



MOORE INFORMATION

OPINION RESEARCH • STRATEGIC ANALYSIS

WPC SOLUTIONS SUMMIT

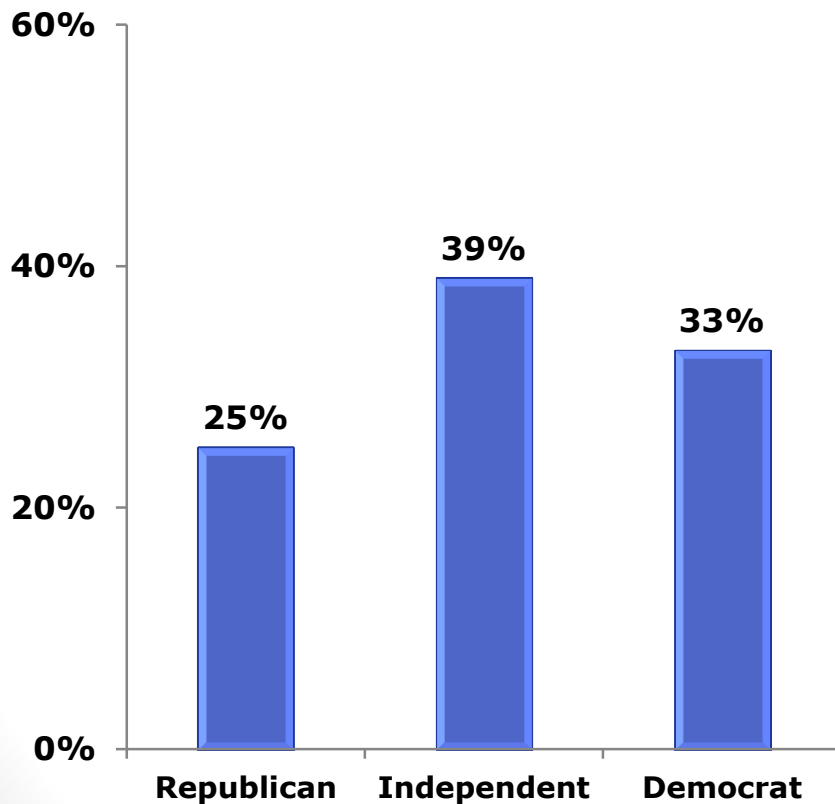
November 12-13, 2013



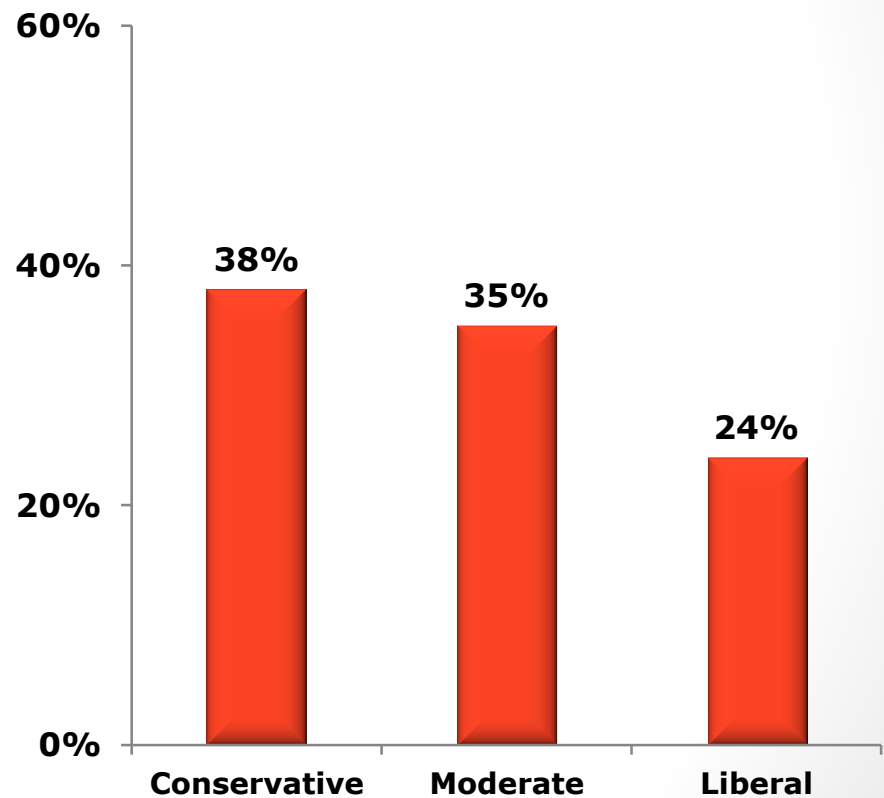
Political Environment

Washington Voter Party ID & Philosophy

Party ID



Philosophy

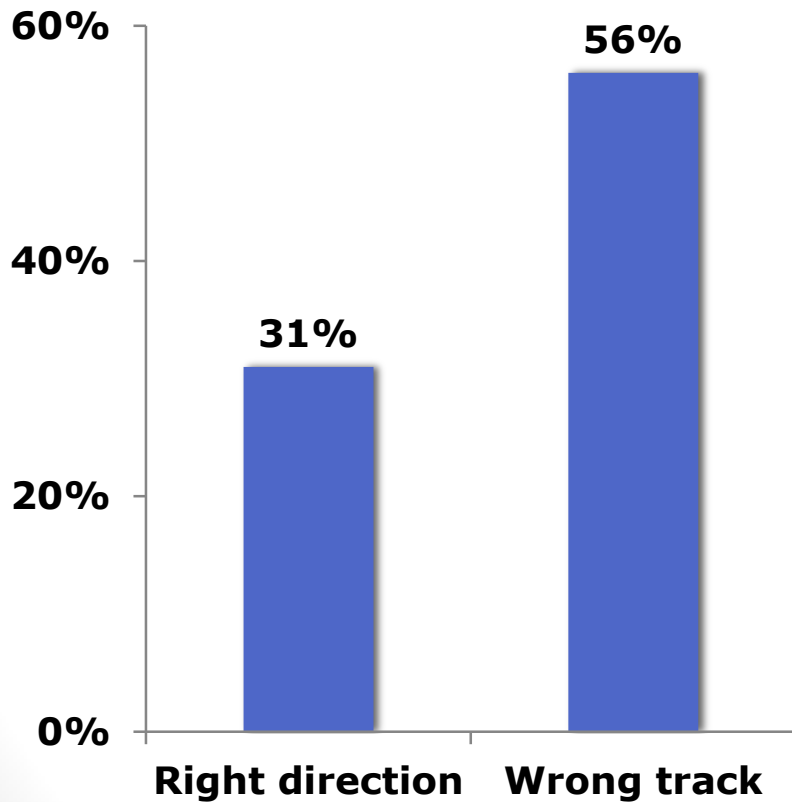


Washington Voter Party ID & Philosophy

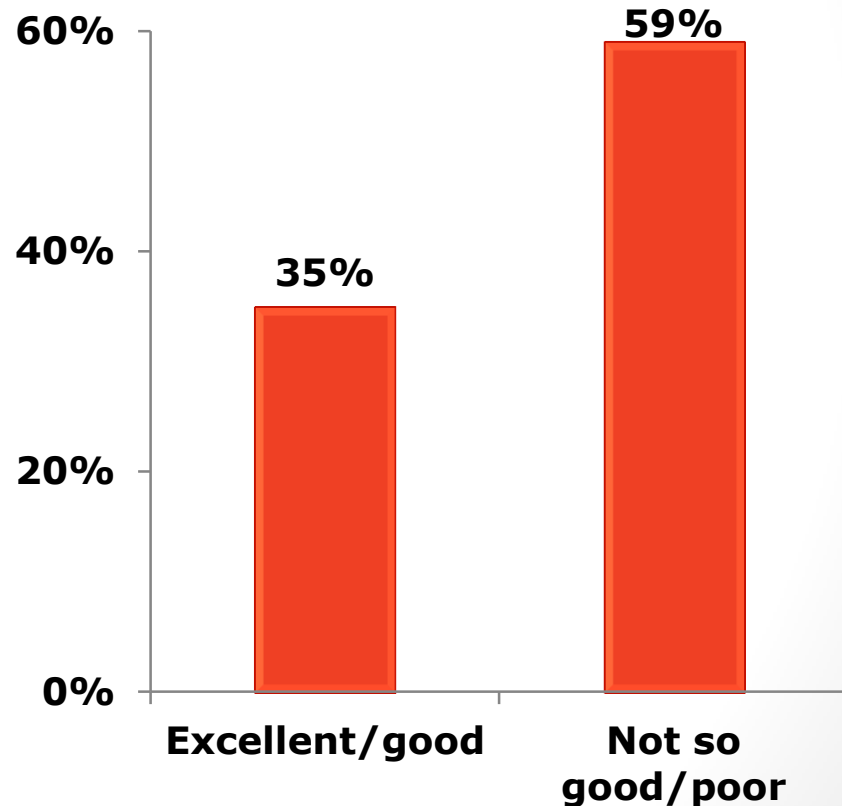
| | Conservative | Moderate | Liberal |
|-------------------|--------------|----------|---------|
| All voters | 38% | 35% | 24% |
| Party ID | | | |
| Republican | 80% | 17% | 2% |
| Democrat | 7% | 34% | 58% |
| Independent | 38% | 47% | 10% |

Voter Mood & The Economy

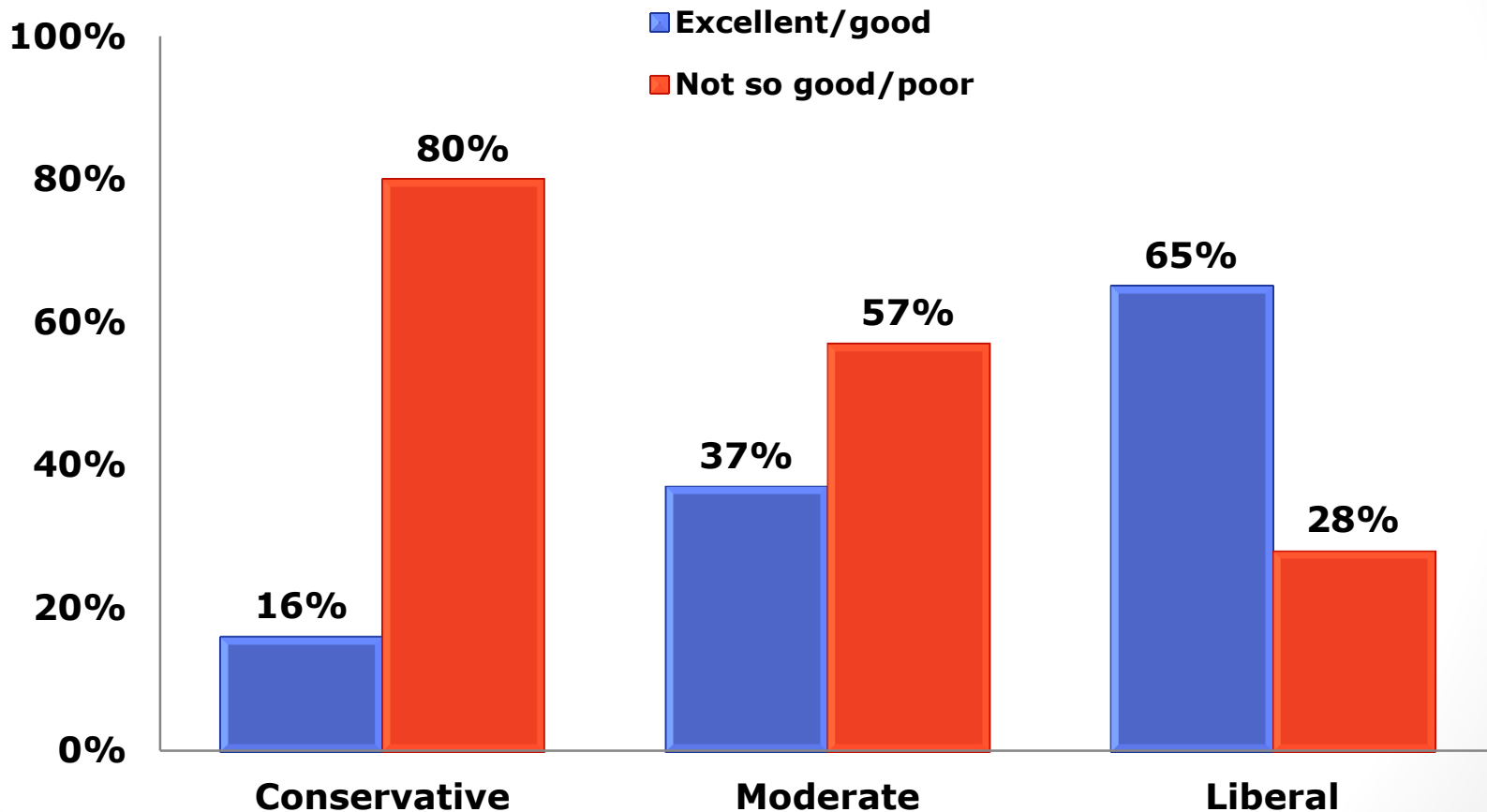
Mood



Perception of Washington's Economy



Perceptions of Washington's Economy & Philosophy

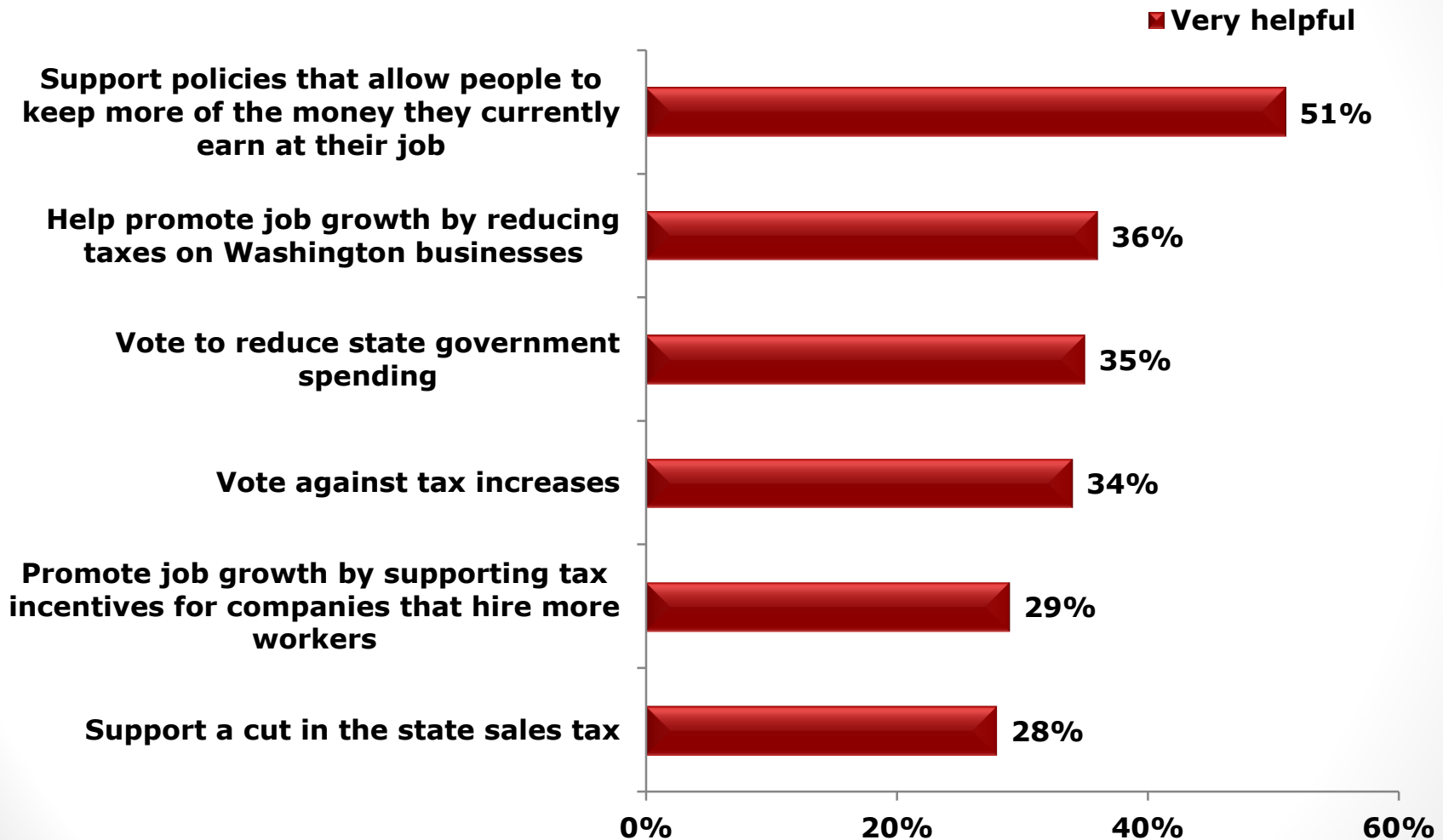


Conservatives are the most pessimistic.

Issue Priorities: *Philosophy*

| | | Philosophy | | |
|------------------------------------|------------|--------------|----------|---------|
| | All voters | Conservative | Moderate | Liberal |
| Jobs | 25% | 25% | 26% | 24% |
| Government spending | 24% | 39% | 20% | 6% |
| Education | 19% | 7% | 22% | 34% |
| Health care | 12% | 9% | 14% | 16% |
| Transportation, roads and highways | 7% | 3% | 5% | 14% |
| Taxes | 6% | 11% | 5% | 1% |

Legislative Priorities

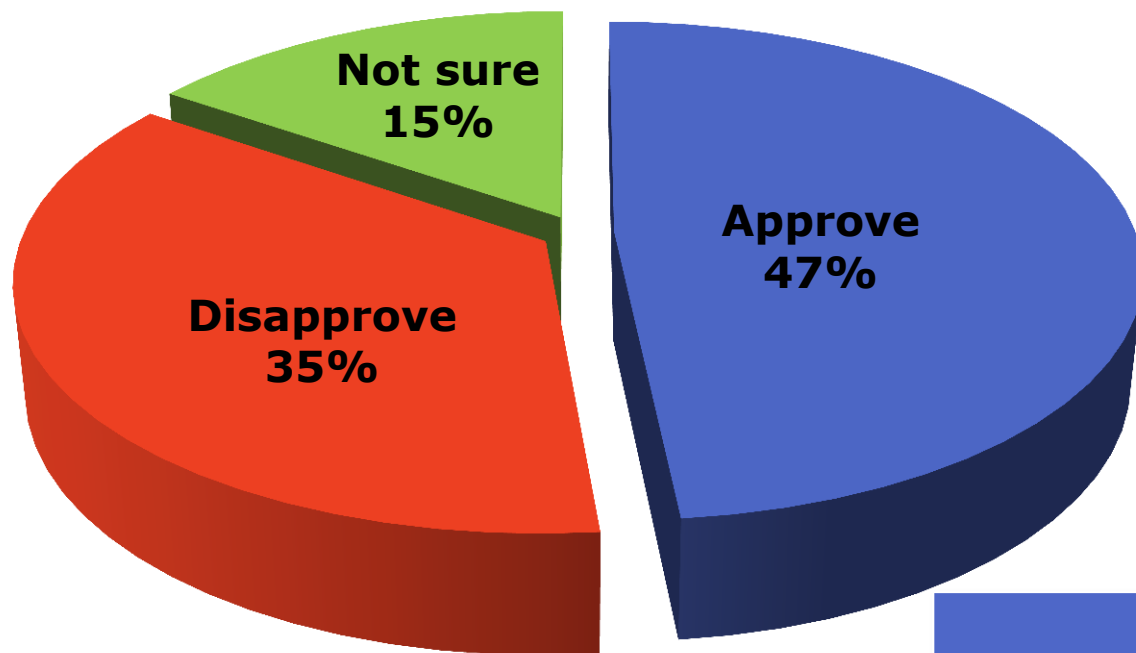


Legislative Priorities: *Philosophy (% very helpful)*

| | | Philosophy | | |
|---|------------|--------------|----------|---------|
| | All voters | Conservative | Moderate | Liberal |
| Support policies that allow people to keep more of the money they currently earn at their job | 51% | 72% | 45% | 30% |
| Help promote job growth by reducing taxes on Washington businesses | 36% | 63% | 29% | 10% |
| Vote to reduce state government spending | 35% | 57% | 31% | 11% |
| Vote against tax increases | 34% | 60% | 27% | 8% |
| Promote job growth by supporting tax incentives for companies that hire more workers | 29% | 34% | 29% | 26% |
| Support a cut in the state sales tax | 28% | 45% | 25% | 12% |

Inslee Job Performance Rating

"When it comes to the job Jay Inslee is doing as Governor.."

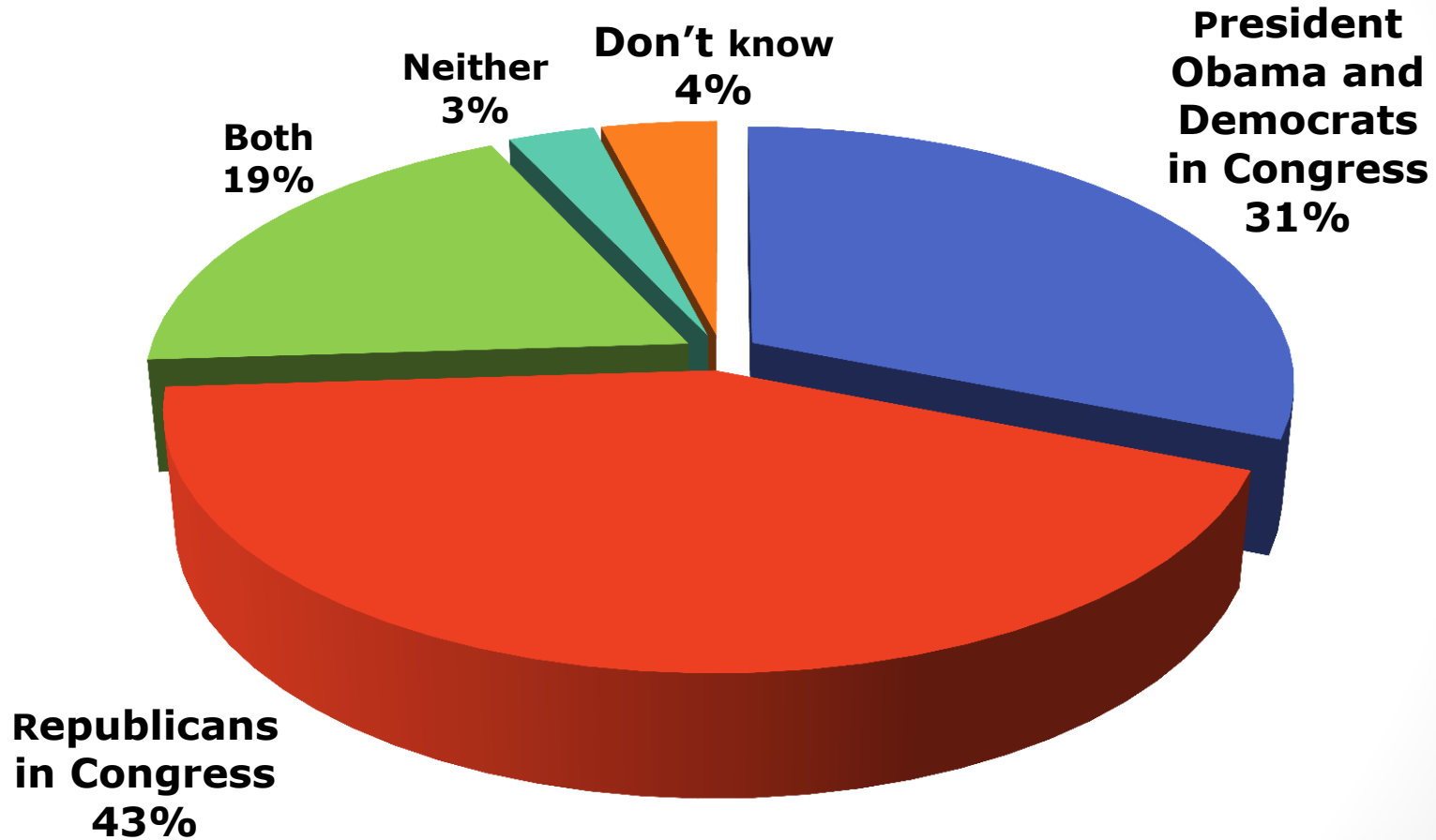


| | Approve | Disapprove |
|-------------------|---------|------------|
| All voters | 47% | 35% |
| Philosophy | | |
| Conservative | 24% | 61% |
| Moderate | 51% | 26% |
| Liberal | 78% | 12% |

Source: Moore Information; August 5, 2013

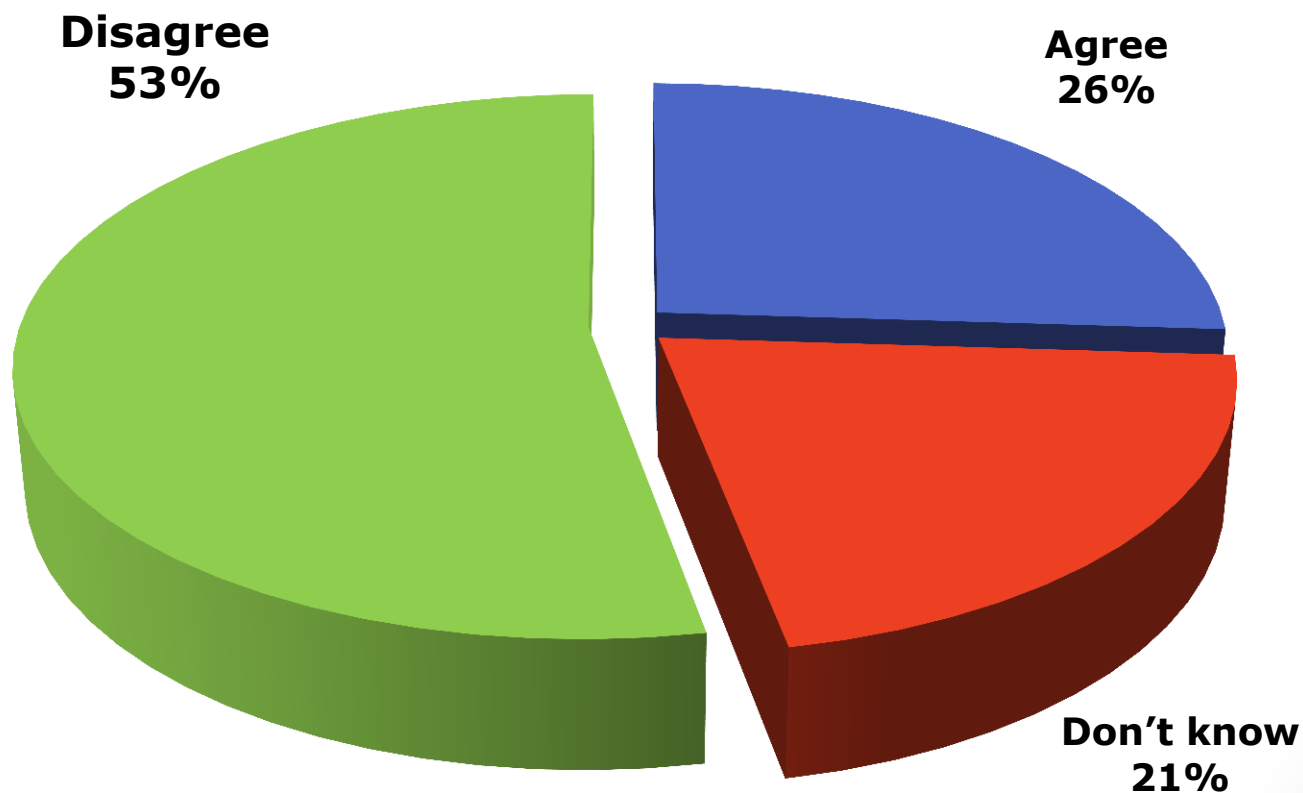
Government Shutdown

"Who do you blame most for the recent shutdown of the federal government?"



Widespread Disagreement With the Tea Party

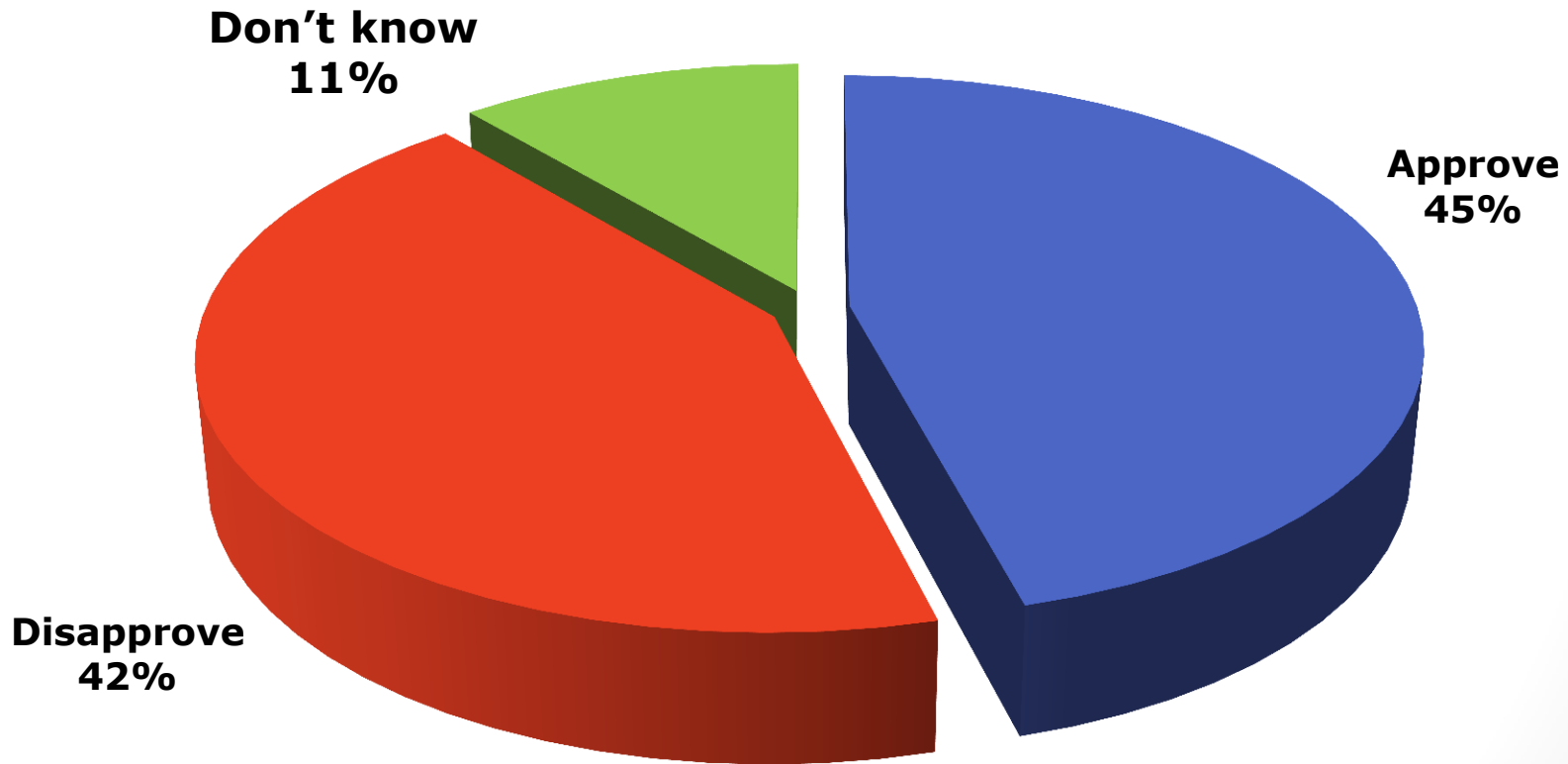
“Do you agree or disagree with the Tea Party’s position during the recent negotiations to end the government shutdown?”



Conservatives: 52% agree, 23% disagree

Voters Divided Over Obamacare

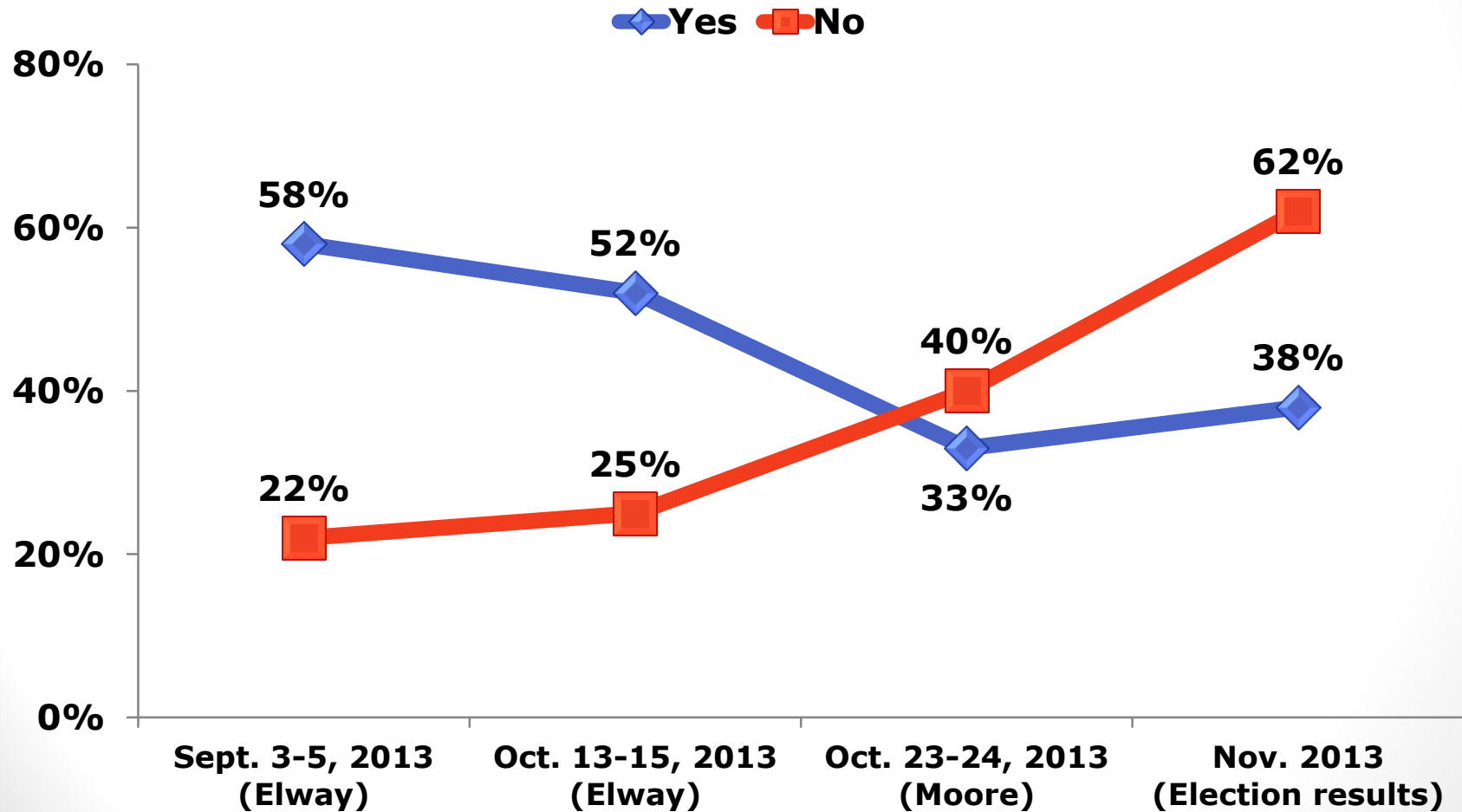
"Do you generally approve or disapprove of the Affordable Care Act?"



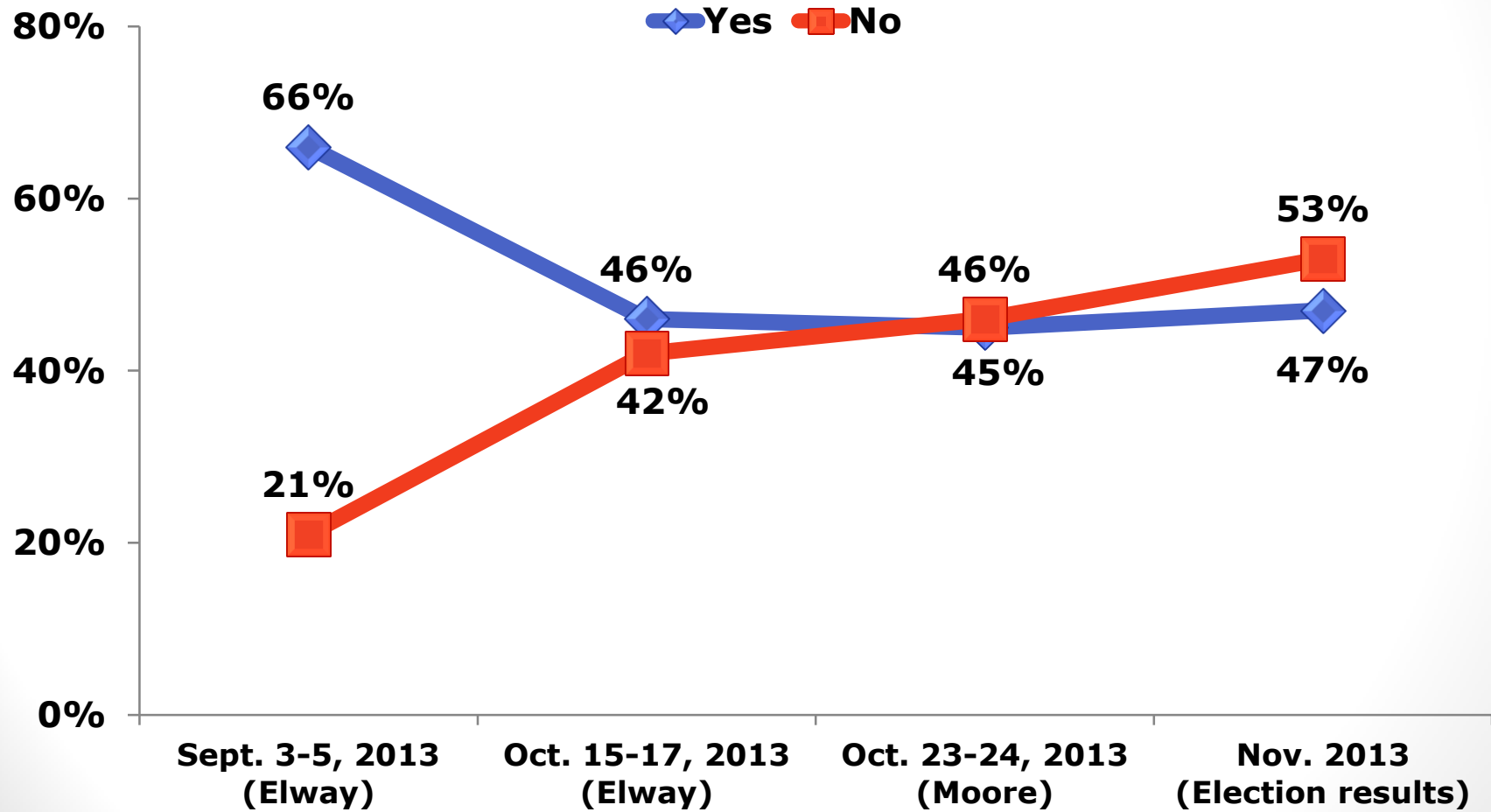


2013 Election

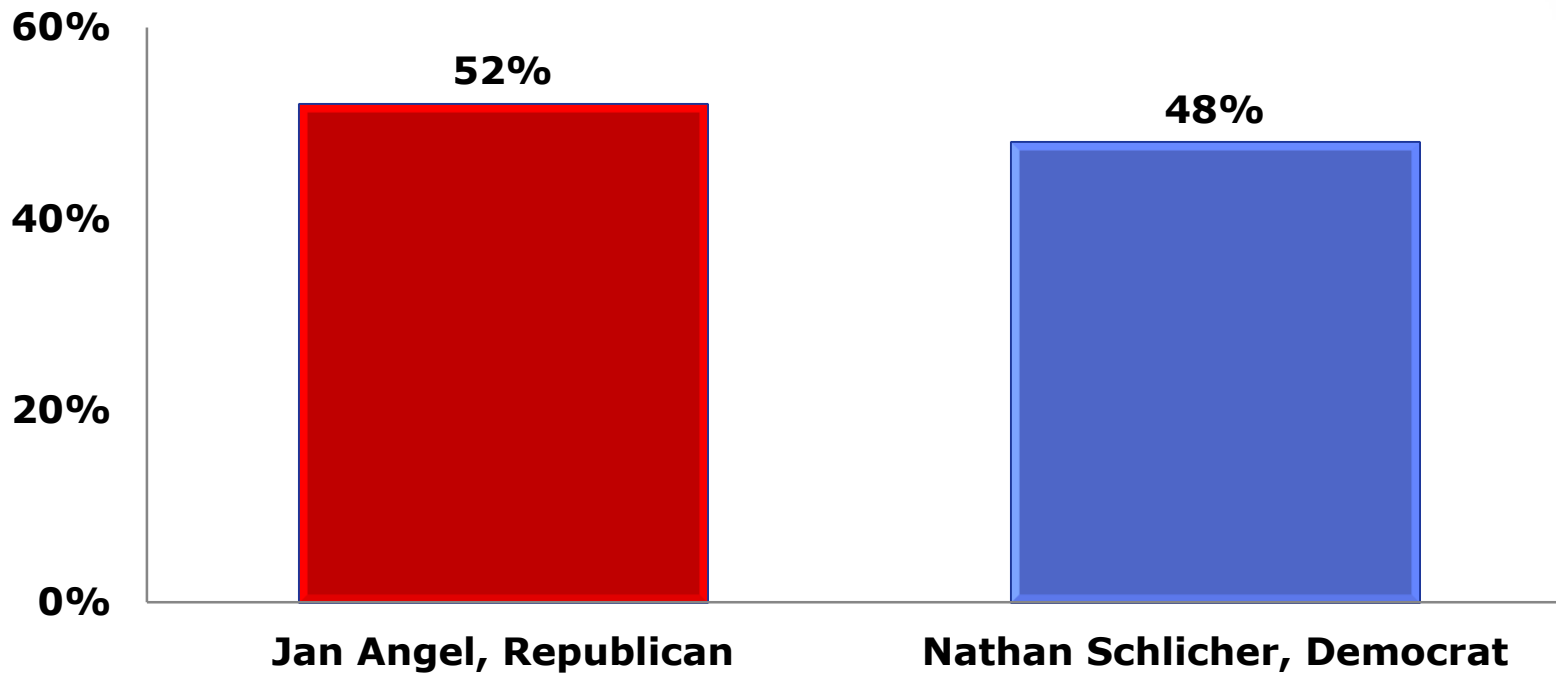
I-517: *Polling & Results*



I-522: *Conservative Win*

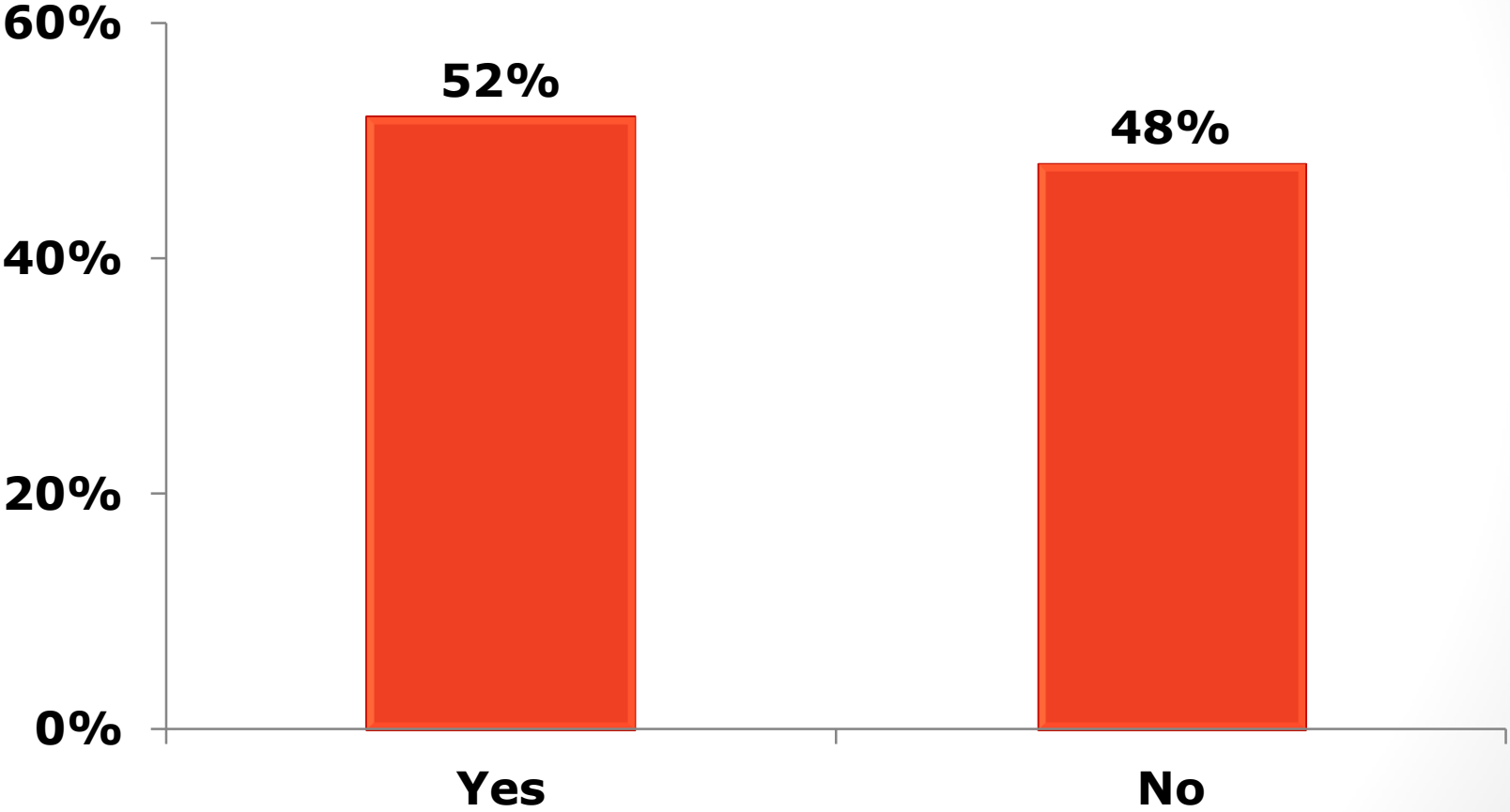


Kitsap State Senate Election: *Victory for Angel*



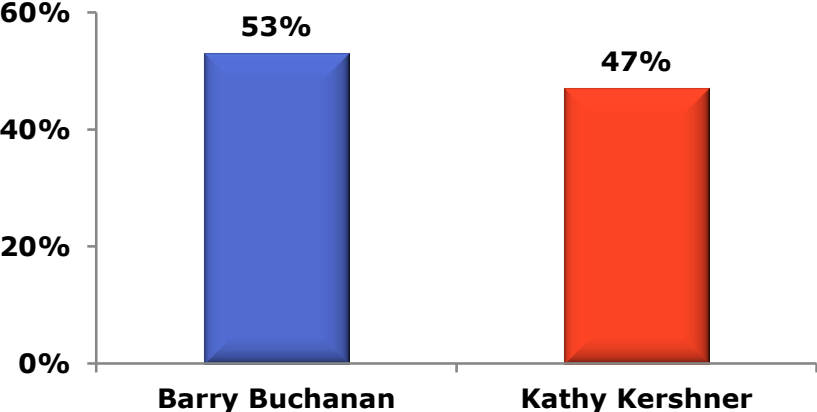
| 2012 L.D. 26 Election Results | | | |
|-------------------------------|-------|----------|--------|
| President | | Governor | |
| Romney | Obama | McKenna | Inslee |
| 47% | 49% | 54% | 43% |

SeaTac Prop 1: *\$15 Minimum Wage*

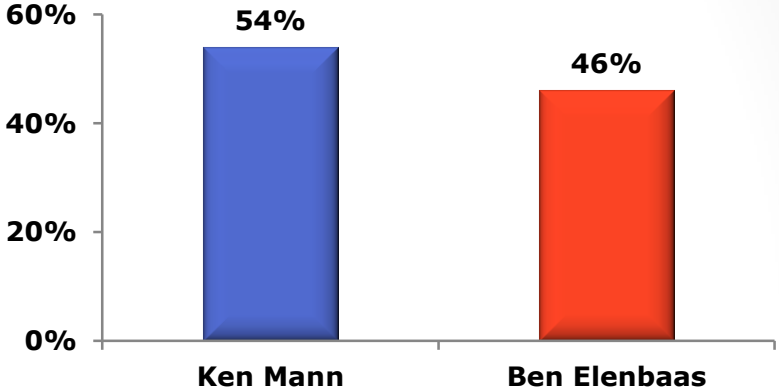


Whatcom County Council: *A Conservative Loss*

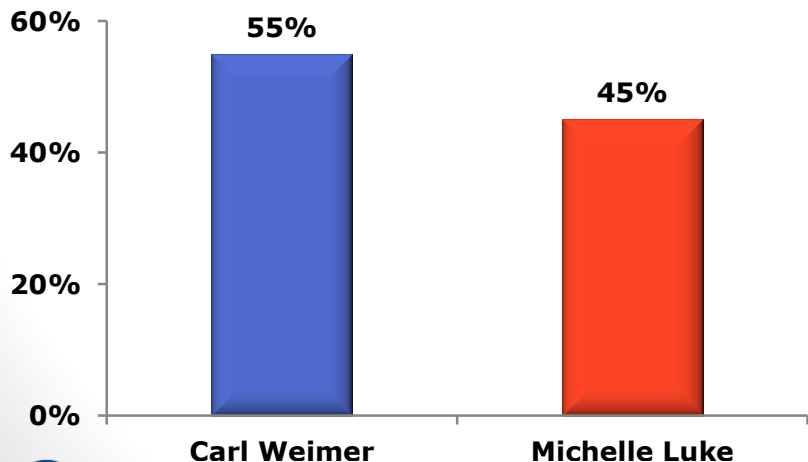
District 1, Position A



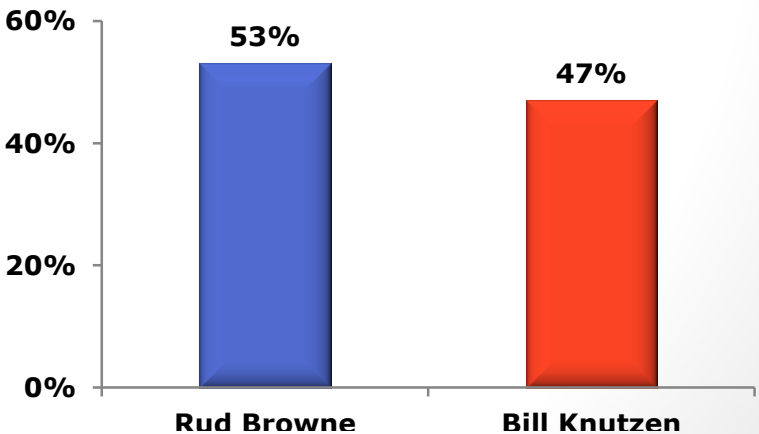
District 2, Position A



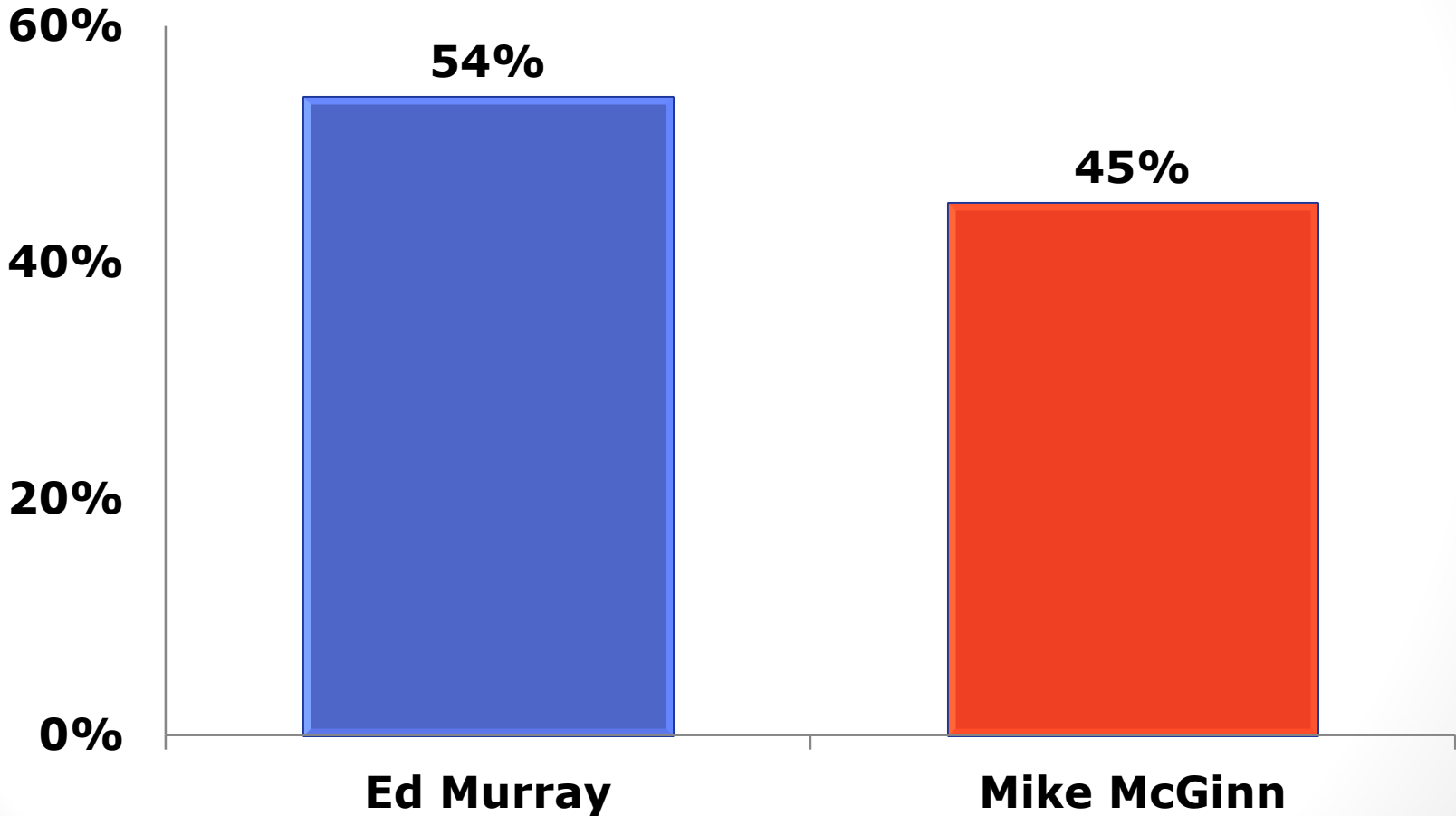
District 3, Position A



Council At-Large



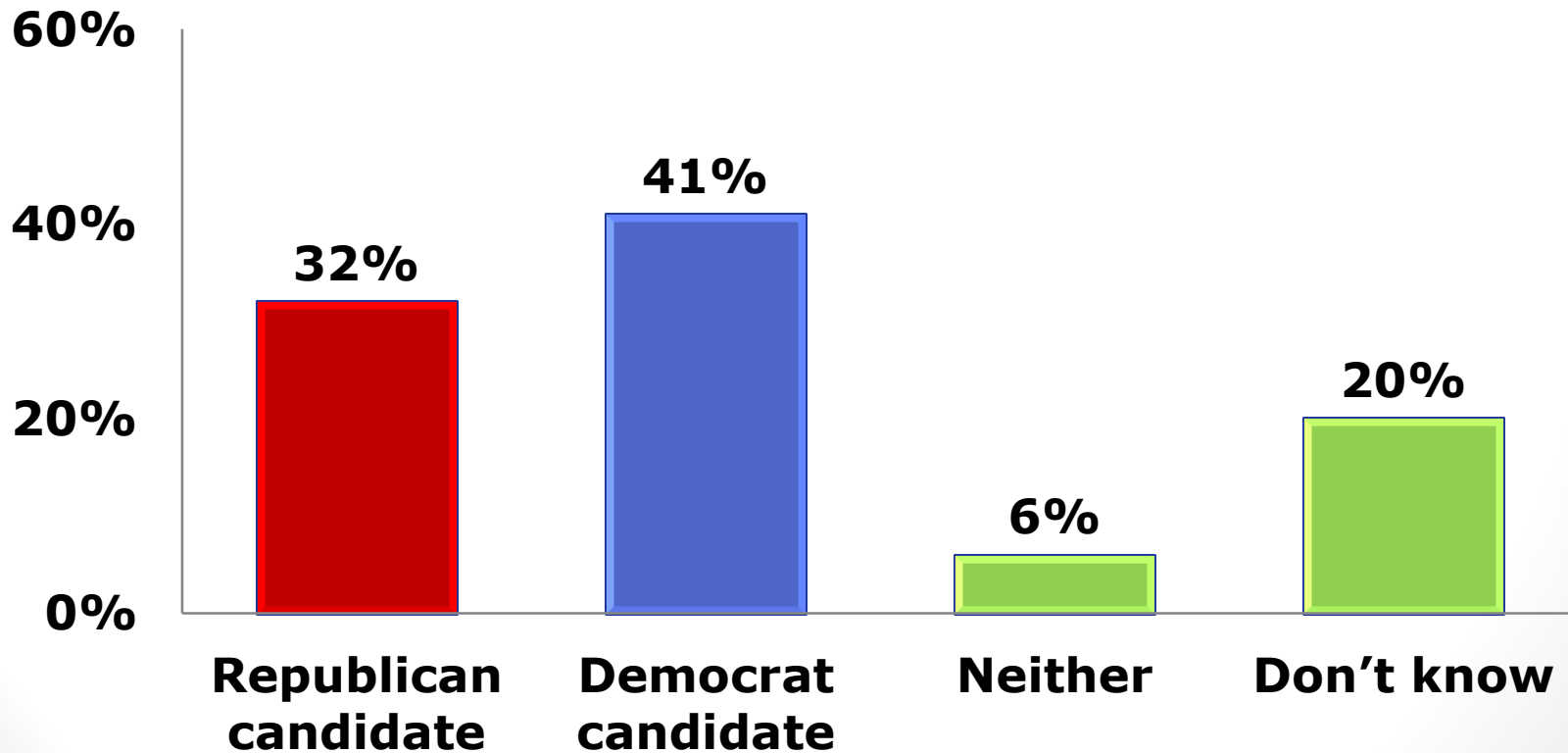
Seattle Mayor: *A Win for Business?*





Legislative Candidate Party Preference

“As you know, in November 2014 you will be voting for Congress, the state legislature and ballot measures. If that election was held today, would you be more likely to vote for a Republican candidate or a Democrat candidate for state legislature?”



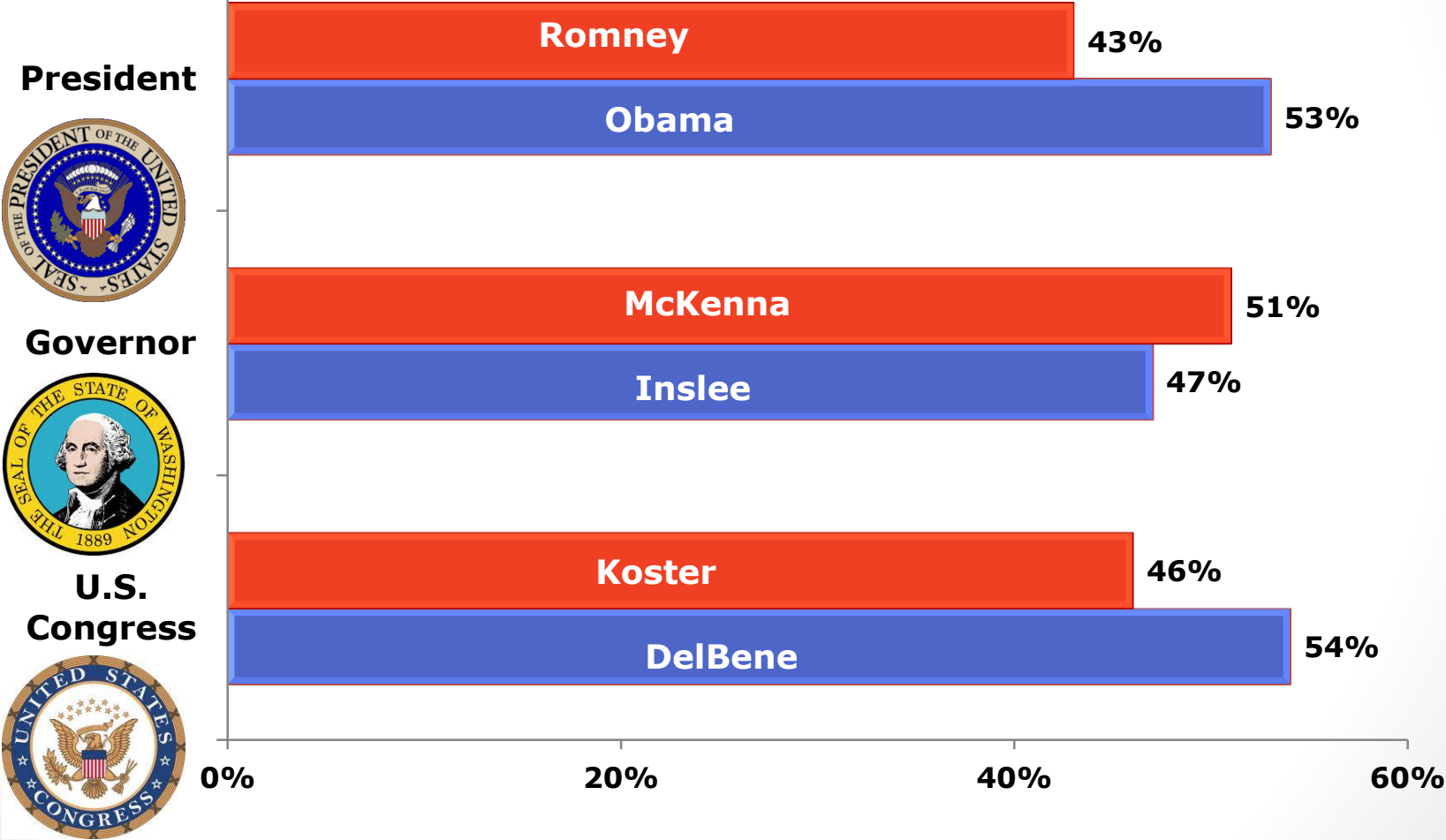
Legislative Candidate Party Preference & Philosophy

| | Republican | Democrat | Neither/don't know |
|--------------------|------------|----------|--------------------|
| All voters | 32% | 41% | 27% |
| Philosophy | | | |
| Conservative (36%) | 62% | 12% | 26% |
| Moderate (38%) | 20% | 50% | 30% |
| Liberal (19%) | 4% | 84% | 12% |



Potentially Competitive U.S. House Race: C.D. 1

C.D. 1 2012 Election Results

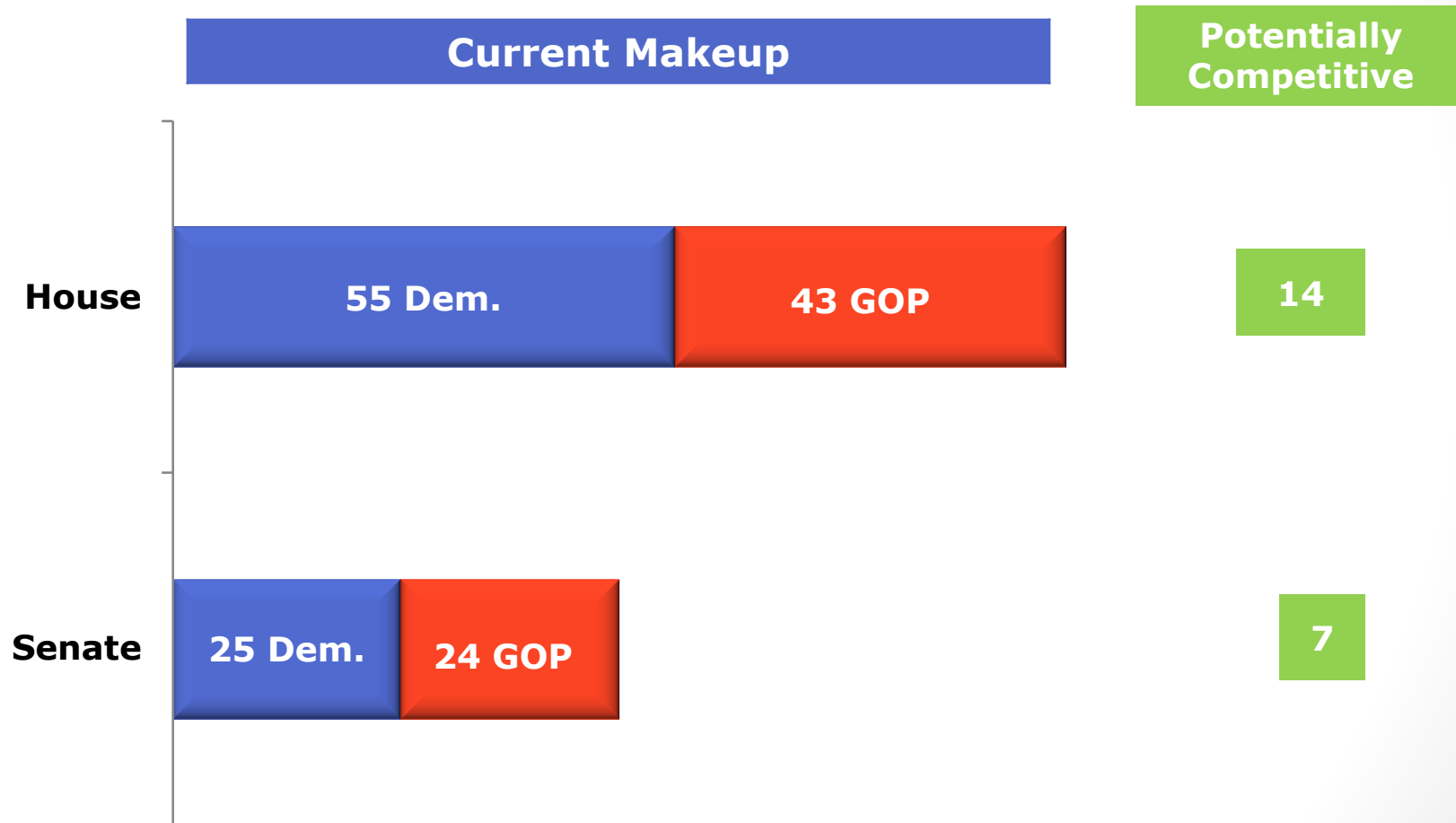


Potentially Competitive State Senate Races

(Winner 55% or less)

| Senate District | Incumbent | GOP % 2010 | Romney % 2012 | McKenna % 2012 |
|------------------------|------------------|-------------------|----------------------|-----------------------|
| SD 6 | Baumgartner (R) | 53.7% | 50.0% | 54.2% |
| SD 30 | Eide (D) | 47.9% | 38.6% | 46.3% |
| SD 41 | Litzow (R) | 50.2% | 37.8% | 49.2% |
| SD 44 | Hobbs (D) | 49.2% | 43.0% | 50.9% |
| SD 45 | Hill (R) | 51.0% | 39.2% | 48.9% |
| SD 47 | Fain (R) | 55.0% | 41.7% | 50.1% |
| SD 48 | Tom (D) | 47.4% | 35.5% | 45.5% |

2014 Legislative Campaign Outlook





**Is Washington
Conservative or
Liberal?**

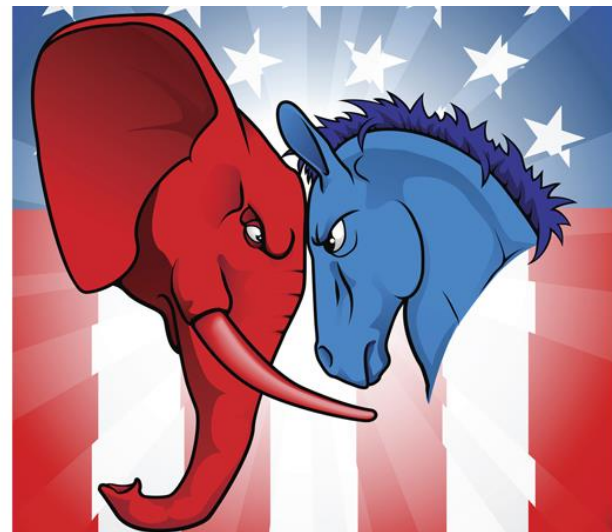
Conservative Ballot Measure Wins 2010-2013 (8)



- I-1098 - Income taxes, 2010 (64% no)
- I-1053 - Reinstating law requiring tax increases be adopted by a two-thirds vote in Legislature, 2010 (64% yes)
- I-1107 - Repeal higher taxes on candy, soda pop and bottled water, 2010 (60% yes)
- I-1183 - Privatization of beer, wine and spirits, 2011 (59% yes)
- I-1125 - State expenditures on transportation, 2011 (53% no)
- I-1240 - Creation of public charter schools, 2012 (51% yes)
- I-1185 - Two-thirds majority vote to increase taxes, 2012 (64% yes)
- I-522 - Labeling of genetically-engineered food, 2013 (53% no)

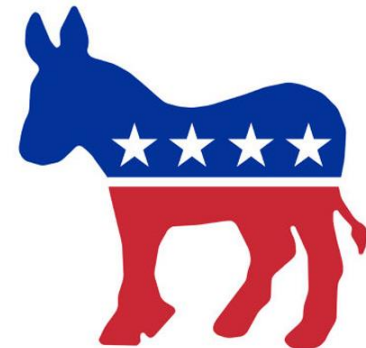
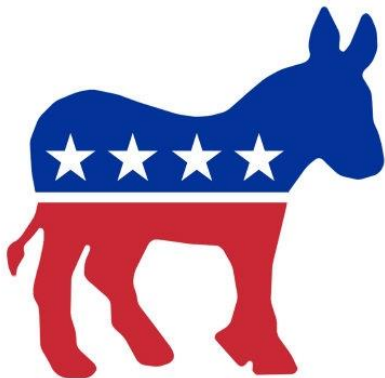
Conservative Ballot Measure Losses 2010-2013 (4)

- I-1082 - Workers comp. insurance reform, 2010 (59% no)
- I-1163 - Training for long-term home care providers, 2011 (65% yes)
- Referendum 74 - Legalizing same-sex marriage, 2012 (54% approve)
- I-502 - Legalizing marijuana, 2012 (56% yes)



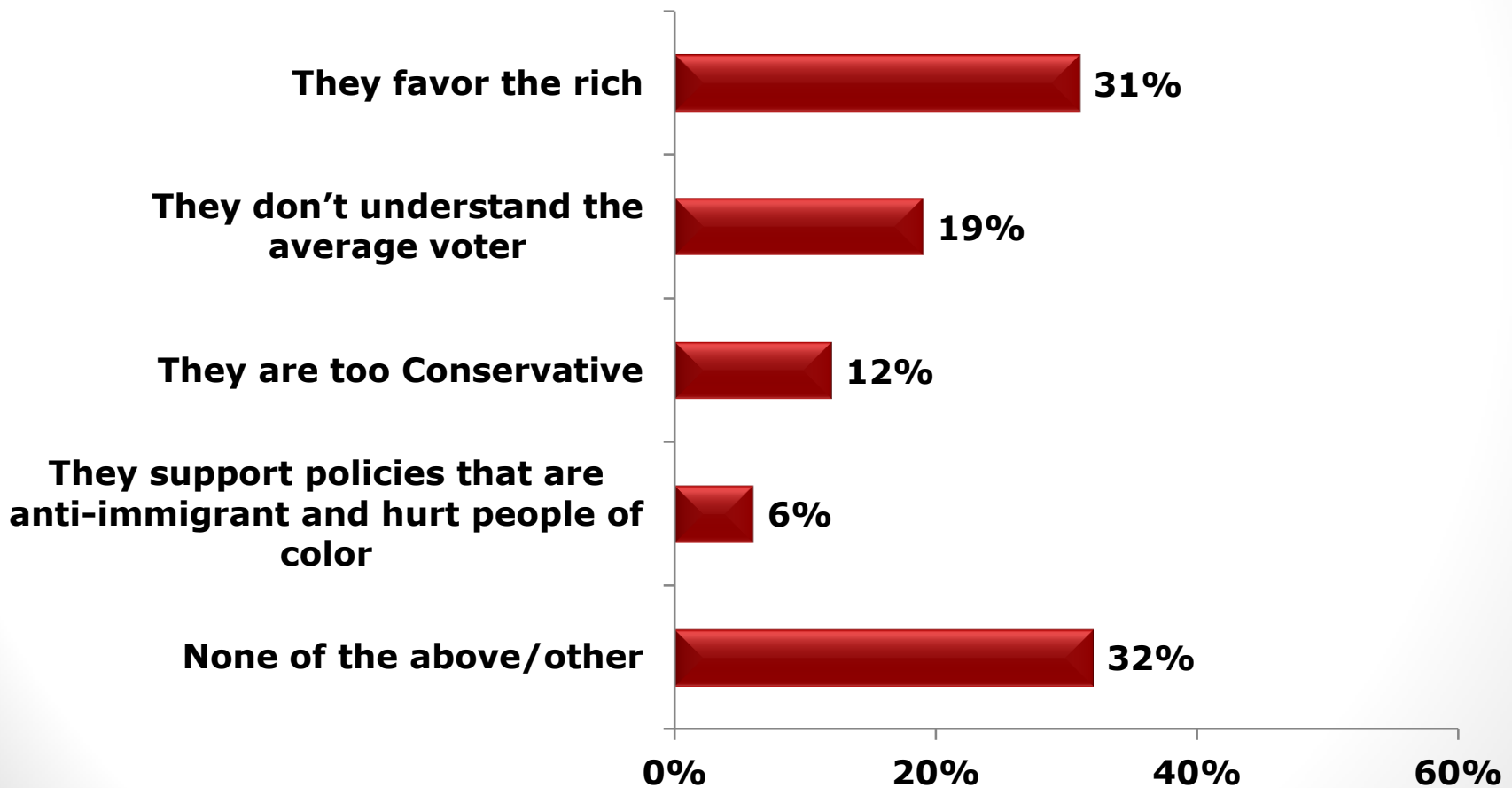
Candidate Elections: *Many Conservative Losses*

- No GOP candidate for President has won the state since 1984.
- No GOP candidate for Governor has won since 1980.
- No GOP candidate for U.S. Senate has won since 1994.
- Six-of-ten Congressional seats are held by Democrats.
- The GOP has not controlled either legislative chamber since 1998.



Why Do Conservative Ballot Measures Pass, While the More Conservative Party (the GOP) Continues to Lose Most Races?

"Which one of the following is your major concern or complaint about the Republican Party?"

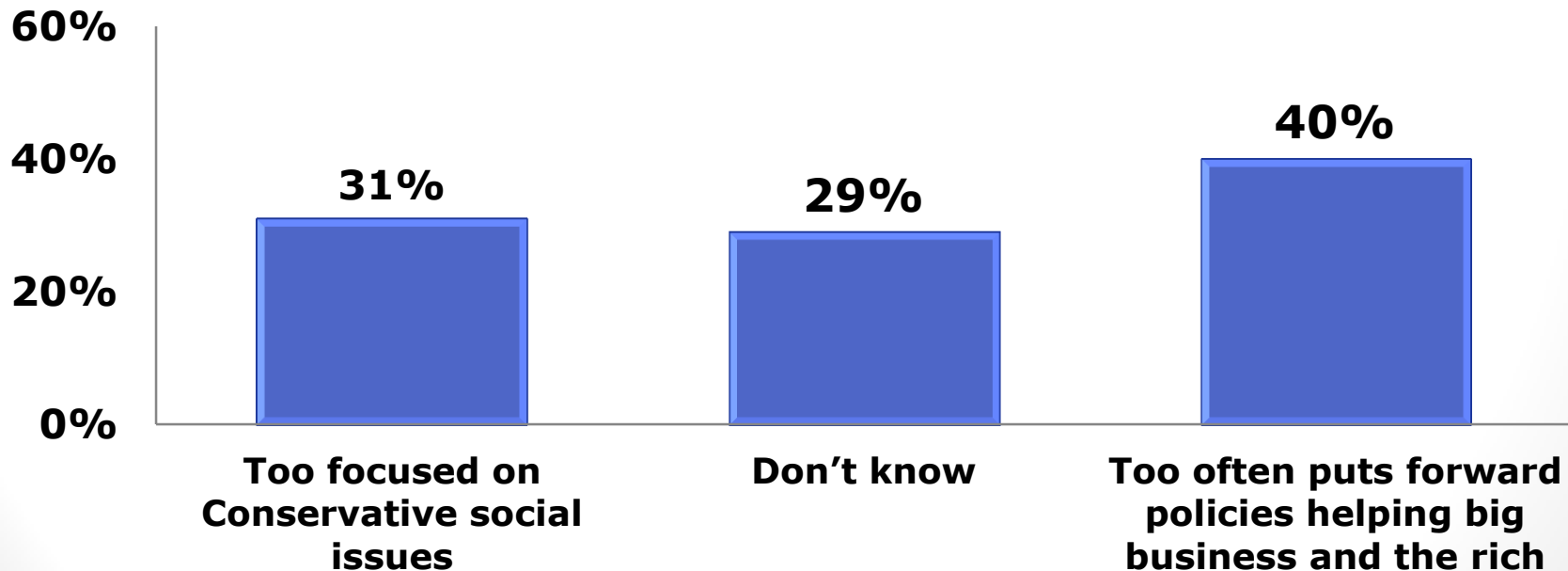


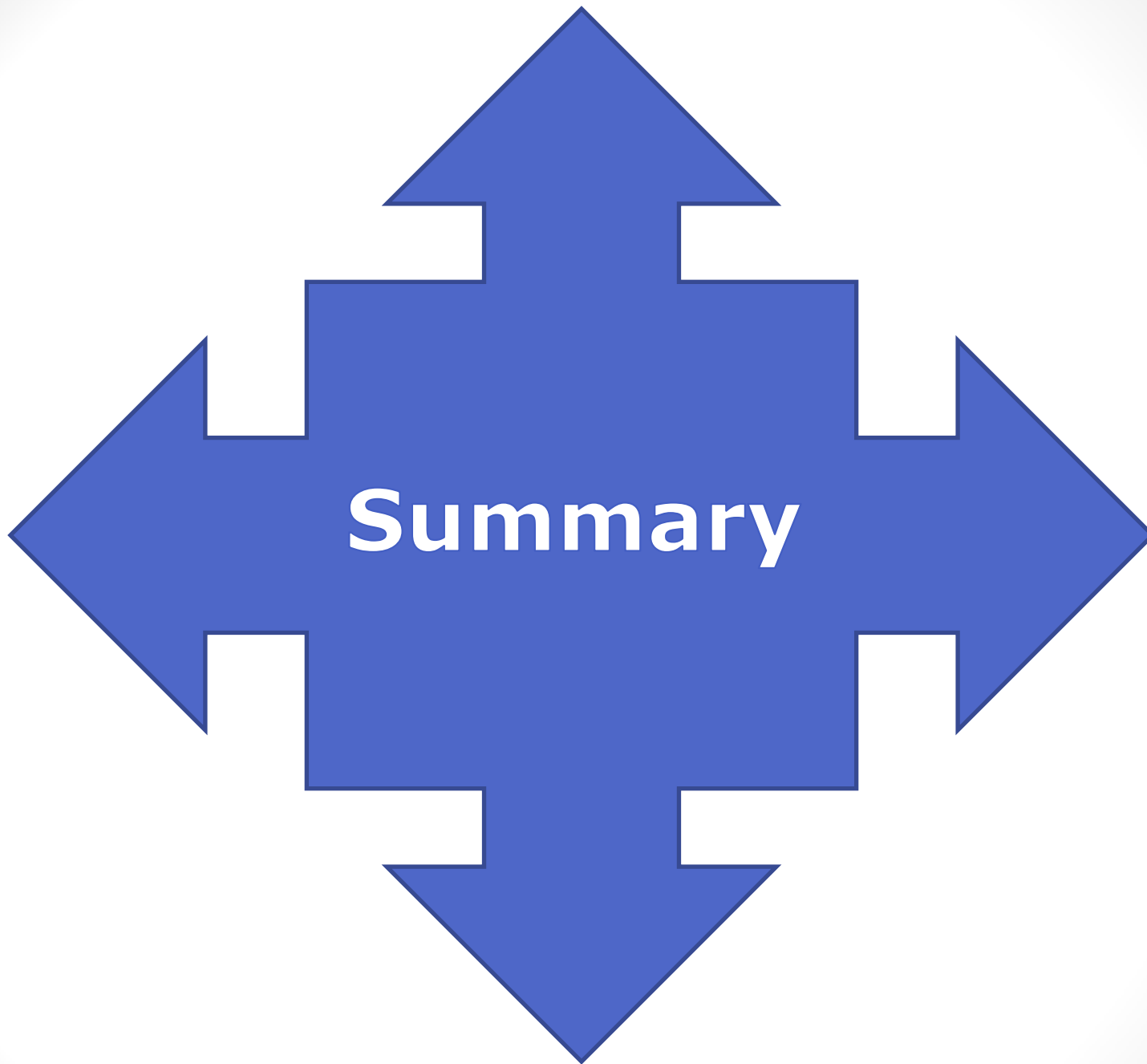
Source: Moore Information Nationwide Poll; March 5, 2013

Why Hasn't Washington Elected a GOP Governor in Over 30 Years?

"Here are two points of view as to why the Republican Party has not elected a governor in Washington State since 1980. Which of these two views is closer to your own?"

The Republican Party has become too focused on pushing Conservative social issues,
OR
The Republican Party too often puts forward policies that help big business and the rich instead of backing policies to help average Washington workers and families."





Summary

Washington voters consistently approve Conservative ballot measures, yet the more Conservative party faces problems at the polls.

Problems:

The GOP's national image
The GOP is the "party of the rich"



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