

May 9, 2005

TO: Jeff Hawthorne  
REGIONAL ARTS AND CULTURE COUNCIL

FROM: John L. Campbell / Michael J. Riley  
RILEY RESEARCH ASSOCIATES

RE: REGIONAL SURVEY RESULTS

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## EXECUTIVE OVERVIEW

### *PERCEPTIONS*

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- ☒ When asked, “what comes to mind when I say, arts and culture,” plays or theatre, museums, music, and painting(s) were some of the most frequent responses. (Q1- see verbatim appendix for individual answers)
- ☒ Nine out of ten participants find arts and culture to be important to the growth and development of their communities (89%) (Q2)

### *CULTURAL CONSUMPTION*

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- ☒ The largest percentage of respondents attend events “at least once a month” (33%), followed by “every few months” (22%) (Q3)
- ☒ The largest segment supports arts and culture by purchasing single tickets for events (73%), although 16% are season ticket purchasers. (Q4)
- ☒ Musical performances, theatrical performances, and museums are the top three attended events in the past 12 months (67%, 55%, and 48% respectively). (Q5)
- ☒ “The Oregonian” and “recommendations from friends” are the most used sources of information for cultural events and opportunities (37% and 36% rely on them a “great” deal). (Q6)
- ☒ “Ticket prices” and “time or scheduling” deter people from attending more events (47% and 40% respectively) (Q7)
- ☒ Participants prefer to attend cultural events in their community or neighborhood rather than traveling some distance (61% vs. 12%), however, respondents are willing to travel and some will travel great distances. (Q8, 9)
- ☒ Two of every three respondents are most likely to travel to Downtown Portland to attend events (67%) (Q10)

### *FUNDING OPTIONS*

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- ☒ Just over two-thirds are not aware of the Percent for Art program (68%), yet support for the program is strong with 69% of respondents saying they either strongly or somewhat support it. (Q16, 16b)
- ☒ A majority of the respondents also support encouraging private businesses to participate in the Percent for Art program (69%). (Q17)

- ▣ Nearly two out of three respondents support adding an arts and culture component to other community program budgets (65%). (Q18)
- ▣ While most are unlikely to open a new credit card that supports the arts and culture community (70% somewhat or very unlikely), 23% are likely to, increasing to about one third among those currently involved in arts and culture. (Q19)
- ▣ About one-third of the respondents say they are “likely” to make voluntary contributions for arts and culture through payroll deductions (32%). (Q20)

## ART EDUCATION

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- ▣ A majority of the participants find great value and importance in having a strong arts program in the public schools. (Q11- see verbatim appendix for individual answers)
- ▣ Nearly all agree arts and culture are an essential part of a child’s education (95% agree, strongly or somewhat) (Q12)
- ▣ Music (82%), drama and theater (52%), as well as arts and crafts (42%) are perceived as the three most important art disciplines. (Q13)
- ▣ Nearly half of the respondents think public schools educate students about art “poorly” (48%). Only about one-quarter think the schools educate the students “well.” (Q14)
- ▣ The largest percentage of participants think the schools should be responsible for arts education and the associated costs (44%). (Q15)

## **INTRODUCTION**

The Regional Arts and Culture Council (RACC) asked Riley Research to conduct a survey among registered voters of the Portland tri-county area regarding arts and culture. The goal of survey was to gain insight into the following areas:

- ✓ Top of mind awareness of arts and culture
- ✓ Arts and culture consumption patterns
- ✓ Perceptions of importance in the community and education
- ✓ Level of support for various funding options

## **METHODOLOGY**

Riley Research Associates worked in association with the Regional Arts and Culture Council to design the study. A scientific telephone survey was conducted among registered voters of Clackamas, Multnomah, and Washington counties.

A total of 405 questionnaires were completed. A sample of this size yields a margin of error of +/- 4.87% at a 95% confidence level. Fielding began on Monday, April 18th and concluded on Monday, April 25<sup>th</sup> 2005. The calls were made between the hours of 5 p.m. and 9 p.m.

The results are displayed in a question-by-question format. A copy of the questionnaire and verbatim responses can be found in the Appendix. Cross tabulations are included in a separate document.

## CONCLUSIONS

### *Perceptions*

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In general, arts and culture are perceived as valuable and important to a large majority of the voters in the region. Arts and culture are also seen as an essential component of growth and development in Portland area communities.

The respondent's education level is a great indicator of how arts and culture are perceived. Those with higher levels (four-year degrees, and especially post-graduate degrees) place more importance and voiced greater support for arts and culture.

Residents of Multnomah County also tend to value and support arts and culture to a greater extent than the other Counties. Surprisingly enough, Washington County, despite its high education level and income, tends to value and support arts and culture to a lesser extent than either Clackamas or Multnomah County.

### *Funding Support*

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Governmental funding sources are widely favored by the respondents. Support wanes when the respondents are asked if they would personally contribute to arts and culture in the forms of opening a new credit card or taking a payroll deduction that would provide funds to arts and culture.

About one quarter of the respondents support arts through personal donation of money and about one-fifth donate time. Nearly three-quarters show their support through single ticket purchases and one-sixth through season ticket purchases.

Just less than one-quarter of respondents like the idea of the affinity credit card. This number increases to one-third in those who are involved in arts and culture (those who donate time or money, and those who encourage others to support).

### *Arts and Culture Consumption*

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Downtown Portland is the most popular place to attend arts and culture events. The respondents are most likely to travel downtown or remain in their communities for events.

Most respondents, while saying they are willing to travel some distance, are hard-pressed to travel through downtown Portland to the opposite side of the metro area. However, arts consumers from throughout the region will travel to Downtown including the Pearl District. The river tends to be the dividing line. Respondents from the west side of the river usually stay on the west side and those from the east side tend to stay on the east side. Traveling north or south on the same side of the river seems to be no trouble.

## *Arts and Culture Education*

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Arts and culture are believed to be an important and necessary part of a child's education. The respondents tend to think responsibility to educate and pay for art education falls either upon the school or everyone: parents, school, and the arts community.

Just under half of the respondents think the schools are doing a "poor" job of educating students. Advocates say the school's first priorities should be music, drama and theatre, and arts and crafts.

## RESULTS

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### Q2. How important are arts and culture in terms of the growth and development of your community?

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A vast majority of respondents find arts and culture to be “important” in the growth and development of their communities (89%).

The following groups are more likely than their counterparts to find arts and culture “important”:

- ✓ Females (94% vs. 83% Males)
- ✓ Those with children at home (92% vs. 87% no children at home)
- ✓ Those earning \$50k to \$100k (93% vs. 83% over \$100k, 88% less than \$50k)
- ✓ Multnomah County residents (92% vs. 84% Clackamas County, 86% Washington County)

	<u>TOTAL</u>
Total Participants	405
<b><u>Important</u></b>	<b>89%</b>
Important	62
Relatively important	26
<b><u>Unimportant</u></b>	<b>9</b>
Relatively unimportant	6
Unimportant	2
<b><u>Don't know / Refused</u></b>	<b>3</b>
Don't know / Refused	3



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**Q3. About how often do you attend any kind of local arts, cultural event or exhibition, big or small? (Aided)**

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The largest percentage of respondents attend events “at least once a month” (33%). Although not statistically significant, the percentage of respondents that attend “at least once a month” increases as the level of education increases (13% High school or less, 22% Some college or trade school, 43% Four-year degree, 47% Post-graduate degree).

The following groups are more likely than their counter parts to attend events “at least once a month”:

- ✓ Those with children at home (37% vs. 32% no children)
- ✓ Season ticket purchasers (50% vs. 32-44% other supporters)
- ✓ Multnomah County residents (39% vs. 25% Washington County, 30% Clackamas County)

Just over one in five respondents attend events “every few months”. The only group more likely to attend “every few months” than others in their group are those age 40 to 49 (31% vs. 17-25% other age groups).

	<u>TOTAL</u>
Total Participants	405
More than once a week	4%
Once a week	12
At least once a month	<b>33</b>
Every few months	<b>22</b>
At least once a year	12
Or less often	16
Don't know / Refused	0

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**Q4. Which of the following apply in terms of your support for arts and culture organizations in the region? (Aided, Multiple Responses)**

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A large majority of participants support arts and culture by purchasing “single tickets for events” (73%). The following groups are more likely than their counterparts to “purchase single tickets for events”:

- ✓ Four-year (80%) and Post-graduate degree holders (78% vs. 54% high school or less, 70% some college or trade school)
- ✓ Those with children at home (81% vs. 70% no children at home)
- ✓ Those earning between \$50k and \$100k (80% vs. 71% less than \$50k, 63% more than \$100k)

Just over a third of the respondents “encourage others to support” arts and culture. Multiple groups are more likely to encourage others than their counterparts. They include:

- ✓ Those age 30-39 (43% vs. 31-38% other age groups)
- ✓ Post-graduate degree holders (53% vs. 22-38% other education levels)
- ✓ Those with children at home (40% vs. 34% no children at home)
- ✓ Those attending events once or more per week (59% vs. 22-25% other frequencies)
- ✓ Multnomah County residents (41% vs. 28% Clackamas County, 32% Washington County)

	<u>TOTAL</u>
Total Participants	405
I purchase single tickets for events	<b>73%</b>
I encourage others to support	<b>36</b>
I donate money	27
I'm a member of an arts or culture organization	19
I volunteer time	17
I purchase season tickets for events	16
None apply	12

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**Q5. Which type of arts and culture events have you attended in the past 12 months? (Aided, Multiple Responses)**

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Two in three respondents have attended a musical performance in the last year. Just over half have seen a theatrical performance and just under half have been to a museum of art, science, or history.

In the top five most attended events, the percentage of respondents attending increases as level of education increases. These events include:

- ✓ Musical performances (50% high school, 57% some college, 75% four-year degree, 84% post-graduate degree) (Statistically significant)
- ✓ Theatrical performances (37%, 50%, 61%, 66%) (Statistically significant)
- ✓ Museums of art, science, or history (39%, 42%, 49%, 61%)
- ✓ Visual arts exhibition (24%, 31%, 45%, 65%) (Statistically significant)
- ✓ Historical sites (28%, 36%, 37%, 54%)

	<u>TOTAL</u>
Total Participants	405
Musical performance	67%
Theatrical performance	55
Museums of art, science, or history	48
Visual arts exhibition	42
Historical sites	39
Crafts exhibition	32
Dance performance	26
Arts education or training	17
Film showing / festivals	2
Miscellaneous	1
None	10
Don't know / Refused	2

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**Q6. To what extent do you rely on the following five sources for information about cultural events and opportunities? Do you rely on \_\_\_\_\_ (see chart below) a great deal, some, a little, or not at all?**

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Of the information sources listed, the respondents rely a “great” deal upon “The Oregonian” and “recommendations from friends” (37 and 36% “great” respectively).

Those most likely to rely on “The Oregonian” a “great” deal include:

- ✓ Females (41% vs. 32% Males)
- ✓ Those age 60 and over (46% vs. 16-37% other age groups)
- ✓ Those with no children at home (40% vs. 29% children at home)
- ✓ Those earning \$50k to \$100K (44% vs. 27% more than \$100k, 34% less than \$50k)

The groups who are more likely to rely on “recommendations from friends” a “great” deal are:

- ✓ Females (41% vs. 29% Males)
- ✓ Those with children at home (40% vs. 34% no children at home)
- ✓ Clackamas County residents (44% vs. 27% Washington County, 36% Multnomah County)

Two out of five respondents rely on recommendations from friends “some.” The two groups who are more likely than their counter parts to rely on friends some include:

- ✓ Those with children (47% vs. 42% no children at home)
- ✓ Those earning less than \$50k (51% vs. 37% more than \$100k, 44% \$50k to \$100k)

<b>Total Participants 405</b>	<b>Great</b>	<b>Some</b>	<b>Little</b>	<b>Not at all</b>	<b>Don't know / Refused</b>
The Oregonian	37%	30%	11%	21%	1%
Recommendations from friends	36	43	11	9	0
Radio	20	36	17	26	0
Online Resources	18	24	16	41	0
Willamette Week	9	20	16	54	1

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**Q7. What factors, if any, may have deterred you from attending more events? (Unaided, Multiple Responses)**

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Just under half of the participants said “ticket prices” have deterred them from attending more events. Two in five respondents say “time or scheduling” are deterrents from attendance.

Although not statistically significant, it appears as the frequency of event attendance increases, the percentage of respondents saying ticket prices are deterrents increases.

- ✓ Less than once per year (28%)
- ✓ Once per year (42%)
- ✓ Every few months (48%)
- ✓ Once per month (54%)
- ✓ At least once per week (57%)

Three groups are more likely to say ticket prices are deterrents than their counter parts; they include:

- ✓ Females (53% vs. 41% Males)
- ✓ Those with children at home (51% vs. 46%)
- ✓ Multnomah County residents (52% vs. 45% Washington County, 40% Clackamas County)

The groups most likely to say time or scheduling are deterrents include:

- ✓ Males (46% vs. 35% Females)
- ✓ Those age 30 to 39 (65% vs. 23-56% other age groups)
- ✓ Those with children at home (53% vs. 35% no children at home)
- ✓ Those earning more than \$100k (51% vs. 38% less than \$50k, 43% \$50k to \$100k)
- ✓ Those attending events once per month (50% vs. 22-45% other frequencies)
- ✓ Those who donate time (53% vs. 27-48% other supporters)

	<u>TOTAL</u>
Total Participants	405
Ticket prices	47%
Time / Scheduling	40
Old age / poor health	7
Lack of transportation	6
Live too far away	6
Child care issues	5
I do not enjoy attending arts or cultural events	5
There are other things I'd rather be doing	4
Parking	3
Crime downtown / Feel unsafe	2
Miscellaneous	9
None	3
Don't know / Refused	1

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**Q8. Are you more likely to attend cultural events in your community or neighborhood or are you more likely to travel some distance to attend an event?**

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Three out of five respondents are more likely to attend events in their “community or neighborhood.” Four groups are more likely than their counter parts to attend events in their community or neighborhood; they include:

- ✓ Those age 30-39 (76% vs. 47-63% other age groups)
- ✓ Four-year degree holders (71% vs. 52-65% other educations)
- ✓ Those with no children at home (63% vs. 58% children at home)
- ✓ Multnomah County residents (70% vs. 48% Clackamas County, 57% Washington County)

	<u>TOTAL</u>
Total Participants	405
Community or neighborhood	<b>61%</b>
Either or both	20
Travel some distance	12
Depends	3
Don't know / Refused	3

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**Q9. How far are you willing to travel to attend an event? (Categorized)**

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The largest percentage of respondents are willing to travel 21 to 50 miles to attend an event (29%). Males and Clackamas County residents are more likely than their counterparts to travel this distance.

	<u>TOTAL</u>
Total Participants	405
0 Miles	7%
1-10 Miles	11
11-20 Miles	18
21-50 Miles	<b>29</b>
51-250 Miles	22
Over 250 Miles	13

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**Q10. To which areas in the Portland Metro region are you most likely to travel to attend events? (Aided, Multiple Responses)**

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Two-thirds of the participants are most likely to travel to Downtown Portland to attend events. Downtown is by far the most likely place to travel; “anywhere” is the next largest percentage at 18%.

Those who are more likely to travel Downtown for events include:

- ✓ Females (71% vs. 62% Males)
- ✓ Those age 40-49 (77% vs. 61-67% other age groups)
- ✓ Those with children at home (72% vs. 65% no children at home)
- ✓ Those earning \$50k to \$100k (74% vs. 63% more than \$100k, 66% less than \$50k)
- ✓ Washington County residents (73% vs. 62% Clackamas County, 66% Multnomah County)

	<u>TOTAL</u>
Total Participants	405
Downtown Portland including The Pearl District	<b>67%</b>
Anywhere	18
Southeast Portland	17
Northwest Portland	16
Southwest Portland	15
Urban Clackamas County (including Milwaukie, Oregon City, West Linn, Lake Oswego)	14
North and Northeast Portland	14
Eastern Washington County (including Beaverton, Tigard, and Tualatin)	12
Eastern Multnomah County (including Gresham)	9
Western Washington County (including Hillsboro, Aloha, and Forest Grove)	8
Rural Clackamas County	6
Don't know / Refused	4

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**Q12. Do you agree or disagree with the following statement, "Arts and culture are an essential part of a child's education?" (Strongly or somewhat?)**

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Most of the respondents agree, either strongly or somewhat, that arts and culture are essential. Only 4% believe arts and culture are not an essential part of a child's education.

The following groups are more likely to strongly agree arts and culture are essential:

- ✓ Females (92% vs. 73% Males)
- ✓ Those earning less than \$50k (91% vs. 73% more than \$100k, 84% \$50k to \$100k)
- ✓ Those attending events at least once a week (97% vs. 63-92% other frequencies)

The percentage of respondents who agree strongly arts and culture are essential increases as the frequency of event attendance increases:

- ✓ Less than once per year (63%)
- ✓ Once per year (68%)
- ✓ Every few months (85%)
- ✓ Once per month (92%)
- ✓ At least once per week (97%)

	<u>TOTAL</u>
Total Participants	405
<b><u>Agree</u></b>	<b>95%</b>
Strongly agree	83
Somewhat agree	11
<b><u>Disagree</u></b>	<b>4</b>
Somewhat disagree	3
Strongly disagree	1
<b><u>Don't know / Refused</u></b>	<b>2</b>
Don't know / Refused	2



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**Q13. Of the various artistic disciplines, which three of the following would you consider most important to a student's education? (Aided, First Response)**

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Just under half of the respondents think music is most important to a student's education.

	<u>TOTAL</u>
Total Participants	405
Music	48%
Arts and Crafts	14
Visual Arts	12
Drama and theater	9
Poetry and literature	9
Dance	1
Film-making	1
None	0
Don't know / Refused	5

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**Q13. Second most important discipline. (Second Response)**

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About one-quarter of the participants find drama and theater to be the second most important discipline.

	<u>TOTAL</u>
Total Participants	384
Drama and theater	26%
Music	22
Arts and Crafts	16
Visual Arts	15
Poetry and literature	10
Dance	9
Film-making	2
None	0
Don't know / Refused	0

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Q13. Of the various artistic disciplines, which three of the following would you consider most important to a student's education? (Aided, Third Response) (Continued)

**Third most important discipline.**

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The third most important discipline is a toss up between “poetry and literature” and “drama and theater” with 20% and 19% respectively.

	<u>TOTAL</u>
Total Participants	382
Poetry and literature	20%
Drama and theater	19
Visual Arts	14
Arts and Crafts	13
Dance	12
Music	12
Film-making	5
None	2
Don't know / Refused	1

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**(All three responses combined) Q13. Of the various artistic disciplines, which three of the following would you consider most important to a student's education?**

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The three disciplines that received the highest percentages include: music (82%), drama and theatre (52%), arts and crafts (42%).

Four-year degree holders and season ticket purchasers are more likely than their counterparts to think “music” is the most important discipline.

The following groups are more likely to think “drama and theater” are the most important:

- ✓ Those age 60+ (61% vs. 28-54% other age groups)
- ✓ Those with no children at home (55% vs. 45% children at home)
- ✓ Clackamas County residents (58% vs. 44% Washington County, 52% Multnomah County)

Two interesting statistically significant trends occurred in the “arts and crafts” category. First, as the level of education rises, the percentage of respondents who think arts and crafts are important decreases (59% High school, 48% some college, 40% four-year, 25% post-graduate).

Second, as event attendance frequency increases, the percentage of respondents who think arts and crafts are important decreases (60% less than once per year, 54% once per year, 45% every few months, 34% once per month, 24% at least once per week).

	<u>TOTAL</u>
Total Participants	405
Music	82%
Drama and theatre	52
Arts and crafts	42
Visual Arts	39
Poetry and literature	38
Dance	21
Film-making	8
Don't know / Refused	5
None	3

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**Q14. Would you say public schools educate the students about the arts "very well, somewhat well, somewhat poorly, or very poorly?"**

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Just under half of the respondents think public schools educate the students about the arts "poorly", either somewhat or very. Just over one-quarter think the schools educate the students "well", while the remaining quarter either don't know or refused to answer the question.

Females and those attending events once per month are more likely than their counter parts to think the schools educate the students "poorly" about the arts.

	<u>TOTAL</u>
Total Participants	405
<b><u>Well</u></b>	<b>28%</b>
Very well	3%
Somewhat well	25%
<b><u>Poorly</u></b>	<b>48%</b>
Somewhat poorly	33%
Very poorly	15%
<b><u>Don't know / Refused</u></b>	<b>23%</b>
Don't know / Refused	23%

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**Q15. Do you think that arts education and the associated costs are mainly the responsibility of the schools, the arts community, or the students and families that participate? (Multiple Responses)**

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About two out of five respondents think the school is mainly responsible for arts education and the associated costs. Just over one-third thinks the school, the students and family, and the arts community should be responsible.

Two groups are more likely to think the school should be responsible for arts education and the associated costs:

- ✓ Those earning less than \$50k (52% vs. 37% more than \$100k, 46% \$50-\$100k)
- ✓ Those attending events at least once per week (63% vs. 36-44% other frequencies)

The following groups are more likely than their counterparts to think the schools, the students and family, and the arts community should be responsible:

- ✓ Females (46% vs. 27% Males)
- ✓ Those age 50-59 (43% vs. 25-38% other age groups)
- ✓ Post-graduate degree holders (44% vs. 33-39% other education levels)

	<u>TOTAL</u>
Total Participants	405
The school	44
All of the above	37
The students and families	21
The arts community	8
Don't know / Refused	3
None	2

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**Q16. Are you aware of the Percent for Art program, in which 1.33% of all publicly funded capital construction budgets in Portland and Multnomah County are dedicated to the creation and maintenance of publicly accessible art?**

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A large majority (68%) of the respondents are not aware of the Percent for Art program in Portland and Multnomah County. About one in five respondents are aware of the program and one in ten are somewhat aware.

These groups are more likely than others in their groups to be unaware of the program:

- ✓ Those age 18-29 (97% vs. 51-76% other age groups)
- ✓ Those with children at home 73% vs. 67% no children at home)
- ✓ Those earning less than \$50k (78% vs. 54% over \$100k, 63% \$50k-\$100k)
- ✓ Single ticket purchasers (67% vs. 47-61% other supporters)

	<u>TOTAL</u>
Total Participants	405
Yes	21%
Somewhat	10
No	<b>68</b>
Refused	1

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**Q16b. In general, do you support or oppose the Percent for Art program? (Strongly or somewhat?)**

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Just over two-thirds of the participants support, either strongly or somewhat, the Percent for Art program.

The following are more likely than their counterparts to support the Percent for Art program:

- ✓ Females (72% vs. 66% Males)
- ✓ Post-graduate degree holders (81% vs. 63-74% other education levels)
- ✓ Those earning less than \$50k (76% vs. 61% over \$100k, 69% \$50k-\$100k)
- ✓ Those attending events at least once per week (81% vs. 55-75% other frequencies)
- ✓ Multnomah County residents (77% vs. 59% Clackamas County, 64% Washington County)

	<u>TOTAL</u>
Total Participants	405
<b><u>Support</u></b>	<b>69%</b>
Strongly support	43%
Somewhat support	26%
<b><u>Oppose</u></b>	<b>12%</b>
Somewhat oppose	9%
Strongly oppose	3%
<b><u>Don't know / Refused</u></b>	<b>19%</b>
Don't know / Refused	19%

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**Q17. Would you support or oppose encouraging private businesses to voluntarily participate in the Percent for Art program through methods such as tax incentives? (Strongly or somewhat?)**

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Support for encouraging private businesses to participate is strong with 69% of the respondents supporting either strongly or somewhat.

The following groups are more likely to support than others in their groups:

- ✓ Females (71% vs. 66% Males)
- ✓ Those age 18-29 (91% vs. 63-77% other age groups)
- ✓ Post-graduate degree holders (76% vs. 59-70% other age groups)
- ✓ Those with children at home (75% vs. 67% no children at home)
- ✓ Those attending events at least once per week (84% vs. 58-71% other frequencies)

	<u>TOTAL</u>
Total Participants	405
<b><u>Support</u></b>	<b>69%</b>
Strongly support	43%
Somewhat support	26%
<b><u>Oppose</u></b>	<b>17%</b>
Somewhat oppose	8%
Strongly oppose	8%
<b><u>Don't know / Refused</u></b>	<b>15%</b>
Don't know / Refused	15%



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**Q18. Some have suggested that arts and culture elements enhance various community programs and services. To what extent do you support or oppose including an arts and culture component in community program budgets? (Strongly or somewhat?)**

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About two-thirds of the participants support, to some extent, incorporating an arts and culture component in other community program budgets.

Some groups are more likely to support this idea than others in their group. They include:

- ✓ Females (68% vs. 61%)
- ✓ Those age 18-29 (81% vs. 59-76% other age groups)
- ✓ Those attending events at least once per week (78% vs. 49-68% other frequencies)
- ✓ Multnomah County residents (70% vs. 57% Washington County, 64% Clackamas County)

	<u>TOTAL</u>
Total Participants	405
<b><u>Support</u></b>	<b>65%</b>
Strongly support	34
Somewhat support	31
<b><u>Oppose</u></b>	<b>16</b>
Somewhat oppose	10
Strongly oppose	7
<b><u>Don't know / Refused</u></b>	<b>19</b>
Don't know / Refused	19

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**Q19. If a credit card were available where a percentage of purchases went to help fund the arts and culture community in the Portland Metro area, would you be likely or unlikely to open a new card for that purpose? (Very or somewhat?)**

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Respondents were not as supportive of the affinity credit card as they were the Percent for Art questions. A large majority (70%) said there are unlikely, either very or somewhat, to open a new credit card that supports the arts and culture community.

Multiple groups are more likely than their counterparts to be unlikely to open a new card. These are:

- ✓ Males (75% vs. 65% Females)
- ✓ Those age 60 and over (78% vs. 64-71% other age groups)
- ✓ Those with no children at home (73% vs. 64% children at home)
- ✓ Those earning over \$100k (80% vs. 63% \$50k-\$100k, 70% less than \$50k)
- ✓ Those attending events less than once per year (82% vs. 54-74% other frequencies)
- ✓ Washington County residents (76% vs. 66% Multnomah County, 71% Clackamas County)

	<u>TOTAL</u>
Total Participants	405
<b><u>Likely</u></b>	<b>23%</b>
Very likely	10
Somewhat likely	13
<b><u>Unlikely</u></b>	<b>70</b>
Somewhat unlikely	18
Very unlikely	52
<b><u>Don't know / Refused</u></b>	<b>7</b>
Don't know / Refused	7

---

**Q20. A new program allows employees to make voluntary contributions for arts and culture through payroll deductions in the workplace. How likely or unlikely are you to participate in such a program? (Very or somewhat?)**

---

The largest percentage of respondents (46%) is unlikely to make payroll deductions to contribute to arts and culture. Just under one-third are likely to make the payroll deductions.

The following are more “likely” than others in their groups to make voluntary payroll deductions to support arts and culture:

- ✓ Females (35% vs. 29% Males)
- ✓ Those with children at home (42% vs. 28% no children at home)
- ✓ Those attending events at least once per week (52% vs. 12-35% other frequencies)
- ✓ Multnomah County residents (36% vs. 25% Washington County, 30% Clackamas County)

	<u>TOTAL</u>
Total Participants	405
<b><u>Likely</u></b>	<b>32%</b>
Very likely	12
Somewhat likely	20
<b><u>Unlikely</u></b>	<b>46</b>
Somewhat unlikely	14
Very unlikely	33
<b><u>NA- Self employed or unemployed</u></b>	<b>17</b>
NA- Self-employed or Unemployed	17
<b><u>Don't know / Refused</u></b>	<b>5</b>
Don't know / Refused	5

---

**Q21. Do you have any children under the age of 19 currently living with you?**

---

	<u>TOTAL</u>
Total Participants	405
Yes	29%
No	70

---

**Q22. May I ask your age? (IF NO) Which of the following age groups includes you:**

---

	<u>TOTAL</u>
Total Participants	405
18-29	8%
30-39	13
40-49	20
50-59	23
60+	33
Refused	2

---

**Q23. What is the highest level of education you've had the opportunity to complete?**

---

	<u>TOTAL</u>
Total Participants	405
High school or less, GED	11%
Some college or trade school	30
Four-year degree	36
Post-graduate degree	20
Refused	3

---

**Q24. If you don't mind me asking, which of the following best describes your annual household income?**

---

	<u>TOTAL</u>
Total Participants	405
Less than \$25,000	13%
\$25,000-\$49,999	19
\$50,000-\$74,999	25
\$75,000-\$99,999	15
\$100,000-\$149,999	6
\$150,000+	4
Refused	19

---

**Q26. Now I'd like to get an idea of what part of the Portland Metro area you live in. I will read a list of locations, please stop me when I read the location that best describes where you live.**

---

	<u>TOTAL</u>
Total Participants	405
Eastern Washington County (including Beaverton, Tigard, and Tualatin)	14%
Urban Clackamas Co. (Milwaukie, Oregon City, West Linn, and Lake Oswego)	14
Southeast Portland	14
Eastern Multnomah County (including Gresham)	11
Southwest Portland	10
North and Northeast Portland	10
Rural Clackamas County	9
Northwest Portland	9
Western Washington County (including Hillsboro, Aloha, and Forest Grove)	8
Downtown Portland including The Pearl District	0
Refused	1

---

**Gender**

---

	<u>TOTAL</u>
Total Participants	405
Female	54%
Male	46

---

**County**

---

	<u>TOTAL</u>
Total Participants	405
Multnomah	50%
Washington	25
Clackamas	24

## APPENDIX A: Single Ticket Purchaser Profile

Nearly three-quarters of the respondents are single ticket purchasers (73%, 297 respondents). This group differs from the sample averages in the following ways:

- ✓ More likely to attend events at least once a month (38% vs. 33% sample average)
- ✓ More likely to attend musical performances (75% vs. 67%)
- ✓ More likely to attend theatrical performances (62% vs. 55%)
- ✓ Higher percentage rely on online resources “some” (29% vs. 24%)
- ✓ More likely to have ticket prices (53% vs. 47% sample) and time or scheduling (46% vs. 40%) be deterrents from attending more events
- ✓ More likely to open a new credit card that supports arts and culture (37% vs. 32%)



## APPENDIX B: Verbatim Responses

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### Q1. What comes to mind when I say, "arts and culture?"

---

Plays / Theatre (112)  
Museum(s) (61)  
Music (58)  
Paintings / Painting (54)  
Symphony / Symphonies (33)  
Art museum (28)  
Portland Art Museum (21)  
Opera (20)  
Concerts (19)  
Art(s) (16)  
Entertainment (16)  
Dance (15)  
Sculpture(s) / Sculpturing (15)  
Art galleries (12)  
Ballet(s) (11)  
Galleries (11)  
Nothing (9)  
Fine Art (8)  
First Thursday (8)  
Learning (7)  
Musicals (7)  
Performing arts (7)  
Art shows (6)  
Books (5)  
Drawing (5)  
History / Historical (5)  
I don't know. (5)  
Literature (5)  
Movies (5)  
Visual Arts (5)  
Photography (4)  
The Arlene Schnitzer Hall / Schnitzer (4)  
Artists (3)  
Arts and crafts (3)  
Civic Auditorium. (3)  
Classical music (3)  
Culture (3)  
Drama (3)  
Everything (3)

---

Q1. What comes to mind when I say, "arts and culture?" (Continued)

---

Orchestra (3)

Performing Arts Center (3)

Pictures (3)

Shows (3)

A lot (2)

Architecture (2)

Art exhibits (2)

Artwork (2)

Auditorium(s) (2)

Broadway (2)

Crafts (2)

Dancing (2)

Downtown Portland. (2)

Film(s) (2)

Heritage (2)

Lectures (2)

Lots of things (2)

Modern / Modern Arts (2)

Performances. (2)

Poetry (2)

Pottery (2)

Public art (2)

Saturday Market (2)

Statues (2)

10% for art on public buildings

21st avenue in northwest

A broad education for students -- more than just schools

A good play

A lot of things - I see public art that in some cases I don't like - but, that's in the eye of the beholder. The other thing is live performances.

A lot of things come to mind. I think it's important in the community and to value it. I hope to make a living at it some day.

Acting

Activities

All the art I have seen recently, I don't consider art.

All the nice pictures I see when I go to art museum.

All the wonderful galleries and the arts you see in people's yards. Portland is just a lovely town.

Anything archaeological.

Art centers

Art displays

---

Q1. What comes to mind when I say, "arts and culture?" (Continued)

---

Art education  
Art history  
Art is beauty.  
Art media  
Art performances  
Art programs  
Art shops  
Art walks  
Artistic stuff; some I do not think is art.  
Arts and culture in downtown Portland  
Arts are the music, such as the opera.  
Arts in general  
Arts in the community  
Available classes  
Bad images- the Virgin Mary with cow poop  
Being abused. Being politicized.  
Ben Westland, state representative from Deschutes County started a big arts and culture program.  
Bookstores  
Broadway series at the performing arts center  
Bunch of beatniks  
Center Stage  
Ceramics  
Chamber Music  
Civic Theatre  
Claude Christo Exhibit  
Colors  
Community events  
Concert Hall in Portland  
Concerts in the park  
Concerts of various types in the parks and other places  
Crap  
Creating memories  
Creative process  
Cultural activities  
Cultural arts  
Cultural centers  
Cultural dances  
Cultural events  
Different nationalities  
Displays

---

Q1. What comes to mind when I say, "arts and culture?" (Continued)

---

Diversity

Downtown art museums

Environment

Europe

Events

Everything - from musical to theatre to visual arts

Everything that is promoted for the good of the city

Exhibits

Expressions of habits and customs of an area or a community, including storytelling and traditions.

Eyebrow or the knee

Fairs

Fancy

Festivals

Festivals downtown

Flowers, grass and stuff

From what I've seen so far in the city -- trash.

Fun

Functions throughout the city

Future and past

Gardens like the Japanese and Chinese Gardens.

Good food

Good symphonies

Home crafts

I am an actor and have been all my life, employment.

I avoid them.

I guess I don't always associate the two. I think of visual arts.

I like African art.

I paint, so I am aware of art. It means a lot to me. I really enjoy it.

I think of theatre first, I am also very interested in opera and the new director they have just brought in as well. The bookstores in Portland are great and exceptional i.e.

Powell's. Culture also, PSU and their programs, what they have to offer.

I'm a big film nerd.

Involvement in the community

It is very important, regardless of the culture you are in.

Japanese Gardens

Jazz Festival

Keller Auditorium

Kids centers

Lacking in children's education

Last Thursday

---

Q1. What comes to mind when I say, "arts and culture?" (Continued)

---

Learning about other cultures and culture awareness.

Liberal Arts

Liberals

Library

Life

Live music

Live theatre

Local art in the park and local artists

Local plays in the high school

Maybe

Metropolitan Museum in New York

Monet

Moving images

Murals

Museum artifacts.

Music festivals

Music in the community

Music performances

Music scene

My children, my fiancée's mom is an artist. World travel, music and Asian culture

Native American art and PSU's Native American exhibit

Not graffiti

Not Nike Town on the wall

Oktoberfest

Old church turned into a cultural center in Hillsboro. Really look forward to going there.

OMSI

Oregonian insert, wonderful galleries, wonderful music

Outside art

Outside downtown

Paintings in public buildings

Park blocks downtown

Pearl District

People

Performances at the center

Playing the piano.

Portland Arts Center

Portland Center Stage

Portland Opera

Portland Symphonic

Portland Symphony

Portland.

---

Q1. What comes to mind when I say, "arts and culture?" (Continued)

---

Printmaking

Promoting it in the schools - giving the upper end and high school kids an opportunity.

It seems like if something has to be cut in schools it is music and arts; seem to not be essential and I think young kids need to feel accepted and be a part of something. I think the arts would attract them.

Public art projects

Public broadcasting

Public displays

Public sculptures

Quilts and quilt shows

Reading - pertaining to the arts

Recycling

Refined things

Rose Festival

Roshack test

Saturday exhibits

Schools

Something interesting. Creative things like history of our culture and artifacts.

Special events or events downtown

Stage groups, things unique to our area

Static art pictures

Street art

Street entertainment

Street paintings

Studios

Talent

Tax burden

Teaching methods for our children

The arts walk

The higher esteem of society that takes in itself.

The history of art and the way in which we think and feel and react to our surroundings and our basic beliefs.

The international film festival; I really enjoy it.

The music that's available in the Portland area

The performing arts is one part, the other part is true artistic talent, some art I see shouldn't be classified as art, like the big red ball they were pushing around Portland.

The Red Ball in Portland

The Sistine Chapel, Europe

The whole realm; art galleries

Theatre of The Arts in Lake Oswego

Theatrical productions

---

Q1. What comes to mind when I say, "arts and culture?" (Continued)

---

There are cultural things that go on all the time.

There are so many types of art and cultures.

Things that are creative are important.

Tourism.

Travel movie on the Colorado River.

Ugly stuff that other people like.

Urbanization

Video store

Watercolors

We are members of the art museum.

We need more in the schools.

We've belonged to the pops and we've gone to the Keller. We also go the art museum.

What society in the area seems important information in keeping society in line with works of different people, arts, sculpture, and entertainment. The arts in Africa are much different than the arts here.

What the country produces, writing, literature, and so forth.

What the different races are doing.

Where we come from and what we enjoy looking at.

You could go on forever about the arts and culture.

Zoo

---

**Q5b. Which type of arts and culture events have you attended in the past 12 months?**

**Miscellaneous Responses**

---

A poetry reading (2)  
A book reading  
Auctions  
Copia  
I watch and learn a lot from the history channel on TV.

---

**Q6b. What other sources do you rely upon for cultural events and opportunities information?**

---

That's it / None / Nothing (220)  
TV / Television (34)  
Mailers / Mailings (13)  
Flyers (10)  
Word of mouth (10)  
Newsletters (8)  
Banners / Posters (7)  
Friend(s) (5)  
Newspaper (5)  
Portland Mercury (5)  
Direct mail (4)  
Portland Tribune (4)  
Billboard (s) (3)  
Church (3)  
Marquees / Billboards (3)  
OPB (3)  
School / School system (3)  
Family (2)  
Hillsboro Argus (2)  
Local newspapers (2)  
Magazines (2)  
Through the mail (2)  
Actually going to pick up brochures.  
Ads I see on bulletin boards, in schools, or what I hear people talking about.  
Art instructors



---

Q6b. What other sources do you rely upon for cultural events and opportunities information? (Continued)

---

Artist themselves

Broadway rose listing

Brochures

Brochures from different arts groups; magazines from the Portland art museum

Brochures from OMSI, museums, etc Chamber of commerce

Brochures from previous events

Brochures that are in the area, like the art shows.

Bulletins from things we belong to like the Art Museum, the Baroque Orchestra, Friends Of Chambers.

Bulletins in mail

Cards from galleries

Classes at PSU Teachers will tell us about things coming up.

Close relatives.

Community boards

Community papers

Daughter

Dish network

Emails from organizations Bulletins in mail

Friends are always a good way to hear. Churches often give information on things that go on.

From schools and organizations

From volunteerism / mailings / depend on wife a lot

I don't have an answer for that.

I get information from flyers and check with my kids.

I just listen and see what's out there.

I pick up the Eastside newspaper, things from TV - problem is, by the time it's on TV, the event is usually the next day or it's already the day after the event.

I pretty much rely on my friends.

I read flyers, talk with people at church, and the Portland Tribune.

I really don't know.

I used to do more when I was younger.

I usually just read about it.

Impulse

In and About newspaper

Just Out magazine

Just passing by a poster or something in a window.

Lake Oswego.

Library

Mailing lists and they send me brochures - that's probably the primary way I learn about things.

---

Q6b. What other sources do you rely upon for cultural events and opportunities information? (Continued)

---

Monthly calendar from church  
My brother who lives in Portland  
My daughters and my sister-in-law  
My job at Kindercare  
Neighborhood newspapers  
News or OPB  
Newsweek and other printed materials  
Once in awhile the senior organizations have an exhibit that I'll look at but I'm not interested.  
Oregon Art Beat  
Papers from the library  
Parenting newspaper  
Periodicals  
Placards  
Post cards  
Public postings and announcements from schools and the library  
References  
Referrals  
Reviews from New Yorker and other magazines  
Schools send out information on children's arts.  
Seeing flyer  
Self-help books  
Sellwood Bee  
Sister's column online, Sherwood events information, locally I search the displays.  
Store bulletin board  
Sunday morning TV program, local news have things that you can do.  
Telephone pole  
Television  
The Galley, RACC newsletter and Oregon arts commission letter  
The New Yorker  
Theaters  
Through the school performances  
TV programs, particularly channel 10 has good information.  
Walking down the street, downtown Portland  
West Linn High School  
Word of mouth group, that's how we work it. They don't advertise the events we go to.  
Work associates

---

**Q7b. What factors, if any, may have deterred you from attending more events?  
Miscellaneous Responses**

---

Work (2)

Awareness of events

Companionship

Connection to Hollywood

Difficulty of getting around downtown

Don't always like what various companies are offering for a particular season.

Don't like being around homosexuals.

Going downtown

Grandkids have deterred me.

Husband does not like to go.

I did not hear about it.

I don't like to go alone.

If they don't have broad appeal, I don't go. Unique theatre and music together

I'm repulsed by the art that I saw on Fox News. Where they had Virgin Mary with cow manure and the cross of Jesus Christ in a jar of urine. It's too liberal.

Knowledge of them

Lack of notice in the Sherwood community that events are occurring

Looking for child friendly events

Loudness of the speakers

Moral content

Not finding out until it's too late or they aren't my taste.

Not knowing about the event - often because the descriptions of the events in the newspaper are so poor they don't catch my eye.

Not that I don't have the money - I just don't feel it's a wise way to spend my money. Last time I went to a theatre it was 50 cents.

Nothing at the Schnitzer. It's such an awful theatre. The seating - the change from theatre to cultural venue, we just got turned off.

Offensive nature - I get so angry by some things done particularly by Portland, the big red ball is so stupid and offensive for people of the arts to do.

Once I get home from work, I don't want to go out.

Out of town

Poor recommendations

Quality of performance

Recently widowed

Reputation of Trailblazer players

School and work

Some are sold out and too crowded

They weren't family friendly.

Today's music is just noise.

Traffic isn't easy to get around Portland - it's getting to be a hassle.

Weather

What has been presented

---

**Q11. What value, if any, do you see in having strong arts programs in the public schools?**

---

Very important (34)

Great value (27)

Very valuable (22)

Some value (10)

High value (9)

A lot of value (6)

Very (5)

Very strong (5)

Extremely important (4)

I'm all for it. (4)

No / None (4)

Good value (3)

I don't see any value. (3)

Moderate value (3)

Very important for the children. (3)

Quite valuable. (2)

They should be in the schools. (2)

Valuable (2)

A good diversion for kids, it has its merits.

A great deal - it is important for young people to appreciate the arts.

A great deal.

A great value it is very important.

A high priority. I got a great deal out of it.

A huge value and really important. It helps with brain development.

A huge value. Kids need art and exposure.

A learning tool to use.

A little

A loaded question - I don't know where to begin. I don't believe that our federal government should be involved in education - our constitution never mandated the fed government should be in education. I believe the public ed system should be abolished and left to local communities where the parents operate public schools. Then, the parents are ultimately responsible for seeing their children are involved in whatever arts they chose.

A lot of value, and for all kids to have culture.

A lot of value. No education is complete without the arts. It's just terrible the way they have cut the music and art out of the schools.

A lot, it is a great thing.

A medium value to it.

A real necessity.

A relatively high value. I would like to see more tax dollars go to the arts.

---

Q11. What value, if any, do you see in having strong arts programs in the public schools? (Continued)

---

A valuable thing.

A value to it.

A very high value.

Absolutely essential.

Absolutely primary - has to be there.

Absolutely the tops.

Absolutely vital.

All depends on what it is.

All of my contributions in the symphony have been in honor of the youth program.

Allows the kids to express themselves.

An absolute.

An essential part of learning and should be used more.

An extremely strong value. I work in a school where they cut the funding three years ago and we never got it back. Children need a way of expressing themselves that doesn't come through academics.

An introduction for young people.

Are essential to our kids.

Art education is part of a well-rounded education.

Art is a part of learning. The decrease of arts in the schools is a tragedy.

Art is totally important to a child's development; it's more important than sports.

Arts help in developing their brains and reason to think.

Arts move our culture. It's the one place or the venue - the experience where people can think abstractly and metaphor whether music or visual arts - it's what moves civilization - along with science.

As long as they don't get carried away and shove it down people's throats, it's ok.

Based upon on what's being stated on TV - in terms of music - I think it's valuable. In terms of art and painting and sculpture I would say that would be secondary to music. Although, I'm a tactile person doing jewelry, pottery.

Basic education is more important.

Being able to have different forms of art in the schools allows children to express themselves and get a taste if they like it or not, to possibly pursue it.

Benefits acquired from the arts are unlimited and it's a shame how they're being slowly squeezed out.

Beyond comprehension of value. I feel that sports get so much of the money that the arts programs suffer. I would like to see a stronger band program if the football team can wait a year for new uniforms. Not all kids play sports. It seems that the boosters have a bias.

Brighter minds for tomorrow, I think we suffer from dull adults, it expands your horizons, people don't think in abstract ways and people need to be more creative.

Broadens children's education in general. It expands their culture environment.

---

Q11. What value, if any, do you see in having strong arts programs in the public schools? (Continued)

---

Broader, adversity, alternative ways to communicate, and social messages.

Builds character, keeps them busy and off the streets.

Children struggle to express themselves and art helps them with unfamiliar feelings and appreciate beauty.

Could be some value in it. Our biggest problem in our public schools is too many students per teacher. I think we should limit the class size to 25 so that we can have more programs with better supervision.

Couldn't be higher

Creates creativity in children, fosters other disciplines like math and science.

Creativity. It's pretty huge for imagination.

Definite value to the students and the taxpayers that support it.

Depends on what's contained in that program.

Develops good citizens.

Develops their brain.

Disappointed in the cutbacks for the schools.

Do not see much but they do need some exposure.

Do see value but not sure.

Don't have opinion.

Encouraging creativity is helpful to children, useful outlet for energy.

Enriches the students' lives. It gives them exposure to different cultures and histories help them to maybe try different things.

Essential in the development of individuals.

Exceeding

Excellent

Excellent for building character.

Exposes people to art to experience their own talents.

Exposes them to what is out there.

Exposure to the arts is great for kids, especially if the school is the only place they get that exposure. Appreciation is also good.

Expression of our culture. They are educated in the ways of our culture.

Extra curricular things like arts / music / athletics are very important - including sports -- otherwise, we will see "art" on the sides of buildings - if you call that art. We are starting an outrigger club and we are relying on local kids to draw up our logo.

Extreme

Extremely high.

Extremely important to have art in the public schools. It makes a better rounded student and they will be less troubled (criminal.)

Extremely valuable.

Extremely. I get so upset when they say they're going to reduce programs.

Far removed from that. I guess it's very important.

---

Q11. What value, if any, do you see in having strong arts programs in the public schools? (Continued)

---

Getting people to appreciate art early.

Give it a 10.

Gives a way for expressing themselves.

Gives kids a broader perspective of their creative talents and what they can do.

Gives kids the opportunity to experience things they might not otherwise get to do. My kids go to plays with her school and that is something I would never take her to; it's a neat experience for her.

Gives people more creative abilities and more job options.

Good amount of value.

Good exposure to creativity.

Good for kids to feel important through performances like singing and playing instruments.

Good for the youngsters and it's good to capture their interest at an early age.

Good to introduce kids at a young age they're more likely to be interested later on.

Good to have a broad education.

Good value, there should be art education.

Great advantage to those who are interested.

Great deal of value in it.

Great that you have it in the public schools, otherwise not exposed to it.

Great value - the earlier the better - it shapes their whole lives.

Great value because it encourages people's imagination.

Great value in teaching our children.

Great value when used with a balance.

Help develop kids brains and abilities.

Help kids to be individuals and give a way to express themselves.

Helps with discipline, it's a pleasurable activity.

Highest value because it individualizes our kids and gives them a chance to express themselves.

I am a real believer in it. I believe in it enough to volunteer my time.

I believe it's a big thing.

I definitely think it's important. It's important for kids to express themselves.

I do believe the children should have strong arts programs.

I do see a value - the kids need to be exposed to it. Just because I'm not artistic doesn't mean they aren't.

I do see some value to it, some can benefit from it.

I don't have any comment either way.

I feel really about movies, music, and books.

I feel very strongly that there should be set art and culture programs in the public schools. It's a valuable part of public education.

---

Q11. What value, if any, do you see in having strong arts programs in the public schools? (Continued)

---

I have no use for public schools. They need to concentrate more on education and less on socialism.

I read in the gazette about our students that win a scholarship to go to college or to other countries. I think that is good.

I really can't say. Most people are putting money in sports rather than the arts.

I really think it's important, it really should be part of the schools to teach kids about their cultures

I really would like to see them fund the arts included in the schools.

I see a great deal of value in that, I see a lot of kids grow with that.

I see a lot of value in it. When they are in plays the kids stay really interested.

I see it as a very valuable asset.

I see it's valuable. Educate the children to appreciate.

I see quite a bit of value.

I support the Jefferson dancers.

I won't even answer that - it's a loaded question. I think it's all relevant - those are board decisions they get paid to make.

I would like to see more done. It is something you carry with you all of your life. Especially art appreciation.

I would put it a lot lower than reading or math. But they are pretty important.

I would say it is very valuable.

I'd like to see the programs stay there, especially the ones who attend regularly.

Ideas of expression. Freedom of speech through their art. A place to express certain emotional things, issues.

If your talents are inclined, a great deal of good can be gained.

I'm more for the math / science. We had to take the h&ss classes in college -- but, I'm an engineer - those classes were required.

I'm not in favor of promoting the cultural arts in the public schools. I think it should be kept to the private side. The public schools have so many things to do now I think some things need to be kept out of public schools.

Imperative that we include and increase funding and support for art as well as accessibly for all students.

Important

Important for children to grow up with arts in their lives, makes better rounded.

Important for children. My grandson who is in grade school was viewing art in the first grade. I think it is very important to expose the children to the arts young and to allow them to appreciate and participate.

Important for kids development.

Important for kids to have something to do in the arts as a way to express themselves rather than strict school work. It's also stress relieving.



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Q11. What value, if any, do you see in having strong arts programs in the public schools? (Continued)

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Important in developing well rounded and well adapted kids who can express themselves.

Important it gives something to play around with.

Important thing to have.

Important to have some variety but at the end of the day, it's more important to have good reading and writing and 'arithmetic.

Important to teach the kids the arts, and the discipline.

Important, but not top priority with the budget program.

Important, for their minds & imaginations.

Important. Not sure how I would rate it.

In this liberal town I wouldn't promote anything it's too liberal.

Incredibly important, it's a catalyst to encourage a lot of people, to stay in school and learn.

It has a value.

It helps expand the mind, and kids need more than reading, writing and it is good training for the mind,

It is great. It is wonderful for the kids. Definitely.

It is valuable to give young people to express themselves.

It's a benefit to the children. It's very educational. That's where the great artists come from -- you can't just teach them numbers.

It's a shame.

It's great.

It's huge.

It's just important for kids.

It's of value, it's not all that of value to me personally.

It's one of the most lacking things we have. It's of great value.

It's really valuable.

Its very important but I don't want to pay for it.

It's very important but it's ignored and on the downward slope with cutbacks in funding.

It's very important for young people to learn about the arts. My mother exposed me to them when I was very young and I was very glad. I went to opera, theatre, and stage.

It's very important, especially music.

It's very important. It's a segment they need to learn. It enhances their life. It's highly important.

It's very important. It's an outlet for the kids, for one thing.

Keeps kids engaged and motivated in school.

Learning tool for kids of great value.

Like putting kids in jail if we do not allow them to express their individuality.

Lots of value

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Q11. What value, if any, do you see in having strong arts programs in the public schools? (Continued)

---

Lots of value for some kids its everything it creates blooms out of weeds. It creates new artist, it keeps kids invested in going to school.

Major league #1. As important as main line subjects.

Many positive aspects including teaching kids to be individuals.

Maximum value

Medium

More diverse learning

More important things because they are lacking so much. Most needed in high school.

Motivating kids to come to school, proves academics, helps them to use their brains, and makes school fun.

Music and art are wonderful, but...homosexual behavior and sex(promiscuity)are not art.

Music and art lessons

Music is a good discipline but there are other needs that are more important than some art programs.

Needs to be there so that the kids can get educated on it.

Needs to be there.

Nice to have.

Not a whole lot

Not much

Not really into that for schools

Not the most important but I think everybody should have some kind of art.

Not too much

Of the utmost importance.

One of the most important things.

Only place the kids are going to get it from.

Opens doors for people, they can think outside the box.

People's imagination and cultural diversity

Phenomenally important, it is more important than sports.

Plays a huge role. It encompass so many facets of life its a very spiritually growing thing its individual expression.

Pretty valuable

Quite strong for their education and development.

Reading and math are more important, but when I went to school I loved art and art gives you a better orientation to the world.

Really important because kids can express themselves

Seems like a lot of kids don't know what classical music is.

Should be connected with learning.

Should be important.

Should be some there.

Should definitely be there.

---

Q11. What value, if any, do you see in having strong arts programs in the public schools? (Continued)

---

Should have

Shows kids there's more in the world than what's being taught in the schools - gives them a broader sense of self.

So important. Our future artist is coming from there.

Some merit

Some things can be over-emphasized, they need reading & writing more,

Some value, if students want to participate in it.

Some value. My kids go to private school.

Somewhat important

Somewhat of a value

Strong

Support

Teaches individuality.

Teaches students to think with the right side of their brain. It shows them they can be individuals.

Teaches them to appreciate the world and its beauty around them. It also teaches them about other cultures.

That's a very good place to have art displays and education on different kinds of art.

There are strange ideas on what is art. Some people think metal in grotesque forms are art & I find that hard to accept. In downtown Portland they have this big ball they move around. I find different things in the woods - natural displays, parts of trees and I like to go get these and have them around. I like to see natural art on the beach - the driftwood and things - I go for the natural.

The school system is getting tight financially, possibly misappropriating the funds so that the arts and sports are pushed to after school hours. There is a push for students to lose weight, but the parents have to pay for the sports and arts programs. Too much of a burden on the families.

There is a value - it is great for their mind, awareness of self, and awareness of other cultures.

They are a definite plus, they encourage kids to look at the arts, broader knowledge base.

They are critical to school retention.

They are just very important to the overall development of the whole person.

They should have lots of it.

They should have them.

They're great. I think that everyone should be exposed to them -- the younger the better.

They're very good.

They're vital. We're teaching our children very little. They now how to use a computer, but they aren't learning the nice things, the life skills.

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Q11. What value, if any, do you see in having strong arts programs in the public schools? (Continued)

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To make people aware of what is offered in Portland and the surrounding area for their enjoyment, appreciation, and their learning development.

Ton of value, mathematics and art!

Totally valuable, it's very necessary.

Tremendous amount of self worth is developed through the art that are not related to sports.

Very big value.

Very essential for children

Very good.

Very high importance, they are beneficial to children.

Very high value. It is one of the most important things in the educational system.

Very important because it is something that would keep kids in school - some kids would stay in school.

Very important but not funded by taxpayers, open up opportunities for volunteers to contribute more.

Very important if taught properly.

Very important since it helps kids have a good outlook of what is going on.

Very important to a child's growth. The music is very important, especially.

Very important to have the kids exposed to it.

Very important to kids and there basic learning.

Very important to the child's development, they need the outlet for creativity.

Very important value.

Very important, I support the symphony programs for kids and maybe it will be life long.

Very important, it opens their minds they really enjoy it, it get them to create and use their minds and to feel a part of things.

Very important, Multnomah County needs to finance more art for children.

Very important. I don't think we have much art in the schools now. It is part of a good education.

Very much so.

Very strong. We should have a lot more.

Very, they need to have those.

We should really emphasize that on kids these days so that they can learn about the past, present and future. It is an important part of knowledge regarding how we can improve.

Without that people will not appreciate where certain things have come from.

Wonderful, if they can afford it.

Wonderful. I think the children should be exposed to it.

Yes I agree.

Yes, it is valuable but it is an untapped resource vs. sports.

Yes, it is very good for the kids to get some culture.

## APPENDIX B: Questionnaire

Hello, my name is \_\_\_\_\_ of Riley Research Associates calling on behalf of the Regional Arts and Culture Council. I am calling to hear your opinion about the importance of the arts in the Portland Metro region. Your opinion will have a region-wide impact on the arts and culture community. Just so you know, all of your responses will be held in strict confidence and combined with hundreds of others.

Q1. What comes to mind when I say, "arts and culture?" \_\_\_\_\_ (5-504)

Q2. How important are arts and culture in terms of the growth and development of your community?

- (505-506)
- Important ..... 1
  - Relatively important ..... 2
  - Relatively UNimportant .. 3
  - Unimportant ..... 4
  - (Don't know / Refused) .. 5

We are defining arts and culture broadly in terms of amateur and professional art including music, dance, theater, film, visual arts, literary arts, folk arts, and historical and cultural elements.

Q3. About how often do you attend any kind of local arts, cultural event or exhibition, big or small? (READ LIST)

- (507-508)
- More than once a week .. 1
  - Once a week ..... 2
  - At least once a month ..... 3
  - Every few months ..... 4
  - At least once a year ..... 5
  - Or less often ..... 6
  - (Don't know / Refused) ... 7

Q4. Which of the following apply in terms of your support for arts and culture organizations in the region? (READ LIST- CHOOSE ALL THAT APPLY)

- (509-520)
- I purchase season tickets for events ..... 1
  - I purchase single tickets for events ..... 2
  - I'm a member of an arts or culture organization .. 3
  - I donate money ..... 4
  - I volunteer time ..... 5
  - I encourage others to support ..... 6
  - (None apply) ..... 7

Q5. Which type of arts and culture events have you attended in the past 12 months? (READ LIST- CHOOSE ALL THAT APPLY)

- (521-538)
- Visual arts exhibition ..... 1
  - Theatrical performance ..... 2
  - Musical performance ..... 3
  - Dance performance ..... 4
  - Crafts exhibition ..... 5
  - Arts education or training ..... 6
  - Historical sites ..... 7
  - Museums of art, science, or history .. 8
  - Other (List) ..... 9
  - (Don't know / Refused) .....10

[IF THE ANSWER IS NOT 9, THEN SKIP TO QUESTION 9]

Q5b. Other (SPECIFY) \_\_\_\_\_ (539-738)

Q6. To what extent do you rely on the following five sources for information about cultural events and opportunities? Do you rely on \_\_\_\_\_ a great deal, some, a little, or not at all?

The Oregonian

(739-740)  
Great ..... 1  
Some ..... 2  
Little ..... 3  
Not at all ..... 4  
(Don't know / Refused) .. 5

Q6. Willamette Week

(Do you rely on \_\_\_\_\_ a great deal, some, a little, or not at all?)

(741-742)  
Great ..... 1  
Some ..... 2  
Little ..... 3  
Not at all ..... 4  
(Don't know / Refused) .. 5

Q6. Recommendations from friends

(Do you rely on \_\_\_\_\_ a great deal, some, a little, or not at all?)

(743-744)  
Great ..... 1  
Some ..... 2  
Little ..... 3  
Not at all ..... 4  
(Don't know / Refused) .. 5

Q6. Radio

(Do you rely on \_\_\_\_\_ a great deal, some, a little, or not at all?)

(745-746)  
Great ..... 1  
Some ..... 2  
Little ..... 3  
Not at all ..... 4  
(Don't know / Refused) .. 5

Q6. Online Resources

(Do you rely on \_\_\_\_\_ a great deal, some, a little, or not at all?)

(747-748)  
Great ..... 1  
Some ..... 2  
Little ..... 3  
Not at all ..... 4  
(Don't know / Refused) .. 5

Q6b. What other sources do you rely upon for cultural events and opportunities information?

\_\_\_\_\_ (749-1248)

Q7. What factors, if any, may have deterred you from attending more events? (DO NOT READ LIST-CHOOSE ALL THAT APPLY)

- (1249-1264)
- Lack of transportation ..... 1
  - Ticket prices ..... 2
  - Live too far away ..... 3
  - There are other things I'd rather be doing ..... 4
  - Time / Scheduling ..... 5
  - I do not enjoy attending arts or cultural events .. 6
  - Child care issues ..... 7
  - (Don't know / Refused) ..... 8
  - Other (List) ..... 9

[IF THE ANSWER IS NOT 9, THEN SKIP TO QUESTION 17]

Q7b. Other (SPECIFY) \_\_\_\_\_ (1265-1764)

Q8. Are you more likely to attend cultural events in your community or neighborhood or are you more likely to travel some distance to attend an event?

- (1765-1766)
- Community or neighborhood .. 1
  - Travel some distance ..... 2
  - (Either or both) ..... 3
  - (Depends) ..... 4
  - (Don't know / Refused) ..... 5

Q9. How far are you willing to travel to attend an event?

Miles .. \_\_\_\_\_ (1767-1770)

Q10. To which areas in the Portland Metro region are you most likely to travel to attend events? (READ LIST-CHOOSE ALL THAT APPLY)

- (1771-1792)
- Eastern Multnomah County (including Gresham) ..... 1
  - Eastern Washington County (including Beaverton, Tigard, and Tualatin) ..... 2
  - Western Washington County (including Hillsboro, Aloha, and Forest Grove) ..... 3
  - Rural Clackamas County ..... 4
  - Urban Clackamas County (including Milwaukie, Oregon City, West Linn, Lake Oswego) .. 5
  - Northwest Portland ..... 6
  - Southwest Portland ..... 7
  - North and Northeast Portland ..... 8
  - Southeast Portland ..... 9
  - Downtown Portland including the Pearl District ..... 10
  - Anywhere ..... 11
  - (Don't know / Refused) ..... 12

Q11. What value, if any, do you see in having strong arts programs in the public schools? \_\_\_\_\_ (1793-2292)

Q12. Do you agree or disagree with the following statement, "Arts and culture are an essential part of a child's education?" (Strongly or somewhat?)

- (2293-2294)
- Strongly agree ..... 1
  - Somewhat agree ..... 2
  - Somewhat Disagree ..... 3
  - Strongly disagree ..... 4
  - (Don't know / Refused) .. 5

Q13. Of the various artistic disciplines, which three of the following would you consider most important to a student's education? (READ LIST- CHOOSE MOST IMPORTANT FIRST)

- (2295-2296)
- Visual Arts ..... 1
  - Arts and Crafts ..... 2
  - Drama and theater ..... 3
  - Music ..... 4
  - Dance ..... 5
  - Poetry and literature ..... 6
  - Film-making ..... 7
  - (None) ..... 8
  - (Don't know / Refused) .. 9

[IF THE ANSWER IS 8, THEN SKIP TO QUESTION 26]  
[IF THE ANSWER IS 9, THEN SKIP TO QUESTION 26]

Q13. Second most important discipline.

[READ ONLY ANSWERS NOT PICKED IN QUESTION 22]

- (2297-2298)
- Visual Arts ..... 1
  - Arts and Crafts ..... 2
  - Drama and theater ..... 3
  - Music ..... 4
  - Dance ..... 5
  - Poetry and literature ..... 6
  - Film-making ..... 7
  - (None) ..... 8
  - (Don't know / Refused) .. 9

[IF THE ANSWER IS 8, THEN SKIP TO QUESTION 26]  
[IF THE ANSWER IS 9, THEN SKIP TO QUESTION 26]

Q13. Third most important discipline.

[READ ONLY ANSWERS NOT PICKED IN QUESTION 25]

- (2299-2300)
- Visual Arts ..... 1
  - Arts and Crafts ..... 2
  - Drama and theater ..... 3
  - Music ..... 4
  - Dance ..... 5
  - Poetry and literature ..... 6
  - Film-making ..... 7
  - (None) ..... 8
  - (Don't know / Refused) .. 9

[IF THE ANSWER IS 8, THEN SKIP TO QUESTION 26]  
[IF THE ANSWER IS 9, THEN SKIP TO QUESTION 26]

[IF THE ANSWER TO QUESTION 22 IS NOT , THEN SKIP TO QUESTION 26]

(AGGREGATE) Q13. Of the various artistic disciplines, which three of the following would you consider most important to a student's education?

- (2295-2300)
- Visual Arts ..... 1
  - Arts and crafts ..... 2
  - Drama and theatre ..... 3
  - Music ..... 4
  - Dance ..... 5
  - Poetry and literature ..... 6
  - Film-making ..... 7
  - (None) ..... 8
  - (Don't know / Refused) .. 9



Q14. Would you say public schools educate the students about the arts "very well, somewhat well, somewhat poorly, or very poorly?"

- (2301-2302)
- Very well ..... 1
  - Somewhat well ..... 2
  - Somewhat poorly ..... 3
  - Very poorly ..... 4
  - (Don't know / Refused) .. 5

Q15. Do you think that arts education and the associated costs are mainly the responsibility of the schools, the arts community, or the students and families that participate? (CHOOSE ALL THAT APPLY)

- (2303-2310)
- The school ..... 1
  - The arts community ..... 2
  - The students and families .. 3
  - (All of the above) ..... 4
  - (None) ..... 5
  - (Don't know / Refused) ..... 6

Q16. Are you aware of the Percent for Art program, in which 1.33% of all publically funded capital construction budgets in Portland and Multnomah County are dedicated to the creation and maintenance of publically accessible art?

- (2311-2312)
- Yes ..... 1
  - Somewhat .. 2
  - No ..... 3
  - (Refused) ... 4

Q16b. In general, do you support or oppose the Percent for Art program? (Strongly or somewhat?)

- (2313-2314)
- Strongly support ..... 1
  - Somewhat support ..... 2
  - Somewhat oppose ..... 3
  - Strongly oppose ..... 4
  - (Don't know / Refused) .. 5

Q17. Would you support or oppose encouraging private businesses to voluntarily participate in the Percent for Art program through methods such as tax incentives? (Strongly or somewhat?)

- (2315-2316)
- Strongly support ..... 1
  - Somewhat support ..... 2
  - Somewhat oppose ..... 3
  - Strongly oppose ..... 4
  - (Don't know / Refused) .. 5

Q18. Some have suggested that arts and culture elements enhance various community programs and services. To what extent do you support or oppose including an arts and culture component in community program budgets? (Strongly or somewhat?)

- (2317-2318)
- Strongly support ..... 1
  - Somewhat support ..... 2
  - Somewhat oppose ..... 3
  - Strongly oppose ..... 4
  - (Don't know / refused) .. 5

Q19. If a credit card were available where a percentage of purchases went to help fund the arts and culture community in the Portland Metro area, would you be likely or unlikely to open a new card for that purpose? (Very or somewhat?)

- (2319-2320)
- Very likely ..... 1
  - Somewhat likely ..... 2
  - Somewhat UNlikely ..... 3
  - Very unlikely ..... 4
  - (Dont know / Refused) .. 5

Q20. A new program allows employees to make voluntary contributions for arts and culture through payroll deductions in the workplace. How likely or unlikely are you to participate in such a program? (Very or somewhat?)

- (2321-2322)
- Very likely ..... 1
  - Somewhat likely ..... 2
  - Somewhat UNlikely ..... 3
  - Very unlikely ..... 4
  - (NA- Self employed or unemployed) .. 5
  - (Don't know / Refused) ..... 6

I' like to finish up with a few demographic questions. These questions are stricly for demograhpic purposes only.

Q21. Do you have any children under the age of 19 currently living with you?

- (2323-2324)
- Yes ..... 1
  - No ..... 2
  - (Refused) .. 3

Q22. May I ask your age? (IF NO) Which of the following age groups includes you:

- (2325-2326)
- 18-29 ..... 1
  - 30-39 ..... 2
  - 40-49 ..... 3
  - 50-59 ..... 4
  - 60+ ..... 5
  - (Refused) .. 6

Q23. What is the highest level of education you've had the opportunity to complete?

- (2327-2328)
- High school or less, GED ..... 1
  - Some college or trade school .. 2
  - Four-year degree ..... 3
  - Post-graduate degree ..... 4
  - (Refused) ..... 5

Q24. If you don't mind me asking, which of the following best describes your annual household income?

- (2329-2330)
- Less than \$25,000 .... 1
  - \$25,000-\$49,999 ..... 2
  - \$50,000-\$74,999 ..... 3
  - \$75,000-\$99,999 ..... 4
  - \$100,000-\$149,999 .. 5
  - \$150,000+ ..... 6
  - (Refused) ..... 7

Q25. I have your zip code listed as \_\_\_\_\_ (FROM LIST) is that correct? \_\_\_\_\_ (2331-2335)

Q26. Now I'd like to get an idea of what part of the Portland Metro area you live in. I will read a list of locations, please stop me when I read the location that best describes where you live.

	(2336-2337)
Eastern Multnomah County (including Gresham) .....	1
Eastern Washington County (including Beaverton, Tigard, and Tualatin) .....	2
Western Washington County (including Hillsboro, Aloha, and Forest Grove) .....	3
Rural Clackamas County .....	4
Urban Clackamas County (including Milwaukie, Oregon City, West Linn, and Lake Oswego) ..	5
Northwest Portland .....	6
Southwest Portland .....	7
North and Northeast Portland .....	8
Southeast Portland .....	9
Downtown Portland including the Pearl District .....	10
(Refused) .....	11

Those are all the questions I have. Thank you for your participation, have a great evening.

RECORD GENDER

	(2338)
Male .....	1
Female ..	2

RECORD PHONE NUMBER (USE HYPHENS- 555-848-1515)\_\_\_\_\_ (2339-2350)

RECORD COUNTY

	(2351-2352)
Clackamas ...	1
Multnomah ...	2
Washington ..	3