

***The Brown County Area  
COMMUNITY LEADER SURVEY  
September, 2010***



***Conducted by***



“Your completion of this survey is completely voluntary. Your answers to the questions are also completely confidential and will only be released as summaries in which no individual’s response can be identified or linked back to you as a respondent. All of your contact information is kept in password-protected data files. After you have responded, email address will be deleted from the mailing list and never connected to you answers. If you have questions about these procedures please contact Dr. David Wegge, Director, SNC Survey Center, at 920-403-3960. Questions concerning the LIFE Study should be directed to Dr. Lora Warner, UW-Green Bay (920) 465-2404. This project has been approved by the Institutional Review Board at the University of Wisconsin-Green Bay, Ryan C. Martin, Chair, at (920) 465-2322.

## Quality of Life in the Brown County Area

1. How long have you lived in the Brown County area?

1....Less than 1 year	<1%
2....1-5 years	6
3....6-10 years	8
4....11-20 years	20
5....Over 20 years	45
6....All my life	21

**Mean 4.67**

2. Overall, how satisfied or dissatisfied are you with the quality of life in Brown County?

Very Dissatisfied	Slightly Dissatisfied		Slightly Satisfied		Very Satisfied		Not Sure			
1%	2%	1%	2%	1%	1%	9%	31%	35%	16%	1%

**Mean 8.20**

3. In terms of the following aspects of life in the Brown County area, how would you rate the Brown County area in terms of...

	Mean	Poor	Fair	Good	Excellent	Not sure
A. Providing effective education	3.33	1%	6%	51%	41%	1%
B. Meeting the overall needs of the poor	2.67	3	36	46	11	4
C. Building a strong economy	2.73	3	29	60	7	1
D. Caring for vulnerable persons (like children, the elderly, and persons with disabilities)	2.87	4	20	58	15	3
E. The quality of the natural environment	3.09	2	15	54	28	1
F. The availability of recreation and leisure time opportunities	3.34	1	9	44	45	1
G. Meeting the health needs of citizens	3.24	2	11	45	40	2
H. Living together as neighbors	3.06	3	15	55	27	<1
I. The availability of art and cultural opportunities	2.69	6	34	44	16	<1
J. Providing for the safety of our citizens	3.31	0	6	56	37	1

4. Thinking about the Brown County area overall, how would you rate Brown County...

	Mean	Poor	Fair	Good	Excellent	Not sure
A. As a place to raise a family	3.66	<1%	3%	27%	70%	<1%
B. As a place for single adults	2.45	9	33	33	7	18
C. As a place to retire	2.86	5	25	46	20	4
D. As a place for people of minority racial, ethnic, religious or other cultural backgrounds	2.32	14	42	33	6	5
E. As a place for children and youth	3.39	1	7	42	49	1
F. As a place for young professionals	2.67	6	31	45	12	6
G. As a place for persons with disabilities	2.79	3	22	53	9	13

5. Overall, during the past TWO years how would you say the Brown County **area** has changed?

- 1....The Brown County **area** has become a worse place to live 14%
- 2....The Brown County **area** has stayed about the same 65
- 3....The Brown County **area** has become a better place to live 21

**Mean 2.08**

6. Generally speaking, considering where you would like to see the Brown County **area** in FIVE years, do you feel the Brown County **area** is currently headed in the WRONG DIRECTION or the RIGHT DIRECTION?

- 1....Wrong Direction 19%
- 2....Right Direction 55
- 3....Not Sure 26

**Mean 1.74**

7. What is your primary racial/ethnic group?

- 1 Caucasian or White 93%
- 2 African American or Black 1
- 3 Native American 1
- 4 Asian or Pacific Islander 2
- 5 Hispanic or Latino 2
- 6 Multi-racial <1
- 7 Other, please specify: 1

8. Which of the following age groups do you fall into?

- 1....18 – 24 Years 0%
- 2....25 – 34 Years 4
- 3....35 – 44 years 16
- 4....45 – 54 years 32
- 5....55 – 64 Years 32
- 6....65 – 74 years 12
- 7....75 or over 4

9. Are you....

- 1....Female 39%
- 2....Male 61

10. Which of the following areas best describes your primary field of work or the area you are most closely associated?

1....Government	13%
2....Business & Industry	37
3....Media	2
4....Health Care	7
5....Faith Community	4
6....Nonprofit (other than health care)	14
7....Education	12
8....Retired	10
9....Not currently employed	1

11. Are you currently, or in the past five years, have you served in any of the following positions in the Brown County area:

1....CEO, owner or management team in business or industry;	32%
2....CEO, Executive Director or management team of a nonprofit organization	24
3....Serve(d) as a member of the Board of Directors for a for-profit organization	17
4....Serve(d) as a member of the Board of Directors for not-for-profit organization	61
5....Serve(d) as an elected official	16
6....Serve(d) as a leader of a civic organization	25
7....Serve(d) on the management team of a public institution	10
8....Serve(d) the philanthropic community as a major donor	17
9....Serve(d) as a community volunteer but generally not as a leader	33
10....Other: Specify	4
11...None of the Above	6

12. If you could make THREE CHANGES in the Brown County area that would improve the quality of life in the next five years, what three changes would you make?

1. \_\_\_\_\_

2. \_\_\_\_\_

3. \_\_\_\_\_

## **LIFE at Work**

13. Thinking about *economic issues* in general, how would you rate the Brown County area in terms of...

	Mean	Poor	Fair	Good	Excellent	Not sure
A. Providing the infrastructure that businesses need (transportation, water, schools, etc)	3.05	2%	14%	59%	23%	2%
B. Providing the quality of life features that attract businesses and employees to the area	2.83	5	23	56	15	1
C. Providing equal opportunities for women in the workplace	2.83	3	24	53	14	6
D. The progress of revitalizing downtown Green Bay	2.20	26	37	26	10	1
E. Attracting, cultivating, and rewarding talented young professionals	2.21	10	52	25	2	11
F. A place that is doing the things necessary to have a strong economy in the future	2.39	11	41	38	5	5
G. Retaining experienced professionals and workers	2.56	6	34	51	5	4

## **LIFE of Learning**

14. Thinking about educational opportunities in general, how would you rate the Brown County area in terms of....

	Mean	Poor	Fair	Good	Excellent	Not sure
A. Overall quality of K-12 schools	3.20	2%	9%	55%	32%	2%
B. Overall quality of higher education (technical schools and colleges)	3.51	<1	3	41	54	1
C. Opportunities for continuing education for adults	3.38	1	8	41	48	2
D. Preparing workers that meet the community's employment needs	3.00	1	16	59	18	6
E. Investing needed resources to ensure quality education in the future	2.76	4	29	48	13	6
F. Providing quality affordable child care	2.68	5	24	40	9	22
G. Ensuring that all youth have opportunities to become involved in positive activities outside of school	2.75	3	28	46	13	10
H. Providing educational opportunities for English language learners	2.74	3	22	42	8	25

## **LIFE of Self Sufficiency (Basic Needs)**

15. Thinking about our ability to meet people's *basic needs* in general, how would you rate the Brown

county area in terms of...

	Mean	Poor	Fair	Good	Excellent	Not sure
A. Promoting the economic well-being of the middle class	2.79	3%	21%	64%	8%	4%
B. Maintaining an adequate supply of affordable housing for lower income residents	2.56	8	32	42	9	9
C. Providing a public transportation system that meets the needs of low income residents	2.19	22	36	30	5	7
D. Addressing local problems that contribute to poverty or prevent its residents from becoming self-sufficient	2.24	15	42	32	3	8
E. Providing the services necessary to help the growing number of elderly stay in their homes	2.50	6	34	35	6	19

### ***LIFE in the Natural Environment***

16. Thinking about *environmental issues* in general, how would you rate the Brown County area in terms of...

	Mean	Poor	Fair	Good	Excellent	Not sure
A. The quality of air in Brown County	2.65	9%	28%	49%	13%	1%
B. Being proactive to address emerging environmental issues	2.58	8	32	47	8	5
C. Encouraging energy conservation by residents	2.57	9	34	46	9	2
D. Implementing policies for wise use and development of land in the region	2.43	14	32	40	7	7
E. The progress in cleaning up the Fox River in the Green Bay area	2.77	6	27	45	17	5
F. Encouraging business and industry to use 'green practices	2.56	9	31	46	7	7

### **A Safe LIFE**

17. Thinking about *safety issues* in general, how would you rate the Brown County area in terms of...

	Means	Poor	Fair	Good	Excellent	Not sure
A. Implementing policies that prevent crimes	2.84	3%	19%	64%	9%	5%
B. Preparing for unexpected major public safety threats like terrorism or a natural disaster	2.81	2	22	41	12	23
C. Providing quality emergency services	3.28	1	6	55	34	4
D. Preventing abuse or violence within homes	2.53	6	33	42	4	15
E. Providing safe and healthy environments for community members who have disabilities	2.79	2	21	53	8	16
F. Preventing gang activities	2.28	13	39	33	2	13

### **A Healthy LIFE**

18. Thinking about *health-related issues* in general, how would you rate the Brown County area in terms of...

	Mean	Poor	Fair	Good	Excellent	Not sure
A. Providing adequate health care to disadvantaged populations	2.63	7%	31%	39%	12%	11%
B. Helping people in the area adopt healthy lifestyles	2.42	13	37	38	8	4
C. Addressing the health needs of the growing elderly population	2.70	3	27	46	8	16
D. Promoting the responsible use of alcohol by residents	1.91	33	39	20	2	6
E. Collaboration by health providers, businesses, nonprofits, and governments to address important health care issues	2.51	11	34	39	10	6
F. Helping people in the area maintain good mental health	2.46	9	32	42	4	13
G. The quality of health care in Brown County	3.22	1	12	50	36	1

## **LIFE of Recreation & Leisure**

19. Thinking about issues related to opportunities for *recreation and leisure*, how would you rate the Brown County area in terms of...

	Mean	Poor	Fair	Good	Excellent	Not sure
A. Providing a variety of recreational & leisure opportunities for residents.	3.24	1%	13%	45%	40%	1%
B. Providing recreation & leisure that are accessible to persons with disabilities	2.80	2	21	39	11	27
C. Providing recreational opportunities year round	2.91	5	19	53	21	2
D. Quality of community parks and playgrounds	3.39	1	5	46	47	1
E. Providing facilities for a variety of sports and recreational activities	3.28	2	9	48	40	1
F. Providing quality festivals, parades and community events	3.19	1	12	53	33	1

## **LIFE of Arts, Culture and Entertainment**

20. Thinking about *Arts, Culture and Entertainment*, how would you rate the Brown County area in terms of...

	Mean	Poor	Fair	Good	Excellent	Not sure
A. Providing arts and cultural opportunities of interest to diverse population groups.	2.67	7%	32%	44%	14%	3%
B. Attracting, cultivating and rewarding creative people in the arts	2.40	11	38	34	7	10
C. Offering children and youth of all ages opportunities to engage in the arts or cultural offerings	2.62	7	30	47	9	7
E. Providing cultural resources and information through museums and other historical organizations	2.68	5	32	50	11	2
F. Providing affordable opportunities to attend dramatic and musical performances	2.58	7	36	43	9	5
G. Investing needed resources to ensure the continued viability of art opportunities for residents	2.32	14	38	31	5	12



## ***LIFE in the Community***

21. Thinking about *community life* in general, how would you rate the Brown County area in terms of...

	Mean	Poor	Fair	Good	Excellent	Not sure
A. Effectiveness of local governments	2.22	21%	38%	36%	4%	1%
B. Strength and vitality of nonprofit organizations	3.20	1	8	60	30	1
C. Transportation systems keeping up with the pace of growth in the area	2.23	19	39	34	3	5
D. Quality of library services	3.30	2	8	49	39	2
E. Providing ways that persons with disabilities and the elderly can remain involved in community life	2.70	2	24	45	6	23
F. Providing opportunities for spiritual growth for residents	3.25	1	10	46	36	7
G. Encouraging integration of residents of differing incomes and racial/ethnic heritages of those with disabilities	2.15	19	39	24	4	14

## ***Community Leadership***

22. In this section we ask you to consider the effectiveness of leaders overall in the Brown County area across public and private sectors. Please indicate if you AGREE or DISAGREE with each statement.

	Mean	Strongly Disagree	Moderately disagree	Moderately agree	Strongly agree	Not sure
A. Leaders from different sectors (like business, government, education, faith, nonprofits and others) collaborate to address important community issues.	2.99	6%	14%	55%	24%	1%
B. There is mutual respect among leaders from all sectors of the community.	2.70	9	28	46	16	1
C. Our leaders are doing the necessary things to strengthen the area in the long term.	2.66	8	28	50	12	2
D. Media presents good coverage of local issues and events.	2.67	11	24	51	13	1
E. The Brown County area is open to and encourages creative ideas.	2.53	10	35	43	9	3
F. There is growing tension between government and business	2.72	6	32	32	20	10
G. Our leaders are proactive in addressing major problems.	2.50	10	38	41	9	2
H. Political polarization is making it more difficult to achieve progress	3.15	5	18	30	42	5
I. Persons of color take on leadership roles in the community.	2.17	19	42	29	3	7
J. Women take on leadership roles in the community.	2.93	4	22	48	23	3

## Current Affairs

23. How much do you agree with the statement "I believe that I can have an impact on the decisions that are made by community leaders here in the Brown County area"

Strongly agree	23%
Somewhat agree	56
Somewhat disagree	13
Strongly disagree	6
Not sure	2

**Mean 2.02**

24. Which of the following statements is closer to your own view: "Most people can be trusted" or "You can't be too careful about people"

Most people can be trusted	84%
You can't be too careful about people	10
Not sure	6

**Mean 1.10**

25. Do you have a personal relationship with a person of a different race other than your own?

Yes	87%
No	13
Not sure	0

**Mean 1.13**

26. Do you believe the growing diversity of cultures in the Brown County area is having a positive impact, negative impact, or no impact at all in the county?

Positive	61%
Negative	20
No impact at all	5
Not sure	14

**Mean 1.36**

27. On your expected career path over the next 10 years, would you say that there are many, some, few, or no advancement opportunities for you in Brown County?

Very easy	8%
Somewhat easy	42
Somewhat difficult	35
Very difficult	8
Not sure	7

**Mean 2.66**

28. Do you Approve or Disapprove of how Tom Hinz is handling his job as the Brown County Executive?

Strongly Approve	26%
Approve	53
Disapprove	6
Strongly Disapprove	2
Not sure	13

29. Do you Approve or Disapprove of how Guy Zima is handling his job as Brown County Board Chairman?

Strongly Approve	2%
Approve	7
Disapprove	23
Strongly Disapprove	57
Not sure	11

30. In your opinion what do you think should happen to the half percent sales tax in Brown County currently used for the Lambeau stadium renovations once the Lambeau stadium debt is paid off?

End the tax 44%  
 Continue the tax for... 51  
 Please specify \_\_\_\_\_  
 Not sure 5

31. How do you view each of the following: very negatively, negatively, positively, very positively:

	Mean	Very negatively	Negatively	Positively	Very positively	Not sure
A. Community Partnership for Children	3.38	<1%	2%	42%	32%	23%
B. Press Gazette's Kids Count Project	3.21	2	1	41	17	39
C. Drug Court	3.31	2	3	38	30	27
D. Packer's Lambeau Field area development	3.17	4	11	41	33	11
E. NEW North	3.23	1	8	43	29	19
F. Better By The Bay	3.13	2	8	44	21	25

32. Which one of the following would be the MOST helpful in moving downtown Green Bay forward?

Convention Center expansion 12%  
 Mall demolition 29  
 More City Deck 10  
 More retail 20  
 Do nothing (leave it to the market) 6  
 Other 16  
 Not Sure 7

## Future Priorities

33. Every community must address certain important issues in order to thrive in the future. Below is a list of possible challenges and opportunities that our leaders could choose to work on. Please indicate whether leaders should place a low or high priority on each of the following issues. *Please reserve "highest priority" for only a few items.*

	Mean	Lower Priority	Moderate Priority	Highest Priority	Not sure
A. Building a broader regional partnership in the New North (between Brown County and other metro areas in NE Wisconsin)	2.04	16%	59%	20%	5%
B. Strengthening efforts to support the arts, cultural and entertainment activities throughout the region	1.94	23	58	18	1
C. Expanding efforts to increase the number of jobs that pay higher wages in the region	2.67	2	28	69	1
D. Strengthening the education system at all levels	2.46	8	37	53	2
E. Expanding the number of housing opportunities available to households with low incomes	1.84	30	52	14	4
F. Expanding efforts to assist persons with low incomes to meet basic needs	2.13	16	52	28	4
G. Expanding efforts to create a community that is inclusive of minority racial, ethnic, religious or other backgrounds	2.22	16	44	37	3
H. Expanding efforts to preserve the natural environment of the region (air, water, land)	2.25	12	51	36	1
I. Increasing collaboration between the private and other sectors (nonprofits, local governments, faith)	2.17	14	55	30	1
J. Expanding efforts to ensure healthy development for youth.	2.26	7	58	33	2
K. Promoting healthy lifestyles of residents	2.15	13	58	28	1
L. Strengthening the infrastructure in the region (water system, transportation, physical structures)	2.19	13	54	31	2
M. Developing opportunities that are known to attract and retain young professionals to the area	2.35	6	53	40	1
N. Expanding efforts to meet the needs of the elderly	2.07	12	65	19	4
O. Expanding efforts to address issues of poverty	2.18	14	52	31	3
P. Expanding efforts to protect public safety in the region	2.07	17	57	24	2

34. In which of the following Brown County communities do you live?

Allouez .....	12%	Oneida.....	2%
Ashwaubenon .....	5	Howard .....	4
Bellevue .....	2	Pulaski .....	1
Denmark .....	1	Suamico .....	6
City of De Pere .....	15	Wrightstown .....	2
City of Green Bay.....	31	Other .....	8
Ledgeview .....	4	Not Sure.....	<1
Hobart .....	5	Refused/NA .....	1

35. What is the highest level of education you have completed?

1	Less than a high school diploma	0%
2	Graduated from high school or GED	1
3	Some college or tech school	8
4	Graduated from college	38
5	Graduate or professional degree	53

36. What is your combined total family income before taxes

1	Under \$25,000	0%
2	\$25,000 to \$40,000	2
3	\$40,001 to \$60,000	8
4	\$60,001 to \$80,000	10
5	\$80,001 to \$100,000	10
6	More than \$100,000	64
9	Refused	6

37. What is the **one most important action** that **community** leaders must take to ensure that our community remains successful in the long term? You probably have many ideas which may or may not have been listed above. Please list ONE thing that you feel is most important:

38. Is there anything else that you would like to say regarding the quality of life here?

***Thank you for taking time to participate in this important community project!***