

To: Interested Parties

From: GBAO

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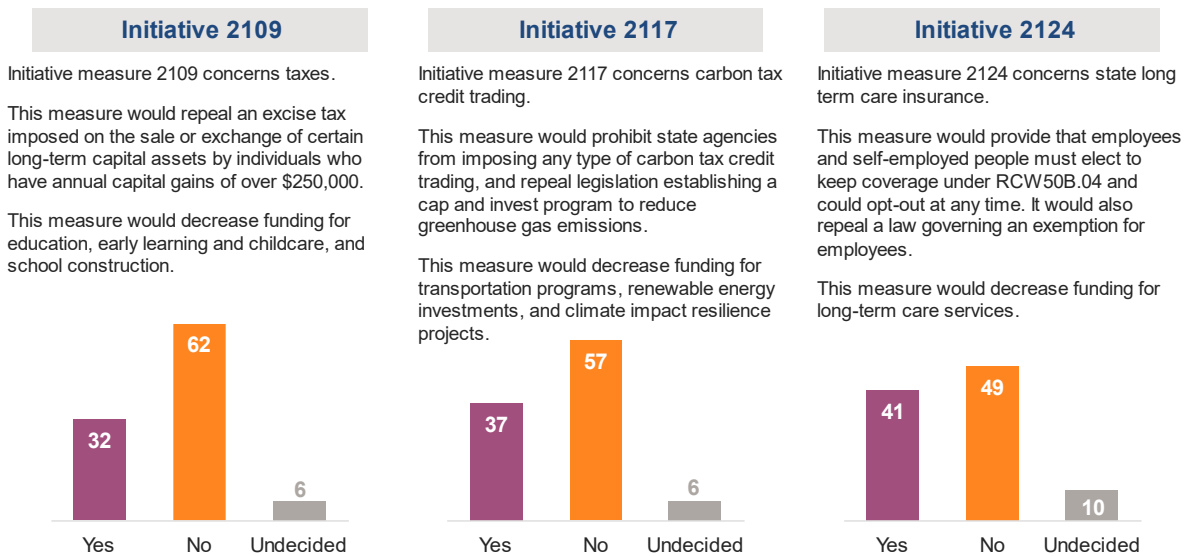
Poll Analysis: WA Voters Reject Heywood Initiatives

A recent survey of likely voters in Washington finds voters rejecting hedge fund owner Brian Heywood’s slate of ballot initiatives. All three measures (Initiatives 2109, 2117, and 2124) are well below 50% percent support and each has more voters opposed than in favor.

These are key findings from a survey of 600 Washington likely voters in the November election, conducted April 11 – 14, 2024 on behalf of Defend Washington, via live calls to cellphones and landlines and text-to-web interviews. The sample was pulled from a voter file. The survey carries a +/- 4.0 percentage-point margin of error at the 95% confidence interval.

Key Findings

- Each Heywood initiative starts in a losing position.** Far fewer than half of voters support each initiative and less than a quarter of voters say they are ‘definitely’ going to vote ‘yes’ on each initiative (19% on 2109; 23% on 2117; 21% on 2124). A majority or plurality opposes each initiative.



- There is no power in the slate.** Only 18% of voters are voting ‘yes’ on all 3 initiatives versus 32% who reject all 3 initiatives.
- Even non-Democrats are skeptical.** Independents reject Initiative 2109 by 21 points and Initiative 2117 by 10 points. Less than 50% of Republicans support 2124.

