

# Survey Question Summary

## Southport Technologies 2007

Survey Question	Respondents	Average
How often do you use the Internet? 1 = First time ever, 2 = Once a month, 3 = Once a week, 4 = Every day, 5 = Many times per day	1	5.00
Your relationship with United Way is as 1 = A first time donor, 2 = A repeat donor (2-5 campaigns), 3 = A long-term donor (over 5 campaigns)	1	2.00
I was able to give online without difficulty 1 = Strongly Disagree, 2 = Disagree, 3 = Neutral, 4 = Agree, 5 = Strongly Agree	1	5.00
The United Way online giving process was well communicated 1 = Strongly Disagree, 2 = Disagree, 3 = Neutral, 4 = Agree, 5 = Strongly Agree	1	5.00
The process of giving online was straightforward and easy to follow 1 = Strongly Disagree, 2 = Disagree, 3 = Neutral, 4 = Agree, 5 = Strongly Agree	1	5.00
I was able to find answers to questions I had about the giving process quickly and efficiently online 1 = Strongly Disagree, 2 = Disagree, 3 = Neutral, 4 = Agree, 5 = Strongly Agree	1	5.00
I was able to give online without asking for help 1 = Strongly Disagree, 2 = Disagree, 3 = Neutral, 4 = Agree, 5 = Strongly Agree	1	5.00
The online giving process was well supported by United Way 1 = Strongly Disagree, 2 = Disagree, 3 = Neutral, 4 = Agree, 5 = Strongly Agree	1	5.00
I felt that giving online lacked a personal touch 1 = Strongly Disagree, 2 = Disagree, 3 = Neutral, 4 = Agree, 5 = Strongly Agree	1	5.00
I am confident that my personal information was adequately secure online 1 = Strongly Disagree, 2 = Disagree, 3 = Neutral, 4 = Agree, 5 = Strongly Agree	1	5.00
I was able to find useful online information about United Way, the Community Fund, and local agencies 1 = Strongly Disagree, 2 = Disagree, 3 = Neutral, 4 = Agree, 5 = Strongly Agree	1	5.00
The online pledge process increased my interest in supporting United Way 1 = Strongly Disagree, 2 = Disagree, 3 = Neutral, 4 = Agree, 5 = Strongly Agree	1	5.00
The online pledge process was too time consuming 1 = Strongly Disagree, 2 = Disagree, 3 = Neutral, 4 = Agree, 5 = Strongly Agree	1	5.00
I was comfortable that the privacy of my personal information would be preserved by United Way 1 = Strongly Disagree, 2 = Disagree, 3 = Neutral, 4 = Agree, 5 = Strongly Agree	1	5.00
The use of online pledging was a positive change for our company and United Way 1 = Strongly Disagree, 2 = Disagree, 3 = Neutral, 4 = Agree, 5 = Strongly Agree	1	5.00
United Way should continue to use online giving at our company in the future 1 = Strongly Disagree, 2 = Disagree, 3 = Neutral, 4 = Agree, 5 = Strongly Agree	1	5.00
Please approximate how long it took you to give online minutes	1	2.00
OVERALL, how satisfied were you with United Way online giving experience? 1 = Very Dissatisfied, 2 = Dissatisfied, 3 = Neutral, 4 = Satisfied, 5 = Very Satisfied	1	5.00