Introduction & Methodology

From April 13-18, 2023, DHM Research conducted an online survey of Washington residents. The purpose of the survey was to gauge Washingtonian's perceptions of the state and the economy, evaluate impressions of key leaders and organizations, determine priorities and sentiment towards key policy issues being discussed in the Washington legislature, and assess attitudes of emerging issues such as banking systems and artificial intelligence.

Research Methodology

The online survey consisted of 500 Washington residents ages 18+ who are registered to vote, and took approximately 13 minutes to complete. This is a sufficient sample size to assess Washingtonian's opinions generally and to review findings by multiple subgroups.

Respondents were members of a professionally maintained online panel. A variety of quality control measures were employed, including questionnaire pre-testing and validation. To ensure a representative sample, demographic quotas were set, and data were weighted by area of the state, age, gender, race, education, and voter results from the November 2022 U.S. Senate election in Washington.

Statement of Limitations

Any sampling of opinions or attitudes is subject to a margin of error. The margin of error is a standard statistical calculation that represents differences between the sample and total population at a confidence interval, or probability, calculated to be 95%. This means that there is a 95% probability that the sample taken for this study would fall within the stated margin of error if compared with the results achieved from surveying the entire population. The margin of error for this survey is +/- 4.4%.

DHM Research Background

DHM Research has been providing opinion research and consultation throughout the Pacific Northwest and other regions of the United States for over 40 years. The firm is nonpartisan and independent and specializes in research projects to support public policy making.

DHM Panel WA
April 13 – 18 2023
Washington State Voters
N=500; margin of error ±4.4%
13 minutes
DHM Research Project #00835

INTRO AND SCREENER QUESTIONS

S1. In what state do you live?

Response category	n=500
Washington	100%
All other	**TERM**

S2. Are you registered to vote at your current address?

Response category	n=500
Yes	100%
No	**TERM**

DEMOGRAPHICS

1. What best describes your gender?

Response category	n=500
Man	50%
Woman	50%
Non-binary or gender non-conforming	n=4

2. In what year were you born?

Response category	n=500
18–29	17%
30–44	26%
45–64	32%
65+	25%

3. Which of the following best describes your race or ethnicity?

Response category	n=500
African	2%
Asian/Pacific Islander	7%
Black/African American	6%
Hispanic/Latino/a/x	9%
Middle Eastern/North African	1%
Native American/American Indian	7%
White/Caucasian	76%
Other	3%
Don't know	n=1

4. What is the highest level of education that you have completed?

Response category	n=500
Less than high school	4%
High school diploma/GED	26%
Some college/2-year degree	33%
College degree/4-year degree	23%
Graduate/professional school	14%

5. Which category best describes your gross household income, before taxes? Remember to include everyone living in your household. Your best estimate will do.

Response category	n=500
Less than $25,000	13%
$25,000 to less than $50,000	22%
$50,000 to less than $75,000	20%
$75,000 to less than $100,000	15%
$100,000 to less than $150,000	15%
$150,000 or more	10%
I prefer not to say	5%

6. What is your party registration?

Response category	n=500
Democrat	37%
Republican	27%
Another party	4%
Not affiliated with a political party	31%

7. In what county do you live?

Response category	n=500
King	29%
Puget Sound (except King)	23%
Western	28%
Eastern	20%

8. How long have you lived in Washington State?

Response category	n=500
0–5 years	11%

6–10 years	8%
More than 10 years	79%
I prefer not to say	1%

9. Do you have any school age children living at home?

Response category	n=500
Yes	27%
No	72%
I prefer not to say	1%

10. Did you vote in the November 2022 general election?

Response category	n=500
Yes	77%
No	19%
I prefer not to say	3%

11. [If voted in November 2022] Which candidate for U.S. Senate did you vote for?

Response category	n=387
Patty Murray	48%
Tiffany Smiley	36%
Someone else	7%
I prefer not to say	8%

The following questions are about issues currently being discussed in the Washington State Legislature.

Compared to other states in the U.S., Washington has relatively high cost of living.

12. Which is closer to your opinion?

Response category	n=500
I would move to another state if my professional and personal situation allowed me to	51%
The cost of living in Washington is worth it for the quality of life	39%
Don't know	10%