



Waushara County UW-Extension Needs Assessment

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Executive Summary

The purpose of this study was to get an accurate assessment of the needs and issues in Waushara County to inform UW-Extension’s program development in the county. The Waushara County UW-Extension Department chose to work with the Survey Research Center (SRC) at the University of Wisconsin-River Falls to gather this information.

In October 2015, the Waushara County UW-Extension office mailed surveys to a random sample of 870 residential property owners, 433 non-resident seasonal property owners, and 192 renters. The cover letter described how to complete the paper survey or submit it online. A second mailing was sent to non-respondents in November 2015. Paper responses were sent directly to the SRC in a self-addressed postage-paid envelope for processing.

The SRC received 405 useable responses via surface mail return and 13 via online submission. Based on the number of occupied housing units and seasonal housing units, the results are expected to be accurate to within plus/minus 4.7%.

The largest portion of the questionnaire asked respondents to rate the importance of 65 issues in seven major topics: health & wellness issues, food and nutrition issues, home & family issues, agricultural issues, children & teenager issues, gardening & environmental issues, and community issues. Additionally, the survey asked respondents if they are familiar with UW-Extension and to pick their preferred learning methods and sources of information about community events.

Majorities of respondents said most issues included in the survey are important or very important. In order to identify the overall highest rated issues, the SRC placed all 65 issues in rank order according to the percentage of respondents who rated the issue as *very important*. The top ten issues are shown below. Six of the top ten were from the group of questions about children and teens (group 5).

Rank	Question	Percent Very Important
1	5j. Workforce readiness and life skill development	65%
2	5c. Financial skills	59%
3 tie	5a. Bullying and cyberbullying	56%
	3m. Violence-free homes	56%
5	5d. Healthy and respectful relationships	54%
6	3d. Drug or alcohol use/abuse	53%
7	1a. Accessing health care	52%
8	5b. Encouraging careers in science, technology, engineering, and math (STEM) and art	51%
9	5g. Preparing for higher education	48%
10	1d. Healthy aging	47%

About six in ten public respondents said they are familiar with UW-Extension. Respondents agreed that their two most preferred learning methods are hands-on and face-to-face. The most frequent source of information about community events is newspapers. Word of mouth is a distant second place.

The demographic analysis indicated that younger adults, age 18-45 years, were underrepresented among the respondents to the initial survey. In order to gather more input from residents under age 45, the Waushara County UW-Extension Department initiated an advertisement aimed at younger Facebook subscribers who live within 15 miles of the center of the County. The advertisement contained a link to an identical version of the initial survey and this second survey opened on October 14, 2016 for two weeks. A total of 15 responses were recorded, 14 of which were complete. The number of responses is too small to be statistically valid and direct comparisons to the results of the initial survey were not possible. The results for the Facebook survey are reported separately.

Survey Purpose

The purpose of this study was to get an accurate assessment of the needs and issues in Waushara County to inform UW-Extension's program development in the county. The Waushara County UW-Extension Department chose to work with the Survey Research Center (SRC) at the University of Wisconsin-River Falls to gather this information.

Survey Methods

In October 2015, the Waushara County UW-Extension office mailed surveys to a random sample of 870 residential property owners, 433 non-resident seasonal property owners, and 192 renters. The cover letter described how to complete the paper survey or submit it online. A second mailing was sent to non-respondents in November 2015. Paper responses were sent directly to the SRC in a self-addressed postage-paid envelope for processing.

The SRC received 405 useable responses via surface mail and 13 via online submission. Forty surveys were returned as non-deliverable or with no forwarding address. The net response rate was 28% percent. Based on the number of occupied housing units (9,949) plus the number of seasonal housing units (4,055) in Waushara County¹, the confidence interval ("margin of error") for these data is plus/minus 4.7%.

The questionnaire asked respondents to rate the importance of 65 issues within seven major topics: health & wellness issues, food & nutrition issues, home & family issues, agricultural issues, children & teenagers issues, gardening & environmental issues, and community issues. Answer choices were "Not Important," "Slightly Important," "Important," "Very Important," and "No Opinion." The "no opinion" responses have been excluded from the analysis, and the percentages in Charts 1 to 7 do not total to 100%. Additionally, the survey asked respondents if they are familiar with UW-Extension and to pick their preferred learning methods and sources of information about community events.

Any survey has to be concerned with "non-response bias." Non-response bias refers to a situation in which people who do not 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 found little evidence that non-response bias is a significant concern for this survey.

In addition to numeric data, respondents provided additional written answers and comments. **Appendix B** contains the written responses.

Appendix C contains a copy of survey questionnaire with a complete quantitative summary of responses by question including the "no opinion" responses to Question 1 to Question 7.

¹ US Census Bureau, Data Profile 1, 2010

Profile of Respondents

Table 1 summarizes the demographic profile of the survey respondents. Where comparable data were available from the 2014 US Census Bureau American Community Survey (ACS) five-year estimates, the profiles of the public respondents were compared to the ACS profile of Waushara County adults.

There are more women respondents in the sample than would have been expected.

Young adults are underrepresented in the sample. There are more adults age 55 and older in the sample than would have been expected. Renters are underrepresented among the sample. Our experience is that younger residents and renters are less likely to participate in surveys.

The employment status of the sample has a higher percentage of retirees than in the overall Waushara County population.

The percentage of households with dependent children is less than the ACS data. One in ten respondents is a caregiver for an adult family member who would not be able to live on his or her own.

With respect to educational attainment, survey respondents are more likely to have graduated from a post-secondary program than the average Waushara County resident. The distribution of annual household income aligns well with the Census ACS data. Respondents who live in Waushara County tend to be long-term residents.

The percentage of Latino and non-white respondents was lower than in the overall Waushara County population.

The report will identify those instances where there were differences in the response pattern within a particular group that would have affected the interpretation of the results. There were not enough observations from Latinos and from racial minorities to run statistical comparisons.

Table 1. Profile of Respondents – Waushara County Needs Assessment

Gender (Age 18+)	Count	Male	Female				
Sample	394	43%	57%				
Census Bureau - ACS	19,741	53%	47%				
Age group (Age 18+)	Count	18-24	25-34	35-44	45-54	55-64	65+
Sample	408	0%	3%	5%	13%	33%	46%
Census Bureau ACS	19,741	8%	12%	14%	20%	20%	26%
Place of residence	Count	Own	Rent	Other			
Sample	396	93%	6%	1%			
Census Bureau ACS	9,786	82%	18%	--			
Employment status (Age 16+)	Count	Empl. Full time	Empl. Part time	Self Empl.	Unempl.	Retired	Other
Sample	392	31%	7%	7%	2%	52%	2%
Census Bureau ACS	20,306	47% ²		4%	5%	45%	--

² American Community Survey does not distinguish between full-time and part-time employment.

Parent or Guardian of child under age 18								
	Count	Yes	No					
Sample	398	11%	89%					
Census Bureau ACS	9,786	23%	77%					
Primary caregiver of an adult family member who would be unable to live on his or her own								
	Count	Yes	No					
Sample	394	10%	90%					
Census Bureau ACS ³	--	--	--					
Highest level of education (Age 25+)								
	Count	Less than High Sch.	High Sch. Diploma	Some College/ Tech	Tech/ College Grad.	Bachelor Degree	Graduate/ Profess. Degree	
Sample	384	3%	28%	28%	11%	18%	12%	
Census Bureau ACS	18,104	14%	41%	23%	8%	10%	5%	
Household income range								
	Count	<\$15,000	\$15,000 - \$24,999	\$25,000- \$49,999	\$50,000- \$74,999	\$75,000- 99,999	\$100,000+	
Sample	357	8%	13%	32%	21%	14%	13%	
Census Bureau ACS	9,786	12%	14%	31%	20%	12%	12%	
Length of residence in Waushara County								
	Count	Non-resident	Less than 1 yr.	1 – 4 yrs.	5 – 9 yrs.	10 – 24 yrs.	25+ yrs.	
Sample	392	14%	1%	6%	10%	29%	40%	
Census Bureau ACS ⁴	--	--	--	--	--	--	--	
Ethnicity								
	Count	Hispanic	Non Hispanic					
Sample	405	1%	99%					
Census Bureau ACS	24,409	6%	94%					
Race								
	Count	White	Black/ Af. Amer	Am. Indian/ Alaskan	Asian	Hawaiian/ Pacific Is.	2 or more	Other
Sample	405	98%	0%	<1%	0%	<1%	1%	<1%
Census Bureau ACS	24,409	95%	2%	<1%	<1%	0%	1%	2%

The SRC performed statistical tests to see if there were significant differences in the responses to the survey questions based on demographic characteristics. In statistics, a result is called statistically significant if it is unlikely to have occurred by chance. Statistical significance is expressed as a probability that the difference between groups is not real. A commonly used probability standard is .05 (5%). Statistical significance at the .05 level indicates there is only a five in 100 probability that the difference between two estimated values is not real. It does not necessarily mean the difference is large, important, or significant in the common meaning of the word. If there are a sufficiently large number of observations, even small differences of opinion can be statistically significant. In this survey, there were relatively few differences in the answers based on demographic groups. These instances will be noted in the report.

³ Not included in American Community Survey

⁴ Not included in American Community Survey

Geographic Distribution of Respondents

Respondents were asked for the ZIP code of their primary residence. Because the survey was sent to non-resident property owners, the results include many non-local ZIP codes.

Table 2 shows that 398 respondents provided their primary residence ZIP code. Of the total, 323 were from Waushara County, and 75 were from other counties. A detailed breakdown of all ZIP codes is shown in Appendix B.

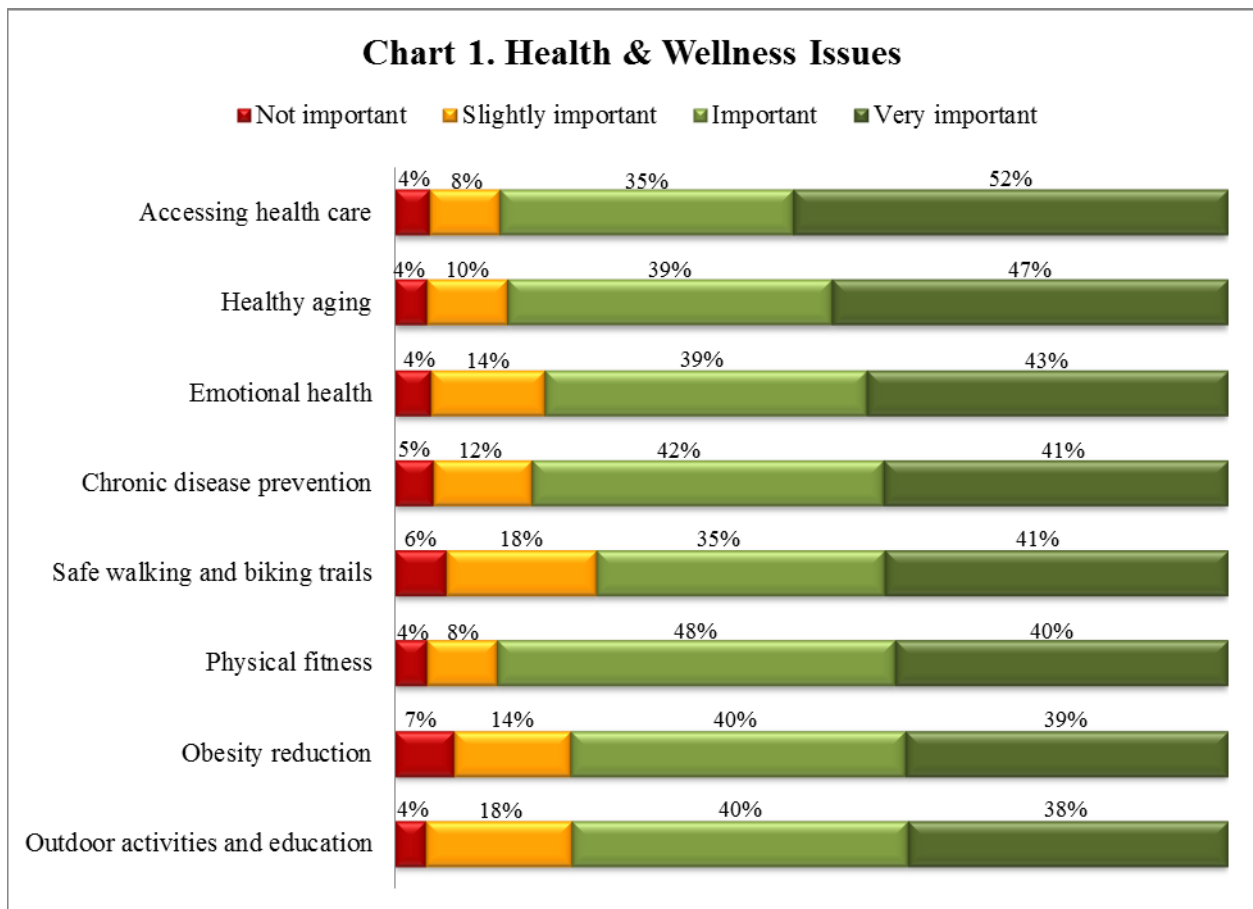
Table 2. ZIP Code of Primary Residence			
ZIP	Associated Place	Count	Percent
54982	Wautoma	91	23%
54984	Wild Rose	33	8%
54966	Plainfield	29	7%
54943	Hancock	28	7%
54923	Berlin	27	7%
54970	Redgranite	27	7%
54930	Coloma	25	6%
54965	Pine River	22	6%
54960	Neshkoro	14	4%
54940	Fremont	10	3%
54981	Waupaca	7	2%
54967	Poy Sippi	5	1%
54909	Almond	3	1%
54976	Saxeville	2	1%
Non-Waushara ZIPs		75	19%
Total		398	100%

Health and Wellness Issues

Respondents gave high importance ratings to the health and wellness issues listed. As shown in Chart 1, about eight in 10 respondents ranked all of the listed issues as very important or important, and no more than 7% said these issues are not important. **NOTE:** The results in Chart 1 to Chart 7 are sorted in descending order of the percentage in the very important category.

At the top of the priorities within this group of issues were accessing health care and healthy aging. Half of respondents said accessing health care is very important and an additional third said it is important. Healthy aging was viewed as very important by 46% and important by 38%.

Even the lowest ranked issues in this list, outdoor activities and education and obesity reduction, were viewed as very important by about 80% of respondents.



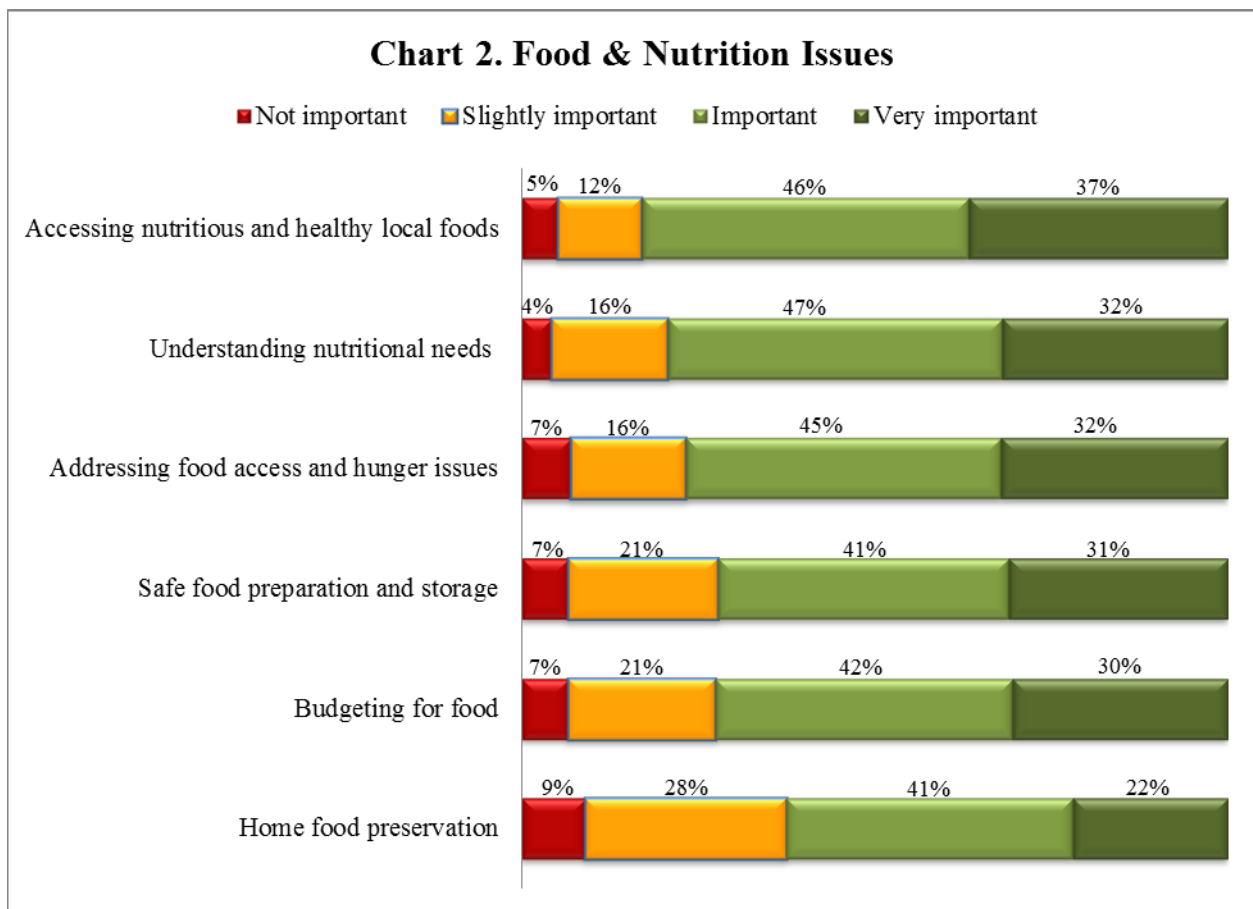
Food and Nutrition Issues

As shown in Chart 2, majorities of respondents rated all six issues related to food and nutrition as important or very important. No more than 9% said any issue in the in this group is not important.

Eight in ten respondents rated accessing nutritious and health local foods and understanding nutritional needs as important or very important. Nearly as many respondents (three-fourths) said addressing food access and hunger issues is important or very important.

Seven in 10 respondents rated safe food preparation and storage and budgeting for food as important or very important.

Home food preservation ranked somewhat lower among the food and nutrition issues listed. Although six in 10 rated it as important or very important, 28% said it is slightly important, which was more than any of the other issues listed in this group.



Home and Family Issues

The third group of issues focused on home and family. Chart 3 indicates that half or more of respondents rated each topic as important or very important.

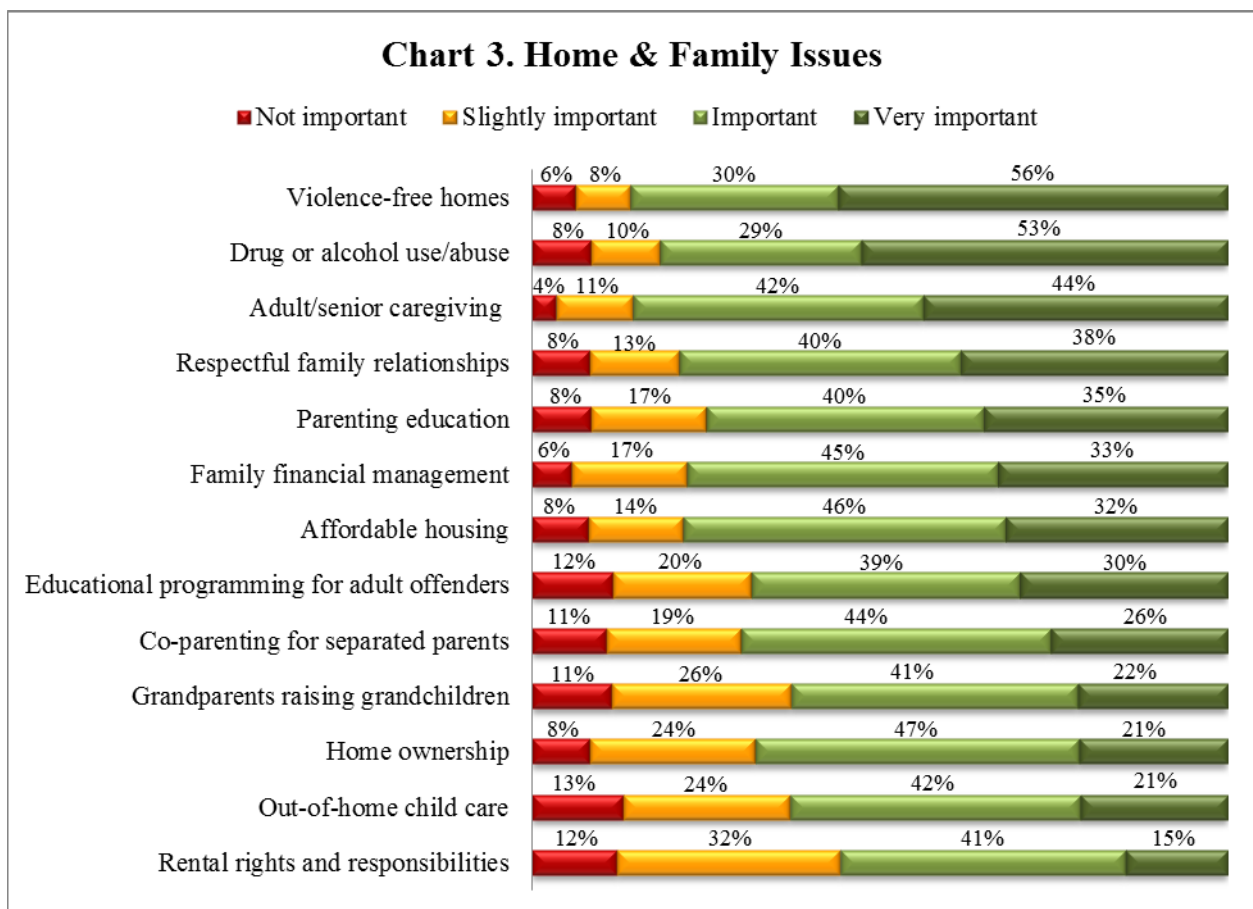
Violence-free homes and drug or alcohol use/abuse stood out at the top, with at least half of respondents rating both topics as very important and another 30% saying each is an important issue.

Large majorities ranging between 75% and 86% rated the following as important or very important: adult/senior caregiving, respectful family relationships, parenting education, family financial management, and affordable housing.

About seven in 10 respondents rated educational programming for adult offenders, grandparents raising their grandchildren, and home ownership as important or very important.

Out-of-home-child care and rental rights and responsibilities were seen as important or very important by smaller majority (63% and 56% respectively).

No more than 12% of respondents said any of the listed issues is not important.



Demographic comparisons. Women gave higher importance ratings to affordable housing and to out-of-home childcare than did men. Although a majority of men and women rated these two issues as important or very important, women were more likely to say they are very important rather than important.

Not surprisingly, respondents who are caregivers for another adult gave higher overall importance ratings to programs about caregiving for adults/seniors and were more likely to say this issue is very important rather than important. Similarly, caregivers to another adult also gave higher importance ratings to respectful family relationships.

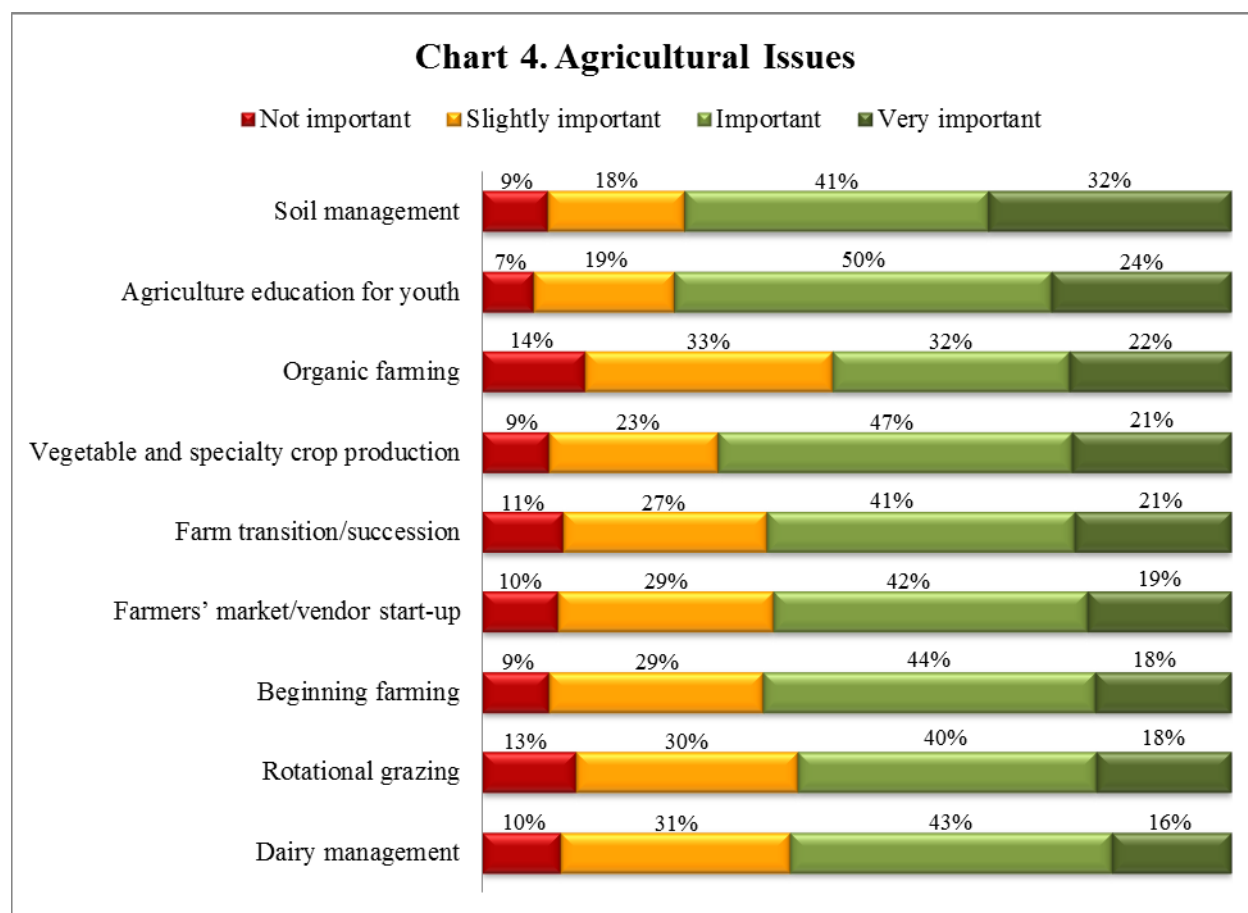
Not surprisingly, rental rights were more important among respondents who currently rent their place of residence.

Agricultural Issues

Chart 4 shows the distribution of ratings within a group of issues focused on agriculture. At least half of respondents rated all issues in this group as important or very important, but the size of the majorities were moderated by the percentage of respondents who said these issues are slightly important.

Among agricultural issues, soil management ranked at the top, with nearly three-fourths of respondents saying it is important (41%) or very important (32%), followed by agriculture education for youth, which was rated as important by half of respondents and very important by a quarter of respondents. Respondents had split opinions about organic farming. Although 54% said it is important (22%) or very important (32%), almost as many said it is not important (14%) or slightly important (33%).

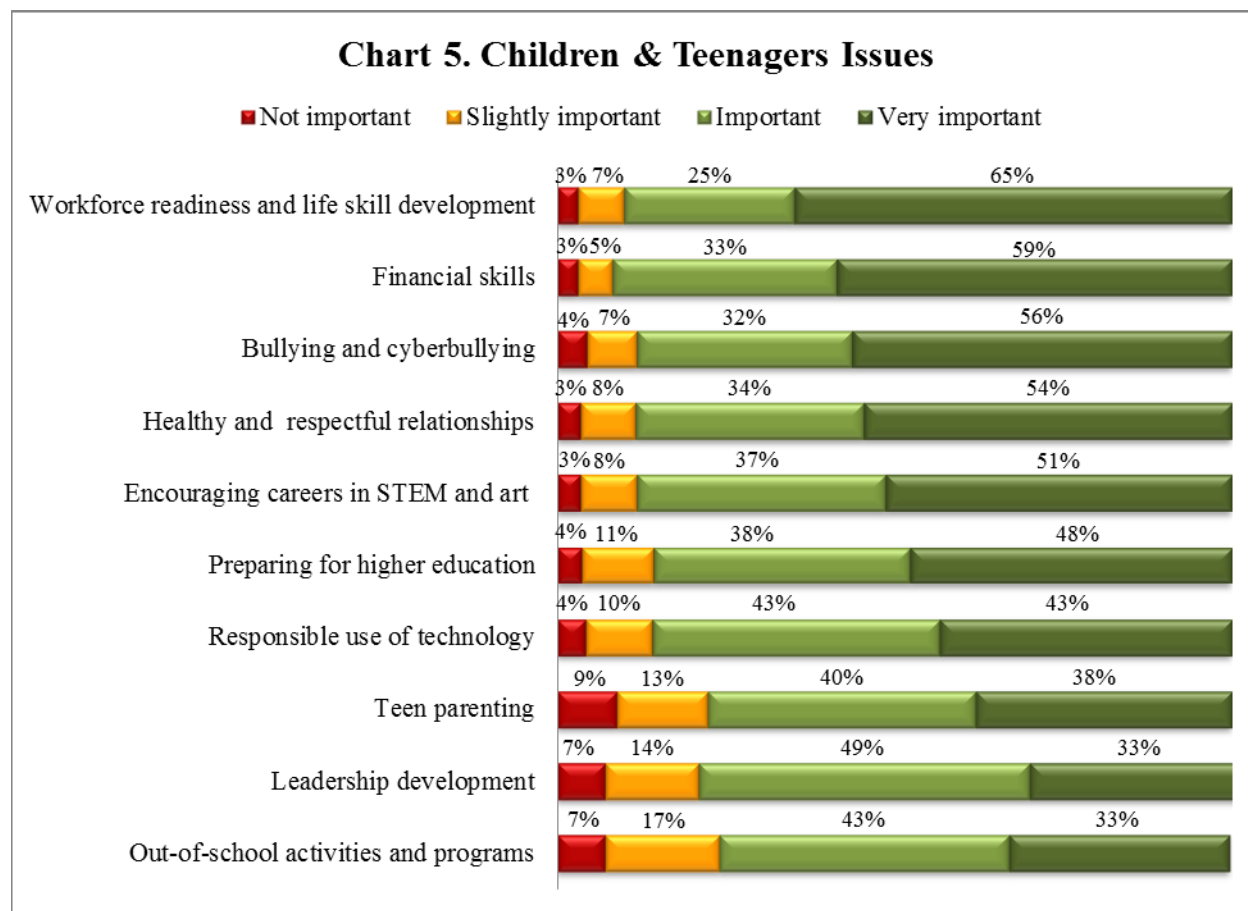
Opinions about the other agricultural issues on the list (vegetable and specialty crop production, farm transition/succession, farmers' market/vendor start-up, beginning farming, rotational grazing, and dairy management) did not vary widely. Between 16% and 21% said they are very important, between 40% and 47% said they are important, between 23% and 31% said they are slightly important, and between 9% and 13% said they are not important.



Children and Teenagers Issues

Chart 5 shows the ratings for 10 issues related to children and teenagers. Respondents gave particularly high ratings to workforce readiness and life skill development, with 65% saying it is very important and another 25% saying it is important. Half or more of respondents also said the following are very important: bullying and cyberbullying, healthy and respectful relationships, encouraging careers in STEM and art, and preparing for higher education.

Even though they ranked lower among the listed topics, large majorities of respondents said responsible use of technology, teen parenting, leadership development, and out-of-school activities and programs are important or very important issues.



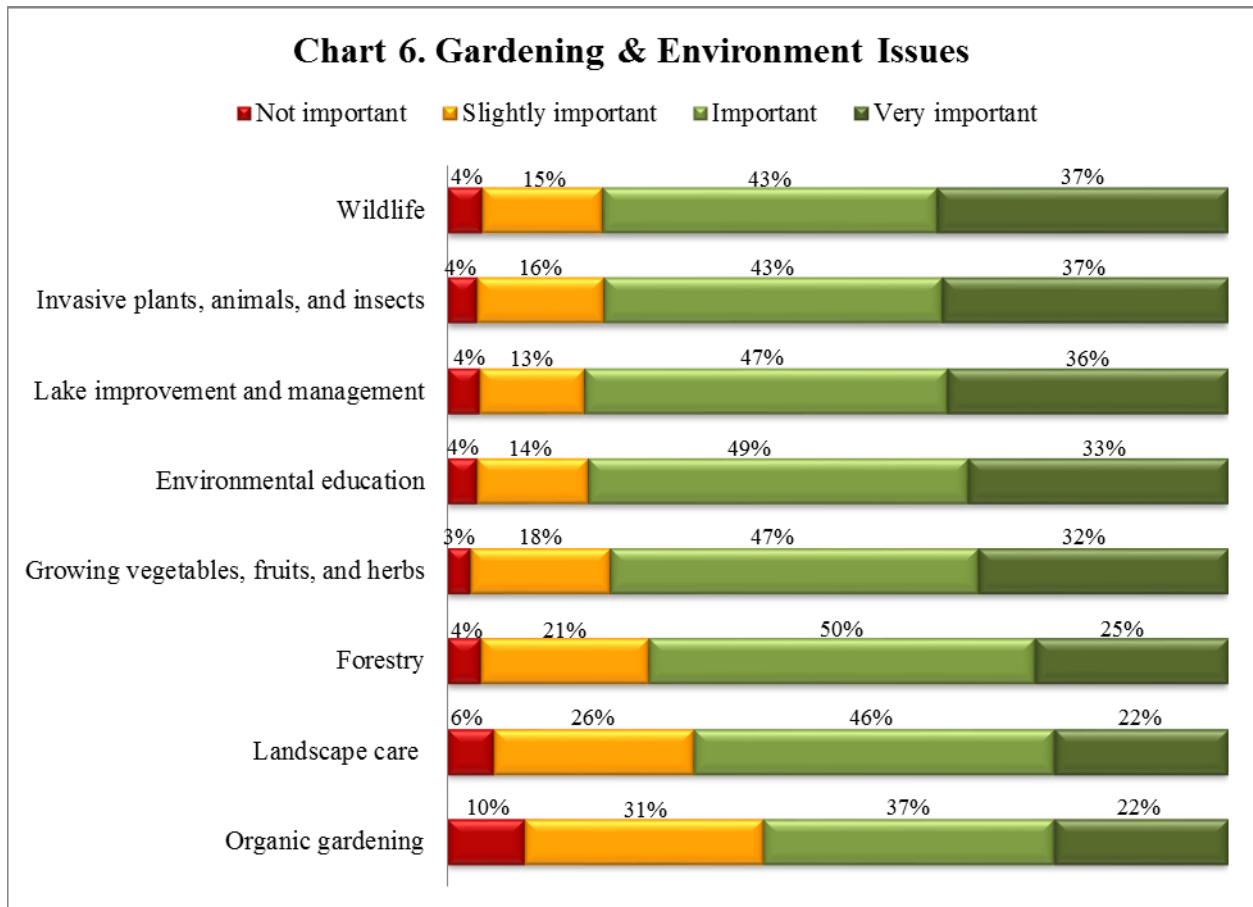
Demographic comparisons. Although a majority of men and women identified out-of-school activities and programs as an important or very important issue, women were more likely to say this issue is very important rather than important.

Gardening and Environmental Topics

As shown in Chart 6, majorities of respondents rated all eight topics related to gardening and environmental issues as important or very important. The top five include wildlife, invasive plants, animals and insects, lake improvement and management, environmental education, and growing vegetables, fruits, and herbs. The difference between first place and fifth place was relatively small. Between 32% and 37% of respondents rated the top five topics as very important, and between 43% and 49% rated the top five as important.

Ratings for forestry and landscape care were not far behind the top five group. At least seven in 10 respondents rated both as important or very important.

As previously noted with respect to organic farming (see Chart 4), organic gardening also had more diverse opinions. Although a majority rate organic gardening as important (37%) or very important (22%), and relatively few said it is not important (10%), it had the largest percentage of respondents among this group who said it is slightly important (31%).



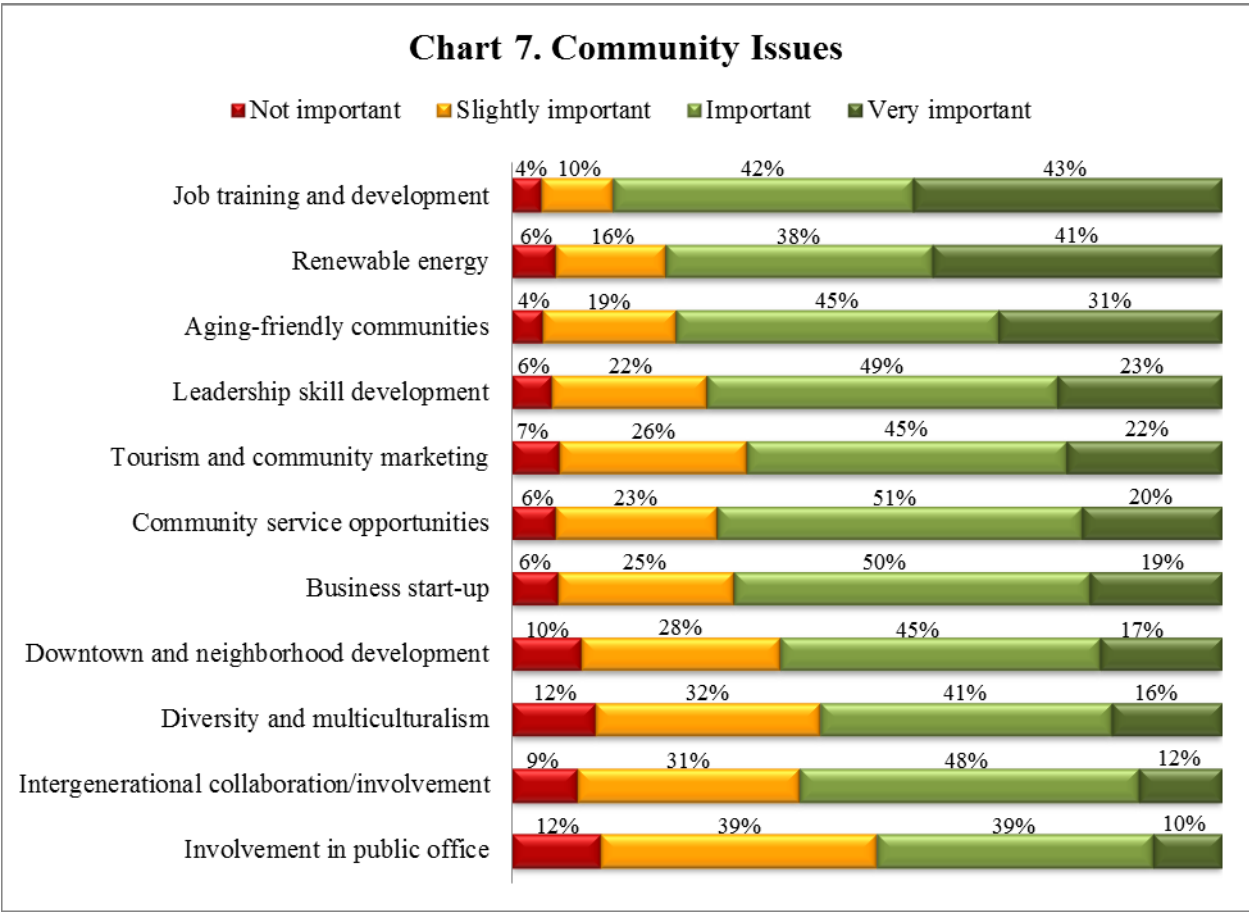
Community Issues

The last group of issues focused on community issues. The results in Chart 7 show only about half rated involvement in public office as important or very important, but clear majorities of respondents rated the other 10 issues as important or very important, and relatively few respondents said any of the 11 are not important.

At the top of this group were job training and renewable energy, both of which were rated as important or very important by at least eight in 10 respondents.

With the exception of involvement in public office, between 56% and 76% of respondents rated all remaining issues as important or very important. This includes aging-friendly communities, leadership skill development, tourism and community marketing, business start-up, downtown and neighborhood development, diversity and multiculturalism, and intergenerational collaboration/involvement.

Half of respondents said involvement in public office is an important issue, while four in 10 said it is slightly important.



Demographic comparisons. Although a majority of all respondents identified aging-friendly communities as important or very important, respondents who are caregivers for an adult were more likely to rate this issue as very important rather than important.

Overall Importance Ranking

As noted throughout this report, majorities of respondents rated most issues in the survey as important or very important, and few said any of the issues are not important. In order to identify the overall highest rated issues, the SRC placed all 65 issues in rank order according to the percentage of respondents who rated the issue as *very important*. The ranked results are shown in Table 3 in descending order. We will highlight the top 10 issues.

Issues related to children and teenagers (question group 5) comprised six of the top 10 issues.

Workforce readiness and life skill development (5j) ranked at the top of all issues (65% very important), followed by *financial skills* (5c) with 59%. Tied for 3rd place with 56% very important were *bullying and cyberbullying* (5a) and *violence-free homes* (3m).

Healthy and respectful relationships (5d) ranked fifth with 54% very important, followed closely in sixth place by *drug or alcohol use/abuse* (3d) with 53% very important. *Accessing healthcare* (1a) ranked seventh with 52% very important.

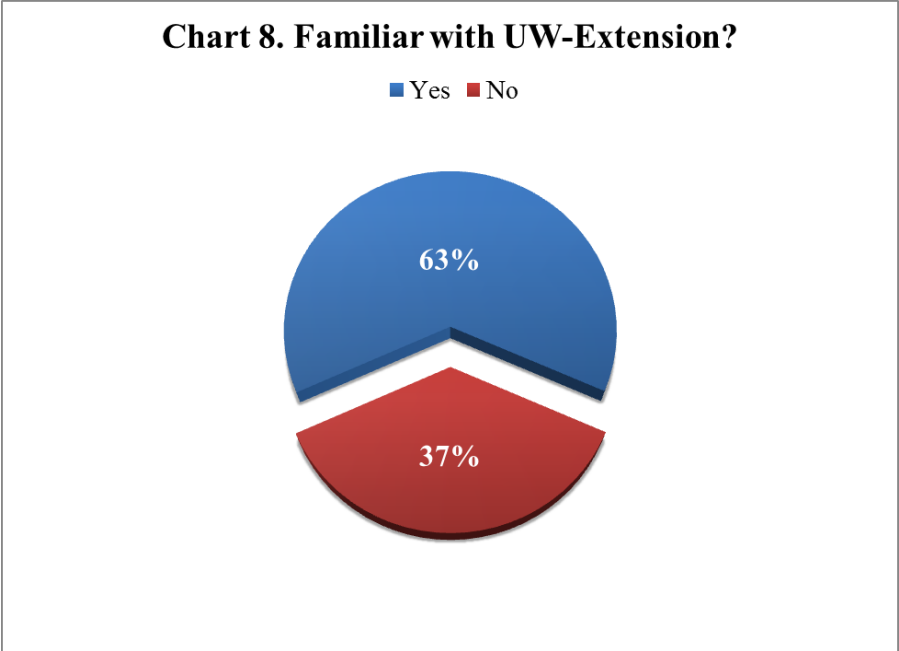
Encouraging careers in STEM and art (5b) ranked eighth, with 51% of respondents saying it is very important. Rounding out the top ten were *preparing for higher education* (5g), which was rated as very important by 48% and *healthy aging* (1d) in 10th place, which had 47%.

Table 3. Overall Ranking Based on Percentage of “Very Important” Responses		
Rank	Question	Percent Very Important
1	5j. Workforce readiness and life skill development	65%
2	5c. Financial skills	59%
3 tie	5a. Bullying and cyberbullying	56%
	3m. Violence-free homes	56%
5	5d. Healthy and respectful relationships	54%
6	3d. Drug or alcohol use/abuse	53%
7	1a. Accessing health care	52%
8	5b. Encouraging careers in science, technology, engineering, and math (STEM) and art	51%
9	5g. Preparing for higher education	48%
10	1d. Healthy aging	47%
11	3b. Adult/senior caregiving	44%
12 tie	7h. Job training and development	43%
	5h. Responsible use of technology	43%
	1c. Emotional health	43%
15 tie	1b. Chronic disease prevention	41%
	1h. Safe walking and biking trails	41%
	7j. Renewable energy	41%
18	1g. Physical fitness	40%
19	1e. Obesity reduction	39%
20 tie	3l. Respectful family relationships	38%
	1f. Outdoor activities and education	38%
	5i. Teen parenting	38%

23 tie	6h. Wildlife	37%
	2a. Accessing nutritious and healthy local foods	37%
	6d. Invasive plants, animals, and insects	37%
26	6e. Lake improvement and management	36%
27	3j. Parenting education	35%
28 tie	6a. Environmental education	33%
	3f. Family financial management	33%
	5f. Out-of-school activities and programs	33%
	5e. Leadership development	33%
32 tie	4h. Soil management	32%
	2b. Addressing food access and hunger issues	32%
	2f. Understanding nutritional needs	32%
	3a. Affordable housing	32%
	6c. Growing vegetables, fruits, and herbs	32%
37 tie	7a. Aging-friendly communities	31%
	2e. Safe food preparation and storage	31%
39 tie	2c. Budgeting for food	30%
	3e. Educational programming for adult offenders	30%
41	3c. Co-parenting for separated parents	26%
42	6b. Forestry	25%
43	4a. Agriculture education for youth	24%
44	7i Leadership skill development	23%
45 tie	6g. Organic gardening	22%
	6f. Landscape care (trees, perennials, annuals, lawns)	22%
	2d. Home food preservation	22%
	7k. Tourism and community marketing	22%
	4f. Organic farming	22%
	3g. Grandparents raising grandchildren	22%
51 tie	3h. Home ownership	21%
	3i. Out-of-home child care	21%
	4i. Vegetable and specialty crop production	21%
	4d. Farm transition/succession	21%
55	7c. Community service opportunities	20%
56 tie	4e. Farmers' market/vendor start-up	19%
	7b. Business start-up	19%
58 tie	4b. Beginning farming	18%
	4g. Rotational grazing	18%
60	7e. Downtown and neighborhood development	17%
61 tie	4c. Dairy management	16%
	7d. Diversity and multiculturalism	16%
63	3k. Rental rights and responsibilities	15%
64	7f Intergenerational collaboration /involvement	12%
65	7g. Involvement in public office	10%

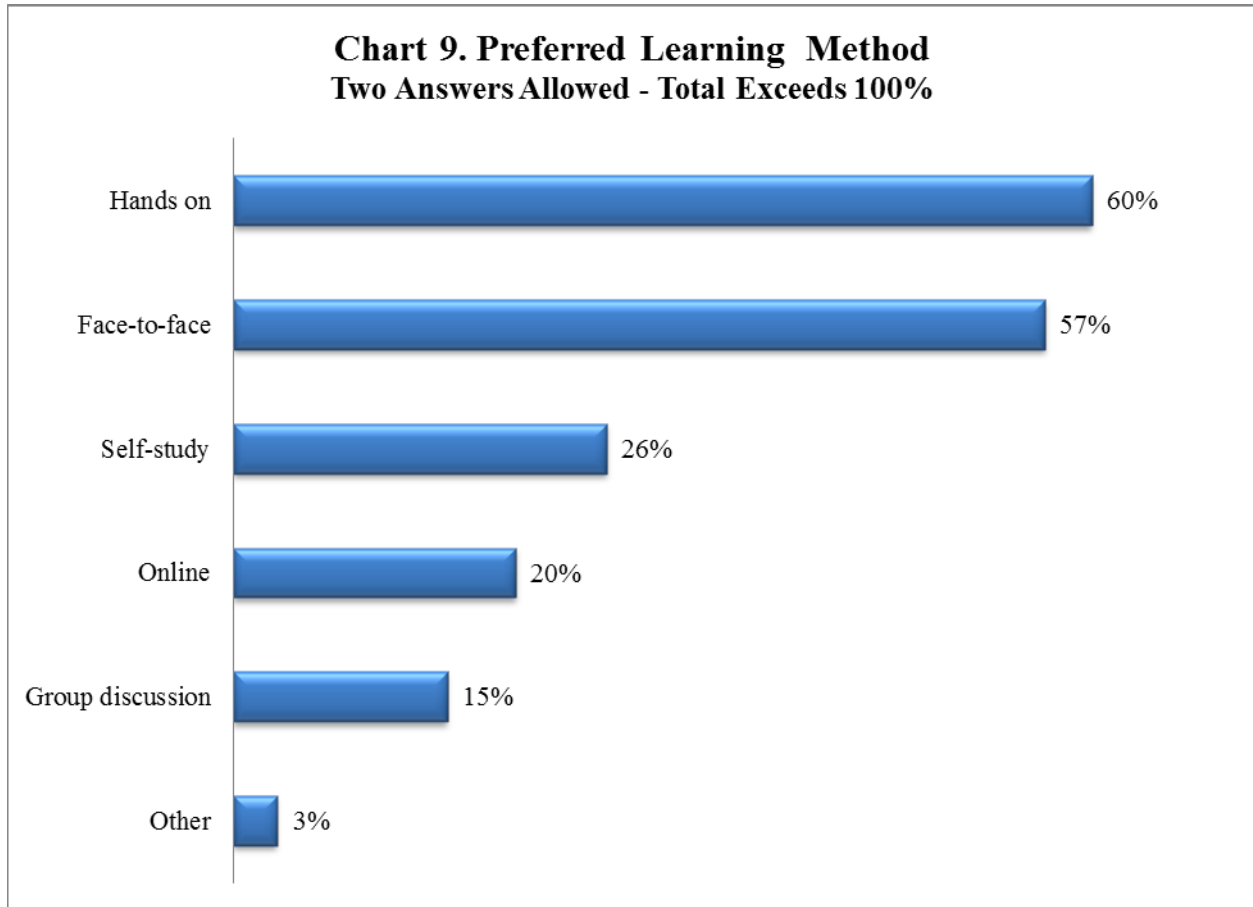
Familiarity with UW-Extension

Chart 7 indicates that six in 10 respondents said they are familiar with UW-Extension. While this number constitutes a majority of respondents and is a reasonably high level of recognition, it also represents an opportunity for Waushara County UW-Extension to develop additional public awareness about Extension services and programs.



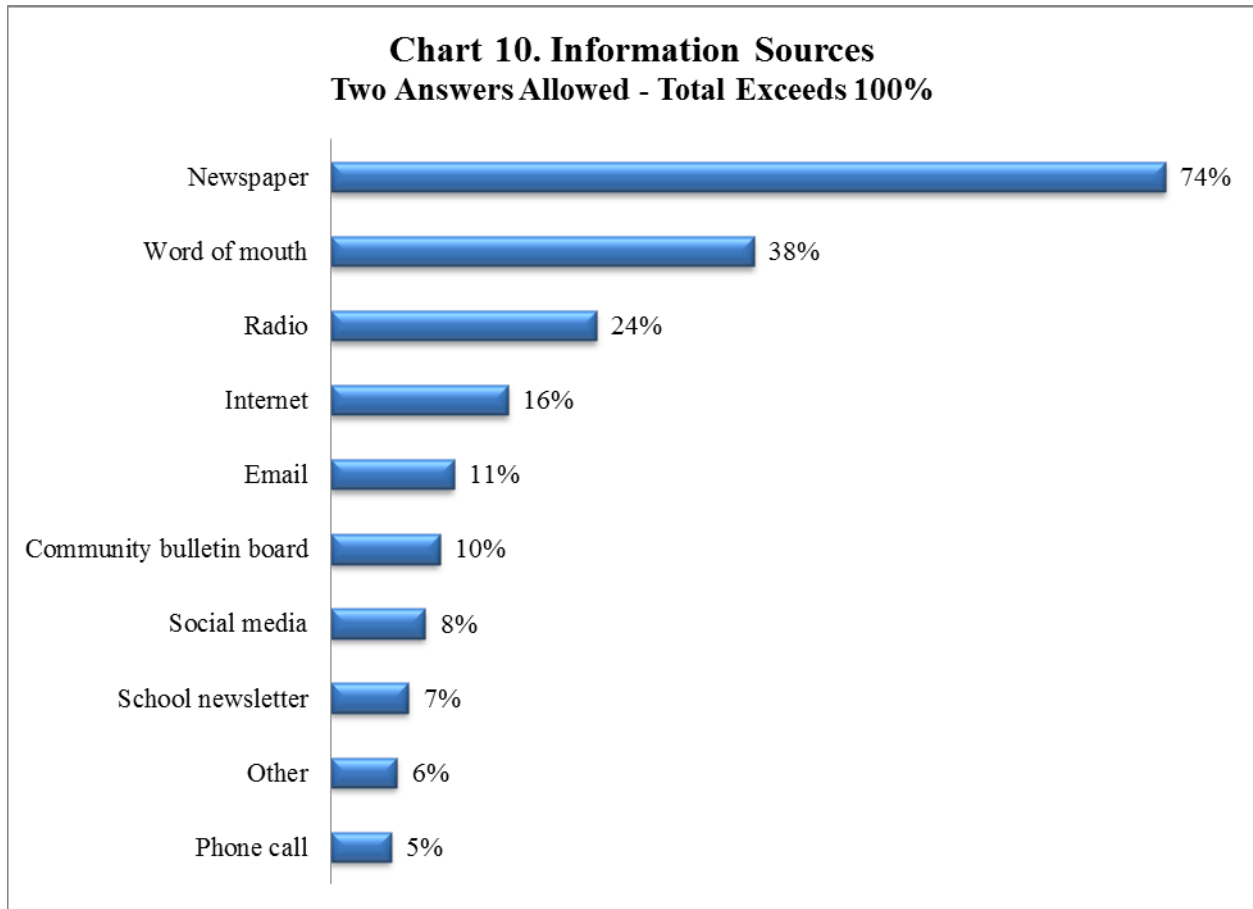
Learning Method Preference

Respondents were asked to choose their two most preferred learning methods from a list of five choices, plus a fill-in-the-blank “other” category. The results are shown in Chart 9. Among the options presented, hands on and face-to-face methods were by far the top two preferences among respondents.



Community Information Sources

When asked to choose their top two sources of information about community events, Chart 10 shows that newspapers (74%) were the most frequent source. Word of mouth was a distant second (35%).



Demographic comparisons. Among respondents under age 45, social media was their second most used information source behind newspapers. Respondents who have lived in Waushara for less than 10 years ranked radio in second place behind newspapers.

Written Comments – Additional Programming Needs

The survey contained an open-ended question in which respondents could state additional programming needs. Forty-three respondents provided written comments. Responses including more than one topic were separated, resulting in 48 total comments. The SRC analyzed the comments and placed them into six topical categories plus a miscellaneous category for topics mentioned only once. Table 4 summarizes the results.

Education was the most frequently mentioned topic, comprising 21% of the total. The comments had a wide range of suggestions, including vocational education and college preparation.

The following quote is representative of the comments about vocational education:

“Skilled trades- welding, fabrication, machinists. There is a major shortage now and it is about to get far worse.”

This comment about education was more far-ranging:

“How to be a student. Career exploration. Financing further education without great debt. Bring back the Fine Arts into public education. Bring back Drivers' Education. Bring back cursive writing. Teach social skills/interpersonal communication. Entrepreneurship.”

The second most frequent topic mentioned volunteerism and community involvement (19%) and includes this comment:

“Areas to volunteer. Where? When? Retired and willing to work more if I know where.”

Comments about various health and safety issues comprised 17% of the comments and included the following statement:

“Help available for people that want to stay in own home as opposed to nursing home. Programs that are available.”

Table 4. Additional Educational Programming

Topic	Count	%
Education – General	10	21%
Volunteering and Community involvement	9	19%
Health & Safety	8	17%
Life skills	6	13%
Environment/Natural Resources	4	8%
Nutrition	3	6%
Miscellaneous	8	17%
Total	48	100%

Second Survey Targeted At Young Adults

As noted earlier, the demographic analysis indicated that younger adults, age 18-45 years, were underrepresented among the respondents to the initial survey. In order to gather more input from residents under age 45, the Waushara County UW-Extension Department initiated an advertisement aimed at younger Facebook subscribers who live within 15 miles of the center of the County. The advertisement contained a link to an identical version of the initial survey and this second survey opened on October 14, 2016 for two weeks. A total of 15 responses were recorded, 14 of which were complete. One survey was complete through Question 6, and the answers from Questions 1 through 6 were included in the tabulation below. The data from the responses to the Facebook survey were kept separate and not added to the results of the initial survey. This was done because the data from the responses to the Facebook advertisement were from a self-selected group of residents and not from a randomly selected sample. Additionally, the second survey was conducted a year after the first survey. Even though the questions were the same, conditions in the external environment could have changed in ways that altered Waushara County residents' opinions in the year between the surveys.

As noted, there were few responses to the second survey via the Facebook advertisement. This number of observations is too small for statistical confidence in the results. Thus, the summaries below are more impressionistic and not necessarily representative of Waushara County adults age 18-44. Majorities of respondents rated most issues as important or very important. Issues are shown in descending order based on the percentage of responses in the very important category. This report will identify issues rated as very important by at least half of respondents in each topical group of issues. In those topical issue groups where no issue was rated as very important by at least half of respondents, the issue with the highest percentage in the very important category is identified.

Health and Wellness Issues

Half or more respondents rated the following health and wellness issues as very important: emotional health, outdoor activities and education, physical fitness, accessing health care, and safe walking and biking trails. Compared to the first survey, the Facebook respondents tended to rate more active options somewhat higher; only one topic (emotional health) was in the top three for both the initial and Facebook surveys.

Table 5. Health & Wellness Issues				
	Not Important	Slightly Important	Important	Very Important
1c. Emotional health	0%	0%	27%	73%
1f. Outdoor activities & education	0%	0%	33%	67%
1g. Physical fitness	8%	8%	23%	62%
1a. Accessing health care	0%	13%	33%	53%
1h. Safe walking & biking trails	0%	7%	40%	53%
1d. Healthy aging	0%	14%	43%	43%
1b. Chronic disease prevention	0%	0%	60%	40%
1e. Obesity reduction	7%	7%	50%	36%

Food and Nutrition Issues

Half or more respondents rated the following food and nutrition issues as very important: addressing food access and hunger issues, accessing nutritious and healthy local foods, and budgeting for food. Two of the top three items in Table 6 (accessing nutritious/healthy local foods and addressing food access/hunger issues) were also top priorities in the initial survey.

Table 6. Food & Nutrition Issues				
	Not Important	Slightly Important	Important	Very Important
2b. Addressing food access/hunger issues	0%	7%	27%	67%
2a. Accessing nutrition/health local food	0%	7%	40%	53%
2c. Budgeting for food	0%	13%	33%	53%
2e. Safe preparation & storage	7%	0%	50%	43%
2d. Home food preservation	7%	0%	53%	40%
2f. Understanding nutritional needs	0%	14%	50%	36%

Home and Family Issues

Half or more respondents rated the following home and family issues as very important: drug or alcohol use/abuse, violence free homes, and family financial management. The top two priorities for this group of respondents align with the initial survey respondents' priorities.

Table 7. Home and Family Issues				
	Not Important	Slightly Important	Important	Very Important
3d. Drug or alcohol use/abuse	0%	0%	33%	67%
3m. Violence-free homes	13%	0%	27%	60%
3f. Family financial management	0%	7%	40%	53%
3c. Co-parenting for separated parents	0%	7%	47%	47%
3h. Home ownership	7%	0%	47%	47%
3b. Adult/Senior caregiving	0%	13%	47%	40%
3l. Respectful family relationships	7%	13%	40%	40%
3j. Parenting education	7%	7%	53%	33%
3a. Affordable housing	0%	0%	73%	27%
3g. Grandparents raising grandchildren	7%	13%	60%	20%
3i. Out-of-home child care	7%	7%	67%	20%
3e. Ed. programming for adult offenders	7%	20%	60%	13%
3k. Rental rights and responsibilities	0%	27%	60%	13%

Agricultural Issues

Farmers' market/vendor startup was the top agricultural issue and was rated very important by 40% of this group of respondents. Only one of these groups' top three agricultural issues (ag. education for youth) was also in the top three for the larger, initial survey respondents.

Table 8. Agricultural Issues				
	Not Important	Slightly Important	Important	Very Important
4e. Farmers' market/vendor start-up	13%	7%	40%	40%
4i. Vegetable/specialty production	20%	13%	33%	33%
4a. Agricultural education for youth	13%	7%	53%	27%
4b. Beginning farming	13%	13%	47%	27%
4f. Organic farming	13%	13%	47%	27%
4g. Rotational grazing	20%	20%	33%	27%
4h. Soil management	20%	20%	33%	27%
4c. Dairy management	13%	13%	53%	20%
4d. Farm transition/succession	13%	13%	53%	20%

Children and Teenagers

Half or more Facebook respondents rated the following youth issues as very important: bullying and cyberbullying, financial skills, out-of-school activities, preparing for higher education, healthy and respectful relationships, and workforce readiness and life skill development. Two of the top three priorities for children and teenagers (bullying and cyberbullying and financial skills) were also in the top three in the initial survey.

Table 9. Children and Teenagers				
	Not Important	Slightly Important	Important	Very Important
5a. Bullying and cyberbullying	0%	0%	27%	73%
5c. Financial skills	0%	7%	33%	60%
5f. Out-of-school activities	7%	0%	33%	60%
5g. Preparing for higher education	0%	13%	27%	60%
5d. Healthy and respectful relationships	0%	0%	47%	53%
5j. Workforce readiness/life skill devel.	0%	0%	47%	53%
5h. Responsible technology use	0%	7%	53%	40%
5b. Encouraging careers in STEM and art	0%	13%	53%	33%
5e. Leadership development	0%	7%	60%	33%
5i. Teen parenting	0%	13%	67%	20%

Gardening & Environment

Growing vegetables, fruits, and herbs was the most important gardening and environmental issue and was rated as very important by 40% of this group of respondents. The only top-three priority in both Table 10 and the initial survey was wildlife.

Table 10. Gardening & Environment				
	Not Important	Slightly Important	Important	Very Important
6c. Growing vegetables, fruits, & herbs	0%	27%	33%	40%
6h. Wildlife	0%	13%	53%	33%
6a. Environmental education	0%	7%	67%	27%
6d. Invasive plants, animals, and insects	0%	27%	47%	27%
6g. Organic gardening	7%	20%	40%	27%
6b. Forestry	13%	13%	60%	13%
6e. Lake improvement and management	0%	40%	47%	13%
6f. Landscape care	7%	40%	33%	13%

Community Issues

Leadership skill development was the top community issue and was rated very important by 43% of respondents. Compared to the initial survey, the Facebook respondents shared two of the top three priorities when it comes to community issues (job training and development and aging-friendly communities).

Table 11. Community Issues				
	Not Important	Slightly Important	Important	Very Important
7i. Leadership skill development	0%	0%	57%	43%
7h. Job training & development	7%	0%	57%	36%
7a. Aging-friendly communities	0%	21%	50%	29%
7b. Business start-up	0%	29%	43%	29%
7j. Renewable energy	7%	7%	57%	29%
7c. Community service opportunities	0%	21%	57%	21%
7d. Diversity & multiculturalism	7%	29%	43%	21%
7f. Intergenerational collaboration	7%	21%	50%	14%
7k. Tourism and community marketing	7%	43%	36%	14%
7e. Downtown/neighborhood develop.	7%	21%	64%	7%
7g. Involvement in public office.	7%	36%	43%	7%

Familiarity with the University of Wisconsin-Extension

Seventy-one percent of respondents said they are familiar with UW-Extension, similar to the 63% of initial survey respondents who said they were familiar with Extension.

Two Most-Preferred Learning Methods

Over half of respondents included face-to-face and hands-on learning in their top two preferred learning methods. The initial survey respondents also rated face-to-face and hands-on activities as their preferred methods of learning, but were less enthusiastic about online learning.

Table 12. Two most-preferred learning methods	
Face- to-face	57%
Hands-on	57%
Online	43%
Self-study	7%
Group discussion	0%
Other, specify	0%
Note: Total exceeds 100%: two answers permitted	

Two Most Common Sources of Community Information

Social media and newspapers were the two most common sources of community information. Respondents to the initial survey get their information about the community mostly from newspapers, contrasting sharply with the preference for social media among Facebook respondents.

Table 13. Two most common sources of community information	
Social media	79%
Newspaper	50%
Internet websites	29%
Radio	14%
Word of mouth	14%
Email	7%
Phone call	0%
School newsletter	0%
Bulletin boards	0%
Other, specify	0%
Note: Total exceeds 100%: two answers permitted	

Written Comments About Additional Educational Needs

- “A 4-H Extension Agent that has the KIDS best interest in hand. Someone who will WORK with the KIDS and not always against them.”
- “Some types of programs for teens who are getting expelled from high school. Wautoma area school district are expelling students for what I find to be not very good reasons and these students are unable to open enroll in any other public schools.”

Overall Priorities

Emotional health and bullying/cyberbullying were tied for the overall top priority, followed by a group of three tied for third place (outdoor activities and education, addressing food access and hunger issues, and drug or alcohol use/abuse). Rounding out the top ten were physical fitness, violence-free homes, financial skills, out-of-school activities and programs, and preparing for higher education.

This group of respondents ranked the following issues higher than the respondents to the mailout survey: emotional health, outdoor activities and education, addressing food access and hunger issues, physical fitness, and out-of-school activities.

These issues were included in the top-ten priority group in both surveys: bullying/cyberbullying, drug and alcohol use/abuse, violence-free homes, financial skills, and preparation for higher education. As stated earlier, due to the small sample size of the self-selected respondents to the Facebook online survey and the one-year gap in the data collection between the two surveys, it is not possible to say that the differences between the two sets of results are statistically valid.

	Not Important	Slightly Important	Important	Very Important
1c. Emotional health	0%	0%	27%	73%
5a. Bullying and cyberbullying	0%	0%	27%	73%
1f. Outdoor activities & education	0%	0%	33%	67%
2b. Addressing food access & hunger issues	0%	7%	27%	67%
3d. Drug or alcohol use/abuse	0%	0%	33%	67%
1g. Physical fitness	8%	8%	23%	62%
3m. Violence-free homes	13%	0%	27%	60%
5c. Financial skills	0%	7%	33%	60%
5f. Out-of-school activities and programs	7%	0%	33%	60%
5g. Preparing for higher education	0%	13%	27%	60%

Demographics

Gender (Age 18+)	Count	Male	Female				
Facebook Respondents	14	14%	86%				
Age group (Age 18+)	Count	18-24	25-34	35-44	45-54	55-64	65+
Facebook Respondents	14	21%	57%	21%	0%	0%	0%
Place of residence	Count	Own	Rent				
Facebook Respondents	14	71%	29%				
Employment status (Age 16+)	Count	Empl. Full time	Empl. Part time	Self Empl.	Unempl.	Retired	Other
Facebook Respondents	14	57%	14%	7%	21%	0%	0%
Parent or Guardian of child under age 18	Count	Yes	No				
Facebook Respondents	14	71%	29%				

Primary caregiver of an adult family member who would be unable to live on his or her own	Count	Yes	No					
Sample	14	14%	86%					
Highest level of education (Age 25+)	Count	Less than High Sch.	High Sch. Diploma	Some College/ Tech	Tech/ College Grad.	Bachelor Degree	Graduate/ Profess. Degree	
Facebook Respondents	14	7%	14%	36%	7%	36%	0%	
Household income range	Count	<\$15,000	\$15,000 - \$24,999	\$25,000- \$49,999	\$50,000- \$74,999	\$75,000- 99,999	\$100,000+	
Facebook Respondents	14	7%	14%	43%	29%	0%	7%	
Length of residence in Waushara County	Count	Non-resident	Less than 1 yr.	1 – 4 yrs.	5 – 9 yrs.	10 – 24 yrs.	25+ yrs.	
Facebook Respondents	14	0%	7%	14%	7%	36%	36%	
Ethnicity	Count	Hispanic	Non Hispanic					
Facebook Respondents	14	0%	100%					
Race	Count	White	Black/ Af. Amer	Am. Indian/ Alaskan	Asian	Hawaiian/ Pacific Is.	2 or more	Other
Facebook Respondents	14	100%	0%	0%	0%	0%	0%	0%

Table 16. ZIP Code of Primary Residence		
ZIP	Count	Percent
54982	5	36%
54984	4	29%
54965	2	14%
54970	2	14%
54930	1	7%
Total	14	100%

Conclusions

Key findings of this survey include the following:

- Majorities of respondents rated all topics included in the survey as important or very important.
- Opinions are relatively consistent across demographic groups. In addition, full-time residents and seasonal residents have very similar opinions.
- Given limited resources, the high importance ratings for all the issues included in the survey present a challenge to Waushara County Extension faculty and staff as they identify topics for educational program development. The rankings in Table 3 may be helpful as one source of input to identify issues that are relatively more important from those that are relatively less important.
- While 63% of respondents are familiar with UW-Extension, the remaining 37% who are not familiar with Extension represent an opportunity to develop additional public awareness of Extension services and to serve additional people.

Appendix A – Non-response Bias Tests

Any survey has to be concerned with “non-response bias.” Non-response bias refers to a situation in which people who do not 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 lower importance ratings to accessing health care, whereas most of those who responded said accessing health care is a very important issue. In this case, non-response bias would exist, and the raw results would overestimate the percentage of respondents who think accessing health care is an important concern.

A standard way to test for non-response bias is to compare the responses of those who respond to the first mailing to those who respond to the second mailing. Those who respond to the second mailing message are, in effect, a sample of non-respondents (to the first mailing), and we assume that they are more representative of all non-respondents.

In this survey, there were 285 responses to the first mailing and 133 to the second mailing. The SRC found 14 variables with statistically significant differences among the 80 variables on the questionnaire. As shown in Table A1, these differences were very small.

Table A1 – Statistically Significant Differences Between Responses of First and Second Mailings			
Variable	Statistical Significance	Mean First mailing	Mean Second Mailing
1a. Accessing health care	.043	3.41	3.22
1d. Health aging	.009	3.37	3.14
5c. Financial skills	.032	3.52	3.35
5e. Leadership development	.024	3.16	2.97
5f. Out-of-school activities & programs	.031	3.08	2.87
6f. Landscape care	.022	2.91	3.05
6h. Wildlife	.046	3.18	3.00
7j. Renewable energy	.017	3.20	2.97
7k. Tourism	.040	2.88	2.68
15. Familiar with UW-Extension	.003	1.32	1.48
16. Group discussion	.019	.17	.08
17. Newspaper	.001	.75	.59
17. Radio	.004	.18	.31
17. Social media	.032	.10	.04

The SRC concludes that there is little evidence that non-response bias is a concern for this sample

Appendix B – Open-Ended Comments and “Other” Written Responses

Q8. Additional programming needs in your community. (48 responses)

Education – General (10 Responses)

- College choices and scholarships/grants.
- Computer usage from beginner through various apps.
- Homeschooling needs in area.
- How to be a student. Career exploration. Financing further education without great debt. Bring back the Fine Arts into public education. Bring back Driver’s Education. Bring back cursive writing. Teach social skills/interpersonal communication. Entrepreneurship.
- Job training in different markets- not only technical.
- More access to 2-year college classes in Waushara, especially areas such as industrial electricity, plumbing, carpentry, etc. Job training for employment focus. More courses on starting your own business. Basic and advanced computer uses, repair and maintenance.
- Skilled trades- welding, fabrication, machinists. There is a major shortage now and it is about to get far worse.
- The role of the citizen in the constitutional republic that we live in. And why it is important to support those that advocate for smaller government. So basically, classes on the limited role government was designed to provide and such limits the Constitution imposes.
- Welding, carpentry, electrical, plumbing.
- You have to drive too far educational programs.

Volunteering and Community involvement (9 Responses)

- Volunteering (2x)
- Areas to volunteer. Where? When? Retired and willing to work more if I know where.
- I do think that Waushara Co has a great many resources that are not being used or tapped into. More options/more funding.
- More encouragement for the community to get involved with the Waushara County Fair.
- Teach students how to work in community planning so a greater tax base can be created that doesn't rely heavily on lake homes and bars.
- The workings of government, who and how to contact appropriate elected or appointed officials with problems or concerns. Better public notice of appearance of elected officials (congressional and state legislature etc.). Better notice of public hearings regarding proposed rules in the [unreadable] state departments.
- Volunteer opportunities for youth, mentoring/life skills training, exercise classes.
- What it means to be a good neighbor and an asset to your community.

Health & Safety (8 Responses)

- Affordable health club. Pool fitness- community pool with classes (with all the lakes around there are no swimming lessons in area for adults and kids.)
- Being a small community and 70-80% is elderly, why are there so little classes on learning, specifically like beginners with diabetes, plus the different stages of diabetes? Like that for cancer (different types, stages of cancer, like 1st diagnosis, accepting it, dealing with it). These are the only ones I can think of. Maybe more on other illnesses that affect everyone, including children, teens, young adults, and the elderly. Would be glad to learn on how to help other in these classes. Knowledge is good for everyone.
- Domestic abuse counseling for women. Sign to look for in abusive men (relationship). Safe place for women and children. Valentines to work for abused women. Learning about nature, horseback riding for troubled kids.
- Education on over-the-counter drugs, prescription drugs, anti-biotics, vaccinations
- Help available for people that want to stay in own home as opposed to nursing home. Programs that are available

- How to deal with autism or mental illness.
- Mental health problem. We need more leadership in.
- Swimming and lifesaving skills. Boat safety. Hunting safety.

Life skills (6 Responses)

- Career goals- planning strategies, plausible outcomes, R/T future goals, and financial situation with and without education foundations.
- Common sense and participation
- Financial Responsibility. Teach young people to be self-sufficient so they don't have to live off the government. Sterilize welfare recipients with 2 or more children because the only thing they are leaning is how to be takers. People need to contribute not just add to debt.
- Money management and the appropriate use of credit.
- We need to focus on "life skills in education."
- Work ethic -less government handouts to migrants -governmental programs to help people get off welfare -drug testing for people that receive welfare -less government handouts

Environment/Natural Resources (4 Responses)

- Forest management
- Groundwater management
- Long Lake, Plainfield WI, has been consistently ignored and people need to be educated that farmer's should not be able to tap into the water reservoir of a lake to water their fields. The lake has been turned into a pond from when it used to be a nice recreational lake that you could once water ski on. We need to preserve these lakes!!
- Proper disposal of hazardous materials (oil, paint, solvents, gasoline, etc.). Recycling of technology devices (T.V.s, computers, cell phones, iPads, monitors, printers).

Nutrition (3 responses)

- Butter, egg, and dairy free diet for nutritional information.
- How to be self-supportive about raising and preserving your own food instead of sitting on the couch and depending on free hand outs.
- Low income families- how to cook and bake real meals economically

Miscellaneous (8 Responses)

- As a grandparent, programs for grandparent/grandchildren- only activities are available. For a county- a facility in all age groups. For children a place to play after care (daycare).
- Deaf
- I may have misunderstood this survey- I took it as personal to me and not my family- as I have never married and have no children, so take them from there. The questions were confusing- should have wrote more thoroughly.
- Local leaders- past and present.
- Responsible pet ownership and legal consequences of neglect and abuse of farm animals
- Personal respect and respect for others and authority.
- Self-esteem and ownership, integrity, genealogy, self-protection, life skills, religious beliefs.
- UW Extension is a huge waste of money. It employs a host of people in positions for which there is no interest. Its cost benefit analysis is negative. Period.

Q12. What is your race? Other: specify (2 Responses)

- "America Norwegian"
- Democrat

Q16. How do you prefer to learn? Other: specify (10 Responses)

- A combination of all of the above (2x)
- Activism/voting
- Blended

- Computers illiterate
- Deaf
- Not interested
- Reading
- Self-pace
- Speaker

Q17. What are the two most common ways you receive information about community events?

Other: specify (19 Responses)

- TV (4x)
- T.V. News (2x)
- Adams-Columbia Advice Newsletter
- Bulletins
- By postal mail
- Church Bulletin
- Community newsletter.
- Deaf
- Difficult to obtain information if you are older and have no children
- I don't.
- Love Ends Publication
- Newsletter/magazine from co-op.
- Newspaper is poor...
- None. Not interested
- Organizations newsletters
- Rusorter (free paper)
- U.S. Postal Service

Q18. Employment status. Other: specify (8 Responses)

- Disabled (4x)
- DA
- Homemaker
- Part-time Student
- Semi-Retired

Q19. Place of residence. Other: specify (5 Responses)

- Assisted living
- Cottage summer only
- Retirement Home
- Retirement village
- This is second home.

Q23. What is the zip code of your primary residence? (398 responses)

ZIP	Place	Count	Percent	ZIP	Place	Count	Percent
54909	Almond, WI	3	1%	53208	Milwaukee, WI	1	<1%
54923	Berlin, WI	27	7%	53209	Milwaukee, WI	1	<1%
54930	Coloma, WI	25	6%	53212	Milwaukee, WI	1	<1%
54940	Fremont, WI	10	3%	53213	Milwaukee, WI	6	2%
54943	Hancock, WI	28	7%	53222	Milwaukee, WI	1	<1%
54960	Neshkoro, WI	14	4%	53225	Milwaukee, WI	1	<1%
54965	Pine River, WI	22	6%	53555	Lodi, WI	1	<1%
54966	Plainfield, WI	29	7%	53705	Madison, WI	2	1%
54967	Poy Sippi, WI	5	1%	53716	Madison, WI	1	<1%
54970	Redgranite, WI	27	7%	53718	Madison, WI	2	1%
54976	Saxeville, WI	2	1%	53916	Beaver Dam, WI	1	<1%
54981	Waupaca, WI	7	2%	53925	Columbus, WI	1	<1%
54982	Wautoma, WI	91	23%	54136	Kimberly, WI	1	<1%
54984	Wild Rose, WI	33	8%	54169	Sherwood, WI	1	<1%
32137	Palm Coast, FL	1	<1%	54304	Green Bay, WI	1	<1%
33715	Tierra Verde, FL	1	<1%	54501	Rhineland, WI	1	<1%
52732	Clinton, IA	1	<1%	54729	Chippewa Falls, WI	1	<1%
53002	Allenton, WI	1	<1%	54901	Oshkosh, WI	1	<1%
53022	Germantown, WI	1	<1%	54904	Oshkosh, WI	2	1%
53027	Hartford, WI	1	<1%	54911	Appleton, WI	1	<1%
53040	Kewaskum, WI	1	<1%	54914	Appleton, WI	1	<1%
53049	Malone, WI	2	1%	54915	Appleton, WI	2	1%
53051	Menomonee Falls, WI	1	<1%	54935	Fond Du Lac, WI	1	<1%
53073	Plymouth, WI	1	<1%	54956	Neenah, WI	1	<1%
53081	Sheboygan, WI	1	<1%	54968	Princeton, WI	1	<1%
53083	Sheboygan, WI	2	1%	54974	Rosendale, WI	1	<1%
53090	West Bend, WI	1	<1%	54979	Van Dyne, WI	1	<1%
53095	West Bend, WI	2	1%	54980	Waukau, WI	1	<1%
53129	Greendale, WI	1	<1%	54983	Weyauwega, WI	2	1%
53137	Helenville, WI	1	<1%	60014	Lakewood, IL	1	<1%
53139	Kansasville, WI	1	<1%	60089	Buffalo Grove, IL	1	<1%
53146	New Berlin, WI	1	<1%	60119	Campton Hills, IL	1	<1%
53149	Mukwonago, WI	1	<1%	60453	Oak Lawn, IL	1	<1%
53151	New Berlin, WI	2	1%	60605	Chicago, IL	1	<1%
53158	Pleasant Prairie, WI	1	<1%	60656	Norridge, IL	1	<1%
53186	Waukesha, WI	1	<1%	60707	Elmwood Park, IL	1	<1%
53189	Waukesha, WI	1	<1%	61081	Coleta, IL	1	<1%
53207	Milwaukee, WI	1	<1%				

Appendix C – Quantitative Summary of Responses by Question

Waushara County Educational Needs Assessment Survey

Please rate the importance of educational programming addressing Waushara County issues related to health and wellness, food and nutrition, home and families, agriculture, children and teens, gardening and environment, and communities.

1. <u>Educational programming focused on health and wellness issues such as:</u>	Not Important	Slightly Important	Important	Very Important	No Opinion
a. Accessing health care	4%	8%	34%	50%	4%
b. Chronic disease prevention	4%	11%	40%	39%	4%
c. Emotional health	4%	13%	37%	41%	5%
d. Healthy aging	4%	9%	38%	46%	3%
e. Obesity reduction	7%	13%	38%	37%	6%
f. Outdoor activities and education	3%	17%	39%	37%	4%
g. Physical fitness	4%	8%	46%	38%	4%
h. Safe walking and biking trails	6%	17%	33%	39%	4%
2. <u>Educational programming focused on food and nutrition issues such as:</u>	Not Important	Slightly Important	Important	Very Important	No Opinion
a. Accessing nutritious and healthy local foods	5%	11%	45%	35%	4%
b. Addressing food access and hunger issues	7%	15%	43%	31%	4%
c. Budgeting for food	6%	20%	41%	29%	4%
d. Home food preservation	9%	27%	39%	21%	5%
e. Safe food preparation and storage	6%	20%	40%	30%	4%
f. Understanding nutritional needs	4%	16%	46%	31%	4%
3. <u>Educational programming focused on home and family issues such as:</u>	Not Important	Slightly Important	Important	Very Important	No Opinion
a. Affordable housing	8%	13%	44%	30%	5%
b. Adult/senior caregiving	3%	11%	40%	42%	3%
c. Co-parenting for separated parents	10%	18%	41%	24%	8%
d. Drug or alcohol use/abuse	8%	10%	28%	50%	4%
e. Educational programming for adult offenders	11%	18%	35%	27%	9%
f. Family financial management	5%	16%	42%	31%	5%
g. Grandparents raising grandchildren	11%	23%	38%	20%	9%
h. Home ownership	8%	22%	44%	20%	5%
i. Out-of-home child care	12%	22%	38%	19%	10%
j. Parenting education	8%	16%	37%	33%	6%
k. Rental rights and responsibilities	11%	30%	38%	14%	7%
l. Respectful family relationships	8%	12%	39%	37%	5%
m. Violence-free homes	6%	8%	29%	53%	5%

4. <u>Educational programming focused on agricultural issues such as:</u>	Not Important	Slightly Important	Important	Very Important	No Opinion
a. Agriculture education for youth	6%	17%	46%	22%	9%
b. Beginning farming	8%	25%	39%	16%	11%
c. Dairy management	9%	27%	38%	14%	12%
d. Farm transition/succession	9%	24%	36%	18%	13%
e. Farmers' market/vendor start-up	9%	26%	37%	17%	11%
f. Organic farming	12%	29%	28%	19%	11%
g. Rotational grazing	11%	25%	34%	15%	15%
h. Soil management	8%	16%	36%	29%	11%
i. Vegetable and specialty crop production	8%	20%	42%	19%	12%

5. <u>Educational programming targeting children and teenagers focused on:</u>	Not Important	Slightly Important	Important	Very Important	No Opinion
a. Bullying and cyberbullying	4%	7%	31%	54%	4%
b. Encouraging careers in science, technology, engineering, and math (STEM) and art	3%	8%	35%	49%	5%
c. Financial skills	3%	5%	32%	56%	4%
d. Healthy and respectful relationships	3%	8%	33%	52%	4%
e. Leadership development	4%	13%	47%	31%	5%
f. Out-of-school activities and programs	7%	16%	41%	31%	6%
g. Preparing for higher education	3%	10%	36%	45%	6%
h. Responsible use of technology	4%	9%	40%	41%	5%
i. Teen parenting	8%	12%	36%	34%	10%
j. Workforce readiness and life skill development	3%	6%	24%	62%	5%

6. <u>Educational programming focused on gardening and environmental topics such as:</u>	Not Important	Slightly Important	Important	Very Important	No Opinion
a. Environmental education	3%	13%	45%	31%	7%
b. Forestry	4%	20%	45%	23%	8%
c. Growing vegetables, fruits, and herbs	3%	17%	44%	30%	6%
d. Invasive plants, animals, and insects	3%	15%	40%	34%	7%
e. Lake improvement and management	4%	12%	43%	33%	8%
f. Landscape care (trees, perennials, annuals, lawns)	5%	24%	43%	21%	6%
g. Organic gardening	9%	28%	34%	20%	9%
h. Wildlife	4%	15%	40%	35%	6%

7. <u>Educational programming focused on community issues such as:</u>	Not Important	Slightly Important	Important	Very Important	No Opinion
a. Aging-friendly communities	4%	18%	43%	30%	6%
b. Business start-up	6%	23%	46%	17%	8%
c. Community service opportunities	6%	21%	48%	18%	7%
d. Diversity and multiculturalism	10%	28%	36%	14%	12%
e. Downtown and neighborhood development	9%	25%	41%	16%	9%
f. Intergenerational collaboration /involvement	8%	27%	42%	10%	13%
g. Involvement in public office	11%	34%	34%	9%	11%
h. Job training and development	4%	9%	40%	41%	5%
i. Leadership skill development	5%	21%	46%	22%	6%
j. Renewable energy	6%	15%	35%	38%	6%
k. Tourism and community marketing	6%	24%	41%	20%	8%

8. Use the box below to list any additional educational programming needs in your community:

SEE APPENDIX B

Demographics (for statistical purposes only)

9. Gender:	Male	Female				
	43%	57%				
10. Age:	18-24	25-34	35-44	45-54	55-64	65 and older
	0%	3%	5%	13%	33%	46%

Please answer BOTH Question 11 about Hispanic origin and Question 12 about race. For this survey, Hispanic origins are not races.

11. Are you Hispanic/Latino?	Yes	No
	1%	99%

12. What is your race? (Mark • one only)

White	Black or African American	American Indian or Alaskan Native	Asian	Native Hawaiian or Pacific Islander	Two or More Races	Other race,	_See Appendix B_
98%	0%	0%	0%	0%	1%	0%	

13. Are you the parent/guardian of a child under age 18?	Yes	No
	11%	89%

14. Are you the primary caregiver of an adult family member who would be unable to live on his or her own without your assistance? 10% 90%

15. Are you familiar with the University of Wisconsin-Extension? 63% 37%

16. How do you prefer to learn? (Mark • **two** only)

57% Face-to-face 26% Self-study 15% Group discussion
 20% Online 60% Hands-on 3% Other, specify See Appendix B

17. What are the **two** most common ways you receive information about community events? (Mark • **two** only)

74% Newspaper 11% Email 7% School newsletter
 24% Radio 5% Phone call 8% Social media (Facebook, Twitter, etc.)
 16% Internet websites 38% Word of mouth 10% Community bulletin boards
 6% Other, specify: See Appendix B

18. Employment status:	Employed Full Time	Employed Part Time	Self Employed	Unemployed	Retired	Other: See Appendix B
	31%	7%	7%	2%	52%	2%

19. Place of residence:	Own	Rent	Other: See Appendix B
	93%	6%	1%

20. 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
	8%	13%	32%	21%	14%	13%

21. Highest level of education:	Less than high school	High school diploma/HSED/GED	Some college/tech	Tech college graduate	Bachelor's degree	Graduate or professional degree
	3%	28%	28%	11%	18%	12%

22. How many years have you lived in Waushara County?	Non-resident	Less than 1 yr.	1 – 4 yrs.	5 – 9 yrs.	10 – 24 yrs.	25+ yrs.
	14%	1%	6%	10%	29%	40%

23. What is the zip code of your **primary** residence?

7% 54923 6% 54930 3% 54940 7% 54943 4% 54960 6% 54965
 7% 54966 1% 54967 7% 54970 1% 54976 23% 54982 8% 54984
 22% Other, specify See Appendix B

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