

**Compass II Community Needs Survey for Marquette County
January - April 2003**

Report of Findings

September 25, 2003

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INTRODUCTION

COMPASS II A Community-Building Initiative

COMPASS II is a community-building initiative to engage community stakeholders in sustained, collaborative, strategic efforts to strengthen and improve conditions in the community. This initiative is lead by the United Way of Marquette County (UWMC) on behalf of the Alger-Marquette Human Services Coordinating Body (AMHSCB) and the residents of Alger and Marquette Counties. This community-building initiative begins with an assets-based comprehensive community needs assessment, and the goal is the development and pursuit of a community-generated impact plan, including goals, objectives and measures.

COMPASS II goes beyond the original COMPASS, a needs assessment developed by United Way of America in 1988. The United Way of America modified, field-tested and validated this updated version, expanding it to a community-building guide. The last community needs assessment was completed in 1994-95 in an effort lead by the AMHSCB. That assessment focused primarily on the health and human service needs of Marquette and Alger Counties. Human service organizations continue to utilize the information from the 1994-95 assessment to procure funding, plan and initiate programs, and allocate funding to identified priority areas. Recently, area human service organizations' fund-seeking efforts have been hampered by the lack of current critical data. In addition, a significant number of events have occurred, nationally and locally since 1995, including the loss of all funding to the AMHSCB. Therefore, the UWMC assumed the leadership role and is actively sought sponsorship funds to cover the cost to implement this comprehensive community-building initiative.

As with the original COMPASS in 1995, this report describes the process and the partnership sponsoring this survey, relates when possible how this information will be used to develop solutions to the problems identified, and provides certain data and outcomes of surveys. This report exists mainly as a summary of the most pressing community needs according to assessment findings. The report format is designed specifically to replicate the format of its predecessor to facilitate ease in use. As the use of the 1995 COMPASS results continues to the present, comparisons between results of 1995 and 2003 are included herein. This report does not include all information gathered and analyzed in assessing our communities needs. Additional information appears in the attached appendices and through contacts mentioned later in this document. This document is available on the United Way of Marquette County website, www.unitedway@uwmqt.org and at local libraries.

SPONSORS

United Way of Marquette County gratefully acknowledges the following sponsors for their financial support of the 2003 COMPASS II (listed alphabetically):

- Alger Marquette Community Action Board
- Alger Marquette Human Services Coordinating Body
- Frazier Fund
- Lutheran Social Services
- Marquette Community Foundation
- Marquette County Health Department
- Marquette Alger Youth Foundation
- Medical Care Access Coalition
- Reynolds Foundation

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A Community Stakeholder Advisory Group guided this assessment effort. Its members offered valuable insights and advice. Stakeholder segments and their representatives are:

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| Disability Community | Carol Barbacovi-Muscoe |
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| Tribes | Leslie Young |
| Workforce Development | Deb Doyle |
| Youth | Judy Watson Olson |
| United Way of Marquette County | Jackie Thomas |

Executive Summary

This is a report of findings of three investigations conducted by Huron Mountain Research Services, LLC between January and August of 2003 as part of the Compass II Community Assessment that is administered by the United Way of Marquette County on behalf of the Marquette–Alger Community Service Coordinating Body. Specifically, this is a report of the findings for Marquette County only. A separate document reports for Alger County. The data for these reports derive from three investigations, consisting of 1) interviews with 34 Key Informants in Marquette and Alger Counties, 2) a telephone survey of residents of Marquette and Alger Counties conducted between March 31 and April 9, 2003, and 3) a survey of businesses and service organizations operating in the two counties. Respondents in the telephone survey were asked to rank a series of social economic issues, about volunteering, and the United Way. Key Informants were asked to identify major social economic issues. Respondents to the business survey were asked how they contributed to the community and to economic development, and the service organization survey were asked which issues they addressed.

To provide perspective, discussion of the issues ranked in Marquette County in this Compass II survey will be compared with the ranking given in the 1995 Compass I survey. The typical respondent in the Compass II telephone survey was aged between 35 and 54. The plurality of respondents are terminal High School graduates; 14.8% are persons having finished graduate school or higher. Less than 40% are full time employees.

About three fourths of the adult residents own their own home. About half of the adult residents itemize their taxes.

Respondents were asked to rank issues in their neighborhood, and were later in the questionnaire asked to rank issues in their household. The top six issues for each perspective are:

| Neighborhood Issues | Household Issues |
|---|--|
| Young people leaving the area | Having a lot of anxiety, stress or depression |
| Domestic abuse, abuse of children and/or adults | Not being able to get or buy medical insurance |
| Alcohol abuse | Finding it difficult to budget |
| No or inadequate medical insurance | Not being able to find work* |
| Unemployment or underemployment | Not being able to afford recreational activities* |
| Lack of affordable medical care | Not having enough money to pay the doctor or buy prescription medications* |

* These Issues had matched ranks.

A majority of Marquette County residents regularly volunteer. The most popular groups or sites the adult residents volunteered with or to are:

1. Children or youth activities
2. Cultural group such as a music group or museum
3. Sports group/team/club
4. A school
5. Civic group such as Kiwanis, Rotary

Finally, an average of 96.7% of the adult residents of Marquette County had “heard of the United Way. More than 92% of the residents gave the United Way a favorable rating.

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Introduction

Historic and Technical Factors

This is a report of findings of three investigations conducted by Huron Mountain Research Services, LLC between January and August of 2003 as part of the Compass II Community Assessment of the United Way of America (2002), administered by the United Way of Marquette County on behalf of the Alger-Marquette Human Services Coordinating Body. Specifically, this is a report of the findings for Marquette County only. The data for these reports derive from three investigations, consisting of 1) interviews with 34 Key Informants in Marquette and Alger Counties, 2) a telephone survey of residents of Marquette and Alger Counties conducted between March 31 and April 9, 2003, and 3) a survey of businesses and service organizations operating in the two counties.

The telephone survey used a Random Digit Dial sample, and was conducted from the offices of the United Way. A total of 9,000 calls was made to residents of Marquette and Alger Counties in Michigan's Upper Peninsula to yield 421 completed questionnaires; 364 completes for Marquette County. A copy of this questionnaire is included in Appendix A.

A randomizing matrix was used to randomize respondents within each household. The yielded sample was fairly representative of the Marquette community. To effect a slightly higher degree of representivity, as compared to the U.S. Census 2000 for Marquette County, and to preserve representivity in the analysis of the respondents, a slight weighting adjustment was done. This resulted in a close match to the census for Marquette residents. Below find Table 1 which compares the Marquette sample with the Census 2000 percentages for Marquette County.

Table 1

Marquette County Sample Compared to Corresponding Census 2000 Percentages

| Comparison Variable | Marquette Sample | Census 2000 Marquette |
|---------------------------------------|-------------------------|------------------------------|
| Number of Adult Respondents/Residents | 364 | 51,249 |
| Females | 49.7% | 49.8% |
| White | 95.8% | 95.1% |
| Native American | 1.4% | 1.5% |
| African American | 0.0% | 1.3% |
| Asian American | 0.6% | 0.5% |
| Latino | 0.6% | 0.7% |

Organization of this Report

The findings of the Key Informants' survey will be presented in the next section, followed by the findings of the business and service organization survey. The third, and largest, section will discuss the telephone survey. These findings will be presented under three main rubrics:

- Demographics
- Social Issues
- Volunteering

The demographics section will include a description of the sample in terms of

- Sex
- Age
- Formal education
- Employment
- Household income
- Union membership
- Civil voting pattern
- Marriage status
- Home ownership or rental
- Subscription to an internet service.

Each finding relevant to issues, volunteering, and attitudes toward the United Way will be described in terms of these demographics.

Respondents were asked to rate 20 social issues in terms of how great a problem each was "for people in your neighborhood." The ratings of Marquette County in Compass II (2003) will be ranked and compared in terms of ratings in Compass I (1995).

In addition to these 20 Neighborhood problems, which respondents identified as present for people in their neighborhood, they were also asked to rate how great a problem 23 issues were "for you or anyone in your household." Many of these Household issues correspond to macro issues. These will be comparatively analyzed. Otherwise, the analysis will be similar to that which will be done with the Neighborhood issues. Further, issue ranks, for both the Neighborhood issues and Household issues, will be compared to their respective issues in the 1995 Compass I telephone survey.

The third section of telephone survey findings will be those concerned with volunteering. This will include an analysis of the organizations or groups for which respondents volunteer and the frequency of their volunteering. The findings of the knowledge of and the rating of the United Way of Marquette County will be presented here.

Findings of the Key Informants' Interviews

Key Informant responses in the following four categories are presented in this section:¹

1. Perspectives on Regional Economic Development
2. Perceptions of Impediments to Regional Economic Development
3. Contributions to Regional Economic Development
4. Perceptions of the Most Significant Social Issues in the Area

This is a report of all of the Key Informants. No attempt was made to separate Key Informants by county.

Perspectives on Regional Economic Development

Key Informants were first asked what they saw as the main prospects for economic development of this region. The three most frequently suggested areas of economic development were

- Tourism
- New, compatible businesses
- Further development of existing industries.

The most frequently identified area of economic development of this region, including Marquette and Alger Counties, was **tourism**. Fully 22 of the 36 Key Informants mentioned tourism as one of or the primary prospect for economic development. In defense of this choice, one respondent said:

This is a natural wonderland.

Another said:

Our area offers assets which people are willing to pay for.

And another, referring to one of the attractions we could offer tourists, said:

We have world class artists.

¹ A more thorough treatment of the Key Informants' interviews may be found in "Key Informant Perspectives, Marquette and Alger Counties, COMPASS II – January - March 2003, United Way of Marquette County," available at www.uwmqt.org.

The second most frequently mentioned type of development, mentioned almost as frequently as was tourism, is **the development of new business**. This option was mentioned with qualifications of the type of business which would with be most compatible with this ecological area, or with the local culture. Thus, four respondents stipulated that the businesses should be those with low environmental impact, or those which would be the fit here. Eight respondents stipulated “small, high tech, entrepreneurial businesses.” Five respondents specified high tech service businesses. Finally, the use of the internet, allowing people to work from their homes, could represent an area of new business development. In this connection, one respondent urged use of the internet, “which connects us to the rest of the world without us leaving.” But another rejoined, referencing the proposed use of high technology generally:

I don't think we are capable of taking advantage of electronic technology.

The third most frequently mentioned type of development mentioned was expansion of **the hospital and health services industry** currently in place in Marquette County. The fourth most frequently mentioned type was to **encourage current businesses**, which would include the health services industry. To defend these choices, a number of respondents said, essentially, “build upon what you got.” One respondents specified that “85% of development is going to come from existing businesses.” In this same vein, one other respondents said:

We should build off the fortunes of NMU and of the Hospital, and few companies out ‘at the base’.

Mentioned by at least four Key Informants was **the University**, specifically, and **recreation and sport tournaments**. **Forest products** was mentioned by three, and **more retailers** and the development of Marquette as a “**center of regional governmental entities**” was mentioned by one respondent each.

Finally, in commenting about development in general, one respondent offered:

We should publicize this livable areas as a good place to live.

Perceptions of Impediments to Regional Economic Development

The Key Informants were then asked what they saw as the main impediments to economic development. The impediments to regional economic development most frequently mentioned were:

- Distance, Remoteness
- Attitudinal
- Lack of community support for collective efforts

The most frequently mentioned impediment was **distance or remoteness**. This was mentioned by 11 respondents. Three additional respondents mentioned the climate, specifically the snow.

Seven respondents mentioned a **shared attitude** which they claim is an impediment to economic development. This attitude refers to the lack of ‘system thinkers,’ of the lack of a ‘bigger vision.’ Another respondent referred to the lack of a ‘consistent vision.’

The third most frequently mentioned impediment, mentioned by five respondents, is the lack of community support for collective efforts. One of these respondents said:

Independence inhibits collective efforts.

Other impediments mentioned by more than one respondent are:

- limited transportation system, including the rail network, four respondents,
- Lack of start up funds, 3 respondents, and
- lack of key industries which foster innovation, two respondents.

One respondent offered:

We lack a full entrepreneurial spirit.

And another offered:

I don’t think there are any impediments to tourism.

Contributions to Regional Economic Development

Respondents were asked how they or their organization contributed to the economic development of the region. The three most frequently mentioned contributions were:

- Training, educating youth, workforce development,
- Investment in the area, and
- The employment of area workers.

The first bullet refers to various educational services. Eight respondents mentioned their involvement in the training of workers, the education of youth, and workforce development as their contribution to the area’s economic development. Another eight mentioned their investment in the area, including financial investment, the expansion of physical structures, or the expansion of operations in the area. And seven additional respondents referred to their

employment of, usually, large numbers of local workers as a contribution to economic development.

Four respondents each cited the following contributions:

- Keeping the people informed
- Partnering and networking with local developmental parties
- Provision of capital

Providing sustaining services and the provision of guidance and editorial comment were mentioned by two each.

Finally, three unique contributions were cited.

- Provision of the largest convention center in the UP,
- The provision of strategic planning services, and
- The provision of worker recruitment and placement services.

Perceptions of the Most Significant Social Issues in the Area

Key Informants were then asked to identify what they perceived as the three highest priority social issues, or problems, in Marquette or Alger County. The six issues identified, in order of their frequency of mention are:

- Addiction, particularly alcohol addiction (21 respondents),
- Poverty or joblessness (16 respondents),
- Lack of medical access (10 respondents),
- The emigration of educated young people (6 respondents),
- Domestic violence (4 respondents), and
- Maintenance of quality K-12 education (2 respondents).

The addictive substance most frequently mentioned is alcohol. Fully 16 of the 21 respondents, referred specifically to ‘alcohol abuse’ or simply ‘alcohol.’ Three respondents referred to gambling, and two respondents referred to tobacco.

Nine of the 16 respondents who referred to poverty or joblessness referred specifically to ‘underemployment.’ Five referred to ‘low income’ or ‘poverty.’ And two referred to inadequate economic development and/or insufficient jobs.

‘Lack of medical access’ refers to inadequate health care, health insurance, or, specifically medical access.

Emigration of educated young people is straightforward, and was referred to directly. Domestic violence is not further specified by three respondents; one respondent specifically referenced child abuse and neglect. Maintaining quality education was otherwise not elaborated.

These represent all of the issues mentioned by the Key Informants. However, it should be noted that issues identified by 10 or more Key Informants are only the top three, 1) Addiction, particularly to alcohol; 2) poverty or joblessness; and 3) lack of medical access.

Business Survey 2003

A total of 1,566 questionnaires were sent to businesses in the two counties. The 35 businesses which responded ranged from manufacturing firms to nonprofit service providers. The distribution of the 'Commercial Focus,' the object of the first question, is displayed in Table B-1. Note that, of the 35 respondents, three are manufacturing firms, three are social service organizations, four are educational institutions, and five are financial consultants. This constitutes a great variety, which precludes most generalizations. Of course, averages can be presented by type of commercial focus, but the numbers in each category are small. But since the commercial focus categories also provide meaning to such data a number of employees, the amount of charitable contributions, and whether respondent conducted a workplace campaign, most of the data will be presented by commercial focus category.

Table B-1
Commercial Focus of Respondents

| Focus | Count | Percent |
|--------------------|--------------|----------------|
| Manufacturing | 3 | 8.6 |
| Consultant | 2 | 5.7 |
| Social Services | 3 | 8.6 |
| Legal Services | 1 | 2.9 |
| Marketing | 3 | 8.6 |
| Media | 3 | 8.6 |
| Recreation | 1 | 2.9 |
| Education | 4 | 11.4 |
| Medical Services | 4 | 11.4 |
| Financial Services | 5 | 14.3 |
| Youth Services | 2 | 5.7 |
| Business Services | 4 | 11.4 |
| Total | 35 | 100.0 |

Table B-2 displays the number of employees by commercial focus. It provides the mean number of employees, as well as the maximum and minimum in each category. Thus, of the four educational respondents, the average number of employees is 570.75, and the number of employees among them ranges from a low of 13 to a high of 950. Recreation is one respondent, but evidently has no employees.

Table B-2

Number of Employees by Commercial Focus

| Commercial focus | Mean | Minimum | Maximum |
|-------------------------|-------------|----------------|----------------|
| Manufacturing | 51.00 | 25 | 78 |
| Consultant | 5.00 | 2 | 8 |
| Social Services | 14.33 | 7 | 22 |
| Legal Services | 2.00 | 2 | 2 |
| Marketing | 6.17 | 4 | 9 |
| Media | 29.67 | 6 | 74 |
| Recreation | .00 | 0 | 0 |
| Education | 570.75 | 13 | 950 |
| Medical Services | 671.25 | 20 | 2,393 |
| Financial Services | 10.20 | 2 | 24 |
| Youth Services | 6.00 | 5 | 7 |
| Business Services | 6.25 | 1 | 20 |

Table B-3 displays the average and range of charitable contributions made by business respondents in 2002, by commercial focus.

Table B-3
Charitable Contributions by Businesses

| Commercial Focus | Mean | Minimum | Maximum |
|-------------------------|--------------|----------------|----------------|
| Manufacturing | \$2,406.00 | \$2,000 | \$2,812 |
| Consultant | \$2,775.00 | \$550 | \$5,000 |
| Social Services | \$1,000.00 | \$0 | \$2,000 |
| Legal Services | \$1,000.00 | \$1,000 | \$1,000 |
| Marketing | \$6,333.33 | \$4,000 | \$10,000 |
| Media | \$26,000.00 | \$2,000 | \$50,000 |
| Recreation | \$200.00 | \$200 | \$200 |
| Education | \$7,228.00 | \$0 | \$14,456 |
| Medical Services | \$138,250.00 | \$1,500 | \$275,000 |
| Financial Services | \$1,400.00 | \$100 | \$4,000 |
| Youth Services | \$500.00 | \$500 | \$500 |
| Business Services | \$536.00 | \$0 | \$1,500 |

Table B-4 presents the responses to Question 4, whether respondent contributed to the United Way in 2002. Of the 33 responding, 21 had contributed to the United Way, and 12 had not. All of the manufacturers, the consultants, and the media had contributed.

Table B-4
**Whether Contributed to the United Way by
Commercial Focus**

| Commercial Focus | Contribute to UW? | | Total |
|-------------------------|--------------------------|-----------|--------------|
| | Yes | No | |
| Manufacturing | 3 | 0 | 3 |
| Consultant | 2 | 0 | 2 |
| Social Services | 2 | 1 | 3 |
| Legal Services | 1 | 0 | 1 |
| Marketing | 1 | 2 | 3 |
| Media | 3 | 0 | 3 |
| Recreation | 0 | 1 | 1 |
| Education | 3 | 1 | 4 |
| Medical Services | 1 | 2 | 3 |
| Financial Services | 3 | 2 | 5 |
| Youth Services | 1 | 1 | 2 |
| Business Services | 1 | 2 | 3 |
| Total | 21 | 12 | 33 |

Table B-5 presents the responses to Question 5, whether a workplace campaign was conducted. All 35 responded to this question. All three manufacturers reported to have conducted a workplace campaign.

Table B-5

**Whether Workplace Campaign was Conducted by
Commercial Focus**

| Commercial focus | Workplace Campaign? | | Total |
|-------------------------|----------------------------|-----------|--------------|
| | Yes | No | |
| Manufacturing | 3 | 0 | 3 |
| Consultant | 2 | 0 | 2 |
| Social Services | 2 | 1 | 3 |
| Legal Services | 0 | 1 | 1 |
| Marketing | 0 | 3 | 3 |
| Media | 1 | 2 | 3 |
| Recreation | 0 | 1 | 1 |
| Education | 3 | 1 | 4 |
| Medical Services | 2 | 2 | 4 |
| Financial Services | 1 | 4 | 5 |
| Youth Services | 1 | 1 | 2 |
| Business Services | 2 | 2 | 4 |
| Total | 17 | 18 | 35 |

Table B-6 presents the average, as well as the maximum and minimum, number of volunteer hours contributed by commercial focus. Note that volunteer hours vary greatly among respondents. Thus, among the manufacturers, there is a mean of 386, and a maximum of 1,000 and a minimum of eight. In education, there is a mean of 4,500, a maximum of 9,000 and a minimum of zero. And among the media, the range is 200 to 5,000. To overcome this extreme variation, volunteer hours were standardized by number of employees. With outliers removed, the average number of volunteer hours by employee is 42.8.

Table B-6

| Average Volunteer Hours in 2002 by Commercial Focus | | | |
|--|-------------|----------------|----------------|
| Commercial focus | Mean | Minimum | Maximum |
| Manufacturing | 386.0 | 8.0 | 1,000.0 |
| Consultant | 300.0 | 100.0 | 500.0 |
| Social Services | 400.0 | 300.0 | 500.0 |
| Legal Services | 500.0 | 500.0 | 500.0 |
| Marketing | 163.0 | 125.0 | 201.0 |
| Media | 2,600.0 | 200.0 | 5,000.0 |
| Recreation | 8.0 | 8.0 | 8.0 |
| Education | 4,500.0 | .0 | 9,000.0 |
| Medical Services | 501.0 | 501.0 | 501.0 |
| Financial Services | 924.0 | 10.0 | 3,600.0 |
| Youth Services | 300.0 | 300.0 | 300.0 |
| Business Services | 156.8 | .0 | 501.0 |
| Total | 909.2 | .0 | 9,000.0 |

Table B-7 displays whether the responding company allows employees to take volunteer time.

Table B-7

| Whether Company Allows Volunteer Time by Commercial Focus | | | |
|--|----------------------------|-----------|--------------|
| Commercial Focus | Co. allow vol time? | | Total |
| | Yes | No | |
| Manufacturing | 2 | 0 | 2 |
| Consultant | 2 | 0 | 2 |
| Social Services | 3 | 0 | 3 |
| Legal Services | 1 | 0 | 1 |
| Marketing | 1 | 2 | 3 |
| Media | 2 | 1 | 3 |
| Recreation | 0 | 1 | 1 |
| Education | 1 | 2 | 3 |
| Medical Services | 2 | 2 | 4 |
| Financial Services | 4 | 0 | 4 |
| Youth Services | 1 | 1 | 2 |
| Business Services | 4 | 0 | 4 |
| Total | 23 | 9 | 32 |

Table B-8 displays the initiatives with which companies indicated that they were participating. Of the 16 initiatives listed in the questionnaire, the 31 companies that responded to this item, indicated a total of 10 initiatives.

Table B-8

| Initiatives Companies are Currently Involved in | | |
|--|--------------|----------------|
| Initiative Currently Involved in | Count | Percent |
| Currently Increasing Access to Jobs | 1 | 2.9 |
| Currently Promoting Comm Revitalization | 1 | 2.9 |
| Currently Expanding Business | 2 | 5.7 |
| Currently Promoting Youth Development | 2 | 5.7 |
| Currently Increasing Rec Opportunities | 3 | 8.6 |
| Currently Promoting Arts & Culture | 4 | 11.4 |
| Currently Building Neighborhood Trust | 3 | 8.6 |
| Currently Improving Access to Transportation | 2 | 5.7 |
| Currently Beautifying Community Spaces | 6 | 17.1 |
| Currently Planning Community Renewal | 7 | 20.0 |
| Total | 31 | 88.6 |
| System Missing | 4 | 11.4 |
| Total | 35 | 100.0 |

The most popular initiative, participating in by 20% of all respondents, is “Planning Community Renewal.” The next two initiatives are “Beautifying Community Spaces” and “Promoting Arts & Culture.”

Table B-9 displays the responses to the “B” column of Question 8, indicating that respondent would like to participate in the indicated initiative. Only six initiatives were selected by the eight companies which responded to this part of Question 8. Only two of the six received more than one selection. These are “Planning Community Renewal” and “Building Neighborhood Trust.”

Table B-9**Initiatives Companies Would Like to Participate In**

| Initiative Company Would Like to Participate in | Count | Percent |
|--|--------------|----------------|
| Would Like to Foster Entrepreneurship | 1 | 2.9 |
| Would Like to Promote Good Health | 1 | 2.9 |
| Would Like to Increase Rec Opportunities | 1 | 2.9 |
| Would Like to Promote Arts & Culture | 1 | 2.9 |
| Would Like to Build Neighborhood Trust | 2 | 5.7 |
| Would Like to Plan Community Renewal | 2 | 5.7 |
| Total | 8 | 22.9 |
| System Missing | 27 | 77.1 |
| Total | 35 | 100.0 |

Summary of Business Survey

In summary, there was a total of 35 of 1,566 Business Survey 2003 questionnaires returned by August 11, 2003, representing a large variety of organizations. These companies had an average number of employees of 153, with a range from 671 employees to zero employees. Charitable contributions in 2002 averaged \$15,909, with a range from \$275,000 to \$0.

Twenty-one of 23 responding companies indicated that they contributed to the United Way in 2002, including all of the manufacturers, consultants, and media. However, only 17 of the 35 indicated that they had conducted a workplace campaign in 2002.

An average of 43 hours per person was volunteered among the business survey respondents, and 23 of 32 responding companies indicate that they allow time off for volunteer work.

Finally, business survey respondents indicated that they already participate in 10 of the 16 initiatives listed in the questionnaire. The most frequently picked initiatives are "Planning for Community Renewal," "Beautifying Community Spaces," and "Promoting Arts & Culture." Only eight respondents indicated that they would like to participate in an initiative. The more frequently chosen of these are "Planning for Community Renewal" and "Building Neighborhood Trust."

Public/Private Service Provider Survey 2003

A total of 202 questionnaire were sent to the service providers in the two counties. Of the 47 which responded, all but one of the organizations indicated, in the first question of their questionnaire, what type of constitution their organization had. The distribution is displayed in

Table B-10 below. Two thirds of respondents indicated they were private, nonprofit corporations. Another 15% (7) indicated that they were local governments, or their agencies. And five indicated that they were faith-based organizations, including one religious broadcaster.

Table B-10

| Class of Organization | | |
|---|-------|---------|
| Designated Type | Count | Percent |
| A private, nonprofit, corporation | 31 | 66.0 |
| A private, for profit, corporation | 2 | 4.3 |
| City Government | 3 | 6.4 |
| County Government | 4 | 8.5 |
| Faith based/Congregational organization | 5 | 10.6 |
| Other | 1 | 2.1 |
| Total | 46 | 97.9 |
| System Missing | 1 | 2.1 |
| Total | 47 | 100.0 |

Table B-11 displays the largest area each organization serves. The local governments, of course are bound by their jurisdiction, which accounts for three of the four “City” selections, and four of the 14 “County” selections. Accounting for those, note that the tendency is for associations to serve a larger area. Thirteen selected “Region,” as compared to 11 for the non-local government selections of “County.” Further, among the nine “Others,” were written expansions indicating that the service area is the entire UP, or the entire State of Michigan.

Table B-11

Largest Area Served

| Service Area | Count | Percent |
|---------------------|--------------|----------------|
| Region | 13 | 27.7 |
| County | 15 | 31.9 |
| City | 4 | 8.5 |
| Township | 2 | 4.3 |
| Other | 9 | 19.1 |
| Total | 43 | 91.5 |
| System Missing | 4 | 8.5 |
| Total | 47 | 100.0 |

Table B-12, following, resolves the written mission statements of respondents into 12 categories. These categories will now be explained. First, “Emergency Service,” represents

Table B-12

Mission Type

| Mission Category | Count | Percent |
|-------------------------|--------------|----------------|
| Emergency Service | 2 | 4.3 |
| Children & Families | 4 | 8.5 |
| Youth | 4 | 8.5 |
| Disability Service | 6 | 12.8 |
| Social Service | 6 | 12.8 |
| Gerontological Service | 1 | 2.1 |
| Housing | 1 | 2.1 |
| Religion, Practice | 6 | 12.8 |
| Medical/Health Service | 6 | 12.8 |
| Local Government | 6 | 12.8 |
| Physical Fitness | 1 | 2.1 |
| Other | 4 | 8.5 |
| Total | 47 | 100.0 |

organizations which plan and provide for societal or regional emergencies, or family emergencies. In the instant case, included in this category is the Red Cross, and the Marquette Coalition for Emergency Service, which supplies funds or resources for families in danger of losing their home, heat, or running out of food.

Category 2, “Children and Families,” includes organizations which target families for service, along with their children. This includes the Michigan National Guard Family Fund, Teaching Family Homes, the Children’s Museum, and the Association for Little Friends. “Youth” refers to organizations which focus on pre- and young adolescents. These include the Girl and Boy Scouts and the Marquette Alger Young Authors. “Disability Service” refers to organizations dedicated to serving individuals with a medical or physical disability. Groups included in this category are the United Cerebral Palsy Association and Marquette Senior Day Care Center.

“Social Service” is a category which includes organizations which provide a wide array of social work services. This category includes Catholic Social Services, Pathways, and the Women’s Center. “Gerontological Services” includes only Marquette Senior Services, and “Housing” includes only Habitat for Humanity. “Religion, Practice” includes organizations dedicated to the practice of religion. This category includes Trinity Lutheran Church, the Apostolic Lutheran Church, Youth for Christ, Messiah Lutheran Church, and Gospel Opportunities.

“Medical/Health Service” refers to organizations dedicated to serving persons in need of medical attention, and educating the public about how to avoid specific conditions or diseases. Included here are Marquette General Health System Volunteers, Pregnancy Services, March of Dimes, the Spina Befida Association, and the Medical Care Access Coalition. “Local Government” is fairly self-evident, and includes the City of Ishpeming, the City of Marquette, Alger County, and Marquette County. “Physical Fitness” refers only to the YMCA of Marquette County, and “Other” includes association which fit nowhere else. These are four, and are the Marquette County Genealogical Society, the Marquette Beautification and Restoration Committee, Inc., the Council on Crime and Delinquency, and Associated Family Care, which, despite its name, is a consultancy which advises nonprofits on their operations and structure.

To interpret organizational income, employment, volunteers, and service populations, it is necessary to consolidate these mission categories further. This is especially advised given that there are only 47 cases to work with. Thus, these 15 categories have been further consolidated into three categories, as follows:

- Social Organization
 - Emergency Service
 - Children & Families
 - Youth

- Disability Service
- Social Service
- Gerontological Service
- Housing
- Medical/Health Service
- Physical Fitness
- Practicing Religion
 - Religion Practice
- Local Government
 - Local Government

In this taxonomy the “Other” associations are left out of the analysis. Thirty two organizations are in the Social Organization category; six are in the Practicing Religion category, and five are in the Local Government category.

Table B-13, using the consolidated categories, displays organizational employees and volunteers by type of organization.

Table B-13

| | | Employees by Type of Organization | | |
|-----------------------------|---------|--|----------------------------|-------------------|
| Type of Organization | | Full-Time Employees | Part-Time Employees | Volunteers |
| Social Organization | Mean | 18.04 | 17.56 | 167.61 |
| | Sum | 469 | 474 | 4,693 |
| | Maximum | 220 | 150 | 1000 |
| | Minimum | 0 | 0 | 0 |
| Practicing Religion | Mean | 2.50 | 4.83 | 68.00 |
| | Sum | 15 | 29 | 408 |
| | Maximum | 4 | 10 | 150 |
| | Minimum | 0 | 0 | 0 |
| Local Government | Mean | 132.17 | 60.00 | 47.25 |
| | Sum | 793 | 360 | 189 |
| | Maximum | 238 | 114 | 150 |
| | Minimum | 37 | 10 | 0 |
| Total | Mean | 33.61 | 22.13 | 139.21 |
| | Sum | 1,277 | 863 | 5,290 |
| | Maximum | 238 | 150 | 1000 |
| | Minimum | 0 | 0 | 0 |

Table B-13 demonstrates the distinctiveness of the three consolidated categories. Comparing full-time employees shows that social organizations average 18 employees, while local governments average 132 full-time employees; faith based organizations average only 2.5 full-time employees. Volunteers show the opposite pattern. Social organizations average 168 volunteers to local government’s 47. Faith-based organizations average 68 volunteers.

With respect to whether service provider organizations provide space for community groups to meet, it can be seen in Table B-14 that Social Organizations are split, half do, and half do not, but Churches mostly do provide space, and Local Governments all provide space for groups.

Table B-14

Whether Meeting Space is Provided to Community Groups

| Type of Organization | | Yes | No | Not sure | Total |
|-----------------------------|-------------------------------|------------|-----------|-----------------|--------------|
| Social Organization | Count | 14 | 15 | 1 | 30 |
| | % within Social Organization | 46.7% | 50.0% | 3.3% | 100.0% |
| Church | Count | 4 | 1 | 1 | 6 |
| | % within Church | 66.7% | 16.7% | 16.7% | 100.0% |
| Local Government | Count | 6 | 0 | 0 | 6 |
| | % within Local Government | 100.0% | .0% | .0% | 100.0% |
| Total | Count | 24 | 16 | 2 | 42 |
| | % within Type of Organization | 57.1% | 38.1% | 4.8% | 100.0% |

With respect to the provision of equipment and materials to community groups, it can be seen in Table B-15 that two-thirds of service provider groups do not provide such things, although Local Governments may be more inclined to do so. Of course the provision of equipment and materials represents costs to service provider organizations, which do not earn money themselves, but depend on the contributions of others. As Local Governments have a mandate to serve their constituents, and representatives of those constituents to disperse tax derived funds, there may be a duty to provide certain equipment and materials for certain purposes. Social Organizations and Churches have no such mandate, nor do they have the authority to collect taxes. This would make them pecuniarily cautious, and would explain their greater disinclination to provide equipment and materials to community groups.

Table B-15

| | | Whether Equipment & Materials are Made Available | | |
|-----------------------------|-------------------------------|---|-----------|--------------|
| Type of Organization | | Yes | No | Total |
| Social Organization | Count | 9 | 21 | 30 |
| | % within Social Organization | 30.0% | 70.0% | 100.0% |
| Church | Count | 2 | 4 | 6 |
| | % within Church | 33.3% | 66.7% | 100.0% |
| Local Government | Count | 3 | 3 | 6 |
| | % within Local Government | 50.0% | 50.0% | 100.0% |
| Total | Count | 14 | 28 | 42 |
| | % within Type of Organization | 33.3% | 66.7% | 100.0% |

Table B-16 presents the responses to Question 7, which reads:

Are employees with specific skills made available to help community groups, for example, a health expert who helps a community-based group assemble health information for a neighborhood newsletter?

Table B-16

| | | Whether Employees with Specific Skills are Made Available to Community Groups | | | |
|-----------------------------|-------------------------------|--|-----------|-----------------|--------------|
| Type of Organization | | Yes | No | Not sure | Total |
| Social Organization | Count | 11 | 14 | 5 | 30 |
| | % within Social Organization | 36.7% | 46.7% | 16.7% | 100.0% |
| Church | Count | 3 | 2 | 1 | 6 |
| | % within Church | 50.0% | 33.3% | 16.7% | 100.0% |
| Local Government | Count | 4 | 2 | 0 | 6 |
| | % within Local Government | 66.7% | 33.3% | .0% | 100.0% |
| Total | Count | 18 | 18 | 6 | 42 |
| | % within Type of Organization | 42.9% | 42.9% | 14.3% | 100.0% |

As may be seen in Table B-16, the provision of such skills is split evenly between all service provider organizations. Local Governments and Churches are more inclined to make such employees available, Social Organizations are less inclined.

Table B-17 provides the responses to Question 8, which reads:

Does your organization reach out to purchase goods and services from locally owned enterprises in your area?

The overwhelming majority of all service provider organizations agreed that they reach out and purchase goods and services from locally owned enterprises. Three respondents indicated that they did not, and one was not sure. But the question is worded such as to provide confusion to all of these responses. It asks about purchases from “locally owned enterprises.” While there are some locally owned stores and offices which provide goods and services to local organizations, most of the distribution of goods locally is done so by large retail outlets owned by corporations located elsewhere. Were the three who answered “No” and the one who answered “Not sure” aware of this? It remains that while the impulse is clear, that local service prower organizations want to support local enterprises, many of which may provide them with support, that whether it is accurate that more than 90% only purchase goods from “locally owned enterprises” remains unclear.

Table B-17

Whether Goods and Services are Purchased Locally

| Type of Organization | | Yes | No | Not sure | Total |
|----------------------|-------------------------------|--------|-------|----------|--------|
| Social Organization | Count | 28 | 2 | 1 | 31 |
| | % within Social Organization | 90.3% | 6.5% | 3.2% | 100.0% |
| Church | Count | 5 | 1 | 0 | 6 |
| | % within Church | 83.3% | 16.7% | .0% | 100.0% |
| Local Government | Count | 6 | 0 | 0 | 6 |
| | % within Local Government | 100.0% | .0% | .0% | 100.0% |
| Total | Count | 39 | 3 | 1 | 43 |
| | % within Type of Organization | 90.7% | 7.0% | 2.3% | 100.0% |

Table B-18 displays the responses to Question 9, which asks whether respondent’s organization reaches out to hire people who are trying to transition from welfare to work. The plurality indicates that it does not, but it should be recalled that Local Governments are restricted by civil service rules, and Churches hire very few people at all. A majority of Social

Organizations indicates that they do attempt to reach out to Temporary Assistance to Needy Families (TANF) persons.

Table B-18

Whether Organization Reaches Out to Hire TANF People

| Type of Organization | | Yes | No | Not sure | Total |
|-----------------------------|-------------------------------|------------|-----------|-----------------|--------------|
| Social Organization | Count | 14 | 12 | 4 | 30 |
| | % within Social Organization | 46.7% | 40.0% | 13.3% | 100.0% |
| Church | Count | 0 | 5 | 1 | 6 |
| | % within Church | .0% | 83.3% | 16.7% | 100.0% |
| Local Government | Count | 2 | 4 | 0 | 6 |
| | % within Local Government | 33.3% | 66.7% | .0% | 100.0% |
| Total | Count | 16 | 21 | 5 | 42 |
| | % within Type of Organization | 38.1% | 50.0% | 11.9% | 100.0% |

Table B-19 provides the responses to Question 12, which asks for estimates of income received for last year's budget. These data reflect only the funding of Social Organizations. And it must be understood that some of these organizations operate Upper Peninsula wide, or statewide, and reflect, in their budgets, funds donated state- of UP wide, and funds received from United Way organizations outside of Marquette County. Nevertheless, a distinct pattern is revealed. First, social organizations have been overwhelmingly dependent on Federal and State funding. Second, that only a very small proportion of their overall funding comes from the United Way.

Table B-19

Organizational Income by Source – Social Organizations only

| Fund Source | Respondents* | Sum | Percent |
|--------------------------|---------------------|---------------|----------------|
| Received from UW | 23 | \$506,861 | 1.0 |
| Received from Fed/State | 22 | \$37,942,656 | 73.2 |
| Received from Local Govt | 17 | \$1,167,305 | 2.3 |
| Own fund raising | 22 | \$4,386,472 | 8.5 |
| Fees | 23 | \$2,690,218 | 5.2 |
| Other | 13 | \$5,157,744 | 9.9 |
| TOTAL DOLLARS | | \$ 51,851,256 | 100.1 |

* The sum of the respondents is not additive, as each was permitted to make entry in more than one fund category. The percent indicated in the rightmost column is based solely on the sum of the dollars.

Table B-20**Program Participants – Social Organizations only**

| | Respondents* | Sum | Percent |
|---------------------------|---------------------|----------------|----------------|
| Children younger than 13 | 24 | 43,654 | 16.0 |
| Youth 13 - 19 | 23 | 91,265 | 33.5 |
| Adults | 27 | 43,819 | 16.1 |
| Elders | 18 | 6,425 | 2.4 |
| Others | 5 | 87,249 | 32.0 |
| TOTAL PARTICIPANTS | | 272,412 | 100.0 |

* The sum of the respondents is not additive, as each was permitted to make entry in more than one participant category. The percent indicated in the rightmost column is based solely on the sum of the participants.

Table B-20 indicates the types of persons served by Social Organizations. The plurality of participants served is adolescent youth. The smallest group of participants is Elders. A large percentage of participants are grouped under Others. If they are not young children, youth, adults, or elders, it is not immediately apparent who these Others are. Presumably these are persons otherwise taxonomically grouped, such as disabled or homeless persons of whatever age.

Summary of Service Provider Survey

A total of 47 of 202 Public/Private Service provider Survey questionnaires were returned completed. Forty-six self designated themselves, with 33 designating themselves as corporations, all but two of which are nonprofit. Three indicated that they represented city governments, and four represented county governments. Five indicated that they represented a faith based or congregational organization. These 47 were then classed in three categories:

- ▶ Social Organizations, with 35 respondents,
- ▶ Practicing Religion, with 5 respondents, and
- ▶ Local Government, with 7 respondents.

Social Organizations are less inclined to provide meeting space to community groups than are church organizations or local governments, and Social Organizations are more inclined to hire TANF people than are the other two groups.

With respect to Social Organizations only, almost three-quarters of their funding comes from state or federal sources. The United Way provides only 1% of their total funding. With respect to participants served, one-third are youth. Just under one-third are Others.

Classifying participants by the type of service provided, the largest average number of participants, for all respondent groups, is for Economic Development. The next highest average

number is for Physical Health Service, and the third is for Youth Development. Substance abuse services ranked fifth.

Findings – Telephone Survey

All findings will be analyzed in terms of one or more pertinent demographic factors. Note, because non responses are not included in analysis, tables will occasionally display data for less than the 364 cases of the Marquette County sample.

Demographics

Table M-2 presents the distribution of the Marquette County sample by sex.

Table M-2

Distribution by Sex

| Sex | Count for Marquette County | % for Marquette County |
|------------|-----------------------------------|-------------------------------|
| Female | 181 | 49.7 |
| Male | 183 | 50.3 |
| Total | 364 | 100.0 |

Table M-3 presents the distribution of the sample by age group.

Table M-3

Distribution by Age Group by County

| Age Group | Count for Marquette County | % for Marquette County |
|------------------|-----------------------------------|-------------------------------|
| 18 - 34 | 100 | 27.5 |
| 35 - 54 | 155 | 42.7 |
| 55 or older | 108 | 29.8 |
| Total | 363 | 100.0 |

Table M-4 presents the distribution of the sample by level of formal education.

Table M-4**Distribution by Formal Educational Level in Marquette County**

| Formal Educational Level | Count for Marquette County | % for Marquette County |
|---------------------------------|-----------------------------------|-------------------------------|
| Grade 10 or below | 10 | 2.7 |
| High School | 111 | 30.5 |
| Some College | 97 | 26.6 |
| College Graduate | 92 | 25.3 |
| Graduate School or higher | 54 | 14.8 |
| TOTAL | 364 | 100.0 |

The presence of Northern Michigan University in Marquette County, as well as Pathways and some state offices, explains the relatively higher percentage of higher education persons in Marquette County.

Table M-5 presents the employment status of the residents of Marquette County.

Table M-5**Distribution by Employment Status**

| Employment Status | Count for Marquette County | % for Marquette County |
|-----------------------------|-----------------------------------|-------------------------------|
| Full time—not self employed | 141 | 39.0 |
| Part time—not self employed | 63 | 17.4 |
| Self employed—full time | 17 | 4.7 |
| Self employed—part time | 8 | 2.2 |
| Retired | 78 | 21.5 |
| Not employed | 55 | 15.2 |
| TOTAL | 362 | 100.0 |

Table M-6 presents the distribution of household income.

Table M-6**Distribution by Household Income**

| Income Category | Count for Marquette County | % for Marquette County |
|----------------------------------|-----------------------------------|-------------------------------|
| Less than \$15,000 | 45 | 14.2 |
| \$15,000 but less than \$25,000 | 45 | 14.2 |
| \$25,000 but less than \$50,000 | 109 | 34.3 |
| \$50,000 but less than \$100,000 | 106 | 33.3 |
| \$100,00 but less than \$200,000 | 13 | 4.1 |
| Total | 318 | 100.0 |

Table M-7 shows how Marquette residents with less than and greater than \$25,000 annual incomes are distributed among employment categories.

Table M-7**Distribution of Employment Status by Household Income**

| Income Category | LT \$25,000 | \$25,000 or more |
|-----------------------------|-----------------------------------|-------------------------|
| Employment Status | Marquette County Residents | |
| | N=90 | N=225 |
| Full time-not self employed | 12.2 | 51.6 |
| Part time-not self employed | 27.8 | 13.8 |
| Self employed | 5.6 | 7.6 |
| Retired | 26.7 | 16.9 |
| Not employed | 27.8 | 10.2 |
| Total | 100.0 | 100.0 |

Note that of all Marquette County residents who earn less than \$25,000 annually retirees account for 26.7%. Further, 38.7% of Marquette County retirees earn less than \$25,000 annually. With respect to full time employees, only 8.7% earn less than \$25,000.

Table M-8 displays more data relevant to employment, specifically whether the respondent is employed by a public agency or private business. It indicates, first, that the percentage of persons who work for the federal, state, or local government is 15.9%, which is about 5% higher than the national average. Local government is not very large in this region. The only significant group of federal employees would be the Transportation Safety employees at Sawyer International Airport, which is in Marquette County. These would be fairly well paid, by local standards, and, of course, they may live in either Marquette or Alger County. The most numerous public employees would be those working for the State of Michigan. These would include Corrections Department employees. There are corrections facilities in both Alger and Marquette Counties, although the larger facility is in Marquette County. And Family Independence Agency and Public Health offices are mostly, if not exclusively, in Marquette County. State employees also, by local standards, are well paid.

Table M-8

Distribution by Type of Employer

| Work for Federal, State or Local Government | Count for Marquette County | % for Marquette County |
|--|---|---------------------------------------|
| Yes | 44 | 15.9 |
| No | 233 | 84.1 |
| Total | 277 | 100.0 |

What Table M-8 seems to be telling us is that a high proportion of federal and state employees live in Marquette County, which will help explain the high percentage of higher waged workers in Marquette County.

Table M-9 displays the comparative rate of union membership.

Table M-9

Distribution of Union Membership

| Are you a Union Member? | Count for Marquette County | % for Marquette County |
|------------------------------------|---|---------------------------------------|
| Yes | 63 | 21.4 |
| No | 232 | 78.6 |
| Total | 295 | 100.0 |

Union membership pertains mostly to “blue collar” jobs, and it also represents higher paying “blue collar” jobs.

Table M-10 displays data pertaining to civil voting. The question these data are responses to is: Do you vote in most elections?

Table M-10

Distribution of Voting Response

| Do you vote in most elections? | Count for Marquette County | % for Marquette County |
|---------------------------------------|-----------------------------------|-------------------------------|
| Yes | 301 | 82.7 |
| No | 63 | 17.3 |
| Total | 364 | 100.0 |

Fully 82.7% of Marquette residents claim to exercise their suffrage regularly, which is substantially higher than the actual turnout in elections in recent years.

Table M-11 presents the marriage status of respondents:

Table M-11

Distribution of Marriage Status

| Marriage Status | Count for Marquette County | % for Marquette County |
|--------------------------------|-----------------------------------|-------------------------------|
| Married | 216 | 59.3 |
| Living with partner, unmarried | 13 | 3.6 |
| Single, never married | 76 | 20.9 |
| Separated | 2 | 0.5 |
| Divorced | 30 | 8.2 |
| Widowed | 27 | 7.4 |
| Total | 364 | 100.0 |

Table M-12 indicates the percentage who itemize their taxes.

Table M-12

| Itemization of Taxes | | |
|--|-----------------------------------|-------------------------------|
| Did you itemize, or are you planning to itemize, on your 2002 tax return? | Count for Marquette County | % for Marquette County |
| Yes | 130 | 43.2% |
| No | 171 | 56.8% |
| Total | 301 | 100.0% |

A majority of Marquette County taxpayers do not itemize their taxes.

Table M-13 indicates the distribution of homeowners and renters. Three-quarters of Marquette residents own their own home.

Table M-13

| Home Ownership | | |
|--|-----------------------------------|-------------------------------|
| Do you own your current place of residence? | Count for Marquette County | % for Marquette County |
| Rent | 89 | 24.9% |
| Own | 269 | 75.1% |
| Total | 358 | 100.0% |

The ethnic breakdown of Marquette County is presented in Table M-14. Largely because of the University, Marquette County has at least a few members of most ethnicities, and is reflected in the distribution

Table M-14

| Ethnicity | | |
|--|-----------------------------------|-------------------------------|
| What ethnic group would you consider yourself to be in? | Count for Marquette County | % for Marquette County |
| White (Euro-American) | 346 | 95.8% |
| Native American | 5 | 1.4% |
| Asian-American | 2 | 0.6% |
| Latino | 2 | 0.6% |
| Other | 6 | 1.7% |
| TOTAL | 361 | 100.0% |

Social Issues

Two aspects of social issues were presented to respondents in this survey. The first set asked respondents to rank “problems in the area in which they live.” The second set asked respondent to rank problems which have affected “you or anyone in your household over the last 12 months.” The first set will be referred to as the “Neighborhood Issues,” and the second set as the “Household Issues.” We will first analyze the Neighborhood Issues, which should be understood as resident’s perception of social issues in their community.

Respondents were presented with a social issue and asked to identify it as:

- ▶ Not a Problem,
- ▶ A Minor Problem,
- ▶ A Moderate Problem, or
- ▶ A Major Problem

For analysis, this ranking was assigned the numbers 1 to 4, where 1 represents “Not a Problem,” and 4 represents “A Major Problem.” Ranks were then averaged. Thus, an average rank of 2.5 would represent a community rank halfway between Minor and Moderate Problem. Table M-15A indicates the average ranking of each of the macro issues by county.

Table M-15A**Average Rank of Neighborhood Issues
(N=221)**

| Issue | Marquette |
|--|------------------|
| Unemployment or underemployment | 2.5 |
| Poverty | 2.0 |
| Water, air, noise, or other pollution | 1.5 |
| Inadequate public transportation | 1.9 |
| Alcohol abuse | 2.6 |
| No or inadequate medical insurance | 2.5 |
| Drug Abuse | 2.3 |
| Homeless youth and young adults | 1.8 |
| Crime | 1.9 |
| Lack of affordable medical care | 2.4 |
| Illiteracy | 1.7 |
| Domestic violence, abuse of children and/or adults | 2.6 |
| Substandard housing | 1.9 |
| Shortage of child day care | 1.8 |
| Lack of affordable legal services | 2.0 |
| Teenage pregnancy | 2.3 |
| Racial or ethnic discrimination | 1.8 |
| Overcrowded housing | 1.6 |
| Shortage of affordable housing | 1.9 |
| Young people leaving the area | 3.0 |

To allow comparative analysis, only the respondents who responded to all of the Neighborhood Issue items were included in the analysis. These were, therefore, the same 221 Marquette residents who answered each of the items.

The highest ranking issue for Marquette County is “Young people leaving the area.” The next highest ranking issue is “Domestic violence,...” and “Alcohol abuse,” which share the second and third position for Marquette County. The next highest ranking issues for Marquette County

are “No or inadequate medical insurance” and “Unemployment or underemployment,” which share the fourth and fifth positions.

Table M-15B these top five ranking Neighborhood issues with the top five ranking Neighborhood issues of the 1995, Compass I, telephone survey.

| Table M-15B | | | |
|--|--|-------------|-------------------------------------|
| Comparison of Top Ranking Neighborhood Issues Compass II & Compass I Marquette County | | | |
| Rank | Compass II | Rank | Compass I |
| 1 | Young people leaving the area | 1 | Lack of affordable medical care |
| 2.5 | Alcohol abuse | 2 | Unemployment or underemployment |
| 2.5 | Domestic Violence, abuse of children and/or adults | 3 | Shortage of recreational facilities |
| 4.5 | Unemployment or underemployment | 4 | Alcoholism |
| 4.5 | No or inadequate medical insurance | 5 | Shortage of affordable housing |

Comparing Neighborhood issues over eight years, we still see three related issues in the top five ranking issues of each survey. Thus, “Alcohol abuse/Alcoholism” ranked 2.5 in 2003 and 4 in 1995. “Unemployment or underemployment” ranked 4.5 in 2003 and 2 in 1995. Finally, “No or inadequate medical insurance” ranked 4.5 in 2003 and “Lack of affordable medical care” ranked 1 in 1995; these are not identical, but closely related. “Young people leaving the area,” which ranked 1 in 2003, and “Shortage of recreational facilities,” which ranked 3 in 1995, were unique to their respective year’s survey.

Table M-16A, on the following page, presents the display for the Household Issues. The three highest ranking issues for Marquette County are:

1. Having a lot of anxiety, stress, or depression
2. Finding it difficult to budget
3. Not being able to pay for or get medical insurance

All three of the top ranking micro issues are economic or economically related issues, in contrast to the salience given moral issues among the Neighborhood Issues identified.

Even the next three ranking issues, which are tied for the fifth rank, are economic issues. They are:

- 5. Not having enough money for food.
- 5. Not being able to pay the utility bills.
- 5. Not being able to afford recreational activities.

Table M-16A

Average Rank of Household Issues

| Issue | Marquette |
|--|-----------|
| Not having enough room in your house for all the people who live there. | 1.2 |
| Living in housing which needs major repairs. | 1.2 |
| Not having enough money for food. | 1.3 |
| Not having enough money to pay for housing. | 1.2 |
| Not being able to pay the utility bills. | 1.3 |
| Not having enough money to buy needed clothing and shoes. | 1.2 |
| Not being able to afford legal help. | 1.3 |
| Finding it difficult to budget. | 1.5 |
| Not being able to pay or get medical insurance. | 1.5 |
| Not having enough money to pay the doctor or buy prescription medications. | 1.4 |
| Not being able to get home health care for someone with a disability tor serious illness or for an elderly person. | 1.2 |
| Not being able to get adult day care for someone with a disability or serious illness, or for an elderly person. | 1.2 |
| Not being able to get special transportation for a disabled or elderly person. | 1.2 |
| Difficulty in reading well enough to get along. | 1.1 |
| Not being able to find work. | 1.4 |
| Not being able to afford recreational activities. | 1.4 |
| Having a lot anxiety, stress, or depression. | 1.7 |
| Experiencing an alcohol and/or drug problem. | 1.2 |
| Experiencing physical conflict in the household. | 1.1 |
| Children or teenagers experiencing behavior or emotional problems. | 1.2 |
| Not being able to afford child day care. | 1.1 |
| Not being able to find after-school child care. | 1.1 |
| Not being able to prepare nutritious meals | 1.1 |

Table M-16B provides the comparison of the top six ranking Household issues between the Compass I and Compass II surveys.

| Table M-16B | | | |
|---|---|-------------|---|
| Comparison of Top Ranking Household Issues Compass II & Compass I Marquette County | | | |
| Rank | Compass II | Rank | Compass I |
| 1 | Having a lot of anxiety, stress or depression | 1 | Having a lot of anxiety, stress or depression |
| 2.5 | Finding it difficult to budget | 2 | Finding it difficult to budget |
| 2.5 | Not being able to pay or get medical insurance | 3 | Not being able to pay or get medical insurance |
| 5 | Not having enough money to pay the doctor or buy prescription medications | 4 | Not having enough money to pay the doctor or buy prescription medications |
| 5 | Not being able to find work | 5 | Not being able to find work |
| 5 | Unable to afford recreational activities | 6 | Unable to afford recreational activities |

It is to be noted that both years show the same issues in the same rank.

Salient Issues

Having examined both the Neighborhood Issues, as perceived by residents, and the Household Issues, affirmed by residents, the salient issues of concern for Marquette County can be identified. Given that the two lists of issues are at different experiential levels, that some issues are shared, and some unique to each list, and that the response patterns are distinct, a rule of selections will have to be used. This rule has three components. An issue will be selected as salient if:

1. It is top three ranked on either list,
2. It ranks among the top five issues in both lists, and
3. A high ranking issue on either list related to an issue identified in 2.

Thus, the highest ranking issue on the Neighborhood list is “Young people leaving the area,” and the highest ranking issue on the Household list is “Having a lot of anxiety, stress or depression.” And an issue in the top five ranks on both lists is “Not being able to pay or get medical insurance” (Household)/”No or inadequate medical insurance” (Neighborhood). Another issue, “Not being able to find work”(Household)/”Unemployment or underemployment” (Neighborhood) is also on

both lists. Finally, the second and third ranking issues on the Neighborhood list is “Alcohol abuse” and “Domestic violence.” Now, using this technique, the six highest ranking issues for Marquette County can be listed.

**Six Most Salient Issues for
Marquette County**

- Young people leaving the area
- Having a lot of anxiety, stress or depression
- No or inadequate medical insurance
- Unemployment or underemployment
- Alcohol Abuse
- Domestic Violence, abuse of children and/or adults

Volunteering

Respondents to the survey were asked whether they “regularly do volunteer work” in their neighborhood. Table M-17 provides the responses.

Table M-17

| Percentage of Persons Volunteering | |
|---|------------------|
| | Marquette |
| Percentage | 52.5% |
| Number | 362 |

Over half of the population claims to volunteer.

Respondents were then asked to identify where they did their volunteering. Table M-18 displays the responses.

Table M-18**Percentage of Volunteers for Type of Site**

| Volunteer Site | Marquette | |
|---|------------------|----------|
| | % | N |
| Children or youth activities | 40.7% | 364 |
| Civic group such as Kiwanis, Rotary | 14.6% | 363 |
| Cultural group such as a music group or museum | 39.3% | 364 |
| Environmental group | 3.0% | 363 |
| For low-income people, elders, or homeless people | 7.4% | 363 |
| A hospital or health group | 5.0% | 363 |
| Human service organization | 4.7% | 363 |
| Neighborhood group/neighborhood association | 6.0% | 364 |
| Political group, party, or candidate | 2.7% | 364 |
| Religious group/church/synagogue | 1.1% | 363 |
| A school | 16.8% | 363 |
| Sports group/team/club | 25.3% | 364 |
| Hobby or recreational group/club | 6.3% | 364 |
| Other group | 74.2% | 364 |

As the identification of the volunteer site was an open ended question, responses had to be coded into the specific categories. Some responses were not applicable to the specific categories, and others were not obviously applicable. The default, when in doubt, was the “Other group” category. This category, consequently, is overpopulated, and the specific categories are underpopulated. The major volunteer sites may still be identified. The five most popular volunteer groups or sites are:

1. Children or youth activities
2. Cultural group such as a music group or museum
3. Sports group/team/club
4. A school
5. Civic group such as Kiwanis, Rotary

The United Way

Two questions referred specifically to the United Way. The first asked whether respondent had ever heard of the United Way, and the second asked respondent to rate the United Way. Table M-19 provides the responses for the first question:

Table M-19**Ever Heard of United Way?**

| Have you ever heard of United Way? | Marquette | |
|---------------------------------------|-----------|-----|
| | % | N |
| Yes | 96.7 | 352 |
| No | 3.3 | 12 |
| Total | 100.0 | 364 |

These responses indicate that the United Way is quite well known.

Table M-20 displays the rating of the United Way.

Table M-20**Rating of United Way**

| What is your overall opinion of the United Way? | Marquette | |
|--|-----------|-----|
| | % | N |
| Very Favorable | 47.3 | 160 |
| Somewhat Favorable | 45.6 | 154 |
| Somewhat Unfavorable | 5.6 | 19 |
| Very Unfavorable | 1.5 | 5 |
| Total | 100.0 | 338 |

Almost half, 47.3%, of Marquette residents accord the highest rating to the United Way. With respect to a “Favorable” rating, encompassing the top two ratings, 92.9% of Marquette County residents give such a rating.

Summary and Conclusion

Summary

A telephone survey of the adult residents of Marquette and Alger Counties was conducted by Huron Mountain Research Services, LLC between March 31 and April 9, 2003 as part of the Compass II Community Assessment that is administered by the United Way of Marquette County on behalf of the Marquette–Alger Community Service Coordinating Body. Residents of Marquette and Alger Counties were asked to rank a series of social economic issues, about volunteering, about the United Way, and a number of demographic questions. The findings for Marquette County are reported here.

The typical respondent for Marquette County was aged between 35 and 54. A plurality is terminal High School graduates, although Marquette County has a high percentage of persons having completed a graduate degree. Less than 40% are full time employees. More than one fifth (21.5%) of Marquette County residents are retired

About three fourths of the adult residents own their own home. About half of the adult residents itemize their taxes.

Respondents were asked to rank issues in their neighborhood, and were later in the questionnaire asked to rank issues in their household. The six most salient issues of Marquette County are:

- Young people leaving the area
- Having a lot of anxiety, stress or depression
- No or inadequate medical insurance
- Unemployment or underemployment
- Alcohol Abuse
- Domestic violence, abuse of children and/or adults

A majority of Marquette County residents regularly volunteer. The most popular groups or sites the adult residents volunteered with or to are:

1. Children or youth activities
2. Cultural group such as a music group or museum

3. Sports group/team/club
4. A school
5. Civic group such as Kiwanis, Rotary

Finally, an average of more than 96% of the adult residents had “heard of the United Way. And more than 92% of the residents gave the United Way a favorable rating.

Conclusions

Four social economic issues were identified as common between the adult residents of Marquette County. These issues are

- Young people leaving the area
- Having a lot of anxiety, stress or depression
- No or inadequate medical insurance
- Unemployment or underemployment

These are a mixed group of issues. “Young people leaving the area” would require a number of measures to effectively address it, and most would be developmental measures, and not social service type measures. “Unemployment or underemployment” is another developmental issue.

The issue of “Having a lot anxiety, stress, or depression” needs to be explored to determine the basis for this choice. Anxiety and stress can be brought upon by a number of things. These may include economic status, medical needs, 9/11, or the West Nile Virus, or a combination of these and/or others. Community consultation may be needed to explore this condition. Any treatment for this would also depend on its basis.

Finally, the medical insurance and medical access issues do have a treatment center in Marquette. Is this adequate for Alger County residents?

The other two issues identified among the total of six issues, and derived from the Neighborhood identified issues, are “Alcohol abuse” and “Domestic violence...” These social issues add to the four social economic issues to complete the list of six issues.

These six issues fairly clearly derive from a representative sample and a clear set of ratings. The logical next step is community consultation.

APPENDIX A

Compass II Marquette/Alger Community Survey Questionnaire

All responses to the survey will be treated on a strictly confidential basis; we simply need to know the opinion of area residents.

As I have said, this is a random telephone survey. Your identity is unknown to us. Your number was selected by random and we won't ask for your name, only for your opinion: But I have to ask two questions about the people living in this household in order to pick the person who would be part of this random sample.

First, how many persons, 18 years of age, or older, live in this household? _____

- 1 2 3 4 5 6 7 8 9 or more

How many of these are men? _____ 1 2 3 4 or more

[MAKE SELECTION. CIRCLE NUMBER OF ADULTS IN HOUSEHOLD, CIRCLE NUMBER OF MEN. THE SELECTED PERSON IS THE INTERSECTION OF THESE TWO.]

| | | | | |
|-----------|--|-------------|----------------|-----------------------|
| [1] | Number of Persons 18 + in Housing Unit | | | |
| | 1 ADULT | 2 ADULTS | 3 ADULTS | 4 OR MORE |
| 0 MEN | ADULT | OLDER WOMAN | OLDEST WOMAN | YOUNGEST WOMAN |
| 1 MAN | ADULT | WOMAN | YOUNGEST WOMAN | MAN |
| 2 MEN | | YOUNGER MAN | YOUNGER MAN | YOUNGEST WOMAN |
| 3 MEN | | | OLDER MAN | WOMAN OR YOUNGEST MAN |
| 4 OR MORE | | | | YOUNGEST MAN |

May I speak to the _____ in your household?

[IF NOT AT HOME, ASK:] When will I be able to speak to (him/her)?

[MAKE ARRANGEMENT TO CALL BACK.] **[IF TARGET PERSON IS AT PHONE, CONTINUE WITH QUESTION 1.]**

“You’re the person I have to speak to. Let’s go to the first question.”

[IF DIFFERENT PERSON ON PHONE, REPEAT INTRODUCTION AS FOLLOWS:]

Hello, my name is _____

I am calling for the United Way. We are conducting a random survey to give area residents a chance to share their ideas and opinions about community strengths and needs. All responses to the survey will be treated on a strictly confidential basis; we simply need to know the opinion of area residents. I won't ask for your name; I am only seeking your opinions.

1. In which County do you live? Marquette County
 [FILL CIRCLE MARK AND Alger County
 CIRCLE COUNTY NAME] Other, or DK

2. People sometimes have problems in the area in which they live. Here is a list of some problems. For each one, please say whether you believe it Not a Problem, Is a Minor Problem, a Moderate Problem, or a Major Problem for people in your neighborhood. [READ THE LIST. MARK EACH ONE.]

| | | NP | MiP | MdP | Mj P | DK |
|----|--|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|
| a. | Unemployment or underemployment | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| b. | Poverty | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| c. | Water, air, noise, or other pollution | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| d. | Inadequate public transportation | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| e. | Alcohol Abuse | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| f. | No or Inadequate Medical Insurance | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| g. | Drug Abuse | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| h. | Homeless youth and young adults | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| i. | Crime | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| j. | Lack of affordable medical care | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| k. | Illiteracy | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| l. | Domestic violence, abuse of children and/or adults | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| m. | Substandard housing | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| n. | Shortage of child day care | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| o. | Lack of affordable legal services | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| p. | Teenage pregnancy | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| q. | Racial or ethnic discrimination | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| r. | Overcrowded housing | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| s. | Shortage of affordable housing | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| t. | Young people leaving the area | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |

3. How much opportunity do you have to affect how things happen in your neighborhood? Would you say you have Much Opportunity, Some Opportunity, Little Opportunity, or No Opportunity?

| MO | SO | LO | NO | DK |
|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|
| <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |

4. Do you regularly do volunteer work in your neighborhood?

- Yes
- No –[SKIP TO 7]
- DK or RF –[SKIP TO 7]

5. Where do you do your volunteering? [DO NOT READ. MARK AS MANY AS APPLY.]

- Children of youth activities _____
- Civic group such as Kiwanis, Rotary _____
- Cultural group such as a music group or museum _____
- Environmental group _____
- For low-income people, elders, or homeless people _____
- A hospital or health group _____
- Human service organization _____
- Neighborhood group/neighborhood association _____
- Political group, party, or candidate _____
- Religious group/church/synagogue _____
- A school _____
- Sports group/team/club _____
- Hobby or recreational group/club _____
- Other group _____

6. In the past month, about how many days, if any, have you done volunteer work? [DO NOT READ. MARK ONLY ONE.]

- None _____
- 1 day _____
- 2 days _____
- 3 to 5 days _____
- 6 or more days _____
- DK or RF _____

7. Do you vote in most elections?

- Yes _____
- No _____
- DK or RF _____

8. We will now turn to problems for which people and families often look for help. These problems affect people of all ages. Please indicate whether any of the following has been a problem for you or anyone in your household over the last 12 months. Indicate whether each item has been Not a Problem, a Minor Problem, a Moderate Problem, or a Major Problem. [READ THE LIST. MARK EACH ONE.]

| | NP | MiP | MdP | MjP | DK |
|--|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|
| a. Not having enough room in you house for all the people who live there. | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| b. Living in housing which needs major repairs. | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| c. Not having enough money for food. | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| d. Not having enough money to pay for housing. | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| e. Not being able to pay the utility bills. | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| f. Not having enough money to buy needed clothing and shoes. | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| g. Not being able to afford legal help | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| h. Finding it difficult to budget. | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| i. Not been able to pay for or get medical insurance | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| j. Not having enough money to pay the doctor or buy prescription medications | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| k. Not being able to get home health care for someone with a disability or serious illness or for an elderly person. | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |

- l. Not being able to get adult day care for someone with a disability or serious illness, or for an elderly person.
- m. Not being able to get special transportation for a disabled or elderly person.
- n. Difficulty in reading well enough to get along
- o. Not being able to find work.
- p. Not being able to afford recreational activities.
- q. Having a lot of anxiety, stress, or depression.
- r. Experiencing an alcohol and/or drug problem.
- s. Experiencing physical conflict in the household
- t. Children or teenagers experiencing behavior or emotional problems.
- u. Not being able to find or afford child day care.
- v. Not being able to find afterschool child care.
- w. Not being able to prepare nutritious meals.

9. How many adults, 65 years of age or older, including yourself if you are in that category, live in your household?
 _____ [WRITE NUMBER, AND MARK BELOW.]

- 0
- 1
- 2
- 3
- 4
- 5
- 6 or more

10. Now I am going to read two statements and I'd like you to tell me whether you Strongly Agree, Somewhat Agree, Neither Agree Nor Disagree, Somewhat Disagree or Strongly Disagree with each one.

| | SA | A | N | D | SD | DK | RF |
|---|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|
| A. I am actively involved in community organizations. | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| B. I want to help strengthen my community | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |

Now I'm going to ask you some specific questions about the United Way.

11. Have you heard of United Way?

- Yes _____
 No _____
 DK _____

12. Thinking about everything you know, what is your overall opinion of the United Way? Is it very favorable, somewhat favorable, somewhat unfavorable, or very unfavorable?

- | | | | | | |
|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|
| Very Favorable | Somewhat Favorable | Somewhat Unfavorable | Very Unfavorable | DK | RF |
| <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |

[DEMOGRAPHICS]

22. RECORD RESPONDENT'S SEX. **DO NOT READ.**

- Female _____
 Male _____

23. Which of the following includes your age? [READ LIST]

- 18 to 34 _____
 35 to 54 _____
 55 or older _____
 RF _____

24. What was the highest level of education you completed? [READ LIST]

- Grade 10, or below _____
 High School _____
 Some College _____
 College Graduate _____
 Graduate School or higher (any) _____
 RF _____

25. What is your current employment status? Are you employed...[READ LIST]

- Full time–Not Self-Employed _____
 Part time–Not Self-Employed _____
 Self-Employed–Full Time _____
 Self-Employed–Part Time _____
 Retired _____ –SKIP TO 28
 Not Employed _____ –SKIP TO 28
 RF _____

26. Do you work for the local, state or federal government?

- Yes _____
 No _____
 DK _____
 RF _____

27. How many employees are at your place of employment? [READ LIST. IF UNSURE, ENCOURAGE BEST GUESS.]

- 1 to 50 _____
- 51 to 250 _____
- 251 to 999 _____
- 1,000 or more _____
- DK _____
- RF _____

28. Are you a member of a labor union?

- Yes _____
- No _____
- DK _____
- RF _____

29. What is your marital status? [READ LIST]

- Married _____
- Living with a partner, unmarried _____
- Single, never been married _____
- Separated _____
- Divorced _____
- Widowed _____
- RF _____

30. Do you own your current place of residence?

- Rent _____
- Own _____
- RF _____

31. Do you have a home e-mail account on the Internet?

- Yes _____
- No _____
- DK/RF _____

32. Did you itemize, or are you planning to itemize, on your 2002 tax return?

- Yes _____
- No _____
- DK _____
- RF _____

33. Which of the following best describes you household's total annual income before taxes? [READ LIST]

- Under \$15,000 _____
- \$15,000 but less than \$25,000 _____
- \$25,000 but less than \$50,000 _____
- \$50,000 but less than \$100,000 _____
- \$100,000 but less than \$200,000 _____
- \$200,000 or more _____
- DK _____
- RF _____

34. What ethnic group would you consider yourself to be in? [READ LIST]

- White (Euro-American)_
- Native American/Indian_
- Asian-American_____
- African American/Black____
- Hispanic/Latin American____
- Other (SPECIFY)_____
- RF_____

Thank you very much for your time and assistance.