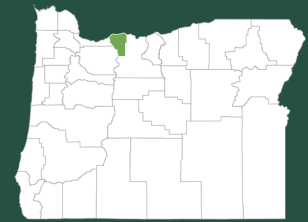




# HOOD RIVER COUNTY

## Oregon Voices Data Summary



County Total Population

**23,270**

### About the Summary

Oregon Voices began in summer of 2021 when The Ford Family Foundation invited 18,000 randomly selected households — 500 in each Oregon county — to complete a survey online or by mailing back a paper response. We then reached out to Ford Family friends and partners, encouraging them to participate and invite others to do the same. In total more than 4,300 Oregonians from all walks of life responded to the survey, generously sharing their honest reflections on the question we posed: *What is it like to live in your corner of the state?*

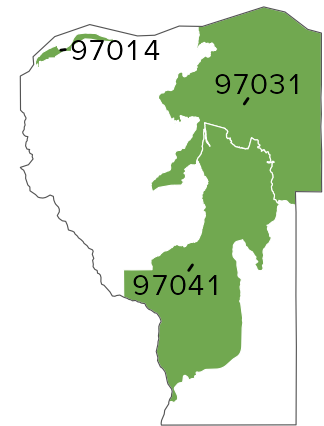
The following report provides a high-level summary of the survey data received from those who responded in Hood River County. Here the number of random household respondents outnumbered the Ford Family respondents. For clarity, the two data sets have been combined in the visualizations below, even though the two samples show differences in demographics and response patterns. Please interpret the findings with this in mind. Data have been rounded to the nearest whole number.

**Total number of Hood River County respondents: 79**  
Random household sample: 59, Ford Family sample: 20

### Key Highlights

- Hood River County respondents enjoy their access to outdoor recreation, beautiful scenery and other amenities. They worry about wildfires and the health effects of smoke.
- Respondents are concerned about the high cost of housing and living in Hood River County. They highlight growing income inequality leading to divides between the “haves” and the “have nots.”
- Respondents describe a significant Hispanic population in Hood River County.

### All reporting zip codes

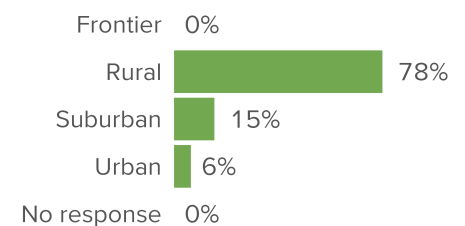


### Top 3 reporting zip codes

- 1 97031
- 2 97041
- 3 97014

### Rural/Urban

How respondents described their community, the immediate area where they live



Two of the early survey questions asked people to name something they appreciate or that concerns them about where they live. Their open-ended responses were coded into categories. These are the top two results for Hood River County.

What respondents **APPRECIATE** most about where they live



**Natural Environment**

Beauty, recreation, public land, parks, water, disasters, climate



**Community, People**

Culture, relationships conflict, size, leadership, change

What **CONCERNS** respondents most about where they live



**Services/Economy**

Housing, infrastructure, healthcare, education, jobs, industry, businesses, shopping, cultural events



**Community, People**

Culture, relationships conflict, size, leadership, change

*“It is open, kind and caring, but it’s getting loved to death by tourists.”*

*“There’s easy access to a variety of recreation, entertainment, goods and services, healthcare, continuing education, volunteer opportunities, and people are open, cooperative, and friendly.”*

*“It is beautiful and family- and community-oriented.”*

*“Small and close-knit community, beautiful scenery”*

*“We lack affordable housing and representation for people of color.”*

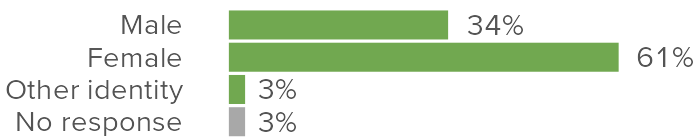
*“It has become very busy with tourists and people escaping overpopulated areas, hence making this place overpopulated and busy.”*

**Respondent Demographics**

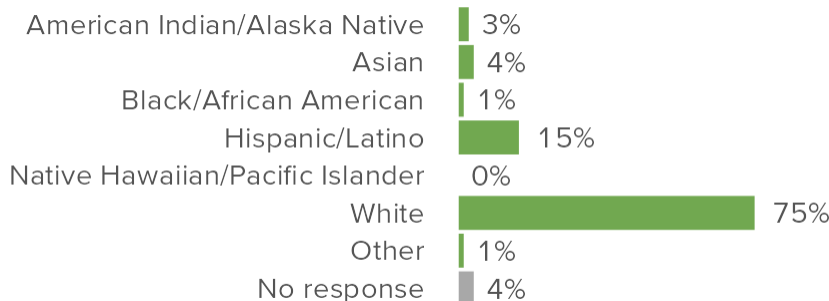
**Age of respondents**



**Gender**



**Race/Ethnicity**



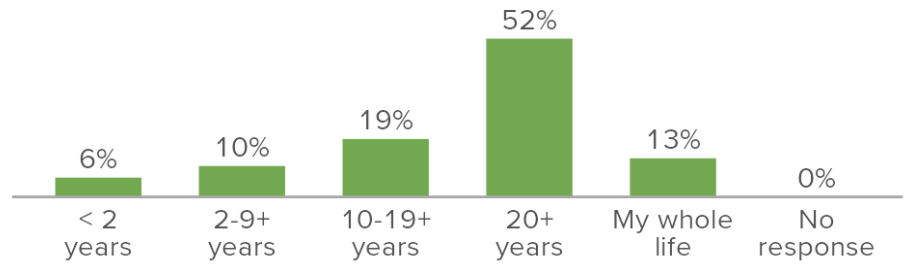
Percentages may sum to more than 100 if respondents selected multiple options.



**Years living in Oregon**

**65%**

of all respondents report living in Oregon for their whole life or 20 years or more



**Homeownership**

**8 out of 10**

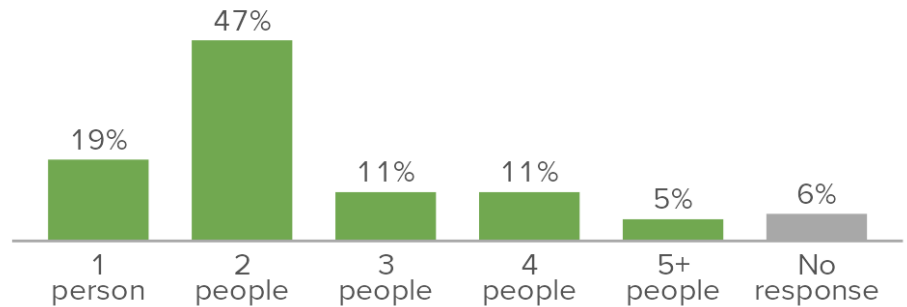
respondents own their home



**Household size**

**2.4**

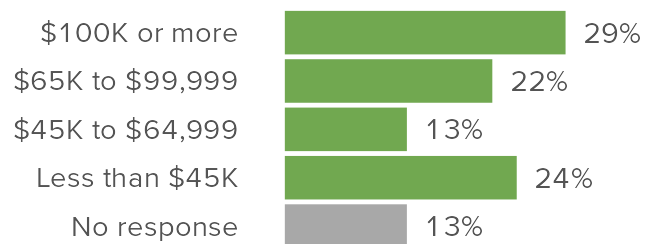
average number of people who live in the respondent's household



**Household annual income**

**24%**

of respondents reported household incomes falling under \$65K



**Emergency funds**

**10%**

of respondents would find it "difficult" or "very difficult" to get \$1,000 to pay for an emergency

**Trouble making ends meet**

**47%**

of respondents "agree" or "strongly agree" that "families are having trouble making ends meet"

**Homelessness**

**47%**

of respondents "agree" or "strongly agree" that "homelessness is a problem" in their community



# 7 out of 10

respondents  
LOVE where they live



## Community participation

*"I feel that work needs to be done to make rural Oregon more welcoming to Black, Indigenous and people of color who may wish to live in smaller towns. I also am concerned that the extreme political divide we are experiencing is undermining our sense of community."*

*"There is a strong sense of community. Many activities happen that involve the community."*

*"It's a recreational paradise with a strong art community. There's a divide between cultures, American and Mexican-American, but this is blending over time and generations."*

Respondents indicated the extent to which they perceive that people where they live participate in their community in the following ways:

Results below 5% are not labeled due to space constraints.

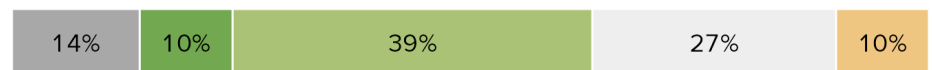
### STRONGLY AGREE

### STRONGLY DISAGREE

#### Take care of each other during hard times



#### Come together to solve community problems



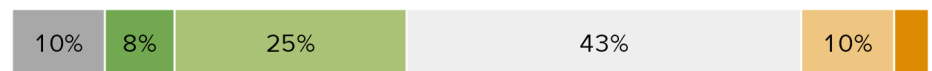
#### Attend community events



#### Go to church



#### Welcome newcomers



## Community traditions

**54%**

of respondents participate in community traditions or annual events

## Pride in community

**87%**

of respondents are "often" or "always" proud to tell others where they live

## Voting

**81%**

of respondents report that they "always" vote

## Community service

**43%**

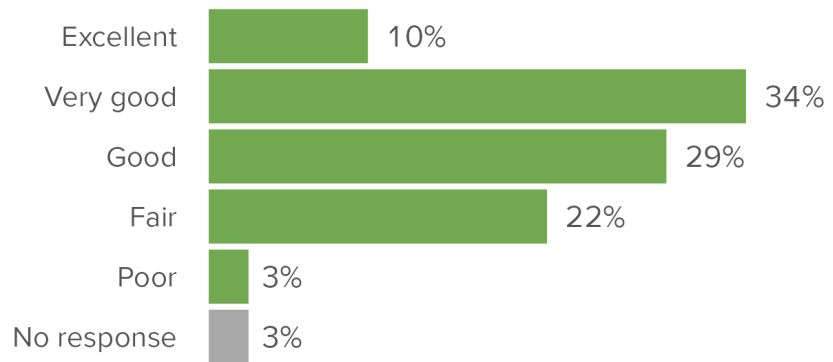
of respondents report that they volunteer at least once a month



**Physical health**

**73%**

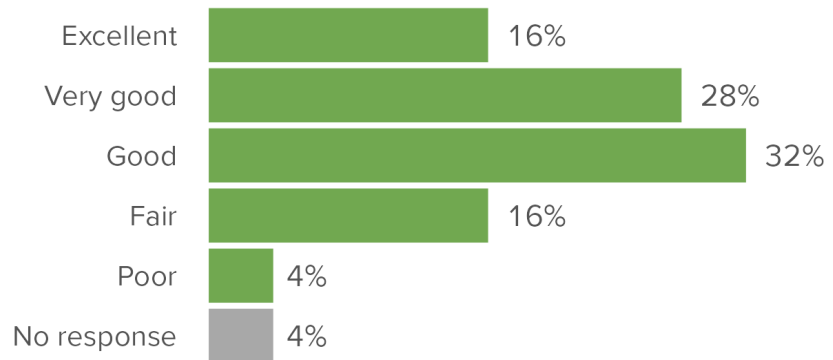
of respondents rated their physical health as “good” or better



**Mental health**

**76%**

of respondents rated their mental health as “good” or better



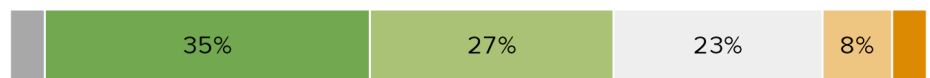
**Medical and dental care**

**62%**

of respondents “agree” or “strongly agree” that they have “enough medical and dental providers” in their community

**STRONGLY AGREE**

**STRONGLY DISAGREE**



Results below 5% are not labeled due to space constraints.

**Child abuse and neglect**

**10%**

of respondents “agree” or “strongly agree” that “child abuse and neglect is a significant problem” in their community”

**Substance abuse**

**23%**

of respondents “agree” or “strongly agree” that their community has “many residents struggling with substance abuse”

**Mental illness**

**29%**

of respondents “agree” or “strongly agree” that their community has “many residents struggling with mental illness”



**Education**

**75%**

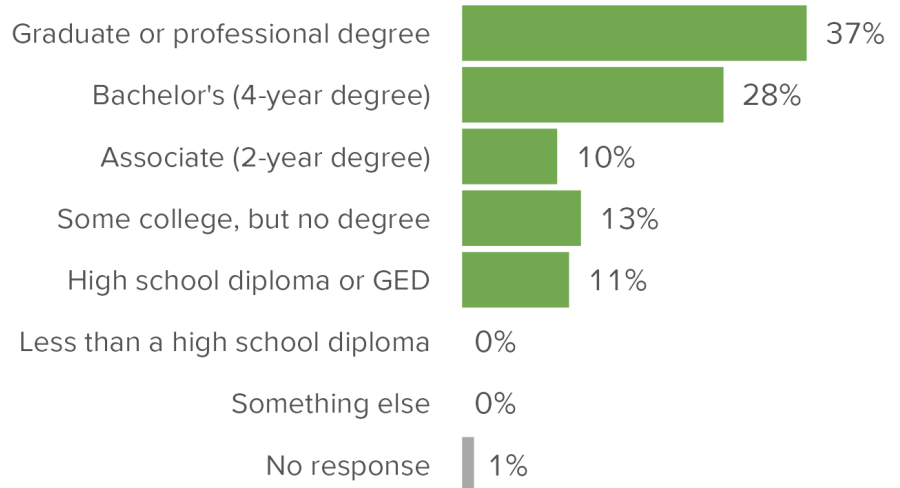
of respondents report having completed an associate degree or above

**Students**

**8%**

of respondents identified as a current student

**Respondents' highest level of education completed**



**Employment**

**Wages**

**61%**

of respondents "agree" or "strongly agree" that "jobs do not pay enough" in their community

**Perception of unemployment**

**9%**

of respondents "agree" or "strongly agree" that "a lot of people are unemployed" in their community

**Self-employment**

**20%**

of respondents identified as self-employed

**Employment status of respondents**

<b>Employed</b>	<b>52%</b>
Full-time	39%
Part-time	13%
<b>Unemployed</b>	<b>8%</b>
Looking for work	3%
Not looking for work	3%
Unable to work due to disability	3%
<b>Other</b>	<b>37%</b>
Homemaker/manage your home	1%
Retired	34%
Something else	1%
<b>No response</b>	<b>4%</b>

Due to rounding, percentages in grouped rows may differ from the sum of the individual rows below it.



**Services**

*“There is a GREAT disparity between the haves and have nots, so while there are many people who can afford to purchase \$600,000 homes there are also many who struggle.”*

*“We could use more designated bike lanes on the streets, in town hiking trails, parks and downtown parking.”*

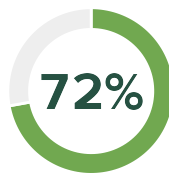
*“I’m concerned that the Hood River Valley is becoming choked with cars and fumes, crumbling infrastructure and the city population that has more than doubled in the last 40 years. The ecological and social problems that arise from overcrowding are in full swing.”*

*“I worry about how the high housing costs are going to impact the future of our community and long-term livability.”*

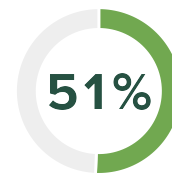
*“We need support for working single moms, like subsidized child care or more and longer school activities.”*

**Respondents who reported they “agree” or “strongly agree” the following services are available where they live:**

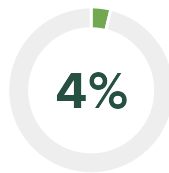
Good schools



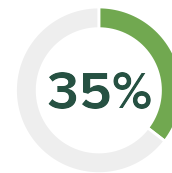
Enough places to shop



Affordable housing



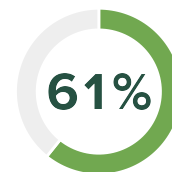
Good streets and roads



Reliable internet



Community-wide cell service



**Healthy food**

**89%**

of respondents “agree” or “strongly agree” that they have easy access to healthy foods

**Top 3 places respondents get food for weekly meals**

- 1 Grocery stores
- 2 Restaurants
- 3 Backyard or local garden

**Lack of child care**

**47%**

of respondents “agree” or “strongly agree” that “child care is hard to find”

**Lack of places for youth to hang out**

**38%**

of respondents “agree” or “strongly agree” that “youth do not have places to hang out”



For data summaries for each county in Oregon,  
more research and to explore the data on your own, visit

**orvoices.org.**



Research conducted in partnership with ECONorthwest and  
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April 2023

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*Oregon Voices*. [www.orvoices.org](http://www.orvoices.org).

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