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Seattle most popular city in the US but not in WA

Raleigh, N.C. – Seattle claimed the title of most popular city in the country in April, but it cannot claim the title of most popular city in Washington. Spokane comes in as the most popular of the state's cities, with 56% seeing it favorably and only 14% unfavorably. Seattle has a higher raw favorability (58%), but 26% see it negatively. In terms of net favorability, Vancouver also tops Seattle (49-10). The capital, Olympia, is not far behind (48-20).

Seattle topped the list of most popular cities in the U.S. with a 57-14 favorability spread nationwide. Dragging down Seattle's favorability rating in its home state is an enormous partisan division among voters. The state's largest city has a +74 net favorability rating (82-8) with Democrats and a -3 net favorability rating (38-41) with Republicans. Independents favor the city, 48-35.

Spokane is the most popular city with Republicans at 69% favorability among GOP voters. But unlike Seattle, Spokane is viewed positively by all voters. 52% of Democrats and 50% of independents also view the city favorably.

Microsoft, whose headquarters is located in the state, is overwhelmingly popular, at 72% favorability. Microsoft employs 40,000 people in Washington. Washingtonians' pro-Microsoft sentiments also extend to PCs, which are more popular than Macs (44-22). Upholding stereotypes, Democrats like Macs more than Republicans—25% of state Democrats favor Macs over PCs, while just 17% of Republicans feel the same way. Just 6% of young voters (aged 18 to 29) favor Macs over PCs.

Starbucks, which is also headquartered in the state, is significantly less popular than Microsoft, at 46% favorability. Starbucks is very popular with liberals and not very popular with conservatives—61% of very liberal voters have a favorable opinion of the company to just 38% of very conservative voters. The company has a +39 net favorability rating with Democrats and just a +14 net favorability rating with Republicans.

PPP surveyed 1,073 Washington voters from June 14th to June 17th. The margin of error for the survey is +/-3.0%. This poll was not paid for or authorized by any campaign or political organization. PPP surveys are conducted through automated telephone interviews.

Washington Survey Results

Q1 Do you have a favorable or unfavorable opinion of the city of Seattle?

Favorable..... 58%
Unfavorable 26%
Not sure 16%

Q2 Do you have a favorable or unfavorable opinion of the city of Spokane?

Favorable..... 56%
Unfavorable 14%
Not sure 30%

Q3 Do you have a favorable or unfavorable opinion of the city of Tacoma?

Favorable..... 33%
Unfavorable 40%
Not sure 28%

Q4 Do you have a favorable or unfavorable opinion of the city of Vancouver?

Favorable..... 49%
Unfavorable 10%
Not sure 41%

Q5 Do you have a favorable or unfavorable opinion of the city of Olympia?

Favorable..... 48%
Unfavorable 20%
Not sure 32%

Q6 Do you have a favorable or unfavorable opinion of Starbucks?

Favorable..... 46%
Unfavorable 25%
Not sure 29%

Q7 Do you have a favorable or unfavorable opinion of Microsoft?

Favorable..... 72%
Unfavorable 14%
Not sure 14%

Q8 Do you have a higher opinion of Macs or PCs?

Macs..... 22%
PCs..... 44%
Not sure 33%

Q9 Do you consider yourself a hipster, or not?

Consider yourself a hipster 7%
Do not 76%
Not sure 17%

Q10 Who did you vote for President in 2008?

John McCain..... 38%
Barack Obama..... 55%
Someone else/Don't remember 7%

Q11 Would you describe yourself as very liberal, somewhat liberal, moderate, somewhat conservative, or very conservative?

Very liberal..... 12%
Somewhat liberal 24%
Moderate..... 28%
Somewhat conservative..... 23%
Very conservative 12%

Q12 If you are a woman, press 1. If a man, press 2.

Woman 54%
Man..... 46%

Q13 If you are a Democrat, press 1. If a Republican, press 2. If you are an independent or identify with another party, press 3.

Democrat 36%
Republican..... 28%
Independent/Other..... 36%

Q14 If you are white, press 1. If other, press 2.

White 86%
Other..... 14%

Q15 If you are 18 to 29 years old, press 1. If 30 to 45, press 2. If 46 to 65, press 3. If you are older than 65, press 4.

18 to 29..... 12%
30 to 45..... 26%
46 to 65..... 43%
Older than 65..... 19%



Crosstabs

	Base	2008 Vote		
		John McCain	Barack Obama	Someone else/Don't remember
Seattle Favorability				
Favorable	58%	37%	75%	38%
Unfavorable	26%	42%	14%	36%
Not sure	16%	21%	11%	25%

	Base	2008 Vote		
		John McCain	Barack Obama	Someone else/Don't remember
Spokane Favorability				
Favorable	56%	64%	50%	64%
Unfavorable	14%	9%	17%	8%
Not sure	30%	27%	32%	28%

	Base	2008 Vote		
		John McCain	Barack Obama	Someone else/Don't remember
Tacoma Favorability				
Favorable	33%	25%	40%	19%
Unfavorable	40%	47%	35%	39%
Not sure	28%	28%	25%	42%

	Base	2008 Vote		
		John McCain	Barack Obama	Someone else/Don't remember
Vancouver Favorability				
Favorable	49%	48%	52%	30%
Unfavorable	10%	12%	9%	9%
Not sure	41%	39%	39%	61%





Crosstabs

	Base	2008 Vote		
		John McCain	Barack Obama	Someone else/Don't remember
Olympia Favorability				
Favorable	48%	32%	61%	29%
Unfavorable	20%	30%	12%	32%
Not sure	32%	38%	27%	39%

	Base	2008 Vote		
		John McCain	Barack Obama	Someone else/Don't remember
Starbucks Favorability				
Favorable	46%	45%	48%	35%
Unfavorable	25%	29%	23%	19%
Not sure	29%	26%	29%	46%

	Base	2008 Vote		
		John McCain	Barack Obama	Someone else/Don't remember
Microsoft Favorability				
Favorable	72%	76%	72%	56%
Unfavorable	14%	13%	14%	15%
Not sure	14%	11%	14%	29%

	Base	2008 Vote		
		John McCain	Barack Obama	Someone else/Don't remember
Macs or PCs?				
Macs	22%	24%	24%	5%
PCs	44%	47%	42%	50%
Not sure	33%	30%	34%	45%





Crosstabs

	Base	2008 Vote		
		John McCain	Barack Obama	Someone else/Don't remember
Hipster?				
Consider yourself a hipster	7%	10%	5%	8%
Do not	76%	74%	77%	71%
Not sure	17%	16%	17%	21%

	Base	Ideology				
		Very liberal	Somewhat liberal	Moderate	Somewhat conservative	Very conservative
Seattle Favorability						
Favorable	58%	78%	78%	60%	36%	37%
Unfavorable	26%	3%	13%	26%	45%	41%
Not sure	16%	19%	8%	15%	19%	22%

	Base	Ideology				
		Very liberal	Somewhat liberal	Moderate	Somewhat conservative	Very conservative
Spokane Favorability						
Favorable	56%	53%	53%	56%	53%	73%
Unfavorable	14%	9%	20%	15%	11%	6%
Not sure	30%	38%	27%	28%	36%	21%

	Base	Ideology				
		Very liberal	Somewhat liberal	Moderate	Somewhat conservative	Very conservative
Tacoma Favorability						
Favorable	33%	48%	37%	36%	23%	21%
Unfavorable	40%	12%	40%	41%	48%	45%
Not sure	28%	39%	22%	23%	29%	34%





Crosstabs

	Base	Ideology				
		Very liberal	Somewhat liberal	Moderate	Somewhat conservative	Very conservative
Vancouver Favorability						
Favorable	49%	59%	52%	45%	44%	50%
Unfavorable	10%	8%	4%	16%	11%	11%
Not sure	41%	33%	44%	39%	44%	39%

	Base	Ideology				
		Very liberal	Somewhat liberal	Moderate	Somewhat conservative	Very conservative
Olympia Favorability						
Favorable	48%	70%	63%	45%	34%	27%
Unfavorable	20%	9%	13%	20%	31%	26%
Not sure	32%	21%	24%	34%	35%	47%

	Base	Ideology				
		Very liberal	Somewhat liberal	Moderate	Somewhat conservative	Very conservative
Starbucks Favorability						
Favorable	46%	61%	49%	41%	47%	34%
Unfavorable	25%	15%	22%	29%	22%	39%
Not sure	29%	24%	29%	30%	32%	27%

	Base	Ideology				
		Very liberal	Somewhat liberal	Moderate	Somewhat conservative	Very conservative
Microsoft Favorability						
Favorable	72%	75%	72%	71%	72%	72%
Unfavorable	14%	14%	11%	16%	12%	17%
Not sure	14%	11%	16%	13%	16%	11%





Crosstabs

	Base	Ideology				
		Very liberal	Somewhat liberal	Moderate	Somewhat conservative	Very conservative
Macs or PCs?						
Macs	22%	24%	25%	23%	20%	18%
PCs	44%	43%	38%	48%	44%	51%
Not sure	33%	33%	37%	29%	36%	31%

	Base	Ideology				
		Very liberal	Somewhat liberal	Moderate	Somewhat conservative	Very conservative
Hipster?						
Consider yourself a hipster	7%	11%	7%	5%	8%	6%
Do not	76%	76%	78%	74%	72%	80%
Not sure	17%	13%	15%	21%	19%	14%

	Base	Gender	
		Woman	Man
Seattle Favorability			
Favorable	58%	61%	55%
Unfavorable	26%	22%	31%
Not sure	16%	18%	13%

	Base	Gender	
		Woman	Man
Spokane Favorability			
Favorable	56%	53%	60%
Unfavorable	14%	16%	11%
Not sure	30%	31%	29%





Crosstabs

	Base	Gender	
		Woman	Man
Tacoma Favorability			
Favorable	33%	32%	34%
Unfavorable	40%	41%	38%
Not sure	28%	27%	28%

	Base	Gender	
		Woman	Man
Vancouver Favorability			
Favorable	49%	51%	47%
Unfavorable	10%	7%	13%
Not sure	41%	42%	40%

	Base	Gender	
		Woman	Man
Olympia Favorability			
Favorable	48%	50%	46%
Unfavorable	20%	17%	24%
Not sure	32%	33%	30%

	Base	Gender	
		Woman	Man
Starbucks Favorability			
Favorable	46%	51%	41%
Unfavorable	25%	21%	29%
Not sure	29%	28%	30%





Crosstabs

	Base	Gender	
		Woman	Man
Microsoft Favorability			
Favorable	72%	74%	70%
Unfavorable	14%	11%	17%
Not sure	14%	15%	13%

	Base	Gender	
		Woman	Man
Macs or PCs?			
Macs	22%	23%	22%
PCs	44%	46%	42%
Not sure	33%	31%	36%

	Base	Gender	
		Woman	Man
Hipster?			
Consider yourself a hipster	7%	8%	6%
Do not	76%	75%	77%
Not sure	17%	17%	18%

	Base	Party		
		Democrat	Republican	Independent/Other
Seattle Favorability				
Favorable	58%	82%	38%	48%
Unfavorable	26%	8%	41%	35%
Not sure	16%	10%	22%	17%





Crosstabs

	Base	Party		
		Democrat	Republican	Independent/Other
Spokane Favorability				
Favorable	56%	52%	69%	50%
Unfavorable	14%	14%	6%	18%
Not sure	30%	33%	25%	31%

	Base	Party		
		Democrat	Republican	Independent/Other
Tacoma Favorability				
Favorable	33%	44%	24%	28%
Unfavorable	40%	28%	50%	43%
Not sure	28%	28%	26%	29%

	Base	Party		
		Democrat	Republican	Independent/Other
Vancouver Favorability				
Favorable	49%	54%	51%	41%
Unfavorable	10%	5%	13%	13%
Not sure	41%	40%	35%	46%

	Base	Party		
		Democrat	Republican	Independent/Other
Olympia Favorability				
Favorable	48%	64%	36%	40%
Unfavorable	20%	8%	33%	24%
Not sure	32%	29%	31%	36%





Crosstabs

	Base	Party		
		Democrat	Republican	Independent/Other
Starbucks Favorability				
Favorable	46%	56%	42%	38%
Unfavorable	25%	17%	28%	31%
Not sure	29%	27%	30%	31%

	Base	Party		
		Democrat	Republican	Independent/Other
Microsoft Favorability				
Favorable	72%	77%	77%	63%
Unfavorable	14%	8%	16%	19%
Not sure	14%	15%	7%	19%

	Base	Party		
		Democrat	Republican	Independent/Other
Macs or PCs?				
Macs	22%	25%	17%	24%
PCs	44%	39%	55%	41%
Not sure	33%	36%	28%	34%

	Base	Party		
		Democrat	Republican	Independent/Other
Hipster?				
Consider yourself a hipster	7%	7%	11%	4%
Do not	76%	74%	75%	78%
Not sure	17%	19%	14%	18%





Crosstabs

	Base	Race	
		White	Other
Seattle Favorability			
Favorable	58%	57%	67%
Unfavorable	26%	26%	25%
Not sure	16%	17%	8%

	Base	Race	
		White	Other
Spokane Favorability			
Favorable	56%	56%	59%
Unfavorable	14%	14%	10%
Not sure	30%	30%	31%

	Base	Race	
		White	Other
Tacoma Favorability			
Favorable	33%	33%	34%
Unfavorable	40%	40%	40%
Not sure	28%	28%	27%

	Base	Race	
		White	Other
Vancouver Favorability			
Favorable	49%	50%	39%
Unfavorable	10%	10%	11%
Not sure	41%	39%	51%





Crosstabs

	Base	Race	
		White	Other
Olympia Favorability			
Favorable	48%	48%	50%
Unfavorable	20%	20%	24%
Not sure	32%	33%	26%

	Base	Race	
		White	Other
Starbucks Favorability			
Favorable	46%	46%	43%
Unfavorable	25%	25%	23%
Not sure	29%	28%	35%

	Base	Race	
		White	Other
Microsoft Favorability			
Favorable	72%	72%	71%
Unfavorable	14%	14%	13%
Not sure	14%	14%	16%

	Base	Race	
		White	Other
Macs or PCs?			
Macs	22%	23%	20%
PCs	44%	45%	39%
Not sure	33%	32%	41%





Crosstabs

	Base	Race	
		White	Other
Hipster?			
Consider yourself a hipster	7%	7%	8%
Do not	76%	76%	73%
Not sure	17%	17%	18%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
Seattle Favorability					
Favorable	58%	65%	62%	57%	50%
Unfavorable	26%	18%	26%	29%	26%
Not sure	16%	18%	12%	14%	24%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
Spokane Favorability					
Favorable	56%	47%	56%	60%	54%
Unfavorable	14%	12%	27%	8%	7%
Not sure	30%	41%	17%	32%	39%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
Tacoma Favorability					
Favorable	33%	29%	27%	36%	37%
Unfavorable	40%	35%	53%	37%	26%
Not sure	28%	35%	20%	26%	37%





Crosstabs

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
Vancouver Favorability					
Favorable	49%	59%	38%	55%	45%
Unfavorable	10%	6%	17%	9%	5%
Not sure	41%	35%	45%	36%	50%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
Olympia Favorability					
Favorable	48%	29%	48%	53%	49%
Unfavorable	20%	24%	25%	19%	15%
Not sure	32%	47%	28%	28%	36%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
Starbucks Favorability					
Favorable	46%	53%	45%	47%	39%
Unfavorable	25%	29%	27%	26%	18%
Not sure	29%	18%	28%	27%	43%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
Microsoft Favorability					
Favorable	72%	65%	72%	73%	76%
Unfavorable	14%	18%	19%	11%	10%
Not sure	14%	18%	9%	16%	13%





Crosstabs

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
Macs or PCs?					
Macs	22%	6%	28%	27%	14%
PCs	44%	53%	44%	43%	41%
Not sure	33%	41%	28%	30%	45%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
Hipster?					
Consider yourself a hipster	7%	6%	13%	5%	3%
Do not	76%	81%	70%	78%	76%
Not sure	17%	13%	17%	17%	22%

