

Public Opinion of City Priorities and Seattle Sports Arenas

Presented by: Strategies 360
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Methodology

Strategies 360 conducted a live telephone survey of voters in Seattle, Washington.

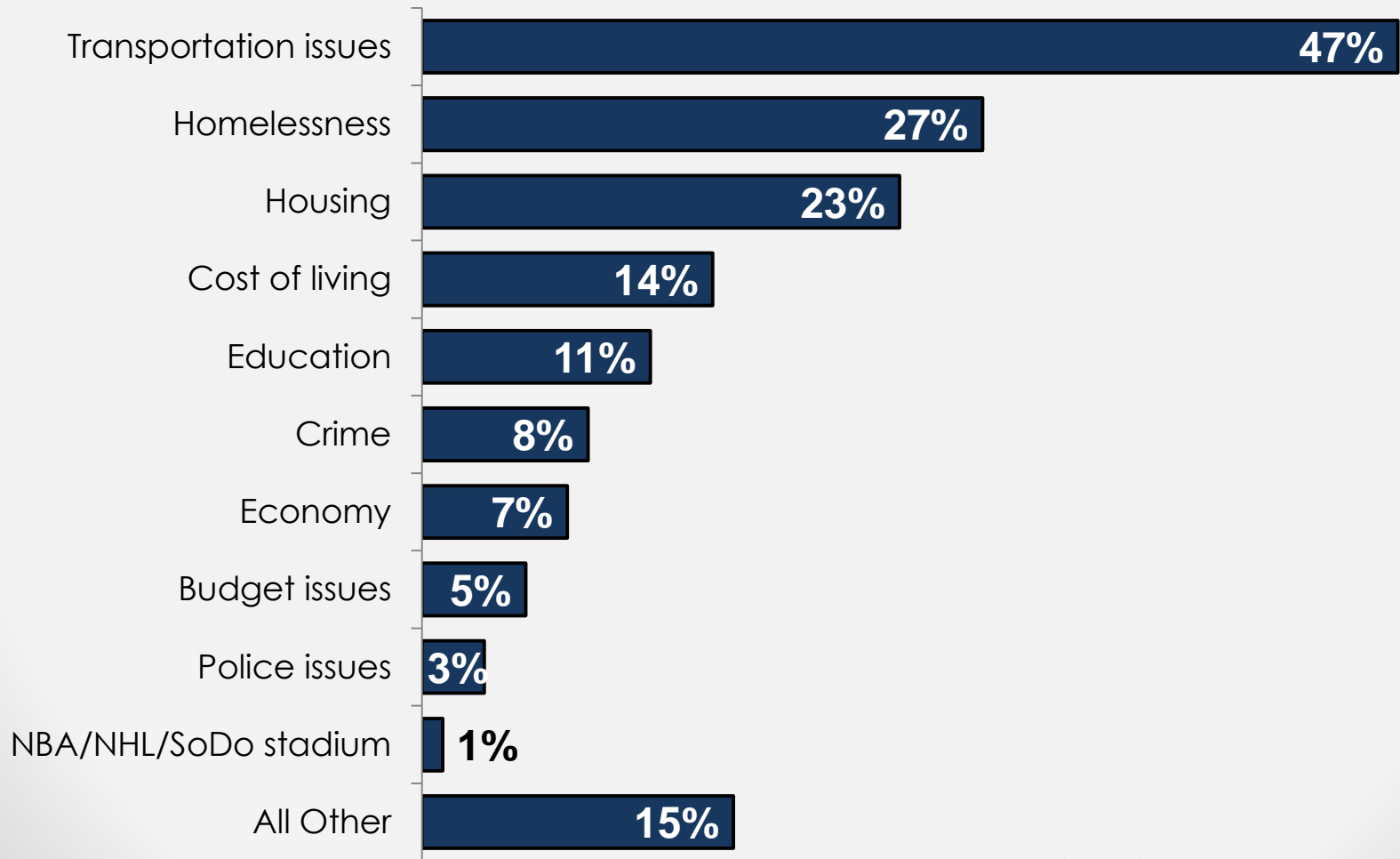
- 601 voters completed a telephone survey administered by live interviewers.
- The margin of error is +/-4.0%.
- Respondents were reached on landline and mobile phones.
- Interviews were completed February 24 - 29, 2016.

Executive Summary

- Seattleites are most concerned about transportation issues, pocketbook issues, and homelessness.
- 75% say that building a new arena in SODO should not be a priority for the City of Seattle.
- 77% say the City Council should either delay voting on the street vacation or vote against it.
- Given traffic concerns, 61% say SODO is not the right place for a new arena.
- Voters are divided over the economic benefits of building a new arena and nearly 60% are worried about the impact on the industrial and maritime industries.

Transportation, homelessness, and pocketbook issues are top concerns.

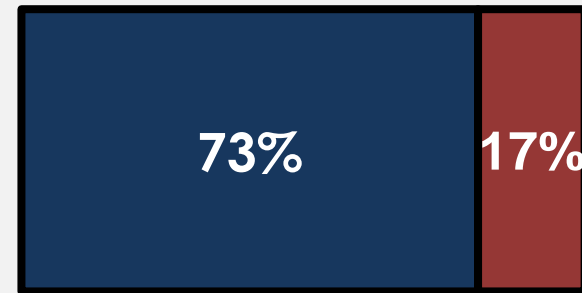
Which challenges facing Seattle would you most like to see the Mayor and City Council address? **(OPEN ENDED)**



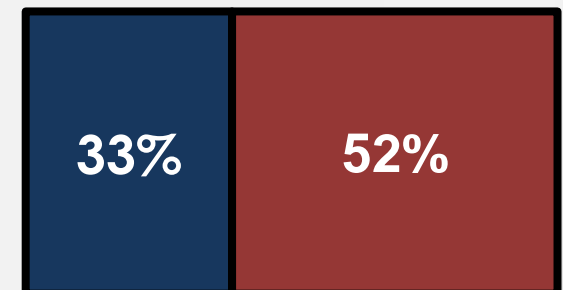
Seattleites believe the SODO Arena shouldn't move forward without an NBA or NHL team.

Agree | Disagree

Some say that **investing in a new arena now is like putting the cart before the horse**. Both the NBA and NHL have said they have no plans to relocate a team to Seattle. **We shouldn't move forward on a new arena when there is no team to use it**. Instead, we should take the time to fully explore the Key Arena option and find private funding to help make it suitable for attracting NBA and NHL teams.



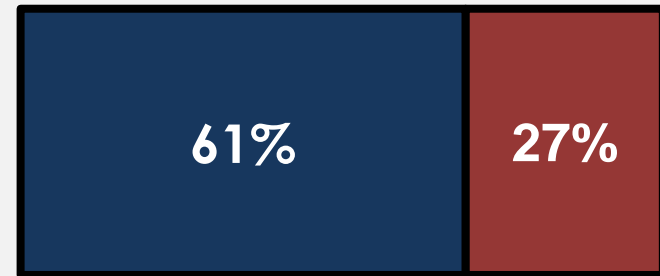
Some say that professional sports add to Seattle's culture and community. **Without a new arena, Seattle stands very little chance of ever getting an NBA or NHL team**. Key Arena does not currently meet the requirements of the NBA or NHL and it would require millions of dollars of taxpayer investment to make it suitable for professional sports. **If we want an NBA or NHL team, we need a new arena.**



Given traffic concerns, 61% say SODO is not the right place for a new arena.

Agree | Disagree

Some say Seattle already has some of the worst traffic in the country and **adding a third sports arena in SODO near the interchange of I-90 and I-5 will make the problem much worse**. On the night of events, the new arena is projected to add at least 6,000 more cars to roads and highways during rush hour and the problem will only get worse on nights when there are also Mariners, Sounders, or Seahawks games. **SODO is not the right spot for a new arena, especially when we have an alternative like Key Arena.**



Some say that building the new arena in the **SODO neighborhood is the best option**. Seattle would **still face major traffic concerns if the city were to revitalize Key Arena instead** and a new arena provides many benefits like a state-of-the-art-facility for concerts and professional sports like the NBA and NHL.

