

About the Poll

The KCTS9/KPLU/Washington Poll is a non-partisan, academic survey research project sponsored by the Washington Institute for the Study of Ethnicity & Race (WISER), a research center at the University of Washington in the School of Social Sciences. Dr. Matt Barreto, an Associate Professor of Political Science is the Director of WISER and principal investigator on this survey.

The survey was administered by telephone, by the Washington Survey Research Center at the UW, based on a randomly selected list of phone numbers using a list of registered voters. The survey was in the field from October 5 – 14, 2010. A total of 500 registered voters throughout the state of Washington were interviewed, yielding in a 4.3% margin of error. Percentages may not add up to 100% due to rounding.

The current poll was a collaborative effort between KCTS-9, KPLU and the Washington Poll.

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The Washington Poll

Mood:

Do you think things here in Washington state are generally going in the right direction, or seriously on the wrong track?

Direction	2006	2007	2008	2009	2010
Right Direction	63	58	50	44	37
Wrong Track	27	31	37	38	47
Don't Know/Refused	10	11	14	18	16
Right – Wrong	36	27	13	6	-10

Statewide sample = 500 registered voters, +/- 4.3%

The Washington Poll

Now I'm going to read you a list of names of public officials and public organizations, and for each one, I want you to tell me whether you have a very favorable, somewhat favorable, somewhat unfavorable, or strongly unfavorable view of that person or organization.

Subject	Favorable	Unfavorable	Don't Know
Barack Obama	52	45	2
Christine Gregoire	41	52	8
State legislature in Olympia	34	45	22
U.S. Congress in Washington, D.C.	27	60	11
Rob McKenna	46	14	40
Patty Murray	48	42	9
Dino Rossi	40	49	11
Sarah Palin	35	55	11

Statewide sample = 500 registered voters, +/- 4.3%

The Washington Poll

2010 Senate Vote Choice:

Thinking ahead to the November election for U.S. Senate, are you planning to vote for, Patty Murray, who prefers the Democratic Party, or Dino Rossi, who prefers the Republican party?

Candidate	Total	Dem	Rep	Indep	Men	Women
Murray	50	95	8	42	44	55
Rossi	42	3	86	43	45	38
Undecided	8	3	6	15	10	7
Total	100%	100%	100%	100%	100%	100%

Statewide sample = 500 registered voters, +/- 4.3%

Read columns going down, percents are rounded to whole numbers

The Washington Poll

2010 Senate Vote Choice:

Thinking ahead to the November election for U.S. Senate, are you planning to vote for, Patty Murray, who prefers the Democratic Party, or Dino Rossi, who prefers the Republican party?

Candidate	Puget	East	Other	18-39	40-64	65 +
Murray	56	46	40	50	51	49
Rossi	37	48	47	34	44	46
Undecided	7	6	14	15	5	5
Total	100%	100%	100%	100%	100%	100%

Statewide sample = 500 registered voters, +/- 4.3%

Read columns going down, percents are rounded to whole numbers

The Washington Poll

Initiative 1098:

Now I'm going to read a statewide ballot initiative that will appear on the November ballot: Initiative 1098 would institute an income tax on individuals earning more than \$200,000 or households earning more than \$400,000, and reduce state property taxes by 20 percent and also reduce the business and occupation tax and direct the increased revenues to education and health. Will you vote yes or no on Initiative 1198?

Position	Percentage
Yes	42
No	51
Undecided	7

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Initiative 1100:

Statewide ballot Initiative 1100 would privatize alcohol sales. Currently hard alcohol can only be sold by the Washington State Liquor Control Board, but this initiative would allow alcohol to be sold at grocery stores and other places where beer and wine are already sold. Will you vote yes or no on Initiative 1100?

Position	Percentage
Yes	47
No	49
Undecided	4

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The Washington Poll

Initiative 1107:

Statewide ballot Initiative 1107 would end some sales taxes on candy, soda, and bottled water, which were approved by the state legislature this year. Will you vote yes or no on Initiative 1100?

Position	Percentage
Yes	56
No	36
Undecided	8

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The Washington Poll

Thinking ahead to the November 2010 elections, what general issues are most important to you as you decide how you will vote? (Respondent can select up to 2 responses, TOP ISSUES SHOWN)

Issue	Percentage
Fix the economy/Recession	27
Taxes	25
Jobs/Unemployment	24
Budget deficit/Gov't Spending	16
Health care reform/Health care	13
Education	9
Wars in Iraq/Afghanistan	4

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The Washington Poll

Generally speaking, do you think of yourself as a Democrat, a Republican, an independent, or what?

Response	Percentage
Democrat	33
Republican	29
Independent/Other/None	37
Don't Know/None	2

Region of state:

Region	Percentage
Puget Sound	54
Eastern Washington	21
Western WA other	25

Statewide sample = 500 registered voters, +/- 4.3%

Additional Results

If you have additional questions, and would like to see any additional, or more specific results, please send us an email and we will try to accommodate your request

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