



4 JANUARY 2016

Voters Head Into New Year on a Downbeat

Washington voters are greeting 2016 with considerably less optimism than they welcomed 2015. The Elway Poll's Voter Outlook Index lost nearly 40% of its value over the course of the year. The Index opens the new year at 1.19 compared to 1.94 a year ago.

Voter optimism fell in the first half of 2015 and has not recovered. The index dropped from 1.94 last January to 1.25 in July, then weakened further to 1.19 last week. The current reading of 1.19 is the Index's lowest point since April 2013.

The Index combines voters' outlook for: 1) the country; 2) the state; 3) their community; and 4) their household. All 4 worsened over the course of 2015. Each remained in positive territory, however, with more respondents believing things were getting better than getting worse. The largest decline was in outlook for the country. Compared to this time last year, voter outlook for:

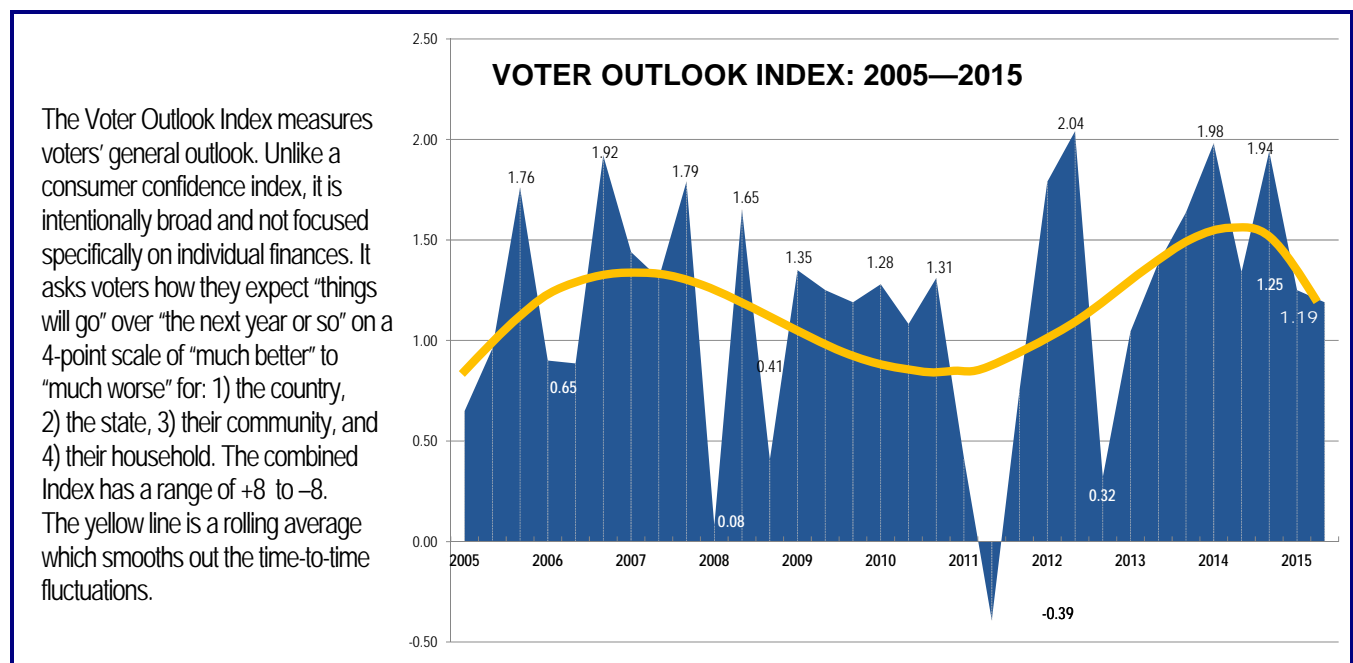
- the country dropped a net 22 points—from 60% “better” vs. 34% “worse” to 46%-42% last week;
- the state dropped a net 14 points—from 64% “better” vs. 28% “worse” to 57% - 35%;
- community dropped a net 10 points—from 68% - 22% to 61% - 26%;
- household dropped a net 14 points—from 77% - 16% to 68% - 21%.

Outlook varied around the state, from a high of 1.91 in King County to a low of 0.75 in Eastern Washington. Scores in each region were lower than last January, but some improved since July while others continued to decline:

- King County, South Sound and the Far West all improved since July; while
- North Puget Sound and Eastern Washington both declined further.

Also notable:

- Democrats registered the highest score of any category (2.66); Republicans were second-lowest (0.72);
- The lowest score was among those with some college but no degree (0.49);
- Optimism went down with age, from 2.26 among those under 35 to 0.95 among those age 65+;
- Respondents with incomes over \$50,000 scored 1.76, while those below \$50,000 scored 0.86.



Sample Profile

500 registered voters, selected at random from voter lists in Washington state, were interviewed Dec 28-30, 2015 by live, professional interviewers. 21% 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, 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.....	14%
No. Puget Sound.....	17%
Western WA.....	20%
Eastern WA.....	20%

GENDER

Male.....	47%
Female.....	53%

PARTY IDENTIFICATION

Democrat.....	34%
Republican.....	22%
Independent.....	44%

AGE

18-35.....	8%
36-50.....	20%
51-64.....	40%
65+.....	31%

EDUCATION LEVEL

High School or Less.....	17%
Some College / Voc-Tech.....	26%
College Degree.....	35%
Graduate School.....	20%

HOUSEHOLD INCOME

<\$50,000.....	26%
\$50-75,000.....	23%
\$75-100,000.....	17%
\$100,000+.....	22%
No Answer.....	12%

VOTE HISTORY

0 votes in last 4 elections.....	11%
1-2 votes.....	35%
3 votes.....	20%
4 votes.....	34%

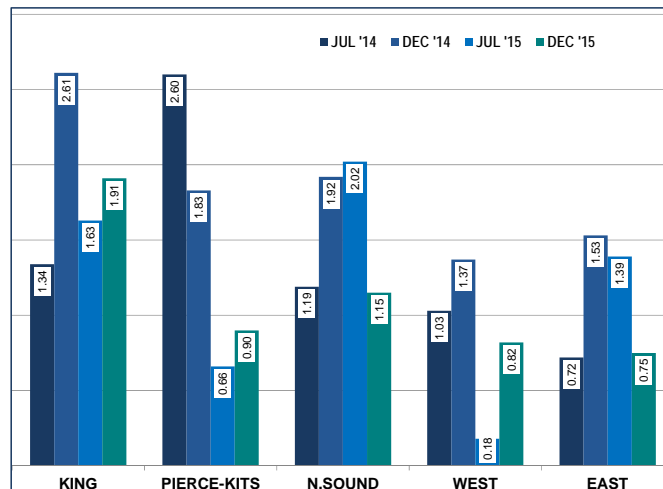
The Elway Poll

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

PROPRIETARY QUESTIONS: Each quarter, space is reserved in the questionnaire to allow for proprietary questions. The fee for proprietary questions is \$1000 per question. You will receive the results of your question(s) with full crosstabulations within two days after the interviews are completed.

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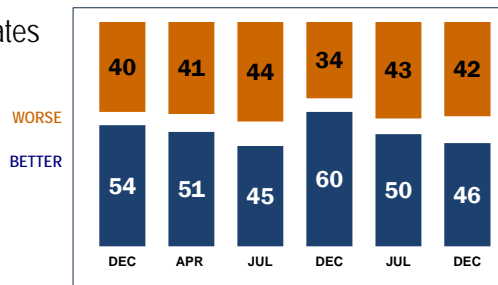
VOTER OUTLOOK BY REGION: JULY '14—DEC '15



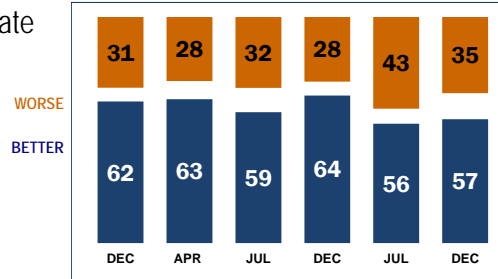
VOTER OUTLOOK INDEX ITEMS: LAST TWO YEARS

In the next year, will things get better or worse in:

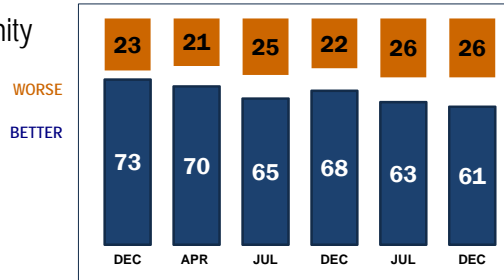
The United States



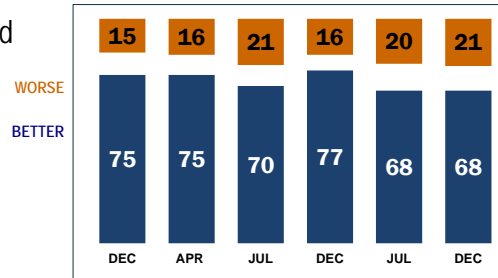
Washington State

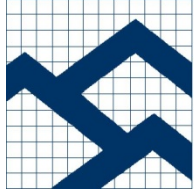


Your Community



Your Household





The Elway Poll

PROPRIETARY SUBSCRIPTIONS

The Elway Poll offers a limited number of organizations the ability to monitor public opinion on issues vital to your operation effectively and economically.

PROPRIETARY QUESTIONS: IN-HOUSE SURVEY CAPACITY

For an annual fee, Proprietary Subscribers are able to add their own private questions to our quarterly survey. Your data will be yours to use as you see fit. Your data are not published and subscribers are not disclosed. Use your questions for internal strategic purposes or release them as your own survey to internal or external audiences. You could even use them to create your own branded, on-going publicity generator.

QUARTERLY SURVEY

The on-going survey affords you the opportunity to track changes over time, ask follow up questions, and build a deeper understanding of public opinion on issues important to you. You can vary the number of questions from quarter to quarter: ask them at once, ask a few questions per quarter, or any combination you choose.

500 WASHINGTON VOTERS

Our sample of 500 Washington voter households has a margin of sampling error of $\pm 4.5\%$ and the ability to segment the sample by region, demographic variables.

ANNUAL FEE = SUBSTANTIAL SAVINGS

The annual fee is \$12,000 for 16 proprietary questions. Demographic questions and crosstabs are included in the annual fee, as is help with question design. You are not limited to 16 questions. You can ask additional questions at a pro-rated cost.

This plan offers on-going survey capacity for less than the cost of a single survey. By way of comparison, a single proprietary question in *The Elway Poll* costs \$1000. A single survey of 16 questions, plus demographics, could cost \$14-15,000. A quarterly survey of four questions each, plus demographics, could easily cost in the neighborhood of \$30,000.

Stretch your research dollar by becoming a Proprietary Subscriber to *The Elway Poll*. It could be the best investment you make this year.