

## Introduction and Methodology

---

From March 31-April 8, 2025, DHM Research conducted an online survey of Oregon residents. The purpose of the survey was to assess overall mood and economic outlook as well as residents' opinions on business, healthcare, and key issues. This survey also explored residents' attitudes toward American values and gauged residents' impressions of prominent figures and major businesses.

### **Research Methodology**

The online survey consisted of N=500 Oregon residents and took approximately 15 minutes to complete. This is a sufficient sample size to assess Oregonian'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  
Oregon Statewide  
March 31 - April 8, 2025  
N=500; margin of error +/- 4.4%  
April 2025**

**Demographics**

1. In what county do you live?

**[Autofill area as:]**

Response category	n=500
Tri-county	44%
Willamette Valley	27%
Rest of state	29%

2. How do you describe your gender?

Response category	n=500
Man	49%
Woman	49%
Non-binary or gender non-conforming	1%
Another way <b>[Open]</b>	--

3. 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%

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

Response category	n=500
African	2%
Asian/Pacific Islander	7%
Black/African American	3%
Hispanic/Latino/a/x	9%
Middle Eastern/North African	n=2
Native American/American Indian	6%
White/Caucasian	79%
Other	3%
<b>White alone</b>	<b>72%</b>
<b>POC</b>	<b>28%</b>

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

Response category	n=500
Less than high school	3%
High school diploma/GED	29%
Some college/2-year degree	34%
College degree/4-year degree	23%
Graduate/professional school	11%

6. 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	13%
\$25,000 to less than \$50,000	22%
\$50,000 to less than \$75,000	18%
\$75,000 to less than \$100,000	22%
\$100,000 to less than \$150,000	16%
\$150,000 or more	9%

7. What is your party registration?

Response category	n=500
Democrat	32%
Republican	23%
Another party	6%
Not affiliated with a political party	32%
Not registered to vote	6%

8. How would describe your political views?

Response category	n=500
<b>NET Liberal</b>	<b>30%</b>
Very liberal	10%
Liberal	21%
Moderate	45%
<b>NET Conservative</b>	<b>25%</b>
Conservative	20%
Very conservative	5%

8a. What best describes your housing situation?

Response category	n=500
Own your home	64%
Rent your home	34%
Some other housing situation	2%

**Mood**

9. 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
April 2025, n=500	34%	47%	19%
January 2025	36%	47%	17%
September 2024	34%	48%	17%
June 2024	31%	51%	18%
December 2023	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%

10. What do you think is the most important problem facing Oregon today? **[Open]**

Response category	n=500
Homelessness	48%
Drugs/Addiction/Mental health	17%
Poor leadership/Government mismanagement	16%
Crime	8%
Housing affordability	7%
Cost of living	6%
Economy/Jobs	5%
Taxes/Tariffs	5%
Education/schools	3%
Healthcare	3%
Social issues	2%
Immigration	2%
Climate change	2%
Political divisions/partisanship	2%
Budget/Funding cuts	2%
All other responses	1% or less
None	2%
Other	4%
Don't know/Refused	1%

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

Date	NET Good	Very good	Good	NET Poor	Poor	Very poor	Don't know
April 2025, n=500	<b>42%</b>	2%	40%	<b>49%</b>	40%	8%	9%
January 2025	<b>41%</b>	5%	36%	<b>53%</b>	38%	15%	6%
September 2024	<b>42%</b>	4%	39%	<b>51%</b>	41%	9%	7%
June 2024	<b>43%</b>	2%	41%	<b>51%</b>	39%	12%	5%
December 2023	<b>38%</b>	2%	36%	<b>54%</b>	39%	15%	8%
August 2023	<b>34%</b>	2%	32%	<b>59%</b>	45%	14%	7%
March 2023	<b>38%</b>	3%	35%	<b>60%</b>	43%	17%	3%
August 2022	<b>44%</b>	4%	40%	<b>51%</b>	37%	14%	5%
January 2022	<b>41%</b>	9%	32%	<b>52%</b>	42%	10%	6%
June 2020	<b>30%</b>	3%	27%	<b>63%</b>	46%	17%	8%
March 2020	<b>35%</b>	4%	31%	<b>55%</b>	37%	18%	9%
June 2019	<b>63%</b>	6%	57%	<b>32%</b>	26%	6%	4%

12. How would you rate your current financial situation?

Date	NET Good	Very good	Good	NET Poor	Poor	Very poor	Don't know
April 2025, n=500	<b>60%</b>	7%	52%	<b>39%</b>	29%	11%	1%
January 2025	<b>58%</b>	8%	51%	<b>40%</b>	27%	13%	2%
June 2024	<b>54%</b>	9%	45%	<b>45%</b>	30%	15%	1%
December 2023	<b>56%</b>	5%	51%	<b>44%</b>	29%	15%	1%

13. Who do you think has more power in Oregon's job market today?

Date	Workers	Employers	Don't know
April 2025, n=500	17%	61%	21%
January 2025	15%	66%	19%
June 2024	21%	67%	12%
August 2023	31%	53%	16%
August 2022	43%	39%	18%

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

Response category	Total Positive	Very positive	Somewhat positive	Total Negative	Somewhat negative	Very negative	Don't know
14. Donald Trump							
April 2025, n=500	<b>37%</b>	19%	18%	<b>58%</b>	9%	49%	5%
January 2025	<b>38%</b>	19%	20%	<b>58%</b>	8%	50%	4%
June 2024	<b>29%</b>	15%	15%	<b>68%</b>	13%	55%	3%
December 2023	<b>30%</b>	13%	17%	<b>68%</b>	17%	51%	2%
August 2023	<b>31%</b>	13%	18%	<b>66%</b>	13%	53%	4%
March 2023	<b>27%</b>	11%	16%	<b>68%</b>	12%	56%	4%
August 2022	<b>34%</b>	18%	16%	<b>64%</b>	8%	56%	1%
January 2022	<b>37%</b>	17%	20%	<b>59%</b>	11%	48%	4%
September 2020	<b>39%</b>	23%	16%	<b>60%</b>	7%	53%	1%
October 2019	<b>29%</b>	20%	9%	<b>71%</b>	6%	65%	1%
June 2019	<b>37%</b>	24%	13%	<b>63%</b>	10%	53%	--
October 2018	<b>41%</b>	26%	15%	<b>55%</b>	10%	45%	5%
January 2018	<b>36%</b>	17%	19%	<b>59%</b>	12%	47%	4%
November 2017	<b>23%</b>	9%	14%	<b>77%</b>	9%	68%	--
October 2016	<b>31%</b>	16%	15%	<b>66%</b>	11%	55%	3%
July 2016	<b>26%</b>	10%	16%	<b>74%</b>	10%	64%	--
15. JD Vance							
April 2025, n=500	<b>29%</b>	15%	14%	<b>54%</b>	11%	43%	17%
16. Elon Musk							
April 2025, n=500	<b>35%</b>	15%	20%	<b>59%</b>	12%	47%	6%
January 2025	<b>32%</b>	12%	20%	<b>60%</b>	14%	46%	7%
17. Tina Kotek							
April 2025, n=500	<b>36%</b>	9%	27%	<b>43%</b>	19%	25%	21%
January 2025	<b>37%</b>	10%	28%	<b>43%</b>	20%	23%	20%
June 2024	<b>35%</b>	9%	26%	<b>42%</b>	18%	24%	23%
December 2023	<b>29%</b>	8%	21%	<b>49%</b>	24%	25%	22%
August 2023	<b>30%</b>	11%	19%	<b>46%</b>	21%	25%	24%
March 2023	<b>34%</b>	11%	23%	<b>43%</b>	18%	25%	23%
August 2022	<b>34%</b>	11%	23%	<b>28%</b>	11%	17%	37%

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

Response category	Total Positive	Very positive	Somewhat positive	Total Negative	Somewhat negative	Very negative	Don't know
18. Walmart							
April 2025, n=500	<b>58%</b>	18%	40%	<b>37%</b>	23%	14%	5%
August 2022	<b>53%</b>	17%	36%	<b>42%</b>	26%	16%	4%
19. Amazon							
April 2025, n=500	<b>69%</b>	25%	43%	<b>27%</b>	18%	10%	4%
20. Tesla							
April 2025, n=500	<b>33%</b>	10%	23%	<b>57%</b>	18%	39%	10%
21. Oregon Health Plan							
April 2025, n=500	<b>75%</b>	28%	47%	<b>17%</b>	12%	5%	8%
22. SAIF, Oregon's not-for-profit workers' compensation insurance company							
April 2025, n=500	<b>50%</b>	13%	37%	<b>18%</b>	12%	5%	32%
23. Department of Government Efficiency, or DOGE							
April 2025, n=500	<b>32%</b>	16%	16%	<b>52%</b>	14%	38%	16%

## Business

The next few questions are about doing business in Oregon.

24. How would you rate Oregon's overall business climate?

Response category	n=500
<b>NET Good</b>	<b>54%</b>
Very good	5%
Good	49%
<b>NET Poor</b>	<b>35%</b>
Poor	29%
Very poor	5%
Don't know	12%

25. In your opinion, which state has a better overall business climate?

Response category	n=500
Oregon	52%
Washington	48%

26. In your opinion, which state has a better overall business climate?

Response category	n=500
Oregon	65%
Idaho	35%

27. In your opinion, which state has a better overall business climate?

Response category	n=500
Oregon	60%
California	40%

28. In your opinion, which state has a better overall business climate?

Response category	n=500
Oregon	55%
Nevada	45%

## Healthcare

Turning to a new topic: healthcare.

29. Overall, how would you rate the quality of healthcare in your community?

Response category	n=500
<b>NET Excellent/Good</b>	<b>56%</b>
Excellent	11%
Good	46%
<b>NET Fair/Poor</b>	<b>41%</b>
Only fair	34%
Poor	7%
Don't know	3%

30. Overall, how would you rate the affordability of healthcare in your community?

Response category	n=500
<b>NET Excellent/Good</b>	<b>32%</b>
Excellent	7%
Good	25%
<b>NET Fair/Poor</b>	<b>63%</b>
Only fair	40%
Poor	23%
Don't know	5%



If you or a family member needed medical care, how easy or difficult would it be to get treatment in your community from the following types of providers?

Response category	NET Easy	Very easy	Somewhat easy	NET Difficult	Somewhat difficult	Very difficult	Don't know
31. Primary care providers	<b>66%</b>	24%	42%	<b>31%</b>	23%	7%	3%
32. Medical specialists	<b>50%</b>	11%	38%	<b>45%</b>	31%	15%	5%
33. Mental health providers	<b>43%</b>	15%	28%	<b>43%</b>	27%	16%	14%

34. Suppose you were choosing between three job offers. Which would you consider the highest paying?

Response category	n=500
An annual salary of <b>\$100,000</b> and an <b>excellent</b> health insurance plan	77%
An annual salary of <b>\$105,000</b> and an <b>average</b> health insurance plan	17%
An annual salary of <b>\$110,000</b> and a <b>poor</b> health insurance plan	6%

35. Suppose you were choosing between three job offers. Which would you consider the highest paying?

Response category	n=500
An annual salary of <b>\$100,000</b> and an <b>excellent</b> health insurance plan	68%
An annual salary of <b>\$110,000</b> and an <b>average</b> health insurance plan	25%
An annual salary of <b>\$120,000</b> and a <b>poor</b> health insurance plan	8%

36. Suppose you were choosing between three job offers. Which would you consider the highest paying?

Response category	n=500
An annual salary of <b>\$100,000</b> and an <b>excellent</b> health insurance plan	56%
An annual salary of <b>\$115,000</b> and an <b>average</b> health insurance plan	34%
An annual salary of <b>\$130,000</b> and a <b>poor</b> health insurance plan	10%

### Issue Importance and Party Trust

Imagine there were elections in Oregon today for governor and the state legislature.

How important, if at all, are each of the following issues in making your decision about who to vote for?

Response category	NET Important	Very important (1)	Somewhat important (2)	NET Not important	Not too important (3)	Not at all important (4)	Mean	Don't know
37. Healthcare								
n=500	<b>94%</b>	70%	25%	<b>3%</b>	2%	1%	<b>1.3</b>	2%
38. Housing								
n=500	<b>93%</b>	66%	26%	<b>4%</b>	3%	1%	<b>1.4</b>	3%
39. K-12 education								
n=500	<b>91%</b>	59%	32%	<b>6%</b>	5%	1%	<b>1.5</b>	3%
40. Taxes								
n=500	<b>88%</b>	51%	37%	<b>9%</b>	7%	2%	<b>1.6</b>	3%
41. Government spending								
n=500	<b>88%</b>	57%	31%	<b>9%</b>	7%	1%	<b>1.5</b>	3%
42. Managing the state budget								
n=500	<b>90%</b>	60%	30%	<b>6%</b>	6%	1%	<b>1.4</b>	4%
43. Environment								
n=500	<b>83%</b>	46%	37%	<b>14%</b>	10%	4%	<b>1.7</b>	3%
44. Jobs								
n=500	<b>94%</b>	64%	31%	<b>3%</b>	2%	1%	<b>1.4</b>	2%
45. Climate change								
n=500	<b>67%</b>	42%	25%	<b>29%</b>	17%	13%	<b>2.0</b>	3%
46. Homelessness								
n=500	<b>94%</b>	69%	24%	<b>4%</b>	3%	2%	<b>1.4</b>	2%
47. Crime								
n=500	<b>90%</b>	60%	30%	<b>7%</b>	7%	<1%	<b>1.5</b>	3%
48. Gun policy								
n=500	<b>76%</b>	46%	30%	<b>20%</b>	14%	6%	<b>1.8</b>	3%
49. Drug addiction and mental health								
n=500	<b>90%</b>	58%	32%	<b>8%</b>	7%	1%	<b>1.5</b>	2%
50. Immigration								
n=500	<b>74%</b>	43%	32%	<b>23%</b>	15%	8%	<b>1.9</b>	3%
51. Abortion								
n=500	<b>70%</b>	42%	29%	<b>25%</b>	15%	10%	<b>1.9</b>	5%
52. Election security								
n=500	<b>77%</b>	48%	29%	<b>19%</b>	15%	4%	<b>1.7</b>	4%
53. Transgender issues								
n=500	<b>43%</b>	21%	22%	<b>51%</b>	20%	31%	<b>2.7</b>	6%
54. Diversity, equality, and inclusion (DEI)								
n=500	<b>60%</b>	31%	29%	<b>36%</b>	17%	19%	<b>2.2</b>	4%
55. Free speech								
n=500	<b>88%</b>	63%	25%	<b>9%</b>	8%	1%	<b>1.5</b>	3%

Indicate which political party in Oregon you trust more to handle the following issues. **[Randomize]**

Response category	NET Democrat	Democratic Party much more (1)	Democratic Party somewhat more (2)	NET Republican	Republican Party somewhat more (3)	Republican Party much more (4)	Mean	Don't know
56. Healthcare								
n=500	<b>55%</b>	34%	22%	<b>29%</b>	14%	16%	<b>2.1</b>	15%
57. Housing								
n=500	<b>53%</b>	29%	24%	<b>30%</b>	15%	15%	<b>2.2</b>	16%
58. K-12 education								
n=500	<b>53%</b>	33%	21%	<b>31%</b>	15%	16%	<b>2.2</b>	16%
59. Taxes								
n=500	<b>42%</b>	21%	21%	<b>39%</b>	18%	21%	<b>2.5</b>	18%
60. Government spending								
n=500	<b>38%</b>	20%	18%	<b>44%</b>	21%	23%	<b>2.6</b>	18%
61. Managing the state budget								
n=500	<b>40%</b>	22%	19%	<b>42%</b>	21%	21%	<b>2.5</b>	18%
62. Environment								
n=500	<b>60%</b>	37%	23%	<b>22%</b>	10%	12%	<b>2.0</b>	18%
63. Jobs								
n=500	<b>46%</b>	25%	20%	<b>36%</b>	15%	21%	<b>2.4</b>	19%
64. Climate change								
n=500	<b>59%</b>	38%	21%	<b>22%</b>	10%	12%	<b>1.9</b>	19%
65. Homelessness								
n=500	<b>54%</b>	31%	23%	<b>30%</b>	14%	16%	<b>2.2</b>	16%
66. Crime								
n=500	<b>39%</b>	21%	18%	<b>44%</b>	20%	24%	<b>2.6</b>	17%
67. Gun policy								
n=500	<b>43%</b>	28%	15%	<b>42%</b>	17%	25%	<b>2.5</b>	15%
68. Drug addiction and mental health								
n=500	<b>55%</b>	34%	21%	<b>27%</b>	13%	14%	<b>2.1</b>	17%
69. Immigration								
n=500	<b>45%</b>	29%	16%	<b>40%</b>	15%	25%	<b>2.4</b>	15%
70. Abortion								
n=500	<b>58%</b>	40%	18%	<b>25%</b>	10%	15%	<b>2.0</b>	17%
71. Election security								
n=500	<b>42%</b>	28%	15%	<b>35%</b>	14%	21%	<b>2.4</b>	22%
72. Transgender issues								
n=500	<b>54%</b>	38%	16%	<b>28%</b>	11%	17%	<b>2.1</b>	18%
73. Diversity, equality, and inclusion (DEI)								
n=500	<b>57%</b>	39%	17%	<b>23%</b>	8%	15%	<b>2.0</b>	20%
74. Free speech								
n=500	<b>49%</b>	31%	18%	<b>35%</b>	14%	21%	<b>2.3</b>	16%