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Introduction and Methodology

From July 23 – 28, 2026, DHM Research conducted an online survey of Oregon registered voters. The purpose of the survey was to assess Oregonians opinions about artificial intelligence and data centers. It also benchmarked attitudes about the direction of the state and economic sentiment.

Research Methodology

The mixed mode (phone and text-to-online) survey consisted of survey consisted of N=600 Oregon registered voters. This is a sufficient sample size to assess voter opinions generally and to review findings by multiple subgroups.

Respondents were contacted from a list of registered voters. Telephone respondents were contacted by a live interviewer, and text-to-online respondents received a text invitation directing them to an online survey. In gathering responses, a variety of quality control measures were employed, including questionnaire pre-testing and validation. Quotas were set by age, gender, race, education level, area of the state, and political affiliation to match the profile of Oregon's registered voters.

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 the 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: $\pm 4.0\%$

DHM Research Background

DHM Research has been providing opinion research and consultation throughout the West Coast 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.

Oregon Pulse Survey July 2026

Oregon All Registered Voters
N=600; ±4.0% margin of error

DHM Research

1. What is your zip code? **[Open; For verification purposes only]**

2. In what year were you born? **[Open] [Autofill age as:]**

Response category	n=600
18 - 29	17%
30 - 44	26%
45 - 64	29%
65+	28%

3. How do you describe your gender?

Response category	n=600
Man	48%
Woman	50%
Non-binary or gender non-conforming	1%
Another way [Open]	--

4. Do any children under age 18 live in your home?

Response category	n=600
Yes	28%
No	72%

5. Party **[Don't ask; record from sample]**

Response category	n=600
Democrat	32%
Republican	24%
Non-affiliated	39%
Other	5%



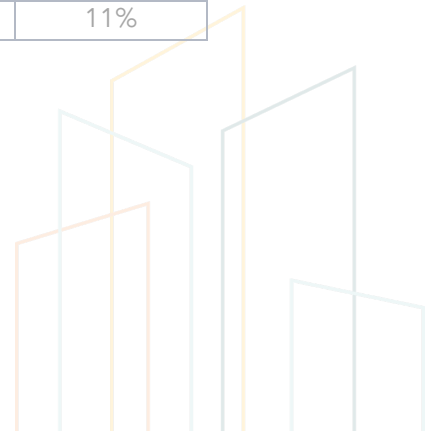
6. How do you consider your views when it comes to politics and elections?

Response category	n=600
Total liberal	34%
Very liberal	13%
Liberal	21%
Moderate	34%
Total conservative	32%
Conservative	22%
Very conservative	10%

VOTER MOOD

7. All things considered, do you think Oregon is headed in the right direction or on the wrong track?

Date	Right direction	Wrong track	Don't know
July 2026, n=600	22%	60%	19%
September 2025	35%	47%	19%
July 2025	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%



8. How would you rate current economic conditions in Oregon?

Date	NET Good	Very good	Good	NET Poor	Poor	Very poor	Don't know
July 2026, n=600	16%	1%	16%	76%	46%	31%	7%
September 2025	38%	4%	33%	54%	40%	15%	8%
July 2025	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%

9. How would you rate your current personal financial situation?

Date	NET Good	Very good	Good	NET Poor	Poor	Very poor	Don't know
July 2026, n=600	64%	9%	55%	34%	22%	12%	2%
September 2025	61%	13%	48%	37%	25%	11%	3%
July 2025	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%

Q10 to Q14 withheld



IMPRESSIONS

Indicate if your overall impression of the following is mostly positive or negative.

Response category	Total positive	Very positive	Somewhat positive	Total negative	Somewhat negative	Very negative	Don't know
15. [Split A] Artificial intelligence, or AI							
n=300	35%	7%	28%	61%	29%	32%	4%
16. [Split B] AI chatbots, such as ChatGPT, Claude, or Gemini							
n=300	30%	5%	25%	60%	24%	35%	10%
17. Data centers							
n=600	21%	4%	16%	71%	22%	49%	9%

ARTIFICIAL INTELLIGENCE AND DATA CENTERS

The following are policy positions that elected officials in Oregon may take. For each, indicate which political party you think is more likely to take that position.

Response category	Net Democratic Party	Democratic Party - much more likely	Democratic Party - somewhat more likely	Net Republican Party	Republican Party - somewhat more likely	Republican Party - much more likely	Don't know
Supportive							
18. Provide tax breaks to attract AI data centers and the construction and tech jobs they bring.							
n=600	18%	10%	8%	59%	28%	32%	23%
19. Offer state grants and training to help small businesses start using AI tools.							
n=600	40%	15%	25%	29%	18%	11%	31%
20. Expand the use of AI across state government agencies to cut costs and speed up services.							
n=600	16%	7%	9%	51%	28%	23%	33%
21. Keep state AI regulations minimal to encourage tech investment and job growth.							
n=600	13%	7%	7%	63%	26%	37%	24%
22. Require public schools to teach students how AI works and how to use it.							
n=600	39%	17%	22%	25%	15%	10%	36%
Restrictive							
23. Require businesses to tell consumers when they are talking to an AI chatbot instead of a person.							
n=600	50%	30%	20%	27%	14%	14%	23%
24. Require AI chatbot companies to verify a user's age and block minors from certain features.							
n=600	40%	22%	18%	32%	13%	18%	28%
25. Ban the use of AI-generated images in political campaign advertising.							
n=600	47%	31%	16%	22%	11%	11%	31%
26. Require companies that build the most powerful AI models to run safety tests and report risks to the state.							
n=600	51%	29%	22%	26%	12%	13%	23%
27. Place a temporary halt on new AI data center construction.							
n=600	58%	34%	24%	17%	9%	8%	25%

Now, indicate if you support or oppose these same policies.

Response category	Total support	Strongly support	Somewhat support	Total oppose	Somewhat oppose	Strongly oppose	Don't know
Supportive							
28. Provide tax breaks to attract AI data centers and the construction and tech jobs they bring.							
n=600	21%	6%	15%	73%	18%	55%	6%
29. Offer state grants and training to help small businesses start using AI tools.							
n=600	45%	15%	29%	46%	19%	27%	9%
30. Expand the use of AI across state government agencies to cut costs and speed up services.							
n=600	43%	13%	31%	49%	15%	33%	8%
31. Keep state AI regulations minimal to encourage tech investment and job growth.							
n=600	31%	13%	18%	62%	20%	42%	7%
32. Require public schools to teach students how AI works and how to use it.							
n=600	58%	25%	33%	34%	16%	18%	8%
Restrictive							
33. Require businesses to tell consumers when they are talking to an AI chatbot instead of a person.							
n=600	93%	82%	11%	3%	2%	1%	4%
34. Require AI chatbot companies to verify a user's age and block minors from certain features.							
n=600	86%	68%	18%	8%	5%	4%	6%
35. Ban the use of AI-generated images in political campaign advertising.							
n=600	83%	74%	10%	11%	5%	5%	6%
36. Require companies that build the most powerful AI models to run safety tests and report risks to the state.							
n=600	89%	73%	17%	5%	2%	3%	6%
37. Place a temporary halt on new AI data center construction.							
n=600	66%	49%	17%	25%	13%	11%	9%

Q38 to Q51 withheld



DEMOGRAPHICS

The final questions are for statistical purposes and to ensure we hear from a representative group of Oregonians.

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

Response category	n=600
African	1%
Asian/Pacific Islander	4%
Black/African American	2%
Hispanic/Latino/a/x	7%
Middle Eastern/North African	1%
Native American/American Indian	3%
White/Caucasian	79%
Other	10%
White Alone	74%
POC	26%

53. What's the highest level of education that you have completed?

Response category	n=600
Less than high school	7%
High school diploma/GED	26%
Some college/2-year degree	32%
College degree/4-year degree	19%
Graduate/Professional school	16%

54. 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=600
Less than \$25,000	12%
\$25,000 to less than \$50,000	17%
\$50,000 to less than \$75,000	12%
\$75,000 to less than \$100,000	17%
\$100,000 to less than \$150,000	19%
\$150,000 or more	23%



Area of state **[Don't ask, record from sample]**

Response category	n=600
Tri-county	42%
Willamette Valley	27%
Rest of state	31%

55. Vote history **[Don't ask, record from sample]**

Response category	n=600
0 of 4	8%
1 of 4	11%
2 of 4	18%
3 of 4	20%
4 of 4	43%

