

Greater Valdosta United Way (GVUW) Needs Assessment

Survey Methodology and Results

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1 Executive Summary

Michael Smith (President & CEO of the Greater Valdosta United Way [GVUW]) submitted a draft plan or request for a Needs Assessment Survey to Darrell Moore (Valdosta State University's [VSU] Director of the South Georgia Center for Regional Impact) in December 2022. Darrell then contacted Drs. Keith Lee and Joseph Robbins (both at VSU) to secure their assistance in designing and analyzing a Needs Assessment survey targeting residents from 11 counties in South Georgia (i.e., Atkinson, Bacon, Berrien, Brooks, Clinch, Coffee, Echols, Jeff Davis, Lanier, Lowndes, and Ware County). Smith explained that his goal for this project was to better understand how the economic and COVID-19 strains have impacted residents in these counties, assess the mental and psychological needs of these residents, and then to identify the nonprofit services being used (or needed) in the GVUW's service region. The survey was designed and then launched in January 2023 and concluded at the end of April 2023. All told, 1,300 survey responses were received during the survey period thanks to the help of numerous nonprofit organizations, who were instrumental in spreading the word. The rest of this report outlines our survey methodology and subsequent analysis.

2 Survey Methodology

The Needs Assessment survey was conducted via VSU's Qualtrics license and the actual questionnaire included questions on respondent background, what stressors they currently face (mental health, financial, housing, employment, transportation, internet), what nonprofit services they use (or need). Questions on respondents' emotional and psychological well-being were included as well.

2.1 Selecting the Survey Method

The survey was accessed via a QR code that directed respondents to a Qualtrics-administered survey. These QR codes were available on widely distributed flyers throughout the 11-county target region.

2.2 Developing a Questionnaire

The survey questionnaire was designed through consultations between Michael Smith (President & CEO), Susan Nebel (Community Impact Director), Dr. Keith Lee (VSU), and Dr. Joseph Robbins (VSU). The basis for the survey was to identify the general needs of this region and, in particular, the mental health needs and support among South Georgians. We did not collect personally identifying information among respondents as this was unnecessary for the study and as this was part of the IRB compliance process for this project.

2.3 Selecting the Sample

The universe of the survey is the 11-county service region listed in Figure 1. All residents in these counties were invited and eligible to participate in the survey. Survey responses were

unequally distributed throughout this region, however. Combined, these counties are home to around 287,000 residents.¹

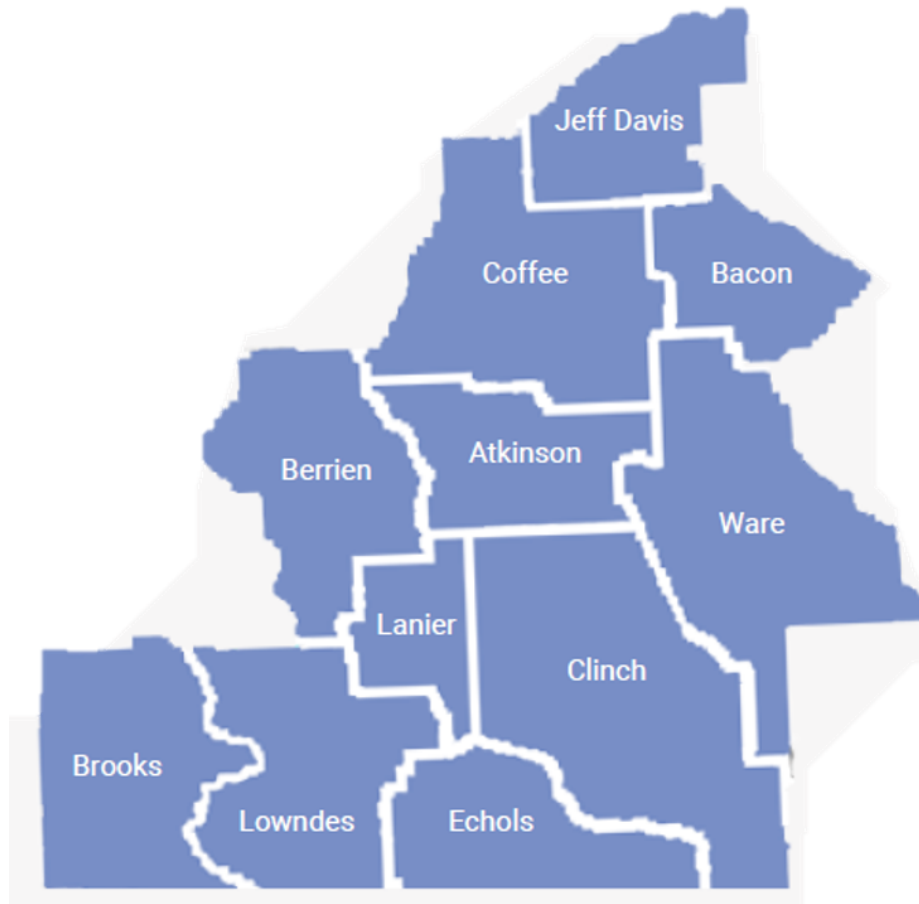


Figure 1: Survey Map Insert

2.4 Conducting the Survey

The survey was publicized in various ways: through GVUW, through GVUW’s nonprofit partner agencies throughout the 11-county region, by promoting the project through news stories shared by VSU (April 2023) and WALB (February 2023), and by sharing the survey in other various ways.

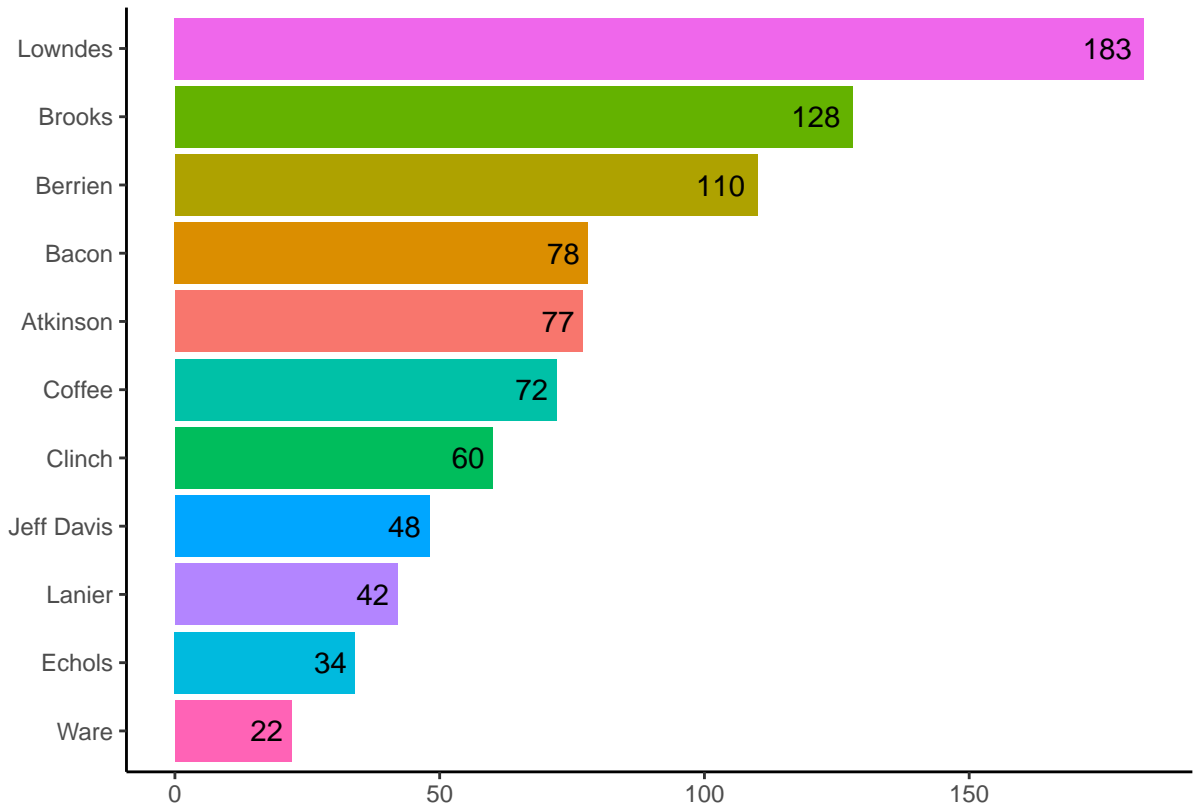
2.5 Determining the Results

The results of the Needs Assessment survey have been analyzed in partnership with the stated needs expressed in discussions with the GVUW.

¹Figures based on recent U.S. Census Bureau estimates.

3 Survey Results

3.1 Which county do you live in?



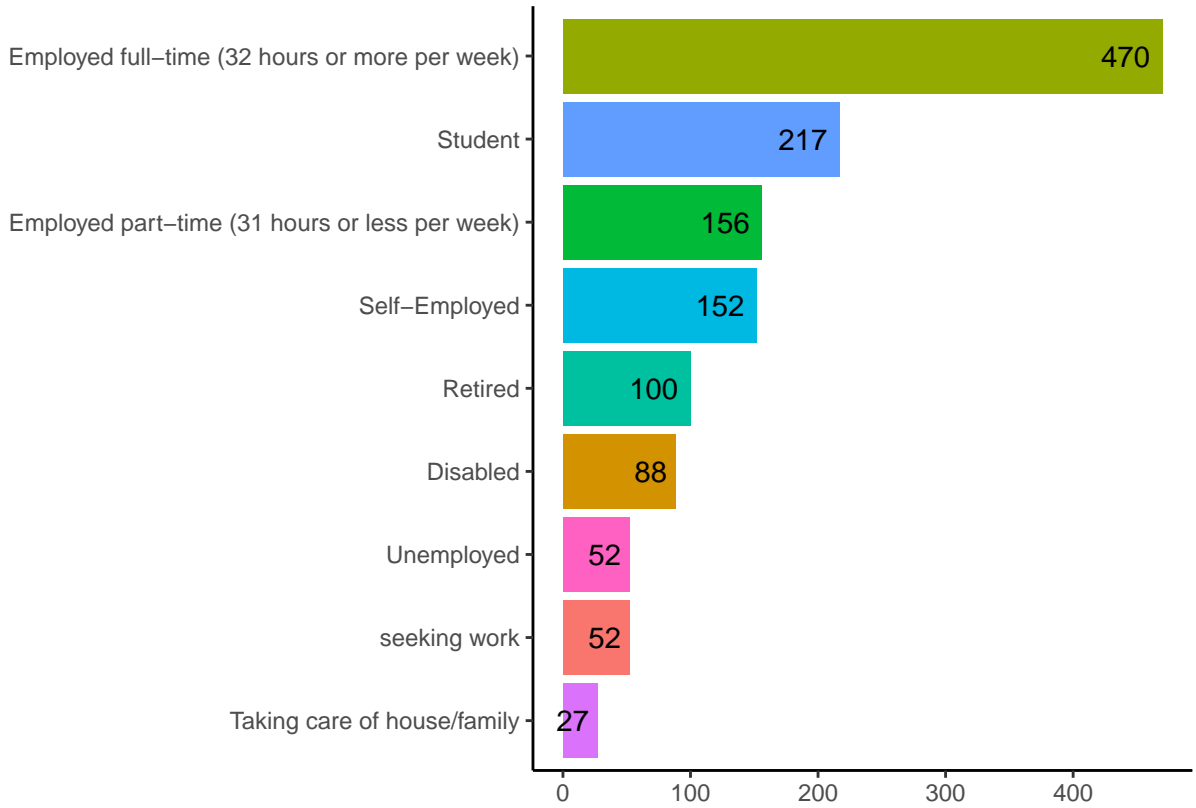
3.2 What was your household income for 2022?

Response	Count	Percentage
Greater than \$90,000	116	12.66
\$70,001 - \$90,000	180	19.65
\$50,001 - \$70,000	273	29.80
\$30,001 - \$50,000	192	20.96
\$0 - \$30,000	125	13.65
Prefer not to answer	30	3.28

3.3 Do you live in a single parent household?

Response	Count	Percentage
Yes	524	58.42
No	373	41.58

3.4 What is your current occupation?



3.5 Which option best describes your current housing situation?

Response	Count	Percentage
I own my own home or apartment	506	57.50
I rent a house or apartment	215	24.43
Homeless, sheltered (i.e., shelter, or hotel/motel)	139	15.80
Homeless, unsheltered	20	2.27

3.6 How often, if at all, is there enough food in your household to feed all household members?

Response	Count	Percentage
All of the time	344	37.89
Most of the time	392	43.17
Some of the time	152	16.74
Rarely	15	1.65
Never	5	0.55

3.7 Select the option that best describes how stressful each are for you currently.

3.7.1 Housing costs (e.g., rent, mortgage)

Response	Count	Percentage
Very stressful	70	7.77
Somewhat stressful	309	34.30
Not stressful	352	39.07
Not applicable, do not have to pay for this	170	18.87

3.7.2 Home energy costs (electricity, natural gas, propane) costs

Response	Count	Percentage
Very stressful	81	8.99
Somewhat stressful	294	32.63
Not stressful	390	43.29
Not applicable, do not have to pay for this	136	15.09

3.7.3 Food costs

Response	Count	Percentage
Very stressful	93	10.36
Somewhat stressful	305	33.96
Not stressful	395	43.99
Not applicable, do not have to pay for this	105	11.69

3.7.4 Access to reliable transportation

Response	Count	Percentage
Very stressful	54	6.05
Somewhat stressful	245	27.44
Not stressful	446	49.94
Not applicable, do not have to pay for this	148	16.57

3.8 At home, how reliable is your internet access?

Response	Count	Percentage
Very reliable	182	20.22
Somewhat reliable	383	42.56
Not at all reliable	219	24.33
Not applicable, I do not have internet access at home	116	12.89

3.9 Do you require childcare?

Response	Count	Percentage
Yes, my child care needs are met	265	29.38
Yes, we have additional child care needs	120	13.30
Yes, we require child care but do not have it	44	4.88
Not applicable, my children are old enough they do not require childcare	289	32.04
Not applicable, I do not have children	184	20.40

3.9.1 If so, which option best describes your child care needs?

Response	Count	Percentage
Full-time child care	216	50.00
After-school child care	205	47.45
Other (please specify)	11	2.55

3.10 Select the option that best describes how stressful each are for you currently.

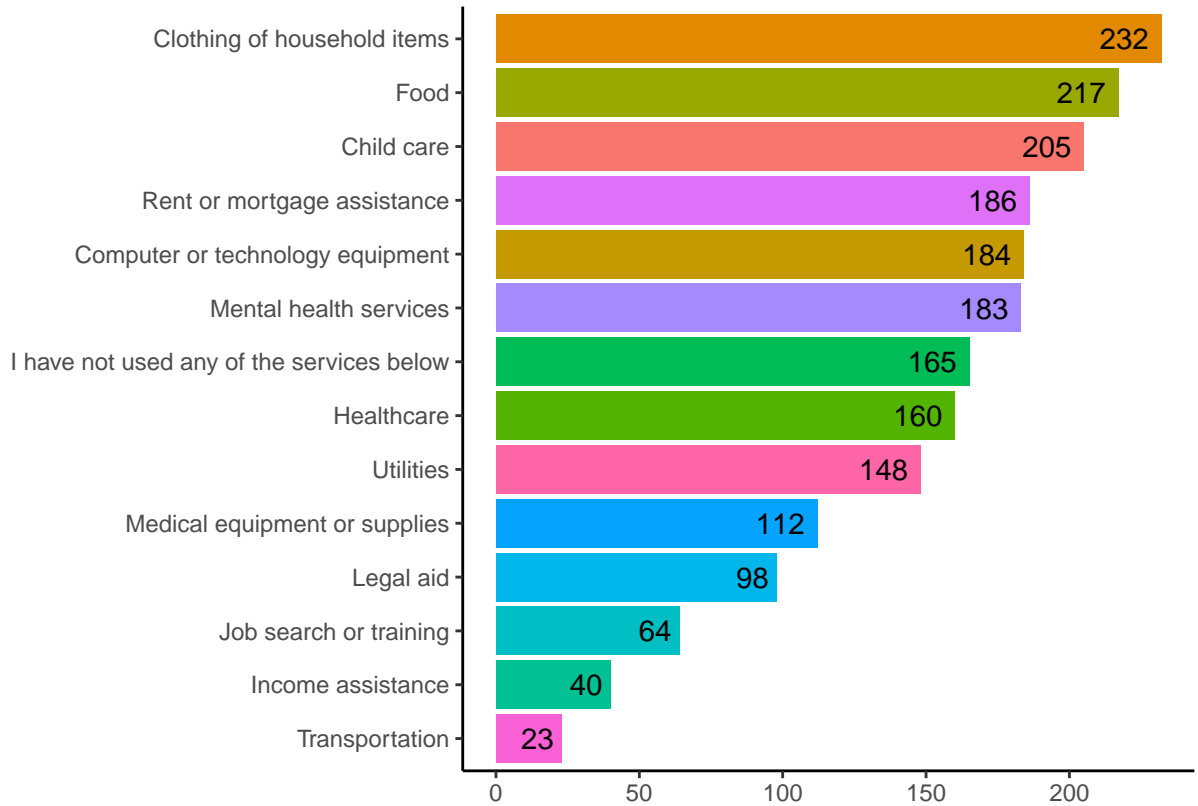
3.10.1 Child care costs

Response	Count	Percentage
Very stressful	48	5.33
Somewhat stressful	238	26.44
Not stressful	280	31.11
Not applicable, I do not have to pay for this	334	37.11

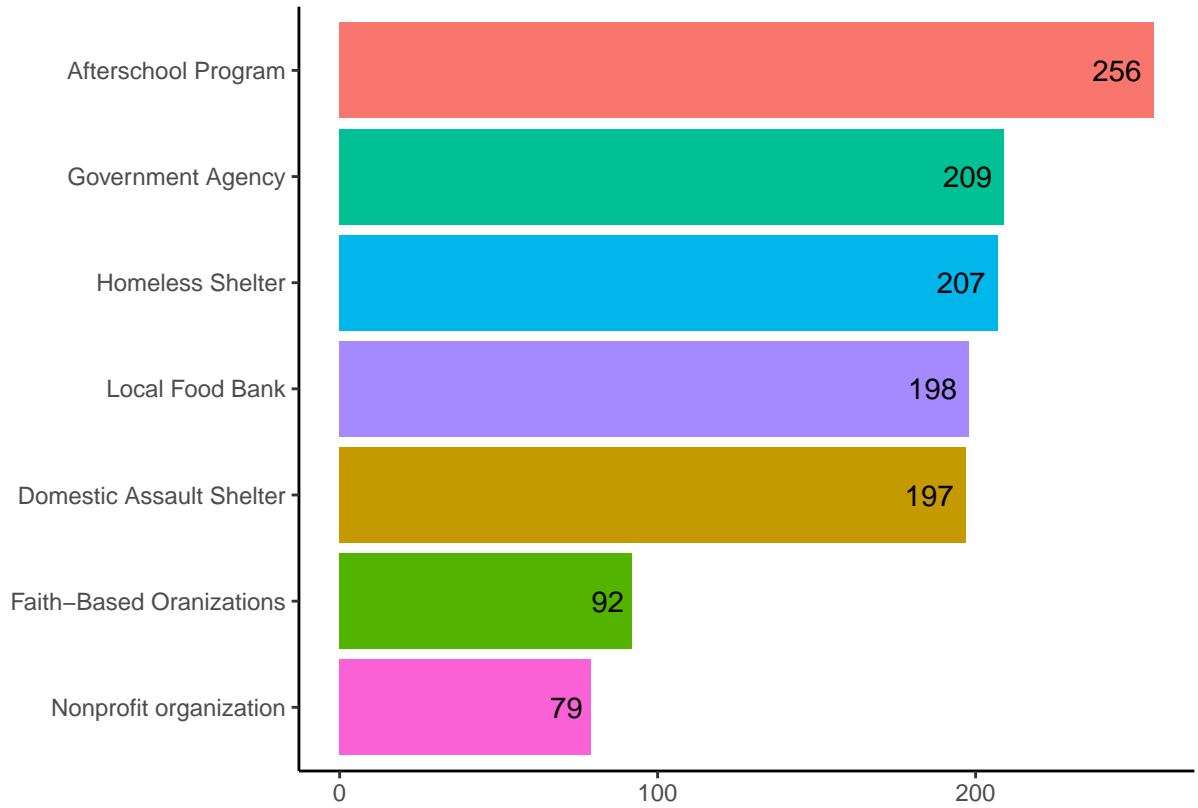
3.10.2 Clothing costs

Response	Count	Percentage
Very stressful	50	5.61
Somewhat stressful	281	31.54
Not stressful	404	45.34
Not applicable, I do not have to pay for this	156	17.51

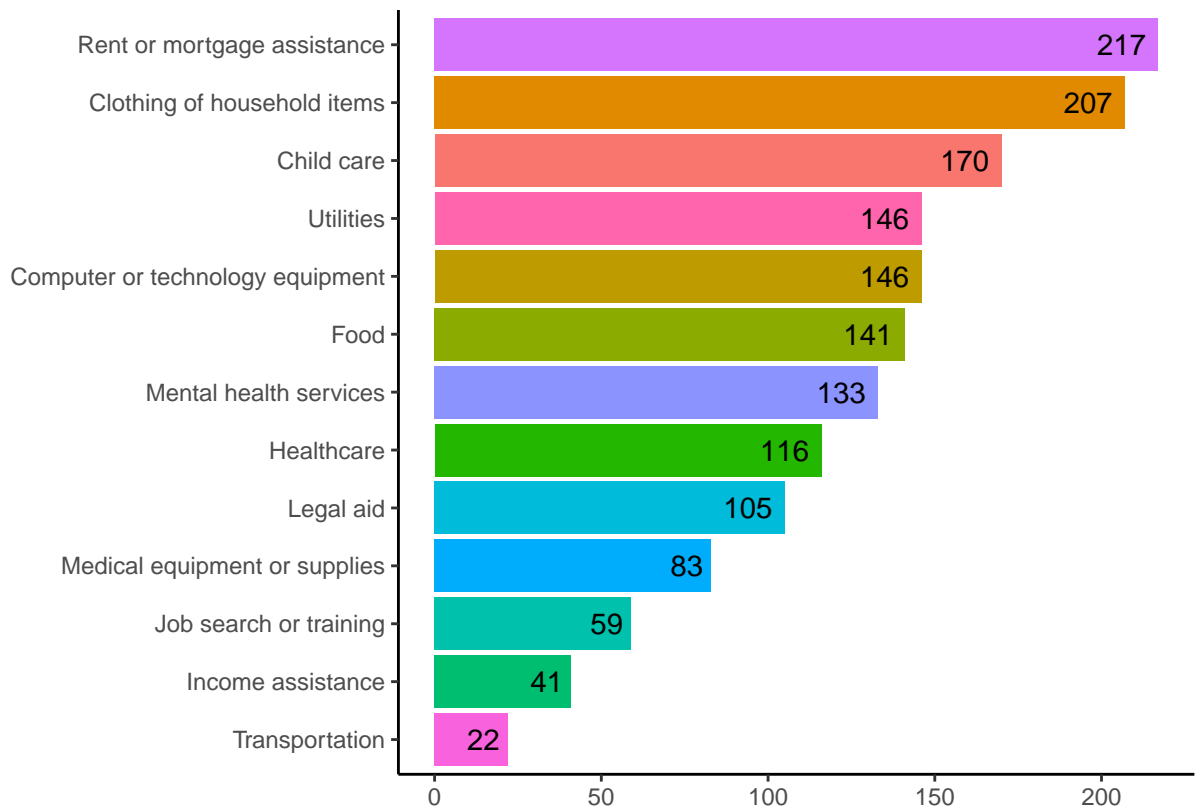
3.11 Since January of 2020 which, if any, support services did you access?



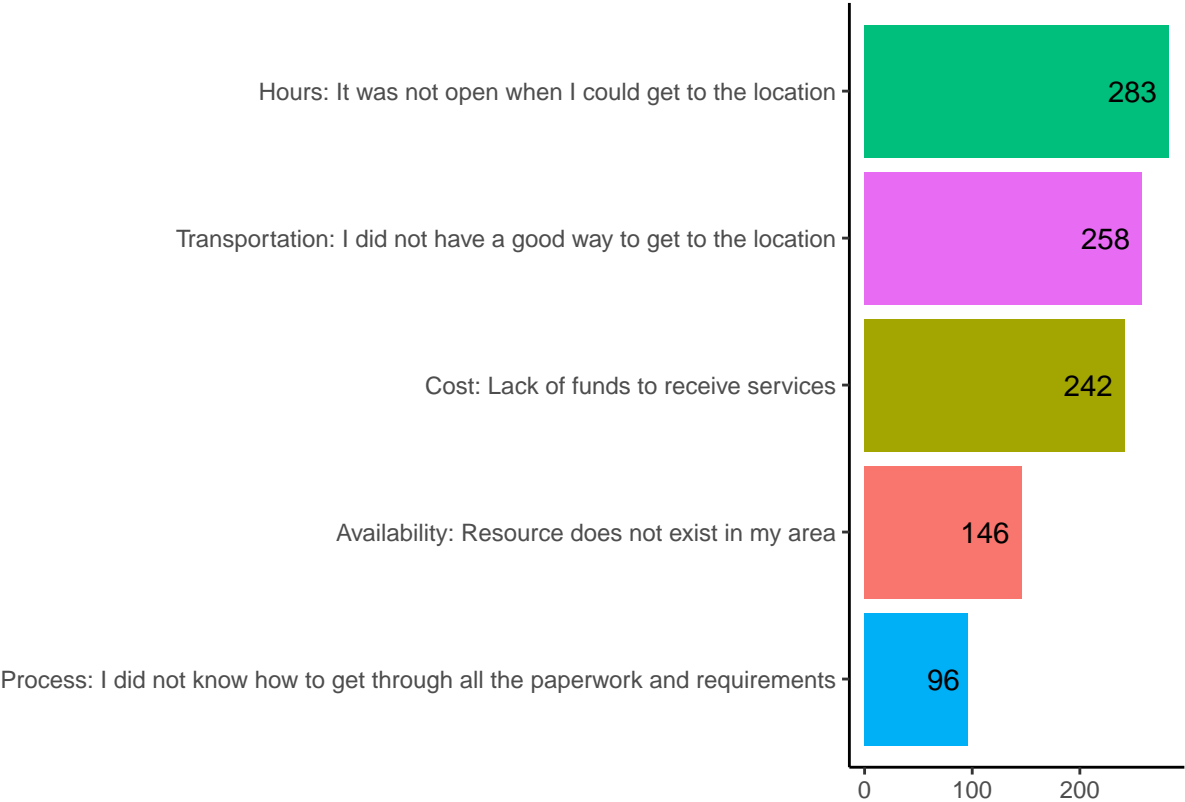
3.11.1 Which organization(s) provided these services?



3.12 Since January of 2020 which, if any, support resources did you need but could not access?



3.12.1 If you were unable to access resources, why could you not access them?



3.13 Please rate how you have felt since January of 2022 on each of the following areas.

3.13.1 I felt happy.

Response	Count	Percentage
Nearly always	60	6.80
Most of the time	358	40.54
Some of the time	381	43.15
Rarely	84	9.51

3.13.2 I felt sad.

Response	Count	Percentage
Nearly always	23	2.62
Most of the time	193	21.98
Some of the time	439	50.00
Rarely	223	25.40

3.13.3 I felt stressed.

Response	Count	Percentage
Nearly always	66	7.59
Most of the time	247	28.39
Some of the time	390	44.83
Rarely	167	19.20

3.13.4 I felt angry.

Response	Count	Percentage
Nearly always	27	3.06
Most of the time	159	18.05
Some of the time	411	46.65
Rarely	284	32.24

3.13.5 I felt frustrated.

Response	Count	Percentage
Nearly always	49	5.56
Most of the time	211	23.92
Some of the time	419	47.51
Rarely	203	23.02

3.13.6 I felt tired.

Response	Count	Percentage
Nearly always	57	6.56
Most of the time	255	29.34
Some of the time	420	48.33
Rarely	137	15.77

3.13.7 I felt hopeful.

Response	Count	Percentage
Nearly always	69	7.89
Most of the time	305	34.90
Some of the time	362	41.42
Rarely	138	15.79

3.13.8 I felt worried.

Response	Count	Percentage
Nearly always	56	6.41
Most of the time	166	19.01
Some of the time	432	49.48
Rarely	219	25.09