



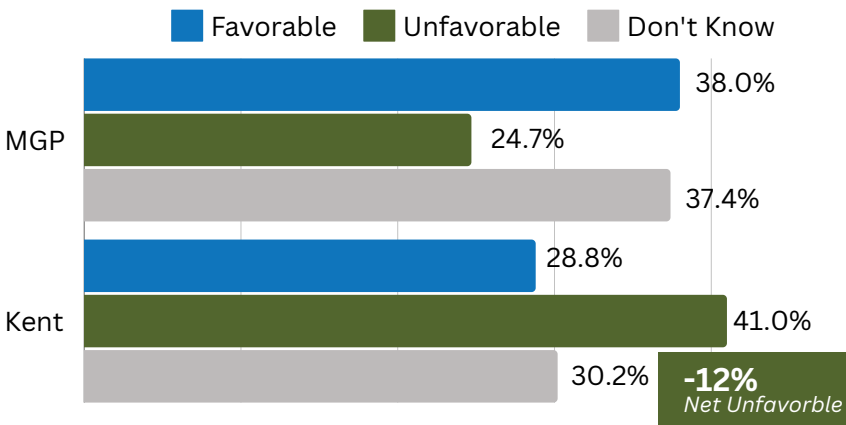
TO: Interested Parties
 FROM: Grassroots Targeting
 DATE: April 26, 2024
 SUBJECT: WA-03 State of the Race (Jungle Primary)

Grassroots Targeting conducted a survey of likely primary voters across Washington’s 3rd Congressional District with 2,837 autodial interviews. The results were then modeled across the 256,453 likely primary voters. The survey instrument has a margin of error of +/- 1.83% at a 95% confidence level.

WA-03 Jungle Primary August 6th, 2024

Washington State has a jungle primary system where the top two vote getters move on to the general election. Incumbent Democrat Congresswoman Marie Gluesenkamp Perez will be the top vote getter and the race for second place will be between 2022 unsuccessful Republican Congressional candidate Joe Kent and Republican newcomer, City Councilwoman Leslie Lewallen.

Images of Joe Kent & Marie Gluesenkamp Perez



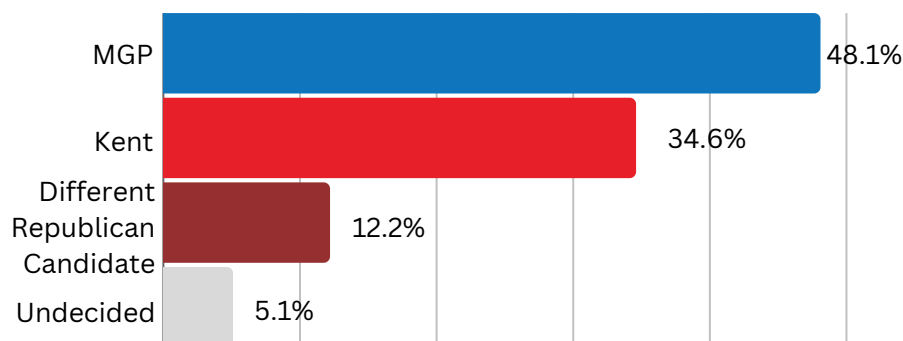
Congresswoman Gluesenkamp Perez is slightly less known in the district than Joe Kent. Her name ID is at 63% with 37% not knowing who she is while Joe Kent’s name ID is at 70%. The primary differentiator is in their favorability rating. Perez has a net favorable rating of +13% while Joe Kent’s favorability rating is upside down at -12%.

The survey clearly shows Joe Kent has an image problem with over 40% of primary voters who are aware of him do not like him.

State of the Congressional Race

The survey asked a named Congressional ballot between Marie Gluesenkamp Perez, Democrat; Joe Kent, Republican or a different Republican candidate.

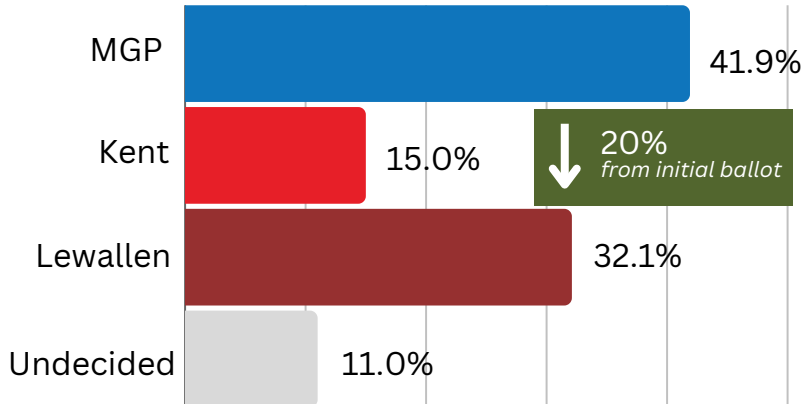
Next, if the August Primary election for US Congress were held today, would you vote for Marie Gluesenkamp Perez, Democrat; Joe Kent, Republican OR a different Republican candidate?



Intro of Leslie



Post Ballot: Leslie Bio



Next, Leslie was introduced as a candidate in the ballot question. The biography ballot's language:

Leslie Lewallen is a mother of four, fifth generation Washingtonian and Camas City Councilmember. If elected as Congresswoman, Leslie will ensure that Southwest Washington does not turn into another Portland by addressing the homelessness crisis, drugs and crime.

Bottom Line

- Congresswoman Marie Gluesenkamp Perez has relatively low name ID allowing for her to be defined in the general election as the progressive liberal Democrat that she is versus the moderate she tries to impersonate.
- Joe Kent is not liked in the district with 41% having an unfavorable opinion of him.
- Joe Kent is existing on name ID alone. His ballot position is fragilely built on the fact that he is the Republican that is known and quickly dissipates when a credible Republican is introduced in the mix.
- Joe Kent's **ballot drops 20 points** after voters hear Leslie Lewallen's short bio. Republican voters are clearly looking for an alternative to Joe Kent.