



From the desk of True Blue Innovation...  
July 19/21 Seattle City Attorney Cross tabulations

**Demographic Makeup**

These demographic results were weighted to reflect the likely Demographic turnout for the November 2009 General Election.

Gender	%
Men	47%
Women	53%

Age	%
18-34	14%
35-49	30%
50-64	34%
65+	23%

Party	%
Republican	12%
Democrat	65%
Independent	15%
Other	8%

**City Attorney**

The July 19-21 survey results for the General Election matchup between Tom Carr and Pete Holmes for City Attorney, finds more than 80% of voters are undecided. Of decided voters, incumbent Tom Carr leads challenger Pete Holmes 12% - 7%. The General Election universe shows a higher undecided rate than in the June 23-24 poll in this race of Primary Election Voters. The survey also shows a significant variation in Carr’s support from the smaller Primary Election universe to the General Election universe.

Off year Primary Election voters tend to be the most informed voters, so it is not surprising that fewer of them were undecided in this race. True Blue Innovation’s June 23-24 poll found Carr leading Holmes 24% - 8%. This shift may indicate much lower name recognition across Seattle for incumbent Tom Carr. Carr garners 7% less support amongst voters 35-49. Carr lost 10 points or more from voters 50 and older, men, women, Democrats and Independents. Holmes posts 7% less support from voters 18-34. Otherwise his support is largely unchanged.





If the November Election for City Attorney was held today, for whom would you vote: Tom Carr or Pete Holmes?

N=524	All	Gender		Age				Party			
	MOE +/- 4.3%	Men	Women	18-34	35-49	50-64	65+	Rep	Dem	Ind	Other
Tom Carr	12%	17%	8%	18%	10%	12%	12%	9%	11%	14%	13%
Pete Holmes	7%	8%	5%	11%	11%	5%	5%	4%	8%	5%	4%
Undecided	81%	75%	86%	71%	80%	84%	83%	86%	81%	81%	83%

**Net Carr**      5%      10%      3%      7%      -1%      7%      7%      5%      4%      9%      8%

**June City Attorney Results**

If the November Election for City Attorney was held today, for whom would you vote: Tom Carr or Pete Holmes?

N=674	All	Gender		Age				Party			
	MOE +/- 3.8%	Male	Female	18-34	35-49	50-64	65+	Rep	Dem	Ind	Other
Tom Carr	23%	30%	19%	18%	17%	26%	23%	14%	25%	24%	18%
Pete Holmes	8%	9%	6%	18%	10%	7%	6%	4%	7%	8%	11%
Undecided	69%	61%	75%	65%	73%	67%	71%	82%	67%	68%	71%

**Net Carr**      15%      20%      13%      0%      8%      19%      17%      10%      18%      16%      7%

**Survey Methodology**

Survey results are based on telephone interviews with 524 Seattle, Washington adults, aged 18 and older. This survey was conducted from July 19-21, 2009 by professional voice. All respondents are randomly selected likely voters living within Seattle, Washington. All respondents were asked questions identically.

This True Blue Innovation survey was commissioned by Publicola. Based on the total sample of adults, one can say with 95% confidence that the maximum margin of error is between +/-4.3%.

Where necessary, responses were weighted according to gender, age, party affiliation, ethnic origin or geographical area to reflect the actual demographic proportions likely to turnout in the 2009 General Election.

