



# MOORE INFORMATION

OPINION RESEARCH • STRATEGIC ANALYSIS

May 10, 2007

TO: Interested Parties  
FROM: Bob Moore and Hans Kaiser  
RE: Businesses and Community Contributions

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## **Businesses Supporting Local Education Will Move to the Head of the Class!**

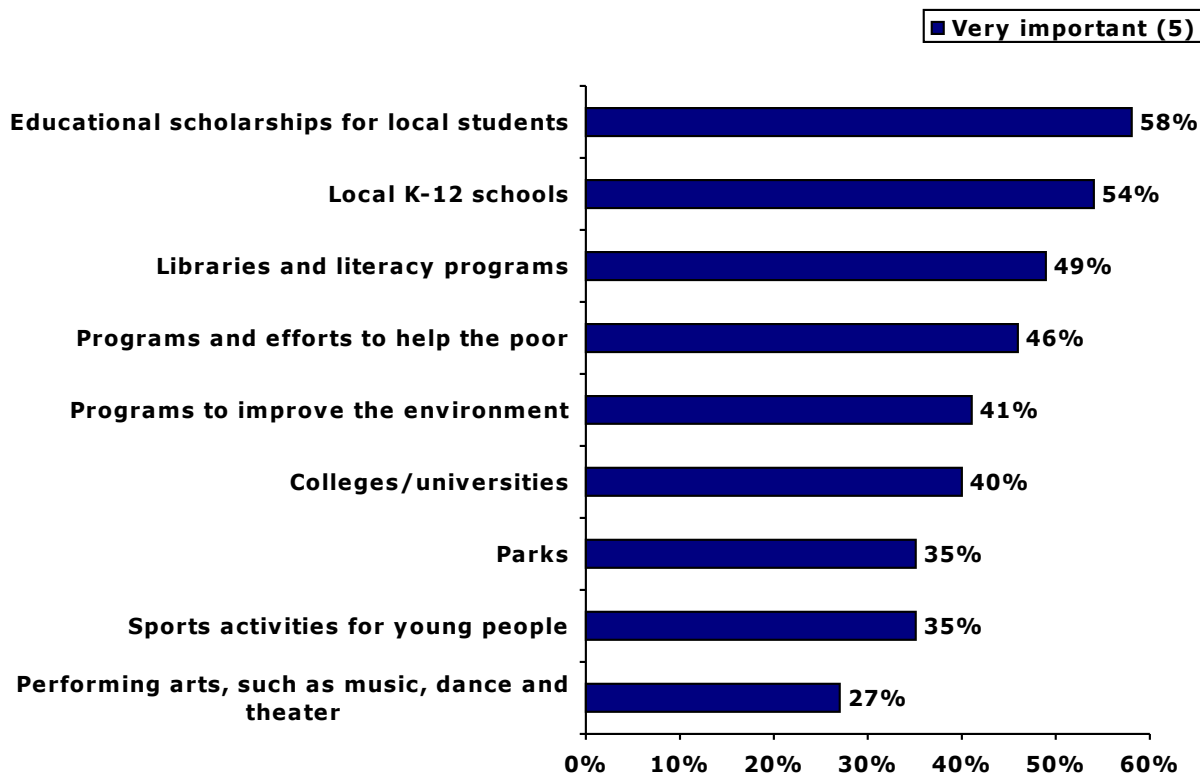
In a recent national survey, we asked voters how important it is for local businesses to contribute to various groups in their community. More than anything else, Americans want to see local businesses contribute to educational pursuits. Specifically, more than half of Americans today believe it is "very" important for business to give to educational scholarships for local students (58% "very" important) and local K-12 schools (54%). Libraries and literacy programs are also popular recipients (49%).

Additionally, four-in-ten or more also say programs and efforts to help the poor (46%), programs to improve the environment, (41%) and colleges/universities (40%) are "very" important. Fewer voters say parks (35%), sports activities for young people (35%) and performing arts, such as music, dance and theater (27%) are "very" important business contributions.

The following chart illustrates the level of importance Americans give to each of the nine areas tested.

### Businesses Community Involvement (Five-Point Scale)

*"Using a five-point scale, where five is very important and one is not important at all, what number between five and one best represents how important you think it is for businesses to contribute to or support each of the following."*



Looking at differences by key subgroups, support for local scholarships and K-12 schools is led by voters age 18-29, while helping the poor is most likely to be important to voters age 18-29, those with annual household incomes below \$30,000 and voters with a high school diploma or less education. By party, the biggest discrepancy is found on the issue of the environment. Indeed, programs to improve the environment are among the top priorities for Democrats, but among the lowest for Republicans. On this issue, Independents are more aligned with Democrats.

*These data are from a poll conducted among a representative sample of 800 registered voters, nationwide, by Moore Information, Inc. The potential sampling error is plus or minus 3% at the 95% confidence level. The interviews were conducted February 6-8, 2007. (Party affiliation of the sample is 36% Republican, 42% Democrat, 22% non-affiliated.)*