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.
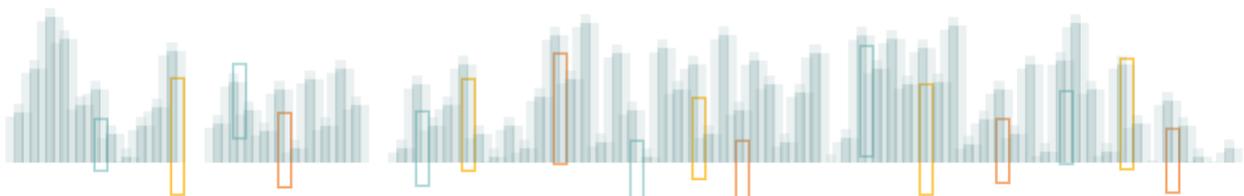
DHM Panel WA
March 8 – 13 2024
Washington State Registered Voters
N=500; margin of error ±4.4%
14 minutes
DHM Research Project #00835

INTRO AND SCREENER QUESTIONS

1. In which state do you live?

Response category	n=500
Washington	100%
Other	0%

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

Response category	n=500
Yes	100%
No	0%

DEMOGRAPHICS

3. How do you describe your gender?

Response category	n=500
Man	48%
Woman	50%
Non-binary or gender non-conforming	1%
Another way **[Open]**	0%
I prefer not to say	1%

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

Response category	n=500
18–29	15%
30–44	26%
45–64	31%
65+	28%
I prefer not to say	1%

5. Which of the following best describes your race or ethnicity? *Please select all that apply.* **[Allow for multiple responses]**

Response category	n=500
African	n=2
Asian/Pacific Islander	15%
Black/African American	9%
Hispanic/Latino/a/x	4%
Middle Eastern/North African	n=1
Native American/American Indian	4%
White/Caucasian	73%
Other	2%
Don't know	0%
I prefer not to say	1%

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

Response category	n=500
Less than high school	3%
High school diploma/GED	28%
Some college/2-year degree	32%
College degree/4-year degree	20%
Graduate/professional school	17%
I prefer not to say	0%

7. 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	11%
$25,000 to less than $50,000	17%
$50,000 to less than $75,000	13%
$75,000 to less than $100,000	13%
$100,000 to less than $150,000	24%
$150,000 or more	20%
I prefer not to say	2%

8. In which county do you live? **[Dropdown box of all Washington counties] [Autofill as area]**

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

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

Response category	n=500
Democrat	39%
Republican	28%
Independent	26%
Another party	0%
Don't know	5%
I prefer not to say	4%

10. Are you the parent of a child age 18 or younger?

Response category	n=500
Yes	45%
No	55%

11. **[If "yes" to Q10]** How many children ages 18 or under do you currently parent?

Response category	n=225
1	52%
2	38%
3	8%
4	1%
5+	1%

BENCHMARK QUESTIONS

12. 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%

13. 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	Mar. 2024 n=500	Dec. 2023 n=500	Aug. 2023 n=500
Homelessness/Poverty	28%	26%	27%
Cost of living/Inflation (food, gas, etc.)	17%	16%	14%
Crime/Public safety	14%	9%	15%
Taxes	10%	7%	5%
Affordable housing	9%	8%	6%
Economy/Jobs	6%	5%	6%
Drug addiction	5%	9%	10%
Getting rid of Democrats/Biden	5%	2%	4%
Immigration/Border security	5%	2%	2%
Other	5%	5%	6%
Environment/Climate change	4%	6%	11%
Leadership/Governor	3%	7%	5%
Government/Politics	3%	--	--
Gun control/Gun rights	3%	3%	3%
Education/Schools	2%	--	--
Health/Mental issues	2%	--	--
Low wages/Minimum wage	2%	--	--
Roads/Infrastructure	2%	3%	1%
Don't know/Refused	1%	1%	1%

ECONOMY AND PERSONAL FINANCE

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

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	Mar. 2022 n=500
NET Good	**53%**	**46%**	**45%**	**48%**	**42%**	**49%**	**52%**
Very good	7%	6%	4%	5%	6%	8%	10%
Good	46%	41%	41%	43%	36%	41%	42%
NET Poor	**44%**	**49%**	**50%**	**49%**	**55%**	**46%**	**46%**
Poor	33%	36%	37%	34%	38%	30%	34%
Very poor	10%	13%	13%	15%	17%	15%	12%
Don't know	4%	5%	4%	3%	3%	6%	3%

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

Response category	Mar. 2024 n=500	Dec. 2023 n=500	Aug. 2023 n=500	Apr. 2023 n=500	Sept. 2022 n=500	Mar. 2022 n=500
Getting better	20%	15%	12%	18%	20%	23%
Getting worse	45%	48%	49%	46%	33%	50%
Staying about the same	32%	33%	36%	33%	44%	24%
Don't know	3%	4%	3%	3%	3%	3%

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

Response category	Mar. 2024 n=500	Dec. 2023 n=500
The price of gas and groceries	62%	58%
Unemployment rate	20%	20%
Interest rates	8%	10%
The stock market	2%	7%
Something else **[Open]**	8%	5%

17. How worried are you about your personal financial situation?

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	Mar. 2022 n=500
NET Worried	**62%**	**65%**	**61%**	**58%**	**63%**	**70%**	**65%**
Very worried	19%	23%	23%	16%	24%	22%	23%
Somewhat worried	43%	41%	39%	41%	40%	48%	42%
NET Not worried	**38%**	**34%**	**38%**	**42%**	**35%**	**29%**	**36%**
Not too worried	27%	26%	26%	33%	26%	23%	28%
Not at all worried	10%	9%	11%	10%	9%	6%	8%
Don't know	1%	1%	1%	<1%	2%	1%	<1%

18. *Redacted for future release*

IMPRESSIONS OF LEADERS AND ORGANIZATIONS

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

Response category n=500	Total Positive	Very positive	Somewhat positive	Total Negative	Somewhat negative	Very negative	Don't know
19. Joe Biden	**46%**	21%	25%	**51%**	14%	37%	3%
20. Donald Trump	**36%**	16%	19%	**60%**	13%	47%	5%
21. Jay Inslee	**44%**	16%	28%	**47%**	13%	35%	8%
22. Bob Ferguson	**30%**	12%	18%	**25%**	13%	12%	45%
23. David Reichert	**30%**	10%	21%	**20%**	12%	8%	50%
24. Amazon	**80%**	32%	47%	**19%**	13%	6%	1%
25. Costco	**90%**	49%	41%	**5%**	4%	1%	5%
26. Starbucks	**62%**	20%	42%	**34%**	23%	10%	5%
27. Microsoft	**81%**	26%	55%	**15%**	12%	3%	4%
28. Boeing	**56%**	14%	42%	**35%**	24%	11%	9%

TRENDED IMPRESSIONS:

Response category	NET Positive	Very positive	Somewhat positive	NET Negative	Somewhat negative	Very negative	Don't know
Joe Biden							
March 2024, n=500	**46%**	21%%	25%	**51%**	14%	37%	3%
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							
March 2024, n=500	**36%**	16%	19%	**60%**	13%	47%	5%
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%
Jay Inslee							
March 2024, n=500	**44%**	16%	28%	**47%**	13%	35%	8%
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%
Amazon							
March 2024, n=500	**80%**	32%	47%	**19%**	13%	6%	1%
Apr. 2023, n=500	**74%**	31%	43%	**23%**	16%	7%	3%
Sept. 2022, n=500	**63%**	24%	39%	**31%**	22%	9%	6%

Response category	NET Positive	Very positive	Somewhat positive	NET Negative	Somewhat negative	Very negative	Don't know
Costco							
March 2024, n=500	**90%**	49%	41%	**5%**	4%	1%	5%
Apr. 2023, n=500	**88%**	44%	44%	**5%**	3%	2%	7%
Sept. 2022, n=500	**81%**	39%	41%	**12%**	10%	3%	7%
Starbucks							
March 2024, n=500	**62%**	20%	42%	**34%**	23%	10%	5%
Apr. 2023, n=500	**57%**	18%	39%	**35%**	27%	8%	7%
Sept. 2022, n=500	**53%**	17%	36%	**41%**	31%	10%	6%

CURRENT ISSUES

The following questions are about topics discussed by the Washington State Legislature during the 2024 legislative session.

PUBLIC SAFETY

Public safety is a topic of conversation in communities across the Pacific Northwest.

29. How safe do you feel in your community?

Response category	Mar. 2024, n=500	Dec. 2023, n=500
NET Safe	**73%**	**76%**
Very safe	21%	17%
Somewhat safe	52%	59%
NET Unsafe	**27%**	**22%**
Somewhat unsafe	22%	20%
Very unsafe	5%	2%
Don't know	0%	2%

30. What most influences how safe you feel in your community? **[Open; showing coded open-ended responses above 1% along with none/don't know]**

Response category	n=500
Crime rate / Public safety / Violence	50%
Homelessness	16%
Police presence / Law enforcement	11%
Drug addiction	8%
Friendly / Good neighborhood/community	7%
Better gun control / Gun violence	6%
It is a small community/rural area	5%

Response category	n=500
Being comfortable / Calm / Not being afraid	3%
Roads / Streetlights / Potholes	3%
Carjacking / Cars broken into	2%
Home security system / Security cameras	2%
Positive mentions (i.e., nice, good, no problem, etc.)	2%
None / It is not safe	1%
Others	7%
Don't know / Refused	2%

31. Where do you get most of your information about public safety in your community?

Response category	n=500
Local news sources (e.g., newspapers, TV news channels)	53%
Social media (e.g., Facebook, Reddit, Nextdoor, etc.)	22%
Directly from neighbors and friends	14%
Law enforcement agencies' websites or social media accounts	6%
Community meetings or communications	3%
Some other way **[Open]**	3%

32. Does the level of visible homelessness in your community impact how safe you feel in your community?

Response category	n=500
NET Yes	**71%**
Yes, very much	34%
Yes, somewhat	37%
NET No	**28%**
No, not too much	22%
No, not at all	6%
Don't know	1%

HOUSING

The next questions are about housing.

33. What is your current housing status?

Response category	n=500
Own your home	63%
Rent your home	30%
Some other arrangement	7%

34. Who do you feel has more power in the housing rental market?

Response category	n=500
Landlords	72%
Renters	15%
Don't know	12%

35. Do you view owning a home as part of the "American Dream"?

Response category	n=500
Yes	74%
No	19%
Don't know	8%

36. Do you believe it is ethical for individuals to invest in residential housing, beyond their primary residence, for personal financial gain?

Response category	n=500
Yes	65%
No	20%
Don't know	15%

37. Do you believe it is ethical for corporations or investment groups to invest in residential housing for financial gain?

Response category	n=500
Yes	39%
No	47%
Don't know	14%

38. Do you believe that corporations or investment groups based outside the U.S. should be able to invest in residential real estate inside the U.S.?

Response category	n=500
Yes	18%
No	71%
Don't know	11%

39. Which is closer to your opinion?

Response category	n=500
Every community should have housing options for people of all income levels	75%
It is okay for some communities to only have housing options for people with higher or lower incomes	19%
Don't know	6%

40. Which is closer to your opinion?

Response category	n=500
The price of housing will continue to rise where I live regardless of how many units are built there	65%
Building more units of housing in my community will help stabilize the price of housing where I live	26%
Don't know	9%

41. Which is closer to your opinion?

Response category	n=500
State and local governments should play a role in addressing housing affordability.	79%
State and local governments should not play a role in addressing housing affordability.	21%

HOMELESSNESS

Another topic discussed during Washington's legislative session was homelessness.

42. Which of the following statements comes closest to your own view?

Response category	Mar. 2024 n=500	Apr. 2023 n=500
Homelessness is mostly the result of mental illness and drug addiction	51%	52%
Homelessness is mostly the result of a lack of affordable places to live	40%	41%
Don't know	10%	7%

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

Response category	Mar. 2024 n=500	Apr. 2023 n=500
With the right policies and resources, homelessness is a problem that can be solved in my community	62%	61%
No matter how hard we try, homelessness will always be a problem in my community	28%	34%
Don't know	10%	5%

44. What do you think will have the largest impact on the level of homeless in Washington over the next 10 years?

Response category	n=500
Improving access to mental health and drug treatment programs	43%
Increasing the number of jobs available for workers of all skill levels	22%
Building more housing units	15%
Providing more resources to law enforcement agencies	12%
Something else **[Open]**	7%

TAX STRUCTURE

Washington's tax structure was also discussed by legislators during the most recent legislative session.

45. How knowledgeable are you about Washington State's tax structure?

Response category	n=500
NET Knowledgeable	**48%**
Very knowledgeable	9%
Somewhat knowledgeable	39%
NET Not knowledgeable	**49%**
Not too knowledgeable	33%
Not at all knowledgeable	16%
Don't know	3%

46. Which is closer to your opinion?

Response category	n=500
Washington State's tax structure is beneficial to Washington and its residents	26%
Washington State's tax structure is regressive and hurts more Washingtonians than it helps	44%
Don't know	30%

Washington is one of only a few states in the United States that does not impose a personal income tax on residents. Proponents of this approach say that this structure makes Washington attractive to businesses and high earners while opponents say that the structure is regressive and hurts those with the lowest incomes in Washington.

47. Now that you've heard more about Washington State's tax structure, which is closer to your opinion?

Response category	n=500
Washington State's tax structure is beneficial to Washington and its residents	46%
Washington State's tax structure is regressive and hurts more Washingtonians than it helps	34%
Don't know	20%

TIPPING CULTURE

Turning to a new topic.

48. Do you support or oppose businesses suggesting tip amounts to their customers – for example, on the bill or on a check out 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%

49. 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
50. Eating at a restaurant where there are servers (e.g., a sit-down restaurant)	**89%**	74%	15%	**10%**	9%	1%	2%
51. Getting a haircut	**74%**	56%	18%	**14%**	9%	5%	12%
52. Having food delivered (e.g., through a delivery app)	**54%**	39%	14%	**14%**	11%	3%	33%
53. Buying a drink at a bar	**54%**	40%	13%	**17%**	14%	3%	30%

Response category n=500	NET Always / often	Always	Often	NET Sometimes / Never	Sometimes	Never	I do not use this type of service
54. Using a taxi or rideshare service	**50%**	32%	17%	**15%**	12%	3%	36%
55. Buying a coffee or other beverage at a coffee shop	**45%**	29%	16%	**40%**	24%	16%	15%

56. 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%
Does not apply	2%