



CONDUCTING RESEARCH FOR:
CASA (COURT APPOINTED SPECIAL ADVOCATES)
LANE COUNTY

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EXECUTIVE SUMMARY

From the research conducted, the target market with the most potential volunteers for CASA is residents of Lane County aged 46+ who either do not work or work part-time. This target also expressed that they prefer to be contacted via email. While this is obviously a larger than normal audience, it is beneficial for organizations like CASA who can use a plethora of volunteers. According to the data from the non-volunteer surveys, potential volunteers gender and income does not seem to matter as much in regards to the target demographic. Some of this data goes against the data originally provided by CASA which stated that our target market were women ages 60+, who are likely to be retired school teachers with an income 40,000+.

CASA's target audience is up to date with what media platforms they use, since the majority of the people surveyed use the internet, email, and television. It is difficult to make assumptions about magazine, newspaper, and radio usage because the responses varied so much. However, magazines, newspapers, and radio are a thing of the past for this target audience. They might have used them more in their younger days, but at this point in their life, the Internet and TV seem to be the most efficient for them. When it comes to social media, CASA's target audience doesn't spend hours on end like millennials do. However, it's safe to say that if they are still somewhat active on social sites, Facebook being number one.

From the research it is also apparent that CASA's best form of current advertising is through word of mouth. This proves difficult for most businesses (for profit or not for profit) because the image is determined less by the actual business itself. Essentially, this advertising cannot be created, but it can be supplemented with a team dedicated to positive public relations. The good news is every survey respondent had a positive image of CASA, thus word-of-mouth advertising is working in CASA's favor!

Sixty percent of the volunteers Team Ninas interviewed were men. CASA needs to continue appealing to male volunteers and educate the public that it is not just a volunteer opportunity for older women. Forty percent of the volunteers agree that the most common misconception of CASA is how time consuming it is. CASA needs to inform the public about the actual time commitment and should utilize quotes and comments from their current volunteers to get this point across. Another misconception Team Ninas had before conducting research was that current CASA volunteers would not utilize the internet or social media. Seventy percent of the respondents are on Facebook and sixty percent prefer to use the internet to get information. CASA should use this information to extend their outreach on Facebook and other online outlets.



CLIENT DESCRIPTION

Court Appointed Special Advocates (CASA) for Children is a network of 933 community-based programs throughout 49 states that appoint and educate citizen-volunteers to stand up for neglected children as they move through the court system. These volunteers are the child's voice throughout this trying time and aim to get the child through the courts as promptly and successfully as possible. Essentially, the volunteer advocates strive to minimize the amount of stress and trauma for the child, making the process easier for them in the long run. Each volunteer provides the judges with important information for the child they are assigned, to ensure that the child's rights and needs are met while they are in the foster care system. Throughout this process and until the child is placed into a loving and stable home, the volunteer stays with him or her. CASA's current communication strategy includes keeping tabs on all of its media exposure with a blog under its "News & Events" page on their website, presenting an annual report on the website, and providing resources to programs to spread awareness of the cause. CASA has also launched an "I Am for the Child" campaign, which included print, web, and social media. The campaign allowed CASA to be represented cohesively across the country. Lastly, CASA provides online volunteer training that aims to expand its audience and spends nearly \$1.2 million on media and public outreach, which accounts for approximately 12% of its total budget.



DESCRIPTION OF THE TARGET MARKET

For CASA, the target market is not as traditional as most not-for-profits. CASA needs two things: funding and volunteers. This research will focus on volunteers and the awareness of CASA in Lane County.

According to a volunteer demographic survey provided by CASA, almost 50% of the current local volunteers are age 60 or over. Most have college degrees and 40% have full-time jobs. Out of 176, 125 of them are female and 148 are Caucasian. CASA also has found a commonality amongst the volunteers—many are (retired) schoolteachers or have had some prior experience working with children.

CASA is targeting somebody like Sharon. Sharon is 64 years old and lives in Cottage Grove with her husband, Dave, and their cats Mimi and Chico. The couple has 4 kids of their own and 6 grandchildren under the age of 14. They love spending time together with their family, and Sharon's recent retirement has made her more readily available. Dave still works as a contractor and often spends long hours at his many worksites around Lane County. Sharon worked previously as an elementary school counselor—she loves the feeling of giving back and helping children. She thrives in the springtime in Eugene and spends a lot of time hanging around the Fifth Street Market with her girlfriends. Oftentimes, they head over to the Saturday market and pick up fresh fruits and veggies for the week as well—stimulating the local economy is important to Sharon.



STATEMENT OF THE PROBLEM

The key problem that CASA is facing is the level of awareness that they currently have throughout the Lane County community. Currently, the public does not know much about CASA, its mission, and how they operate as a non-profit organization. This problem is affecting CASA because if awareness and audience is low, so is funding opportunities, the hiring of trained volunteers, and the differentiation between CASA and other community services in the area. Essentially, if awareness of the organization is low, the opportunity for expansion is low as well. To be a successful community service organization, the Lane County community must be knowledgeable about CASA and willing to support it.

The consequence that CASA is facing should this problem not be addressed is remaining stagnant as they move through the 2013-2016 period. Growth or innovation wouldn't become a part of its organization, keeping them fixed where they are.

RESEARCH OBJECTIVE

The research objective for CASA is to collect and analyze research to determine the community's understanding, recognition, and awareness of CASA and its mission.



SECONDARY RESEARCH

CASA VOLUNTEER'S LIFESTYLE/DEMOGRAPHICS

According to demographic research done by Zip Code Database, 89% of the population of Eugene, Oregon is white and 51.2% of the population is female. The research also shows that, as of 2010, there were 5,095 people age 65+, and that number has been consistently growing each year. This data shows that there is a large group of Caucasian women in Eugene, and a large portion of them are either retired or of older age.¹ (See Fig. A-1 in Appendix A)

The University of Massachusetts Boston analyzed data from an Americans' Changing Lives survey that examines the association between paid work status and volunteering. The survey discussed the shift from paid work to both formal and informal volunteer work between ages 55 and 74. There was no relationship to informal volunteering after paid work but there is a relationship between formal volunteering and paid work. Part-time workers were more likely to engage in formal volunteer work than full-time workers. Older individuals are likely to participate in activities with social and economic value (i.e., volunteer work). Education, personal values and beliefs, as well as personal history with volunteering are thought to affect volunteer activity with individuals. Those who are more educated are more likely to engage in formal volunteer work.

The Journal of Occupational & Organizational Psychology did a study on pre-retirees, including employees of a not-for-profit, clients of a financial institution, and members of an association of retirees currently living in Australia. They also used a sample of retirees. The goal was to analyze post-retirement work with regards to individual determinants of paid and volunteer work. The participants were asked about what post-retirement work intentions they had—1. Not work at all; 2. Voluntary work; 3. Part-time paid work or consultancy; 4. Voluntary work and part-time paid work or consultancy and 5; Don't know. The results of the research indicate 43% of pre-retirees planned to engage in volunteer work and 48% retirees actually engaged in volunteer work. The results are expressed in both pre-retiree and retiree groups.³ (See Fig. B-2, B-3)

The results of the study conclude that post-retirement work, either paid or unpaid volunteer work, is influenced by attitude to post-retirement work in general. The study also found that females and healthier retirees were more likely to engage in volunteer work and those with more education were more likely to engage in paid work.

¹"EUGENE, OR 97401." ZIP Code 97401, EUGENE OR, U.S. ZIP Codes, Database. Zip Code Database, n.d. Web. 13 Apr. 2014.



SECONDARY RESEARCH

CASA VOLUNTEER'S LIFESTYLE/DEMOGRAPHICS

Volunteer work is done either in association or directly with an organization. How volunteers work with services is based upon initiative. About 43% of volunteers became involved with their primary organization on their own, while 40.8% began volunteering after being asked to by their organization. According to the Bureau of Labor Statistics within the United States Department of Labor, the type of organization volunteers choose is generally religious (33.0%) or educational/youth services organizations (25.6%) for both men and women.¹

Although the news release shows that women closer to retirement are more likely to opt-in hours in general, women aged 35-44 are the ones volunteering the most with educational or youth organizations (40.6%).

The other primary demographic of education/youth volunteering is parents, showing that they were more likely to participate in volunteer opportunities related to children than volunteers without children. Further, volunteers with children under 18 years old were more likely to volunteer for an educational or youth service organization than volunteers without children under age 18 (44.5% of mothers and 38.3% of fathers). According to the Corporation for National & Community Service, 33.5% of parents (22.4 million people) volunteered in 2012, spending the majority of their hours in educational services (43.5%).²

Of the duties being performed while volunteering, those with higher education tended to work more with education or youth services than others: volunteers with a Bachelor's degree, or higher, were more likely to provide "professional or management assistance" in tutoring, mentoring or teaching.

As a whole, volunteering in the US has declined 1.1%, making a total of 25.4% of the population (62.6 million people) volunteering at least once in 2013. This rate is the lowest it has been since 2002. Although women continue to lead the demographic, their volunteer rates have also declined. (See Fig. C-1, C-2, C-3, C-4, C-5).

¹Bureau of Labor Statistics. "Volunteering in the United States." United States Department of Labor. 25 February 2014. Web. 13 April 2014. <<http://www.bls.gov/news.release/volun.nr0.htm>>.

²"Parents." Corporation for National & Community Service. 2012, Web. 13 April 2014. <<http://www.volunteeringinamerica.gov/special/Parents>>.



MEDIA PROFILE

MEDIA PROFILE: 30-SEC PSA THAT RUNS FOR FREE ON LOCAL TV STATIONS

Currently, CASA runs 30-second Public Service Announcements on local TV stations. Through Nielsen's research, it was discovered that local television news is the highest news outlet viewed throughout the United States, with 71% of the Americans reached for the study¹. This shows that CASA is on the right track: targeting local stations to air their PSAs. Next, it is shown that the morning news gains the largest amount of viewership on local news stations². This is important for CASA because they can now aim the majority of their PSAs to that specific time, if possible. That way, they know that their audience is watching. One issue that CASA must overcome, however, is with the fact that there are now distracted viewers, audiences who watch television but are on laptops, cell phones, and tablets simultaneously so they aren't as focused on what is on television. According to Pew Research, 38% of cell owners used their phone to keep themselves occupied during commercials or breaks while watching television³. This is a key issue for CASA because their PSAs run during those commercial breaks.

BLOG

CASA currently keeps tabs on all media exposure with a running blog under the "News & Events" page on the Non-Profit's website. Roughly nine out of ten (85%) of American adults use the internet at least occasionally, meaning at least once a week. Internet usage for American adults is rising. However, adults over the age of 65 years account for almost half, 49%, of non-internet users by age group. In a 2008 survey, 73% of American adults used the Internet. In 2003, 63% of adults used the Internet. Overall, 44% of those over age 65 do not go online, versus 17% of those 50-64, 8% of those 30-49 and only 2% of those 18-29. About 44% of those who are 65 and older rely solely on a desktop computer (Rainie). Approximately, 14% of offline adults say that they once used to use the internet, but have since stopped for some reason (Zickuhr). Since CASA's target audience for volunteers is women over the age of 65 years old, this media outlet isn't the best choice. There is no guarantee this specific demographic of Lane County is being reached through the use of their online blog. (See Fig. D-1 in Appendix B).

¹ "How Americans Get TV News at Home." Pew Research Journalism Project. <http://www.journalism.org/2013/10/11/how-americans-get-tv-news-at-home/>

² "Local TV Audiences Bounce Back." Pew Research Center. <http://www.pewresearch.org/fact-tank/2014/01/28/local-tv-audiences-bounce-back/>

³ "The Rise of the 'Connected Viewer'." Pew Research Internet Project. <http://www.pewinternet.org/2012/07/17/the-rise-of-the-connected-viewer/>



MEDIA PROFILE

BLOG

Age is one of the biggest factors related to not using the Internet, followed by education and income. Over half of seniors who did not attend college or live in households earning less than \$50,000 per year are offline¹. When asked why they do not use the Internet, about a third of American adults admitted the Internet was not relevant to their lives. A third suggested that they had usability issues, such as those with connecting to the Internet and the overall discomfort with using the computer. A fifth of the surveyed admitted to the issue of pricing and the rest cited a lack of access to the Internet². (See Fig. E-1).

Nearly 88% adult Oregonians have a computer, compared to 85% nationally. More than half, 53%, are “Heavy” users of the Internet, having used the Internet for nine or more activities in the past month. The most common Internet activities that ORC reported for Oregon Internet users are checking e-mail, finding local businesses and events, researching prices or product information, reading or watching the news, and online banking³. (See Fig. F-1).

Out of those older generations that do utilize the Internet, many of them are moms and many of them are using social platforms across all devices. Quirk’s Research has found that moms are 20% more likely to use social media compared to the general population. About 91% of moms now use social media regularly. Moms who participate in social media shop online more than moms who don’t. Moms were responsible for 32% of total online spending in the last quarter, says the report, yet they only make up 18% of the total Internet users. In comparison to the general population, moms who heavily use social networking are more likely to shop online for: clothing (61%); portable devices (91%); baby supplies (63%); and home and garden products (65%)⁴. (See Fig. G-1).

Rainie, Lee & Zickuhr, Kathryn. “Internet Adoption Becomes Nearly Universal among Some Groups, but Others Lag behind.” Pew Research Center RSS. N.p., 30 May 2013. Web. 13 Apr. 2014.

Caumont, Andrea. “Who’s Not Online? 5 Factors Tied to the Digital Divide.” Pew Research Center RSS. N.p., 8 Nov. 2013. Web. 12 Apr. 2014.

ORC International, Inc. “Oregon Broadband Adoption.” ORC International, Inc., 12 Sept. 2012. Web. 12 Apr. 2014. <http://www.oregon.gov/Broadband/Documents/BB_Adoption_Survey_Rpt_2012_Summary.pdf>.

Quirk’s Staff. “Survey Monitor August 2013.” Quirks Marketing Research Media. N.p., Aug. 2013. Web. 13 Apr. 2014.



DATA COLLECTION

The volunteer interviews were conducted over the phone. Team Ninas spoke with 10 different volunteers.

The survey was created with the intention of doing computer-assisted surveys that would be distributed at different locations throughout Lane County to residents that are not current CASA volunteers. The survey was created to find out how aware Lane County residents are of CASA and to find out the best ways to reach potential future CASA volunteers. However, Team Ninas ended up printing out surveys to distribute rather than doing computer assisted surveys in order to distribute more surveys within the community. It ended up being very difficult to get approval from management at many locations to distribute surveys, so the surveys were only distributed at two locations (the T.J. Maxx Home Goods store and Sundance Market). There were 17 non-volunteer surveys distributed at the T.J Maxx Home Goods store, and 8 non-volunteer surveys distributed at Sundance Market.

Before conducting research, Team Ninas plan was to conduct volunteer interviews in order to provide "direction" for where to conduct CAPI/printed surveys. However, in the midst of the research it was realized that more valuable information was being gained than anticipated. After speaking with volunteers for upwards of 20 minutes each the sheer passion and love of being an advocate shined through. This qualitative information, in many ways, was deemed more valuable than the quantitative surveys. This information proved most valuable for strategic recommendations as you will see further through analyses.



ANALYSIS & INTERPRETATION VOLUNTEER INTERVIEWS

The following analysis/interpretation covers twelve questions that were conversationally asked of **current** CASA volunteers. One of the biggest takeaways from these in-depth-interviews is that CASA volunteers refer to themselves as “advocates,” thus the analysis will do the same.

Question 1: How long have you been volunteering for CASA?

Analysis

Of the ten current volunteers surveyed, they all reported that they have a long-term investment in CASA. On average, current volunteers have been involved for 4.9 years. Male respondents have been volunteering for less time (2 years on average), while women have been involved for a longer number of years (5.6 years).

Gender	Average Years Involved
Sample Average	4.9
Male	2
Female	5.6

Interpretation:

The majority of CASA volunteers are long-time advocates. They see this experience as an investment, rather than a hobby. Because many are retirees, they have more time to commit to an organization, and thus stay with that organization longer. Based on the findings between demographics, it can be concluded that women get involved sooner after retirement, or even before. Therefore, CASA should begin to target younger women for volunteers.

Question 2: How did you originally hear about CASA?

Analysis

Current volunteers have a plethora of ways they heard about CASA, including word of mouth, CASA sponsored events, articles, PSAs, and other affiliated topics.

Sample of responses:

- Register Guard article
- Executives of CASA
- CASA sponsored/fundraising event
- From a friend

Interpretation

Women were more likely to hear about CASA from a friend, whereas men were more direct: two men responded that they attended CASA sponsored events, and one man responded that he read an article about CASA in the Register Guard.



ANALYSIS & INTERPRETATION VOLUNTEER INTERVIEWS

Question 3: Why did you pick CASA to volunteer for?

Analysis

"I thought that maybe there was something I could do to help!" Volunteers hold CASA's mission near to their hearts. They identify with their objectives and often have experience with this type of work. The respondents varied between retired lawyers (or as such) and mothers. Sample answers included, "when I retired I wanted to do something that was hands-on," and "children have always been my first priority." Both men and women answered that children were important to their lives, whether that be setting a good example for their own children, or helping those in need, children are at the core of why volunteers chose CASA specifically.

Interpretation

Because current volunteers are experienced with this type of work, CASA should focus on targeting these demographics for recruiting new volunteers. Strategic planning could spread the word or advertise at aging law firms and activities that older mothers participate in.

Question 4: How many hours per week/month do you volunteer?

Analysis

Current volunteers spend on average 4.5 hours a week on CASA cases (based on 9 respondents). While this doesn't seem like a huge time commitment, volunteers are willing to commit however much time is needed in order to complete their cases. One respondent said, "I go to review boards. I always visit with my children and the families. I could log up to 70 hours in a month...I spend more time than others because I go to a lot of places to observe." While another said, "a normal month without a court hearing of any kind it's about 2 hours a month. It is very dependent on the case though. When you have to go to court it is more time consuming. I just finished writing a report that took me 13 hours. It could go on for a few months where you only have 2 hours and then a lot more."

Men logged more hours per week volunteering than women; men with an average of 6.25 hours/week and women with an average of 3.75/week.

Interpretation

Based on this information, it can be concluded that each volunteer is heavily invested in their cause. Although there isn't a large and steady time commitment, volunteers put in the hours they feel necessary to best complete their case. CASA volunteers are passionate about their work and don't view the organization as just an opportunity to volunteer, they truly believe they are bettering the lives of others.



ANALYSIS & INTERPRETATION VOLUNTEER INTERVIEWS

Question 5: How many cases have you had since volunteering with CASA?

Analysis

Volunteers on average have worked on 2.3 cases, men with an average of 2 cases and women with an average of 2.5 cases.

Gender	Average Years Involved
Female (F)	3
Male (M)	2
M	2
M	3
F	3
F	2
F	3
F	2
F	2
M	1
Average	2.3

Interpretation

This data shows that volunteers continue on after they have completed their first case. All of the respondents have completed at least one case, and are working on their second. The return rate of these volunteers reflects the demographic CASA targets for their volunteers, retirees with some sort of experience or passion for working with kids in need at the service level. Team Ninas recommends that CASA should continue to seek not only experienced volunteers, but volunteers who are driven to continue after the first case.



ANALYSIS & INTERPRETATION VOLUNTEER INTERVIEWS

Question 6: What is a common misconception that you think others have about volunteering for CASA?

Analysis

Volunteers presented a number of misconceptions. A majority believe that the most common misconception is that it is too time consuming.

Response	Respondents
Too Attached/Emotionally Involved	3
Time Consuming/Ties You Down	4
Mentor v. Advocate	3
Don't Know what CASA Does	2
Impression of Number of Lives CASA Impacts v. Actual	1
None	1

Interpretation

The three misconceptions that were repeated the most by those we interviewed were: "that the CASA's will get too attached to the kids," "that it is too big of a time commitment," and "that people think it is a mentorship program, when it is not." If CASA explains to the public that these are all myths then the main misconceptions should diminish. CASA will be able to gain more awareness and potential volunteers if they are able to explain that these are misconceptions, and then educate the community on what the truth about CASA volunteering is. More people will want to become volunteers when they learn that it is not as time consuming as it may seem and that attachment issues will be minimal because CASA volunteers are not mentors.



ANALYSIS & INTERPRETATION VOLUNTEER INTERVIEWS

Question 7: Describe a time you felt fulfilled by your mentorship.

Analysis

Thirty-percent of respondents claimed to be “always” fulfilled. The remaining respondents’ moments of “fulfillment” were all relative to the child’s outcome.

Response	Respondents
“Worked out perfectly”	1
Child Demonstrated Success	2
Brought Necessary Attention to the Case	3
Adoption	1
The Child is Grateful	2
“Im always fulfilled.”	3

Interpretation

Every advocate’s answer stemmed from selfless characteristics that represent what an advocate should be. They are individually about what the child receives, and not themselves. This information is great for potential volunteers because it lets them know that there are inherent and constant rewards; even when the cases don’t go in the particular way that they had hoped for.

Question 8: What other activities/organizations are you involved in?

Analysis

Current volunteers participate in a number of other activities outside of CASA.

Sample of responses:

- Travel Lane County
- UO Affiliated Organizations
- Parent Teacher Association
- Book/Quilting Clubs

Interpretation

It is safe to assume that CASA advocates lead active, busy lives. This is imperative information when recruiting future volunteers because it is evident that CASA does not have to take priority in an advocate’s life. From previous questions, the number one way people hear about CASA is through word-of-mouth. The decision to become a CASA is done afterwards. This means that these organizations already have someone to share his/her story.



ANALYSIS & INTERPRETATION VOLUNTEER INTERVIEWS

Question 9: What media do you most prominently use?

Analysis

CASA advocates are more active online than expected. Seventy-percent of respondents use Facebook regularly, and 60% use some other form of internet for daily news. Advocates are also not as likely to use “traditional” advertising, as previously anticipated.

Medium	Respondents
Newspaper/RG	4
Television	2
Facebook	7
Twitter	2
LinkedIn	1
Internet	6
Phone	2
Email	4

Interpretation

While a majority of respondents use Facebook, many said that they use it for photos and connecting with family, as opposed to news. This is definitely an opportunity for CASA to advertise, but because of this information, not necessarily the most imperative. The respondent’s ages range from 35-82, so this shows that Facebook has a lot of age diversity. Sixty percent of the respondents gain news from some sort of news source, whether its TV or in the paper. This presents another opportunity for CASA to discuss events. Once again, sixty percent of volunteers use some sort of Internet. For the target market (65+) this is not something that was expected, so gaining this information will be extremely useful. The demographic actually has a strong online presence, so information about CASA will be well received in this non-traditional form.



ANALYSIS & INTERPRETATION VOLUNTEER INTERVIEWS

DEMOGRAPHIC QUESTIONS

Question 10: Gender

Analysis

CASA's previous research demonstrated that the majority of advocates are in fact female. However, 40% of the advocates interviewed were male.



Question 11: Age

Analysis

CASA's previous research demonstrated that the majority of advocates are over the age of 65. However, ages of phone interviews range from 35-83. **Median Age: 61**

Question 12: Employment Status

Analysis

CASA's previous research suggested that the majority of CASA advocates are retired. The phone interviews proved this to be true.

Response	Respondents
Employed	2
Retired	7
Stay-At-Home-Mom	1

Interpretation

From the research conducted, the target market with the most potential volunteers for CASA is residents of Lane County aged 46+ who either do not work, or work part-time. This target also expressed that they prefer to be contacted via email. While this is obviously a larger than normal audience, it is beneficial for organizations like CASA who can use a plethora of volunteers. According to the data from the non-volunteer surveys, potential volunteers gender and income does not seem to matter as much in regards to the target demographic. Some of this data goes against the data originally provided by CASA.



ANALYSIS & INTERPRETATION NON-VOLUNTEER SURVEYS

*The following analysis/interpretation covers sixteen questions that were asked via questionnaire to **non-volunteers**. There were twenty-five total respondents. Surveys took place outside of the TJ Maxx Home Goods Store and Sundance Foods*

Question 1: Are you currently or have you ever been a CASA volunteer?

Analysis

100% of respondents choose "No."

Interpretation

If respondents would have selected "yes," the information would not have been used.

Question 2: Have you ever heard of CASA?

Analysis

80% of respondents choose "Yes"



Interpretation

Many people are aware of CASA as an organization. However, this doesn't say whether or not they are aware of what CASA actually does.



ANALYSIS & INTERPRETATION NON-VOLUNTEER SURVEYS

Question 3: If you answered "yes" to question 2, how?

Analysis

Response	Respondents
PSA	4
Word of Mouth	14
Social Media/Online Ad	2
Presentation from a CASA	4
Other	8

*Other answers included: working at a law firm, being a social worker, being a law student and being a teacher at UO.

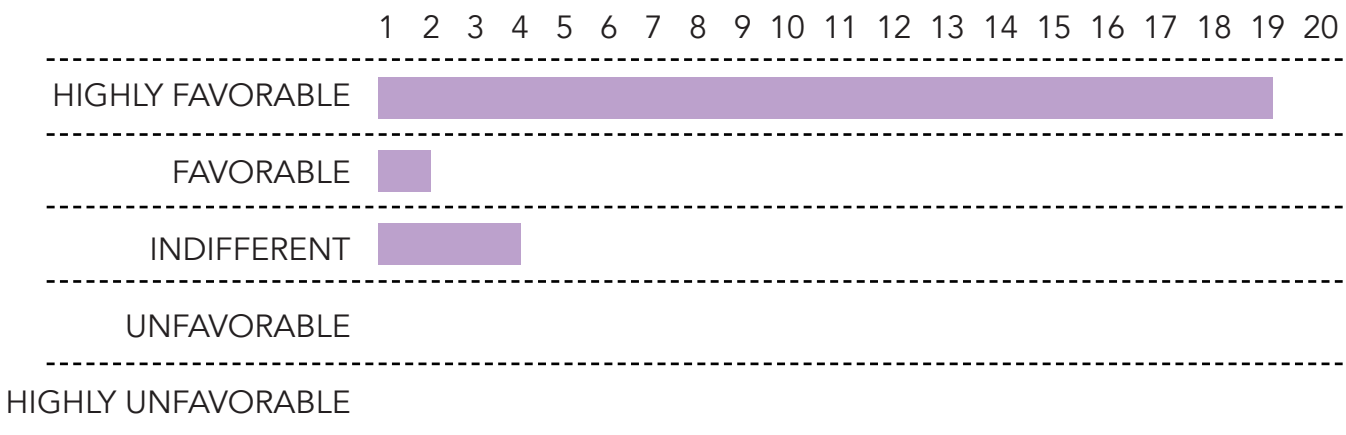
**Some respondents gave multiple answers

Interpretation

An overwhelming 70% of respondents heard about CASA via word of mouth. This shows that conversation is the number one media outlet for building awareness of CASA. 20% also said that they had heard about CASA from a CASA presentation, another form of conversation. 40% who answered "other," all had heard about CASA via their occupation. This provides information that the work place is a valuable area for CASA communication.

Question 4: What are your current feelings towards CASA?

Analysis



Interpretation

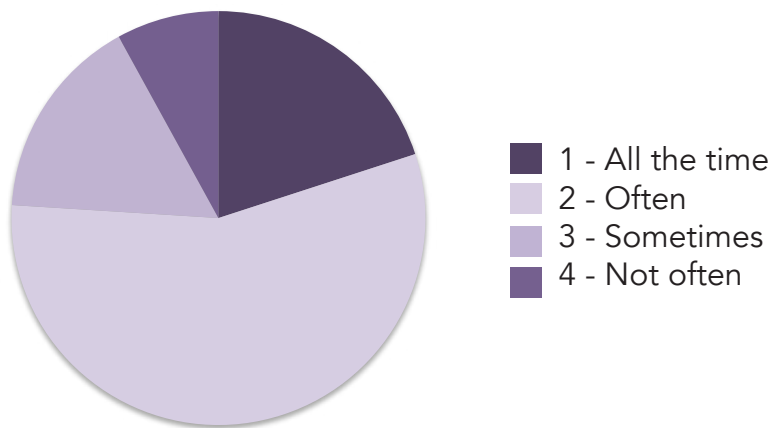
All respondents were either indifferent or had a favorable opinion of CASA. This is great news for the organization in Lane County! It is imperative to maintain that reputation with any further campaigns.



ANALYSIS & INTERPRETATION NON-VOLUNTEER SURVEYS

Question 5: On a scale of 1-5, how much do you enjoy spending time with children?

Analysis



Interpretation

Over 75% of respondents said that they enjoy spending time with children often or all of the time. This is an important quality for CASA volunteers, because as we learned from the in-depth interviews being an advocate is a selfless act.



ANALYSIS & INTERPRETATION NON-VOLUNTEER SURVEYS

The following questions are related to the respondents interest in volunteering.

Question 6: Do you currently volunteer?

Analysis

Of the respondents, 46% said that they do volunteer, 42% said that they did not and 12% said they do--just not on a regular basis.

Question 7: If you answered "yes," where?

Analysis

Sample Answers

- American Druze Society
- SMART
- Centro Latino Americano
- Food for Lane County

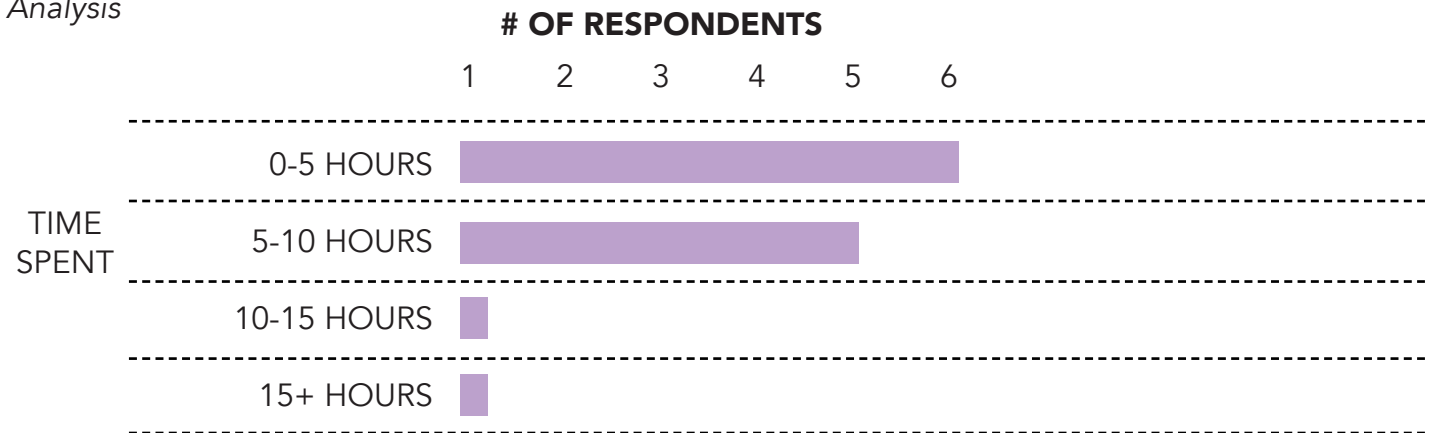
Question 8: If you answered "no," have you considered it?

Analysis

33% of respondents said they have in fact considered volunteering.

Question 8: If you answered "yes," how many hours per week do you spend volunteering?

Analysis



Interpretation

Questions 6-8 prove that there is an interest in volunteering amongst the target audience. A majority of them either volunteer (often or occasionally) or have considered it before. Many respondents additionally left contact information with interest in volunteering for CASA.



ANALYSIS & INTERPRETATION NON-VOLUNTEER SURVEYS

Question 9: What media do you most often use?

		NOT OFTEN			OFTEN	
# OF RESPONDENTS WHO ANSWERED	MEDIA	1	2	3	4	5
	TELEVISION	3	0	6	6	11
	INTERNET	5	0	2	3	16
	E-MAIL	3	1	2	8	12
	DIRECT MAIL	7	9	4	3	3
	MAGAZINES	6	9	8	0	3
	NEWSPAPERS	4	2	10	4	6
	FACEBOOK	11	0	4	6	5
	TWITTER	22	3	0	0	1
	INSTAGRAM	22	1	2	0	1
	RADIO	4	6	6	8	2
	HOME PHONE	13	2	4	3	4
	OTHER	22	0	0	0	0

Interpretation

From the information it is safe to infer that the target audience is fairly up-to-date with current media. The most prominently used are TV, Internet and Email. This information is important for CASA in the future when implementing advertising or PR campaigns, because they will be most likely to see it on these media.

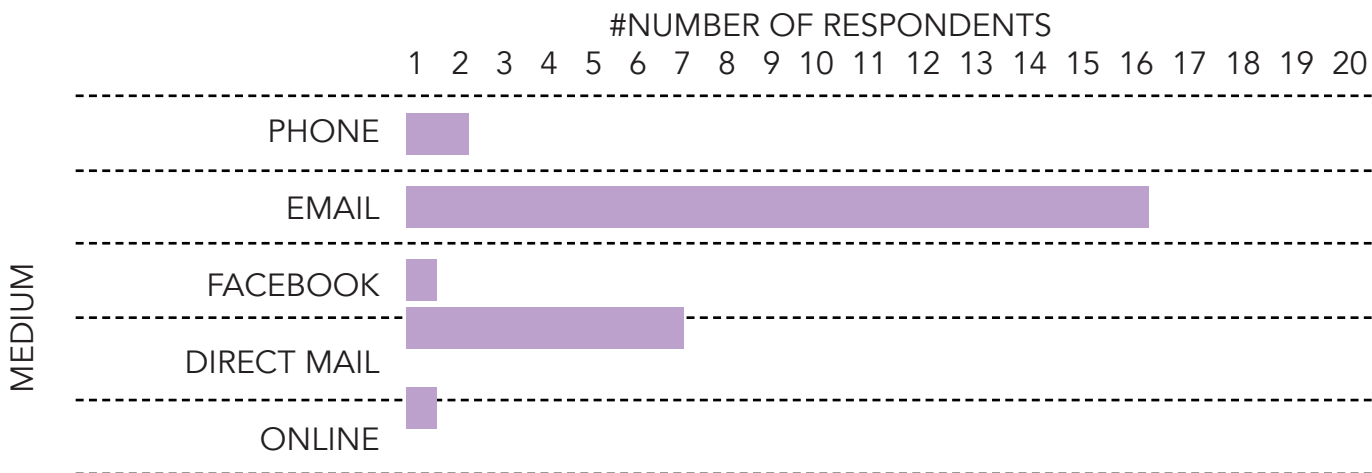


ANALYSIS & INTERPRETATION NON-VOLUNTEER SURVEYS

Question 10: How do you typically prefer to be informed about organizations in Lane County?

Analysis

Out of 25 people that took our survey, 24 respondents answered this question. Some people put more than one answer for this question. Of these 24 respondents, there was 1 answer for radio, 1 answer for Facebook, 2 answers for phone, 7 answers for direct mail and 16 answers for email. Email was the most common answer for this question with 66% of respondents choosing this response.



Interpretation

This shows that if CASA wanted to run a campaign in the future to further aware the community of the organization or to gain potential volunteers, it seems that the best way to reach the target audience is through email. Further research that CASA may want to do before they run a campaign is if people prefer to have information sent to their work emails or personal emails, or other logistical questions about getting the emailed information out there.

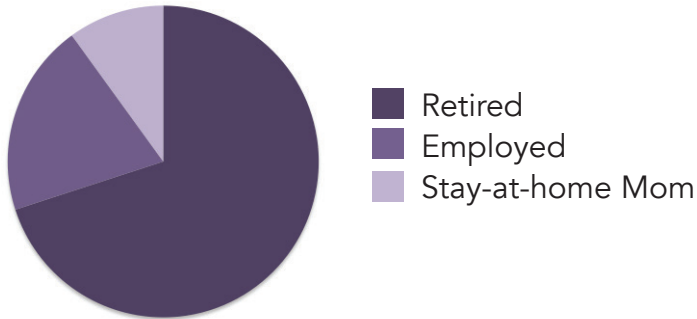
Question 11: Are you currently employed?

Analysis

Out of the 25 people that completed our survey, 24 people answered this question. Of these 24 respondents 5/24 (roughly 20%) answered employed part-time, 5/24 (roughly 20%) answered employed full-time, 7/24 (roughly 29%) answered retired and 7/24 (roughly 29%) answered not currently employed.



ANALYSIS & INTERPRETATION NON-VOLUNTEER SURVEYS



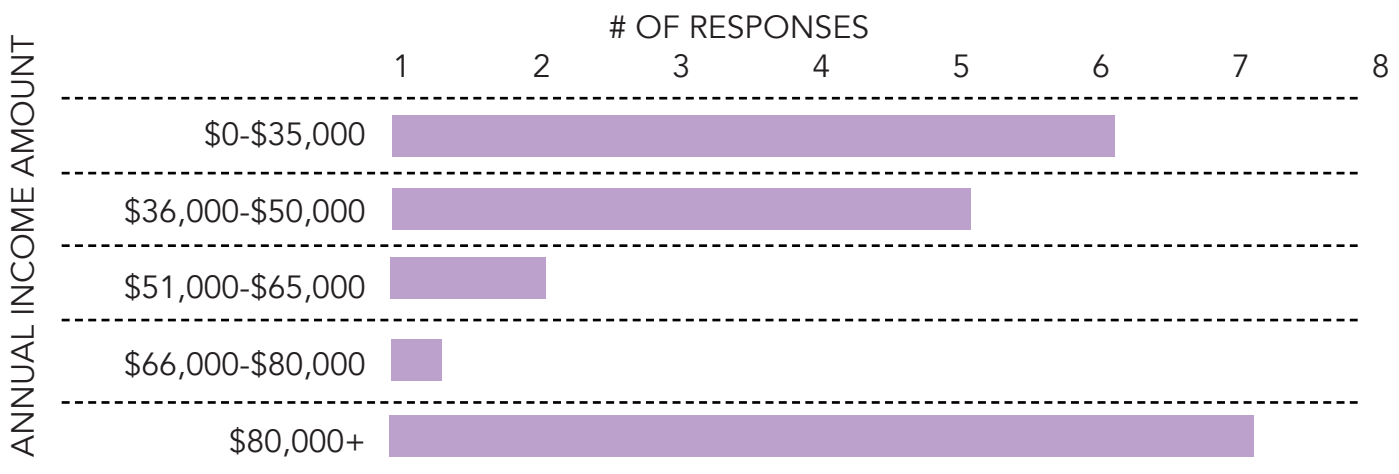
Interpretation

This was a pretty spread out array of data, due to the wide variety of responses.

Question 12: What is your income?

Analysis

Of the 25 survey participants, 4 people did not answer this question. Out of the 21 people that did answer this question six (roughly 28%) answered between \$0 and \$35,000 a year, five (roughly 23%) answered between \$36,000 and \$50,000 a year, one (roughly 4%) answered between \$51,000 and \$65,000 a year, two (roughly 9%) answered between \$66,000 and \$80,000 a year, and seven (roughly 33%) answered \$80,000 or more a year. Again these responses were very well varied.



Question 12: What is your income ?

Interpretation

Question 13: What is your gender?

Analysis

Everyone who completed our surveys answered this question. Out of the 25 survey respondents, 19 (76%) of them were female, and six (24%) were male.



Interpretation

The higher number of female respondents probably has to do with the locations in which we distributed our surveys. The first location where we distributed surveys was the T.J. Maxx Home goods store on Coburg Road in Eugene, and the majority of the customers at this store were females. However, we thought this was a good place to distribute surveys because when we originally identified our target demographic for potential CASA volunteers we identified them as women ages 60 and above. We thought that the T.J. Maxx Home Goods Store was a good location to reach this target demographic and measure their awareness of the organization and how to best reach them for future campaigns, and we were correct. At this location many respondents fit our target demographic. Of the respondents interviewed at Sundance market the answer to this question was more varied, however we only got seven respondents from the Sundance Market location.

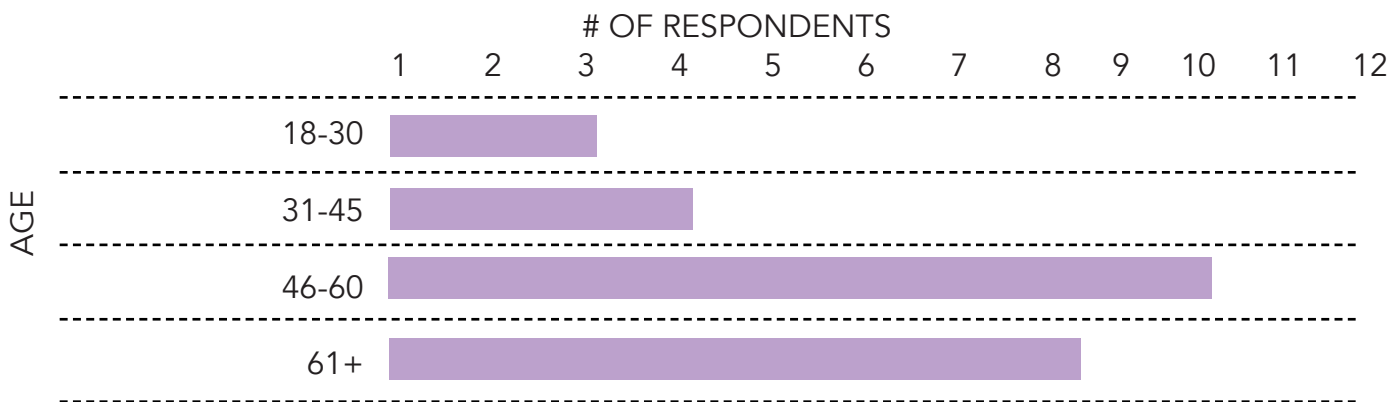


ANALYSIS & INTERPRETATION NON-VOLUNTEER SURVEYS

Question 14: How old are you?

Analysis

All survey respondents answered this question. Three (12%) of respondents answered between 18 and 30 years old; four (16%) answered between 31 and 45; ten (40%) answered between 46 and 60; and 8 (32%) answered 60 and older.



Interpretation

The majority of our respondents were ages 45 and older which fits our target demographic.

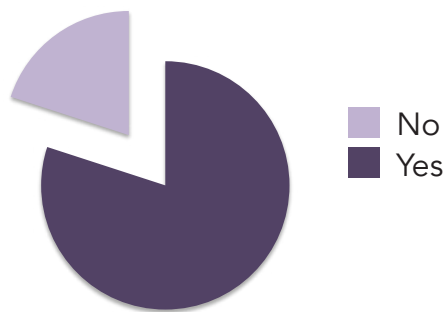


ANALYSIS & INTERPRETATION NON-VOLUNTEER SURVEYS

Question 15: Are you interested in further participation with CASA?

Analysis

Our last survey question, asked the respondent if they would be interested in further participation with CASA. All 25 respondents answered this question. Only five out of the 25 respondents answered yes they would be interested in further participation with CASA. The rest of the 20 respondents said no they would not be interested. A couple of the five provided their contact information for CASA.



Interpretation

Out of the five that said yes, three were female and two were male. Out of these five respondents, three were between 46 and 60 years old and two were 61 or older. Three out of these five respondents make \$80,000 or more a year; one out of the five make between \$36,000 and \$50,000 a year; and the last person of the 5 makes between \$0 and \$35,000 a year. Two out of the five were retired, one works part-time and the other two do not work at this time. One person of these five people answered the question about how they prefer to be informed about organizations in Lane County twice. Of these answers there were two responses for preferring to be informed about organizations by phone, three for email and 1 for direct mail. If CASA wanted to run a campaign in the future to gain potential volunteers according to our data, it would most likely be best to target the campaign at people 46 and older, who do not work or work part-time and to contact them by email. According to our data potential volunteer's sex and income does not seem to matter as much in regard to the target demographic.



STRATEGY

From our research, we recommend that CASA uses a “spread the word” campaign to gain new volunteers, that utilizes current volunteers. We found more information by simply talking to those with experience than in any other case. According to our data collected from non-volunteer surveys, residents of Lane County seem to have a pretty strong awareness of CASA as an organization, and a positive view of the organization. However, according to the on the phone interviews with current CASA volunteers, there are misconceptions in the community about what it actually means to be a case worker volunteer for the organization, which may be preventing people from becoming volunteers. Many of the current volunteers themselves had misconceptions about the organization before they went through the volunteer training. Volunteers believe the public thinks that more time is involved in being a case volunteer than actually is, along with other misconceptions. So CASA needs to focus on educating the general public on what being a case worker volunteer actually involves, and use current volunteers as spokespeople, to share their rewarding experiences as volunteers to gain future volunteers.

Recommendations for Campaign Include:

Having current volunteers speak at public events, especially CASA sponsored events about their rewarding experiences as volunteers and what is involved in being a volunteer.

Public Service announcements on TV and radio with volunteers speaking about their experiences and what it entails to be a volunteer.

Different print articles and ads (newspaper and magazine) especially in the register guard and magazines that reach target demographic.

Online campaigning (Social media posts especially Facebook, and most importantly emails to members in the target market) with information about becoming a CASA case volunteer, and quotes of current volunteers’ rewarding experiences.



APPENDIX A

FIG A-1

ZIP Code 97401 2010 Census Demographics	
Current Population:	40,351
2010 Population:	40,521
Households per ZIP Code:	19,068
Average House Value:	\$276,200
Avg. Income Per Household:	\$31,282
Persons Per Household:	1.99
White Population:	35,988
Black Population:	1,106
Hispanic Population:	2,259
Asian Population:	3,377
American Indian Population:	939
Hawaiian Population:	317
Other Population:	860
Male Population:	19,826
Female Population:	20,695
Median Age:	28.60 years
Male Median Age:	27.40 years
Female Median Age:	29.90 years

FIG A-2

ZIP Code 97401 Social Security Benefits			
	2009	2010	Delta
Total Beneficiaries:	6,765	6,960	+195
Retired Workers:	4,560	4,705	+145
Disabled Workers:	870	915	+45
Widow(er)s and Parents:	635	625	-10
Spouses:	270	285	+15
Children:	430	430	0
65+:	4,965	5,095	+130
Monthly Benefits - All:	\$7,562,000	\$7,836,000	+\$274,000
Monthly Benefits - Retired Workers:	\$5,544,000	\$5,772,000	+\$228,000
Monthly Benefits - Widow(ers):	\$772,000	\$770,000	(\$2,000)

APPENDIX A

FIG B-1

Table 3. Pre-retiree group multinomial logistic regression results showing parameters of full model

	Voluntary vs. no work			Paid vs. no work			Paid + voluntary vs. no work			Voluntary vs. paid		
	B	Exp(B)	95% Conf interval for Exp(B)	B	Exp(B)	95% Conf interval for Exp(B)	B	Exp(B)	95% Conf interval for Exp(B)	B	Exp(B)	95% Conf interval for Exp(B)
Intercept	.156			-1.038			-3.067			1.19		
Gender ^a	-.640*	.53	.30-.94	.207	1.23	.71-2.14	-.311	.73	.40-1.33	-.847**	.43	.29-.64
Education	.086	1.09	.90-1.32	.234*	1.26	1.05-1.52	.436**	1.55	1.26-1.90	-.147*	.86	.75-.99
Income	-.084	.92	.83-1.03	-.045	.96	.87-1.05	-.087	.92	.82-1.02	-.040	.96	.89-1.04
Health	-.080	.92	.68-1.26	.073	1.08	.80-1.44	.148	1.16	.84-1.61	-.153	.86	.69-1.07
Retirement age	.005	1.01	.96-1.06	.017	1.02	.97-1.07	.023	1.02	.97-1.08	-.011	.99	.95-1.03
Tired of work	-.437**	.65	.50-.84	-.335**	.72	.56-.91	-.440**	.64	.49-.84	-.102	.90	.74-1.10
Work overload	.289*	1.34	1.00-1.78	.303*	1.35	1.03-1.78	.360*	1.43	1.06-1.93	-.014	.99	.80-1.21
Retirement satisfaction	-.045	.96	.70-1.30	-.264	.77	.57-1.03	-.157	.86	.62-1.18	.219*	1.25	1.00-1.55
Proactive behaviour	.473**	1.60	1.18-2.17	.395**	1.48	1.11-1.98	.424**	1.53	1.12-2.09	.078	1.08	.87-1.34
Variables entered in steps	-2 log likelihood			Goodness-of-fit index			$\Delta\chi^2$ Δdf Cox & Snell R ²					
First step	1868.51			68.03**			.078					
Gender, education, income, health, expected retirement age												
Second step	1998.89			94.84**			26.8* 12 .111					
Tired of work, overload, expected retirement satisfaction, proactivity												

Note. * $p < .05$; ** $p < .01$; ^aFemale = 0, Male = 1.

FIG B-2

Table 4. Retiree group multinomial logistic regression results showing parameters of full model

	Voluntary vs. no work			Paid vs. no work			Paid + voluntary vs. no work			Voluntary vs. paid work		
	B	Exp(B)	95% Conf interval for Exp(B)	B	Exp(B)	95% Conf interval for Exp(B)	B	Exp(B)	95% Conf interval for Exp(B)	B	Exp(B)	95% Conf interval for Exp(B)
Intercept	-1.457			-1.880			-2.033			.423		
Gender ^a	-.653*	.52	.31-.87	1.154**	3.17	1.51-6.65	.285	1.33	.64-2.75	-1.806**	.16	.08-.34
Education	.136	1.15	.97-1.35	.303**	1.35	1.12-1.64	.439**	1.55	1.24-1.95	-.167	.85	.70-1.02
Income	-.091	.91	.81-1.03	-.066	.94	.83-1.06	-.051	.95	.83-1.09	-.024	.98	.86-1.11
Health	-.008	1.01	.78-1.30	.358*	1.43	1.05-1.96	.241	1.27	.88-1.84	-.350*	.71	.52-.96
Retirement age	.026	1.03	.99-1.07	-.005	1.00	.95-1.04	-.014	.99	.94-1.04	.031	1.03	.99-1.08
Tired of work	-.230*	.80	.64-.99	-.216	.81	.63-1.03	-.557**	.57	.43-.77	-.013	.99	.77-1.26
Work overload	-.050	.95	.74-1.22	.088	1.09	.82-1.46	.252	1.29	.92-1.82	-.138	.87	.65-1.16
Retirement satisfaction	.084	1.09	.80-1.49	-.332	.72	.51-1.01	.045	1.05	.68-1.61	.417*	1.52	1.08-2.14
Proactive behaviour	.196	1.22	.91-1.63	.120	1.13	.80-1.59	-.025	1.03	.70-1.51	.076	1.08	.77-1.51
Variables entered in steps	-2log likelihood			Goodness-of-fit index			$\Delta\chi^2$ Δdf Cox & Snell R ²					
First step	1458.08			61.35**			.098					
Gender, education, income, health, actual retirement age												
Second step	1297.21			89.58**			28.23* 12 .158					
Tired of work, overload, retirement satisfaction, proactivity												

Note. * $p < .05$; ** $p < .01$; ^aFemale = 0, Male = 1.

APPENDIX A

FIG C-1

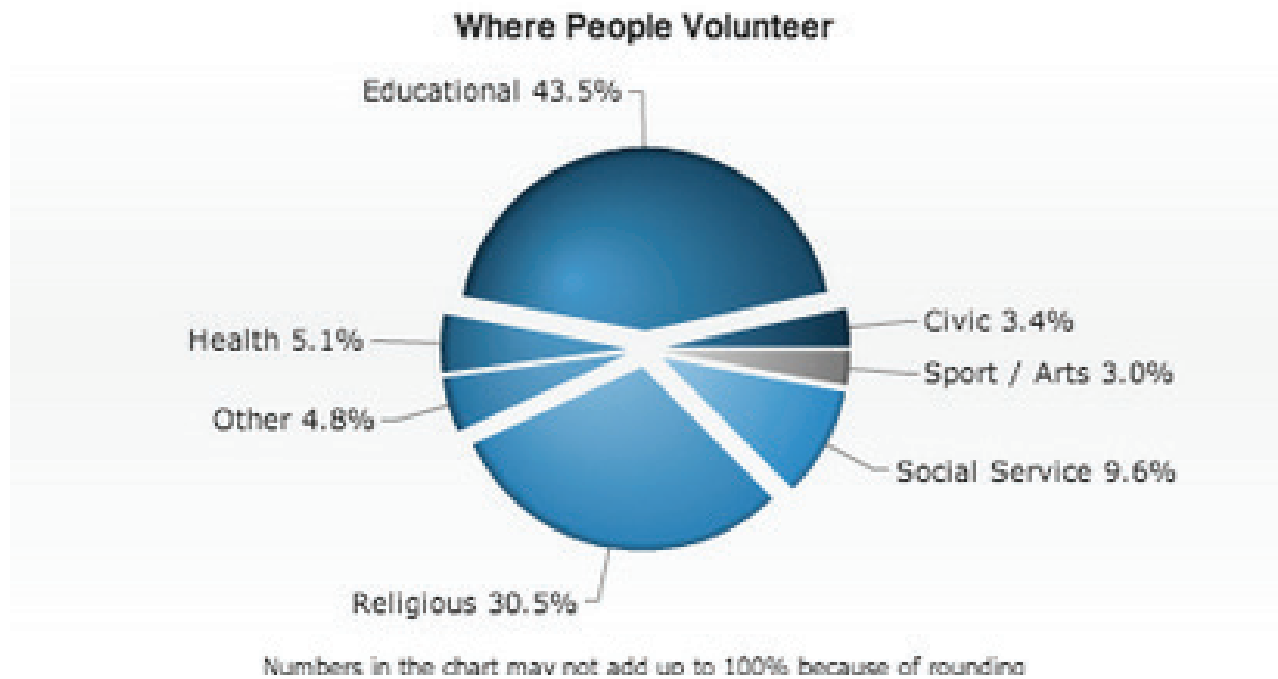
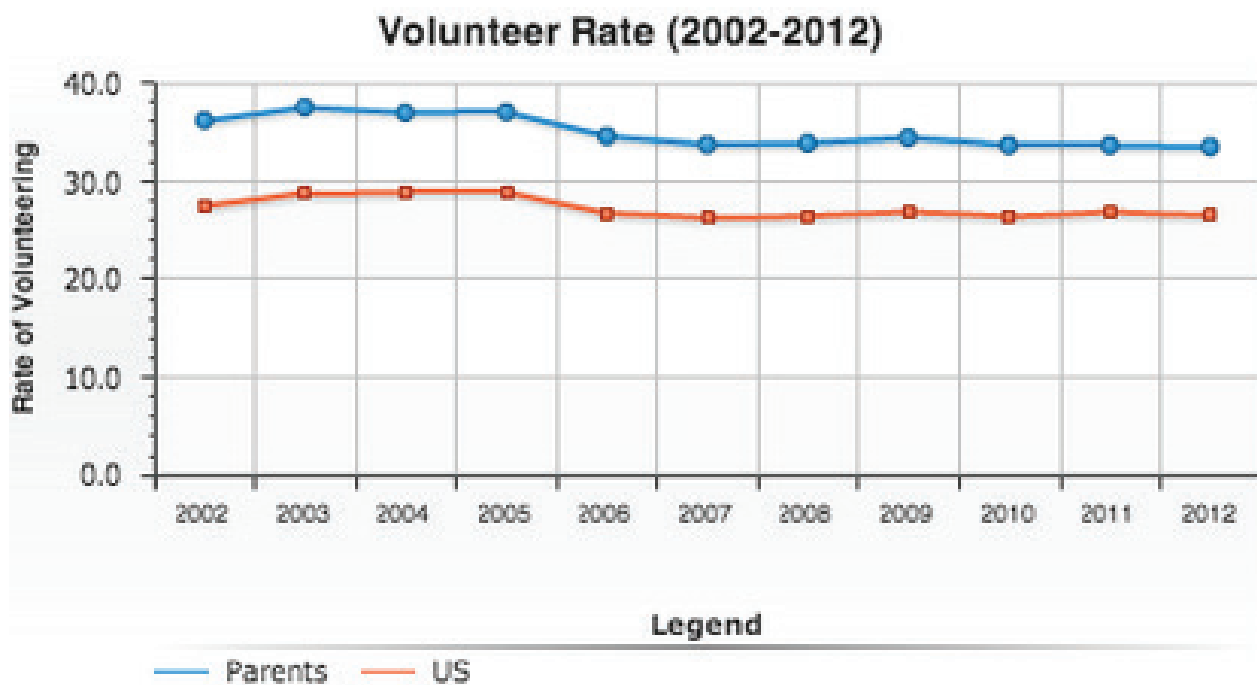


FIG C-2



APPENDIX A

FIG C-3

Table 4. Volunteers by type of main organization for which volunteer activities were performed and selected characteristics, September 2013

Characteristics in September 2013	Total volunteers (thousands)	Percent distribution of volunteers by type of main organization ¹										
		Total	Civic, political, professional, or international	Educational or youth service	Environmental or animal care	Hospital or other health	Public safety	Religious	Social or community service	Sport, hobby, cultural, or arts	Other	Not determined
Sex												
Total, both sexes	62,615	100.0	5.1	25.8	2.7	7.3	1.1	33.0	14.7	4.0	3.9	2.5
Men	28,404	100.0	6.4	24.2	2.5	5.8	2.0	32.0	15.3	4.8	4.4	2.5
Women	34,211	100.0	4.2	26.7	2.8	8.4	.5	33.8	14.3	3.4	3.6	2.4
Age												
Total, 16 years and over	62,615	100.0	5.1	25.8	2.7	7.3	1.1	33.0	14.7	4.0	3.9	2.5
16 to 24 years	8,488	100.0	4.2	30.1	3.0	8.2	1.7	25.8	14.5	4.0	3.9	3.4
16 to 19 years	4,363	100.0	3.1	35.9	3.8	6.1	.7	29.1	12.5	3.9	2.4	2.8
20 to 24 years	4,083	100.0	5.4	23.8	2.8	10.5	2.7	24.3	16.6	4.1	5.5	4.2
25 years and over	54,148	100.0	5.3	24.9	2.6	7.1	1.0	34.0	14.7	4.0	4.0	2.3
25 to 34 years	9,118	100.0	4.1	29.1	3.1	7.8	1.1	30.5	13.6	4.0	4.1	2.8
35 to 44 years	12,098	100.0	3.8	40.8	2.0	6.0	1.3	26.4	11.3	3.7	2.8	2.2
45 to 54 years	12,184	100.0	5.2	29.0	3.0	6.1	.7	32.3	14.1	3.8	3.9	2.9
55 to 64 years	10,191	100.0	6.4	14.3	2.8	6.0	1.1	39.2	16.5	4.7	4.6	2.4
65 years and over	10,058	100.0	6.9	8.8	2.2	6.3	1.0	42.9	18.5	4.2	4.8	2.4
Race and Hispanic or Latino ethnicity												
White	52,886	100.0	5.3	25.3	3.0	7.3	1.2	32.2	15.0	4.2	4.2	2.4
Black or African American	5,837	100.0	4.6	25.8	.5	5.0	.8	44.8	12.2	1.7	2.3	2.8
Asian	2,525	100.0	3.8	30.9	1.5	11.2	.4	30.1	12.0	3.7	3.3	3.2
Hispanic or Latino ethnicity	5,808	100.0	2.9	31.4	1.2	5.0	.8	38.8	11.2	3.2	3.2	2.4
Educational attainment ²												
Less than a high school diploma	2,264	100.0	3.1	23.8	1.1	5.7	1.3	47.5	10.8	2.0	2.7	2.1
High school graduates, no college ³	10,138	100.0	4.8	29.3	2.2	6.1	1.0	41.4	14.7	3.3	3.3	2.4
Some college or associate degree	15,042	100.0	5.0	24.2	2.6	7.3	1.3	34.8	15.3	3.3	4.1	2.1
Bachelor's degree and higher ⁴	25,244	100.0	5.8	27.3	2.9	7.5	.7	29.6	14.7	4.9	4.2	2.5
Marital status												
Single, never married	14,891	100.0	5.0	27.3	3.7	6.5	1.1	28.4	15.7	4.6	4.6	3.1
Married, spouse present	37,719	100.0	5.0	26.9	2.2	6.2	1.1	36.0	13.3	3.7	3.4	2.1
Other marital status ⁵	10,045	100.0	5.6	18.6	3.1	6.4	1.1	31.7	18.4	4.1	5.1	3.0
Presence of own children under 18 years ⁶												
Men:												
No own children under 18 years old	17,646	100.0	7.4	17.3	3.1	6.5	2.1	32.9	17.9	4.9	5.3	2.7
With own children under 18 years old	8,758	100.0	4.4	38.3	1.2	4.4	1.9	30.3	10.0	4.8	2.6	2.2
Women:												
No own children under 18 years old	23,201	100.0	5.1	16.6	3.4	6.6	.6	36.7	17.0	3.8	4.2	2.9
With own children under 18 years old	13,099	100.0	2.7	44.5	1.9	5.8	.3	28.6	9.5	2.6	2.4	1.7
Employment status												
Civilian labor force	43,162	100.0	5.4	28.0	2.8	7.3	1.2	30.6	14.1	4.2	3.8	2.8
Employed	40,491	100.0	5.4	28.0	2.9	7.4	1.2	30.7	14.0	4.2	3.8	2.8
Full time ⁷	31,524	100.0	5.6	28.0	2.7	7.8	1.4	30.2	13.8	4.3	3.6	2.6
Part time ⁸	8,877	100.0	4.5	28.1	3.4	6.3	.5	32.3	14.6	3.9	4.1	2.4
Unemployed	2,761	100.0	5.7	27.8	2.7	5.8	2.2	29.3	16.0	3.9	4.4	2.4
Not in the labor force	19,452	100.0	4.5	20.5	2.3	7.1	.9	38.5	16.0	3.6	4.3	2.3



APPENDIX A

FIG C-4

Table 5. Main volunteer activity for main organization for which activities were performed and selected characteristics, September 2013

Characteristics in September 2013	Total volunteers (thousands)	Percent distribution of main volunteer activity for main organization ¹													
		Coach, referee, or supervise sports teams	Tutor or teach	Mentor youth	Be an adviser, greeter, or volunteer	Collect, prepare, distribute, or serve food	Collect, make, or distribute clothing, crafts, or goods other than food	Fundraise or sell items to raise money	Provide counseling, medical care, first aid, or protective services	Provide general office services	Provide professional or management assistance, including serving on a board or committee	Engage in music, performance, or other artistic activities	Engage in personal labor, supply transportation to people	Other	Equal time among all
Sex															
Total, both sexes	62,815	5.7	9.8	6.7	4.4	10.9	3.7	10.3	2.9	4.4	6.9	3.8	8.2	14.9	7.8
Men	26,454	9.9	7.5	6.8	3.3	8.8	2.2	8.3	3.3	3.0	8.4	3.8	11.4	14.4	7.3
Women	36,211	2.6	11.4	6.6	3.8	12.5	4.7	11.5	2.6	5.5	5.6	3.8	5.8	15.3	8.1
Age															
Total, 16 years and over	62,815	5.7	9.8	6.7	4.4	10.9	3.7	10.3	2.9	4.4	6.9	3.8	8.2	14.9	7.8
16 to 24 years	8,486	5.6	9.9	9.2	2.5	8.6	3.2	10.8	3.2	3.9	1.3	5.5	10.8	17.8	7.9
16 to 19 years	4,383	5.2	11.1	9.2	2.5	9.1	3.1	9.2	1.5	3.3	1.0	6.9	12.0	17.9	8.0
20 to 24 years	4,083	4.0	8.7	9.1	2.6	8.1	3.3	12.1	5.0	4.6	1.3	4.0	9.6	17.7	7.7
25 years and over	54,148	5.7	9.8	6.3	4.7	11.3	3.7	9.9	2.8	4.5	7.8	3.5	7.7	14.4	7.6
25 to 34 years	9,118	7.7	11.2	9.0	3.3	8.9	3.1	10.7	3.0	3.7	4.7	3.5	8.9	16.0	8.4
35 to 44 years	12,068	10.0	11.8	8.4	3.4	9.4	2.9	11.4	3.0	3.8	6.1	2.5	6.7	13.3	7.4
45 to 54 years	12,184	6.3	10.2	7.0	4.3	10.8	3.6	10.2	2.5	4.0	8.2	3.2	8.3	13.1	8.4
55 to 64 years	10,191	2.8	8.2	4.5	6.1	12.4	3.8	9.7	3.3	4.4	9.5	4.6	8.1	14.4	8.3
65 years and over	10,558	1.1	7.1	2.4	6.5	15.0	5.5	7.5	2.5	7.9	10.2	4.0	6.9	15.9	8.2
Race and Hispanic or Latino ethnicity															
White	52,885	5.7	9.9	6.4	4.1	10.7	3.8	10.5	2.9	4.5	7.4	3.6	8.3	14.9	7.8
Black or African American	5,637	8.1	9.0	10.1	7.5	12.5	4.3	6.2	3.6	4.1	3.7	4.7	8.5	13.0	9.5
Asian	2,525	3.3	11.5	6.1	5.7	13.2	3.2	8.2	3.2	4.2	4.5	4.2	8.6	17.2	7.1
Hispanic or Latino ethnicity	5,838	6.3	12.7	9.6	9.9	9.9	3.2	7.9	2.4	4.1	2.8	4.8	9.7	17.0	7.9
Educational attainment²															
Less than a high school diploma	2,264	5.9	8.8	3.7	8.5	15.4	4.7	8.2	2.1	2.4	1.5	3.0	11.1	15.8	8.8
High school graduates, no college ³	10,138	4.0	7.7	4.0	9.9	15.0	5.1	9.2	2.3	4.3	3.5	4.0	10.0	15.2	7.2
Some college or associate degree	15,562	5.2	8.4	6.2	5.1	12.4	4.0	10.4	2.7	5.3	5.4	3.4	8.5	14.9	8.2
Bachelor's degree and higher ⁴	26,244	5.9	11.4	7.5	3.7	8.6	3.0	10.1	3.2	4.3	11.4	3.4	6.1	13.7	7.8
Marital status															
Single, never married	14,851	5.3	8.9	6.6	3.3	9.6	3.5	10.1	3.2	4.1	3.6	4.7	9.9	17.8	7.6
Married, spouse present	37,719	6.3	10.7	6.7	4.9	10.7	3.3	10.0	2.6	4.3	8.5	3.4	7.4	13.3	7.9
Other marital status ⁵	10,245	3.7	7.5	3.8	4.2	12.7	5.4	10.2	3.7	5.6	5.9	3.9	8.4	16.4	7.9
Presence of own children under 18 years⁶															
Men															
No own children under 18 years old	17,846	5.5	8.7	6.1	5.8	9.7	2.4	8.3	3.3	3.2	8.8	4.2	12.8	15.8	7.8
With own children under 18 years old	8,758	18.8	9.1	8.3	4.2	7.1	1.7	7.5	3.3	2.4	7.5	3.1	8.9	11.6	6.4
Women															
No own children under 18 years old	23,261	1.8	8.4	5.3	4.4	12.9	5.1	10.5	2.8	5.9	6.3	4.3	6.4	16.4	8.3
With own children under 18 years old	13,059	4.2	15.0	8.9	2.6	11.6	4.0	13.3	2.1	4.9	5.0	2.9	4.7	13.1	7.8
Employment status															
Civilian labor force	43,782	7.2	9.8	7.4	4.0	10.1	3.0	10.7	3.1	3.8	7.4	3.7	8.2	14.2	7.5
Employed	43,401	7.4	9.8	7.4	4.1	9.9	3.0	11.0	3.1	3.6	7.6	3.6	8.1	13.9	7.5
Full time ⁷	31,524	8.4	9.4	7.3	4.1	9.5	2.8	11.3	3.4	3.4	8.2	3.6	8.0	13.2	7.3
Part time ⁸	8,877	3.6	11.2	7.6	4.1	11.2	3.7	9.8	2.2	4.2	5.8	3.8	8.4	16.3	8.1
Unemployed	2,761	5.2	9.1	7.9	2.7	12.4	3.5	7.1	2.7	4.4	4.0	4.7	9.7	18.8	8.0
Not in the labor force	19,452	2.5	9.8	5.0	5.3	12.8	5.1	8.4	2.5	6.3	5.8	4.1	8.0	16.3	6.4

APPENDIX B

FIG D-1

Demographics of Internet Users		
% of adults in each group who use the internet (the number of respondents in each group listed as "n" for the group)		
		Use the Internet
All internet users (n=2,252)		85%
a	Men (n=1,029)	85
b	Women (n=1,223)	84
Race/ethnicity		
a	White, Non-Hispanic (n=1,571)	86 ^c
b	Black, Non-Hispanic (n=252)	85 ^c
c	Hispanic (n=249)	76
Age		
a	18-29 (n=404)	98 ^{a,c,d}
b	30-49 (n=577)	92 ^{a,d}
c	50-64 (n=641)	83 ^d
d	65+ (n=570)	56
Education attainment		
a	Less than high school (n=168)	59
b	High school grad (n=630)	78 ^a
c	Some College (n=588)	92 ^{a,b}
d	College + (n=834)	96 ^{a,b,c}
Household income		
a	Less than \$30,000/yr (n=580)	76
b	\$30,000-\$49,999 (n=374)	88 ^a
c	\$50,000-\$74,999 (n=298)	94 ^{a,b}
d	\$75,000+ (n=582)	96 ^{a,b}
Urbanity		
a	Urban (n=763)	86 ^c
b	Suburban (n=1,037)	86 ^c
c	Rural (n=450)	80

Source: Pew Research Center's Internet & American Life Project Spring Tracking Survey, April 17 – May 19, 2013. N=2,252 adults. Interviews were conducted in English and Spanish and on landline and cell phones. Margin of error is +/- 2.3 percentage points for results based on internet users.

Note: Percentages marked with a superscript letter (e.g., ^a) indicate a statistically significant difference between that row and the row designated by that superscript letter, among categories of each demographic characteristic (e.g. age).

FIG E-1

The main reason offline adults don't use the internet

Among all American adults ages 18 and older who do not use the internet or email (n=357)

Just not interested	21%
Don't have a computer	13
Too difficult/frustrating	10
Don't know how/Don't have skills	8
Too old to learn	8
Don't have access	7
Too expensive	6
Don't need it / Don't want it	6
Think it's a waste of time	4
Physically unable (e.g. poor eyesight or disabled)	4
Too busy/just don't have the time	3
Worried about privacy / viruses / spam / spyware / hackers	3
Other (SPECIFY)	7

Summary of reasons

Relevance (not interested + waste of time + too busy + don't need/want)	34%
Usability (difficult/frustrating + too old + don't know how + physically unable + worried about virus/spam/hackers/etc.)	32
Price (too expensive + don't have computer)	19
Lack of availability / Access	7

Source: Pew Research Center's Internet & American Life Project Spring Tracking Survey, April 17 – May 19, 2013. N=2,252 adults ages 18+. Interviews were conducted in English and Spanish and on landline and cell phones. The margin of error for results based on all adults is +/- 2.3 percentage points.

APPENDIX B

FIG F-1

Table 2: Internet Usage by Region

	NW Coast	Portland	Central Coast	SW Oregon	North Central	Central Oregon	South Central	Eastern Oregon
Power Users	20%	24%	22%	17%	26%	23%	16%	15%
Heavy Users	25%	35%	29%	26%	32%	31%	27%	34%
Moderate Users	28%	23%	25%	26%	29%	24%	26%	25%
Light Users	28%	19%	24%	31%	23%	22%	31%	26%
<i>Items in bold represent differences between regions that are statistically significant.</i>								

FIG G-1

Nearly half (49%) of those interested in using the Internet indicated they would use the Internet for research or information gathering. Other activities include

Movies / gaming / entertainment	14%
School / education	12%
Social networking	10%
Work from home	7%
Keep in touch with friends / family	6%



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THANK YOU.