

Introduction & Methodology

From April 13-18, 2023, DHM Research conducted an online survey of Washington voters. 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 $\pm 4.4\%$
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 US Senate did you vote for?

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

DIRECTION OF THE STATE & ECONOMIC CONDITIONS

12. All in all, would you say Washington is headed in the right direction or are things on the wrong track?

Response category	Apr. 2023 n=500	Nov. 2022 n=500	Sept. 2022 n=500
Right direction	39%	40%	37%
Wrong track	48%	48%	50%
Don't know	13%	12%	13%

13. How would you rate Washington's economic conditions today?

Response category	Apr. 2023 n=500	Nov. 2022 n=500	Sept. 2022 n=500	Mar. 2022 n=500
NET Good	48%	42%	49%	
Very good	5%	6%	8%	10%
Good	43%	36%	41%	42%
NET Poor	49%	55%	46%	
Poor	34%	38%	30%	34%
Very poor	15%	17%	15%	12%
Don't know	3%	3%	6%	3%

14. Would you say that the economic conditions in Washington are getting better, getting worse, or staying about the same?

Response category	Apr. 2023 n=500	Sept. 2022 n=500	Mar. 2022 n=500
Getting better	18%	20%	23%
Getting worse	46%	33%	50%
Staying about the same	33%	44%	24%
Don't know	3%	3%	3%

15. How worried, or not, are you about your personal financial situation?

Response category	Apr. 2023 n=500	Nov. 2022 n=500	Sept. 2022 n=500	Mar. 2022 n=500
NET Worried	58%	63%	70%	
Very worried	16%	24%	22%	23%
Somewhat worried	41%	40%	48%	42%
NET Not worried	42%	35%	29%	
Not too worried	33%	26%	23%	28%
Not at all worried	10%	9%	6%	8%
Don't know	<1%	2%	1%	<1%

16. How much, if at all, has inflation impacted your day-to-day spending?

Response category	Apr. 2023 n=500	Nov. 2022 n=500	Sept. 2022 n=500
NET Impacted	79%	79%	85%
Very much	40%	41%	46%
Somewhat	39%	39%	39%
NET Not impacted	20%	20%	15%
Not too much	16%	15%	13%
Not at all	3%	5%	2%
Don't know	1%	1%	<1%

17. Thinking about the job situation in Washington today, would you say that now is a good or bad time to find a quality job?

Response category	Apr. 2023 n=500	Nov. 2022 n=500	Sept. 2022 n=500	Mar. 2022 n=500
NET Good	54%	59%	67%	
Very good	11%	13%	20%	20%
Good	43%	46%	48%	52%
NET Bad	30%	28%	21%	
Bad	23%	23%	16%	19%
Very bad	7%	5%	5%	4%
Don't know	16%	13%	12%	5%

IMPRESSIONS OF LEADERS & ORGANIZATIONS

Indicate if you have a positive or negative impression of the following people and organizations.

Date	NET Positive	Very positive	Somewhat positive	NET Negative	Somewhat negative	Very negative	Don't know
18. Joe Biden							
Apr. 2023, n=500	45%	14%	31%	54%	19%	35%	1%
Nov. 2022, n=500	45%	18%	27%	52%	16%	36%	2%
Sept. 2022, n=500	46%	19%	27%	51%	15%	36%	4%
19. Donald Trump							
Apr. 2023, n=500	33%	14%	20%	65%	11%	54%	2%
Nov. 2022, n=500	31%	13%	19%	67%	14%	54%	1%
Sept. 2022, n=500	36%	17%	19%	61%	11%	50%	3%
20. Jay Inslee							
Apr. 2023, n=500	42%	16%	26%	48%	15%	33%	10%
Nov. 2022, n=500	43%	19%	23%	52%	19%	33%	6%
Sept. 2022, n=500	44%	15%	29%	48%	16%	33%	8%
21. Bob Ferguson							
Apr. 2023, n=500	23%	10%	13%	20%	8%	12%	56%
22. Amazon							
Apr. 2023, n=500	74%	31%	43%	23%	16%	7%	3%
Sept. 2022, n=500	63%	24%	39%	31%	22%	9%	6%
23. Costco							
Apr. 2023, n=500	88%	44%	44%	5%	3%	2%	7%
Sept. 2022, n=500	81%	39%	41%	12%	10%	3%	7%
24. Starbucks							
Apr. 2023, n=500	57%	18%	39%	35%	27%	8%	7%
Sept. 2022, n=500	53%	17%	36%	41%	31%	10%	6%

LEGISLATIVE ISSUES

The Washington State Legislature is currently in session and will soon adjourn.

25. In your own words, what do you think is the most important issue for the Washington State Legislature to address?

Response category	n=500
Address homelessness issues	25%
Inflation/The rising cost of living	13%
Provide more affordable housing	11%
Crime/Public safety	11%
Gun control/Address gun violence	8%
High taxes	7%
Address economy conditions/Supports the economy	6%
Address the drug addiction issues/Drugs	6%
Women's rights/Abortion rights	5%
Healthcare	4%
Climate change/Global warming	4%
Provide more jobs/Address unemployment issues	3%
Cutting back on spending/Fiscal responsibility/Balance the budget	3%
Improve law enforcement/Strict policies/Law and order	3%
Have better government leadership/More qualified politicians	3%
Addressing the increase of gas prices	3%
Provide funding on education/School funding	3%
Raising minimum wage/Increase living wages	3%
Address mental health issues	2%
Addressing the needs of the people/Supporting the people	2%
More police funding/More police presence	2%
Getting rid of Inslee	2%
Individual freedom/Human rights/Stop government control	2%
Provide more food assistance/More social assistance	1%
Getting rid of the handouts/Stop giving money to the people	1%
Improve roads/Bridges/ Infrastructure	1%
LGBTQ rights/Transgender rights	1%
Address environmental issues/Keeping the natural resources	1%
Immigration issues/Border security	1%
COVID-19 mandates	<1%
Provide clean energy/Fossil fuels/Focus on green energy	<1%
All other issues less than 1%	<1%
None	1%
Other	4%
Don't know	5%

Given what has already been passed during the legislative session, and what you know generally, do you think the 2023 legislature has done enough to address each of the following issues:

Response category	NET Yes	Yes, strongly	Yes, somewhat	NET No	No, somewhat	No, strongly	Don't know
26. Homelessness	22%	7%	15%	73%	24%	49%	5%
27. Public safety	36%	8%	29%	58%	27%	31%	5%
28. The cost of living in Washington	23%	7%	16%	72%	28%	44%	5%
29. Climate change	46%	14%	31%	38%	24%	14%	16%
30. Reproductive rights	55%	22%	33%	33%	17%	15%	13%

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.

31. 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%

32. Which is closer to your opinion?

Response category	n=500
High cost of living is necessary to have a strong economy	10%
High cost of living will limit Washington's growth over the next decade	79%
Don't know	11%

In 2021 the Washington State Legislature passed a measure that toughened the requirements for a police officer to pursue a suspect. Currently, officers need probable cause to arrest someone before initiating a pursuit. Recently, the Washington State Senate passed a bill that would lower the threshold and allow law enforcement officers to initiate a chase if the officer has a reasonable suspicion that a person in a vehicle has committed or is committing a serious crime. The bill has not yet passed the Washington State House.

33. Do you support lowering the threshold to allow law enforcement officers to initiate a chase if the officer has reasonable suspicion that a person in a vehicle has committed or is committing a serious crime?

Response category	n=500
NET Support	66%
Strongly support	40%
Somewhat support	26%
NET Oppose	29%
Somewhat oppose	12%
Strongly oppose	16%
Don't know	5%

For many digital devices instructions and equipment required to make repairs on a broken device are not made available by the manufacturer. The Washington State Legislature is currently considering a bill that would require manufacturers of digital electronic equipment to make parts, tools, and documentation necessary for repairing equipment like laptops, tablets, and cell phones.

34. Do you support legislation that would require manufacturers to make parts, tools, and documentation necessary for repairing digital electronic equipment?

Response category	n=500
NET Support	76%
Strongly support	40%
Somewhat support	37%
NET Oppose	9%
Somewhat oppose	6%
Strongly oppose	4%
Don't know	14%

HOUSING

The next questions are about housing.

The US Department of Housing and Urban Development (HUD) defines "affordable housing" as housing that accounts for no more than 30% (or about one-third) of a household's income. This suggestion includes basic utilities like water, heat, and electricity.

35. Using this calculation, is your housing situation affordable? Your best guess is okay.

Response category	n=500
Yes	49%
No	44%
Don't know	6%

36. If an emergency arose that would cost you and your household \$1,000, would you be able to pay for the emergency and pay your rent or mortgage on time?

Response category	n=500
Yes	51%
No	37%
I don't pay rent or mortgage	8%
Don't know	4%

37. In general, do you think it is a good time or bad time to buy a home?

Response category	n=500
Good time to buy	16%
Bad time to buy	68%
Don't know	16%

38. Over the next year, do you think the average price for homes in your area will increase, decrease, or stay about the same?

Response category	n=500
Increase	56%
Stay about the same	24%
Decrease	14%

Don't know	6%
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39. Some people say that rising home prices in Washington are a sign of economic growth and are good for the state. Do you agree or disagree?

Response category	n=500
NET Agree	24%
Strongly agree	4%
Somewhat agree	20%
NET Disagree	69%
Somewhat disagree	37%
Strongly disagree	32%
Don't know	7%

40. What is your current housing status?

Response category	n=500
Own your home	53%
Rent your home	34%
Some other agreement	12%

41. [If homeowner] In the next five years, would you prefer that the value of your home increase, decrease, or stay about the same?

Response category	n=266
Increase	56%
Decrease	7%
Stay about the same	34%
Don't know	3%

42. In the next five years, would you prefer the value of the typical home in your community increase, decrease, or stay about the same?

Response category	n=500
Increase	33%
Decrease	32%
Stay about the same	29%
Don't know	5%

43. Which would you prefer in the community where you live?

Response category	n=500
Increase the rate of home construction	18%
Slow the rate of home construction	40%
Continue the current rate of home construction	32%
Don't know	11%

44. Which would you prefer in Washington?

Response category	n=500
Increase the rate of home construction	26%
Slow the rate of home construction	34%
Continue the current rate of home construction	28%
Don't know	12%

The Washington State Department of Commerce estimates that the state needs to build an additional 1 million homes by 2044 to meet the housing needs of Washington's growing population. The next questions are about strategies that the Washington Legislature is considering to address this need. How effective or not do you think the following would be at addressing the state's housing needs?

Response category	NET Effective	Very effective	Somewhat effective	NET Ineffective	Not too effective	Not at all effective	Don't know
45. Borrow \$4 billion over the next six years to fund affordable housing and shelter construction across Washington							
n=500	47%	15%	32%	42%	21%	20%	12%
46. Pass statewide zoning laws to allow the construction of multiunit homes across the state							
n=500	59%	19%	41%	31%	16%	15%	9%
47. Provide tax exemptions for residents to modify single family homes to increase the availability of low-income households							
n=500	66%	24%	41%	26%	14%	12%	8%

48. Which of the following statements comes closest to your own views?

Response category	n=500
The government should provide tax incentives for organizations to build low-income housing	52%
The government should build low-income housing	35%
Don't know	14%

49. Various jurisdictions in the state allow for multiunit housing that permits building up to 4 units per lot. Which of the following statements comes closest to your own views?

Response category	n=500
Multi-unit housing will benefit my local community, I would like to see more investment in this.	46%
Multi-unit housing will do more harm for my local community, we should consider more ways to address the housing crisis.	41%
Don't know	13%

HOMELESSNESS

50. Which of the following statements comes closest to your own views?

Response category	n=500
Homelessness is mostly the result of a lack of affordable places to live	41%
Homelessness is mostly the result of mental illness and drug addiction	52%
Don't know	7%

51. Which of the following statements comes closest to your own views?

Response category	n=500
With the right policies and resources, homelessness is a problem that can be solved in my community	61%
No matter how hard we try, homelessness will always be a problem in my community	34%
Don't know	5%

BANKING SYSTEM

The next questions are about banks and the banking system.

52. How do you store most of your financial assets?

Response category	n=500
In a bank account	62%
In an investment account	22%
In cash	5%
In real estate	3%
In gold or other precious metals	1%
Some other way	7%

53. How confident do you feel about keeping your money in a large national bank?

Response category	n=500
NET Confident	65%
Very confident	22%
Somewhat confident	43%
NET Not confident	31%
Not too confident	20%
Not at all confident	11%
Don't know	4%

54. How confident do you feel keeping your money in a local or regional bank?

Response category	n=500
NET Confident	70%
Very confident	21%
Somewhat confident	48%
NET Not confident	25%
Not too confident	18%
Not at all confident	7%
Don't know	5%

ARTIFICIAL INTELLIGENCE (AI)

Recently, artificial intelligence (AI) technology has improved rapidly. Some say the innovations can help solve societies largest problems, others are worried that we do not yet fully understand the technology and should proceed with caution.

55. Overall, with regards to AI technology and the future, do you consider yourself:

Response category	n=500
An optimist	33%
A pessimist	23%
It's complicated	43%

56. When you read about high profile individuals giving dire warnings about AI what best describes your response?

Response category	n=500
It worries me	37%
It worries me, but I'm optimistic that we can handle the issues as they come	35%
It doesn't worry me	12%
I don't know what to think	16%

57. Which is closer to your opinion?

Response category	n=500
We should develop AI technology as quickly as possible if it will help solve society's largest problems.	14%
AI should only be developed if the technology is fully understood.	77%
Don't know	9%

58. Do you agree or disagree with the following statement: private companies should be responsible for supporting employees who lose their job to AI until they are able to find another job with similar pay.

Response category	n=500
NET Agree	72%
Strongly agree	33%
Somewhat agree	38%
NET Disagree	20%
Somewhat disagree	11%
Strongly disagree	9%
Don't know	9%

59. Do you agree or disagree with the following statement: AI should be regulated by the government.

Response category	n=500
NET Agree	60%
Strongly agree	28%
Somewhat agree	32%
NET Disagree	29%
Somewhat disagree	16%
Strongly disagree	12%
Don't know	12%

60. Some AI technologies are able to have human-like conversations and develop human-like text (examples include ChatGPT, Bard AI, and ChatSonic). Other AI technologies can create art and music that are indistinguishable from human made art and music. Do you believe it is ethical for people or companies to use AI technologies that replace humans for financial gain?

Response category	n=500
Yes, it is ethical	14%
No, it is not ethical	48%
It depends on the situation	38%