

Seattle Children's Attitudinal Research: April 2022

Background: In April 2022, a new wave of research was placed as part of continued efforts to track reputational and attitudinal shifts regarding Seattle Children's amongst parents in the Washington, Alaska, Montana, and Idaho (WAMI) region and parents near Odessa Brown Children's Clinic (OBCC). The same trust and brand reputation attribute questions from previous survey waves were used. Surveys were conducted online utilizing SurveyMonkey with respondents supplied from the Lucid marketplace. Respondent samples match census demographics with an added qualification of one+ children under 18 living in the household.

Audience composition:

- Representative of the WAMI region: 1,000 adults 18+ with one+ children under 18 living in the household
- Representative of the OBCC area: 146 adults 18+ with one+ children under 18 living in the household

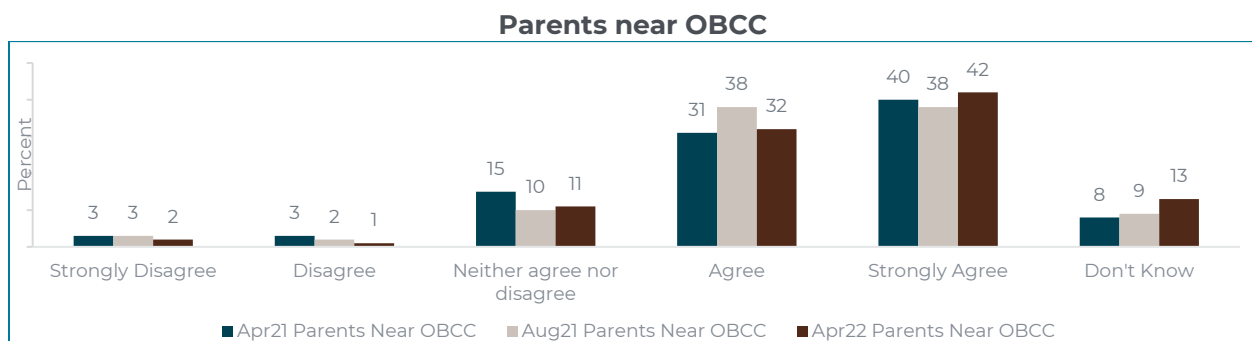
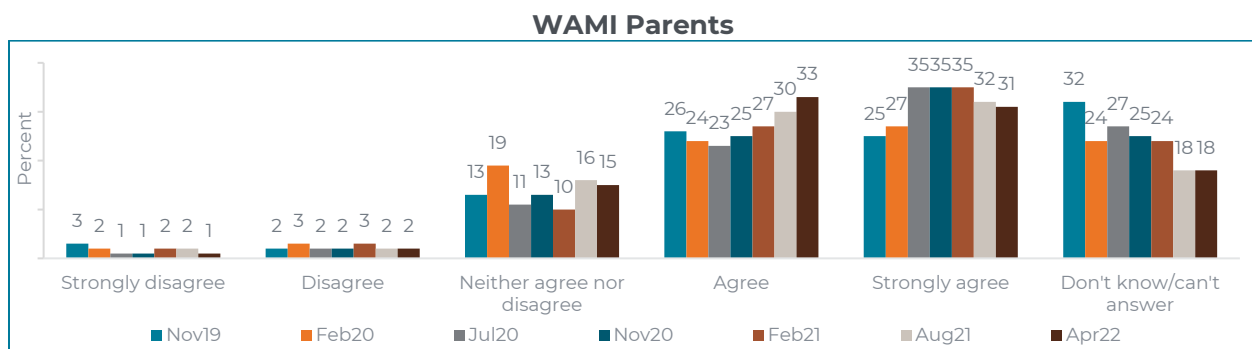
Executive Summary: Research respondents had to indicate how much they agreed or disagreed with several statements about Seattle Children's. The trended studies support Seattle Children's having a solid/steady reputation among WAMI parents and parents near OBCC. The comparison studies suggest parents near OBCC have a more favorable view of Seattle Children's than the overall WAMI parents.

In communication attributes, 64% of WAMI respondents stated they "agreed/strongly agreed" with the statement that Seattle Children's communicates with transparency compared with parents near OBCC at 74%. It is worth noting that WAMI scores have shifted from the 'don't know/can't answer' category towards respondents having an opinion about Seattle Children's communications efforts.

When looking at accountability, 51% of WAMI respondents and 66% of parents near OBCC "agreed/strongly agreed" that Seattle Children's takes ownership when things don't go right. Likewise, while 74% of WAMI respondents "agreed/strongly agreed" that Seattle Children's provides a welcoming environment and inclusive care, parents near OBCC reached 87%.

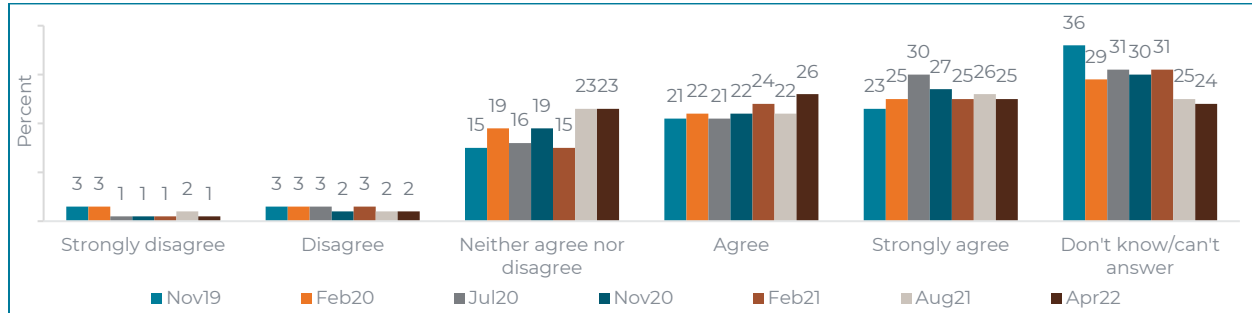
The following charts illustrate attitudinal sentiment regarding Seattle Children's for WAMI parents and parents near OBCC. To note, personal experience generally makes parents feel more positive towards Seattle Children's. For perspective, 51% of the WAMI Parents in April-2022 had a child or one close to them treated at Seattle Children's and Parents Near OBCC registered 80%.

Seattle Children's communicates with transparency

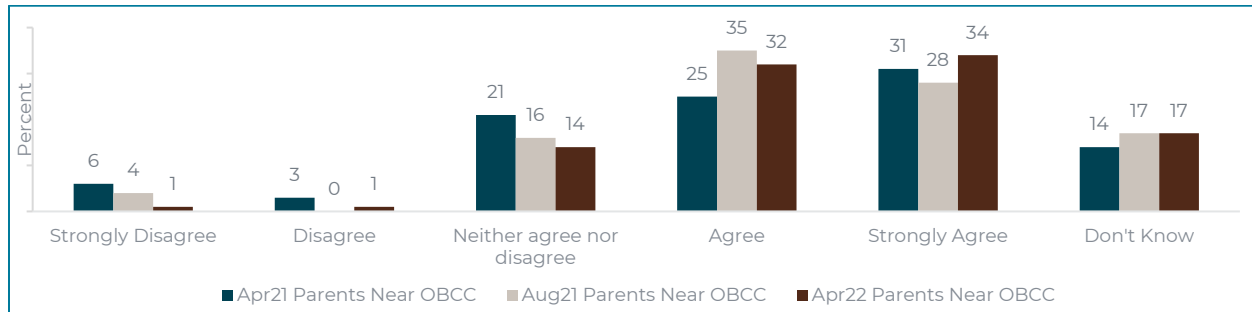


Seattle Children's takes ownership when things don't go right

WAMI Parents

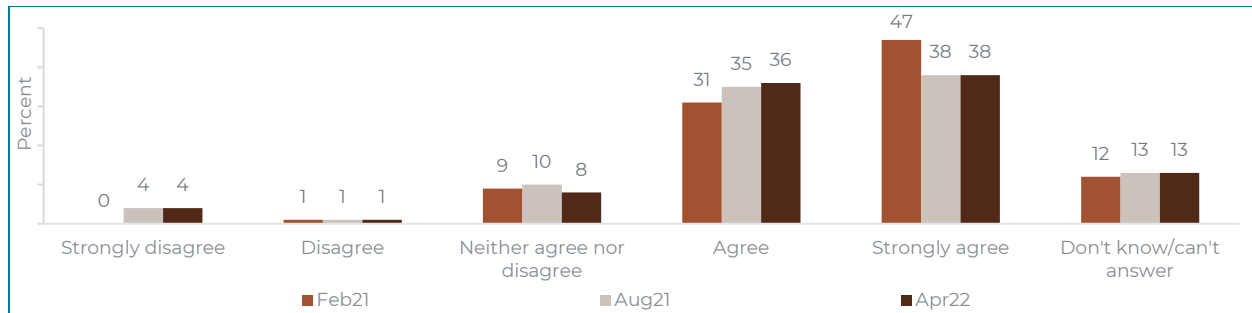


Parents near OBCC

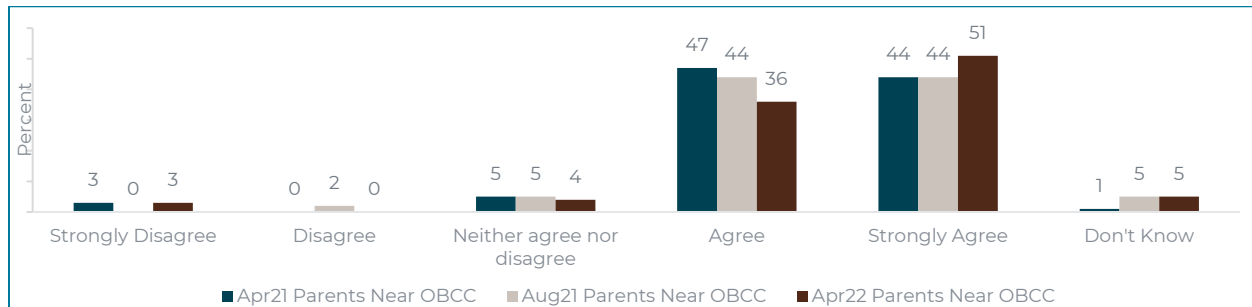


Seattle Children's provides a welcoming environment and inclusive care

WAMI Parents

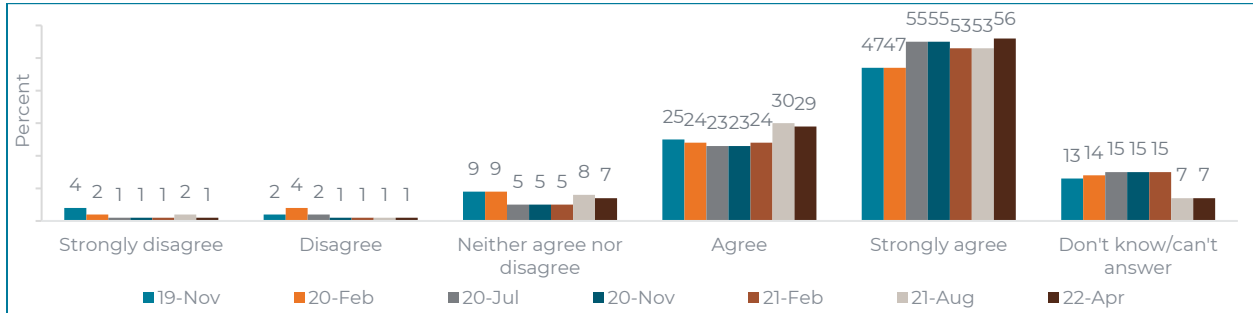


Parents near OBCC

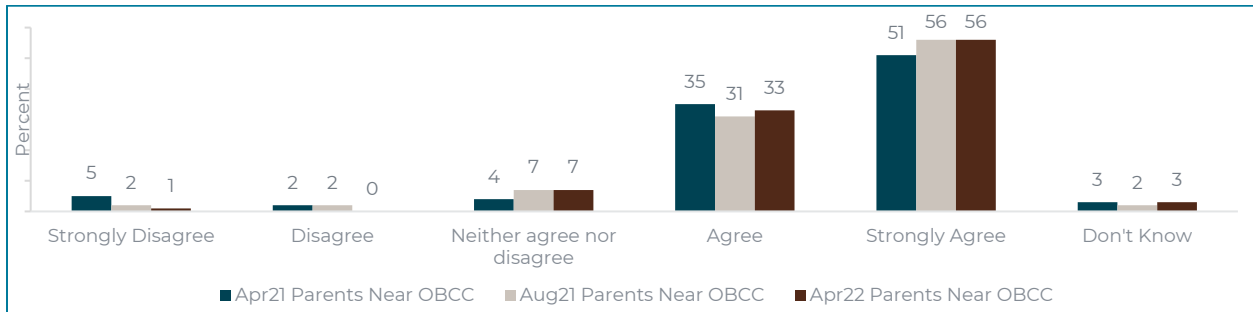


Seattle Children's is a trusted organization

WAMI Parents

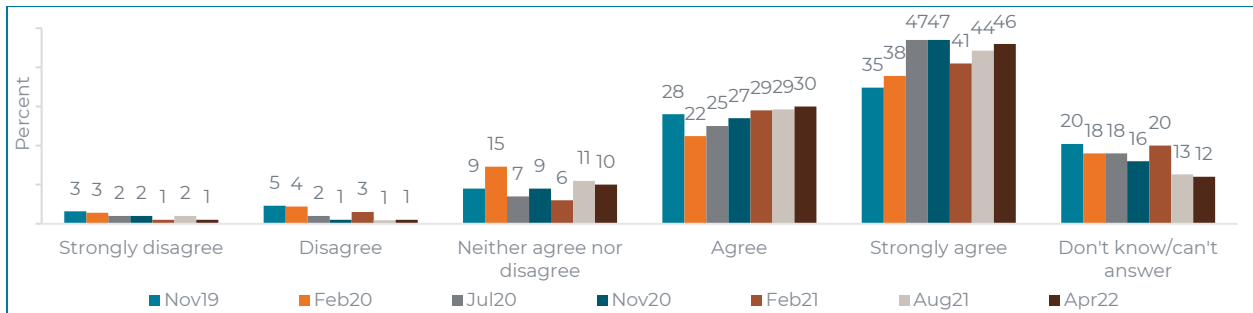


Parents near OBCC

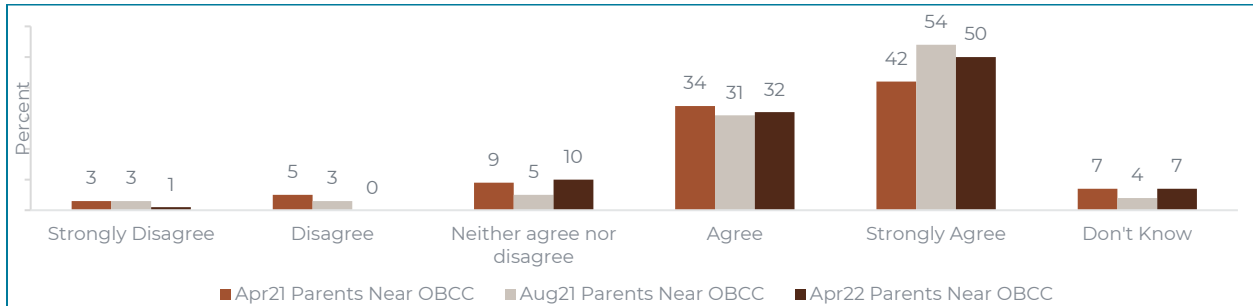


Seattle Children's goes above and beyond to ensure safety

WAMI Parents

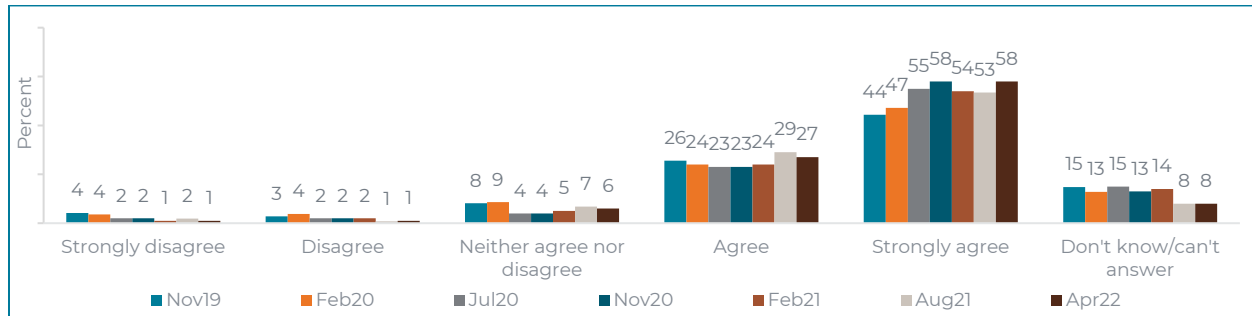


Parents near OBCC

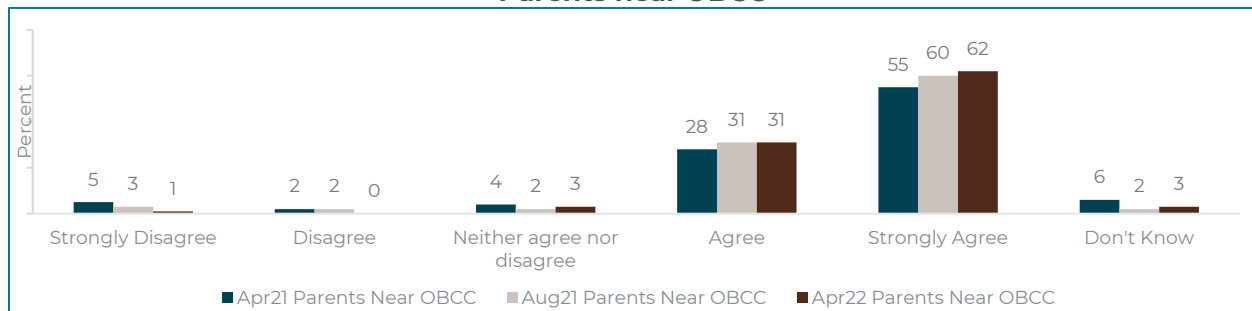


Seattle Children's provides safe care for children

WAMI Parents

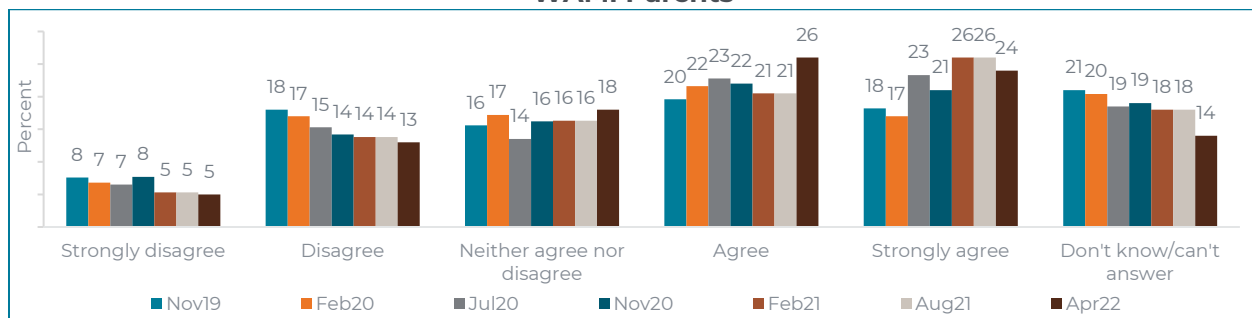


Parents near OBCC

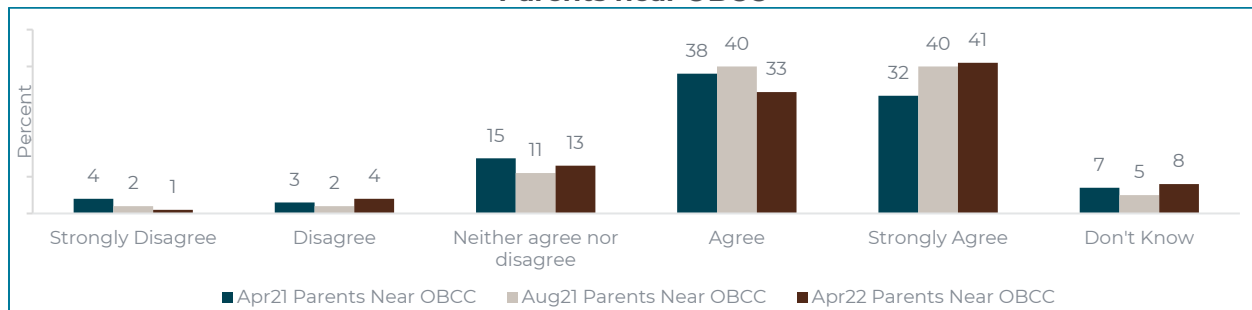


Seattle Children's provides care in clinics close to my home

WAMI Parents

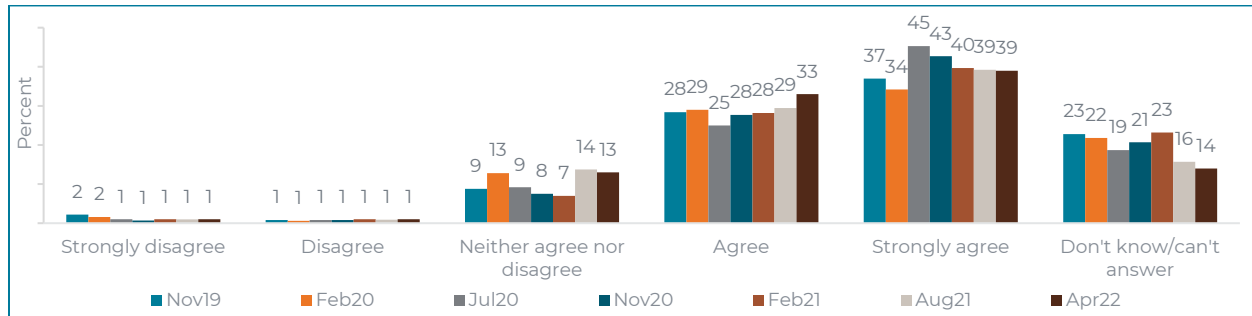


Parents near OBCC

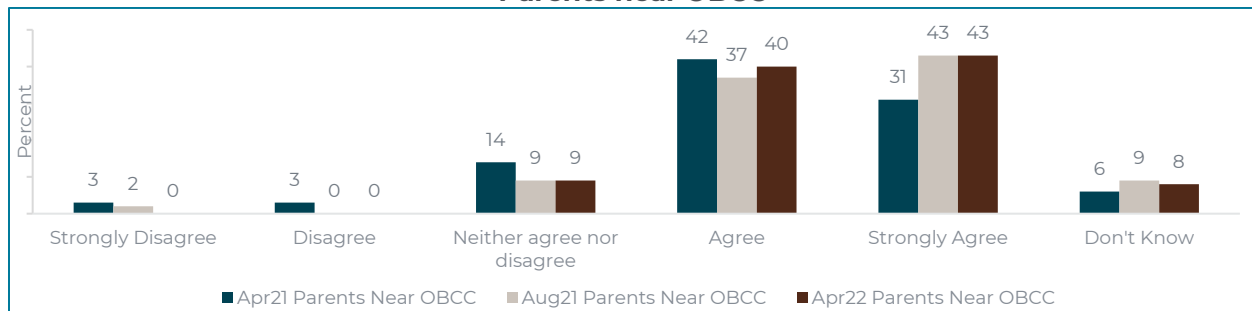


Seattle Children's leads clinical research to find cures

WAMI Parents

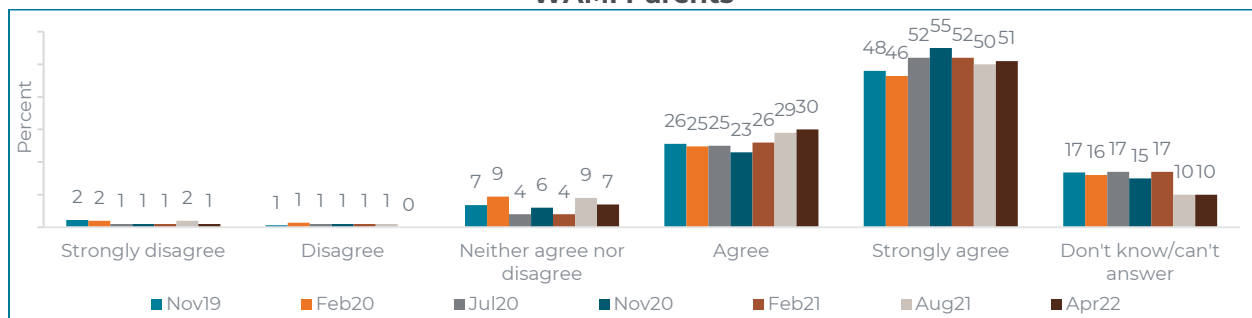


Parents near OBCC

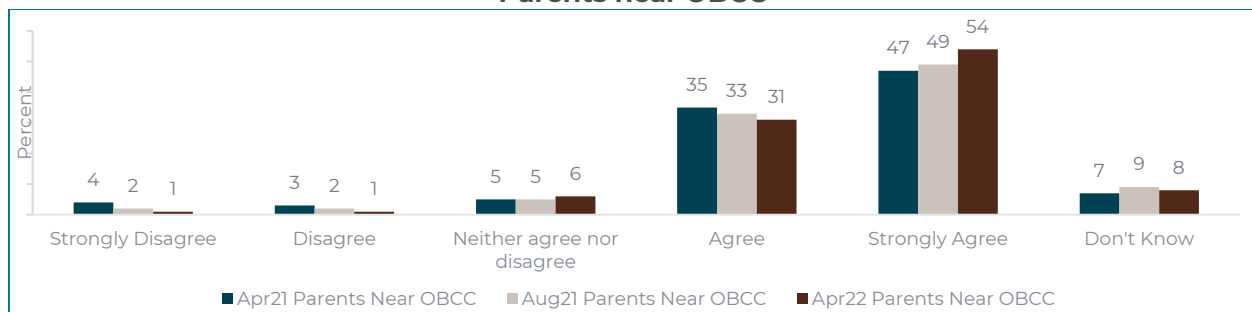


Seattle Children's cares for kids using innovative treatments

WAMI Parents

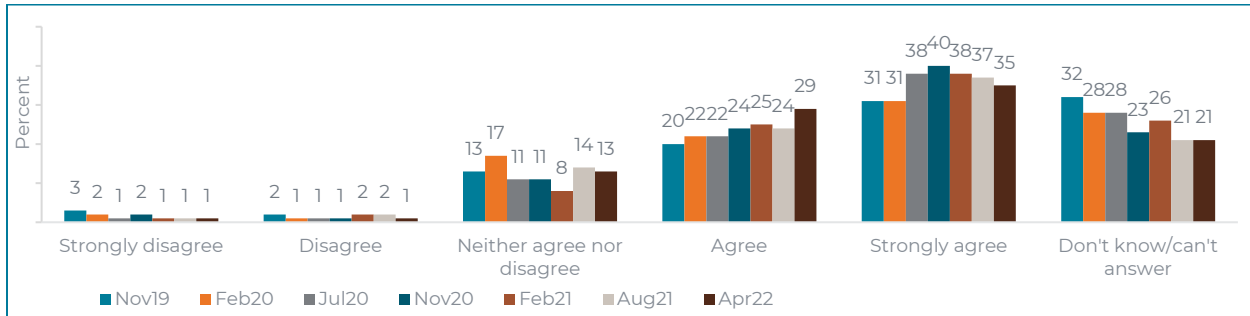


Parents near OBCC



Seattle Children's provides access to care regardless of a family's ability to pay

WAMI Parents



Parents near OBCC

