

***YOUNG LEADERS'
SOCIETY
2007 RESEARCH
FINDINGS***

Submitted to:

***United Way of Central New Mexico
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In the fall of 2007, United Way of Central New Mexico (UWCNM) engaged Southwest Planning & Marketing (SWPM) of Santa Fe to conduct research regarding the Young Leaders' Society (YLS) program. YLS is a group of passionate, dedicated individuals age 42 and under who believe that by investing their time, talent, and resources, they can affect lasting change in their community. The Young Leaders' Society provides its members with a variety of educational and leadership development programs, opportunities to provide community service, and social activities. Members contribute at least \$500 to United Way each year.

The reason for the research was to find ways to reinvigorate the program, which has been dropped in many United Way communities throughout the U.S. and which has suffered from turnover in staff leadership at UWCNM. The research was conducted under the direction of Christina Woodlee, with the assistance of many other UWCNM staff and YLS leaders. We greatly appreciate their participation and creative thinking, which were essential to the successful completion of the project.

In the balance of this report, we describe the methodology, major findings, and recommendations. This is followed by the results of the two surveys that were conducted and an appendix with the survey instruments and detailed notes from four focus groups.

METHODOLOGY

It was determined that two on-line surveys would be conducted, one with YLS members and another with persons in the YLS-eligible age group who live within the four-county UWCNM service area. It was further decided that, in order to prepare the survey instruments, it would be necessary to first conduct focus groups and interviews to help identify the key issues to address in the surveys. Thus, the major components of the initial round of research were as follows:

- Interview with a UNM Professor (and UWCNM supporter) who is familiar with YLS and the motivations of Gen Xers and Gen Yers
- Interview with the chairman of the YLS Education Committee regarding programs, speakers, and best times and places to meet
- A focus group with several YLS leaders
- A focus group with YLS members at Intel
- A focus group with the UWCNM Leadership Team
- A focus group with the UWCNM Team United (consisting of staff in the YLS age range)
- An email survey of former YLS members; this survey was conducted in lieu of a focus group, due to the difficulty of arranging a focus group with former members.

In designing the surveys, we also relied on the results of a focus group with YLS members that was conducted in 2005, as part of an earlier research project accomplished by SWPM.

After the completion of the initial round of research described above, two surveys were designed and executed. The first was a survey of YLS members. A link to the survey was sent to all 529 YLS members for which there was an email address. Of this number, 148 surveys bounced back as invalid. The surveys were sent out by email four times, twice from the research company and twice directly from UWCNM. Participants were told that they would be entered into a drawing for an iPod and 2 Lobo basketball tickets. In the end, 105 member surveys were completed. While this is a valid sample size, it is possible that the respondents (who were sufficiently committed to YLS to take the survey) are more active in YLS than the non-respondents; thus, it may not be possible to generalize all of the findings, e.g. frequency of participation in YLS events, to all YLS members.

A link to the other survey was emailed to participants in the TNS NFO national consumer panel; these participants receive a small incentive for participating in a variety of surveys. The panel is intended to be representative of the U.S. population. Participants in this particular survey were limited to persons age 42 or younger who live in the four-county UWCNM service area. (In the event that they were already YLS members, a link was provided to the YLS member survey; two persons were redirected and completed the member survey in this fashion.) A total of 297 persons completed the TNS survey.

MAJOR FINDINGS

In this section, we summarize the major research findings. It should be noted that findings and recommendations were derived from the interviews, focus groups, and surveys. In cases where the focus groups appeared to provide clear guidance on a particular issue, e.g. the best way to communicate with YLS members, a question on that same subject was not also included in the surveys. Please refer to the Survey Findings and to the Appendix for the detailed focus group notes that provide a further justification for these findings and the recommendations that follow.

Awareness and View of UWCNM and YLS

- 76% of non-members have heard of UWCNM.
- Awareness of UWCNM does not vary greatly by gender, age, or income.
- 29% of those working outside their home said that a UWCNM campaign was conducted in their work place last year.
- 17% of non-members contributed to UWCNM in the past 12 months, with participation higher among those with higher incomes.
- The average donation among non-member donors was \$148, while the median donation among YLS members was \$1,044.
- Men and older members gave more on average.
- On a scale of 1 to 5, where 5 is very effective and 1 is very ineffective, the average rating for the effectiveness of UWCNM was 3.6, with 59% of those respondents with an opinion rating it a 4 or 5; this compares with an average rating of 3.3 in the 2005 community survey of a sample of all adults and a rating of 3.6 in the 2001 community survey.
- 33.6% of the respondents did not have an opinion about UWCNM.

- The focus groups and survey demonstrate that there is generally a low level of awareness of YLS, with only 9% of non-members having heard of it.
- 9% of non-members said they would be interested in joining an organization like YLS, with another 58% saying they might be interested; interest is greater among those with higher incomes.

Reasons for Joining YLS

- By far the most important reason for joining YLS (among members) was to be able to make a difference in my community by giving (4.5).
- Next in importance are learning about the needs and resources of my community (3.8) and being able to make a difference in my community by volunteering (3.4).
- Less important were developing leadership skills in the non-profit world (3.0), developing general leadership skills (2.9), making business connections (2.6), and attending social events (2.5).
- Least important were gaining recognition in my community (2.0) and at work (1.8).
- These priorities are still generally the same today as they were when the YLS members initially joined.
- The priorities for non-members are generally quite similar.
- The most common ways for members to have learned about YLS were from a colleague at work or from the pledge form.
- Average length of participation in YLS is 2.3 years.

Satisfaction with YLS

- On a scale of 1 to 5, the highest level of satisfaction with YLS is with volunteer opportunities (3.5), opportunities to educate oneself about the community (3.3), and with social events (3.3).
- Satisfaction with overall participation in YLS was given a 3.0.
- Younger members were generally more satisfied than older members.
- Those who participated in YLS service projects in the past year were more satisfied with the volunteer opportunities that were available within YLS, as well as more satisfied with all other aspects of their YLS experience.
- Those YLS members who participated in volunteer service projects outside of YLS had the same level of satisfaction with YLS as those who did not participate outside of YLS.
- Levels of satisfaction generally match reasons for joining YLS, with the satisfaction score for learning about needs and resources slightly lower than its importance and the satisfaction scores for making new friends and attending social events each higher than their importance on joining.

YLS Cutoff Age

- About half of members thought the cut-off age for YLS membership (age 42) was appropriate, while one-fourth did not think so, and one-fourth had no opinion.
- Younger members were more satisfied with the cut-off age than older members.

- Among those disagreeing with the cutoff age, ten would increase the age, eight would decrease it, and seven would have no cutoff age.

Participation in YLS Activities

- About one in three members attended at least one YLS educational event in the past year.
- One in three members attended a volunteer service project within the past year, with men and younger members more likely to participate.
- Most of the participants attended either one or two such projects.
- 39% of members attended at least one YLS social event in the past year, with women and younger members somewhat more likely to attend.

Participation in Other Causes

- 59% of non-members donated money to a non-profit during the past year, with women, older persons, and those with higher incomes more likely to donate.
- About half of the non-members participated in a charitable organization during the previous 12 months, with women, older respondents, and higher income respondents more likely to participate.
- 42% of non-members donated time to a non-profit within the past 12 months, with women considerably more likely to have done so.
- 70% of YLS members donated time to a non-YLS service project during the past 12 months, with older members somewhat more likely to do so.
- For members, the most popular types of causes are children, followed by education, teenagers, and hunger.
- For non-members, the most popular causes are children and religious organizations, followed by education.
- Among members, men are more likely to participate in causes related to education, teenagers, the arts, and animal welfare, while older members are more likely to participate in causes related to education, teenagers, health/hospitals, and the environment.
- Among non-members, women are more likely to participate in causes that support children and education, while men are more likely to support religious organizations; older respondents are more interested in animal welfare and health/hospitals, while younger members have greater interest in hunger.
- YLS members are more likely than non-members to participate in other organizations targeted at younger adults, with participation highest in the Junior League (8.5% of members) and the Future Fund of the Albuquerque Community Foundation (7.5%).
- 14% of members, but only 2% of non-members, participate in at least one such organization.

Commitment to YLS and UWCNM

- On a scale of 1 to 5, where 5 is highly committed, the average level of commitment to YLS among members is 2.6.

- Commitment was somewhat higher among young members (2.9) than among older members (2.4).
- Commitment was higher among those members who participated in YLS service projects (3.2 vs. 2.3), but did not significantly vary as a function of whether they participated in service projects outside of YLS (those who did participate outside of YLS were somewhat more committed to YLS).
- The most common suggestions for how to increase commitment were to have more communication, to hold more events, and to have activities for families.
- 56% of members expect to increase their level of giving to UWCNM in 2008, with only 9% expecting it to decrease.
- 45% of members expect their participation in YLS activities to increase in 2008, with only 16% expecting it to decrease.
- This expectation is higher for younger members, at 58%.

Confidential Information

- 82% of members are willing to provide both their date of birth and the number of adults and children in the household on the pledge form.
- This percentage was higher for younger members than for older members.

Best Times for Activities

- According to members, the best times for them to attend YLS social or educational events is during a weekday lunch meeting, followed by weekday breakfast meetings and weekday meetings right after work.
- Weekday meetings after work are much more popular among members without children in their households than those with children in their households.
- Saturday morning is considerably more acceptable to younger members.
- According to non-members, the best times to attend the events are Saturday afternoon, followed by Saturday morning.
- As with members, non-members without children are more positive about weekday meetings after work than those with children.
- Both members and non-members prefer to attend volunteer service projects on the weekend.
- Women, younger respondents, and those without children in the household are more favorable to weekends.
- Among those preferring weekdays, Wednesday is the preferred day of the week.

Best Places for Activities

- Among members, the best location for events on weekdays is Uptown, followed closely by Journal Center, Downtown, and University area.
- Rio Rancho and West Side received much lower ratings.
- Non-member preferences are similar, but with less distinction between the top 4 and bottom 2 locations.
- Those with higher incomes are more favorable to a West Side or Rio Rancho location.

Interest in YLS Activities

- 39% of members would like to attend an educational event once a quarter.
- 39% would like to attend more often than that, while 23% would prefer to attend less often or not at all.
- Younger members are more likely than older members to want to attend monthly.
- Both members and non-members would prefer to have speakers who are business leaders or philanthropists, rather than politicians or sports figures.
- Male non-members are somewhat more interested in sports figures, while those non-members with higher incomes are somewhat more interested in philanthropists.
- 38% of members would like to attend a service project once a quarter.
- 34% would like to attend more often than that, while 28% would prefer to attend less often or not at all.
- Younger members are likely to want to attend more frequently.
- Members are most interested in tutoring or reading, followed by serving on a board of directors.
- Next in popularity are construction, painting, and landscaping.
- Least popular is fundraising.
- Non-members are most interested in tutoring or reading and least interested in serving on a board.
- Women and younger persons are more interested in tutoring or reading.
- 23% of members are interested in other types of service projects.
- The most common suggestions were projects that involve children, health, or the environment.
- 32% of members would like to attend a social event once a quarter.
- 39% would like to attend more often than that, while 29% would prefer to attend less often or not at all.
- The most popular types of social events among members are those at cultural venues or athletic events or that are family events with children welcome.
- Among those with children, family events are the most popular type of event, while they are the least popular type of event for those without children.
- Women are more interested in the family events, while younger members have a higher preference for cocktail parties and events at restaurants.
- Non-members are most interested in the family events, cultural venues, and restaurants.
- As with the members, family events are much more popular among those with children.

Impact of Participation in YLS by Families

- If children were invited to attend service events, 45% of members would be more likely to attend, while only 10% would be less likely to attend.
- Among members with children, 76% would be more likely to attend, while only 18% of those without children would be less likely to attend.
- Among non-members, 33% would be more likely to attend and 12% less likely.

- Among non-members with children, 44% would be more likely to attend, while only 17% of those without children would be less likely to attend.
- If children were invited to attend social events, 43% of members would be more likely to attend, while only 16% would be less likely to attend.
- Among members with children, 72% would be more likely to attend, while 31% of those without children would be less likely to attend.
- Among non-members, 38% would be more likely to attend and 12% less likely.
- Among non-members with children, 51% would be more likely to attend, while 22% of those without children would be less likely to attend.

Demographic Information

- The average age of members taking the survey was 34.8, compared with 31.9 for non-members.
- 50% of member respondents were women, versus 73% of non-members; in the 2005 community survey, 61% of respondents were women.
- Among both members and non-members, women made up a larger share of the younger respondents than of the older respondents.
- About two-thirds of member and non-member respondents had two adults in the household.
- Female non-members and respondents with lower incomes were more likely to live in a one-adult household.
- 58% of members and 65% of non-members have children living in their household.
- Older respondents were more likely to have children.
- 56% of member respondents were Anglo, while 27% were Hispanic.
- 56% of non-member respondents were Anglo, while 23% were Hispanic.
- 82% of members had at least a college degree, compared with 40% of non-members.
- Median income among members was \$103,571, versus \$49,825 for non-members; the median income of respondents to the 2005 community survey (which included retirees) was \$38,717.
- Older respondents had higher median incomes.

RECOMMENDATIONS

As noted above, these recommendations are derived not only from the survey results, but also from the focus groups and discussions with UWCNM and YLS representatives.

Recruitment

- Given the low level of awareness in the general community, there is a need to educate younger adults (especially UWCNM donors) about the existence of YLS and opportunities to participate.

- Based on focus group results, offer Employee Campaign Managers (ECMs) and sub-ECMs more training on YLS and how to recruit new members; the 2005 community survey revealed that work place notices are an excellent way to recruit new members.
- Given the importance of recruitment and retention, the new YLS Membership Committee has an important role to play in leading recruitment efforts.
- Communication about YLS by word of mouth is the best way to recruit new members.
- Individuals with higher incomes (household incomes over \$60,000) should be targeted, as they are more able to make the necessary financial commitment and make up the bulk of YLS membership.
- Use events to recruit, with members bringing guests
- Issue personal invitations to prospects to join.
- Emphasize the ability to make a difference in the community and to learn about one's community, as opposed to the personal benefits (e.g. recognition) of membership.

Retention

- It is necessary to increase the current low level of member commitment to YLS.
- Be sure to deliver on all promises regarding YLS activities.
- Maintain frequent communications.
- Solicit regular ongoing feedback to assess member needs and satisfaction.
- Based on focus group results, it is important to make a special effort to engage new members at social events so they feel valued and welcome; the new Membership Committee should lead this effort.

Frequency and Type of YLS Activities

- Educational events should be offered every 2 to 3 months.
- Speakers should primarily be business leaders or philanthropists.
- Service events should be offered every 2 to 3 months.
- Causes that support children and teens should be a frequent priority.
- Opportunities for tutoring and reading to individuals should be offered.
- Social events should be offered every 1 to 2 months.
- Social activities should often revolve around cultural or athletic events.
- Families should be welcome at most YLS events, as this will increase participation.
- Some types of events, e.g. cocktail parties, should not be designed for families.
- Rotate events, so that, for example, there is an educational event one month, a social event the next, and a service event the third month.
- There should always be several future events listed on the YLS events calendar on the website (see Communication, below).

Best Times and Places for Activities

- Most social and educational events should be held on weekdays, preferably during lunch; during breakfast and after work are also possible times, although after work times are less desirable for parents.
- Some social and educational events should also be held on Saturdays, for those unable to attend during the week.
- Volunteer service events should generally be held on weekends.
- An occasional service event can be held during the week, preferably on Wednesday.
- The best location for events on weekdays is Uptown, followed closely by Journal Center, Downtown, and the University area.
- It would be useful to rotate weekday events among these four general locations.

Communication (based on input from focus groups)

- Communication with members should be ongoing, with email the preferred medium; the email should clearly identify the source and subject of the message.
- It is acceptable to provide links to websites within the email messages.
- There should be an early announcement of events for planning purposes, with a follow-up reminder shortly before an event.
- Ideally, a quarterly calendar of events should be created and distributed, with the calendar also posted and updated on the website.
- Messages should emphasize the good work being done by YLS participants and the community benefits thereof.
- Send emails with photos after events to offer recognition and to reinforce the success of the YLS efforts.
- Post card mailings can also work and should be used from time to time.

Recognition

- Recognition in the community and at work is not a major motivator and should not be emphasized in recruitment.
- The focus groups indicate that plaques or recognition in a donor book are also not major motivators.
- Free events (e.g. museum or Lobo tickets) and perks, such as free food and drinks, should be offered to show appreciation for participation.

Confidential Information

- UWCNM should ask for date of birth and the number of adults and children in the household on the pledge form.
- UWCNM should explain that this information is to better meet member needs and will not be used for any other purposes.
- This will enable UWCNM to send targeted messages to potential YLS members and to maintain statistics regarding the family composition of YLS members.

YLS Cutoff Age

- The current YLS age limit of 42 should be maintained or possibly increased to age 45, in order to retain active participants in YLS for a longer period of time.
- Interests among younger and older YLS members do not vary significantly.
- There is a greater difference in interests among those with and without children, which should be addressed through event planning (see Frequency and Type of YLS Activities, above).

**United Way of Central New Mexico
Young Leaders' Society
2007 Survey Findings**

1. (Members only) How many years have you been a member of Young Leaders' Society?

HOW MANY YEARS HAVE YOU BEEN A MEMBER?	MEMBERS					
	OVERALL		Male N=47	Female N=46	Age: 33 or Less N=41	Age: 34 or More N=52
	COUNT N=104	%	%	%	%	%
Less than a year	7	6.7%	4.3%	8.7%	4.9%	7.7%
1	25	24.0%	25.5%	26.1%	36.6%	17.3%
2	31	29.8%	27.7%	30.4%	17.1%	38.5%
3	27	26.0%	31.9%	17.4%	29.3%	21.2%
4 or more	14	13.5%	10.6%	17.4%	12.2%	15.4%
Average	2.3		2.3	2.2	2.2	2.4

2. (Members only) How did you originally hear about Young Leaders' Society?

HOW DID YOU HEAR ABOUT YOUNG LEADERS'?	MEMBERS					
	OVERALL		Male N=47	Female N=46	Age: 33 or Less N=41	Age: 34 or More N=52
	COUNT N=105	%	%	%	%	%
From a colleague at work	31	29.5%	27.7%	32.6%	29.3%	30.8%
Noticed check-off on pledge form	31	29.5%	34.0%	26.1%	26.8%	32.7%
Saw literature or email	11	10.5%	8.5%	6.5%	7.3%	7.7%
From a friend or colleague I don't work with	9	8.6%	4.3%	10.9%	12.2%	3.8%
Visited United Way website and saw link to program	3	2.9%	4.3%	2.2%	4.9%	1.9%
Other	20	19.0%	21.3%	21.7%	19.5%	23.1%

Other:

- United way rep (11)
- From my spouse (3)
- Albuquerque chamber
- At work
- United Way Campaign at work
- United way donation form
- Worked sponsored events

3. (Members and Non-Members) [Members (Thinking back to when you joined Young Leaders' Society, how important were each of the following for originally joining Young Leaders' Society) [Non-Members (How important would each of the following reasons be for participating in Young Leaders' Society)] on a scale of 1 to 5, where 5 is very important and 1 is not at all important?

HOW IMPORTANT ARE THE FOLLOWING:	MEMBERS					
	Average Rating N=104	Very-----Not At All Important Important				
		5	4	3	2	1
Being able to make a difference in my community by giving	4.5	70.5%	18.1%	6.7%	3.8%	1.0%
Learning more about the needs and resources of my community	3.8	28.8%	37.5%	20.2%	11.5%	1.9%
Being able to make a difference in my community by volunteering my time	3.4	26.0%	25.0%	21.2%	18.3%	9.6%
Developing my leadership skills in the non-profit world	3.0	11.5%	29.8%	25.0%	14.4%	19.2%
Developing my general leadership skills	2.9	11.5%	28.8%	23.1%	15.4%	21.2%
Making business connections	2.8	11.7%	20.4%	29.1%	14.6%	24.3%
Making new friends	2.6	6.7%	16.3%	31.7%	17.3%	27.9%
Attending social events	2.5	6.7%	12.4%	28.6%	24.8%	27.6%
Recognition within my community	2.0	4.8%	5.8%	20.2%	19.2%	50.0%
Recognition at work	1.8	4.8%	6.7%	9.6%	16.3%	62.5%

HOW IMPORTANT ARE THE FOLLOWING:	MEMBERS				
	OVERALL N=104	Male N=47	Female N=46	Age: 33 or Less N=41	Age: 34 or More N=52
	Average	Average	Average	Average	Average
Being able to make a difference in my community by giving	4.5	4.5	4.5	4.7	4.4
Learning more about the needs and resources of my community	3.8	3.6	4.0	3.8	3.8
Being able to make a difference in my community by volunteering my time	3.4	3.5	3.3	3.5	3.3
Developing my leadership skills in the non-profit world	3.0	3.0	3.0	3.0	2.9
Developing my general leadership skills	2.9	2.9	3.2	3.2	2.9
Making business connections	2.8	2.9	2.8	3.0	2.7
Making new friends	2.6	2.6	2.5	2.7	2.5
Attending social events	2.5	2.5	2.4	2.7	2.3
Recognition within my community	2.0	2.1	1.8	2.2	1.8
Recognition at work	1.8	1.8	1.7	1.9	1.7

(continued)

HOW IMPORTANT ARE THE FOLLOWING:	NON-MEMBERS					
	Average Rating N=295	Very-----Not At All Important Important				
		5	4	3	2	1
Being able to make a difference in my community by giving	3.7	31.9%	27.8%	26.8%	4.7%	8.8%
Being able to make a difference in my community by volunteering my time	3.6	27.8%	27.8%	29.5%	6.1%	8.8%
Learning more about the needs and resources of my community	3.4	20.0%	29.2%	32.2%	9.2%	9.5%
Making new friends	3.2	15.9%	23.4%	38.0%	10.5%	12.2%
Developing my general leadership skills	3.2	19.3%	22.4%	35.3%	9.5%	13.6%
Developing my leadership skills in the non-profit world	2.9	14.6%	19.0%	30.5%	17.6%	18.3%
Making business connections	2.8	12.5%	14.2%	34.6%	16.9%	21.7%
Attending social events	2.6	8.1%	13.2%	31.9%	21.4%	25.4%
Recognition at work	2.5	10.2%	13.2%	28.5%	16.6%	31.5%
Recognition within my community	2.4	7.5%	11.9%	27.8%	22.4%	30.5%

HOW IMPORTANT ARE THE FOLLOWING:	NON-MEMBERS						
	OVERALL N=295	Male N=80	Female N=215	Age: 33 or Less N=172	Age: 34 or More N=123	Income: Less than \$60,000 N=157	Income: \$60,000 or More N=98
	Average	Average	Average	Average	Average	Average	Average
Being able to make a difference in my community by giving	3.7	3.4	3.8	3.7	3.6	3.7	3.7
Being able to make a difference in my community by volunteering my time	3.6	3.3	3.7	3.6	3.6	3.6	3.6
Learning more about the needs and resources of my community	3.4	3.1	3.5	3.4	3.4	3.4	3.3
Making new friends	3.2	3.0	3.3	3.3	3.0	3.2	3.1
Developing my general leadership skills	3.2	3.2	3.3	3.4	3.1	3.2	3.3
Developing my leadership skills in the non-profit world	2.9	2.7	3.0	3.0	2.8	2.9	2.9
Making business connections	2.8	2.7	2.8	2.9	2.6	2.8	2.8
Attending social events	2.6	2.3	2.7	2.7	2.4	2.5	2.5
Recognition at work	2.5	2.5	2.6	2.7	2.3	2.6	2.5
Recognition within my community	2.4	2.3	2.5	2.6	2.2	2.5	2.3

4. (Members Only) On a scale of 1 to 5, where 5 is very important and 1 is not at all important, how important are each of the following today for continuing to participate in Young Leaders' Society?

HOW IMPORTANT ARE THE FOLLOWING:	MEMBERS					
	Average Rating N=104	Very-----Not At All Important Important				
		5	4	3	2	1
Being able to make a difference in my community by giving	4.4	64.4%	23.1%	3.8%	5.8%	2.9%
Learning more about the needs and resources of my community	3.7	22.1%	44.2%	17.3%	13.5%	2.9%
Being able to make a difference in my community by volunteering my time	3.3	23.1%	32.7%	13.5%	17.3%	13.5%
Developing my general leadership skills	2.9	6.7%	31.7%	26.0%	18.3%	17.3%
Developing my leadership skills in the non-profit world	2.9	9.7%	27.2%	26.2%	14.6%	22.3%
Making business connections	2.8	8.7%	22.1%	30.8%	12.5%	26.0%
Attending social events	2.4	9.6%	12.5%	23.1%	19.2%	35.6%
Making new friends	2.4	2.9%	12.5%	37.5%	19.2%	27.9%
Recognition within my community	1.9	6.7%	2.9%	17.3%	23.1%	50.0%
Recognition at work	1.7	5.8%	2.9%	12.5%	14.4%	64.4%

HOW IMPORTANT ARE THE FOLLOWING:	MEMBERS				
	OVERALL N=104	Male N=47	Female N=46	Age: 33 or Less N=41	Age: 34 or More N=52
	Average	Average	Average	Average	Average
Being able to make a difference in my community by giving	4.4	4.3	4.5	4.5	4.3
Learning more about the needs and resources of my community	3.7	3.7	3.8	3.7	3.8
Being able to make a difference in my community by volunteering my time	3.3	3.4	3.4	3.5	3.3
Developing my general leadership skills	2.9	3.0	3.0	3.3	2.8
Developing my leadership skills in the non-profit world	2.9	2.9	2.9	3.0	2.8
Making business connections	2.8	2.8	2.8	2.9	2.7
Attending social events	2.4	2.4	2.4	2.6	2.3
Making new friends	2.4	2.5	2.4	2.5	2.4
Recognition within my community	1.9	2.1	1.8	2.2	1.8
Recognition at work	1.7	1.8	1.7	1.9	1.6

5. (Members Only) On a scale of 1 to 5, where 5 is very satisfied and 1 is very dissatisfied, how satisfied have you been with each of the following Young Leaders' Society experiences?

HOW SATISFIED HAVE YOU BEEN WITH EACH OF THE FOLLOWING:	MEMBERS					
	Average Rating N=104	Very-----Dissatisfied Satisfied				
		5	4	3	2	1
Volunteer opportunities	3.5	17.3%	30.8%	39.4%	7.7%	4.8%
Opportunities to educate yourself about your community	3.5	21.2%	32.7%	25.0%	16.3%	4.8%
Social events	3.3	14.4%	25.0%	38.5%	15.4%	6.7%
Your overall participation in Young Leaders' Society	3.0	13.5%	18.3%	39.4%	14.4%	14.4%
New friends you have made	2.9	11.5%	16.3%	38.5%	17.3%	16.3%
Community Leaders you have met	2.9	13.5%	14.4%	40.4%	13.5%	18.3%
Opportunities to develop your leadership skills	2.9	8.7%	18.3%	46.2%	12.5%	14.4%
Business connections you have made	2.7	7.7%	7.7%	44.2%	23.1%	17.3%

HOW SATISFIED HAVE YOU BEEN WITH EACH OF THE FOLLOWING:	MEMBERS				
	OVERALL N=104	Male N=47	Female N=46	Age: 33 or Less N=41	Age: 34 or More N=52
	Average	Average	Average	Average	Average
Volunteer opportunities	3.5	3.5	3.4	3.5	3.4
Opportunities to educate yourself about your community	3.5	3.4	3.5	3.5	3.4
Social events	3.3	3.1	3.3	3.4	3.1
Your overall participation in Young Leaders' Society	3.0	3.0	3.1	3.3	2.8
New friends you have made	2.9	2.9	2.9	3.4	2.5
Community Leaders you have met	2.9	2.9	2.9	3.3	2.7
Opportunities to develop your leadership skills	2.9	2.9	3.0	3.2	2.8
Business connections you have made	2.7	2.6	2.7	3.0	2.4

(continued)

HOW SATISFIED HAVE YOU BEEN WITH EACH OF THE FOLLOWING:	OVERALL N=104	Participate In Volunteer Service Projects Outside Of YLS?		Participate in YLS Service Projects?	
		Yes N=73	No N=31	Yes N=31	No N=62
	Average	Average	Average	Average	Average
Volunteer opportunities	3.5	3.5	3.5	3.9	3.2
Opportunities to educate yourself about your community	3.5	3.5	3.4	3.9	3.3
Social events	3.3	3.2	3.3	3.7	3.0
Your overall participation in Young Leaders' Society	3.0	3.0	3.0	3.7	2.7
New friends you have made	2.9	2.8	3.0	3.3	2.7
Community Leaders you have met	2.9	2.9	3.0	3.2	2.8
Opportunities to develop your leadership skills	2.9	2.9	3.0	3.1	2.9
Business connections you have made	2.7	2.6	2.7	2.8	2.6

Summary Table of Questions 3, 4, and 5 of Members only:

HOW IMPORTANT ARE THE FOLLOWING RE YOUNG LEADERS' SOCIETY:	MEMBERS		
	Originally Joining	Continuing Participation	Satisfaction of Experiences
	Average	Average	Average
Being able to make a difference in my community by giving	4.5	4.4	N/A
Learning more about the needs and resources of my community	3.8	3.7	3.5
Being able to make a difference in my community by volunteering my time	3.4	3.3	3.5
Developing my leadership skills in the non-profit world	3.0	2.9	N/A
Developing my general leadership skills	2.9	2.9	2.9
Making business connections	2.8	2.8	2.7
Making new friends	2.6	2.4	2.9
Attending social events	2.5	2.4	3.3
Recognition within my community	2.0	1.9	N/A
Recognition at work	1.8	1.7	N/A

6. **(Members Only) Do you think that the age cut-off for Young Leaders' Society membership (limitation to persons 42 or under) is appropriate?**

AGE CUT-OFF APPROPRIATE?	MEMBERS					
	OVERALL		Male N=47	Female N=46	Age: 33 or Less N=41	Age: 34 or More N=52
	COUNT N=104	%	%	%	%	%
Yes	56	53.8%	51.1%	56.5%	68.3%	42.3%
No	25	24.0%	29.8%	17.4%	14.6%	30.8%
No Opinion	23	22.1%	19.1%	26.1%	17.1%	26.9%

If No, how would you change the cut-off age?

- At 45 (5)
- Have no cut off age (6)
- I would lower the age limit (3)
- At 40 (2)
- 42 seems odd... (2)
- Age should not be the only consideration
- 45 and under
- 50 and under
- Increase it
- Should be 35 or 40
- 39 and younger
- Way to old to call it the 'young' leaders society
- You might want to raise the limit
- You might want to raise the limit a few years; give younger folks the opportunity to be mentored by experienced folks

7. (Members and Non-Members) Do you participate in any of the following organizations? (check each that applies)

DO YOU PARTICIPATE IN ANY OF THE FOLLOWING:	MEMBERS					
	OVERALL		Male N=47	Female N=46	Age: 33 or Less N=41	Age: 34 or More N=52
	COUNT N=106	%	%	%	%	%
Junior League of Albuquerque	9	8.5%	6.4%	4.3%	7.3%	3.8%
Albuquerque Community Foundation - Future Fund	8	7.5%	4.3%	4.3%	4.9%	3.8%
Albuquerque Chamber of Commerce - Young Executives Association	5	4.7%	0.0%	6.5%	7.3%	0.0%
20-30 Club of Albuquerque	3	2.8%	4.3%	0.0%	2.4%	1.9%
None of the above	91	85.8%	91.5%	89.1%	85.4%	94.2%

DO YOU PARTICIPATE IN ANY OF THE FOLLOWING:	NON-MEMBERS	
	OVERALL	
	COUNT N=295	%
Junior League of Albuquerque	4	1.4%
Albuquerque Chamber of Commerce - Young Executives Association	4	1.4%
Albuquerque Community Foundation - Future Fund	2	0.7%
20-30 Club of Albuquerque	1	0.3%
None of the above	289	98.0%

8. (Members Only) Did you participate in any volunteer service projects (outside of Young Leaders' Society) during the past year?

PARTICIPATE IN ANY VOLUNTEER SERVICE PROJECTS?	MEMBERS					
	OVERALL		Male N=47	Female N=46	Age: 33 or Less N=41	Age: 34 or More N=52
	COUNT N=106	%	%	%	%	%
Yes	74	69.8%	68.1%	67.4%	61.0%	73.1%
No	32	30.2%	31.9%	32.6%	39.0%	26.9%

9. (Non-Members Only) Over the past 12 months, have you donated any time to any charity, philanthropic, not-for-profit or fundraising organization?

DONATED ANY TIME?	NON-MEMBERS			
	OVERALL		Male N=80	Female N=215
	COUNT N=297	%	%	%
Yes	127	42.8%	30.0%	47.4%
No	170	57.2%	70.0%	52.6%

DONATED ANY TIME?	NON-MEMBERS				
	OVERALL N=297	Age: 33 or Less N=173	Age: 34 or More N=124	Income: Less than \$60,000 N=157	Income: \$60,000 or More N=98
	%	%	%	%	%
Yes	42.8%	40.5%	46.0%	42.0%	46.9%
No	57.2%	59.5%	54.0%	58.0%	53.1%

10. (Both Members and Non-Members) If yes, please check each type of cause in which you participated.

ACTIVITIES PARTICIPATED IN:	MEMBERS					
	OVERALL		Male N=32	Female N=31	Age: 33 or Less N=25	Age: 34 or More N=38
	COUNT N=74	%	%	%	%	%
Children	50	67.6%	62.5%	67.7%	60.0%	68.4%
Education	31	41.9%	46.9%	35.5%	28.0%	50.0%
Teenagers (youth)	25	33.8%	37.5%	19.4%	12.0%	39.5%
Hunger	24	32.4%	34.4%	32.3%	40.0%	28.9%
Churches, Synagogues, etc.	22	29.7%	28.1%	25.8%	20.0%	31.6%
Health/hospitals	14	18.9%	21.9%	19.4%	12.0%	26.3%
Arts	13	17.6%	21.9%	9.7%	12.0%	18.4%
Environment	13	17.6%	15.6%	22.6%	12.0%	23.7%
Disabilities	12	16.2%	28.1%	6.5%	24.0%	13.2%
Housing	12	16.2%	18.8%	16.1%	16.0%	18.4%
Animal welfare	9	12.2%	18.8%	6.5%	12.0%	13.2%
Poverty	8	10.8%	12.5%	6.5%	8.0%	10.5%
Senior citizens	8	10.8%	18.8%	6.5%	8.0%	15.8%
Life skills	5	6.8%	6.3%	3.2%	4.0%	5.3%
Other	6	8.1%	6.3%	9.7%	4.0%	10.5%

Other:

MEMBERS:

- Civil rights
- Dogs
- I participate through work
- Legal aid
- Politics
- United Way

(continued)

ACTIVITIES PARTICIPATED IN:	NON-MEMBERS			
	OVERALL		Male N=24	Female N=102
	COUNT N=127	%	%	%
Children	46	36.2%	29.2%	38.2%
Churches, Synagogues, etc.	45	35.4%	50.0%	32.4%
Education	23	18.1%	12.5%	19.6%
Animal welfare	15	11.8%	8.3%	12.7%
Hunger	15	11.8%	8.3%	12.7%
Health/hospitals	14	11.0%	8.3%	11.8%
Poverty	13	10.2%	8.3%	10.8%
Teenagers (youth)	13	10.2%	12.5%	9.8%
Senior citizens	11	8.7%	8.3%	8.8%
Disabilities	9	7.1%	8.3%	6.9%
Housing	6	4.7%	4.2%	3.9%
Arts	5	3.9%	0.0%	4.9%
Environment	5	3.9%	0.0%	3.9%
Life skills	5	3.9%	4.2%	3.9%
Other	14	11.0%	12.5%	10.8%

ACTIVITIES PARTICIPATED IN:	NON-MEMBERS				
	OVERALL N=127	Age: 33 or Less N=70	Age: 34 or More N=57	Income: Less than \$60,000 N=66	Income: \$60,000 or More N=46
	%	%	%	%	%
Children	36.2%	38.6%	33.3%	34.8%	34.8%
Churches, Synagogues, etc.	35.4%	34.3%	36.8%	33.3%	37.0%
Education	18.1%	20.0%	15.8%	19.7%	15.2%
Animal welfare	11.8%	8.6%	15.8%	15.2%	10.9%
Hunger	11.8%	14.3%	8.8%	12.1%	10.9%
Health/hospitals	11.0%	7.1%	15.8%	10.6%	13.0%
Poverty	10.2%	11.4%	8.8%	15.2%	6.5%
Teenagers (youth)	10.2%	8.6%	12.3%	12.1%	10.9%
Senior citizens	8.7%	10.0%	7.0%	6.1%	10.9%
Disabilities	7.1%	10.0%	3.5%	10.6%	4.3%
Housing	4.7%	5.7%	3.5%	4.5%	2.2%
Arts	3.9%	2.9%	5.3%	4.5%	4.3%
Environment	3.9%	4.3%	3.5%	4.5%	2.2%
Life skills	3.9%	4.3%	3.5%	3.0%	4.3%
Other	11.0%	12.9%	8.8%	13.6%	8.7%

Other:

NON-MEMBERS:

Community United Way (2)

- Cancer
- Clothing
- Crisis line
- Domestic violence
- History/archaeology
- Mental illness
- Moms Club International
- Operation Christmas Child
- Prisoner rights
- School
- Tax help

11. (Members Only) On a scale of 1 to 5, where 5 is highly committed and 1 is not at all committed, how would you rate your level of commitment to Young Leaders' Society?

HOW WOULD YOU RATE YOUR LEVEL OF COMMITMENT	MEMBERS					
	Average Rating N=102	Highly-----Not At All Committed Committed				
		5	4	3	2	1
	2.6	3.9%	14.7%	33.3%	30.4%	17.6%

HOW WOULD YOU RATE YOUR LEVEL OF COMMITMENT	MEMBERS				
	OVERALL N=102	Male N=47	Female N=46	Age: 33 or Less N=41	Age: 34 or More N=52
	Average	Average	Average	Average	Average
	2.6	2.6	2.7	2.9	2.4

HOW WOULD YOU RATE YOUR LEVEL OF COMMITMENT	OVERALL N=104	Participate In Volunteer Service Projects Outside Of YLS?		Participate in YLS Service Projects?	
		Yes N=71	No N=31	Yes N=31	No N=62
	Average	Average	Average	Average	Average
	2.6	2.7	2.4	3.2	2.3

12. (Members Only) What could United Way of Central New Mexico do to increase your level of commitment to the Young Leaders' Society program?

- More communication (7)
- More volunteer opportunities (6)
- Social events at breakfast/lunch (5)
- Activities that families can bring their children to (5)
- More events for the Young Leaders (mixers, volunteer initiatives, exposure, etc.) (3)
- Weekend and evening events (2)
- Make events more suitable time wise (2)
- Additional service projects (2)
- More publicized leadership opportunities (2)
- Offer weekend opportunities (2)
- Consistent scheduling (2)
- A set calendar
- Assign each person a cause
- Have events on site
- Raise awareness in the welfare of our environment
- Orientation program for new members regarding purpose/mission of society
- More opportunities to meet and hear from high-level leaders
- Send me information

13. (Non-Members Only) Have you made a charitable contribution to United Way in the past 12 months?

MADE A CHARITABLE CONTRIBUTION TO UNITED WAY?	NON-MEMBERS			
	OVERALL		Male N=57	Female N=167
	COUNT N=226	%	%	%
Yes	39	17.3%	19.3%	15.6%
No	176	77.9%	75.4%	79.6%
Don't recall	11	4.9%	5.3%	4.8%

MADE A CHARITABLE CONTRIBUTION TO UNITED WAY?	NON-MEMBERS				
	OVERALL N=226	Age: 33 or Less N=126	Age: 34 or More N=100	Income: Less than \$60,000 N=118	Income: \$60,000 or More N=77
	%	%	%	%	%
Yes	17.3%	15.1%	20.0%	13.6%	24.7%
No	77.9%	80.2%	75.0%	82.2%	70.1%
Don't recall	4.9%	4.8%	5.0%	4.2%	5.2%

14. (Members and Non-Members) During the past 12 months, what was the level of combined United Way of Central New Mexico giving for your household?

LEVEL OF COMBINED GIVING:	MEMBERS					
	OVERALL		Male N=46	Female N=45	Age: 33 or Less N=40	Age: 34 or More N=51
	COUNT N=101	%	%	%	%	%
Under \$500	4	4.0%	2.2%	6.7%	5.0%	3.9%
\$500 to \$999	46	45.5%	39.1%	51.1%	55.0%	37.3%
\$1,000 to \$2,499	34	33.7%	39.1%	31.1%	30.0%	39.2%
\$2,500 to \$4,999	6	5.9%	6.5%	2.2%	2.5%	5.9%
\$5,000 or more	11	10.9%	13.0%	8.9%	7.5%	13.7%
Median	\$1,044		\$1,375	\$935	\$920	\$1,375

LEVEL OF COMBINED GIVING:	NON-MEMBERS	
	OVERALL	
	COUNT N=39	%
Under \$500	34	87.2%
\$500 to \$999	4	10.3%
\$1,000 to \$2,499	0	0.0%
\$2,500 to \$4,999	0	0.0%
\$5,000 or more	0	0.0%
Average¹	\$148	

¹ An average could be computed because non-members responded with an actual amount, rather than a range.
Southwest Planning & Marketing

15. (Members Only) Comparing 2008 with 2007, would you expect your level of United Way of Central New Mexico giving to:

EXPECT YOUR LEVEL OF GIVING TO:	MEMBERS					
	OVERALL		Male N=47	Female N=46	Age: 33 or Less N=41	Age: 34 or More N=52
	COUNT N=103	%	%	%	%	%
Increase	58	56.3%	59.6%	56.5%	61.0%	55.8%
Remain the same	36	35.0%	34.0%	34.8%	31.7%	36.5%
Decrease	9	8.7%	6.4%	8.7%	7.3%	7.7%

16. (Members Only) Comparing 2008 with 2007, would you expect your participation in Young Leaders' Society activities to:

EXPECT YOUR PARTICIPATION TO:	MEMBERS					
	OVERALL		Male N=47	Female N=46	Age: 33 or Less N=41	Age: 34 or More N=52
	COUNT N=103	%	%	%	%	%
Increase	46	44.7%	46.8%	52.2%	58.5%	42.3%
Remain the same	41	39.8%	40.4%	34.8%	39.0%	36.5%
Decrease	16	15.5%	12.8%	13.0%	2.4%	21.2%

17. (Members Only) As a United Way donor, would you be willing to provide the following information on your pledge form to help us better meet your needs?

YOUR DATE OF BIRTH:	MEMBERS					
	OVERALL		Male N=47	Female N=46	Age: 33 or Less N=41	Age: 34 or More N=52
	COUNT N=103	%	%	%	%	%
Yes	85	82.5%	78.7%	84.8%	92.7%	73.1%
No	18	17.5%	21.3%	15.2%	7.3%	26.9%

THE NUMBER OF ADULTS AND CHILDREN IN YOUR HOUSEHOLD?	MEMBERS					
	OVERALL		Male N=47	Female N=46	Age: 33 or Less N=41	Age: 34 or More N=52
	COUNT N=103	%	%	%	%	%
Yes	85	82.5%	78.7%	84.8%	87.8%	76.9%
No	18	17.5%	21.3%	15.2%	12.2%	23.1%

18. (Members and Non-Members) On a scale of 1 to 5, where 5 is an excellent time and 1 is a poor time, please rate each of the following times as to their suitability for you to attend Young Leaders' Society social or educational events

PLEASE RATE EACH OF THE FOLLOWING:	MEMBERS					
	Average Rating N=103	Excellent-----Poor Time				
		5	4	3	2	1
Weekday breakfast meetings	2.8	18.4%	24.3%	11.7%	11.7%	34.0%
Weekday lunch meetings	3.4	31.1%	23.3%	17.5%	10.7%	17.5%
Weekday meetings right after work	2.6	14.6%	15.5%	23.3%	11.7%	35.0%
Saturday morning	2.3	15.5%	10.7%	13.6%	7.8%	52.4%
Saturday afternoon	2.1	15.5%	1.9%	15.5%	14.6%	52.4%

PLEASE RATE EACH OF THE FOLLOWING:	MEMBERS				
	OVERALL N=103	Male N=47	Female N=46	Age: 33 or Less N=41	Age: 34 or More N=52
	Average	Average	Average	Average	Average
Weekday breakfast meetings	2.8	3.0	2.5	2.6	2.9
Weekday lunch meetings	3.4	3.5	3.3	3.4	3.3
Weekday meetings right after work	2.6	2.8	2.5	2.8	2.6
Saturday morning	2.3	2.1	2.6	2.8	2.0
Saturday afternoon	2.1	1.9	2.4	2.4	2.0

PLEASE RATE EACH OF THE FOLLOWING:	MEMBERS		
	OVERALL N=103	Children in Household N=53	No Children in Household N=39
	Average	Average	Average
Weekday breakfast meetings	2.8	2.7	2.9
Weekday lunch meetings	3.4	3.4	3.2
Weekday meetings right after work	2.6	2.2	3.3
Saturday morning	2.3	2.5	2.3
Saturday afternoon	2.1	2.2	2.1

(continued)

PLEASE RATE EACH OF THE FOLLOWING:	NON-MEMBERS					
	Average Rating N=295	Excellent-----Poor Time-----Time				
		5	4	3	2	1
Weekday breakfast meetings	2.0	5.1%	10.2%	20.3%	10.5%	53.9%
Weekday lunch meetings	2.3	7.8%	10.8%	23.7%	14.2%	43.4%
Weekday meetings right after work	2.2	6.4%	9.2%	25.8%	13.9%	44.7%
Saturday morning	2.5	12.5%	13.6%	23.1%	14.6%	36.3%
Saturday afternoon	2.7	16.6%	12.5%	23.7%	14.6%	32.5%

PLEASE RATE EACH OF THE FOLLOWING:	NON-MEMBERS						
	OVERALL N=295	Male N=80	Female N=215	Age: 33 or Less N=172	Age: 34 or More N=123	Income: Less than \$60,000 N=157	Income: \$60,000 or More N=98
	Average	Average	Average	Average	Average	Average	Average
Weekday breakfast meetings	2.0	2.0	2.0	2.0	2.1	1.9	2.2
Weekday lunch meetings	2.3	2.1	2.3	2.3	2.2	2.1	2.6
Weekday meetings right after work	2.2	2.1	2.2	2.2	2.1	2.1	2.3
Saturday morning	2.5	2.3	2.6	2.6	2.4	2.5	2.5
Saturday afternoon	2.7	2.5	2.7	2.8	2.4	2.6	2.7

PLEASE RATE EACH OF THE FOLLOWING:	NON-MEMBERS		
	OVERALL N=295	Children in Household N=191	No Children in Household N=104
	Average	Average	Average
Weekday breakfast meetings	2.0	2.0	2.1
Weekday lunch meetings	2.3	2.3	2.3
Weekday meetings right after work	2.2	2.0	2.5
Saturday morning	2.5	2.5	2.6
Saturday afternoon	2.7	2.6	2.8

19. (Members and Non-Members) Would you prefer to participate in volunteer service projects on weekdays or weekends?

WEEKDAYS OR WEEKENDS?	MEMBERS					
	OVERALL		Male N=47	Female N=46	Age: 33 or Less N=41	Age: 34 or More N=52
	COUNT N=105	%	%	%	%	%
Weekday	27	25.7%	25.5%	23.9%	24.4%	25.0%
Weekend	51	48.6%	42.6%	56.5%	58.5%	42.3%
No Preference	27	25.7%	31.9%	19.6%	17.1%	32.7%

WEEKDAYS OR WEEKENDS?	MEMBERS		
	OVERALL N=105	Children in Household N=53	No Children in Household N=39
	%	%	%
Weekday	25.7%	28.3%	17.9%
Weekend	48.6%	43.4%	59.0%
No Preference	25.7%	28.3%	23.1%

WEEKDAYS OR WEEKENDS?	NON-MEMBERS			
	OVERALL		Male N=80	Female N=215
	COUNT N=295	%	%	%
Weekday	49	16.6%	10.0%	19.1%
Weekend	129	43.7%	47.5%	42.3%
No Preference	117	39.7%	42.5%	38.6%

WEEKDAYS OR WEEKENDS?	NON-MEMBERS				
	OVERALL N=295	Age: 33 or Less N=172	Age: 34 or More N=123	Income: Less than \$60,000 N=157	Income: \$60,000 or More N=98
	%	%	%	%	%
Weekday	16.6%	16.3%	17.1%	16.6%	18.4%
Weekend	43.7%	45.9%	40.7%	40.1%	45.9%
No Preference	39.7%	37.8%	42.3%	43.3%	35.7%

WEEKDAYS OR WEEKENDS?	NON-MEMBERS		
	OVERALL N=295	Children in Household N=191	No Children in Household N=104
	%	%	%
Weekday	16.6%	18.3%	13.5%
Weekend	43.7%	41.4%	48.1%
No Preference	39.7%	40.3%	38.5%

20. (Members and Non-Members) If you said Weekday, which day of the week do you prefer?

WHICH DAY DO YOU PREFER?	MEMBERS	
	OVERALL	
	COUNT N=26	%
Monday	1	3.8%
Tuesday	3	11.5%
Wednesday	10	38.5%
Thursday	6	23.1%
Friday	6	23.1%

WHICH DAY DO YOU PREFER?	NON-MEMBERS	
	OVERALL	
	COUNT N=49	%
Monday	5	10.2%
Tuesday	9	18.4%
Wednesday	22	44.9%
Thursday	10	20.4%
Friday	3	6.1%

21. (Members and Non-Members) On a scale of 1 to 5, where 5 is an excellent location and 1 is a poor location, please rate each of the following locations as a place for you to attend Young Leaders' Society events during the week

PLEASE RATE EACH OF THE FOLLOWING:	MEMBERS					
	Average Rating N=93	Excellent-----Poor Location Location				
		5	4	3	2	1
Uptown (Louisiana and I-25)	3.5	30.1%	22.6%	20.4%	17.2%	9.7%
Journal Center along I-25 North	3.4	31.2%	22.6%	12.9%	18.3%	15.1%
Downtown Albuquerque	3.3	28.0%	21.5%	19.4%	11.8%	19.4%
University area	3.2	26.9%	20.4%	16.1%	17.2%	19.4%
Rio Rancho	2.2	18.3%	5.4%	9.7%	7.5%	59.1%
West Side	2.2	14.0%	9.7%	10.8%	16.1%	49.5%

PLEASE RATE EACH OF THE FOLLOWING:	MEMBERS				
	OVERALL N=93	Male N=47	Female N=46	Age: 33 or Less N=41	Age: 34 or More N=52
	Average	Average	Average	Average	Average
Uptown (Louisiana and I-25)	3.5	3.6	3.3	3.5	3.4
Journal Center along I-25 North	3.4	3.5	3.3	3.2	3.5
Downtown Albuquerque	3.3	3.2	3.4	3.4	3.2
University area	3.2	3.2	3.2	3.2	3.2
Rio Rancho	2.2	2.0	2.3	2.5	1.9
West Side	2.2	2.1	2.3	2.5	2.0

(continued)

PLEASE RATE EACH OF THE FOLLOWING:	NON-MEMBERS					
	Average Rating N=295	Excellent-----Poor Location Location				
		5	4	3	2	1
Uptown (Louisiana and I-25)	3.0	17.6%	16.9%	30.8%	12.5%	22.0%
Journal Center along I-25 North	2.8	13.9%	15.9%	32.2%	13.2%	24.7%
University area	2.7	13.2%	15.6%	27.1%	15.3%	28.8%
Downtown Albuquerque	2.6	11.2%	16.9%	24.7%	14.9%	32.2%
West Side	2.5	15.9%	14.6%	17.6%	9.2%	42.7%
Rio Rancho	2.3	15.9%	12.5%	12.2%	7.1%	52.2%

PLEASE RATE EACH OF THE FOLLOWING:	NON-MEMBERS						
	OVERALL N=295	Male N=80	Female N=215	Age: 33 or Less N=172	Age: 34 or More N=123	Income: Less than \$60,000 N=157	Income: \$60,000 or More N=98
	Average	Average	Average	Average	Average	Average	Average
Uptown (Louisiana and I-25)	3.0	3.0	2.9	3.1	2.8	2.9	3.0
Journal Center along I-25 North	2.8	2.7	2.9	2.8	2.8	2.7	3.1
University area	2.7	2.7	2.7	2.8	2.5	2.8	2.6
Downtown Albuquerque	2.6	2.4	2.7	2.7	2.4	2.6	2.6
West Side	2.5	2.6	2.5	2.5	2.5	2.2	3.1
Rio Rancho	2.3	2.4	2.3	2.3	2.3	2.0	2.8

22. (Members Only) Did you attend at least one Young Leaders' Society educational event in the past year?

ATTEND EDUCATIONAL EVENT?	MEMBERS					
	OVERALL		Male N=47	Female N=46	Age: 33 or Less N=41	Age: 34 or More N=52
	COUNT N=93	%	%	%	%	%
Yes	33	35.5%	36.2%	34.8%	34.1%	36.5%
No	51	54.8%	61.7%	47.8%	53.7%	55.8%
Don't recall	9	9.7%	2.1%	17.4%	12.2%	7.7%

23. (Members Only) If they were at a suitable time, how often would you like to be able to attend Young Leaders' Society educational events?

HOW OFTEN WOULD YOU BE ABLE TO ATTEND?	MEMBERS					
	OVERALL		Male N=47	Female N=46	Age: 33 or Less N=41	Age: 34 or More N=52
	COUNT N=93	%	%	%	%	%
Once a month	18	19.4%	19.1%	19.6%	26.8%	13.5%
Once every two months	18	19.4%	21.3%	17.4%	14.6%	23.1%
Once a quarter	36	38.7%	38.3%	39.1%	36.6%	40.4%
Once or twice a year	17	18.3%	14.9%	21.7%	17.1%	19.2%
Not at all	4	4.3%	6.4%	2.2%	4.9%	3.8%

24. (Members and Non-Members) On a scale of 1 to 5, where 5 is very interesting and 1 is not at all interesting, please rate your interest in each of the following types of Young Leaders' Society speakers:

PLEASE RATE YOUR INTEREST IN THE FOLLOWING:	MEMBERS					
	Average Rating N=93	Very -----Not At All Interesting Interesting				
		5	4	3	2	1
Business leader	4.0	9.5%	21.7%	29.2%	14.6%	25.1%
Philanthropist	4.0	11.9%	19.7%	30.2%	14.2%	24.1%
Big-name politician	2.9	6.4%	11.2%	24.4%	21.7%	36.3%
Sports figure	2.7	8.1%	12.2%	24.1%	16.3%	39.3%

PLEASE RATE YOUR INTEREST IN THE FOLLOWING:	MEMBERS				
	OVERALL N=93	Male N=47	Female N=46	Age: 33 or Less N=41	Age: 34 or More N=52
	Average	Average	Average	Average	Average
Business leader	4.0	4.0	3.9	3.9	4.0
Philanthropist	4.0	3.9	4.0	4.1	3.9
Big-name politician	2.9	2.9	3.0	2.9	3.0
Sports figure	2.7	2.6	2.8	2.7	2.8

PLEASE RATE YOUR INTEREST IN THE FOLLOWING:	NON-MEMBERS					
	Average Rating N=295	Very -----Not At All Interesting Interesting				
		5	4	3	2	1
Business leader	2.8	12.2%	19.7%	30.2%	13.9%	24.1%
Philanthropist	2.8	10.2%	20.7%	29.5%	15.3%	24.4%
Big-name politician	2.3	15.9%	14.6%	17.6%	9.2%	42.7%
Sports figure	2.3	8.1%	18.0%	26.8%	19.0%	28.1%

PLEASE RATE YOUR INTEREST IN THE FOLLOWING:	NON-MEMBERS						
	OVERALL N=295	Male N=80	Female N=215	Age: 33 or Less N=172	Age: 34 or More N=123		Income: \$60,000 or More N=98
	Average	Average	Average	Average	Average	Average	Average
Business leader	2.8	2.7	2.8	2.8	2.7	2.7	2.9
Philanthropist	2.8	2.6	2.9	2.8	2.8	2.6	3.1
Big-name politician	2.3	2.3	2.3	2.4	2.1	2.2	2.3
Sports figure	2.3	2.6	2.2	2.4	2.3	2.4	2.3

25. (Members Only) How often did you participate in Young Leaders' Society volunteer service projects in the past year?

HOW OFTEN DID YOU PARTICIPATE?	MEMBERS					
	OVERALL		Male N=47	Female N=46	Age: 33 or Less N=41	Age: 34 or More N=52
	COUNT N=93	%	%	%	%	%
More than four times	1	1.1%	0.0%	2.2%	2.4%	0.0%
Three to four times	3	3.2%	4.3%	2.2%	2.4%	3.8%
Twice	9	9.7%	12.8%	6.5%	12.2%	7.7%
Once	18	19.4%	25.5%	13.0%	22.0%	17.3%
Never	62	66.7%	57.4%	76.1%	61.0%	71.2%

26. (Members Only) If they were at a suitable time, how often would you like to be able to attend Young Leaders' Society service events?

HOW OFTEN WOULD YOU LIKE TO ATTEND?	MEMBERS					
	OVERALL		Male N=47	Female N=46	Age: 33 or Less N=41	Age: 34 or More N=52
	COUNT N=93	%	%	%	%	%
Once a month	15	16.1%	10.6%	21.7%	24.4%	9.6%
Once every two months	17	18.3%	23.4%	13.0%	22.0%	15.4%
Once a quarter	35	37.6%	36.2%	39.1%	34.1%	40.4%
Once or twice a year	18	19.4%	19.1%	19.6%	12.2%	25.0%
Not at all	8	8.6%	10.6%	6.5%	7.3%	9.6%

27. (Members and Non-Members) On a scale of 1 to 5, where 5 is very interesting and 1 is not at all interesting, please rate your interest in each of the following types of service projects:

PLEASE RATE YOUR INTEREST IN EACH OF THE FOLLOWING:	MEMBERS					
	Average Rating N=93	Very -----Not At All Interesting Interesting				
		5	4	3	2	1
Tutoring or reading to an individual	3.5	25.8%	26.9%	28.0%	7.5%	11.8%
Serving on Board of Directors	3.2	23.7%	26.9%	18.3%	9.7%	21.5%
Construction	3.0	11.8%	32.3%	25.8%	6.5%	23.7%
Painting	2.9	14.0%	22.6%	22.6%	19.4%	21.5%
Landscaping	2.9	10.8%	24.7%	32.3%	12.9%	19.4%
Fundraising	2.5	10.8%	15.1%	23.7%	18.3%	32.3%

PLEASE RATE YOUR INTEREST IN EACH OF THE FOLLOWING:	MEMBERS				
	OVERALL N=93	Male N=47	Female N=46	Age: 33 or Less N=41	Age: 34 or More N=52
	Average	Average	Average	Average	Average
Tutoring or reading to an individual	3.5	3.3	3.7	3.6	3.4
Serving on Board of Directors	3.2	3.2	3.2	3.5	3.0
Construction	3.0	3.6	2.5	2.9	3.1
Painting	2.9	2.8	3.0	3.0	2.8
Landscaping	2.9	3.1	2.8	3.0	2.9
Fundraising	2.5	2.4	2.7	2.6	2.5

(continued)

PLEASE RATE YOUR INTEREST IN EACH OF THE FOLLOWING:	NON-MEMBERS					
	Average Rating N=295	Very -----Not At All Interesting Interesting				
		5	4	3	2	1
Tutoring or reading to an individual	3.2	21.4%	25.1%	27.1%	9.5%	16.9%
Painting	2.8	12.2%	19.7%	30.2%	13.9%	24.1%
Landscaping	2.8	10.2%	20.7%	29.5%	15.3%	24.4%
Construction	2.6	8.1%	18.0%	26.8%	19.0%	28.1%
Fundraising	2.6	7.1%	18.6%	27.5%	19.7%	27.1%
Serving on Board of Directors	2.4	9.8%	12.9%	21.7%	19.3%	36.3%

PLEASE RATE YOUR INTEREST IN EACH OF THE FOLLOWING:	NON-MEMBERS						
	OVERALL N=295	Male N=80	Female N=215	Age: 33 or Less N=172	Age: 34 or More N=123	Income: Less than \$60,000 N=157	Income: \$60,000 or More N=98
	Average	Average	Average	Average	Average	Average	Average
Tutoring or reading to an individual	3.2	2.7	3.5	3.5	2.9	3.4	3.1
Painting	2.8	2.6	2.9	3.1	2.5	2.9	2.8
Landscaping	2.8	2.7	2.8	2.9	2.6	2.7	2.9
Construction	2.6	2.8	2.5	2.7	2.4	2.6	2.6
Fundraising	2.6	2.4	2.7	2.8	2.4	2.6	2.5
Serving on Board of Directors	2.4	2.2	2.5	2.6	2.2	2.3	2.6

28. (Members Only) Are there any other types of service projects you would be particularly interested in participating in?

ANY OTHER TYPES OF SERVICE PROJECTS?	MEMBERS					
	OVERALL		Male N=47	Female N=46	Age: 33 or Less N=41	Age: 34 or More N=52
	COUNT N=93	%	%	%	%	%
Yes	21	22.6%	78.7%	76.1%	73.2%	80.8%
No	72	77.4%	21.3%	23.9%	26.8%	19.2%

If Yes: Please describe.

- Children events (3)
- Working with sick children (2)
- Food and hunger projects (2)
- Assisting the elderly or needy
- City beautification, lobbying
- Environmental, river cleanup, animal care, etc.
- Short-term or one-time projects of any kind, not just labor
- Helping non-profits with their marketing opportunities
- Handicapped people
- Have YLS members orchestrate a drive of some sort in their workplace
- Homeless shelters
- Human relations with senior citizens
- Clothing bank
- Park/playground renovation for communities.
- Road Runner food bank
- Join with Habitat for Humanity
- Youth gang/violence prevention

29. (Members and Non-Members) If children were invited to attend service events, would you be more or less likely to attend than if they were not invited?

LIKELIHOOD OF ATTENDING:	MEMBERS					
	OVERALL		Male N=47	Female N=46	Age: 33 or Less N=41	Age: 34 or More N=52
	COUNT N=93	%	%	%	%	%
More likely	42	45.2%	38.3%	52.2%	43.9%	46.2%
No impact on my attendance	42	45.2%	53.2%	37.0%	43.9%	46.2%
Less likely	9	9.7%	8.5%	10.9%	12.2%	7.7%

LIKELIHOOD OF ATTENDING:	MEMBERS		
	OVERALL N=93	Children in Household N=53	No Children in Household N=39
	%	%	%
More likely	45.2%	75.5%	5.1%
No impact on my attendance	45.2%	20.8%	76.9%
Less likely	9.7%	3.8%	17.9%

LIKELIHOOD OF ATTENDING:	NON-MEMBERS			
	OVERALL		Male N=80	Female N=215
	COUNT N=295	%	%	%
More likely	98	33.2%	22.5%	37.2%
No impact on my attendance	160	54.2%	60.0%	52.1%
Less likely	37	12.5%	17.5%	10.7%

LIKELIHOOD OF ATTENDING:	NON-MEMBERS				
	OVERALL N=295	Age: 33 or Less N=172	Age: 34 or More N=123	Income: Less than \$60,000 N=157	Income: \$60,000 or More N=98
	%	%	%	%	%
More likely	33.2%	34.3%	31.7%	34.4%	31.6%
No impact on my attendance	54.2%	54.7%	53.7%	53.5%	54.1%
Less likely	12.5%	11.0%	14.6%	12.1%	14.3%

LIKELIHOOD OF ATTENDING:	NON-MEMBERS		
	OVERALL N=295	Children in Household N=191	No Children in Household N=104
	%	%	%
More likely	33.2%	43.5%	14.4%
No impact on my attendance	54.2%	46.6%	68.3%
Less likely	12.5%	9.9%	17.3%

30. (Members Only) Did you attend at least one Young Leaders' Society social networking events in the past year?

ATTEND AT LEAST ONE EVENT?	MEMBERS					
	OVERALL		Male N=47	Female N=46	Age: 33 or Less N=41	Age: 34 or More N=52
	COUNT N=93	%	%	%	%	%
Yes	36	38.7%	36.2%	41.3%	41.5%	36.5%
No	50	53.8%	55.3%	52.2%	51.2%	55.8%
Don't recall	7	7.5%	8.5%	6.5%	7.3%	7.7%

31. (Members Only) If they were at a suitable time, how often would you like to be able to attend Young Leaders' Society social events?

HOW OFTEN WOULD YOU LIKE TO BE ABLE TO ATTEND?	MEMBERS					
	OVERALL		Male N=47	Female N=46	Age: 33 or Less N=41	Age: 34 or More N=52
	COUNT N=93	%	%	%	%	%
Once a month	23	24.7%	21.3%	28.3%	31.7%	19.2%
Once every two months	13	14.0%	12.8%	15.2%	12.2%	15.4%
Once a quarter	30	32.3%	40.4%	23.9%	31.7%	32.7%
Once or twice a year	23	24.7%	19.1%	30.4%	24.4%	25.0%
Not at all	4	4.3%	6.4%	2.2%	0.0%	7.7%

32. (Members and Non-Members) On a scale of 1 to 5, where 5 is very interesting and 1 is not at all interesting, please rate your interest in each of the following types of Young Leaders' Society social events and venues

PLEASE RATE YOUR INTEREST IN EACH OF THE FOLLOWING:	MEMBERS					
	Average Rating N=93	Very -----Not At All Interesting Interesting				
		5	4	3	2	1
Cultural venues, e.g. at a museum or the theater	3.9	37.6%	34.4%	16.1%	7.5%	4.3%
Attending athletic events, e.g. Lobo games	3.7	41.9%	17.2%	17.2%	11.8%	11.8%
Family events with children welcome	3.7	37.6%	14.0%	24.7%	11.8%	11.8%
Restaurants	3.3	14.0%	36.6%	28.0%	12.9%	8.6%
Cocktail parties	3.0	22.6%	17.2%	19.4%	21.5%	19.4%
Events in private homes of community leaders	3.0	16.1%	23.7%	24.7%	15.1%	20.4%

PLEASE RATE YOUR INTEREST IN EACH OF THE FOLLOWING:	MEMBERS				
	OVERALL N=93	Male N=47	Female N=46	Age: 33 or Less N=41	Age: 34 or More N=52
	Average	Average	Average	Average	Average
Cultural venues, e.g. at a museum or the theater	3.9	3.9	4.0	4.0	3.9
Attending athletic events, e.g. Lobo games	3.7	3.7	3.6	3.8	3.5
Family events with children welcome	3.7	3.3	3.8	3.5	3.6
Restaurants	3.3	3.3	3.4	3.6	3.1
Cocktail parties	3.0	3.1	3.0	3.3	2.8
Events in private homes of community leaders	3.0	3.1	2.9	3.0	3.0

PLEASE RATE YOUR INTEREST IN EACH OF THE FOLLOWING:	MEMBERS		
	OVERALL N=93	Children in Household N=53	No Children in Household N=39
	Average	Average	Average
Cultural venues, e.g. at a museum or the theater	3.9	3.8	4.2
Attending athletic events, e.g. Lobo games	3.7	3.4	3.9
Family events with children welcome	3.7	4.2	2.7
Restaurants	3.3	3.1	3.6
Cocktail parties	3.0	2.7	3.5
Events in private homes of community leaders	3.0	2.9	3.2

(continued)

PLEASE RATE YOUR INTEREST IN EACH OF THE FOLLOWING:	NON-MEMBERS					
	Average Rating N=295	Very -----Not At All Interesting Interesting				
		5	4	3	2	1
Family events with children welcome	3.5	31.2%	22.0%	25.4%	8.5%	12.9%
Cultural venues, e.g. at a museum or the theater	3.4	24.4%	25.8%	26.4%	10.2%	13.2%
Restaurants	3.3	19.0%	29.2%	30.2%	9.5%	12.2%
Attending athletic events, e.g. Lobo games	2.9	18.0%	18.3%	23.4%	15.6%	24.7%
Events in private homes of community leaders	2.7	7.8%	17.3%	31.9%	20.0%	23.1%
Cocktail parties	2.5	9.5%	16.6%	25.1%	14.6%	34.2%

PLEASE RATE YOUR INTEREST IN EACH OF THE FOLLOWING:	NON-MEMBERS						
	OVERALL N=295	Male N=80	Female N=215	Age: 33 or Less N=172	Age: 34 or More N=123	Income: Less than \$60,000 N=157	Income: \$60,000 or More N=98
	Average	Average	Average	Average	Average	Average	Average
Family events with children welcome	3.5	3.3	3.6	3.5	3.5	3.4	3.6
Cultural venues, e.g. at a museum or the theater	3.4	3.1	3.5	3.5	3.2	3.4	3.5
Restaurants	3.3	3.2	3.4	3.4	3.2	3.2	3.6
Attending athletic events, e.g. Lobo games	2.9	3.0	2.8	3.0	2.7	3.0	2.9
Events in private homes of community leaders	2.7	2.4	2.8	2.8	2.5	2.6	2.7
Cocktail parties	2.5	2.3	2.6	2.7	2.3	2.5	2.6

PLEASE RATE YOUR INTEREST IN EACH OF THE FOLLOWING:	NON-MEMBERS		
	OVERALL N=295	Children in Household N=191	No Children in Household N=104
	Average	Average	Average
Family events with children welcome	3.5	3.8	2.9
Cultural venues, e.g. at a museum or the theater	3.4	3.3	3.5
Restaurants	3.3	3.2	3.5
Attending athletic events, e.g. Lobo games	2.9	2.9	2.9
Events in private homes of community leaders	2.7	2.6	2.9
Cocktail parties	2.5	2.4	2.8

33. (Members and Non-Members) If children were invited to attend social events, would you be more or less likely to attend than if they were not invited?

LIKELIHOOD OF ATTENDING:	MEMBERS					
	OVERALL		Male N=47	Female N=46	Age: 33 or Less N=41	Age: 34 or More N=52
	COUNT N=93	%	%	%	%	%
More likely	40	43.0%	38.3%	47.8%	46.3%	40.4%
No impact on my attendance	38	40.9%	46.8%	34.8%	39.0%	42.3%
Less likely	15	16.1%	14.9%	17.4%	14.6%	17.3%

LIKELIHOOD OF ATTENDING:	MEMBERS		
	OVERALL N=93	Children in Household N=53	No Children in Household N=39
	%	%	%
More likely	43.0%	71.7%	5.1%
No impact on my attendance	40.9%	22.6%	64.1%
Less likely	16.1%	5.7%	30.8%

LIKELIHOOD OF ATTENDING:	NON-MEMBERS			
	OVERALL		Male N=80	Female N=215
	COUNT N=295	%	%	%
More likely	112	38.0%	28.8%	41.4%
No impact on my attendance	146	49.5%	58.8%	46.0%
Less likely	37	12.5%	12.5%	12.6%

LIKELIHOOD OF ATTENDING:	NON-MEMBERS				
	OVERALL N=295	Age: 33 or Less N=172	Age: 34 or More N=123	Income: Less than \$60,000 N=157	Income: \$60,000 or More N=98
	%	%	%	%	%
More likely	38.0%	38.4%	37.4%	34.4%	45.9%
No impact on my attendance	49.5%	50.0%	48.8%	52.9%	40.8%
Less likely	12.5%	11.6%	13.8%	12.7%	13.3%

LIKELIHOOD OF ATTENDING:	NON-MEMBERS		
	OVERALL N=295	Children in Household N=191	No Children in Household N=104
	%	%	%
More likely	38.0%	51.3%	13.5%
No impact on my attendance	49.5%	41.4%	64.4%
Less likely	12.5%	7.3%	22.1%

34. (Members and Non-Members) What is your age?

AGE:	MEMBERS			
	OVERALL		Male N=47	Female N=46
	COUNT N=93	%	%	%
33 or Less	41	44.1%	36.2%	52.2%
34 or More	52	55.9%	63.8%	47.8%
Average	34.8		35.5	34.2

AGE:	NON-MEMBERS			
	OVERALL		Male N=80	Female N=215
	COUNT N=297	%	%	%
33 or Less	173	58.2%	40.0%	65.1%
34 or More	124	41.8%	60.0%	34.9%
Average	31.9		33.9	31.2

AGE:	NON-MEMBERS		
	OVERALL N=297	Income: Less than \$60,000 N=157	Income: \$60,000 or More N=98
	%	%	%
33 or Less	58.2%	66.9%	50.0%
34 or More	41.8%	33.1%	50.0%
Average	31.9	31.1	32.9

35. (Members and Non-Members) What is your gender?

GENDER:	MEMBERS			
	OVERALL		Age: 33 or Less N=41	Age: 34 or More N=52
	COUNT N=93	%	%	%
Male	47	50.5%	41.5%	57.7%
Female	46	49.5%	58.5%	42.3%

GENDER:	NON-MEMBERS					
	OVERALL N=295		Age: 33 or Less N=172	Age: 34 or More N=123	Income: Less than \$60,000 N=157	Income: \$60,000 or More N=98
	%		%	%	%	%
Male	80	27.1%	18.6%	39.0%	28.0%	30.6%
Female	215	72.9%	81.4%	61.0%	72.0%	69.4%

36. (Members and Non-Members) What is the number of adults (18 or over) in your household?

NUMBER OF ADULTS:	MEMBERS					
	OVERALL		Male N=47	Female N=46	Age: 33 or Less N=41	Age: 34 or More N=52
	COUNT N=93	%	%	%	%	%
One	25	26.9%	29.8%	23.9%	24.4%	28.8%
Two	63	67.7%	61.7%	73.9%	68.3%	67.3%
Three or more	5	5.4%	8.5%	2.2%	7.3%	3.8%

NUMBER OF ADULTS:	NON-MEMBERS			
	OVERALL		Male N=80	Female N=215
	COUNT N=295	%	%	%
One	58	19.7%	13.8%	21.9%
Two	192	65.1%	72.5%	62.3%
Three or more	45	15.3%	13.8%	15.8%

NUMBER OF ADULTS:	NON-MEMBERS				
	OVERALL N=295	Age: 33 or Less N=172	Age: 34 or More N=123	Income: Less than \$60,000 N=157	Income: \$60,000 or More N=98
	%	%	%	%	%
One	19.7%	19.2%	20.3%	27.4%	6.1%
Two	65.1%	64.5%	65.9%	58.6%	77.6%
Three or more	15.3%	16.3%	13.8%	14.0%	16.3%

37. (Members and Non-Members) Do any children under age 18 live in your household?

CHILDREN LIVE IN HOUSEHOLD?	MEMBERS					
	OVERALL		Male N=47	Female N=46	Age: 33 or Less N=40	Age: 34 or More N=52
	COUNT N=92	%	%	%	%	%
Yes	53	57.6%	51.1%	64.4%	52.5%	61.5%
No	39	42.4%	48.9%	35.6%	47.5%	38.5%

CHILDREN LIVE IN HOUSEHOLD?	NON-MEMBERS			
	OVERALL		Male N=80	Female N=215
	COUNT N=295	%	%	%
Yes	191	64.7%	63.8%	65.1%
No	104	35.3%	36.3%	34.9%

CHILDREN LIVE IN HOUSEHOLD?	NON-MEMBERS				
	OVERALL N=295	Age: 33 or Less N=172	Age: 34 or More N=123	Income: Less than \$60,000 N=157	Income: \$60,000 or More N=98
	%	%	%	%	%
Yes	64.7%	61.6%	69.1%	65.0%	67.3%
No	35.3%	38.4%	30.9%	35.0%	32.7%

38. (Members and Non-Members) Which of the following best describes your background?

ETHNICITY:	MEMBERS					
	OVERALL		Male N=47	Female N=46	Age: 33 or Less N=41	Age: 34 or More N=52
	COUNT N=93	%	%	%	%	%
Anglo	52	55.9%	51.1%	60.9%	61.0%	51.9%
Hispanic	25	26.9%	31.9%	21.7%	24.4%	28.8%
Mixed race	5	5.4%	4.3%	6.5%	4.9%	5.8%
Black/African American	3	3.2%	2.1%	4.3%	4.9%	1.9%
Native American	1	1.1%	2.1%	0.0%	0.0%	1.9%
Asian American	0	0.0%	0.0%	0.0%	0.0%	0.0%
Other	1	1.1%	0.0%	2.2%	0.0%	1.9%
Prefer not to answer	6	6.5%	8.5%	4.3%	4.9%	7.7%

ETHNICITY:	NON-MEMBERS			
	OVERALL		Male N=80	Female N=215
	COUNT N=295	%	%	%
Anglo	166	56.3%	62.5%	54.0%
Hispanic	69	23.4%	16.3%	26.0%
Mixed race	16	5.4%	6.3%	5.1%
Black/African American	14	4.7%	6.3%	4.2%
Native American	6	2.0%	2.5%	1.9%
Asian American	5	1.7%	0.0%	2.3%
Other	8	2.7%	2.5%	2.8%
Prefer not to answer	11	3.7%	3.8%	3.7%

ETHNICITY:	NON-MEMBERS				
	OVERALL N=295	Age: 33 or Less N=172	Age: 34 or More N=123	Income: Less than \$60,000 N=157	Income: \$60,000 or More N=98
	%	%	%	%	%
Anglo	56.3%	53.5%	60.2%	60.5%	55.1%
Hispanic	23.4%	25.0%	21.1%	23.6%	25.5%
Mixed race	5.4%	4.7%	6.5%	5.1%	4.1%
Black/African American	4.7%	5.2%	4.1%	1.9%	6.1%
Native American	2.0%	1.2%	3.3%	1.9%	2.0%
Asian American	1.7%	2.3%	0.8%	1.3%	2.0%
Other	2.7%	3.5%	1.6%	2.5%	3.1%
Prefer not to answer	3.7%	4.7%	2.4%	3.2%	2.0%

39. (Members and Non-Members) What is the highest level of education you have had the opportunity to complete:

EDUCATION LEVEL:	MEMBERS					
	OVERALL		Male N=47	Female N=46	Age: 33 or Less N=41	Age: 34 or More N=52
	COUNT N=93	%	%	%	%	%
Some high school	2	2.2%	4.3%	0.0%	4.9%	0.0%
High school graduate	0	0.0%	0.0%	0.0%	0.0%	0.0%
Some college/associate degree/vocational certificate	13	14.0%	6.4%	21.7%	14.6%	13.5%
College graduate (4 years)	36	38.7%	38.3%	39.1%	39.0%	38.5%
Some graduate work	8	8.6%	10.6%	6.5%	7.3%	9.6%
Graduate degree	32	34.4%	38.3%	30.4%	34.1%	34.6%
Prefer not to answer	2	2.2%	2.1%	2.2%	0.0%	3.8%

EDUCATION LEVEL:	NON-MEMBERS			
	OVERALL		Male N=80	Female N=215
	COUNT N=295	%	%	%
Some high school	3	1.0%	1.3%	0.9%
High school graduate	40	13.6%	17.5%	12.1%
Some college/associate degree/vocational certificate	128	43.4%	43.8%	43.3%
College graduate (4 years)	60	20.3%	20.0%	20.5%
Some graduate work	16	5.4%	5.0%	5.6%
Graduate degree	42	14.2%	11.3%	15.3%
Prefer not to answer	6	2.0%	1.3%	2.3%

EDUCATION LEVEL:	NON-MEMBERS				
	OVERALL N=295	Age: 33 or Less N=172	Age: 34 or More N=123	Income: Less than \$60,000 N=157	Income: \$60,000 or More N=98
	%	%	%	%	%
Some high school	1.0%	1.7%	0.0%	1.9%	0.0%
High school graduate	13.6%	12.8%	14.6%	17.2%	7.1%
Some college/associate degree/vocational certificate	43.4%	48.8%	35.8%	51.0%	36.7%
College graduate (4 years)	20.3%	20.9%	19.5%	17.8%	24.5%
Some graduate work	5.4%	7.0%	3.3%	5.1%	7.1%
Graduate degree	14.2%	8.1%	22.8%	7.0%	23.5%
Prefer not to answer	2.0%	0.6%	4.1%	0.0%	1.0%

40. (Members and Non-Members) Which category best describes your total household income:

HOUSEHOLD INCOME LEVEL:	MEMBERS					
	OVERALL		Male N=46	Female N=45	Age: 33 or Less N=39	Age: 34 or More N=52
	COUNT N=91	%	%	%	%	%
Less than \$10,000	0	0.0%	0.0%	0.0%	0.0%	0.0%
\$10,000 to \$19,999	0	0.0%	0.0%	0.0%	0.0%	0.0%
\$20,000 to \$29,999	1	1.3%	2.6%	0.0%	2.7%	0.0%
\$30,000 to \$39,999	2	2.6%	0.0%	5.3%	5.4%	0.0%
\$40,000 to \$59,999	8	10.5%	18.4%	2.6%	8.1%	12.8%
\$60,000 to \$99,999	25	32.9%	26.3%	39.5%	43.2%	23.1%
\$100,000 to \$149,999	28	36.8%	36.8%	36.8%	35.1%	38.5%
\$150,000 and over	12	15.8%	15.8%	15.8%	5.4%	25.6%
Prefer not to answer	15	16.5%	17.4%	15.6%	5.1%	25.0%
Median ²		\$103,571	\$103,571	\$103,571	\$91,250	\$118,333

HOUSEHOLD INCOME LEVEL:	NON-MEMBERS			
	OVERALL		Male N=80	Female N=215
	COUNT N=295	%	%	%
Less than \$10,000	8	3.1%	4.1%	2.8%
\$10,000 to \$19,999	15	5.9%	2.7%	7.2%
\$20,000 to \$29,999	35	13.7%	13.5%	13.8%
\$30,000 to \$39,999	42	16.5%	14.9%	17.1%
\$40,000 to \$59,999	57	22.4%	24.3%	21.5%
\$60,000 to \$99,999	63	24.7%	27.0%	23.8%
\$100,000 to \$149,999	26	10.2%	8.1%	11.0%
\$150,000 and over	9	3.5%	5.4%	2.8%
Prefer not to answer	40	13.6%	7.5%	15.8%
Median		\$49,825	\$52,778	\$48,718

HOUSEHOLD INCOME LEVEL:	NON-MEMBERS		
	OVERALL N=295	Age: 33 or Less N=172	Age: 34 or More N=123
	%	%	%
Less than \$10,000	3.1%	3.2%	3.0%
\$10,000 to \$19,999	5.9%	9.1%	1.0%
\$20,000 to \$29,999	13.7%	19.5%	5.0%
\$30,000 to \$39,999	16.5%	13.6%	20.8%
\$40,000 to \$59,999	22.4%	22.7%	21.8%
\$60,000 to \$99,999	24.7%	22.7%	27.7%
\$100,000 to \$149,999	10.2%	8.4%	12.9%
\$150,000 and over	3.5%	0.6%	7.9%
Prefer not to answer	13.6%	10.5%	17.9%
Median	\$49,825	\$44,286	\$59,091

² The Median is only for those who gave their household income level.
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41. (Members and Non-Members) Do you have any comments or suggestions?

MEMBERS:

- I appreciate the club and all it has to offer. (2)
- I feel the YLS has a lot of potential to bring the importance of philanthropy to the young professional community and create an atmosphere conducive to building the skill sets of our future leaders.
- I just signed up for this because I wanted to be more active in my community to make a difference and wasn't sure what avenue to take.
- I like the survey - very good that this type of data is being collected. Will help you streamline programs and events to better serve the members of YLS.
- I think if you alternate educational events with social events you might have a better turnout, so YLS members don't feel overwhelmed.
- I think the contact I've had with the YLS has been great.
- More breakfast meetings at UNM.

NON-MEMBERS:

- Too busy to volunteer at this time. (2)
- Thank you for making me more aware of local organizations.
- Make more information available about this organization, possibly on the city of Albuquerque's website: www.cabq.gov.
- I was completely unaware of the YLS of United Way...they really need to advertise in the Business Outlook of the Albuquerque Journal.
- I give my time to Samaritan's purse and at my church.
- I don't think i would support any event that is connected to the United Way.
- Give information on charities that are looking for volunteers now.
- Fundraiser things all great.
- All charitable giving (time and money) should be done through the local New Testament Church.

ALL REMAINING QUESTIONS WERE ASKED OF NON-MEMBERS ONLY:

42. Have you participated in a charitable organization in the past 12 months?

HAVE YOU PARTICIPATED IN A CHARITABLE ORGANIZATION IN THE PAST 12 MONTHS?	NON-MEMBERS			
	OVERALL		Male N=80	Female N=215
	COUNT N=297	%	%	%
Yes	143	48.1%	40.0%	51.2%
No	154	51.9%	60.0%	48.8%

HAVE YOU PARTICIPATED IN A CHARITABLE ORGANIZATION IN THE PAST 12 MONTHS?	NON-MEMBERS				
	OVERALL N=297	Age: 33 or Less N=173	Age: 34 or More N=124	Income: Less than \$60,000 N=157	Income: \$60,000 or More N=98
	%	%	%	%	%
Yes	143	41.6%	57.3%	42.0%	59.2%
No	154	58.4%	42.7%	58.0%	40.8%

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

HAVE YOU DONATED MONEY?	NON-MEMBERS			
	OVERALL		Male N=80	Female N=215
	COUNT N=297	%	%	%
Yes	175	58.9%	51.3%	61.4%
No	104	35.0%	41.3%	33.0%
Don't recall	18	6.1%	7.5%	5.6%

HAVE YOU DONATED MONEY?	NON-MEMBERS				
	OVERALL N=297	Age: 33 or Less N=173	Age: 34 or More N=124	Income: Less than \$60,000 N=157	Income: \$60,000 or More N=98
	%	%	%	%	%
Yes	58.9%	52.0%	68.5%	49.0%	72.4%
No	35.0%	40.5%	27.4%	42.7%	26.5%
Don't recall	6.1%	7.5%	4.0%	8.3%	1.0%

44. Have you heard of United Way of Central New Mexico?

HEARD OF UNITED WAY OF CENTRAL NEW MEXICO?	NON-MEMBERS			
	OVERALL		Male N=80	Female N=215
	COUNT N=297	%	%	%
Yes	226	76.1%	71.3%	77.7%
No	71	23.9%	28.8%	22.3%

HEARD OF UNITED WAY OF CENTRAL NEW MEXICO?	NON-MEMBERS				
	OVERALL N=297	Age: 33 or Less N=173	Age: 34 or More N=124	Income: Less than \$60,000 N=157	Income: \$60,000 or More N=98
	%	%	%	%	%
Yes	76.1%	72.8%	80.6%	75.2%	78.6%
No	23.9%	27.2%	19.4%	24.8%	21.4%

45. 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	NON-MEMBERS						
	Average Rating ³ N=226	Very Effective ----- Very Ineffective					No Opinion
		5	4	3	2	1	
	3.6	22.7%	36.0%	24.7%	10.0%	6.7%	33.6%

PLEASE RATE THE EFFECTIVENESS OF UNITED WAY OF CENTRAL NEW MEXICO	NON-MEMBERS						
	OVERALL N=226	Male N=57	Female N=167	Age: 33 or Less N=126	Age: 34 or More N=100	Income: Less than \$60,000 N=118	Income: \$60,000 or More N=106
	Average	Average	Average	Average	Average	Average	Average
	3.6	3.4	3.6	3.7	3.4	3.6	3.5

³ The average is only for those who rated the question, N=150.
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46. Are you employed outside of your home?

EMPLOYED OUTSIDE OF YOUR HOME?	NON-MEMBERS			
	OVERALL		Male N=80	Female N=215
	COUNT N=297	%	%	%
Yes	216	72.7%	83.8%	68.4%
No	81	27.3%	16.3%	31.6%

EMPLOYED OUTSIDE OF YOUR HOME?	NON-MEMBERS				
	OVERALL N=297	Age: 33 or Less N=173	Age: 34 or More N=124	Income: Less than \$60,000 N=157	Income: \$60,000 or More N=98
	%	%	%	%	%
Yes	72.7%	67.6%	79.8%	70.1%	77.6%
No	27.3%	32.4%	20.2%	29.9%	22.4%

47. Was a United Way campaign conducted in your workplace in the past 12 months?

UNITED WAY CAMPAIGN CONDUCTED?	NON-MEMBERS			
	OVERALL		Male N=67	Female N=147
	COUNT N=216	%	%	%
Yes	63	29.2%	23.9%	30.6%
No	121	56.0%	61.2%	54.4%
Don't know	32	14.8%	14.9%	15.0%

UNITED WAY CAMPAIGN CONDUCTED?	NON-MEMBERS				
	OVERALL N=216	Age: 33 or Less N=117	Age: 34 or More N=99	Income: Less than \$60,000 N=110	Income: \$60,000 or More N=76
	%	%	%	%	%
Yes	29.2%	21.4%	38.4%	28.2%	31.6%
No	56.0%	62.4%	48.5%	53.6%	55.3%
Don't know	14.8%	16.2%	13.1%	18.2%	13.2%

48. Have you heard of the United Way Young Leaders' Society (YLS)?

HEARD OF THE UNITED WAY YOUNG LEADERS SOCIETY?	NON-MEMBERS			
	OVERALL		Male N=80	Female N=215
	COUNT N=297	%	%	%
Yes	26	8.8%	7.5%	8.4%
No	271	91.2%	92.5%	91.6%

HEARD OF THE UNITED WAY YOUNG LEADERS SOCIETY?	NON-MEMBERS				
	OVERALL N=297	Age: 33 or Less N=173	Age: 34 or More N=124	Income: Less than \$60,000 N=157	Income: \$60,000 or More N=98
	%	%	%	%	%
Yes	8.8%	7.5%	10.5%	8.3%	9.2%
No	91.2%	92.5%	89.5%	91.7%	90.8%

49. Are you a member of the Young Leaders' Society?

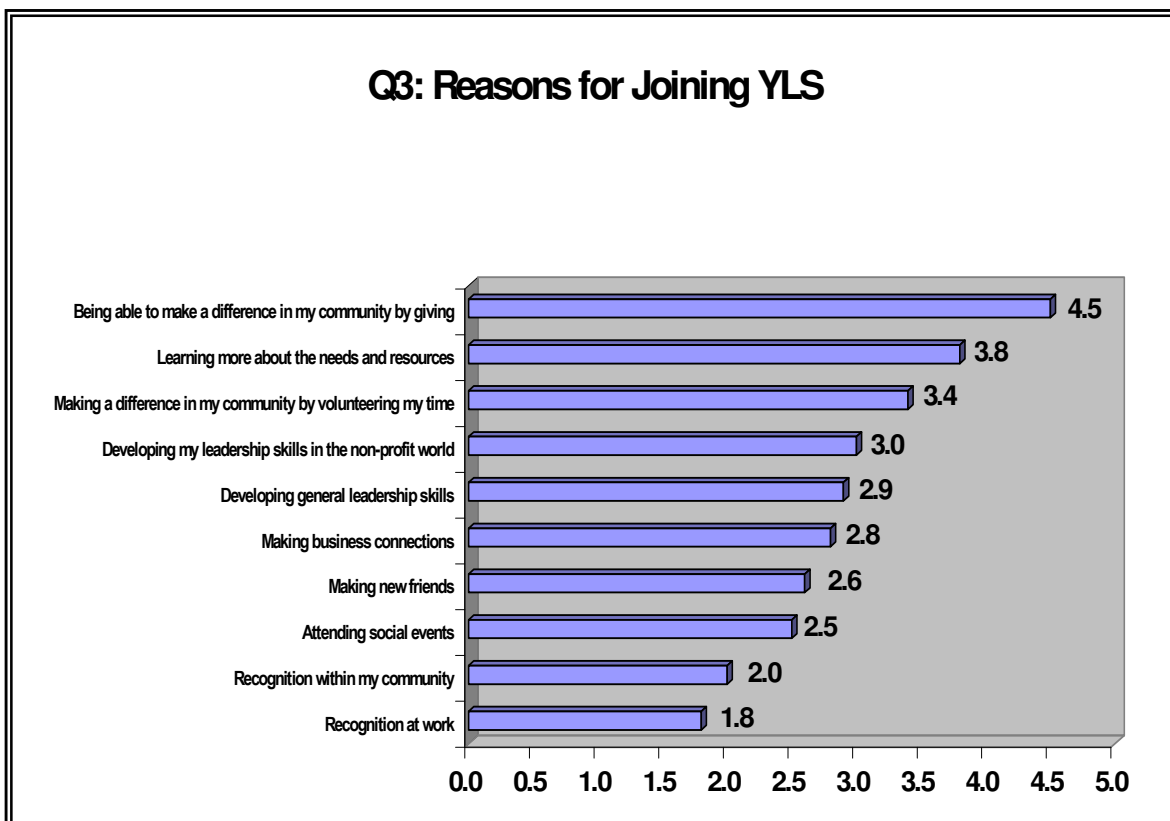
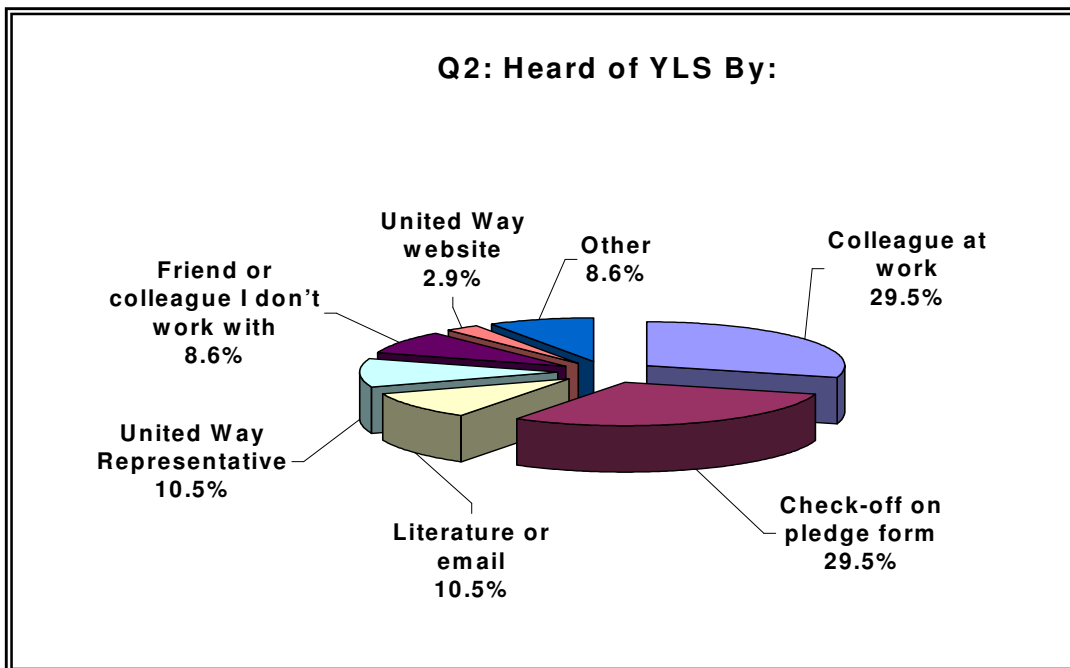
MEMBER OF YOUNG LEADERS' SOCIETY?	NON-MEMBERS	
	OVERALL	
	COUNT N=26	%
Yes	2	7.7%
No	24	92.3%

50. Does membership in this type of organization interest you?

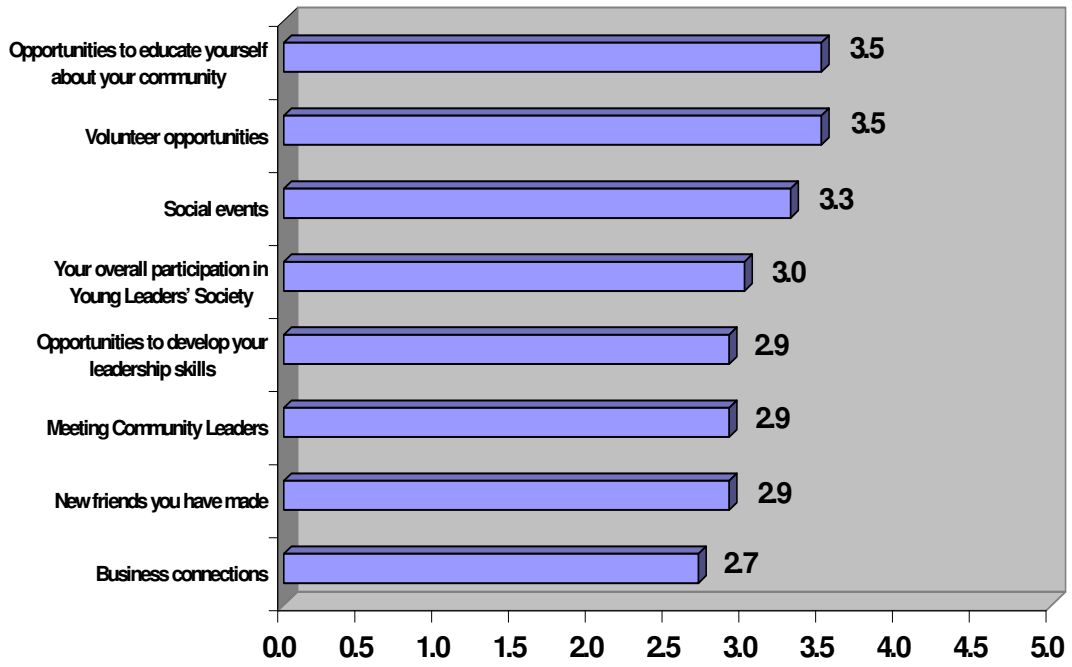
MEMBERSHIP INTEREST YOU?	NON-MEMBERS			
	OVERALL		Male N=80	Female N=215
	COUNT N=295	%	%	%
Yes	25	8.5%	7.5%	8.8%
No	98	33.2%	20.0%	38.1%
Maybe	172	58.3%	72.5%	53.0%

MEMBERSHIP INTEREST YOU?	NON-MEMBERS				
	OVERALL N=295	Age: 33 or Less N=172	Age: 34 or More N=123	Income: Less than \$60,000 N=157	Income: \$60,000 or More N=98
	%	%	%	%	%
Yes	8.5%	8.7%	8.1%	5.7%	12.2%
No	33.2%	36.6%	28.5%	32.5%	34.7%
Maybe	58.3%	54.7%	63.4%	61.8%	53.1%

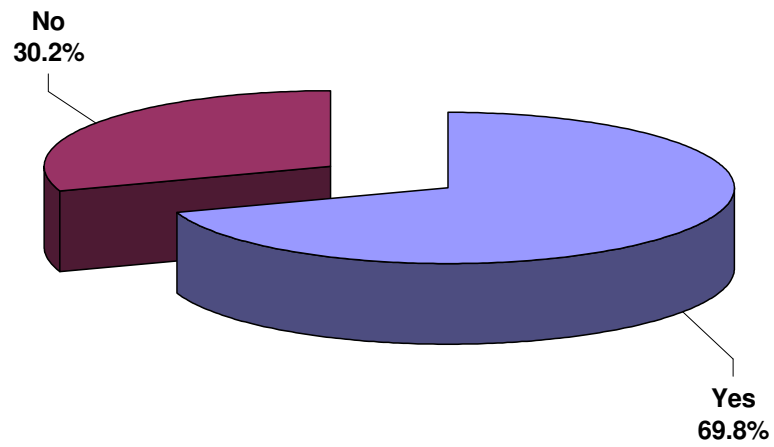
All Charts Apply to YLS Members Only:



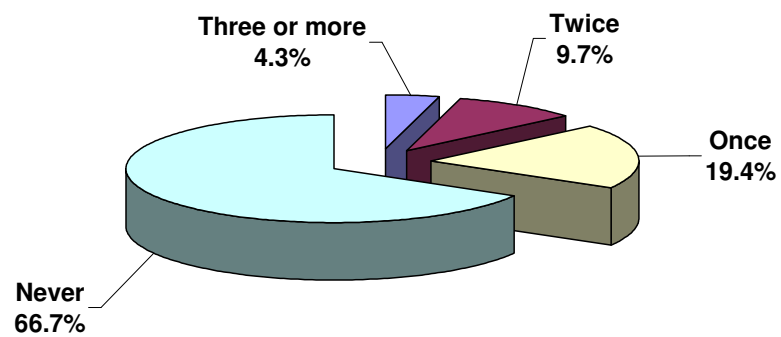
Q5: Satisfaction with YLS Experiences



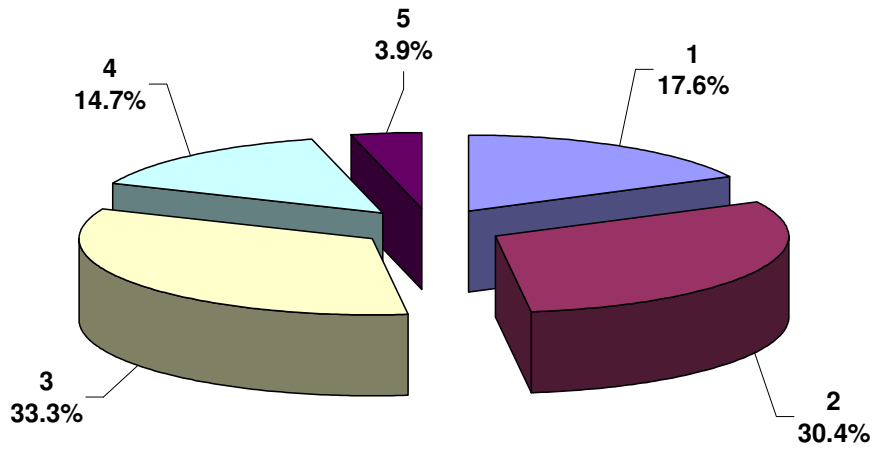
Q8: Participated in Volunteer Projects Outside of YLS in Past Year



Q25: Participation in YLS Service Projects in Past Year

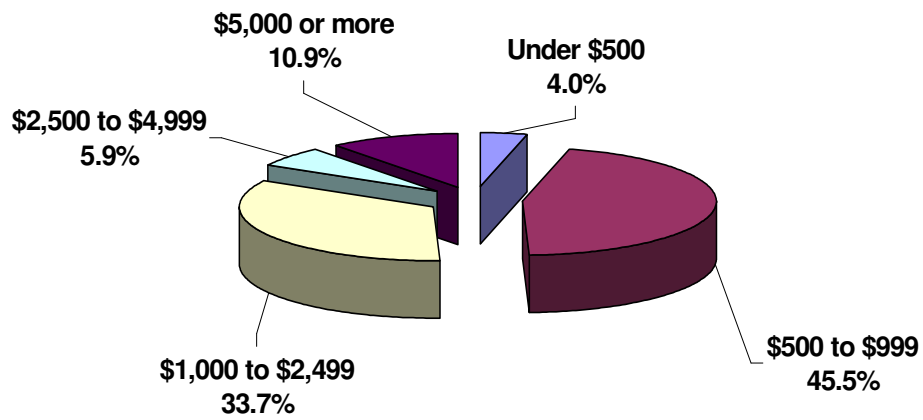


Q11: Level of Commitment to YLS (On a scale of 1-5)



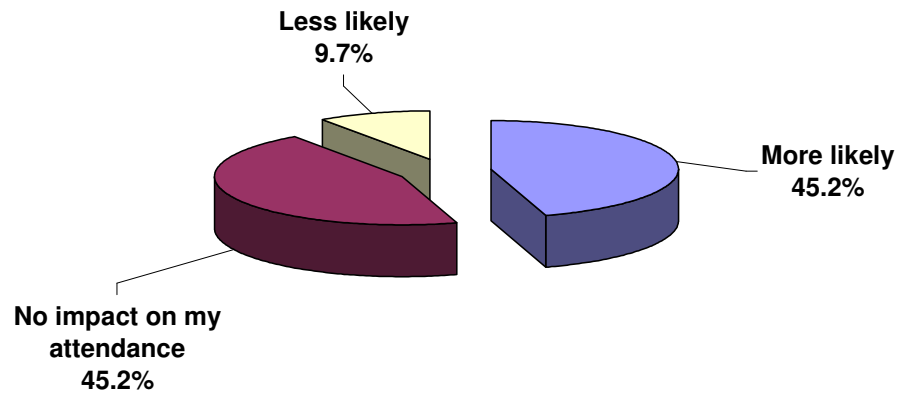
Average: 2.6

Q14: Level of Giving to UWCNM

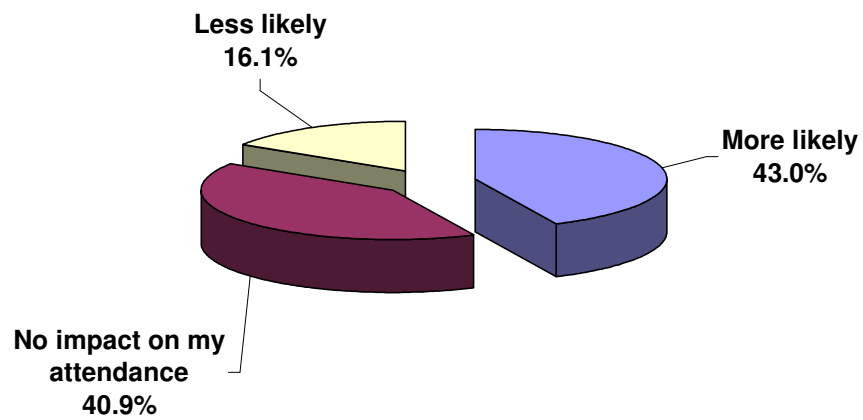


Median: \$1,044

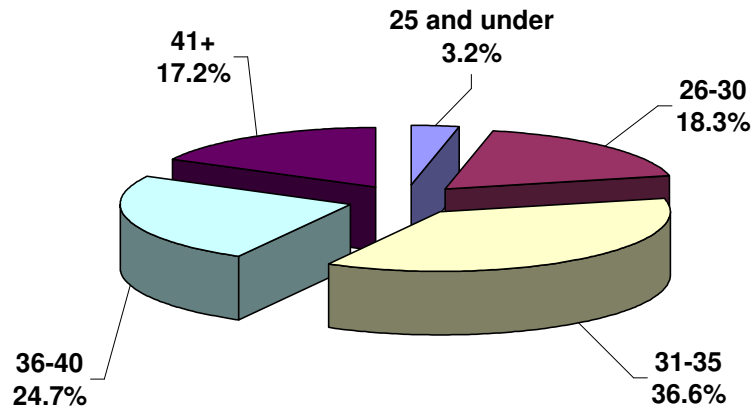
Q29: Impacts of Children on Attendance at Service Events



Q33: Impacts of Children on Attendance at Social Events

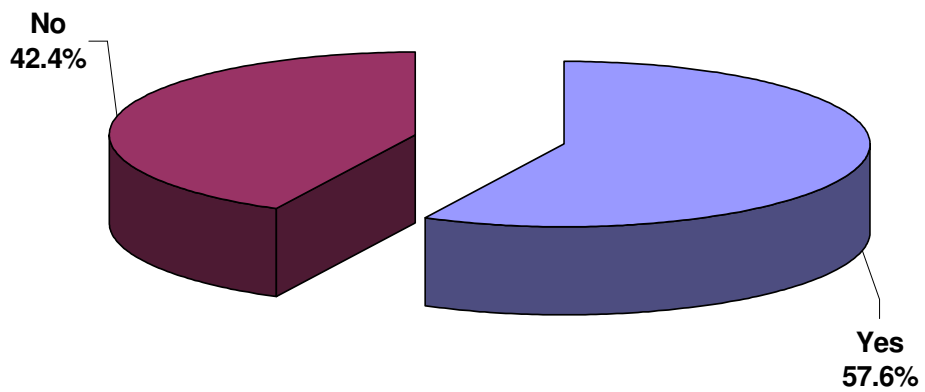


Q34: Age Distribution

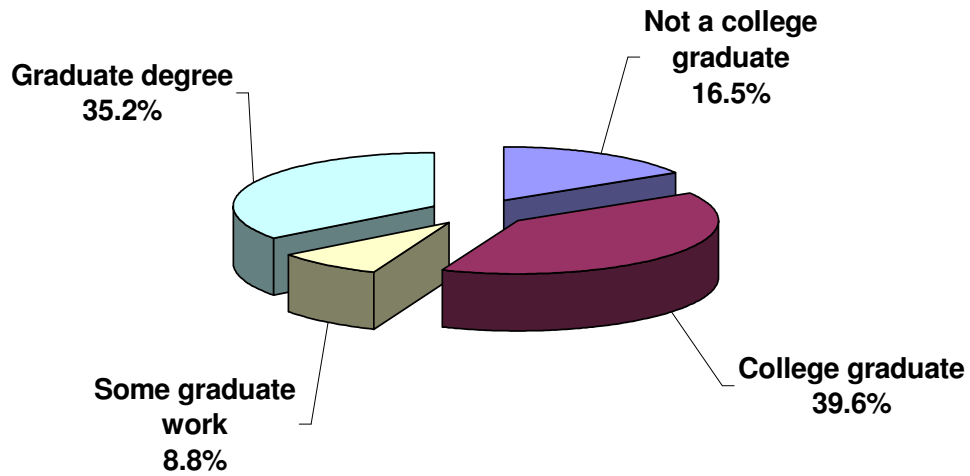


Average: 34.8

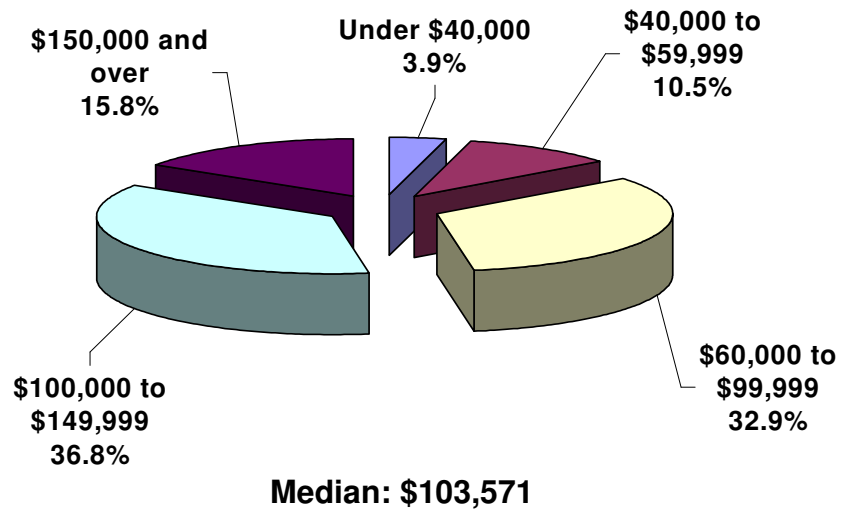
Q37: Children in Household



Q39: Educational Level



Q40: Income Level



APPENDIX

NON-MEMBERS ON-LINE SURVEY

Job number: 173649 **Project name:** United Way Young Leader's Society Study

Level of Complexity: Level 1 Level 2 Level 3

QRE Change History (highlight and note date, your initials, and what was modified):

11-13-07 11-14-07

Email Alert Letter Info Needed (NFO MYSURVEY Panel only):

SUBJECT: Charities

What survey is about:

Who the survey is for: age/sex on sample

MySurvey.com Info Needed:

Description for panelists to see:

For Whom?:

Group Numbers contained in sample file (PD to list all group numbers below):

- Group 1: Representative of those male and female head of households who are between the ages of 20-42 in the Albuquerque, NM counties of Bernalillo, Sandoval, Valencia, and Torrance.

Questions to be coded (list out question numbers, include any questions that open ends/other specifics are based off of):

Image Info Needed (if applicable):

GROUP # (if applicable)	FILE NAME (the name of the file sent)	IMAGE NAME (the name you want to appear throughout the survey, if applicable)	Image secure? (Y/N) Note: view rate ~95% if secure images

Quota Info:

Quota Name	Count	Quota Definition	Enforce?
Group 1	400	Group 1 completes	Yes

Filter Info (can be used on any report):

Standard Reportal Filters:

- Interview Start (date), Interview Status (complete, screened, etc.), Group Number (per above)

Custom Filters: (PD to list by Qu. number ("select one" only) or variable on sample file; all codes will be shown)

Reportal Topline Banner (to be used ONLY when viewing topline report):

Banner Point Name	Banner Point Definition

Who needs access to reports?

Internal Reportal Accounts (list by name of user)

Susan Santos; Rick Cain; Emily Johnson; Lisa Asburn

of Client Accesses Requested: 0

Any Additional Info PD Would Like To Communicate to Programmer:

SA. Have you participated in a charitable organization in the past 12 months? (Select one)

- Yes
- No

SB. What is your age? (Please type In)
TEXT BOX <18min> <75max>

IF QSB IS LESS THAN 20 OR GREATER THAN 42, TERMINATE

SC. Based on your answer to the previous question, you qualify for a survey about charities. This survey should take an an additional 9 minutes of your time. For your help, you'll earn an additional 30 MySurvey.com reward points. A total of 40 MySurvey.com reward points will be credited to your account upon completion of the 9 minute survey. Would you like to continue? (Select one)

Yes
No

IF QSC = NO, TERMINATE

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

Yes
No

IF Q1 = NO, SKIP TO Q2

1A. Please check each type of cause in which you participated. (Select all that apply)

Animal welfare
Arts
Children
Churches, Synagogues, etc.
Disabilities
Education
Environment
Health/hospitals
Housing
Hunger
Life skills
Poverty
Teenagers (youth)
Senior citizens
Other (Please specify) TEXT BOX

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

Yes
No
Don't recall

3. Have you heard of United Way of Central New Mexico? (Select one)

Yes
No

IF Q3 = NO, SKIP TO Q7

4. 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. (Select one)

5 = Very effective

- 4
- 3
- 2
- 1= Very ineffective
- No Opinion

5. Have you made a charitable contribution to United Way in the past 12 months? **(Select one)**

- Yes
- No
- Don't recall

IF Q5 = NO OR DON'T RECALL, SKIP TO Q7

6. Over the past 12 months, how much money in total did members of your household contribute to United Way? **(Type in a whole number)**

\$ _____ **<0min> <99999999max>**

7. Are you employed outside of your home? **(Select one)**

- Yes
- No

IF Q7 = NO, SKIP TO Q9

8. Was a United Way campaign conducted in your workplace in the past 12 months? **(Select one)**

- Yes
- No
- Don't know

9. Have you heard of the United Way Young Leaders' Society (YLS)? **(Select One)**

- Yes
- No

IF Q9 = NO, SKIP TO Q11

10. Are you a member of the Young Leaders' Society? **(Select one)**

- Yes
- No

IF Q10 = YES, CONTINUE WITH Q10A

IF Q10 = NO, SKIP TO Q11

10A. There are some questions in this survey that are being hosted by one of our research partners on their website. When you click NEXT QUESTION, you will be linked to those questions at the partner website and after approximately one week you will be awarded the MySurvey.com Reward Points for your participation. Please note that a few of the questions may appear similar and we apologize for the inconvenience.

We want you to know the following so you that you can make an informed decision about participation.

- **The MySurvey.com privacy policy also applies to our partner site**
- **No personal identifying information will be shared with our partner**

Would you like to continue? (Select one)

Yes
No

IF Q10A = YES, DIRECT RESPONDENTS TO XXX WEBSITE. RESPONDENTS WILL RECEIVE FULL POINTS.
IF Q10A = NO, SKIP TO "THANK YOU FOR YOUR PARTICIPATION" AND CLOSE OUT AS NORMAL SO
RESPONDENTS WILL RECEIVE FULL POINTS

11. *The Young Leaders' Society (YLS) is a group of passionate, dedicated individuals age 42 and under who believe that by investing their time, talent, and resources, they can affect lasting change in their community. The Young Leaders' Society provides its members with a variety of educational and leadership development programs, opportunities to provide community service, and social activities. Members contribute at least \$500 to United Way each year.*

Does membership in this type of organization interest you? **(Select one)**

Yes
Maybe
No

12. Do you participate in any of the following organizations? **(Select all that apply)**

20-30 Club of Albuquerque
Albuquerque Community Foundation - Future Fund
Junior League of Albuquerque
Albuquerque Chamber of Commerce - Young Executives Association
None of the above

13. On a scale of 1 to 5, where 5 is very important and 1 is not at all important, how important would each of the following reasons be for participating in Young Leaders' Society? **(Select one for each)**

5=Very important
4
3
2
1=Not at all important

Being able to make a difference in my community by giving
Being able to make a difference in my community by volunteering my time
Attending social events
Learning more about the needs and resources of my community
Making new friends
Making business connections
Developing my general leadership skills
Developing my leadership skills in the non-profit world
Recognition at work
Recognition within my community

14. On a scale of 1 to 5, where 5 is very interesting and 1 is not at all interesting, please rate your interest in each of the following types of Young Leaders' Society educational speakers. **(Select one for each)**

5=Very interesting
4
3
2
1=Not at all interesting

Big-name Politician

Sports figure
Business leader
Philanthropist

15. On a scale of 1 to 5, where 5 is an excellent time and 1 is a poor time, please rate each of the following times for you to attend Young Leaders' Society social or educational events **(Select one for each)**

5=Excellent time
4
3
2
1=Poor time

Weekday breakfast meetings
Weekday lunch meetings
Weekday meetings right after work
Saturday morning
Saturday afternoon

16. On a scale of 1 to 5, where 5 is very interesting and 1 is not at all interesting, please rate your interest in each of the following types of service projects. **(Select one for each)**

5=Very interesting
4
3
2
1=Not at all interesting

Construction
Painting
Landscaping
Tutoring or reading to an individual
Fundraising
Serving on Board of Directors

17. Do you prefer to participate in volunteer service projects on weekdays or weekends? **(Select one)**

Weekday
Weekend
No preference

IF Q17 = WEEKEND, SKIP TO Q18

- 17A. Which day of the week do you prefer? **(Select one)**

Monday
Tuesday
Wednesday
Thursday
Friday

18. If children were invited to attend service events, would you be more or less likely to attend than if they were not invited? **(Select one)**

More likely
No impact on my attendance
Less likely

19. On a scale of 1 to 5, where 5 is an excellent location and 1 is a poor location, please rate each of the following locations as a place for you to attend Young Leaders' Society events during the week. **(Select one for each)**

5=Excellent location

4

3

2

1=Poor location

Downtown Albuquerque

University area

Uptown (Louisiana and I-25)

Journal Center along I-25 North

Rio Rancho

20. On a scale of 1 to 5, where 5 is very interesting and 1 is not at all interesting, please rate your interest in each of the following types of Young Leaders' Society social events and venues. **(Select one for each)**

5=Very interesting

4

3

2

1=Not at all interesting

Attending athletic events, e.g. Lobo games

Cultural venues, e.g. at a museum or the theater

Cocktail parties

Events in the private homes of community leaders

Restaurants

Family events with children welcome

21. If children were invited to attend social events, would you be more or less likely to attend than if they were not invited? **(Select one)**

More likely

No impact on my attendance

Less likely

22. What is your gender? **(Select one)**

Male

Female

23. What is the number of adults (18 **years of age** or over) in your household? **(Select one)**

One

Two

Three or more

24. Do any children under age 18 live in your household? **(Select one)**

Yes

No

25. **Which of the following best describes your background?** (Select one)

Anglo

Hispanic

Native American
Asian American
Black/African American
Mixed race
Other
Prefer not to answer

26. What is the highest level of education you have had the opportunity to complete? (Select one)

Some high school
High school graduate
Some college/associate degree/vocational certificate
College graduate (4 years)
Some graduate work
Graduate degree
Prefer not to answer

27. Which category best describes your total household income? (Select one)

Less than \$10,000
\$10,000 to \$19,999
\$20,000 to \$29,999
\$30,000 to \$39,999
\$40,000 to \$59,999
\$60,000 to \$99,999
\$100,000 to \$149,999
\$150,000 and over
Prefer not to answer

28. Do you have any comments or suggestions? (Please type in below and be as specific as possible). **If nothing comes to mind, please type N/A.**

TEXT BOX

Thank you for your participation!

END OF SURVEY

YLS INTEL SUMMARY

October 8, 2007

On October 8, 2007, a focus group was held with four YLS members at Intel. Two were of each gender; two were Hispanic and two were Anglo. A summary of the findings follows. Items in **bold** indicate areas of consensus.

1. **What is the level of awareness of UWCNM among the eligible age group?**
 - **UW is well known**
 - **UW is particularly well known at Intel**

2. **What is the level of awareness of YLS among the eligible age group?**
 - **YLS is not well known**
 - **Awareness is low, even at Intel**

3. **How do most people initially hear about YLS?**
 - **Word of mouth or in the work place**
 - **Pledge form**
 - Email

4. **How can this number be increased?**
 - **Invite friends to attend YLS events**

5. **When should students first be exposed to UWCNM?**
 - **Expose kids to the importance of giving at an early age**
 - Involve the youth in volunteer efforts with their families

6. **What motivates people to join YLS?**
 - **Remind them to check the box on the pledge form**
 - **Networking (for social purposes)**
 - **To learn about community needs and help the community**
 - To take a leadership role
 - **To make a difference**
 - It is better to have fewer members who are more active and make a bigger impact

7. **What causes are of greatest interest?**
 - **Varies with each person**
 - Examples include: Children's Cancer Society, Rape Crisis Center, Planned Parenthood, environmental groups, children (e.g. Food for Kids), families in crisis
 - Don't limit YLS to those under age 42, make it for the young at heart

8. **What types of messages would be most effective?**
 - **Speak with passion about the good work that is done**
 - Educate about the \$500 donation requirement

- Target specific people
 - Explore the demographics and passions of existing YLS members
 - **Use events to recruit**
 - Target folks within companies
 - **Emphasize service and active participation**
- 9. Where should the messages be placed? (particularly to reach those not working in large organizations)**
- **Word of mouth to friends (using YLS “ambassadors”)**
 - Geographic clusters of small businesses, e.g. in Old Town; could tie into events like Arts Crawl or luminaria lighting
 - Networking events like Chamber of Commerce, WESTT Corp
- 10. What causes them to drop out?**
- **Lack of opportunities to participate**
 - **YLS not delivering on promises**
 - Activities not of interest
- 11. What types of events and activities are of the greatest interest to YLS members? To yourselves?**
- Lobo game (with family and friends)
 - Family service events
 - Agency visits (best at lunch time)
 - Service activities, including activities performed at work
- 12. Do the younger YLS members and the older ones have different needs or interests as members? If so, how do they differ?**
- **Younger members more into networking and learning about their community**
 - **Older members more into activities with existing family and friends**
- 13. How do interests differ between those with children and those without?**
- **Need family events for those with kids**
 - Hold singles events for singles
- 14. What types of recognition are most appropriate for YLS members?**
- **Free food and drinks**
 - **Free events, e.g. Lobo tickets, theater tickets, Balloon Fiesta**
 - **Less interest in recognition in the book or plaques/trophies**
- 15. Do you have any other comments or suggestions?**
- Focus on service work
 - Show folks what the next level of UW will be like for them

YLS LEADERS SUMMARY

September 26, 2007

On September 26, 2007, a focus group was held with three YLS leaders. A summary of the findings follows. Items in **bold** indicate areas of consensus.

16. What is the level of awareness of UWCNM among the eligible age group?

- **UW is well known**

17. What is the level of awareness of YLS among the eligible age group?

- **YLS is not well known**
- **Less than 10% awareness**

18. How do most people initially hear about YLS?

- **Word of mouth or in the work place**

19. How can this number be increased?

- Hold visible community events
- Word of mouth if more YLS members are in service projects that they discuss with friends and colleagues
- Engage YLS members so they share their experiences

20. When should students first be exposed to UWCNM?

- **You can't start too early—certainly by age 18**
- **Expose kids to the importance of giving at an early age (e.g. parents doing this in church)**

21. What motivates people to join YLS?

- **Networking**
- **Recognition in the community and at work**
- **Opportunities for engagement** (and learning)

22. What causes are of greatest interest?

- **Varies with each person**
- Not just youth-related causes

23. What types of messages would be most effective?

- **Doing good—changing the world—making a difference**
- Find engaged members to share their interest in YLS
- **Share the impact/benefits of what they are doing**
- Provide first-hand experiences
- Offer personal connection between recipients and donors
- Don't offer unattractive images (kids with flies in their faces)

- Allow participants to give of their time/talent/treasure (3Ts), as a function of whatever they individually have more of to offer

24. Where should the messages be placed? (particularly to reach those not working in large organizations)

- Geographic clusters of small businesses
- Professional associations
- **Word of mouth—bring a friend**
- Branding YLS, e.g. t-shirts, pins

25. What causes them to drop out?

- **Not sufficiently engaged in UW**
- Commitment to other causes that seem more important
- **Not meeting their expectations or delivering on promises**
- **Insufficient feedback re the impact they are making**

26. Should there be a mentorship program for new members?

- **Ideally, yes; but insufficient mentors available**
- Hard to execute and hard to match interests/talents

27. What types of events and activities are of the greatest interest to YLS members? To yourselves?

- **Varies with interests and life stage—whatever will engage them**
- **Networking**
- Visioning with other leaders

28. Do the younger YLS members and the older ones have different needs or interests as members? If so, how do they differ?

- **There is a big difference by age**
- **Younger members have more time and less money**

29. How do interests differ by gender?

- **Not significantly**

30. How do interests differ between those with children and those without?

- **Need family events for those with kids**
- **Need cocktail parties and the like for those without kids**
- **It would be great to expose children in the families to UW**
- **Make sure the Council represents all interests**

31. What types of recognition are most appropriate for YLS members?

- Internal recognition for those in large organizations
- External recognition for those in small businesses
- Leaders in Giving Book
- Varies among individuals

32. What are the best ways of communicating with YLS members?

- We should ask them to find out
- **Electronically on their own time**
- Electronic post cards illustrating the impacts of their work
- Short email messages
- **No snail mail**
- After invitations emailed out, do follow-up emails with photos to show what occurred (this also provides recognition to participants)
- It's OK to provide links to a website in emails
- Subject line and recognizable sender are important in emails

YLS LEADERSHIP TEAM SUMMARY

October 10, 2007

On October 10, 2007, a focus group was held with six Leadership Team members at United Way. Two were women, and four were men. A summary of the findings follows. Items in **bold** indicate areas of consensus.

33. What is the level of awareness of YLS among the eligible age group?

- **YLS is not known outside of UW donors**
- **Awareness is low, even within UW**

34. How do most people initially hear about YLS?

- **Word of mouth or in the work place**
- **Pledge form**

35. How can this number be increased?

- Website and blogs
- Communicate where they are, e.g. UNM, ballgames, downtown
- Do more at work, using the communication tools and events available in each work place
- Maintain year-round visibility and activities at work
- UWCNM needs to commit to YLS
- Invite friends to events, e.g. give out 3 invitations with 2 to be passed on
- Encourage organizations (Sandia does this) to identify those under 42 who donate \$500 and to invite their participation
- Maybe UW should try to capture age (date of birth)

36. What motivates people to join YLS?

- Networking
- To do good and get a return on investment
- Recognition
- Social engagement outside the work place
- Curiosity
- To involve one's family
- To build community
- To meet other singles
- 42 is an odd cut-off age
- Celebrate their graduation when they are too old for YLS

37. What causes them to drop out?

- Not receiving value
- Being ignored at events
- People wanting a volunteer structure without commitment or no structure
- Lack interest in the activities offered
- Lack of accountability for what is promised to them

- No buzz
- Lack of personal attention/connection

38. Should there be a mentorship program?

- They should be personally thanked for joining
- **No, UW can't deliver consistent mentoring**

39. Do the younger YLS members and the older ones have different needs or interests as members? If so, how do they differ?

- The age difference is less important than having children
- But young folks don't want older folks at events

40. How do interests differ between those with children and those without?

- **Significantly**
- Hold singles events for singles

41. What types of recognition are most appropriate for YLS members?

- **Not plaques**
- Pride of participation/contributing
- Sense of belonging, but not snob appeal
- Branding would help
- Compile a list of YLS members for their exposure
- Provide a YLS membership card with perks, e.g. discounts at Starbucks

42. Do you have any other comments or suggestions?

- UWCNM needs to clarify why we are doing YLS: primarily to build and retain donors

YLS TEAM UNITED SUMMARY
October 10, 2007

On October 10, 2007, a focus group was held with ten Team United junior staff at United Way. Eight were women, and two were men. A summary of the findings follows. Items in **bold** indicate areas of consensus.

43. What is the level of awareness of UWCNM among the eligible age group?

- **UW is well known in Bernalillo County**
- **UW is not well known in Valencia and Sandoval Counties**

44. What is the level of awareness of YLS among the eligible age group?

- **YLS is not well known**
- Four of those present were not clear on the YLS mission

45. How do most people initially hear about YLS?

- Friends
- Pledge form
- Email invitation at work
- Events in the campaign
- Meetings with other organizations

46. How can this number be increased?

- Cross pollination with other organizations (e.g. Future Fund, Junior League, Lobo Club, 20-30 Club)
- Pool membership events with a group of attorneys or CPAs
- Invite to service projects
- Give ECMs more training on YLS, e.g. host a YLS breakfast prior to the ECM training
- Email a YLS powerpoint prior to the trainings
- Also train sub-ECMs re YLS
- Tell CEOs more about YLS
- Peer to peer (viral) marketing
- Put signs over drinking fountains at work
- Bring a friend to YLS events
- Hold events outside of Albuquerque (UW may need to host them)

47. What motivates people to join YLS?

- Connection
- The impacts that service projects make
- Opportunity for a pre-packaged volunteer activity
- Giving may lead to joining later
- Recognition
- It feels good

- Have senior staff identify potential leaders within an organization and nominate them for YLS
- **Don't pressure people to join**
- Clarify costs of YLS participation
- Clarify expectations and options available in YLS

48. What causes are of greatest interest?

- **Varies with each person**
- Crisis response
- Christmas needs
- Animals
- **It is better for UW to have multiple focuses than a specific programmatic focus (like at-risk youth)**

49. What types of messages would be most effective?

- Be passionate
- **Ask them to join once they donate \$500**
- Invite in groups and use peers (not their bosses) to avoid pressure
- **Give a personal invitation to membership drive parties and leave a written invitation with them (including the criteria for YLS)**

50. Where should the messages be placed? (particularly to reach those not working in large organizations)

- At UNM (e.g. in Daily Lobo)
- In work places
- Team with APS, e.g. via PTAs

51. What causes them to drop out?

- **Need to put energy into retention**

52. What types of events and activities are of the greatest interest to YLS members? To yourselves?

- Provide leadership in Make a Difference Day
- Have an annual UW event tied to a particular day (like MDA on Labor Day)
- Happy hour
- Some would not go to events in a stranger's home
- Family events
- Tailgate parties with alcohol
- Explora
- Wine tasting
- Abeyta opening (exclusive opportunities)
- Movie set
- Sports events
- Service projects with kids or seniors

- Assemble baskets at work
- Buy toys
- **Have a compelling story to get folks to service projects**
- The school greenhouse project is not that compelling

53. Do the younger YLS members and the older ones have different needs or interests as members? If so, how do they differ?

- **Interests differ by generation**
- Younger members more into political and environmental issues

54. How do interests differ between those with children and those without?

- Those with children care more about kid-related programs

55. What are the best ways of communicating with YLS members?

- Send a calendar of events with a magnet for posting every 6 months
- **Send notices out early with a reminder later**
- **Personalize emails**
- **Mail works if it is a post card**