

# OUR CREATIVE FUTURE

co-creating an arts & cultural plan for all

Portland metro region and Clackamas, Multnomah, and Washington Counties

## Portland Metro Area Community Survey

April 2023



# Project Overview

## BACKGROUND & OBJECTIVES

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The Our Creative Future initiative is a collaborative effort between local governments across the greater Portland region and Clackamas, Multnomah, and Washington Counties. This cultural planning process aims to establish a vision for the future of arts and culture, recognizing that creativity is inherent in all of us and surrounds us in various forms, from grand stages to cherished family traditions. The process began in November 2022 with a steering committee comprised of 24 community members representing diverse perspectives, entrusted with designing engagement strategies to capture fresh ideas and insights. The Cultural Planning Group (CPG), a renowned national firm specializing in cultural arts plans, leads the process alongside Metropolitan Group, a Portland-based strategic consulting agency.

To ensure a comprehensive understanding of the needs, interests, and beliefs of the people in the Portland Metro Region, the public opinion research firm Research America Inc. has been enlisted to conduct a statistically valid community survey. This survey, designed in collaboration with CPG, will serve as a vital tool in shaping the plan, enabling community members to voice their perspectives and contribute to the vision, goals, and strategies of the region's arts and culture development. The results of this survey will inform the development of the plan, which is scheduled for presentation to Portland City Council and other government agencies in early 2024. By involving the communities that constitute the cities and counties of greater Portland, this inclusive and participatory approach ensures that the plan reflects the aspirations and aspirations of the people it serves.

## METHODOLOGY

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Results of this public opinion research are based on surveys completed via an online data collection method between April 20 and May 2, 2023. A total of 705 surveys were completed with a sample of adults age 18+ from metropolitan Portland counties (Clackamas, Multnomah, and Washington). The study included a base sample of n=603 residents of the Tri-County Region with an oversample of an additional n=102 people of color (POC). The POC oversample results were combined with the results of people of color from the base sample, resulting in a total of n=270 POC for in-depth analysis of this subgroup.

The survey length was approximately 17 minutes, composed of multiple choice, ranking and rating questions, available in English and Spanish languages. Demographic and geographic quotas were applied to data collection to mirror census counts for the region and statistical weights were applied in data analysis to ensure proportional representation. All results presented in this report have been weighted. Unweighted results are included in the corresponding Survey Topline reports.

The precision of online surveys is measured using a Bayesian statistics method which produces *credibility intervals*. Based on the total of 705 completed surveys, results of this study have an overall credibility interval of plus or minus 3.6 percentage points. Smaller sub-sets of data (i.e., by demographic, gender and other variables) have a higher credibility interval. All data has been statistically tested to determine significant differences between groups and reported accordingly in the management summary.

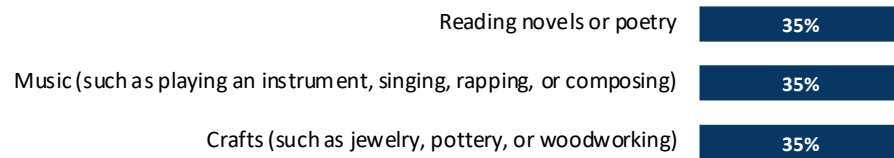


# Executive Summary

## Key Take-Aways

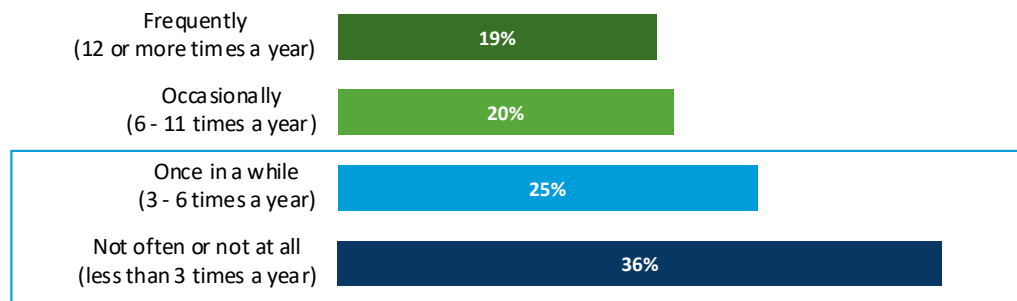
Respondents claim to do creative activities such as reading novels or poetry, music, and crafts in their communities.

### Creative activities done in community



However, 61% of general community members report infrequent involvement in local arts and cultural events or activities, claiming to attend such events 6 times a year or less.

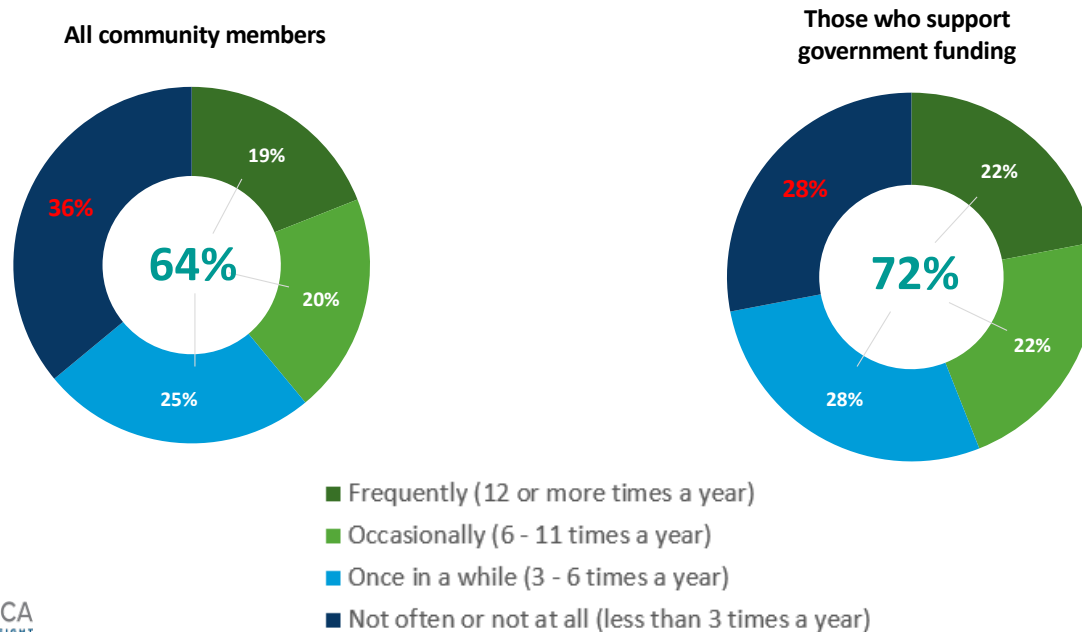
### Frequency of involvement with cultural events/activities



## Key Take-Aways

There is more engagement with local arts and cultural events and activities among community members who support dedicated government funding for arts and creative life. 64% of all community members engage at least 3 times a year, compared to 72% of community members who support government funding.

### Frequency of involvement with arts and cultural events/activities



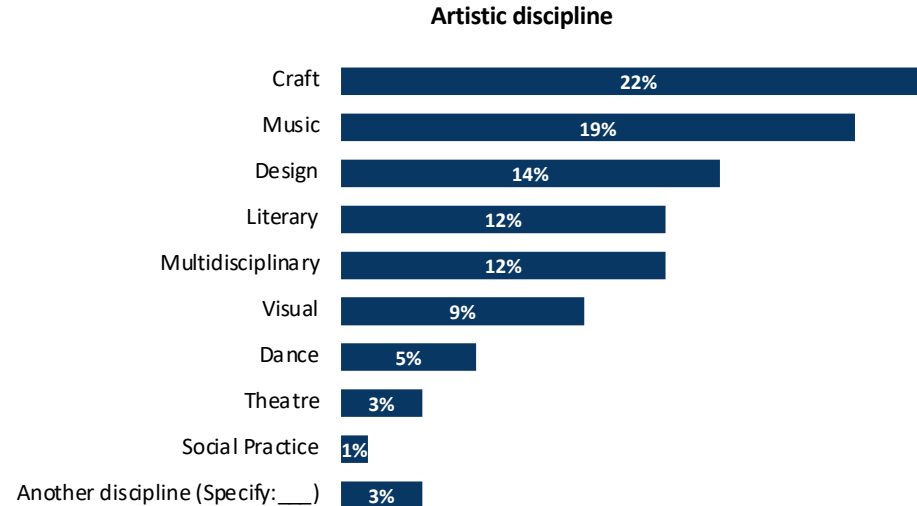
## Key Take-Aways

62% of respondents consider themselves artists, craftspersons or creative workers regardless of whether or not they make income from the activity. Of those 62%...

- Artist who does art for a hobby or leisure activity: 66%
- Aspiring professional artist: 20%
- Professional artist: 7%

A majority of artists, craftspersons, or creative workers consider their disciplines as craft, music, or design.

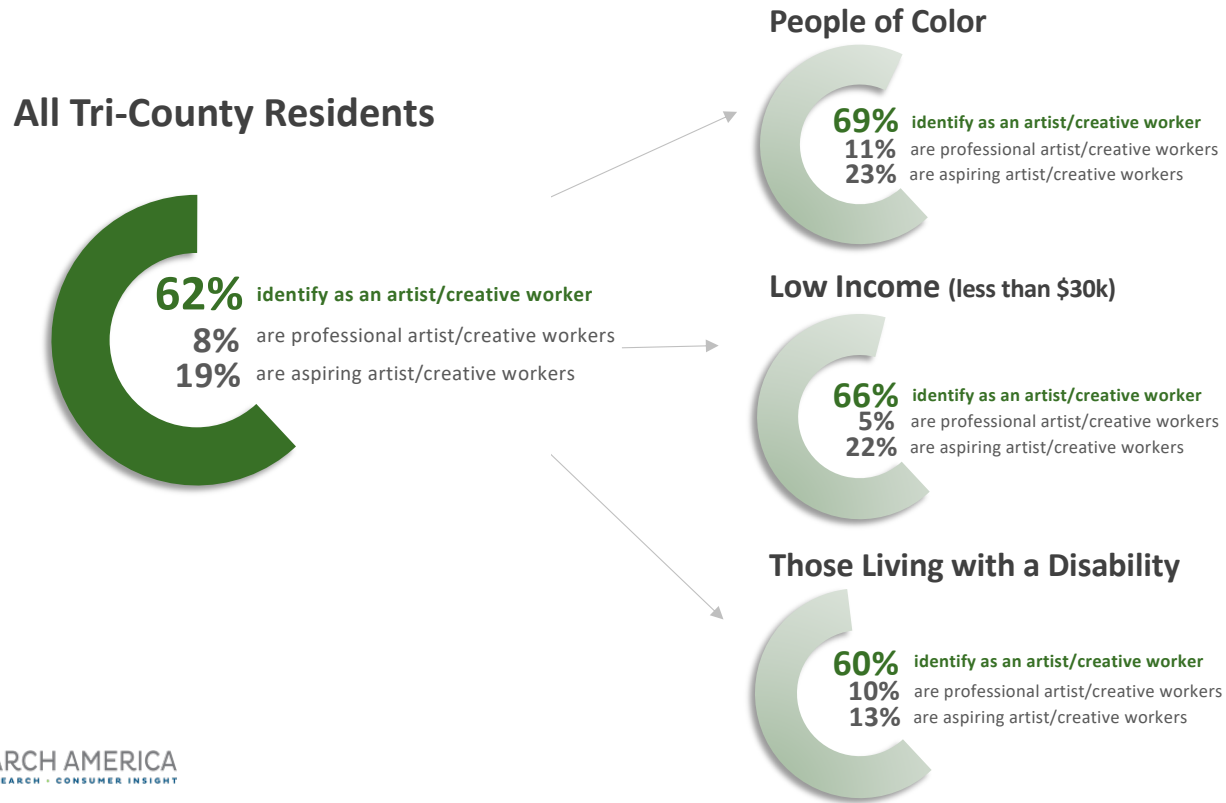
Consider themselves artists, craftspersons, or creative workers





## Key Take-Aways

The amount of residents across the Tri-County Region that identify as an artist, craftsperson or creative worker varies somewhat within different groups of people. However consistently, across all groups, hobby artists make up the majority of people who identify as artists or creative workers, with 5% to 11% (depending on the group) identifying as professional artists and 13% to 23% identifying as aspiring professional artists.

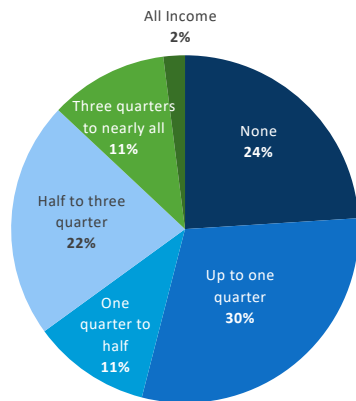


## Key Take-Aways

While the total annual income levels professional and aspiring artists vary, there are significant differences in the portion of annual income that comes from arts and creative work.

Supporting an income based solely on art is just not feasible for most artists, with many low income artists are not generating any income from art. On the other hand, higher income artists are generating more than half of their income from their art, with only a small portion the highest income artists (9%) able to rely solely on their art for income.

Portion of income from creative work



Portion of income from creative work across total annual income levels

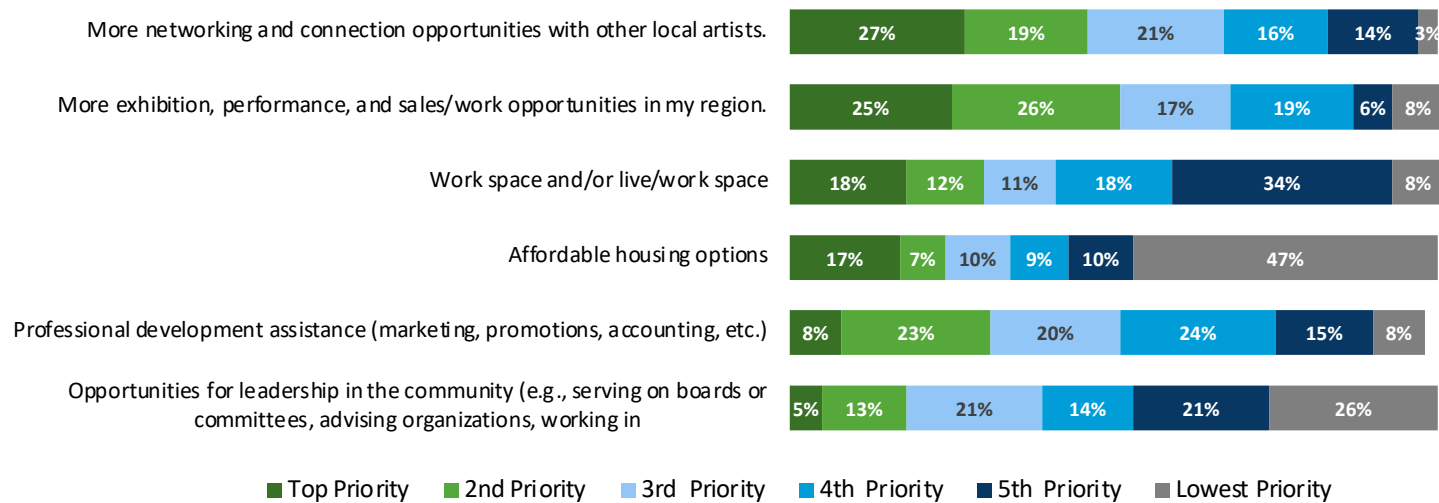


## Key Take-Aways

65% of professional and aspiring creative workers estimate that less than half of their annual income is derived from creative work.

Since many are not completely reliant on income from their art, creative workers place more of an emphasis on more networking opportunities and more opportunities for display in their regions.

### Professional/Aspiring professional artists' priorities



■ Top Priority ■ 2nd Priority ■ 3rd Priority ■ 4th Priority ■ 5th Priority ■ Lowest Priority

## Key Take-Aways

There are some notable differences in top priorities across different types of people.

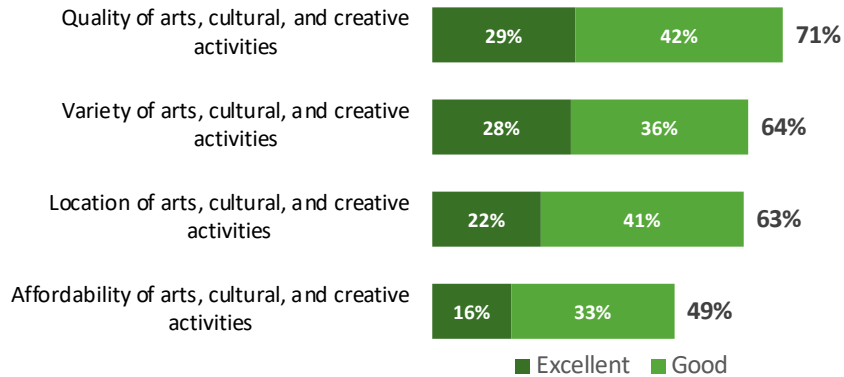
Top priority for professional and aspiring artists	
<b>People of Color</b>	
More exhibition, performance, and sales/work opportunities in my region	27%
<b>Low Income (less than \$30k)</b>	
More exhibition, performance, and sales/work opportunities in my region	28%
<b>Individuals Living with a Disability</b>	
Affordable housing options	30%
<b>Clackamas County</b>	
More exhibition, performance, and sales/work opportunities in my region	31%
<b>Multnomah County</b>	
More networking and connection opportunities with other local artists	29%
<b>Washington County</b>	
More exhibition, performance, and sales/work opportunities in my region	28%

## Key Take-Aways

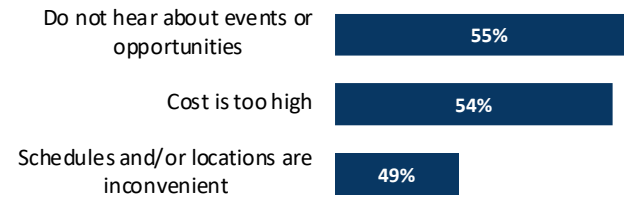
74% of residents across the Tri-County Region have participated in at least one cultural event in the past six months.

While perceptions of *quality* of cultural events in their community is high (71% rated excellent or good), the *affordability* of activities is rated much lower (49% rated excellent or good). Many claim to not attend due to lack of awareness, high costs, or inconvenience of scheduling and location.

Rating of cultural events in community



Reasons for not attending cultural events





## Key Take-Aways

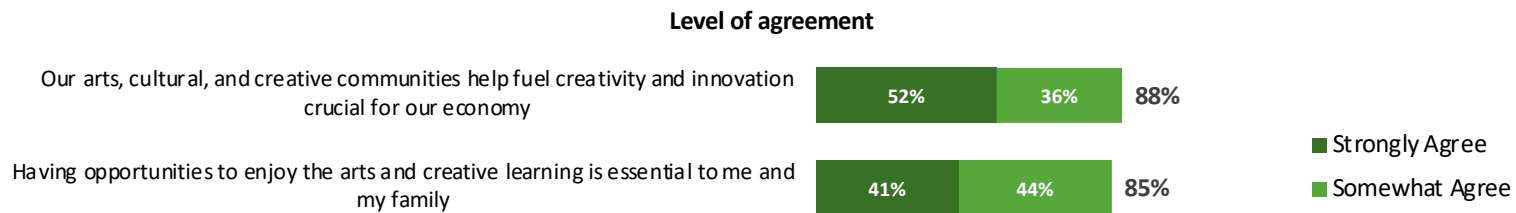
Barriers to attending cultural events does vary somewhat across different groups of people within the Tri-County Region.

Top two reasons for not attending MORE arts and culture events and activities	
<b>People of Color</b>	
Did not hear about events or opportunities	51%
Cost is too high	51%
<b>Low Income (less than \$30k)</b>	
Cost is too high	59%
Did not hear about events or opportunities	53%
<b>Individuals Living with a Disability</b>	
Cost is too high	59%
Health issues	47%
<b>Clackamas County</b>	
Did not hear about events or opportunities	60%
Cost is too high	51%
<b>Multnomah County</b>	
Did not hear about events or opportunities	56%
Cost is too high	55%
<b>Washington County</b>	
Cost is too high	56%
Schedules and/or locations are inconvenient	54%

## Key Take-Aways

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An overwhelming majority of respondents agree that artistic, cultural, and creative communities are beneficial to themselves, their families, and their local communities.

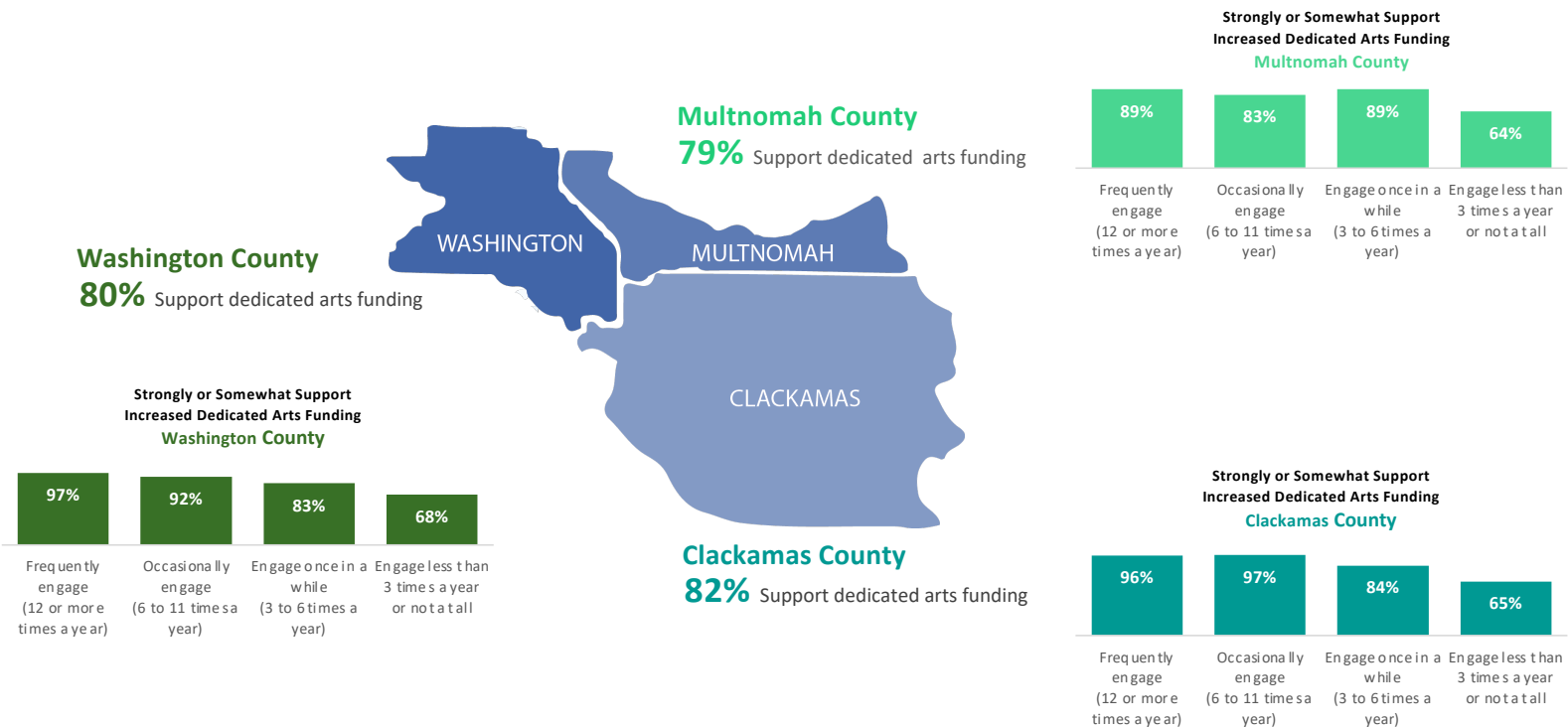


Tri-County Region residents place high emphasis on making artistic and cultural events more accessible and supporting local artists and art organizations.



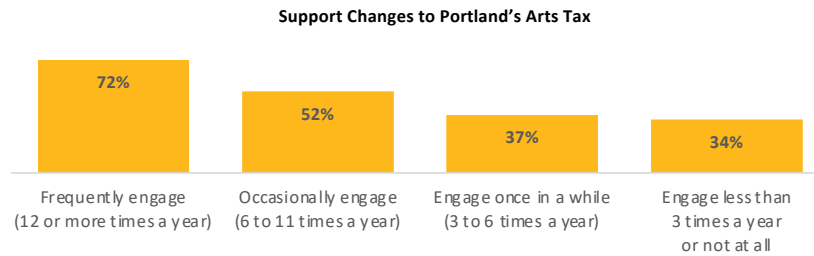
## Key Take-Aways

Across the region, 80% somewhat or strongly support an increase in dedicated government funding for the arts and creative life of their communities. Consistently, within each county, we see high levels of support community-wide, across all levels of engagement.

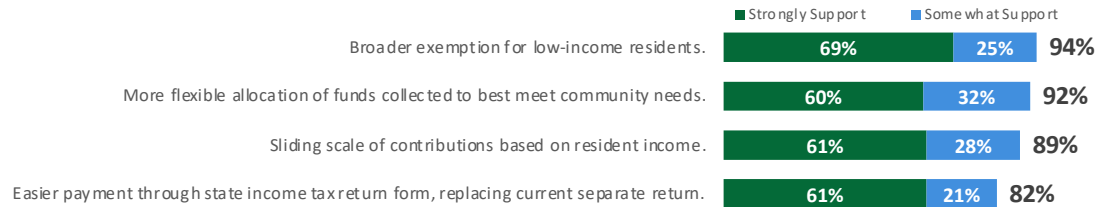


## Key Take-Aways

While in total, 46% of Portlanders support changes to the current Arts Education and Access Fund (“The Arts Tax”), we also see significantly higher support among those who engage with the arts more frequently.



Among those who support changes, they most support...

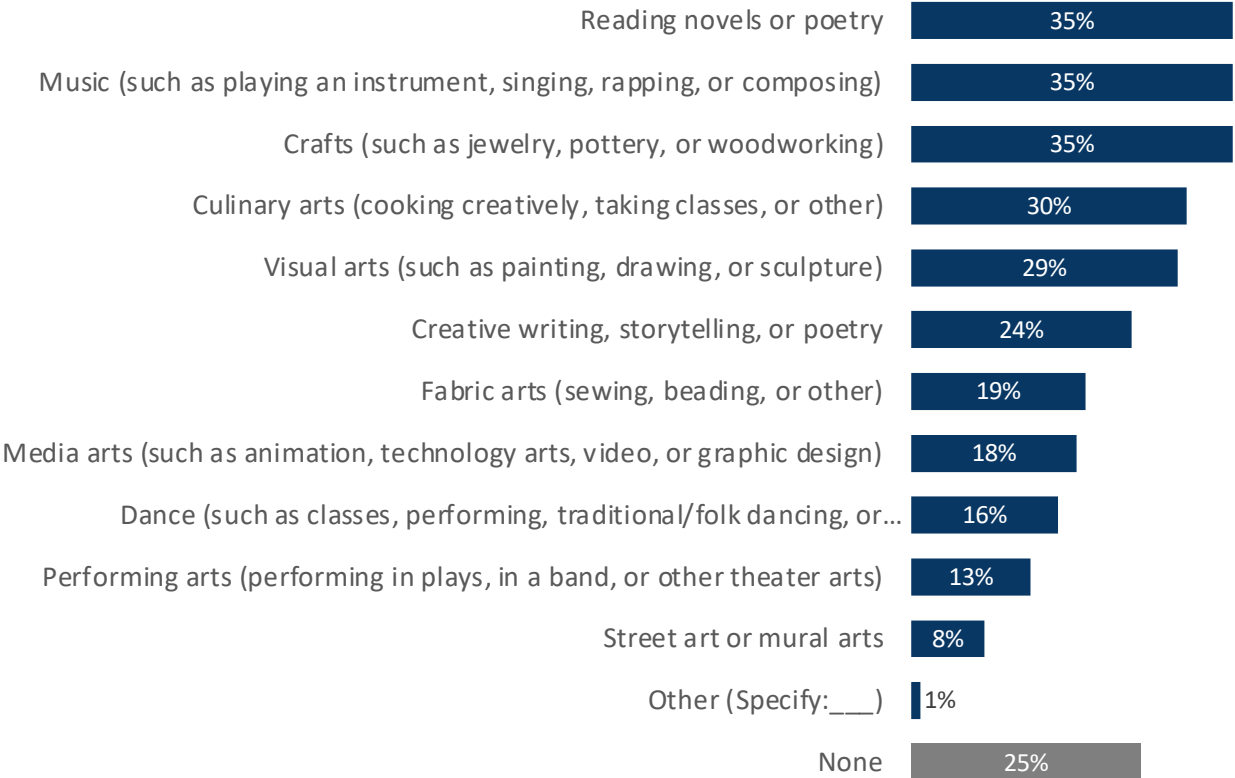


The majority of Portlanders (69%) believe more information about the community benefit of the Arts Education and Access Fund is necessary.

# Detailed Findings

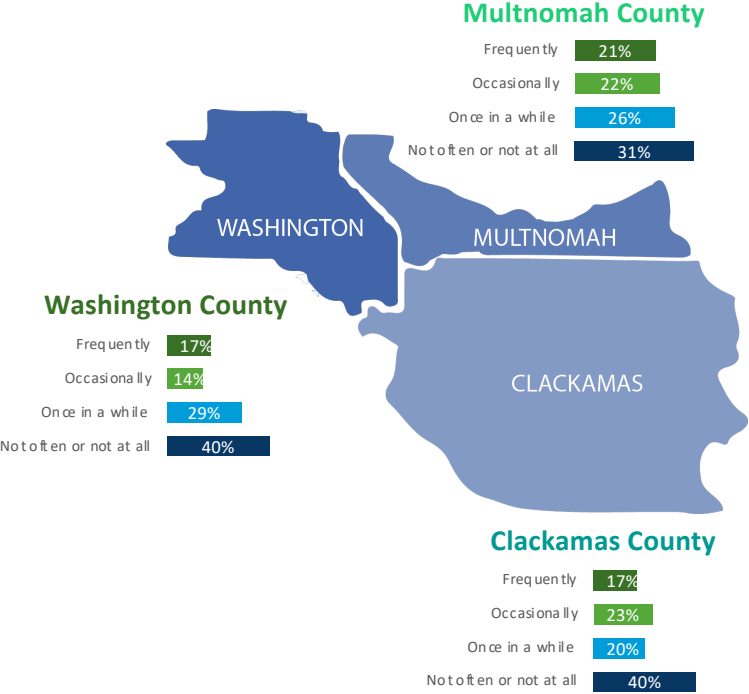
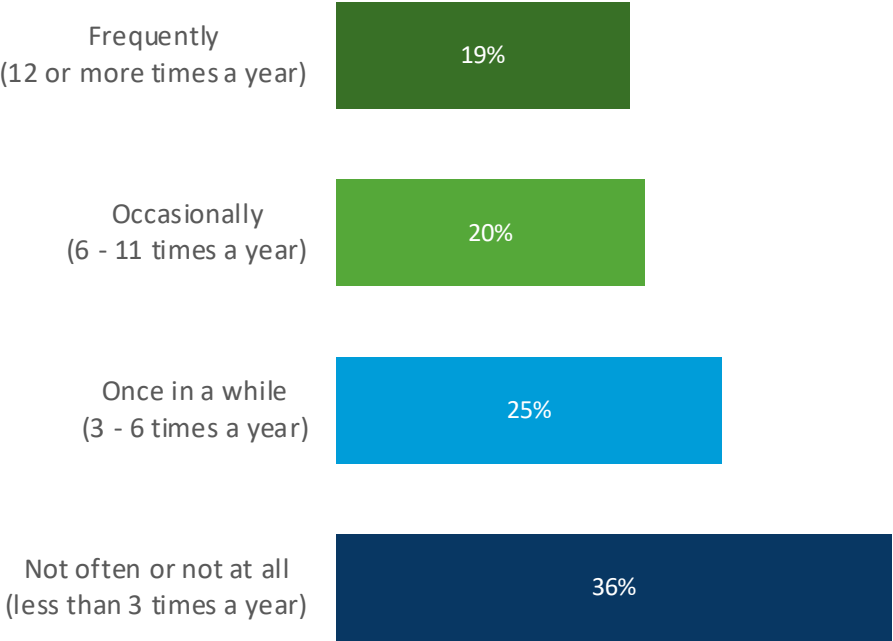


# What types of creative activities do you or members of your family do locally in your community? *Select all that apply*

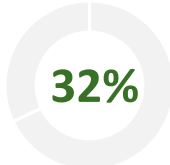
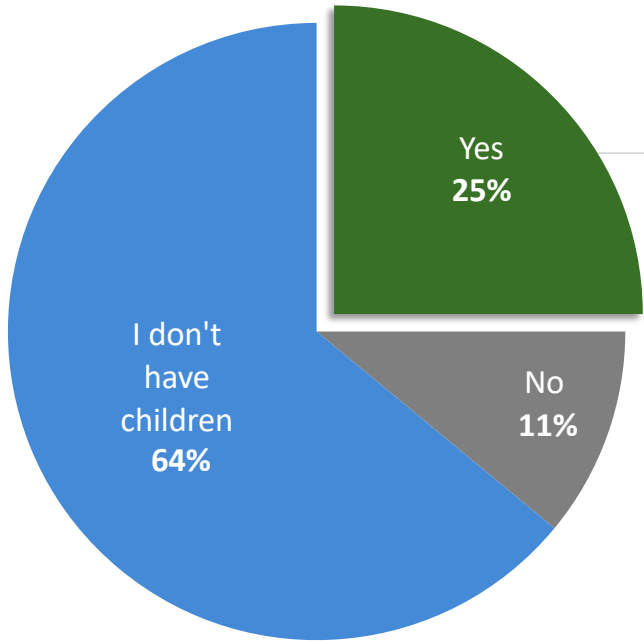


# Thinking about how involved you are in arts, cultural, or creative events/activities, how would you rate your involvement?

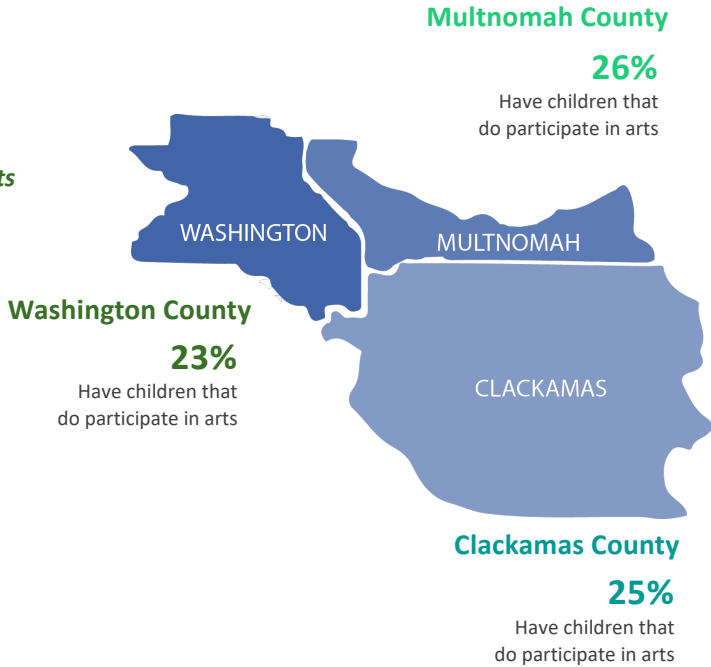
## Tri-County Region



# Outside of school, do your children participate in organized arts or arts education activities?



**People of Color**  
*Said their children DO participate in arts*  
N=270 (including POC oversample)



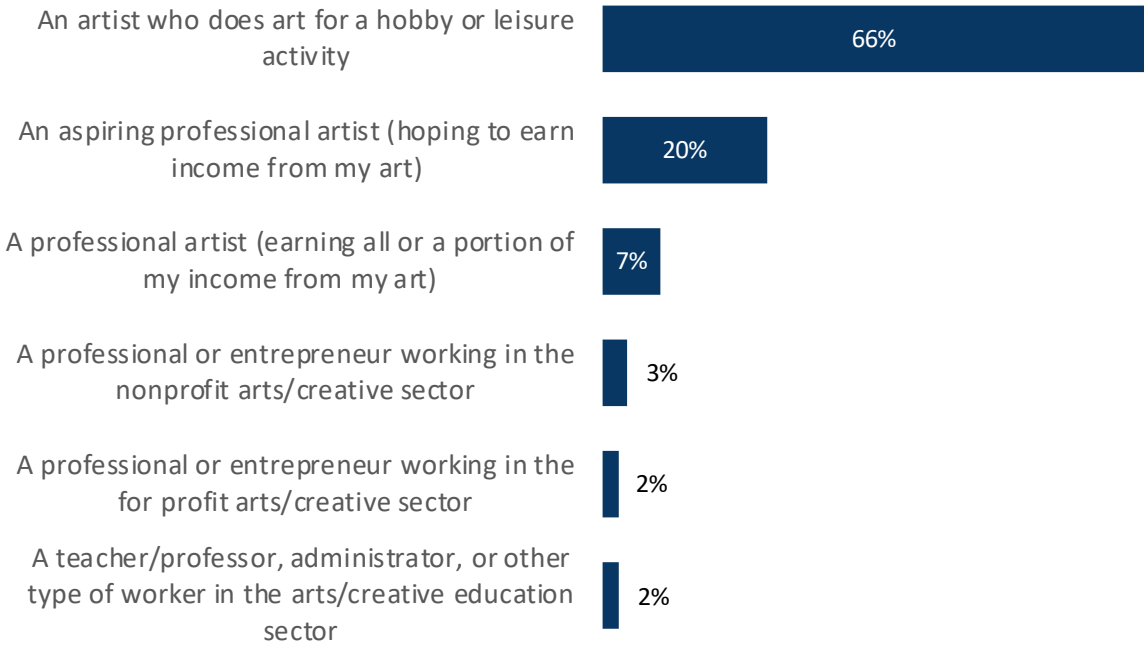
# Do you consider yourself an artist, craftsperson, or creative worker regardless of whether you earn income from this activity?



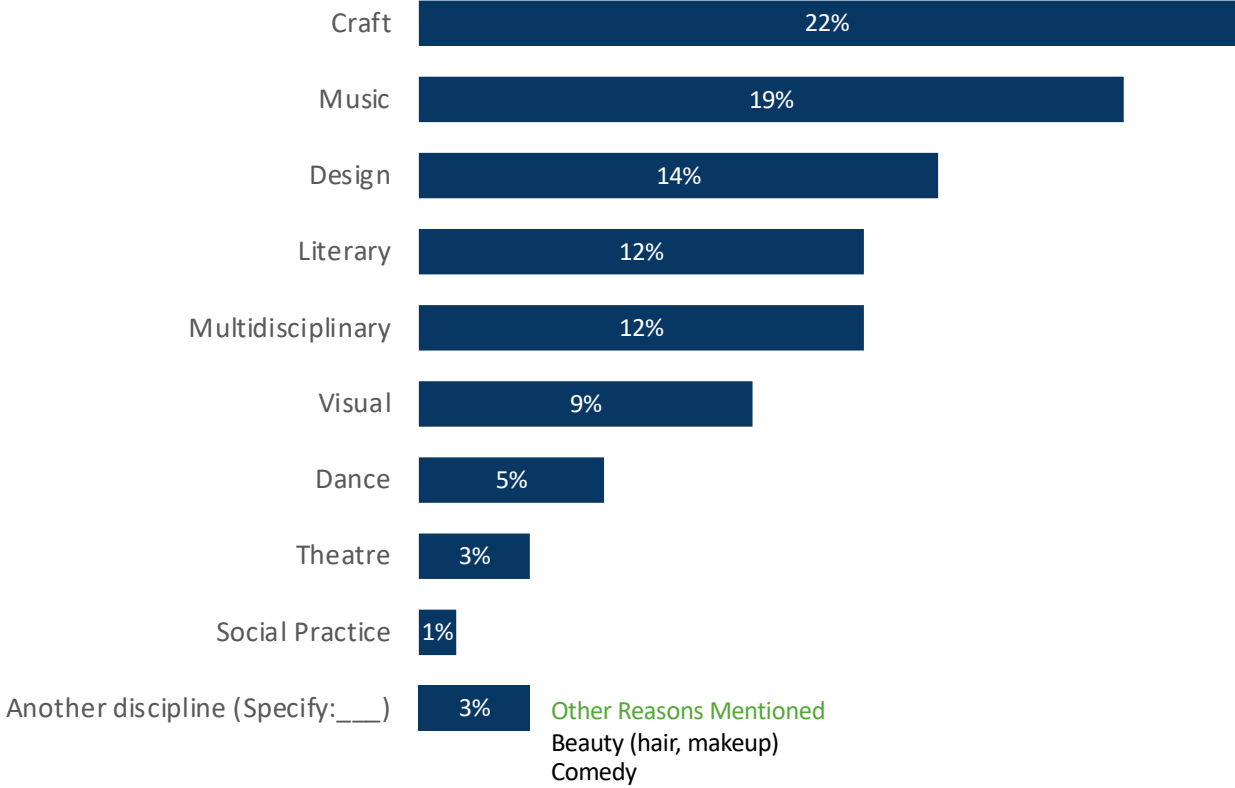
**62%**

*consider themselves to be an artist, craftsperson, or creative worker, regardless of whether they earn income from the activity.*

## Those who do consider themselves to be an artist, craftsperson or creative worker describe themselves as...



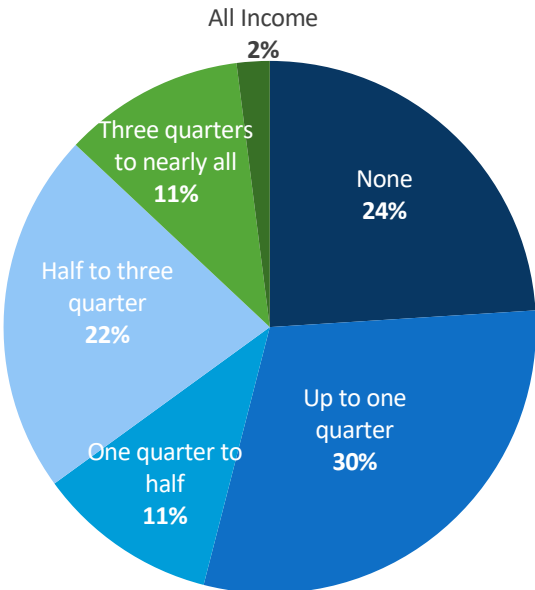
# Artistic discipline of professional and aspiring professional artists



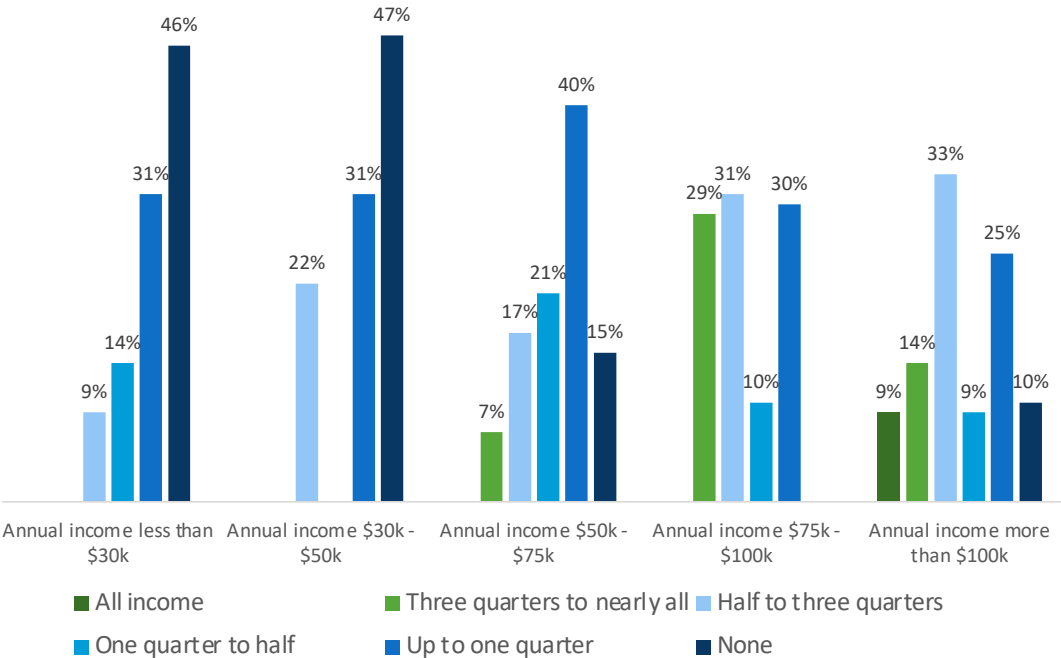


# Approximate annual income derived from creative work/artistic practice among professional and aspiring professional artists

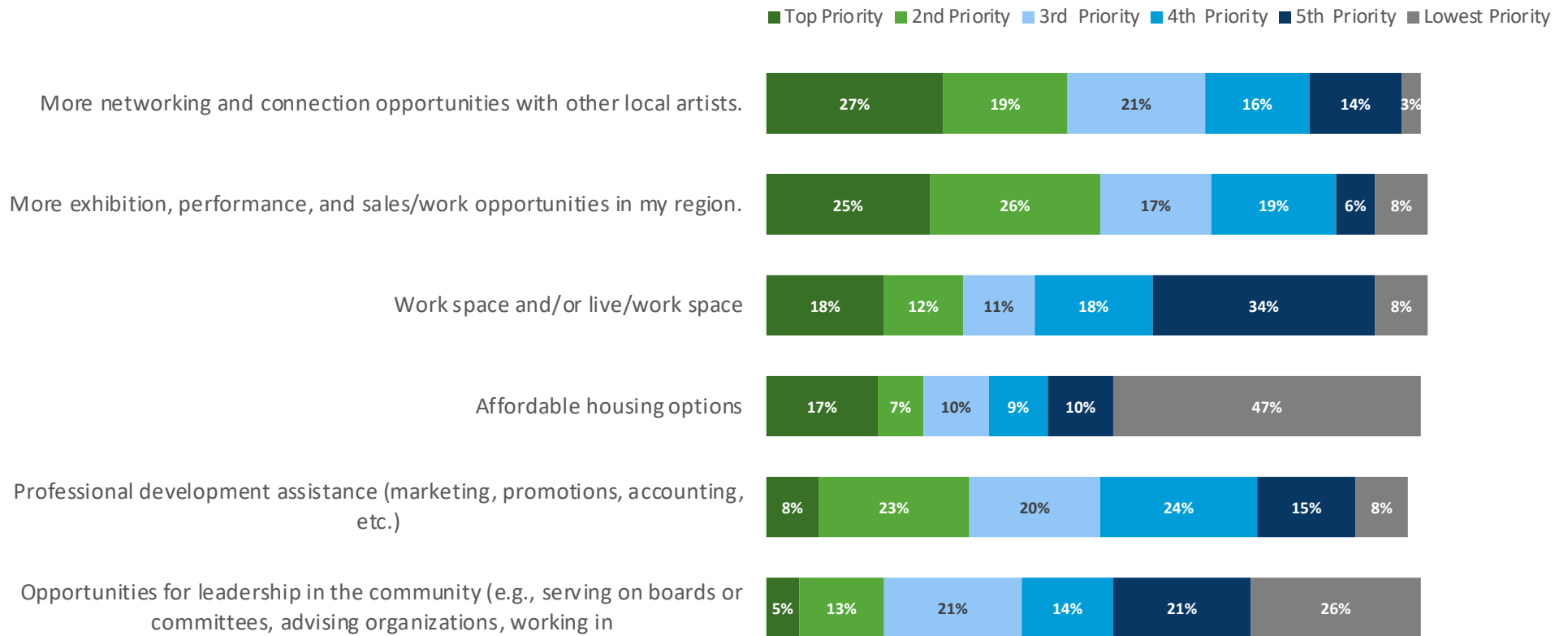
### Portion of income from creative work



### Portion of income from creative work across total annual income levels

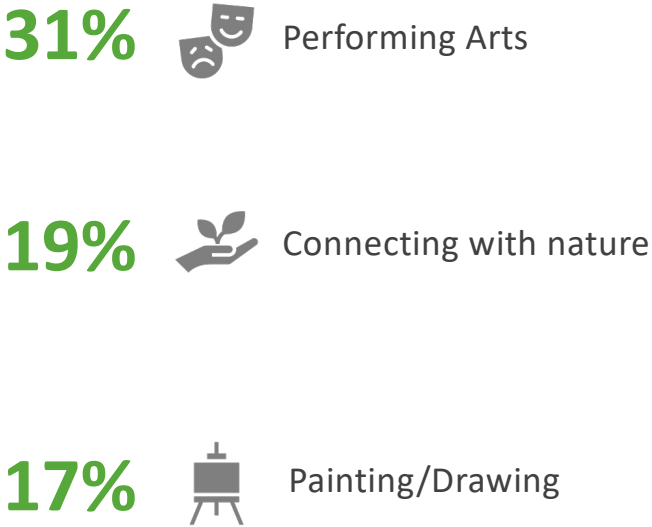


## Professional and aspiring professional artists' priorities

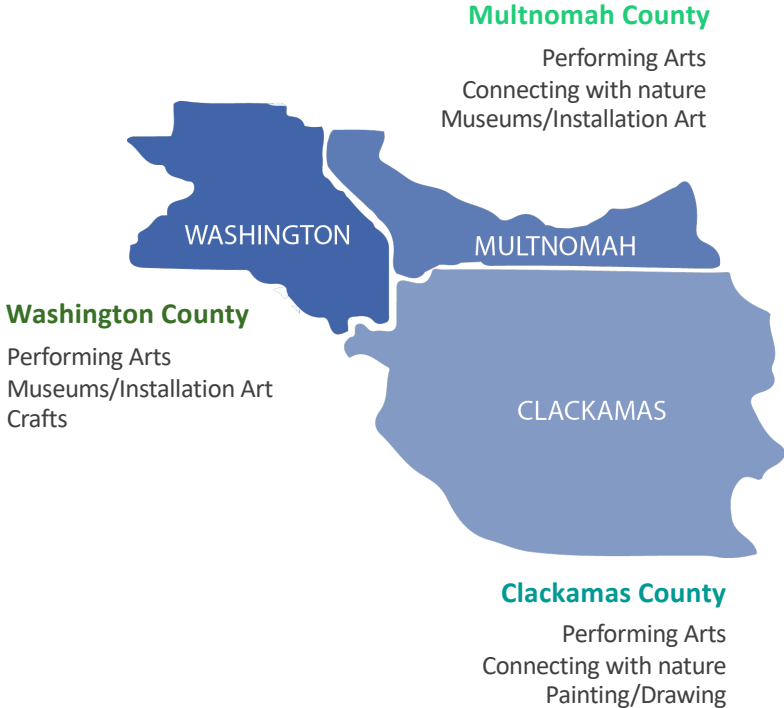


# What are your top three favorite creative activities, experiences, or places in your community/city?

## Top 3 Creative Experiences across the Tri-County Region

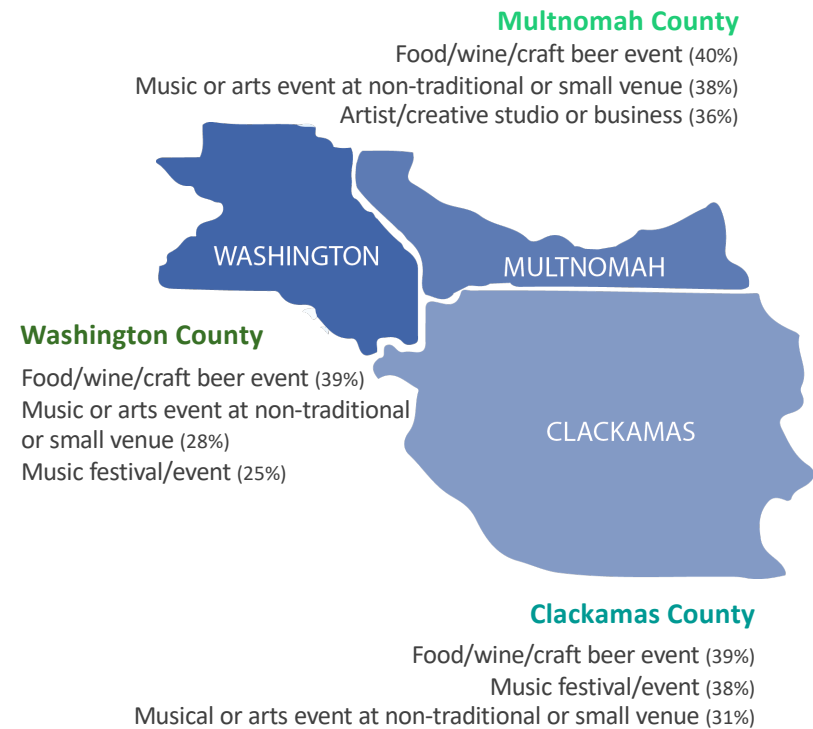
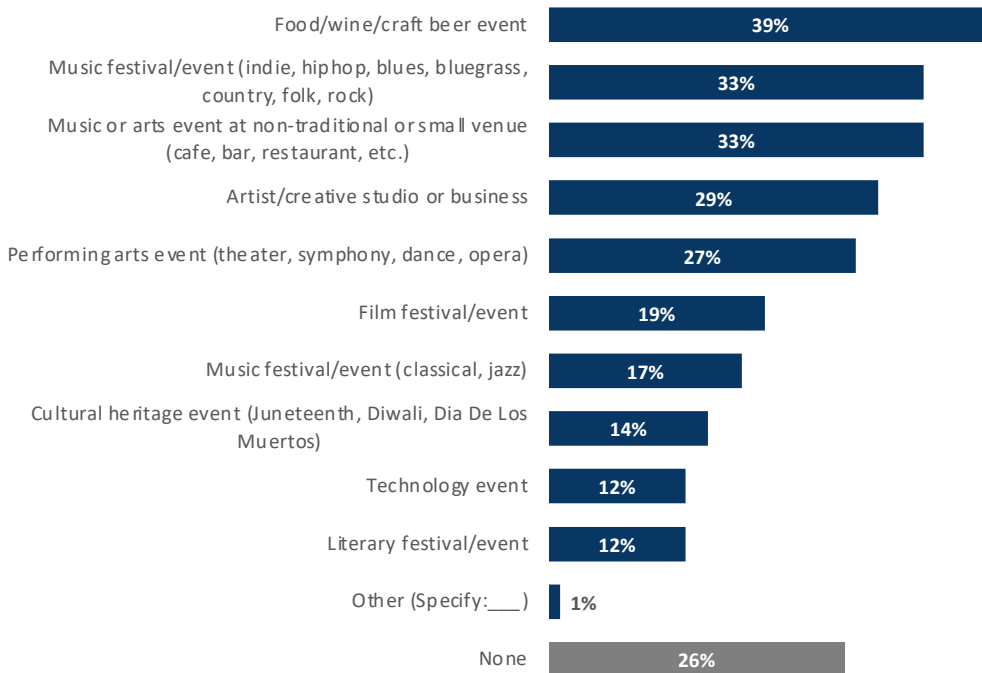


## Top 3 Creative Experiences by County



In the last 6 months, which of the following did you attend or visit in your community/city?  
*Select all that apply.*

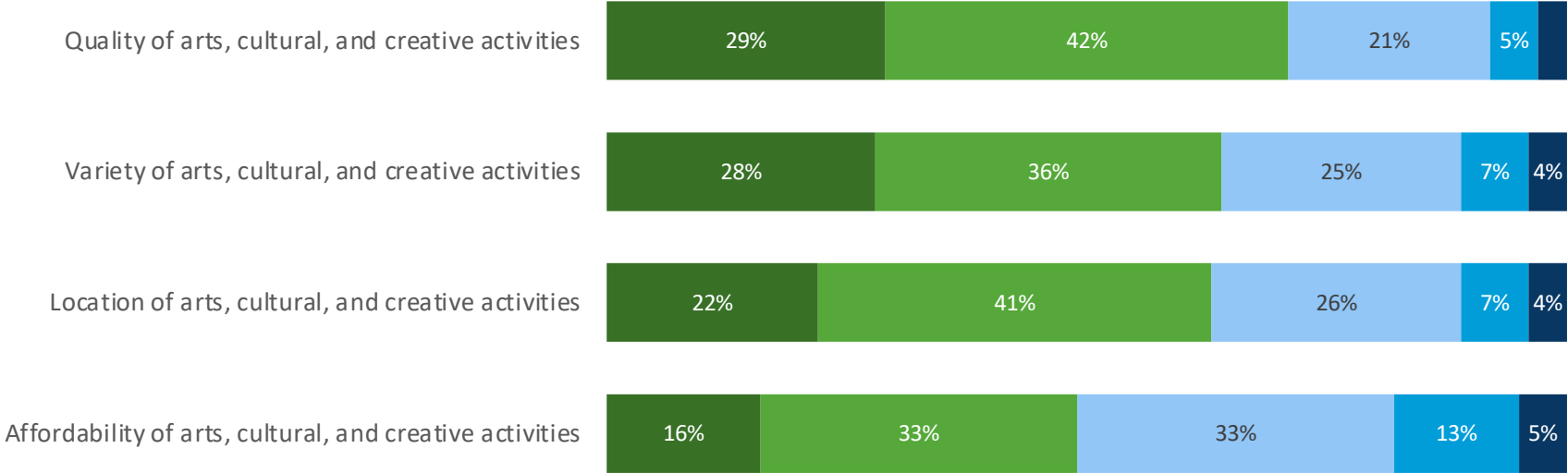
### Tri-County Region



# How do you currently rate arts, cultural, creative activities in your community/city?

## Tri-County Region

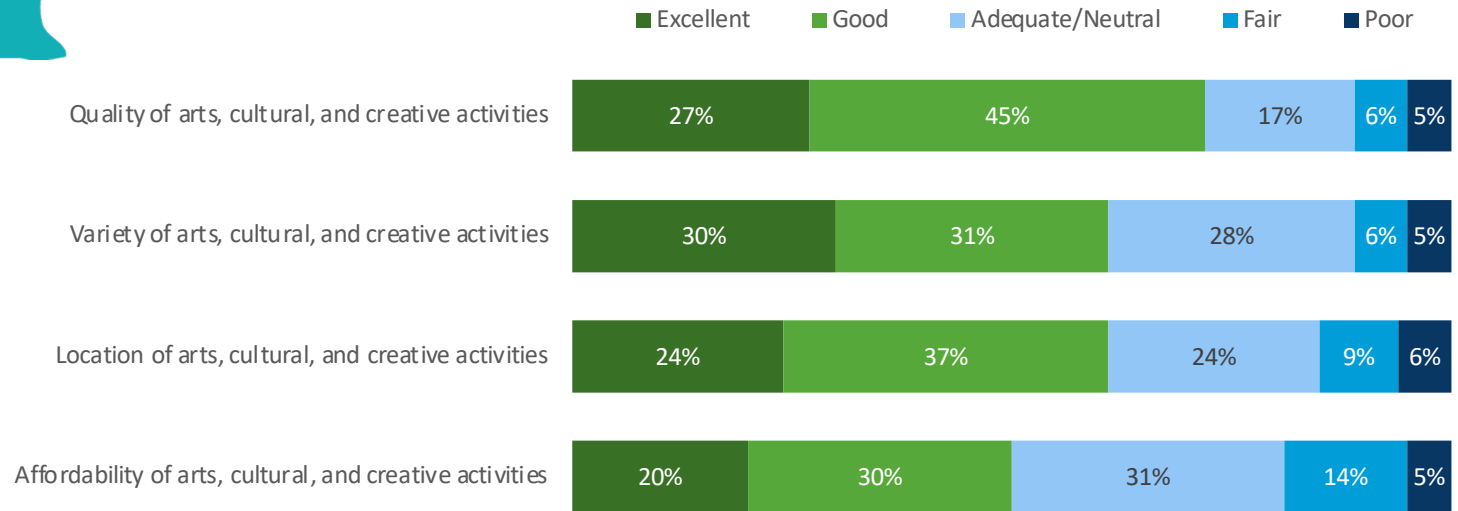
■ Excellent   
 ■ Good   
 ■ Adequate/Neutral   
 ■ Fair   
 ■ Poor



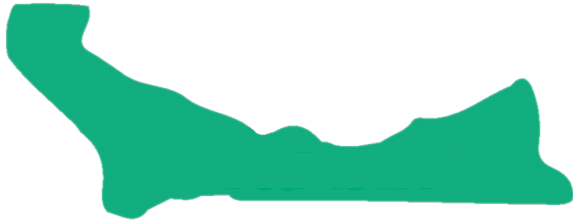
# How do you currently rate arts, cultural, creative activities in your community/city?



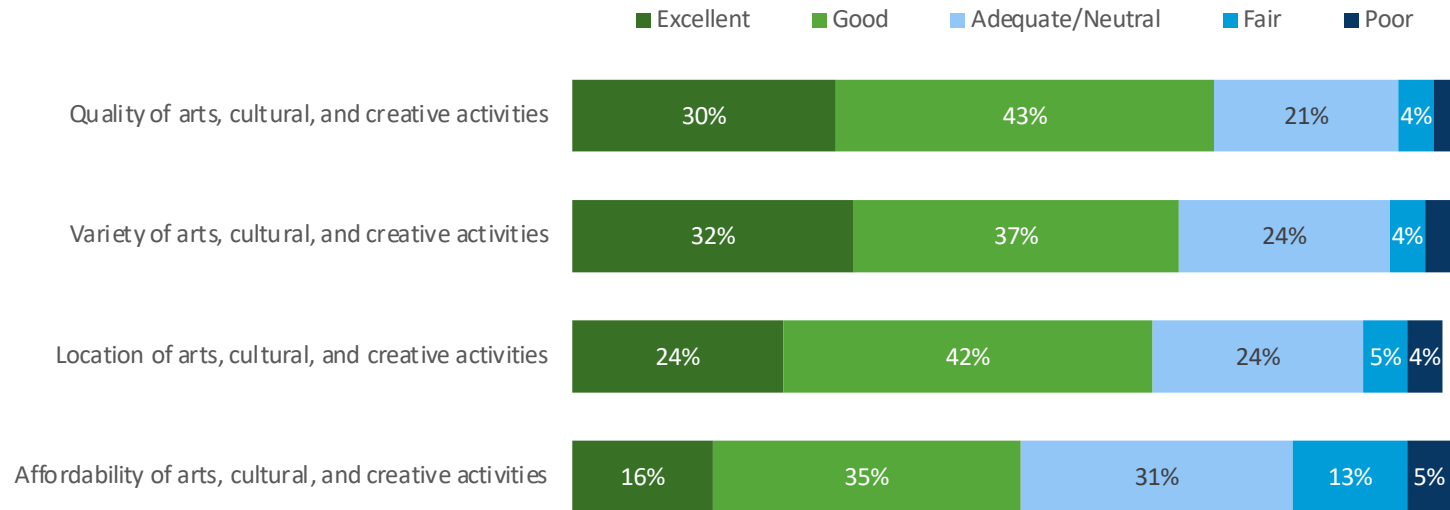
## Clackamas County



## How do you currently rate arts, cultural, creative activities in your community/city?



### Multnomah County

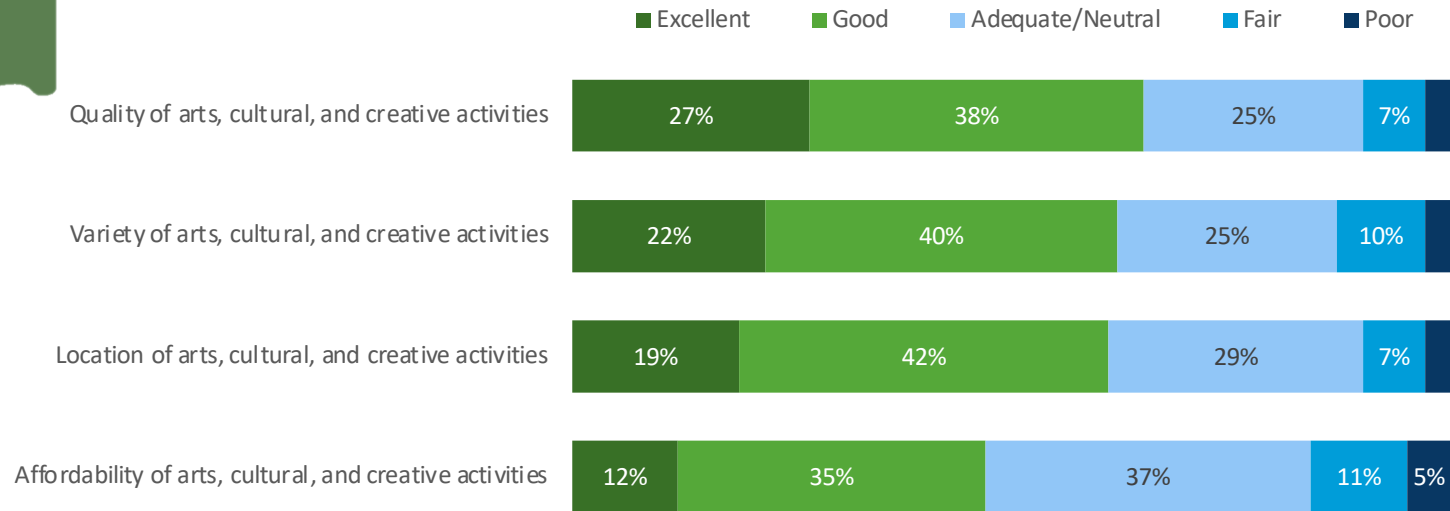




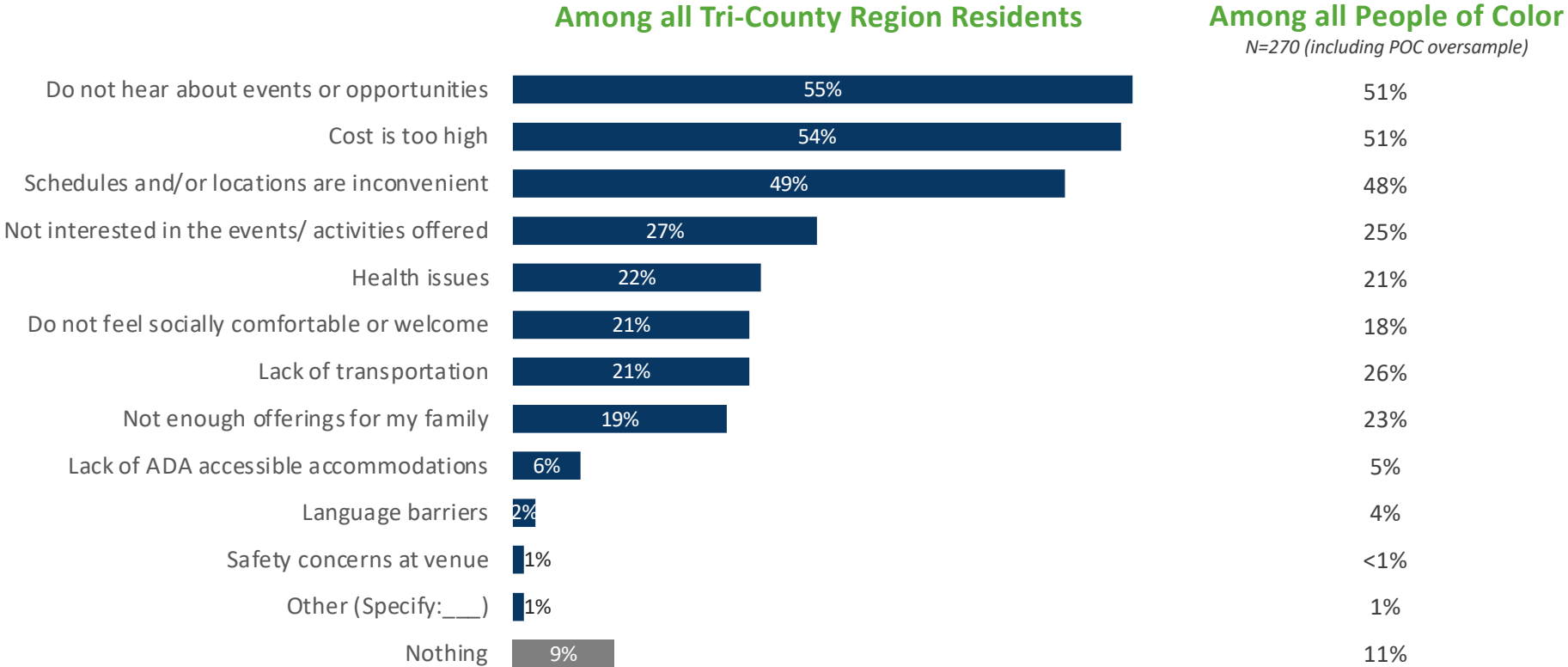
## How do you currently rate arts, cultural, creative activities in your community/city?



### Washington County

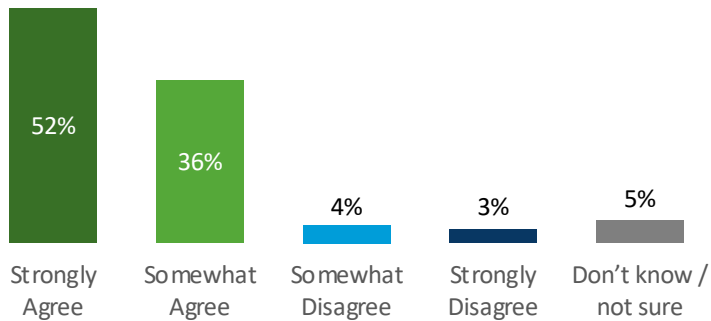


# What (if anything) keeps you from attending and/or participating MORE in creative activities and/or arts and cultural events? *Select three (3) top issues.*



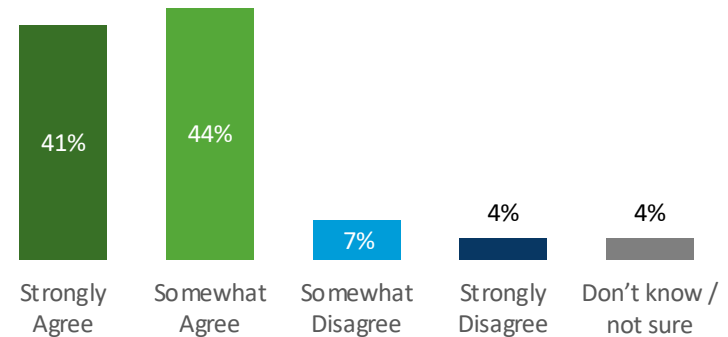
## How much do you agree with the statement...

***Our arts, cultural, and creative communities help fuel creativity and innovation crucial for our economy***



**People of Color**  
**Agree Somewhat or Strongly**  
*N=270 (including POC oversample)*

***Having opportunities to enjoy the arts and creative learning is essential to me and my family***



**People of Color**  
**Agree Somewhat or Strongly**  
*N=270 (including POC oversample)*

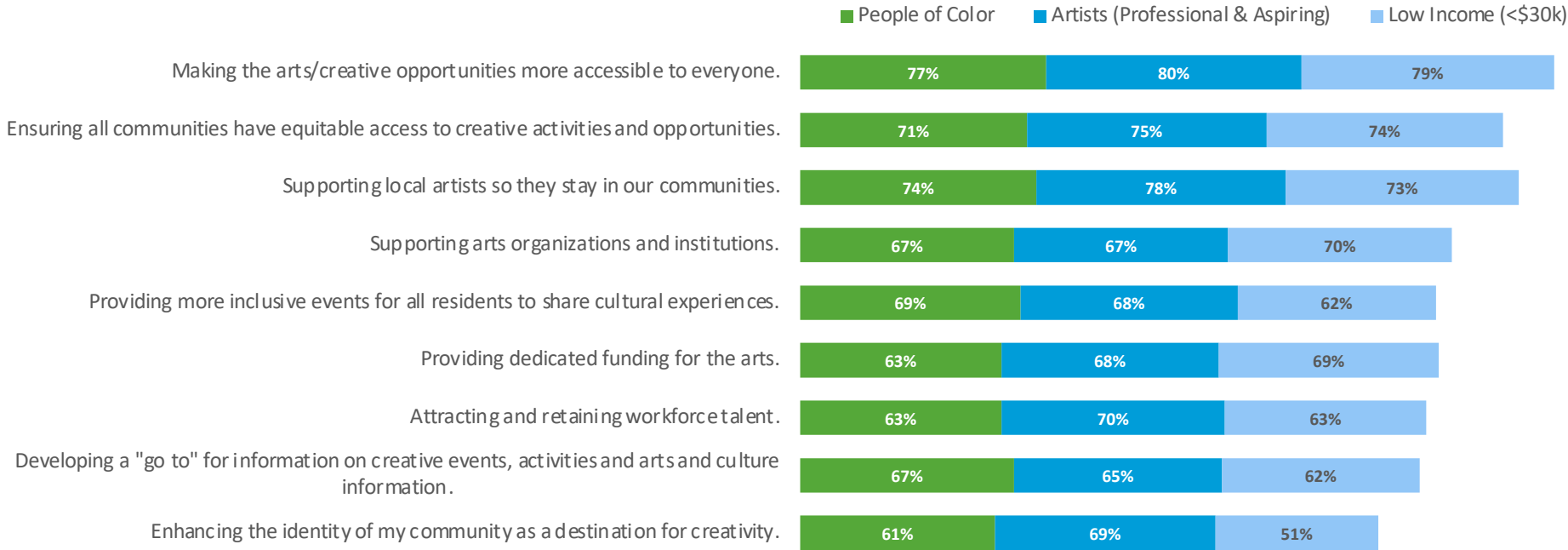
# The Tri-County Arts and Cultural Plan is intended to enhance the quality of life for residents. What long-term priorities should the plan should focus on?



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## Tri-County Region

### High priority areas of focus across different groups

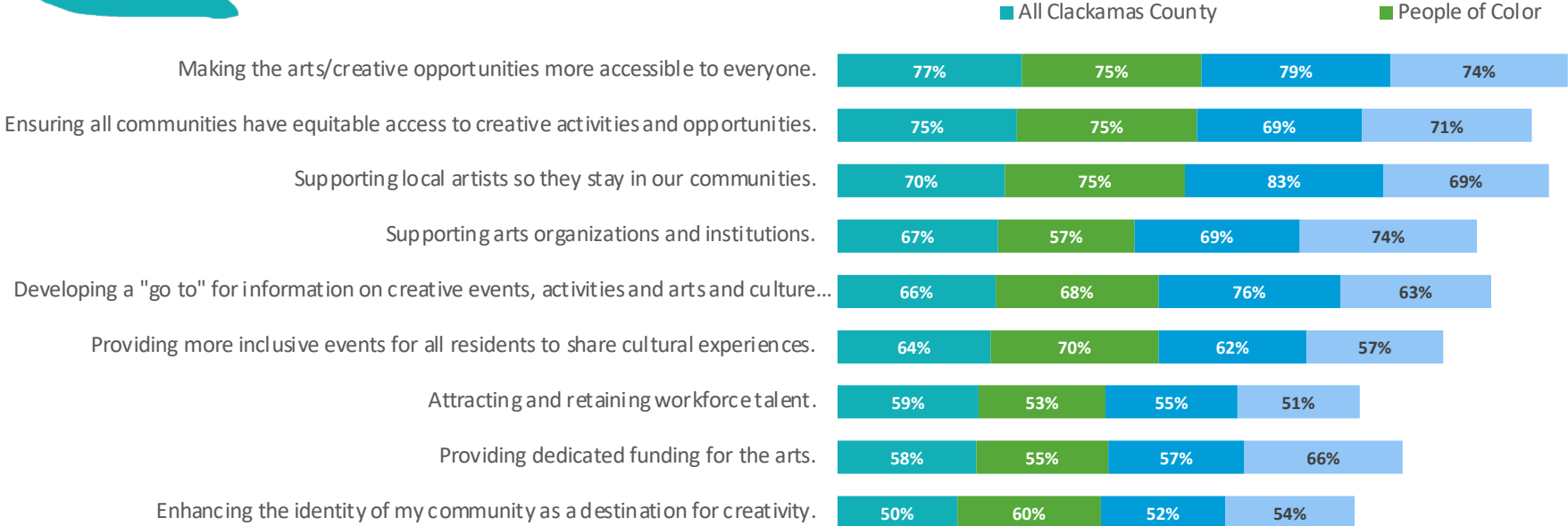


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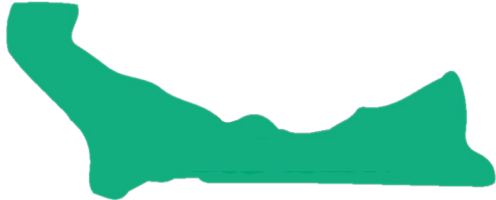


## Clackamas County

### High priority areas of focus across different groups

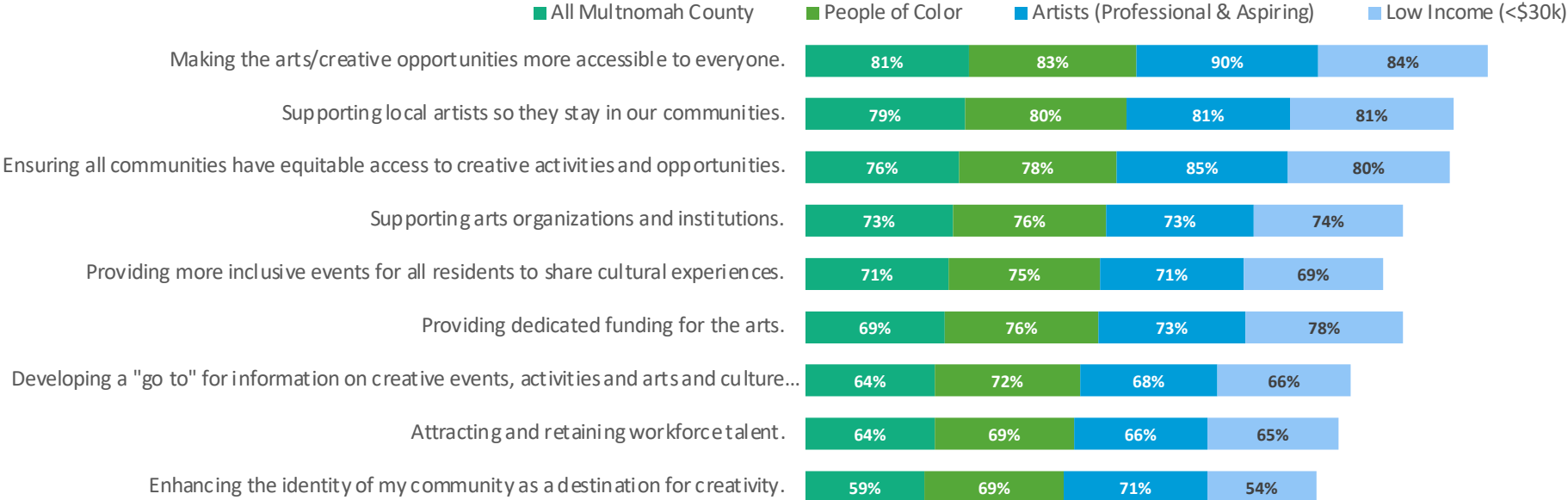


# The Tri-County Arts and Cultural Plan is intended to enhance the quality of life for residents. What long-term priorities should the plan should focus on?



## Multnomah County

### High priority areas of focus across different groups

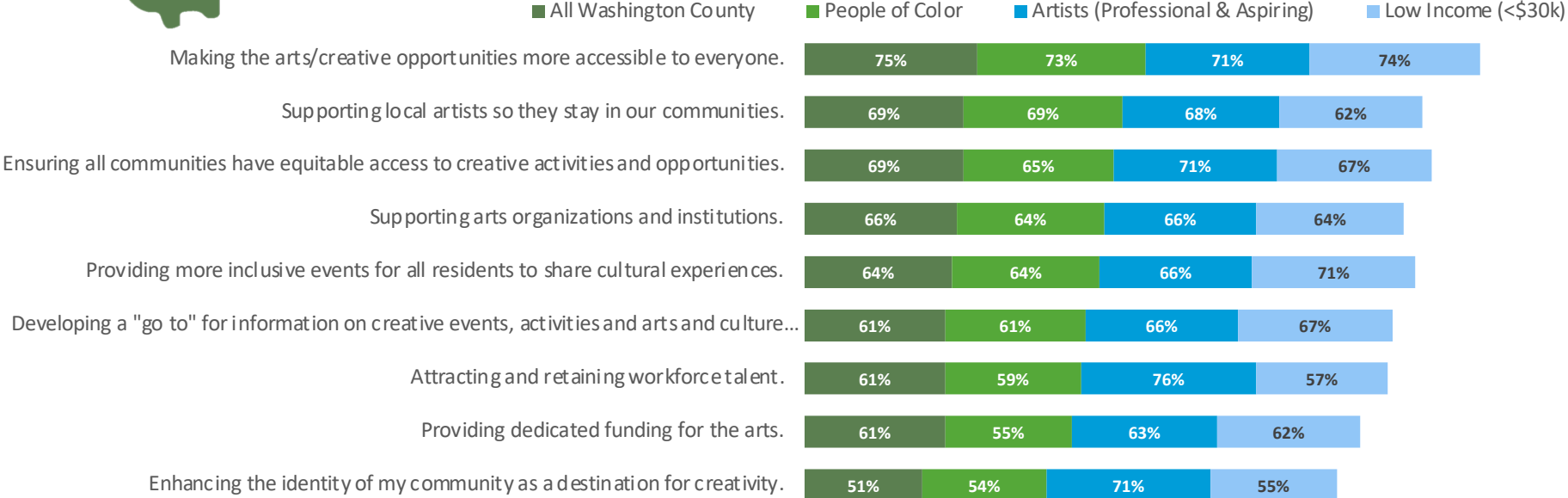


# The Tri-County Arts and Cultural Plan is intended to enhance the quality of life for residents. What long-term priorities should the plan should focus on?



## Washington County

### High priority areas of focus across different groups

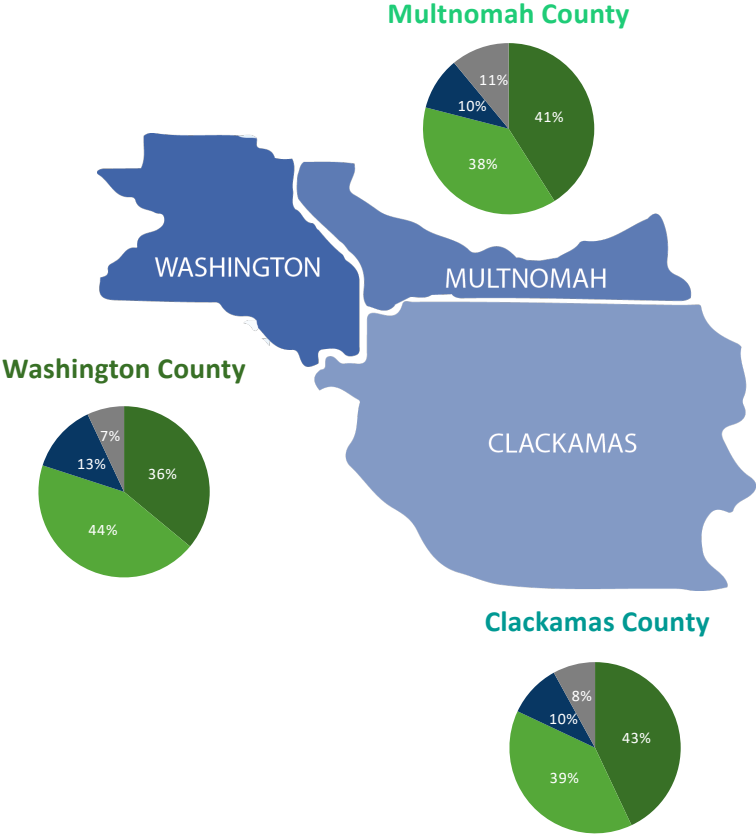
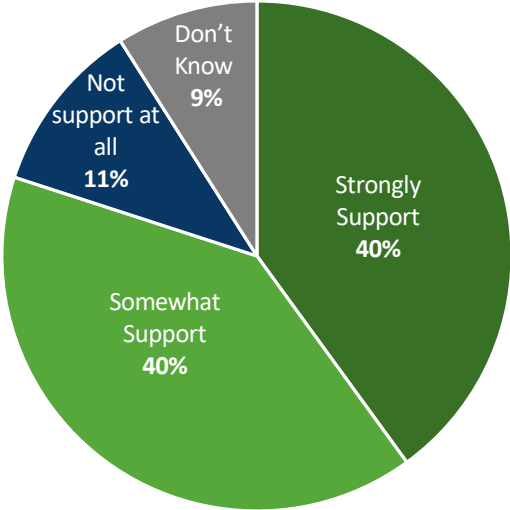




# How strongly would you support an increase in dedicated government funding for the arts and creative life of your community?

## Tri-County Region

*An increase in dedicated government funding for the arts and creative life of your community*

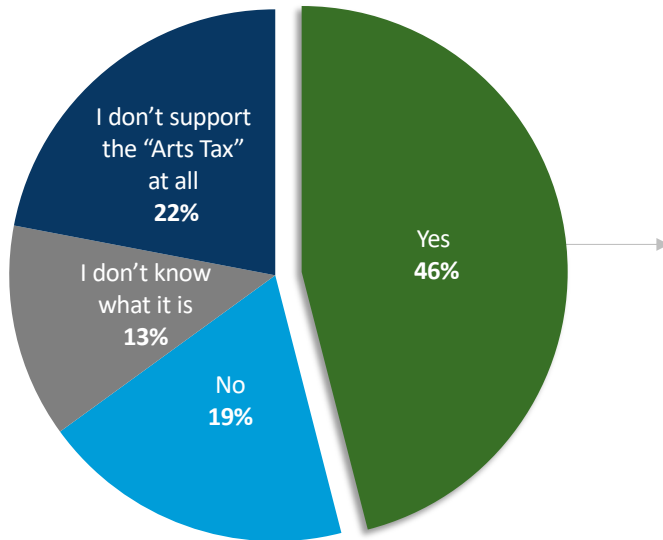


# Would you support changes to the current Arts Education and Access Fund, commonly known as the “Arts Tax,” Portland residents are paying now?



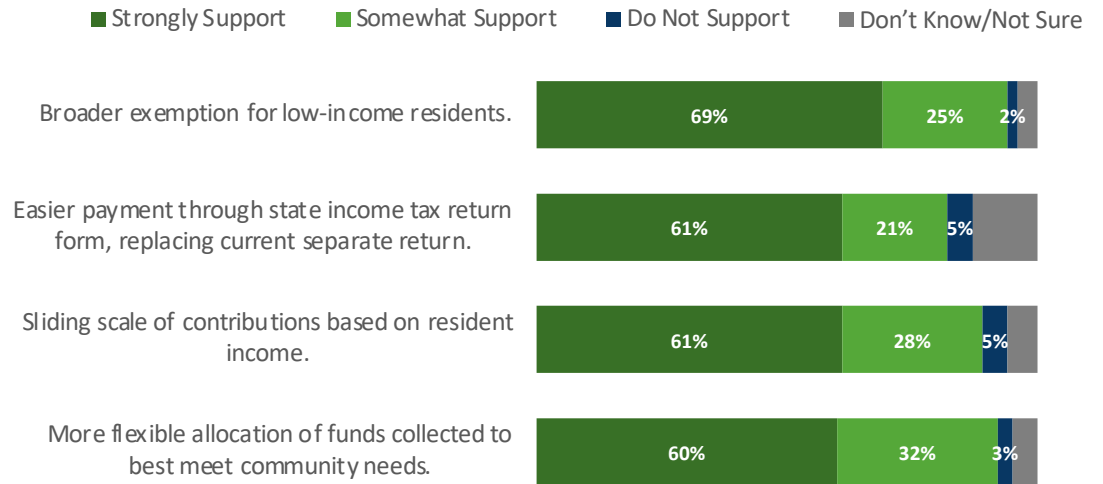
(Among residents of Portland)

## Changes to the current Arts Education and Access Fund (the “Arts Tax”)



Among Portland residents that do not reject changes to the Arts Tax:

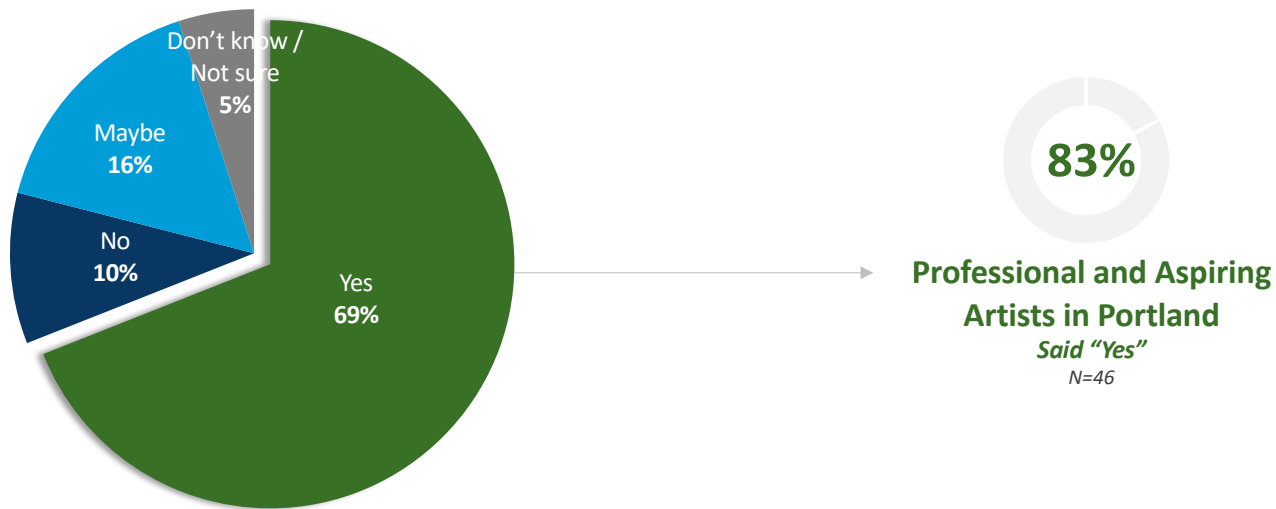
## Support for Specific Changes



# Do you think more public information about the community benefit of the Arts Education and Access Fund is needed?



(Among residents of Portland)



# Demographics

## Respondent Profile

County	%
Clackamas County	25%
Multnomah County	43%
Washington County	32%

Gender	%
Gender expansive (e.g. non-binary, agender, gender fluid, genderqueer)	0%
Man	50%
Transgender	0%
Trans man	0%
Trans woman	0%
Two Spirit	0%
Woman	50%
I am undecided and/or questioning	0%
Prefer not to say	0%

Have or Live with a Disability	%
Yes	30%
No	67%
Prefer not to say	3%

Age	%
18 to 24 years old	8%
25 to 34 years old	19%
35 to 44 years old	22%
45 to 54 years old	16%
55 to 64 years old	16%
65 to 74 years old	14%
75 years or older	5%
Prefer not to say	<1%

Household Income	%
Less than \$10,000	6%
\$10,000 to \$19,999	6%
\$20,000 to \$29,999	10%
\$30,000 to \$39,999	10%
\$40,000 to \$49,999	6%
\$50,000 to \$74,999	17%
\$75,000 to \$99,999	15%
\$100,000 to \$149,999	15%
\$150,000 or more	9%
Prefer not to answer	6%

Children/Grandchildren in HH	%
Yes	36%
No	62%
Prefer not to say	2%
Don't know/not sure	0%

## Respondent Profile

Main Sample	
Race/Ethnicity	%
People of Color (N=168)	28%
Non People of Color (N=435)	72%
<b>Subgroups:</b>	
Native American/ Alaska Native	2%
East Asian	5%
African American or Black	4%
Hispanic or Latinx	14%
Middle Eastern or North African	2%
Native Hawaiian or Pacific Islander	1%
South Asian	3%
European-American/White	78%

\*Racial/Ethnic subgroups may total more than 100%, due to multi-racial individuals.

POC (Including Oversample)	
Race/Ethnicity	%
People of Color (N=270)	100%
Non People of Color	0%
<b>Subgroups:</b>	
Native American/ Alaska Native	11%
East Asian	22%
African American or Black	17%
Hispanic or Latinx	43%
Middle Eastern or North African	5%
Native Hawaiian or Pacific Islander	3%
South Asian	9%
European-American/White	18%

\*Racial/Ethnic subgroups may total more than 100%, due to multi-racial individuals.

\*Multi-racial individuals that identify as European-American/White and another group are categorized as People of Color