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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 AI and data centers.

Research Methodology

The online survey consisted of N=500 Washington residents with an oversample of N=300 for some questions 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 ± 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 Pulse Washington
September 2026
Washington Residents
18 minutes
N=500, margin of error +/-4.4%
Q4-5 (Split A/B): n=250, margin of error +/-6.2%
Demographics (Q1-3, Q11-18): N=800, margin of error +/-3.5%

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%

DATA CENTERS

Now we have some questions about AI and data centers.

Indicate if your overall impression of the following is mostly positive or negative.

Response category	NET Positive	Very positive	Somewhat positive	NET Negative	Somewhat negative	Very negative	Don't know
4. **[Split A]** Artificial intelligence, or AI							
n=250	**46%**	13%	33%	**52%**	28%	24%	2%
5. **[Split B]** AI chatbots, such as ChatGPT, Claude, or Gemini							
n=250	**51%**	9%	42%	**46%**	26%	20%	3%
6. Data centers							
n=500	**29%**	7%	22%	**63%**	22%	41%	8%

7. In which of the following ways do you use AI? *Select all that apply.*

Response category	Sept. 2026 n=500	Nov. 2025 n=500
Personal tasks (search engine, daily life management, planning travel, shopping, etc.)	61%	55%
At work	31%	29%
Education and learning	31%	32%
Content creation (Graphic design, video, photo editing, etc.)	23%	23%
Companionship and advice	12%	14%
Other (please specify): **[Open]**	5%	9%
Don't know	10%	19%
Don't use	11%	--

**This option was not included in the November 2025 Pulse*

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 (AI) and many online applications, such as streaming, internet searching, or social media use. Data centers require a large amount of electricity and water, both to power all the equipment and to keep the systems cool and prevent them from overheating.

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

Response category	Sept. 2026 n=500	Nov. 2025 n=500
NET Support	**35%**	**55%**
Strongly support	10%	16%
Somewhat support	25%	39%
NET Oppose	**59%**	**32%**
Somewhat oppose	23%	17%
Strongly oppose	36%	15%
Don't know	6%	13%

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

Response category	Sept. 2026 n=500	Nov. 2025 n=500
NET Support	**27%**	**46%**
Strongly support	9%	15%
Somewhat support	18%	31%
NET Oppose	**66%**	**43%**
Somewhat oppose	16%	20%
Strongly oppose	50%	24%
Don't know	7%	11%

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

Response category	Sept. 2026 n=500	Nov. 2025 n=500
More	67%	54%
Less	5%	7%
The same	23%	30%
Don't know	5%	9%

DEMOGRAPHICS

11. 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

12. 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%**

13. 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%

14. 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%

15. 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%

16. 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%

17. What best describes your housing situation?

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

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

Response category	n=800
Yes	34%
No	66%

19. 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%

20. 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