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# **Social Capital Survey Central Minnesota**

*Final Report*

Prepared by:  
UpFront Consulting  
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## KEY POINTS

The Central Minnesota Community Foundation commissioned a telephone survey of 518 residents of Central Minnesota. The survey asked about the connections individuals have with others in the community—referred to as “social capital.” Here are key findings:

- The May 2010 survey largely replicates research done in 2004; a key objective was to look for changes in social capital since that time.
- Although the survey methodology changed between the two years, much of the survey data this year is supported by the 2004 results.
- Overall, social capital has declined slightly compared to 2004.
- However, many strengths that were observed in the community in 2004 still appear to be present. These include volunteerism, a high degree of engagement in community life, and philanthropy.
- Although the community reports high levels of interest in public affairs, trust of government and of others in the community is down somewhat since 2004.
- Residents between the age of 35 and 64 generally have the most social capital. Those 24 and younger in particular tend to have less social capital than those of middle age. Social capital declines slightly over age 65 but not precipitously.
- Social capital is strongly tied to socio-economic status. Higher education and higher household incomes are the best predictors (along with age) of social capital.
- Men and women tend to have similar amounts of social capital, although this year men showed slightly more. The 2004 survey showed the reverse; likely the difference between genders is small.
- Top behavioral predictors of social capital include donations to religious and charitable organizations and holding office in a club or association. This is unchanged from 2004.
- Other behavioral predictors of social capital include volunteering, attending community meetings, and attending a club or organizational meeting. Individuals who report these activities many times during the year tend to be highest in other aspects of social capital.

These and other findings are described in more detail in the body of the report.

This final report describes findings from the Social Capital telephone survey conducted in Central Minnesota in May, 2010.

“Social Capital” is a method of measuring the value of connections that individuals have to other individuals and to their communities. This survey looks at a variety of indicators found, in national research, to be good measures of social capital.

The survey is a short form of a survey conducted in 50 communities and regions, and nationally, in the summers of 2000 and 2006. This survey was previously conducted in Central Minnesota in 2004.

This 2010 survey includes responses from 522 individuals. There were 501 responses in the 2004 Central Minnesota survey.

The 2004 survey was a random sample telephone survey. This year, due to declining telephone response rates and the shrinking number of households with land lines, the researchers chose to use a hybrid online/telephone methodology. There were three sources for the data:

- 308 completed online surveys from the LocalExpertsMN.com survey panel. These are individuals recruited primarily through community advertising (radio, print, and online) and paid a small stipend to complete surveys.
- 196 completed telephone surveys from a random sample of listed households in Central Minnesota. This sample was weighted to include more males and more individuals 65 and over.
- 18 completed surveys from a list of past participants in Marnita’s Table community events.

Overall, the respondents match the known demographics of the Central Minnesota area fairly well. Note that those who responded to the survey are slightly better educated than the population as a whole.

The survey respondents live in a 15-mile radius of St. Cloud. Like the 2004 survey, this geography largely includes four school districts (St. Cloud, Sauk Rapids, Sartell and Rocori). A few of the survey respondents live in other districts (Albany, Foley).

An appendix discusses the results of a survey of 88 college students who answered a subset of the questions in May of 2010.

Further information or analysis is available from the researchers.

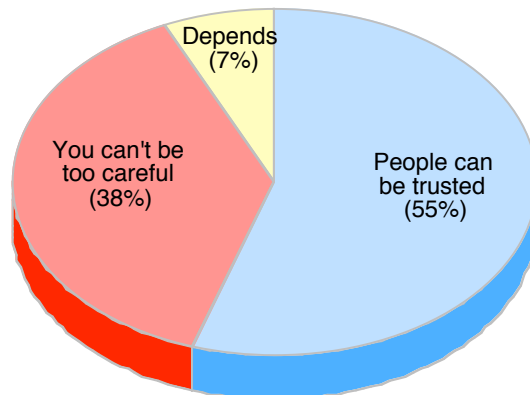
# TRUST

## Overall trust of people

The chart below shows responses to the question “Generally speaking, would you say that most people can be trusted or that you can't be too careful in dealing with people?” The three response choices were “People can be trusted,” “You can't be too careful” and “Depends.”

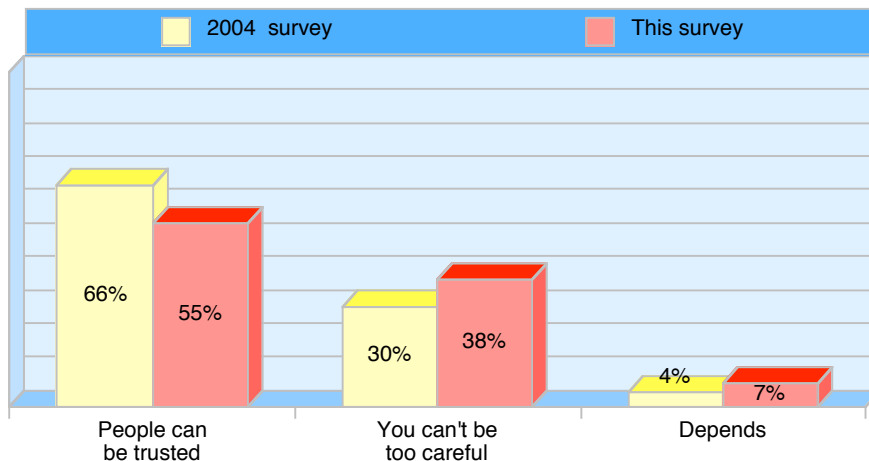
In Central Minnesota, nearly six in ten respondents believe you can trust people. Fewer than four in ten (38%) believe “You can't be too careful.”

The chart at the bottom of the page compares this survey with the 2004 study, also completed in Central Minnesota. Note that overall the area appears less trusting this year than in 2004, although the larger “Depends” response accounts for some of the difference.



“Generally speaking, would you say that most people can be trusted or that you can't be too careful in dealing with people?” All responses are shown.

In the 2004 survey, the questions about trust were first in the survey. This year, they were placed more toward the middle and questions that were deemed to be easier to answer, and perhaps less threatening, were placed first. We are reporting the questions in the same order they were asked in 2004 so that the reports from the two years can be compared.



This chart shows the comparison between the 2004 survey (yellow bars) and this survey (red bars). This color coding is followed throughout the survey.



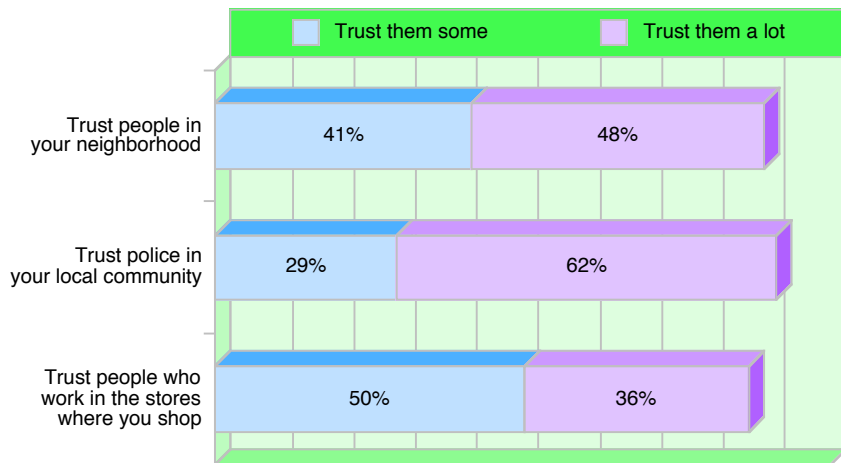
### Trust of neighbors, police, shops

The next set of three questions asked community residents how much they trust their neighbors, police in their community, and people who work in the stores where they shop. As shown in the chart below, people generally trust those around them, with police in the community receiving the highest trust.

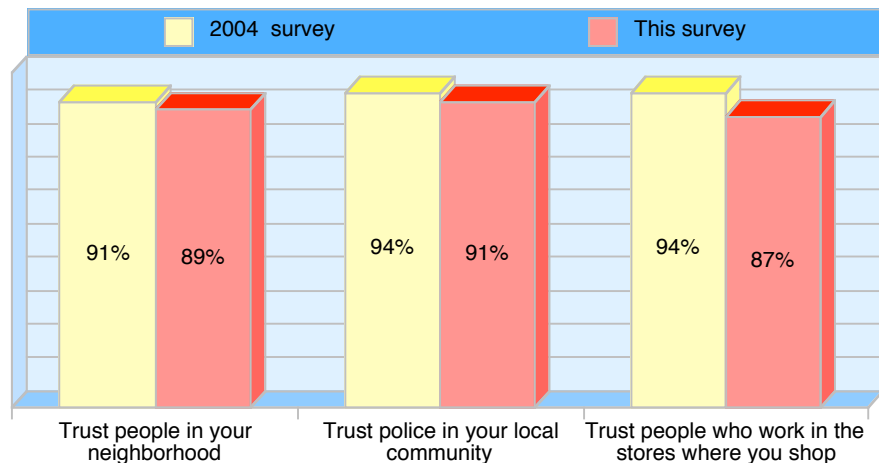
The chart at the bottom of the page compares the two years; note that responses are fairly similar to 2004. The percent of “Trust them a lot” responses is lower this year, but the “Trust them some” responses are correspondingly higher. This is to be expected given that a majority of surveys were completed online. Telephone surveys tend to push respondents to the outer ends of scales (“Trust them a lot”) while in written surveys (which includes online), people are more likely to

The wording of these three questions followed an identical pattern: “Next, we’d like to know how much you trust different groups of people. First, think about (GROUP). Generally speaking, would you say that you can trust them a lot, some, only a little, or not at all?”

There were two response choices not shown in the chart, “Trust them only a little,” and “Trust them not at all,” in addition to a “Don’t know” response. All the percentages are figured with the “Don’t know” responses removed, the same as in 2004.



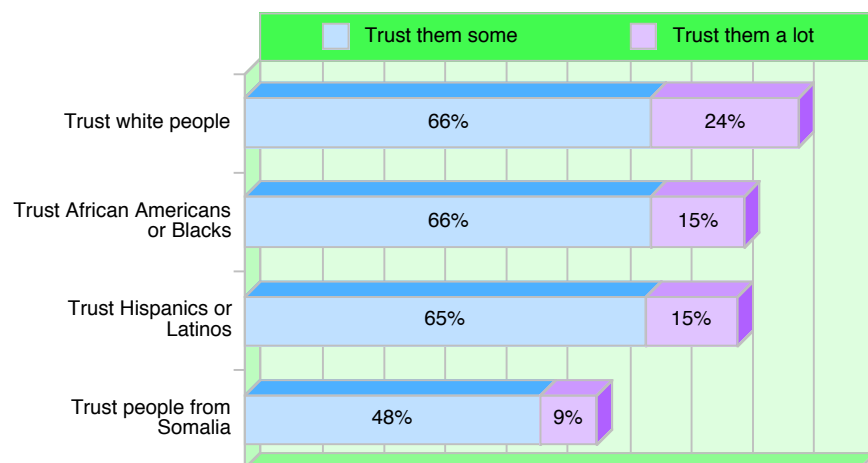
This chart shows the combined “Trust them a lot” and “Trust them some” responses from this survey and the 2004 survey. Note that overall, trust levels are similar between the two years. The item “Trust people in the stores where you shop” shows the biggest decline.



choose items toward the midpoint of the scale (“Trust them some”). For that reason, the comparison charts always show the sum of the two positive responses.

### Trust of racial groups

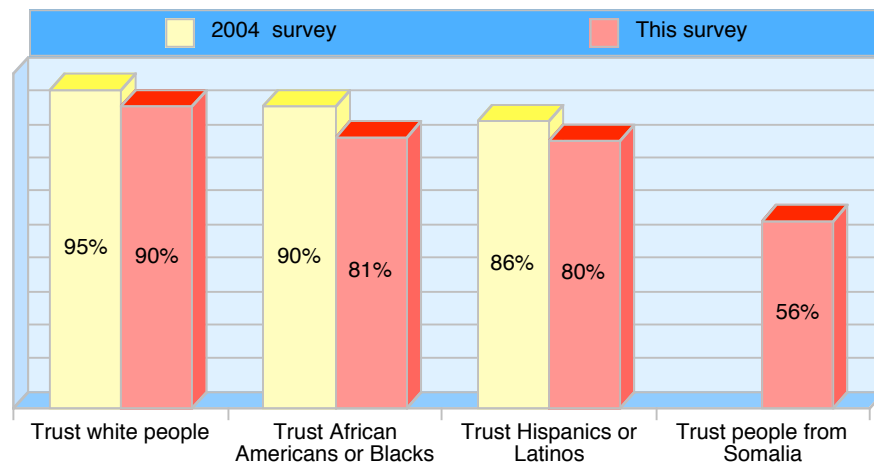
A similar set of four questions asked respondents how well they trust different racial groups. The charts below show the responses.



These four questions used the same pattern as the previous three questions, with the same response sets.

The percentages shown are figured with the “Don’t know” responses removed. In all, 43% of those who expressed an opinion about people from Somalia trust them “Only a little” or “Not at all.”

However, there was also a large percentage of “Don’t know responses; nearly one in four of those who answered the survey did not express an opinion.



Trust of all groups appears to be down slightly this year, when comparing the total “Trust them a lot” and “Trust them some” responses. Note the the group “People from Somalia” was not included in the 2004 survey.



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## POLITICAL ENGAGEMENT

The voter registration figures from the Social Capital surveys often do not correlate closely with data from voter registration rolls. Not only do some tend to over-report to voting questions, others are unaware of voter registration procedures and assume they are registered.

### Voter registration

Nearly all survey respondents (96%) say they are registered to vote. This is much higher than the 88% who said they were registered in the 2004 survey. This is likely caused by the higher education level of respondents this year; a number of studies have shown there is a positive correlation between higher education levels and voting.

### Interest in politics

The chart below shows that about seven in ten respondents are “Somewhat” or “Very” interested in politics. This is virtually identical to the 2004 survey.

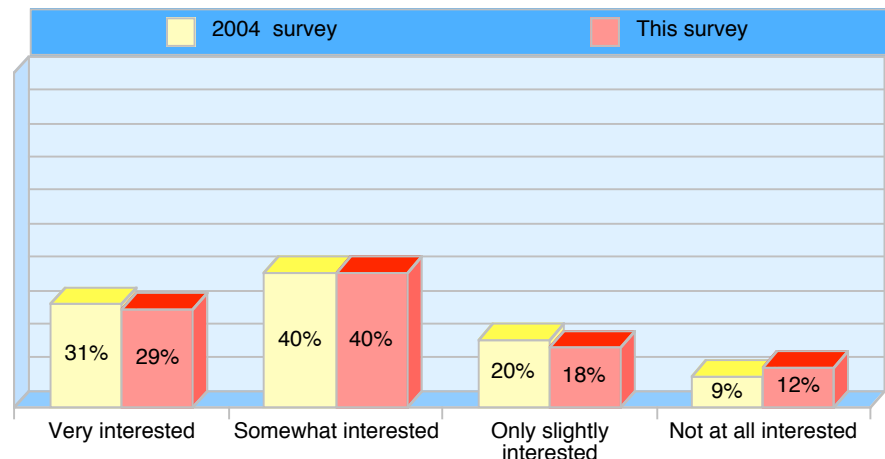
### Trust in government

The top two charts on the next page show that trust in government is not high. Fewer than three in ten trust the national government most of the time and only about four in ten trust the local government most of the time. Further, the percentages have both gone down since the 2004 survey.

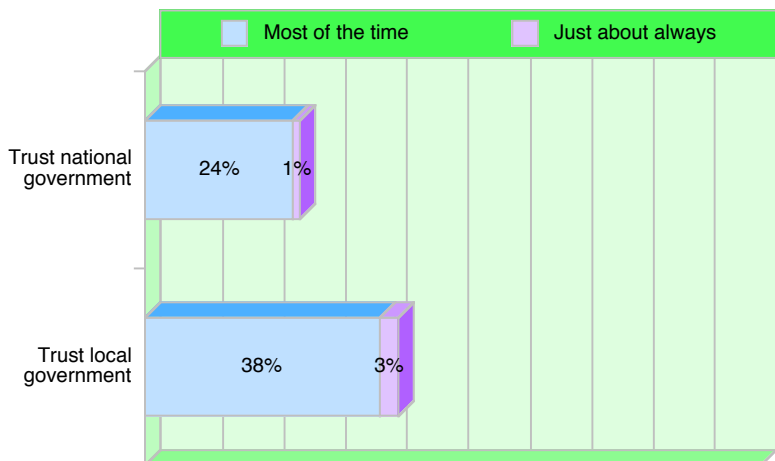
### Political leaning

The questionnaire asked participants to describe their political ideology. The chart at the bottom of the next page shows that more (38%) described themselves as conservatives than as liberals (28%). the percentages are roughly the same as 2004, although there appears to be a slight shift toward the middle.

“How interested are you in politics and national affairs?” All response choices are shown.

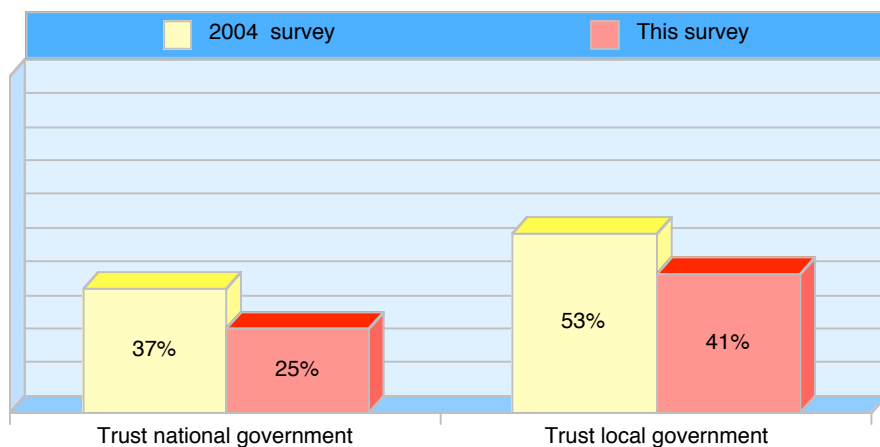




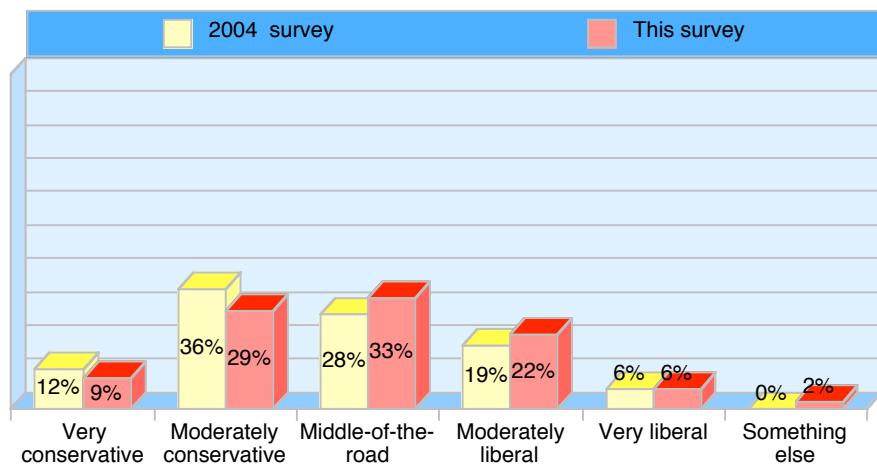


“How much of the time do you think you can trust the national government to do what is right?” and “How much of the time do you think you can trust the local government to do what is right?”

The five response choices for this question ranged from “Just about all the time” to “Hardly ever” as well as a “Don’t know” choice. 24% said they “Hardly ever” trust the national government; 9% said they “Hardly ever” trust the local government.



Trust in government at both the national and local level appears to have slipped substantially between 2004 and 2010. The chart shows the combined “Most of the time” and “All of the time” responses.



“Thinking politically and socially, how would you describe your own general outlook--as being very conservative, moderately conservative, middle-of-the-road, moderately liberal or very liberal?”

### Comparison of community activities

The three charts on the next page show responses to a set of questions about community activities.

These questions asked how many times individuals did each of these activities. The charts simply show the percent who did or did not do these things. The mean, or average, number of times respondents report completing these activities are shown in the table. Note that the averages are figured after removing the respondents who have not done the activity in the past 12 months.

Overall, respondents are most likely to have attended a club or organizational meeting, and least likely to have attended a political rally.

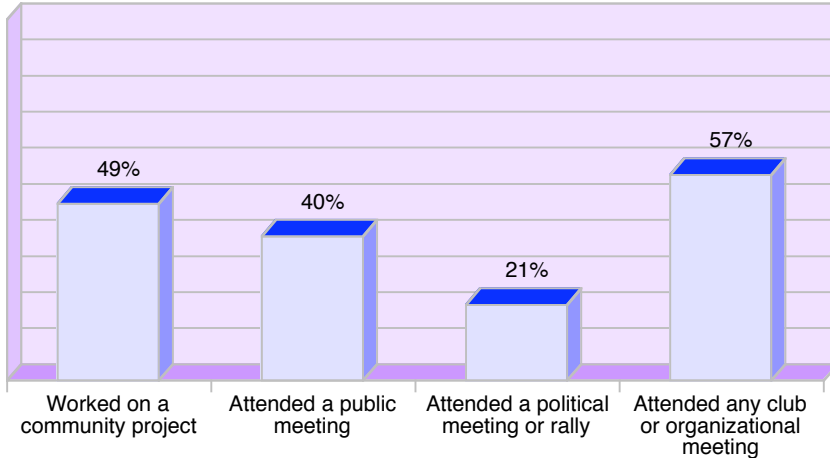
Compared to 2004, it appears that the percentage of people who are active in community activities is down, with the exception of attending a public meeting. Note that 2004 was a presidential election year and 2010 is not, which may partially explain the decline in the percent who attended a political rally.

Looking at the averages below, it appears that though fewer people are participating in activities, those who are active are a little more active.

Note that in the 2010 questions where we report means, they are figured using the midpoint of the categories. For example, if the respondent answered in the "2 to 4 times" category, it was counted as "3". One would expect some variation with this inexact procedure. In the 2004 survey some respondents answered with exact numbers. If they couldn't remember, they were then prompted with categories. If this survey is completed again, using the categories should allow a better comparison between surveys.

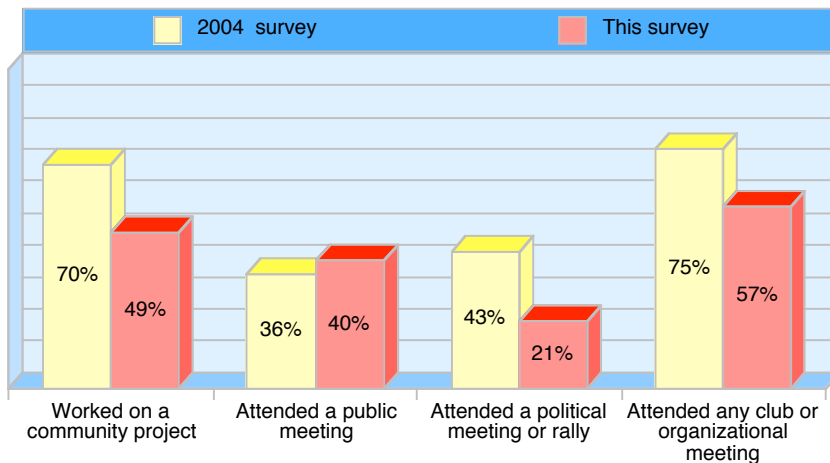
Mean or average number of times respondents have participated in each community activity in the past 12 months. Note that averages are figured using only those who have completed each activity one or more times in the past 12 months. See the next page for the percent of respondents who have completed each activity.

	2004 survey	This survey
Worked on a community project	4.33	5.75
Attended a public meeting	2.45	3.62
Attended a political meeting or rally	1.05	1.35
Attended any club or organizational meeting	6.37	10.03
Donated blood	0.80	0.98

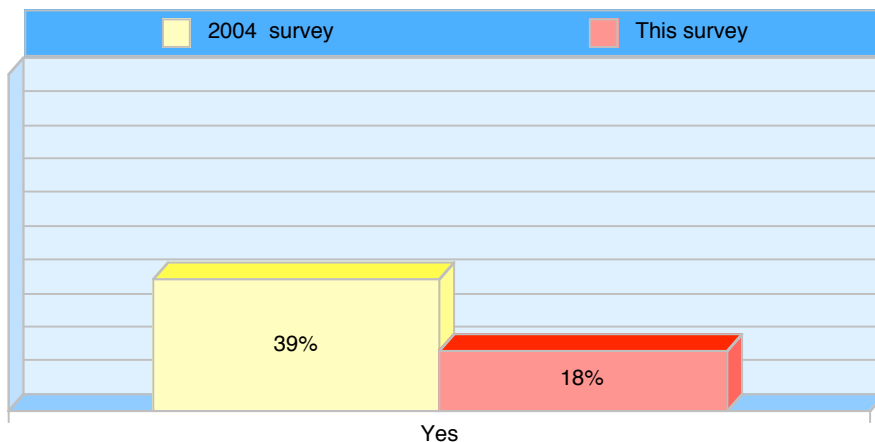


This set of questions was worded, "How many times in the past twelve months have you..."

- ...worked with others on a community project?
- ...attended any community meeting in which there was discussion of town, city or school affairs?
- ...attended a political meeting or rally?
- ...attended any club or organizational meeting (not including meetings for work)?
- ...attended any public meeting in which there was discussion of town or school affairs?"



A smaller percentage of respondents this year report participating in each activity, with the exception of attending public meetings. Note that 2004 was a presidential election year.



"How many times in the past twelve months have you donated blood?" Shown are the percent of "Yes" responses.

The decline in percent of respondents who have donated blood in the past 12 months is steeper than the increase in donations among those who do give (previous page).

### Comparison of social activities

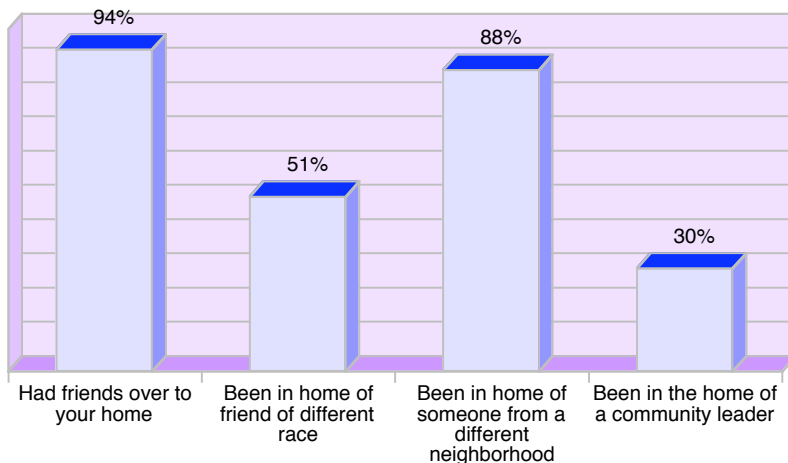
These charts show the number of times people socialize with friends, with people of another race, with people outside their own neighborhood, and with people they consider influential.

All questions asked for the number of times respondents had done these things in the past 12 months. The top chart on the next page shows the percent who have done each item one or more times.

Overall, nearly all residents socialize with friends, and most do so with people outside their own neighborhood. About half socialize with people of another race. About three in ten say they socialize with someone they consider to be a community leader.

The center chart shows the comparison with the 2004 survey. While the differences are small between socializing with friends and with people from another neighborhood, there are substantial declines in the number of people reporting socializing with someone of another race and with someone they consider a community leader.

The table on the bottom of the next page shows the mean, or average, number of times respondents have done each activity in the past 12 months. Note that these are figured using only those who report engaging in the activity one or more times. Overall, the pattern seems to be similar to the previous section; that fewer respondents are socially active, but those who are are more active than in 2004.



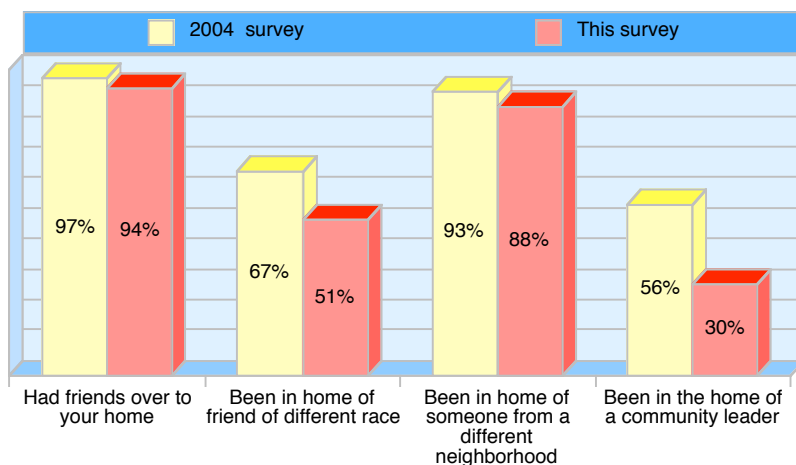
This question asked: In the next questions, “home” refers to where you are living right now—such as an apartment, a house or a dorm. How many times in the past twelve months have you...

... had friends over to your home?

...been in the home of a friend of a different race or had them in your home?

...been in the home of someone of a different neighborhood or had them in your home?

...been in the home of someone you consider to be a community leader or had one in your home?



The chart above and this chart show the percent of people who report doing this one or more times in the past 12 months.

	2004 survey	This survey
Had friends over to your home	21.03	30.06
Been in home of friend of different race	6.91	8.14
Been in home of someone from a different neighborhood	14.02	17.10
Been in the home of a community leader	2.88	2.55

The mean (average) responses are shown here. The average is figured using only those who report the activity one or more times during the past 12 months. As with other means reported in this survey one would expect some variation because of the procedure used (see page 10).



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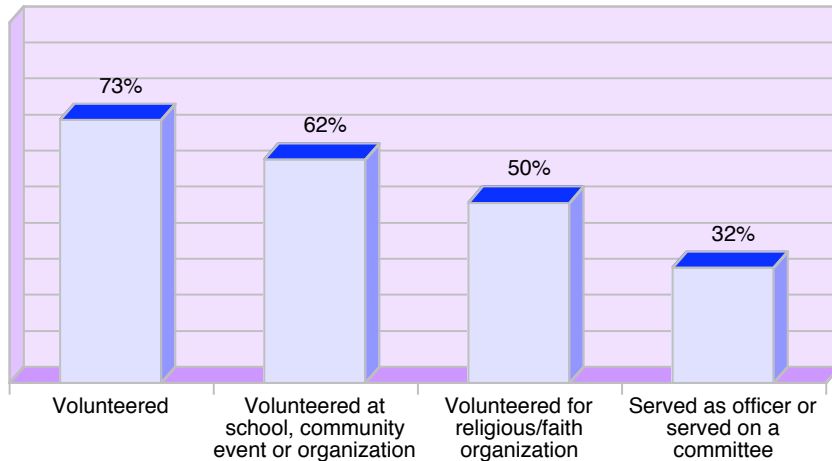
## VOLUNTEERISM

These set of four questions asked about volunteering in the community (including the number of times doing so) and about serving as an officer or on a committee in a club or organization.

The chart on the top of the next page shows the responses. More than seven in ten report volunteering. Six in ten respondents have volunteered in the community; five in ten for a religious or faith organization. About three in ten have served as an officer, or have served on a committee, for an organization.

The second chart shows the comparison with the 2004 survey. Note that only the first and last questions were asked in 2004; the two questions asking more specifically where the respondent volunteered were added this year to get a better idea of where volunteer hours are spent. Note that the percent who volunteer is down just slightly this year, but still above seven in ten.

The table at the bottom of the next page shows the mean (average) number of times individuals volunteered. Note that the average number of times a respondent who volunteers does so in a 12-month period is almost double what it was in 2004.



The wording for the first three questions was: How many times in the past twelve months have you...

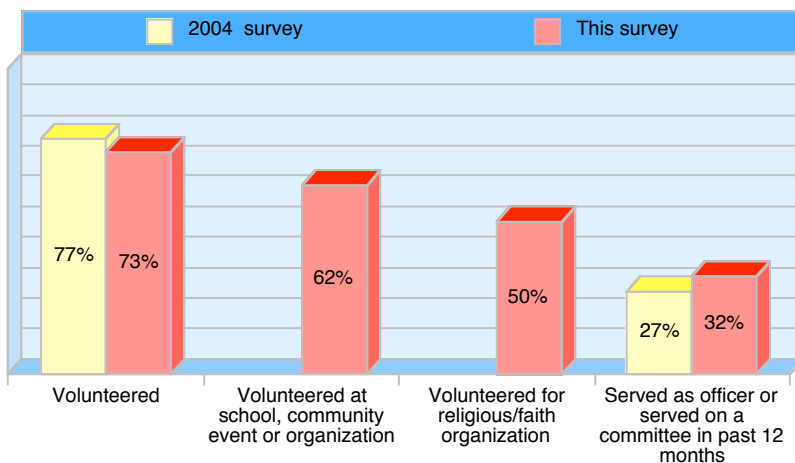
...volunteered?

...volunteered at school, at a community event, or for a community organization?

...volunteered for a religious or faith group or organization?

The wording for the fourth question was:

In the past twelve months, have you served as an officer or served on a committee of any local club or organization?



The chart above and this chart show the percent of people who report doing this one or more times in the past 12 months or, for the last item, answered "Yes."

	2004 survey	This survey
Volunteered	9.74	16.26
Volunteered at school, community event or organization		12.17
Volunteered for religious/faith organization		14.51

The mean (average) responses are shown here. The average is figured using only those who report the activity one or more times during the past 12 months. As with other means reported in this survey one would expect some variation because of the procedure used (see page 10).



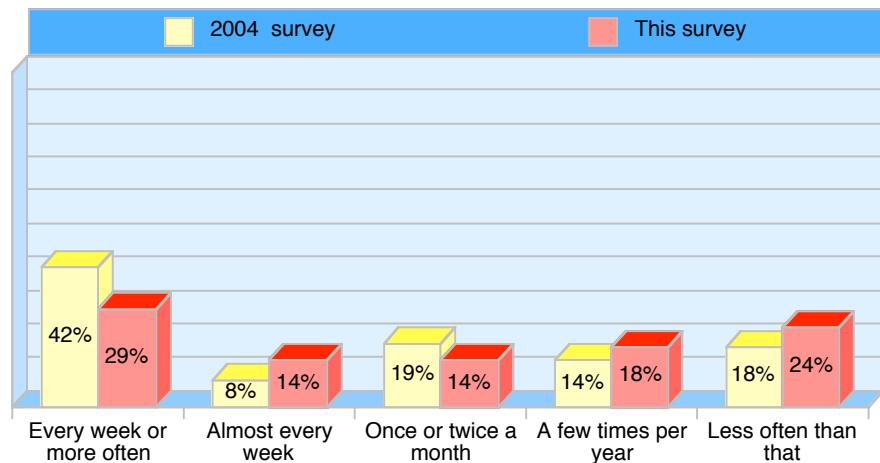
## RELIGIOUS AND CHARITABLE ACTIVITY

Two questions asked about this activity. The first gave a number of choices for how often the respondent attends religious services. The second gave a number of categories to describe how much the individual donated in the past 12 months.

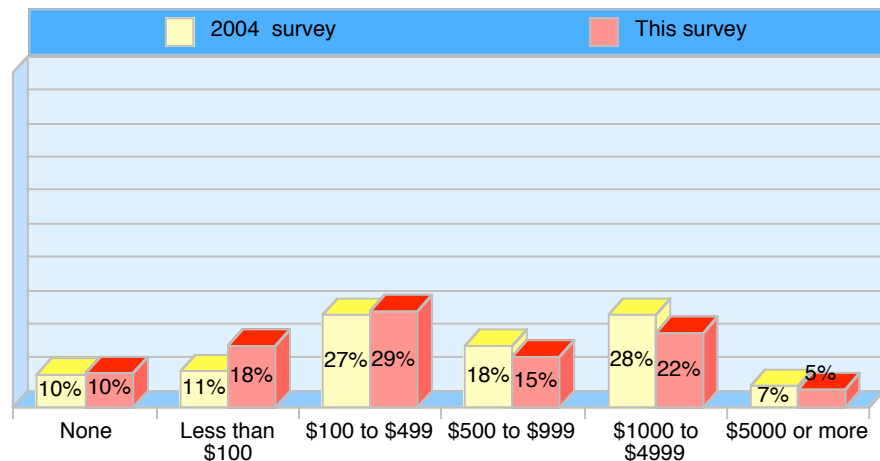
Based on the median, the average respondent attends religious services once or twice a month. More than two in ten attend less than a few times a year.

Charitable giving appears to be down slightly since 2004. Although the categories have similar responses to 2004, inflation has been 15.4% between 2004 and 2010, so the amount in real dollars is down.

The wording for this question was “Not including weddings and funerals, how often do you attend religious services?” Response choices ranged from “Every week” to “Never.” In Central Minnesota, more than two in ten (24%) attend religious services less often than a few times per year, higher than the 18% who reported this in 2004. The percent who attend nearly every week or more often is down slightly, from 50% in 2004 to 43% this year.



The question wording was: “People and families contribute money, property or other assets for a wide variety of charitable purposes. During the past 12 months, approximately how much money did you and the other family members in your household contribute to all community causes and all religious causes, including your local religious congregation (Note: By contribution, we mean a voluntary contribution with no intention of making a profit or obtaining goods or services for yourself.)”



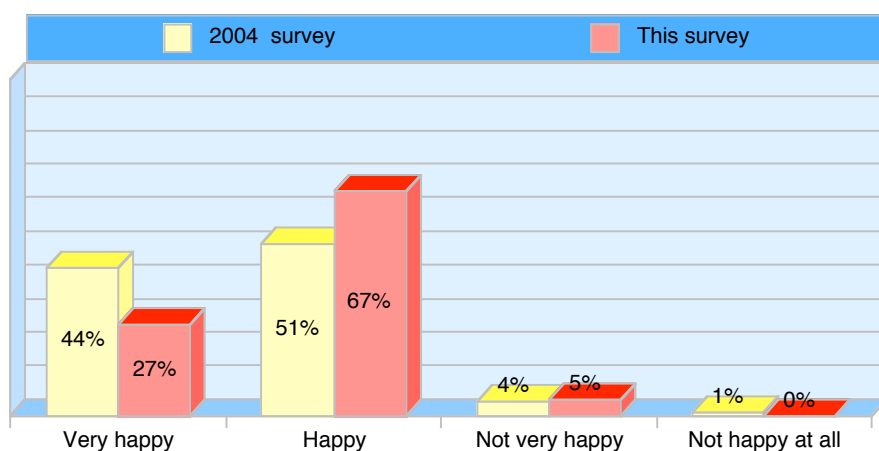


## HAPPINESS AND HEALTH

These two questions asked respondents to rate their happiness and health.

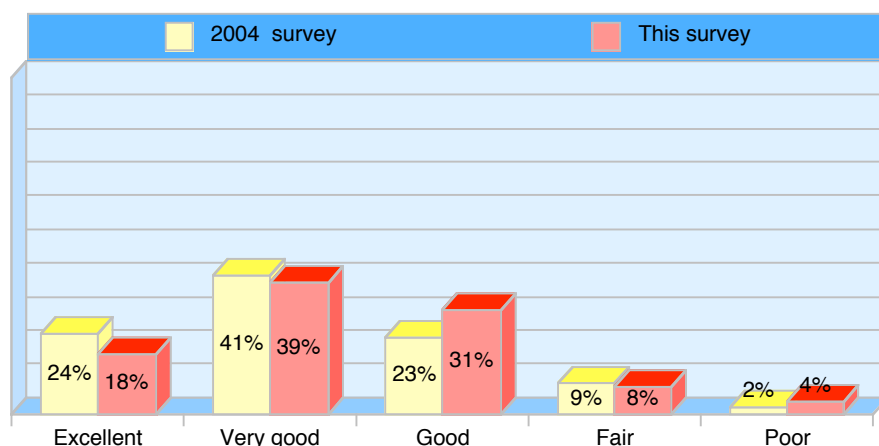
Only one in 20 respondents are less than happy, the same percentage as in the 2004 survey.

Fewer respondents report their health as “Excellent” or “Very good” this year but the difference is small. Further, the responses have moved into the “Good” category rather than down to “Fair” or “Poor.”



Wording: “All things considered, would you say you are very happy, happy, not very happy, or not happy at all?”

These responses may reflect the change to the hybrid survey methodology this year. In general, telephone surveys tend to push respondents toward the outer scale items while written survey (including online) tend to cluster respondents more in the middle. Note that overall, adding the “Happy” and “Very happy” percentages produce the same result between the two years.



Question wording: “How would you describe your overall state of health these days? Would you say it is excellent, very good, good, fair, or poor?”

This question may also show the impact of the change in survey methodology. The percent reporting fair or poor health is about the same between the two years.

Four questions asked about entertainment, including television viewing and traveling for entertainment.

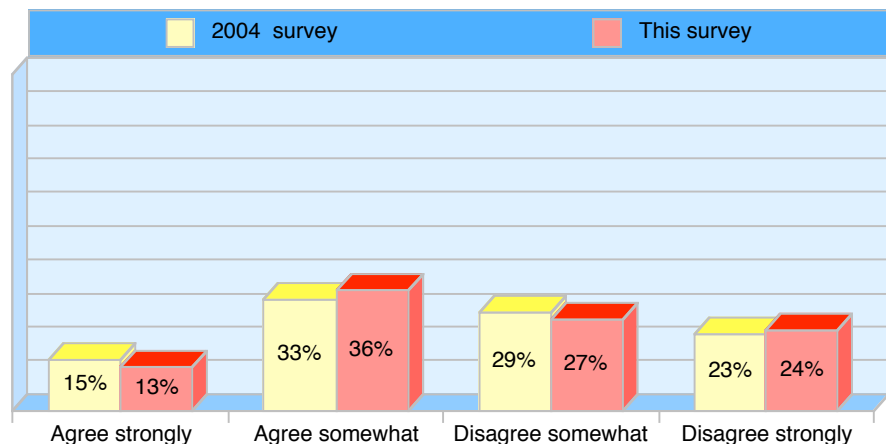
The chart below shows that television is a primary form of entertainment for about half of the survey respondents (combining the “Agree strongly” and “Agree somewhat” responses). There is very little change from 2004.

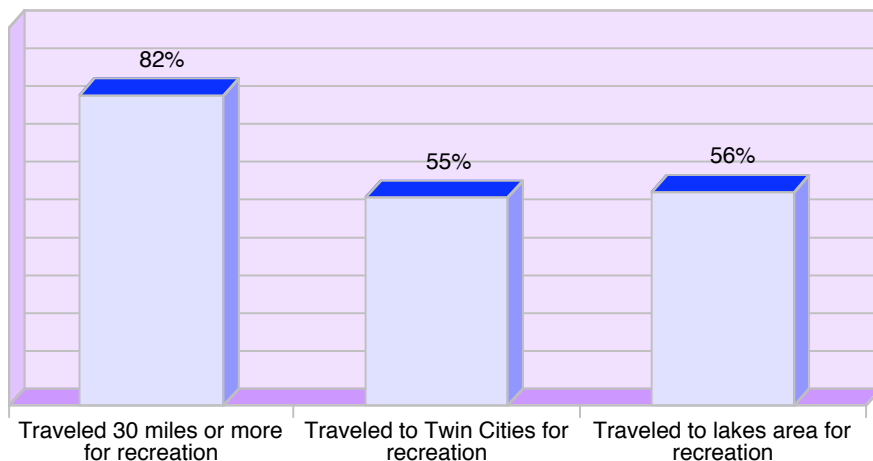
The charts on the next page show the responses to three questions asking about travel from the local area for recreation. As shown on the top chart, more than eight in ten respondents travel 30 miles or more from the local area for recreation at least once a month. More than five in ten travel to the Twin Cities at least once during a typical month; the same percentage travel to a lakes area during a typical month.

The percent who travel for recreation at least once a month overall is up over the 2004 survey, but the percent who travel to the Twin Cities is about the same. The 2004 survey did not ask about travel to lakes areas.

The questions also asked for the number of days respondents traveled. The table at the bottom of the next page shows the responses. The average number of days traveled more than 30 miles for recreation is 3.8 per month this year, very similar to the 3.5 reported in 2004. However, those who travel to the Twin Cities report going more often; that average is up from 1.53 in 2004 to 2.31 this year.

Question was worded: “Do you agree or disagree with this statement: Television is my primary form of entertainment.”





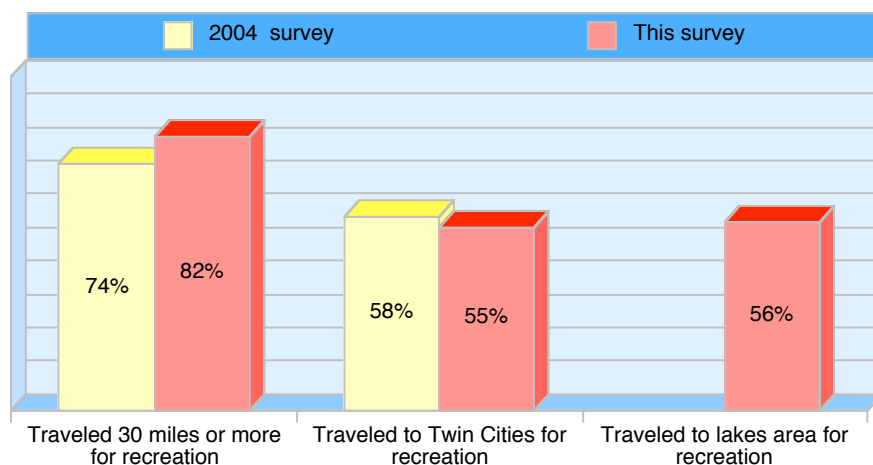
These three questions asked, “In a typical month, on how many days do you travel...

...more than 30 miles from the local area for recreation or other activities?

...to the Twin Cities metro area for recreation or other activities?

...to a lakes area for recreation or other activities?

Shown in the top two charts are the percent of all respondents who traveled one or more times.



The question about travel to lakes areas was not asked in 2004.

	2004 survey	This survey
Typical month, days traveled 30 miles or more for recreation	3.80	3.50
Typical month, days traveled to Twin Cities for recreation	1.53	2.31
Typical month, days traveled to lakes area for recreation		2.94

Overall, participants travel out of the area for recreation is about the same as in 2004. Those who do travel are perhaps a little more likely to go to the Twin Cities than in 2004.

As with other means reported in this survey, one would expect some variation because of the procedure used (see page 10).



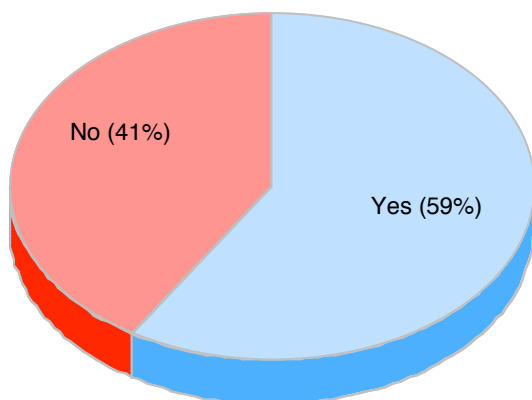
These three new questions asked about respondent use of social media.

The chart on the top of the next page shows that about six in ten respondents have used social media sites in the past month. This was a threshold question; those who answered “No” skipped the next two questions.

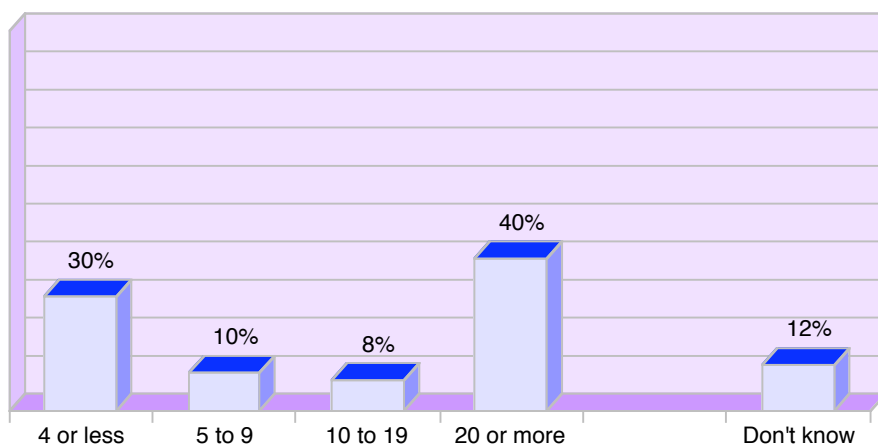
The second chart on the next page shows the number of days per month those who use social media do so. The median response is in the 10 to 19 days per month category (once the “Don’t know” responses are removed). Note the “heavy user” group—four in ten report that they use social media 20 or more days a month.

The group of users was also asked how many hours per day they spend at social media sites. The median response was in the “Fewer than 15 minutes” category (once the “Don’t know” responses are removed).

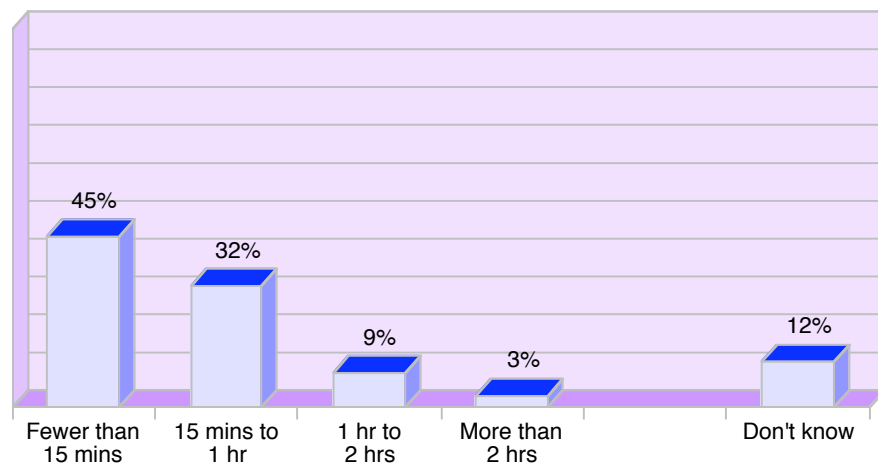
The Nielsen Company (media research and tracking) reported a national average of 6 hours, 9 minutes, for social network users in the US in the month of December 2009. This would equate to about 12 minutes a day across all users, so this would put the local numbers at about the national average.



“In the past month, have you used a social media site—such as Facebook, MySpace, or LinkedIn?”



“On how many days in the past month have you used one or more social media sites?” Only those who answered yes to the above question responded to this question.



“On the typical day that you used a social media site or sites, how much total time did you spend with social media?” Again, only those who answered yes to using social media in the past month were given this question.

### Tables

The tables below report the response to the survey's demographic questions, with comparisons to the 2004 survey. Because of rounding, not all columns in individual tables add up to 100%.

#### Gender

The gender split is very similar to 2004. Women typically respond to surveys in higher percentages than men.

	<u>2010 survey</u>	<u>2004 survey</u>
Male .....	45%	44%
Female .....	55%	56%

#### Age

In both surveys the percentage of those 34 and younger is lower than the actual population, and the percentage of those 35 to 64 is slightly higher.

	<u>2010 survey</u>	<u>2004 survey</u>
18 to 34 .....	26%	26%
35 to 49 .....	31%	35%
50 to 64 .....	26%	24%
65 or older .....	17%	16%

#### Education

Because of the partial online sampling method, the education level of respondents is higher this year than in 2004.

	<u>2010 survey</u>	<u>2004 survey</u>
High school or less .....	16%	31%
Some college/tech school .....	46%	40%
College degree or above .....	38%	29%

#### Race

People of color are underrepresented in both years of the survey. The survey geography includes all communities within a 15 miles radius of St. Cloud. The St. Cloud Metropolitan Statistical Area, which includes all of Stearns and Benton counties, is 94% Caucasian. The city of St. Cloud is 90% Caucasian. This survey area falls between those two figures.

	<u>2010 survey</u>	<u>2004 survey</u>
African American .....	1%	0%
American Indian .....	0%	1%
Asian/Pacific Islander .....	1%	1%
Caucasian .....	96%	97%
Other .....	1%	1%

#### National origin

	<u>2010 survey</u>	<u>2004 survey</u>
Hispanic .....	1%	1%
Somali .....	0%	Not asked

#### House ownership

	<u>2010 survey</u>	<u>2004 survey</u>
Own .....	84%	82%
Rent .....	16%	18%



## Employment status

	<u>2010 survey</u>	<u>2004 survey</u>
Working .....	.64%	65%
Retired .....	.20%	16%
All others .....	.16%	18%

## Income

	<u>2010 survey</u>	<u>2004 survey</u>
Less than \$30K .....	.20%	26%
\$30 to \$50K .....	.22%	22%
\$50K to \$75K .....	.22%	24%
More than \$75K .....	.30%	25%
Other/refused .....	.6%	3%

The total inflation between 2004 and 2010 was 15.4%, so one would expect some migration to higher categories between 2004 and 2010.

## Years of residence

	<u>2010 survey</u>	<u>2004 survey</u>
Five years or less .....	.23%	27%
Six to twenty .....	.37%	34%
More than twenty .....	.40%	39%

## Marital status

	<u>2010 survey</u>	<u>2004 survey</u>
Married .....	.64%	57%
Not married .....	.36%	43%

## Number of children

	<u>2010 survey</u>	<u>2004 survey</u>
None .....	.58%	61%
One .....	.17%	13%
Two .....	.15%	17%
Three or more .....	.10%	10%

## Residence

	<u>2010 survey</u>	<u>2004 survey</u>
St. Cloud Metro .....	.44%	49%
Other metro (Sartell, Sauk Rapids, Waite Park) .....	.22%	25%
Outlying communities .....	.34%	26%

Respondents provided their ZIP code for this question. The sample was drawn slightly differently due to the hybrid methodology this year, but is largely comparable as shown in this table.



## SOCIAL CAPITAL SCALE

The researchers created a scale to better understand the relationships between demographic groups in the survey. The scale takes individual answers to a number of questions about community connections and adds them together. Respondents with more community connections score higher on this social capital scale (up to a maximum of 24).

The charts on the next four pages show where different demographic groups fall on the scale. The table below shows the 24 questions that make up the scale and what response level is positive for each item.

The overall Social Capital scale score for the entire group of respondents in 2010 is 15.34. This compares to 16.90 in the 2004 survey. The decline this year from the 2004 score is statistically significant.

There are many factors that may influence this change, not the least of which is the change in survey methodology from telephone to an online/telephone hybrid. Also, the economic pressures of the past two years no doubt have had an impact on social capital and likely influenced not only the responses but also the survey methods.

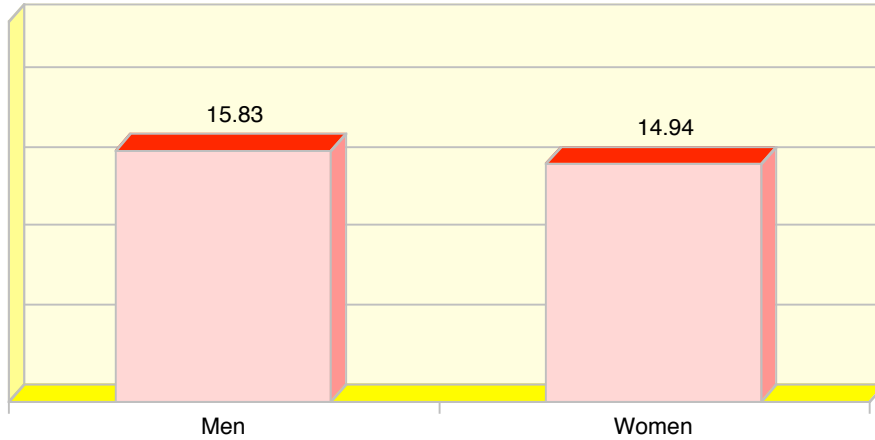
Perhaps the most useful data begins on the facing page, with information about how social capital plays out within demographic groups.

### *Items used for Social Capital Scale*

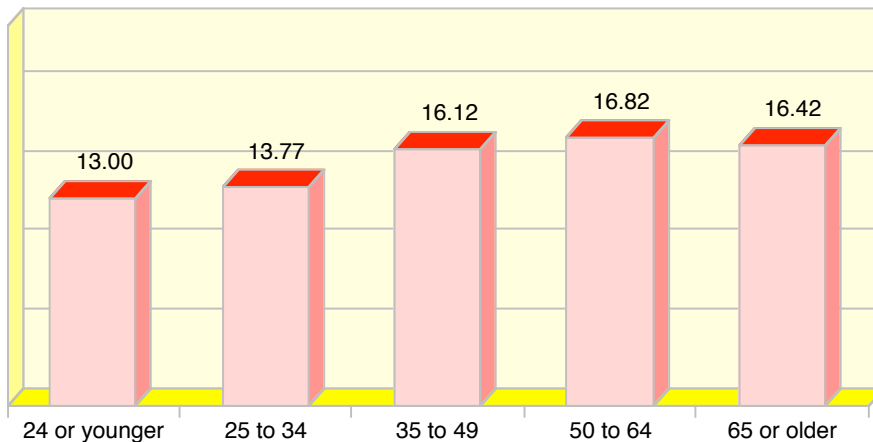
<u>Item</u>	<u>Response considered positive</u>
1. Overall trust of people	People can be trusted
2. Trust neighbors	Trust a lot, some
3. Trust local police	Trust a lot, some
4. Trust shop people in local stores	Trust a lot, some
5. Trust white people	Trust a lot, some
6. Trust black people	Trust a lot, some
7. Trust Hispanic people	Trust a lot, some
8. Interested in politics	Very or somewhat
9. Registered to vote	Yes
10. Trust national government	Always, most, or some of the time
11. Trust local government	Always, most, or some of the time
12.† Worked on a community project	One or more times
13.† Donated blood	One or more times
14.† Attended public meetings	One or more times
15.† Attended political meetings	One or more times
16.† Attended club meetings	Two or more times
17.†* Had friends in home	Five or more times
18.†* Had friends of another race in home	One or more times
19.†* Had friends from another neighborhood in home	Two or more times
20.†* Had a community leader in home	One or more times
21.† Volunteered	Two or more times
22.† Served as officer or on committee	Yes
23. Attended religious services regularly	Every week, almost every week, once or twice a month
24.† Donations to all causes	\$500 or more

† Items 12 through 22, and 24 specified "within the last 12 months."  
\* Items 17 through 20 "been in the home of" counted as positive as well as "had them in your home."

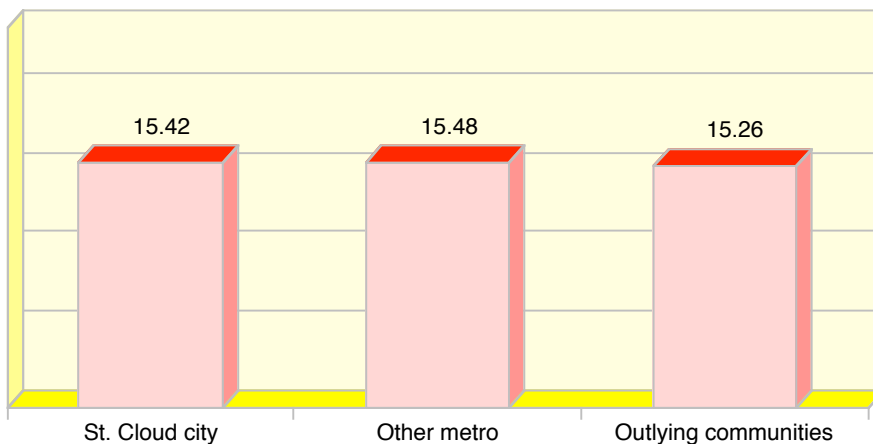




The difference in social capital between men and women is illustrated by this chart. This item shows a difference from 2004, when women had slightly higher social capital than men. The difference in 2004 was not significant, however, according to a standard statistical test. The difference this year is significant. However, note that younger respondents were more heavily female, while older respondents were more heavily male this year; this had a small influence on this finding, since age is one of the key predictors of social capital (see below and page 29).



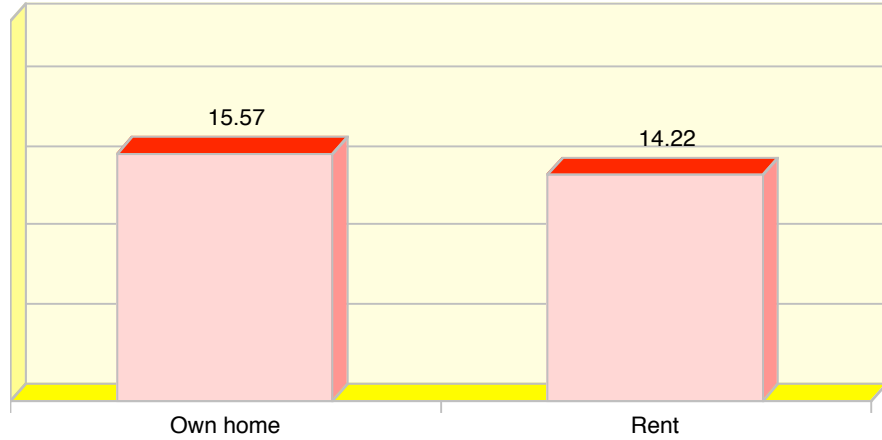
The significant differences between age groups are striking. Social capital in Central Minnesota peaks in the category of 50 to 64, then declines slightly. The group with the least amount of social capital are those 24 and younger. The distribution of the scale scores is very similar to the 2004 survey.



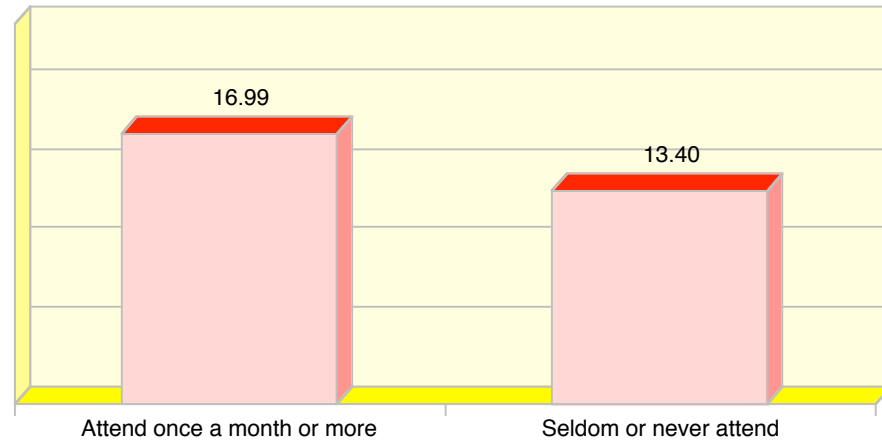
As was the case in 2004, where one lives in this area makes little difference in social capital. The small differences shown do not meet the test of statistical significance.



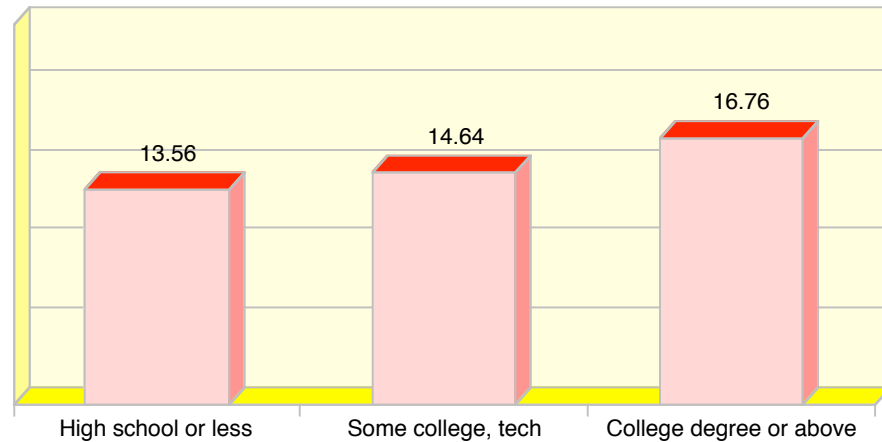
Those who own their own home score significantly higher on the social capital scale. This was also true in 2004.

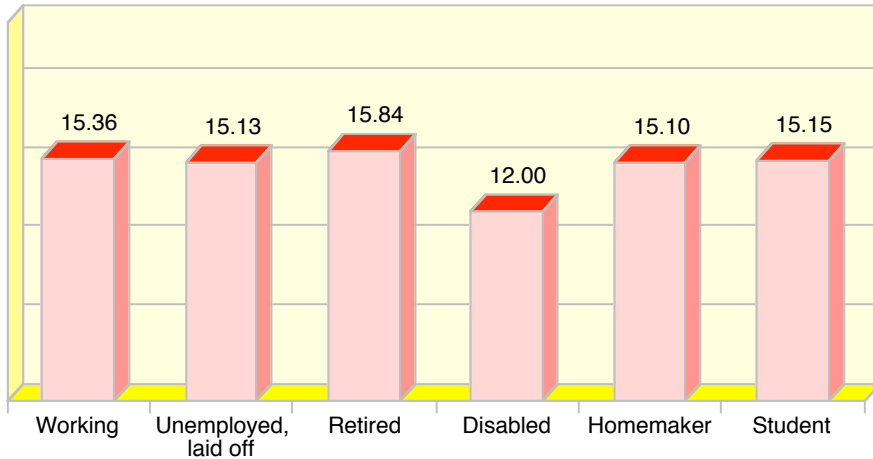


Regular attendance (defined as once a month or more often) at religious services is closely related to an individual's social capital, as shown by the significant difference between those who attend and those who don't. The 2004 survey showed this same relationship.

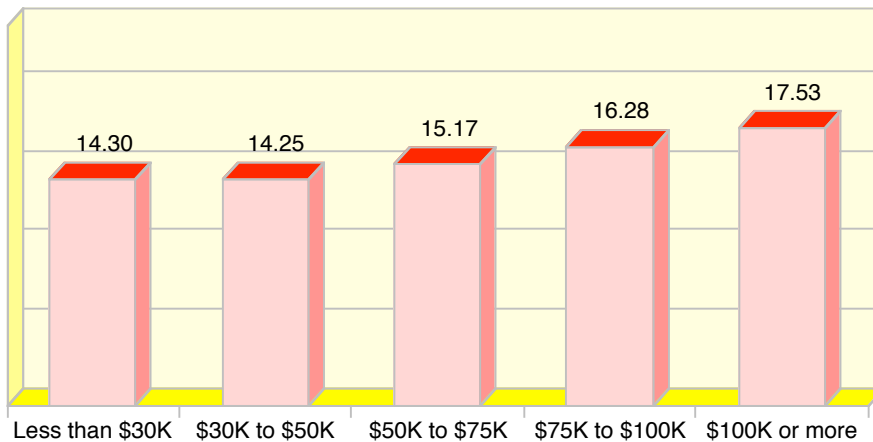


Social capital is highly correlated with level of education, both this year and in 2004.

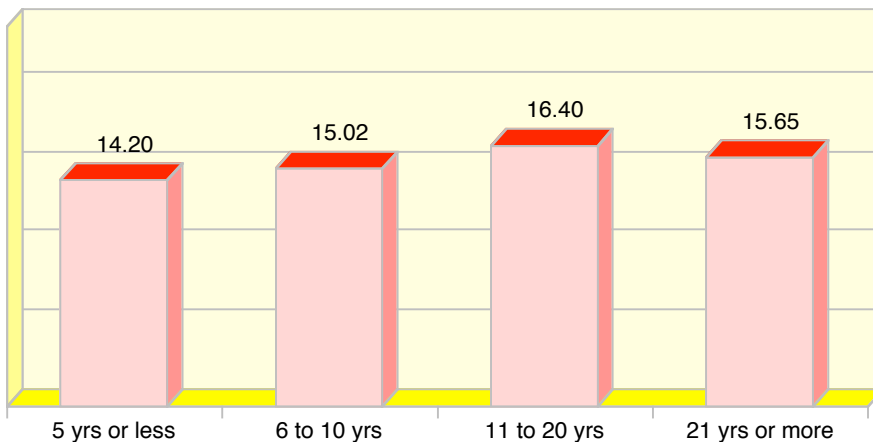




The differences shown, based on employment status, don't meet the test of statistical significance. The "Disabled" category is much lower, but the number of survey respondents who report this condition is too small to trust this data. Note that being retired doesn't appear to diminish social capital by itself, even though social capital declines slightly in those 65 and older.



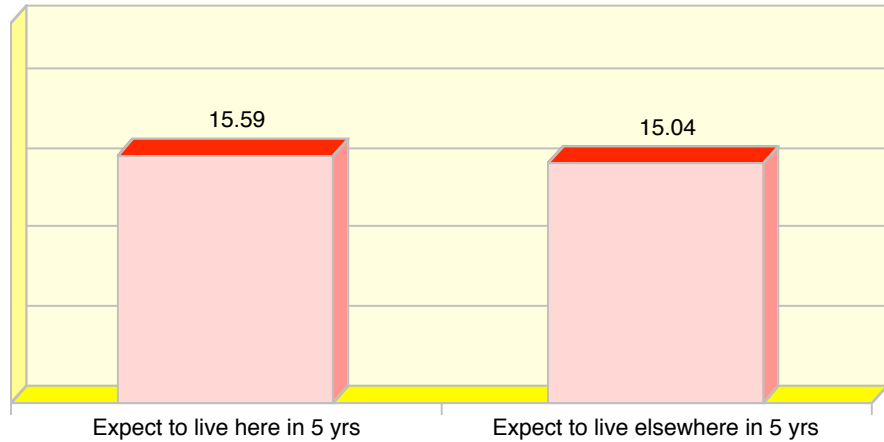
Those with higher income are significantly more likely to have more social capital. Note that earlier items that are closely tied to socio-economic status, such as home ownership and higher education, are also correlated with increased social capital. The distribution is very similar to the 2004 survey.



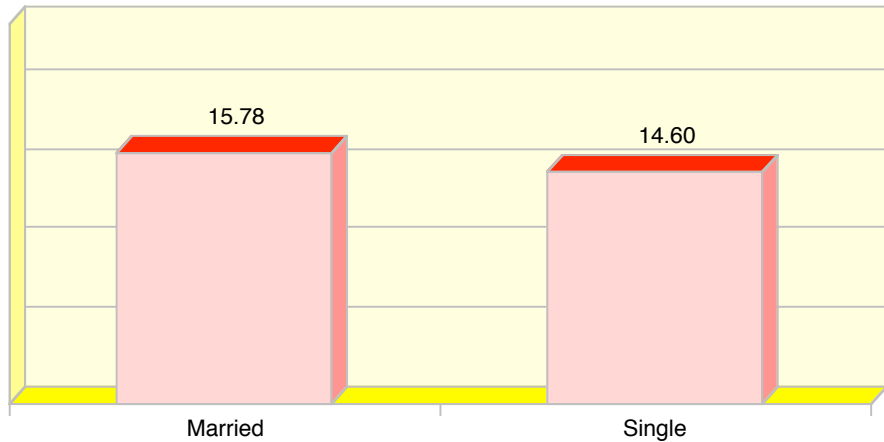
Those who have been in the community ten years or less have significantly fewer connections than those who have been here longer. A similar distribution was seen in the 2004 survey. Note that the slightly lower social capital after 20 years is not significantly different from the 11 to 20 years group.



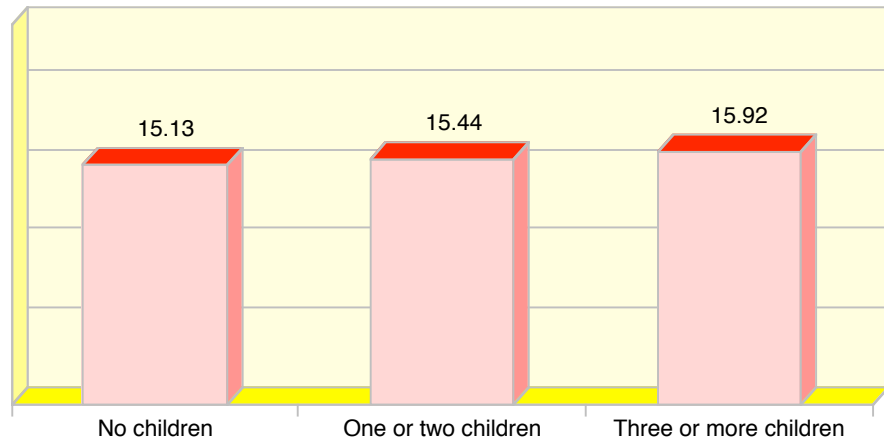
Although those who expect to live elsewhere in five years have slightly fewer connections in this community than those who plan to be here long-term, the difference is not significant. This is also a departure from the 2004 survey, where those planning to leave the community had significantly lower social capital.



Those who are married score higher on the scale than those who are not. This was also true in 2004.



Having children may increase the likelihood of a higher score on the social capital scale. The difference between those who have no children and those who have three or more children was statistically significant in the 2004 survey, but none of the groups are different enough from each other this year to meet the test.



## PREDICTORS OF SOCIAL CAPITAL

### Best demographic predictors of social capital

Based on the correlation between items, it appears that the top demographic predictors of social capital are 1) education level, 2) age, and 3) household income. This is slightly different from 2004, when the top three were education level, household income, and marital status.

Individuals with one or more of these traits—some higher education, age 35 to 64, an above average household income—are likely to have more community connectedness than others.

Note that this does not imply causality, only that they are related. In fact, the cause and effect could work in either direction. For example, possessing social capital may enhance the individual's ability to complete a higher education and to earn a high income. On the other hand, individuals with education and resources are likely in a better position to “gather” social capital than those who are struggling to raise their education level and their socio-economic status.

### Best behavioral predictors of social capital

This analysis of the behavioral questions in the survey attempts to predict which behaviors are most closely related to social capital.

Among the categorical questions, four items stand out as most closely predictive of social capital. They are: 1) the amount the individual donates to both religious and charitable causes, 2) whether the individual is an officer of a club or association, 3) whether the individual trusts Hispanics, and 4) whether the individual trusts African-American people. Again, causality is not implied; only relatedness. Note that these four were also the top four in the 2004 survey.

Among items with numbers of occurrences, the three with the closest association with social capital are: 1) volunteering, 2) attending a community meeting, and 3) attending a club or organizational meeting. Item 3 was the top predictor in 2004. The other two were also strong predictors but moved ahead of club and organization meetings this year.

These items should be considered when setting priorities in a plan to increase social capital in the community.

This ordering was determined using correlation analysis to find how closely related each item was to the overall social capital scale. The items are rank-ordered (education, age, income), but all three are fairly close together.

There were two kinds of behavioral questions in the survey—some asked for responses from a specific category; others asked respondents to provide an actual number of times they had completed an activity.

Correlation analysis was again used to determine this list. The items are rank ordered. Note that donations are closely related to income, one of the top demographic predictors. However, even when controlling for the effect of income, level of donations still remains as one of the top four predictors.

Regression analysis using the social capital scale provided this list. Note that none of the ten items tested showed a strong relationship with the scale, but these three fit the model best.



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## APPENDIX – STUDENT RESPONSES

Students from a number of classes at St. Cloud State University, and College of St. Benedict/St. John's University completed a short survey online with a subset of the social capital questions. This was done because the 2004 survey had very few responses from students. The tables on the following pages compare the student responses to the responses from the overall survey.

Note that students report many more social activities, more contact with people of another race (and a higher percentage of these students are non-Caucasian compared to the overall survey respondents). The survey question specifically defined "home" as where the respondent was living, whether a house, apartment or dorm room.

Students also report much more community activity, such as attending meetings and volunteering.

In questions about trust, students appear a bit more trusting than the general population, but not overwhelmingly so.



Volunteered at school, community event or organization		
	College students	Overall respondents
Yes	98%	63%
No	2%	37%
Mean	21.12	14.02
How often attend religious services		
	College students	Overall respondents
Every week or more often	12%	29%
Almost every week	23%	14%
Once or twice a month	21%	14%
A few times per year	18%	18%
Less often than that	13%	10%
Never	14%	15%
Worked on a community project		
	College students	Overall respondents
Yes	91%	49%
No	9%	51%
Mean	10.95	5.75
Attended a public meeting		
	College students	Overall respondents
Yes	78%	40%
No	22%	60%
Mean	9.63	3.62
Attended any club or organizational meeting		
	College students	Overall respondents
Yes	93%	57%
No	7%	43%
Mean	25.18	10.0329
Had friends over to your home		
	College students	Overall respondents
Yes	99%	94%
No	1%	6%
Mean	39.34	30.06
Had friend of different race in your home		
	College students	Overall respondents
Yes	87%	51%
No	13%	0%
Mean	28.77	8.14
Can people be trusted		
	College students	Overall respondents
People can be trusted	63%	55%
You can't be too careful	24%	38%
Depends	13%	7%



Trust white people		
	College students	Overall respondents
Trust them a lot	18%	24%
Trust them some	78%	66%
Trust them only a little	5%	9%
Trust them not at all	0%	1%
Trust African Americans or Blacks		
	College students	Overall respondents
Trust them a lot	11%	15%
Trust them some	76%	66%
Trust them only a little	11%	16%
Trust them not at all	1%	3%
Trust Hispanics or Latinos		
	College students	Overall respondents
Trust them a lot	11%	15%
Trust them some	72%	65%
Trust them only a little	17%	17%
Trust them not at all	0%	3%
Interest in politics and national affairs		
	College students	Overall respondents
Very interested	51%	29%
Somewhat interested	32%	40%
Only slightly interested	13%	18%
Not at all interested	4%	12%
Trust national government		
	College students	Overall respondents
Just about always	1%	1%
Most of the time	36%	24%
Some of the time	65%	51%
Hardly ever	8%	24%
Trust local government		
	College students	Overall respondents
Just about always	8%	3%
Most of the time	41%	38%
Some of the time	50%	50%
Hardly ever	1%	9%
Used social media site		
	College students	Overall respondents
Yes	96%	59%
No	4%	41%
Days used social media		
	College students	Overall respondents
4 or less	5%	34%
5 to 9	10%	12%
10 to 19	11%	9%
20 or more	74%	45%





Time per day used social media		
	College students	Overall respondents
Fewer than 15 mins	28%	51%
15 mins to 1 hr	48%	36%
1 hr to 2 hrs	15%	10%
More than 2 hrs	9%	3%
Age		
	College students	Overall respondents
18 to 34	37%	26%
35 to 49	55%	31%
50 to 64	6%	26%
65 or older	1%	17%
Race		
	College students	Overall respondents
African American	5%	1%
American Indian	1%	0%
Asian/Pacific Islander	7%	1%
Caucasian	83%	96%
Other	4%	1%
Ethnicity		
	College students	Overall respondents
Hispanic	12%	1.0%
Small	2.4%	0.2%