

From December 26 – 30, 2023, DHM Research conducted a survey of Oregonians. The purpose of the survey was to assess opinions about current affairs, including the economy and personal finances.

Research Methodology

The online survey consisted of 500 Oregon adults and took approximately 15 minutes to complete. This is a sufficient sample size to assess Oregonians' opinions generally and to review findings by multiple subgroups.

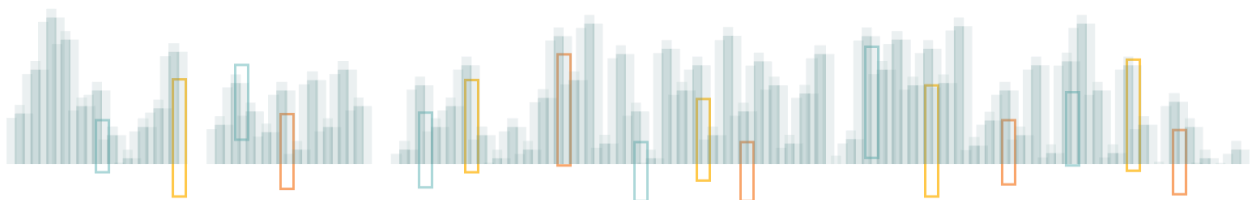
Respondents were members of a professionally maintained online panel. Respondents were invited to the survey via email. A variety of quality control measures were employed, including questionnaire pre-testing and validation. A combination of quotas and weighting by age, gender, race, area of state, voter registration, and education were used to match the demographic makeup of the adult population.

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 Oregon Panel
December 26 - 30, 2023
Oregon Residents
N=500; margin of error ±4.4%
N=200 Washington County oversample
15 Minutes
DHM Research Project #00836

MOOD

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

| Date | Right direction | Wrong track | Don't know |
|----------------------|-----------------|-------------|------------|
| December 2023, n=500 | 34% | 45% | 21% |
| August 2023 | 31% | 55% | 14% |
| April 2023 | 26% | 57% | 17% |
| February 2023 | 29% | 57% | 14% |
| August 2022 | 32% | 54% | 14% |
| January 2022 | 33% | 54% | 13% |
| September 2021 | 36% | 45% | 14% |
| May 2021 | 32% | 43% | 26% |
| March 2021 | 40% | 45% | 14% |
| September 2020 | 31% | 56% | 13% |
| July 2020 | 33% | 46% | 20% |
| June 2020 | 43% | 38% | 19% |
| April 2020 | 51% | 34% | 16% |
| March 2020 | 46% | 44% | 10% |
| February 2020 | 37% | 51% | 11% |
| January 2020 | 41% | 44% | 15% |

ECONOMY

The next two questions are about economic conditions in Oregon.

2. How would you rate Oregon's current economic conditions?

| Date | NET Good | Very good | Good | NET Poor | Poor | Very poor | Don't know |
|----------------------|------------|-----------|------|------------|------|-----------|------------|
| December 2023, n=500 | 38% | 2% | 36% | 54% | 39% | 15% | 8% |
| August 2023 | 34% | 2% | 32% | 59% | 45% | 14% | 7% |
| March 2023 | 38% | 3% | 35% | 60% | 43% | 17% | 3% |
| August 2022 | 44% | 4% | 40% | 51% | 37% | 14% | 5% |
| January 2022 | 41% | 9% | 32% | 52% | 42% | 10% | 6% |
| June 2020 | 30% | 3% | 27% | 63% | 46% | 17% | 8% |
| March 2020 | 35% | 4% | 31% | 55% | 37% | 18% | 2% |
| June 2019 | 63% | 6% | 57% | 32% | 26% | 6% | 4% |

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

| Date | Better | Worse | About the same | Don't know |
|----------------------|--------|-------|----------------|------------|
| December 2023, n=500 | 13% | 45% | 38% | 4% |
| August 2023 | 13% | 56% | 27% | 4% |
| March 2023 | 14% | 53% | 29% | 3% |
| August 2022 | 16% | 45% | 34% | 5% |
| January 2022 | 19% | 44% | 32% | 6% |
| September 2020 | 9% | 46% | 39% | 5% |
| June 2019 | 25% | 26% | 44% | 5% |

The next two questions are about your personal financial situation.

4. How would you rate your current financial situation?

| Response category | n=500 |
|-------------------|------------|
| NET Good | 56% |
| Very good | 5% |
| Good | 51% |
| NET Poor | 44% |
| Poor | 29% |
| Very poor | 15% |
| Don't know | 1% |

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

| Response category | n=500 |
|------------------------|-------|
| Getting better | 16% |
| Getting worse | 27% |
| Staying about the same | 55% |
| Don't know | 2% |

Q6 - Q74 withheld for future release

DEMOGRAPHICS

74. How do you describe your gender?

| Response category | n=500 |
|-------------------------------------|-------|
| Man | 49% |
| Woman | 49% |
| Non-binary or gender non-conforming | 2% |
| Another way [Open] | 0% |

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

[Autofill age as:]

| Response category | n=500 |
|-------------------|-------|
| 18-29 | 19% |
| 30-44 | 27% |
| 45-64 | 31% |
| 65+ | 23% |

76. 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 | 0% |
| Asian/Pacific Islander | 11% |
| Black/African American | 3% |
| Hispanic/Latino/a/x | 5% |
| Middle Eastern/North African | n=1 |
| Native American/American Indian | 2% |
| White/Caucasian | 80% |
| Other | 8% |

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

| Response category | n=500 |
|------------------------------|-------|
| Less than high school | 5% |
| High school diploma/GED | 27% |
| Some college/2-year degree | 34% |
| College degree/4-year degree | 13% |
| Graduate/professional school | 21% |

78. 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 | 17% |
| \$25,000 to less than \$50,000 | 19% |
| \$50,000 to less than \$75,000 | 17% |
| \$75,000 to less than \$100,000 | 21% |
| \$100,000 to less than \$150,000 | 17% |
| \$150,000 or more | 9% |

79. In what county do you live? **[Dropdown box of all Oregon counties]**
[Autofill area as]:

| Response category | n=500 |
|--------------------------|--------------|
| Portland metro | 44% |
| Willamette Valley | 27% |
| Rest of Oregon | 29% |

80. Do you consider yourself as a Democrat, Republican, or independent?

| Response category | n=500 |
|--------------------------|--------------|
| Democrat | 32% |
| Republican | 23% |
| Independent | 6% |
| Another party | 32% |
| Not registered to vote | 6% |