

# **Boulder County Philanthropy Survey: Report of Results**

## **Submitted to:**

The Community Foundation Serving Boulder County

## **Submitted by:**



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## **Executive Summary**

### ***Survey Background***

National Research Center, Inc. contracted with The Community Foundation Serving Boulder County to conduct a survey of County residents. The purpose of the study was to learn more about giving and volunteerism in Boulder County. Interviews were conducted with 400 individuals, providing a margin of error of plus or minus 5 percentage points.

A similar survey of metro Denver residents was recently conducted by the Denver Foundation. Responses from The Community Foundation Serving Boulder County Survey are compared to the results of the Denver Foundation Survey where similar or identical questions were asked on both surveys.

### **Charitable Involvements**

One of the major purposes of the survey was to determine in what ways and to what extent Boulder County residents contribute to charities. Respondents were asked about financial giving, non-financial giving such as donating goods or services, and volunteering time to charity.

#### ***Financial Charitable Donations***

Most survey participants (84%) reported that in the last year they had contributed financially to a charitable organization. This is slightly less than among metro Denver residents, of whom 90% said they had made a financial contribution.

These proportions are higher than the rest of the nation. According to a study conducted by the Johns Hopkins Comparative Nonprofit Sector Project, quoted in Time Magazine (July 24, 2000), 73% of Americans reported giving money to charity in the past year. This was a large proportion compared to residents of other countries; only 44% of Germans, and 43% of French had made charitable financial gifts in the same time period.

The median amount of money contributed to charity in the past year by households who made charitable donations was about \$500. Just over a quarter of survey participants who had made a contribution gave over a \$1,000 to charity. Boulder County households were slightly more likely to give smaller amounts, and slightly less likely to give larger amounts, than were metro Denver residents.

#### ***Non-financial contributions***

Survey participants were questioned about non-financial contributions they may have made to charitable organizations. Such contributions could include food, clothing, appliances or other items. Nearly all respondents (90%) had made this type of contribution within the past year.

## ***Contributions of Time***

Levels of volunteerism were assessed in the questionnaire. Two-thirds of respondents reported spending time on charitable or voluntary service activities. This was slightly higher than levels reported in the Denver Foundation Survey.

Individuals who volunteered did so for multiple organizations. On average, volunteers gave time to two or more organizations.

Those who did volunteer gave a significant proportion of their time. On average, volunteers served about twelve hours per month.

Those who had not volunteered were asked why they had not. By far the most frequent response was that they did not have time to do so, mentioned by 61% of those who did not volunteer. A few said they were physically unable to do so, or cited their age as a reason they did not volunteer.

## **Individual and Institutional Roles**

Interviewers asked respondents their opinion about the roles and responsibilities of businesses, government and individuals in supporting charitable organizations.

Two thirds felt “strongly” that businesses should be active in supporting charitable causes, while only 3% disagreed with that statement.

About 40% “strongly agreed” that government has a basic responsibility to support charitable organizations; almost a quarter felt this was not an appropriate role for government.

Just over a third believed “strongly” that individuals should support charities in some way.

## ***Identification of Businesses That Contribute to the Community***

Respondents were asked whether they could name three businesses that had made charitable contributions. Just over half were able to do so.

The most frequently mentioned businesses were IBM, Storage Tech, Celestial Seasonings, King Soopers, Sun Microsystems, Target, Microsoft, Walnut, AT&T, US West, Wild Oats, Amgen, Ball Aerospace, and Coors.

Those interviewed were asked whether they would choose to do business with one company over another if they knew that the company contributed money or services to the Boulder County community. Over two thirds said that they would.

## **Individual Charitable Giving**

Additional information about individual charitable giving was elicited through the survey, including what types of causes were financially supported by respondents, barriers and inducements for charitable giving, and the use of and impact of various giving options.

### ***Causes to Which Participants Donated***

Survey participants who had made financial contributions to charity in the past year were asked to what causes they had donated. Over three-quarters had given money to “help people in need”.

Other popular choices, supported by over 50% of those who made contributions, included: educational institutions, organizations that fight illness or disease, organizations that help people with disabilities, religious institutions, and groups that encourage child and youth development.

A majority of the giving was focused locally; on average, 52% of people’s financial contributions stayed in Boulder County. A small, but significant, proportion (7%) was donated internationally.

### ***Barriers to Contributing to Charity***

When questioned about possible reasons they may not donate to charity, the responses receiving the most “strong” agreement included high administration costs and not being able to afford to give more.

Factors dismissed as possible reasons included not thinking charities deserve support, not being asked to give, and not getting around to it.

### ***Motivations for Giving***

All those interviewed were asked a series of questions about potential reasons for giving to charity. Fifty percent or more of respondents identified several reasons as “extremely important”. These reasons included: trust in the organization to which they were contributing, support by the organization for causes the respondent believes in, assurance that the money given is well-spent, and feeling that the organization is well-managed and effective.

The least important reasons included: “civic duty”, religious beliefs, tax benefits, being directly asked by a personal acquaintance, being asked by a clergy member, and being asked by a representative from a cause or organization.

In addition to being asked why they give, survey participants were asked at another point in the interview whether various factors might encourage them to make charitable donations. Ninety percent or more said that understanding what their contributions achieve, understanding the needs of the community, and being able to see the results were “somewhat” or “very likely” to influence them to give money to a charity.

About 80% said that recommendations by a friend or making more money would influence them at least somewhat to make charitable contributions.

Fewer than one-fourth of those surveyed said receiving recognition at events or being called by an organization to make a contribution would be likely to cause them to give.

### ***Other Financial Giving Options***

The questionnaire contained several questions about different ways in which people can make charitable contributions, including payroll deductions, making donations via the Internet, and leaving money to charities through their estate. The influence of these various options was also explored.

Several items pertained to employer-based contributions. About 20% of those interviewed did not work, and were not asked these questions.

Close to half of respondents who worked knew that their employer made charitable contributions.

A smaller proportion of companies matched their employees' charitable contributions. Just over 20% of those interviewed who were employed said their employer matched donations they made to charity.

Almost 40% of survey participants whose employers do match their charitable donations said the match affects their decision to give to charity.

About a third of employed respondents have the opportunity to contribute to charity through payroll deductions.

An inquiry about the inclusion of charity in their estate planning was made of survey participants. Fourteen percent said they had made plans to give to charity after death.

The role of the Internet in charitable giving was assessed through the interview. Approximately one in five survey participants said they had gone "on-line" to get information about a charity, or to communicate with a charitable organization.

Eight percent of those interviewed who had made any financial contributions to a charity reported making a donation "on-line".

# Report of Results

## Survey Background

National Research Center, Inc. contracted with The Community Foundation Serving Boulder County to conduct a survey of County residents. The purpose was to learn more about giving and volunteerism in Boulder County. Potential factors that may be considered in making a decision to donate or not to charitable organizations were examined. Attitudes about institutional and individual involvement in charitable support were also assessed.

A similar survey of metro Denver residents was recently conducted by the Denver Foundation. Responses from The Community Foundation Serving Boulder County Survey are compared to the results of the Denver Foundation Survey where similar or identical questions were asked on both surveys.

From the approximately 2,500 eligible households that were contacted, 400 completed interviews were obtained, for a response rate of 16%. It is customary to describe the precision of estimates made from surveys by a "level of confidence" (or margin of error). The 95 percent confidence level for this survey is generally no greater than plus or minus 5 percentage points around any given percent reported. The results were re-weighted to reflect the demography of Boulder County.

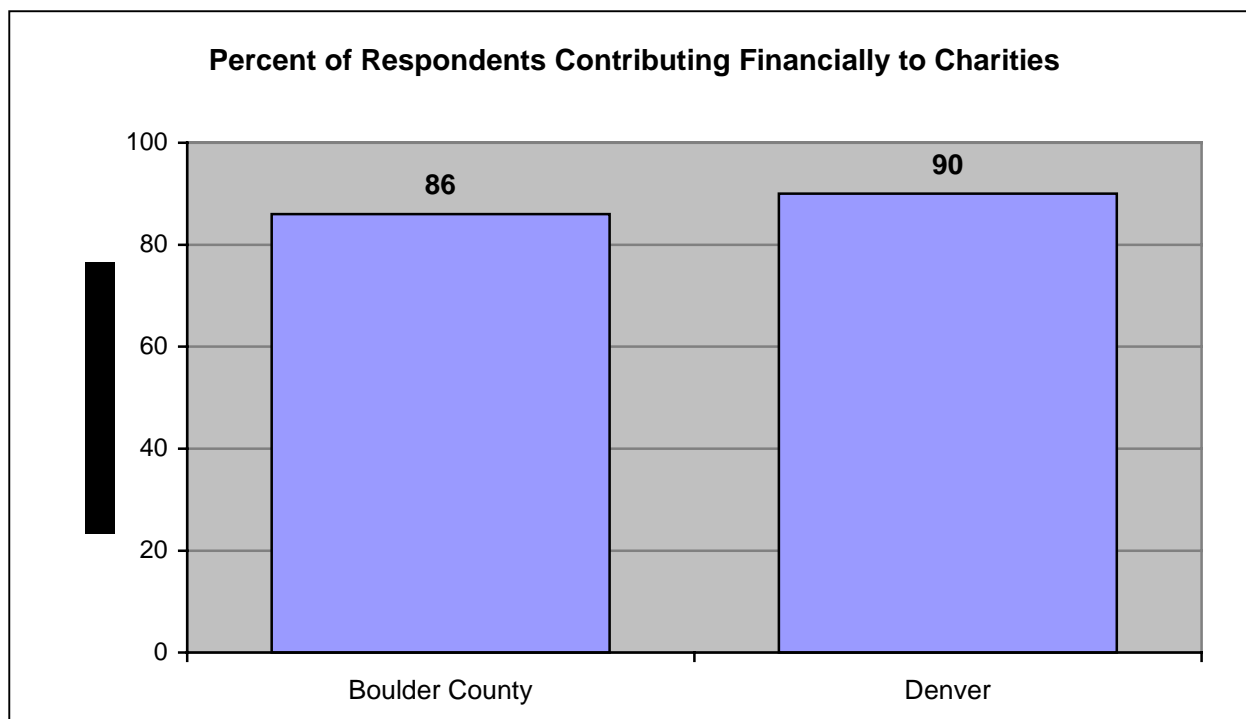
A detailed survey methodology can be found in Appendix III. A copy of the survey instrument, with the percent of responses given for each question, can be found in Appendix IV.

## Charitable Involvements

One of the major purposes of the survey was to determine in what ways and to what extent Boulder County residents contribute to charities. Respondents were asked about financial giving, non-financial giving such as donating goods or services, and volunteering time to charity.

### *Financial Charitable Donations*

Virtually all survey participants (86%) reported that in the last year they had contributed financially to a charitable organization. This is slightly less than among metro Denver residents, of whom 90% said they had made a financial contribution, although the difference is within the margin of error.

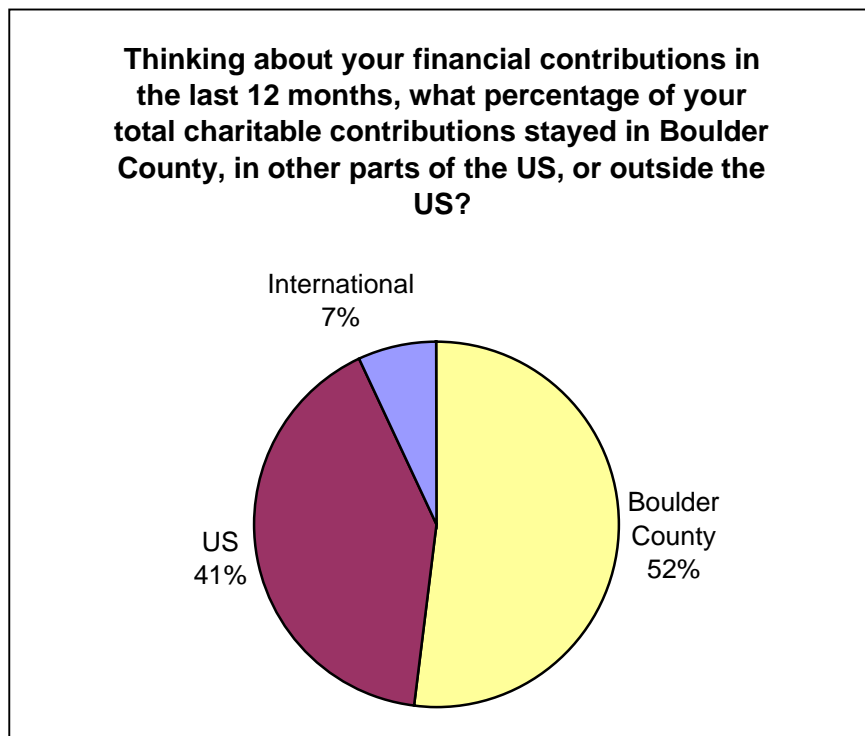


These proportions are higher than the rest of the nation. According to a study conducted by the Johns Hopkins Comparative Nonprofit Sector Project, quoted in Time Magazine (July 24, 2000), 73% of Americans gave money to charity in the past year. More Americans make financial donations compared to residents of other countries; only 44% of Germans, and 43% of French had made charitable financial gifts in the same time period.

The median amount of money contributed to charity in the past year by households who made charitable donations was about \$500. Just over a quarter of survey participants who had made a contribution gave over a \$1,000 to charity. Boulder County households were slightly more likely to give smaller amounts, and slightly less likely to give larger amounts, than were metro Denver residents, where the median amount reported to have been given was about \$700.

<b>Amount Contributed by Household</b>		
<b>Altogether, how much money, including the cash value of any property, did you and members of your household donate to charity in the past year?</b>	<b>Percent of Respondents Who Made a Contribution</b>	
	<b>Boulder County</b>	<b>Denver Foundation</b>
less than \$100	13%	9%
\$101 to \$500	40%	34%
\$501 to \$750	11%	11%
\$751 to \$1,000	10%	15%
\$1,001 to \$10,000	22%	28%
more than \$10,000	4%	3%
<b>TOTAL</b>	<b>100%</b>	<b>100%</b>

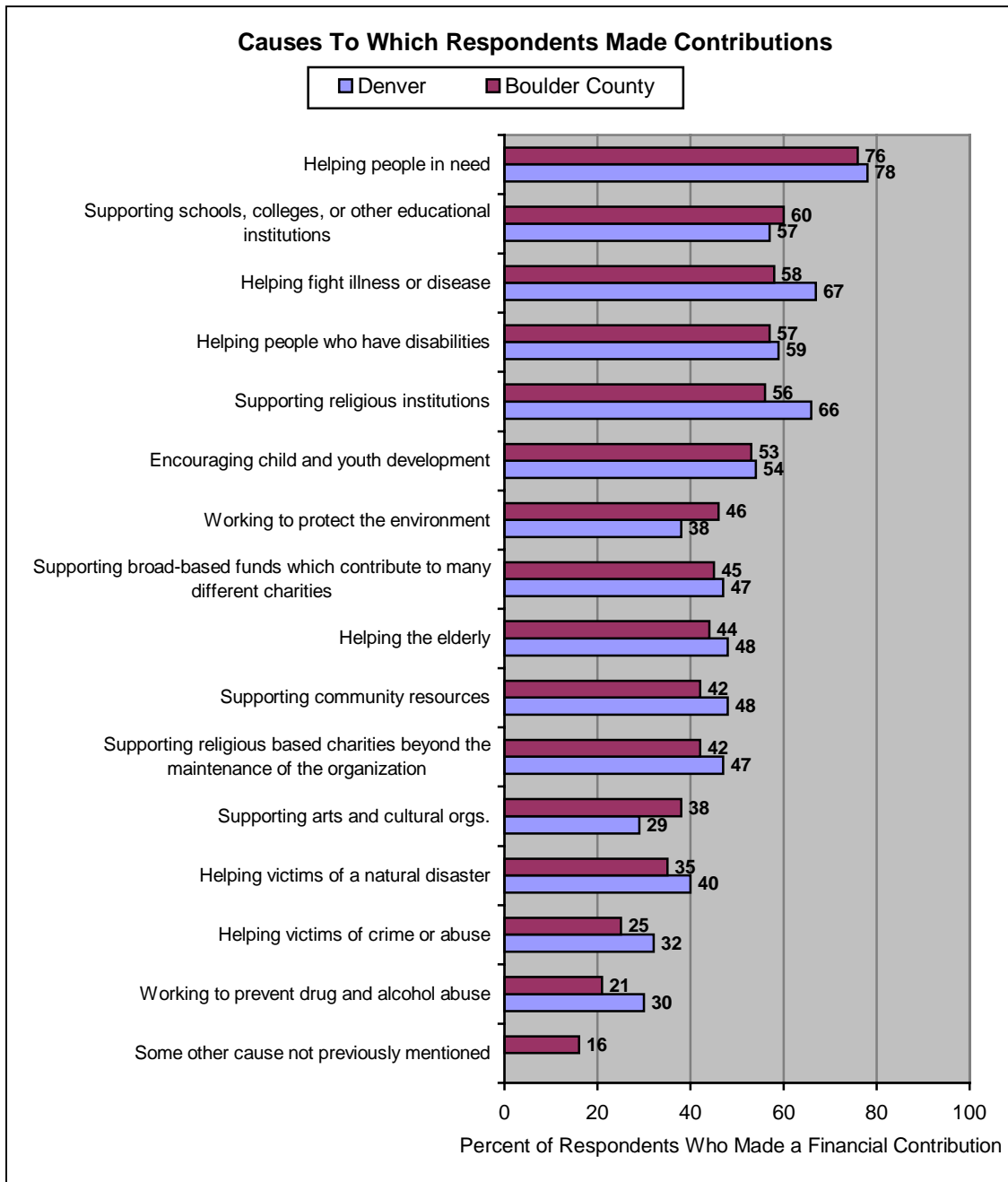
A majority of the giving was focused locally; on average, 52% of people’s financial contributions stayed in Boulder County. A small, but significant, proportion (7%) was donated internationally.



Those who have lived longer in Boulder County were more likely to dedicate a larger proportion of their giving within the community than those who have resided here a shorter time (see Appendix II.)

Survey participants who had made financial contributions to charity in the past year were asked to what causes they had donated. Over three-quarters had given money to “help people in need”. Other popular choices, supported by over 50% of those who made contributions, included: educational institutions, organizations that fight illness or disease, organizations that help people with disabilities, religious institutions, and groups that encourage child and youth development.

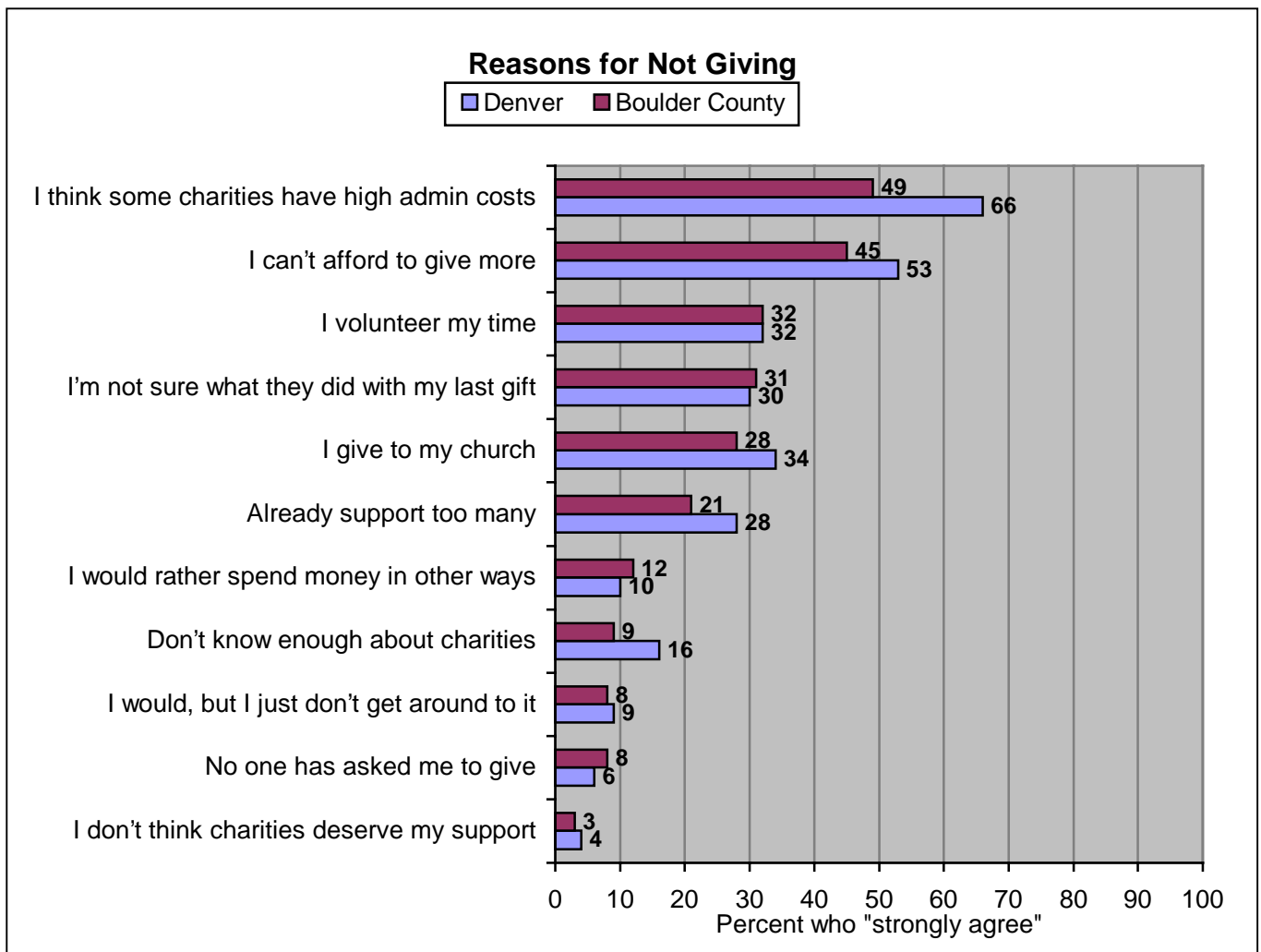
The proportion of people donating to the various types of causes was similar in Denver and in Boulder County, with a few exceptions. Boulder County residents were more likely to contribute to environmental causes and arts & cultural organizations, while Denver residents were more likely to support religious institutions and disease-specific causes.



## Barriers to Contributing to Charity

When questioned about possible reasons they may not donate to charity, the responses receiving the most “strong” agreement included high administration costs and not being able to afford to give more.

More than two-thirds of survey participants rejected several of the possible explanations for not giving to charity presented to them in the interview. Factors dismissed as possible reasons included not thinking charities deserve support, not being asked to give, and not getting around to it.



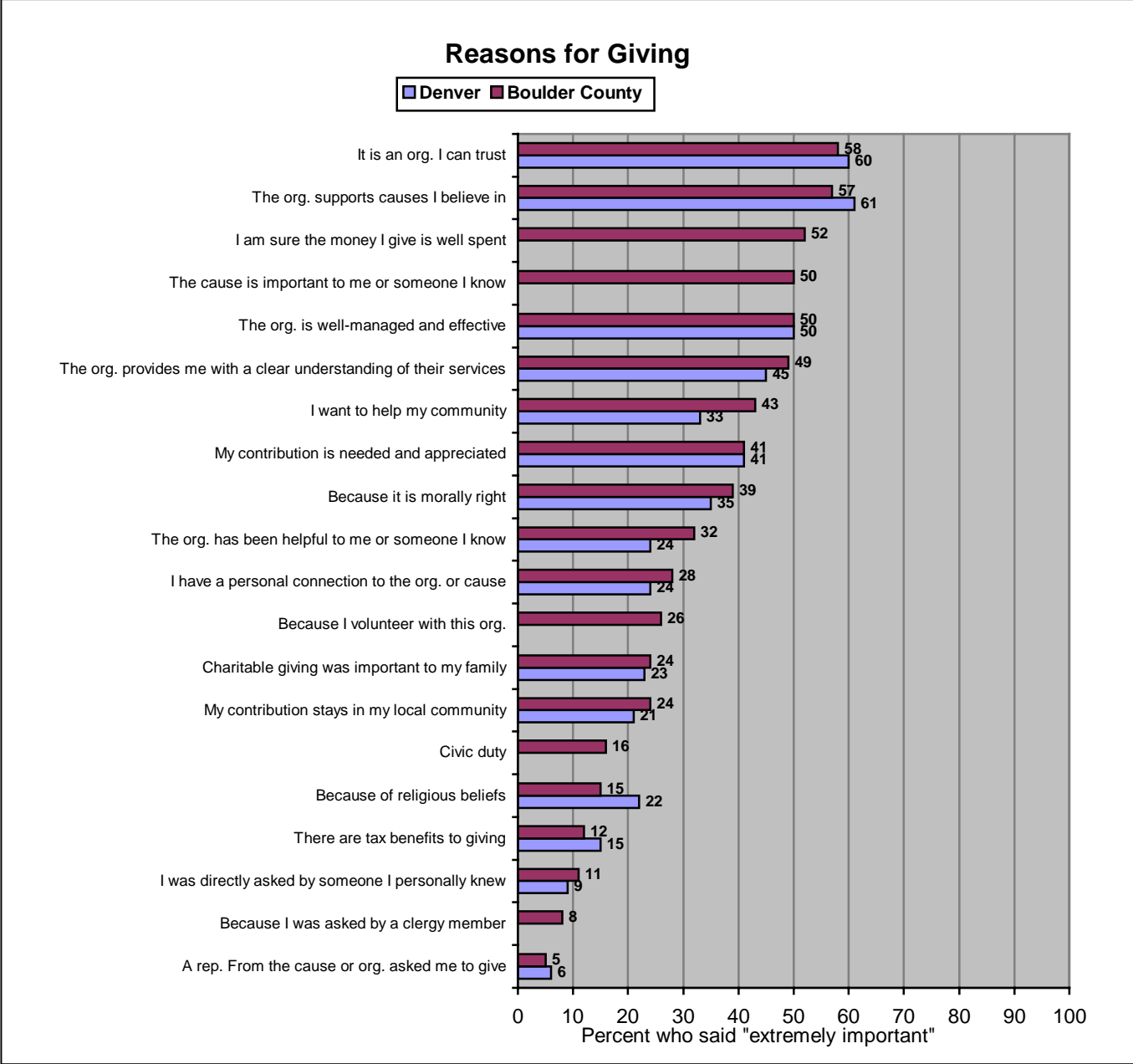
Metro Denver households were more likely than were Boulder County households to identify charitable organizations' high administrative costs, their own inability to afford giving, and already giving to church and other charitable organizations as reasons for not donating to charity. In fact, although Boulder County residents were less likely to have donated to charity than were residents of metro Denver, Denver households were more likely to identify reasons for not giving. It is possible that one of the primary deterrents to giving among Boulder County residents was not included on the list, or perhaps Boulder County residents were more reluctant to positively identify any barrier to making charitable donations.

<b>Reasons for Not Giving</b>				
<b>For each of these reasons, please tell me if you agree or disagree that this reason might be a reason you wouldn't donate to charity.</b>	<b>Percent of Respondents*</b>			
	<b>strongly agree</b>	<b>somewhat agree</b>	<b>somewhat disagree</b>	<b>strongly disagree</b>
I think some charities have high administrative costs	49 <i>66</i>	32 <i>21</i>	14 <i>6</i>	5 <i>8</i>
I can't afford to give more	45 <i>53</i>	35 <i>26</i>	11 <i>10</i>	9 <i>11</i>
I volunteer my time	32 <i>32</i>	45 <i>26</i>	13 <i>22</i>	10 <i>21</i>
I'm not sure what they did with my last gift	31 <i>30</i>	40 <i>22</i>	18 <i>20</i>	12 <i>28</i>
I give to my church	28 <i>34</i>	27 <i>19</i>	21 <i>17</i>	28 <i>30</i>
I already support too many	21 <i>28</i>	44 <i>28</i>	22 <i>24</i>	13 <i>21</i>
I would rather spend money in other ways	12 <i>10</i>	33 <i>21</i>	33 <i>29</i>	22 <i>40</i>
I don't know enough about charities	9 <i>16</i>	31 <i>19</i>	30 <i>21</i>	31 <i>44</i>
No one has asked me to give	8 <i>6</i>	18 <i>10</i>	32 <i>20</i>	42 <i>64</i>
I would, but just don't seem to get around to it	8 <i>9</i>	24 <i>14</i>	31 <i>21</i>	37 <i>56</i>
I don't think charities deserve my support	3 <i>4</i>	9 <i>4</i>	24 <i>16</i>	64 <i>77</i>

\*Percents in italics represent data from *The Denver Foundation, Giving and Volunteering in Metro Denver 2000*

**Motivations for Giving**

All those interviewed were asked a series of questions about potential reasons for giving to charity. Fifty percent or more of respondents identified several reasons as “extremely important”. These reasons included: trust in the organization to which they were contributing, support by the organization for causes the respondent believes in, assurance that the money given is well-spent, and feeling that the organization is well-managed and effective. The least important reasons, rated by fewer than 20% of survey participants as “extremely important” included: “civic duty”, religious beliefs, tax benefits, being directly asked by a personal acquaintance, being asked by a clergy member, and being asked by a representative from a cause or organization.



There were a few small differences between respondents to the Boulder County Philanthropy Survey and the Denver Foundation Survey. Residents of Boulder County were more likely to mention “wanting to help the community” or “the organization has been helpful to me or someone I know” as an important reason for giving to charity than were Denver residents, while Denver residents were more likely to mention “religious beliefs” than were residents of Boulder County.

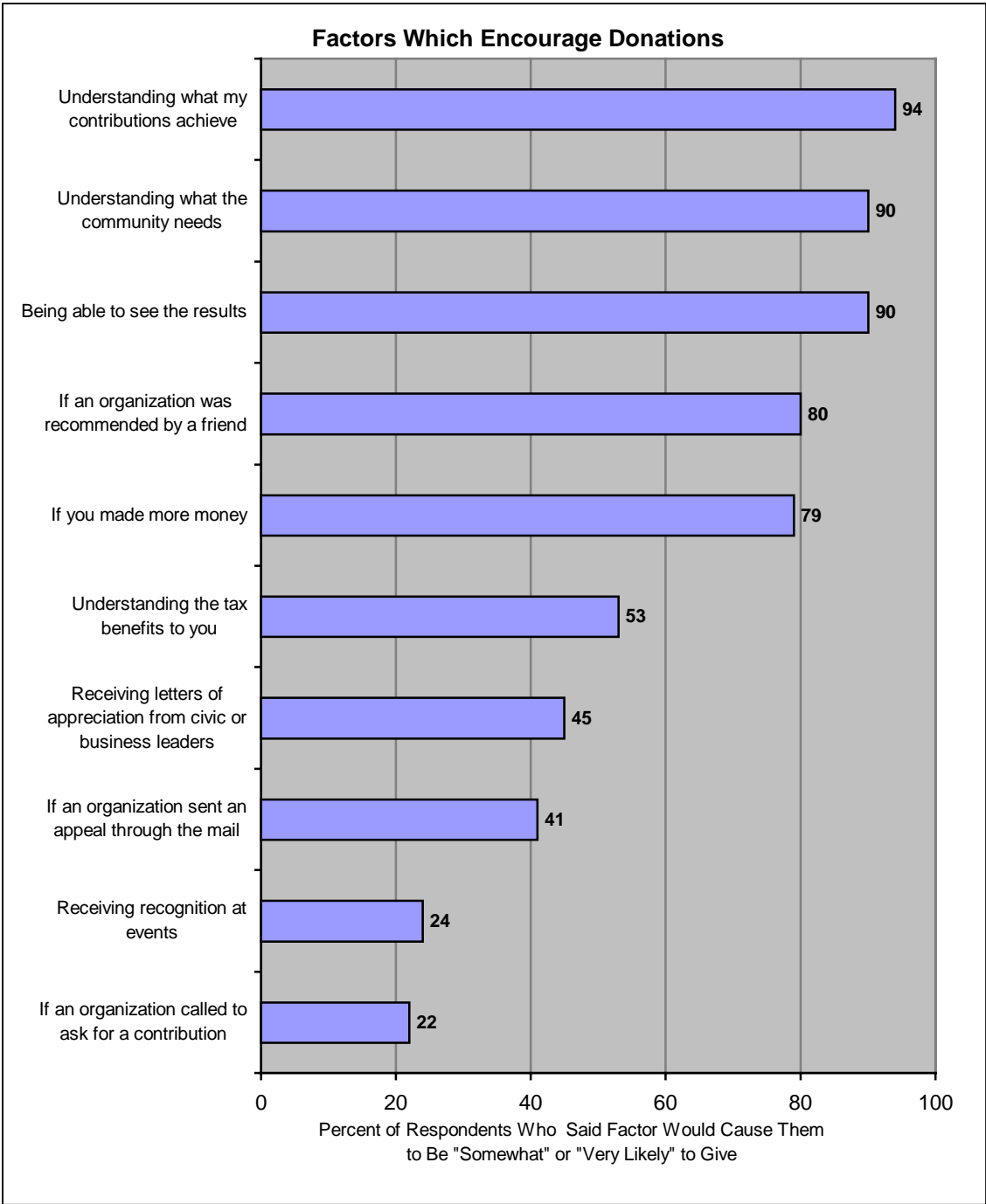
<b>Reasons For Contributing</b>					
<b>How important to you is each of the following reasons for contributing to a charitable cause or non-profit organization?</b>	<b>Percent of Respondents*</b>				
	<b>Not at all important (1)</b>	<b>(2)</b>	<b>(3)</b>	<b>(4)</b>	<b>Extremely important (5)</b>
It is an organization I can trust	3 <i>3</i>	3 <i>3</i>	10 <i>12</i>	26 <i>22</i>	58 <i>60</i>
The organization supports causes I believe in	2 <i>1</i>	3 <i>3</i>	12 <i>11</i>	26 <i>23</i>	57 <i>61</i>
I am sure the money I give is well spent	4 --	5 --	13 --	24 --	52 --
The organization is well-managed and effective	2 <i>3</i>	4 <i>3</i>	16 <i>16</i>	26 <i>28</i>	50 <i>50</i>
The cause is important to me or someone I know	4 --	1 --	12 --	32 --	50 --
The organization provides me with a clear understanding of the services and programs my money will support	3 <i>4</i>	2 <i>5</i>	18 <i>15</i>	28 <i>32</i>	49 <i>45</i>
I want to help my community.	3 <i>3</i>	2 <i>3</i>	16 <i>31</i>	34 <i>30</i>	43 <i>33</i>
My contribution is needed and appreciated	4 <i>2</i>	4 <i>3</i>	18 <i>21</i>	32 <i>33</i>	41 <i>41</i>
Because it is morally right	8 <i>7</i>	6 <i>9</i>	17 <i>20</i>	28 <i>28</i>	39 <i>35</i>
The organization has been helpful to me or someone I know	8 <i>19</i>	10 <i>12</i>	22 <i>22</i>	25 <i>22</i>	32 <i>24</i>
I have a personal connection to the organization or cause	12 <i>24</i>	10 <i>12</i>	23 <i>21</i>	27 <i>19</i>	28 <i>24</i>
Because I volunteer with this organization	15 --	12 --	28 --	17 --	26 --
My contribution stays in my local community	12 <i>14</i>	12 <i>13</i>	26 <i>28</i>	24 <i>23</i>	24 <i>21</i>
Charitable giving was important in my family, and I want to continue the tradition	14 <i>16</i>	15 <i>17</i>	24 <i>25</i>	21 <i>20</i>	24 <i>23</i>
Civic duty	12 --	14 --	36 --	21 --	16 --
Because of religious beliefs	31 <i>31</i>	18 <i>13</i>	19 <i>20</i>	16 <i>15</i>	15 <i>22</i>
There are tax benefits to giving	21 <i>25</i>	19 <i>19</i>	32 <i>27</i>	14 <i>14</i>	12 <i>15</i>
I was directly asked by someone I personally knew	19 <i>30</i>	15 <i>19</i>	27 <i>26</i>	26 <i>16</i>	11 <i>9</i>
Because I was asked by a clergy member	45 --	18 --	19 --	10 --	8 --
A representative from the cause or organization asked me to give	24 <i>30</i>	28 <i>27</i>	27 <i>26</i>	14 <i>11</i>	5 <i>6</i>

\*Percents in italics represent data from The Denver Foundation, Giving and Volunteering in Metro Denver 2000

In addition to being asked why they give, survey participants were questioned at another point in the interview whether various factors might encourage them to make charitable donations. Ninety percent or more said that understanding what their contributions achieve, understanding the needs of the community, and being able to see the results were “somewhat” or “very likely” to influence them to give money to a charity.

About 80% said that recommendations by a friend or making more money would influence them at least somewhat to make charitable contributions. Forty to fifty percent of respondents reported that they would be motivated to give more if they understood the tax benefits, were sent an appeal by mail or were sent a thank you note from a community leader.

Fewer than one-fourth of those surveyed said receiving recognition at events or being called by an organization to make a contribution would be likely to cause them to give.



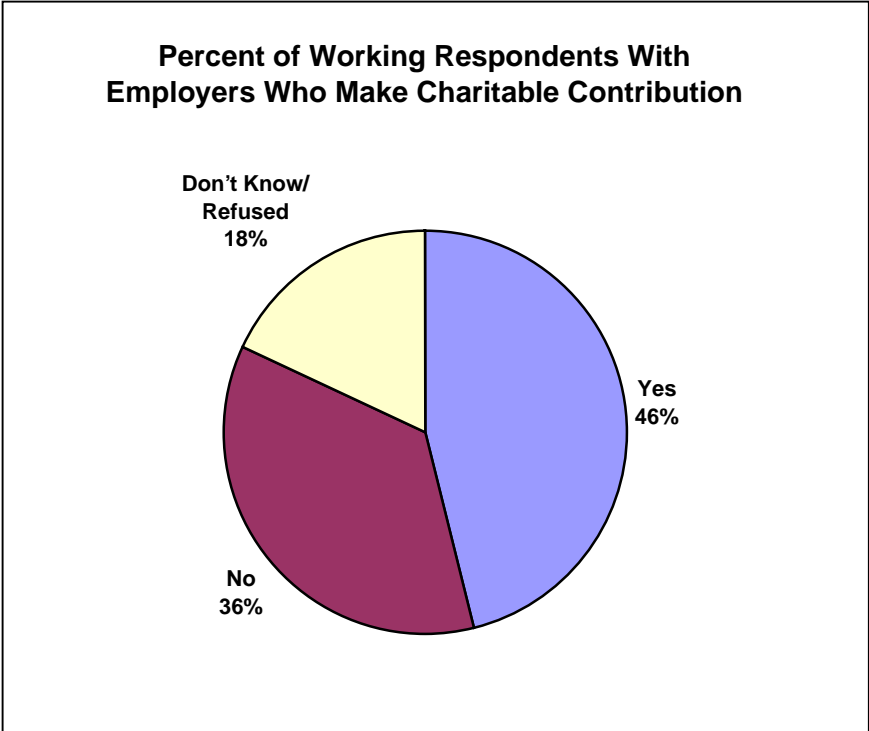
<b>Factors Which Encourage Donations</b>					
<b>Now I'm going to read a list of ways people might be encouraged to give a donation to a charitable cause or donation. Please tell me how each would influence your decision to make a charitable contribution</b>	<b>Percent of Respondents</b>				
	<b>very likely to give</b>	<b>somewhat likely to give</b>	<b>wouldn't influence me</b>	<b>would influence me negatively</b>	<b>TOTAL</b>
Understanding what my contributions achieve	42%	53%	6%	1%	100%
Understanding what the community needs	38%	53%	8%	2%	100%
Being able to see the results.	51%	39%	8%	2%	100%
If an organization was recommended by a friend	17%	63%	19%	1%	100%
If you made more money	47%	32%	19%	2%	100%
Understanding the tax benefits to you	12%	41%	42%	5%	100%
Receiving letters of appreciation from civic or business leaders	10%	35%	48%	7%	100%
If an organization sent an appeal through the mail	5%	36%	41%	19%	100%
Receiving recognition at events	5%	19%	60%	16%	100%
If an organization called to ask for a contribution	3%	20%	38%	39%	100%

**Other Financial Giving Options**

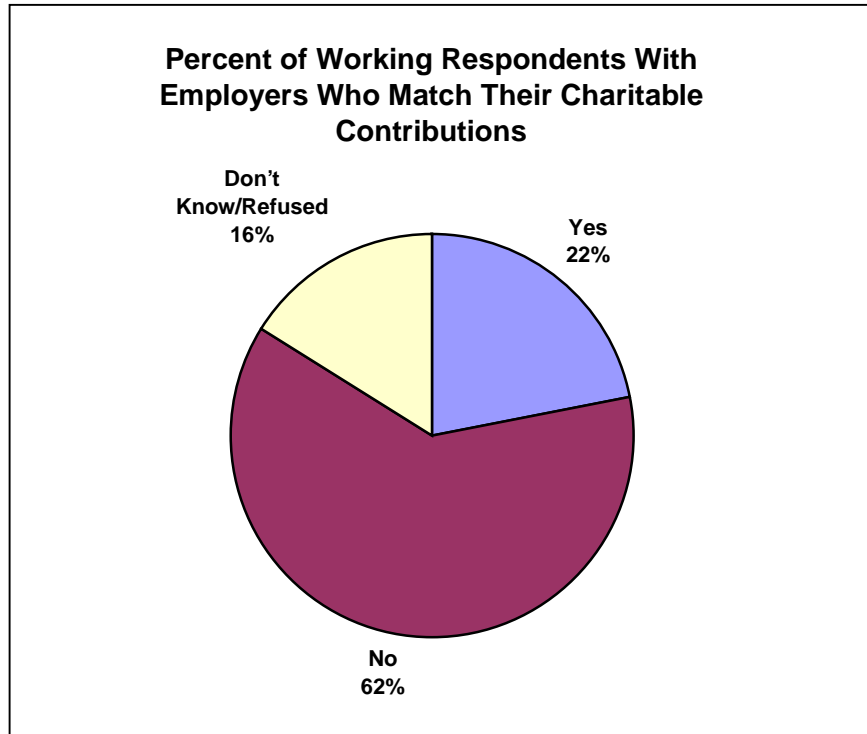
The questionnaire contained several questions about different ways in which people can make charitable contributions, including payroll deductions, making donations via the Internet, and leaving money to charities through their estate. The influence of these various options was also explored.

Several items pertained to employer-based contributions. About 20% of those interviewed did not work, and were not asked these questions.

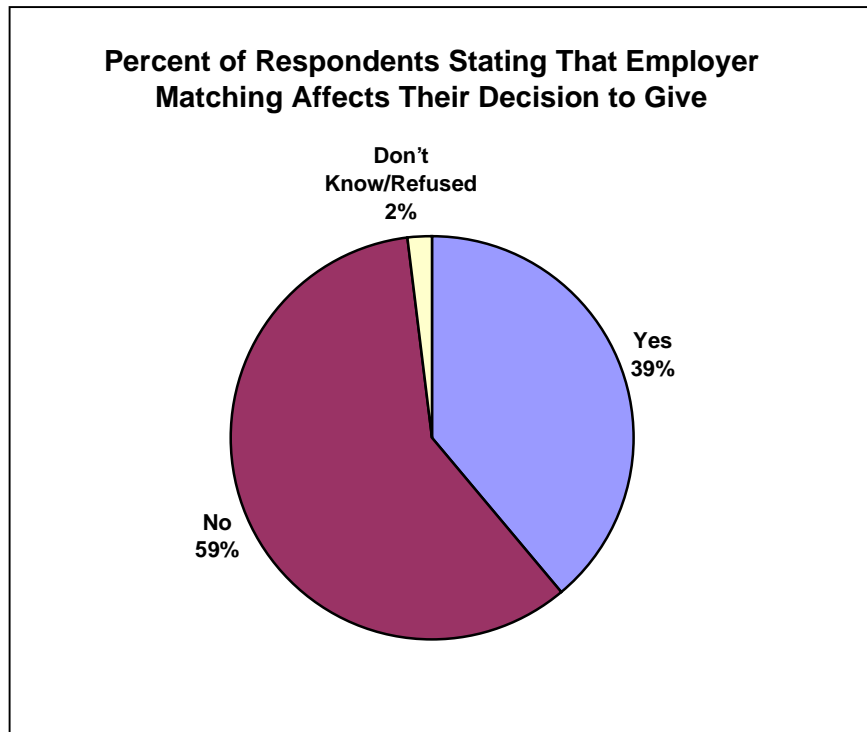
Close to half of respondents who worked knew that their employer made charitable contributions. Just over one third reported that their employer did not donate to charity, and about 20% were unsure.



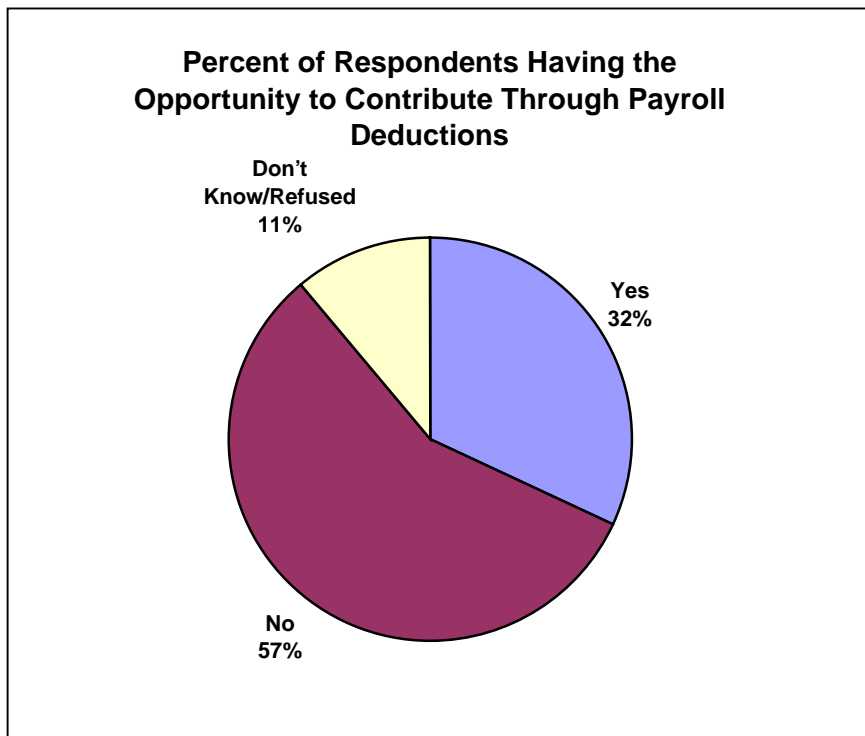
Fewer employers matched their employees' charitable contributions. Just over 20% of those interviewed who were employed said their employer matched donations they made to charity. Almost two-thirds of respondents' employers did not, while 16% were unsure whether their employer would match employee contributions.



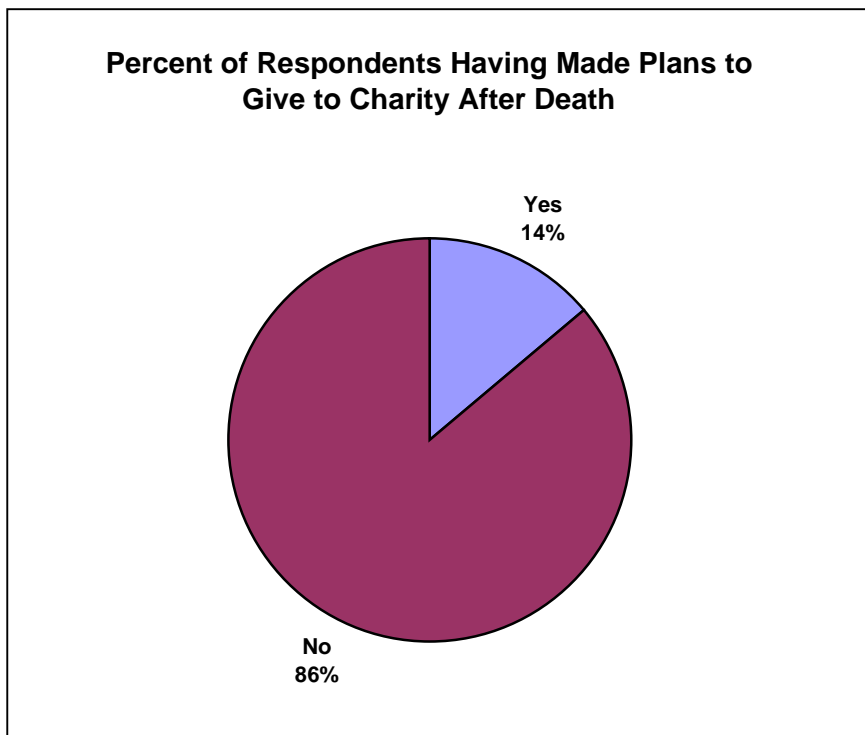
Among those whose employers do match their charitable contributions, almost 40% said the match affects their decision to give to charity.



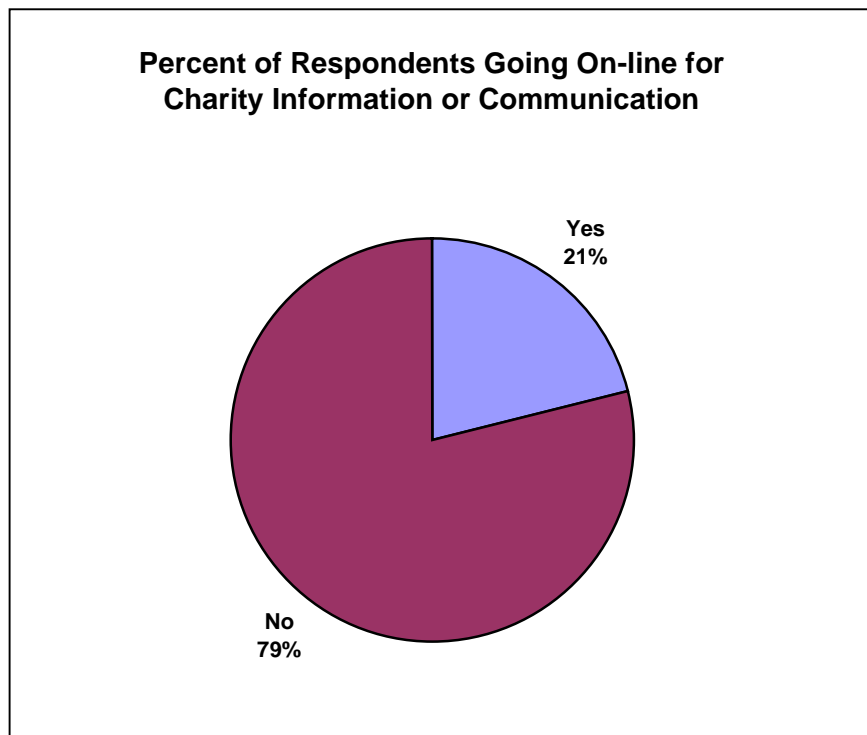
About a third of employed respondents have the opportunity to contribute to charity through payroll deductions. Just over 10% were unsure whether such an option was available to them.



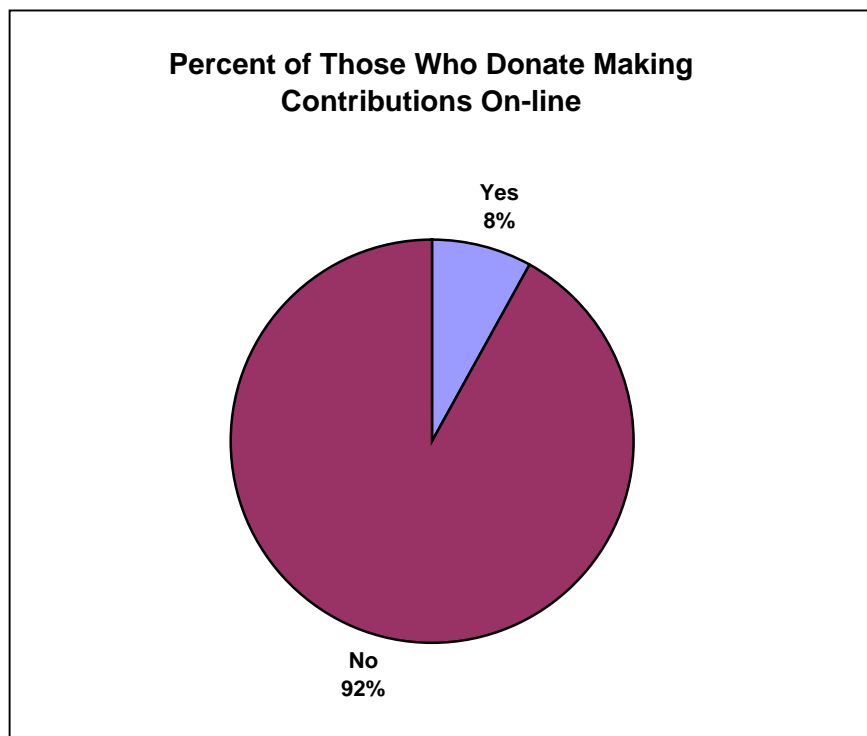
An inquiry about the inclusion of charity in their estate planning was made of survey participants. Fourteen percent said they had made plans to give to charity after death.



The role of the Internet in charitable giving was assessed through the interview. Approximately one in five survey participants said they had gone “on-line” to get information about a charity, or to communicate with a charitable organization.

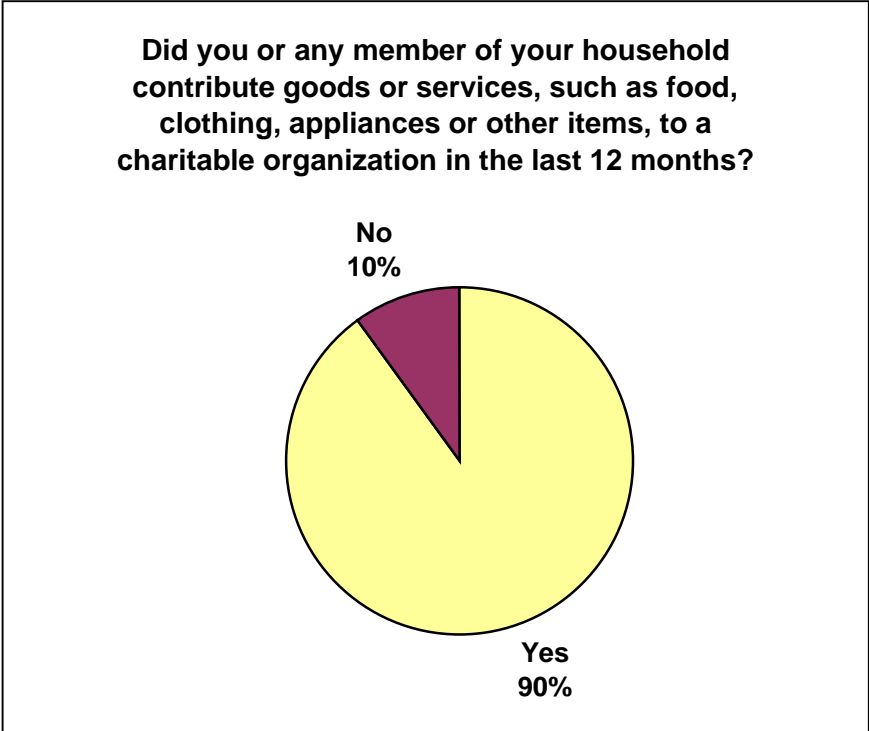


Eight percent of those interviewed who had made any financial contributions to a charity reported making a donation “on-line”.



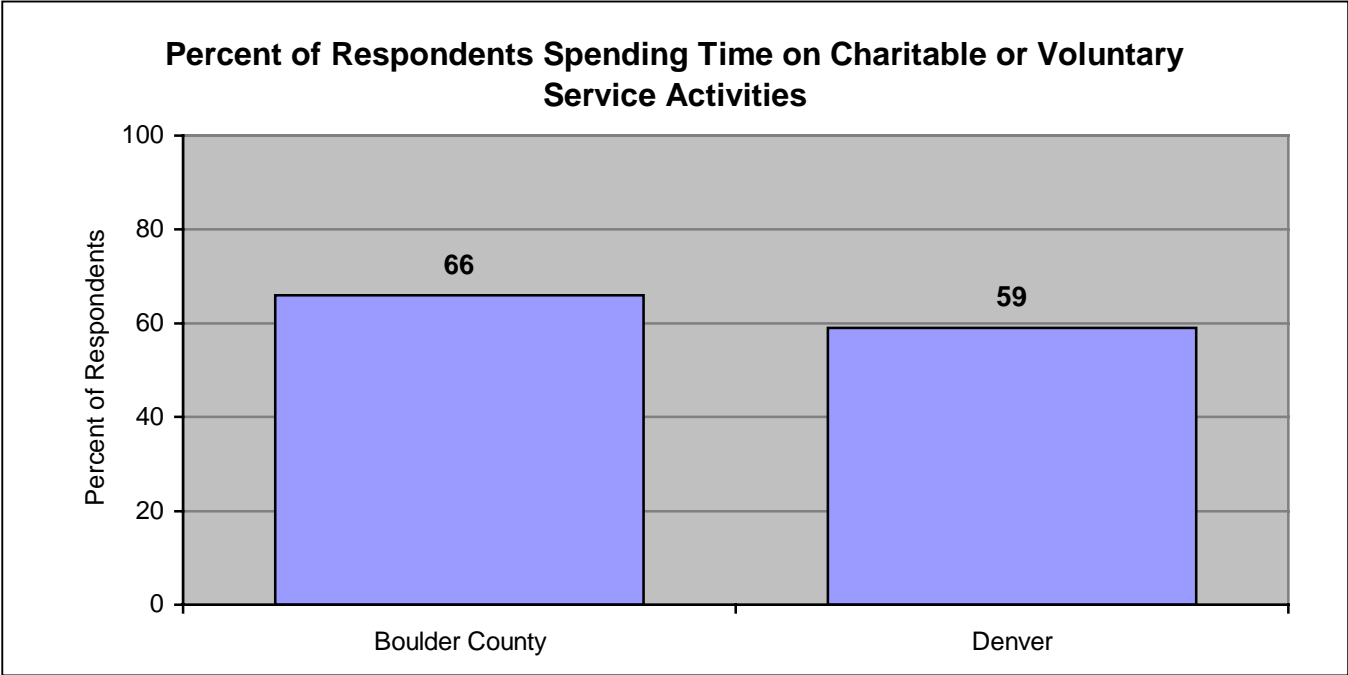
**Non-financial contributions**

Survey participants were questioned about non-financial contributions they may have made to charitable organizations. Such contributions could include food, clothing, appliances or other items. Almost all respondents had made this type of contribution within the past year.

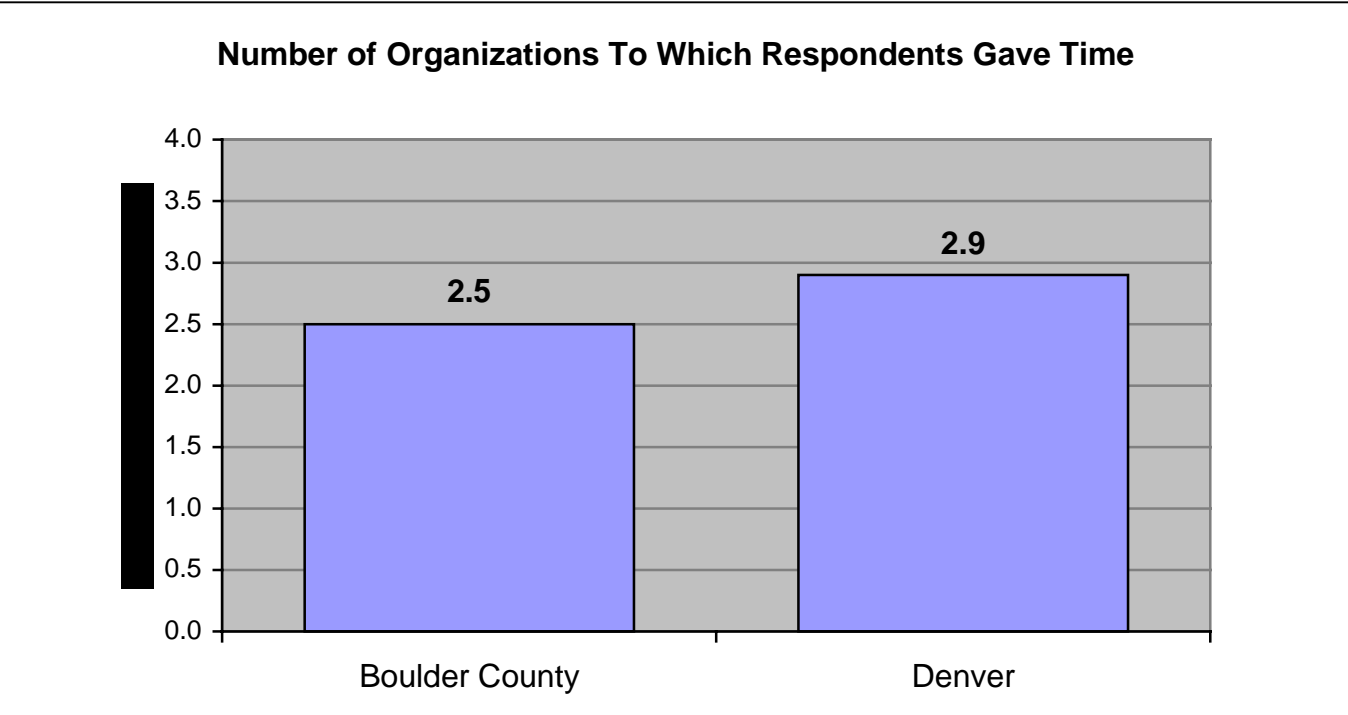


**Contributions of Time**

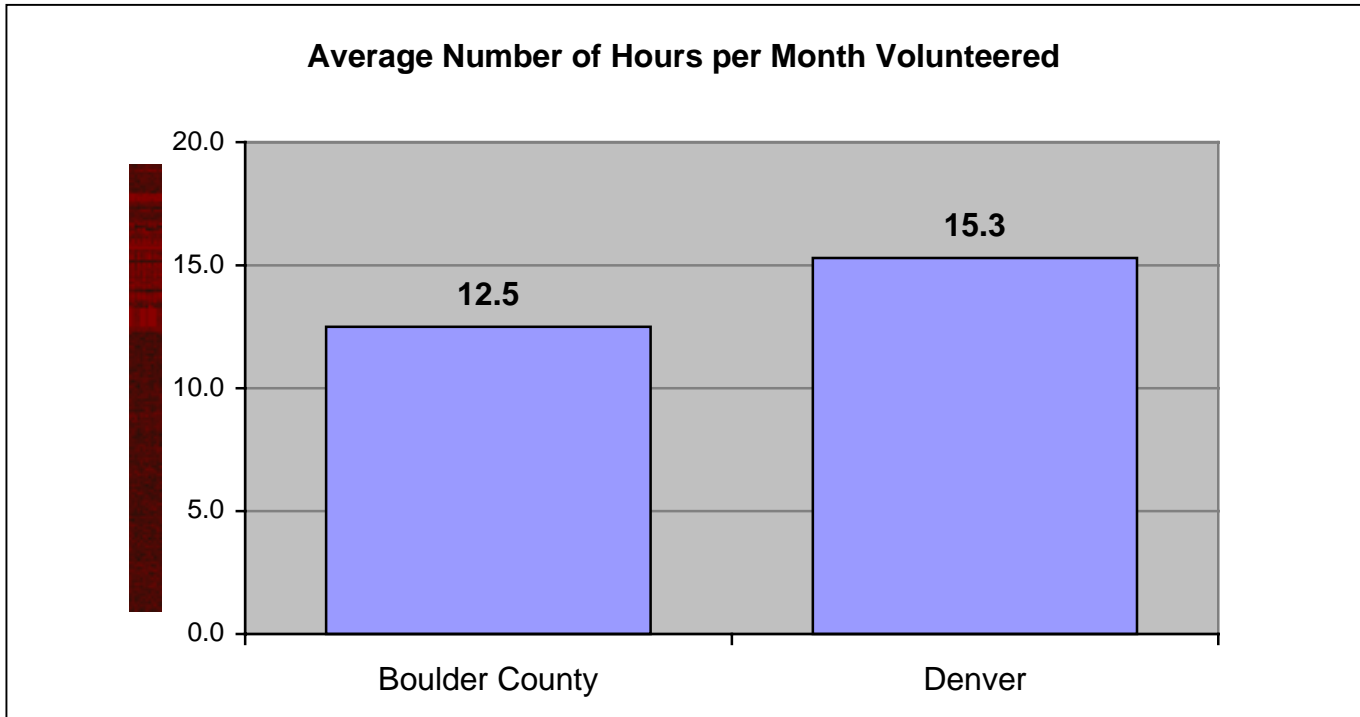
Levels of volunteerism were assessed in the questionnaire. Two-thirds of respondents reported spending time on charitable or voluntary service activities. This was slightly higher than levels reported in the Denver Foundation Survey.



Individuals who volunteered did so for multiple organizations. On average, volunteers gave time to two or more organizations. The average number of organizations was slightly higher among Denver residents who donated time than Boulder County residents who donated time.



Those who did volunteer gave a significant proportion of their time. On average, volunteers served about twelve hours per month. This number was slightly higher among volunteers from the Denver Foundation Survey.



Just under 20% of survey respondents who volunteered served about an hour or two a month. About one in five volunteers contributed more than 15 hours per month.

Hours Per Month Contributed	
How many hours per month do you volunteer?	Percent of Respondents
one or two	18%
three or four	13%
five	11%
six to nine	15%
ten	11%
11 to 15	12%
16 to 20	6%
more than 20	13%
TOTAL	100%

Those who had not volunteered were asked why they had not. By far the most frequent response was that they did not have time to do so. A few said they were physically unable to do so, or cited their age as a reason they did not volunteer.

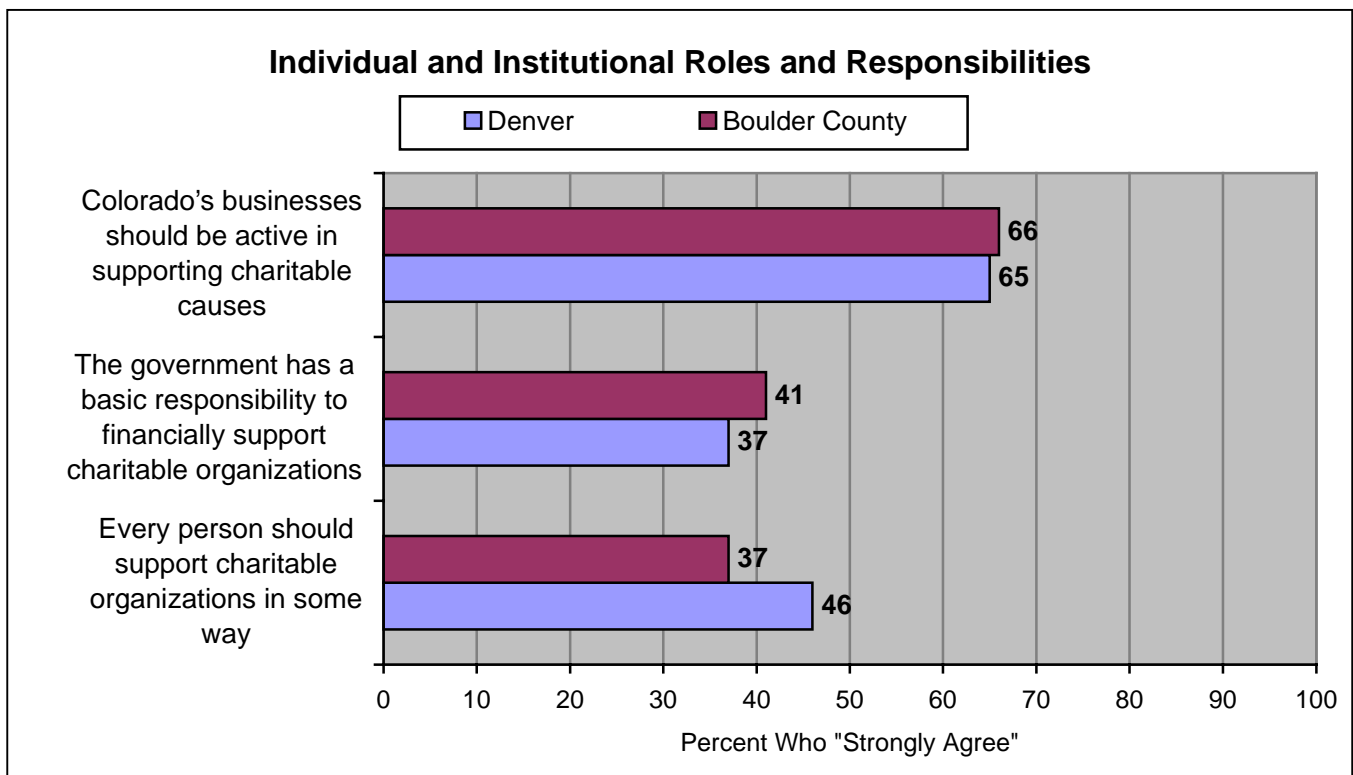
<b>Reasons For Not Volunteering Your Time and Skills</b>	
<b>What were your reasons for not volunteering your time and skills to a charitable organization in the last 12 months?</b>	<b>Percent of Respondents Who Had Not Volunteered†</b>
No time/too busy/schedule too full	61%
Physically unable	10%
Age	4%
Was not asked to give time or skills	3%
Needed more information about opportunities for volunteering	3%
Don't know how to get involved	2%
No particular reason	2%
Don't have necessary skills	1%
Don't know/refused	4%
Other	11%

†Percents add to more than 100% because respondents could give more than one answer.

## Individual and Institutional Roles

One of the first questions in the interview asked respondents their opinion about the roles and responsibilities of businesses, government and individuals in supporting charitable organizations. Two thirds felt “strongly” that businesses should be active in supporting charitable causes, while only 3% disagreed with statement. About 40% “strongly agreed” that government has a basic responsibility to support charitable organizations; almost a quarter felt this was not an appropriate role for government. Just over a third believed “strongly” that individuals should support charities in some way.

Respondents to the Denver Foundation Survey held similar sentiments as Boulder County residents, although they were more likely to strongly agree that each person had a responsibility to support charity, and were somewhat less likely than Boulder County residents to assign a role to government.



Individual and Institutional Roles				
First I'd like to get your impressions of the role that different institutions and individuals have with regard to charitable issues.	Percent of Respondents			
	strongly agree	somewhat agree	somewhat disagree	strongly disagree
Colorado's businesses should be active in supporting charitable causes	66% <i>65%</i>	31% <i>30%</i>	2% <i>2%</i>	1% <i>2%</i>
The government has a basic responsibility to financially support charitable organizations that help the poor and homeless	41% <i>37%</i>	36% <i>30%</i>	12% <i>14%</i>	11% <i>19%</i>
Every person should support charitable organizations in some way, either financially, or by donating time	37% <i>46%</i>	46% <i>30%</i>	13% <i>14%</i>	5% <i>10%</i>

*\*Percents in italics represent data from The Denver Foundation, Giving and Volunteering in Metro Denver 2000*

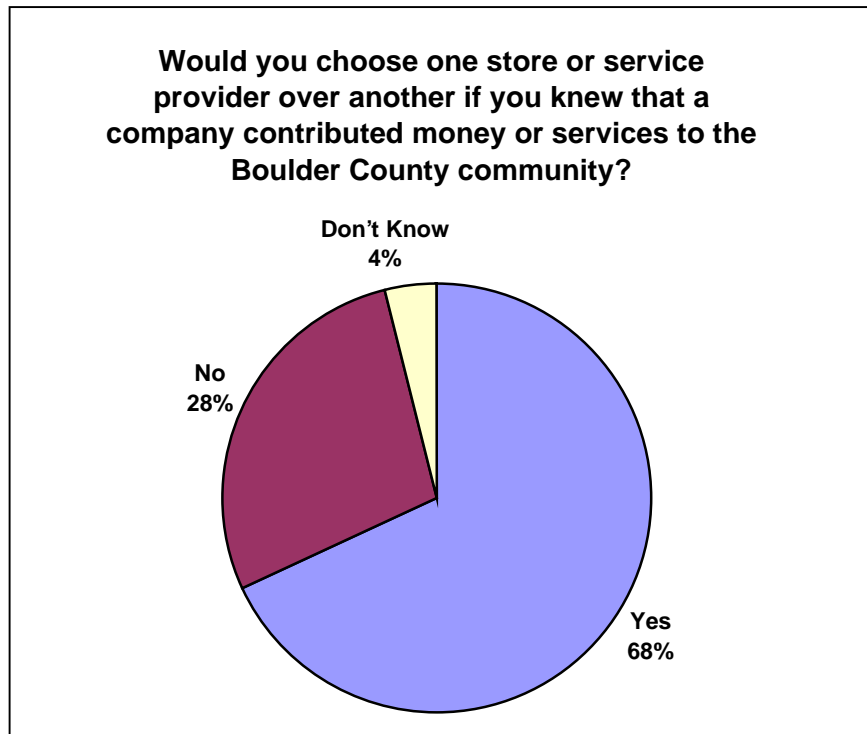
Respondents were asked whether they could name three businesses that had made charitable contributions. Just over half were able to do so.

<b>Identifying Contributing Businesses</b>	
<b>Can you name three businesses that have made charitable contributions?</b>	<b>Percent of Respondents</b>
yes	53%
no	36%
don't know	11%
<b>TOTAL</b>	<b>100%</b>

The table below shows the most frequently named businesses. The percents refer to the total number of businesses named by respondents. A complete list of the named businesses can be found in Appendix I.

<b>Businesses Named Most Frequently by Respondents As Contributing to the Community</b>	
<b>Businesses Named</b>	<b>Percent of Responses</b>
IBM	12%
STORAGE TECH	6%
CELESTIAL SEASONINGS	3%
KING SOOPERS	3%
SUN MICRO SYSTEMS	2%
TARGET	2%
MICROSOFT	2%
WALMART	2%
AT&T	2%
US WEST	2%
WILD OATS	2%
AMGEN	2%
BALL AEROSPACE	2%
COORS	2%

Those interviewed were asked whether they would choose to do business with one company over another if they knew that the company contributed money or services to the Boulder County community. Over two thirds said that they would.



## Demographic Characteristics of Survey Respondents

The tables in this section display the demographic characteristics of the individuals interviewed.

City of Residence	
What city do you live in?	Percent of Respondents
Boulder	38%
Longmont	25%
Louisville	7%
Lafayette	8%
Other	11%
Unincorporated Boulder County	10%
TOTAL	100%

Housing Units	
What type of housing unit do you live in?	Percent of Respondents
detached single family home	66%
apartment	19%
condominium or townhouse	11%
mobile home	2%
group quarters (dormitory, fraternity or sorority house)	1%
something else	2%
TOTAL	100%

Tenure	
Do you rent or own your residence?	Percent of Respondents
rent	39%
own	61%
TOTAL	100%

<b>Length of Residence</b>	
<b>How many years have you lived in or near Boulder County?</b>	<b>Percent of Respondents</b>
0-2 years	21%
3-5 years	14%
6-10 years	15%
11-20 years	19%
more than 20 years	31%
TOTAL	100%

<b>Education</b>	
<b>Which of the following categories best describes the amount of formal education you have completed?</b>	<b>Percent of Respondents</b>
0-11 years	2%
high school graduate	16%
some college, no degree or associate degree	29%
bachelor's degree	32%
graduate or professional degree	22%
TOTAL	100%

<b>Race</b>	
<b>Which of the following categories best describes your race?</b>	<b>Percent of Respondents</b>
White	91%
Black or African American	1%
Asian or Pacific Islander	2%
American Indian, Eskimo or Aleut	1%
other / don't know	4%
TOTAL	100%

<b>Hispanic Origin</b>	
<b>Are you of Hispanic origin?</b>	<b>Percent of Respondents</b>
Yes	4%
No	96%
TOTAL	100%

<b>Age</b>	
<b>Which of the following categories best describes your age?</b>	<b>Percent of Respondents</b>
18-24	19%
25-34	18%
35-44	17%
45-54	21%
55-64	8%
65 or older	17%
TOTAL	100%

<b>Household Income</b>	
<b>What was your household's total annual income in 1999?</b>	<b>Percent of Respondents</b>
less than \$20,000	19%
\$20,000 to less than \$35,000	18%
\$35,000 to less than \$50,000	22%
\$50,000 to less than \$75,000	17%
\$75,000 to less than \$100,000	9%
\$100,000 to less than \$150,000	10%
\$150,000 to less than \$200,000	3%
\$200,000 or more	3%
TOTAL	100%

<b>Gender</b>	
<b>What was the gender of the respondent?</b>	<b>Percent of Respondents</b>
Female	50%
Male	50%
TOTAL	100%

## Appendix I: Complete List of Businesses Named

<b>Businesses Named by Respondents As Contributing to the Community</b>		
<b>Businesses Named</b>	<b>Number of Times</b>	<b>Percent of Responses</b>
IBM	67	12%
STORAGE TECH	33	6%
CELESTIAL SEASONING	18	3%
KING SOOPERS	15	3%
SUN MICRO SYSTEMS	14	2%
TARGET	13	2%
MICROSOFT	11	2%
WALMART	11	2%
AT&T	10	2%
US WEST	10	2%
WILD OATS	10	2%
AMGEN	9	2%
BALL AEROSPACE	9	2%
COORS	9	2%
SAFEWAY	8	1%
ALFALFA'S	7	1%
QWEST	6	1%
BANK OF BOULDER	5	1%
LUCENT TECH	5	1%
RON'S PRINTING	5	1%
WHOLE FOODS MARKET	5	1%
ALBERTSONS	4	1%
BANK ONE	4	1%
BEN & JERRY'S	4	1%
HEWLETT PACKARD	4	1%
IDEAL MARKET	4	1%
MCDONALDS	4	1%
NORWEST	4	1%
PUBLIC SERVICE	4	1%
SEAGATE	4	1%
BOULDER BOOKSTORE	3	1%
DOW CHEMICAL CORP	3	1%
EXABYTE	3	1%

<b>Businesses Named by Respondents As Contributing to the Community</b>		
<b>Businesses Named</b>	<b>Number of Times</b>	<b>Percent of Responses</b>
FORD	3	1%
MOE'S BAGELS	3	1%
NFL	3	1%
ROCKY FLATS	3	1%
UNITED WAY	3	1%
WELLS FARGO BANK	3	1%
DILLARDS	2	0%
EDS	2	0%
FIRST BANK	2	0%
GATES	2	0%
GATES FOUNDATION	2	0%
GE	2	0%
KAISER	2	0%
KMART	2	0%
KRAFT	2	0%
LEVEL 3	2	0%
LEXMARK	2	0%
LOCKHEED MARTIN	2	0%
LONGMONT HOSPITAL	2	0%
MAXTOR	2	0%
MCGUCKINS HARDWARE	2	0%
NBA	2	0%
QUALCOM	2	0%
REI	2	0%
VALLEY LAB	2	0%
ZYLYNX	2	0%
PRINTING INC	1	0%
AA PLUMBING	1	0%
ABOS	1	0%
ADULANT TECH	1	0%
AJ MILLS JR	1	0%
ALBUMS ON THE HILL	1	0%
ALCOA	1	0%
ALLIED SIGNAL	1	0%
APPLE COMPUTER	1	0%
ARMADILLO	1	0%
ARMY SURPLUS STORE	1	0%

<b>Businesses Named by Respondents As Contributing to the Community</b>		
<b>Businesses Named</b>	<b>Number of Times</b>	<b>Percent of Responses</b>
ATWOOD CO	1	0%
B I INC	1	0%
BCH	1	0%
BECTRO LOGIC	1	0%
BENKO PHOTOGRAPHY	1	0%
BILL CRAIG	1	0%
BLACKJACK PIZZA	1	0%
BLUE MOUNTAIN ARTS	1	0%
BLUE SKY PUBLISHING	1	0%
BOETTCHER FOUNDATIO	1	0%
BOULDER ARTS AND CR	1	0%
BOULDER CAMERA	1	0%
BOULDER CC	1	0%
BOULDER COMM INT	1	0%
BOULDER COUNTY APAR	1	0%
BOULDER GOOD SAMARI	1	0%
BOULDER POLICE	1	0%
BOULDER STEEL	1	0%
BOULDER TEA HOUSE	1	0%
BOULDER TOYOTA	1	0%
BOULDER VALLEY FARM	1	0%
BOULDER VALLEY FORD	1	0%
BOULDER VALLEY SCHO	1	0%
BROKEN SPUR	1	0%
BUSINESS EXPRESS	1	0%
CAONON MINE COFFEE	1	0%
CAPLAN ERNEST (A LA	1	0%
CHAMELEON TANNING S	1	0%
CHICAGO SYMPHONY	1	0%
CHIKFIL-A	1	0%
CHIROPRACTIC PLUS	1	0%
CHRISMAN, BYNAM, AM	1	0%
CHRISTMAN CONSTRUCT	1	0%
CHRYSLER	1	0%
CHURCHES	1	0%
CHURCHES (FIRST PRE	1	0%
CITY OF BOULDER	1	0%

<b>Businesses Named by Respondents As Contributing to the Community</b>		
<b>Businesses Named</b>	<b>Number of Times</b>	<b>Percent of Responses</b>
COLORADO CANINE	1	0%
COLORADO MIDTECH	1	0%
CONSTRUCTION PEOPLE	1	0%
CORK	1	0%
CU BUFFS	1	0%
DAILEY TIMES	1	0%
DAILY CAMERA	1	0%
DAYTON HUDSON	1	0%
DENVER BRONCOS	1	0%
DENVER NUGGETS	1	0%
DENVER POST	1	0%
DIAMOND SHAMROCK GA	1	0%
DISNEY	1	0%
DOUBLE CLICK	1	0%
EASTMAN KODAK	1	0%
EDDIE BAUER	1	0%
ENOUGH SAID ADV	1	0%
ERICSON WIRELESS	1	0%
EXABYTE INC	1	0%
FCC COMMUNICATIONS	1	0%
FINANCIAL TIMES ENE	1	0%
FLOWER BIN	1	0%
FOOTHILLS MYO-THERA	1	0%
FORD FOUNDATION	1	0%
FRANK DAY RESTAURAN	1	0%
FRESH PRODUCE	1	0%
FULLMAN GRILLE	1	0%
GEBHARDT	1	0%
GLOBAL COMMERCE SYS	1	0%
GONDALIER	1	0%
HABITAT	1	0%
HAJEK CHEVERLET	1	0%
HERITAGE BANK	1	0%
HOME DEPOT	1	0%
HORIZON DAIRY	1	0%
HOTEL BOULDERADO	1	0%
HOUGHTON MIFFLIN	1	0%

<b>Businesses Named by Respondents As Contributing to the Community</b>		
<b>Businesses Named</b>	<b>Number of Times</b>	<b>Percent of Responses</b>
HOUSERS INC	1	0%
HOUSING HELPERS	1	0%
ILLEGAL PETE'S	1	0%
INNER PEAK ADVENTUR	1	0%
INVESCO	1	0%
JANUS MUTUAL FUND	1	0%
JOHN ELWAY FOUNDATI	1	0%
K-MART	1	0%
KAPLAN AND EARNEST	1	0%
KAWANA'S CLUB	1	0%
KBCO	1	0%
LABOR READY	1	0%
LAND AND WATER FUND	1	0%
LIQUOR MART	1	0%
LITTLES BRITCHES	1	0%
MACDONALDS	1	0%
MACY'S	1	0%
MALTON FAMILY CHIRO	1	0%
MARCH PRESS	1	0%
MCADDON OLDS	1	0%
MCDATA CORP	1	0%
MCI	1	0%
MCLEAN IND	1	0%
MCSTAIN	1	0%
MERRILL LYNCH	1	0%
METLIFE	1	0%
MICKEY'S BAGELS	1	0%
MIKES CAMERA	1	0%
MLB	1	0%
MOTION UNDERGROUND	1	0%
NAMASTAY	1	0%
NCAR	1	0%
NECTELL	1	0%
NICK AND WILLIES	1	0%
OFFICE MAX	1	0%
OMEGA TECH	1	0%
OSCAR BLUES	1	0%

<b>Businesses Named by Respondents As Contributing to the Community</b>		
<b>Businesses Named</b>	<b>Number of Times</b>	<b>Percent of Responses</b>
PACKAGING CENTER	1	0%
PC	1	0%
PENNY	1	0%
PETTY JOHNS	1	0%
PHILLIP MORRIS	1	0%
PRATT COMPANY	1	0%
PRATT FOUNDATION	1	0%
PRATT MANAGMENT	1	0%
PROOF ROCK	1	0%
R J REYNOLDS TOBAC	1	0%
RED CROSS	1	0%
ROCHE COLORADO	1	0%
ROCHE COLORADO CORP	1	0%
ROSE FOUNDATION - R	1	0%
RPI	1	0%
SAMS CLUB	1	0%
SCIENTIFIC CULTURAL	1	0%
SEARS	1	0%
SEPTEMBER SCHOOL	1	0%
SIEVERS INSTRUMENTS	1	0%
SOLID SYSTEMS ENG	1	0%
SOUTH CREW	1	0%
ST VRAIN SCHOOL DIS	1	0%
STARAGE TECH	1	0%
STC	1	0%
SUBWAY	1	0%
SUNRISE MEDICAL	1	0%
SYNTEX	1	0%
TATTERED COVER	1	0%
TECH SYSTEMS	1	0%
TGI FRIDAYS	1	0%
THE BINGO MINE	1	0%
THE COMMUNITY FOUND	1	0%
THE DAILY CAMERA	1	0%
THE LONGMONT DAILY	1	0%
THE NFL	1	0%
THE VFW	1	0%

<b>Businesses Named by Respondents As Contributing to the Community</b>		
<b>Businesses Named</b>	<b>Number of Times</b>	<b>Percent of Responses</b>
THE WEITZ COMPANY	1	0%
TIMES CALL	1	0%
TOM'S TAVERN	1	0%
TOYOTA	1	0%
TS TECHNOLOGY	1	0%
TSN	1	0%
TURNER BROADCASTING	1	0%
U OF C FEDERAL CRED	1	0%
UNITY CHURCH	1	0%
US BANK	1	0%
UU'S	1	0%
VARIOUS BANKS LIKE	1	0%
WEBSTER INVESTMENTS	1	0%
WENDY'S	1	0%
WHITE WAVES TOFU	1	0%
WICKS LUMBER	1	0%
WILLIAMS BROS	1	0%
WOMENS CAUCUS FOR A	1	0%
XEROX	1	0%
YWCA	1	0%

## Appendix II: Selected Survey Results Breakdowns

The tables on the following pages display a few selected subgroup results. Differences between subgroups were tested with anova or chi-square, and statistically significant differences are marked with a grey box or an asterisk (\*).

Frequency Distribution of Breakdown Variables	
Variable	Percent of Respondents
Sex	
male	50%
female	50%
Age	
18-25	19%
25-54	64%
55+	18%
Education Level	
High school or less	18%
Some college or more	82%
Type of Housing Unit	
Single family detached	66%
Attached unit or mobile home	34%
Tenure	
Own	61%
Rent	39%
Annual Household Income	
Less than \$20,000	19%
\$20,000 - \$34,999	18%
\$35,000 - \$49,999	22%
\$50,000 - \$74,999	17%
\$75,000 - \$99,999	9%
\$100,000 - \$149,999	10%
\$150,000 - \$199,999	3%
\$200,000 +	3%
Race/Ethnicity	
Non-Hispanic White	90%
Non-White and/or Hispanic	10%
Place of Residence	
Boulder	38%
Rest of the County	62%
Length of Residency in Boulder County	
0-2 years	21%
3-5 years	14%
6-10 years	15%
11-20 years	19%
more than 20 years	31%

	Sex		Age			Education Level		Type of Housing Unit		Tenure	
	male	female	18-24	25-54	55+	high school or less	some college or more	detached	attached	own	rent
Have you Volunteered in the past year?											
Yes	61%	72%	78%	65%	61%	58%	69%	66%	67%	66%	67%
No	39%	28%	22%	35%	39%	42%	31%	34%	33%	34%	33%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
	N=200	N=198	N=75	N=252	N=71	N=70	N=324	N=259	N=134	N=240	N=154
Did you contribute goods or services to a charitable organization in the last 12 months?											
Yes	85%	94%	78%	92%	94%	84%	91%	93%	85%	94%	84%
No	15%	6%	22%	8%	6%	16%	9%	7%	15%	6%	16%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
	N=200	N=200	N=75	N=254	N=71	N=70	N=326	N=259	N=136	N=240	N=156
Have you made financial contributions in the past 12 months?											
Yes	86%	86%	71%	90%	88%	70%	90%	88%	82%	91%	79%
No	14%	14%	29%	10%	12%	30%	10%	12%	18%	9%	21%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
	N=194	N=199	N=75	N=250	N=68	N=67	N=321	N=255	N=133	N=235	N=153
Amount of Charitable Contributions											
none	15%	15%	30%	11%	13%	31%	11%	13%	19%	10%	22%
less than \$100	6%	9%	7%	6%	14%	5%	8%	7%	9%	6%	10%
\$101 to \$500	32%	37%	42%	34%	27%	37%	34%	28%	45%	29%	42%
\$501 to \$750	9%	10%	9%	9%	13%	5%	11%	10%	7%	10%	9%
\$751 to \$1,000	8%	11%	2%	13%	5%	9%	9%	11%	7%	10%	7%
\$1,001 to \$10,000	24%	17%	9%	22%	27%	13%	22%	27%	9%	29%	8%
more than \$10,000	6%	1%		6%	1%		5%	4%	3%	6%	1%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
	N=183	N=183	N=73	N=232	N=61	N=64	N=298	N=236	N=125	N=215	N=146

	Annual Household Income							
	less than \$20,000 per year	\$20,000 to less than \$35,000	\$35,000 to less than \$50,000	\$50,000 to less than \$75,000	\$75,000 to less than \$100,000	\$100,000 to less than \$150,000	\$150,000 to less than \$200,000	\$200,000 or more
Have you Volunteered in the past year?								
Yes	71%	73%	46%	70%	82%	74%	59%	93%
No	29%	27%	54%	30%	18%	26%	41%	7%
Total	100%	100%	100%	100%	100%	100%	100%	100%
	N=64	N=60	N=74	N=56	N=29	N=35	N=11	N=9
Did you contribute goods or services to a charitable organization in the last 12 months?								
Yes	83%	80%	91%	89%	93%	100%	100%	100%
No	17%	20%	9%	11%	7%	0%	0%	0%
Total	100%	100%	100%	100%	100%	100%	100%	100%
	N=64	N=62	N=74	N=56	N=29	N=35	N=11	N=9
Have you made financial contributions in the past 12 months?								
Yes	72%	77%	92%	91%	93%	100%	100%	100%
No	28%	23%	8%	9%	7%	0%	0%	0%
Total	100%	100%	100%	100%	100%	100%	100%	100%
	N=63	N=62	N=72	N=56	N=29	N=34	N=11	N=9
Amount of Charitable Contributions								
none	29%	24%	8%	9%	7%	0%	0%	0%
less than \$100	10%	12%	8%	3%	0%	4%	0%	0%
\$101 to \$500	44%	37%	52%	31%	19%	20%	33%	0%
\$501 to \$750	8%	7%	5%	11%	18%	15%	10%	0%
\$751 to \$1,000	6%	4%	9%	16%	9%	11%	23%	20%
\$1,001 to \$10,000	3%	15%	17%	30%	42%	40%	27%	11%
more than \$10,000	0%	0%	0%	0%	5%	9%	6%	69%
Total	100%	100%	100%	100%	100%	100%	100%	100%
	N=59	N=60	N=71	N=54	N=29	N=34	N=10	N=9

	Race		Place of Residence		Length of Residency				
	Non-Hispanic White	Non-White and/or Hispanic	Boulder	Rest of the County	0-2 years	3-5 years	6-10 years	11-20 years	more than 20 years
Have you Volunteered in the past year?									
Yes	67%	60%	70%	65%	82%	55%	70%	68%	60%
No	33%	40%	30%	35%	18%	45%	30%	32%	40%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%
	N=352	N=39	N=151	N=247	N=84	N=56	N=59	N=74	N=124
Did you contribute goods or services to a charitable organization in the last 12 months?									
Yes	90%	85%	89%	90%	87%	80%	96%	93%	91%
No	10%	15%	11%	10%	13%	20%	4%	7%	9%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%
	N=353	N=39	N=151	N=249	N=84	N=58	N=59	N=74	N=124
Have you made financial contributions in the past 12 months?									
Yes	87%	75%	85%	86%	82%	88%	89%	89%	84%
No	13%	25%	15%	14%	18%	12%	11%	11%	16%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%
	N=346	N=39	N=148	N=244	N=83	N=56	N=59	N=74	N=118
Amount of Charitable Contributions									
none	14%	26%	16%	14%	19%	13%	11%	12%	17%
less than \$100	8%	6%	8%	7%	11%	12%	5%	11%	3%
\$101 to \$500	34%	41%	33%	35%	39%	44%	43%	25%	27%
\$501 to \$750	11%	1%	11%	9%	11%	4%	14%	11%	8%
\$751 to \$1,000	9%	11%	8%	10%	8%	6%	7%	13%	11%
\$1,001 to \$10,000	21%	14%	21%	20%	12%	14%	14%	25%	30%
more than \$10,000	4%	2%	4%	4%	0%	6%	6%	4%	4%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%
	N=321	N=38	N=137	N=229	N=80	N=52	N=56	N=69	N=107

Percent of Contributions	Sex*		Age*			Education Level*		Type of Housing Unit*		Tenure*	
	male	female	18-24	25-54	55+	high school or less	some college or more	detached	attached	own	rent
Stayed in the Boulder County area	49	55	36	56	51	64	50	54	47	59	40
Went outside the Boulder County area, but in the US	44	38	51	37	44	31	42	39	45	36	49
That were international	7	7	14	6	4	5	8	7	8	5	11
TOTAL	100	100	100	100	100	100	100	100	100	100	100

Percent of Contributions	Annual Household Income*							
	less than \$20,000 per year	\$20,000 to less than \$35,000	\$35,000 to less than \$50,000	\$50,000 to less than \$75,000	\$75,000 to less than \$100,000	\$100,000 to less than \$150,000	\$150,000 to less than \$200,000	\$200,000 or more
Stayed in the Boulder County area	34	47	58	60	52	58	40	41
Went outside the Boulder County area, but in the US	57	43	35	35	45	37	56	36
That were international	9	10	8	5	3	5	5	23
TOTAL	100	100	100	100	100	100	100	100

<b>Percent Contributions</b>	<b>of</b>	<b>Race*</b>		<b>Place of Residence*</b>		<b>Length of Residency*</b>				
		<b>Non-Hispanic White</b>	<b>Non-White and/or Non-Hispanic</b>	<b>Boulder</b>	<b>Rest of the County</b>	<b>0-2 years</b>	<b>3-5 years</b>	<b>6-10 years</b>	<b>11-20 years</b>	<b>more than 20 years</b>
Stayed in the Boulder County area		51	56	47	55	33	49	54	65	58
Went outside the Boulder County area, but in the US		42	28	44	39	59	39	41	30	36
That were international		6	16	9	6	8	12	5	5	7
<b>TOTAL</b>		100	100	100	100	100	100	100	100	100

## **Appendix III: Survey Methodology**

### **Sampling**

A telephone survey of a random sample of Boulder County households was selected as the most efficient method to achieve a representative sample.

Approximately 3,400 randomly selected phone numbers were purchased for the Boulder County area from a company specializing in phone survey services. The numbers were generated using Boulder County prefixes and then adding the last four digits from a random number generator. If blocks of numbers were known to be unavailable, no numbers were generated from these blocks. The use of random numbers allowed for unlisted telephone numbers to be selected for the survey, thereby providing a more representative sample of the population. The numbers are also screened for known business numbers and some screening of disconnected numbers is completed before interviewing begins.

### **Survey Administration**

Phone interviews were conducted from September 1, 2000 through September 17, 2000. A majority of the interviews was completed during the evening hours and on weekends. All phone numbers were dialed at least three times before being taken out of the sample, with at least one of the attempts on either a weekend or weekday evening. Final dispositions of all calls are displayed in the table in the next section.

### **Response Rate and Confidence Intervals**

Of the 2,880 eligible households<sup>1</sup>, 400 completed the interview providing a response rate of 14%. Approximately 29% of eligible households refused the survey. The table on the next page displays the dispositions given to each phone number in the sample.

It is customary to describe the precision of estimates made from surveys by a "level of confidence" (or margin of error). The 95 percent confidence level for this survey is generally no greater than plus or minus 5 percentage points around any given percent reported<sup>2</sup>. The confidence intervals are larger around estimates for subgroups.

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<sup>1</sup> "Eligible" households refer to phone numbers that belong to a residence within Boulder that are not a fax, business or disconnected. Numbers never reached are assumed to be eligible residences in the same proportion as phone numbers that were contacted.

<sup>2</sup> The margin of error was calculated using the following formula:  $1.96 * \text{square root}(0.25/400)$ . This margin of error is calculated in the most conservative way. The standard error was assumed to be the greatest for a binomial distribution: 50%/50%.

<b>Disposition of All Phone Numbers</b>		
<b><i>Disposition</i></b>	<b>Number</b>	<b>Percent</b>
no contact	1,464	33%
disconnect/business/government/computer/cell/pager	1,397	32%
refuse	839	19%
blocked call	86	2%
not in Boulder County	67	2%
language problems	58	1%
over quota	83	2%
completed interview	400	9%
<b>TOTAL</b>	<b>4,394</b>	<b>100%</b>
Response Rate (completed interviews as percent of eligible households)	14%	

### **Question Wording**

For three questions (two of which were also included on the Denver Foundation Survey), we used a “split ballot” approach to determine whether the question wording would influence responses. On questions #5, #11 and #13, which were used to assess whether respondents have contributed money, non-money goods or time to charitable organizations, half of the respondents were asked the question in a manner identical to the Denver Foundation Survey, and the other half were asked the same question, but with an extra sentence explaining that we understand that people may not have the time or be able to afford giving to charity. We examined the answers to both questions, and found that those who were given more of an “out” to say they did not contribute were slightly more likely to say they did NOT contribute. The effect was small and not statistically significant. (See Appendix IV for the exact question wording.)

### **Weighting the Data**

The demographic characteristics of the sample were compared to those of the County as reflected in the 1990 Census and statistically adjusted to reflect the larger population when necessary. The data were also weighted by place of residence, as the sample was stratified so that half of the responses came from residents within the City of Boulder, and half from the rest of the County. The comparison information for this variable came from the State Demographer’s Office 1998 population estimates.

The two socioeconomic characteristics that showed the largest differences in opinion and behaviors between the groups were age and type of housing unit. Thus, the responses were weighted by these two variables. Other discrepancies between the whole population and the sample were also aided by the weighting due to the intercorrelation of many socioeconomic characteristics, although the percentages are not the same in the sample compared to the Census. The results of the weighting scheme are presented in the table on the next page.

<b>Weighting Scheme for the 2000 Boulder County Philanthropy Survey</b>			
<b>Characteristic</b>	<b>1990 Census*</b>	<b>Unweighted Survey Data</b>	<b>Weighted Survey Data</b>
<b>Place of Residence*</b>			
Boulder	34%	50%	38%
Rest of the County	66%	50%	62%
<b>Age</b>			
18-34	19%	9%	19%
35-54	63%	79%	63%
55+	18%	12%	18%
<b>Sex</b>			
Male	50%	42%	50%
Female	50%	58%	50%
<b>Race</b>			
White	93%	92%	91%
Non-White	7%	8%	9%
<b>Ethnicity</b>			
Hispanic	7%	4%	4%
Non-Hispanic	93%	96%	96%
<b>Tenure</b>			
Own	61%	75%	61%
Rent	39%	25%	39%
<b>Type of Housing Unit</b>			
Detached (Single-Family)	66%	73%	66%
Attached	34%	27%	34%
<b>Education Level</b>			
high school graduate or less	29%	13%	18%
some college, or some advanced degree	71%	87%	82%

*\*Demographic data came from the 1990 Census, except the proportion of the population living in the City of Boulder or the rest of the county, which came from 1998 estimates by the Colorado State Demographer's Office.*

## **Data Analysis**

The surveys were analyzed using the SPSS statistical package. For the most part, frequency distributions and average (mean) ratings are presented in the body of the report. Chi-square tests of significance were applied to frequency breakdowns of selected survey questions by demographic subgroups. A “p-value” of 0.05 or less indicates that there is less than a 5% probability that differences observed between subgroups are due to chance; or in other words, a greater than 95% probability that the differences observed are “real”. Where differences were statistically significant, they are so noted.

## Appendix IV: Survey Instrument, with Survey Results

[QUESTIONS WITH AN ASTERISK (\*) MARK THOSE ALSO ASKED ON THE DENVER FOUNDATION SURVEY]

[HALF OF THE QUESTIONS WILL BE ASKED IDENTICAL TO THE WAY THE DENVER FOUNDATION ASKED, HALF USING SOMEWHAT DIFFERENT WORDING THAT WE BELIEVE WILL BE MORE ACCURATE. THE “A” SAMPLE WILL GET THE DF WORDING, THE “B” GROUP WILL GET THE NRC WORDING.]

### Introduction

Hello, my name is \_\_\_\_\_ and I am calling on behalf of the Community Foundation, serving Boulder. Your household was chosen at random to be a part of a study on charitable giving in Boulder County.

It is very important that we include your opinions in this study, regardless of how you feel about charities or whether or not you currently make any donations. I assure you, we are an independent research firm and will not be asking for any donations, only your opinions. Your input will be strictly confidential – your name and your opinions will never be disclosed to anyone. Answers will be reported in group form only.

INTERVIEWER: USE THESE WITH THIS PERSON.

#### IF HESITANT:

Your opinions are very important to the success of this study and your participation will help us ensure that we accurately represent the entire Boulder County area. The survey will only take about ten minutes and the other people we’ve talked to found it to be quite interesting.

#### IF RELUCTANT BECAUSE THEY DO NOT DONATE, ADD:

Your opinions are especially important since if we only talk to people who do donate time or money to charities, we would under-represent those households that choose not to make these types of donations.

#### IF RELUCTANT BECAUSE OF THE TIME OF OUR CALL, ADD:

I apologize that I called you at an inconvenient time. In order for us to complete this survey successfully, we really need your help. Could I call you back at another time that is more convenient for you? I think you’ll find the subject matter very interesting.

#### IF STILL RELUCTANT, OFFER:

Your name was randomly selected from all Boulder County households. In order for our results to be statistically accurate, we are trying to get every household that was selected for this study to participate. The survey will only take about ten minutes to complete. If you really don’t want to participate, I understand, but if you would be willing to complete this survey, it would greatly improve the accuracy of our research findings.

## Screener

1. Are you an adult age 18 or older who is the primary or joint decision-maker in your household for giving to charitable causes?

- 1 Yes → CONTINUE THE INTERVIEW
- 2 No → Could I speak with that person, please?

- 1 Yes → REPEAT INTRODUCTION WHEN THEY COME TO PHONE
- 2 No → TRY TO SCHEDULE CALL-BACK; IF THEY REFUSE, TERMINATE AS A “REFUSAL”

1b. Do you live in Boulder County?

1. Yes → CONTINUE THE INTERVIEW
- 2 No → Thank you for your time. We are only interviewing people who live in Boulder County. [TERMINATE.]

1b. What city do you live in?

1. Boulder 42%
2. Longmont 27%
3. Louisville 7%
4. Lafayette 9%
5. Other 13%
6. Unincorporated Boulder County → GO TO QUESTION #2 2%

1c. Are you within the City limits?

1. yes 91%
2. no 8%
3. DON'T KNOW 1%



## Reasons for Giving

\*3. How important to you is each of the following reasons for contributing to a charitable cause or non-profit organization? Please use a scale from 1 to 5 where 5 means extremely important and 1 means not at all important [6=DON'T KNOW, 7=NEVER CONTRIBUTE.]. [ROTATE LIST.]

Reasons For Contributing						
How important to you is each of the following reasons for contributing to a charitable cause or non-profit organization?	Percent Rating As . . .*					
	not at all important 1	2	3	4	extremely important 5	don't know
<b>a.</b> I want to help my community.	3 <i>3</i>	2 <i>3</i>	16 <i>31</i>	34 <i>30</i>	43 <i>33</i>	1 -
<b>b.</b> The organization has been helpful to me or someone I know	8 <i>19</i>	10 <i>12</i>	22 <i>22</i>	25 <i>22</i>	32 <i>24</i>	2 -
<b>c.</b> It is an organization I can trust	3 <i>3</i>	3 <i>3</i>	10 <i>12</i>	26 <i>22</i>	58 <i>60</i>	1 -
<b>d.</b> The organization supports causes I believe in	2 <i>1</i>	3 <i>3</i>	12 <i>11</i>	26 <i>23</i>	57 <i>61</i>	1 -
<b>e.</b> My contribution stays in my local community	12 <i>14</i>	12 <i>13</i>	26 <i>28</i>	24 <i>23</i>	24 <i>21</i>	2 -
<b>f.</b> I am sure the money I give is well spent	4	5	13	24	52	2
<b>g.</b> The organization is well-managed and effective	2 <i>3</i>	4 <i>3</i>	16 <i>16</i>	26 <i>28</i>	50 <i>50</i>	2 -
<b>h.</b> My contribution is needed and appreciated	4 <i>2</i>	4 <i>3</i>	18 <i>21</i>	32 <i>33</i>	41 <i>41</i>	1 -
<b>i.</b> I have a personal connection to the organization or cause	12 <i>24</i>	10 <i>12</i>	23 <i>21</i>	27 <i>19</i>	28 <i>24</i>	1 -
<b>j.</b> I was directly asked by someone I personally knew	19 <i>30</i>	15 <i>19</i>	27 <i>26</i>	26 <i>16</i>	11 <i>9</i>	2 -
<b>k.</b> A representative from the cause or organization asked me to give	24 <i>30</i>	28 <i>27</i>	27 <i>26</i>	14 <i>11</i>	5 <i>6</i>	2 -
<b>l.</b> The organization provides me with a clear understanding of the services and programs my money will support	3 <i>4</i>	2 <i>5</i>	18 <i>15</i>	28 <i>32</i>	49 <i>45</i>	1 -
<b>m.</b> The cause is important to me or someone I know	4	1	12	32	50	1
<b>n.</b> There are tax benefits to giving	21 <i>25</i>	19 <i>19</i>	32 <i>27</i>	14 <i>14</i>	12 <i>15</i>	2 -
<b>o.</b> Charitable giving was important in my family, and I want to continue the tradition	14 <i>16</i>	15 <i>17</i>	24 <i>25</i>	21 <i>20</i>	24 <i>23</i>	2 -
<b>p.</b> Civic duty	12	14	36	21	16	1
<b>q.</b> Because I volunteer with this organization	15	12	28	17	26	2
<b>r.</b> Because it is morally right	8 <i>7</i>	6 <i>9</i>	17 <i>20</i>	28 <i>28</i>	39 <i>35</i>	2 -
<b>s.</b> Because of religious beliefs	31 <i>31</i>	18 <i>13</i>	19 <i>20</i>	16 <i>15</i>	15 <i>22</i>	1 -
<b>t.</b> Because I was asked by a clergy member	45	18	19	10	8	1

\*percents in italics represent data from *The Denver Foundation, Giving and Volunteering in Metro Denver 2000*

## Reasons for Not Giving

- \*4. I am going to read some reasons that people give for NOT contributing more to charity. For each of these reasons, please tell me if you agree or disagree that this reason might be a reason you wouldn't donate to charity. Do you strongly agree, somewhat agree, somewhat disagree, or strongly disagree with the statement [READ FIRST STATEMENT] as a reason why you do not contribute more to charity? [5=DON'T KNOW]

For each of these reasons, please tell me if you agree or disagree that this reason might be a reason you wouldn't donate to charity.	Percent Rating As...				
	strongly agree	somewhat agree	somewhat disagree	strongly disagree	don't know
<b>a.</b> I can't afford to give more	44 <i>53*</i>	35 <i>26</i>	11 <i>10</i>	9 <i>11</i>	1 -
<b>b.</b> I would rather spend money in other ways	12 <i>10</i>	32 <i>21</i>	32 <i>29</i>	22 <i>40</i>	2 -
<b>c.</b> I don't think charities deserve my support	3 <i>4</i>	9 <i>4</i>	24 <i>16</i>	64 <i>77</i>	1 -
<b>d.</b> No one has asked me to give I would, but just don't seem to get around to it	8 <i>6</i>	18 <i>10</i>	31 <i>20</i>	40 <i>64</i>	4 -
<b>e.</b> I would, but just don't seem to get around to it	8 <i>9</i>	23 <i>14</i>	30 <i>21</i>	37 <i>56</i>	2 -
<b>f.</b> I don't know enough about charities	8 <i>16</i>	30 <i>19</i>	29 <i>21</i>	30 <i>44</i>	2 -
<b>g.</b> I already support too many	21 <i>28</i>	43 <i>28</i>	21 <i>24</i>	12 <i>21</i>	2 -
<b>h.</b> I give to my church	24 <i>34</i>	26 <i>19</i>	20 <i>17</i>	27 <i>30</i>	3 -
<b>i.</b> I volunteer my time	32 <i>32</i>	44 <i>26</i>	12 <i>22</i>	10 <i>21</i>	2 -
<b>j.</b> I think some charities have high administrative costs	48 <i>66</i>	31 <i>21</i>	13 <i>6</i>	5 <i>8</i>	3 -
<b>k.</b> I'm not sure what they did with my last gift	30 <i>30</i>	38 <i>22</i>	17 <i>20</i>	12 <i>28</i>	3 -

*\*percents in italics represent data from The Denver Foundation, Giving and Volunteering in Metro Denver 2000*

## Volunteering

[A SAMPLE]

- \*5. My next set of questions has to do with any volunteer activity you may or may not have done in the past year. By this, I mean not just belonging to a service organization or donating money, but actually working in some way to help others for no monetary pay. During the past 12 months, did you spend any time on charitable or voluntary service activities?

[B SAMPLE]

5. My next set of questions has to do with any volunteer activity you may or may not have done in the past year. By this, I mean not just belonging to a service organization or donating money, but actually working in some way to help others for no monetary pay. Of course, due to the number of other obligations people have, many people do not do any voluntary service. During the past 12 months, did you spend any time on charitable or voluntary service activities?

1	yes	66%	59%*
2	no → SKIP TO QUESTION #10	33%	41%
3	DON'T KNOW/REFUSED → SKIP TO QUESTION #10	1%	--

*\*percents in italics represent data from The Denver Foundation, Giving and Volunteering in Metro Denver 2000*

- \*6. How many different organizations, including religious and educational institutions, did you give time for charitable or voluntary service activities in the past 12 months?

\_\_\_\_\_ ORGANIZATIONS/INSTITUTIONS [DON'T KNOW/REFUSED=99]

Boulder County: 2.5 organizations/institutions

*Denver Foundation: 2.9 organizations/institutions*

[ASK QUESTION #8 ONLY IF #6 WAS GREATER THAN 1.]

- \*8. How many hours per month do you volunteer? \_\_\_\_\_ HOURS [DK/REFUSED=999]

Boulder County: 12.5 hours per month

*Denver Foundation: 15.3 hours per month*

[ASK QUESTION #10 ONLY IF #6 WAS "0".]

10. What were your reasons for not volunteering your time and skills to a charitable organization in the last 12 months? [DO NOT READ. RECORD ALL RESPONSES.]

1	NO TIME/TOO BUSY/SCHEDULE TOO FULL	61%
2	WAS NOT ASKED TO GIVE TIME OR SKILLS	3%
3	NEEDED MORE INFORMATION ABOUT OPPORTUNITIES FOR VOLUNTEERING	3%
4	DON'T KNOW HOW TO GET INVOLVED	2%
5	NO INTEREST	0%
6	DON'T HAVE NECESSARY SKILLS	1%
7	DON'T HAVE TRANSPORTATION	0%
8	PHYSICALLY UNABLE	10%
9	AGE	4%
10	PEOPLE SHOULD BE PAID FOR THEIR WORK	0%
11	NO PARTICULAR REASON	2%
12	OTHER (SPECIFY: _____)	11%
13	DON'T KNOW/REFUSED	4%

#### CHARITABLE GIVING

[A SAMPLE]

\*11. Have you or other members of your household made financial contributions to a charitable organization in the past 12 months?

[B SAMPLE]

11. While some people contribute to charitable organization, many people do not because of their other financial obligations. Have you or other members of your household made financial contributions to a charitable organization in the past 12 months?

1	yes	84%	<i>90%</i>
2	no → SKIP TO QUESTION #13	14%	<i>10%</i>
3	DON'T KNOW/REFUSED → SKIP TO QUESTION #13	2%	--

*\*percents in italics represent data from The Denver Foundation, Giving and Volunteering in Metro Denver 2000*

\*12. There are many causes to which a person can financially contribute. I am going to read several of these causes. For each cause I read, please tell me if you made a financial contribution to that cause in the last 12 months. [ROTATE ITEMS A-O, READ EACH, 1=YES, 2=NO, 3=DON'T REMEMBER.]

<b>Financial Contributions</b>			
<b>There are many causes to which a person can financially contribute. I am going to read several of these causes. For each cause I read, please tell me if you made a financial contribution to that cause in the last 12 months.</b>	<b>Percent of Respondents*</b>		
	<b>Yes</b>	<b>No</b>	<b>Don't Remember</b>
<b>a.</b> Helping people in need, such as the poor, hungry or homeless	76 <i>78</i>	24 <i>22</i>	0 <i>--</i>
<b>b.</b> Helping victims of a natural disaster, such as a flood or hurricane	35 <i>40</i>	65 <i>60</i>	0 <i>--</i>
<b>c.</b> Helping victims of crime or abuse	25 <i>32</i>	74 <i>68</i>	1 <i>--</i>
<b>d.</b> Helping the elderly	44 <i>48</i>	56 <i>52</i>	1 <i>--</i>
<b>e.</b> Helping fight illness and disease	58 <i>67</i>	41 <i>33</i>	1 <i>--</i>
<b>f.</b> Encouraging child and youth development	53 <i>54</i>	47 <i>46</i>	0 <i>--</i>
<b>g.</b> Working to prevent drug and alcohol abuse	21 <i>30</i>	77 <i>70</i>	1 <i>--</i>
<b>h.</b> Helping people who have disabilities	57 <i>59</i>	42 <i>41</i>	1 <i>--</i>
<b>i.</b> Supporting schools, colleges, or other educational institutions	60 <i>57</i>	40 <i>43</i>	0 <i>--</i>
<b>j.</b> Supporting a church, synagogue, mosque, or other religious institution	56 <i>66</i>	44 <i>34</i>	0 <i>--</i>
<b>k.</b> Supporting religious-based charities beyond the maintenance of the organization, like church-sponsored charities	42 <i>47</i>	58 <i>53</i>	0 <i>--</i>
<b>l.</b> Working to protect the environment	46 <i>38</i>	54 <i>62</i>	0 <i>--</i>
<b>m.</b> Supporting arts and cultural organizations	38 <i>29</i>	62 <i>71</i>	0 <i>--</i>
<b>n.</b> Supporting community resources such as the zoo, library or parks	42 <i>48</i>	58 <i>52</i>	0 <i>--</i>
<b>o.</b> Supporting broad-based funds which contribute to many different charities, such as The United Way or The Community Foundation	45 <i>47</i>	55 <i>53</i>	0 <i>--</i>
<b>p.</b> Some other cause not previously mentioned	16 <i>--</i>	80 <i>--</i>	4 <i>--</i>

\*percents in italics represent data from *The Denver Foundation, Giving and Volunteering in Metro Denver 2000*

[A SAMPLE]

13. Did you or any member of your household contribute goods or services, such as food, clothing, appliances or other items, to a charitable organization in the last 12 months?

[B SAMPLE]

13. While some people contribute in non-financial ways to charities, many others do not have the time or resources to do so. Did you or any member of your household contribute goods or services, such as food, clothing, appliances or other items, to a charitable organization in the last 12 months?

1	YES	90%
2	NO	10%
3	DON'T KNOW/REFUSED	0%

15. In the last year have you personally gone "on-line" to obtain information about or communicate with any organization in support of a particular cause?

1	YES	21%
2	NO	78%
3	DON'T KNOW/REFUSED	1%

[ASK QUESTION #16, #18, #19 ONLY OF PEOPLE WHO ANSWERED "YES" IN QUESTION #11. IF THEY ANSWERED "NO" TO QUESTION #11, AND "YES" TO QUESTION #13, ASK ONLY QUESTION #18. OTHERWISE, SKIP TO QUESTION #20.]

16. In the last year, have you contributed to any charitable organization or cause on-line?

1	YES	7%
2	NO	92%
3	DON'T KNOW/REFUSED	1%

\*18. Altogether, how much money, including the cash value of any property, did you and members of your household donate to charity in the past year? We don't need to know exactly, but were your total household donations last year

1	less than \$100	12%	9%
2	\$101 to \$500	36%	34%
3	\$501 to \$750	10%	11%
4	\$751 to \$1,000	9%	15%
5	\$1,001 to \$10,000	20%	28%
6	more than \$10,000	4%	3%
7	DON'T KNOW/REFUSED	9%	--

*\*percents in italics represent data from The Denver Foundation, Giving and Volunteering in Metro Denver 2000*

## Local Versus National Versus International

19. Thinking about your financial contributions in the last 12 months, what percentage of your total charitable contributions

- |  |     |
|--|-----|
| a. Stayed in the Boulder County area                   | 52% |
| b. Went outside the Boulder County area, but in the US | 41% |
| c. Were international                                  | 7%  |

[RECORD % FOR EACH, MUST ADD TO 100%. ASK FOR BEST ESTIMATE IF NOT SURE.]

## Timing of Giving

20. Have you made plans to give to a charitable organization after you die?

- |                      |     |
|----------------------|-----|
| 1 YES                | 13% |
| 2 NO                 | 86% |
| 3 DON'T KNOW/REFUSED | 1%  |

## Employer-based Giving Options

21. Does your employer make charitable contributions in Boulder County?

- |                                     |     |
|-------------------------------------|-----|
| 1 YES                               | 37% |
| 2 NO                                | 29% |
| 3 DON'T KNOW/REFUSED                | 15% |
| 4 DON'T WORK → SKIP TO QUESTION #25 | 19% |

22. Does your employer match charitable contributions that you make?

- |   |     |
|---|-----|
| 1 yes                                       | 22% |
| 2 no → SKIP TO QUESTION #24                 | 62% |
| 3 DON'T KNOW/REFUSED → SKIP TO QUESTION #24 | 16% |

23. Does the match affect your decision to give?

- |                      |     |
|----------------------|-----|
| 1 yes                | 39% |
| 2 no                 | 59% |
| 3 DON'T KNOW/REFUSED | 2%  |

24. Do you have an opportunity to contribute to charity through payroll deductions?

- 1 yes 32%
- 2 no 57%
- 3 DON'T KNOW/REFUSED 11%

**Factors Which Encourage Donations**

25. Now I'm going to read a list of ways people might be encouraged to give a donation to a charitable cause or donation. Please tell me how each would influence your decision to make a charitable contribution, using the scale "very likely to give", "somewhat likely to give", "wouldn't influence me", "would influence me negatively". [5=DON'T KNOW] [ROTATE THE ITEMS BELOW.]

Now I'm going to read a list of ways people might be encouraged to give a donation to a charitable cause or donation. Please tell me how each would influence your decision to make a charitable contribution	Percent Rating As...				
	very likely to give	somewhat likely to give	wouldn't influence me	would influence me negatively	TOTAL
a. Understanding what my contributions achieve	41	52	5	1	1
b. Understanding what the community needs	37	52	8	2	1
c. Understanding the tax benefits to you	12	40	40	5	3
d. Receiving letters of appreciation from civic or business leaders	10	35	47	6	1
e. Receiving recognition at events	5	19	59	15	2
f. Being able to see the results.	50	38	8	2	2
g. If you made more money	47	32	18	2	2
h. If an organization was recommended by a friend	17	62	18	1	2
i. If an organization sent an appeal through the mail	4	35	40	18	2
j. If an organization called to ask for a contribution	3	19	36	38	4

26. Would you choose one store or service provider over another if you knew that a company contributed money or services to the Boulder County community?

- 1 YES 68%
- 2 NO 28%
- 3 DON'T KNOW 4%

## Demographics

30. The following questions are about you and your household and will be used to classify your responses. Once again, your responses to these questions are anonymous and will be reported in group form only.

What type of housing unit do you live in? Is it a . . .

(READ LIST)

1 detached single family home	65%
2 an apartment	18%
3 a condominium or townhouse	11%
4 a mobile home	2%
5 group quarters, e.g. dormitory, fraternity or sorority house	1%
6 or something else? (please specify)	2%
7 REFUSED (DNR)	1%

31. Do you rent or own your residence? (DO NOT READ LIST)

1 RENT	39%
2 OWN	60%
3 REFUSED	1%

32. How many years have you lived in or near Boulder County?

0-2 years	21%	[99 = REFUSED,
3-5 years	14%	0 = LESS THAN ONE YEAR]
6-10 years	15%	
11-20 years	19%	
>20 years	31%	

33. Which of the following categories best describes the amount of formal education you have completed? (Read list)

1 0 - 11 years, no diploma	2%
2 high school graduate	16%
3 some college, no degree or associate degree	29%
4 bachelors degree	31%
5 graduate or professional degree	22%
6 REFUSED (DNR)	1%

34. Which of the following categories best describes your race?

1	White	90%
2	Black or African American	1%
3	Asian or pacific islander	2%
4	American Indian, Eskimo or Aleut	1%
5	other / don't know	4%
6	REFUSED (DNR)	2%

35. Are you of Hispanic origin?

1	YES	4%
2	NO	94%
3	REFUSED (DNR)	2%

[NOTE: LATINOS ARE INCLUDED AS HISPANIC - THIS IS THE WAY THE CENSUS ASKS IT]

36. Which of the following categories best describes your age?

(Read list)

1	18 – 24	19%
2	25 – 34	18%
3	35 – 44	17%
4	45 – 54	21%
5	55 – 64	8%
6	65 or older	17%
7	REFUSED (DNR)	1%

37. What was your household's total annual income in 1999? [READ LIST.]

1	less than \$20,000 per year	16%
2	\$20,000 to less than \$35,000	15%
3	\$35,000 to less than \$50,000	19%
4	\$50,000 to less than \$75,000	14%
5	\$75,000 to less than \$100,000	7%
6	\$100,000 to less than \$150,000	9%
7	\$150,000 to less than \$200,000	3%
8	\$200,000 or more	2%
9	REFUSED (DNR)	15%

Thank you very much for your time. We appreciate your responses.

38. WHAT WAS THE GENDER OF THE RESPONDENT?

1	MALE	50%
2	FEMALE	50%