



QUALITY OF LIFE
INDEX
THURSTON REGION



JULY 2024
PREPARED BY ELWAY RESEARCH



Survey of Thurston County Voters

- 500 Thurston County Voters
- +/- 4.5% Margin of Sampling Error
- Conducted June 18-23, 2024
- Multi-mode data collection (landline, cellphone, text)
- Administered by Elway Research



Thurston County as a Place to Live: “C+” (2.63)

A for Excellent B for Very Good C for Satisfactory D for Unsatisfactory F for Poor No Opinion

Q1: Overall, how would you rate Thurston County as a place to live? If you were to give a grade – like they do in school – would you say...?





The Main Reason for the Grade Varies

Q2: What is the main reason you gave that grade?

Excellent	Very Good	Satisfactory	Fair	Poor
Community/Size 16%	Quality of Life 17%	Expensive 15%	Crime/Drugs 23%	Expensive 28%
Beauty/Setting 15%	Beauty/Setting 13%	Crime/Drugs 15%	Homelessness 19%	Taxes 17%
Quality of Life 11%	Community/Size 7%	Homelessness 13%	Expensive 17%	Homelessness 17%
Safety 11%	Diversity 7%	Beauty/Setting 6%	Taxes 9%	Crime/Drugs 11%
Diversity 7%	Homelessness 6%	Amenities 6%	Diversity 9%	Govt/Politics 11%
Schools 6%	Safety 5%	Good & Bad 5%	Govt/Politics 6%	Schools 6%
Raise Family 6%	Raise Family 4%	Growth/Development 5%	Roads/Streets 4%	Dirty 6%
Recreation 6%	Amenities 4%	Taxes 4%		Gone Downhill 6%
Expensive 4%	Govt/Politics 4%			



Neighborhood Grade: “B-” (2.99)

■ A for Excellent ■ B for Very Good ■ C for Satisfactory ■ D for Unsatisfactory ■ F for Poor ■ No Opinion

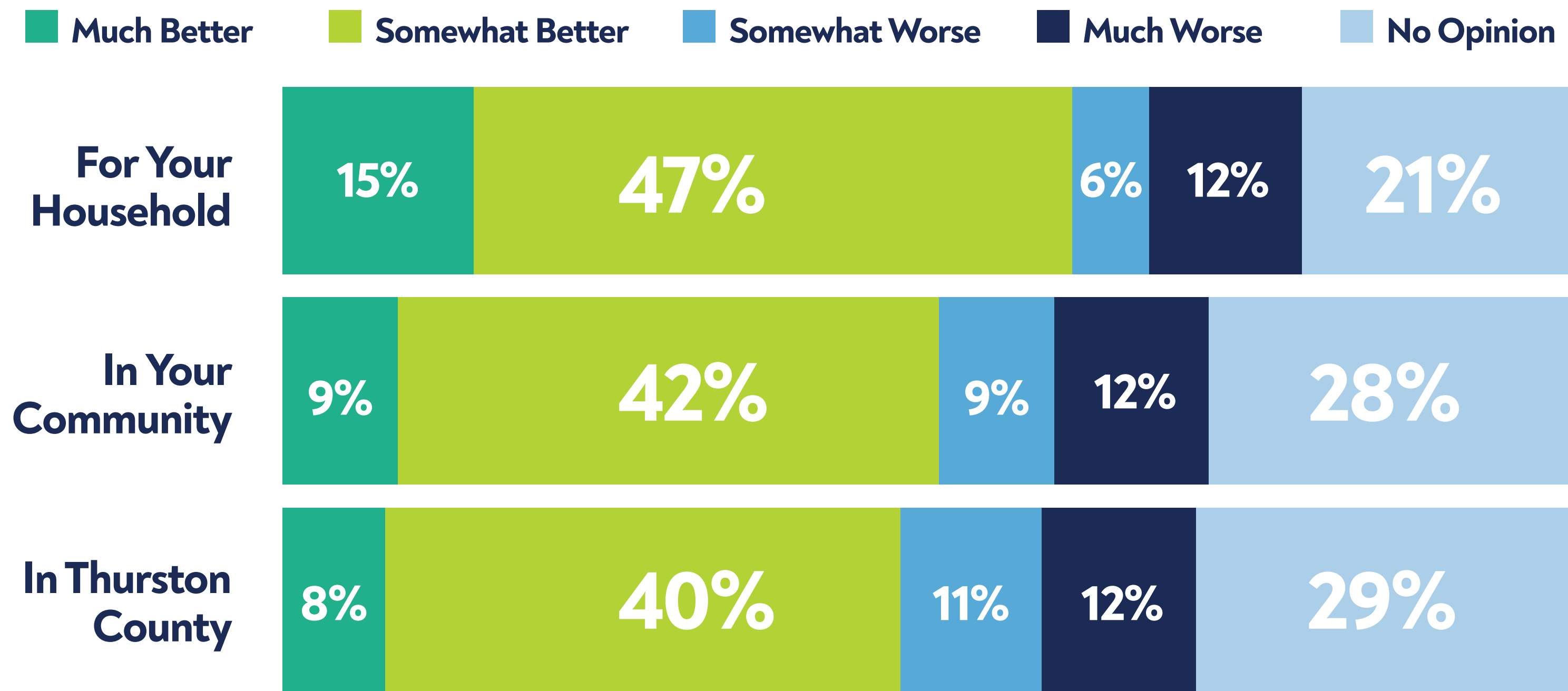
Q3: Thinking about your specific neighborhood, overall, how would you grade it as a desirable place to live? Would you say...





Most Believed the Next Year Looks Better

Q4: In the next few questions, I would like to know – in general terms – whether you expect things will go well or not so well in the next year or so. First, over the next year, do you think things will get **Much Better**, **Somewhat Better**, **Somewhat Worse**, or **Much Worse**?

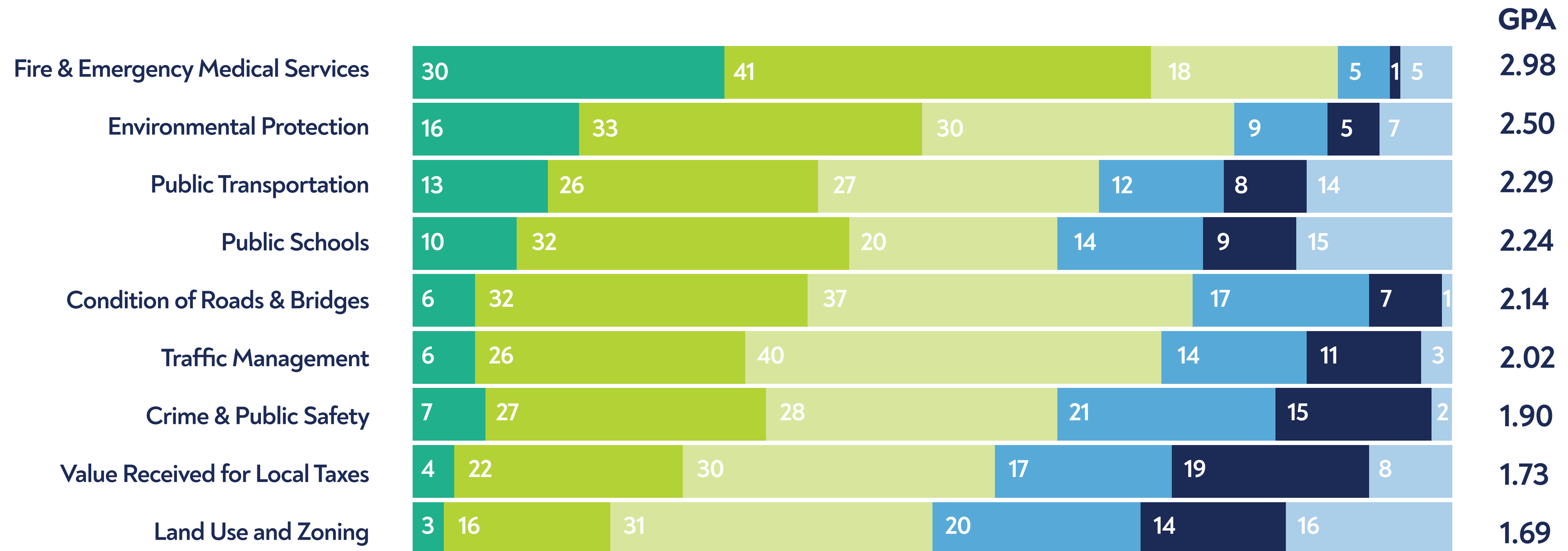




Nine Government Services Combined Grade: “C” (2.17)

Q5: How would you grade the following characteristics of your community? Use the same letter grades as before: **A for Excellent**, **B for Good**, **C for Satisfactory**, **D for Unsatisfactory** and **F for Poor**.

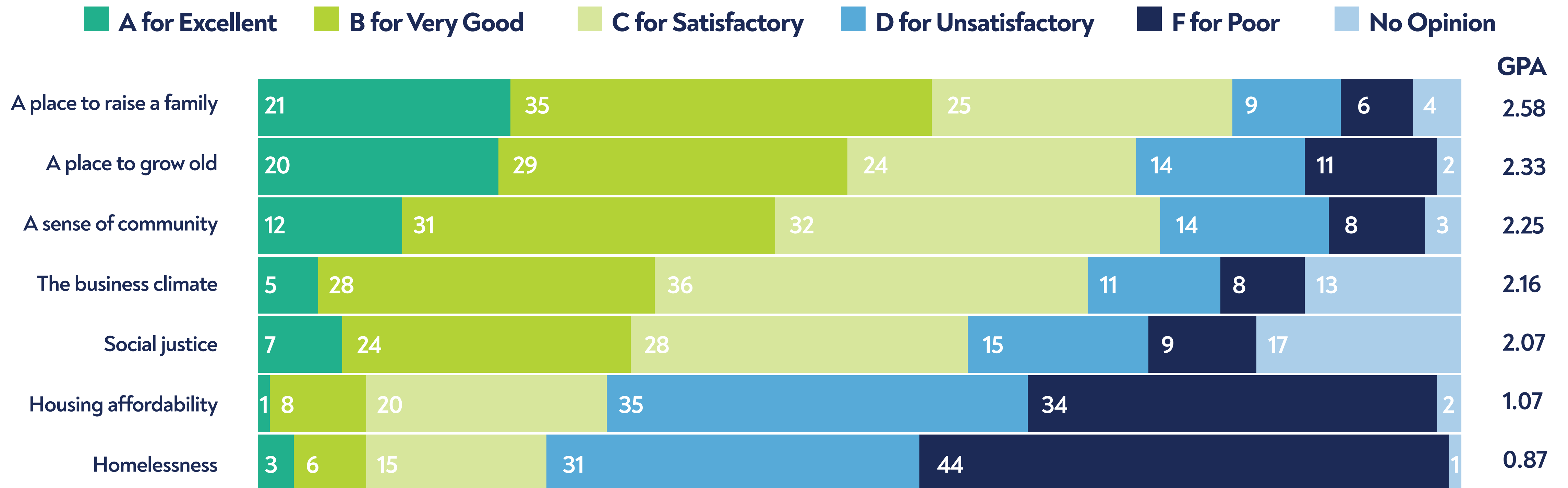
■ A for Excellent
 ■ B for Very Good
 ■ C for Satisfactory
 ■ D for Unsatisfactory
 ■ F for Poor
 ■ No Opinion





Community Attributes Combined Grade: “C-” (1.99)

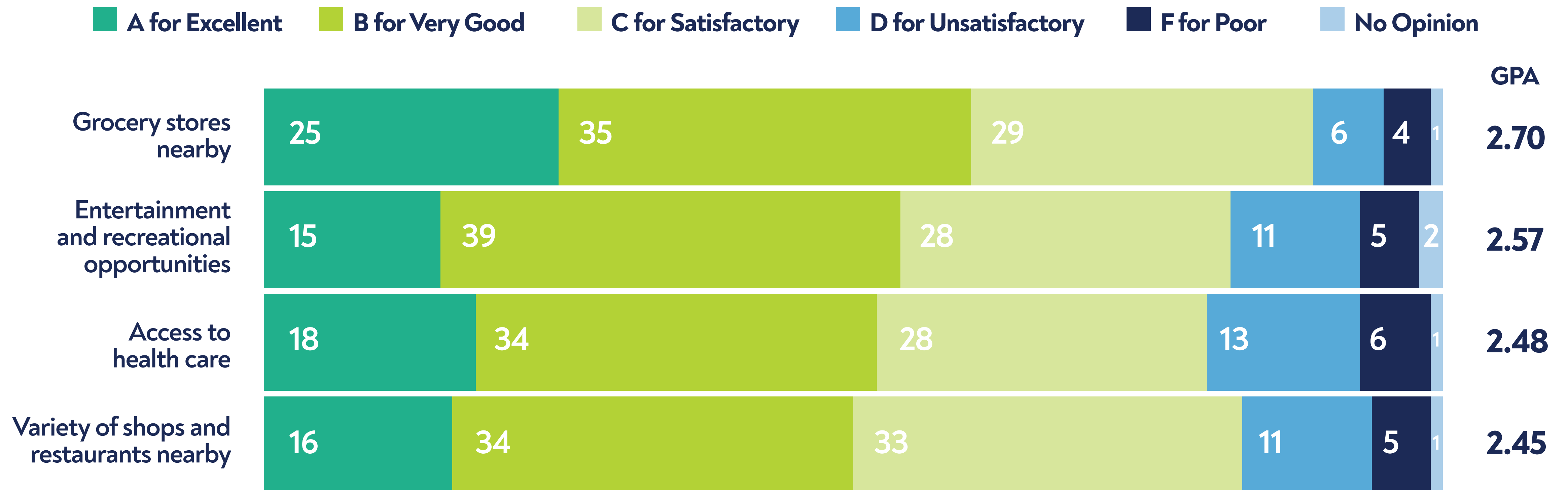
Q6: How would you grade the following characteristics of your community? Use the same letter grades as before: **A for Excellent**, **B for Good**, **C for Satisfactory**, **D for Unsatisfactory** and **F for Poor**.





County Amenities Rate: “C+” (2.53)

Q7: How would you grade the following characteristics of your community? Use the same letter grades as before: **A for Excellent**, **B for Good**, **C for Satisfactory**, **D for Unsatisfactory** and **F for Poor**.





SUMMARY Individual Factors Ranked

- Government Services
- Amenities
- Community Attributes

	A	B	C	D	F	No Opinion	GPA
Fire and emergency medical services	30	41	18	5	1	4	2.98
Grocery stores nearby	25	35	29	6	4	1	2.70
A place to raise a family	21	35	25	9	6	4	2.58
Entertainment, recreational opportunities	15	39	28	11	5	2	2.51
Environmental protection	16	33	30	9	5	8	2.50
Access to health care	18	35	28	13	6	2	2.46
Variety of shops and restaurants nearby	16	35	33	11	5	1	2.45
A place to grow old	20	29	24	14	11	3	2.33
Public transportation	13	26	27	12	8	14	2.29
A sense of community	12	31	32	14	8	3	2.25
Public schools	10	32	20	14	9	15	2.24
The business climate	5	28	36	11	7	14	2.16
Conditions of roads and bridges	6	32	37	17	7	1	2.14
Social justice	7	24	28	15	9	16	2.07
Traffic management	6	26	40	14	11	1	2.02
Crime and public safety	7	27	28	21	15	2	1.90
Value received for local taxes	4	22	30	17	19	7	1.73
Land use and zoning	3	16	31	20	14	17	1.69
Housing affordability	1	8	20	35	34	2	1.07
Homelessness	3	6	15	31	44	3	0.87



Mixed Attitudes About Growth

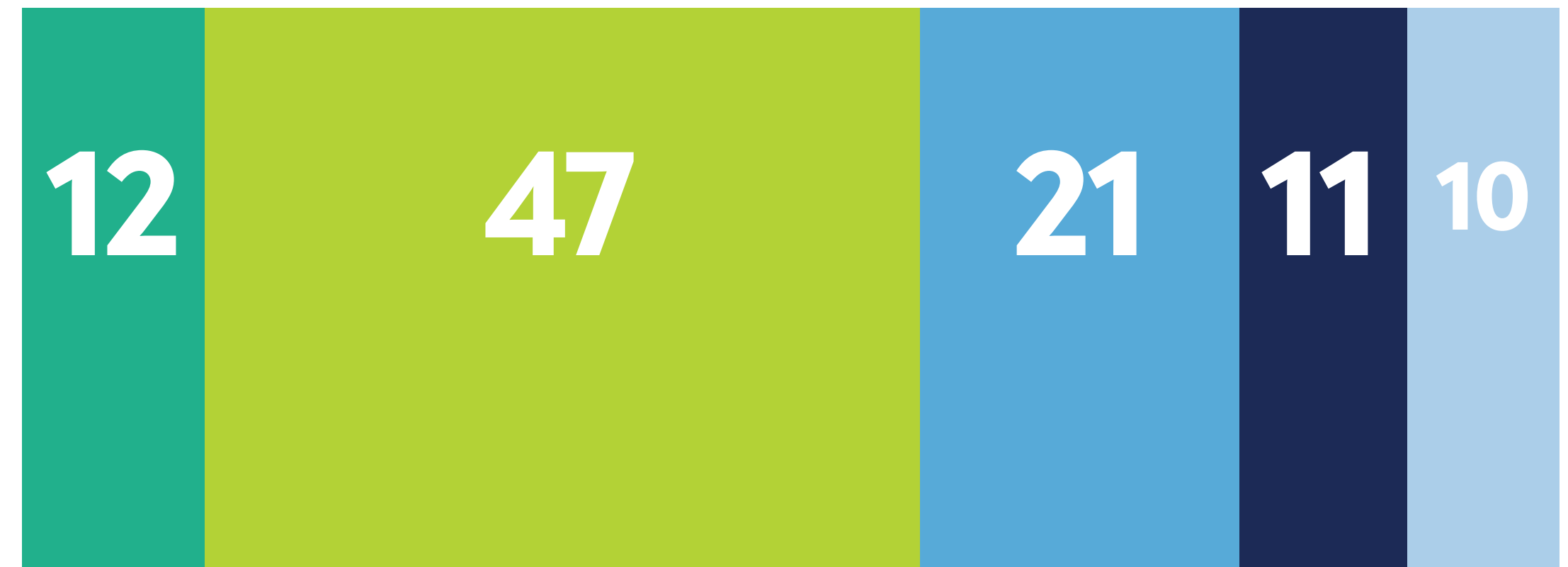
■ Agree Strongly ■ Agree ■ Disagree ■ Disagree Strongly ■ No Opinion

Q8: The following are some statements that have been made about living in Thurston County. As I read each one, tell me if you **Agree**, **Agree Strongly**, **Disagree** or **Disagree Strongly** with that statement:

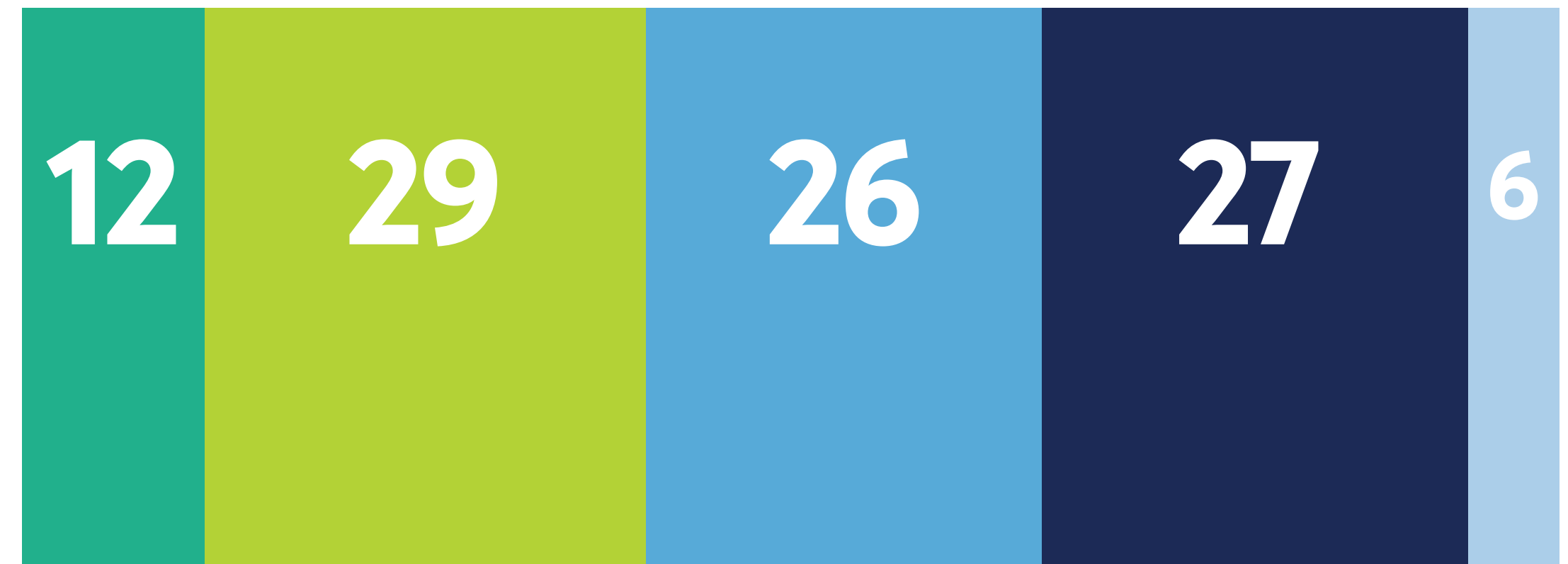
1) *“All things considered, growth and development has been positive for my community.”*

2) *“I would support the construction of more housing in my neighborhood.”*

“Growth and development has been positive.”



“I support more housing in my neighborhood.”

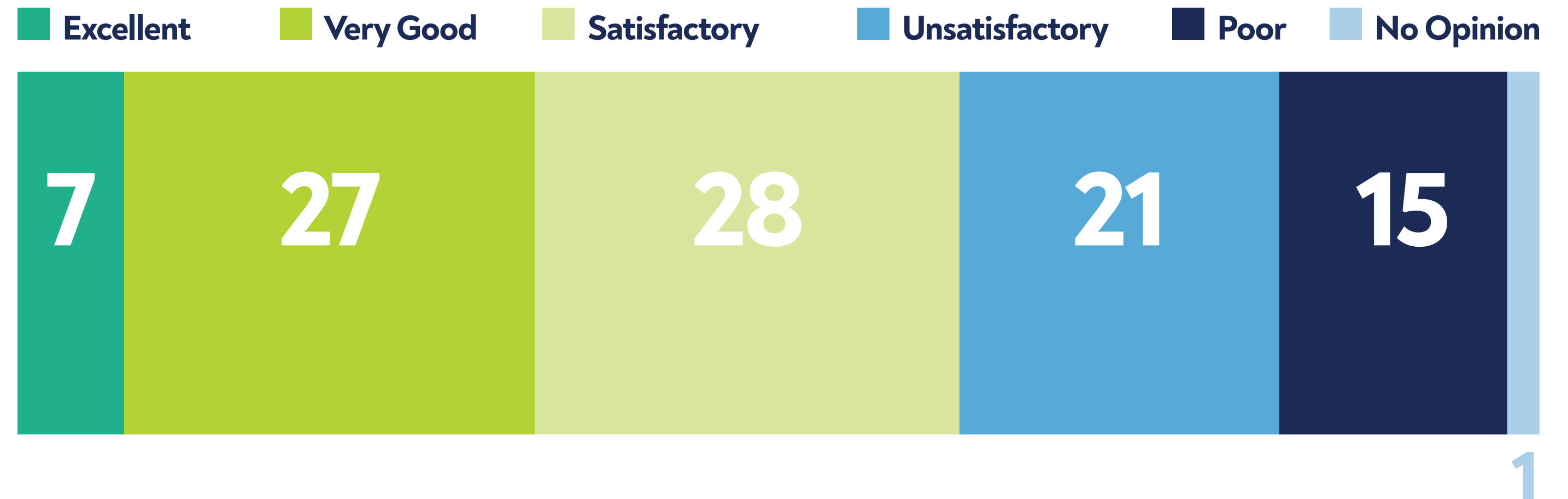




Mixed Attitudes About Safety

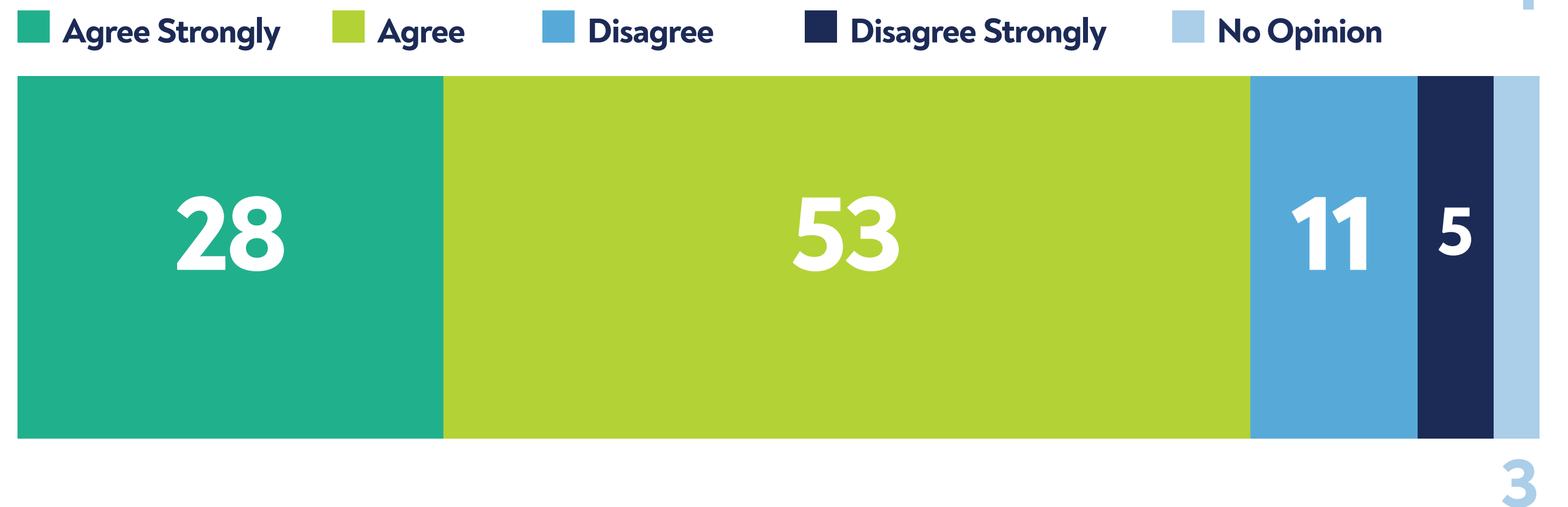
Q9: Rate Crime & Public Safety in Thurston County.

Crime and Public Safety



Q10: Agree/Disagree with this statement.

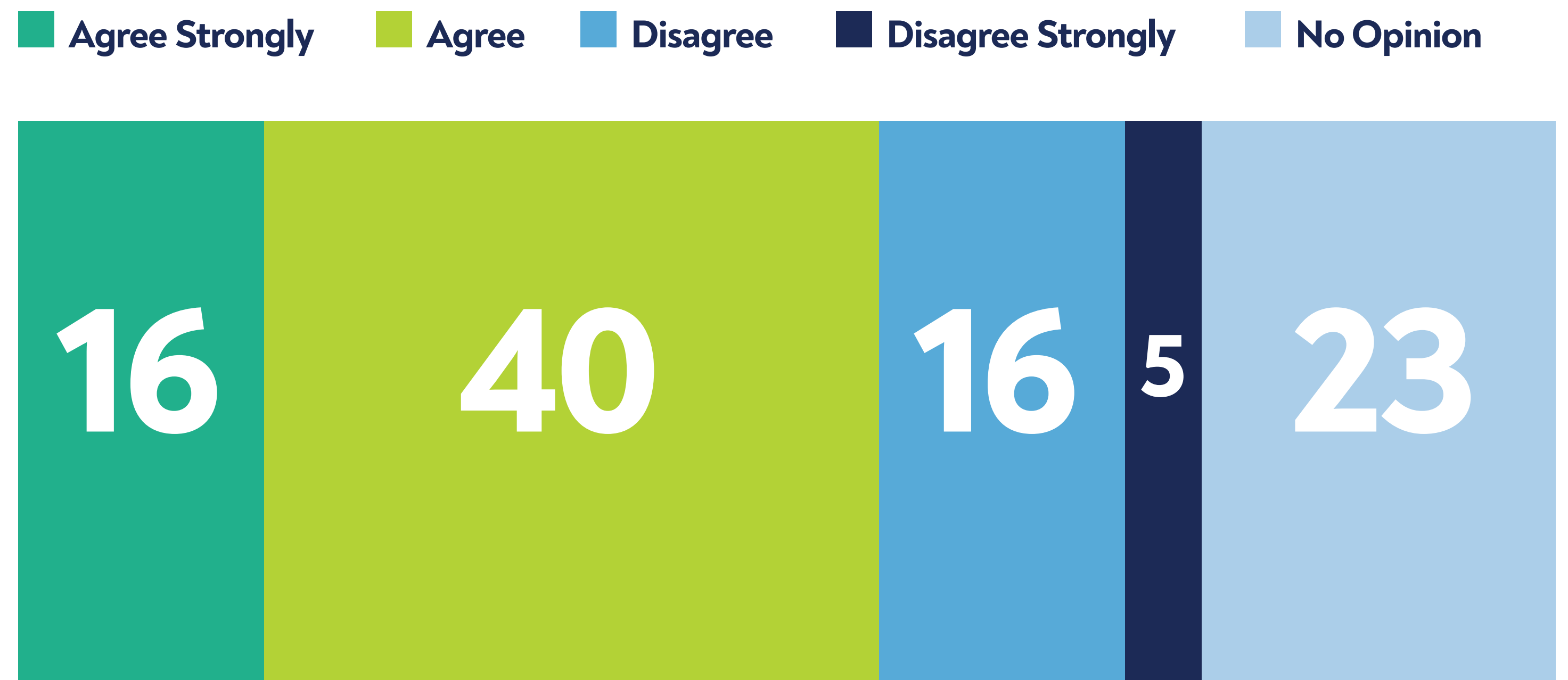
“I feel safe in my neighborhood.”

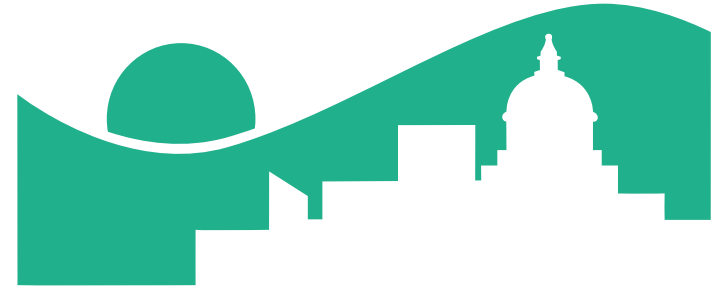




Mixed Attitudes About Job Training

Q11: The following are some statements that have been made about living in Thurston County. As I read each one, tell me if you **Agree**, **Agree Strongly**, **Disagree** or **Disagree Strongly** with that statement: There are good education and training programs available in the county to improve skills or learn new ones.





Respondent Profile

		Sample	Census
Council District (Voters)	Dist 1	22%	21%
	Dist 2	17%	18%
	Dist 3	20%	20%
	Dist 4	20%	21%
	Dist 5	21%	20%
Length of Residence	0-5 Years	22%	
	6-10 Years	17%	
	11-20 Years	10%	
	20+ Years	43%	
Gender	Male	48%	49%
	Female	47%	51%
	Self Describe	2%	
	No Answer	3%	
Age (18+)	18-35	9%	27%
	36-50	27%	26%
	51-64	23%	23%
	65+	29%	24%
	No Answer	1%	
Education	High School	9%	28%
	Some College	32%	38%
	College Degree	32%	21%
	Grad School	25%	13%
	No Answer	2%	

		Sample	Census
Household	Couple and Kids	26%	16%
	Couple, No Kids	34%	7%
	Single and Kids	7%	49%
	Single, No Kids	23%	28%
	Other	6%	
	No Answer	4%	
Home Ownership	Own	69%	67%
	Rent	28%	33%
	No Answer	3%	
Race/Ethnicity	African American/Black	4%	4%
	Asian/Pacific Islander	3%	7%
	Caucasian/White	77%	70%
	Hispanic/Latino	5%	10%
	Native American	1%	1%
	Other	3%	6%
	No Answer	8%	
Income	\$50,000 or less	20%	25%
	\$51,000 - \$85,000	24%	23%
	\$86,000 - \$125,000	26%	20%
	Over \$126,000	30%	32%
	No Answer	14%	

		Sample	Census
Employment	Self/Owner	12%	
	Private Business	26%	
	Public Sector	23%	
	Military	2%	
	Student	1%	
	Not Employed	4%	
	Retired - Public	17%	
	Retired - Private	13%	
	No Answer	3%	
Work Location	Thurston County	69%	
	Outside Thurston County	28%	
	No Answer	3%	



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