



THE INDEX VIII

Spring 2025



Methodology



- Mixed-mode (live phone, email-to-web, and text-to-web) survey of Registered Voters in the City of Seattle
 - Six-in-10 Seattle voters identify as Democrats, making them the primary driver of overall opinion on all survey questions.
 - 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 people of color.
- Conducted April 14-19, 2025
- 700 completed interviews; effective margin of error: ± 3.9 points
- Data weighted by key demographic variables to accurately reflect the Registered Voter population
- Where available, results are compared to the survey of Seattle Registered Voters, conducted Fall 2024

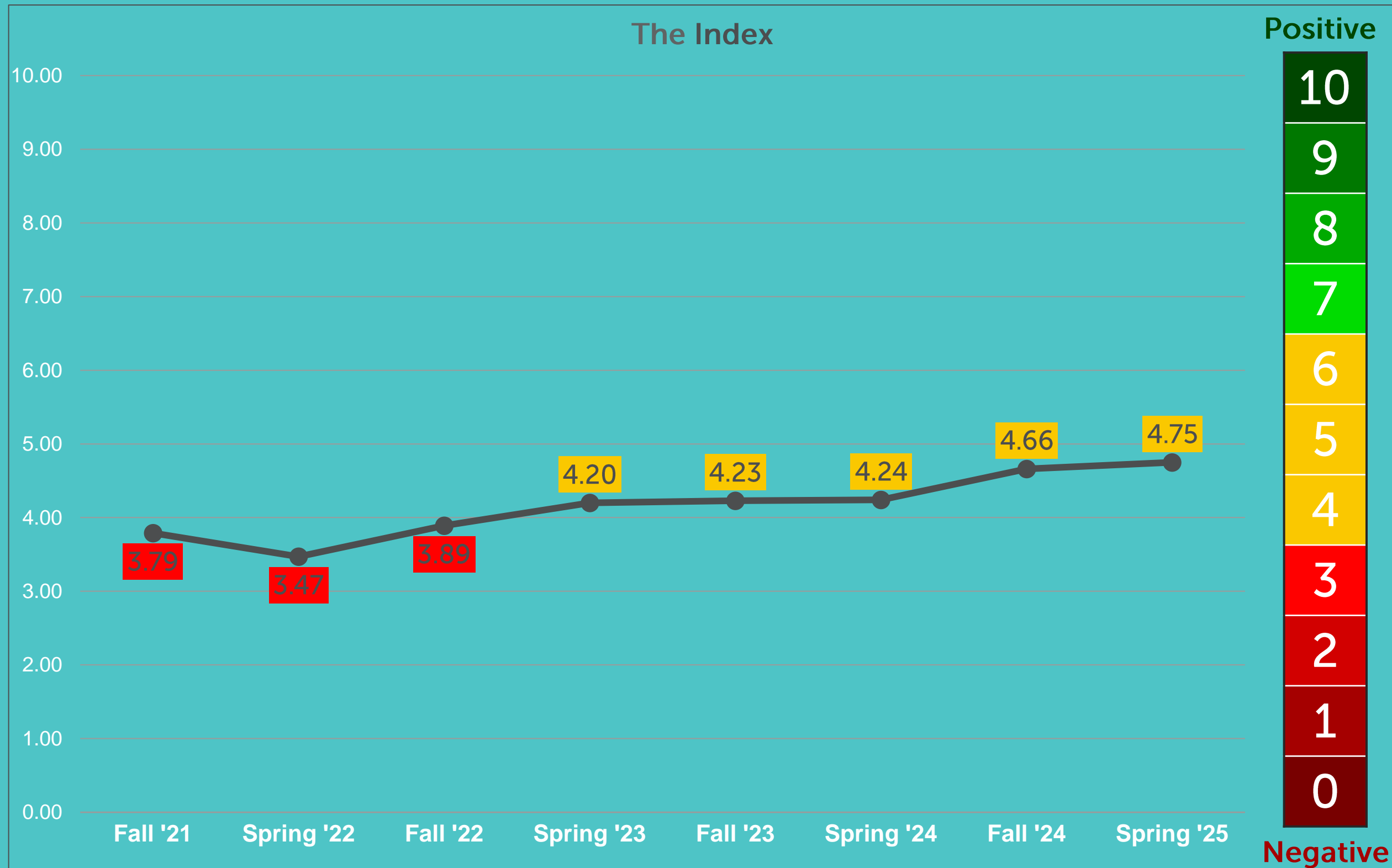
Summary



- *The Index has increased to 4.75 (up from 4.66 in Fall 2024):*
 - *Concerns about public safety have decreased since the Fall, with homelessness once again cited as the top reason for concern among voters. Voters continue to express concerns about affordability as well.*
 - *The share of voters reporting they'd feel safe visiting downtown during the day or at night both jumped 10 points since the fall.*
- *Two-thirds of Seattleites are optimistic about the future of this region and four-in-five say they are proud to call themselves Seattleites.*
- *Voters think it's vital for city officials to protect and promote good jobs locally, continue to focus on the basics, and make further progress on issues around public safety.*
- *Voters are concerned about the direction of the nation. A vast majority say the United States is "pretty seriously off on the wrong track," and more than eight-in-ten report concerns about the state of the economy due to national economic policy.*



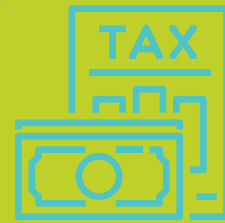
Quality of Life: The Index



- The Index aggregates the following quality of life survey questions:
 - Right Direction/Wrong Track
 - Quality of life getting better, worse, or remaining the same
 - Actively considered leaving Seattle
 - Optimism about the region's future
 - Perception of safety
 - Concern about Downtown's future
 - Likelihood to visit Downtown for activities other than work compared to a year ago*
- The Index does not include measures of local government or elected leaders.

*In previous surveys, respondents were asked about downtown visitation compared to before the COVID-19 pandemic.

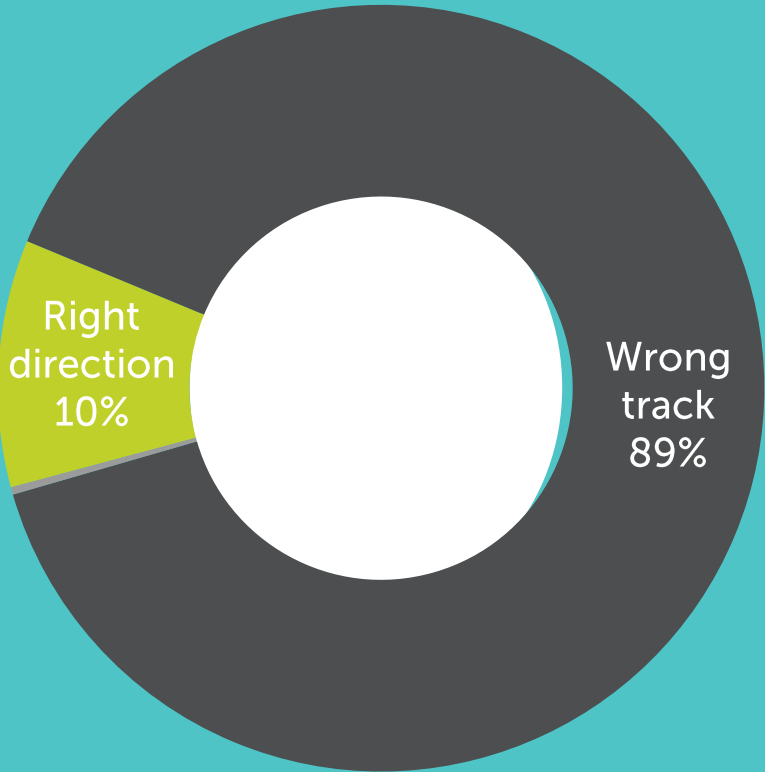
National Environment



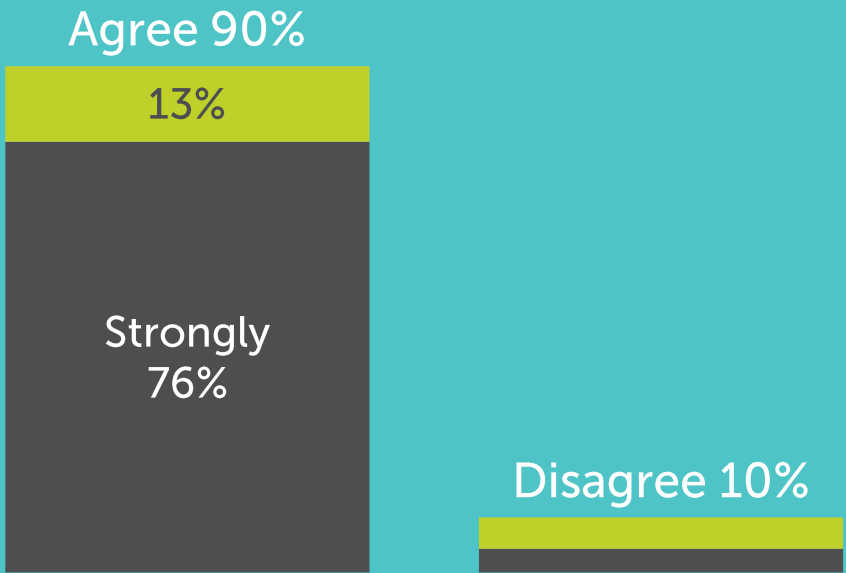
National Environment



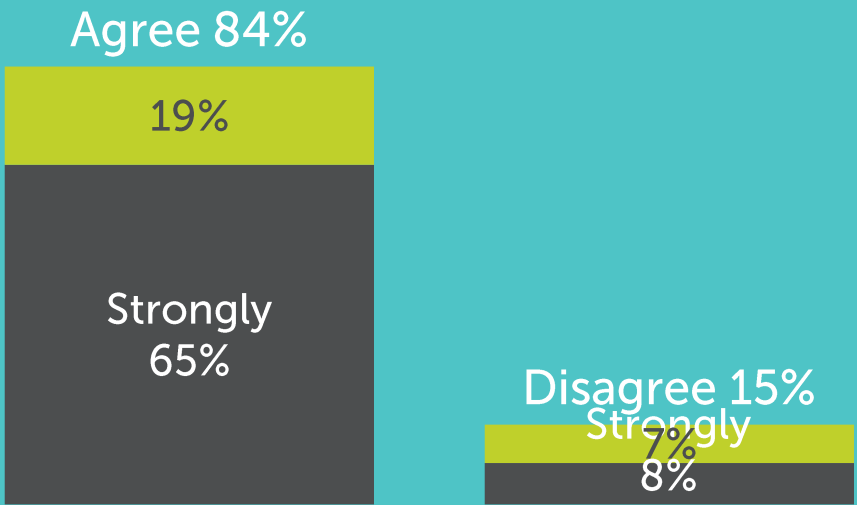
Do you feel that things in the United States are generally going in the right direction or do you feel things have gotten pretty seriously off on the wrong track?



I am worried that national economic policies will lead to a recession



I've become more concerned about my personal financial situation since President Trump took office



Seattle voters are deeply concerned about what is happening at the national level. Only 1-in-10 think the country is headed in the right direction and voters overwhelmingly agree that they are concerned about their personal finances and a potential recession .

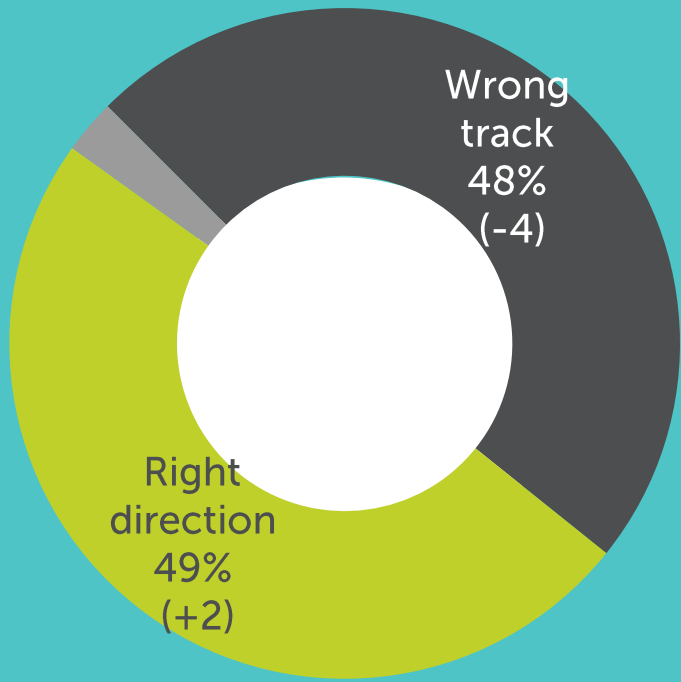
Local Environment



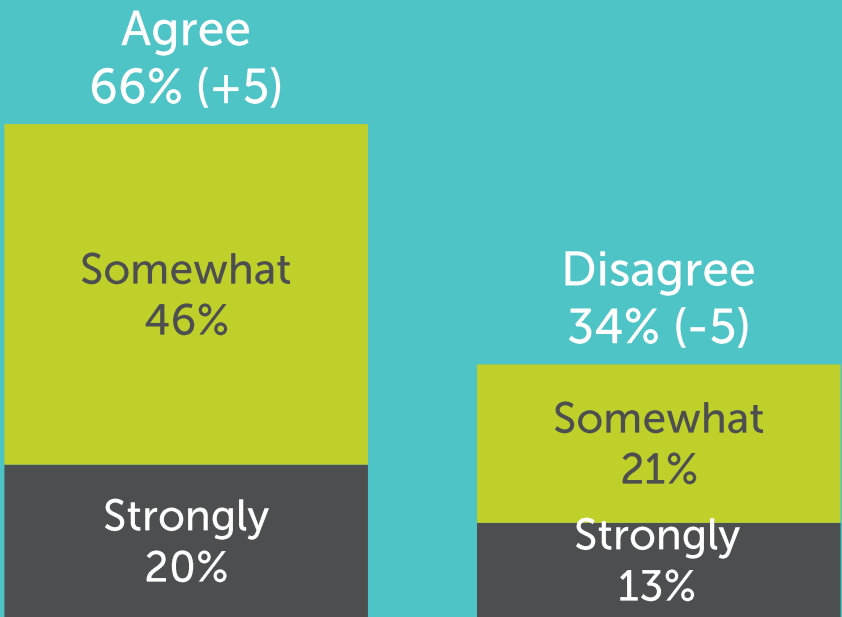


Seattle: Quality of Life & Optimism

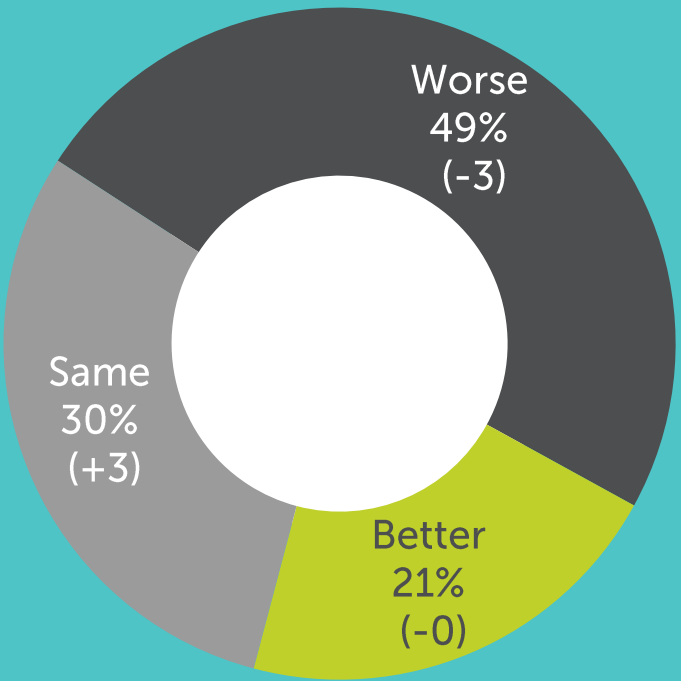
Do you feel that things in the city of Seattle are generally going in the right direction, or do you feel things have gotten pretty seriously off on the wrong track?



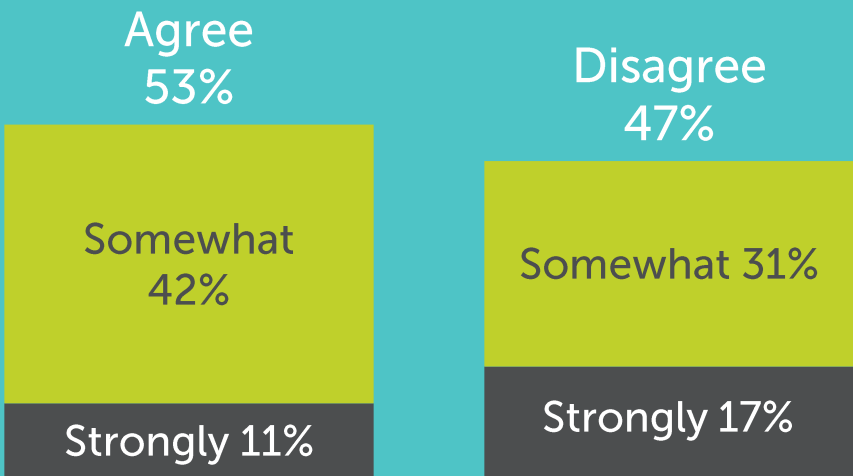
I'm optimistic about the future of this region.



Do you think the overall quality of life in Seattle is getting better, is the same, or is getting worse?



I'm optimistic about the future of downtown Seattle

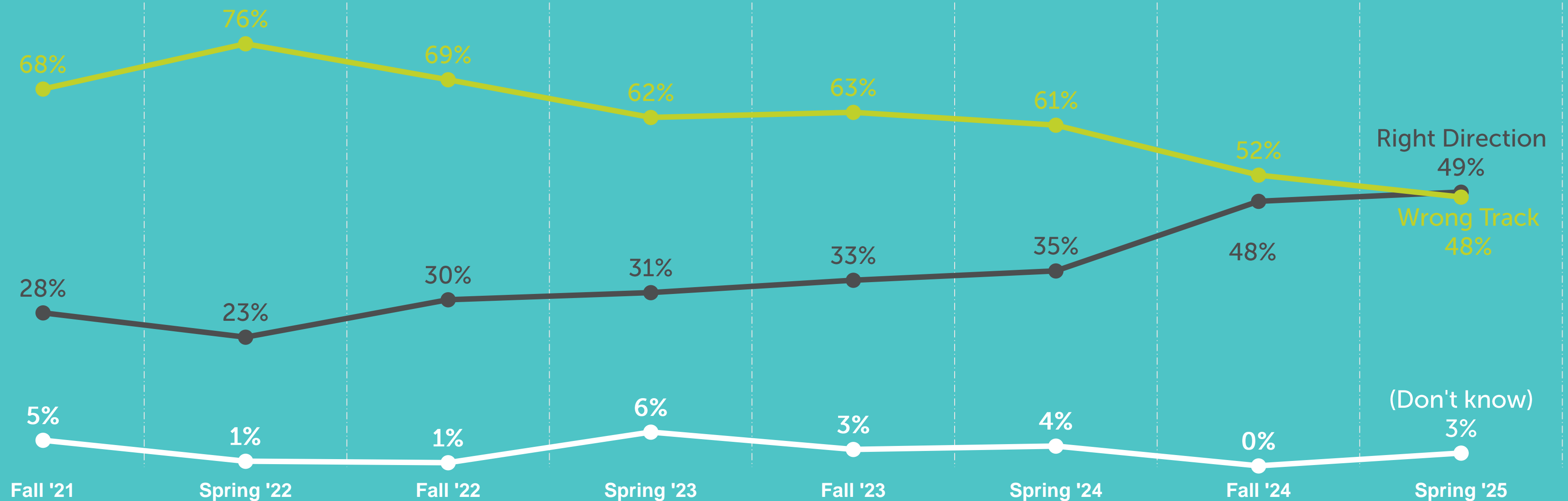


Despite the strong pessimism at the national level, quality of life measures in Seattle have improved. Two-thirds agree that they are optimistic about the future of the region, pessimism is down a few points, and a majority are cautiously optimistic about the future of downtown.



Optimism Trend

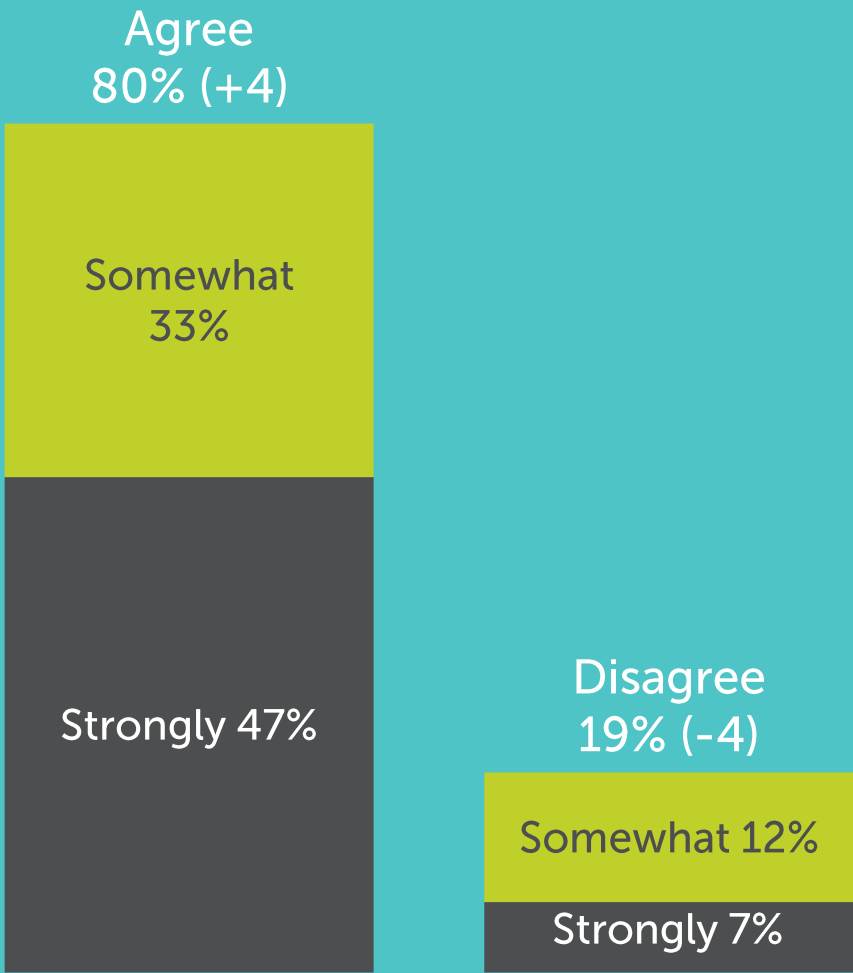
Do you feel that things in the city of Seattle are generally going in the right direction, or do you feel things have gotten pretty seriously off on the wrong track?



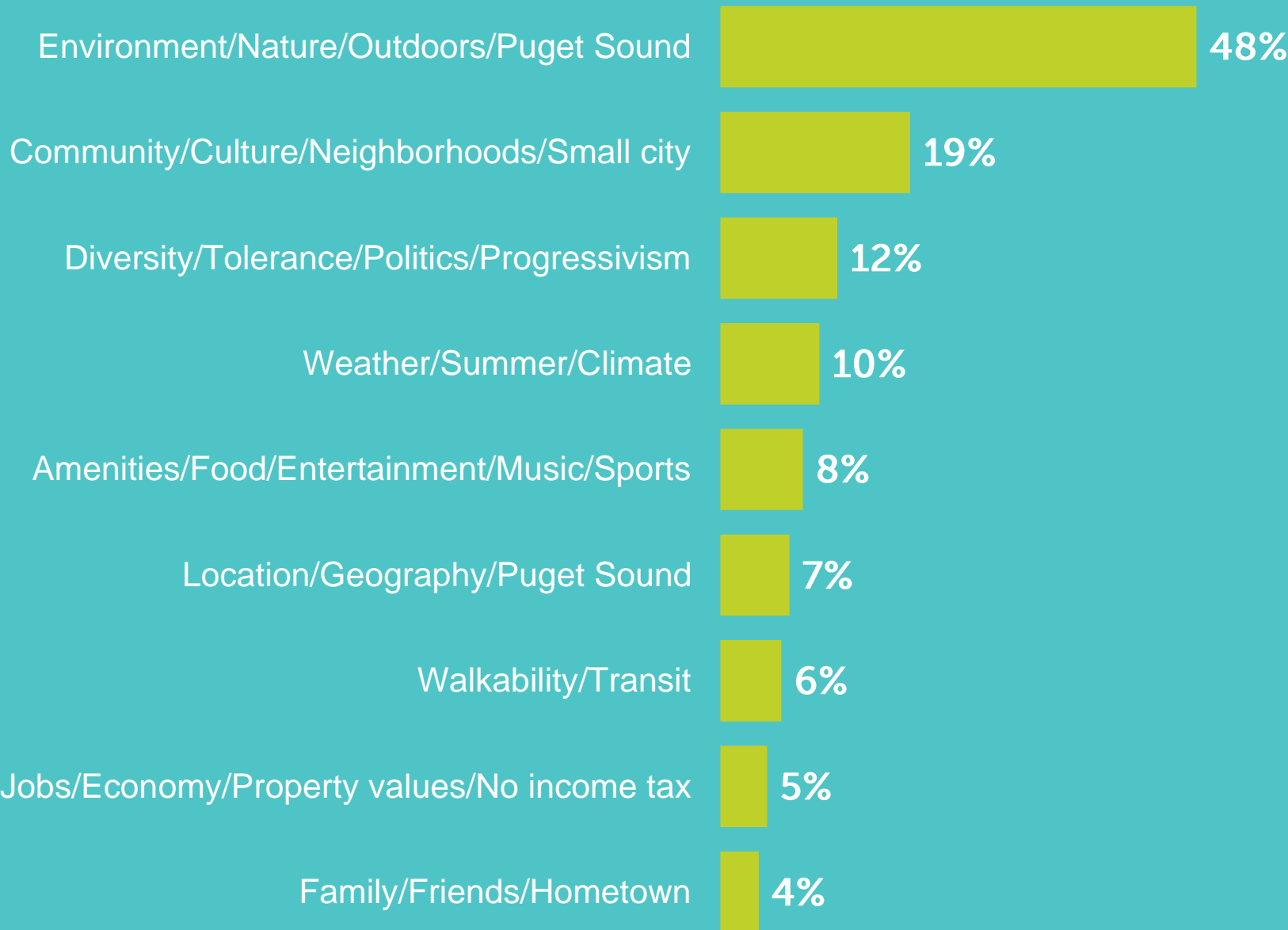
Best Thing About Seattle



I'm proud to call myself a Seattleite.



What is the best thing about living in Seattle?

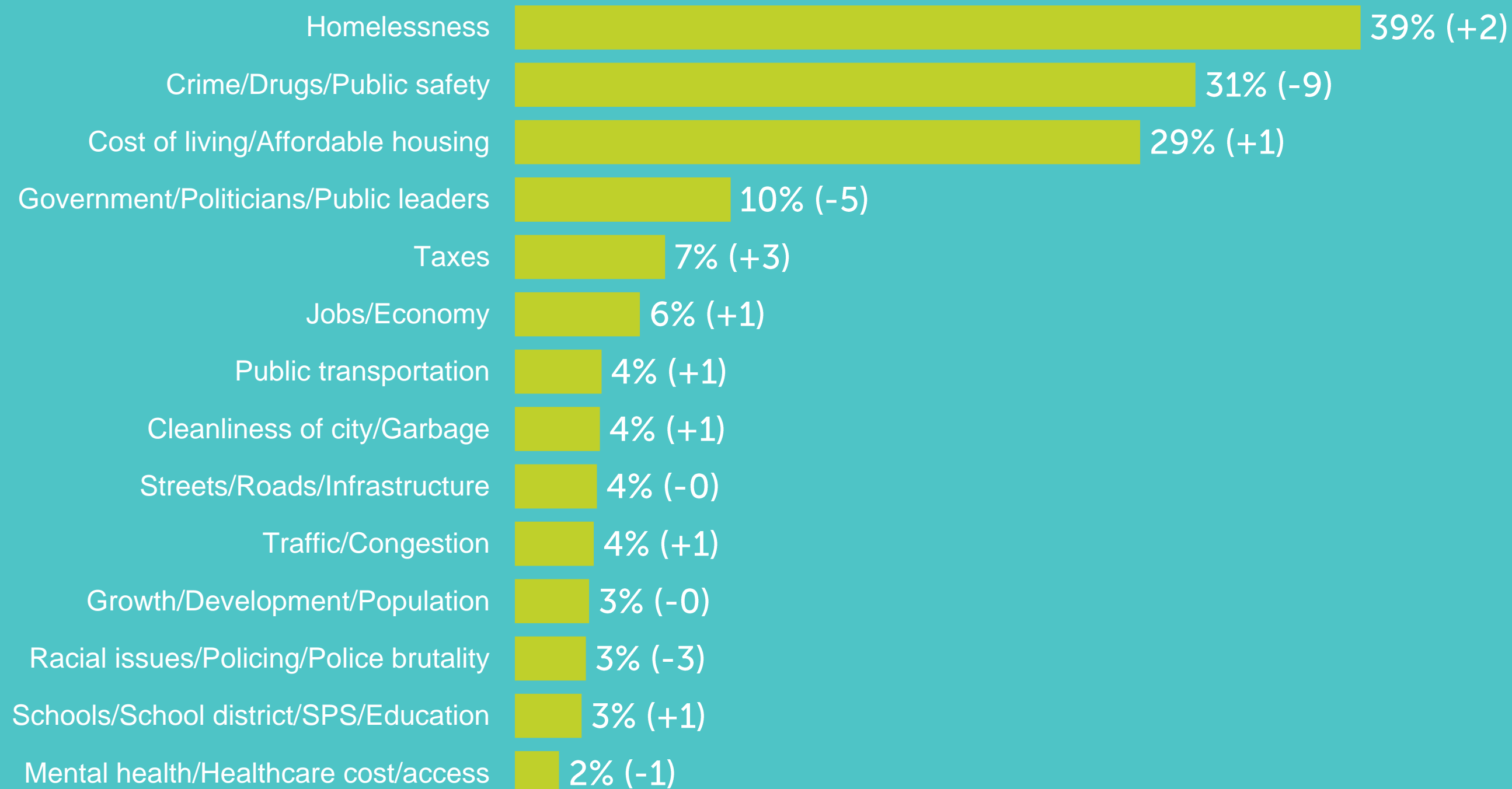


Most voters agree that they are proud to call themselves a Seattleite. Seattle's natural beauty and location continue to be the things people like best about living in Seattle.



Top Concerns about Seattle

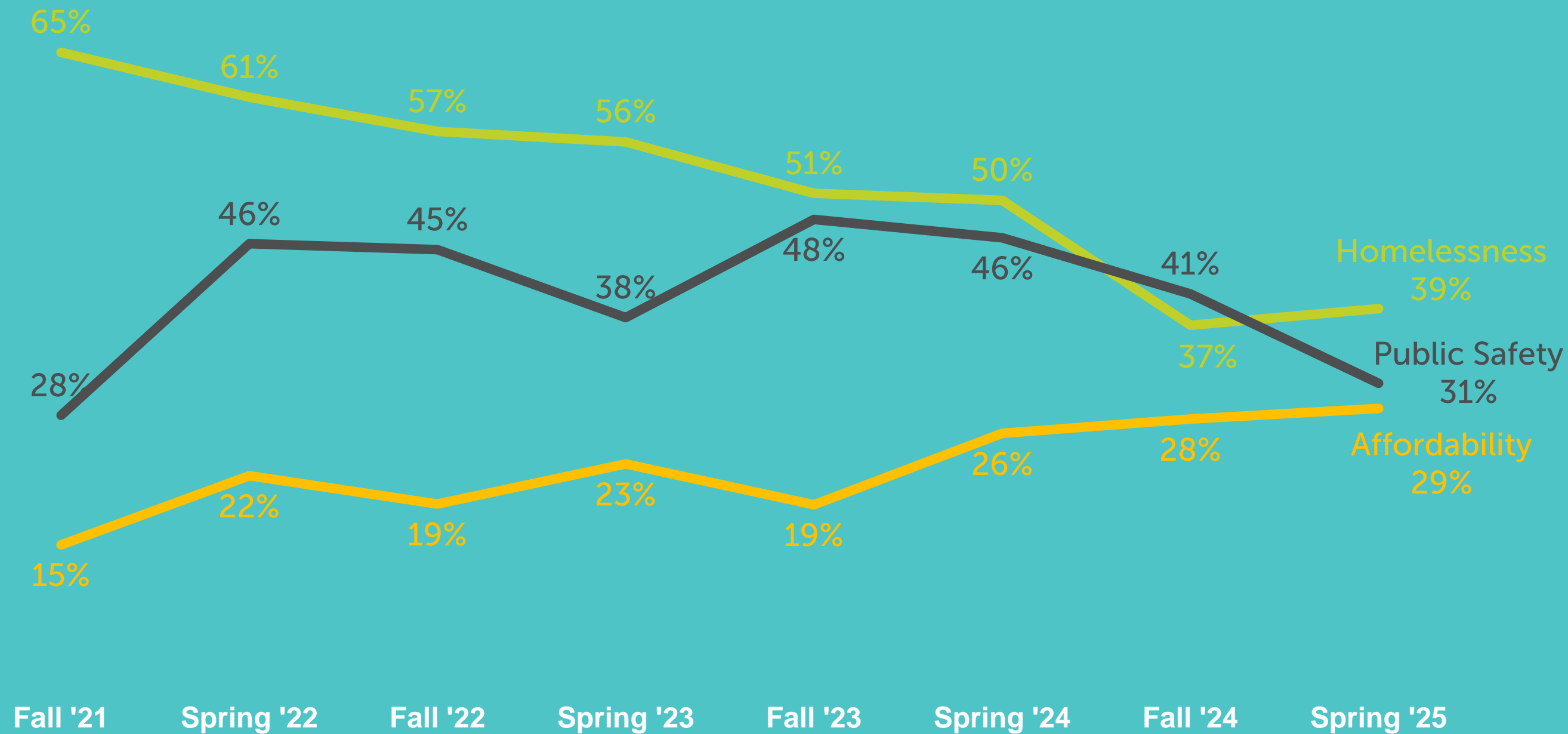
What are the issues facing Seattle that you are most frustrated or concerned about?



Concerns about public safety have dropped significantly since the Fall, while concerns about homelessness and affordability are largely unchanged.



Top Three Concerns - Trend

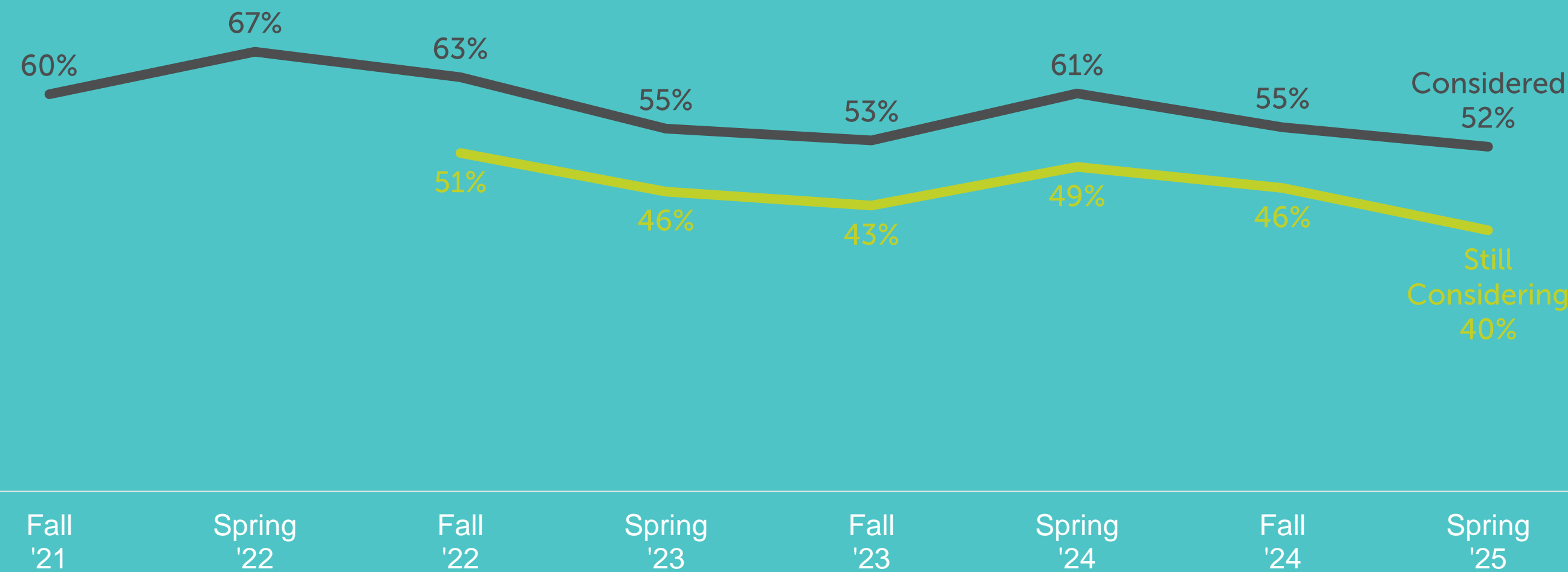


Concerns about public safety have dropped steadily since Fall 2023.

Leaving Seattle



Have you actively considered moving out of Seattle?
(IF YES) And are you still actively considering moving out of Seattle?

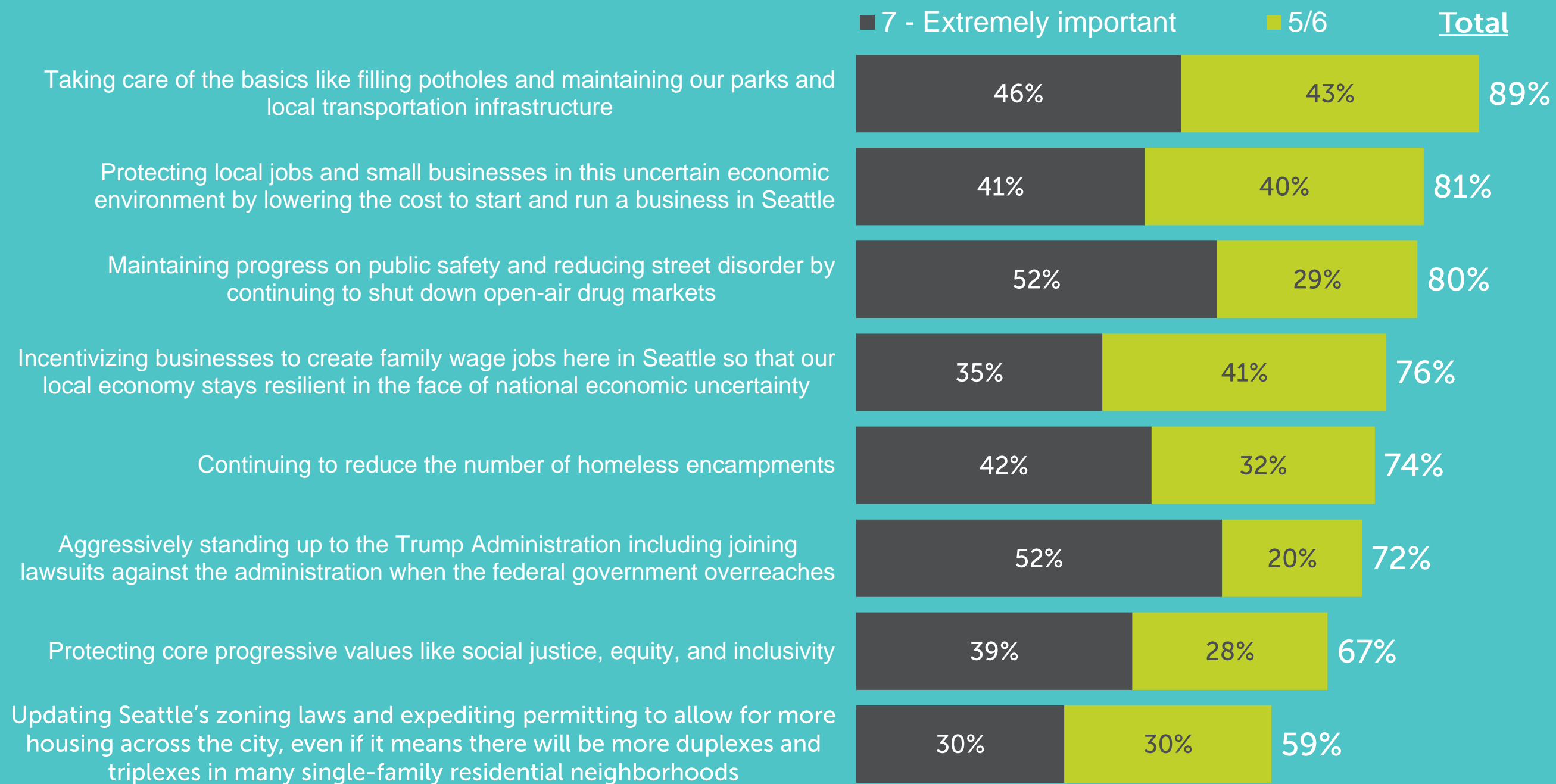


The share of voters who have considered leaving Seattle continues to decline and is now at the lowest levels since the Index started.



Priorities for City Leadership

There are a number of things City leaders can focus on to improve quality of life here in Seattle. For each of the following, please tell me how important it is to you for the City leaders to focus on that issue.



Voters' top priorities for city leaders are:
1) focus on the basics,
2) protect local jobs, and
3) maintain progress on public safety.



Focus for Local Leaders

Now I'd like to read you a set of statements. Please tell me which one is closest to your opinion.

Statement A: Our city and our progressive values are under threat from the Trump Administration. We need to fight back in Seattle by defending our commitments to social justice, equity, and economic fairness. We need to respond by focusing on Seattle's progressive policies even if that means taking our attention away from reducing homeless encampments, shutting down drug markets and addressing public safety.

Statement B: We can't go back. After years of inaction, the city is finally making progress on reducing homeless encampments, shutting down drug markets, and addressing public safety. We absolutely must fight against Trump's policies that impact our city, but we can't let the endless stream of chaos at the national level distract us from building on our hard-won progress which is finally improving our quality of life in Seattle.

Resist Trump/Musk
36%



Focus on Local Issues
59%

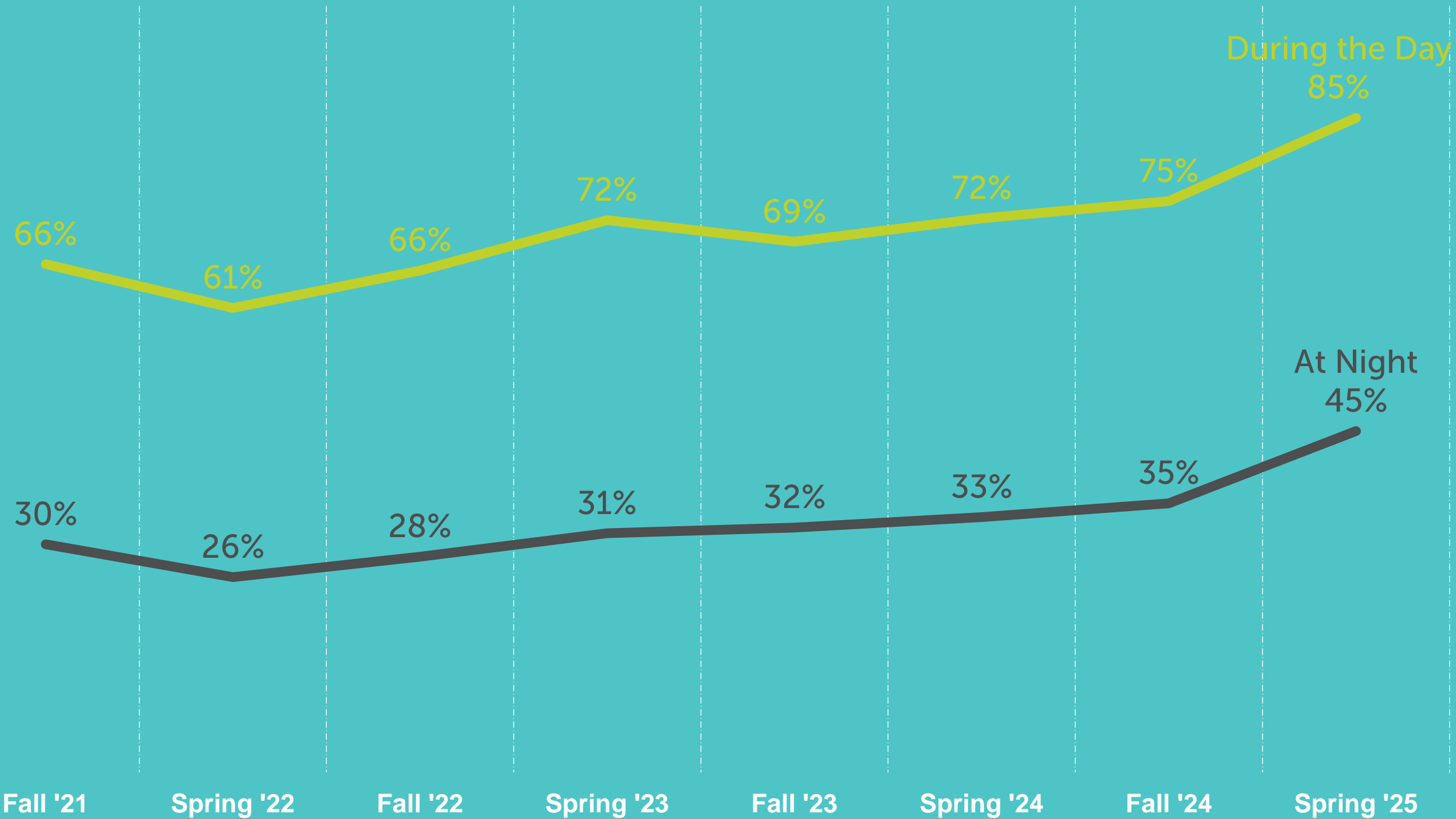


Voters want city leaders to fight Trump policies that impact Seattle, but they do not want the chaos at the national level to distract the city from continuing to build on the progress made on key issues.



Visiting Downtown

I would feel safe visiting downtown Seattle...
[during the day/at night].

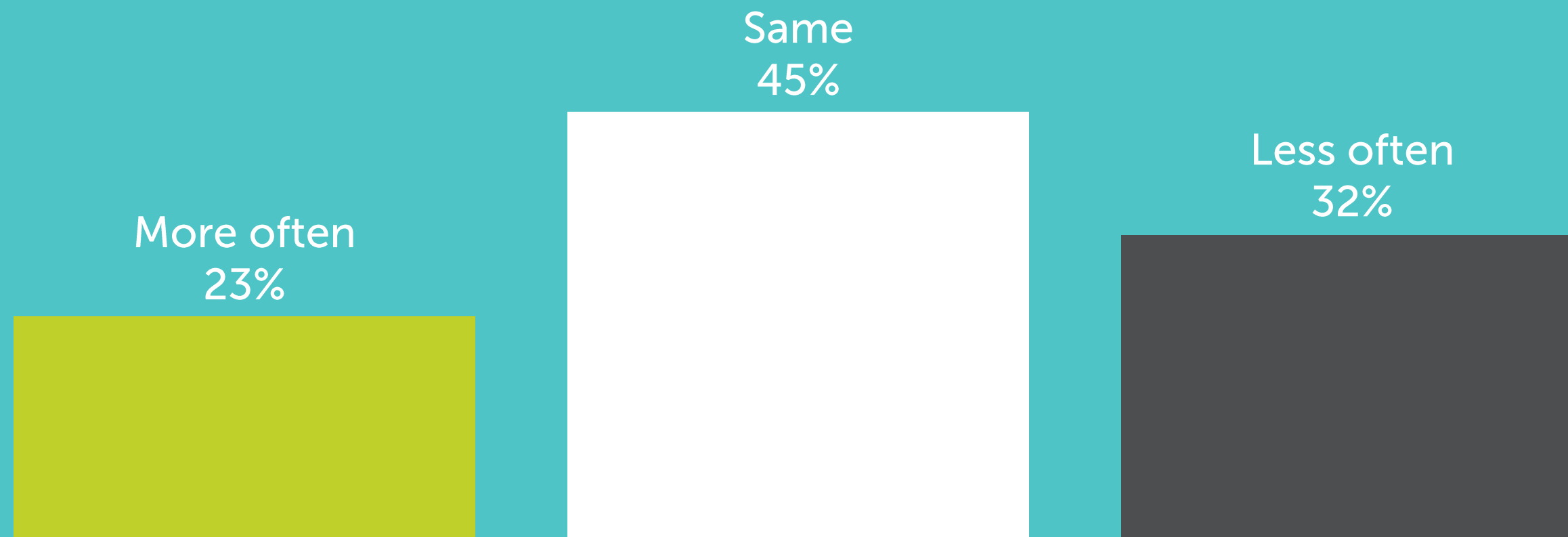


Perceptions about how safe downtown is continue to improve and are at their highest levels since the Index began.



Visiting Downtown

Are you coming downtown more or less often than last year?



Consistent with the improving perceptions of safety downtown, most voters say they are visiting downtown the same or more than last year. One-third are visiting downtown less often.



Progress on Key Issues

"The City has made meaningful progress on public safety"

Agree
48%

Disagree
51%

"The City has made meaningful progress in reducing the number of homeless encampments"

Agree
45%
(+6)

Disagree
53%
(-8)

"Seattle has made meaningful progress on shutting down open air drug markets"

Agree
40%

Disagree
57%

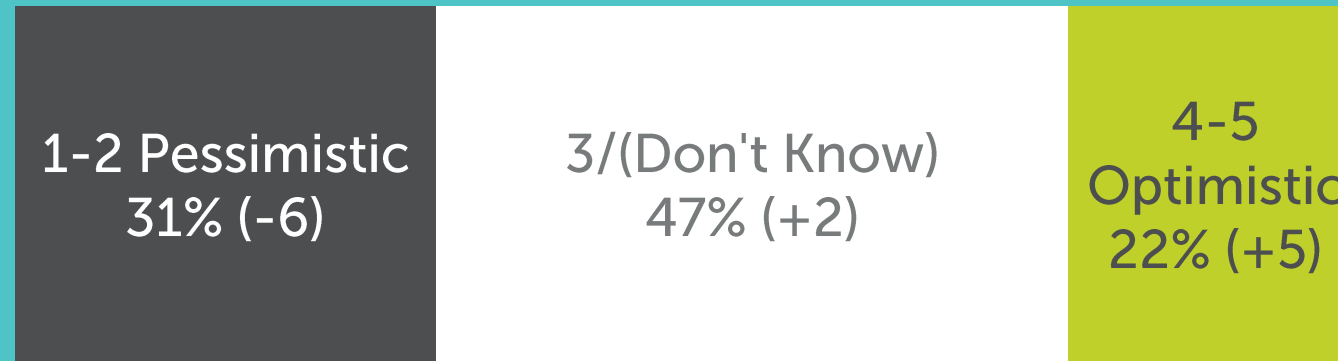


Voters are starting to see the progress the city has made on public safety, encampments, and open-air drug markets, although majorities believe there is still more to do.

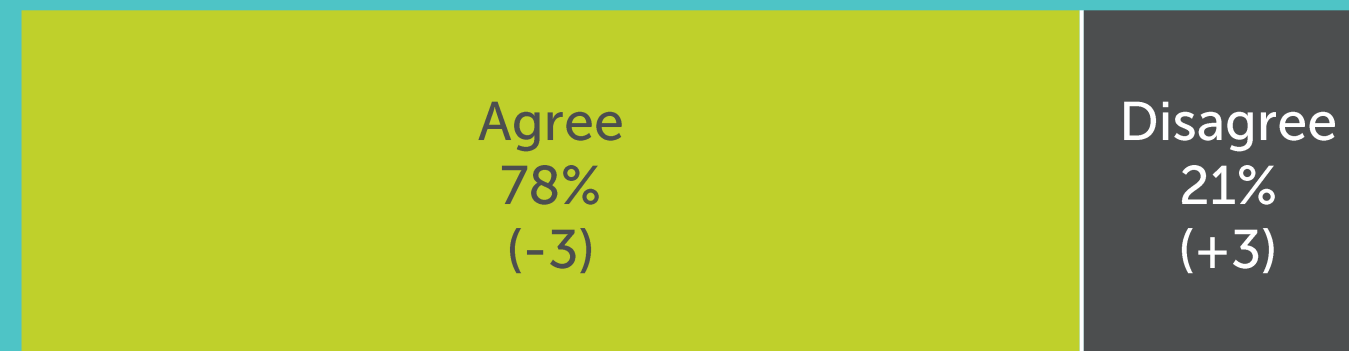


Downtown & Economic Recovery

Using a scale from 1 to 5, with 1 being very pessimistic, and 5 being very optimistic, how do you feel about the progress being made on downtown Seattle's recovery?



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



"Businesses are closing down or leaving Seattle for nearby cities because the cost of doing business has gotten too high here"

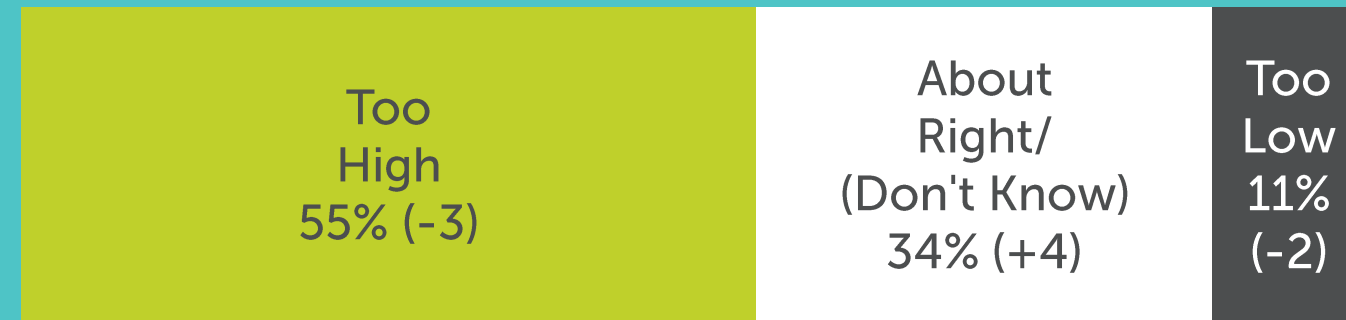


Despite increasing optimism about downtown, voters still have significant concerns, including strong concerns about businesses closing or leaving Seattle altogether.



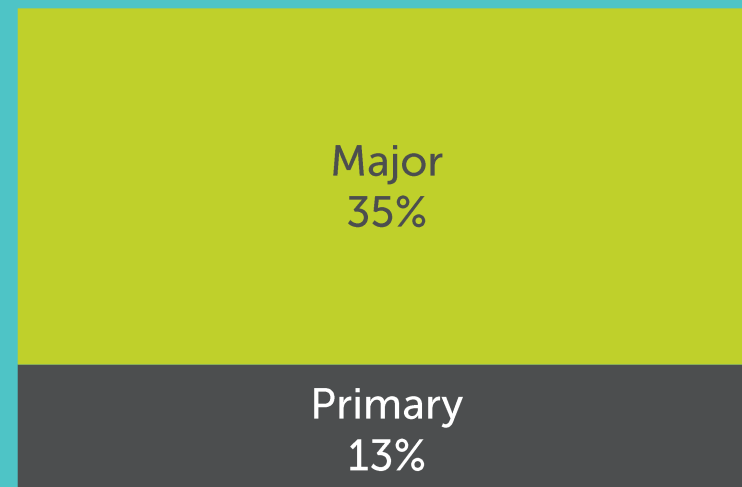
Taxes and City Regulations

"Would you say that taxes in Seattle are too high, too low, or about right for the level of services the city provides"



Many things contribute to cost of living including housing, healthcare, taxes, inflation, and food and energy prices. How much do you think City of Seattle regulations and taxes contribute to our high cost of living. Would you say city regulations and taxes are one of the primary causes of Seattle's high cost of living, they are a major factor, a minor factor, or not really a factor at all?

Primary/Major Factor
48%



Minor/Not Really a Factor
52%

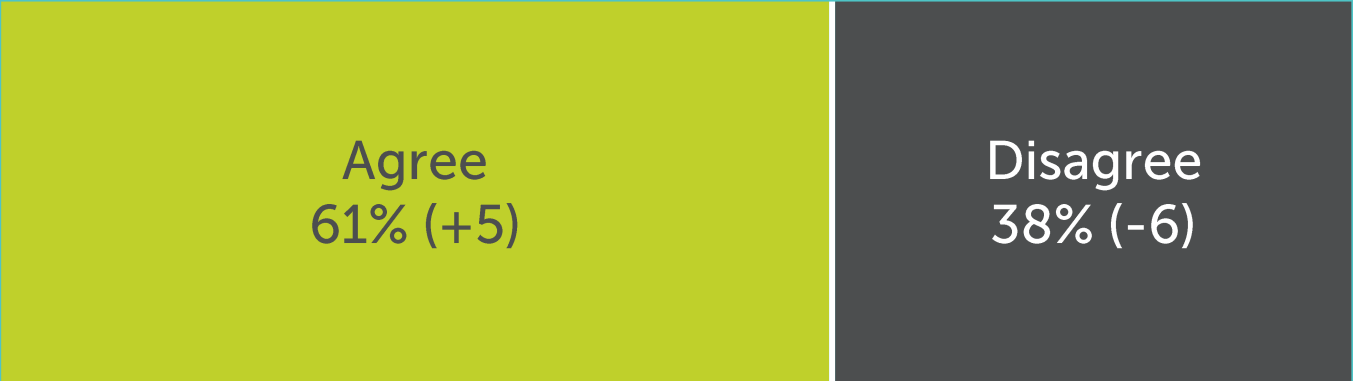


Voters continue to say that taxes in Seattle are too high for the level of services the city provides, and half believe that city taxes and regulations are the primary factor or a major factor in Seattle's high cost of living.



Growth & Housing

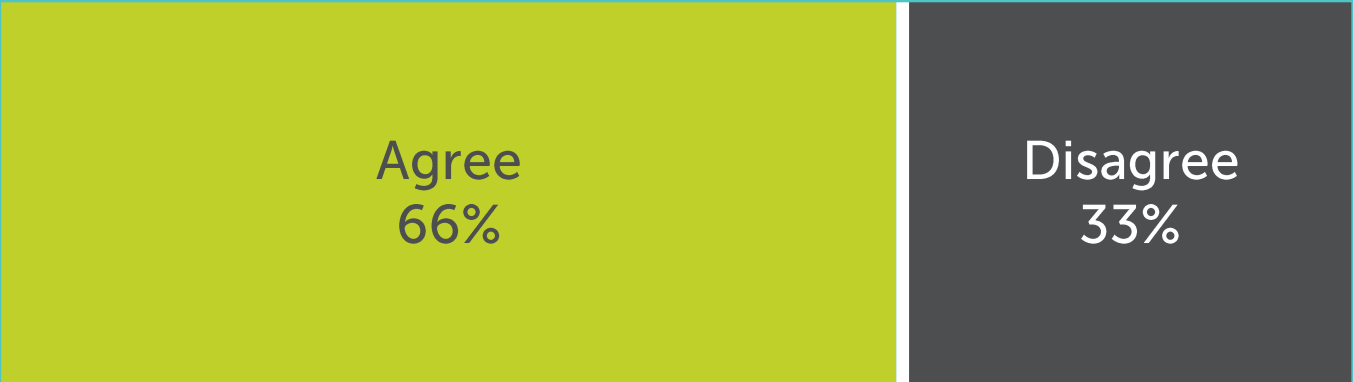
"All things considered, growth and development has been a positive for my area"



"The City needs to streamline permitting to make it easier and faster to build new housing to address Seattle’s housing affordability crisis"



"Building more housing will help slow down Seattle’s increasing housing costs"



A strong majority of voters agree that overall, growth has been a positive for their area, that building more housing will help Seattle’s affordability crisis, and that the city needs to streamline permitting it make it easier and faster to build new housing.

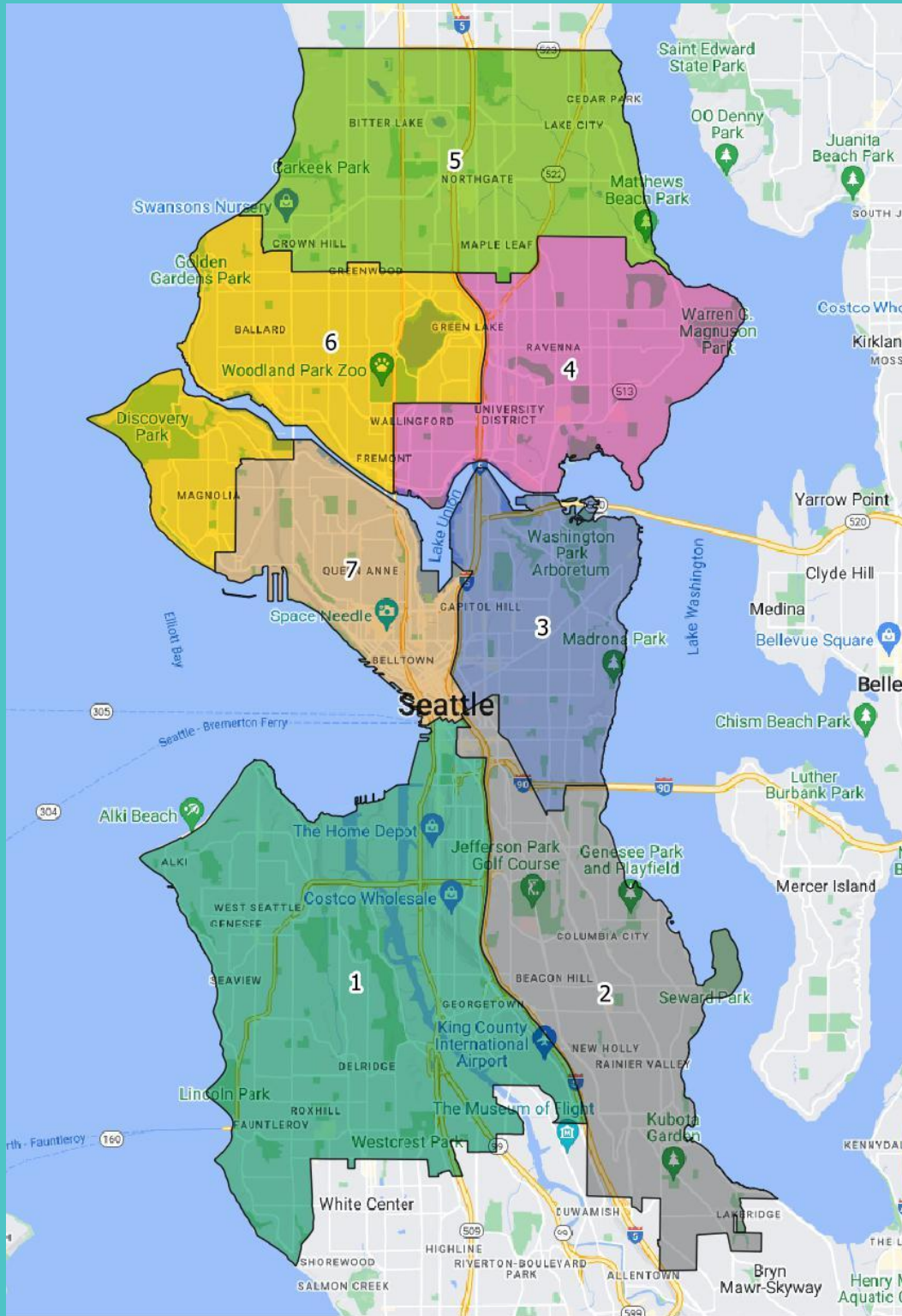
Appendix



Seattle Regions

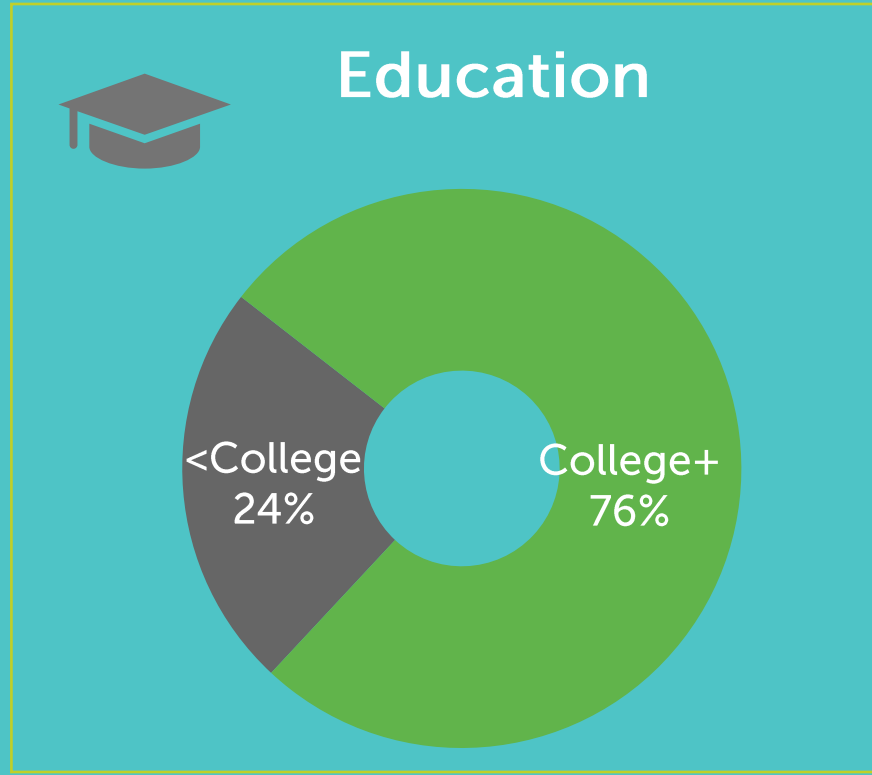
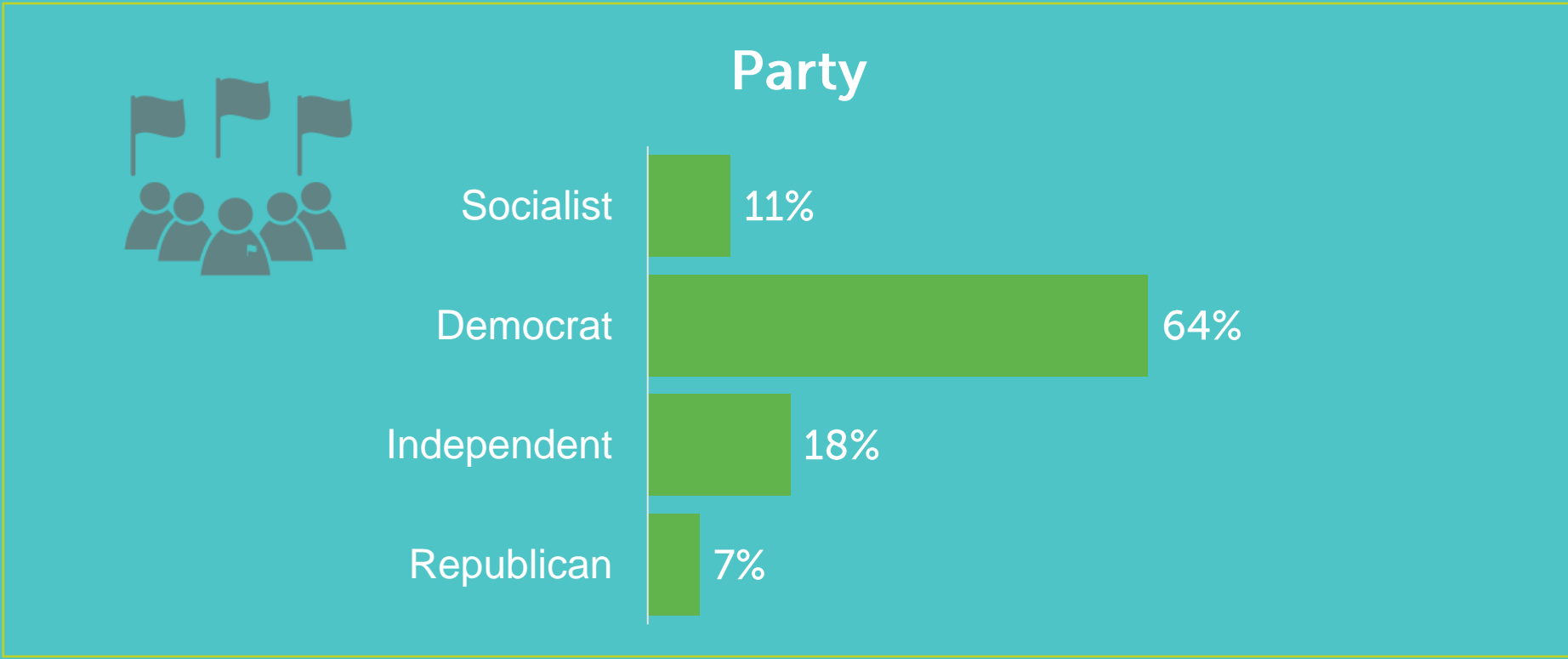
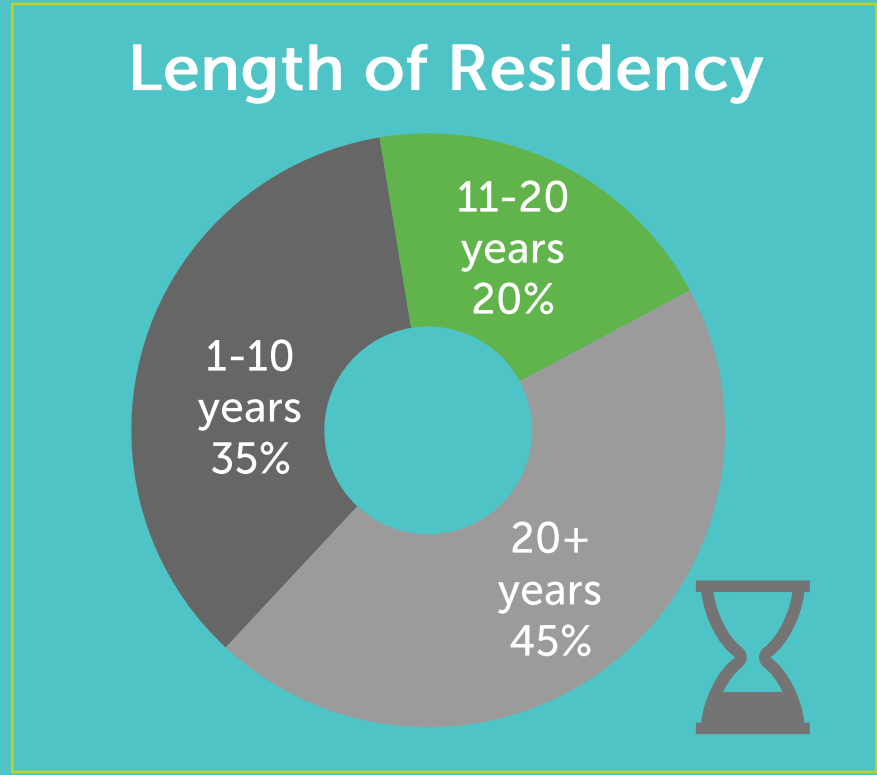
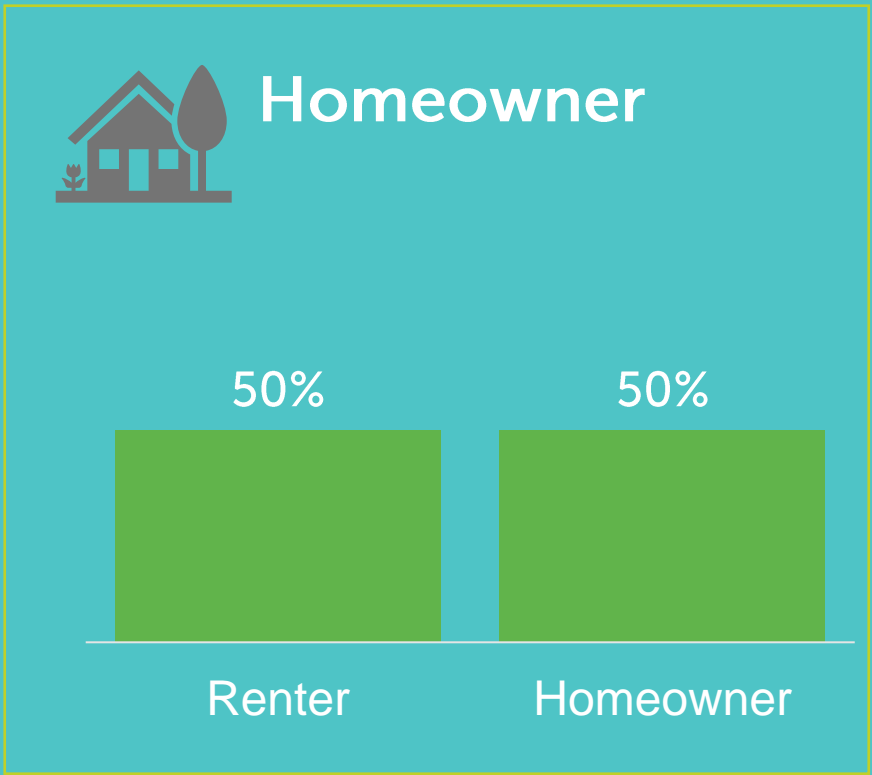
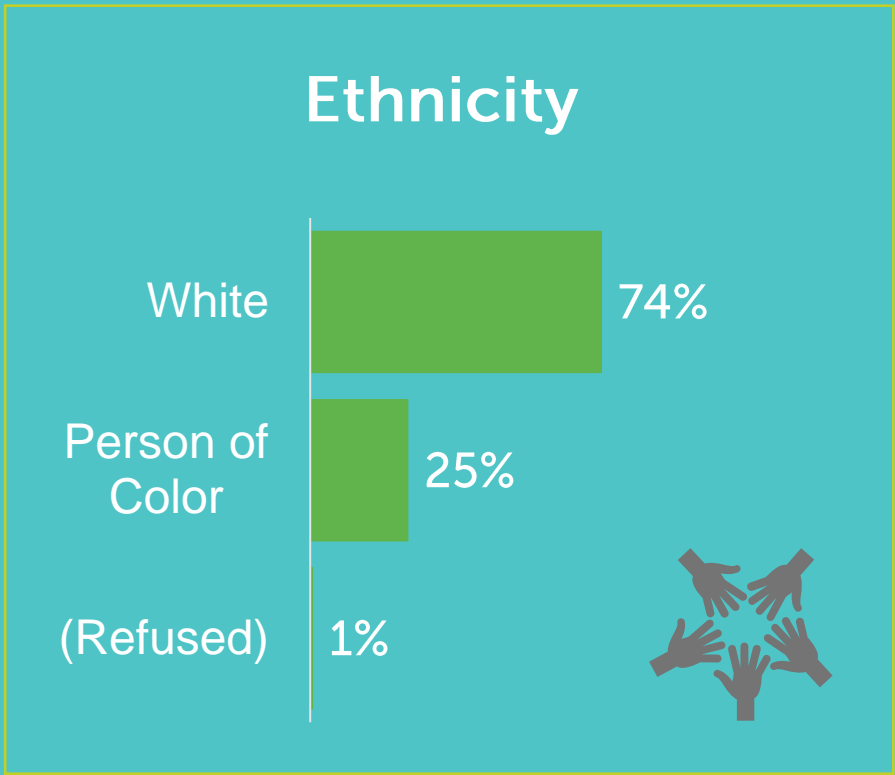
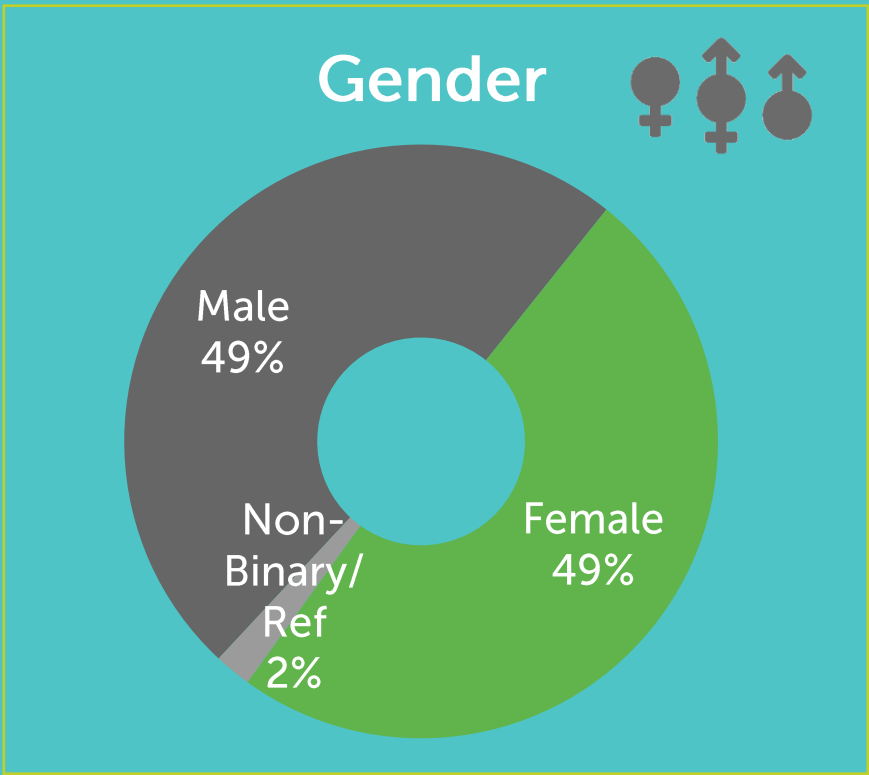
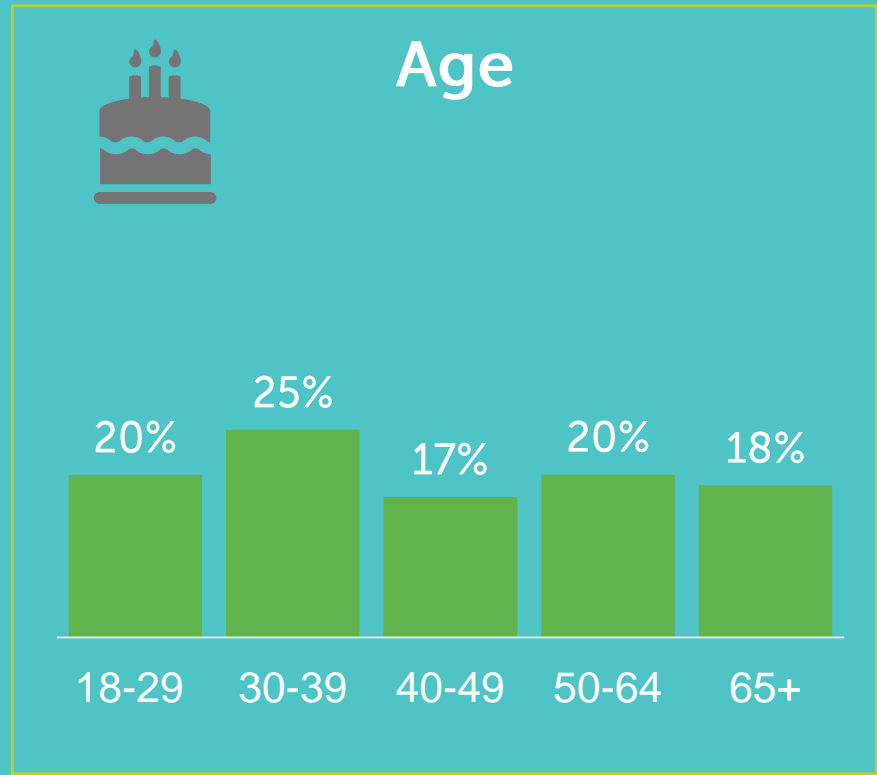


- Results weighted to the proportional share of voters in each District



Region	Districts	Weighted %
North Seattle	4, 5 and 6	43%
Central Seattle	3 and 7	29%
South Seattle	1 and 2	29%

Respondent Profile



Subgroup Data

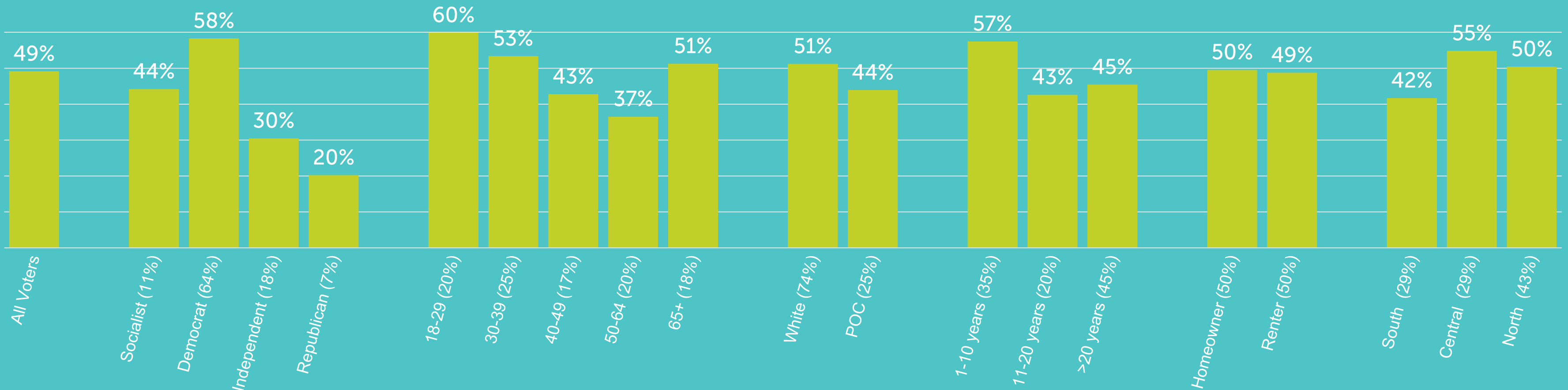




Seattle Right Direction / Wrong Track

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?

■ Right Direction

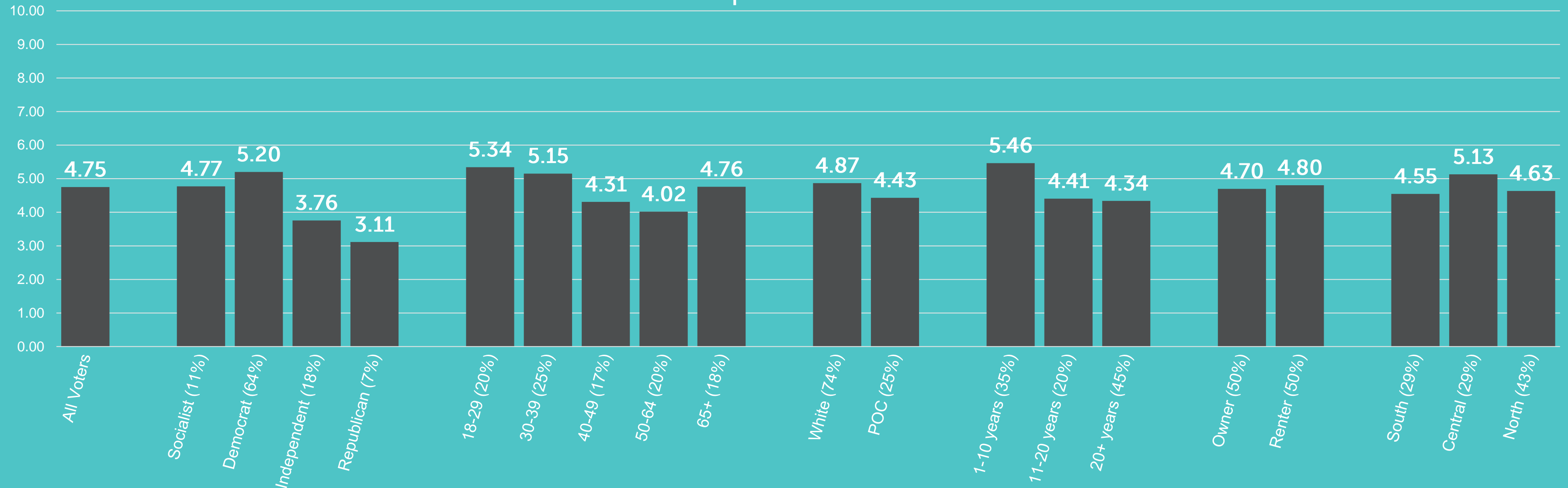


Younger and more liberal voters are more likely to be optimistic about the direction of Seattle.



Quality of Life - The Index

Quality of Life Index April 2025



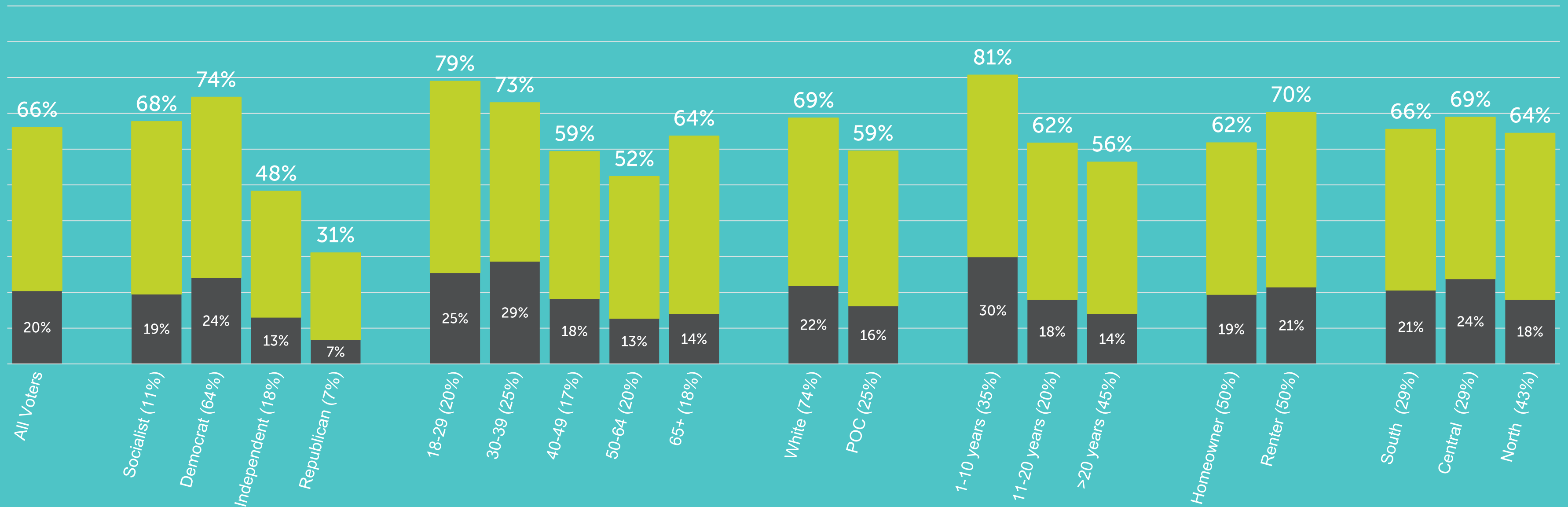
Partisan identification is the strongest driver of quality of life attitudes with less liberal voters being more negative on quality of life.

Optimism



Optimistic About Future of The Region

■ Strongly Agree ■ Somewhat Agree



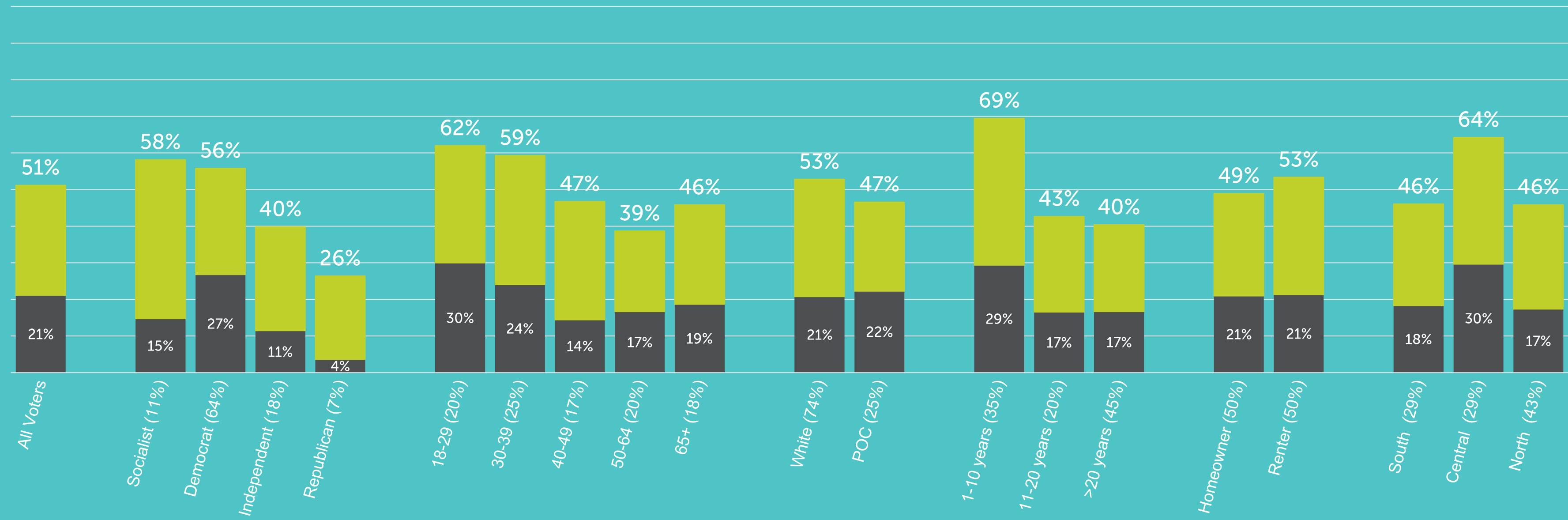
Optimism is highest among younger voters and those who are newer to Seattle.



Quality of Life

Quality of Life Trend

■ Better ■ Same



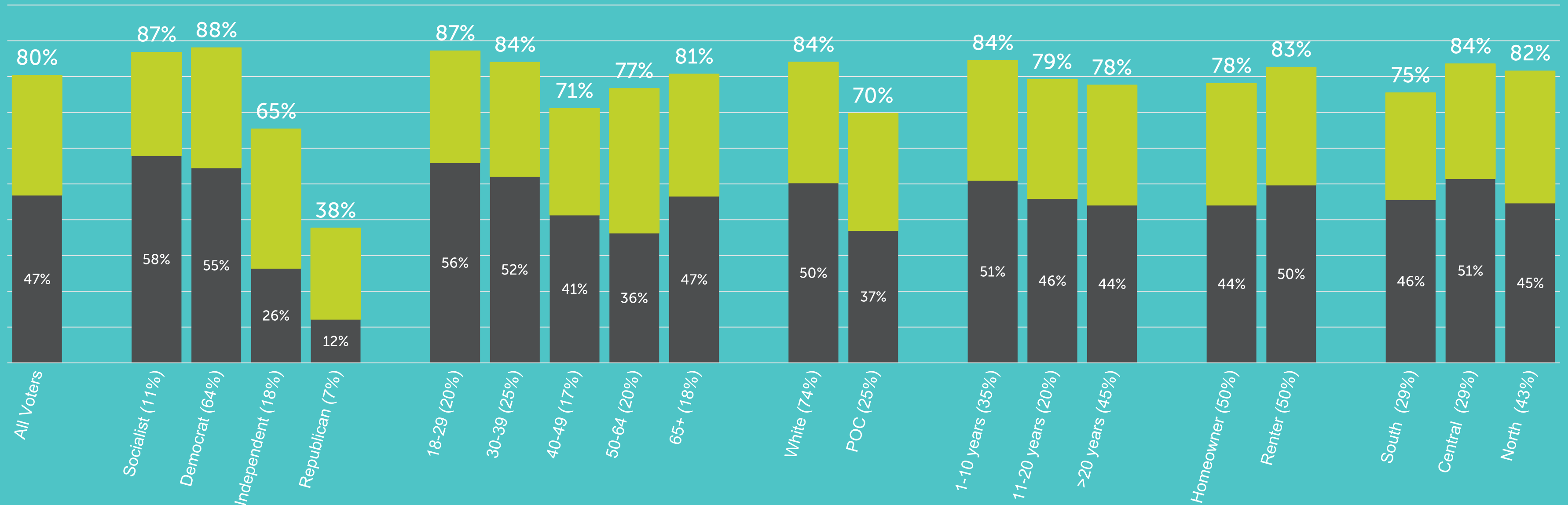
Voters under the age of 30, and those in Central Seattle, are most likely to say quality of life has gotten better.



Proud to Call Myself a Seattleite

Proud to Call Myself a Seattleite

■ Strongly Agree ■ Somewhat Agree

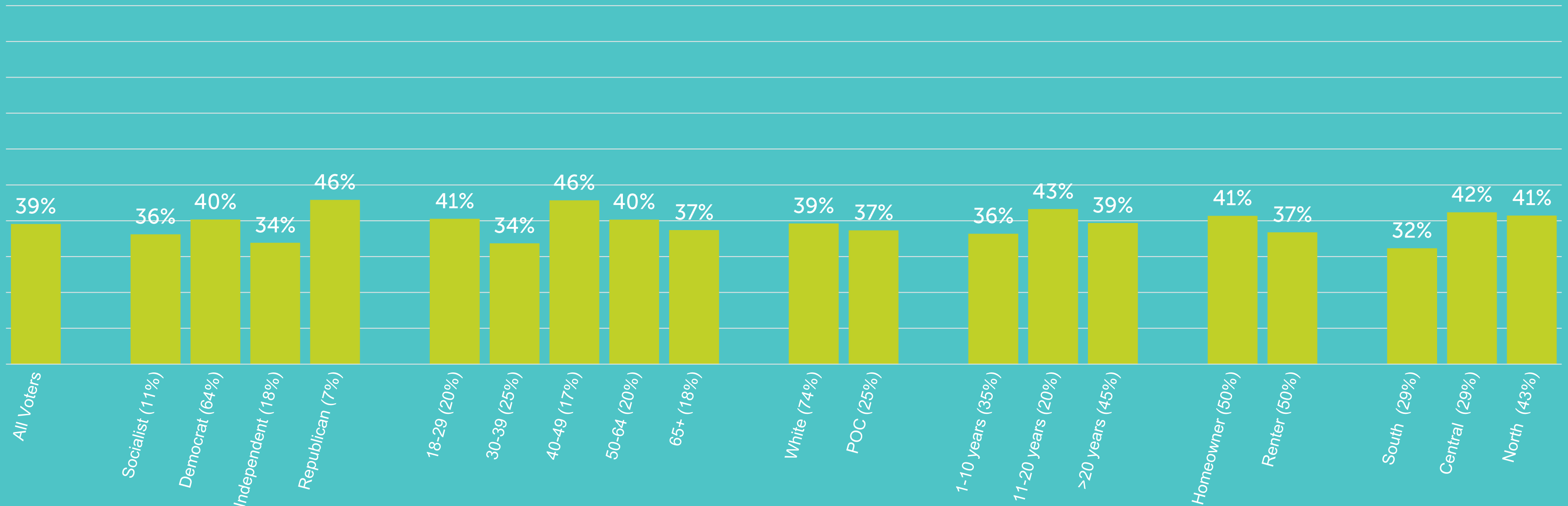


Self-identified Republicans are the only key subgroup where a majority does not say they are proud to call themselves a Seattleite.



Top Concerns - Homelessness

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



Concern about homelessness is fairly consistent across ideological, demographic, and geographic lines.



Top Concerns - Public Safety

What are the issues facing Seattle that you are most frustrated or concerned about?
(% Mentioning Crime, Drugs, or Public Safety)



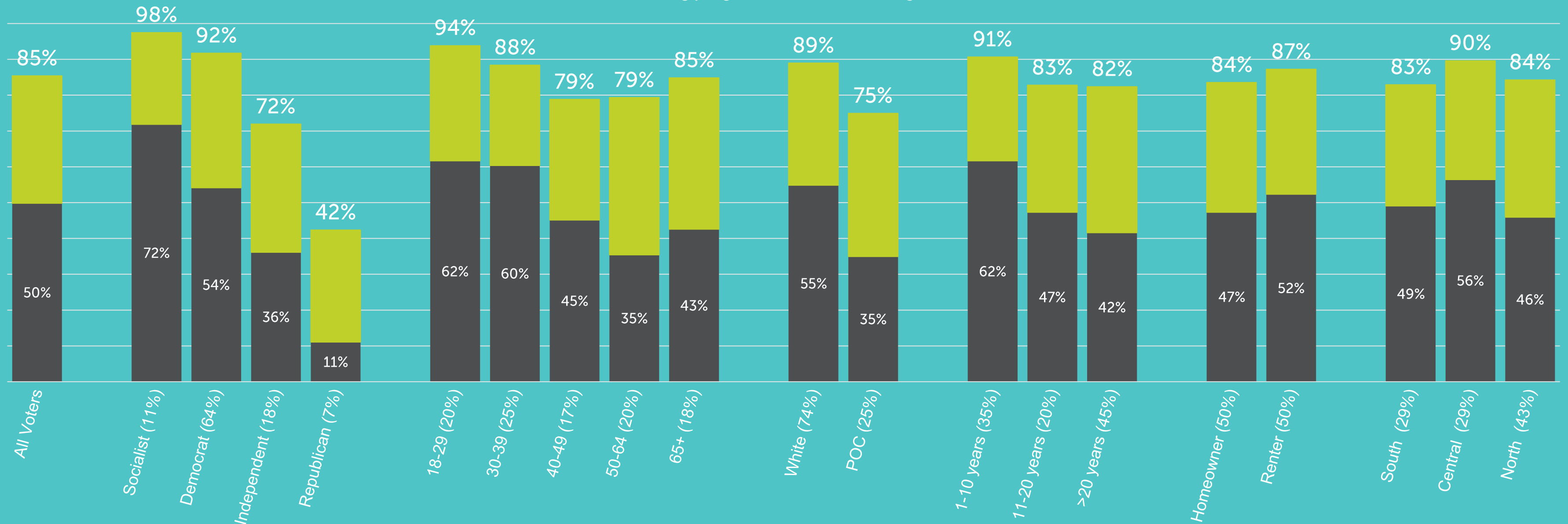
Less liberal voters mention crime/public safety as their top concern at a higher rate.



Safety Downtown: Daytime

Would Feel Safe Visiting Downtown During the Day

■ Strongly Agree ■ Somewhat Agree



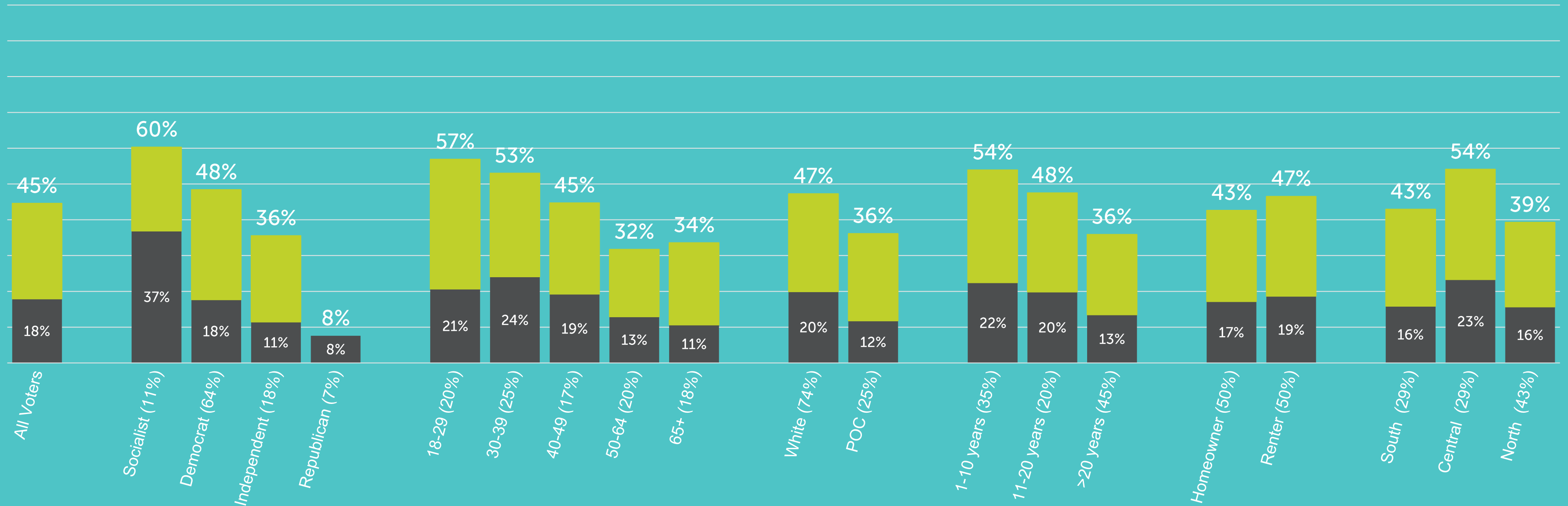
Republicans are the only key subgroup that reports not feeling safe downtown during the day.



Safety Downtown: Nighttime

Would Feel Safe Visiting Downtown at Night

■ Strongly Agree ■ Somewhat Agree

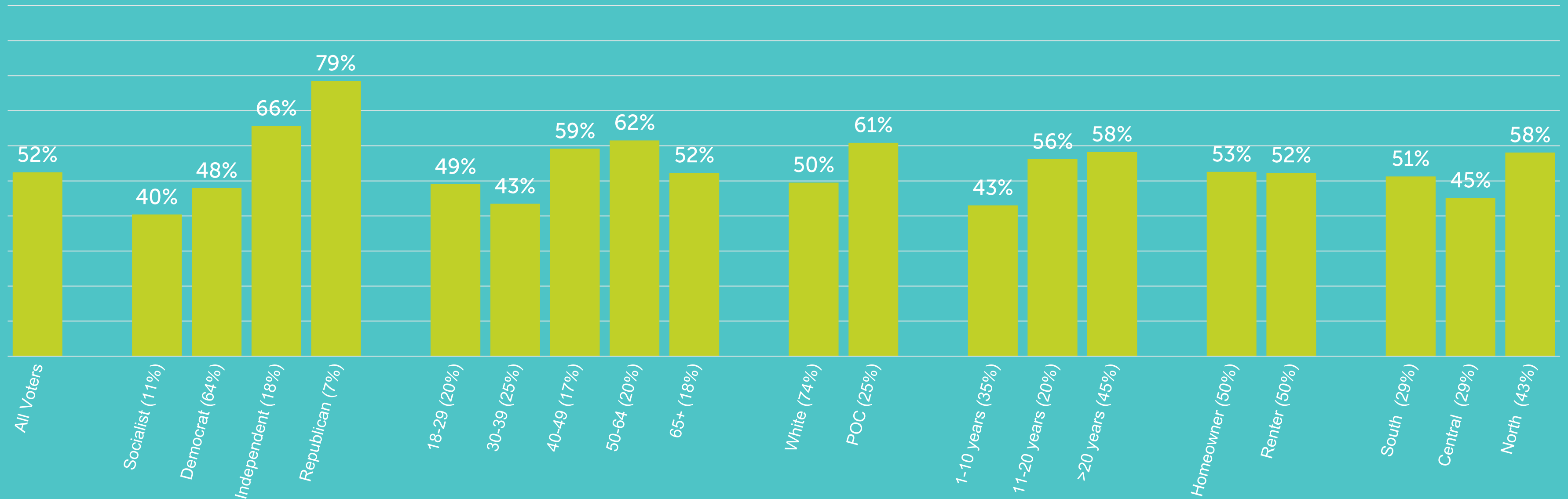


Younger voters and newer residents are more likely to feel safe downtown at night.



Considered Moving

Considered Moving



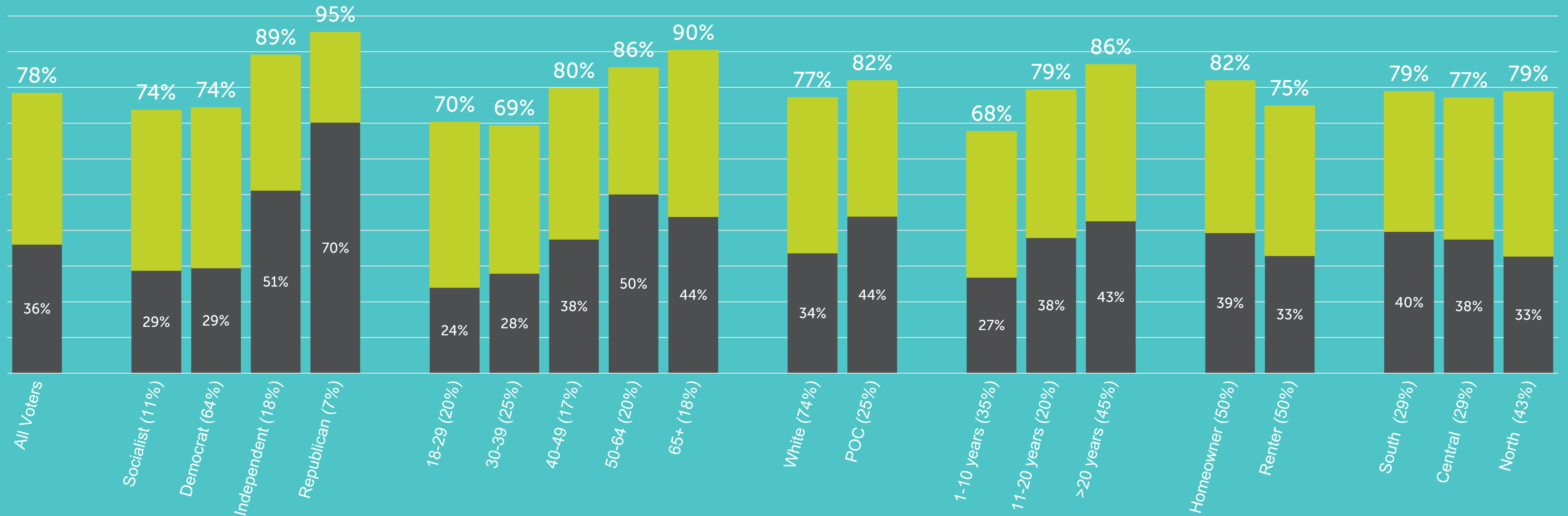
Voters of all kinds report having considered leaving Seattle.



Worried About Downtown

Worried About Downtown's Future

■ Strongly Agree ■ Somewhat Agree



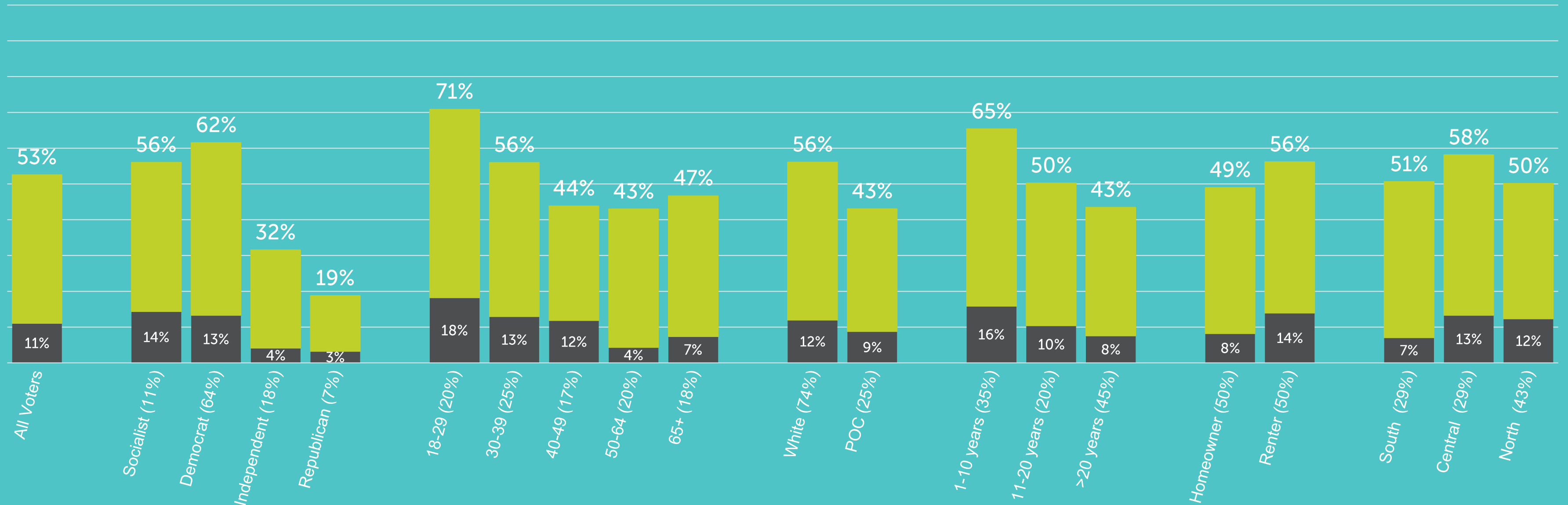
Voters across ideological and demographic groups express worry about the future of downtown.



Optimistic About Downtown

Optimistic About Downtown's Future

■ Strongly Agree ■ Somewhat Agree



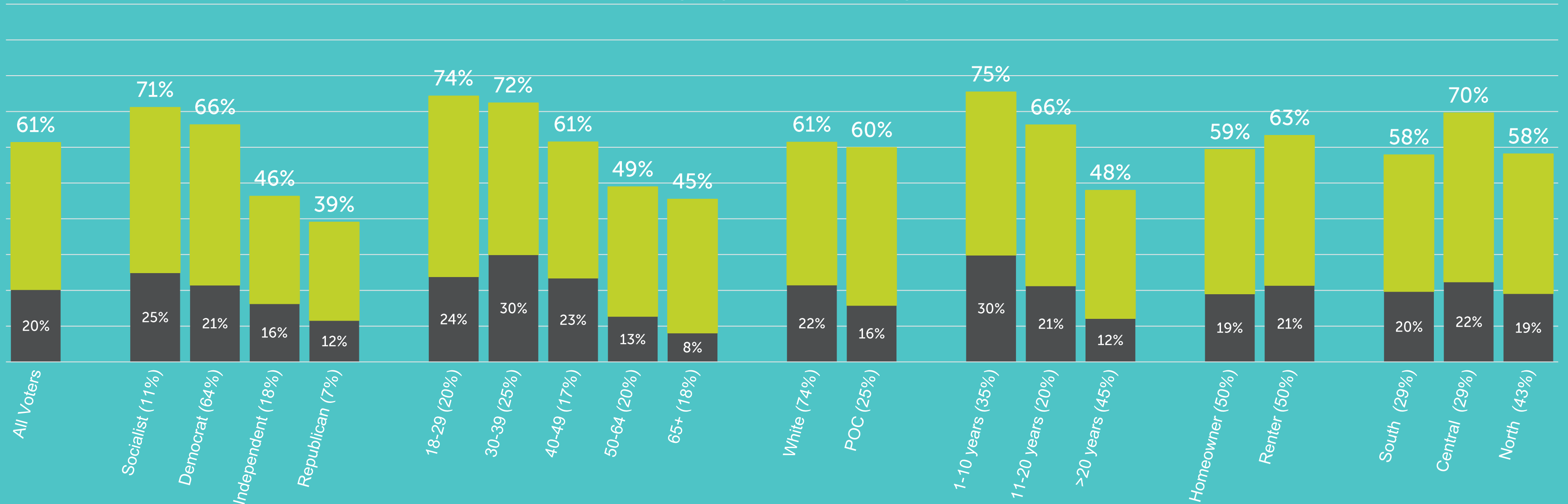
Partisan identification is the strongest driver of quality of life attitudes with less liberal voters being more negative on quality of life.



Growth and Development Positivity

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

■ Strongly Agree ■ Somewhat Agree



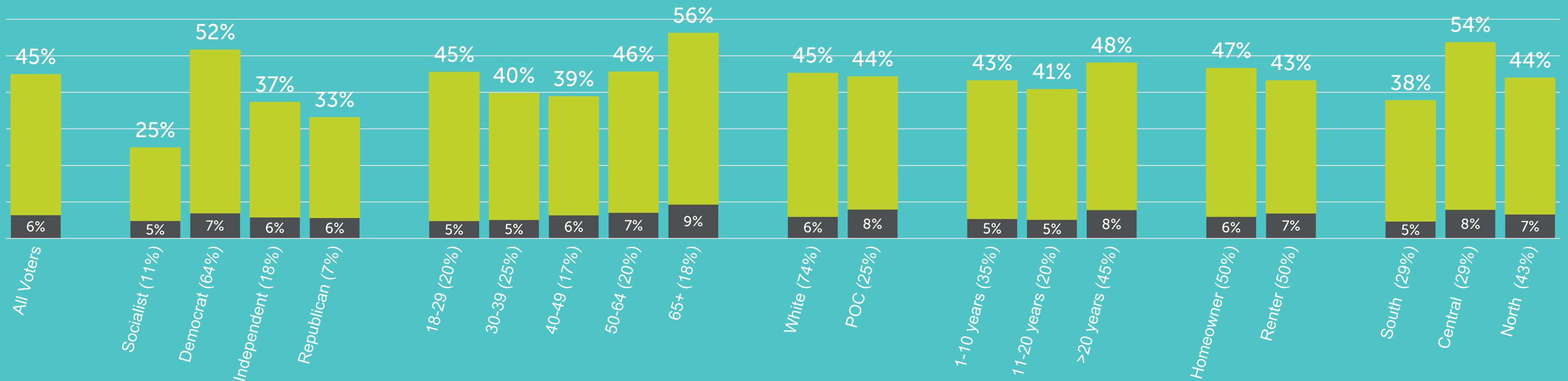
Partisan identification is the strongest driver of quality of life attitudes with less liberal voters being more negative on quality of life.



Encampment Reduction Progress

"The City has made meaningful progress in reducing the number of homeless encampments"

■ Strongly Agree ■ Somewhat Agree



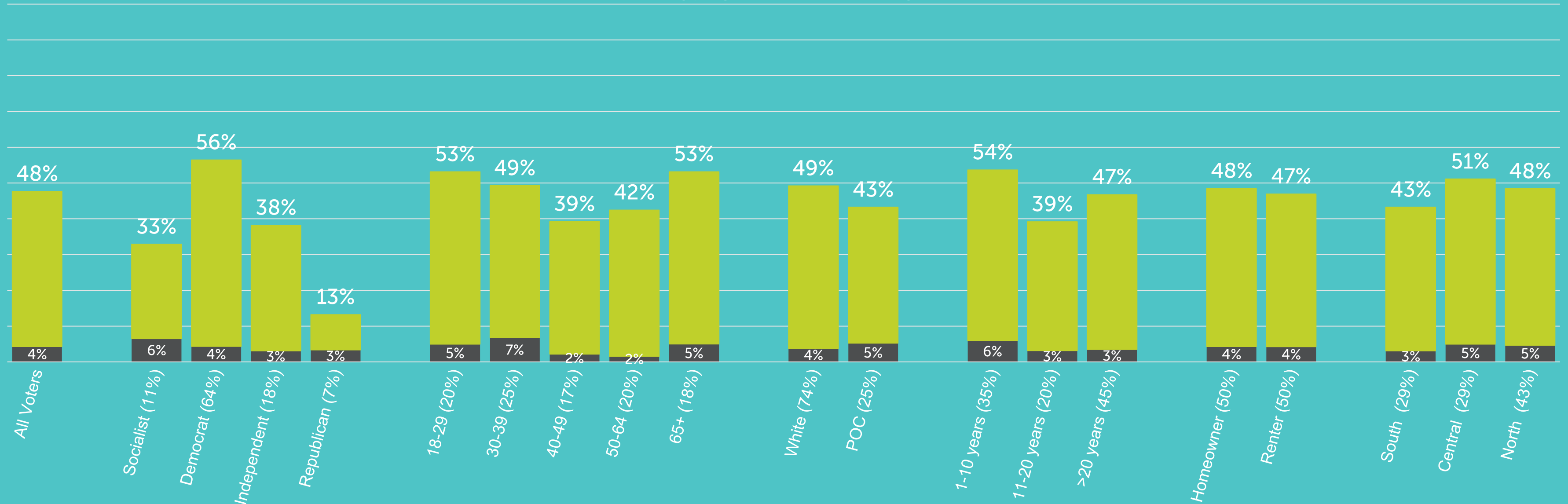
Democrats, voters over the age of 65, and those in Central Seattle are most likely to agree the City has made progress in reducing homeless encampments.



Public Safety Progress

"The City has made meaningful progress on public safety"

■ Strongly Agree ■ Somewhat Agree



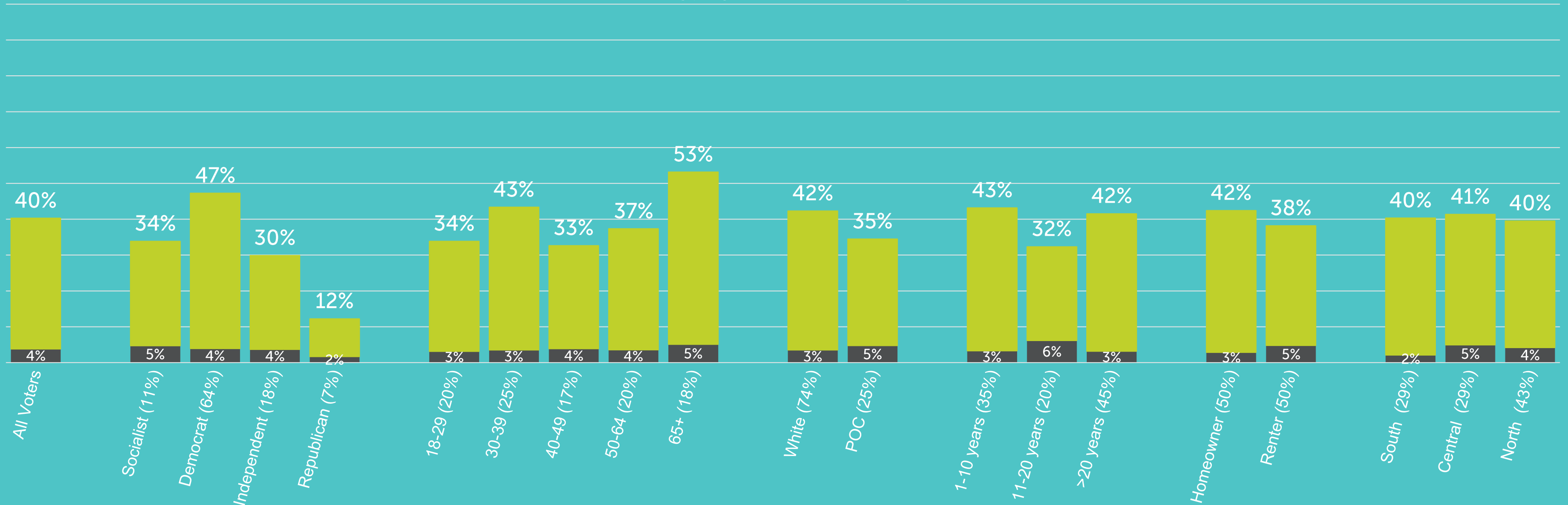
Voters across the board are split on whether the City has made progress on public safety.



Drug Market Shut Down Progress

"Seattle has made meaningful progress on shutting down open air drug markets"

■ Strongly Agree ■ Somewhat Agree



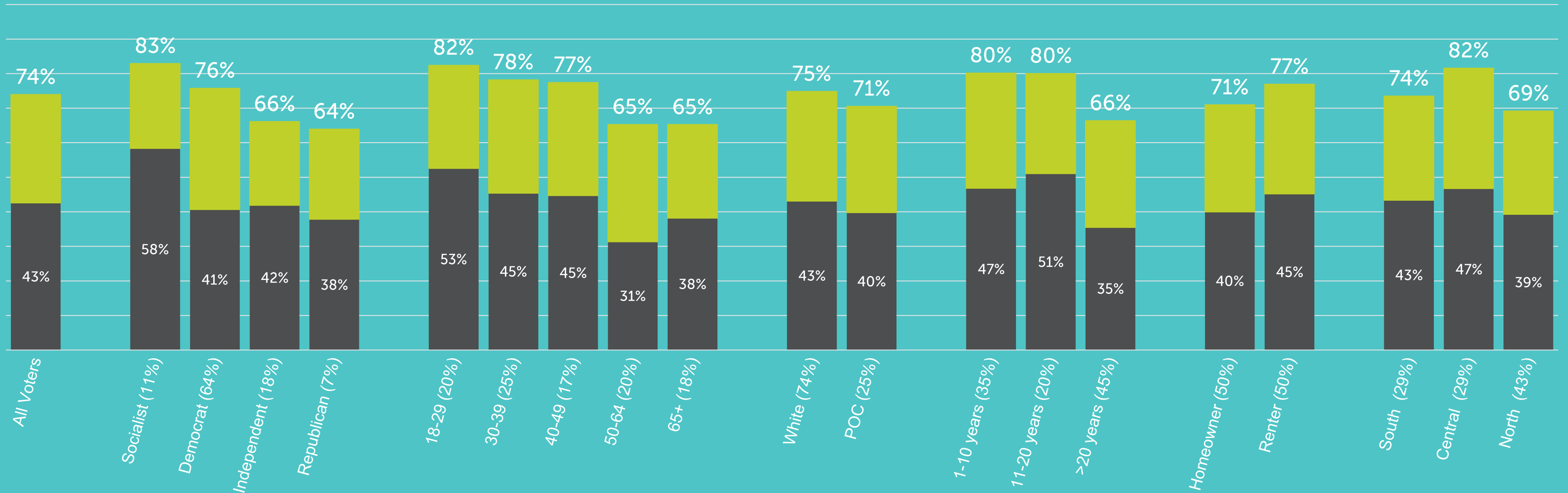
Voters are divided on whether the city has made progress on shutting down open-air drug markets.



Permitting Process

"The City needs to streamline permitting to make it easier and faster to build new housing to address Seattle's housing affordability crisis"

■ Strongly Agree ■ Somewhat Agree

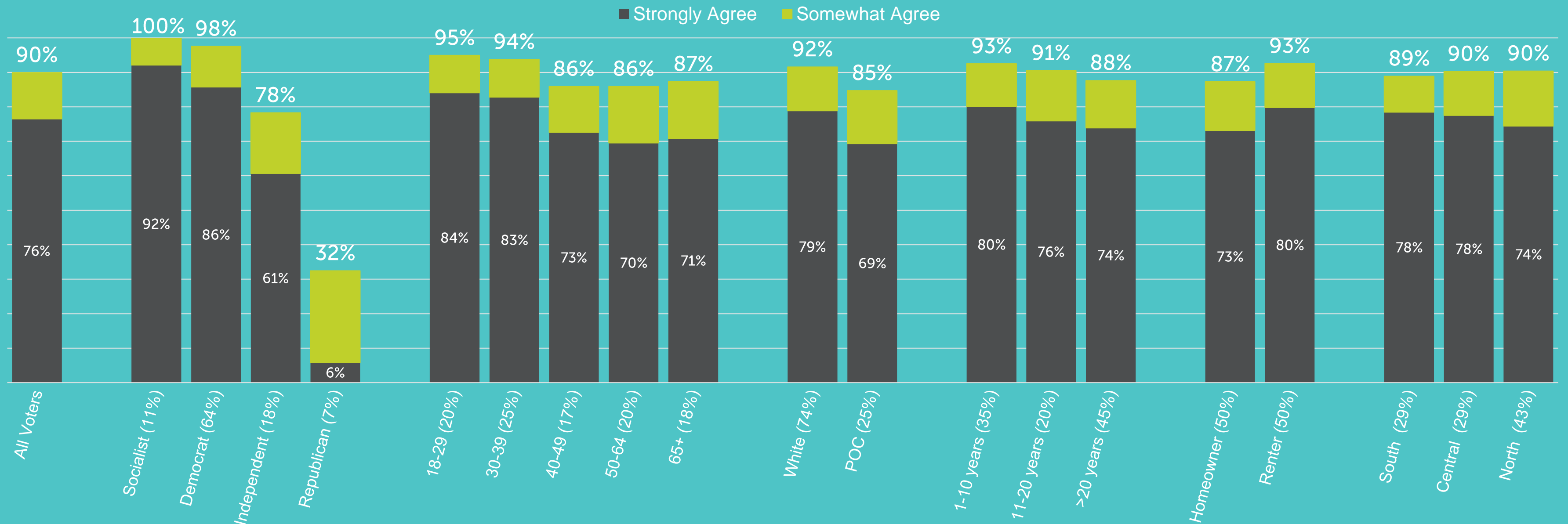


Voters of all sorts want to see the City streamline permitting.



Recession Concern

"I'm worried that national economic policies will lead to a recession"



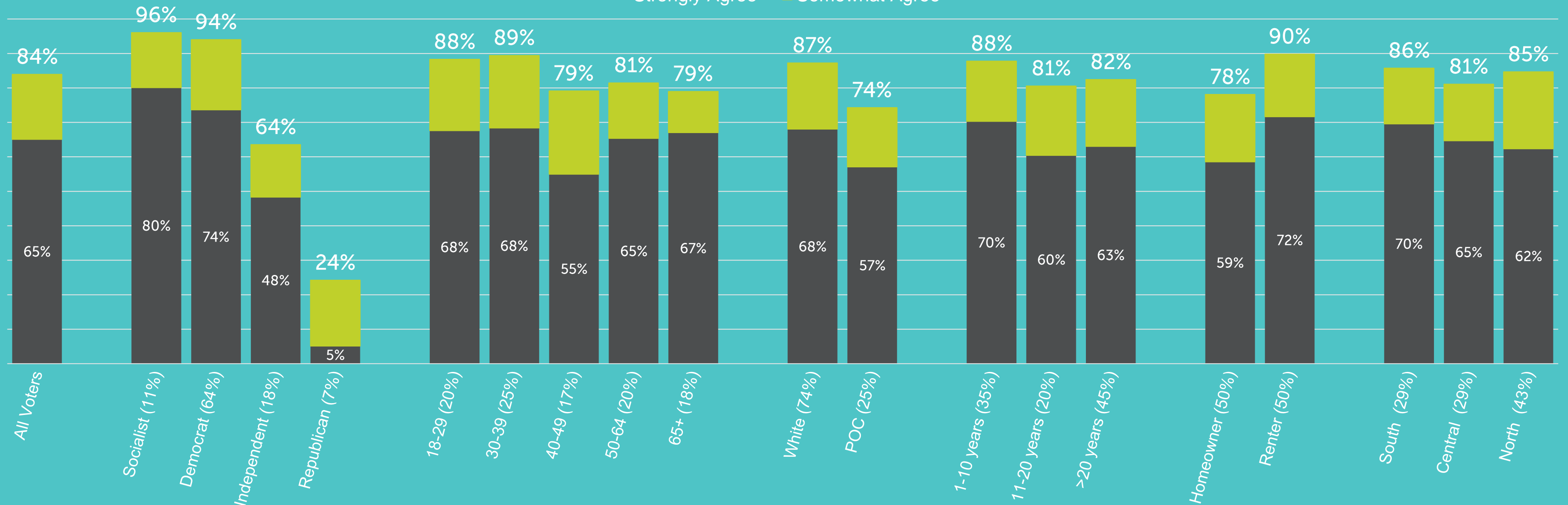
The vast majority of voters are concerned about national economic policy leading to a recession, including 1/3rd of Republicans.



Personal Finance Concern

"I've become more concerned about my personal financial situation since President Trump took office"

■ Strongly Agree ■ Somewhat Agree



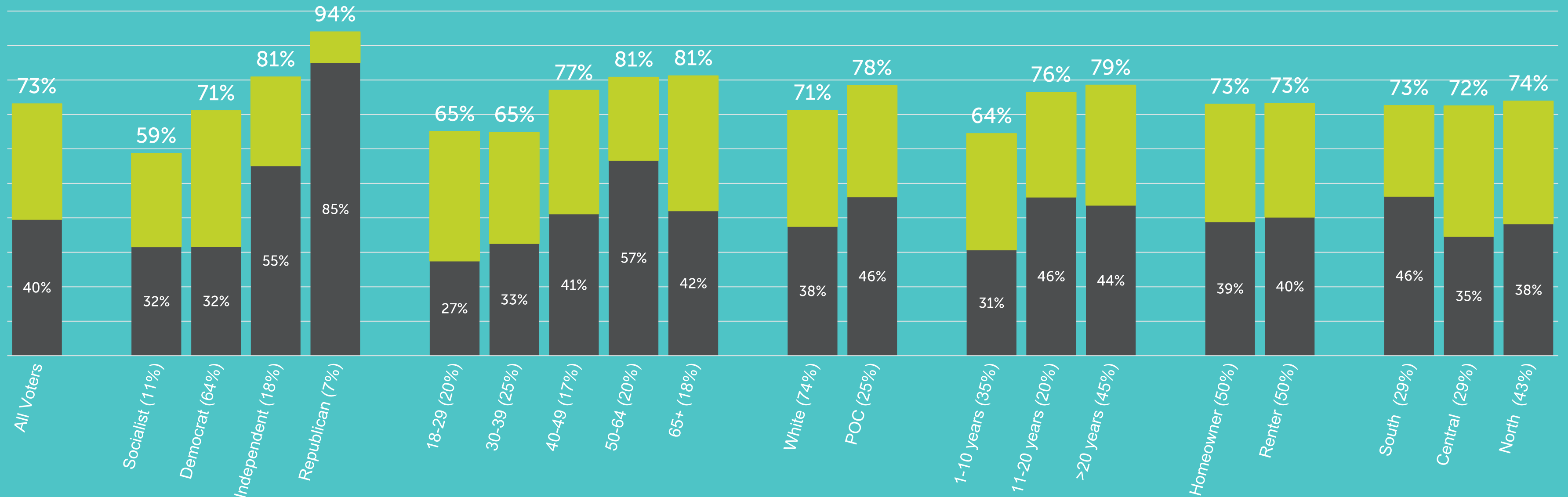
Vast majorities of voters across key subgroups report being concerned about their personal finances since Trump took office.



Cost of Doing Business

“Businesses are closing down or leaving Seattle for nearby cities because the cost of doing business has gotten too high here”

■ Strongly Agree ■ Somewhat Agree



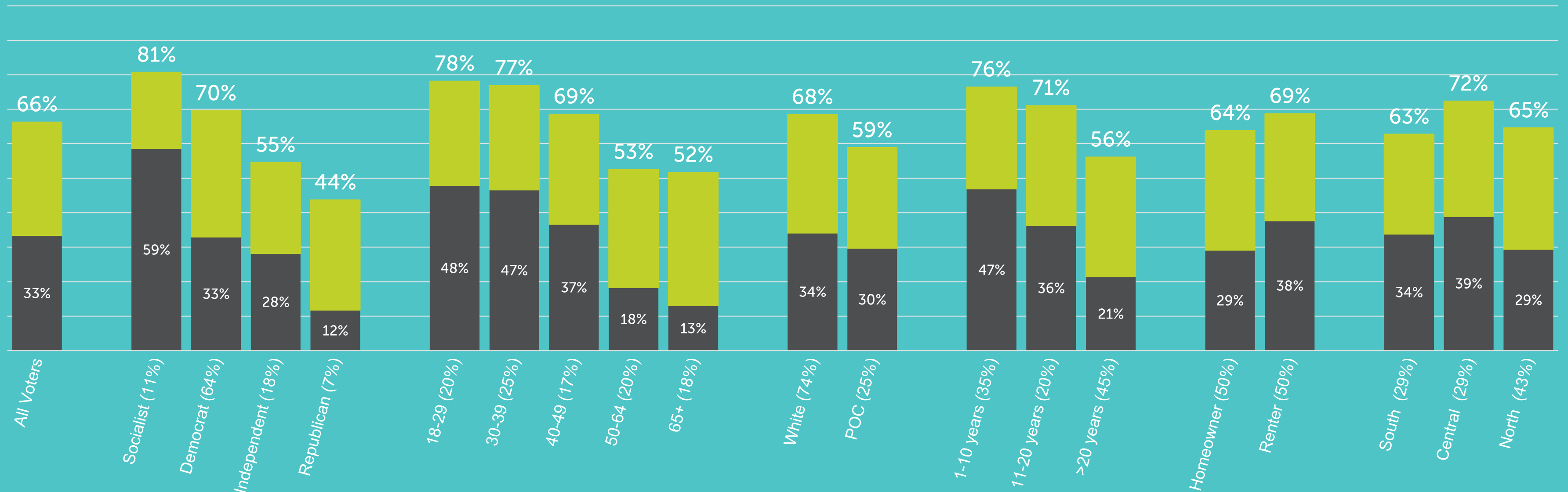
Partisan identification is the strongest driver of the belief that costs are forcing businesses to close in Seattle.



Building Additional Housing

“Building more housing will help slow down Seattle’s increasing housing costs”

■ Strongly Agree ■ Somewhat Agree



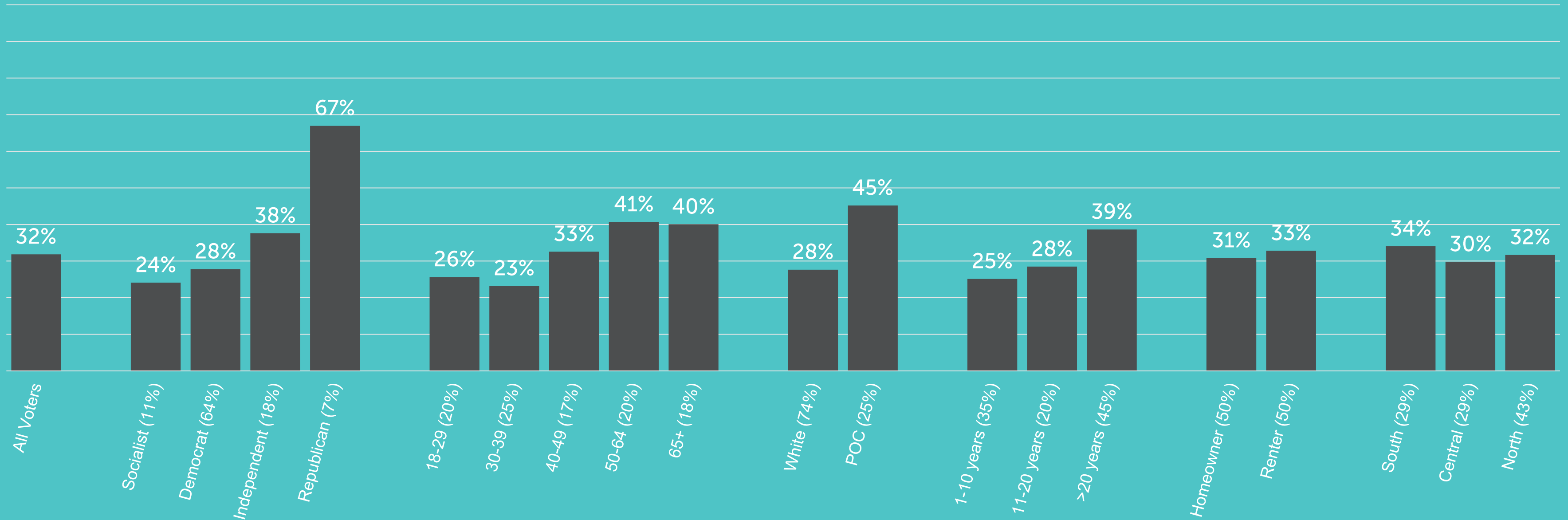
Younger voters, Socialists, and Democrats are more inclined to agree building more housing will slow down increasing housing costs.



Visiting Downtown

Visiting Downtown

■ Visit Less Often



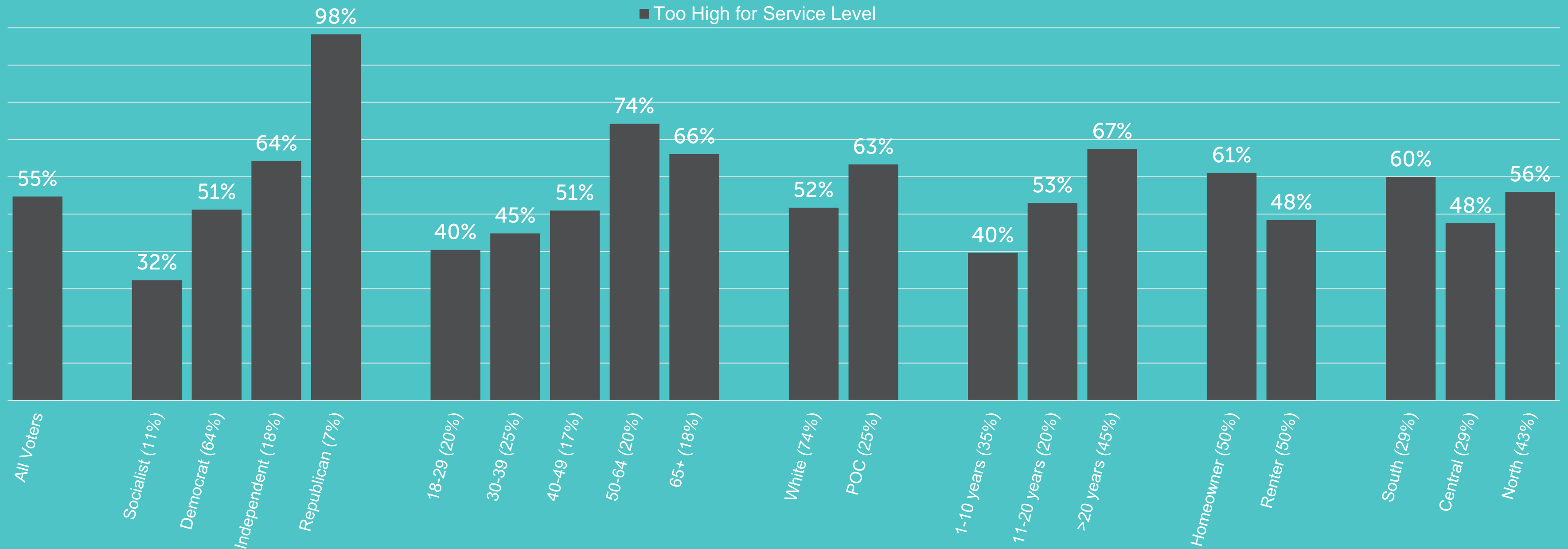
Republicans , people of color, and voters over the age of 50 report visiting downtown less often



Taxes in Seattle

Taxes in Seattle

■ Too High for Service Level



More conservative voters are much more inclined to say taxes are too high for the level of services provided.



United States Right Direction / Wrong Track

And do you feel that things in the United States are generally going in the right direction or do you feel things have gotten pretty seriously off on the wrong track?



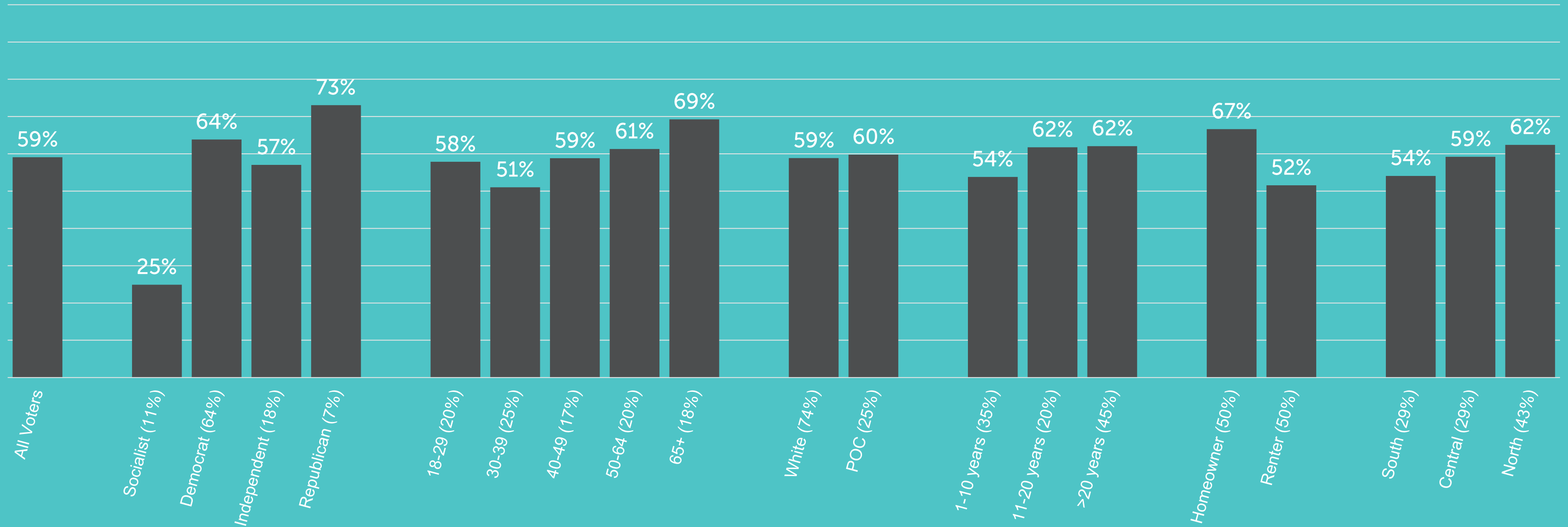
Very few voters, other than Republicans, report being optimistic about the direction of the country.



Focus on Local Issues

Local vs. National Issues

■ Focus on local issues

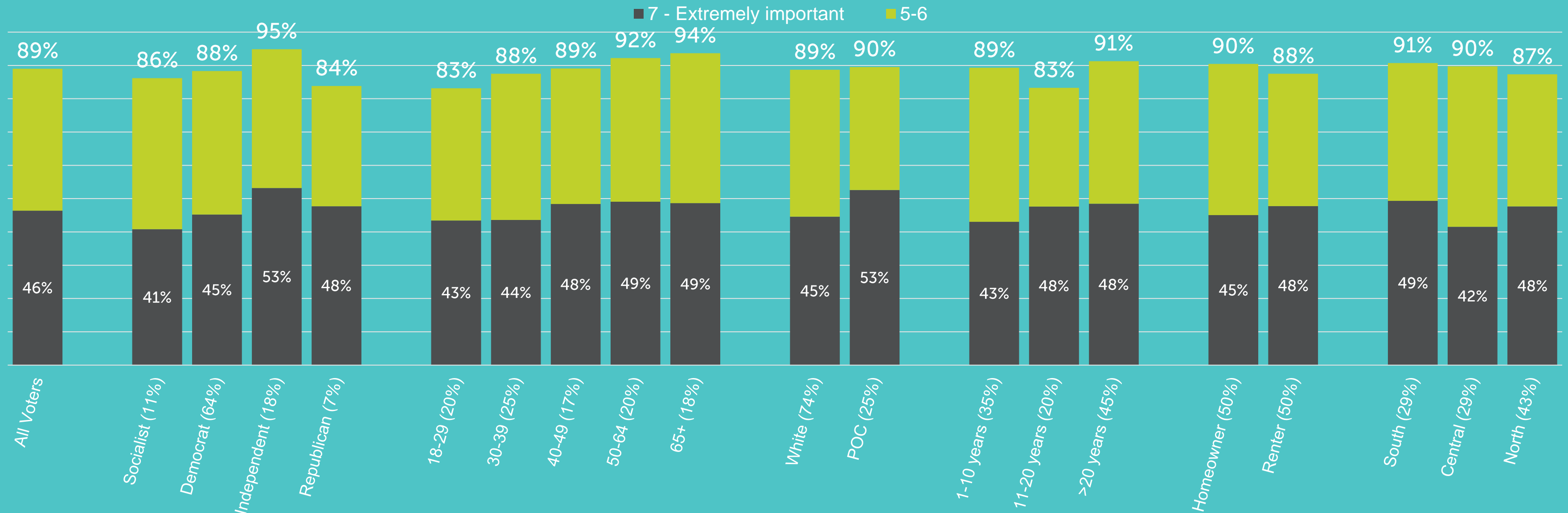


A majority of voters in every subgroup except socialist want to see leaders stay focused on addressing local issues.



Taking Care of Basics

Taking care of the basics like filling potholes and maintaining our parks and local transportation infrastructure



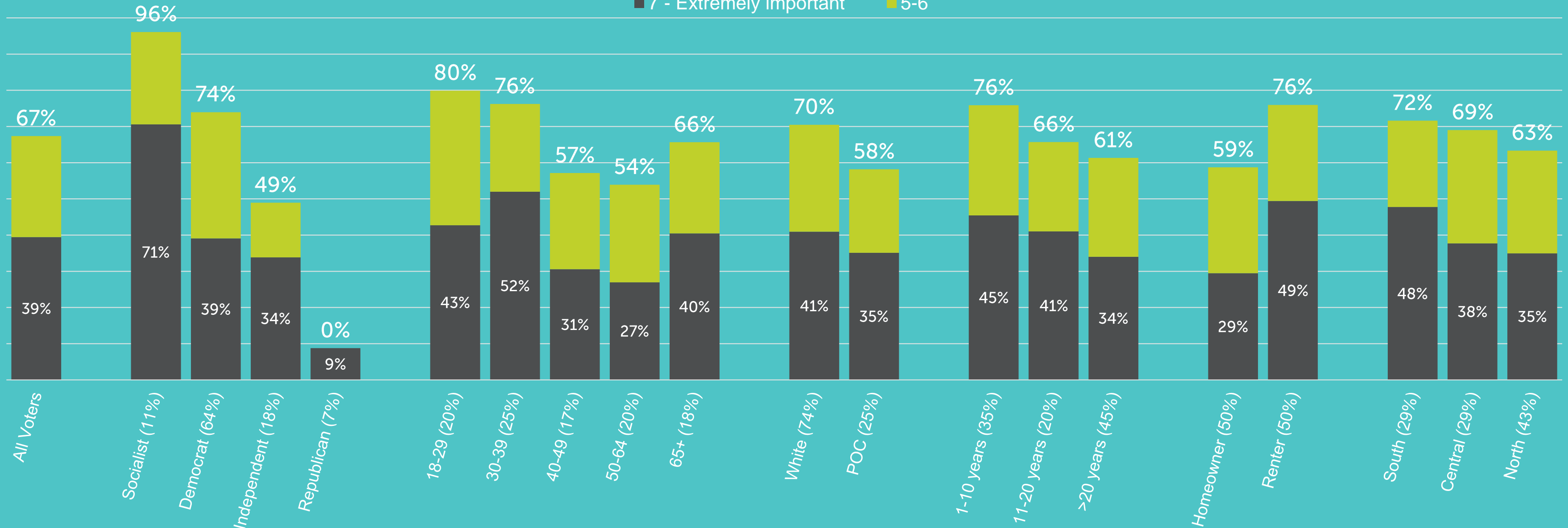
A vast majority of all subgroups think it's important for city leaders to focus on taking care of the basics.



Protecting Progressive Values

Protecting core progressive values like social justice, equity, and inclusivity

■ 7 - Extremely important ■ 5-6



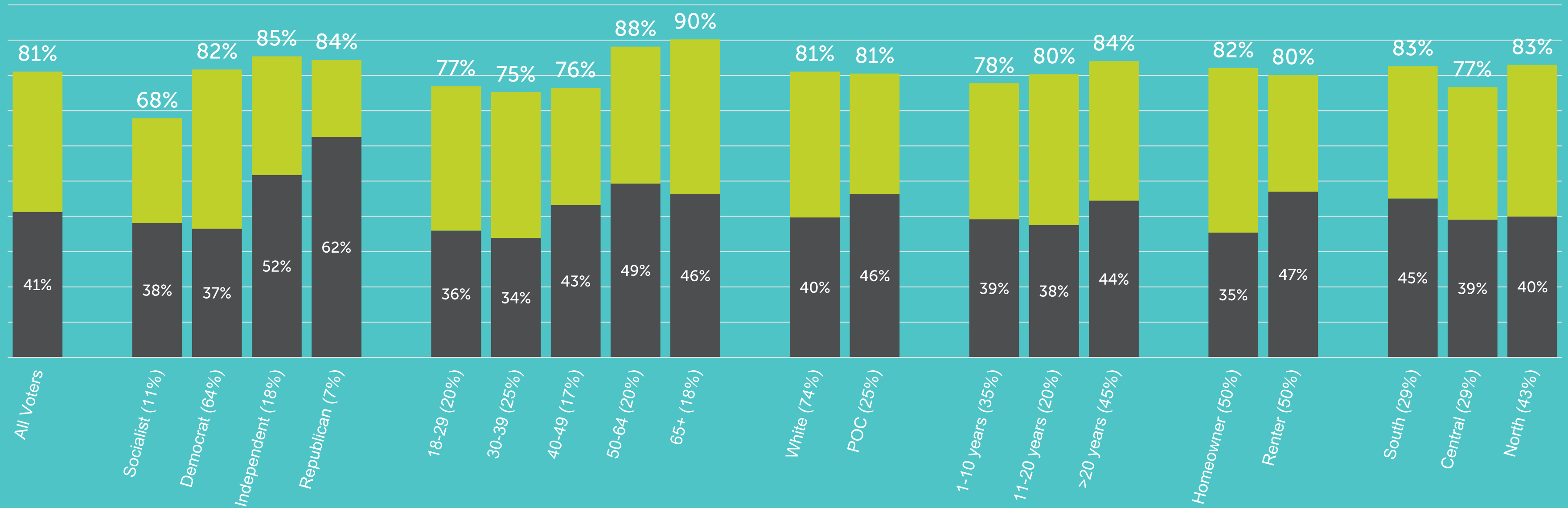
A majority of all subgroups except Independents and Republicans think it's important to protect Seattle's core values.



Protecting Local Jobs & Small Businesses

Protecting local jobs and small businesses in this uncertain economic environment by lowering the cost to start and run a business in Seattle

■ 7 - Extremely important ■ 5-6



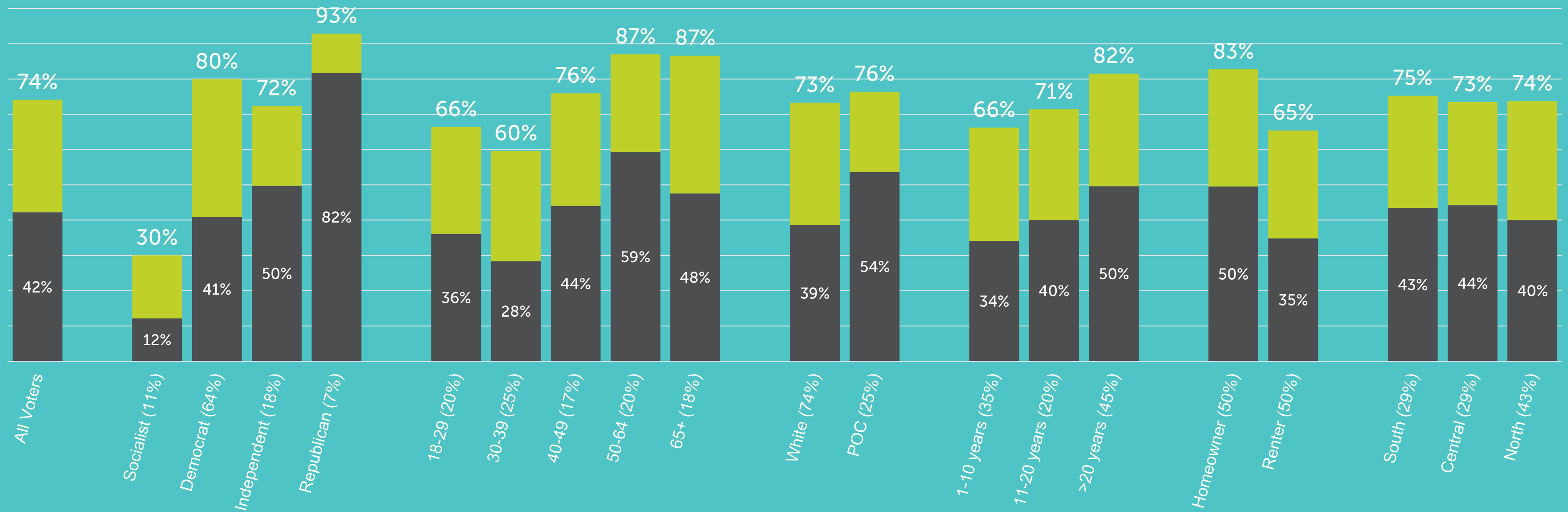
A majority of all subgroups think it important to protect local jobs and small businesses.



Reducing Encampments

Continuing to reduce the number of homeless encampments

■ 7 - Extremely important ■ 5-6

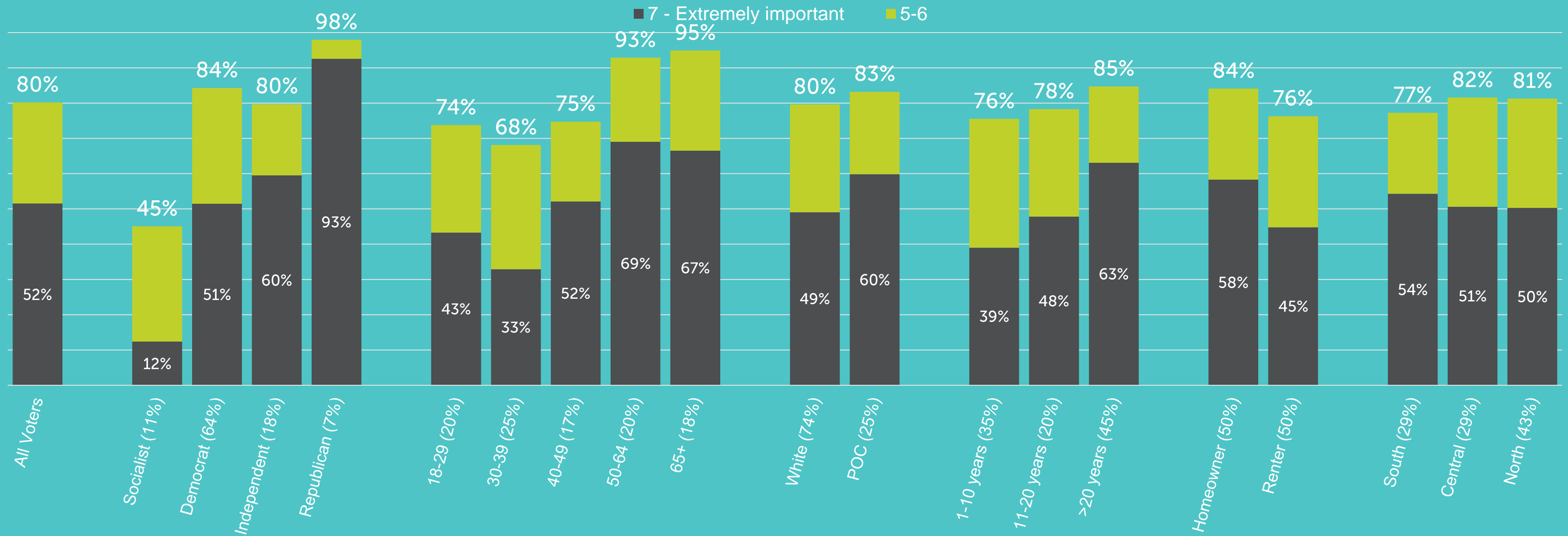


Socialists are the only subgroup where a majority don't say reducing the number of encampments is important.



Shutting Down Drug Markets

Maintaining progress on public safety and reducing street disorder by continuing to shut down open-air drug markets



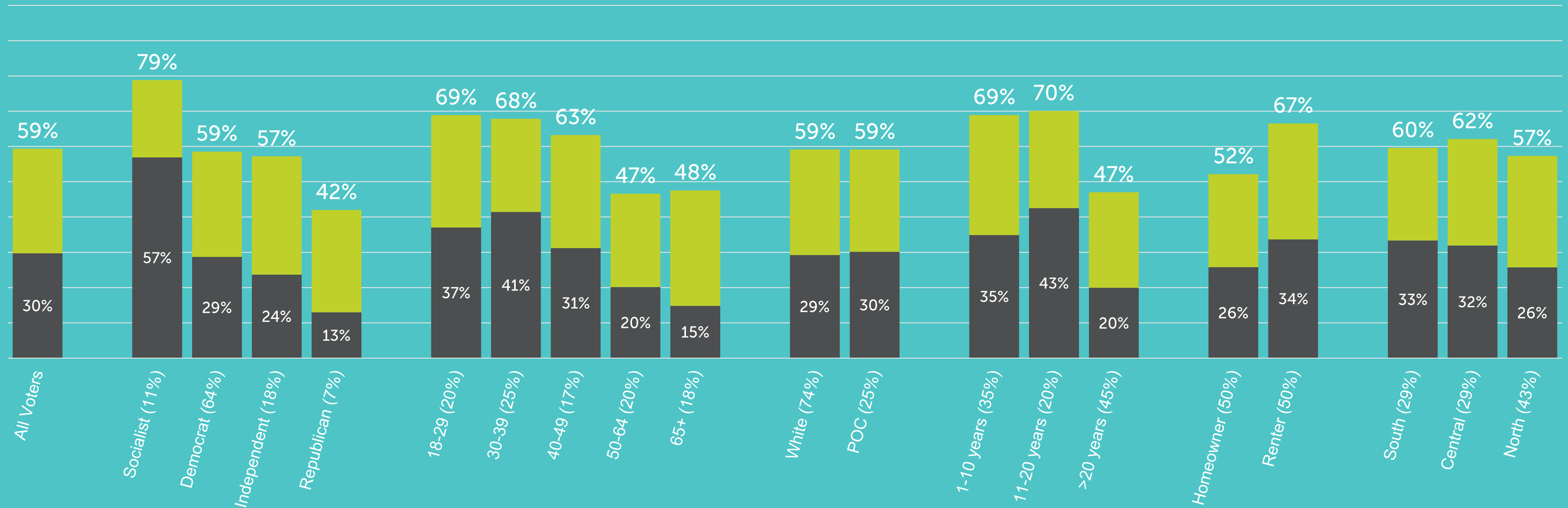
A majority of all key subgroups, except for Socialists, say shutting down drug markets is important.



Updating Zoning Laws

Updating Seattle's zoning laws and expediting permitting to allow for more housing across the city, even if it means there will be more duplexes and triplexes in many single-family residential neighborhoods

■ 7 - Extremely important ■ 5-6



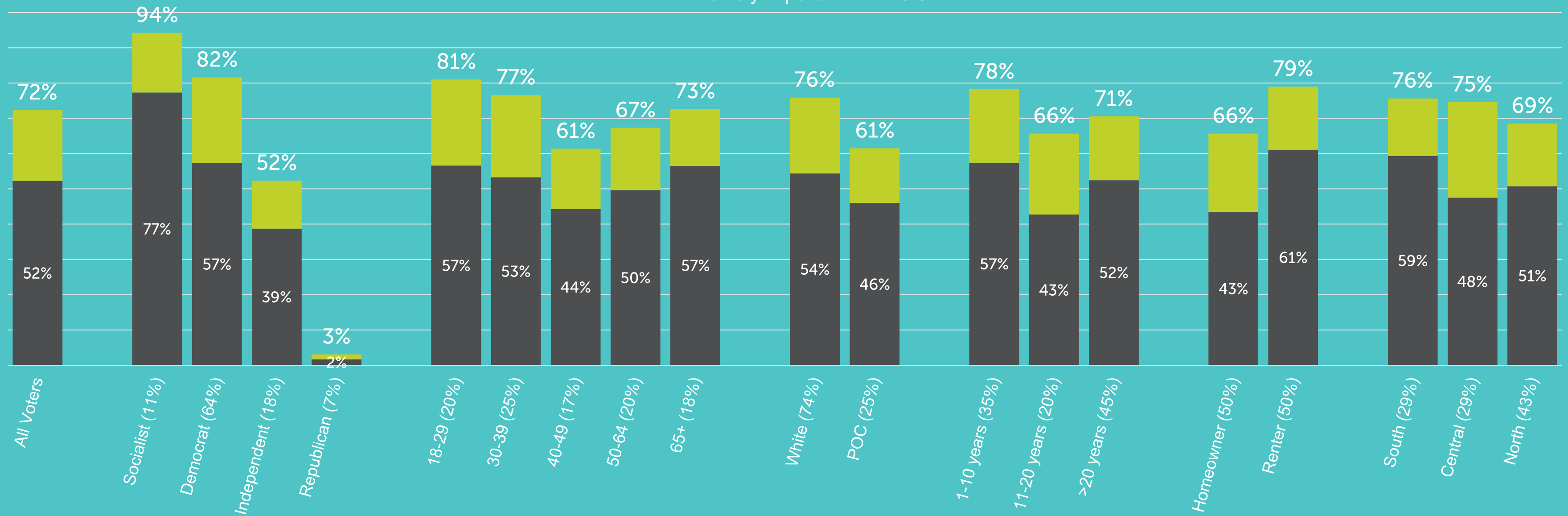
Younger voters and renters are more supportive of updating zoning laws.



Standing Up to Trump Administration

Aggressively standing up to the Trump Administration including joining lawsuits against the administration when the federal government overreaches

■ 7 - Extremely important ■ 5-6



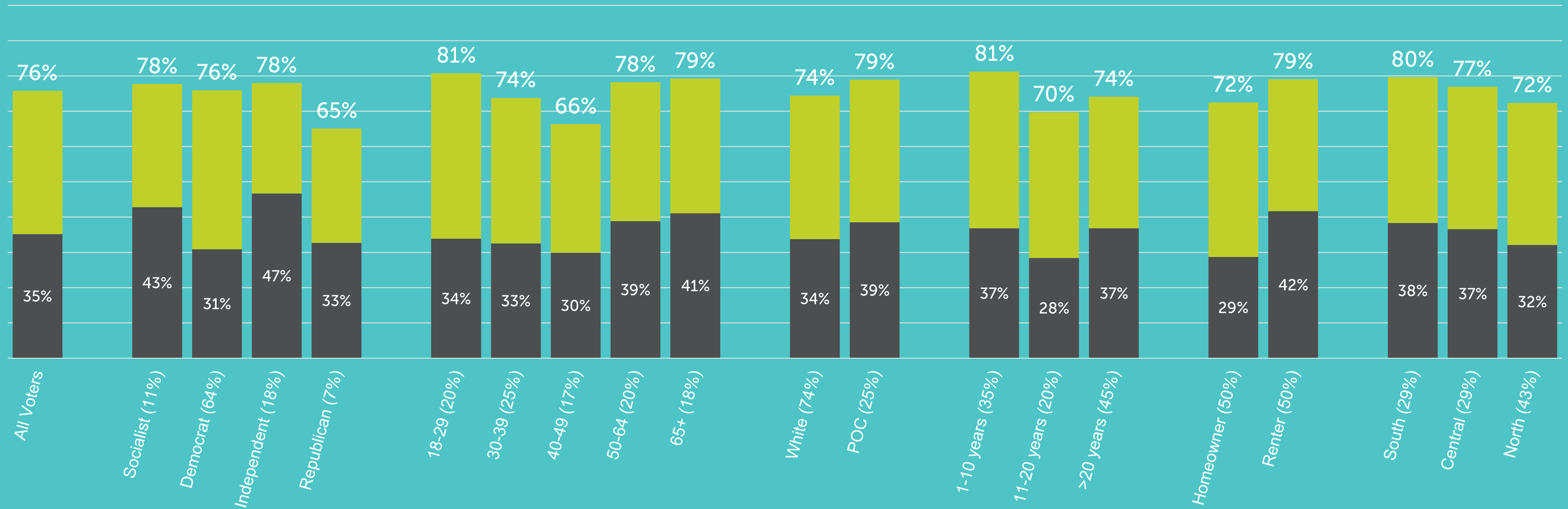
Standing up to the Trump administration is important to a majority of all key subgroups, except for Republicans.



Creating Family Wage Jobs

Incentivizing businesses to create family wage jobs here in Seattle so that our local economy stays resilient in the face of national economic uncertainty

■ 7 - Extremely important ■ 5-6



Voters of all stripes think it's important to incentivize family wage jobs here in Seattle.

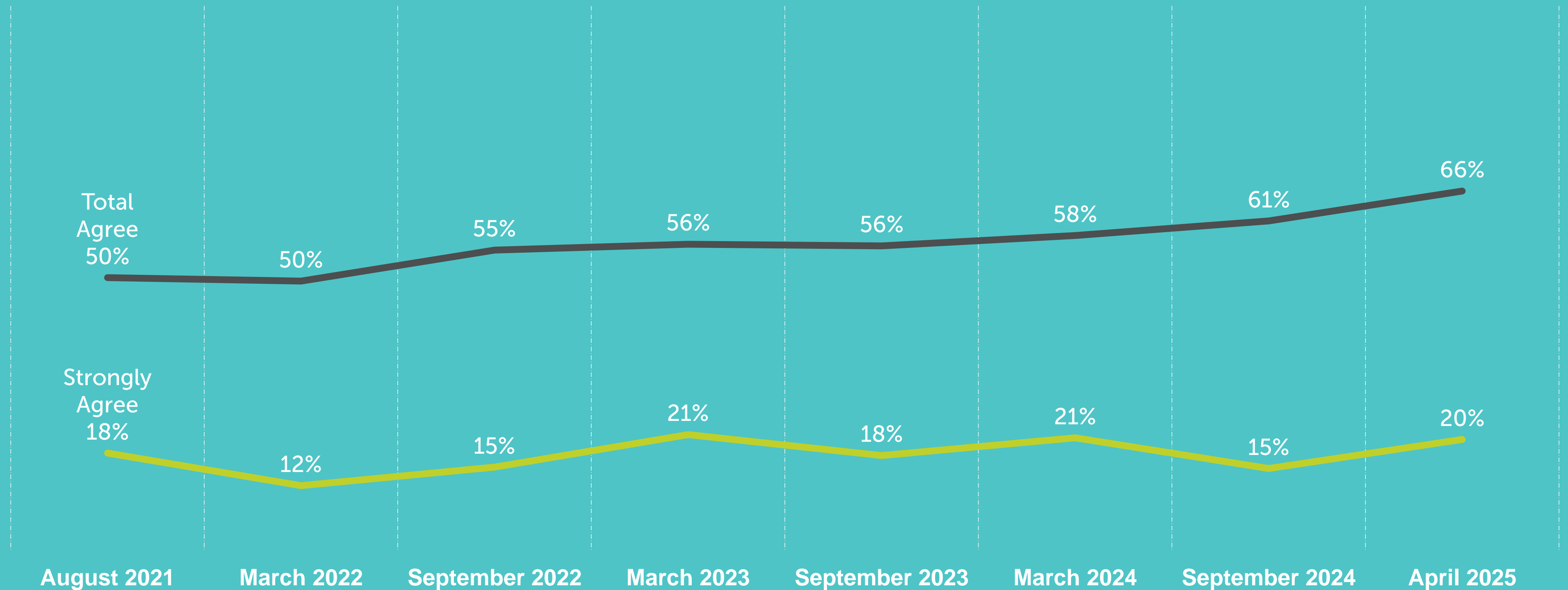
Trend Data





Agree/Disagree Trend

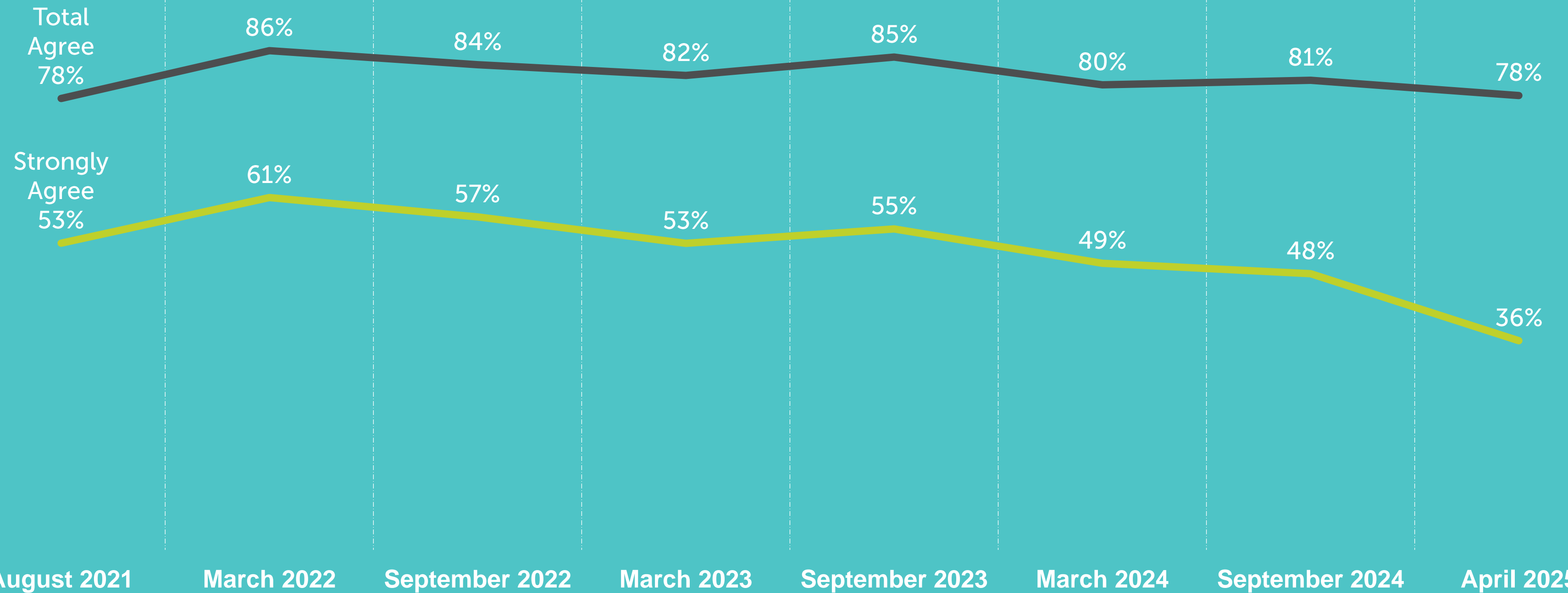
I'm optimistic about the future of this region





Agree/Disagree Trend

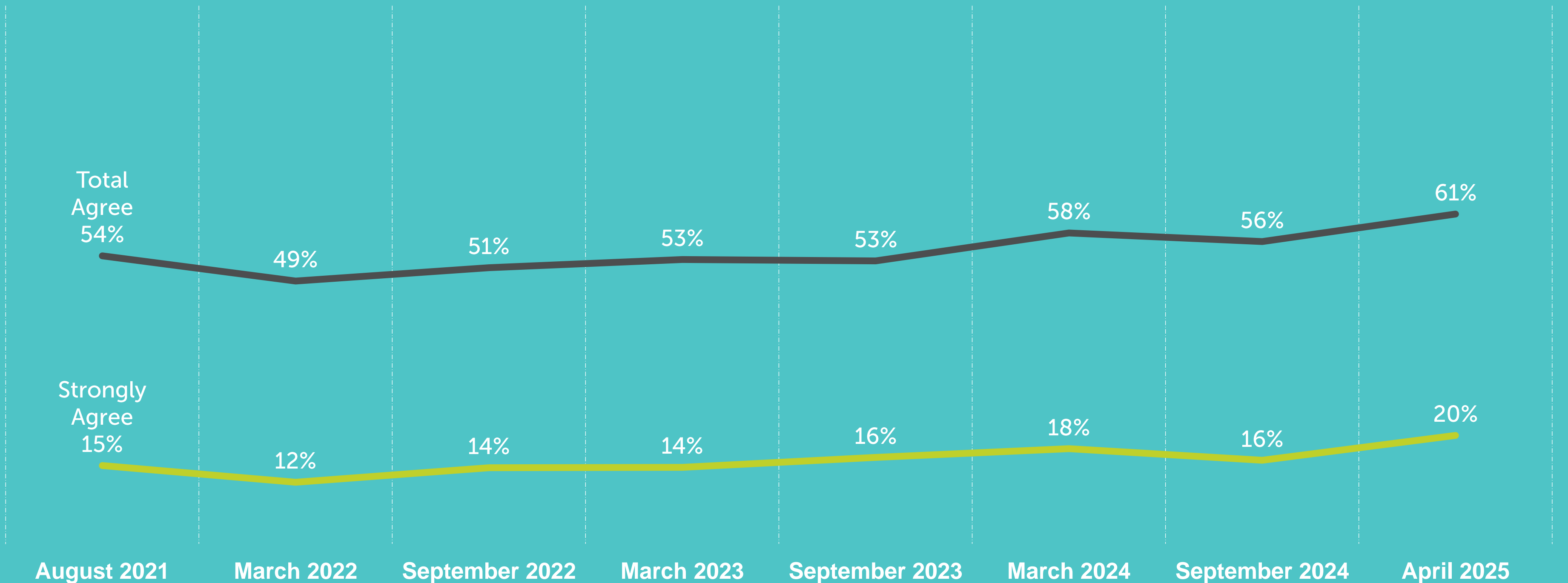
I'm worried about the future of downtown Seattle.





Agree/Disagree Trend

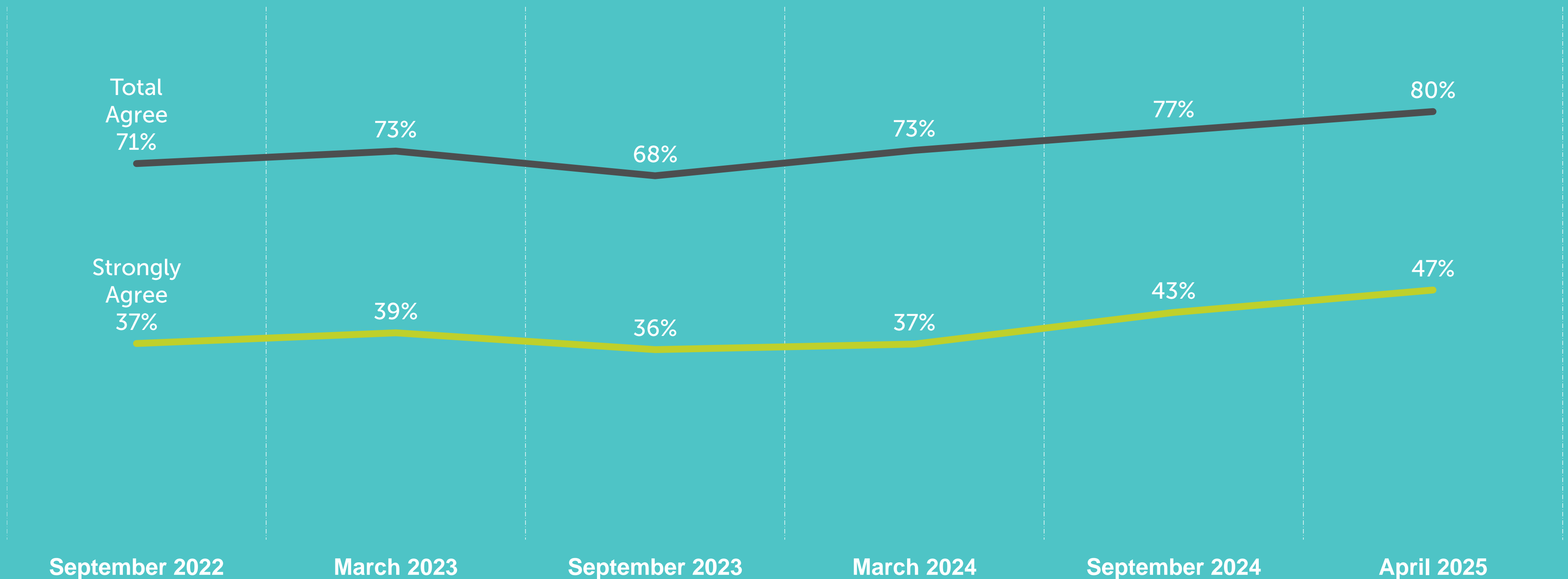
All things considered, growth and development has been a positive for my area.





Agree/Disagree Trend

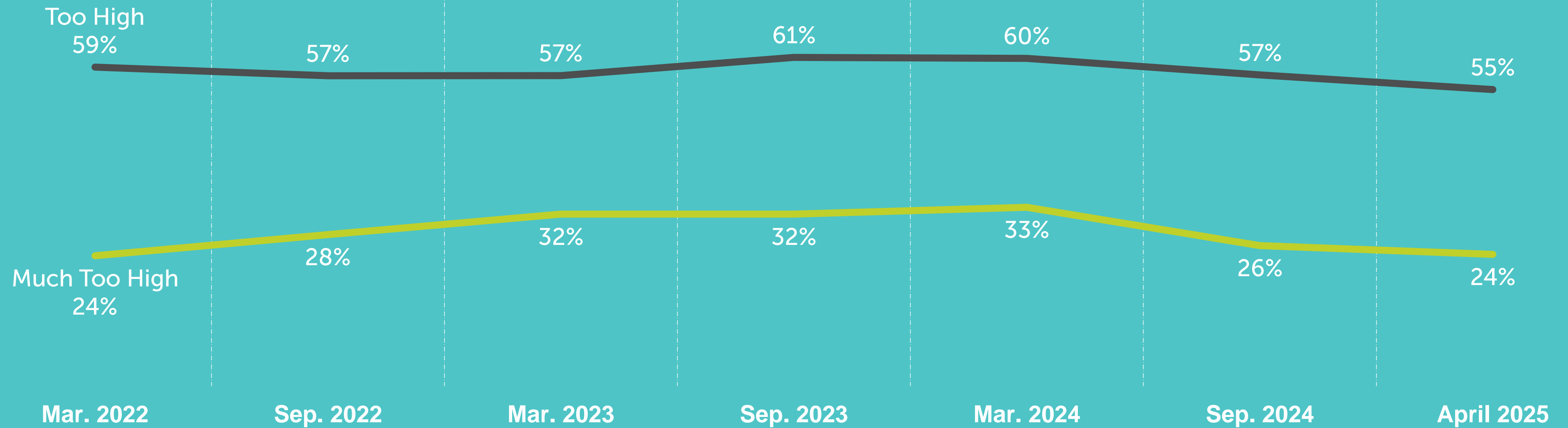
I'm proud to call myself a Seattleite.



Taxes in Seattle



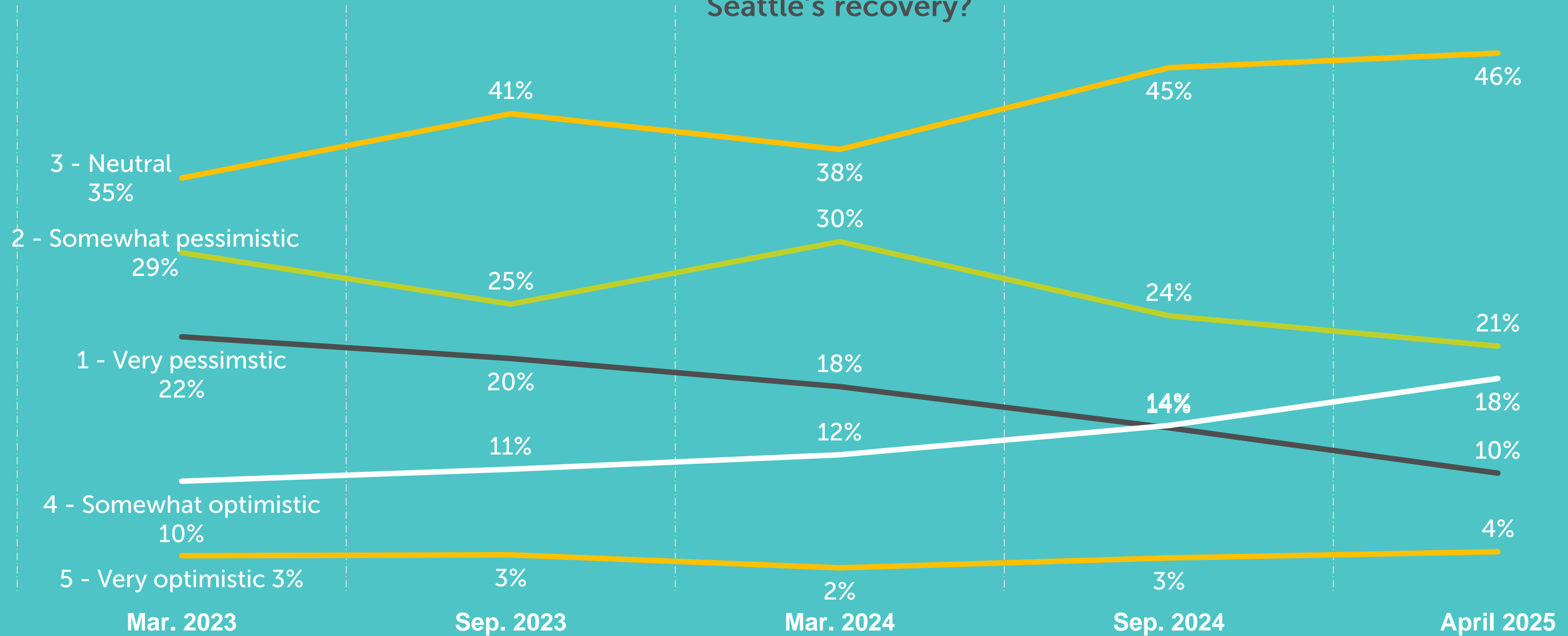
Would you say that taxes in Seattle are too high, too low, or about right for the level of services the city provides?





Recovery of Downtown Seattle

Using a scale from 1 to 5, with 1 being very pessimistic, and 5 being very optimistic, how do you feel about the progress being made on downtown Seattle's recovery?





Overall Quality of Life Trend

Do you think the overall quality of life in Seattle is getting better, the same, or worse?

