

BROWN COUNTY QUALITY OF LIFE SURVEY 2007

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About the Survey – Purpose & Methodology

Survey Purpose and Goals

This summary reports on the Quality of Life Survey sponsored by the United Way of Brown County, the Green Bay Press-Gazette, the Georgia-Pacific Corporation, Proctor and Gamble, the Green Bay Area Chamber of Commerce, the Bay Area Community Council (BACC), the Greater Green Bay Community Foundation, and the St. Norbert College Survey Center. The Quality of Life Survey is part of the BACC's Benchmarks project initiated in 1995. The St. Norbert College Survey Center conducted the research.

The Brown County Quality of Life Survey is conducted annually in February and March (except for 2001). With each successive year, the community will have access to a rich source of trend data. This report focuses on the 2007 results. However, when appropriate, some comparisons are made with the past years' results.

This analysis addresses two primary components of quality of life: 1) how people feel about their community as a whole and specific aspects of their community that contribute to a positive context within which to live; and 2) how people feel about their personal life as a whole and some of the specific aspects of personal life which contribute to stable well-being.

The purpose of the Quality of Life Survey project is fourfold: 1) to inform the community as a whole about the quality of life in Brown County; 2) to form a benchmark of perceptual and behavioral data from which we can examine trends in subsequent surveys; 3) to allow us to compare our community to other reference points (e.g. county, state, or national); 4) to provide information for community decision-makers as they guide us into future initiatives.

Methodology

Questionnaire Design

The questionnaire was specifically designed to match the issue concerns developed by the funding agencies from community planning forums, subcommittees, residents etc. The primary issue areas are health, education, families & welfare, economy, culture & recreation, environment, crime & safety, perceptions of local government, and diversity. The wording of all questions was the responsibility of the St. Norbert College Survey Center.

Sampling Procedures

The population or universe for this study was all adult citizens aged 18 and older residing in Brown County, Wisconsin. A random-digit dial (RDD) sample was obtained

from Genesys Sampling. An RDD sample was employed to include people with unlisted as well as people with listed phone numbers. An RDD sample provides a representative sample of all telephone households in the county. Respondents were selected randomly among all adults 18 years old or older within each household using the Trolldhal-Carter selection technique to insure that all adults would have an equal chance of being interviewed.

Interviewing

Telephone surveys were conducted between February 19th and March 6th of 2007. The interviewing was conducted on the Survey Center's computer assisted telephone interviewing system (CATI). The interviews were conducted during evening and daytime hours on each day of the week. At least 10 attempts were made to contact someone at each household. The contacts were on different days and at different times. This strategy of repeated attempts assures that the sample interviewed was not comprised of only those residents who are easy to reach by phone. Interviews were completed with 400 respondents. A sample of this size has a margin of error of +/- 5% at the 95% confidence level.

Rounding

Some of the data presented below may not add to 100%. There are a couple of reasons why this may be the case. First, the percentages have been rounded. Percentages of 0.5 and up are rounded up while those below 0.5 are rounded down. Second, in some cases, response categories of "not sure" and the percentage of respondents who refused to answer a particular question may not have been included in the particular table being presented, but are counted in the overall percentage of responses for a that question.

Overview & Summary

Overall, people are very satisfied with Brown County as a place to live. Over 96% said it was a “good” or “excellent” place to live. Among the best features according to respondents were Brown County as a place to raise a family, the quality of health care and schools, and feeling very safe in their neighborhoods complemented by a high rating for local law enforcement.

Only two of our fifteen indicators of community quality of life had a majority of respondents giving a negative rating: the progress of the downtown Green Bay revitalization and the cleanup progress of the Fox River. For downtown revitalization, 63% of respondents said it was either “not so good” or “poor” and for the Fox River, 51% rated it negatively.

Comparing this year’s ratings to the historical data for the survey, most of this year’s indicators are very near the survey’s median ratings, which means that we are relatively on par with other years.

Ratings that were somewhat higher than the median were law enforcement and feelings of safety in one’s neighborhood. This year, 28% rated law enforcement in Brown County as “excellent” compared to a median “excellent” rating of 25%. The high for an “excellent” rating for law enforcement was in 2003, with 35% saying local law enforcement was excellent and the low was in 1997 with only 18% saying it was “excellent.”

Over half of respondents (56%) said they feel “very safe” walking alone at night in their neighborhoods compared to a median of 52%. The high for safety rating was in 2002 with 64% saying they felt “very safe” compared to a low of 39% in 1995.

A notable rating below its historical median is the rating of the economy. The rating of “excellent” for the local economy peaked in 2000 with 34% which then dropped dramatically to 12% in 2002. This year, only 8% rated the economy as “excellent” which is on similar to ratings for the past couple of years.

This year we added a dimension to assessment of quality of life by asking respondents to rate how important some of these community aspects are to their own definition of the quality of life. Time constraints did not allow us to ask about all of the community indicators, but among those we did, clean air and water was the most important (91% said it was “very important”) followed by clean and vibrant neighborhoods (80%), and family-friendly activities and social and health programs for the needy (62% rated each of these as “very important” to respondents’ own definition of quality of life). Less important were a variety of recreational and cultural activities (58% and 42% respectively). The least in relative importance were having an ethnically diverse community (32% said this was “very important” to their definition of quality of life) and having a vital downtown area (only 31% said this was “very important”).

In addition to the questions about the community quality of life, we also asked questions about respondents’ personal quality of life. Most of these indicators were at or above the median percentages for the history of the survey.

Most notable were the lack of smoking and drinking. This year, 82% said they did not currently smoke compared to a median of 77% for the survey. This year's percentage is similar to the past several years. In terms of alcohol consumption, only 38% said they had had any alcohol in the past month. This is far below the historical median of 66% and even a significant drop from 2006 where 56% said they had had alcohol in the past month. However, binge drinking, defined as five or more alcoholic drinks in a single sitting, is above the median. Considering just those who have had at least one alcoholic drink in the past month, 43% of those said they had consumed at least 5 drinks in a single sitting compared to a historical median of 36% for the survey. This is also significantly higher than last year's 31%. Thus, significantly more people have not had any alcohol than in past year, but of those who have, a higher percentage said that they have had at least 5 drinks in a single sitting in the past month.

Other exceptions to the generally higher than average ratings on personal quality of life, were in assessment of one's own financial situation in the coming year and political efficacy. A bleaker than average financial outlook however is not surprising given the assessment of the local economy and the aging of the population. However, difference from the median was not large; 61% still felt they would be better off financially next year compared to 65% for the median. The other exception was political efficacy. Political efficacy is the assessment of whether respondents feel they can have an impact on local government or not. Only 13% strongly agreed they could impact local government decisions, compared to a median of 15%. This is a very small deviation however and well within error margins.

There were some interesting findings with respect to respondents' assessments of their jobs and advancement opportunities. Over 90% of respondents who work said they are "somewhat" or "very" satisfied with their current job. New questions were asked regarding how easy or difficult it would be for respondents to find similar jobs and promotions in Brown County in their current career tracks. Over half (55%) said it would be "somewhat" or "very" easy to find a similar job in the area (27% said "very easy" and 28% said "somewhat easy") and 61% said they thought there were "some" or "many" opportunities for advancement in the area (with 20% saying "many" and 41% saying "some").

Also new this year were questions asked about the perception of poverty in Brown County and the quality of social and health programs for the needy. According to the US Census, the poverty rate estimate for 2003 is 8.1% among individuals or about 9% for households for Brown County.¹ When respondents were asked a range of poverty rate percentages to choose from, 66% said the poverty rate for families was over 10% (23% saying the poverty rate in Brown County was over 20%). Only 19% said the poverty rate was between 6% and 10% and 11% of respondents said the poverty rate was 5% or less.²

In terms of social and health programs for the needy in Brown County, 11% said they felt they were "excellent" with an additional 57% saying they were "good." When comparing this with other community quality of life indicators, it ranked 11th out of 15 indicators on how positively

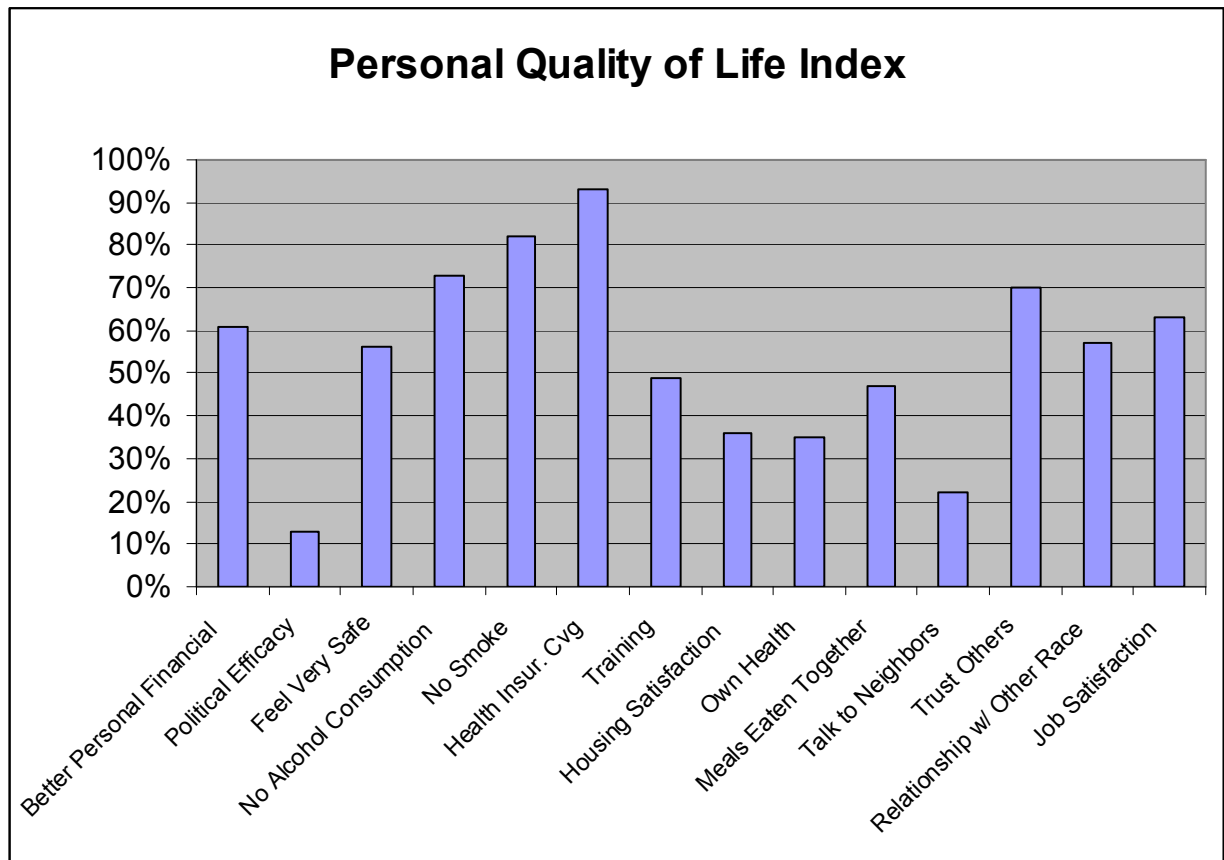
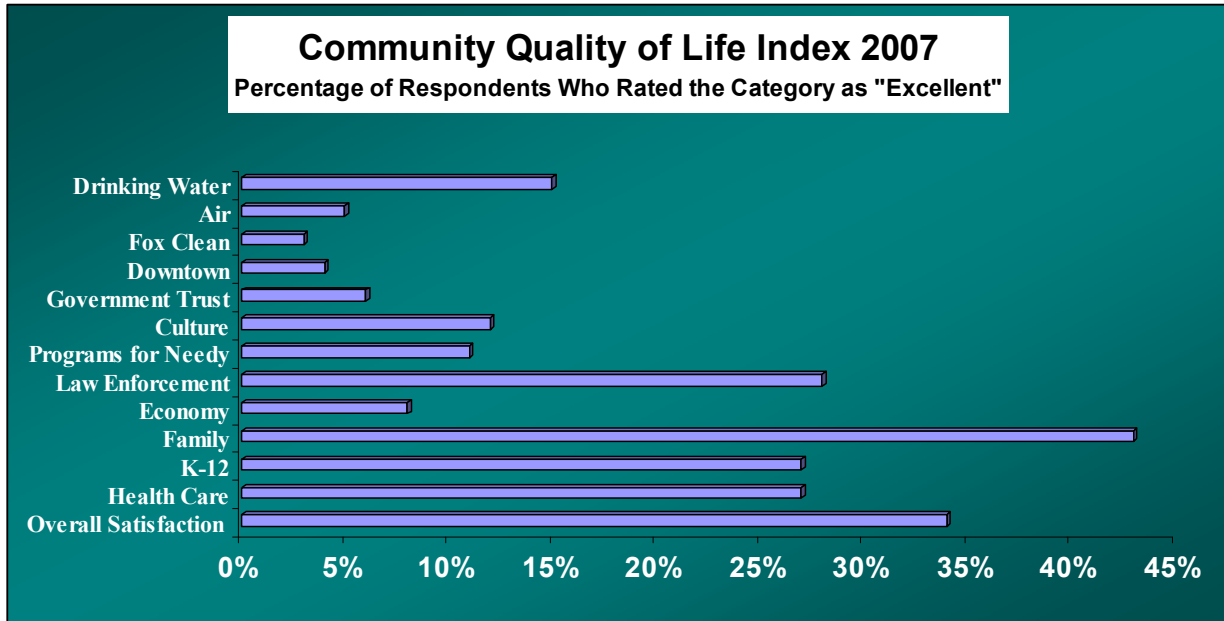
¹ United States Census Bureau. "Brown County Quick Facts from the US Census Bureau"
<http://quickfacts.census.gov/qfd/states/55/55009.html> <3/19/07>

² Respondents were told that the poverty level for a family of four is \$20,000 then were asked to guess what percentage of families in Brown County were at or under the poverty level.

these services in Brown County were rated. In terms of importance of these services toward a respondent's own definition of quality of life, 62% said it was "very important."

Thus, while respondents had some concerns about the local economy, downtown revitalization, and the environment, they remain very positive about local public services offered in the community and about their own well-being.

COMPARISONS 2007



Key to Personal Quality of Life Index:

- Better Personal Finance – percentage of respondents who said they will be better off financially in the coming year
- Political Efficacy – percentage of respondents who “strongly agree” that they can personally have an effect on local government decision making
- Feel Very Safe – percentage saying they feel “very safe” walking alone at night in their neighborhood
- No Alcohol Consumption – percentage saying that had not had any alcohol in the past month
- No Smoke – percentage who currently do not smoke
- Health Care Cvg. – percentage who have some form of health care coverage
- Training – percentage (of all respondents) who had had some form of educational course in the past year
- Housing Satisfaction – percentage of respondents rating their own housing as “excellent”
- Own Health – percentage of those rating the quality of their own health as “excellent”
- Meals Eaten Together – percentage of respondents who ate meals with other members of the household at least seven times per week
- Talk to Neighbors – percentage of respondents who said they talk to their neighbors on a daily basis
- Trust Others – percentage who said that most people can be trusted (as opposed to “you can’t be too careful about people”)
- Relationship w/ Other Race – percentage who said they have a relationship with someone of a different race
- Job Satisfaction – percentage of working respondents who are “very satisfied” with their current job

How would you rate

	Excellent	Good	Not So Good	Poor	Not Sure	Refuse /NA
The quality of health care in Brown County?	27%	63%	5%	2%	2%	<1%
The quality of public schools grades K through 12 in your community?	27%	56%	6%	1%	10%	1%
The economy in Brown County?	8%	74%	14%	4%	1%	0%
Brown County as a place to raise a family?	43%	51%	4%	0%	2%	<1%
The quality law enforcement in Brown County	28%	63%	5%	2%	2%	<1%
The quality of cultural events like art, theater, and musical performances	12%	60%	21%	3%	5%	<1%
The progress of the downtown Green Bay revitalization	4%	26%	36%	27%	7%	1%
The quality of the air in Brown County	5%	62%	24%	8%	1%	0%

	Excellent	Good	Not So Good	Poor	Not Sure	Refuse /NA
The quality of the drinking water in your community	15%	56%	18%	10%	1%	<1%
The cleanup progress of the Fox River in the Green Bay area?	3%	34%	38%	13%	12%	1%
The quality of your current housing	36%	61%	2%	1%	1%	0%
The quality of your health	35%	58%	6%	2%	0%	0%
Social and health programs for the needy	11%	57%	15%	5%	12%	1%
The quality of local government in representing your interests	6%	60%	22%	8%	5%	0%

How important is each to your definition of quality of life.....

	Very Important	Somewhat Important	Not Too Important	Not At All Important	Not Sure	Refuse /NA
Family-friendly activities	62%	30%	5%	3%	1%	0%
A variety of cultural events like art, theater, and musical performances	42%	45%	8%	4%	1%	0%
A vital downtown area	31%	43%	15%	9%	2%	<1%
Clean air and water	91%	9%	0%	<1%	<1%	0%
Social and health programs for the needy	62%	33%	4%	2%	1%	0%
An ethnically diverse community	32%	53%	8%	5%	2%	<1%
Clean, vibrant neighborhoods	80%	19%	1%	<1%	<1%	0%
A variety of recreation activities	58%	37%	3%	1%	1%	<1%

Brown County Quality of Life Trends - 2007:

Overall Satisfaction

Overall, how would you rate Brown County as a place to live?

	Excellent	Good	Not So Good	Poor	Not Sure
1995	30%	67	3	**	0
1996	31%	66	2	2	1
1997	34%	64	<1	1	1
1998	37%	62	1	<1	<1
1999	33%	63	4	<1	<1
2000	40%	57	2	0	<1
2002	34%	62	3	1	0
2003	47%	51	2	1	1
2004	46%	51	3	<1	0
2005	46%	51	3	1	0
2006	25%	69	5	1	0
2007	34%	62	4	1	1
Median	34%	62	3	1	0

From the table above, it can be seen that this year's survey respondents match the median for the history of the survey for rating of Brown County as a place to live. While people tended to be generally positive or generally negative on many of the indicators of quality of life, those most strongly related to the overall assessment of Brown County as a place live are Brown County as a place to raise a family, the quality of local law enforcement, one's own housing, and satisfaction with one's job.

Among the significant demographics relating to which groups are more positive or negative in their assessment of overall satisfaction, as above with the positive correlation between overall assessment and Brown County as a place to raise a family, those with children in the household tended to rate Brown County as a place to live more highly than those without. For example, 42% of those with children rated Brown County as an "excellent" place to live compared to 29% of those without children under 18 in the household.

Related to job satisfaction was insurance coverage. Those without health insurance coverage were much less satisfied with Brown County as a place to live than were those who have coverage. As with housing satisfaction, those who own their home were much more satisfied with Brown County as a whole than were renters. Income also played a role here as those with higher incomes were generally more satisfied with the County than were those in the lower income categories. Also, those living in non-metro areas tended to be somewhat more satisfied with Brown County as a place to live than did those in the metropolitan communities.

Economy

Community:

How would you rate the economy in Brown County?

	Excellent	Good	Not So Good	Poor	Not Sure
1995	17%	71	9	3	2
1996	20%	67	10	2	2
1997	22%	66	6	2	4
1998	29%	66	4	<1	<1
1999	27%	67	4	2	<1
2000	34%	62	3	<1	1
2002	12%	67	16	3	1
2003	5%	57	29	8	1
2004	6%	67	23	4	1
2005	9%	70	17	3	1
2006	8%	66	20	6	1
2007	8%	74	14	4	1
Median	15%	67	12	3	1

Ratings of the economy were still significantly lower than past years', but are on par with the past few years in terms of percentages rating the local economy as "excellent." However, there was a small increase in the percentage of respondents going from negative assessments to "good."

Income and education were positively related to ratings of the local economy. Those with higher education and income tended to rate the local economy more highly than did those with less education and lower incomes. Those employed outside the home and those who run a business from home were more optimistic about the local economy than those outside the workforce.

Downtown Revitalization

How would your rate the progress of the downtown Green Bay revitalization?

	Excellent	Good	Not So Good	Poor	Not Sure
2006	2%	22%	41%	30%	5%
2007	4%	26%	36%	27%	7%

The most highly related demographic factors on rating of downtown revitalization were age and years lived in the area. Older people and also separately related, the longer the respondent has lived in the area, the more likely they were to rate the downtown revitalization effort as "poor." For those who see their opportunities for working with other companies in the area and for

advancement as good were more likely to rate the downtown revitalization higher than those who feel they have fewer opportunities to change companies and/or advance.

Interestingly, ratings of the local economy and ratings of downtown revitalization were not related. Also, for ease of job change and advancement, while both were positively related to downtown revitalization, neither was related to assessment of the local economy.

How important is the following to your own definition of quality of life....

	Very Important	Somewhat Important	Not Too Important	Not At All Important	Not Sure
A vital downtown area	31%	43%	15%	9%	2%

We asked about several aspects of quality of life and how important they were to respondents' own definition of quality of life. Having a vital downtown area rated the lowest percentage of any of these indicators in terms of respondents saying it was "very important" to their definition of quality of life.

Poverty Rate Assessment

The federal poverty level for a family of four is \$20,000. What is your best guess at the percentage of families in Brown County who live at or under the poverty level? Would you say that it is.....

	<1%	1%-5%	6%-10%	11%-15%	16%-20%	>20%	Not Sure
2007	1%	10%	19%	25%	18%	23%	6%

As seen in the table above, most people overestimated the poverty rate in Brown County and many (those 23% in the "over 20%" category in particular) by quite a bit. Bear in mind they were given the above data on what the poverty level is.

Those who feel they will be worse off financially in the coming year were much more likely to overestimate the percentage of households in poverty than were those who felt they would be the same or better off financially.

Assessment of Social and Health Programs for the Needy

How would you rate social and health programs for the needy?

Excellent	Good	Not So Good	Poor	Not Sure	Refused
11%	57%	15%	5%	12%	1%

There were few significant relationships between the rating of social services and demographics. Those more satisfied with their jobs and that there are ample opportunities to change jobs and/or advance were more likely to rate social and health programs more highly. Those who did not have health insurance rated these programs lower than did those with health insurance. Those who are separated or divorced rated these services more highly than did those who were in a relationship, single, or widowed.

How important would you say these programs are?

Very Important	Somewhat Important	Not Too Important	Not At All Important	Not Sure	Refused
62%	33%	4%	2%	1%	0%

Those without health insurance tended to rate the importance of social and health services as more important than those with health insurance, as did those without children compared to those with children (see age below). Women were more likely than men to say that these services were “very important” (70% of women versus 51% of men). Older people, particularly those over 65 were more likely to say these were “very important” relative to younger respondents. Those with less education and at lower income levels compared to their counterparts with more education and higher incomes were also more likely to say these services are “very important” to their definition of quality of life.

There was a strong positive relationship between the importance of social and health programs for the needy and the rating of the quality of these services, i.e., those who think these services are “very important” were more likely to rate these services in Brown County highly than those who think they are not as important.

Personal:

Which of the following statements best describes your employment situation?

Employed Outside the Home	54%
Run a business Within Your Home	5%
Stay at home parent/homemaker	7%
Student.....	3%
Unemployed-looking.....	3%
Retired	27%
Out Of The Workforce	2%
Not Sure.....	0%
Refuse/NA.....	<1%

For many issues related to quality of life, those who run businesses from home tended to be much more positive than those in the other employment categories above. For example, for overall satisfaction with Brown County as a place to live, 47% of those who run a business from home said it was “excellent” compared to 42% of stay-at-home parents, 34% of those employed outside the home, and 33% of students and retired respondents. They also rated their own health the highest (53% said “excellent” compared to 50% of students, 46% of stay-at-home parents, 37% of those employed outside the home, 30% of the unemployed, 26% of retired folks, and 0% of those otherwise out of the workforce).

Of those who work outside the home,

Are you a member of a union? IF YES, ASK: Would you describe your union as a blue collar or white collar union?

1995	Blue Collar Union	White Collar Union	Non-Union	Not Sure
1996	9%	5	84	1
1997	13%	4	82	1
1998	9%	5	85	<1
1999	15%	7	77	2
2000	10%	6	83	<1
2002	16%	5	79	<1
2006	12%	5	82	<1
2007	11%	10	77	2
median	12%	5	82	<1

In the table above, there is no discernable pattern to union membership over time. Given the error margins for the survey, union membership, both blue and white collar, has been fairly stable over time.

While going through the other issues by the demographic of “union membership” it was apparent that white collar union members tended to rate and value the government services

much more highly than blue collar union members or non-union workers. For example, 48% of white collar union workers rated local law enforcement as “excellent” compared to 33% of blue collar unionists and 24% of non-union workers. Similarly, 62% rated local public schools as excellent compared to 50% of blue collar union members and 25% of non-union workers and 71% of white collar union members rated social programs for the needy as “very important” compared to 38% of blue collar union members, and 58% of non-union workers.

There were no differences between white, blue, and non- union workers with regard to ease of job change and advancement in Brown County.

Of those employed inside or outside of the home,

How satisfied are you with your current job...

	Very Satisfied	Somewhat Satisfied	Somewhat Dissatisfied	Very Dissatisfied	Not Sure
1995	42%	37	8	4	8
1996	49%	40	6	4	2
1997	48%	37	8	3	5
1998	48%	36	6	4	5
2002	49%	30	4	4	1
2007*	63%	27	6	3	1
Median	49%	37	6	4	4

* Asked only of those in the workforce

As seen in the table above, we have not asked this question in a few years and now find that job satisfaction is significantly higher than in past years which is due to the fact that this year we asked it only of those actually in the workforce. In previous years, the question had been asked of all respondents, which as of this year, 41% of whom were not actually in the workforce. Note that in previous years the percentages do not add even close to 100% due to the refusal rates being significant.

The only demographic related to differences in job satisfaction assessment was whether the respondent had health care coverage or not. Not surprisingly, 65% of those with insurance were “very satisfied” with their jobs compared to only 39% of those without insurance. Ability to advance, assessment of financial future, union membership, age, education, income etc. were not related to how respondents rated their job satisfaction.

Of those employed inside or outside of the home,

If you were unexpectedly let go from your current place of employment (or if self-employed, you decided to go to work somewhere else), how easy do you think it would be for you to find another job in Brown County in your current field?

Very Easy.....	27%
Somewhat Easy.....	28%
Somewhat Difficult.....	24%
Very Difficult.....	19%
Not Sure.....	1%
Refused.....	1%

There are not many demographic variables related to ability to change jobs in the area. The only one is income and there we find that those at the lowest and those at the highest income levels said they would have the easiest time finding new jobs, but those in the middle categories would have the most difficult time. For example, 35% of those earning over \$100,000/year said it would be “very easy” to find another job in Brown County, as did about 38% of those earning under \$30,000/year. However, for those earning between \$40,000 and \$49,000/year, only 15% said it would be “very easy” and only 13% of those earning between \$50,000 and \$75,000 said this.

Of those employed inside or outside of the home,

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?

Many.....	20%
Some.....	41%
Few.....	18%
None.....	15%
Not Sure.....	4%
Refused.....	1%

For this question, income was not related, but age was related. Those in the youngest age categories saw the most opportunity for advancement (50% of those 18 to 24 felt there were “many” opportunities as did 29% of those 25 to 34), but for those in the higher age categories of workers, advancement opportunities in the area are slim. For example, in the 55 to 64 age category, only 8% said they felt there were “many” advancement opportunities in Brown County. There was a strong correlation between job change and job advancement opportunities.

Personal Financial Outlook

Do you expect that at this time next year you will be financially better off than now or worse off than now?

	Better	The Same	Worse	Not Sure
1995	68%	19	10	2
1996	66%	25	7	3
1997	67%	21	7	6
1998	69%	21	8	2
1999	73%	19	6	2
2000	70%	20	8	2
2002	59%	24	15	2
2003	58%	18	21	3
2004	64%	20	12	4
2005	57%	25	17	1
2006	60%	22	16	2
2007	61%	25	12	2
Median	65%	21	11	2

As seen in the table above, this year's respondents were slightly less optimistic about their financial futures than the median for the survey, though slightly higher (within error margins) than the past couple of years. Those who feel they will be better off financially also tended to rate most of the other indicators of quality of life more highly than did those who feel they will be the same or worse off financially in the next year. They even feel safer and tend to be more trusting of people generally than those who said they will be the same or worse off.

As one would expect, assessment of financial future is related to many of the demographics. Those with higher incomes, more education, and recent training were much more likely to say they would be better off financially next year than those in the lower income and education ranges. Couples were more likely to say they would be better off than single, separated, divorced, or widowed respondents, as did those with children, though this was primarily due to age. Percentages saying they would be better off were inversely related to age, i.e., the higher the age category the smaller the percentage saying they would be better off financially in the coming year. Not surprisingly, there is a large drop-off between the 55-65 and 65+ age categories (63% and 28% respectively saying they would be "better off" financially next year).

Local Government

Community:

How would you rate the quality of local government in representing your interests?

	Excellent	Good	Not So Good	Poor	Not Sure
2007	6%	60	22	8	5

There were very few differences among demographic groups and how they rated the quality of local government. Those over 35 were more likely to rate local government as “not so good” or “poor” at representing their interests than were younger respondents. Men tended to be more at the extremes of ratings (“excellent” and “poor”) than did women, but these were small differences. No other demographics were statistically significant, e.g., there were no differences among ratings of local government among different income or education groups, employment category, assessment of personal financial future etc.

The strongest relationship was with political efficacy (see the “personal” section below). Those with strong political efficacy were much more likely to rate the quality of local government highly than those less efficacious. For example, among those who “strongly agree” that they can impact local government decisions, 83% rated local government as either “excellent” or “good” at representing their interests compared to 71% of those who “somewhat agree” they can affect government decisions, 50% of those who “somewhat disagree,” and only 29% of those who “strongly disagree.”

Personal:

Now I will read you a statement. Please tell me whether you strongly agree, somewhat agree, somewhat disagree, or strongly disagree with the statement. "I believe that I can have an impact on the decisions that are made by community leaders here in Brown County."

	Strongly Agree	Somewhat Agree	Somewhat Disagree	Strongly Disagree	Not Sure
1995	14%	53	22	10	2
1996	18%	42	21	15	5
1997	14%	50	22	11	3
1998	13%	53	20	14	1
1999	17%	54	18	11	<1
2000	17%	54	15	12	2
2002	13%	54	22	9	2
2004	16%	58	17	7	2
2005	16%	54	17	10	3
2006	14%	50	24	10	3
2007	13%	60	17	9	2
Median	14%	54	20	10	2

As seen in the table above, there is very little change in political efficacy over time. Mostly people are lukewarm about their assessment of ability to personally affect government. The only demographic that was related to differing assessments of political efficacy was in job advancement. Those who feel that they have more chances to advance in their careers in Brown County tended to feel more efficacious than those with less career advancement opportunities. Otherwise, there were no differences among those with differing levels of education, income, age, or gender.

Crime & Safety

Community:

How would you rate the quality of law enforcement in Brown County?

	Excellent	Good	Not So Good	Poor	Not Sure
1995	17%	67	10	3	3
1996	21%	67	5	5	1
1997	18%	73	7	2	<1
1998	21%	71	5	2	2
1999	22%	68	7	2	2
2000	27%	64	6	2	1
2002	25%	66	5	2	2
2003	35%	57	6	2	1
2004	25%	66	7	<1	2
2005	30%	62	5	3	1
2007	28%	63	5	2	2
Median	25%	66	6	2	2

As with 2005, ratings of local law enforcement are slightly higher than the median for the history of the survey and significantly higher than the ratings from the mid-1990s. Ratings for quality of law enforcement were higher for those in higher education categories than lower. For example, for those with graduate degrees, 36% rated local law enforcement as “excellent” compared to 20% for those with high school degrees or less.

People married or living together tended to rate law enforcement higher than single, separated, divorced, or widowed respondents. Also, of those who own their home, 30% rated local law enforcement as “excellent” compared to 24% of renters (there is a significant difference as well between those who earn under \$50,000/year and those who earn over that: higher income respondents rated the quality of local law enforcement much higher than did those in the lower income levels). Of white collar union members, 48% rated local law enforcement as “excellent” as compared to 33% of blue collar union members and 24% of non-union workers.

While how safe people feel was related to ratings of “excellent” for law enforcement, when adding “excellent” and “good” categories together, there was little difference. But among “excellent” ratings, the differences were striking, such that among those who feel “very safe,” 35% said law enforcement is “excellent” compared to 26% of those who feel “somewhat safe,” 8% of those who feel “somewhat unsafe,” and 9% of those who feel “very unsafe.”

Personal:

How safe do you feel or would you feel being out alone in your neighborhood at night?

	Very Safe	Somewhat Safe	Somewhat Unsafe	Very Unsafe	Not Sure
1995	39%	40	12	8	<1
1996	46%	37	11	6	0
1997	50%	36	9	5	<1
1998	49%	34	12	4	<1
1999	49%	37	10	4	<1
2000	54%	35	8	3	<1
2002	64%	28	7	<1	<1
2003	58%	33	8	2	0
2004	60%	29	8	4	0
2005	57%	32	9	3	0
2006	50%	37	10	3	<1
2007	56%	31	10	3	1
Median	52%	35	10	4	4

Feelings of safety were somewhat higher than the median for the history of the survey and significantly higher than the mid-1990s. The “safest” feeling person would be a middle-age, well-educated, upper-income, home-owning, married man who lives outside of the metro areas; i.e., men felt significantly safer than women (68% of men felt “very safe” compared to 46% of women), married respondents felt safer than non-married respondents, those with higher incomes felt much more safe than those with lower (76% of those earning over \$100,000/year felt “very safe” compared to only 32% of those earning less than \$30,000/year). Senior citizens were considerably less likely to feel “very safe” than those in other age groups, e.g., for those over 65, only 29% felt “very safe” compared to 63% of those between 55-64. The “indestructible” 18-24 year-olds felt the safest (79% said they feel “very safe”).

Those living in the city of Green Bay were least likely to say they feel “very safe” (only 41% did compared to 63% of those from De Pere, 66% of those from Allouez, 57% of those from Ashwaubenon, and 67% of those who live in other areas than these).

Those who feel people can generally be trusted were more likely to feel safe than those who feel “you can’t be too careful” and those who have a relationship with someone of a different race felt safer than those who do not (60% of the former felt “very” safe compared to 40% of the latter).

Community Engagement

How often do you talk with your immediate neighbors?

	Daily	Several Times a Week	Several Times a Month	Monthly or Less	Not Sure
2003	16%	35	23	26	<1
2004	16%	40	20	23	1
2005	17%	37	21	25	1
2006	14%	37	23	26	1
2007	22%	35	21	22	1

The percentage of respondents who said they talk to their neighbors daily increased this year, though it is still within error margins. Not surprisingly, those who are stay-at-home parents and retired people were most likely to talk to their neighbors on a daily basis. Among different marital status groups, couples were most often cited as talking to their neighbors “monthly or less” but there was little difference among groups and percentages who said they spoke to their neighbors on a daily basis. Women tended to talk to their neighbors more often than men and those who are more trusting of people generally talked to their neighbors more than those less trusting.

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	You can’t be too careful about people	Not Sure
2004	67%	32	1
2005	66%	33	1
2006	66%	33	1
2007	70%	28	2

Those with higher levels of income and education tended to be more trusting than those with less education and lower levels of income. Those in the mid to upper age categories were more trusting, though there was a drop with those over 65 similar to feelings of safety. Married couples were more trusting than respondents in other marital status categories. Homeowners were significantly more trusting than renters (75% of homeowners said that most people can be trusted compared to 44% of renters).

Those who have a relationship with someone of a different race were more trusting than those who do not and those more trusting also tended to value ethnically diverse neighborhoods than those less trusting.

Diversity

Community:

Do you believe the growing diversity in cultures in Brown County is having a positive impact, negative impact, or no impact?

	Positive	Negative	No Impact at all	Not Sure
2002	60%	21	13	6
2003	60%	20	13	5
2004	54%	22	11	12
2005	49%	27	13	12
2006	47%	33	13	7
2007	48%	33	12	7
Median	52%	25	13	7

As seen in the table above, the percentage of respondents who feel growing diversity has a positive impact is falling and is significantly below percentages from the early part of the decade. This also shows an increase in the percentage of people saying it is having a negative impact rather than no impact at all.

Having a relationship with someone of a different race was significantly related to assessment of impact. Of those who had a relationship with someone of a different race, 55% said growing diversity has a positive impact compared to 38% of those who do not have a relationship with someone of a different race. Also, those who are generally more trusting of people were more likely to say the impact is positive (53% said this) compared to those who think you can't be too careful about people (only 38% of these respondents said growing diversity is having a positive impact).

Those with higher levels of education were more likely to see growing diversity as positive. For those with graduate degrees, 69% said growing diversity is positive compared to 57% of college graduates, 39% of those with a technical degree, some college, or a high school diploma. Only 33% of those with less than a high school degree said growing diversity has a positive impact on the community.

How important is the following to your own definition of quality of life.....

	Very Important	Somewhat Important	Not Too Important	Not At All Important	Not Sure
An ethnically diverse community	32%	53%	8%	5%	2%

Personal:

Do you have a personal relationship (relative, friend, co-worker etc) with a person of a different race other than your own?

	Yes	No	Not Sure
2002	62%	37	<1
2003	58%	41	1
2004	58%	42	<1
2005	57%	43	<1
2006	59%	41	0
2007	57%	43	0
Median	58%	42	0

As seen in the table above, there have not been any significant changes in percentages of respondents who have a relationship with someone of a different race. Students were the most likely to have such a relationship (75% of them said this) compared to 69% of stay-at-home parents (households with children have similarly high percentages), 60% of those who work outside the home, 53% of those who run a business from home, and 44% of retired respondents. Those in both the higher income and education categories were more likely to have a relationship with someone of a different race than those in the lower education and income categories.

As mentioned above, those who feel safer and are generally more trusting are more likely to be those who have a relationship with someone of a different race.

Education

Community:

How would you rate the quality of the public schools in Brown County grades kindergarten through 12 in your community?

	Excellent	Good	Not So Good	Poor	Not Sure
1995	20%	56	7	2	16
1996	23%	57	8	3	9
1997	23%	54	7	2	15
1998	27%	54	4	3	12
1999	23%	54	5	4	14
2000	24%	56	5	2	10
2002	27%	55	4	2	12
2003	34%	55	4	2	5
2004	38%	47	8	2	4
2005	29%	52	7	3	8
2006	32%	51	6	2	9
2007	27%	56	6	1	10
Median	27%	55	6	2	10

While the rating of “excellent” was down a few percentage points from last year, this is well within error margins and the ratings were nearly identical to the median for the history of the survey (bear in mind the survey took place very near the time of the Green Bay School District referendum which was defeated). Of those living in the city of Green Bay, only 17% rated their local schools as excellent, compared to 35% of those from De Pere, 36% of those from Ashwaubenon, and 37% of those in the outlying areas.

Married couples and those with kids were much more likely to rate the schools as “excellent” than those who did not have children and/or were not married. This is also correlated with age. In fact, the 18 to 24 year-olds had the lowest percentages of “excellent” ratings where only 11% of them said this compared to 37% of those in the 45 to 54 age category (which was the highest of any of the age categories).

Those in white collar unions were more likely to rate the schools as excellent – 62% did so compared to 50% of blue collar union workers and only 25% of non-union workers. Those with higher education levels tended to rate the schools more highly than those with less education, as did those with higher incomes.

Personal:

In the past year, have you taken any educational courses or additional training for either your work or for your personal development?

	Yes	No	Not Sure
1995	37%	64	0
1996	34%	66	<1
1997	37%	63	0
1998	42%	58	0
1999	48%	52	0
2000	46%	54	<1
2002	48%	52	0
2003	45%	51	1
2004	50%	50	0
2005	46%	54	0
2007	49%	51	<1
Median	46%	54	0

Compared to the mid-1990s, training levels have remained high, with just under half of all respondents, regardless of whether in the work force or not, saying they had taken some sort of educational or training course in the past year.

Over 60% of those employed outside the home said they had gotten some form of training in the past year, as did 58% of those who run a business from home. Even 29% of retired respondents said they had taken a course in the past year as did 35% of stay at home parents. Just over 40% of the unemployed had as well.

While courses or training was not statistically significantly related to level of job satisfaction, it was related to respondents' assessment of how easily they can change jobs and/or advance in their field in the Brown County area. As might be expected those with recent training felt they had more opportunities to change companies and/or advance in their field than did those who had not taken any training or developmental courses.

Age was inversely related, where 74% of those in the 25-34 age category had gotten training compared to 44% of those 55-64. Education was also highly related; 28% of those with high school degrees had taken some sort of course compared to 72% of those with graduate degrees. This was also related to income; those with higher incomes were also more likely to have had some kind of training in the past year.

Families

Community:

How would you rate Brown County as a place to raise a family?

	Excellent	Good	Not So Good	Poor	Not Sure
1995	39%	55	4	1	1
1996	45%	50	4	1	1
1997	43%	55	<1	<1	<1
1998	52%	45	2	<1	<1
1999	44%	50	3	2	2
2000	54%	42	3	<1	<1
2002	49%	47	2	<1	2
2003	46%	51	2	1	1
2004	51%	46	2	1	<1
2005	48%	48	3	1	<1
2006	46%	48	4	2	1
2007	43%	51	4	0	2
Median	46%	48	3	1	1

Ratings for Brown County as a place to raise a family were just below the median for the survey, though there does not appear to be a particular trend and may be more reflective of particular samples of respondents from year to year. Those in the higher income and education categories tended to rate this indicator more highly than their counterparts, but these are not large differences. As was found last year, age and whether or not the respondent had children were not significant, i.e., there were no differences in ratings between those who had children living in the household and those who did not.

Those who have lived here longer tended to rate Brown County as a place to raise a family more highly, though those in the 10 years + categories are very similar to one another, it is the difference between these and those respondents who have lived here less than 10 years where the differential in ratings is greater.

Those who feel safer also tended to rate Brown County as a place to raise a family more highly than those who feel less safe.

Personal:

How satisfied are you with your current housing?

	Very Satisfied	Somewhat Satisfied	Somewhat Dissatisfied	Very Dissatisfied	Not Sure
1995	51%	42	5	2	1
1996	54%	36	6	3	0
1997	63%	32	4	1	0
1998	62%	33	3	1	<1
1999	67%	26	6	1	0
2000	63%	33	3	<1	0
2002	57%	38	4	<1	0
2003	70%	25	4	1	0
2004	72%	23	3	1	<1
2005	72%	23	3	2	0
Median	63%	33	4	1	0

	Excellent	Good	Not So Good	Poor	Not Sure
2007	36%	61	2	1	1

Note the marked difference in ratings when we changed the response categories in order to streamline the survey. While it appears that most people over the years have been fairly satisfied with their housing, it appears when asked to rate the quality of their housing, the majority say “good” rather than “excellent.”

Income is not surprisingly very strongly related to rating of housing. For those earning under \$30,000/year, only 16% rated their housing as “excellent.” This jumps significantly for those earning over \$50,000 which ranges from 41% rating their housing as excellent (for those earning between \$50,000 and \$75,000/year) to 64% for those earning over \$100,000 per year.

Owners were much more satisfied than renters (39% of owners rated their housing as “excellent” as compared to 24% of renters). Seniors were much less likely to rate their housing as “excellent” than others and in fact ratings of “excellent” are highest among those newly liberated 18 to 24 year-olds followed by those in the 35-44 age range (53% and 43% respectively rated their housing as “excellent” whereas only 29% of seniors did so – see section below on the demographics of homeownership).

Do you own or do you rent your home?

	Own (or Buying)	Rent	Other	Not Sure
1995	73%	26	1	0
1996	62%	37	1	0
1997	65%	33	1	<1
1998	67%	29	4	<1
1999	64%	34	3	0
2000	71%	27	2	<1
2002	76%	22	2	0
2003	73%	25	2	0
2004	80%	19	1	0
2005	77%	22	2	0
2006	79%	19	2	0
2007	82%	17	1	0
Median	73%	26	2	0

Homeownership rates are highest among those who are employed outside the home (89% said they owned their homes), while the unemployed and those out of the workforce (but not due to retirement) had the lowest rates (30% and 38% respectively). Of those retired respondents, 79% said they owned their homes.

While the majority of smokers were homeowners (61%), they were much more likely to be renters than non-smokers (homeownership rates among non-smokers was 87%).

Homeownership rates increase with age, peaking in the 55-64 age category at 91% and dropping to 75% among those 65 and over. There are also high correlations between homeownership and education and income. While homeownership is at 77% for those with high school degrees, it is 94% among those with graduate degrees and 90% for college graduates.

Homeownership is only slightly higher among those with children than those without (86% versus 80% respectively).

Do you have any children in your household under the age of 18?

	Yes	No
2002	37%	63
2003	37%	63
2004	36%	64
2005	35%	65
2006	38%	62
2007	40%	60

During a typical week, how many meals do you eat together with members of your immediate family?

	0	1	2	3	4	5	6	7+
1995	16%	8	8	9	8	10	6	36
1996	22%	11	7	7	5	13	6	29
1997	15%	11	9	6	7	13	9	30
1998	3%	24	9	8	11	13	6	26
1999	20%	7	7	6	11	13	6	31
2000	17%	8	8	6	9	15	8	30
2002	13%	6	10	7	8	14	6	37

	0	1	2	3	4	5	6	7	8+	Live Alone N/A
2006	7%	4	5	4	5	10	4	10	37	14
2007	5%	5	5	3	4	8	3	11	36	20

Culture and Recreation

How would you rate the quality of cultural venues like the Meyer and Weidner theaters?

	Excellent	Good	Not So Good	Poor	Not Sure
2003	51%	41	4	1	2
2004	44%	47	6	<1	3
2005	44%	49	3	1	3

2006-2007 wording:

How would you rate the quality of cultural events like art, theater, and musical performances?

	Excellent	Good	Not So Good	Poor	Not Sure
2006	11%	60	22	5	3
2007	12%	60	21	3	5

The only significant demographic associated with differences in rating of cultural events was level of education. Those with lower levels of education tended to be more satisfied with local cultural events than did those with higher levels of education. For example, 81% of those with high school degrees only said the quality of cultural events was “excellent” or “good” compared to 62% of college graduates.

Health

Community:

How would you rate the quality of the health care in Brown County?

	Excellent	Good	Not So Good	Poor	Not Sure
1995	18%	71	4	2	5
1996	19%	71	7	1	3
1997	19%	72	3	2	4
1998	24%	71	3	1	2
1999	22%	68	4	3	4
2000	27%	67	3	<1	2
2002	30%	64	2	3	1
2003	28%	65	4	2	1
2004	33%	60	4	3	1
2005	31%	62	4	3	<1
2006	37%	54	2	1	1
2007	27%	63	5	2	2
Median	27%	66	4	2	2

Ratings of local health care as “excellent” were down by 10% this year over last year which is just at the edge of the error margin for the surveys and this year’s percent equals that of the median for the history of the survey. However, compared to ratings from the mid-1990s, quality of health care is faring better.

Those with health care coverage were much more likely to rate health care quality as “excellent” than were those without health insurance. Income was also highly related in that those who earned more were more likely to rate the quality of health care highly. Of those earning over \$100,000/year, 50% rated local health care as excellent compared to a range of 12% to 27% for those earning under \$50,000/year. There was a similar relationship for education levels and ratings for health care as well.

White collar union workers rated health care in Brown County as “excellent” at a rate of 48% compared to 29% for blue collar union members and 25% of non-union workers. Those with children tended to rate health care slightly more highly than did those without children in the household. Age, gender, and years lived in the are were not related to respondents’ ratings of health care.

Personal:

Do you currently have any kind of health care insurance coverage, including health insurance provided by your employer or government plans such as Medicare or Medicaid?

	Yes	No	Not Sure
1995	88%	10	2
1996	84%	16	0
1997	88%	12	<1
1998	89%	10	<1
1999	92%	8	<1
2000	96%	4	0
2002	94%	5	<1
2003	93%	0	0
2004	94%	6	0
2005	94%	6	1
2006	92%	8	1
2007	93%	7	0

Overall, health insurance coverage rates remain high and have not varied a great deal over the years. However, insurance coverage is lowest among the unemployed (only 50% are covered), students (67% are covered) and those out of the workplace for reasons other than retirement (75% coverage). For those employed in or outside the home, coverage rates are in the mid-90s and for retired persons, coverage rates are 99%.

In education categories, lowest coverage rates are for those with technical degrees or some college (88% said they had health insurance), whereas 92% of those with only high school degrees were covered and 98% of college graduates and 100% of those with graduate degrees had health care coverage.

Among smokers, health coverage was at 83% compared to 95% for non-smokers. Also, for those who had not had any alcohol in the past month, coverage rates were 96% and 95% for those had had some alcohol, but not more than 5 drinks in a single sitting. Among those who had 5+ drinks in a single sitting in the past month, 90% had health insurance.

Insurance rates are lowest for those who are separated from their spouse (50% were covered) then 83% coverage for single people, followed by 89% of divorced respondents. Over 96% of married couples were covered and all of those widowed were covered by health insurance.

How would you rate your own health?

	Very Satisfied	Somewhat Satisfied	Somewhat Dissatisfied	Very Dissatisfied	Not Sure
1995	45%	47	6	2	<1
1996	49%	46	4	1	<1
1997	47%	44	6	2	1
1998	57%	35	6	<1	0
1999	56%	38	5	1	<1
2000	56%	36	5	2	<1
Median	53%	41	6	2	1

	Excellent	Good	Not So Good	Poor	Not Sure
2007	35%	58	6	2	0

As with the personal quality of life indicator of housing, we changed the response categories for assessing one's own health in order to streamline the survey and it is apparent that this change of categories significantly changed the outcomes (though we cannot be certain, there is the possibility that there has been a significant change in peoples' assessments of their health).

Those with health care coverage were much more likely to say that their health was "excellent" than those without insurance (36% and 23% respectively). Non-smokers rated their health much higher than smokers; 38% of non-smokers said their health was "excellent" compared to 19% of smokers. While, alcohol consumption actually shows a significantly higher rating of health than does no alcohol consumption, when controlling for age, alcohol consumption is no longer significant.

Those in the 25-34 year-old age category rated their health the highest (54% said it was "excellent"), whereas the other age categories under 55 ranged between 37% and 40%. Then it starts to drop off; 30% of those 55 to 64 said they were in "excellent" health as did 21% of those over 65.

Marital status is also related to health rating; 41% of those who are married said they are in "excellent" health followed by 39% of those who are part of an unmarried couple, 26% of single people and divorcees, and 15% of widowed respondents. However, when age is controlled for, this relationship between marital status and health rating is significant only for those in the 45 to 54 age category.

Job satisfaction is related to health rating; those more satisfied with their jobs tended to rate their health much more highly than those less satisfied, i.e., 46% of those who are "very satisfied" with their jobs rated their health as "excellent" compared to 31% of those "somewhat satisfied" with their jobs, 7% of those "somewhat dissatisfied," and 13% of those who are "very dissatisfied" with their jobs. Health rating was also related to income in that, those with higher incomes rated their health more highly and were also more satisfied with their jobs.

Alcohol Consumption:

Some people in Wisconsin drink alcohol. By alcohol I mean beer, wine, wine coolers or liquor. In the past month have you had an alcoholic beverage?

	Yes	No
1995	68%	32
1996	68%	32
1997	65%	35
1998	70%	30
1999	71%	29
2000	74%	26
2002	67%	33
2003	54%	46
2004	57%	43
2005	63%	37
2006	56%	43
2007	38%	62
Median	66%	34

IF YES: During the past month, have you at any time had FIVE OR MORE drinks in a row?

	Yes	No	Not Sure
1995	36%	63	1
1996	41%	58	1
1997	40%	60	0
1998	40%	59	<1
1999	35%	65	0
2000	33%	67	<1
2002	31%	68	1
2003	47%	53	<1
2004	36%	64	0
2005	35%	65	0
2006	31%	79	0
2007	43%	57	1
Median	36%	64	0

While the incidence of alcohol intake is down significantly from last year and particularly in comparison with the median for the history of the survey, the incidence of binge drinking has actually increased.

Those who had had at least 5 drinks in a single sitting the in past month for the most part rated the quality of life indicators more highly than did those who drank less or not at all. They feel safer, are more satisfied with their housing, are more politically efficacious, and rated health care and the economy more highly etc. They also feel their

chances for changing and/or advancing their jobs or careers in Brown County would be easier than for those who drink less.

Binge drinking incidence was highest among those with technical degrees or some college. The rate for that group was 34% compared to 29% for high school graduates, 22% for college graduates, and 16% of those with graduate degrees. Age was also highly related, where 53% of seniors had not had any alcohol in the past month compared to only 26% of those in the 18 to 24 year old category (and we do not know how many of them can even legally drink alcohol). The youngest age category also had the highest binge rate – 47% followed by 38% of those 35 to 44. Twelve percent of seniors said they had had at least 5 drinks in a single sitting in the past month. However, independent of age, the longer one has lived in the County, the more likely the person is to have had at 5 drinks in a single sitting in the past month.

Income was also related. The highest incidence rate of binge drinking was 42% among those who earned between \$75,001 and \$100,000/year followed by 30% of those in the \$50,000-\$75,000 category. The other income categories had incidence rates all in the low 20s.

Men were much more likely to binge drink than women. Among women, 46% said they had not had any alcohol in the past month compared to 27% of men, while 38% of men said they had had at least 5 drinks in a single sitting compared to 17% of women.

Smoking:

Do you currently smoke cigarettes, cigars or a pipe?

	Yes	No	Not Sure
1995	21%	79	1
1996	30%	70	<1
1997	27%	73	0
1998	26%	74	0
1999	23%	77	0
2000	24%	76	<1
2002	24%	76	0
2004	16%	84	0
2005	20%	81	0
2006	16%	84	0
2007	18%	82	0
Median	23%	77	0

Smoking incidence was highest among single, separated, and divorced respondents (rates varied between 25% and 30%) compared to 12% for married respondents and 15% of those in an unmarried couple. The youngest respondents were by far the most likely to be smokers; 32% of those in the 18 to 24 year-old category were smokers, followed by 25% of those 45 to 54, 19% of those 55 to 64, 18% of 35 to 44 year-olds, 14% of those 25 to 34 and 9% of seniors.

Smoking was also related to educational attainment and job satisfaction. Those with higher degrees of education were much less likely to be smokers, e.g., smoking rates for those with a technical degree or less were 20%-27% compared to 6% of college graduates and 3% of those with graduate degrees. For those “very satisfied” with their jobs, only 11% smoke compared to 22% of those “somewhat satisfied” with their jobs, 43% of those “somewhat dissatisfied” and 50% of those who were “very dissatisfied” with their jobs.

Environment

Importance of Clean Air and Water:

How important is each to your definition of quality of life.....

	Very Important	Somewhat Important	Not Too Important	Not At All Important	Not Sure	Refuse /NA
Clean air and water	91%	9%	0%	<1%	<1%	0%

Of the eight issues that were asked in this question, clean air and water was by far the highest percentage in the “very important” category. Those residing in the city of De Pere and in outlying areas tended to see clean air and water as more important than those of the other metro and suburban areas.

Fox River

How satisfied are you with the progress of the cleanup of the Fox River in the Green Bay area?

	Very Satisfied	Somewhat Satisfied	Somewhat Dissatisfied	Very Dissatisfied	Not Sure
1999	2%	40	38	14	6
2000	5%	39	32	17	7
2002	6%	38	35	14	8
2004	9%	40	30	12	8
2005	12%	41	25	14	9
2006	3%	41	32	16	9
Median	6%	40	32	14	8

	Excellent	Good	Not So Good	Poor	Not Sure
2007	3%	34	38	13	12

As seen in the tables above, though we changed the rating scales (to streamline the survey instrument in the interest of length), there was little change from the scale used in 2006. Ratings continue to be low and this indicator was one of only two quality of life indicators that had a majority of respondents give it a negative rating.

Those who rated the cleanup progress as “not so good” or “poor” were also more likely to rate their satisfaction with local government poorly. Also, those who did not feel like they could make an impact on local government were more dissatisfied with the cleanup than those who feel they can have an impact.

The one significant demographic was that students were more likely than other employment categories to be dissatisfied with the cleanup of the Fox River. For example, 67% of students rated the Fox River cleanup as “not so good” or “poor” compared to 53% of those employed outside the home, 53% of retired respondents, 50% of homemakers, and 42% of those who run a business from home.

Those who gave a low air quality rating were also more likely to rate the cleanup progress of the Fox River more poorly. Also, those less satisfied with drinking water also tended to be less satisfied with the cleanup progress of the Fox River.

This year we added a second question asking about preferences for the different plans for cleaning up the River.

Recently, the federal Environmental Protection Agency has proposed a new plan for cleaning up the Fox River. The new plan includes both a partial dredging (digging up silt and clay that contain PCBs and depositing them into a landfill) and capping (putting a layer of sand or gravel over un-dredged PCBs). The original plan called for a complete dredging only.

The EPA argues capping and dredging is faster, cheaper, and still protects the environment, while environmental groups argue that capping is not as effective as dredging.

Would you say that you.....

<i>Favor the new plan of capping and dredging</i>	<i>35%</i>
<i>Favor the old plan of dredging only</i>	<i>39%</i>
<i>Don't know enough to have an opinion</i>	<i>25%</i>
<i>Refused</i>	<i>2%</i>

A bare plurality favored the dredging only plan, but note that a quarter of respondents didn't feel they knew enough to give an opinion. Very few other variables were significantly related to which plan was favored. The only significant relationship was education, and even here, it is not a linear relationship. Those with high school degrees or less tended to slightly favor the new plan of capping and dredging, while those with some college or a technical degree tended to favor the old plan of dredging only. College graduates were very slightly more in favor of the new plan (though 41% favored the new plan compared to 39% for the old and the rest were not sure). Those with graduate degrees tended to be more in favor of the old plan (27% were for the new, 44% for the old and 28% were not sure).

Those who rated the quality of air as “not so good” or “poor” tended to be more in favor of the dredging only plan, while those who rated air better were more in favor of the new plan. However, the importance of clean air and water as an indicator of a person's own definition of quality of life was not significantly related, though there is little variation in the latter.

The obvious correlation is between the plan and the rating of the cleanup progress. As can be surmised from the air quality relationship, that those more concerned about the environment favor the dredging only plan, we find a similar pattern here, in that the more highly they rate the cleanup progress, the more likely they are to favor the new cap and dredge plan, while those who are less satisfied tended to favor the dredge only plan. Please see the table below.

		Cleanup Plan Preference		
		Cap and Dredge	Dredge Only	Not Sure
Rating of Fox River Cleanup Progress	Excellent	36%	36%	27%
	Good	53%	28%	19%
	Not So Good	27%	48%	24%
	Poor	26%	61%	12%
	Not Sure	24%	17%	57%

* The table reads across, e.g., of those who think the progress of the Fox River cleanup is excellent, 36% said they favor the cap and dredge plan.

Air Quality

How would you rate the quality of the air in Brown County?

	Very Satisfied	Somewhat Satisfied	Somewhat Dissatisfied	Very Dissatisfied	Not Sure
1995	13%	61	22	4	<1
1996	9%	58	26	7	1
1997	12%	66	16	4	2
1998	8%	62	23	6	2
1999	10%	59	25	6	<1
2000	11%	57	25	6	1
2002	12%	61	20	7	<1
Median	11%	61	23	6	2

	Excellent	Good	Not So Good	Poor	Not Sure
2006	4%	52	28	14	2
2007	5%	62	24	8	1

Those who live in Allouez and Ashwaubenon tended to rate the air quality lower than did those in De Pere or Green Bay (please note that the sample sizes for individual cities and towns are quite low and therefore the above summary should be treated as anecdotal information from the actual respondents and not necessarily generalizable to the entire communities in which they live). Those in the outlying areas of the county tended to be most satisfied with air quality.

Those more satisfied with local government and Brown County in general tended to be more satisfied with air quality and vice versa – those less satisfied with government and the county were also less satisfied with air quality.

There were few demographics that were related, e.g., whether they had children, respondents' level of education, age, income etc., were not significantly related to how they rated air quality. However, an interesting finding is that those who currently smoke tended to rate the air quality more highly than those who do not smoke. The only other significant demographic was that women tended to be less satisfied with air quality than men.

Drinking Water

How would you rate the quality of the drinking water in your community?

	Excellent	Good	Not So Good	Poor	Not Sure
2006	13%	57%	17%	12%	1%
2007	15%	56	18	10	1

Satisfaction with drinking water changed very little over the past year. Areas not on the Green Bay water system were must less satisfied with the quality of their water than were Green Bay residents. For example, 58% of Denmark residents said their drinking water quality was “poor” as did 14% of those from Ledgeview, and 8% from De Pere. By contrast, only 3% from the city of Green Bay said the quality of their water was “poor.”

- Please bear in mind that percentages for area of residence will have a very high error rate on them since there are so few respondents from other areas outside of the city of Green Bay. As such, the data should be considered anecdotal only.

Those who rated water quality more highly were also more likely to be more satisfied with Brown County overall as a place to live and also with their local government officials.

There were some important differences in demographic categories. Those with children were less satisfied with water quality than were those without, and younger adults, particularly those under 35 were much more likely to rate water quality poorly than older adults. For example, an average of 45% of those under 35 rated water quality as “not so good” or “poor” compared to an average of 25% for those over 35. Education was also significant, in that those with more education tended to rate water quality more poorly. Women were also slightly more likely than men to rate water quality poorly.

As a somewhat humorous aside, like smoking and air quality were related, alcohol and rating of drinking water quality were also related. As in medieval days, those who were less satisfied with the quality of the water were more likely to have had alcohol in the past month.