

April 24, 2024

Emily Randall Jumps to 11-Point Lead Over Hilary Franz After Introductions

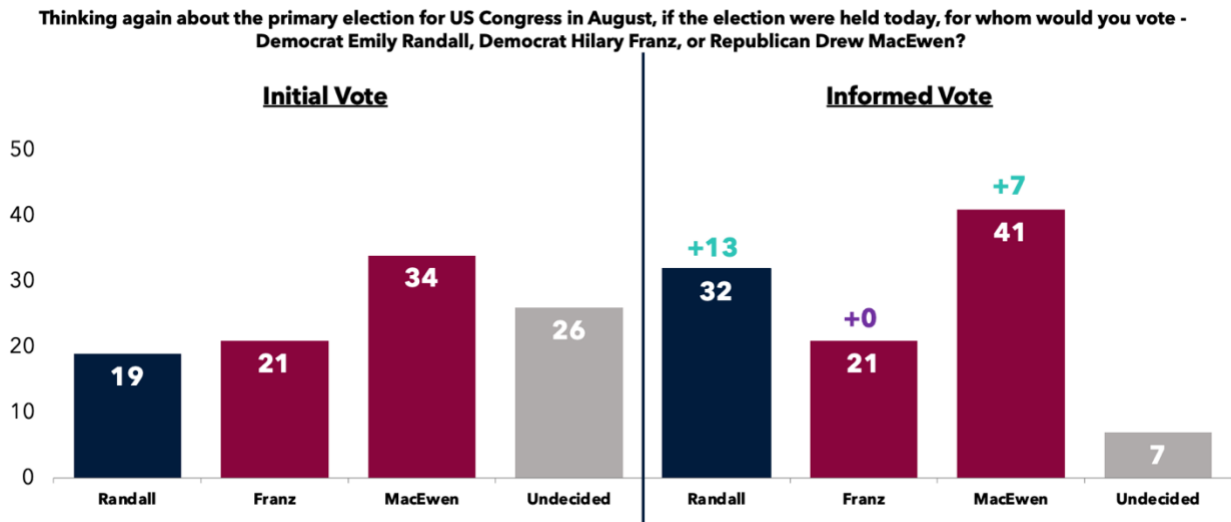
To: Interested Parties

From: Upswing Research & Strategy

A recent survey conducted by Upswing Research & Strategy¹ finds State Senator Emily Randall extremely well-positioned to win a spot in the Top 2 primary over Commissioner of Public Lands Hilary Franz. Randall starts the race essentially tied with Franz (19% Randall, 21% Franz, 34% MacEwen) but thanks to an extremely compelling background and record, she jumps to a double-digit lead after short, balanced introductions of all 3 candidates on the ballot (32% Randall, 21% Franz, 41% MacEwen).

Notably, Franz fails to gain any ground at all after voters hear information about her record as Commissioner of Public Lands, her role in addressing wildfires, and her endorsement from outgoing Congressman Derek Kilmer.

Figure 1: Primary Vote Progression



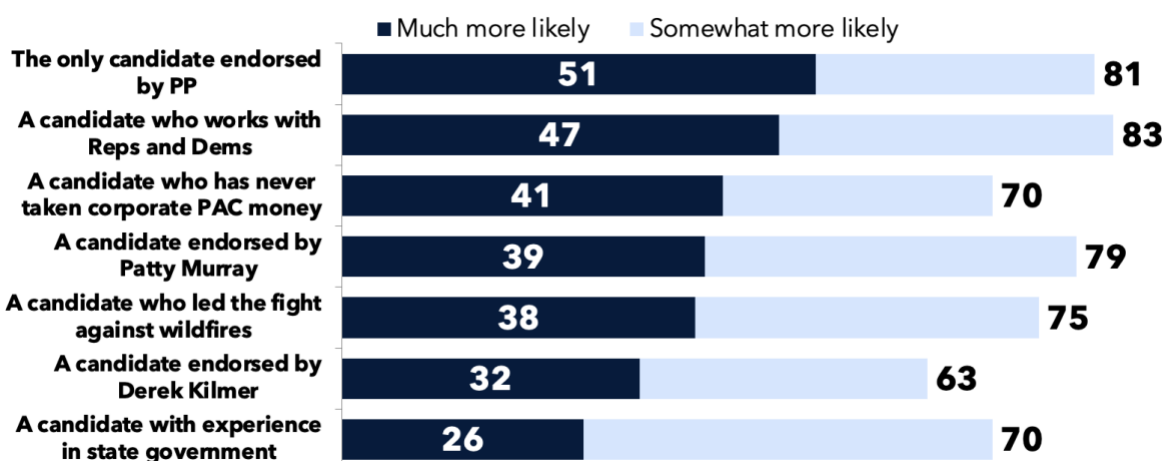
¹ Upswing Research & Strategy conducted a survey among 400 likely primary voters from April 16-19 using mix mode methodology; we conducted 250 interviews via live calls on landlines and cells and 150 interviews via SMS, otherwise known as text to web. This survey has an n300 base with an n100 oversample of self-identified Democrats. The margin of error is +/- 4.9% for the overall sample and +/- 6.5% for Democrats.

Strong movement among Democrats gives Randall her lead after introductions. Randall and Franz begin the race essentially tied among Democrats, 31%-36%, but after introductions Emily picks up a net-22 points, 54%-37%.

Furthermore, MacEwen starts with 79% of Republicans and consolidates even further, taking 87% after introductions; both Randall and Franz earn low to mid-single digits among Republicans throughout the survey, leaving little reason to believe there will be much opportunity for either Democrat to earn support from Republicans in the primary.

Randall also enjoys some other advantages over Franz, namely that traits describing Randall are much more compelling to voters, especially Democrats, than traits describing Franz. Self-described Democrats are more likely to say Randall's distinction as the only candidate who has been endorsed by Planned Parenthood, her record working with both parties to get things done, her refusal to accept corporate PAC money, and her endorsement by Senator Patty Murray are more likely to make them vote for a candidate for Congress than Franz's record fighting against wildfires, her endorsement by Derek Kilmer, and her experience running an entire department in state government.

Figure 2: Candidate Traits among Self-Described Democrats



There are still a few weeks to go until the election, but Emily Randall is extremely well-positioned to win a spot in the Top 2 for the general election in Washington's 6th Congressional District. Randall has defied expectations in each of her previous elections, and as the only candidate in the race with a track record of winning competitive general elections, she will be a formidable candidate in November, as well.