

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.

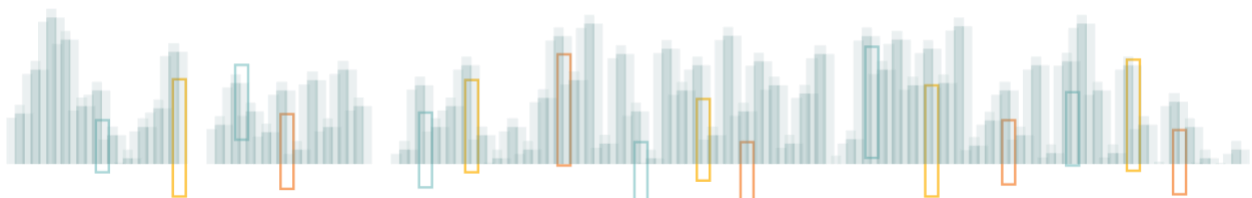
This topline document includes statewide data and, where applicable, benchmarks to previous DHM Panel Survey data where comparison is appropriate.

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%**

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	n=700
Washington	100%
All others	--

2. In which county do you live?

Response category	n=700
King	29%
Puget Sound (except King)	23%
Western	28%
Eastern	20%

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

Response category	n=350
Man	51%
Woman	47%
Non-binary or gender non-conforming	1%
Another way (please specify): [Open]	1%

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

Response category	n=350
Man	45%
Woman	53%
Non-binary	1%
Gender fluid	--
Gender neutral	--
Trans woman	--
Trans man	1%
Two-Spirit	--
Something else fits better (please specify): [Open]	--

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

Response category	n=700
18-29	15%
30-44	26%
45-64	31%
65+	28%

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

Response category	n=700
African	1%
Asian/Pacific Islander	7%
Black/African American	8%
Hispanic/Latino/a/x	13%
Middle Eastern/North African	n=0
Native American/American Indian	5%
White/Caucasian	77%
Other	2%
White alone	68%
People of Color	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	n=700
Less than \$25,000	10%
\$25,000 to less than \$50,000	15%
\$50,000 to less than \$75,000	16%
\$75,000 to less than \$100,000	11%
\$100,000 to less than \$150,000	20%
\$150,000 or more	28%

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

Response category	n=700
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%

9. How are you registered to vote?

Response category	n=700
Democrat	48%
Republican	28%
Some other party	5%
Not affiliated with a party	13%
Not registered to vote	5%

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

Response category	n=700
NET Liberal	40%
Very liberal	15%
Liberal	25%
Moderate	36%
NET Conservative	24%
Conservative	16%
Very conservative	8%

11. What best describes your housing situation?

Response category	n=700
Own my home	64%
Rent my home	28%
Some other housing situation	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	Jul. 2025 n=700	Apr. 2025 n=500	Jan. 2025 n=500	Nov. 2024 n=504	July 2024 n=500	Mar. 2024 n=500	Dec. 2023 n=500	Aug. 2023 n=500
Right direction	42%	40%	38%	40%	41%	39%	33%	34%
Wrong track	47%	45%	43%	53%	48%	50%	54%	53%
Don't know	11%	15%	19%	8%	10%	11%	13%	13%

ECONOMIC CONDITIONS

The next two questions are about economic conditions in Washington.

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

Response category	Jul. 2025 n=700	Apr. 2025 n=500	Jan. 2025 n=500	Nov. 2024 n=504	July 2024 n=500	Mar. 2024 n=500	Dec. 2023 n=500	Aug. 2023 n=500
NET Good	53%	54%	59%	53%	56%	53%	46%	45%
Very good	8%	6%	10%	6%	9%	7%	6%	4%
Good	45%	48%	49%	47%	47%	46%	41%	41%
NET Poor	47%	46%	41%	45%	40%	44%	49%	50%
Poor	39%	41%	35%	31%	29%	33%	36%	37%
Very poor	8%	5%	7%	14%	11%	10%	13%	13%
Don't know	--	--	--	2%	4%	4%	5%	4%

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

Response category	Jul. 2025 n=700	Apr. 2025 n=500	Jan. 2025 n=500	Nov. 2024 n=504	July 2024 n=500	Mar. 2024 n=500	Dec. 2023 n=500	Aug. 2023 n=500
Getting better	20%	12%	16%	20%	22%	20%	15%	12%
Getting worse	48%	56%	35%	42%	38%	45%	48%	49%
Staying about the same	29%	28%	44%	35%	36%	32%	33%	36%
Don't know	2%	3%	4%	3%	4%	3%	4%	3%

The next two questions are about your personal financial situation.

15. How would you rate your current financial situation?

Response category	Jul. 2025 n=700	Apr. 2025 n=500	Jan. 2025 n=500	Nov. 2024 n=504	July 2024 n=500
NET Good	65%	68%	70%	63%	63%
Very good	13%	12%	18%	13%	15%
Good	51%	56%	52%	51%	48%
NET Poor	35%	32%	30%	36%	36%
Poor	26%	25%	24%	24%	26%
Very poor	9%	7%	6%	12%	10%
Don't know	--	--	--	1%	1%

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

Response category	Jul. 2025 n=700	Apr. 2025 n=500	Jan. 2025 n=500	Nov. 2024 n=504	July 2024 n=500
Getting better	25%	19%	23%	29%	28%
Getting worse	32%	33%	20%	28%	22%
Staying about the same	42%	46%	57%	44%	49%
Don't know	<1%	1%	1%	<1%	<1%

Now we have some questions about the workforce in Washington.

17. Are you currently employed?

Response category	July 2025 n=700	Nov. 2022 n=500
Total Yes	56%	52%
Yes, full time (35 or more hours per week)	44%	37%
Yes, part time (less than 35 hours per week)	12%	15%
Total No	44%	48%
No, but looking for work	11%	10%
No, and not looking for work	8%	38%
No, I am retired	25%	N/A*

*This option was not included in the November 2022 Survey

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

Response category	July 2025 n=700	Jan. 2025 n=500	July 2024 n=500
Workers	14%	19%	22%
Employers	69%	65%	66%
Don't know	17%	15%	12%

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	July 2025 n=467	November 2022 n=500*
NET Good	43%	59%
Very good	15%	13%
Good	28%	46%
NET Bad	45%	28%
Bad	35%	23%
Very bad	11%	5%
Don't know	11%	13%

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	July 2025 n=467	March 2022 n=500*
Better	23%	28%
Worse	24%	20%
About the same	45%	46%
Don't know	7%	6%

*In March 2022 Q19 & Q20 were asked to all residents not only those who were in the workforce

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							
Jul. 2025, n=700	35%	21%	15%	64%	8%	56%	1%
Apr. 2025, n=500	37%	19%	18%	61%	9%	51%	2%
Jan. 2025, n=500	41%	23%	19%	56%	7%	49%	2%
Nov. 2024 n=504	36%	20%	16%	63%	8%	55%	1%
July 2024, n=500	42%	24%	18%	57%	8%	49%	2%
Mar. 2024, n=500	36%	16%	19%	60%	13%	47%	5%
Dec. 2023, n=500	34%	15%	19%	64%	11%	53%	1%
Aug. 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%
22. JD Vance							
Jul. 2025, n=700	34%	18%	16%	56%	10%	46%	10%
Apr. 2025, n=500	30%	12%	18%	57%	13%	44%	14%
23. Bob Ferguson							
Jul. 2025, n=700	46%	14%	33%	33%	17%	16%	20%
Apr. 2025, n=500	38%	10%	28%	33%	18%	15%	29%
Jan. 2025, n=500	42%	16%	26%	32%	15%	16%	26%
Nov. 2024 n=504	56%	27%	29%	36%	14%	21%	8%
July 2024, n=500	39%	15%	24%	25%	11%	14%	36%
Mar. 2024, n=500	30%	12%	18%	25%	13%	12%	45%
24. [If King County] Dow Constantine							
Jul. 2025, n=203	48%	14%	34%	16%	11%	5%	36%
25. [If King County] Girmay Zahilay							
Jul. 2025, n=203	33%	13%	20%	9%	8%	2%	58%

Response category	NET Positive	Very positive	Somewhat positive	NET Negative	Somewhat negative	Very negative	Don't know
26. [If King County] Claudia Balducci							
Jul. 2025, n=203	33%	12%	21%	9%	7%	2%	58%
27. [If King County] John Wilson							
Jul. 2025, n=203	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	n=700
NET Approve	32%
Strongly approve	15%
Somewhat approve	17%
NET Disapprove	65%
Somewhat disapprove	15%
Strongly disapprove	51%
Don't know	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	n=700
NET Approve	34%
Strongly approve	20%
Somewhat approve	14%
NET Disapprove	61%
Somewhat disapprove	13%
Strongly disapprove	48%
Don't know	5%

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

Response category	n=700
NET Approve	34%
Strongly approve	21%
Somewhat approve	14%
NET Disapprove	65%
Somewhat disapprove	14%
Strongly disapprove	50%
Don't know	1%

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

Response category	n=700
NET Approve	40%
Strongly approve	22%
Somewhat approve	18%
NET Disapprove	55%
Somewhat disapprove	18%
Strongly disapprove	37%
Don't know	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	n=700
NET Approve	32%
Strongly approve	16%
Somewhat approve	17%
NET Disapprove	64%
Somewhat disapprove	15%
Strongly disapprove	49%
Don't know	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	Jul. 2025, n=700	Mar. 2024, n=500	Dec. 2023, n=500
NET Safe	82%	73%	76%
Very safe	33%	21%	17%
Somewhat safe	49%	52%	59%
NET Unsafe	17%	27%	22%
Somewhat unsafe	13%	22%	20%
Very unsafe	5%	5%	2%
Don't know	1%	0%	2%

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

Response category	n=700
There has been <u>more</u> crime in my community in the past year compared to previous years.	30%
The amount of crime in my community has <u>stayed the same</u> in the past year compared to previous years.	55%
There has been <u>less</u> crime in my community in the past year compared to previous years.	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.		58%	21%	37%	41%	25%	16%	1%
36. When I see people using drugs in public, it makes me feel unsafe.		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.		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.	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.	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.	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 n=700	NET Positive	Very positive	Somewhat positive	NET Negative	Somewhat negative	Very negative	Don't know
41. Lumen Field	71%	26%	44%	8%	6%	2%	22%
42. Pike Place Market	81%	38%	42%	13%	9%	4%	6%
43. T-Mobile Park	74%	33%	41%	9%	7%	2%	16%
44. Climate Pledge Arena	60%	25%	35%	13%	10%	4%	27%
45. Waterfront Park in Seattle	66%	30%	36%	17%	15%	2%	17%
46. Downtown Seattle	48%	16%	32%	47%	32%	15%	5%
47. The Gorge Amphitheatre	62%	30%	32%	8%	6%	2%	29%
48. SeaTac International Airport	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	n=700
Yes	60%
No	40%

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

Response category	n=700
Yes	50%
No	38%
Not sure	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	n=700
NET Positive	88%
Very positive	53%
Somewhat positive	34%
NET Negative	5%
Somewhat negative	4%
Very negative	1%
Don't know	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 n=388	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	85%	50%	35%	11%	2%	1%	1%	3%
64. The Puget Sound region's economy	86%	52%	34%	9%	3%	2%	1%	2%
65. Your day-to-day life	38%	17%	21%	44%	15%	13%	2%	3%

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

Response category n=312	NET Positive	Very positive	Somewhat positive	Neither positive nor negative	NET Negative	Somewhat negative	Very negative	Don't know
66. Washington's national reputation	78%	41%	37%	15%	4%	3%	1%	3%
67. Washington's economy	82%	48%	34%	10%	6%	4%	2%	3%

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

Response category	n=700
NET Will attend	31%
Yes, will definitely attend	15%
Yes, will likely attend	16%
NET Unlikely to attend	59%
No, unlikely to attend	24%
No, will definitely not attend	35%
Don't know	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	n=416
Not a soccer fan	57%
Affordability (ticket prices, lodging, etc)	29%
Worry that the environment will be unsafe	2%
The large crowds will make attending inconvenient (parking, public transport, lines, etc.)	4%

Response category	n=416
I worry about getting sick with COVID-19 or other sicknesses	2%
Some other reason [Please specify] [Open]	7%

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	n=700	NET Prepared	Very prepared	Somewhat prepared	NET Unprepared	Somewhat unprepared	Very unprepared	Don't know
70. The Puget Sound region's transportation system		64%	25%	39%	27%	19%	8%	10%
71. The Puget Sound region's public safety systems		62%	23%	39%	26%	18%	8%	12%
72. The Puget Sound region's service and hospitality businesses		75%	33%	42%	14%	10%	4%	11%
73. Lumen Field and the surrounding area		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	n=700
The economic and cultural benefits of hosting an event like the World Cup outweigh temporary inconveniences like increased traffic and larger crowds.	77%
The traffic, cost, and disruption caused by an event like the World Cup outweigh any potential benefits.	12%
Don't know	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	n=700
FIFA	14%
The State of Washington	19%
The City of Seattle	41%
King County	11%
Local elected officials	8%
Local business leaders	4%
Some other group [Please specify] [Open]	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	n=422	1st	2nd	3rd	1st - 3rd Combined
Seattle Seahawks		50%	26%	10%	86%
Seattle Mariners		20%	38%	15%	74%
Seattle Kraken		6%	10%	29%	46%
Seattle Sounders FC		12%	11%	20%	43%
Seattle Storm		8%	9%	15%	33%
Seattle Reign FC		3%	5%	5%	13%
Another team [Please specify] [Open]		1%	--	5%	6%

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

Response category	n=422	1st	2nd	3rd	1st - 3rd Combined
Ken Griffey Jr.		30%	20%	11%	61%
Marshawn Lynch		15%	19%	12%	46%
Russell Wilson		17%	13%	14%	44%
Ichiro Suzuki		12%	10%	17%	39%
Gary Payton		5%	10%	13%	29%
Sue Bird		7%	9%	9%	25%
Sean Kemp		3%	7%	8%	18%
Megan Rapinoe		3%	5%	6%	14%
Clint Dempsey		4%	3%	3%	10%
Someone else [Please specify] [Open]		2%	3%	5%	9%
Someone else [Please specify] [Open]		--	1%	1%	3%
Someone else [Please specify] [Open]		--	<1%	1%	2%

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

Response category	n=422	1st	2nd	3rd	1st - 3rd Combined
Julio Rodriguez		24%	16%	14%	54%
Cal Raleigh		21%	12%	7%	40%
Jaxon Smith-Njigba		8%	17%	8%	33%
Devon Witherspoon		9%	11%	14%	33%
Logan Gilbert		5%	7%	11%	23%
Skylar Diggins-Smith		6%	8%	8%	22%
Jared McCann		5%	9%	6%	20%
Jordan Morris		8%	4%	8%	20%
Someone else [Please specify] [Open]		9%	4%	6%	20%
Someone else [Please specify] [Open]		1%	7%	7%	14%
Jess Fishlock		3%	3%	5%	11%
Someone else [Please specify] [Open]		<1%	2%	8%	10%