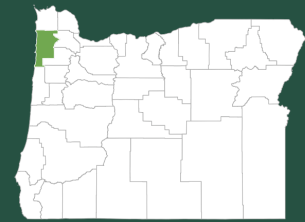




TILLAMOOK COUNTY

Oregon Voices Data Summary



County Total Population

26,782

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?*

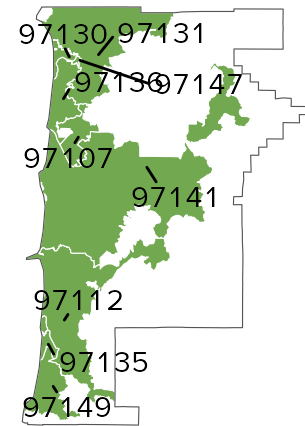
The following report provides a high-level summary of the survey data received from those who responded in Tillamook County. Here the number of random household respondents outnumbered the Ford Family respondents. For clarity, the two data sets have been combined in the visualizations below, even though 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 Tillamook County respondents: 93
Random household sample: 57, Ford Family sample: 36

Key Highlights

- Located on the North Coast, Tillamook County has served as a central hub for Oregon’s dairy industry.
- Respondents are concerned about the negative impact the increase in tourism is having on their community, housing and services.
- Respondents have a great appreciation for the surrounding natural beauty and natural resources but are concerned about flooding, wildfire and the lack of emergency services available.

All reporting zip codes

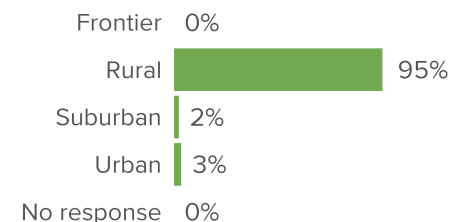


Top 3 reporting zip codes

- 1 97141
- 2 97131
- 3 97112


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 Tillamook 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

“I appreciate the natural beauty and the fresh clean air of the Oregon Coast. I do like the small-town lifestyle, though it is a lot different with all the people visiting.”

“I have lived in Oregon my entire life. I once loved it here but I no longer feel that way. We have been taken over by tourism — there are too many people now, it’s all about money — and I feel we are being pushed out of our own communities and state.”

“It’s a diverse county economically. The north end is quite wealthy. It does not have affordable housing or services for those not so well-off. An increasing number of people are living in vehicles and RVs.”

“As an elderly adult, I feel sadness about how our town feels like it is in disrepair and slowly fading.”

“It feels safe and predictable and offers a reasonable combination of services and privacy.”

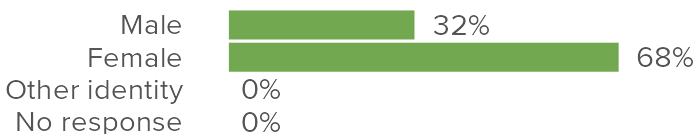
“I’m concerned about divisive politics and the lack of affordable housing.”

Respondent Demographics

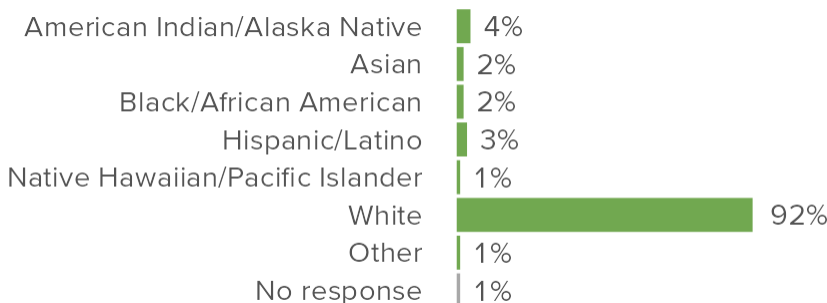
Age of respondents



Gender



Race/Ethnicity



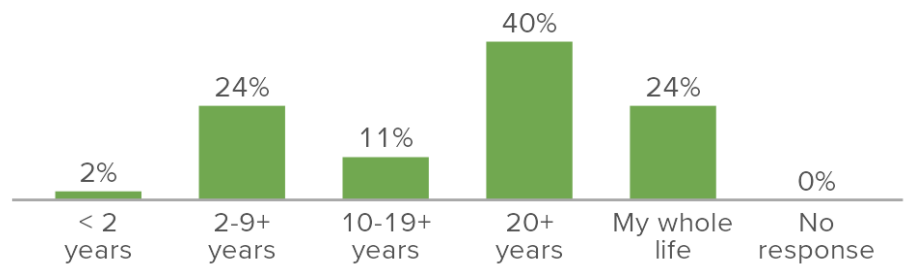
Percentages may sum to more than 100 if respondents selected multiple options.



Years living in Oregon

63%

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



Homeownership

8 out of 10

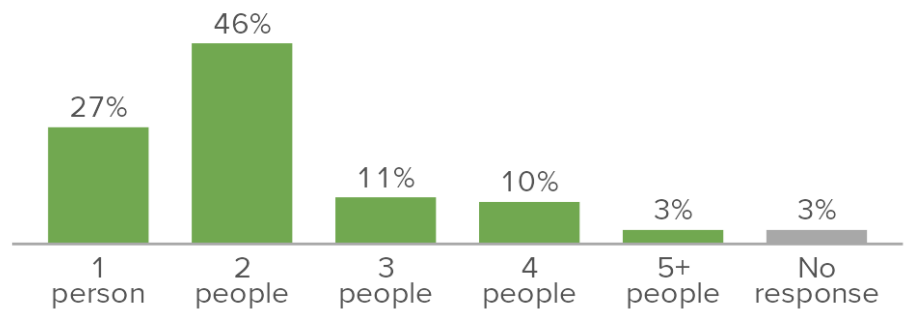
respondents own their home



Household size

2.2

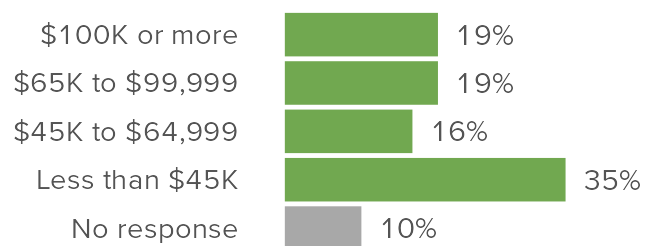
average number of people who live in the respondent's household



Household annual income

35%

of respondents reported household incomes falling under \$65K



Emergency funds

18%

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

Trouble making ends meet

57%

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

Homelessness

59%

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



5 out of 10

respondents
LOVE where they live



Community participation

“Our communities need to be more welcoming and supportive of immigrants. The Hispanic population is now a critical part of the workforce.”

“It is becoming more divided, with political division affecting people’s interactions and support of others and of community programs. In emergencies, though, people come together to manage the crisis since outside support can be limited for some time.”

“We’re living in a fragile harmony with Trump supporters, anti-vaxxers, white privileged newcomers and Timber Unity neighbors — all of whom 20 years ago I would have described as just being hardworking, independent-minded people. Everything is politicized and spread by polarized media and social media.”

“I’m concerned by the quality of the community with out-of-state investors buying up and renting out their properties.”

“People visit freely at the YMCA, grocery store and at our local events.”

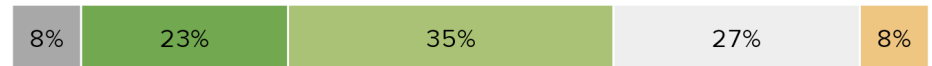
Respondents indicated the extent to which they perceive that people where they live participate in their community in the following ways:

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

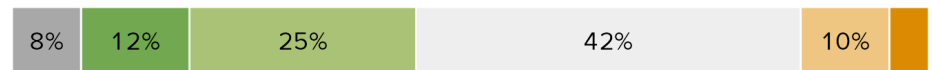
STRONGLY AGREE

STRONGLY DISAGREE

Take care of each other during hard times



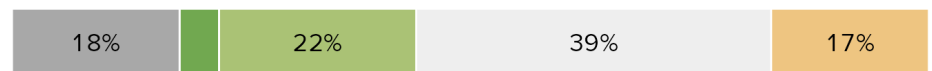
Come together to solve community problems



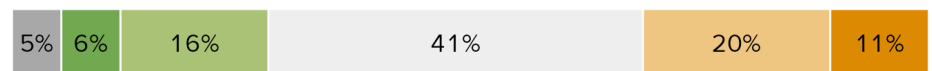
Attend community events



Go to church



Welcome newcomers



Community traditions

51%

of respondents participate in community traditions or annual events

Pride in community

78%

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

Voting

87%

of respondents report that they “always” vote

Community service

42%

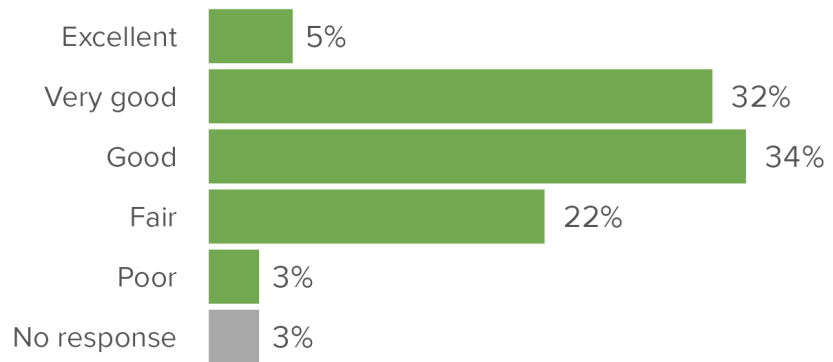
of respondents report that they volunteer at least once a month



Physical health

72%

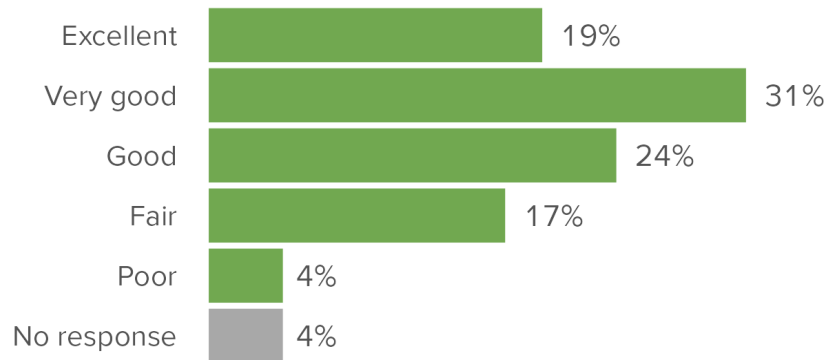
of respondents rated their physical health as “good” or better



Mental health

74%

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



Medical and dental care

24%

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



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

Child abuse and neglect

23%

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

Substance abuse

54%

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

Mental illness

38%

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



Education

59%

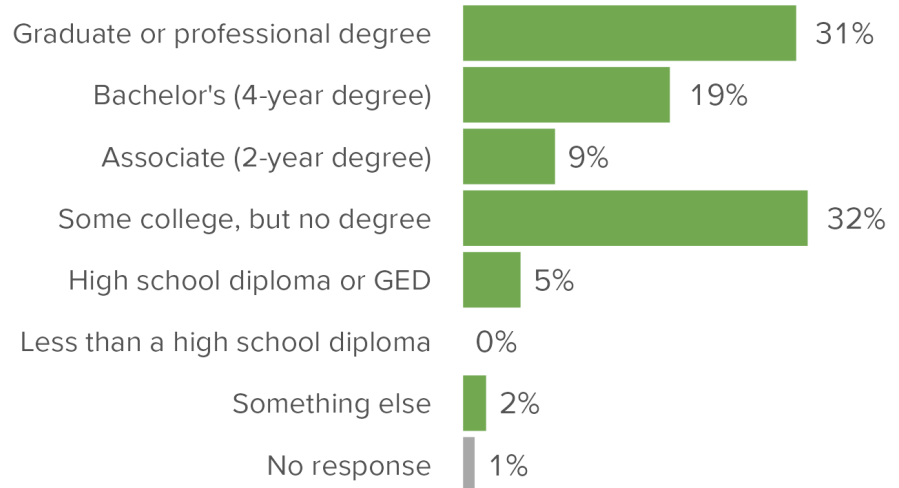
of respondents report having completed an associate degree or above

Students

2%

of respondents identified as a current student

Respondents' highest level of education completed



Employment

Wages

58%

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

Perception of unemployment

27%

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

Self-employment

18%

of respondents identified as self-employed

Employment status of respondents

Employed	40%
Full-time	26%
Part-time	14%
Unemployed	10%
Looking for work	1%
Not looking for work	1%
Unable to work due to disability	8%
Other	45%
Homemaker/manage your home	5%
Retired	40%
Something else	0%
No response	5%

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



Services

“This community cares a lot about youth and providing youth with access to educational, recreational and enrichment opportunities.”

“We need affordable housing, a lot more long-term rentals and apartments, and a cap on vacation rentals.”

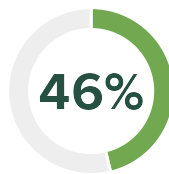
“We have poor access to reliable cell phone service and limited broadband availability.”

“There’s a lack of affordable housing. Services for elders and disabled are lacking. Health care services are subpar.”

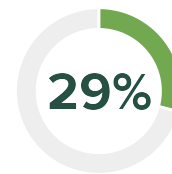
“Road safety is a concern. There are so many auto accidents on our roads.”

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

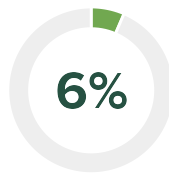
Good schools



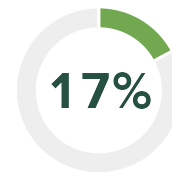
Enough places to shop



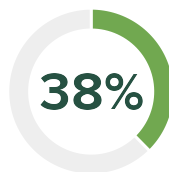
Affordable housing



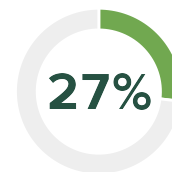
Good streets and roads



Reliable internet



Community-wide cell service



Healthy food

57%

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 Superstores
- 3 Restaurants

Lack of child care

43%

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

Lack of places for youth to hang out

59%

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
the Regional Research Institute for Human Services at Portland State University



April 2023

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