



6 JANUARY 2016

Jay Inslee Leads Bill Bryant by Just 9 Points in Race for Governor

Governor Jay Inslee has a race on his hands. With only 39% of voters polled inclined to vote for his re-election, Inslee led Seattle Port Commissioner Bill Bryant by just 9 points in last week's *Elway Poll*.

Every election is largely a referendum on the incumbent, and this one is starting out to be just that. The story early in this election year is Inslee's apparent vulnerability. But just how vulnerable is he?

Two factors dominate voter thinking about this race at the dawn of the election year: partisanship and opinions about Inslee. In what presages a highly partisan race, the number one reason volunteered by supporters of both candidates was their party affiliation:

37% of Inslee supporters said they were supporting him because he is a Democrat; while

28% of Bryant supporters said their support was based on him being a Republican.

In addition to party identification, Bryant's support was based on the fact that he is not Jay Inslee. In a survey of voters a month ago, Bryant had just 10% name recognition statewide—far lower than his support in this survey. Of those inclined to support Bryant in this survey, half gave as their reason a dislike of Inslee (28%) or their belief that a change is needed (22%).

In the *Elway Poll* last July, 25% of respondents said they were likely to vote for "the Republican challenger" to Jay Inslee. Bryant ran 5 points better than a generic Republican. But Inslee did 9 points better against Bryant than he did against that generic Republican. Net 4 points to Inslee.

In this survey:

82% of Democrats supported Inslee;

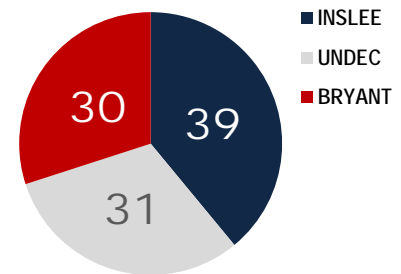
80% of Republicans supported Bryant;

49% of Independents were undecided.

Bryant already has most of the mileage he is going to get out of his party identification and his not-Inslee-ness. He ran 8 points ahead of the proportion of self-identified Republicans in this survey. Even so, he is not yet up to John Carlson's record-low Republican vote total of 40% in 2000, when Republican party identification was running 10 points higher than it is now. Bryant will have to find the 21 points he needs to get to 51% somewhere else.

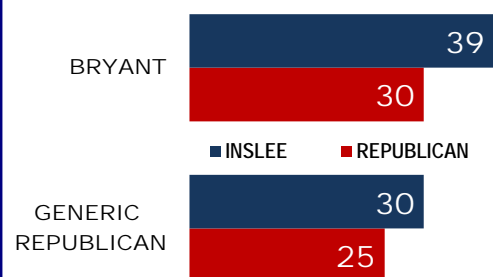
Jay Inslee, meanwhile, has his own work to do. He ran 4 points ahead of the number of self-identified Democrats in this survey, but 19% of all respondents in last July's survey said they preferred another Democrat for Governor. There are many more Democrats than Republicans in Washington and there is not another Democrat in this race, so Inslee's obvious first task is convince those disaffected Democratic voters that he is their guy. If he does that, he is almost home.

RACE FOR GOVERNOR



As things stand today, are you inclined to vote for Democrat incumbent Jay Inslee or Republican challenger Bill Bryant?

INSLEE VS BRYANT & GENERIC REPUBLICAN



Reason for Supporting (open-ended)

| | INSLEE | | BRYANT |
|-----------------|--------|-----------------|--------|
| Democrat | 37% | Republican | 28% |
| Performance | 34% | Dislike Inslee | 28% |
| Specific Issues | 18% | Need Change | 22% |
| Characteristics | 14% | Philosophy | 10% |
| Philosophy | 8% | Specific Issues | 9% |
| Representation | 8% | Budget/Taxes | 7% |

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.

The Elway Poll
Seattle, WA

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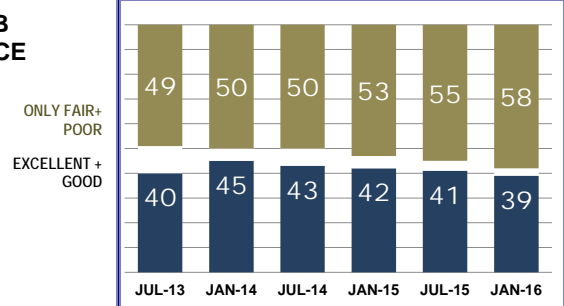
Inslee's Eroding Job Ratings

Jay Inslee's job performance ratings have declined slightly every 6 months since his first anniversary in office.

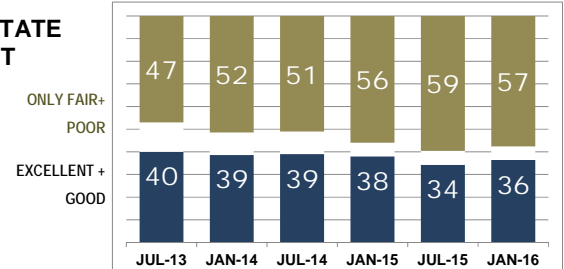
In rating his overall performance and each of four aspects of the job of Governor, a majority of voters in this survey said he is doing a "poor" or "only fair"

The biggest change since last July was a drop from 41% to 33% in the positive marks for "articulating a vision of the future of the state."

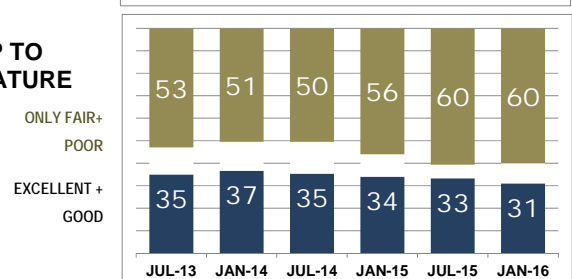
OVERALL JOB PERFORMANCE



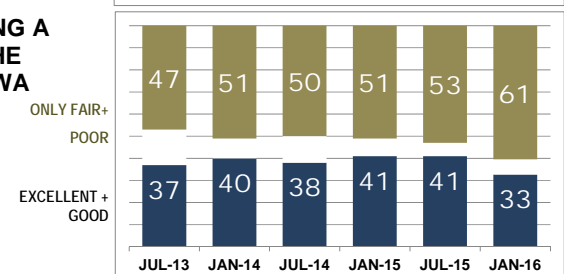
MANAGING STATE GOVERNMENT



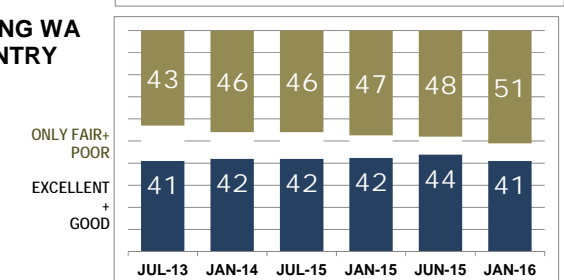
PROVIDING LEADERSHIP TO THE LEGISLATURE



ARTICULATING A VISION OF THE FUTURE OF WA



REPRESENTING WA TO THE COUNTRY AND WORLD



STRETCH

YOUR RESEARCH DOLLAR

Sometimes all you need is the answer to a question or two.

Sometimes that is all you have the budget for.

The Elway Poll reserves space in its quarterly survey of Washington voters for proprietary questions. This gives you an economical way to get a survey done. You can get your questions answered for a fraction of the cost of doing your own survey. Your questions and answers are completely proprietary – no one sees them but you.

Hundreds have used *The Elway Poll* to:

- Ask one or two questions that don't require a full survey
- Test Awareness, Baseline Attitude
- Track Opinion Change Over Time
- Pretest messages, strategies
- Measure message penetration, voter response

You get more than just questions. We provide:

- ✓ Assistance with question editing
- ✓ Topline results sent to you the day after the calling
- ✓ Demographic crosstabs of your results (By including your questions in *The Elway Poll*, you get the demographic questions free.)
- ✓ Full results in 2-3 days.

Your own survey for a fraction of the typical cost.

Proprietary Questions are just \$1000 apiece.

Special Samples – Districts, Counties, Cities – are also available.



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