

A photograph of the Washington State Capitol building, a large white neoclassical structure with a prominent dome. In the foreground, a paved walkway leads towards the building, flanked by vibrant red and orange tulips. Lush green trees are visible on either side of the path, and a clear blue sky is above the building.

# WASHINGTON GOVERNOR GENERAL ELECTION VOTERS DECEMBER 2023



**MOORE INFORMATION GROUP**  
RESEARCH • ANALYSIS • RESULTS

# METHODOLOGY

## SAMPLE

600 live interviews among a representative sample of likely 2024 general election voters statewide in Washington.

## METHOD

Landline and cell phone interviews conducted December 11-17, 2023.

## SAMPLING ERROR

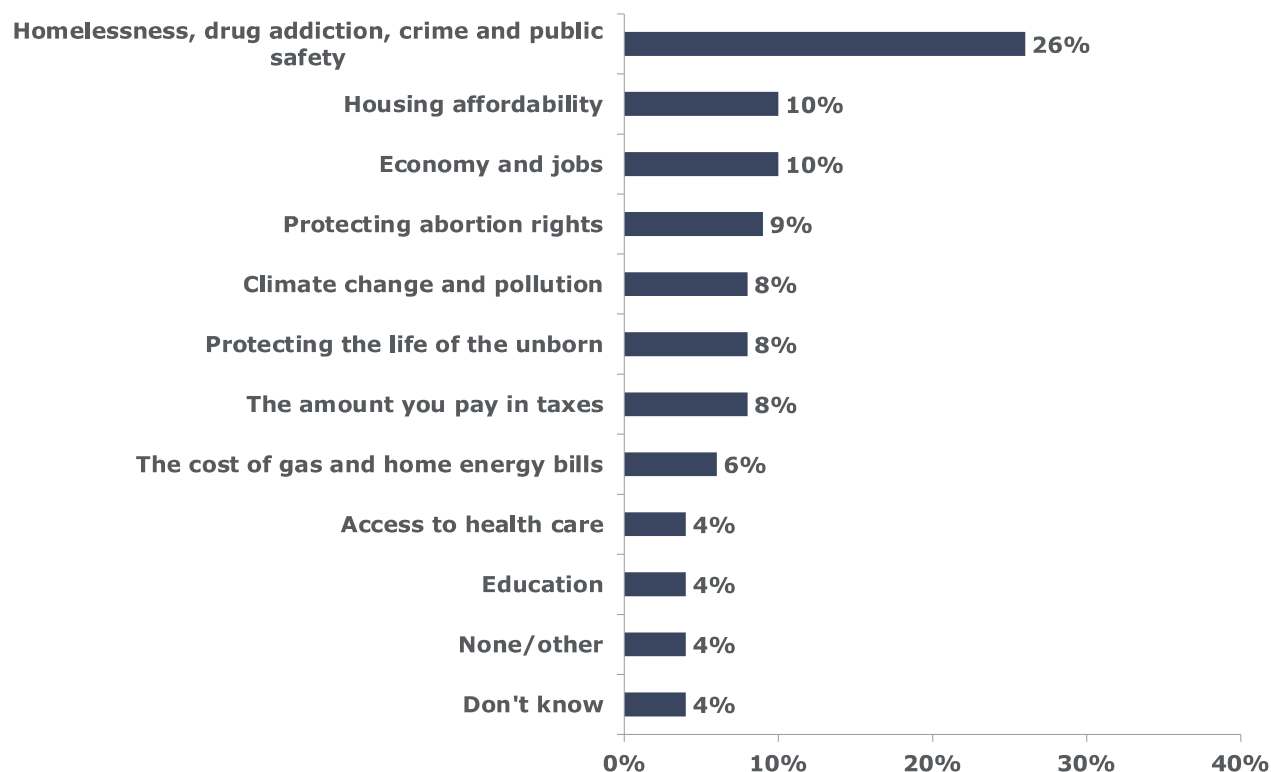
The potential sampling error is plus or minus 4% at the 95% confidence level. The margin for error is higher for subgroups, such as gender or an individual age category.



# MOST IMPORTANT PROBLEMS: *HOMELESSNESS, DRUG ADDICTION, CRIME & PUBLIC SAFETY*

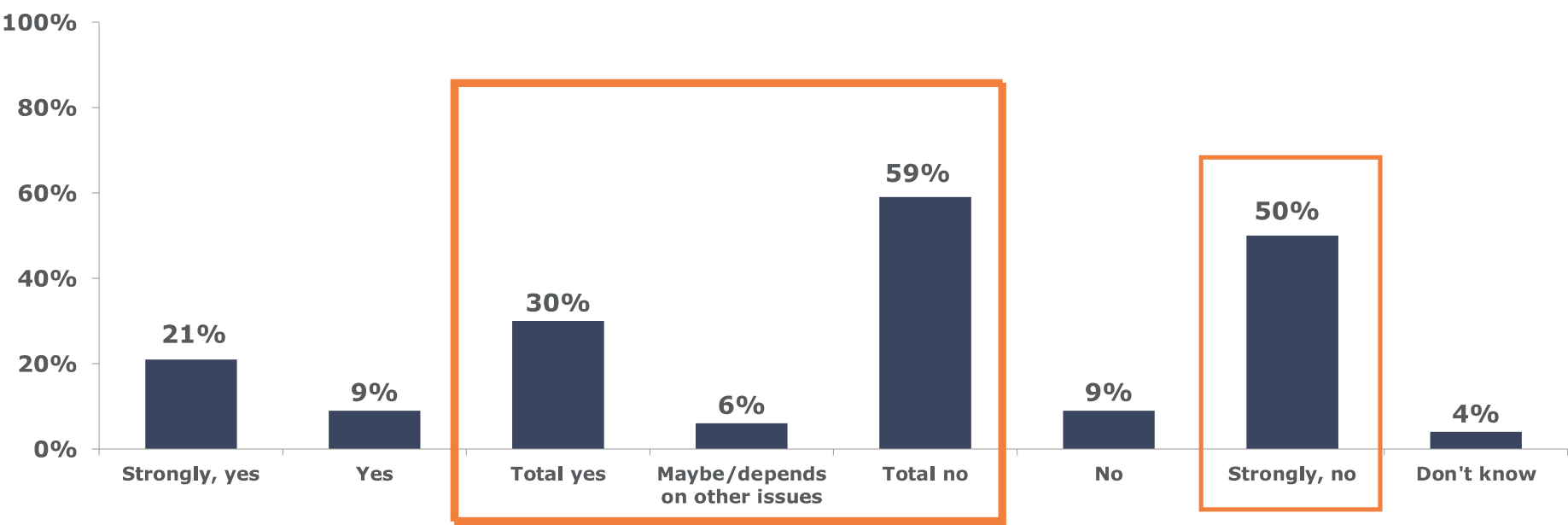
"Which one of the following issues, in your opinion, is the single most important problem facing the State of Washington today?" (Q1)

Homelessness, drug addiction, crime & public safety is the top concern regardless of party. Democrats are almost as likely to focus on protecting abortion rights and climate change and pollution (17% each) as they are on homelessness, drug addiction, crime & public safety (19%).



# 3-IN-5 WOULD NOT VOTE FOR A PRO-LIFE REPUBLICAN WHO OPPOSES ABORTION RIGHTS

“Thinking about your vote, would you vote for a pro-life Republican who opposes abortion rights?” (Q19)

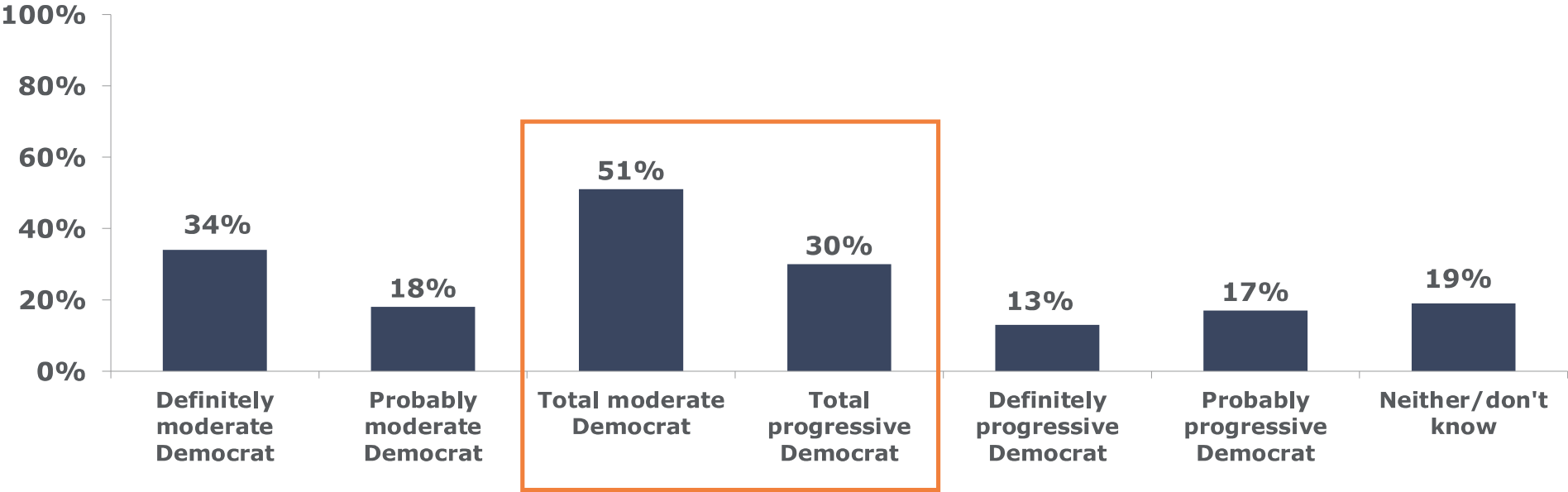


Opposition to such a candidate is broad, with Republicans the only key demographic subgroup to say they would support such a candidate. Democrats and voters in Seattle are most likely to express opposition. **Among Independents, this a 2:1 issue with a majority (56%) saying they would not vote for a pro-life candidate while only 26% say they would.**



# A MAJORITY OF VOTERS WOULD SUPPORT A MODERATE DEMOCRAT OVER A PROGRESSIVE DEMOCRAT

“In a hypothetical general election between a moderate Democrat and a progressive Democrat for Governor, which would you prefer?” (Q30)



A moderate Democrat holds a majority over a progressive Democrat among all key demographic subgroups, except among Democrats (+20% for a progressive Democrat) and voters throughout King County (Seattle and other), where there is a statistical tie.



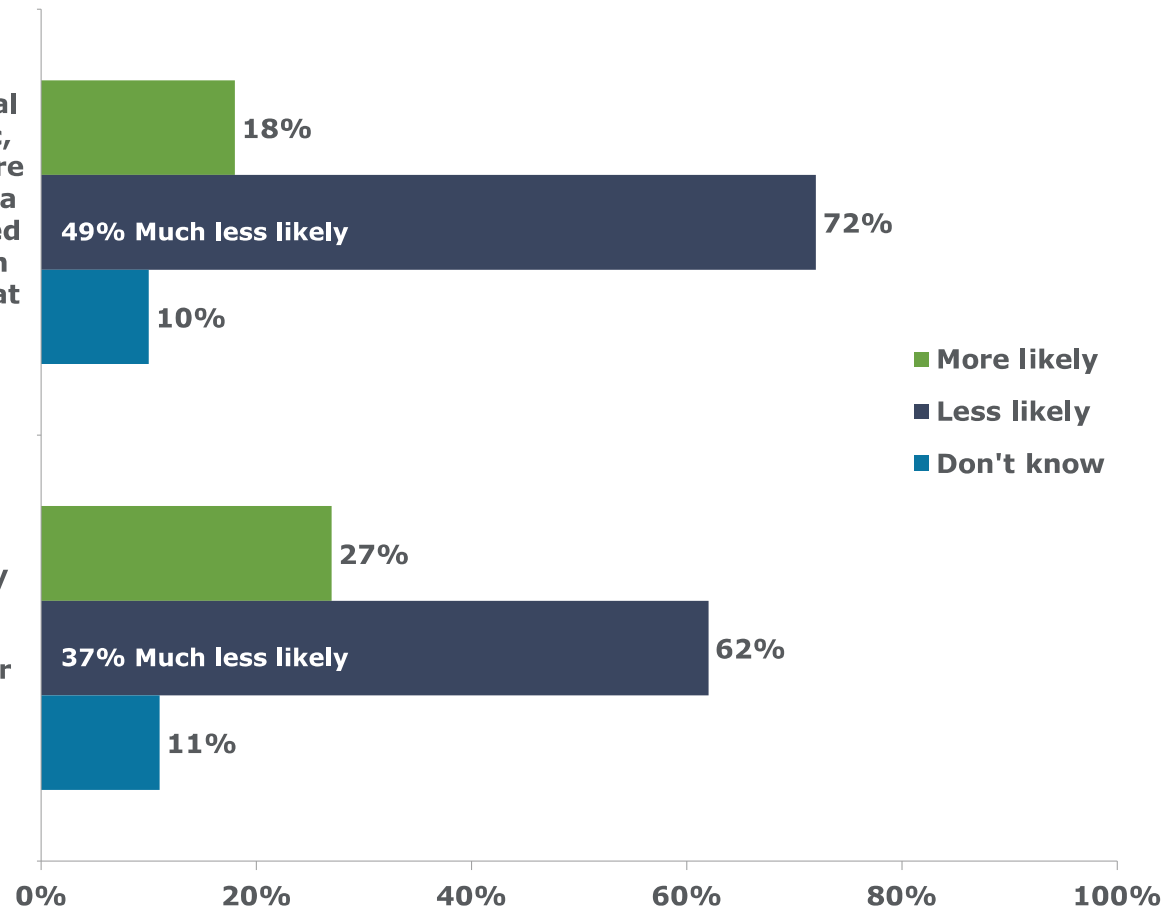
# NEGATIVE CANDIDATE MESSAGES

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"Now I'd like to read you some statements that you may see or hear in advertisements in the coming months. Please tell me if you are more likely or less likely to vote for that particular candidate after hearing each."

Attorney General Bob Ferguson supports eliminating criminal penalties for the open use of drugs like fentanyl in public, and his refusal to enforce laws have made our state a more dangerous place to live and raise a family. In the case of a developmentally disabled woman, a respected judge called Bob Ferguson's conduct "egregious" and "cavalier" when Ferguson withheld nearly eleven thousand documents that would have supported claims of severe neglect. He is endorsed by Jay Inslee. (Q21)

State Senator Mark Mullet says he's a Democrat, but he has sided with Republicans to obstruct progress and block Jay Inslee's progressive legislative agenda. He was the only Democrat in the Senate to oppose protecting women's private health care information, he opposed the \$15 dollar minimum wage, and his campaign is bankrolled by corporations. Mark Mullet is out of touch. (Q23)



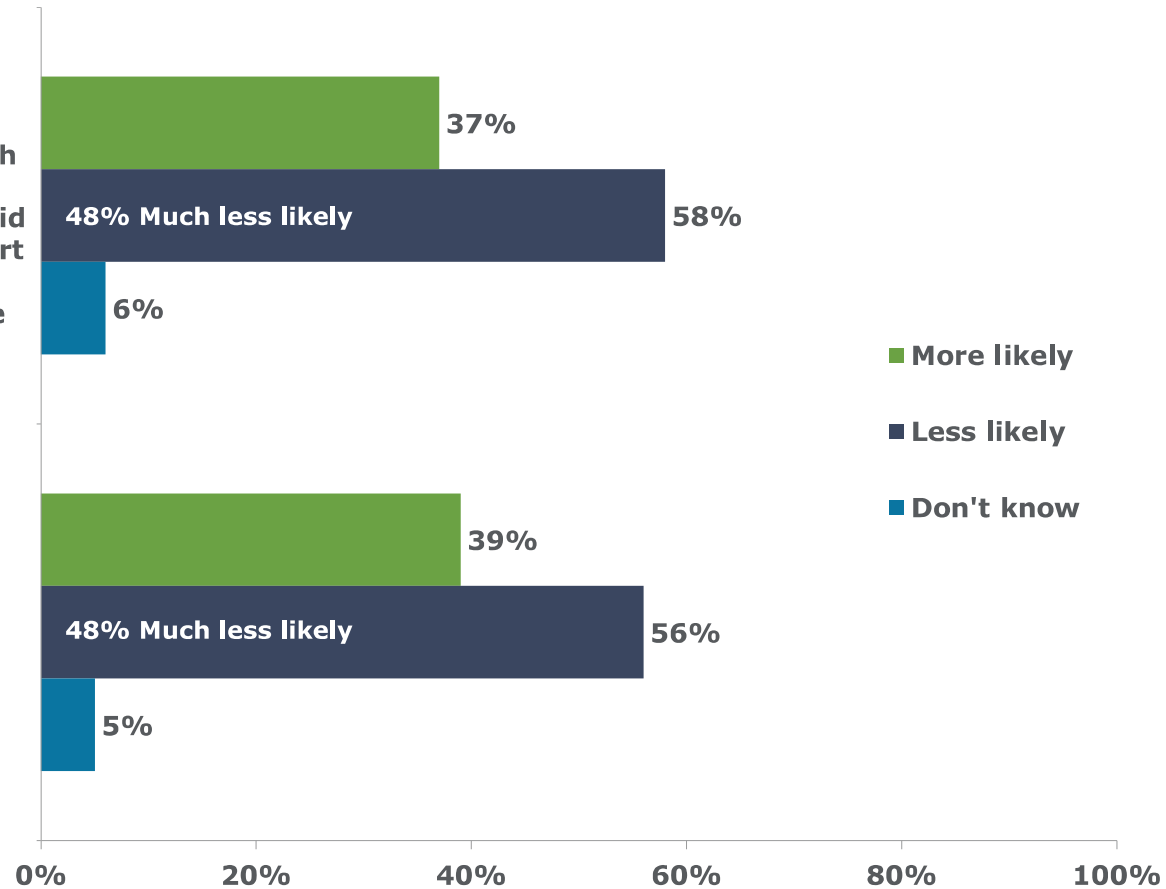


# NEGATIVE CANDIDATE MESSAGES (2)

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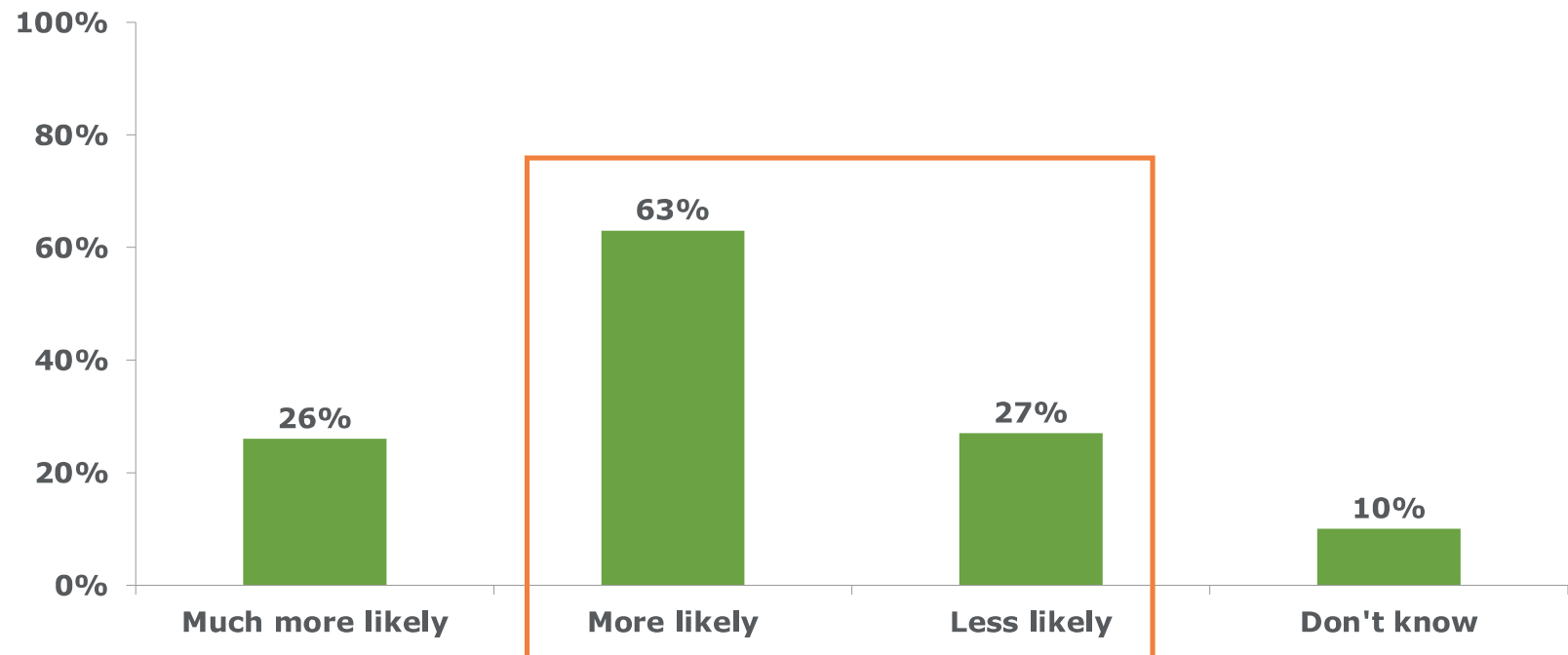
Former Congressman Dave Reichert is an anti-abortion stalwart. He has an eighty-two percent lifetime rating with the National Right to Life. Dave Reichert voted to ban all federal funding for Planned Parenthood and to eliminate aid for family planning and women's health care. Dave Reichert also voted to ban federal funding for abortions. Dave Reichert voted in line with President Trump 92.5% of the time, more often than Mitch McConnell. (Q20)

Army Veteran Semi Bird is strongly supportive of Former President Donald Trump. Semi Bird was removed from his position on the Richland School Board for defying Governor Jay Inslee's Covid-19 masking mandate. Semi Bird is endorsed by Loren Culp and the most conservative Republican grassroots local party organizations in the state. (Q22)



# POSITIVE MULLET MESSAGE

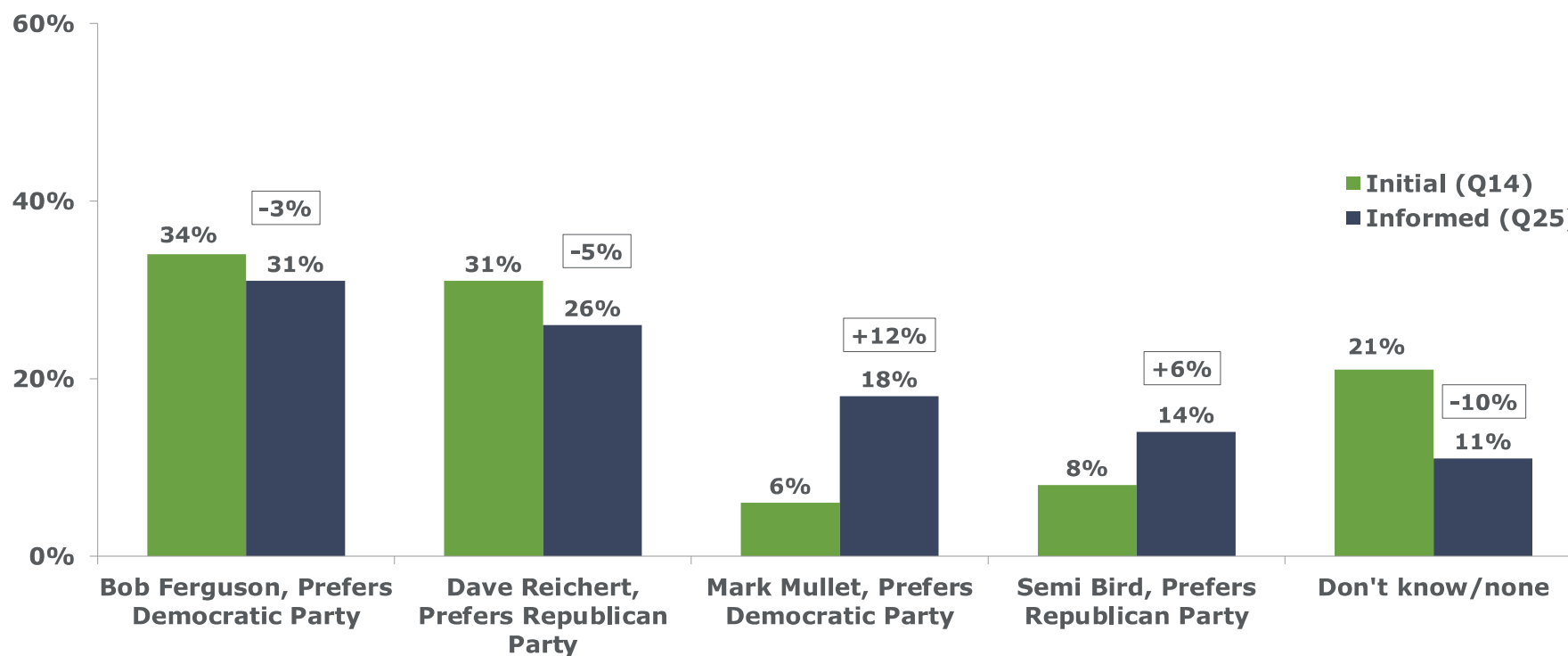
*"State Senator Mark Mullet is a small business owner of a Zeeks Pizza and four Ben & Jerry's. As chair of the State Construction Budget, Mark Mullet led historic investments to make housing more affordable. He is endorsed by law enforcement, and negotiated bi-partisan legislation to hold drug users who refuse treatment accountable. Mullet has a 100% pro-choice voting record and supports responsible state action on climate change. He is raising six children with his wife, a public school teacher." (Q24)*





# INITIAL VS. INFORMED PRIMARY BALLOT

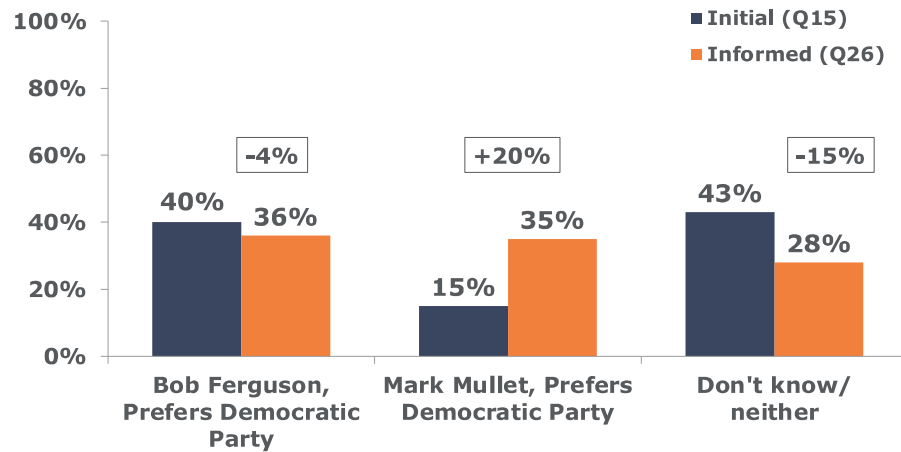
IF Q2 RESPONSE VERY/FAIRLY LIKELY TO VOTE IN 2024 PRIMARY:  
“Looking ahead, if the 2024 primary election for Governor was held today and the candidates were..., for whom would you vote?” (N=568)



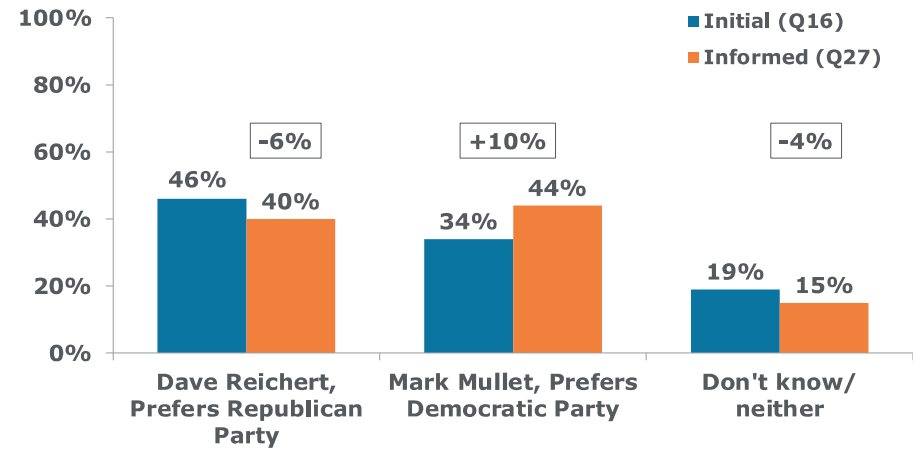
# MULLET MOVES INTO A TIE WITH FERGUSON AND HAS A SLIGHT LEAD OVER REICHERT ON THE INFORMED BALLOTS

"And if the 2024 general election for Governor was held today and the candidates were..., for whom would you vote?"

Ferguson vs. Mullet



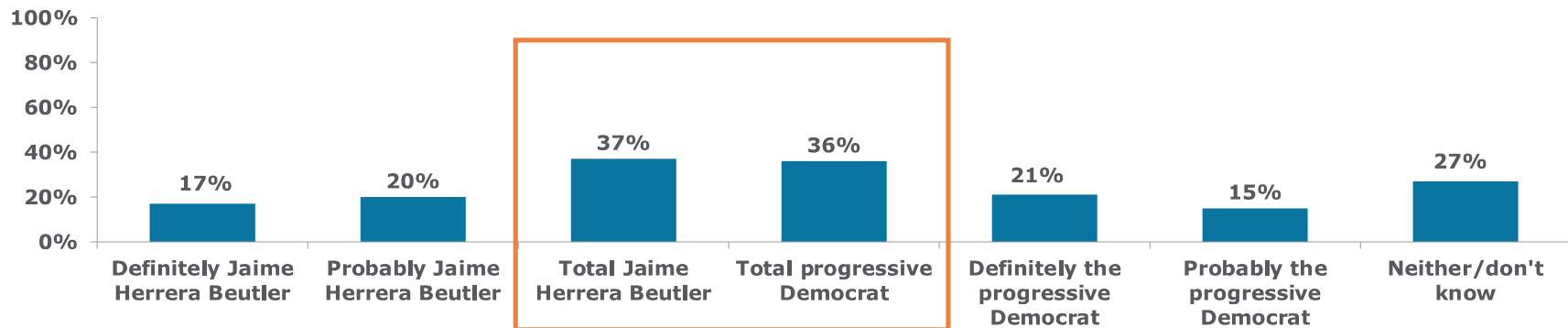
Reichert vs. Mullet



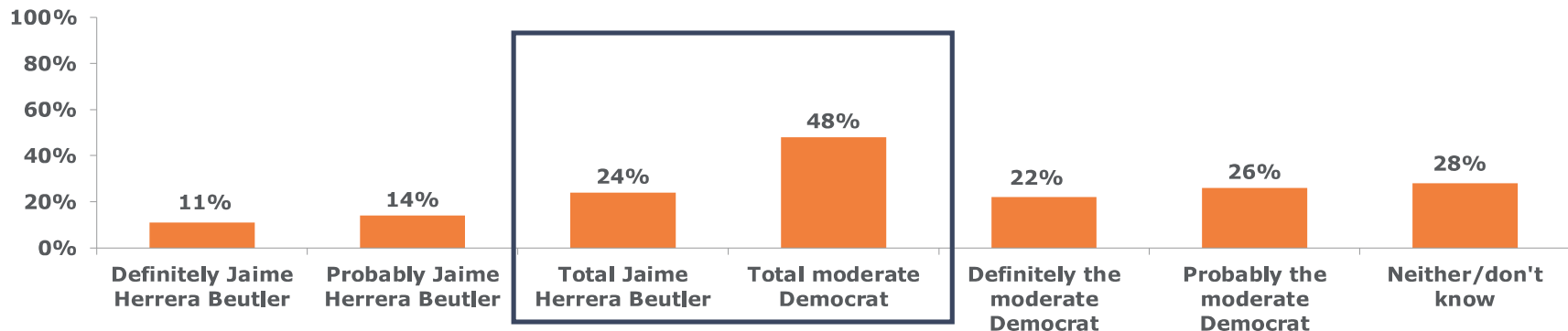
# JHB IN TIGHT RACE AGAINST PROGRESSIVE DEMOCRAT FOR COMMISSIONER OF PUBLIC LANDS, BUT VULNERABLE TO A MODERATE DEMOCRAT

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"Considering other statewide elected offices, if the general election for Washington Commissioner of Public lands was held today, and the choice was between Jaime Herrera Beutler, a Republican former Congresswoman known for supporting the impeachment of Donald Trump, and a progressive Democrat would you vote for Jaime Herrera Beutler, or the progressive Democrat candidate?" (Q31)



"If instead the choice for Commissioner of Public Lands was between Jaime Herrera Beutler and a moderate Democrat, would you vote for Jaime Herrera Beutler or the moderate Democrat candidate?" (Q32)



# DEMOGRAPHICS

Region		TV Market		Age	
Seattle	11%	Seattle	73%	18-34	21%
Other King County	18%	Spokane	11%	35-44	17%
Kitsap/Pierce/Snohomish/ Thurston Counties	30%	Yakima	7%	45-54	16%
Miscellaneous West	21%	Portland	9%	55-64	17%
East	20%			65+	29%
Gender		Party ID		Vote History	
Men	48%	Democrats	35%	0-1 of 2	19%
Women	52%	Republicans	25%	2 of 2	80%
		Independents/others	40%		

Education		Political Philosophy	
High school or less	12%	Liberals	32%
AD, some college, trade, vocational school	34%	Moderates	34%
College/4-year graduates	29%	Conservatives	32%
Post graduates	24%		



# EVAN WILSON, VICE PRESIDENT

As a Vice President at Moore Information Group, Evan Wilson has over a decade of expansive political and public affairs experience.

A veteran campaign operative, Evan brings his A game to polling, research and message development. He has served as Campaign Manager for three successful U.S. House races and also served as Political Director in what Politico and RCP dubbed the nation's #1 contested U.S. Senate race.

In 2016, Evan served as Campaign Manager and Senior Policy Advisor for Montana Congressman Ryan Zinke's successful reelection campaign, helping guide Zinke to a 16-point win. From there, Evan joined the Trump Administration to assist DOI Leadership in decoupling the Bureau of Land Management out of DC and bringing its headquarters closer to stakeholders.



Evan attended the University of Washington and Montana and holds two degrees in Political Science. Based out of Moore Information Group's Denver office, Wilson spent the last cycle polling for Oil & Gas interests in Washington and Colorado, the California Republican Party, as well as public school districts in AZ and CO along with various congressional races across the West. In his free time, he enjoys fly fishing and watching his two children, ages 10 and 7, battle over who gets out of the family Jeep first.





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