



STRATEGIES 360

A SURVEY OF LIKELY 2013 VOTERS IN SEATTLE

CROSSTAB RESULTS | **OCTOBER 2013**

PREPARED BY STRATEGIES 360

STATEMENT OF METHODOLOGY

Strategies 360 conducted a live telephone survey of 400 likely 2013 voters in Seattle. Interviews were conducted October 14 – 16, 2013. A combination of landline and mobile phones were called to ensure greater coverage of the population sampled.

The margin of error for a survey of 400 interviews is $\pm 4.9\%$ at the 95% confidence level. The margin of error is higher for demographic subsamples. Other sources of error not accounted for by the stated statistical margin of error include, but are not limited to, question wording, question order, coverage bias and response bias.

A SURVEY OF LIKELY 2013 VOTERS IN SEATTLE

Would you support or oppose creating a publicly funded, voluntary preschool program for three and four year olds in Seattle? The program would be free for lower income families and some families would qualify for financial assistance depending on their income.

	GENDER			PARTY			AGE				REGIONS				RACE		EDUCATION			PARENT	
	TOTAL	MALE	FEMLE	DEM	INDY	REP	18-44	45-54	55-64	65+	NORTH	SOUTH EAST	CNTRL	WEST	WHITE	OTHER	NO 4YR	4YR DEG	POST-GRAD	YES	NO
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
	100%	49%	51%	69%	20%	8%	35%	21%	21%	22%	48%	17%	21%	14%	78%	18%	19%	34%	38%	30%	70%
SUPPORT	79%	74%	83%	87%	66%	40%	85%	74%	77%	74%	77%	79%	88%	73%	80%	82%	86%	77%	79%	82%	78%
OPPOSE	17%	21%	12%	8%	30%	54%	13%	18%	15%	24%	20%	13%	9%	23%	16%	15%	8%	19%	16%	17%	16%
Strongly support	54%	48%	61%	64%	40%	8%	57%	55%	46%	55%	52%	58%	62%	45%	54%	59%	54%	54%	56%	60%	52%
Not strongly support	17%	20%	14%	16%	18%	19%	20%	14%	21%	11%	16%	14%	16%	24%	18%	15%	20%	18%	15%	15%	18%
Lean support	8%	7%	9%	7%	9%	12%	9%	5%	10%	7%	8%	7%	9%	4%	8%	8%	13%	5%	8%	7%	8%
Lean oppose	2%	2%	2%	1%	4%	7%	1%	3%	2%	2%	2%	3%	-	2%	2%	4%	2%	1%	1%	3%	1%
Not stronly oppose	5%	5%	5%	4%	8%	6%	2%	5%	7%	7%	6%	3%	2%	7%	5%	5%	-	7%	5%	4%	5%
Strongly oppose	10%	15%	6%	3%	18%	42%	9%	11%	6%	15%	11%	7%	7%	14%	10%	7%	6%	10%	10%	10%	10%
DK/NA/REFUSED	4%	4%	4%	5%	4%	6%	2%	8%	8%	2%	3%	9%	3%	4%	4%	3%	5%	4%	4%	2%	6%

A SURVEY OF LIKELY 2013 VOTERS IN SEATTLE

FUNDING OPTION: Trimming the budgets from other city departments and programs and putting the savings into the preschool program

	GENDER			PARTY			AGE				REGIONS				RACE		EDUCATION			PARENT	
	TOTAL	MALE	FEMLE	DEM	INDY	REP	18-44	45-54	55-64	65+	NORTH	EAST	CNTRL	WEST	WHITE	OTHER	NO 4YR	4YR DEG	POST-GRAD	YES	NO
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
	100%	49%	51%	69%	20%	8%	35%	21%	21%	22%	48%	17%	21%	14%	78%	18%	19%	34%	38%	30%	70%
SUPPORT	37%	39%	34%	36%	36%	35%	37%	34%	42%	32%	38%	43%	33%	30%	33%	49%	49%	32%	33%	44%	33%
OPPOSE	56%	55%	56%	57%	55%	62%	57%	61%	49%	55%	54%	52%	59%	62%	59%	46%	44%	61%	60%	53%	57%
Strong support	13%	14%	11%	12%	13%	12%	14%	14%	12%	9%	15%	14%	10%	7%	11%	20%	23%	12%	9%	19%	10%
Somewhat support	24%	25%	23%	25%	23%	23%	23%	20%	30%	23%	23%	29%	23%	22%	23%	29%	26%	21%	24%	25%	24%
Somewhat oppose	29%	30%	29%	30%	31%	20%	30%	35%	22%	28%	24%	34%	37%	28%	31%	24%	20%	34%	32%	26%	31%
Strong oppose	26%	26%	27%	27%	24%	41%	27%	26%	27%	26%	29%	18%	22%	33%	28%	22%	24%	26%	28%	27%	26%
DK/NA/REFUSED	8%	5%	10%	7%	9%	3%	6%	5%	9%	13%	8%	5%	8%	9%	8%	6%	7%	7%	7%	3%	9%

A SURVEY OF LIKELY 2013 VOTERS IN SEATTLE

FUNDING OPTION: Charging fees to parents whose children are enrolled on a sliding scale depending on their income

	GENDER			PARTY			AGE				REGIONS				RACE		EDUCATION			PARENT	
	TOTAL	MALE	FEMLE	DEM	INDY	REP	18-44	45-54	55-64	65+	NORTH	EAST	CNTRL	WEST	WHITE	OTHER	NO 4YR	4YR DEG	POST- GRAD	YES	NO
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
	100%	49%	51%	69%	20%	8%	35%	21%	21%	22%	48%	17%	21%	14%	78%	18%	19%	34%	38%	30%	70%
SUPPORT	79%	77%	81%	82%	76%	68%	81%	75%	84%	76%	83%	67%	86%	71%	83%	68%	69%	78%	88%	81%	79%
OPPOSE	17%	19%	15%	15%	23%	26%	18%	18%	14%	17%	14%	28%	11%	22%	12%	32%	27%	20%	9%	17%	17%
Strong support	42%	38%	44%	44%	33%	51%	39%	41%	49%	39%	45%	35%	43%	34%	44%	37%	32%	41%	48%	49%	39%
Somewhat support	38%	39%	37%	38%	44%	18%	42%	34%	35%	37%	38%	32%	43%	38%	40%	31%	37%	37%	40%	32%	40%
Somewhat oppose	8%	10%	7%	8%	7%	12%	8%	8%	7%	9%	6%	12%	4%	13%	6%	14%	7%	15%	2%	6%	9%
Strong oppose	9%	9%	9%	7%	16%	14%	10%	10%	7%	7%	8%	15%	7%	9%	6%	18%	21%	5%	7%	11%	8%
DK/NA/REFUSED	4%	4%	4%	3%	1%	6%	1%	6%	2%	7%	3%	5%	2%	6%	4%	-	4%	2%	3%	2%	4%

A SURVEY OF LIKELY 2013 VOTERS IN SEATTLE

FUNDING OPTION: Increasing local property taxes

	GENDER			PARTY			AGE				REGIONS				RACE		EDUCATION			PARENT	
	TOTAL	MALE	FEMLE	DEM	INDY	REP	18-44	45-54	55-64	65+	NORTH	EAST	CNTRL	WEST	WHITE	OTHER	NO 4YR	4YR DEG	POST-GRAD	YES	NO
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
	100%	49%	51%	69%	20%	8%	35%	21%	21%	22%	48%	17%	21%	14%	78%	18%	19%	34%	38%	30%	70%
SUPPORT	46%	47%	45%	55%	36%	11%	53%	43%	35%	46%	46%	41%	52%	44%	48%	43%	41%	45%	53%	47%	46%
OPPOSE	52%	52%	52%	44%	64%	86%	46%	56%	60%	53%	53%	55%	47%	52%	50%	56%	56%	55%	44%	53%	52%
Strong support	15%	16%	14%	18%	11%	2%	18%	11%	12%	16%	15%	15%	18%	10%	12%	26%	16%	13%	16%	18%	14%
Somewhat support	31%	31%	31%	36%	25%	9%	35%	32%	24%	30%	31%	26%	34%	34%	35%	17%	24%	33%	37%	29%	32%
Somewhat oppose	18%	18%	19%	19%	20%	8%	20%	18%	17%	18%	16%	29%	22%	7%	17%	27%	23%	19%	16%	24%	16%
Strong oppose	34%	34%	33%	25%	44%	78%	26%	38%	43%	35%	37%	27%	25%	45%	34%	29%	33%	36%	28%	29%	36%
DK/NA/REFUSED	2%	1%	3%	2%	-	3%	2%	1%	4%	1%	1%	4%	1%	4%	2%	1%	3%	-	2%	1%	2%

A SURVEY OF LIKELY 2013 VOTERS IN SEATTLE

FUNDING OPTION: A combination of these three funding options

	GENDER			PARTY			AGE				REGIONS				RACE		EDUCATION			PARENT	
	TOTAL	MALE	FEMLE	DEM	INDY	REP	18-44	45-54	55-64	65+	NORTH	EAST	CNTRL	WEST	WHITE	OTHER	NO 4YR	4YR DEG	POST- GRAD	YES	NO
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
	100%	49%	51%	69%	20%	8%	35%	21%	21%	22%	48%	17%	21%	14%	78%	18%	19%	34%	38%	30%	70%
SUPPORT	62%	57%	67%	67%	55%	41%	69%	60%	59%	56%	61%	61%	73%	51%	63%	63%	57%	62%	66%	65%	61%
OPPOSE	32%	37%	27%	27%	39%	53%	28%	34%	35%	32%	34%	28%	20%	47%	32%	26%	34%	34%	26%	31%	32%
Strong support	22%	19%	25%	26%	14%	11%	23%	22%	20%	22%	25%	16%	26%	13%	21%	27%	20%	18%	27%	29%	19%
Somewhat support	40%	38%	42%	41%	41%	30%	46%	38%	39%	34%	36%	45%	47%	38%	41%	37%	37%	44%	40%	36%	42%
Somewhat oppose	16%	19%	13%	17%	7%	24%	15%	15%	16%	16%	18%	18%	8%	16%	14%	17%	19%	17%	11%	14%	16%
Strong oppose	16%	18%	14%	10%	32%	29%	13%	19%	19%	17%	16%	10%	12%	31%	18%	10%	15%	18%	15%	17%	16%
DK/NA/REFUSED	6%	6%	6%	6%	6%	6%	3%	6%	6%	12%	5%	11%	7%	2%	5%	10%	9%	4%	7%	4%	7%



STRATEGIES 360

A SURVEY OF LIKELY 2013 VOTERS IN SEATTLE

CROSSTAB RESULTS | **OCTOBER 2013**

PREPARED BY STRATEGIES 360