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Latest county data indicate progress for rural Oregon

Data reveal strong student support, migration growth and other notable trends in rural and frontier counties

ROSEBURG, Ore. — Today marks the release of [Oregon by the Numbers 2025](#). Each year, The Ford Family Foundation and Oregon State University (OSU) Extension Service compile and translate the most current state and federal data for all 36 counties in ways that community decision makers can easily use.

Oregon by the Numbers (OBTN) contains county-level profiles and in-depth reports on a variety of measures, including graduation rates, median income, crime and more. Each measure includes rankings that allow readers to see how their county compares with the rest of the state and is primed to support community action. OBTN is one of the only data tools available for free to all Oregonians that reports on county-level data for *every* county, regardless of size.

“*Oregon by the Numbers* relies on a committed public investment in data. While changes to how our country will collect information are still unclear, we know that without reliable data our ability to see the diversity of Oregonians’ experiences, and in turn take care of each other, will change,” said Kara Inae Carlisle, president and CEO of The Ford Family Foundation. “These data give leaders across the state the ability to take informed action. They show us opportunity. They bolster the efforts of community leaders and advocates. They direct our attention to the kids who need us most.”

This year, notable data trends across Oregon’s 36 counties include:

- An **increase** in ninth grade students on track for on-time graduation in rural Oregon, from 80.8 to 83.4 percent.
- An **increase** in net migration rates to rural Oregon between 2020-2023 nearly four times that of urban counties (40 versus 10.6 per 1,000 residents, respectively).



- A **decrease** in index crime – from 33.1 crime offenses per 1,000 residents to 29.4 statewide.
- An **increase** from \$76,632 to \$80,426 in median income statewide.
- A **decrease** from 48.2 to 45.6 percent in households experiencing financial hardship in rural Oregon.
- A statewide **increase** of almost 1,000 new publicly available electric vehicle charging stations.

This year, the data highlight focuses on Oregon’s Student Health Survey, a school-based survey of 6th, 8th and 11th graders that plays a key role in statewide efforts to ensure Oregon’s schools and communities create environments that help youth become healthy humans and successful learners. The highlight features two survey items that readers of the report could take action on: The extent to which Oregon students feel the people in their lives and in their schools care about and motivate them. Overall, 60 percent of students surveyed in 2024 agree there are people in their lives who encourage them to do their best.

“Viewing the results across Oregon, rural counties stand out for how adults support their students,” said Dr. Kasi Allen, vice president of learning and impact for the Foundation. “It gives us hope to build on when we see counties like Douglas, Baker, Wheeler, Wallowa, Union and Lake scoring in the top third of the state.”

This promising news comes despite a challenging context, as seen in this year’s data for child poverty. The updated data source for the measure now reports rates for all 36 counties, revealing disparities across the state. In rural Oregon, 18.6 percent of children under the age of 18 are living in families whose income falls below the Federal Poverty Level for their family size. In urban counties, that rate is 12.2 percent.

At tfff.org/obtn, readers can download the complete findings in English and Spanish, access individual county profiles and sign up to receive news of future editions.

About The Ford Family Foundation

The Ford Family Foundation believes in the power of rural communities. It is a private, nonprofit foundation proudly headquartered in Roseburg, Oregon, serving rural Oregon and Siskiyou County, California. Its investments through grants, scholarships and community building create the conditions so that children have the family, educational and community supports they need to succeed in life. www.tfff.org

General media inquiries

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