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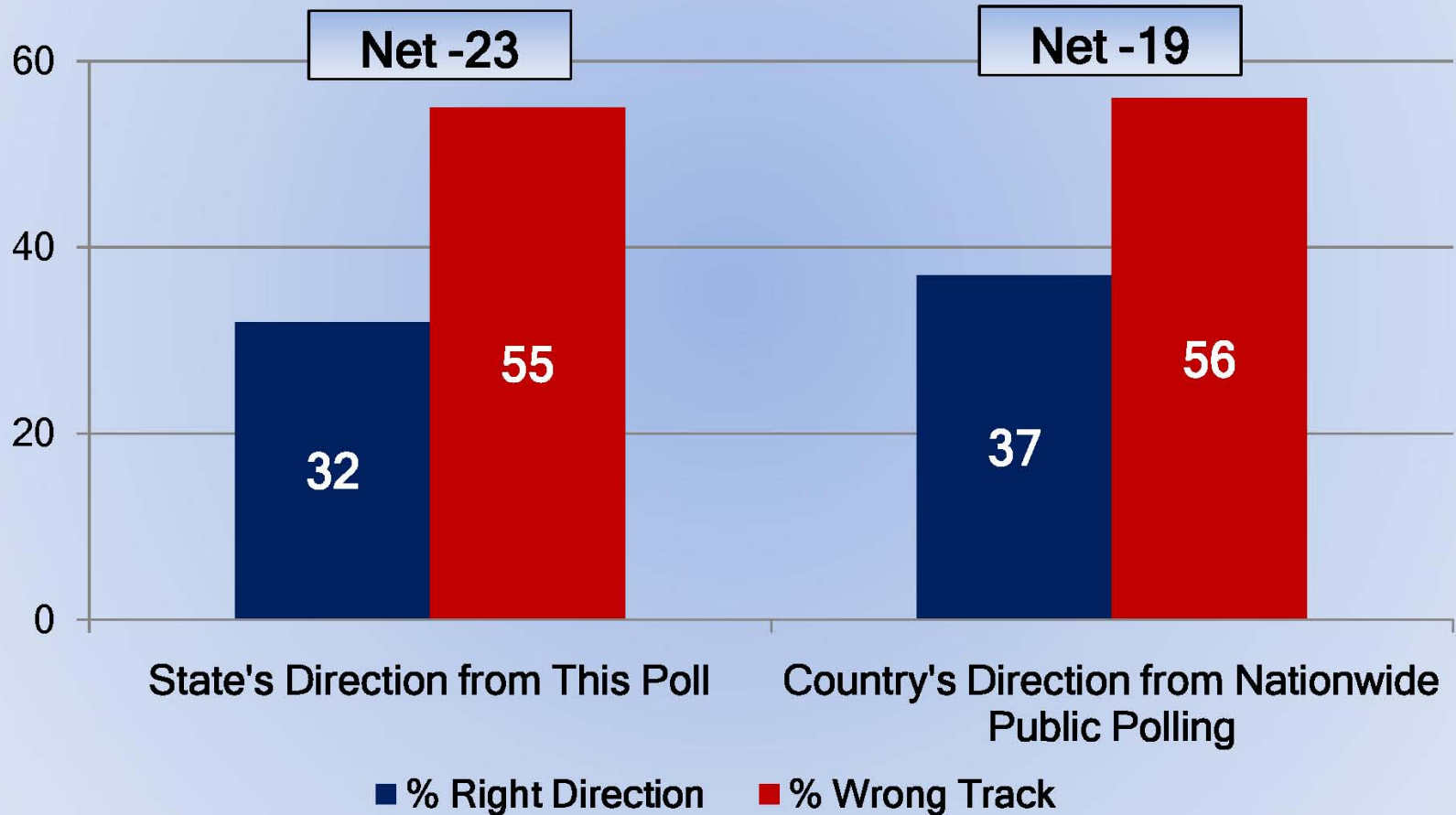
Our messages

WA Legislative messages honed:

- “not my **values** nor the **values** of Washingtonians.”
- “protect the **moral responsibility** of our state.”
- “Look at revenue package for “**fairness**”
- “a **civil society** that makes all those services **viable**”

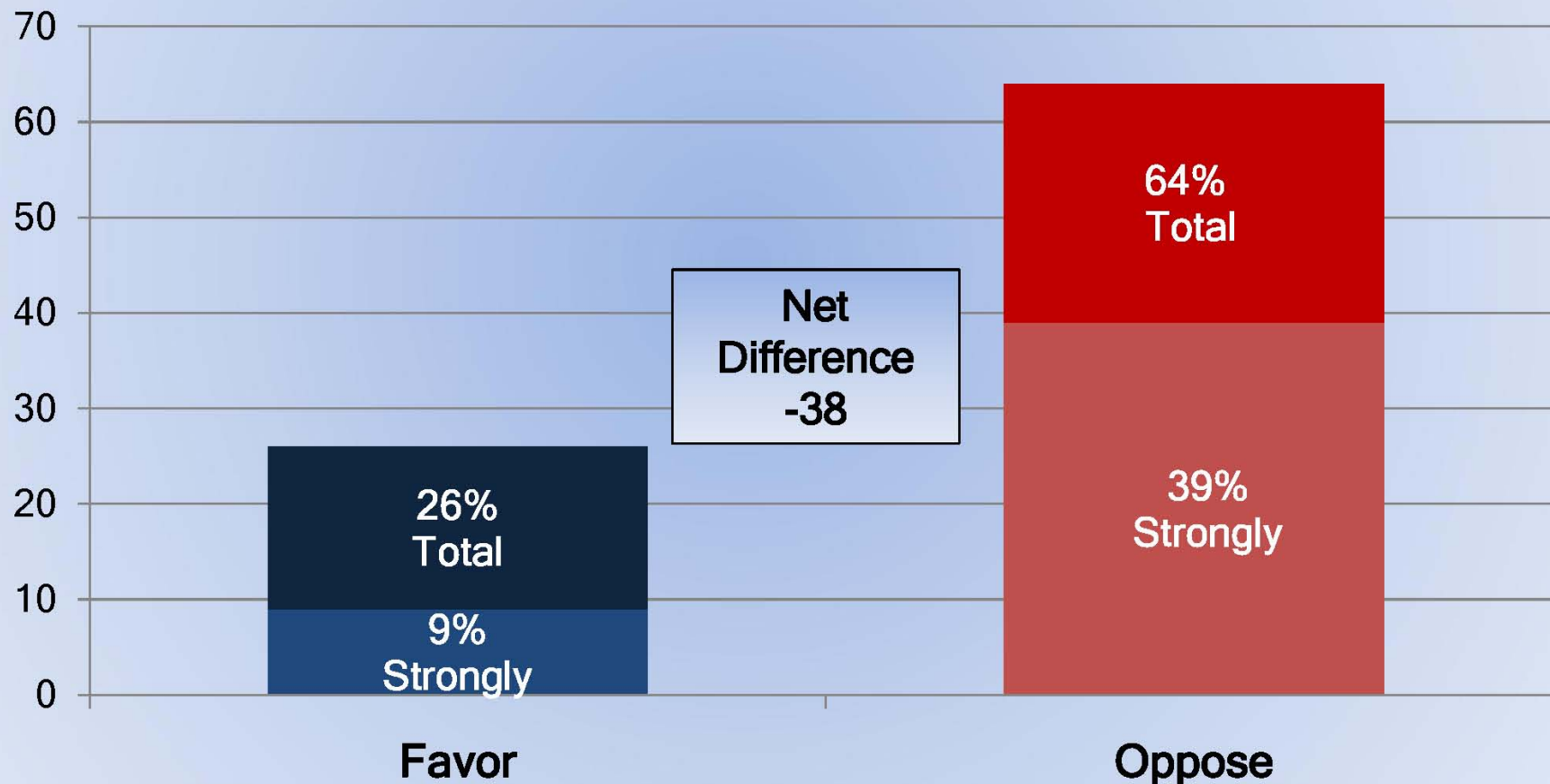
Pessimistic Outlook About State's Direction Largely in Line with National Trend

Q.5 Generally speaking, do you think that things in Washington state are going in the right direction, or do you feel things have gotten pretty seriously off on the wrong track?



Gregoire's Original Budget is a Non-Starter

Q.25 And as you may know, Governor Christine Gregoire recently announced a plan to close the state's two point six billion dollar budget deficit without raising taxes. However, the budget cuts the state's Basic Health Plan, reduces financial aid for college students, and cuts funding for K through 12 education. Based on what you have just heard, do you favor or oppose the current balanced budget that Governor Gregoire has proposed?

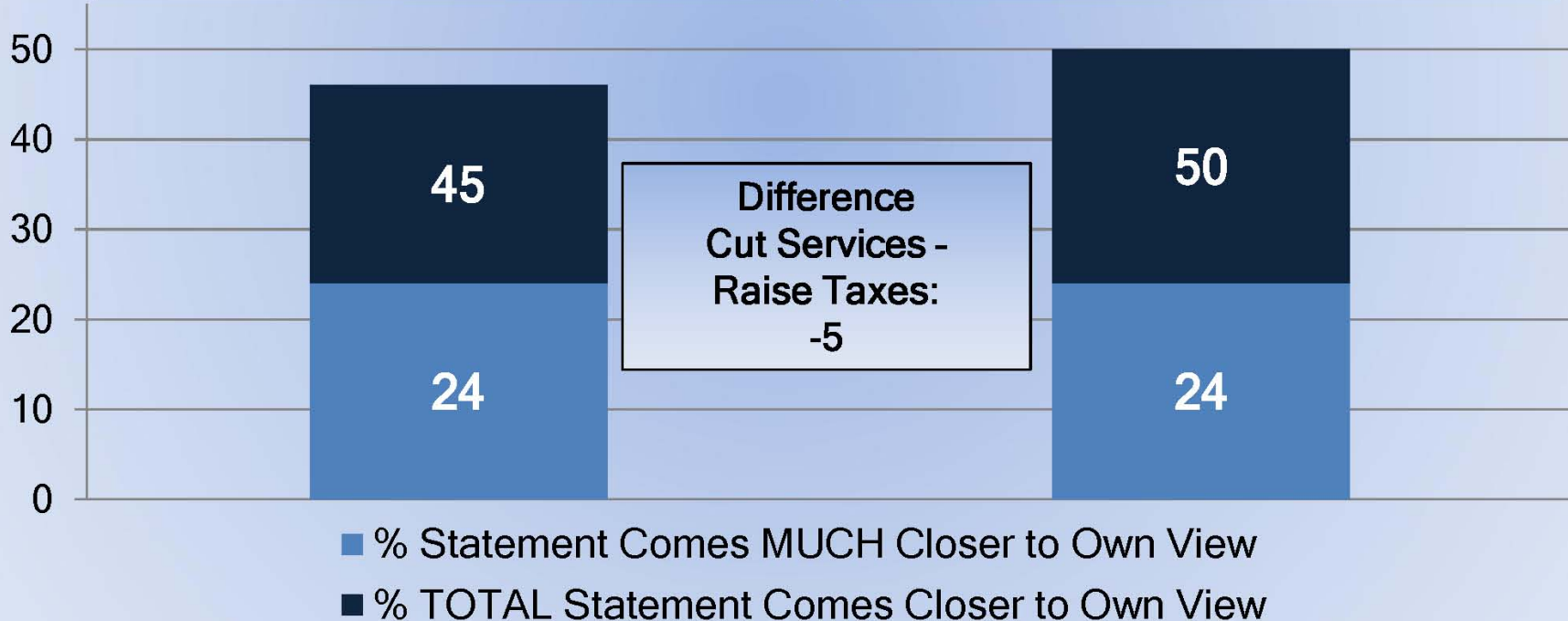


Opinion Split Over Raising Taxes vs. Preserving Services

Q.26 Now I am going to read you two statements, and I want you to tell me whether the first statement or the second statement comes closer to your own view, even if neither is exactly right.

In these tough economic times, the last thing the Governor and the state legislature should do is raise taxes, even if it means cutting some important services and programs.

With the state facing a massive budget shortfall, the Governor and the state legislature have to protect essential services, even if it means raising some taxes.



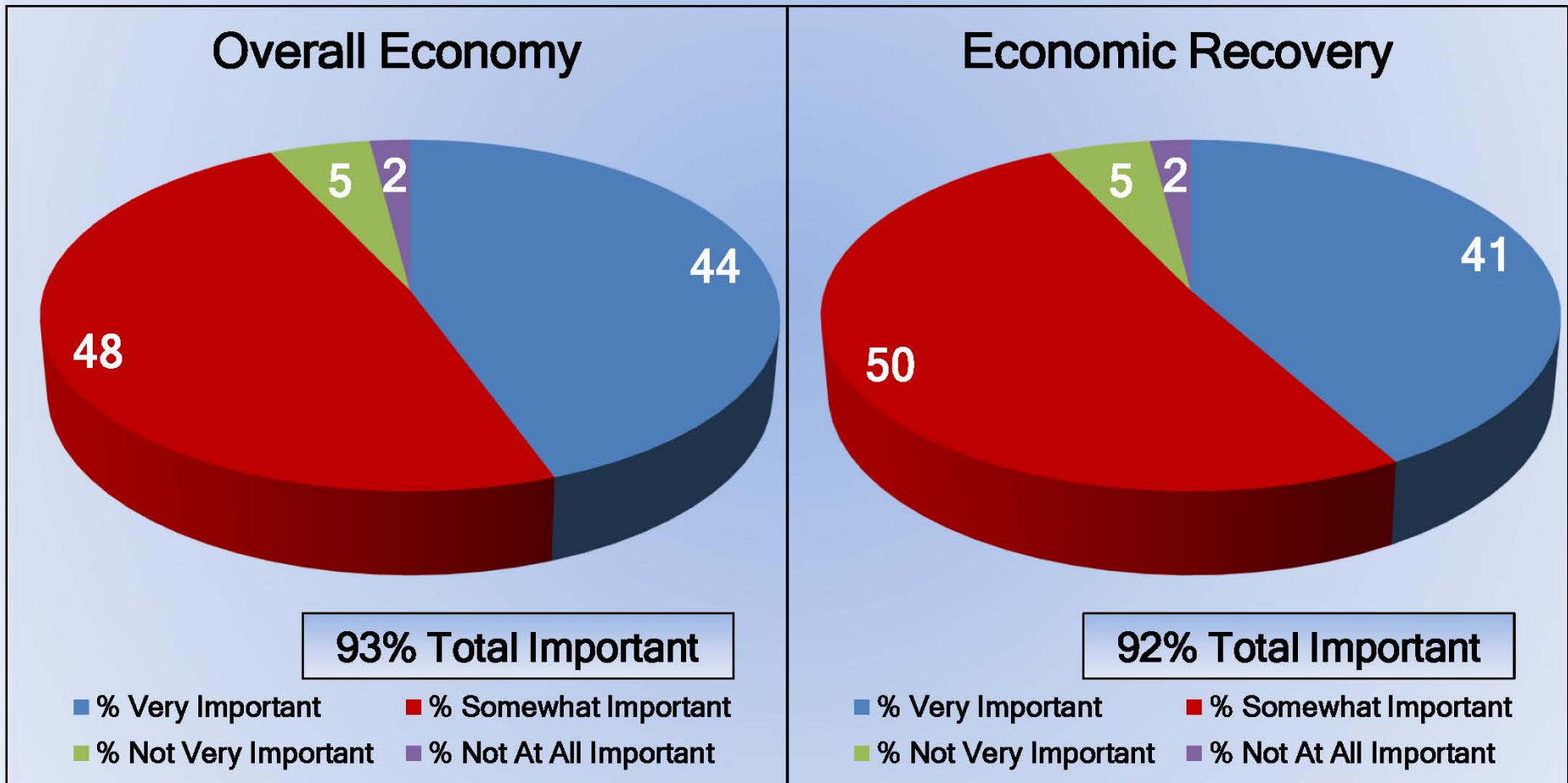
Washington REALTORS messages are honed:

KEY POINT #1

Washington can't have a full economic recovery until the real estate industry is strong again.

Voters See Real Estate Industry and Housing Market as Key to Both Washington's Overall Economy and Economic Recovery

Q.7 How important do you believe the real estate industry and housing market are to Washington's _____ -- would you say they are very important, somewhat important, not very important, or not important at all?



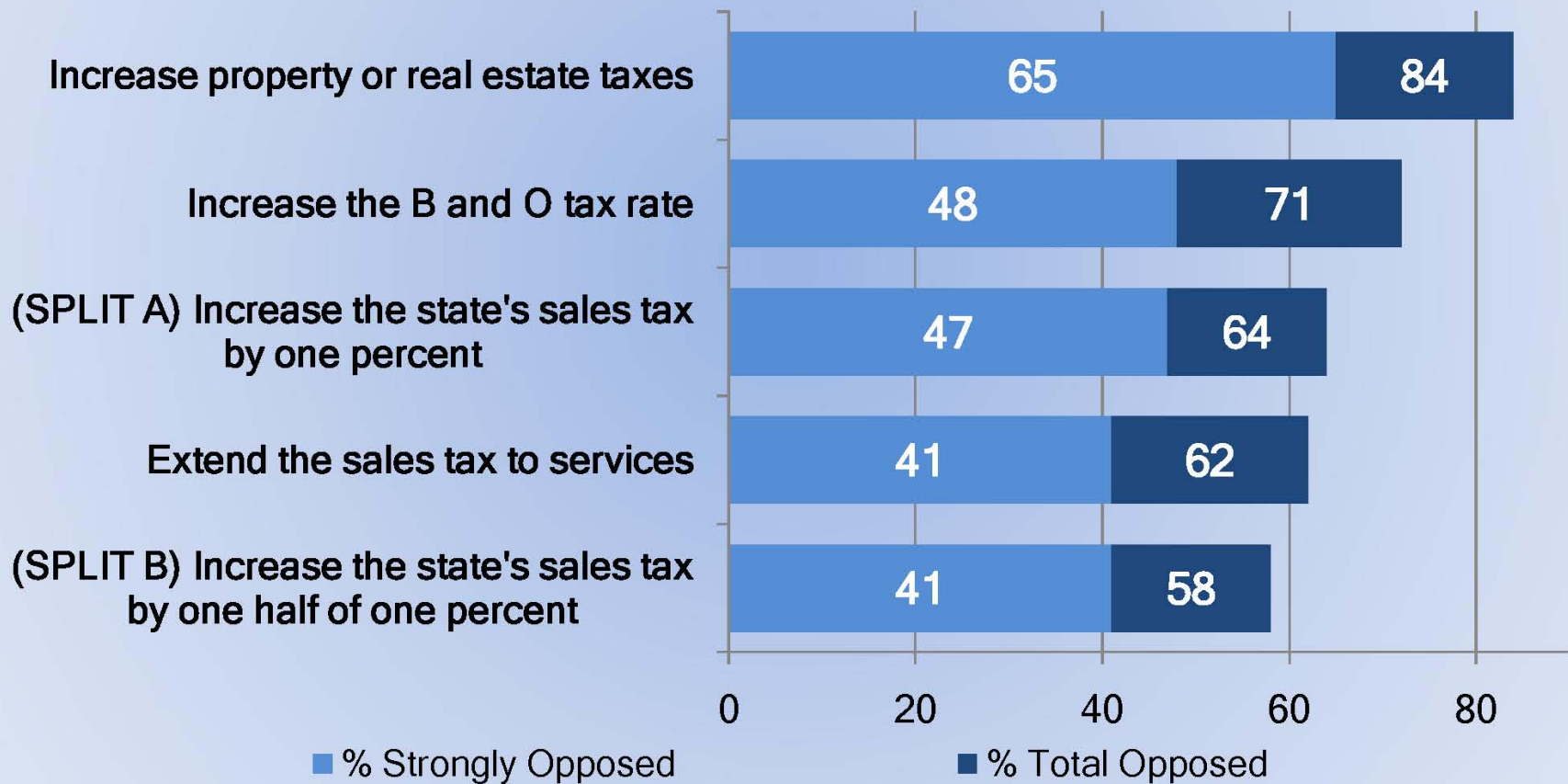
Washington REALTORS® messages are honed:

KEY POINT #2

Public policymakers must look for ways to support and encourage the full recovery of Washington's real estate market.

Voters Strongly Opposed to Increasing Property Taxes, B and O Tax, Sales Tax or Extending Sales Tax to Services

Q.27 Now I am going to read you some specific proposals from state leaders to close Washington state's two point six billion dollar budget deficit. For each proposal, I want you to tell me whether you favor or oppose it. The first/next proposal to close Washington state's two point six dollar budget deficit is...



Executive Summary: Messaging

- Messages against any increase in business or service taxes must emphasize the bottom line effect on individuals:
 - *Taxpayers* can't afford new taxes.
 - *Consumers* will end up paying for new taxes.
 - *Government* should live within its means, just like *taxpayers* do.
- Referencing current economic conditions helps personalize and strengthens the message:
 - Business taxes are just a hidden tax increase on consumers, who are already struggling in this economy.
 - Raising taxes now would slow the recovery, cost jobs and make things worse.

Executive Summary: Messaging

- Housing is important but not a central part of the anti-tax message. Instead, housing should be used more in general thematic positioning as to how to deal with the deficit, rather than getting bogged down in the effects of business and service taxes on housing costs and sales:

The best way to balance the budget is to create jobs and stabilize the housing market.

- Realtors are part of a credible business coalition that voters like and want to hear from. Realtors should be presented as small business people, rather than the Washington Realtors Association.