

March 20, 2024

Introduction & Methodology

From March 8-13, 2024, DHM Research conducted an online survey of Washington registered voters. 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 Washington voters and took approximately 14 minutes to complete. This is a sufficient sample size to assess Washingtonian's opinions generally and to review findings by multiple subgroups.

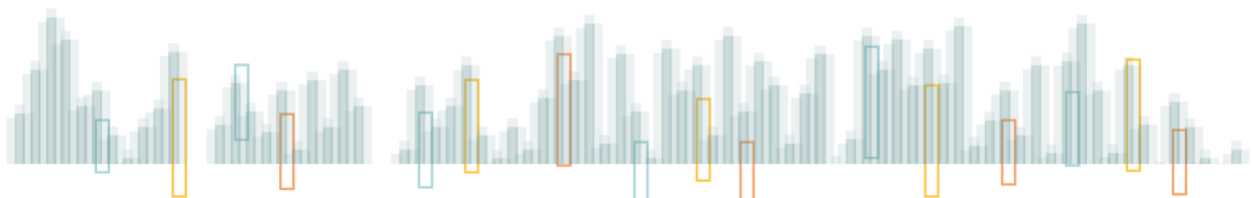
Respondents were members of a professionally maintained online panel. A variety of quality control measures were employed, including questionnaire pre-testing and validation. To ensure a representative sample, demographic quotas were set and data were weighted by age, gender, region, political party, 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 Panel WA
March 8 - 13 2024
Washington State Registered Voters
N=500; margin of error ±4.4%
14 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	Mar. 2024 n=500	Dec. 2023 n=500	Aug. 2023 n=500	Apr. 2023 n=500	Nov. 2022 n=500	Sept. 2022 n=500
Right direction	39%	33%	34%	39%	40%	37%
Wrong track	50%	54%	53%	48%	48%	50%
Don't know	11%	13%	13%	13%	12%	13%

TIPPING CULTURE

Turning to a new topic.

2. Do you support or oppose businesses suggesting tip amounts to their customers - for example, on the bill or on a checkout screen?

Response category	n=500
NET Support	33%
Strongly support	9%
Somewhat support	23%
NET Oppose	60%
Somewhat oppose	22%
Strongly oppose	37%
Don't know	8%

3. Do you support or oppose businesses including automatic service charges or tips on customers' bills, regardless of group size?

Response category	n=500
NET Support	20%
Strongly support	6%
Somewhat support	13%
NET Oppose	74%
Somewhat oppose	23%
Strongly oppose	52%
Don't know	6%

How often to you leave a tip when...

Response category n=500	NET Always / often	Always	Often	NET Sometimes / Never	Sometimes	Never	I do not use this type of service
4. Eating at a restaurant where there are servers (e.g., a sit-down restaurant)	89%	74%	15%	10%	9%	1%	2%
5. Getting a haircut	74%	56%	18%	14%	9%	5%	12%
6. Having food delivered (e.g., through a delivery app)	54%	39%	14%	14%	11%	3%	33%
7. Buying a drink at a bar	54%	40%	13%	17%	14%	3%	30%
8. Using a taxi or rideshare service	50%	32%	17%	15%	12%	3%	36%
9. Buying a coffee or other beverage at a coffee shop	45%	29%	16%	40%	24%	16%	15%

10. How much do you tip for an average meal at a sit-down restaurant?

Response category	n=500
20% or more	24%
15%-<20%	40%
10%-<15%	21%
5%-<10%	10%
>1-<5%	3%
0%	<1%

Response category	n=500
Does not apply	2%