



The CivicPanel Project
School of Public Affairs and Administration
Rutgers University
111 Washington Street
Newark, NJ 07102

Survey Report # 23

Symphony Giving Experiment

January 2012

About the Survey

This Survey Report presents findings of a CivicPanel online survey experiment about giving to nonprofit arts organizations. Respondents were presented with descriptions of hypothetical nonprofit arts organizations. The descriptions were varied experimentally, such that for some respondents the arts organizations were described as receiving government funding while for other respondents there was no mention of government funding. Next, respondents were asked to decide how much they would donate to each organization for a hypothetical \$100 budget.

The survey was conducted in December 2011, and included online responses from 676 panelists. *This report presents the summary results only*, not the experimental results (which will be published later in an academic journal). However, preliminary analysis (not shown below) indicates that the respondents gave much less to nonprofit organizations when they were described as receiving government funding.

About the Panel

CivicPanel is an online panel of volunteers who sign up over the Internet to participate in the project's surveys. Panelists are recruited from online ads, web directories, and announcements sent by email to members of various nonprofit organizations that have partnered with CivicPanel (formerly eTownPanel) over the years.

It is important to point out that the panel is not a random sample, and thus the results are not scientifically projectable to the larger population.

For more information visit www.civicpanel.org or email civicpan@rutgers.edu

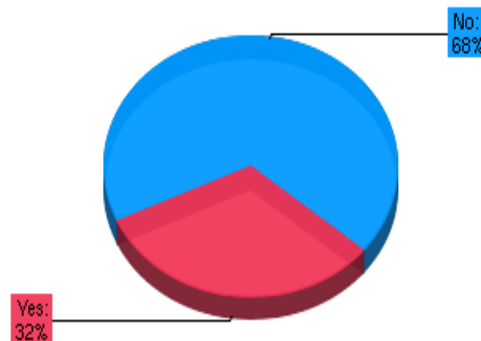
Summary Report – April 6, 2012



Online Surveys, Data Collection and Integration
www.SurveyGizmo.com

Survey: Symphony giving experiment

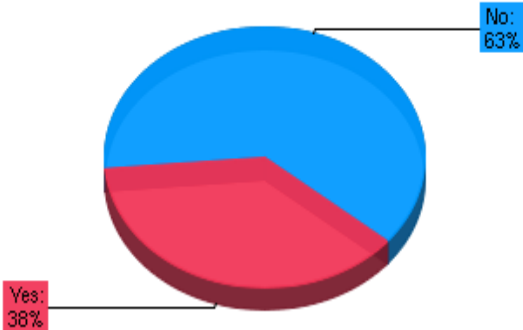
With the exception of elementary or high school performances -- Did you (or your spouse/partner) go to a live classical music performance such as symphony, chamber, or choral music during the last 12 months?



Value	Count	Percent %
Yes	216	32%
No	458	68%

Statistics	
Total Responses	674
Sum	1,132.0
Average	1.7
StdDev	0.47
Max	2.0

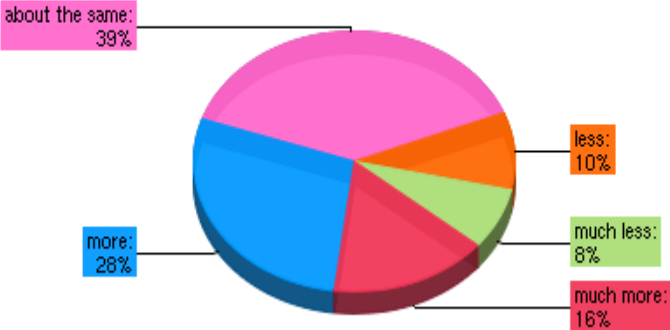
In the last 12 months, did you and members of your household contribute money or property to or for arts, culture, and humanities? Examples include performing arts, cultural or ethnic groups, museums, art exhibits, and public television or radio.



Value	Count	Percent %
Yes	253	37.5%
No	421	62.5%

Statistics	
Total Responses	674
Sum	1,095.0
Average	1.6
StdDev	0.48
Max	2.0

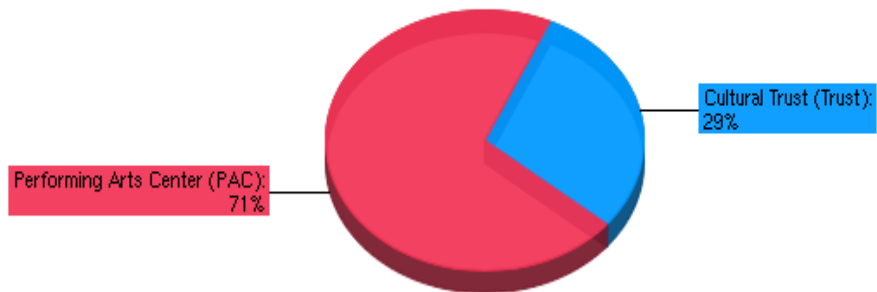
Would you like to see more or less government spending on culture and the arts?



Value	Count	Percent %
much more	107	15.9%
more	191	28.3%
about the same	261	38.7%
less	65	9.6%
much less	51	7.6%

Statistics	
Total Responses	675
Sum	1,787.0
Average	2.6
StdDev	1.09
Max	5.0

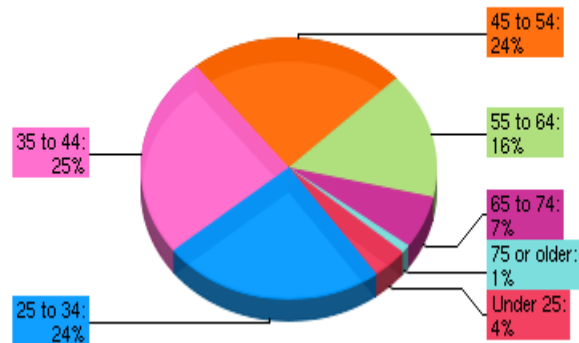
If you had to give all of your \$100 budget to only one organization, which one would it be?



Value	Count	Percent %
Performing Arts Center (PAC)	471	70.6%
Cultural Trust (Trust)	196	29.4%

Statistics		
Total Responses		667
Sum		863.0
Average		1.3
StdDev		0.46
Max		2.0

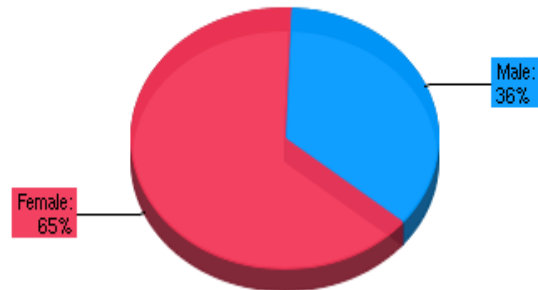
What is your age?



Value	Count	Percent %
Under 25	26	3.9%
25 to 34	162	24.1%
35 to 44	168	25%
45 to 54	160	23.8%
55 to 64	105	15.6%
65 to 74	44	6.5%
75 or older	7	1%

Statistics	
Total Responses	672
Sum	2,332.0
Average	3.5
StdDev	1.34
Max	7.0

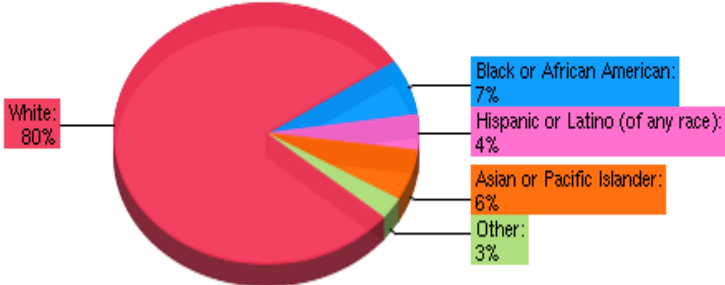
Are you ...



Value	Count	Percent %
Female	433	64.5%
Male	238	35.5%

Statistics	
Total Responses	671
Sum	909.0
Average	1.4
StdDev	0.48
Max	2.0

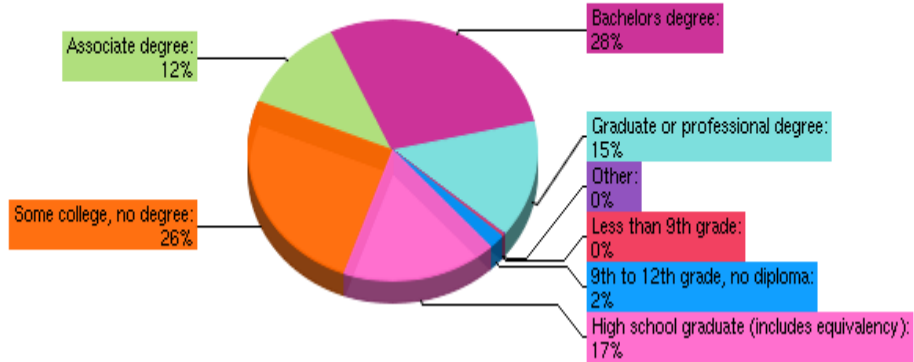
Do you consider yourself to be primarily ...



Value	Count	Percent %
White	529	79.5%
Black or African American	47	7.1%
Hispanic or Latino (of any race)	29	4.4%
Asian or Pacific Islander	42	6.3%
Other	18	2.7%

Statistics		
Total Responses		665
Sum		968.0
Average		1.5
StdDev		1.02
Max		5.0

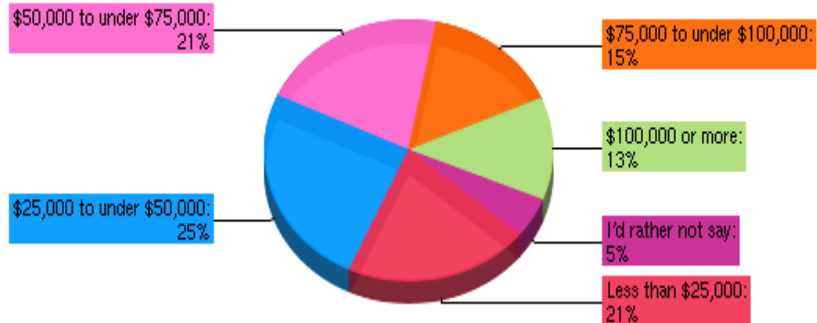
What is the last grade or class that you completed in school?



Value	Count	Percent %
Less than 9th grade	2	0.3%
9th to 12th grade, no diploma	12	1.8%
High school graduate (includes equivalency)	115	17.2%
Some college, no degree	171	25.6%
Associate degree	80	12%
Bachelors degree	189	28.3%
Graduate or professional degree	97	14.5%
Other	1	0.1%

Statistics	
Total Responses	667
Sum	3,276.0
Average	4.9
StdDev	1.42
Max	8.0

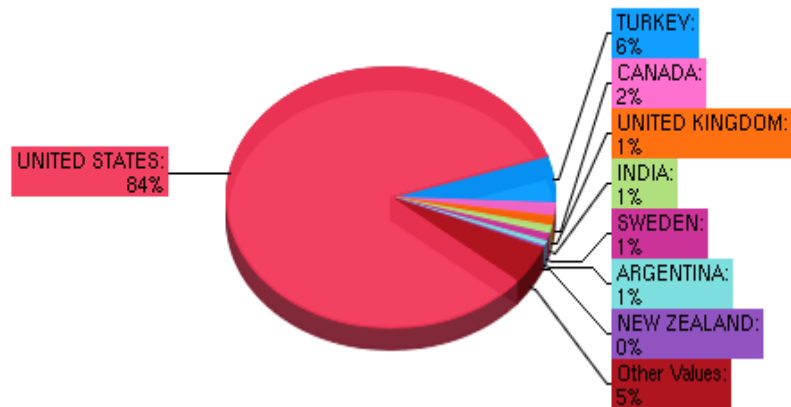
Last year, what was your total household income from all sources, before taxes?



Value	Count	Percent %
Less than \$25,000	138	20.6%
\$25,000 to under \$50,000	168	25.1%
\$50,000 to under \$75,000	142	21.2%
\$75,000 to under \$100,000	103	15.4%
\$100,000 or more	85	12.7%
I'd rather not say	33	4.9%

Statistics	
Total Responses	669
Sum	1,935.0
Average	2.9
StdDev	1.47
Max	6.0

What country do you live in?



Value	Count	Percent %
UNITED STATES	553	82.9%
ARGENTINA	4	0.6%
AUSTRALIA	2	0.3%
BAHAMAS	1	0.1%
CANADA	11	1.6%
CHILE	2	0.3%
CHINA	2	0.3%
COLOMBIA	1	0.1%
CYPRUS	2	0.3%
FINLAND	2	0.3%
INDIA	7	1%
INDONESIA	1	0.1%
IRELAND	1	0.1%
ITALY	1	0.1%
JAPAN	1	0.1%
KENYA	1	0.1%
LITHUANIA	1	0.1%
MALAYSIA	2	0.3%
MEXICO	1	0.1%

NEW ZEALAND	2	0.3%
NIGERIA	1	0.1%
PAKISTAN	1	0.1%
PANAMA	2	0.3%
PHILIPPINES	2	0.3%
PUERTO RICO	1	0.1%
ROMANIA	2	0.3%
RUSSIA	1	0.1%
SINGAPORE	2	0.3%
SOUTH AFRICA	1	0.1%
SWEDEN	6	0.9%
SYRIA	1	0.1%
TURKEY	39	5.8%
UKRAINE	1	0.1%
UNITED KINGDOM	8	1.2%
URUGUAY	1	0.1%
-----	0	0%
AFGHANISTAN	0	0%
ALBANIA	0	0%
ALGERIA	0	0%
AMERICAN SAMOA	0	0%
ANDORRA	0	0%
ANGOLA	0	0%
ANGUILLA	0	0%
ANTIGUA AND BARBUDA	0	0%
ARMENIA	0	0%
ARUBA	0	0%
AUSTRIA	0	0%
AZERBAIJAN	0	0%

BAHRAIN	0	0%
BANGLADESH	0	0%
BARBADOS	0	0%
BELARUS	0	0%
BELGIUM	0	0%
BELIZE	0	0%
BENIN	0	0%
BERMUDA	0	0%
BHUTAN	0	0%
BOLIVIA	0	0%
BOSNIA-HERZEGOVINA	0	0%
BOTSWANA	0	0%
BRAZIL	0	0%
BRUNEI	0	0%
BULGARIA	0	0%
BURKINA FASO	0	0%
BURUNDI	0	0%
CAMBODIA	0	0%
CAMEROON	0	0%
CAPE VERDE	0	0%
CAYMAN ISLANDS	0	0%
CENTRAL AFRICAN REPUBLIC	0	0%
CHAD	0	0%
COMOROS	0	0%
CONGO	0	0%
Congo, Dem. Rep.	0	0%
COOK ISLANDS	0	0%
COSTA RICA	0	0%
COTE D'IVOIRE	0	0%

CROATIA	0	0%
CUBA	0	0%
CZECH REPUBLIC	0	0%
DENMARK	0	0%
DJIBOUTI	0	0%
DOMINICA	0	0%
DOMINICAN REPUBLIC	0	0%
ECUADOR	0	0%
EGYPT	0	0%
EL SALVADOR	0	0%
EQUATORIAL GUINEA	0	0%
ERITREA	0	0%
ESTONIA	0	0%
ETHIOPIA	0	0%
FIJI	0	0%
FRANCE	0	0%
FRENCH GUIANA	0	0%
GABON	0	0%
GAMBIA	0	0%
GEORGIA	0	0%
GERMANY	0	0%
GHANA	0	0%
GREECE	0	0%
GRENADA	0	0%
GUAM	0	0%
GUATEMALA	0	0%
GUINEA	0	0%
GUINEA-BISSAU	0	0%
GUYANA	0	0%

HAITI	0	0%
HONDURAS	0	0%
HONG KONG	0	0%
HUNGARY	0	0%
ICELAND	0	0%
IRAN	0	0%
IRAQ	0	0%
ISRAEL	0	0%
JAMAICA	0	0%
JORDAN	0	0%
KAZAKHSTAN	0	0%
KIRIBATI	0	0%
KOREA, NORTH	0	0%
KOREA, SOUTH	0	0%
KOSOVO	0	0%
KUWAIT	0	0%
KYRGYZSTAN	0	0%
LAOS	0	0%
LATVIA	0	0%
LEBANON	0	0%
LESOTHO	0	0%
LIBERIA	0	0%
LIBYA	0	0%
LIECHTENSTEIN	0	0%
LUXEMBOURG	0	0%
MACAO	0	0%
MACEDONIA	0	0%
MADAGASCAR	0	0%
MALAWI	0	0%

MALDIVES	0	0%
MALI	0	0%
MALTA	0	0%
MARSHALL ISLANDS	0	0%
MARTINIQUE	0	0%
MAURITANIA	0	0%
MAURITIUS	0	0%
MICRONESIA	0	0%
MOLDOVA	0	0%
MONACO	0	0%
MONGOLIA	0	0%
MONTENEGRO	0	0%
MOROCCO	0	0%
MOZAMBIQUE	0	0%
MYANMAR	0	0%
NAMIBIA	0	0%
NAURU	0	0%
NEPAL	0	0%
NETHERLANDS	0	0%
NETHERLANDS ANTILLES	0	0%
NEW CALEDONIA	0	0%
NICARAGUA	0	0%
NIGER	0	0%
NIUE	0	0%
NORWAY	0	0%
OMAN	0	0%
PALAU	0	0%
PAPUA NEW GUINEA	0	0%
PARAGUAY	0	0%

PERU	0	0%
POLAND	0	0%
PORTUGAL	0	0%
QATAR	0	0%
REUNION	0	0%
RWANDA	0	0%
SAMOA	0	0%
SAN MARINO	0	0%
SAO TOME AND PRINCIPE	0	0%
SAUDI ARABIA	0	0%
SENEGAL	0	0%
SERBIA	0	0%
SEYCHELLES	0	0%
SIERRA LEONE	0	0%
SLOVAKIA	0	0%
SLOVENIA	0	0%
SOLOMON ISLANDS	0	0%
SOMALIA	0	0%
SPAIN	0	0%
SRI LANKA	0	0%
ST. KITTS AND NEVIS	0	0%
ST. LUCIA	0	0%
ST. VINCENT AND THE GRENADINES	0	0%
SUDAN	0	0%
SURINAME	0	0%
SWAZILAND	0	0%
SWITZERLAND	0	0%
TAIWAN	0	0%
TAJKISTAN	0	0%

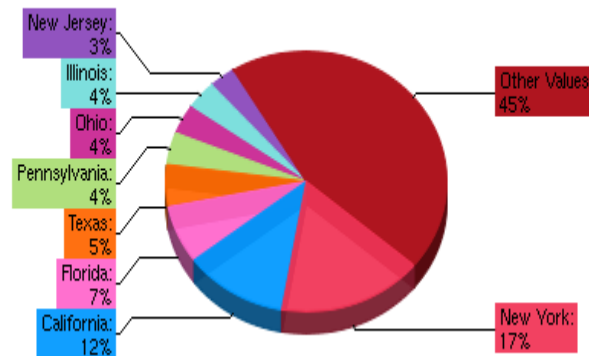
TANZANIA	0	0%
THAILAND	0	0%
TIMOR-LESTE	0	0%
TOGO	0	0%
TONGA	0	0%
TRINIDAD AND TOBAGO	0	0%
TUNISIA	0	0%
TURKMENISTAN	0	0%
TUVALU	0	0%
UGANDA	0	0%
UNITED ARAB EMIRATES	0	0%
UZBEKISTAN	0	0%
VANUATU	0	0%
VENEZUELA	0	0%
VIETNAM	0	0%
VIRGIN ISLANDS (U.S.)	0	0%
WEST BANK GAZA	0	0%
YEMEN	0	0%
ZAMBIA	0	0%
ZIMBABWE	0	0%

Statistics

Total Responses

667

What state do you live in? (US residents only)



Value	Count	Percent %
Alabama	6	1.1%
Alaska	1	0.2%
Arizona	12	2.2%
Arkansas	4	0.7%
California	66	11.9%
Colorado	3	0.5%
Connecticut	2	0.4%
District of Columbia	2	0.4%
Florida	40	7.2%
Georgia	13	2.3%
Hawaii	1	0.2%
Idaho	2	0.4%
Illinois	20	3.6%
Indiana	13	2.3%
Iowa	6	1.1%
Kansas	4	0.7%
Kentucky	14	2.5%
Louisiana	5	0.9%

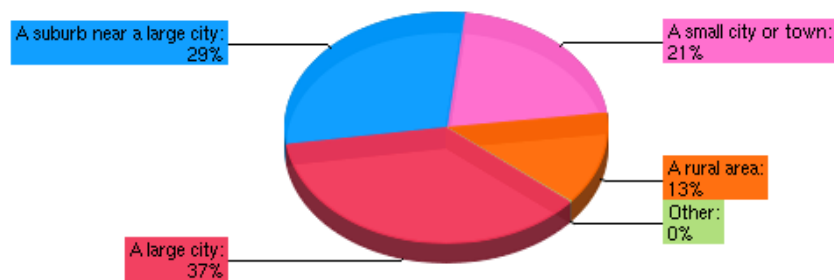
Maine	3	0.5%
Maryland	3	0.5%
Massachusetts	13	2.3%
Michigan	11	2%
Minnesota	8	1.4%
Mississippi	4	0.7%
Missouri	12	2.2%
Montana	3	0.5%
Nebraska	2	0.4%
Nevada	4	0.7%
New Hampshire	1	0.2%
New Jersey	17	3.1%
New Mexico	3	0.5%
New York	93	16.7%
North Carolina	16	2.9%
Ohio	20	3.6%
Oklahoma	2	0.4%
Oregon	10	1.8%
Pennsylvania	22	4%
Rhode Island	2	0.4%
South Carolina	12	2.2%
Tennessee	12	2.2%
Texas	29	5.2%
Utah	3	0.5%
Vermont	1	0.2%
Virginia	9	1.6%
Washington	8	1.4%
West Virginia	9	1.6%
Wisconsin	9	1.6%

Wyoming	1	0.2%
Delaware	0	0%
North Dakota	0	0%
South Dakota	0	0%

Statistics

Total Responses	556
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Would you describe the place where you live as ...

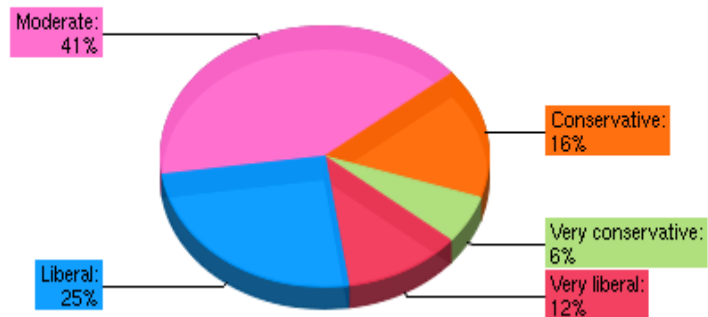


Value	Count	Percent %
A large city	244	36.5%
A suburb near a large city	195	29.1%
A small city or town	142	21.2%
A rural area	87	13%
Other	1	0.1%

Statistics

Total Responses	669
Sum	1,413.0
Average	2.1
StdDev	1.05
Max	5.0

In general, would you describe your political views as ...



Value	Count	Percent %
Very liberal	77	11.6%
Liberal	167	25.1%
Moderate	275	41.3%
Conservative	107	16.1%
Very conservative	40	6%

Statistics		
Total Responses		666
Sum		1,864.0
Average		2.8
StdDev		1.04
Max		5.0