

1. Gender	2. Phone type
Male 49%	Landline 56%
Female 51	Mobile 44

**DNR = Volunteered response, do not read**  
 \* indicates responses totaled 0.4% or less

My name is \_\_\_\_\_ from \_\_\_\_\_, a public opinion polling firm. We are conducting a survey about some issues 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.

**SCREENING**

3. **(CELL SAMPLE ONLY)** Are you in a place where you can safely take this survey?

Yes ..... CONTINUE  
 No..... SCHEDULE CALL BACK

4. Are you at least 18 years old and registered to vote at your current address in Seattle, Washington? **(IF YES)** Which of the following best describes your age? Just stop me when I read the right category. **(READ LIST)**

18-24 .....6%  
 25-34 .....23  
 35-49 .....29  
 50-64 .....25  
 65+ .....17  
 --  
 DK/NA/REFUSED..... TERMINATE

5. To start, in general, would you say things in Seattle are heading in the right direction or are things off on the wrong track? **(IF MIXED OPINIONS/UNSURE)** If you had to choose between the two, would you say right direction or wrong track?

**RIGHT DIRECTION .....53%**  
**WRONG TRACK .....32%**

Right direction.....44%  
 Lean right direction .....9

Lean wrong track .....5  
 Wrong track .....27

Mixed opinions, no lean .....9  
 --  
 DK/NA/REFUSED.....5

6. Which challenges facing Seattle would you most like to see the Mayor and City Council address? **(OPEN ENDED WITH PRECODES)**

*(MULTIPLE RESPONSES ACCEPTED, TOTALS DO NOT ADD TO 100%)*

Homelessness .....27%  
 Transportation.....23  
 Housing / rent .....23  
 Traffic .....20  
 Cost of living / affordability .....14  
 Transit / public transportation / bicycles .....13  
 Education / education funding / schools .....11  
 Crime / vandalism / shootings / theft .....8  
 Economy / jobs / unemployment .....7  
 Taxes / government waste / spending .....5  
 Police / police force / police issues.....3  
 NBA stadium / NHL stadium / SoDo stadium..... 1

All other **(RECORD)**..... 15  
 --  
 DK/NA/REFUSED..... 4

**SODO ARENA**

On another topic...

7. Over the last few years, there has been some publicity you may have seen regarding a proposal to build a new sports arena south of downtown near SafeCo and CenturyLink fields. How closely have you been following this? Would you say... **(READ LIST)**

<b>CLOSELY</b> .....	<b>30%</b>
<b>NOT CLOSELY</b> .....	<b>69%</b>
Very closely .....	10%
Fairly closely.....	20
Somewhat closely.....	47
Or is this the first you've heard about it? .....	22
--	
DK/NA/REFUSED.....	1

8. I'd like to give you a little more information about this proposal. A group of investors have proposed building a new sports arena in Seattle that could be used for events and – potentially – NBA and NHL teams. It would cost approximately 490 million dollars with 200 million coming from public investment that would be paid back through the arena's tax revenues. The new arena would be located in the SoDo neighborhood near CenturyLink and SafeCo Fields. In your opinion, should building this new arena be a priority for Seattle or should building a new arena not really be a priority?

Should be a priority.....	21%
Should NOT be a priority.....	75
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DK/NA/REFUSED.....	4

**SODO ARENA AND KEY ARENA**

Switching gears...

9. For this next question, try not to guess. If you don't know the answer, just say so and we'll move on. To the best of your knowledge, does the city of Seattle own Key Arena in Seattle Center or does the city of Seattle not own Key Arena?

Seattle <b>DOES</b> own Key Arena.....	36%
Seattle does <b>NOT</b> own Key Arena .....	15
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DK/NA/REFUSED.....	49

Thank you. Now, just to make sure that everyone taking this survey has the same information, the city of Seattle DOES own Key Arena.

10. As you may know, some have proposed that instead of investing in building a new arena, Seattle should invest in revitalizing the existing Key Arena. A recent report commissioned by the city found that Key Arena could be renovated and made suitable to host NBA and NHL teams for approximately 285 million dollars. The renovations could be funded through a combination of public and private investments.

Which of the following best describes your view on this issue? Is it...**(ROTATE LIST)**

The city of Seattle should invest in building the new professional sports arena in SoDo.....	16%
The city of Seattle should invest in revitalizing Key Arena .....	30
Investing in arenas should not be a priority for the city right now <b>(READ LAST)</b> .....	50
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DK/NA/REFUSED.....	4

**SODO LOCATION**

As you may know, there has been some controversy over the location of the new arena. I'm going to read you a few statements about this. After I read each one, please tell me if you agree or disagree with that perspective. You can also say you have no opinion.

**RANKED BY TOTAL AGREE**

ROTATE ALL		TOTAL AGREE	TOTAL DISAGR	Str Agr	Smwt Agr	No Opin	Smwt Dis	Str Dis	DK/ REF
11.	Some say Seattle already has some of the worst traffic in the country and adding a third sports arena in SoDo near the interchange of I-90 and I-5 will make the problem much worse. On the night of events, the new arena is projected to add at least 6,000 more cars to roads and highways during rush hour and the problem will only get worse on nights when there are also Mariners, Sounders, or Seahawks games. SoDo is not the right spot for a new arena, especially when we have an alternative like Key Arena.	61%	27%	39%	22%	11%	11%	16%	1%
12.	Some say that building the new arena in the SoDo neighborhood is the best option. Seattle would still face major traffic concerns if the city were to revitalize Key Arena instead and a new arena provides many benefits like a state of the art facility for concerts and professional sports like the NBA and NHL.	40%	40%	16	24	18	18	22	2

**ECONOMIC BENEFITS**

On another topic, there has been some debate about the economic impacts of the new arena. I'm going to read you a few statements about this. After I read each one, please tell me if you agree or disagree with that perspective. You can also say you have no opinion.

**RANKED BY TOTAL AGREE**

ROTATE ALL		TOTAL AGREE	TOTAL DISAGR	Str Agr	Smwt Agr	No Opin	Smwt Dis	Str Dis	DK/ REF
13.	Some say placing the arena near industrial and maritime areas will make it much harder for those industrial businesses to operate. The city is already facing serious challenges transporting freight in south Seattle and the increased traffic congestion caused by the new arena will make the problem much worse, threatening middle class jobs. The maritime industry provides good paying jobs to 30,000 workers with an average wage of 72,000 dollars per year. We can still get the benefit of thousands of new construction jobs by revitalizing Key Arena without harming maritime businesses and the middle class jobs they support.	59%	25%	30%	28%	16%	14%	10%	1%
14.	Some say that building a new arena in SoDo will be an economic boost for Seattle. They say a new arena would create 3,500 new construction jobs and the influx of sports fans into the neighborhood will help nearby small businesses. Also, the arena would provide the city with the best concert venue in the Pacific Northwest and would generate an estimated 7.9 million dollars in annual tax revenue that can be used for priorities like transportation and education.	40%	41%	15	25	17	17	24	2

**PROFESSIONAL SPORTS TEAMS**

Switching gears, I'm going to read you two perspectives regarding the arena and professional sports. After I read each one, please tell me if you agree or disagree with that perspective. You can also say you have no opinion.

**RANKED BY TOTAL AGREE**

ROTATE ALL		TOTAL AGREE	TOTAL DISAGR	Str Agr	Smwt Agr	No Opin	Smwt Dis	Str Dis	DK/ REF
15.	Some say that investing in a new arena now is like putting the cart before the horse. Both the NBA and NHL have said they have no plans to relocate a team to Seattle. We shouldn't move forward on a new arena when there is no team to use it. Instead, we should take the time to fully explore the Key Arena option and find private funding to help make it suitable for attracting NBA and NHL teams.	73%	17%	46%	26%	9%	9%	8%	1%
16.	Some say that professional sports add to Seattle's culture and community. Without a new arena, Seattle stands very little chance of ever getting an NBA or NHL team. Key Arena does not currently meet the requirements of the NBA or NHL and it would require millions of dollars of taxpayer investment to make it suitable for professional sports. If we want an NBA or NHL team, we need a new arena.	33%	52%	17	15	14	25	27	1

**REVOTE**

17. After hearing a few perspectives, I'd like to ask your opinion once again. Which of these comes closest to your own opinion? Is it...**(ROTATE LIST)**

- The city of Seattle should invest in building the new professional sports arena in SoDo..... 15%
- The city of Seattle should invest in revitalizing Key Arena..... 22
- Investing in arenas should not a priority for the city right now **(READ LAST)** ..... 62
- 
- DK/NA/REFUSED..... 2

**STREET VACATION VOTE**

As you may know, in order to move forward with building the arena, the City Council must vote to permanently close a portion of a public street in SoDo to make room for the new arena. I'm going to read you two perspectives on this. After I read each one, please tell me if you agree or disagree with that perspective. You can also say you have no opinion.

**RANKED BY TOTAL AGREE**

ROTATE ALL		TOTAL AGREE	TOTAL DISAGR	Str Agr	Smwt Agr	No Opin	Smwt Dis	Str Dis	DK/ REF
18.	Some say that rather than taking the irreversible step of handing over public property to a private developer, the council needs to slow down and look more closely at alternatives like Key Arena before deciding whether a new arena makes sense. With no professional teams looking to locate in Seattle, there is no need to rush.	75%	16%	51%	24%	8%	9%	8%	*%
19.	Some say that the city council has been doing studies and public hearings on this issue for years. They keep coming to the same conclusion: the new arena is a good deal for Seattle. The City Council needs to take this vote because if we delay any longer, we risk losing the private funding necessary to make the new arena possible.	26%	52%	13	13	21	20	32	2

20. After hearing a few perspectives, I'd like to ask your opinion. Which of these comes closest to your own opinion about how the City Council should proceed? Is it..**(PINWHEEL ROTATE)**

- The City Council should vote IN FAVOR of closing the public street in SoDo..... 15%
- The City Council should delay voting until we have fully explored the Key Arena option..... 47
- The City Council should vote AGAINST closing the public street in SoDo..... 30
- 
- DK/NA/REFUSED..... 8

**DEMOGRAPHICS**

This is the last part. I have just a few questions left for statistical purposes.

21. As of today, do you consider yourself to be **(ROTATE)** <a Democrat>, <a Republican>, or an independent? **(IF DEMOCRAT OR REPUBLICAN:)** Would you say you are a strong <Democrat/Republican> or a not strong <Democrat/Republican>? **(IF NEITHER:)** As of today, do you lean more to the Democratic Party or the Republican Party?

<b>DEMOCRATIC</b> .....	<b>69%</b>
<b>REPUBLICAN</b> .....	<b>10%</b>
Strong Democrat.....	43%
Not strong Democrat.....	14
Independent, lean Democratic .....	12
Independent.....	16
Independent, lean Republican.....	3
Not strong Republican .....	3
Strong Republican .....	4
Something else <b>(DNR)</b> .....	1
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DK/NA/REFUSED.....	5

22. What is the highest level of education you have fully completed? **(READ LIST)**

Less than high school .....	1%
High school graduate or GED .....	10
Some college or Associates Degree .....	20
Bachelors Degree .....	37
Postgraduate or advanced degree .....	30
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DK/NA/REFUSED.....	2

23. Can you please tell me which of the following best described your household income from all sources in 2015? Your best guess is fine. Just stop me when I get to the right one. **(READ LIST)**

Less than \$25,000 .....	10%
At least \$25,000 but less than \$50,000 .....	11
At least \$50,000 but less than \$75,000 .....	13
At least \$75,000 but less than \$100,000 .....	15
At least \$100,000 but less than \$200,000 .....	25
\$200,000 or more .....	12
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DK/NA/REFUSED.....	13

24. Are you of a Hispanic, Latino, or Spanish-speaking background? **(IF NO)** How would you describe your race? **(READ LIST)**

White or Caucasian.....	71%
Asian or Pacific Islander.....	10
Black or African American.....	6
Hispanic or Latino .....	4
Native American .....	1
Something else .....	4
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DK/NA/REFUSED.....	4