VISION 2050 Online Public Opinion Survey

- Opened April 2018
- Closed November 1, 2018
- Available online in 6 languages
- Print copies available upon request
- 2,117 responses
- Not scientific
Who took the survey?

Majority of respondents identify as residents of urban and suburban areas of King and Snohomish Counties.
Who took the survey?

Zip Codes with Most Responses
- Redmond
- Mill Creek
- Everett
- Edmonds
- Kirkland
- Lynnwood
- Snohomish County – Silver Lake
- Seattle – Wallingford
- Spanaway
- Seattle – Northgate/Lake City
A majority of residents feel positive about quality of life in the region

Q12: Overall, how would you describe the quality of life in the central Puget Sound region?

- **Online Survey**:
  - 9% Very Poor
  - 27% Poor
  - 52% Average
  - 12% Good
  - 64% Excellent

- **Scientific Survey**:
  - 5% Very Poor
  - 29% Poor
  - 49% Average
  - 16% Good
  - 65% Excellent

64% of residents rate the quality of life as Good or Excellent, indicating a positive sentiment in the region.
Open ended answers support findings about quality of life in the region

Q13: Why do you describe the quality of life in the Central Puget Sound region as [answer from previous question]?

Themes from positive responses
- Natural environment
- Access to amenities
- Strong employment and economic growth

Themes from negative responses
- Traffic
- Housing affordability
- Crime

“You don’t HAVE to have a car to get around, plus the environment is spectacular and easily accessible.”

“The traffic congestion, lack of infrastructure and the homeless crisis have really changed how I feel about this area.”
Q14: What do you like **best** about living in the central Puget Sound region?

- **Natural Environment**: 34% (Online Survey), 22% (Scientific Survey)
- **Outdoor Recreation**: 13% (Online Survey), 11% (Scientific Survey)
- **Climate/Weather**: 10% (Online Survey), 12% (Scientific Survey)
- **Jobs/Economic Opportunity**: 8% (Online Survey), 6% (Scientific Survey)
- **Rural/Small Town Feel**: 4% (Online Survey), 5% (Scientific Survey)
Cost of living tops the list of dislikes about the region

Q15: What do you like least about living in the central Puget Sound region?

- **Cost of Living**: 29% (Online Survey), 29% (Scientific Survey)
- **Transit/Transportation**: 10% (Online Survey), 24% (Scientific Survey)
- **Growth/Development**: 5% (Online Survey), 11% (Scientific Survey)
- **Political Environment**: 5% (Online Survey), 10% (Scientific Survey)
- **Safety/Crime**: 6% (Scientific Survey)

Legend:
- Red: Online Survey
- Green: Scientific Survey
Online respondents prioritize less traffic over lower cost of living

Q16: What one change would you most like to see happen in the central Puget Sound region over the next 25 years?

- Less traffic congestion: 18% (Online Survey) 19% (Scientific Survey)
- Better planning for growth and development: 8% (Online Survey) 15% (Scientific Survey)
- Expansion of public transportation: 8% (Online Survey) 14% (Scientific Survey)
- Preservation of land/open space: 4% (Online Survey) 10% (Scientific Survey)
- More affordable housing: 9% (Online Survey) 14% (Scientific Survey)
Affordable housing is difficult to access for all survey respondents

Q17-26: How easy or difficult is it for you to access the following in the central Puget Sound region?

<table>
<thead>
<tr>
<th>Survey Type</th>
<th>Access Difficulty</th>
<th>Affordable Housing</th>
<th>Reliable Transportation Choices</th>
<th>Good Jobs/Employment Opportunities</th>
</tr>
</thead>
<tbody>
<tr>
<td>Online Survey</td>
<td></td>
<td>36%</td>
<td>28%</td>
<td>18%</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>2%</td>
<td>6%</td>
</tr>
<tr>
<td>Scientific Survey</td>
<td></td>
<td>28%</td>
<td>31%</td>
<td>23%</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>9%</td>
<td>4%</td>
</tr>
</tbody>
</table>

- **Online Survey**
  - Affordable housing: 36% Very Difficult, 28% Difficult, 18% Average, 6% Easy, 2% Very Easy
- Reliable transportation choices: 18% Very Difficult, 26% Difficult, 30% Average, 16% Easy, 5% Very Easy
- Good jobs/employment opportunities: 5% Very Difficult, 11% Difficult, 31% Average, 30% Easy, 12% Very Easy

- **Scientific Survey**
  - Affordable housing: 28% Very Difficult, 31% Difficult, 23% Average, 9% Easy, 4% Very Easy
  - Reliable transportation choices: 7% Very Difficult, 18% Difficult, 35% Average, 23% Easy, 11% Very Easy
  - Good jobs/employment opportunities: 6% Very Difficult, 13% Difficult, 35% Average, 25% Easy, 10% Very Easy
Opinions on growth and development are mixed

Q27: What kind of impact has growth and development had on the central Puget Sound region in the past 10 years?

<table>
<thead>
<tr>
<th>Survey Type</th>
<th>Mostly Negative</th>
<th>Somewhat Negative</th>
<th>Both Positive and Negative</th>
<th>Somewhat Positive</th>
<th>Mostly Positive</th>
</tr>
</thead>
<tbody>
<tr>
<td>Online Survey</td>
<td>20%</td>
<td>17%</td>
<td>43%</td>
<td>8%</td>
<td>10%</td>
</tr>
<tr>
<td>Scientific Survey</td>
<td>10%</td>
<td>14%</td>
<td>47%</td>
<td>14%</td>
<td>10%</td>
</tr>
</tbody>
</table>
Q28: Why did you say the impact of growth and development has been [answer to previous question]?

Themes from positive responses
• Strong employment and economic growth
• Access to opportunities
• More people is a good thing

Themes from negative responses
• Housing affordability
• Traffic
• Insufficient infrastructure

“All those cranes covering the skies of Seattle mean many opportunities!.”

“Cost of living driving out lower- and middle-class citizens, fighting for housing leading to political deadlock.”
Online respondents view current planning efforts more negatively

Q29: How would you rate the community where you live when it comes to planning for growth and development?

<table>
<thead>
<tr>
<th></th>
<th>Very Poor</th>
<th>Poor</th>
<th>Average</th>
<th>Good</th>
<th>Excellent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Online Survey</td>
<td>12%</td>
<td>27%</td>
<td>40%</td>
<td>17%</td>
<td>3%</td>
</tr>
<tr>
<td>Scientific Survey</td>
<td>6%</td>
<td>19%</td>
<td>50%</td>
<td>20%</td>
<td>5%</td>
</tr>
</tbody>
</table>
Q30: Do you think the region is on the right or the wrong track when it comes to planning for the future?
Addressing housing affordability is important

Q44: For you, personally, how important or unimportant is it that the central Puget Sound region address housing affordability?

- Online Survey: 7% Not Important, 10% Slightly Important, 15% Moderately Important, 22% Important, 46% Very Important
- Scientific Survey: 6% Not Important, 9% Slightly Important, 17% Moderately Important, 22% Important, 46% Very Important
A strong majority of online respondents support TOD

Q46: Which of the following do you think is best for creating more affordable housing in the central Puget Sound region?

- Encouraging development in urban areas, near transit: 80% (Online Survey), 73% (Scientific Survey)
- Encouraging development outside of urban areas, near highways: 20% (Online Survey), 27% (Scientific Survey)
Climate change is an important issue for most online respondents

Q47: For you, personally, how important or unimportant is it that the central Puget Sound region be a leader in the nation when it comes to reducing greenhouse gas emissions?

Online Survey
- Not Important: 18%
- Slightly Important: 10%
- Moderately Important: 14%
- Important: 19%
- Very Important: 39%
- Total: 58%

Scientific Survey
- Not Important: 15%
- Slightly Important: 13%
- Moderately Important: 25%
- Important: 23%
- Very Important: 24%
- Total: 47%
A strong majority of all respondents support regional coordination.

Q49: How important is it to you that governments work together and in consultation with businesses and community organizations to develop and carry out an overall, regional growth strategy for the central Puget Sound region?

- **Online Survey:**
  - Not Important: 4%
  - Slightly Important: 11%
  - Moderately Important: 29%
  - Important: 53%
  - Very Important: 82%

- **Scientific Survey:**
  - Not Important: 8%
  - Slightly Important: 22%
  - Moderately Important: 32%
  - Important: 35%
  - Very Important: 68%