

TO: Ron Severt, Space Needle
FR: Andrew Thibault, EMC Research
DT: 3/1/2013
RE: Key Findings of Citywide IVR Survey

Key Findings

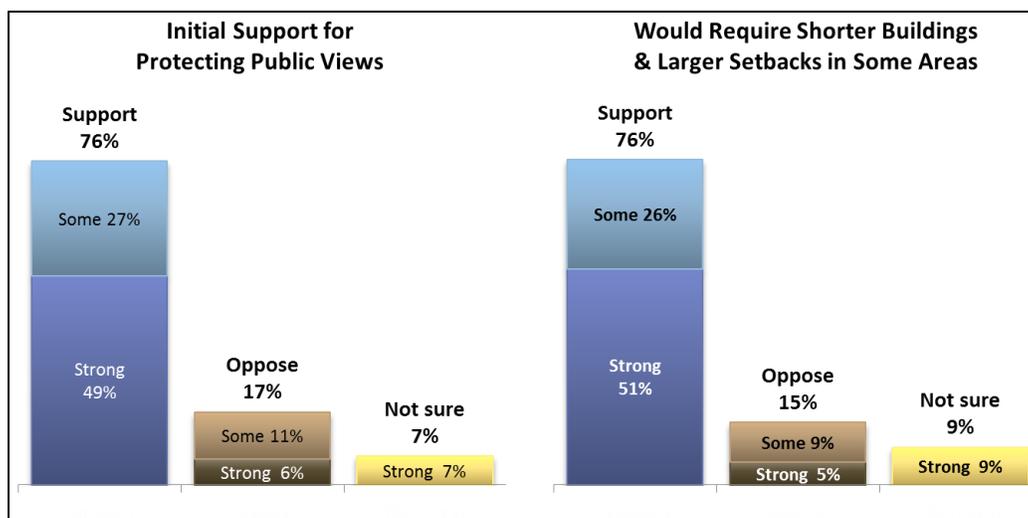
1. The SLU rezone is not popular with voters right now (37% Support), although the intensity of opposition is low and there are indications that voter attitudes have not yet hardened.

- Voters oppose “changing the City’s building ordinance to allow for development of taller buildings in the South Lake Union neighborhood” by a 49% to 37% margin, with 14% not sure if they support it or not. However, only a quarter of voters (24%) are “strongly opposed.”
- Half of voters (49%) say they are following the public discussion either “very closely” or “somewhat closely.” Support for the rezone is 12 points higher among voters who are following the debate, suggesting that there is an opportunity to grow support as voters become more aware of the issue.

2. Whether or not they have been following the discussion, voters across the board overwhelmingly support (76%+) “requiring that the new development rules for South Lake Union protect important public views.”

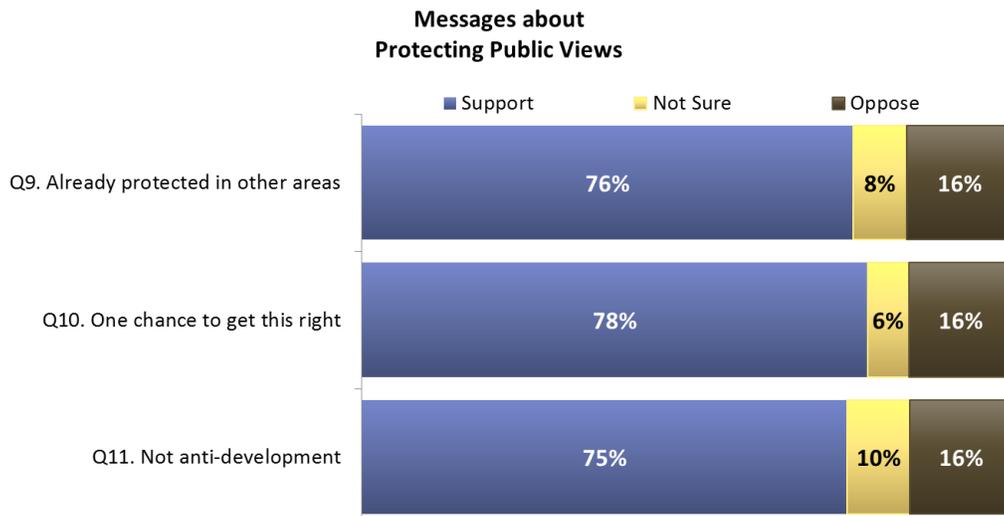
Initial support for protecting public views is double support for the overall rezone suggesting that doing so has significant potential to increase support for the rezone.

- Three-fourths (76%) of Seattle voters support protecting public views and half (49%) “strongly support” protecting views. And this is before making any arguments about the benefits of protecting public views.
- Support remains strong and intense even after voters are told that this would mean that “in a few key public view corridors, like public parks, buildings would have to be shorter or they would have to be setback further from the street.” (76% Support / 51% Strongly Support)
- Voters who are undecided about the rezone support protecting views by a 30 to 1 margin (60% to 2%).



3. Messages about protecting public views are extremely effective, although it is important to note again that voter support is not dependent on persuasion. Voter support for protecting public views is extremely strong and consistent before any messaging.

- “The City has already made it a policy to protect views of the Space Needle from certain parks in other areas of the city. This change would simply add public parks and spaces in South Lake Union to the list.” (76% Support / 52% Strongly Support)
- “Supporters of rules to protect key public views say that we only have one chance to get this right. If we don’t protect these important public views now they will be gone forever and Seattle will become a very different City.” (78% Support / 53% Strongly Support)
- “Supporters say that protecting critical public views is not anti-development, it’s smart development that recognizes and protects the things that are part of the fabric of our city, while still allowing for growth and change.” (75% Support / 51% Strongly Support)



Methodology

EMC conducted an IVR (Interactive Voice Response) phone survey of 805 Registered Voters in the City of Seattle, February 27th-28th, 2013. The margin of error for the overall results is ±3.5 points at the 95% confidence interval.