

Oregon Business & Industry Statewide Survey

October 2021



Methodology

- Hybrid (phone and text-to-online) survey of N=500 Oregon registered voters
- Conducted October 13–17, 2021; 12 minutes to complete
- Quotas set by age, gender, race, educational attainment, area of the state, and political party affiliation to ensure a representative sample
- Margin of error $\pm 4.4\%$
- Due to rounding, some totals may differ by ± 1 from the sum of separate responses.

Key takeaways: general mood and key issues

- Oregon voters are in a sour mood, with two in three saying their community is off on the wrong track and a majority saying economic conditions are poor.
- Voters say homelessness is the top issue facing their communities. Politics and mistrust are also frequently cited as top issues.
- Asked about key issues, voters say they are also very concerned about housing affordability, rising prices, and crime.

Key takeaways: economic outlook

- Voters are worried about the state of the economy. Six in ten voters rate current economic conditions as poor and say conditions are getting worse.
- About half of voters are worried about their own personal financial situation—with women and low-income voters even more worried.
- Despite these concerns, there are reasons to be optimistic, as worries about personal financial situation are back to pre-pandemic levels.

Key takeaways: political and regional leadership

- Oregon voters are dissatisfied with political leadership in the state. Positive ratings for Governor Kate Brown are at a new low—and ratings for the state legislature are even lower.
- Voters also see the Portland region as dysfunctional, with a majority—including in the Portland metro area—saying that Portland is having a negative impact on the rest of the state. They especially want Portland to get tougher on crime and enforce existing laws to clean up the streets.

Key takeaways: business

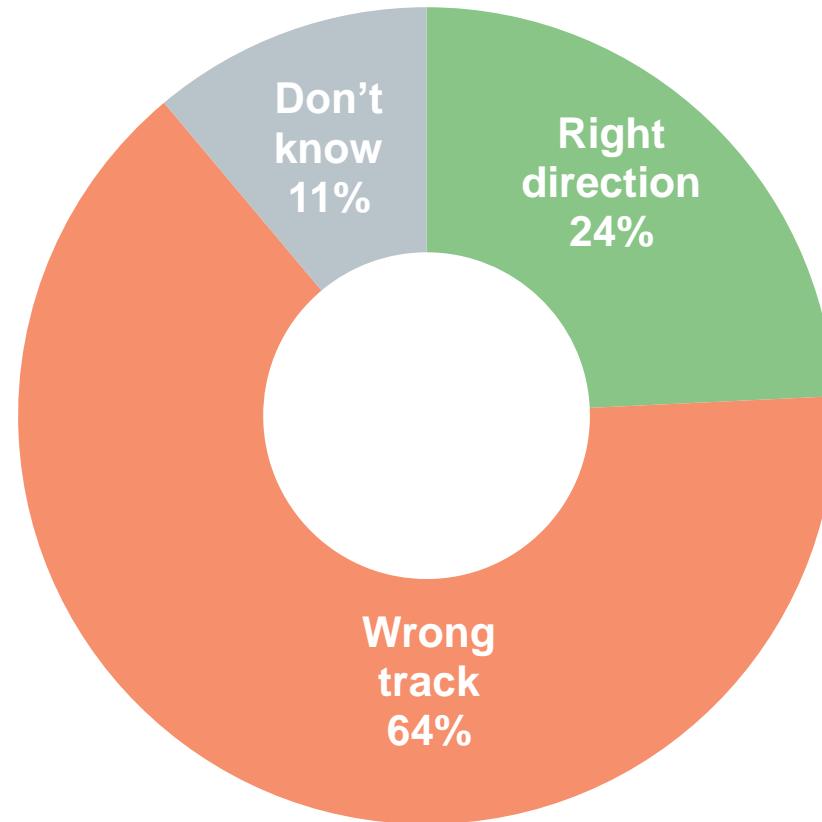
- Oregon voters believe businesses care about the community where they operate, create good jobs, and employ workers who pay income taxes to support key public services.
- Voters far prefer pausing new business regulations to putting additional ones in place.
- Voters are more likely to view regulations as having a negative effect on Oregon's business climate and on the cost of goods and services.

Key takeaways: taxes

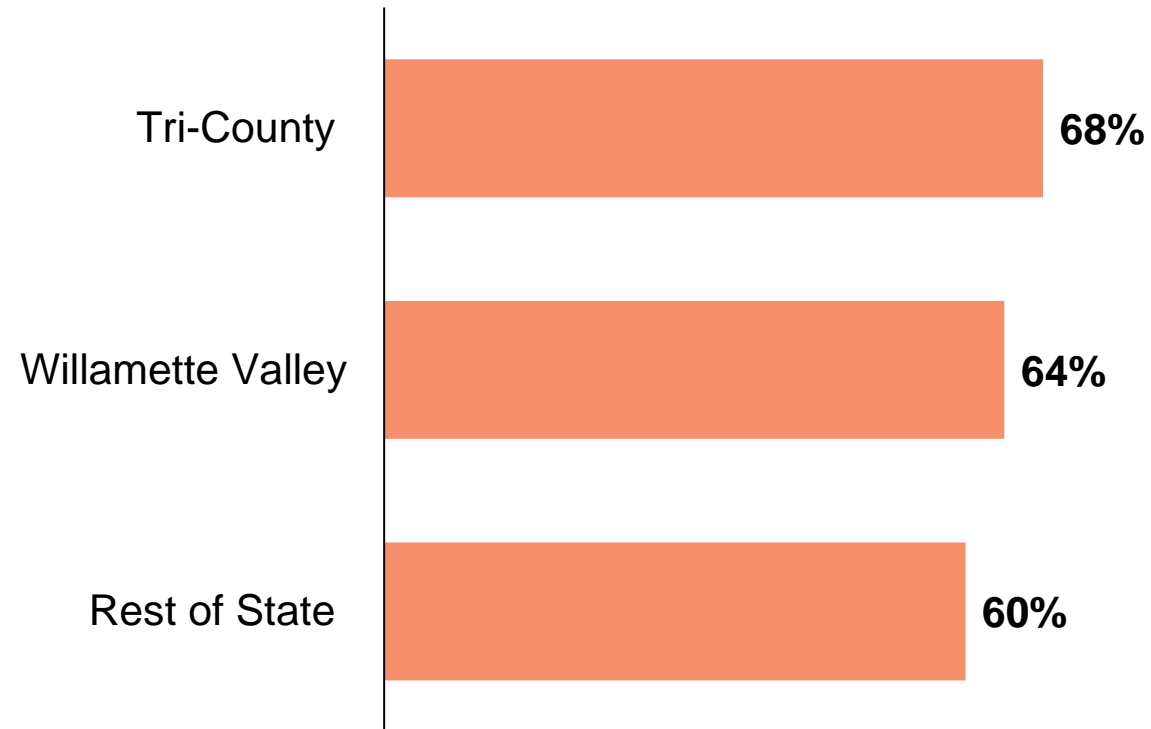
- Oregon voters are not in the mood for increased state taxes and funding for services. Most think taxes and funding should either be lowered or held at current levels.
- Offered a choice as to how best to fund state services, only one in three voters believe the state should increase taxes on high-income earners and profitable companies.
- Nearly two in three voters say it's better to improve the business climate, grow jobs, and increase wages, which in turn will create more income tax revenue to fund state services.

General mood

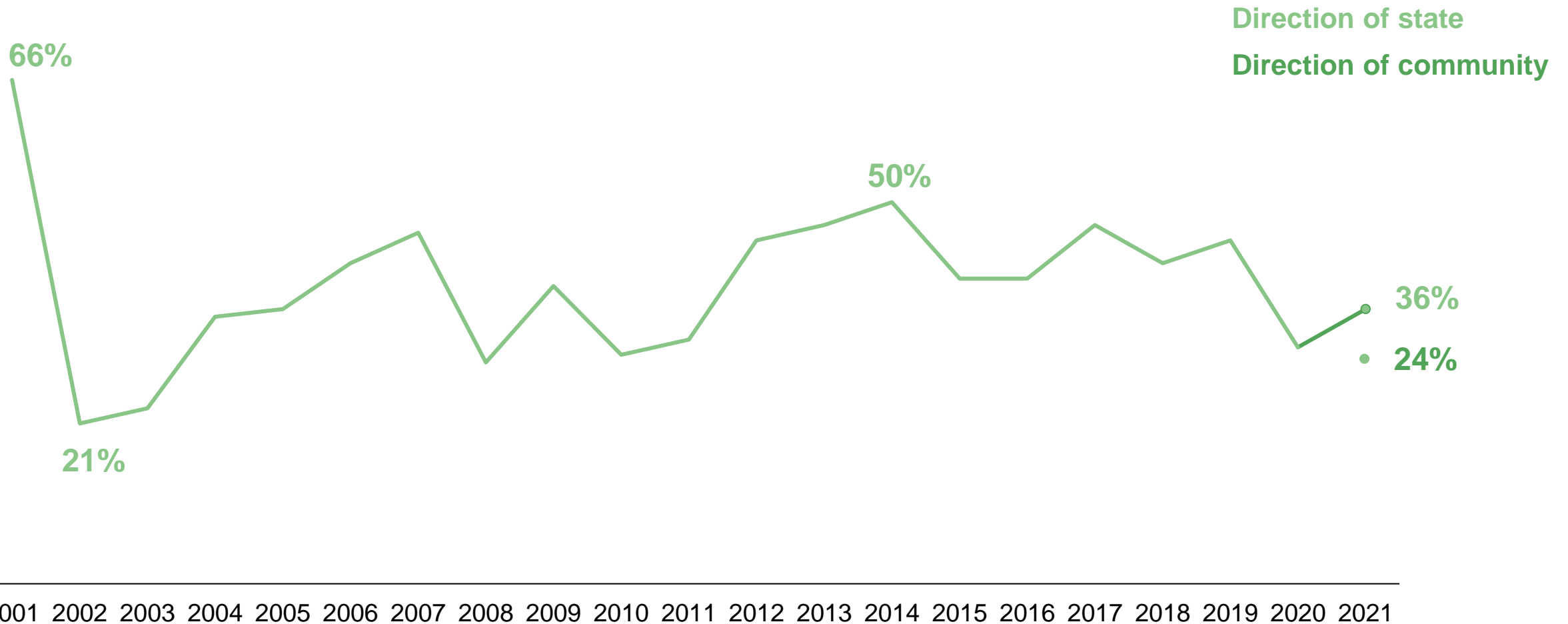
Two in three Oregon voters say their community is off on the wrong track.



All areas of the state are pessimistic about their community.

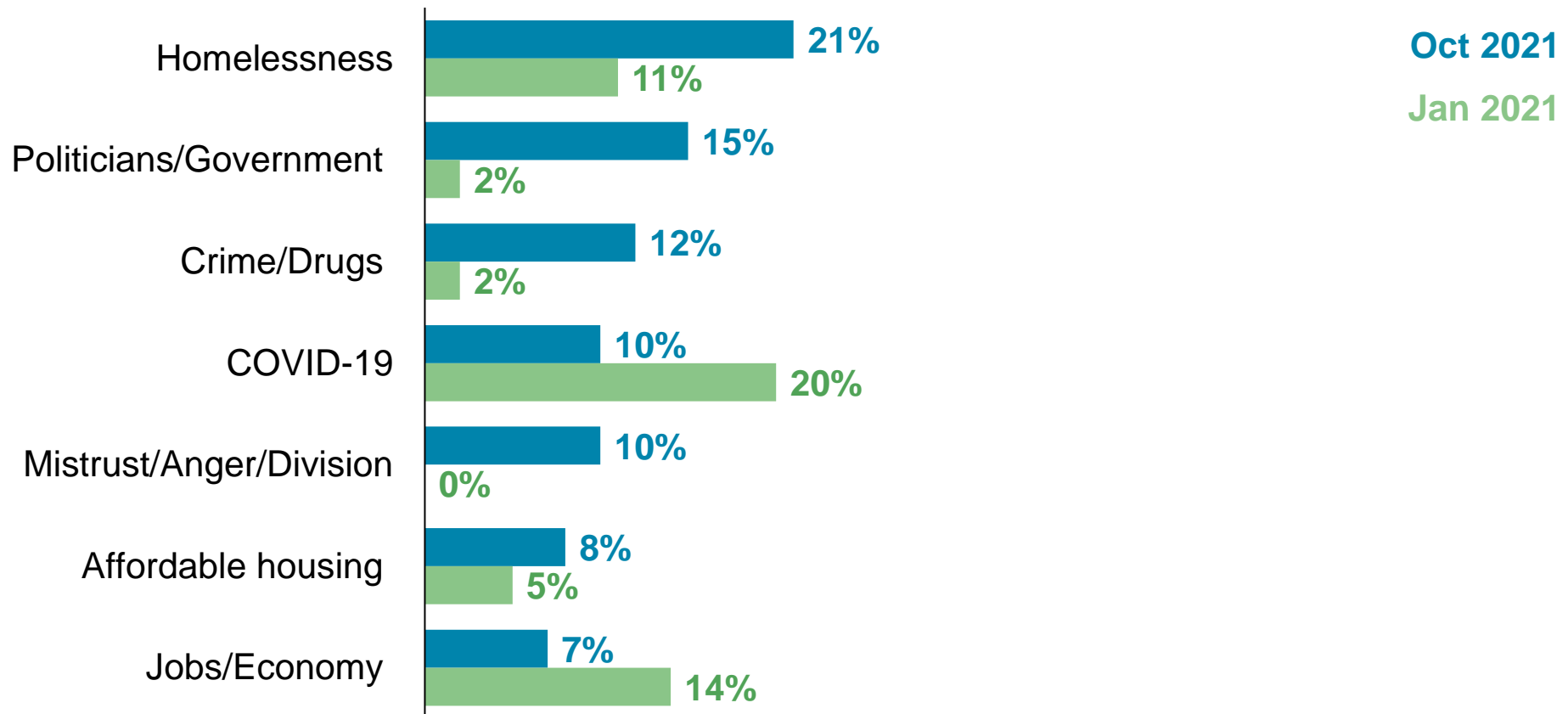


Other DHM survey findings show that while positivity is down, voters feel slightly better about the direction of the state than their own communities.



Top issues

Voters say homelessness is now the most important problem facing their communities. Politics and mistrust—taken together—also receive top mentions.

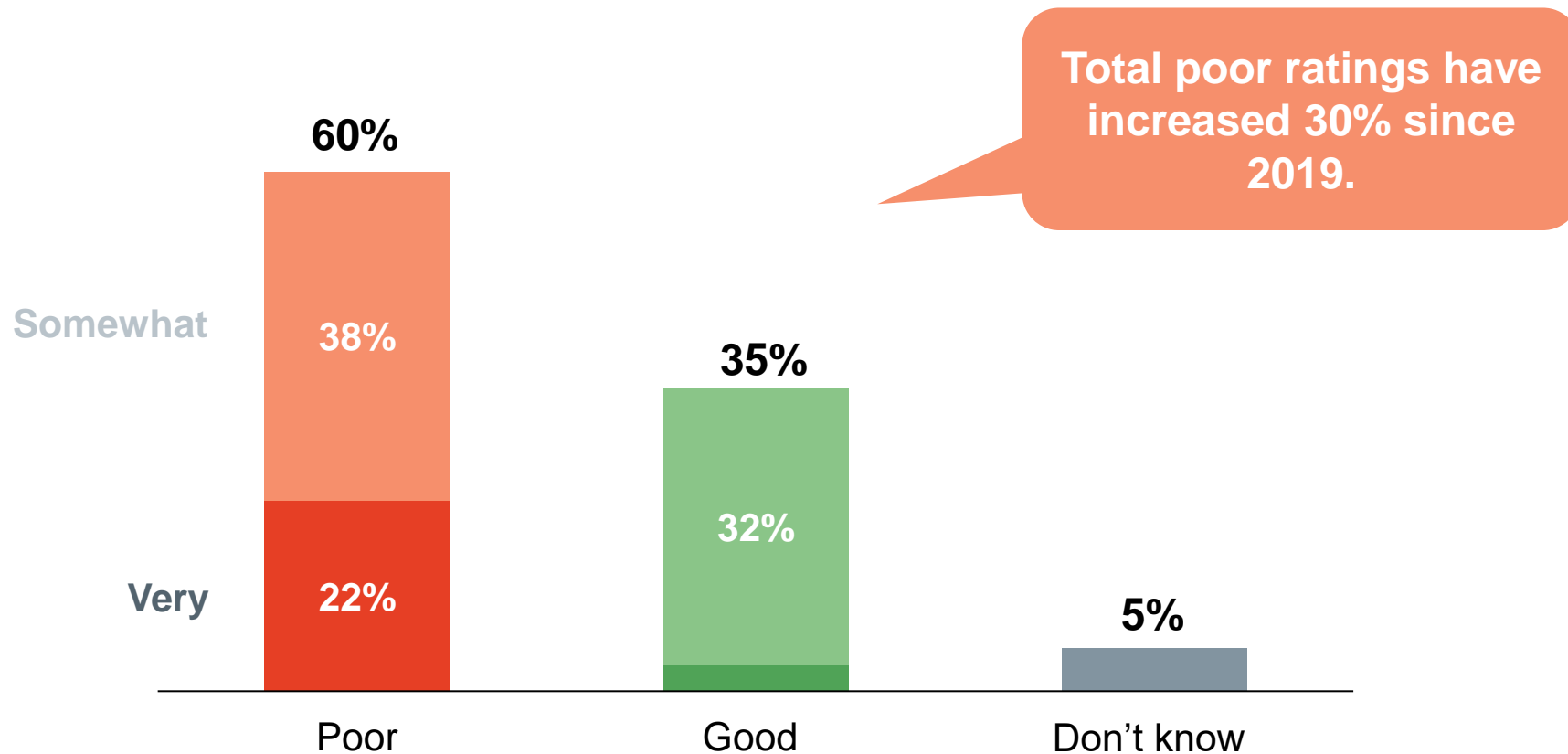


When given a list of key issues, voters say they are most concerned about homelessness, housing affordability, rising prices, and crime.

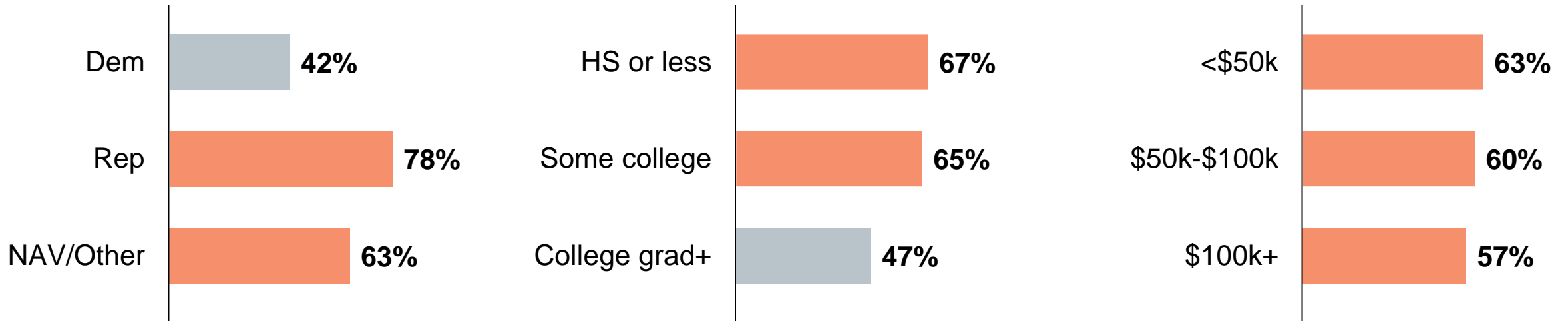


State of the Oregon economy

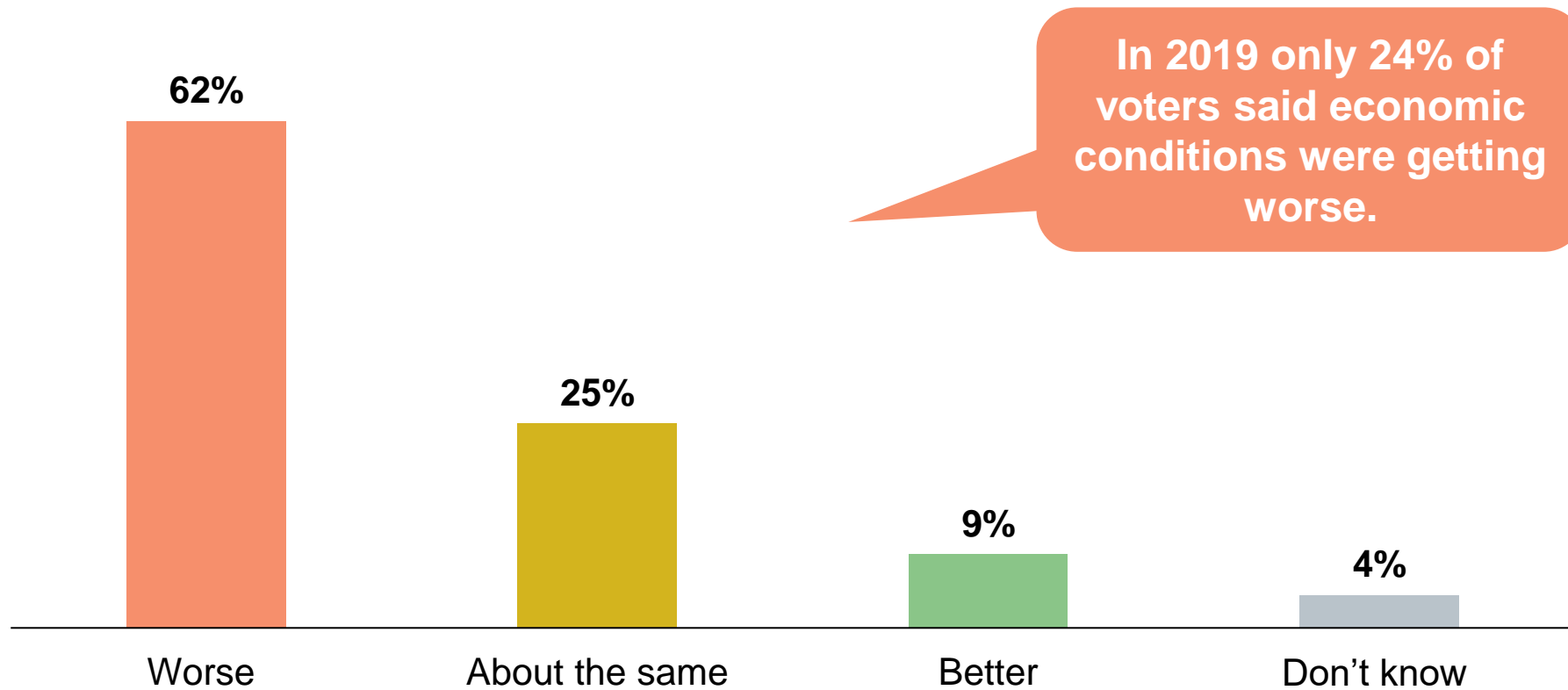
Six in ten voters rate current economic conditions in Oregon as poor.



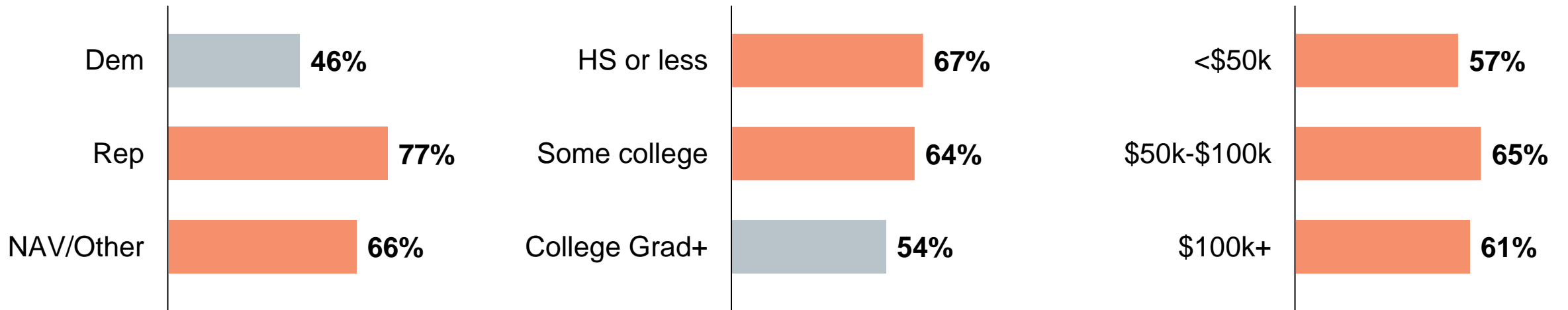
Opinions about the economy differ more by party and education than by income, with Republicans, NAV/other voters, and voters without a college degree feeling more negative.



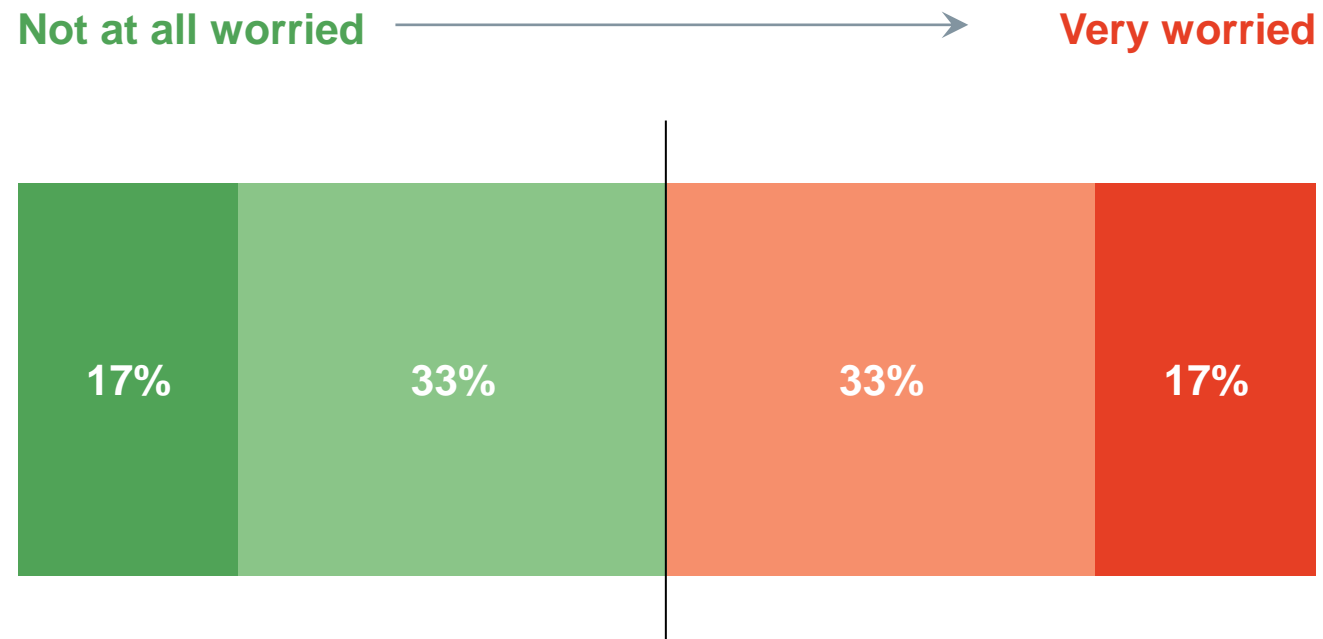
Six in ten voters say economic conditions in Oregon are getting worse.



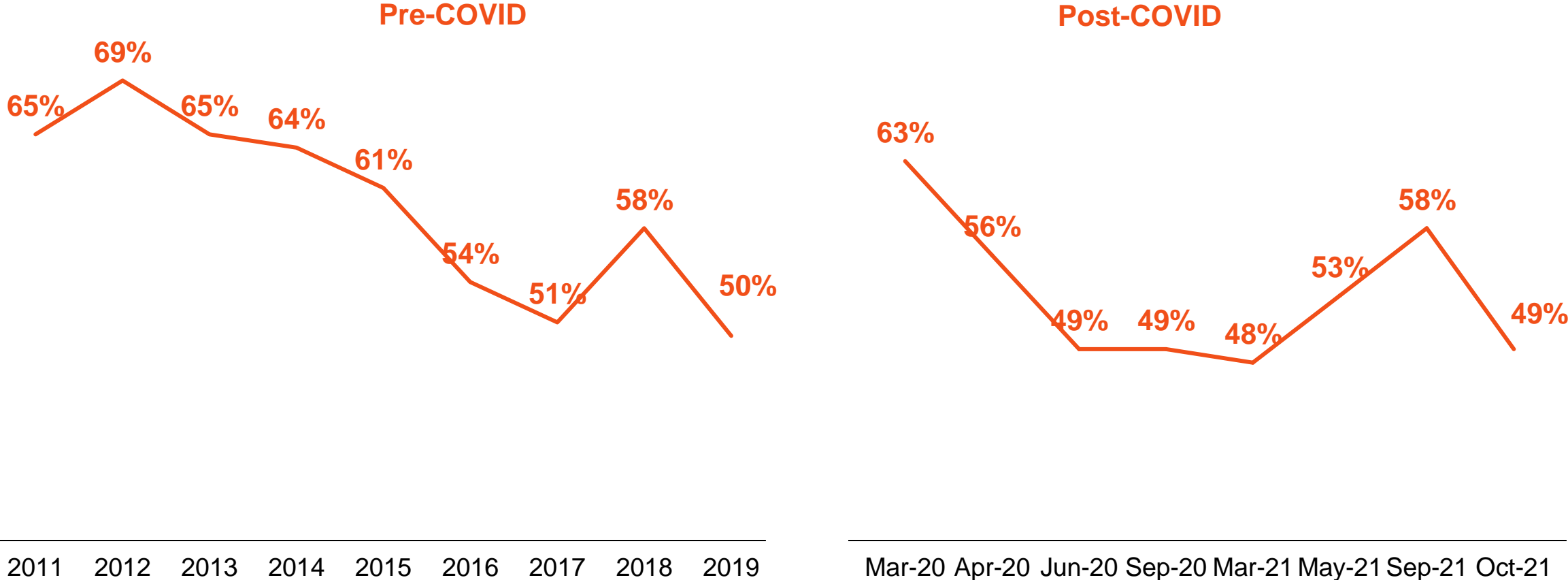
Opinions about future conditions also differ more by party and education than by income, with Republicans, NAV/other voters, and voters without a college degree more pessimistic.



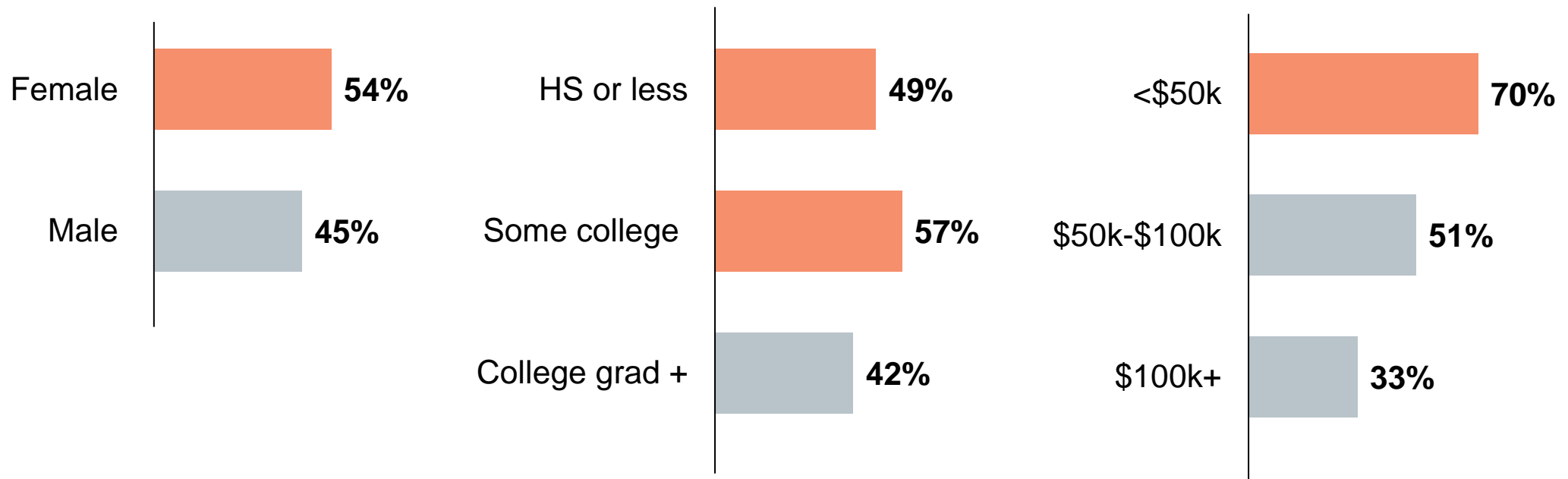
While Oregon voters are negative about the state's economy, about half are satisfied with their own personal financial situation.



Concerns about personal finances declined during the pandemic and are now at levels that match pre-COVID concerns.

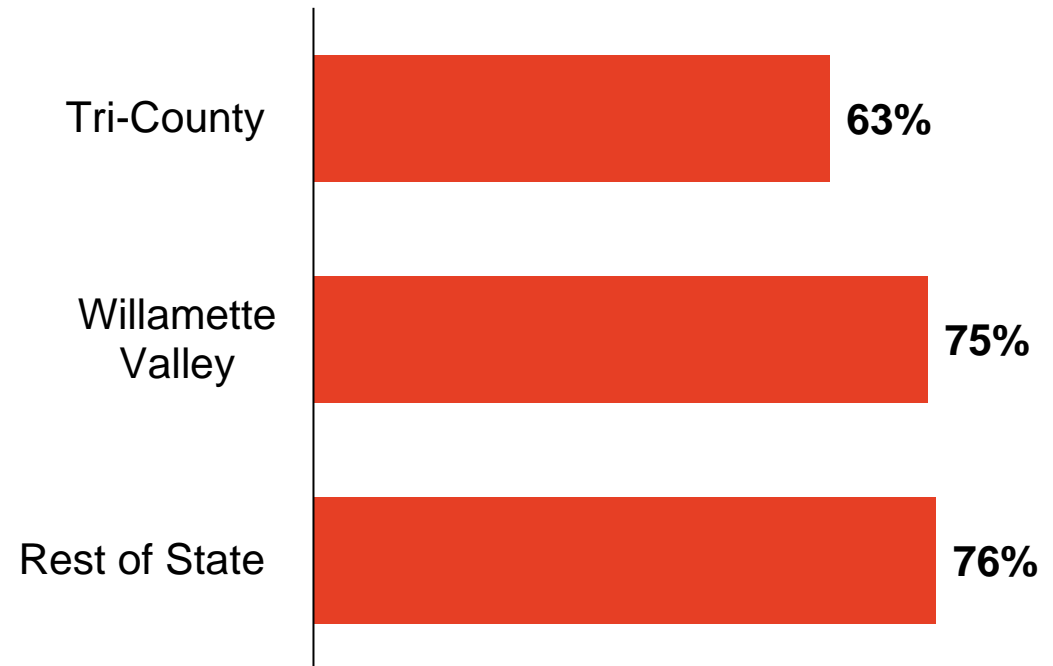
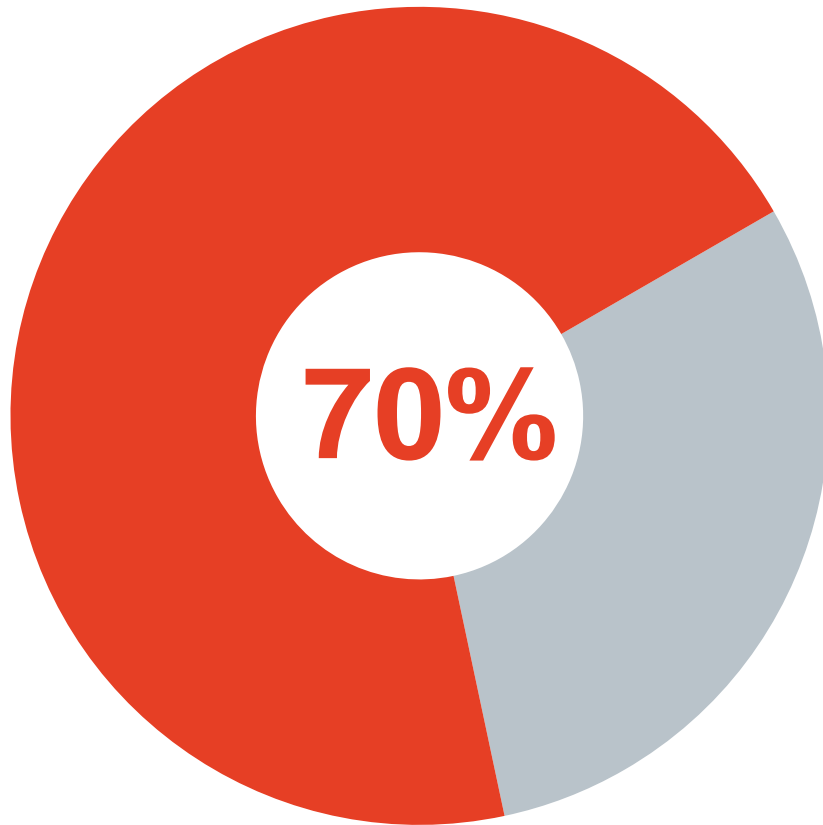


Women, voters without a college degree, and low-income voters are more worried about their personal financial situation.

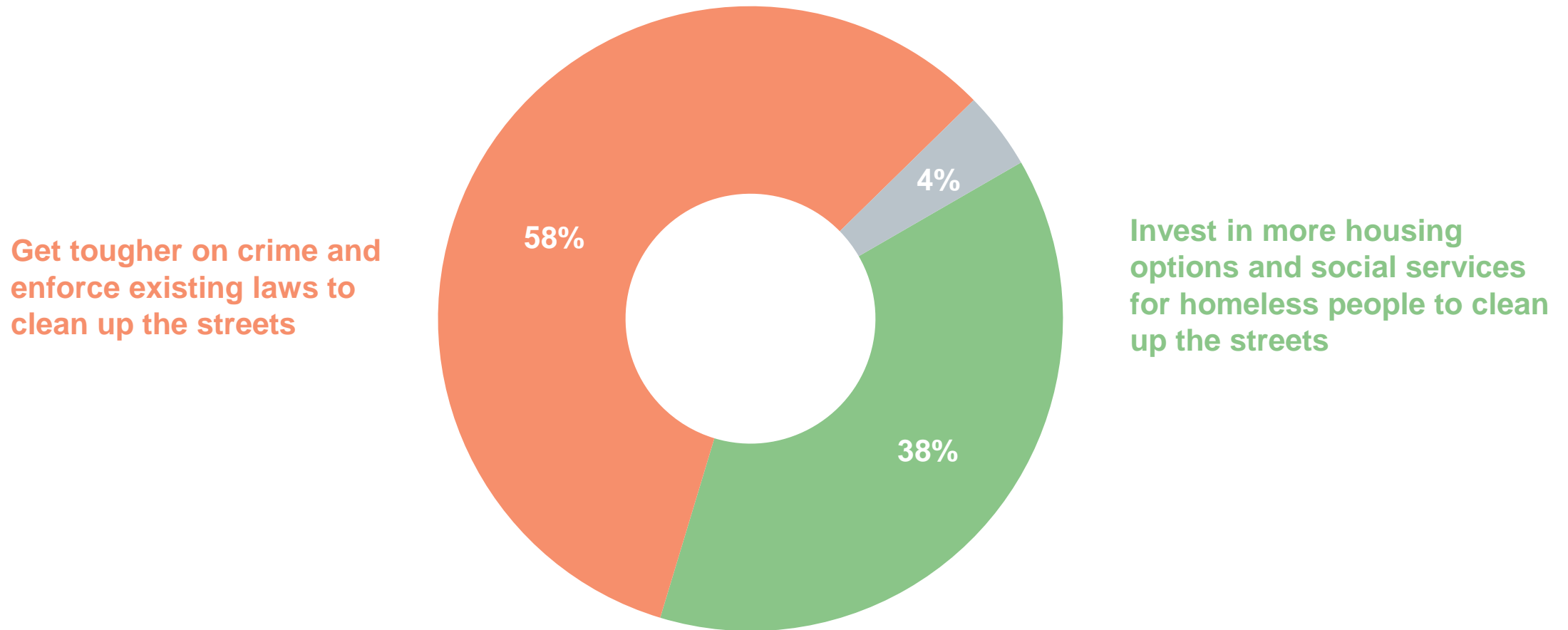


Impressions of Portland

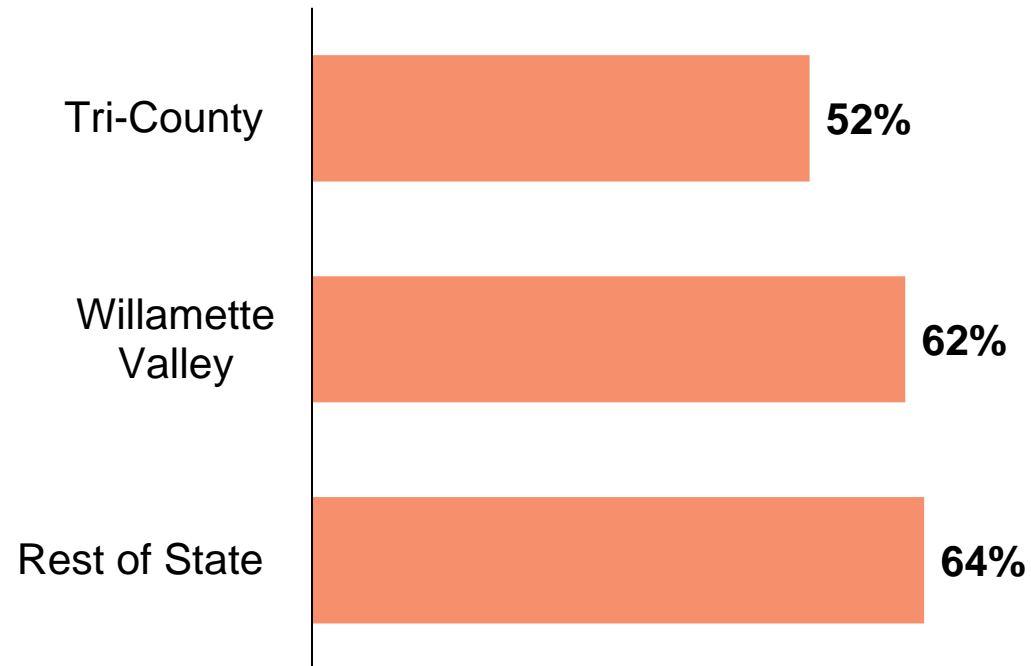
Most voters—including a majority in the Portland metro area—say Portland is having a negative impact on the rest of the state.



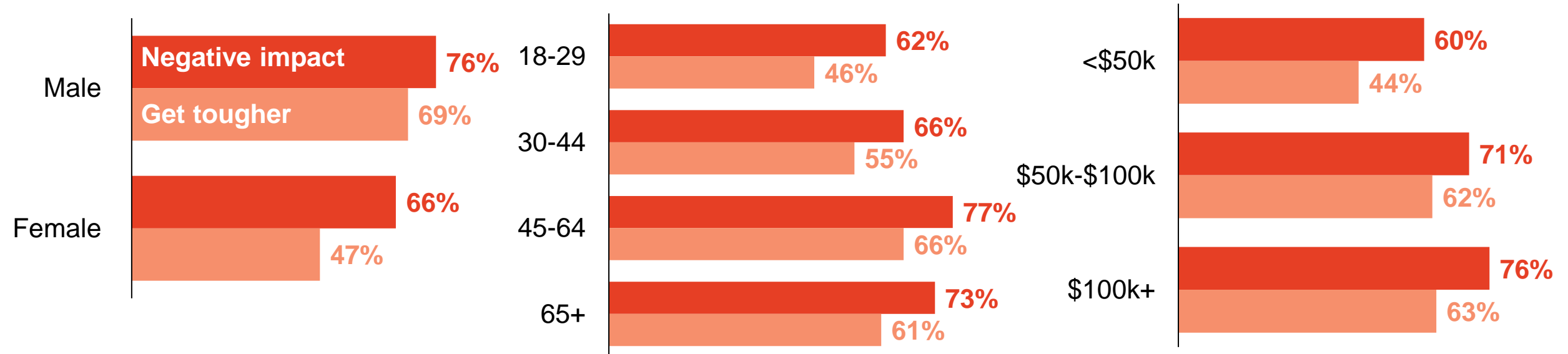
Oregon voters prefer that Portland get tougher on crime and enforce existing laws to clean up the streets.



A majority across all regions—including in the Portland metro area—want Portland to get tougher on crime and enforce existing laws.

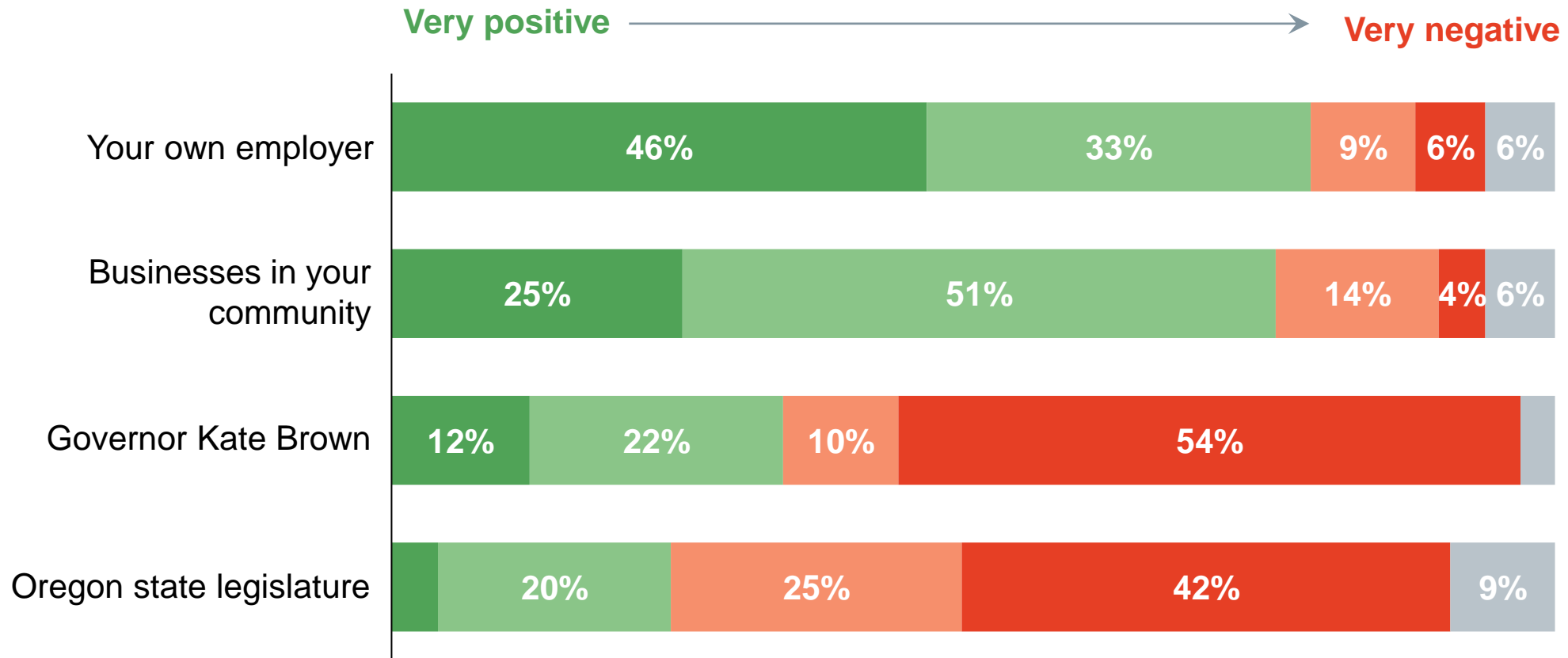


Majorities in nearly every group say Portland is having a negative impact and needs to get tougher on crime.



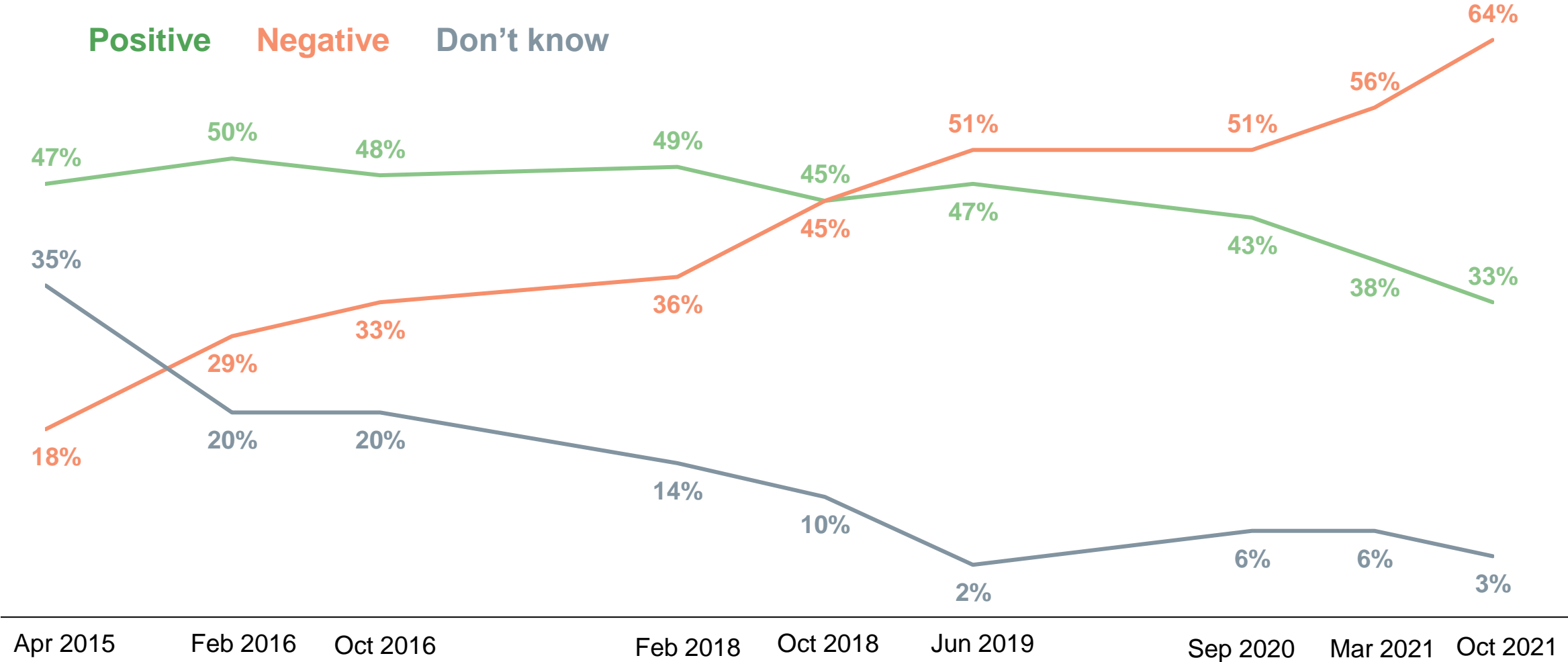
Impressions of business and politics

Oregon voters have more positive views of businesses than elected officials.



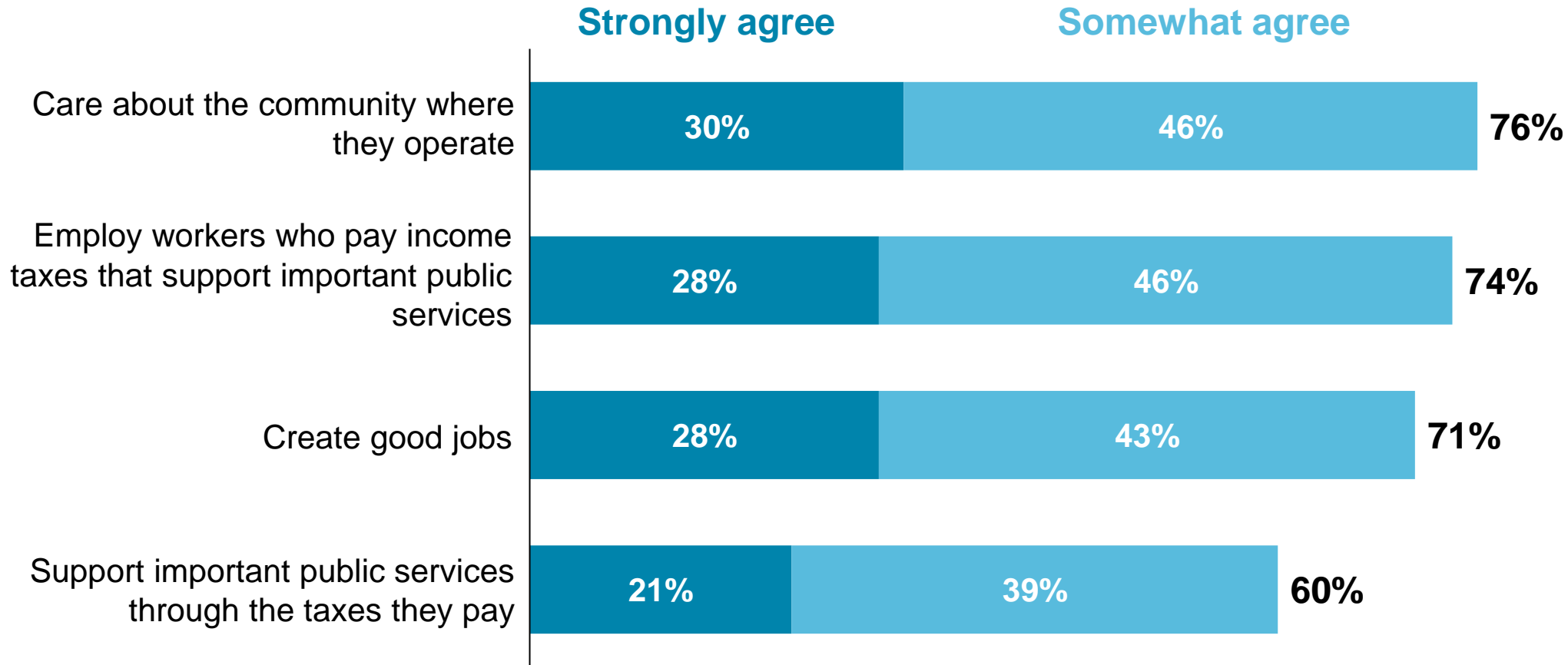
Positive impressions of Governor Kate Brown are at an all time low.

Positive Negative Don't know



Businesses in the community

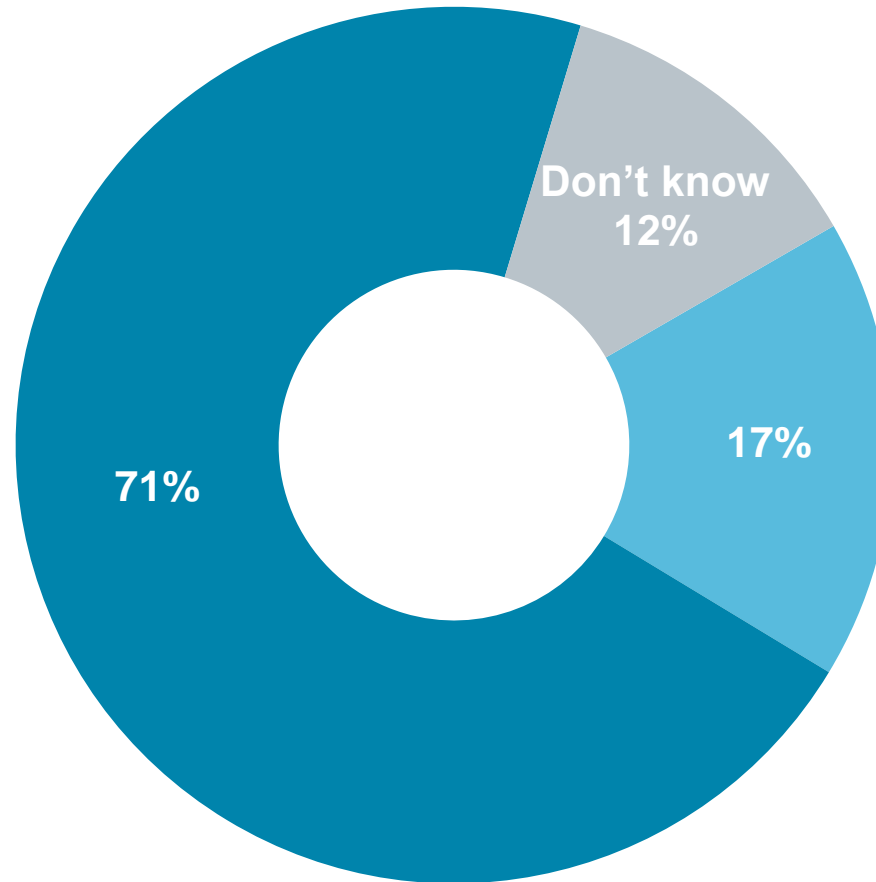
Most Oregon voters agree that businesses play an important role.



Business regulations

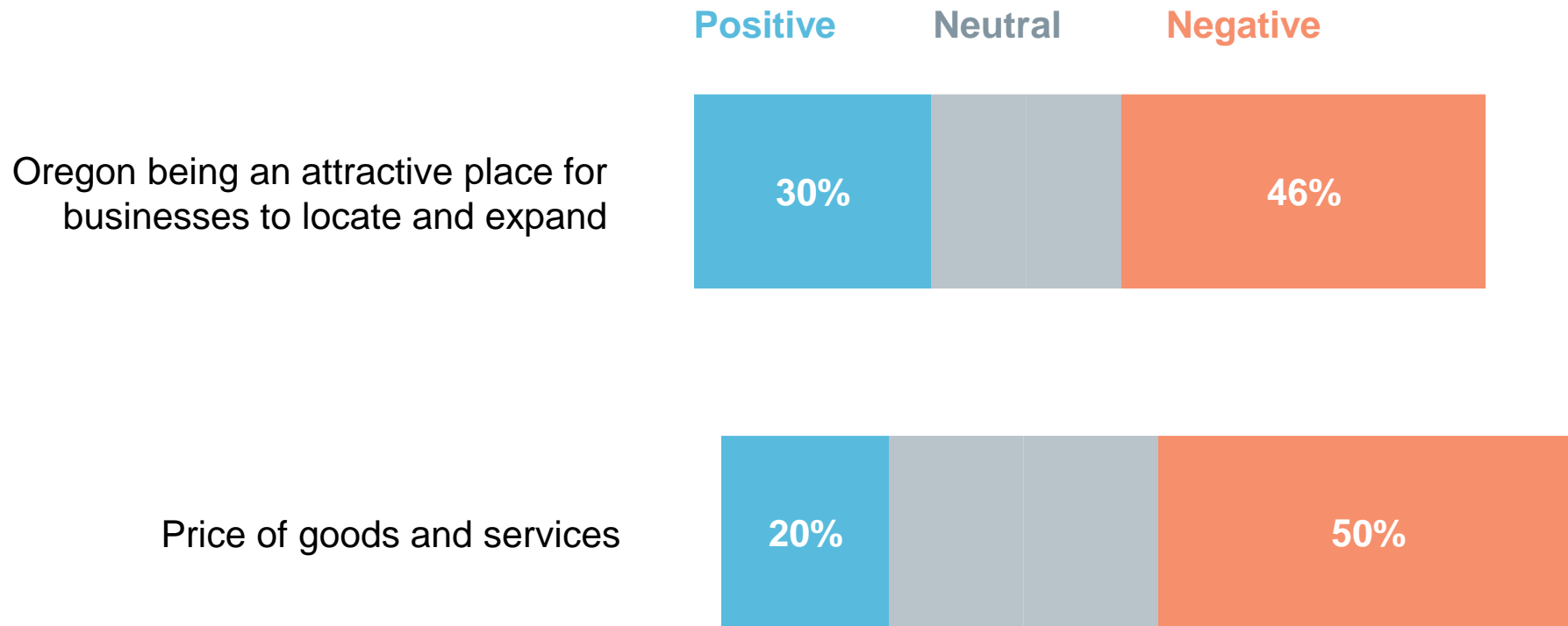
Voters prefer pausing any new business regulations.

Oregon should take a pause on any new regulations until businesses have time to meet these recently added requirements and we learn if they are working or not.



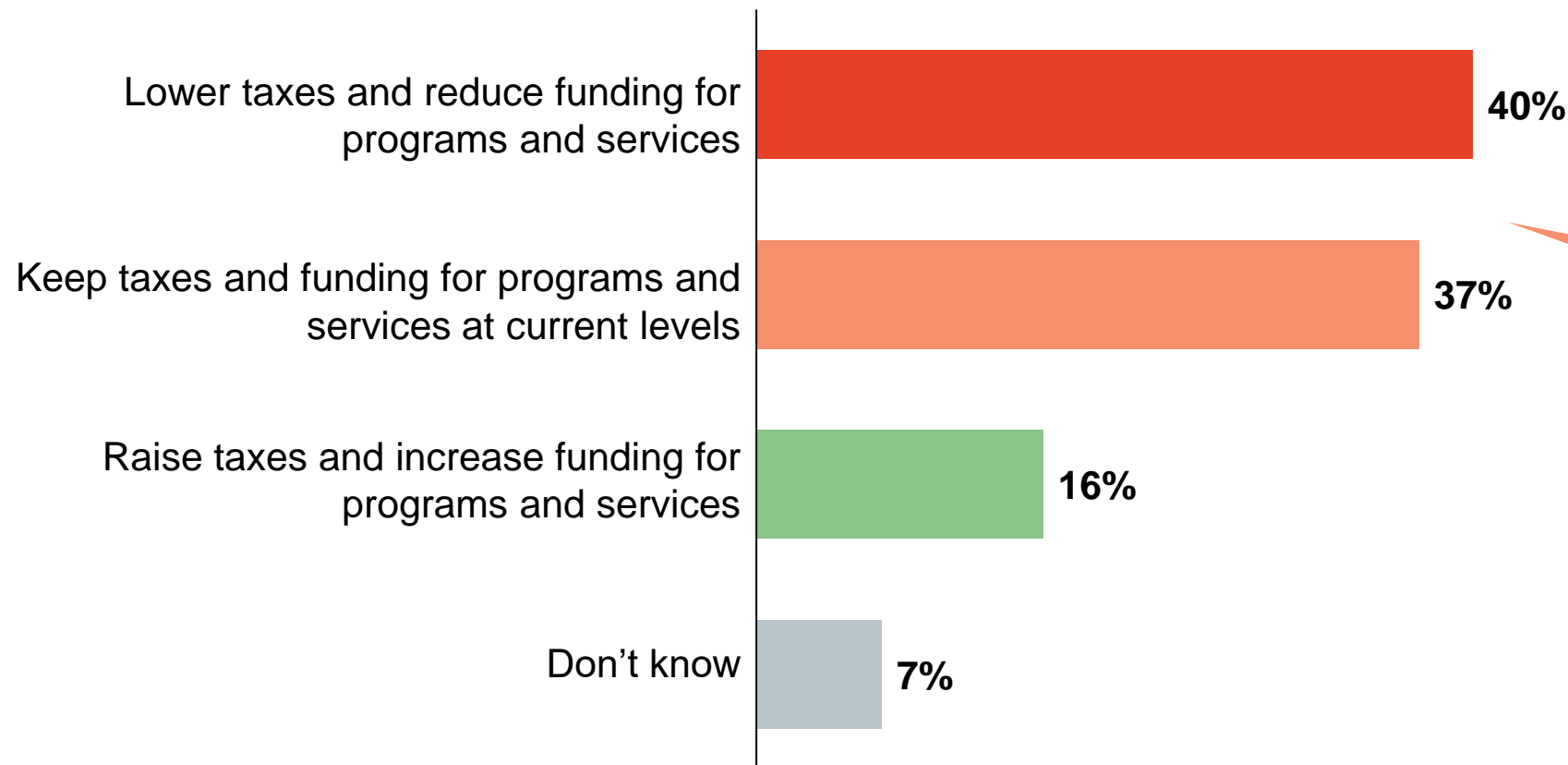
Businesses regulations in Oregon are still too lax and the state should act quickly to put additional controls in place.

More voters think business regulations have a negative impact when it comes to business climate and price of goods and services.



Taxes

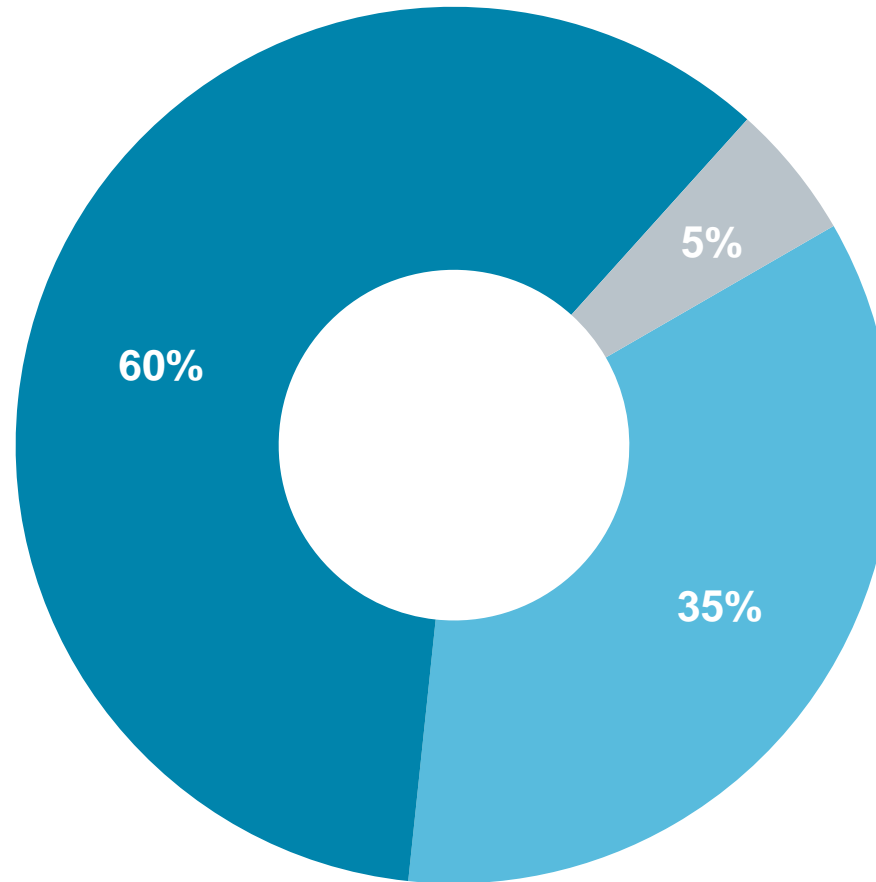
Most Oregon voters think taxes and funding for services should either be lowered or held at current levels.



In 2018 26% of voters said taxes and funding should be lowered, with 41% saying they should be held at current levels.

Voters say the best way to fund services is to improve the business climate and grow jobs, not increase taxes.

Instead of raising taxes on anyone, we should find ways to improve the business climate here and make it easier for people to start and expand their own businesses. This will increase the number of people who are working, increase wages, and create more tax revenues for the state to fund services.



Because they can afford to pay more, we should increase taxes on high-income wage earners and profitable companies and businesses so we can avoid program cuts and help fund key state services.



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