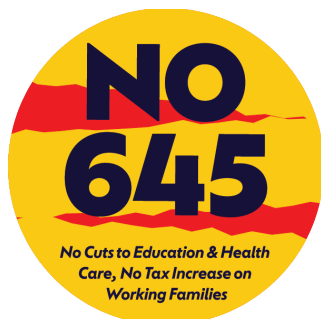




NO on 645

FOR IMMEDIATE RELEASE:

Wednesday, August 5, 2026

No645.com

ANOTHER POLL SHOWS BRIAN HEYWOOD'S I-645 IS DEEP UNDERWATER WITH WASHINGTON VOTERS

Counter to the highly misleading poll numbers recently issued by conservative tax opponents, I-645 is unpopular and likely to be defeated this November

SEATTLE, WA – Today, the NO on 645 campaign released the results of a second poll that shows I-645 deep underwater heading into the November election season.

A poll conducted in early June had I-645 losing by 19 points, and now a new poll conducted in mid-July produced even less favorable results - this time, I-645 is losing by 22 points, 37 percent to 59 percent.

Furthermore, in both June and July polls, even after message testing,

there was no scenario where the 'Yes' campaign reached 50% of the vote. **Supporters of I-645, including Let's Go Washington, have not released any polling data that tests the actual language that will appear on the November ballot.**

"Hedge fund mogul Brian Heywood may oppose taxing the very wealthy a little bit more to fund core public services, but Washington voters are not buying his arguments. The data is clear: voters are primed to reject Heywood's fiscally irresponsible effort to cut his own taxes while blowing a \$13 billion hole in our state's budget. Voters just aren't on board with cutting funding for K-12 education, health care, and child care, all while putting tax breaks for small businesses and working and middle class families at risk. This consistent polling data across multiple months makes it clear: **cutting taxes for the very wealthy while raising costs for everyone else is not a winning idea,**" said Erik Houser, spokesperson for NO on 645.

More on the new poll (see attached memo):

The poll was conducted by GBAO from July 12 - 19 via online panel and text-to-web, and includes 1,000 likely 2026 general election voters. The margin of error is +/- 3.1 percentage points.

Here is an initiative that might be on the ballot in Washington in November.

Initiative Measure No. IP26-645 concerns state and local taxes.

This measure would repeal a 9.9 percent tax on annual individual income over \$1,000,000; prohibit taxes measured by individual income and taxes on individual income or the receipt of individual income; and define "income."

This measure would decrease funding for K-12 education, healthcare, human services, and

higher education.

If the election were held today, would you vote yes or no on this measure?

Total Yes..... 37
Total No 59

This polling question has the exact ballot title language and the approximation of a likely PIID statement. [PIID](#) stands for “public investment impact disclosure,” which is required to be on the ballot for any measure that “repeals, levies, or modifies any tax or fee,” and it “must include a description of the investments that will be affected if the measure is adopted.”

Both June and July polls by GBAO asked respondents a question that reflects what will actually be on the ballot. Any poll of I-645 is not legitimate unless it includes the exact ballot title and a PIID, which is what voters will see when they fill out their ballots. Framing the question in any other way means the poll is not looking for accurate results.

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To: Interested Parties

From: GBAO

Date: August 5, 2026

IP26 645 Polling Results

Recent research on the initiative to repeal the Millionaire's Tax finds that voters oppose repealing the Millionaire's Tax by over 20 points. A strong majority (59%) of voters would vote 'No' while only 37% of voters support passing Initiative 645.

A survey of likely 2026 voters in Washington conducted via online panel and text-to-web. The survey of 1,000 likely voters was conducted July 12 – 19, 2026 and the total sample is subject to a ± 3.1 percentage-point margin of error at the 95% confidence level.

'No' starts with a strong advantage on an initiative to repeal the Millionaires Tax.

Initiative IP26-645

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