Why did the recent rejection of Referendum 88 in Washington State happen by a slim margin?

According to UW Political Science Asst. Prof. Jake Grumbach, there were two possibly causes: Polling where the “social desirability bias,” a tendency in survey respondents to give answers that make them look favorable to the surveyor. and the low turnout of local elections make it harder to get support for an vote.

For the full article please link here.