



## Introduction & Methodology

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*From June 18-24, 2024, DHM Research conducted a survey of Oregonians to assess their opinions about the state, economic conditions, and variety of current issues.*

### Research Methodology

*The online survey consisted of 500 Oregon adults. 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 who were invited to the survey via email. A variety of quality control measures were employed, including questionnaire pre-testing and validation. To match the demographic makeup of the adult population, quotas and weighting by age, gender, race, area of state, voter registration, and education were used.

### 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 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 from surveying the entire population. The margin of error for this survey is  $\pm 4.4\%$ .

### 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  
June 18-24, 2024**

**N=500, margin of error ±4.4%**

**Project #00836**

**DEMOGRAPHICS FOR QUOTAS**

1. State **[Dropdown box of states] [Terminate if not Oregon]**

<b>Response category</b>	<b>n=500</b>
Oregon	100%
All others	<b>TERM</b>

2. In what county do you live? **[Dropdown box of all Oregon counties]**

**[Autofill area as:]**

<b>Response category</b>	<b>n=500</b>
Portland metro	44%
Willamette Valley	27%
Rest of Oregon	29%

3. How do you describe your gender? **[Read options]**

<b>Response category</b>	<b>n=500</b>
Man	49%
Woman	49%
Non-binary or gender non-conforming	2%
Another way <b>[Open]</b>	n=2

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

**[Autofill age as:]**

<b>Response category</b>	<b>n=500</b>
18-29	19%
30-44	27%
45-64	31%
65+	23%

5. 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	2%
Asian/Pacific Islander	8%
Black/African American	4%
Hispanic/Latino/a/x	10%
Middle Eastern/North African	1%
Native American/American Indian	6%
White/Caucasian	83%
Other	2%
<b>White Alone</b>	<b>72%</b>
<b>POC</b>	<b>28%</b>

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	20%
\$25,000 to less than \$50,000	20%
\$50,000 to less than \$75,000	13%
\$75,000 to less than \$100,000	16%
\$100,000 to less than \$150,000	18%
\$150,000 or more	12%

7. 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	22%
Graduate/professional school	12%

- 7a. How are you registered to vote?

Response category	n=500
Democrat	32%
Republican	23%
Some other party	6%
Non-affiliated with a party	32%
Not registered to vote	6%

## MOOD

8. 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
June 2024, n=500	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%
January 2020	41%	44%	15%

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

Response category	n=500
Homelessness	49%
Drugs/Addiction/Mental health	17%
Housing affordability	16%
Cost of living	10%
Crime	9%
Economy/Jobs	5%
Poor leadership/Government mismanagement	4%
Taxes	4%
Minimum wage/Salary	3%
Education/Schools	3%
Budget/Wasteful spending	2%
Democrats/Liberals	2%
Climate change	2%
Immigration/Illegal immigration	2%
Political divisions/Partisanship	2%
Environment/Pollution	2%
Healthcare	1%
Roads/Infrastructure/Traffic	1%
Overpopulation/Overcrowded	1%
Wildfires/Forest fires	1%
Racism/Race	1%
Need more social services	1%
Gun violence/Gun control	1%
Be for the people/state	1%
Corruption/Greed	1%
Lack of police presence	1%
Gas prices	1%
Ethics/Morals/Values	1%
Elections/Democracy	1%
Abortion	1%
Economic inequality	n=2
Other	5%
Don't know	1%
None	1%

## ECONOMY

### [Rotate Q10-Q11; Q12-Q13]

The next two questions are about economic conditions in Oregon.

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

Date	NET Good	Very good	Good	NET Poor	Poor	Very poor	Don't know
June 2024, n=500	<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%	2%
June 2019	<b>63%</b>	6%	57%	<b>32%</b>	26%	6%	4%

11. 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
June 2024, n=500	14%	47%	35%	5%
December 2023	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.

12. How would you rate your current financial situation?

Response category	June 2024 n=500	December 2023 n=500
<b>NET Good</b>	<b>54%</b>	<b>56%</b>
Very good	9%	5%
Good	45%	51%
<b>NET Poor</b>	<b>45%</b>	<b>44%</b>
Poor	30%	29%
Very poor	15%	15%
Don't know	1%	1%

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

Response category	June 2024 n=500	December 2023 n=500
Getting better	19%	16%
Getting worse	29%	27%
Staying about the same	50%	55%
Don't know	2%	2%

14. From this list, select the **three** that are most important to how you rate Oregon's current economic condition. **[Randomize, must select 3]**

Response category	n=500
Cost of housing	75%
Cost of groceries	56%
Workers' ability to find quality jobs	39%
Inflation rate	38%
Cost of gasoline	30%
How current conditions compare to the past	13%
Employers' ability to find qualified workers	12%
How Oregon compares to other states	11%
Who is the United States president	9%
Interest rates	7%
News from sources you trust	5%
How current conditions compare to what you expected	3%
How the stock market is doing	2%

## IMPRESSIONS

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

Response category	NET Positive	Very positive	Somewhat positive	NET Negative	Somewhat negative	Very negative	Don't know
<b>15. Joe Biden</b>							
June 2024, n=500	<b>41%</b>	12%	28%	<b>56%</b>	20%	37%	3%
December 2023	<b>41%</b>	13%	27%	<b>57%</b>	15%	42%	2%
August 2023	<b>39%</b>	12%	27%	<b>57%</b>	20%	37%	4%
March 2023	<b>40%</b>	14%	26%	<b>55%</b>	20%	35%	5%
August 2022	<b>46%</b>	17%	29%	<b>52%</b>	16%	36%	1%
January 2022	<b>41%</b>	18%	23%	<b>54%</b>	19%	35%	5%
September 2021	<b>48%</b>	17%	31%	<b>44%</b>	11%	33%	7%
March 2021	<b>53%</b>	28%	25%	<b>40%</b>	12%	28%	7%
September 2020	<b>52%</b>	21%	31%	<b>44%</b>	10%	34%	3%
<b>16. Kamala Harris</b>							
June 2024, n=500	<b>34%</b>	11%	22%	<b>51%</b>	20%	31%	15%
<b>17. Donald Trump</b>							
June 2024, n=500	<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%	--
<b>18. Tina Kotek</b>							
June 2024, n=500	<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%
<b>19. Withheld</b>							
<b>20. Your local hospital</b>							
June 2024, n=500	<b>75%</b>	26%	49%	<b>19%</b>	14%	5%	7%
<b>20a. Withheld</b>							



## SIMILARITIES & DIFFERENCES

We'd like to get your feelings toward a number of groups in Oregon on a "feeling thermometer." A rating of zero degrees means you feel as cold and negative as possible. A rating of 100 degrees means you feel as warm and positive as possible. You would rate the group at 50 degrees if you don't feel particularly positive or negative toward the group.

How do you feel toward the following groups? **[Randomize]**

Response category n=	0-20 degrees	20-40 degrees	40-60 degrees	60-80 degrees	80-100 degrees	Mean
21. Republicans	30%	19%	23%	17%	11%	<b>41.8</b>
22. Democrats	22%	16%	26%	21%	16%	<b>48.9</b>
23. Police officers	10%	11%	24%	25%	30%	<b>61.7</b>
24. Environmentalists	10%	14%	28%	25%	22%	<b>58.6</b>
25. Gun owners	13%	12%	34%	19%	21%	<b>55.9</b>
26. Immigrants	16%	14%	30%	19%	22%	<b>54.7</b>
27. Transgender people	15%	13%	34%	17%	21%	<b>54.3</b>
28. Portlanders	15%	17%	33%	22%	13%	<b>51.0</b>
29. Rural Oregonians	4%	10%	29%	27%	30%	<b>65.2</b>
30. Religious people	17%	16%	31%	20%	16%	<b>51.7</b>
31. Atheists	20%	11%	39%	13%	17%	<b>49.7</b>

Q32-Q38 *withheld*

## CURRENT ISSUES

The following are questions on a variety of topics.

### Economy

39. Below are two statements about Oregon’s economy. Please select the statement that comes closer to your view.

Response category	June 2024 n=500	March 2018 n=537	Sept. 2015 N=574
Oregon can have a strong economy based primarily on small, locally-owned businesses. We should focus on supporting these small businesses because they ensure dollars spent by Oregonians stay in Oregon.	58%	46%	63%
Oregon cannot have a strong economy based primarily on small, locally-owned businesses. We should focus on attracting and supporting larger businesses that offer more jobs with higher pay.	23%	39%	28%
Don't know	18%	15%	9%

40. Who do you think has more power in Oregon's job market today? **[Rotate]**

Response category	June 2024 n=500	August 2023 n=500	August 2022 n=500
Workers	21%	31%	43%
Employers	67%	53%	39%
Don't know	12%	16%	18%

### Climate Change

41. From what you’ve read or heard, is there solid evidence that the average temperature on earth has been getting warmer for a few decades or not?

Response category	June 2024 n=500	Mar. 2021 n=600	Mar. 2020 n=533	Mar. 2018 n=527	Feb. 2015 n=479
<b>NET Yes</b>	<b>79%</b>	<b>74%</b>	<b>77%</b>	<b>75%</b>	<b>75%</b>
Yes, solid evidence. Mostly because of human activity, such as burning fossil fuels.	54%	52%	64%	59%	54%
Yes, solid evidence. Mostly because of natural patterns in earth’s environment.	24%	22%	13%	16%	21%
<b>NET No</b>	<b>16%</b>	<b>16%</b>	<b>21%</b>	<b>20%</b>	<b>23%</b>
No solid evidence. We just don’t know enough yet.	11%	12%	13%	10%	14%
No solid evidence. It’s just not happening.	4%	4%	8%	10%	9%
Don't know	6%	10%	2%	4%	3%

**Immigration & Trade**

42. In Oregon specifically, would you say that illegal immigration is a problem or is not a problem?

Response category	June 2024 n=500	April 2023 n=500
<b>NET Serious problem</b>	<b>47%</b>	<b>50%</b>
Very serious problem	23%	24%
Somewhat of a problem	25%	26%
<b>NET Not serious problem</b>	<b>46%</b>	<b>44%</b>
Only a small problem	27%	25%
Not a problem	18%	19%
Don't know	7%	6%

43. Which statement is closer to your opinion? **[Rotate]**

Response category	June 2024 n=500	April 2023 n=500	Dec. 2019 N=538	April 2016 n=612
Foreign trade is more of an opportunity for economic growth through increased U.S. exports	54%	56%	68%	53%
Foreign trade is more of a threat to the economy through increased imports	29%	27%	18%	36%
Don't know	17%	16%	14%	10%

**[Rotate Q44-Q45]**

44. Do you think the overall impact on the American economy would be positive or negative if foreign countries increased tariffs—that is, taxes or fees—on products that the United States exports?

Response category	n=500
<b>NET Positive</b>	<b>12%</b>
Very positive	3%
Somewhat positive	9%
Equally positive/negative	21%
<b>NET Negative</b>	<b>52%</b>
Somewhat negative	32%
Very negative	20%
Don't know	15%

45a. Do you think the overall impact on the American economy would be positive or negative if the United States increased tariffs—that is, taxes or fees—on products imported into the country?

Response category	n=425 <sup>1</sup>
<b>NET Positive</b>	<b>27%</b>
Very positive	7%
Somewhat positive	20%
Equally positive/negative	22%
<b>NET Negative</b>	<b>36%</b>
Somewhat negative	22%
Very negative	14%
Don't know	14%

46. Which of the following do you think is most likely to happen if the United States enacted policies to make it more difficult and costly for foreign countries to sell their products to Americans? **[Rotate]**

Response category	June 2024 n=500	April 2016 n=587
Foreign countries would agree to negotiate trade deals that are more favorable to the United States	26%	28%
Foreign countries would retaliate by enacting their own policies that would make it more difficult and costly for the United States to sell products abroad.	59%	60%
Don't know	15%	12%

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<sup>1</sup> This question was not asked to the first 75 respondents due to a programming error.

## Schools

What grade would you give the following aspects of the K-12 public education system in Oregon?  
**[Rotate]**

47. Your local public schools

Response category	June 2024 n=500	July 2019 n=547
A	6%	9%
B	24%	29%
C	34%	20%
D	16%	17%
F	9%	11%
Don't know	11%	14%
GPA	2.0	2.1

48. Oregon's public schools

Response category	June 2024 n=500	July 2019 n=551
A	3%	1%
B	18%	20%
C	36%	29%
D	21%	21%
F	10%	13%
Don't know	13%	16%
GPA	1.8	1.7

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

Response category	June 2024 n=500	July 2019 n=551
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.	33%	39%
Our K-12 schools have a serious funding problem; there's simply not enough money to meet the needs of all students.	55%	47%
Don't know	12%	13%

**[Rotate Q50-Q51]**

50. What do you think should be the policy for smartphones in **high schools**?

Response category	n=500
Students should not be allowed to bring smartphones into school buildings at all	12%
Students should be required to turn smartphones in while they are in school	19%
Students should be allowed to bring smartphones to school, but not use them	22%
Students should be allowed to use smartphones in school, but not during class	41%
Students should be allowed to use smartphones at all times	5%
Don't know	2%

51. What do you think should be the policy for smartphones in **middle schools**?

Response category	n=500
Students should not be allowed to bring smartphones into school buildings at all	17%
Students should be required to turn smartphones in while they are in school	25%
Students should be allowed to bring smartphones to school, but not use them	24%
Students should be allowed to use smartphones in school, but not during class	30%
Students should be allowed to use smartphones at all times	1%
Don't know	2%

**Children**

52. Oregon's population has declined in recent years. All things considered, do you think this is good or bad?

Response category	n=500
Good	25%
Neither good nor bad	47%
Bad	20%
Don't know	9%

53. Oregonians are having fewer children now than in the past. All things considered, do you think this is good or bad?

Response category	n=500
Good	32%
Neither good nor bad	41%
Bad	21%
Don't know	6%

54. Should the Oregon state government do more to encourage people to have children?

Response category	n=500
Yes	14%
No	74%
Don't know	12%

Q55-Q75 withheld

### ADDITIONAL DEMOGRAPHICS

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

Response category	n=500
Yes	27%
No	72%
I prefer not to say	1%

77. Do you rent, own your home, or have a different arrangement?

Response category	n=500
Rent	35%
Own	51%
I have a different arrangement	12%
I prefer not to say	2%

78. What is your employment status?

Response category	n=500
Employed, full time	35%
Employed, part time	14%
Unemployed, looking for work	11%
Unemployed, not looking for work	11%
Retired	25%
I prefer not to say	3%

Thank you for your participation.