

LIFE Report

Community Survey

-EXECUTIVE SUMMARY-

METHODOLOGY

The United Way of Portage County contracted with the Community Research Center (CRC) at the University of Wisconsin – Stevens Point to facilitate the 2007 Portage County LIFE Report. As part of its responsibilities, the CRC conducted a community survey during the week of April 23, 2006.

The CRC, in consultation with the Steering Committee and Priority Teams, developed a draft survey instrument. The survey was conducted at the Telephone Survey Center at UW- Stevens Point. 488 households were randomly contacted for the survey. Survey responses have a + or - error rate of 4% at the 95% confidence level (the 95% confidence level means the same results would occur 95 out of 100 times). Cross-tabulations and queries for smaller sub-groups have slightly higher error rates.

The CRC created a database, entered the data from the surveys, and completed a data analysis.

GENERAL FINDINGS:

1. 78% of respondents have volunteered in the last year.
2. 64% of respondents are aware of a telephone service that provides information and referrals. Of those, 52% could name the service as 211.
3. 32% of respondents have spent time caring for an elderly person in the past year. Of those, 30% cared for someone from 5 to 10 hours per month.
4. 36% of respondents have contacted a locally elected official.
5. 14% of respondents report that they or someone in their families have been discriminated against in the last year. Of those, 20% reported discrimination based on disability and 19% based on race. 18-24 year olds was the age group most likely to report discrimination (although this was a relatively small number of respondents).
6. When the data was analyzed for differences in response by age, most respondents across the age span found agreement on most survey questions. The only differences that emerged were in the following areas:
 - Although the total number of responses was relatively small, those respondents between ages 18-24 and those 85 and older saw increased incidences of discrimination.
 - The same age groups also tended to be less aware of the 211 phone service.
 - Younger respondents were more likely to report family stress as a community issue.
7. When the data was analyzed for differences in response by gender, females were more likely to be aware of an information and referral phone service in Portage County (but not more likely to recognize that service by name), and males were more likely to have contacted an elected official or attended a government meeting in the last year. Several differences emerged in importance of community issues. In general, females rated community issues of higher importance than males. Areas where female responses were higher than males were:
 - Health Care
 - Acceptance of Diversity
 - Crime
 - Poverty
 - Family Stress
 - Suicide
 - Public Transportation

8. When the data was analyzed for differences in response by geographic location, urban respondents were more likely to recognize the name of the information and referral phone service in Portage County, and rural respondents were more likely to spend time caring for someone elderly. No significant differences were found in importance of community issues between rural and urban respondents.

The following responses were rated on a scale with one being the lowest and seven being the highest for all respondents.

1. The overall quality of life in Stevens Point was 5.7
2. The feeling of safety was rated at 5.9.
3. The overall job being done by local city, village, and town governments was 5.1.
4. The overall job being done by county government was 4.9.

The following chart contains the responses given when asked how important each of the following community issues is to the respondent.

IMPORTANCE OF COMMUNITY ISSUES

	Overall Rating (7 highest)
Quality of Education	6.3
Health Care Costs	6.1
Jobs with good Wages	6.0
Community Support for Youth	5.8
Alcohol/Drug Abuse	5.6
Effective Government Spending	5.6
Acceptance of Diversity	5.5
Affordable Housing	5.4
Child Care Accessibility	5.4
Crime	5.4
Poverty	5.4
Land Use Planning	5.3
Child Care Affordability	5.3
Family Stress	5.2
Suicide	5.0
Public Transportation	5.0

The following chart also contains the responses given when asked how important each of the following community issues is to the respondent. This chart breaks out those responses by geographic location.

IMPORTANCE OF COMMUNITY ISSUES BY RURAL/URBAN

	Rural	Urban
	(7 highest)	(7 highest)
Quality of Education	6.2	6.3
Health Care Costs	6.0	6.2
Jobs with good Wages	5.9	6.0
Community Support for Youth	5.7	5.9
Alcohol/Drug Abuse	5.5	5.7
Effective Government Spending	5.6	5.6
Acceptance of Diversity	5.4	5.6
Affordable Housing	5.3	5.4
Child Care Accessibility	5.2	5.5
Crime	5.4	5.5
Poverty	5.3	5.5
Land Use Planning	5.3	5.3
Child Care Affordability	5.3	5.4
Family Stress	5.2	5.2
Suicide	5.0	5.0
Public Transportation	4.8	5.2

The following chart also contains the responses given when asked how important each of the following community issues is to the respondent. This chart breaks out those responses by gender.

IMPORTANCE OF COMMUNITY ISSUES BY GENDER

	Female	Male
	(7 highest)	(7 highest)
Quality of Education	6.4	6.1
Health Care Costs	6.3	5.8
Jobs with good Wages	6.1	5.7
Community Support for Youth	5.9	5.6
Alcohol/Drug Abuse	5.7	5.3
Effective Government Spending	5.7	5.4
Acceptance of Diversity	5.7	5.2
Affordable Housing	5.5	5.1
Child Care Accessibility	5.5	5.2
Crime	5.7	4.9
Poverty	5.6	5.1
Land Use Planning	5.3	5.2
Child Care Affordability	5.5	5.1
Family Stress	5.4	4.9
Suicide	5.2	4.5
Public Transportation	5.2	4.6

LIFE Report

Community Survey Questions & Raw Data Results

Q-1 How would you rate the overall quality of life in Portage County?

1 = 0%	5 = 28%
2 = 1%	6 = 38%
3 = 2%	7 = 24%
4 = 7%	

Average Rating = 5.7

Q-2 How would you rate how safe you feel in Portage County?

1 = 0%	5 = 23%
2 = 0%	6 = 43%
3 = 1%	7 = 30%
4 = 3%	

Average Rating = 5.9

Q-3 Discrimination occurs when one person is treated unfairly based on physical or personal characteristics. In the past year, have you or someone in your family experienced discrimination in Portage County?

Yes = 14% No = 86%

Q-4A If YES, was the discrimination based on:

Race = 19%	Religion = 9%
Age = 13%	Height = 1%
Gender = 13%	Disability = 20%
Income = 4%	Other = 16%
Sexual Orientation = 9%	
Weight = 6%	

Total = 69 respondents

Q-4B If YES, where did the setting take place?

Store = 20%	Court Setting = 0%
School = 20%	Hospital = 8%
Workplace = 20%	Other medical setting = 2%
Police/Law Enforcement = 5%	Neighborhood = 6%
Park = 5%	Other = 27%

Total = 66 respondents

Q-5 Are you aware of a phone service in Portage County that provides information and referrals and connects people to services?

Yes = 64% No = 36%

Q-5A If YES, what is that phone service called?

211 = 52% Other = 48%

Total = 305 respondents

Q-6 Do you spend personal time caring for an elderly person?

Yes = 32% No = 68%

Q-6A If YES, what is the amount of time you spend caring for someone in the community who is elderly?

0 hours = 1%	16-20 hours per month = 9%
1-4 hrs per month = 16%	21-25 hours per month = 6%
5-10 hrs per month = 30%	Over 25 hours = 25%
11-15 hours per month = 14%	

Total = 154 respondents

Q-7 In the last year, have you contacted an elected official or attended a local government meeting?

Yes = 36% No = 64%

Q-8 Have you volunteered in the past twelve months to help at school, charitable organizations, church, or to help individuals outside your immediate family?

Yes = 78% No = 22%

Q-9 How would you rate the overall job that your LOCAL city, town, or village government is doing?

1 = 1%	5 = 37%
2 = 2%	6 = 26%
3 = 5%	7 = 10%
4 = 16%	N/A = 3%

Average Rating = 5.1

Q-10 How would you rate the overall job that the COUNTY government is doing?

1 = 2%	5 = 39%
2 = 3%	6 = 20%
3 = 6%	7 = 6%
4 = 19%	N/A = 5%

Average Rating = 4.9

Q-11 With 1 being the lowest and 7 being the highest rate the IMPORTANCE of the following list of community issues.

Health Care Costs

1 = 3%	5 = 12%
2 = 2%	6 = 17%
3 = 2%	7 = 59%
4 = 3%	N/A = 1%

Average Rating = 6.1

Jobs with Good Wages

1 = 1%	5 = 13%
2 = 3%	6 = 20%
3 = 4%	7 = 50%
4 = 6%	N/A = 3%

Average Rating = 6.0

Effective Government Spending

1 = 3%	5 = 20%
2 = 3%	6 = 19%
3 = 5%	7 = 39%
4 = 8%	N/A = 3%

Average Rating = 5.6

Quality of Education

1 = 0%	5 = 12%
2 = 0%	6 = 25%
3 = 1%	7 = 56%
4 = 5%	N/A = 0%

Average Rating = 6.3

Community Support for Youth

1 = 1%	5 = 25%
2 = 1%	6 = 28%
3 = 1%	7 = 33%
4 = 7%	N/A = 4%

Average Rating = 5.8

Alcohol/Drug Abuse

1 = 2%	5 = 23%
2 = 2%	6 = 25%
3 = 4%	7 = 30%
4 = 9%	N/A = 5%

Average Rating = 5.6

Poverty

1 = 1%	5 = 23%
2 = 1%	6 = 19%
3 = 7%	7 = 30%
4 = 15%	N/A = 4%

Average Rating = 5.4

Crime

1 = 1%	5 = 25%
2 = 3%	6 = 23%
3 = 8%	7 = 28%
4 = 11%	N/A = 1%

Average Rating = 5.4

Family stress

1 = 3%	5 = 29%
2 = 2%	6 = 21%
3 = 6%	7 = 22%
4 = 14%	N/A = 4%

Average Rating = 5.2

Land Use Planning

1 = 1%	5 = 27%
2 = 3%	6 = 21%
3 = 4%	7 = 21%
4 = 17%	N/A = 6%

Average Rating = 5.3

Affordable Housing

1 = 0%	5 = 28%
2 = 2%	6 = 22%
3 = 6%	7 = 23%
4 = 14%	N/A = 5%

Average Rating = 5.4

Acceptance of Diversity

1 = 1%	5 = 24%
2 = 3%	6 = 22%
3 = 3%	7 = 29%
4 = 14%	N/A = 4%

Average Rating = 5.5

Child Care Affordability

1 = 2%	5 = 20%
2 = 3%	6 = 21%
3 = 6%	7 = 25%
4 = 12%	N/A = 10%

Average Rating = 5.3

Suicide

1 = 4%	5 = 19%
2 = 4%	6 = 16%
3 = 7%	7 = 21%
4 = 18%	N/A = 11%

Average Rating = 5.0

Public Transportation

1 = 2%	5 = 29%
2 = 5%	6 = 18%
3 = 8%	7 = 19%
4 = 14%	N/A = 4%

Average Rating = 5.0

Child Care Accessibility

1 = 1%	5 = 18%
2 = 3%	6 = 22%
3 = 6%	7 = 25%
4 = 13%	N/A = 12%

Average Rating = 5.4

Q-12 Do you live in the urban areas of Stevens Point or Plover, or do you live in the rural areas of the county?

Urban = 58% Rural = 42%

Q-13 Stop me when you hear your age group.

18-24 = 4%	55-64 = 22%
25-34 = 9%	65-74 = 14%
35-44 = 19%	75-84 = 7%
45-54 = 22%	85+ = 3%

Q-14 If over 60, are you retired?
Yes = 72% No = 28%

Total = 189 respondents over age of 60

Q-15 If retired, do you continue to work part-time?
Yes = 27% No = 73%

Total = 137 respondents who are retired