



To: The Gregoire Campaign

From: The Mellman Group, Inc.

Re: Recent Results In 2004 Washington Governor Race

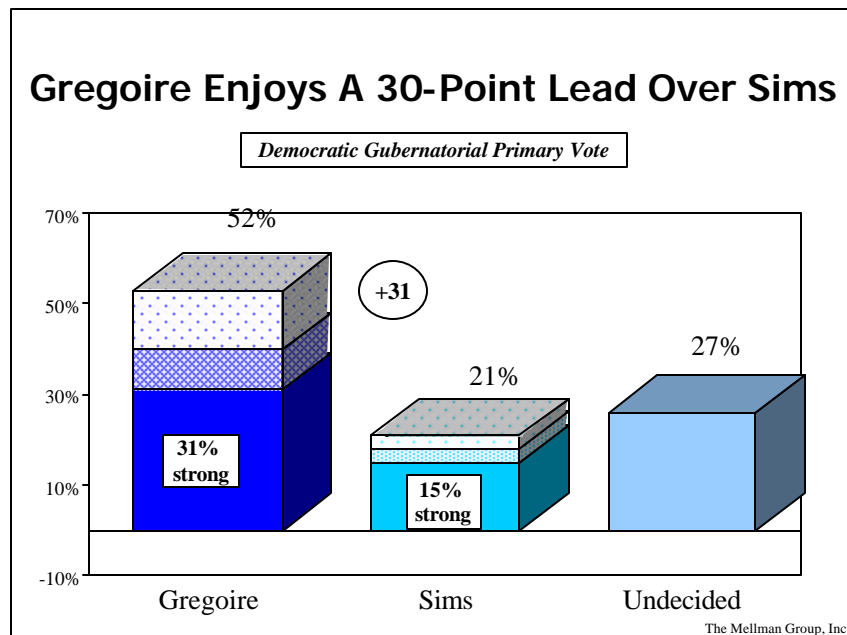
Date: August 2, 2004

This analysis represents the findings of a statewide survey of 600 likely voters who were interviewed by telephone July 14-17, 2004. The margin of error for this survey is +/-4.0% at the 95% level of confidence. The margin of error is higher for subgroups.

Our recently completed poll shows Attorney General Christine Gregoire in a very strong position in the Democratic primary race against Ron Sims. Gregoire begins this race with a more favorable image than Sims among Democratic primary voters and a more than 30-point lead in the vote. Gregoire has both higher favorability ratings than Sims and lower unfavorables. In addition, there is no evidence that the changed rules for the primary will reduce participation among Democrats. Gregoire also has a clear advantage over Republican Dino Rossi, with a 12-point lead (42% Gregoire, 30% Rossi, 28% undecided) in the general election match-up.

Gregoire Continues To Enjoy A Daunting Lead Over Sims

Gregoire presently enjoys a 31-point lead over primary opponent Ron Sims (52% to 21%). Moreover, Gregoire's support continues to be quite strong. Counting only Gregoire voters who say they "strongly" support the candidates, Gregoire still has more than twice as much support as Sims (31% Gregoire, 15% Sims). In another continuing sign of Gregoire's strength, Gregoire has maintained a substantial lead over the King County Executive among likely Democratic primary voters in



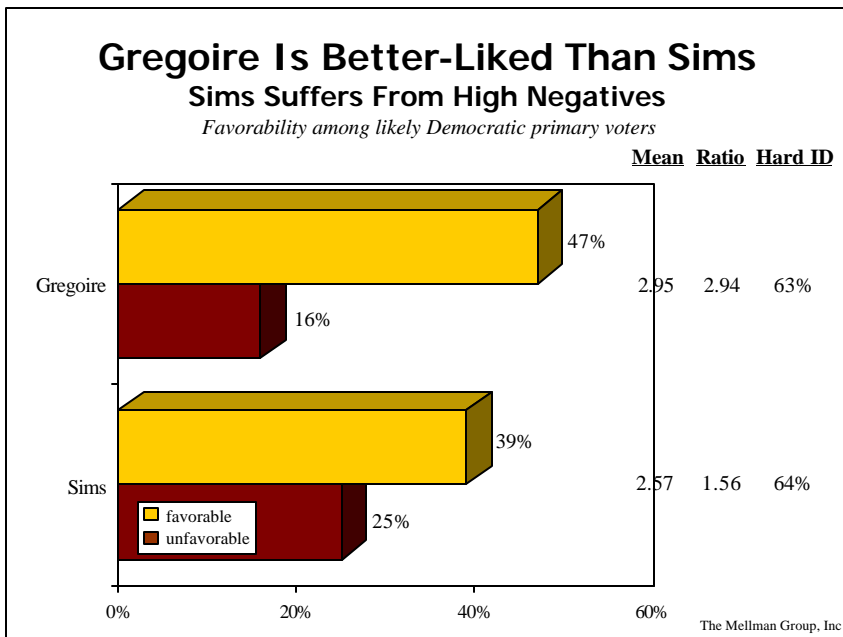
his home county (50% Gregoire to 27% for Sims). Outside of King County, Gregoire's margin among likely Democratic primary voters is even larger (53% to 17%). Even among liberals, Sims' reputed base, Gregoire enjoys a nearly 2-to-1 advantage (48% Gregoire, 25% Sims). Thus, Ron Sims has

failed to establish any demographic, geographic, or ideological base, while Gregoire has a large base of strong supporters throughout the primary electorate.

Changes In The Primary Process Are Unlikely To Affect Democratic Turnout

Fears of significantly lower turnout among Democrats than in the past are unfounded. Voters were informed that the election law has been changed so that primaries are now closed and they can only vote in one of the party’s primaries. Only 3% say they are unlikely to vote in a primary after hearing that information. Moreover, when asked directly whether the recent changes in the law made them more or less likely to participate, equal numbers (19%) said they were more and less likely to vote as a result of the changes to the primary voting rules. Most (58%) said the change would not affect them.

Gregoire Is Better-Liked Than Sims



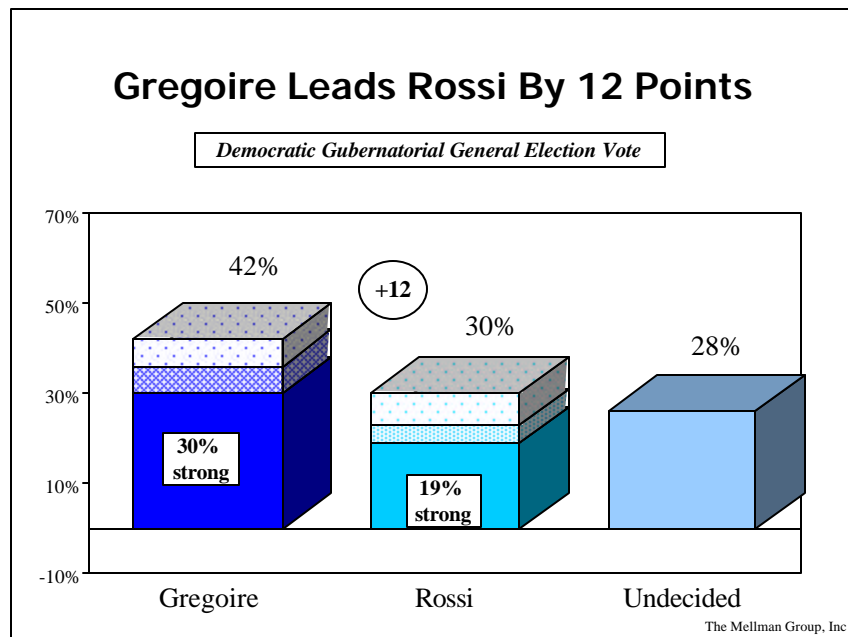
While Gregoire continues to be well-liked by voters, Sims is much less popular. Forty-seven percent (47%) of likely Democratic primary voters view Gregoire favorably, compared to just 16% who have an unfavorable view. Usually a favorable-to-unfavorable ratio of less than 2:1 is indicative of problems. With a ratio of nearly 3:1, Gregoire exceeds that threshold significantly. By contrast, Sims still falls well below that critical threshold. Thirty-nine percent (39%) have a favorable image of Sims, while 25% are unfavorable. This yields a favorable-to-

unfavorable ratio of 1.56:1, well below the 2:1 threshold.

Gregoire Also Leads The General Election

Gregoire continues to enjoy a substantial lead in the general election match-up with Rossi. Forty-two percent (42%) support Gregoire, while 30% support Rossi, and 28% are undecided. Thus, Gregoire maintains a 12-point lead.

To win, Rossi would need to capture more than two-thirds of undecided voters. However, Rossi is weak among swing voters. Among moderates Gregoire leads 46% to 21%, and among independents Gregoire leads 44% to 19%.



What's more, Rossi will not be able to make up that ground simply by consolidating his partisan base. Gregoire currently swings 67% of Democrats, and Rossi swings 64% of Republicans, leaving both about the same opportunity to increase their support among their fellow partisans. Moreover, while Gregoire does equally well among both ideological wings of her party (liberal Dems: 68% Gregoire, 6% Rossi; moderate to conservative Dems: 66% Gregoire, 10% Rossi), Rossi is far less well positioned among more centrist Republicans than he is among conservative Republicans (conservative GOP: 70% Rossi, 10% Gregoire; liberal to moderate GOP: 47% Rossi, 20% Gregoire), suggesting that Gregoire has a relative advantage when it comes to consolidating her partisan base.

In short, Christine Gregoire is in strong position to win both her primary and the general election.