

OREGON PUBLIC OPINION: DIVISION, DISTANCE AND COMMON GROUND

Oregon Values and Beliefs Center



OregonVBC.org

OVBC OVERVIEW

Independent & Nonpartisan

To gather, document, and share independent and nonpartisan public opinion research that reflects the values and beliefs of all Oregonians.

Focus on Underrepresented Groups

Focus on including voices from communities often excluded from conventional research.

Impact on Policy and Engagement

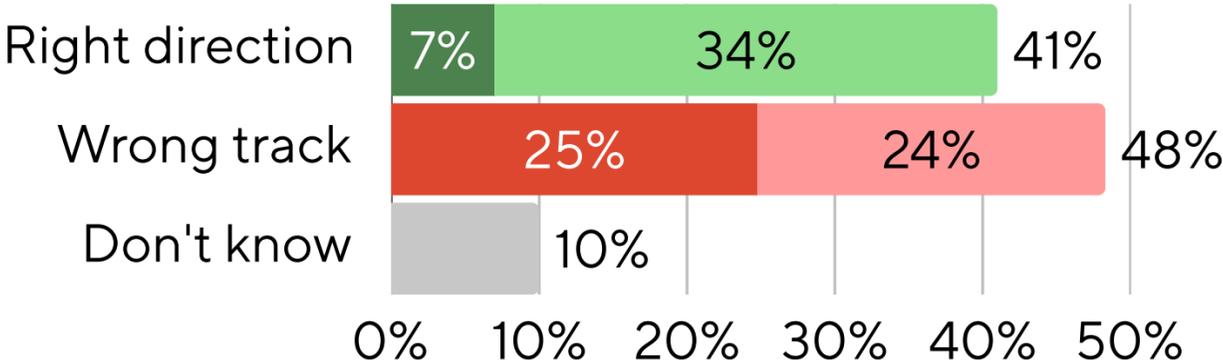
OVBC's research strengthens engagement and informs equitable policy decisions.

Large Sample Size - Better Understanding

Large sample size of 1,500 to 2,000 respondents to enhance data reliability and support detailed analysis. Allows disaggregation by demographic characteristics for deeper insights.

Oregon's Direction

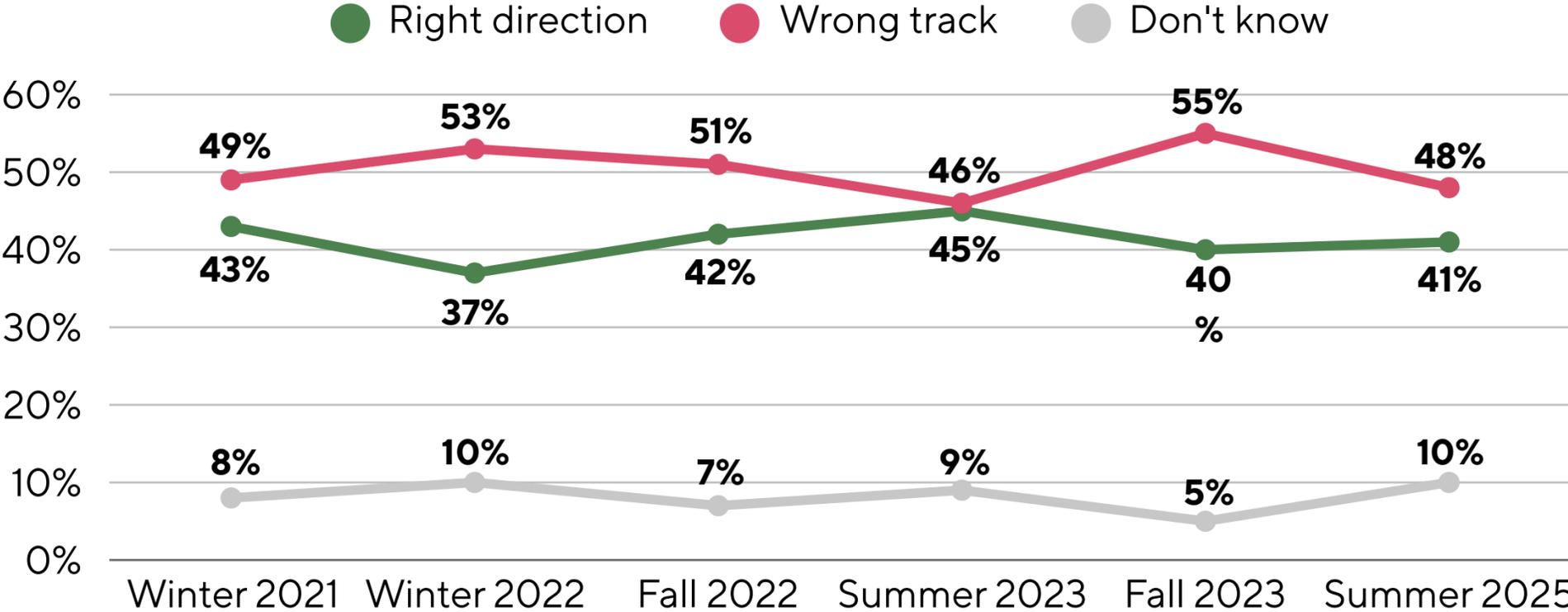
All things considered, do you think Oregon is headed in the right direction, or is it off on the wrong track?



Average since 2021

Right Direction: 41%

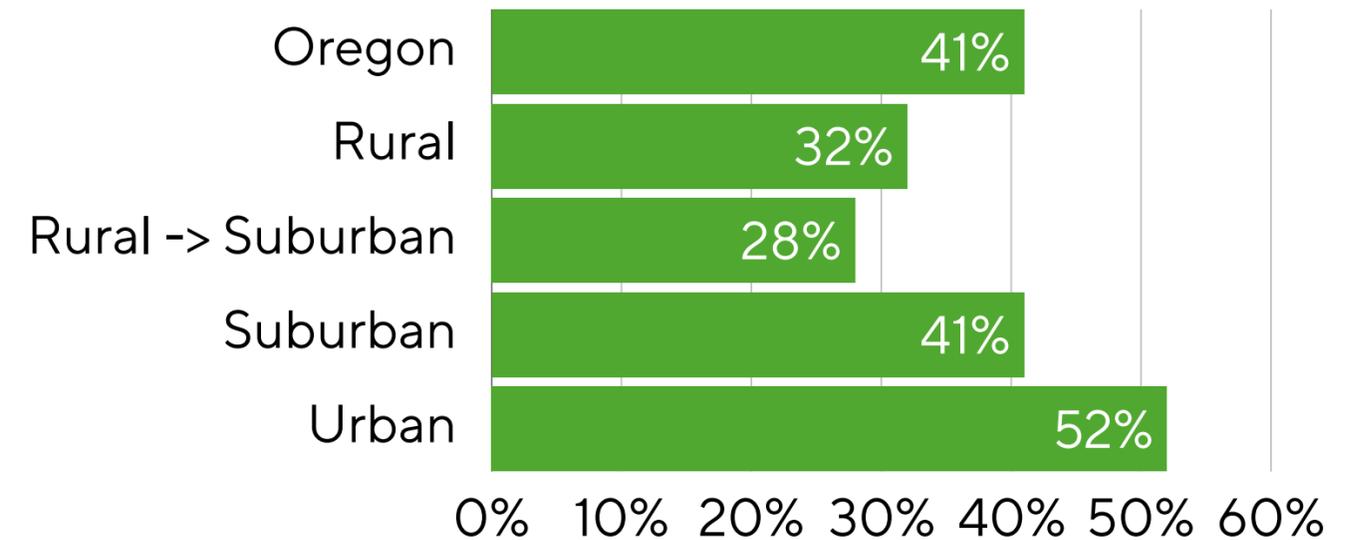
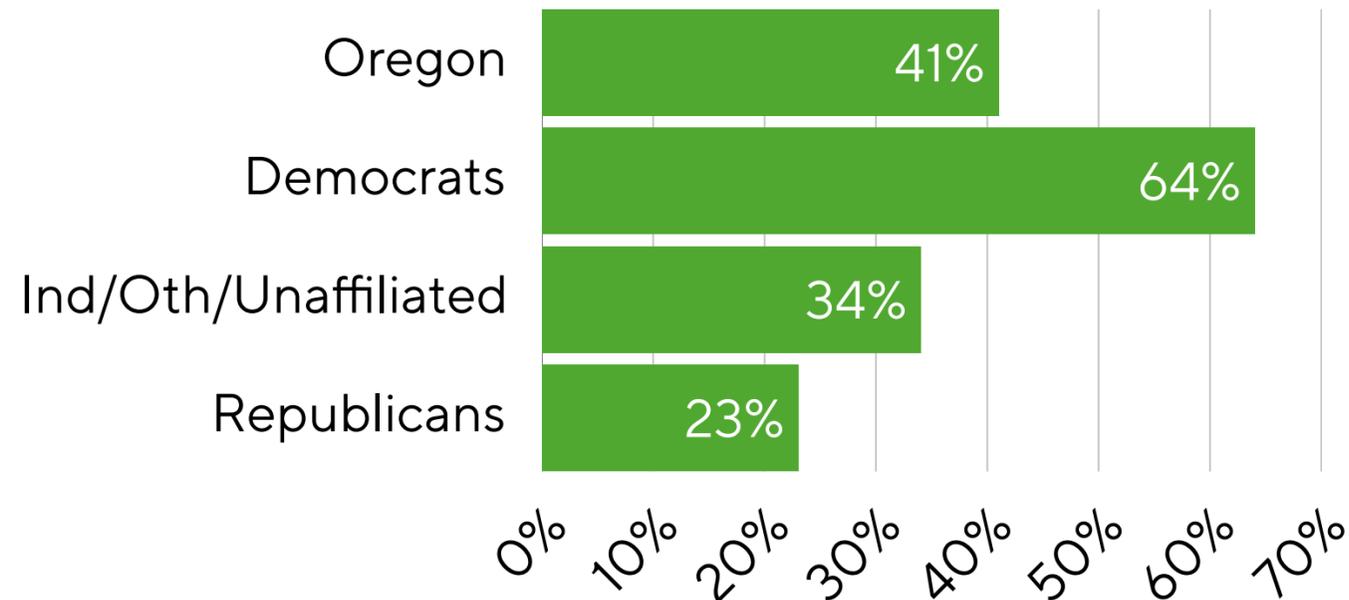
Wrong Track: 50%



OVBC survey conducted June 27th - July 10th, 2025, among Oregon adults (representative sample, N=1,897)

OregonVBC.org/well-being-the-state-of-us

Oregon's Direction - Right Direction



Oregonians who say the state is headed in the right direction most often point to:

- Oregon's inclusive and progressive social policies
- Principled leadership
- Economic strength
- Environmental values and welcoming atmosphere

Oregon's Direction - Right Direction

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“Our state is trying to stand up for immigrants and the poor, trying to safeguard abortion access, trying to curb climate control, trying to protect LGBTQ rights.”

-Woman, age 65-74, Marion County, White, Democrat

“Trying to preserve healthcare, reproductive care, trans care.”

-Non-binary or gender non-conforming, age 44-54, Lane County, White, Democrat

“Oregon has a diversified economic structure. Its traditional industries such as forestry and agriculture are highly developed.”

-Man, age 30-44, Clatsop County, White, Republican

“The governor and many (not all) legislators have taken public stands against tyranny, graft and discrimination at the federal level.”

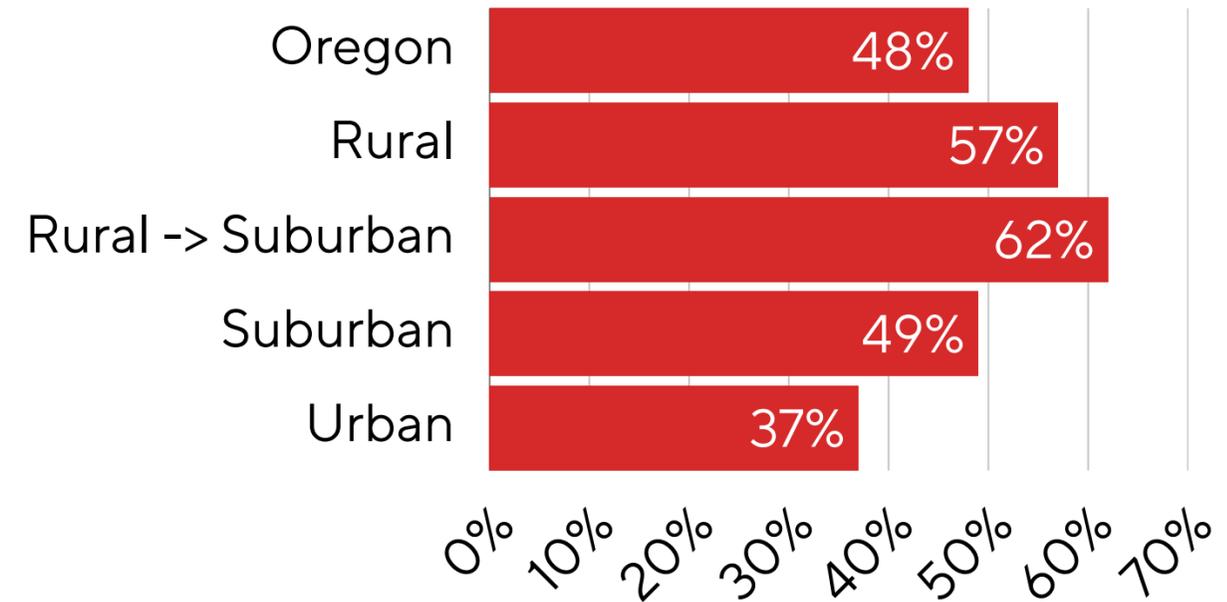
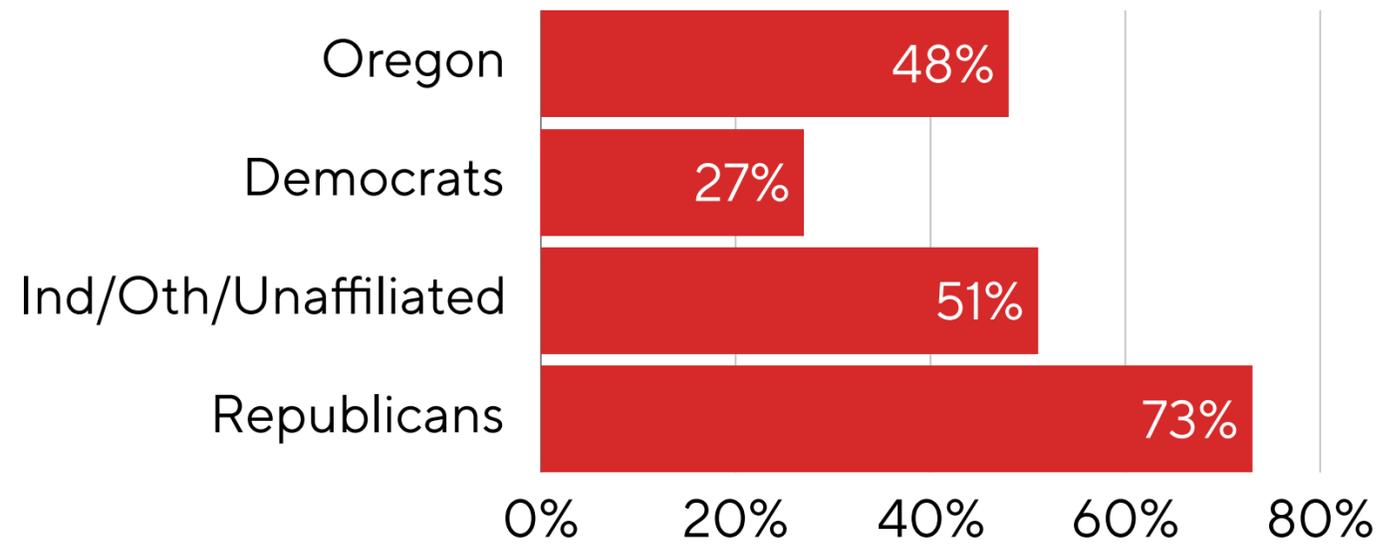
-Woman, age 65-74, Multnomah County, Native American, American Indian, or Alaska Native and White, Democrat

“Oregon is a very environmental[ly] based state. People are way more welcoming and are not as uptight as others. There is less judgment and less pressure to be ‘part of the pack’.”

-Woman, age 18-29, Lane County, White, Not registered to vote

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Oregon's Direction - Wrong Track



Oregonians who say the state is off on the wrong track most often point to:

- Rising costs, unaffordable housing, and worsening homelessness crisis
- Increasing taxes without visible results
- Businesses and residents leaving the state
- Growing disconnect between leaders and the needs of Oregonians

Oregon's Direction - Wrong Track

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“Cost of living is one of the worst in the nation, fuel prices some of the highest as well. The job and housing markets here are awful. The people elected don't care at all.”

-Man, age 44--54, Lane County, White, Republican

“Housing costs soar, buying/renting is tough, worsening the living crisis”

-Man, age 30-44, Washington County, Hispanic or Latino, Democrat

“Homelessness is increasing because there are not enough resources. Oregon is also very divided. Rent and bills are sky high. So is food, gas and medical.”

-Woman, age 55-64, Polk County, White, Independent Party of Oregon

“Oregon is still high in price for a lot of things.”

-Non-binary, age 18-29, Deschutes County, Native Hawaiian or Other Pacific Islander and White, Republican

“Partisanship, identity politics, lack of real oversight in budgeting, raising taxes when folks are suffering, negative education outcomes.”

-Woman, age 65-74, Crook County, White, Democrat

The fact that our taxes keep going up with no real accountability as to how the money is spend and no noticeable improvements makes me think there is corruption.”

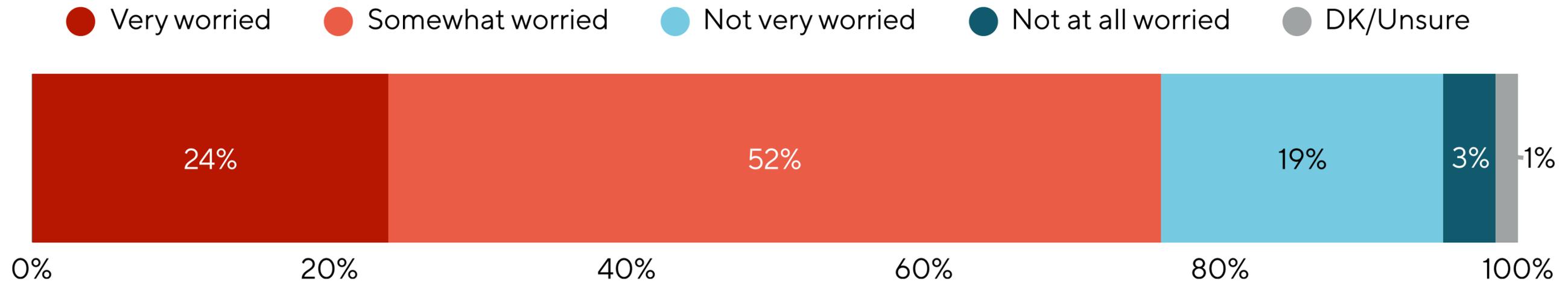
-Man, age 44-54, Multnomah County, Native Hawaiian or Other Pacific Islander and another race, Non-affiliated

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Worry About Community Division



How worried are you about these divisions in your community?



THE URBAN-RURAL DIVIDE

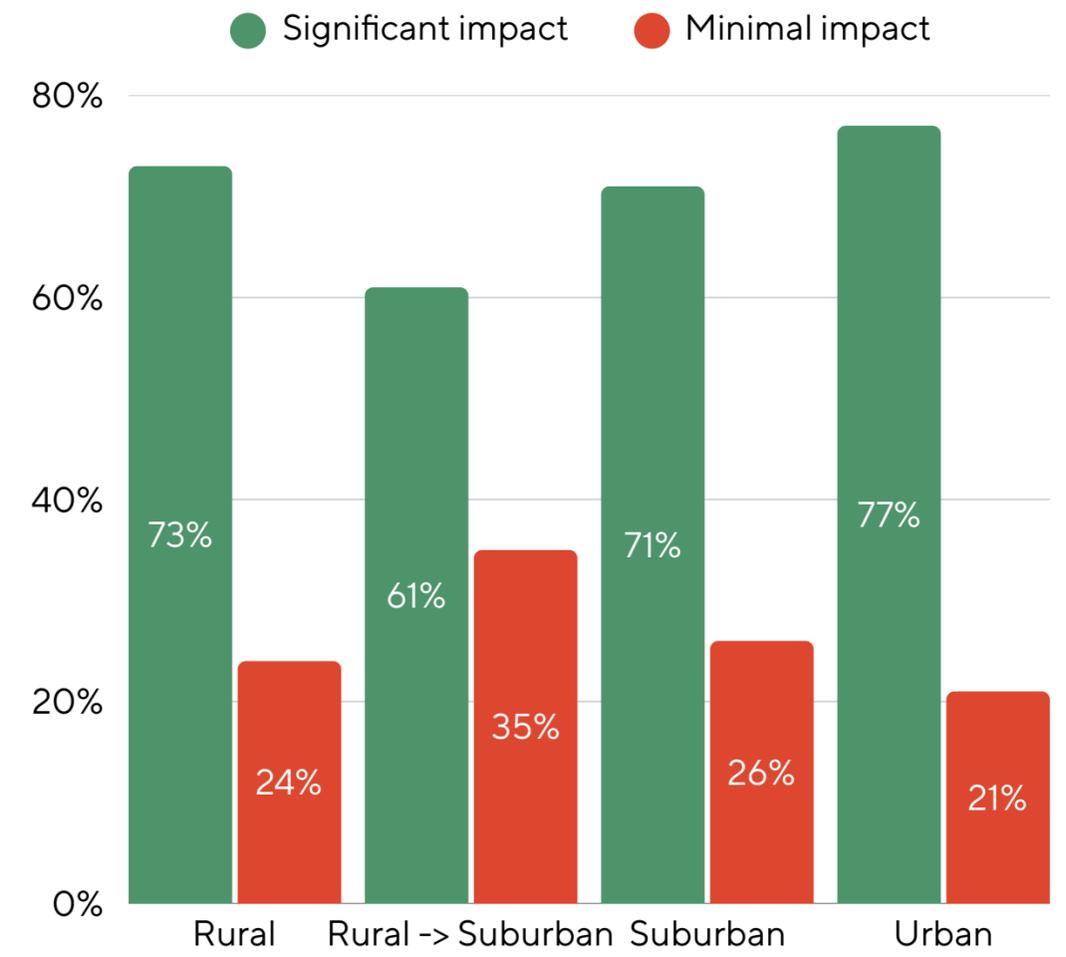
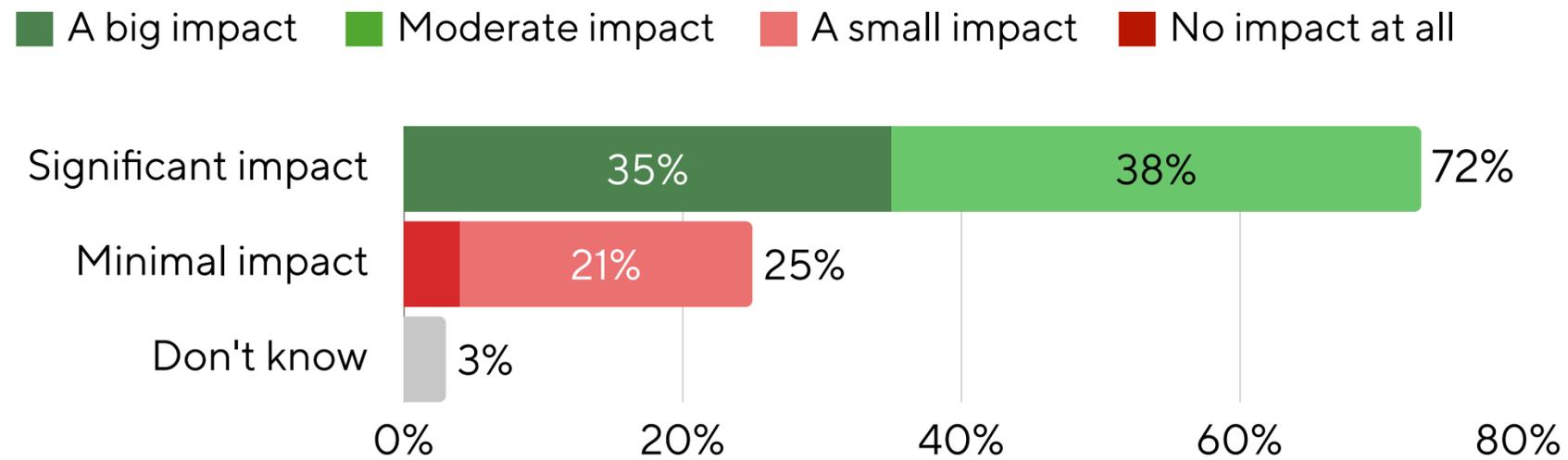
Measuring the distance



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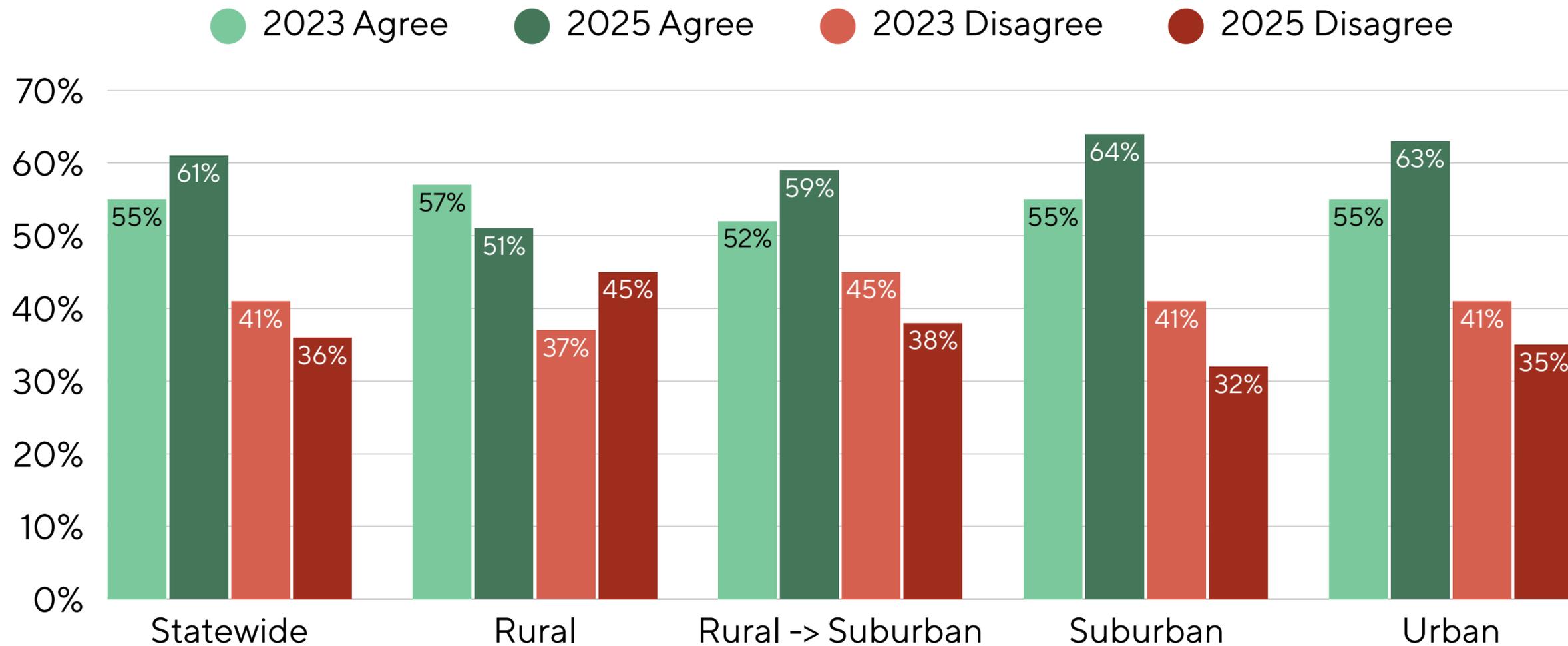
Sense of Empowerment in Local Communities

Overall, how much impact do you think people like you can have in making your community a better place to live?



Sense of Community Connection and Social Well-being

I feel connected to and happy about my community in Oregon

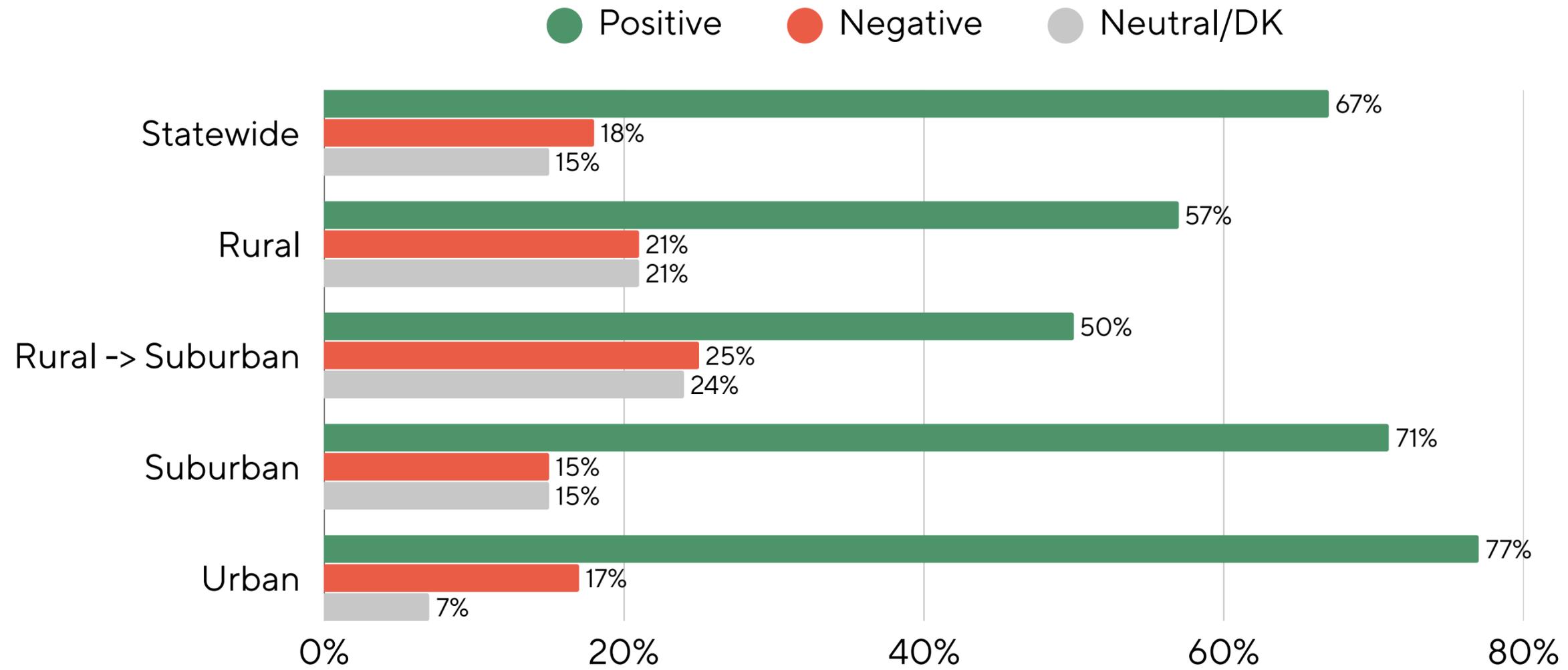


OVBC survey conducted June 27th - July 10th, 2025, among Oregon adults (representative sample, N=1,897)
OVBC survey conducted Aug. 4th - 11th, 2025, among Oregon adults (representative sample, N=2,710)

OregonVBC.org/well-being-the-state-of-us
OregonVBC.org/oregons-social-and-political-trends

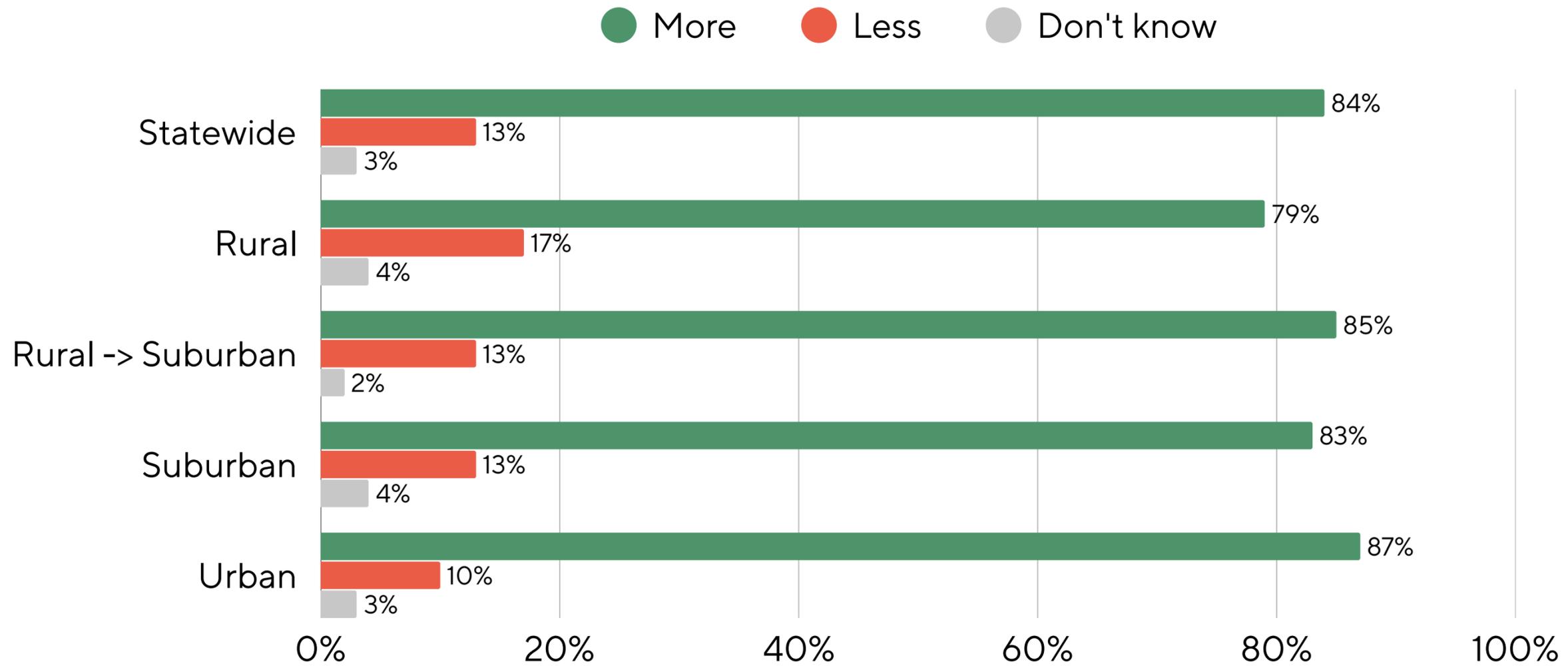
Action on Climate Change

Positive or negative direction for Oregon: Oregon invests in combating climate change and protecting the state's natural resources.



Climate Change: A Different Approach

Do you think people should be doing more or less to reduce global warming?



COMMON GROUND

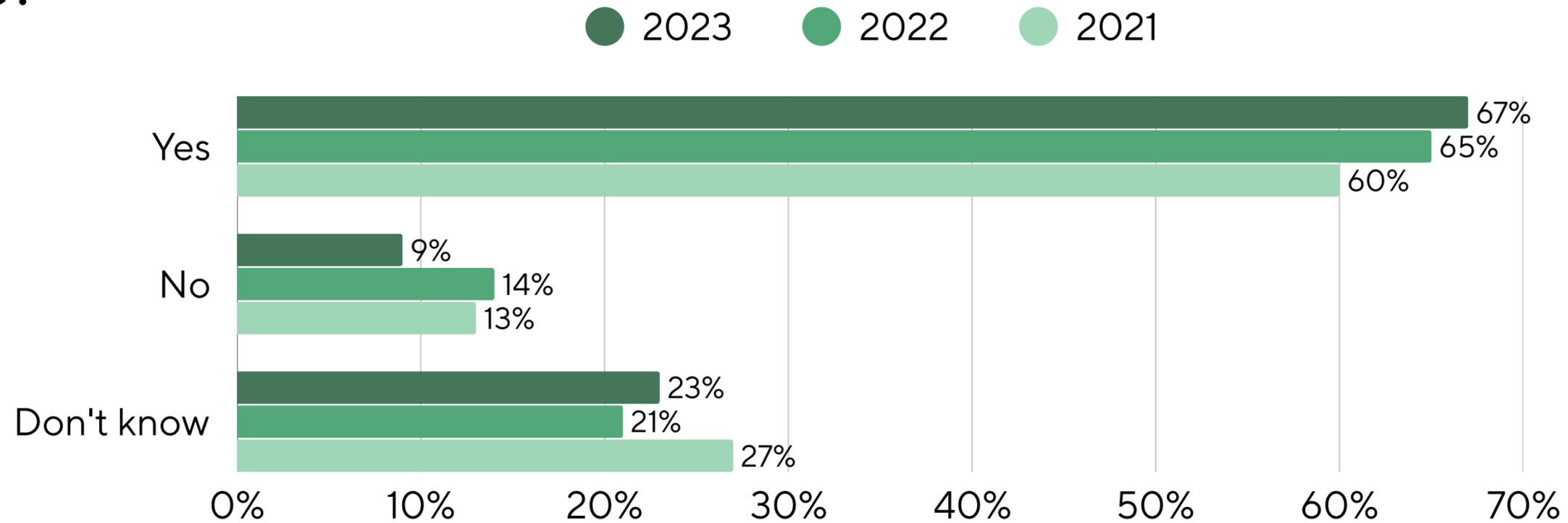
Foundations we can build on



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Shared Values Despite Divides

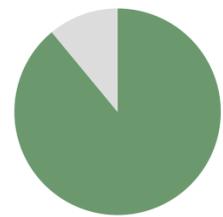
Oregon is divided over many issues including the role of government and the value of certain public services, but do you believe there are things that all Oregonians value about living in Oregon that cut across political divides and represent common ground we can stand on together to make our state a better place?



What Oregonians Want From You

Please rate the level of importance of these items contributing to a healthy government:

Essential/Important



89% Officials and institutions are accountable to the public.

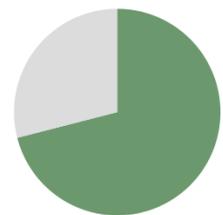


86% Institutions respond to problems in a timely manner.



82% Officials are capable of compromise when universal agreement cannot be reached.

What Oregonians Want From You



71%

Once elected, an official should prioritize the interests of their district over those of their supporters.

- Only 29% want supporters prioritized over district.



65%

Believe legislators developing skills to better work through policy conflicts and set an example for the state would be a positive direction for Oregon.

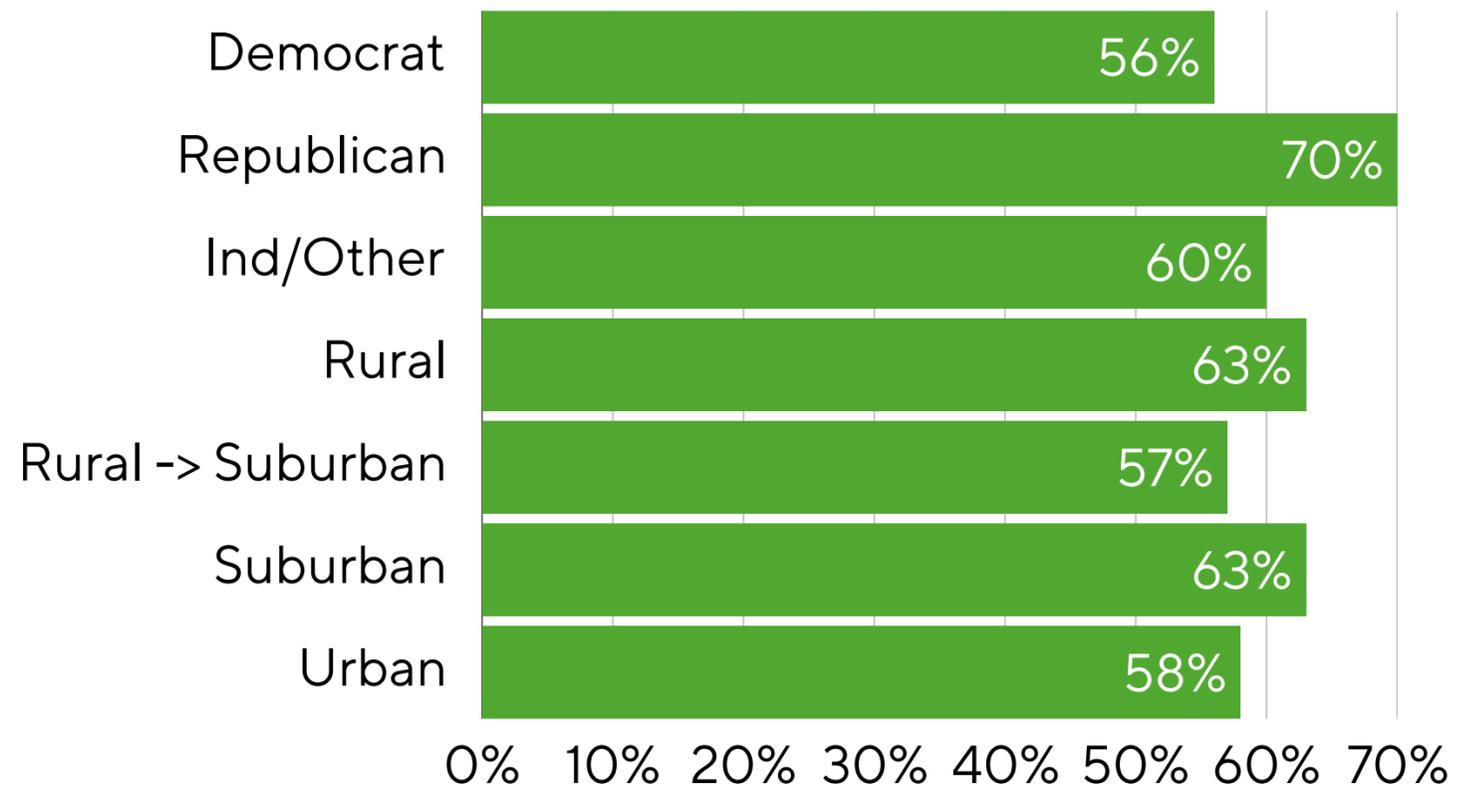
- 23% neutral/don't know, 12% negative

Rural Autonomy

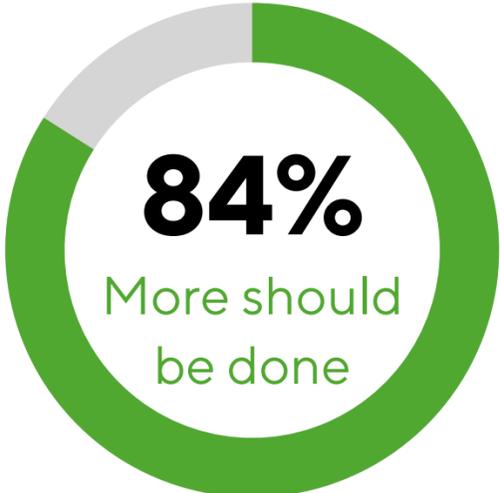


- 23% neutral/uncertain
- 16% negative

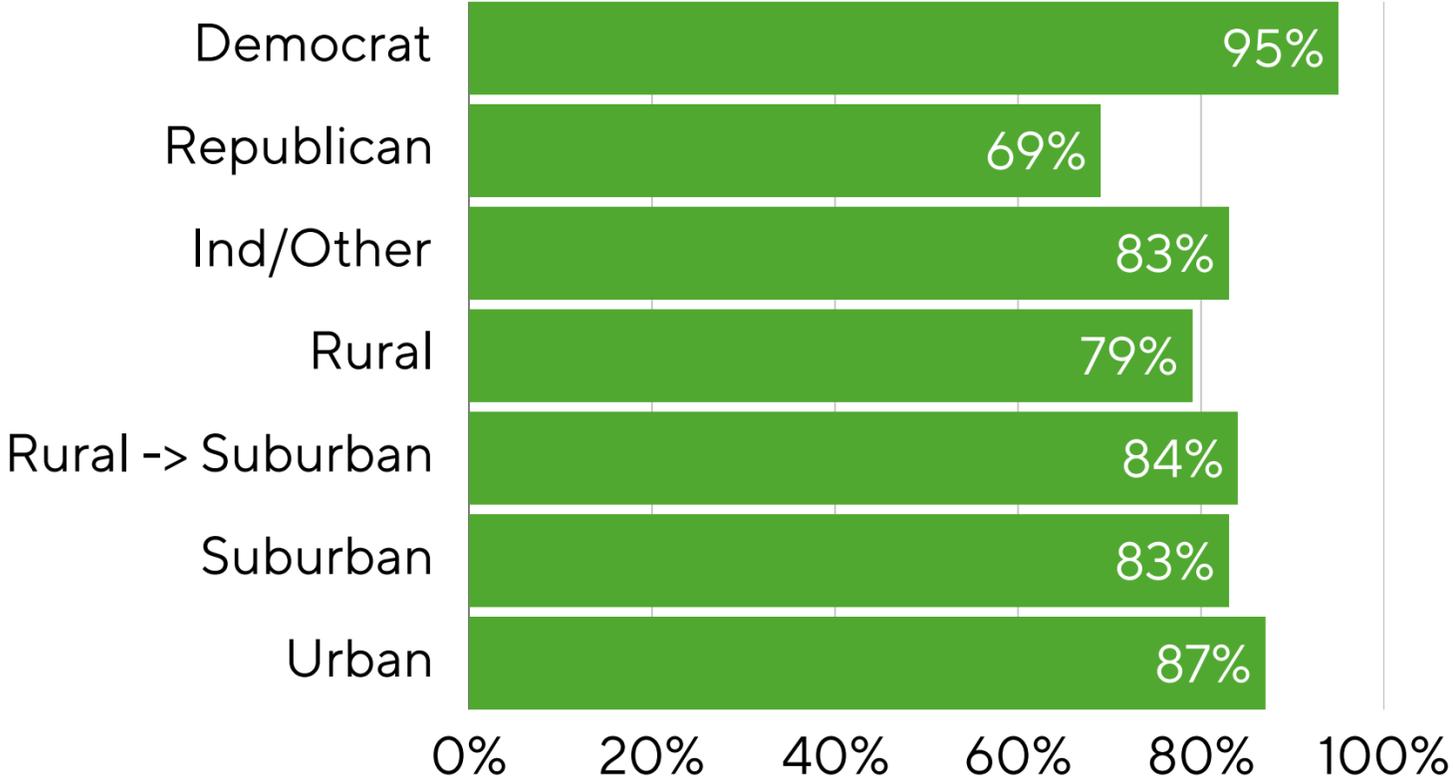
“Oregon’s rural communities enjoy the freedom to manage their own local resources without constraints imposed upon them by urban areas.”



Climate Action



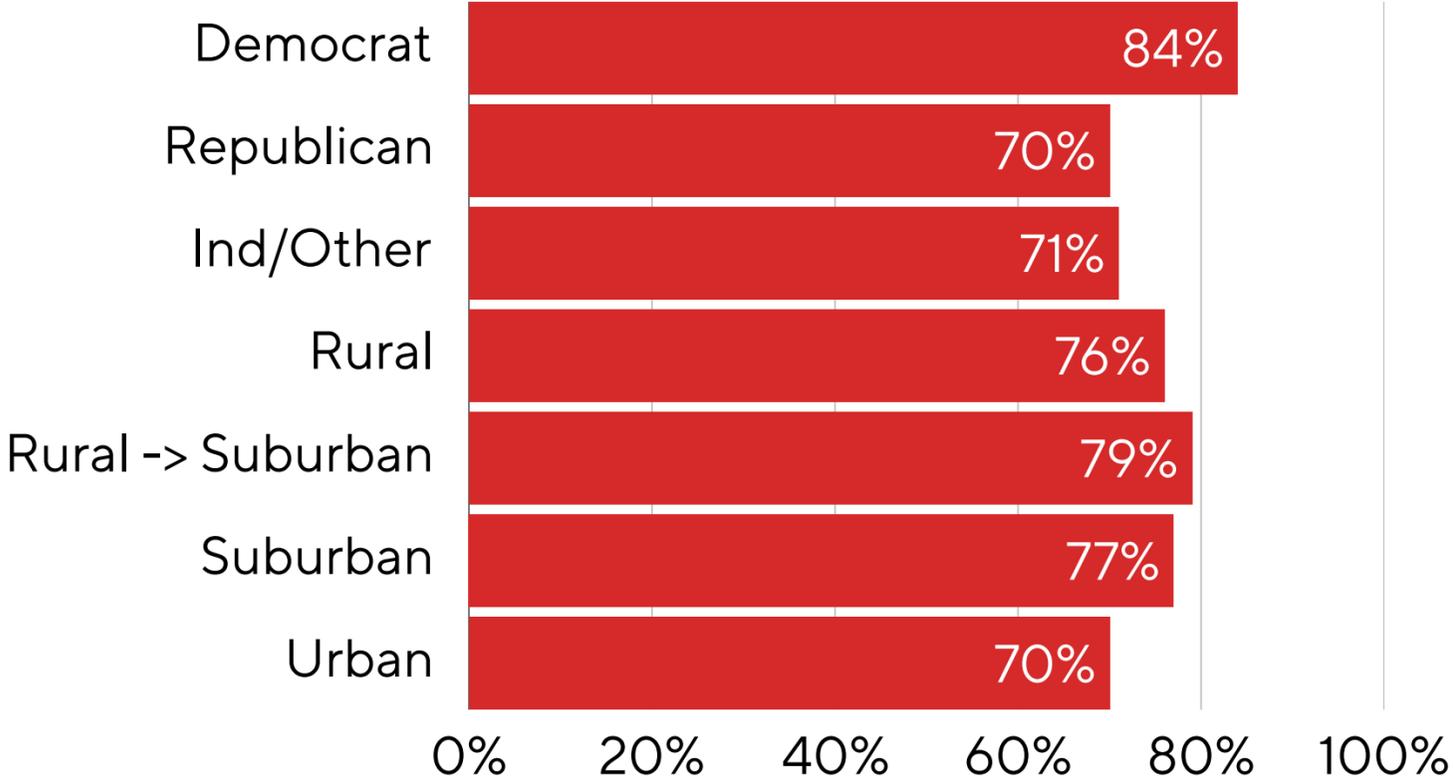
Do you think people should be doing more to reduce global warming?



Keep Public Lands Private



There should be no such thing as public lands. Public land should be sold off so that all land is privately owned.

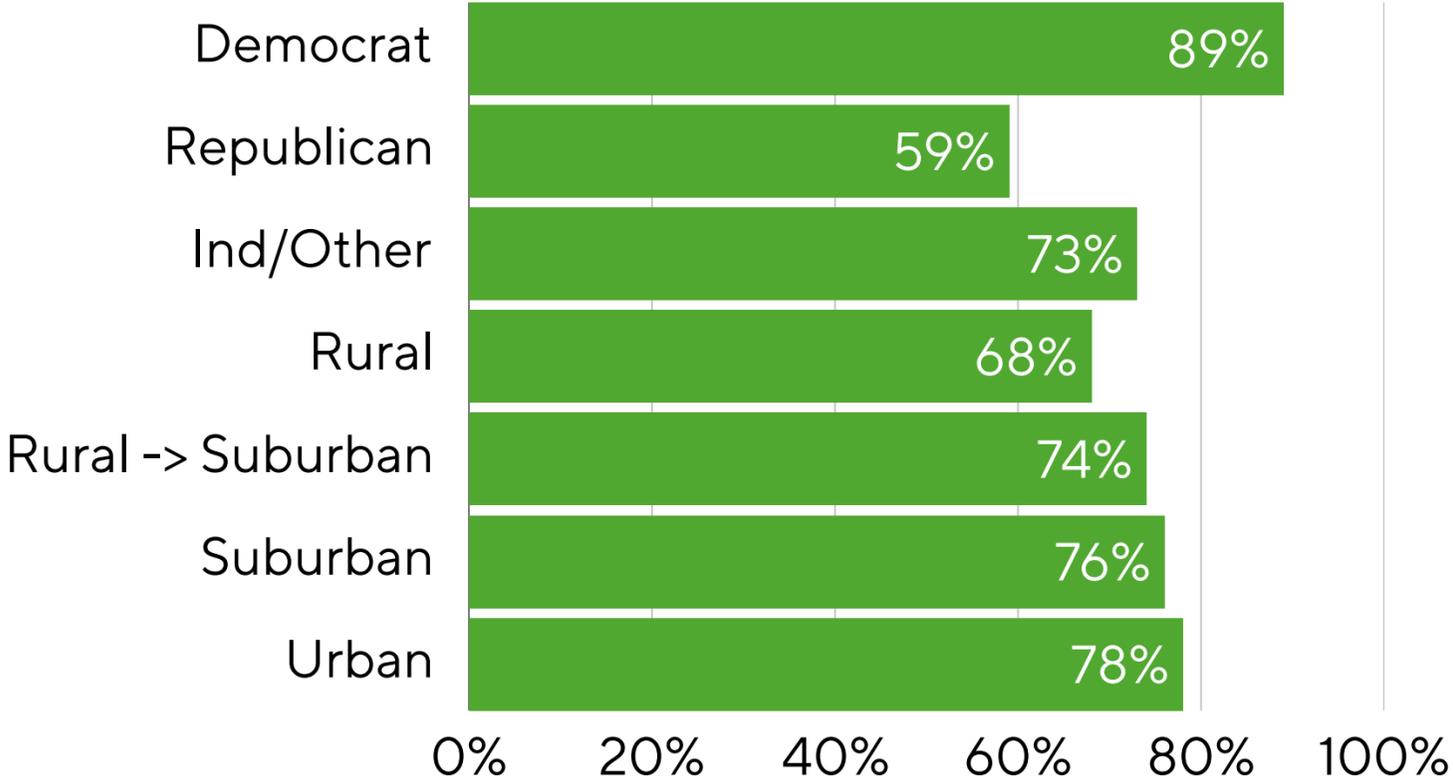


OVBC survey conducted Nov. 19th - Dec. 12th, 2025, among Oregon adults (representative sample, N=1,731)

Pride in Oregon



I am proud to be an Oregonian.



OVBC survey conducted Oct. 23rd - Nov. 3rd, 2025, among Oregon adults (representative sample, N=1,775)

Q & A

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