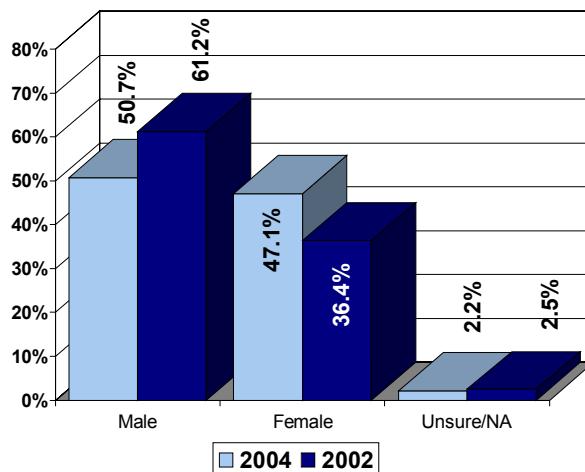


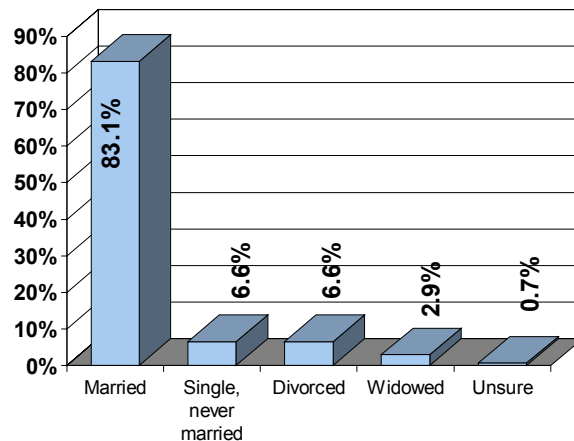
Of the 136 respondents who completed the 2004 United Way Donor Survey, 50.7% were male and 47.1% were female. Three respondents (2.2%) did not answer this question.



## Respondent Profile

**Chart 1**  
**Gender of Respondent**

Eighty-three percent (83.1%) of respondents stated that they were married when asked what their current marital status was. Nine respondents (6.6%) stated that they were single – never married, while 6.6% of respondents stated that they were divorced. Only three percent of respondents (2.9%) are widowed, and one respondent (0.7%) left the question blank.



**Chart 2**  
**Marital Status of Respondent**

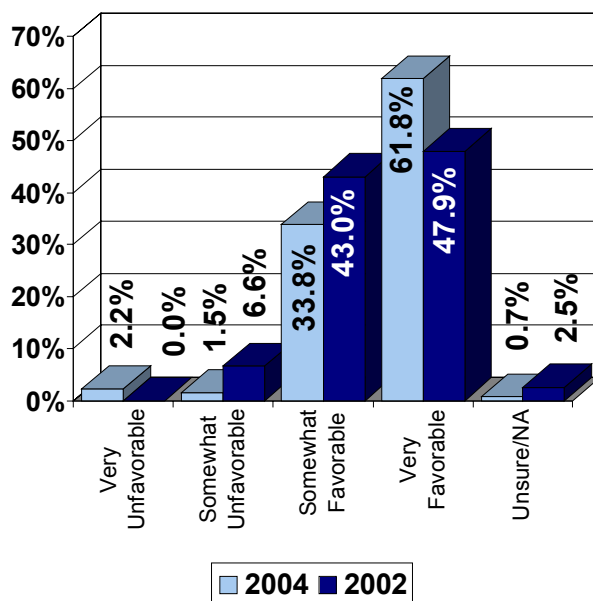
The largest percentage of respondents on the 2004 United Way Donor Survey were in the 45 to 54 age category (41.2%). Almost twenty-three percent (22.8%) of respondents were between 35 and 44 years old, while 20.6% were between the ages 55-64. Only two respondents (1.5%) were over the age of 85. Three respondents (2.2%) left this question blank.

Age	2004 % Respondents	2002 % Respondents
18 - 24	0.7%	0.0%
25 - 34	2.9%	4.1%
35 - 44	22.8%	19.8%
45 - 54	41.2%	40.5%
55 - 64	20.6%	19.0%
65 - 74	5.1%	5.8%
75 - 84	2.9%	8.3%
85 and over	1.5%	1.7%
Unsure/NA	2.2%	0.8%

**Chart 3**  
**Age of Respondent**



**Chart 13**  
**Overall Opinion**



The respondents were asked, "Thinking about everything you know, what is your overall opinion of United Way?" The respondents were given four response choices ranging from very favorable to very unfavorable. Ninety-five percent (95.6%) of respondents said their opinion of United Way was either "very favorable" or "somewhat favorable."

Three respondents (2.2%) stated that their opinion was "very unfavorable," while only 1.5% stated "somewhat unfavorable." Only one respondent (0.7%) did not answer this question.

The responses were assigned a value from 1 to 4, with one indicating "very unfavorable" and four indicating "very favorable," and a composite score was calculated for the statement. If every respondent said their overall opinion was "very unfavorable," the composite score would be 1.00, while if every respondent said their overall opinion was "very favorable," the composite score would be 4.00.

**"Thinking about everything you know, what is your overall opinion of United Way?" 2004 composite score: 3.56. Unsure: 1 respondent (0.7%)**

The following demographic categories had significantly higher averages for this question – lived in area 10 years or more (3.65), married (3.59), own home (3.59), age 55-64 (3.64), age 65-74 (3.71), retired (3.82), black/African American (3.83), some college (3.65), and household income \$150,000 and over (3.63).

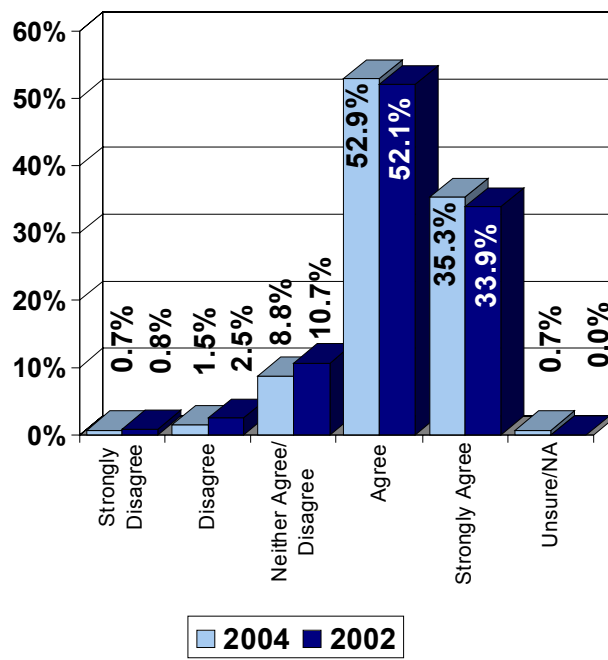
The following demographic categories had significantly lower averages for this question – lived in area less than 3 years (3.17), lived in area 3 to 9 years (3.38), divorced (3.44), age 45-54 (3.49), employed full-time (3.54), college graduate (3.53), and household income \$100,000 to \$149,999 (3.53).



## Beliefs - con't.

**Chart 20**

### **Appreciates My Caring and Commitment**



Eighty-eight percent (88.2%) of the respondents on the 2004 United Way Donor Survey said they either “strongly agree” or “agree” with this statement: “I know the United Way appreciates my caring and commitment.” Only three respondents (2.2%) either “strongly disagree” or “disagree” with this statement, while twelve respondents

(8.8%) of the 136 respondents neither agree nor disagree. One respondent (0.7%) was unsure.

#### **“I know United Way appreciates my caring and commitment.” 2004 composite score: 4.21. Unsure: 1 respondent (0.7%)**

The following demographic categories had significantly higher averages for this question – lived in area 10 years or more (4.24), own home (4.23), age 45-54 (4.27), employed full-time (4.23), retired (4.27), white/Caucasian (4.26), black/African American (4.43), high school graduate (4.43), college graduate (4.26), household income \$50,000 to \$74,999 (4.33), household income \$100,000 to \$149,999 (4.32), household income \$150,000 and over (4.26), and men (4.26).

The following demographic categories had significantly lower averages for this question – age 35-44 (4.13), post graduate training (4.17), household income \$75,000 to \$99,999 (4.10), and women (4.17).

The 2004 composite score, for the question “I know United Way appreciates my caring and commitment,” of 4.21 was statistically higher than the 2002 composite score of 4.16.



**Chart 28**

**Seen or Heard of United Way**

Seen or heard of local United Way	2004 % Respondents	2002 % Respondents
Employee campaign at work	82.4%	75.2%
Newsletter from United Way	72.1%	78.5%
Newspaper	57.4%	62.0%
Calendar from United Way	41.2%	N/A
Radio	19.1%	18.2%
Local television	17.6%	30.6%
On The Go Magazine	16.9%	6.6%
Advertisements on cable television	14.7%	16.5%
Labor union	7.4%	N/A
United Way web page	5.1%	N/A
United Way Today show on cable television	4.4%	28.9%
Do not recall seeing/hearing about it	1.5%	3.3%
Billboards	1.5%	24.0%
Other	7.4%	11.6%

When respondents were asked where they had seen or heard of the United Way in the past year, 82.4% of respondents named employee campaign at work. Seventy-two percent (72.1%) of respondents named the newsletter from United Way, followed by 57.4% of respondents who named the newspaper. Two respondents (1.5%) do not recall hearing or seeing about United Way.

The top three responses on the 2004 Donor Survey (employee campaign at work, newsletter from United Way, and newspaper) were the same top responses in 2002 with exception to the top two responses being switched. There was a 22.5% decrease in the number of respondents that stated billboards from 2002 to 2004.

The responses total more than 100% because the respondents could indicate more than one response.

Eight respondents listed other places they had seen or heard of United Way in the past year, which are listed below.

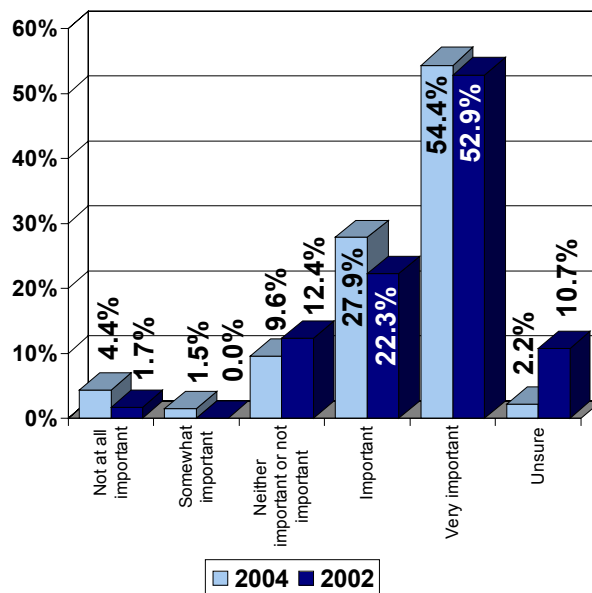
**Other Responses**

- Board member for funded agency*
- Campaign results heard on corners*
- Involvement*
- Meetings*
- No avoiding it at work*
- Thank you letter*



**Chart 35**

**Make the Greatest Difference Possible**



When asked about the statement “Giving to an organization that enables me to make the greatest difference possible when I give to them,” 82.3% of respondents rated this statement as “very important” or “important.” Thirteen respondents (9.6%) rated this statement as “neither important or not important,” and 1.5% of respondents rated the statement as “somewhat important.” Six respondents (4.4%) rated the statement as “not at all important.” Three respondents (2.2%) were unsure.

**“Giving to an organization that enables me to make the greatest difference possible when I give to them.” 2004 composite score: 4.29. Unsure: 3 respondents (2.2%)**

The following demographic categories had significantly higher averages for this question – lived in area 10+ years (4.37), age 45-54 (4.38), employed full-time (4.36), and household income \$75,000 to \$99,999 (4.40).

The following demographic categories had significantly lower averages for this question – lived in area 3-9 years (4.06), household income \$100,000 to \$149,999 (4.18), and household income \$150,000 and over (4.13).

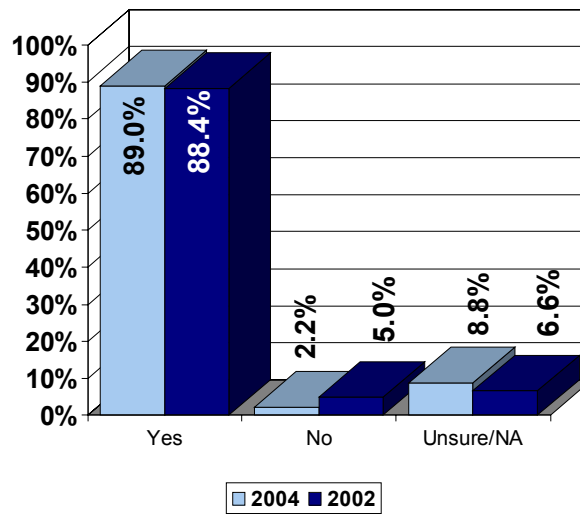
The 2004 composite score for the statement “Giving to an organization that enables me to make the greatest difference possible when I give to them,” of 4.29 was statistically lower than the 2002 score of 4.40.

There was a strong correlation between responses to the statement “Giving to an organization that enables me to make the greatest difference possible when I give to them” and the statement “Giving to an organization that addresses the most important needs in the community.” The more respondents felt that giving to an organization that enables them to make the greatest difference possible was important, the more likely they were to feel that giving to an organization that addresses the most important needs in the community was important.



**United Way  
Contribution -  
cont.**

**Chart 45  
Thanked for  
Contribution**



Respondents of the 2004 United Way Donor Survey were asked if they had been thanked for their contribution. Eighty-nine percent (89.0%) of respondents had been thanked by the United Way, while three respondents (2.2%) had not been thanked. Twelve respondents (8.8%) were unsure. There was a slight

decrease in 2004 from 2002 in the number of respondents who had not been thanked for their contribution.

**Chart 46  
Ways to Be  
Thanked**

Response	% Combined	% First	% Second	% Third
Thank-you letter	78.7%	64.0%	13.2%	1.5%
Annual recognition publication	38.9%	11.0%	19.1%	8.8%
None of the above	27.1%	13.2%	5.1%	8.8%
Thank-you telephone call	12.5%	2.2%	6.6%	3.7%
Lapel pin	10.2%	0.7%	4.4%	5.1%
No thank you needed	9.6%	N/A	N/A	N/A
Small gathering reception	4.4%	0.0%	2.2%	2.2%
Recognition lunch or dinner	4.3%	0.7%	2.9%	0.7%
Small gift	3.6%	0.7%	2.2%	0.7%
Other	15.4%	6.6%	4.4%	4.4%

Respondents were asked to indicate their top three choices, in order, of ways they would like to be thanked or recognized for their participation as a donor. The top three first choices of respondents include thank-you letter (64.0%), none of the above (13.2%), and annual recognition publication (11.0%). There was a decrease of 12.3% of respondents who felt they should be thanked with an annual recognition publication from 2002 to 2004. There was also a decrease of 12.0% of respondents in 2004 who felt they should be thanked with a lapel pin from 2002.

