

***COMMUNITY NEEDS  
ASSESSMENT  
FOR VALENCIA COUNTY***

***Submitted to:***

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

***Submitted by:***

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## VALENCIA 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 Valencia County, 400 persons were surveyed from the telephone directory.

In this report, we summarize the major findings and provide tables and graphs with the survey data for the overall sample and for Valencia 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 Valencia County are significant within plus or minus 5%.

### **Community Issues**

- Three of the most important community issues/groups for charities to support were children, child abuse, and domestic violence.
- Domestic violence received a higher rating in Valencia (21%) than for the overall sample.
- These were followed by homelessness and crime.
- Also important were education, poverty, the elderly, hunger, health/hospitals, child health, and disease prevention/cure.
- 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.
- Disease prevention, health/hospitals, and disabilities 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 3.0 in Valencia, vs. an overall rating of 3.3.
- In Valencia, 30% rated UWCNM a 4 or a 5, and 28% rated it a 1 or 2.

### **Donating Time and Money to Charities**

- 39% of Valencia respondents had donated time to a charity in the past year, compared to 36% of overall respondents.
- 53% of Valencia respondents had donated money to a charity in the past year, the same as for the overall respondents.
- Among those respondents who had donated money in the past year, the average amount in Valencia was \$759, vs. \$1,363 overall.

### **Joint Decision About Giving**

- 58% of Valencia respondents (and 71% of those with a spouse who answered “yes” or “no” to this question) discuss and make a joint decision about giving.
- The 58% percentage is slightly higher for Valencia than for the overall sample.

### **Donating to UWCNM**

- Among those who contributed to any charity in the past year, 20% gave to UWCNM, vs. 28% in the overall sample.
- The average contribution to UWCNM (among those in Valencia who contributed) was \$195, much lower than the overall average of \$396.
- This was equivalent to 25.7% 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 Valencia were much less likely than the overall sample to say that they liked or trusted the organization or that they supported good causes and more likely (11.9%) 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 (45%) 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.
- 6% 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 11% 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 (3.7).
- Less important were that funding would go to those who are most vulnerable (3.6) and toward prevention (3.6).
- Least important were that money would go toward intervention (3.1) and the convenience of donating to one organization (3.0).

### **Community Fund**

- 32% 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 3.0, 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 3.5, vs. 3.8 for the overall sample).
- The other three options all received ratings of 3.1 or 3.2.

### **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 30% said they were less likely to give.
- Compared to the overall sample, Valencia had a larger percentage of respondents who said they were less likely to give.

### **Corporate Cornerstones**

- 9% of respondents had heard of Corporate Cornerstones, vs. 9% of the overall sample.
- 28% of the respondents thought that the 15% spent for fund raising and administration is too high, compared with 24% of the overall sample.
- 3% 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**

- 18% of respondents said they were aware of UWCNM's information and referral service, vs. 18% of the overall sample.
- Almost 4% of respondents knew of the 211 service, as compared with 4% of the overall sample.
- 4% of respondents knew of someone who had used the information and referral service, slightly higher than the percentage for the overall sample.

### **Advertising**

- The most significant influence on respondents' opinions of UWCNM was their own experience of UWCNM.
- Next most important were notices in the work place, television, and word of mouth, the same as with the overall sample.
- The impact of mail or email was lower in Valencia than in the overall sample.
- 6% of respondents knew that all of the advertising costs of UWCNM are paid for by the local media, a bit higher than the overall average of 5%.
- 88% 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 6% 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 Valencia 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**

- 38% 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, compared with 38% of the overall sample.
- Among those employed outside the home, 47% in Valencia 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, 15% had changed employers in the past year.

### **Demographics**

- The average age of respondents was 53, vs. 53 for the overall sample.
- 39% of Valencia respondents described themselves as Anglo (vs. 51% of the overall sample).
- 44% of respondents described themselves as Hispanic (vs. 30% overall).
- About 57% of the Valencia respondents had at least some college, compared with 61% of the overall sample.
- Median income of Valencia respondents was \$40,526, higher than the overall median of \$38,717.
- 60% of Valencia 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) <sup>1</sup> N=1,598	Valencia N=400
	%	%
<b>Children</b>	27.1%	19.0%
<b>Child abuse</b>	25.3%	29.5%
<b>Homelessness</b>	21.5%	15.8%
<b>Domestic violence (spousal abuse)</b>	17.7%	21.0%
<b>Crime</b>	16.1%	16.0%
<b>Poverty</b>	11.4%	8.3%
<b>Senior citizens/elderly</b>	10.4%	6.0%
<b>Hunger</b>	9.1%	7.5%
<b>Health/hospitals</b>	8.9%	11.3%
<b>Child health</b>	8.5%	8.0%
<b>Education</b>	7.5%	10.3%
<b>Disease prevention/cure (cancer, heart disease, diabetes, etc.)</b>	6.8%	9.5%
<b>Senior health care</b>	6.6%	5.0%
<b>Substance abuse (drug or alcohol abuse)</b>	5.8%	4.0%
<b>Housing (affordable housing)</b>	4.7%	4.5%
<b>Teenagers (youth)</b>	4.3%	4.8%
<b>Child nutrition</b>	4.2%	6.0%
<b>Gang violence</b>	4.0%	5.3%
<b>Literacy</b>	3.3%	2.3%
<b>AIDS</b>	3.2%	1.3%
<b>Disabilities (people with)</b>	2.9%	3.5%
<b>DWI/DUI</b>	2.3%	4.8%
<b>Senior transportation</b>	2.2%	2.3%
<b>Shelters for the homeless</b>	2.1%	1.0%
<b>Animal welfare</b>	2.0%	1.8%
<b>Human rights</b>	2.0%	2.0%
<b>Job training (employment)</b>	1.9%	1.8%
<b>Dropouts</b>	1.8%	2.0%
<b>Pregnancy (teen pregnancy)</b>	1.4%	2.3%
<b>Mental Health</b>	1.3%	1.5%
<b>Environment</b>	1.0%	1.5%
<b>Hospice</b>	0.9%	0.5%
<b>Parenting</b>	0.9%	0.5%
<b>Senior nutrition</b>	0.8%	1.3%
<b>Arts</b>	0.6%	0.3%
<b>Life skills</b>	0.4%	0.3%
<b>Truancy</b>	0.1%	0.5%

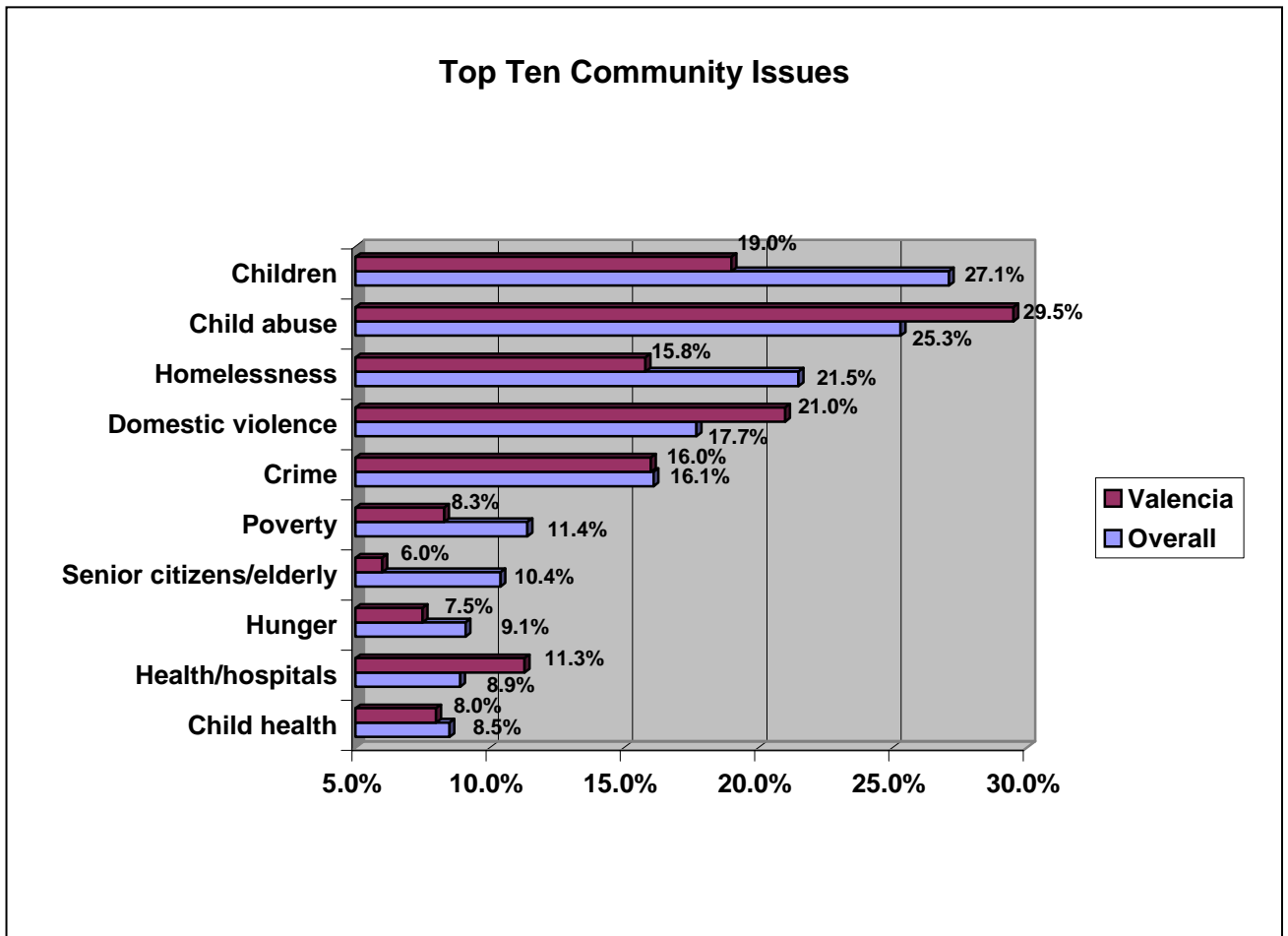
<sup>1</sup> Overall “Weighted” adjusts the overall percent distributions according to the populations of the four counties.

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

Other:

**VALENCIA COUNTY**

- Church (3)
- Pro-life (3)
- Families in need (2)
- Beautification
- Boy scouts
- Counseling
- Development
- Fire department
- Law enforcement
- Low income families
- Tribes
- Veterans
- Voting
- Women



**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	Valencia N=400
	%	%
<b>Children</b>	26.9%	17.5%
<b>Homelessness</b>	20.2%	14.0%
<b>Child abuse</b>	18.8%	18.0%
<b>Domestic violence (spousal abuse)</b>	14.2%	13.0%
<b>Crime</b>	13.1%	6.0%
<b>Poverty</b>	12.7%	8.3%
<b>Senior citizens/elderly</b>	10.6%	5.5%
<b>Hunger</b>	10.6%	7.8%
<b>Health/hospitals</b>	10.4%	18.8%
<b>Disease prevention/cure (cancer, heart disease, diabetes, etc.)</b>	9.3%	20.0%
<b>Education</b>	8.1%	6.5%
<b>Child health</b>	7.1%	5.5%
<b>Senior health care</b>	6.5%	7.8%
<b>Substance abuse (drug or alcohol abuse)</b>	6.3%	3.8%
<b>Disabilities (people with)</b>	4.9%	14.3%
<b>Housing (affordable housing)</b>	4.8%	4.5%
<b>Job training (employment)</b>	4.6%	1.5%
<b>Teenagers (youth)</b>	4.5%	5.5%
<b>Child nutrition</b>	4.5%	5.3%
<b>DWI/DUI</b>	4.2%	6.3%
<b>Gang violence</b>	3.9%	5.5%
<b>Literacy</b>	3.9%	2.3%
<b>Mental Health</b>	3.2%	4.3%
<b>Senior transportation</b>	2.3%	2.3%
<b>Human rights</b>	2.3%	2.0%
<b>Animal welfare</b>	2.0%	1.8%
<b>AIDS</b>	2.0%	2.0%
<b>Dropouts</b>	1.6%	2.0%
<b>Shelters for the homeless</b>	1.5%	0.8%
<b>Pregnancy (teen pregnancy)</b>	1.2%	2.0%
<b>Environment</b>	1.1%	1.0%
<b>Senior nutrition</b>	1.0%	2.0%
<b>Hospice</b>	0.9%	0.8%
<b>Parenting</b>	0.8%	0.5%
<b>Life skills</b>	0.7%	0.3%
<b>Arts</b>	0.6%	0.3%
<b>Truancy</b>	0.1%	0.5%

**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:**

**VALENCIA COUNTY**

- Pro-life (3)
- Church (2)
- Families in need
- (2)
- Beautification
- Boy scouts
- Development
- Fire department
- Law enforcement
- Low income families
- Tribes
- Veterans
- Voting
- Water conservation
- Women

**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
<b>Overall</b>	<b>3.3</b>	7.5%	13.4%	40.4%	24.5%	14.3%
<b>Valencia N=298</b>	<b>3.0</b>	11.4%	16.4%	42.3%	16.1%	13.8%

**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	Valencia N=400
	%	%
<b>Yes</b>	36.1%	38.8%
<b>No</b>	62.8%	60.0%
<b>Don't know/won't say</b>	1.2%	1.3%

**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	Valencia N=400
	%	%
<b>Yes</b>	53.3%	53.0%
<b>No</b>	45.0%	45.3%
<b>Don't know/won't say</b>	1.7%	1.8%

**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	Valencia N=142
	%	%
<b>\$1 – \$49</b>	13.4%	21.4%
<b>\$50 – \$99</b>	10.6%	9.7%
<b>\$100 – \$249</b>	30.4%	20.0%
<b>\$250 – \$499</b>	11.3%	13.8%
<b>\$500 – \$999</b>	11.9%	13.1%
<b>\$1,000 – \$2,499</b>	13.3%	13.1%
<b>\$2,500 – \$4,999</b>	3.3%	5.5%
<b>\$5,000 – \$9,999</b>	3.0%	2.8%
<b>\$10,000 or more</b>	3.0%	0.7%
<b>Average contribution</b>	\$1,363	\$759

**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	Valencia N=212
	%	%
<b>Yes</b>	54.1%	58.0%
<b>No</b>	20.9%	23.6%
<b>Don't know/won't say</b>	2.9%	0.9%
<b>No, I don't have a spouse</b>	22.1%	17.5%

**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?**

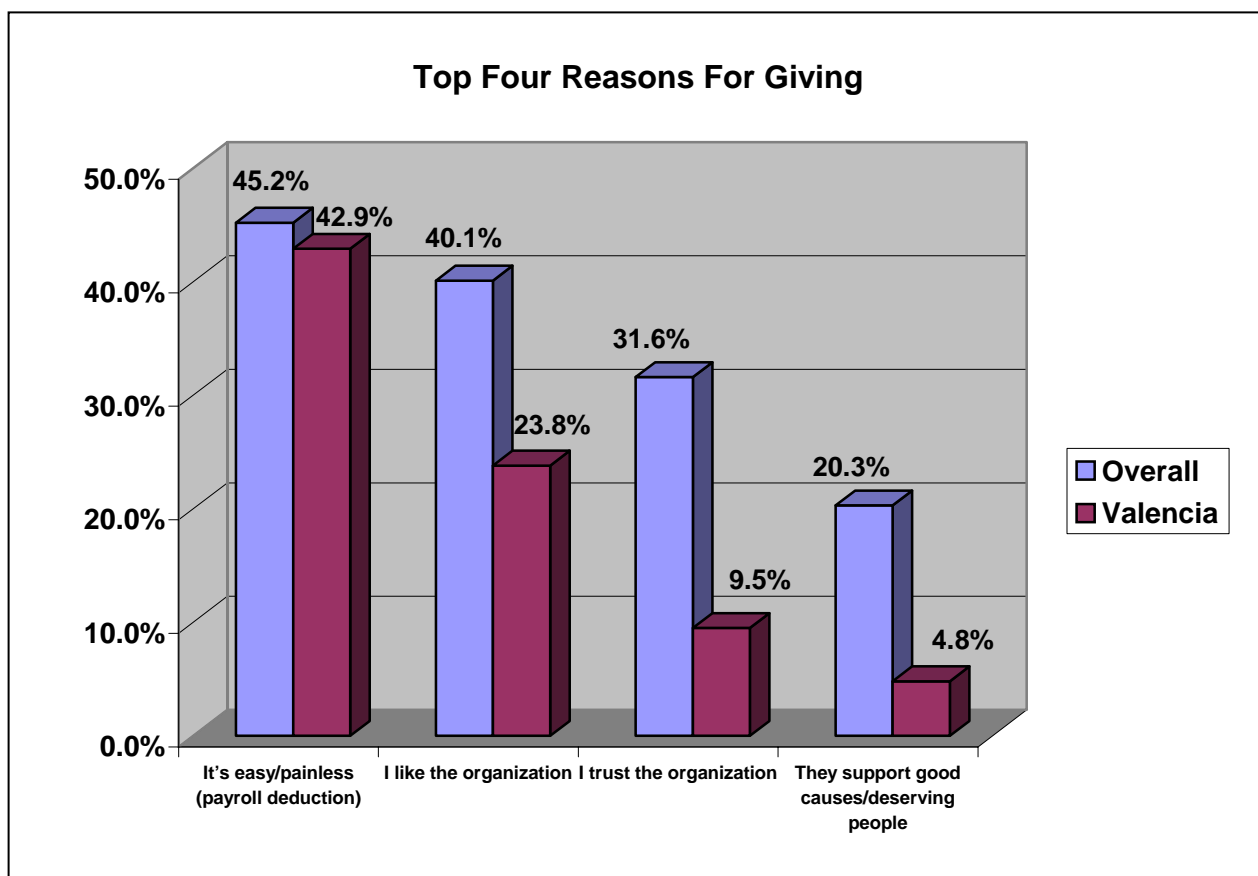
HAVE YOU MADE A CHARITABLE CONTRIBUTION TO UNITED WAY IN THE PAST 12 MONTHS?	OVERALL (Weighted) N=774	Valencia N=212
	%	%
<b>Yes</b>	28.2%	19.8%
<b>No</b>	66.9%	74.5%
<b>Don't know/won't say</b>	4.9%	5.7%

**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	Valencia N=23
	%	%
<b>\$1 – \$24</b>	9.0%	17.4%
<b>\$25 – \$49</b>	11.5%	13.0%
<b>\$50 – \$99</b>	17.2%	21.7%
<b>\$100 – \$249</b>	28.7%	17.4%
<b>\$250 – \$499</b>	13.1%	17.4%
<b>\$500 – \$999</b>	9.0%	8.7%
<b>\$1,000 or more</b>	11.5%	4.3%
<b>Average contribution</b>	\$396	\$195

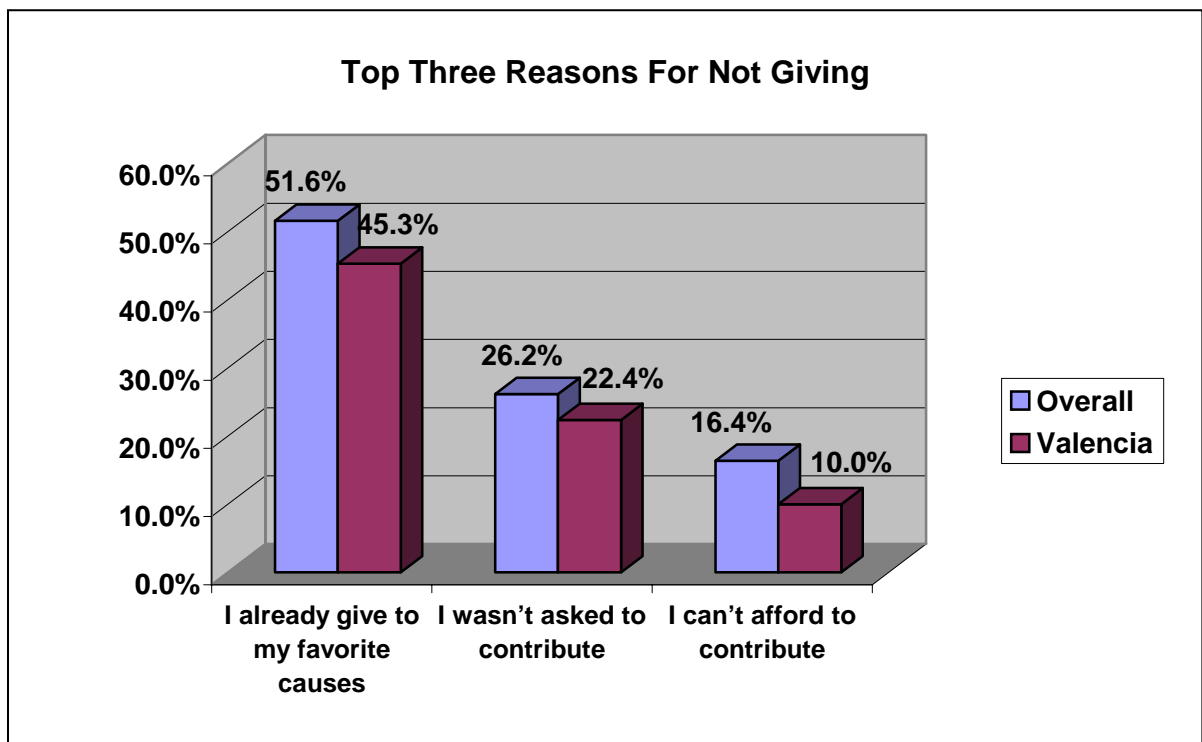
**Q10. Why did you give to United Way? (take up to 3 unaided responses.)**

WHY DID YOU GIVE TO UNITED WAY?	OVERALL (Weighted) N=180	Valencia N=42
	%	%
<b>It's easy/painless (to use the payroll deduction)</b>	45.2%	42.9%
<b>I like the organization</b>	40.1%	23.8%
<b>I trust the organization</b>	31.6%	9.5%
<b>They support good causes/deserving people</b>	20.3%	4.8%
<b>I can designate money to go where I want</b>	6.9%	2.4%
<b>The organization is efficient (has low administrative costs)</b>	6.8%	0.0%
<b>The money stays in the local community</b>	6.2%	0.0%
<b>I am pressured to give at work</b>	3.9%	11.9%
<b>My company will match my contribution</b>	3.5%	7.1%
<b>It's convenient to get one statement for tax purposes</b>	3.1%	0.0%
<b>It makes me feel good/it's important to contribute to those in need</b>	2.7%	7.1%
<b>I don't have to pay any overhead/administrative costs</b>	0.1%	0.0%



**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	Valencia N=170
	%	%
<b>I already give to my favorite causes</b>	51.6%	45.3%
<b>I wasn't asked to contribute</b>	26.2%	22.4%
<b>I can't afford to contribute</b>	16.4%	10.0%
<b>Don't know/won't say</b>	9.1%	5.9%
<b>I don't trust the organization</b>	7.3%	9.4%
<b>I don't like the organization</b>	6.3%	13.5%
<b>They don't support the right causes/most deserving people (including not supporting Planned Parenthood or supporting Boy Scouts/organizations with exclusionary policies)</b>	4.9%	10.6%
<b>Misuse or poor use of funds in the past—at the national level</b>	3.9%	7.1%
<b>The organization is not efficient (has high administrative costs)</b>	3.3%	0.6%
<b>No particular reason</b>	2.8%	4.7%
<b>Misuse or poor use of funds in the past—at the local level</b>	2.5%	10.6%
<b>There is no program where I work</b>	1.0%	0.6%
<b>I am pressured to give at work</b>	0.3%	1.8%
<b>Not enough information</b>	0.0%	0.0%
<b>Changed jobs</b>	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	Valencia N=358
	%	%
<b>Yes</b>	18.8%	21.5%
<b>No</b>	66.5%	72.6%
<b>Don't know/won't say</b>	14.7%	5.9%

**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	Valencia N=358
	%	%
<b>Yes</b>	6.9%	5.9%
<b>No</b>	47.9%	44.1%
<b>Don't know/won't say</b>	45.2%	50.0%

**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	Valencia N=337
	%	%
<b>Yes</b>	4.6%	2.7%
<b>No</b>	68.1%	73.0%
<b>Don't know/won't say</b>	27.3%	24.3%

**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	Valencia N=337
	%	%
<b>Yes</b>	13.1%	10.7%
<b>No</b>	55.1%	64.4%
<b>Don't know/won't say</b>	31.8%	24.9%

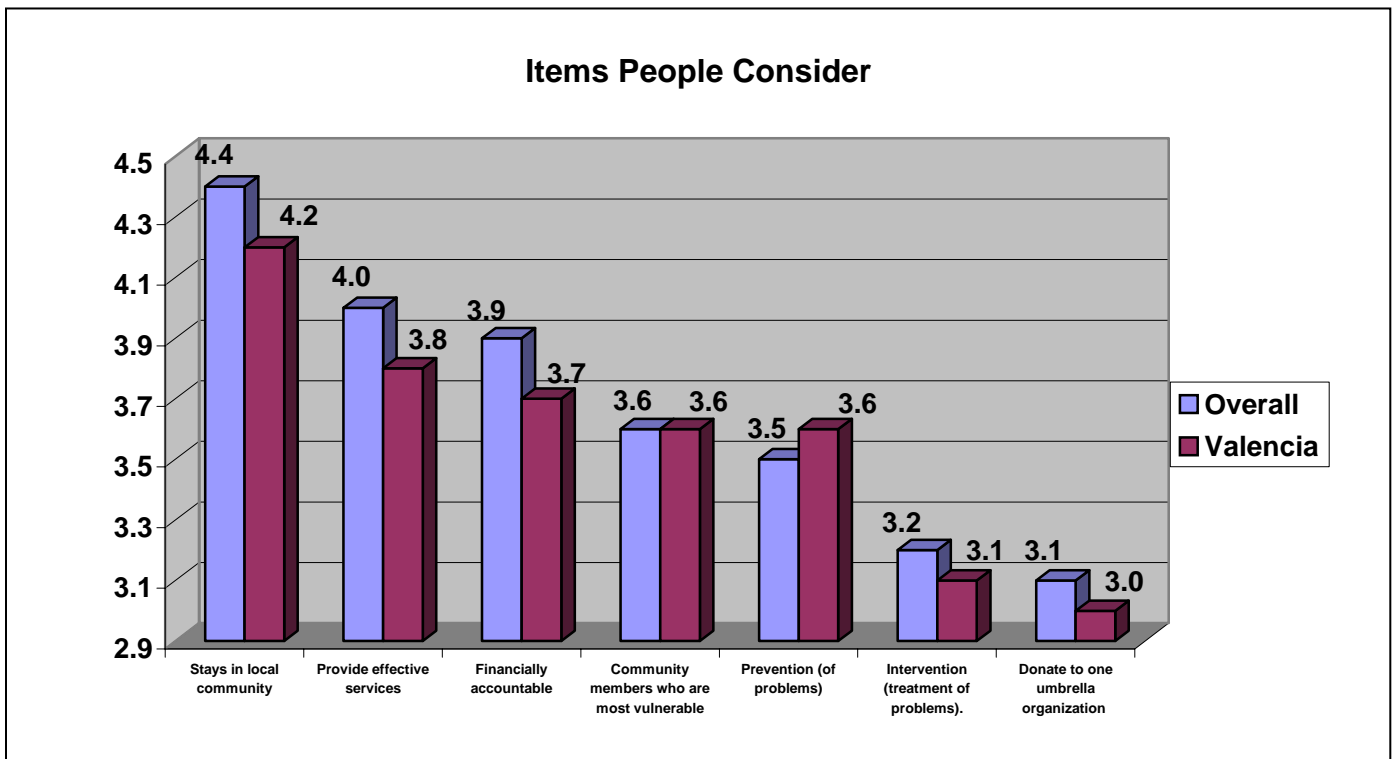
**Q16. I would like for you to imagine that you are considering donating to United Way of Central New Mexico. I will read you a list of items that people may consider when making decisions about giving to the United Way. For each, please rate it anywhere between 1 and 5, where 5 means it would be very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

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%

Valencia						
ITEMS THAT PEOPLE MAY CONSIDER WHEN MAKING DECISIONS ABOUT GIVING TO THE UNITED WAY	AVERAGE RATING (Weighted) N=380	Not at all Important-----Very Important				
		1	2	3	4	5
Your money would stay in the local community.	4.2	3.4%	3.9%	16.1%	21.6%	55.0%
Your money would go to organizations that provide effective services.	3.8	2.9%	9.5%	30.4%	22.2%	34.9%
Your money would go to organizations that are financially accountable.	3.7	2.9%	16.1%	27.4%	11.3%	42.2%
Your money would go to community members who are most vulnerable.	3.6	19.7%	7.9%	11.8%	13.4%	47.1%
Your money would go primarily for prevention (of problems).	3.6	3.4%	5.3%	38.4%	32.8%	20.1%
Your money would go primarily for intervention (treatment of problems).	3.1	24.9%	3.7%	25.1%	26.5%	19.8%
It would be convenient for you to donate to one umbrella organization without having to evaluate many different charities.	3.0	12.8%	25.5%	30.9%	8.2%	22.6%

**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	Valencia N=380
	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	3.7
Your money would go to community members who are most vulnerable.	3.6	3.6
Your money would go primarily for prevention (of problems).	3.5	3.6
Your money would go primarily for intervention (treatment of problems).	3.2	3.1
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	Valencia N=400
	%	%
<b>Yes</b>	39.5%	32.5%
<b>No</b>	56.3%	65.0%
<b>Don’t know/won’t say</b>	4.4%	2.5%

**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	Valencia N=130
	%	%
<b>Yes</b>	8.8%	13.8%
<b>No</b>	88.1%	83.1%
<b>Don’t know/won’t say</b>	3.1%	3.1%

**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
<b>Overall</b>	<b>2.9</b>	13.0%	25.6%	10.7%	23.4%	13.0%
<b>Valencia N=394</b>	<b>3.0</b>	28.9%	12.4%	21.3%	8.1%	29.2%

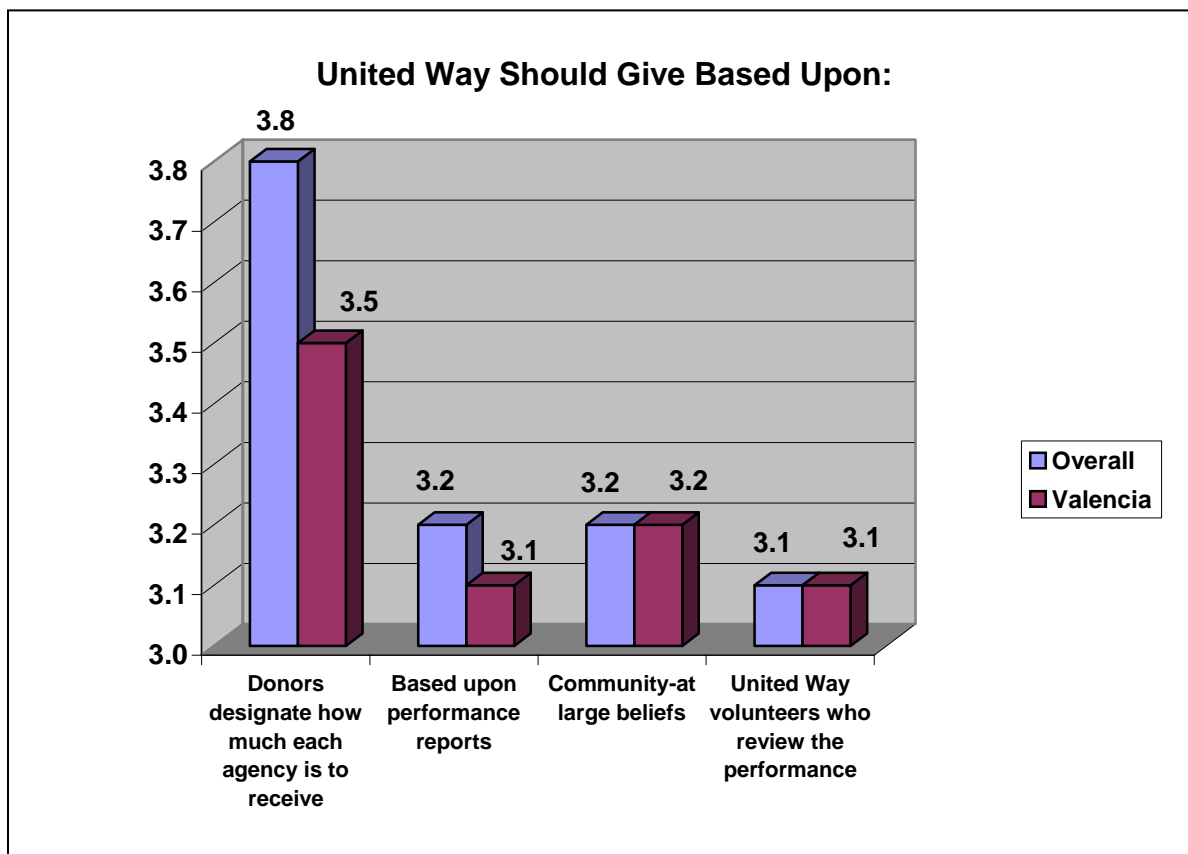
**Q20. I would like for you to rate the various ways in which United Way of Central New Mexico may decide how much money should be given to each community program. For each way, please rate it anywhere from 1 to 5, where 5 means a very good way and 1 means a very poor way to decide now much money each 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
<b>United Way donors should designate how much of their money each of the agencies is to receive.</b>	3.8	5.4%	9.1%	22.5%	25.0%	38.0%
<b>United Way should decide based upon performance reports provided by agencies.</b>	3.2	18.1%	13.4%	23.9%	20.0%	24.6%
<b>Decisions should be based upon what the community-at large believes, as shown through surveys such as this.</b>	3.2	20.2%	10.0%	20.9%	22.2%	26.5%
<b>United Way volunteers who review the performance of the local agencies should decide.</b>	3.1	28.2%	5.3%	21.8%	23.1%	21.6%

Valencia						
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=377	Very Poor Way-----Very Good Way				
		1	2	3	4	5
<b>United Way donors should designate how much of their money each of the agencies is to receive.</b>	3.5	8.0%	10.9%	33.1%	20.5%	27.5%
<b>Decisions should be based upon what the community-at large believes, as shown through surveys such as this.</b>	3.2	28.1%	5.6%	13.5%	26.8%	26.0%
<b>United Way should decide based upon performance reports provided by agencies.</b>	3.1	20.4%	14.3%	20.4%	22.0%	22.8%
<b>United Way volunteers who review the performance of the local agencies should decide.</b>	3.1	28.5%	2.9%	17.8%	26.9%	23.9%

**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	Valencia N=377
	Average	Average
<b>United Way donors should designate how much of their money each of the agencies is to receive.</b>	3.8	3.5
<b>United Way should decide based upon performance reports provided by agencies.</b>	3.2	3.1
<b>Decisions should be based upon what the community-at large believes, as shown through surveys such as this.</b>	3.2	3.2
<b>United Way volunteers who review the performance of the local agencies should decide.</b>	3.1	3.1



**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	Valencia N=400
	%	%
<b>Increase your giving</b>	15.9%	14.3%
<b>Keep your giving at the same level</b>	61.1%	55.3%
<b>Decrease your giving</b>	23.0%	30.5%

**Q22. Have you heard of Corporate Cornerstones?**

HAVE YOU HEARD OF CORPORATE CORNERSTONES?	OVERALL (Weighted) N=1,598	Valencia N=400
	%	%
<b>Yes</b>	9.2%	8.5%
<b>No</b>	86.7%	86.5%
<b>Don't know/won't say</b>	4.1%	5.0%

**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	Valencia N=400
	%	%
<b>Too high</b>	24.2%	28.3%
<b>About right</b>	34.2%	31.8%
<b>Too low</b>	4.2%	4.0%
<b>Don't know/won't say</b>	37.4%	36.0%

**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	Valencia N=400
	%	%
<b>Yes</b>	3.8%	2.8%
<b>No</b>	93.7%	94.0%
<b>Don't know/won't say</b>	2.5%	3.3%

**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	Valencia N=400
	%	%
<b>Yes</b>	17.6%	17.5%
<b>No</b>	79.5%	79.5%
<b>Don't know/won't say</b>	2.9%	3.0%

**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?**

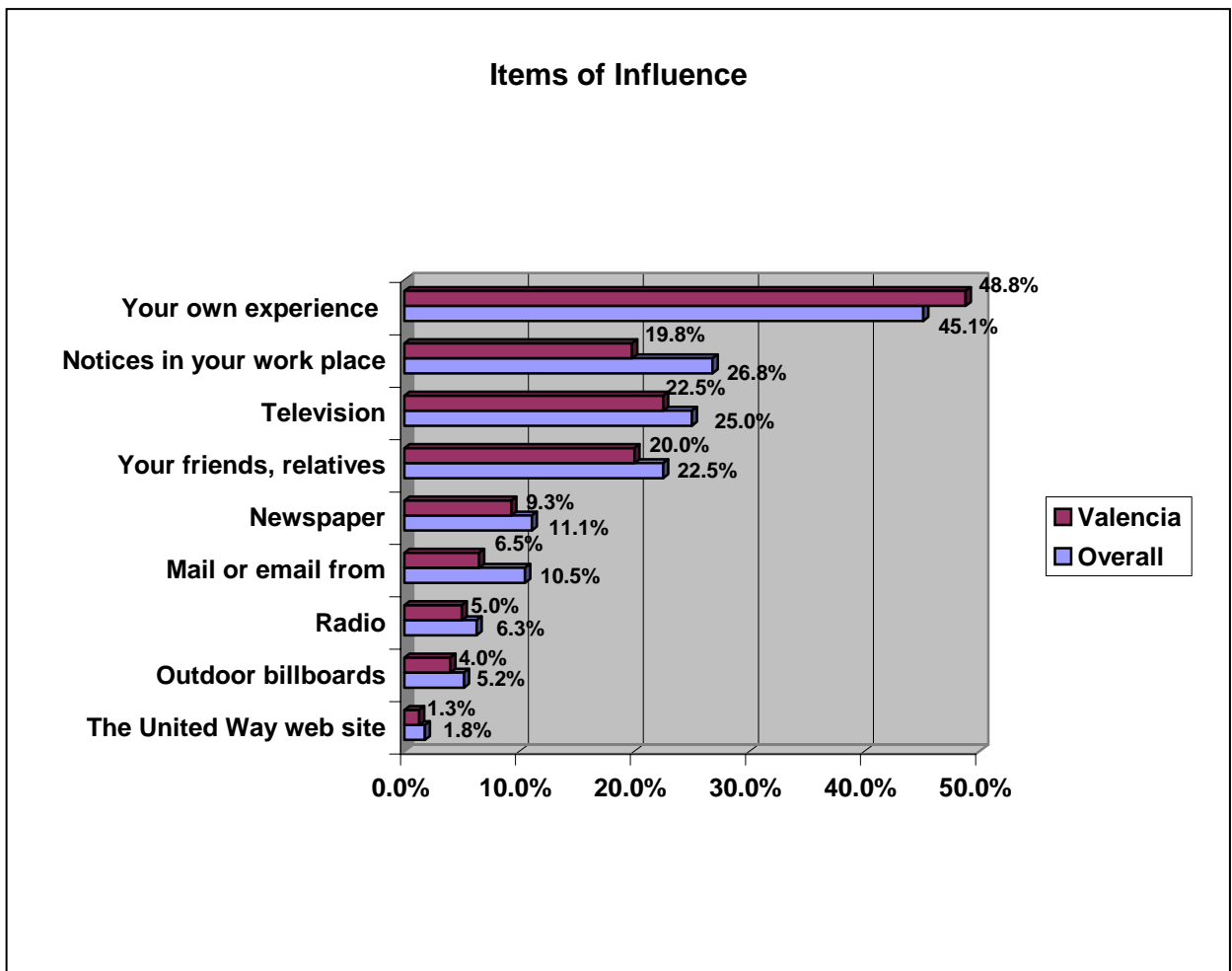
DID YOU KNOW THAT YOU CAN DIAL 211 TO REACH UNITED WAY'S INFORMATION AND REFERRAL SERVICE?	OVERALL (Weighted) N=1,598	Valencia N=400
	%	%
<b>Yes</b>	3.6%	3.8%
<b>No</b>	94.6%	94.5%
<b>Don't know/won't say</b>	1.8%	1.8%

**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	Valencia N=400
	%	%
<b>Yes</b>	3.3%	3.8%
<b>No</b>	92.1%	92.0%
<b>Don't know/won't say</b>	4.7%	4.3%

**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	Valencia N=400
	%	%
<b>Your own experience with United Way</b>	45.1%	48.8%
<b>Notices or other information in your work place</b>	26.8%	19.8%
<b>Television</b>	25.0%	22.5%
<b>Your friends, relatives, and colleagues</b>	22.5%	20.0%
<b>Newspaper</b>	11.1%	9.3%
<b>Mail or email you have received from United Way</b>	10.5%	6.5%
<b>Radio</b>	6.3%	5.0%
<b>Outdoor billboards</b>	5.2%	4.0%
<b>The United Way web site</b>	1.8%	1.3%



**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	Valencia N=400
	%	%
<b>Yes</b>	5.3%	6.3%
<b>No</b>	91.1%	90.5%
<b>Don't know/won't say</b>	3.7%	3.3%

**Q30. Has United Way's advertising:**

HAS UNITED WAY'S ADVERTISING:	OVERALL (Weighted) N=1,513	Valencia N=384
	%	%
<b>Caused you to give to United Way</b>	3.9%	3.4%
<b>Caused you to increase your giving</b>	3.2%	2.3%
<b>Had no impact on your giving</b>	86.2%	88.0%
<b>Caused you to decrease your giving</b>	1.7%	1.0%
<b>Caused you to not give to United Way</b>	5.0%	5.2%

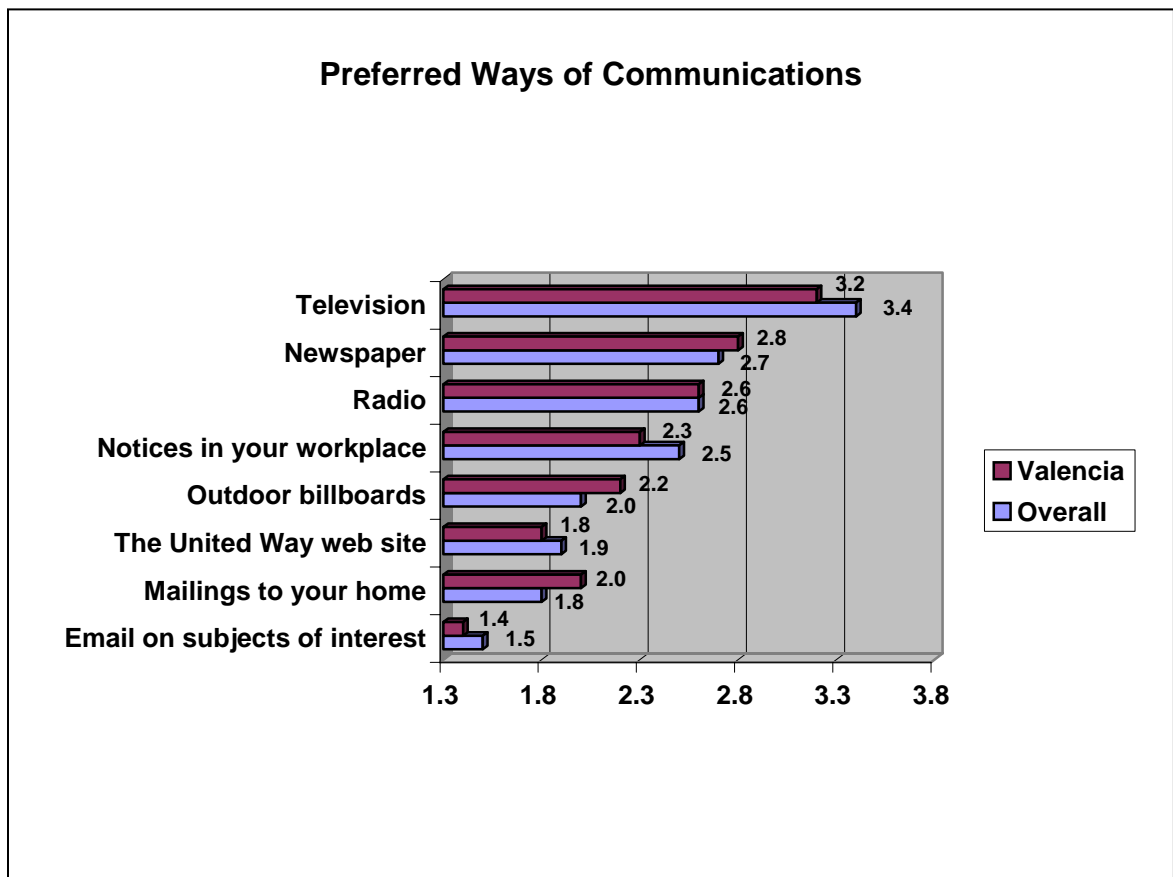
**Q31. Next, I will read ways by which the local United Way might inform you about its activities, programs, and funds. For each item I read, please rate it anywhere between 1 and 5, where 5 means you are very interested in having United Way communicate with you this way and 1 means you are not at all 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
<b>Television</b>	3.4	23.1%	8.9%	15.1%	12.5%	40.4%
<b>Newspaper</b>	2.7	32.2%	18.2%	19.3%	9.7%	20.6%
<b>Radio</b>	2.6	37.7%	11.3%	19.6%	15.0%	16.3%
<b>Notices in your workplace</b>	2.5	44.9%	8.0%	16.8%	12.2%	18.1%
<b>Outdoor billboards</b>	2.0	56.1%	11.2%	13.9%	9.5%	9.5%
<b>The United Way web site</b>	1.9	66.0%	7.8%	8.9%	8.3%	8.9%
<b>Mailings to your home</b>	1.8	59.8%	11.3%	16.2%	6.0%	6.8%
<b>Email to you on subjects of interest</b>	1.5	77.3%	7.3%	7.7%	3.8%	3.9%

Valencia						
WAYS BY WHICH THE LOCAL UNITED WAY MIGHT INFORM YOU ABOUT ITS ACTIVITIES, PROGRAMS, AND FUNDS	AVERAGE RATING (Weighted) N=362	Not at all Interested-----Very Interested				
		1	2	3	4	5
<b>Television</b>	3.2	38.2%	3.8%	7.5%	8.8%	41.7%
<b>Newspaper</b>	2.8	39.7%	25.0%	12.2%	10.0%	13.1%
<b>Radio</b>	2.6	50.0%	9.4%	17.8%	13.8%	9.1%
<b>Notices in your workplace</b>	2.3	48.6%	18.5%	16.0%	8.5%	8.5%
<b>Outdoor billboards</b>	2.2	62.4%	14.4%	10.3%	6.9%	6.0%
<b>Mailings to your home</b>	2.0	72.4%	14.4%	7.2%	2.2%	3.8%
<b>The United Way web site</b>	1.8	78.4%	4.7%	2.8%	5.0%	9.1%
<b>Email to you on subjects of interest</b>	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)**

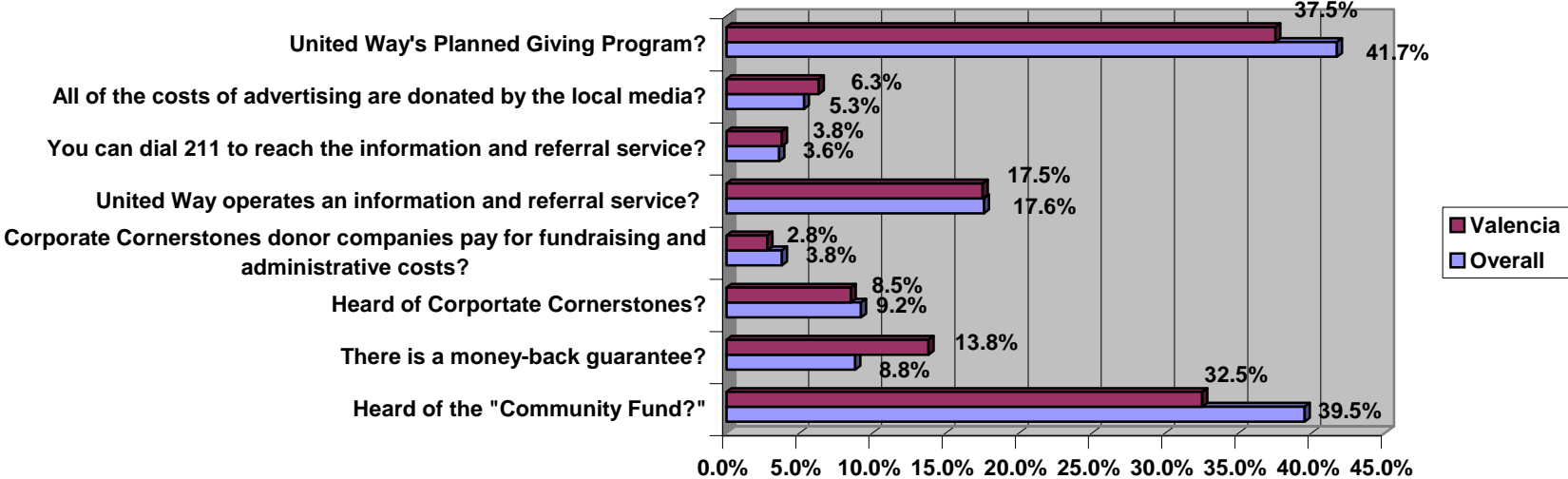
WAYS BY WHICH THE LOCAL UNITED WAY MIGHT INFORM YOU ABOUT ITS ACTIVITIES, PROGRAMS, AND FUNDS	OVERALL (Weighted) N=1,477	Valencia N=362
	Average	Average
Television	3.4	3.2
Newspaper	2.7	2.8
Radio	2.6	2.6
Notices in your workplace	2.5	2.3
Outdoor billboards	2.0	2.2
The United Way web site	1.9	1.8
Mailings to your home	1.8	2.0
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	Valencia N=400
	%	%
<b>Yes</b>	41.7%	37.5%
<b>No</b>	53.1%	57.3%
<b>Don't know/won't say</b>	5.1%	5.3%

**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	Valencia N=400
	%	%
<b>Yes</b>	37.7%	38.0%
<b>No</b>	7.4%	0.0%
<b>Don't know/won't say</b>	54.8%	62.0%

**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	Valencia N=152
	%	%
<b>Yes</b>	53.4%	47.4%
<b>No</b>	34.7%	34.2%
<b>Don't know/won't say</b>	11.9%	18.4%

**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	Valencia N=152
	%	%
<b>Yes</b>	15.2%	14.5%
<b>No</b>	82.7%	84.9%
<b>Don't know/won't say</b>	2.1%	0.7%

**Q36. What is your age?**

AGE	OVERALL (Weighted) N=1,464	Valencia N=372
	%	%
<b>18 – 29</b>	6.1%	5.9%
<b>30 – 39</b>	11.3%	10.8%
<b>40 – 49</b>	23.4%	25.5%
<b>50 – 59</b>	26.2%	22.8%
<b>60 – 69</b>	17.6%	18.8%
<b>70 – 79</b>	10.1%	11.8%
<b>80 and older</b>	5.3%	4.3%
<b>Average age</b>	<b>53.3</b>	<b>53.4</b>

**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	Valencia N=400
	%	%
<b>Anglo</b>	51.1%	39.3%
<b>Hispanic</b>	30.2%	43.8%
<b>Mixed race</b>	4.9%	5.3%
<b>Native American</b>	3.4%	2.5%
<b>Asian American</b>	0.4%	0.5%
<b>Black/African American</b>	1.4%	0.8%
<b>Other</b>	1.5%	1.5%
<b>Won't say</b>	7.0%	6.5%

**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	Valencia N=400
	%	%
<b>Some high school</b>	4.5%	5.5%
<b>High school graduate</b>	34.4%	37.5%
<b>Some college/ associate degree/ vocational certificate</b>	28.3%	27.0%
<b>College graduate (4 years)</b>	12.5%	9.5%
<b>Some graduate work</b>	2.2%	1.5%
<b>Graduate degree</b>	8.6%	9.8%
<b>Won't say</b>	9.5%	9.3%

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

HOUSEHOLD INCOME	OVERALL N=1,598	Valencia N=400
	%	
<b>Less than \$10,000</b>	7.8%	8.9%
<b>\$10,000 to \$19,999</b>	12.0%	11.7%
<b>\$20,000 to \$29,999</b>	17.2%	16.8%
<b>\$30,000 to \$39,999</b>	15.0%	12.3%
<b>\$40,000 to \$59,999</b>	20.2%	21.2%
<b>\$60,000 to 99,999</b>	21.8%	23.5%
<b>\$100,000 to \$149,999</b>	3.5%	5.0%
<b>\$150,000 and over</b>	2.5%	0.6%
<b>Won't say<sup>2</sup></b>	50.5%	55.3%
<b>Median</b>	\$38,717	\$40,526

**Q40. Note to poller. Was respondent:**

GENDER	OVERALL N=1,552	Valencia N=386
	%	%
<b>Male</b>	39.0%	40.4%
<b>Female</b>	61.0%	59.6%

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