



# Portland Tri-County Area Arts & Cultural Demand Study

Arts & Cultural Demand, Demographics, Language, and Ancestry for the Portland Tri-County Area including Clackamas, Multnomah, and Washington Counties

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## Executive Summary

The market analysis provides a portrait of the strength, character, and location of arts activity among the Portland Tri-County Region's population (Clackamas, Multnomah, and Washington Counties). Data is compiled into indexes for different types of arts activity: 1) the types of activities people attend or visit and 2) the types of personal creative activities people may do on their own. Indexes measure how much the Portland region population engages in a particular arts activity compared to the national average of 100.

Data reflects indexes at the block group level of geography and is used to stratify the area geography into specific locations that exhibit low, moderate, or high arts indexes. Stratification also helps to understand the demographic characteristics of the areas with different arts index results and underscores some of the nuances within these communities when policies and programs are developed to increase access, develop inclusive policies, engage more diverse populations, and build equity.

For example, understanding the characteristics of low-indexing areas provides a snapshot of who is served less than others, where cultural resources may be lacking, and where particular types of investment and outreach may take priority. Where indexes are moderate and high provides a snapshot of who is better or well served, where cultural resources are more abundant, and where particular types of investment may leverage or build upon existing assets.

This analysis is beneficial but is limited to what national data collectors capture through annual surveys. They don't include other important cultural activities in homes and communities. For example, this data doesn't include local festivals, street fairs, cultural heritage celebrations, artisan markets, youth or family programs in homes, faith-based organizations, and cultural centers.

### Key observations:

- About half of the region's population (51%) is concentrated in areas with a moderate average index for arts attendance and visitation (100 to 125); 29% of the population is in low-indexing areas; 20% is in high-indexing areas. The smallest portion of the population lives in areas most likely to have an abundance of cultural assets, suggesting that equity work within the cultural plan would seek to either balance this distribution of resources or invest in resources toward low-indexing areas for improved access and increased engagement.
- Indexes are highest across the region for visiting art galleries and museums, followed by attending live classical music or opera performances, rock music concerts, and live theatre. Participation in the personal creative activities studied in this report hovers close to the national average of 100, with the highest index reported for playing a musical instrument.
- Personal creativity index may be above average in rural areas where there are no arts facilities, and attendance and visitation indexes may be above average there as well, as the activity relates to people in the households going somewhere outside of their home for the experience.

- The indexes reflect long-known socioeconomic barriers and other inequities to arts access. Education and income levels have historically been predictors of adult arts attendance and visitation, and this is true for the Portland region. There is close to a \$40,000 difference in the median household income in low-indexing areas (\$63,372) and high-indexing areas (\$102,682). Among adults over the age of 25 in low-indexing areas for arts attendance and visitation, 29% have a college or graduate degree compared with 65% within high-indexing areas. Low arts-indexing areas are more diverse than high-indexing areas: 34% of the population is comprised of people of color compared with 24%, respectively.
- An understanding of languages spoken can help arts and cultural organizations address equity issues in addition to race and socioeconomic factors. More than a quarter million people over the age of five in the region speak a language other than English at home. In low-indexing areas for arts attendance and visitation, the percentage of the population that speaks a language other than English at home is 21% compared to 10% in high-indexing areas.
- Of those who speak a language other than English at home in the region, 62% speak Spanish. For areas that index low for arts attendance and visitation, the percentage of those who speak Spanish at home rises to 76% compared with 41% for high-indexing areas.
- The region's Hispanic/Latino(a)(x) population is primarily of Mexican ancestry (74%). The percentage of people with Mexican ancestry is 20 percentage points higher in low-indexing areas than in high-indexing areas. In addition to having Mexican ancestry, the Hispanic/Latino(a)(x) population reports 20 other ancestral countries.
- The region's population of Asian ancestry is more diverse than the Hispanic/Latino(a)(x) population: Chinese (20%), Vietnamese (18%), Asian Indian (17%), and Filipino (11%). In addition, the Asian population includes a minimum of 13 other ancestral countries. In areas that index high for arts attendance and visitation, 30% of the Asian population is of Chinese (30%) ancestry, followed by Asian Indian (22%). Low-indexing areas have the highest percentage of the Asian population of Vietnamese ancestry (29%), followed by Chinese (20%).

# Introduction

This market analysis is provided by Decision Support Partners, Inc. and was developed in partnership with Cultural Planning Group (CPG). The report includes market potential index (MPI) data from Esri and demographic data (including language and ancestry) from 2022 Census updates, using Scan/US Professional Market Mapping software. This report aims to help inform the greater Portland region's cultural planning efforts underway with CPG, Metropolitan Group, community members and local governments, and other stakeholders across the region. The market analysis provides a portrait of the strength, character, and location of arts activity among the region's population. Esri MPI data is compiled into indexes for different types of arts activity. Indexes measure how much the Portland region population engages in a particular arts activity compared to the national average of 100. So, indexes can show levels of engagement that are average, lower (less than 100), or higher (more than 100) compared to the country as a whole.

The geographic boundary for this analysis is the Portland Tri-County Area which includes Clackamas, Multnomah, and Washington Counties. Esri MPI data reflects indexes at the block group level of geography and is used to stratify the area geography into specific locations that exhibit low, moderate, or high arts indexes. Stratification helps to understand the demographic characteristics of the areas with different arts index results and underscores some of the nuances within these communities when policies and programs are developed to increase access, develop inclusive policies, engage more diverse populations, and build equity. For example, understanding the characteristics of low-indexing areas provides a snapshot of who is served less than others, where cultural resources may be lacking, and where particular types of investment and outreach may take priority. Where indexes are moderate and high provides a snapshot of who is better or well served, where cultural resources are more abundant, and where particular types of investment may leverage or build upon existing assets.

MPI data also provides buyer counts – the estimated number of people who participate in an arts activity (e.g., attend live theatre) – which can be helpful to individual arts organizations in understanding market potential or market reach in the region. The MPI variables used in this study are grouped into two categories, 1) the types of activities people attend or visit, and 2) the types of personal creative activities people may do on their own, with an average for, a) live performing arts, b) other live concerts, c) museum or art gallery visits, and d) personal creative activities.

## 1. Attendance and Visitation Variables

- Visiting art galleries
- Visiting museums
- Visiting aquariums
- Visiting zoos
- Attending live dance performances (performing arts)
- Attending live classical music or opera (performing arts)
- Attending live theatre (performing arts)
- Attending live country music concerts (other concerts)
- Attending rock music concerts (other concerts)

## 2. Personal Creative Activity

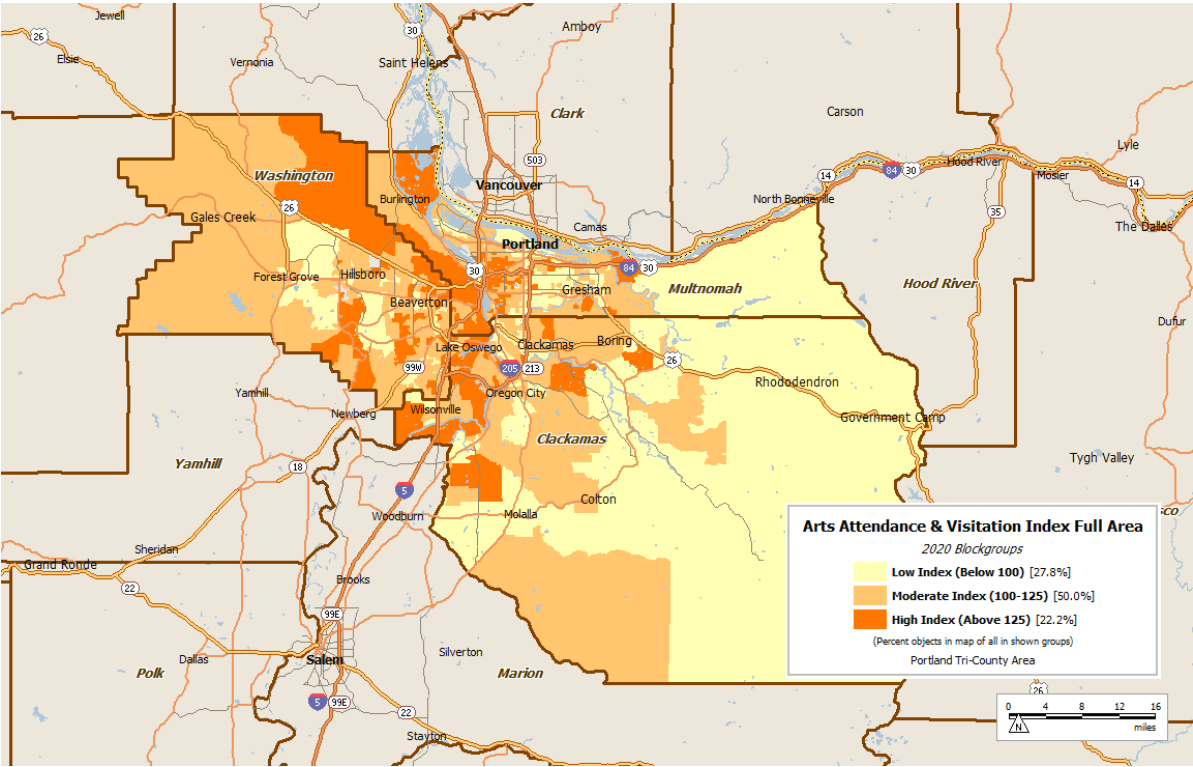
- Cooking for fun
- Dancing for fun
- Playing an instrument
- Painting, drawing, or sculpture
- Photo scrapbooking
- Woodworking

While these data are beneficial, MPI variables relevant to arts and cultural studies are limited to what national data collectors capture through annual surveys. They don't include other important cultural activities in homes and communities. For example, this data doesn't include local festivals, street fairs, cultural heritage celebrations, artisan markets, youth or family programs in homes, faith-based organizations, and cultural centers.

# Observations

The population of the Portland Tri-County Area is 1.83 million and has 732,835 households. About half of this population (51%) is concentrated in areas with a moderate average index for arts attendance and visitation (100 to 125); 29% is in low-indexing areas; 20% is in high-indexing areas. The smallest portion of the population (363,548 people) live in high-arts indexing areas, shown in dark orange on the map below. Given their proximity to downtowns, these areas are most likely to be more abundant in cultural assets than other areas. Low-indexing areas have a population of 541,309 and moderate-indexing areas have a population of 932,419. These two areas shown in gold and yellow on the map below are primarily suburban and rural. This analysis suggests that equity work within the cultural plan would seek to either balance this distribution or invest in resources toward low-indexing areas for improved access and increased engagement.

## Arts Attendance & Visitation Map

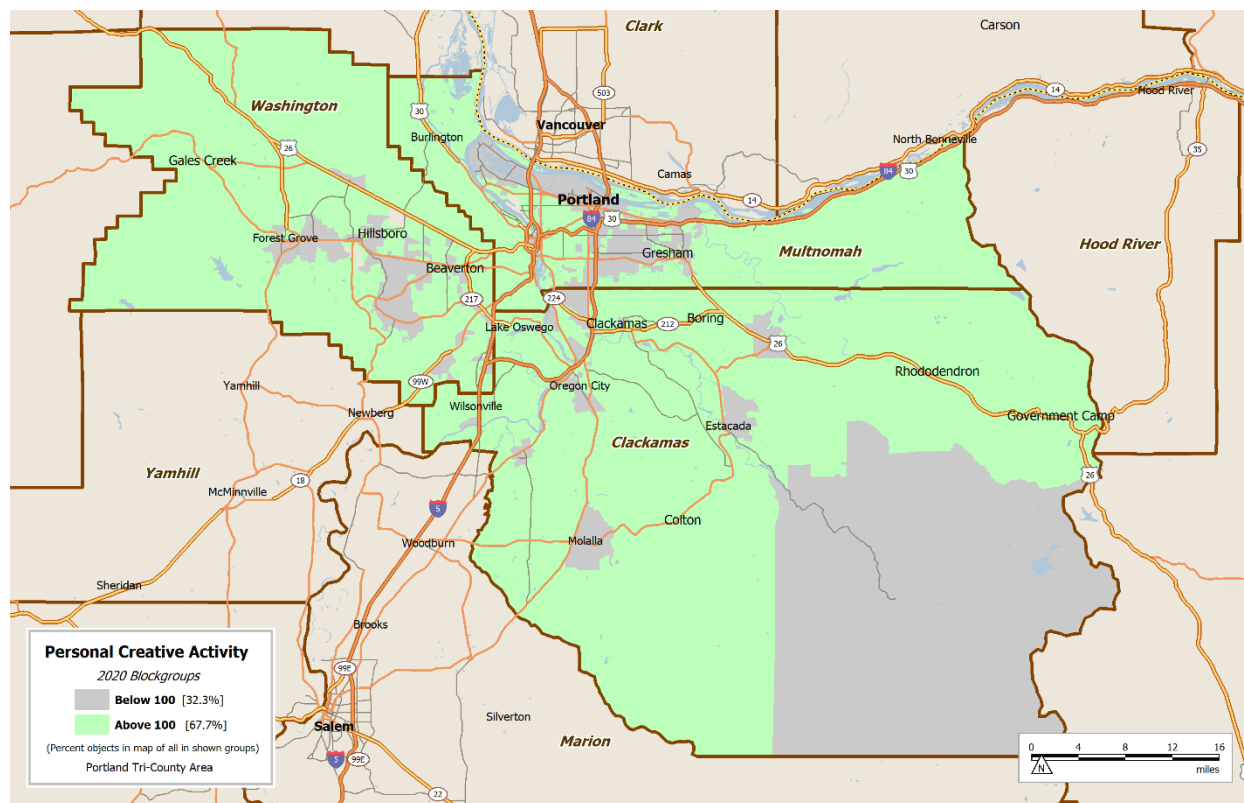




Arts attendance and visitation indexes across the region's block groups range from a low of 58 (42% below the national average) to a high of 168 (68% above the national average). Indexes are highest across the region for visiting art galleries and museums, followed by attending live classical music or opera performances, rock music concerts, and live theatre. Participation in the personal creative activities studied in this report hovers close to the national average of 100, with the highest index reported for playing a musical instrument.

Index data is based on the activity of people in households. For personal creativity, the activity does not require a place to "attend" or "visit," so the data is not mingled with arts and visitation indexing results. The personal creativity index may be above average in rural areas where there are no formal arts facilities, and attendance and visitation indexes may be above average as well, as the activity relates to people in the households going somewhere outside of their homes for the experience.

### **Personal Creativity Index Map**



The stratified areas have wide-ranging diversity indexes, a Census measurement of differing racial and ethnic groups within a population. The diversity index is 13 points higher in low arts-indexing areas (65) than in high-indexing areas (52), where 34% of the population is comprised of people of color compared with 24% respectively. The moderate indexing area shows a mid-range diversity index (56), and the percentage of the non-white population is about the same as the region as a whole (58).

Regarding age and arts attendance and visitation, there is no notable difference across stratified areas. The median age of the population in the Portland Tri-County Area is 39.9 and skews 1.4 years older in high-indexing areas and one year younger in low-indexing areas for arts attendance and visitation. However, there is a marked difference in the household income characteristics within these groups. The median household income for the Portland Tri-County Area is \$85,350, which is on par with the median household income of the moderate index (and largest) area at \$89,913. But there is close to a \$40,000 difference in the median household income in low-indexing areas (\$63,372) and high-indexing areas (\$102,682), underscoring long-known socioeconomic barriers and other inequities to arts access. Education level, along with income, have historically been predictors of adult arts attendance and visitation. As with household income in the Portland Tri-County Area, there is also a disparity in the education level of householders over the age of 25 across the stratified geography. Among adults over age 25 in low-indexing areas for arts attendance and visitation, 29% have a college or graduate degree compared with 65% within high-indexing areas.

While the Portland Tri-County Area has a moderate diversity index, an understanding of the languages spoken can help arts and cultural organizations address equity issues in addition to race and socioeconomic factors. For example, 9% of the population in areas that index low for arts attendance and visitation speak English less than “very well,” and 14% of the population in the full study area speaks a language other than English at home. In low-indexing areas for arts attendance and visitation, the percentage of the population that speaks a language other than English at home rises to 21% compared with 10% in high-indexing areas, suggesting that language barriers may be a barrier to some types of arts attendance and visitation.

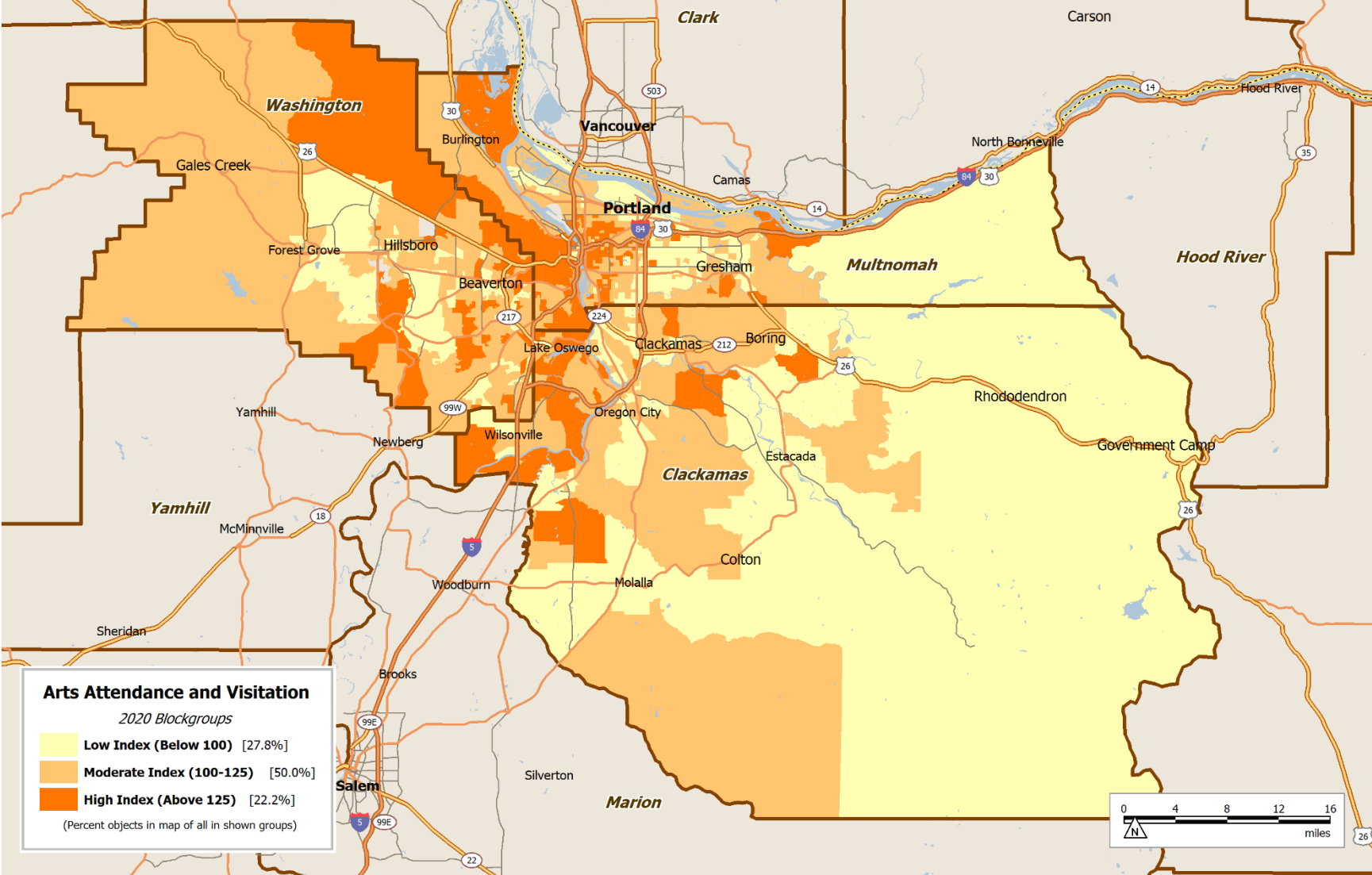
Upwards of 30 languages other than English are spoken at home in the region. Of the more than a quarter million people over the age of five in the Portland Tri-County Area that speak a language other than English at home, that language is overwhelmingly Spanish; 62% of that population speaks Spanish. For areas that index low for arts attendance and visitation, the percentage of those who speak Spanish at home rises to 76% compared with 41% for high-indexing areas. Other languages within the top 1, in descending order, include Chinese, Vietnamese, Tagalog, Korean, Arabic, Japanese, French, Mon-Khmer/Cambodian, or another Asian or other Pacific Island language.

The population of Hispanic/Latino(a)(x) ancestry in the Portland Tri-County Area is primarily Mexican (74%), with the next largest group being Spanish at five percent. The percentage of people with Mexican ancestry is 20 percentage points higher in low-indexing areas than in high-indexing areas. In addition to having Mexican Ancestry, the Hispanic/Latino(a)(x) population reports 20 other ancestral countries. The population of Asian ancestry in the Portland Tri-County area is more diverse than the Hispanic/Latino(a)(x) population. More than 20% of the Asian population is of Chinese ancestry, followed by Vietnamese (18%), Asian Indian (17%), and Filipino (11%). In addition, the Asian population includes a minimum of 13 other ancestral countries. In areas that index high for arts attendance and visitation, 30% of the Asian population is of Chinese (30%) ancestry, followed by Asian Indian (22%). Low-indexing areas have the highest percentage of the Asian population of Vietnamese ancestry (29%), followed by Chinese (20%).

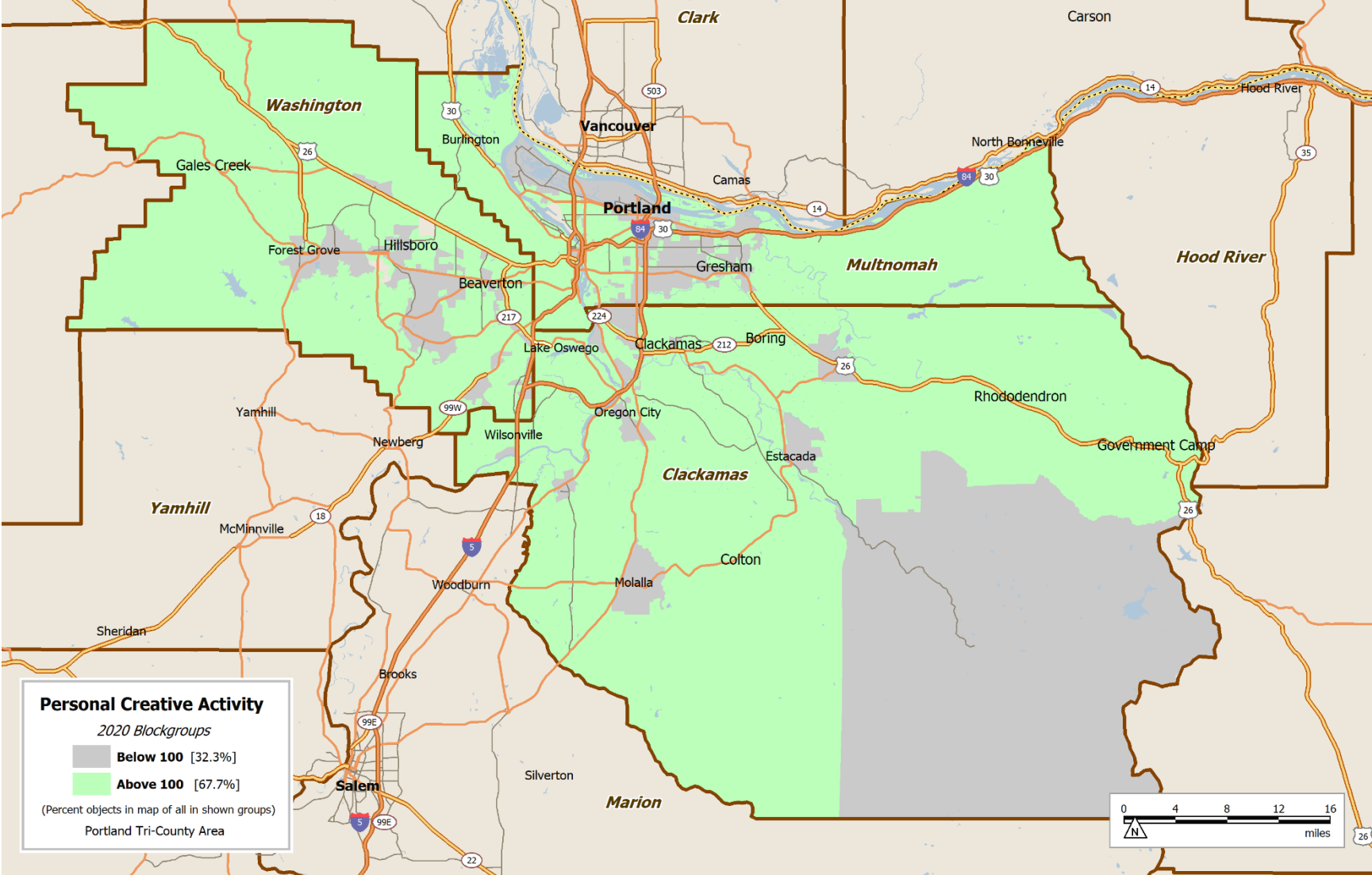
## Market Potential Indexes and Estimated Activity with County Breakout

Market Potential Indexes and Buyer Counts	Portland Tri-County Area Households	Buyers/Participants	Clackamas County Households	Buyers/Participants	Multnomah County Households	Buyers/Participants	Washington County Households	Buyers/Participants
Average Live Performing Arts	112		104		115		114	
Average Live Other Concerts	106		111		104		109	
Average Museum/Gallery Visitation	114		105		119		111	
Average Personal Creative Activities	104		102		106		103	
<b>Attendance and Visitation</b>								
Visiting Art Galleries	120	118,240	107	24,667	132	58,418	112	35,155
Visiting Museums	119	219,874	107	46,368	127	105,807	114	67,699
Visiting Aquariums	106	84,778	101	18,734	108	38,673	108	27,371
Visiting Zoos	109	183,992	106	41,326	110	83,052	110	59,614
Attending Live Dance Performances	106	49,150	100	10,728	108	22,592	108	15,830
Attending Live Classical Music or Opera	117	56,677	104	11,756	126	27,495	112	17,426
Attending Live Theatre	112	166,732	108	37,685	113	75,163	114	53,884
Attending Live Country Music Concerts	99	72,599	109	18,461	91	29,859	105	24,279
Attending Live Rock Music Concerts	114	133,848	112	30,183	116	61,372	114	42,293
<b>Personal Creative Activity</b>								
Cooking for Fun	107	389,353	102	86,126	110	180,488	105	122,739
Dancing for Fun	108	128,447	94	25,944	115	62,346	105	40,157
Playing an Instrument	110	132,234	103	28,972	114	61,496	107	41,766
Painting, Drawing, Sculpture	108	161,548	102	35,029	114	77,003	104	49,516
Photo Scrapbooking	99	65,264	108	16,214	93	27,510	104	21,540
Woodworking	94	78,248	105	20,014	88	33,036	95	25,198

# Market Potential Index Maps: Arts Attendance & Visitation



# Market Potential Index Maps: Personal Creativity



# Portland Tri-County Area Demographics and Index Area Breakout

Portland Tri-County Area: Population, Households, and Race

Portland Tri-County Area Arts & Culture Index Groups								
Arts & Culture Index (Attendance and Visitation)	Portland Tri-County Area	%	Low Index (Below 100)	%	Moderate Index (100-125)	%	High Index (Above 125)	%
<b>Population</b>	1,837,276		541,309	29%	932,419	51%	363,548	20%
<b>Households</b>	732,835		203,766	28%	367,403	50%	161,666	22%
<b>Average household size</b>	2.46		2.6		2.50		2.20	
<b>Population race</b>								
• White	1,313,784	72%	357,083	66%	681,172	73%	275,529	76%
• Black or African American	73,458	4%	29,367	5%	32,920	4%	11,171	3%
• American Indian or Alaska Native	15,020	1%	6,730	1%	6,461	1%	1,829	1%
• Asian or Asian American	167,292	9%	42,197	8%	88,795	10%	36,300	10%
• Hawaiian or Pacific Islander	7,593	0.4%	3,490	1%	3,323	0.4%	780	0.2%
• Multiple races or other	260,129	14%	102,442	19%	119,748	13%	37,939	10%
	1,837,276		541,309	100%	932,419	100%	363,548	100%
<b>Population Hispanic or Latino(a)</b>	258,540	14%	112,265	21%	113,686	12%	32,589	9%
<b>Diversity Index</b>	58		65		56		52	

## Portland Tri-County Area: Age and Income

Portland Tri-County Area Arts & Culture Index Groups								
Arts & Culture Index (Attendance and Visitation)	Portland Tri-County Area	%	Low Index (Below 100)	%	Moderate Index (100-125)	%	High Index (Above 125)	%
<b>Population Age</b>								
• < 5 yrs	91,088	5%	30,544	6%	46,493	5%	14,051	4%
• 5-9 yrs	102,219	6%	32,984	6%	51,800	6%	17,435	5%
• 10-14 yrs	109,356	6%	35,736	7%	55,232	6%	18,388	5%
• 15-19 yrs	102,632	6%	33,124	6%	52,105	6%	17,403	5%
• 20-24 yrs	103,191	6%	31,884	6%	50,908	5%	20,399	6%
• 25-34 yrs	292,182	16%	84,306	16%	147,398	16%	60,478	17%
• 35-44 yrs	292,010	16%	79,645	15%	152,324	16%	60,041	17%
• 45-54 yrs	245,794	13%	69,543	13%	125,381	13%	50,870	14%
• 55-64 yrs	215,104	12%	57,730	11%	110,519	12%	46,855	13%
• 65-74 yrs	178,617	10%	51,581	10%	89,004	10%	38,032	10%
• 75-84 yrs	77,841	4%	24,824	5%	38,080	4%	14,937	4%
• 85+ yrs	27,242	1%	9,408	2%	13,175	1%	4,659	1%
	1,837,276	100%	541,309	100%	932,419	100%	363,548	100%
<b>Median age</b>	39.9		38.9		39.9		41.3	
Portland Tri-County Area Arts & Culture Index Groups								
Arts & Culture Index (Attendance and Visitation)	Portland Tri-County Area	%	Low Index (Below 100)	%	Moderate Index (100-125)	%	High Index (Above 125)	%
<b>Per capita income</b>	\$ 44,301		\$ 30,492		\$ 44,778		\$ 63,641	
<b>Household income</b>								
• < 15,000	54,310	7%	19,916	10%	21,751	6%	12,643	8%
• 15,000-24,999	35,422	5%	14,051	7%	15,078	4%	6,293	4%
• 25,000-34,999	45,077	6%	16,932	8%	19,322	5%	8,823	5%
• 35,000-49,999	70,406	10%	25,468	12%	32,081	9%	12,857	8%
• 50,000-74,999	118,894	16%	40,778	20%	56,772	15%	21,344	13%
• 75,000-99,999	110,375	15%	30,821	15%	59,642	16%	19,912	12%
• 100,000-124,999	78,407	11%	19,299	9%	43,474	12%	15,634	10%
• 125,000-149,999	62,960	9%	13,643	7%	34,314	9%	15,003	9%
• 150,000-199,999	70,817	10%	13,472	7%	40,326	11%	17,019	11%
• 200,000+	86,167	12%	9,386	5%	44,643	12%	32,138	20%
	732,835	100%	203,766	100%	367,403	100%	161,666	100%
<b>Average household income</b>	\$ 110,467		\$ 80,162		\$ 113,159		\$ 142,548	
<b>Median household income</b>	\$ 85,350		\$ 63,372		\$ 89,913		\$ 102,682	

Portland Tri-County Area: Education and Population Change

Portland Tri-County Area Arts & Culture Index Groups								
Arts & Culture Index (Attendance and Visitation)	Portland Tri-County Area	%	Low Index (Below 100)	%	Moderate Index (100-125)	%	High Index (Above 125)	%
HH population, age 25 yrs+	1,328,790		377,037		675,881		275,872	
• HH pop 25+, no HS diploma	90,381	7%	44,960	12%	37,509	6%	7,912	3%
• HH pop 25+, HS diploma	236,336	18%	93,740	25%	113,931	17%	28,665	10%
• HH pop 25+, college, no diploma	274,359	21%	90,647	24%	141,418	21%	42,294	15%
• HH pop 25+, Associate degree	111,296	8%	36,425	10%	59,311	9%	15,560	6%
• HH pop 25+, college degree	369,675	28%	71,716	19%	197,712	29%	100,247	36%
• HH pop 25+, graduate/prof degree	246,743	19%	39,549	10%	126,000	19%	81,194	29%
22-27 Population change	57,950	3.2%	13,681	2.5%	31,627	3.4%	12,642	3.5%
22-27 Household change	46,972	6.4%	11,922	5.9%	25,385	6.9%	9,665	6.0%



## Portland Tri-County Area Languages and Ancestry and Index Area Breakout

Languages and Ancestry	Population Age 5+ in Portland Tri- County Area (n=1,746,188)	%	Low Index (Below 100) (n=510,765)	%	Moderate Index (100-125) (n=885,926)	%	High Index (Above 125) (n=349,497)	%
Speaks English less than "very well"	98,439	6%	46,889	9%	40,558	5%	10,992	3%
Speaks a language other than English at home	252,771	14%	109,473	21%	109,835	12%	33,463	10%
<b>Other Languages Spoken at Home</b>								
Spanish	156,464	61.9%	82,830	75.7%	60,006	54.6%	13,628	40.7%
Chinese	23,804	9.4%	6,305	5.8%	13,271	12.1%	4,228	12.6%
Vietnamese	20,894	8.3%	6,158	5.6%	10,054	9.2%	4,682	14.0%
Tagalog	20,433	8.1%	4,474	4.1%	11,040	10.1%	4,919	14.7%
Korean	18,308	7.2%	5,105	4.7%	9,371	8.5%	3,832	11.5%
Arabic	9,482	3.8%	3,946	3.6%	4,132	3.8%	1,404	4.2%
Japanese	417	0.2%	30	0.0%	316	0.3%	71	0.2%
French	334	0.1%	43	0.0%	244	0.2%	47	0.1%
Mon-Khmer/Cambodian	320	0.1%	0	0.0%	164	0.1%	156	0.5%
Other Asian language	314	0.1%	7	0.0%	276	0.3%	31	0.1%
Other Pacific Island language	275	0.1%	83	0.1%	192	0.2%	0	0.0%
Russian	256	0.1%	138	0.1%	59	0.1%	59	0.2%
Hindi	234	0.1%	0	0.0%	169	0.2%	65	0.2%
African language	206	0.1%	0	0.0%	91	0.1%	115	0.3%
Other Slavic language	195	0.1%	115	0.1%	80	0.1%	0	0.0%
Other Indo-European language	171	0.1%	38	0.0%	42	0.0%	91	0.3%
Other Indic language	112	0.0%	0	0.0%	108	0.1%	4	0.0%
Scandinavian language	109	0.0%	75	0.1%	3	0.0%	31	0.1%
German	96	0.0%	0	0.0%	17	0.0%	79	0.2%
Portuguese	84	0.0%	42	0.0%	38	0.0%	4	0.0%
Hmong	84	0.0%	84	0.1%	0	0.0%	0	0.0%
Armenian	37	0.0%	0	0.0%	37	0.0%	0	0.0%
Persian	32	0.0%	0	0.0%	32	0.0%	0	0.0%
Thai	30	0.0%	0	0.0%	30	0.0%	0	0.0%
Greek	28	0.0%	0	0.0%	15	0.0%	13	0.0%
Urdu	18	0.0%	0	0.0%	14	0.0%	4	0.0%
Loatian	14	0.0%	0	0.0%	14	0.0%	0	0.0%
Serbo-Croatian	10	0.0%	0	0.0%	10	0.0%	0	0.0%
Italian	7	0.0%	0	0.0%	7	0.0%	0	0.0%
French Creole	3	0.0%	0	0.0%	3	0.0%	0	0.0%

Portland Tri-County Area Hispanic/Latino(a)(x) Ancestry and Index Area Breakout

Hispanic/Latino(a)(x) Ancestry	Population Age 5+ Hispanic (white + other) in Portland Tri-County Area (n=253,728)		Low Index (Below 100) (n=110,480)		Moderate Index (100-125) (n=111,417)		High Index (Above 125) (n=31,831)	
		%		%		%		%
Mexican	188,295	74%	88,930	80%	80,115	72%	19,250	60%
Spanish	12,344	5%	3,009	3%	6,247	6%	3,088	10%
All other unspecified	8,570	3%	3,575	3%	3,807	3%	1,188	4%
Puerto Rican	8,228	3%	2,639	2%	4,271	4%	1,318	4%
Guatemalan	7,476	3%	3,863	3%	2,882	3%	731	2%
Cuban	6,015	2%	2,424	2%	2,400	2%	1,191	4%
Salvadoran	5,895	2%	2,458	2%	2,558	2%	879	3%
Colombian	2,824	1%	341	0%	1,617	1%	866	3%
Peruvian	2,778	1%	419	0%	1,571	1%	788	2%
Chilean	1,785	1%	270	0%	769	1%	746	2%
Venezuelan	1,356	1%	158	0%	1,012	1%	186	1%
Other Central American	1,333	1%	460	0%	588	1%	285	1%
Nicaraguan	1,287	1%	401	0%	714	1%	172	1%
Honduran	1,185	0%	576	1%	533	0%	76	0%
Ecuadorian	1,173	0%	282	0%	578	1%	313	1%
Argentinean	1,014	0%	292	0%	334	0%	388	1%
Costa Rican	721	0%	187	0%	456	0%	78	0%
Dominican	550	0%	112	0%	358	0%	80	0%
Uruguayan	459	0%	14	0%	409	0%	36	0%
Bolivian	251	0%	36	0%	86	0%	129	0%
South American (other)	177	0%	34	0%	100	0%	43	0%

Portland Tri-County Area Asian Ancestry and Index Area Breakout

Asian Ancestry	Population Age 5+Asian in Portland Tri-County Area (n=167,292)		Low Index (Below 100) (n=42,197)		Moderate Index (100-125) (n=88,795)		High Index (Above 125) (n=36,300)	
		%		%		%		%
Chinese (incl. Taiwanese)	35,650	21%	8,509	20%	16,313	18%	10,828	30%
Vietnamese	29,363	18%	12,286	29%	14,154	16%	2,923	8%
Asian Indian	27,616	17%	2,757	7%	16,944	19%	7,915	22%
Filipino	19,170	11%	5,509	13%	10,754	12%	2,907	8%
Korean	13,726	8%	1,851	4%	8,160	9%	3,715	10%
Japanese	12,848	8%	2,138	5%	7,206	8%	3,504	10%
Asian (not specified)	7,559	5%	2,476	6%	3,762	4%	1,321	4%
Laotian	5,429	3%	1,836	4%	3,091	3%	502	1%
Cambodian	3,903	2%	1,434	3%	2,021	2%	448	1%
Asian (nec)	3,404	2%	1,166	3%	1,742	2%	496	1%
Thai	3,147	2%	575	1%	1,961	2%	611	2%
Hmong	2,276	1%	873	2%	1,262	1%	141	0%
Pakistani	1,341	1%	422	1%	501	1%	418	1%
Sri Lankan	658	0%	42	0%	394	0%	222	1%
Bangladeshi	552	0%	34	0%	290	0%	228	1%
Indonesian	432	0%	175	0%	136	0%	121	0%
Malaysian	216	0%	114	0%	102	0%	-	0%

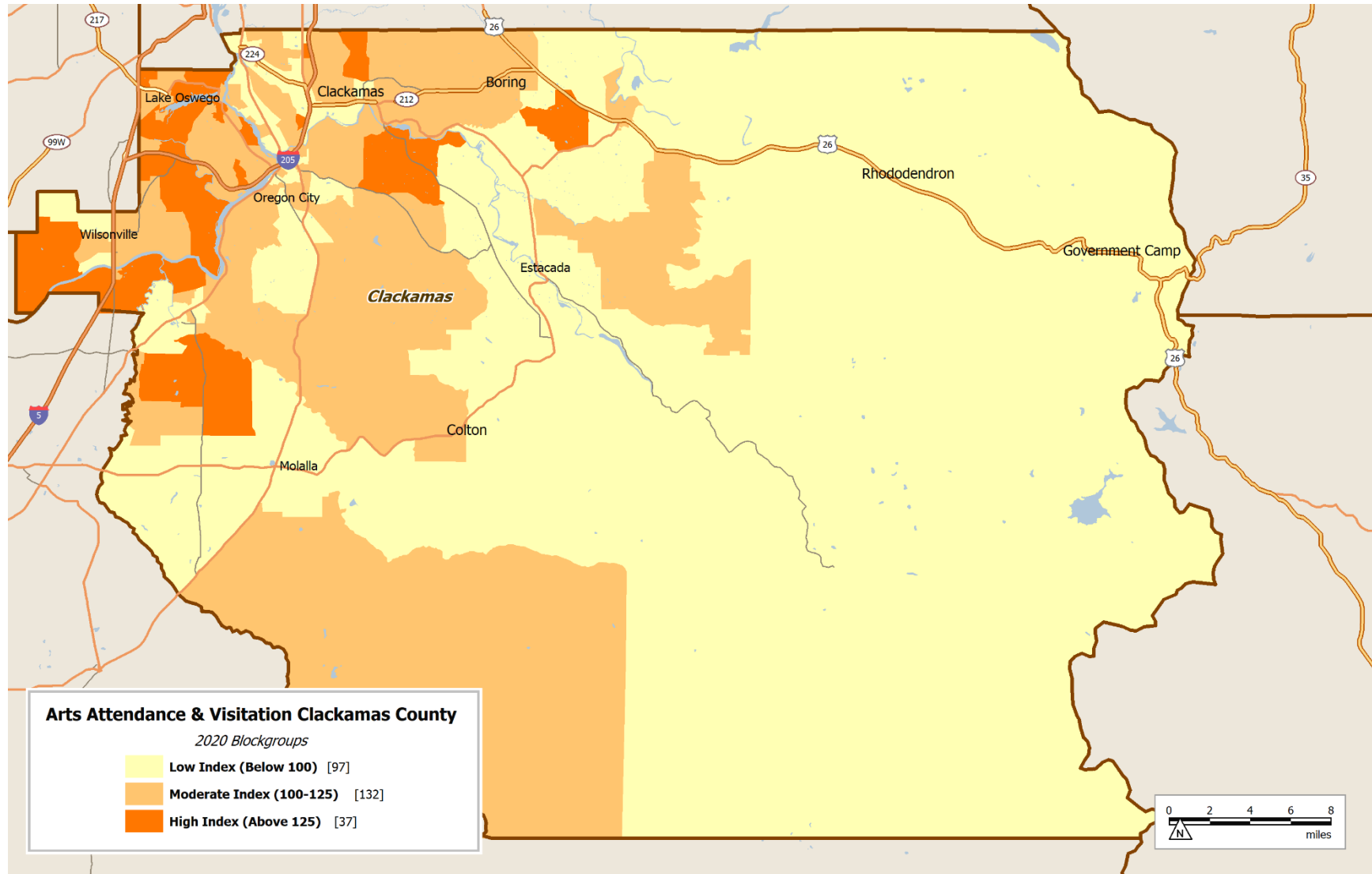
# Clackamas County Summary

## Key observations:

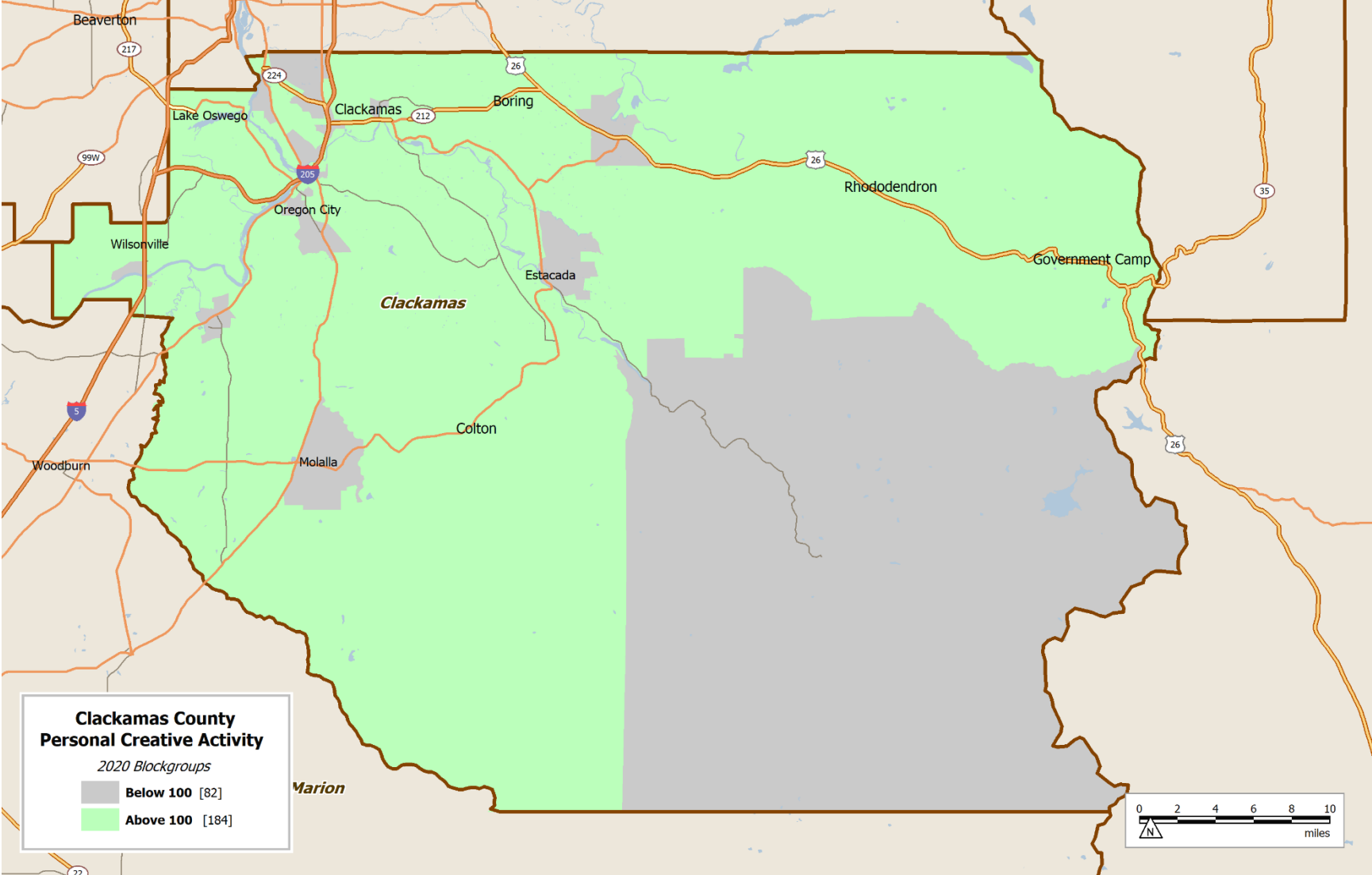
- About half of the county's population (52%) is concentrated in areas with a moderate average index for arts attendance and visitation (100 to 125); 35% of the population is in low-indexing areas; 13% is in high-indexing areas. The smallest portion of the population lives in areas most likely to have the most cultural assets, suggesting that equity work would seek to either balance this distribution of resources or invest in resources toward low-indexing areas for improved access and increased engagement.
- Indexes are highest across the county for attending live rock music concerts, followed by attending live country music concerts, live theatre, and visiting art galleries and museums. Participation in the personal creative activities studied in this report hovers just above the national average of 100, with the highest index reported for photo scrapbooking and woodworking.
- Personal creativity index may be above average in the more rural areas in the county where there are no arts facilities, and attendance and visitation indexes may be above average there as well, as the activity relates to people in the households going somewhere outside of their home for the experience.
- The indexes reflect long-known socioeconomic barriers and other inequities to arts access. Education and income levels have historically been predictors of adult arts attendance and visitation, and this is true for Clackamas County. There is a \$51,550 difference in the median household income in low-indexing areas (\$69,554) and high-indexing areas (\$121,104). Among adults over the age of 25 in low-indexing areas for arts attendance and visitation, 28% have a college or graduate degree compared with 76% within high-indexing areas. The three stratified areas are similar regarding racial diversity, with 17% or 18% of the population comprised of people of color.
- An understanding of languages spoken can help arts and cultural organizations address equity issues in addition to race and socioeconomic factors. More than 30,000 people over the age of five in the county speak a language other than English at home. In low-indexing areas for arts attendance and visitation, the percentage of the population that speaks a language other than English at home is 9% compared to 7% in moderate-indexing areas and 10% in high-indexing areas.
- Of those who speak a language other than English at home in the county, 66% speak Spanish. For areas that index low for arts attendance and visitation, the percentage of those who speak Spanish at home rises to 86% compared with 4% for high-indexing areas.
- The county's Hispanic/Latino(a)(x) population is primarily of Mexican ancestry (71%). The percentage of people with Mexican ancestry is 17 percentage points higher in low-indexing areas than in high-indexing areas. In addition to having Mexican ancestry, the Hispanic/Latino(a)(x) population reports 18 other ancestral countries.

- The county's population of Asian ancestry is more diverse than the Hispanic/Latino(a)(x) population: Chinese (24%), Filipino (13%), Vietnamese (13%), Korean (11%), Asian Indian (10%), and Japanese (8%). In addition, the Asian population includes a minimum of 14 other ancestral countries. In areas that index high for arts attendance and visitation, 26% of the Asian population is of Chinese ancestry, followed by Korean (12%) and Asian Indian (12%). Low-indexing areas have the highest percentage of the Asian population of Chinese ancestry (23%), followed by Filipino (15%), Vietnamese (14%) and Japanese (12%).

# Clackamas County Market Potential Index Maps: Arts Attendance & Visitation



# Clackamas County Market Potential Index Map: Personal Creativity



# Clackamas County Area Demographics and Index Area Breakout

Clackamas County: Population, Households, and Race

Clackamas County Arts & Culture Index Groups								
Arts & Culture Index (Attendance and Visitation)	Clackamas County, OR	%	Low Index (Below 100)	%	Moderate Index (100-125)	%	High Index (Above 125)	%
<b>Population</b>	425,853		148,591	35%	220,366	52%	56,896	13%
<b>Households</b>	163,148		57,332	35%	84,325	52%	21,491	13%
<b>Average household size</b>	2.60		2.56		2.59		2.64	
<b>Population race</b>								
• White	349,684	82%	122,734	83%	180,483	82%	46,467	82%
• Black or African American	5,999	1%	2,238	2%	3,089	1%	672	1%
• American Indian or Alaska Native	2,561	1%	1,179	1%	1,165	1%	217	0%
• Asian or Asian American	22,268	5%	4,426	3%	13,546	6%	4,296	8%
• Hawaiian or Pacific Islander	806	0%	266	0%	415	0%	125	0%
• Multiple races or other	44,535	10%	17,748	12%	21,668	10%	5,119	9%
	425,853		148,591	100%	220,366	100%	56,896	100%
<b>Population Hispanic or Latino(a)</b>	41,333	10%	17,729	12%	19,473	9%	4,131	7%
<b>Diversity Index</b>	43		42		43		42	



## Clackamas County: Age and Income

Clackamas County Arts & Culture Index Groups								
Arts & Culture Index (Attendance and Visitation)	Clackamas County, OR	%	Low Index (Below 100)	%	Moderate Index (100-125)	%	High Index (Above 125)	%
<b>Population Age</b>								
• < 5 yrs	20,875	5%	7,792	5%	10,773	5%	2,310	4%
• 5-9 yrs	25,029	6%	8,515	6%	13,020	6%	3,494	6%
• 10-14 yrs	27,436	6%	9,197	6%	14,347	7%	3,892	7%
• 15-19 yrs	25,235	6%	8,791	6%	12,888	6%	3,556	6%
• 20-24 yrs	22,122	5%	8,448	6%	11,425	5%	2,249	4%
• 25-34 yrs	51,666	12%	20,261	14%	26,868	12%	4,537	8%
• 35-44 yrs	59,571	14%	20,618	14%	31,594	14%	7,359	13%
• 45-54 yrs	55,692	13%	18,067	12%	29,301	13%	8,324	15%
• 55-64 yrs	56,798	13%	18,254	12%	29,670	13%	8,874	16%
• 65-74 yrs	50,526	12%	17,337	12%	25,314	11%	7,875	14%
• 75-84 yrs	23,208	5%	8,407	6%	11,409	5%	3,392	6%
• 85+ yrs	7,695	2%	2,904	2%	3,757	2%	1,034	2%
	425,853	100%	148,591	100%	220,366	100%	56,896	100%
<b>Median age</b>	42.7		41.9		42.3		46.5	

Clackamas County Arts & Culture Index Groups								
Arts & Culture Index (Attendance and Visitation)	Clackamas County, OR	%	Low Index (Below 100)	%	Moderate Index (100-125)	%	High Index (Above 125)	%
<b>Per capita income</b>	\$ 44,723		\$ 34,324		\$ 46,092		\$ 66,576	
<b>Household income</b>								
• < 15,000	9,512	6%	3,992	7%	4,578	5%	942	4%
• 15,000-24,999	7,278	4%	3,490	6%	3,255	4%	533	2%
• 25,000-34,999	9,698	6%	4,146	7%	4,330	5%	1,222	6%
• 35,000-49,999	14,895	9%	6,516	11%	6,933	8%	1,446	7%
• 50,000-74,999	26,315	16%	11,718	20%	12,378	15%	2,219	10%
• 75,000-99,999	26,102	16%	9,507	17%	13,932	17%	2,663	12%
• 100,000-124,999	17,591	11%	5,875	10%	9,403	11%	2,313	11%
• 125,000-149,999	14,414	9%	4,411	8%	7,643	9%	2,360	11%
• 150,000-199,999	16,630	10%	4,417	8%	9,402	11%	2,811	13%
• 200,000+	20,713	13%	3,260	6%	12,471	15%	4,982	23%
	163,148	100%	57,332	100%	84,325	100%	21,491	100%
<b>Average household income</b>	\$ 116,438		\$ 88,528		\$ 120,191		\$ 176,171	
<b>Median household income</b>	\$ 89,263		\$ 69,554		\$ 94,548		\$ 121,104	

Clackamas County: Education and Population Change

Clackamas County Arts & Culture Index Groups								
Arts & Culture Index (Attendance and Visitation)	Clackamas County, OR	%	Low Index (Below 100)	%	Moderate Index (100-125)	%	High Index (Above 125)	%
HH population, age 25 yrs+	305,156		105,848		157,913		41,395	
• HH pop 25+, no HS diploma	17,547	6%	9,278	9%	6,774	4%	1,495	4%
• HH pop 25+, HS diploma	64,093	21%	27,919	26%	30,693	19%	5,481	13%
• HH pop 25+, college, no diploma	71,585	23%	27,875	26%	36,407	23%	7,303	18%
• HH pop 25+, Associate degree	29,645	10%	11,877	11%	14,812	9%	2,956	7%
• HH pop 25+, college degree	76,958	25%	18,543	18%	44,576	28%	13,839	33%
• HH pop 25+, graduate/prof degree	45,328	15%	10,356	10%	24,651	16%	10,321	25%
22-27 Population change	18,085	4.3%	5,713	3.8%	9,507	4.3%	2,865	5.0%
22-27 Household change	15,210	9.3%	5,294	9.2%	7,754	9.2%	2,162	10.1%

## Clackamas County Area Languages and Ancestry and Index Area Breakout

Language	Population Age 5+ in Clackamas County (n=404,978)		Low Index (Below 100) (n=140,799)		Moderate Index (100-125) (n=209,593)		High Index (Above 125) (n=54,586)	
		%		%		%		%
Speaks English less than "very well"	12,230	3%	5,046	4%	5,776	3%	1,408	3%
Speaks a language other than English at home	32,787	8%	13,068	9%	15,649	7%	4,100	8%
<b>Other Languages Spoken at Home</b>								
Spanish	21,557	66%	11,279	86%	8,309	53%	1,969	48%
Korean	3,169	10%	692	5%	1,530	10%	997	24%
Vietnamese	2,922	9%	113	1%	2,408	15%	401	10%
Chinese	2,519	8%	397	3%	1,544	10%	578	14%
Tagalog	1,618	5%	349	3%	1,163	7%	106	3%
Arabic	841	3%	258	2%	586	4%	0	0%
Russian	35	0%	0	0%	24	0%	11	0%
Other Slavic language	33	0%	0	0%	33	0%	0	0%
Mon-Khmer/Cambodian	23	0%	0	0%	0	0%	23	1%
German	23	0%	0	0%	8	0%	15	0%
Other Indo-European language	18	0%	0	0%	18	0%	0	0%
French	15	0%	0	0%	15	0%	0	0%
Japanese	0	0%	0	0%	0	0%	0	0%
Other Asian language	0	0%	0	0%	0	0%	0	0%
Other Pacific Island language	0	0%	0	0%	0	0%	0	0%
Hindi	0	0%	0	0%	0	0%	0	0%
African language	0	0%	0	0%	0	0%	0	0%
Other Indic language	0	0%	0	0%	0	0%	0	0%
Scandinavian language	0	0%	0	0%	0	0%	0	0%
Portuguese	0	0%	0	0%	0	0%	0	0%
Hmong	0	0%	0	0%	0	0%	0	0%
Armenian	0	0%	0	0%	0	0%	0	0%
Persian	0	0%	0	0%	0	0%	0	0%
Thai	0	0%	0	0%	0	0%	0	0%
Greek	0	0%	0	0%	0	0%	0	0%
Urdu	0	0%	0	0%	0	0%	0	0%
Loatian	0	0%	0	0%	0	0%	0	0%
Serbo-Croatian	0	0%	0	0%	0	0%	0	0%
Italian	0	0%	0	0%	0	0%	0	0%
French Creole	0	0%	0	0%	0	0%	0	0%

Clackamas County Area Hispanic/Latino(a)(x) Ancestry and Index Area Breakout

Hispanic/Latino(a)(x) Ancestry	Population Age 5+ Hispanic (white + other) in Clackamas County (n=40,767)		Low Index (Below 100) (n=17,519)		Moderate Index (100-125) (n=19,199)		High Index (Above 125) (n=4,049)	
		%		%		%		%
Mexican	28,763	71%	13,587	78%	12,702	66%	2,474	61%
Spanish	2,855	7%	909	5%	1,564	8%	382	9%
All other unspecified	2,434	6%	976	6%	1,291	7%	167	4%
Puerto Rican	1,155	3%	443	3%	629	3%	83	2%
Salvadoran	1,149	3%	355	2%	702	4%	92	2%
Guatemalan	860	2%	566	3%	253	1%	41	1%
Cuban	853	2%	183	1%	302	2%	368	9%
Colombian	787	2%	73	0%	615	3%	99	2%
Peruvian	699	2%	53	0%	424	2%	222	5%
Chilean	368	1%	96	1%	270	1%	2	0%
Nicaraguan	182	0%	28	0%	154	1%	-	0%
Other Central American	167	0%	-	0%	94	0%	73	2%
Argentinean	154	0%	71	0%	69	0%	14	0%
Uruguayan	95	0%	7	0%	83	0%	5	0%
Costa Rican	77	0%	61	0%	16	0%	-	0%
Ecuadorian	70	0%	49	0%	18	0%	3	0%
Honduran	51	0%	51	0%	-	0%	-	0%
Dominican	30	0%	8	0%	7	0%	15	0%
Venezuelan	18	0%	3	0%	6	0%	9	0%

Clackamas County Area Asian Ancestry and Index Area Breakout

Asian Ancestry	Population Age 5+ Asian in Clackamas County (n=22,268)		Low Index (Below 100) (n=4,426)		Moderate Index (100-125) (n=13,546)		High Index (Above 125) (n=4,296)	
		%		%		%		%
Chinese (incl. Taiwanese)	5,302	24%	1,007	23%	3,160	23%	1,135	26%
Filipino	2,982	13%	686	15%	1,935	14%	361	8%
Vietnamese	2,898	13%	615	14%	1,792	13%	491	11%
Korean	2,399	11%	208	5%	1,680	12%	511	12%
Asian Indian	2,330	10%	265	6%	1,551	11%	514	12%
Japanese	1,766	8%	551	12%	810	6%	405	9%
Asian (not specified)	1,234	6%	351	8%	668	5%	215	5%
Laotian	1,137	5%	296	7%	647	5%	194	5%
Thai	564	3%	41	1%	491	4%	32	1%
Hmong	511	2%	186	4%	270	2%	55	1%
Cambodian	493	2%	141	3%	314	2%	38	1%
Pakistani	326	1%	46	1%	55	0%	225	5%
Asian (nec)	141	1%	17	0%	101	1%	23	1%
Sri Lankan	101	0%	-	0%	32	0%	69	2%
Indonesian	84	0%	16	0%	40	0%	28	1%

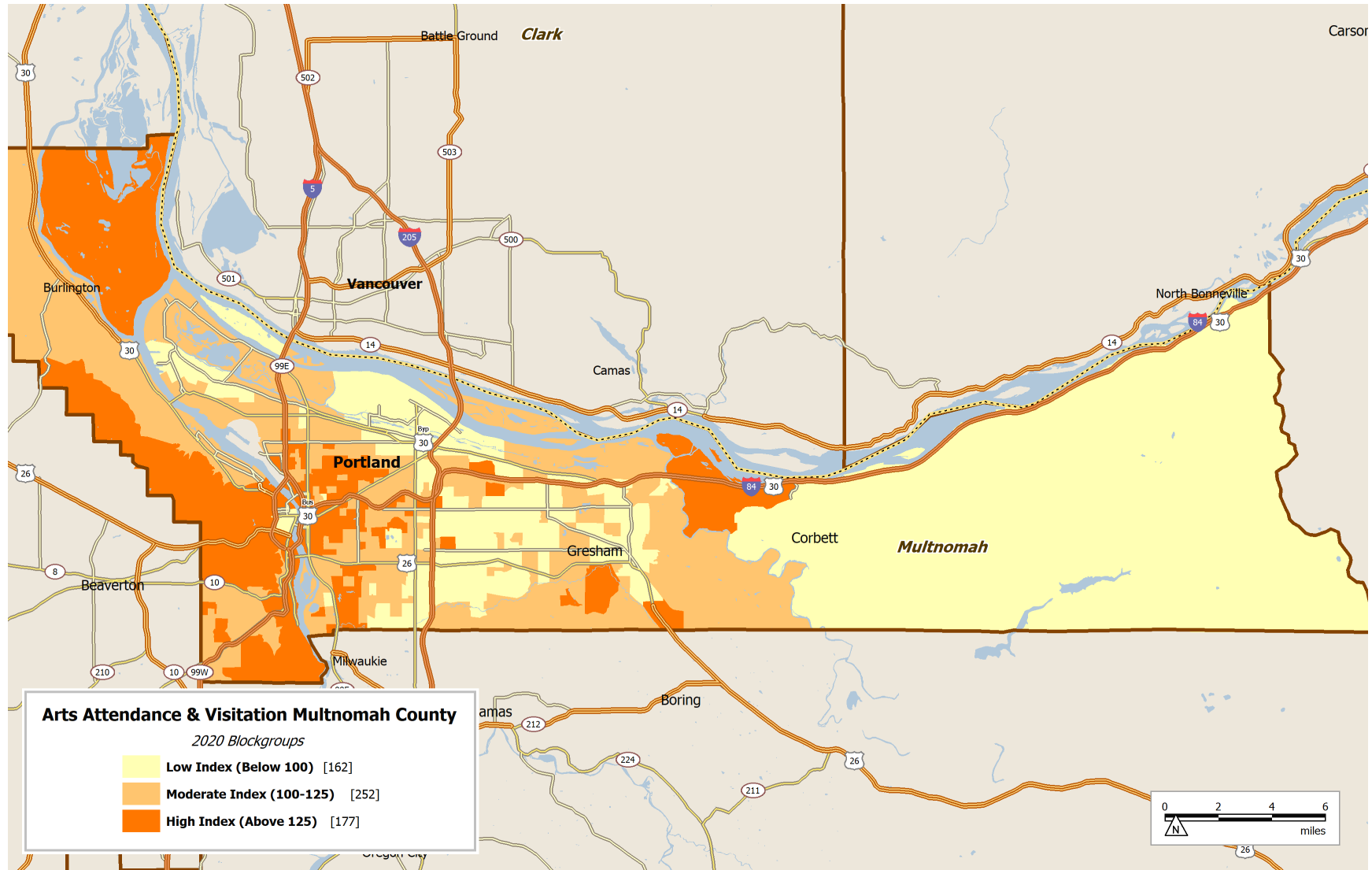
## Multnomah County Summary

### Key observations:

- About 42% of the county's population is concentrated in areas with a moderate average index for arts attendance and visitation (100 to 125); 32% of the population is in low-indexing areas; 26% is in high-indexing areas. The smallest portion of the population lives in areas most likely to have the most cultural assets, suggesting that equity work would seek to either balance this distribution of resources or invest in resources toward low-indexing areas for improved access and increased engagement.
- Indexes are highest across the county for visiting art galleries, followed by visiting museums, and attending live classical music or opera, rock music concerts, and live theatre. Participation in the personal creative activities studied in this report hovers just above the national average of 100, with the highest index reported for dancing for fun, playing an instrument, and painting, drawing, or sculpture.
- Personal creativity index may be above average in the more rural areas in the county where there are no arts facilities, and attendance and visitation indexes may be above average there as well, as the activity relates to people in the households going somewhere outside of their home for the experience.
- The indexes reflect long-known socioeconomic barriers and other inequities to arts access. Education and income levels have historically been predictors of adult arts attendance and visitation, and this is true for Multnomah County. There is a \$36,190 difference in the median household income in low-indexing areas (\$56,324) and high-indexing areas (\$92,514). Among adults over the age of 25 in low-indexing areas for arts attendance and visitation, 59% have a college or graduate degree compared with 69% within high-indexing areas. The three stratified areas differ regarding racial diversity as well, with 41% of low-indexing areas comprised of people of color, compared with 23% in high-indexing areas.
- An understanding of languages spoken can help arts and cultural organizations address equity issues in addition to race and socioeconomic factors. More than 105,000 people over the age of five in the county speak a language other than English at home. In low-indexing areas for arts attendance and visitation, the percentage of the population that speaks a language other than English at home is 23% compared to 10% in moderate-indexing areas and 9% in high-indexing areas.
- Of those who speak a language other than English at home in the county, 62% speak Spanish. For areas that index low for arts attendance and visitation, the percentage of those who speak Spanish at home rises to 70% compared with 42% for high-indexing areas.

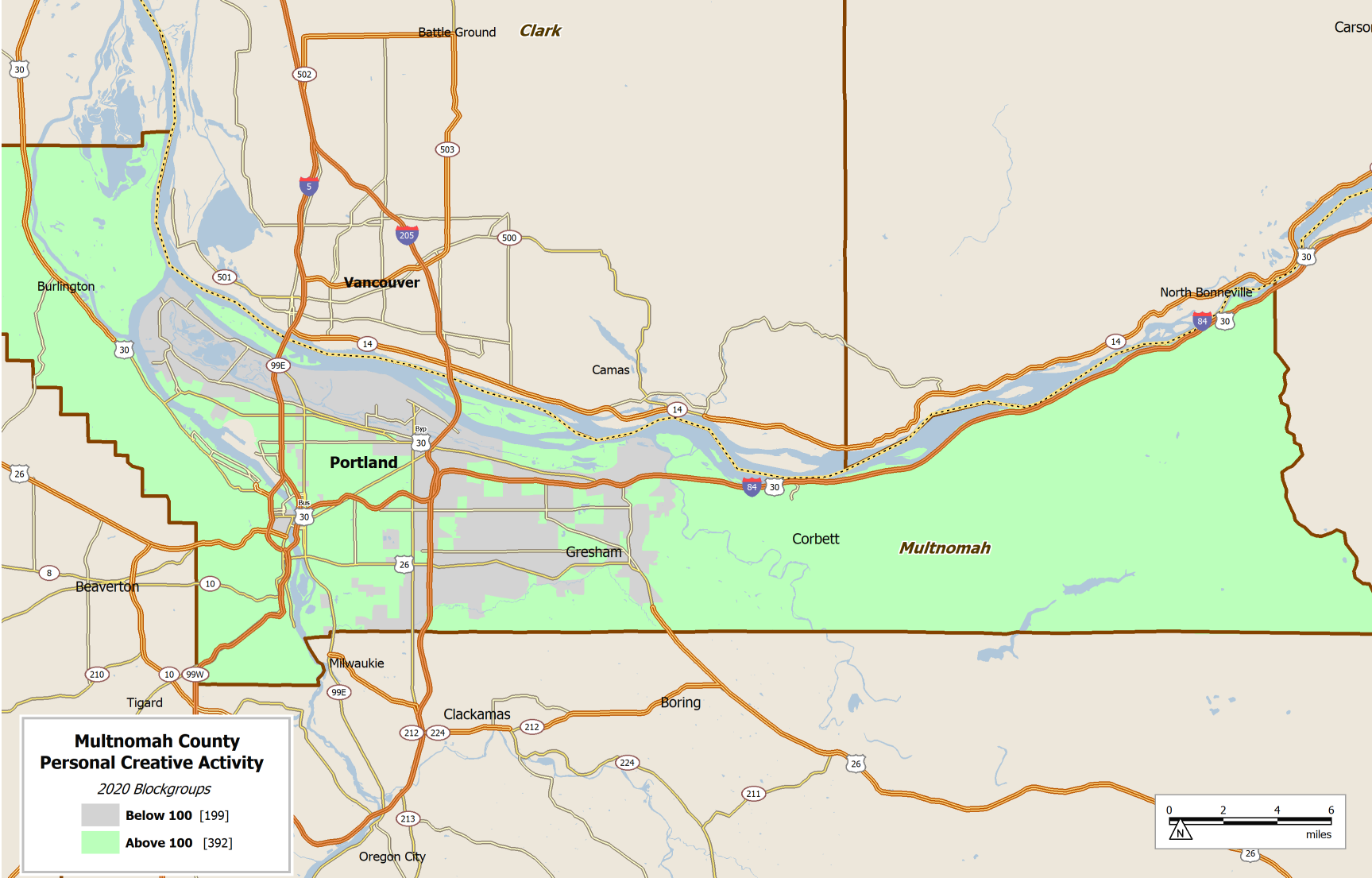
- The county's Hispanic/Latino(a)(x) population is primarily of Mexican ancestry (72%). The percentage of people with Mexican ancestry is 20 percentage points higher in low-indexing areas than in high-indexing areas. In addition to having Mexican ancestry, the Hispanic/Latino(a)(x) population reports 20 other ancestral countries.
- The county's population of Asian ancestry is more diverse than the Hispanic/Latino(a)(x) population: Vietnamese (26%), Chinese (25%), Filipino (10%), Japanese (7%), and Asian Indian (7%). In addition, the Asian population includes a minimum of 15 other ancestral countries. In areas that index high for arts attendance and visitation, 34% of the Asian population is of Chinese ancestry, followed by Asian Indian (15%), Japanese (12%), and Vietnamese (10%). Low-indexing areas have the highest percentage of the Asian population of Vietnamese ancestry (39%), followed by Chinese (23%), Filipino (9%), Asian (not specified 5%), and Laotian (5%).

# Multnomah County Market Potential Index Maps: Arts Attendance & Visitation





# Multnomah County Market Potential Index Map: Personal Creativity



# Multnomah County Area Demographics and Index Area Breakout

Multnomah County: Population, Households, and Race

Multnomah County Arts & Culture Index Groups								
Arts & Culture Index (Attendance and Visitation)	Multnomah County, OR	%	Low Index (Below 100)	%	Moderate Index (100-125)	%	High Index (Above 125)	%
<b>Population</b>	805,558		255,316	32%	337,776	42%	212,466	26%
<b>Households</b>	339,279		96,143	28%	139,572	41%	103,564	31%
<b>Average household size</b>	2.31		2.57		2.37		1.98	
<b>Population race</b>								
• White	561,550	70%	150,391	59%	248,603	74%	162,556	77%
• Black or African American	48,990	6%	22,968	9%	17,581	5%	8,441	4%
• American Indian or Alaska Native	7,561	1%	3,631	1%	2,697	1%	1,233	1%
• Asian or Asian American	70,618	9%	26,970	11%	26,328	8%	17,320	8%
• Hawaiian or Pacific Islander	4,075	1%	2,438	1%	1,222	0%	415	0%
• Multiple races or other	112,764	14%	48,918	19%	41,345	12%	22,501	11%
	805,558		255,316	100%	337,776	100%	212,466	100%
<b>Population Hispanic or Latino(a)</b>	110,431	14%	53,481	21%	37,198	11%	19,752	9%
<b>Diversity Index</b>	61		76		57		52	

## Multnomah County: Age and Income

Multnomah County Arts & Culture Index Groups								
Arts & Culture Index (Attendance and Visitation)	Multnomah County, OR	%	Low Index (Below 100)	%	Moderate Index (100-125)	%	High Index (Above 125)	%
<b>Population Age</b>								
• < 5 yrs	37,854	5%	14,712	6%	15,896	5%	7,246	3%
• 5-9 yrs	40,382	5%	15,792	6%	16,439	5%	8,151	4%
• 10-14 yrs	42,128	5%	17,163	7%	16,792	5%	8,173	4%
• 15-19 yrs	40,523	5%	15,537	6%	16,425	5%	8,561	4%
• 20-24 yrs	45,680	6%	14,612	6%	17,543	5%	13,525	6%
• 25-34 yrs	145,890	18%	41,496	16%	61,185	18%	43,209	20%
• 35-44 yrs	138,343	17%	39,091	15%	61,659	18%	37,593	18%
• 45-54 yrs	109,631	14%	34,619	14%	46,485	14%	28,527	13%
• 55-64 yrs	89,480	11%	25,379	10%	38,226	11%	25,875	12%
• 65-74 yrs	74,703	9%	22,651	9%	30,886	9%	21,166	10%
• 75-84 yrs	30,262	4%	10,324	4%	12,050	4%	7,888	4%
• 85+ yrs	10,682	1%	3,940	2%	4,190	1%	2,552	1%
	805,558	100%	255,316	100%	337,776	100%	212,466	100%
<b>Median age</b>	39.8		37.9		39.2		40.0	

Multnomah County Arts & Culture Index Groups								
Arts & Culture Index (Attendance and Visitation)	Multnomah County, OR	%	Low Index (Below 100)	%	Moderate Index (100-125)	%	High Index (Above 125)	%
<b>Per capita income</b>	\$ 44,867		\$ 27,467		\$ 45,099		\$ 65,407	
<b>Household income</b>								
• < 15,000	32,624	10%	12,479	13%	9,505	7%	10,640	10%
• 15,000-24,999	18,922	6%	7,762	8%	6,267	4%	4,893	5%
• 25,000-34,999	22,800	7%	9,052	9%	7,424	5%	6,324	6%
• 35,000-49,999	34,256	10%	12,623	13%	12,637	9%	8,996	9%
• 50,000-74,999	56,093	17%	18,739	19%	22,931	16%	14,423	14%
• 75,000-99,999	48,868	14%	13,440	14%	22,630	16%	12,798	12%
• 100,000-124,999	33,875	10%	8,368	9%	16,156	12%	9,351	9%
• 125,000-149,999	26,328	8%	5,414	6%	12,598	9%	8,316	8%
• 150,000-199,999	28,475	8%	5,028	5%	14,186	10%	9,261	9%
• 200,000+	37,038	11%	3,238	3%	15,238	11%	18,562	18%
	339,279	100%	96,143	100%	139,572	100%	103,564	100%
<b>Average household income</b>	\$ 105,686		\$ 71,632		\$ 108,605		\$ 133,366	
<b>Median household income</b>	\$ 79,441		\$ 56,324		\$ 85,665		\$ 92,514	

Multnomah County: Education and Population Change

Multnomah County Arts & Culture Index Groups								
Arts & Culture Index (Attendance and Visitation)	Multnomah County, OR	%	Low Index (Below 100)	%	Moderate Index (100-125)	%	High Index (Above 125)	%
HH population, age 25 yrs+	598,991		177,500		254,681		166,810	
• HH pop 25+, no HS diploma	44,123	7%	24,489	14%	15,074	6%	4,560	3%
• HH pop 25+, HS diploma	100,219	17%	45,295	26%	39,239	15%	15,685	9%
• HH pop 25+, college, no diploma	117,056	20%	41,540	23%	51,023	20%	24,493	15%
• HH pop 25+, Associate degree	44,459	7%	15,866	9%	20,361	8%	8,232	5%
• HH pop 25+, college degree	172,153	29%	32,227	18%	76,971	30%	62,955	38%
• HH pop 25+, graduate/prof degree	120,981	20%	18,083	10%	52,013	20%	50,885	31%
22-27 Population change	12,539	1.6%	115	0.1%	6,564	1.9%	5,860	2.8%
22-27 Household change	10,153	3.0%	1,352	1.4%	4,622	3.3%	4,179	4.0%

Multnomah County Area Languages and Ancestry and Index Area Breakout

Language	Population Age 5+ in Multnomah County (n=767,704)	%	Low Index (Below 100) (n=240,604)	%	Moderate Index (100-125) (n=321,880)	%	High Index (Above 125) (n=205,220)
Speaks English less than "very well"	41,171	5%	24,442	10%	11,326	4%	5,403
Speaks a language other than English at home	105,813	14%	55,470	23%	32,061	10%	18,282
<b>Other Languages Spoken at Home</b>							
Spanish	66,113	62%	38,700	70%	19,680	61%	7,733
Chinese	10,353	10%	4,663	8%	3,283	10%	2,407
Vietnamese	8,241	8%	4,033	7%	1,998	6%	2,210
Korean	7,231	7%	2,547	5%	2,353	7%	2,331
Tagalog	7,177	7%	2,487	4%	2,468	8%	2,222
Arabic	4,732	4%	2,415	4%	1,485	5%	832
French	297	0%	43	0%	216	1%	38
Mon-Khmer/Cambodian	267	0%	0	0%	134	0%	133
Russian	212	0%	138	0%	26	0%	48
African language	206	0%	0	0%	91	0%	115
Other Slavic language	162	0%	115	0%	47	0%	0
Hindi	121	0%	0	0%	121	0%	0
Other Pacific Island language	113	0%	83	0%	30	0%	0
Japanese	110	0%	0	0%	39	0%	71
Scandinavian language	102	0%	75	0%	1	0%	26
Hmong	84	0%	84	0%	0	0%	0
Other Indo-European language	72	0%	38	0%	3	0%	31
German	64	0%	0	0%	4	0%	60
Portuguese	62	0%	42	0%	16	0%	4
Greek	28	0%	0	0%	15	0%	13
Thai	26	0%	0	0%	26	0%	0
Urdu	15	0%	0	0%	11	0%	4
Other Indic language	11	0%	0	0%	7	0%	4
Other Asian language	7	0%	7	0%	0	0%	0
Italian	7	0%	0	0%	7	0%	0

Multnomah County Area Hispanic/Latino(a)(x) Ancestry and Index Area Breakout

Hispanic/Latino(a)(x) Ancestry	Population Age 5+ Hispanic (white + other) in Multnomah County (n=107,862)		Low Index (Below 100) (n=52,416)		Moderate Index (100-125) (n=36,203)		High Index (Above 125) (n=19,243)	
		%		%		%		%
Mexican	77,745	72%	41,380	79%	25,037	69%	11,328	59%
Spanish	4,910	5%	1,106	2%	2,175	6%	1,629	8%
Puerto Rican	4,438	4%	1,628	3%	1,850	5%	960	5%
Cuban	3,947	4%	1,982	4%	1,215	3%	750	4%
All other unspecified	3,529	3%	1,609	3%	1,279	4%	641	3%
Salvadoran	3,023	3%	1,508	3%	975	3%	540	3%
Guatemalan	2,094	2%	1,051	2%	678	2%	365	2%
Peruvian	1,433	1%	223	0%	653	2%	557	3%
Colombian	1,240	1%	143	0%	539	1%	558	3%
Argentinean	775	1%	201	0%	223	1%	351	2%
Chilean	766	1%	71	0%	259	1%	436	2%
Nicaraguan	748	1%	317	1%	261	1%	170	1%
Other Central American	707	1%	427	1%	127	0%	153	1%
Honduran	699	1%	437	1%	186	1%	76	0%
Ecuadorian	607	1%	101	0%	236	1%	270	1%
Dominican	303	0%	81	0%	157	0%	65	0%
Venezuelan	295	0%	51	0%	119	0%	125	1%
Costa Rican	249	0%	46	0%	137	0%	66	0%
Bolivian	208	0%	20	0%	59	0%	129	1%
South American (other)	95	0%	34	0%	18	0%	43	0%
Uruguayan	51	0%	-	0%	20	0%	31	0%

Multnomah County Area Asian Ancestry and Index Area Breakout

Asian Ancestry	Population Age 5+		Low Index		Moderate Index		High Index	
	Asian in Multnomah County (n=70,618)	%	(Below 100) (n=26,970)	%	(100-125) (n=26,328)	%	(Above 125) (n=17,320)	%
Vietnamese	18,348	26%	10,400	39%	6,300	24%	1,648	10%
Chinese (incl. Taiwanese)	17,893	25%	6,098	23%	5,907	22%	5,888	34%
Filipino	6,900	10%	2,478	9%	3,057	12%	1,365	8%
Japanese	5,143	7%	726	3%	2,293	9%	2,124	12%
Asian Indian	4,781	7%	498	2%	1,665	6%	2,618	15%
Asian (not specified)	3,575	5%	1,647	6%	1,183	4%	745	4%
Laotian	3,474	5%	1,239	5%	1,965	7%	270	2%
Korean	3,408	5%	670	2%	1,231	5%	1,507	9%
Asian (nec)	2,199	3%	1,095	4%	718	3%	386	2%
Hmong	1,422	2%	677	3%	681	3%	64	0%
Cambodian	1,304	2%	827	3%	374	1%	103	1%
Thai	1,218	2%	148	1%	720	3%	350	2%
Pakistani	495	1%	216	1%	99	0%	180	1%
Indonesian	237	0%	118	0%	58	0%	61	0%
Malaysian	191	0%	114	0%	77	0%	-	0%
Bangladeshi	30	0%	19	0%	-	0%	11	0%

# Washington County Summary

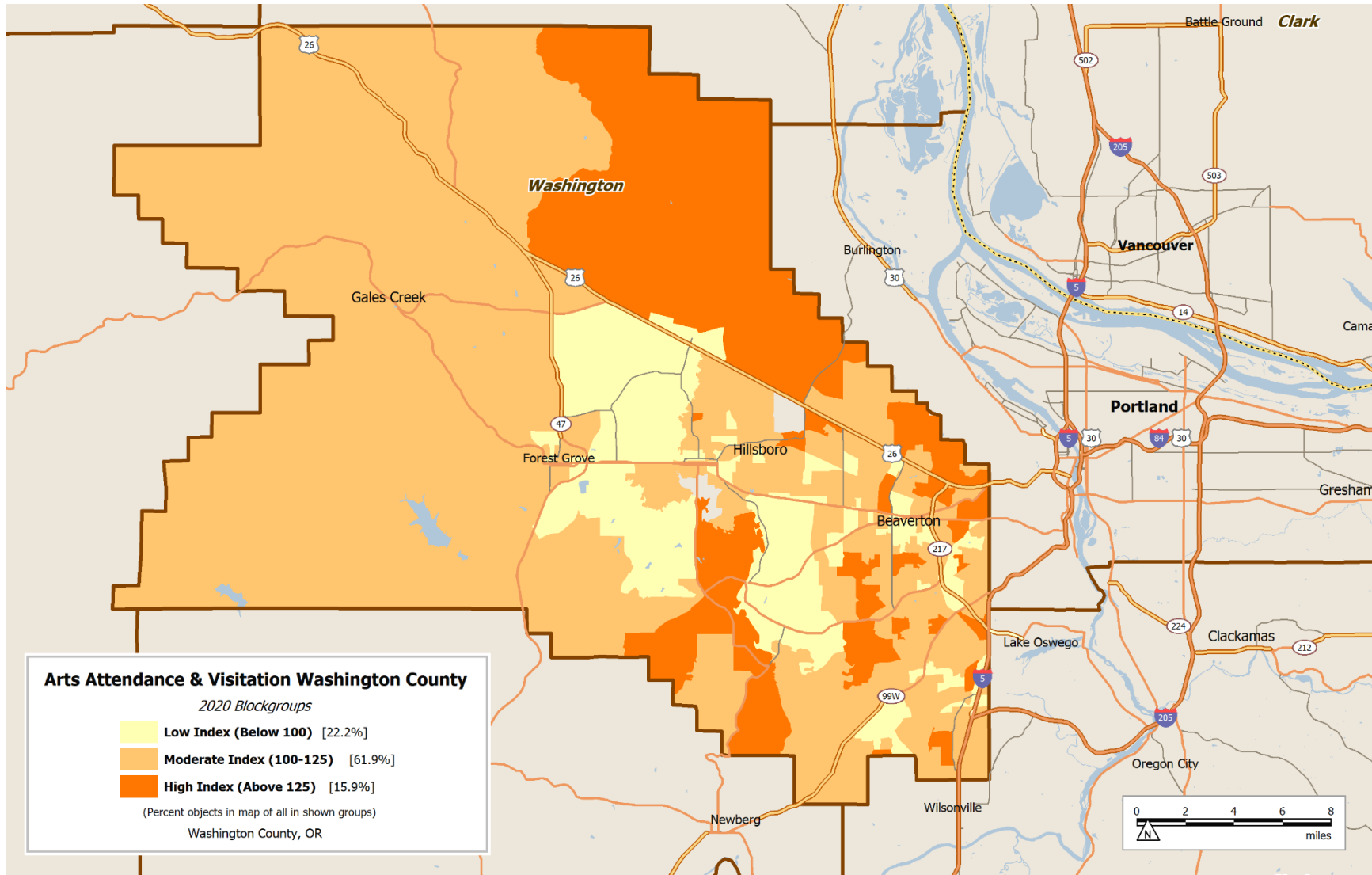
## Key observations:

- Almost two-thirds of the county's population (62%) is concentrated in areas with a moderate average index for arts attendance and visitation (100 to 125); 23% of the population is in low-indexing areas; 16% is in high-indexing areas. The smallest portion of the population lives in areas most likely to have the most cultural assets, suggesting that equity work would seek to either balance this distribution of resources or invest in resources toward low-indexing areas for improved access and increased engagement.
- Indexes are highest across the county for visiting museums, followed by attending live theatre, and attending live rock music concerts, visiting art galleries, attending live classic music or opera, and visiting zoos . Participation in the personal creative activities studied in this report hovers just above the national average of 100, with the highest index reported for playing an instrument.
- Personal creativity indexes may be above average in the more rural areas in the county where there are no arts facilities, and attendance and visitation indexes may be above average there as well, as the activity relates to people in the households going somewhere outside of their home for the experience.
- The indexes reflect long-known socioeconomic barriers and other inequities to arts access. Education and income levels have historically been predictors of adult arts attendance and visitation, and this is true for Washington County. There is a \$50,834 difference in the median household income in low-indexing areas (\$69,797) and high-indexing areas (\$120,631). Among adults over the age of 25 in low-indexing areas for arts attendance and visitation, 34% have a college or graduate degree compared with 65% within high-indexing areas. The population in low-indexing areas is also more racially diverse than in other areas with 39% of the population comprised of people of color compared with 33% on moderate-indexing areas, and 29% in high-indexing areas.
- An understanding of languages spoken can help arts and cultural organizations address equity issues in addition to race and socioeconomic factors. More than 114,000 people over the age of five in the county speak a language other than English at home. In low-indexing areas for arts attendance and visitation, the percentage of the population that speaks a language other than English at home is 32% compared to 18% in moderate-indexing areas and 12% in high-indexing areas.
- Of those who speak a language other than English at home in the county, 60% speak Spanish. For areas that index low for arts attendance and visitation, the percentage of those who speak Spanish at home rises to 80% compared with 35 with another 23% speaking Tagalog for high-indexing areas.
- The county's Hispanic/Latino(a)(x) population is primarily of Mexican ancestry (78%). The percentage of people with Mexican ancestry is 20 percentage points higher in low-indexing areas than in high-indexing areas. In addition to having Mexican ancestry, the Hispanic/Latino(a)(x) population reports 20 other ancestral countries.

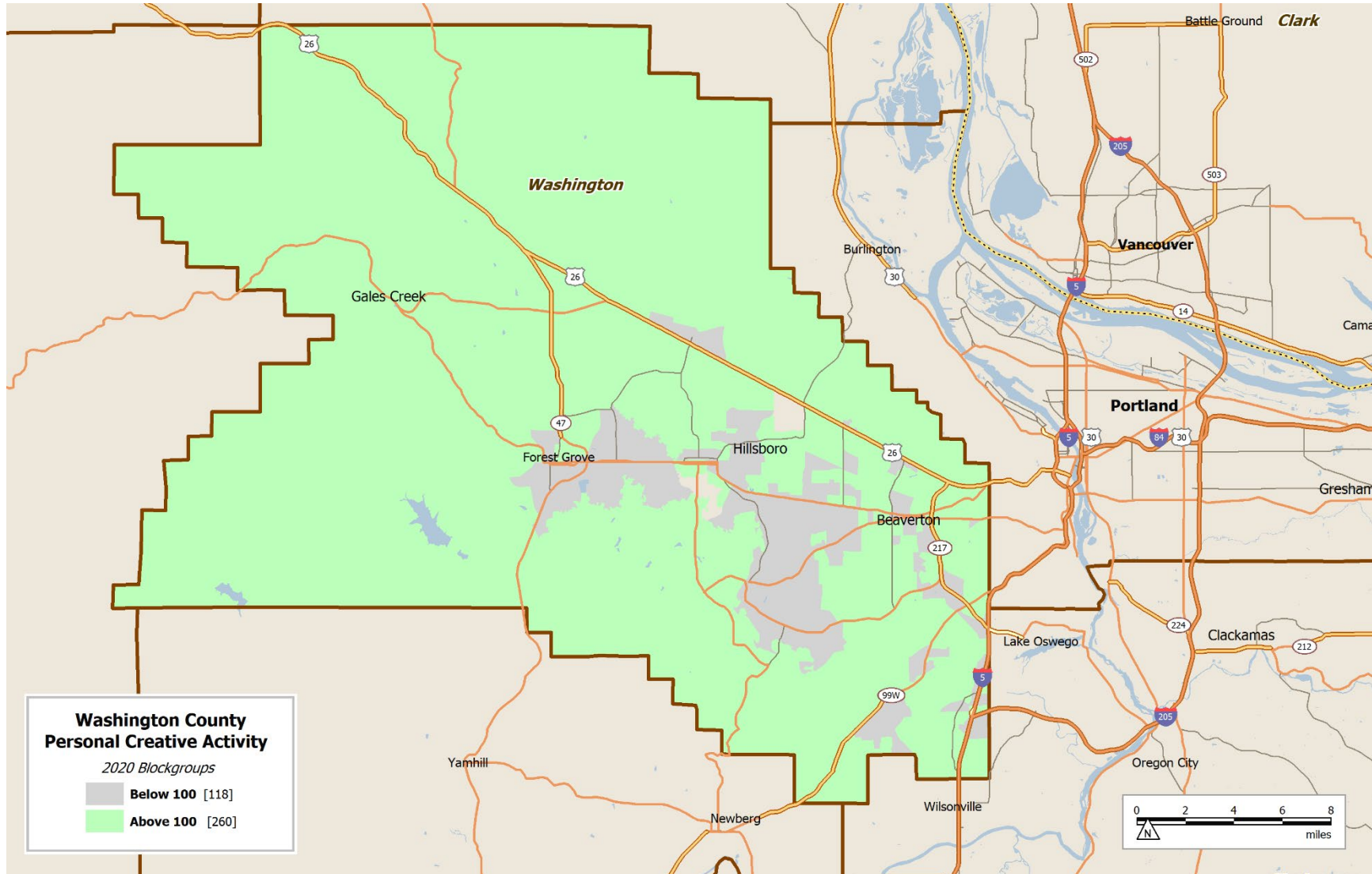


- The county's population of Asian ancestry is more diverse than the Hispanic/Latino(a)(x) population: Asian Indian (28%), Chinese (17%), Filipino (12%), Vietnamese (11%), Korean (11%), and Japanese (8%). In addition, the Asian population includes a minimum of 16 other ancestral countries. In areas that index high for arts attendance and visitation, 33% of the Asian population is of Asian Indian ancestry, followed by Chinese (26%) and Korean (12%). Low-indexing areas have the highest percentage of the Asian population of Filipino ancestry (22%), followed by Asian Indian (18%), Chinese (13%), and Vietnamese (12%).

# Washington County Market Potential Index Maps: Arts Attendance & Visitation



# Washington County Market Potential Index Map: Personal Creativity



# Washington County Area Demographics and Index Area Breakout

Washington County: Population, Households, and Race

Washington County Arts & Culture Index Groups								
Arts & Culture Index (Attendance and Visitation)	Washington County, OR	%	Low Index (Below 100)	%	Moderate Index (100-125)	%	High Index (Above 125)	%
<b>Population</b>	605,865		137,402	23%	374,277	62%	94,186	16%
<b>Households</b>	230,408		50,291	22%	143,506	62%	36,611	16%
<b>Average household size</b>	2.60		2.70		2.57		2.56	
<b>Population race</b>								
• White	402,550	66%	83,958	61%	252,086	67%	66,506	71%
• Black or African American	18,469	3%	4,161	3%	12,250	3%	2,058	2%
• American Indian or Alaska Native	4,898	1%	1,920	1%	2,599	1%	379	0%
• Asian or Asian American	74,406	12%	10,801	8%	48,921	13%	14,684	16%
• Hawaiian or Pacific Islander	2,712	0%	786	1%	1,686	0%	240	0%
• Multiple races or other	102,830	17%	35,776	26%	56,735	15%	10,319	11%
	605,865		137,402	100%	374,277	100%	94,186	100%
<b>Population Hispanic or Latino(a)</b>	106,776	18%	41,055	30%	57,015	15%	8,706	9%
<b>Diversity Index</b>	64		70		64		58	

## Washington County: Age and Income

Washington County Arts & Culture Index Groups								
Arts & Culture Index (Attendance and Visitation)	Washington County, OR	%	Low Index (Below 100)	%	Moderate Index (100-125)	%	High Index (Above 125)	%
<b>Population Age</b>								
• < 5 yrs	32,359	5%	8,040	6%	19,824	5%	4,495	5%
• 5-9 yrs	36,808	6%	8,677	6%	22,341	6%	5,790	6%
• 10-14 yrs	39,792	7%	9,376	7%	24,093	6%	6,323	7%
• 15-19 yrs	36,874	6%	8,796	6%	22,792	6%	5,286	6%
• 20-24 yrs	35,389	6%	8,824	6%	21,940	6%	4,625	5%
• 25-34 yrs	94,626	16%	22,549	16%	59,345	16%	12,732	14%
• 35-44 yrs	94,096	16%	19,936	15%	59,071	16%	15,089	16%
• 45-54 yrs	80,471	13%	16,857	12%	49,595	13%	14,019	15%
• 55-64 yrs	68,826	11%	14,097	10%	42,623	11%	12,106	13%
• 65-74 yrs	53,388	9%	11,593	8%	32,804	9%	8,991	10%
• 75-84 yrs	24,371	4%	6,093	4%	14,621	4%	3,657	4%
• 85+ yrs	8,865	1%	2,564	2%	5,228	1%	1,073	1%
	605,865	100%	137,402	100%	374,277	100%	94,186	100%
<b>Median age</b>	39.2		37.5		39.1		41.8	

Washington County Arts & Culture Index Groups								
Arts & Culture Index (Attendance and Visitation)	Washington County, OR	%	Low Index (Below 100)	%	Moderate Index (100-125)	%	High Index (Above 125)	%
<b>Per capita income</b>	\$ 43,253		\$ 31,968		\$ 43,714		\$ 57,885	

<b>Household income</b>								
• < 15,000	12,174	5%	3,445	7%	7,668	5%	1,061	3%
• 15,000-24,999	9,222	4%	2,799	6%	5,556	4%	867	2%
• 25,000-34,999	12,579	5%	3,734	7%	7,568	5%	1,277	3%
• 35,000-49,999	21,255	9%	6,329	13%	12,511	9%	2,415	7%
• 50,000-74,999	36,486	16%	10,321	21%	21,463	15%	4,702	13%
• 75,000-99,999	35,405	15%	7,874	16%	23,080	16%	4,451	12%
• 100,000-124,999	26,941	12%	5,056	10%	17,915	12%	3,970	11%
• 125,000-149,999	22,218	10%	3,818	8%	14,073	10%	4,327	12%
• 150,000-199,999	25,712	11%	4,027	8%	16,738	12%	4,947	14%
• 200,000+	28,416	12%	2,888	6%	16,934	12%	8,594	23%
	230,408	100%	50,291	100%	143,506	100%	36,611	100%

<b>Average household income</b>	\$ 113,280		\$ 86,932		\$ 113,455		\$ 148,786	
<b>Median household income</b>	\$ 91,280		\$ 69,797		\$ 91,321		\$ 120,631	

Washington County: Education and Population Change

Washington County Arts & Culture Index Groups								
Arts & Culture Index (Attendance and Visitation)	Washington County, OR	%	Low Index (Below 100)	%	Moderate Index (100-125)	%	High Index (Above 125)	%
HH population, age 25 yrs+	424,643		93,689		263,287		67,667	
• HH pop 25+, no HS diploma	28,711	7%	11,193	12%	15,661	6%	1,857	3%
• HH pop 25+, HS diploma	72,024	17%	20,526	22%	43,999	17%	7,499	11%
• HH pop 25+, college, no diploma	85,718	20%	21,232	23%	53,988	21%	10,498	16%
• HH pop 25+, Associate degree	37,192	9%	8,682	9%	24,138	9%	4,372	6%
• HH pop 25+, college degree	120,564	28%	20,946	22%	76,165	29%	23,453	35%
• HH pop 25+, graduate/prof degree	80,434	19%	11,110	12%	49,336	19%	19,988	30%
22-27 Population change	27,326	4.5%	7,853	5.7%	15,556	4.2%	3,917	4.2%
22-27 Household change	21,609	9.4%	5,276	10.5%	13,009	9.1%	3,324	9.1%

## Washington County Area Languages and Ancestry and Index Area Breakout

Language	Population Age 5+ in Washington County (n=573,506)	%	Low Index (Below 100) (n=129,362)	%	Moderate Index (100-125) (n=354,453)	%	High Index (Above 125) (n=89,691)	%
Speaks English less than "very well"	45,038	8%	17,401	13%	23,456	7%	4,181	5%
Speaks a language other than English at home	114,171	20%	40,965	32%	62,125	18%	11,081	12%
<b>Other Languages Spoken at Home</b>								
Spanish	68,794	60%	32,851	80%	32,017	52%	3,926	35%
Tagalog	11,638	10%	1,638	4%	7,409	12%	2,591	23%
Chinese	10,932	10%	1,245	3%	8,444	14%	1,243	11%
Vietnamese	9,731	9%	2,012	5%	5,648	9%	2,071	19%
Korean	7,908	7%	1,916	5%	5,488	9%	504	5%
Arabic	3,909	3%	1,273	3%	2,064	3%	572	5%
Japanese	307	0%	30	0%	277	0%	0	0%
Other Asian language	307	0%	0	0%	276	0%	31	0%
Other Pacific Island language	162	0%	0	0%	162	0%	0	0%
Hindi	113	0%	0	0%	48	0%	65	1%
Other Indic language	101	0%	0	0%	101	0%	0	0%
Other Indo-European language	81	0%	0	0%	21	0%	60	1%
Armenian	37	0%	0	0%	37	0%	0	0%
Persian	32	0%	0	0%	32	0%	0	0%
Mon-Khmer/Cambodian	30	0%	0	0%	30	0%	0	0%
French	22	0%	0	0%	13	0%	9	0%
Portuguese	22	0%	0	0%	22	0%	0	0%
Serbo-Croatian	10	0%	0	0%	10	0%	0	0%
Russian	9	0%	0	0%	9	0%	0	0%
German	9	0%	0	0%	5	0%	4	0%
Scandinavian language	7	0%	0	0%	2	0%	5	0%
Thai	4	0%	0	0%	4	0%	0	0%
Urdu	3	0%	0	0%	3	0%	0	0%
French Creole	3	0%	0	0%	3	0%	0	0%

Washington County Area Hispanic/Latino(a)(x) Ancestry and Index Area Breakout

Hispanic/Latino(a)(x) Ancestry	Population Age 5+ Hispanic (white + other) in Washington County (n=105,099)		Low Index (Below 100) (n=40,545)		Moderate Index (100-125) (n=56015)		High Index (Above 125) (n=8,539)	
		%		%		%		%
Mexican	81,787	78%	33,963	84%	42,376	76%	5,448	64%
Spanish	4,579	4%	994	2%	2,508	4%	1,077	13%
Guatemalan	4,522	4%	2,246	6%	1,951	3%	325	4%
Puerto Rican	2,635	3%	568	1%	1,792	3%	275	3%
All other unspecified	2,607	2%	990	2%	1,237	2%	380	4%
Salvadoran	1,723	2%	595	1%	881	2%	247	3%
Cuban	1,215	1%	259	1%	883	2%	73	1%
Venezuelan	1,043	1%	104	0%	887	2%	52	1%
Colombian	797	1%	125	0%	463	1%	209	2%
Chilean	651	1%	103	0%	240	0%	308	4%
Peruvian	646	1%	143	0%	494	1%	9	0%
Ecuadorian	496	0%	132	0%	324	1%	40	0%
Other Central American	459	0%	33	0%	367	1%	59	1%
Honduran	435	0%	88	0%	347	1%	-	0%
Costa Rican	395	0%	80	0%	303	1%	12	0%
Nicaraguan	357	0%	56	0%	299	1%	2	0%
Uruguayan	313	0%	7	0%	306	1%	-	0%
Dominican	217	0%	23	0%	194	0%	-	0%
Argentinean	85	0%	20	0%	42	0%	23	0%
South American (other)	82	0%	-	0%	82	0%	-	0%
Bolivian	43	0%	16	0%	27	0%	-	0%



Washington County Area Asian Ancestry and Index Area Breakout

Asian Ancestry	Population Age 5+		Low Index		Moderate Index		High Index	
	Asian in Washington County (n=74,406)	%	(Below 100) (n=10,801)	%	(100-125) (n=48,921)	%	(Above 125) (n=14,684)	%
Asian Indian	20,505	28%	1,994	18%	13,728	28%	4,783	33%
Chinese (incl. Taiwanese)	12,455	17%	1,404	13%	7,246	15%	3,805	26%
Filipino	9,288	12%	2,345	22%	5,762	12%	1,181	8%
Vietnamese	8,117	11%	1,271	12%	6,062	12%	784	5%
Korean	7,919	11%	973	9%	5,249	11%	1,697	12%
Japanese	5,939	8%	861	8%	4,103	8%	975	7%
Asian (not specified)	2,750	4%	478	4%	1,911	4%	361	2%
Cambodian	2,106	3%	466	4%	1,333	3%	307	2%
Thai	1,365	2%	386	4%	750	2%	229	2%
Asian (nec)	1,064	1%	54	0%	923	2%	87	1%
Laotian	818	1%	301	3%	479	1%	38	0%
Sri Lankan	557	1%	42	0%	362	1%	153	1%
Bangladeshi	522	1%	15	0%	290	1%	217	1%
Pakistani	520	1%	160	1%	347	1%	13	0%
Hmong	343	0%	10	0%	311	1%	22	0%
Indonesian	111	0%	41	0%	38	0%	32	0%
Malaysian	25	0%	-	0%	25	0%	-	0%