



TO: Interested Parties

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RE: New Poll Shows Inslee and McKenna in a Dead Heat in Race for Governor

DATE: March 6, 2012

This analysis is based on 500 interviews among Washington registered voters who are likely to vote in the November 2012 general election. The survey was conducted February 21-23, 2012. The margin of error is plus or minus 4.4 percentage points at the 95% level of confidence.

McKenna and Inslee Receive Nearly Identical Favorability Ratings

	Favorable	Unfavorable	Neutral	No opin./Nvr Heard
Rob McKenna	33%	20%	20%	29%
Jay Inslee	33%	21%	18%	29%

Both McKenna and Inslee are well-liked by Washington voters, with one-third indicating they have favorable impressions of both candidates.

Around one-in-five have unfavorable impressions of McKenna (20%) and Inslee (21%). It also comes as no surprise at this early date that just under three-in-10 (29%) are still unable to rate either candidate.

McKenna and Inslee Are in a Dead Heat in the Governor's Race

Gubernatorial Horserace

If the November 2012 general election for Governor were held today and the candidates were: Jay Inslee, Democrat/Rob McKenna, Republican for whom would you vote or are you undecided?

Inslee, strongly	20%	38%
Inslee, not strongly	11%	
Undecided, lean Inslee	7%	
Undecided	25%	
Undecided, lean McKenna	6%	
McKenna, not strongly	8%	
McKenna, strongly	24%	38%

The candidates' similar favorability ratings translate into a dead heat in the race for the Governor's office. Just under one in four (38%) say they support Inslee, while another 38% indicate a preference for McKenna. Undecided voters make up 25% of the electorate. These numbers confirm findings from a PPP poll conducted

February 16th to 19th (Inslee 42%; McKenna 42%).

The reason for the close race is that both candidates have done a good job consolidating their base. Inslee has tied up 72% of Democrats, while McKenna garners 77% of Republicans, meaning that Inslee has a bit more room to grow among his partisans. Independents remain largely uncommitted at this point, with 42% residing in the undecided column.