



The University of Massachusetts Poll On Giving Trends, Attitudes and Motivators

Introduction

To gain a better understanding of individual donors in Massachusetts, the Cultural Task Force's Philanthropy Committee turned to the McCormack Institute of Public Affairs at the University of Massachusetts. Their University of Massachusetts Poll, under the direction of nationally known commentator Louis DiNatale, provides strategic information and analysis of public affairs for public leaders, students and citizens of New England. Since 1996, the UMass Poll has conducted quarterly surveys of Massachusetts' residents, creating a reliable, accurate and open public opinion database that is available to the general public at www.mccormack.umb.edu/umasspoll.

Methodology

The data summarizes findings from a telephone survey conducted from November 17, 2003 through November 24, 2003. Interviews were conducted under the supervision of a university trained field supervisor.

A random digit dial sample was drawn using the Waksberg method. Quotas were met for sampling location and gender. A random respondent selection was used. A total sample of 401 Massachusetts registered voters was achieved; results from the total sample can be interpreted as accurate to within 5% with a 95% level of confidence. Sub-samples have a greater margin of error.

Respondent cooperation, response rate and call completion were satisfactory and similar to other Massachusetts studies conducted by the research team. The sample performed within expectations for a random digit dial sample.

The survey instrument and response frequency follow the summary and analysis of the findings.

Summary and Analysis

All Nonprofit and Cause Related Giving

The Poll shows that Massachusetts residents represent a significant contributor pool, with many respondents giving often or very often. These donors are motivated by the mission of the organization and not by public recognition. Indeed, 80% of respondents wanted no public acknowledgement of their gift.

Significant Contributor Pool: 40% of respondents give “very often” (16%) or “often” (24%) and 24% of respondents indicated that they give sometimes for a pool of potential contributors of 64%.

Motivated by Mission: The overwhelming motivation of givers to donate is “belief in the mission of the organization” (72%). A distant second is “personal experience with services of the organization” (21%). All other reasons are each 2% or less.

Anonymity: 80% of all respondents do not desire public acknowledgment of their gift; only 10% prefer to have a public acknowledgement.

Corporations derive significant benefit from their sponsorship and philanthropy

Corporate support of a non-profit may be more likely to enhance the public’s opinion of the corporation than the non-profit, which, of course, benefit from the financial or in-kind donation. It is very important to Massachusetts residents to live in a community in which corporations are strongly supportive of arts and cultural organizations.

Corporate support generally does not affect individual giving. 43% said a corporation’s support does not make it more or less likely that they would support the non-profit. Interestingly, however, about the same percent said that corporate support of a non-profit would make them less likely to give (30%) as those who said it would make them more likely to give (24%).

54% said that corporate support of a non-profit positively influences their opinion of the corporation strongly (17%) or somewhat (37%).

63% said their patronage of a corporation would be very (14%) or somewhat likely (49%) to be positively influenced based on its support of a non-profit that is important to them.

Massachusetts residents want to live in a community in which corporations actively support arts organizations. An overwhelming 78% think it is very (31%) or somewhat (47%) important to live in a community in which the corporations actively support the arts.

Giving to Arts and Cultural Organizations

Arts and cultural organizations benefit from a strong core individual contributor base, many of whom give to an organization several times a year, as well as support multiple arts organizations in the course of a year.

Significant Multiple-Giver Contributor Base: 60% give to arts and cultural institutions at least once a year (31%), several times a year (28%) or once a month or more (1%).

64% have given to one (16%), two (19%), three to five (24%) or more than five (3%) arts and cultural institutions in the past year. This suggests there is a hard core of 24% to 46%

of the population who support the arts through multiple donations; and that when they give to one institution they are strong targets for other institutions. It also may mean that there is a good opportunity to upgrade the one-time donors to become multi-donors.

Significant Volunteer Base: 24% volunteer or make non-cash contributions to arts and cultural institutions several times a year (11%) or once a month or more (13%).

PROFILE OF MOST FREQUENT AND MULTIPLE GIVERS

Cross tabulation of questions 10 and 11 by demographics

Frequent multiple givers to arts and cultural institutions are most likely to be male, 46 to 55 years old, living in greater Boston, with college and post-graduate degrees and household incomes of \$75,000 to \$150,000.

- 61% of those who give several times a year are male.
- 63% of those who give to three to five arts institutions a year are male.

- 29% of those who give several times a year are 46 to 55 years old.
- 36% of those who give to three to five arts institutions a year are 46 to 55 years old.

- 24% of those who give several times a year live in greater Boston.
- 21% of those who give to three to five arts institutions a year live in greater Boston.

- 66% of those who give several times a year have college (33%) or post-graduate (33%) degrees.
- 68% of those who give to three to five arts institutions a year have college (30%) or post-graduate (38%) degrees.

- 44% of those who give several times a year have household incomes of \$75,000 to \$150,000 (28%) or over \$150,000 (16%)
- 50% of those who give to three to five arts institutions a year have household incomes of \$75,000 to \$150,000 (35%) or over \$150,000 (15%)

	FREQUENCY OF GIVING (Q9)	GIVE TO NUMBER INSTITUTIONS (Q10)
	Several times a year	Three to five a year
Response Frequency→	28%	24%
	n=110	n=95
Male	61%	63%
46-55	29%	36%
Greater Boston	24%	21%
College	33%	30%
Post-Grad	33%	38%
\$75k-150k	28%	35%
\$150+	16%	15%

PROFILE OF MOST FREQUENT VOLUNTEERS

Cross tabulation of question #11 by demographics

Those who volunteer or give non-cash donations once a month are most likely to be female, in the 36 to 45 and over 65 age groups, living in Central Massachusetts or greater Boston, with post-graduate education and with annual household incomes between \$75,000 and \$150,000. (Note the small cell size of respondents who said they volunteer once a month.)

	VOLUNTEER AND NON-CASH GIVING (Q11)
	Once month
Response Frequency	13%
	n=53
Female	64%
36-45	23%
46-55	19%
56-65	11%
Over 65	26%
Greater Boston	19%
Central	21%
Post-Grad	28%
\$75k-150k	23%

Trends in Giving – Arts/Culture vs. Social Service

While there is some trend towards decreasing arts/culture giving this year, in favor of gifts to social service organizations, there is a strong and loyal core of cultural donors who will not change their giving patterns.

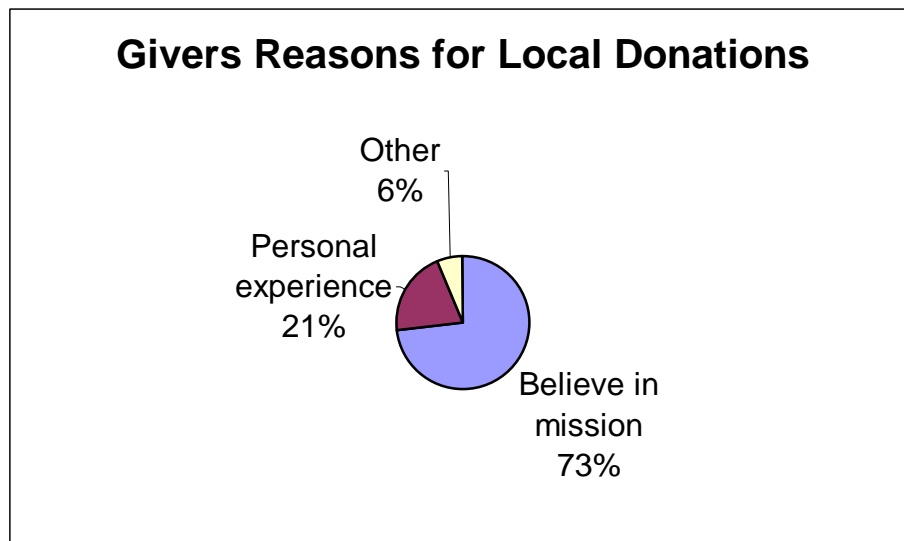
More to Services Less to Arts: More donors expect to increase their giving to social service institutions (42%) than those who expect to increase their giving to arts organizations (27%) this year compared to three years ago.

There is some good news for arts giving. Although 31% expect to give less to social services, compared to 37% who expect to give less to arts and cultural organizations, 26% expect to give the same amount to social services, compared to 34% who expect to give the same amount to arts and cultural organizations.

Charts and Graphs

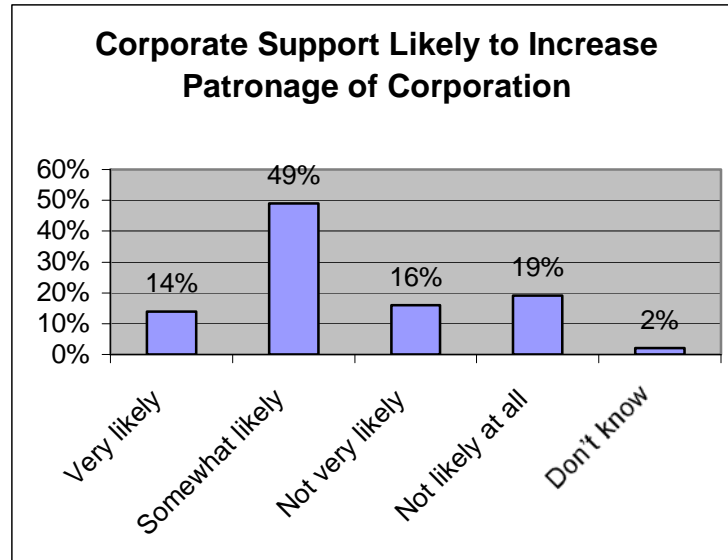
Motivated by Mission

The overwhelming motivation of givers to donate is “belief in the mission of the organization” (72%). A distant second is “personal experience with services of the organization” (21%). All other reasons are each 2% or less.

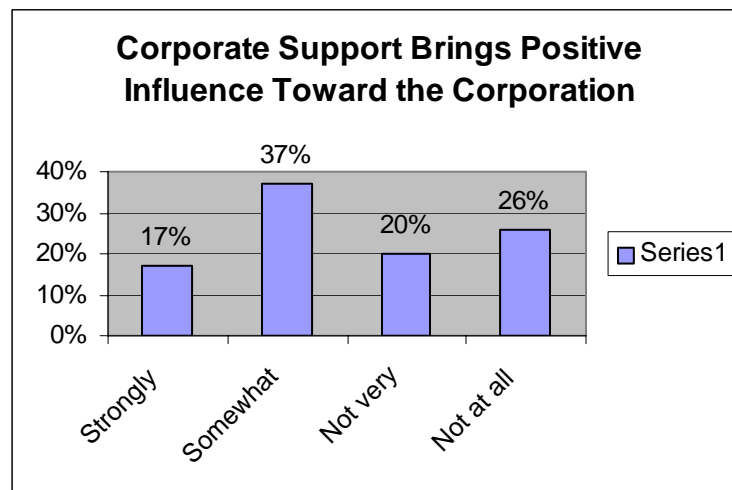


Corporate Gain

63% said their patronage of a corporation would be very (14%) or somewhat likely (49%) based on its support of a non-profit that is important to them.

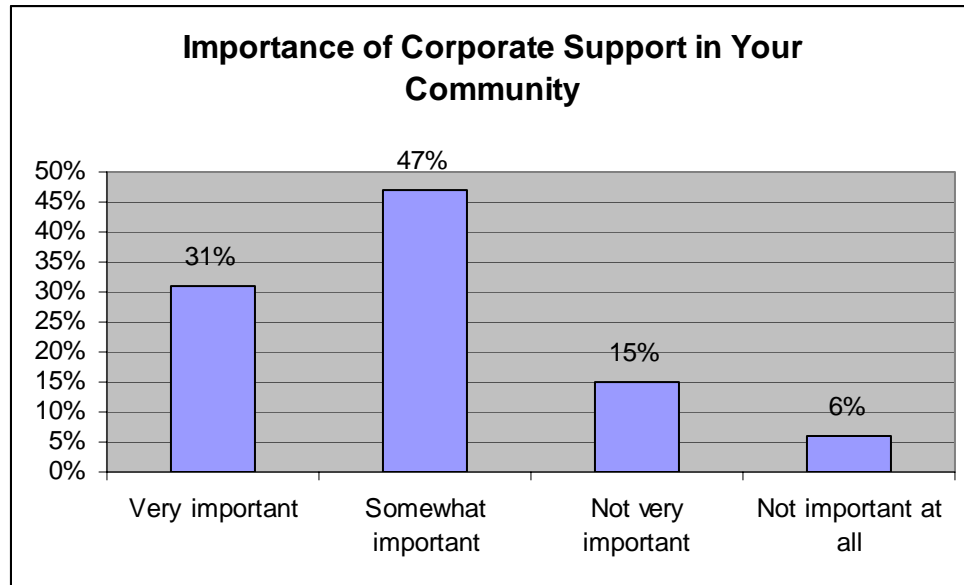


54% said that corporate support of a non-profit positively influences their opinion of the corporation strongly (17%) or somewhat 37%).



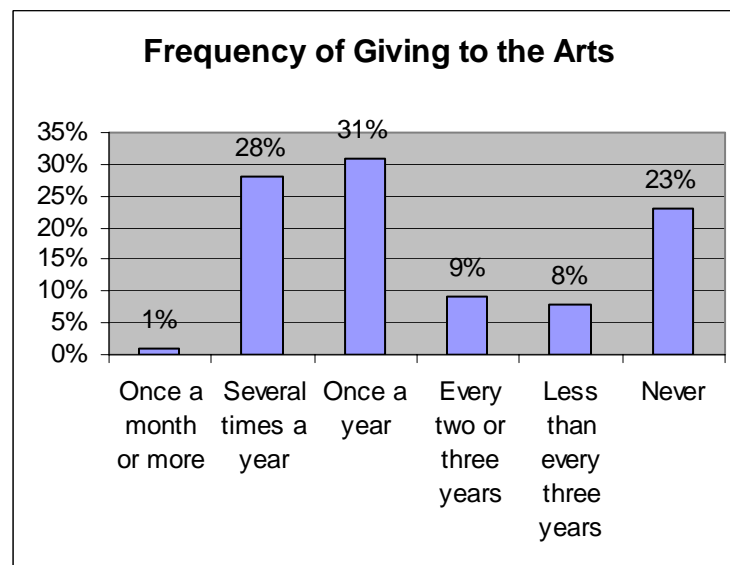
Importance of Corporate Support for Arts/Cultural Organizations

Massachusetts residents want to live in a community in which corporations actively support arts organizations. An overwhelming 78% think it is very (31%) or somewhat (47%) important to live in a community in which the corporations actively support the arts.

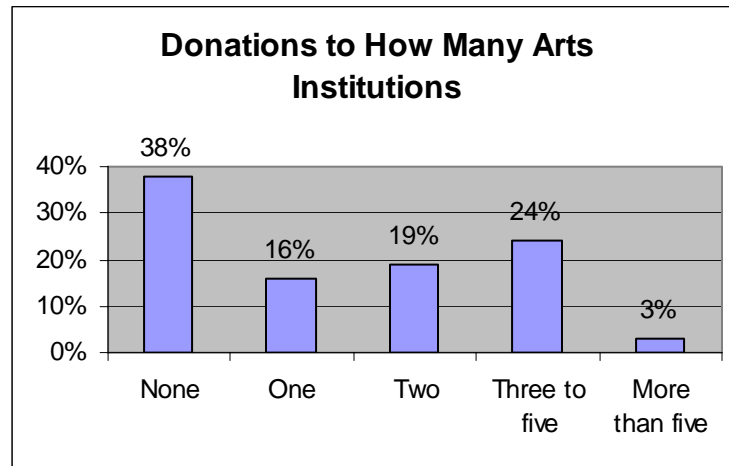


Significant Multiple-Giver Contributor Base

60% give to arts and cultural institutions at least once a year (31%), several times a year (28%) or once a month or more (1%).

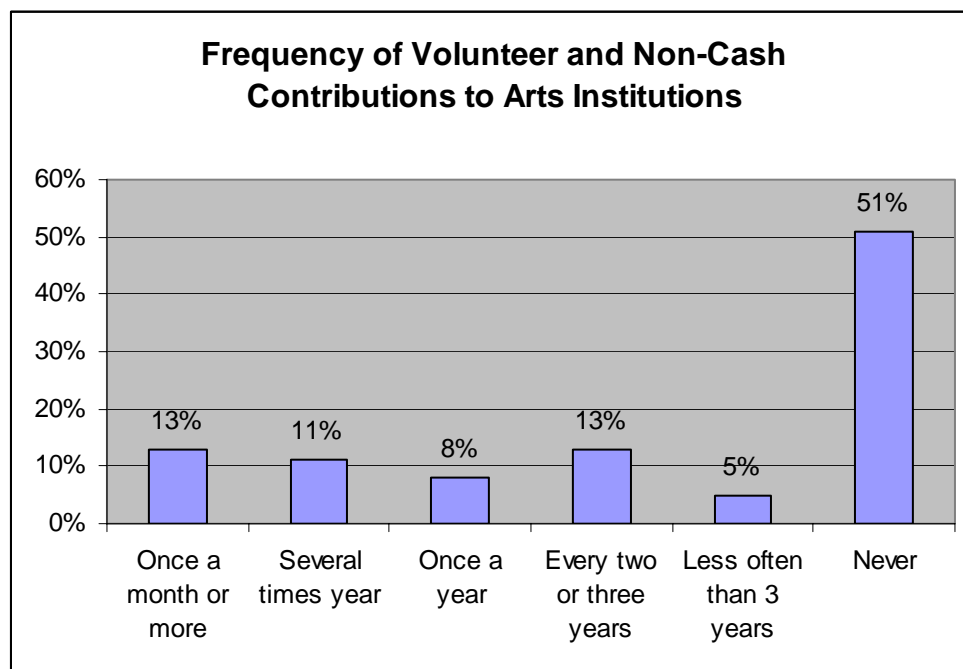


64% have given to one (16%), two (19%), three to five (24%) or more than five (3%) arts and cultural institutions in the past year. This suggests there is a hard core of 24% to 46% of the population who support the arts through multiple donations; and that when they give to one institution they are strong targets for other institutions. It also may mean that there is a good opportunity to upgrade the one-time donors to become multi-donors.



Significant Volunteer Base

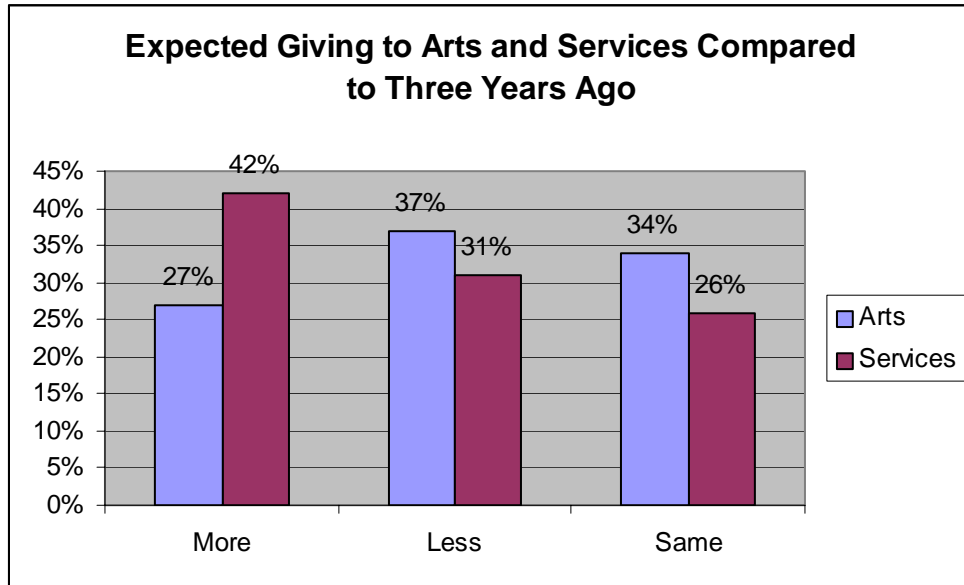
24% volunteer or make non-cash contributions to arts and cultural institutions several times a year (11%) or once a month or more (13%).



More to Services Less to Arts

More donors expect to increase their giving to social service institutions (42%) than those who expect to increase their giving to arts organizations (27%) this year compared to three years ago.

There is some good news for arts giving. Although 31% expect to give less to social services, compared to 37% who expect to give less to arts and cultural organizations, 26% expect to give the same amount to social services, compared to 34% who expect to give the same amount to arts and cultural organizations.



CROSSTABULATION TABLE
FREQUENT AND MULTIPLE GIVERS AND VOLUNTEERS
(Largest cohorts for Questions 9, 10 and 11)

		FREQUENCY OF GIVING (Q9)		GIVE TO NUMBER INSTITUTIONS (Q10)			VOLUNTEER AND NON-CASH GIVING (Q11)		
		Several times year	Once a year	One	Two	3-5	Once month	Several times year	Once year
Freq of Total ↓	Response Frequency→	28%	31%	16%	19%	24%	13%	11%	8%
n = 401		n=110	n=123	n=65	n=74	n=95	n=53	n=42	n=30
		%	%	%	%	%	%	%	%
50%	Male	61	33	35	45	63	36	67	53
50%	Female	40	67	65	55	37	64	33	47
12%	26-35			17	5	10			
17%	36-45	19	26	22	16	21	23	36	17
24%	46-55	29	27	22	26	36	19	21	13
14%	56-65	12	17	17	16	10	11	14	3
20%	Over 65	18	17	11	22	19	26	12	33
21%	Greater Boston	24	19	20	24	21	19	14	20
9%	128 area	13	11	12	7	13	6	5	0
13%	495 area	16	8	14	5	15	13	10	3
13%	Central	12	18	8	15	19	21	12	17
10%	N. Shore	16	11	15	11	16	15	12	10
13%	S. Shore			12	16	10	8	21	3
27%	College	33	26	37	22	30	19	48	30
23%	Post-Grad	33	28	26	27	38	28	24	13
11%	\$35k-\$49k						2	19	20
19%	\$50k-\$75k	20	17	23	11	15	19	5	20
23%	\$75k-150k	28	24	26	22	35	23	38	37
8%	\$150+	16	7	3	14	15	11	10	0

Survey Instrument and Response Frequency

The following telephone survey was conducted by The University of Massachusetts Poll from November 17 through 24, 2003. A total of 401 Massachusetts registered voters were polled; results from the total sample can be interpreted as accurate to within 5% with a 95% level of confidence. Sub-samples have a greater margin of error.

1. First, I'd like to discuss nonprofit and charitable organizations. How often do you give money to nonprofit organizations like museums, hospitals, youth and elder programs, or other social service or cultural agencies? Would you say you give money to these organizations ____ (**READ LIST**)

Very Often	16%	[GO TO #2]
Often	24%	[GO TO #2]
Sometimes	24%	[GO TO #2]
Not That Often	28%	[SKIP TO #4]
Not At All	8%	[SKIP TO #4]

2. Which of the following motivates you, when you give to a particular nonprofit organization in your community? (**ROTATE AND READ LIST**) n = 257

	Yes	No	Don't Know /Refuse
a. I believe in the mission and work of the organization	95%	5%	
b. I have personal experience with the services of the organization	65%	35%	
c. I was asked to give	47%	53%	
d. I can deduct my gift from my taxes	42%	57%	1%
e. A friend supports that organization	40%	60%	
f. A business associate supports that organization	19%	81%	1%
g. My employer matches my gift	18%	81%	1%
h. My gift helps the organization qualify for matching State support	36%	61%	4%

3. Of the items we just discussed, which motivates you the **most** when you give to a particular nonprofit organization in your community?

(**REREAD LIST IF NEEDED. ONE ANSWER ONLY**) n = 257

a. I believe in the mission and work of the organization.....	72%
b. I have personal experience with the services of the organization.....	21%
c. I was asked to give.....	2%
d. I can deduct my gift from my taxes.	1%
e. A friend supports that organization.....	2%
f. A business associate supports that organization.	---

- g. My employer matches my gift. 1%
- h. My gift helps the organization qualify for matching State support. ---
- i. Don't Know or Refused 2%

4. When you make a financial contribution, do you prefer to ____
(**ROTATE AND READ LIST**)

- a. To give anonymously, without public acknowledgment of your gift 80%
- b. To have your gift publicly acknowledged in a program brochure, plaque, or a newspaper or radio announcement. 10%
- c. Do Both / Depends on Situation (**VOLUNTEERED**) (**DO NOT READ**) 3%
- d. Neither (**VOLUNTEERED**) (**DO NOT READ**) %
- e. Don't Know (**DO NOT READ**) 1%

5. Does a corporation's support of a nonprofit organization or a cause make you more or less likely to support that nonprofit or cause?

- More 24%
- Less 30%
- Doesn't Matter 43%
- Don't Know 3%

6. How strongly does a corporation's support of a nonprofit organization or a cause have a positive influence on your opinion of that corporation? Would you say a corporation's support for a nonprofit organization or a cause influences your opinion of that corporation ____... (**READ LIST**)

- Strongly 17%
- Somewhat 37%
- Not Very Strongly 20%
- Not At All 26%
- Don't Know 1%

7. How likely are you to patronize a company or purchase its products based on a corporation's support of a nonprofit organization or a cause that is important to you? Would you say you are ____ (**READ LIST**)

- Very Likely 14%
- Somewhat Likely 49%
- Not Very Likely 16%
- Not Likely At All 19%
- Don't Know 2%

8. How important is it to you to live in a community in which the corporations actively support arts and cultural organizations? Would you say it is ____ (**READ LIST**)

Very Important	31%
Somewhat Important	47%
Not Very Important	15%
Not Important At All	6%
Don't Know	1%

9. Other than paying for admissions or tickets to a performance, how often do you make financial contributions to arts and cultural institutions? Would you say ____ (**READ LIST**)

Once a Month or More	1%
Several Times a Year	28%
Once a Year	31%
Every Two or Three Years	9%
Less Than Every 3 Years	8%
Never	23%
Don't Know	1%

10. To how many different arts and cultural institutions have you made a financial contribution in the last 12 months?

None	38%
One	16%
Two	19%
3 to 5	24%
More Than 5	3%
Don't Know	1%

11. How often do you volunteer your time or make other in-kind or non-cash contributions to arts and cultural institutions? Do you volunteer your time or make other in-kind or non-cash contributions ____ (**READ LIST**)

Once a Month or More	13%
Several Times a Year	11%
Once a Year	8%
Every Two or Three Years	13%
Less Than Every 3 Years	5%
Never	51%
Don't Know	1%

12. This year, will you give more or less money to arts and cultural institutions than three years ago?

More	27%
Less	37%
The Same Amount	34%
Don't Know	2%

13. This year, will you give more or less money to social service institutions than three years ago?

More	42%
Less	31%
The Same Amount	26%
Don't Know	2%

DEMOGRAPHICS

Now I have just a few more questions so we can classify your answers.

14. Regardless of your voter registration, how would you describe your politics today, would you describe yourself as _____(**READ LIST**):

Mostly Democrat	28%
Leaning Democrat	12%
Completely Independent	32%
Leaning Republican	9%
Mostly Republican	14%
Something Else	5%
Refused	1%

15. In what **YEAR** were you born: 19 /___/___/ [**“99” FOR REFUSED**]

18-25	10%
26-35	12%
36-45	17%
46-55	24%
56-65	14%
Over 65	20%
Don't Know/Refused	3%

16. Which of the following best describes most of your ancestors? **[READ LIST]**

African American	7%
Asian American	2%
Hispanic	4%
European	76%
Mixed Race	3%
Something Else	7%
Refused	2%

17. What is your zip code?

18. I'm going to read you a description for different parts of the state, would you please tell me which region you live in? **[READ LIST]**

Greater Boston	21%
Rt. 128 Area	9%
Rt. 495 Area	13%
Central Mass	13%
Cape Cod & Islands	6%
North Shore	10%
South Shore	13%
Western Mass	14%
Don't Know/Refused	2%

19. What was the last grade of school or year of college you completed: **(DO NOT READ LIST)**

Less Than High School	4%
H.S. Grad	21%
Some College -2yr	13%
2 yr Associate	3%
Some College +2yr	9%
College Grad	27%
Post Grad	23%
Refused	1%

20. If you are religious, what is your religion? **(DO NOT READ LIST)**

Catholic	43%
Protestant	27%
Jewish	4%
None	22%

Something Else	2%
Refused	3%

21. And finally, which of the following ranges best describes your annual household income, is it ____ (**READ LIST**)

Less Than \$10,000	2%
Between \$10,000 and \$24,999	11%
Between \$25,000 and \$34,999	10%
Between \$35,000 and \$49,999	11%
Between \$50,000 and \$74,999	19%
Between \$75,000 and \$150,000	23%
More Than \$150,000	8%
Don't Know	2%
Refused	15%

22. **GENDER (BY OBSERVATION, ASK IF NECESSARY)**

Male	50%
Female	50%

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