

Manitowoc County
Stronger Together

Perception Study – 2016



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Background

- Chamber of Commerce Committee
- Began with grassroots effort in 2014

Goal : Stronger Together Manitowoc County is a collaborative movement focused on harnessing the energy and pride within Manitowoc County, resulting in bold tactics to improve community vitality and quality of life.

Stronger Together Initiatives

- Focus on positive language/behavior
- Tool: Website strongertogethernow.org
- 101 things to do in Manitowoc County
- Reputation Management Workshop
- Community volunteerism
- Benchmark survey

Goal of Survey

- Gauge perception of our community
- Use results to promote the positive in our community and make a great place to live and work even better

Methodology

- Online survey
- Distribution to members of Chamber and Progress Lakeshore, nonprofit organizations, area employers shared with employees
- Publicized in media, distributed at senior centers

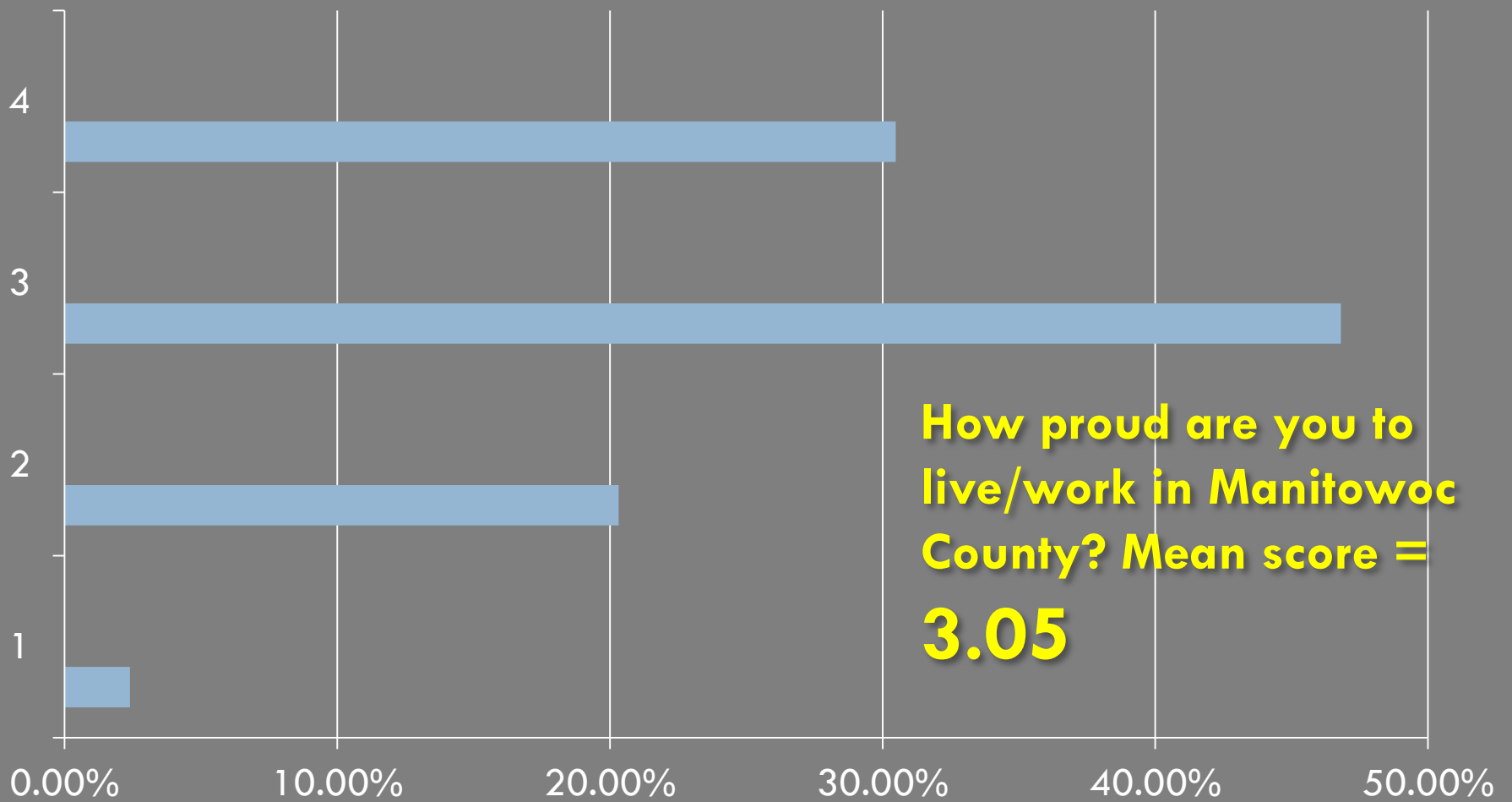
Responses

903 respondents with majority:

- Female: **71%**
- Age 45-65: **53%**
- Resides in Manitowoc or Two Rivers: **74%**
- Has lived or worked in county for 20+ years: **65%**

5 Key Questions

- Pride
- Like most
- Like least
- Descriptors
- Recommend



	1	2	3	4	Total	Weighted Average
I am...	2.40% 21	20.32% 178	46.80% 410	30.48% 267	876	3.05

On a scale from 1 (not at all proud) to 4 (very proud) how proud are you to live/work in Manitowoc County? **BY AGE**

Answered: 867 Skipped: 27

I am...						
	1	2	3	4	Total	
Q7: 18-25	5.36% 3	28.6 23.21% 13	48.21% 27	23.21% 13	6.46% 56	
Q7: 26-35	1.92% 3	25.64% 40	52.56% 82	19.87% 31	17.99% 156	
Q7: 36-45	2.92% 5	20.47% 35	53.80% 92	22.81% 39	19.72% 171	
Q7: 46-55	1.98% 5	23.32% 59	42.69% 108	32.02% 81	29.18% 253	
Q7: 56-65	2.45% 5	12.75% 26	40.20% 82	44.61% 91	23.53% 204	
Q7: 65+	0.00% 0	11.1 11.11% 3	51.85% 14	37.04% 10	3.11% 27	

On a scale from 1 (not at all proud) to 4 (very proud) how proud are you to live/work in Manitowoc County? **BY HOW LONG IN COMMUNITY**

Answered: 867 Skipped: 27

I am...						
	1	2	3	4	Total	
Q8: 0-5 years	2.06% 2	29.9 27	45.36% 44	24.74% 24	11.19% 97	
Q8: 5-10 years	0.00% 0	26.98% 17	44.44% 28	28.57% 18	7.27% 63	
Q8: 10-20 years	4.35% 6	21.01% 29	48.55% 67	26.09% 36	15.92% 138	
Q8: 20+ years	2.28% 13	18.28% 104	46.40% 264	33.04% 188	65.63% 569	

What do you like most about living/working in Manitowoc County? FIRST RESPONSE

- 1) Lake / Lakeshore: 18%
- 2) Community: 15%
- 3) Family: 8%

What do you like most about living/working in Manitowoc County? ALL RESPONSES

- 1) Lake / Lakeshore: 44%
- 2) Community: 28%
- 3) Family: 17%

What do you like least about living/working in Manitowoc County? FIRST RESPONSE

- 1) Jobs/Employment: 20%
- 2) Drugs/Crime: 12%
- 3) Shopping: 6%

What do you like least about living/working in Manitowoc County? ALL RESPONSES

- 1) Jobs/Employment: 37%
- 2) Drugs/Crime: 29%
- 3) Shopping: 14%

What are three words you use to describe Manitowoc County? FIRST RESPONSE

1. Beautiful: 18%
2. Friendly: 11%
3. Small: 5%
4. Safe: 4%
5. Dying/Depressed/Declining: 4%

What are three words you use to describe Manitowoc County? ALL RESPONSES

- 1) Beautiful: 28%
- 2) Friendly: 27%
- 3) Safe: 12%
- 4) Small: 10%
- 5) Dying/Depressed/Declining: 10%

How likely are you to recommend Manitowoc County to your family or friends as a good place to live/work?

On a scale from 1 (not at all likely) to 4 (very likely) how likely are you to recommend Manitowoc County to your family or friends as a good place to live/work?

Answered: 893 Skipped: 10

2.79

	1	2	3	4	Total	Weighted Average
I am...	9.29% 83	27.21% 243	39.08% 349	24.41% 218	893	2.79

Translate to Net Promoter Score:

- 4=promoter; 3=passive; 1&2 = detractor
- Subtract detractors from promoters =

-12.1

- Not good. Like our community but won't recommend it. Opportunity!!!!

Compared to Proud

On a scale from 1 (not at all likely) to 4 (very likely) how likely are you to **recommend** Manitowoc County to your family or friends as a good place to live/work?

Answered: 893 Skipped: 10

	1	2	3	4	Total	Weighted Average
I am...	9.29% 83	27.21% 243	39.08% 349	24.41% 218	893	2.79

On a scale from 1 (not at all proud) to 4 (very proud) how **proud** are you to live/work in Manitowoc County?

Answered: 876 Skipped: 27

	1	2	3	4	Total	Weighted Average
I am...	2.40% 21	20.32% 178	46.80% 410	30.48% 267	876	3.05

Recommend by AGE

On a scale from 1 (not at all likely) to 4 (very likely) how likely are you to recommend Manitowoc County to your family or friends as a good place to live/work?

I am...					
	1	2	3	4	Total
Q7: 18-25	13.33% 8	23.33% 14	41.67% 25	21.67% 13	6.75% 60
Q7: 26-35	9.38% 15	31.25% 50	40.00% 64	19.38% 31	18.00% 160
Q7: 36-45	6.36% 11	32.37% 56	41.04% 71	20.23% 35	19.46% 173
Q7: 46-55	9.69% 25	28.68% 74	38.76% 100	22.87% 59	29.02% 258
Q7: 56-65	10.43% 22	19.91% 42	35.55% 75	34.12% 72	23.73% 211
Q7: 65+	0.00% 0	18.52% 5	51.85% 14	29.63% 8	3.04% 27

Recommend by Length of Residence

On a scale from 1 (not at all likely) to 4 (very likely) how likely are you to recommend Manitowoc County to your family or friends as a good place to live/work?

I am...					
	1	2	3	4	Total
Q8: 0-5 years	9.90% 10	26.73% 27	38.61% 39	24.75% 25	11.36% 101
Q8: 5-10 years	9.38% 6	28.13% 18	40.63% 26	21.88% 14	7.20% 64
Q8: 10-20 years	9.22% 13	27.66% 39	46.10% 65	17.02% 24	15.86% 141
Q8: 20+ years	9.26% 54	27.10% 158	37.22% 217	26.42% 154	65.58% 583

How can we use this information?

- **Share results for action and involvement**
- **Panel discussion (next session)**
- **Start a community conversation**
- **Stronger Together use information to identify opportunities to improve community perception**

Next Steps

- **Benchmark scores and conduct survey again in 2 years**
- **Note increases / successes and continue to monitor**
- **This presentation and the full survey will be available on the Chamber & Stronger Together websites**

Let's be **Stronger Together**

- **NEXT MEETING:**
December 14, 3 – 4:30 PM
- **Please join us!**
- **Continued discussion and action planning**