

Introduction and Methodology

From July 7 to 17, 2025, DHM Research conducted an online survey of Washington residents. The purpose of the survey was to assess residents' mood and economic outlook as well as impressions of governmental figures and policies. This survey also explored residents' attitudes toward local sports, including sport players, venues, and sentiment surrounding Seattle hosting World Cup matches.

Research Methodology

The online survey consisted of N=700 Washington residents with an oversample of N=300 responses from King County residents 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. The oversample allowed for a sufficient sample size to analyze opinions for local topics in King County.

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.

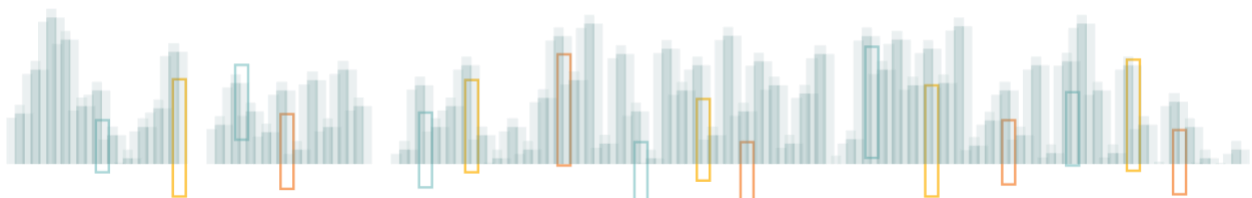
This topline document focuses on data for King County, and compares the King County results to those for the statewide sample.

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 +/- 3.7%. The margin of error for King County is +/- 5.7%.

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 Washington
July 2025
Washington Residents
15 minutes
N=700, margin of error +/-3.7%
N=300 in King County, margin of error +/-5.7%

Hello. We have some questions about issues important to your community. The survey should only take a few minutes, and we think you will find the questions interesting. Your answers are strictly confidential.

DEMOGRAPHICS FOR QUOTAS

1. In which state do you live? **[Terminate if not Washington]**

Response category	Total n=700
Washington	100%
All others	--

2. In which county do you live?

Response category	King County n=300	Total n=700
King	100%	29%
Puget Sound (except King)	--	23%
Western	--	28%
Eastern	--	20%

3. **[Split A: n=350]** How do you describe your gender?

Response category	King County n=300	Total n=700
Man	51%	51%
Woman	47%	47%
Non-binary or gender non-conforming	2%	1%
Another way (please specify): [Open]	--	1%

4. **[Split B: n=350]** How do you describe your gender?

Response category	King County n=300	Total n=700
Man	49%	45%
Woman	49%	53%
Non-binary	1%	1%
Gender fluid	--	--
Gender neutral	--	--
Trans woman	1%	--
Trans man	<1%	1%
Two-Spirit	--	--
Something else fits better (please specify): [Open]	--	--

5. In what year were you born? **[Open]**

Response category	King County n=300	Total n=700
18-29	21%	15%
30-44	32%	26%
45-64	30%	31%
65+	17%	28%

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

Response category	King County n=300	Total n=700
African	1%	1%
Asian/Pacific Islander	11%	7%
Black/African American	9%	8%
Hispanic/Latino/a/x	14%	13%
Middle Eastern/North African	n=0	n=0
Native American/American Indian	2%	5%
White/Caucasian	77%	77%
Other	1%	2%
White alone	63%	68%
People of Color	37%	32%

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	King County n=300	Total n=700
Less than \$25,000	9%	10%
\$25,000 to less than \$50,000	11%	15%
\$50,000 to less than \$75,000	14%	16%
\$75,000 to less than \$100,000	8%	11%
\$100,000 to less than \$150,000	17%	20%
\$150,000 or more	41%	28%

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

Response category	King County n=300	Total n=700
Less than high school	1%	3%
High school diploma/GED	21%	28%
Some college/2-year degree	23%	32%
College degree/4-year degree	20%	20%
Graduate/professional school	35%	17%

9. How are you registered to vote?

Response category	King County n=300	Total n=700
Democrat	56%	48%
Republican	19%	28%
Some other party	5%	5%
Not affiliated with a party	14%	13%
Not registered to vote	6%	5%

10. How you would you best describe your political views?

Response category	King County n=300	Total n=700
NET Liberal	48%	40%
Very liberal	17%	15%
Liberal	31%	25%
Moderate	37%	36%
NET Conservative	15%	24%
Conservative	9%	16%
Very conservative	6%	8%

11. What best describes your housing situation?

Response category	King County n=300	Total n=700
Own my home	56%	64%
Rent my home	34%	28%
Some other housing situation	10%	8%

MOOD

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

Response category	King County n=300	Total n=700
Right direction	55%	42%
Wrong track	36%	47%
Don't know	10%	11%

ECONOMIC CONDITIONS

The next two questions are about economic conditions in Washington.

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

Response category	King County n=300	Total n=700
NET Good	66%	53%
Very good	11%	8%
Good	55%	45%
NET Poor	34%	47%
Poor	30%	39%
Very poor	4%	8%
Don't know	--	--

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

Response category	King County n=300	Total n=700
Getting better	31%	20%
Getting worse	38%	48%
Staying about the same	28%	29%
Don't know	3%	2%

The next two questions are about your personal financial situation.

15. How would you rate your current financial situation?

Response category	King County n=300	Total n=700
NET Good	69%	65%
Very good	22%	13%
Good	48%	51%
NET Poor	31%	35%
Poor	24%	26%
Very poor	7%	9%
Don't know	--	--

16. Would you say your personal financial situation is getting better, getting worse, or staying about the same?

Response category	King County n=300	Total n=700
Getting better	36%	25%
Getting worse	26%	32%
Staying about the same	38%	42%
Don't know	1%	<1%

Now we have some questions about the workforce in Washington.

17. Are you currently employed?

Response category	King County n=300	Total n=700
Total Yes	64%	56%
Yes, full time (35 or more hours per week)	54%	44%
Yes, part time (less than 35 hours per week)	11%	12%
Total No	36%	44%
No, but looking for work	14%	11%
No, and not looking for work	7%	8%
No, I am retired	15%	25%

18. Who do you think has more power in Washington's job market today?

Response category	King County n=300	Total n=700
Workers	13%	14%
Employers	73%	69%
Don't know	14%	17%

19. **[If employed or looking for work]** Thinking about the job situation in Washington today, would you say that now is a good time or a bad time to find a quality job?

Response category	King County n=235	Total n=467
NET Good	49%	43%
Very good	17%	15%
Good	32%	28%
NET Bad	46%	45%
Bad	33%	35%
Very bad	14%	11%
Don't know	5%	11%

20. **[If employed or looking for work]** In six months, do you think the job situation in Washington will be better, worse, or about the same as it is today?

Response category	King County n=235	Total n=467
Better	30%	23%
Worse	25%	24%
About the same	39%	45%
Don't know	7%	7%

IMPRESSIONS

Moving to a new topic.

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

Response category	NET Positive	Very positive	Somewhat positive	NET Negative	Somewhat negative	Very negative	Don't know
21. Donald Trump							
King County, n=300	27%	16%	11%	72%	9%	63%	1%
Total, n=700	35%	21%	15%	64%	8%	56%	1%
22. JD Vance							
King County, n=300	30%	15%	15%	60%	12%	49%	9%
Total, n=700	34%	18%	16%	56%	10%	46%	10%
23. Bob Ferguson							
King County, n=300	58%	17%	41%	21%	14%	8%	21%
Total, n=700	46%	14%	33%	33%	17%	16%	20%
24. [If King County] Dow Constantine							
King County, n=300	48%	14%	34%	16%	11%	5%	36%
25. [If King County] Girmay Zahilay							
King County, n=300	33%	13%	20%	9%	8%	2%	58%
26. [If King County] Claudia Balducci							
King County, n=300	33%	12%	21%	9%	7%	2%	58%
27. [If King County] John Wilson							
King County, n=300	24%	11%	13%	15%	12%	3%	61%

POLICY QUESTIONS

Now, we have questions about the job President Trump is doing.

28. Do you approve or disapprove of the Trump administration substantially increasing tariffs on goods imported from most countries that trade with the U.S.?

Response category	Total n=700	King County n=300
NET Approve	32%	29%
Strongly approve	15%	12%
Somewhat approve	17%	17%
NET Disapprove	65%	69%
Somewhat disapprove	15%	14%
Strongly disapprove	51%	56%
Don't know	2%	2%

29. Do you approve or disapprove of the Trump administration's actions to end diversity, equity and inclusion (also known as DEI) policies in the federal government?

Response category	King County n=300	Total n=700
NET Approve	31%	34%
Strongly approve	14%	20%
Somewhat approve	17%	14%
NET Disapprove	65%	61%
Somewhat disapprove	16%	13%
Strongly disapprove	49%	48%
Don't know	4%	5%

30. Do you approve or disapprove of the Trump administration's approach to immigration?

Response category	King County n=300	Total n=700
NET Approve	29%	34%
Strongly approve	13%	21%
Somewhat approve	16%	14%
NET Disapprove	69%	65%
Somewhat disapprove	13%	14%
Strongly disapprove	56%	50%
Don't know	2%	1%

31. Do you approve or disapprove of the Trump administration's decision to bomb nuclear sites in Iran?

Response category	King County n=300	Total n=700
NET Approve	32%	40%
Strongly approve	16%	22%
Somewhat approve	16%	18%
NET Disapprove	61%	55%
Somewhat disapprove	19%	18%
Strongly disapprove	41%	37%
Don't know	7%	5%

32. As you may know, the Trump administration has been ordering cuts to federal departments and agencies. From what you've read and heard, do you approve or disapprove of the cuts the administration is making?

Response category	King County n=300	Total n=700
NET Approve	28%	32%
Strongly approve	10%	16%
Somewhat approve	17%	17%
NET Disapprove	69%	64%
Somewhat disapprove	14%	15%
Strongly disapprove	55%	49%
Don't know	3%	3%

PUBLIC SAFETY

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

33. How safe do you feel in your community?

Response category	King County n=300	Total n=700
NET Safe	81%	82%
Very safe	31%	33%
Somewhat safe	49%	49%
NET Unsafe	19%	17%
Somewhat unsafe	13%	13%
Very unsafe	6%	5%
Don't know	1%	1%

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

Response category	King County n=300	Total n=700
There has been <u>more</u> crime in my community in the past year compared to previous years.	31%	30%
The amount of crime in my community has <u>stayed the same</u> in the past year compared to previous years.	54%	55%
There has been <u>less</u> crime in my community in the past year compared to previous years.	15%	14%

Indicate if you agree or disagree with the following statements.

Response category	n=700	NET Agree	Strongly agree	Somewhat agree	NET Disagree	Somewhat disagree	Strongly disagree	Don't know
35. When I see any visible homelessness, it makes me feel unsafe.								
King County, n=300		59%	21%	38%	39%	26%	14%	2%
Total, n=700		58%	21%	37%	41%	25%	16%	1%
36. When I see people using drugs in public, it makes me feel unsafe.								
King County, n=300		87%	45%	41%	12%	8%	3%	1%
Total, n=700		83%	44%	39%	15%	11%	4%	2%
37. When I see people experiencing psychosis, whether from drug use or mental health, it makes me feel unsafe.								
King County, n=300		83%	38%	45%	14%	10%	4%	2%
Total, n=700		77%	39%	37%	20%	14%	6%	4%

WILLINGNESS TO PAY

Now we have some questions about local taxes.

Indicate if you agree or disagree with the following statements.

Response category	n=700	NET Agree	Strongly agree	Somewhat agree	NET Disagree	Somewhat disagree	Strongly disagree	Don't know
38. I am willing to pay more in taxes if it will result in an increase in the level of local services that I receive.								
King County, n=300		70%	29%	42%	24%	14%	10%	6%
Total, n=700		55%	20%	35%	39%	22%	17%	6%
39. I am willing to pay more in taxes if it is necessary to support the increased cost of providing the current level of local services.								
King County, n=300		66%	22%	44%	28%	18%	10%	6%
Total, n=700		56%	17%	39%	38%	22%	15%	6%
40. I am not willing to pay more in taxes even if it means the level of local services provided must be reduced due to increased costs.								
King County, n=300		32%	13%	19%	60%	36%	24%	8%
Total, n=700		42%	21%	21%	50%	31%	19%	8%

VENUE & DESTINATION PERCEPTIONS

Next, we have some questions about venues and other destinations in Washington.

The following are some places in Washington. For each, indicate if your overall impression is positive or negative:

Response category	NET Positive	Very positive	Somewhat positive	NET Negative	Somewhat negative	Very negative	Don't know
41. Lumen Field							
King County, n=300	80%	28%	52%	7%	6%	1%	13%
Total, n=700	71%	26%	44%	8%	6%	2%	22%
42. Pike Place Market							
King County, n=300	89%	47%	43%	9%	8%	1%	2%
Total, n=700	81%	38%	42%	13%	9%	4%	6%
43. T-Mobile Park							
King County, n=300	83%	32%	51%	8%	8%	1%	9%
Total, n=700	74%	33%	41%	9%	7%	2%	16%
44. Climate Pledge Arena							
King County, n=300	71%	34%	37%	12%	11%	1%	17%
Total, n=700	60%	25%	35%	13%	10%	4%	27%
45. Waterfront Park in Seattle							
King County, n=300	79%	39%	40%	11%	11%	1%	10%
Total, n=700	66%	30%	36%	17%	15%	2%	17%
46. Downtown Seattle							
King County, n=300	57%	21%	36%	41%	32%	9%	2%
Total, n=700	48%	16%	32%	47%	32%	15%	5%
47. The Gorge Amphitheatre							
King County, n=300	66%	34%	31%	8%	7%	1%	27%
Total, n=700	62%	30%	32%	8%	6%	2%	29%
48. SeaTac International Airport							
King County, n=300	76%	23%	53%	21%	19%	2%	3%
Total, n=700	73%	28%	44%	20%	16%	4%	8%

Q49 – Q58 omitted from release.

WORLD CUP

Turning to a new topic, the FIFA World Cup.

59. Do you consider yourself a sports fan?

Response category	King County n=300	Total n=700
Yes	65%	60%
No	35%	40%

60. Before today, have you seen, read, or heard anything about Seattle hosting games during the 2026 World Cup?

Response category	King County n=300	Total n=700
Yes	65%	50%
No	26%	38%
Not sure	9%	12%

Seattle is one of sixteen North American host cities for the 2026 FIFA World Cup and will host six matches between June 15th and July 6th, 2026.

61. Overall, do you view Seattle hosting World Cup matches as a positive or a negative?

Response category	King County n=300	Total n=700
NET Positive	89%	88%
Very positive	57%	53%
Somewhat positive	33%	34%
NET Negative	6%	5%
Somewhat negative	5%	4%
Very negative	1%	1%
Don't know	5%	7%

62. Why do you view Seattle hosting World Cup matches as **[insert answer from Q61 in all lowercase]**? **[Open]**

***Open-ended responses currently being analyzed and will be updated when analysis is complete.*

Do you think hosting World Cup matches in [If Q2=King, Snohomish, or Pierce Counties “the Puget Sound region”] [If Q2=3,4, “Washington”] will positively or negatively impact the following?

[If Q2=King, Snohomish, or Pierce Counties]

Response category	NET Positive	Very positive	Somewhat positive	Neither positive nor negative	NET Negative	Somewhat negative	Very negative	Don't know
63. The Puget Sound region's national reputation								
King County, n=300	84%	49%	36%	11%	2%	2%	<1%	3%
Total, n=388	85%	50%	35%	11%	2%	1%	1%	3%
64. The Puget Sound region's economy								
King County, n=300	86%	49%	38%	8%	3%	2%	<1%	3%
Total, n=388	86%	52%	34%	9%	3%	2%	1%	2%
65. Your day-to-day life								
King County, n=300	40%	19%	21%	39%	16%	13%	3%	5%
Total, n=388	38%	17%	21%	44%	15%	13%	2%	3%

Q66 & Q67 asked to residents not in King County.

68. Do you plan to attend a match in person during the 2026 World Cup?

Response category	King County n=300	Total n=700
NET Will attend	45%	31%
Yes, will definitely attend	21%	15%
Yes, will likely attend	24%	16%
NET Unlikely to attend	46%	59%
No, unlikely to attend	23%	24%
No, will definitely not attend	22%	35%
Don't know	9%	9%

69. **[If unlikely to/will not attend]** What is the primary reason why you will not attend a match in person during the 2026 World cup?

Response category	Total n=416	King County n=137
Not a soccer fan	57%	47%
Affordability (ticket prices, lodging, etc)	29%	38%
Worry that the environment will be unsafe	2%	3%
The large crowds will make attending inconvenient (parking, public transport, lines, etc.)	4%	9%
I worry about getting sick with COVID-19 or other sicknesses	2%	1%
Some other reason [Please specify] [Open]	7%	3%

Infrastructure is a key element for hosting large international events like the World Cup.

For each of the following elements, indicate if you think it is prepared, or not, to host an event like the World Cup.

Response category	NET Prepared	Very prepared	Somewhat prepared	NET Unprepared	Somewhat unprepared	Very unprepared	Don't know
70. The Puget Sound region's transportation system							
King County, n=300	65%	27%	38%	31%	21%	10%	4%
Total, n=700	64%	25%	39%	27%	19%	8%	10%
71. The Puget Sound region's public safety systems							
King County, n=300	67%	25%	43%	25%	18%	7%	8%
Total, n=700	62%	23%	39%	26%	18%	8%	12%
72. The Puget Sound region's service and hospitality businesses							
King County, n=300	78%	35%	43%	13%	9%	4%	9%
Total, n=700	75%	33%	42%	14%	10%	4%	11%
73. Lumen Field and the surrounding area							
King County, n=300	77%	39%	39%	14%	9%	5%	9%
Total, n=700	74%	36%	37%	15%	10%	5%	11%

74. Which of the following is closer to your opinion when thinking about the World Cup?

Response category	King County n=300	Total n=700
The economic and cultural benefits of hosting an event like the World Cup outweigh temporary inconveniences like increased traffic and larger crowds.	84%	77%
The traffic, cost, and disruption caused by an event like the World Cup outweigh any potential benefits.	9%	12%
Don't know	7%	11%

75. Who do you view as most responsible for any successes or failures associated with Seattle hosting World Cup matches in 2026?

Response category	King County n=300	Total n=700
The City of Seattle	45%	41%
FIFA	14%	14%
The State of Washington	12%	19%
Local elected officials	12%	8%
King County	10%	11%
Local business leaders	4%	4%
Some other group [Please specify] [Open]	3%	3%

[If a sports fan, Q59=1]

Here are a few more questions about being a sports fan in Washington

76. Please rank your top 3 favorite Washington State-based professional sports teams.

Response category	King County n=195				Total n=422
	1st	2nd	3rd	1st - 3rd Combined	1st - 3rd Combined
Seattle Seahawks	46%	20%	11%	78%	86%
Seattle Mariners	18%	34%	16%	69%	74%
Seattle Sounders FC	13%	19%	27%	59%	43%
Seattle Kraken	6%	11%	21%	38%	46%
Seattle Storm	10%	6%	15%	32%	33%
Seattle Reign FC	5%	10%	7%	22%	13%
Another team [Please specify] [Open]	1%	--	2%	1%	6%

77. Who are your top three favorite Seattle professional athletes of all time?

Response category	King County n=195				Total n=422
	1st	2nd	3rd	1st - 3rd Combined	1st - 3rd Combined
Ken Griffey Jr.	35%	14%	10%	60%	61%
Russell Wilson	14%	16%	13%	43%	44%
Marshawn Lynch	12%	17%	10%	39%	46%
Ichiro Suzuki	11%	11%	18%	39%	39%
Gary Payton	7%	11%	12%	29%	29%
Sue Bird	7%	11%	9%	27%	25%
Megan Rapinoe	3%	7%	9%	20%	14%
Sean Kemp	3%	4%	8%	15%	18%
Clint Dempsey	5%	5%	4%	13%	10%
Someone else [Please specify] [Open]	3%	1%	4%	8%	9%
Someone else [Please specify] [Open]	--	2%	2%	4%	3%
Someone else [Please specify] [Open]	--	1%	2%	2%	2%

78. Who are your top three favorite Seattle professional athletes right now?

Response category	King County n=195				Total n=422
	1st	2nd	3rd	1st - 3rd Combined	1st - 3rd Combined
Julio Rodriguez	23%	17%	8%	47%	54%
Cal Raleigh	22%	11%	6%	39%	40%
Devon Witherspoon	8%	14%	14%	36%	33%
Jordan Morris	14%	5%	11%	29%	20%
Jaxon Smith-Njigba	6%	16%	6%	28%	33%
Logan Gilbert	5%	6%	11%	22%	23%
Skylar Diggins-Smith	7%	6%	9%	22%	22%
Jared McCann	6%	4%	4%	14%	20%
Jess Fishlock	2%	5%	7%	13%	11%
Someone else [Please specify] [Open]	7%	8%	7%	23%	20%
Someone else [Please specify] [Open]	1%	6%	8%	16%	14%
Someone else [Please specify] [Open]	1%	2%	8%	10%	10%