

May 28, 2021

## González and Harrell Essentially Tied for Top Spots for Mayor

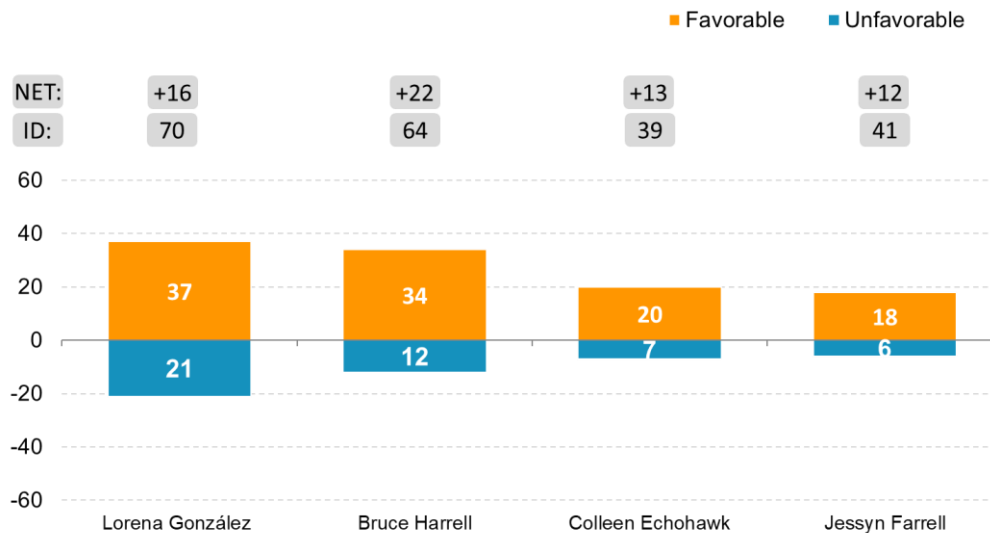
To: Interested Parties

From: GQR

A recent survey<sup>1</sup> among likely primary voters in Seattle finds that Council President Lorena González is essentially tied with former Councilman Bruce Harrell for the two general election spots for mayor, earning 19 percent and 20 percent, respectively. Colleen Echohawk and Jessyn Farrell trail González and Harrell by double digits, with nearly 4 in 10 voters undecided.

González is the best-known and most well-liked candidate in the field, with Harrell close behind. Echohawk and Farrell are far less known, being recognized by roughly 4 in 10 likely primary voters, with 20 percent and 18 percent favorability, respectively.

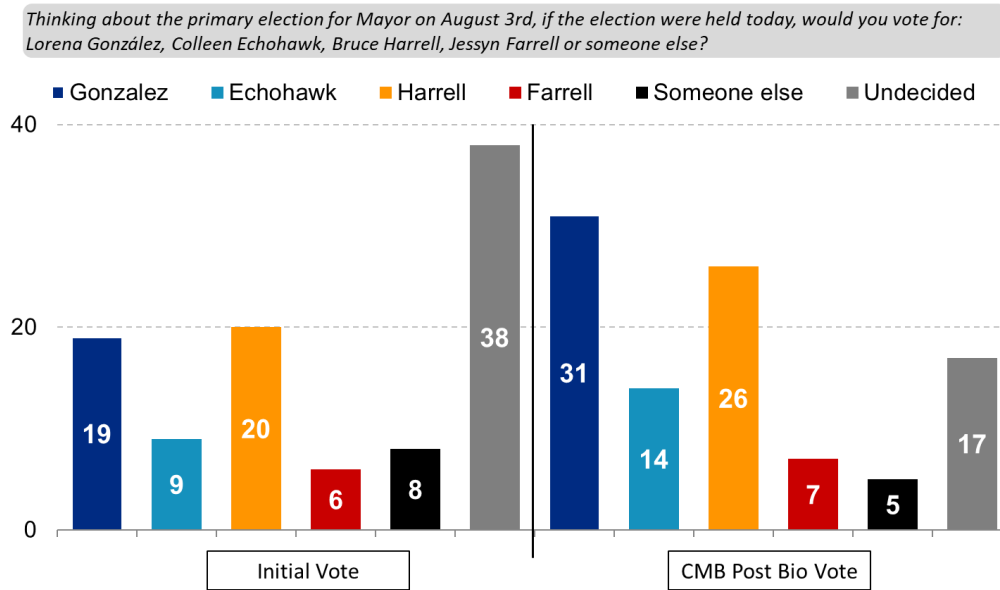
Figure 1: Candidate Favorability



After balanced introductions, González makes significant gains, jumping to a lead in this crowded field, 31 percent to Harrell's 26 percent, broadening their leads over their competitors. Notably, Farrell's 7 percent finish in this survey lags her 12.5 percent vote share from her 2017 mayoral race, where she placed fourth.

<sup>1</sup> GQR conducted a survey among 400 likely 2021 primary voters in Seattle from March 23-28, 2021. The data is subject to a margin of error of +/- 4.9 percentage points at the 95 percent confidence interval.

Figure 2: Initial Vote to Post-Bio Vote



The race is still unformed and there is a long way to go, but Lorena González is well-positioned to emerge from the primary in strong position for the general election.