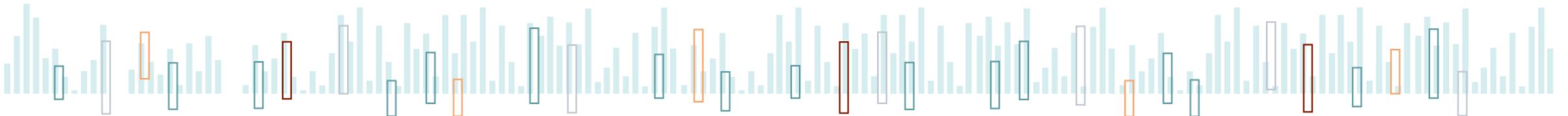




City of Salem Safety and Livability Survey

February 2026



Research purpose

- Gauge community members' perceptions of safety and livability in South, West, and North/Northeast Salem.
- Track changes in opinion from September 2025 to February 2026 through benchmarked questions.

Methodology

- Mixed-mode (live phone interviews and text-to-online) survey of N=400 Salem residents, offered in both English and Spanish.
- Conducted February 3-10, 2026; 7 minutes to complete.
- Quotas were set by age, gender, area of the city, race and ethnicity, education level, and housing type to ensure a representative sample. All key demographics were within one percentage point of the September 2025 community satisfaction survey.
- Margin of error $\pm 4.9\%$.
- Due to rounding, some totals may differ by ± 1 from the sum of separate responses.

Key takeaways

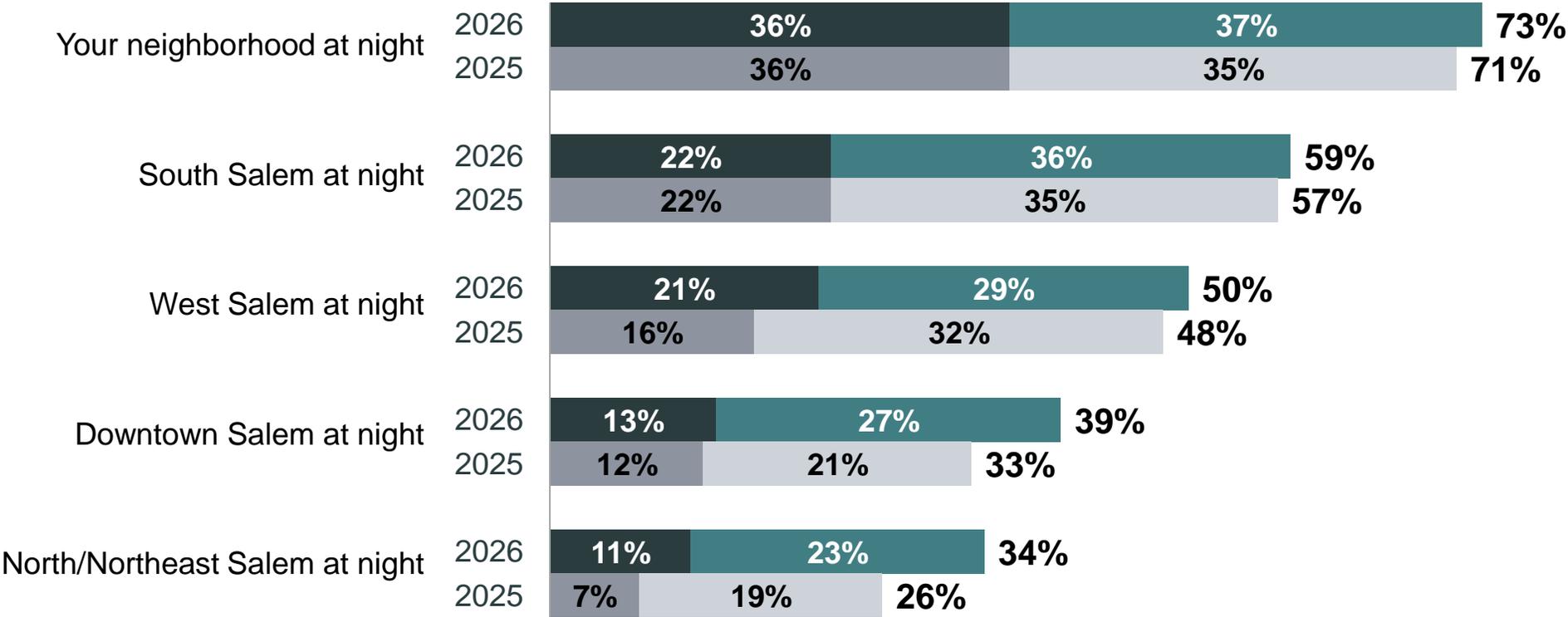
- **Residents' perceptions of safety at night improved in all areas of the city between September 2025 and February 2026.** The greatest increase is in North/Northeast Salem, where the perception of safety increased by 8 percentage points. Perceptions of daytime safety stayed consistent with sentiments in 2025.
- **Nearly all residents continue to feel safest in their own neighborhoods.**
- **Residents continue to rate the livability of their own neighborhoods the highest.** Residents rate the livability of Downtown (+6 percentage points), West (+4), and North/Northeast (+3) Salem as slightly better than in 2025.
- **Those who have visited downtown continue to feel safer there during the day and at night than those who have not visited.** However, frequent visitors have felt more unsafe visiting during the day compared to last year. 8 in 10 residents surveyed reported visiting downtown in the past month.

Safety



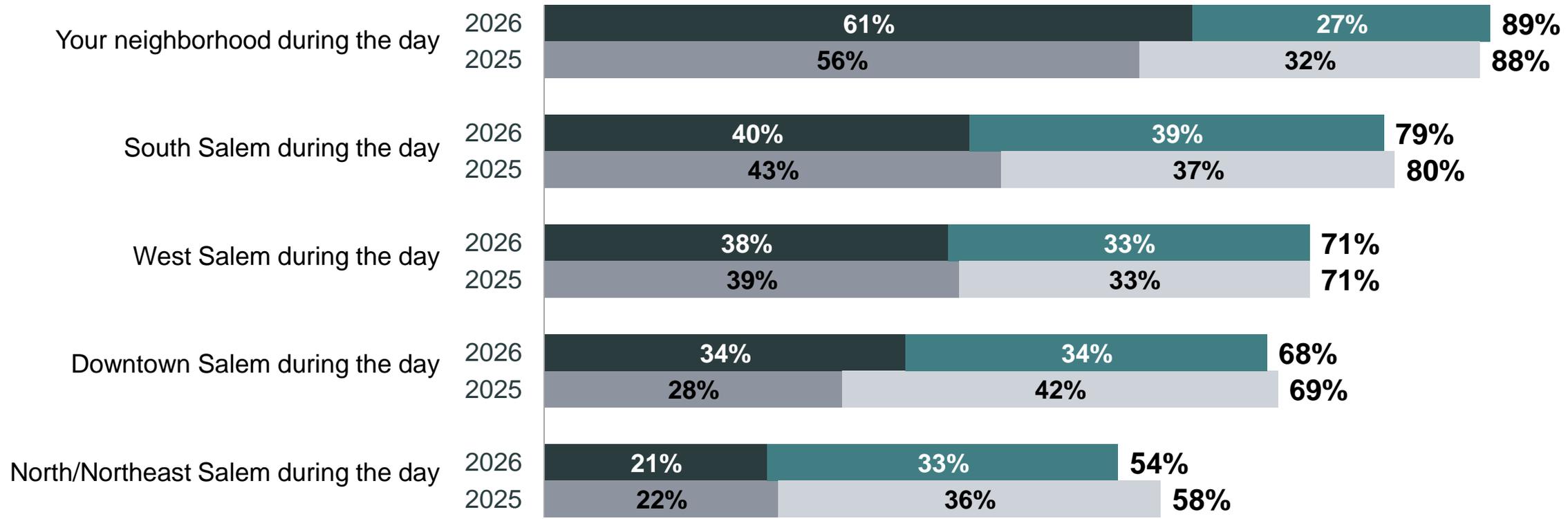
Perceptions of safety at night have improved in all areas of the city. The greatest increases are in Downtown (+6 percentage points) and North/Northeast (+8).

% very / somewhat safe at night



Perceptions of safety during the day have stayed consistent. Residents continue to have the lowest perceptions of safety in North/Northeast Salem.

% very / somewhat safe during the day



Most residents feel safe everywhere in the city during the day. Residents' perceptions of safety during the day and at night in South and West Salem varies greatly by income.

2026		Income			Age			Gender		Race	
Response category	% Safe	<\$50k	\$50k-\$100k	\$100k+	18-34	35-54	55+	Men	Women	White alone	POC
South during the day	70%	79%	84%	84%	84%	76%	76%	78%	79%	79%	79%
West during the day	65%	65%	81%	76%	76%	71%	67%	74%	69%	70%	74%
North/Northeast during the day	52%	57%	50%	52%	52%	50%	59%	53%	54%	51%	57%
South at night	44%	58%	69%	58%	58%	62%	55%	61%	56%	58%	59%
West at night	42%	42%	63%	57%	57%	52%	42%	55%	45%	48%	54%
North/Northeast at night	31%	32%	38%	35%	35%	26%	39%	35%	32%	33%	36%

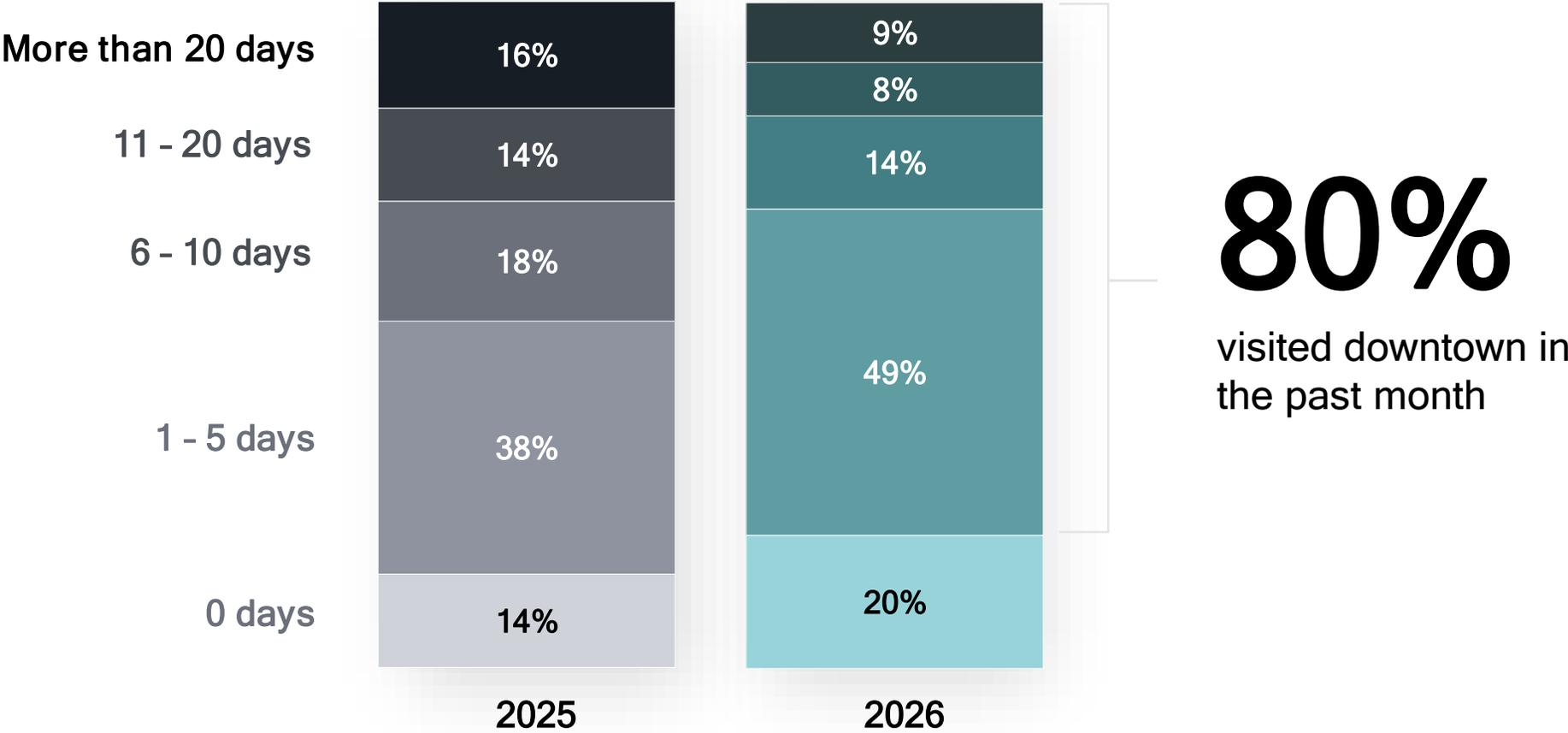
There are increases from 2025 to 2026 in perceptions of safety among older residents, high-income earners, and women, and decreases among middle-aged and lower-income residents.

<i>Percentage point change from 2025 to 2026</i>		Income			Age			Gender		Race	
Response category	% Safe	<\$50k	\$50k-\$100k	\$100k+	18-34	35-54	55+	Men	Women	White alone	POC
South during the day		-8	-4	+4	+3	-10	+2	-2	-2	-1	0
West during the day		-2	-8	+8	-1	-6	+6	0	+1	0	+2
North/Northeast during the day		-10	+2	-8	-4	-11	+3	-6	-2	-1	-9
South at night		-12	+3	+8	0	-1	+6	-2	+6	+1	+2
West at night		-1	-9	+16	+3	-2	+7	+2	+3	+2	+4
North/Northeast at night		+2	+7	+10	+8	-3	+17	+2	+14	+10	+4

In all areas of the city, residents feel safe in their neighborhoods during the day and at night. Perceptions of neighborhood safety at night has increased slightly.

2026		Area			Age			Gender	
Response category	% Safe	West	North/NE	South	18-34	35-54	55+	Men	Women
Your neighborhood during the day	94%	81%	96%	87%	87%	91%	89%	88%	
<i>Change from 2025</i>	-2	-2	+6	+6	-5	+1	+1	+1	
Your neighborhood at night	79%	63%	86%	73%	74%	73%	77%	70%	
<i>Change from 2025</i>	+4	+2	+4	+7	-1	+1	+1	+5	

Eight in ten residents have visited downtown in the past month, a slight decrease from the late summer.



Perceptions of safety during the day have decreased for frequent downtown visitors, but perceptions of safety at night have increased for all visitors.

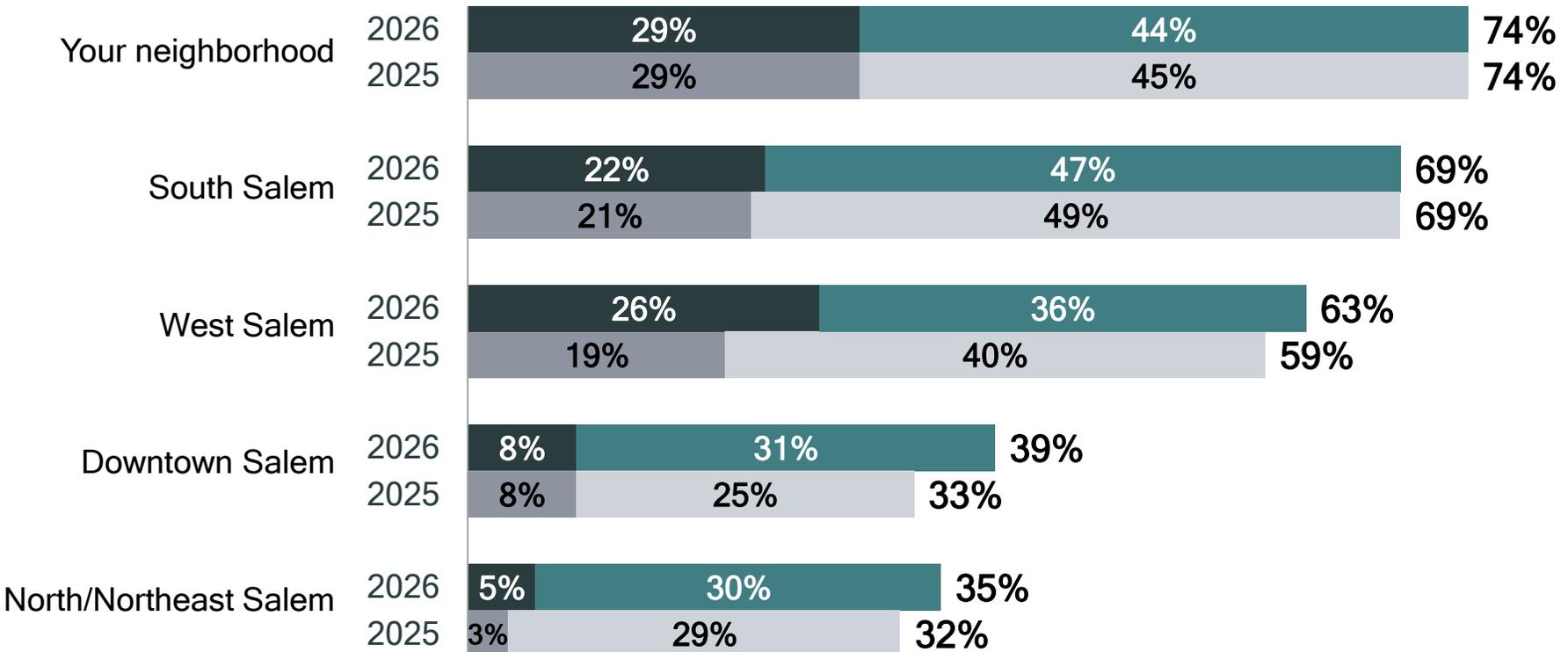
2026		Visited downtown			Age			Gender	
Response category	% Safe	0 Days	1-10 Days	11+ Days	18-34	35-54	55+	Men	Women
Downtown during the day	44%	77%	66%	70%	64%	71%	68%	69%	
<i>Change from 2025</i>	-7	+7	-11	+1	-7	+3	-4	+2	
Downtown at night	18%	46%	41%	43%	32%	43%	44%	34%	
<i>Change from 2025</i>	+7	+10	+3	+7	-1	+13	+5	+9	

Livability



Residents continue to rate the livability of their own neighborhoods the highest. Residents rate the livability of Downtown, West, and North/NE Salem better than in 2025.

% very good / good livability ratings



Perceptions of neighborhood livability differ by income, gender, and race, with livability ranked higher among higher-income residents, men, and people of color.

2026	Income			Age			Gender		Race	
Response category <i>% Good livability</i>	<\$50k	\$50k- \$100k	\$100k+	18-34	35-54	55+	Men	Women	White alone	POC
Your neighborhood	63%	71%	80%	73%	68%	80%	77%	69%	74%	74%
South Salem	63%	69%	75%	70%	66%	72%	72%	67%	68%	72%
West Salem	59%	56%	71%	66%	64%	58%	69%	57%	59%	69%
Downtown Salem	33%	40%	42%	42%	32%	44%	40%	39%	38%	41%
North/Northeast Salem	29%	36%	37%	34%	27%	44%	35%	34%	33%	39%

Overall livability is rated more favorably from 2025 to 2026 among people of color, residents ages 18-34 and 55+, and higher-income residents.

<i>Percentage point change from 2025 to 2026</i>	Income			Age			Gender		Race	
<i>Response category</i> <i>% Good livability</i>	<\$50k	\$50k-\$100k	\$100k+	18-34	35-54	55+	Men	Women	White alone	POC
Your neighborhood	-6	+2	-3	+6	-3	-3	-1	-1	-2	+4
South Salem	0	-3	+2	+2	-8	+6	+3	-3	-3	+6
West Salem	+6	0	+5	+7	0	+6	+5	+4	-4	+19
Downtown Salem	+2	+6	+6	+11	-7	+15	+5	+9	+6	+5
North/Northeast Salem	-10	+12	-1	+8	-11	+11	-2	+7	-1	+7

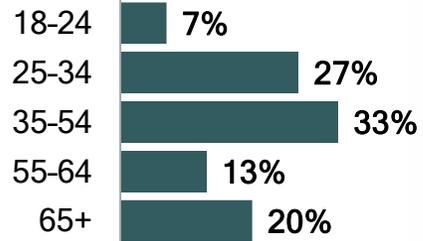
Demographics



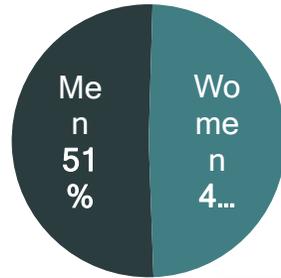
Demographic breakdown of survey respondents

N=400 Salem Residents

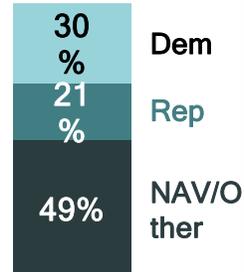
AGE



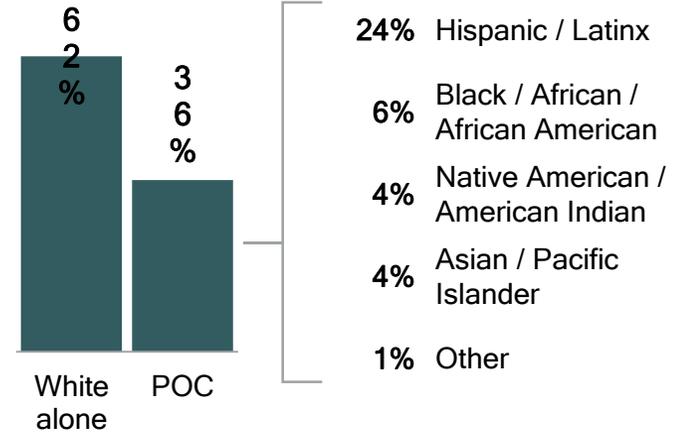
GENDER



PARTY



RACE / ETHNICITY

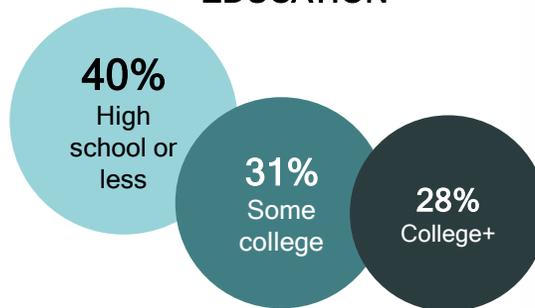


Note: 2% responded 'Prefer not to say'

INCOME



EDUCATION

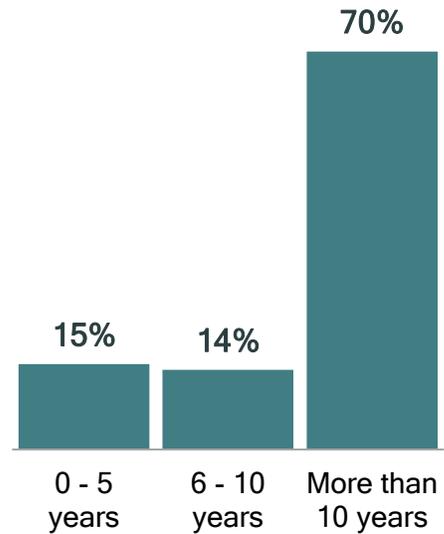


LANGUAGE OF SURVEY



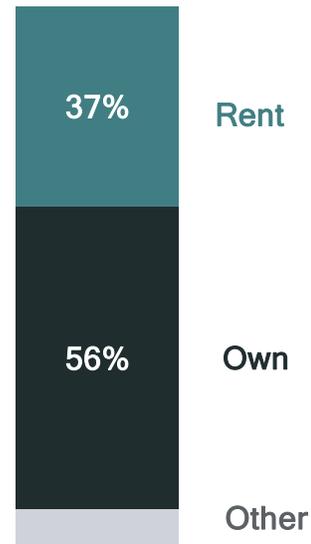
Demographic breakdown of survey respondents N=400 Salem Residents

YEARS IN SALEM

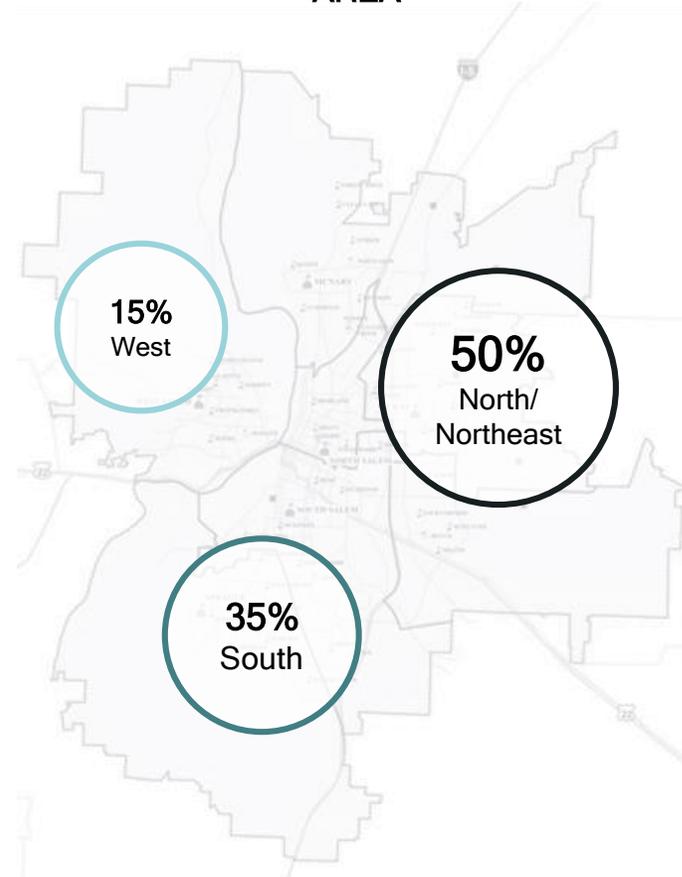


Note: 2% responded Prefer not to say

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