

September 11, 2024



CYGNAL

Survey of Likely General Election Voters Washington Congressional District 4

September 6 – 8, 2024 | n=400 | ±4.89%

Insights & Analysis

- The political environment in **WA-04** is favorable to Republicans with an **R+21** advantage on the generic ballot (57 – 36), including a slight edge with Independents (43 – 42), who make up about a quarter of likely voters. **Donald Trump** (53 fav – 43 unfav) is in a decent place overall, but drastically underperforms among Independents (40 fav – 58 unfav).
 - Still, most voters are willing to vote for Trump on the **presidential ballot** (Trump 57 – Harris 39), despite personally unfavorable feelings towards him in many cases, especially among Independents who only narrowly lean Harris (49 – 46).
 - Raul Garcia struggles similarly with Independents (Cantwell 46 – Garcia 39), but ultimately leads by a wide margin overall on the **U.S. Senate ballot** (Garcia 52 – Cantwell 36).
- **Dan Newhouse** (35 fav – 48 unfav) has a struggling image with voters across the political spectrum. **55% of Republicans view him unfavorably** compared to just a third who are favorable. Newhouse is also underwater with **Independents** (37 – 43) and Democrats (37 – 40) but does better than Sessler.
 - **Jerrod Sessler** (40 fav – 27 unfav) has an incredible +59 net favorability among Republicans (66 – 7), but is -11 among Independents (27 – 38), and -41 with Democrats (9 – 50).
- All this brings us to the **initial ballot** (Sessler 44 - Newhouse 34 – Undecided 22) with Sessler leading by 10 points. It won't be easy, but there are several promising data points for Newhouse:
 - Newhouse holds a 13-point advantage with Independents (46 – 33). If the 21% of undecided Independents continue on a similar track, this lead will only grow.
 - **38% of Democrats who are undecided**. They will break overwhelmingly for Newhouse, but **the trick will be getting them to vote at all**, and indicating to them that failing to vote for Newhouse is a vote for everything they hate (“MAGA”).
 - Sessler currently leads with Republicans (73 – 18), the likely floor for Newhouse from which he can only improve.

Insights & Analysis – Cont.

- 79% of voters recall seeing, reading, and hearing (**SRH**) about Newhouse, primarily via TV (35%), social media (30%), and in the mail (29%). **Voters tend to recall positive information about Newhouse** (40 positive – 16 negative – 35 even mix).
 - Fewer voters are SRH'ing about **Sessler** (64%), but the information flow about him is **more positive than Newhouse** (51 pos – 18 neg – 20 even mix) with less negative information.
- Messaging improves the picture for Newhouse, bringing him to within a point of Sessler on the **informed ballot** (40 – 39) with 21% of voters undecided. Newhouse picks up 5 points, mostly from Sessler, who drops 4 points.
 - The best message **overall** is *Innovation*, focused on American energy innovation.
 - For **Republicans**, the best message is also *Innovation*, followed closely by *American Industry*, promising a restoration of American leadership in industry.
 - For **Independents**, *American Industry* is most effective, followed closely by *Innovation*.
 - For **Democrats**, the best message by far is *Innovation*, with the others being ineffective.
- **This will require two campaigns – one aimed at consolidating Republicans, and one aimed at building the best coalition of Independents and Democrats.**
 - Newhouse must consolidate the portion of Republicans who are more center-right on the ideological spectrum. Anything we can peel off from Sessler here makes the race more and more winnable. The difference between losing Republicans 80-20 and losing them 70-30 is the difference between victory and defeat. We need to appeal to Republicans with the issues they care most about; inflation and illegal immigration.
 - We also need an entirely separate campaign to build the best coalition of Independents and Democrats. **Democrats need to be made aware of the power they hold in this race.**

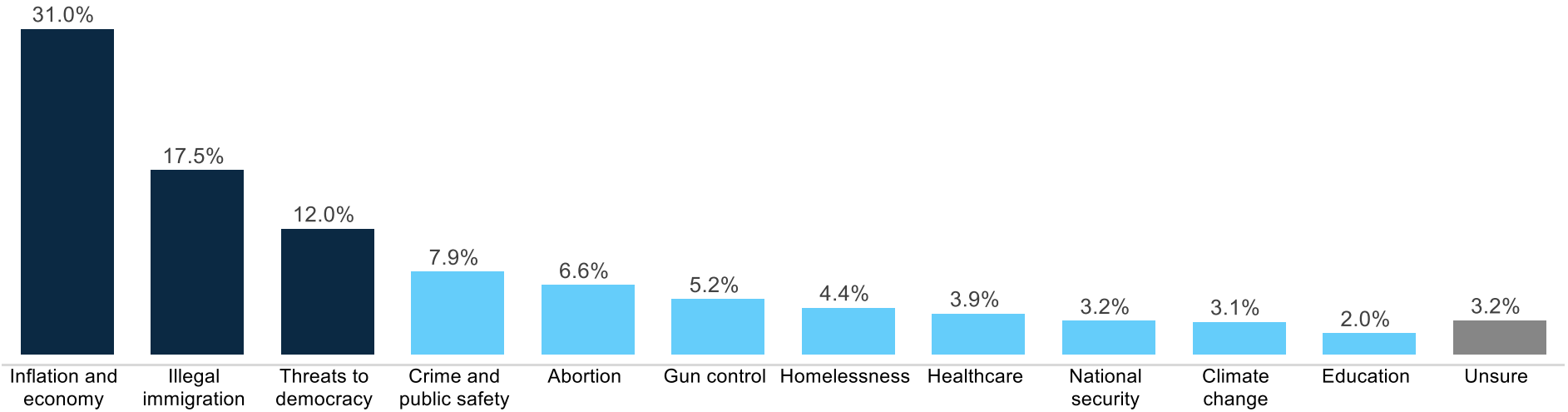
Insights & Analysis – Cont.

- **Climate change is an important issue for voters** (55% important – 43% not important). A third of voters say the issue is *very* important to them personally. **However, there is clear partisan break** with Democrats being the most likely to say important (96 – 4), followed by Independents (55 – 40), with Republicans overwhelmingly thinking it's not important (31 – 67).
- Furthermore, while 48% of Democrats say clean energy issues are among the top issues they consider, only 19% of Independents and 10% of Republicans say the same. **46% of Republicans say it is an issue they don't consider much if at all.**
- 67% of voters say they have seen an **increase in home energy prices** while 24% say their bill has stayed the same. Only 4% of voters say their bill has gone down.
- 69% of voters **support protecting the Snake River Dam** from federal legislation in order to keep it intact (11% oppose). Majorities of Republicans, Democrats, and Independents support protecting the dam.
- Voters tend to **prefer a market-led approach to energy** (53%) to a government-led approach (23%), especially Republicans (70 – 9) and Independents (53 – 27). Democrats are much more split but tend to prefer the government-led approach (28 – 40).
- **80% of voters say it is important for the U.S. to become energy independent**, including over three-quarters of Republicans, Democrats, and Independents. 60% of voters overall say it is *very* important to become energy independent.

Insights & Analysis – *Segmentation Analysis*

- Segmentation analysis identified three groups via machine-learning:
 - ***GOP Lean Newhouse*** (25%) are the Republicans Newhouse needs to go after to shave as much GOP support from Sessler's lead as possible. These tend to be Republicans who view Newhouse favorably but have not yet heard much about Sessler. They skew more female and tend to be younger (<55) than the *Sessler Supporters* segment and are more moderate ideologically. They tend to be more rural than the predominately suburban *Sessler Supporters* segment.
 - ***Democrat Lean Newhouse*** (40%) are the key to the other prong of the approach. These are Democrats who hate everything MAGA and view Sessler unfavorably while having a mixed view of Newhouse. **The key is motivating them to actually vote with messages on the environment and the *Innovation* message.**
 - ***Sessler Supporters*** (35%) are more hardcore Republicans who view Donald Trump very favorably. They're all-in on Sessler and tend to view Newhouse unfavorably. This relatively slim coalition of staunch Republicans can be outmaneuvered by joint coalitions of more moderate Republicans and anti-MAGA Democrats.

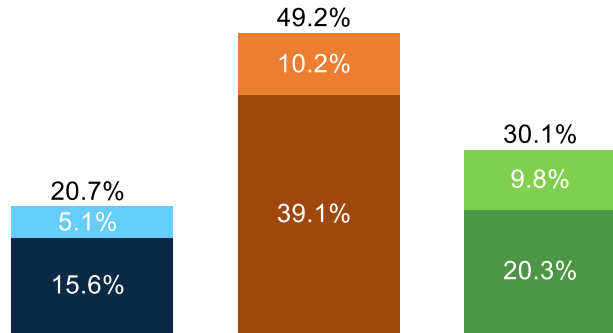
Top Priority



	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Benton Co	Yakima Co	Other Cos	Republican	Independent	Democrat	Conservative	Moderate	Liberal	White	Other Race	Undecided	Ind Undecided	Trump '20	Biden '20	1 of 4	2 of 4	3 of 4	4 of 4
Inflation and economy	32%	21%	36%	35%	30%	38%	25%	31%	38%	27%	29%	39%	36%	13%	42%	27%	11%	28%	39%	21%	44%	41%	14%	33%	39%	41%	23%
Illegal immigration	9%	22%	16%	26%	8%	26%	18%	7%	17%	22%	15%	29%	13%	1%	28%	10%	1%	19%	10%	14%	5%	30%	1%	13%	8%	16%	23%
Threats to democracy	10%	17%	12%	10%	21%	6%	9%	23%	11%	6%	17%	5%	14%	22%	5%	15%	26%	13%	10%	17%	10%	4%	22%	21%	5%	6%	15%
Crime and public safety	6%	9%	9%	7%	6%	9%	11%	1%	8%	8%	7%	9%	6%	9%	10%	10%	1%	8%	9%	6%	5%	8%	8%	12%	14%	7%	5%
Abortion	7%	4%	9%	6%	10%	7%	5%	8%	5%	6%	8%	3%	8%	11%	4%	2%	18%	7%	5%	9%	16%	2%	14%	8%	0%	8%	8%
Gun control	7%	7%	5%	1%	7%	2%	8%	6%	6%	4%	5%	2%	4%	12%	3%	8%	10%	5%	6%	8%	0%	1%	12%	7%	6%	2%	5%
Homelessness	5%	6%	3%	3%	1%	4%	8%	1%	4%	6%	4%	4%	5%	3%	2%	8%	4%	5%	3%	8%	7%	4%	2%	9%	4%	4%	4%
Healthcare	7%	2%	4%	2%	5%	2%	4%	7%	4%	6%	3%	1%	3%	9%	1%	5%	9%	4%	4%	5%	3%	2%	8%	4%	2%	3%	5%
National security	4%	4%	2%	3%	6%	0%	4%	2%	2%	5%	3%	5%	2%	2%	4%	3%	1%	4%	2%	1%	0%	5%	1%	2%	5%	2%	4%
Climate change	5%	2%	3%	2%	2%	3%	3%	4%	3%	5%	2%	0%	3%	9%	0%	3%	11%	3%	4%	3%	6%	1%	6%	0%	8%	3%	2%
Education	6%	0%	1%	1%	1%	1%	1%	8%	1%	4%	2%	1%	2%	5%	1%	2%	5%	1%	3%	2%	0%	1%	5%	0%	1%	4%	2%
Unsure	2%	6%	1%	6%	4%	2%	4%	1%	2%	1%	6%	1%	3%	5%	1%	7%	2%	3%	4%	5%	3%	1%	6%	0%	3%	5%	4%

Which one of the following issues is the most important to you in the election for U.S. Congress?

Vote Method

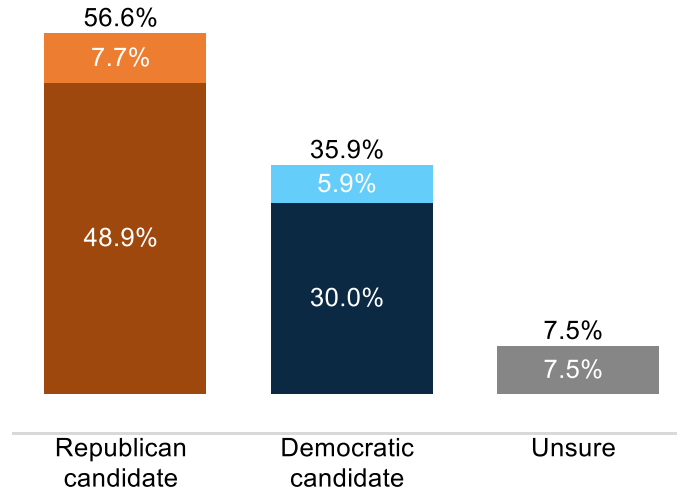


Vote by returning ballot in-person on Election Day Vote by mail returning ballot as soon as possible Vote by mail returning ballot closer to the election

	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Benton Co	Yakima Co	Other Cos	Republican	Independent	Democrat	Conservative	Moderate	Liberal	White	Other Race	Undecided	Ind Undecided	Trump '20	Biden '20	1 of 4	2 of 4	3 of 4	4 of 4
Definitely vote	77%	71%	75%	77%	81%	74%	73%	77%	79%	75%	71%	74%	76%	74%	74%	73%	80%	73%	80%	76%	77%	73%	79%	65%	68%	78%	79%
Probably vote	23%	29%	25%	23%	19%	26%	27%	23%	21%	25%	29%	26%	24%	26%	26%	27%	20%	27%	20%	24%	23%	27%	21%	35%	32%	22%	21%
Vote by returning ballot in-person on Election Day	24%	13%	32%	9%	12%	27%	18%	22%	24%	20%	18%	28%	19%	10%	27%	21%	6%	15%	36%	16%	16%	31%	7%	22%	40%	18%	13%
Vote by mail returning ballot as soon as possible	44%	54%	40%	63%	59%	45%	52%	43%	50%	44%	52%	43%	42%	69%	46%	46%	62%	55%	35%	51%	37%	41%	65%	47%	38%	42%	59%
Vote by mail returning ballot closer to the election	32%	32%	28%	27%	28%	28%	30%	36%	26%	36%	29%	28%	39%	22%	27%	33%	31%	30%	29%	33%	48%	28%	28%	31%	22%	41%	28%
Definitely vote by returning ballot in-person on Election...	18%	10%	22%	9%	9%	21%	13%	16%	21%	14%	12%	21%	14%	8%	21%	18%	3%	11%	28%	12%	7%	22%	7%	15%	26%	12%	12%
Probably vote by returning ballot in-person on Election Day	6%	3%	10%	0%	3%	6%	4%	5%	3%	7%	6%	7%	5%	2%	6%	2%	4%	4%	8%	4%	9%	8%	1%	7%	14%	5%	1%
Definitely vote by mail returning ballot as soon as possible	37%	42%	31%	51%	50%	33%	42%	34%	39%	38%	40%	35%	34%	52%	35%	39%	50%	43%	31%	42%	33%	32%	53%	34%	31%	36%	46%
Probably vote by mail returning ballot as soon as possible	7%	13%	10%	13%	9%	12%	10%	9%	11%	6%	12%	8%	8%	17%	11%	7%	12%	12%	5%	9%	3%	9%	12%	13%	7%	5%	13%
Definitely vote by mail returning ballot closer to the election	21%	20%	23%	17%	22%	20%	18%	26%	19%	24%	18%	18%	28%	15%	18%	16%	28%	19%	21%	22%	37%	19%	20%	16%	11%	30%	21%
Probably vote by mail returning ballot closer to the election	11%	13%	6%	10%	7%	8%	13%	9%	7%	11%	11%	11%	11%	7%	9%	17%	4%	11%	7%	11%	11%	9%	9%	14%	11%	11%	7%

How do you plan to vote in the November 5th general election for President, U.S. Senate, U.S. Congress, and statewide races?

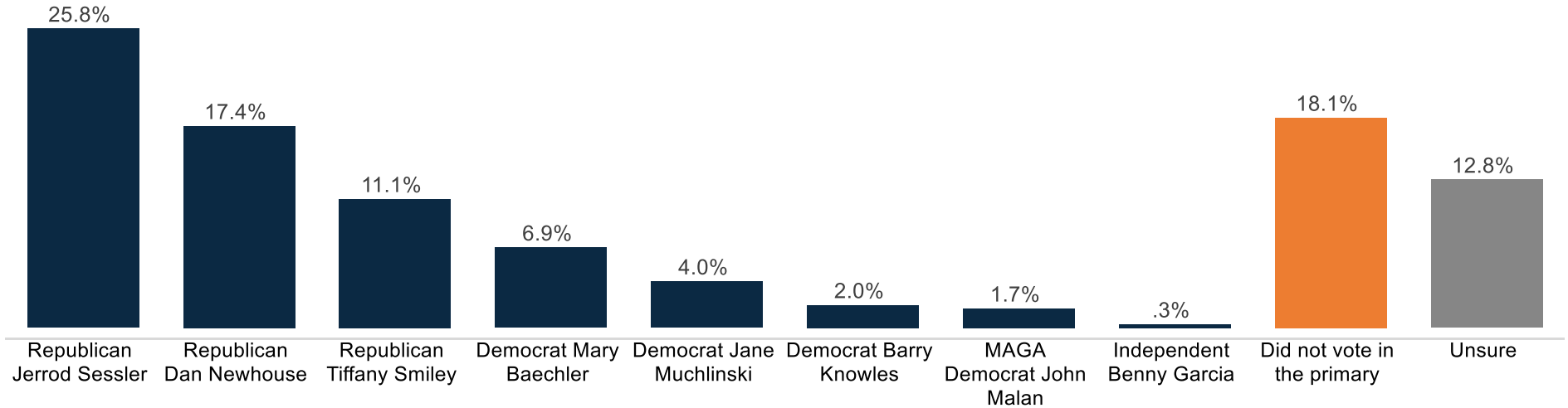
Generic Ballot



	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Benton Co	Yakima Co	Other Cos	Republican	Independent	Democrat	Conservative	Moderate	Liberal	White	Other Race	Undecided	Ind Undecided	Trump '20	Biden '20	1 of 4	2 of 4	3 of 4	4 of 4
Republican candidate	42%	52%	71%	62%	46%	78%	52%	38%	50%	64%	57%	97%	43%	4%	88%	34%	11%	59%	50%	27%	24%	94%	7%	51%	59%	55%	58%
Democrat candidate	46%	39%	27%	30%	47%	19%	39%	50%	41%	31%	36%	2%	42%	91%	8%	52%	85%	34%	45%	62%	56%	2%	87%	39%	34%	35%	35%
Definitely the Republican candidate	34%	46%	62%	55%	37%	71%	45%	31%	43%	54%	50%	88%	33%	1%	80%	26%	6%	51%	44%	21%	12%	83%	4%	46%	49%	50%	51%
Probably the Republican candidate	8%	6%	9%	7%	10%	8%	7%	7%	7%	10%	7%	9%	10%	3%	8%	8%	4%	8%	6%	6%	12%	10%	3%	6%	11%	6%	7%
Probably the Democratic candidate	8%	2%	7%	7%	10%	5%	2%	11%	7%	7%	4%	1%	11%	10%	3%	7%	12%	5%	9%	10%	20%	0%	11%	8%	6%	6%	5%
Definitely the Democratic candidate	38%	37%	21%	23%	37%	14%	37%	39%	34%	24%	31%	1%	31%	81%	5%	45%	73%	29%	37%	52%	35%	1%	76%	31%	28%	29%	30%
Unsure	12%	9%	2%	8%	7%	3%	9%	12%	9%	5%	8%	1%	15%	5%	4%	15%	4%	7%	5%	11%	21%	5%	6%	10%	7%	9%	6%

If the election was held today, and you had to make a choice, would you vote for the Republican or Democratic candidate for U.S. Congress?

Retro Primary Ballot



	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Benton Co	Yakima Co	Other Cos	Republican	Independent	Democrat	Conservative	Moderate	Liberal	White	Other Race	Undecided	Ind Undecided	Trump '20	Biden '20	1 of 4	2 of 4	3 of 4	4 of 4
Republican Jerrod Sessler	21%	22%	31%	30%	14%	39%	21%	22%	28%	30%	21%	46%	18%	0%	44%	14%	1%	26%	27%	0%	0%	47%	1%	13%	25%	27%	29%
Republican Dan Newhouse	12%	18%	20%	21%	37%	12%	16%	11%	15%	19%	18%	15%	23%	16%	16%	19%	21%	19%	11%	6%	7%	12%	24%	6%	13%	19%	21%
Republican Tiffany Smiley	4%	14%	13%	16%	11%	16%	10%	5%	10%	13%	11%	18%	8%	4%	16%	9%	5%	12%	9%	7%	2%	18%	3%	10%	16%	3%	14%
Democrat Mary Baechler	6%	11%	5%	7%	11%	3%	9%	5%	5%	12%	5%	0%	7%	19%	0%	10%	21%	7%	8%	12%	12%	1%	17%	4%	3%	8%	9%
Democrat Jane Muchlinski	5%	4%	5%	1%	5%	3%	5%	4%	6%	2%	5%	0%	4%	11%	1%	3%	11%	4%	5%	6%	4%	0%	10%	2%	6%	4%	3%
Democrat Barry Knowles	3%	2%	1%	2%	0%	2%	1%	6%	3%	0%	3%	0%	3%	4%	1%	1%	6%	2%	1%	5%	4%	0%	4%	0%	4%	3%	1%
MAGA Democrat John Malan	4%	0%	1%	2%	1%	1%	1%	4%	1%	2%	2%	3%	0%	1%	3%	0%	0%	1%	6%	3%	0%	2%	1%	9%	0%	1%	1%
Independent Benny Garcia	0%	0%	0%	1%	1%	0%	0%	0%	0%	0%	1%	0%	1%	0%	0%	1%	0%	0%	0%	0%	0%	0%	1%	2%	0%	0%	0%
Did not vote in the primary	27%	13%	18%	10%	10%	18%	18%	28%	19%	11%	22%	13%	26%	19%	13%	28%	18%	18%	20%	26%	41%	15%	20%	31%	15%	26%	12%
Unsure	19%	16%	6%	10%	11%	6%	18%	14%	15%	11%	12%	5%	11%	25%	7%	15%	19%	12%	14%	35%	29%	5%	21%	22%	18%	9%	9%

Which candidate did you vote for in the August 6th primary election for U.S. Congress?

Image Tests

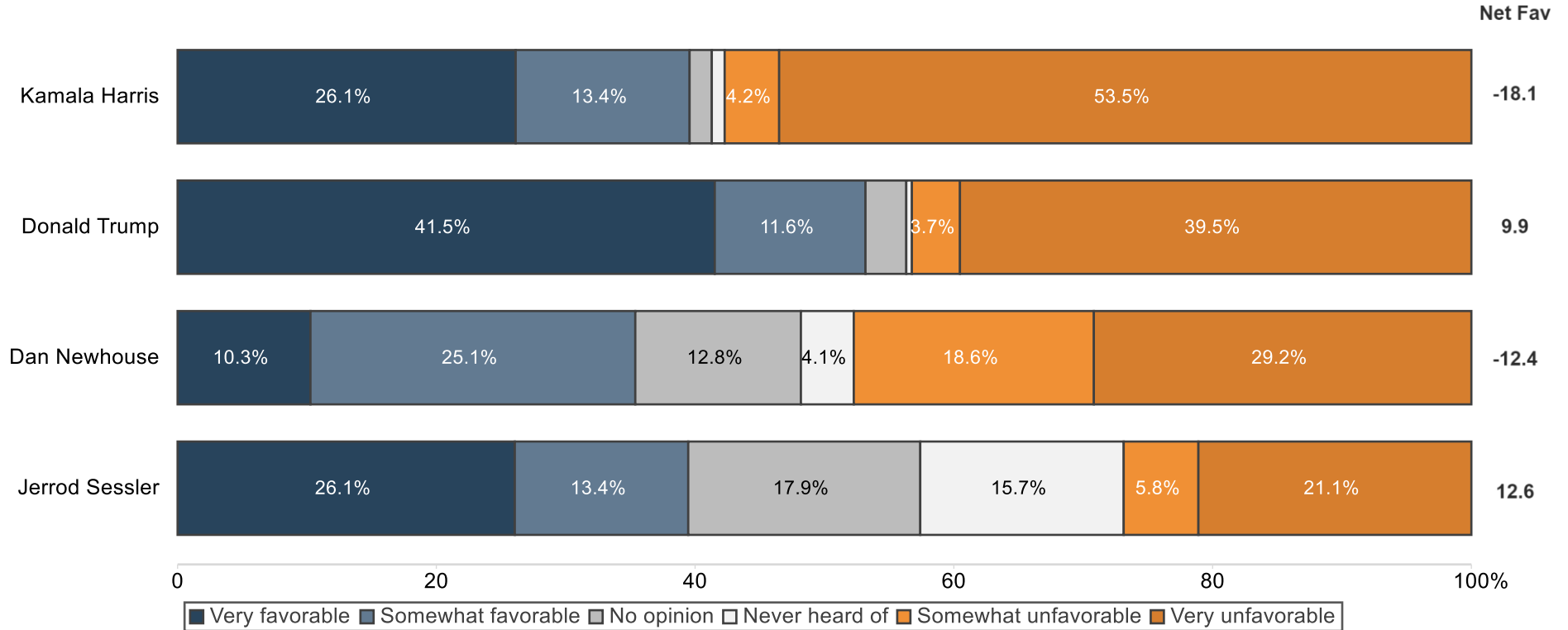


Image Tests Heatmaps

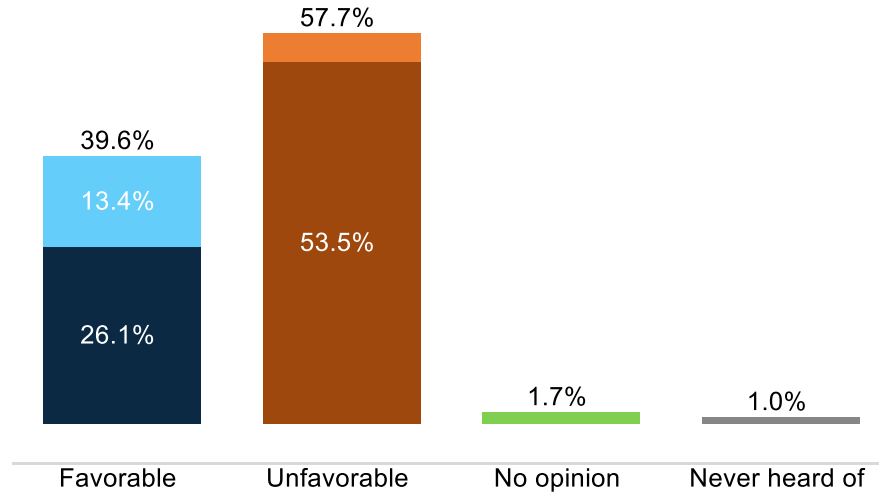
Favorable

	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Benton Co	Yakima Co	Other Cos	Republican	Independent	Democrat	Conservative	Moderate	Liberal	White	Other Race	Undecided	Ind Undecided	Trump '20	Biden '20	1 of 4	2 of 4	3 of 4	4 of 4
Kamala Harris	49%	44%	28%	36%	51%	22%	42%	58%	41%	32%	43%	5%	46%	94%	11%	56%	91%	39%	46%	55%	47%	4%	89%	40%	38%	43%	39%
Donald Trump	42%	52%	64%	54%	33%	74%	52%	35%	51%	55%	54%	92%	40%	1%	84%	30%	8%	54%	50%	28%	22%	90%	3%	52%	52%	51%	55%
Dan Newhouse	22%	42%	43%	36%	56%	32%	33%	26%	29%	40%	37%	34%	37%	37%	35%	37%	38%	37%	32%	14%	3%	32%	39%	28%	29%	29%	43%
Jerrod Sessler	26%	42%	48%	44%	22%	59%	37%	28%	42%	40%	38%	66%	27%	9%	64%	21%	8%	39%	40%	9%	7%	65%	7%	24%	47%	38%	41%

Unfavorable

	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Benton Co	Yakima Co	Other Cos	Republican	Independent	Democrat	Conservative	Moderate	Liberal	White	Other Race	Undecided	Ind Undecided	Trump '20	Biden '20	1 of 4	2 of 4	3 of 4	4 of 4
Kamala Harris	46%	55%	68%	63%	48%	75%	55%	38%	57%	63%	55%	93%	51%	6%	87%	43%	9%	59%	51%	37%	46%	92%	11%	55%	61%	53%	59%
Donald Trump	52%	42%	35%	44%	64%	26%	42%	61%	46%	39%	45%	7%	58%	93%	14%	66%	90%	43%	46%	61%	68%	8%	94%	48%	46%	41%	42%
Dan Newhouse	44%	49%	46%	53%	34%	57%	47%	45%	53%	47%	44%	55%	43%	40%	54%	40%	44%	47%	48%	42%	36%	57%	41%	31%	45%	53%	52%
Jerrod Sessler	32%	19%	27%	29%	48%	18%	21%	36%	34%	22%	25%	7%	38%	50%	10%	38%	55%	28%	23%	28%	26%	7%	54%	28%	25%	22%	30%

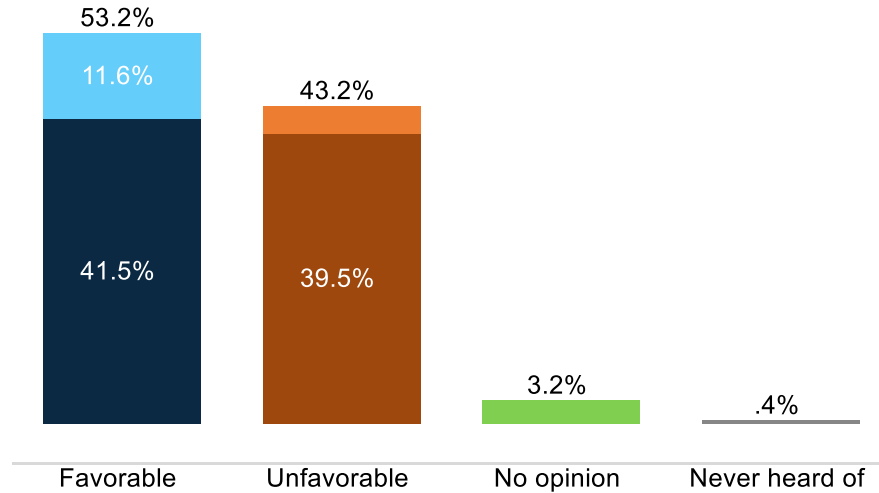
Image: Kamala Harris



	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Benton Co	Yakima Co	Other Cos	Republican	Independent	Democrat	Conservative	Moderate	Liberal	White	Other Race	Undecided	Ind Undecided	Trump '20	Biden '20	1 of 4	2 of 4	3 of 4	4 of 4
Favorable Total	49%	44%	28%	36%	51%	22%	42%	58%	41%	32%	43%	5%	46%	94%	11%	56%	91%	39%	46%	55%	47%	4%	89%	40%	38%	43%	39%
Unfavorable Total	46%	55%	68%	63%	48%	75%	55%	38%	57%	63%	55%	93%	51%	6%	87%	43%	9%	59%	51%	37%	46%	92%	11%	55%	61%	53%	59%
Very favorable	31%	36%	14%	23%	25%	14%	32%	40%	28%	20%	29%	1%	23%	75%	6%	35%	66%	26%	28%	41%	22%	2%	64%	21%	23%	27%	28%
Somewhat favorable	18%	7%	14%	13%	26%	8%	11%	18%	14%	13%	14%	4%	24%	19%	5%	22%	25%	13%	18%	15%	25%	3%	25%	19%	14%	16%	10%
Somewhat unfavorable	7%	1%	3%	6%	8%	3%	4%	5%	4%	6%	3%	4%	8%	1%	4%	4%	2%	4%	5%	8%	16%	5%	2%	0%	5%	8%	3%
Very unfavorable	40%	53%	65%	57%	40%	73%	52%	33%	52%	58%	52%	89%	44%	5%	84%	39%	7%	55%	46%	28%	29%	87%	8%	55%	56%	45%	56%
No opinion	2%	2%	2%	1%	1%	2%	2%	0%	2%	2%	1%	1%	1%	0%	1%	1%	0%	1%	0%	6%	0%	2%	0%	0%	1%	4%	1%
Never heard of	2%	0%	1%	0%	0%	1%	0%	4%	0%	2%	1%	1%	1%	0%	1%	0%	0%	1%	3%	2%	7%	2%	0%	5%	0%	0%	1%

Do you have a favorable or unfavorable opinion of Kamala Harris?

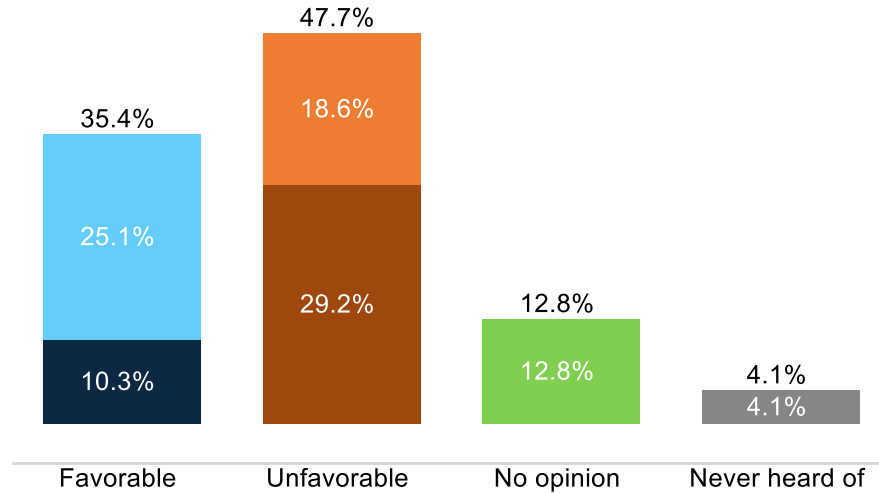
Image: Donald Trump



	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Benton Co	Yakima Co	Other Cos	Republican	Independent	Democrat	Conservative	Moderate	Liberal	White	Other Race	Undecided	Ind Undecided	Trump '20	Biden '20	1 of 4	2 of 4	3 of 4	4 of 4
Favorable Total	42%	52%	64%	54%	33%	74%	52%	35%	51%	55%	54%	92%	40%	1%	84%	30%	8%	54%	50%	28%	22%	90%	3%	52%	52%	51%	55%
Unfavorable Total	52%	42%	35%	44%	64%	26%	42%	61%	46%	39%	45%	7%	58%	93%	14%	66%	90%	43%	46%	61%	68%	8%	94%	48%	46%	41%	42%
Very favorable	30%	43%	51%	42%	24%	60%	41%	26%	41%	44%	40%	76%	26%	1%	70%	19%	2%	43%	37%	22%	14%	75%	2%	36%	44%	31%	46%
Somewhat favorable	13%	9%	13%	12%	9%	14%	11%	9%	10%	11%	13%	16%	14%	1%	14%	11%	6%	12%	13%	6%	8%	15%	1%	16%	8%	20%	9%
Somewhat unfavorable	6%	2%	4%	3%	6%	2%	4%	6%	4%	4%	3%	1%	8%	4%	2%	6%	5%	3%	7%	4%	15%	3%	3%	4%	6%	2%	4%
Very unfavorable	46%	40%	32%	41%	58%	24%	39%	55%	42%	34%	41%	6%	50%	89%	12%	60%	85%	40%	39%	56%	53%	4%	90%	44%	39%	39%	38%
No opinion	4%	5%	1%	2%	3%	0%	5%	1%	3%	4%	2%	1%	2%	4%	2%	4%	0%	3%	2%	9%	10%	2%	2%	0%	2%	5%	3%
Never heard of	2%	0%	0%	0%	0%	0%	0%	3%	0%	2%	0%	0%	2%	0%	0%	2%	0%	2%	2%	0%	0%	0%	1%	0%	0%	2%	0%

Do you have a favorable or unfavorable opinion of Donald Trump?

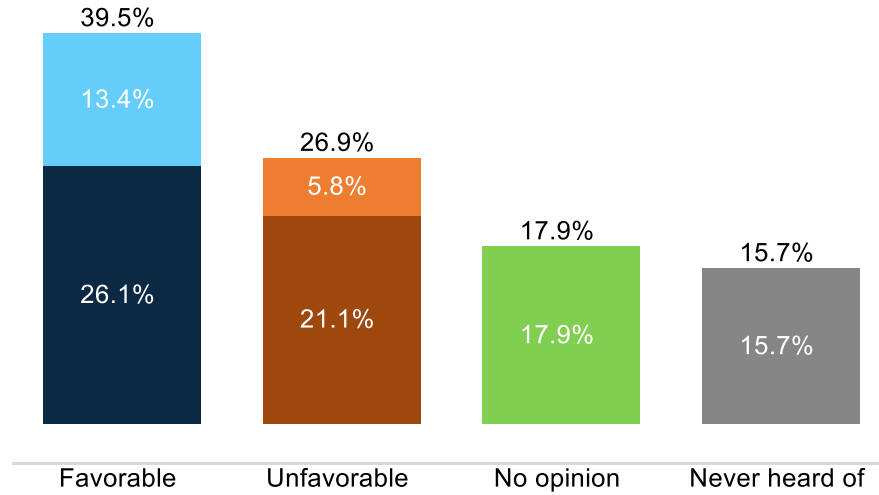
Image: Dan Newhouse



	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Benton Co	Yakima Co	Other Cos	Republican	Independent	Democrat	Conservative	Moderate	Liberal	White	Other Race	Undecided	Ind Undecided	Trump '20	Biden '20	1 of 4	2 of 4	3 of 4	4 of 4
Favorable Total	22%	42%	43%	36%	56%	32%	33%	26%	29%	40%	37%	34%	37%	37%	35%	37%	38%	37%	32%	14%	3%	32%	39%	28%	29%	29%	43%
Unfavorable Total	44%	49%	46%	53%	34%	57%	47%	45%	53%	47%	44%	55%	43%	40%	54%	40%	44%	47%	48%	42%	36%	57%	41%	31%	45%	53%	52%
Very favorable	5%	12%	16%	8%	21%	8%	8%	9%	4%	14%	13%	11%	16%	4%	13%	10%	4%	11%	7%	3%	3%	9%	11%	11%	8%	10%	11%
Somewhat favorable	18%	29%	27%	28%	35%	24%	25%	17%	25%	26%	24%	23%	20%	33%	21%	27%	34%	25%	25%	11%	0%	23%	28%	17%	21%	19%	32%
Somewhat unfavorable	20%	18%	14%	24%	16%	19%	18%	23%	20%	13%	21%	20%	15%	20%	17%	20%	20%	19%	16%	13%	8%	19%	20%	13%	15%	21%	21%
Very unfavorable	24%	31%	32%	30%	18%	38%	30%	22%	34%	34%	22%	36%	28%	21%	37%	19%	24%	28%	32%	29%	28%	38%	21%	18%	30%	32%	31%
No opinion	25%	8%	8%	9%	8%	8%	15%	20%	12%	12%	14%	8%	16%	17%	10%	19%	12%	13%	12%	34%	47%	8%	16%	28%	21%	15%	4%
Never heard of	9%	1%	3%	2%	2%	3%	4%	8%	5%	1%	5%	3%	4%	6%	1%	4%	6%	3%	7%	9%	15%	3%	5%	13%	5%	3%	1%

Do you have a favorable or unfavorable opinion of Dan Newhouse?

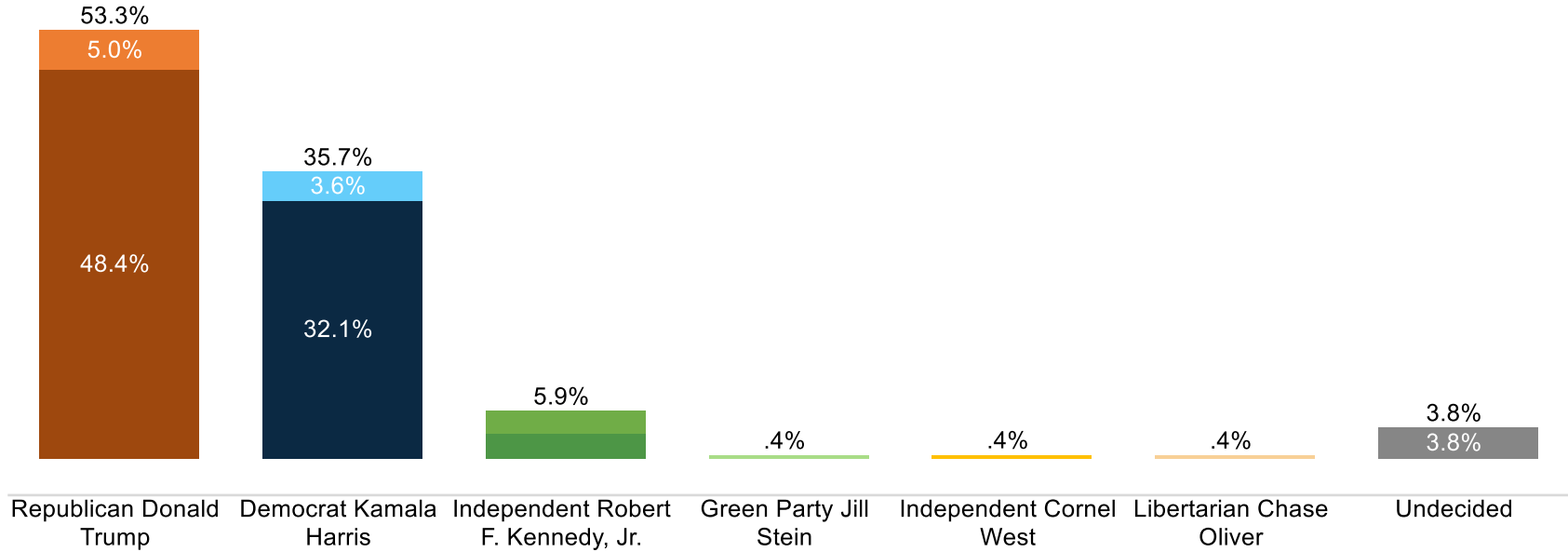
Image: Jerrod Sessler



	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Benton Co	Yakima Co	Other Cos	Republican	Independent	Democrat	Conservative	Moderate	Liberal	White	Other Race	Undecided	Ind Undecided	Trump '20	Biden '20	1 of 4	2 of 4	3 of 4	4 of 4
Favorable Total	26%	42%	48%	44%	22%	59%	37%	28%	42%	40%	38%	66%	27%	9%	64%	21%	8%	39%	40%	9%	7%	65%	7%	24%	47%	38%	41%
Unfavorable Total	32%	19%	27%	29%	48%	18%	21%	36%	34%	22%	25%	7%	38%	50%	10%	38%	55%	28%	23%	28%	26%	7%	54%	28%	25%	22%	30%
Very favorable	18%	26%	34%	25%	10%	41%	23%	20%	28%	30%	21%	46%	16%	4%	42%	15%	5%	25%	29%	2%	3%	45%	2%	9%	35%	28%	26%
Somewhat favorable	8%	15%	13%	19%	12%	18%	13%	7%	13%	9%	16%	21%	11%	5%	22%	6%	3%	13%	12%	8%	5%	20%	5%	15%	12%	10%	15%
Somewhat unfavorable	4%	5%	5%	10%	11%	5%	3%	9%	7%	7%	4%	3%	12%	5%	4%	7%	8%	6%	5%	3%	3%	3%	7%	9%	5%	2%	7%
Very unfavorable	27%	14%	23%	19%	37%	13%	18%	28%	28%	15%	20%	4%	26%	45%	6%	31%	47%	22%	19%	25%	23%	4%	47%	19%	20%	21%	23%
No opinion	20%	24%	13%	15%	15%	13%	24%	17%	14%	20%	19%	14%	18%	20%	16%	23%	14%	19%	12%	33%	31%	17%	19%	18%	14%	17%	20%
Never heard of	22%	16%	12%	12%	15%	10%	19%	19%	10%	18%	18%	12%	17%	20%	10%	18%	23%	14%	24%	29%	35%	11%	20%	30%	14%	23%	9%

Do you have a favorable or unfavorable opinion of Jerrod Sessler?

Presidential Ballot Full



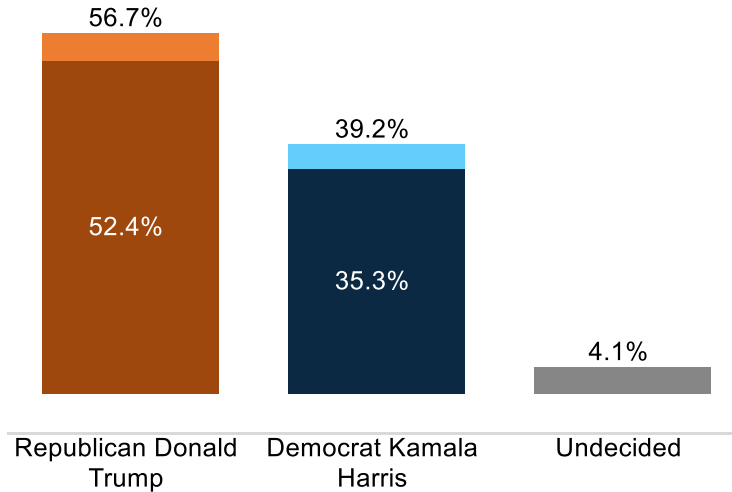
If the general election for President was held today between the following candidates, and you had to make a choice, who would you vote for?

Presidential Ballot Full Heatmap

	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Benton Co	Yakima Co	Other Cos	Republican	Independent	Democrat	Conservative	Moderate	Liberal	White	Other Race	Undecided	Ind Undecided	Trump '20	Biden '20	1 of 4	2 of 4	3 of 4	4 of 4
Republican Donald Trump	41%	52%	64%	57%	33%	76%	52%	34%	51%	59%	51%	94%	38%	3%	86%	26%	7%	54%	52%	25%	14%	93%	3%	51%	53%	50%	56%
Democrat Kamala Harris	42%	39%	27%	35%	52%	19%	36%	54%	39%	30%	38%	2%	44%	87%	7%	54%	85%	37%	36%	52%	39%	2%	87%	34%	33%	36%	37%
Independent Robert F. Kennedy, Jr.	10%	4%	6%	2%	7%	3%	8%	6%	5%	4%	8%	3%	9%	6%	4%	13%	4%	5%	10%	9%	21%	4%	6%	10%	7%	8%	3%
Green Party Jill Stein	0%	0%	1%	0%	2%	0%	0%	0%	0%	1%	0%	0%	2%	0%	0%	0%	2%	0%	0%	1%	3%	0%	1%	0%	0%	0%	1%
Independent Cornel West	2%	0%	0%	0%	0%	0%	0%	3%	1%	0%	0%	0%	2%	0%	0%	2%	0%	1%	0%	2%	8%	0%	1%	4%	0%	0%	0%
Libertarian Chase Oliver	0%	1%	0%	1%	1%	0%	0%	1%	1%	0%	0%	0%	1%	0%	0%	1%	0%	0%	0%	0%	0%	0%	0%	2%	0%	0%	0%
Definitely Republican Donald Trump	32%	50%	59%	55%	29%	72%	46%	30%	47%	52%	47%	86%	35%	1%	82%	21%	2%	50%	42%	21%	14%	86%	2%	43%	47%	44%	52%
Probably Republican Donald Trump	9%	2%	5%	3%	4%	4%	6%	4%	4%	8%	4%	7%	3%	2%	4%	5%	4%	9%	3%	0%	7%	1%	8%	6%	6%	4%	
Definitely Democrat Kamala Harris	36%	39%	23%	31%	47%	15%	36%	44%	35%	27%	34%	2%	35%	83%	5%	49%	78%	33%	34%	49%	35%	2%	80%	27%	30%	32%	34%
Probably Democrat Kamala Harris	6%	0%	4%	4%	5%	4%	0%	10%	4%	2%	4%	0%	10%	4%	2%	5%	7%	4%	2%	3%	4%	0%	7%	6%	3%	4%	3%
Definitely Independent Robert F. Kennedy, Jr.	6%	1%	3%	2%	5%	1%	3%	5%	3%	3%	3%	0%	7%	4%	1%	9%	2%	1%	8%	8%	21%	2%	4%	4%	5%	5%	1%
Probably Independent Robert F. Kennedy, Jr.	4%	3%	3%	0%	2%	2%	5%	1%	2%	1%	5%	3%	2%	2%	3%	4%	2%	3%	2%	1%	0%	2%	1%	7%	3%	3%	2%
Definitely Green Party Jill Stein	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Probably Green Party Jill Stein	0%	0%	1%	0%	2%	0%	0%	0%	0%	1%	0%	0%	2%	0%	0%	0%	2%	0%	0%	1%	3%	0%	1%	0%	0%	0%	1%
Definitely Independent Cornel West	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Probably Independent Cornel West	2%	0%	0%	0%	0%	0%	0%	3%	1%	0%	0%	0%	2%	0%	0%	2%	0%	1%	0%	2%	8%	0%	1%	4%	0%	0%	0%
Definitely Libertarian Chase Oliver	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Probably Libertarian Chase Oliver	0%	1%	0%	1%	1%	0%	0%	1%	1%	0%	0%	0%	1%	0%	0%	1%	0%	0%	0%	0%	0%	0%	0%	2%	0%	0%	0%
Undecided	6%	4%	1%	4%	5%	1%	5%	2%	3%	5%	3%	1%	4%	4%	3%	5%	1%	3%	2%	11%	16%	2%	2%	0%	7%	6%	3%

If the general election for President was held today between the following candidates, and you had to make a choice, who would you vote for?

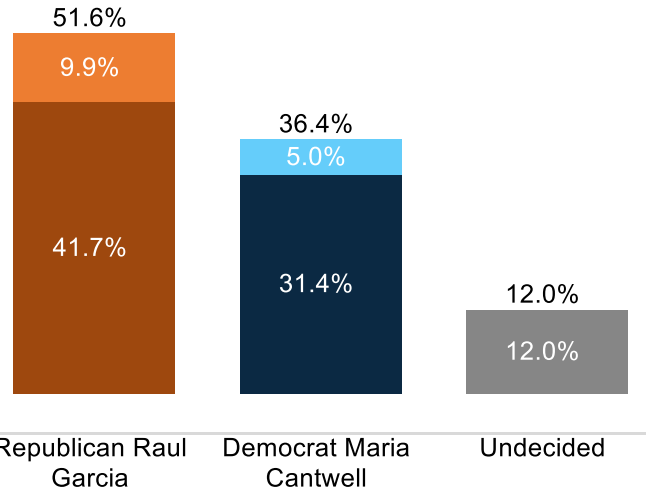
Presidential Ballot Two-Way



	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Benton Co	Yakima Co	Other Cos	Republican	Independent	Democrat	Conservative	Moderate	Liberal	White	Other Race	Undecided	Ind Undecided	Trump '20	Biden '20	1 of 4	2 of 4	3 of 4	4 of 4
Republican Donald Trump	44%	53%	70%	59%	41%	78%	55%	35%	53%	62%	56%	96%	46%	3%	89%	32%	9%	58%	53%	31%	36%	96%	3%	57%	60%	54%	56%
Democrat Kamala Harris	48%	41%	29%	39%	56%	22%	39%	60%	43%	34%	40%	3%	49%	93%	9%	61%	88%	39%	43%	60%	50%	2%	94%	43%	39%	40%	38%
Definitely Republican Donald Trump	36%	52%	67%	55%	34%	76%	48%	35%	49%	57%	52%	90%	39%	3%	85%	28%	7%	54%	46%	25%	19%	91%	2%	49%	56%	47%	54%
Probably Republican Donald Trump	8%	1%	4%	4%	7%	2%	7%	1%	4%	5%	4%	5%	7%	0%	4%	5%	3%	4%	6%	6%	18%	5%	1%	9%	4%	7%	2%
Definitely Democrat Kamala Harris	42%	39%	25%	35%	52%	18%	37%	51%	40%	31%	35%	2%	40%	91%	6%	53%	87%	36%	38%	55%	39%	1%	88%	37%	32%	35%	37%
Probably Democrat Kamala Harris	5%	2%	4%	4%	4%	4%	1%	9%	3%	3%	5%	1%	9%	3%	3%	8%	1%	4%	5%	5%	11%	0%	6%	5%	7%	5%	1%
Undecided	8%	6%	1%	2%	3%	0%	6%	5%	4%	4%	4%	1%	5%	3%	2%	7%	3%	3%	4%	10%	13%	2%	3%	0%	1%	7%	6%

If the general election for President was held today between just the following candidates, and you had to make a choice, who would you vote for?

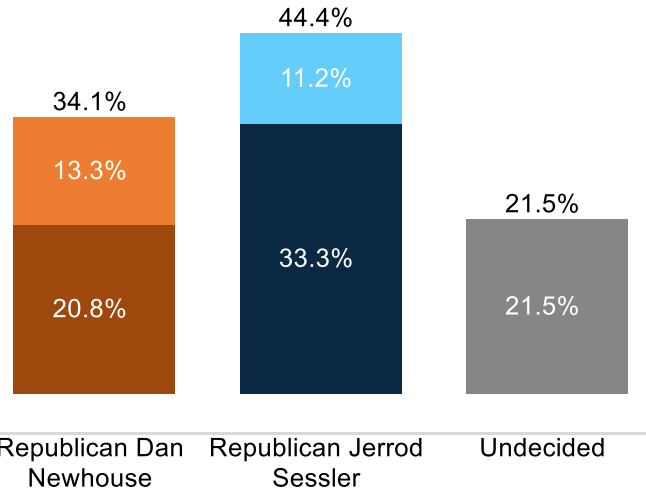
U.S. Senate Ballot



	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Benton Co	Yakima Co	Other Cos	Republican	Independent	Democrat	Conservative	Moderate	Liberal	White	Other Race	Undecided	Ind Undecided	Trump '20	Biden '20	1 of 4	2 of 4	3 of 4	4 of 4
Republican Raul Garcia	40%	49%	62%	57%	44%	67%	49%	36%	52%	56%	48%	87%	39%	6%	83%	30%	7%	53%	47%	16%	2%	84%	8%	49%	60%	41%	55%
Democrat Maria Cantwell	44%	41%	29%	30%	47%	21%	40%	49%	39%	30%	39%	2%	46%	87%	8%	52%	87%	36%	39%	53%	37%	3%	83%	35%	28%	41%	38%
Definitely Republican Raul Garcia	30%	45%	50%	43%	33%	54%	38%	34%	40%	47%	39%	73%	30%	3%	72%	18%	3%	44%	34%	12%	0%	72%	2%	31%	48%	30%	49%
Probably Republican Raul Garcia	11%	4%	11%	14%	11%	13%	10%	2%	12%	9%	9%	14%	8%	3%	11%	12%	4%	9%	12%	4%	2%	12%	6%	18%	12%	12%	6%
Definitely Democrat Maria Cantwell	34%	41%	24%	27%	38%	19%	35%	43%	35%	25%	34%	1%	37%	80%	7%	45%	75%	32%	31%	47%	30%	3%	73%	30%	25%	34%	33%
Probably Democrat Maria Cantwell	10%	1%	5%	4%	9%	2%	5%	7%	5%	5%	5%	1%	9%	7%	1%	7%	12%	4%	7%	6%	7%	0%	10%	5%	3%	7%	5%
Undecided	16%	10%	9%	12%	8%	12%	11%	14%	9%	14%	13%	10%	15%	7%	9%	18%	6%	11%	15%	31%	61%	13%	8%	17%	12%	18%	7%

If the general election for U.S. Senate was held today, and you had to make a choice, who would you vote for?

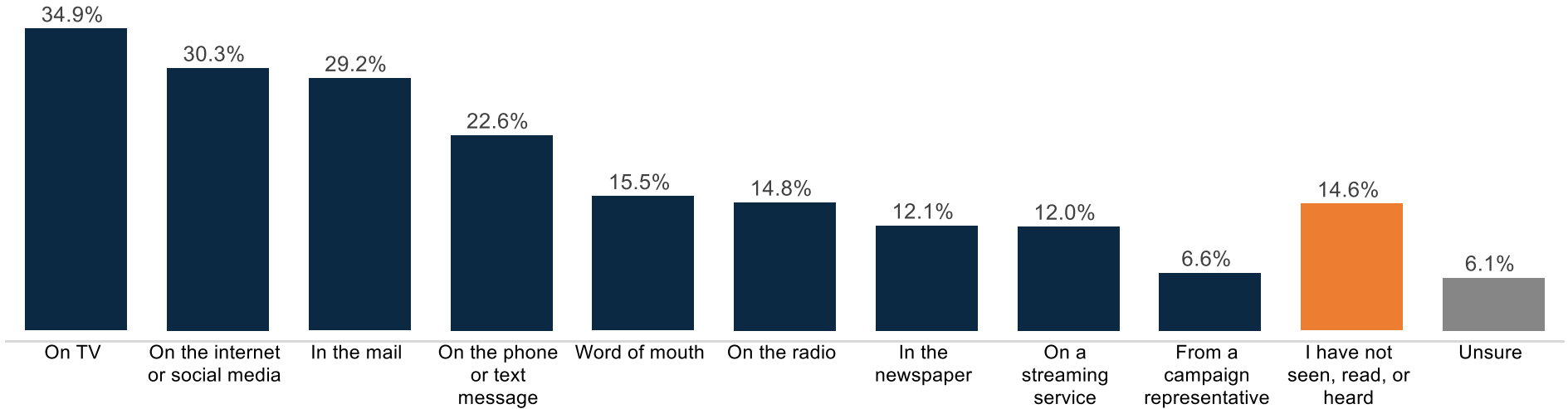
Initial CD Ballot



	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Benton Co	Yakima Co	Other Cos	Republican	Independent	Democrat	Conservative	Moderate	Liberal	White	Other Race	Trump '20	Biden '20	1 of 4	2 of 4	3 of 4	4 of 4
Republican Dan Newhouse	38%	34%	30%	35%	51%	22%	35%	38%	32%	33%	36%	18%	46%	51%	22%	41%	55%	36%	28%	17%	54%	38%	27%	33%	37%
Republican Jerrod Sessler	34%	42%	50%	54%	28%	64%	41%	34%	47%	47%	40%	73%	33%	11%	67%	31%	11%	43%	50%	70%	10%	31%	51%	46%	44%
Definitely Republican Dan Newhouse	18%	20%	21%	26%	44%	12%	20%	17%	17%	23%	22%	11%	30%	27%	13%	27%	31%	21%	23%	10%	36%	22%	11%	23%	24%
Probably Republican Dan Newhouse	20%	14%	9%	10%	7%	10%	15%	22%	15%	11%	14%	6%	16%	23%	9%	14%	24%	16%	5%	8%	18%	16%	16%	11%	13%
Definitely Republican Jerrod Sessler	22%	36%	40%	36%	17%	49%	31%	26%	35%	37%	29%	56%	25%	5%	54%	19%	5%	33%	32%	57%	4%	13%	37%	34%	36%
Probably Republican Jerrod Sessler	12%	6%	10%	18%	11%	15%	10%	8%	12%	10%	11%	17%	8%	6%	13%	12%	6%	10%	18%	13%	6%	18%	14%	12%	9%
Undecided	28%	24%	20%	11%	21%	14%	24%	27%	20%	20%	24%	10%	21%	38%	11%	28%	34%	21%	22%	12%	36%	31%	22%	20%	18%

If the general election for U.S. Congress was held today, and you had to make a choice, who would you vote for?

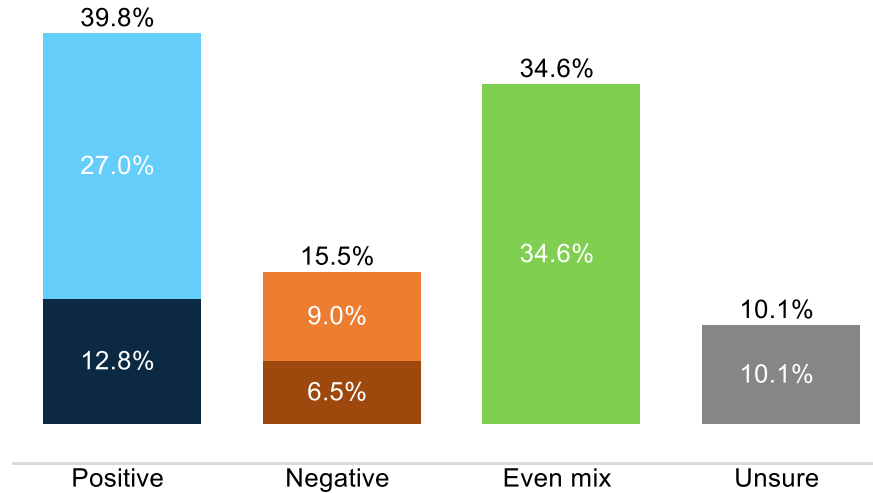
SRH Newhouse Source



	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Benton Co	Yakima Co	Other Cos	Republican	Independent	Democrat	Conservative	Moderate	Liberal	White	Other Race	Undecided	Ind Undecided	Trump '20	Biden '20	1 of 4	2 of 4	3 of 4	4 of 4
On TV	28%	42%	28%	46%	37%	33%	37%	31%	39%	44%	24%	36%	32%	35%	33%	44%	30%	33%	43%	25%	27%	35%	37%	18%	20%	45%	39%
On the internet or social media	26%	32%	36%	27%	37%	30%	29%	29%	35%	32%	26%	32%	36%	23%	30%	25%	37%	29%	34%	14%	32%	33%	27%	27%	24%	38%	31%
In the mail	27%	30%	32%	28%	25%	32%	30%	27%	28%	33%	27%	32%	30%	24%	34%	23%	27%	29%	33%	19%	8%	32%	23%	17%	21%	21%	40%
On the phone or text message	19%	22%	26%	23%	32%	20%	22%	20%	28%	22%	18%	24%	26%	17%	25%	23%	18%	22%	25%	14%	18%	24%	19%	9%	19%	28%	25%
Word of mouth	15%	13%	21%	11%	17%	16%	18%	6%	13%	17%	16%	14%	23%	12%	16%	11%	19%	15%	16%	10%	21%	16%	14%	9%	15%	19%	17%
On the radio	17%	8%	20%	13%	21%	14%	13%	14%	13%	20%	12%	18%	13%	11%	18%	6%	16%	12%	24%	11%	9%	16%	12%	23%	7%	22%	12%
In the newspaper	12%	15%	9%	13%	24%	4%	14%	12%	8%	18%	11%	10%	16%	12%	10%	9%	21%	13%	10%	6%	13%	10%	14%	12%	3%	9%	16%
On a streaming service	12%	9%	16%	10%	16%	12%	11%	9%	11%	14%	12%	13%	11%	11%	13%	6%	16%	11%	15%	7%	13%	13%	11%	13%	18%	12%	10%
From a campaign representative	6%	8%	10%	2%	9%	5%	9%	3%	6%	6%	8%	6%	8%	5%	6%	6%	9%	6%	10%	5%	5%	6%	6%	6%	6%	8%	7%
I have not seen, read, or heard	19%	12%	14%	12%	12%	14%	12%	23%	14%	6%	21%	14%	12%	19%	12%	18%	15%	16%	9%	31%	38%	14%	16%	25%	16%	17%	10%
Unsure	8%	5%	6%	5%	2%	8%	7%	3%	4%	5%	8%	5%	7%	5%	6%	4%	5%	7%	2%	11%	9%	6%	5%	8%	7%	9%	4%

If at all, where have you recently seen, read, or heard anything about Dan Newhouse or his campaign for U.S. Congress? Select as many as apply.

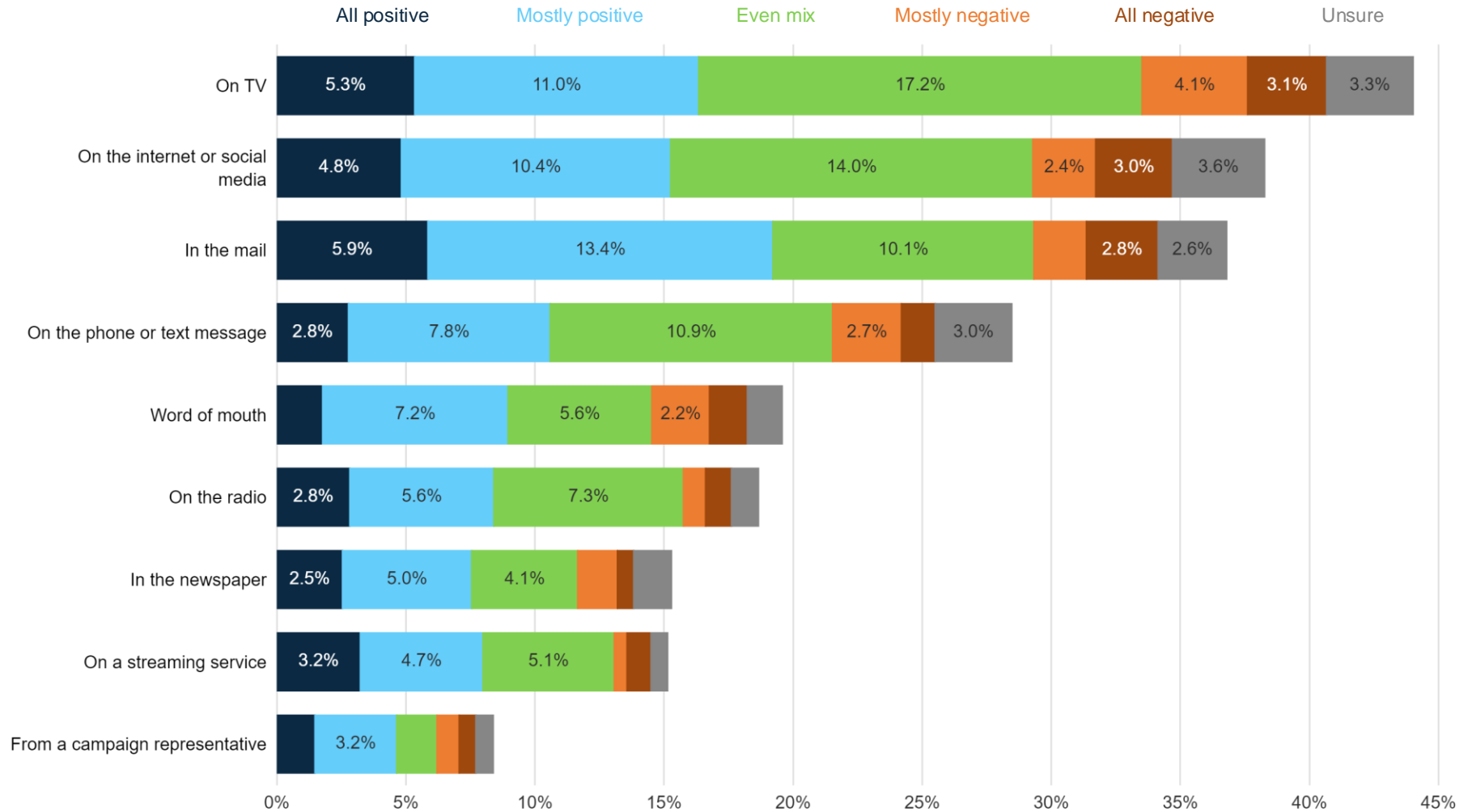
SRH Newhouse Description



	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Benton Co	Yakima Co	Other Cos	Republican	Independent	Democrat	Conservative	Moderate	Liberal	White	Other Race	Undecided	Ind Undecided	Trump '20	Biden '20	1 of 4	2 of 4	3 of 4	4 of 4
Positive Total	30%	37%	49%	42%	50%	45%	37%	25%	37%	40%	42%	38%	46%	37%	42%	38%	39%	41%	39%	19%	20%	40%	37%	39%	48%	37%	39%
Negative Total	10%	23%	16%	12%	7%	19%	18%	14%	20%	18%	9%	13%	21%	15%	14%	20%	16%	17%	9%	31%	49%	16%	16%	9%	10%	13%	18%
All positive	10%	13%	14%	13%	16%	13%	13%	8%	13%	12%	13%	13%	10%	12%	16%	12%	11%	19%	11%	0%	12%	13%	9%	13%	12%	14%	
Mostly positive	19%	24%	35%	29%	35%	32%	24%	17%	24%	28%	28%	25%	33%	27%	30%	22%	27%	31%	20%	8%	20%	27%	25%	31%	35%	25%	25%
Even mix of positive and negative	44%	31%	28%	36%	31%	32%	31%	54%	32%	34%	38%	42%	22%	35%	37%	33%	32%	33%	40%	20%	0%	36%	33%	34%	29%	44%	33%
Mostly negative	5%	12%	9%	10%	5%	12%	9%	8%	13%	9%	6%	6%	13%	11%	8%	10%	11%	10%	5%	24%	41%	8%	11%	5%	5%	6%	10%
All negative	5%	11%	7%	2%	3%	6%	9%	6%	8%	9%	3%	7%	8%	5%	6%	9%	5%	7%	4%	7%	8%	8%	5%	4%	6%	7%	7%
Unsure	16%	8%	6%	10%	12%	5%	14%	7%	10%	8%	12%	8%	11%	12%	7%	9%	13%	9%	12%	30%	31%	8%	13%	18%	12%	6%	9%

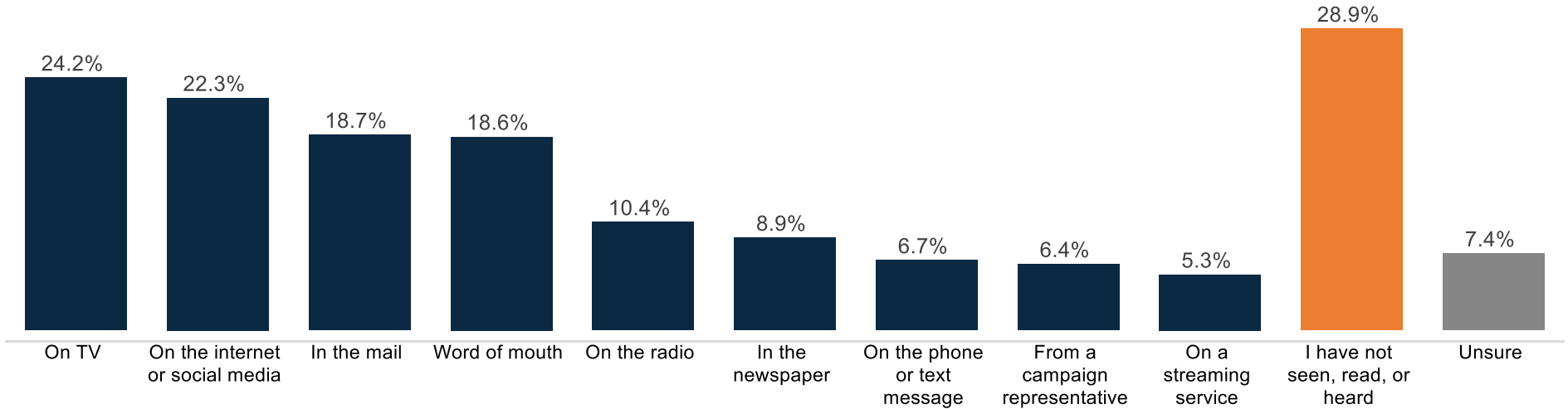
Was the information you saw, read, or heard about Dan Newhouse or his campaign for U.S. Congress positive or negative?

SRH Newhouse Description by Source



Was the information you saw, read, or heard about Dan Newhouse or his campaign for U.S. Congress positive or negative?

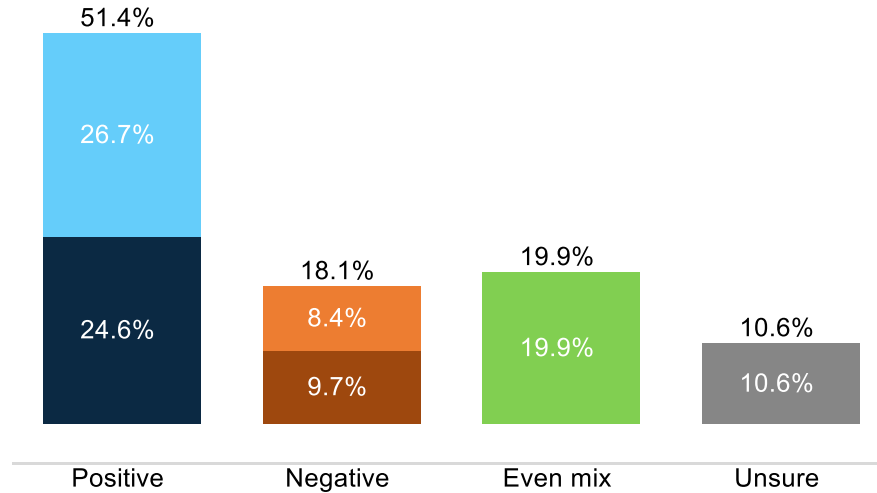
SRH Sessler Source



	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Benton Co	Yakima Co	Other Cos	Republican	Independent	Democrat	Conservative	Moderate	Liberal	White	Other Race	Undecided	Ind Undecided	Trump '20	Biden '20	1 of 4	2 of 4	3 of 4	4 of 4
On TV	16%	27%	23%	35%	23%	30%	19%	27%	31%	28%	16%	24%	24%	25%	26%	25%	20%	22%	29%	18%	24%	27%	22%	7%	25%	31%	24%
On the internet or social media	17%	22%	28%	21%	25%	26%	20%	20%	27%	22%	19%	24%	24%	18%	26%	14%	23%	23%	20%	10%	13%	27%	16%	3%	23%	20%	28%
In the mail	20%	21%	16%	18%	19%	15%	21%	21%	18%	14%	23%	26%	16%	9%	26%	10%	12%	19%	18%	13%	13%	25%	10%	11%	15%	11%	26%
Word of mouth	18%	13%	29%	12%	13%	26%	16%	14%	17%	23%	17%	23%	21%	9%	26%	6%	14%	19%	17%	5%	7%	25%	9%	4%	24%	22%	19%
On the radio	11%	7%	8%	18%	8%	14%	8%	11%	7%	18%	8%	16%	4%	7%	15%	4%	7%	8%	18%	7%	5%	15%	5%	6%	2%	18%	12%
In the newspaper	8%	7%	10%	10%	9%	10%	6%	11%	9%	13%	6%	10%	13%	4%	10%	8%	8%	8%	12%	8%	17%	11%	6%	7%	5%	2%	14%
On the phone or text message	7%	5%	8%	8%	6%	8%	6%	5%	6%	8%	6%	10%	6%	3%	11%	3%	2%	8%	3%	3%	12%	11%	2%	0%	3%	3%	12%
From a campaign representative	8%	6%	7%	4%	5%	6%	7%	7%	9%	7%	4%	8%	7%	3%	8%	5%	5%	8%	2%	5%	5%	9%	4%	2%	5%	2%	10%
On a streaming service	6%	4%	7%	5%	6%	5%	4%	8%	7%	3%	6%	7%	5%	3%	7%	2%	4%	6%	2%	5%	10%	7%	3%	0%	9%	3%	7%
I have not seen, read, or heard	36%	26%	26%	26%	34%	22%	31%	32%	26%	29%	31%	20%	33%	40%	19%	40%	38%	30%	28%	48%	56%	19%	41%	54%	25%	32%	23%
Unsure	9%	7%	10%	2%	7%	6%	8%	6%	9%	6%	7%	6%	8%	8%	7%	7%	8%	7%	7%	12%	3%	6%	9%	13%	9%	7%	6%

If at all, where have you recently seen, read, or heard anything about Jerrod Sessler or his campaign for U.S. Congress? Select as many as apply.

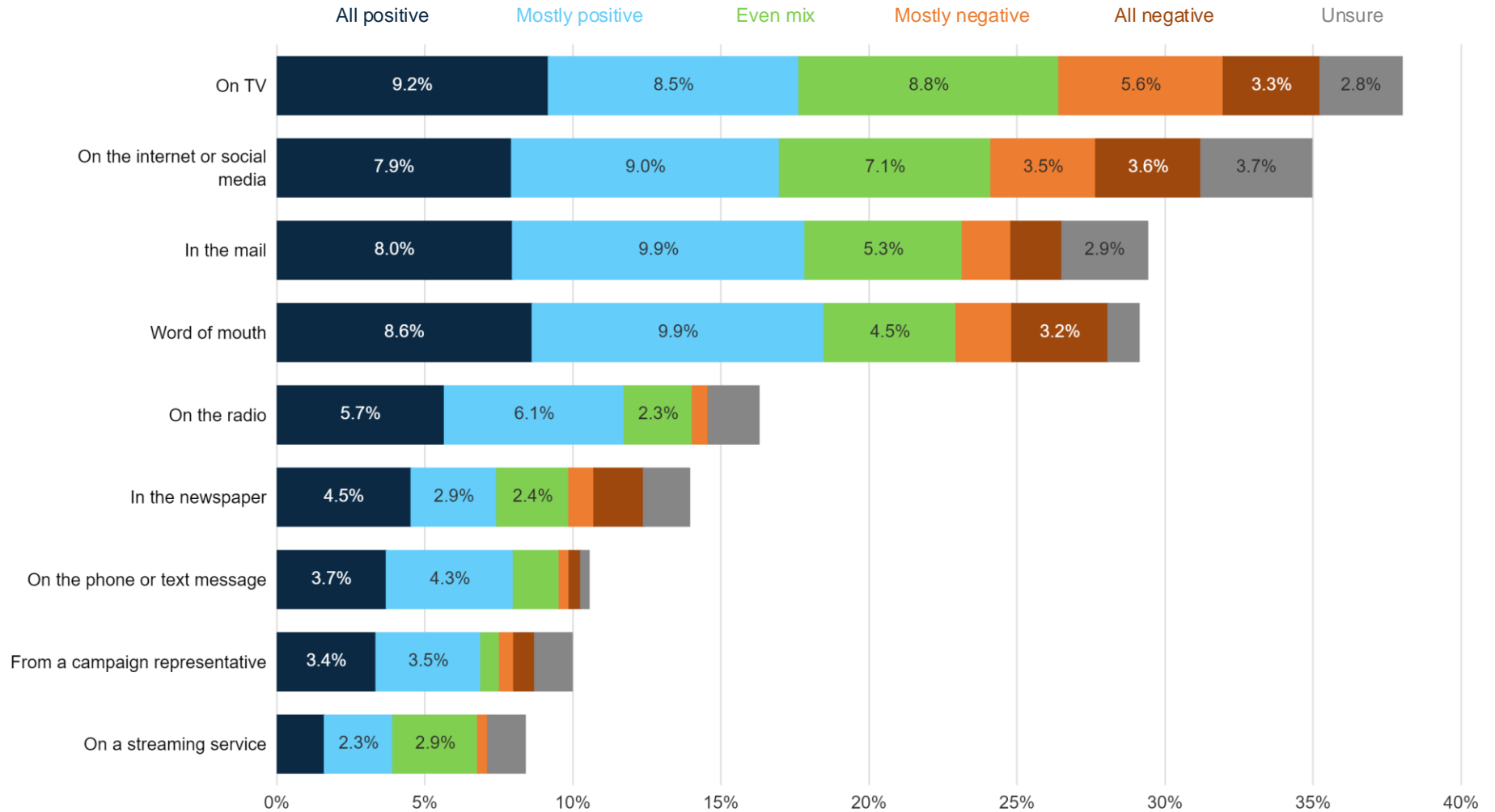
SRH Sessler Description



	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Benton Co	Yakima Co	Other Cos	Republican	Independent	Democrat	Conservative	Moderate	Liberal	White	Other Race	Undecided	Ind Undecided	Trump '20	Biden '20	1 of 4	2 of 4	3 of 4	4 of 4
Positive Total	37%	54%	55%	59%	40%	64%	48%	40%	51%	59%	46%	73%	37%	15%	73%	25%	16%	51%	52%	21%	18%	71%	12%	50%	46%	54%	54%
Negative Total	20%	13%	21%	18%	35%	13%	12%	27%	21%	18%	16%	3%	25%	47%	4%	30%	49%	18%	20%	25%	38%	5%	49%	5%	25%	16%	18%
All positive	23%	27%	28%	20%	16%	28%	21%	33%	27%	30%	19%	35%	19%	5%	34%	15%	7%	25%	25%	17%	7%	35%	5%	32%	24%	22%	25%
Mostly positive	14%	27%	28%	40%	24%	36%	27%	7%	24%	29%	27%	38%	18%	10%	39%	10%	9%	27%	28%	5%	11%	36%	7%	17%	22%	31%	29%
Even mix of positive and negative	25%	20%	19%	16%	19%	17%	26%	15%	19%	14%	25%	18%	25%	19%	18%	33%	15%	19%	20%	19%	17%	17%	22%	25%	19%	19%	18%
Mostly negative	4%	12%	9%	9%	18%	5%	5%	13%	9%	9%	7%	3%	5%	26%	3%	13%	21%	8%	11%	10%	0%	2%	24%	5%	13%	5%	8%
All negative	17%	1%	12%	9%	17%	8%	7%	13%	12%	8%	9%	0%	20%	21%	1%	17%	29%	10%	9%	14%	38%	3%	25%	0%	12%	11%	10%
Unsure	18%	13%	5%	6%	6%	6%	14%	19%	8%	10%	13%	6%	13%	19%	5%	12%	19%	11%	8%	34%	27%	7%	16%	20%	11%	11%	10%

Was the information you saw, read, or heard about Jerrod Sessler or his campaign for U.S. Congress positive or negative?

SRH Sessler Description by Source



Was the information you saw, read, or heard about Jerrod Sessler or his campaign for U.S. Congress positive or negative?

SRH Source by Initial CD Ballot

SRH Both

Freq		Newhouse Voters	Sessler Voters	Undecided
76	On TV	31%	55%	14%
49	On the internet or social media	37%	55%	8%
21	On the radio	19%	63%	18%
9	On a streaming service	35%	53%	11%
40	In the mail	24%	63%	13%
17	On the phone or text message	27%	63%	10%
12	In the newspaper	55%	21%	24%
7	From a campaign representative	18%	20%	62%
28	Word of mouth	28%	67%	6%
36	I have not seen, read, or heard	17%	21%	62%
7	Unsure	0%	35%	65%

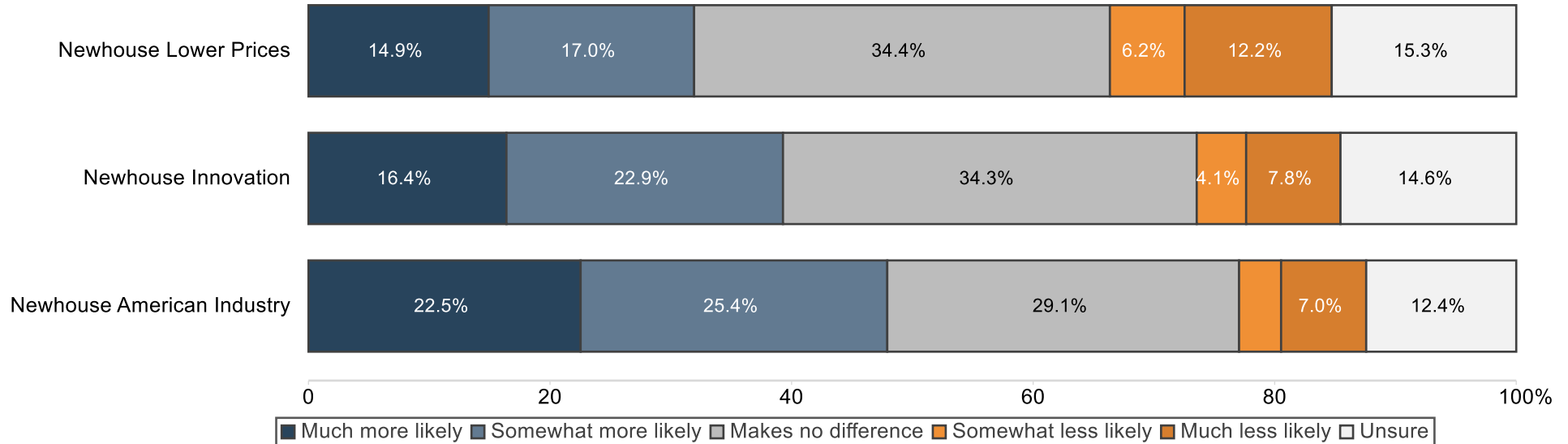
SRH Newhouse

	Newhouse Voters	Sessler Voters	Undecided
	41%	43%	16%
	45%	46%	10%
	36%	49%	15%
	47%	40%	13%
	37%	50%	14%
	39%	48%	13%
	63%	26%	11%
	52%	31%	17%
	44%	42%	14%
	15%	39%	46%
	26%	37%	37%

SRH Sessler

	Newhouse Voters	Sessler Voters	Undecided
	27%	56%	16%
	32%	58%	10%
	14%	71%	15%
	29%	50%	20%
	24%	62%	14%
	17%	73%	10%
	33%	49%	18%
	21%	62%	17%
	22%	72%	6%
	45%	20%	36%
	36%	28%	36%

Newhouse Messages

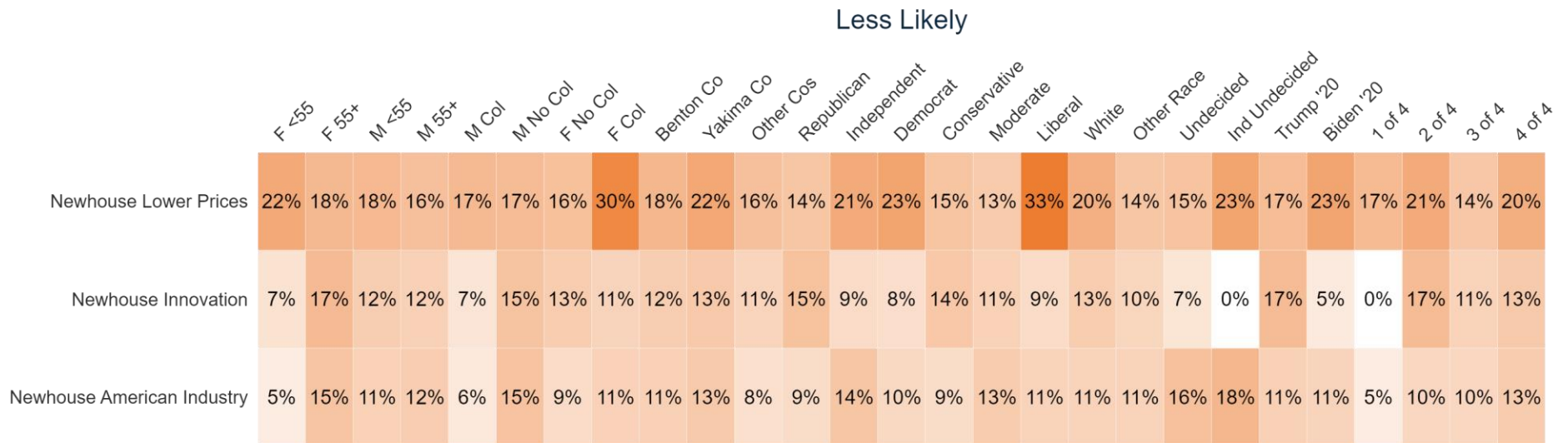
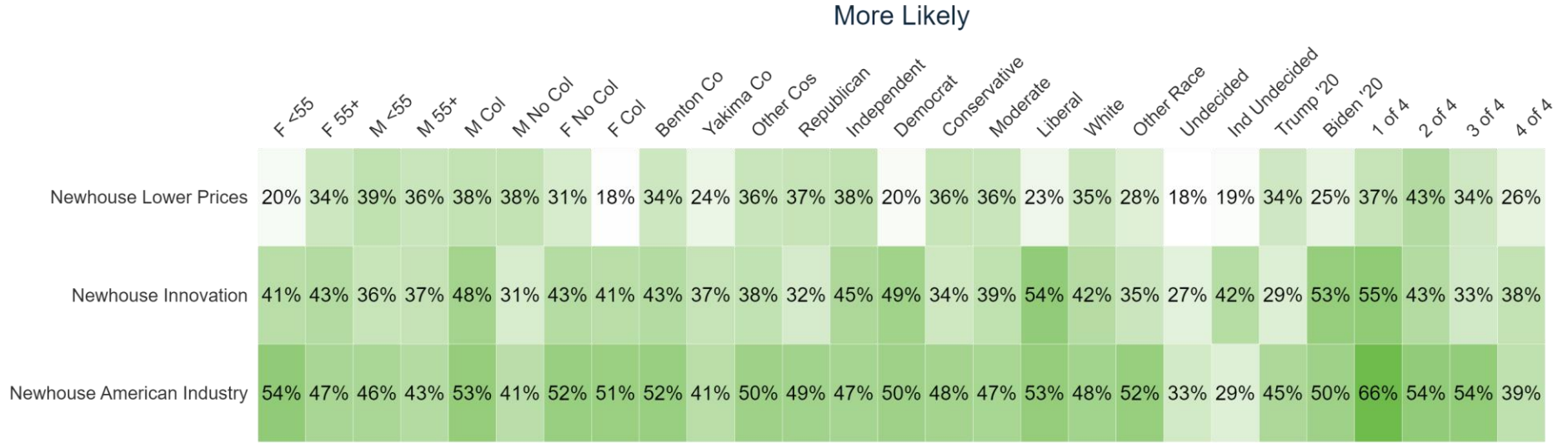


Newhouse Lower Prices: *Dan Newhouse will rapidly expand energy production by removing regulations. Expanding energy production can lower prices and provide jobs and other economic opportunities, but burdensome and outdated regulations mean that new projects take five years on average to come online.*

Newhouse Innovation: *Dan Newhouse will double down on American energy innovation and get more of our products to market. Thanks to American technology, research at the Department of Energy, and strong bipartisan support, America has reduced its emissions by more than any other country in the last 20 years and Newhouse will make sure that is not lost.*

Newhouse American Industry: *Dan Newhouse will restore American leadership in industries like agriculture and manufacturing, strengthening our own supply chains and eliminating dependence on countries like China and Russia that don't meet our environmental standards.*

Newhouse Messages Heatmaps



How to Read a Cygnal Message Map

Effectiveness (X Axis)

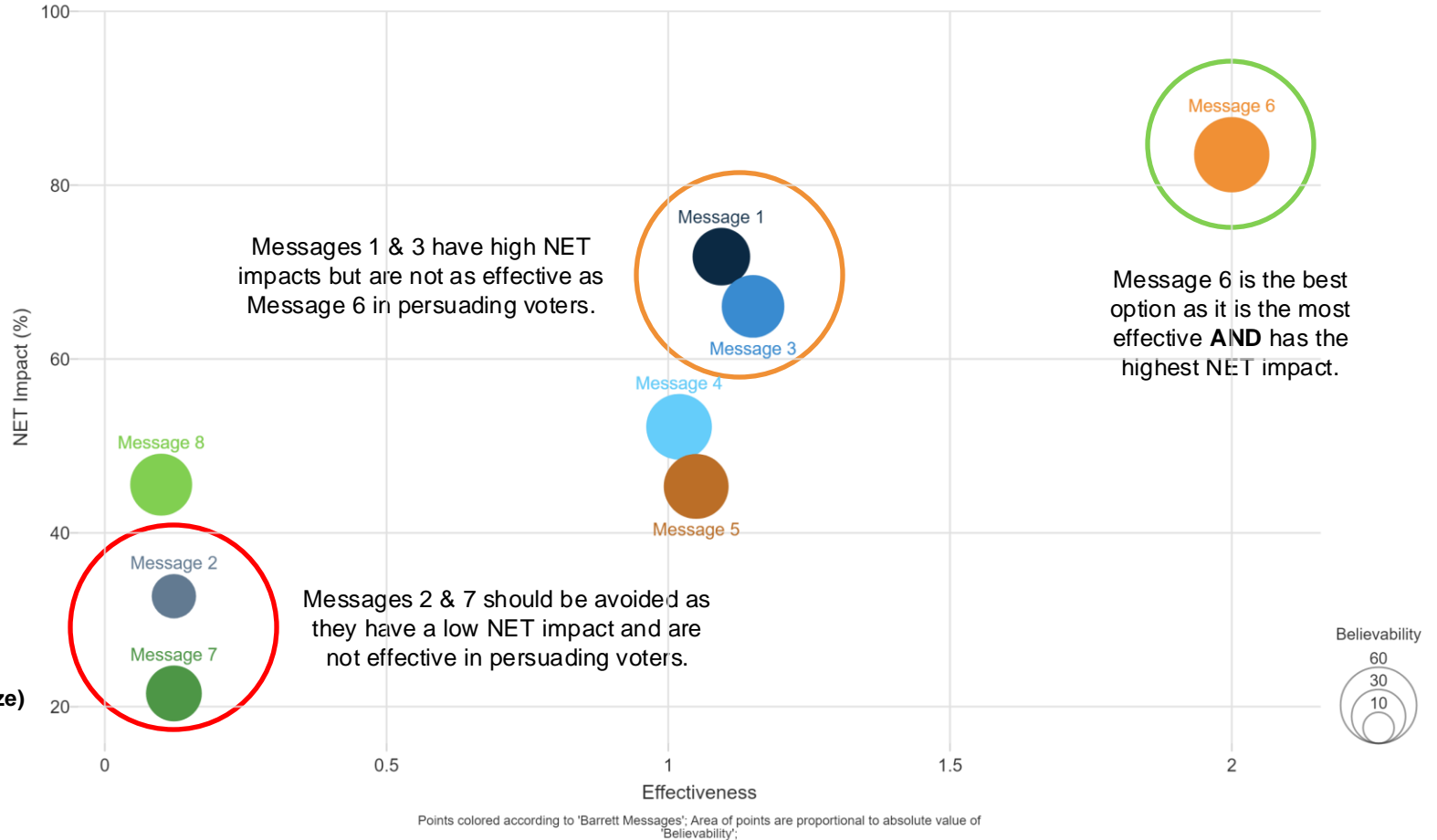
The horizontal position of each message indicates the message's *persuasion power* – the **most important** function. Messages positioned **furthest to the right** are the **most effective in changing** a voter's opinion. Pay attention to the **effectiveness scale** at the **bottom** and how messages compare graph-to-graph; standard range is 0 to 2.

Net Impact (Y Axis)

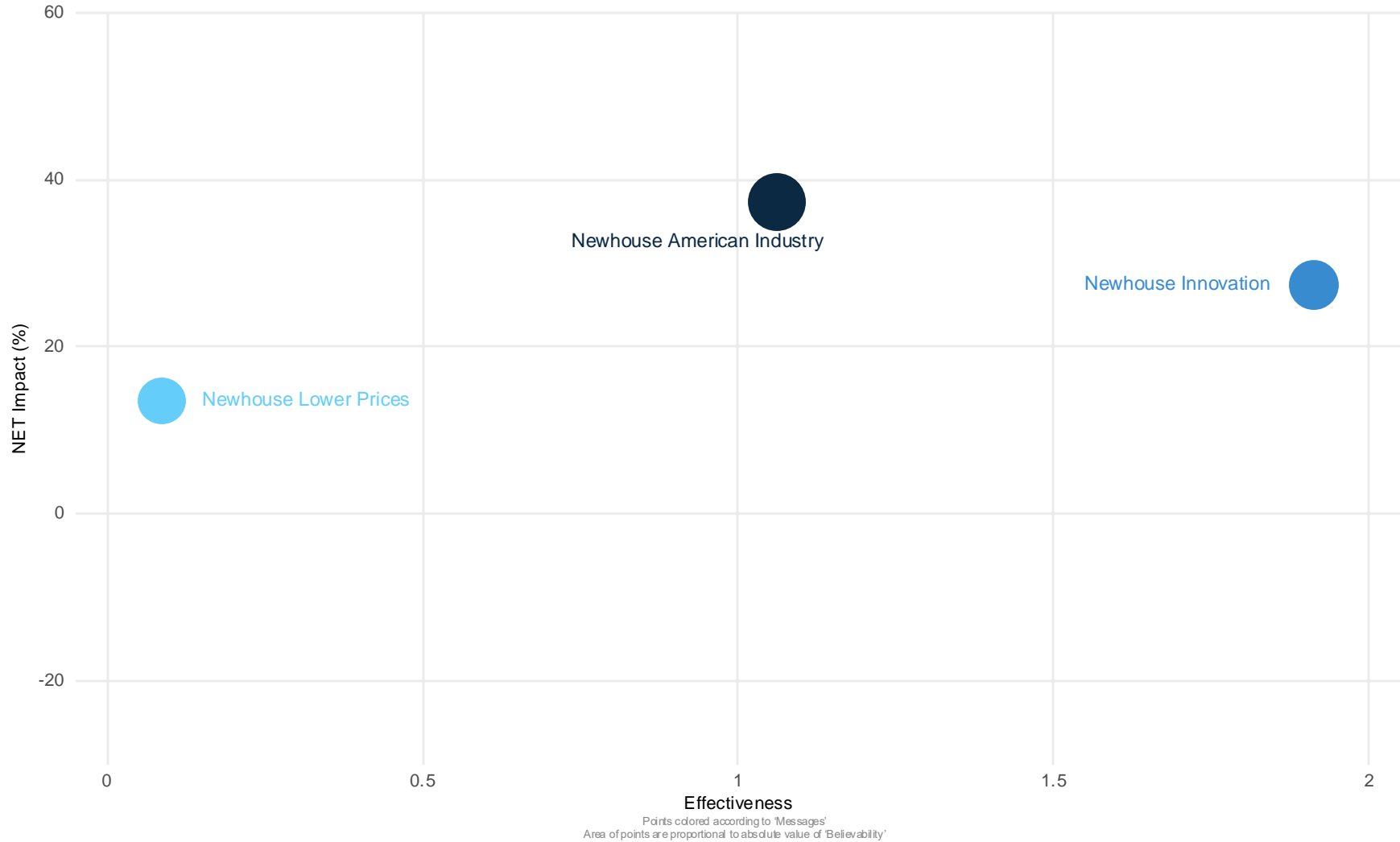
The vertical position of each message indicates the NET impact – or *popularity* – of each message. Messages with **highest position** have the **broadest appeal**. The closer a message is to the **bottom** of Net Impact, the more **drag** it has meaning it can cut against you.

Believability (Bubble Size)

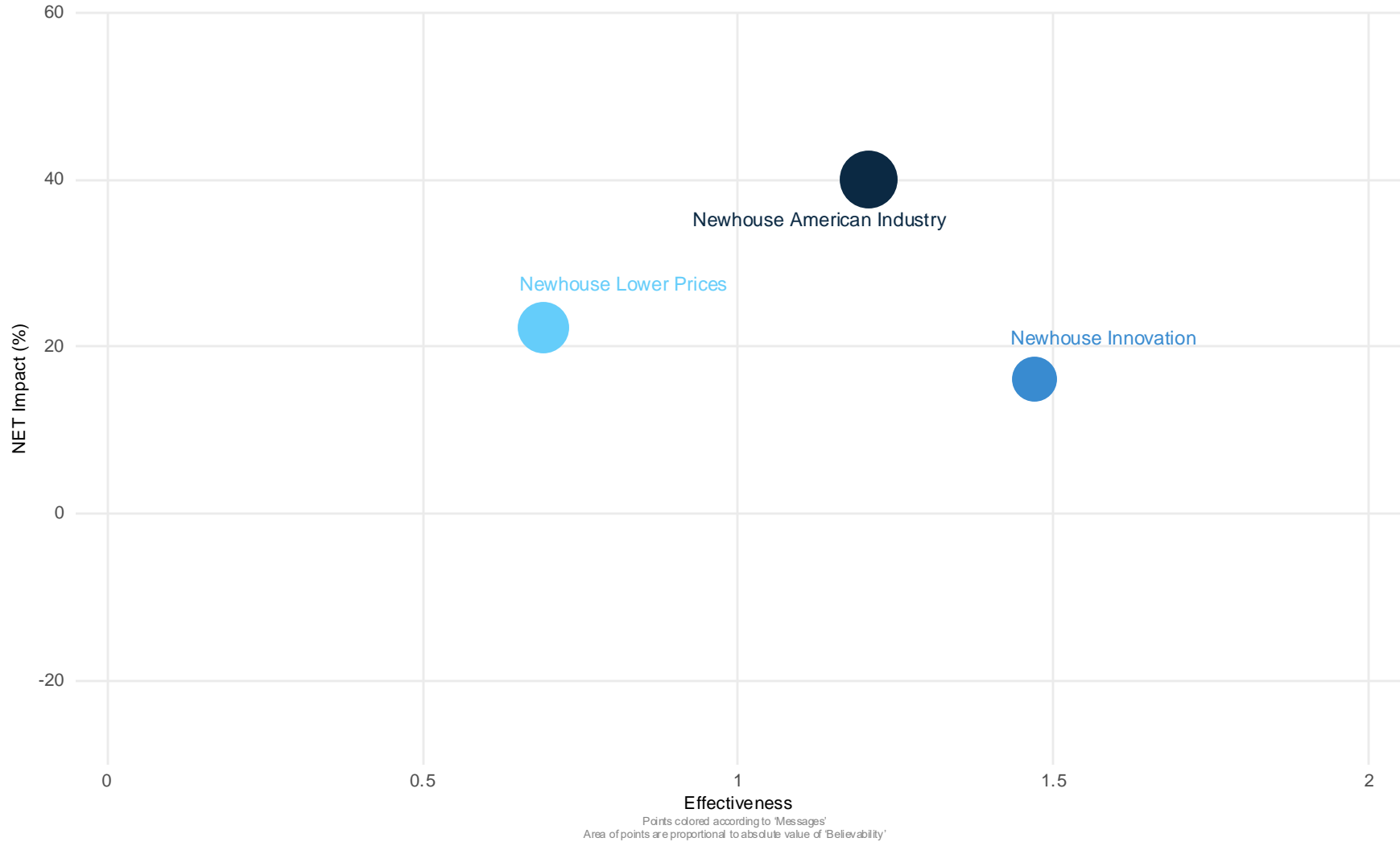
The size of each message bubble reflects the **intensity** of responses (called *believability*). Larger bubbles reflect a high concentration of respondents choosing *much* more/less likely. This is a **comparative tool** for impact but third in importance of the overall graph.



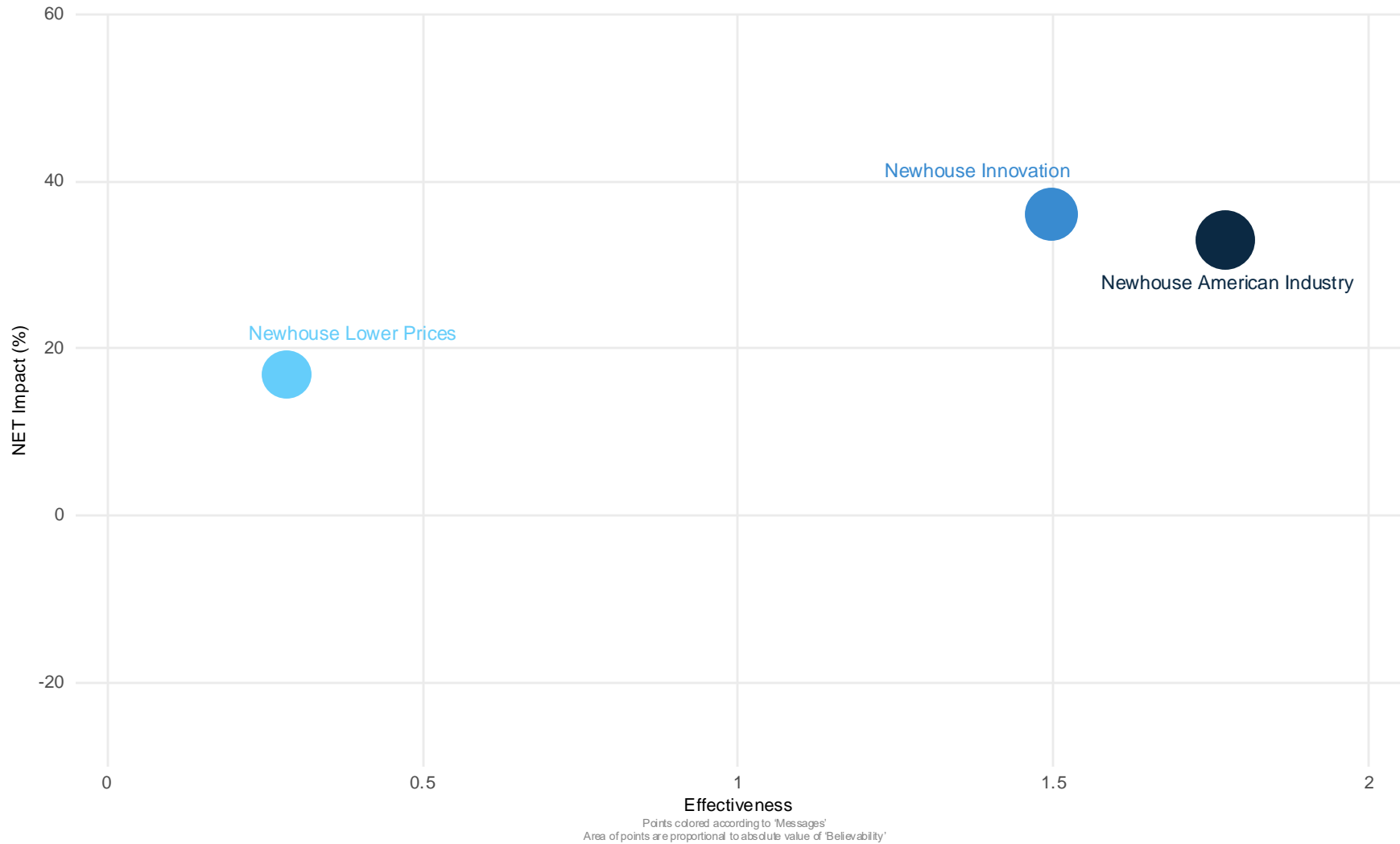
Pro-Newhouse Message Map: Overall



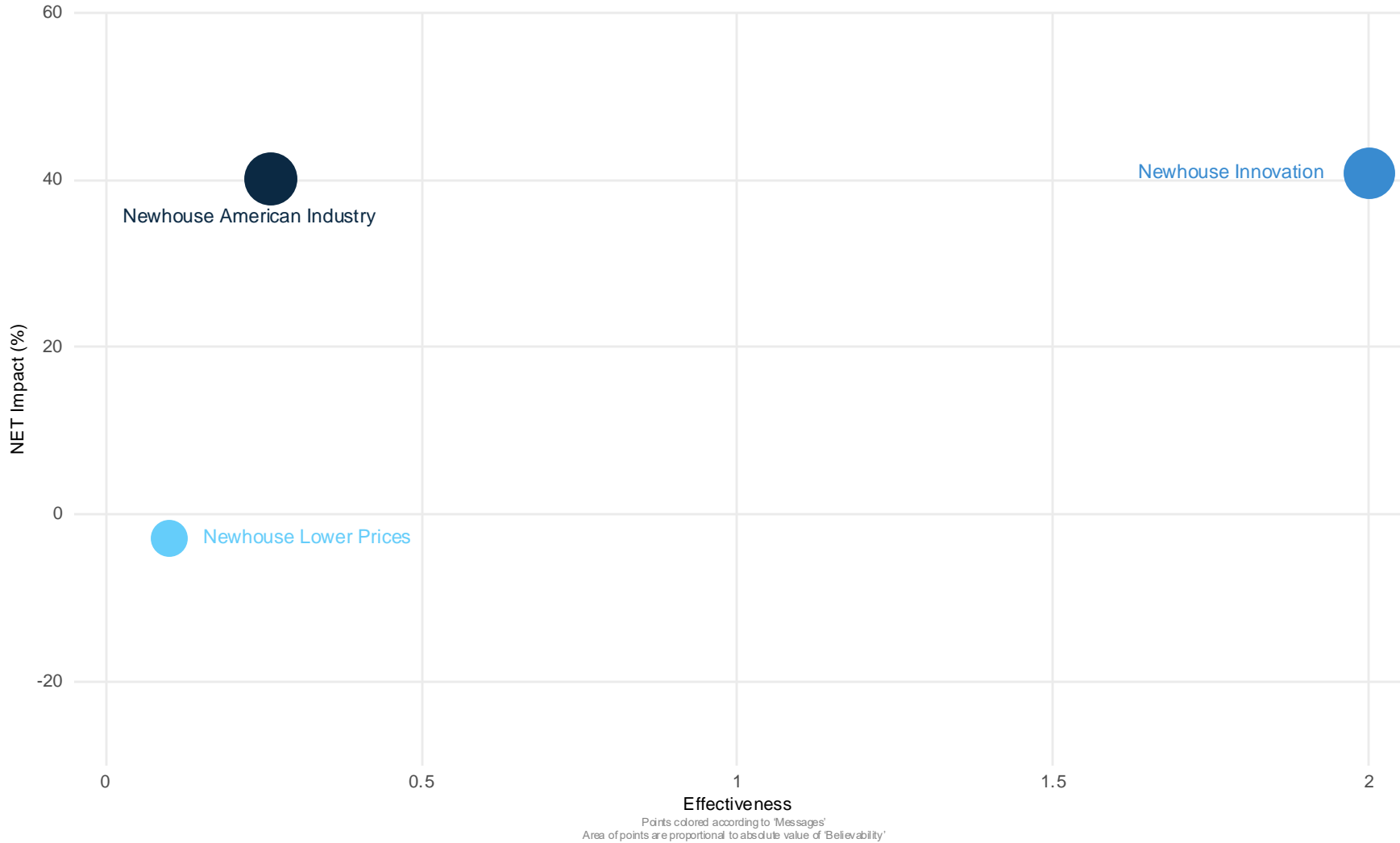
Pro-Newhouse Message Map: Republicans



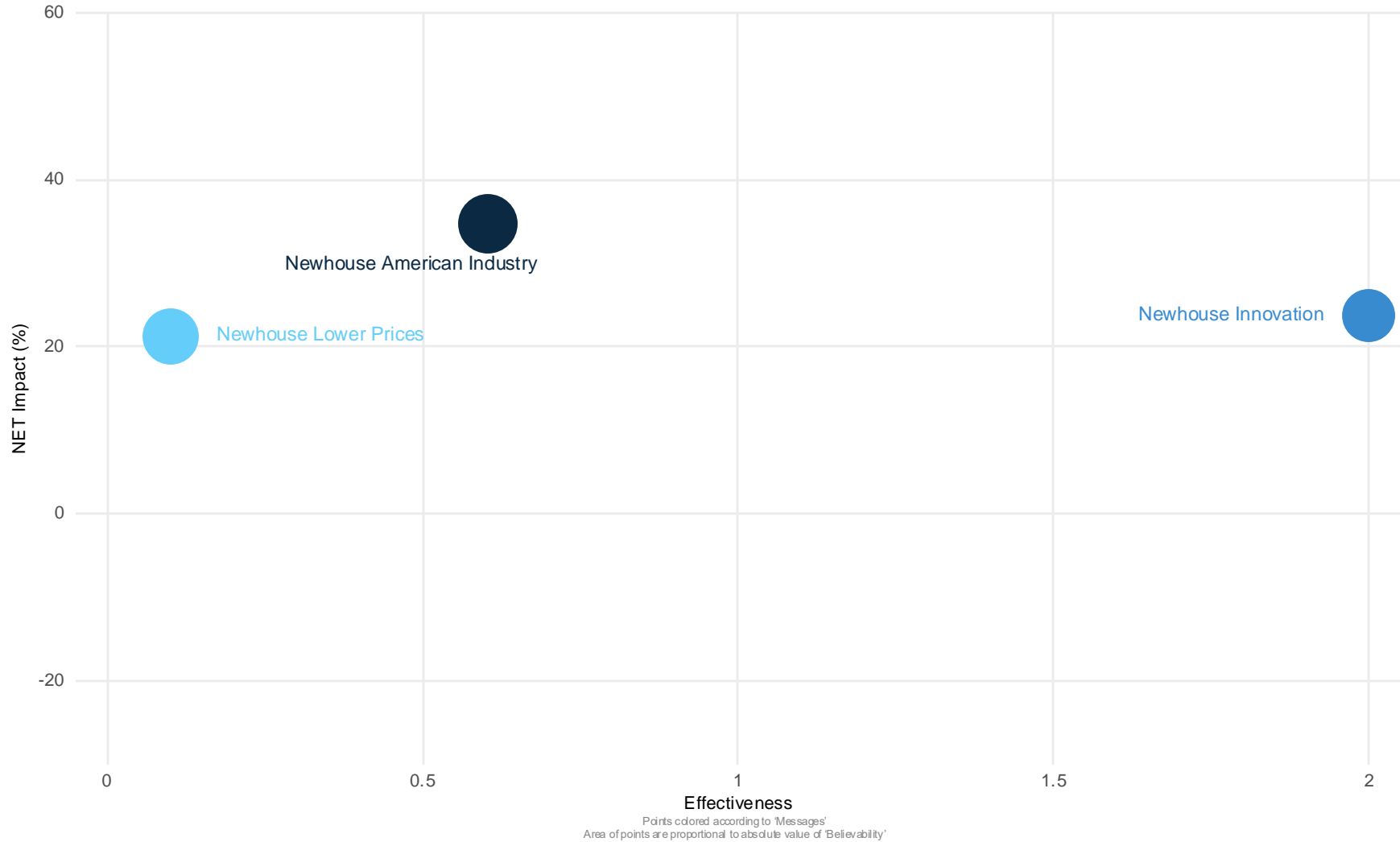
Pro-Newhouse Message Map: Independents



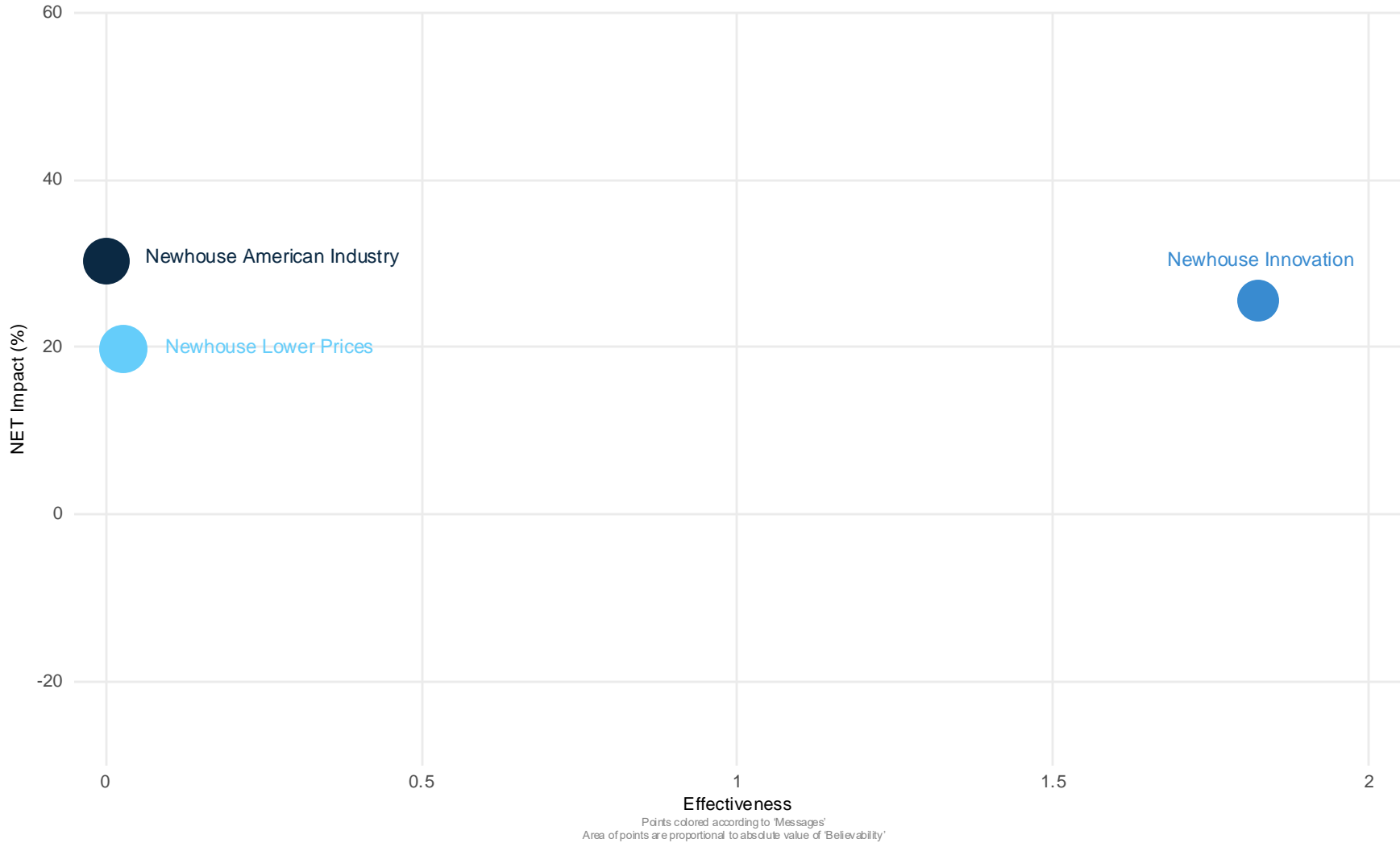
Pro-Newhouse Message Map: Democrats



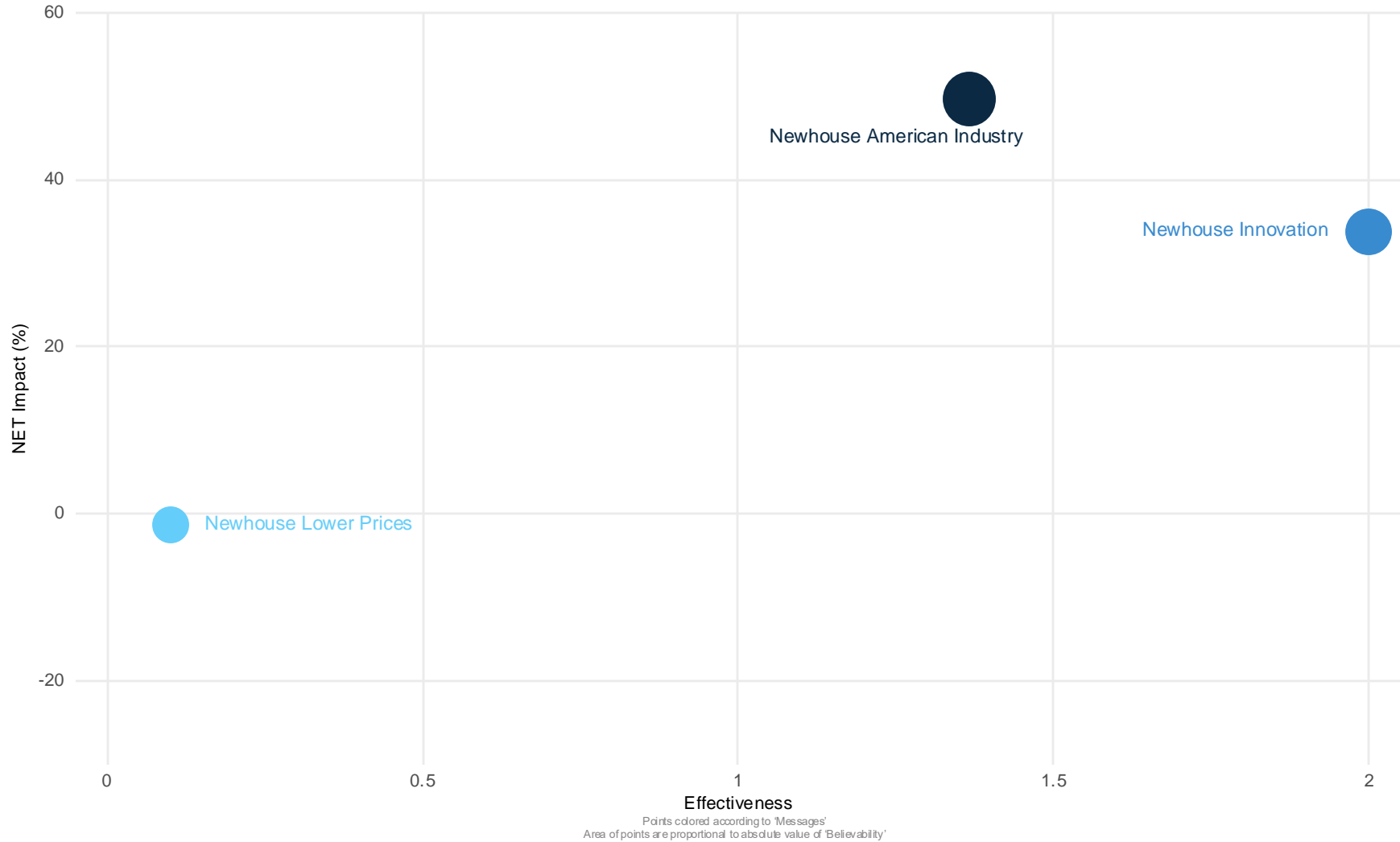
Pro-Newhouse Message Map: M < 55



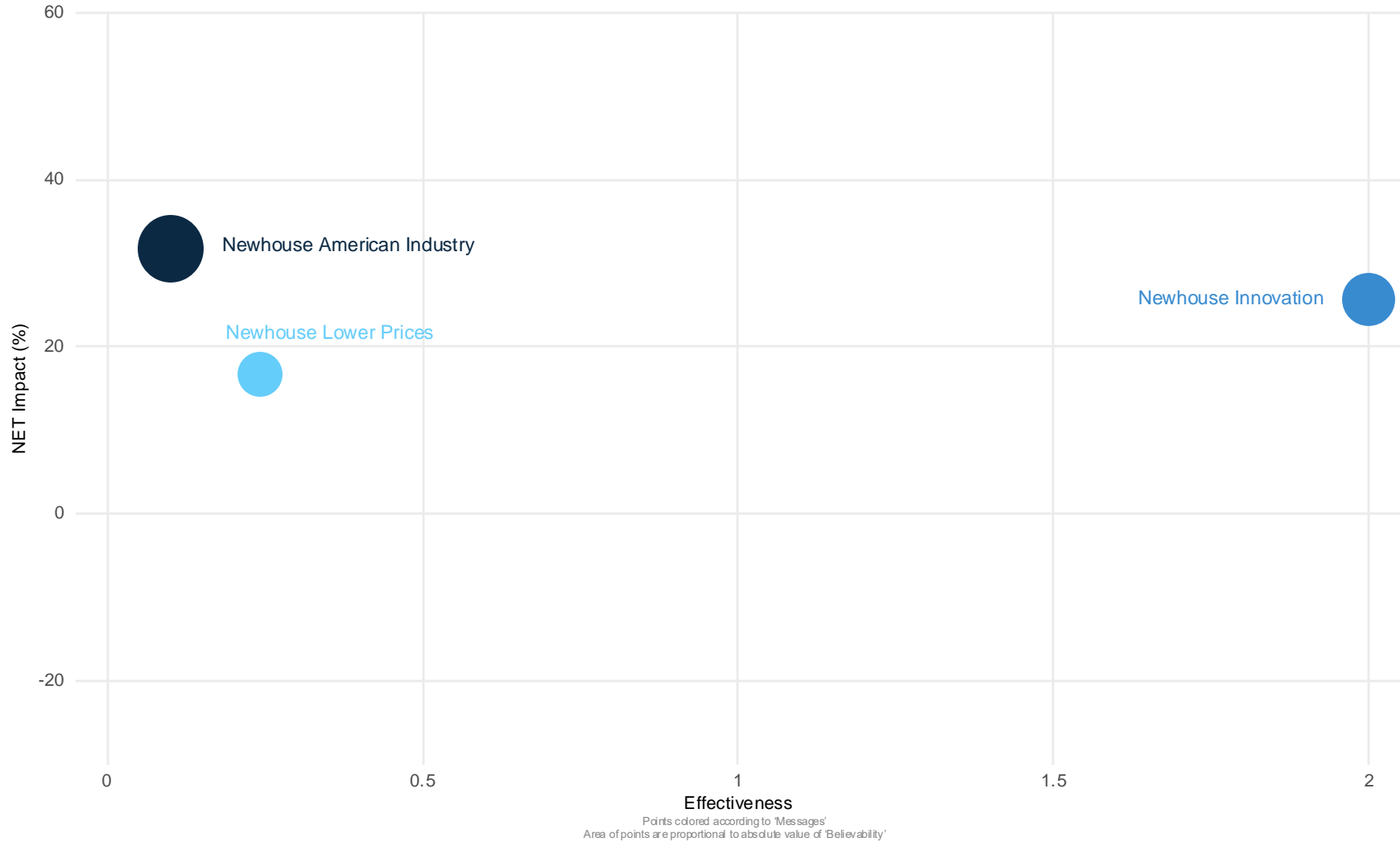
Pro-Newhouse Message Map: M 55+



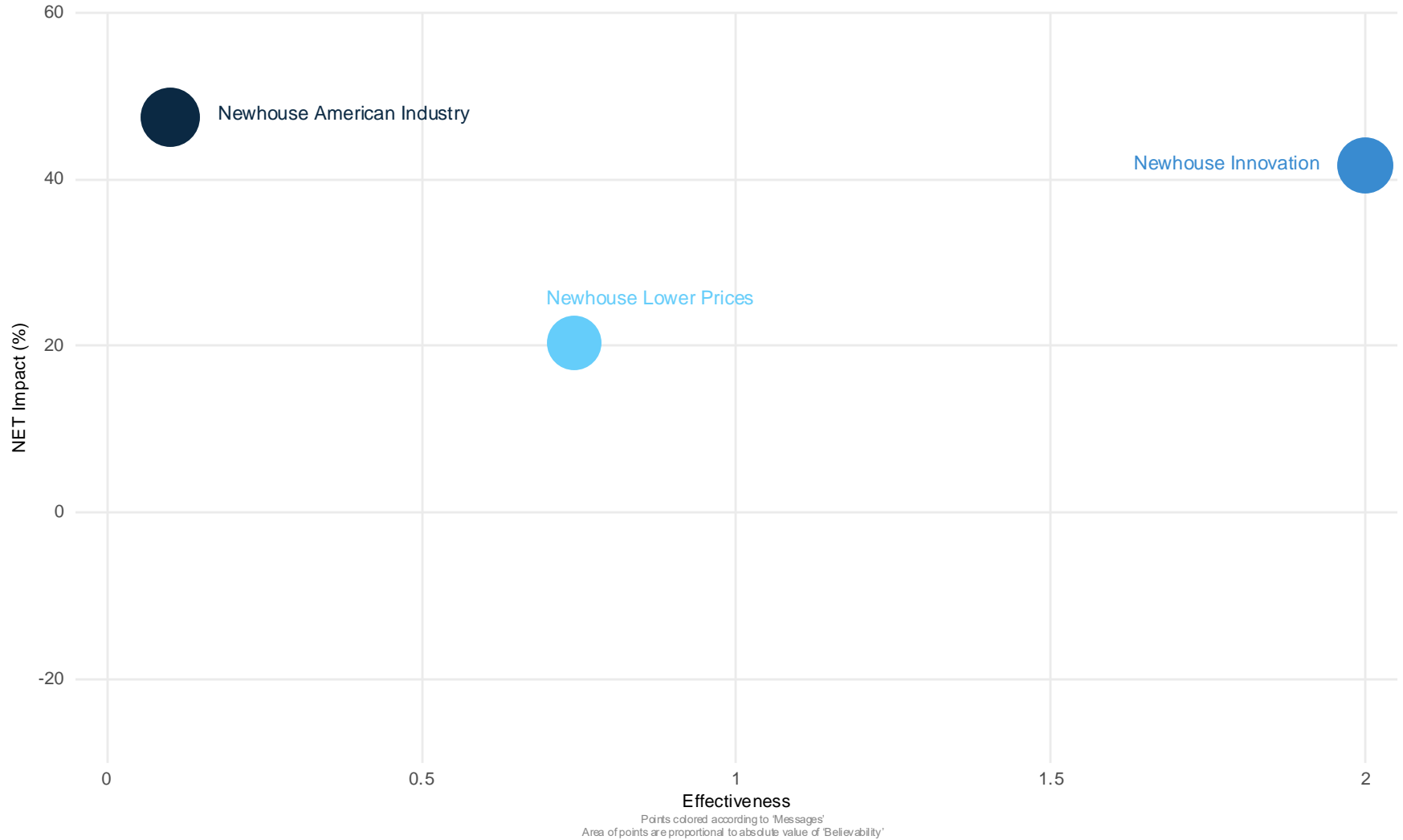
Pro-Newhouse Message Map: F <55



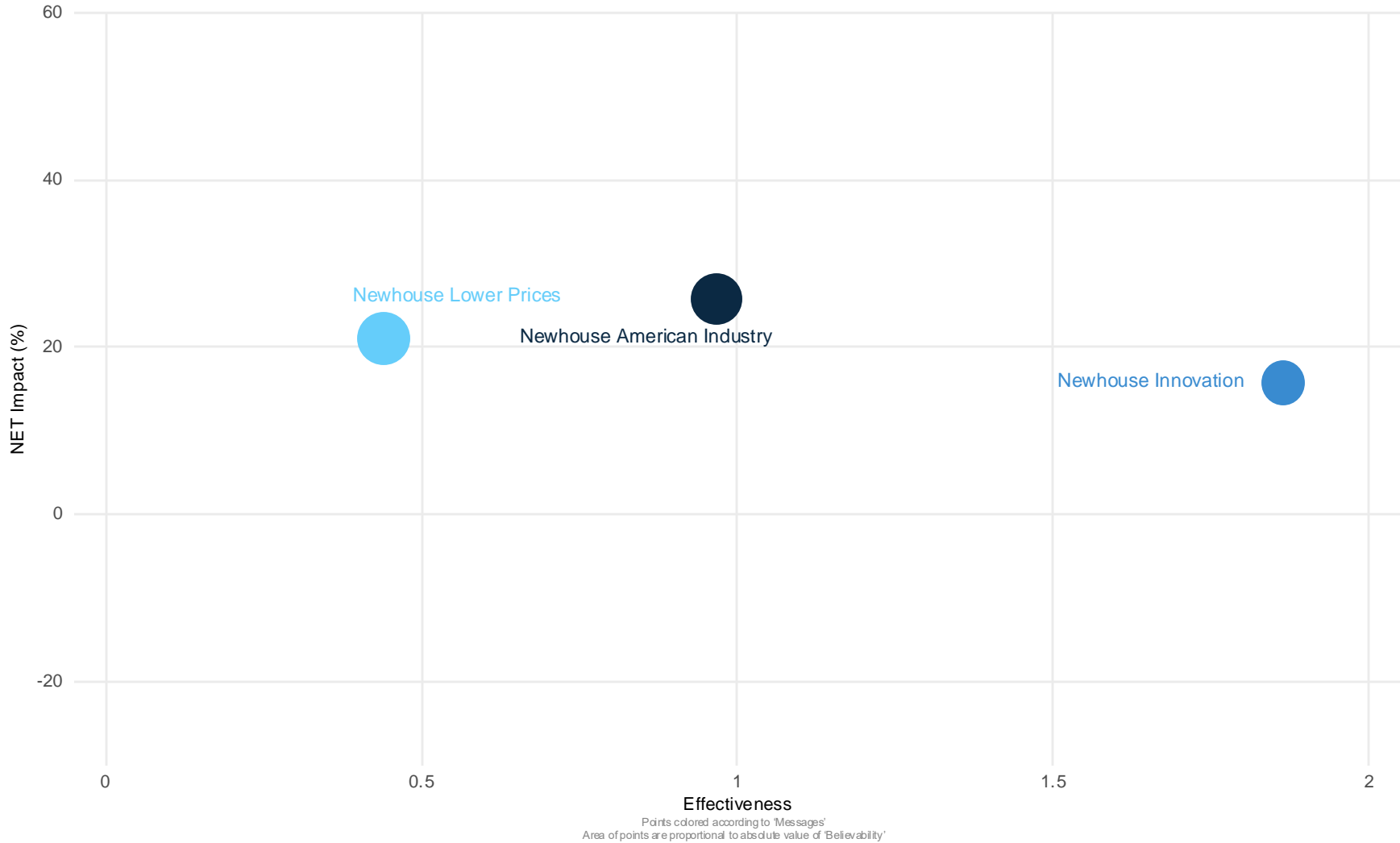
Pro-Newhouse Message Map: F 55+



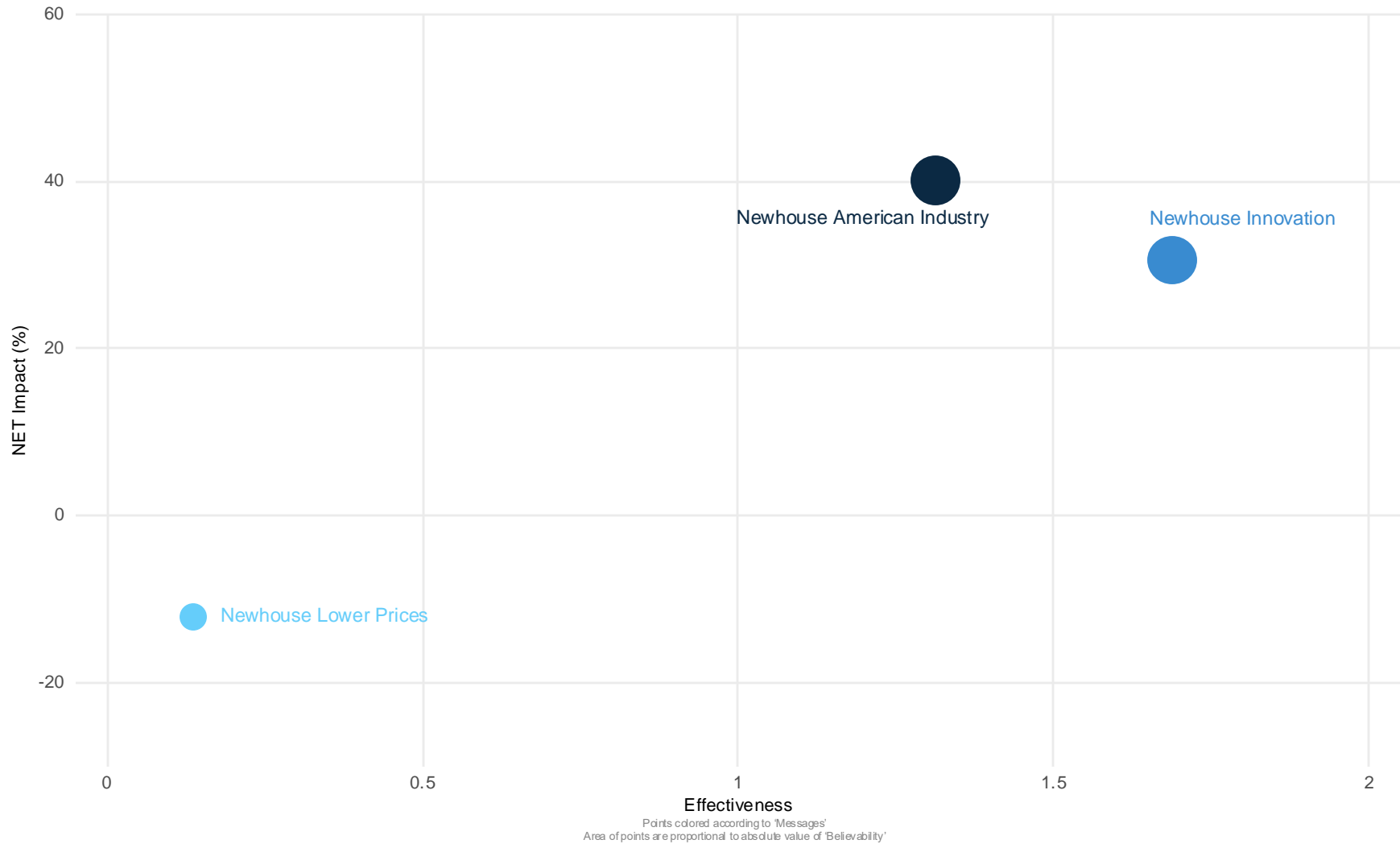
Pro-Newhouse Message Map: M College



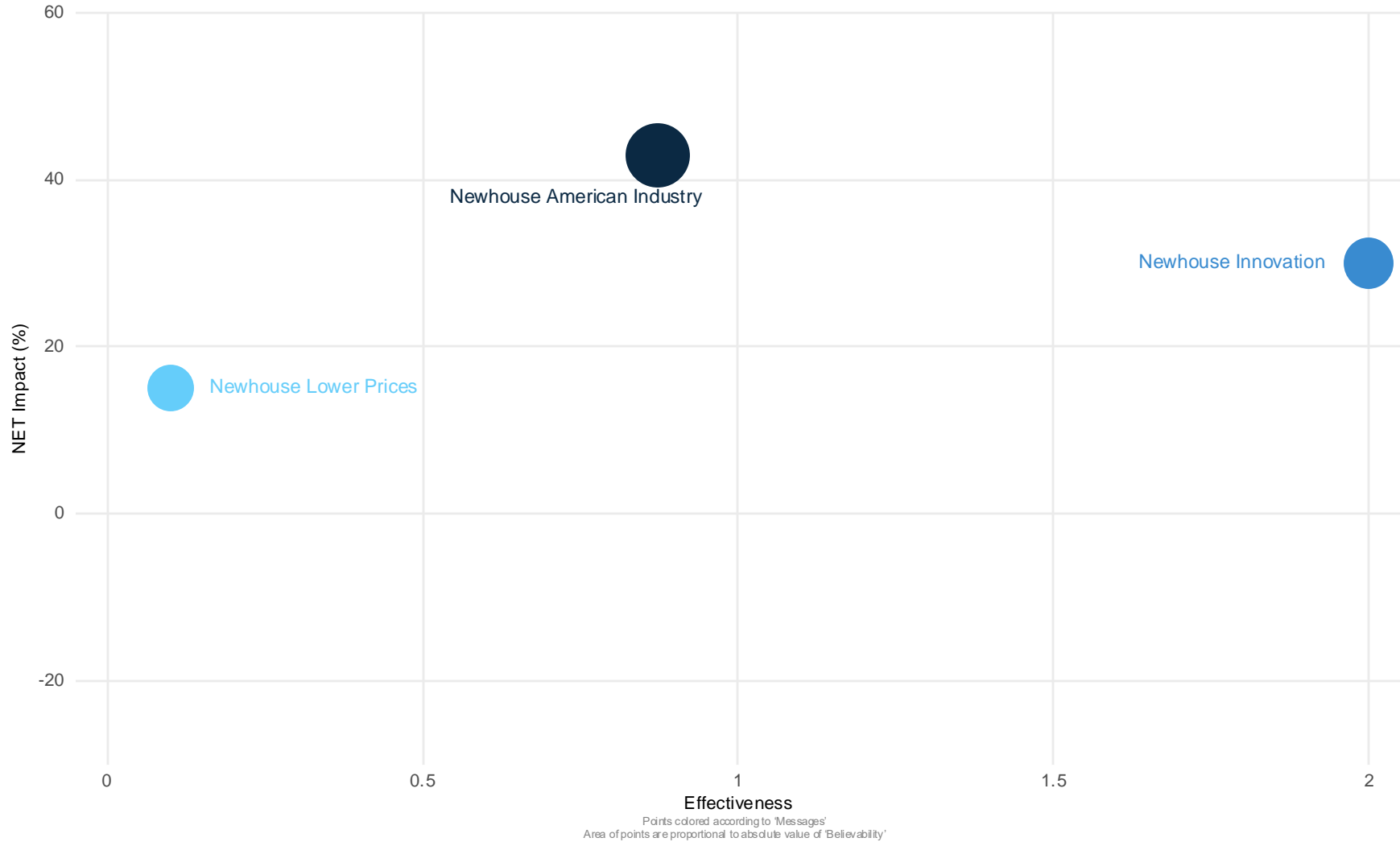
Pro-Newhouse Message Map: M No College



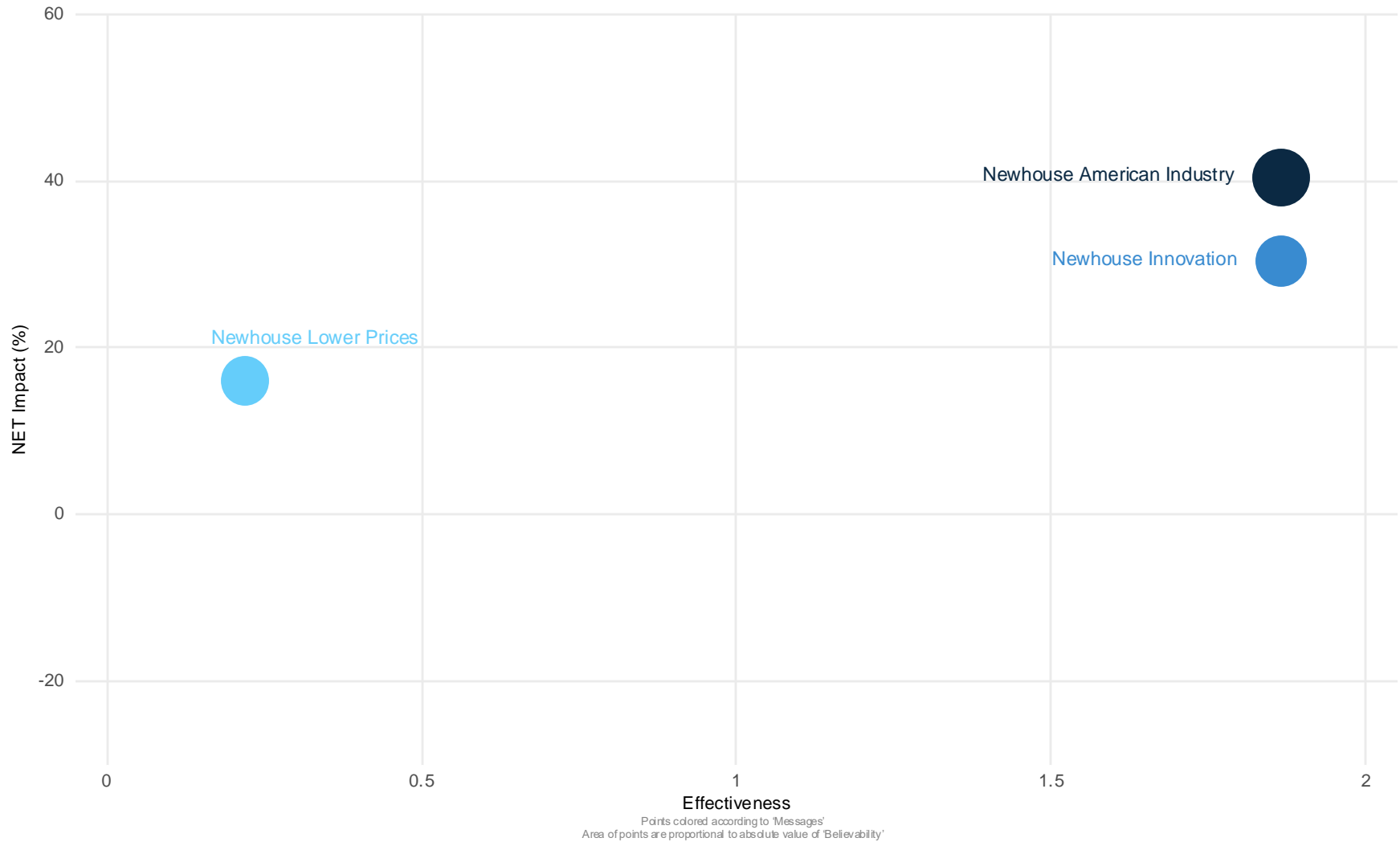
Pro-Newhouse Message Map: F College



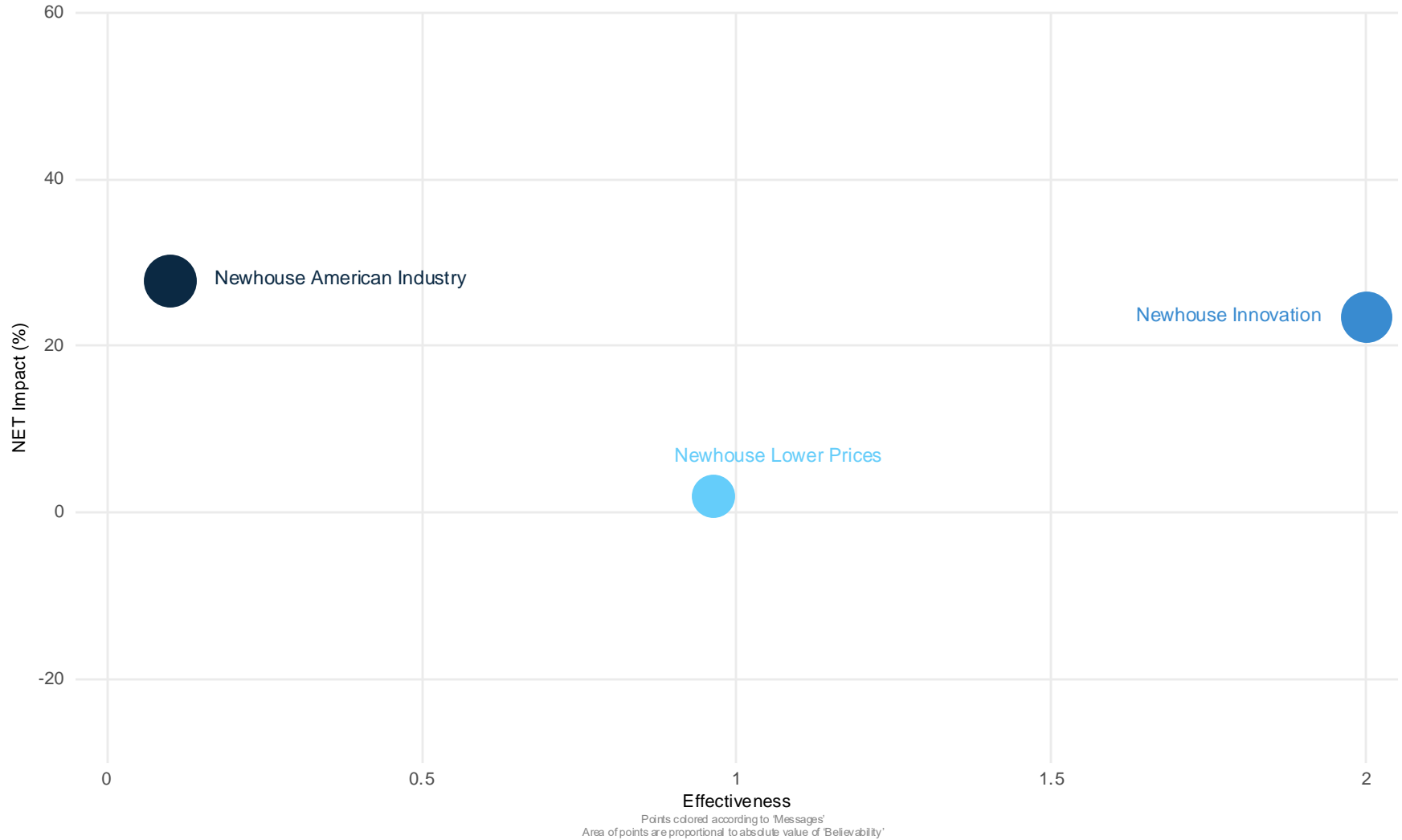
Pro-Newhouse Message Map: F No College



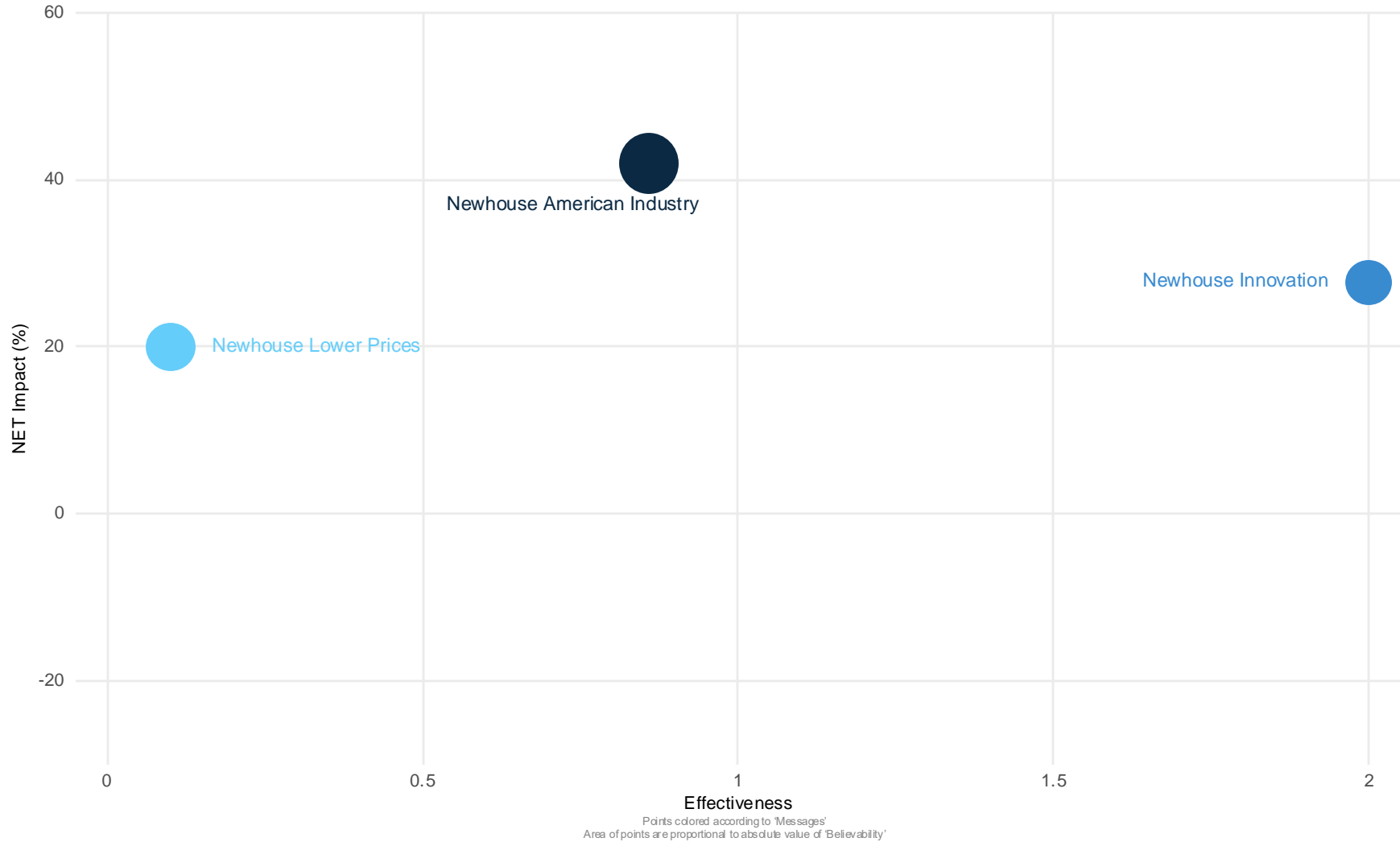
Pro-Newhouse Message Map: Benton County



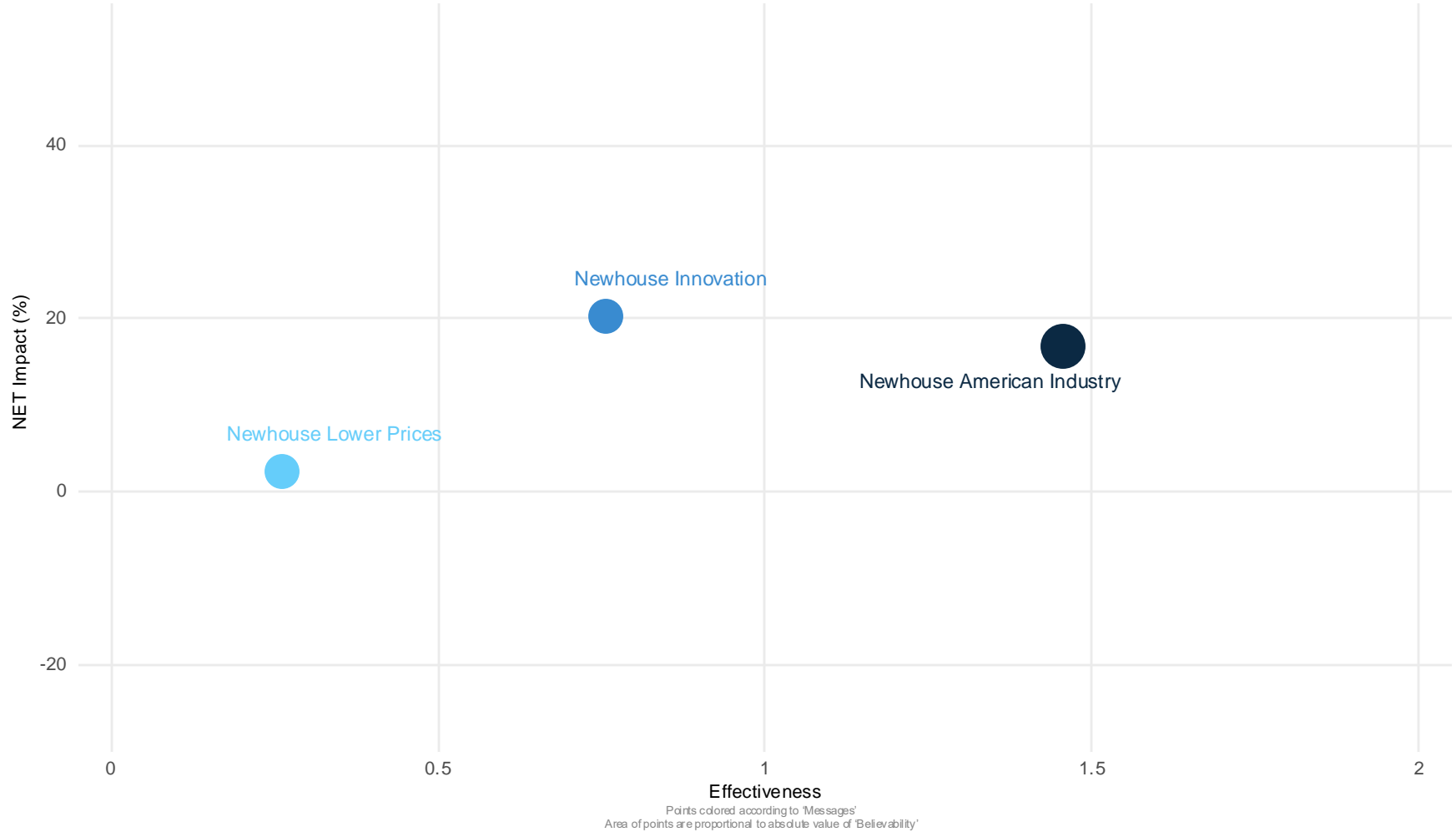
Pro-Newhouse Message Map: Yakima County



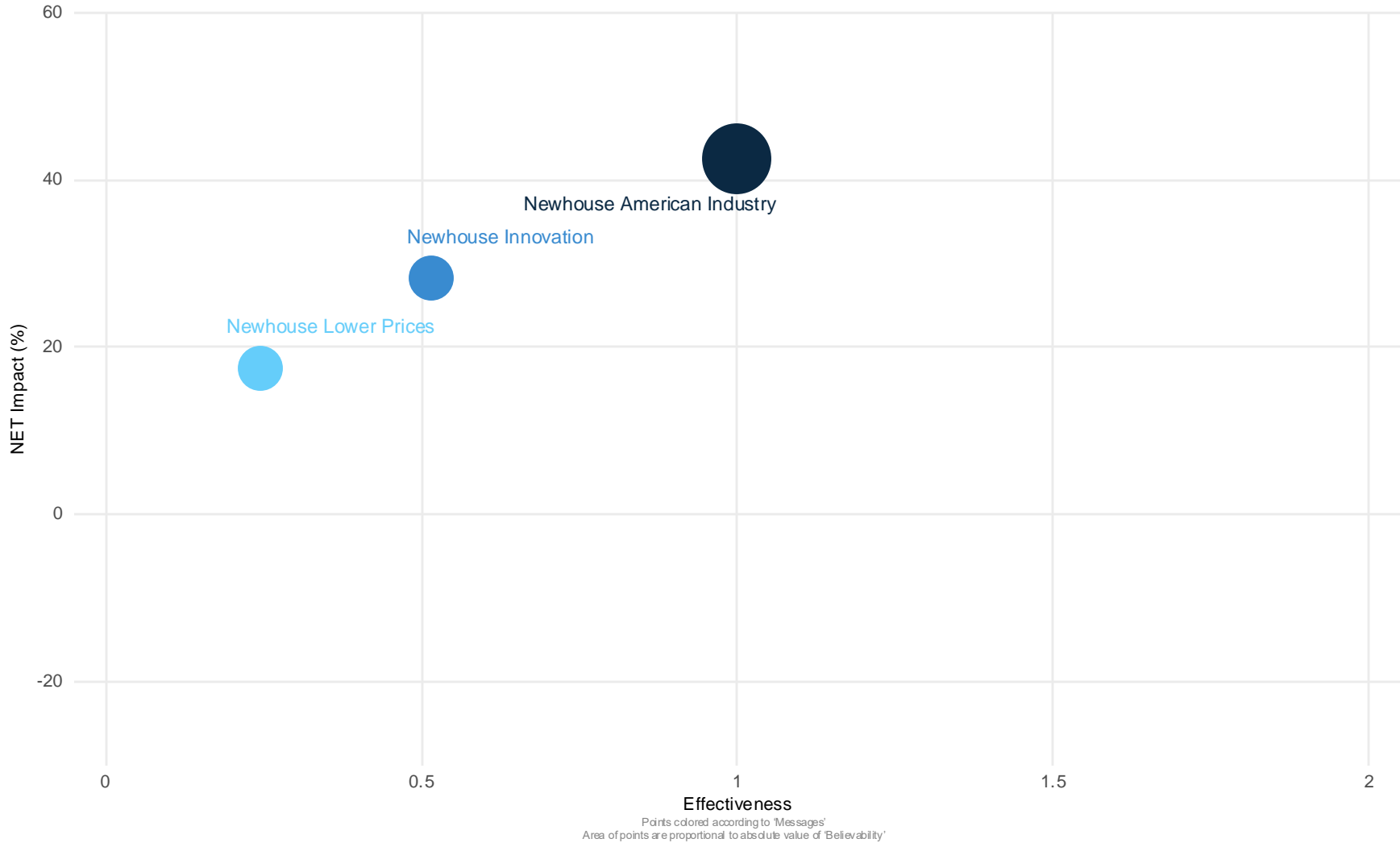
Pro-Newhouse Message Map: Other Counties



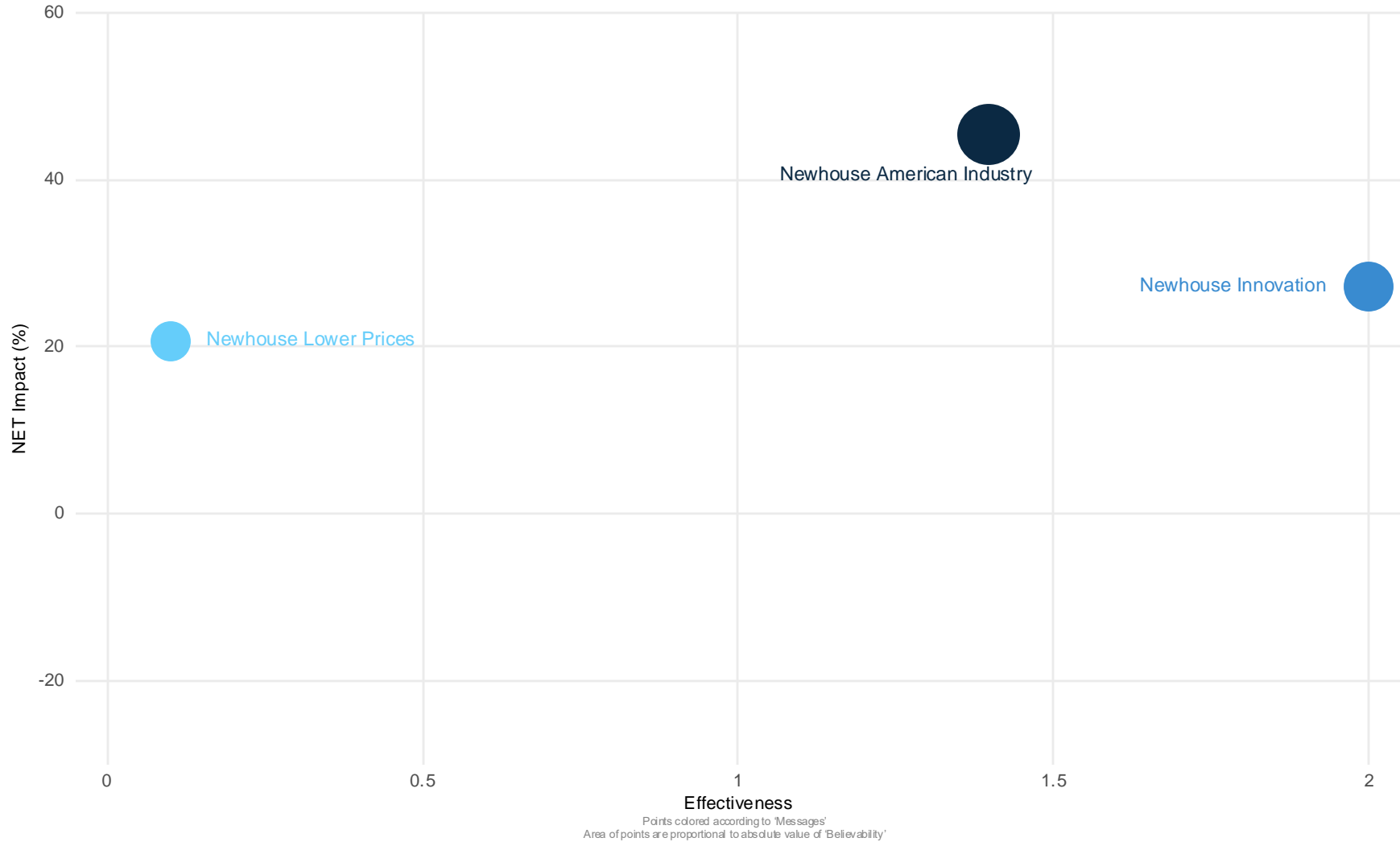
Pro-Newhouse Message Map: Initial Undecideds on the CD Ballot



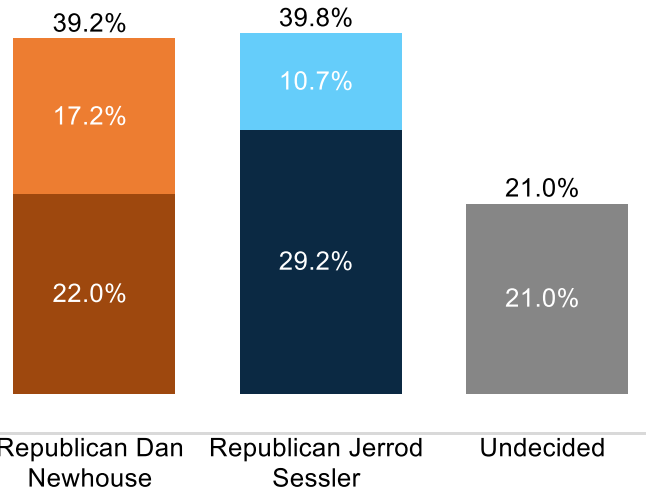
Pro-Newhouse Message Map: Double Haters



Pro-Newhouse Message Map: Swing Voters



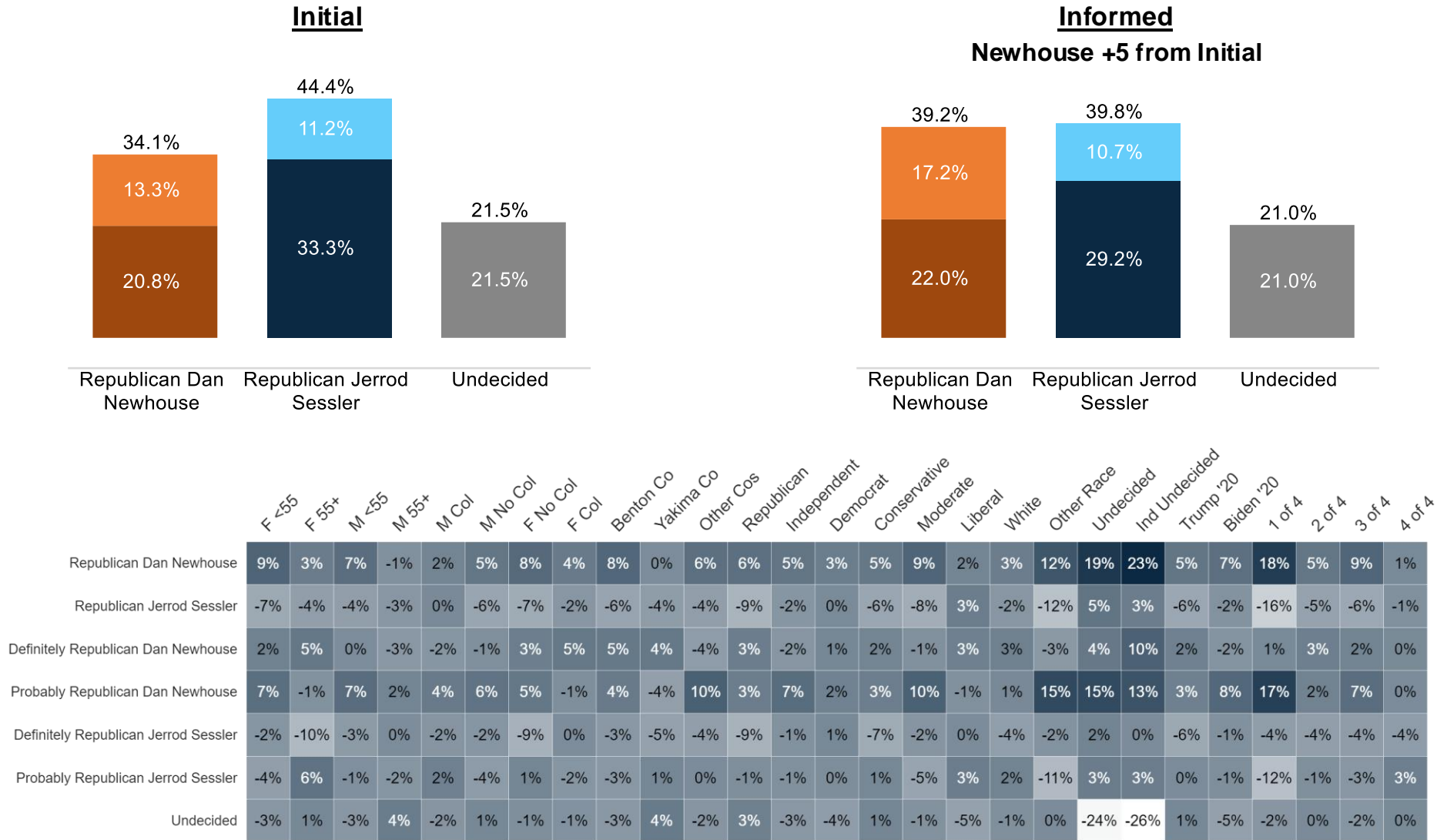
Informed CD Ballot



	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Benton Co	Yakima Co	Other Cos	Republican	Independent	Democrat	Conservative	Moderate	Liberal	White	Other Race	Undecided	Ind Undecided	Trump '20	Biden '20	1 of 4	2 of 4	3 of 4	4 of 4
Republican Dan Newhouse	47%	37%	37%	34%	53%	27%	43%	42%	41%	33%	42%	24%	51%	54%	27%	50%	57%	40%	40%	19%	23%	23%	61%	56%	32%	42%	38%
Republican Jerrod Sessler	28%	38%	46%	51%	28%	58%	34%	32%	42%	43%	36%	63%	31%	11%	61%	23%	14%	40%	38%	5%	3%	64%	8%	15%	46%	40%	43%
Definitely Republican Dan Newhouse	20%	25%	20%	23%	42%	11%	23%	21%	22%	27%	18%	15%	28%	29%	15%	26%	34%	23%	20%	4%	10%	12%	34%	23%	14%	24%	25%
Probably Republican Dan Newhouse	26%	12%	16%	11%	11%	16%	20%	21%	19%	6%	24%	9%	23%	26%	12%	24%	23%	16%	20%	15%	13%	10%	26%	33%	18%	18%	13%
Definitely Republican Jerrod Sessler	20%	26%	36%	36%	15%	47%	22%	26%	32%	32%	25%	47%	24%	5%	47%	17%	6%	29%	31%	2%	0%	51%	2%	9%	33%	30%	32%
Probably Republican Jerrod Sessler	8%	12%	9%	15%	13%	11%	11%	6%	9%	11%	11%	16%	7%	6%	14%	6%	9%	12%	7%	3%	3%	13%	6%	6%	13%	10%	11%
Undecided	26%	25%	18%	15%	19%	15%	24%	26%	18%	24%	22%	13%	18%	35%	12%	27%	29%	20%	22%	76%	74%	13%	31%	29%	22%	18%	19%

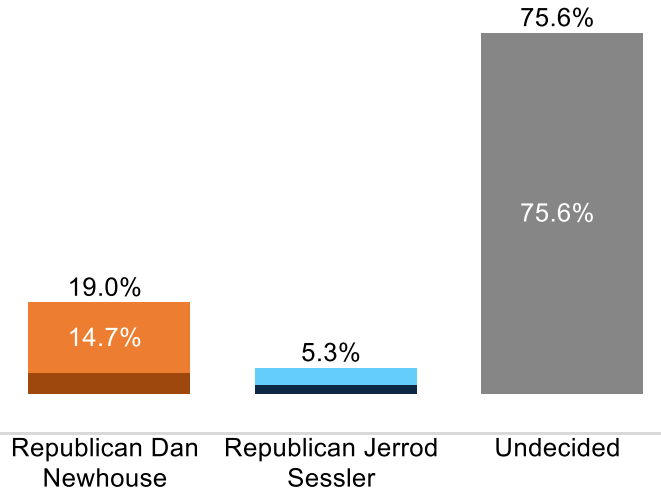
If the general election for U.S. Congress was held today, and you had to make a choice, who would you vote for?

Percent Change: Initial to Informed CD Ballot



If the general election for U.S. Congress was held today, and you had to make a choice, who would you vote for?

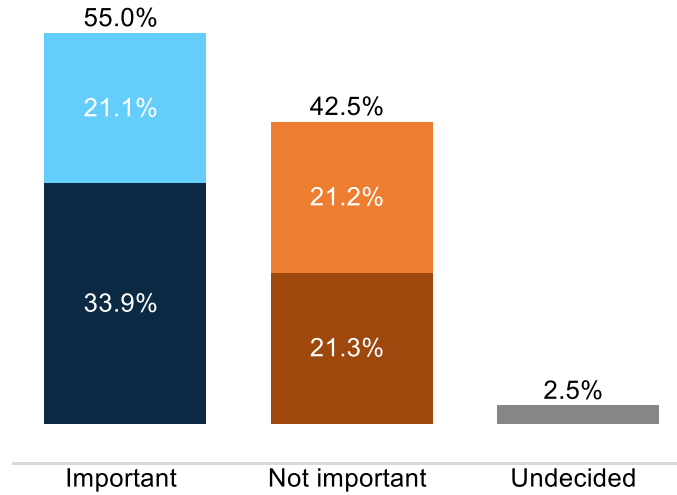
Informed CD Ballot Among Initial Undecideds



	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Benton Co	Yakima Co	Other Cos	Republican	Independent	Democrat	Conservative	Moderate	Liberal	White	Other Race	Undecided	Ind Undecided	Trump '20	Biden '20	1 of 4	2 of 4	3 of 4	4 of 4
Republican Dan Newhouse	26%	13%	16%	20%	14%	19%	22%	20%	12%	0%	35%	28%	23%	15%	33%	10%	17%	16%	30%	19%	23%	29%	16%	20%	22%	27%	15%
Republican Jerrod Sessler	5%	3%	10%	0%	7%	7%	2%	10%	10%	0%	5%	5%	3%	7%	0%	6%	10%	6%	5%	5%	3%	3%	7%	0%	5%	12%	2%
Definitely Republican Dan Newhouse	7%	0%	7%	0%	0%	9%	4%	4%	2%	0%	8%	5%	10%	2%	4%	0%	4%	5%	0%	4%	10%	9%	2%	0%	4%	0%	9%
Probably Republican Dan Newhouse	19%	13%	9%	20%	14%	10%	18%	16%	9%	0%	27%	24%	13%	14%	29%	10%	13%	11%	30%	15%	13%	20%	14%	20%	18%	27%	6%
Definitely Republican Jerrod Sessler	5%	0%	0%	0%	0%	0%	0%	10%	3%	0%	2%	5%	0%	2%	0%	3%	3%	3%	0%	2%	0%	3%	1%	0%	5%	5%	0%
Probably Republican Jerrod Sessler	0%	3%	10%	0%	7%	7%	2%	0%	7%	0%	3%	0%	3%	5%	0%	3%	7%	3%	5%	3%	3%	0%	5%	0%	0%	7%	2%
Undecided	69%	83%	75%	80%	78%	75%	76%	71%	78%	100%	59%	67%	74%	77%	67%	84%	73%	78%	64%	76%	74%	68%	77%	80%	73%	61%	83%

If the general election for U.S. Congress was held today, and you had to make a choice, who would you vote for?

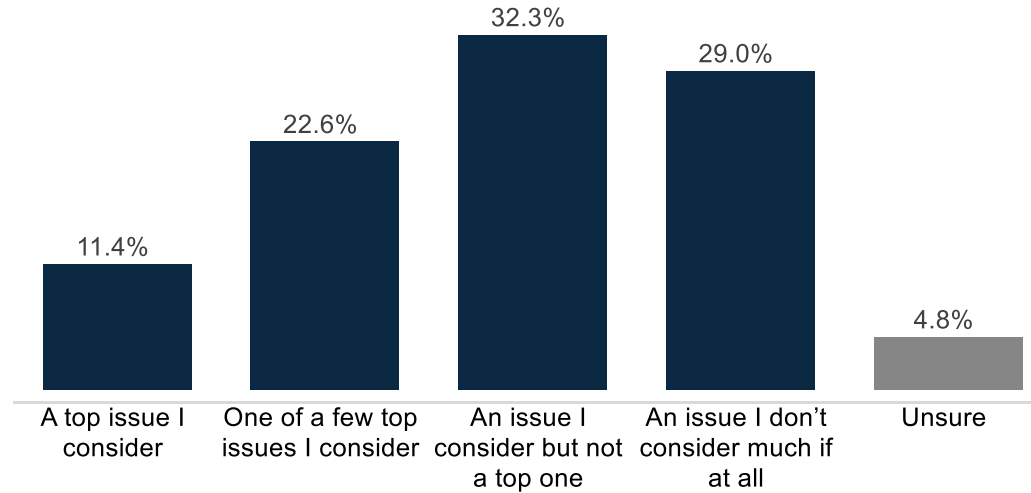
Climate Change Importance



	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Benton Co	Yakima Co	Other Cos	Republican	Independent	Democrat	Conservative	Moderate	Liberal	White	Other Race	Undecided	Ind Undecided	Trump '20	Biden '20	1 of 4	2 of 4	3 of 4	4 of 4
Important Total	63%	66%	43%	47%	67%	34%	64%	67%	55%	53%	56%	31%	55%	96%	30%	71%	95%	54%	61%	69%	59%	28%	92%	58%	53%	60%	52%
Not important Total	33%	33%	53%	51%	30%	64%	34%	30%	43%	45%	40%	67%	40%	4%	69%	24%	5%	43%	39%	24%	25%	70%	5%	39%	43%	37%	47%
Very important	40%	41%	23%	31%	41%	19%	43%	38%	37%	28%	36%	11%	41%	68%	13%	40%	74%	33%	40%	47%	46%	9%	70%	41%	26%	39%	31%
Somewhat important	22%	24%	20%	17%	25%	15%	21%	28%	18%	25%	20%	20%	14%	29%	17%	31%	20%	21%	21%	22%	12%	19%	22%	17%	26%	20%	20%
Not that important	17%	14%	22%	35%	15%	34%	17%	13%	20%	22%	21%	32%	20%	4%	33%	13%	4%	21%	21%	12%	20%	33%	5%	14%	17%	24%	24%
Not at all important	17%	20%	31%	16%	15%	30%	17%	17%	23%	22%	19%	35%	19%	0%	35%	11%	1%	22%	18%	12%	5%	37%	0%	25%	26%	13%	23%
Undecided	4%	1%	3%	2%	4%	2%	1%	3%	1%	2%	4%	2%	6%	0%	1%	5%	0%	2%	0%	7%	16%	2%	3%	4%	4%	3%	1%

How important is the issue of climate change to you personally?

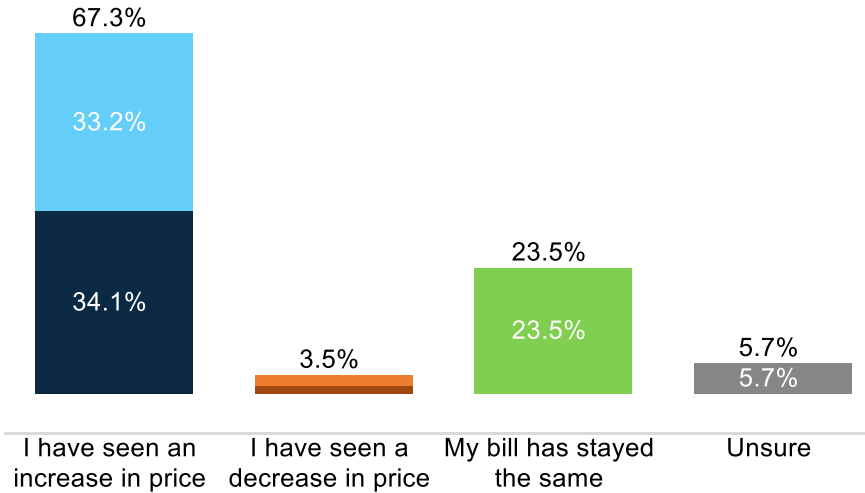
Candidate Stance



	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Benton Co	Yakima Co	Other Cos	Republican	Independent	Democrat	Conservative	Moderate	Liberal	White	Other Race	Undecided	Ind Undecided	Trump '20	Biden '20	1 of 4	2 of 4	3 of 4	4 of 4
A top issue I consider	10%	17%	9%	10%	10%	9%	10%	22%	9%	14%	11%	5%	16%	19%	7%	14%	21%	12%	12%	15%	8%	5%	21%	12%	10%	13%	11%
One of a few top issues I consider	27%	25%	19%	18%	38%	9%	31%	16%	22%	26%	21%	10%	19%	48%	11%	25%	47%	22%	27%	31%	24%	7%	45%	25%	19%	19%	24%
An issue I consider but not a top one	31%	31%	28%	43%	27%	38%	28%	40%	36%	30%	31%	34%	35%	26%	34%	39%	24%	33%	29%	30%	34%	36%	27%	25%	36%	40%	30%
An issue I don't consider much if at all	24%	24%	40%	27%	24%	39%	26%	19%	26%	28%	32%	46%	24%	5%	44%	18%	6%	28%	29%	14%	17%	48%	4%	32%	27%	22%	32%
Unsure	8%	3%	4%	3%	1%	5%	6%	3%	7%	2%	5%	5%	6%	3%	3%	3%	3%	4%	3%	10%	16%	4%	4%	6%	8%	6%	3%

When deciding who to support for Congress, is a candidate's stance on clean energy issues a top issue you consider, one of a few top issues you consider, an issue you consider but not a top one, or an issue you don't consider much if at all?

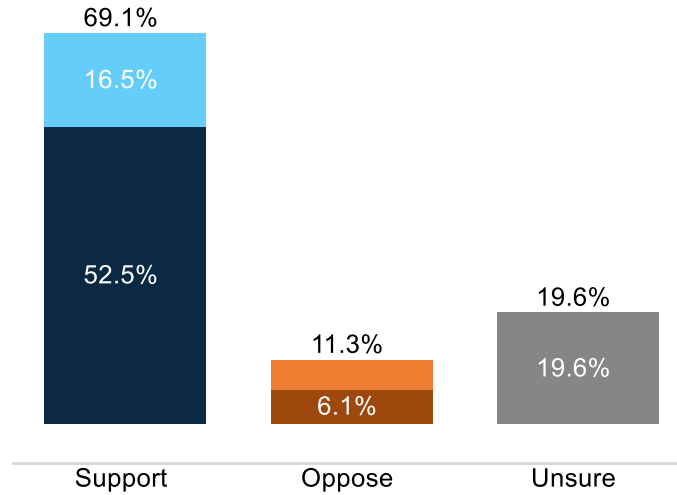
Home Energy Prices



	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Benton Co	Yakima Co	Other Cos	Republican	Independent	Democrat	Conservative	Moderate	Liberal	White	Other Race	Undecided	Ind Undecided	Trump '20	Biden '20	1 of 4	2 of 4	3 of 4	4 of 4
I have seen an increase in price Total	62%	65%	68%	77%	58%	78%	66%	57%	65%	79%	61%	78%	62%	53%	78%	60%	54%	68%	62%	63%	50%	76%	54%	52%	69%	74%	67%
I have seen a decrease in price Total	5%	5%	1%	3%	3%	2%	5%	3%	6%	1%	4%	3%	3%	5%	3%	3%	5%	3%	7%	2%	0%	4%	4%	3%	2%	6%	3%
I have seen a substantial increase in price	32%	36%	33%	36%	25%	38%	38%	24%	27%	51%	27%	44%	28%	22%	43%	23%	25%	35%	31%	29%	23%	43%	21%	33%	37%	35%	32%
I have seen a small increase in price	30%	29%	35%	41%	33%	40%	28%	33%	38%	28%	34%	34%	34%	31%	35%	37%	29%	34%	31%	34%	27%	33%	33%	19%	33%	39%	35%
My bill has stayed the same	21%	28%	26%	17%	35%	17%	23%	28%	21%	17%	30%	14%	27%	38%	17%	30%	34%	23%	28%	24%	34%	16%	36%	36%	20%	13%	27%
I have seen a small decrease in price	4%	2%	1%	1%	3%	0%	3%	2%	4%	1%	1%	1%	0%	5%	1%	2%	5%	1%	6%	2%	0%	2%	3%	0%	2%	5%	2%
I have seen a substantial decrease in price	1%	3%	0%	3%	0%	2%	2%	1%	2%	0%	2%	2%	3%	0%	2%	2%	0%	2%	1%	0%	0%	2%	1%	3%	0%	1%	1%
Unsure	12%	3%	4%	3%	4%	3%	5%	12%	8%	3%	5%	5%	8%	4%	2%	6%	7%	6%	3%	10%	16%	4%	6%	9%	9%	7%	3%

Out of the following options, what do you feel best describes your home energy prices recently?

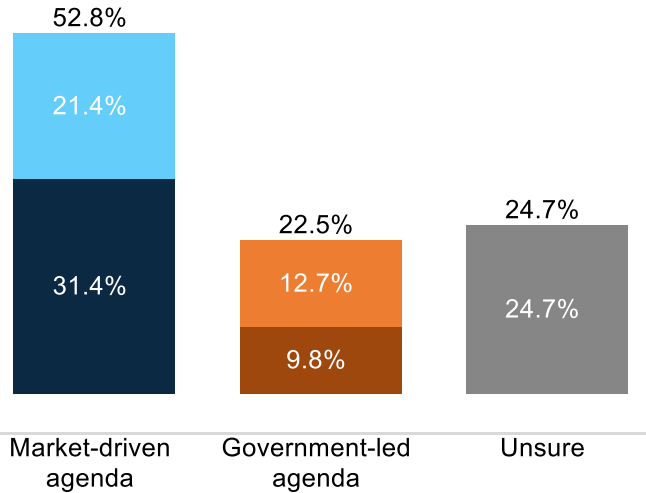
Snake River Dams Stance



	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Benton Co	Yakima Co	Other Cos	Republican	Independent	Democrat	Conservative	Moderate	Liberal	White	Other Race	Undecided	Ind Undecided	Trump '20	Biden '20	1 of 4	2 of 4	3 of 4	4 of 4
Support Total	54%	72%	73%	81%	70%	79%	67%	52%	74%	65%	68%	82%	65%	51%	83%	60%	46%	72%	58%	53%	37%	83%	49%	54%	72%	65%	74%
Oppose Total	9%	11%	14%	12%	17%	11%	7%	16%	9%	15%	11%	7%	13%	19%	6%	13%	22%	11%	12%	12%	16%	6%	18%	8%	11%	13%	11%
Strongly support	34%	59%	57%	65%	44%	69%	48%	37%	58%	44%	54%	70%	49%	27%	72%	42%	24%	56%	41%	31%	23%	70%	27%	32%	57%	50%	57%
Somewhat support	21%	13%	16%	16%	26%	10%	19%	14%	16%	21%	14%	12%	16%	25%	12%	19%	23%	16%	17%	22%	14%	13%	23%	23%	14%	15%	17%
Somewhat oppose	3%	7%	6%	4%	8%	4%	3%	9%	5%	7%	4%	1%	5%	13%	1%	6%	13%	5%	5%	8%	10%	2%	10%	7%	8%	5%	4%
Strongly oppose	5%	4%	8%	8%	9%	7%	4%	7%	4%	7%	7%	6%	8%	6%	5%	7%	9%	6%	7%	5%	6%	4%	8%	2%	3%	8%	7%
Unsure	37%	17%	13%	7%	13%	9%	26%	32%	17%	20%	22%	11%	22%	30%	10%	26%	31%	17%	30%	35%	47%	11%	33%	37%	18%	23%	15%

Do you support or oppose protecting critical infrastructure like the Snake River Dams from federal legislation and keeping them intact?

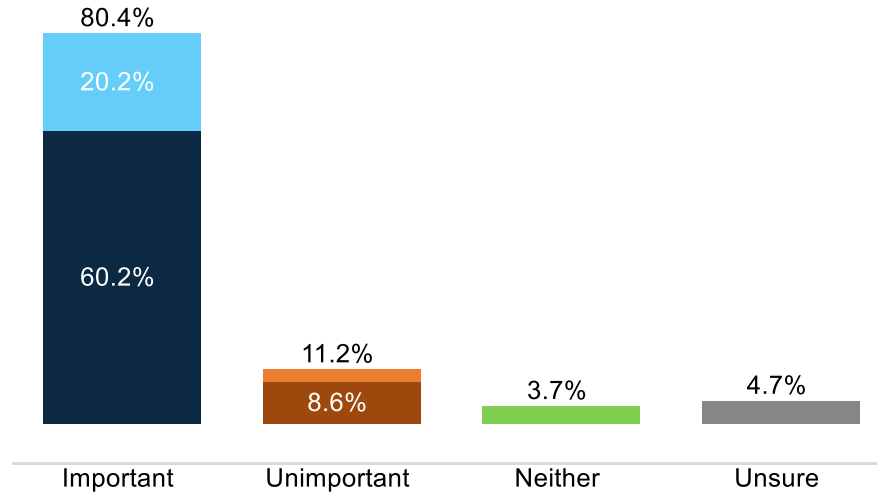
Government v Market Led



	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Benton Co	Yakima Co	Other Cos	Republican	Independent	Democrat	Conservative	Moderate	Liberal	White	Other Race	Undecided	Ind Undecided	Trump '20	Biden '20	1 of 4	2 of 4	3 of 4	4 of 4
Market-driven agenda	42%	54%	58%	60%	48%	64%	49%	46%	49%	62%	49%	70%	53%	28%	74%	41%	23%	53%	52%	31%	39%	72%	28%	44%	53%	55%	54%
Government-led agenda	23%	16%	27%	24%	44%	17%	19%	23%	26%	19%	22%	9%	27%	40%	7%	28%	52%	23%	24%	34%	43%	8%	43%	28%	23%	21%	22%
Definitely a market-driven agenda	14%	33%	39%	43%	31%	46%	26%	16%	30%	33%	32%	48%	30%	7%	49%	21%	5%	32%	29%	12%	12%	51%	7%	18%	31%	23%	39%
Probably a market-driven agenda	28%	20%	19%	17%	17%	18%	23%	30%	19%	29%	17%	22%	22%	20%	25%	20%	18%	21%	22%	18%	27%	21%	21%	26%	22%	32%	15%
Probably government-led agenda	10%	8%	20%	12%	30%	10%	8%	12%	13%	12%	13%	4%	17%	23%	3%	15%	34%	13%	13%	17%	30%	4%	25%	18%	13%	6%	14%
Definitely government-led agenda	13%	8%	7%	12%	14%	7%	11%	11%	13%	8%	9%	5%	10%	17%	4%	13%	18%	10%	10%	16%	13%	4%	18%	10%	10%	15%	8%
Unsure	35%	31%	14%	17%	8%	19%	32%	31%	25%	19%	29%	21%	20%	32%	19%	31%	25%	24%	25%	36%	18%	20%	29%	28%	24%	24%	24%

In your opinion, do you think the U.S. energy industry should be driven by a market-driven agenda or a government-led agenda?

Energy Independent

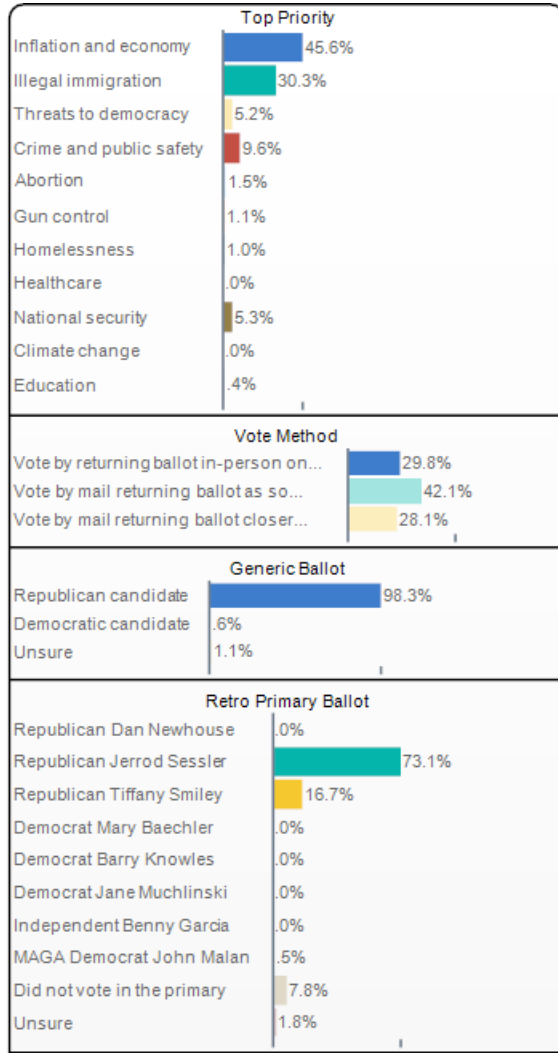


	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Benton Co	Yakima Co	Other Cos	Republican	Independent	Democrat	Conservative	Moderate	Liberal	White	Other Race	Undecided	Ind Undecided	Trump '20	Biden '20	1 of 4	2 of 4	3 of 4	4 of 4
Important Total	73%	80%	85%	84%	80%	87%	77%	78%	85%	86%	73%	84%	78%	77%	84%	79%	77%	84%	70%	77%	79%	85%	75%	79%	76%	85%	80%
Unimportant Total	10%	11%	9%	15%	14%	10%	10%	10%	10%	10%	13%	12%	11%	9%	12%	9%	11%	9%	18%	9%	3%	12%	10%	15%	11%	4%	14%
Very important	44%	59%	68%	74%	51%	81%	54%	47%	59%	67%	56%	71%	58%	47%	71%	51%	48%	60%	60%	46%	52%	74%	45%	53%	58%	64%	62%
Somewhat important	29%	22%	17%	10%	30%	7%	24%	30%	25%	19%	17%	13%	20%	30%	12%	29%	29%	24%	10%	31%	28%	11%	30%	26%	18%	21%	18%
Neither	5%	4%	4%	1%	6%	1%	4%	6%	3%	4%	4%	1%	5%	7%	1%	7%	6%	3%	7%	3%	4%	1%	8%	0%	5%	7%	3%
Somewhat unimportant	2%	2%	5%	1%	6%	2%	1%	5%	2%	3%	3%	0%	4%	5%	1%	1%	8%	2%	6%	3%	0%	1%	3%	6%	7%	0%	1%
Very unimportant	8%	10%	5%	13%	8%	8%	9%	6%	9%	7%	10%	12%	7%	4%	11%	8%	4%	7%	13%	5%	3%	11%	6%	9%	5%	4%	12%
Unsure	12%	5%	1%	0%	0%	1%	8%	6%	2%	1%	10%	3%	6%	7%	3%	5%	5%	4%	5%	11%	14%	3%	7%	6%	8%	4%	4%

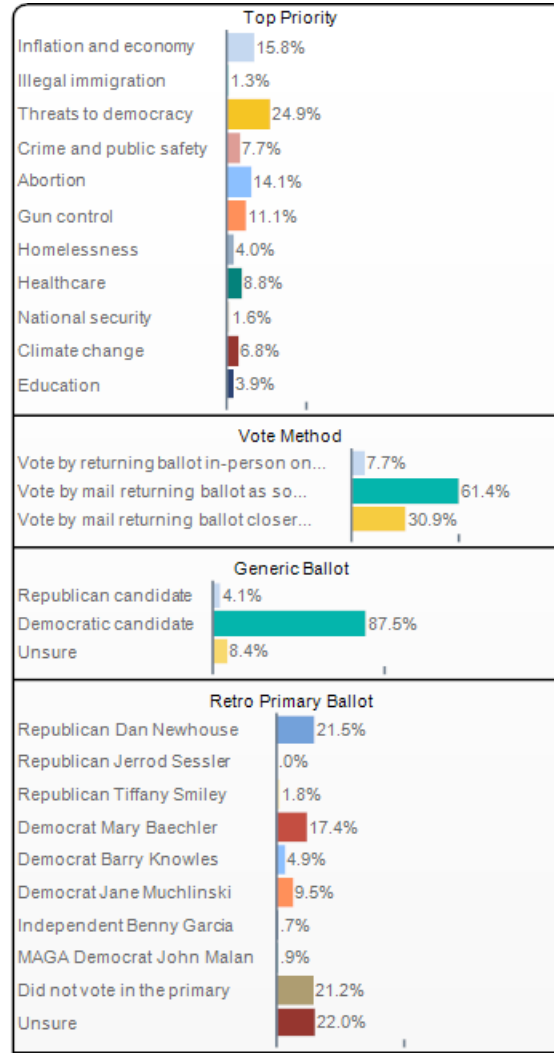
How important do you believe it is for the United States to become energy-independent?

Segmentation Analysis

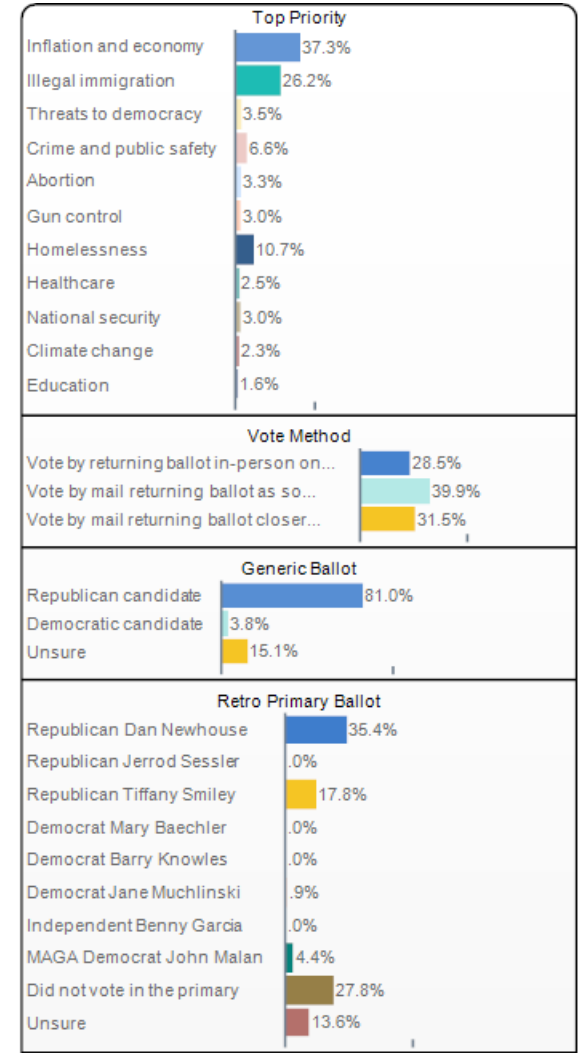
Sessler Supporters (35%)



Dem Lean Newhouse (40%)

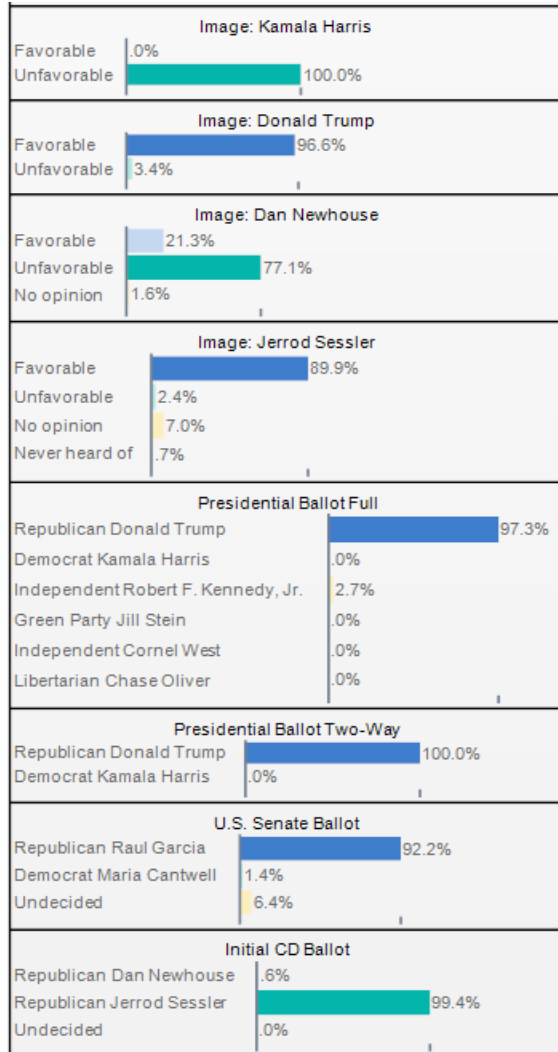


GOP Lean Newhouse (25%)

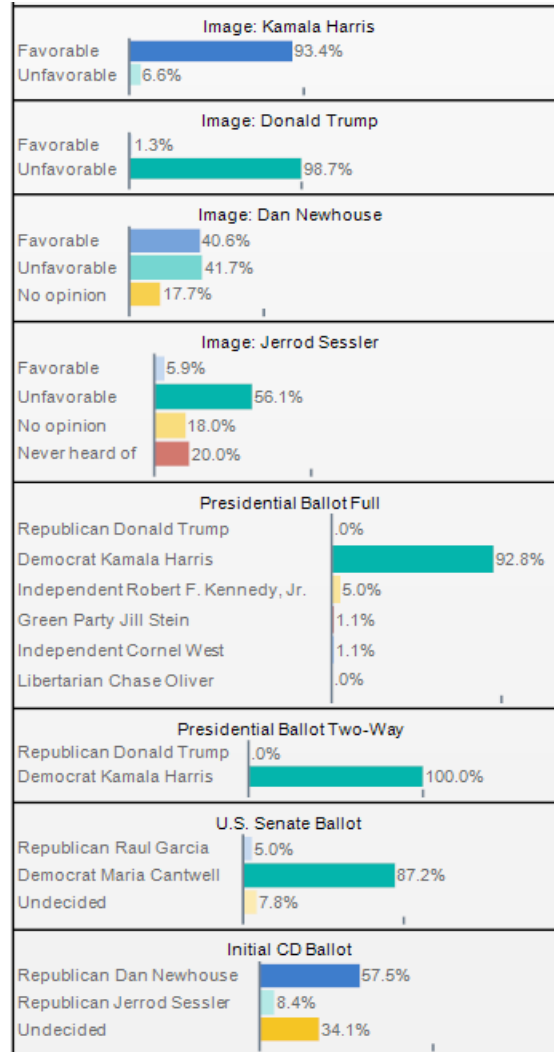


Segmentation Analysis

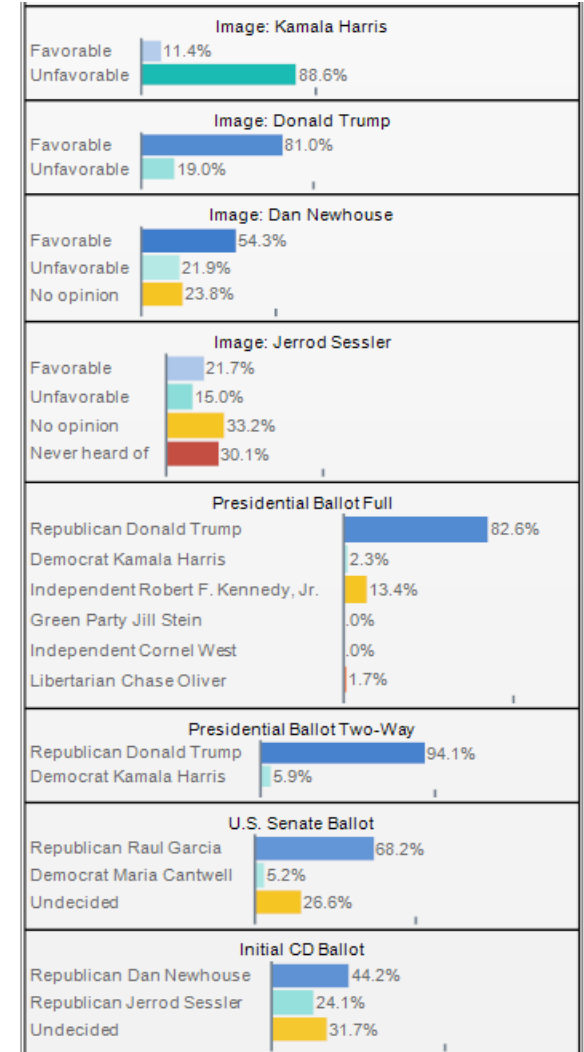
Sessler Supporters (35%)



Dem Lean Newhouse (40%)

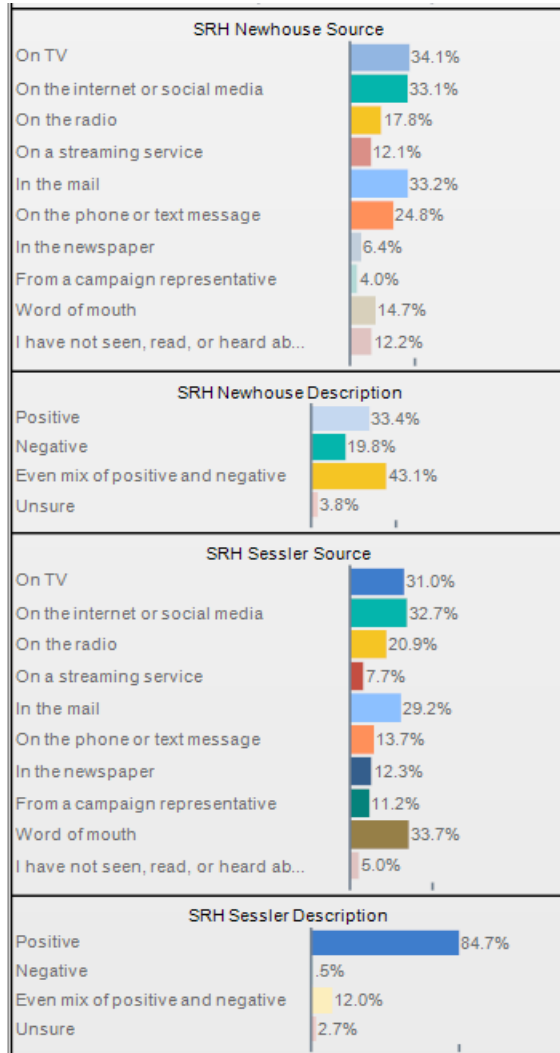


GOP Lean Newhouse (25%)

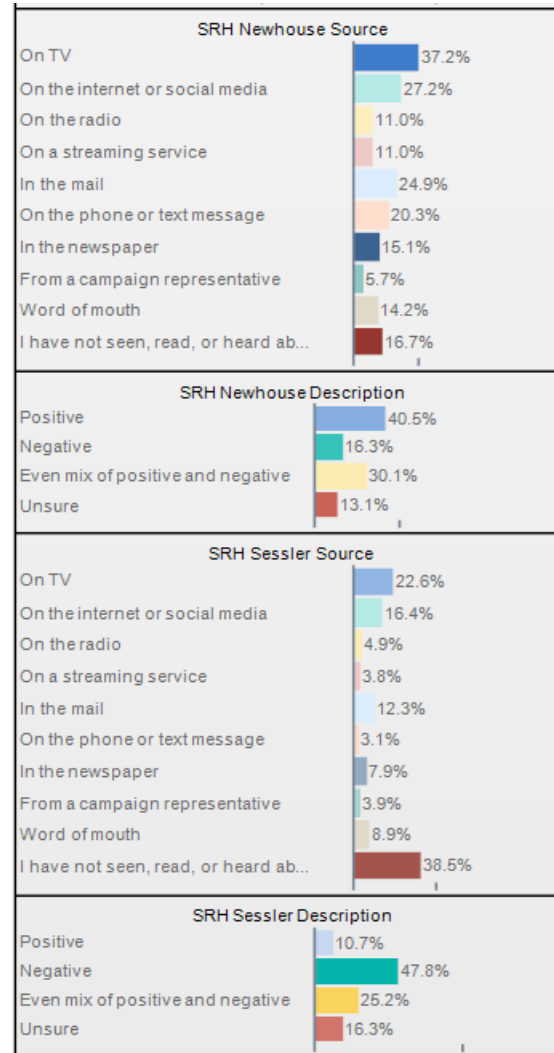


Segmentation Analysis

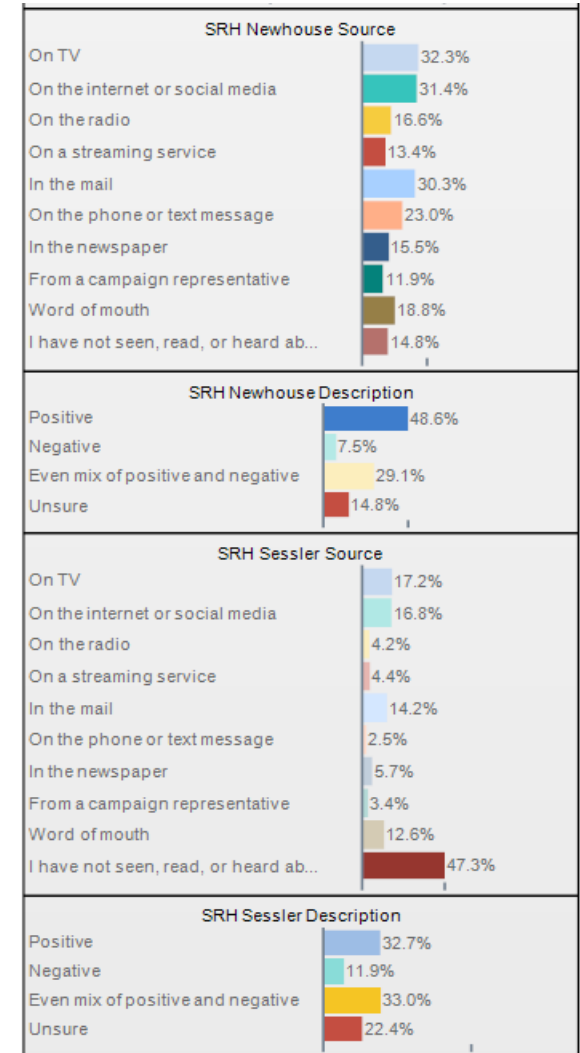
Sessler Supporters (35%)



Dem Lean Newhouse (40%)

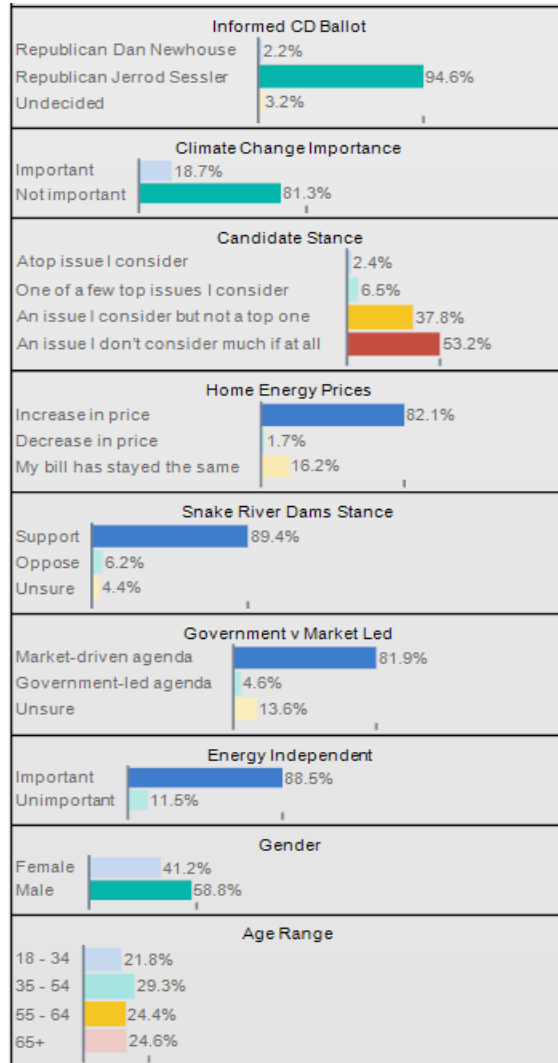


GOP Lean Newhouse (25%)

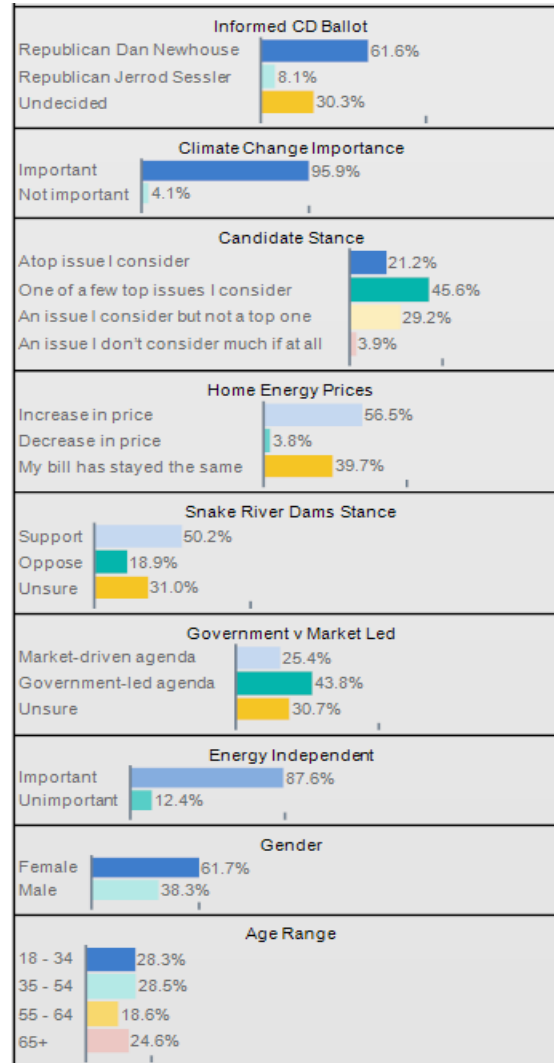


Segmentation Analysis

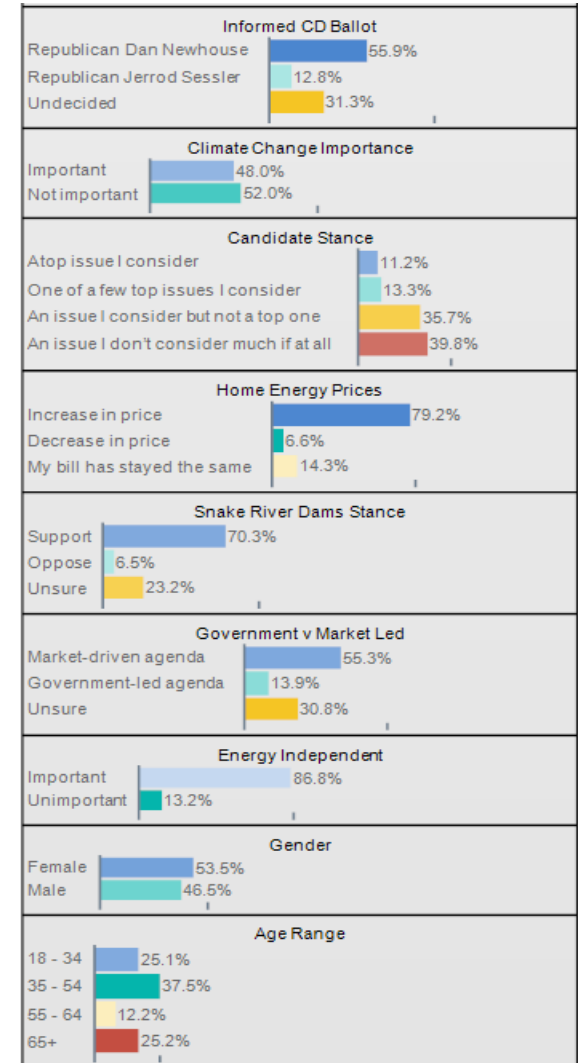
Sessler Supporters (35%)



Dem Lean Newhouse (40%)

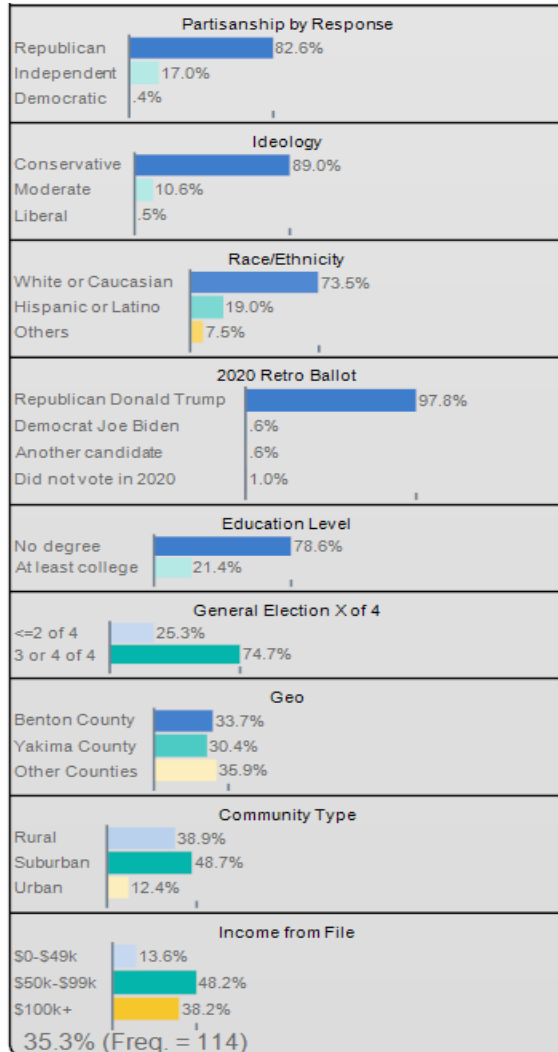


GOP Lean Newhouse (25%)

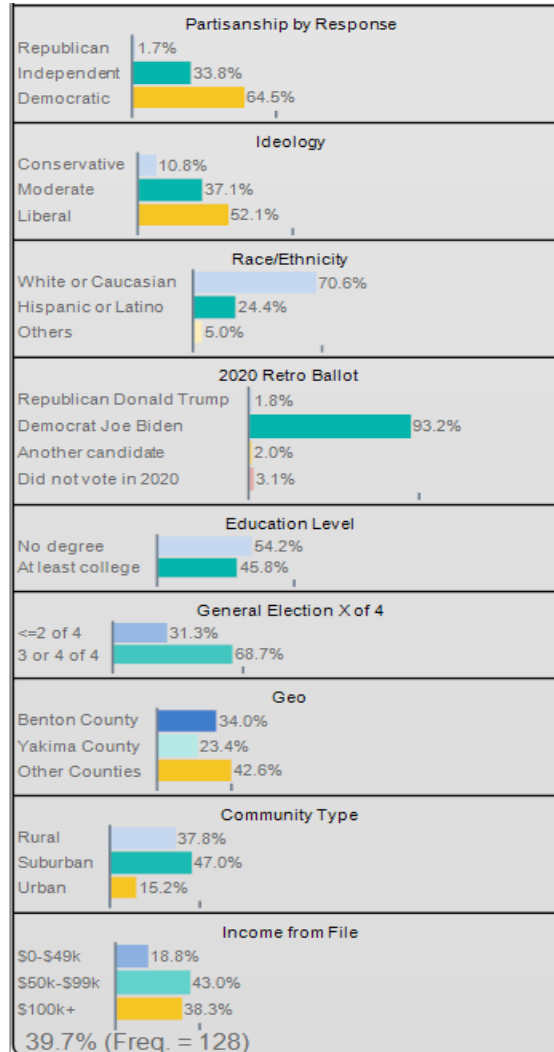


Segmentation Analysis

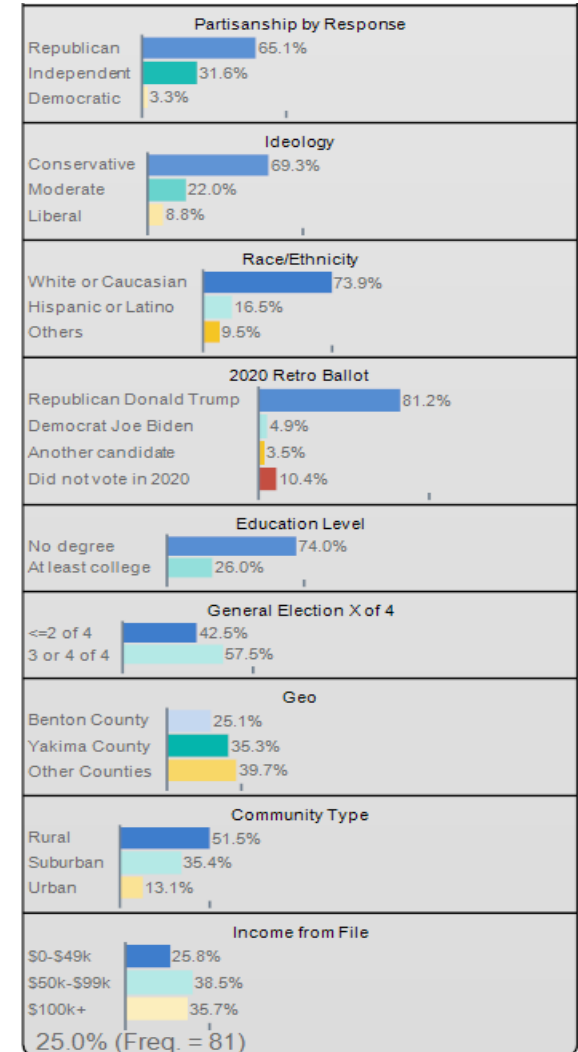
Sessler Supporters (35%)



Dem Lean Newhouse (40%)

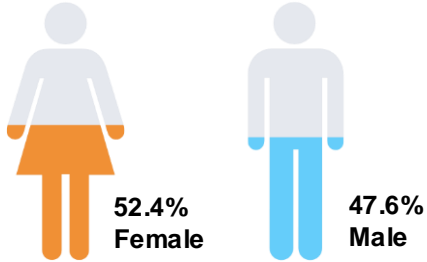


GOP Lean Newhouse (25%)

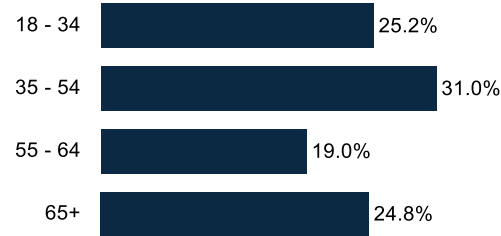


Demographics

Sex



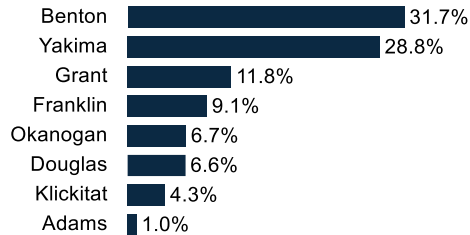
Age Range



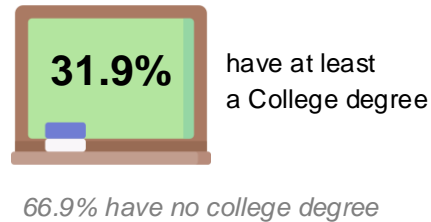
Household Income



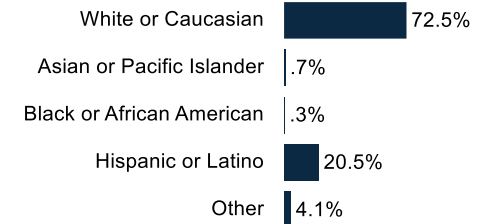
Geo - County



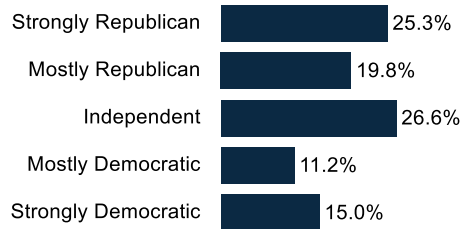
Education



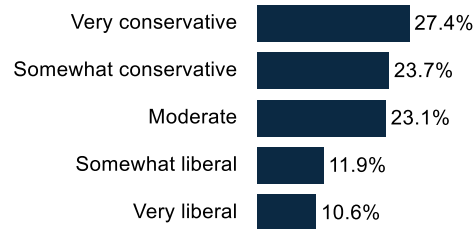
Race/Ethnicity



Partisanship



Ideology



General Election X of 4

