To: Interested Parties
Fr: Expedition Strategies
Date: August 31, 2022
Re: WA-03

Expedition Strategies conducted 400 total interviews in Washington's 3rd Congressional District with a sample of likely general election voters. The interviews were conducted August 25-30, 2022. The margin of error for overall results is ±4.90% and higher among subgroups.

Key Conclusions

Marie Gluesenkamp Perez is in a strong position to win this year's election for Congress in Washington's 3rd Congressional District because she leads initially 47% to 45%, her positive message clearly resonates with voters and her opponent is extremely polarizing with high unfavorable numbers. Additionally, after voters hear arguments that opponents of Joe Kent might make that describe him as extreme and a MAGA supporter, Marie's lead expands. Ensuring Marie has the resources to communicate her positive case to voters as well as to define Joe Kent will be critical to winning this November.

Joe Kent Starts Out Significantly Better Known but Has Baggage

Three quarters (75%) of voters already know enough about Joe Kent to form an opinion of him and more voters are unfavorable (39%) to him than are favorable (36%), including 30% who say they are very unfavorable towards him. By comparison, only about half (45%) know enough about Marie Gluesenkamp Perez to form an opinion of her but unlike Kent, more voters say they are favorable (29%) towards her than are unfavorable (17%).

F1-F4	Marie Gluesenkamp Perez	Joe Kent
Name ID	45	75
Very Fav	14	18
Very Unfav	11	30
Fav/Unfav	29/17	36/39
Net Fav	*+12*	*-3*

The Race is Competitive Initially but Perez Takes a Double-Digit Lead After Voters Hear a Statement About Both Candidates

Initially, Democrat Marie Gluesenkamp Perez leads Republican Joe Kent 47% to 45% with 8% undecided. After giving voters some framing contrasts about both candidates, Perez's lead over Kent grows to 52% to 40% with 7% undecided. **Critically this means as voters get more information about Perez, she has significant room to grow her support**.

If the election for Congress were held today, and the candidates were just…, for whom would you vote? [IF UNDECIDED] Well, if the election for Congress were held today and you had to decide right now, to which candidate would you lean?		
	Initial Ballot (InitB, LeanB)	**Informed Ballot (Q7, Q8)**
Difference	*+2*	*+12*
Democrat Marie Gluesenkamp Perez	47	52
Republican Joe Kent	45	40
Don't know	8	7

After Voters Hear Arguments Opponents of Joe Kent Might Make, They Label Him Extreme and MAGA

After voters hear arguments that opponents of Joe Kent might make, a plurality says they would characterize Joe Kent as "a MAGA supporter" (18%) followed closely by "extreme" (17%).

Kent Characterization

Regardless of which candidate you support, which of the following terms best describes what concerns you most about Joe Kent? Is he: [MULTIPLE RESPONSES ACCEPTED]	
Q29; Ranked by 1st Choice	**1st Choice**
A MAGA supporter	18
Extreme	17
Conspiracy theorist	8
Won't deliver for this community	7
Hypocritical	7
Bizarre	4
Weird	3
Violent	2
Strange	2
Against abortion	1
Racist	1
General insults	1
All of the above	1
None of the above	20
Don't know	6

Some key facts about the general election electorate include:

- 22% are liberal, 36% are moderate, and 39% are conservative.
- 29% identify as Democrats, 35% as Republicans, 31% as Independents.
- It's slightly more female (52%) than male (48%).
- 56% are under the age of 60, 44 are over 60 years old.
- Asked recall about the 2020 election is 49% Trump, 45% Biden, 6% other or did not vote