

The Washington Poll: 2009 Seattle Mayoral Primary

About the Poll

The Washington Poll is a non-partisan, academic survey research project sponsored by the Washington Institute for the Study of Ethnicity & Race (WISER), a research center at the University of Washington in the School of Social Sciences. Political Science professor Matt Barreto is the Director of WISER and Principal Investigator on this survey.

The survey was administered by telephone, by Pacific Market Research, in Renton, WA, based on a randomly selected list of phone numbers using a list of registered voters in Seattle, WA. Voters were screened and only likely voters were included. The survey was in the field from July 28 – Aug 3, 2009. A total of 600 likely voters throughout the city of Seattle were interviewed, yielding a 4.0% margin of error. Percentages may not add up to 100% due to rounding.

Questions/Comments: info@washingtonpoll.org

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2009 Seattle Mayoral Election

Candidate Favorability Ratings: For each, please tell me whether you have heard of the person, and if your impression is favorable or unfavorable?

Candidate	Favorable	Unfavorable	No Opinion/Never Heard
Barack Obama	87%	12%	2%
Christine Gregoire	78%	21%	2%
Greg Nickels	40%	50%	8%
Jan Drago	28%	24%	47%
James Donaldson	19%	7%	73%
Mike McGinn	20%	8%	71%
Joe Mallahan	21%	3%	75%

Citywide sample = 600 likely voters, +/- 4%

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2009 Seattle Mayoral Vote Choice:

If the election for Mayor of Seattle were held today, for whom would you vote?

Candidate	% Vote
Greg Nickels	23%
Joe Mallahan	11%
James Donaldson	10%
Jan Drago	9%
Mike McGinn	9%
Kwame Garrett	<1%
Norman Sigler	<1%
Elizabeth Campbell	<1%
Undecided/Don't Know	37%

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2009 Mayoral Vote Choice by descriptive factors:

Candidate	Male	Fem	Dem	Ind	Rep	<35yrs old	35-49 yrs	50-59 yrs	60+ yrs	White	Non White
Nickels	25%	22%	26%	24%	10%	24%	21%	24%	25%	24%	22%
Drago	9%	8%	10%	8%	5%	2%	8%	12%	10%	9%	8%
Donaldson	12%	8%	7%	11%	2%	14%	9%	3%	4%	7%	14%
Mallahan	15%	7%	9%	16%	9%	3%	7%	11%	17%	10%	12%
McGinn	7%	10%	8%	8%	15%	8%	11%	8%	9%	10%	6%
Garrett	1%	0%	0%	1%	0%	1%	0%	1%	0%	0%	1%
Sigler	0%	1%	0%	2%	2%	0%	1%	1%	1%	1%	1%
Campbell	1%	1%	1%	1%	0%	0%	0%	2%	2%	1%	0%
Und/DK	29%	44%	40%	29%	49%	48%	44%	38%	31%	39%	38%

Citywide sample = 600 likely voters, +/- 4%

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2009 Mayoral Vote Choice by region in Seattle

Candidate	Uni / GL / Ravenna	Fre/ Bal / North	Queen A / Magn	Down town	West Seattle	South Seattle
Nickels	21%	23%	22%	25%	28%	21%
Drago	6%	13%	10%	2%	10%	12%
Donaldson	5%	7%	8%	4%	4%	22%
Mallahan	10%	8%	13%	16%	17%	5%
McGinn	8%	8%	13%	12%	10%	6%
Garrett	1%	0%	0%	0%	2%	1%
Sigler	1%	2%	0%	1%	0%	1%
Campbell	1%	2%	0%	1%	0%	0%
Und/DK	47%	34%	31%	41%	30%	30%

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Seattle Referendum 1: Bag Fee

On Seattle Referendum 1 – a measure that would create a 20 cent fee on all disposable shopping bags at grocery, drug and convenience stores – will you vote yes or no on Referendum 1?

Yes on Ref 1	41%
No on Ref 1	55%
Undecided	4%

Citywide sample = 600 likely voters, +/- 4%

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Referendum 1 vote by descriptive factors:

Referendum 1	YES	NO
Male	34%	62%
Female	47%	48%
Democrat	58%	41%
Republican	13%	80%
Independent	22%	75%
<35 yrs old	57%	41%
35-49 yrs	46%	51%
50-59 yrs	42%	55%
60+ yrs	32%	62%
White	44%	51%
Non-White	31%	66%

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Most Important Issue:

Thinking about the Mayoral election, what are the most important issues facing the city of Seattle that will influence your vote?*

Issue	Percent**
Transportation—Alaskan Way	30%
Transportation-Other	25%
Jobs/Economy	16%
Taxes	13%
Schools/Education	9%
The Environment	6%
Crime	6%

*Respondents were able to give two answers

**Only issues with over a 5% return reported

Citywide sample = 600 likely voters, +/- 4%

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Mayoral Experience

What experience do you think is most important for the Mayor of Seattle to have?

Private Business	39%
Elected to Office	19%
Non-profit Sector	27%
All of the above	11%

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Issues in Seattle

Do you think the mayor of Seattle should take an active role in working with the Seattle Public School System to address issues such as poor performance and high drop out rates, or is that something better addressed by the School Board alone without the mayor?

Mayor should be involved	48%
School Board alone	48%
Don't know	4%

When it comes to the economy here in Seattle, do you think the city should lower taxes on small businesses to stimulate the economy, or that the tax revenue is important to providing city services?

Lower taxes on business	42%
Tax revenue important	41%
Don't know	11%

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Mayoral Approval:

Generally speaking, do you approve or disapprove of the job that Greg Nickels is doing as Mayor of Seattle?

Strongly approve	7%	
Somewhat approve	39%	
Somewhat disapprove	25%	
Strongly disapprove	23%	

Do you think things here in the city of Seattle are generally going in the right direction, or seriously on the wrong track?

Right direction	55%	
Wrong track	32%	
Don't know	13%	

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November Mayoral Run-Offs:

If the two finalists for Mayor of Seattle are Greg Nickels and Jan Drago, for whom would you vote?

Greg Nickels	36%	
Jan Drago	33%	
Undecided	31%	

If the two finalists for Mayor of Seattle are Greg Nickels and James Donaldson, for whom would you vote?

Greg Nickels	33%	
James Donaldson	40%	
Undecided	27%	

Additional Results

If you have additional questions, and would like to see any additional, or more specific results, please send us an email and we will try to accommodate your request

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