



FALL 2010 SILICON VALLEY PULSE CHARITABLE GIVING QUESTIONS REPORT

PREPARED FOR DATA MARKETING INC.

BY

THE SURVEY AND POLICY RESEARCH INSTITUTE
AT SAN JOSÉ STATE UNIVERSITY

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ABOUT SPRI

The Survey and Policy Research Institute (SPRI) is a research organization that operates as an integral part of the academic environment on the San José State University campus.

SPRI operates as a model for excellence in survey and policy research for the SJSU campus, government, non-profit agencies, and business clients. The Institute provides expertise in quantitative and qualitative research, and specializes in culturally competent, primary language interviewing.

For more information, please visit our website at www.sjsu.edu/spri

ABOUT THE SURVEY

The Survey and Policy Research Institute at San José State University conducted the Fall 2010 Silicon Valley Pulse Survey between September 27 – October 16, 2010. This telephone survey of 515 Silicon Valley adults was conducted in English and Spanish, and included questions on several different topics including consumer attitudes, charitable giving, environmental attitudes, and political issues.

Telephone numbers included in this sample were randomly generated by computer to ensure that both listed and unlisted numbers were included, from all landline exchanges in Silicon Valley. A random sample of cell phone numbers from the 408 and 650 area codes was also included, with respondents screened for current residence in Silicon Valley. Telephone numbers in the survey sample were called up to four times at different times and days to increase the likelihood of reaching eligible households.

Survey respondents were reached by both cell phone and landline phone. Approximately 14% of respondents indicated that they use only a cell phone, and another 17% said that they primarily use their cell phone. Another 38% of the sample reported using a cell phone and landline equally, 20% said they primarily used a landline, and 11% reported using only a landline phone.

The sampling error for the total sample is plus or minus 4.32 percentage points at the 95% confidence level. Subgroups will have larger margins of error. Results are statistically weighted by race and gender to match recent U.S. Census estimates of the Silicon Valley population.

Silicon Valley is defined as all of Santa Clara and San Mateo Counties, plus Fremont, Newark, and Union City in Alameda County, and Scotts Valley in Santa Cruz County, following the geographic definition of Silicon Valley used by Joint Venture Silicon Valley in their annual Silicon Valley Index.

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CHARITABLE GIVING QUESTIONS – TOPLINE

Q1: How likely are you to make a donation of \$25 or more in the next year to each of the following types of organizations?						
	Extremely likely (5)	Very likely (4)	Somewhat likely (3)	Slightly likely (2)	Not at all likely (1)	Don't know/ Refused (vol.)
A church or church-based organization?	16	16	16	10	41	2
A school or school-based organization	15	22	26	9	27	2
A charitable or non-profit organization that is NOT church or school-based?	14	21	23	12	28	3

	2009 Mean	2010 Mean
A church or church-based organization?	2.90	2.56
A school or school-based organization	3.04	2.88
A charitable or non-profit organization that is NOT church or school-based?	3.03	2.79

Q2: Now I am going to read a list of different charitable or non-profit categories.
Please tell me how important you think each one is for the community.

	Extremely important (5)	Very important (4)	Somewhat important (3)	Slightly important (2)	Not at all important (1)	Don't know/ Refused (vol.)
Food banks	30	44	14	3	6	3
Children's Hospitals	35	44	12	3	4	2
Environmental issues	19	37	26	6	10	2
Housing services	23	44	18	5	8	2
Social services	13	35	28	12	10	2
Arts	4	18	32	21	23	2

	2009 Mean	2010 Mean
Food banks	4.08	3.90
Children's Hospitals	4.08	4.03
Environmental issues	3.45	3.49
Housing services	3.76	3.70
Social services	3.28	3.29
Arts	2.59	2.57

Exact question wording:

- Food banks – those types of organizations that provide for the hungry and needy
- Children's Hospitals or medical facilities that provide for children of all ages
- Environmental issues or preservation – such as land preservation, recycling causes, or green energy causes
- Housing services – providing for the homeless, or families affected by disaster, and things like that
- Social services – including animal causes, Planned Parenthood, Habitat for Humanity, and things like that
- Arts – family theaters, food and wine festivals, children's museums, and things like that

Q3: When deciding to give money to a charitable or non-profit organization that supports an issue or cause that is important to you, do you prefer to give to...

An organization based in your city	31%
An organization that serves people in your neighborhood	24
A national organization	21
An international organization	12
Don't know/Refused (vol.)	12

Q4: How do you most prefer to be approached for a donation by a charitable or non-profit organization?

Telephone	7%
E-mail	18
Postal mail	30
Door-to-door	5
At an event	18
Outside a store	4
None of the above (vol.)	11
Don't know/Refused (vol.)	5

Q5: When you receive a donation request from a charitable or non-profit organization in the mail, do you...

Open and read all mailers for content	25%
Stop at the message or picture on the envelope, and make your decision at that point	11
Base your gift giving decision on the specific purpose the donation will be used for	17
Limit your giving to only organizations you have donated to in the past	35
Don't know/Refused (vol.)	13

Silicon Valley Pulse Demographics

	Fall 2010 Unweighted	Fall 2010 Weighted*	Fall 2009 Unweighted	Fall 2009 Weighted*
Male	45%	52%	51.5%	53%
Female	55	48	48.5	47
White	47%	40%	73%	41%
Hispanic	28	24	8	25
Asian	16	28	11	30
African American	3	2	2	3
Other	2	2	6	2
18-34	24%	25%	13%	18%
35-54	42	43	45	48
55+	35	32	43	34
High school grad or less	19%	17%	8%	8%
Some college	20	19	27	31
College grad	33	34	32	29
Post-grad	28	30	34	31
Less than \$50K	34%	32%	23%	26%
\$50K - \$100K	35	35	32	30
More than \$100K	31	33	45	44
Single	35%	35%	28%	32%
Married	62	62	67	65
Other	4	4	2	2
Employed	56%	59%	54%	59%
Not employed	30	29	27	29
Retired	14	12	17	11
Homeowner	63%	63%	78%	75%
Renter/other	37	37	20	20
Democrat	69%	69%	48%	53%
Republican	17	17	33	24
Decline to state	15	14	19	23
Liberal	35%	35%	36%	37%
Moderate	40	41	40	42
Conservative	24	24	24	22

*Silicon Valley Pulse results are weighted by race and gender to match recent U.S. Census estimates of the Silicon Valley population.