

WEBER SHANDWICK

**Seattle Survey**

Sample: 1,001 Nationally Representative Americans Ages 18 and Over

**Kelton**  
RESEARCH

This survey is being conducted by Kelton Research, a leading national public opinion company. We are not trying to sell you anything, but would like to ask you a few questions for a national opinion study, the results of which will appear in the nation's leading media outlets in the coming weeks. Your answers will be confidential and anonymous.

1. Which of the following, if any, do you think describe Seattle? Please choose all that apply.

| <i>Response</i>           | <i>Total</i> | <i>%</i> |
|---------------------------|--------------|----------|
| Friendly                  | 482          | 48%*     |
| Environmentally Conscious | 480          | 48%      |
| Casual                    | 458          | 46%      |
| Open-Minded               | 353          | 35%      |
| Physically Active         | 346          | 35%      |
| Innovative                | 306          | 31%      |
| Hard-Working              | 276          | 28%      |
| Optimistic                | 215          | 21%      |
| Honest                    | 187          | 19%      |
| Other                     | 136          | 14%      |

Methodological Notes:

The Weber Shandwick Seattle Survey was conducted by Kelton Research between September 13<sup>th</sup> and September 17<sup>th</sup>, 2010 using an email invitation and an online survey. Quotas are set to ensure reliable and accurate representation of the entire U.S. population ages 18 and older.

Results of any sample are subject to sampling variation. The magnitude of the variation is measurable and is affected by the number of interviews and the level of the percentages expressing the results.

In this particular study, the chances are 95 in 100 that a survey result does not vary, plus or minus, by more than 3.1 percentage points from the result that would be obtained if interviews had been conducted with all persons in the universe represented by the sample.

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\* All decimals are rounded to the nearest percentage point. This may result in certain numerical totals adding up to slightly more or slightly less than 100%.