



# Concern for Oregon's future

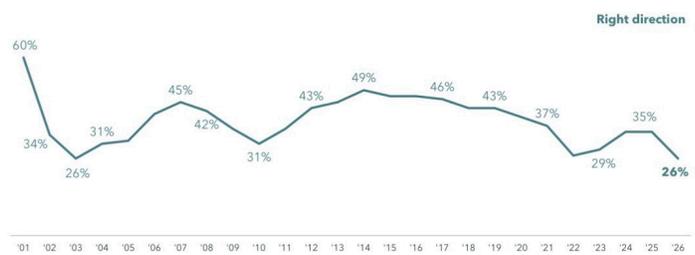
Positivity about the direction of the state is at an all-time low, which is the lowest point since 2003.

Oregon Business & Industry (OBI) commissioned a statewide voter survey in advance of the 2026 legislative session. According to OBI, the findings reinforce that voters are concerned about the direction of the state and are looking for solutions that improve economic competitiveness and ease cost pressures.

## Key findings

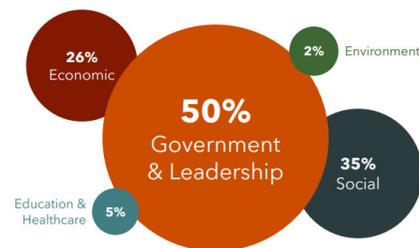
- Positivity about the direction of the state is at an all time low, which is the lowest point since 2003. Only 26% of respondents say the state is headed in the right direction.
- Oregonians continue to grapple with cost of living, affordability and expenses. For many, basic necessities like putting groceries on the table and the cost of health care remain clear pressure points for our communities. 51% reported struggling to make ends meet, representing more than 2.13 million people in Oregon who face difficulties with the state's current economic health.
- The point of pressure, according to the OBI poll, most often points toward government and leadership.

Positivity about the direction of the state remains low and has declined since 2025.



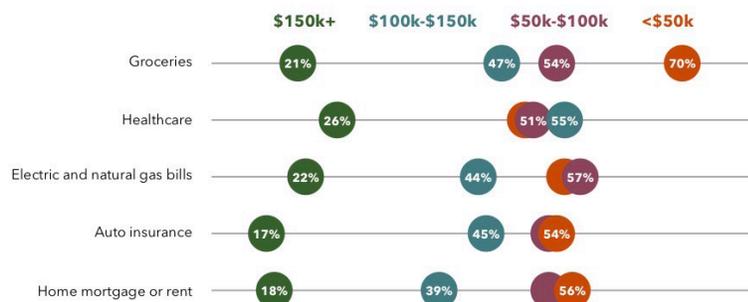
1 DHM Research | OBI Legislative Survey | January 2026

When asked to identify Oregon's most important problem, voters most often point to political issues, followed by social and economic issues.



## Middle-income and lower-income voters have the most difficulty paying basic expenses.

% Find it **difficult** to pay for the following expenses

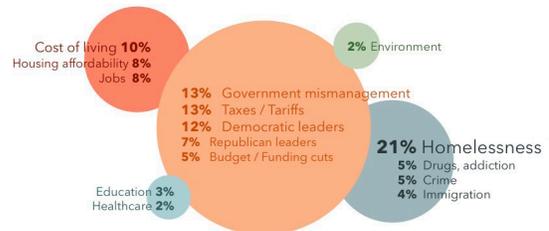


16 DHM Research | OBI Legislative Survey | January 2026

# Key findings continued

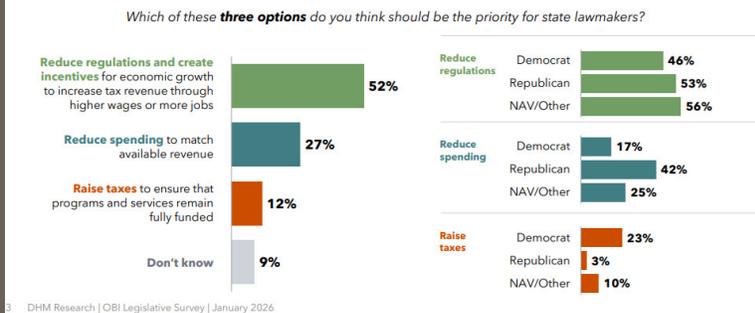
- 23% of voters identify taxes and 21% excessive regulations as key factors for economic stagnation in the state. OBI's report shows no other reasons are cited as often.
- Regardless of party affiliation, a large percentage of voters are in favor of reducing regulations and creating incentives to drive growth and stimulate economic prosperity.

Taken together, political issues such as government mismanagement, taxes, tariffs, political leadership, and funding are viewed as the state's biggest problems.



4 DHM Research | OBI Legislative Survey | January 2026

To address deficits, voters prefer a third option when provided: reduce regulations and create incentives to drive higher growth, jobs, wages, and tax revenue.



*Excessive regulations. High taxes. A sluggish economy.*

As lawmakers convene to develop solutions, the pre-session poll gives clear direction on voter's ideal path forward, one of economic prosperity and security through business-friendly practices. **And for Asante, this means ensuring access for the 600,000 people who depend on us.**

Overall, the OBI polling signals a challenging environment for health care organizations, as voters see health care affordability worsening, distrust state leadership and strongly oppose new taxes or regulations—creating pressure on providers to absorb rising costs, manage higher uncompensated care and navigate policy volatility without expecting new public funding. At the same time, economic pessimism, housing instability and growing behavioral health needs intensify workforce shortages and drive greater demand for safety-net services, positioning health systems to play a stabilizing role in communities even as their operating landscape becomes more constrained.

## Source

Read the survey here: <https://oregonbusinessindustry.com/wp-content/uploads/OBI-Pre-Session-Polling.pdf>.