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Introduction and Methodology

From March 17 to 25, 2026, 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 topics such as homelessness, healthcare, news and information, immigration, transportation, and sports.

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, ethnicity, political party, education, and income level.

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

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 the 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 $\pm 4.4\%$.

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
March 2026
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.

DEMOGRAPHICS

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]:

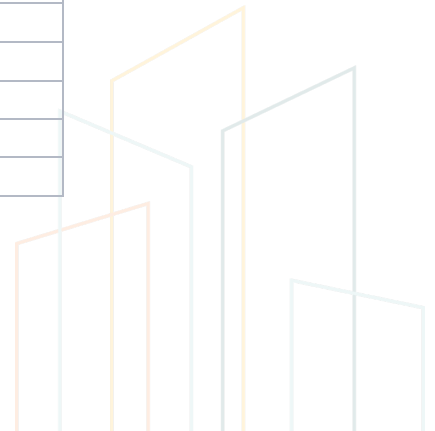
Response category	n=500
King County	29%
Puget Sound (except King)	22%
Western	28%
Eastern	21%

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

Response category	n=250
Man	48%
Woman	50%
Non-binary or gender non-conforming	1%
Another way [Open]	n=1

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

Response category	n=250
Man	50%
Woman	48%
Non-binary	n=3
Gender fluid	n=1
Gender neutral	--
Trans woman	--
Trans man	n=2
Trans man	--
Something else fits better [Open]	--



[Combined: n=500] How do you describe your gender?

Response category	n=500
Man	49%
Woman	49%
Non-binary or gender non-conforming	1%
Trans man	n=2
Another way [Open]	n=1

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

Response category	n=500
18 - 29	20%
30 - 44	28%
45 - 64	31%
65+	21%

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	11%
Black/African American	8%
Hispanic/Latino/a/x	14%
Middle Eastern/North African	--
Native American/American Indian	3%
White/Caucasian	76%
Other	1%
White Alone	63%
POC	37%

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	14%
\$75,000 to less than \$100,000	12%
\$100,000 to less than \$150,000	19%
\$150,000 or more	30%

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

Response category	n=500
Less than high school	4%
High school diploma/ GED	27%
Some college/2-year degree	32%
College degree/4-year degree	23%
Graduate/Professional school	14%



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

Response category	n=500
Democrat	50%
Republican	26%
Some other party	4%
Non-affiliated with a party	16%
Not registered to vote	3%

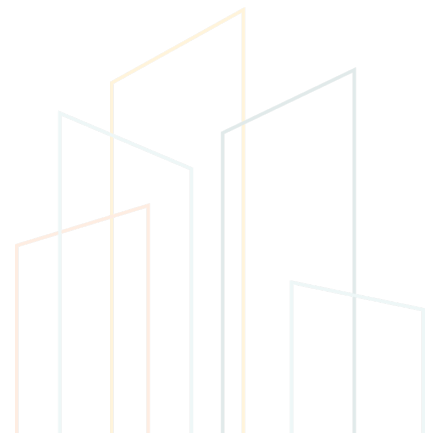
10. How would you most closely describe your political views?

Response category	n=500
NET Liberal	43%
Very liberal	17%
Liberal	26%
Moderate	37%
NET Conservative	21%
Conservative	14%
Very conservative	6%

11. Are you currently employed?

Response category	Mar. 2026 n=500	Nov. 2025 n=500	Jul. 2025 n=700	Nov. 2022 n=500
Total Yes	54%	59%	56%	52%
Yes, full time (35 or more hours per week)	40%	47%	44%	37%
Yes, part time (less than 35 hours per week)	14%	12%	12%	15%
Total No	46%	41%	44%	48%
No, but looking for work	13%	12%	11%	10%
No, and not looking for work	10%	7%	8%	38%
No, I am retired	22%	23%	25%	N/A*

*This option was not included in the November 2022 Survey



MOOD

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

Response category	Right direction	Wrong track	Don't know
12. Washington			
Mar. 2026, n=500	51%	37%	12%
Nov. 2025, n=500	42%	42%	16%
Jul. 2025, n=700	42%	47%	11%
Apr. 2025, n=500	40%	45%	15%
Jan. 2025, n=500	38%	43%	19%
Nov. 2024, n=504	40%	53%	8%
Jul. 2024, n=500	41%	48%	10%
Mar. 2024, n=500	39%	50%	11%
Dec. 2023, n=500	33%	54%	13%
13. United States			
Mar. 2026, n=500	25%	70%	6%
14. Your local community			
Mar. 2026, n=500	57%	29%	14%

15. When you think about the current state of **the United States**, how does it make you feel? *Select up to three emotions.*

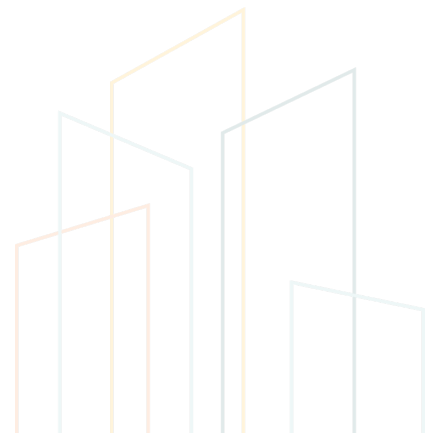
Response category	n=500
Disappointed	46%
Concerned	44%
Frustrated	41%
Anxious	33%
Angry	30%
Overwhelmed	18%
Hopeful	17%
Confident	13%
Proud	11%
Satisfied	10%
Don't know	1%



16. When you think about the current state of **your local community**, how does it make you feel? *Select up to three emotions.*

Response category	n=500
Hopeful	41%
Satisfied	33%
Concerned	29%
Frustrated	23%
Disappointed	22%
Confident	22%
Proud	21%
Anxious	16%
Overwhelmed	8%
Angry	6%
Don't know	4%

(Questions 17-19 withheld for future release)



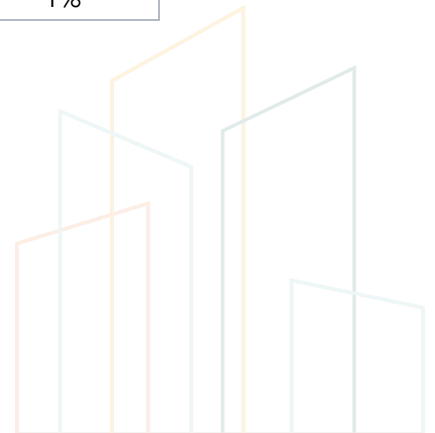
TOP ISSUES

The next section focuses on the biggest issues facing the Nation and the state of Washington.

20. What do you think is the most important problem facing Washington today? **[Open]**

Response category	n=500
Homelessness/Poverty	21%
Cost of living/Inflation (food, gas, etc.)	20%
Taxes/Tariffs	18%
Affordable housing	10%
Economy/Jobs	9%
Drug addiction	7%
Trump/Federal Policies	7%
Budget spending	6%
State leadership/Governor	4%
Immigration/Border security/ICE	4%
Democrats	4%
Social disparity/Income inequality	4%
Environment/Climate change	3%
Government/Politics	3%
Crime/Public safety	3%
Putting the people’s needs first	3%
War	3%
Education/Schools	3%
Corruption	2%
Healthcare	2%
Upholding the Constitution/Protecting human rights	2%
Racism/Racial profiling/Wokeness	1%
Infrastructure/Roads/Highways	1%
Transportation/Traffic/Congestion	1%
Health/Mental issues	1%
Lawlessness/Criminal Justice/Bail reform	1%
Moral integrity/Ethical issues	1%
More police presence/Law enforcement	1%
Gun control/rights	<1%
None	--
Other	4%
Don’t know	1%

(Questions 21-23 withheld for future release)



24. Would you say public safety in your area has improved, stayed the same or gotten worse over the past year?

Response category	n=500
Improved	11%
Stayed the same	52%
Gotten worse	33%
Don't know	4%

25. What are the main reasons you feel public safety has [insert response from previous question]?

[Open]

[Improved: n=56]

Response category	n=56
No change in community/Initiatives/measures implemented	56%
Crime rate has decreased	35%
Policing/Police involvement	25%
Fair government leadership/management	10%
All other responses	13%
Don't know/Refused	--
None/No answer	--

[Stayed the same: n=259]

Response category	n=259
No changes	41%
Crime rate is stable	33%
Homelessness	13%
Policing/Police involvement (Positive)	8%
Drugs/Addiction/Mental health	6%
Policing/Police involvement (Negative)	5%
Government leadership/management (Negative)	4%
Government leadership/management (Positive)	2%
Republicans/Pres. Trump/Too conservative	<1%
All other responses	12%
Don't know/Refused	1%
None/No answer	--



[Worsened: n=164]

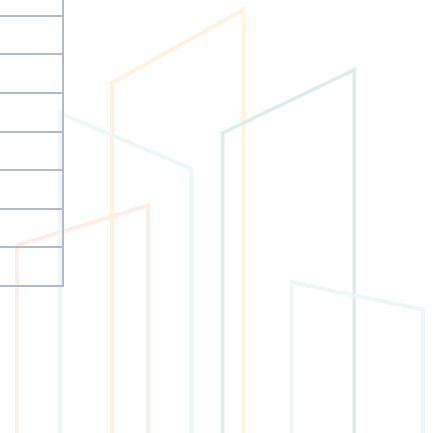
Response category	n=164
Crime rate has increased	37%
Drugs/Addiction/Mental health	29%
Homelessness	27%
Lack of policing/police involvement	18%
Poor government leadership/Government mismanagement	13%
Gun usage/violence	11%
Republicans/Pres. Trump/Too conservative	4%
Democrats/Gov. Ferguson/Too liberal	3%
ICE/Immigration enforcement	3%
All other responses	5%
Don't know/Refused	1%
None/No answer	--

26. Thinking about the issue of homelessness, how often do you come across people who are experiencing homelessness in your everyday life?

Response category	n=500
Daily	44%
Weekly	26%
A few times a month	19%
Rarely	10%
Never	1%
Don't know	<1%

27. When you encounter people who are experiencing homelessness, which of the following best describes how you feel? *Please select up to three.*

Response category	n=500
Sadness about homelessness as an issue	62%
Empathy or compassion for their situation	51%
Desire to do more / To help them	32%
Concern for my personal safety	28%
Discomfort or unease	25%
Desire to avoid them or keep my distance	16%
Interest or curiosity about their story	16%
Frustration or annoyance	14%
Indifference	5%
I don't generally think about it	5%
Disgust	4%
Other	3%
Don't know	<1%



28. In thinking about state and local area responses to people who are experiencing homelessness, what do you think is needed more?

Response category	n=500
NET More compassion	56%
Much more compassion	29%
Somewhat more compassion	27%
NET More enforcement	39%
Somewhat more enforcement for public safety	24%
Much more enforcement for public safety	15%
Don't know	5%

(Questions 29-34 withheld for future release)

How much do you trust the following sources for news and information?

Response category	NET Trust	Trust completely	Trust	Somewhat /Not at all	Somewhat trust	Do not trust at all	Don't know
35. Major national TV networks and cable news							
n=500	31%	7%	24%	67%	42%	25%	2%
36. Traditional newspapers and their digital editions (e.g., The New York Times, The Washington Post, LA Times)							
n=500	36%	9%	26%	59%	39%	20%	5%
37. Local newspapers (e.g., Seattle Times, The Columbian, Skagit Valley Herald)							
n=500	43%	8%	36%	53%	39%	14%	3%
38. Local radio stations (e.g., KUOW, KIRO-AM)							
n=500	36%	7%	29%	54%	42%	12%	11%
39. Social media platforms (e.g., YouTube, Facebook, Instagram, TikTok)							
n=500	16%	3%	13%	82%	35%	47%	2%
40. Search engines and aggregators (e.g., Google, Google News, Yahoo News)							
n=500	28%	6%	22%	68%	49%	19%	3%
41. AI search engines (e.g., Google, Microsoft Co-Pilot Search, Perplexity AI, OpenAI (ChatGPT))							
n=500	21%	7%	14%	73%	40%	33%	6%
42. Social media accounts that you follow							
n=500	21%	6%	15%	73%	43%	31%	6%
43. Washington State agency social media accounts (e.g., WSDOT, Seattle Parks & Rec, Department of Health)							
n=500	57%	13%	44%	38%	26%	12%	5%

(Questions 44 withheld for future release)



DHS & ICE

This next section is looking for your views on immigration and immigration enforcement.

Do you support or oppose how the following individuals have dealt with immigration in the past year?

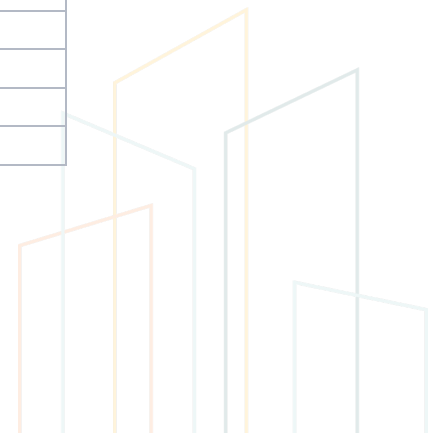
Response category	NET Support	Strongly support	Somewhat support	NET Oppose	Somewhat oppose	Strongly oppose	Don't know
45. President Donald Trump							
n=500	29%	19%	11%	67%	8%	59%	4%
46. Washington State Governor Bob Ferguson							
n=500	50%	19%	32%	30%	11%	19%	20%
47. Your local elected politicians							
n=500	53%	13%	41%	33%	16%	17%	13%
48. Your local police force							
n=500	67%	29%	38%	21%	12%	9%	12%

(Questions 49-64 withheld for future release)

SPORTS

65. Have you engaged with (watched, have attended or plan to attend, follow news and information related to) any of the following? *Please select all that apply.*

Response category	n=500
Seattle Seahawks	56%
Super Bowl XL	53%
Seattle Mariners	46%
2026 Winter Olympics	40%
2026 NFL Season	37%
Seattle Kraken	27%
MLB World Series	27%
FIFA World Cup 2026	22%
Seattle Sounders FC	20%
2025-2026 NBA Season	16%
2025-2026 NHL Season	15%
Seattle Storm	11%
Seattle Reign FC	9%
Seattle Torrent	8%
Heated Rivalry	7%
2025-2026 WNBA Season	7%
2025-2026 PWHL Season	4%
None of these	19%



66. **[If engaged with previously]** What are the main reasons you engage in these activities/events/entertainments?

Response category	n=406
Entertainment or humor	57%
To support a team, creator, or community	56%
Curiosity or interest in the topic	39%
Stress relief or distraction	37%
To feel connected with others	33%
To keep up with what people are talking about	24%
To share opinions or commentary	13%
To show patriotism	11%
To participate in online conversations	7%
None of these	2%

67. When people in your community engage with shared sports or cultural moments, what impact do you think it has?

Response category	n=500
NET Positive	78%
Very positive	40%
Somewhat positive	38%
Neutral	15%
NET Negative	2%
Somewhat negative	2%
Very negative	<1%
Don't know	5%

68. What best describes your housing situation?

Response category	n=500
Own my home	54%
Rent my home	36%
Some other housing situation	10%

69. Do any children under age 18 live in your home?

Response category	n=500
Yes	32%
No	68%

70. What is your marital status?

Response category	n=500
Single, never married	32%
Living with partner	9%
Married	48%
Widowed	4%
Divorced or separated	8%

