



03 JANUARY 2017

## Voter Outlook Index Reveals State Divisions

The election appears to have had a generally dampening effect on Washington voters' improving mood. The trajectory of Washington Voter Outlook Index had been downward throughout 2015, but it spiked last summer, only to turn back downward following the election.

The overall index masks a revealing story of significant differences between regions. The Index plummeted in the Puget Sound region following the election, but soared in Eastern Washington and the counties west and south of Puget Sound—areas of the state that voted for Donald Trump.

- In King County, the current Index score is the lowest it has been since early 2011 (0.84); and
- In Pierce County dropped more than 1.7 points; while
- In Eastern Washington, it was as high as it has been since 2006 (2.28); and
- In the coastal counties (Clallam to Clark) the Index is as high as it has been since 2002 (1.80).

Party differences reflect these regional findings:


- Republicans were very upbeat, scoring 3.79, up from 0.33 in August; while
- Democrats were in the dumps at -0.91, down from 3.24.
- Independents in between at 1.43 (up from 0.65).

The margins are notable, but the partisan differences are to be expected, and the regional differences echo the election results, so they are not a total surprise. There was a curiosity in the findings, however.

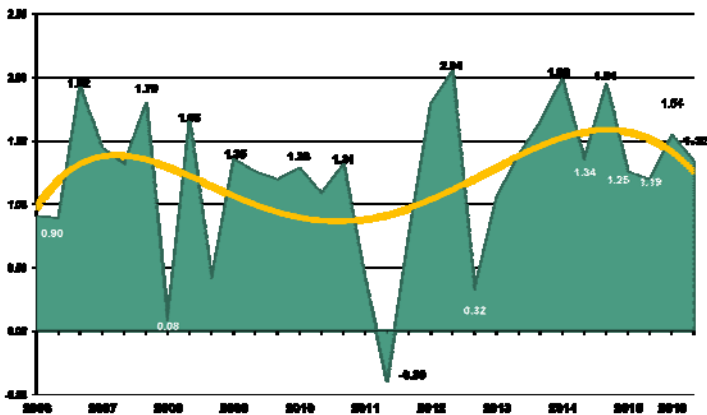
The Voter Outlook Index is calculated by combining voter expectations “for the next year or so” across 4 areas: 1) the United States; 2) Washington state; 3) their community ; and 4) their household. Expectations for the country are almost always the lowest (59 of 72 times over the last 25 years), and were the lowest this time as well:

- 51% said things were getting better for the country;
- 53% for the state;
- 57% for their community; and
- 66% said things were getting better for their household,

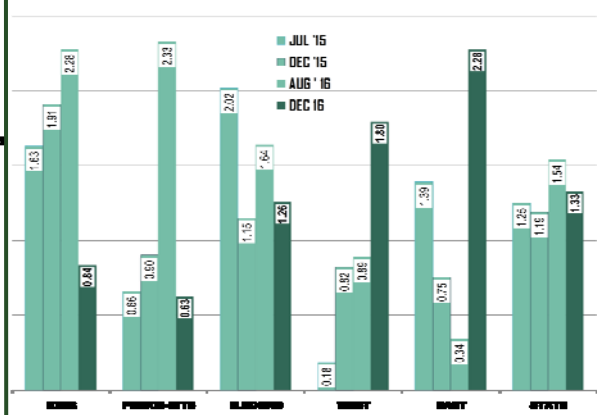
But, for the first time ever, expectations went up for the country and went down for all the other three. Somehow, optimism rose for the country at the same time it was declining for the state, voters' community and their own household.

This may be just another example of the strange new era we are entering. 

### VOTER OUTLOOK INDEX: 2007-2017



### INDEX BY REGION: 2015-2016



# Sample Profile

500 registered voters, selected at random from registered voter lists in Washington state, were interviewed December 27-29 by live, professional interviewers. 34% of the interviews were conducted on cell phones. The margin of sampling error is ±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 ±4.5% of the results reported here at least 95 times.

<b>REGION</b>	
King County .....	31%
Pierce + Kitsap.....	15%
North Sound (Snohomish to Whatcom).....	17%
Western Washington (Clallam to Clark) ....	18%
Eastern Washington .....	20%
<b>GENDER</b>	
Male .....	47%
Female .....	53%
<b>AGE</b>	
18-35.....	15%
36-50.....	26%
51-64.....	30%
65+.....	29%
<b>PARTY IDENTIFICATION</b>	
Democrat .....	31%
Republican .....	26%
Independent.....	43%
<b>HOUSEHOLD</b>	
Couple with Children.....	28%
Couple / No children at home .....	42%
Single / No children at home.....	21%
Single parent.....	7%
<b>EDUCATION</b>	
High School.....	14%
Some College .....	33%
College Graduate.....	34%
Post Graduate.....	18%
<b>HOUSEHOLD INCOME</b>	
<\$50,000.....	27%
\$50 - 74,000.....	22%
\$75 - 99,000.....	15%
\$100,000+.....	20%
No Answer .....	15%

# The Elway Poll

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

**PROPRIETARY QUESTIONS:** Each quarter, space is reserved in the questionnaire to allow for proprietary questions. The fee for proprietary questions is \$1000 per question. You will receive the results of your question(s) with full crosstabulations within three days after the interviews are completed.

**The Elway Poll**  
 Seattle, WA  
 206/264-1500 FAX: 264-0301  
 epoll@elwayresearch.com

## Mixed Reaction to Trump Election

As might be expected, the election of Donald Trump drew strong and opposite reactions from voters.

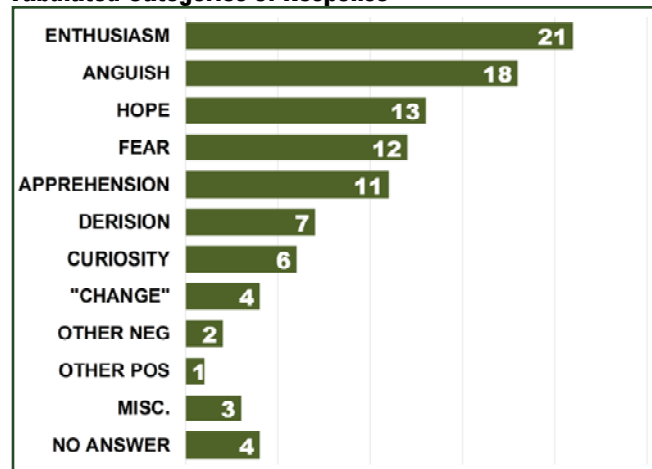
Survey respondents were asked to describe their reaction to the impending Trump presidency in one word. The results are displayed below, first as a word cloud of the single word responses.

The lower graph displays a tabulation of categorized responses in which similar words were grouped together.

### Describe Reaction to Trump Election in One Word

anxious **apprehensive** ass **awesome** awful **better**  
**change** concerned crazy curious despair  
 disappointed disaster **disgusted** don't-know  
 ecstatic elated excellent **excited** fantastic  
 fear frightened glad happy **hopeful**  
 horrible **horrified** idiot insane **joke** mixed  
 nervous neutral **not-good** not-hopeful  
**optimistic** positive possible **scared** sick  
 terrible **terrified** terror trouble  
 trustworthy **unbelievable** uneasy unsure  
**wait-and-see** worried

### Tabulated Categories of Response



- Half of **Republicans** (50%) were “excited,” “awesome,” “elated” or “happy.” Another 20% were “hopeful,” and 10% used the word “change.” 10% were negative and 5% will “wait and see.”
- **Democrats** were mostly disgusted (35%), fearful (19%), apprehensive (14%) or derogatory (12%). 7% were positive; 7% were hopeful or curious.
- Some **Independents** were excited (16%) or hopeful (16%), while others were fearful (13%) or apprehensive (13%). 8% will “wait and see.”