

Introduction and Methodology

From January 27 - February 2, 2025, DHM Research conducted an online survey of Washington residents. The purpose of the survey was to assess overall mood and economic outlook as well as residents' opinions on housing, AI, and local issues. This survey also explored residents' attitudes toward American values and gauged residents' impressions of prominent figures, major businesses, and facets of the criminal justice system.

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 Washingtonian's opinions generally and to review findings by multiple subgroups.

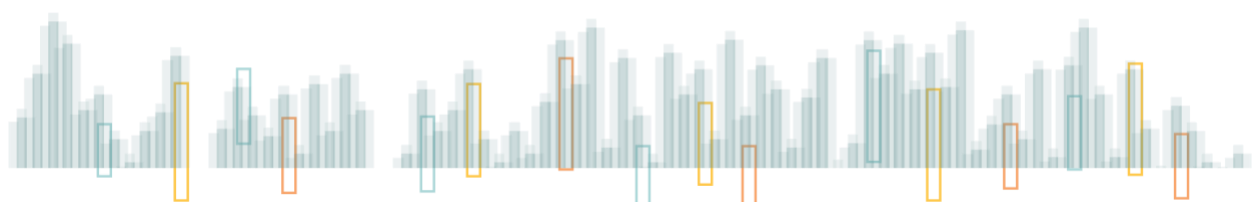
Respondents were members of a professionally maintained online panel. A variety of quality control measures were employed, including questionnaire pre-testing and validation. To ensure a representative sample, demographic quotas were set and data were weighted by age, gender, region, political party, education, and income level.

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

Hello, my name is _____ from [name of fielding house]. I have some questions about your community (specify if possible).

As needed:

- We are not trying to sell you anything.
- The survey should only take a few minutes and I think you will find the questions interesting.
- Your answers are strictly confidential.

DEMOGRAPHICS FOR QUOTAS

1. In which state do you live? **[Dropdown box of states] [Terminate if not Washington]**

Response category	n=500
Washington	100%
All others	TERM

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=250
Man	48%
Woman	51%
Non-binary or gender non-conforming	1%
Another way [Open]	--

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

Response category	n=250
Man	48%
Woman	50%
Non-binary	1%
Gender fluid	--
Gender neutral	--
Trans woman	--
Trans man	--
Two-Spirit	n=1
Something else fits better (please specify): [OPEN]	--
I prefer not to say	TERMINATE

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

[Autofill age as:]

Response category	n=500
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=500
African	2%
Asian/Pacific Islander	14%
Black/African American	8%
Hispanic/Latino/a/x	7%
Middle Eastern/North African	n=1
Native American/American Indian	4%
White/Caucasian	74%
Other	1%
White alone	68%
POC	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=500
Less than \$25,000	11%
\$25,000 to less than \$50,000	14%
\$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=500
Less than high school	1%
High school diploma/GED	30%
Some college/2-year degree	32%
College degree/4-year degree	19%
Graduate/professional school	18%

9. How are you registered to vote?

Response category	n=500
Democrat	40%
Republican	29%
Some other party	5%
Non-affiliated with a party	22%
Not registered to vote	4%

MOOD

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

Response category	Jan. 2025 n=500	Nov. 2024 n=504	July 2024 n=500	Mar. 2024 n=500	Dec. 2023 n=500	Aug. 2023 n=500	Apr. 2023 n=500	Nov. 2022 n=500
Right direction	38%	40%	41%	39%	33%	34%	39%	40%
Wrong track	43%	53%	48%	50%	54%	53%	48%	48%
Don't know	19%	8%	10%	11%	13%	13%	13%	12%

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

Response category	n=500
Homelessness/Poverty	24%
Cost of living/Inflation (food, gas, etc.)	15%
Crime/Public safety	8%
Affordable housing	8%
Trump/Federal policies	7%
Immigration/Border security	7%
Economy/Jobs	6%
Drugs/Addiction	6%
Taxes	6%
Environment/Climate change	5%
Rule of law/Constitution/Democracy	3%
Government/Politics	3%
Budget/Spending	3%

State leadership/Governor	2%
Health/Mental issues	2%
Getting rid of Democrats/Biden	2%
Gun control/Gun rights	1%
Education/Schools	1%
Abortion rights	1%
Traffic violations	1%
Debt	1%
Social security	1%
Roads/Infrastructure	<1%
Low wages/Minimum wage	<1%
None	1%
Other	10%
Don't know	2%

ECONOMIC CONDITIONS

The next two questions are about economic conditions in Washington

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

Response category	Jan. 2025 n=500	Nov. 2024 n=504	July 2024 n=500	Mar. 2024 n=500	Dec. 2023 n=500	Aug. 2023 n=500	Apr. 2023 n=500	Nov. 2022 n=500
NET Good	59%	53%	56%	53%	46%	45%	48%	42%
Very good	10%	6%	9%	7%	6%	4%	5%	6%
Good	49%	47%	47%	46%	41%	41%	43%	36%
NET Poor	41%	45%	40%	44%	49%	50%	49%	55%
Poor	35%	31%	29%	33%	36%	37%	34%	38%
Very poor	7%	14%	11%	10%	13%	13%	15%	17%
Don't know	--	2%	4%	4%	5%	4%	3%	3%

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

Response category	Jan. 2025 n=500	Nov. 2024 n=504	July 2024 n=500	Mar. 2024 n=500	Dec. 2023 n=500	Aug. 2023 n=500	Apr. 2023 n=500
Getting better	16%	20%	22%	20%	15%	12%	18%
Getting worse	35%	42%	38%	45%	48%	49%	46%
Staying about the same	44%	35%	36%	32%	33%	36%	33%
Don't know	4%	3%	4%	3%	4%	3%	3%

The next two questions are about your personal financial situation.

14. How would you rate your current financial situation?

Response category	Jan. 2025 n=500	Nov. 2024 n=504	July 2024 n=500
NET Good	70%	63%	63%
Very good	18%	13%	15%
Good	52%	51%	48%
NET Poor	30%	36%	36%
Poor	24%	24%	26%
Very poor	6%	12%	10%
Don't know	--	1%	1%

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

Response category	Jan. 2025 n=500	Nov. 2024 n=504	July 2024 n=500
Getting better	23%	29%	28%
Getting worse	20%	28%	22%
Staying about the same	57%	44%	49%
Don't know	1%	<1%	<1%

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

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

IMPRESSIONS

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
17. Donald Trump							
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%
18. Joe Biden							
Jan. 2025, n=500	47%	12%	35%	50%	17%	33%	3%
Nov. 2024 n=504	48%	21%	27%	52%	17%	34%	<1%
July 2024, n=500	49%	20%	28%	50%	14%	36%	1%
March 2024, n=500	46%	21%	25%	51%	14%	37%	3%
Dec. 2023, n=500	41%	13%	28%	56%	19%	37%	2%
August 2023, n=500	43%	15%	28%	54%	18%	36%	3%
Apr. 2023, n=500	45%	14%	31%	54%	19%	35%	1%
Nov. 2022, n=500	45%	18%	27%	52%	16%	36%	2%
19. Bob Ferguson							
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%
20. Elon Musk							
Jan. 2025, n=500	38%	15%	24%	56%	13%	44%	5%
21. Mark Zuckerberg							
Jan. 2025, n=500	26%	6%	20%	65%	29%	35%	9%

Indicate if you have a positive or negative impression of the following organizations.

Response category	NET Positive	Very positive	Somewhat positive	NET Negative	Somewhat negative	Very negative	Don't know
22. Amazon							
Jan. 2025, n=500	76%	36%	40%	23%	14%	9%	1%
Mar. 2024, n=500	80%	32%	47%	19%	13%	6%	1%
23. Costco							
Jan. 2025, n=500	90%	51%	39%	7%	4%	3%	3%
Mar. 2024, n=500	90%	49%	41%	5%	4%	1%	5%
24. Boeing							
Jan. 2025, n=500	55%	12%	43%	37%	28%	10%	8%
Mar. 2024, n=500	56%	14%	42%	35%	24%	11%	9%
25. Microsoft							
Jan. 2025, n=500	79%	28%	51%	18%	14%	3%	3%
Mar. 2024, n=500	81%	26%	55%	15%	12%	3%	4%
26. Starbucks							
Jan. 2025, n=500	63%	20%	43%	34%	22%	12%	3%
Mar. 2024, n=500	62%	20%	42%	34%	23%	10%	5%

AMERICAN ATTITUDES

The following are statements that people sometimes make about America. Indicate if you agree or disagree with each statement.

Response category	NET Agree	Strongly agree	Somewhat agree	NET Disagree	Somewhat disagree	Strongly disagree	Don't know
27. I am proud to be an American							
n=500	74%	39%	35%	22%	13%	8%	4%
28. America is the envy of the world							
n=500	37%	11%	27%	54%	31%	23%	8%
29. The world would be a better place if more countries shared American values							
n=500	50%	16%	34%	41%	23%	18%	9%
30. The world is safer when America leads							
n=500	56%	20%	36%	32%	21%	11%	11%
31. If you work hard and play by the rules, you can get ahead in America							
n=500	54%	19%	35%	42%	24%	18%	4%
32. I don't recognize my country anymore							
n=500	71%	27%	44%	25%	16%	9%	4%
33. People like me are no longer valued in America							
n=500	58%	22%	36%	35%	21%	15%	7%
34. America's best days are behind us							
n=500	52%	19%	33%	42%	30%	12%	7%

CRIMINAL JUSTICE

Rate your overall confidence in the following people and organizations in the criminal justice system.

Response category	NET Confident	Very confident	Somewhat confident	NET Not too/not at all	Not too confident	Not at all confident	Don't know
35. United States Supreme Court							
n=500	42%	13%	29%	55%	23%	32%	3%
36. Washington Supreme Court							
n=500	54%	16%	38%	35%	20%	15%	11%
37. Federal Bureau of Investigation (FBI)							
n=500	52%	15%	37%	40%	25%	15%	8%
38. Customs and Border Protection							
n=500	47%	17%	30%	43%	26%	17%	10%
39. County judges in your community							
n=500	55%	14%	41%	32%	23%	9%	13%
40. Your county district attorney							
n=500	50%	14%	37%	32%	21%	11%	18%
41. Your county sheriff							
n=500	60%	14%	45%	29%	18%	11%	11%
42. Public defenders							
n=500	46%	12%	35%	41%	29%	12%	13%
43. Your local police department							
n=500	64%	23%	41%	32%	20%	12%	4%

HOUSING

Next, we have some questions about housing and the housing market.

44. In general, do you think it is a good time or bad time to buy a home?

Response category	Jan. 2025 n=500	Dec. 2023 n=500	Aug. 2023 n=500	Apr. 2023 n=500
Good time to buy	17%	11%	14%	16%
Bad time to buy	66%	69%	66%	68%
Don't know	17%	21%	20%	16%

45. Over the next few years, do you think the average price for homes in your area will increase, stay about the same, or decrease?

Response category	n=500
Increase	64%
Stay about the same	23%
Decrease	8%
Don't know	5%

46. At this time, would you say that Washington has too little, too much, or about the right amount of available housing?

Response category	n=500
Too little	62%
Too much	9%
About the right amount	22%
Don't know	7%

People have proposed various ways to produce the housing Washington needs. Would you support or oppose each of the following approaches to increasing housing production in Washington?

Response category	NET Support	Strongly support	Somewhat support	NET Oppose	Somewhat oppose	Strongly oppose	Don't know
47. Expediting the approval process for housing developments							
n=500	67%	28%	39%	22%	15%	8%	11%
48. Increasing public investments, paid by taxes, to build infrastructure connections to serve new housing units							
n=500	59%	23%	36%	31%	16%	14%	10%
49. Increasing public investments, paid by taxes, to build housing affordable to people making incomes below average							
n=500	60%	29%	31%	32%	17%	15%	8%
50. Allowing more housing near public transportation							
n=500	86%	38%	49%	7%	5%	2%	7%
51. Allowing more housing near grocery stores, jobs, and other daily needs							
n=500	87%	32%	55%	7%	6%	2%	6%
52. Allowing more housing types on residential lots, such as triplexes or cottage clusters							
n=500	66%	23%	43%	23%	17%	6%	12%
53. Allowing more housing on the edge of town or in previously undeveloped areas							
n=500	71%	23%	48%	22%	14%	8%	6%
54. Allowing more housing on farm, forest, and coastal lands							
n=500	40%	14%	26%	53%	27%	26%	7%
55. Allowing more housing to be built that is smaller in size							
n=500	76%	28%	47%	17%	12%	5%	7%

Suppose more homes were to be built in your neighborhood. What impact do you think this would have on the following in your neighborhood?

Response category	Will increase	Will have no impact	Will decrease	Don't know
56. Home prices	53%	19%	18%	10%
57. Rent costs	53%	21%	14%	11%
58. Local taxes	62%	21%	4%	12%
59. Neighborhood appeal	25%	28%	34%	13%
60. Your personal satisfaction with the neighborhood	18%	32%	40%	10%

LOCAL ISSUES

Now, we have a few questions about policies currently being discussed by lawmakers in Washington.

In recent years, the Washington State Legislature has explored new revenue options to help fund transportation projects as gas tax collections have not been enough to cover rising maintenance costs. One of the reasons gas tax collections have not kept up with funding needs is due to the rising costs of road maintenance and the increasing number of fuel-efficient and electric vehicles.

One policy discussed by legislators is a retail delivery fee. Generally, a retail delivery fee is a fee imposed on the delivery of retail items delivered by motor vehicles in the state. At least two other states have implemented a retail delivery fee to help pay for road maintenance.

61. Would you support or oppose the implementation of a retail delivery fee in Washington?

Response category	Jan. 2025 n=500	Jul. 2024 n=500
NET Support	38%	37%
Strongly support	11%	8%
Somewhat support	26%	29%
NET Oppose	51%	51%
Somewhat oppose	21%	23%
Strongly oppose	30%	29%
Don't know	11%	11%

Another option being discussed to fund road maintenance in Washington is a road usage charge (RUC), which would charge drivers based on the number of miles they drive, instead of paying a gas tax based on how many gallons of gas they purchase.

62. Would you support or oppose the implementation of a road usage charge in Washington as an alternative to the gas tax?

Response category	n=500
NET Support	38%
Strongly support	14%
Somewhat support	25%
NET Oppose	52%
Somewhat oppose	18%
Strongly oppose	34%
Don't know	10%

Another topic being discussed by lawmakers is homelessness.

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

Response category	Jan. 2025 n=500	Mar. 2024 n=500	Apr. 2023 n=500
Homelessness is mostly the result of mental illness and drug addiction	55%	51%	52%
Homelessness is mostly the result of a lack of affordable places to live	36%	40%	41%
Don't know	8%	10%	7%

64. Which of the following statements is closer to your opinion about homelessness?

Response category	Jan. 2025 n=500	Mar. 2024 n=500	Apr. 2023 n=500
With the right policies and resources, homelessness is a problem that can be solved in my community	62%	62%	61%
No matter how hard we try, homelessness will always be a problem in my community	30%	28%	34%
Don't know	8%	10%	5%

ARTIFICIAL INTELLIGENCE (AI)

Turning to a new topic, Artificial Intelligence (AI)

Recently, AI technology has improved rapidly. Some say the innovations can help solve society's largest problems; others are worried that we do not yet fully understand the technology and should proceed with caution.

65. Overall, with regards to AI technology and the future, do you consider yourself:

Response category	Jan. 2025 n=500	Apr. 2023 n=500
An optimist	33%	33%
A pessimist	23%	23%
It's complicated	44%	43%

66. When you read about high profile individuals giving dire warnings about AI, what best describes your response?

Response category	Jan. 2025 n=500	Apr. 2023 n=500
It worries me	37%	37%
It worries me, but I'm optimistic that we can handle the issues as they come	41%	35%
It doesn't worry me	12%	12%
I don't know what to think	10%	16%

67. Which is closer to your opinion?

Response category	Jan. 2025 n=500	Dec. 2023 n=500	Apr. 2023 n=500
We should develop AI technology as quickly as possible if it will help solve society's largest problems	14%	15%	14%
AI should only be developed if the technology is fully understood	79%	79%	77%
Don't know	7%	6%	9%

68. Do you agree or disagree with the following statement: private companies should be responsible for supporting employees who lose their job to AI until they are able to find another job with similar pay.

Response category	Jan. 2025 n=500	Apr. 2023 n=500
NET Agree	66%	72%
Strongly agree	33%	33%
Somewhat agree	33%	38%
NET Disagree	23%	20%
Somewhat disagree	16%	11%
Strongly disagree	7%	9%
Don't know	11%	9%

69. Do you believe that AI should be regulated by the government?

Response category	Jan. 2025 n=500	Dec. 2023 n=500	Apr. 2023 n=500
NET Agree	62%	60%	60%
Strongly agree	30%	25%	28%
Somewhat agree	32%	35%	32%
NET Disagree	23%	27%	29%
Somewhat disagree	11%	17%	16%
Strongly disagree	11%	11%	12%
Don't know	15%	12%	12%

70. Some AI technologies are able to have human-like conversations and develop human-like text (examples include ChatGPT, Bard AI, and ChatSonic). Other AI technologies can create art and music that are indistinguishable from human made art and music. Do you believe it is ethical for people or companies to use AI technologies that replace humans for financial gain?

Response category	Jan. 2025 n=500	Apr. 2023 n=500
Yes, it is ethical	18%	14%
No, it is not ethical	43%	48%
It depends on the situation	39%	38%