



QUALITY OF LIFE
INDEX
THURSTON REGION



JULY 2025
PREPARED BY ELWAY RESEARCH



Survey of Thurston County Voters

- 500 Thurston County Voters
- +/- 4.5% Margin of Sampling Error
- Conducted June 2-6, 2025
- Multi-mode data collection (landline, cellphone, text)
- Administered by Elway Research



Thurston County as a Place to Live: “C+” (2.60)

■ 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...?



Results are virtually unchanged from last year, and the differences are not statistically significant. Majorities in every demographic category gave the county an “A” or “B” grade for its desirability as a place to live.



The Main Reason for the Grade Varies

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

Excellent	Very Good	Satisfactory	Fair	Poor
Beauty/Setting 41%	Community/Size 20%	Affordability 29%	Govt/Politics 37%	Affordability 56%
Community/Size 28%	Quality of Life 20%	Public Safety 14%	Public Safety 27%	Homelessness 37%
Quality of Life 20%	Affordability 17%	Homelessness 14%	Affordability 25%	Govt/Politics 33%
Amenities 13%	Beauty/Setting 16%	Govt/Politics 9%	Homelessness 19%	Public Safety 30%
Public Safety 12%	Public Safety 10%	Taxes 7%	Schools 14%	Taxes 20%
Affordability 8%	Amenities 8%	Beauty/Setting 7%	Taxes 12%	Services/Resources 17%
Schools 6%	Services/Resources 6%	Community Size 6%	Dirty 6%	Schools 13%
Recreation 6%	Homelessness 5%	Traffic 6%		Dirty 7%
	Raise Family 5%	Growth/Development 6%		
	Diversity 5%	Schools 6%		
	Economy 5%			



Neighborhood Grade: “B-” (2.96)

■ 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...

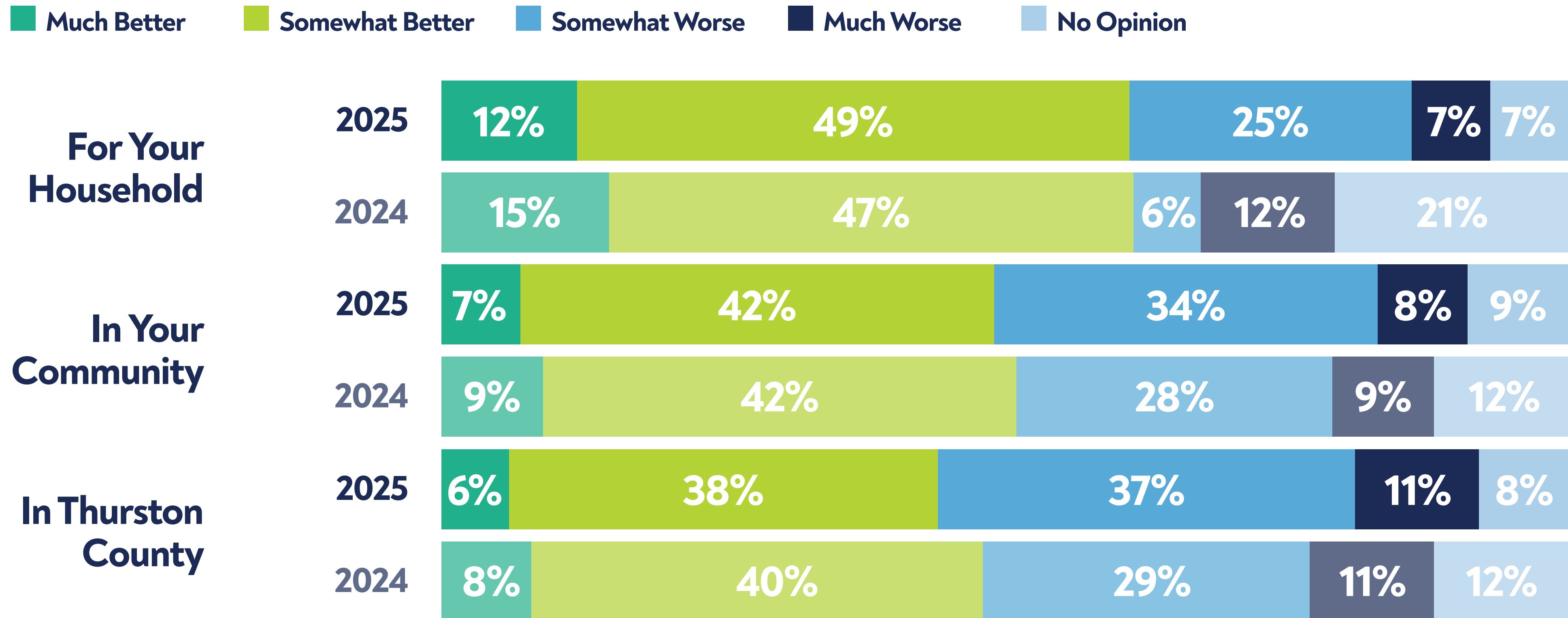


Respondents' own neighborhoods were rated more highly than the county as a whole, which is normal. The ratings are essentially the same as last year and the difference is not statistically significant.



County Residents Less Optimistic Than A Year Ago

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**?





Residents Divided Over Whether the Quality of Life Has Improved or Declined over the Last 5 Years

Q5.1: Over the next year, do you think things will get **Much Better**, **Somewhat Better**, **Somewhat Worse**, or **Much Worse**?

Q10: Overall, compared to 4 or 5 years ago, would you say that the quality of life in Thurston County has gotten **Much Better**, **Somewhat Better**, **Somewhat Worse**, or **Much Worse**?

■ Much Better ■ Somewhat Better ■ Somewhat Worse ■ Much Worse ■ No Opinion



■ No Response



Residents Evenly Divided on Thurston County Direction

Q5.1: Respondents were evenly divided about the direction of Thurston County:

“Getting Better All The Time”

32% said the Quality of Life had improved over the last 5 years and expected it to improve even more in the coming year.

“Turning the Corner”

10% said it was not as good as it was, but expected things to improve.

“Peaked”

13% said things are better now than 5 years ago, but expected them to get worse in the coming year.

“Continued Decline”

31% said the Quality of Life was not as good as it was and expected it to decline further in the coming year.



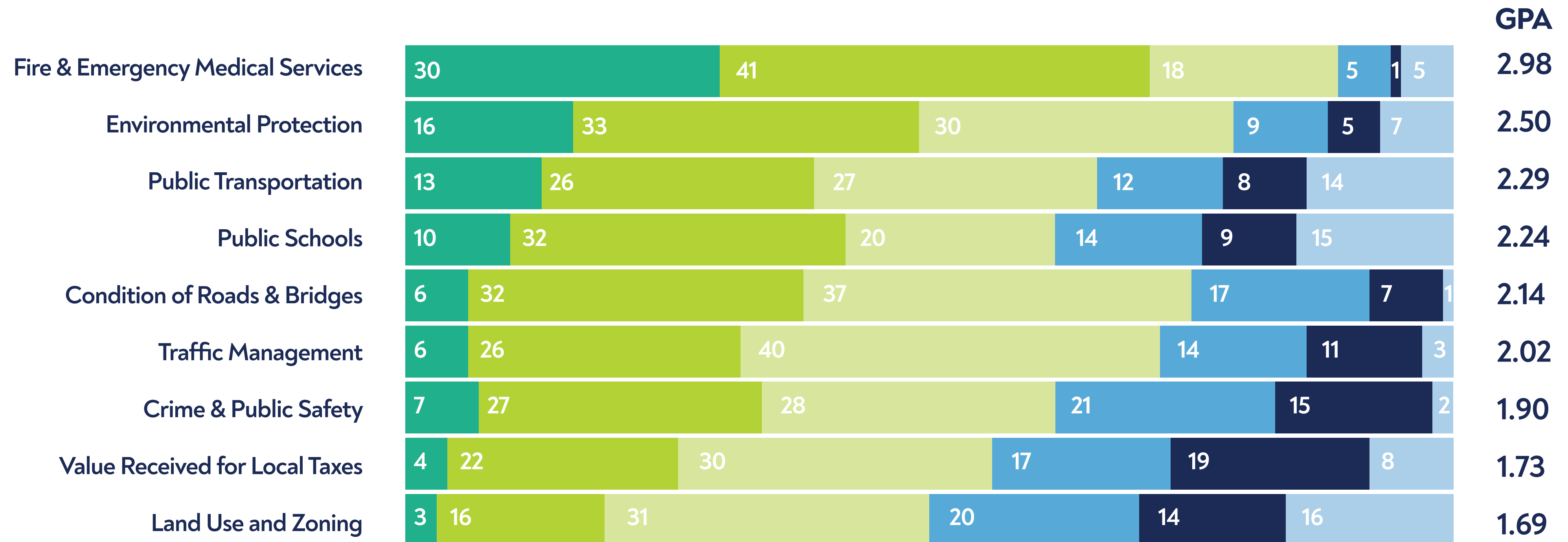
■ No Response



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



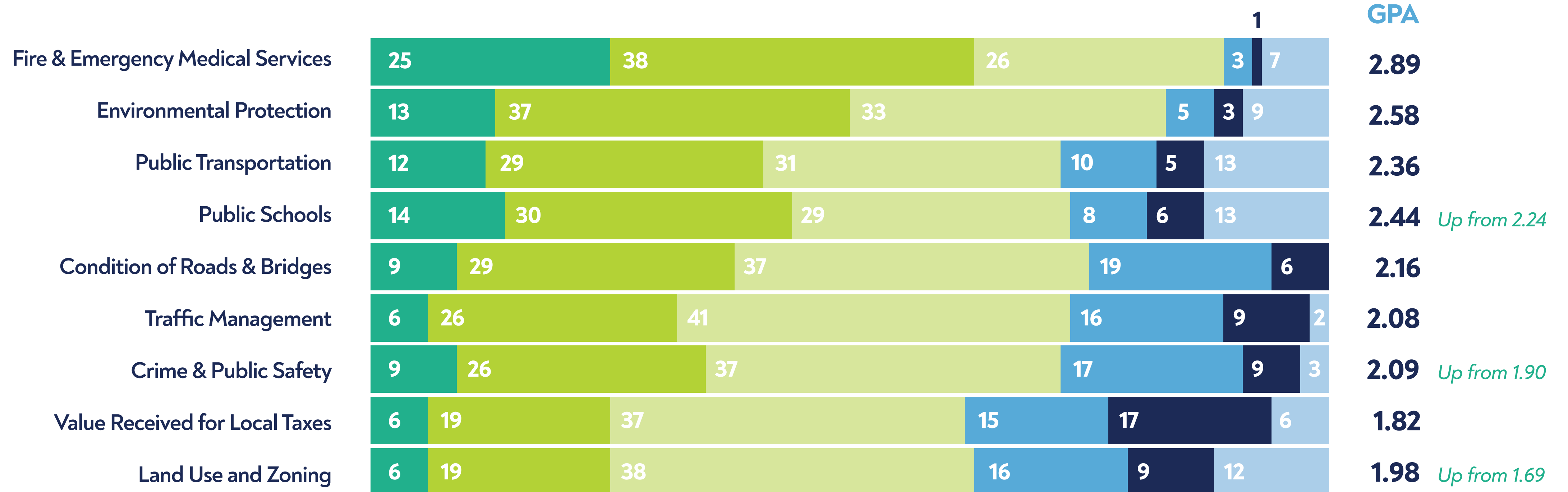
2024



Nine Government Services Combined Grade: “C” (2.26)

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



2025



COMPARISON 2024 vs 2025

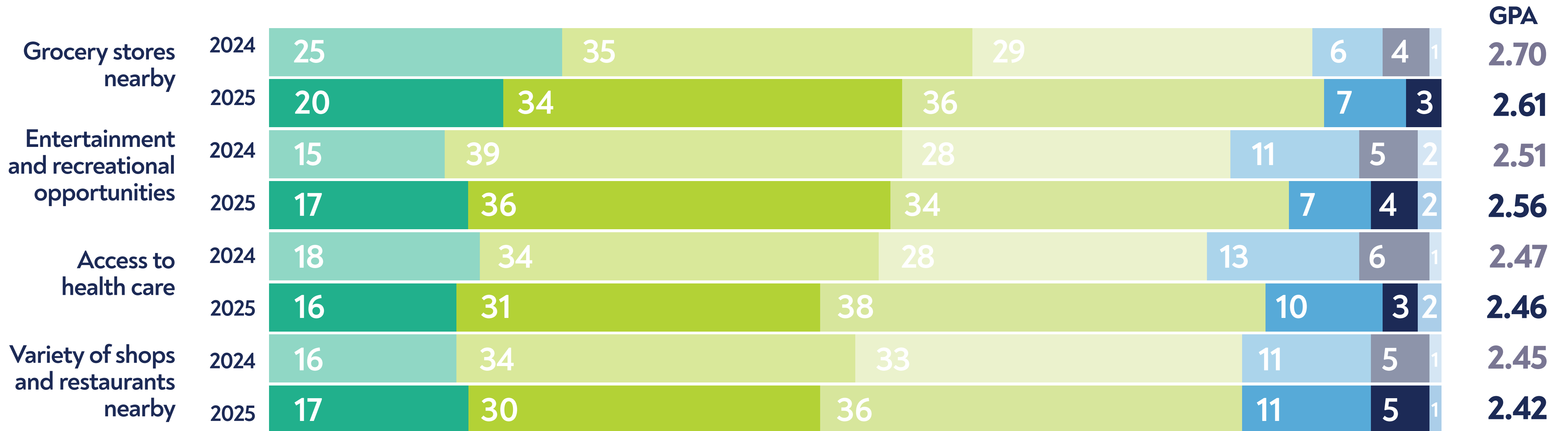
												GPA
Fire & Emergency Medical Services	2024	30	41	18	5	1	5					2.98
	2025	25	38	26	3	7						2.89
Environmental Protection	2024	16	33	30	9	5	7					2.50
	2025	13	37	33	5	3	9					2.58
Public Transportation	2024	13	26	27	12	8	14					2.29
	2025	12	29	31	10	5	13					2.36
Public Schools	2024	10	32	20	14	9	15					2.24
	2025	14	30	29	8	6	13					2.44
Condition of Roads & Bridges	2024	6	32	37	17	7	1					2.14
	2025	9	29	37	19	6						2.16
Traffic Management	2024	6	26	40	14	11	3					2.02
	2025	6	26	41	16	9	2					2.08
Crime & Public Safety	2024	7	27	28	21	15	2					1.90
	2025	9	26	37	17	9	3					2.09
Value Received for Local Taxes	2024	4	22	30	17	19	8					1.73
	2025	6	19	37	15	17	6					1.82
Land Use and Zoning	2024	3	16	31	20	14	16					1.69
	2025	6	19	38	16	9	12					1.98



County Amenities Rate: “C+” (2.51)

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**.

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





SUMMARY Individual Factors Ranked

- Government Services
- Amenities
- Community Attributes

	A	B	C	D	F	No Opinion	GPA 2024	GPA 2025
Fire and emergency medical services	25	38	26	3	1	5	2.89	2.89
A place to raise a family	21	35	30	9	3	3	2.58	2.64
Grocery stores nearby	20	34	36	7	3	0	2.70	2.61
Environmental protection	13	37	33	5	3	8	2.50	2.58
Entertainment, recreational opportunities	17	36	34	7	4	2	2.51	2.56
A place to grow old	20	34	26	12	6	2	2.33	2.50
A sense of community	13	39	32	10	3	3	2.25	2.50
Access to health care	16	31	38	10	3	2	2.46	2.46
Public schools	14	30	29	8	6	13	2.24	2.44
Variety of shops and restaurants nearby	17	30	36	11	5	1	2.45	2.42
Public transportation	12	29	31	10	5	12	2.29	2.36
Social justice	10	26	33	10	9	12	2.07	2.22
The business climate	6	30	34	14	7	8	2.16	2.17
Conditions of roads and bridges	9	29	37	19	6	2	2.14	2.16
Crime and public safety	9	26	37	17	9	1	1.90	2.09
Traffic management	6	26	41	16	9	1	2.02	2.06
Land use and zoning	6	20	38	16	9	11	1.69	1.98
Value received for local taxes	6	19	37	15	17	5	1.73	1.82
Housing affordability	4	11	33	28	23	2	1.07	1.45
Homelessness	6	10	26	31	26	2	0.87	1.37



Positive Agreement About Growth

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

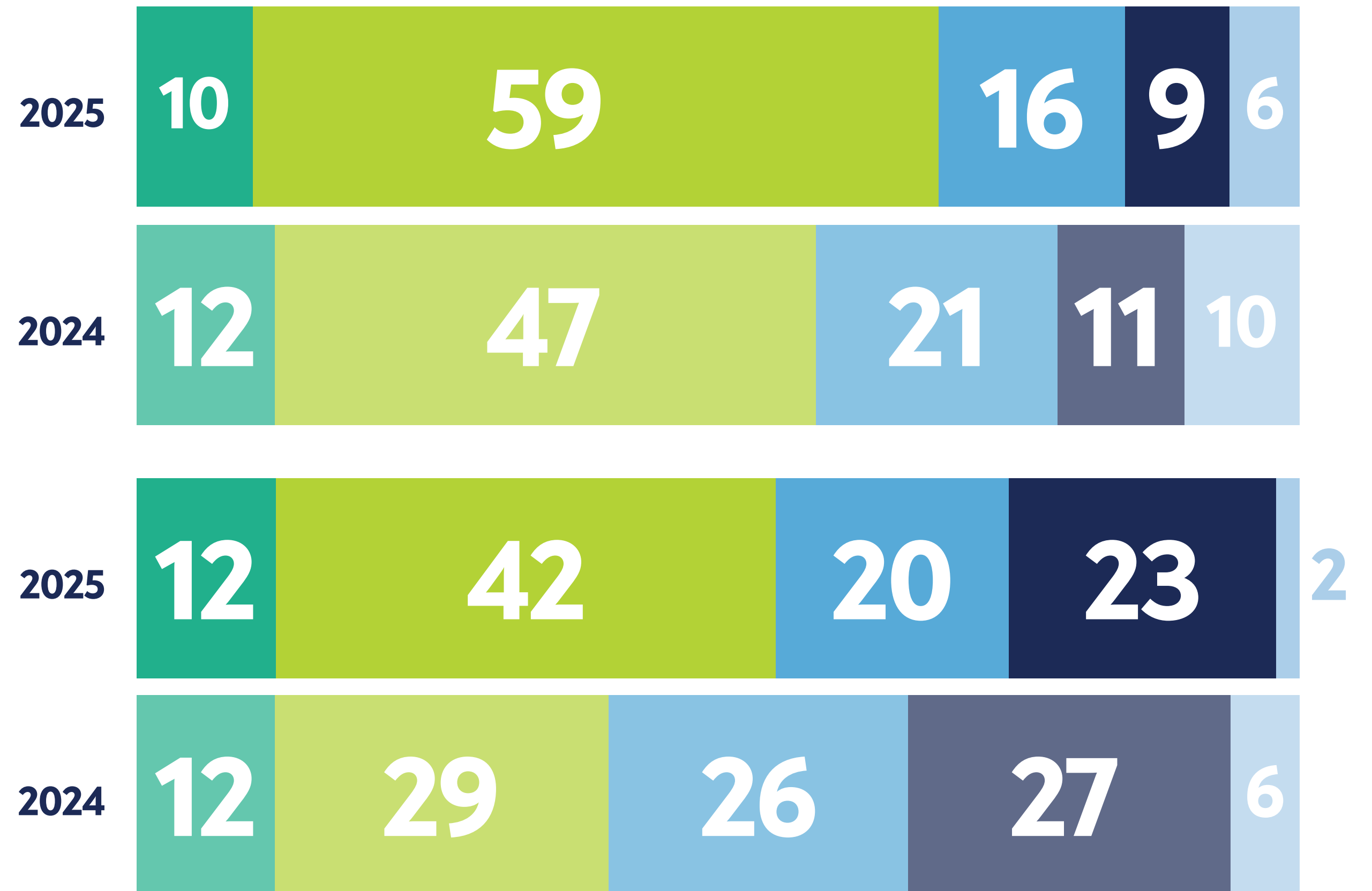
Q8: The following are some statements that have been made about living in Thurston County. As I read each one, tell me if you **Agree**, **Agree Strongly**, **Disagree** or **Disagree Strongly** with that statement:

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.”










Almost Half Consider Growth Positively and Support More Neighborhood Density

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 Positive **AND** Supported More Density
-  Growth Positive **BUT** Opposed More Density
-  Growth Negative **AND** Opposed More Density
-  Growth Negative **BUT** Supported More Density
-  No Opinion

2025



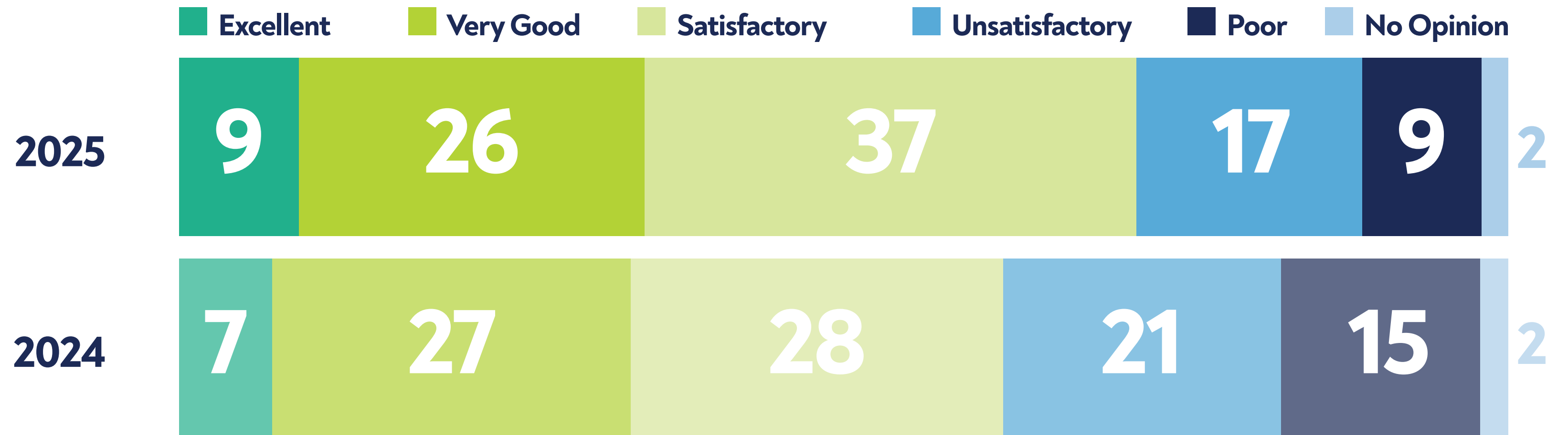


Mixed Attitudes About Safety

Improved Ratings for Countywide Public Safety; Slight Drop in Neighborhood Safety

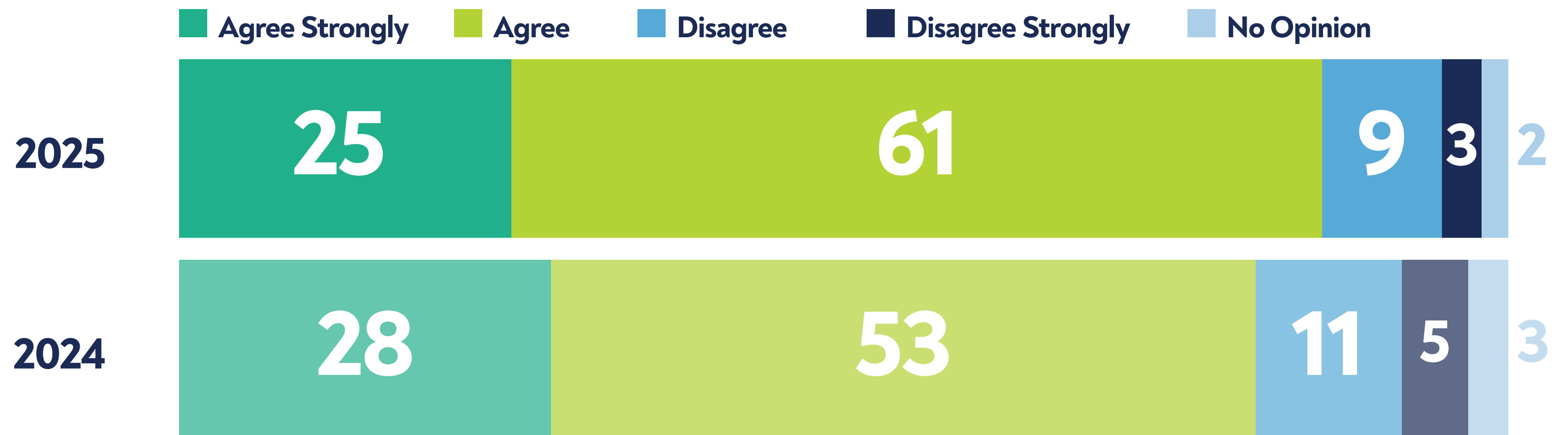
Q9: Rate Crime & Public Safety in Thurston County.

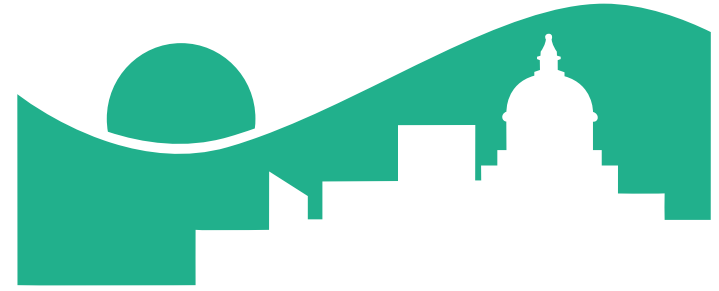
Crime and Public Safety



Q10: Agree/Disagree with this statement.

“I feel safe in my neighborhood.”





Respondent Profile 2025

		Sample	Census
Council District (Voters)	Dist 1	22%	21%
	Dist 2	17%	18%
	Dist 3	21%	20%
	Dist 4	19%	21%
	Dist 5	21%	20%
Length of Residence	0-5 Years	23%	
	6-10 Years	20%	
	11-20 Years	19%	
	20+ Years	37%	
Gender	Male	50%	49%
	Female	49%	51%
	Self Describe	1%	
Age (18+)	18-35	27%	27%
	36-50	25%	26%
	51-64	21%	23%
	65+	27%	24%
	No Answer	1%	
Education	High School	12%	28%
	Some College	33%	38%
	College Degree	35%	21%
	Grad School	19%	13%
	No Answer	1%	

		Sample	Census
Household	Couple and Kids	28%	21%
	Couple, No Kids	36%	38%
	Single and Kids	7%	5%
	Single, No Kids	23%	36%
	Other	3%	
	No Answer	3%	
Home Ownership	Own	65%	67%
	Rent	32%	33%
	No Answer	3%	
Race/Ethnicity	African American/Black	5%	4%
	Asian/Pacific Islander	4%	7%
	Caucasian/White	74%	70%
	Hispanic/Latino	5%	10%
	Native American	1%	1%
	Other	3%	6%
Income	No Answer	8%	
	\$50,000 or less	14%	25%
	\$51,000 - \$85,000	27%	23%
	\$86,000 - \$125,000	32%	20%
	Over \$126,000	27%	32%

		Sample	Census
Employment	Self/Owner	10%	
	Private Business	34%	
	Public Sector	18%	
	Military	1%	
	Student	1%	
	Not Employed	5%	
	Retired - Public	15%	
	Retired - Private	13%	
Work Location	No Answer	4%	
	Thurston County	76%	
	Outside Thurston County	23%	
	No Answer	1%	



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