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February 13, 2026

To: Courtney Knox Busch, City of Salem

From: John Horvick & Phoebe Wagner, DHM Research

Re: City of Salem Safety and Livability Survey, #74072

Introduction and Methodology

From February 3 to 10, 2026, DHM Research conducted a survey of Salem residents. The purpose of the survey was to assess residents' opinions of safety and livability. The survey benchmarked several questions from the previous survey done in September 2025 to track changes in opinion.

Research Methodology

The survey consisted of 400 Salem residents and took approximately 7 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 and ethnicity, education level, political affiliation, and home ownership status.

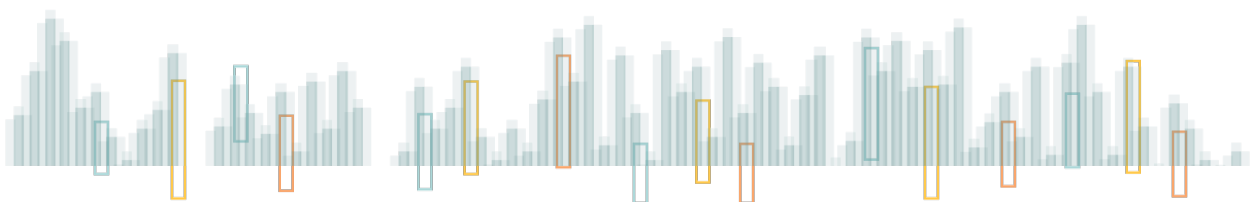
Respondents were contacted from multiple lists, which may include a list of registered voters, a landline household list compiled from public records and consumer lists, and a cellular consumer list based on cell and cable consumer information matched to publicly available address information. Telephone 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 by age, gender, area of the city, race and ethnicity, and political affiliation to ensure a representative sample.

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
2026 Safety and Livability Survey
February 3–10, 2026
Salem Residents
N=400; margin of error ±4.9%
7 minutes
DHM Research Project #74072

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 name on list. If unavailable schedule 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.

INTRODUCTION

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

Response category	n=400
English / Inglés	95%
Spanish / Español	5%

2. What is your age?

Response category	n=400
18-24	7%
25-34	27%
35-54	33%
55-64	13%
65+	20%

3. How do you describe your gender?

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

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



SAFETY & LIVABILITY

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

Response category	2026 n=400	2025 n=400
0 days	20%	14%
1 to 5 days	49%	38%
6 to 10 days	14%	18%
11 to 20 days	8%	14%
More than 20 days	9%	16%

Next, please indicate if you feel very safe, somewhat safe, somewhat unsafe, or very unsafe in the following area 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
6. Downtown Salem during the day							
2026, n=400	68%	34%	34%	29%	20%	9%	3%
2025, n=400	69%	28%	42%	27%	18%	9%	4%
7. Downtown Salem at night							
2026, n=400	39%	13%	27%	51%	24%	27%	9%
2025, n=400	33%	12%	21%	57%	30%	26%	10%
8. North/Northeast Salem during the day							
2026, n=400	54%	21%	33%	36%	22%	15%	10%
2025, n=400	58%	22%	36%	32%	19%	13%	11%
9. North/Northeast Salem at night							
2026, n=400	34%	11%	23%	53%	23%	30%	13%
2025, n=400	26%	7%	19%	60%	24%	35%	14%
10. South Salem during the day							
2026, n=400	79%	40%	39%	10%	8%	2%	11%
2025, n=400	80%	43%	37%	11%	8%	3%	9%
11. South Salem at night							
2026, n=400	59%	22%	36%	24%	18%	5%	18%
2025, n=400	57%	22%	35%	27%	19%	8%	16%
12. West Salem during the day							
2026, n=400	71%	38%	33%	12%	8%	4%	17%
2025, n=400	71%	39%	33%	12%	8%	4%	17%
13. West Salem at night							
2026, n=400	50%	21%	29%	24%	15%	9%	26%
2025, n=400	48%	16%	32%	27%	18%	9%	26%
14. Your neighborhood during the day							
2026, n=400	89%	61%	27%	11%	8%	3%	<1%
2025, n=400	88%	56%	32%	12%	10%	2%	--
15. Your neighborhood at night							
2026, n=400	73%	36%	37%	26%	16%	11%	<1%
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
16. Downtown Salem							
2026, n=400	39%	8%	31%	55%	35%	21%	6%
2025, n=400	33%	8%	25%	58%	38%	20%	8%
17. North/Northeast Salem							
2026, n=400	35%	5%	30%	56%	36%	20%	9%
2025, n=400	32%	3%	29%	54%	32%	22%	13%
18. South Salem							
2026, n=400	69%	22%	47%	18%	13%	5%	12%
2025, n=400	69%	21%	49%	20%	15%	5%	11%
19. West Salem							
2026, n=400	63%	26%	36%	22%	17%	5%	15%
2025, n=400	59%	19%	40%	25%	18%	7%	17%
20. Your neighborhood							
2026, n=400	74%	29%	44%	25%	18%	8%	1%
2025, n=400	74%	29%	45%	25%	17%	7%	2%

DEMOGRAPHICS

These last few questions are for categorization purposes only.

21. Area of city **[From sample]**

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

22. Downtown area resident **[From sample]**¹

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

23. Party **[From sample]**

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

¹ Defined as west of the Willamette River to 12th St NE and from Market St NE to Mission St SE.



24. How many years have you lived in Salem?

Response category	n=400
0-5 years	15%
6-10 years	14%
More than 10 years	70%
I prefer not to say	1%

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

Response category	n=400
Less than high school	4%
High school diploma/GED	36%
Some college	31%
College degree	14%
Graduate/professional school	14%
I prefer not to say	1%

26. Which category best describes your 2025 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	8%
\$25,000 to less than \$50,000	13%
\$50,000 to less than \$75,000	15%
\$75,000 to less than \$100,000	21%
\$100,000 to less than \$150,000	21%
\$150,000 or more	16%
I prefer not to say	7%

27. 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	6%
Asian/Pacific Islander	4%
Hispanic/Latino	24%
Native American/American Indian	4%
White/Caucasian	68%
Other (please specify): [Open]	1%
I prefer not to say	2%
White alone	62%
POC	36%

28. Do you rent or own your home?

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

