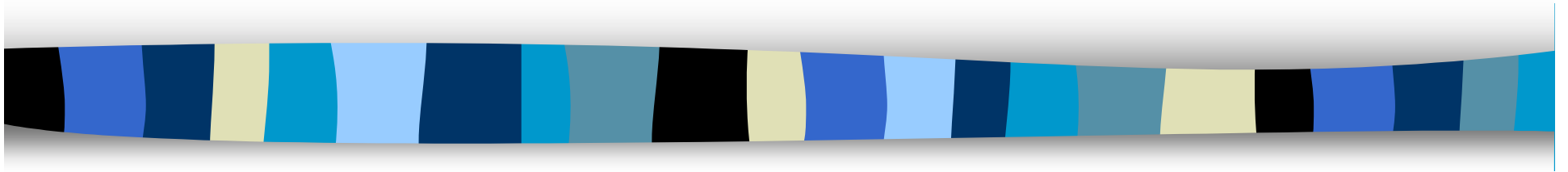


United Way of Central New Mexico



Public Opinion Research Surveys

August 2001

Research Conducted & Reported By:
Research & Polling, Inc.



Major Research Objectives

- Prioritize community needs
- Identify perceptions regarding UWCNM and other charitable organizations
- Determine fund raising and communication opportunities with donors
- Test funding allocation concepts and models
- Test appeal of UWCNM promotional positioning
- Study these objectives among the general public and corporate donors



Research Activities (April & May 2001)

■ Quantitative Research

- General Public Survey in UWCNM service area (n=416)
 - Telephone survey with random sample of 400 residents of Bernalillo, Sandoval, Tarrant & Valencia counties
 - Sample stratified by county [100 each] and then weighted back to its population share for information on total service area
- Corporate Survey in UWCNM service area
(Among top 50, other, and inactive donors) (n=112)
 - Telephone survey with corporate/business leaders in charge of decision making regarding charitable giving

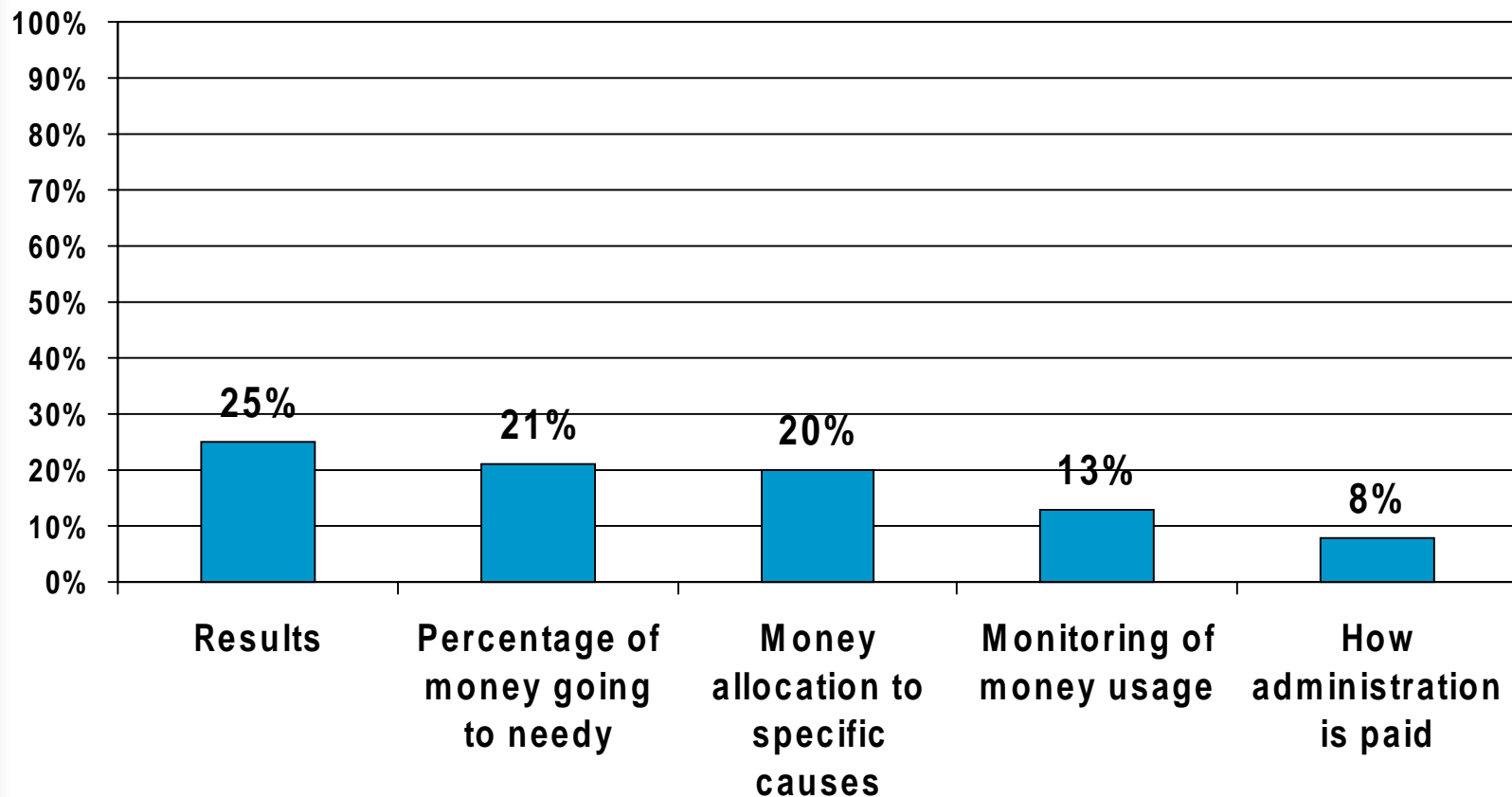
Charitable Organizations Perceived As Most Effective In Addressing Community Issues

(Based on Up to 4 Non-Prompted Responses)

Most Effective Charitable Organization	Total UWCNM Area (n=416)	Bernalillo County (n=104)	Sandoval County (n=102)	Torrance County (n=106)	Valencia County (n=104)	Top 50 Corporate Donors (n=49)
UWCNM	19%	23%	11%	8%	6%	67%
Homeless/shelters	16%	18%	10%	1%	7%	6%
American Red Cross	12%	13%	10%	7%	11%	0%
Religious organizations	12%	12%	8%	17%	24%	3%
Salvation Army	8%	7%	13%	6%	3%	3%
American Cancer Society	7%	6%	11%	0%	8%	4%
Children organizations	6%	6%	4%	2%	3%	9%
Don't know/won't say	19%	12%	28%	27%	29%	6%
<i>Note: More detailed list of other charitable organizations mentioned is presented in comprehensive report.</i>						

Attributes on Which Charitable Organizations Are Judged As 'Effective'

Among General Public (Based on Up to 3 Non-Prompted Responses)



Research Results - April & May 2001

Most Urgent Current Community Issues

(Based on Up to 4 Non-Prompted Responses)

Most Urgent Current Community Issues	Total UWCNM Area (n=416)	Bernalillo County (n=104)	Sandoval County (n=102)	Torrance County (n=106)	Valencia County (n=104)	Top 50 Corporate Donors (n=49)
Homeless/shelters	42%	47%	31%	26%	20%	8%
Children organizations	28%	28%	26%	21%	32%	29%
Health/medical organizations/hospitals	22%	24%	19%	6%	14%	16%
Senior citizens/elderly	8%	7%	10%	9%	7%	0%
Church/synagogue/Religious organizations	8%	7%	9%	1%	14%	0%
Educational institutions	7%	6%	10%	5%	9%	35%
Family services/domestic violence	4%	4%	10%	9%	1%	0%
<i>Note: Detail of community issues in the comprehensive report are shown on the following page. Bolded numbers are those receiving the highest rating in each area.</i>						

Importance of Various Fund Allocation Attributes When Deciding Whether to Give to UWCNM

Among General Public (n=416)

*Rating of Each Attribute on 5-point Rating Scale
(5='Very Important' & 1='Not At All Important')*

Fund Allocation Attribute	Mean	Very Important 5	4	3	2	Not At All Important 1
Money going to most vulnerable/needy	4.7	78%	11%	4%	0%	3%
Money stays in community areas	4.6	72%	15%	6%	1%	2%
100% of money going to needy	4.5	65%	22%	5%	2%	2%
Administrative costs paid by corporate donors	4.4	56%	20%	9%	2%	3%
UWCNM trustworthy	4.4	56%	13%	11%	4%	1%
Ability to choose cause or general fund	4.0	46%	18%	17%	3%	8%
Give to causes community considers important as found in survey	3.9	36%	23%	19%	4%	6%
Specific causes over general fund	3.6	34%	15%	27%	6%	10%
Money to go to general fund and community volunteers decide on causes to fund	3.5	28%	16%	24%	10%	11%



What Organizations Take Into Account When Thinking About Corporate Giving

Among Corporate Donors

(Based on Up to 3 Non-Prompted Responses)

	Top 50 Donors (n=49)
Community needs	27%
Funds distributed to most needy	20%
Funds distributed fairly	14%
Program is performing well	10%
Whether it is for local services	2%
<i>Note: Detail of effectiveness judgment is presented in comprehensive report.</i>	

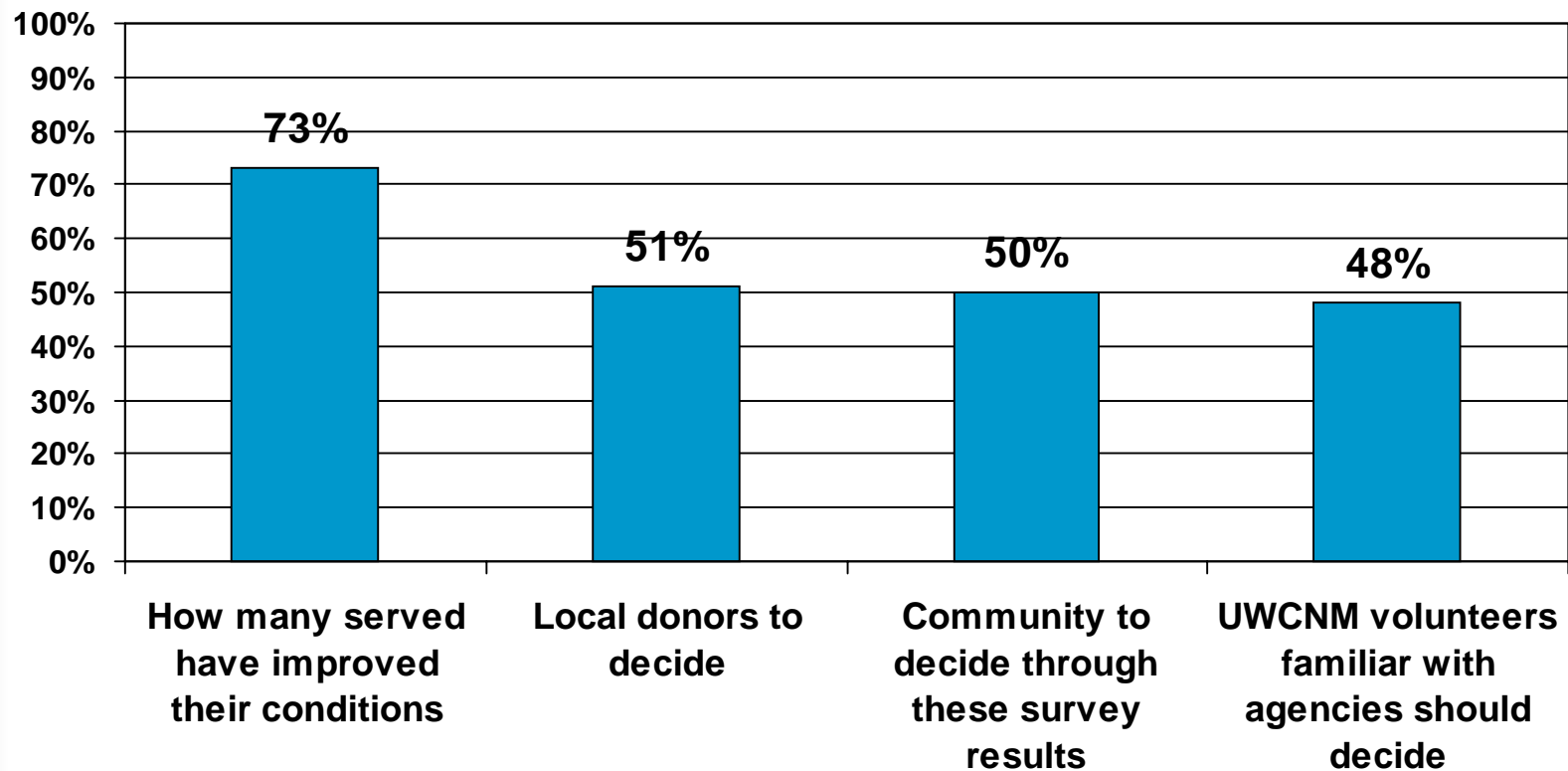
Importance of Considerations Behind Corporate Giving

*Combined Ratings of 4 & 5 on 5-Point Rating Scale
(5='Very Important' & 1='Not At All Important')*

Consideration	Top 50 Donors (n=49)
Local United Way is trustworthy	94%
Money would stay in local community	90%
Money would go to community members who are truly needy/helpless	90%
Use survey data to decide fund allocation	86%
100% of money goes to those in need	85%
Administrative costs paid by donations through corporate recognition program	84%
Publicize employee volunteerism	76%
Company can choose specific cause or general fund	71%
Donation matching	65%
Money would be placed into general fund & volunteers would decide how much to allocate to cause or program	51%
Publicize company sponsorship	51%
Specific cause funding	47%
Immediate tax savings to company	47%

Preferences for Agency/ Program Money Allocation Methods

*Among General Public (n=416)
Combined Ratings of 4 & 5 on 5-Point Rating Scale
(5='Very Good Way' & 1='Poor Way')*





Survey Conclusions

- UWCNM ‘most effective’ charitable organization among top corporate donors (67%) and the general public (19%)
- Charitable organizations are judged as effective by the general public based on their 1) results, 2) percent of money going to needy, and, 3) money allocation to specific causes
- Most urgent causes/issues among:

General Public:

- 1) homeless/shelters,
- 2) children’s organizations
- 3) health/medical organizations/
hospitals.

Top 50 Corp Donors:

- 1) educational institutions,
- 2) children’s organizations
- 3) health/medical organizations/
hospitals



Survey Conclusions *(continued)*

- Results support fund allocation method that emphasizes:
 - Vulnerable/needy populations
 - Money stays in community
 - 100% of money for the needy
 - Corporate sponsorship of UWCNM administrative costs
 - Trustworthy UWCNM management
- Fund allocation preferences are for ‘results-oriented model’