

In the fall of 2008, Marshfield Area United Way conducted a survey of community needs in conjunction with the Annual Campaign. The survey listed fourteen (14) areas of health and human services needs and allowed an option to add additional needs. Individuals were asked to rank the three highest needs in the Marshfield area, from 1 to 3 with 1 being the highest need. This survey is a measure of public perceptions of needs. A sample survey is found in Appendix 1.

A total of 13,500 surveys were distributed in the Marshfield area. A total of 832 surveys were returned to the United Way office, a 6% return rate. Due to issues regarding how the surveys were completed, 131 were not able to be tabulated. Of these, 95 had all fourteen areas ranked 1-3, so no determination could be made as to the individual's top three areas of highest need. An additional 30 had rankings that could not be used (for example, checking rather than giving numerical values). Finally, 6 were returned uncompleted.

The 701 surveys which allowed for a determination of rankings of highest needs were tabulated. In addition to the absolute tabulations—which needs were ranked first, second and third individually—a composite tabulation (number ranking the need 1, 2 or 3) was prepared.

Based on the composite tabulation, the ranking is as follows:

<u>Area</u>	<u>Composite (ranked 1,2, or 3)</u>	<u>Percent of all surveys</u>
1. Elderly Services	288	41%
2. Domestic Violence	261	37%
3. Hunger	246	35%
4. Crisis/Disaster	195	28%
5. Youth Programs	191	27%
6. Family Strengthening/Parenting	184	26%
7. Health & Wellness	183	26%
8. Homelessness	141	20%
9. Physically Challenged/Disabled	97	14%
10. Substance Abuse	85	12%
11. Financial Management	76	11%
12. Education/Alternative Learning	65	9%
13. Volunteer/Community Service	39	6%

Additional areas listed included:

Humane Society-animal/pet assistance (9), Literacy/Literacy Council (2), safe and climate controlled play space (1), breakfast program at Washington (1), availability/affordability of insurance (1), men's health services—mentoring, counseling (1), assist military families (1), PDC (1), transportation services (1) and mental health day programming (1).

Looking at absolute rankings there are some differences:

<u>Area</u>	<u>Total ranked #1</u>	<u>Percent of all surveys</u>
1. Elderly Services	114	16%
2. Crisis/Disaster	100	14%
3. Hunger	90	13%
4. Domestic Violence	84	12%
5. Health & Wellness	64	9%
6. Family Strengthening/Parenting	60	9%
7. Youth Programs	59	8%
8. Homelessness	32	5%
9. Substance Abuse	24	3%
10. (tie) Education/Alternative Learning	17	2%
10. (tie) Physically Challenged/Disabled	17	2%
11. Information and Referral	14	2%
12. Financial Management	11	2%
13. Volunteer/Community Service	6	1%
14. Humane Society—animals/pet assistance	3	1%

<u>Area</u>	<u>Total ranked #2</u>	<u>Percent of all surveys</u>
1. Domestic Violence	106	15%
2. Hunger	92	13%
3. Elderly Services	83	12%
4. Health & Wellness	65	9%
5. Youth Programs	64	9%
6. Homelessness	61	9%
7. Family Strengthening/Parenting	58	8%
8. Crisis/Disaster	45	6%
9. Physically Challenged/Disabled	38	5%
10. (tie) Substance Abuse	23	3%
10. (tie) Financial Management	23	3%
11. Education/Alternative Learning	19	3%
12. Volunteer/Community Service	12	2%
13. Information and Referral	7	1%
14. Humane Society—animals/pet assistance	2	1%

<u>Area</u>	<u>Total ranked # 3</u>	<u>Percent of all surveys</u>
1. Elderly Services	91	13%
2. Domestic Violence	71	10%
3. Youth Programs	68	10%
4. Family Strengthening/Parenting	66	9%
5. Hunger	64	9%

6. Health & Wellness	54	8%
7. Crisis/Disaster	50	7%
8. Homelessness	48	7%
9. (tie) Physically Challenged/Disabled	42	6%
9. (tie). Financial Management	42	6%
10. Substance Abuse	38	5%
11. Education/Alternative Learning	29	4%
12. Volunteer/Community Service	21	3%
13. Information and Referral	12	2%
14. Humane Society—animals/pet assistance	4	1%

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