



The Allstate Renewal Project: Seattle Poll

Sample of 400 adults age 18+ in Puget Sound Region (200 on landline phones, 200 on cellphones)
 4-County Core Metro Area, including: King, Kitsap, Pierce, and Snohomish Counties
 Sample Margin of Error for 400 Respondents = $\pm 4.9\%$ in 95 out of 100 cases
 Conducted from September 20th – 24th, 2017

9. The focus of this survey is to hear about your views and experiences living in and around Seattle. Throughout the survey we'll refer to Seattle, but that isn't intended to mean just the city or King County. Rather, we're referring to the Puget Sound region, which includes King, Kitsap, Snohomish and Pierce Counties.

Which best describes your residency in Seattle and the surrounding Puget Sound region?

Seattle Residency	SEATTLE
I grew up in the Seattle area and have remained in the Seattle area	46%
I grew up in the Seattle area, moved away for an extended period, and then moved back to the Seattle area as an adult	9%
I moved to the Seattle area as an adult	44%
Don't know/refused	1%

10. When it comes to what is best for your career and your family life, do you think it would be better to...?

Best location for your career and family	SEATTLE
Stay in the community where you currently live for a long time	75%
Move to a different part of the country	19%
Don't know/refused	6%

11. Thinking about the young people in your local community today, do you think they are presented with more opportunities by...?

Best location for young people	SEATTLE
Staying in the community where they currently live	65%
Moving to a different part of the country	20%
Don't know/refused	15%

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12. Regardless of whether you suggested people should stay or move...

How important were each of the following when you were considering staying in or moving to the Puget Sound region?

Important Factors for Staying or Moving to Puget Sound Region	Total Important	Total Not Important	Very Important	Somewhat Important	Not too Important	Not at all Important	Don't know / Refused
Job opportunities that provide a livable wage	92%	6%	75%	17%	3%	4%	2%
Mild, temperate, marine climate allowing for year-round outdoor recreation	81%	17%	42%	39%	9%	8%	2%
An environment of tolerance and inclusion for people of different races, religious faiths, and sexual orientations	77%	18%	57%	20%	9%	10%	5%
Environmentally friendly energy use and future climate neutral vision	76%	21%	45%	31%	11%	10%	3%
Reputation as a hub for technology companies and innovation	73%	25%	36%	38%	14%	11%	2%
Diverse economy with numerous Fortune 500 companies headquarters in the region, such as Amazon, Starbucks, and Nordstrom	72%	26%	38%	34%	12%	14%	2%
Rich and vibrant performing arts and entertainment culture	72%	26%	30%	42%	16%	10%	2%
Availability and extensive mass transit network	68%	29%	37%	31%	15%	15%	2%

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13. If a friend from out-of-town visited the Puget Sound region, which of the following attractions would you highlight as a must-see?

<u>Puget Sound Region Must-See Attractions</u>	SEATTLE
Pike Place Market and the Seattle Waterfront	96%
Mount Rainier	86%
Space Needle	81%
Pacific Science Center	73%
The Museum of Flight	70%
Chihuly Garden and Glass	56%
Museum of Pop Culture	43%
Downtown Seattle Public Library	33%
The first Starbucks storefront	30%
Kerry Park	23%

14. Which of the following institutions are you most proud to have headquartered in the Puget Sound region?

<u>Proud to have company headquartered in Puget Sound Region</u>	SEATTLE
Microsoft	27%
The Gates Foundation	20%
Amazon	12%
Costco	11%
REI	7%
Starbucks	5%
Alaska Airlines	5%
Nordstrom	3%
Weyerhaeuser	3%
Paccar	1%
Vulcan Inc.	*
Expedia	0%
Don't know/refused	5%

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15. Do you think the Puget Sound region is going in a positive or negative direction?

Direction of Seattle	SEATTLE
Total Positive Direction	69%
Total Negative Direction	23%
Extremely positive	13%
Mostly positive	40%
Slightly positive	17%
Slightly negative	10%
Mostly negative	8%
Extremely negative	6%
Don't know/refused	8%

16. Would you say that the quality of life in your community has gotten better, stayed the same, or gotten worse since you have been living there?

Trend in Quality of Life	SEATTLE
Gotten better	38%
Stayed the same	29%
Gotten worse	31%
Don't know/refused	1%

17. Now, as you may know, Seattle is among the fastest growing cities in the nation in terms of population growth. Do you believe that this growth has had an overall positive impact or an overall negative impact on the Puget Sound region?

Population Growth Impact	SEATTLE
Overall positive impact on the Puget Sound region	41%
Overall negative impact on the Puget Sound region	50%
Neither	4%
Don't know/refused	5%

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18. And, considering the challenges and opportunities posed by this growth, do you believe the Puget Sound region is generally prepared or unprepared to handle this growth over the next several years?

<u>Preparedness for Population Growth</u>	SEATTLE
Prepared to handle this growth over the next several years	25%
Unprepared to handle this growth over the next several years	70%
Don't know/refused	4%

19. Which of the following statements do you agree with more?

<u>Impact of Population Growth</u>	SEATTLE
The Puget Sound region is growing in a way that is benefiting only a few and making it too difficult for average families to live here.	70%
The Puget Sound region is growing in a way that will increase opportunity and the quality of life for all of its residents.	26%
Don't know/refused	4%

20. Which of the following statements do you agree with more?

<u>Change due to Population Growth</u>	SEATTLE
I believe the Puget Sound region is growing into a world class region in terms of its economic opportunities and quality of life, including cultural and recreational assets.	51%
I believe the Puget Sound region is losing touch with its historic identity and is in danger of becoming a community that only wealthy families can enjoy.	43%
Don't know/refused	5%

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21. Please rate the current state of the following items in your local community by using a zero to one hundred scale, where zero means in a terrible state and one hundred means in an excellent state. You may choose any number between zero and one hundred.

State of Local Community	Average Score	Total Terrible State '0-49'	Total Excellent State '51-100'	Mostly Terrible '0-24'	Somewhat Terrible '25-49'	Neutral '50'	Somewhat Excellent '51-75'	Mostly Excellent '76-100'	Don't know / Refused
Accessibility of quality doctors and hospitals	78.0	5%	86%	3%	2%	8%	22%	64%	1%
Quality of parks and recreational opportunities	76.0	8%	85%	4%	4%	6%	29%	57%	1%
Relations between residents of all backgrounds	65.9	15%	70%	5%	10%	13%	34%	36%	2%
Availability of good paying jobs	65.0	14%	68%	4%	10%	15%	38%	30%	3%
Safety of neighborhoods	64.9	17%	67%	5%	12%	15%	31%	36%	2%
Quality of K-12 education	63.1	19%	63%	7%	13%	12%	34%	29%	6%
Voluntary and civic engagement in your community	62.9	18%	62%	5%	13%	16%	32%	30%	4%
Connection with your community and neighbors	62.1	16%	61%	8%	8%	21%	33%	28%	2%
The community coming together to solve problems	56.4	24%	51%	12%	12%	20%	32%	20%	5%
Quality of public transportation	54.3	32%	48%	15%	17%	15%	29%	19%	5%
Ability to get to and from work or around town in a reasonable time	45.5	52%	37%	20%	32%	9%	24%	13%	1%
Affordability of housing options	35.7	64%	20%	34%	30%	15%	15%	5%	1%

Community Index Score	Average Score	Total Terrible State '0-49'	Total Excellent State '51-100'	Mostly Terrible '0-24'	Somewhat Terrible '25-49'	Neutral '50'	Somewhat Excellent '51-75'	Mostly Excellent '76-100'	Don't know / Refused
Overall average of all 12 elements	58.7	22%	75%	3%	18%	3%	65%	10%	0%

NOTE: Due to rounding, "Totals" may not necessarily equal 100.

*Denotes less than 0.5%

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22. Many communities have non-profit groups and other volunteer organizations that work on local problems like providing aid to those in need or services for children. In the Puget Sound region, would you say organizations like this are...?

Activity of Puget Sound Non-Profit Organizations	SEATTLE
Total Active	91%
Total Not Active	3%
Very active	45%
Somewhat active	46%
Not too active	2%
Not at all active	1%
Don't know/refused	6%

23. Many people say they wish they could spend more time volunteering to help solve problems in their communities. What is the biggest obstacle to you devoting more time to local community organizations?

Obstacles to Devoting Time to Local Community Organizations	SEATTLE
Your obligations at work	34%
Your obligations with your family	32%
You don't know how to find the right organization	11%
You don't think you have skills relevant to participating in local community organizations	6%
There aren't good organizations to work with in your community	2%
Don't know/refused	16%

24. Which of the following do you think would do the most to improve the quality of life in your local area?

Ways to Improve Quality of Life in Local Area	SEATTLE
Residents, businesses, and government working together towards a shared goal	72%
More local investments by businesses	9%
More local volunteering geared towards addressing community needs	7%
More local investments by government	7%
Don't know/refused	6%

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25. The Puget Sound region has a number of companies and brands which are known around the world. When thinking about these companies, how engaged do you think they are in addressing the region’s needs and concerns? Would you say they are…?

Engagement of Puget Sound Companies in Addressing Region’s Needs	SEATTLE
Total Engaged	77%
Total Disengaged	17%
Extremely engaged	12%
Somewhat engaged	65%
Somewhat disengaged	12%
Extremely disengaged	5%
Don’t know/refused	6%

26. Which of the following statements best describes your situation?

Personal Financial Situation	SEATTLE
I can live comfortably and save an adequate amount for retirement or other needs	45%
I can get by every month, but I find it difficult to save and invest, whether for retirement or other purposes	44%
I find it hard to make ends meet every month	7%
Don’t know/refused	3%

27. From what you’ve observed to this point, generally, has the beginning stages of implementing the fifteen dollars an hour minimum wage had a positive or negative impact on the region’s economy?

Impact of \$15 Per Hour Minimum Wage	SEATTLE
Total Positive Impact	47%
Total Negative Impact	35%
Very positive impact	19%
Somewhat positive impact	29%
Somewhat negative impact	20%
Very negative impact	14%
Don’t know/refused	18%

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28. Which of the following statements, do you believe are likely outcomes of Seattle raising its minimum wage?

Outcomes of Seattle's Increased Minimum Wage	SEATTLE
Prices of consumer goods and services will increase	78%
Businesses will reduce employees' hours or have layoffs	67%
It will be harder for small business startups to gain traction	65%
Employers will create fewer jobs	57%
Working families will be able to more easily pay their bills and save money	52%
Stores will reduce hours and services	47%
All employees will see an increase in wages and salaries	46%
There will be an increase in the quality of customer service	38%

DEMOGRAPHICS

1. State

State	SEATTLE
Washington	100%

2. County

County	SEATTLE
King County, Washington	55%
Kitsap County, Washington	7%
Pierce County, Washington	20%
Snohomish County, Washington	18%

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3. Do you live...?

Resident of the City (Asked of N=218 residents living in King County, Washington)	SEATTLE
Within the city limits of Seattle	39%
Elsewhere within the County	60%
Don't know/refused	1%

4. Age

Age	SEATTLE
18-49	56%
50+	43%
18 – 24	9%
25 – 29	13%
30 – 34	6%
35 – 39	11%
40 – 44	11%
45 – 49	7%
50 – 54	5%
55 – 59	10%
60 – 64	8%
65 – 69	7%
70 and above	13%
Don't know/refused	1%
Millennial Generation	29%
Generation X	27%
Baby Boom Generation	29%
Silent/Greatest Generations	9%
Don't know/refused	5%

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6. What is your main ethnic or racial background?

<u>Ethnic or Racial Background</u>	SEATTLE
White or Caucasian	69%
Non-White	29%
Asian-American or Asian	11%
Hispanic or Latino	8%
African-American or Black	5%
Native American	2%
Other	4%
Don't know/refused	2%

7. What is the last grade of formal education you have completed?

<u>Education</u>	SEATTLE
Less than College	48%
College or Higher	51%
Less than high school	3%
High school graduate	14%
Some college or vocational school	31%
College graduate	34%
Post graduate	16%
Don't know/refused	1%

8. Gender

<u>Gender</u>	SEATTLE
Male	50%
Female	50%