United Way of Midland & Odessa
Community Needs Assessment
Results Presentation

November 2026

Market & Opinion Research

PROBOLSKY RESEARCH
539 W Commerce Street Suite 1564 Dallas TX 75208
(800) 492-9556

United Way of Midland & Odessa – Community Needs Assessment

Survey Methodology*

	Survey Details
Mode	Phone (landline and mobile) Online (mail, email, and text to web)
Language	English and Spanish
Length	15 minutes
Target Respondents	Residents of Martin, Midland, Upton, Crane, Ector, Brewster, Jeff Davis, Loving, Pecos, Reeves, Terrell, Ward, and Winkler Counties
Survey Fielding	August 5 - 31, 2026
Margin of Error	+/-4%
Survey Participants	600

Sample

The sample was developed from the consumer data. We mailed, emailed, texted, and called residents. We matched the demographics of Martin, Midland, Upton, Crane, Ector, Brewster, Jeff Davis, Loving, Pecos, Reeves, Terrell, Ward, and Winkler Counties.

Data Collection Explained

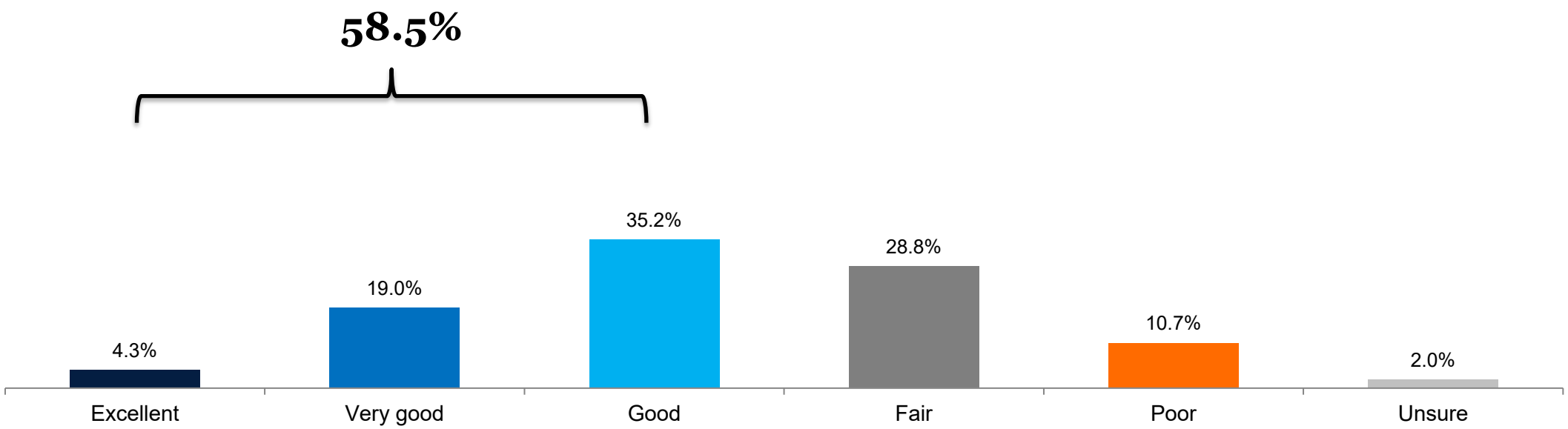
Interviews were conducted by phone (33%) and online survey methods (67%). Phone participants were interviewed through landline (25%) and mobile (75%) calls. Online participants were invited by mail (2%), email (49%), and text message (49%) to access the survey by computer, tablet, or smart phone.

Respondents in all modes chose their preferred language, English (88%) and Spanish (12%).

Security measures precluded individuals from completing the survey more than once.

59% rate their community quality of life as excellent, very good, or good

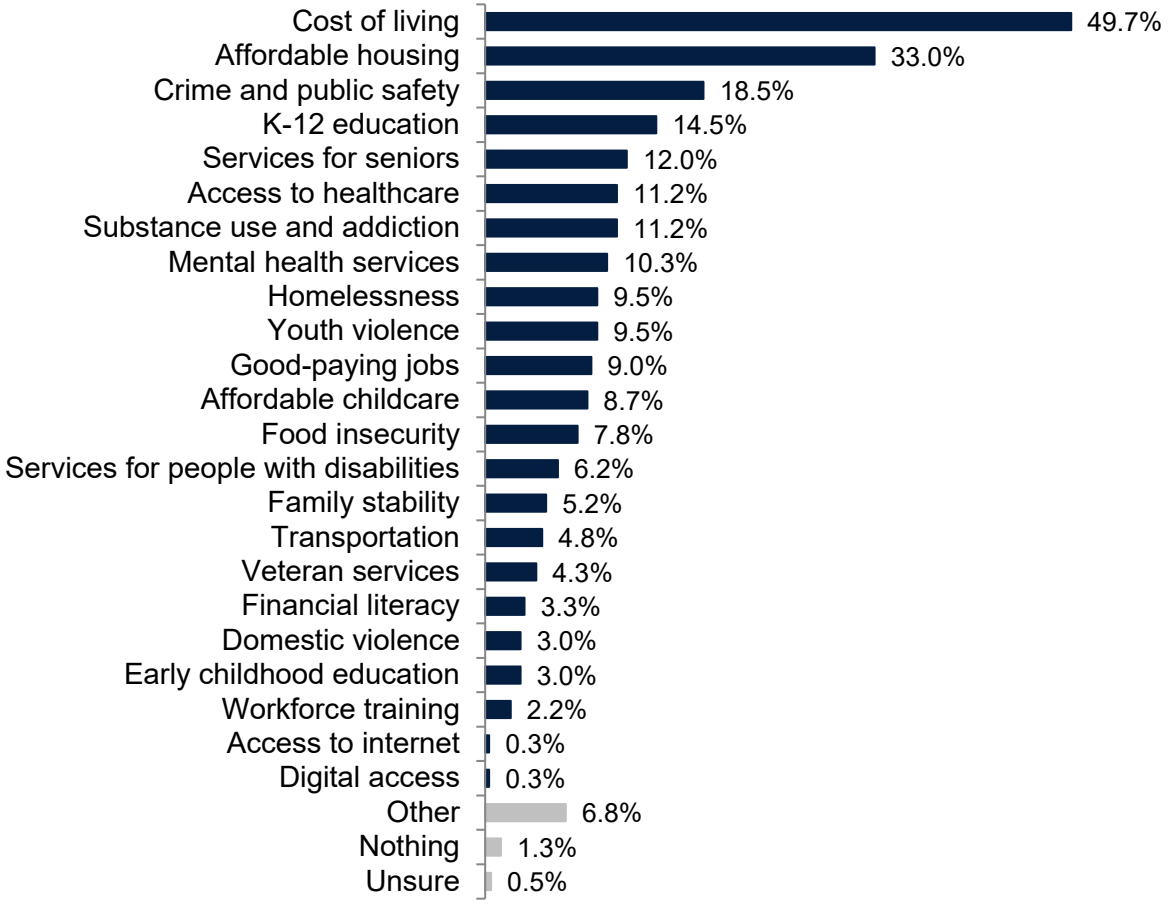
Question 1: Overall, how would you rate the quality of life in your community?



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Cost of living is the biggest challenge residents are facing

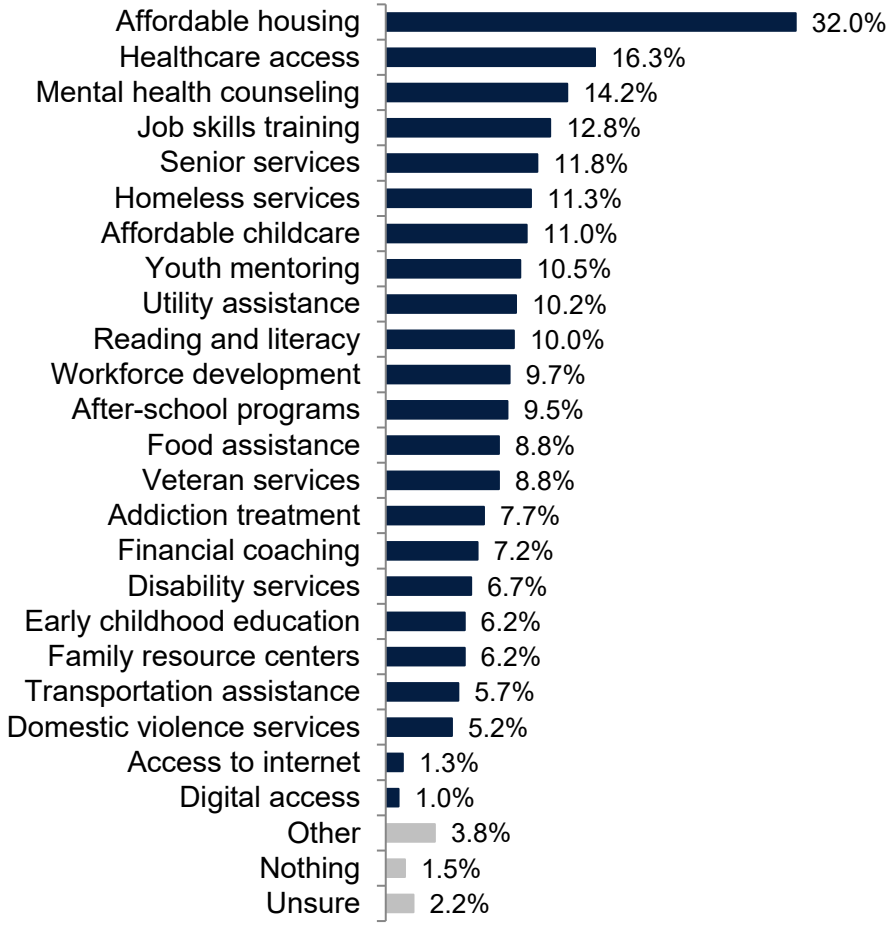
Question 2: In your opinion, what are the biggest challenges facing your community today? Select up to three.



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Affordable housing is the top priority for more community investment

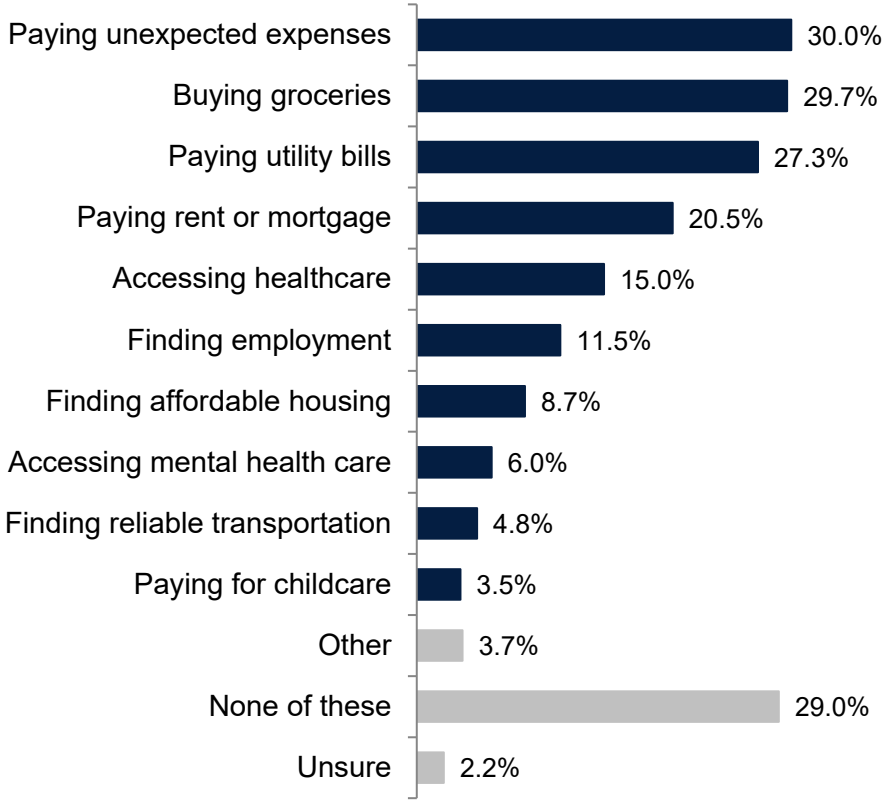
Question 3: Thinking about the next five years, which areas should receive **more** community investment? Select up to three.



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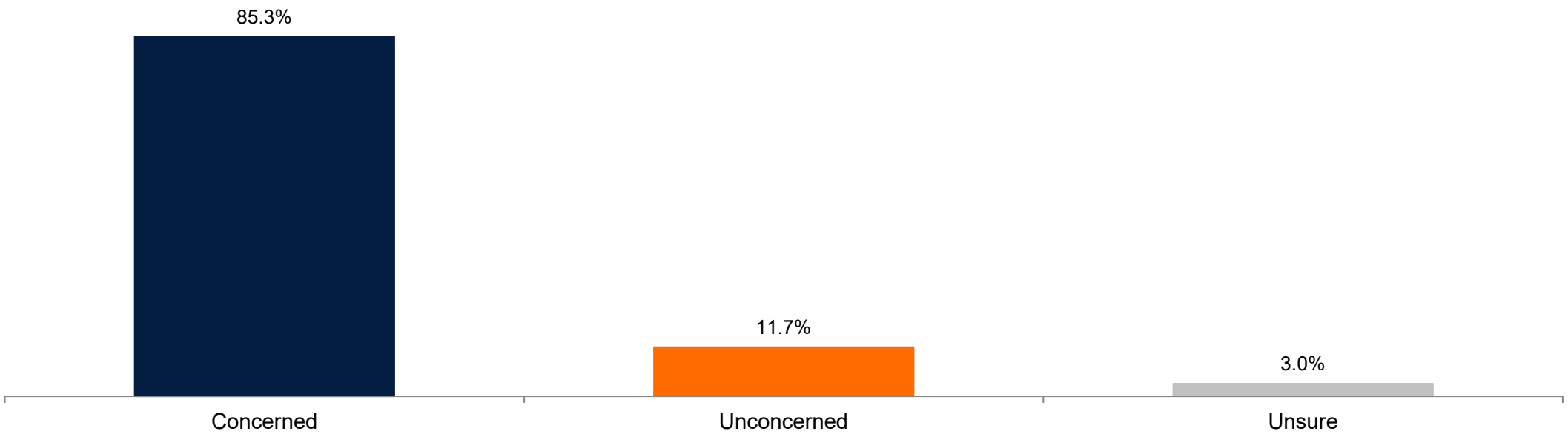
Unexpected expenses, groceries, and utility bills are the most common troubles facing residents

Question 4: During the past 12 months, has your household had trouble with any of the following? Select all that apply.



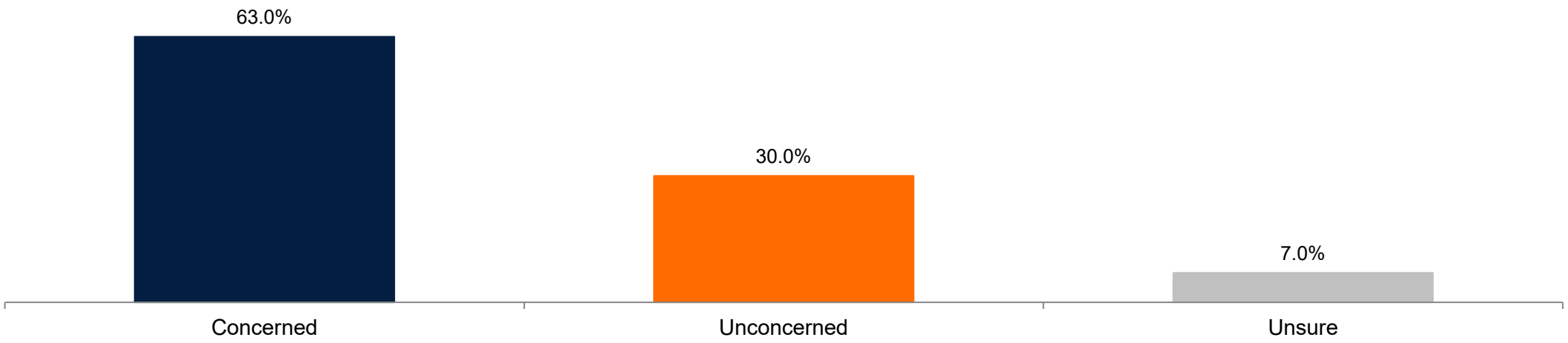
85% are concerned about housing affordability

Question 5: How concerned are you about **housing affordability**?



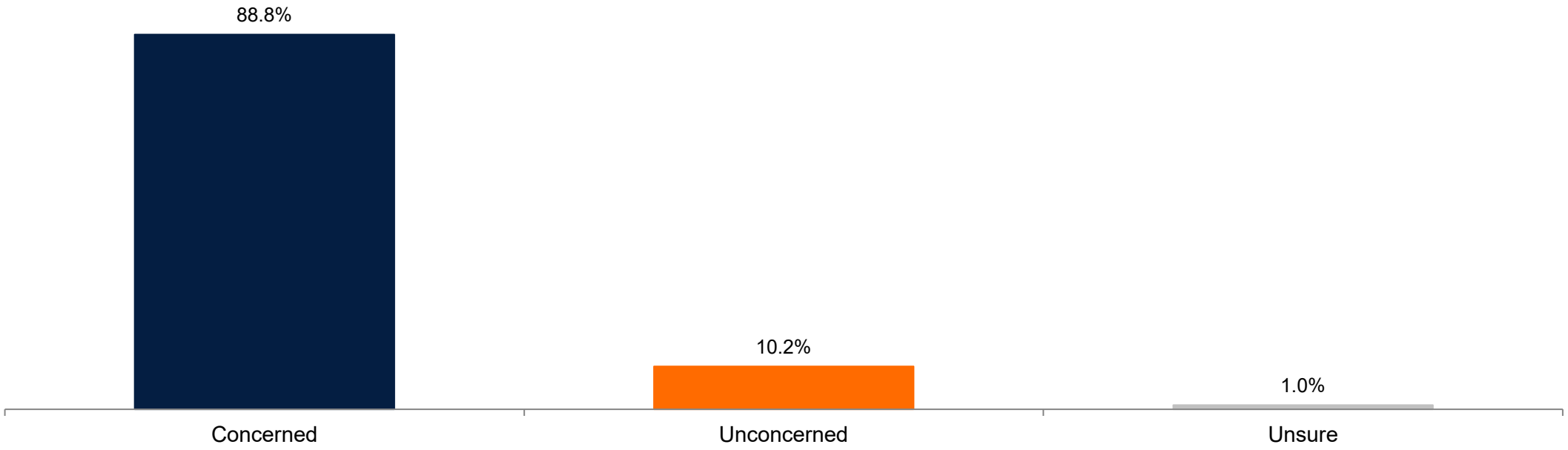
63% are concerned about childcare affordability

Question 6: How concerned are you about **childcare affordability**?



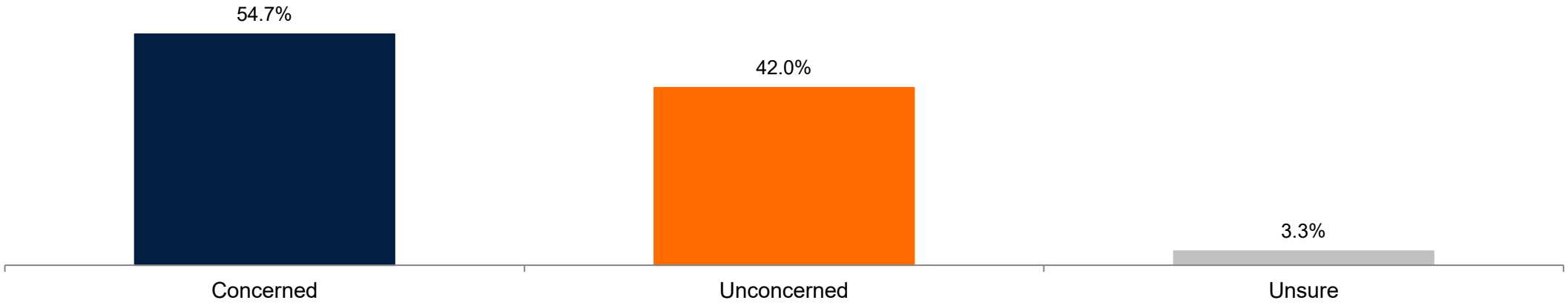
89% are concerned about food affordability

Question 7: How concerned are you about **food affordability**?



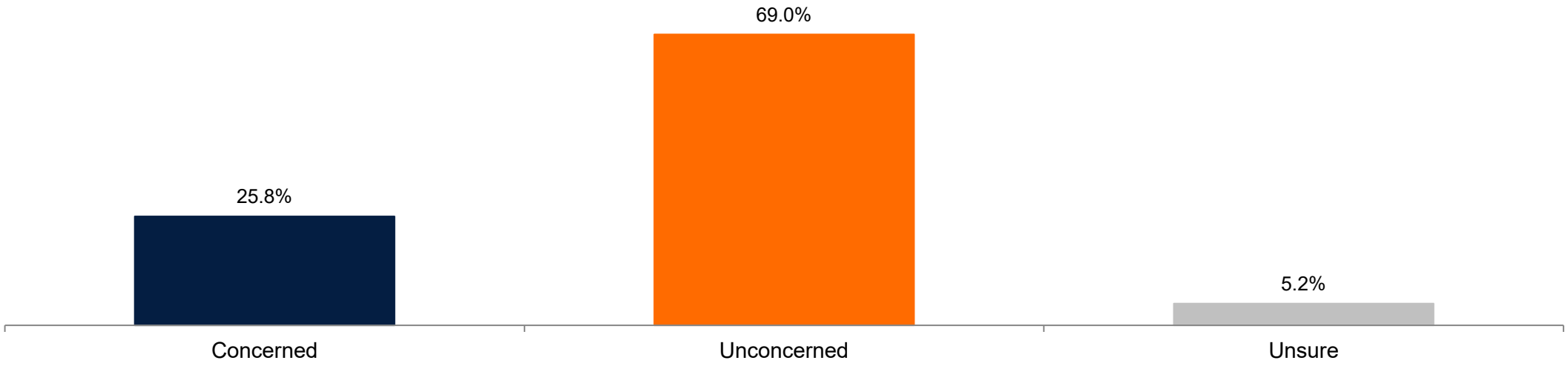
55% are concerned about being able to get mental health care

Question 8: How concerned are you about being able to get **mental health care** for yourself or someone else in your household?



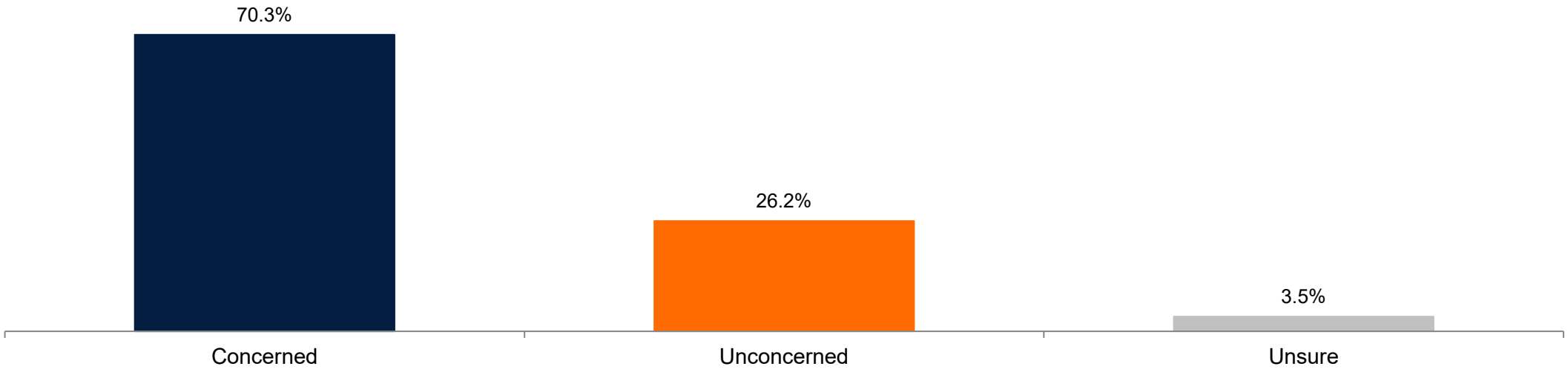
69% are unconcerned about being able to get help with substance abuse

Question 9: How concerned are you about being able to get help with **substance abuse** for yourself or someone else in your household?



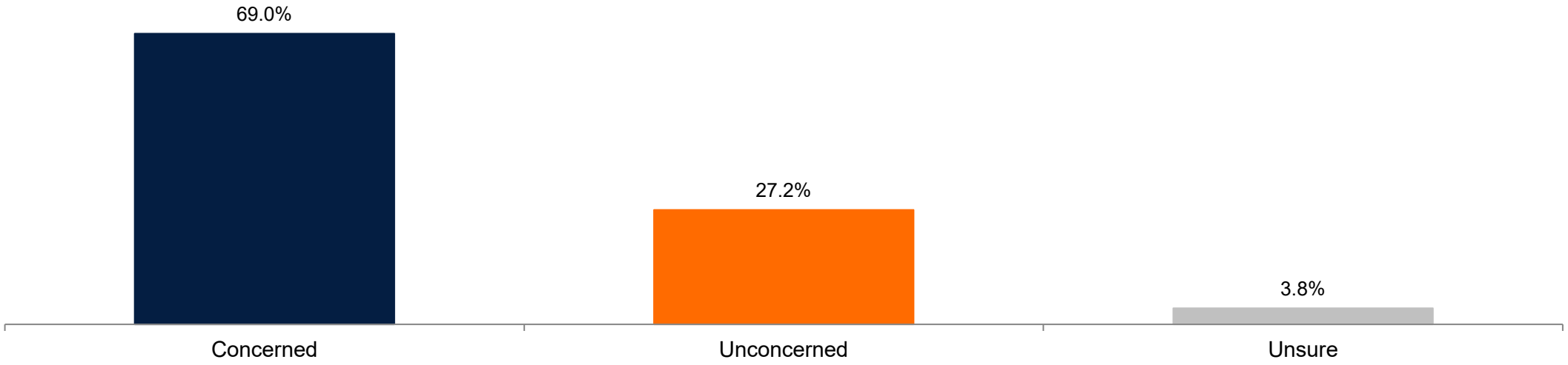
70% are concerned about not having enough youth activities or services outside of school

Question 10: How concerned are you that there are not enough **youth activities or services outside of school** in your community?



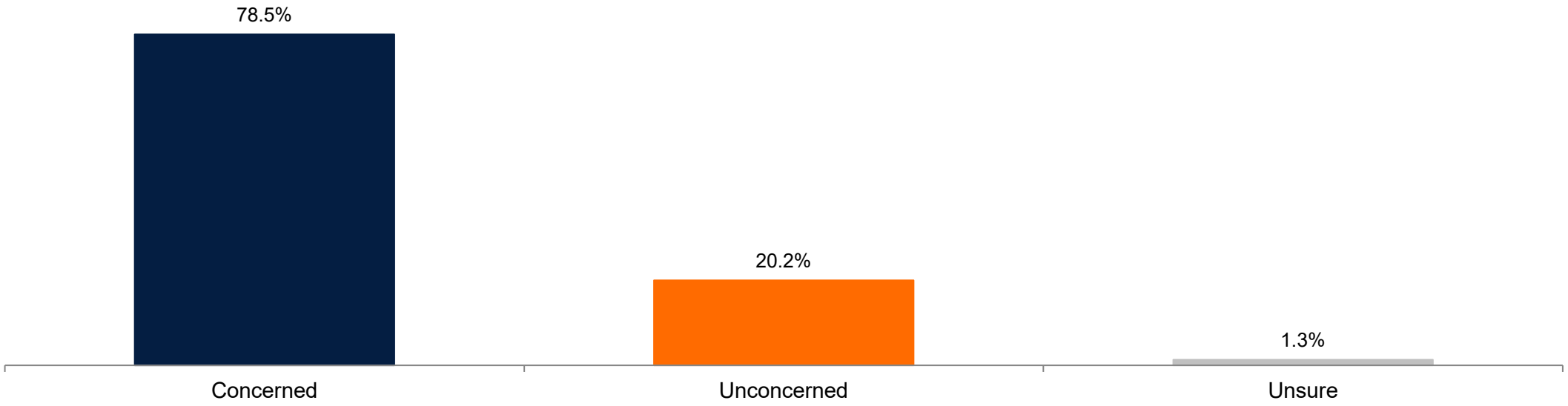
69% are concerned about not having enough services for seniors

Question 11: How concerned are you that there are not enough services for **seniors** in your community?



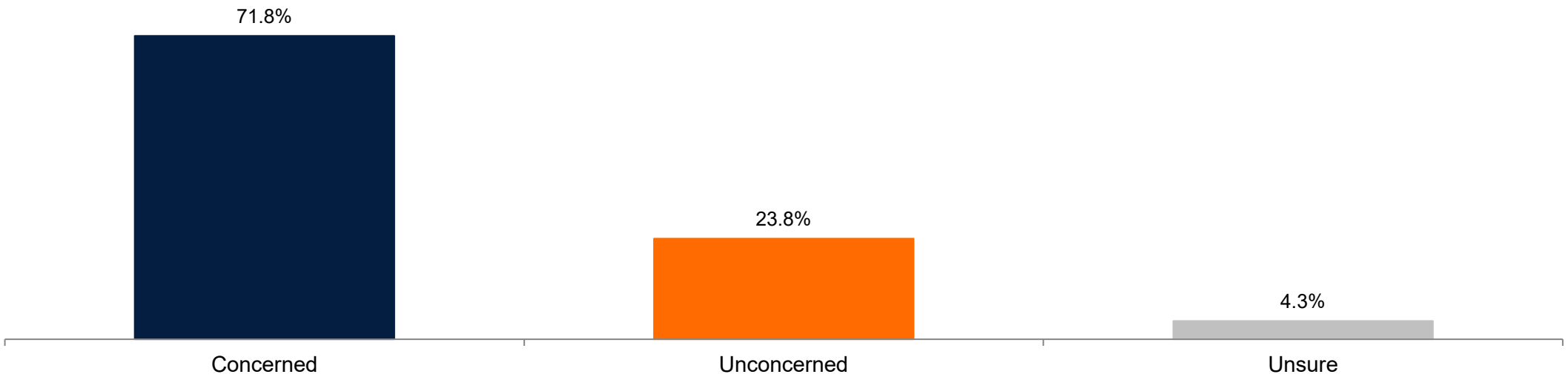
79% are concerned people in their community do not have the opportunity to get ahead financially

Question 12: How concerned are you that people in your community do not have the opportunity to **get ahead financially**?



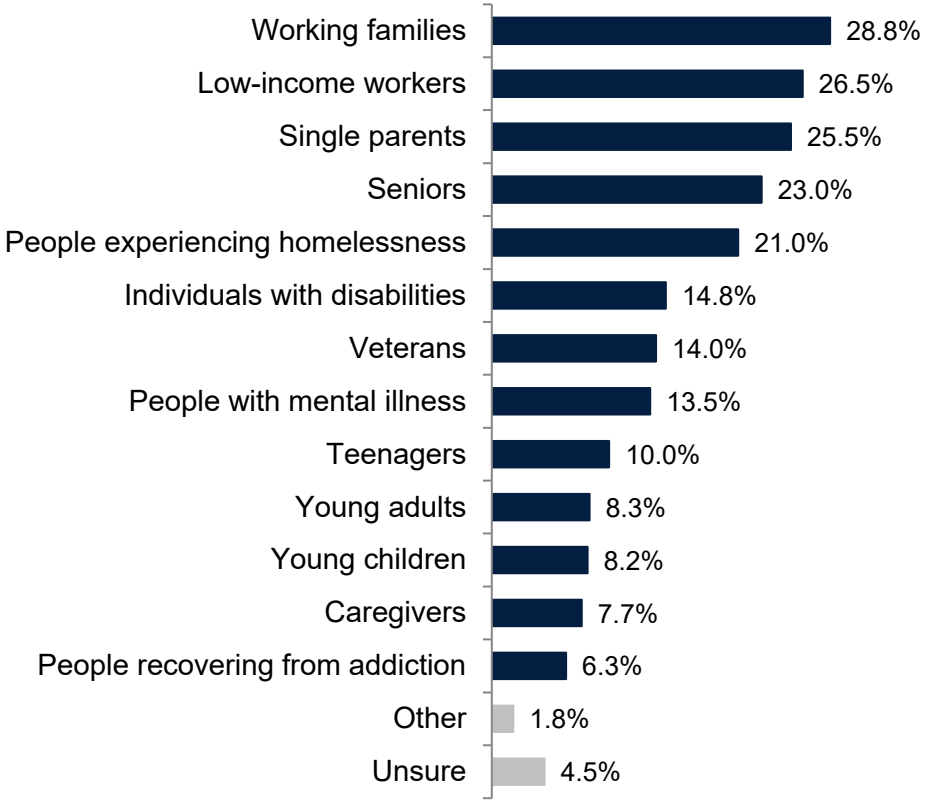
72% are concerned about not having enough services for people with a disability

Question 13: How concerned are you that there are not enough **services for people with a disability** in your community?



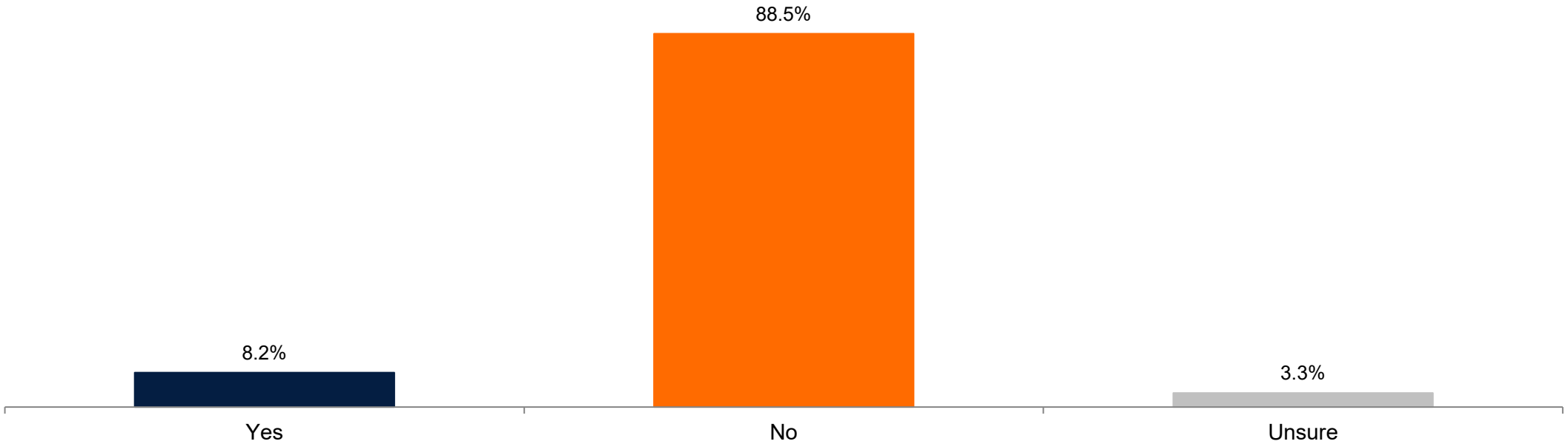
Working families, low-income workers, and single parents have the greatest unmet needs in their community

Question 14: Which populations currently have the greatest unmet needs in your community? Select up to three.



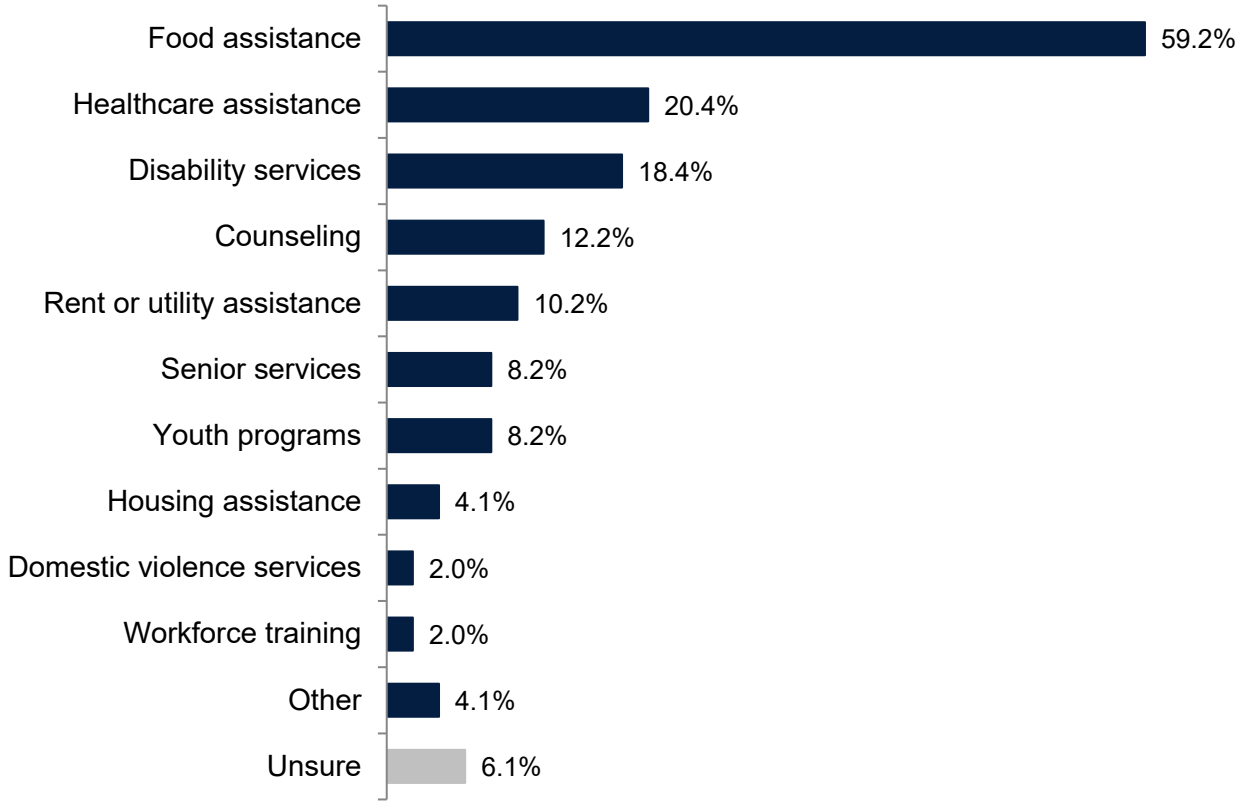
89% did not receive assistance from a nonprofit organization in the past two years

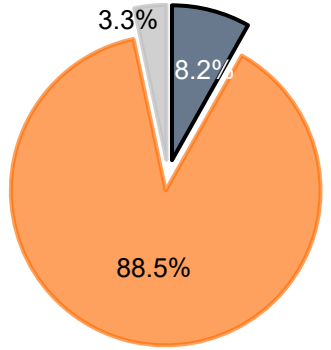
Question 15: Have you or someone in your household received assistance from a nonprofit organization during the past two years?



Among those who receive assistance from a nonprofit organization, food assistance is the top mention

Question 16: Which services did you receive? Select all that apply.
[IF ANSWERED 'Yes' TO Q15]

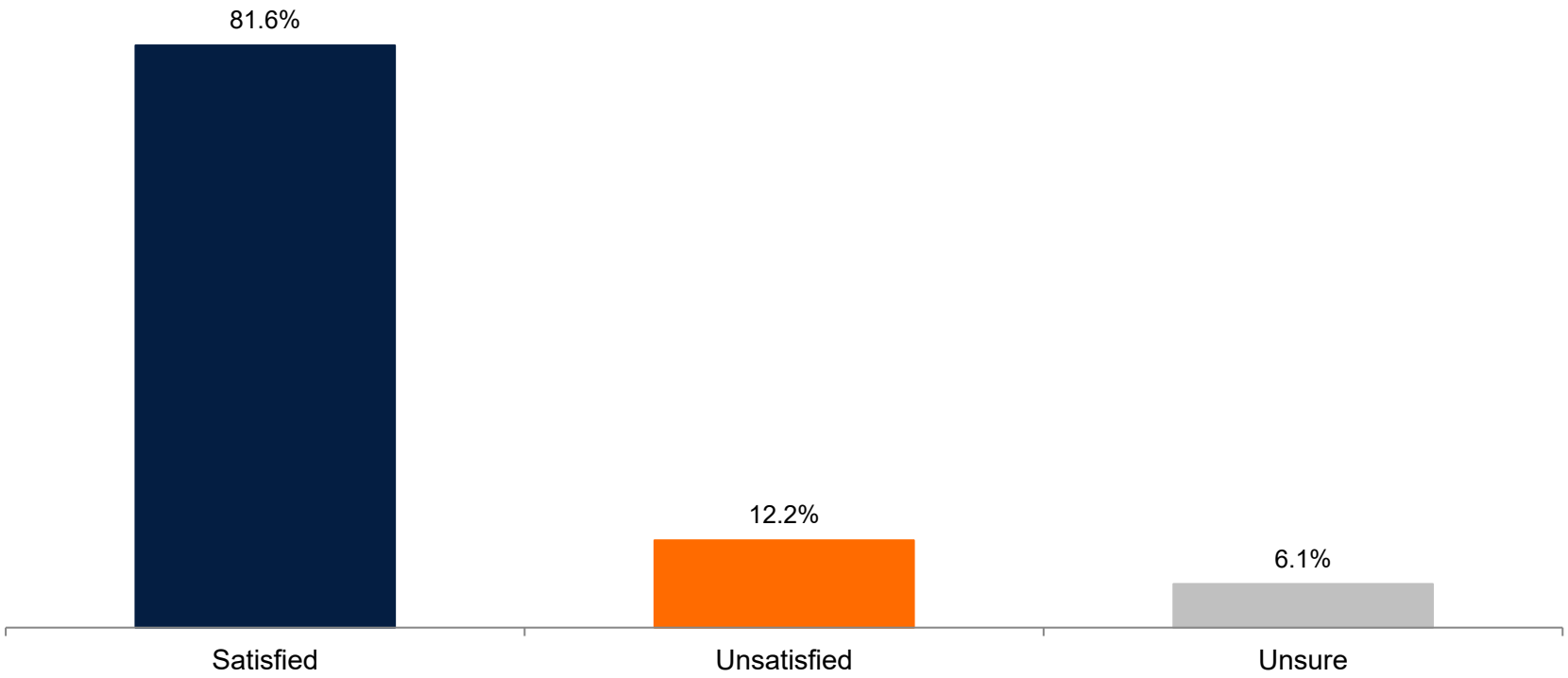


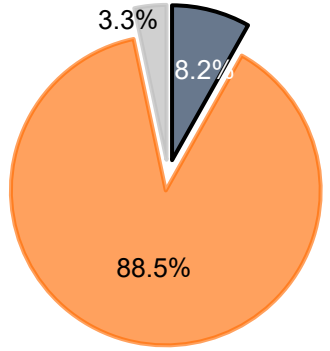


Question asked of respondents who answered they received assistance from a nonprofit organization in the past two years to Q15, representing 8% of the total sample or **49 individuals.**

Among those who receive assistance from a nonprofit organization, 82% are satisfied with the service they received

Question 17: Overall, how satisfied were you with the services you received?
[IF ANSWERED 'Yes' TO Q15]

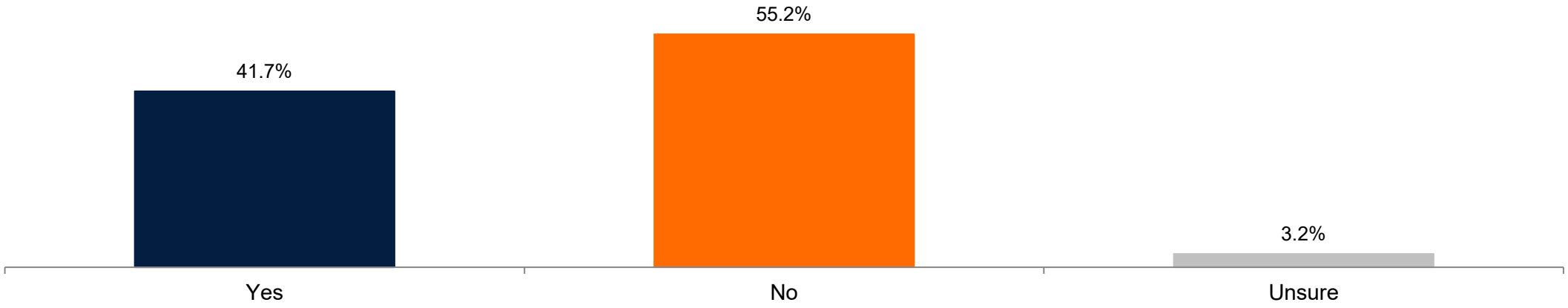




Question asked of respondents who answered they received assistance from a nonprofit organization in the past two years to Q15, representing 8% of the total sample or **49 individuals.**

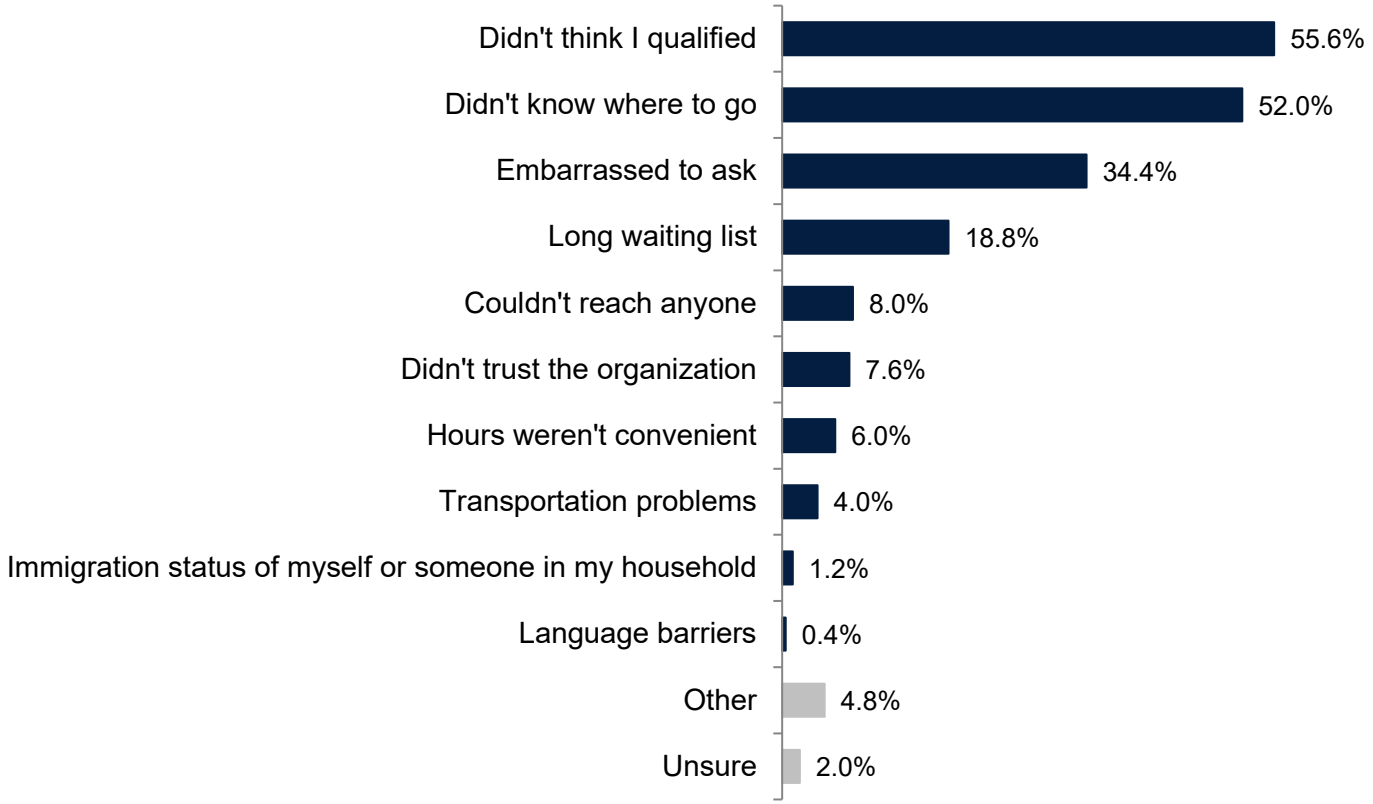
42% have needed help with basic needs but did not ask for assistance

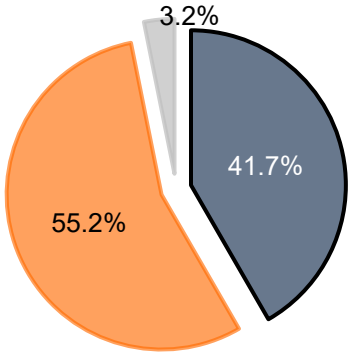
Question 18: Have you or anyone in your household ever needed help with basic needs but did not ask for assistance?



Among those who needed help but did not seek assistance, thinking they do not qualify and not knowing where to go are the top reasons

Question 19: Why didn't you ask for assistance? Select all that apply.
[IF ANSWERED 'Yes' TO Q18]

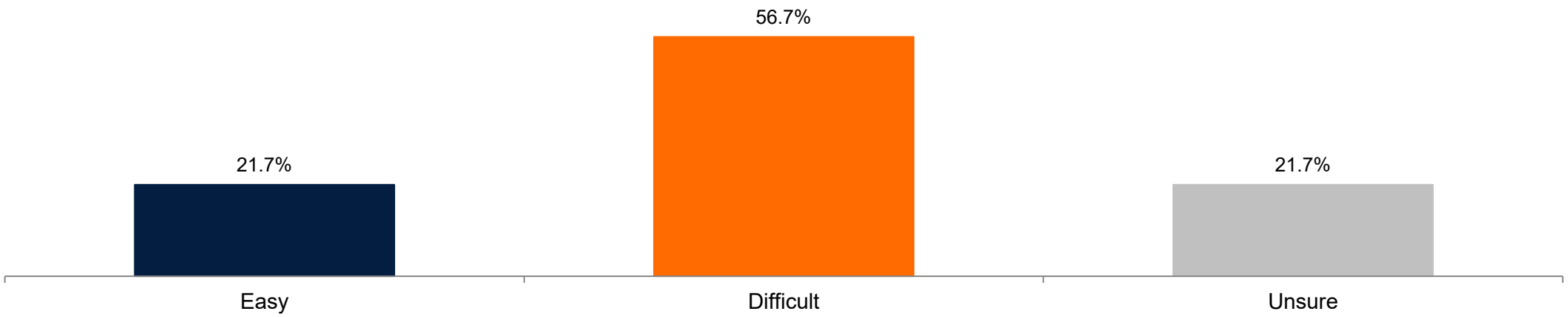




Question asked of respondents who answered they have needed help with basic needs but did not ask for assistance to Q18, representing 42% of the total sample or **250 individuals.**

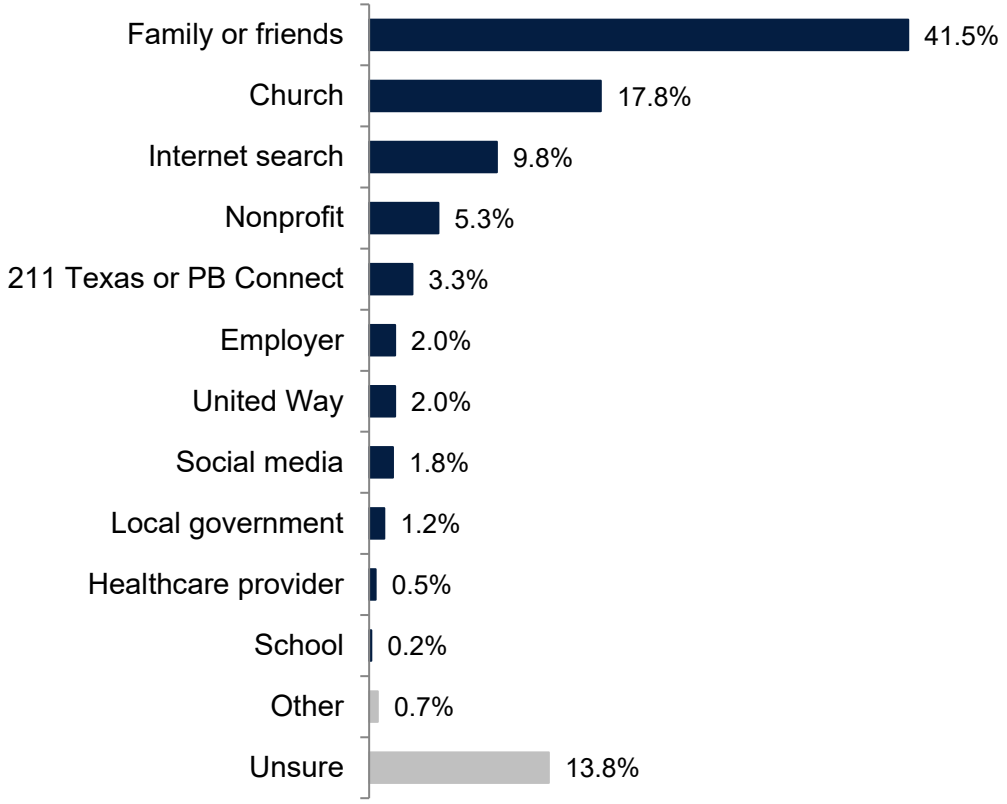
57% say it is difficult to find a resource that can help

Question 20: If you or someone in your household needed urgent help with food, housing, or paying other essential bills, how easy or difficult would it be to find a resource that could help?



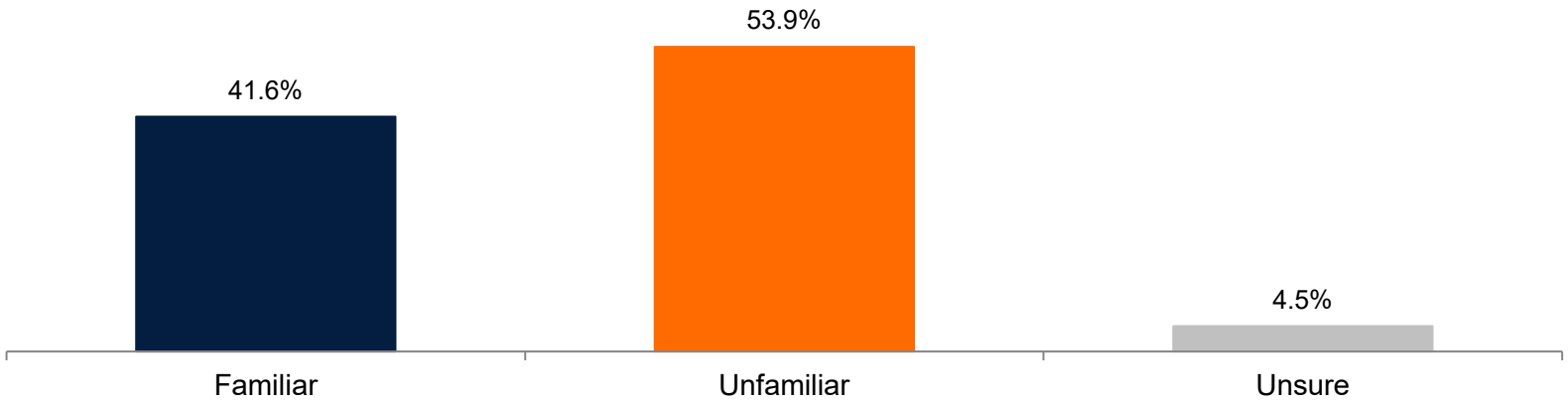
42% say they would first seek help from family or friends

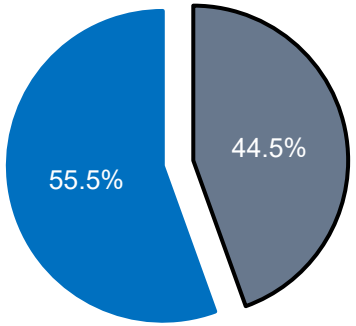
Question 21: If you or someone in your household needed help with basic needs, where would you look first for help?



54% are unfamiliar with United Way of Midland

Question 22: How familiar are you with United Way of Midland?
[ASK IF IN MARTIN, MIDLAND, OR UPTON COUNTIES]

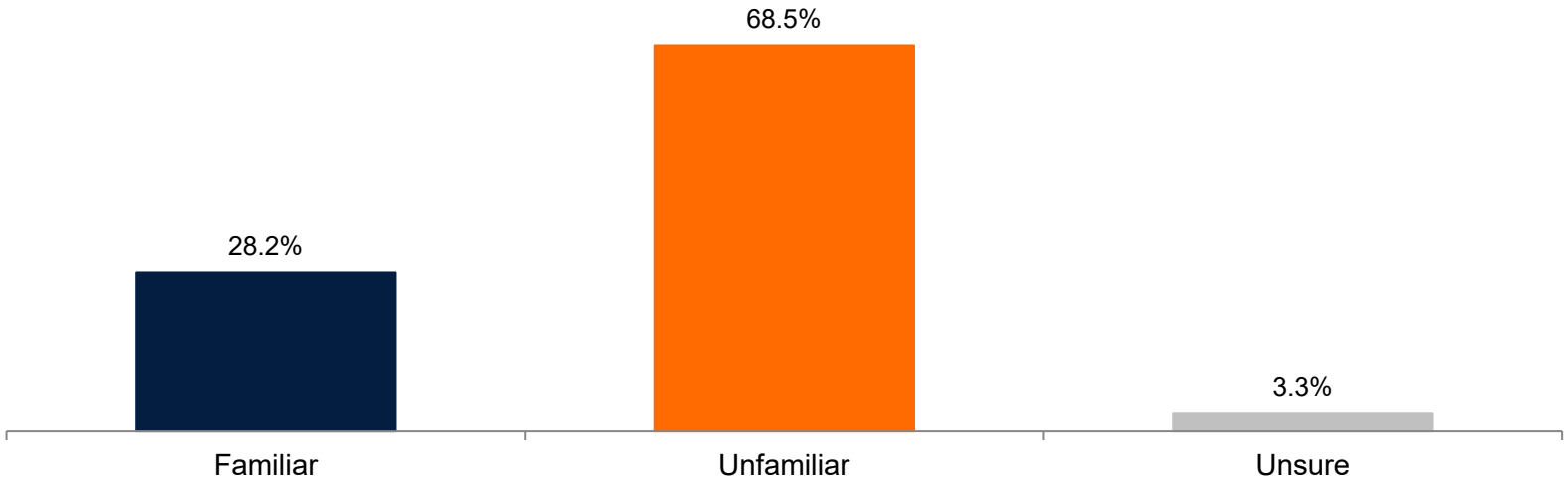


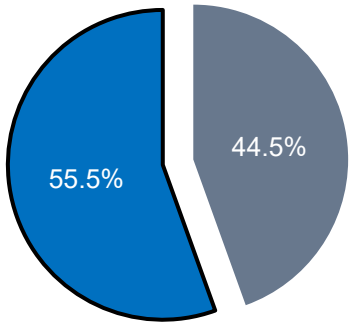


Question asked of respondents from Martin, Midland, or Upton Counties, representing 45% of the total sample or **267 individuals.**

69% are unfamiliar with United Way of Odessa

Question 23: How familiar are you with United Way of Odessa?
[ASK IF IN CRANE, ECTOR, BREWSTER, JEFF DAVIS, LOVING, PECOS, REEVES, TERRELL, WARD, WINKLER COUNTIES]

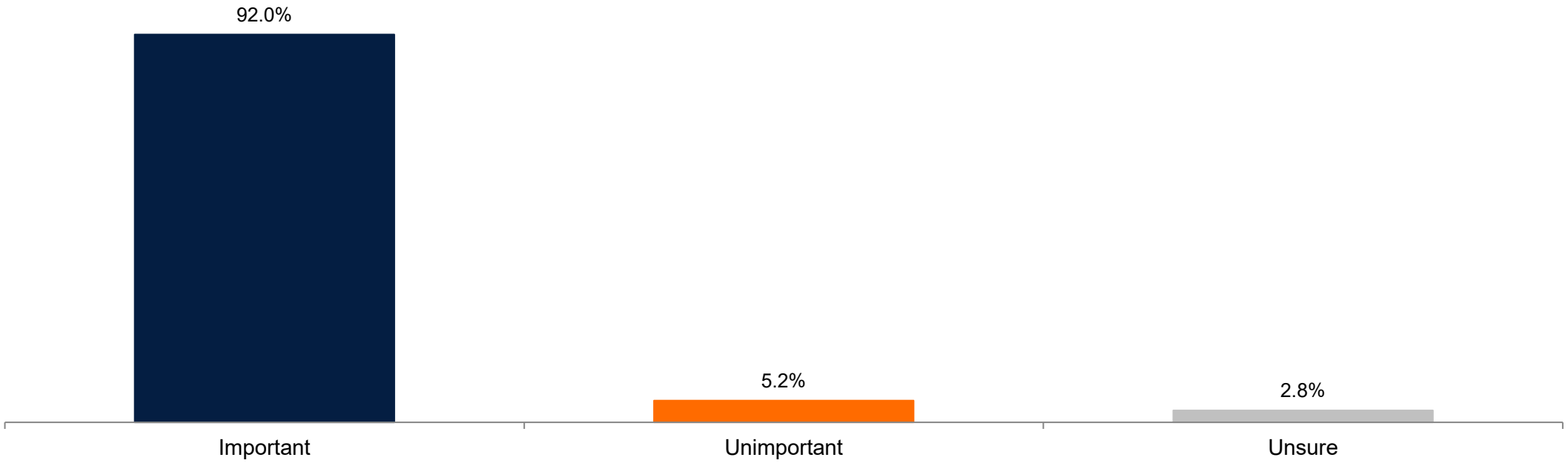




Question asked of respondents from Crane, Ector, Brewster, Jeff Davis, Loving, Pecos, Reeves, Terrell, Ward, and Winkler Counties, representing 56% of the total sample or **333 individuals.**

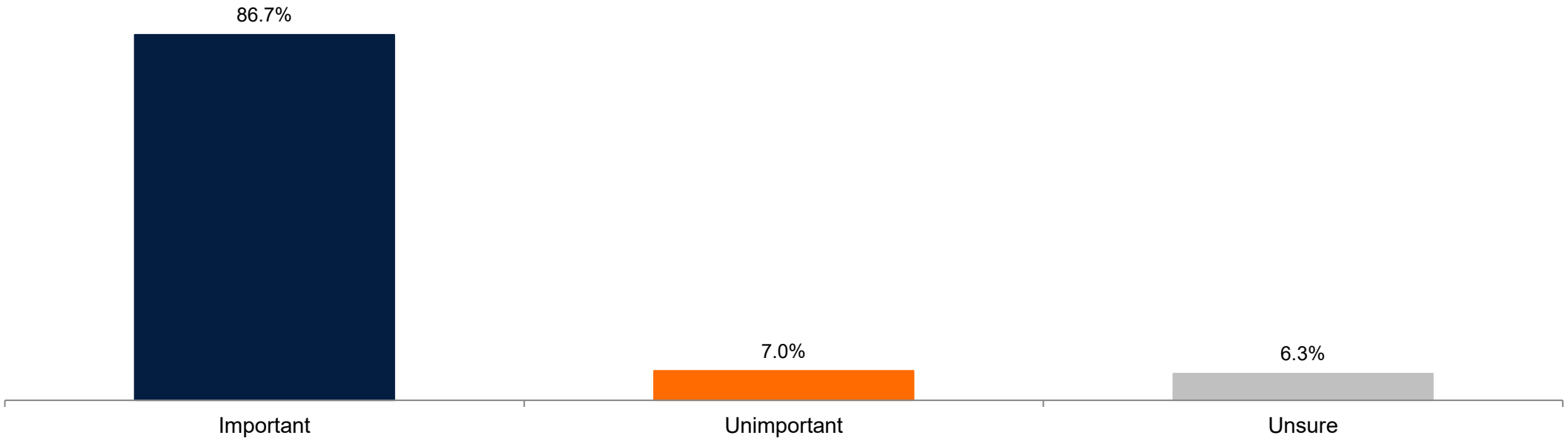
92% say connecting people with available services is important

Question 24: How important is **connecting people with available services**?



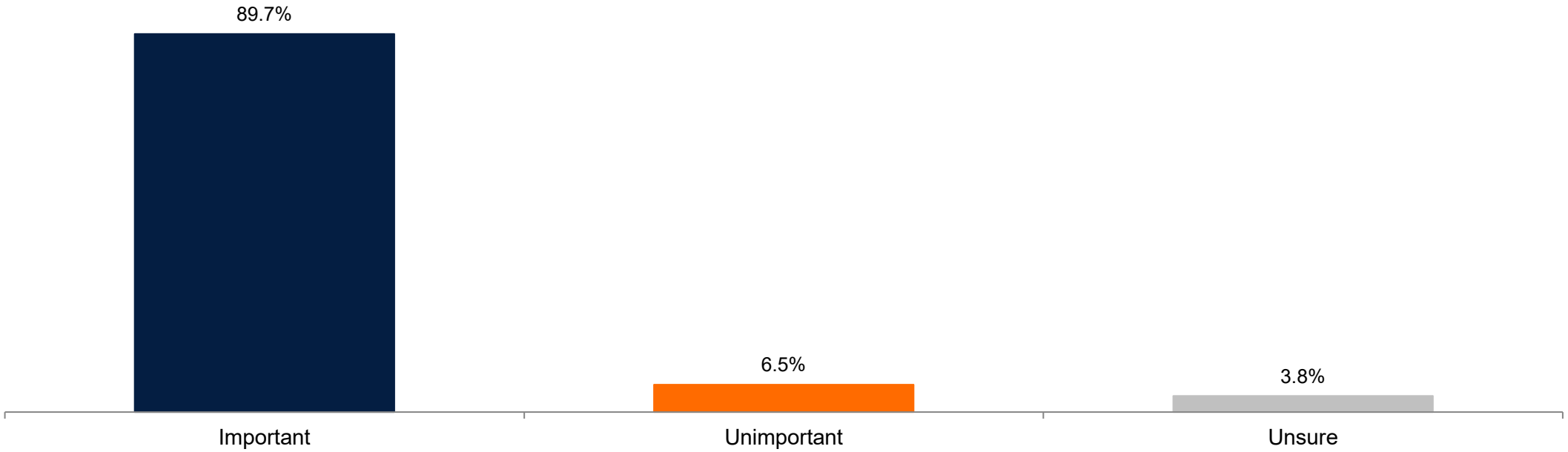
87% say funding effective nonprofit programs is important

Question 25: How important is **funding effective nonprofit programs**?



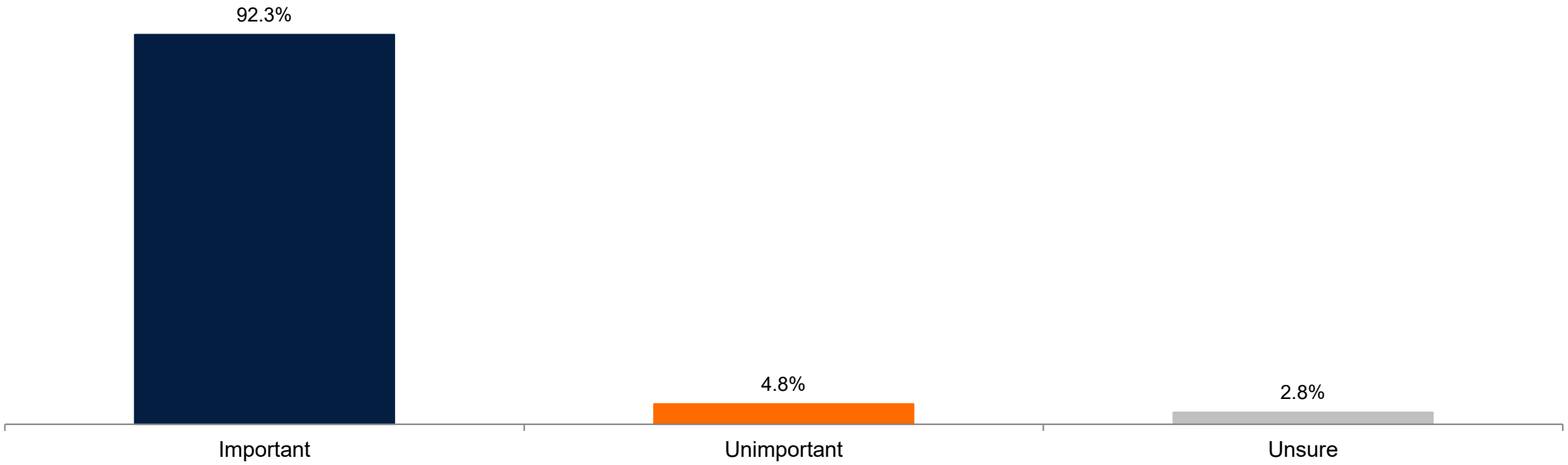
90% say bringing nonprofits together to solve community problems is important

Question 26: How important is **bringing nonprofits together to solve community problems**?



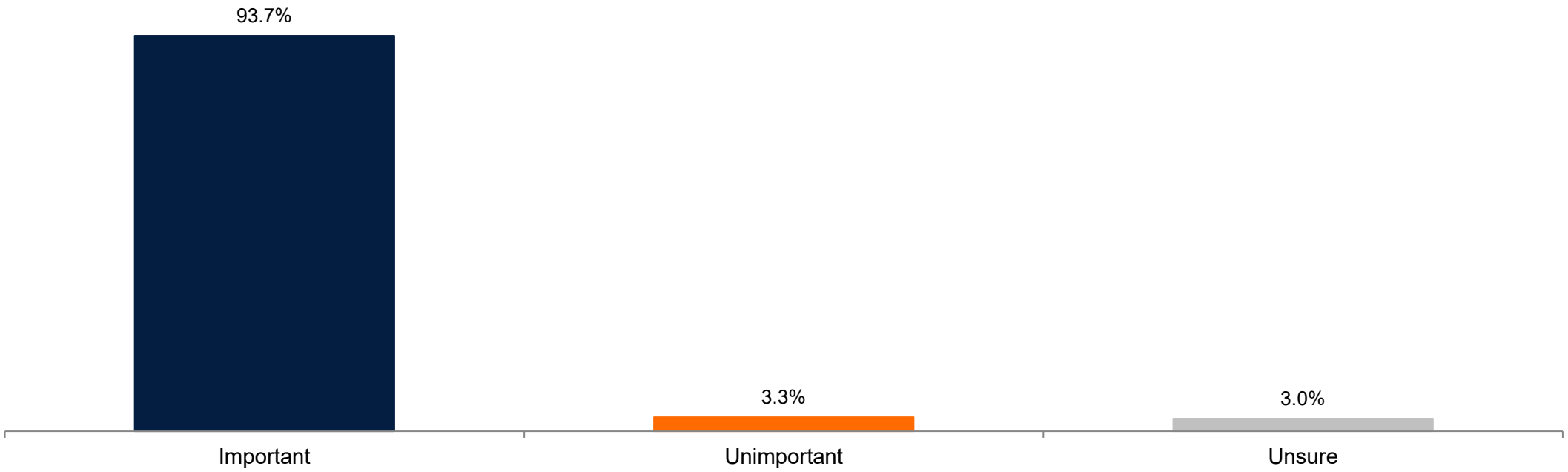
92% say identifying emerging community needs is important

Question 27: How important is **identifying emerging community needs**?



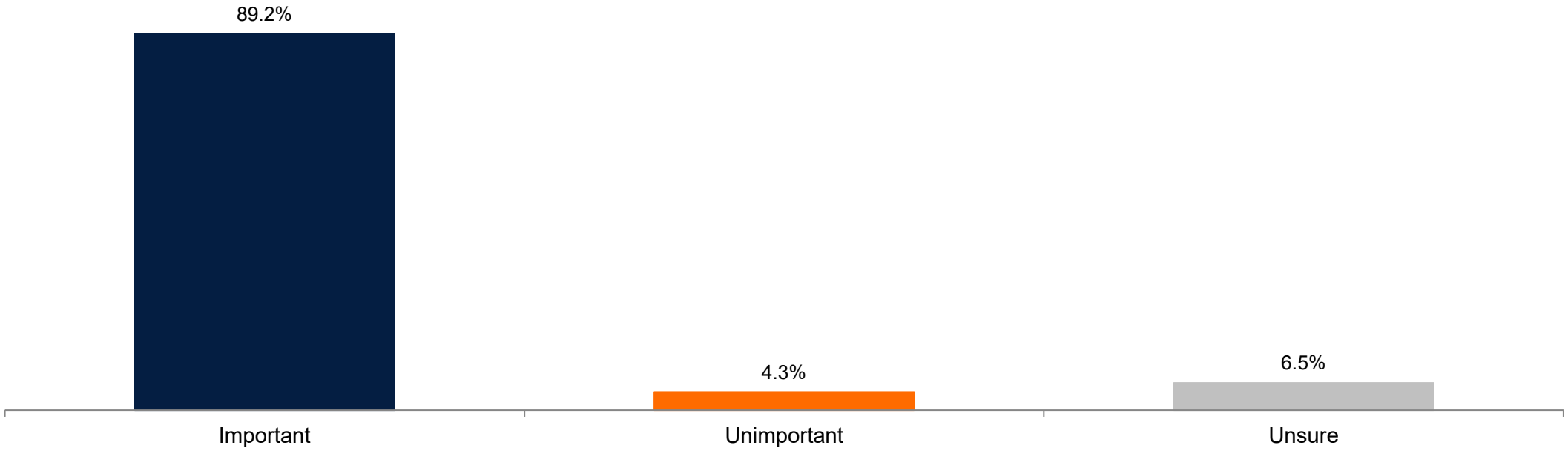
94% say supporting volunteers is important

Question 28: How important is **supporting volunteers**?



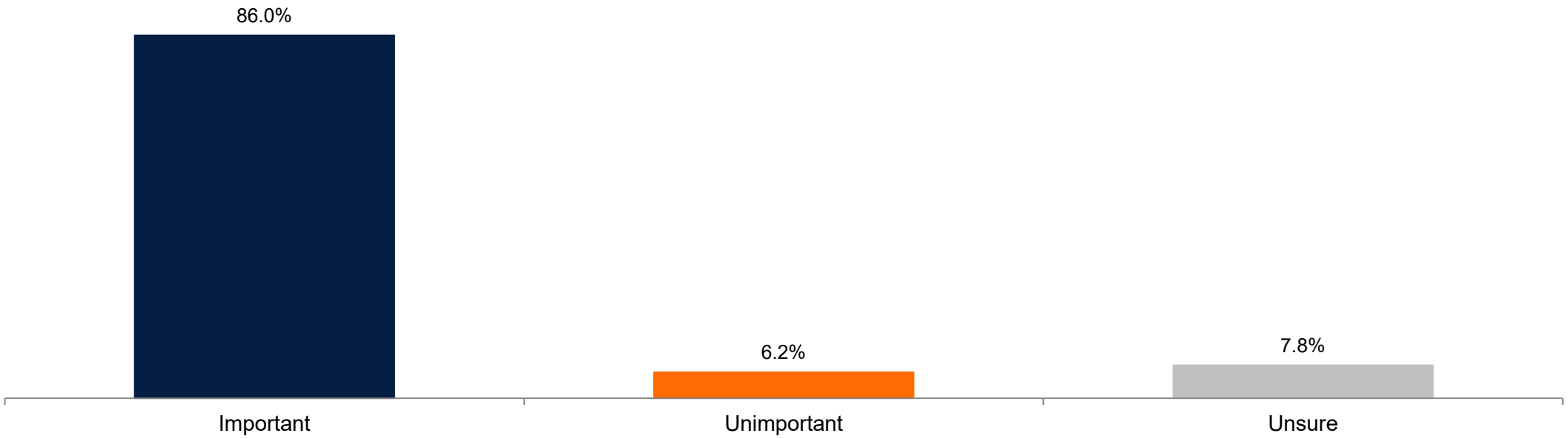
89% say investing in prevention rather than crisis response is important

Question 29: How important is **investing in prevention rather than crisis response**?



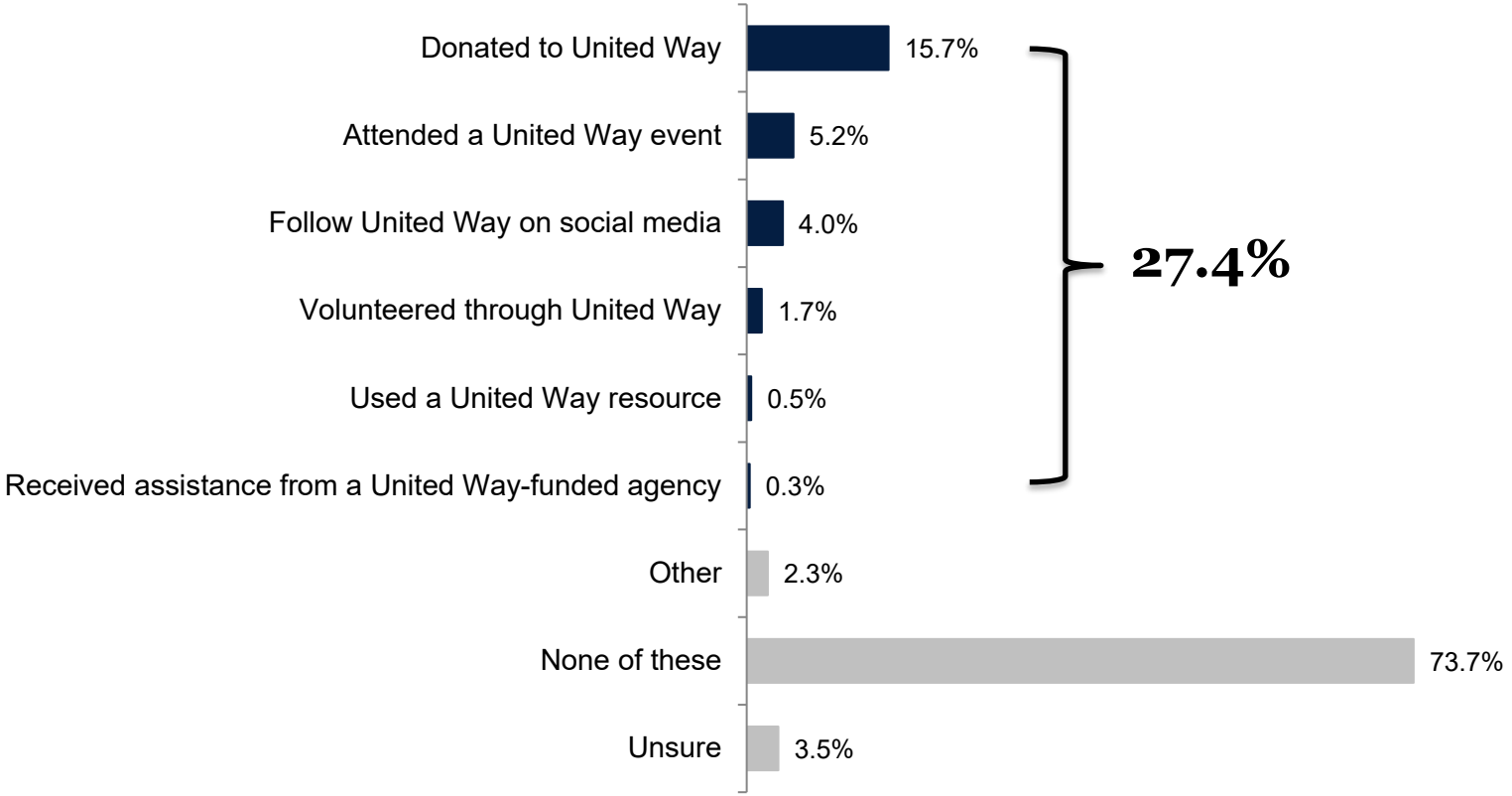
86% say measuring community outcomes is important

Question 30: How important is **measuring community outcomes**?



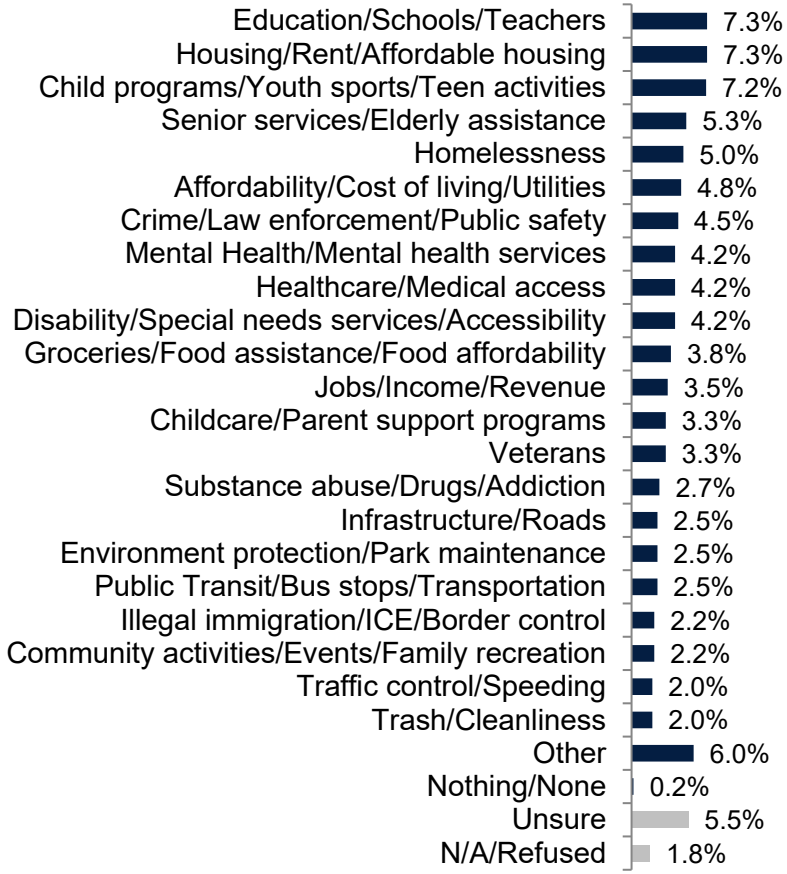
74% have not done anything in the past two years, while 16% have donated to United Way

Question 31: Which of the following have you done during the past two years? Select all that apply.



Education, housing, and youth programs are seen as not receiving enough attention in their community

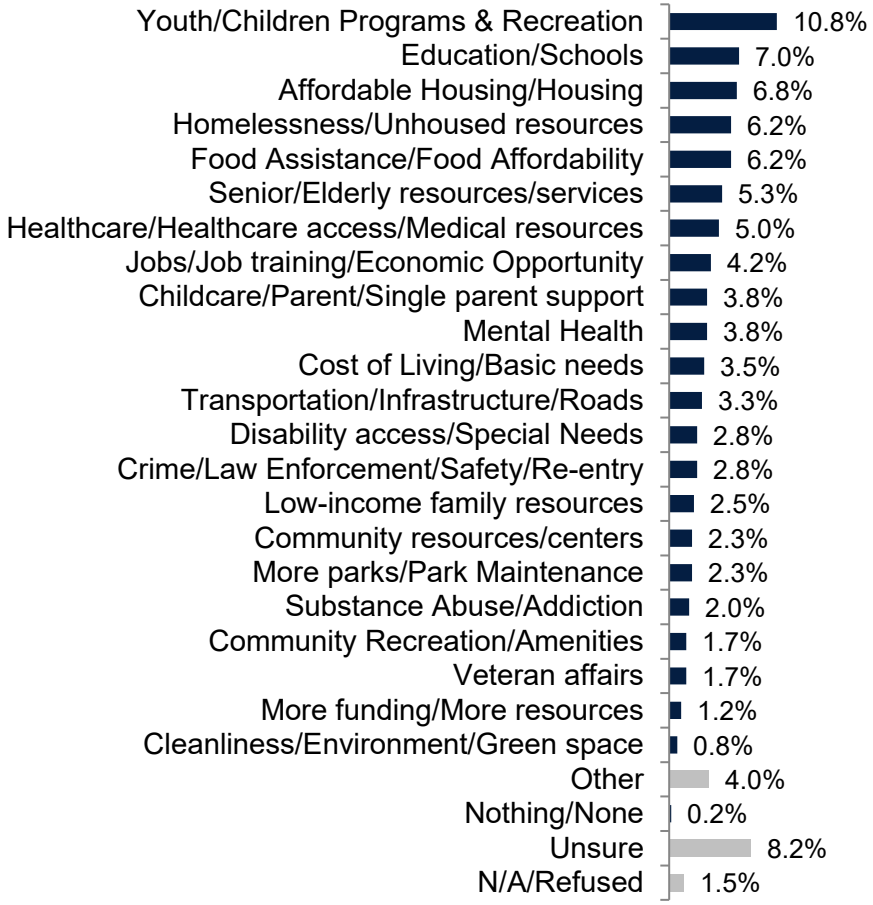
Question 32: What is one community need that is not receiving enough attention in your community? [OPEN-ENDED RESPONSE]



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Youth programs are the top priority for community investment

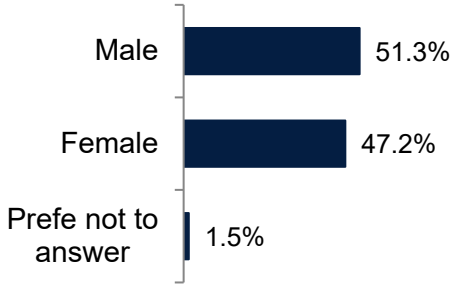
Question 33: If United Way could make one major investment in your community over the next five years, where should it invest? [OPEN-ENDED RESPONSE]



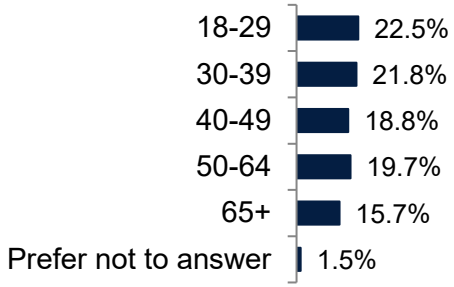
Demographics

Respondent demographics by gender, age, ethnicity, education, county, years of residency, home type, and children in home

Gender

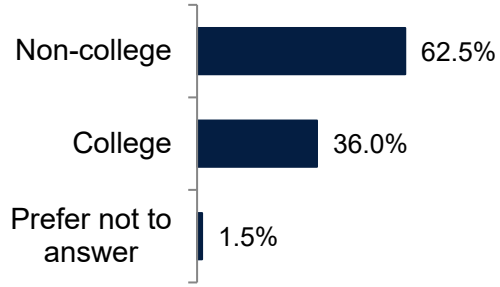


Age

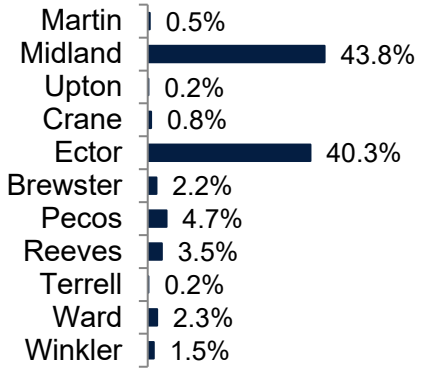


Ethnicity

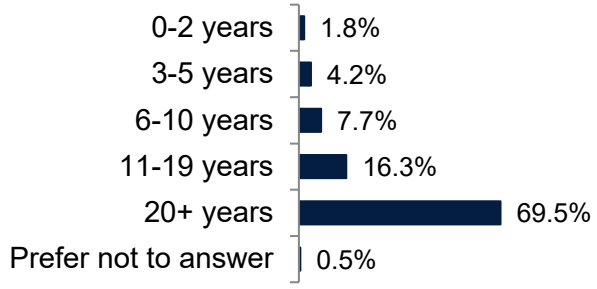
Education



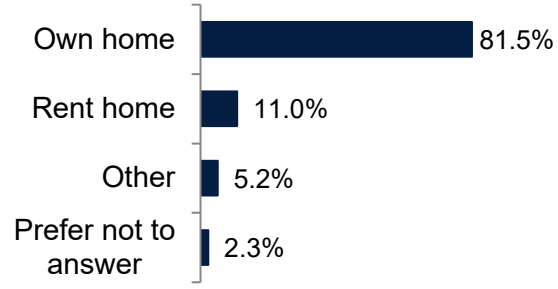
County



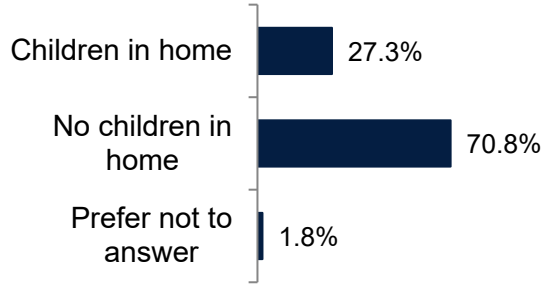
Years of residency



Home type



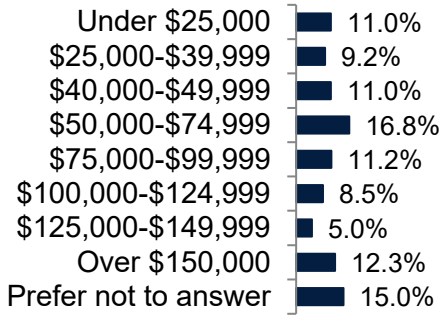
Children in home



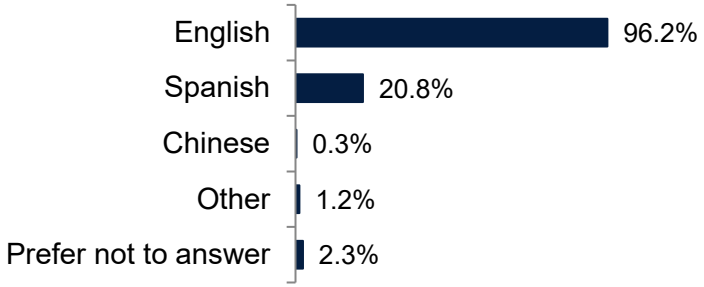
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Respondent demographics by household income, languages spoken at home, employment status, household size, mode, and survey language

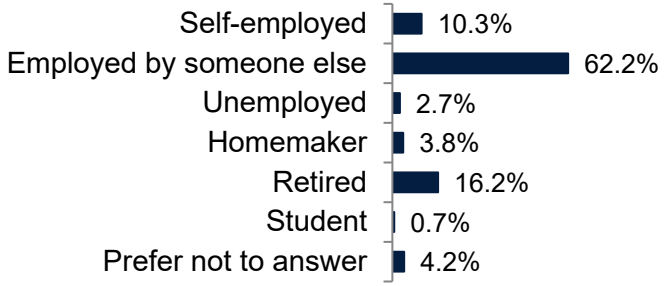
Household income



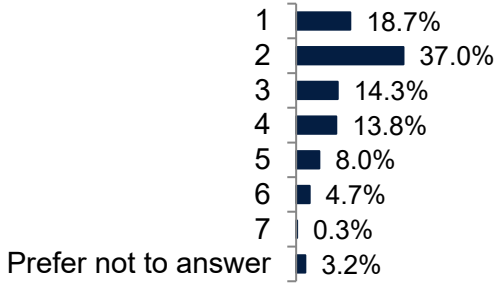
Languages spoken at home



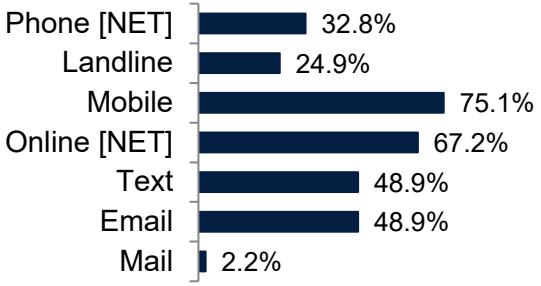
Employment status



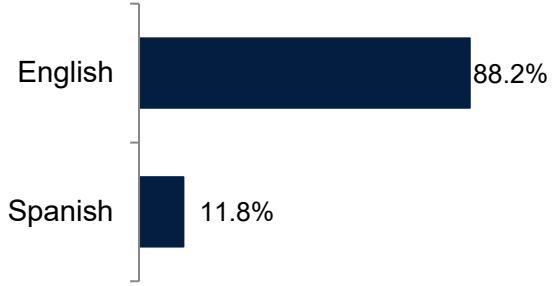
Household size



Mode



Survey language



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Questions?

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Market & Opinion Research