



02 JANUARY 18

WA Voters Greet 2018 with Improving Outlook

As 2017 wound down, Washington voters' outlook ticked up. Compared to last July, voters were slightly more optimistic about the country, the state, their community and their household. That combination resulted the first increase in the Voter Outlook Index since before the 2016 election.

The Index score this month was 1.39, up from 0.80 in July. The current score is above the 10-year average of 1.22, and a hair under the average since the Index began in 1992 (1.40). It is, however, below the 26-year December average of 1.52.

All four measures contained in the Index were up from July. The percentage who said things would get better in the next year rose to:

- 49% from 43% for the country;
- 53% from 46% the state;
- 62% from 60% for their community; and
- 68% from 65% for their household.

Since 1992, the percentage saying things will improve for their household averages 19 points higher than the percentage saying things will improve for the country—exactly the spread this month.

As with every other issue these days, there was gulf between how Republicans and Democrats view the coming year:

- Republicans scored 3.19 on the Index;
Democrats scored 0.06—three points lower.
- 87% of Republicans said things would get better in the county; while
73% of Democrats said things would get worse.
- 84% of Republicans said things were looking better for their household; vs.
56% of Democrats.
- They agreed on the outlook for the state:
56% of Republicans thought things would get better in the state over the next year or so;
57% of Democrats agreed.
- Independents tended to be more optimistic than Democrats for the country, but less so than Republicans (48% said “better”). Independents were less optimistic than either for the state (49% “better”).

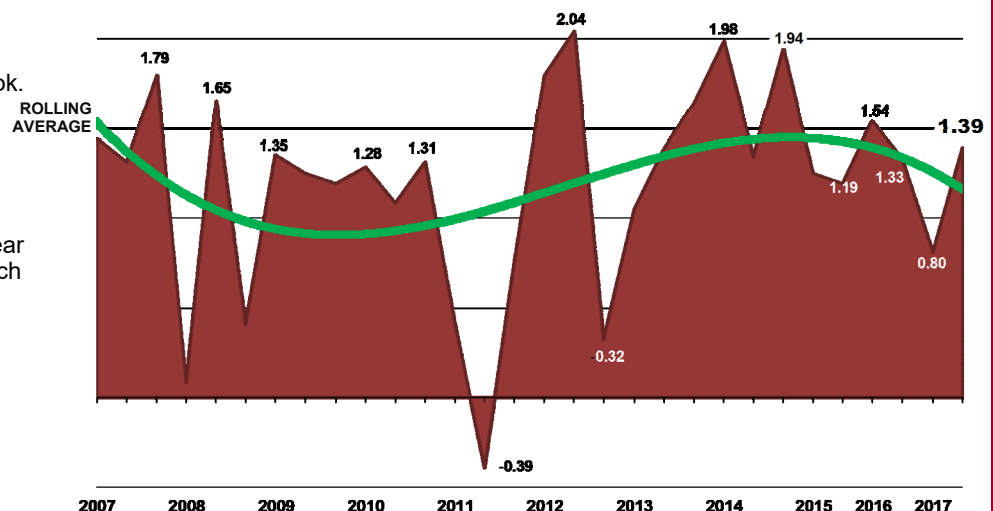
VOTER OUTLOOK INDEX: 2007—2017

The Voter Outlook Index measures voters' general outlook. Unlike a consumer confidence index, it is intentionally broad and not focused specifically on finances.

It asks voters how they expect “things will go” over “the next year or so” on a 4-point scale of “much better” to “much worse” in:

- 1) the country,
- 2) the state,
- 3) their community,
- 4) their household.

The Index has a range of +8 to -8.



Sample Profile

504 registered voters, selected at random from registered voter lists in Washington state, were interviewed December 27-30 by live, professional interviewers. 28% of the interviews were conducted on cell phones. The margin of sampling error is $\pm 4.5\%$ at the 95% level of confidence. This means, in theory, had this same survey been conducted 100 times, the results would be within $\pm 4.5\%$ of the results reported here at least 95 times.

REGION

Seattle	10%
King County	21%
Pierce/Kitsap	15%
No. Puget Sound	17%
Western WA	17%
Eastern WA	20%

GENDER

Male	50%
Female	50%

PARTY ID

Democrat	33%
Republican	24%
Independent	43%

AGE

18-35	9%
36-50	25%
51-64	38%
65+	27%

EDUCATION

High School	16%
Some College / Voc-Tech	28%
College Degree	37%
Graduate Degree	20%

INCOME

\$50,000 or less	20%
\$50 to 74,000	21%
\$75 to 99,000	17%
\$100,000+	25%
No Answer	17%

The Elway Poll

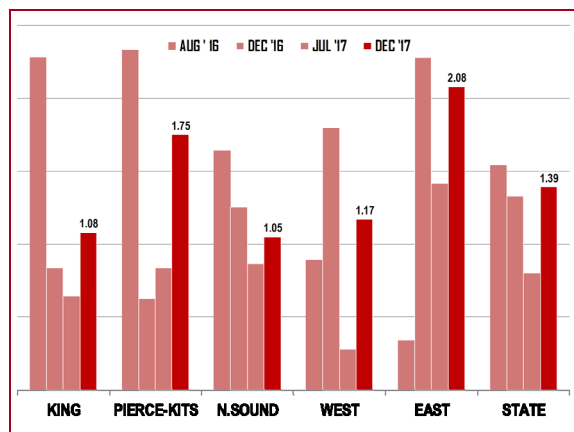
The Elway Poll is an independent, non-partisan analysis of public opinion in Washington and the Northwest, published since 1992.

PROPRIETARY QUESTIONS: Each quarter, space is reserved in the questionnaire for organizations to insert their own, proprietary questions. Sponsors are thus able to ask their own questions for a fraction of the cost of a full survey. Results, with demographic crosstabulations, are provided within three days after the interviews are completed.

The Elway Poll

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VOTER OUTLOOK BY REGION: AUG 2016—DEC 2017



All regions of the state scored higher on the Voter Outlook Index than they had in July.

Eastern Washington recorded the highest score (2.08), but the largest increase over July was south and west of Puget Sound:

- Pierce/Kitsap jumped nearly a full point, from 0.84 to 1.75;
- The coastal counties rose from the state's lowest score (0.28) to second highest (1.17).

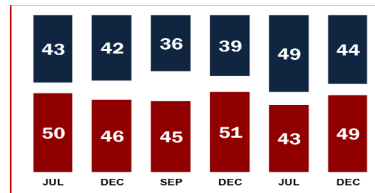
VOTER OUTLOOK INDEX ITEMS: LAST 3 YEARS

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

The United States

WORSE

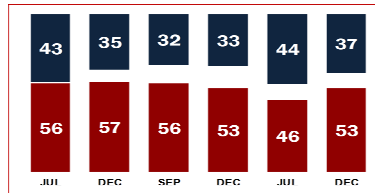
BETTER



Washington State

WORSE

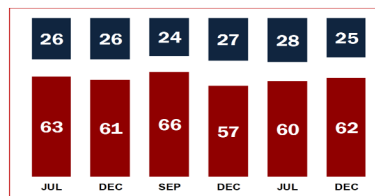
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Your Community

WORSE

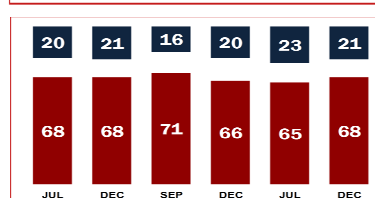
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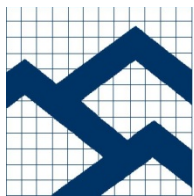


Your Household

WORSE

BETTER





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.