



The Elway Poll

An independent nonpartisan analysis of public opinion trends in Washington and the Northwest

24 OCTOBER 2012

McKenna Takes Lead Among Likely Voters

With two weeks to go until election day and ballots already in voters' hands, Republican Rob McKenna has re-taken the lead over Democrat Jay Inslee in the race for Governor by a 47-45% margin among likely voters. McKenna led earlier in the year, Inslee has led since mid-summer, and McKenna has been re-gaining ground over the last two months. With 8% still undecided and a margin of error of $\pm 5\%$, there is still plenty of life left in what is considered to be the hottest governors' race in the country,

The Elway Poll switched its sample for this final poll from all registered voters to "likely voters," defined here as voters who cast ballots in at least 1 of the previous 4 elections.

The race is highly partisan. In an open-ended question, 4 in 10 of each candidates' supporters cited either "political party" or "philosophy" as the main reason for their support.

- Among McKenna supporters, 24% cited his philosophy (e.g., conservative, fiscal policy, smaller government, or general stands on issues), and 18% cited political party.
- Among Inslee supporters the decision was more purely partisan: 30% said they supported him because he is a Democrat and 7% cited reasons related to his philosophy.
- Inslee supporters were more likely to name specific issues, such as the environment, health care, education and women's issues (18% named one of those issues);
- McKenna supporters were more likely to cite their candidate's experience and knowledge (17%), than were Inslee supporters (5%)
- Dislike of the other guy was a significant factor for both candidates:
16% of Inslee voters said the main reason to vote for him was dislike of McKenna; and
11% of McKenna voters said the main reason to vote for him was dislike of Inslee.

McKenna supporters seem somewhat more comfortable with their candidate than were Inslee supporters. When asked to characterize the choice before them:

66% of McKenna voters said their candidate was "clearly better" than Inslee, while fewer (58%) of Inslee supporters said he was clearly the better candidate.

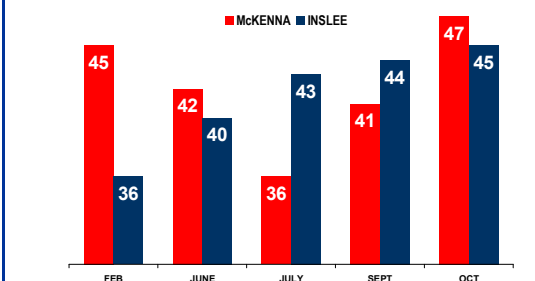
13% of Inslee voters said that "neither candidate is strong"; only 6% of McKenna voters made that assessment.

Among undecided voters, who will decide this election:

- 21% said both candidates are strong;
- 22% said neither is a strong candidate;
- 18% said one is "clearly better" but did not say which one and were still undecided anyway;
- 38% had no opinion about the choice of candidates.

It's easy to see why they are undecided.

VOTE FOR GOVERNOR: FEB—OCTOBER



This survey interviewed Likely Voters. Previous surveys sampled all registered voters.

MAIN REASON CANDIDATES SELECTED

McKENNA		INSLEE	
Philosophy*	24%	Democrat	30%
Experience /Knowledge	17%	Specific Issues*	18%
Republican	18%	Dislike McKenna	16%
Dislike Inslee	11%	Philosophy	7%
Integrity	4%	Record/Experience	5%

*conservative/ fiscal policy/ smaller gov't /"issues" * women's issues /health care/ environment / social issues

DESCRIBE THE CHOICE OF CANDIDATES

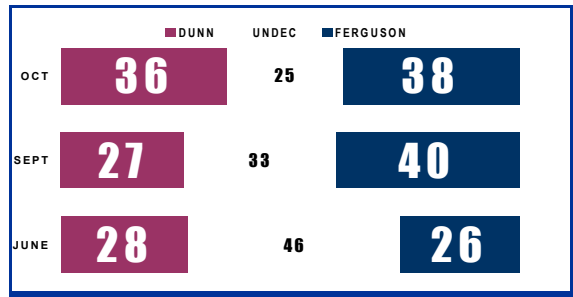
	INSLEE VOTERS	McKENNA VOTERS	UNDEC
BOTH STRONG	24%	22%	21%
NEITHER STRONG	13%	6%	22%
ONE CLEARLY BETTER	58%	66%	18%
NO OPINION	4%	7%	38%

Republicans Gain as Women Shift Away from Democrats

▲After Democrats opened up ground last month in all 4 of the hotly-contested races for state offices, Republicans gained it back this month, and then some. The story of the change is the shift of women voters: Last month 52% of women identified as Democrats and 20% as Republicans. This month, only 39% said Democrat and 31% said Republican. The sample frame was different (likely voters this time, all voters last time), but this is a remarkable shift, outdoing a similar shift seen in national surveys.

The large number of undecided voters means that unless they break significantly in the same direction, it could a long election night (and beyond) before winners are known in several state races.

Attorney General



Bob Ferguson (D) leads among:

- Democrats (78-8%)
- King County (52-29%)

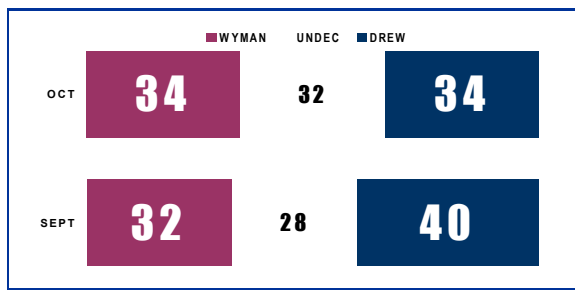
Reagan Dunn (R) leads among:

- Republicans (74-5%)
- Eastern WA (44-29%)
- Puget Sound (non-King) (39-29%)

Even among

- Independents (30% RD; 29% BF)

Secretary of State



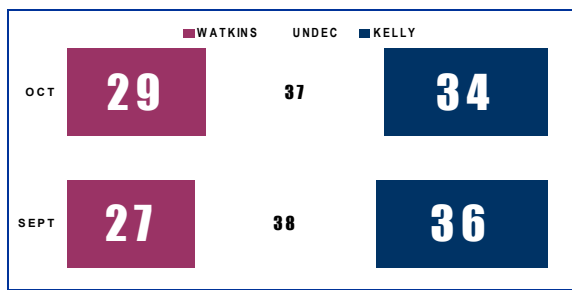
Kathleen Drew (D) leads among:

- Democrats (71-4%)
- Women (36-30%)
- King County (42-20%)

Kim Wyman (R) leads among:

- Republicans (75-5%)
- Independents (26-23%)
- Men (39-32%)
- Outside King Co (41-30%)

Auditor



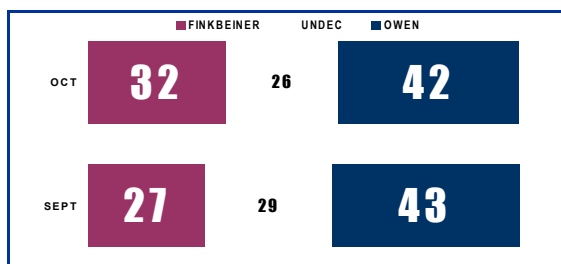
Troy Kelly (D) leads among:

- Democrats (72-1%)
- King County (42-16%)
- Far West (40-32%)

James Watkins (R) leads among:

- Republicans (65-4%)
- Eastern WA (37-26%)
- North Puget Sound (40-26%)

Lt. Governor



Brad Owen (D) leads among:

- Democrats (81-3%)
- Independents (35-25%)
- King County (47-24%)
- Eastern WA (45-35%)

Bill Finkbeiner (R) leads among:

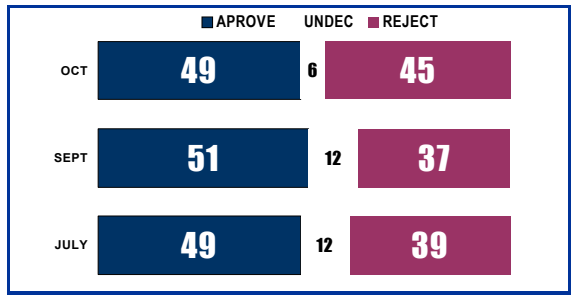
- Republicans (71-8%)
- North Puget Sound (41-30%)

All 4 Ballot Measures Continue to Teeter on the Brink

Support and opposition levels have been remarkably stable for all 4 of the high-profile measures on this year’s ballot. All 4 are leading and have been hovering at around 50% support since July. At least a couple of the campaigns are spending heavily now, and the visible campaigns appear to be lopsided. The question will be how much a media blitz at the end of the campaign can move numbers that have been stable a year.

As always in the case of ballot measures, we read the official ballot title and summary to survey respondents and asked how they would vote “if you were filling out your ballot today.” Prior to this month, we had asked a “softer” question: “how are you inclined to vote as things stand today?”

R-74: Same-Sex Marriage

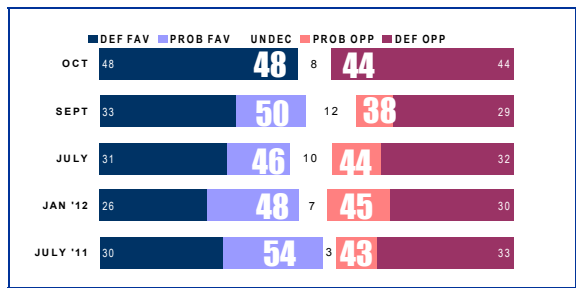


Opposition to Referendum 74 has grown over the past month while support has stayed at virtually the same level since July.

Earlier confusion over the ballot title appears to have abated. Still, 4% of voters appear to be voting the opposite of their intention—2% on each side, so it balances out. In July, as many as 15% of respondents may have been voting contrary to their intention.

- Support for R-74 goes down with age—from 60% among voters under 35 to 40% among voters over 65.

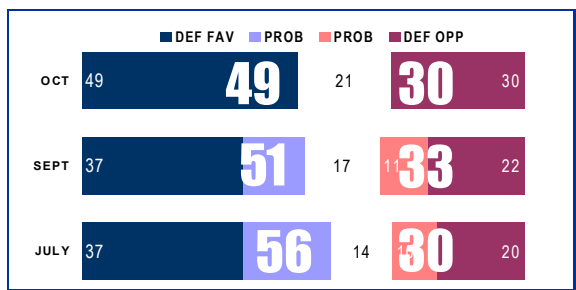
I-502: Marijuana Legalization



Support and opposition to this measure has been stable for more than a year. After dipping last month, opposition to I-502, which would legalize marijuana, returned to the level it had been in January.

- As with same-sex marriage, support for marijuana legalization goes down with age—from 55% among voters under 35 to 37% among voters over 65.

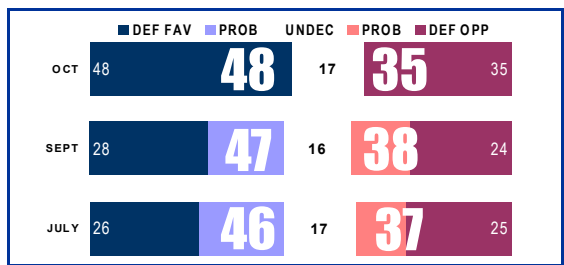
I-1185: Tax Limitation



Although I-1185 support appears to have eroded since mid-summer and has dropped below 50%, the tax-limitation measures continues to lead by 19 points, and opposition has never been above 33%.

- It is supported by a majority of Republicans (69%), and a plurality of Independents (41-34%), while
- Democrats are divided (38% yes/40% no).

I-1240: Charter Schools



Support and opposition levels for Charter Schools is almost identical to last July. I-1240 has never topped 50%, but has maintained a 9-11 point lead throughout the campaign.

- Support goes up with income, from 45% of those making under \$100,000 a year to 60% of those making over that amount.
- It was supported by most Republicans (61%) and Independents (52%); opposed by a bare majority of Democrats (50%).

Sample Profile

451 Likely Voters, selected at random from registered voter lists in Washington state, were interviewed Oct. 18-21, 2012 by live, professional interviewers. Likely Voters are defined here as having voted in at least 1 of the last 4 elections. 9% of the interviews were conducted on cell phones. The margin of sampling error is ±4.5% at the 95% level of confidence. This means, in theory, that had this same survey been conducted 100 times, the results would be within ±4.5% of the results reported here at least 95 times.

REGION	
King County.....	30%
Pierce + Kitsap.....	16%
North Sound (Snohomish to Whatcom).....	18%
Western Washington (Clallam to Clark).....	17%
Eastern Washington.....	20%
GENDER	
Male.....	48%
Female.....	52%
AGE	
18-35.....	12%
36-50.....	22%
51-64.....	42%
65+.....	25%
PARTY IDENTIFICATION	
Democrat.....	36%
Republican.....	32%
Independent.....	32%
EDUCATION LEVEL	
High School or less.....	16%
Some College.....	30%
College (4yr) Degree.....	33%
Post Graduate School.....	20%
HOUSEHOLD INCOME	
<\$50,000.....	33%
\$50-100,000.....	30%
\$100,000+.....	28%
No Answer.....	9%

The Elway Poll

The Elway Poll is an independent, non-partisan analysis of public opinion in Washington and the Northwest available exclusively to subscribers.

SUBSCRIPTION: An annual subscription is \$250.

PROPRIETARY QUESTIONS: Each month, space is reserved in the questionnaire to allow subscribers to insert proprietary questions. The fee for proprietary questions is \$600 per question. You will receive the results of your question(s) with full crosstabulations within three days.

CROSSTABS: A full set of cross-tabulation tables for any survey is available for \$100.

The Elway Poll
 7035 Palatine N.
 Seattle, WA 98103
 206/264-1500 FAX: 264-0301
 epoll@elwayresearch.com

Blue Tide Ebbing — Voters Look Toward Republicans

Only half of this sample of likely voters had decided on all 5 statewide races surveyed. So far, 39% were planning to vote *only* for Democrats and 37% *only* for Republicans. Last month, those proportions were 43% only Democrats and 31% only Republicans in these same 5 races—a net shift of 10 points toward the Republicans.

Some 22% intended to split their tickets, down slightly from 24% last month. Only 3% had not decided in any of the 5 races.

Early deciders favored the Democrats: among the 50% who had decided on all 5 races 23% were voting for all 5 Democrats, and 18% were voting for all 5 Republicans.

This begs the question that will determine the outcome of these races: of which way the late deciders will go?

PARTY "VOTES" IN 6 STATE RACES

D "VOTES"	R "VOTES"	VOTE PATTERN	
5	0	23%	39%
3-4	0	7%	ONLY DEM
1-2	0	9%	
3-4	1+	8%	22%
1-2	1-2	7%	TICKET
1	3-4	7%	SPLITTERS
0	1-2	10%	
0	3-4	9%	37%
0	5	18%	ONLY REP
0	0	3%	NO PREFERENCES

LIKELY VOTERS

The Elway Poll changed to a "likely voter" sample this month because we are so close to the election. Our usual practice is to sample from all registered voters.

Because we sample from voter lists, we are able to draw a sample based on voting behavior. Likely voters are defined here as registered voters who cast ballots in at least 1 of the 4 previous elections (2010 and 2008 primary and general).

These 1 of 4 voters, as they are called, comprise 80% of the total electorate, which is approximately the voter turnout in 2004 and is the turnout predicted this year by the Secretary of State. Voter turnout in Washington in 2008 was 85%.