

FOR IMMEDIATE RELEASE

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McKenna Leads Brown for WA Gov. in 2012

Raleigh, N.C. – In a look ahead to a possible 2012 Washington gubernatorial matchup, Attorney General Rob McKenna, a Republican, currently leads State Senate Majority Leader Lisa Brown, a Democrat, by almost 20 points, 47% to 29%, with 24% still undecided more than two years out. Independents break for McKenna, 50-19, and he gets 87% of the GOP base, to Brown's 60% of the Democrats.

Brown's poor standing can be partially explained by the fact that almost no one has heard of her. 81% have no opinion; among those who do, she is down 7-12. Comparatively, McKenna is an entity to over 55%, and they break 36-20 in his favor.

Brown may also be hurting from current governor and partymate Christine Gregoire's own relative unpopularity. Only 39% of the state's voters approve of how Gregoire is doing in office, to 52% who disapprove. That puts her at one point above the median approval-disapproval margin among the 26 governors PPP has polled this year.

By a 49-30 margin, however, Washington voters still have a very favorable opinion of their previous governor, Gary Locke, now Obama's Commerce Secretary. That compares favorably not only to Gregoire's standing but to other current Cabinet secretaries who are recent governors. In April, Janet Napolitano posted a 41-48 mark in Arizona, and in May, Tom Vilsack showed a 37-36 in Iowa.

Voters are split on Initiative 1098, which would create a state income tax for those earning over \$200,000, while lowering property taxes and certain business taxes. 41% both support and oppose the measure, with 18% undecided.

Even though yesterday's release showed 47% of Washingtonians opposing the health care law (with 45% supporting it), only 43% support McKenna's lawsuit seeking to block the law from being enacted, to 45% who do not want his suit to succeed.

PPP surveyed 1,204 Washington voters from July 27th to August 1st. The survey's margin of error is +/-2.8%. Other factors, such as refusal to be interviewed and weighting, may introduce additional error that is more difficult to quantify.

If you would like an interview regarding this release, please contact Dean Debnam at (888) 621-6988 or 919-880-4888.



Washington Survey Results

- Q1** Initiative Measure No. 1098 concerns establishing a state income tax and reducing other taxes. This measure would tax “adjusted gross income” above \$200,000 (individuals) and \$400,000 (joint-filers), reduce state property tax levies, reduce certain business and occupation taxes, and direct any increased revenues to education and health. Should this measure be enacted into law?
- Yes 41%
- No 41%
- Not sure 18%
- Q2** Do you approve or disapprove of Governor Christine Gregoire’s job performance?
- Approve..... 39% Not Sure..... 9%
- Disapprove..... 52%
- Q3** Do you have a favorable or unfavorable opinion of Lisa Brown?
- Favorable..... 7%
- Unfavorable 12%
- Not Sure..... 81%
- Q4** Do you have a favorable or unfavorable opinion of Rob McKenna?
- Favorable..... 36%
- Unfavorable 20%
- Not Sure..... 45%
- Q5** If the candidates for Governor in 2012 were Democrat Lisa Brown and Republican Rob McKenna, who would you vote for?
- Lisa Brown..... 29%
- Rob McKenna 47%
- Undecided..... 24%
- Q6** Do you support or oppose Attorney General Rob McKenna’s lawsuit to block the health care law?
- Support 43%
- Oppose 45%
- Not sure 12%
- Q7** Do you have a favorable or unfavorable opinion of Gary Locke?
- Favorable..... 49%
- Unfavorable 30%
- Not Sure..... 21%
- Q8** Who did you vote for President last year?
- John McCain..... 41%
- Barack Obama..... 51%
- Someone else/Don’t remember 8%
- Q9** Would you describe yourself as a liberal, moderate, or conservative?
- Liberal..... 24%
- Moderate..... 41%
- Conservative..... 35%
- Q10** If you are a woman, press 1. If a man, press 2.
- Woman 51%
- Man..... 49%
- Q11** If you are a Democrat, press 1. If you are a Republican, press 2. If you are an independent or identify with another party, press 3.
- Democrat 36%
- Republican..... 29%
- Independent/Other 35%
- Q12** If you are white, press 1. If other, press 2.
- White 91%
- Other..... 9%





Q13 If you are 18 to 29 years old, press 1 now. If you are 30 to 45, press 2. If you are 46 to 65, press 3. If older, press 4.

18 to 29.....	6%
30 to 45.....	25%
46 to 65.....	45%
Older than 65.....	24%





Crosstabs

	Base	2008 Vote		
		John McCain	Barack Obama	Someone else/Don't remember
Initiative 1098				
Yes	41%	17%	63%	22%
No	41%	63%	22%	58%
Not sure	18%	21%	15%	20%

	Base	2008 Vote		
		John McCain	Barack Obama	Someone else/Don't remember
Gregoire Approval				
Approve	39%	7%	69%	14%
Disapprove	52%	88%	20%	76%
Not Sure	9%	5%	12%	9%

	Base	2008 Vote		
		John McCain	Barack Obama	Someone else/Don't remember
Brown Favorability				
Favorable	7%	4%	10%	3%
Unfavorable	12%	12%	12%	17%
Not Sure	81%	85%	78%	81%

	Base	2008 Vote		
		John McCain	Barack Obama	Someone else/Don't remember
McKenna Favorability				
Favorable	36%	52%	22%	39%
Unfavorable	20%	6%	31%	16%
Not Sure	45%	42%	46%	45%





Crosstabs

	Base	2008 Vote		
		John McCain	Barack Obama	Someone else/Don't remember
Brown/McKenna				
Lisa Brown	29%	4%	52%	11%
Rob McKenna	47%	85%	16%	58%
Undecided	24%	11%	33%	30%

	Base	2008 Vote		
		John McCain	Barack Obama	Someone else/Don't remember
McKenna Health Care Suit				
Support	43%	81%	9%	68%
Oppose	45%	9%	78%	16%
Not sure	12%	11%	13%	16%

	Base	2008 Vote		
		John McCain	Barack Obama	Someone else/Don't remember
Locke Favorability				
Favorable	49%	21%	77%	20%
Unfavorable	30%	55%	8%	41%
Not Sure	21%	24%	15%	39%

	Base	Ideology		
		Liberal	Moderate	Conservative
Initiative 1098				
Yes	41%	70%	46%	14%
No	41%	16%	34%	67%
Not sure	18%	13%	20%	19%





Crosstabs

	Base	Ideology		
		Liberal	Moderate	Conservative
Gregoire Approval				
Approve	39%	75%	45%	8%
Disapprove	52%	15%	43%	87%
Not Sure	9%	10%	11%	6%

	Base	Ideology		
		Liberal	Moderate	Conservative
Brown Favorability				
Favorable	7%	12%	7%	4%
Unfavorable	12%	16%	9%	13%
Not Sure	81%	72%	84%	83%

	Base	Ideology		
		Liberal	Moderate	Conservative
McKenna Favorability				
Favorable	36%	16%	35%	50%
Unfavorable	20%	42%	18%	7%
Not Sure	45%	42%	47%	43%

	Base	Ideology		
		Liberal	Moderate	Conservative
Brown/McKenna				
Lisa Brown	29%	65%	29%	5%
Rob McKenna	47%	10%	37%	84%
Undecided	24%	26%	34%	11%





Crosstabs

	Base	Ideology		
		Liberal	Moderate	Conservative
McKenna Health Care Suit				
Support	43%	8%	31%	82%
Oppose	45%	80%	55%	9%
Not sure	12%	12%	15%	9%

	Base	Ideology		
		Liberal	Moderate	Conservative
Locke Favorability				
Favorable	49%	79%	60%	17%
Unfavorable	30%	7%	20%	57%
Not Sure	21%	14%	20%	26%

	Base	Gender	
		Woman	Man
Initiative 1098			
Yes	41%	40%	41%
No	41%	38%	45%
Not sure	18%	22%	13%

	Base	Gender	
		Woman	Man
Gregoire Approval			
Approve	39%	41%	37%
Disapprove	52%	49%	55%
Not Sure	9%	10%	8%





Crosstabs

	Base	Gender	
		Woman	Man
Brown Favorability			
Favorable	7%	6%	8%
Unfavorable	12%	10%	15%
Not Sure	81%	84%	77%

	Base	Gender	
		Woman	Man
McKenna Favorability			
Favorable	36%	32%	40%
Unfavorable	20%	18%	22%
Not Sure	45%	50%	39%

	Base	Gender	
		Woman	Man
Brown/McKenna			
Lisa Brown	29%	29%	29%
Rob McKenna	47%	44%	50%
Undecided	24%	27%	20%

	Base	Gender	
		Woman	Man
McKenna Health Care Suit			
Support	43%	40%	46%
Oppose	45%	46%	44%
Not sure	12%	14%	10%





Crosstabs

	Base	Gender	
		Woman	Man
Locke Favorability			
Favorable	49%	52%	47%
Unfavorable	30%	26%	34%
Not Sure	21%	23%	19%

	Base	Party		
		Democrat	Republican	Independent/Other
Initiative 1098				
Yes	41%	67%	18%	33%
No	41%	18%	60%	51%
Not sure	18%	16%	22%	16%

	Base	Party		
		Democrat	Republican	Independent/Other
Gregoire Approval				
Approve	39%	74%	5%	32%
Disapprove	52%	15%	89%	58%
Not Sure	9%	11%	5%	10%

	Base	Party		
		Democrat	Republican	Independent/Other
Brown Favorability				
Favorable	7%	10%	4%	6%
Unfavorable	12%	12%	12%	12%
Not Sure	81%	77%	83%	82%





Crosstabs

	Base	Party		
		Democrat	Republican	Independent/Other
McKenna Favorability				
Favorable	36%	21%	50%	38%
Unfavorable	20%	32%	6%	19%
Not Sure	45%	47%	44%	43%

	Base	Party		
		Democrat	Republican	Independent/Other
Brown/McKenna				
Lisa Brown	29%	60%	2%	19%
Rob McKenna	47%	12%	87%	50%
Undecided	24%	28%	11%	31%

	Base	Party		
		Democrat	Republican	Independent/Other
McKenna Health Care Suit				
Support	43%	7%	81%	48%
Oppose	45%	80%	9%	38%
Not sure	12%	13%	10%	13%

	Base	Party		
		Democrat	Republican	Independent/Other
Locke Favorability				
Favorable	49%	79%	19%	44%
Unfavorable	30%	8%	53%	34%
Not Sure	21%	13%	29%	22%





Crosstabs

	Base	Race	
		White	Other
Initiative 1098			
Yes	41%	42%	30%
No	41%	40%	53%
Not sure	18%	18%	17%

	Base	Race	
		White	Other
Gregoire Approval			
Approve	39%	39%	42%
Disapprove	52%	52%	48%
Not Sure	9%	9%	10%

	Base	Race	
		White	Other
Brown Favorability			
Favorable	7%	7%	5%
Unfavorable	12%	11%	24%
Not Sure	81%	82%	71%

	Base	Race	
		White	Other
McKenna Favorability			
Favorable	36%	36%	35%
Unfavorable	20%	20%	20%
Not Sure	45%	44%	45%





Crosstabs

	Base	Race	
		White	Other
Brown/McKenna			
Lisa Brown	29%	29%	27%
Rob McKenna	47%	48%	38%
Undecided	24%	23%	35%

	Base	Race	
		White	Other
McKenna Health Care Suit			
Support	43%	44%	39%
Oppose	45%	45%	46%
Not sure	12%	12%	15%

	Base	Race	
		White	Other
Locke Favorability			
Favorable	49%	50%	44%
Unfavorable	30%	29%	35%
Not Sure	21%	21%	22%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
Initiative 1098					
Yes	41%	51%	38%	41%	40%
No	41%	27%	46%	41%	41%
Not sure	18%	22%	16%	18%	19%





Crosstabs

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
Gregoire Approval					
Approve	39%	38%	36%	40%	41%
Disapprove	52%	57%	53%	53%	48%
Not Sure	9%	5%	12%	7%	10%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
Brown Favorability					
Favorable	7%	8%	7%	7%	6%
Unfavorable	12%	16%	13%	11%	12%
Not Sure	81%	76%	79%	82%	82%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
McKenna Favorability					
Favorable	36%	32%	37%	36%	34%
Unfavorable	20%	22%	23%	19%	17%
Not Sure	45%	46%	40%	45%	49%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
Brown/McKenna					
Lisa Brown	29%	38%	27%	29%	28%
Rob McKenna	47%	41%	47%	47%	48%
Undecided	24%	22%	26%	23%	24%





Crosstabs

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
McKenna Health Care Suit					
Support	43%	51%	43%	44%	40%
Oppose	45%	41%	44%	47%	42%
Not sure	12%	8%	13%	9%	18%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
Locke Favorability					
Favorable	49%	46%	51%	48%	50%
Unfavorable	30%	30%	28%	33%	27%
Not Sure	21%	24%	21%	19%	23%

