

## United Way • Donor Survey General Results

### 1. How much would you say you know about the United Way and its programs in the community? Do you know..

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	A lot about United Way	59	43.4	43.4	43.4
	A few things about United Way	68	50.0	50.0	93.4
	Very little about United Way	6	4.4	4.4	97.8
	Nothing about United Way	3	2.2	2.2	100.0
	Total	136	100.0	100.0	

### 2. Thinking about everything you know, what is your overall opinion of United Way?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very unfavorable	3	2.2	2.2	2.2
	Somewhat unfavorable	2	1.5	1.5	3.7
	Somewhat favorable	46	33.8	34.1	37.8
	Very favorable	84	61.8	62.2	100.0
	Total	135	99.3	100.0	
Missing	Unsure/NA	1	.7		
Total		136	100.0		

# United Way • Donor Survey

## Results by Years Lived in Area of Respondents

1. How much would you say you know about the United Way and its programs in the community? Do you know... \* 38. How many years have you lived in this area? Crosstabulation

			38. How many years have you lived in this area?			Total
			Less than 3 years	3 to 9 years	10 years or more	
1. How much would you say you know about the United Way and its programs in the community? Do you know...	A lot about United Way	Count % within 38. How many years have you lived in this area?	4 33.3%	3 18.8%	52 49.5%	59 44.4%
	A few things about United Way	Count % within 38. How many years have you lived in this area?	5 41.7%	11 68.8%	52 49.5%	68 51.1%
	Very little about United Way	Count % within 38. How many years have you lived in this area?	1 8.3%	2 12.5%	1 1.0%	4 3.0%
	Nothing about United Way	Count % within 38. How many years have you lived in this area?	2 16.7%	0 .0%	0 .0%	2 1.5%
Total		Count % within 38. How many years have you lived in this area?	12 100.0%	16 100.0%	105 100.0%	133 100.0%

2. Thinking about everything you know, what is your overall opinion of United Way? \* 38. How many years have you lived in this area? Crosstabulation

			38. How many years have you lived in this area?			Total
			Less than 3 years	3 to 9 years	10 years or more	
2. Thinking about everything you know, what is your overall opinion of United Way?	Very unfavorable	Count % within 38. How many years have you lived in this area?	2 16.7%	0 .0%	1 1.0%	3 2.3%
	Somewhat unfavorable	Count % within 38. How many years have you lived in this area?	0 .0%	0 .0%	2 1.9%	2 1.5%
	Somewhat favorable	Count % within 38. How many years have you lived in this area?	4 33.3%	10 62.5%	30 28.6%	44 33.1%
	Very favorable	Count % within 38. How many years have you lived in this area?	6 50.0%	6 37.5%	72 68.6%	84 63.2%
Total		Count % within 38. How many years have you lived in this area?	12 100.0%	16 100.0%	105 100.0%	133 100.0%

# United Way • Donor Survey

## Results by Household Income of Respondents

1. How much would you say you know about the United Way and its programs in the community? Do you know... \* 47. Which range best represents your total household income before taxes? Crosstabulation

			47. Which range best represents your total household income before taxes?					Total
			\$25,000 to \$49,999	\$50,000 to \$74,999	\$75,000 to \$99,999	\$100,000 to \$149,999	\$150,000 and over	
1. How much would you say you know about the United Way and its programs in the community? Do you know...	A lot about United Way	Count % within 47. Which range best represents your total household income before taxes?	2 40.0%	7 46.7%	8 40.0%	18 40.0%	20 52.6%	55 44.7%
	A few things about United Way	Count % within 47. Which range best represents your total household income before taxes?	3 60.0%	5 33.3%	11 55.0%	22 48.9%	18 47.4%	59 48.0%
	Very little about United Way	Count % within 47. Which range best represents your total household income before taxes?	0 .0%	1 6.7%	1 5.0%	4 8.9%	0 .0%	6 4.9%
	Nothing about United Way	Count % within 47. Which range best represents your total household income before taxes?	0 .0%	2 13.3%	0 .0%	1 2.2%	0 .0%	3 2.4%
Total		Count % within 47. Which range best represents your total household income before taxes?	5 100.0%	15 100.0%	20 100.0%	45 100.0%	38 100.0%	123 100.0%

2. Thinking about everything you know, what is your overall opinion of United Way? \* 47. Which range best represents your total household income before taxes? Crosstabulation

			47. Which range best represents your total household income before taxes?					Total
			\$25,000 to \$49,999	\$50,000 to \$74,999	\$75,000 to \$99,999	\$100,000 to \$149,999	\$150,000 and over	
2. Thinking about everything you know, what is your overall opinion of United Way?	Very unfavorable	Count % within 47. Which range best represents your total household income before taxes?	0 .0%	1 7.1%	0 .0%	1 2.2%	0 .0%	2 1.6%
	Somewhat unfavorable	Count % within 47. Which range best represents your total household income before taxes?	1 20.0%	0 .0%	0 .0%	1 2.2%	0 .0%	2 1.6%
	Somewhat favorable	Count % within 47. Which range best represents your total household income before taxes?	1 20.0%	2 14.3%	9 45.0%	16 35.6%	14 36.8%	42 34.4%
	Very favorable	Count % within 47. Which range best represents your total household income before taxes?	3 60.0%	11 78.6%	11 55.0%	27 60.0%	24 63.2%	76 62.3%
Total		Count % within 47. Which range best represents your total household income before taxes?	5 100.0%	14 100.0%	20 100.0%	45 100.0%	38 100.0%	122 100.0%

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**8. I know what is being accomplished with my contributions to United Way.**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	2	1.5	1.5	1.5
	Disagree	14	10.3	10.3	11.8
	Neither Agree/Disagree	31	22.8	22.8	34.6
	Agree	77	56.6	56.6	91.2
	Strongly Agree	12	8.8	8.8	100.0
	Total	136	100.0	100.0	

**9. I know United Way appreciates my caring and commitment.**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	1	.7	.7	.7
	Disagree	2	1.5	1.5	2.2
	Neither Agree/Disagree	12	8.8	8.9	11.1
	Agree	72	52.9	53.3	64.4
	Strongly Agree	48	35.3	35.6	100.0
	Total	135	99.3	100.0	
Missing	Unsure/NA	1	.7		
Total		136	100.0		

**10. The United Way is different from other charitable and non-profit organizations because it solves more than one community problem**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	2	1.5	1.5	1.5
	Disagree	6	4.4	4.4	5.9
	Neither Agree/Disagree	21	15.4	15.4	21.3
	Agree	74	54.4	54.4	75.7
	Strongly Agree	33	24.3	24.3	100.0
	Total	136	100.0	100.0	

**11. The United Way is a community builder that makes a measurable difference in my community**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Disagree	5	3.7	3.7	3.7
	Neither Agree/Disagree	23	16.9	16.9	20.6
	Agree	74	54.4	54.4	75.0
	Strongly Agree	34	25.0	25.0	100.0
	Total	136	100.0	100.0	

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**25. Giving to an organization that gets visible results in my community**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Not at all important	7	5.1	5.3	5.3
	Somewhat important	9	6.6	6.9	12.2
	Neither important or not important	13	9.6	9.9	22.1
	Important	42	30.9	32.1	54.2
	Very Important	60	44.1	45.8	100.0
	Total	131	96.3	100.0	
Missing	Unsure/NA	5	3.7		
Total		136	100.0		

**26. Giving to an organization that makes me feel appreciated**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Not at all important	43	31.6	33.1	33.1
	Somewhat important	31	22.8	23.8	56.9
	Neither important or not important	30	22.1	23.1	80.0
	Important	10	7.4	7.7	87.7
	Very Important	16	11.8	12.3	100.0
	Total	130	95.6	100.0	
Missing	Unsure/NA	6	4.4		
Total		136	100.0		

**27. Giving to an organization that makes me feel that I can accomplish more through them than I can myself**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Not at all important	10	7.4	7.5	7.5
	Somewhat important	12	8.8	9.0	16.4
	Neither important or not important	32	23.5	23.9	40.3
	Important	34	25.0	25.4	65.7
	Very Important	46	33.8	34.3	100.0
	Total	134	98.5	100.0	
Missing	Unsure/NA	2	1.5		
Total		136	100.0		