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From November 20 to 26, 2025, DHM Research conducted an online survey of Washington residents. The purpose of the survey was to assess the overall mood and economic outlook of Washingtonians, as well as their opinions on various topics, including political figures, taxes, energy, and healthcare. The data below highlights opinions on energy—specifically nuclear energy.

Research Methodology

The online survey consisted of N=500 Washington residents and took approximately 15 minutes to complete. This is a sufficient sample size to assess Washingtonians' 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.

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 +/-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 Washington
November 2025
Washington Residents
15 minutes
N=500, margin of error +/-4.4%

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.

ENERGY TRANSMISSION CAPACITY

Next, we have some questions about AI and data centers.

34. Which of the following best describes your opinion of the impact artificial intelligence (AI) is having on society?

Response category	n=500
NET Positive	**45%**
Very positive	12%
Somewhat positive	33%
NET Negative	**50%**
Somewhat negative	29%
Very negative	21%
Don't know	5%

35. In which of the following ways do you use AI?

Response category	n=500
Personal tasks (search engine, daily life management, planning travel, shopping, etc.)	55%
Education and learning	32%
At work	29%
Content creation (Graphic design, video, photo editing, etc.)	23%
Companionship and advice	14%
Other (please specify)	9%
Don't know	19%

Data centers are specialized facilities where computers and IT equipment are used to process, store, and manage large amounts of data. These facilities are essential for running services like artificial intelligence and many online applications, such as streaming, internet searching, or social media use. Data centers require a large amount of electricity, both to power all the equipment and to keep the systems cool and prevent them from overheating.

36. Do you support or oppose the development of data centers in Washington state?

Response category	n=500
NET Support	**55%**
Strongly support	16%
Somewhat support	39%
NET Oppose	**32%**
Somewhat oppose	17%
Strongly oppose	15%
Don't know	13%

37. Would you support or oppose a data center being built in your local area?

Response category	n=500
NET Support	**46%**
Strongly support	15%
Somewhat support	31%
NET Oppose	**43%**
Somewhat oppose	20%
Strongly oppose	24%
Don't know	11%

38. In your opinion, should data centers be charged more, less, or the same for electricity as households and other businesses in Washington?

Response category	n=500
More	54%
Less	7%
The same	30%
Don't know	9%

39. The price of electricity, natural gas, and gasoline have increased significantly in Washington. What do you think is the biggest reason that costs have increased?

Response category	n=500
Taxes/Tariffs	20%
Increase of costs/Inflation/Cost of living	19%
Higher demand/Increased on usage	12%
Supply chain disruption/Supply shortage/Limited resources	9%
Corporate greed/Big/large companies wanting to make more money	8%
Donald Trump/Current administration/Republicans	8%
Poor government leadership	7%
Community growth/Increased population	5%
Energy mandates/Regulation/Policies that are being enforced	5%
State of the economy	4%
Price gouging/Excessive cost on energy	4%
Rising natural gas prices/Carbon fees	3%
Democrats	3%
Rising production costs	3%
Data center electricity consumption/AI centers	3%
Fluctuations on global energy market/Market changes	2%
Poor management of funds/Government spending	2%
Due to clean energy transition/Transition to more environmentally friendly alternatives	2%
Cost of labor/Staffing cost/Need to increase wages	2%
Natural inclement disasters/Global warming/Environmental impacts	2%
Lack of natural resources/Fossil fuel shortages	2%
Costs are being passed down to consumers/Letting the middle class to pay for the price	2%
All other responses	1% or less
Nothing/Everything is fine	1%
Other	3%
Don't know/Refused	7%

40. Do you think that the demand for electricity in Washington state is increasing, decreasing, or staying about the same?

Response category	n=500
Increasing	69%
Decreasing	3%
Staying about the same	21%
Don't know	7%

41. How concerned are you about Washington's ability to provide reliable electricity over the next 10 years?

Response category	n=500
NET Concerned	**62%**
Very concerned	18%
Somewhat concerned	44%
NET Not concerned	**32%**
Not very concerned	25%
Not concerned at all	7%
Don't know	6%

Washington's power grid is approaching its limit in providing electricity to homes across the state, particularly as demand for power increases. To help address this issue, lawmakers have created a team to explore ways to meet the increasing demand for electricity in Washington.

42. In your opinion, what should be the legislature's top priority to address Washington's increasing electricity demand?

Response category	n=500
Investing in more renewable energy sources	55%
Rolling back regulations restricting more generation by allowing the use of fossil fuels such as natural gas	20%
Encouraging energy conservation among residents and businesses	14%
Other **[Open]**	1%
Don't know	11%

43. Do you support or oppose the use of nuclear power as an energy source in Washington state?

Response category	n=500
NET Support	**54%**
Strongly support	24%
Somewhat support	30%
NET Oppose	**30%**
Somewhat oppose	17%
Strongly oppose	14%
Don't know	16%

44. How familiar are you with small modular nuclear power reactors to produce electricity?

Response category	n=500
NET Familiar	**34%**
Very familiar	12%
Somewhat familiar	22%
NET Not familiar	**60%**
Not too familiar	27%
Not at all familiar	33%
Don't know	6%

Small modular nuclear power reactors, or SMRs, are designed with modular technology using standardized factory fabrication, making them easier to design, build, and operate than traditional large-scale nuclear power plants. SMRs are typically about one-tenth the size of traditional large-scale nuclear power reactors. SMRs can generate up to 300 megawatts of electricity, equivalent to the power used by 150,000 homes for one year.

45. Knowing this, do you support or oppose the use of small modular nuclear reactors in Washington?

Response category	n=500
NET Support	**66%**
Strongly support	26%
Somewhat support	40%
NET Oppose	**18%**
Somewhat oppose	12%
Strongly oppose	6%
Don't know	16%

DEMOGRAPHICS FOR QUOTAS

1. In which state do you live?

Response category	n=500
Washington	100%
All others	--

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

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

3. **[Split A: n=250]** How do you describe your gender?

Response category	n=500
Man	52%
Woman	46%
Non-binary or gender non-conforming	1%
Another way (please specify):	n=1

4. **[Split B: n=250]** How do you describe your gender?

Response category	n=500
Man	46%
Woman	53%
Non-binary	--
Gender fluid	--
Gender neutral	--
Trans woman	--
Trans man	1%
Two-Spirit	--
Something else fits better (please specify):	--

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

Response category	n=500
18–29	20%
30–44	29%
45–64	30%
65+	22%

6. Which of the following best describes your race or ethnicity? *You may choose more than one.*

Response category	n=500
African	2%
Asian/Pacific Islander	13%
Black/African American	9%
Hispanic/Latino/a/x	15%
Middle Eastern/North African	1%
Native American/American Indian	4%
White/Caucasian	75%
Other	1%
White Alone	**62%**
POC	**38%**

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	13%
$50,000 to less than $75,000	15%
$75,000 to less than $100,000	11%
$100,000 to less than $150,000	19%
$150,000 or more	31%

8. 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	31%
College degree/4-year degree	23%
Graduate/professional school	15%

9. What political party do you most closely align with?

Response category	n=500
Democrat	38%
Republican	30%
Some other party	5%
Not affiliated with a party	22%
Not registered to vote	6%

10. How would you most closely describe your political views?

Response category	n=500
NET Liberal	**30%**
Very liberal	13%
Liberal	18%
Moderate	45%
NET Conservative	**25%**
Conservative	17%
Very conservative	8%

11. What best describes your housing situation?

Response category	n=500
Own my home	59%
Rent my home	31%
Some other housing situation	10%