

TO: Interested Parties  
FR: EMC Research  
DT: 2/10/25  
RE: Washington Rent Stabilization Survey

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### Methodology

This memo reflects the results from a statewide multi-modal survey of 1,100 registered voters in Washington state. The survey was conducted January 26 - February 2, 2025 and has an overall margin of error  $\pm 3.0$  percentage points.

### Summary

*Voters in Washington State are more pessimistic than optimistic and there is strong concern about the cost of living and rent/housing costs.*

*There is strong support for a rent stabilization bill, including super-majority support among non-renters and Republicans. Support for rent stabilization cuts across traditional partisan, homeownership, and generational divides, and is strong in all regions of the state. And even after aggressive negative messaging nearly two-thirds of Washington state voters support rent stabilization.*

*The impacts of high costs on Washington’s renters are clear: strong majorities have been unable to rent near where they work due to rents being too high, have had a rent increase that seriously impacted their financial situation, and have had to move because the rent got too high.*

*Support for a rent cap reaches well beyond renters. Six-in-ten Washington state voters say rent increases should be limited to 6% or less per year.*

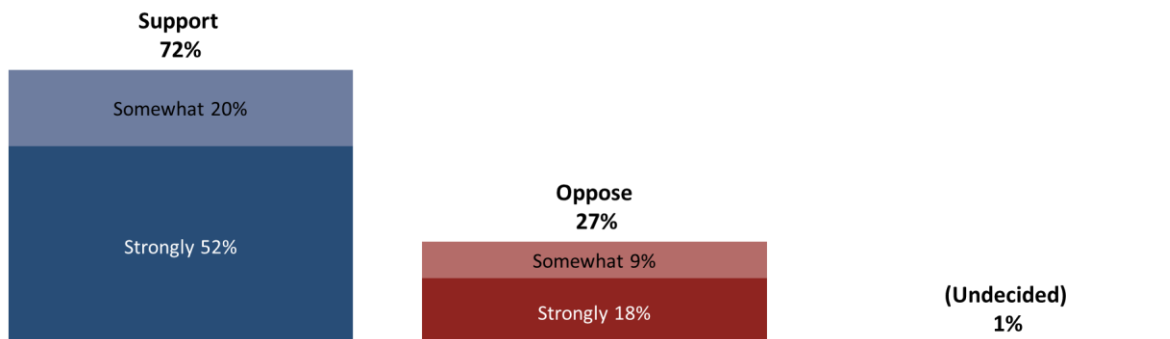
*Support among Democrats for rent stabilization is exceedingly strong and stable throughout and is not impacted by opposition messaging.*

### Key Findings

**Nearly three-quarters of voters in Washington state support a rent stabilization bill, and a majority strongly support rent stabilization.**

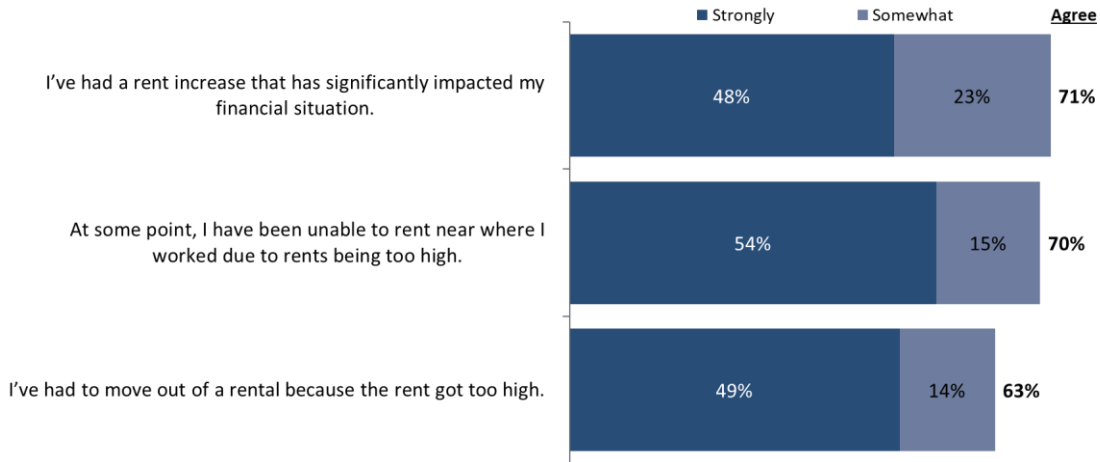
- A majority of voters in every area of the state and across all significant subgroups – including Republicans and Independents – support rent stabilization. Democrats are overwhelmingly supportive (87%).

*There is a bill in the Washington State Legislature concerning residential rent and fee increases. If passed into law, this bill would require more notice before increasing rent and prohibit excessive rent increases or excessive move-in and late fees, with some exceptions.*



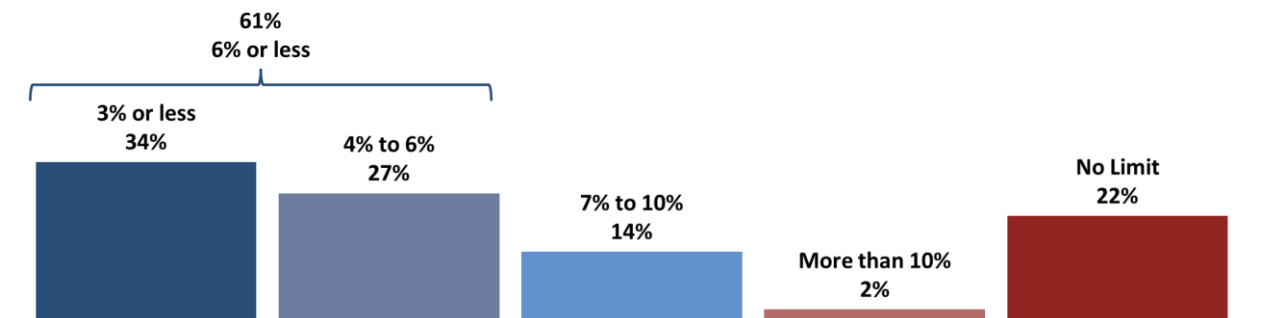
The impacts of high rents on Washington state residents are clear. Among Washingtonians who are current renters:

- Seven-in-ten say they have been unable to rent near where they work due to rents being too high
- Seven-in-ten say they have had a rent increase that seriously impacted their financial situation
- Almost two-thirds say they have had to move because the rent got too high

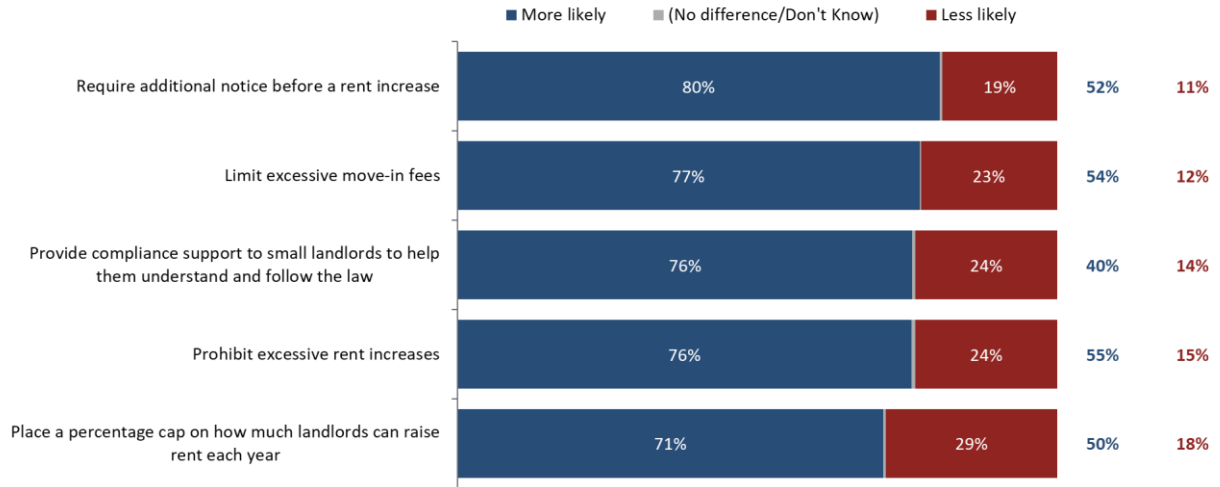


Support for a rent cap reaches well beyond renters. Six-in-ten Washington state voters say increases should be limited to 6% or less per year.

*Currently, there are no limits on how much landlords can increase rent. In Washington, the average rent is \$1,833 per month and a 7% limit on rent increases would mean that landlords could only raise rent by 7% at most, which would cost the average renter an additional \$1,500 more per year. Knowing this, what would say see is a reasonable limit on how much landlords can increase rents?*



Limits of rent and fee increases and excessive move-in fees, compliance support for small landlords, and more notice about increases are all exceedingly popular with Washington voters and make them much more likely to support the bill.



Voters are divided on exemptions that are in the existing bill for small landlords and non-profits/public housing, but they are overwhelmingly opposed to exempting newly built rentals.

