



Door County Citizen Survey Report, 2009

**James Janke
David Trechter
Shelly Hadley**

**Survey Research Center Report 2009/23
September 2009**

Staff and students working for the Survey Research Center at UW-River Falls were instrumental in the completion of this study. We would like to thank Denise Parks, Grady Stehr, and Mandy Speerstra. We gratefully acknowledge their hard work and dedication. The SRC would also like to thank Rob Burke, Door County UW-Extension Community, Natural Resource and Economic Development Educator for his substantial assistance. Finally, we would like to thank the Door County residents who took the time to complete their questionnaires.

Table of Contents

Executive Summary	2
Survey Purpose	3
Survey Methods	3
Profile of Respondents	4
Quality of Life.....	6
General Value and Performance of Door County Government.....	7
Importance Ratings of County Functions and Services	8
Overview of All Functions and Operations	9
Operations and Administration	11
Natural Resources and Environment.....	12
Public Safety and Law Enforcement.....	13
Human Services and Health.....	14
Transportation	14
Other services and functions	15
Door County Government Priorities	16
Open-Ended Comments	17
Conclusions.....	18
Appendix A – Non-Response Bias Test	20
Appendix B –Door County Public Opinion Survey Comments	21
Appendix C - Quantitative Summary of Responses by Question.....	29

Executive Summary

In May 2009, the Survey Research Center (SRC) at the University of Wisconsin – River Falls mailed surveys to 1,123 Door County residences. The surveys were followed up with reminder postcards and a second mailing to non-respondents. The overall response rate was 45 percent (506 completed questionnaires). The results provided in this report are expected to be accurate to within plus or minus 4.4 percent with 95 percent confidence. Statistical tests do not indicate that “non-response bias” is a problem in this sample. However, the demographic profile of the sample contains fewer women, renters and young people than would be expected. The SRC notes differences of opinion among different demographic groups throughout the report.

Door County respondents said they are generally pleased with the quality of life they enjoy. Over 80 percent rated the quality of life as “good” or “excellent”, and just one in six respondents rate it as only “fair” or “poor.” Large majorities think Door County is a “good” or “excellent” place to raise children or to retire. Perhaps reflecting the deep economic recession at the time of the survey, they are displeased with the overall economy in the County and the job prospects within the County.

Respondents gave lukewarm ratings to the value they receive for taxes paid to Door County, the County’s communication with its citizens about important issues and decisions, and how well the County welcomes citizen involvement. Respondents said direct mailings are their preferred method to be informed about important County issues and decisions.

When asked to rate the importance of 30 Door County services and operations on a scale from “very important” to “not important,” a majority of respondents said most (28 of 30) were “important” or “very important.” In order to better differentiate the services and functions viewed as most important, the SRC examined the rank order of services and operations based on their percentage of “very important” responses. From the list of 30, at least 50 percent of respondents rated 12 services and operations “very important.” These services and operations are the following (in descending order): Protecting ground and surface water quality, providing the countywide ambulance service, responding to public safety concerns, maintaining roads & bridges, recording and maintaining vital records, prosecuting criminal cases, enforcing child support orders, conducting elections, monitoring beach water quality, enforcing environmental rules & regulations, collecting property taxes, and providing public health services.

When asked to choose their top three priorities from a list of 13 potential Door County actions, a majority of respondents included controlling taxes/spending and promoting economic development and jobs in the County among their top three priorities. Protecting the natural environment rounded out the top three priorities, with 41 percent.

Survey Purpose

The purpose of this study was to gather opinions of residents about priorities for Door County government. The County chose to work with the Survey Research Center (SRC) at the University of Wisconsin – River Falls to conduct a random sample survey of the adult population to assess their opinions about the importance of various County services.

Survey Methods

In May 2009, the Survey Research Center (SRC) at the University of Wisconsin – River Falls mailed surveys to 1,123 County residences. The surveys were followed up with reminder postcards and a second mailing to non-respondents. The overall response rate was 45 percent (506 completed questionnaires). Based on the estimated number of adults in the population of the County (24,246)¹, the results provided in this report are expected to be accurate to within plus or minus 4.4 percent with 95 percent confidence.

Any survey has to be concerned with “non-response bias.” Non-response bias refers to a situation in which people who don’t return a questionnaire have opinions that are systematically different from the opinions of those who return their surveys. **Based upon a standard statistical analysis that is described in Appendix A, the Survey Research Center (SRC) concludes that there is no evidence that non-response bias is a concern for this sample.**

In short, the data gathered in this survey is expected to accurately reflect public opinion among Door County adults.

In addition to the numeric responses, respondents provided additional written comments which were compiled by the SRC from the surveys. By prior agreement with Door County officials, the SRC stopped compiling comments after 378 surveys were received. **Appendix B to this report contains the compilation of the comments on the first 378 returned surveys.**

Appendix C contains a copy of the survey questionnaire with a quantitative summary of responses by question.

¹ 2008 Wisconsin Department of Administration Estimate

Profile of Respondents

Table 1 summarizes the demographic profile of respondents to the Door County Citizen Survey. Where comparable data were available from the 2000 Census of Population and Housing, they were included to indicate the degree to which the sample represents the underlying adult population in the County.

There are more males in the sample than would be expected. Statistical tests revealed notable differences between men and women in only five questions.

A second deviation from the expected demographic profile is with respect to age. There are fewer people under 45 years of age in this sample than the Census indicates should have been included. Our experience is that younger residents in most jurisdictions are less likely to participate in surveys than are their older neighbors.

A third demographic variable that deviated from the expected profile is the proportion of owners and renters. The population of renters is under represented among the respondents. Again, the experience of the SRC is that renters are less likely to return a completed survey than homeowners.

The sample contained a higher proportion of respondents with post-secondary education than was reported in the Census. The proportion of households with incomes above \$50,000 was slightly greater than reported in the 2000 Census. However, comparison of income data to the Census is problematic due to the age of the data and the growth of incomes since the 2000 Census.

With respect to employment status and the presence of children in the household, the sample aligns closely with the Census data.

The survey mailing list included only Door County addresses, and 95 percent of the respondents identified themselves as year-round Door County residents, with the remainder identifying themselves as seasonal residents. The opinions of the seasonal residents are remarkably similar to the year-round residents. Among the 40 questions on the survey, there were only four questions on which the response pattern of the seasonal residents differed significantly from the year-round residents. In those four cases, a higher proportion of seasonal residents chose the “don’t know” or “unfamiliar/no opinion” response, and these instances are noted in the text of the report.

The geographic distribution of respondents’ ZIP code aligns with the pattern of residential location for the adult population of the County.

The SRC performed additional analysis on the place of residence data by assigning the ZIP codes in the County to one of three “areas”: north of Sturgeon Bay, south of Sturgeon Bay, and the Sturgeon Bay area. Table 1a shows the distribution of ZIP codes into “north area,” “south area,” and “Sturgeon Bay area.”

About two-thirds of respondents have lived in Door County for more than 20 years, while about one in six respondents have lived in the County for ten or fewer years.

As we analyze the data, we will identify when various demographic groups have significantly different views.

Table 1. Demographic Profile of Respondents							
Gender	Count	Male	Female				
Sample	476	58%	42%				
Census	21,789	49%	51%				
Age 18+	Count	18 – 24	25 – 34	35 – 44	45 – 54	55 – 64	65+
Sample	471	1%	6%	9%	22%	26%	37%
Census	21,789	8%	12%	20%	20%	16%	24%
Children in Household	Count	With Children	Without Children				
Sample	467	23%	77%				
Census	11,828	28%	72%				
Residential Status	Count	Own	Rent	Seasonal			
Sample	487	87%	8%	6%			
Census	11,828	79%	21%				
ZIP code of Residence	54201	54202	54204	54205	54209	54210	54211
Sample ²	2%	5%	4%	0%	4%	3%	0%
2009 Estimate ³	1%	6%	7%	<1%	5%	<1%	1%
ZIP Code of Residence	54212	54213	54217	54226	54234	54235	54246
Sample ²	4%	3%	1%	<1%	5%	64%	3%
2009 Estimate ³	5%	<1%	2%	0%	7%	64%	3%
Length of Residency	Count	0 – 10 yrs	11 – 20 yrs	20+ yrs	NA		
Sample ⁴	476	17%	14%	66%	3%		
Employment Status	Count	Full-Time	Part-Time	Self Empl.	Unemp.	Retired	Other
Sample	476	37%	13%	9%	5%	35%	2%
Census (Age 16+)	22,710	54% ⁵		7%	4%	34% ⁶	
Highest Level of Education	Count	Less than High Sch.	High Sch. Dipl.	Some College/ Tech	Tech College Grad.	Bachelor Degree	Graduate/ Profess. Degree
Sample	476	3%	22%	26%	11%	21%	16%
Census (age 25+)	20,062	12%	39%	21%	7%	15%	7%
Annual Household Income Range	Count	<\$15,000	\$15-\$24,999	\$25-\$49,999	\$50-\$74,999	\$75-\$99,999	\$100,000+
Sample	455	7%	16%	25%	28%	13%	12%
Census	11,811	6%	12%	34%	27%	9%	12%

² Includes only ZIP codes in Door County. Three percent of respondents listed ZIP codes outside Door County (See Appendix B for detail).

³ 2008 Wisconsin Department of Administration Estimate

⁴ Census data does not contain a length of residence category.

⁵ Census employment data does not differentiate between full-time and part-time workers.

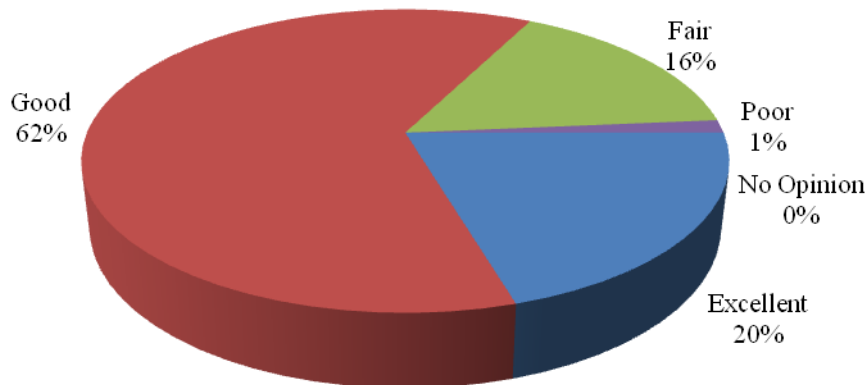
⁶ Receiving Social Security income

Table 1a. Assignment of ZIP Codes for Geographic Analysis		
North Area	South Area	Sturgeon Bay Area
Bailey's Harbor — 54202	Algoma — 54201	Sturgeon Bay — 54235
Egg Harbor — 54209	Brussels — 54204	
Ellison Bay — 54210	Casco — 54205	
Ephraim — 54211	Forestville — 54213	
Fish Creek — 54212	Luxemburg — 54217	
Sister Bay — 54234	Maplewood — 54226	
Washington Is. — 54246		

Quality of Life

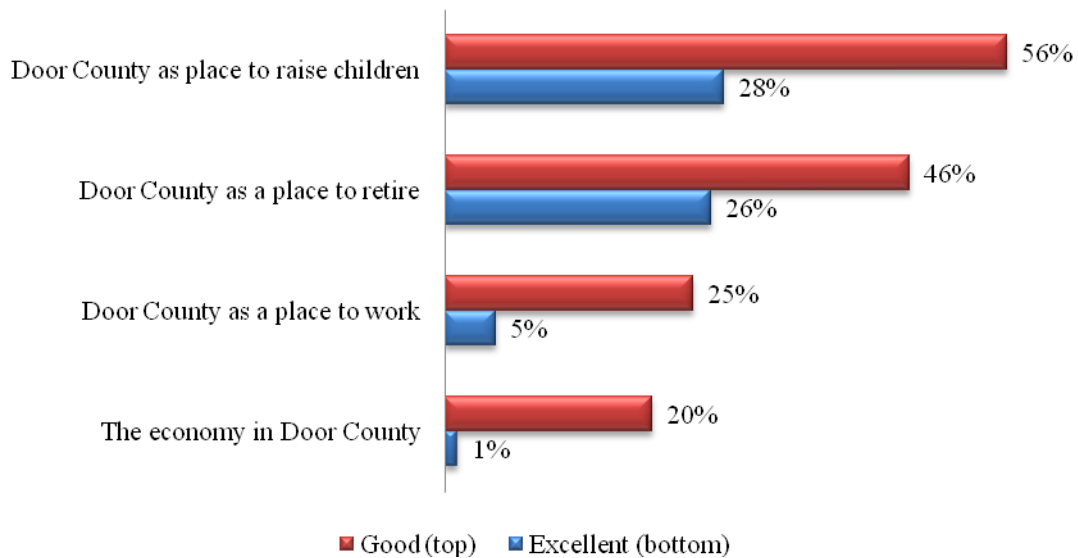
The initial section of the survey asked respondents a series of questions about the quality of life in Door County. Chart 1 shows that a large majority of respondents felt that the overall quality of life in the County is good (62%) or excellent (20%). A higher proportion of respondents from the northern area of the County said the quality of life was “excellent.”

Chart 1. Overall Quality of Life Rating



The next four questions asked respondents to rate specific components of the County’s quality of life. Chart 2 shows the proportions of those rating each of the four components as “excellent” or “good.” Substantial majorities gave “excellent” or “good” ratings to Door County as a place to raise children or as a place to retire. These positive opinions were in stark contrast to the lower ratings for the two economic questions. Less than a third said Door County is an “excellent” (5%) or “good” (25%) place to work. Only 20 percent said the County economy is “good,” and one percent said it is “excellent.” The survey was conducted during a severe global economic downturn, which undoubtedly affected the response pattern. Concerns about the economy and jobs are, as we will see, recurring themes in the results of the survey.

Chart 2. Opinions About Quality of Life Components



Among the demographic variables, the only noteworthy differences related to the area of residence within the County are:

- Regarding Door County as a place to raise children, a higher percentage of respondents from the north area and south area gave a rating of “excellent,” while those residing in the Sturgeon Bay area were more likely to give a rating of “good.” Seasonal residents were more likely to say they have “no opinion.”
- Respondents from the north area gave higher ratings to Door County as a place to retire.

General Value and Performance of Door County Government

When asked a series of three questions regarding their rating of the general value and performance of Door County government, respondents gave lukewarm ratings to all three: the value they receive for taxes paid, the County’s communication with its citizens about important issues and decisions, and how well the County welcomes citizen involvement. As shown in Table 2, most of the ratings were split between “good” and “fair.” The percentage of “fair” responses exceeded the “good” ratings for value of services for taxes paid and the rating for the communication between the county and its citizens. Slightly more respondents gave a “good” rating than a “fair” rating to the County’s welcome of citizen involvement. Relatively few respondents gave a rating of “excellent” or “poor” to any of the three items, although the percentage of “poor” ratings exceeded the percentage of “excellent” ratings in each question.

While the survey data do not provide an explanation for the relatively negative assessment of the value of services received for taxes paid to Door County, some possible explanations may include the following.

- First, communication with the public may be an issue. Given that six in ten respondents said communication from the County was “fair” or “poor,” a significant portion of Door County residents may have an incomplete awareness of the range of services and programs made available through Door County government.
- Second, and possibly related to the first, is potential misunderstanding among the public regarding the roles and responsibilities county government. The open-ended comments at the end of the survey sometimes pertained to services, programs, and decisions that are the responsibility of jurisdictions other than the County. Improved public understanding of the specific services and

programs that are the responsibility of Door County government may lead to an improvement in the perceived value of their taxes paid to the County.

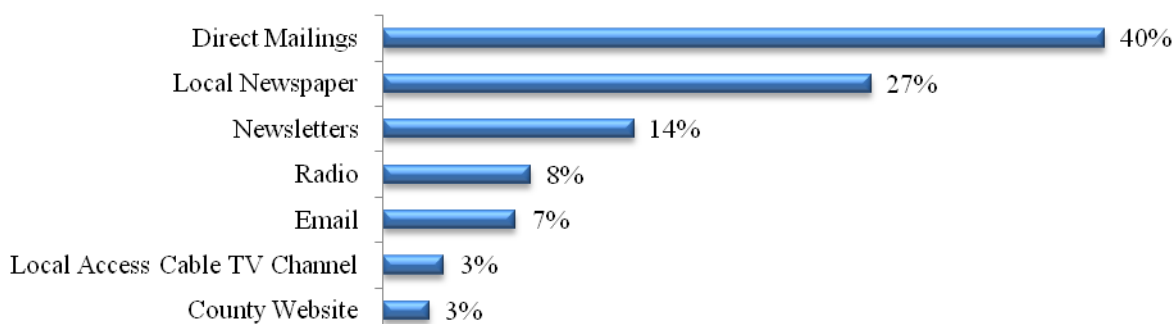
- Third, as noted previously, this survey was conducted during a severe economic recession, and the public sensitivity to tax issues was probably higher than usual.

Among the demographic groups, seasonal residents had a higher percentage of “don’t know” responses regarding how well the County welcomes citizen involvement.

Table 2. Ratings of General Value and Performance of Door County Government						
	Count	Excellent	Good	Fair	Poor	Don't Know
Value of services for the taxes paid to Door County	502	6%	33%	42%	14%	5%
Door County government's welcome of citizen involvement	497	4%	36%	32%	13%	15%
Door County government's communication with citizens about important issues and decisions	497	2%	28%	42%	22%	6%

As shown in Chart 3, respondents have definite preferences regarding the method of communication from the County about important issues and decisions. When asked for the best way to receive communication, the largest portion (40%) chose direct mailings. The local newspaper came in a distant second, with 27 percent. Newsletters, radio, email, local access cable TV, and the County website were far behind, polling no more than 14 percent and as little as 2 percent. Given earlier lukewarm ratings for the County's current communication with its residents, County officials may wish to increase the use of direct mailings to keep residents informed about important issues and decisions.

Chart 3. Preferred Method of Communication from County Government



Although direct mailings are the preferred means of communication for both retirees and those currently employed, retirees more strongly favored direct mailings than respondents currently in the workforce.

Importance Ratings of County Functions and Services

The largest portion of the survey was devoted to asking respondents to rate the level of importance of 30 Door County services and operations. The services and operations were divided into five topical categories: Operations and Administration; Natural Resources and Environment; Public Safety and Law

Enforcement; Human Services and Health; Transportation, and Other. Respondents were asked to rate each item on the following scale: Very Important, Important, Somewhat Important, Not Important, or Unfamiliar/No Opinion.

Overview of All Functions and Operations

Before analyzing the specific categories, we will examine an overview of the comparative levels of importance of all 30 items across all categories. Chart 4a and Chart 4b present two overviews of the data.

Chart 4a combines the percentages of “very important” and “important” responses for each service and operation and lists them in descending order. A majority of respondents said most county services and operations listed in the questionnaire are “very important” or “important.” The percentages among the 30 items ranged from 45 percent to nearly 100 percent. At least half of the respondents rated all but two items as “very important” or “important.” Several services and operations exceeded 90 percent, including road and bridge maintenance, which topped the list at 97%. Operating the countywide ambulance service, responding to public safety concerns, and prosecuting criminal cases had 95 percent each. Other items exceeding 90 percent included protecting ground and surface water quality, recording and maintaining vital records, and collecting property taxes.

At the other end of the spectrum, maintaining the County Fairgrounds was the lowest rated item (45%) and was the only item rated as “very important” or “important” by fewer than half of the respondents. Other operations and services that rated relatively lower (less than 60%) include maintaining the Cherryland Airport, financial assistance to landowners implementing environmental protection measures, and expanding parklands and outdoor recreation areas.

Chart 4a. Importance of County Services and Operations

Very Important + Important

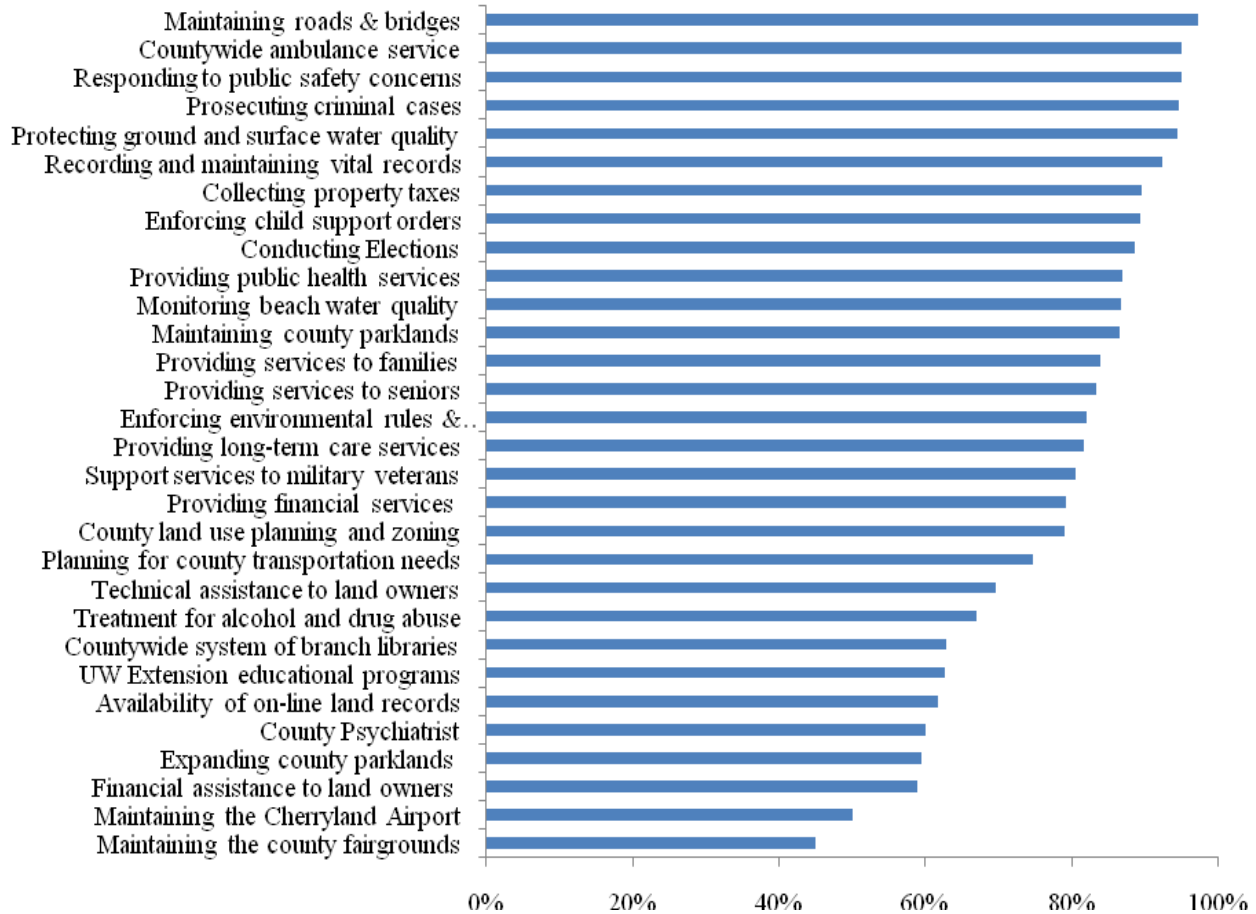
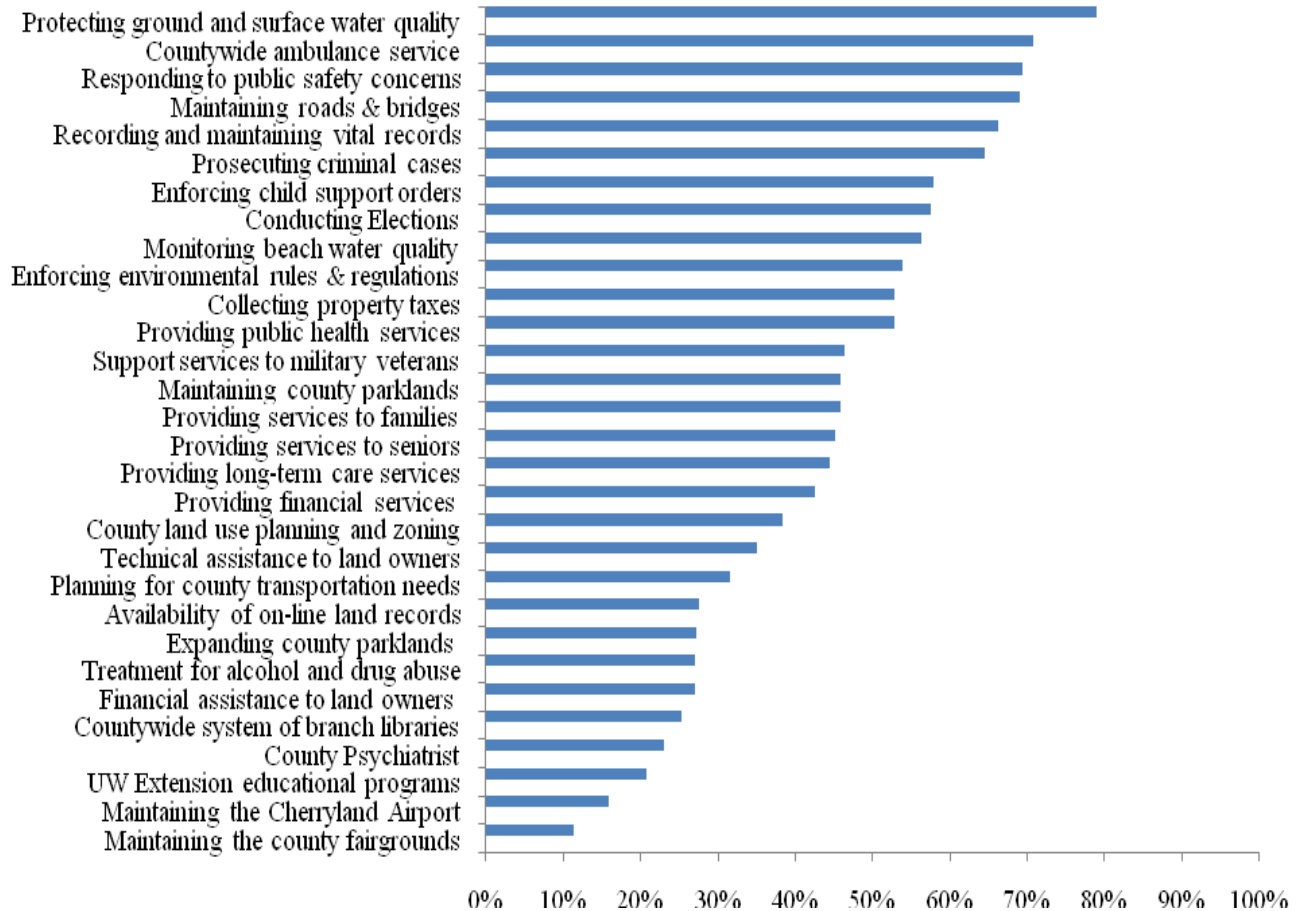


Chart 4b examines only the percentage of respondents identifying a Door County service or operation as “very important.” When comparing Chart 4b to Chart 4a, there are similarities in the rank order of the importance of services and operations. On Chart 4b, protection of ground and surface water quality has the highest ranking (79% “very important”). Operation of the countywide ambulance service (71%) and responding to public safety concerns (69%) are in second and third place on both charts. Maintenance of roads and bridges moved from first place on Chart 4a to a tie for third place (69%).

Additional operations and services which were viewed as “very important” by at least 50 percent of the respondents include the following: recording and maintaining vital records, prosecuting criminal cases, enforcing child support orders, conducting elections, monitoring beach water quality and posting appropriate warnings/closure announcements, enforcing environmental protection rules and regulations, collecting property taxes, and providing public health services.

Chart 4b. Importance of County Services and Operations

Very Important

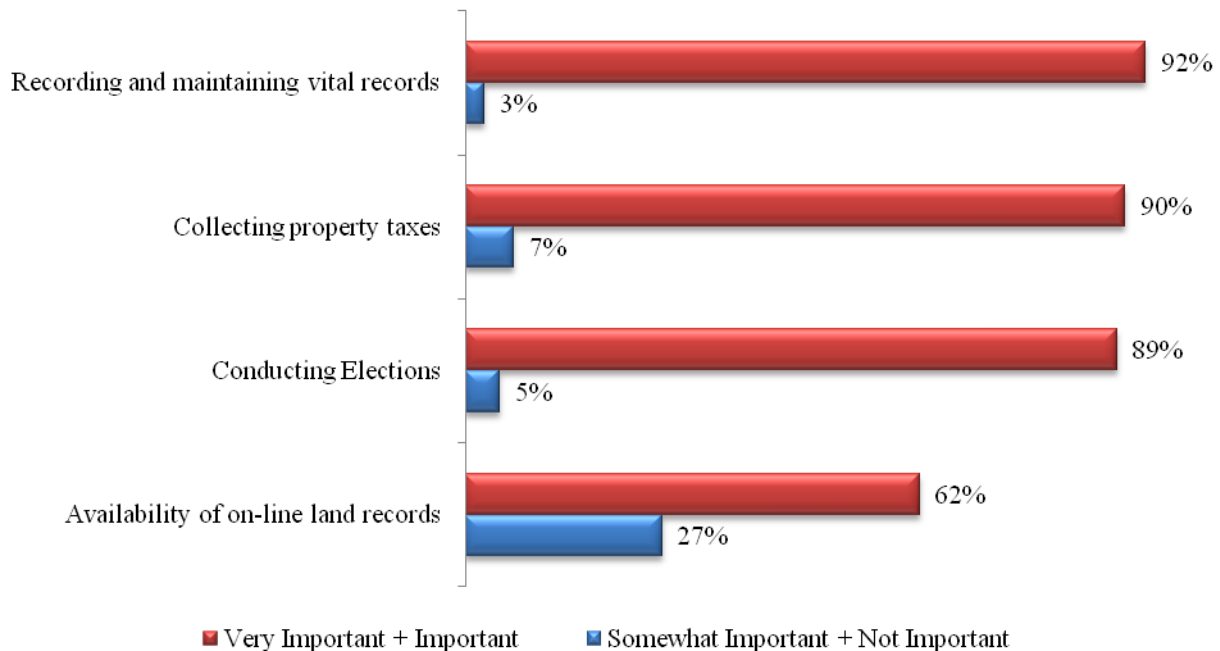


The following sub-sections summarize the importance ratings by category. To simplify the presentation, the charts in each sub-section combine the responses into two categories: “very important plus important” (top bar) and “somewhat important plus not important” (bottom bar). The “unfamiliar/no opinion” responses are not shown in the charts. For complete detail, refer to Appendix C.

Operations and Administration

This section asked respondents to rate the importance of three basic functions of Door County government and one newer service being offered by many counties. The three basic functions are recording and maintaining vital records, collecting property taxes, and conducting elections. As shown in Chart 5, large majorities, ranging from 89 percent to 92 percent, said these functions are “very important” or “important.” Although nearly two-thirds of respondents (62%) placed the availability of on-line land records in the top two categories on the importance scale, their overall importance rating of this newer service was substantially lower than the other three.

Chart 5. Importance of County Operations and Administration



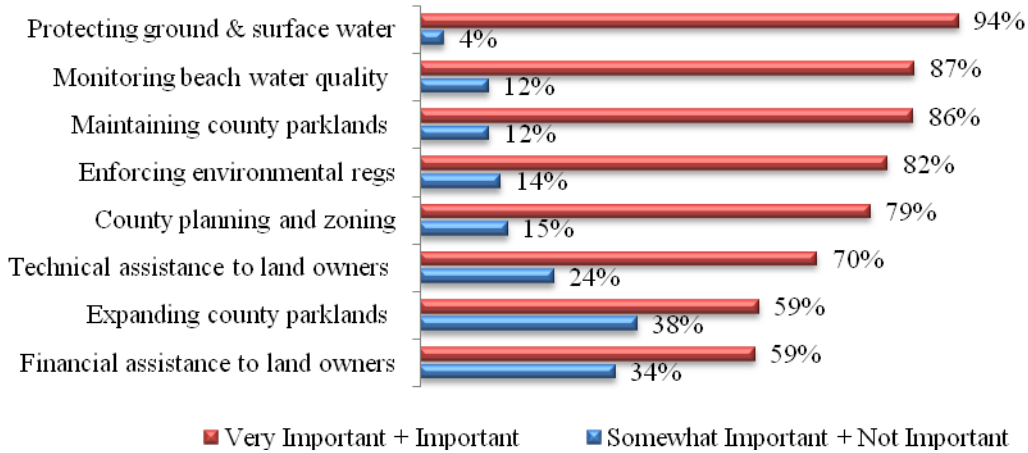
Among the demographic groups, women gave a higher rating to collecting property taxes compared to men. Seasonal residents were more likely to choose the “unfamiliar/no opinion” option regarding the administration of elections and the availability of online land records.

Natural Resources and Environment

As shown in Chart 6, Door County respondents gave high levels of importance to county operations and services related to the protection of the County’s natural resources and environment. Water quality topics were at the top of the rankings. More than nine in ten respondents said protecting ground and surface water quality is “very important” or “important.” Nearly as many (87%) placed high importance on monitoring the water quality of the beaches and posting appropriate notices when problems are observed. Additional evidence for the high value residents place on the natural resources of Door County is shown by the large majorities who said maintaining the County’s parklands (86%) and enforcing environmental regulations (82%) are “important” or “very important.” Other services and functions with high importance rankings include countywide planning and zoning (79%) and technical assistance to landowners implementing environmental protection measures (59%). Since Door County is well known for its natural beauty, it is not surprising that respondents placed a high level of importance on protecting the environment. The services and operations that protect those environmental amenities that make Door County an appealing place to live and that bring tourist dollars to the local economy are important to them.

Although still rated by a majority in the top two categories of importance, Door County respondents are less sure about the importance of expanding parklands and providing direct financial assistance (as opposed to technical assistance) to landowners implementing environmental protection measures. About six in ten respondents placed these two items in the top two importance categories, while more than a third said these items were “somewhat important” or “not important.”

Chart 6. Importance of Natural Resources and Environment



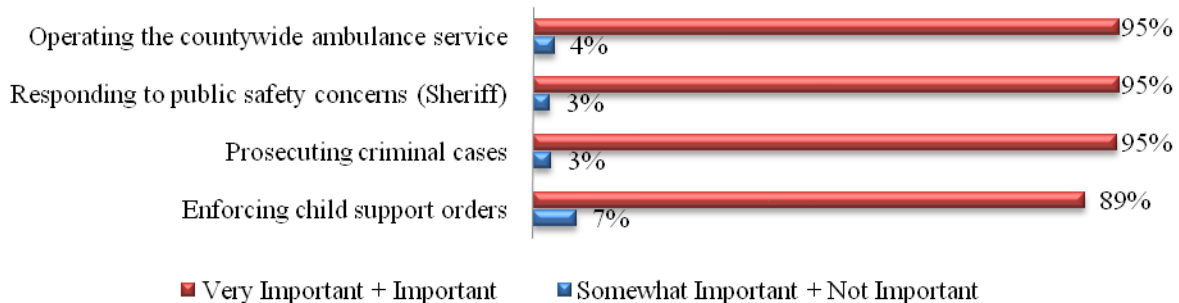
Among the demographic groups:

- A larger proportion of women said it is “very important” to monitor beach water quality and post warnings/closings as appropriate.
- Respondents younger than age 45 and those who rent their place of residence were more likely to say that it is “very important” to expand county parklands and outdoor recreation facilities.
- Those with post-secondary education and higher household incomes gave lower ratings to providing financial assistance to landowners implementing environmental protection measures.
- Ratings for the maintenance of parklands and outdoor recreation areas were not quite as high among respondents from the southern portion of the County.

Public Safety and Law Enforcement

When asked to rate four items related to public safety and law enforcement, Chart 7 shows very large majorities rated all four as “very important” or “important.” The highest percentages of ratings were in the “very important” category, ranging from 58 percent for enforcement of child support orders to 71 percent for the countywide ambulance service.

Chart 7. Importance of Public Safety and Law Enforcement



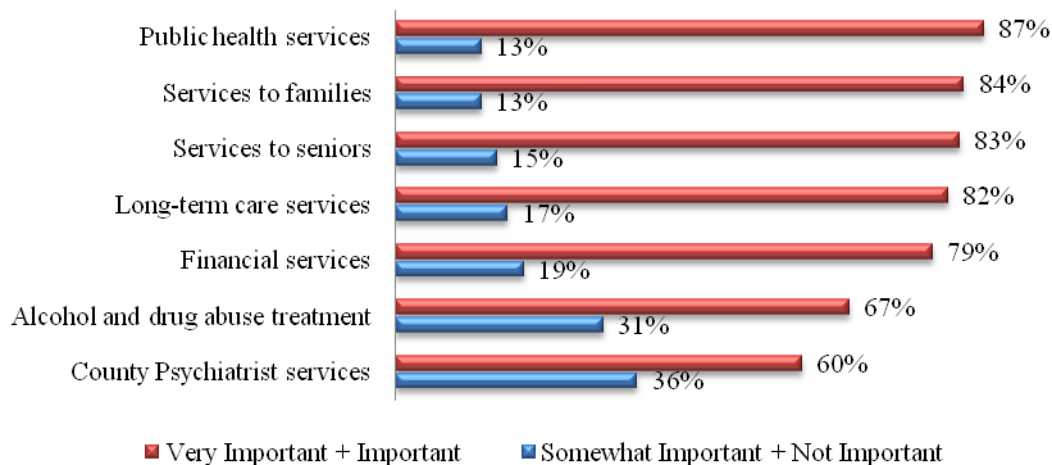
Women and those who rent their residence were more likely to rate enforcement of child support orders as “very important.”

Human Services and Health

Door County respondents were next asked to rate the importance of human services and health related functions. Again, large majorities gave high ratings to most items listed (See Chart 8). At least four of five respondents rated the following as “very important” or “important:” public health services, family services, senior services, long-term care services, and financial services. Respondents tended to split their ratings fairly evenly between “very important” and “important,” resulting in slightly smaller percentages of ratings in the “very important” category than was the case among the ratings in the natural resources & environment category and in the public safety & law enforcement category.

Smaller majorities also rated alcohol and drug treatment and the services of the County Psychiatrist as “very important” or “important.”

Chart 8. Importance of Human Services & Health



Among the demographic groups:

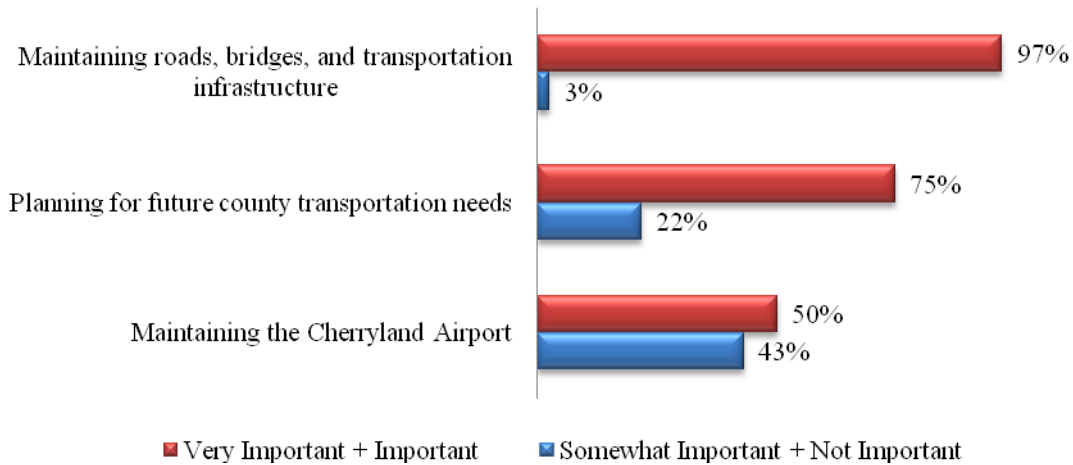
- Women were more likely to rate public health services as “very important.”
- A higher percentage of renters said financial services and long-term care services were “very important.”

Transportation

As shown in Chart 9, the maintenance of roads and bridges rated high on the importance scale among respondents. Within the 97 percent who rated it as “very important” or “important,” by far the largest proportion (69%) included it in the “very important” category. Although planning for future transportation needs was relatively high in importance, respondents tended to rate this item in the “important” category (43%) rather than as “very important” (32%).

Door County gave noticeably lower ratings to the importance of maintenance of the Cherryland Airport. While half of the respondents rated this item as “important” or “very important,” relatively few (16%) chose the “very important” rating. The highest proportion of responses falls in the two middle rating categories, with 63 percent of respondents having chosen either “important” or “somewhat important.”

Chart 9. Importance of Transportation

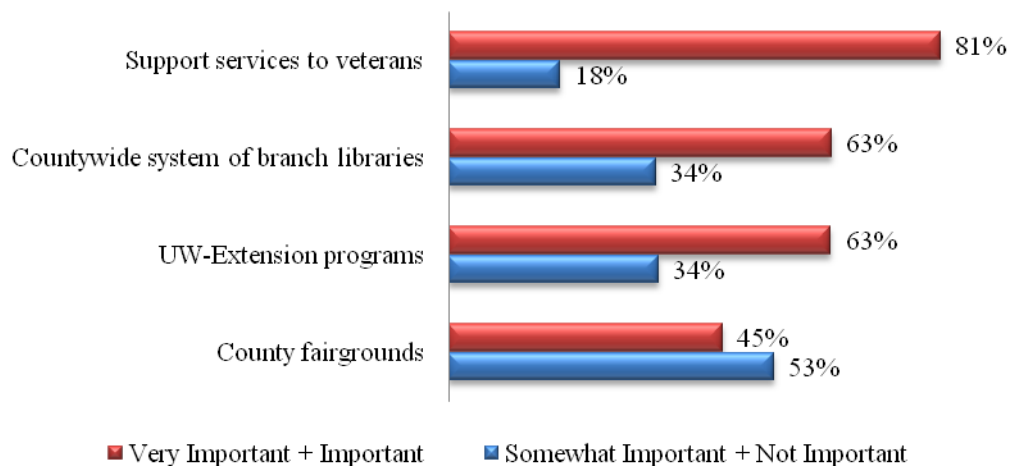


There were no differences across demographic groups in terms of their ratings of the transportation items.

Other services and functions

The last sub-section asked respondents to rate the importance of four items that did not fit into the previous sub-categories. This group included support services to veterans, the countywide system of branch libraries, the County Office of the University of Wisconsin – Extension, and maintenance of the County Fairgrounds. Chart 10 shows that support service to veterans received the highest importance ratings; eight in ten respondents placed it in the top two categories. Majorities said that the countywide branch library system and the programs from UW-Extension are “very important” or “important” (63%).

Chart 10. Importance of "Other" Services



Respondents had mixed opinions regarding the importance of maintaining the County’s fairgrounds. Slightly more than half said it was “somewhat important” (39%) or “not important” (14%), while fewer than half (45%) said it is “very important” or “important.” The SRC notes that maintenance of the fairgrounds is the only service or function among the 30 included in the survey for which fewer than half of the respondents rated as “very important” or “important.”

Although all demographic groups gave high ratings to support services for veterans, respondents without post-secondary education and those with household incomes below \$50,000 were more likely to say veteran's services are "very important" rather than "important." Respondents from the northern portion of Door County were more likely to rate the countywide library system as "very important."

Door County Government Priorities

The last two quantitative questions in the survey presented a list of 13 potential priority actions for Door County and asked respondents first to choose their top three priorities and then to identify their single highest priority from the list. Chart 11 combines the results of both questions. The top bar indicates the percentage of respondents placing each action among their top three priorities, and the bottom bar shows the percentage of respondents choosing each action as their single highest priority. The rank order of the priority actions is nearly identical whether ranked by the percentage in the "top three" or by the percentage of "highest priority."

Two priorities stood out at the top of the list and accounted for 70 percent of the votes for the highest priority. Not surprisingly, controlling taxes and spending was the top-ranking priority, having been chosen by 42 percent as their highest priority and included in their top three priorities by 73 percent of respondents. (In other surveys conducted by the SRC, concern about taxes and spending is usually the top issue among respondents.) Concerns about the employment opportunities in Door County and the County's overall economic condition expressed earlier in the survey (see Chart 2) were evident in the second place ranking for promoting economic development and jobs. More than six in ten respondents placed economic development and jobs among their top three priorities, and 28 percent said it was their top priority.

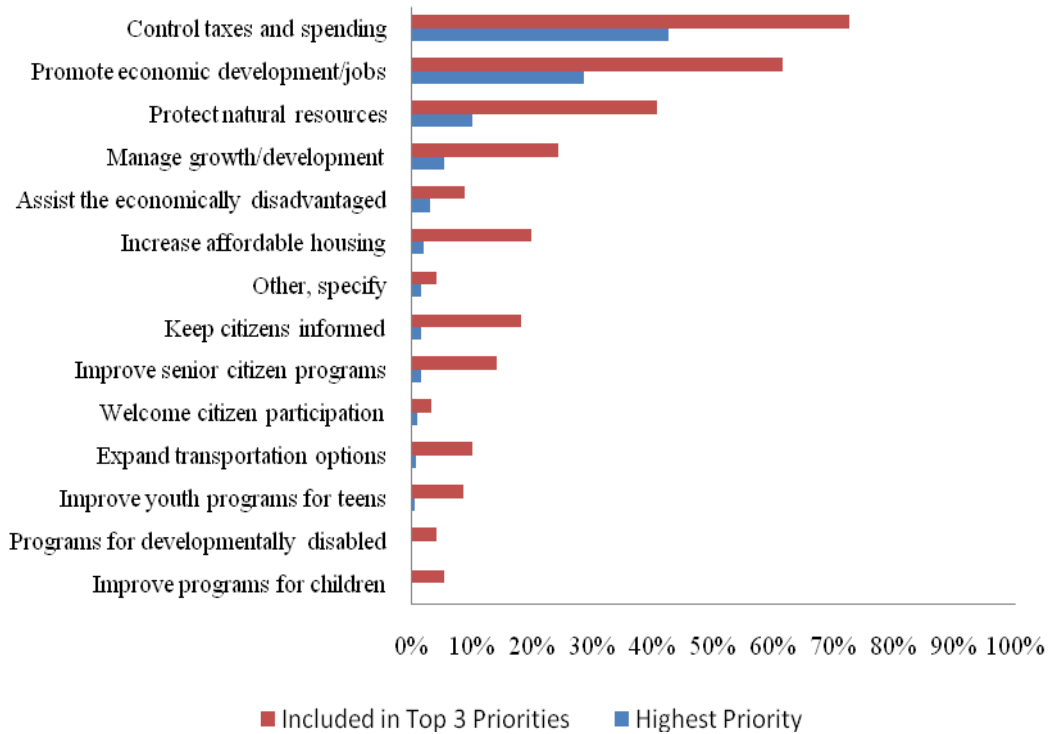
Rounding out the top three was protection of natural resources and the environment, which was chosen as the top priority by 10 percent and included among their top three by 41 percent.

There were several statistically significant differences among the demographic groups.

- Although control of taxes and spending was the top priority for nearly all demographic groups, it received a higher percentage of votes among men, those without post-secondary education, homeowners, and long-term residents (more than 20 years). The difference between homeowners and renters was the most evident; among renters control of taxes slipped to eighth place in their ranking.
- Promoting economic development and jobs was particularly important among the following groups: younger respondents (less than age 45), respondents who are employed, households with children under age 18, and those who have lived in the County for 20 years or less.
- Respondents with post-secondary education and respondents who have lived in Door County for 20 years or less were more likely to include the protection of natural resources and the environment among their top priorities.
- Management of growth and development was a higher priority among respondents above age 45, households without children, and among those with post-secondary education.
- Assistance to economically disadvantaged persons was a higher priority among lower income households and renters. However, respondents from the lowest income households still ranked this item as a relatively low priority.
- Renters were much more likely to give a higher priority to affordable housing.
- The following demographic groups were more likely to include the improvement of senior citizen programs among their top three priorities: retirees, respondents age 65 and above, respondents

without post-secondary education, households with no children, and households with less than \$50,000 annual income.

Chart 11. Priorities for Door County



Open-Ended Comments

Near the end of the survey, respondents were asked the following open-ended question, “Please add any comments that you would like considered during the 2010 budget process or that would enable Door County to provide better service in the future.” By prior agreement with Door County officials, the SRC stopped compiling comments after 378 surveys were received, resulting in the processing of 176 comments. In public opinion surveys like this, respondents who complete open-ended questions usually have relatively strong positive or negative feelings about some topic. It is worth noting, therefore, that in comparison to other public opinion surveys conducted by the SRC in Wisconsin, the 47 percent of respondents who completed this question (176 comments) is a smaller percentage than we normally receive. This might suggest a citizenry with relatively neutral opinions about Door County government.

Topic	Count	%
Services	51	29%
Taxes/Spending	34	19%
Infrastructure/Utilities	28	16%
Jobs/Economic Development	15	9%
Environment	13	7%
Communication	9	5%
Business	5	3%
Miscellaneous	21	12%
Total	176	

Further, as noted at the bottom of page 8, some of the comments reveal a level of misunderstanding about county government responsibilities. This suggests a need for the County to improve/expand its outreach efforts to citizens about the goods and services that local taxes provide.

The SRC grouped the answers into broad categories and are summarized in Table 3. The complete list of responses is included in Appendix B.

A broad category containing various services topped the list with 29 percent of the responses. Within the services category were law enforcement, health care, planning & zoning, youth service, senior services, education, and solid waste management. Although law enforcement and health care had the most comments among the services, respondents spread their comments widely among the types of services. Among the 51 comments in this broad category, law enforcement was mentioned eight times and health care was mentioned seven times. This large category was followed by the more specific categories of taxes/spending (19%) and infrastructure/utilities (16%).

Comments related to taxes and spending subdivided into smaller categories. Whether directed at a specific budget item or more broadly stated, the 34 comments on this topic focused on reduced spending. The following comments express that sentiment: *“Reduce property taxes, please.”* *“Seek control of expenses and keep taxes down.”*

The next largest group of comments focused on infrastructure and utilities (16%). Within this group, the largest number (22 of 28 comments) were related to transportation. Most comments about utilities called for increased availability of high-speed Internet service throughout the County.

If we examine specific topics within all the 176 written comments, the largest number of comments are specifically related to taxes/spending and transportation issues. (The numerically larger “Services” category contains several sub-categories unlike the more homogeneous “Taxes/Spending category”). The vast majority of comments regarding taxes called for reduced taxes and spending. At the same time, many other comments expressed a desire for additional or expanded services. This highlights a common dilemma for elected officials, i.e., the tension between taxpayer desire for fiscal restraint and requests for more public services.

There was a substantial drop-off to the remaining topics in the respondents’ comments. Jobs/economic development had 9 percent, and comments related to environmental issues had 7 percent.

Conclusions

The results of this survey indicate that, in large measure, Door County residents are pleased with the overall quality of life they have in the County. They are pleased with the County as a place to raise children and a place to retire. Perhaps reflecting the deep economic recession at the time of the survey, they are displeased with the County’s economy and with job prospects in the County.

When given a list of 30 Door County services and operations and asked to rate the importance of each, a majority of respondents tended to rate all as “very important” or “important.” This presents a dilemma for Door County decision makers when making budgetary decisions in difficult economic conditions.

The “Very Important” Priorities

Examination of only the “very important” responses helps identify the priorities of respondents. Twelve of the 30 services and operations were rated as **“very important” by at least half of the respondents** and are shown in rank order below.

- 1. Protecting ground and surface water quality**
- 2. Countywide ambulance service**
- 3. Responding to public safety concerns**
- 4. Maintaining roads & bridges**
- 5. Recording and maintaining vital records**
- 6. Prosecuting criminal cases**
- 7. Enforcing child support orders**
- 8. Conducting elections**
- 9. Monitoring beach water quality**
- 10. Enforcing environmental rules & regulations**
- 11. Collecting property taxes**
- 12. Providing public health services**

At the same time as they rate many County services and operations high on the importance scale, only four in ten respondents said they are receiving “excellent” or “good value” for their tax dollars paid to Door County.

Improving communication with citizens regarding county programs, services, issues, and decisions may offer an opportunity to improve the public’s understanding of county government.

Given their concern about the value they receive from their taxes paid and their concern about the economy and job prospects in Door County, it is not surprising that respondents said the top two priority actions by the County should be to control taxes/spending and to promote economic development and job creation. The third place rank for protection of the natural environment is also consistent with high importance ratings given to protecting natural resource and enforcement of environmental rules and regulations.

Appendix A – Non-Response Bias Test

Any survey has to be concerned with “non-response bias.” Non-response bias refers to a situation in which people who don’t return a questionnaire have opinions that are systematically different from the opinions of those who return their surveys. For example, suppose most non-respondents gave low ratings to the overall quality of life in Door County (Question 1), whereas most of those who returned their questionnaires gave high ratings to the County’s quality of life. In this case, non-response bias would exist, and the raw results would overrate public’s opinion about the quality of life in Door County.

The standard way to test for non-response bias is to compare the responses of those who return the first mailing of a questionnaire to those who return the second mailing. Those who return the second questionnaire are, in effect, a sample of non-respondents (to the first mailing), and we assume that they are representative of that group. In this survey, 352 people responded to the first mailing, and 154 responded to the second mailing.

We found seven variables with statistically significant differences between the mean responses of these two groups of respondents out of 60 tested. Table A1 indicates that even when statistical differences exist, the magnitude of this difference is very small and the interpretation of the results is not affected. **The Survey Research Center (SRC) concludes that there is no evidence that non-response bias is a concern for this sample.**

Table A1 – Statistically Significant Differences Between Responses of First and Second Mailings			
Variable	Statistical Significance	Mean First Mailing	Mean Second Mailing
5. The economy in Door County	.001	2.97	3.23
6. Value of services for the taxes paid to Door County	.039	2.72	2.90
7. Door County government’s welcome of citizen involvement	.001	2.90	3.25
8. Door County government’s communication with citizens about important issues and decisions	.033	2.97	3.16
15. Providing <u>financial assistance</u> to land owners implementing environmental protection measures	.013	3.11	2.85
38. Providing support services to military veterans	.037	2.77	2.60
39. Maintaining the county fairgrounds	.041	3.58	3.40

Appendix B –Door County Public Opinion Survey Comments

Question 40. *From the following list, please identify what you feel should be the three most important priorities for Door County government.*

'Other' responses

- Public Safety (2x)
- Badger Care
- Broad Band
- County health concerns
- County-wide system bike/walking paths.
- Downtown bridge traffic
- Extended home care
- Health, exercise, nutrition
- Help for dental health for young and old
- High Speed Internet access, county wide
- Improve drinking programs
- Law Enforcement/emergency planning
- Maintain psychiatric and mental health services
- Maintain roads
- Maintain roads and infrastructure
- Promote Tourism
- Property tax
- Providing affordable health care for all
- Road and highway safety
- These are all important to some persons. They all need help but work and help for those in need always are.
- Tourism
- Water protection
- Water quality

Question 42. *Please add any comments that you would like considered for the 2010 budget process or that would enable Door County to provide better service in the future.*

Services (51 responses)

- Law Enforcement (9x)
 - For the number of citizens and the crime rate in Door County, there are too many police. This number, if decreased, could save a substantial amount of tax dollars.
 - Improve on protecting rental property owners. Laws and system protects the criminal, currently.
 - Improving law enforcement of drunk driving and drug use in evening-too routine schedule
 - Need to work on our drug problems in Sturgeon Bay.
 - Reduce Sherriff's department manpower per capita to match other areas in the state.
 - S.B. Police: at 7am, drive north on 42, typically you will see 3 squad cars. There's too many law officers during winter and fall seasons!!
 - Too many police riding around in city, park cars and walk streets.
 - When you arrest someone, follow through. Don't keep giving (illegible) court system? Hard to live next to a drunk (DUI) shooting into neighbors home. Him and wife drunk all the time. I'm scared. A family might have Badger Care, but you cannot find doctors or dentists that will take Badger Care.
- Health Care (6x)
 - All the above are important, I am very concerned about the mental health system; they are given too many dangerous drugs with horrible side affects and told they must live like this. They are given no hope at all. They are just given a bag of drugs to live with I am sorry, but I will not live like this. I believe in other forms of healing: Christ's LOVE!
 - Consider extended home care for the elderly with the immediate need of a nursing home. It may be even less expensive. The elderly would appreciate living in their own home
 - Long-term care is not the job of government. Promote tourism. It brings the bulk of revenue to Door County.
 - Lower medical costs-such as office calls-health screenings, so people can afford these health screenings and have them done, instead of not.

- Make the national focus issues the county focus issues: i.e. health care.
- Question 25. should not be a county responsibility. Privatize. Too big cost. People do not pay, it's written off.
- Planning and Zoning (6x)
 - Comprehensive planning and zoning countywide. Discourage overly restrictive regulations by individual townships.
 - Stop the building of any more condominiums.
 - Too much zoning laws that are made for the rich not for common sense.
 - Use common sense to interpret laws and regulations before insulting home owners request for improvements. Look, appreciate what a citizen may have don't in past. i.e. planting more trees than what may have been on property before killing any request.
 - We need affordable housing--keep Door County open to all.
 - Zoning office is over staffed and zoning fees are too high.
- Youth Services (5x)
 - Collaborate with more organizations like the YMCA.
 - Expand child and youth programs.
 - I think it's sad that the only programs offered to youth regularly come from the YMCA with its unaffordable membership rates and expensive program fees.
 - Safe recreation areas designed for youth/teens.
 - We need programs for the children to do so they stay out of trouble.
- Senior Citizen Services (5x)
 - Help seniors with low incomes.
 - It is important that the citizens of Washington Island, especially our elderly citizens, receive the same level of benefits as those living on the main land.
 - Place funding for the elderly before material wants, i.e. purchase of real estate, memorials, etc.
 - The lack of public transportation is a detriment to the quality of senior citizens lives. Our county is so ideal as a place to live but seniors definitely need a way to get to doctor, hospital, dentist, lawyer, etc.
 - With future high projection rates of citizens in Door County over the age of 65, I am concerned about having sufficient medical and other services for the elderly.
- Education (4x)
 - Education, energy.
 - Education: bring in a college here in Door County.
 - Merge schools
 - NWTC is outlandish especially because the Island receives almost no benefit.
- Solid Waste Management (3x)
 - I would like to make a comment about Sturgeon Bay's "Spring Pick-Up." My understanding is that it was discontinued because of the mess. I would like to suggest, as would many other residents I've spoken to, that the Spring Pick-Up be brought back. However, I think the "window" of having items curbside should be narrowed to 2 weeks. MANY of the items would be picked up to be used by others and metals would be collected and sold. Not only is this a way to shave unwanted items with others, it is obvious that so much less
 - Provide more free appliance, TV, monitors, battery recycle drop-off events. Better upkeep and maintenance at our local public cemeteries.
 - Trash must be picked up by city workers or added to the landfill. Please consider my suggestions.
- Other Services and general comments (13x)
 - 26 - 28 should only be U.S. citizens. People realize it is easy to get benefits up in Door County. Non-mandated services need to be phased out - costs are killing us.

- Address needs of Hispanic community.
- All government business or requests for assistance in English!!
- Always be sure that county government is not providing services that can be or are available through other entities or organizations.
- Care of most fragile people and families should be valued.
- Help people that need to put in septic systems that are low income that need help. Also help people who need to have a place to live like low income places for them, and help people that are disabled and can not work get their social security.
- Human services are more important then acquiring equipment of things
- I don't think Door County can provide better service.
- Look at splitting monies used for the baseball fields with the soccer fields.
- The county provides a valuable records storage service.
- The government can not provide for every human need. People need to take responsibility for themselves.
- We think the county is doing a good job with the social services offered.
- With the information available on the computer the extension office serves no purpose. I enjoy county fairs, but the participation in and quality of the Door Cty. Fair is low and should be eliminated.

Taxes/Spending (34 responses)

- Controlling taxes and spending is important but often spending is tied to state mandates and it is difficult to make considerable cuts.
- Cut cost of repair by privatizing the work to other constructions companies. Save taxpayer money by having only one superintendent for all the schools in Door County.
- Cut unnecessary programs
- Do not be so fast in giving money out. Some people are playing the system. Better check on people asking for help.
- Don't mortgage our future.
- Except for major one-time expenditures (i.e. Justice Center, Highway Shop or major road improvement projects), the county should not borrow money long term to pay for yearly services.
- Eliminate overlap of regulation between state and county regarding many land use issues i.e. if state regulates wetlands and storm water, why waste county tax \$ doubling up on bureaucracy?
- Government should be expedient.
- High property taxes are killing growth of city.
- Hold accountable any person or persons employed by, or elected to any governing body or bureaucracy, or "service" program/position. That means when there is waste, poor decision-making, financial irresponsibility, ineptitude, or just plain stupidity (i.e. Head of County Parks), make them accountable to the taxpayer, and make the consequences public!
- How about giving seniors on SS a break on our taxes. Between the city and county taxes, you are taxing us out of our homes.
- I feel we do not need a county administrator because it would save the county over \$100K/year. I think the county would run just as well without this position.
- If everyone else is down 20% on workforce, wage, and employees, why isn't county?
- If the county could do anything to control or lobby against high real estate taxes that would be welcome. Did not mark that as a top priority, I do realize to accomplish or meet other priorities, taxes are a necessity, but just feel property taxes is not always most agreeable type of tax.
- Keep a balanced budget even if it means cutting services!
- Less government! Unfortunately, County government is following state and federal-bigger is better. We are becoming a nation relying on government hand outs. We need to keep our personal independence. We must have a balanced budget and take a serious look at cutting programs across the board.
- Lower taxes for low income widow's such as myself.
- Management is top heavy. If layoffs are needed, all county employees should be considered, not just union employees.

- Marina's crazy spending - Egg Harbor, Gill's Rock. Fire Dept's crazy spending. Justice center, crazy spending. Door County seniors drive the economy
- Most important is control of taxes and spending.
- Our home values have "plummeted" and yet our taxes keep going up!!
- People without children should pay less taxes than with same goes for single people.
- Pretty soon we'll be taxed out of our homes and forced to leave. 37 other states than Wisconsin are good to seniors and freeze or limit tax increases and provide help. Not Wisconsin!
- Privatize Sturgeon Bay Street Department (downsize number of employees that overate out of Court House). Greatly overstaffed for services that are provided. Could cut 33% and not lose any services. Most (retirees) have no voting privileges, they're down south in winter, and are forced to pay.
- Quit dragging things out and taxing to micro manage
- Reasonable increase in taxes for our government services is okay and supported.
- Reduce property taxes, please.
- Seek control of expenses and keep taxes down.
- Stop acquiring more property, i.e. parks, airport and properly maintain properties already held.
- Stop wasting tax payers money. Example, street sweeper. It does nothing; waste of gas and labor cost. County Highway employees. I see five guys standing around talking and one guy is working. I see this far too often.
- Take into consideration the programs available and funded by the state and fed when budgeting for "entitlement" programs.
- Taxes are too high on Washington Island because we pay for services we don't get.
- Try to lower taxes, the average person is almost impossible to retire in Door County because the unbelievable prices of homes and tax rates of Door Cty. I know of people that retire in Keweenaw Co., Manitowoc Co, Sheboygan Co, because the difference in prices on homes--paid about 2/3 the price for the same quality, I can't believe it.
- Your priority should be cutting property taxes.

Infrastructure (29 responses)

- Transportation (22x)
 - Better planning-the new bridge layout is a disaster
 - Clearing roads in winter.
 - Close the Race Track completely if you are not going to enforce the noise ordinance. I have recorded decibel readings well above the 85-decibel limit set by the city for this racetrack. It is time to close it or move it or make the cars quieter and stop the dusty pollutants that come and cover our cars and homes. We have to breathe that toxic stuff. Wise up and use your common sense. It's time for change!!!
 - Do not take over bridge or do not purchase old bridge as you did railroad bridge for a dollar. Learn!
 - I have 40 years+ experience in highway maintenance and construction. Door County Highway is the most inefficient operation I've seen. I could recommend many many improvements. Your management staff and union employees are both responsible for your unproductive environment. Get together and operate like a business!!
 - Dump the old bridge in the bay!!
 - I think the County Highway Department and City Street Department should be one organization.
 - I would like to see the county side roads plowed better. I am an emergency medical personnel and live close to two others. We need these roads plowed better and more often.
 - Improve crack filling with tar on roadways, strips of tar coming up from bad procedures all over town.
 - Provide walking friendly environment in Door County (sidewalks). Sturgeon Bay needs sidewalks, especially down Egg Harbor Road that are tree lined!! We need a walking friendly city.
 - Realistic highway budget to provide better level of service and not an attractive budget to County Board.
 - Remove old down town bridge!

- Road Work--why do 1 mile or 9 miles of a county road ("S") without doing it all?
 - Lack of public transportation can be overwhelming.
 - Take down the old bridge. It is an eyesore that would free up money to do more important and worthwhile things.
 - Take the 13 million dollars and use it for more economical things than refurbishing the ages old bridge.
 - Terrible plowing of snow in winter. Sometimes it takes two days to get roads plowed. Not safe anymore to travel in Door County in winter, will consider leaving county if things don't change soon!
 - The county definitely has a responsibility to provide a safe, functioning transportation system (roads, etc.).
 - The traffic pattern caused by the new bridge needs to be studied and changed. The north bound traffic is just "dumped" into the neighborhoods on the north side of the bridge. 3rd Ave should be made 2 way and traffic should be encouraged towards the commercial district.
 - Very important for Sturgeon Bay to get their streets "two way," proper signages to bridges and STOP LIGHTS where necessary. It's amazing there have not been more accidents at Third and Fourth Avenues/Michigan Street (straight ahead/South, left or right turn). One is so busy looking for sights one-way, etc. You can't look at the store fronts.
 - Work to provide paths and alternate routes for biking and walking. Door County is a great place to promote biking--there is no reason a system of transportation can't be built linking the towns. many of the roads are not wide enough to simply put up a sign and call that a bike path/lane.
 - Would be great for county to provide a skateboard/bike park for youth in the city. More bicycle lanes would be appreciated. Some of the city streets are in need of immediate repair.
- Utilities (Internet, Telecommunication) (5x)
 - Broadband access - the "privates" have had ample opportunity and have failed. This is the cornerstone to economic development and to educational enrichments for all, especially the student population. When the top officer of one of the nation's largest foundations must leave their homes and travel to an in town coffee shop "to connect", there is something very wrong with Door's infrastructure.
 - Countywide access to affordable high speed Internet service should be a top priority.
 - I would like to see rural areas receive cable/DSL service and anything you could do to promote that would be appreciated.
 - Look to offer cable countywide, which would allow a better potential computer service.
 - Need to bring in more companies in the electronic field like internet, cell phone services to start catching up with the rest of the world
 - Other infrastructure (1x)
 - For seniors up north there is little or no infrastructure.

Jobs/Economic Development (15 responses)

- Better paying permanent jobs are needed besides tourism.
- Bring in jobs.
- Create more jobs with decent wages and benefits. Most jobs are part time with no benefits or seasonal jobs. Young people are leaving after high school and going out of Door County to find work. It is hard to raise a family and stay in Door County if there aren't many jobs or decent paying jobs. Employers need to start hiring more Door County residents also, instead of hiring elsewhere. Put people to work-get them off assistance.
- Full time job opportunities year round are lacking.
- I think the biggest issue concerning Door County is to attract industry that would provide the residents opportunities to earn a wage they can live on. The tourism industry does not provide these opportunities.
- Jobs that enable our citizens to live and remain here
- Promote green jobs with benefits to help keep people working in Door County.

- Promote jobs.
- Promote/support economic growth. In order for young families to return home, we need to receive a decent wage job.
- Since tourism accounts for a significant portion of the economy, and since so many tourism businesses fail, county government needs to work with tourism to identify ways to make this part of our economy better and support the tourism industry.
- The average worker cannot make enough money to live here and most who do work 2-3 jobs just to make ends meet.
- The promotion of jobs is necessary for Door County. The above (extended home care) would probably create more jobs.
- We need jobs that allow us to afford to comfortably live in Door County
- We need year round jobs to keep our young people home or wanting to come back after college to live and work here instead of working outside Door County and coming back after retiring.
- What is Door County? Tourism based (service jobs) or manufacturing based? Must decide and strive for that!!! Ever growing gap between upper and lower classes. No middle class left.

Environment (13 responses)

- Abandoned buildings torn down for green space (i.e. Kmart)
- As hard as it was to prioritize without protecting and sustaining our environment, which supports all life, all the rest is pointless. Respecting our environment first results in respecting everything else that is life sustaining.
- Door County has so much to offer--beautiful land and water.
- Important to Door County: clean air, water, beaches, woods and parks.
- In Door County, each village or township has its own zoning laws. Can Door County legally establish uniform zoning to prevent inappropriate land use? It's a complicated issue, but Door County's environment is fragile. (In some spots, it's 10 minutes to the water table-crevices abound!) Zoning control is needed to protect our beautiful Peninsula from over development. For my part, for example, Wisconsin Dells is a perfect eye sore i.e. what could happen to Door County if human greed is allowed.
- Incorporate sustainable practices. Employ the Natural Step framework and there will be a trickle down of positive benefits.
- Maintain air quality. Keep up what you're doing, good job.
- Need more useable, child friendly green space.
- Need to protect the ground water quality and surface lakes.
- Renewable energy! Wind turbines and solar panels!
- The county through zoning and planning must aid in protecting the environmental integrity of peninsula land.
- The rich natural resources of this particular place is the answer to every single question asked above, without keeping the indigenous characteristics viable, there could not be any of the programs for the Door County citizens - from youth to seniors. Thus budgets must include funding for both God's natural infrastructure and man's engineered infrastructure in order to maintain a quality of life that includes all people.
- These green jobs can help protect our natural resources and environment (water quality). I was traveling to Green Bay to work until this Spring.

Communication (9 responses)

- Better communication and more transparency in County Government.
- County board or municipal elected officials who are frequently uninformed regarding issues, swayed by those who have the most political power, do not welcome citizen input into local government. Engage constituents.
- I am a new resident in Door County. This is my second year living here. I think the county government officials need to be more proactive in keeping citizens informed of county issues over the internet and news

media. I also believe they would do a much better job of working with citizens via committees and communication.

- I feel that far too often the opinions of the few are being pushed upon others in this county, because they are more vocal, organized, and very pushy. I would like there to be more truthfulness towards the city about what is being done with Steel Bridge money.
- Inform citizens of what's happening.
- Involve people more in major decisions (i.e. justice center, bridges, etc.).
- Making Door County resources available online at least a website where the process can start. I find it confusing that there are several locations to apply, to find which place offers which resource. Maybe there already is one?
- Must involve maximum citizen involvement in government through town hall type meetings throughout the county (listening sessions) and surveys like this.
- Start listening to the voter on transportation and speeding issues.

Business (5 responses)

- Business can come to Door County and still compete with the world.
- Grocery store on west side of City of Sturgeon Bay.
- Grocery store on west side of Sturgeon Bay needed. Do not need three grocery stores all within a mile on east side - as Super Walmart, Econo, and Pick & Save.
- If a Super Walmart does come to be and jeopardizes one of the two existing stores futures, that store should relocate on the west side. There is a need for a food market possibly located near Target.
- We can't get one major store, Walmart, in S.B.

Miscellaneous (21 responses)

- County Board start thinking in the real world!
- Have a county officials enroll in common sense class!
- Have government buy local.
- I think Door County is great place to live if you have the money.
- Items b and d need to be balanced.
- Keep up the good work!
- Let citizens vote on and help decide issues such as Super Walmart.
- Make some decisions and stop the infighting!
- Open-minded people.
- Other items on the priority list are VERY important: increase affordable housing
- Our incomes and investments have decreased.
- Put the citizens of Door County first and the tourists second.
- Questions 6-9 are two different question groups into one question. Need to separate!
- Summertime activities, and strong community network HOWEVER, the seasonality of Door County
- This survey is a good idea. And quite thorough. Thanks for the opportunity!
- This survey should have a comment area after each section (just room for a one-liner). By the way, we never received "the first" survey you said you sent us.
- Too many chiefs, not enough Indians!!!
- Too many personal agendas in government.
- We live here but don't have time to enjoy home. The county government is either of the old boy school or retired from Illinois and now "I want to tell everyone how to live."
- We must keep Door County available to regular working people. Don't just try to invite rather well-incomed guests
- You've done a commendable service to Door County in your management so keep up the good work. No complaints I can think of.

Question 45. *Employment Status*

'Other' responses

- Disabled (5x)
- Caring for sick child
- Homemaker
- Retired and seasonal part time
- Wife

Question 51. *Zip Code*

'Other' responses

- 44870
- 53122
- 53132
- 53211 NE Milwaukee
- 53213
- 54228
- 54235
- 54301
- 60015
- 60045
- 60201
- 60644
- 60656
- 61111
- 61614
- 77019

Appendix C - Quantitative Summary of Responses by Question

Door County Citizen Survey - 2009

****Please return by May 15, 2009****

Using blue or black ink, please fill the circle that most closely matches your response on the following:

Please fill the circle: Like this: ● Not like this: ✓ ✗ /

QUALITY OF LIFE – PLEASE RATE EACH OF THE FOLLOWING ASPECTS OF QUALITY OF LIFE IN DOOR COUNTY:

	Excellent	Good	Fair	Poor	No Opinion
1. Overall quality of life in Door County today	20%	62%	16%	1%	0%
2. Door County as a place to raise children	28%	56%	9%	2%	6%
3. Door County as a place to work	5%	25%	41%	23%	6%
4. Door County as a place to retire	26%	46%	18%	6%	4%
5. The economy in Door County	1%	20%	53%	23%	2%

GENERAL VALUE AND PERFORMANCE OF DOOR COUNTY GOVERNMENT – PLEASE RATE EACH OF THE FOLLOWING:

	Excellent	Good	Fair	Poor	Don't Know
6. Value of services for the taxes paid to Door County	6%	33%	42%	14%	5%
7. Door County government's welcome of citizen involvement	4%	36%	32%	13%	15%
8. Door County government's communication with citizens about important issues and decisions	2%	28%	42%	22%	6%
9. What is the BEST way for the County to inform you of important issues and decisions? Mark ● one only.					

Direct Mailings	Radio	Local Newspaper	Newsletters	County Website	Email	Local Access Cable TV Channel
40%	8%	27%	14%	3%	7%	3%

IMPORTANCE OF COUNTY SERVICES/OPERATIONS – PLEASE RATE HOW IMPORTANT A PRIORITY YOU FEEL EACH SERVICE SHOULD BE TO DOOR COUNTY GOVERNMENT:

OPERATIONS AND ADMINISTRATION	Unfamiliar/ No Opinion	Very Important	Important	Somewhat Important	Not Important
10. Conducting elections	7%	58%	31%	4%	1%
11. Recording and maintaining vital records (deeds, mortgages, other documents)	5%	66%	26%	2%	0%
12. Availability of on-line land records	12%	28%	34%	19%	7%
13. Collecting property taxes	4%	53%	37%	6%	1%
NATURAL RESOURCES AND ENVIRONMENT	Unfamiliar/ No Opinion	Very Important	Important	Somewhat Important	Not Important
14. Enforcing environmental protection rules and regulations	4%	54%	28%	12%	2%
15. Providing <u>financial assistance</u> to land owners implementing environmental protection measures	7%	27%	32%	24%	10%
16. Providing <u>technical assistance</u> to land owners implementing environmental protection measures	7%	35%	35%	19%	5%

NATURAL RESOURCES AND ENVIRONMENT (CONT.)	Unfamiliar/ No Opinion	Very Important	Important	Somewhat Important	Not Important
17. Protecting ground & surface water quality	1%	79%	15%	4%	0%
18. County-level land use planning and zoning programs	6%	38%	41%	12%	4%
19. Expanding county parklands and outdoor recreational areas	2%	27%	32%	28%	11%
20. Maintaining county parklands and outdoor recreational areas	1%	46%	41%	11%	1%
21. Monitoring beach water quality and posting warnings/closings as appropriate	1%	56%	30%	10%	2%
PUBLIC SAFETY AND LAW ENFORCEMENT	Unfamiliar/ No Opinion	Very Important	Important	Somewhat Important	Not Important
22. Responding to public safety concerns (County Sheriff's office)	2%	69%	26%	2%	1%
23. Prosecuting criminal cases	2%	65%	30%	3%	0%
24. Enforcing child support orders	4%	58%	32%	6%	1%
25. Operating the countywide ambulance service	1%	71%	24%	2%	1%
HUMAN SERVICES AND HEALTH	Unfamiliar/ No Opinion	Very Important	Important	Somewhat Important	Not Important
26. Providing services to families (child protection investigations, foster care, delinquency services, etc.)	3%	46%	38%	10%	3%
27. Providing services to seniors (nutrition, transportation, socialization, benefits counseling, education experiences, etc.)	2%	45%	38%	13%	2%
28. Providing financial services (medical assistance, food stamps, BadgerCare Plus, care for children, etc.)	2%	43%	37%	14%	5%
29. Providing long-term care services (disabled adults, at-risk elderly)	2%	45%	37%	14%	2%
30. Providing public health services (immunization clinics, home visits, health screenings, etc.)	0%	53%	34%	11%	2%
31. Providing treatment for alcohol and drug abuse	2%	27%	40%	24%	6%
32. Providing psychiatric care services through the County Psychiatrist	4%	23%	37%	27%	9%
TRANSPORTATION	Unfamiliar/ No Opinion	Very Important	Important	Somewhat Important	Not Important
33. Maintaining roads, bridges and transportation infrastructure	0%	69%	28%	2%	0%
34. Maintaining the Cherryland Airport	7%	16%	34%	29%	14%
35. Planning for future county transportation needs	3%	32%	43%	19%	3%

OTHER	Unfamiliar/ No Opinion	Very Important	Important	Somewhat Important	Not Important
36. Providing for a countywide system of branch libraries	3%	25%	37%	27%	7%
37. Extension/educational programs supporting Agriculture, Family Development, 4-H/Youth Development, Nutrition, and Community Development	3%	21%	42%	28%	6%
38. Providing support services to military veterans	1%	46%	34%	16%	3%
39. Maintaining the county fairgrounds	2%	11%	34%	39%	14%

DOOR COUNTY PRIORITIES

40. From the following list, a – n, mark what you feel should be the **THREE** most important priorities for Door County government. Mark • three only.

- | | | | |
|-----|--|-----|---|
| 9% | a. Assist the economically disadvantaged | 73% | h. Control taxes and spending |
| 62% | b. Promote economic development/jobs | 9% | i. Improve youth programs for teens |
| 10% | c. Expand transportation options | 18% | j. Keep citizens informed of county government decisions/programs |
| 24% | d. Manage growth/development (land use) | 3% | k. Welcome citizen participation in county government |
| 20% | e. Increase affordable housing | 6% | l. Improve programs for children |
| 41% | f. Protect natural resources/environment | 4% | m. Provide programs for developmentally disabled persons |
| 14% | g. Improve senior citizen programs | 4% | n. Other See Appendix B |

41. From the preceding list, a – n, write the **LETTER** of the **HIGHEST PRIORITY** for Door County government. **Please write one letter only.**

- | | | | |
|-----|--|-----|---|
| 4% | a. Assist the economically disadvantaged | 42% | h. Control taxes and spending |
| 28% | b. Promote economic development/jobs | 1% | i. Improve youth programs for teens |
| 1% | c. Expand transportation options | 2% | j. Keep citizens informed of county government decisions/programs |
| 5% | d. Manage growth/development (land use) | 1% | k. Welcome citizen participation in county government |
| 2% | e. Increase affordable housing | 0% | l. Improve programs for children |
| 10% | f. Protect natural resources/environment | 2% | m. Provide programs for developmentally disabled persons |
| 2% | g. Improve senior citizen programs | 0% | n. Other |

ADDITIONAL COMMENTS

42. Please add any comments that you would like considered during the 2010 budget process or that would enable Door County to provide better service in the future.

See Appendix B

DEMOGRAPHICS

	Male	Female		18–24	25–34	35–44	45–54	55–64	65+	
43. Gender	58%	42%	44. Age	1%	6%	9%	22%	26%	37%	
45. Employment Status	Employed full-time	Self – employed	Employed part-time	Unemployed	Retired	Other				
	37%	13%	9%	5%	35%	2% See Appendix B				
46. Number of children (under 18) in household			0	1	2	3	4	5+		
			77%	8%	10%	3%	0%	1%		
47. Highest level of Education	Less than high school	High school diploma	Some college/tech	Tech college graduate	Bachelor’s degree	Graduate or professional degree				
	3%	22%	26%	11%	21%	16%				
48. Residential Status	Own (Year-round resident)			Rent (Year-round resident)		Seasonal/part-time resident				
	87%			8%		6%				
49. If a year-round resident, how many years have you lived in Door County?	0 to 10 years		11 to 20 years		Over 20 years		Not applicable (seasonal/part-time resident)			
	17%		14%		66%		3%			
50. Annual Household Income Range	Less than \$15,000	\$15,000 - \$24,999	\$25,000 - \$49,999	\$50,000 - \$74,999	\$75,000 - \$99,999	\$100,000 or more				
	7%	16%	25%	28%	13%	12%				
51. What is the Zip Code of your primary residence?	2%	54201	0%	54205	0%	54211	1%	54217	64%	54235
	5%	54202	4%	54209	4%	54212	0%	54226	3%	54246
	4%	54204	3%	54210	3%	54213	5%	54234	3%	Other See Appendix B

The Door County Board of Supervisors thanks you for taking the time to provide your input regarding the importance of Door County programs and services. This information will be considered in our long range planning and budgeting.

Please return your survey in the enclosed postage-paid envelope by May 15, 2009 to:
Survey Research Center, University of Wisconsin – River Falls
124 Regional Development Institute
410 S. Third Street, River Falls, WI 54022-5001