



December 18, 2023

Introduction & Methodology

From December 7-13, 2023, DHM Research conducted an online survey of Washington adults who are likely to vote in the November 2024 general election. The purpose of the survey was to gauge Washingtonian’s perceptions of the state and the economy, evaluate impressions of key leaders, and assess attitudes on different issues impacting Washington.

Research Methodology

The online survey consisted of N=500 likely Washington voters and took approximately 15 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 age, gender, region, political party, education, and income level.

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 Washington Panel
December 7-13, 2023
Washington State Residents
N=500; margin of error ±4.4%
15 minutes
DHM Research Project #00835**

BENCHMARK QUESTIONS

1. All things considered, would you say Washington is headed in the right direction or is it on the wrong track?

Response category	Dec. 2023 n=500	Aug. 2023 n=500	Apr. 2023 n=500	Nov. 2022 n=500	Sept. 2022 n=500
Right direction	33%	34%	39%	40%	37%
Wrong track	54%	53%	48%	48%	50%
Don't know	13%	13%	13%	12%	13%

2. What do you think is the most important problem facing Washington today? **[Open; showing coded open-ended responses above 1% along with none/don't know]**

Response category	Dec. 2023 n=500	Aug. 2023 n=500
Homelessness/Poverty	26%	27%
Inflation/Cost of living	16%	14%
Crime/Safety	9%	15%
Drugs/Fentanyl addiction	9%	10%
Affordable housing	8%	6%
High taxes	7%	5%
Poor government leadership	7%	5%
Environmental issues (i.e., climate change, wildfires, pollution, etc.)	6%	11%
Economy/Jobs	5%	6%
Lack of unity/Divisiveness	5%	2%
Gun control/Violence	3%	3%
Infrastructure/Roads/Highways	3%	1%
Getting rid of liberals/Democrats	2%	4%
Corruption/Greed	2%	1%
Getting rid of Republicans	2%	1%
Illegal immigration	2%	2%
Fiscal irresponsibility/Overspending	2%	2%
High gas prices	2%	5%
Other	5%	6%
Don't know/Refused	1%	1%

ECONOMY AND PERSONAL FINANCE

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

Response category	Dec. 2023 n=500	Aug. 2023 n=500	Apr. 2023 n=500	Nov. 2022 n=500	Sept. 2022 n=500	Mar. 2022 n=500
Total Good	46%	45%	48%	42%	49%	52%
Very good	6%	4%	5%	6%	8%	10%
Good	41%	41%	43%	36%	41%	42%
Total Poor	49%	50%	49%	55%	46%	46%
Poor	36%	37%	34%	38%	30%	34%
Very poor	13%	13%	15%	17%	15%	12%
Don't know	5%	4%	3%	3%	6%	3%

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

Response category	Dec. 2023 n=500	Aug. 2023 n=500	Apr. 2023 n=500	Sept. 2022 n=500	Mar. 2022 n=500
Getting better	15%	12%	18%	20%	23%
Getting worse	48%	49%	46%	33%	50%
Staying about the same	33%	36%	33%	44%	24%
Don't know	4%	3%	3%	3%	3%

5. Which of the following do you think is the best indicator of the direction of the economy?

Response category	n=500
The price of gas and groceries	58%
Unemployment rate	20%
Interest rates	10%
The stock market	7%
Something else [Open]	5%

6. Where do you get most of your information about the economy?

Response category	n=500
News apps, websites, or podcasts	37%
TV news	29%
Friends, family, and personal experience	14%
Social media	12%
Radio and print news	8%

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

Response category	Dec. 2023 n=500	Aug. 2023 n=500	Apr. 2023 n=500	Nov. 2022 n=500	Sept. 2022 n=500	Mar. 2022 n=500
Total Worried	65%	61%	58%	63%	70%	65%
Very worried	23%	23%	16%	24%	22%	23%
Somewhat worried	41%	39%	41%	40%	48%	42%
Total Not worried	34%	38%	42%	35%	29%	36%
Not too worried	26%	26%	33%	26%	23%	28%
Not at all worried	9%	11%	10%	9%	6%	8%
Don't know	1%	1%	<1%	2%	1%	<1%

8. What would most improve your personal financial situation in the next year?

Response category	n=500
Lower taxes	27%
Lower housing costs	24%
A higher wage	24%
Government stimulus	13%
Student debt forgiveness	5%
Don't know	7%

9. Which of the following do you feel has had the highest increase in prices over the past year?

Response category	n=500
Groceries	44%
Housing	24%
Gas and other transportation costs	23%
Utilities like electricity and water	3%
Other everyday items	3%
Don't know	2%

10. Which of the following do you feel has had the highest increase in prices over the past five years?

Response category	n=500
Housing	45%
Gas and other transportation costs	24%
Groceries	21%
Utilities like electricity and water	6%
Other everyday items	2%
Don't know	2%

Indicate if you have a positive or negative impression of the following people? **[Randomize]**

Response category (n=500)	Total Positive	Very positive	Somewhat positive	Total Negative	Somewhat negative	Very negative	Don't know
11. Jay Inslee	39%	13%	27%	51%	22%	28%	10%
12. Bob Ferguson	25%	8%	17%	27%	14%	13%	48%
13. Dave Reichert	21%	6%	15%	26%	17%	10%	53%
14. Joe Biden	41%	13%	28%	56%	19%	37%	2%
15. Donald Trump	34%	15%	19%	64%	11%	53%	1%
16. Ron DeSantis	26%	6%	20%	55%	16%	40%	19%
17. Nikki Haley	28%	7%	20%	41%	23%	18%	31%

TRENDED IMPRESSIONS:

Response category	Total Positive	Very positive	Somewhat positive	Total Negative	Somewhat negative	Very negative	Don't know
Jay Inslee							
December 2023, n=500	39%	13%	27%	51%	22%	28%	10%
August 2023, n=500	41%	12%	28%	48%	16%	33%	11%
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%
Joe Biden							
December 2023, n=500	41%	13%	28%	56%	19%	37%	2%
August 2023, n=500	43%	15%	28%	54%	18%	36%	3%
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	45%	19%	27%	51%	15%	36%	4%
Donald Trump							
December 2023, n=500	34%	15%	19%	64%	11%	53%	1%
August 2023, n=500	29%	12%	17%	67%	14%	53%	4%
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%

18. Which is closer to your opinion?

Response category	n=500
I care more about <u>top issues</u> when I vote	63%
I care more about <u>ideology</u> when I vote	26%
I care more about <u>party</u> when I vote	8%
Don't know	3%

WASHINGTON EDUCATION SYSTEM

The next set of questions are about the education system in Washington.

Indicate if your impression of the following is positive or negative. **[Randomize]**

Response category (n=500)	Total Positive	Very positive	Somewhat positive	Total Negative	Somewhat negative	Very negative	Don't know
19. Your local school district	61%	20%	40%	25%	18%	6%	15%
20. Public school teachers in your community	73%	31%	42%	16%	11%	5%	11%
21. Unions that represent public school teachers	56%	20%	37%	29%	15%	15%	14%

22. How familiar, if at all, are you with critical race theory?

Response category	n=500
Total Familiar	60%
Very familiar	17%
Somewhat familiar	43%
Total Unfamiliar	37%
Not too familiar	21%
Not at all familiar	17%
Don't know	3%

23. Do you support or oppose critical race theory being taught in your local public schools?

Response category	n=500
Total Support	41%
Strongly support	18%
Somewhat support	23%
Total Oppose	35%
Somewhat oppose	13%
Strongly oppose	22%
Don't know	24%

24. Do you support or oppose students learning about gender identity and sexual orientation in public schools?

Response category	n=500
Total Support	45%
Strongly support	23%
Somewhat support	22%
Total Oppose	48%
Somewhat oppose [Skip to Q26]	16%
Strongly oppose [Skip to Q26]	32%
Don't know [Skip to Q26]	7%

25. **[If Support at Q24]** At what age do you think it is appropriate for children to begin learning about gender identity and sexual orientation in school? **[Dropdown ages 4-18]**

Response category	n=225
Total Below Age 10	26%
Age 4	7%
Age 5	2%
Age 6	4%
Age 7	3%
Age 8	7%
Age 9	4%
Total Ages 10+	74%
Age 10	21%
Age 11	4%
Age 12	17%
Age 13	16%
Age 14	4%
Age 15	4%
Age 16	3%
Age 17	2%
Age 18	2%

PUBLIC SAFETY

Now we have a few questions about safety in your community.

26. How safe do you feel in your community?

Response category	n=500
Total Safe	76%
Very safe	17%
Safe	59%
Total Unsafe	22%
Unsafe	20%
Very unsafe	2%
Don't know	2%

Please rate your overall confidence in the following people and organizations. **[Randomize]**

Response category (n=500)	Total Confident	Very confident	Somewhat confident	Total Not confident	Not too confident	Not at all confident	Don't know
27. The United States Supreme Court	36%	10%	26%	59%	32%	27%	5%
28. Your county district attorney	43%	11%	32%	34%	21%	13%	23%
29. Your local police department	65%	21%	44%	32%	22%	10%	3%

30. In the last year, have you interacted with a law enforcement officer?

Response category	n=500
Yes	34%
No	66%
Don't know	<1%

31. Which of the following are current topics of concern in your neighborhood? Please select all that apply. **[Multiple select, randomize except "None"]**

Response category	n=500
Public order, crime/civility concerns (e.g., people loitering or being disruptive, non-regulated homeless encampments, public drug or alcohol use, littering/dumping, etc.)	49%
General community/other concerns (e.g., lack of resources for individuals with mental health illness, problem/nuisance properties in the area, general community safety or quality of life issues, etc.)	49%
Violent/property crime concerns (e.g., assault, robbery, homicide, gun violence, theft, auto theft, etc.)	40%
Police department/crime prevention concerns (e.g., delayed police response to calls, lack of crime prevention education, not enough or too many police in neighborhood, etc.)	32%
Traffic/parking/transit/other concerns (e.g., parking issues, pedestrian safety, traffic safety, safety issues at bus stops, etc.)	26%
None of the above [Exclusive]	16%

HOUSING

The next questions are about housing.

32. What percentage of your household income is spent on housing? Your best guess is okay. **[Open 0-100%]**

Response category	n=500
Total 0% - 30%	46%
0%	6%
1% - 10%	9%
11% - 20%	15%
21% - 30%	16%
Total 31% - 50%	30%
31% - 40%	16%
41% - 50%	14%
Total Over 50%	23%
51% - 60%	8%
61% - 70%	6%
71% - 80%	6%
81% - 90%	1%
91% - 99%	<1%
100%	2%
Average	38%

33. What is your current housing status?

Response category	Dec. 2023 n=500
Own your home	55%
Rent your home	36%
Some other arrangement	9%

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

Response category	Dec. 2023 n=500	Aug. 2023 n=500	Apr. 2023 n=500
Good time to buy	11%	14%	16%
Bad time to buy	69%	66%	68%
Don't know	21%	20%	4%

As you may know, many communities in Washington are experiencing housing shortages. The following questions present ideas for different housing rules that could apply to communities to improve the availability and affordability of housing. For each indicate how much you support or oppose the idea. **[Randomize]**

Response category (n=500)	Total Support	Strongly support	Somewhat support	Total Oppose	Somewhat oppose	Strongly oppose	Don't know
35. Pass housing rules that allow property owners to build multi-unit buildings on any residential lot such as duplexes, townhomes, or other small multi-family buildings.	57%	21%	36%	35%	18%	17%	8%
36. Pass housing rules that allow more apartments to be built near train stations, bus stations, or major job centers.	69%	27%	42%	21%	13%	9%	9%
37. Allow decisions about the number of off-street parking spaces—like driveways, garages, and parking lots—to be made by property owners and builders instead of local governments.	56%	20%	37%	30%	18%	11%	14%

Response category (n=500)	Total Support	Strongly support	Somewhat support	Total Oppose	Somewhat oppose	Strongly oppose	Don't know
38. Require local governments to use a quick and clear process for making decisions about building permits.	80%	37%	42%	12%	10%	3%	8%
39. Allow offices, hotels, or other commercial buildings to be converted into housing.	74%	33%	41%	19%	11%	8%	7%

ARTIFICIAL INTELLIGENCE

40. What 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	15%
AI should be developed only if the technology is fully understood	79%
Don't know	6%

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

Response category	n=500
Total Agree	60%
Strongly agree	25%
Somewhat agree	35%
Total Disagree	27%
Somewhat disagree	17%
Strongly disagree	11%
Don't know	12%

42. **[If Agree at Q41]** What level of government should regulate AI?

Response category	n=301
Federal	74%
State	13%
Local	5%
Don't know	8%

HOLIDAY CHEER

Turning to a new topic. These final questions are about less serious issues.

43. Overall, do you find the holiday season to be:

Response category	n=500
More stressful	42%
More fun	45%
Not sure	13%

44. In December, do you think you should wish people:

Response category	n=500
Merry Christmas	49%
Happy Holidays	42%
Something else [Open]	6%
Unsure	3%

45. What is the most appropriate way to stay dry on a rainy day:

Response category	n=500
Rain jacket	53%
Umbrella	37%
Some other way [Open]	10%

46. Which is closer to your opinion:

Response category	n=500
Businesses should always accept cash as a form of payment	72%
It is okay for businesses to accept only cashless forms of payment	23%
Don't know	4%

DEMOGRAPHICS

47. How do you describe your gender?

Response category	n=500
Man	49%
Woman	50%
Non-binary or gender non-conforming	1%
Another way [Open]	n=
I prefer not to say	n=1

48. In what year were you born? **[Open]**
[Autofill age as:]

Response category	n=500
18-29	19%
30-44	25%
45-64	32%
65+	24%
I prefer not to say	--

49. Which of the following best describes your race or ethnicity? *You may choose more than one.* **[Allow for multiple responses]**

Response category	n=500
African	2%
Asian/Pacific Islander	10%
Black/African American	7%
Hispanic/Latino/a/x	7%
Middle Eastern/North African	1%
Native American/American Indian	4%
White/Caucasian	74%
Other	3%
Don't know	n=1
I prefer not to say	1%
White Alone	67%
POC	32%

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

Response category	n=500
Less than high school	3%
High school diploma/GED	26%
Some college/2-year degree	34%
College degree/4-year degree	22%
Graduate/professional school	15%
I prefer not to say	n=2

51. What is your current employment status?

Response category	n=500
Total Employed	52%
Employed: full-time	37%
Employed: part-time	15%
Total Unemployed	19%
Unemployed: looking for work	11%
Unemployed: not looking for work	7%
Retired	26%
I prefer not to say	4%

52. 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	16%
\$25,000 to less than \$50,000	22%
\$50,000 to less than \$75,000	18%
\$75,000 to less than \$100,000	15%
\$100,000 to less than \$150,000	16%
\$150,000 or more	11%
I prefer not to say	3%

53. In what county do you live? **[Dropdown box of all Washington counties]**
[Autofill area as]:

Response category	n=500
King County	28%
Puget Sound (except King County)	24%
Western	29%
Eastern	20%
I prefer not to say	--

54. Do you consider yourself as a Democrat, Republican, or Independent?

Response category	n=500
Democrat	31%
Republican	20%
Independent	40%
Another party	2%
Don't know	3%
I prefer not to say	4%