

M O T I V A T I O N S F O R C H A R I T A B L E G I V I N G

a case study of an
Eastern Metropolitan Area

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MOTIVATIONS FOR CHARITABLE GIVING

Preface

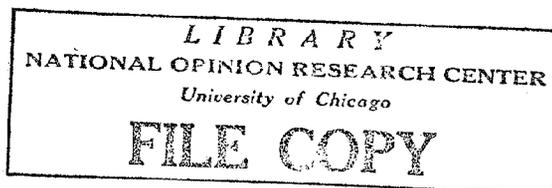
Philanthropy, or giving to charity, has a long and varied history in the United States. Today it is probably one of the biggest single activities in our economy, accounting for about \$10 billion a year. While our national penchant for statistical description produces a myriad of information on industrial, agricultural and commercial activities, very little is known about who contributes to what charities, under what circumstances and for what motivations.

About 10 years ago the National Opinion Research Center did a small pilot study on motivations for charitable giving, under the direction of Josephine Williams, Ph.D. This exploratory study provided many valuable clues and hypotheses on the giver's thought processes and behavior, but adequate financing for further substantive research was not secured, and many promising areas of research were left unexplored.

About a year ago a small fund was made available to NORC for renewed research of motivations for charitable giving and this study is the result. With the limited amount of funds available it was impossible to interview a national cross-section. It was decided, therefore, to select a single metropolitan area, as a case study. For administrative reasons, it was decided further to limit the research to an intensive analysis of the Jewish segment of this metropolitan area. This group was believed to contribute the largest share of its income to charity, and an understanding of its decision making processes was hoped would lead to a better general understanding of the problem.

Essex County, New Jersey was selected for the study and cooperation was secured from local authorities. Dr. Marshall Sklare, Director, Division of Scientific Research, American Jewish Committee, as a specialist on Jewish Communities was invaluable in advising on all phases of the research. Herman Pekarsky, Executive Director, Saul Schwartz, Director of Social Planning and Milton Lewis, member of the Board of Trustees of the Jewish Community Council of Essex County were most generous in their cooperation and support. Bob Banacki, as NORC field and coding supervisor suffered through the many ordeals of gathering and processing the lengthy interviews. Bob Astalfi, of the J.C.C. was responsible for IBM tabulations. With many thanks to all those who made this study possible, I assume full responsibility for all aspects of the research efforts included in this report.

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I. SUMMARY

A study of a cross-section of contributors to the United Jewish Appeal of Essex County, New Jersey, reveals striking differences in personal characteristics, attitudes and behavior among the larger and smaller donors. The total study sample includes 527 persons who represent all UJA giving proportionate to the amount of contributions. Consequently, when the expression "half of all respondents" is used, what is meant is "persons contributing half of all UJA collections." It does not mean half of all donors who usually contribute less than 5% of all UJA funds. For example, half of all UJA collections are contributed by persons earning a median income of \$27,000 a year. This does not mean that half of all contributors earned this amount, since their median income was under \$13,000 a year.

In general, UJA contributors earn substantial incomes. Almost 70% of the top donors, giving \$2500 or more to UJA, earn \$50,000 or over a year. The smallest donors, giving less than \$100 to UJA, report a median income of \$13,000, which is well above the national average. The bulk of all persons feel relatively secure with their earnings and only one out of five reports any difficulty in meeting all their current needs out of income.

The median age overall of donors is 52 years but the top donors are 53 years old, while the smallest donors average only 45 years. Since the latter represent almost 90% of all persons contributing any money to UJA, they will strongly influence future collections as they grow older.

About 85% of all contributions comes from suburban residents, with over 90% of the top donors compared to 80% of the smallest donors living outside the city of Newark. Many of the present Newark contributors indicate their intentions of moving, so that the shift to the suburbs is likely to continue.

About a fourth of all contributions comes from persons born outside the U.S., with one out of three top donors compared to only one out of five smallest donors indicating they were foreign born. One half of all donations are made by first generation U.S. citizens, and most of their parents are reported as born in Eastern or Central Europe.

Over 90% of all donations are made by married persons living with their wives. Only 8% of the smallest donors are unmarried compared to only 1% of the top donors. Over 40% of all donations are made by families without any young children less than 18 years old. Reflecting their younger age, somewhat more of the smallest donors report young children living with them. Indicative of the supplementary nature of UJA gifts by women, over 40% of the smallest donors are women compared to only 1% of the top donors.

UJA donations come predominantly from the self-employed business and professional groups. More than half report they are proprietors or managers, over 10% lawyers, 9% doctors and 5% accountants. The smallest donors are often in these professions and more often in other professional and semi-professional, clerical and sales and crafts and operative occupations.

Reflecting traditional Jewish emphasis on education, over 60% of all donations come from college educated persons. The top donors report somewhat more persons with only grammar school education, while the smallest donors are more often high school educated, although almost two-thirds of both have been to college.

In general, most donors reveal a strong attachment to their present residential community. Most of them work, visit their friends, shop and spend their leisure hours within the Essex County area. All but one fourth have lived at their present address at least five years, and only 4% have lived outside of Essex County during the past five years. New York City attracts only one out of four persons for shopping and only one third of all respondents for eating out.

While overall only one out of five do not belong to a temple, over one-third of the smallest donors report no temple affiliation. In general, however, membership does not usually indicate great activity in temple affairs, but is mostly limited to observance of High Holy Days. The smallest givers also indicate a less Jewish orientation in their basic attitudes of what constitutes a good Jew. They less often belong to Jewish organizations, but only one out of eight belong to no organizations, non-sectarian or Jewish.

The smaller donors, those contributing under \$500 to UJA generally have lower standards of generous giving and actually donate smaller proportions of their annual income. While the larger donors contribute close to 10% of their income, smaller donors give only 2-4%. It is significant that all donor groups regard themselves as more generous than their friends, business associates and neighbors, but in practice they are not. This feeling of false generosity undoubtedly produces complacency in their own levels of giving.

Reflecting their greater non-Jewish orientation the smaller donors contribute less of their total charitable gifts to the UJA and to other Jewish charities. While overall, two-thirds of all gifts go to Jewish groups, including over one-third to the UJA, the top donors give more than three-fourths to sectarian groups, including 43% to UJA, while the smallest donors give only 61% to Jewish charities and only one-fourth to the UJA. Next to the UJA, synagogues and non-sectarian health drives are the biggest recipients of donations by the smallest donors. Overall an average of 17 groups received donations from each person with the larger donors reporting a few more charities on the average than the smaller donors.

A further measure of preference is indicated by the voluntary reports of favorite charities. Over 40% give UJA as their first favorite and an additional 18% mention it as their second favorite charity. Almost 70% of the top donors choose UJA as their first or second favorites, while less than a half of the smallest donors make this selection. In general, Jewish charities are named as first favorites by over 60% more persons than non-Jewish groups. But, second choice favorites are more predominantly non-sectarian, reflecting the cultural pressures to concern oneself with the larger community.

The top reason for selecting a favorite charity is that it fulfills an important need. This is clearly reiterated in a number of other questions on motivations for giving. "Need is great" is more often the top consideration for smaller donors giving under \$1000 to UJA, and only fourth in importance for the top donors of \$2500 or more. The second reason for picking a favorite charity was loyalty and concern about Jewish needs -- helping Jews. This ethnic loyalty was the first reason for the top two donor groups. The third reason given was evaluation of performance of the

charity -- was it doing a good job? Fourth in importance overall is the connection with Israel and whether it helps overseas Jews. The top two donor groups which are more oriented toward Jewish needs gave this as their third most important reason.

In general, both the UJA and Community Chests are regarded favorably by most persons. Only 6% had only critical comments when asked how they felt about the UJA and less than 8% were completely critical of their Community Chests,

When asked why they felt others they know gave to charity, two-thirds felt cultural and family traditions in giving were most important. Almost three-fourths of the top donors stressed this point compared to only half of the smallest contributors. The second major reason for others' giving is to secure social status, prestige and favorable publicity. This "selfish reason" is attributed to others by 57% of all respondents but is only mentioned as one of their own reasons for picking a favorite by 5% of all respondents. The third most important reason for others' giving is recognition of need, which is mentioned by one-third of all persons.

More direct questions on motivations for giving reveal general agreement on noble and culturally acceptable reasons but sharp divergence on their own and others' motives that may be classified as selfish or self-centered. Over 90% feel that people give to relieve suffering, to help people learn to be good citizens, because they feel that someday they themselves may need medical help or treatment or to share the cost of community services which they need or feel others need.

While almost three-fourths feel others at least partly have religious motives in giving, only one-third feel this way themselves. Likewise, while 85% say others seek favorable publicity, only 20% admit this for themselves. A similar number mention tax deductions as a consideration for others, but only 42% say it applies to themselves. About 83% also say others give to avoid criticism but only one-third say they feel this way.

A latent lack of support for central fund raising was a significant finding. Less than half felt all of Essex County should be combined into one central drive, with over 60% of the top givers compared to only 40% of the smaller givers supporting a central effort. When asked why they supported separate fund raising for each suburban community, the reasons most often given were, "people in their own small communities are closer to their own people and each town has an obligation to take care of its own needs."

Over three out of every four persons also approve of the government assuming responsibilities in the field of charity. Almost half want to give government the complete responsibility and eliminate private charity. The reasons offered are that taxation was a fairer way to share costs, government had more adequate resources and was more efficient.

In inquiring about the decision making process, it was found that only a small minority of 8% say they plan and select all drives they will support in advance. Almost six out of ten say they make all selections spontaneously as they are solicited. This lack of planning is reported by only 45% of the top donors, but by 70% of the smallest contributors. When asked, "How do you usually decide which ones to give to?" a majority say they consider the importance of needs as most important. Other factors are costs of administration and general reputation, traditional patterns of gifts, social pressures, effectiveness of operations and familiarity with persons connected with the charity.

Determining amounts of contributions is also more haphazard than planned. Only one out of four say they have a total charitable amount in mind, in advance of deciding about individual gifts. Almost half of the top donors have such a systematic plan as compared to only 10% of the smallest donors. Income is mentioned by three out of four persons as the major consideration in setting the overall amount of giving. Consideration of past precedent and year to year changes in need are mentioned only by a fourth of all persons.

Deciding on the amounts for individual gifts is also largely a matter of chance. Almost two-thirds say all decisions are spontaneous. Even a majority of the top donors admit that all decisions are not made in advance, while three-fourths of the smallest donors say all donations are unplanned.

In general, donors are poorly informed about the UJA and the Jewish Community Council of Essex County, and the smallest donors are the least knowledgeable. When asked to name groups supported by their local UJA, 10% could name no groups, 15% only one, another 14% only two, and more than half could name only three or fewer groups out of a possible total of 36 different recipients of UJA funds. Likewise, when asked to describe what the JCC does, only 62% could name at least one of its' functions. Only 30% mentioned "coordination," 17% "allocation of funds," 16% "supports UJA," and 11% "in charge of central fund raising." The smallest donors consistently are the least informed, and the least in direct contact with UJA activities. When asked whether they visit or use any UJA services, the smallest donors report the least involvement.

As a general evaluation of satisfaction or dissatisfaction with UJA activities, all persons were asked to indicate their overall feelings. Less than half are entirely satisfied; just over a fourth are only partly satisfied and almost a fourth were unable or wouldn't express any overall feelings. Most of the criticisms however were fairly constructive, with 14% saying "they need more money," 6% indicating facilities were inadequate and 3% that more staff was needed.

Further sources of dissatisfaction with UJA allocations policies and administrative expenses are also largely rooted in misinformation. Only a fourth correctly reported the correct share of all collections going to Israel and only 17% knew the local share. In general, the Israeli and local allocations were more often understated. When asked how the process could be improved, frequent answers were to increase the Israeli and local shares. The top donors are generally better informed and the smallest donors the least informed. Similarly, only one in six knew the correct percent spent on general administration (10-12.5%) with almost one-quarter of the smallest donors believing the overhead costs were double the actual percentage.

Paralleling their greater distortions of UJA operations, the smallest donors are most satisfied with the adequacy of UJA collections. Overall, only 40% felt UJA funds were adequate but 53% of the smallest donors felt this way.

The Jewish News is reported to be by far the best single source of information on UJA affairs, with over half of the smallest donors spontaneously naming this source. Letters, other newspapers and personal conversation are most frequently named as the least informative.

While few people expressed dissatisfaction with the way they were contacted by UJA, the bigger donors were generally given more personal attention than the smaller donors. While 40% of the top donors usually attend a social function of the UJA; only 6% of the smallest donors do so. Likewise, while telephone calls and personal

visits are most usual for the smallest donors, over 40% are by strangers.

Over 80% say others contribute more if their gifts are announced at a UJA gathering, and over three-fourths say they have at some time attended such an affair. While almost all top givers have been to a fund raising dinner or breakfast, less than half the smallest donors report this experience. While half of all attenders say the dinners did not affect the size of their gift, most people felt it was an informative and enjoyable experience. Only half of all persons, however, feel that others contribute more if their gifts are published in a journal, with less than half of the smallest donors feeling that publication helps.

As a wind-up question on attitudes toward fund raising, over 40% said they or their friends had previously had some unpleasant fund raising experiences. Resentment to too much pressure, rude solicitors, disappointment in the giving by others and lost friendships were some of the experiences mentioned.

II STUDY DESIGN

Since one of the primary objectives of this research was to study differences in motivations and behavior of different kinds of givers, all contributors to the 1960 United Jewish Appeal fund drive in Essex County were separated into six classes of givers, according to the amount of their donations. Two types of approaches were then considered, a straight sample of contributors and a sample reflecting relative amounts of contributions. There were over 30,000 known contributors, and funds were available for only approximately 500 intensive interviews. If it was decided to select a straight random sample of contributors, then practically all respondents would be small contributors, because those donating amounts greater than \$100 accounted for only 13% of all contributors. A straight random sample would have selected only about 65 out of 500 (13%) contributing \$100 or more. This would not have provided enough interviews with larger donors and have defeated our study objective.

The second approach, which was adopted, was to select a sample with numbers of respondents proportionate to the amount of their contributions. Thus, if all persons contributing under \$100 each represent 16% of total collections, then about 16% of them should be selected in the sample of 500. Table 1 indicates the proportions of all contributors by size of contribution and share of total collections.

TABLE 1
CONTRIBUTIONS TO UNITED JEWISH APPEAL OF ESSEX COUNTY
BY SIZE OF CONTRIBUTION
1960*

<u>Size of Contribution</u>	<u>Contributors</u>		<u>Contributions</u>	
	<u>Number</u>	<u>Percent</u>	<u>Number</u>	<u>Percent</u>
Under \$10.	14,200	47%	\$ 53,107	2%
\$10-\$99.	12,115	40	298,059	14
\$100-\$499.	2,991	10	501,367	23
\$500-\$999.	479	2	287,118	13
\$1000-\$2499.	270	1	371,398	17
\$2,500 +	100	0.3	670,285	31
Total	30,155	100%	\$2,181,334	100%

* Source: United Jewish Appeal of Essex County.

Practical problems of field work required some departure from the ideal scheme. Since both men and women from the same household were often separate contributors, it was decided to interview only one person in a household. This would insure a maximum of independent viewpoints in the limited sample. Whenever a man and woman from the same household happened to be selected, a substitute name for the woman was made in a systematic procedure.

The actual sample selection and interviewing procedure were as follows:

1. Since persons contributing under \$10 represented only 2% of all contributions, it was decided that the 10 persons who might be selected in a sample of 500 would be too few for separate analysis. The group was therefore, separated from all other contributors, and largely excluded from the main study. This group was used in selecting training interviews described below, and nine such completed interviews were included in the study as part of the less than \$100 contribution group.

2. All IBM cards for contributors were grouped into the five size-of-donation classes and randomly sub-sampled according to the selection factors shown in Table 2. For example, starting with the fifth card, every other 100th card was automatically machine sorted until 135 persons were selected. Table 2 shows the numbers of persons assigned and those with completed interviews.

3. To minimize interviewer effects, each interviewer was assigned to interview persons in several different size-of-donor classes. Any interviewer effects would then be averaged out in any comparisons among size-of-donor groups.

4. All interviewers used in this study were Jewish women. Because of the possible sensitivity of respondents to reveal their partiality to Jewish groups, it was felt that using only Jewish interviewers, would facilitate frankness and validity of responses.

5. All interviewers were intensively trained before actual field work was begun. During August 1960, a general orientation and training session was held in which general interviewing methods and techniques were reviewed and the specially designed questionnaire to be used in this study was thoroughly evaluated. Then each interviewer completed a number of practice interviews with a random sample of small donors. Each of these questionnaires was individually reviewed by the field supervisor and the interviewer was given his first assignment only after achieving an accepted standard of performance.

6. Interviewing started in September 1960 and was completed three months later. The unusually severe winter and the problems in keeping appointments with each pre-selected individual (for whom no substitute was permitted) created many difficult situations. A number of letters, telegrams and personal follow-up visits were required to keep the non-response rate to an acceptable level. Overall, an almost 80% completion rate was achieved. Given additional time and money half of these non-responses probably could have been interviewed, but a cut-off date had to be established before the Christmas holidays and, as Table 2 shows, sufficient interviews were secured from each size of donor group by the cut-off date.

While actual completions totaled 77%, outright refusals totaled only 18%, the rest were persons who were out of town, sick, moved, or otherwise unavailable. About half the refusals involved second contacts and half involved third refusals.

Each interview averaged over two hours and provided a very detailed picture of donor motivations and behavior.

TABLE 2

ASSIGNED AND COMPLETED INTERVIEWS
BY SIZE OF DONOR CONTRIBUTION

<u>Size of Donor Contribution</u>	<u>Number Assigned</u>	<u>Sampling Rate</u>	<u>Completed Interviews</u>	
			<u>Number</u>	<u>Percent Assigned</u>
Under \$100	135	1%	112	83%
\$100-\$499	206	5	152	74
\$500-\$999	131	25	91	70
\$1000-\$2499	120	50	102	85
\$2500 +	<u>95</u>	<u>100</u>	<u>70</u>	<u>74</u>
Total .	687	-	527	77%

The interview begins with free answer responses about favorite charities and other groups receiving contributions during the past year. General reasons for giving to charity are attributed to others and to the respondent himself. A series of specific direct questions are then asked about possible motivations for general giving, followed by detailed questions on the decision process of determining amounts and charities to be helped. After these general attitudes and practices are recorded a series of specific questions about the UJA and JCC are asked. Knowledge and attitudes toward groups supported by the UJA are probed as well as questions dealing with allocations procedures, expenses, and experiences and visits to sponsored groups. General personal experiences with fund raising are followed by specific questions dealing with UJA procedures. General probes about sources of UJA information are followed by detailed evaluations of the Jewish News.

Only after an hour to an hour and a half of discussion are the sensitive questions asked about amounts of donations and standards of generosity in giving. The interview is concluded by a series of questions about personal characteristics and beliefs in being a good Jew. Appendix A. includes a copy of the actual questionnaire.

III FINDINGS

A. Introduction

In line with the principal objectives of the study to explore differences among different types of givers, the main analysis follows the sampling scheme and compares responses by size of donor groups. A number of alternate schemes of analysis were contemplated by types of beliefs, experiences, personal characteristics, etc. Limitations of time and funds prohibited these approaches at this time, but the main currents and cross pressures are fully evident from the data presented below.

The meaning of "total" responses should be clearly understood to avoid any misinterpretation of the data. The total sample represents a cross-section of givers in relation to the relative amounts of their contributions. In this scheme the fewer persons with large donations have a greater effect on the "total response" than the many smaller donors. It does not represent a cross-section of all 30,000 givers, nor does it reflect the non-givers to UJA fund drives. The percentages for "total" can not be multiplied by 30,000 to estimate the total number of givers reporting a given answer. To approximate such an estimate of total givers, the reader may take the answers for the "under \$100 group," which represents 85% of all donors and use it as a rough approximation of all donors. The "total" used in this report represents a cross-section of donors as a reflection of their relative importance to the total amount collected.

B. Profiles of Personal Characteristics of Donor Groups

1. Reported Income

Compared to a recent report that the median income of all U.S. families including farm and non-farm is only \$5600, the income levels reported by UJA donors are substantially above the national average. Since non-donors and very small donors, of less than \$10 each, are excluded from the NORC sample, the overall median income of Jewish families in Essex County cannot be ascertained, and valid comparisons with U.S. averages which include all groups are not possible.

The total median income reported by the entire sample of donors amounted to \$26,700, with the larger donors reporting more income, as expected. Since the top donor group reported over 2/3 with incomes of \$50,000 or more, it is not possible to ascertain exactly the median income level for this group. Clearly, however, it is over \$50,000. Using the answers of the smallest donors as a rough guide, it can be estimated that about 200 Jewish families in Essex County have incomes in excess of \$50,000.

Since income is undoubtedly one of the most important factors in charitable giving, the substantial median income levels reported by all sizes of donor groups clearly offers favorable expectations for charitable giving in the Jewish population of Essex County. Even the smallest donor group, giving less than \$100 to the UJA, reports a median income level of almost \$13,000. Clearly this is well above average and offers favorable prospects for charitable drives. Almost 10% of the smallest donor group reported incomes in excess of \$30,000, while almost 1/4 had incomes of \$20,000 or more. Likewise, the group contributing \$100-\$499 to UJA reports a

median income of \$20,000, with almost one-fifth earning over \$30,000. Table 3 summarizes the reported income levels.

It should be noted that about one-fourth of all persons interviewed refused to report their income. In general this is not too different from most household surveys of this type. The percentages shown in Table 3 are based on the 400 persons who did report their income; those who failed to report income are shown separately as a percent of all respondents in each category.

TABLE 3
REPORTED FAMILY INCOME BY SIZE OF DONOR GROUP
1960

Cumulative Reported Income	Size of UJA Donation					
	Total	\$2500+	\$1000-2499	\$500-999	\$100-499	Under \$100
Don't know as percent of all respondents . . .	24%	16%	27%	24%	30%	18%
(Number Respondents) . .	(400)	(59)	(74)	(69)	(106)	(92)
Less than \$7000.	6.2%	1.7%	1.3%	1.4%	1.0%	22.8%
Less than \$10,000.	11.5	1.7	1.3	2.8	8.5	35.8
Less than \$14,000.	22.5	3.4	4.0	11.6	24.5	55.4
Less than \$20,000.	37.0	3.4	9.4	23.0	49.1	77.1
Less than \$30,000.	56.3	11.9	32.4	63.6	83.0	91.2
Less than \$40,000.	74.3	23.8	58.1	81.1	89.6	96.7
Less than \$50,000.	81.5	32.3	70.3	91.3	95.3	98.9
\$50,000 or more.	18.5%	67.7%	29.7%	8.7%	4.7%	1.1%
Median	\$26700	\$50000+	\$36900	\$26700	\$20000	\$12900

2. Feelings of Economic Security

In addition to the objective amounts of reported income, an extremely important consideration is the reported feeling of security or insecurity with respect to expected future income flows. Presumably, a person who expects a sharp drop in income will generally be less generous than a person who feels secure about future earning levels. A series of questions was asked about this general topic before and after current income was recorded.

In general less than half of all respondents feel there is even a moderate chance that they will experience a "substantial drop in income during the next five years or so." Somewhat more of the larger donors feel there is such a moderate chance, while almost half of the smaller donors feel there is "hardly any chance at all" this could happen. Table 4 summarizes these answers.

TABLE 4

REPORTED CHANCE OF SUBSTANTIAL DROP IN INCOME
DURING NEXT FIVE YEARS

<u>Reported Chance</u>	<u>Total</u>	<u>\$2500+</u>	<u>\$1000-2499</u>	<u>\$500-999</u>	<u>\$100-499</u>	<u>Under \$100</u>
(Number Respondents) . .	(527)	(70)	(102)	(91)	(152)	(112)
Great.	1.4%	15.7%	12.7%	14.3%	9.2%	8.0%
Moderate	35.7	47.1	40.2	33.0	30.9	33.0
Hardly any	40.1	28.6	37.3	35.2	45.4	49.2
Don't know	11.8	8.6	9.8	17.5	14.5	9.8

Another reflection of feelings of economic security or insecurity is answered by the next question of how much the person "worries about this (drop in income) happening. Half of all respondents say they don't worry at all; only 9% worry a great deal. There are no significant differences by size of donor group, although the smallest donor group more often tends to worry about this. Table 5 summarizes this question.

TABLE 5

EXTENT OF WORRY ABOUT SUBSTANTIAL DROP IN INCOME

<u>Extent of Worry</u>	<u>Total</u>	<u>\$2500+</u>	<u>\$1000-2499</u>	<u>\$500-999</u>	<u>\$100-499</u>	<u>Under \$100</u>
(Number Respondents) . .	(527)	(70)	(102)	(91)	(152)	(112)
Great deal	8.7%	4.3%	4.9%	8.8%	7.9%	16.1%
Moderate	18.2	22.9	17.6	19.8	15.8	17.8
A little	22.4	20.0	17.6	23.1	26.3	22.3
Not at all	50.1	51.4	59.9	47.3	49.3	43.8
Don't know6	1.4	-	1.1	.7	-

Also bearing on the question of feelings of economic security is the actual reported past history of income fluctuations. When asked, "During the past five years has your family income changed very much from year to year?" less than 1/3 answered "Yes". Significantly, only 17% of the top giving group gave this answer, while 1/3 or more of the smaller givers reported such experiences.

Respondents were also asked whether they had personally been through a time of real hardship, or whether they had ever been "much better off than now." Almost 70% said they had known real hardship in the past, and correspondingly only 17% said they had been much better off.

Fewer small givers report past hardship, but more of them say they have been better off. Table 6 summarizes these questions.

TABLE 6

REPORTS OF PAST ECONOMIC HARDSHIPS
AND IMPROVED LIVING CONDITIONS

Reports of Past Hardships	Total	\$2500+	\$1000-2499	\$500-999	\$100-499	Under \$100
(Number Respondents) . . .	(527)	(70)	(102)	(91)	(152)	(112)
Has known hardship	58.8%	72.9%	57.8%	57.1%	63.8%	45.5%
Qualified yes.	11.0	7.1	9.8	12.1	9.2	16.1
Always comfortably off . . .	30.2	20.0	32.4	30.8	27.0	38.4
<u>Reports Being Much Better Off in Past</u>						
Yes.	14.0%	10.0%	10.8%	9.9%	14.5%	22.3%
Qualified yes.	3.0	1.4	1.0	4.4	3.3	4.5
No	82.4	88.6	88.2	85.7	81.5	71.4
Don't know6	-	-	-	.7	1.8

A final question in this series asked for a direct evaluation of the respondent's feelings of relative adequacy of current income to meet all family needs was, "With prices and taxes so high, can your family meet all its needs very easily on what it earns, moderately easily, or do you have to do some managing to make all ends meet?" Over four out of 10 answered, they manage "very easily," while only one out of five said they require some "managing." About a third of the smallest donors report some "managing" while only 11% of the top donors gave this answer. In general, underlining feelings of economic security, over 80% report "no real managing" is necessary. Table 7 gives these answers.

TABLE 7

AMOUNT OF MANAGING REQUIRED
TO MEET ALL FAMILY NEEDS OUT OF CURRENT INCOME

Family Manages:	Total	\$2500+	\$1000-2499	\$500-999	\$100-499	Under \$100
Number Respondents)	(527)	(70)	(102)	(91)	(152)	(112)
Very easily.	43.1%	61.4%	55.9%	50.6%	37.5%	21.4%
Moderately easy.	37.4	27.1	34.3	38.5	38.8	43.8
Some managing.	18.8	11.5	9.8	8.8	22.4	34.8
Don't know7	-	-	2.1	1.3	-

3. Occupation of Main Earner and Respondent

Related to the relatively high income and feelings of economic security are the findings on occupation of the main earner in each household. Over two-thirds of all contributors reported being in business for themselves, with nine out of 10 top givers compared to only one in four smallest givers so reporting. More than half of all main earners are said to be proprietors or managers, over 10% lawyers, 9% doctors, and 5% accountants. Clerical and sales account for only 5% and lower paying crafts and operative occupations total only 1% overall.

In the top donor group, over 80% are proprietors or managers, 6% accountants, 3% lawyers, 4% other professional and semi-professional, and only 3% are in clerical and sales activities. Contributors of \$500-100 report a concentration of 18% lawyers, 10% doctors, and 8% accountants. The next donor group of \$100-500 reveals a cluster of doctors (18%), lawyers (11%) and other professionals (6%). The smallest donor group has the largest salaried group (55%) and the largest number of other professionals (20%). Likewise, the under \$100 donors have 10% of their main earners in clerical and sales and 5% in crafts and operative occupations. These findings are presented in Table 8 below.

TABLE 8

OCCUPATION OF MAIN EARNER

Occupation	Total	\$2500+	\$1000-2499	\$500-999	\$100-499	Under \$100
(Number Respondents) . . .	(527)	(70)	(102)	(91)	(152)	(112)
Self-employed	67.2%	90.0%	78.4%	75.8%	64.5%	39.3%
Employed by others . . .	26.9	8.6	17.6	15.4	28.2	54.5
Don't know	5.9	1.4	4.0	8.8	7.3	6.2
Proprietors & managers .	55.0%	82.9%	68.6%	45.0%	49.3%	41.1%
Lawyers	10.6	2.9	12.7	17.6	10.5	8.0
Doctors	8.7	-	4.9	9.9	18.4	3.6
Accountants	4.9	5.7	2.9	7.7	3.3	6.2
Other professional and semi-professional . . .	8.3	4.3	3.9	6.6	5.9	19.7
Clerical and sales . . .	4.9	2.9	2.0	3.3	5.3	9.8
Crafts & operatives . . .	1.0	-	1.0	-	1.0	5.4

Of interest in interpreting personal attitudes and experiences discussed in subsequent sections of this report is the respondent's own occupational status. Over eight out of 10 respondents were the main earners themselves with 99% so reporting in the top donor group as compared to only 65% in the smallest donor group. This difference is largely due to the fact that 41% of the smallest donor group are women and 22% are housewives. Table 9 shows the sex and occupational status of the respondent himself.

TABLE 9

SEX AND OCCUPATION OF RESPONDENT

Sex	Total	\$2500+	\$1000-2499	\$500-999	\$100-499	Under \$100
(Number Respondents) . . .	(527)	(70)	(102)	(91)	(152)	(112)
Male	81.0%	98.6%	94.1%	78.0%	82.2%	58.9%
Female	19.0	1.4	5.9	22.0	17.8	41.1
<u>Occupation</u>						
Main earner.	80.8%	98.6%	94.1%	73.6%	79.0%	65.1%
Not main earner.	13.7	-	1.0	17.6	15.1	28.6
All retired.	5.5	1.4	3.9	8.8	5.9	6.3
<u>If Not Main Earner:</u>						
Works full time.	1.3%	-	- %	- %	2.0%	3.6%
Works part time.	1.0	-	-	1.1	.7	2.7
Student.2	-	-	1.1	-	-
Housewife.	11.2	-	1.0	15.4	12.5	22.3

4. Age

Only adults 21 years and over were interviewed in this study so that the median age discussed below should not be confused with the median age of the total population. In contrast to the overall median age in New Jersey for all adults 21 years and over, which is about 43 years, the median age for all respondents was 51.9 years. The top four donor groups report median ages of over 50 years, while the smallest donor group reports a median age of 44.6 years. Since this latter group may be taken to be typical of all 30,000 UJA donors, the overall median age for all donors is close to the overall state average. But the overall median age of all donors considered in relation to their amounts of contributions to UJA (the NORC survey total) is about 8 years older than the general population average. The clear implication of this finding is that the younger generation most prevalent in the smaller donor classes will become increasingly important in the years to come, and unless their attitudes and patterns of giving change, the future of UJA giving could be seriously affected. Table 10 presents the age distributions by donor group.

TABLE 10
RESPONDENT'S AGE

<u>Cumulative Percent</u>	Total	\$2500+	\$1000-2499	\$500-999	\$100-499	Under \$100
(Number Respondents) . . .	(527)	(70)	(102)	(91)	(152)	(112)
Under 35	7.6%	2.9%	1.0%	1.1%	7.3%	22.5%
Under 40	17.2	11.5	6.0	12.0	16.7	36.0
Under 45	28.7	25.8	15.9	19.7	27.4	51.3
Under 50	44.1	37.2	36.7	31.8	44.8	63.9
Under 55	59.5	57.2	52.5	47.2	62.2	72.9
Under 60	73.9	72.9	66.4	67.0	75.6	83.7
Under 65	87.3	87.2	82.2	85.7	88.4	90.9
65 and over.	12.7%	12.8%	17.8%	14.3%	11.6%	9.1%
Median age	51.9	53.2	54.2	55.7	51.5	44.6

5. Place of Residence

About 85% of all UJA money is raised in the suburbs and consequently 85% of all NORC respondents live in the suburbs. As expected, about 93% of the top givers live in the suburbs in comparison to only roughly 80% of the two smaller donor groups.

A special analysis of personal characteristics of suburban and Newark respondents also reveals the following differences:

- a) Newark residents are older
- b) Newark residents report lower incomes
- c) Overall temple membership is the same but Newark residents are more often Orthodox or Conservative while suburbanites are more often Reformed.
- d) Newark residents have less education
- e) Newark residents are more often foreign born
- f) About one-third of the Newark residents compared to one-fifth of the suburbanites do not regard their residence as permanent. In other words, the trek to the suburbs is still not over.

Table 11 indicates the place of residence of all respondents.

TABLE 11

RESPONDENT'S PLACE OF RESIDENCE

<u>Place of Residence</u>	Total	\$2500+	\$1000-2499	\$500-999	\$100-499	Under \$100
(Number Respondents) . . .	(527)	(70)	(102)	(91)	(152)	(112)
Suburbs.	84.8%	92.9%	89.2%	87.9%	78.3%	82.1%
Newark	15.2	7.1	10.8	12.1	21.7	17.9

6. Place of Birth

About one-fourth of all donors are foreign born, one half are first generation U.S. born and about 10% are 1½ generation U.S. born (one parent born in U.S.), and the rest are second generation or more U.S. born. The top donor group reports the largest number foreign born (36%), which is double the percent foreign born in the smallest donor group. Since in terms of numbers of donors the smallest donor group represents 85% of all UJA contributors, it is quite clear that the U.S. born contributors are more often found in the smallest donor group. In terms of the future continuity of UJA this reinforces the problems raised in the discussion of age where this same group was found to be predominantly younger.

An analysis of origin of birth of respondent's parents reveals that about two-thirds come from Eastern and Central Europe. Data are presented in Table 12 only for parents but the pattern is similar for grandparents.

TABLE 12

RESPONDENT'S AND PARENT'S BIRTHPLACE

<u>Respondent's Birthplace</u>	Total	\$2500+	\$1000-2499	\$500-999	\$100-499	Under \$100
(Number Respondents) . . .	(527)	(70)	(102)	(91)	(152)	(112)
Foreign born	26%	36%	20%	33%	25%	18%
First Generation U.S. . . .	51	46	55	48	47	58
1½ Generation U.S.	9	9	8	8	11	10
2nd Generation U.S.	8	7	10	7	7	7
2½ Generation U.S.	2	1	3	1	3	2
3rd + Generation U.S. . . .	2	-	3	3	4	2
Don't know	2	1	1	-	3	3
<u>Father's Birthplace</u>						
United States.	15%	13%	17%	13%	17%	13%
Germany.	21	19	22	24	22	16
Eastern & Central Europe	62	68	58	62	59	68
All other.	2	-	3	1	1	3
Don't know	-	-	-	-	1	-
<u>Mother's Birthplace</u>						
United States.	20%	16%	21%	19%	24%	19%
Germany.	18	17	22	22	18	13
Eastern & Central Europe	60	67	54	58	57	65
All other.	2	-	3	1	-	3
Don't know	-	-	-	-	1	-

7. Marital Status and Number Young Children

Only 3% of all respondents are single, about 1% divorced and 4% widowed; the remaining 92% are married. As expected, slightly more small donors are single (8%) but 86% are married.

Reflecting the age distributions previously discussed, over 40% of all respondents report no young children under 18 years of age. The smallest donor group, of course, reports only one-third without small children. The top donor group, however, more often reports a larger family of three or more younger children, while the younger smallest donor group more often reports only two younger children. Table 13 presents these findings.

TABLE 13

MARITAL STATUS AND NUMBER OF YOUNG CHILDREN

<u>Marital Status</u>	Total	\$2500+	\$1000-2499	\$500-999	\$100-499	Under \$100
(Number Respondents) . . .	(527)	(70)	(102)	(91)	(152)	(112)
Single	3.4%	1.4%	2.0%	1.1%	3.3%	8.0%
Married	91.6	98.6	93.1	93.4	90.1	85.7
Divorced8	-	1.0	-	.7	1.8
Widowed	4.2	-	3.9	5.5	5.9	3.6
<u>Number Children</u>						
<u>Under 18 Years Old</u>						
None	42.4%	41.4%	48.0%	52.2%	39.3%	34.2%
One	15.7	17.1	12.7	14.4	20.7	11.7
Two	24.7	17.1	18.6	21.1	27.3	34.2
Three or more	17.2	24.4	20.7	12.3	12.7	19.9

8. Education

In striking contrast with the 1950 average educational level of all white residents in New Jersey, which is reported at nine years of schooling, the total average schooling for UJA donors is 4 years of college or 16 years of schooling. This high educational achievement follows the traditional Jewish emphasis on learning. Over 60% of all respondents have graduated from college with 31% taking post-graduate college work. The smallest donor group reports a concentration of high school graduates while the donors of \$100-500 have the highest educational levels, with over three-quarters graduating from college and one-third having postgraduate education. This high education group also reported a concentration of doctors, lawyers, accountants and other professional occupations which lends validity to the reports of educational levels. Table 14 presents a summary of these educational characteristics.

TABLE 14

EDUCATIONAL LEVELS OF RESPONDENTS

Highest Grade Completed	Total	\$2500+	\$1000-2499	\$500-999	\$100-499	Under \$100
(Number Respondents) . .	(527)	(70)	(102)	(91)	(152)	(112)
No formal education. . .	3.6%	4.3%	5.9%	4.4%	2.6%	1.8%
Some grammar school. . .	3.8	7.1	2.9	1.1	4.6	3.6
Graduated.	3.8	4.3	4.9	6.6	2.0	2.7
Some high school	5.7	14.3	5.9	2.2	3.3	6.2
Graduated high school. .	12.5	4.3	11.8	13.2	9.2	22.3
Some college	14.8	10.0	12.7	16.5	17.8	14.3
Graduated college. . . .	25.2	32.9	26.5	20.9	25.0	22.3
Post Graduate college. .	30.6	22.9	29.4	35.2	34.9	26.8

9. Attachment to Area

Most donors reveal a strong attachment to their residential communities. Most of them work, visit their friends, shop, and spend their leisure hours within the Essex County area. All but one quarter have lived at their present address for the past five years. About 44% have lived at their present address 10 or more years. The top donors more often have lived at their present address 10 or more years, but they also spend more time in New York City away from Essex County, at business, dining out and shopping.

Only 7% regard their community as part of Greater New York, but likewise only 42% consider it as part of Greater Newark; almost half consider their place of residence (mostly suburban) as independent areas. This lack of identity with the central city of Newark is further revealed in connection with hostility to central fund raising discussed in a later section.

A series of answers reflecting feelings of attachment to their home communities is presented in Table 15.

TABLE 15

SUMMARY OF ANSWERS REFLECTING ATTACHMENT TO RESIDENTIAL COMMUNITY

<u>Place of Business*</u>	Total	\$2500+	\$1000-2499	\$500-999	\$100-499	Under \$100
(Number Respondents) . . .	(527)	(70)	(102)	(91)	(152)	(112)
Newark	53.1%	47.1%	56.9%	53.9%	57.2%	47.3%
Other Essex County . . .	17.6	15.7	18.6	19.8	17.1	17.0
Other New Jersey	17.3	25.7	17.6	12.1	15.1	18.7
New York	9.7	20.0	6.9	9.9	7.2	8.9
All other.	2.3	7.1	1.0	1.1	2.0	1.8
Don't know	7.2	1.4	4.9	8.8	7.9	10.7
<u>Length of Residence at Present Address</u>						
- 5 years.	24.9%	12.9%	21.5%	19.8%	25.6%	38.4%
5-9 years.	31.7	35.7	31.4	27.5	29.6	35.7
10 + years	43.4	51.4	47.1	52.7	44.8	25.9
<u>If Less Than 5 Years at Present Home, Former Residence:</u>						
All Newark	6.5%	1.4%	2.9%	5.5%	5.9%	14.3%
All Other Essex County .	13.5	10.0	15.7	13.2	13.8	13.4
Part Newark.4	-	-	-	.7	.9
Part Essex8	-	-	-	2.0	.9
All New York City.4	-	1.0	-	.7	-
Part New York City . . .	-	-	-	-	-	-
All Other Jersey	3.0	1.4	2.0	1.1	2.6	7.1
Part Other Jersey. . . .	-	-	-	-	-	2.7
All Other.8	-	-	-	1.3	1.8
<u>Regard Present Home As Permanent</u>						
Yes.	78.0%	82.9%	83.3%	85.7%	71.1%	73.2%
Qualified Yes.	6.8	2.9	5.9	3.3	10.5	8.0
No	15.2	14.3	10.8	11.0	18.4	18.8
<u>Regard Present Community As Part of:</u>						
Greater New York	6.6%	7.1%	7.8%	4.4%	6.6%	7.1%
Greater Newark	42.5	50.0	45.1	41.8	40.1	39.3
Independent.	47.6	41.4	41.2	48.4	51.3	51.8
Don't know3	1.5	5.9	5.4	2.0	1.8

* More than one answer possible.

TABLE 15 CONTINUED

Where Usually Goes Out to Eat*	Total	\$2500+	\$1000-2499	\$500-999	\$100-499	Under\$100
Does not go out.	5.7%	4.3%	2.9%	9.9%	3.9%	8.0%
Around home.	42.7	40.0	45.1	37.4	49.3	37.5
Newark	9.3	4.3	9.8	4.4	11.2	13.4
Other Essex.	<u>7.6</u>	<u>7.1</u>	<u>4.9</u>	<u>9.9</u>	<u>10.5</u>	<u>4.5</u>
Total Essex.	59.6%	51.4%	59.8%	51.7%	71.0%	55.4%
New York City.	37.2	40.0	37.3	41.8	32.2	38.4
Other Jersey	7.8	7.1	8.8	2.2	5.9	14.3
All other.	2.3	2.9	2.9	2.2	2.0	1.8
Don't know	3.4	4.3	2.0	4.4	3.9	2.7
<u>Usually Shop for Clothes & Housewares*</u>						
Around home.	54.3%	44.3%	52.0%	53.9%	65.1%	48.2%
Newark	18.2	11.4	16.7	16.5	15.1	29.5
Other Essex.	<u>9.1</u>	<u>2.9</u>	<u>9.8</u>	<u>11.0</u>	<u>7.2</u>	<u>13.4</u>
Total Essex.	81.6%	58.6%	78.5%	81.4%	87.4%	91.1%
New York City.	24.5	40.0	29.4	30.8	15.8	17.0
Other Jersey	3.6	2.9	4.9	3.3	3.9	2.7
All other.	1.1	1.4	1.0	-	1.3	1.8
Don't know	3.8	7.2	4.0	4.4	2.6	2.7
<u>Close Friends Live:*</u>						
Around home.	66.6%	72.9%	70.6%	67.0%	65.1%	60.7%
Newark	6.5	5.7	3.9	4.4	7.2	9.8
Other Essex.	<u>12.0</u>	<u>8.6</u>	<u>12.7</u>	<u>8.8</u>	<u>13.8</u>	<u>13.4</u>
Total Essex.	85.1%	87.2%	87.2%	80.2%	86.1%	83.9%
New York City.	10.2	8.6	8.8	9.9	8.6	15.2
Other Jersey	6.6	5.7	4.9	6.6	5.3	10.7
All other.	3.2	4.3	5.9	1.1	2.6	2.7
Don't know	4.7	4.3	2.0	7.7	5.3	4.5

* More than one answer possible.

10. Religious Involvement

Almost three-fourths of all respondents had Hebrew school training as children, but the smaller donor groups report less such training and less temple membership and activity at the present time. As will be discussed subsequently, the smaller donors are generally less oriented toward Jewish groups and practices.

Overall, only 8% say they are non-religious, but 19% do not belong to any temple. There are only small differences in non-religious identification, when people are merely asked to identify whether they are orthodox, conservative, reform or non-religious. When they are asked to name the temple they belong to, only 6% of the top givers reveal they are non-members, while 26% of the \$100-500 donors and 36% of the smallest donors report no temple membership.

About 7% belong to Orthodox temples, 43% to Conservative and 31% to Reform groups. The patterns of membership are similar in all donor groups.

Membership differences tend to blur, however, when actual religious practices are evaluated. Most people only attend religious services during the High Holy Holidays, and a majority are either not members or belong to no committee or other temple activity. The top giver group more often supplies the leadership in the temple, but only 29% of them are officers or chairmen of any committee. Men's Club and Sisterhood membership are the most common forms of temple activity among the smaller donor groups, with 42% of them reporting such membership. Table 16 presents these findings.

TABLE 16
RELIGIOUS INVOLVEMENT

	Total	\$2500+	\$1000-2499	\$500-999	\$100-499	Under \$100
<u>Attended Hebrew School as a Child</u>						
(Number Respondents) . . .	(527)	(70)	(102)	(91)	(152)	(112)
Yes.	73%	83%	69%	77%	74%	68%
No	27	17	31	23	26	31
<u>Religious Identification</u>						
Orthodox	9.6%	7.1%	10.9%	10.0%	11.9%	6.4%
Conservative	45.6	50.0	44.6	50.0	38.4	50.0
Reform	35.6	35.8	36.6	36.7	37.1	31.8
Non-religious.	7.7	7.1	7.9	3.3	9.9	8.2
Other and Don't know . . .	1.5	-	-	-	2.7	3.6
<u>Temple Membership</u>						
Orthodox	6.8%	2.9%	7.8%	5.5%	7.2%	8.9%
Conservative	43.6	48.6	48.0	53.9	37.5	35.7
Reform	30.6	40.0	36.3	33.0	28.3	19.7
Not member	19.0	5.7	8.9	7.6	25.7	35.7
Don't know	-	2.8	-	-	1.3	-
<u>Attend Temple Service:</u>						
Mostly weekdays.	1.5%	2.9%	2.2%	1.3%	.9%	1.5%
Mostly Fridays	13.1	10.0	11.8	18.7	12.5	12.5
Mostly Saturdays	4.9	1.4	4.9	7.7	4.6	5.4
Mostly High Holy Days. . .	74.0	84.0	84.0	86.0	68.0	56.0
Most holidays.	22.0	24.0	21.0	24.0	20.0	22.0
<u>Other participation in Temple Work*</u>						
Not member	19.0%	5.7%	8.8%	8.8%	25.7%	35.7%
No other	<u>31.5</u>	<u>40.0</u>	<u>42.2</u>	<u>36.3</u>	<u>28.3</u>	<u>17.0</u>
Total none.	<u>50.5%</u>	<u>45.7%</u>	<u>51.0%</u>	<u>45.1%</u>	<u>54.0%</u>	<u>52.7%</u>

*All responses free answers.

TABLE 16 CONTINUED

Other Participation in Temple Work *	Total	\$2500+	\$1000-2499	\$500-999	\$100-499	Under \$100
Officer.	16.1%	25.7%	20.6%	18.7%	11.8%	9.8%
Chairman committee . . .	1.7	2.9	1.2	2.2	2.0	.9
Men's Club	16.1	10.0	15.7	13.2	21.7	15.2
Sisterhood	20.1	14.3	16.7	20.9	19.7	26.8
Attend meeting	13.5	21.4	10.8	17.6	10.5	11.6
Fund raising	3.2	2.9	4.9	3.3	2.0	3.6
Socials.	6.6	7.1	6.9	9.9	4.6	6.3
Youth group.	3.8	5.7	2.9	-	2.0	8.9

* All responses free answers.

11. Selected Standards of Judaism

As indicated previously the smaller donor groups appear to be less oriented to traditional Jewish values. When asked what a good Jew must do or must not do, they less often feel they must contribute to charity, support Israel, belong to a temple or have a basic knowledge of Judaism. On other value questions listed in Table 17, there are no significant differences.

TABLE 17

REPORTED VALUES A GOOD JEW MUST HAVE

Values Must Have	Total	\$2500+	\$1000-2499	\$500-999	\$100-499	Under \$100
(Number Respondents) . .	(527)	(70)	(102)	(91)	(152)	(112)
Contribute to charity. .	60%	77%	75%	65%	51%	44%
Support Israel	51	59	63	56	45	41
Belong to temple	56	67	58	68	49	49
Know fundamentals of Judaism.	57	67	58	66	47	58
Accept being a Jew . . .	88	89	91	88	84	91
Provide Jewish education for children	60	66	61	69	51	61
Attend temple on holidays	47	46	53	54	41	46
Observe dietary laws . .	4	3	3	4	3	8
Gain respect of Christians	64	56	69	74	62	61
Help underprivileged . .	69	70	72	80	64	62
Marry within faith . . .	46	41	38	50	51	47

12. Membership in Local Organizations

Only one out of 10 donors do not belong to any organization. Generally, all donor groups are "joiners," with the top donors belonging to more different organizations. About half of all respondents belong to only three or fewer organizations, but half of the top group belong to five or fewer groups. In contrast, a majority of the smallest givers belong to only two or fewer groups.

Only 18% of all persons interviewed said they did not belong to any Jewish organization, but more than half of these people said they were not members of any non-Jewish group. Of course, the question asked was non-directive, it merely asked for a listing of all groups or organizations in which the respondent was a member. Temple membership leads the list of Jewish organizations while Jewish social and fraternal groups are second in importance with about one-third reporting such membership. About a fifth of all donors report membership in Israeli, Jewish welfare and youth organizations.

As expected, only one out of 10 top donors do not belong to a Jewish sponsored group, while twice as many small donors report no membership in any Jewish group. The non-Jewish organizations to which the donors belong are the PTA, health and civic groups. Only the PTA's and social clubs have as many as 10% belonging. Table 18 summarizes these data.

TABLE 18

GROUPS IN WHICH MEMBERSHIP IS REPORTED

<u>Cumulative Number of All Groups</u>	Total	\$2500+	\$1000-2499	\$500-999	\$100-499	Under \$100
(Number Respondents) . . .	(527)	(70)	(102)	(91)	(152)	(112)
None	10.6%	4.3%	5.9%	8.8%	17.1%	11.6%
One or less.	22.0	11.4	14.7	14.3	33.6	25.9
Two or less.	39.3	20.1	31.4	28.6	48.7	54.5
Three or less.	55.1	31.5	52.0	45.1	63.8	68.8
Four or less	69.3	47.2	69.6	60.5	75.6	81.3
Five or less	79.7	62.9	78.4	75.9	82.8	91.2
6 or more.	20.3%	37.1%	21.6%	24.1%	91.4%	8.8%
<u>Belong to Jewish Groups</u>						
None	18%	10%	10%	12%	28%	21%
Community relations. . .	10	18	17	11	7	2
Israel	21	13	17	31	19	24
Welfare.	20	36	23	22	13	16
Youth.	18	37	25	20	11	10
Aged	7	19	8	8	3	4
Religious education. . .	7	20	8	8	2	3
Social	32	39	37	34	28	25
Temple	81	94	91	91	74	64
Health	11	20	9	10	11	11

TABLE 18 CONTINUED

Belong to <u>Non-Jewish Group</u>	Total	\$2500+	\$1000-2499	\$500-999	\$100-499	Under \$100
None	52%	40%	55%	46%	59%	54%
Social	26	40	29	23	20	17
PTA.	11	13	6	11	9	15
Health	8	6	2	14	7	9
Civic.	7	9	8	9	7	6
Youth.	6	7	4	4	5	8
Welfare.	5	3	6	7	9	-

C. Patterns of Giving

1. Introduction

This section will focus attention on different standards and levels of actual giving. It will compare motivational differences and general conceptions of prevailing behavior by others with personal reports of charitable giving.

2. Standards of Giving

All donor groups feel that their standards of giving generously are twice as great as their friends', business associates' and neighbors'. In answer to a series of probes on what each respondent himself considered very generous giving, the median percent of income considered very generous giving was 7.2%. Half the top givers however felt that 11.5% of income was very generous giving, while the smallest donor group felt less than 5% was very generous. In general the three top giving groups (over \$500 or more) feel 8% of income or more is very generous, while the two smaller donor groups feel 5-6% is very generous.

When asked what percent of income do you think most of your friends, business associates and neighbors contribute, each group felt its own standards of generosity were twice as high as those of others. Table 19 presents these data.

TABLE 19

STANDARDS OF GENEROSITY IN GIVING

Self:

<u>Percent Very Generous</u>	Total	\$2500+	\$1000-2499	\$500-999	\$100-499	Under \$100
(Number Respondents)	(527)	(70)	(102)	(91)	(152)	(112)
Over 1%.	2%	-%	2%	-%	4%	5%
Over 5	30	7	24	18	37	52
Over 10.	76	43	67	71	87	93
Over 12.	79	54	70	72	89	94
Over 14.	80	57	73	73	89	94
Over 16.	88	68	84	87	93	96
Over 18.	89	72	86	88	93	96
Over 20.	95	92	95	92	94	98
21% and over	96	98	96	94	94	98
Don't know	4	2	4	6	6	2
Median	7.2%	11.5%	8.0%	8.0%	6.3%	4.8%

TABLE 19 CONTINUED

Friends: Income Contributed	Total	\$2500+	\$1000-2499	\$500-999	\$100-499	Under \$100
Under 1%	3.6%	3.7%	4.6%	3.4%	4.8%	1.5%
Under 2%	16.4	5.5	13.8	8.5	21.7	29.2
Under 3%	35.7	18.2	27.7	32.2	42.2	53.8
Under 4%	47.0	30.9	38.5	44.1	53.0	64.6
Under 5%	56.2	38.2	47.7	61.0	61.5	69.2
Under 6%	83.1	69.1	72.3	84.7	92.8	92.3
Under 8%	92.0	89.1	84.6	93.2	96.4	95.4
Under 10%	94.8	89.1	90.8	96.6	98.8	96.9
Under 15%	100.0	100.0	100.0	100.0	100.0	100.0
Median	4.3%	5.4%	5.1%	4.3%	3.7%	2.8%
Business Associates: Income Contributed						
Under 1%	3.2%	-%	1.5%	7.3%	5.0%	1.5%
Under 2%	15.3	6.2	20.0	12.8	10.0	25.4
Under 3%	33.1	14.5	33.5	32.8	31.2	43.3
Under 4%	42.3	33.3	47.7	36.5	37.5	53.7
Under 5%	51.8	45.8	56.9	49.2	46.3	59.7
Under 6%	79.1	62.5	76.9	78.2	86.3	85.1
Under 8%	88.3	85.4	84.6	85.5	92.5	91.1
Under 10%	91.2	89.6	89.2	87.3	95.0	92.6
Under 15%	100.0	100.0	100.0	100.0	100.0	100.0
Median	4.8%	5.3%	4.3%	5.0%	5.1%	3.6%
Neighbors: Income Contributed						
Under 1%	13.1%	15.8%	11.1%	8.7%	16.2%	13.0%
Under 2%	38.1	29.0	33.3	32.6	42.7	48.2
Under 3%	60.0	44.8	48.1	63.0	70.6	66.7
Under 4%	68.5	60.6	51.8	69.5	82.4	72.3
Under 5%	74.7	71.1	62.9	78.2	83.9	74.2
Under 6%	91.6	81.6	85.1	95.6	95.6	96.4
Under 8%	95.8	86.9	94.4	97.8	98.5	98.2
Under 10%	96.9	89.5	96.3	100.0	98.5	98.2
Under 15%	100.0	100.0	100.0	100.0	100.0	100.0
Median	2.5%	3.3%	3.5%	2.6%	2.3%	2.1%

The feeling that others are less generous than themselves is further revealed by a series of attitude questions. When asked, "In general do you consider people in your community very generous, moderately generous, or not so generous in their contributions?" only 12% felt others were very generous, and almost half felt they were not so generous or did not know the answer. The smallest donor group is most satisfied with their communities; 16% feel they are very generous, and 52% moderately generous. Table 20 presents these data.

TABLE 20

RESPONDENT'S APPRAISAL OF COMMUNITY'S GENEROSITY

Consider People:	Total	\$2500+	\$1000-2499	\$500-999	\$100-499	Under \$100
(Number Respondents) . .	(527)	(70)	(102)	(91)	(152)	(112)
Very generous.	12%	10%	14%	9%	12%	16%
Moderately generous. . .	41	30	39	45	36	52
Not generous	35	53	39	34	36	17
Don't know	12	7	8	12	16	15

When asked why people weren't more generous, 42% felt people were generally selfish, 21% felt they can't afford more, 19% felt they don't realize the need, and 7% felt that people live above their means. Almost half the lowest donor group felt people couldn't afford more, one-third said people were selfish and only 11% felt people weren't aware of needs.

Early in the interview, each person was asked, "What about most of your friends today -- do they generally feel that giving to charity is very important, moderately important, a little important, or hardly important at all?" About 40% of all people felt their friends considered charity very important, another 43% said moderately important and only 12 percent said their friends felt it was only a little or not important. The remainder didn't know or wouldn't say how their friends felt. This reported high regard for charity was about the same in all donor groups and indicates that the socially accepted perceived standard of giving is moderately or very important to most people.

Two parallel questions were asked about the respondent's own views. The first dealt with early child influences. When asked, "As far as you can remember, were you taught as a child to feel that giving to charity was very important, moderately important, a little important or hardly important at all?" about two-thirds answered, "Very important." The top givers, however, more often reported this influence, with 73% of them compared to 60% of the smallest donor group giving this answer.

Toward the very end of the lengthy interview, two indirect questions were asked about the importance of social prestige and respect by the Jewish community and the relative importance of charitable giving to such respect. The answers reinforce earlier findings that the bigger givers more often seek public respect and prestige and more often recognize that giving generously helps achieve these goals.

Almost half of the smaller donor groups feel that getting great respect from members of the Jewish community is very important, and a comparable number feel that "contributing substantially to Jewish philanthropies" is very important to achieve this respect. This verbal awareness should offer a lever for increasing the size of contributions from this group.

3. Total Levels of Actual Giving

In contrast to the verbal standards of giving discussed above, actual reported patterns of giving during the past year will be presented below. In general, there is reason to believe that the reported levels of giving may be somewhat overstated especially by the smaller donor groups. The patterns of preferences however indicated by these reports are most revealing and generally believed to be valid. As the questionnaire in Appendix A indicates, the amounts of contributions were asked for each individual charity toward the latter part of the interview, after the confidence of the respondent had been maintained by over an hour's conversation. All of the totalling and classification of expenditures were done by NORC in processing the reports. At no time was the respondent aware of the analytical groupings planned by NORC.

In one instance it was possible to compare the validity of respondent reports of UJA contributions with actual records of the JCC. In most instances these respondent reports were verified by JCC records. In only 3% of all responses were amounts reported less than JCC records, and most of these differences were traceable to book-keeping variations in treating firm and individual contributions. In almost 15% of all reports of UJA donations, the amounts exceeded the actual records. Not all of these differences, however, can be interpreted as overstatements, since respondent reports were for total family gifts, while the JCC records were for individual gifts. As will be discussed later in the report, almost half of all households reported gifts by both husband and wife. Consequently, some of the excess of respondent reports may be legitimate differences. As a rough approximation, it may be concluded that 90% of the respondent reports of UJA gifts were found reasonably valid.

Before presenting data on reports of actual total contributions, a few additional limitations in the data must be mentioned. In tabulating the respondent reports, all responses were grouped into class intervals, with \$5000 or more, the top amount recorded. Since 85% of all top givers report donating \$5000 or more, it is impossible to calculate the median or mean average precisely for this group. Likewise, in order to calculate the mean averages for the other donor groups, in which some 42 respondents report giving total gifts of \$5000 or more, an arbitrary total of \$7000 is used. The median is generally considered the best average measure of income and total amounts of gifts. The mean average gives much greater influence to the larger contributions and consequently boosts the overall average figure. The mean is presented because it was possible to calculate the mean total contributions for all donor groups from an independent source of records and thus provide an additional test of validity in reporting.

As seen in Table 21, there is a general tendency for respondent reports of total gifts to exceed the independent estimates, which are considered more valid. It is reasonable to assume, therefore, that this overstatement is a general tendency that affects all levels reported, but does not invalidate the relative distributions shown in Table 21 and subsequent tables.

TABLE 21

REPORTED AVERAGE TOTAL CONTRIBUTIONS
COMPARED TO INDEPENDENT ESTIMATES BASED ON RECORDS

	Total	\$2500+	\$1000-2499	\$500-999	\$100-499	Under \$100
(Number Respondents) . .	(527)	(70)	(102)	(91)	(152)	(112)
Respondent Mean Totals.	-	-	\$4400	\$2800	\$1100	\$ 380
Independent* Mean Totals.	\$190	\$15,500	3800	1560	515	97

* The independent estimates were computed as follows: The mean proportion of reported UJA gifts to total gifts was divided into the total amount of JCC recorded collections for each donor group. This provides an independent estimate of total contributions for all charities. By dividing these totals by the actual total number of UJA donors in each group, the average estimates of total gifts are derived.

Table 22, which is based on respondent reports only, indicates that over one-third of all \$100-500 UJA donors said their total gifts exceeded \$1000. Likewise over one-quarter of the smallest donor group (less than \$100 to UJA) reported total gifts in excess of \$500. Even if these levels are slightly overstated, there is obviously enough margin in these amounts to conclude that substantially greater giving is possible from these groups.

TABLE 22

REPORTED TOTAL CONTRIBUTIONS TO ALL CHARITIES*

	Total	\$2500+	\$1000-2499	\$500-999	\$100-499	Under \$100
(Number Respondents) . .	(464)	(65)	(92)	(76)	(127)	(104)
Under \$50.9%	-%	-%	-%	-%	3.7%
\$50-99	2.7	-	1.0	-	-	10.6
\$100-249	8.6	-	-	-	4.7	32.7
\$250-499	11.4	-	-	-	20.5	26.0
\$500-749	8.6	-	-	2.6*	20.5	11.5
\$750-999	7.3	1.5 *	1.1 *	3.9	18.1	5.8
\$1000-1999	14.0	1.5 *	6.5 *	31.6	20.5	7.7
\$2000-2999	13.6	3.1 *	21.8	36.9	10.2	-
\$3000-3999	7.3	3.1	19.6	9.2	4.7	1.0
\$4000-4999	4.7	6.2	16.3	2.6	-	1.0
\$5000 +	20.9	84.6	33.7	13.2	.8	-
Median	\$1740	\$5000+	\$3995	\$2320	\$809	\$278

* Small amounts may be due to differences in arbitrary divisions in firm and individual gifts.

donor groups indicate that one quarter of their giving goes to miscellaneous Jewish charities, while only 14% of the two smaller donor groups' giving goes to other sectarian groups.

Community Chest or United Appeals groups account for about 6% of all gifts, with only minor differences among the donor groups. Health groups, including Red Cross, Cancer, TB, etc., receive 11% of all gifts, with 15-17% reported by the smaller donors and only 5-6% by the larger ones. Table 24 presents these summary reports of mean average giving while Table 25 presents the individual distributions of giving for each major type of charity.

TABLE 24

MEAN AVERAGE SHARES OF GIVING BY MAJOR TYPE OF CHARITY

Type of Charity	Mean Percent Reported Given to Each Charity					
	Total	\$2500+	\$1000-2499	\$500-999	\$100-499	Under \$100
(Number Respondents) . . .	(426)	(59)	(83)	(71)	(117)	(96)
UJA Essex.	34.6%	43.2%	36.2%	38.4%	32.5%	25.4%
Synagogues	15.1	8.5	11.4	15.4	15.4	21.6
Other Jewish	17.4	24.2	25.1	17.8	13.8	14.1
Total Jewish.	67.1%	75.9%	72.7%	71.6%	61.7%	61.1%
Chest Appeals.	6.4%	4.9%	5.7%	5.1%	7.4%	7.7%
Health	11.2	5.5	6.1	7.6	14.8	17.4
Youth.	3.9	4.3	3.6	4.0	4.3	3.0
Other non-Jewish	11.4	9.4	11.9	11.7	11.8	10.8
Total non-Jewish.	32.9%	24.1%	27.3%	28.4%	38.3%	38.9%
Grand Total.	100%	100%	100%	100%	100%	100%

TABLE 25

REPORTED PERCENT OF TOTAL GIFTS GIVEN TO EACH MAJOR TYPE OF CHARITY

Cumulative Percent Given to UJA	Total	\$2500+	\$1000-2499	\$500-999	\$100-499	Under \$100
(Number Respondents) . . .	(426)	(59)	(83)	(71)	(117)	(96)
- 10%.	7.9%	-	6.0%	1.4%	4.3%	24.0%
- 20%.	20.5	3.4	12.0	8.5	22.2	49.0
- 30%.	40.0	22.0	24.1	28.2	46.1	66.7
- 40%.	56.9	38.9	43.4	56.4	59.8	77.1
- 50%.	75.0	55.8	67.5	69.1	82.0	89.6
- 60%.	87.0	71.3	83.2	86.0	93.1	93.8
60% or more.	13.0%	28.7%	16.8%	14.0%	6.9%	6.2%

TABLE 25 CONTINUED

Cumulative Percent Given to Synagogues	Total	\$2500+	\$1000-2499	\$500-999	\$100-499	Under \$100
None	17.7%	5.4%	6.3%	7.3%	27.0%	31.3%
Under 10%.	46.3	64.3	50.0	34.8	44.2	43.8
- 20%.	69.4	87.5	81.3	68.1	63.1	57.3
- 30%.	83.7	100.0	93.8	85.4	81.1	67.7
- 40%.	89.8	-	97.6	92.7	90.1	75.0
- 50%.	94.2	-	97.6	98.5	96.4	82.3
50% or more.	5.8%	0.0%	2.4%	1.5%	3.6%	7.7%
<u>Cumulative Percent Given to Hebrew Academy, Essex</u>						
None	67.6%	35.7%	50.0%	57.9%	81.7%	90.6%
- 10%.	31.7	64.3	48.8	40.6	18.3	8.3
10% or more.7%	-%	1.2%	1.5%	-%	1.1%
<u>Cumulative Percent Given to Other Jewish</u>						
None	10.5%	-%	1.2%	2.8%	14.0%	26.1%
- 10%.	45.2	33.9	32.1	42.2	50.9	58.5
- 20%.	68.4	55.3	61.8	67.6	75.5	74.1
- 30%.	80.4	64.2	75.4	81.7	87.8	84.5
- 40%.	89.7	76.7	89.0	90.2	93.9	92.8
40% or more.	10.3%	23.3%	11.0%	9.8%	6.1%	7.2%
<u>Cumulative Percent Given to Chest Appeals</u>						
None	5.3%	3.5%	2.5%	4.4%	5.2%	9.4%
- 10%.	85.2	93.0	87.5	92.8	82.6	76.1
- 20%.	96.7	100.0	96.3	100.0	95.6	93.8
20% or more.	3.3%	- %	3.7%	- %	4.4%	6.2%
<u>Cumulative Percent Given to Health</u>						
None	1.2%	1.8%	-%	-%	2.6%	1.1%
- 10%.	60.7	89.3	81.0	75.4	47.3	33.0
- 20%.	83.5	98.2	98.8	94.2	74.5	64.9
- 30%.	92.2	100.0	100.0	98.5	86.8	82.9
30% or more.	7.8%	- %	- %	1.5%	13.2%	17.1%

TABLE 25 CONTINUED

Cumulative Percent Given to Youth	Total	\$2500+	\$1000-2499	\$500-999	\$100-499	Under \$100
None	30.3%	21.0%	22.5%	20.3%	34.2%	44.8%
- 10%.	95.7	96.4	96.3	97.1	93.0	96.9
10% or more.	4.3%	3.6%	3.7%	2.9%	7.0%	3.1%
<u>Cumulative Percent Given to Other Non-Jewish</u>						
None	13.7%	12.5%	6.3%	13.0%	14.9%	19.8%
- 10%.	62.4	67.8	58.8	57.9	56.1	73.0
- 20%.	80.7	78.5	76.5	79.7	81.5	85.5
- 30%.	91.1	96.4	89.0	91.3	91.1	89.7
30% or more.	8.9%	3.6%	11.0%	8.7%	8.9%	10.3%

Overall the median number of different groups receiving gifts from all respondents was 17.3 groups. The top donors reported over 19 groups while the smallest UJA donors reported only 14 groups on the average. Table 26 summarizes the reported number of different charities receiving gifts, as well as a ranking of the top ten charities most frequently mentioned as receiving gifts. This is not a ranking of amounts of gifts, but rather of the number of times the group is mentioned as receiving some gift during the past year.

TABLE 26

DIFFERENT CHARITIES RECEIVING GIFTS DURING PAST YEAR

Cumulative Number Receiving Gifts	Total	\$2500+	\$1000-2499	\$500-999	\$100-499	Under \$100
(Number Respondents) . .	(527)	(70)	(102)	(91)	(152)	(112)
- 10	7.3%	4.2%	10.9%	1.1%	7.3%	11.6%
- 14	24.8	9.9	18.7	9.9	28.4	47.4
- 16	39.3	21.3	26.5	26.4	42.2	71.5
- 20	72.3	57.1	60.8	62.6	79.7	90.2
- 25	92.2	85.7	86.3	87.9	97.4	98.2
25 +	7.8%	14.3%	13.7%	12.1%	2.6%	1.8%
Median Number Groups . .	(17.3)	(19.2)	(18.7)	(18.7)	(16.8)	(14.2)

TABLE 26 CONTINUED

TOP TEN GROUPS MENTIONED

	Total	\$2500+	\$1000-2499	\$500-999	\$100-499	Under \$100
1. UJA	UJA	UJA	UJA	UJA	UJA	UJA
2. Chest	Chest	Chest	Chest	Cancer	Chest	Chest
3. Cancer	Cancer	Cancer	Cancer	Chest	Cancer	Cancer
4. March Dimes	March Dimes	March Dimes	Synagogue	Dimes	Dimes	Dimes
5. Heart	Red Cross	Dimes	Synagogue	Synagogue	Heart	Heart
6. Synagogue	Synagogue	Heart	Heart	Heart	Synagogue	Synagogue
7. Red Cross	Hadassah	T.B.	Red Cross	Red Cross	Red Cross	T.B.
8. T.B.	Heart	Red Cross	T.B.	T.B.	T.B.	Mental Health
9. Mental Health	Mental Health	Hadassah	Mental Health	Mental Health	Crippled Child	Red Cross
10. Hadassah	Schools	Schools	Schools	Schools	Mental Health	Crippled Child

Other measures of preference among the different charities soliciting the respondents are derived from two other sets of questions. Before answering how much they contributed to each charity last year, each respondent was asked the following projective type question: "Now suppose you had \$10,000 to donate to charity this year, how much would you give to each of the groups that usually ask you for money?" Answers to this question are largely free from economic and social restraints and reflect underlying preferences. As Table 27 indicates the UJA is given an increased share by the two largest donor groups, but a somewhat smaller share by the other smaller donor groups. This indicates a lesser attachment and loyalty to UJA by the smaller donors. Synagogues and other Jewish charities generally lose ground among all groups and the non-Jewish groups generally gain, indicating the cross pressures of general citizenship appeals.

TABLE 27

DISTRIBUTION OF \$10,000 IN PROJECTIVE QUESTION

Cumulative Percent Given to UJA	Total	\$2500+	\$1000-2499	\$500-999	\$100-499	Under \$100
(Number Respondents)	(423)	(66)	(94)	(77)	(143)	(103)
None	9.9%	1.5%	2.1%	11.7%	14.0%	15.5%
- 10%	14.0	1.5	3.2	13.0	21.7	22.3
- 20%	24.1	3.0	10.6	24.7	30.1	41.7
- 30%	40.9	12.1	21.2	42.9	51.0	61.1
- 40%	53.9	21.2	38.2	55.9	67.1	68.9
- 50%	62.0	29.0	52.0	63.7	75.5	71.8
- 60%	87.9	71.3	81.9	92.2	93.0	93.2
60% +	12.1%	28.7%	18.1%	7.8%	7.0%	6.8%

TABLE 27 CONTINUED

	Total	\$2500+	\$1000-2499	\$500-999	\$100-499	Under \$100
<u>Cumulative Percent Given to Synagogue</u>						
None	58.2%	54.5%	58.5%	53.9%	59.4%	67.0%
- 10%	66.7	71.2	71.3	60.5	64.7	79.6
- 20%	84.3	86.4	87.2	92.1	80.5	90.5
- 30%	93.2	95.5	96.8	97.4	89.5	92.4
- 40%	95.5	98.5	100.0	98.7	91.7	93.4
40% +	4.5%	1.5%	- %	1.3%	8.3%	6.6%
<u>Cumulative Percent Given to Other Jewish</u>						
None	51.8%	54.5%	47.3%	41.5%	54.5%	58.4%
- 10%	62.5	71.2	55.9	50.6	64.3	69.3
- 20%	78.9	86.4	72.0	71.4	79.4	85.1
- 30%	86.8	97.0	81.7	80.5	85.4	91.0
30% +	13.2%	3.0%	8.3%	9.5%	14.6%	9.0%
<u>Cumulative Percent Given Chest</u>						
None	30.1%	34.8%	34.4%	41.6%	44.3%	42.7%
- 10%	47.9	73.6	58.0	61.0	57.0	54.4
- 20%	68.0	98.3	82.7	83.1	80.5	71.9
20% +	32.0%	1.7%	7.3%	6.9%	19.5%	18.1%
<u>Cumulative Percent Given Health</u>						
None	33.1%	47.0%	40.4%	37.7%	29.5%	18.6%
- 10%	42.4	62.2	57.4	45.5	37.1	20.6
- 20%	58.9	78.9	75.3	67.5	54.5	31.4
- 30%	74.0	89.5	89.1	80.5	71.2	50.0
30% +	26.0%	10.5%	10.9%	19.5%	28.8%	50.0%
<u>Cumulative Percent Given Youth</u>						
None	66.4%	86.4%	81.9%	75.3%	81.8%	81.4%
- 10%	96.6	97.0	94.7	89.6	89.4	89.2
10% +	3.4%	3.0%	5.3%	10.4%	10.6%	10.8%
<u>Cumulative Percent Given Other Non-Jewish</u>						
None	37.2%	21.2%	34.0%	29.9%	40.1%	52.0%
- 10%	47.6	37.9	43.6	41.6	49.9	58.9
- 20%	64.6	56.5	62.7	59.8	67.3	71.6
- 30%	79.7	70.1	80.8	81.8	84.0	79.4
30%+	20.3%	29.9%	19.2%	18.2%	16.0%	20.6%

TABLE 28 CONTINUED

Second Favorite	Total	\$2500+	\$1000-2499	\$500-999	\$100-499	Under \$100
None	20.9%	22.8%	14.7%	28.5%	20.4%	18.7%
UJA	16.3	15.7	14.7	13.2	21.1	14.3
Synagogues	4.9	7.1	7.8	4.4	3.9	2.7
Jewish sponsored						
education8	2.9	1.0	-	.7	-
YMHA or YWHA2	-	1.0	-	-	-
Other Jewish	12.0	14.3	11.8	12.1	12.5	9.8
Community Chest	16.9	14.3	25.4	13.2	18.4	11.6
Health	21.1	8.6	15.7	19.3	19.1	37.5
Youth9	2.9	1.0	-	1.3	-
Non-Jewish sponsored						
education	2.1	7.1	1.0	3.3	-	1.8
Other non-Jewish	4.0	4.3	5.9	5.5	2.6	2.7
UJA First choice	42%	53%	54%	41%	38%	33%
Second choice	<u>16</u>	<u>16</u>	<u>15</u>	<u>13</u>	<u>21</u>	<u>14</u>
Total	58%	69%	69%	58%	59%	47%
Health First choice	16%	3%	10%	15%	20%	24%
Second choice	<u>21</u>	<u>9</u>	<u>16</u>	<u>20</u>	<u>19</u>	<u>38</u>
Total	38%	12%	26%	35%	39%	62%
<u>First Choice:</u>						
Jewish	57%	63%	67%	60%	53%	53%
Non-Jewish	35	24	26	29	40	43
None	<u>8</u>	<u>13</u>	<u>7</u>	<u>11</u>	<u>7</u>	<u>4</u>
Ratio Jewish to						
non-Jewish	1.6	2.6	2.6	2.1	1.3	1.2
<u>Second Choice:</u>						
Jewish	34%	40%	36%	30%	38%	27%
Non-Jewish	45	37	49	42	42	54
None	<u>21</u>	<u>23</u>	<u>15</u>	<u>28</u>	<u>20</u>	<u>19</u>
Ratio Jewish to						
non-Jewish75	1.1	.74	.72	.91	.50

D. Motivations for Giving

1. Reasons for Giving to Favorite Charities

After the respondent named his first and second favorite charities, he was asked a completely neutral question, "What makes you like to give to (favorite charity)?" Answers to this probe were completely spontaneous and offer valuable insights into the forces which influence charitable giving. These answers will first be analyzed without regard to the type of charity which is named as a favorite, and, then in terms of UJA and the Community Chest as favorites.

Overall the top reason for first and second favorites is "The need is great, fulfills important need, helps needy unfortunates." The emphasis on need is consistently reported on other questions that will be discussed later, clearly indicating this is one of the major factors. About 40% gave "need" as their reason for giving to their first favorite and 37% gave this same reason for selecting their second favorite. It is significant to note that "need" was the top reason on first favorites for those giving UJA \$100-1000, but was second most important for those giving \$1000-2500 and for the smallest donors of under \$100. Top donors consider "need" as only fourth in importance.

Part of the difference attributed to "need" as a first favorite motivation is undoubtedly related to the fact that UJA represents over 42% of all first favorite selections and over half of the two top donor groups. Consequently, it is understandable that the second most popular reason for picking them first favorite is, "It helps Jews, a sense of loyalty and responsibility to my own group." Actually this second reason was given by only two fewer respondents than those giving need as the first reason, so that in a statistical sense, the first and second reasons are about the same. "Helping Jews" was given as the first reason by the two top donor groups, as second reason by those giving \$500-1000 and as the third most important reason by the two smaller donor groups.

The third most important reason for picking first favorites deals with the evaluation of performance of the charity. About 30% overall gave such reasons as, "They're doing a good job, work efficiently, cost of operation is low, they do a lot of worthwhile things." This evaluation of performance was given as the second most important reason by the top donors and those giving \$100-500, as first in importance by the smallest donors, and as third and fifth reasons by the third and second biggest donors.

Fourth in general importance in picking first favorites is the connection with Israel. Over a fifth of all respondents said, "It helps Israel, overseas Jews, refugees." The top two donor groups, which are more oriented toward Jewish charities, gave this as their third most important reason, the \$100-500 donors gave this as their fourth reason, while the two smallest donor groups mentioned "Israel" as their fifth reason.

"Personal or family involvement, being active in the group's operations" is given as the fifth most important reason for all respondents as a group. The two smaller donor groups give this as their fourth major reason while, the \$100-500 donors give this as their fifth reason. The two top donor groups mention "involvement" as sixth in importance. The top donors feel "helping local civic groups, taking care local needs" is the fifth most important reason, while the second largest donors pick "Involvement" as their fourth reason and "doing a good job" as their fifth reason. Table 29 summarizes these reasons for picking first favorite charities.

TABLE 29

REASONS GIVEN FOR SELECTING FIRST FAVORITE CHARITIES*

<u>Reasons</u>	<u>Total</u>	<u>\$2500+</u>	<u>\$1000-2499</u>	<u>\$500-999</u>	<u>\$100-499</u>	<u>Under \$100</u>
(Number Respondents) . .	(486)	(61)	(95)	(81)	(142)	(107)
Need is great.	1)39.9%	4)24.6%	2)35.8%	1)37.0%	1)33.8%	2)30.8%
Helps Jews	2)39.5	1)42.6	1)36.8	2)33.3	3)29.6	3)26.2
Do good job.	3)30.0	2)37.7	5)23.2	3)25.9	2)30.3	1)34.6
Helps Israel	4)21.6	3)32.8	3)28.4	4)24.7	5)16.9	5)13.1
Involvement.	5)18.1	6)14.8	6)13.7	5)17.3	4)21.1	4)20.6
Help Local group	6)14.4	5)22.9	4)25.3	6)12.3	7)10.6	7) 6.5
Tradition-cultural background	9.7	14.8	2.1	6.2	13.4	11.2
Social Status-Prestige .	4.3	8.2	6.3	2.5	2.8	3.7
Religious.	3.9	4.9	2.1	4.9	4.9	2.8
Assure future help for self	3.3	1.6	4.2	1.2	4.9	2.8

*Percentages add to more than 100% because more than one reason could be given by each person.

As mentioned previously the most important reason for selecting the second favorite charity was given by all groups as the significance of the needs it meets. Over a third of all persons gave this reason, and 43% of the smallest donors mentioned "need" as most important. Since non-sectarian charities were more frequently selected as the second favorite, it is not surprising that helping local civic needs is the third most frequent reason and that "doing a good job is the 2nd major reason given. "Personal involvement" is given as the fourth and "helping Jews" as the fifth most frequent reasons for picking second favorites. Table 30 summarizes the reasons given for picking second favorite charities.

When motives for selecting UJA as a first or second favorite charity are analyzed the patterns that influence charitable giving come into even sharper focus.

The top reason for picking UJA as their favorite charity is loyalty to their ethnic group, "Because it helps Jews." A typical comment is, "If my kind don't give who will give--certainly the non-Jew is not going to support them." All donor groups give this as their first reason, but the top donors more often express this Jewish loyalty.

The second important reason for all donors is that UJA helps Israel, for whom there is great support and admiration. As in the first reason, the larger donors more often cite this reason. Third in importance for all donors except the \$500-1000 group, is the good job they feel UJA does. For this latter group, "doing a good job" is given as the fourth reason, while one more respondent mentions "importance of need," thus making it the third ranking reason. Fourth in overall order of mention is "need," which is cited as the fourth reason by the \$100-500 donors, as the fifth reason by the two top donor groups and as the sixth reason by the smallest donors. Loyalty to local civic needs is next in importance overall.

TABLE 30

REASONS GIVEN FOR SELECTING SECOND FAVORITE CHARITIES*

Reasons	Total	\$2500+	\$1000-2499	\$500-999	\$100-499	Under \$100
(Number Respondents) . .	(416)	(54)	(87)	(65)	(121)	(89)
Need is great.	1)36.8%	1)29.6%	1)40.2%	1)38.5%	1)32.2%	1)42.7%
Do good job.	2)25.7	5)16.7	2)24.1	2)20.0	1)32.2	2)28.1
Helps local groups . . .	3)16.3	2)22.2	2)24.1	4)15.4	3)16.5	7) 5.6
Involvement.	4)12.5	6)14.8	4)13.8	3)18.5	7) 8.3	3)11.2
Helps Jews	5)11.3	3)20.4	5)12.6	6)10.8	4)15.7	3)11.2
Helps Israel	10.1	13.0	8.0	6.2	5)14.1	7.9
Tradition-cultural background	10.1	4)16.7	5.7	9.2	5)14.1	5.6
Assure future help for self	7.0	7.4	3.5	4)15.4	3.3	5) 9.0
Social Status-						
Prestige	4.8	-	5.7	4.6	5.0	6.7
Religious.	4.3	7.4	8.0	3.1	3.3	1.1

* Percentages add to more than 100% because more than one reason could be given by each person.

Over 40% of all persons did not mention UJA as a favorite charity, so they were asked the neutral question, "How do you feel about giving to the local UJA drive?" Only 16% of non-favorite responses were completely critical of UJA; 84% had some favorable comments. Criticisms were largely in terms of too much pressure and fund raising methods. About 9% criticized the allocations of funds and 6% the administrative costs. Considering all 527 respondents as a combined group, 94% had some favorable comments about UJA, indicating a very sympathetic general image.

The favorable answers were somewhat different in ranking from those reported for favorite charities. Loyalty to UJA because it helps Jews is still the top reason overall, "Importance of needs" is second, "Helps Israel" is third, "Tradition and cultural background" is fourth and "Loyalty to local civic needs" is fifth in importance. In general, these are the top five reasons for liking UJA given by all groups but the size of the samples are small and the differences may be due to sampling variability. Table 31 summarizes the reactions to UJA by all groups.

TABLE 31

REACTIONS TO UJA AS A FAVORITE-NON FAVORITE CHARITY

Reasons for Favorite	Total	\$2500+	\$1000-2499	\$500-999	\$100-499	Under \$100
(Number Respondents) . .	(309)	(48)	(70)	(49)	(89)	(53)
Helps Jews	1)58.9%	1)70.1%	1)52.9%	1)57.1%	1)56.2%	1)62.3%
Helps Israel	2)43.7	2)51.1	2)47.1	2)38.8	2)41.6	2)39.6
Do good job.	3)28.8	3)31.3	3)27.1	4)24.5	3)32.6	3)26.4
Need is great.	4)20.7	5)16.7	5)24.3	3)26.5	4)24.7	6) 7.5
Help local groups. . . .	5)15.2	4)13.8	3)27.1	5)14.3	7.9	5) 9.4
Involvement.	11.3	8.3	17.2	14.3	9.0	7.5
Tradition.	11.0	5)16.5	5.8	8.2	13.5	4)11.3
Social status.	6.5	8.3	8.6	4.1	4.5	7.5
Religious.	3.2	6.3	-	2.0	4.5	3.8
<u>Favorable Reactions by Non-Favorites</u>						
(Number Respondents) . .	(218)	(22)	(32)	(42)	(63)	(59)
Helps Jews	30.7%	27.0%	31.0%	19.0%	30.2%	40.7%
Need is great.	28.0	31.0	31.0	28.6	27.0	23.7
Helps Israel	24.8	27.0	25.0	28.6	28.6	16.9
Tradition.	22.0	18.0	3.1	26.2	20.6	16.9
Help local groups. . . .	11.5	14.0	12.0	16.7	11.1	6.8
Centralized effort more efficient	7.8	5.0	3.0	16.7	4.8	8.5
Involvement.	7.3	9.0	16.0	4.8	9.5	1.7
Do good job.	6.4	9.0	6.0	7.1	4.8	6.8
Social status.	3.7	9.0	3.0	2.4	4.8	1.7
<u>Unfavorable Reactions by Non-Favorites</u>						
(Number Respondents)	(218)	(22)	(32)	(42)	(63)	(59)
None favorable	15.6%	14.0%	12.0%	11.9%	17.5%	18.6%
Too much pressure collecting	10.6	5.0	9.0	9.5	11.1	13.6
Allocations of funds . .	8.7	5.0	12.0	16.7	6.3	5.1
Administrative costs high	6.0	5.0	3.0	7.1	7.9	5.1
Other collection method.	5.0	9.0	3.0	2.4	6.3	6.8

TABLE 31 CONTINUED

Reactions from All Persons Combined	Total	\$2500+	\$1000-2499	\$500-999	\$100-499	Under \$100
(Number Respondents) . .	(527)	(70)	(102)	(91)	(152)	(112)
<u>Favorable Reactions:</u>						
Helps Jews	47.2%	57.1%	46.1%	39.6%	45.4%	50.9%
Helps Israel	35.9	44.3	40.2	34.1	36.2	27.7
Need is great.	23.7	22.9	26.5	27.5	25.7	16.1
Do good job.	19.5	24.3	20.6	16.5	21.1	16.1
Personal involvement . .	17.3	8.6	16.7	9.9	9.2	4.5
Tradition-cultural . . .	15.0	17.1	13.7	16.5	16.4	14.3
Help local groups. . . .	13.7	17.1	22.5	15.4	9.2	8.0
Social status-prestige .	5.3	8.6	6.9	3.3	4.6	4.5
Religious.	2.3	4.3	-	1.1	3.9	1.8
<u>Unfavorable Reactions:</u>						
None favorable	6.5%	4.3%	3.9%	5.5%	7.2%	9.8%
Too much pressure. . . .	4.4	1.4	2.9	4.4	4.6	7.1
Allocations of funds . .	3.6	1.4	3.9	7.7	2.6	2.7
Administrative costs . .	2.5	1.4	1.0	3.3	3.3	2.7
Other collection method.	2.3	2.8	1.0	1.1	2.6	3.6

It may be appropriate before concluding our discussion of attitudes toward UJA to present some other findings on attitudes toward Israel which are closely related.

Toward the very end of the interview everyone was asked, "Do you think the existence of the State of Israel has had any effect on the status and security of American Jews?" and, if the answer was Yes, they were asked further, "Would you say it has been a very beneficial, moderately beneficial, a little beneficial, or not a very beneficial effect?" Almost one in five felt Israel has had no effect, with all donor groups answering about equally. About 60% felt the effect was very beneficial with 70% of the top donors expressing this feeling as compared to 54% of the smallest donors.

A second group of questions asked "Do you think American Jews should help the Jews in Israel in any of the following ways?" Almost everyone felt they should raise money for Israel, 70% said they should try to influence US foreign policy in favor of Israel and eight out of ten said they should buy bonds. Only one out of five felt that Israeli welfare needs should receive a priority over local Jewish needs, showing intense loyalty to local requirements. Likewise only 4% felt they should encourage their children to emigrate to Israel. Table 32 presents these attitudes toward Israel.

TABLE 32

ATTITUDES TOWARD ISRAEL

Effect of Israel On American Jews	Total	\$2500+	\$1000-2499	\$500-999	\$100-499	Under \$100
(Number Respondents) . . .	(527)	(70)	(102)	(91)	(152)	(112)
None	19.2%	17.1%	19.6%	17.6%	19.7%	20.5%
Very beneficial.	60.2	70.0	60.8	63.7	57.2	54.5
Moderately beneficial. . .	16.1	10.0	15.7	16.5	16.4	19.6
Little or Don't know . . .	4.5	2.9	3.9	2.2	6.6	5.4
<u>Jews Should Help By:</u>						
Raise money for Israel . . .	97.0%	99.0%	99.0%	95.0%	98.0%	95.0%
Influence U.S. policy. . .	71.0	71.0	70.0	66.0	72.0	73.0
Buy Israeli bonds.	80.0	79.0	74.0	80.0	82.0	84.0
Give priority over local needs.	20.0	20.0	15.0	20.0	22.0	21.0
Encourage children to migrate.	4.0	3.0	4.0	3.0	3.0	4.0

Community Chests were named first and second favorites in 29% of all responses. All these persons and others who failed to name them as favorites were also asked how they felt about giving to their local "Community Chest or UnitedAppeal". About 92% of all persons had some favorable comments, but only 83% of the smallest donors had favorable feelings toward the Community Chests. The two major reasons for liking Community Chests were a "loyalty to local needs and that they do a good job." The third most frequent favorable reason concerned the importance of local needs. Only 3-5% criticized collection methods, or operations of sub-groups. Table 33 presents these findings.

TABLE 33

ATTITUDES TOWARD LOCAL COMMUNITY CHESTS

Favorable	Total	\$2500+	\$1000-2499	\$500-999	\$100-499	Under \$100
(Number Respondents) . . .	(492)	(68)	(94)	(87)	(143)	(100)
Loyalty to civic group . . .	40.0%	51.5%	50.0%	41.4%	37.1%	26.0%
Do good job.	36.8	39.7	34.0	36.8	28.7	49.0
Need is great.	28.0	27.9	31.9	32.2	26.6	23.0
Social status.	5.7	5.9	6.4	4.6	7.7	3.0
<u>Unfavorable</u>						
No favorable	7.9%	8.8%	2.1%	4.6%	7.0%	17.0%
Not inclusive.	8.9	1.5	8.5	6.9	8.4	17.0
Criticize collections.	5.3	7.4	4.3	3.5	4.9	7.0
Criticize sub-groups	3.5	1.5	1.1	4.6	2.1	8.0

2. General Reasons for Contributing to Charity

Immediately following the discussion of favorite charities, every respondent was asked, "I suppose people have different reasons for giving to charity, but why do you think people you know give to charity?" This is a projective type question which uses other persons as a reference point to reduce any reluctance to talk about oneself. In areas of psychological sensitivity, answers to such indirect questions often reveal underlying personal feelings. Invariably, they also reveal a person's image of the group norm, which may or may not include himself.

Almost two-thirds of all persons felt that cultural and family traditions of giving prompt most charitable gifts. Some direct quotations on this theme are: "I give because I was brought up that way. . .I was always taught 'Tsedukeh'...if you have a nickel you share it...We feel it is important to give and if we can't give of ourselves, we give of money...most people have been educated to give and people with higher income feel a moral obligation....I think the Jewish people are brought up to give; it's part of our heritage." Almost three-quarters of the top donors stressed this point, while only half of the smallest donors felt this way. This ties in with a previous finding that fewer smaller donors report charity was stressed while they were children.

The second major reason given by over half of all persons was that people give to secure social status, prestige, respect, avoid pressure and criticism from others, to make them feel better off and successful. Some actual quotes on this item are: "There are some that think they gain stature by giving," "It gives them a feeling of well being, 'I'm a big shot!'" "Because of publicity. His name will appear on the door or there may be a luncheon and your name is called out. You feel like a big shot when you give a big amount," "Most people give because of pressure socially," "I don't think that they give it out of goodness of heart, most people give as little as they can to avoid embarrassment." This "social prestige" motive is mentioned by 57% of all persons in sharp contrast to only 5% who gave it as their own reason for supporting their favorite charity. It is also interesting that 69% of all top givers ascribe this reason to others while only 45% of the smaller givers do so.

The third most important reason for others giving is recognition of need. About one third of all persons mention this reason, with 42% of the smaller donors and 23% of the top donors making this statement.

TABLE 34

REASONS FOR GIVING TO CHARITY ATTRIBUTED TO OTHERS

<u>Reasons</u>	<u>Total</u>	<u>\$2500+</u>	<u>\$1000-2499</u>	<u>\$500-999</u>	<u>\$100-499</u>	<u>Under \$100</u>
(Number Respondents) . .	(509)	(70)	(100)	(36)	(143)	(110)
Tradition-cultural . . .	65.0%	72.9%	69.0%	70.9%	63.0%	54.5%
Social status.	56.6	68.6	62.0	66.3	50.4	44.5
Need is great.	32.6	22.9	28.0	29.1	35.7	41.8
Personal involvement . .	7.3	8.6	7.0	2.3	7.7	10.0
Future help for self . .	7.3	7.1	5.0	8.1	7.0	9.1
Tax deduction.	6.7	7.1	6.0	4.6	9.1	5.5
Religious feelings . . .	6.3	2.9	5.0	5.8	9.1	6.4
Loyalty to local needs .	5.3	2.9	7.0	5.8	6.3	3.6
Loyalty to own ethnic .	2.2	1.4	3.0	1.2	1.4	3.6
Relieve guilt feelings .	2.8	-	6.0	2.3	4.2	-

Following the general free discussion on motives for giving, a specific series of statements were read to each respondent and he was asked whether each statement was one of the reasons "most people you know" have for giving to charity. Then he was asked whether the same statement represented one of his views or not. This is another projective series and reveals a sharp divergence of one's own views and one's view of others. The most typical reasons for giving which are reported for oneself as well as for others are views generally held acceptable in our American culture. Over 90% feel that people give to relieve suffering, to help people learn to be good citizens and avoid trouble -- because they feel that some day they themselves may need help and treatment (medical) -- to help share the cost of community services which they themselves need or feel the community needs, or because they feel a loyalty to their own sectarian group.

Only a minority feel that religion plays an important part in motivating giving. While almost three-quarters feel others at least partly feel that it is a religious duty to God to give to charity, only a third say they feel that way themselves. Likewise, only a third feel others partly give because they believe they will be judged in heaven by their good deeds on earth, while only 10% feel this way themselves. Lastly, only about one-third feel that others believe their wealth and good fortune are dependent on God's will and may change if they don't give, while only 15% say they themselves agree.

Most of the so-called "selfish motives" are attributed to others but denied for oneself. This is consistent with the general answer already discussed. Almost 85% said others give because they seek favorable publicity and social approval, but only 20% admit this feeling for themselves. A similar number feel others give because of tax benefits, but only 42% state this as one of their own motives. About 83% also say others give because they fear criticism if they didn't, but only one-third say they also give to avoid social pressures. Lastly, over 40% say others give to relieve feelings of guilt that they haven't been as good as they could be, but only 9% say this is true of themselves. It is difficult to assess precisely these projective type answers but it is fair to assume that many people who attribute these socially unacceptable motives to others, partly feel this way themselves.

Another approach at the problem was attempted indirectly toward the end of the interview. Those persons (87%) who had reported some personal experiences in raising money for charity were asked, "How do people feel about being asked to give?" "What sort of people are easy to ask for money?" "And what is the most effective way to make people give?" More than half of all respondents said that others don't like to be asked to contribute; only 11% said others don't object if aware of the needs, while 11% felt others usually give token gifts; 23% object to pressure and 10% that there were too many drives.

About 17% felt no one was particularly easy to solicit, while 14% felt friends were easy. Traditional givers and those who recognize need were mentioned by 11% while rich and poor were each mentioned by 9%. It is interesting to note that 24% of the smallest givers, compared to only 9% of the larger donors felt no one was easy to ask.

In answer to the question about the most effective collection methods, more than half stressed arousing awareness of need, one third spoke of applying social pressure, 17% favored personal contacts and under 10% mentioned sending a friend, getting people in a group, or emphasizing moral issues. Table 35 summarizes these answers.

TABLE 35

ATTITUDES OF FUND RAISERS TOWARD MOTIVES OF OTHERS TOWARD GIVING

How Others Feel About Being Asked	Total	\$2500+	\$1000-2499	\$500-999	\$100-499	Under \$100
(Number Respondents) . . .	(458)	(65)	(96)	(86)	(123)	(88)
Do not like it	56%	59%	56%	52%	56%	56%
No objections at all . . .	43	34	49	45	42	41
If know needs-OK	11	15	4	14	13	11
If generous-OK	5	6	6	6	2	2
Give token	11	12	14	11	11	9
Too many drives	9	5	10	6	9	11
Object to pressure	23	25	27	30	20	14
<u>People Easy to Ask</u>						
No one	17%	9%	12%	15%	20%	24%
Generous	23	34	32	19	20	14
Friends	14	17	3	23	13	17
Traditional givers	11	17	15	13	6	8
Recognize need	11	8	15	11	11	8
Prominent	6	8	4	6	9	3
Rich	9	8	9	8	11	6
Poor	9	3	14	7	7	11
<u>Most Effective Way to Ask</u>						
Arouse interest in need . . .	56%	55%	52%	52%	62%	57%
Social pressure	31	35	34	38	29	21
Personal contact	17	22	17	20	11	19
Get in groups	9	12	9	13	8	4
Send friend	7	15	7	9	2	8
Stress moral factor	7	6	10	7	7	1
No pressure	6	-	5	8	7	7

3. Attitudes Toward Central Fund Raising and Government

At the very beginning of the interview everyone was asked, "Who do you think should be responsible for supporting local social welfare agencies?" All answers were spontaneous and unprompted. Over half said, "local people, people who live here, the community." About a fifth said the government by itself, and 15% said the government together with others. Only 10% mentioned a central fund raising agency, 7% said people who can afford it and only 4% said religious groups. Table 36 presents these answers.

Following the above general question, everyone was asked, "In your opinion, do you feel the social and welfare needs of Newark and all its suburbs should be combined into one overall drive or should each separate community take care of its own needs?" Less than half felt there should be one central drive, with over 60% of the top givers compared to 40% of the smallest givers reporting these feelings. When asked why they felt this way, about one-third of those favoring a separate drive felt people in their own small communities are closer to their own people; almost the same number

TABLE 36

WHO SHOULD BE RESPONSIBLE FOR CHARITY?

<u>Group Mentioned</u>	Total	\$2500+	\$1000-2499	\$500-999	\$100-499	Under \$100
(Number Respondents) . . .	(527)	(70)	(102)	(91)	(152)	(112)
Local people	52.3%	47.8%	56.0%	52.3%	56.4%	50.9%
Government alone	20.8	23.9	17.0	18.6	20.8	24.1
Government with others	15.3	11.9	15.0	13.9	18.8	13.9
People in general	10.2	8.9	9.0	12.8	8.1	13.0
Central agency	10.6	10.4	10.0	10.5	10.1	12.0
Business people	3.3	7.5	8.0	-	2.0	.9
Rich people	7.1	8.9	12.0	7.0	6.0	2.8
Reputable	2.0	6.0	3.0	-	.7	1.8
Religious	3.7	7.5	4.0	3.5	2.7	2.8

felt each small town should take care of its own problems; 18% said one drive doesn't collect as much, and 10% felt one drive was inefficient.

Of those favoring one drive, 46% felt it was more equitable, 38% said it cost less and was more economical, 26% felt boundaries and interests of people criss-cross in Essex County, 18% said it was less bother and more convenient and 15% felt it collects more.

This widespread preference for separate fund raising is corroborated by previous reported feelings that suburban communities were considered separate and independent.

TABLE 37

ATTITUDES TOWARD CENTRAL FUND RAISING

<u>Kind of Drive Favored</u>	Total	\$2500+	\$1000-2499	\$500-999	\$100-499	Under \$100
(Number Respondents) . . .	(527)	(70)	(102)	(91)	(152)	(112)
One drive	47%	62%	55%	38%	45%	40%
Separate drive	10	6	10	9	11	12
Depends	37	31	30	42	40	40
Don't know	6	1	5	11	4	8
<u>Why favor one drive</u>						
(Number Respondents) . . .	(247)	(43)	(56)	(35)	(68)	(45)
More equitable	46%	47%	38%	49%	49%	49%
Costs less	38	35	32	43	41	38
Boundaries cross	26	33	27	29	25	20
Collect more	15	9	11	20	16	18
Less bother	18	16	14	17	19	24

TABLE 37 CONTINUED

Why Favor Separate Drives	Total	\$2500+	\$1000-2499	\$500-999	\$100-499	Under \$100
(Number Respondents) . .	(233)	(24)	(35)	(44)	(73)	(57)
People closer to own . .	31%	42%	40%	34%	27%	25%
Each one take care own .	30	33	51	-	59	-
Collect more	18	50	17	16	12	12
Big drive inefficient. .	10	13	9	5	10	14

Toward the middle of the interview, everyone was asked in a provocative way, "Now over the years the government has gradually increased its services to the needy, the handicapped, the aged and other special groups. How do you feel about the government taking over these responsibilities?" Over 75% approved of the government role, with almost half favoring government taking over all responsibility and 30% saying government should share its role with other groups. Even 73% of the top donors, compared to 80% of the smallest donors approved the government's role. When asked why they felt this way, the reasons for favoring government expansion were that taxation was a fairer way to support charity, that the government had more resources, and was more efficient. Those who opposed government encroachment pointed to the inefficiency of government, the character building role of private efforts, and the additional tax burden in order to pay for the expenses. This willingness and in some cases eagerness to divest themselves of the burdens and responsibilities of private charity present serious concerns for the future stability of private efforts. Table 38 presents these answers on government's role in charity.

TABLE 38

ATTITUDES TOWARD THE ROLE OF GOVERNMENT

Favor:	Total	\$2500+	\$1000-2499	\$500-999	\$100-499	Under \$100
(Number Respondents) . .	(527)	(70)	(102)	(91)	(152)	(112)
Complete Govt. role. . .	45.4%	38.6%	50.0%	35.2%	44.1%	55.4%
Govt. share role	30.2	34.3	27.5	36.3	30.3	25.0
No govt. role.	24.4	27.1	22.5	28.5	25.6	19.6
<u>Why feel this way?</u>						
Taxation more fair . . .	12.5%	20.0%	12.7%	8.8%	11.2%	12.5 %
More resources	11.2	2.9	13.7	6.6	13.8	14.3
More efficient	12.0	8.6	7.8	7.7	11.8	21.4
-----	-----	-----	-----	-----	-----	-----
Less considerate	11.8%	15.7%	15.7%	13.2%	9.9%	7.1%
Oppose encroachment. . .	16.7	15.7	9.8	15.4	21.7	17.9
Private charity builds character.	6.8	11.4	3.9	9.9	7.2	3.6
Oppose more taxes. . . .	4.4	1.4	5.9	2.2	7.2	2.7
Not as efficient	9.9	12.9	5.9	18.7	7.2	8.0

E. Decision Making Process

The previous section discussed the underlying motives and appeals that influence a desire to donate to charity. This section will describe how these favorable intentions are generally translated into charitable behavior.

1. Selection of Drives to Support

Everyone was asked directly, "Do you usually plan in advance all of the fund raising drives you will support, some of the drives you will support, or do you generally make up your mind as each request is made?" Only a small minority of 8% say they plan and select all drives in advance, with 14% of the top donors giving this answer compared to only 3% of the smallest donors. The larger donors obviously are more systematic in their selection of charities than the smaller donors. Overall, almost 60% say they make selections spontaneously as requests are made, but only 45% of the top donors are completely spontaneous compared to over 70% of the smallest donors.

When asked, "Which drives do you usually plan in advance to support?" only about 40% mention UJA, 25% Community Chest, less than one fifth health drives and 16% synagogues. Almost half of the top donors say they plan in advance to support UJA, while only 25% of the smaller donors express this traditional pattern. Similarly, the top donors consistently express more deliberateness in selecting other major charities in advance. Table 39 reflects these differences in prior selection of charities.

TABLE 39

TIME DECISIONS ARE MADE TO SUPPORT CHARITIES

<u>Time</u>	Total	\$2500+	\$1000-2499	\$500-999	\$100-499	Under \$100
(Number Respondents) . . .	(527)	(70)	(102)	(91)	(152)	(112)
All advance.	7.6%	14.3%	4.9%	6.6%	10.5%	2.7%
Some advance	34.3	41.4	41.2	30.8	34.9	25.9
None advance	57.7	44.3	52.9	62.6	53.9	71.4
Don't know.4	-	1.0	-	.7	-
<u>Which in Advance</u>						
UJA.	38.5%	52.9%	42.2%	34.1%	42.1%	25.0%
Community Chest.	24.9	34.3	24.5	22.0	28.9	16.1
Non-Jewish health.	17.5	28.6	13.7	13.2	19.7	14.3
Synagogue.	15.2	25.7	15.7	13.2	16.4	8.1
Other Jewish	15.0	18.6	15.7	11.0	20.4	8.1
Non-Jewish education	11.2	18.6	12.7	7.7	13.1	5.4
Jewish education	9.3	18.6	6.9	6.6	12.5	3.6
Other non-Jewish	10.4	18.6	6.9	8.8	14.4	4.5

To gain insight into the selection process, everyone was asked, "Do you sometimes find it hard to decide which campaigns to give to and which ones to say 'No' to?" Then everyone was asked, "How do you usually decide which ones to give to? What are some of the things you want to know about them?" Only about a third say they sometimes find it hard to decide. A majority of all persons say they consider the importance of needs, while over 40% consider the costs of administration and general reputability of the charity. Lesser numbers mention traditional patterns of past giving, social pressures of solicitors, personal association and experience with the organization, whether their operations are effective, and familiarity with the people who run it. These findings are presented in Table 40 and confirm previously expressed motives for giving.

TABLE 40

FACTORS CONSIDERED IN SELECTING CHARITIES

<u>Ever hard to decide?</u>	Total	\$2500+	\$1000-2499	\$500-999	\$100-499	Under \$100
(Number Respondents)	(527)	(70)	(102)	(91)	(152)	(112)
Yes.	31.0%	35.7%	28.4%	27.0%	29.8%	35.5%
No	69.0	64.3	71.6	73.0	70.2	65.5
<u>Factors Considered</u>						
Importance of needs.	50.5%	55.7%	41.2%	55.1%	54.3%	47.7%
Reputability	42.3	55.7	42.2	46.1	35.1	41.3
Tradition.	18.0	21.4	14.7	16.9	22.5	13.8
Social pressures	15.7	15.7	15.7	13.5	15.2	18.3
Operations good.	13.2	18.6	16.7	12.4	10.6	11.0
Personal association	12.6	12.9	7.8	15.7	8.6	20.2
Who runs it.	10.3	20.0	10.8	7.9	7.9	9.2

2. Determination of Amounts of Contributions

To determine the extent to which the amounts of contributions are a planned or spontaneous decision, everyone was asked, "Each year do you usually plan in advance the approximate total amount you will give to all charities?" Only one-fourth of all persons say they have a total charitable contribution in mind in advance of deciding about individual gifts. It is important to note that almost half of the biggest donors, and only 10% of the smallest donors make such overall plans. In this regard, it is significant to remember that the bigger donors generally give about 10% or more of their income and are correspondingly more deliberate and aware of their plans. The smallest donors, who give only nominal amounts overall of about 2% of their income, say they are only rarely aware of what their total contributions are going to be.

When asked, "How do you usually decide how much this (overall amount) will be?" income was mentioned by almost three-fourths of all persons making overall plans. Income alone accounted for 42% of all reasons while income and precedent was mentioned by 17%, income and need by 9% and all three factors -- income, precedent and relative need -- by 5%. About 10% merely consider the precedent of last year's total; another 5% say they start with last year's gift and adjust it by changes in perceived needs.

Both precedent or past patterns of giving and estimates of year to year needs are mentioned by one-fourth of all respondents. It is important to remember that these are all spontaneous free answers and may not be as complete as direct answers to specific questions. Their unprompted nature, however, gives them additional relevance and validity, since some people will always say "Yes" to a direct question, while these answers are the respondents' very own creations. The big differences among donor groups should be moderated by the very few respondents in each group reporting these experiences. Table 41 presents these answers.

TABLE 41

OVERALL PLANNING IN ADVANCE OF TOTAL GIFTS

<u>Total Gifts Planned:</u>	Total	\$2500+	\$1000-2499	\$500-999	\$100-499	Under \$100
(Number Respondents) . .	(527)	(70)	(102)	(91)	(152)	(112)
In advance	23.7%	47.1%	27.5%	23.1%	21.1%	9.8%
Not advance.	75.9	52.9	72.5	76.9	77.6	90.2
Don't know4	-	-	-	-	-
 <u>How Decide Total</u>						
(Number Respondents) . .	(121)	(33)	(28)	(18)	(31)	(11)
Income alone	42.2%	39.4%	42.9%	55.6%	25.8%	72.7%
Precedent alone.	9.1	6.1	10.7	11.1	12.9	9.1
Needs alone.	5.8	12.1	7.1	5.6	-	-
Income and precedent . .	16.5	9.1	14.3	27.8	25.8	-
Income and need.	9.1	6.1	10.7	-	12.9	18.2
Needs and precedent. . .	5.0	9.1	7.1	-	3.2	-
Income and precedent and need	5.0	6.1	3.6	-	9.7	-
Social pressures	4.1	6.1	3.6	11.1	-	-
Tax consideration. . . .	6.6	9.1	7.1	-	9.7	-

The extent to which the amounts contributed to different charities are decided in advance was revealed by the following question, "And do you usually plan in advance the amount you will give to every drive, only to some drives, or do you generally decide as each request is made?" Almost two-thirds of all decisions are spontaneous on the spot determinations. Even a majority of the biggest UJA donors say all decisions are not planned in advance, compared to three-quarters of the smallest donors. Even though some of this reported lack of planning may be overstated, it is clear that many donors do not plan their gifts in advance.

When asked, "How do you usually decide how much to give to each drive?" appraisal of individual needs is again stated as the most important factor, with almost 60% giving this answer. Almost three of every four top donors mention consideration of need as compared to only half of the smallest donors. Of course, this emphasis on need may partly represent a culturally acceptable answer, but there is every reason to believe it is also an important and dynamic factor. Income and precedent, and perceived social standards of giving also contribute to these determinations. Almost

a fifth of all persons and one fourth of the smallest donors admit that most gifts are token, nuisance avoidance measures.

In answer to a direct probe on the consideration of gifts by others, a fourth of all persons, but 41% of the top donors admit such comparisons. A fifth of all top givers further state that they tend to conform to their estimate of the average gift, 10% say these comparisons tend to increase their gifts and an almost equal number say it usually reduces the amount of their gift.

Another follow-up probe on the extent of consultation in decision making reveals that 43% say they usually consult no one, over one-third sometimes consult others and over one-fifth almost always consult others. In almost half of all consultations, the spouse is involved, while the top donors say they often talk to partners and other members of their families. Table 42 summarizes this series of answers.

TABLE 42

HOW AMOUNTS OF INDIVIDUAL GIFTS ARE DECIDED

<u>Gifts Decided in Advance</u>	Total	\$2500+	\$1000-2499	\$500-999	\$100-499	Under \$100
(Number Respondents) . .	(527)	(70)	(102)	(91)	(152)	(112)
Every drive.	5.0%	7.3%	5.0%	6.6%	4.6%	2.7%
Some drives.	31.3	36.2	34.6	33.0	32.2	22.3
None	63.7	56.5	60.4	60.4	62.5	75.0
<u>How Decide Amounts</u>						
Need alone	30.9%	34.8%	31.3%	34.8%	27.4%	29.6%
Income alone	13.9	7.2	14.1	5.6	16.4	21.3
Precedent alone.	11.2	8.7	9.1	19.1	8.9	11.1
Income and need.	14.7	10.1	14.1	15.7	14.4	17.6
Income and precedent . .	9.0	7.2	14.1	6.7	8.9	7.4
Precedent and need . . .	7.8	14.5	5.1	9.0	8.2	3.7
Income & precedent & need	3.9	11.6	2.0	4.5	4.1	-
Token gifts.	18.0	13.0	19.2	14.6	16.4	25.0
Social standards	16.8	20.3	17.2	16.9	17.1	13.9
<u>Consider Gifts of Others</u>						
Yes.	24.9%	41.4%	33.3%	22.0%	21.1%	14.3%
No	75.1	58.6	66.7	78.0	78.9	85.7
<u>If "Yes", Influence:</u>						
None8%	1.4%	- %	- %	.7%	1.8%
None, if need great. . .	1.1	2.9	2.0	1.1	.7	-
Conform to average . . .	10.8	20.0	16.6	8.8	7.2	6.3
Increase gift.	7.6	10.0	10.8	6.6	8.6	2.7
Decrease gift.	6.3	12.9	7.8	5.5	5.9	1.8
Don't know9	-	1.0	1.1	.7	1.8

TABLE 42 CONIN
TABLE 43
TABLE 42 CONTINUED

<u>Discuss with others</u>	Total	\$2500+	\$1000-2499	\$500-999	\$100-499	Under \$100
All self	42.9%	38.6%	52.0%	37.4%	46.1%	37.5%
Some others.	35.7	40.0	27.4	39.6	35.5	37.5
All others	21.4	21.4	20.6	23.0	18.4	25.0
<hr/>						
With spouse.	48.0%	30.0%	39.2%	52.7%	52.6%	57.1%
With other family.	6.1	22.9	5.9	4.4	2.0	2.7
With partners.	7.6	24.3	7.8	5.5	4.6	2.7
Business associates.	2.5	5.7	4.9	3.3	.7	-
Friends.8	1.4	1.0	-	.7	.9
Misc.8	-	1.0	1.1	-	.9

F. Knowledge and Experiences with UJA

1. Knowledge and Experiences with Agencies Supported by UJA

In order to assess spontaneous recognition of UJA supported activities, every-one was asked the following general question, "So far as you know, what groups or activities are supported by the UJA of Essex County?" There are 36 different groups receiving support from the local UJA, of which 12 are local organizations, 15 are national and nine are Israeli groups. About 10% could name no groups at all, 15% could name only one group, another 14% could name two groups and more than half of all persons could name only three or fewer UJA supported organizations. The top donors were only slightly better informed with about half of them naming more than four organizations in contrast with the smallest donor groups, which are least informed and could name less than three on the average.

Another open question dealt with preferences among UJA sponsored groups. When asked, "Are there some activities or groups supported by UJA that you feel are especially important?" or, "Are there any activities now supported by the UJA which you feel should be supported by some other groups?", patterns of preference emerged. Israel was frequently mentioned as especially important, followed by Home for the Aged, Y's, and Family Service. About one-quarter said all groups were important, and an almost equal number said no groups were important. An interesting observation is the greater prevalence of mentions of Israel among the smaller contributors, as well as the larger number who feel no activities are important. This greater ignorance and lesser attachment to UJA activities among smaller donors is believed to be an extremely important finding.

Only one out of five felt there were some activities which should be supported by other groups. The unusual wording of the question was designed to overcome reluctance found in the pretest of the questionnaire to describe any UJA activity as "unimportant." Three times as many top donors (34%) were critical of some groups while only 12% of the smallest donors had any specific objections to UJA organizations. This indicates that the smaller donors are more ignorant and apathetic towards UJA, rather than outright hostile. Table 43 presents a summary of these questions.

TABLE 43

KNOWLEDGE AND PREFERENCE AMONG UJA SUPPORTED ORGANIZATIONS

Number of UJA Groups Named	Total	\$2500+	\$1000-2499	\$500-999	\$100-499	Under \$100
(Number Respondents) . . .	(500)	(67)	(95)	(87)	(146)	(105)
None	9%	9%	4%	13%	11%	10%
Less than 2.	24	15	22	20	26	30
Less than 3.	38	31	36	34	40	45
Less than 4.	58	40	53	55	64	69
Less than 5.	74	54	63	77	82	83
5 or more.	26%	46%	37%	23%	18%	17%
<u>Groups Especially Important</u>						
(Number Respondents) . . .	(527)	(70)	(102)	(91)	(152)	(112)
All.	27%	26%	30%	36%	26%	18%
None	24	18	28	20	21	31
Israel	27	23	20	26	32	29
Home for Aged.	16	30	14	14	17	11
Y's.	11	16	12	7	11	12
Family Service	6	11	6	6	3	10
Child Care	6	9	7	6	5	4
Beth Israel.	4	4	4	2	5	4
Jewish Education Assn. . .	2	3	1	1	2	4
<u>Groups Should be Excluded</u>						
Yes.	20%	34%	24%	17%	19%	12%
No	52	52	56	58	51	47
Don't know.	28	14	20	25	30	41
<u>Which?</u>						
All sectarian.	3%	6%	3%	3%	3%	2%
Jewish schools	6	11	13	4	5	-
Hospitals, Health	5	7	5	2	4	5
Y's.	3	1	4	4	3	3
Aged	2	6	-	-	3	1
Israel	1	-	-	1	1	1

2. Knowledge of the Jewish Community Council of Essex County

Following the free answer questions on the UJA and its sub-agencies, everyone was asked the following general question about the JCC: "Could you tell me if you've heard of the Jewish Community Council of Essex County?" If the answer was "Yes," each person was asked, "What have you heard about them? What do they do?"

Almost 90% say they have heard of the JCC, but only 62% could describe at least one of its many functions; 38% said they didn't know what the JCC did. Both the top and smallest donors were the least informed, with 44% of the former and 47% of the latter professing ignorance of JCC activities. Only 30% overall mentioned coordination of charities as one of the JCC functions, 17% mentioned allocations, 16% supports UJA, 11% central fund raising and 5% overall planning. As Table 44 indicates the smallest donors were the least informed of specific JCC functions.

TABLE 44

KNOWLEDGE OF JEWISH COMMUNITY COUNCIL FUNCTIONS

<u>Heard of JCC</u>	<u>Total</u>	<u>\$2500+</u>	<u>\$1000-2499</u>	<u>\$500-999</u>	<u>\$100-499</u>	<u>Under \$100</u>
(Number Respondents) . . .	(527)	(70)	(102)	(91)	(152)	(112)
Yes.	88.2%	91.4%	92.2%	97.8%	84.8%	79.5%
No.	11.8	8.6	7.8	2.2	15.2	20.5
<u>What JCC Does</u>						
Coordinates.	30.0%	31.4%	37.3%	40.7%	23.8%	22.3%
Allocates.	17.1	27.1	24.5	23.1	12.6	5.4
Supports UJA	16.3	20.0	21.6	15.4	17.2	8.9
Central fund raising	11.0	18.6	10.8	19.8	7.9	3.6
Operate Y's.	7.6	2.9	3.9	7.7	9.3	10.7
Planning	5.1	8.6	3.9	7.7	4.6	2.7
Operates Jewish education.	3.6	1.4	-	3.3	4.0	8.0
Supports Israel.	3.4	-	3.9	1.1	6.6	2.7
Operates Old Age home.	3.2	1.4	2.0	7.7	2.0	3.6
Operates family counseling	3.2	1.4	2.9	2.2	4.0	4.5
Operates public information.	3.0	1.4	2.9	2.2	4.0	3.6
Operates building program.	1.9	1.4	2.0	4.4	2.0	-
Community relations.	1.3	-	2.9	3.3	.7	-
Vocational work.	1.3	1.4	-	1.1	2.0	1.8
Operates health program. Mention other agencies9 4.2	- 5.7	2.0 2.0	1.1 3.3	.7 4.0	.9 6.3
Don't know or not answered	37.6	44.3	32.3	26.4	37.8	47.4

In an effort to assess the extent of personal contact and involvement, everyone was asked in free answer form, "Have you or your family used any of the local community services supported by the UJA?" Only 41% said they had used services of UJA supported agencies, with 56% of the top donors compared to 33% of the smallest donors acknowledging such service. It is possible that the number reporting such experiences is so small partly because so few people could identify the names of local agencies supported by the UJA. As discussed earlier, almost 60% could recall the name of only three or fewer local agencies. If this is true, then it would indicate a serious problem in communications since favorable experiences with UJA agencies would not be associated with UJA programs.

The Ys are mentioned most frequently by 28% of all persons, with almost twice as many top donors compared to the smallest donors reporting a "Y" experience. Beth Israel Hospital is reported by only 15% of all respondents, while other groups are mentioned in about 1-2% of the responses. Table 45 summarizes these answers.

TABLE 45

REPORTED USE OF UJA SUPPORTED LOCAL SERVICES

	Total	\$2500+	\$1000-2499	\$500-999	\$100-499	Under \$100
(Number Respondents) . . .	(527)	(70)	(102)	(91)	(152)	(112)
Ever used any.	40.7%	55.7%	42.2%	42.2%	37.3%	33.3%
Never used any	59.3	44.3	57.8	57.8	62.7	66.7
<u>Agencies used</u>						
Y's.	28.3%	44.3%	23.5%	28.6%	27.0%	24.1%
Beth Israel.	15.0	20.0	19.6	18.7	12.5	8.0
Theresa Grotta	1.5	-	-	4.4	2.6	-
Home for Aged.8	1.4	-	-	1.3	.9
Child Care8	1.4	.9	-	.7	.9
Occupational Workshop. . .	.6	1.4	2.0	1.1	.7	-
Family Service	1.3	4.3	.9	-	1.3	.9
Jewish education	1.1	-	.9	1.1	.7	2.7

When those using UJA services were asked, "Were you entirely satisfied, partly satisfied, or generally dissatisfied with the services?" almost two-thirds said they were entirely satisfied, with the top donors most often reporting less satisfaction. When prompted by the next question to criticize the UJA, over two-thirds of all persons refused to give any criticisms. Each person was asked, "Now very few human organizations are entirely perfect. Do you have any ideas at all how the UJA or the groups supported by them could be improved?" Most of the criticisms were scattered among a variety of items, with only as many as 6% mentioning a single item. About 6% volunteered that administrative expenses were too high and that more money was needed by the agencies. Others felt there should be more volunteers, more smaller donations or that fund raising campaigns should be improved. Table 46 presents these answers.

TABLE 46

SATISFACTION AND CRITICISM OF UJA AGENCIES

Satisfaction Expressed by Users	Total	\$2500+	\$1000-2499	\$500-999	\$100-499	Under \$100
(Number Respondents) . . .	(213)	(39)	(43)	(38)	(56)	(37)
Entirely	63.4%	51.2%	65.1%	65.8%	67.8%	64.9%
Partly	23.5	28.2	23.2	18.4	25.0	21.6
Dissatisfied	8.9	15.4	4.7	13.2	3.6	10.8
Don't know	4.2	5.2	7.0	2.6	3.6	2.7
<u>Specific Criticisms</u>						
(Number Respondents) . . .	(527)	(70)	(102)	(91)	(152)	(112)
None or don't know . . .	68.0%	54.3%	65.7%	74.7%	67.1%	69.6%
Administration						
expensive.	6.5	5.7	2.9	3.3	8.6	9.8
More money needed. . . .	6.1	15.7	13.7	4.4	1.3	.9
Need more volunteers . . .	3.8	8.6	2.9	-	5.9	1.8
Better allocations						
among local.	1.5	1.4	2.0	1.1	2.0	.9
More allocations to						
Israel4	-	-	-	1.3	-
More allocations to						
local.9	1.4	-	-	2.0	.9
Dislike card calling9	-	-	-	1.3	2.7
Dislike pressure						
collection	1.5	-	2.0	-	2.6	1.8
Fund raising too social-						
expensive.9	-	.9	1.1	-	2.7
Other criticism fund						
raising.	3.4	2.9	4.9	2.2	3.3	3.6
Other fund raising						
wasteful	1.3	-	.9	1.1	.7	3.6
Need more small donors . .	1.5	4.3	2.9	1.1	.7	-
Criticize personnel. . . .	3.2	4.3	3.9	2.2	3.3	2.7
Criticize Y's.	1.1	2.9	.9	2.2	-	.9
Criticize other local						
agencies	2.8	-	-	4.4	3.3	5.4
Should use more						
professionals.	1.3	2.9	2.0	-	1.3	.9
Better publicity	2.8	5.7	2.9	2.2	3.3	.9
Miscellaneous.	1.5	-	2.0	1.1	2.6	.9

All persons who said they, themselves, didn't use UJA services (60%) were asked, "Have any of your friends or people you know ever used any of the services supported by UJA?" While not as direct as a personal experience, an experience by a friend reported in a conversation could have a significant influence on a person's basic feelings about a group. About 17% reported the use of UJA services by friends, so that personal or friend's use of services were reported by almost 60% of all respondents. Top donors indicated that 70% of them had such combined experiences as

compared to only 52% of the smallest donors. It is quite apparent that the smallest donors report the fewest direct or indirect experiences with UJA groups.

Each person who reported knowing a friend who used UJA services was asked how satisfied that friend was with the services. Table 47 combines the answers for personal and friend's experiences and satisfaction with UJA agencies. Almost two-thirds were entirely satisfied, but only 51% of the top donors expressed such complete satisfaction.

TABLE 47

PERSONAL AND FRIEND'S USE OF UJA LOCAL SERVICES

	Total	\$2500+	\$1000-2499	\$500-999	\$100-499	Under \$100
(Number Respondents)	(527)	(70)	(102)	(91)	(152)	(112)
Personal use	40%	56%	42%	42%	37%	33%
Friend's use	17	14	13	19	18	19
Neither use.	43	30	45	39	45	48
<u>Satisfaction by Users</u>						
<u>With UJA Agencies</u>						
(Number Respondents)	(301)	(49)	(56)	(55)	(83)	(58)
Entirely	63%	51%	64%	60%	69%	65%
Partly	23	29	22	24	20	21
Dissatisfied	8	16	5	9	4	9
Don't know.	6	4	9	7	7	5

Another possible direct experience with UJA sponsored agencies are personal visits. To ascertain the extent of this influence, everyone was asked, "Have you or your family ever visited any of the agencies supported by the UJA?" This question applied only to agencies other than those which provided direct services, already discussed above. Over half of all persons reported some visits, with 81% of the top donors compared to one-third of the \$100-500 donor group, and 51% of the smallest donors reporting such experiences. Over a fourth said they visited the Home for the Aged, and slightly less visited the Y's, less than 20% having been in Beth Israel Hospital and 15% have been to the Theresa Grotta Home. Smaller numbers are listed in Table 48 as visiting other local agencies. As Table 48 indicates, the smaller donors report the least visits in most instances, further confirming our observation that they are least attached or identified with UJA groups.

When asked to report on their relative satisfaction with their visits, less than half said they were entirely satisfied. The top donors again are the most critical, with 31% expressing entirely satisfied feelings compared to 55% of the smaller donors. The major source of dissatisfaction was reported to be inadequacy of physical plant and buildings. New construction of the Home for the Aged may clear up much of this feeling. About one quarter feel more money is needed, with almost twice as many top givers feeling this way as compared to the smallest donors. An additional 15% or so feel the staff could be better and that coordination and duplication of services leave much to be desired.

TABLE 48

REACTIONS TO VISITS TO UJA AGENCIES

	Total	\$2500+	\$1000-2499	\$500-999	\$100-499	Under \$100
(Number Respondents) . . .	(527)	(70)	(102)	(91)	(152)	(112)
Have ever visited.	54%	81%	65%	58%	35%	51%
Never visited.	41	17	29	39	58	46
Don't know.	5	2	6	3	7	3
<u>Which agencies visited</u>						
Home for Aged.	26%	46%	33%	30%	16%	17%
Y's.	22	37	30	22	12	20
Beth Israel.	19	31	29	21	10	12
Theresa Grotta	15	29	19	11	8	14
Child Care	6	10	12	3	3	4
Family Service	5	9	11	6	2	3
Opportunity Workshop . . .	4	9	6	1	3	2
Hebrew Academy	4	10	4	2	2	3
Educational Assn.	2	4	4	1	1	2
<u>Satisfied with visits</u>						
(Number Respondents) . . .	(285)	(57)	(66)	(53)	(53)	(56)
Entirely	48%	32%	56%	47%	47%	55%
Partly	39	58	36	38	32	31
Dissatisfied	8	9	3	8	15	9
Don't know.	5	1	5	7	6	5
<u>Why not satisfied?</u>						
(Number Respondents) . . .	(135)	(38)	(26)	(24)	(25)	(22)
Facilities inadequate. . .	43%	40%	42%	38%	52%	46%
Need more money	24	32	31	17	16	18
Better staff	15	21	4	21	4	23
Coordination inefficient	16	11	12	29	8	23
Need more staff.	3	3	8	4	-	-
Salaries too low	3	5	4	4	-	-
Don't know any	12	8	15	17	16	5

As a summary question, everyone was asked, "Now generally speaking do you feel that the groups supported by your local UJA are doing an entirely satisfactory job, a partly satisfactory job or an unsatisfactory job of taking care of local needs?" Less than half gave a completely clean bill of health to the UJA, but only 1% said they were dissatisfied. Almost a fourth said they were only partly satisfied and almost as many refused to express any overall judgement. The reasons for this partial dissatisfaction are similar to those already cited for specific agencies. It is significant that almost one fourth feel sufficiently uninformed to be unable to express an overall evaluation of UJA agencies. Again it should be noted that the smallest donors are the least informed with 28% of them saying, "Don't know," compared to only 3% of the top donors. Table 49 presents these overall evaluations.

TABLE 49

OVERALL EVALUATIONS OF UJA AGENCIES

<u>Extent Satisfied</u>	Total	\$2500+	\$1000-2499	\$500-999	\$100-499	Under \$100
(Number Respondents) . .	(527)	(70)	(102)	(91)	(152)	(112)
Entirely	47%	53%	47%	37%	52%	46%
Partly	29	39	33	31	24	25
Dissatisfied	1	-	3	2	-	1
Don't know	23	8	17	30	24	28
<u>Why not Entirely</u>						
Need more money.	14%	21%	21%	18%	10%	6%
Facilities inadequate. .	6	7	4	6	6	7
Need more staff.	3	3	4	3	3	3
Need better staff. . . .	3	3	4	-	3	4
Coordination poor. . . .	3	-	2	6	2	3
Salaries too low	2	4	3	-	1	-

As a final section of the discussion on the JCC and its sub-agencies, data will be presented on the extent to which there is distortion in beliefs about the allocations and administration of JCC funds. Everyone was asked, "Now as you know the UJA supports three types of activities -- overseas groups in Israel and elsewhere, national cultural and service organizations such as Hillel Foundation, and local agencies such as Home for the Aged and the 'Y'. Out of every dollar collected by the UJA, about how much do you think goes to Israel, National and local groups?" In general the reported percents going to Israel and local groups are understated and the percent allocated to national groups are overstated. When asked, "Do you think the way UJA allocates its funds is as good as can be expected, or do you think it can be improved?" less than half were completely satisfied, 30% felt it could be improved and about one quarter said they didn't know. When asked, "How could it be improved?" about equal numbers said give more to Israel and local groups, the very thing which was actually being done.

Only a fourth correctly reported the share going to Israel as 50-60%, with the bigger donors being more knowledgeable. Overall, 36% understated the correct allocations and 19% overstated it. This tendency of greater understatement is observed in Table 50 in all donor groups. Likewise, only 17% reported the correct allocations to local agencies as 40-49%. The top donors consistently are better informed with 34% giving a correct answer compared to only 6% for the smallest donor class. About 55% of the smallest givers understated the local share in contrast to only 14% overstating it. The same pattern of understatement is seen for all other donor groups.

The amount of misinformation is greatest with respect to the national share of UJA funds. Only one out of nine (11%) could give the true percentage of under 10%. With the don't know answers having about 20-25%, two-thirds overstate the national share.

TABLE 50

RESPONDENT BELIEFS IN ALLOCATING OF UJA FUNDS

<u>Percent Going to Israel</u>	Total	\$2500+	(1000-2499)	\$500-999	\$100-499	Under \$100
(Number Respondents) . . .	(527)	(70)	(102)	(91)	(152)	(112)
10-50% under	36.3%	-%	33.3%	-%	-%	35.8%
10-40% under	35.9	35.6	32.4	29.7	42.8	34.9
10-30% under	33.4	32.8	32.4	27.5	40.2	30.4
10-20% under	25.2	30.0	25.5	20.9	31.0	17.9
10% under	12.9	14.3	18.6	8.8	12.5	10.7
50-59% is correct.	26.6	37.2	30.4	28.5	19.8	24.1
10% over	12.5%	12.9%	14.7%	18.7%	10.5%	8.0%
10-20% over.	18.0	17.2	20.6	27.3	13.1	16.9
10-30% over.	18.9	-	23.6	26.4	13.1	17.8
10-40% over.	19.5	-	24.5	-	14.4	-
Don't know	17.6%	10.0%	11.8%	15.4%	23.0%	22.3%
<u>Percent Going to Local</u>						
10-40% under	45.2%	35.6%	43.1%	-%	44.7%	55.3%
10-30% under	43.7	34.3	42.2	42.9	42.7	52.6
10-20% under	38.7	32.9	35.3	37.4	39.4	45.5
10% under.	19.9	20.0	16.7	18.7	23.0	19.6
40-49% correct	16.7%	34.3%	25.5%	17.6%	9.9%	6.3%
10% over	11.0%	14.3%	6.9%	14.2%	11.8%	8.9%
10-20% over.	14.6	18.6	10.9	16.4	17.1	10.7
10-30% over.	15.7	20.0	11.8	17.5	18.4	11.6
10-40% over.	16.3	-	-	18.6	-	13.4
Don't know	21.8	10.0	19.6	20.9	27.0	25.0
<u>Percent Going to National</u>						
10% correct.	11.5%	27.1%	14.7%	9.9%	5.3%	7.2%
10% over	29.8	30.0	33.3	45.0	25.0	20.5
10-20 % over	51.2	48.6	56.8	61.5	48.7	42.8
10-30% over.	61.3	52.9	60.8	67.0	63.1	59.7
40% or more over	65.7	57.1	64.7	68.1	67.7	66.9
Don't know	22.8	12.9	20.6	22.0	27.0	25.9
<u>Satisfaction with Allocations</u>						
As good as can be.	44.2%	48.6%	50.0%	47.2%	39.7%	39.7%
Could be improved.	29.4	40.0	28.4	25.8	26.5	30.6
Don't know	26.4	11.4	21.6	27.0	33.8	29.7

A similar overall pattern of distortions is found with respect to the percent of total funds believed to be used for administration. Everyone was asked, "From what you've heard or read, could you tell me about what percent of all money raised by UJA goes for expenses used in raising money?" Only one in six persons knew approximately the right percent of 10-12.5%. Almost one-third overstated the administrative expenses and one quarter either didn't know or understated the proportion. It is significant that the three larger donor groups more often understated the expenses, while the two smaller donors more frequently overstated these UJA expenses. Almost one fourth of the smallest group of donors believed the administrative expenses to be double the actual amount.

When asked their feelings about their beliefs in UJA expenses, about half felt it was about right, a quarter too much and only 2% felt it was too little. The top donor groups were generally more satisfied with their beliefs than the smaller donors.

TABLE 51
PERCENT BELIEVED GOING TO UJA EXPENSES

<u>Percent going to Administrative Expenses</u>	Total	\$2500+	\$1000-2499	\$500-999	\$100-499	Under \$100
(Number Respondents)	(527)	(70)	(102)	(91)	(152)	(112)
2.5-10% under	25.8%	37.1%	37.2%	34.0%	17.1%	13.5%
2.5-7.5% under	23.3	35.7	36.3	28.6	15.1	10.8
2.5-5.0% under	19.9	30.0	28.5	26.4	13.8	9.0
2.5% under	9.1	15.7	11.8	12.1	6.6	3.6
10-12.4% correct	16.7%	20.0%	15.7%	9.9%	19.1%	17.9%
2.5% over	3.0%	2.9%	4.9%	3.3%	2.0%	2.7%
2.5-5.0% over	11.5	10.0	15.7	14.3	9.2	9.8
2.5-7.5% over	13.2	14.3	17.7	15.4	10.5	10.6
2.5-12.5% over	19.7	20.0	20.8	22.0	19.1	17.7
2.5-more than 12.5 over.	32.6	28.6	28.5	30.8	31.6	41.8
Don't know	24.9%	14.3%	18.6%	25.3%	32.2%	26.8%
<u>Attitudes Toward Beliefs in Administrative Expenses</u>						
Too much	26%	23%	16%	23%	27%	38%
Too little	2	4	1	1	2	1
About right.	52	64	66	54	43	41
Don't know.	20	9	17	22	28	20

Another and final summary question relating to attitudes toward UJA and JCC, was as follows: "From what you've read or heard, do you feel the amount of money raised by your UJA is very adequate, moderately adequate, a little inadequate or very inadequate to meet all needs?" About 10% thought present funds were very adequate and another 30% felt they were moderately adequate. About 12% could express no

opinion and almost half thought UJA funds were a little or very inadequate. The smaller donors who are as a group least informed about UJA activities, allocations or expenses, are most satisfied with the adequacy of UJA funds. More than half of the smallest donor group and almost half of the second smallest donor group (\$100-500), feel that UJA funds are at least moderately adequate in contrast to only about one-third of the bigger donor groups. Table 52 presents these views.

TABLE 52

VIEWS ON ADEQUACY OF UJA FUNDS

<u>Views</u>	Total	\$2500+	\$1000-2499	\$500-999	\$100-499	Under \$100
(Number Respondents) . .	(527)	(70)	(102)	(91)	(152)	(112)
Very adequate.	8.6%	5.7%	6.9%	4.4%	8.6%	15.2%
Moderately	31.9	31.4	21.6	28.6	36.8	37.5
A little inadequate. . .	25.2	21.4	36.3	31.8	21.1	17.9
Very inadequate.	22.0	35.7	24.5	23.1	19.7	13.4
Don't know	12.3	5.8	10.7	12.1	13.8	16.0

3. Sources of Information on UJA

To determine what channels of communication are generally used for information on UJA, and which of these are considered most and least informative, a series of questions were asked all respondents. First they were asked, "Could you tell me where you get most of your information about the UJA?" About 82% mention receiving letters, 77% list the Jewish News and smaller numbers indicate as sources, temples, Board of Directors meetings and other organization meetings or visits to agencies.

The smaller donors more often mention the Jewish News and least often mention personal discussions or attendance at meetings. These differences shown in Table 53 are seen even more sharply on later questions.

TABLE 53

REPORTED SOURCES OF INFORMATION ON UJA

<u>Sources</u>	Total	\$2500+	\$1000-2499	\$500-999	\$100-499	Under \$100
(Number Respondents) . .	(527)	(70)	(102)	(91)	(152)	(112)
Letters.	81.5%	87.1%	84.0%	84.4%	77.3%	79.1%
Jewish News.	76.7	71.4	77.0	72.2	76.0	84.5
Personal conversation. .	76.9	82.9	86.0	86.7	70.7	65.5
Newark News.	23.7	17.1	24.0	24.4	23.3	27.3
Other newspapers	33.3	47.1	28.0	38.9	31.3	27.3
UJA meetings	30.8	32.9	35.0	32.2	31.3	23.6
Other meetings or visits	17.1	15.7	15.0	18.9	12.7	24.5
Temples.	12.5	7.1	11.0	11.1	14.0	16.4
Board of Directors . . .	13.8	30.0	22.0	16.7	5.3	5.5

When asked which were the most informative sources, over 40% spontaneously mentioned the Jewish News, 15% said letters and personal conversations, 12% UJA meetings and lesser numbers other sources. Over half of the smaller givers give the Jewish News as the best source compared to about one-third of the top givers. Conversely only 4% overall say the Jewish News is one of the least informative sources, while over a fifth say letters are least useful sources of information. Table 54 presents these findings.

TABLE 54

MOST AND LEAST INFORMATIVE REPORTED SOURCES OF INFORMATION ON UJA

<u>Most Informative</u>	Total	\$2500+	\$1000-2499	\$500-999	\$100-499	Under \$100
(Number Respondents)	(527)	(70)	(102)	(91)	(152)	(112)
Jewish News.	41.6%	37.1%	28.4%	39.6%	46.7%	50.9%
Letters.	15.2	18.6	12.7	14.3	16.5	14.3
Personal conversation.	14.2	15.7	14.7	19.8	13.2	9.8
UJA meetings	12.3	15.7	17.6	8.8	9.2	12.5
Board of Directors	7.2	12.9	9.8	9.9	3.3	4.5
Other papers	6.5	7.1	7.8	5.5	5.0	6.3
Temples.9	-	.9	-	2.6	-
Other organizations.	1.3	-	.9	3.3	.7	1.8
Don't know.	9.3	8.6	15.7	7.7	5.9	9.8
<u>Least Informative</u>						
Letters.	22.0%	21.4%	23.5%	23.1%	19.7%	23.2%
Other papers	17.3	24.3	14.7	20.9	17.1	12.5
Personal conversation.	15.6	8.6	15.7	15.4	17.1	17.9
Newark News.	8.0	8.6	6.9	6.6	7.2	10.7
Jewish News.	4.0	7.1	6.9	4.4	1.3	2.7
UJA meetings	2.5	2.9	.9	1.1	5.3	.9
Temples.	1.1	-	-	2.2	.7	2.7
Other meetings	1.7	-	2.0	1.1	3.3	.9
Don't know.	31.1	30.0	32.4	33.0	30.3	30.4

When asked which daily and weekly newspapers they usually read, 89% mention the Newark News, two-thirds the New York Times and one-third other New York papers. Weekly suburban newspapers which most frequently were mentioned are the South Orange News Record, West Orange Chronicle, the West Essex Tribune and the Millburn-Short Hills Item. Other papers received a scattering of mentions.

TABLE 55

DAILY AND WEEKLY PAPERS USUALLY READ

<u>Daily</u>	Total	\$2500+	\$1000-2499	\$500-999	\$100-499	Under \$100
(Number Respondents) . . .	(527)	(70)	(102)	(91)	(152)	(112)
Newark News	89.4%	92.9%	89.2%	87.9%	90.8%	86.6%
New York Times	62.8	77.1	66.7	62.6	59.9	54.5
New York Post	5.3	10.0	3.9	5.5	3.3	6.2
Other New York papers . .	34.5	44.3	40.2	47.3	25.7	25.0
Newark Star Ledger	19.5	15.7	16.7	17.6	20.4	25.0
<u>Weekly</u>						
South Orange News Record	29.9%	46.0%	34.7%	36.1%	26.1%	15.8%
West Orange Chronicle . .	9.8	7.9	9.5	13.9	9.4	8.9
Millburn-Short Hills Item	5.3	1.6	6.3	5.6	6.5	5.9
West Orange Chronicle . .	4.5	1.6	2.1	1.4	5.1	9.9
Verona-Cedar Grove Times	2.1	-	1.1	1.4	2.9	4.0

Only 7% say they never read the Jewish News. About 40% say they read most of the articles in the Jewish News and 89% say they read every issue. Over 90% find the Jewish News very or moderately informative, 78% say they enjoy reading it and 90% say they have moderate or great trust in what they read in the Jewish News. There is no doubt that the Jewish News is considered by far the best source of information about the UJA in Essex County.

G. Attitudes and Experiences with UJA Collection Methods

1. Personal Experiences in Fund Raising

Almost nine out of every 10 respondents reported some past personal participation in fund raising activity. While the smallest donor group continues its reported pattern of lesser involvement, almost 80% of them report some fund raising work compared to 93-95% of the larger givers.

Almost two-thirds of all donors interviewed said they had helped UJA raise money, but only 43% of the smallest donors reported UJA involvement compared to over 80% of the top donors. Community Chest, Health drives and other Jewish fund raising groups were mentioned by about 30% of all persons. Reflecting previously discussed preferences and larger shares of giving, almost 40% of the smallest donors say they assisted health groups compared to only 23% of the top donors.

When the 13% who never had personal fund raising experiences were asked, "How do you think you would feel about asking people for money for some worthy cause?" almost half said they wouldn't like it, saying they felt inadequate for the task or that the

work was too difficult. An almost equal proportion of persons with fund raising experience reported they don't like it. About 40% overall made this negative comment, when asked, "How do you feel about asking people for money?" Over half of the smallest donor group disliked the experience compared to one-third of the larger donors. Table 56 presents these personal fund raising experiences.

TABLE 56

REPORTED PERSONAL PARTICIPATION IN FUND RAISING

<u>Ever Helped Raise Money</u>	Total	\$2500+	\$1000-2499	\$500-999	\$100-499	Under \$100
(Number Respondents) . .	(527)	(70)	(102)	(91)	(152)	(112)
Yes.	87%	93%	94%	95%	81%	79%
No	13	7	6	5	19	21
<u>Which drives?</u>						
UJA.	64%	81%	79%	77%	54%	43%
Health	30	23	29	30	29	38
Community Chest.	30	36	42	28	27	20
Other Jewish	29	37	34	31	27	22
Synagogue.	14	24	15	18	11	11
Non-Jewish education	8	7	17	7	8	4
Other non-Jewish	8	6	7	16	5	8
Y's.	6	13	6	6	5	3
Non-Jewish youth	6	6	12	8	2	7
Jewish education	2	9	2	2	1	-
<u>How feel to Ask for money</u>						
(Number Respondents) . .	(458)	(65)	(96)	(86)	(123)	(88)
Not like it.	40%	34%	32%	50%	33%	52%
Too difficult.	15	9	15	17	14	19
Feel inadequate.	7	6	7	8	6	9
Feel like beggar	4	3	4	2	4	3
Lose friends	2	3	1	2	2	-

No objection	24%	29%	36%	15%	27%	10%
Necessary evil	16	18	14	17	15	16
OK if good cause	9	6	9	6	13	9
OK if know people.	5	8	3	7	3	3
Prefer administration.	3	5	4	2	2	-

2. Attitudes, Feelings and Experiences with Different Methods of Collecting Money

In addition to the widespread experience at raising money, a series of questions were asked about donor reactions to different ways of being asked for money. The first questions concerned preferences of place of solicitation. About one-third prefer the home as a place of contact, about one quarter place of business, a fifth either home or business, and 5% direct mail. The top donors prefer their business address, while the smaller donors who are less frequently self-employed, prefer their homes.

When asked, "Can you tell me how you are usually contacted by the UJA for a donation?" over a third said by telephone, 30% by personal visit, a fifth by social affair, or by mail, and 13% by accepting a position in the fund drive. It is significant that the top donors most often are reached by personal visit or by attending a fund raising social affair, while the smaller donors are more often reached by telephone and by mail. Even the personal visits to the smaller donors are less personal since they more often are visits by strangers. None of the top donors report stranger contacts, while 41% of the smallest donors and 25% of the second smallest givers report contacts by strangers. It is not surprising that contribution by the smaller donors are often merely token gifts to "brush off" a stranger.

It is interesting to note that almost 90% of the respondents are entirely satisfied by the way UJA contacts them. Only 17% of the smallest donors indicate any possible dissatisfaction, with a desire for more personal visits by friends frequently mentioned. Table 57 presents these findings on usual contacts.

Since there has long been differences of opinion on the effectiveness of the announcement of gifts, a series of questions dealing with this practice were included in the study. When asked, "Do you think people give more if they are asked to announce their contributions at a fund raising meeting?" over 80% said Yes. About 90% of the top donors felt people give more, while only 72% of the smallest donors felt this way. When asked, "Why do you say that?" almost half felt people are shamed into giving more and one-third felt they seek favorable publicity so they give more.

When asked, "How about publishing each person's contribution in a booklet -- Do you think people would give more if they knew the amount would be published?" only 56% said Yes. Less than half of the smallest donors compared to three-fourths of the top donors felt publication of gifts would help. When asked further how their own donation would be affected by such a public announcement, only 7% said they would give more, 17% said less and almost two-thirds said it would have no effect. This reluctance to admit personal weakness and selfishness was previously discussed under the section on motivations for giving. Table 58 includes a summary of these attitudes.

TABLE 57

TYPES OF CONTACTS IN RAISING MONEY*

<u>Preferences</u>	Total	\$2500+	\$1000-2499	\$500-999	\$100-499	Under \$100
(Number Respondents) . . .	(527)	(70)	(102)	(91)	(152)	(112)
Home	32.3%	25.7%	26.7%	17.6%	39.5%	43.8%
Business	23.2	35.6	22.9	27.4	23.0	12.5
Either	19.8	32.9	26.7	22.0	15.1	9.8
No business.	14.6	-	8.9	24.2	15.9	19.6
Letter	5.1	2.9	6.9	4.4	3.9	7.1
Other.	4.2	2.9	6.9	2.2	2.6	6.3
<u>Usual UJA Contact</u>						
Telephone.	36.4%	18.6%	30.2%	42.7%	42.9%	39.4%
Personal visit	30.1	21.4	26.0	24.7	29.3	45.0
Social affair.	20.4	40.0	31.3	22.5	12.9	6.4
Mail	18.2	10.0	16.7	14.6	23.1	21.1
Acceptance UJA office. . .	12.9	17.1	16.7	18.0	12.2	3.7
Employer	2.9	-	1.0	-	2.7	9.2
No contact	4.3	12.9	5.2	2.2	2.7	1.8
<u>Who Contacts</u>						
Friend	52.4%	61.4%	62.7%	65.9%	44.7%	36.6%
Business Assoc.	25.0	20.0	27.5	24.2	30.3	19.6
Neighbor	20.9	7.1	18.6	13.2	23.0	34.8
Stranger	21.3	-	11.8	17.6	25.0	41.1
Don't know or Not Answered	16.3	28.5	18.7	13.2	15.8	9.8
<u>Satisfaction with UJA Contact</u>						
Entirely	88.0%	88.6%	92.2%	87.9%	88.8%	83.0%
Not entirely	8.5	7.1	3.9	8.8	8.6	13.4
Don't know	3.5	4.3	3.9	3.3	2.6	3.6

* Totals do not add to 100% because more than one answer is sometimes given.

TABLE 58

ATTITUDES TOWARD ANNOUNCEMENT OF GIFTS

If Gifts Announced at Dinner, Others:	Total	\$2500+	\$1000-2499	\$500-999	\$100-499	Under \$100
(Number Respondents) . . .	(527)	(70)	(102)	(91)	(152)	(112)
Give more.	81.7%	90.0%	85.3%	84.4%	80.8%	72.3%
Do not give more	11.8	7.1	10.8	7.8	12.6	17.9
Don't know	6.5	2.9	3.9	7.8	6.6	9.8
<u>Why Feel This Way</u>						
Shamed into more	49.0%	55.7%	44.1%	56.0%	50.7%	41.1%
Desire publicity	33.8	31.4	31.4	30.8	32.9	41.1
Encourage competition. . .	7.0	11.4	6.9	4.4	4.0	10.7
People learn other's standards.	3.4	11.4	4.9	1.1	2.6	-
People learn about need.	3.8	8.6	7.8	2.2	2.6	-

People avoid dinner. . .	23.0	12.9	21.6	25.3	27.0	23.2
People pledge, not give.	5.5	2.9	3.9	3.3	5.9	9.8
People give what afford.	4.4	2.9	4.9	3.3	7.2	1.8
People want to avoid publicity.	2.8	-	2.9	3.3	2.0	5.4
<u>Others give more if Amount Publicized</u>						
Yes.	56.0%	72.9%	52.0%	60.4%	55.6%	45.1%
No	34.4	20.0	38.2	27.5	35.1	44.1
Don't know	9.6	7.1	9.8	10.1	9.3	10.8
<u>Effect on Self Of Publications</u>						
Give more.	6.7%	12.9%	7.8%	6.6%	4.0%	5.4%
Give less.	16.8	5.7	9.8	13.2	19.9	28.8
Give same.	71.3	77.1	75.5	74.7	71.5	59.5
Don't know	5.2	4.3	6.9	5.5	4.6	6.3

To learn about the influence of direct personal experiences in attending fund raising dinners, everyone was asked, "Have you ever attended any fund raising affair such as a dinner or luncheon sponsored by the UJA" If Yes, "Can you tell me about it? Was it an enjoyable experience?" Over three-fourths of all people said they had at some time attended such an affair. While almost all top givers reported such experiences, only 46% of the smallest donors ever have attended such a UJA affair. About half said it did not effect their gift, one third admitted that it increased, while only 2% said it decreased their donation. The smallest donors more often maintained that it had no effect on their giving. Over 60% overall, however felt it was an enjoyable experience, primarily because the speakers were interesting and the social atmosphere was pleasant. Even two-thirds of the smallest givers felt it was enjoyable. Almost half of all respondents failed to verbalize a reason for liking or disliking fund raising dinners. This could show lack of

The other measure of charity preferences is given by the second question in the interview. Each person was asked, "Are there any organizations or groups that you specially like to give money to when you can? (Any others?)" The names of no groups have been mentioned by the interviewer and any group mentioned is the spontaneous choice of the respondent.

Over 40% voluntarily mention the UJA as their first choice, and a total of 58% say the UJA is either their first or second favorite charity. Over half the top two donor groups pick UJA as their first favorite and almost 70% say it's their first or second favorite. In contrast, only a third of the smallest donor group picks UJA as their first choice and less than half mention it as their first or second favorite charity. This corroborates the smaller share of giving received by UJA from the smaller donor groups. Health groups and Community Chest are the most frequently mentioned non-Jewish groups.

Over 60% more Jewish groups are given as first choices as compared to all non-Jewish groups. The top two donor groups select 2½ Jewish groups to every one non-Jewish group, but reflecting the greater non-Jewish orientation mentioned earlier, the smallest donor group splits almost evenly among Jewish and non-Jewish charities.

The second favorite, however, reflects the cultural pressures to be non-sectarian, with more non-Jewish groups mentioned by all respondents. The top donor group selects its second favorite charity almost equally from Jewish and non-Jewish groups, but the smallest donors pick only half as many Jewish groups. Table 28 shows these preferential choices.

TABLE 28

FIRST AND SECOND FAVORITE CHARITIES

<u>First Choices</u>	Total	\$2500+	\$1000-2499	\$500-999	\$100-499	Under \$100
(Number Respondents) . .	(527)	(70)	(102)	(91)	(152)	(112)
None	7.8%	12.9%	6.9%	11.0%	6.6%	4.5%
UJA	42.3	52.9	53.9	40.6	37.5	33.0
Synagogues	5.5	1.4	2.9	6.7	7.2	7.1
Jewish sponsored						
education6	1.4	-	-	.7	.9
YMHA or YWHA4	-	.9	-	.7	-
Other Jewish	8.5	7.1	8.8	12.0	4.6	11.6
Community Chest	12.3	17.1	10.8	9.9	12.5	12.5
Health	15.9	2.9	9.8	15.4	20.4	24.1
Youth	1.7	-	2.0	-	3.3	1.8
Non-Jewish sponsored						
education	1.9	-	2.0	-	2.6	.9
Other non-Jewish	7.8	4.3	2.0	1.1	3.9	3.6

crystalization of feelings or reluctance to be critical. Criticisms of card calling are the most frequently mentioned disliked aspect. Table 59 presents these findings.

TABLE 59

PERSONAL ATTENDANCE AT UJA FUND RAISING AFFAIRS

<u>Past Attendance</u>	Total	\$2500+	\$1000-2499	\$500-999	\$100-499	Under \$100
(Number Respondents) . . .	(527)	(70)	(102)	(91)	(152)	(112)
Yes.	76.7%	98.6%	85.3%	87.9%	76.3%	46.4%
No	22.4	1.4	14.7	11.0	21.7	52.7
Don't know9	-	-	1.1	2.0	.9
<u>Effect on Gift</u>						
(Number Respondents) . . .	(404)	(69)	(87)	(80)	(116)	(52)
Increased.	33.0%	43.5%	31.4%	37.5%	33.6%	13.5%
Decreased.	1.7	-	2.3	-	3.4	1.9
No effect.	49.9	49.3	48.8	47.5	46.6	63.5
Don't know.	15.4	7.2	17.5	15.0	16.4	21.1
<u>Personal Reaction</u>						
Enjoyable.	60.4%	66.7%	62.1%	50.0%	59.5%	67.3%
Not enjoyable.	28.7	30.4	27.6	33.8	27.6	23.1
Don't know	10.9	2.9	10.3	16.3	12.9	9.6
<u>Reason for Reaction</u>						
Liked speaker.	21.3%	20.3%	19.5%	21.3%	23.3%	21.2%
Liked social feeling . . .	6.9	4.3	10.3	2.5	9.5	5.8
Not like speaker	9.9	10.1	12.6	11.3	7.8	7.7
Not like card calling. . .	11.1	4.3	10.3	16.3	12.1	11.5
Others gifts too small . .	3.7	8.7	3.4	2.5	2.6	1.9
Embarrassed by others gifts	1.7	2.9	-	1.2	2.6	1.9
Expense of affair wasteful	2.0	-	-	5.0	2.6	1.9
Stopped going.	6.2	7.2	1.1	6.3	10.3	3.8
Don't know	45.1	44.9	49.4	40.0	40.5	55.8

As a wind-up on the attitudes toward different fund raising methods, everyone was asked, "Have you or your friends ever had any unpleasant experiences (excluding dinners just discussed) in connection with any fund drive?" Over 40% said they or their friends had had some unpleasant experience. Over 40% felt resentment to pressure, 10% specifically mentioned card calling, 15% were antagonized by rude solicitors, one third were disappointed by the inadequate giving of others, 5% said they lost friends in the process, were incensed by clerical errors or were invited to affairs under false pretenses. The top donors more often complain about inadequate giving by others while the smallest donors complain about rude solicitors and clerical errors.

When asked if the UJA informs them of its appreciation for their gifts, three out of four said, Yes, and less than half of the 18% who definitely do not receive thanks felt they should be sent thank you notes. Table 60 summarizes these findings.

TABLE 60

REPORTED UNPLEASANT EXPERIENCES IN FUND RAISING

<u>Had Unpleasant Experiences</u>	Total	\$2500+	\$1000-2499	\$500-999	\$100-499	Under \$100
(Number Respondents) . . .	(527)	(70)	(102)	(91)	(152)	(112)
Yes	42.2%	45.7%	44.6%	44.0%	40.1%	39.3%
No	54.0	54.3	50.5	49.5	55.9	58.0
Don't know	3.8	-	4.9	6.5	4.0	2.7
<u>Kind of Unpleasant Experience</u>						
(Number Respondents) . . .	(223)	(32)	(45)	(40)	(62)	(44)
Resent pressure.	42.6%	43.8%	42.2%	50.0%	41.9%	36.4%
Disappointed with donors	32.3	46.9	44.4	30.0	30.6	13.6
Rude solicitors.	14.8	6.3	17.8	20.0	8.1	22.7
Resent name calling. . . .	10.3	3.1	6.7	7.5	17.7	11.3
Clerical errors.	5.4	-	2.2	2.5	4.8	15.9
Lost friends	4.9	12.5	2.2	5.0	3.2	4.5
False pretenses.	4.5	9.4	4.4	-	4.8	4.5
<u>UJA Thanks You</u>						
(Number Respondents) . . .	(522)	(70)	(101)	(89)	(151)	(101)
Yes.	75.1%	67.1%	73.3%	71.9%	78.1%	88.1%
No	18.4	30.0	17.8	23.6	15.9	11.9
Don't know	6.5	2.9	8.9	4.5	6.0	-
<u>Should Thank if Don't</u>						
Yes.	6.7%	17.1%	7.9%	7.9%	4.6%	1.0%
No	11.7	12.9	9.9	15.7	11.3	10.9

3. Attitudes Toward Giving by Women

Independent giving to charity by women has increased in recent years and a series of questions were included to assess its importance. Almost half of all women do not give separate gifts to UJA. About a fifth give less than 10% of the family's total, 13% give 10-20%, 10% give from 20-49% and only 13% give 50% or more of the total family gift. Clearly giving by women is still largely supplementary giving.

When asked, "Do you think most men faced with this problem (separate gifts by wife) would reduce their gifts or not?" one-third felt most men would cut their own gift, but only one-fifth said they, themselves would reduce their gift under similar circumstances.

Finally, when asked, "Do you think a married woman should make her own contribution to the UJA or do you think a husband and wife should make one joint contribution?" almost 40% said separate, about half said either and only 14% felt it should be joint. Table 61 presents these findings.

TABLE 61

INDEPENDENT GIVING BY WOMEN

Actual Women's Gifts
To UJA as Percent Total
Family Donations

	Total	\$2500+	\$1000-2499	\$500-999	\$100-499	Under \$100
(Number Respondents) . .	(429)	(59)	(83)	(72)	(119)	(96)
None	44.5%	50.8%	49.5%	41.7%	42.0%	41.7%
1-4.9%	8.9	18.6	7.2	5.5	10.1	5.2
5-9.9%	10.5	10.2	18.1	8.3	9.2	7.3
10-14.9%	7.5	10.2	3.6	13.9	9.2	2.1
15-19.9%	5.4	5.1	3.6	8.3	6.7	3.1
20-29.9%	6.3	3.4	9.6	4.2	5.9	6.2
30-49.9%	3.8	-	3.6	4.2	5.1	5.2
50% +	13.1	1.7	4.8	13.9	11.8	29.2
<u>Men Reduce Own Gifts</u>						
(Number Respondents) . .	(527)	(70)	(102)	(91)	(152)	(112)
Yes.	32.6%	32.9%	26.5%	37.3%	30.3%	37.5%
No	55.0	60.0	62.7	48.4	55.9	49.1
Don't know	12.4	7.1	10.8	14.3	13.8	13.4
<u>Self Reduce Own Gift</u>						
Yes.	22.0%	8.6%	14.7%	26.4%	26.3%	27.7%
No	72.7%	90.0%	80.4%	68.1%	67.1%	66.1%
Don't know	5.3	1.4	4.9	5.5	6.6	6.2
<u>Women's Gifts Should Be:</u>						
Separate	27.3%	38.6%	31.4%	34.0%	21.7%	18.7%
Joint.	50.5	47.1	46.1	45.1	51.3	59.8
Either	19.5	14.3	21.6	17.6	23.0	17.9
Don't know	2.7	-	.9	3.3	4.0	3.6

4. Attitudes Toward Including Charities in One's Will

All respondents were asked, "Now here is an interesting question -- Do you think it is a good idea or not to leave money to charity after you die?" Almost two-thirds of all people felt it was a good idea. About a quarter felt it depends on whether the family has been well taken care of or not and only 8% felt it was a bad idea. About 20% say they have already made a will leaving gifts to charity, with 40% of the top donors compared to 8% of the smallest givers saying this.

It is interesting to note that only 9% say UJA is one of the charities to whom they would want to leave money. Health organizations are mentioned by almost 30%, educational institutions by 19%, synagogues by 13% and other Jewish groups by 17%. Table 62 presents these views.

TABLE 62

ATTITUDES TOWARD INCLUDING CHARITIES IN ONE'S WILL

<u>Attitudes</u>	Total	\$2500+	\$1000-2499	\$500-999	\$100-499	Under \$100
(Number Respondents) . .	(527)	(70)	(102)	(91)	(152)	(112)
Good idea.	63.9%	67.2%	66.7%	68.1%	59.9%	61.6%
Bad idea	7.8	14.3	9.8	7.7	5.9	4.5
Depends.	25.2	17.1	21.6	23.1	27.6	32.1
Don't know	3.1	1.3	1.9	1.1	6.6	1.8
<u>If Good Idea, Have Made Will</u>						
Yes.	19.9%	40.0%	22.5%	28.6%	12.5%	8.0%
No	42.5	24.3	42.2	38.5	46.1	52.7
Don't know	1.5	2.9	2.0	2.0	1.3	.9
<u>Kinds of Charities Would Include</u>						
Health	29.4%	24.3%	29.4%	24.2%	27.0%	40.2%
Education.	19.0	21.4	23.5	23.1	14.5	16.1
Synagogue.	13.1	17.1	7.8	19.8	9.2	15.2
UJA.	8.7	5.7	6.9	8.8	7.9	12.5
Other Jewish	17.1	20.0	20.6	17.6	15.8	13.4
Youth.	5.1	5.7	3.9	2.2	4.6	8.9

NATIONAL OPINION RESEARCH CENTER
University of Chicago

Philanthropic Giving Questionnaire

NORC Respondent No. _____ 1- 2- 3- 4- 5-

Interviewer _____

Respondent Name: _____

	<u>Home</u>	<u>Office</u>
Address: _____		

Telephone No: _____		

RECORD OF CALLS

	Date	Time	Results
1st			
2nd			
3rd			
4th			
5th			

Notes:

Time interview began: _____

Time interview ended: _____ Date of interview: _____

Signature of Interviewer: _____

Hello! I'm _____ from the National Opinion Research Center. As you know, we're doing a survey on how people feel about giving to charity and I'd like to get some of your views. The first question is:

1. Some people feel there are far too many campaigns for money nowadays -- too many different appeals by welfare, health and other agencies? How do you feel?

2. Are there any (other) organizations or groups that you specially like to give money to when you can? (I mean any welfare, religious, health or educational groups or any other worthy causes?) Any others?

7-
8-

(RECORD NAMES IN TABLE AND COMMENTS BELOW OR ON OPPOSITE PAGE)

DO NOT ASK FOR AMOUNTS UNTIL Q.39

NAME OF ORGANIZATION	CONTRIBUTION FOR LAST YEAR	
	Respondent	Other Family
None. . . . X (Skip to Q. 3)		
*(A)	\$	\$
** (B)	\$	\$
(C)	\$	\$
(D)	\$	\$
(E)	\$	\$

*A. What makes you like to give to (A)?

9-

**B. How about (B), what makes you like to give to it?

10-

Note: Fill in names volunteered in Q.3 which are not prelisted on Page 3.

NAME OF ORGANIZATION	CONTRIBUTION FOR LAST YEAR	
	Respondent	Other Family
(V)	\$	\$
(W)	\$	\$
(X)	\$	\$
(Y)	\$	\$
(Z)	\$	\$
(AA)	\$	\$
(BB)	\$	\$
(CC)	\$	\$
(DD)	\$	\$
(EE)	\$	\$
(FF)	\$	\$
(GG)	\$	\$
(HH)	\$	\$
<u>Note: Total the amounts for the respondent and for others and ask "C"</u>		
	PAGE 2 TOTAL	\$
31- 36-	PAGE 3 TOTAL	\$
32- 37-	PAGE 4 TOTAL	\$
33- 38-	GRAND TOTAL	\$
34- 39-		\$
35- 40-		\$

C. If my arithmetic is right, that makes about _____ for yourself, and _____ for others in your family during the past 12 months. Does that sound right to you? (If the answer is "No", go back over the amounts and adjust items as specified.)

4. Ask only if "Community Chest or United Appeals" was not already discussed in Q.2.

How do you feel about giving to your local "Community Chest" or "United Appeals"? (Why is that?)

41-

5. Ask only if "United Jewish Appeal" was not already discussed in Q. 2.

And how do you feel about giving to the local United Jewish Appeal drive? (Why is that?)

42-

43-

6. By the way, are you yourself Jewish, Protestant or Catholic? (Do you consider yourself Orthodox, Conservative, Reform or Non-religious?)

Orthodox.	44-1
Conservative.	2
Reform.	3
Non-religious	4
Other	5

7. I suppose people have different reasons for giving to charity, but why do you think people you know give to charity? (Any other reasons?)

45-

46-

8. Who do you think should be responsible for supporting local social welfare agencies?

47-

9. A. In your opinion, do you feel the social and welfare needs of Newark and all its suburbs should be combined into one overall drive or should each separate community take care of its own needs?

One drive	48-1
Separate drives	2
Depends	3
Don't know.	4

B. Why do you say that?

10. Now, people give to charity for a number of reasons. I'm going to read you a list of different reasons sometimes given and for each one I'd like you to tell me whether or not you think most people you know have this as one of their reasons; and also how you yourself feel about it? The first one is:

A. Do you think most people you know definitely feel this way, partly feel this way or definitely do not feel this way?

B. Do you yourself definitely feel this way, partly feel this way, or definitely not feel this way?

	<u>A. Most People</u>				<u>B. Self</u>			
	<u>Def.</u>	<u>Partly</u>	<u>Not</u>	<u>Know</u>	<u>Def.</u>	<u>Partly</u>	<u>Not</u>	<u>Know</u>
(a) People give to charity because they believe they will be judged in heaven by their good deeds on earth.	49-1	2	3	4	6	7	8	9
(b) People give because they want to relieve suffering and hardships of deserving people	50-1	2	3	4	6	7	8	9
(c) People give because they feel it is a religious duty to God	51-1	2	3	4	6	7	8	9

Question 10 Continued

	A. Most People				B. Self			
	Def. Feel	Partly	Def. Don't Not	Know	Def. Feel	Partly	Def. Don't Not	Know
(d) People give to agencies dealing with character building, youth and recreation because they want to help people learn to be good citizens and avoid trouble . . .	52-1	2	3	4	6	7	8	9
(e) People believe that their wealth and good fortune depend on God's will and that unless they give to charity their fortune may change	53-1	2	3	4	6	7	8	9
(f) People give because they hope the favorable publicity will help them in their business, social or other personal goals.	54-1	2	3	4	6	7	8	9
(g) People feel they might as well give to charity because they can deduct it from their income taxes.	55-1	2	3	4	6	7	8	9
(h) People give to their own sectarian groups because they want to show their loyalty and help their groups improve themselves	56-1	2	3	4	6	7	8	9
(i) People give to cancer and heart research groups because they feel that everyone, including themselves, can benefit from new cures and medical discoveries.	57-1	2	3	4	6	7	8	9
(j) People give to local recreation and other welfare agencies to help share the cost of community services which they themselves need or feel the community needs	58-1	2	3	4	6	7	8	9
(k) People give to hospitals and other health agencies because they feel that someday they themselves may need help and treatment.	59-1	2	3	4	6	7	8	9
(l) People give because others expect them to give and would criticize them if they didn't.	60-1	2	3	4	6	7	8	9
(m) People give to charity to relieve feelings of guilt that they haven't been as good as they could be in their everyday lives.	61-1	2	3	4	6	7	8	9

11. As far as you can remember, were you taught as a child to feel that giving to charity was very important, moderately important, a little important or hardly important at all?

Very important.	62-1
Moderately important.	2
A little important.	3
Not important	4
Don't know.	X

12. What about most of your friends today -- do they generally feel that giving to charity is very important, moderately important, a little important, or hardly important at all?

Very important.	63-1
Moderately important.	2
A little important.	3
Hardly important.	4
Don't know.	X

13. Do you usually plan in advance all of the fund raising drives you will support, some of the drives you will support, or do you generally make up your mind as each request is made?

All in advance.	64-1
Some in advance	2*
As made	3
Don't know.	X

*A. IF SOME IN ADVANCE: Which drives do you usually plan in advance to support?

64-

14. A. Do you sometimes find it hard to decide which campaigns to give to, and which ones to say "No" to?

Yes	65-1
No.	2
Don't know.	X

B. How do you usually decide which ones to give to? (What are some of the things you want to know about them?)

66-

15. Each year do you usually plan in advance the approximate total amount you will give to all charities?

Yes	67-1*
No.	2
Don't know.	X

*A. IF YES: How do you usually decide on how much this will be?

68-

16. A. And do you usually plan in advance the amount you will give to every drive, only to some drives, or do you generally decide as each request is made?

Every drive	69-1
Some drives	2
As request made	3
Don't know.	X

B. How do you usually decide how much to give to each drive? (Just how do you decide the most you will give? The least?)

70-

C. Do you ever consider how much others are giving in deciding the amount of your own donation?

Yes	71-1*
No.	2
Don't know.	X

*D. IF YES: Just how does it affect your decision?

E. Do you usually decide all gifts by yourself, some by yourself, or do you discuss all gifts with others?

All self.	72-1
Some self	2**
Others.	3**
Don't know.	X

**F. IF "SOME SELF" OR "OTHERS": With whom do you discuss the gifts?

17. Now suppose you had \$10,000 to donate to charity this year, how much would you give each of the groups that usually ask you for money?

<u>Groups</u>	<u>Amount</u>	
_____	_____	
_____	_____	
_____	_____	
_____	_____	
_____	_____	
_____	_____	73-
_____	_____	74-
_____	_____	75-
_____	_____	76-

18. So far as you know, what groups or activities are supported by the U.J.A. of Essex County?

77-
78-
79-
80-

19. A. Are there some activities or groups supported by the U.J.A. that you feel are especially important? Which ones? Any others?

6-
7-
8-

B. Are there any activities now supported by the U.J.A. which you feel should be supported by some other groups?

Yes	9-1*
No.	2
Don't know.	X

*C. IF YES: Which ones? (Why is that?)

10-
11-
12-

20. A. Now (as you know) the U.J.A. supports three types of activities -- overseas groups in Israel or elsewhere, national cultural and service organizations such as the Hillel Foundation, and local agencies such as the Home for the Aged and the "Y". Out of every dollar collected by the U.J.A., about how much do you think goes to Israel, National and local groups?

Israel _____	13-
National _____	14-
Local _____	15-
Don't know.	15-X

B. Do you think the way the U.J.A. allocates its funds is as good as can be expected, or do you think it can be improved?

As good	16-1
Improved.	2*
Don't know.	X

*C. IF IMPROVED: How could it be improved?

17-

21. Now some charities get their support from the entire community; others are dependent on special groups. Do you feel that the U.J.A. really depends on people like yourself very much, a moderate amount, or could they just as well get along without you?

Depend very much.	18-1
Depend moderately	2*
Get along without	3*
Don't know.	X

*A. IF "DEPEND MODERATELY" OR "GET ALONG WITHOUT": What other groups do you think they depend on for support?

22. From what you've read or heard, do you feel the amount of money raised by your U.J.A. is very adequate, moderately adequate, a little inadequate or very inadequate to meet all its needs?

Very adequate	19-1
Moderately adequate	2
Little inadequate	3
Very inadequate	4
Don't know.	X

23. Now over the years the government has gradually increased its services to the needy, the handicapped, the aged and other special groups. How do you feel about the government taking over these responsibilities? (Why do you say that?)

20-

24. Could you tell me if you've heard of the Jewish Community Council of Essex County?

Yes	21-1*
No.	0

*A. IF YES: What have you heard about them? (What do they do?)

25. Have you yourself or your family ever used any of the local community services supported by the U.J.A.?

Yes	22- 23- 24-9*
No.	0**
Don't know.	X

*IF YES, ASK "A", "B", "C"

A. Which ones?

B. Were you entirely satisfied with the services, partly satisfied, or generally dissatisfied with the services?

Entirely satisfied. . .	25-1
Partly satisfied. . . .	2
Dissatisfied.	3
Don't know.	X

C. Now very few human organizations are entirely perfect. Do you have any ideas at all how the U.J.A. or the groups supported by them could be improved?

Question 25 Continued

**IF NO, ASK "D" THRU "F"

D. Have any of your friends or people you know ever used any of the services supported by the U.J.A.?

Yes	26-1***
No.	2
Don't know.	3

***D. IF YES TO "D": Were they entirely satisfied with the services, partly satisfied or generally dissatisfied with the services?

Entirely satisfied. . .	26-5
Partly satisfied. . .	6
Dissatisfied.	7
Don't know.	8

F. Now very few human organizations are entirely perfect. Do you have any ideas at all how the U.J.A. or the groups supported by them could be improved?

26. Have you or your family ever visited any of the (other) agencies supported by the U.J.A.?

Yes	27-9*
No.	0
Don't know.	X

*IF YES, ASK "A" & "B"

A. Which ones?

28-

29-

B. Were you (they) entirely satisfied with what you (they) saw, partly satisfied, or generally dissatisfied with the facilities or services?

Entirely satisfied. . .	30-1
Partly satisfied. . . .	2**
Dissatisfied.	3**
Don't know.	X

***C. IF "PARTLY SATISFIED" OR "DISSATISFIED": Why do you say that?

27. Now generally speaking, do you feel that the groups supported by your local U.J.A. are doing an entirely satisfactory job, a partly satisfactory job, or an unsatisfactory job of taking care of local needs?

Entirely satisfactory	32-1
Partly satisfactory	2*
Unsatisfactory.	3*
Don't know.	X

*A. IF "PARTLY SATISFACTORY" OR "UNSATISFACTORY": What more could they do?

33-

28. Have you yourself ever had any experience at all raising money for some worthy cause?

Yes	34-1**
No.	0*

*A. IF "NO": How do you think you would feel about asking people for money for some worthy cause? (PROBE)

34-

**IF "YES", ASK "B" THRU "F"

B. For what organizations?

35-

C. How do people feel about being asked to give?

Question 28 Continued

D. How do you feel about asking people for money?

37-

E. What sort of people are easy to ask for money?

38-

F. So far as you can tell, what is the most effective (Is there any other?) way to make people give?

39-

29. Aside from fund raising, have you yourself ever done any social work professionally or as a volunteer, or been active in any of the organizations that ask the public for money? (RECORD IN FULL; THEN CODE)

Yes	40-1*
No.	2

*A. IF YES: What did you do? (In what organizations?)

41-

30. A. Could you tell me where you get most of your information about the U.J.A.?
(Any other place?)

42-

43-

UNLESS MENTIONED IN "A" ASK:

- B. Do you ever talk to your friends, family or business associates about the U.J.A.? (Who?)

- C. Do you ever read about it in the newspapers? (Which?)

- D. Do you ever hear about it at any of the meetings you attend? (Which?)

- E. Do you ever receive any letters or brochures about it in the mail?

-
31. A. Of all the sources of information you've just told me about, which do you feel gives you the most information?

44-

- B. Which do you feel gives you the least information?

45-

32. A. Which daily newspapers do you usually read?

Newark Star Ledger.	46-1
Newark News	2
Jersey Journal.	3
New York Times.	4
New York Post	5
Other New York papers	6
None.	7
Other _____	8

B. IF NEW YORK POST NOT MENTIONED: Do you usually read the New York Post?

Yes	46-9
No.	0
Don't know.	X

C. And which weekly newspapers do you usually read?

Belleville Times.	47-1
Caldwell Progress	2
East Orange Record.	3
Hillside Times.	4
Independent Press	5
Irvington Herald.	6
Milburn-Short Hills Item	7
Montclair Times	8
North Arlington Leader.	9
Nutley Sun.	0
Orange Transcript	X
South Orange News Record.	Y
The Glen Ridge.	48-1
The Observer.	2
Verona-Cedar Grove Times.	3
Springfield Sun	4
West Essex Tribune.	5
West Orange Chronicle	6
Jewish News	7
Other _____	8

D. IF JEWISH NEWS NOT MENTIONED: Do you ever read the Jewish News?

Yes	48-9 (Ask Qs.33-38)
No.	0 (Skip Qs.33-38)
Don't know.	X (Skip Qs.33-38)

NOTE: Ask Q. 33-38 ONLY if Jewish News is read.

NOTE: ASK Qs. 33-38 ONLY IF JEWISH NEWS IS READ

33. A. Do you usually just glance at the Jewish News, read it just a little or do you read most of the articles in the Jewish News?
- B. How about other members of your family -- do they usually just glance at the Jewish News, read it just a little bit, or do they read most of the articles in the Jewish News?

	<u>A. Self</u>	<u>B. Others</u>
Not even glance	1 (Skip Qs. 34-38)	7
Just glance	2 (Skip Qs. 34-38)	8
Read a little bit	3	9
Read most	4	0
Don't know.	5	X

34. When the Jewish News comes to your house, is it usually kept for a few days before it is thrown out, or is it kept until the next issue arrives?

Same day.	50-1
Few days.	2
Next issue or longer.	3
Don't know.	X

35. Can you tell me approximately how much time you yourself usually spend reading the Jewish News during an average week? (Approximately how many hours?)

Less than 1/2 hour.	51-1
1/2 hour, less than 1/2 hour.	2
1/2 hour, less than 1 hour.	3
1 hour, less than 1 1/2 hours	4
1 1/2 hours, less than 2 hours	5
2 hours or more	6
Don't know.	X

36. As a rule do you read the Jewish News only once a month, two or three times a month, or every issue that comes to your house?

Once a month.	52-1
2 or 3 times a month.	2
Every issue	3
Don't know.	X

37. Now I'd like to get your overall reactions to the Jewish News.

A. How would you rate it for being informative -- would you say it is very informative, moderately informative, a little informative, or hardly informative at all?

Very informative.	53-1
Moderately informative.	2
A little informative.	3
Hardly informative.	4
Don't know.	5

B. How much enjoyment do you get from reading the Jewish News -- very much enjoyment, a moderate amount, a little, or hardly any?

Very much	7
Moderate amount.. . . .	8
A little.	9
Hardly any.	0
Don't know.	X

C. How trustworthy would you say it is -- very trustworthy, moderately trustworthy, a little or hardly at all?

Very trustworthy.	54-1
Moderately.	2*
A little.	3*
Hardly at all	4*
Don't know.	5

*D. IF "MODERATELY", "A LITTLE", "HARDLY AT ALL": Why do you say that?

55-

38. Now newspapers, like supermarkets, are made up of many departments. I'd like to read you a list of the Jewish News departments and have you rate the interest of each one.

First, Israel and foreign news -- would you say it is very interesting, moderately interesting, or not very interesting to you?

		Very Interesting	Moderately Interesting	Not Very	Don't Know
Israel and foreign news	56-1	2	3	4	
National news about Jewish activities	6	7	8	X	
Local organization news	57-1	2	3	4	
Synagogue news.	6	7	8	X	
Local society news.	58-1	2	3	4	
Stories about U.J.A. activities	6	7	8	X	
Other local news.	59-1	2	3	4	
Advertising, displays about the U.J.A. and its agencies.	6	7	8	X	
Business advertising.	60-1	2	3	4	
Editorials.	6	7	8	X	
Feature articles about Jewish culture	61-1	2	3	4	

39. Now in order for us to get a better statistical understanding of the different kinds of givers, we have to have some idea of what you happened to give to different groups last year.

A. For example, during the past year, how much did you, yourself, give to _____ ? (Turn to Pages 2-4 and record amounts in spaces provided, asking Part B for each organization.)

B. And how much did any other member of your family give to _____ ?

NOTE: Ask C only if respondent absolutely refuses or is unable to give amounts for each organization, and record answers on Page 4.

C. Well, can you tell me just roughly about how much you contributed altogether to all groups last year? And how much did any other members of your family contribute last year?

NOTE: If female respondent does not know amounts of husband's contributions, arrange to call her back by phone after she has talked to husband.

40. A. Suppose a family like yours gave 5% of its total (gross) income to worthy causes and charities. (That's about 2½ weeks pay per year) Would you call that very generous, reasonably generous, or not so generous?

Very generous	62-1*
Reasonably generous	2**
Not so generous	3**
Don't know.	4**

*B. IF VERY GENEROUS: How about 1% or 2½ days pay a year -- for a family like yours, would that be very generous, or reasonably generous, or not so generous?

Very generous	62-5
Reasonably generous	6
Not so generous	7
Don't know.	X

**IF "REASONABLE", "NOT SO GENEROUS" OR "DON'T KNOW" TO "A", ASK "C"

C. How about 10% -- Would that be very generous, reasonably generous or not so generous?

Very generous	63-1
Reasonably generous	2***
Not so generous	3***
Don't know.	4***

***IF "REASONABLE", "NOT SO GENEROUS" OR "DON'T KNOW" TO "C", ASK "D"

D. What percent would be very generous?

11 - 12 percent	64-1
13 - 14 percent	2
15 - 16 percent	3
17 - 18 percent	4
19 - 20 percent	5
21 or more percent.	6
Don't know.	X

41. A. What percent of their income do you think most of your friends contribute to charity every year? % 65-
- B. How about other people like you, in your (husband's) business or profession -- what percent of their income do you think they contribute every year? % 66-
- C. What about your neighbors around here, what percent of their income do you think they contribute every year? % 67-
-

42. In general, do you consider people in your community to be very generous, moderately generous, or not so generous in their contributions?

Very generous	68-1
Moderately.	2*
Not so generous	3*
Don't know.	X

*A. IF "MODERATELY" OR "NOT SO GENEROUS": Why do you think they aren't more generous?

69-

43. Are there any special charities or building drives that you feel are important enough to justify a person giving money from his savings or capital?

Yes	70-1*
No.	2
Depends.	3**
Don't know.	4

*A. IF YES: Which drives?

71-

**B. IF DEPENDS: On what does it depend?

72-

44. Now here is an interesting question -- Do you think it is a good idea or not to leave money to charity after you die?

Good idea	73-1*
Depends	2**
Bad idea.	3**
Don't know.	4

*IF GOOD IDEA, ASK "A" & "B"

A. Which kinds of charities would you want to leave money to?

74-

B. Have you actually made out a will leaving money to some charities?

Yes	75-1
No.	2
Don't know.	3

**C. IF "DEPENDS" OR "BAD IDEA": Why do you say that?

76-

45. Now I'd like to get your opinion of the following situation.
 A man has been contributing \$1500 to the U.J.A. His wife is invited to a U.J.A. Women's Luncheon and wants to contribute \$200. The man agrees to the \$200 gift but decides to reduce his own contribution to \$1300.

A. Do you think most men faced with this problem would reduce their gifts or not?

Reduce.	77-1
Not reduce.	2
Don't know.	3

B. How about yourself, would you reduce your gift or not?

Reduce.	77-5
Not reduce.	6
Don't know.	7

C. Do you think a married woman should make her own contribution to the U.J.A., or do you think a husband and wife should make one joint contribution?

Separate.	77-9
Joint	0
Either.	X
Don't know.	Y

46. As you know, there are a lot of different ways of raising money -- and I'd like to ask which ones you like, and which ones you don't like so well. For instance, do you prefer to have people coming to your home to ask for money or would you rather they called you at your place of business?

- Home. 78-1
- Business. 2
- Either. 3
- Not apply-only at home. 4
- Other (specify) 5

47. A. Do you think people give more if they are asked to announce their contributions at a fund raising meeting?

- Yes 79-1
- No. 2
- Don't know. 3

B. Why do you say that?

80-

48. A. How about publishing each person's contribution in a booklet -- do you think people would give more if they knew the amount would be published?

- Yes 6-1
- No. 2
- Don't know. 3

B. How about yourself, do you think the amount of your contribution would be affected? How?

49. A. Can you tell me how you are usually contacted by the U.J.A. for a donation?

7-

B. Are you usually contacted by a friend, neighbor, business associate, or a stranger?

- Friend. 8-1
- Neighbor. 2
- Business associate. 3
- Stranger. 4
- Don't know. 5

NOTE: Multiple coding permitted

1- 2- 3- 4- 5-

CONTINUE QUESTION 49 ON NEXT PAGE

Question 49 Continued

C. Are you entirely satisfied with this form of contact, or would you prefer some other way?

Entirely satisfied.	8-7
Other way	8*
Don't know.	X

*D. IF "OTHER WAY": What would that be?

9-

50. Have you ever attended any fund raising affair such as a dinner or luncheon sponsored by the U.J.A.?

Yes	10-1*
No.	2
Don't know.	X

*A. IF YES: Can you tell me about it? (Was it an enjoyable experience? Do you think it affected the amount of your gift?)

11-

51. Have you or your friends ever had any (other) unpleasant experiences in connection with any fund drive?

Yes	12-1*
No.	2
Don't know.	3

*A. IF YES: Can you tell me about them?

13-

52. A. From what you've heard or read, could you tell me about what percent of all money raised by the U.J.A. goes for expenses used in raising money? _____ % 14-

B. Do you consider the amount used by U.J.A. for expenses too much, about right or too little?

Too much.	15-1
About right	2
Too little.	3
Don't know.	X

53. Does the U.J.A. or their supported organizations ever let you know whether or not they appreciate your contribution?

Yes 16-1
 No. 2*
 Don't know. 3

*A. IF NO: Do you think they should?

Yes 16-5**
 No. 6
 Don't know. 7

**B. IF YES TO "A": What should they do?

17-

54. Now could you tell me, are you married or single?

Single. 18-1
 Married 2
 Separated 3
 Divorced. 4
 Widowed 5

55. And how many are there in your family? _____

That's you and your. . .? (RECORD IN THE TABLE) 19-

<u>Relationship to Respondent</u>	<u>Sex</u>	<u>Age</u>
Respondent		

20-
21-

59. (HAND RESPONDENT CARD 1) About how much did you and your family earn last year from all sources?

(1) Under \$7,000.	27-1
(2) \$7,000-\$7,999	2
(3) \$8,000-\$8,999	3
(4) \$9,000-\$9,999	4
(5) \$10,000-\$11,999	5
(6) \$12,000-\$13,999	6
(7) \$14,000-\$15,999	7
(8) \$16,000-\$19,999	8
(9) \$20,000-\$24,999	9
(10) \$25,000-\$29,999	0
(11) \$30,000-\$34,999	X
(12) \$35,000-\$39,999	28-1
(13) \$40,000-\$44,999	2
(14) \$45,000-\$49,999	3
(15) \$50,000 or more	4
Don't know.	5

60. During the past four or five years has your family income changed very much from year to year?

Yes	29-1
No.	2
Don't know.	3

61. With prices and taxes so high, can your family meet all its needs very easily on what it earns, moderately easy, or do you have to do some managing to make all ends meet?

Very easily	29-5
Moderately easy	6
Some managing	7
Don't know.	X

62. Have you personally ever been through a time of real hardship, like a sharp drop in income, or have you always been comfortably well off?

Has known hardship.	30-1
Qualified	2
Always comfortably off.	3
Don't know.	4

63. Have you ever been much better off than you are now?

Yes	30-6
Qualified	7
No.	8
Don't know.	X

68. Do you have any children now in a Hebrew school, or do you plan to send them there?

Yes 35-5
 No. 6
 Doesn't apply 7
 Don't know. X

69. Are you presently a member of any temple or synagogue?

Yes 36-1*
 No. 0

*IF YES, ASK "A" THRU "D"

A. What Temple is that? _____

B. How long have you been a member there? _____

C. Do you usually attend religious services, mostly, occasionally, or rarely on:

	<u>Mostly</u>	<u>Occasionally</u>	<u>Rarely</u>	<u>Don't Know</u>
Weekdays.	37-1	2	3	4
Friday nights	6	7	8	9
Saturday mornings	38-1	2	3	4
High Holy holidays.	6	7	8	9
Most Jewish holidays.	39-1	2	3	4

D. Do you or your family participate in any other synagogue activities? (Which?)

40-

70. A. Would you say it is very important for you to be greatly respected by members of the Jewish community, moderately important or hardly important at all?

Very important. 41-1
 Moderately important. 2
 Hardly important. 3
 Don't know. 4

B. How important is it for a person who wishes to be respected in the Jewish community to contribute substantially to Jewish philanthropies -- very important, moderately important, or hardly important at all?

Very important. 41-6
 Moderately important. 7
 Hardly important. 8
 Don't know. X

71. A. (HAND RESPONDENT CARD 2) Which of the following observances are now practiced more or less regularly in your home?

B. Which ones were practiced in your parents' home when you were a child?

	A Your Home	B Parents' Home
(1) Kosher food only served.	42-1	43-1
(2) Special dinner on Friday nights. . .	2	2
(3) Lighting of candles on Friday . . .	3	3
(4) Kiddush.	4	4
(5) No smoking allowed in house on Sabbath.	5	5
(6) Seder on Passover.	6	6
(7) Bread not eaten in home on Passover.	7	7
(8) Candles lit on Chanukah.	8	8

72. Do you think that the existence of the State of Israel has had any effect on the status and security of American Jews?

Yes	44-1*
No.	2
Don't know.	3

*A. IF YES: Would you say it has been a very beneficial, moderately beneficial, a little beneficial or not very beneficial effect?

Very beneficial	45-1
Moderately.	2
A little.	3
Not very.	4
Don't know.	X

73. Do you think American Jews should help the Jews in Israel in any of the following ways:

	Yes	No	Don't Know
a) By raising money for Israel	46-1	2	X
b) By encouraging their children to emigrate to Israel	47-1	2	X
c) By seeking to influence U.S. foreign policy in favor of Israel.	48-1	2	X
d) By giving a priority to Israeli welfare needs over local Jewish needs	49-1	2	X
e) By buying Israeli Bonds	50-1	2	X

74. (HAND RESPONDENT CARD 3) Now I should like to ask you some general questions about what you think makes a good Jew. For each statement I'll read, I'd like you to tell me whether a good Jew must do it, whether it is desirable but not necessary, whether it makes no difference, or whether a good Jew must not do it.

	Must Do	Desirable	Difference	Must Not	Don't Know
A. Accept his being a Jew and not try to hide it	51-1	2	3	4	X
B. Contribute to Jewish philanthropies	52-1	2	3	4	X
C. Support Israel	53-1	2	3	4	X
D. Provide Jewish education for children	54-1	2	3	4	X
E. Belong to a synagogue or temple.	55-1	2	3	4	X
F. Attend services on High Holidays	56-1	2	3	4	X
G. Observe the dietary laws	57-1	2	3	4	X
H. Know the fundamentals of Judaism.	58-1	2	3	4	X
I. Gain respect of Christian neighbors.	59-1	2	3	4	X
J. Help the underprivileged improve their lot.	60-1	2	3	4	X
K. Marry within the Jewish faith. .	61-1	2	3	4	X

75. A. In which local groups or organizations are you now a member? (Any others?)
- B. Are you or your (spouse) an officer of any of these groups?
- C. Are you or your (spouse) a member of the board of directors of any of these groups?
- D. Are you or your (spouse) a member of any committee in any of these groups?

A Group or Organization	B Officer		C Board Member		D Committee Member	
	Self	Spouse	Self	Spouse	Self	Spouse
	1	2	3	4	5	6
	1	2	3	4	5	6
	1	2	3	4	5	6
	1	2	3	4	5	6
	1	2	3	4	5	6
	1	2	3	4	5	6

76. When you go out to eat, do you usually go to a place around your home, or do you go someplace else?

Around home 65-1
 Someplace else. 2*
 Don't go out to eat 3

*A. IF SOMEPLACE ELSE: Where is that?

77. Do you usually do your shopping for clothing and housewares around your neighborhood or do you go someplace else?

Around neighborhood 66-1
 Someplace else. 2*
 Don't know. 3

*A. IF SOMEPLACE ELSE: Where is that?

78. Do most of your close friends live around here (your home) or someplace else?

Around here 67-1
 Someplace else. 2*
 Don't know. 3

*A. IF SOMEPLACE ELSE: Where is that?

79. Do you usually think of your community as part of Greater Newark, Greater New York, or as a separate and independent area of its own?

Newark, 68-1
 New York. 2
 Separate. 3
 Don't know. X

80. Now one last question and we'll be through.

- A. In what country were you born? _____ 69-
- B. Your father? _____ 70-
- C. Your mother? _____ 71-
- D. Your father's mother? _____ 72-
- E. Your father's father? _____ 73-
- F. Your mother's mother? _____ 74-
- G. Your mother's father? _____ 75-
- _____ 76-
- _____ 77-
- _____ 78-
- _____ 79-
- _____ 80-