

***COMMUNITY NEEDS
ASSESSMENT
FOR TORRANCE COUNTY***

Submitted to:

***United Way of Central New Mexico
2340 Alamo Avenue SE
Albuquerque, NM 87106***

Submitted by:

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TORRANCE COMMUNITY SURVEY

During July 2005, 1,598 persons living in Central New Mexico were surveyed by telephone regarding community needs and their awareness of and satisfaction with United Way of Central New Mexico (UWCNM). In Torrance County, 351 persons were surveyed from lists that included resident phone numbers, inclusive of unlisted numbers.

In this report, we summarize the major findings and provide tables and graphs with the survey data for the overall sample and for Torrance County. It should be noted that (except for the demographic data) the overall results have been weighted in proportion to the population of each of the four counties (Bernalillo, Sandoval, Torrance, and Valencia). Thus, the results reflect the findings that would have been achieved if households had been surveyed in proportion to the population of each county.

Overall results are significant at the 95% confidence level within plus or minus 2%. In other words, 95% of the time, if the entire population had been surveyed, the results would not vary by more than 2% from the results obtained from this sample of the population. Results for Torrance County are significant within plus or minus 1%.

Community Issues

- Four of the most important community issues/groups for charities to support were children, child abuse, crime, and domestic violence, the same as for the overall sample.
- These were followed by homelessness, education, poverty, the elderly, hunger, health/hospitals, child health, and substance abuse.
- Substance abuse had a higher rating in Torrance (10.0%) than in the overall sample.
- The issues that respondents felt were most important for UWCNM to support were almost identical to the issues of greatest concern for charities to support.
- Job training, education, and health/hospitals were issues that received higher ratings for UWCNM in particular to support.

Effectiveness of UWCNM

- On a scale of 1 to 5, UWCNM received an effectiveness rating of only 2.5 in Torrance, vs. an overall rating of 3.3.
- In Torrance, 20% rated UWCNM a 4 or a 5, and 55% rated it a 1 or 2.

Donating Time and Money to Charities

- 35% of Torrance respondents had donated time to a charity in the past year, compared to 36% of overall respondents.
- 37% of Torrance respondents had donated money to a charity in the past year, vs. 53% of overall respondents.
- Among those respondents who had donated money in the past year, the average amount in Torrance was \$1,155 vs. \$1,363 overall.

Joint Decision About Giving

- 70% of Torrance respondents (and 80% of those with a spouse who answered “yes” or “no” to this question) discuss and make a joint decision about giving.
- The 70% percentage is higher for Torrance than for the overall sample.

Donating to UWCNM

- Among those who contributed to any charity in the past year, 13% gave to UWCNM, vs. 28% in the overall sample.
- The average contribution to UWCNM (among those in Torrance who contributed) was \$429, vs. the overall average of \$396.
- This was equivalent to 37.1% of the total charitable giving of UWCNM donors, vs. the average figure of 42.4% for the overall sample.
- The most common reasons for giving to UWCNM were that it is easy (to use the payroll deduction) and that they like the organization.
- Residents of Torrance were much less likely than the overall sample to say that they trusted the organization and more likely (17.6%) to say they felt pressured to give at work.

Not Donating to UWCNM

- Among those who did not donate, by far the most common reason (48%) was that they already give to their favorite causes.
- The next most common reason was not being asked to contribute (at 22%).
- Other common responses were not trusting or liking the organization, not being able to contribute, that UWCNM doesn't support the right causes, and misuse of funds.
- 2% of those who did not contribute in the past year had contributed within the past three years.
- Of those who did not contribute in the past three years, only 3% knew of any persons who had benefited from UWCNM funding and only 9% knew of anyone who donates to UWCNM.

Importance of Different Reasons for Donating to UWCNM

- The most important factor in deciding whether to give to UWCNM was that money would stay in the local community, at 4.2 out of 5.
- Next most important were that money would go to organizations that provide effective services (3.8) and that are financially accountable (3.9).
- Less important were that funding would go to those who are most vulnerable (3.4) and toward prevention (3.4).
- Least important were that money would go toward intervention (3.0) and the convenience of donating to one organization (3.0).

Community Fund

- 45% of respondents had heard of the community fund, vs. 40% of the overall sample.
- Among those who had heard of the community fund, 14% knew of the money-back guarantee, compared with 9% of the overall sample.
- On a scale of 1 to 5, the overall importance of the money-back guarantee was rated a 2.5, vs. 2.9 for the overall sample.

Deciding on How to Distribute UWCNM Money

- Respondents thought that the best way to distribute money was for donors to designate which agencies should receive the funds (at 3.7, vs. 3.8 for the overall sample).
- The other three options all received ratings of 3.2 or 3.4.

Impact of Lower Federal Funding of Social Services

- As a result of cuts in federal funding, 14% of respondents said they are more likely to give, while 33% said they were less likely to give.
- Compared to the overall sample, Torrance had a larger percentage of respondents who said they were less likely to give.

Corporate Cornerstones

- 11% of respondents had heard of Corporate Cornerstones, vs. 9% of the overall sample.
- 30% of the respondents thought that the 15% spent for fund raising and administration is too high, compared with 24% of the overall sample.
- 6% of respondents knew that the Cornerstones companies paid for the fund raising and administration costs, compared with 4% of the overall sample.

Information and Referral Service

- 10% of respondents said they were aware of UWCNM's information and referral service, vs. 18% of the overall sample.
- Less than 1% of respondents knew of the 211 service, as compared with 4% of the overall sample.
- 1% of respondents knew of someone who had used the information and referral service, compared to 3% for the overall sample.

Advertising

- The most significant influence on respondents' opinions of UWCNM was their own experience of UWCNM and television.
- Next most important were friends and relatives, notices in the work place and word of mouth.
- Television was more important in Torrance than for the overall sample.
- The impact of mail or email was lower in Torrance than in the overall sample.
- 15% of respondents knew that all of the advertising costs of UWCNM are paid for by the local media, higher than the overall average of 5%.
- 77% of respondents said that UWCNM's advertising has had no impact on their giving, vs. 86% of the overall sample.
- 6% said that it had caused them to give or increase their giving, while 17% said it had caused them not to give or to decrease their giving (vs. 7% of the overall sample).
- By far the best way to inform respondents in Torrance about UWCNM activities is television, the same as for the overall sample.
- This was followed by newspaper, radio, and notices in the work place.

Planned Giving Program

- 47% of respondents said they were aware of the UWCNM planned giving program (this high response rate raises a question about whether respondents truly knew what it is).
- This compares with 42% of the overall sample.

Employment Information

- 38% of respondents were employed outside of their home, the same as for the overall sample.
- Among those employed outside the home, 50% in Torrance said that a planned-giving campaign had been conducted in their work place in the past year, vs. 53% of the overall sample.
- Among those employed outside their homes, 11% had changed employers in the past year.

Demographics

- The average age of respondents was 54, vs. 53 for the overall sample.
- 58% of Torrance respondents described themselves as Anglo (vs. 51% of the overall sample).
- 25% of respondents described themselves as Hispanic (vs. 30% overall).
- About 54% of the Torrance respondents had at least some college, compared with 61% of the overall sample.
- Median income of Torrance respondents was \$32,500, lower than the overall median of \$38,717.
- 61% of Torrance respondents were women, vs. 61% overall.

Q1. What community issues do you personally feel are the most important for charities to support? (take up to 3 unaided responses.)

COMMUNITY ISSUES	OVERALL (Weighted) ¹ N=1,598	Torrance N=351
	%	%
Children	27.1%	19.1%
Child abuse	25.3%	32.2%
Homelessness	21.5%	13.1%
Domestic violence (spousal abuse)	17.7%	35.3%
Crime	16.1%	22.8%
Poverty	11.4%	9.7%
Senior citizens/elderly	10.4%	11.4%
Hunger	9.1%	7.7%
Health/hospitals	8.9%	6.3%
Child health	8.5%	6.6%
Education	7.5%	12.5%
Disease prevention/cure (cancer, heart disease, diabetes, etc.)	6.8%	4.8%
Senior health care	6.6%	2.0%
Substance abuse (drug or alcohol abuse)	5.8%	10.0%
Housing (affordable housing)	4.7%	2.6%
Teenagers (youth)	4.3%	6.3%
Child nutrition	4.2%	1.4%
Gang violence	4.0%	4.3%
Literacy	3.3%	3.4%
AIDS	3.2%	0.3%
Disabilities (people with)	2.9%	5.1%
DWI/DUI	2.3%	3.1%
Senior transportation	2.2%	2.6%
Shelters for the homeless	2.1%	2.0%
Animal welfare	2.0%	6.8%
Human rights	2.0%	0.6%
Job training (employment)	1.9%	2.8%
Dropouts	1.8%	0.6%
Pregnancy (teen pregnancy)	1.4%	0.9%
Mental Health	1.3%	0.9%
Environment	1.0%	1.4%
Hospice	0.9%	0.0%
Parenting	0.9%	0.0%
Senior nutrition	0.8%	0.9%
Arts	0.6%	0.0%
Life skills	0.4%	0.6%
Truancy	0.1%	0.0%

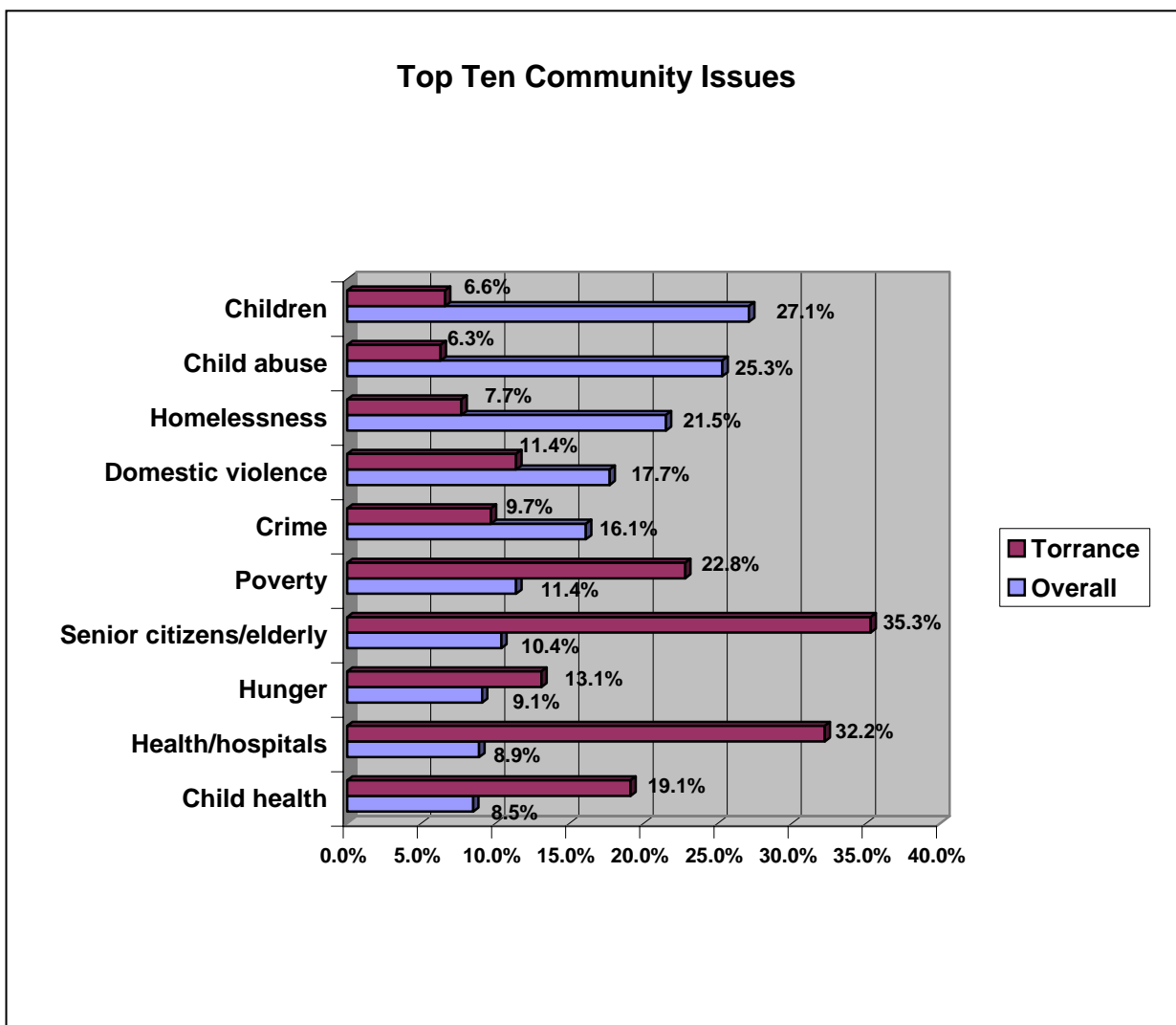
¹ Overall “Weighted” adjusts the overall percent distributions according to the populations of the four counties.

Q1. What community issues do you personally feel are the most important for charities to support? (take up to 3 unaided responses.) (continued)

Other:

TORRANCE COUNTY

- Churches/bible Education (2)
- Community center (2)
- Government (2)
- Roads/ transportation (2)
- Water (2)
- After-school programs
- Bethel store house
- Big Brother Big Sister
- Counseling centers
- Historic preservation
- Infrastructure
- Police
- Rehabilitation
- Teen center
- Veterans
- YMCA for supportive adults



Q2. What community issues do you personally feel are the most important for United Way of Central New Mexico to support? (take up to 3 unaided responses.)

COMMUNITY ISSUES	OVERALL (Weighted) N=1,598	Torrance N=351
	%	%
Children	26.9%	17.7%
Homelessness	20.2%	16.0%
Child abuse	18.8%	20.2%
Domestic violence (spousal abuse)	14.2%	21.7%
Crime	13.1%	8.8%
Poverty	12.7%	10.0%
Senior citizens/elderly	10.6%	12.0%
Hunger	10.6%	10.5%
Health/hospitals	10.4%	11.4%
Disease prevention/cure (cancer, heart disease, diabetes, etc.)	9.3%	4.8%
Education	8.1%	19.9%
Child health	7.1%	3.7%
Senior health care	6.5%	3.4%
Substance abuse (drug or alcohol abuse)	6.3%	9.7%
Disabilities (people with)	4.9%	8.5%
Housing (affordable housing)	4.8%	2.8%
Job training (employment)	4.6%	16.8%
Teenagers (youth)	4.5%	8.0%
Child nutrition	4.5%	0.3%
DWI/DUI	4.2%	3.1%
Gang violence	3.9%	3.4%
Literacy	3.9%	4.6%
Mental Health	3.2%	2.8%
Senior transportation	2.3%	2.6%
Human rights	2.3%	1.4%
Animal welfare	2.0%	5.1%
AIDS	2.0%	0.3%
Dropouts	1.6%	0.9%
Shelters for the homeless	1.5%	1.1%
Pregnancy (teen pregnancy)	1.2%	0.9%
Environment	1.1%	1.7%
Senior nutrition	1.0%	0.9%
Hospice	0.9%	0.3%
Parenting	0.8%	0.3%
Life skills	0.7%	0.3%
Arts	0.6%	0.0%
Truancy	0.1%	0.0%

Q2. What community issues do you personally feel are the most important for United Way of Central New Mexico to support? (take up to 3 unaided responses.) (continued)

Other:

TORRANCE COUNTY

- **Community center/ programs (4)**
- **Roads/ Transportation (4)**
- **Churches/bible Education (2)**
- **Water (2)**
- **After-school programs**
- **Animal control**
- **Bethel store house**
- **Big Brother Big Sister**
- **Counseling center**
- **Government**
- **Historic preservation**
- **Infrastructure**
- **Police**
- **Rehabilitation**
- **Teen center**
- **Veterans**
- **YMCA for supportive adults**

Q3. Using a scale of 1 to 5, where 5 means very effective and 1 means very ineffective, please rate the effectiveness of United Way of Central New Mexico.

PLEASE RATE THE EFFECTIVENESS OF UNITED WAY OF CENTRAL NEW MEXICO	AVERAGE RATING (Weighted) N=1,119	Very Ineffective-----Very Effective				
		1	2	3	4	5
Overall	3.3	7.5%	13.4%	40.4%	24.5%	14.3%
Torrance N=197	2.5	25.9%	28.9%	24.9%	9.6%	10.7%

Q4. Over the past 12 months, have you donated time to any charity, philanthropic, not-for-profit or fund raising organization?

HAVE YOU DONATED TIME TO ANY CHARITY, PHILANTHROPIC, NOT-FOR-PROFIT OR FUND RAISING ORGANIZATION?	OVERALL (Weighted) N=1,598	Torrance N=351
	%	%
Yes	36.1%	35.0%
No	62.8%	61.5%
Don't know/won't say	1.2%	3.4%

Q5. Over the past 12 months, have you donated money to any charity, philanthropic, not-for-profit or fund raising organization?

HAVE YOU DONATED MONEY TO ANY CHARITY, PHILANTHROPIC, NOT-FOR-PROFIT OR FUND RAISING ORGANIZATION?	OVERALL (Weighted) N=1,598	Torrance N=351
	%	%
Yes	53.3%	36.5%
No	45.0%	60.1%
Don't know/won't say	1.7%	3.4%

Q6. Over the past 12 months, how much money in total did you contribute to charitable or non-profit organizations?

HOW MUCH MONEY IN TOTAL DID YOU CONTRIBUTE TO CHARITABLE OR NON-PROFIT ORGANIZATIONS?	OVERALL (Weighted) N=527	Torrance N=70
	%	%
\$1 – \$49	13.4%	22.9%
\$50 – \$99	10.6%	8.6%
\$100 – \$249	30.4%	27.1%
\$250 – \$499	11.3%	8.6%
\$500 – \$999	11.9%	11.4%
\$1,000 – \$2,499	13.3%	11.4%
\$2,500 – \$4,999	3.3%	2.9%
\$5,000 – \$9,999	3.0%	5.7%
\$10,000 or more	3.0%	1.4%
Average contribution	\$1,363	\$1,155

Q7. Do you and your spouse or significant other discuss and make a joint decision about your giving?

DO YOU AND YOUR SPOUSE OR SIGNIFICANT OTHER DISCUSS AND MAKE A JOINT DECISION ABOUT YOUR GIVING?	OVERALL (Weighted) N=774	Torrance N=128
	%	%
Yes	54.1%	70.3%
No	20.9%	17.2%
Don't know/won't say	2.9%	2.3%
No, I don't have a spouse	22.1%	10.2%

Q8. (For those who made a charitable contribution in the past year) Have you made a charitable contribution to United Way in the past 12 months?

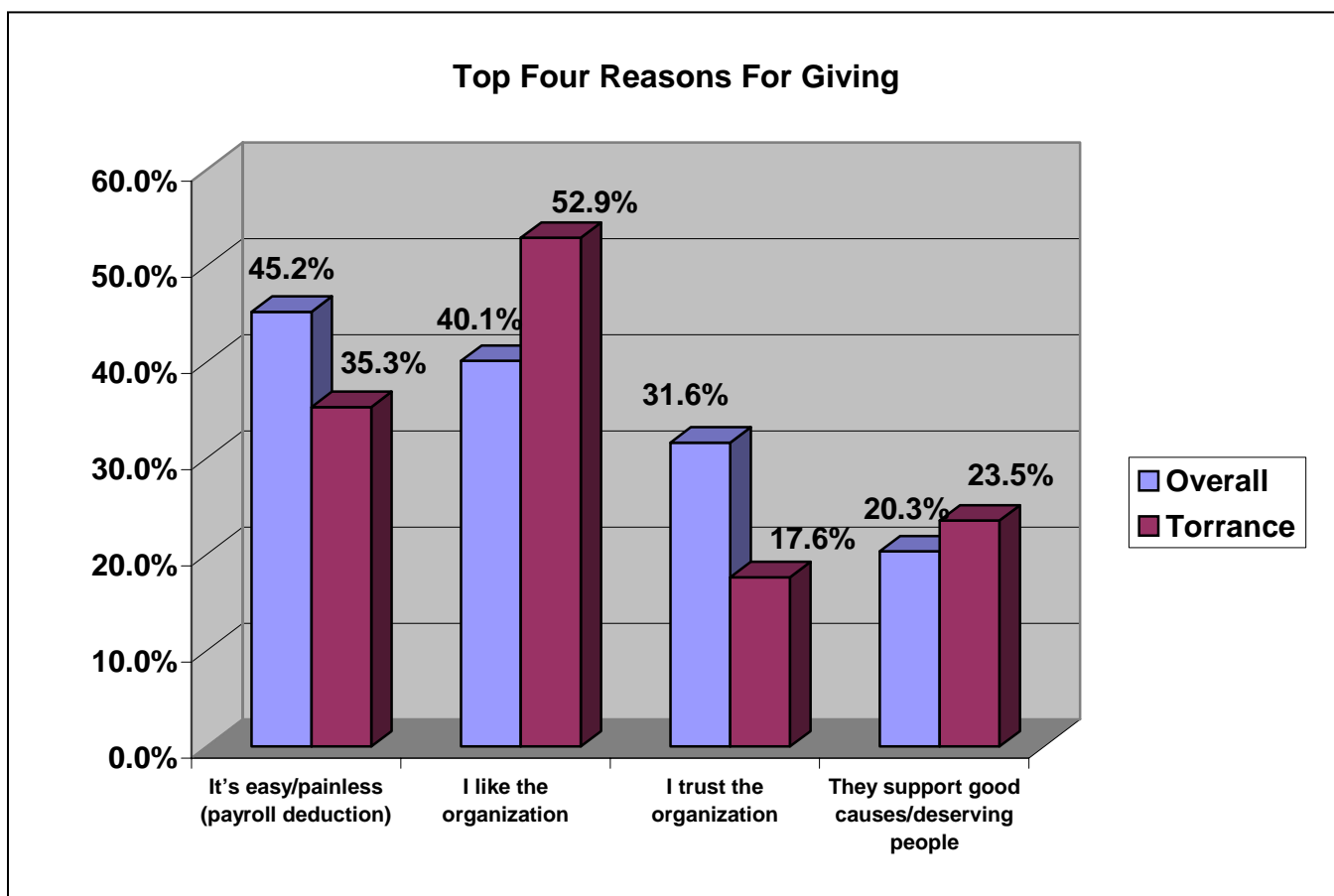
HAVE YOU MADE A CHARITABLE CONTRIBUTION TO UNITED WAY IN THE PAST 12 MONTHS?	OVERALL (Weighted) N=774	Torrance N=128
	%	%
Yes	28.2%	13.3%
No	66.9%	82.8%
Don't know/won't say	4.9%	3.9%

Q9. Over the past 12 months, how much money in total did you contribute to United Way?

HOW MUCH MONEY IN TOTAL DID YOU CONTRIBUTE TO UNITED WAY?	OVERALL (Weighted) N=122	Torrance N=9
	%	%
\$1 – \$24	9.0%	11.1%
\$25 – \$49	11.5%	0.0%
\$50 – \$99	17.2%	0.0%
\$100 – \$249	28.7%	33.3%
\$250 – \$499	13.1%	22.2%
\$500 – \$999	9.0%	22.2%
\$1,000 or more	11.5%	11.1%
Average contribution	\$396	\$429

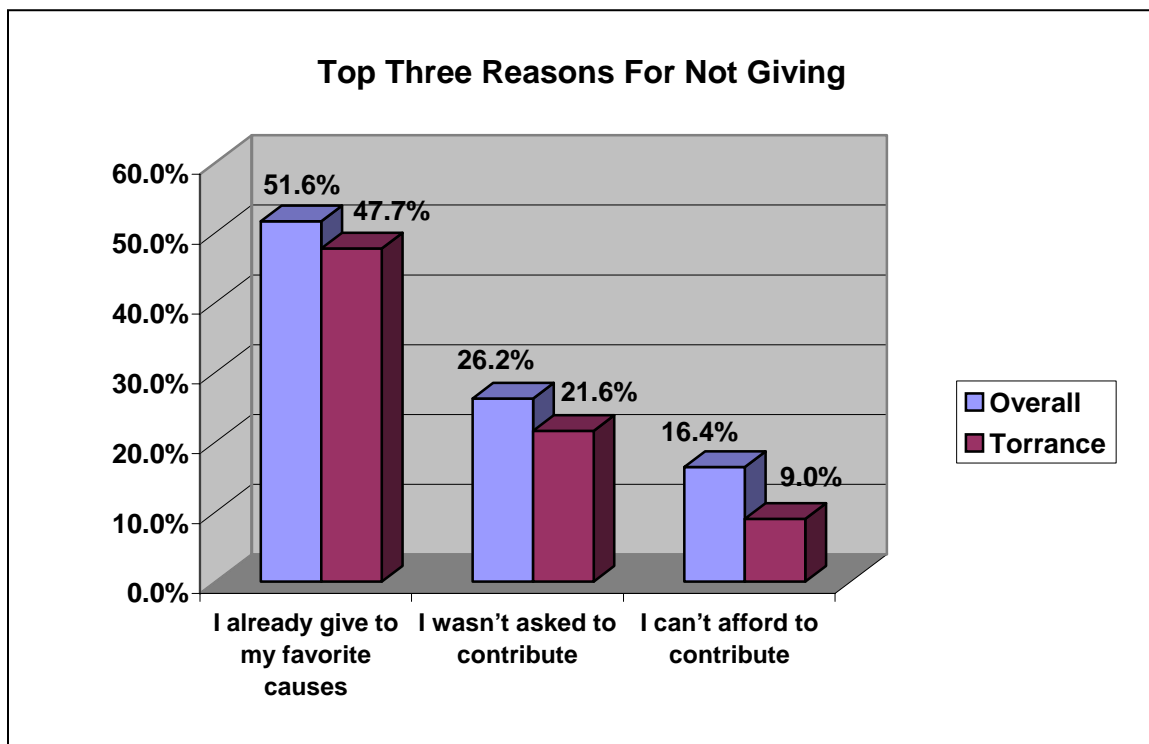
Q10. Why did you give to United Way? (take up to 3 unaided responses.)

WHY DID YOU GIVE TO UNITED WAY?	OVERALL (Weighted) N=180	Torrance N=17
	%	%
It's easy/painless (to use the payroll deduction)	45.2%	35.3%
I like the organization	40.1%	52.9%
I trust the organization	31.6%	17.6%
They support good causes/deserving people	20.3%	23.5%
I can designate money to go where I want	6.9%	0.0%
The organization is efficient (has low administrative costs)	6.8%	5.9%
The money stays in the local community	6.2%	0.0%
I am pressured to give at work	3.9%	17.6%
My company will match my contribution	3.5%	0.0%
It's convenient to get one statement for tax purposes	3.1%	0.0%
It makes me feel good/it's important to contribute to those in need	2.7%	0.0%
I don't have to pay any overhead/administrative costs	0.1%	5.9%



Q11. Why did you not give to United Way? (take up to 3 unaided responses.)

WHY DID YOU NOT GIVE TO UNITED WAY?	OVERALL (Weighted) N=594	Torrance N=111
	%	%
I already give to my favorite causes	51.6%	47.7%
I wasn't asked to contribute	26.2%	21.6%
I can't afford to contribute	16.4%	9.0%
Don't know/won't say	9.1%	7.2%
I don't trust the organization	7.3%	9.9%
I don't like the organization	6.3%	12.6%
They don't support the right causes/most deserving people (including not supporting Planned Parenthood or supporting Boy Scouts/organizations with exclusionary policies)	4.9%	17.1%
Misuse or poor use of funds in the past—at the national level	3.9%	12.6%
The organization is not efficient (has high administrative costs)	3.3%	1.8%
No particular reason	2.8%	0.9%
Misuse or poor use of funds in the past—at the local level	2.5%	4.5%
There is no program where I work	1.0%	2.7%
I am pressured to give at work	0.3%	1.8%
Not enough information	0.0%	0.0%
Changed jobs	0.0%	0.0%



Q12. (For those who did not contribute to United Way in the past year) Were you asked to contribute to United Way within the past 12 months?

WERE YOU ASKED TO CONTRIBUTE TO UNITED WAY?	OVERALL (Weighted) N=1,418	Torrance N=334
	%	%
Yes	18.8%	11.7%
No	66.5%	33.5%
Don't know/won't say	14.7%	54.8%

Q13. (For those who did not contribute to United Way in the past year) Have you contributed to United Way within the past 3 years?

HAVE YOU CONTRIBUTED TO UNITED WAY?	OVERALL (Weighted) N=1,418	Torrance N=334
	%	%
Yes	6.9%	1.5%
No	47.9%	58.7%
Don't know/won't say	45.2%	39.8%

Q14. (For those who did not contribute to United Way in the past three years) Do you know of any persons who have benefited from United Way funding?

DO YOU KNOW OF ANY PERSONS WHO HAVE BENEFITED FROM UNITED WAY FUNDING?	OVERALL (Weighted) N=1,342	Torrance N=329
	%	%
Yes	4.6%	3.3%
No	68.1%	83.3%
Don't know/won't say	27.3%	13.4%

Q15. (For those who did not contribute to United Way in the past three years) Do you know of any persons who donate to United Way?

DO YOU KNOW OF ANY PERSONS WHO DONATE TO UNITED WAY?	OVERALL (Weighted) N=1,342	Torrance N=329
	%	%
Yes	13.1%	9.1%
No	55.1%	74.5%
Don't know/won't say	31.8%	16.4%

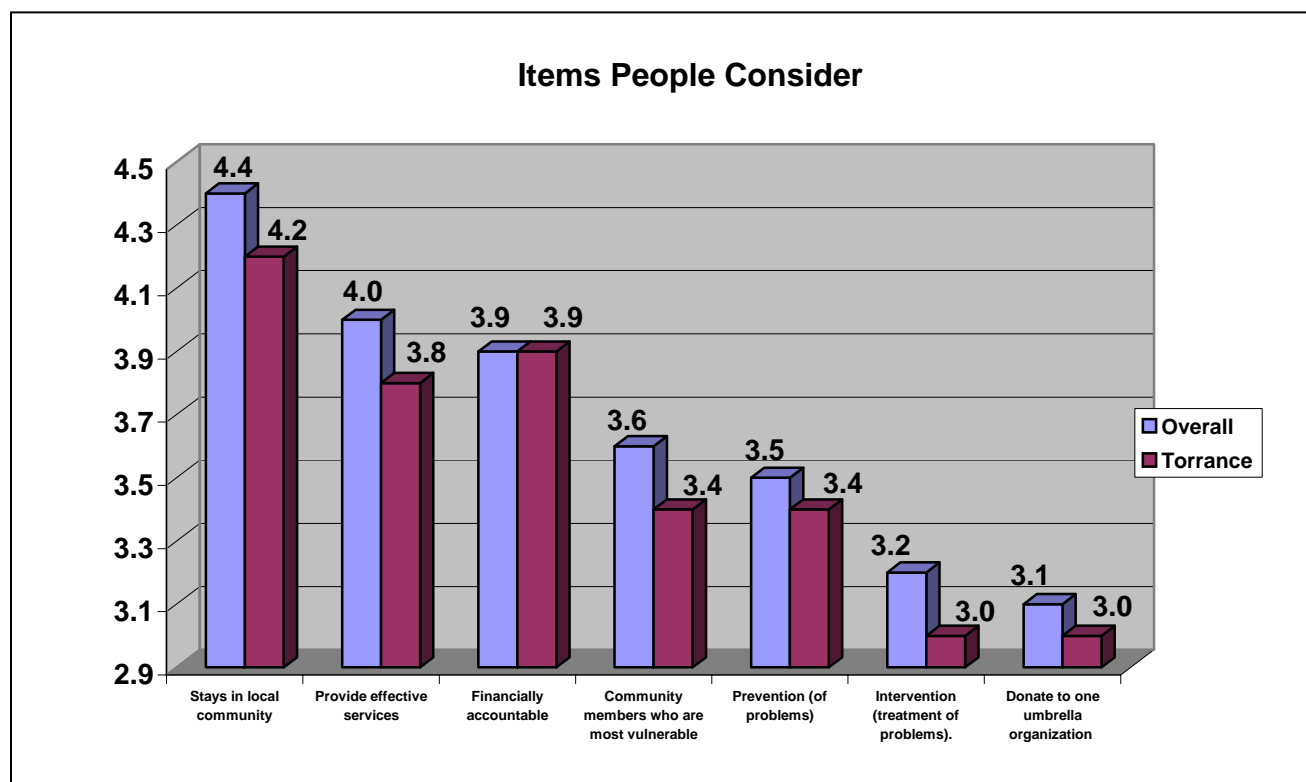
Q16. I would like for you to imagine that you are considering donating to United Way of Central New Mexico. I will read you a list of items that people may consider when making decisions about giving to the United Way. For each, please rate it anywhere between 1 and 5, where 5 means it would be very important and 1 means it would be not at all important in your decision about giving to United Way of Central New Mexico.

Overall						
ITEMS THAT PEOPLE MAY CONSIDER WHEN MAKING DECISIONS ABOUT GIVING TO THE UNITED WAY	AVERAGE RATING (Weighted) N=1,534	Not at all Important-----Very Important				
		1	2	3	4	5
Your money would stay in the local community.	4.4	1.7%	3.6%	13.3%	20.9%	60.4%
Your money would go to organizations that provide effective services.	4.0	8.1%	5.7%	17.7%	17.9%	50.6%
Your money would go to organizations that are financially accountable.	3.9	8.5%	10.7%	13.7%	13.8%	53.2%
Your money would go to community members who are most vulnerable.	3.6	22.5%	3.1%	12.3%	16.1%	46.0%
Your money would go primarily for prevention (of problems).	3.5	4.3%	9.7%	40.0%	23.0%	23.0%
Your money would go primarily for intervention (treatment of problems).	3.2	17.7%	9.3%	31.6%	20.6%	20.8%
It would be convenient for you to donate to one umbrella organization without having to evaluate many different charities.	3.1	18.7%	20.2%	21.8%	13.1%	26.2%

Torrance						
ITEMS THAT PEOPLE MAY CONSIDER WHEN MAKING DECISIONS ABOUT GIVING TO THE UNITED WAY	AVERAGE RATING (Weighted) N=387	Not at all Important-----Very Important				
		1	2	3	4	5
Your money would stay in the local community.	4.2	1.2%	6.7%	17.1%	21.3%	53.7%
Your money would go to organizations that are financially accountable.	3.9	23.5%	1.5%	0.9%	11.3%	62.7%
Your money would go to organizations that provide effective services.	3.8	24.2%	1.2%	5.5%	12.8%	56.3%
Your money would go to community members who are most vulnerable.	3.4	26.2%	2.4%	14.6%	18.9%	37.8%
Your money would go primarily for prevention (of problems).	3.4	1.8%	13.5%	42.5%	26.3%	15.9%
Your money would go primarily for intervention (treatment of problems).	3.0	25.8%	7.1%	27.9%	22.4%	16.9%
It would be convenient for you to donate to one umbrella organization without having to evaluate many different charities.	3.0	13.5%	32.3%	22.3%	9.1%	22.9%

Q16. I would like for you to imagine that you are considering donating to United Way of Central New Mexico. I will read you a list of items that people may consider when making decisions about giving to the United Way. For each, please rate it anywhere between 1 and 5, where 5 means it would be very important and 1 means it would be not at all important in your decision about giving to United Way of Central New Mexico. (continued)

ITEMS THAT PEOPLE MAY CONSIDER WHEN MAKING DECISIONS ABOUT GIVING TO THE UNITED WAY	OVERALL (Weighted) N=1,534	Torrance N=328
	Average	Average
Your money would stay in the local community.	4.4	4.2
Your money would go to organizations that provide effective services.	4.0	3.8
Your money would go to organizations that are financially accountable.	3.9	3.9
Your money would go to community members who are most vulnerable.	3.6	3.4
Your money would go primarily for prevention (of problems).	3.5	3.4
Your money would go primarily for intervention (treatment of problems).	3.2	3.0
It would be convenient for you to donate to one umbrella organization without having to evaluate many different charities.	3.1	3.0



Q17. United Way receives donations that are not earmarked or designated for any particular organization or cause; this is known as the “community fund.” Have you previously heard of the “community fund?”

HAVE YOU PREVIOUSLY HEARD OF THE “COMMUNITY FUND?”	OVERALL (Weighted) N=1,598	Torrance N=351
	%	%
Yes	39.5%	45.3%
No	56.3%	52.4%
Don’t know/won’t say	4.4%	2.3%

Q18. (For those who had heard of the community fund) Did you know that there is a money-back guarantee if a donor is not satisfied with how the community funds are distributed?

DID YOU KNOW THAT THERE IS A MONEY-BACK GUARANTEE	OVERALL (Weighted) N=656	Torrance N=159
	%	%
Yes	8.8%	13.8%
No	88.1%	84.3%
Don’t know/won’t say	3.1%	1.9%

Q19. On a scale of 1 to 5, where 5 is very important and 1 is not at all important, how important is it to you that there is a money-back guarantee on donations to the community fund?

HOW IMPORTANT IS IT TO YOU THAT THERE IS A MONEY-BACK GUARANTEE ON DONATIONS TO THE COMMUNITY FUND?	AVERAGE RATING (Weighted) N=1,572	Not at all Important-----Very Important				
		1	2	3	4	5
Overall	2.9	13.0%	25.6%	10.7%	23.4%	13.0%
Torrance N=341	2.5	39.3%	21.7%	10.9%	3.8%	24.3%

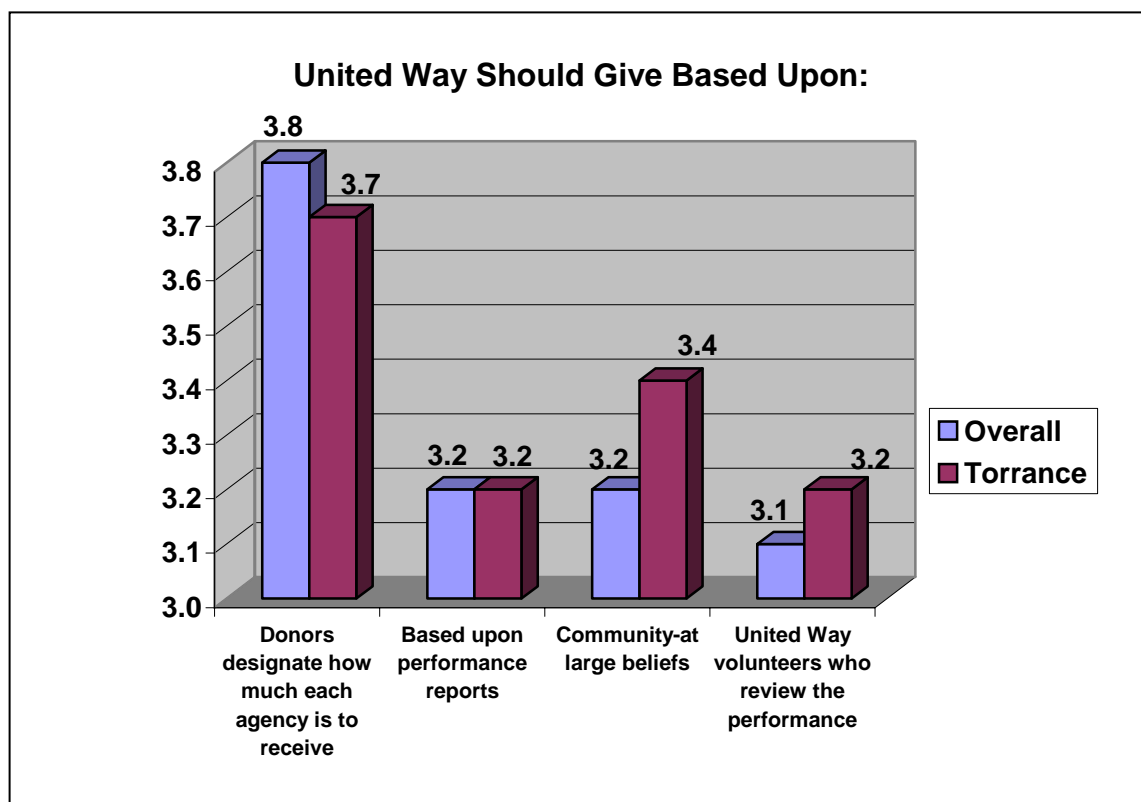
Q20. I would like for you to rate the various ways in which United Way of Central New Mexico may decide how much money should be given to each community program. For each way, please rate it anywhere from 1 to 5, where 5 means a very good way and 1 means a very poor way to decide now much money each agency will receive.

Overall						
RATE THE VARIOUS WAYS IN WHICH UNITED WAY OF CENTRAL NEW MEXICO MAY DECIDE HOW MUCH MONEY SHOULD BE GIVEN TO EACH COMMUNITY PROGRAM	AVERAGE RATING (Weighted) N=1,531	Very Poor Way-----Very Good Way				
		1	2	3	4	5
United Way donors should designate how much of their money each of the agencies is to receive.	3.8	5.4%	9.1%	22.5%	25.0%	38.0%
United Way should decide based upon performance reports provided by agencies.	3.2	18.1%	13.4%	23.9%	20.0%	24.6%
Decisions should be based upon what the community-at large believes, as shown through surveys such as this.	3.2	20.2%	10.0%	20.9%	22.2%	26.5%
United Way volunteers who review the performance of the local agencies should decide.	3.1	28.2%	5.3%	21.8%	23.1%	21.6%

Torrance						
RATE THE VARIOUS WAYS IN WHICH UNITED WAY OF CENTRAL NEW MEXICO MAY DECIDE HOW MUCH MONEY SHOULD BE GIVEN TO EACH COMMUNITY PROGRAM	AVERAGE RATING (Weighted) N=387	Very Poor Way-----Very Good Way				
		1	2	3	4	5
United Way donors should designate how much of their money each of the agencies is to receive.	3.7	3.0%	15.5%	23.8%	22.3%	35.4%
Decisions should be based upon what the community-at large believes, as shown through surveys such as this.	3.4	25.5%	2.1%	13.1%	23.1%	36.2%
United Way should decide based upon performance reports provided by agencies.	3.2	25.8%	5.2%	22.2%	21.0%	25.8%
United Way volunteers who review the performance of the local agencies should decide.	3.2	25.7%	5.2%	21.1%	22.9%	25.1%

Q20. I would like for you to rate the various ways in which United Way of Central New Mexico may decide how much money should be given to each community program. For each way, please rate it anywhere from 1 to 5, where 5 means a very good way and 1 means a very poor way to decide now much money each agency will receive. (continued)

RATE THE VARIOUS WAYS IN WHICH UNITED WAY OF CENTRAL NEW MEXICO MAY DECIDE HOW MUCH MONEY SHOULD BE GIVEN TO EACH COMMUNITY PROGRAM	OVERALL (Weighted) N=1,531	Torrance N=329
	Average	Average
United Way donors should designate how much of their money each of the agencies is to receive.	3.8	3.7
United Way should decide based upon performance reports provided by agencies.	3.2	3.2
Decisions should be based upon what the community-at large believes, as shown through surveys such as this.	3.2	3.4
United Way volunteers who review the performance of the local agencies should decide.	3.1	3.2



Q21. In recent years, the federal government has decreased the amount of money that it provides for various social and health services. Does this make you want to:

DOES THIS MAKE YOU WANT TO:	OVERALL (Weighted) N=1,589	Torrance N=345
	%	%
Increase your giving	15.9%	13.9%
Keep your giving at the same level	61.1%	53.6%
Decrease your giving	23.0%	32.5%

Q22. Have you heard of Corporate Cornerstones?

HAVE YOU HEARD OF CORPORATE CORNERSTONES?	OVERALL (Weighted) N=1,598	Torrance N=351
	%	%
Yes	9.2%	11.4%
No	86.7%	83.2%
Don't know/won't say	4.1%	5.4%

Q23. 15% of the funds raised by United Way of Central New Mexico go to fund raising and administration, with the other 85% distributed to charitable organizations. Do you think that the 15% for fund raising and administration is:

DO YOU THINK THAT THE 15% FOR FUND RAISING AND ADMINISTRATION IS:	OVERALL (Weighted) N=1,598	Torrance N=351
	%	%
Too high	24.2%	29.6%
About right	34.2%	25.9%
Too low	4.2%	5.7%
Don't know/won't say	37.4%	38.7%

Q24. Did you know that the Corporate Cornerstones donor companies pay for all of the 15% in fund raising and administration costs? (i.e. that all of the money that individuals donate is passed on to charitable organizations)

DID YOU KNOW THAT THE CORPORATE CORNERSTONES DONOR COMPANIES PAY FOR FUND RAISING AND ADMINISTRATION COSTS?	OVERALL (Weighted) N=1,598	Torrance N=351
	%	%
Yes	3.8%	6.3%
No	93.7%	90.9%
Don't know/won't say	2.5%	2.8%

Q25. Did you know that United Way of Central New Mexico operates an information and referral service to help people find the services they need?

DID YOU KNOW THAT UNITED WAY OPERATES AN INFORMATION AND REFERRAL SERVICE TO HELP PEOPLE FIND THE SERVICES THEY NEED?	OVERALL (Weighted) N=1,598	Torrance N=351
	%	%
Yes	17.6%	10.0%
No	79.5%	86.6%
Don't know/won't say	2.9%	3.4%

Q26. Did you know that you can dial 211 from your phone to reach United Way of Central New Mexico's information and referral service?

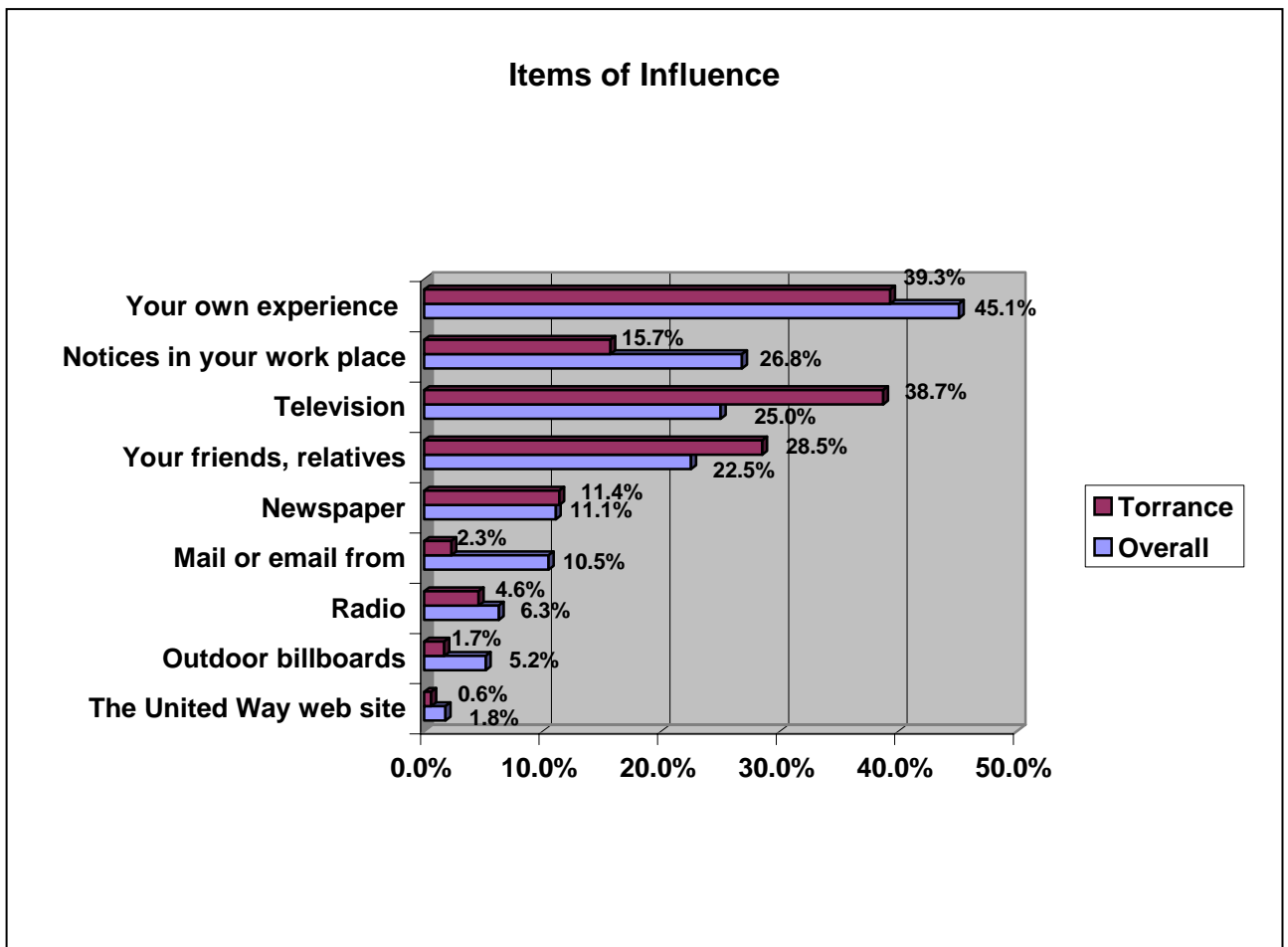
DID YOU KNOW THAT YOU CAN DIAL 211 TO REACH UNITED WAY'S INFORMATION AND REFERRAL SERVICE?	OVERALL (Weighted) N=1,598	Torrance N=351
	%	%
Yes	3.6%	0.6%
No	94.6%	97.2%
Don't know/won't say	1.8%	2.3%

Q27. Do you know anyone (including yourself) who has ever used the United Way information and referral service?

DO YOU KNOW ANYONE WHO HAS EVER USED THE UNITED WAY INFORMATION AND REFERRAL SERVICE?	OVERALL (Weighted) N=1,598	Torrance N=351
	%	%
Yes	3.3%	1.1%
No	92.1%	93.4%
Don't know/won't say	4.7%	5.4%

Q28. Which of the following have significantly influenced your opinion of United Way (check all that apply):

WHICH OF THE FOLLOWING HAVE SIGNIFICANTLY INFLUENCED YOUR OPINION OF UNITED WAY	OVERALL (Weighted) N=1,598	Torrance N=351
	%	%
Your own experience with United Way	45.1%	39.3%
Notices or other information in your work place	26.8%	15.7%
Television	25.0%	38.7%
Your friends, relatives, and colleagues	22.5%	28.5%
Newspaper	11.1%	11.4%
Mail or email you have received from United Way	10.5%	2.3%
Radio	6.3%	4.6%
Outdoor billboards	5.2%	1.7%
The United Way web site	1.8%	0.6%



Q29. Did you know that all of the costs of United Way of Central New Mexico advertising are donated by the local media?

DID YOU KNOW THAT ALL OF THE COSTS OF UNITED WAY ADVERTISING ARE DONATED BY THE LOCAL MEDIA?	OVERALL (Weighted) N=1,598	Torrance N=351
	%	%
Yes	5.3%	14.8%
No	91.1%	80.3%
Don't know/won't say	3.7%	4.8%

Q30. Has United Way's advertising:

HAS UNITED WAY'S ADVERTISING:	OVERALL (Weighted) N=1,513	Torrance N=321
	%	%
Caused you to give to United Way	3.9%	4.0%
Caused you to increase your giving	3.2%	1.9%
Had no impact on your giving	86.2%	77.3%
Caused you to decrease your giving	1.7%	1.9%
Caused you to not give to United Way	5.0%	15.0%

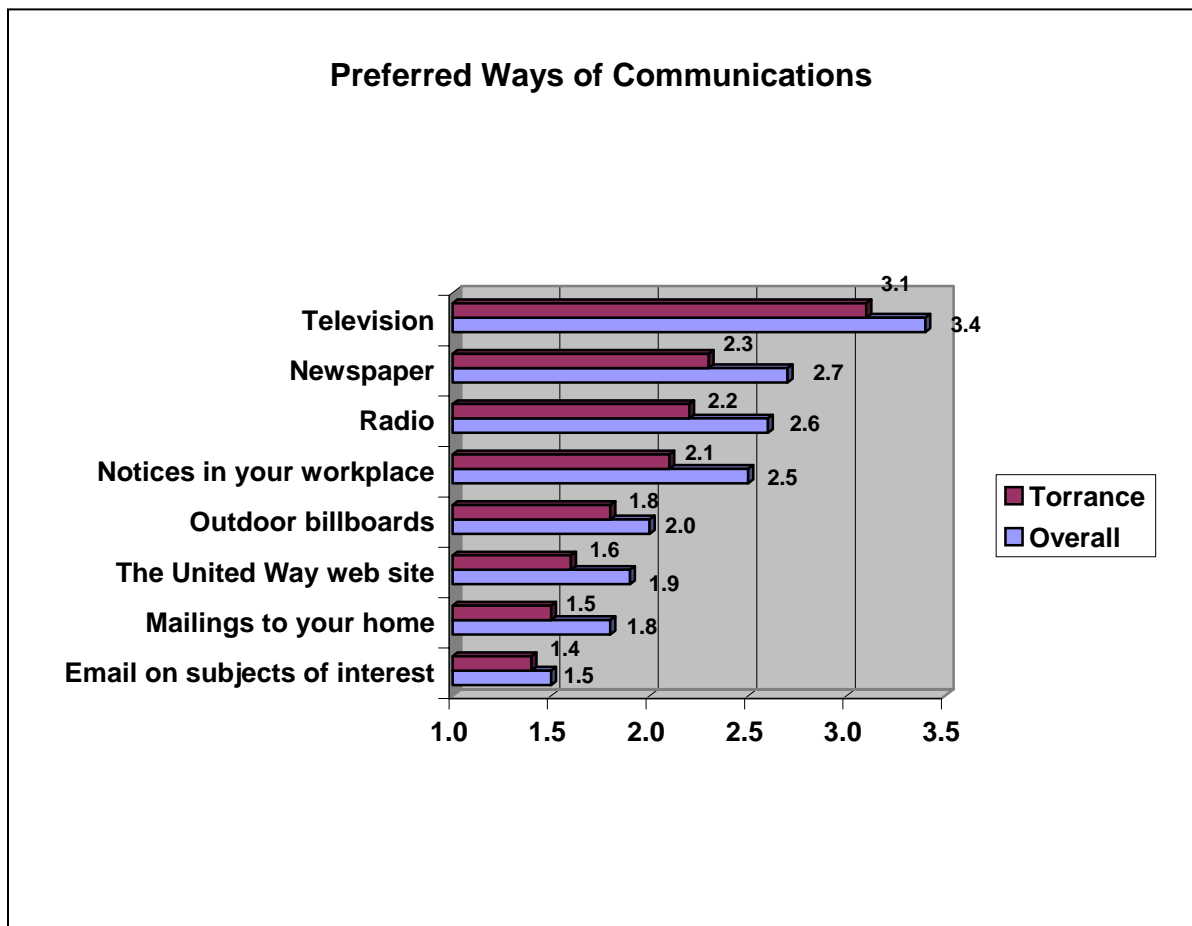
Q31. Next, I will read ways by which the local United Way might inform you about its activities, programs, and funds. For each item I read, please rate it anywhere between 1 and 5, where 5 means you are very interested in having United Way communicate with you this way and 1 means you are not at all interested in having the United Way communicate with you in this way:

Overall						
WAYS BY WHICH THE LOCAL UNITED WAY MIGHT INFORM YOU ABOUT ITS ACTIVITIES, PROGRAMS, AND FUNDS	AVERAGE RATING (Weighted) N=1,477	Not at all Interested-----Very Interested				
		1	2	3	4	5
Television	3.4	23.1%	8.9%	15.1%	12.5%	40.4%
Newspaper	2.7	32.2%	18.2%	19.3%	9.7%	20.6%
Radio	2.6	37.7%	11.3%	19.6%	15.0%	16.3%
Notices in your workplace	2.5	44.9%	8.0%	16.8%	12.2%	18.1%
Outdoor billboards	2.0	56.1%	11.2%	13.9%	9.5%	9.5%
The United Way web site	1.9	66.0%	7.8%	8.9%	8.3%	8.9%
Mailings to your home	1.8	59.8%	11.3%	16.2%	6.0%	6.8%
Email to you on subjects of interest	1.5	77.3%	7.3%	7.7%	3.8%	3.9%

Torrance						
WAYS BY WHICH THE LOCAL UNITED WAY MIGHT INFORM YOU ABOUT ITS ACTIVITIES, PROGRAMS, AND FUNDS	AVERAGE RATING (Weighted) N=320	Not at all Interested-----Very Interested				
		1	2	3	4	5
Television	3.1	38.2%	3.8%	7.5%	8.8%	41.7%
Newspaper	2.3	39.7%	25.0%	12.2%	10.0%	13.1%
Radio	2.2	50.0%	9.4%	17.8%	13.8%	9.1%
Notices in your workplace	2.1	48.6%	18.5%	16.0%	8.5%	8.5%
Outdoor billboards	1.8	62.4%	14.4%	10.3%	6.9%	6.0%
The United Way web site	1.6	78.4%	4.7%	2.8%	5.0%	9.1%
Mailings to your home	1.5	72.4%	14.4%	7.2%	2.2%	3.8%
Email to you on subjects of interest	1.4	85.0%	3.8%	3.4%	3.4%	4.4%

Q31. Next, I will read ways by which the local United Way might inform you about its activities, programs, and funds. For each item I read, please rate it anywhere between 1 and 5, where 5 means you are very interested in having United Way communicate with you this way and 1 means you are not at all interested in having the United Way communicate with you in this way: (continued)

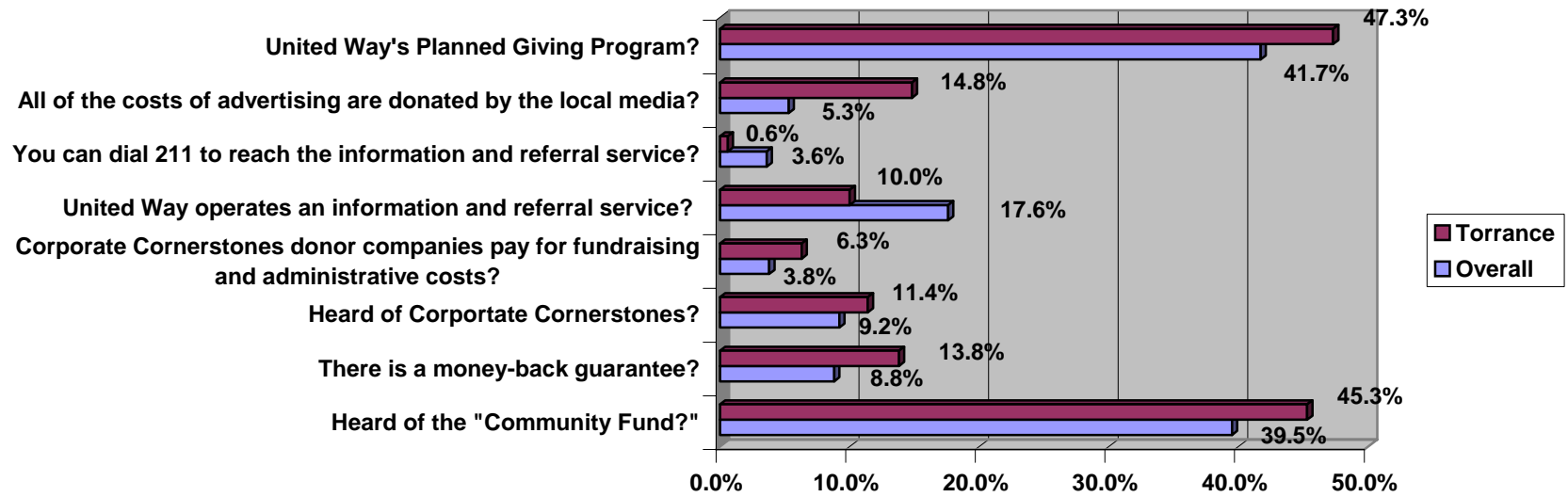
WAYS BY WHICH THE LOCAL UNITED WAY MIGHT INFORM YOU ABOUT ITS ACTIVITIES, PROGRAMS, AND FUNDS	OVERALL (Weighted) N=1,477	Torrance N=320
	Average	Average
Television	3.4	3.1
Newspaper	2.7	2.3
Radio	2.6	2.2
Notices in your workplace	2.5	2.1
Outdoor billboards	2.0	1.8
The United Way web site	1.9	1.6
Mailings to your home	1.8	1.5
Email to you on subjects of interest	1.5	1.4



Q32. Are you aware of United Way's planned giving program?

ARE YOU AWARE OF UNITED WAY'S PLANNED GIVING PROGRAM?	OVERALL (Weighted) N=1,598	Torrance N=351
	%	%
Yes	41.7%	47.3%
No	53.1%	47.6%
Don't know/won't say	5.1%	5.1%

Are You Aware of the Following:



Q33. Are you employed outside of your home?

ARE YOU EMPLOYED OUTSIDE OF YOUR HOME?	OVERALL (Weighted) N=1,598	Torrance N=351
	%	%
Yes	37.7%	38.2%
No	7.4%	37.3%
Don't know/won't say	54.8%	24.5%

Q34. (For persons employed outside of their home) Was an employee charitable-giving campaign conducted at your workplace in the past 12 months?

WAS AN EMPLOYEE CHARITABLE- GIVING CAMPAIGN CONDUCTED AT YOUR WORKPLACE?	OVERALL (Weighted) N=629	Torrance N=134
	%	%
Yes	53.4%	50.0%
No	34.7%	31.3%
Don't know/won't say	11.9%	18.7%

Q35. (For persons employed outside of their home) Have you changed employers in the last year?

HAVE YOU CHANGED EMPLOYERS IN THE LAST YEAR?	OVERALL (Weighted) N=629	Torrance N=134
	%	%
Yes	15.2%	11.2%
No	82.7%	88.1%
Don't know/won't say	2.1%	0.7%

Q36. What is your age?

AGE	OVERALL (Weighted) N=1,464	Torrance N=323
	%	%
18 – 29	6.1%	4.0%
30 – 39	11.3%	9.9%
40 – 49	23.4%	22.6%
50 – 59	26.2%	31.3%
60 – 69	17.6%	21.1%
70 – 79	10.1%	8.0%
80 and older	5.3%	3.1%
Average age	53.3	53.6

Q37. Please tell me which of the following best describes your background?

PLEASE TELL ME WHICH OF THE FOLLOWING BEST DESCRIBES YOUR BACKGROUND?	OVERALL N=1,598	Torrance N=351
	%	%
Anglo	51.1%	58.1%
Hispanic	30.2%	25.4%
Mixed race	4.9%	6.0%
Native American	3.4%	2.0%
Asian American	0.4%	0.0%
Black/African American	1.4%	0.3%
Other	1.5%	2.3%
Won't say	7.0%	6.0%

Q38. Please stop me when I read the highest level of education you have had the opportunity to complete:

LEVEL OF EDUCATION	OVERALL N=1,598	Torrance N=351
	%	%
Some high school	4.5%	6.0%
High school graduate	34.4%	40.2%
Some college/ associate degree/ vocational certificate	28.3%	32.5%
College graduate (4 years)	12.5%	6.3%
Some graduate work	2.2%	0.9%
Graduate degree	8.6%	3.7%
Won't say	9.5%	10.5%

Q39. Please stop me when I read the category that best describes your total household income:

HOUSEHOLD INCOME	OVERALL N=1,598	Torrance N=351
	%	
Less than \$10,000	7.8%	10.7%
\$10,000 to \$19,999	12.0%	13.2%
\$20,000 to \$29,999	17.2%	23.3%
\$30,000 to \$39,999	15.0%	12.6%
\$40,000 to \$59,999	20.2%	17.6%
\$60,000 to 99,999	21.8%	18.2%
\$100,000 to \$149,999	3.5%	1.9%
\$150,000 and over	2.5%	2.5%
Won't say²	50.5%	54.7%
Median	\$38,717	\$32,500

Q40. Note to poller. Was respondent:

GENDER	OVERALL N=1,552	Torrance N=339
	%	%
Male	39.0%	38.9%
Female	61.0%	61.1%

² Percentage distribution of income by range excludes "Won't say" so that it totals to 100%.