

The Star-Ledger/Eagleton-Rutgers Poll

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RELEASE INFORMATION

A story based on the survey findings presented in this release and background memo will appear in Monday's *Star-Ledger*. We ask users to properly attribute this copyrighted information to "*The Star-Ledger/Eagleton Poll*."

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NEW JERSEYAN'S GENEROSITY

AN ESTIMATED \$3 BILLION DOLLARS DONATED IN PAST YEAR

In the past year New Jerseyans donated an estimated \$3 billion dollars to various types of organizations. The main beneficiaries these contributions are organizations dealing with health issues (42%) and religious organizations (27%). In addition, last year close to half of the residents gave to local organizations such as the fire department (51%) and first aid squad (48%) and about 4-in-10 gave to their local police (42%).

Overall, while 9-in-10 residents have been asked for some type of donation in the past year, 8-in-10 have actually donated. Contributions this year are generally consistent with last year. Seven-in-ten people say they donated to the same number of organizations this year as last and about 6-in-10 report giving the same amount of money both years.

While 8-in-10 state residents say they are concerned about the proportion of their donation that goes to the organization and the amount that goes to pay for the fund raising, only about 1-in-5 know the amount of their donation that pays for fund raising for all the organization they contribute to. *The Star-Ledger/Eagleton Poll* was conducted with a

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random sample of 803 New Jersey adults by telephone between October 27 and November 2, 1995.

PROFILE OF DONATIONS

In the past year almost all New Jerseyans have been asked for a donation and most have responded with a contribution. About 9-in-10 state residents have had a request from at least one organization for a donation. Specifically, 34 percent received from one to five requests, 21 percent from six to ten requests, 19 percent from eleven to twenty-nine, and 10 percent have had 30 or more solicitations.

While 20 percent did not donate to any organization, 30 percent donated to one or two, 30 percent donated to from three to five, 12 percent gave to six to ten organizations, and 8 percent contributed to 11 or more. Younger New Jersey residents from 18 to 29 years (30%) and those with total annual family incomes of less than \$20,000 (32%) are most likely not to have donated to any organizations in the past year.

Overall, 71 percent of the state's residents say that the number of organizations they donated to this year was the same as last year while 13 percent report they gave to more organizations and 14 percent gave to less than they did in 1994. New Jerseyans who are between 30 and 49 years old (17%) and those whose annual family income is between \$20,000 and \$30,000 (23%) are more likely than other state residents to say they have reduced the number of organizations that they contributed to this past year.

BENEFICIARIES OF NEW JERSEY DONATIONS

New Jerseyans donate to a wide range of different types of organizations from arts organizations to Veterans groups. The types of organizations that are named most frequently by state residents are health related (42%), religious (27%), children and youth (20%), and the homeless (12%). When New Jerseyans are asked specifically about donations to local organizations, in the past year 51 percent gave to their local fire department, 48 percent to their local first aid squad, and 42 percent to the local police department. Residents who are over 50 years old and those with total annual family incomes

of more than \$50,000 are generally more likely to give to these local organizations than other New Jerseyans.

ESTIMATED AMOUNT OF NEW JERSEYAN'S DONATIONS

Overall, New Jerseyans have contributed about \$3 billion dollars to different organizations in the past years.* This total reflects individual donations from 14 percent who donated less than \$50, 14 percent whose annual contributions ranged from \$51 to \$100, 13 percent who gave from \$101 to \$200, 20 percent who contributed from \$201 to \$500, and 15 percent gave more than \$500 to various organizations in the past year. In addition, 21 percent of the state's residents did not contribute any money this year.

As would be expected, more affluent New Jerseyans with total annual family incomes over \$50,000 (26%) and those with incomes between \$30,000 and \$50,000 (15%) are more likely than those with incomes of \$20,000 to \$30,000 (8%) or less than \$20,000 (4%) to have made donations that totaled to more than \$500. Also, New Jerseyans between 30 and 49 (17%) and 50 to 64 (20%) years old are more likely to have given more than \$500 than either those who are from 18 to 29 (8%) years old and those who are 65 years old or older (13%).

Fifty-six percent of New Jerseyans say that the amount of money they donated to organizations this year is about the same as last year compared to 23 percent who say they gave more and 21 percent who gave less. Residents who are 18 to 29 years old (30%) are somewhat more likely than other residents to say they have increased the amount of money that they donated this year.

Residents are about equally divided in their feelings about the amount they donated. While 49 percent say they would have liked to have donated more money, 45 percent say they gave the amount of money they wanted to. More affluent residents with household incomes of more than

\$50,000 (52%) are more likely than other New Jerseyans to say that they gave the amount of money they wanted to.

CONCERN ABOUT USE OF DONATED MONEY

Even though New Jerseyans are not aware of how organizations use the money that they donate, they are concerned with how much goes to pay for fundraising. Just 17 percent of the state's residents report that they know how much of their donation goes for fundraising for all of the organizations that they contribute to. In comparison, 21 percent know the amount is used for fundraising for about half of the organizations they give to, 13 percent for less than half, and 36 percent do not know this information about any of the organizations that they donate to.

However, 79 percent are very (59%) or somewhat (20%) concerned about having information that tells them how much of the money they donate goes to the organization and how much is used for fundraising compared to 18 percent who are not very (8%) or not at all (10%) concerned.

*This estimate is calculated by using the average donation of \$679 and multiplying it by the estimated 4.5 million New Jerseyans who gave a donation. A more conservative estimate of \$901 million dollars could be made by using the median donation of \$200 and multiplying it by the estimated 4.5 residents who gave a donation.

BACKGROUND MEMO — RELEASE SL/EP55-5 (EP105-5), MONDAY, DECEMBER 11, 1995

The latest *Star-Ledger/Eagleton* Poll was conducted between October 27 and November 2, 1995, when a random sample of 803 New Jerseyans, 18 years and older, was interviewed by telephone. Figures based on this sample size are subject to a sampling error of about ± 3.5 percent at a 95 percent confidence interval. Sampling error is the probable difference in results between interviewing everyone in the population versus a scientific sample taken from that population. Sampling error does not take into account other possible sources of error inherent in any study of public opinion. The questions and figures referred to in this release are presented below. The location of each question on the actual questionnaire is in brackets.

“There are many different types of organizations that people can donate money to. During the last year, about how many different organizations have asked you for some type of donation?” [Q.31a]

	<u>None</u>	<u>1 - 5</u>	<u>6 - 10</u>	<u>11 - 29</u>	<u>30 or or More</u>	<u>Don't Know</u>	<u>Total</u>	<u>(n)</u>
November, 1995	10%	34%	21%	19%	10%	6%	100%	(803)
<u>Age</u>								
--18 - 29	22	44	20	8	2	4	100	(136)
--30 - 49	7	35	21	22	11	3	99	(380)
--50 - 64	8	29	19	23	13	7	99	(157)
--65 or older	7	25	25	21	13	10	101	(111)

“And, about how many different organizations have you donated money to?” [Q.31b]

	<u>None</u>	<u>1 or 2</u>	<u>3 - 5</u>	<u>6 - 10</u>	<u>11 or or More</u>	<u>Don't Know</u>	<u>Total</u>	<u>(n)</u>
November, 1995	20%	30%	30%	12%	8%	1%	101%	(803)
<u>Age</u>								
--18 - 29	30	39	24	7	--	--	100	(136)
--30 - 49	14	34	36	10	5	--	99	(380)
--50 - 64	17	23	28	18	12	2	100	(157)
--65 or older	21	19	28	13	17	2	100	(111)
<u>Total Annual Family Income</u>								
--Less than \$20,000	32	33	23	7	5	1	101	(102)
--\$20,001 to \$30,000	17	33	34	11	2	2	99	(79)
--\$30,001 - \$50,000	17	38	29	10	6	1	101	(180)
--More than \$50,000	13	25	35	17	10	--	100	(348)

“And, would you say that is more, less, or about the same as the number or organizations that you donated to the year before in 1994?” [Q.32]

	<u>More</u>	<u>Less</u>	<u>Same</u>	<u>Don't Know</u>	<u>Total</u>	<u>(n)</u>
November, 1995	13%	14%	71%	2%	100%	(803)

<u>Age</u>						
--18 - 29	16	9	72	3	100	(136)
--30 - 49	10	17	73	--	100	(380)
--50 - 64	8	12	77	2	99	(157)
--65 or older	20	15	62	3	100	(111)
<u>Total Annual Family Income</u>						
--Less than \$20,000	19	15	66	--	100	(102)
--\$20,000 - \$30,000	8	23	68	1	100	(79)
--\$30,001 - \$50,000	13	14	72	1	100	(180)
--More than \$50,000	10	11	79	--	100	(348)

"Could you please tell me what types of organizations you donated money to in the last year?" [Q.33]

TOTAL

Top Mentions:

Health Organizations	42%
Religious	27
Police	22
Children/Youth	20
Fire	17
First Aid	11
Homeless	12
United Way	6
Veterans	7
Civic Organizations	8
Animal Rights	6
Educational	5
Environmental	5
Political	5

“And, during the last year do you remember if you donated money to: a. your local fire department; b. your local police department; c. your local first aid squad?” [Q.34]

	<u>Yes</u>	<u>No</u>	<u>Don't Know</u>	<u>Total</u>	<u>(n)</u>
a. <u>Your local fire department</u>					
November, 1995	51%	48%	1%	100%	(803)
<u>Age</u>					
--18 - 29	30	69	1	100	(136)
--30 - 49	55	42	2	99	(380)
--50 - 64	57	43	1	101	(157)
--65 or older	60	40	1	101	(111)
<u>Total Annual Family Income</u>					
--Less than \$20,000	42	58	--	100	(102)
--\$20,001 to \$30,000	49	51	--	100	(79)
--\$30,001 - \$50,000	49	48	3	100	(180)
--More than \$50,000	59	40	1	100	(348)
b. <u>Your local police department</u>					
November, 1995	42%	56%	1%	99%	(803)
<u>Age</u>					
--18 - 29	28	72	--	100	(136)
--30 - 49	48	51	1	100	(380)
--50 - 64	49	49	3	101	(157)
--65 or older	44	54	2	100	(111)
<u>Total Annual Family Income</u>					
--Less than \$20,000	33	65	2	100	(102)
--\$20,001 to \$30,000	34	64	2	100	(79)
--\$30,001 - \$50,000	47	53	--	100	(180)
--More than \$50,000	50	49	1	100	(348)
c. <u>Your local first aid squad</u>					
November, 1995	48%	51%	1%	100%	(803)
<u>Age</u>					
--18 - 29	26	73	1	101	(136)
--30 - 49	49	49	2	100	(380)
--50 - 64	62	38	--	100	(157)
--65 or older	59	39	1	99	(111)
<u>Total Annual Family Income</u>					
--Less than \$20,000	45	55	1	101	(102)
--\$20,001 to \$30,000	41	56	3	100	(79)
--\$30,001 - \$50,000	44	54	2	100	(180)
--More than \$50,000	56	44	--	100	(348)

“What is your best estimate of the total amount of money that you donated to organizations in the past year?” [Q.35]

“Would you say the total amount of money that you donated in the past year was — \$50 or less, \$51 - \$100, \$101 - \$150, \$141 - \$200, or more than \$200?” [Q.36]

	<u>No</u> <u>Donation</u>	<u>Less Than</u> <u>\$50</u>	<u>\$51-\$100</u>	<u>\$101-\$200</u>	<u>\$201-\$500</u>	<u>More Than</u> <u>\$500</u>	<u>Don't</u> <u>Know</u>	<u>Total</u>	<u>(n)</u>
November, 1995	21%	14%	14%	13%	20%	15%	2%	99%	(803)
<u>Age</u>									
--18 - 29	30	21	16	11	12	8	--	98	(136)
--30 - 49	15	11	15	15	26	17	1	100	(380)
--50 - 64	21	15	4	13	24	20	3	100	(157)
--65 or older	23	14	23	11	12	13	3	99	(111)
<u>Total Annual Family Income</u>									
--Under \$20,000	34	25	19	11	5	4	1	99	(102)
--\$20,001 - \$30,000	20	19	21	14	14	8	3	99	(79)
--\$30,001 - \$50,000	18	8	17	19	22	15	1	100	(180)
--More than \$50,000	13	10	11	10	28	26	2	100	(348)

Contributions among all New Jersey adults: Mean - \$522, Median - \$100, Mode - \$0

Contributions among those who donated: Mean - \$679, Median - \$200, Mode - \$100

“Thinking about all of your donations this year, was the amount of money you donated to organizations this year about the same as you gave last year, or was it a larger or a smaller amount?” [Q.37]

	<u>Larger</u> <u>Amount</u>	<u>Smaller</u> <u>Amount</u>	<u>About The</u> <u>Same</u>	<u>Don't</u> <u>Know</u>	<u>Total</u>	<u>(n)</u>
November, 1995	23%	21%	56%	1%	101%	(644)
<u>Age</u>						
--18 - 29	30	22	48	--	100	(94)
--30 - 49	23	21	55	1	100	(332)
--50 - 64	15	24	58	2	99	(136)
--65 or older	21	13	65	--	99	(90)
<u>Total Annual Family Income</u>						
Under \$20,000	22	21	54	2	99	(73)
\$20,000 - \$30,000	18	30	50	2	100	(64)
\$30,001 - \$50,000	19	25	56	--	100	(149)
Over \$50,000	27	15	58	--	100	(309)

“Overall, would you have liked to have donated more money to organizations, or do you feel that the amount of money you donated is about what you wanted to give?” [Q.38]

	<u>Liked To Have Donated More</u>	<u>Gave What Wanted To</u>	<u>Depends</u>	<u>Don't Know</u>	<u>Total</u>	<u>(n)</u>
November, 1995	49%	45%	2%	4%	100%	(803)
<u>Age</u>						
--18 - 29	50	45	2	3	100	(136)
--30 - 49	52	44	2	1	99	(380)
--50 - 64	44	46	2	8	100	(157)
--65 or older	50	42	--	7	99	(111)
<u>Total Annual Family Income</u>						
--Under \$20,000	54	39	4	1	98	(102)
--\$20,001 - \$30,000	62	35	2	1	100	(79)
--\$30,001 - \$50,000	56	43	--	2	101	(180)
--More than \$50,000	44	52	2	2	100	(348)

“How concerned are you about knowing how much of the money that you donate goes to the organization and how much of that amount goes to pay for the fund raising — very concerned, somewhat concerned, not very concerned, or not at all concerned?” [Q.39]

	<u>Very Concerned</u>	<u>Somewhat Concerned</u>	<u>Not Very Concerned</u>	<u>Not At All Concerned</u>	<u>Don't Know</u>	<u>Total</u>	<u>(n)</u>
November, 1995	59%	20%	8%	10%	3%	100%	(803)
<u>Age</u>							
--18 - 29	52	18	13	15	2	100	(136)
--30 - 49	61	23	7	7	1	99	(380)
--50 - 64	61	20	2	12	5	100	(157)
--65 or older	66	14	6	8	6	100	(111)
<u>Total Annual Family Income</u>							
--Under \$20,000	56	18	8	13	5	100	(102)
--\$20,001 - \$30,000	53	26	11	6	4	100	(79)
--\$30,001 - \$50,000	58	22	11	9	1	101	(180)
--More than \$50,000	66	18	5	9	1	99	(348)

“For how many of the organizations that you donated to, do you know the amount of your donation that goes to the organization itself and the amount of your donation that is used to pay for the fund raising — all of them, about half of them, less than half of them, or none of them?” [Q.40]

	<u>All Of Them</u>	<u>About Half Of Them</u>	<u>Less Than Half Of Them</u>	<u>None Of Them</u>	<u>Don't Know</u>	<u>Total</u>	<u>(n)</u>
November, 1995	17%	21%	13%	36%	13%	100%	(803)
<u>Age</u>							
--18 - 29	18	13	9	49	11	100	(16)
--30 - 49	17	26	15	33	9	100	(380)
--50 - 64	16	18	16	34	16	100	(157)
--65 or older	15	25	12	23	24	99	(111)