



Hermiston, OR

Community Survey

April - July 2026

Powered by  Zencity



Survey Methodology

The current cycle of the web-based Community Survey collected survey data between April - July 2026. Respondents were digitally recruited (e.g., over social media, mobile apps, websites, and survey panels). These ads are targeted to residents, and responses are only included in the data when a local valid zipcode is provided.

Respondents who self-reported being under 18, who declined to provide any demographic information, or those who provided an invalid zipcode are excluded from the results.

412 valid respondents participated in the web-based Community Survey during this cycle.

Representation

Zencity ensures broad demographic representation in several ways:

Before data collection, Zencity employs national statistical data to establish response targets. These targets are defined based on race/ethnicity, age, and gender.

During data collection, we track the demographic composition of the survey responses in real time, comparing them to the predetermined targets. We fine-tune our distribution and advertising strategies as needed to target all demographic groups.

After data collection, Zencity employs an industry-standard statistical technique called rake weighting. This assigns a unique weight to each respondent based on their demographic characteristics. This method ensures that the distribution of these characteristics in the final weighted sample aligns with the community's overall demographics.

Sample Composition

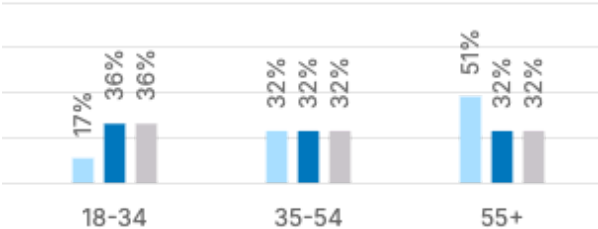
412 valid respondents

Key

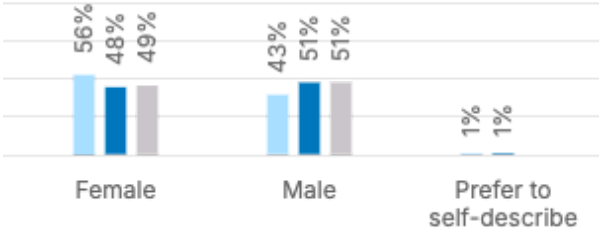
-  **Unweighted demographics** - What we collected, without adjustments
-  **Weighted demographics** - Our sample, adjusted to be representative of the population
-  **Population demographics** - The demographics of the 18+ population

* The "Other" category includes missing data, people who selected "prefer not to say", and other groups not defined in the census.

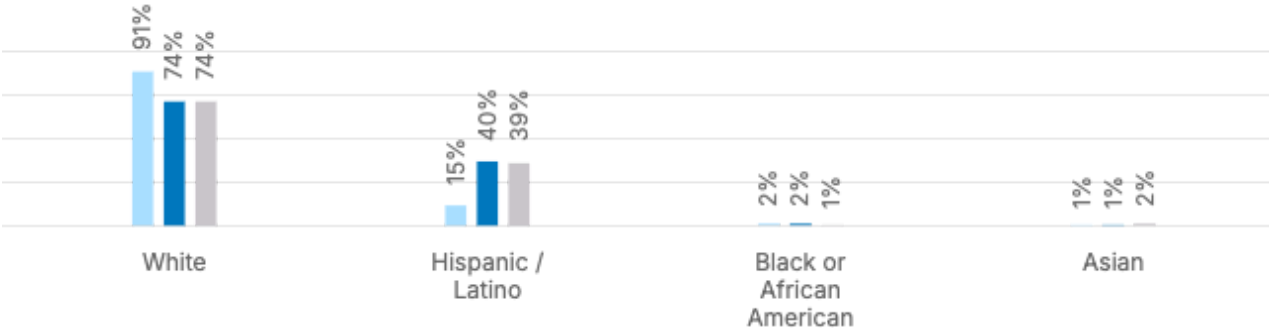
Age



Gender



Ethnicity



Overall Quality of Life

Residents' quality of life is a key metric for local government leaders. Here, we present how Hermiston residents are feeling about their quality of life, looking at how this changes by demographic group and geography.

We will show the percent of valid respondents who reported either a 4 or a 5 on the 1-5 scale, weighted by age, gender, and race/ethnicity (see page 3 for details).

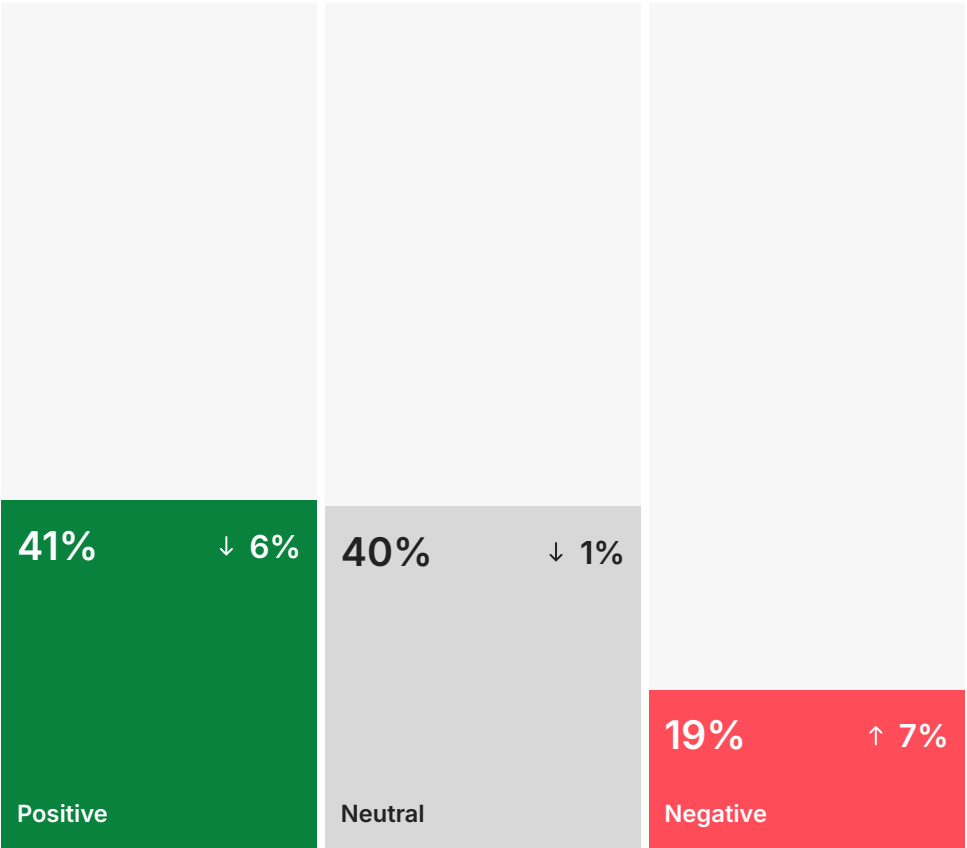
Scores will be shown only for groups (e.g., for a geographic area or for a demographic group) with at least 30 responses. For groups between 30 and 49 respondents, we highlight the small sample size using an (!). Use these scores with caution.

How is the overall quality of life in Hermiston?

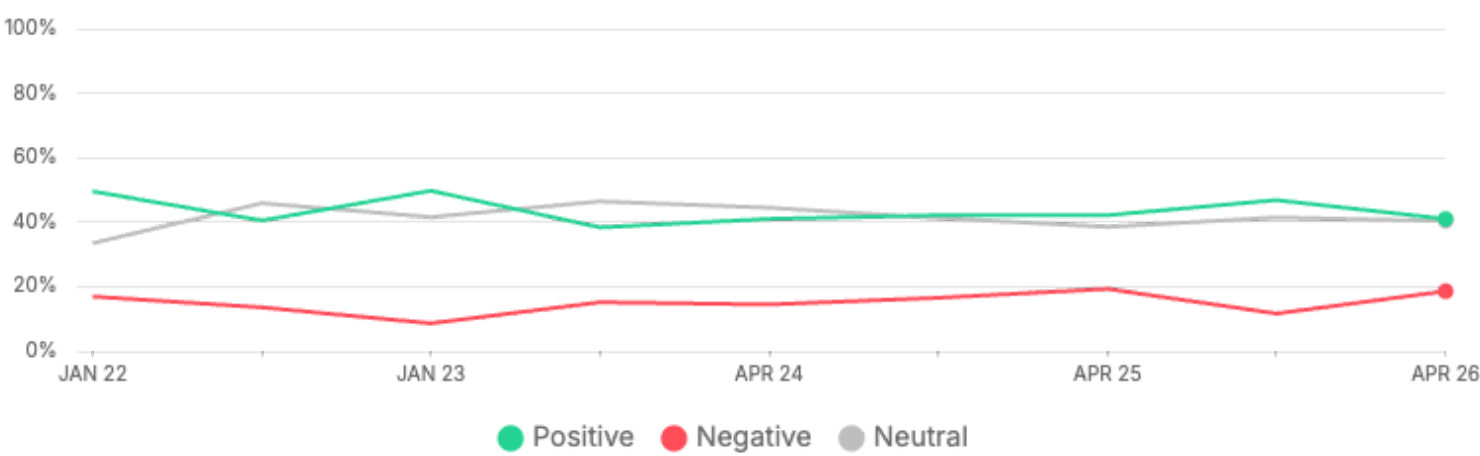
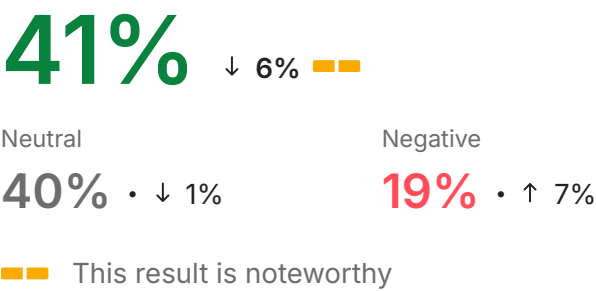
41%

of 412 surveyed residents are
satisfied with the overall
quality of life in Hermiston

↓ 6% vs. previous cycle

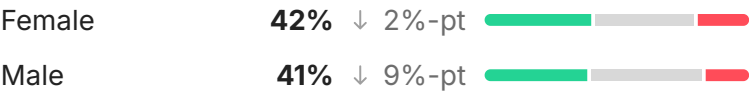


How is the overall quality of life in Hermiston?

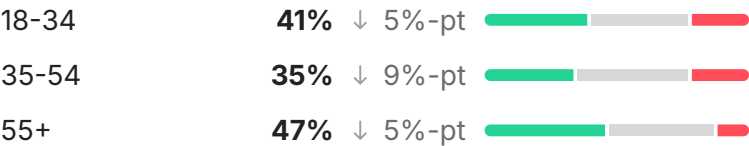


How is the overall quality of life in Hermiston? | Demographic Breakdown

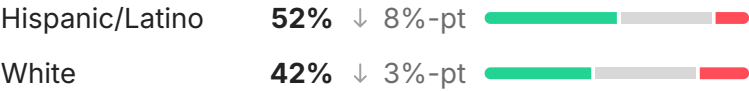
GENDER



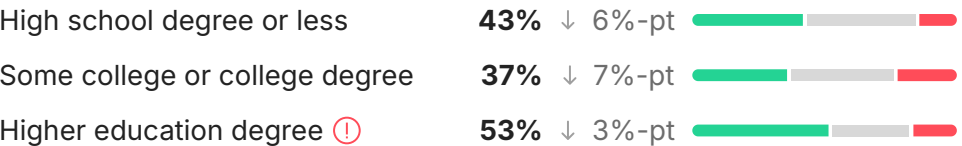
AGE



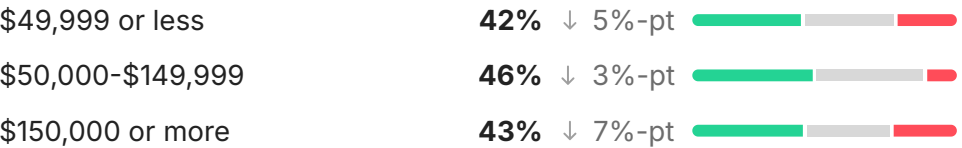
ETHNICITY



EDUCATION



INCOME



Other measures of satisfaction with life in Hermiston

How likely are you to recommend
Hermiston as a place to live?

37% ↓ 4%

Neutral

33% • ↑ 2%

Negative

30% • ↑ 2%

How likely are you to be living in
Hermiston 5 years from now?

51% ↓ 7% 

Neutral

23% • ↑ 3%

Negative

27% • ↑ 6%

 This result is noteworthy

Community Characteristics

Respondents were asked to rate how satisfied they were with a range of community characteristics on a scale from 1 (Poor) to 5 (Excellent).

COMMUNITY CHARACTERISTIC	SATISFACTION SCORE			CHANGE	
Acceptance of residents of all backgrounds	47% 29% 24%			↑ 1%	↑ 2%
Sense of overall safety	42% 27% 30%			↑ 3%	↑ 3%
Access to quality health care services	42% 30% 28%			↓ 1%	↑ 1%
Quality of parks and recreational amenities	41% 32% 27%			↓ 7%	↑ 1%
Ease of getting around by foot or bicycle	39% 35% 27%			--	--
Sense of community among residents	37% 35% 28%			↑ 1%	↑ 2%
Access to quality education	33% 36% 31%			↓ 6%	↑ 1%
Quality of waste and recycling services	31% 35% 34%			↓ 6%	↑ 3%

KEY

- POSITIVE
- NEUTRAL
- NEGATIVE
- NON-SUBSTANTIATIVE

↓ ↑ CHANGE IN POSITIVE SCORE

↓ ↑ CHANGE IN NEGATIVE SCORE

NOTEWORTHY

SOMEWHAT NOTEWORTHY

-- NO DATA FOR PREVIOUS CYCLE

The 'Change' column shows percentage point changes from the previous cycle. Questions with changes above 5% are highlighted.

COMMUNITY CHARACTERISTIC	SATISFACTION SCORE			CHANGE	
Overall cleanliness and maintenance		31% 33% 36%		↓ 8%	↑ 5%
Overall quality of services provided by Hermiston		30% 42% 28%		↓ 6%	↑ 3%
Availability of jobs that pay a living wage		23% 37% 40%		↓ 2%	↑ 4%
Ease of getting around by public transportation		23% 33% 44%		↓ 8%	↑ 10%
Ability of residents to give input to the Hermiston government		21% 33% 46%		↓ 3%	↑ 6%
Availability of a variety of art and cultural events		18% 31% 51%		↑ 2%	↑ 2%
Availability of affordable housing		16% 25% 59%		↓ 1%	↑ 6%

KEY

- POSITIVE
- NEUTRAL
- NEGATIVE
- NON-SUBSTANTIATIVE

↓ ↑ CHANGE IN POSITIVE SCORE

↓ ↑ CHANGE IN NEGATIVE SCORE

 NOTEWORTHY

 SOMEWHAT NOTEWORTHY

-- NO DATA FOR PREVIOUS CYCLE

The 'Change' column shows percentage point changes from the previous cycle. Questions with changes above 5% are highlighted.

Change Matrix Highlights

The Change Matrix showcases the questions with the largest changes from the previous cycle, highlighting the demographic groups and geographic areas contributing to these shifts.

Top Questions	Overall Score	Total Change	Gender	Ethnicity	Age
Ease of getting around by public transportation	23%	↓ -8%	Male	Hispanic/Latino	35-54
			↓ -9%	↓ -18%	↓ -16%
Overall cleanliness and maintenance	31%	↓ -8%	Female	Hispanic/Latino	35-54
			↓ -10%	↓ -17%	↓ -18%
On a scale of strongly disagree to strongly agree, do you feel Hermiston is growing in the right direction?	28%	↓ -8%	Male	Hispanic/Latino	35-54
			↓ -11%	↓ -17%	↓ -15%

Priority Matrix

The Priority Matrix helps prioritize community characteristics by plotting them based on resident satisfaction and their impact on quality of life.

X-axis (Satisfaction): How residents rated each community characteristic.

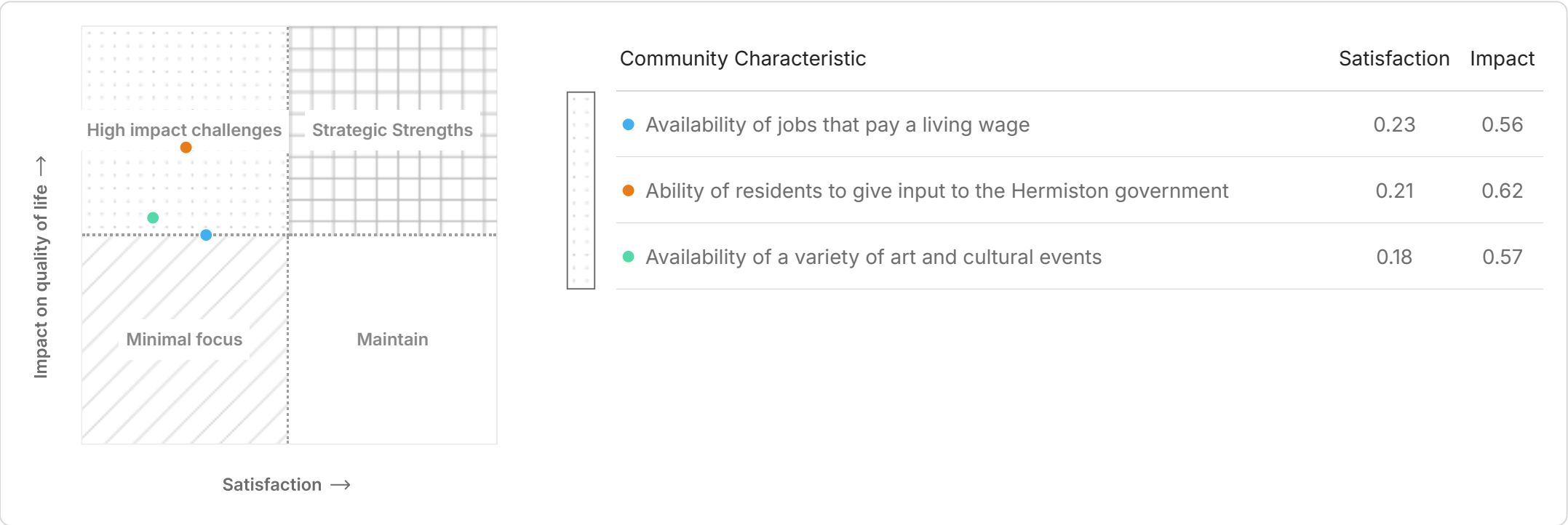
Y-axis (Impact on quality of life): How strongly each characteristic predicts overall quality of life (calculated using statistical analysis, not direct resident input).

The matrix divides all community characteristics into quadrants using median values for both satisfaction and impact scores, ensuring a balanced distribution across all four categories for strategic prioritization purposes.

Learn more [HERE](#)

High Impact Challenges (Low satisfaction, High impact)

These are lower satisfaction areas that significantly affect residents' lives and community well-being; as such, they are high-impact challenges that should be prioritized.



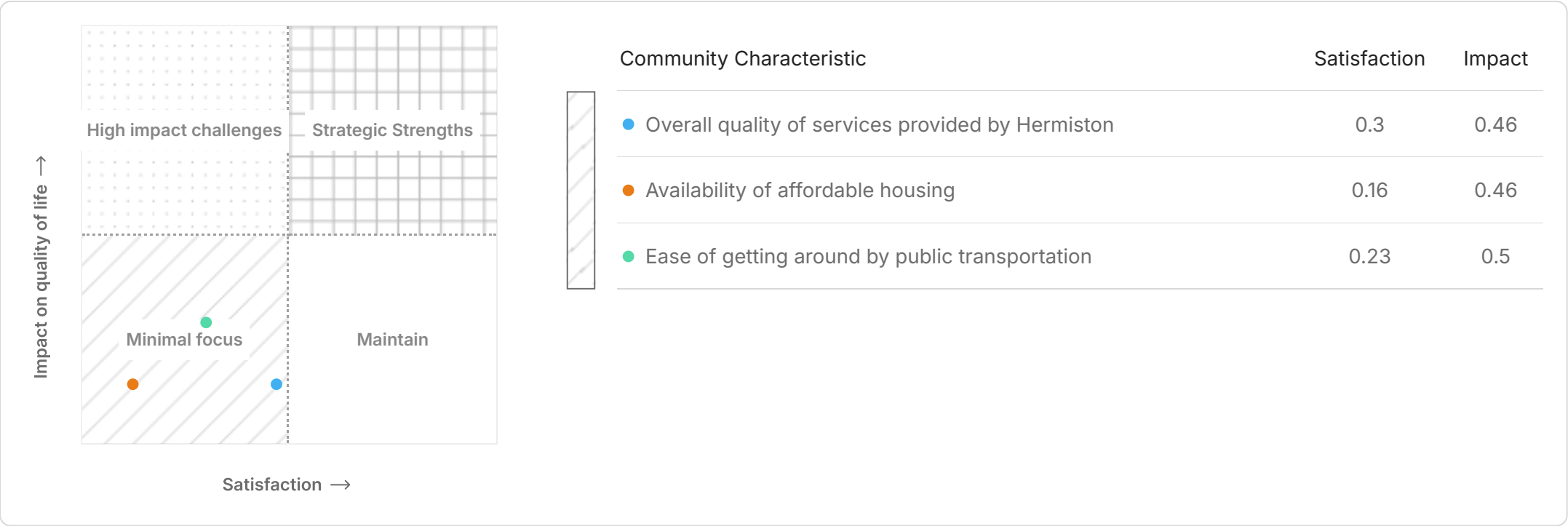
Strategic Strengths (High satisfaction, High impact)

These are characteristics that residents value highly and are satisfied with. Maintain or leverage these as community strengths.



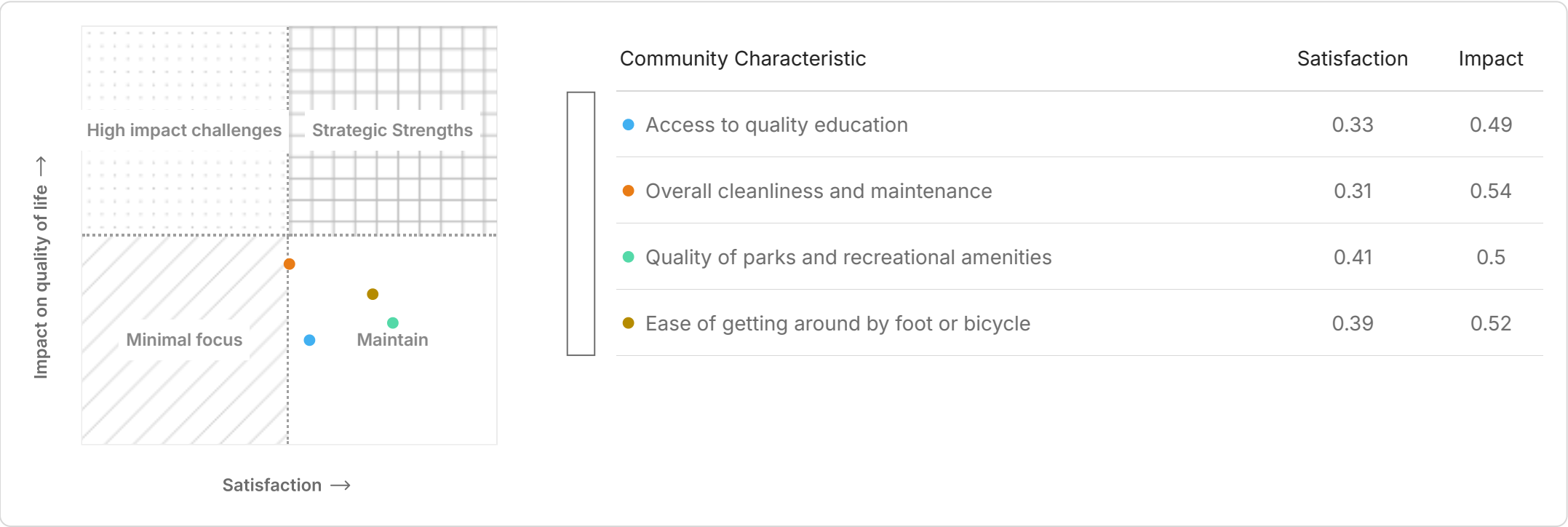
Minimal Focus (Low satisfaction, Low impact)

These are lower satisfaction areas that do not strongly influence quality of life, suggesting a lower priority for investment unless specific strategic goals apply.



Maintain (High satisfaction, Low impact)

These are well-regarded characteristics with a smaller influence on the overall quality of life. While they can be maintained efficiently, they may warrant attention if they align with specific strategic goals.



Focus Areas

The next pages highlight community characteristics of interest and provide insights into these characteristics, along with breakdowns by relevant groups for further analysis.

These insights are designed to support targeted strategic planning and deeper analysis. Where applicable, follow-up questions were included, focusing on responses that highlighted challenges (e.g., low ratings).

Follow-up questions in Zencity surveys gather detailed feedback, clarify responses, or provide context triggered by prior answers to help address issues or improve services.

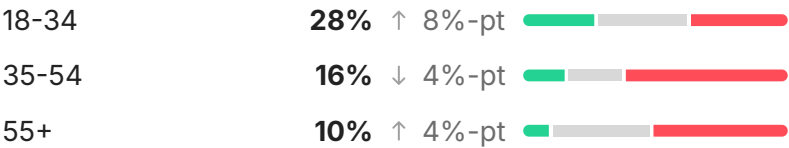
Availability of a variety of art and cultural events

18% ↑ 2%

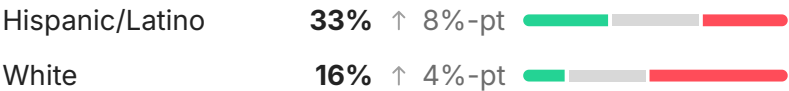
Neutral
31% • ↓ 5%

Negative
51% • ↑ 2%

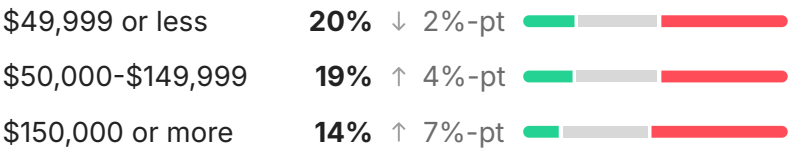
AGE



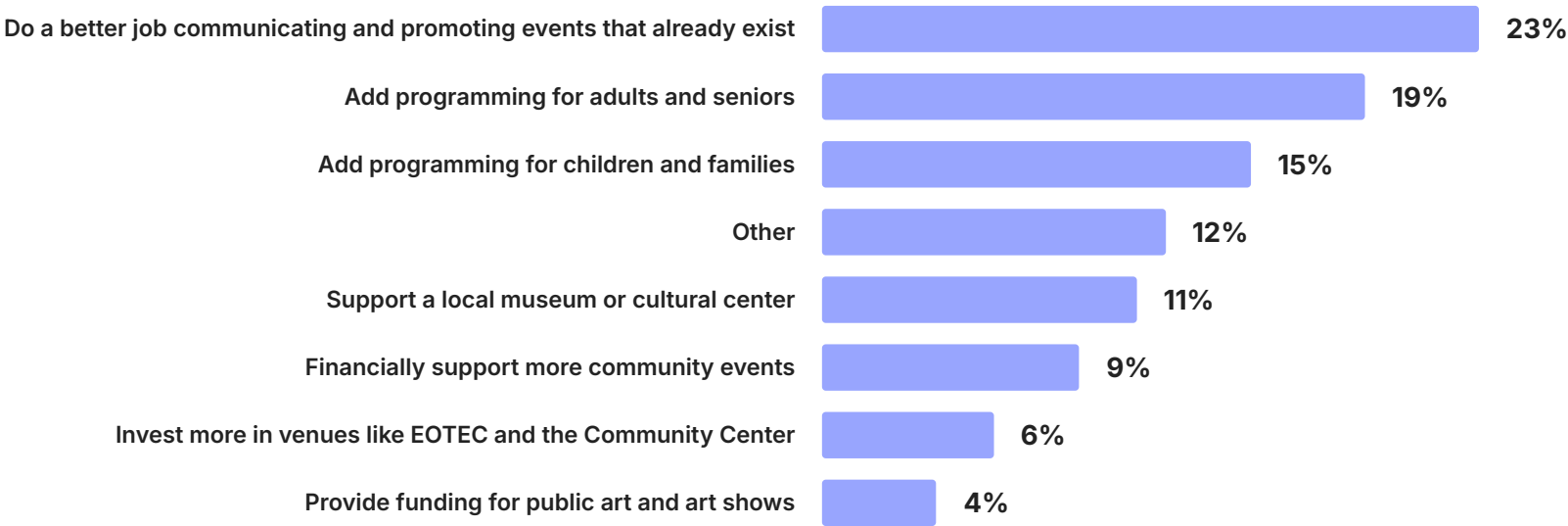
ETHNICITY



INCOME



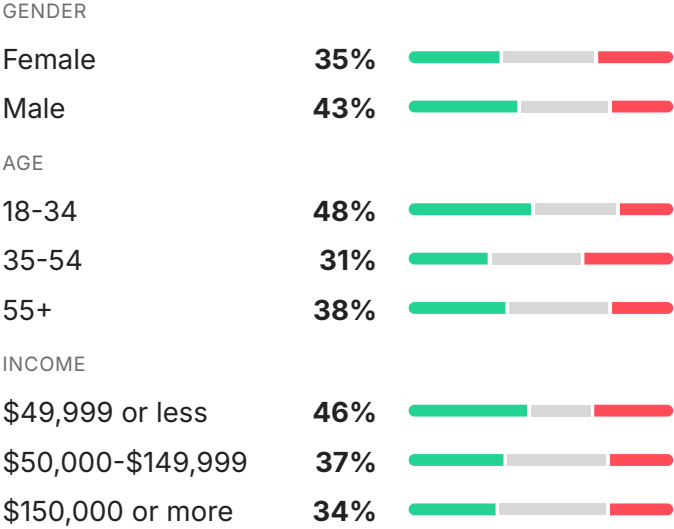
What is the most important thing you think Hermiston can do to improve the availability of a variety of art and cultural events?



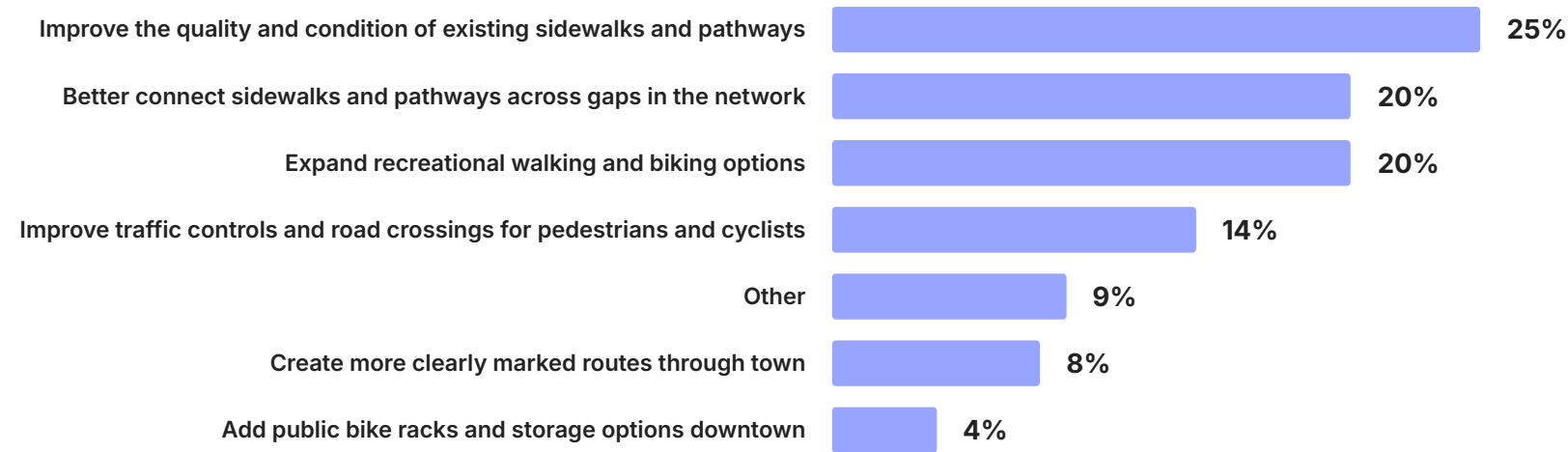
To view the full question breakdown, visit your Zencity [dashboard](#)

Ease of getting around by foot or bicycle

39%



What is the most important thing you think Hermiston can do to improve the ease of getting around by foot or bicycle?



To view the full question breakdown, visit your Zencity [dashboard](#)

Sense of overall safety

42% ↑ 3%

Neutral
27% • ↓ 7%

Negative
30% • ↑ 3%

GENDER

Female 40% ↑ 2%-pt 

Male 45% ↑ 4%-pt 

AGE

18-34 49% ↑ 12%-pt 

35-54 35% ↓ 4%-pt 

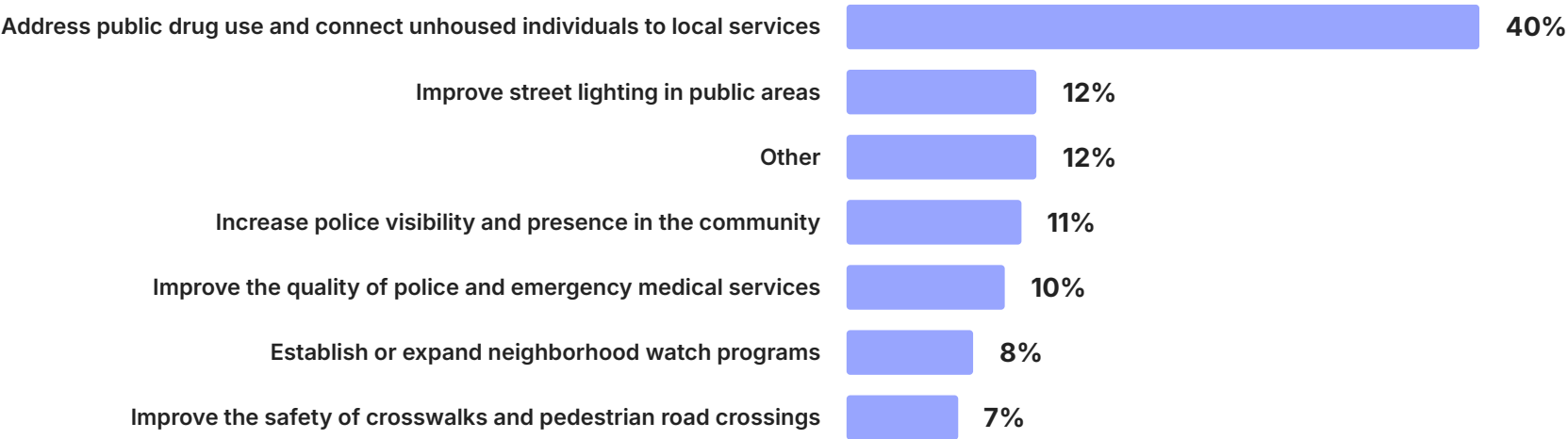
55+ 44% ↑ 3%-pt 

ETHNICITY

Hispanic/Latino 52% ↑ 2%-pt 

White 46% ↑ 10%-pt 

What is the most important thing you think Hermiston can do to improve your sense of overall safety?



To view the full question breakdown, visit your Zencity [dashboard](#)

Community Benchmark

We aim to help Zencity clients understand their results and put them into context. To that end, we will compare Hermiston's results to the United States as a whole and against communities with similar characteristics such as size, population density, and region (their "cohort").

These cohorts help to distinguish patterns unique to each client from those that are common in similar communities.

How we compare Hermiston to other similar communities

Creating the cohorts

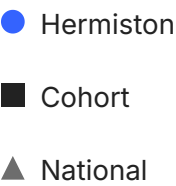
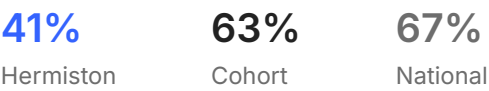
First, all cities, towns, and counties in the US--not just Zencity clients--are put into cohorts based on geography and demographics using a method known as cluster analysis. This method balances a range of different characteristics to put communities into cohorts that are statistically similar to one another. The result of this step is one set of cohorts for cities and towns and a second set for counties.

We chose this method to create objectively similar groups of communities with respect to characteristics that are likely to be correlated with answers to the survey questions. By creating cohorts of larger sets of communities we have found that our benchmark baselines tend to be more reliable than they would be if we had direct comparisons of a small number of communities. See our Help Site for more information on cohorts, including the full list of communities in your cohort.

Creating cohort scores and national benchmark scores

The Zencity National Benchmark Survey is conducted semiannually, collecting about 5000 responses across the country. The cohort scores are the weighted average of scores for respondents in each cohort. These weights are calculated to match the client's own demographics, to make them directly comparable to the clients' scores. National scores are calculated in a similar manner.

The overall quality of life in Hermiston is **22% lower than its cohort and lower than the national score.**

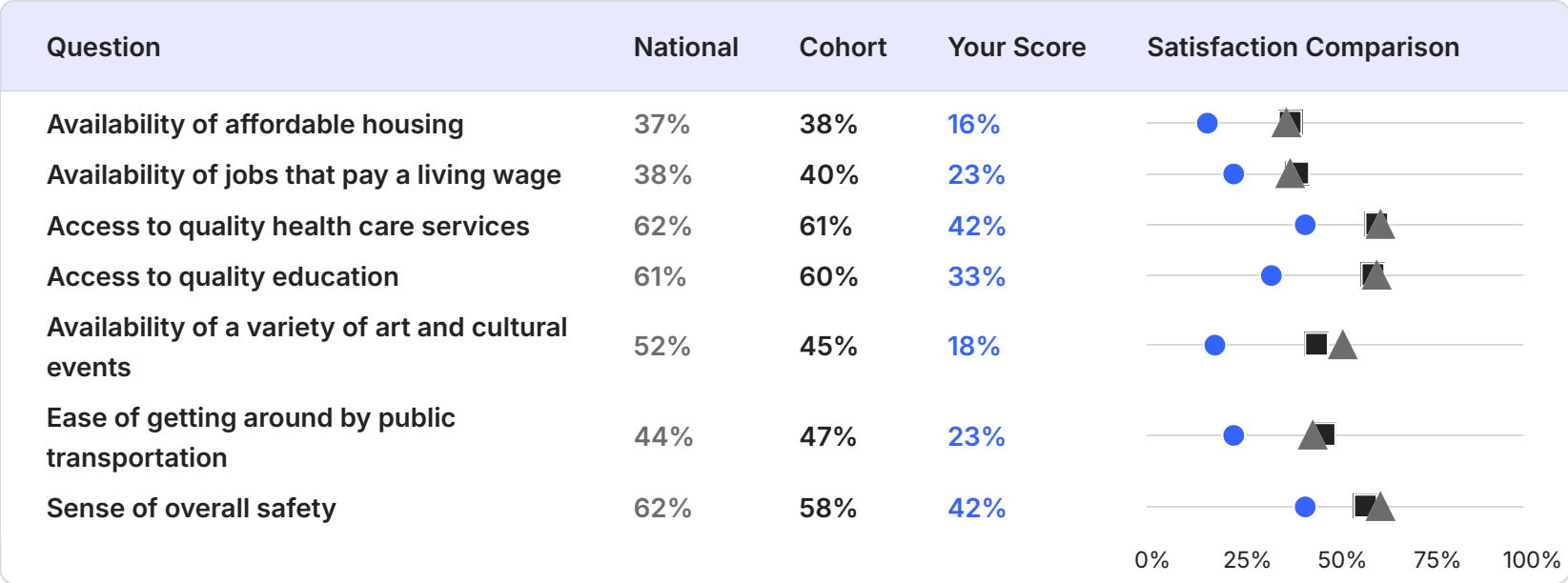


Question	National	Cohort	Your Score	Satisfaction Comparison
How is the overall quality of life in Hermiston?	67%	63%	41%	
How likely are you to recommend Hermiston as a place to live?	64%	65%	37%	
How likely are you to be living in Hermiston 5 years from now?	64%	62%	51%	

Satisfaction with Life in Hermiston

Breakdown by characteristic

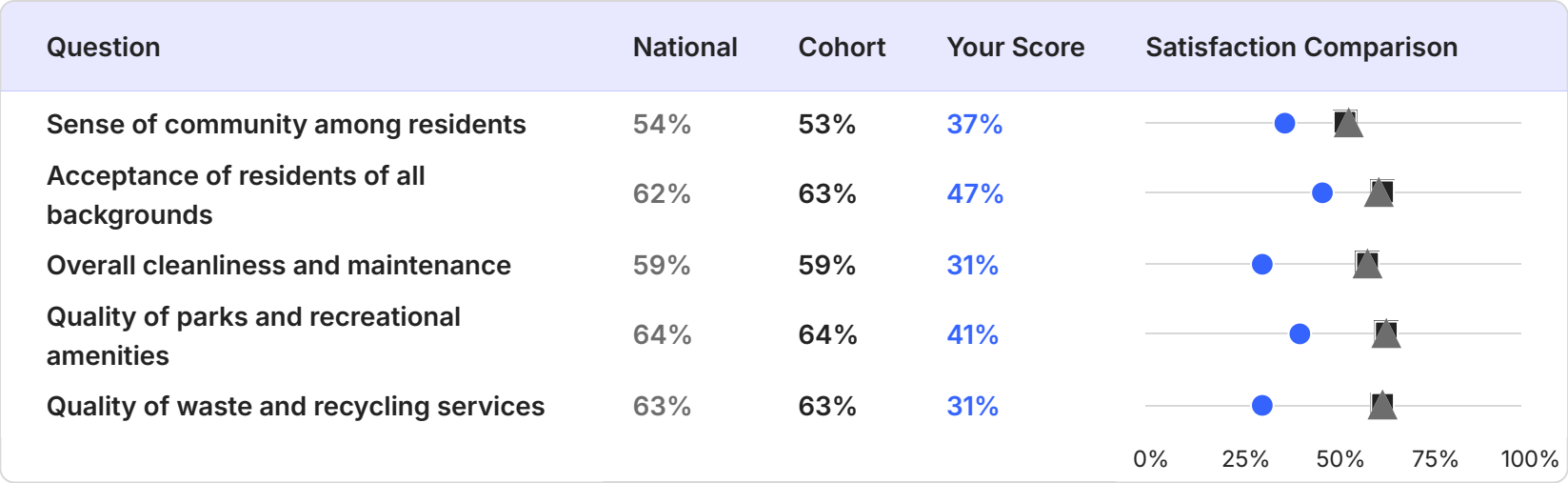
- Hermiston
- Cohort
- ▲ National



Satisfaction with Life in Hermiston

Breakdown by characteristic

- Hermiston
- Cohort
- ▲ National



Free-Text Responses

Respondents were asked open-ended questions about what the Hermiston government does well and how Hermiston could improve its services.

This section presents the main themes from both questions. Using our proprietary AI algorithm, responses are analyzed and categorized into

unique topics and subtopics for Hermiston, with multiple labels assigned to responses when relevant.

To ensure comprehensive information, responses that have been flagged as invalid (e.g., under 18, missing demographic data, or invalid zip codes

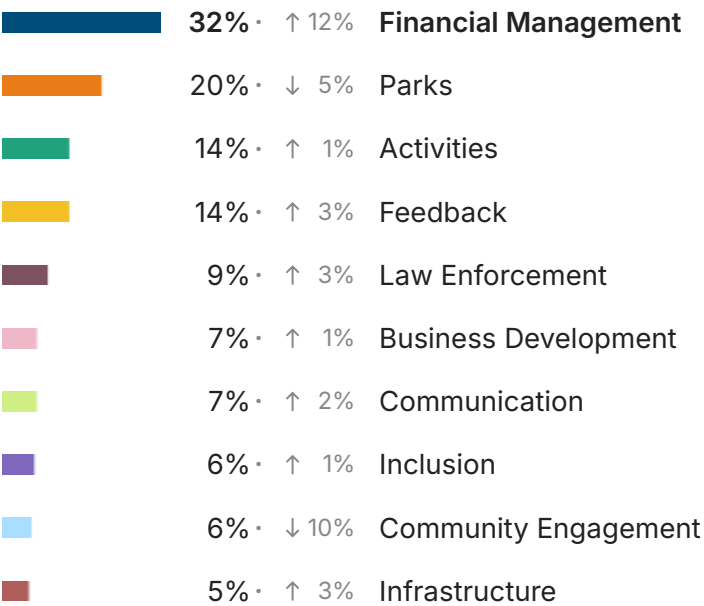
but claiming residency in Hermiston), as well as responses collected through self-distribution efforts, are analyzed in the free-text responses but excluded from the quantitative results.

BETA

Question:
What is the #1 thing you think the Hermiston government does well?

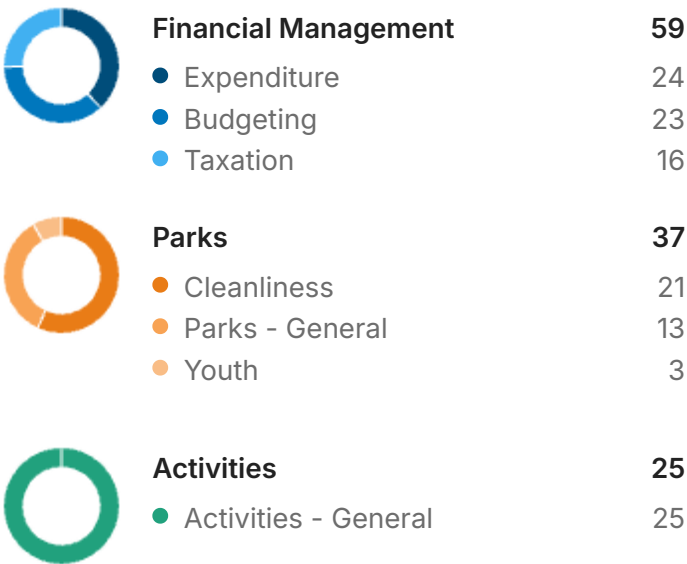
Most Common Topics

185 labeled responses out of 276



Top 3 Topics Breakdown

Number of responses by leading subtopic

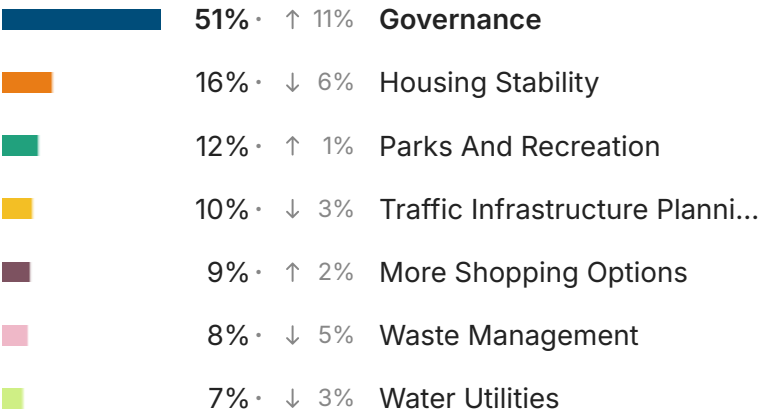


BETA

Question:
What is the #1 thing you think the Hermiston government could do to improve its services?

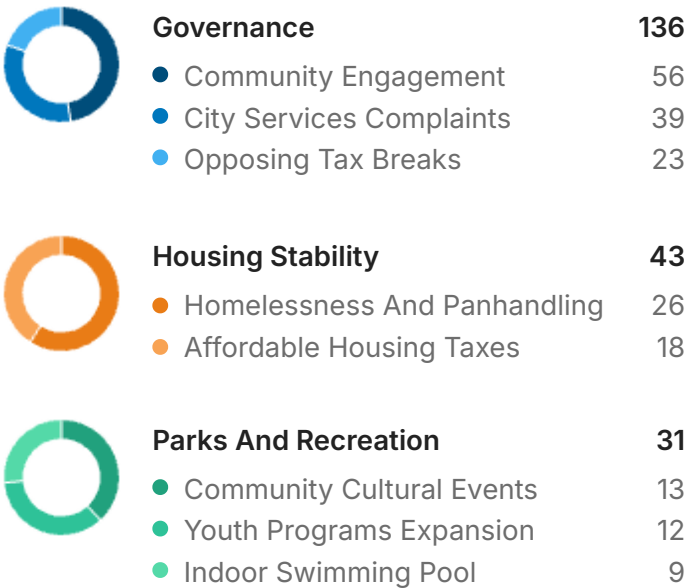
Most Common Topics

268 labeled responses out of 321



Top 3 Topics Breakdown

Number of responses by leading subtopic



Rotating Survey Section

The rotating survey section focuses on areas of interest each cycle and can be updated as new areas of interest emerge.

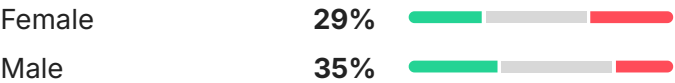
How satisfied are you with the recreation and health and wellness facilities available in Hermiston?

32%

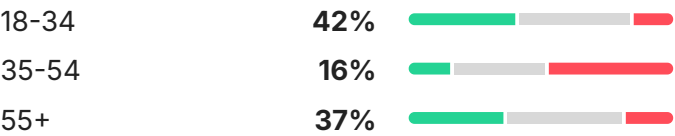
Neutral
41%

Negative
27%

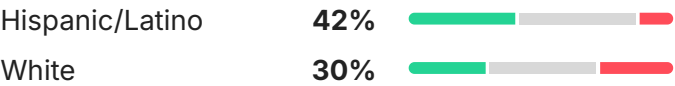
GENDER



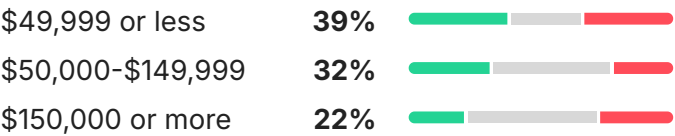
AGE



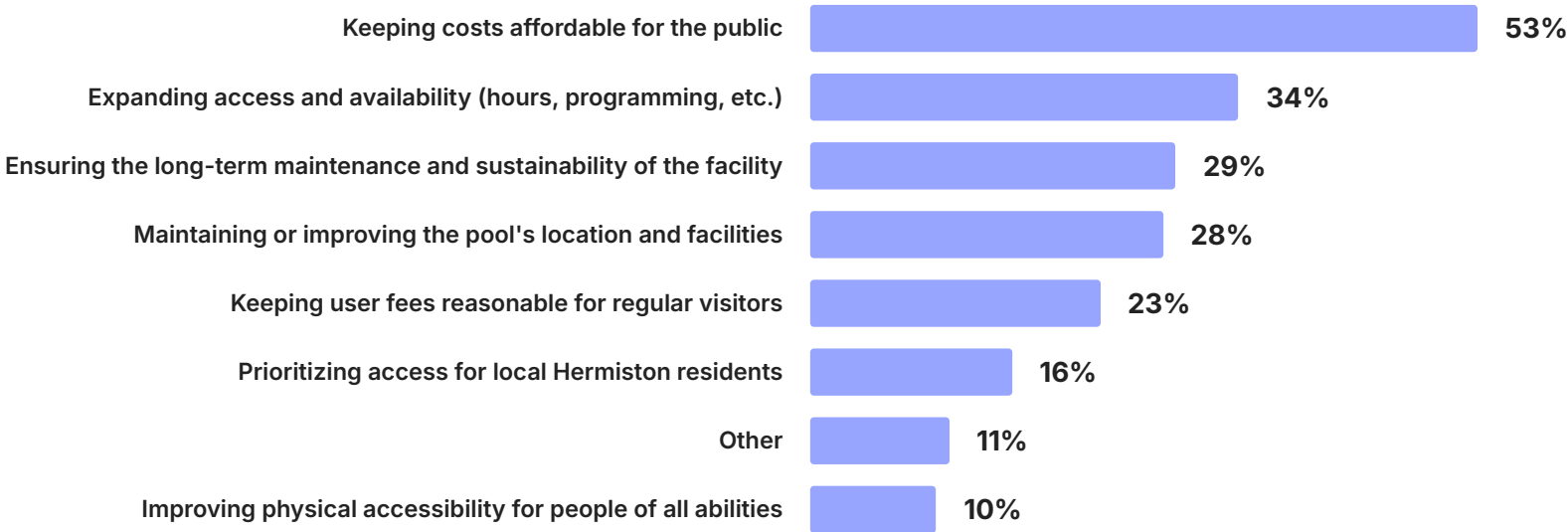
ETHNICITY



INCOME



When thinking about Hermiston's public pool, which of the following are your top priorities?



To view the full question breakdown, visit your Zencity [dashboard](#)

On a scale of strongly disagree to strongly agree, do you feel Hermiston is growing in the right direction?

28% ↓ 8% 

Neutral 34% • ↓ 6% Negative 37% • ↑ 12%

 This result is noteworthy

GENDER

Female 29% ↓ 3%-pt 

Male 28% ↓ 11%-pt 

AGE

18-34 34% ↓ 8%-pt 

35-54 20% ↓ 15%-pt 

55+ 30% ↓ 1%-pt 

ETHNICITY

Hispanic/Latino 36% ↓ 17%-pt 

White 31% ↑ 1%-pt 

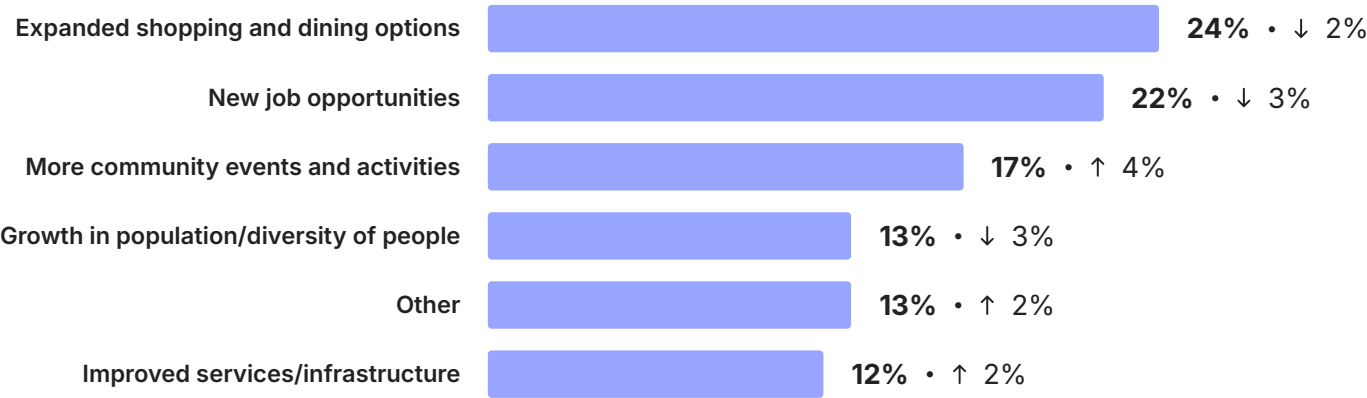
INCOME

\$49,999 or less 30% ↓ 4%-pt 

\$50,000-\$149,999 31% ↓ 8%-pt 

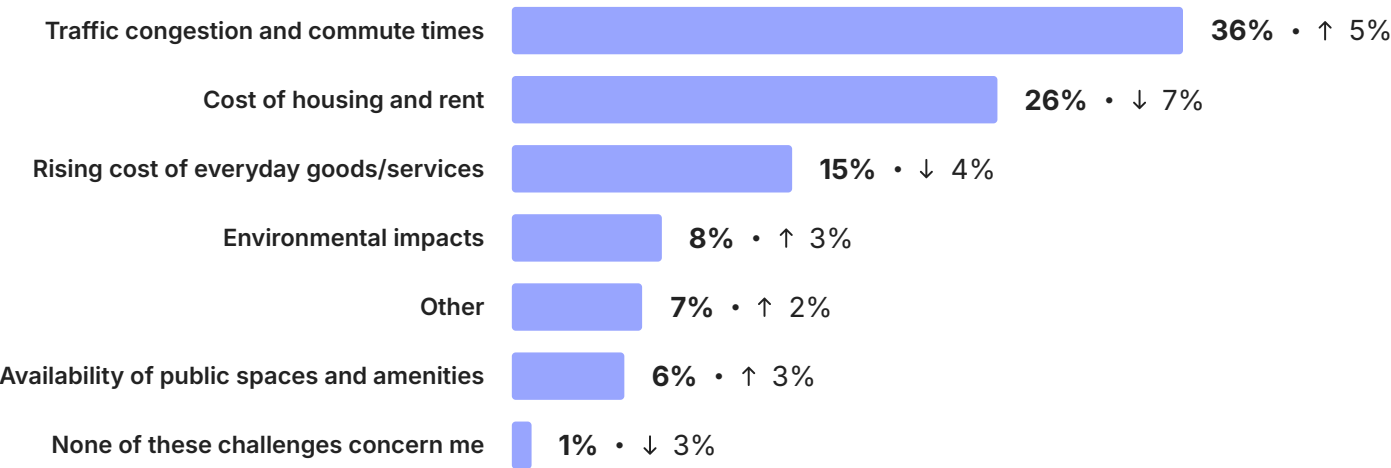
\$150,000 or more 21% ↓ 12%-pt 

Which aspect of Hermiston’s recent growth do you appreciate the most?



To view the full question breakdown, visit your Zencity [dashboard](#)

Which of the following challenges related to Hermiston’s growth concern you the most?



To view the full question breakdown, visit your Zencity [dashboard](#)

The Questionnaire

Questions	Choices
How is the overall quality of life in Hermiston? *	1 - 5 Scale (Poor - Excellent)
How likely are you to recommend Hermiston as a place to live? *	1 - 5 Scale (Very unlikely - Very likely)
How likely are you to be living in Hermiston 5 years from now? *	1 - 5 Scale (Very unlikely - Very likely)
Availability of affordable housing *	1 - 5 Scale (Poor - Excellent)
Availability of jobs that pay a living wage	1 - 5 Scale (Poor - Excellent)
Access to quality health care services	1 - 5 Scale (Poor - Excellent)
Access to quality education	1 - 5 Scale (Poor - Excellent)
Availability of a variety of art and cultural events *	1 - 5 Scale (Poor - Excellent)
What is the most important thing you think Hermiston can do to improve the availability of a variety of art and cultural	Add programming for children and families / Add programming for adults and seniors / Support a local museum or cultural center / Financially support more community events

Questions	Choices
events?	/ Invest more in venues like EOTEC and the Community Center / Provide funding for public art and art shows / Do a better job communicating and promoting events that already exist / Other
Ease of getting around by public transportation <i>This question was asked to everyone that answered above 2 to the question Availability of a variety of art and cultural events</i>	1 - 5 Scale (Poor - Excellent)
Ease of getting around by foot or bicycle *	1 - 5 Scale (Poor - Excellent)
What is the most important thing you think Hermiston can do to improve the ease of getting around by foot or bicycle?	Improve the quality and condition of existing sidewalks and pathways / Better connect sidewalks and pathways across gaps in the network / Improve traffic controls and road crossings for pedestrians and cyclists / Create more clearly marked routes through town / Expand recreational walking and biking options / Add public bike racks and storage options downtown / Other
Sense of overall safety * <i>This question was asked to everyone that answered above 2 to the question Ease of getting around by foot or bicycle</i>	1 - 5 Scale (Poor - Excellent)
What is the most important thing you think Hermiston can do to improve your sense of overall safety?	Increase police visibility and presence in the community / Improve the quality of police and emergency medical services / Establish or expand neighborhood watch programs / Address public drug use and connect unhoused individuals to local services / Improve street lighting in public areas / Improve the safety of crosswalks and pedestrian road crossings / Other

Questions	Choices
Sense of community among residents <i>This question was asked to everyone that answered above 2 to the question Sense of overall safety</i>	1 - 5 Scale (Poor - Excellent)
Acceptance of residents of all backgrounds	1 - 5 Scale (Poor - Excellent)
Ability of residents to give input to the Hermiston government	1 - 5 Scale (Poor - Excellent)
Overall cleanliness and maintenance	1 - 5 Scale (Poor - Excellent)
Quality of parks and recreational amenities	1 - 5 Scale (Poor - Excellent)
Quality of waste and recycling services	1 - 5 Scale (Poor - Excellent)
Overall quality of services provided by Hermiston	1 - 5 Scale (Poor - Excellent)
What is the #1 thing you think the Hermiston government does well?	Open Ended

Questions	Choices
What is the #1 thing you think the Hermiston government could do to improve its services?	Open Ended
How satisfied are you with the recreation and health and wellness facilities available in Hermiston?	1 - 5 Scale (Very dissatisfied - Very satisfied)
When thinking about Hermiston's public pool, which of the following are your top priorities?	Keeping costs affordable for the public / Expanding access and availability (hours, programming, etc.) / Improving physical accessibility for people of all abilities / Maintaining or improving the pool's location and facilities / Keeping user fees reasonable for regular visitors / Prioritizing access for local Hermiston residents / Ensuring the long-term maintenance and sustainability of the facility / Other
On a scale of strongly disagree to strongly agree, do you feel Hermiston is growing in the right direction?	1 - 5 Scale (Strongly disagree - Strongly agree)
Which aspect of Hermiston's recent growth do you appreciate the most?	New job opportunities / Expanded shopping and dining options / More community events and activities / Growth in population/diversity of people / Improved services/infrastructure / Other
Which of the following challenges related to Hermiston's growth concern you the most?	Traffic congestion and commute times / Cost of housing and rent / Rising cost of everyday goods/services / Environmental impacts / Availability of public spaces and amenities / None of these challenges concern me / Other
In what year were you born? *	Open Ended

Questions	Choices
Which of the following do you identify as? *	Male / Female / Prefer to self-describe
Please state the gender you identify as.	Open Ended
Which one of these statements best describes your current situation? * <i>This question was asked to everyone that answered to the question Which of the following do you identify as?</i>	Full-time employed / Part-time employed / Unemployed / Student / Apprentice/intern / In retirement or early retirement / Permanently disabled / Fulfilling domestic tasks or looking after children/family / Prefer not to say / Other
Are you of Hispanic, Latino, or Spanish origin? *	Yes / No / Prefer not to say
What is your race? *	White / Black or African American / American Indian or Alaska Native / Asian / Native Hawaiian, Samoan, Chamorro, or other Pacific Islander / Prefer not to say / Other
Is your home: *	Owned by you or someone in your household, with or without a mortgage or loan? / Rented? / Occupied without payment of rent? / Prefer not to say
What is the highest level of school you have completed or the highest degree you have received? *	Less than a high school diploma / High school graduate or GED / Some college but no degree / Associate degree in college / Bachelor's degree (For example: BA, AB, BS) / Master's degree (for example: MA, MS, MBA) / Professional School Degree (for example: MD, DDS, DVM, LLB, JD) / Doctorate degree (for example: PhD, EdD) / Prefer not to say
Do any children under the age of 18 live in your household at least half of the time? *	Yes / No / Prefer not to say

Questions	Choices
Which category best represents your household's total income over the past year? *	\$14,999 or less / \$15,000-\$29,999 / \$30,000-\$49,999 / \$50,000-\$74,999 / \$75,000-\$99,999 / \$100,000-\$124,999 / \$125,000-\$149,999 / \$150,000-\$199,999 / \$200,000-\$299,999 / \$300,000 or more / Prefer not to say



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