



KOMO – Seattle Registered Voter Survey

[PHONE] Hello, may I please speak with (NAME)? This is (NAME) from McGuire Research, 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 Hi (NAME), this is (NAME) with McGuire Research. McGuire Research is inviting you to share your views on issues that impact Seattle residents. All responses are confidential and for research purposes only. To participate, please click the link below. If you do not wish to be recontacted please reply STOP.

2. To start, are you at least 18 years old and registered to vote at your current address in Seattle?

Yes	100%
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No.....	TERMINATE

4. First, I have a few questions for statistical purposes. Which of the following best describes your age? Just stop me when I read the right category.

18-34	32%
35-49	29
50-64	21
65+	18
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Under 18.....	TERMINATE
DK/NA/REFUSED.....	TERMINATE

5. How would you describe your gender?

Male.....	48%
Female	49
Something else	2
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Prefer not to answer.....	1

6. And how would you describe your race?

White or Caucasian.....	73%
Asian or Pacific Islander.....	9
Hispanic or Latino	5
Black or African American.....	3
Native American or Alaska Native.....	1
Something else	1
Mixed race or multi-racial.....	5
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DK/NA/REFUSED.....	3

7. How likely are you to vote in the general election for Mayor, City Council, and other offices in November of 2021? Would you say you are almost certain to vote, will you probably vote, are the chances 50-50, are you not very likely to vote, or not likely at all?

Almost certain.....	73%
Probably	17
About 50-50	7
Not very likely	1
Not likely at all.....	1
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DK/NA/REFUSED.....	TERMINATE

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

LANDSCAPE

8. To start, 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?

RIGHT DIRECTION	32%
WRONG TRACK	62%
Right direction.....	10%
Mixed opinions, lean right direction	21
Mixed opinions, lean wrong track	18
Wrong track	44
Mixed opinions, no lean	5
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DK/NA/REFUSED.....	1

9. How would you rate the condition of the economy in Seattle? Would you say it is in... **(ROTATE BOTTOM TO TOP)**

GOOD SHAPE	50%
BAD SHAPE	31%
Very good shape.....	7%
Good shape	43
Bad shape	23
Very bad shape.....	7
Neither / average	14
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DK/NA/REFUSED	5

Now, I'm going to read you a list of some public figures and organizations 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. If you don't recognize the name or if you recognize the name but do not have an opinion, please just say so and we will move to the next name. Here is the first one...

	RANDOMIZE ALL	FAV	UNFAV	Very Fav	SW Fav	SW Unfav	Very Unfav	No Opin	Don't Recog	Don't Know
10.	Bruce Harrell	39%	20%	9%	30%	9%	10%	18%	20%	3%
11.	Lorena González	34%	25%	15	20	11	14	19	19	3
12.	The Seattle City Council	28%	57%	4	25	20	36	14	-	1
13.	Kshama Sawant	23%	46%	8	15	9	38	10	17	4

14. On a different topic, thinking about the upcoming election for mayor in Seattle, if the election were held today, would you vote for **(ROTATE)** <Bruce Harrell>, or <Lorena González>?

BRUCE HARRELL	40%
LORENA GONZÁLEZ	33%
Bruce Harrell.....	30%
I'm undecided, but I'm leaning toward Bruce Harrell.....	10
I'm undecided, but I'm leaning toward Lorena González	13
Lorena González	20
--	
Completely undecided; no lean whatsoever	27



Based on what you know of each candidate for Mayor of Seattle, who would do a better job on each of the following issues? Would **(ROTATE)** <Bruce Harrell> or <Lorena González> do a better job...

RANDOMIZE ALL		HARRELL	GONZÁLEZ	Harrell – Much better	Harrell – SW better	González – SW better	González – Much better	No opinion	Don't Know
15.	Reducing crime	39%	22%	21%	18%	12%	10%	24%	16%
16.	Creating jobs and rebuilding the economy	38%	24%	19	18	14	10	24	15
17.	Addressing homelessness	37%	30%	19	17	16	14	20	13

18. And thinking about the upcoming election for city attorney in Seattle, if the election were held today, would you vote for **(ROTATE)** <Ann Davison> or <Nicole Thomas-Kennedy>?

ANN DAVISON	19%
NICOLE THOMAS-KENNEDY	16%
Ann Davison	11%
I'm undecided, but I'm leaning toward Ann Davison	7
I'm undecided, but I'm leaning toward Nicole Thomas-Kennedy.....	6
Nicole Thomas-Kennedy.....	10
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Completely undecided; no lean whatsoever	65

19. Next is a question about safety. How safe do you feel in Seattle?

SAFE	60%
UNSAFE	39%
Very safe	19%
Somewhat safe	42
Somewhat unsafe	20
Very unsafe	19
--	
DK/NA/REFUSED.....	1

COVID

20. When it comes to the COVID-19 pandemic, do you think the worst is behind us, is the worst is happening now, or is the worst still to come?

The worst is behind us	38%
The worst is happening now	26
The worst is still to come.....	24
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DK/NA/REFUSED.....	12



Would you support or oppose businesses requiring people to show proof of COVID-19 vaccination in order to do the following over the next several months?

	RANDOMIZE	SUPPORT	OPPOSE	Strongly support	SW support	SW oppose	Strongly oppose	Don't Know
21.	Attend events with large crowds, such as sporting events or concerts	86%	14%	75%	11%	5%	9%	*%
22.	Travel by airplane	84%	15%	73	11	7	8	1
23.	Go to their worksite to do their job	81%	17%	62	19	7	10	2
24.	Go into a local business such as a restaurant, grocery store, or retail store	73%	24%	56	17	10	14	2

HOUSING / HOMELESSNESS

25. To what extent have you considered or would you consider leaving Seattle because of the cost of housing?

HAVE CONSIDERED LEAVING	55%
HAVE NOT CONSIDERED LEAVING	44%
Strongly considered leaving	31%
Somewhat considered leaving	24
Not really considered leaving	19
Not considered leaving at all	25
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DK/NA/REFUSED.....	2

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

Policies should be tougher	47%
Policies should be more sympathetic	38
Right approach	6
--	
DK/NA/REFUSED.....	8

Now I am going to read you some short proposals to address homelessness in Seattle. For each, please tell me whether you favor or oppose that proposal.

	RANDOMIZE	FAVOR	OPPOSE	Strongly Favor	Somewhat Favor	Somewhat Oppose	Strongly Oppose	Don't Know
27.	The city buying hotels to house people experiencing homelessness	68%	24%	35%	34%	13%	11%	7%
28.	Sweeps of homeless encampments	61%	33%	34	27	14	19	6

DEMOGRAPHICS

I have just a few questions left for statistical purposes.

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

Less than high school	-%
High school or GED	9
Some college or associates degree	23
Bachelor's degree	38
Postgraduate or advanced degree	28
--	
DK/NA/REFUSED	2

30. Regardless of how you plan to vote, in politics, as of today, do you consider yourself (**ROTATE:**) a Republican, a Democrat, or an independent?

DEMOCRAT	66%
REPUBLICAN	12%
Strong Democrat	35%
Not strong Democrat	10
Independent, lean Democratic	21
Independent	13
Independent, lean Republican	6
Not strong Republican	2
Strong Republican	3
Something else	4
--	
DK/NA/REFUSED	6

31. Thinking in political terms, would you say that you are (**ROTATE TOP TO BOTTOM, BOTTOM TO TOP**) Conservative, Moderate, Liberal, or Socialist?

LIBERAL	44%
CONSERVATIVE	12%
Very liberal	22%
Somewhat liberal	22
Moderate	31
Somewhat conservative	8
Very conservative	5
Socialist	9
--	
DK/NA/REFUSED	3

32. 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	53%
I can get by every month but I struggle to save money or pay for unexpected expenses	32
I find it difficult to make ends meet every month	8
--	
DK/NA/REFUSED	7



33. Do you rent or own your home?

Rent.....	46%
Own.....	51
--	
DK/NA/REFUSED.....	3

34. Did you vote in the recent primary election for Mayor of Seattle held in August of this year?

Yes.....	48%
No.....	48
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DK/NA/REFUSED.....	4

35. **(IF VOTED IN PRIMARY)** Who did you vote for in the 2021 primary election for Mayor of Seattle? If you did you not vote in this election, please say so.

Bruce Harrell.....	33%
Lorena González.....	31
Colleen Echohawk.....	8
Jessyn Farrell.....	4
Art Langlie.....	2
Another candidate.....	10
I did not vote in this election.....	1
--	
DK/NA/REFUSED.....	10

36. And lastly, have you been fully vaccinated against COVID-19?

Yes.....	89%
No.....	7
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DK/NA/REFUSED.....	4

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

Region

North Seattle.....	42%
Central / Downtown.....	31
West Seattle.....	14
South Seattle.....	13

Sample

Landline.....	13%
Cell.....	30
Text-Web.....	57