

United Way of Marathon County



United Way of Marathon County is asking for your opinion about social issues and charitable giving in Marathon County. This survey is anonymous, and your confidentiality will be maintained, as the results will be tabulated by Perspectives Consulting Group, Inc., an independent research firm. The individual surveys will not be seen by anyone outside Perspectives Consulting Group, Inc. We will launch this survey on January 17, 2022 and it will close on January 28, 2022.

United Way of Marathon County Community Survey

United Way of Marathon County is asking for your opinion about social issues and charitable giving in Marathon County. This survey is anonymous, and your confidentiality will be maintained, as the results will be tabulated by Perspectives Consulting Group, Inc., an independent research firm. The individual surveys will not be seen by anyone outside Perspectives Consulting Group, Inc.

1. Do you feel the community is responding adequately to local social and human services issues in Marathon County?

- Yes No Unsure

2. What do you think are the three most significant social issues facing residents in Marathon County?

- | | | |
|---|---|--|
| <input type="checkbox"/> Access to health care | <input type="checkbox"/> Earning a livable wage | <input type="checkbox"/> Senior citizen concerns |
| <input type="checkbox"/> Affordable housing | <input type="checkbox"/> Graduation rates | <input type="checkbox"/> Substance abuse |
| <input type="checkbox"/> Child abuse/Neglect | <input type="checkbox"/> Homelessness | <input type="checkbox"/> Teen pregnancy |
| <input type="checkbox"/> Childcare | <input type="checkbox"/> Hunger | <input type="checkbox"/> Unemployment |
| <input type="checkbox"/> Childhood literacy | <input type="checkbox"/> Lack of parenting skills | <input type="checkbox"/> Veterans' issues |
| <input type="checkbox"/> Crime | <input type="checkbox"/> Mental health | <input type="checkbox"/> Unsure |
| <input type="checkbox"/> Domestic violence | <input type="checkbox"/> Poverty | |
| <input type="checkbox"/> Other (please specify) _____ | | |

3. Where do you find information about the needs and issues facing residents of your community? (Check ALL that apply)?

- | | |
|--|---|
| <input type="checkbox"/> Community/Volunteer work | <input type="checkbox"/> Place of worship, such as a church, mosque, or synagogue |
| <input type="checkbox"/> Email | <input type="checkbox"/> Radio |
| <input type="checkbox"/> Internet/Websites | <input type="checkbox"/> Television |
| <input type="checkbox"/> Local newspapers | <input type="checkbox"/> Word-of-mouth |
| <input type="checkbox"/> Local nonprofit organizations | <input type="checkbox"/> Unsure |
| <input type="checkbox"/> Do not find information | <input type="checkbox"/> Other (please specify) _____ |

4. **Do you consider working families living paycheck to paycheck to be a significant problem, a minor problem, or not a problem in Marathon County?**
 Significant problem Minor problem Not a problem
 Unsure
5. **Do you consider parents unable to find quality and affordable childcare to be a significant problem, a minor problem, or not a problem in Marathon County?**
 Significant problem Minor problem Not a problem
 Unsure
6. **Do you consider youth not receiving mental health support to be a significant problem, a minor problem, or not a problem in Marathon County?**
 Significant problem Minor problem Not a problem
 Unsure
7. **Do you consider future workforce needs to be a significant problem, a minor problem or not a problem in Marathon County?**
 Significant problem Minor problem Not a problem
 Unsure
8. **According to the “2018 ALICE Report: A Study of Financial Hardship in Wisconsin,” 35 percent of households in Marathon County could not afford basic needs such as housing, childcare, food, transportation, and health care. Prior to this survey, did you know this?**
 Yes No Unsure
9. **According to Childcaring, Inc., a local childcare resource and referral agency, there has been a 60 percent decrease in the number of regulated childcare programs in Marathon County since 2010. Prior to this survey, did you know this?**
 Yes No Unsure
10. **According to the 2019 Wisconsin Youth Risk Behavior Survey (YRBS), 26 percent of Marathon County high school students and 23 percent of middle school students reported feeling depressed. Prior to this survey, did you know this?**
 Yes No Unsure
11. **According to the 2019-2021 LIFE Report, Marathon County lost a total of 900 younger and highly educated residents to larger urban areas with more employment opportunities. Prior to this survey, did you know this?**
 Yes No Unsure

12. United Way of Marathon County is considering focusing its efforts on addressing one of the following social issues. Please rank the following social issues from 1 to 4 where 1 indicates your first choice of the issue United Way should address and 4 is your last choice. Select “Don’t focus on an issue” if you feel United Way of Marathon County should not focus on an issue.

- _____ Ensure working families are stable
- _____ Availability of quality and affordable childcare
- _____ Addressing youth mental health challenges
- _____ Building a quality and engaged workforce
- Don’t focus on an issue

13. Prior to this survey, had you heard of United Way of Marathon County?

- Yes
- No – skip to question 25
- Unsure – skip to question 25

14. What three words or short phrases come to mind when you think of United Way of Marathon County?

- First word/phrase: _____
- Second word/phrase: _____
- Third word/phrase: _____

15. Thinking about everything you know, what is your overall opinion of United Way of Marathon County?

- Very favorable – skip to question 17
- Somewhat favorable – skip to question 17
- Somewhat Unfavorable – please answer question 16
- Very Unfavorable - please answer question 16
- Unsure – skip to question 17

16. If you indicated that your overall opinion of United Way of Marathon County is somewhat unfavorable or very unfavorable, why do you feel that way?

17. In the past year, where have you seen or heard about United Way of Marathon County? (Check ALL that apply)

- Email
- E-newsletter
- Employee campaign at work
- Local television
- Newspaper articles
- Unsure
- Other (please specify) _____
- Place of worship, such as a church, mosque, or synagogue
- Social media (Facebook)
- Special events
- Website (www.unitedwaymc.org)
- Word-of-mouth
- Do not recall seeing/hearing about it

18. If United Way of Marathon County wanted to provide you with information about its impact in the community, which of the following would you pay the most attention to? (Check ALL that apply)

- | | |
|---|---|
| <input type="checkbox"/> Email | <input type="checkbox"/> Radio |
| <input type="checkbox"/> E-newsletter | <input type="checkbox"/> Social media (Facebook) |
| <input type="checkbox"/> Local television | <input type="checkbox"/> Special events |
| <input type="checkbox"/> Mailing | <input type="checkbox"/> Website (www.unitedwaymc.org) |
| <input type="checkbox"/> Newspaper | <input type="checkbox"/> Workplace communication |
| <input type="checkbox"/> Postcard | <input type="checkbox"/> Unsure |
| <input type="checkbox"/> Other (please specify) _____ | |

19. Do you think United Way of Marathon County should take a leadership role in identifying and addressing the most important and pressing issues for Marathon County?

- | | |
|--|---|
| <input type="checkbox"/> Yes – please answer question 20 | <input type="checkbox"/> No – please answer question 21 |
| <input type="checkbox"/> Unsure – please skip to question 22 | |

20. If you answered “Yes” to Question 19, what issues do you think United Way of Marathon County should take a leadership role in identifying and addressing? _____

21. If you answered “No” to Question 19, why don’t you think United Way of Marathon County should take a leadership role in identifying and addressing the most important and pressing issues for Marathon County?

22. Have you ever contributed financially to United Way of Marathon County?

- | | |
|------------------------------|-----------------------------|
| <input type="checkbox"/> Yes | <input type="checkbox"/> No |
|------------------------------|-----------------------------|

23. What is the primary reason you do not currently contribute financially to United Way of Marathon County?

- | | |
|---|--|
| <input type="checkbox"/> Already have my favorite charities | <input type="checkbox"/> Was not asked |
| <input type="checkbox"/> Cannot afford it | <input type="checkbox"/> Current employer does not have a workplace campaign |
| <input type="checkbox"/> Do not know how | <input type="checkbox"/> Not convenient |
| <input type="checkbox"/> Unsure | <input type="checkbox"/> Other (please specify) _____ |

24. Do you have any comments, concerns, or suggestions for United Way of Marathon County?

The following information will allow United Way of Marathon County to better understand the demographics and preferences of our community. This survey is anonymous, and your confidentiality will be maintained, as the results will be tabulated by Perspectives Consulting Group, Inc., an independent research firm. The individual surveys will not be seen by anyone outside Perspectives Consulting Group, Inc.

25. Your age:

- 18-34
- 35-49
- 50-64
- 65+
- Prefer not to answer

26. Which range best represents your total household income before taxes?

- Under \$25,000
- \$25,000 to \$34,999
- \$35,000 to \$49,999
- \$50,000 to \$74,999
- \$75,000 to \$99,999
- \$100,000 to \$149,999
- \$150,000+
- Prefer not to answer

27. What is your ZIP code?

- | | | | |
|--------------------------------|--------------------------------|--------------------------------|--------------------------------|
| <input type="checkbox"/> 54401 | <input type="checkbox"/> 54402 | <input type="checkbox"/> 54403 | <input type="checkbox"/> 54405 |
| <input type="checkbox"/> 54408 | <input type="checkbox"/> 54411 | <input type="checkbox"/> 54412 | <input type="checkbox"/> 54414 |
| <input type="checkbox"/> 54417 | <input type="checkbox"/> 54421 | <input type="checkbox"/> 54426 | <input type="checkbox"/> 54427 |
| <input type="checkbox"/> 54429 | <input type="checkbox"/> 54440 | <input type="checkbox"/> 54448 | <input type="checkbox"/> 54455 |
| <input type="checkbox"/> 54471 | <input type="checkbox"/> 54473 | <input type="checkbox"/> 54474 | <input type="checkbox"/> 54476 |
| <input type="checkbox"/> 54479 | <input type="checkbox"/> 54484 | <input type="checkbox"/> 54488 | <input type="checkbox"/> 54499 |

28. Your gender:

- | | |
|--|--|
| <input type="checkbox"/> Female | <input type="checkbox"/> Male |
| <input type="checkbox"/> Transgender female | <input type="checkbox"/> Transgender male |
| <input type="checkbox"/> Gender variant/Non-conforming | <input type="checkbox"/> Non-binary |
| <input type="checkbox"/> Prefer not to answer | <input type="checkbox"/> Not listed (please specify) _____ |

Thank you for your time and participation in this survey. Your input will be very important to the success of United Way of Marathon County.

Please mail your completed survey to: Perspectives Consulting Group
P.O. Box 496
Paw Paw, MI, 49079

Or drop-off your survey at: United Way of Marathon County
705 South 24th Avenue, Suite 400B
Wausau, WI 54401