

League of Women Voters Santa Fe Chapter 2025 Member Survey Results

Executive Summary

I. Background

The LWVSFC issued a survey in January 2025 to obtain updated and more focused information from LWVSFC membership. The aim was to gather information to help leadership improve membership participation by considering the views of members when 1) planning events/activities and 2) identifying priority issues for membership.

The survey was issued via postal mail January 6, 2025, and an email with link was sent via Constant Contact on January 7, 2025 – opening the survey until January 24. Excluding responses during testing, 56 responses were received. To elicit additional responses, LWVSFC sent out an additional message via Constant Contact on March 3, 2025, giving members until March 19, 2025 to respond. The second round elicited 10 responses, three of which were from people who previously had responded. The three duplicates were excluded, for a final unique number of 63 responses.

The overall response rate was 45.7%. The confidence level for our response rate is 90% confidence level with a $\pm 10.36\%$ margin of error.¹

II. Key Findings

- Demographics of respondents
 - Most respondents (53%) reported membership with the LWVSFC of 5 years or more, and nearly a third (29%) reported membership of 10 years or more.
 - The vast majority (95%) of respondents were 65 or older; two thirds (66%) were 75 or older.
- LWVSFC Activities of Interest
 - Substantive activities of interest - 10% or more of the respondents indicated they were most likely to participate in
 - a candidate forum,
 - lunch with a leader,
 - annual meeting, lunch with legislators, and/or
 - voter registration drives.
 - LWVSFC social activities of interest – at least 19% expressed interest in participating in
 - local educational or cultural tours,
 - membership coffee, and/or
 - book club.
- Timing of events: Respondents clearly preferred to attend events during the week (70%), with the highest percentage preferring midday/luncheon or late afternoon.

¹For example, if 50% of respondents answered "yes" to a question, we can be 90% confident that the true percentage in the full population is between 38% and 62%

- Reasons not to attend an event: The most significant reasons not to intend were lack of time, inconvenient time, and lack of interest.
- Potential increase in participation: Of those who responded, the vast majority (76%) indicated they would be more likely to attend an event if there were a hybrid option to attend remotely.
- Priority issues: The choices for priority issues were quite dispersed with no clear cutoff line in terms of convergence on priorities, but the top tier appears to be
 - Housing/food insecurity (8.6%)
 - Voting rights (8%)
 - Ethics/transparency in government (7.7%)
 - Health care (7.7%)
 - Collectively, water usage and treatment, climate change, land use and development, environmental protection, and natural resources conservation garnered the most responses - nearly 19 %.
- Method of communication.
 - Email is the preferred choice (84% checked email or either email or text).
 - Social media is not a popular information source. The printed voter guide is the most popular source of information, followed by website and constant contact emails, with at least 20% of respondents using these sources.

III. Recommended Next Steps

- Send out an email to all members thanking those who responded for taking the time to respond and noting that results will be shared in a future newsletter.
- Identify winners of visa cards and distribute the cards.
- Put key points or executive summary in the next newsletter.
- Develop a plan for providing hybrid activity options to enable remote participation.
- Take into account feedback on activities of interest and priority issues in the annual planning and committee meetings.
- Reach out to those who responded positively to question on whether League could reach out to them for further engagement.