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 non-profit 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 Questionnare

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]
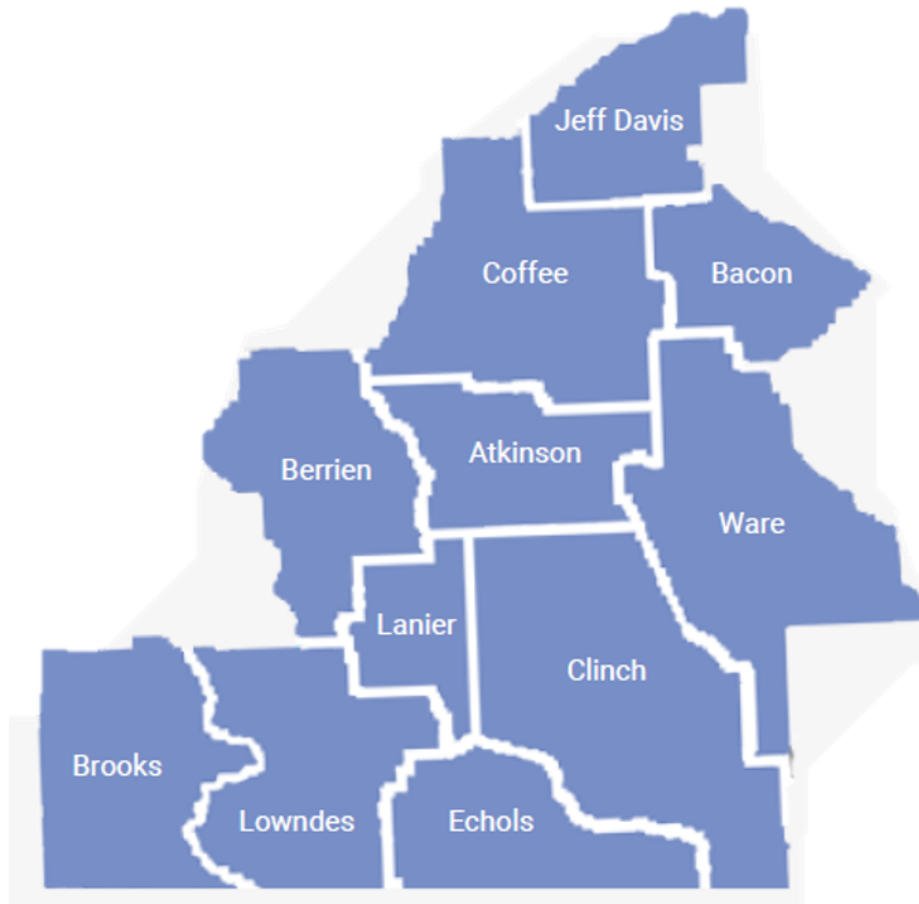
Figure 1: Survey Map Insert

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.

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

3 Survey Results

3.1 Which county do you live in?
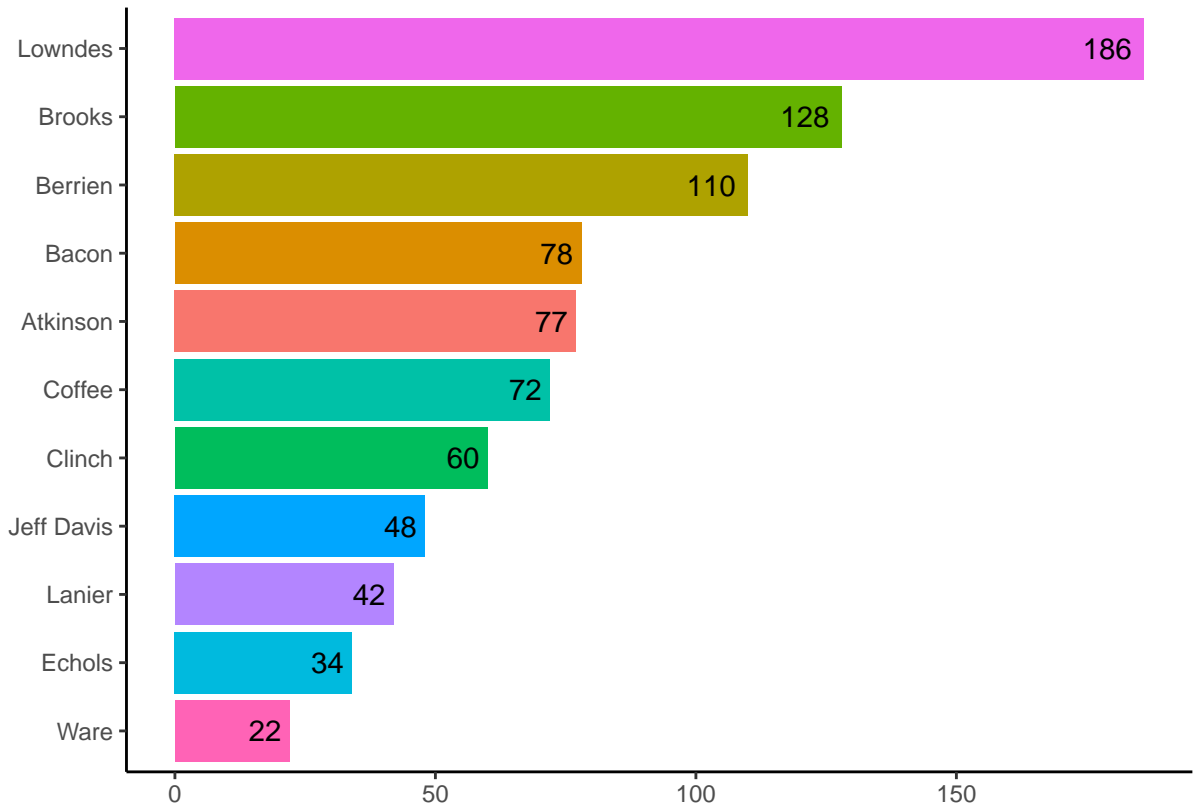
3.2 What was your household income for 2022?

Response	Count	Percentage
Greater than $90,000	116	12.62
$70,001 - $90,000	181	19.70
$50,001 - $70,000	273	29.71
$30,001 - $50,000	192	20.89
$0 - $30,000	126	13.71
Prefer not to answer	31	3.37

3.3 Do you live in a single parent household?

Response	Count	Percentage
Yes	526	58.51
No	373	41.49

3.4 What is your current occupation?
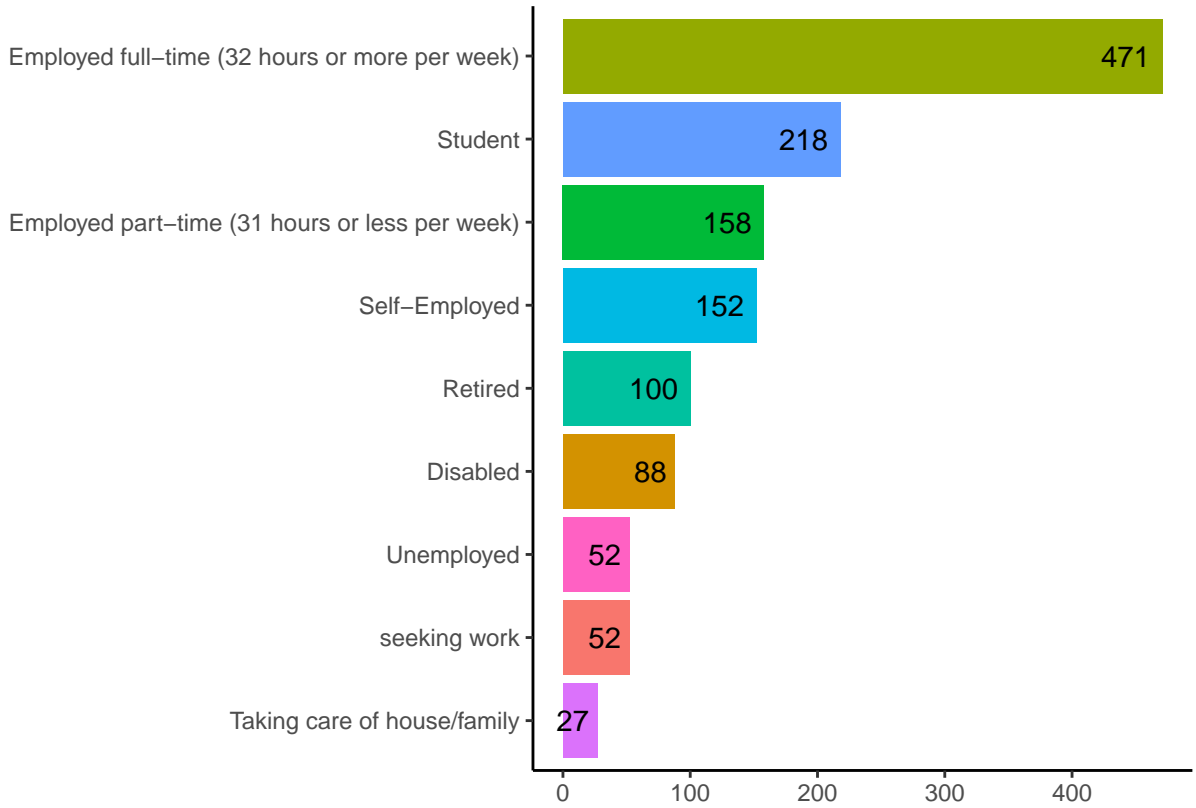
3.5 Which option best describes your current housing situation?

Response	Count	Percentage
I own my own home or apartment	507	57.42
I rent a house or apartment	217	24.58
Homeless, sheltered (i.e., shelter, or hotel/motel)	139	15.74
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	345	37.87
Most of the time	394	43.25
Some of the time	152	16.68
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	71	7.86
Somewhat stressful	309	34.22
Not stressful	353	39.09
Not applicable, do not have to pay for this	170	18.83

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

Response	Count	Percentage
Very stressful	81	8.97
Somewhat stressful	295	32.67
Not stressful	391	43.30
Not applicable, do not have to pay for this	136	15.06

3.7.3 Food costs

Response	Count	Percentage
Very stressful	93	10.33
Somewhat stressful	306	34.00
Not stressful	396	44.00
Not applicable, do not have to pay for this	105	11.67

3.7.4 Access to reliable transportation

Response	Count	Percentage
Very stressful	54	6.03
Somewhat stressful	246	27.49
Not stressful	447	49.94
Not applicable, do not have to pay for this	148	16.54

3.8 At home, how reliable is your internet access?

Response	Count	Percentage
Very reliable	183	20.29
Somewhat reliable	384	42.57
Not at all reliable	219	24.28
Not applicable, I do not have internet access at home	116	12.86

3.9 Do you require childcare?

Response	Count	Percentage
Yes, my child care needs are met	265	29.31
Yes, we have additional child care needs	120	13.27
Yes, we require child care but do not have it	45	4.98
Not applicable, my children are old enough they do not require childcare	289	31.97
Not applicable, I do not have children	185	20.46

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

Response	Count	Percentage
Full-time child care	216	49.88
After-school child care	206	47.58
Other (please specify)	11	2.54

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	5.32
Somewhat stressful	239	26.50
Not stressful	280	31.04
Not applicable, I do not have to pay for this	335	37.14

3.10.2 Clothing costs

Response	Count	Percentage
Very stressful	50	5.60
Somewhat stressful	282	31.58
Not stressful	405	45.35
Not applicable, I do not have to pay for this	156	17.47

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

Support Service	Count
Clothing of household items	232
Food	217
Child care	205
Rent or mortgage assistance	186
Computer or technology equipment	184
Mental health services	183
I have not used any of the services below	167
Healthcare	160
Utilities	148
Medical equipment or supplies	112
Legal aid	98
Job search or training	64
Income assistance	40
Transportation	23

3.11.1 Which organization(s) provided these services?
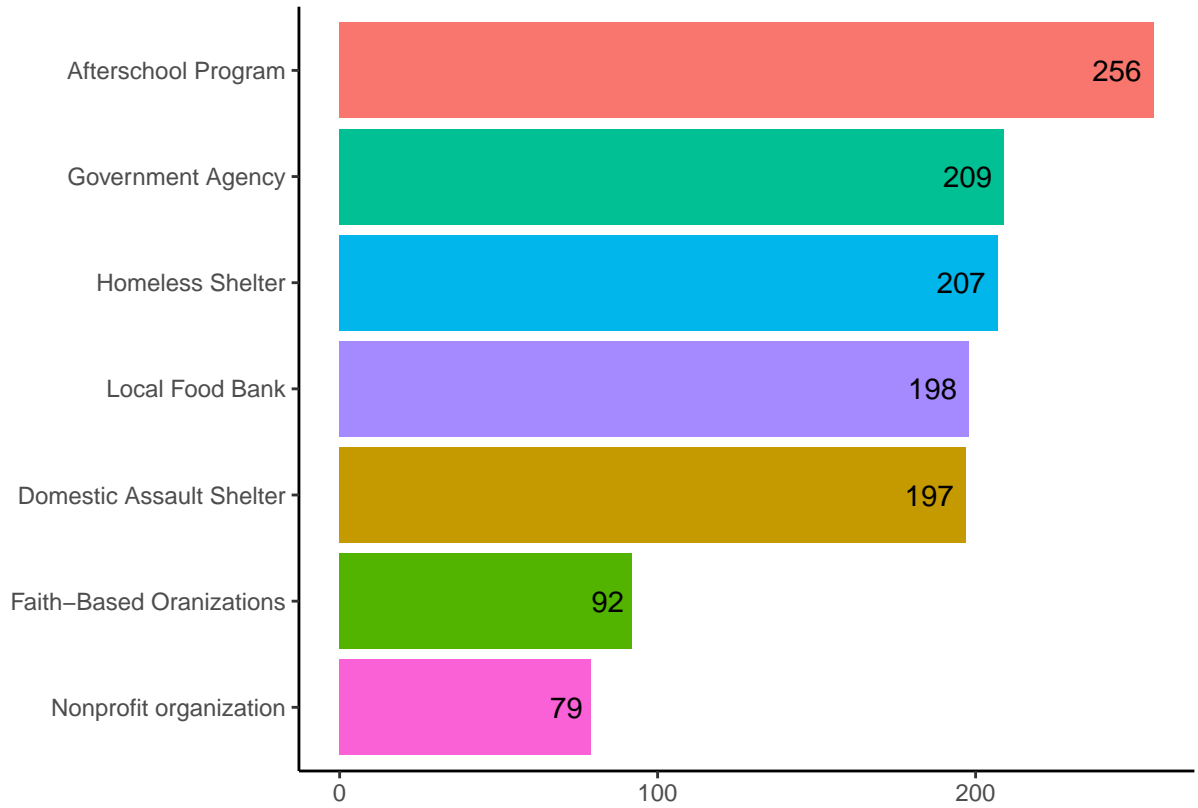
3.12 Since January of 2020 which, if any, support resources did you need but could not access?

Resource	Count
Rent or mortgage assistance	218
Clothing of household items	207
Child care	170
Utilities	146
Computer or technology equipment	146
Food	141
Mental health services	134
Healthcare	116
Legal aid	105
Medical equipment or supplies	83
Job search or training	59
Income assistance	41
Transportation	23
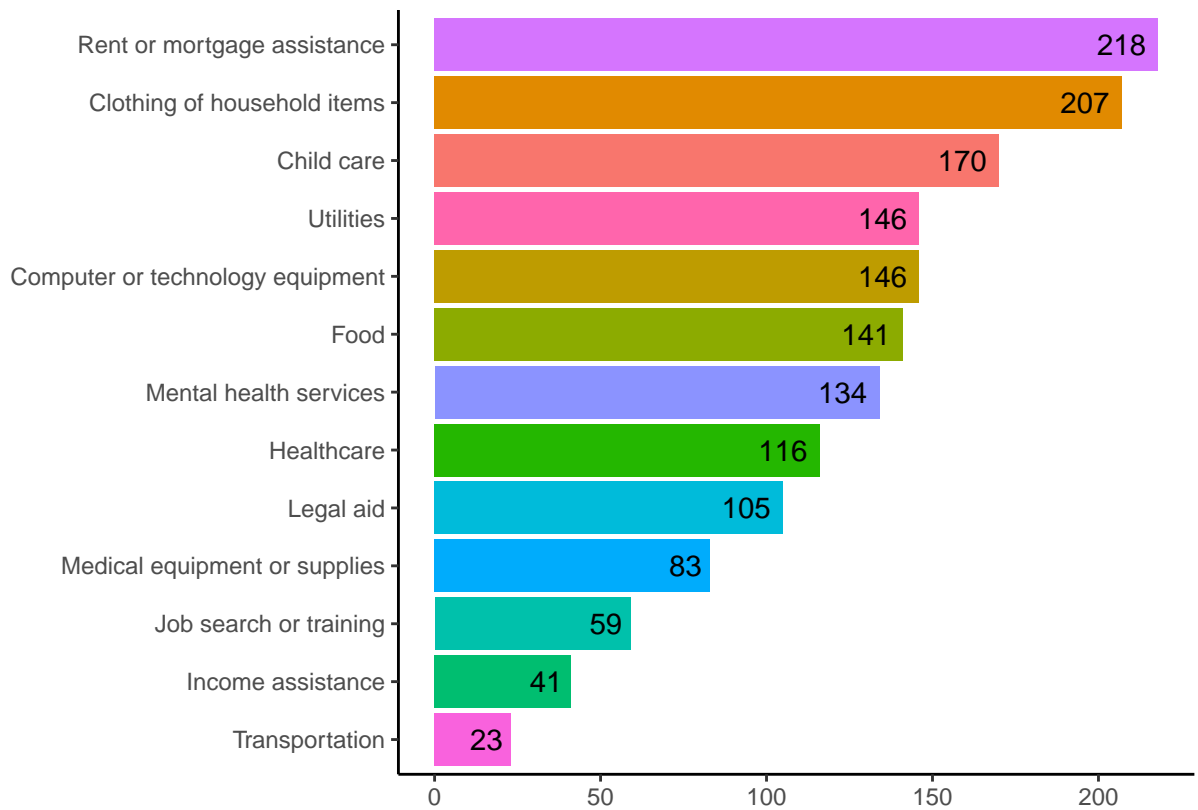
3.12.1 If you were unable to access resources, why could you not access them?
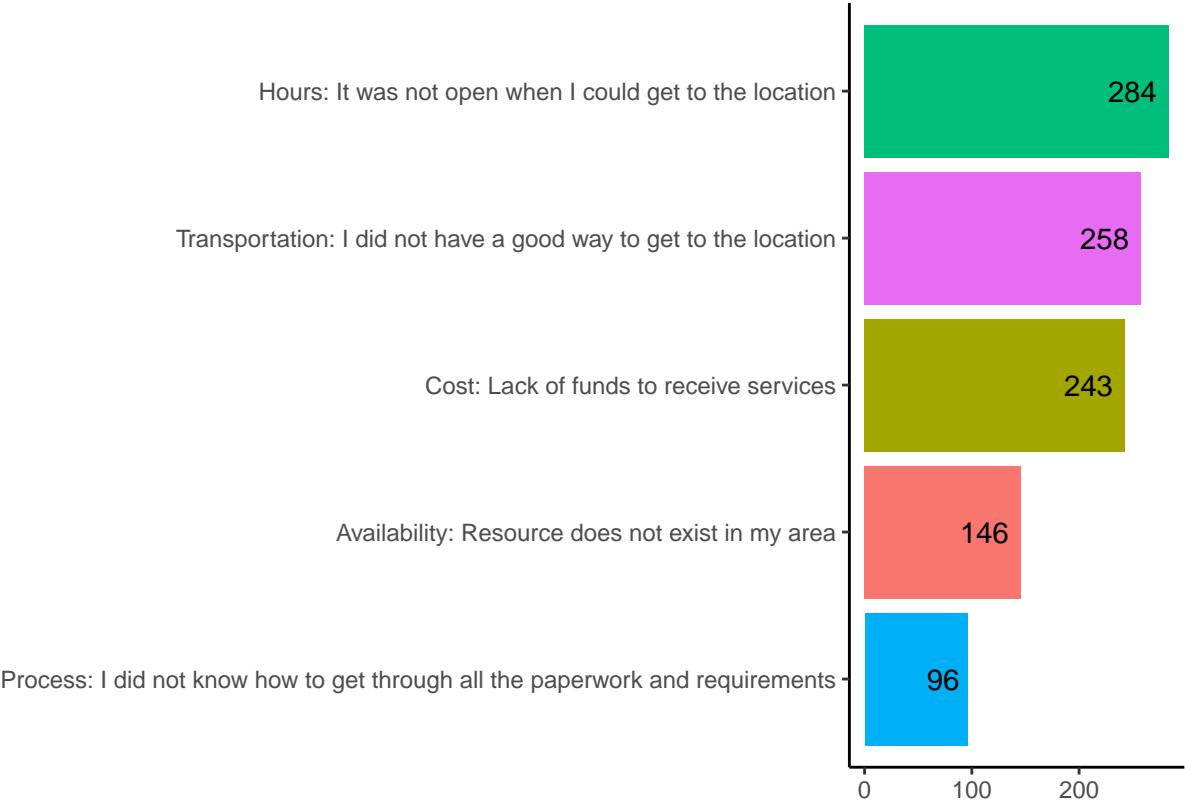
3.13 Please rate how you have felt since January of 2022 on each of the following areas.

3.13.1 I felt happy.

Response	Count	Percentage
Nearly always	61	6.89
Most of the time	358	40.45
Some of the time	382	43.16
Rarely	84	9.49

3.13.2 I felt sad.

Response	Count	Percentage
Nearly always	23	2.61
Most of the time	194	22.05
Some of the time	439	49.89
Rarely	224	25.45

3.13.3 I felt stressed.

Response	Count	Percentage
Nearly always	66	7.57
Most of the time	247	28.33
Some of the time	392	44.95
Rarely	167	19.15

3.13.4 I felt angry.

Response	Count	Percentage
Nearly always	27	3.06
Most of the time	159	18.01
Some of the time	412	46.66
Rarely	285	32.28

3.13.5 I felt frustrated.

Response	Count	Percentage
Nearly always	49	5.54
Most of the time	211	23.87
Some of the time	421	47.62
Rarely	203	22.96

3.13.6 I felt tired.

Response	Count	Percentage
Nearly always	57	6.54
Most of the time	256	29.39
Some of the time	421	48.34
Rarely	137	15.73

3.13.7 I felt hopeful.

Response	Count	Percentage
Nearly always	69	7.88
Most of the time	307	35.05
Some of the time	362	41.32
Rarely	138	15.75

3.13.8 I felt worried.

Response	Count	Percentage
Nearly always	56	6.40
Most of the time	167	19.09
Some of the time	432	49.37
Rarely	220	25.14