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**Survey of Likely Voters
City of Seattle – 2017 Mayor’s Race
General Election**

Survey fielded September 23-26, 2017

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Methodology: This survey was conducted from Saturday September 23 to Tuesday September 26, 2017. The poll was conducted using IVR polling technology on a random population of voters in the City of Seattle that had voted in three of four primary and general elections held in 2015 and 2013. Only land lines were called. Cell phones were excluded as it is illegal to call cell phone numbers via automated calling without prior approval.

Respondents were asked to express their intent to vote in the November general election. If they were unsure about their intent to vote, or declared an intent to not vote in the general, the call was terminated. With 510 completed calls, the responses have a +/- 4.33% margin of error at a 95% confidence rate.

This survey asked about two candidates for mayor appearing on the general election ballot: Jenny Durkan and Cary Moon. Respondents who voted in the primary were asked about their vote in that election to be able to gauge whether primary voters were shifting their preferences based on new information. Respondents were also asked about the influence of former Mayor Ed Murray's resignation, if any, on their voting preference.

Notably, the number of respondents who said they voted for Bob Hasegawa in the August primary was markedly higher than the actual result. While there can be a number of reasons for this, we did not elect to weight or otherwise artificially skew the results to reflect the actual August primary, which was 6 weeks prior to this survey.

Conducting a survey about all of the policy details of the candidates was prohibitive due to the nature of IVR polling and declining respondent participation rates as the length of IVR surveys grows. Given the complex nature of determining public opinion in these races, this survey should be used as only one data point among others to determine with high confidence the direction of Seattle voters ahead of the November general election.



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Summary of findings:

1. Jenny Durkan has a commanding lead in the race with 51% of respondents saying they intend to vote for her in the November general election. Cary Moon had 26% of respondents saying they would vote for her, with the remaining saying they were unsure. This result is contrary to other recent reports suggesting the race was tightening.
2. Jenny Durkan is the preferred candidate among those respondents that either did not vote in the primary, or voted for a candidate other than Durkan or Moon (n=244). Durkan leads among this group 28% - 23% with the remaining undecided. However, with this smaller sub-sample, the difference falls within the margin of error for this cohort (+/- 6.27%).
3. The resignation of former Mayor Ed Murray is not a determining factor in voters' minds. While 15% of respondents said their vote was influenced by his resignation, the benefits of that influence were split roughly evenly. Of those influenced by Mayor Murray's resignation, 37% said they favored Durkan and 34% said they favored Moon as a result of the resignation, a difference well within the margin of error for that sample subset (n=74).



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COMPLETE POLL TOPLINE RESULTS
Seattle Mayor’s Race Survey – Likely Voters
Total Completions: n=510
Margin of Error: +/- 4.33%, 95% confidence
Conducted September 23-26, 2017

Good evening. My name is XXX and I’m with Washington State Wire dot com, a political news site for Washington State. We’re conducting a poll on the Seattle Mayor’s race, and I was hoping to get your feedback. My questions will take about 2 minutes of your time, and I would be happy to share our results with you by email if you’d care to review them. Would you be willing to answer 2 minutes of questions for me on the mayor’s race? Press any button to continue, or you can hang up if you’d like.

<If any button> Great, let’s get started.

1. First, let me ask, do you plan to vote in the November general election for Seattle mayor? Press 1 if you plan to vote. Press 2 if you don’t plan to vote. Press three if you are unsure.¹

- A. Yes 100%
- B. No 0%
- C. Unsure 0%
- D. Didn’t answer 0%

2. Did you vote in the August primary election? Press 1 if you did vote. Press 2 if you did not vote.

- A. Yes 93%
- B. No 7%

<If Yes> Who did you vote for in the primary? If you voted for Jenny Durkan, press 1. If you voted for Cary Moon, press 2. If you voted for Nikkita Oliver, press 3. If you voted for Jessyn Farrell, press 4. If you voted for Mike McGinn, press 5. If you voted for Bob Hasegawa, press 6. If you voted for one of the other 15 candidates, press 7. (n=472)²

¹ Some respondents indicated they were not going to vote or were unsure. Those calls were terminated at this question, and because they did not complete this survey, they are not included in these results.

² The total percentages don’t equal 100% due to rounding in each line item result.

A. Jenny Durkan	45%
B. Cary Moon	12% ³
C. Nikkita Oliver	10%
D. Jessyn Farrell	6%
E. Mike McGinn	5%
F. Bob Hasegawa	12% ⁴
G. Other	11%

Great, let's move on. There are two candidates running for Seattle mayor in the general election, former US Attorney Jenny Durkan and Civic Leader Cary Moon.

3. If the election were held today, who do you think you would vote for? If you would vote for Jenny Durkan, press 1. If you would vote for Cary Moon, press 2. If you are unsure, press three.

A. Jenny Durkan	51%
B. Cary Moon	26%
C. Unsure/didn't answer	23%

4. As you may know, former Seattle Mayor Ed Murray recently resigned after a 5th allegation of sexual assault against a minor was made against him. Has Ed Murray's resignation influenced your vote for either Jenny Durkan or Cary Moon in the upcoming election? Press 1 if it has influenced your vote, or press 2 if it hasn't influenced you.

A. Has influenced vote	15%
B. Has not influenced vote	85%

<If Yes> Has Ed Murray's resignation made you more likely to vote for Jenny Durkan or more likely to vote for Cary Moon? Press 1 if you are more likely to vote for Jenny Durkan, and 2 if you are more likely to vote for Cary Moon as a result of Ed Murray's resignation. Or press three if you are unsure. (n=74, MOE=+/- 11%)

A. More likely to vote for Jenny Durkan	37%
B. More likely to vote for Cary Moon	34%
C. Unsure	29%

Thank you. That completes our survey.

³ Moon's actual performance in the primary was 17.62%, making the difference between that result and the number of respondents in our poll saying they voted for her a statistically relevant variation. There are a number of factors that could explain the lower number of respondents saying they voted for Moon, including Moon's voters may answer land lines at a lower rate than the voting public at large. We chose not to artificially weight Moon's respondents higher to match the primary result. In our experience, that is an influence that may invalidate the data overall, and risk the integrity of the research to otherwise reflect the opinion of the researcher.

⁴ This is a notable discrepancy between Hasegawa's actual performance in the primary (8.39%) and the number of respondents in this survey saying they voted for him (12.1%). However, this difference remains within the margin of error for this poll.