



REGIONAL ARTS & CULTURE COUNCIL  
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## **Five Key Findings from the 2005 Regional Arts & Culture Public Opinion Survey**

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**Portland-area residents value arts and culture.** Nine out of ten residents (89%) believe that arts and culture are important to the growth and development of the community.

**Portland-area residents are avid consumers of performances and exhibitions by arts and culture organizations.** Nearly three-quarters of the population (72%) attend an arts and culture event at least every few months. One-third of area residents attend arts and culture events at least once a month. 16% attend arts events every week.

**Most Portland-area residents directly support nonprofit arts and culture institutions.** 73% purchase single tickets for arts and culture events. 27% donate money. 17% volunteer their time. 16% purchase season tickets.

**Many Portland-area residents are willing to support arts organizations even more.** 65% support having governments include arts and culture funding in other community program budgets. 32% would be likely to make personal contributions to the arts and culture community through a payroll deduction program at their place of work. 23% reported they would be likely to open an affinity credit card that supports arts and culture.

**Arts education is vital.** 95% of Portland-area residents agree that arts and culture are an essential part of a child's education.