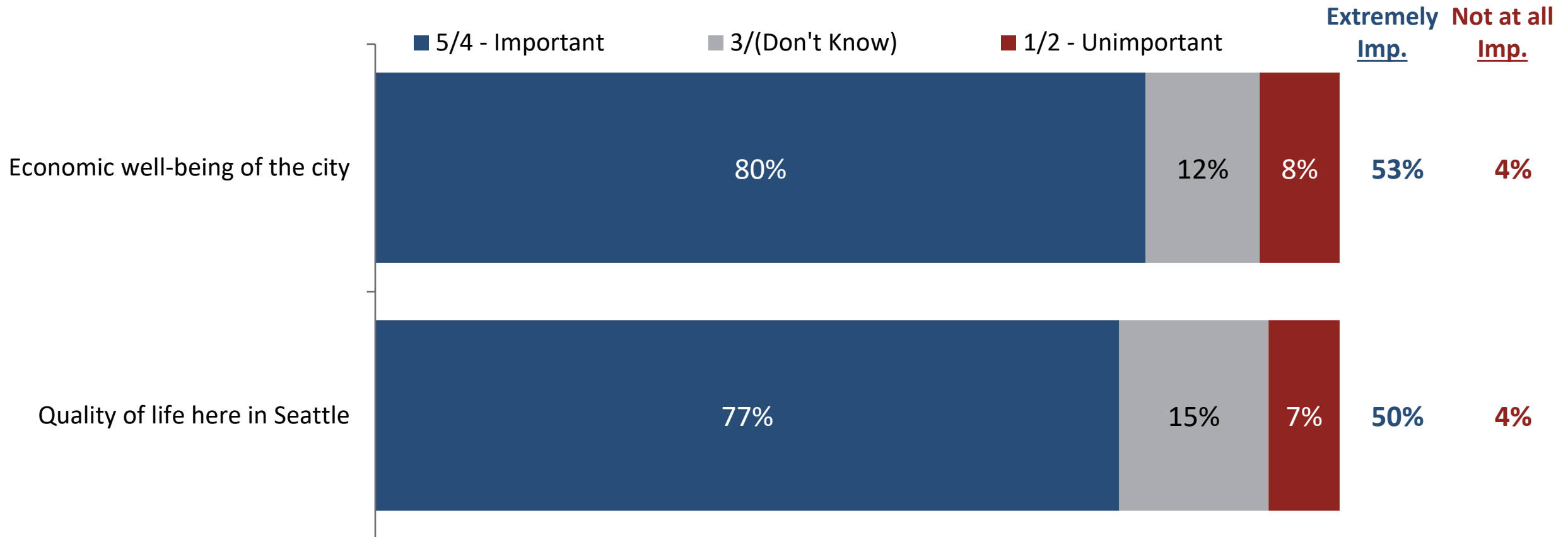
(Refused)
1%



Importance of Downtown Recovery

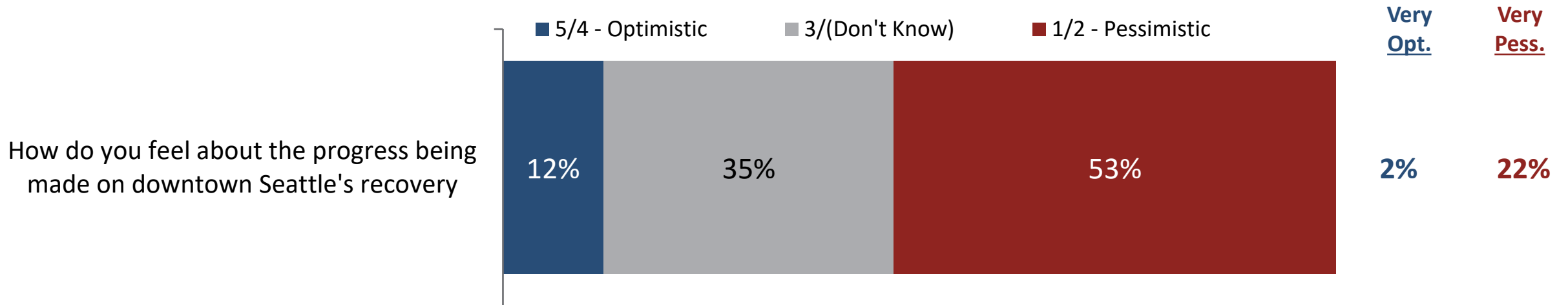
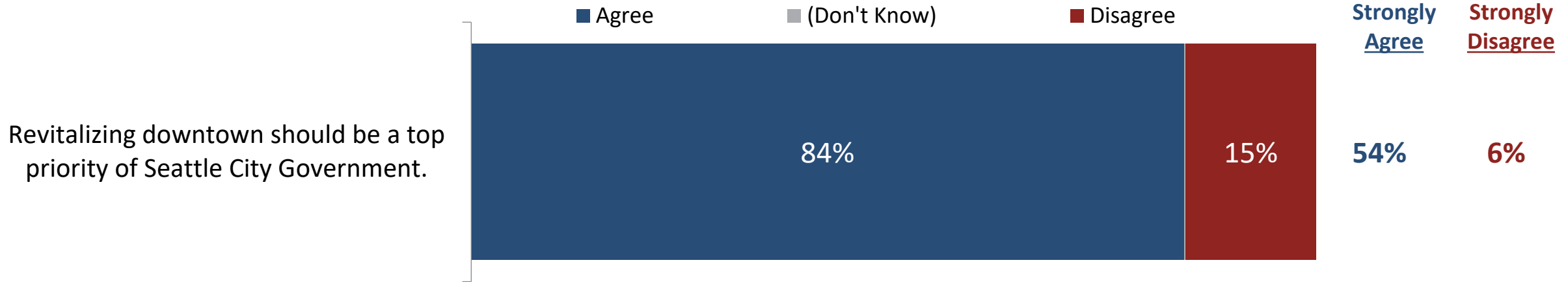
Voters overwhelmingly believe the recovery of downtown Seattle is important for both the economic well-being of the city and for quality of life – half say downtown recovery is “extremely important” for the economy and quality of life.

How important do you believe the recovery of downtown Seattle is for the...



Priority and Progress

Seattle voters overwhelmingly agree that downtown revitalization should be a top priority for city government, but very few are optimistic about the progress being made.

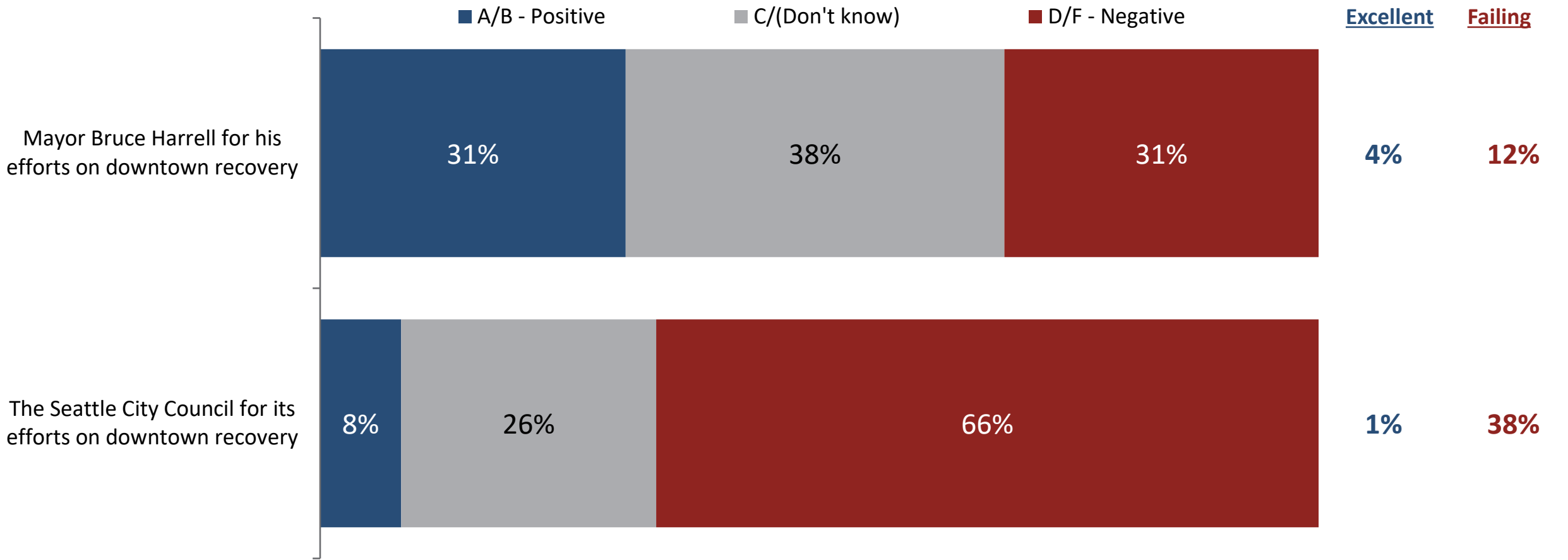


Q10. Using a scale from 1 to 5, with 1 being very pessimistic, and 5 being very optimistic, how do you feel about...

Q30. Please tell me whether you strongly agree, somewhat agree, somewhat disagree, or strongly disagree with each of the following statements.

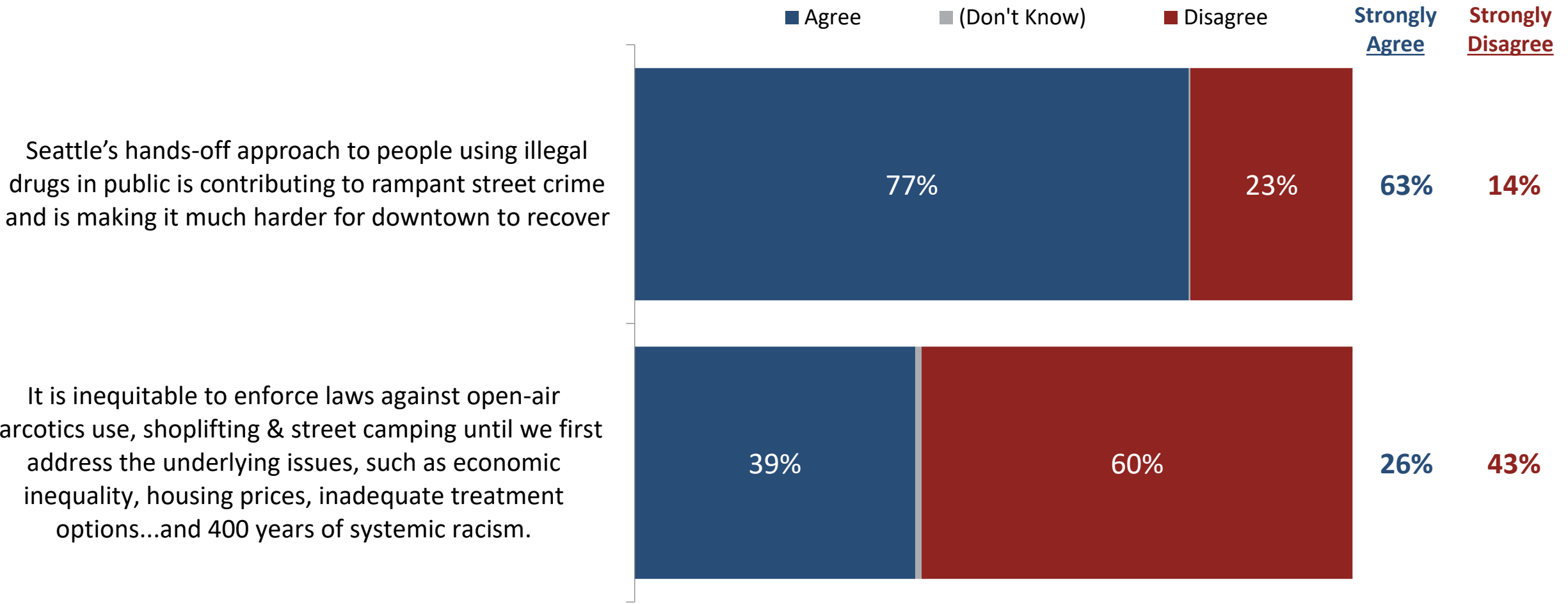
Grades on Downtown Recovery Efforts

Voters are divided on the job Mayor Harrell is doing on downtown recovery - two-thirds give him an average or better grade. Voters have overwhelmingly negative views of the job the City Council is doing - nearly 4-in-10 give the Council a failing grade.



Downtown Recovery and Public Safety

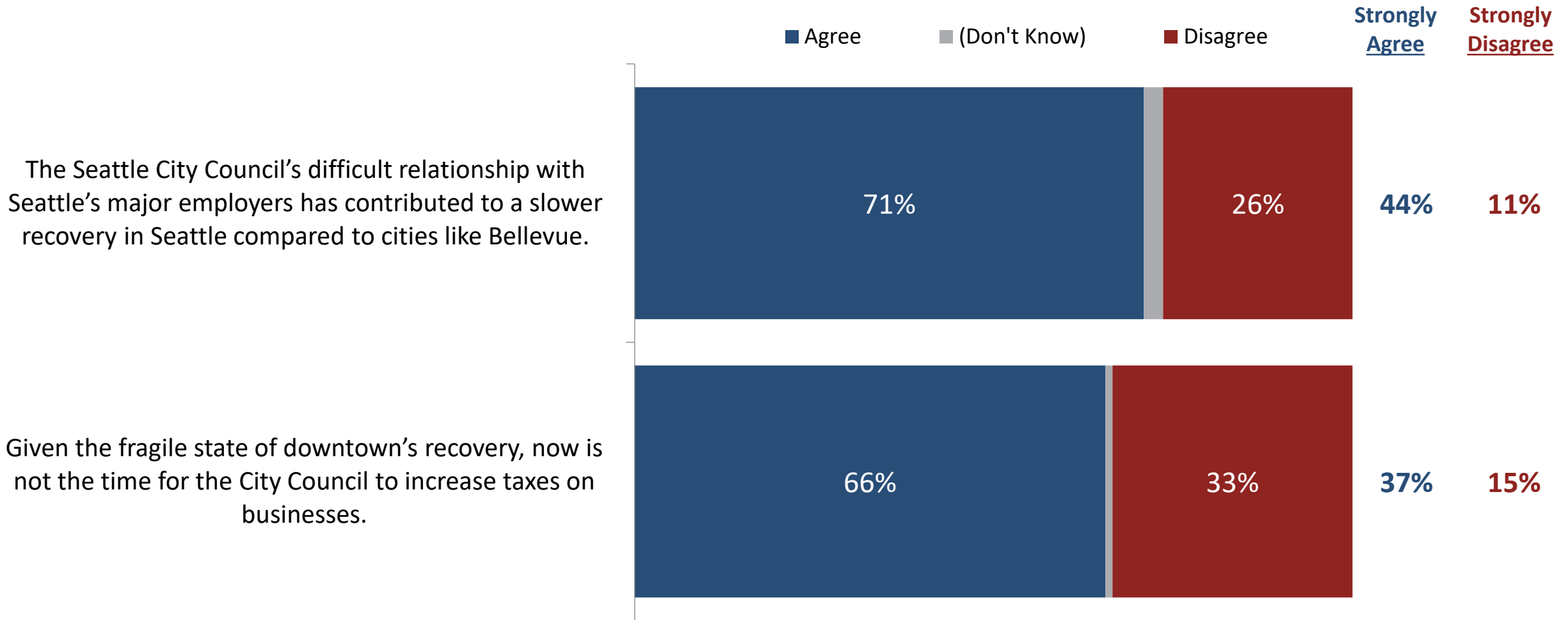
Most voters think Seattle's hands-off approach to drug use is contributing to "rampant crime" and making it much harder for downtown to recover. However, a majority **reject** the idea that it is inequitable to enforce laws until we first address the underlying issues.



Q29/33. Please tell me whether you strongly agree, somewhat agree, somewhat disagree, or strongly disagree with each of the following statements.

Downtown Recovery and Business

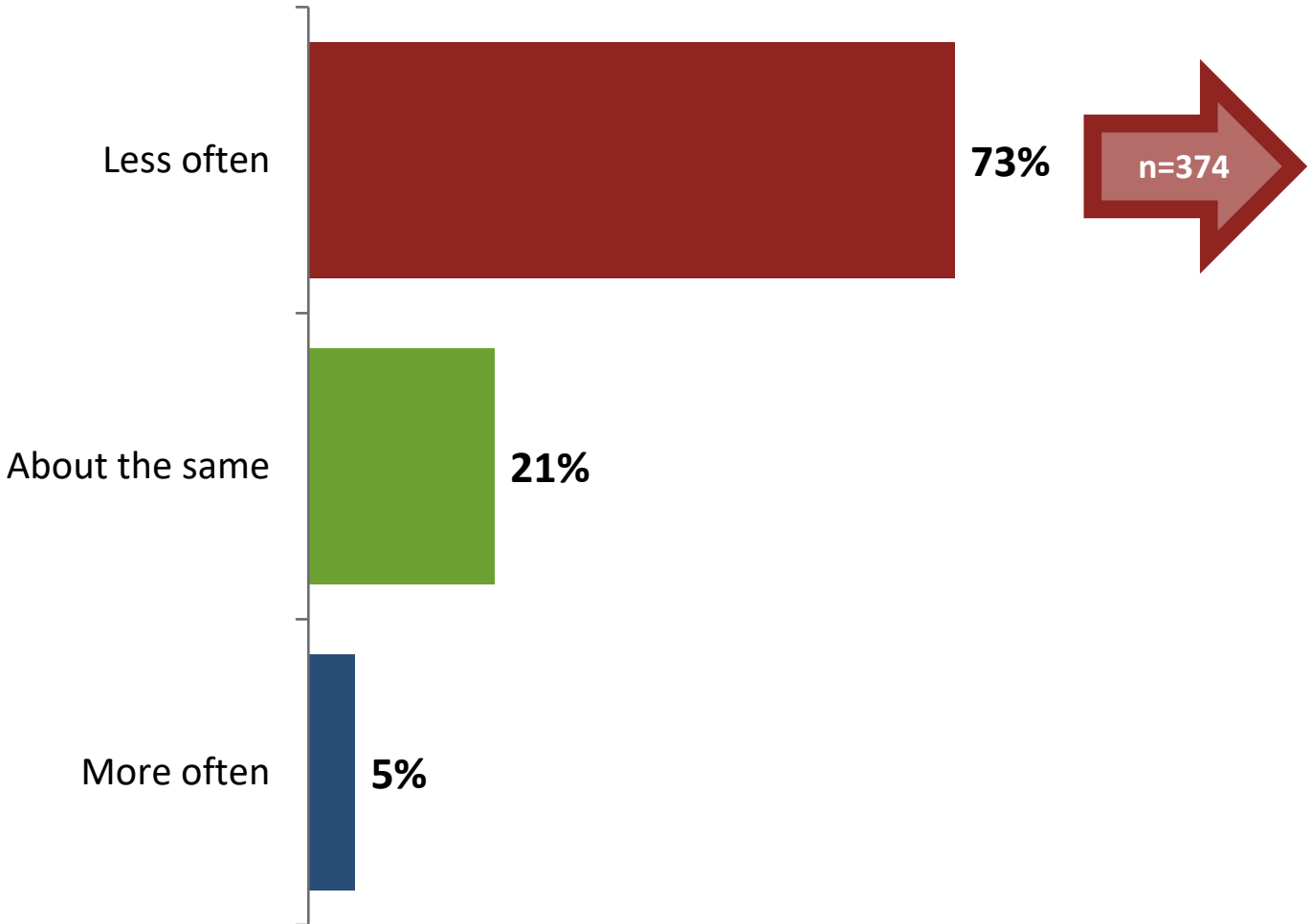
Most Seattle voters think the City Council's difficult relationship with Seattle's major employers has contributed to a slower recovery in Seattle, and two-thirds agree that now is not the time to increase taxes on businesses.



Q31/34. Please tell me whether you strongly agree, somewhat agree, somewhat disagree, or strongly disagree with each of the following statements.

Visiting Downtown Seattle

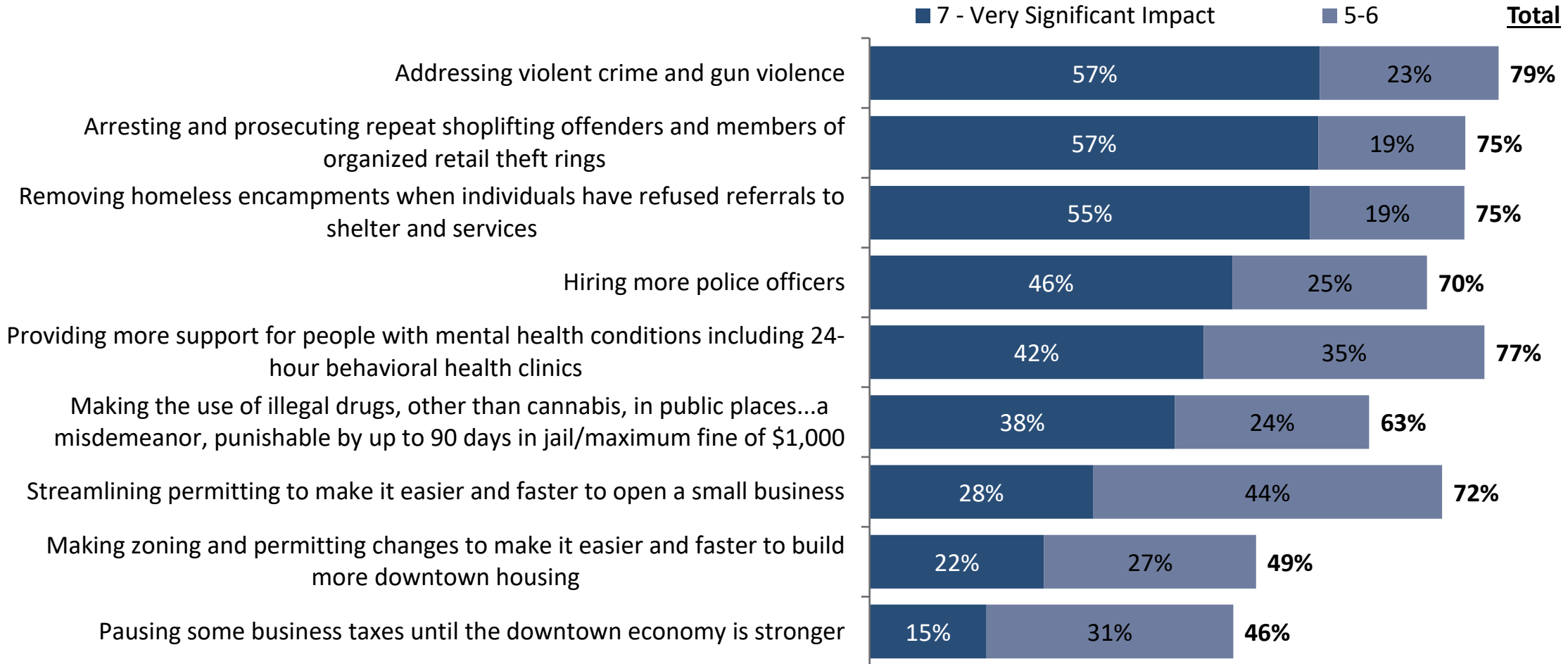
Nearly three-quarters say they are visiting downtown less often. Crime and safety concerns are the top reason people give for why they are visiting less often.



Q6. What is the main reason you are visiting downtown Seattle less often than you used to?	%
Crime/Dangerous/Scary/Safety concerns	40%
No need to/Remote worker/Retired/No commute	16%
Closed stores/Businesses left/Less to do	13%
Homelessness	9%
Dirty/Graffiti/Garbage	4%
Transportation issues/Parking/Traffic	5%
Accessibility issues/Health issues/Disability/COVID	3%
Drugs/Drug addicts/Drug usage	3%

Addressing Downtown Recovery

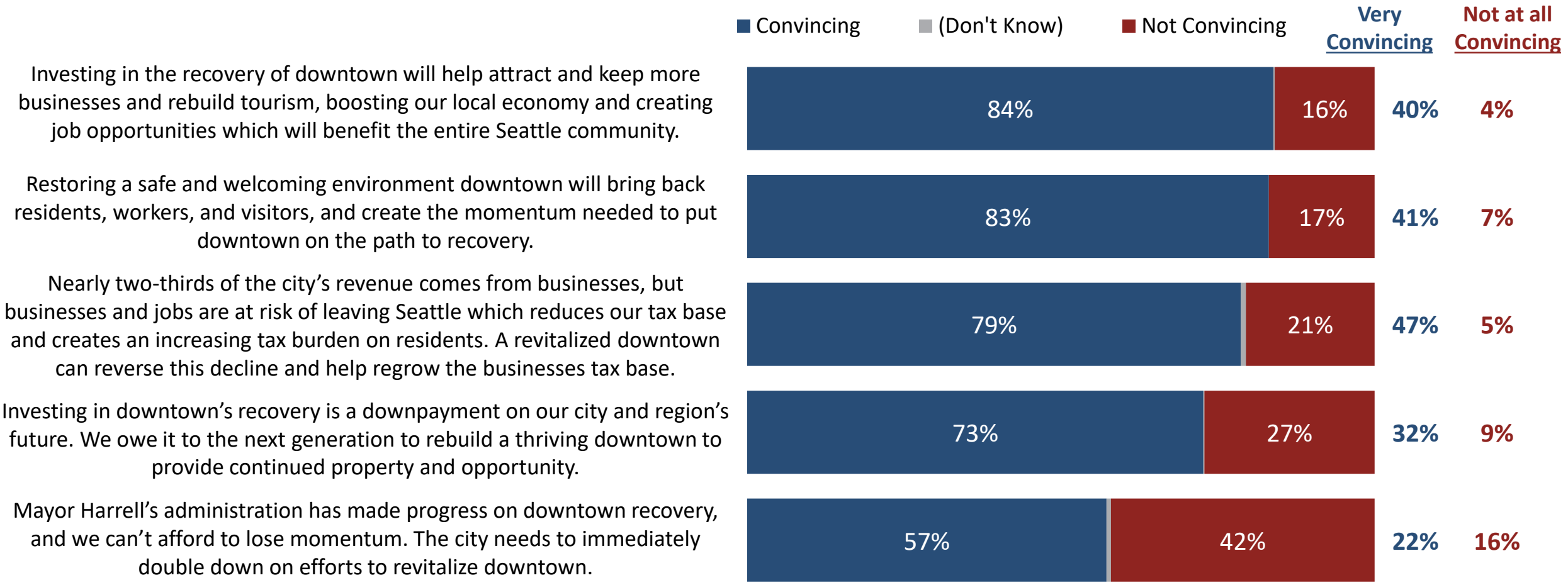
Voters think addressing violent crime and retail theft and removing homeless encampments would have the most impact on helping downtown recover - majorities think these actions would have a very significant impact.



Q13-21. How much impact do you think each of the following would have on helping downtown Seattle recover? Use a scale of 1 to 7 where 1 means you feel it would have very little impact and 7 means you feel it would have a very significant impact on helping downtown recover.

Downtown Recovery Messages

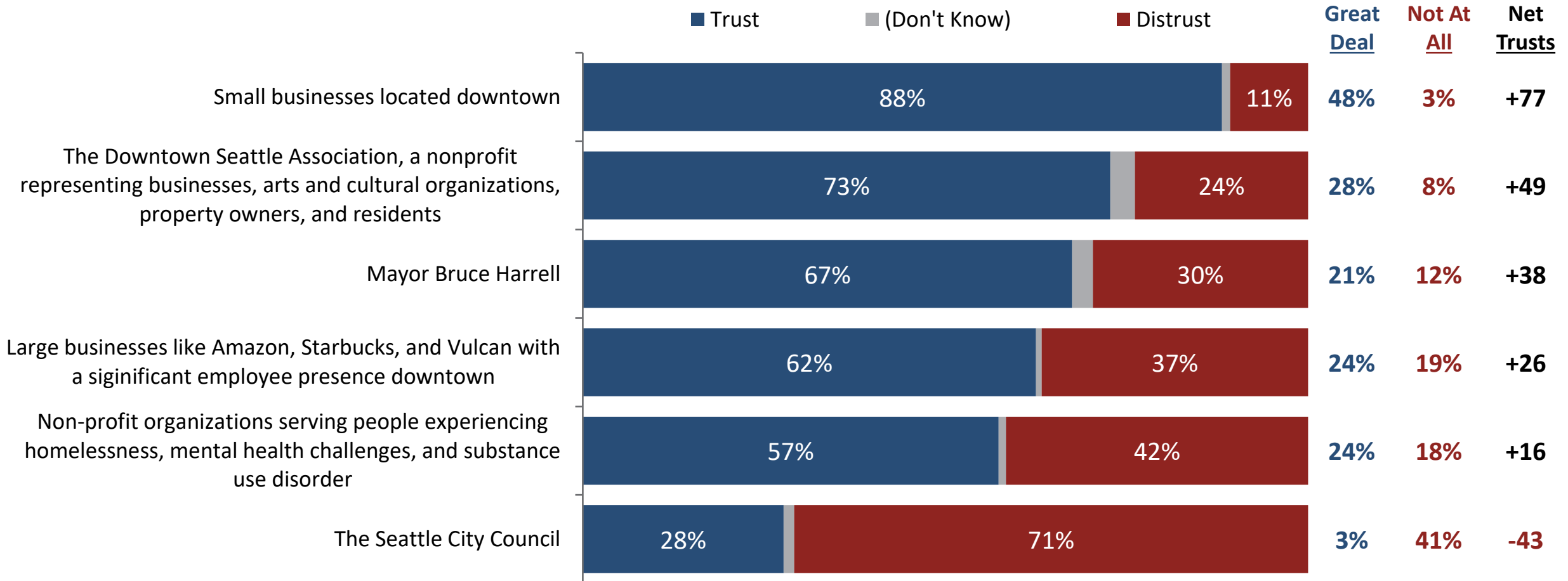
All of the messages about downtown recovery are seen as convincing by a majority of voters. The strongest messages focus on the economic impacts, public safety, and revenue.



Q23-27. Next, I'd like to read some statements about the importance of downtown recovery. After each one, please tell me how convincing that statement is as a reason to prioritize downtown recovery – very convincing, somewhat convincing, not too convincing, or not at all convincing.

Trust on Downtown Recovery

On the issue of downtown recovery, a majority of voters trust all of the organizations/individuals tested EXCEPT the City Council. Downtown small businesses are the most trusted, followed by the DSA (with description), and Mayor Harrell.



Q35-40. How much do you trust each of the following individuals and organizations on the issue of downtown recovery – a great deal, somewhat, not that much, or not at all?



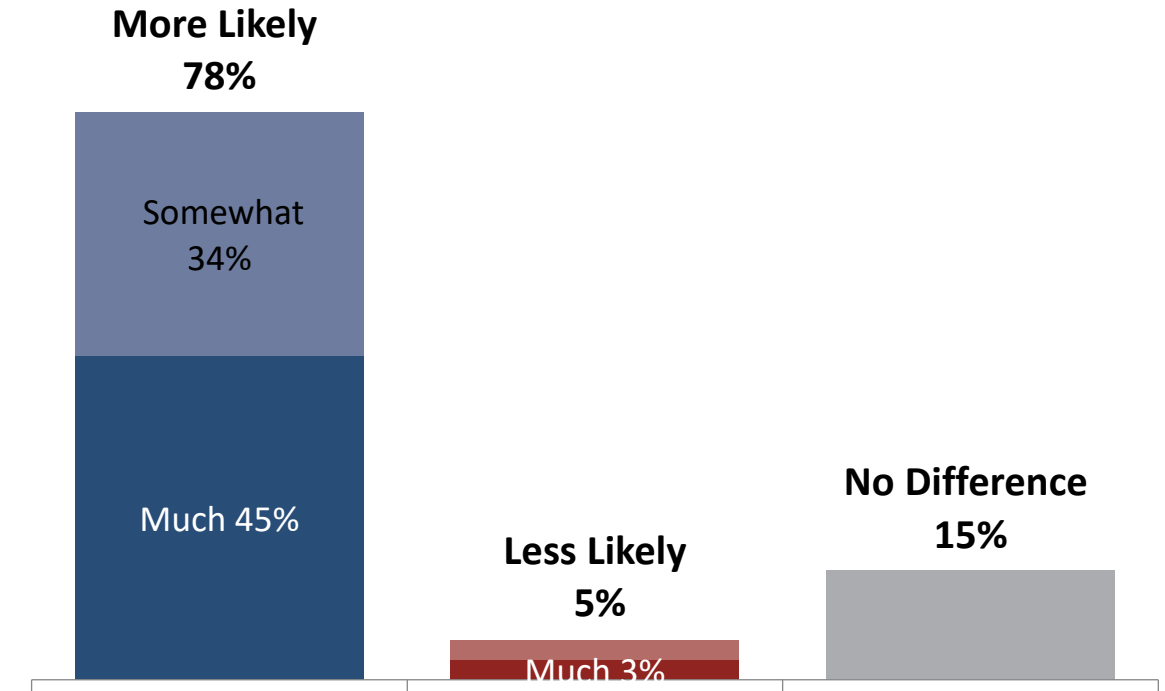
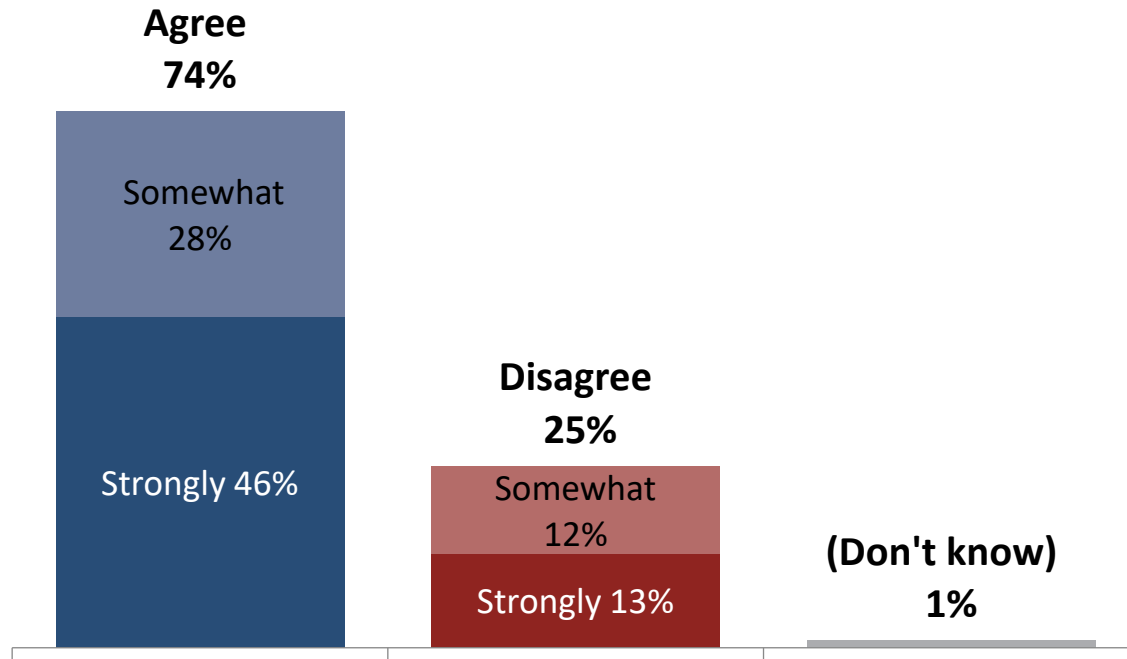
Downtown Recovery and Council Elections

Focus on Basic Issues Not Ideology

Three quarters of likely voters agree that progress is being made due to the efforts of the Mayor, the City Attorney, and Councilmember Nelson and that we need to elect more councilmembers who put progress on basic issues over ideology. Nearly 8-in-10 say they are more likely to support a City Council candidate who makes the downtown recovery a central issue in their campaign – almost half say they would be much more likely to support such a candidate and only 5% say they would be less likely.

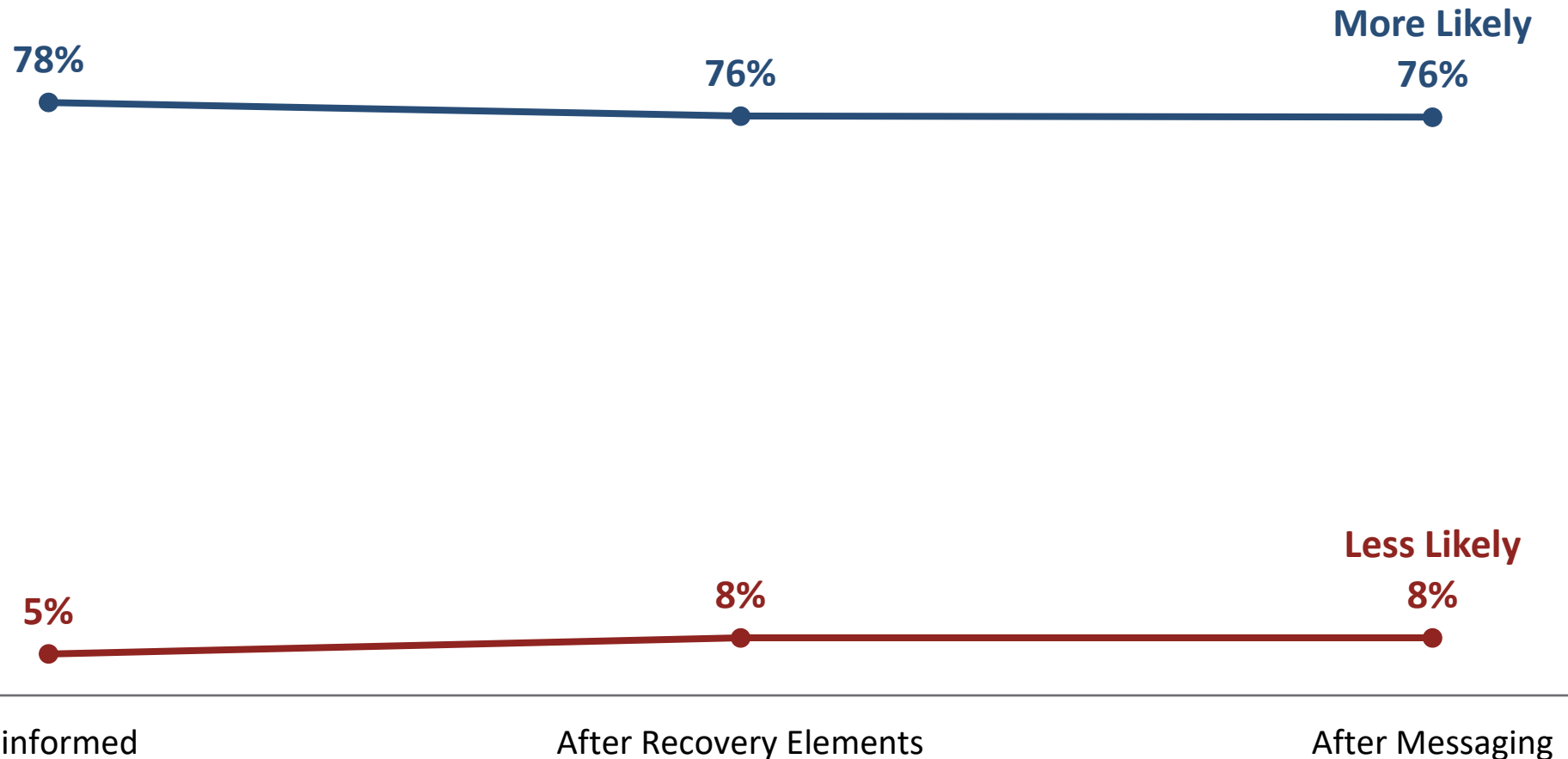
Progress is being made on key issues facing Seattle due to efforts of Mayor Harrell, City Attorney Davison, & Councilmember Nelson. We need to build on this momentum by electing more councilmembers who put progress on basic issues over ideology.

Would you be more likely or less likely to support a candidate for city council who makes the downtown recovery a central issue in their campaign, or would it not make a difference one way the another?



Downtown Recovery Impact on Elections

Voters overwhelmingly want City Council candidates to make downtown recovery a central element of their candidacy, even before additional information and messaging.



Q7/22/28. Knowing this, would you be more likely or less likely to support a candidate for city council who makes the downtown recovery a central issue in their campaign, or would it not make a difference one way the another?



Andrew Thibault
andrew@emcresearch.com
206.652.2454

Jacob Detiege
jacob@emcresearch.com
206.686.5900

Quinn Hansen
quinn@emcresearch.com