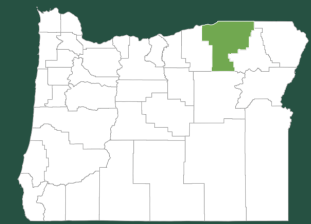




# UMATILLA COUNTY

## Oregon Voices Data Summary



County Total Population

**77,319**

### 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?*

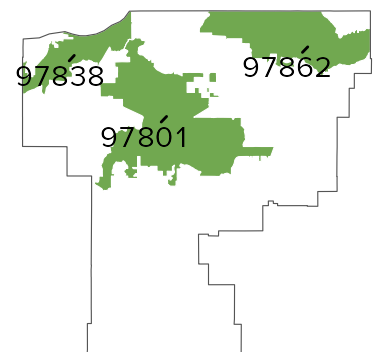
The following report provides a high-level summary of the survey data received from those who responded in Umatilla County. Here the number of Ford Family respondents outnumbered the random household respondents. For clarity, the two data sets have been combined in the visualizations below, even though 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 Umatilla County respondents: 123**  
Random household sample: 41, Ford Family sample: 82

### Key Highlights

- Umatilla County is home to the Confederated Tribes of the Umatilla Indian Reservation, Blue Mountain Community College and the famous Pendleton Round-Up.
- Respondents appreciate their family-oriented community and the help people give one another.
- Respondents say that the community can be unwelcoming of differing political views and name racism as an ongoing challenge.

### All reporting zip codes

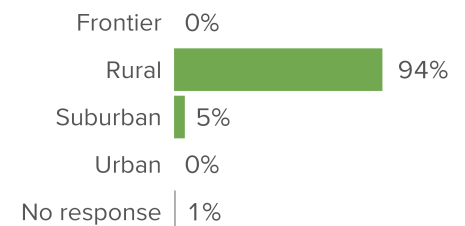


### Top 3 reporting zip codes

- 1 97801
- 2 97838
- 3 97862

### 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 Umatilla County.

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



**Community, People**

Culture, relationships conflict, size, leadership, change



**Services/Economy**

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

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



**Community, People**

Culture, relationships conflict, size, leadership, change



**Services/Economy**

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

*“People are friendly, houses are not crowded together and children are safe in the community.”*

*“We are lucky to live by a larger city for access to arts, culture, food and shopping.”*

*“I love my community, but we need to teach cultural competency.”*

*“We live on stolen ground with the Confederated Tribes of the Umatilla Indian Reservation nearby but we rarely honor the Native Americans other than with some ceremony at Round Up.”*

*“As a person of color, I am observing an increase in racism in my community. My children are also experiencing this.”*

*“Our population is small, so our voices and concerns are never as important as heavily populated areas in the state.”*

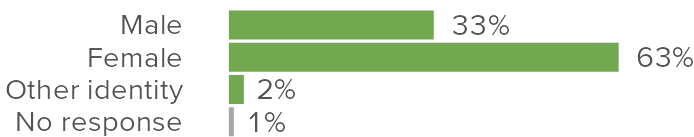
*“We like being rural. We don’t like big government.”*

**Respondent Demographics**

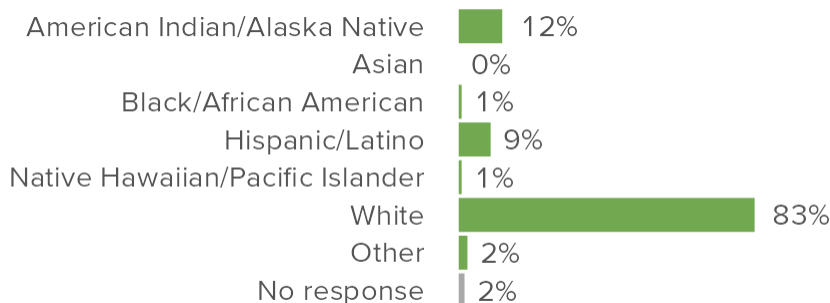
**Age of respondents**



**Gender**



**Race/Ethnicity**



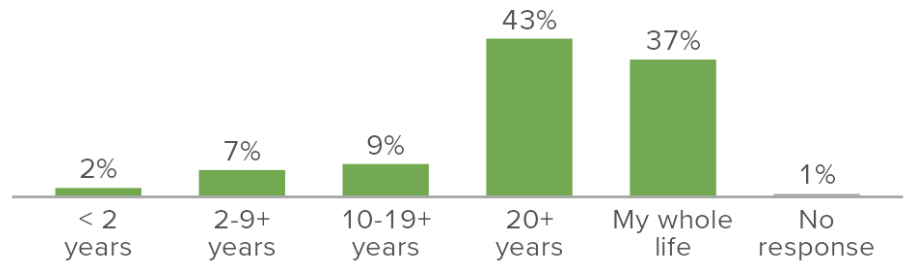
Percentages may sum to more than 100 if respondents selected multiple options.



**Years living in Oregon**

**80%**

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



**Homeownership**

**8 out of 10**

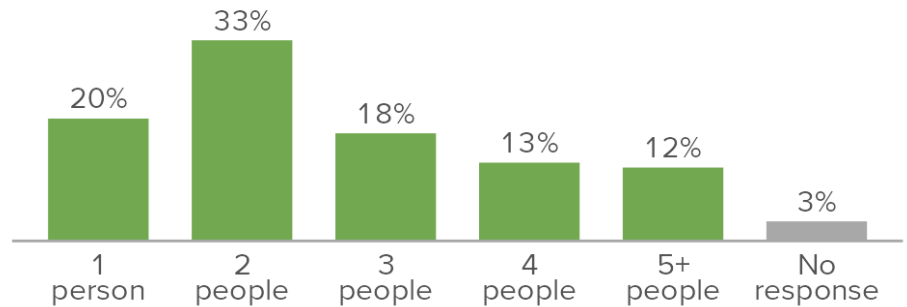
respondents own their home



**Household size**

**2.7**

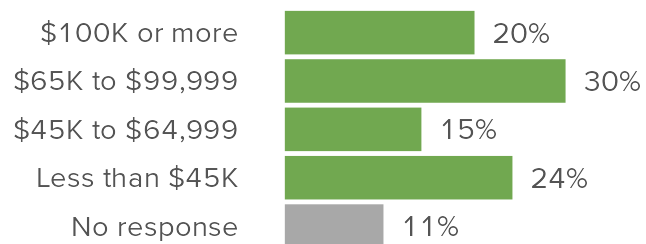
average number of people who live in the respondent's household



**Household annual income**

**24%**

of respondents reported household incomes falling under \$65K



**Emergency funds**

**28%**

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

**Trouble making ends meet**

**59%**

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

**Homelessness**

**63%**

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



# 4 out of 10

respondents  
LOVE where they live



## Community participation

*“You get to know the business workers and owners and feel like you are an important part of the community.”*

*“It’s very community oriented here. We’re focused on kids, restoring GEM Theatre and civic-minded activities.”*

*“People are friendly but it seems like a front to me. There are many ‘cliques’ in town and it can feel almost like high school.”*

*“The community does try to help out when needed and watch out for one another.”*

*“It is a very conservative community and is not very welcoming to different ideologies or people of color who are not Latinx.”*

*“Many people use racist, sexist and homophobic language here — more than anywhere else I’ve lived.”*

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.

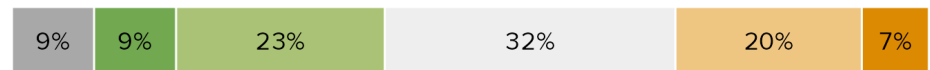
**STRONGLY AGREE**

**STRONGLY DISAGREE**

### Take care of each other during hard times



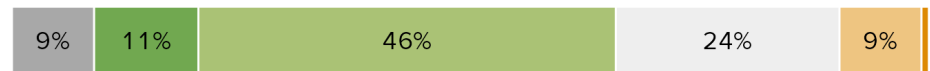
### Come together to solve community problems



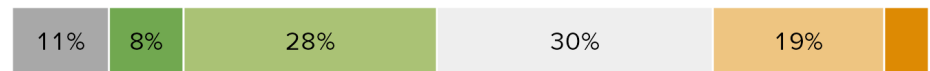
### Attend community events



### Go to church



### Welcome newcomers



## Community traditions

**61%**

of respondents participate in community traditions or annual events

## Pride in community

**59%**

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

## Voting

**83%**

of respondents report that they “always” vote

## Community service

**54%**

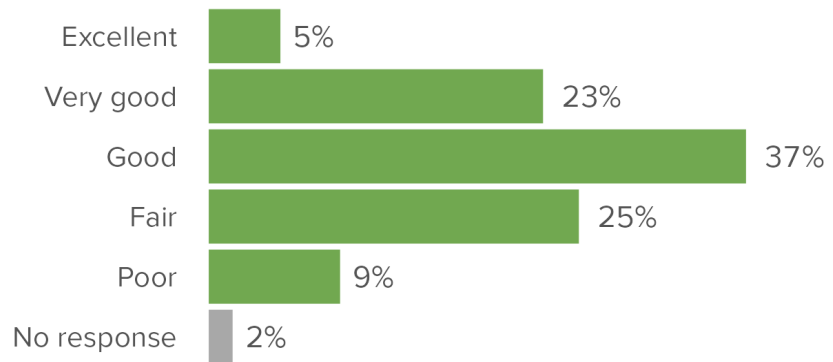
of respondents report that they volunteer at least once a month



**Physical health**

**64%**

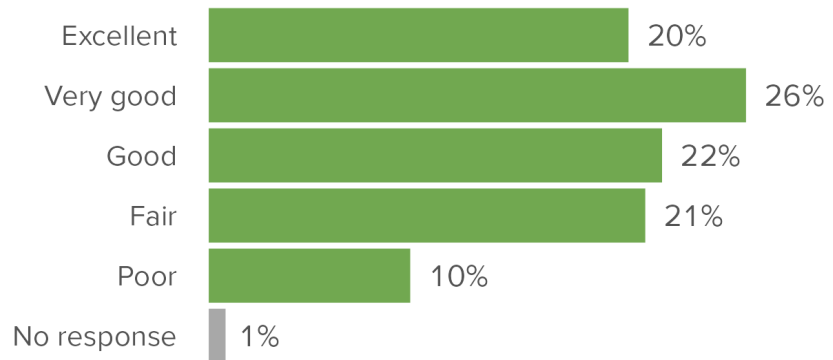
of respondents rated their physical health as “good” or better



**Mental health**

**68%**

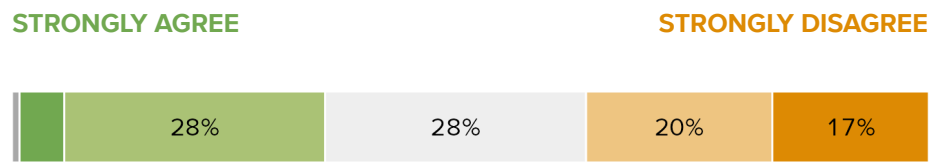
of respondents rated their mental health as “good” or better



**Medical and dental care**

**33%**

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**

**43%**

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

**Substance abuse**

**67%**

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

**Mental illness**

**56%**

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



**Education**

**62%**

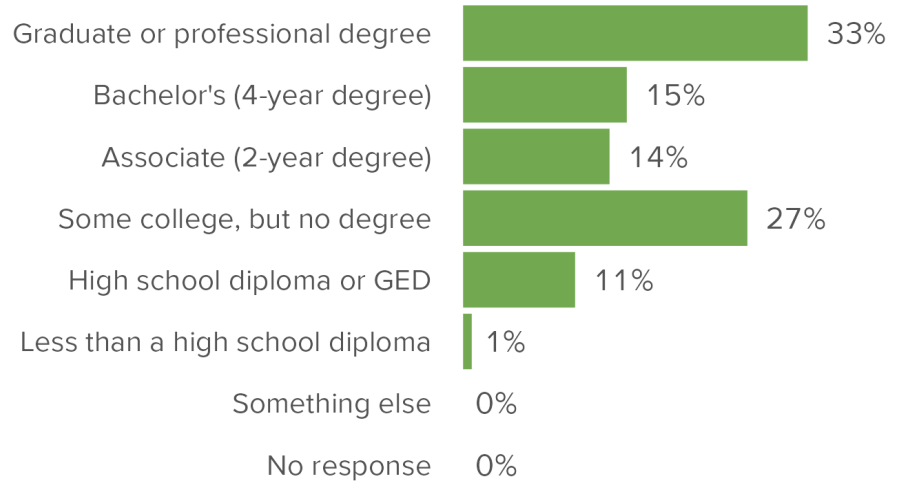
of respondents report having completed an associate degree or above

**Students**

**16%**

of respondents identified as a current student

**Respondents' highest level of education completed**



**Employment**

**Wages**

**54%**

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

**Perception of unemployment**

**33%**

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

**Self-employment**

**14%**

of respondents identified as self-employed

**Employment status of respondents**

<b>Employed</b>	<b>71%</b>
Full-time	54%
Part-time	17%
<b>Unemployed</b>	<b>6%</b>
Looking for work	1%
Not looking for work	2%
Unable to work due to disability	3%
<b>Other</b>	<b>22%</b>
Homemaker/manage your home	2%
Retired	19%
Something else	1%
<b>No response</b>	<b>2%</b>

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



**Services**

*“Young people and professionals leave because of the lack of childcare and housing. It is decimating our school system and making our community poorer.”*

*“The community has a decent population of young families so there is a lot of potential there. The concern is the shortage of child care.”*

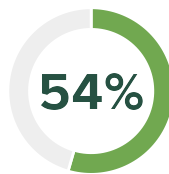
*“Public transportation is essentially non-existent. We have to drive 12-15 miles to access reasonably priced and quality groceries, medical care and pharmacies. Clothing purchases within 50 miles are available at only one store.”*

*“We need more shopping other than Walmart; much of our clothing is ordered online. Our two livestock supply stores have trouble keeping up with demand and are often out of what we need for our animals.”*

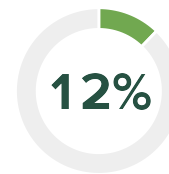
*“There’s very little housing available at any price. Child care is impossible, even with money.”*

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

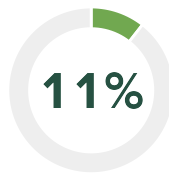
Good schools



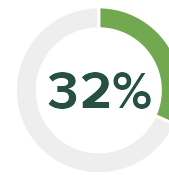
Enough places to shop



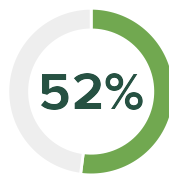
Affordable housing



Good streets and roads



Reliable internet



Community-wide cell service



**Healthy food**

**55%**

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**

**63%**

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

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

**69%**

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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