



# **2006 Social Capital Benchmark Survey Duluth-Superior Results**

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**Data Analysis by Drew Digby  
University of Minnesota Duluth**

# **Social Capital**

Social capital, sometimes called "community connectedness," refers to social networks and the trust and reciprocity that arise from these networks. Studies show that communities with high levels of social capital are likely to have higher educational achievement, better performing government, faster economic growth, and less crime and violence. And people living in these communities are likely to be happier, healthier, and to have a longer life expectancy.



# **The 2006 Social Capital Community Benchmark Survey**

Directed by Dr. Robert D. Putnam, a professor at Harvard University and national expert on social capital, the 2006 Social Capital Community Survey surveyed 7,250 respondents to measure the degree of connectedness, interaction, and trust among people in Duluth and Superior, and in 22 other communities nationally. The 2006 survey builds on the 2000 Social Capital Community Benchmark Survey, developed by the Saguaro Seminar at Harvard's John F. Kennedy School of Government in partnership with a Scientific Advisory Board of leading thinkers, and a consortium of community foundations and private foundations around the country. The scope of the study allows comparisons with both a general national sample and from specific smaller urban areas with similarities to Duluth-Superior.

# Significance

Beyond hearing how cool our community is for the levels of Social Trust, the amount we hang out in groups and with friends, this data provides a remarkable lens into our community's challenges as well as its strengths. We can tell what segments of our population is not as involved as others; we can tell how newcomers feel about our community and we can tell how people who have lived their whole life feel. The number of studies we could do with these numbers is almost limitless.

# Presentation Overview

- **Quick Overview**
- **Community Engagement**
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- **Tolerance**
- **Bridging vs. Bonding Social Capital**
- **Duluth vs. Superior**
- **East vs. West Duluth**
- **Newcomers**

# Survey Overview

TNS, a survey research firm employed by Harvard University, did 500 telephone interviews with residents of Duluth and Superior between January and April 2006. The survey firm used telephone prefixes from the area and randomly called numbers, then used a variety of standard screening techniques to make sure the respondents represented a random sample. Duluth-Superior had a response rate of 24.5% (higher than the national rate).

The interviews lasted about 25 minutes.

Information about subcategories from the national survey is embargoed until May 1, 2007. Specific comparisons with other communities are not available until after all of the data is posted publicly, probably not until late Summer 2007.

# Technical Details

- The basic margin of error (with a 95% confidence level) for the survey is  $\pm 4.4$  percent when the entire sample is used. The margin of error grows when only a portion of the sample is used, such as with subgroups.
- All of the data used in this report uses a weighting system that matched the data from the survey to data from the 2000 Census. Using the data from the 2000 Census may underestimate groups that were undercounted in that census. In the Duluth-Superior area, there is evidence that both college students and Native Americans were undercounted.

## **Strengths of the Survey**

- This is the single most respected instrument of Social Capital available.
- Comparison data is available from a nationwide sample as well as from detailed surveys in 21 other communities.

## **Weaknesses**

- The prevalence of cell phones makes reaching certain audiences, especially college students, difficult.
- Harvard University made decisions on which groups to ask attitude questions about based on national population samples. Therefore, the survey does not ask questions about attitudes towards Native Americans.

# Duluth-Superior Demographic Overview

From 2000 Census	Duluth	Superior
Total Population	86,918	27,368
White	92.7%	94.3
African American	1.6%	0.7
American Indian	2.4%	2.2
Asian	1.1%	0.8
Two or More Races	1.8%	1.7
Hispanic or Latino	1.1%	0.8
High School or less	41%	48.6%
Some college or A.A.	30.8%	32.1%
Bachelor's or more	28.2%	19.2%

Source: Census 2000 Summary File 3

# Basic Information on Respondents

## Race of Respondents

White	457	92%
African American	10	2%
Asian	7	1%
Hispanic	4	1%
Native American	5	1%
Other	12	2%

## How residents in Duluth-Superior describe their personal politics

Liberal	28%
Middle of the Road	34%
Conservative	36%

## Respondents

### Age Profile

<b>Age</b>	<b>18-34</b>	<b>35-49</b>	<b>50-64</b>	<b>65+</b>
Actual Respondents	<b>73</b>	<b>130</b>	<b>142</b>	<b>138</b>
Weighted Respondents*	<b>142</b>	<b>145</b>	<b>110</b>	<b>89</b>

*\*Weighted respondents shows how Harvard weighted the data to match the age profile of Duluth-Superior as reported on the 2000 Census.*

### Census Age Profile of Duluth-Superior

	15-19	20-34	35-54	55-65	65+
Duluth	9.1	23.1	27.5	7.9	15.1
Superior	8.1	22	28.5	7.8	15.1

*Source: Census 2000 Summary File 3*

## **Community Engagement**

Categories to measure community engagement include the following

- Voting and Politics
- Group Involvement
- Informal Socializing
- Social Trust
- Giving and Volunteering

### **Key Point**

Duluth and Superior have very high levels of Community Engagement, but there are areas where we are not much higher than national averages.

## Voting and Politics

Duluth and Superior are known for perhaps the highest levels of urban voting in the nation. The survey confirms that and also shows that the high levels of political involvement are sustained across age and class lines.

### **QUESTION 23. Did you vote in the presidential election in 2004?**

Voted in 2004	Duluth-Superior	National
Overall	90%	70%
18-34	78%	
35-49	96%	
50-64	93%	
65+	95%	

## Voting Details

Voted in 2004	Duluth-Superior
Overall	90%
Earns less than \$30K/year	79%
Earns between \$30-\$75K/year	93%
Earns more than \$75K/year	96%
HS or Less Education	83%
Some College/AA Degree	90%
College graduate or more education	97%
Identifies as Liberal	87%
Identifies as Middle of the Road	91%
Identifies as Conservative	92%

**QUESTION 28. Could you tell me the names of the two U.S. Senators from your state?**

	Duluth-Superior	National
Both correct	21%	21%
One Correct	24%	17%
Failed to name either	50%	57%

**QUESTION 56L. In the past 12 months, how many times have you attended any public meeting in which there was a discussion of town or school affairs?**

Number of times	Duluth-Superior	National
0	57%	59%
1-2	15%	18%
3-5	17%	12%
6+	12%	10%
Average	2.59	2.29

*In Duluth-Superior, **many more women went to zero meetings (63% of women compared to 51% of men) and they went to less meetings on average (2.26 meetings compared to 2.93 for men).** The average number of public meetings for young adults 18-34 was substantially less, (1.60 compared to 3.34 for 35-49).*

**Question 16. Overall, how much impact do you think people like you can have in making your community a better place to live?**

	Duluth-Superior	National
A big impact	36%	34%
A moderate impact	41%	45%
A small impact	17%	17%
No impact at all	6%	4%

*Only 22% of the young adults in Duluth-Superior said they felt they could have a big impact, exactly half the rate of 50-64 year olds who said they could have a big impact.*

**Question 38A. Do you agree with the statement: “The people running my community don’t really care much what happens to me.”**

	Duluth-Superior	National
Agree Strongly	12%	12%
Agree Somewhat	18%	19%
Disagree Somewhat	36%	36%
Disagree Strongly	31%	30%

*While the overall numbers are similar to national numbers, the age disparities in Duluth-Superior are huge. Young adults agree strongly with the statement at rates double to triple that of older residents. (20 percent for 18-34 year olds, but just 6-7 percent for those over 50 years old.)*

## Group Involvement

**QUESTION 33. Have you been involved in the past 12 months with this kind of group?**

Percent answering yes	Duluth-Superior	National
a. religion	14%	17%
<b>b. adult sports</b>	<b>32%</b>	<b>21%</b>
c. youth	29%	24%
d. parents' organization	20%	21%
e. veterans	9%	10%
f. neighborhood	19%	20%
g. senior group	21%	15%
h. charity or social welfare	37%	34%
<b>i. labor union</b>	<b>26%</b>	<b>10%</b>
j. profession, trade, farm, business	23%	22%

k. service clubs or fraternal	17%	14%
l. ethnic, nationality, or civil rights	5%	6%
m. other public interest	11%	10%
n. literary, art, music, dance	18%	19%
<b>o. other hobby, investment, or garden clubs</b>	<b>36%</b>	<b>24%</b>
p. a support group	20%	20%

**QUESTION 35. In the past twelve months, have you served as an officer or served on a committee of any local club or organization?**

	Duluth-Superior	National
Yes	27%	18%

**Question 56E. In the last 12 months, how many times have you attended a club meeting.**

Number of meetings	Duluth-Superior	National
Average Number of Meetings	8.48	4.72

Average Club Meetings by Age	Duluth-Superior
18-34	9.44
35-49	8.09
50-64	8.02
65+	8.26

## Informal Socializing

### QUESTION 56f. How many times in the last 12 months have you had friends over to your home?

	Duluth-Superior	National
0-3	12%	21%
4-9	15%	19%
10-19	22%	21%
20-39	21%	19%
40+	30%	20%
Average	25.32	19.29

*Young Adults were significantly more likely to have friends over more often. Young Adults in this community averaged 37 visits by friends to their house in the last year.*

**QUESTION 56i. How many times in the past 12 months have you hung out with friends at a park, shopping mall, or other public place?**

	Duluth-Superior	National
0	15%	24%
1-6	19%	25%
7-23	33%	27%
24+	32%	23%
Average	20.11	15.11

*Young adults are far more likely to answer this question with higher numbers. The Duluth young adult average is 28.67 compared to the 50-64 group's average of 13.80. Our 65+ group's average is 16.37.*

**QUESTION 56d. How many times in the last 12 months have you visited relatives in person or had them visit you?**

	Duluth-Superior	National
0-3	10	15
4-11	22	25
12-25	26	23
26-51	22	16
52+	19	21
Average	26.83	25.33

***Young adults were the least likely to visit relatives, with 19% saying they saw relatives three or fewer times in the last year.***

**QUESTION 56c. How many times in the past 12 months have you played cards or board games with others?**

	Duluth-Superior	National
0	20	33
1-5	24	23
6-17	23	22
18+	33	23
Mean	16.8	12.2

*Young adults in both samples are far more likely to play cards or board games.*

## Social Trust

**Question 6. Generally speaking, would you say that most people can be trusted or that you can't be too careful in dealing with people?**

People can be Trusted	Duluth-Superior	National
Whole sample	58%	43%
18-34	41%	
35-49	65%	
50-64	60%	
65+	69%	

## Question 7a. People in your neighborhood?

Neighborhood	Duluth-Superior	National
Trust a lot	62%	45%
Trust them some	26%	34%
Trust them only a little or not at all	12%	19%

*In Duluth-Superior, the difference between high school and college graduates is relatively low.*

Neighborhood	H.S. or Less	Some college or AA.	B.A. or more
Trust a lot	45%	52%	74%
Trust them some	21%	27%	16%
Trust them only a little or not at all	12%	17%	1%

## Question 7b. People you work with?

People you work with	Duluth-Superior	National
Trust a lot	55	40
Trust them some	23	26
Little or not at all	6	14

## Question 7d. People who work in the stores where you shop?

People who work in the stores where you shop	Duluth-Superior	National
Trust a lot	41	29
Trust them some	46	48
Little or not at all	12	21

## Question 7e. The police in your local community?

The police in your local community	Duluth-Superior	National
Trust a lot	60%	53%
Trust them some	25%	28%
Little or Not at All	13%	17%

The police in your local community	Duluth Men	Duluth Women	<b>Superior Men</b>	Superior Women
Trust a lot	59%	66%	<b>39%</b>	64%

## Giving and Volunteering

**QUESTION 58. How many times in the past 12 months have you volunteered?**

	Duluth-Superior	National
0	28%	41%
1-4	21%	20%
5-11	19%	16%
12-23	8%	9%
24+	23%	14%
Average	13.77	9.69

## **Volunteering by age (Average number of times volunteered in the last 12 months)**

Age Group	Duluth-Superior
<b>18-34</b>	<b>15.61</b>
35-49	12.73
<b>50-64</b>	<b>10.76</b>
65+	16.68

# Young Adults

## Key Findings:

- **Young adults vote in greater numbers than the national average.**
- **Young adults here are far more involved in volunteering and with friends.**
- **Young adults are far more likely to have diverse racial friendships, though they have less trust of diverse racial groups.**
- **The trust gap is greater with young adults is substantial.**
- **Young adults are the least likely to feel that people like themselves can have a big impact on making their community a better place to live**
- **Young adults were also less likely to see their neighbors**

**QUESTION 51. About how often do you talk to or visit with your immediate neighbors (the 10 or 20 households that live closest to you)?**

Age	Once a month or less often
<b>18-34</b>	<b>43%</b>
35-49	34%
50-64	24%
65+	12%

# Tolerance

## Key Findings:

- **Older Duluth-Superior residents were far less likely to have visited in the home of someone of a different race**
- **Duluth-Superior has far less diversity of friendships than the national average in relationship to race**
- **A substantial number of residents of Duluth-Superior are willing to admit their prejudices about race in relation to housing and marriage.**

**Question 56G. In the last 12 months, how many times have you been in the home of a friend of a different race or had them in your home?**

	Duluth-Superior	Duluth-Superior White respondents	National
Not at all	35%	36%	32%
1-3	22%	23%	20%
4-11	21%	21%	23%
12+	22%	21%	24%
Average	9.37	8.61	10.09

## **Age has a significant impact on this question.**

Been in the home of a person of a different race or had them in your home 0 times in the last 12 months	Duluth-Superior
18-34	22%
35-49	27%
50-64	43%
65+	58%

**QUESTION 50 Suppose a CLOSE RELATIVE or family member were marrying an African American or Black person. Would you very much favor it happening, somewhat favor, neither favor nor oppose, somewhat oppose, or very much oppose it happening?**

	Duluth-Superior	National
Very Much Favor	24%	21%
Somewhat Favor	16%	12%
Neither favor nor oppose	43%	44%
Somewhat Oppose	<b>9%</b>	9%
Very Much Oppose	<b>6%</b>	10%

## Immigrants

### **38C. Immigrants are getting too demanding in their push for equal rights.**

	Duluth-Superior	National
Agree Strongly or somewhat	39%	51%
Disagree strongly or somewhat	52%	41%

**QUESTION 27b. Would you like to see spending increased or decreased for the following federal program? Tightening border security to prevent illegal immigration.**

	Duluth-Superior	National
Increased	74%	66%
Decreased	16%	22%

*Younger respondents generally were more in favor of decreasing spending on border security; in Duluth-Superior the highest percentage was among 35-49 year olds (23%) compared to 20% among 18-34 year olds.*

# Territory

**People who live in Duluth Superior really like this place, want to stay here, and have high levels of quality of life indicators such as low stress levels and short commutes.**

**QUESTION 14. Overall, how would you rate your community as a place to live – excellent, good, only fair, or poor?**

	Duluth-Superior	National
Excellent	41%	39%
Good	46%	46%
Only Fair	<b>10%</b>	<b>16%</b>
Poor	<b>3%</b>	<b>13%</b>

**Quality of community by age**

	18-34	35-49	50-64	65+
Excellent	27%	39%	51%	55%

## QUESTION 38. I lead a calm and relaxed life?

	Duluth-Superior	National
Agree Strongly	32%	40%
Agree Somewhat	47%	33%
Disagree Somewhat	<b>14%</b>	<b>17%</b>
Disagree Strongly	<b>7%</b>	<b>10%</b>

## **Bridging vs. Bonding Social Capital**

- **Duluth and Superior residents take part in a lot of activities that build “bonding” social capital, that is time spent with people of similar backgrounds and similar interests. This can be seen in the high responses to questions about group involvement and informal socializing.**
- **Duluth and Superior residents are not high in “bridging” social capital in which people of different backgrounds and interest spend time together. This can be seen in the Diversity of Friendship index, as well as on the difference.**

## Diversity of Friendship Index

**Index created by adding total of the categories for QUESTION 55. This questions asks if you have a personal friend who:**

- **Owns their own business**
- **Is a manual worker**
- **Has been on welfare**
- **Owns a vacation home**
- **Has a different religion than you**
- **Is white**
- **Is Latino or Hispanic**
- **Is Asian**
- **Is Black or African American**
- **You would describe as a community leader**

	<b>Duluth-Superior</b>	<b>National</b>
Index with all 10 categories	60.1	59.6
Index without race categories	65.1	58.5
Index with only racial categories	52.5	61.3

## **Duluth v. Superior**

**There are some significant differences in answers between Duluth and Superior. Superior men especially have some differences from Duluth men and from Superior women.**

**Q 50B. Suppose a CLOSE RELATIVE or family member were marrying an African American or Black person. Would you very much favor it happening, somewhat favor, neither favor nor oppose, somewhat oppose, or very much oppose it happening?**

	Duluth Men	Duluth Women	Superior Men	Superior Women
Very Much Favor	22.5%	32.7%	10.0%	16.2%
Somewhat Favor	14.6%	15.9%	13.3%	21.6%
Neither favor nor oppose	46.1%	40.2%	40.0%	48.6%
Somewhat Oppose	7.9%	5.6%	<b>26.7%</b>	8.1%
Very Much Oppose	7.9%	4.7%	<b>10.0%</b>	5.4%

**Q. 38A. The people running my community don't really care much what happens to me.**

	Duluth	Superior
Agree Strongly	9.9%	18%
Agree Somewhat	16.9%	19.5%
Disagree Somewhat	37.9%	32.8%
Disagree Strongly	33.1%	24.2%

**Participate in a neighborhood association**

	Duluth	Superior
Yes	22.5%	9.4%

**Q. 14. Overall, how would you rate your community as a place to live – excellent, good, only fair, or poor?**

	Duluth	Superior
Excellent	46.4%	26.4%
Good	43.9%	51.2%
Only Fair	7.5%	16.3%
Poor	2.2%	6.2%



## **East v. West Duluth**

**Both East and West Duluth have their own strengths in community engagement.**

## How many times in the last 12 months have you?

	Visited a friend in another neighborhood	Been in the home of a Neighbor	Played a team sport	Took part in artistic activity with a group	Played cards or board games with others	Visited Relatives
East Duluth	28.6	13.9	7.4	10.4	14.8	25.45
West Duluth	30.6	16.1	6.8	4.5	19.5	25.79

**Q. 25. How much of the time do you think you can trust the local government to do what is right?**

	East Duluth	West Duluth
Just about always	7.9%	1.9%
Most of the time	50.7%	32.6%
Some of the time	38.1%	55.8%
Hardly Ever	3.3%	9.7%

**Q16. Overall, how much impact do you think people like you can have in making your community a better place to live?**

	East Duluth	West Duluth
A big impact	37%	41%
A moderate impact	37.3%	45.1%
A small impact	21.8%	7.8%
No impact at all	3.5%	5.1%

**Q. 26C. Have you worked on a community project in the last 12 months?**

	East Duluth	West Duluth
Yes	39.1%	50.8%
No	60.9%	49.2%

**Q. 14. Overall, how would you rate your community as a place to live – excellent, good, only fair, or poor?**

	East Duluth	West Duluth
Excellent	52.9%	39.3%
Good	46.3%	46.4%
Only Fair	1%	14.3%
Poor	0%	0%

**Q. 51. About how often do you talk to or visit with your immediate neighbors (the 10 or 20 households that live closest to you)?**

	Just about everyday	Several times a week	Several times a month	Once a month or less often
East Duluth	18.6%	26.8%	20.2%	33.6%
West Duluth	24.7%	37.8%	24.7%	12.7%

## **The Newcomer Issue**

**Newcomers to our region have fewer biases towards people of different races, but generally don't have the same high levels of trust as those who have lived here longer. They don't rate the community quite as highly as those who have lived here longer, but they volunteer for community projects at equal rates to those who have lived here longer.**

**Q. 14. Overall, how would you rate your community as a place to live – excellent, good, only fair, or poor?**

	Less than 5 years	More than 20 years or all their lives
Excellent	33.7%	46.1%
Good	44.6%	43.4%
Only Fair	16.3%	8.9%
Poor	5.4%	1.6%

**Q 50B. Suppose a CLOSE RELATIVE or family member were marrying an African American or Black person. Would you very much favor it happening, somewhat favor, neither favor nor oppose, somewhat oppose, or very much oppose it happening?**

	Less than 5 years	More than 20 years or all their lives
Very Much Favor	26.7%	22%
Somewhat Favor	2.2%	17.4%
Neither favor nor oppose	62.2%	42.4%
Somewhat Oppose	6.7%	7.6%
Very Much Oppose	2.2%	9.1%

**Q. 26C. Have you worked on a community project in the last 12 months?**

	Less than 5 years	More than 20 years or all their lives
Yes	40.2%	39.7%

## Next Steps

- Academics working on individual research based on the data
- Community Foundation Task Forces and Reports
  - Young Adults and Social Capital later this month
  - Make the data available to other projects, such as the Knight Creative Communities Initiative
- Make the data available to others to do their own research