

Creative Advocacy Network

April 2009 Public Opinion Survey

EXECUTIVE SUMMARY



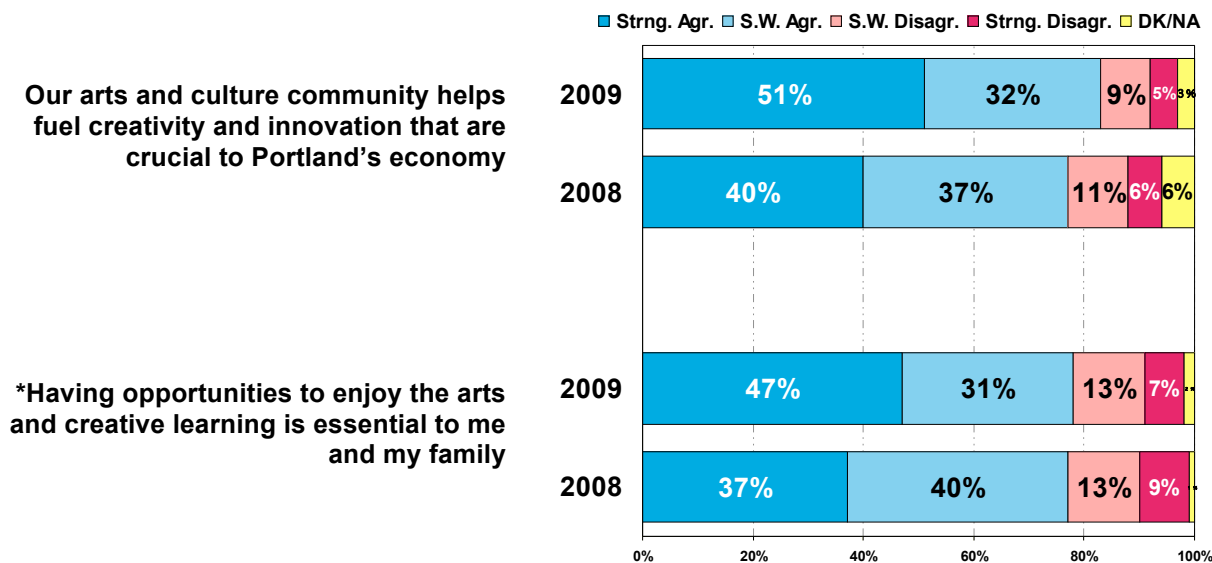
Introduction

Born out of a region-wide exploration of the creative capacity of our Portland Metropolitan Area and bolstered by a Spring 2008 Public Opinion Survey that reflected the public's commitment to the arts, **the Creative Advocacy Network (CAN) was born with a mission to establish a \$15-\$20 million dedicated annual fund for the arts and arts education in our tri-county region**. Less than 12 months later with CAN's outreach and education efforts in full swing, the political and economic environment had shifted and the Creative Advocacy Network determined the need for a new poll to better understand the seismic impact of the severe recession, an increased national political focus on arts and culture and an increase in awareness of arts funding challenges at the state and local level. Following is an Executive Summary of the results of that poll.

Key Findings

Voters continue to attend arts and cultural events and see them as critical to the Portland region's quality of life and economy.

Compared to last year there is a significant jump in public opinion and understanding of these issues.



Voters are increasingly concerned that there will be fewer opportunities to enjoy arts and arts education in the region.

- 71% understand that arts education programs in our schools are being cut (holding strong from last year).
- There has been a 12% increase in the voters who are concerned that there will be fewer opportunities to enjoy arts and culture activities in the region (66% in 2009 vs. 48% in 2008).

Voters strongly support providing dedicated funding to support the arts in the region, and are willing to pay for it

- More than two-thirds of voters believe that the arts are a necessity, not a luxury
- 74% believe that dedicated arts funding is necessary (up 4% from 2008)

Despite widespread concern about the economy, support for dedicated funding and willingness to pay has not diminished at all since 2008

- Holding strong from last year, regional voters are willing to put their money where their mouth is. 70% of regional voters are willing to pay \$1 more per month toward this dedicated funding mechanism (58% are willing to pay \$3 more per month)

Conclusion

In addition to the having the effect of a more galvanized arts and culture advocacy community in the Portland region, we know that the economic crisis has helped crystallize the funding challenges in the minds of voters. While much work needs to be done to determine how a dedicated funding mechanism will be distributed between arts education activities and arts and culture activities available to the general public, and what sort of taxing mechanism should be implemented to accomplish the goals of voters, the continued opportunity is very real and the timing for outreach and education on these topics is now.

Methodology

Fairbank, Maslin, Maulin & Associates conducted telephone interviews between May 3—May 5, 2009. They interviewed 400 voters within the tri-county area including 150 interviews in Multnomah County, and 125 each in Clackamas and Washington Counties. Results were statistically weighted to reflect the true geographic distribution of voters across the region. Margin of sampling error of +/- 4.9%



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