



MARCH 29, 2011

Seattle Mayor Mike McGinn's Job Performance Rating More Than 2:1 Negative

For every Seattle voter who thinks Mayor Mike McGinn is doing a "good" or "excellent" job, there are more than two who say "only fair" or "poor." Voters with the strongest opinions were more negative: when asked last week by *The Elway Poll* to rate the job Mike McGinn is doing as mayor, only 4% of the 405 Seattle voters interviewed said "excellent" while 27% said "poor."

A couple of high-profile issues appear to be extracting a political price with no compensating support from McGinn's allies.

No issue has been more associated with Mike McGinn than the replacement for the Alaskan Way Viaduct. It has not helped him: 63% of all the mayor's "poor" job ratings came from voters who said the tunnel should be built.

Supporters of McGinn's preferred alternative—transit and surface streets—make up only 22% of the voters. Significantly, even 54% of these supposed gave him a negative job rating.

Another current issue on which the mayor is out in front is the proposal to extend and increase the Families and Education Levy, which the city council just voted to put on the ballot. Here too, McGinn is getting little credit from supporters of the levy while taking hits from its opponents. It is no surprise that

66% of those who want the levy to expire gave him a negative rating. But so did 65% of those who favored his proposal to increase and extend the levy.

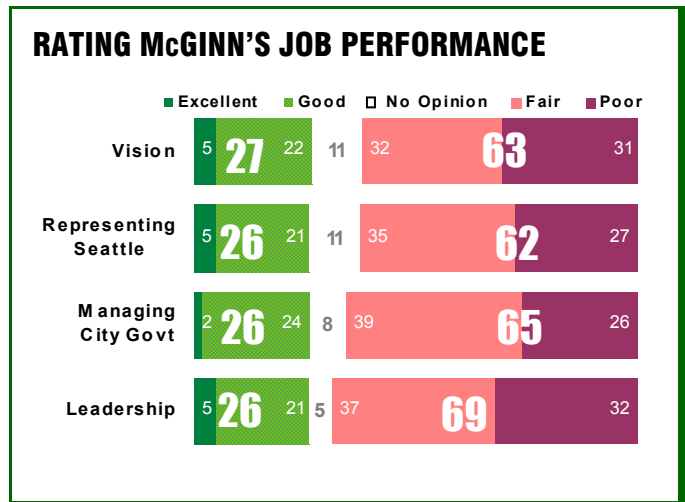
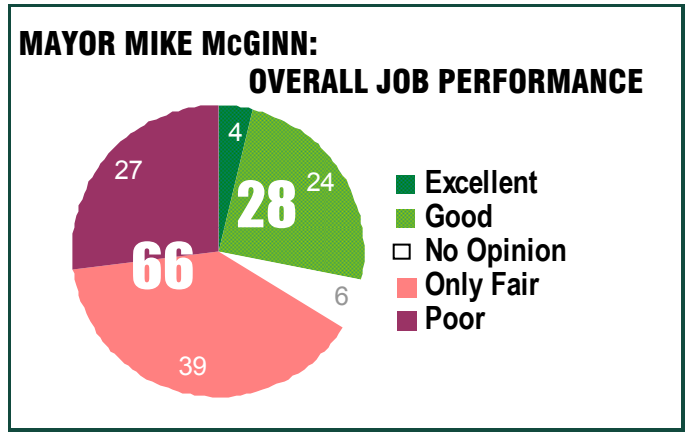
It is a bad sign when even most people who agree with McGinn on his core issues said he is doing a "poor" or "only fair" job as mayor.

In addition to the overall rating, voters were asked to rate McGinn on four aspects of the mayor's job:

1. Managing city government;
2. Providing leadership to the city;
3. Articulating a vision for the future; and
4. Representing Seattle to the state & country.

The results were similar for all four. His highest net ratings were for Vision (27% positive, 64% negative) and his lowest were for Leadership (26% positive; 69% negative).

Seattle mayors don't get much of a honeymoon. After just nine months in office, former Mayor Greg Nickels' job ratings were already under water, although not as much as McGinn's. Nickels overall ratings were: 4% excellent; 36% good; 45% only fair; 8% poor; and 7% no opinion (*Sept 2003*).



Sample Profile

Live telephone interviews were conducted between March 22-25, 2011 with 405 Seattle voters, selected at random from voter lists. The margin of sampling error is ±5% at the 95% level of confidence. This means, in theory, had this same survey been conducted 100 times, the results would be within ±5% of the results reported here at least 95 times.

AREA (ZIP CODE)

North West (98103,-107,-117,-133,-177)	24%
North East (98105,-115,-125,-195,-185)	20%
Downtown—Queen Anne—Magnolia (98101,-104,-109,-119,-121,-154,-161,-164,-181,-191,-199)	15%
West Seattle (98106,-116,-134,-136,-168)	12%
East (98102,-112,-122,-144)	19%
South East (98108,-118,-146,-148,-178,-188)	10%

GENDER

Male	48%
Female	52%

AGE

18-35	11%
36-50	19%
51-64	36%
65+	33%

PARTY ID

Democrat	51%
Republican	12%
Independent	37%

VOTE HISTORY

0-1 Votes in last 4 elections	11%
2 Votes	13%
3 Votes	17%
4 Votes in last 4 elections	59%

INCOME

\$25,000 or less	10%
\$25 to \$50,000	25%
\$50 to \$75,000	19%
Over \$75,000	24%
No Answer	23%

The Elway Poll

The Elway Poll is an independent, non-partisan analysis of public opinion in Washington and the Northwest available exclusively to subscribers.

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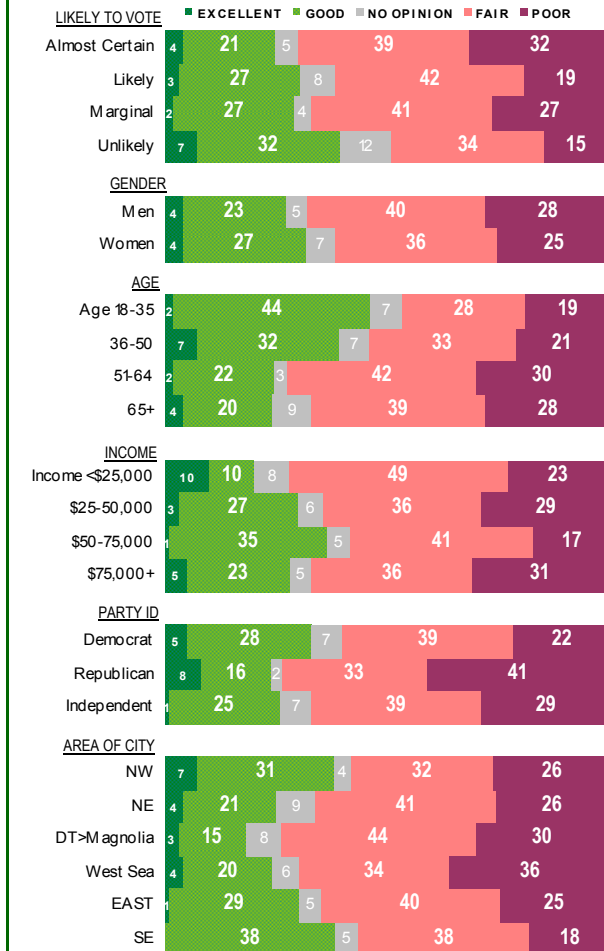
The Elway Poll
 7035 Palatine N.
 Seattle, WA 98103
 206/264-1500 FAX: 264-0301
 elway@elwayresearch.com

There was a generational component to how voters viewed the mayor. His highest ratings were from voters under age 35, but even those voters were divided. Among voters under 35:

46% said he is doing an "excellent" or "good job"
 47% said "only fair" or "poor."

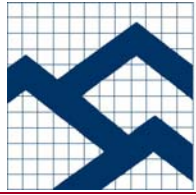
There was no such split among older voters: 70% of voters over age 50 rated his job performance as "only fair" or "poor" while 24% said "excellent" or "good."

McGINN RATINGS BY DEMOGRAPHIC CATEGORY



WORDING OF QUESTIONS

- 1 First, overall, how would you rate the job that Mike McGinn is doing as mayor? Would you say Excellent, Good, Only Fair, Poor? [OPTIONS ROTATED]
- 2 There are several parts to the job of mayor. For each of the following things, tell me whether you rate the job McGinn has been doing as: Excellent, Good, Only Fair, or Poor. The first one is...
 - Managing city government
 - Providing leadership to the city
 - Articulating a vision for the future of the city
 - Representing Seattle to the state and country.



The Elway Poll

The Elway Poll is the only independent, non-partisan analysis of public opinion trends in Washington State. Since 1992, it has measured changing public attitudes, analyzed the interplay of issues, candidates and opinions, and tracked political races. *The Elway Poll* creates information not available in any form, from any other sources. It includes:

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email: epoll@elwayresearch.com

fax: (206/264-0301)

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