Introduction and Methodology

From June 27 – July 3, 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 Oregonians' opinions on various topics such as tax perceptions, transportation, education, and healthcare. The survey also evaluated Oregonians' opinions of major organizations and their likelihood to vote for gubernatorial candidates.

Research Methodology

The online survey consisted of N=502 Oregon residents 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. 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 45 years. The firm is nonpartisan and independent and specializes in research projects to support public policy making.

DEMOGRAPHICS / QUOTAS

Screener: What state do you reside in?

Response category	n=502
Oregon	100%
All other states	--

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

   [Autofill age as:]

Response category	n=502
18–29	19%
30–44	27%
45–64	31%
65+	23%

2A. **[Split A, n=252]** How do you describe your gender?

Response category	n=252
Man	50%
Woman	50%
Non-binary or gender non-conforming	--
Another way **[Open]**	--

2B. **[Split B n=250]** How do you describe your gender?

Response category	n=250
Man	49%
Woman	49%
Non-binary	n=1
Gender fluid	--
Gender neutral	--
Trans woman	1%
Trans man	--
Two-Spirit	--
Something else fits better (please specify): **(OPEN)**	--

2. In what county do you live?

[Autofill area as]:

Response category	n=502
Tri-county	44%
Willamette Valley	27%
Rest of state	29%

3. Which of the following best describes your race or ethnicity? *You may choose more than one.*
[Allow for multiple responses]

Response category	n=502
African	1%
Asian/Pacific Islander	7%
Black/African American	7%
Hispanic/Latino/a/x	6%
Middle Eastern/North African	1%
Native American/American Indian	5%
White/Caucasian	79%
Other	2%
White alone	**72%**
People of Color	**28%**

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

Response category	n=502
Less than high school	1%
High school diploma/GED	31%
Some college/2-year degree	34%
College degree/4-year degree	19%
Graduate/professional school	15%

5. 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=502
Less than $25,000	12%
$25,000 to less than $50,000	20%
$50,000 to less than $75,000	15%
$75,000 to less than $100,000	22%
$100,000 to less than $150,000	18%
$150,000 or more	13%

6. What is your party registration?

Response category	n=502
Democrat	32%
Republican	23%
Another party	6%
Not affiliated with a political party	32%
Not registered to vote	6%

7. Do you rent or own your home?

Response category	n=502
Rent	34%
Own	64%
I have a different arrangement	2%

8. In the last 12 months, have you received a COVID-19 vaccination?

Response category	n=502
Yes	43%
No	57%

9. What best describes your health insurance status? *Select all that apply.* **[Allow multiple responses]**

Response category	n=502
I have health insurance through an employer	42%
I am on Medicare	28%
I am on Medicaid or the Oregon Health Plan	19%
I purchase my own health insurance	15%
I have health insurance through the military or VA	4%
I have health insurance through some other means	3%
I do not have health insurance	3%

10. Do you currently have any pets?

Response category	n=502
Yes	67%
No	33%

DIRECTION OF STATE

11. 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
July 2025, n=502	43%	41%	16%
April 2025	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%

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

Response category	n=502
Homelessness	41%
Housing affordability	15%
Drugs / Addiction / Mental health	12%
Poor leadership / Government mismanagement	12%
Cost of living	7%
Economy / Jobs	6%
Taxes / Tariffs	6%
Immigration	5%
Crime	4%
Budget / Funding cuts	4%
Healthcare	3%
Climate change	3%
Wildfire / Forest fire	3%
Education / Schools	2%
Infrastructure / Roads / Transportation	2%
Environment	2%
Political divisions / Partisanship	2%
Racism / Diversity	2%
All other responses	1% or less
None	<1%
Don't know / Refused	1%

ECONOMIC CONDITIONS

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

Date	NET Good	Very good	Good	NET Poor	Poor	Very poor	Don't know
July 2025, n=502	**49%**	2%	47%	**45%**	35%	10%	6%
April 2025	**42%**	2%	40%	**49%**	40%	8%	9%
January 2025	**41%**	5%	36%	**53%**	38%	15%	6%
September 2024	**42%**	4%	39%	**51%**	41%	9%	7%
June 2024	**43%**	2%	41%	**51%**	39%	12%	5%
December 2023	**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%	9%
June 2019	**63%**	6%	57%	**32%**	26%	6%	4%

14. How would you rate your current financial situation?

Date	NET Good	Very good	Good	NET Poor	Poor	Very poor	Don't know
July 2025, n=502	**62%**	10%	52%	**37%**	27%	10%	1%
April 2025	**60%**	7%	52%	**39%**	29%	11%	1%
January 2025	**58%**	8%	51%	**40%**	27%	13%	2%
June 2024	**54%**	9%	45%	**45%**	30%	15%	1%
December 2023	**56%**	5%	51%	**44%**	29%	15%	1%

MPRESSIONS

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

Response category n=502	Total Positive	Very positive	Somewhat positive	Total Negative	Somewhat negative	Very negative	Don't know
15. President Donald Trump							
July 2025, n=502	**42%**	19%	23%	**55%**	9%	46%	3%
April 2025	**37%**	19%	18%	**58%**	9%	49%	5%
January 2025	**38%**	19%	20%	**58%**	8%	50%	4%
June 2024	**29%**	15%	15%	**68%**	13%	55%	3%
December 2023	**30%**	13%	17%	**68%**	17%	51%	2%
August 2023	**31%**	13%	18%	**66%**	13%	53%	4%
March 2023	**27%**	11%	16%	**68%**	12%	56%	4%
August 2022	**34%**	18%	16%	**64%**	8%	56%	1%
January 2022	**37%**	17%	20%	**59%**	11%	48%	4%
September 2020	**39%**	23%	16%	**60%**	7%	53%	1%
October 2019	**29%**	20%	9%	**71%**	6%	65%	1%
June 2019	**37%**	24%	13%	**63%**	10%	53%	--
October 2018	**41%**	26%	15%	**55%**	10%	45%	5%
January 2018	**36%**	17%	19%	**59%**	12%	47%	4%
November 2017	**23%**	9%	14%	**77%**	9%	68%	--
October 2016	**31%**	16%	15%	**66%**	11%	55%	3%
July 2016	**26%**	10%	16%	**74%**	10%	64%	--
16. Governor Tina Kotek							
July 2025, n=502	**44%**	12%	32%	**46%**	17%	28%	10%
April 2025	**36%**	9%	27%	**43%**	19%	25%	21%
January 2025	**37%**	10%	28%	**43%**	20%	23%	20%
June 2024	**35%**	9%	26%	**42%**	18%	24%	23%
December 2023	**29%**	8%	21%	**49%**	24%	25%	22%
August 2023	**30%**	11%	19%	**46%**	21%	25%	24%
March 2023	**34%**	11%	23%	**43%**	18%	25%	23%
August 2022	**34%**	11%	23%	**28%**	11%	17%	37%
17. Senator Jeff Merkley							
July 2025, n=502	**49%**	21%	27%	**27%**	13%	14%	25%

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

Response category n=502	Total Positive	Very positive	Somewhat positive	Total Negative	Somewhat negative	Very negative	Don't know
18. Providence Health & Services	**70%**	26%	43%	**15%**	12%	3%	15%
19. Oregon Health & Science University (OHSU)	**83%**	39%	44%	**9%**	7%	2%	8%
20. Les Schwab Tires	**82%**	38%	44%	**11%**	8%	2%	7%
21. Intel	**69%**	19%	49%	**13%**	8%	4%	19%
22. Dutch Brothers	**78%**	34%	44%	**11%**	8%	3%	11%
23. Nike	**69%**	23%	46%	**22%**	14%	8%	9%

TAXES & SERVICES

Turning to a new topic: taxes in Oregon

24. How would you rate the quality of programs and services you receive from the Oregon government, considering the state taxes you pay?

Response category	n=502
Total Good	**50%**
Very good	6%
Good	45%
Total Poor	**44%**
Poor	28%
Very poor	16%
Don't know	5%

For each of the following, indicate if you think that group is paying too much, too little, or about the right amount of Oregon state taxes.

Response category n=502	Too much	Too little	About the right amount	Don't know
25. You personally				
July 2025, n=502	53%	6%	36%	4%
December 2023	51%	7%	38%	5%
February 2022	60%	3%	34%	2%
26. Low-income people				
July 2025, n=502	55%	15%	16%	13%
27. Middle-income people				
July 2025, n=502	50%	12%	31%	8%
28. High-income people				
July 2025, n=502	15%	64%	12%	10%
December 2023	10%	66%	19%	6%
February 2022	18%	55%	21%	7%
29. Small businesses				
July 2025, n=502	52%	9%	25%	14%
December 2023	52%	7%	29%	12%
February 2022	63%	3%	25%	10%
February 2016	45%	9%	34%	12%
30. Large businesses				
July 2025, n=502	11%	65%	12%	13%
December 2023	8%	65%	18%	10%
February 2022	17%	55%	20%	8%
February 2016	17%	57%	16%	10%

Questions 31-43 withheld

TRANSPORTATION

The next questions are about transportation.

44. How would you rate the current quality of the transportation system in your area?

Response category	n=502
Total Excellent / Good	**67%**
Excellent	10%
Good	58%
Total Poor	**28%**
Poor	21%
Very poor	7%
Don't know	4%

45. The following is a list of possible transportation priorities for the next 10 years in Oregon. Thinking about transportation improvements that could be made in your area, which of these options do you think should be the highest priority, second highest priority, and third highest priority?

Response category n=502	First	Second	Third	1st – 3rd Combined
Maintain and preserve existing roads and highways	46%	24%	14%	84%
Invest in public transportation, such as bus and light rail	18%	27%	22%	67%
Build new roads and highways	15%	17%	17%	49%
Promote alternative-fuel vehicles like hybrids and electric vehicles and build an electric charging network	11%	14%	20%	44%
Promote active modes of transportation like bicycling or walking with bike lanes, trails, and improved pedestrian safety	10%	18%	28%	57%

46. Gas taxes are the largest source of transportation funding in the state. These funds help maintain Oregon's roads, tunnels, and bridges. However, revenue from gas taxes is expected to fall because vehicles are becoming more fuel-efficient or run on electricity. One option being discussed to fund road maintenance in Oregon 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.

    Knowing this, do you support or oppose road usage charges as an alternative way to fund maintenance of the state's roads, tunnels, and bridges?

Response category	n=502
Total Support	**50%**
Strongly support	11%
Somewhat support	39%
Total Oppose	**38%**
Somewhat oppose	15%
Strongly oppose	24%
Don't know	12%

47. Would you support or oppose a state law prohibiting the sale of new gasoline and diesel vehicles by 2035?

Response category	n=502
Total Support	**32%**
Strongly support	11%
Somewhat support	20%
Total Oppose	**57%**
Somewhat oppose	21%
Strongly oppose	35%
Don't know	12%

EDUCATION

The next questions are about K-12 public education in Oregon.

What grade would you give the following aspects of the K–12 public education system in Oregon?

Response category	A	B	C	D	F	Don't know	GPA
48. Your local public schools							
July 2025, n=502	10%	28%	31%	11%	9%	10%	**2.2**
June 2024	6%	24%	34%	16%	9%	11%	**2.0**
July 2019	9%	29%	20%	17%	11%	14%	**2.1**
49. Oregon's public schools							
July 2025, n=502	9%	19%	35%	14%	11%	13%	**2.0**
June 2024	3%	18%	36%	21%	10%	13%	**1.8**
July 2019	1%	20%	29%	21%	13%	16%	**1.7**

50. Which of the following statements most closely matches your view of Oregon's public education system, even if neither matches your opinion exactly?

Response category	n=502
Our K–12 schools have a serious funding problem; there's simply not enough money to meet the needs of all students.	52%
Our K–12 schools do not have a funding problem; if they spent what they have more efficiently, they could meet the needs of all students.	34%
Don't know	13%

51. How concerned are you about the impact of increasing student use of AI on the quality of the K-12 education students receive in your community?

Response category	n=502
Total Concerned	**77%**
Very concerned	35%
Somewhat concerned	42%
Total Not concerned	**17%**
Not very concerned	14%
Not at all concerned	3%
Don't know	6%

Questions 52-58 withheld

HEALTHCARE

The next topic is healthcare.

59. In your community, what percent of the population do you estimate is currently receiving medical coverage under the Oregon Health Plan, which functions as Oregon's Medicaid program? **[Open, input percent]**

Response category	n=502
0%	<1%
1% – 10%	6%
11% – 20%	15%
21% – 30%	19%
31% – 40%	21%
41% - 50%	12%
51% - 60%	8%
61% - 70%	9%
71 – 80%	10%
81 – 90%	1%
91 – 99%	1%
100%	<1%
Mean	**41.3%**

60. Which of the following statements aligns most closely with your opinion of the number of Oregonians eligible for coverage under the Oregon Health Plan?

Response category	n=502
Too many people are eligible to enroll in the Oregon Health Plan	22%
Not enough people are eligible to enroll in the Oregon Health Plan	32%
The right number of people are eligible to enroll in the Oregon Health Plan	27%
Don't know	19%

61. Would you support or oppose requiring individuals to complete 80 hours of work or community service activities per month to qualify for the Oregon Health Plan?

Response category	n=502
Total Support	**50%**
Strongly support	21%
Somewhat support	29%
Total Oppose	**44%**
Somewhat oppose	20%
Strongly oppose	25%
Don't know	6%

62. In your opinion, what is the quality of the medical benefits provided under the Oregon Health Plan?

Response category	n=502
Total Good	**61%**
Very good	17%
Somewhat good	44%
Total Poor	**20%**
Somewhat poor	17%
Very poor	3%
Don't know	19%

63. All things considered, do you think Oregon spends too little, about the right amount, or too much on providing healthcare for low-income people?

Response category	n=502
Too little	35%
About the right amount	36%
Too much	17%
Don't know	12%

Questions 64-65 withheld

66. Are open-toed shoes appropriate to wear in a business casual setting?

Response category	n=502
Total Appropriate	**48%**
Very appropriate	11%
Somewhat appropriate	37%
Total Inappropriate	**45%**
Somewhat inappropriate	23%
Very inappropriate	22%
Don't know	7%

67. What is your preferred body of water to spend time at during the summer in Oregon?

Response category	n=502
River	23%
Lake	20%
Ocean	20%
All the above	33%
None of the above	4%