



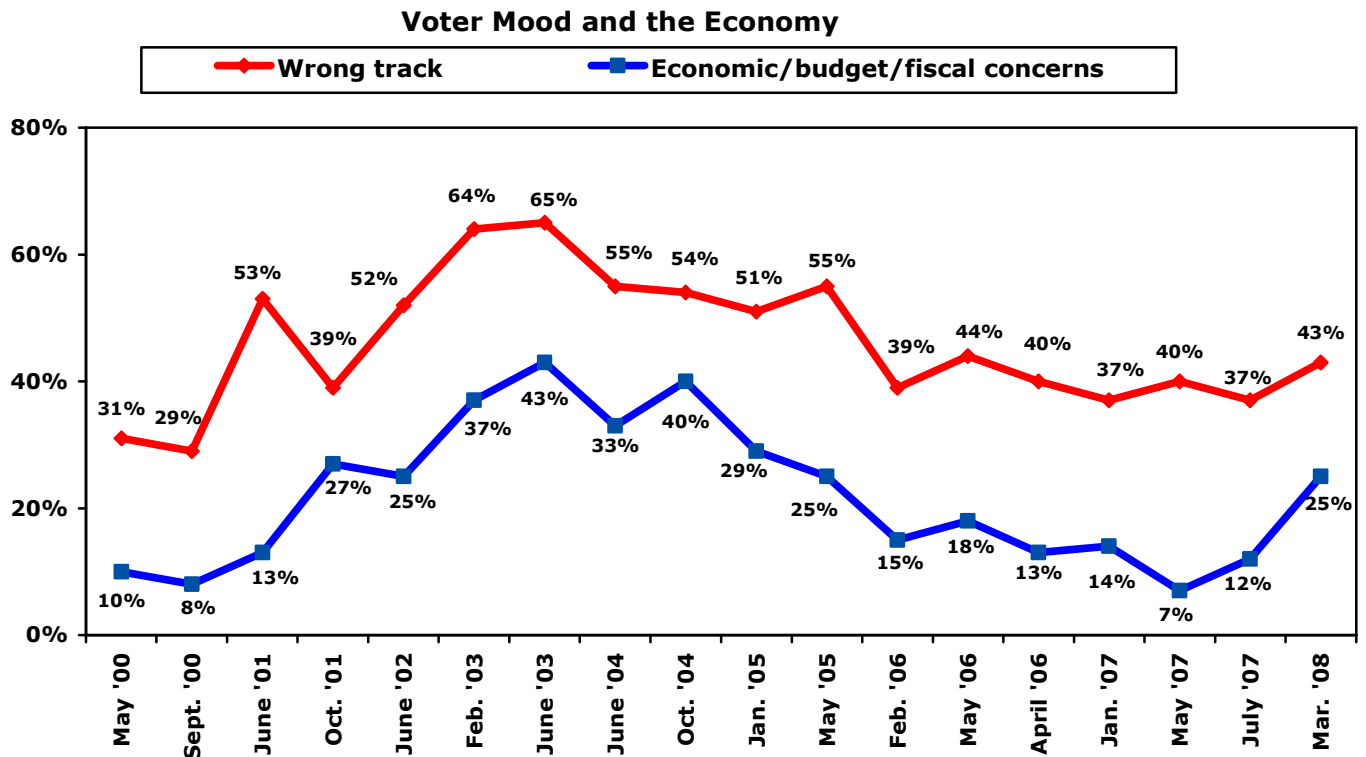
April 1, 2008

TO: Interested Parties
FROM: Bob Moore & Hans Kaiser
RE: Perspectives on Washington's Economy and Voter Mood

Lately it seems the health of the economy is constantly being defined and redefined. Inflation, recession, stagflation – no matter what the label, there are a dizzying number of ways to analyze what Americans think about the economy. We can study everything from purchasing habits to the consumer confidence index to garden variety public opinion surveys, and still be unsure of a clear definition.

To provide perspective on a local level, Moore Information reviewed eight years of data on both voter mood (i.e., is the state of Washington going in the right direction or is it off on the wrong track) and the leading issue concerns of Washington voters. What we learned is instructive – particularly in the midst of an election year. Trends over the past eight years reveal voters are more likely to cite the economy, budget and fiscal concerns as their leading issue when their mood is pessimistic.

As the graph below indicates, voters in Washington State today may be trending toward both greater concern about the economy and increased pessimism about the direction of the state, which are implicitly linked.



So, why is this important? Past elections have demonstrated that voter mood can play a significant role in both voter turnout and turnout by party. Pessimistic voters are typically unsatisfied with the status quo and more likely to favor change. As a result, they are more likely to be motivated to vote to express their discontent than their optimistic counterparts, who see no reason to shake things up. It seems clear that economic concerns will play an increasingly important role in this year's election, and we are likely to see a larger turnout among voters who are focused on these issues. Historically, this has meant bad news for incumbents and good news for challengers.

Please feel free to call or email with any questions.

Bob Moore
Bobm@moore-info.com
503.221.3100

Hans Kaiser
Hansk@moore-info.com
410.216.9856

Moore Information is a premier opinion research and strategic analysis firm specializing in politics, government and public affairs. We offer our clients and friends insight and information on key issues and measurements on a regular basis, sharing our interpretations and strategic analyses of the data. If you wish to receive additional information regarding this Moore Insight or receive future Moore Insights, please contact us at www.moore-info.com/contactus.

To view previous Moore Insights, please go to www.moore-info.com/mooreinsights