

September 19, 2025

To: Courtney Knox Busch, City of Salem
From: John Horvick & Hannah Borenstein, DHM Research
Re: City of Salem Community Satisfaction Survey

From September 9 to 16, 2025, DHM Research conducted a survey of Salem residents. The purpose of the survey was to assess residents' satisfaction with city services and communications, gauge priorities, and weigh opinions of safety and livability. The survey benchmarked several questions from previous years to track changes in opinion.

Research Methodology

The survey consisted of 400 Salem residents and took approximately 15 minutes to complete. This is a sufficient sample size to assess resident opinions generally and to review findings by multiple subgroups including age, gender, area of the city, race/ethnicity, education level, political affiliation, and home ownership status.

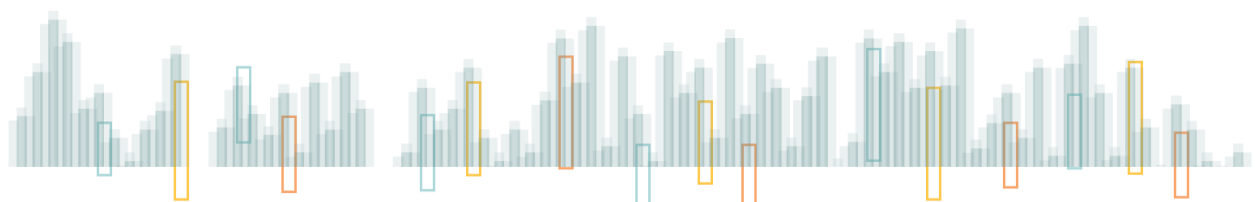
Respondents were contacted from multiple lists which may include a list of registered voters, a landline household list compiled from public records and consumer lists, and a cellular consumer list based off cell and cable consumer information matched to publicly available address information. Telephone 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 and data were weighted by age, gender, area of the city, political affiliation, race/ethnicity, education level, and home ownership status to ensure a representative sample. The survey was also offered in Spanish.

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 $\pm 4.9\%$.

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.



City of Salem
2025 Community Priority Survey
September 9-16, 2025
Salem Residents
N=400; margin of error ±4.9%
15 minutes
DHM Research Project #71969

Hello, my name is _____ from **[name of fielding house]**. I have some questions about your community (specify if possible). May I speak with **[name on file]**? **[Must speak with the name on the list. If unavailable, schedule a callback.]**

As needed:

- We are not trying to sell you anything.
- The survey should only take a few minutes and I think you will find the questions interesting.
- Your answers are strictly confidential.

WARM UP & GENERAL MOOD

1. First, in what language do you prefer to take this survey?

Response category	n=400
English / Inglés	94%
Spanish / Español	6%

QZip. What is your zip code? **[Asked for verification purposes]**

2. All in all, would you say things in Salem are headed in the right direction, or are things off on the wrong track?

Response category	2025 n=400	2024 n=400	2022 n=400	2021 n=400	2020 n=400	2019 n=459	2018 n=450
Right direction	23%	24%	14%	23%	38%	37%	53%
Wrong track	59%	57%	69%	65%	41%	42%	31%
Don't know	18%	19%	17%	13%	21%	20%	16%

3. Would you say that Salem is **[restore Q2 response: headed in the right direction/off on the wrong track]** because of actions the City has taken, circumstances outside of the City's control, or some combination of both?

Response category	2025 n=327	2022 n=333	2021 n=349	2020 n=316
Mainly because of actions the City has taken	27%	35%	34%	22%
Mainly because of circumstances outside the City's control	3%	2%	6%	7%
Some combination of both	68%	61%	57%	68%
Don't know	3%	2%	3%	3%

4. What is the most important issue that you would like the City of Salem to do something about?

[Open]

Response category	2025 n=400	2024 n=400	2022 n=400	2021 n=400	2020 n=400	2019 n=459	2018 n=450
Homelessness, poverty	43%	57%	57%	58%	49%	41%	33%
Crime, drugs	15%	3%	16%	3%	6%	4%	4%
Affordable housing	8%	9%	3%	2%	3%	3%	2%
Promote businesses, downtown development	7%	--	2%	2%	5%	2%	<1%
Budget, spending	7%	6%	2%	<1%	1%	2%	2%
Roads, potholes, infrastructure	5%	9%	2%	2%	2%	7%	7%
High taxes, property taxes	5%	--	2%	1%	1%	2%	2%
Police enforcement, traffic violations	4%	3%	3%	3%	n=1	2%	1%
Cleanliness*	4%	--	--	--	--	--	--
Education, funding, class sizes	3%	3%	--	2%	4%	3%	4%
Government, regulations	3%	2%	--	4%	3%	--	--
Traffic, congestion	2%	2%	2%	2%	2%	6%	3%
Health/Mental health*	2%	--	--	4%	3%	--	--
Additional bridge	1%	--	3%	1%	4%	5%	4%
Environment	1%	--	1%	1%	2%	3%	2%
Immigration, refugees	1%	--	--	<1%	--	3%	2%
All other responses	4%	6%	5%	1% or less	3%	1% or less	2% or less
None, nothing	--	--	<1%	1%	2%	2%	6%
Don't know	2%	--	1%	2%	4%	4%	6%

*New coded response categories for 2025

SATISFACTION WITH EXISTING SERVICES

5. The City of Salem provides many services and facilities: police and fire protection, ambulance services, street maintenance, parks and recreation, water and sewer, and more. In general, how satisfied are you with the services provided by the City of Salem: very satisfied, somewhat satisfied, not too satisfied, or not at all satisfied?

Response category	2025 n=400	2024* n=400	2022 n=400	2021 n=400	2020 n=400	2019 n=459	2018 n=450
Total Satisfied	68%	48%	57%	70%	86%	87%	91%
Very satisfied	13%	11%	12%	21%	34%	31%	41%
Somewhat satisfied	55%	38%	45%	49%	52%	56%	50%
Total Unsatisfied	29%	48%	40%	27%	13%	14%	8%
Not too satisfied	19%	28%	27%	17%	9%	8%	4%
Not at all satisfied	10%	20%	14%	10%	4%	6%	4%
Don't know	3%	4%	3%	3%	1%	<1%	1%

*2024 data is from a question among Salem residents that was more detailed, with information about providing services through the General Fund and asking about satisfaction with value of services for taxes and fees paid, due to the research goals of the survey.

The following is a list of community services in Salem. For each, indicate if you are very satisfied, somewhat satisfied, not too satisfied, or not at all satisfied.¹

Response category	Total Satisfied	Very satisfied	Somewhat satisfied	Total Unsatisfied	Not too satisfied	Not at all satisfied	Don't know
6. Law enforcement and public safety (2021 and prior results for "Police")							
2025 (n=400)	58%	17%	41%	39%	21%	18%	3%
2022 (n=400)	48%	16%	32%	49%	24%	25%	4%
2021 (n=400)	68%	34%	34%	26%	12%	14%	6%
2020 (n=400)	72%	40%	32%	22%	14%	8%	6%
2019 (n=459)	84%	51%	33%	11%	5%	6%	4%
2018 (n=450)	91%	65%	26%	4%	3%	1%	5%
7. Fire, ambulance, and 911 service (2018-2020 results for "Police, fire, ambulance, and 911 service")							
2025 (n=400)	78%	39%	39%	12%	7%	4%	10%
2022 (n=400)	73%	35%	38%	13%	7%	6%	14%
2021 (n=400)	79%	49%	30%	9%	7%	2%	12%
2020 (n=400)	87%	58%	29%	5%	3%	2%	7%
2019 (n=459)	84%	51%	33%	11%	5%	6%	4%
2018 (n=450)	91%	65%	26%	4%	3%	1%	5%
8. Maintenance of city streets, sidewalks and bridges							
2025 (n=400)	47%	8%	39%	52%	24%	28%	1%
2022 (n=400)	40%	8%	32%	60%	31%	29%	1%
2021 (n=400)	48%	12%	36%	49%	26%	23%	2%
2020 (n=400)	68%	21%	47%	30%	20%	10%	2%
2019 (n=459)	54%	12%	42%	41%	24%	17%	5%
2018 (n=450)	67%	21%	46%	32%	18%	14%	1%
9. Salem public library							
2025 (n=400)	60%	31%	29%	20%	11%	9%	20%
2022 (n=400)	53%	28%	25%	13%	8%	5%	35%
2021 (n=400)	51%	27%	24%	19%	11%	8%	30%
2020 (n=400)	69%	39%	30%	11%	7%	4%	21%
2019 (n=459)	74%	52%	22%	7%	5%	2%	19%
2018 (n=450)	78%	55%	23%	4%	3%	1%	16%
10. Parks and recreation							
2025 (n=400)	68%	23%	45%	27%	13%	14%	5%
2022 (n=400)	59%	16%	43%	36%	16%	20%	5%
2021 (n=400)	67%	23%	44%	27%	14%	13%	5%
2020 (n=400)	80%	38%	42%	17%	14%	3%	3%
2019 (n=459)	79%	41%	38%	13%	10%	3%	9%
2018 (n=450)	86%	49%	37%	10%	7%	3%	4%

¹ "Supporting arts and culture" (Q14) asked in odd numbered years. "Municipal court" included in even numbered years. "Street lighting" asked in 2020, 2019, 2018, 2017, and 2016.

Response category	Total Satisfied	Very satisfied	Somewhat satisfied	Total Unsatisfied	Not too satisfied	Not at all satisfied	Don't know
11. Water, sewer and stormwater services							
2025 (n=400)	71%	23%	47%	23%	13%	10%	7%
2022 (n=400)	67%	25%	42%	24%	12%	12%	10%
2021 (n=400)	79%	33%	46%	13%	7%	6%	7%
2020 (n=400)	77%	40%	37%	17%	14%	3%	6%
2019 (n=459)	75%	38%	37%	19%	11%	8%	6%
2018 (n=450)	77%	32%	45%	20%	13%	7%	3%
12. Ensuring that residents of all income levels have access to affordable housing							
2025 (n=400)	19%	6%	13%	75%	26%	48%	7%
2022 (n=400)	19%	5%	14%	66%	26%	40%	14%
2021 (n=400)	25%	7%	18%	63%	27%	36%	12%
2020 (n=400)	34%	10%	24%	55%	29%	26%	11%
2019 (n=459)	27%	7%	20%	62%	32%	30%	11%
2018 (n=450)	48%	14%	34%	40%	25%	15%	12%
13. City planning and development review							
2025 (n=400)	32%	5%	27%	50%	25%	25%	18%
2022 (n=400)	23%	4%	19%	56%	29%	27%	21%
2021 (n=400)	34%	6%	28%	44%	23%	21%	22%
2020 (n=400)	48%	15%	33%	31%	21%	10%	22%
2019 (n=459)	43%	10%	33%	26%	16%	10%	31%
2018 (n=450)	53%	21%	32%	24%	18%	6%	23%
14. Parking structures and on-street parking near local business							
2025 (n=400)	49%	14%	35%	48%	22%	26%	2%
2022 (n=400)	57%	15%	42%	36%	17%	19%	8%
2021 (n=400)	63%	18%	45%	32%	20%	12%	5%
2020 (n=400)	70%	27%	43%	27%	19%	8%	4%
2019 (n=459)	65%	18%	47%	29%	20%	9%	6%
2018 (n=450)	64%	25%	39%	31%	23%	8%	5%
15. Street lighting							
2025 (n=400)	73%	28%	45%	24%	19%	6%	3%
2020 (n=400)	78%	34%	44%	21%	13%	8%	2%
2019 (n=459)	75%	30%	45%	20%	13%	7%	5%
2018 (n=450)	85%	41%	44%	13%	9%	4%	3%
2017 (n=457)	78%	35%	43%	19%	15%	4%	2%
16. Growing job opportunities in the local economy							
2025 (n=400)	30%	5%	25%	55%	29%	25%	16%
2022 (n=400)	39%	8%	31%	41%	22%	19%	21%
2021 (n=400)	48%	11%	37%	34%	17%	17%	19%
2020 (n=400)	54%	18%	36%	31%	23%	8%	15%
2019 (n=459)	55%	14%	41%	32%	20%	12%	13%
2018 (n=450)	73%	28%	45%	13%	10%	3%	14%

Response category	Total Satisfied	Very satisfied	Somewhat satisfied	Total Unsatisfied	Not too satisfied	Not at all satisfied	Don't know
17. Protecting our natural environment							
2025 (n=400)	52%	15%	36%	38%	22%	16%	11%
2022 (n=400)	47%	11%	36%	39%	24%	15%	14%
2021 (n=400)	56%	17%	39%	34%	20%	14%	10%
2020 (n=400)	69%	27%	42%	24%	18%	6%	6%
2019 (n=459)	70%	23%	47%	23%	14%	9%	6%
2018 (n=450)	77%	26%	51%	14%	9%	5%	10%
18. Supporting arts and culture							
2025 (n=400)	58%	19%	40%	26%	14%	12%	15%
2021 (n=400)	57%	17%	40%	23%	13%	10%	21%
2020 (n=400)	69%	25%	44%	16%	11%	5%	16%
2019 (n=459)	68%	32%	36%	13%	10%	3%	18%
2018 (n=450)	81%	38%	43%	9%	5%	4%	11%
2017 (n=457)	77%	30%	47%	9%	6%	3%	14%
19. Safety for people walking or biking in Salem							
2025 (n=400)	40%	10%	30%	56%	29%	27%	3%
2022 (n=400)	36%	9%	27%	57%	25%	32%	6%
2021 (n=400)	54%	16%	38%	42%	21%	21%	4%
2020 (n=400)	69%	26%	43%	28%	20%	8%	3%
2019 Walking (n=459)	58%	20%	38%	38%	24%	14%	3%
2019 Biking (n=459)	56%	24%	32%	31%	17%	14%	13%
20. Center 50+*							
2025 (n=400)	36%	18%	17%	9%	6%	3%	55%

*New item for 2025

Next, indicate if doing the following activities in Salem is very easy, somewhat easy, somewhat difficult, or very difficult. If an activity doesn't apply to you, **[PHONE: just let me know / ONLINE: please select doesn't apply]**.

Response category	Total Easy	Very easy	Somewhat easy	Total Difficult	Somewhat difficult	Very difficult	Doesn't apply
21. Driving from one side of the city to the other during peak traffic hours							
2025 (n=400)	27%	5%	21%	70%	34%	36%	4%
2022 (n=400)	16%	3%	13%	82%	35%	47%	3%
2021 (n=400)	22%	5%	17%	74%	37%	37%	3%
2020 (n=400)	24%	4%	20%	69%	42%	27%	6%
2019 (n=459)	16%	3%	13%	73%	28%	45%	11%
2018 (n=450)	26%	5%	21%	70%	34%	36%	5%
22. Walking or biking in Salem							
2025 (n=400)	46%	13%	33%	44%	29%	15%	10%
2022 (n=400)	45%	14%	31%	46%	25%	21%	9%
2021 (n=400)	56%	20%	36%	35%	24%	11%	9%
2020 (n=400)	70%	34%	35%	22%	16%	6%	9%
2019 Walking (n=459)	62%	30%	32%	31%	19%	12%	8%
2019 Biking (n=459)	43%	20%	23%	27%	16%	11%	29%
2018 (n=450)	74%	48%	26%	15%	12%	3%	11%
23. Doing business with the City, such as getting a permit or paying a bill							
2025 (n=400)	48%	13%	35%	33%	19%	14%	19%
2022 (n=400)	47%	11%	36%	33%	22%	11%	19%
2021 (n=400)	51%	17%	34%	28%	19%	9%	21%
2020 (n=400)	58%	25%	33%	22%	18%	4%	19%
2019 (n=459)	55%	29%	26%	25%	17%	8%	21%
2018 (n=450)	70%	40%	30%	16%	9%	7%	14%
24. Finding information about city planning and how decisions are made							
2025 (n=400)	30%	6%	23%	55%	30%	25%	16%
2022 (n=400)	18%	2%	16%	59%	32%	27%	24%
2021 (n=400)	29%	7%	22%	50%	28%	22%	21%
2020 (n=400)	47%	14%	33%	29%	20%	9%	23%
2019 (n=459)	40%	13%	27%	37%	25%	12%	24%
2018 (n=450)	50%	17%	33%	27%	20%	7%	22%
25. Having your concerns heard by city leaders							
2025 (n=400)	18%	6%	12%	59%	29%	30%	23%
2022 (n=400)	13%	2%	11%	61%	24%	37%	26%
2021 (n=400)	19%	5%	14%	58%	22%	36%	24%
2020 (n=400)	28%	8%	20%	41%	22%	19%	31%
2019 (n=459)	26%	8%	18%	45%	28%	17%	29%
2018 (n=450)	35%	12%	23%	25%	14%	11%	40%

Response category	Total Easy	Very easy	Somewhat easy	Total Difficult	Somewhat difficult	Very difficult	Doesn't apply
26. Finding the information you need to resolve a city issue							
2025 (n=400)	28%	6%	22%	53%	26%	27%	18%
2022 (n=400)	19%	3%	16%	58%	34%	24%	24%
2021 (n=400)	29%	7%	22%	50%	28%	22%	21%
2020 (n=400)	47%	14%	33%	29%	20%	9%	23%
2019 (n=459)	40%	13%	27%	37%	25%	12%	24%
2018 (n=450)	50%	17%	33%	27%	20%	7%	22%
27. Operating a business ²							
2025 (n=400)	11%	2%	8%	31%	15%	16%	58%
2021 (n=400)	16%	4%	12%	34%	13%	21%	51%
2020 (n=400)	20%	7%	13%	24%	16%	8%	56%
2019 (n=459)	20%	8%	12%	19%	14%	5%	60%
2018 (n=450)	30%	9%	21%	15%	8%	7%	55%
2017 (n=457)	22%	6%	16%	18%	14%	4%	61%

RESOURCES FOR CITY SERVICES

28. The City of Salem funds basic services with taxpayer dollars and fees for services. In general, how satisfied are you with the value received for your taxes and fees paid? Are you very satisfied, somewhat satisfied, not too satisfied, or not at all satisfied?

Response category	2025 n=400	2022 n=400	2021 n=400	2020 n=400	2019 n=459	2018 n=450
Total Satisfied	38%	30%	40%	57%	56%	70%
Very satisfied	5%	2%	6%	13%	8%	13%
Somewhat satisfied	33%	28%	34%	44%	48%	57%
Total Unsatisfied	57%	64%	56%	38%	34%	28%
Not too satisfied	22%	29%	26%	28%	18%	18%
Not at all satisfied	35%	35%	30%	10%	16%	10%
Don't know	5%	6%	4%	6%	9%	3%

² "Operating a business" (Q27) asked in odd numbered years. "Finding space for community events" asked in even numbered years.

29. In May 2025, voters in Salem passed a levy to provide new funding for the Salem Public Library. The following are two options for using these funds. Which do you think the city should prioritize?

Response category	2025 n=400
Expand hours the library is open, such as more weeknight and weekend hours	47%
Expand library programs, such as programs for children, seniors, and multilingual community members	41%
Don't know	12%

SAFETY & LIVABILITY

30. In the last 30 days, how many days did you visit downtown Salem?

Response category	2025 n=400
0 days	14%
1 to 5 days	38%
6 to 10 days	18%
11 to 20 days	14%
More than 20 days	16%

Next, please indicate if you feel very safe, somewhat safe, somewhat unsafe, or very unsafe in the following areas of Salem during the day and at night.

Response category	Total Safe	Very safe	Somewhat safe	Total Unsafe	Somewhat unsafe	Very unsafe	Don't know
31. Downtown Salem during the day							
2025 (n=400)	69%	28%	42%	27%	18%	9%	4%
32. Downtown Salem at night							
2025 (n=400)	33%	12%	21%	57%	30%	26%	10%
33. North/Northeast Salem during the day							
2025 (n=400)	58%	22%	36%	32%	19%	13%	11%
34. North/Northeast Salem at night							
2025 (n=400)	26%	7%	19%	60%	24%	35%	14%
35. South Salem during the day							
2025 (n=400)	80%	43%	37%	11%	8%	3%	9%
36. South Salem at night							
2025 (n=400)	57%	22%	35%	27%	19%	8%	16%
37. West Salem during the day							
2025 (n=400)	71%	39%	33%	12%	8%	4%	17%
38. West Salem at night							
2025 (n=400)	48%	16%	32%	27%	18%	9%	26%
39. Your neighborhood during the day							
2025 (n=400)	88%	56%	32%	12%	10%	2%	--
40. Your neighborhood at night							
2025 (n=400)	71%	36%	35%	29%	20%	9%	<1%

Next, consider the overall livability of parts of Salem. Livability means a place is safe, clean, and easy to get around, with affordable homes, good jobs, access to quality services, and a welcoming feeling for everyone.

Rate the overall livability of the following areas of Salem.

Response category	Total Good	Very good	Good	Total Poor	Poor	Very poor	Don't know
41. Downtown Salem							
2025 (n=400)	33%	8%	25%	58%	38%	20%	8%
42. North/Northeast Salem							
2025 (n=400)	32%	3%	29%	54%	32%	22%	13%
43. South Salem							
2025 (n=400)	69%	21%	49%	20%	15%	5%	11%
44. West Salem							
2025 (n=400)	59%	19%	40%	25%	18%	7%	17%
45. Your neighborhood							
2025 (n=400)	74%	29%	45%	25%	17%	7%	2%

NEIGHBORHOOD EQUITY

46. Thinking about the part of Salem where you live, do you feel your area receives its fair share of city services?

Response category	2025 n=400	2022 n=400	2021 n=400	2020 n=400	2019 n=459	2018 n=450
Total Yes	60%	50%	64%	68%	65%	80%
Yes, strongly	18%	10%	22%	28%	23%	42%
Yes, somewhat	42%	40%	42%	40%	42%	38%
Total No	32%	43%	33%	26%	26%	19%
No, somewhat	15%	21%	17%	15%	13%	9%
No, strongly	17%	22%	16%	11%	13%	10%
Don't know	8%	7%	4%	6%	8%	2%

47. Thinking about the City of Salem as a whole, do you think city services are distributed fairly?

Response category	2025 n=400	2022 n=400	2021 n=400	2020 n=400	2019 n=459	2018 n=450
Total Yes	30%	28%	34%	48%	40%	49%
Yes, strongly	7%	4%	8%	15%	14%	15%
Yes, somewhat	23%	24%	26%	33%	26%	34%
Total No	54%	55%	47%	38%	42%	37%
No, somewhat	28%	29%	22%	21%	23%	17%
No, strongly	26%	26%	25%	17%	19%	20%
Don't know	16%	16%	19%	15%	18%	15%

COMMUNICATIONS

These next questions are about how the City of Salem communicates with residents of the community.

In the past six months, which of the following have you done?

Response category	Yes	No	Don't know
48. Submitted a comment on a City project or initiative			
2025 (n=400)	20%	74%	6%
2022 (n=400)	22%	73%	5%
2021 (n=400)	22%	77%	1%
2020 (n=400)	14%	80%	6%
2019 (n=459)	13%	82%	5%
2018 (n=450)	16%	84%	<1%
49. Liked, commented on, or shared any social media posts from the City			
2025 (n=400)	40%	55%	5%
2022 (n=400)	32%	61%	7%
2021 (n=400)	29%	67%	4%
2020 (n=400)	37%	59%	4%
2019 (n=459)	33%	60%	6%
2018 (n=450)	30%	69%	<1%
50. Attended a City Council meeting			
2025 (n=400)	18%	79%	2%
2022 (n=400)	10%	88%	3%
2021 (n=400)	10%	89%	<1%
2020 (n=400)	7%	90%	4%
2019 (n=459)	9%	86%	5%
2018 (n=450)	9%	91%	--
51. Attended an open house, community meeting, or project-related meeting			
2025 (n=400)	16%	80%	3%
2022 (n=400)	17%	80%	3%
2021 (n=400)	15%	84%	1%
2020 (n=400)	12%	85%	4%
2019 (n=459)	17%	80%	3%
2018 (n=450)	18%	81%	1%

52. Which of the following is closer to your opinion about the quality of information you receive from the City?

Response category	2025 n=400	2022 n=400	2021 n=400	2020 n=400	2019 n=459	2018 n=450
It's easy to understand what's happening and what I can do about it.	21%	15%	24%	27%	22%	45%
It's not always clear why I should care about the topic.	49%	41%	41%	36%	45%	44%
Neither	19%	29%	22%	17%	22%	7%
Don't know	11%	15%	13%	20%	11%	4%

DEMOGRAPHICS

These last few questions are for categorization purposes only.

53. How do you describe your gender?

Response category	n=400
Man	51%
Woman	49%
Non-binary or gender non-conforming	1%

54. What is your age?

Response category	n=400
18-24	6%
25-34	28%
35-54	33%
55-64	14%
65+	19%

55. Area of the city **[From sample/coded from zip code]**

Response category	n=400
West	15%
North/Northeast	50%
South	35%

56. Downtown area resident **[From sample]³**

Response category	n=400
Downtown Salem resident	1%
Not downtown Salem resident	99%

³ Defined as west of the Willamette River to 12th St NE and from Market St NE to Mission St SE.

57. What is your party registration?

Response category	n=400
Democrat	30%
Republican	21%
NAV	42%
Other	7%

58. How many years have you lived in Salem?

Response category	n=400
0-5 years	18%
6-10 years	15%
More than 10 years	66%
I prefer not to say	1%

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

Response category	n=400
Less than high school	11%
High school diploma/GED	29%
Some college	31%
College degree	13%
Graduate/professional school	15%
I prefer not to say	2%

60. Which category best describes your 2024 gross household income, before taxes? Remember to include everyone living in your household. Your best estimate will do.

Response category	n=400
Less than \$25,000	4%
\$25,000 to less than \$50,000	12%
\$50,000 to less than \$75,000	18%
\$75,000 to less than \$100,000	18%
\$100,000 to less than \$150,000	23%
\$150,000 or more	14%
I prefer not to say	10%

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

[Allow for multiple responses]

Response category	n=400
African American/Black	3%
Asian/Pacific Islander	5%
Hispanic/Latino	21%
Native American/American Indian	7%
White/Caucasian	74%
Other (please specify): [Open]	1%
[Don't read] I prefer not to say	3%
White Alone	61%
POC	36%

62. Do you rent or own your home?

Response category	n=400
Rent	37%
Own	56%
Something else	5%
I prefer not to say	2%