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Introduction and Methodology

From September 14 to 21, 2026, DHM Research conducted an online survey of Washington residents. The purpose of the survey was to assess Washingtonians' opinions on the Millionaires Tax and a potential state income tax.

Research Methodology

The online survey consisted of N=800 Washington residents and took approximately 18 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 Pulse 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 $\pm 3.5\%$.

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 Pulse Washington
September 2026
Washington Residents
18 minutes
N=800, margin of error +/-3.5%
Split A/B, N=400, margin of error +/-4.9%

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=800
Washington	100%
All others	--

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

Response category	n=800
King	29%
Puget Sound (except King)	22%
Western	28%
Eastern	21%

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

Response category	n=800
18-29	20%
30-44	28%
45-64	31%
65+	21%



Now we have some questions about issues that will be on the ballot in the upcoming November 2026 election.

MILLIONAIRES TAX

4. **Split A (official ballot language): Initiative Measure No. IP26-645** concerns state and local taxes. This measure would repeal a 9.9% tax on annual individual income over \$1,000,000; prohibit taxes measured by individual income and taxes on individual income or the receipt of individual income; and define "income." This measure would decrease funding for public K-12 education, higher education (including universities and community colleges), and human services (primarily healthcare).

If the election were today, would you vote YES to support this measure or NO to oppose it?

Response category	n=400
NET Yes	35%
Certain to vote yes	21%
Leaning toward voting yes	14%
NET No	57%
Leaning toward voting no	17%
Certain to vote no	40%
Don't know	8%

5. **Split B: Initiative Measure No. IP26-645** concerns state and local taxes. This measure would repeal a 9.9% tax on annual individual income over \$1,000,000; prohibit taxes measured by individual income and taxes on individual income or the receipt of individual income; and define "income."

If the election were today, would you vote YES to support this measure or NO to oppose it?

Response category	n=400
NET Yes	40%
Certain to vote yes	24%
Leaning toward voting yes	16%
NET No	44%
Leaning toward voting no	15%
Certain to vote no	29%
Don't know	16%

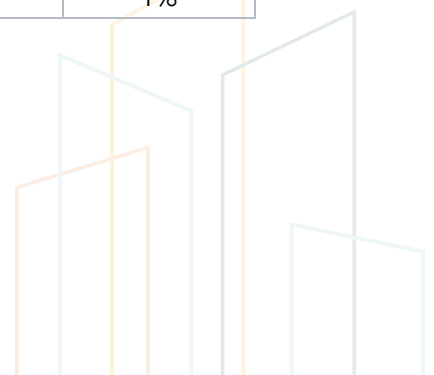


6. **[If yes]** Why would you vote yes? **[Open]**

Response category	Total n=300	Split A n=140	Split B n=160
No reason given	22%	25%	20%
Anti-income tax	20%	19%	21%
Pro-tax response (contradicts vote)	13%	17%	11%
Spending problem	13%	14%	12%
Slippery slope	11%	9%	14%
Taxes too high	11%	10%	12%
Don't punish success	8%	5%	11%
Unconstitutional / voter mandate	8%	9%	6%
Earners will leave	5%	5%	6%
Distrusts government	5%	5%	5%
Pro-growth argument	5%	2%	7%
Funding won't help	3%	4%	1%
Personal benefit	1%	2%	<1%
Other	2%	3%	1%
Don't know / Refused	2%	1%	3%
No answer	1%	--	2%

[If no] Why would you vote no? **[Open]**

Response category	Total n=407	Split A n=230	Split B n=177
Tax the wealthy	45%	34%	58%
Protect education funding	26%	44%	2%
State needs revenue	9%	9%	8%
Millionaires can afford	8%	5%	13%
Protect health/human services	8%	11%	4%
Anti-tax response (contradicts vote)	7%	6%	8%
Regressive tax system	6%	4%	9%
No reason given	6%	5%	7%
Opposes wealthy tax break	3%	3%	3%
Disengaged	3%	2%	4%
Supports income tax	2%	3%	1%
Keep but modify	1%	--	1%
Other	<1%	<1%	--
Don't know / Refused	<1%	--	<1%
No answer	1%	2%	1%



[If don't know] What makes you unsure of how you would vote? **[Open]**

Response category	Total n=93	Split A n=30	Split B n=63
Needs more information	52%	53%	51%
Doesn't understand measure	17%	5%	23%
Not politically engaged	10%	11%	9%
Funding concerns	5%	10%	3%
Wants impact detail	5%	5%	5%
Sees both sides	4%	6%	2%
Distrusts government	3%	3%	3%
Don't know / Refused	9%	12%	7%
No answer	1%	--	2%

7. Would you support or oppose a state income tax on individuals with an annual income over \$1,000,000, even if it is less than 9.9%, if you knew it could eventually be expanded to apply to individuals with an annual income of \$100,000 or more?

Response category	Sept. 2026 n=800	Nov. 2025 n=500
NET Support	41%	36%
Strongly support	18%	13%
Somewhat support	24%	23%
NET Oppose	46%	53%
Somewhat oppose	14%	19%
Strongly oppose	32%	34%
Don't know	13%	11%

DEMOGRAPHICS

8. How do you describe your gender?

Response category	n=800
Man	49%
Woman	49%
Non-binary or gender non-conforming	2%
Another way (please specify): [Open]	--
Prefer not to say	n=3



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

Response category	n=800
African	1%
Asian/Pacific Islander	11%
Black/African American	7%
Hispanic/Latino/a/x	14%
Middle Eastern/North African	n=2
Native American/American Indian	4%
White/Caucasian	73%
Other	2%
White only	63%
POC	37%

10. 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=800
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%

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

Response category	n=800
Less than high school	2%
High school diploma/GED	29%
Some college/2-year degree	32%
College degree/4-year degree	23%
Graduate/professional school	14%

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

Response category	n=800
Democrat	51%
Republican	26%
Some other party [Open]	3%
Not affiliated with a party	18%
Not registered to vote	2%



13. How would you best describe your political views?

Response category	n=800
NET Liberal	39%
Very liberal	16%
Liberal	23%
Moderate	39%
NET Conservative	22%
Conservative	15%
Very conservative	7%

14. What best describes your housing situation?

Response category	n=800
Own my home	59%
Rent my home	27%
Some other housing situation	14%



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

Response category	n=800
Yes	34%
No	66%

16. What is your marital status?

Response category	n=800
Single, never married	25%
Living with partner	10%
Married	50%
Widowed	3%
Divorced or separated	12%

17. How would you describe your sexual orientation?

Response category	n=500
Straight or Heterosexual	84%
Gay	2%
Lesbian	3%
Bisexual	6%
Asexual	1%
Questioning	--
Pansexual	2%
Queer	1%
Another definition fits better (please specify): [Open]	--
Don't know	n=2
I prefer not to say	n=2

