

## Agency awareness and satisfaction survey

### ***Methods and participant characteristics***

The *Agency Awareness and Satisfaction Survey* was designed to assess awareness of United Way member agencies and satisfaction with their services. These surveys were administered to four purposive samples, representing important consumer groups for United Way-funded activities and other social services: 1) emergency assistance consumers (mostly low-income adults), 2) low-income parents of young children, 3) youth (ages 14-18), and 4) senior citizens (ages 55-87). The survey was appended to the *COMPASS Household Survey for Emergency Assistance Consumers*, and to the demographic forms that all parent, youth, and senior focus group participants were asked to complete. All surveys were completed between May 2004 and June 2005. This report describes the specific methods for collecting surveys from each of these groups on page 29.

Combining the four samples, there were a total of 174 *Agency Awareness and Satisfaction Survey* respondents. Overall, 71% of these respondents were female. With the exception of the youth focus groups (46% female), the majority of each sample was female. Table 74 displays the age categories for each sample. Overall, there was a fairly even distribution across age groups.

**Table 74: Age of *Agency Awareness and Satisfaction Survey* respondents, by sample source (n=174)**

Age, in years	All		Household Survey	Focus Group Participants		
			Emergency Assistance Consumers	Low-income Parents of Young Children	Youth	Seniors
	N	%	%	%	%	%
19 or younger	34	20%	1%	0%	100%	0%
20-34	50	29%	40%	69%	0%	0%
35-64	63	36%	55%	31%	0%	20%
65 or over	27	16%	4%	0%	0%	82%
Total N	174		97	16	33	28

Sources: *Emergency Assistance Consumers Household Supplemental Survey, 2004-2005*; *United Way Agency Awareness and Satisfaction Survey* administered to Low-income Parents of Young Children focus group participants (2004), Youth focus group participants (2004-2005), and Senior focus group participants (2005).

As shown in Table 75, the majority of respondents were low-income. The emergency assistance consumer group had the highest proportion, with 83% of respondents reporting annual incomes of \$19,999 or less. Only 14 individuals in this combined sample reported an annual household income of \$25,000 or more. As shown in Table 76, about half of the respondents resided in the Mount Vernon/Gambier area (49%), while the remaining respondents were fairly evenly distributed throughout other parts of the county.

**Table 75: Annual household income of *Agency Awareness and Satisfaction Survey* respondents, by sample source (n=125)**

			Household Survey	Focus Group Participants		
			Emergency Assistance Consumers	Low-income Parents of Young Children	Youth	Seniors
	N	%	%	%	%	%
\$19,999 or less	95	76%	83%	64%	NA*	50%
\$20,000 to \$24,999	16	13%	9%	14%	NA	33%
\$25,000 or more	14	11%	9%	21%	NA	17%

\*Youth were not asked for their annual household income. However, 21% of the youth focus group participants reported that they receive free or reduce price lunches, a proxy for family poverty status.

Sources: *Emergency Assistance Consumers Household Supplemental Survey*, 2004-2005; *United Way Agency Awareness and Satisfaction Survey* administered to Low-income Parents of Young Children focus group participants (2004), Youth focus group participants (2004-2005), and Senior focus group participants (2005).

**Table 76: Region of residence of *Agency Awareness and Satisfaction Survey* respondents, by sample source (n=173)**

			Household Survey	Focus Group Participants		
			Emergency Assistance Consumers	Parents of Young Children	Youth	Seniors
	N	%	%	%	%	%
Mount Vernon/Gambier (central)	85	49%	54%	27%	73%	18%
Centerburg (south/west)	27	15%	16%	0%	3%	39%
Fredericktown (north/west)	20	12%	13%	0%	6%	18%
Danville/Howard (east)	37	21%	18%	60%	12%	25%
Other	4	2%	0%	13%	6%	0%

Sources: *Emergency Assistance Consumers Household Supplemental Survey*, 2004-2005; *United Way Agency Awareness and Satisfaction Survey* administered to Low-income Parents of Young Children focus group participants (2004), Youth focus group participants (2004-2005), and Senior focus group participants (2005).

### ***Awareness and Use of United Way member agencies***

The survey provided respondents with a list of all the United Way member agencies, as well as other social service agencies that offer emergency assistance. Respondents were asked if they had ever heard of each of these organizations. Table 4 displays the percent of respondents who said they had heard of each agency. Several organizations were recognized by almost all respondents: Interchurch Social Services (97%), Knox County Department of Job and Family Services (95%), YMCA of Mount Vernon (94%), American Red Cross of Knox County (91%), and the Salvation Army of Mount Vernon (90%) (see Table 77). Many other organizations also enjoyed high visibility. Fewer respondents, however, had ever heard of Consumer Credit Counseling Service (42%), Compassionate Friends (25%), or the South Vernon Youth League (22%).

Table 77: Awareness of United Way member agencies,\* by sample source (n=165-171, unless otherwise specified)

Organization	"Have you ever heard of this organization?:" Percent "Yes"				
	All	Sample source			
		Emergency Assistance Consumers	Parents of Young Children	Youth	Seniors
Adult Day Care Center	56%	57%	35%	36%	89%
Alcohol & Drug Freedom Center	85%	82%	88%	94%	86%
The American Red Cross of Knox County	91%	88%	94%	93%	96%
Arthritis Foundation - Knox County Branch	54%	54%	24%	55%	74%
Big Brothers Big Sisters of Knox and Morrow Counties	87%	85%	82%	85%	96%
Boy Scouts of America - Muskingum Valley Council	67%	63%	56%	73%	81%
Compassionate Friends	25%	23%	18%	19%	43%
Consumer Credit Counseling Service	42%	53%	25%	17%	46%
Heart of Ohio Girl Scouts	69%	71%	53%	59%	82%
Hospice of Knox County	86%	89%	77%	73%	96%
Interchurch Social Services (n=97)	97%	97%	NA	NA	NA
Kno-Ho-Co Services* (n=93)	84%	84%	NA	NA	NA
Knox County 4-H Center	79%	74%	71%	88%	93%
Knox County Head Start	89%	85%	100%	88%	96%
Knox County Dept. of Job & Family Services* (n=95)	95%	95%	NA	NA	NA
Knox Metropolitan Housing* (n=92)	80%	80%	NA	NA	NA
Mental Health Association	60%	63%	59%	31%	84%
Moundbuilders Guidance Center	86%	85%	100%	75%	93%
New Directions: Domestic Abuse Shelter	72%	77%	59%	55%	82%
The Salvation Army of Mount Vernon	90%	88%	94%	94%	89%
The Salvation Army - Centerburg Service Unit	49%	55%	35%	34%	56%
South Vernon Youth League	22%	24%	6%	9%	36%
The Station Break	68%	71%	71%	33%	96%
YMCA of Mount Vernon	94%	90%	94%	100%	96%

\*Kno-Ho-Co, DJFS, and Knox Metropolitan Housing are not United Way member agencies. These agencies were only included on the *Emergency Assistance Consumers Survey*.

Sources: *Emergency Assistance Consumers Household Supplemental Survey*, 2004-2005; *United Way Agency Awareness and Satisfaction Survey* administered to Low-income Parents of Young Children focus group participants (2004), Youth focus group participants (2004-2005), and Senior focus group participants (2005).

Table 78 displays differences in awareness of the agencies by region of the county. The regional differences were statistically significant for a few agencies. Centerburg area residents were significantly less likely to be aware of the Freedom Center, Moundbuilders, or New Directions. As expected, Centerburg residents were significantly more likely to be aware of the Salvation Army's Centerburg Unit than were other residents. Finally, Danville/Howard/East residents were significantly less aware of the Girl Scouts.

**Table 78: Awareness of United Way member agencies,\* by region (n=165-171, unless otherwise specified)**

Organization	"Have you ever heard of this organization?:" Percent "Yes"				
	All	Region			
		Mount Vernon	Centerburg	Fredericktown	Danville/Howard/East
Adult Day Care Center	56%	64%	54%	50%	47%
Alcohol & Drug Freedom Center	85%	93%	63%	85%	81%
The American Red Cross of Knox County	91%	91%	85%	95%	95%
Arthritis Foundation - Knox County Branch	54%	63%	52%	45%	46%
Big Brothers Big Sisters of Knox and Morrow Counties	87%	89%	75%	95%	84%
Boy Scouts of America - Muskingum Valley Council	67%	76%	52%	50%	69%
Compassionate Friends	25%	24%	21%	25%	32%
Consumer Credit Counseling Service	42%	46%	46%	50%	31%
Heart of Ohio Girl Scouts	69%	66%	67%	100%	60%
Hospice of Knox County	86%	85%	79%	95%	92%
Interchurch Social Services (n=97)	97%	96%	100%	92%	100%
Kno Ho Co Services* (n=93)	84%	86%	82%	92%	71%
Knox County 4-H Center	79%	87%	61%	85%	73%
Knox County Head Start	89%	85%	84%	95%	95%
Knox County Dept. of Job & Family Services* (n=95)	95%	96%	93%	100%	88%
Knox Metropolitan Housing* (n=92)	80%	84%	70%	77%	77%
Mental Health Association	60%	62%	50%	70%	56%
Moundbuilders Guidance Center	86%	87%	67%	100%	87%
New Directions: Domestic Abuse Shelter	72%	80%	57%	75%	65%

Table 78 continued: Awareness of United Way member agencies,* by region	All	Mount Vernon	Centerburg	Fredericktown	Danville/ Howard/ East
The Salvation Army of Mount Vernon	90%	94%	80%	90%	89%
The Salvation Army - Centerburg Service Unit	49%	49%	77%	32%	37%
South Vernon Youth League	22%	27%	21%	25%	11%
The Station Break	68%	70%	58%	75%	73%
YMCA of Mount Vernon	94%	95%	80%	100%	95%

\*Kno-Ho-Co, DJFS, and Knox Metropolitan Housing are not United Way member agencies. These agencies were only included on the *Emergency Assistance Consumers Survey*.

Sources: *Emergency Assistance Consumers Household Supplemental Survey*, 2004-2005; *United Way Agency Awareness and Satisfaction Survey* administered to Low-income Parents of Young Children focus group participants (2004), Youth focus group participants (2004-2005), and Senior focus group participants (2005).

Respondents were asked if they or their child had ever gotten help from each of the listed agencies or participated in any of their activities. The vast majority of the emergency assistance consumer sample reported experience with Interchurch Social Services (ISS) (87%), Knox County Department of Job and Family Services (74%), and Kno-Ho-Co (69%). High use of ISS is not surprising given that 38 of the 99 surveys were administered at ISS sites. Similarly, 10 surveys were administered at Kno-Ho-Co. Other agencies that were reportedly used by many respondents included The Salvation Army of Mount Vernon (46%), Moundbuilders Guidance Center (37%), and the YMCA of Mount Vernon (43%). Far fewer respondents had received help from Consumer Credit Counseling Service (5%), Compassionate Friends (4%), Adult Day Care Center (3%), the Arthritis Foundation (2%), or the South Vernon Youth League (0%).

Table 79: Use of United Way member agencies,\* by sample source (n=135-150, unless otherwise specified)

Organization	"Have you (or your child) ever gotten help from this agency or participated in any of its activities?:" Percent "Yes"				
	All	Sample Source			
		Emergency Assistance Consumers	Parents of Young Children	Youth	Seniors
Adult Day Care Center	3%	6%	0%	0%	0%
Alcohol & Drug Freedom Center	20%	24%	29%	20%	0%
The American Red Cross of Knox County	19%	13%	18%	32%	22%
Arthritis Foundation - Knox County Branch	2%	0%	0%	0%	14%
Big Brothers Big Sisters of Knox and Morrow Counties	17%	24%	6%	20%	0%
Boy Scouts of America - Muskingum Valley Council	12%	13%	6%	17%	4%
Compassionate Friends	4%	4%	6%	4%	0%
Consumer Credit Counseling Service	5%	6%	6%	0%	10%
Heart of Ohio Girl Scouts	16%	20%	12%	7%	17%
Hospice of Knox County	17%	20%	0%	7%	32%
Interchurch Social Services (n=84)	87%	87%	NA	NA	NA
Kno-Ho-Co Services* (n=78)	69%	69%	NA	NA	NA
Knox County 4-H Center	19%	14%	12%	37%	17%
Knox County Head Start	33%	37%	71%	21%	8%
Knox County Dept. of Job & Family Services* (n=78)	74%	74%	NA	NA	NA
Knox Metropolitan Housing* (n=76)	38%	38%	NA	NA	NA
Mental Health Association	12%	19%	6%	0%	9%
Moundbuilders Guidance Center	37%	56%	29%	16%	12%
New Directions: Domestic Abuse Shelter	13%	16%	12%	12%	4%
The Salvation Army of Mount Vernon	46%	59%	38%	38%	21%
The Salvation Army - Centerburg Service Unit	7%	10%	0%	3%	6%
South Vernon Youth League	0%	0%	0%	0%	0%
The Station Break	12%	8%	0%	0%	36%
YMCA of Mount Vernon	43%	30%	41%	88%	27%

\*Kno-Ho-Co, DJFS, and Knox Metropolitan Housing are not United Way member agencies. These agencies were only included on the *Emergency Assistance Consumers Survey*.  
Sources: *Emergency Assistance Consumers Household Supplemental Survey, 2004-2005*; *United Way Agency Awareness and Satisfaction Survey* administered to Low-income Parents of Young Children focus group participants (2004), Youth focus group participants (2004-2005), and Senior focus group participants (2005).

### **Satisfaction with United Way member agencies**

Respondents who received service from a particular agency were then asked to rate the overall quality of that service on a three-point scale (1=not satisfied, 2=satisfied, 3=very satisfied). Overall, most respondents said they were “satisfied” or “very satisfied” with the agencies (see Table 80). Organizations receiving the highest satisfaction ratings were: Hospice of Knox County (2.7), Interchurch Social Services (2.5), Kno-Ho-Co (2.4), New Directions (2.4), and the Red Cross (2.4). These organizations largely help people in times of crisis. The organizations receiving the lowest satisfaction ratings were: Moundbuilders (1.9), the Freedom Center (1.9), and the Knox County Department of Job and Family Services (2.0). These organizations are each the sole (or primary) providers of the type of service they provide in Knox County. Lack of choice or competition may adversely affect consumer satisfaction.

Table 80: Satisfaction with United Way member agencies\*

Organization	Number of respondents who used the service and rated its quality	Overall Quality (%)			
		Average Rating	Not Satisfied (1)	Satisfied (2)	Very Satisfied (3)
Adult Day Care Center	**	**	**	**	**
Alcohol & Drug Freedom Center	34	1.9	21%	65%	15%
The American Red Cross of Knox County	31	2.4	3%	58%	39%
Arthritis Foundation - Knox County Branch	**	**	**	**	**
Big Brothers Big Sisters of Knox and Morrow Counties	34	2.2	12%	56%	32%
Boy Scouts of America - Muskingum Valley Council	21	2.1	14%	57%	29%
Compassionate Friends	**	**	**	**	**
Consumer Credit Counseling Service	**	**	**	**	**
Heart of Ohio Girl Scouts	24	2.3	0%	67%	33%
Hospice of Knox County	31	2.7	0%	32%	68%
Interchurch Social Services	77	2.5	4%	39%	57%
Kno-Ho-Co Services*	53	2.4	2%	60%	38%
Knox County 4-H Center	28	2.3	7%	61%	32%

Table 80 continued: Satisfaction with United Way member agencies*	Number of respondents who used the service and rated its quality	Average Rating	Not Satisfied (1)	Satisfied (2)	Very Satisfied (3)
Knox County Head Start	52	2.3	10%	52%	39%
Knox County Dept. of Job & Family Services*	67	2.0	20%	66%	15%
Knox Metropolitan Housing*	35	2.1	20%	51%	29%
Mental Health Association	18	2.1	11%	72%	17%
Moundbuilders Guidance Center	52	1.9	25%	60%	15%
New Directions: Domestic Abuse Shelter	23	2.4	4%	57%	39%
The Salvation Army of Mount Vernon	72	2.2	17%	50%	33%
The Salvation Army - Centerburg Service Unit	**	**	**	**	**
South Vernon Youth League	**	**	**	**	**
The Station Break	23	2.3	9%	52%	39%
YMCA of Mount Vernon	69	2.3	12%	49%	39%

\*Kno-Ho-Co, DJFS, and Knox Metropolitan Housing are not United Way member agencies. These agencies were only included on the *Emergency Assistance Consumers Survey*.

\*\*Results for sample sizes less than 10 are not reported.

Sources: *Emergency Assistance Consumers Household Supplemental Survey, 2004-2005*; *United Way Agency Awareness and Satisfaction Survey* administered to Low-income Parents of Young Children focus group participants (2004), Youth focus group participants (2004-2005), and Senior focus group participants (2005).