

City of Salem

Community Satisfaction

HYBRID SURVEY



Prepared by DHM Research

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Introduction & Methodology

1

From September 7–13, 2022 DHM Research conducted a survey of Salem residents. The purpose of the survey was to assess residents' satisfaction with City services and communications; to gauge emergency preparedness; and to weigh opinions related to fairness in the City of Salem. To track changes in opinion, the survey benchmarked several questions from previous surveys.

Research Methodology: The survey consisted of 400 Salem residents and took approximately 16 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, education, homeownership status, and party affiliation.

Survey respondents were contacted from a voter list and the survey was administered in both English and Spanish. A hybrid approach was used, in which respondents had opportunities to complete the survey by phone and online. Landline respondents were contacted by a live interviewer. Cellphone respondents, who are typically harder to reach, were contacted either by a live interviewer or via text with a link to complete the survey online. In gathering responses, a variety of quality control measures were employed, including questionnaire pre-testing and validation. Quotas were set by age, gender, area, education, homeownership status, and party affiliation to match the population demographics of the city's adult population.

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 this 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 +/- 4.9%.

DHM Research: DHM Research has been providing opinion research and consultation throughout the Pacific Northwest and other regions of the United States for over three decades. The firm is nonpartisan and independent and specializes in research projects to support public policy making.

Summary & Observations

2

Salem residents' views reflect national and statewide trends. People share mostly negative outlooks, and they are focused on social issues like homelessness and crime.

The overall mood among residents in Salem—as in Oregon broadly and the nation—is more negative than positive. In response to a classic question that measures whether people believe things are headed in the right direction or off on the wrong track, seven in ten Salem residents say the city is off on the wrong track (69%) (Q1). They are joined by seven in ten Americans in national research.

The more negative mood can likely be traced (in part) to the two most pressing perceived issues in Salem: homelessness and crime (Q3). Salemites have said for years that City elected officials should focus on the growing (and growing still) problem of homelessness, although this year, concern leveled off at 57%. A new concern has now emerged, as 16% of Salem residents say they want leaders to address crime—up from 3% last year and 6% the year before.

Overall, residents think the City is partly to blame for these issues, but that outside factors also play a large role (Q2). Overall, 61% of residents say it is a combination of factors driving their mood, a figure comprised of 59% of “wrong track” believers, and 69% of “right direction” believers.

Salem residents remain highly satisfied with certain essential services like emergency service and water and sewer service. But overall satisfaction with many services has slipped dramatically over time.

Nearly three-quarters of residents are satisfied with their *911, ambulance, and emergency service* (73%), a figure that has dropped a little since last year, but not much compared to other services (-6 points) (Q6). Additionally, two-thirds of residents are satisfied with their *water, sewer, and stormwater service* (67%), which represents a 12-point decline (Q10). Satisfaction with the Salem Library is up 2 points since 2021, the sole service to see a bump this year (Q8).

Overall satisfaction with City services has sunk over the years: 14 points since 2021 and 30 points since 2020 (Q4). The average decline in satisfaction with services from 2021 to 2022 is 11 points.

Persistent concerns about homelessness and crime are likely attributing to a decrease in satisfaction with some City services.

Satisfaction with certain services has decreased by as much as 25 points. The biggest drops in satisfaction are *municipal court, law enforcement and public safety, and code enforcement* (Q14, Q5, Q17). Residents rated each of these services 20 to 25 points lower than last year. These services may be perceived as having a close nexus to homelessness and crime.

While *access to affordable housing* and *homeless services* share clear links to homelessness, these services experienced smaller shifts in satisfaction (-7 and -5) (Q11, Q18). However, overall satisfaction with these services is already very low, with 11% of residents satisfied with *homeless services* and 19% satisfied with *affordable housing*. For these services, public sentiment has less room to drop.

Residents report an easy time conducting administrative business with the City, such as obtaining permits, paying bills, and finding a community space for gatherings.

More than half of Salem residents who find the need to work with the City on these administrative tasks say it is *somewhat* or *very easy* to do so (Q22, Q26). Other city issues or tasks, like *driving across Salem during peak traffic* and *having concerns heard by City leaders* are reportedly quite difficult (82%, 61%) (Q20, Q24). Notably BIPOC residents and people with incomes than \$50,000 per year are very unlikely to describe *being heard by City leaders* as something that is easy to do; only 10% and 6% of each group, respectively, feels this task is easy. Comparatively, 15% of white residents say it is easy to do, along with 19% of residents with incomes of \$150,000 per year or more.

Half of Salem residents believe their part of the city receives its fair share of services, but far fewer believe services are distributed fairly citywide.

Perceptions of fairness have been in decline since 2016. Salem residents in each of the three major parts of the city are more likely to believe their area receives its fair share of services, as compared to all parts of the city receiving their fair share (41–59% to 20–35%) (Q28, Q29).

While a slim majority of Salem residents overall believe “their area” receives its fair share of services, fewer than half of residents in West and North/NE Salem feel this way (41%, 43%) (Q28).

Even in South Salem, though, only one in three residents believe services are distributed fairly citywide (35%) (Q29). In other areas, even fewer residents agree (20–23%).

Compounding these concerns is the overarching perception among Salem residents that they receive good value for the taxes they pay (Q27). Fewer than one in three residents agrees with this value proposition (30%). A greater proportion—35%—say they are all *not at all satisfied* with the value of services received for the price of taxes.

Most residents believe it is important to do one’s part in making Salem a welcoming place, but partisan politics may be eroding residents’ appreciation for respectful discourse.

Three-quarters of Salem residents believe everyone shares responsibility for making people of different backgrounds feel welcome (74%) (Q31). Notably, Democrats are more likely to feel this shared sense of responsibility than other political affiliations (83% to 64–73%). But when asked whether all people deserve to be treated with respect, responses flip. Democrats and non-affiliated voters are among the least likely to agree (35–39%), whereas Republicans feel much more strongly that all people deserve respect (57%) (Q30). These starkly opposing responses may reflect political tension that has been centered in Oregon’s capital over the past several years.

People in Salem are more prepared than ever to face a natural disaster, but they don’t believe the City is ready to respond to one.

Due to the spread of responses across categories, it is not entirely clear if Salem residents have enough knowledge of the City’s emergency response capabilities to be able to adequately assess whether the City is prepared for a major natural disaster. Indeed, more than one in four residents openly say they do not know (27%) (Q32).

Overall, about one in five say the City is *somewhat prepared* (20%). Virtually no one believes the City is *very prepared* (1%). When it comes to their own preparedness, residents feel a lot more confident. Over half (52%) say they are *somewhat prepared*, along with 13% who believe themselves to be *very prepared* (Q33).

This confidence is likely derived from the fact that 54% of Salem residents now have an emergency kit stocked and ready to go (Q34). Another 37% say they plan to get a kit together. Importantly, 48% of renters want an emergency kit but don't have one. Some residents may need assistance learning what to put in the kit and where to store it.

Social media remains the top source of communication between residents and the City.

About one in three residents communicate with the City of Salem through social media, by *liking, commenting on, or sharing* posts from the City's social media profiles (32%) (Q36). This accessible communications option is more popular among residents than *submitting public comment, attending an open house, or attending a City Council meeting* (10–22%) (Q35, Q37, Q38).

Residents are not always sure about the importance of communications from the City, and only 15% of residents say they are *easy to understand* (Q39). Most residents don't have an opinion or nexus to communications (44%).

Key Findings

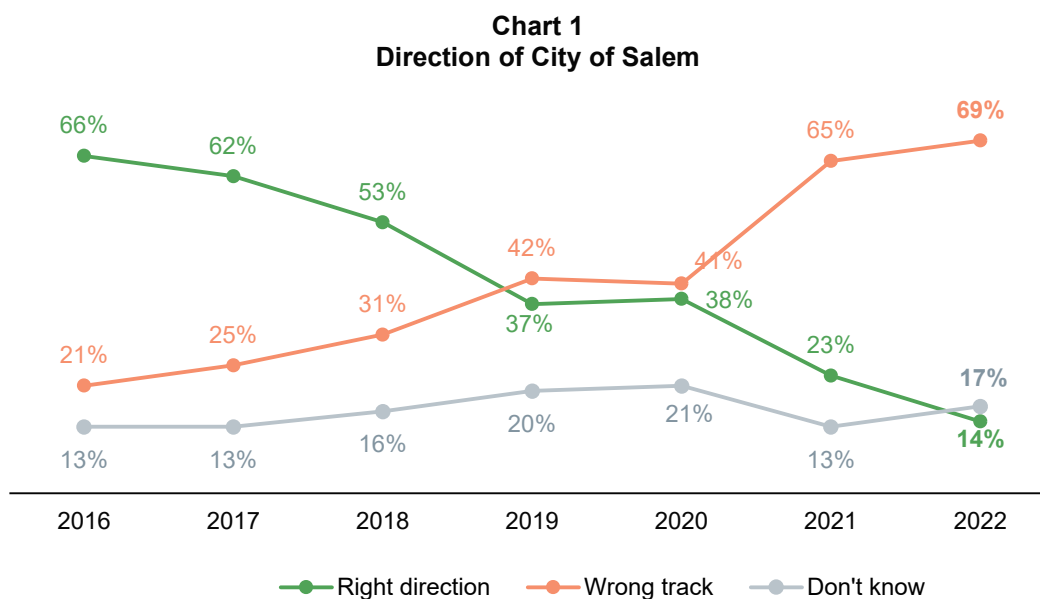
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DHM Research conducted a survey of 400 Salem residents to assess resident priorities and better understand residents' perceptions of fairness and preparedness for emergencies.

3.1 OVERALL OUTLOOK

Few Salem residents believe things in their city are headed in the right direction, but they say the City bears only some—not all—responsibility for the shortcomings.

Residents have never been more pessimistic about the direction Salem is heading, and they aren't alone (Q1). While 69% of Salem residents say the city is off on the wrong track, 70% of Americans say the same about the country as a whole.¹ In Oregon, other polling results suggest the same. In December 2021, a Portland region poll found that 62% of residents believed the tri-county area was on the wrong track.²



Source: DHM Research, September 2022

Residents from all walks of life share negative views about the city's direction, but a few groups demonstrate distinct differences. There are moderate but statistically significant partisan differences in

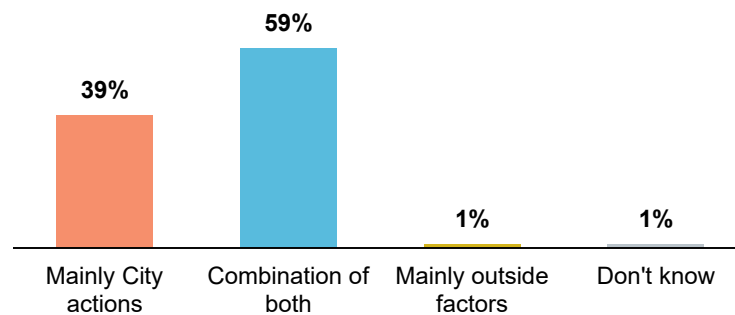
¹ Rappoport-Hankins, L. R. (2022, September 12). *Tracking perceptions of the state of affairs in the U.S.* Morning Consult. Retrieved September 18, 2022, from <https://morningconsult.com/right-direction-wrong-track/>.

² Poll: Homelessness still top concern; voter pessimism high. Portland Business Alliance. (2022). Retrieved September 18, 2022, from <https://portlandalliance.com/advocacy/policy/2022-01-28/poll--homelessness-crime-and-politicians-amongst-the-bi.html>.

sentiment; 20% of Democrats say things are headed in the right direction compared to 13% of Republicans. Only a few groups are more positive, including people with college degrees (23%). Similarly, 77% of Republicans say things are off on the wrong track compared to 59% of Democrats. Republicans are the most negative of any group.

A little more than one in three Salem residents who say things are off on the wrong track blame the City wholesale for the problems it faces (Q2). Most “wrong track” residents take a more balanced view and say that the City is only partially responsible for the way things are going in Salem, and that external factors outside government control are also impacting outcomes.

Chart 2
"Wrong Track" Reasons



Source: DHM Research, September 2022

Residents in West Salem and those who have lived in the city for more than five years are less forgiving about the government’s role as it pertains to the current outlook for Salem.

Chart 3
"Wrong Track" Reason: Area

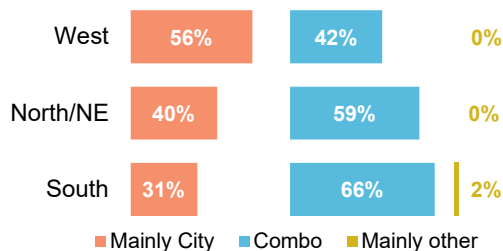
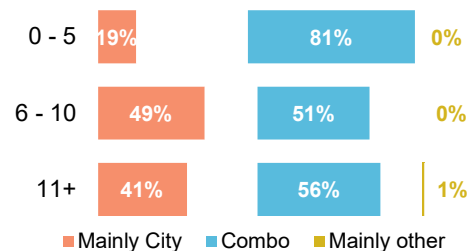


Chart 4
"Wrong Track" Reason: Years in Salem



Source: DHM Research, September 2022

For those who are optimistic about Salem and think the city is headed in the right direction, seven in ten say a combination of City actions and external factors are in play (69%). Fewer say the City is mainly responsible for the positive direction (17%).

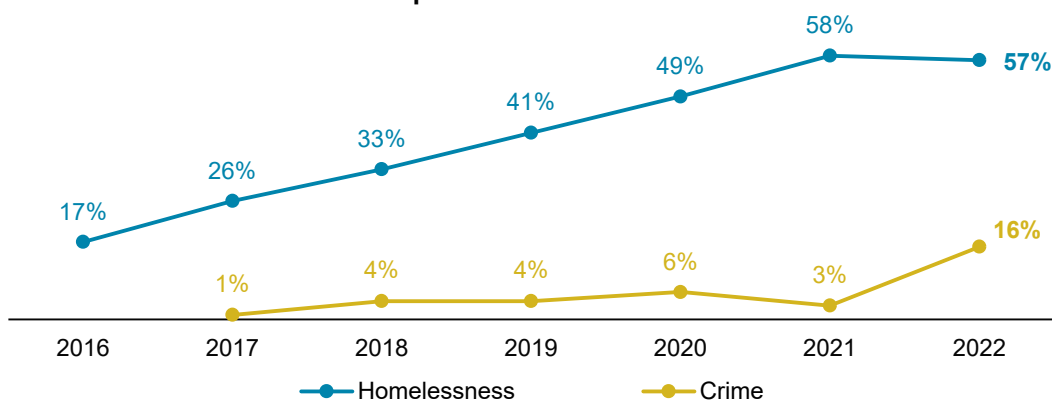
Salem residents continue to hope their elected officials will address homelessness as a top priority. Concerns about crime are growing.

For years, Salem residents have consistently pointed to homelessness as the one issue they'd like their government to address (Q3). Concerns about homelessness rose steadily from 2016 to 2021, but this year, concerns remain flat in the high 50s.

Crime has also risen as an issue that residents would like City leaders to address. The proportion of residents who now cite crime as a top issue increased 13 percentage points over the past year; about one in six residents say it is a top concern. Concerns about crime are rising elsewhere in Oregon, as well. In the same Portland region study conducted in December 2021, concerns about crime rose from 1% in 2020 to 24% in 2022.

Some residents cite other issues as top concerns, like *police enforcement*, *affordable housing*, *building a new bridge*, *traffic*, and *taxes*, but these issues pale in comparison to homelessness and crime (1–3% each).

Chart 5
Top Concerns Over Time



Source: DHM Research, September 2022

Concerns about homelessness are shared by all demographic groups. There are some differences between areas of the city, in that West and North and Northeast Salem residents are a bit more concerned about homelessness than residents in South Salem. On the other hand, West Salem residents are less concerned about crime than residents in other areas.

Chart 6
Homelessness Is a Top Concern:

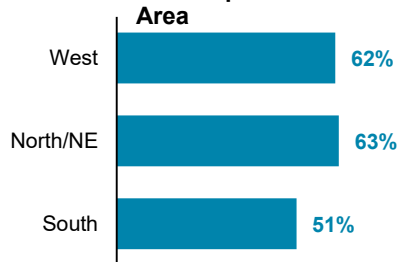
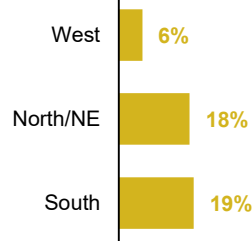


Chart 7
Crime Is a Top Concern:



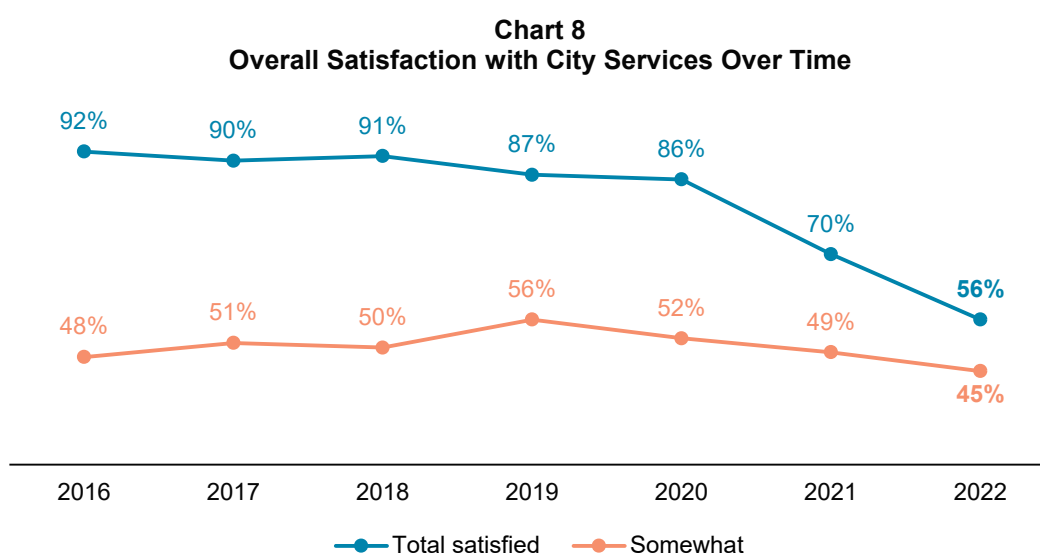
Source: DHM Research, September 2022

There are few other statistically significant differences, except that non-affiliated or other voters and renters are more concerned about crime (22% and 21%) than people registered with other parties or homeowners (10–14% and 11%).

3.2 SATISFACTION WITH EXISTING SERVICES

A majority of residents say they are somewhat or very satisfied with services and facilities, although satisfaction continues to decline.

More than half of Salem residents are somewhat or very satisfied overall with the services that the City provides, including *police and fire protection, ambulance services, street maintenance, parks and recreation, water and sewer, and more* (Q4).



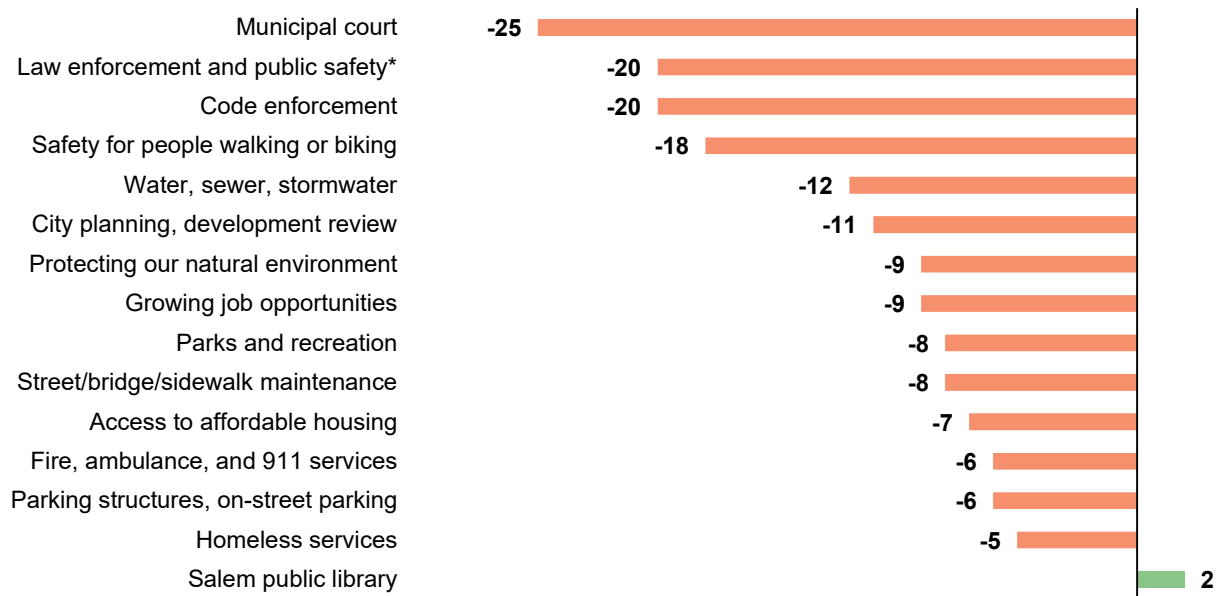
Source: DHM Research, September 2022

The most common assessment from residents about City services and facilities is that they are *somewhat satisfied* (45%) (Q4). An additional 12% are *very satisfied*, for a total of 56% satisfied (due to rounding). These figures represent a 14-point decline over the past year and a 30-point decline since 2020. No demographic group expresses overwhelming satisfaction with City services. Residents 55 and older are the most positive, among whom 63% say they are satisfied with these services broadly.

The most pessimistic groups are residents who are neither newcomers nor long-term residents (6 to 10 years in Salem) and people who live in West Salem (53% and 51%).

The 14-point decline in overall satisfaction is driven by even steeper declines in satisfaction with specific services. Salem residents today are much more frustrated with the *municipal court, law enforcement and public safety, and code enforcement*, with drops of 20 to 25 points each (Q14, Q5, Q17). These services also share a nexus to homelessness and crime, the top two concerns in Salem. Additionally, *safety for people walking and biking* took an 18-point hit this year (Q19).

Chart 9
Percentage Point Decline in Satisfaction with City Services:
2021 to 2022



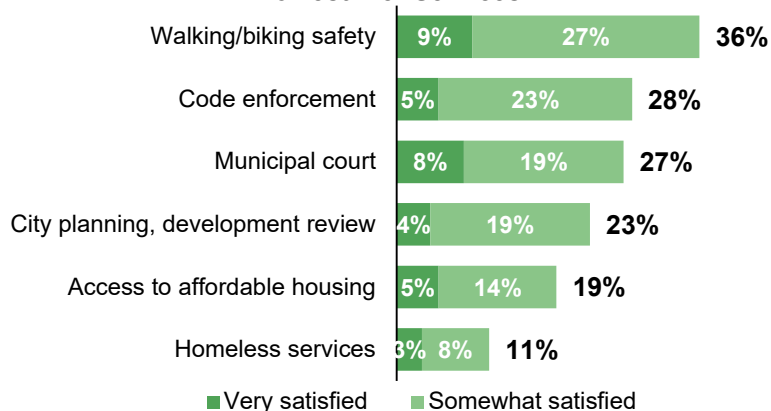
Source: DHM Research, September 2022

*Wording in 2021 survey was *Police*.

Fewer than three in ten residents are satisfied with services related to housing, homelessness, code enforcement or justice.

More starkly, the 20-point drop in satisfaction for both *municipal court* and *code enforcement* have resulted in very low satisfaction for these services (Q14, Q17). Fewer than one in three residents are now satisfied with these services.

Chart 10
Satisfaction with City Services:
Lowest Tier Services



Source: DHM Research, September 2022

Resident satisfaction with *safety for people biking and walking* dropped from majority satisfaction (54%) in 2021 to one in three satisfied this year (36%) (Q19). Notably, the difference between men and women in *dissatisfaction* is statistically significant; six in ten women are not satisfied with the safety of multimodal transportation (61% to 50% for men). These results reflect other survey data that shows heightened safety concerns for women, especially in areas with poor street lighting.

Residents across subgroups are similarly frustrated when it comes to *code enforcement*, and there are no statistically significant differences (Q17). Republicans often demonstrate higher levels of dissatisfaction with services.

Chart 11
Dissatisfaction with Municipal Court:
Party Affiliation

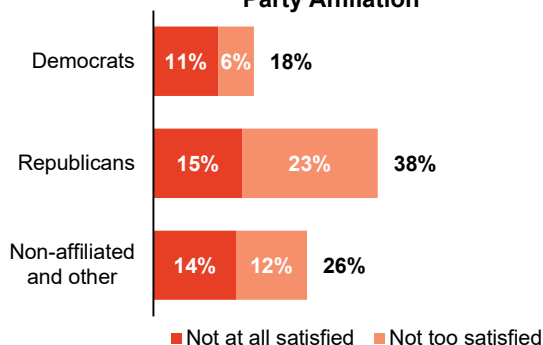
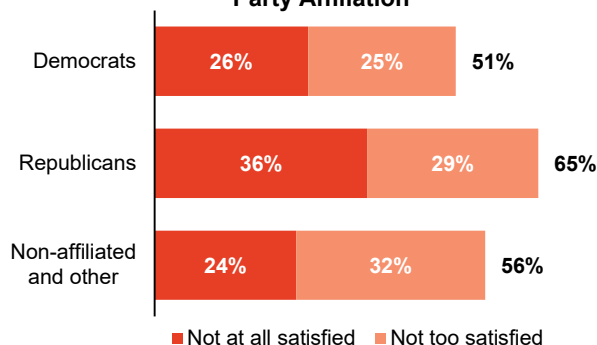


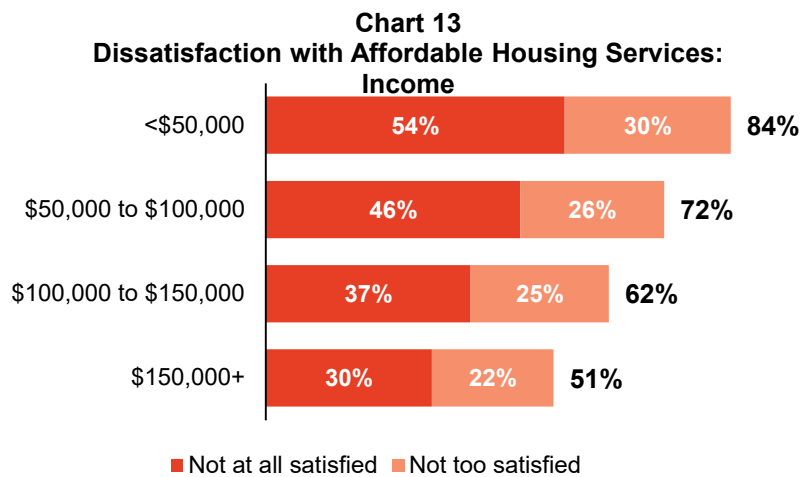
Chart 12
Dissatisfaction with Planning Review:
Party Affiliation



Source: DHM Research, September 2022

However, when it comes to *services for the homeless*, Republicans are not the most pessimistic group (Q18). Nearly nine in ten non-affiliated and other voters are dissatisfied with homeless services (87%). Comparatively, 70% of Democrats are dissatisfied, along with 82% of Republicans. More than half of Republicans and non-affiliated and other voters describe themselves as *not at all satisfied* (60%, 66%). Nearly half of Democrats agree (45%).

Satisfaction with *access to affordable housing* is strongly correlated with income (Q11). While a majority of residents in every income group describe themselves as dissatisfied with the City's affordable housing programs, lower income residents are the least satisfied.



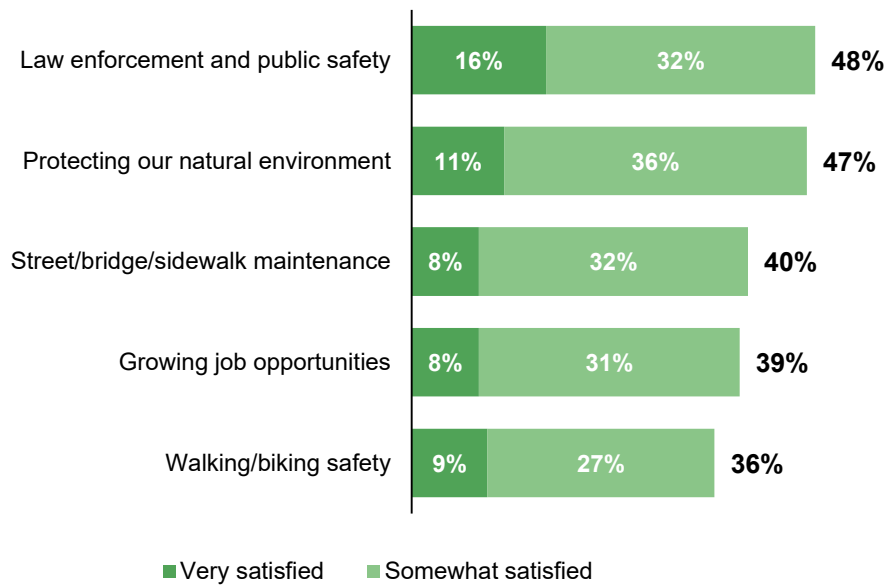
Source: DHM Research, September 2022

Fewer than half of residents remain satisfied with street maintenance and law enforcement.

In 2021, residents demonstrated tepid satisfaction with the City's street maintenance and economic development services (39% and 39%). Their impressions of the City's efforts to *protect natural resources* were somewhat more positive (46%). This year, satisfaction with each of these services is eight to nine percentage points lower, leaving middling scores overall (Q7, Q15, Q16).

As recently as 2021, a strong majority of residents expressed satisfaction with Salem police (68%). Satisfaction with *law enforcement and public safety* slid more than nearly any other service in this year's survey (except *municipal court*). As indicated previously, the decrease in satisfaction may have something to do with the wording of the questionnaire (in 2021 respondents were asked about satisfaction with *police* while in 2022 they were asked about satisfaction with *law enforcement and public safety*), but the 20-point drop brings satisfaction with law enforcement to just below majority (48%) (Q5).

Chart 14
Satisfaction with City Services:
Middle Tier Services



Source: DHM Research, September 2022

For *law enforcement and public safety*, Republicans are slightly more satisfied than other party registrants or non-affiliated voters (54% to 45–47%) (Q5). Both the lowest income residents (\$50,000 or less annual household income) and the highest income residents (\$150,000 or more) express stronger satisfaction with *law enforcement* (55% each). These three demographic groups were the most supportive of public safety services overall, but the differences between groups are not statistically significant. For *protecting the natural environment*, there are no notable differences between groups (Q16).

There are more consequential differences between groups regarding *street, bridge, and sidewalk maintenance* (Q7). Renters express significantly stronger concerns than homeowners. Although homeownership status is typically strongly correlated with age and income, there are few differences in between those different brackets.

Chart 15
Dissatisfaction with Street Maintenance:
Renters and Homeowners

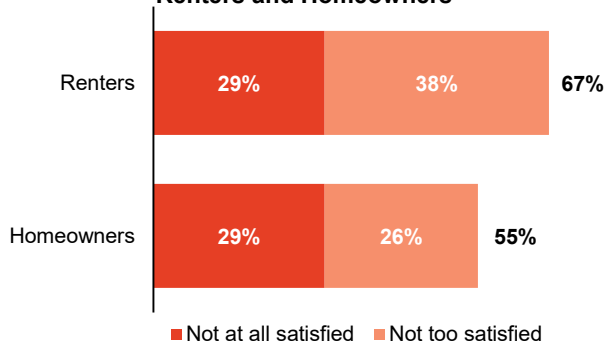
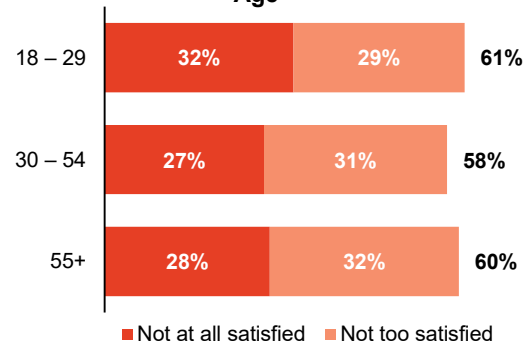


Chart 16
Dissatisfaction with Street Maintenance:
Age



Source: DHM Research, September 2022

Residents in West Salem are the most pessimistic about *street, bridge, and sidewalk maintenance*, at 67% dissatisfied. Those in North/Northeast Salem also express dissatisfaction (63%). A majority of South Salem residents are dissatisfied, but less so (55%).

Middle-aged residents in Salem are the least satisfied with the City's efforts to *grow job opportunities* (Q15). Just about half are dissatisfied (49%), a good deal more as compared to both younger residents (18–29: 41%) and certainly compared to older residents (55+: 33%).

In North/Northeast Salem, 46% are satisfied with efforts to *grow job opportunities*, a bit more than in West Salem (32%) or South Salem (35%).

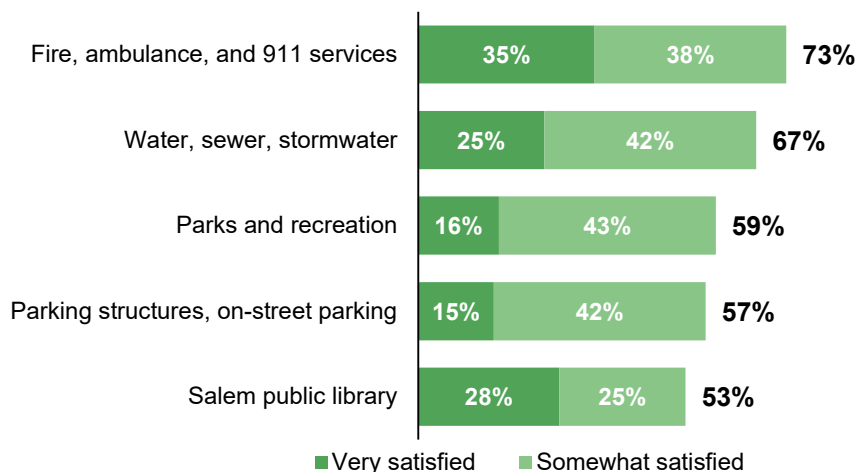
More positively, Salem residents are highly satisfied with emergency services and water and sewer service. More than half are also satisfied with city parks and the library.

Whereas public safety services lag below majority satisfaction, residents are more satisfied with their *fire, ambulance, and 911 service* than any other service the City provides (Q6). Additionally, satisfaction with emergency services has slipped just six percentage points over the course of the last year—compared to an average loss of 11 points per service.

A very strong majority are also satisfied with *water, sewer, and stormwater services* (Q10). Satisfaction with water and sewer service remains high, despite a fairly precipitous 12-point decline in satisfaction over the course of the past year.

Parks and recreation and *parking structures and on-street parking near businesses* also dropped fewer percentage points in satisfaction than the average service (-8 and -6) (Q9, Q13). But the Salem Public Library enjoys the rare distinction of being the only City service that increased its satisfaction over the course of the past year. A majority of Salem residents remain satisfied with this service (Q8).

Chart 17
Satisfaction with City Services:
Top Tier Services

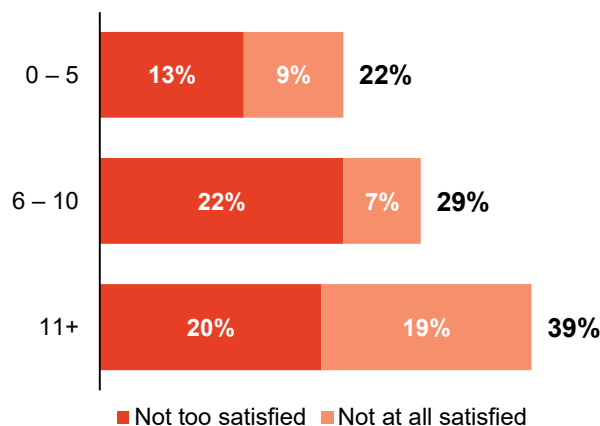


Source: DHM Research, September 2022

When satisfaction is high, demographic differences are less likely to emerge. In the case of *fire, ambulance, and 911 service* and *water, sewer, and stormwater services*, strong majorities of every demographic group are happy with the service the City provides (Q6, Q10). Low-income residents (\$50,000 or less annual household income) are especially happy with emergency services, as compared to higher-income groups (84% to 66–77%). Additionally, BIPOC residents are particularly happy with water and sewer service, as compared to residents who identify as white alone (76% to 65%).

Salem’s long-term residents who have called the capital home for more than a decade are notably less satisfied with the City’s *parks and recreation* (Q9).

Chart 18
Dissatisfaction with Parks and Recreation:
Years in Salem



Source: DHM Research, September 2022

When it comes to parking options in Salem, men are significantly more satisfied than women (64% to 52%) (Q13). It is unclear if women’s safety concerns around *walking and biking in Salem* factor into these responses. Those at the higher end of the income scale are also more favorable in their assessment of parking options. For residents bringing home \$100,000 or \$150,000 annually, 64–66% are satisfied with structures and on-street parking. That figure drops to 58% satisfaction for middle-income residents (\$50–100,000 annual income) and drops again to 49% for residents making \$50,000 per year or less.

While long-term residents may feel a bit sour on Salem parks this year, this group is certainly a fan of the *Salem Public Library* (Q8). A healthy majority of long-term residents are satisfied with the library along with higher-than-average percentages of both West Salem residents and college graduates (67% compared to 46–50% for other education levels).

Chart 19
Satisfaction with Salem Public Library:
Years in Salem

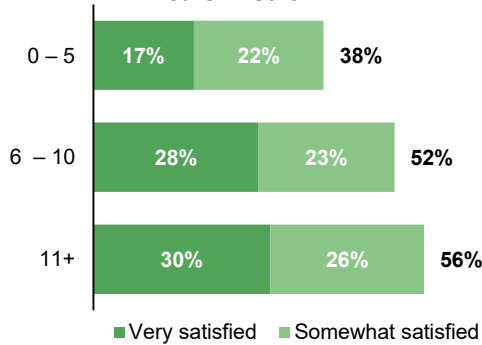
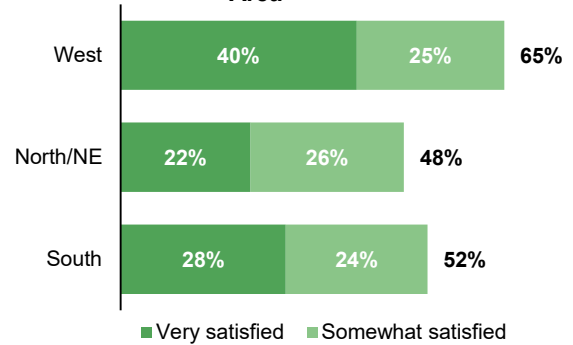


Chart 20
Satisfaction with Salem Public Library:
Area

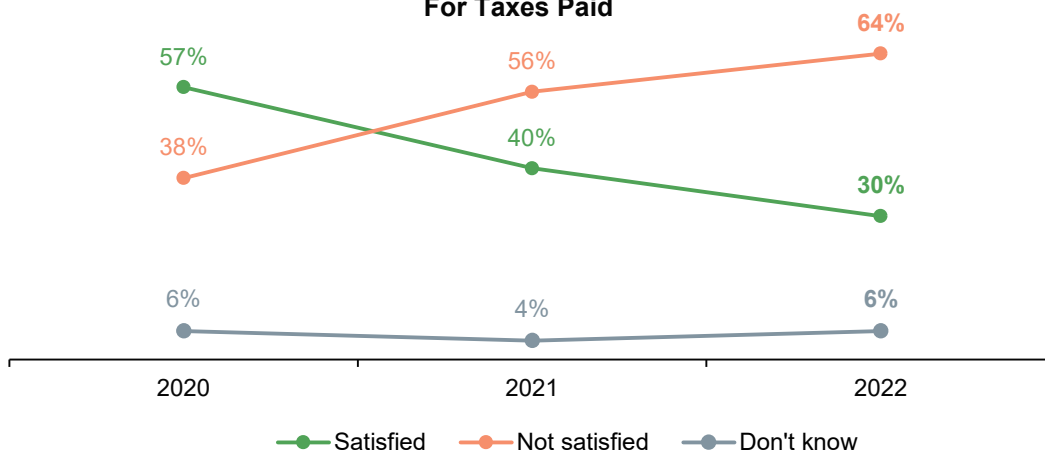


Source: DHM Research, September 2022

Over the past two years, fewer than half of Salem residents have felt satisfied with the value of the services they receive.

In the first months of the pandemic, Salem residents remained satisfied with the value of their taxpayer dollars, but satisfaction with the value of City services has declined considerably since that time. In 2022, more residents are unsatisfied than satisfied (Q27).

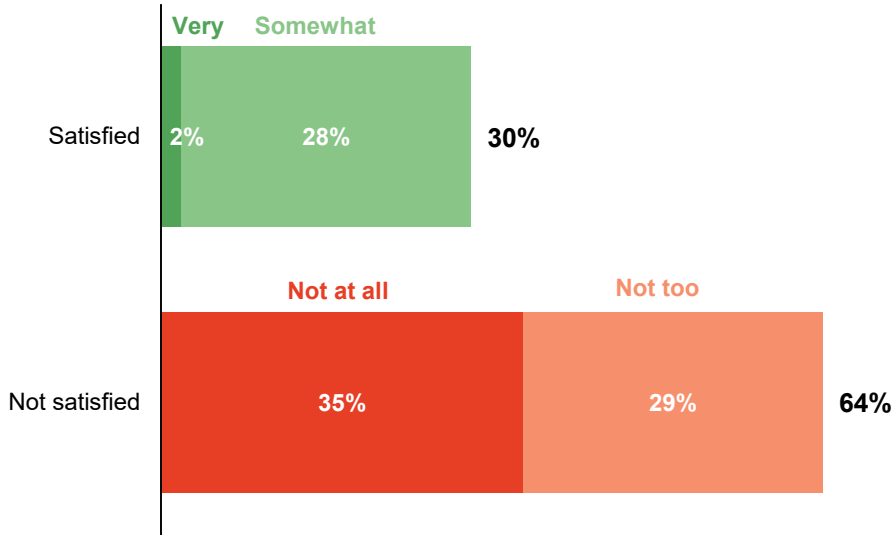
Chart 21
Satisfaction with City Services
For Taxes Paid



Source: DHM Research, September 2022

Fewer than one in three Salem residents report satisfaction with the value received for their taxes paid. Nearly all of these residents say they are *somewhat satisfied*, with just a handful reporting strong satisfaction.

Chart 22
Degree of Satisfaction with Service
For Taxes Paid



Source: DHM Research, September 2022

As could be expected, some groups that are typically more supportive of government services are also more satisfied with the value they receive for their taxes paid. These groups include Democrats and college graduates.

Chart 23
Satisfaction with Value of Services:
Party Affiliation

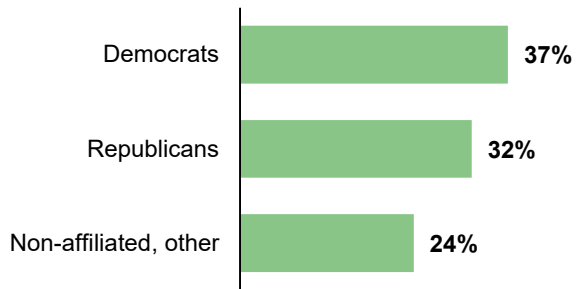
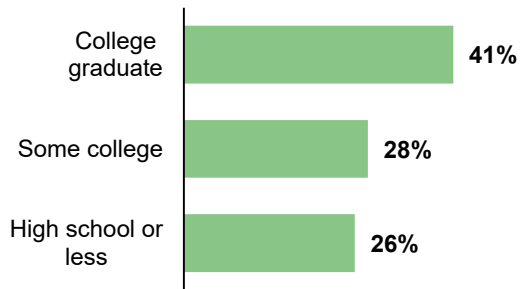


Chart 24
Satisfaction with Value of Services:
Education

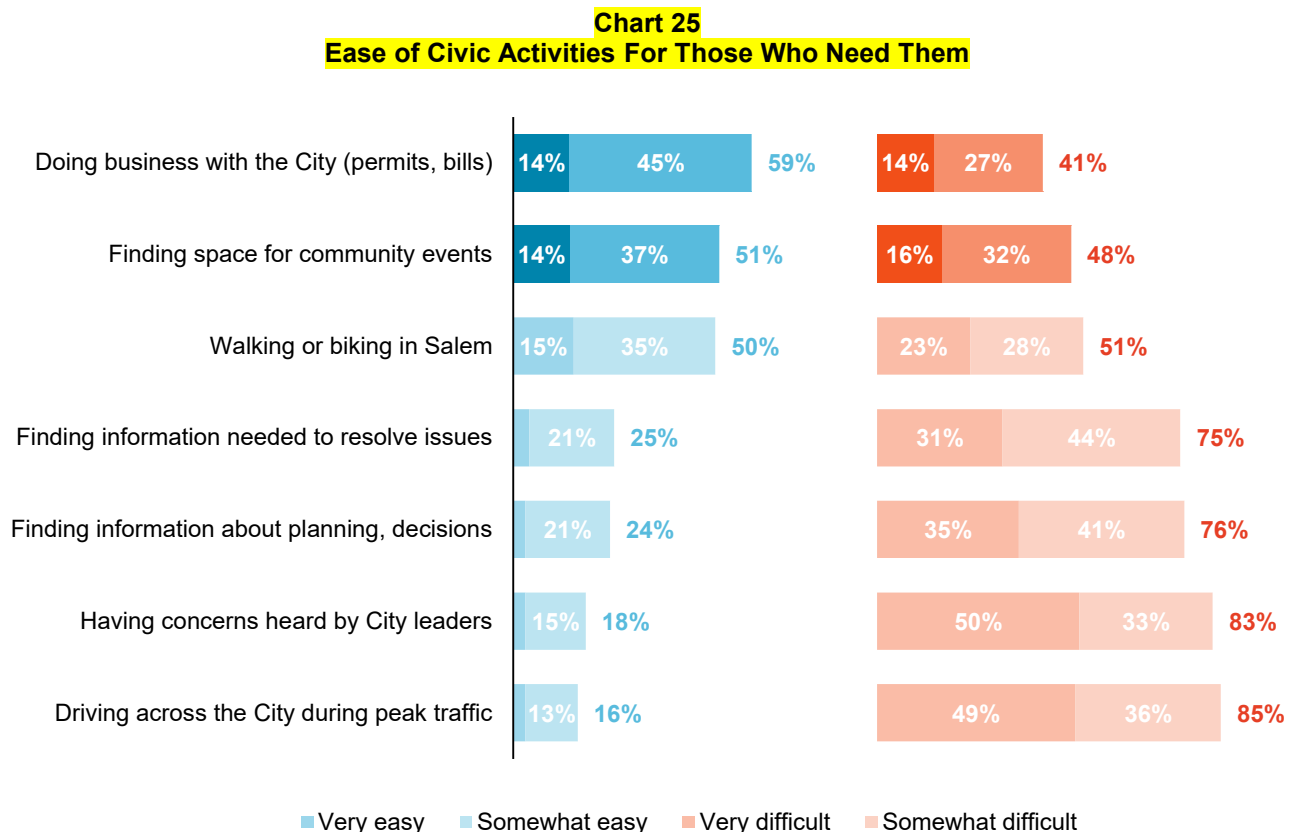


Source: DHM Research, September 2022

3.3 LIFE IN SALEM

Most residents who conduct administrative business with the City say doing so is easy.

Certain administrative tasks, such as paying bills, pulling permits, and finding community spaces to rent are fairly easy to complete, according to the residents who say this type of activity applies to them. Many residents—about one in five for most services—simply don’t need to complete each of these activities or services.³



Source: DHM Research, September 2022

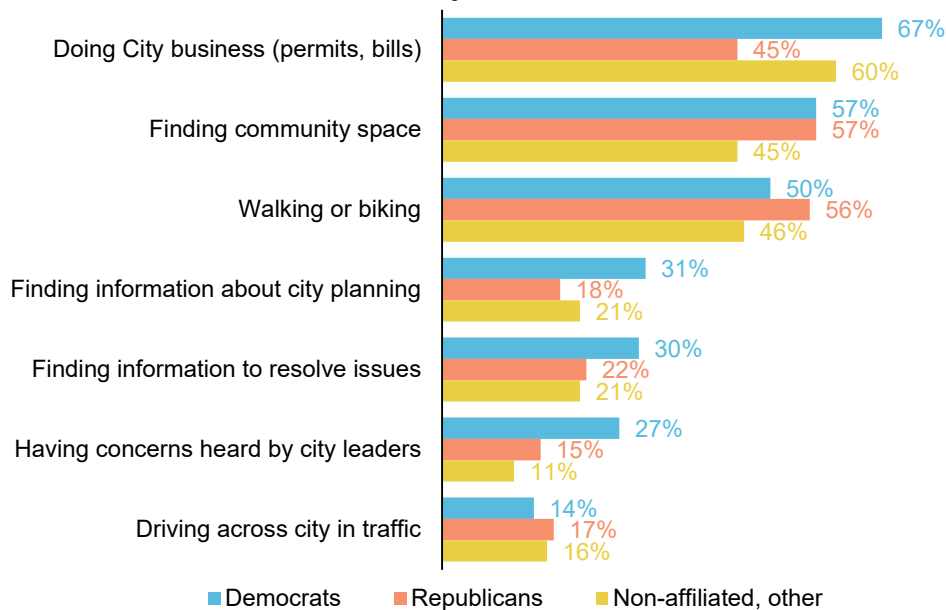
Residents who have a better impression of Salem overall are more likely to report ease in completing these tasks. Among residents who have experience doing business with the City, *and* who believe Salem is headed in the right direction, 85% say paying bills or getting permits is very or somewhat easy (Q22). Comparatively, a scant 51% of those who do business with the City but believe Salem is off on the wrong track agree.

Women are also significantly more likely than men to find it easy to *do business with the City* (72% to 55%).

³ In this section, responses from residents who said an activity did not apply to them are omitted from analysis. These figures are omitted from the annotated questionnaire but are included in the cross tables.

Democrats—who as a group tend to be more supportive of government programs and services—find completing most of these civic tasks easier than do Republicans or non-affiliated and other voters. Often the differences are minor, but sometimes—as in the case of *having concerns heard by City leaders*—they are significant (Q24). When it comes to transportation issues, namely *walking and biking in Salem* or *driving across the city in peak traffic*, Democrats are less likely than Republicans to say it easy to do (Q20, Q21).

Chart 26
Opinion that Needed Civic Activities Are Easy to Complete:
Party Affiliation



Source: DHM Research, September 2022

There are no statistically significant differences between white residents and people of color when it comes to perceptions of ease for *driving through peak traffic* or *walking and biking* (Q20, Q21). Additionally, there are few differences across different areas of Salem. While West Salem residents are the least likely to find driving in traffic easy (9%, compared to 16% and 18% for North/NE and South Salem), the differences become muddled when it comes to *walking and biking* (48%, 44%, and 45% satisfied, respectively).

While not statistically significant, there are some notable differences between white and BIPOC residents and people of different incomes regarding the ease of voicing their concerns to Salem leaders (Q24).

Chart 27
Ease of Being Heard by Leaders

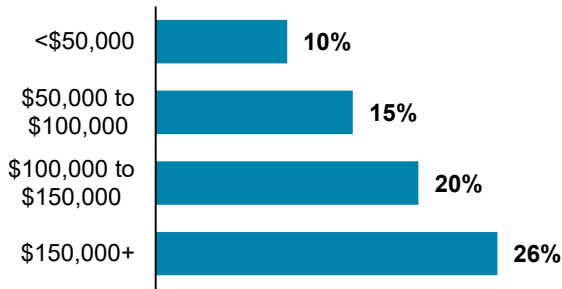
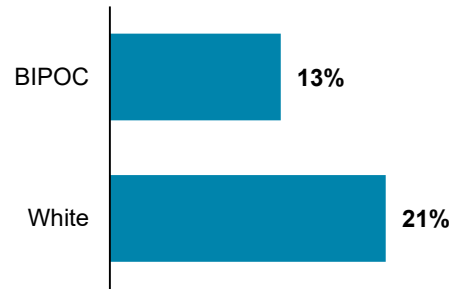


Chart 28
Ease of Being Heard by Leaders



Source: DHM Research, September 2022

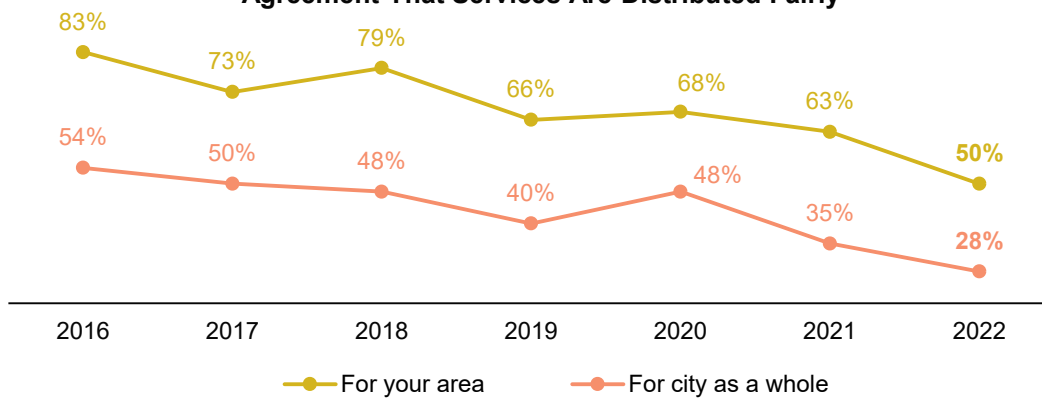
High-income residents are more than twice as likely as low-income residents to say it is easy to be heard by City leaders, and white residents are about 50% more likely than BIPOC residents to say it is easy to be heard.

3.4 EQUITY IN SERVICE PROVISION

A majority of Salem residents continue to agree that their area of the city receives its fair share of services, even as perceptions of fairness citywide continue to decline.

Perceptions of the relative fairness of distribution of City services has been slipping since 2016, despite an uptick in 2020 during the pandemic (Q28, Q29).

Chart 29
Agreement That Services Are Distributed Fairly



Source: DHM Research, September 2022

South Salem residents are more assured that they receive their fair shake, and they are more likely to believe that services are distributed fairly citywide (although this remains a minority opinion, even in South Salem).

Chart 30
Perception that Own Area Gets Fair Share of Services

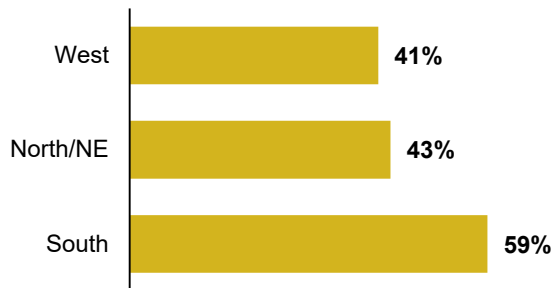
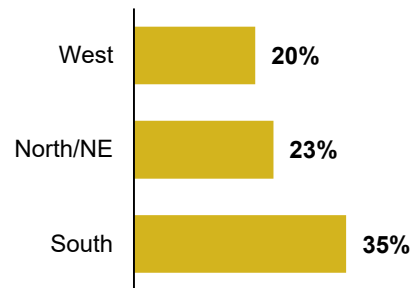


Chart 31
Perception that Services Are Spread Fairly Across City



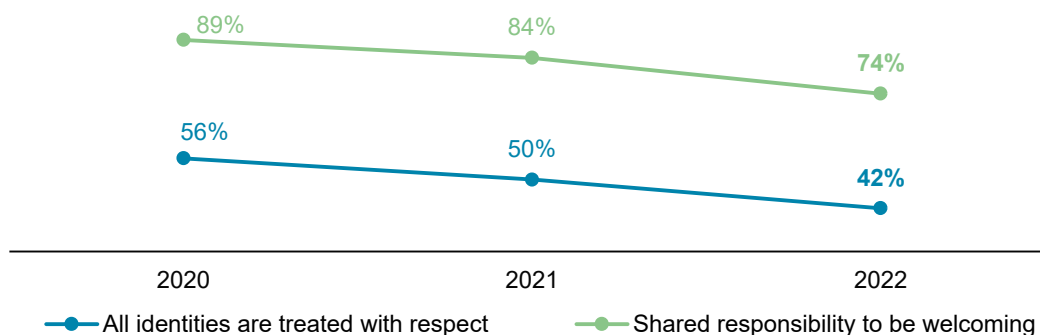
Source: DHM Research, September 2022

White residents are somewhat more likely than BIPOC residents to believe their area receives its fair share of City services (56% to 47%). This 9-point difference is notable, but not statistically significant. However, there is no difference between people who identify as white or BIPOC in assessing perceptions of fairness citywide. Three in ten residents in each group believe services are distributed fairly, overall (30% each).

Political divisions and partisanship may be shifting perceptions of who deserves to be treated with fairness and respect.

On a positive note, an overwhelming majority of Salem residents say that making the community a welcoming place requires everyone to share in the responsibility (Q31). Among these residents, four in ten feel strongly this is the case (43%).

Chart 32
Agreement with Racial Equity Statements



Source: DHM Research, September 2022

While small differences across groups appear, only one demographic presents statistically significant differences regarding the belief that all community members share responsibility for creating a welcoming environment: party affiliation.

Democrats are significantly more likely than Republicans or non-affiliated and other voters to believe in this shared responsibility. However, Democrats and non-affiliated and other voters have, over time, developed a resistance to the idea that all people should be treated fairly and with respect.

Chart 33
Agreement That Being Welcoming Is a Shared Responsibility

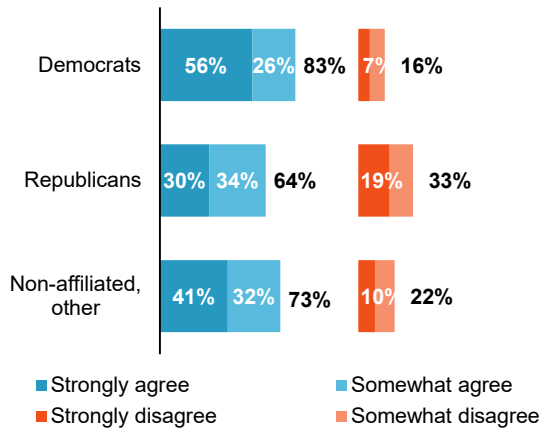
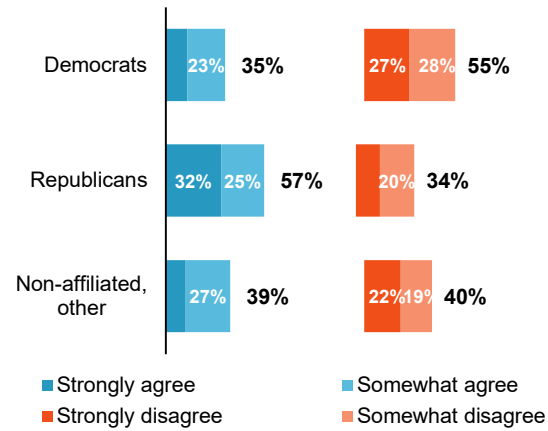


Chart 34
Agreement That All People Deserve Respect



Source: DHM Research, September 2022

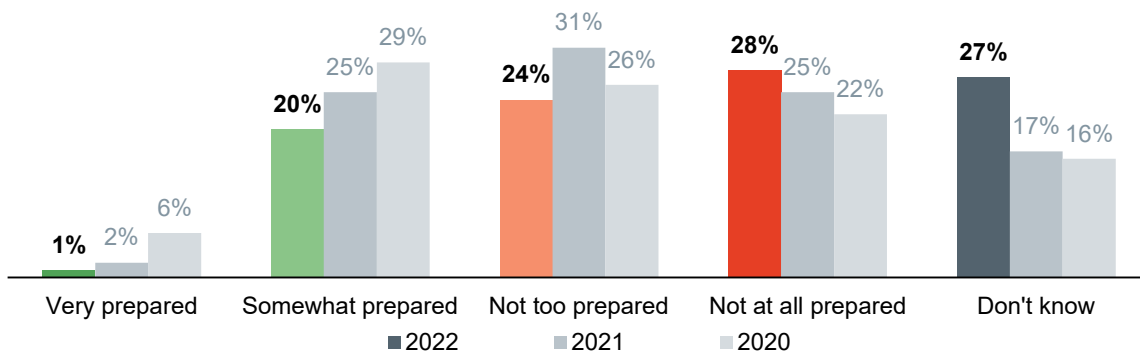
In terms of fair treatment, there are a few more statistically significant differences. First, residents 55 and older are much more likely than residents in the younger two age groups to agree (51% to 37% each). Additionally, college graduates are more likely to hold fair treatment as a value compared to people with high school diplomas (50% to 37%).

3.5 EMERGENCY PREPAREDNESS

Residents aren't sure if the City is adequately prepared to respond to a natural disaster, but they are somewhat confident in their own preparedness.

When responses are spread evenly across groups in a survey, it can indicate uncertainty or a lack of knowledge about the subject matter. That may be the case here, where more than one-quarter of Salem residents admit they aren't sure, and the remainder express soft opinions about the City's ability to respond to a natural disaster (Q32).

Chart 35
Perceptions of City Preparedness for Natural Disaster

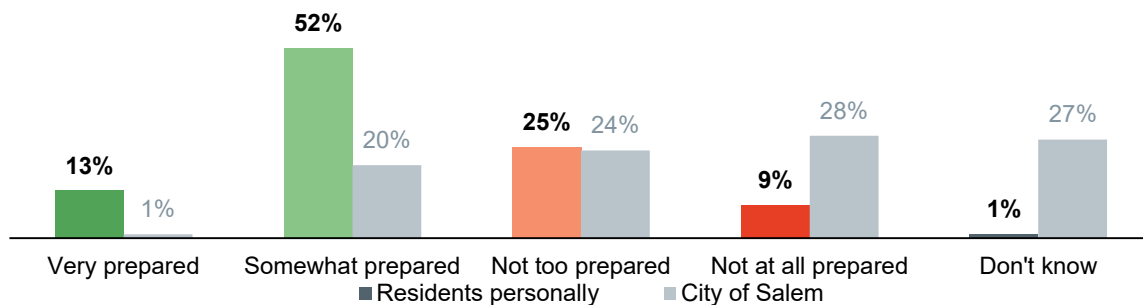


Source: DHM Research, September 2022

Residents of different demographic groups are spread somewhat evenly across the response categories, but a few groups stand out for their outsized concern. Young adults under 34 have less confidence in the City than their older peers; 60% of these younger residents believe the City is *not too* or *not at all prepared* for a natural disaster, compared to 52% of residents 35–54 and 44% of people 55 and older. Additionally, BIPOC communities—sometimes correlated with younger age groups due to changing demographics—are also more concerned. Among BIPOC residents, 60% say the City is underprepared, compared to 45% of white residents. And 61% of renters say the City is not prepared, much more than the 45% of homeowners who feel that way.

Residents feel about as prepared, personally, for a natural disaster as they have in years past (58–69%) (Q33). Although most residents feel *somewhat prepared*, as opposed to *very prepared*, their confidence in their own preparedness far outpaces their confidence in government's response to a disaster. Still, many residents aren't sure about the City's preparedness, whereas essentially all residents were able to rate their own personal preparedness.

Chart 36
Relative Perceived Preparedness for Natural Disaster



Source: DHM Research, September 2022

Men and homeowners are two groups that are especially likely to describe themselves as *somewhat* or *very prepared* for a major natural disaster. Residents in West and South Salem also describe themselves as more prepared than those in North/NE Salem (71% and 69% to 57%).

Chart 37
Personal Natural Disaster Preparedness: Gender

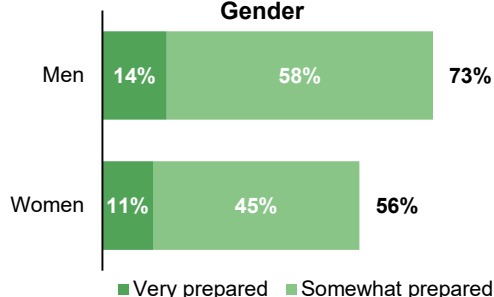
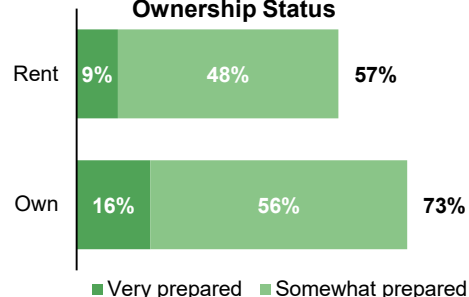


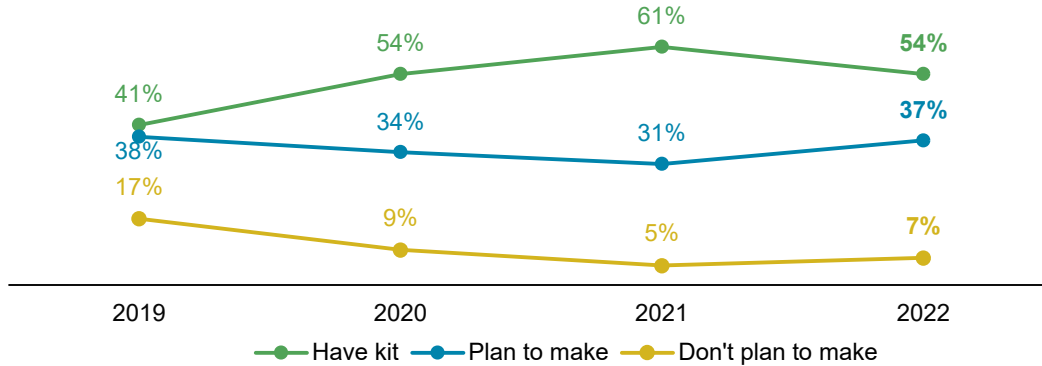
Chart 38
Personal Natural Disaster Preparedness: Ownership Status



Source: DHM Research, September 2022

One reason residents may feel somewhat prepared for a major disaster is the growing number of Salem residents who have put together an emergency kit (Q34). Whereas two-thirds of residents feel at least somewhat ready for a natural disaster (65%), nearly as many have already put together a kit. One in three residents hasn't quite got the kit together yet, but plans to do so.

Chart 39
Emergency Kit Readiness over Time



Source: DHM Research, September 2022

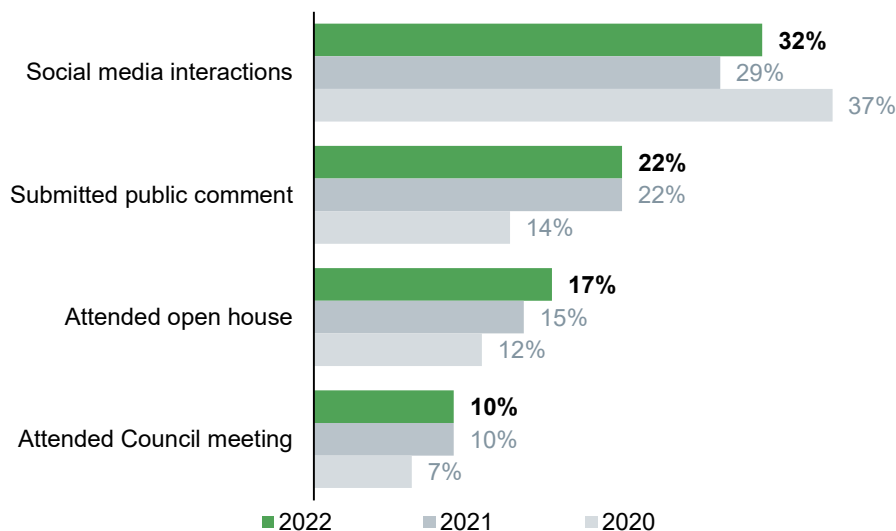
Again, homeowners are more likely than renters to have already prepared a kit (60% to 45%), but half of renters say they want to get one together (48%). Kit preparedness also increases steadily by income bracket, from 43% for low-income households with annual incomes under \$50,000 to 61% of households with annual incomes of \$150,000 or more.

3.6 COMMUNICATIONS

Residents are most likely to interact with the City through social media.

Resident communications with the City have remained stable over the years across a variety of modes (Q35–38). Social media remains the most likely source of communication between the City and its residents.

Chart 40
Communications with City of Salem



Women and younger residents are more likely to interact with the City on social media, reflecting social media usage trends broadly (Q36). South Salem residents are also more active on social media; 37% say they have *liked, commented on or shared* posts from the City, compared to 20% of West Salem residents and 30% of those living in North/NE Salem.

Chart 41
Interacted with City on Social Media

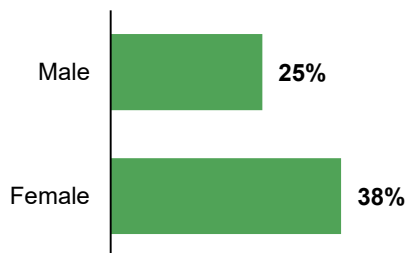
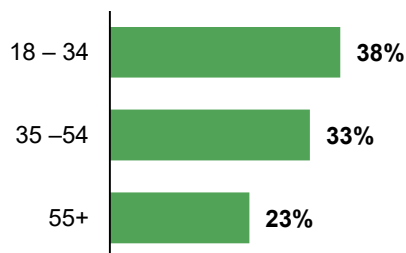


Chart 42
Interacted with City on Social Media



Source: DHM Research, September 2022

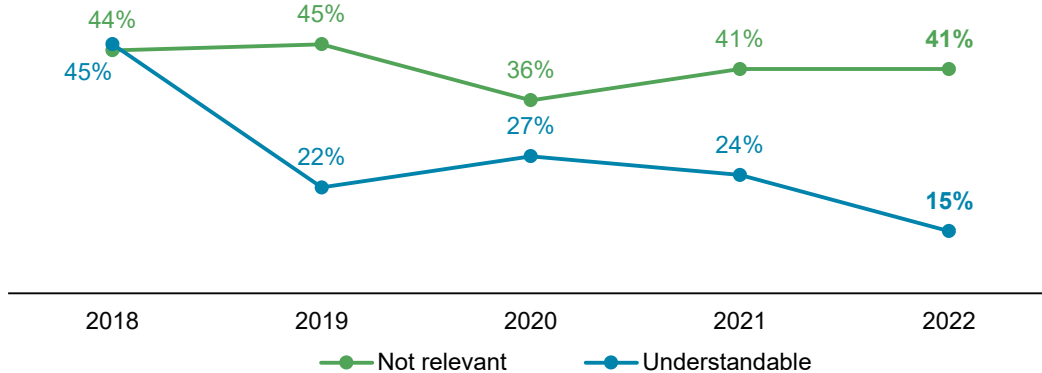
Residents with college degrees are also a bit more likely to interact with the City by *submitting a comment on a City project or initiative or attending an open house, community, or project related meeting* (32% and 23%). Their counterparts with high school diplomas or with some college education were less likely to do so (15–22% and 12–18%).

Residents aren't always sure why communication about City services is relevant to them.

Many residents—nearly half—don't have an opinion about City communications (Q39). This includes 15% of residents who say they don't know how to assess the quality of information from the City, as well as 29% of residents who say the information is neither understandable nor irrelevant.

Of the remaining residents, most say *it's not always clear why they should care about the topic*. This figure has remained rather stable over time and is identical to the findings in 2021. The other residents say *it's easy to understand what's happening and what I can do about it*, a figure that has dropped over time, but most precipitously back in 2019.

Chart 43
Relevance of City Communications



Source: DHM Research, September 2022

There are few remarkable differences between subgroups regarding the quality and relevance of City communications. However, BIPOC residents are more likely than white residents to say they aren't sure why they should care about the topic (48% to 37%). Additionally, North/NE Salem residents are a more likely than residents in West or South Salem to say the same thing (50%, compared to 29% and 38%).

Appendix

4

City of Salem 2022 Community Priority Survey September 2022

Salem Residents
N=400; margin of error $\pm 4.9\%$
16 minutes

DHM Research
Project #01133

WARM UP & GENERAL MOOD

1. 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	2022 n=400	2021 n=400	2020 n=400	2019 n=459	2018 n=450	2017 n=457
Right direction	14%	23%	38%	37%	53%	62%
Wrong track	69%	65%	41%	42%	31%	25%
Don't know	17%	13%	21%	20%	16%	13%

2. Would you say that Salem is **[restore 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?

Right direction/wrong track combined

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

2022 right direction vs. wrong track

Response category	2022 Right dir. n=57	2022 Wrong trk. n=276
Mainly because of actions the City has taken	17%	39%
Mainly because of circumstances outside the City's control	5%	1%
Some combination of both	69%	59%
Don't know	8%	1%

3. What is the most important issue that you would like the City of Salem to do something about?
[Open. Pre-codes for benchmarks. New codes added as needed.]

Response category	2022 n=400	2021 n=400	2020 n=400	2019 n=459	2018 n=450	2017 n=457
Homelessness, poverty	57%	58%	49%	41%	33%	26%
Crime, drugs	16%	3%	6%	4%	4%	1%
Police enforcement, traffic violations	3%	3%	n=1	2%	1%	2%
Affordable housing	3%	2%	3%	3%	2%	7%
Additional bridge	3%	1%	4%	5%	4%	5%
Promote businesses, downtown development	2%	2%	5%	2%	<1%	1%
Roads, potholes, infrastructure	2%	2%	2%	7%	7%	5%
Traffic, congestion	2%	2%	2%	6%	3%	8%
High taxes, property taxes	2%	1%	1%	2%	2%	5%
Budget, spending	2%	<1%	1%	2%	2%	3%
Environment	1%	1%	2%	3%	2%	1%
COVID	--	8%	4%	--	--	--
Politics/government	--	4%	3%	--	--	--
Education, funding, class sizes	--	2%	4%	3%	4%	5%
Racial equality	--	2%	--	--	--	--
Growth/development	--	2%	--	--	--	--
Immigration, refugees	--	<1%	--	3%	2%	--
Police reform	--	--	3%	--	--	--
None, nothing	<1%	1%	2%	2%	6%	4%
All other responses	5%	1% or less	3%	1% or less	2% or less	4% or less
Don't know	1%	2%	4%	4%	6%	5%

SATISFACTION WITH EXISTING SERVICES

4. 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	2022 n=400	2021 n=400	2020 n=400	2019 n=459	2018 n=450	2017 n=457
Very satisfied	12%	21%	34%	31%	41%	39%
Somewhat satisfied	45%	49%	52%	56%	50%	51%
Not too satisfied	27%	17%	9%	8%	4%	9%
Not at all satisfied	14%	10%	4%	6%	4%	1%
Don't know	3%	3%	1%	<1%	1%	0%

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. **[Randomize Q5–Q19]**⁴

Response category	Very satisfied	Somewhat satisfied	Not too satisfied	Not at all satisfied	Don't know
5. Law enforcement and public safety (2021 results for “Police”)					
2022 (n=400)	16%	32%	24%	25%	4%
2021 Police (n=400)	34%	34%	12%	14%	6%
6. Fire, ambulance, and 911 service (2017-2020 results for “Police, fire, ambulance, and 911 service”)					
2022 (n=400)	35%	38%	7%	6%	14%
2021 (n=400)	49%	30%	7%	2%	12%
2020 (n=400)	58%	29%	3%	2%	7%
2019 (n=459)	51%	33%	5%	6%	4%
2018 (n=450)	65%	26%	3%	1%	5%
2017 (n=457)	49%	39%	7%	1%	3%
7. Maintenance of city streets, sidewalks, and bridges					
2022 (n=400)	8%	32%	31%	29%	1%
2021 (n=400)	12%	36%	26%	23%	2%
2020 (n=400)	21%	47%	20%	10%	2%
2019 (n=459)	12%	42%	24%	17%	5%
2018 (n=450)	21%	46%	18%	14%	1%
2017 (n=457)	16%	45%	29%	9%	1%
8. Salem public library					
2022 (n=400)	28%	25%	8%	5%	35%
2021 (n=400)	27%	24%	11%	8%	30%
2020 (n=400)	39%	30%	7%	4%	21%
2019 (n=459)	52%	22%	5%	2%	19%
2018 (n=450)	55%	23%	3%	1%	16%
2017 (n=457)	40%	36%	3%	2%	18%
9. Parks and recreation					
2022 (n=400)	16%	43%	16%	20%	5%
2021 (n=400)	23%	44%	14%	13%	5%
2020 (n=400)	38%	42%	14%	3%	3%
2019 (n=459)	41%	38%	10%	3%	9%
2018 (n=450)	49%	37%	7%	3%	4%
2017 (n=457)	38%	43%	7%	5%	7%
10. Water, sewer, and stormwater services					
2022 (n=400)	25%	42%	12%	12%	10%
2021 (n=400)	33%	46%	7%	6%	7%
2020 (n=400)	40%	37%	14%	3%	6%
2019 (n=459)	38%	37%	11%	8%	6%
2018 (n=450)	32%	45%	13%	7%	3%
2017 (n=457)	39%	40%	13%	5%	3%

⁴ “Municipal court” (Q14) asked in even numbered years. “Supporting arts and culture” included in odd numbered years. “Street lighting” asked in 2020, 2019, 2018, 2017, and 2016.

Response category	Very satisfied	Somewhat satisfied	Not too satisfied	Not at all satisfied	Don't know
11. Ensuring that residents of all income levels have access to affordable housing					
2022 (n=400)	5%	14%	26%	40%	14%
2021 (n=400)	7%	18%	27%	36%	12%
2020 (n=400)	10%	24%	29%	26%	11%
2019 (n=459)	7%	20%	32%	30%	11%
2018 (n=450)	14%	34%	25%	15%	12%
2017 (n=457)	6%	23%	36%	18%	16%
12. City planning and development review					
2022 (n=400)	4%	19%	29%	27%	21%
2021 (n=400)	6%	28%	23%	21%	22%
2020 (n=400)	15%	33%	21%	10%	22%
2019 (n=459)	10%	33%	16%	10%	31%
2018 (n=450)	21%	32%	18%	6%	23%
2017 (n=457)	11%	37%	18%	8%	25%
13. Parking structures and on-street parking near local business					
2022 (n=400)	15%	42%	17%	19%	8%
2021 (n=400)	18%	45%	20%	12%	5%
2020 (n=400)	27%	43%	19%	8%	4%
2019 (n=459)	18%	47%	20%	9%	6%
2018 (n=450)	25%	39%	23%	8%	5%
2017 (n=457)	20%	47%	17%	9%	7%
14. Municipal court					
2022 (n=400)	8%	19%	12%	13%	48%
2020 (n=400)	20%	32%	6%	4%	38%
2019 (n=459)	14%	31%	12%	2%	41%
2018 (n=450)	26%	31%	4%	4%	36%
2017 (n=457)	15%	38%	6%	3%	38%
15. Growing job opportunities in the local economy					
2022 (n=400)	8%	31%	22%	19%	21%
2021 (n=400)	11%	37%	17%	17%	19%
2020 (n=400)	18%	36%	23%	8%	15%
2019 (n=459)	14%	41%	20%	12%	13%
2018 (n=450)	28%	45%	10%	3%	14%
2017 (n=457)	14%	48%	16%	9%	13%
16. Protecting our natural environment					
2022 (n=400)	11%	36%	24%	15%	14%
2021 (n=400)	17%	39%	20%	14%	10%
2020 (n=400)	27%	42%	18%	6%	6%
2019 (n=459)	23%	47%	14%	9%	6%
2018 (n=450)	26%	51%	9%	5%	10%
2017 (n=457)	28%	52%	7%	3%	10%
17. Enforcement of city codes for issues such as noise, yard upkeep, and other nuisances					
2022 (n=400)	5%	23%	21%	25%	27%
2021 (n=400)	12%	36%	21%	21%	10%
2020 (n=400)	21%	40%	18%	11%	10%

Response category	Very satisfied	Somewhat satisfied	Not too satisfied	Not at all satisfied	Don't know
2019 (n=459)	20%	40%	19%	10%	10%
2018 (n=450)	30%	40%	15%	9%	6%
2017 (n=457)	23%	44%	17%	6%	9%
2016 (n=450)	32%	38%	11%	8%	11%
18. Coordinating social services to serve needs of homeless in our community					
2022 (n=400)	3%	8%	23%	58%	8%
2021 (n=400)	5%	11%	25%	52%	8%
2020 (n=400)	8%	17%	31%	36%	9%
2019 (n=459)	5%	15%	30%	40%	11%
2018 (n=450)	7%	24%	35%	25%	9%
2017 (n=457)	4%	24%	31%	23%	17%
19. Safety for people walking or biking in Salem					
2022 (n=400)	9%	27%	25%	32%	6%
2021 (n=400)	16%	38%	21%	21%	4%
2020 (n=400)	26%	43%	20%	8%	3%
2019 Walking (n=459)	20%	38%	24%	14%	3%
2019 Biking (n=459)	24%	32%	17%	14%	13%

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, just let me know. **[Randomize Q22–Q26]**

Response category	Very easy	Somewhat easy	Somewhat difficult	Very difficult	Doesn't apply
20. Driving from one side of the city to the other during peak traffic hours					
2022 (n=400)	3%	13%	35%	47%	3%
2021 (n=400)	5%	17%	37%	37%	3%
2020 (n=400)	4%	20%	42%	27%	6%
2019 (n=459)	3%	13%	28%	45%	11%
2018 (n=450)	5%	21%	34%	36%	5%
2017 (n=457)	3%	14%	45%	33%	5%
21. Walking or biking in Salem					
2022 (n=400)	14%	31%	25%	21%	9%
2021 (n=400)	20%	36%	24%	11%	9%
2020 (n=400)	34%	35%	16%	6%	9%
2019 Walking (n=459)	30%	32%	19%	12%	8%
2019 Biking (n=459)	20%	23%	16%	11%	29%
2018 (n=450)	48%	26%	12%	3%	11%
2017 (n=457)	31%	40%	15%	5%	9%
22. Doing business with the City, such as getting a permit or paying a bill					
2022 (n=400)	11%	36%	22%	11%	19%
2021 (n=400)	17%	34%	19%	9%	21%
2020 (n=400)	25%	33%	18%	4%	19%
2019 (n=459)	29%	26%	17%	8%	21%
2018 (n=450)	40%	30%	9%	7%	14%
2017 (n=457)	30%	36%	12%	3%	18%

Response category	Very easy	Somewhat easy	Somewhat difficult	Very difficult	Doesn't apply
23. Finding information about city planning and how decisions are made					
2022 (n=400)	2%	16%	32%	27%	24%
2021 (n=400)	7%	22%	28%	22%	21%
2020 (n=400)	14%	33%	20%	9%	23%
2019 (n=459)	13%	27%	25%	12%	24%
2018 (n=450)	17%	33%	20%	7%	22%
2017 (n=457)	14%	30%	26%	7%	24%
24. Having your concerns heard by city leaders					
2022 (n=400)	2%	11%	24%	37%	26%
2021 (n=400)	5%	14%	22%	36%	24%
2020 (n=400)	8%	20%	22%	19%	31%
2019 (n=459)	8%	18%	28%	17%	29%
2018 (n=450)	12%	23%	14%	11%	40%
2017 (n=457)	14%	22%	24%	10%	29%
25. Finding the information you need to resolve a city issue					
2022 (n=400)	3%	16%	34%	24%	24%
2021 (n=400)	7%	22%	28%	22%	21%
2020 (n=400)	14%	33%	20%	9%	23%
2019 (n=459)	13%	27%	25%	12%	24%
2018 (n=450)	17%	33%	20%	7%	22%
2017 (n=457)	14%	30%	26%	7%	24%
26. Finding space for community events ⁵					
2022 (n=400)	8%	20%	17%	9%	46%

RESOURCES FOR CITY SERVICES

27. 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	2022 n=400	2021 n=400	2020 n=400	2019 n=459	2018 n=450	2017 n=457
Very satisfied	2%	6%	13%	8%	13%	12%
Somewhat satisfied	28%	34%	44%	48%	57%	56%
Not too satisfied	29%	26%	28%	18%	18%	22%
Not at all satisfied	35%	30%	10%	16%	10%	8%
Don't know	6%	4%	6%	9%	3%	2%

⁵ "Finding space for community events" (Q26) asked in even numbered years. "Operating a business" asked in odd numbered years.

EQUITY ISSUES

28. Thinking about the part of Salem where you live, do you feel your area receives its fair share of city services? **[Yes/No; wait, ask strongly/somewhat]**

Response category	2022 n=400	2021 n=400	2020 n=400	2019 n=459	2018 n=450	2017 n=457
Yes, strongly	10%	22%	28%	23%	42%	30%
Yes, somewhat	40%	42%	40%	42%	38%	43%
No, somewhat	21%	17%	15%	13%	9%	15%
No, strongly	22%	16%	11%	13%	10%	7%
Don't know	7%	4%	6%	8%	2%	5%

29. Thinking about the City of Salem as a whole, do you think city services are distributed fairly? **[Yes/No; wait, ask strongly/somewhat]**

Response category	2022 n=400	2021 n=400	2020 n=400	2019 n=459	2018 n=450	2017 n=457
Yes, strongly	4%	8%	15%	14%	15%	14%
Yes, somewhat	24%	26%	33%	26%	34%	36%
No, somewhat	29%	22%	21%	23%	17%	22%
No, strongly	26%	25%	17%	19%	20%	14%
Don't know	16%	19%	15%	18%	15%	14%

Indicate if you agree or disagree with each of the following statements. **[Strongly agree, somewhat agree, somewhat disagree, strongly disagree, DK]**

30. Salem residents of all identities and backgrounds are treated fairly and with respect.

Response category	2022 n=400	2021 n=400	2020 n=400
Strongly agree	17%	21%	20%
Somewhat agree	25%	29%	36%
Somewhat disagree	22%	18%	20%
Strongly disagree	22%	22%	14%
Don't know	15%	10%	11%

31. It is all of our responsibilities as residents of Salem to make sure our community is welcoming to everyone.

Response category	2022 n=400	2021 n=400	2020 n=400
Strongly agree	43%	57%	66%
Somewhat agree	31%	27%	23%
Somewhat disagree	11%	7%	4%
Strongly disagree	11%	7%	3%
Don't know	3%	3%	3%

EMERGENCY PREPAREDNESS

The next few questions are about preparing for a natural disaster.

32. If there were a major natural disaster in Salem today, would you say that the City government is very prepared, somewhat prepared, not too prepared, or not at all prepared?

Response category	2022 n=400	2021 n=400	2020 n=400	2019 n=459
Very prepared	1%	2%	6%	6%
Somewhat prepared	20%	25%	29%	27%
Not too prepared	24%	31%	26%	25%
Not at all prepared	28%	25%	22%	24%
Don't know	27%	17%	16%	17%

33. If there were a major natural disaster in the Salem area today, would you say that you personally are very prepared, somewhat prepared, not too prepared, not at all prepared?

Response category	2022 n=400	2021 n=400	2020 n=400	2019 n=459
Very prepared	13%	18%	17%	18%
Somewhat prepared	52%	51%	49%	40%
Not too prepared	25%	23%	23%	23%
Not at all prepared	9%	6%	10%	18%
Don't know	1%	1%	2%	1%

34. Indicate you have already done, haven't done yet but have plans to do, or have not done and do not have plans for the following: Make an emergency kit for your household with basic items like food, water, a battery-powered radio, a flashlight and first-aid kit.

Response category	2022 n=400	2021 n=400	2020 n=400	2019 n=459
Have already done	54%	61%	54%	41%
Have not done yet but have plans to	37%	31%	34%	38%
Have not done and do not plan to	7%	5%	9%	17%
Don't know	3%	2%	3%	4%

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? **[Randomize]**

Response category	Yes	No	Don't know
35. Submitted a comment on a City project or initiative			
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%
36. Liked, commented on, or shared any social media posts from the City			
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%
37. Attended a City Council meeting			
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%	--
38. Attended an open house, community, or project-related meeting			
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%

39. Which of the following is closer to your opinion about the quality of information you receive from the City? **[Rotate statements]**

Response category	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.	15%	24%	27%	22%	45%
It's not always clear why I should care about the topic.	41%	41%	36%	45%	44%
Neither	29%	22%	17%	22%	7%
Don't know	15%	13%	20%	11%	4%

DEMOGRAPHICS

40. Do you describe your gender as:

Response category	n=400
Male	48%
Female	43%
Non-binary or gender non-conforming	1%
Don't know	1%
Refused/Missing	7%

Observed gender [If Q43=3, 98, 99 THEN interviewer code by observation] Observe and record as separate A/B variable for Male or Female. Include as part of overall Male/Female quotas.

Response category	n=400
Male	51%
Female	49%

41. What is your age?

Response category	n=400
18–24	18%
25–34	15%
35–54	34%
55–64	15%
65+	19%

42. Area of the city **[From sample]**

Response category	n=400
West	18%
North/northeast	35%
South	47%

43. What is your political party? **[From sample]**

Response category	n=400
Democrat	32%
Republican	22%
NAV/other	46%

44. How many years have you lived in Salem?

Response category	n=400
0–5 years	13%
6–10 years	10%
More than 10 years	76%
Refused	1%

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

Response category	n=400
Less than high school	11%
High school diploma/GED	25%
Some college	36%
College degree	14%
Graduate/professional school	13%
Refused	1%

46. Which category best describes your 2021 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	6%
\$25,000 to less than \$50,000	10%
\$50,000 to less than \$75,000	13%
\$75,000 to less than \$100,000	15%
\$100,000 to less than \$150,000	22%
\$150,000 or more	18%
Refused	16%

47. Which of the following best describes your race or ethnicity? **[Allow for multiple responses]**

Response category	n=400
African American/Black	4%
Asian/Pacific Islander	8%
Hispanic/Latino	11%
Native American/American Indian	6%
White/Caucasian	63%
Other	3%
Refused	12%

48. Do you rent or own your home?

Response category	n=400
Rent	34%
Own	57%
Something else	5%
Refused	4%

49. Survey language

Response category	n=400
English	95%
Spanish	5%