

# **Better City Superior Community Input Questionnaire**

Tuesday, December 29, 2015

# 1130

Total Responses

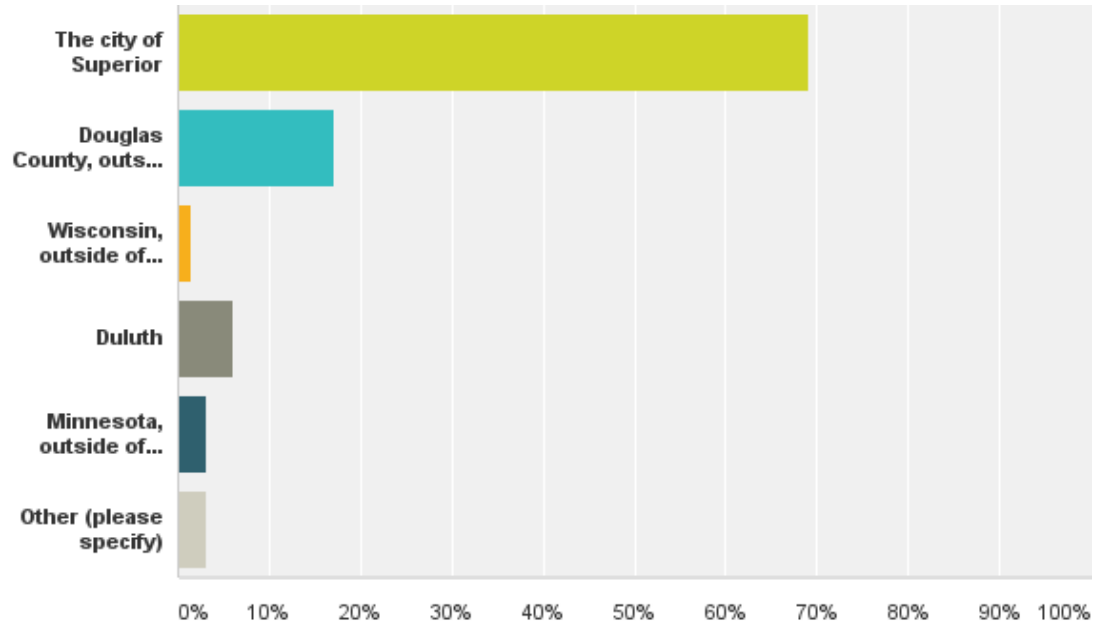
Date Created: Tuesday, December 01, 2015

Complete Responses: 1004

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# Q1: Where do you live?

Answered: 1,127 Skipped: 3



# Q1: Where do you live?

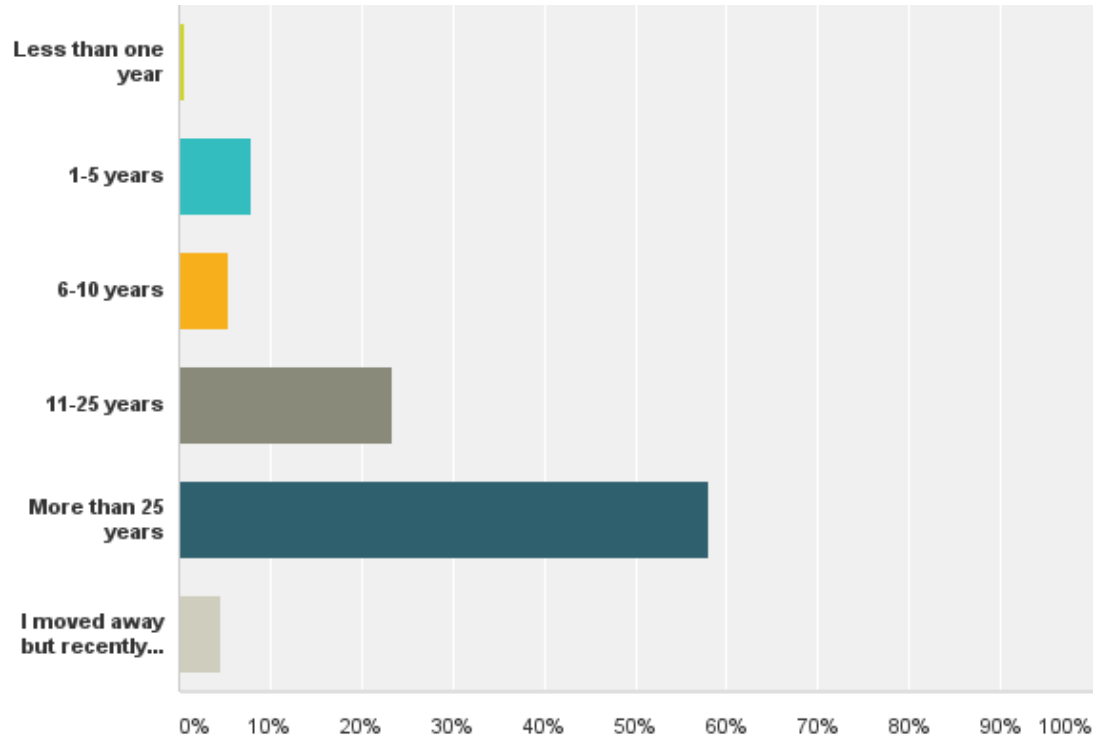
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Answered: 1,127 Skipped: 3

Answer Choices	Responses
The city of Superior	69.12% 779
Douglas County, outside of Superior	17.13% 193
Wisconsin, outside of Douglas County	1.42% 16
Duluth	6.12% 69
Minnesota, outside of Duluth	3.11% 35
Other (please specify)	3.11% 35
<b>Total</b>	<b>1,127</b>

## Q2: How long have you lived in the region?

Answered: 1,125 Skipped: 5



## Q2: How long have you lived in the region?

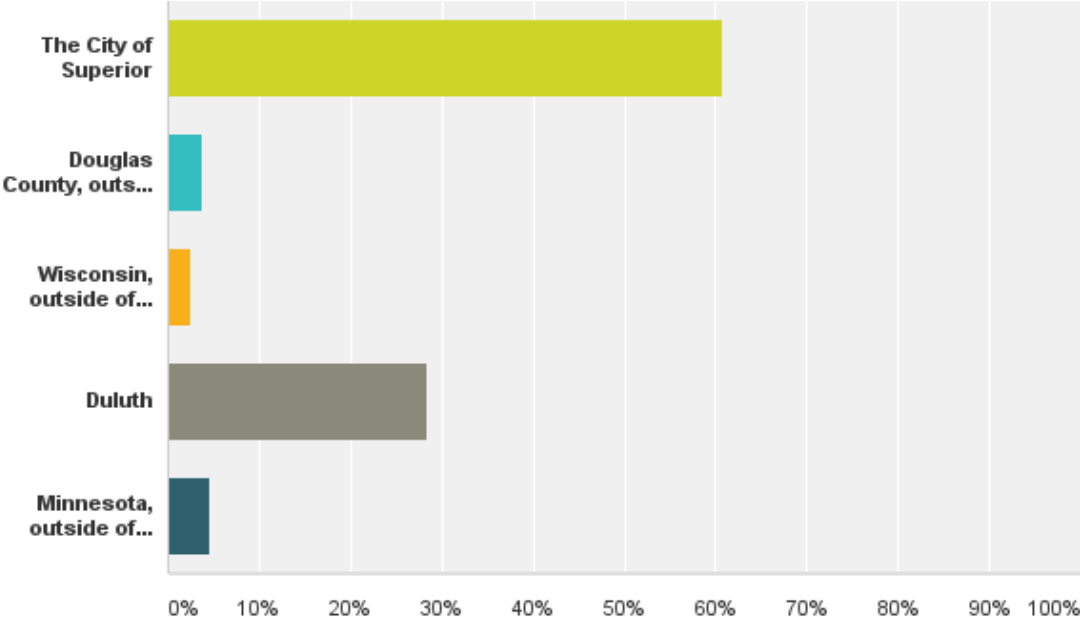
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Answered: 1,125 Skipped: 5

Answer Choices	Responses	
Less than one year	0.71%	8
1-5 years	7.91%	89
6-10 years	5.33%	60
11-25 years	23.29%	262
More than 25 years	58.13%	654
I moved away but recently returned to the area	4.62%	52
<b>Total</b>		<b>1,125</b>

# Q3: Where is your primary work location?

Answered: 1,075 Skipped: 55



### Q3: Where is your primary work location?

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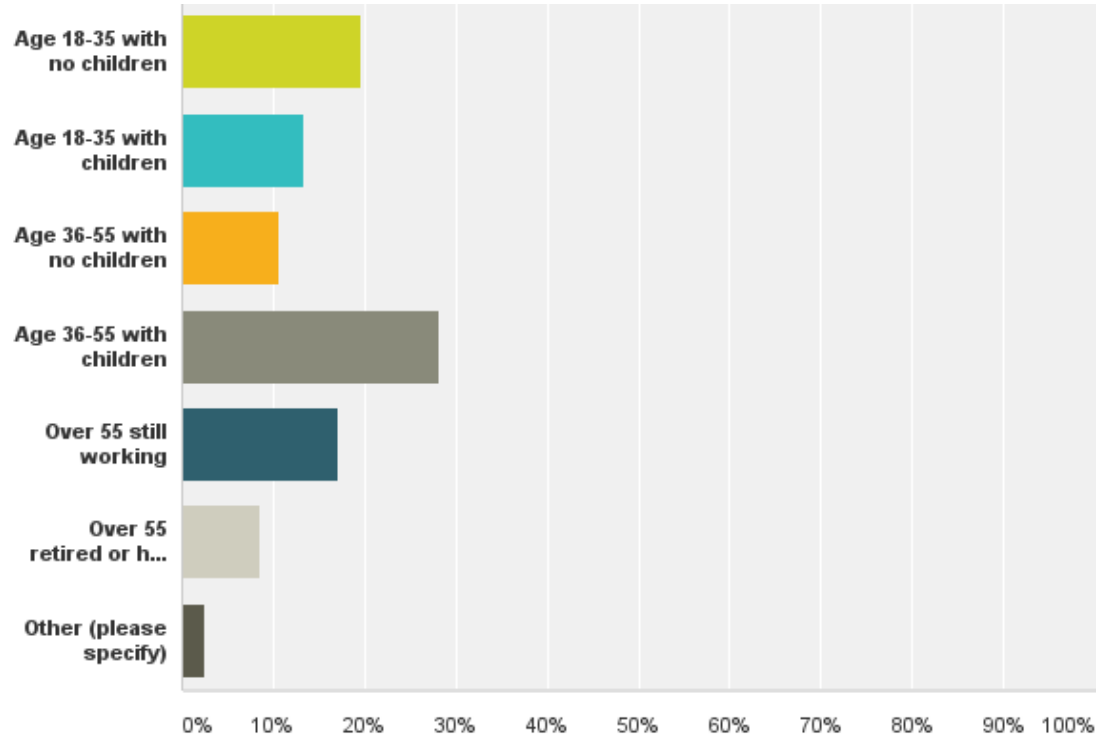
Answered: 1,075 Skipped: 55

Answer Choices	Responses	
The City of Superior	60.65%	652
Douglas County, outside of Superior	3.81%	41
Wisconsin, outside of Douglas County	2.51%	27
Duluth	28.37%	305
Minnesota, outside of Duluth	4.65%	50
<b>Total</b>		<b>1,075</b>



## Q4: What is your stage in life?

Answered: 1,122 Skipped: 8



## Q4: What is your stage in life?

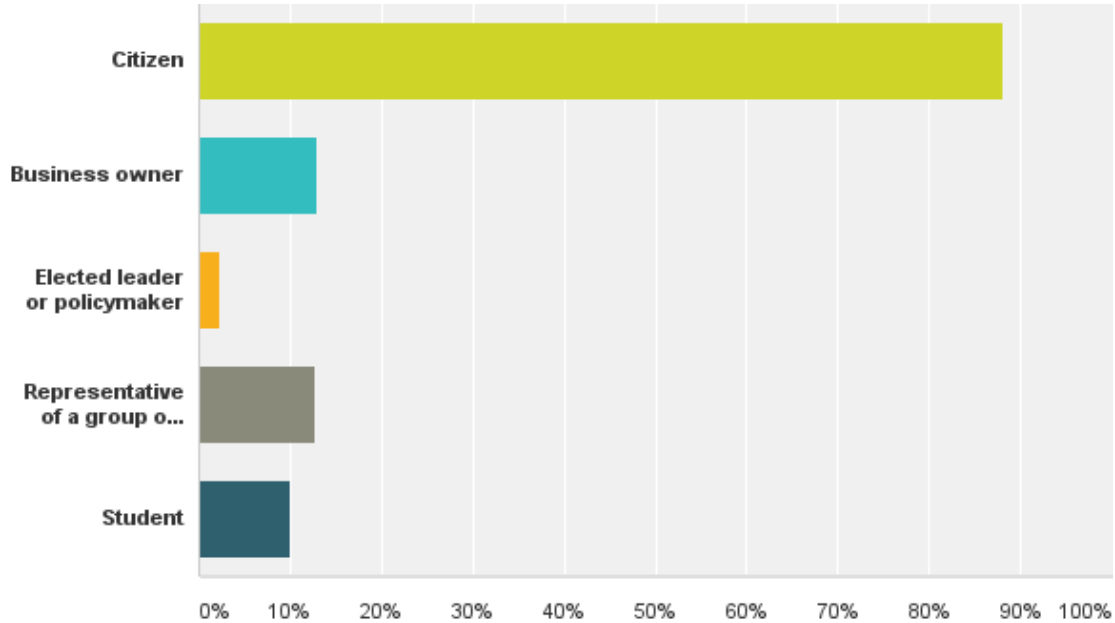
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Answered: 1,122 Skipped: 8

Answer Choices	Responses
Age 18-35 with no children	<b>19.61%</b> 220
Age 18-35 with children	<b>13.37%</b> 150
Age 36-55 with no children	<b>10.70%</b> 120
Age 36-55 with children	<b>28.16%</b> 316
Over 55 still working	<b>17.20%</b> 193
Over 55 retired or have not worked outside the home	<b>8.56%</b> 96
Other (please specify)	<b>2.41%</b> 27
<b>Total</b>	<b>1,122</b>

## Q5: What is your role in the community? (check all that apply)

Answered: 1,117 Skipped: 13



## Q5: What is your role in the community? (check all that apply)

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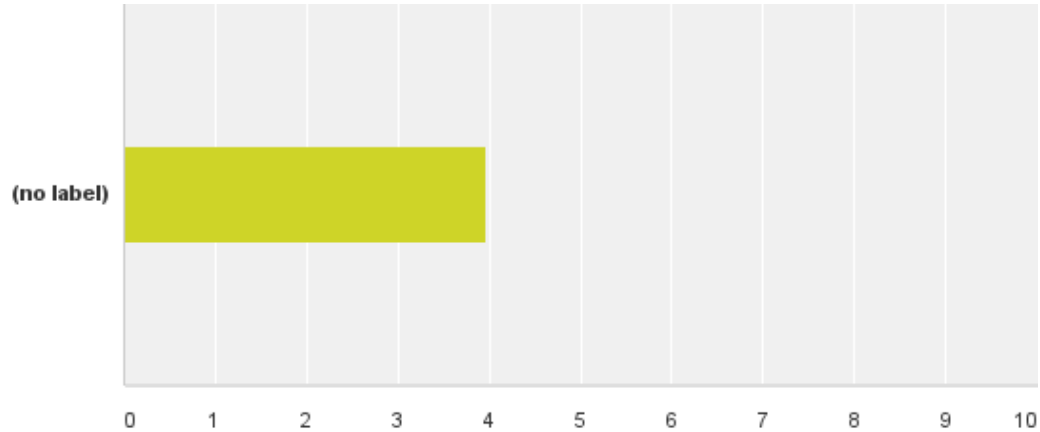
Answered: 1,117 Skipped: 13

Answer Choices	Responses	
Citizen	<b>88.00%</b>	983
Business owner	<b>12.89%</b>	144
Elected leader or policymaker	<b>2.24%</b>	25
Representative of a group or organization	<b>12.71%</b>	142
Student	<b>10.03%</b>	112
<b>Total Respondents: 1,117</b>		

## Q6: As a community, we control our own future.

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Answered: 1,038 Skipped: 92



## Q6: As a community, we control our own future.

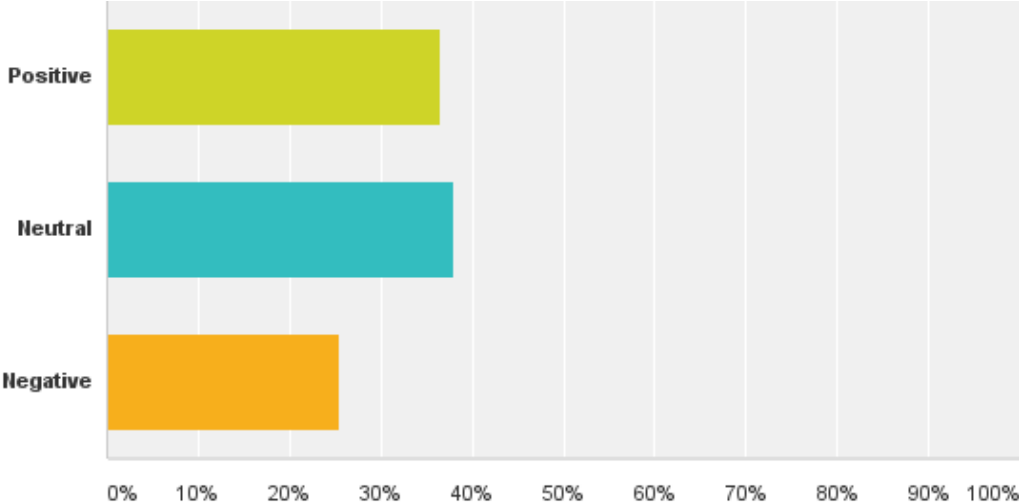
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Answered: 1,038 Skipped: 92

	<b>Strongly disagree</b>	<b>Somewhat disagree</b>	<b>Neutral</b>	<b>Somewhat agree</b>	<b>Strongly agree</b>	<b>Total</b>	<b>Weighted Average</b>
(no label)	<b>5.78%</b> 60	<b>7.71%</b> 80	<b>7.80%</b> 81	<b>42.49%</b> 441	<b>36.22%</b> 376	1,038	3.96

# Q7: What is your general feeling about the future of Superior?

Answered: 1,095 Skipped: 35



## Q7: What is your general feeling about the future of Superior?

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Answered: 1,095 Skipped: 35

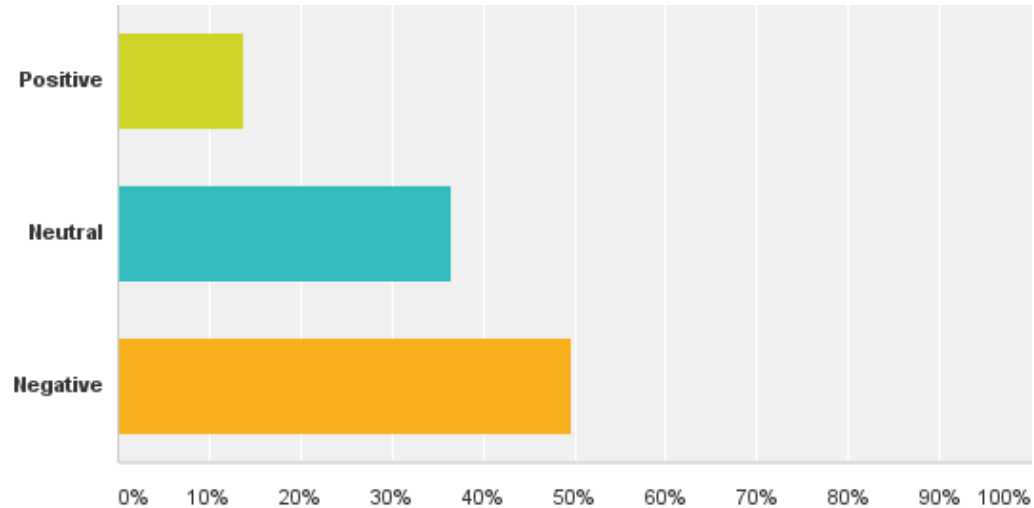
Answer Choices	Responses
Positive	36.44% 399
Neutral	37.99% 416
Negative	25.57% 280
<b>Total</b>	<b>1,095</b>



## Q8: How do you think other community members feel about the future of Superior?

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Answered: 1,092 Skipped: 38



## Q8: How do you think other community members feel about the future of Superior?

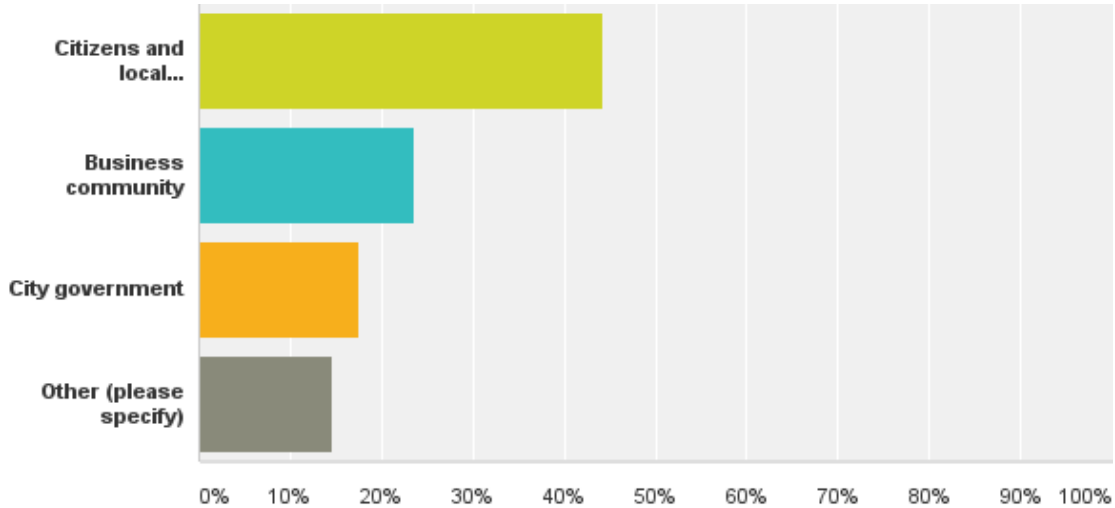
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Answered: 1,092 Skipped: 38

Answer Choices	Responses	
Positive	13.74%	150
Neutral	36.63%	400
Negative	49.63%	542
<b>Total</b>		<b>1,092</b>

## Q9: Who should we depend on most to lead our city forward?

Answered: 1,091 Skipped: 39



## Q9: Who should we depend on most to lead our city forward?

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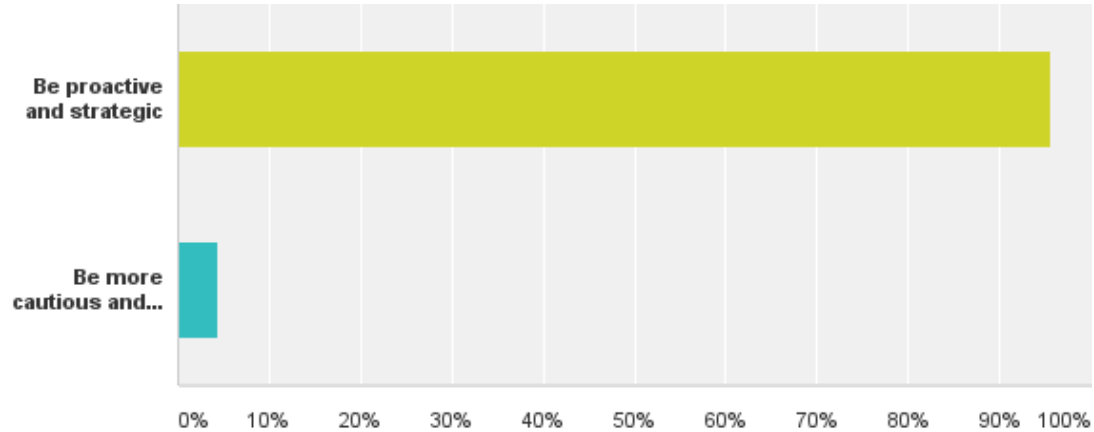
Answered: 1,091 Skipped: 39

Answer Choices	Responses	
Citizens and local organizations	<b>44.18%</b>	482
Business community	<b>23.56%</b>	257
City government	<b>17.60%</b>	192
Other (please specify)	<b>14.67%</b>	160
<b>Total</b>		<b>1,091</b>

## Q10: Looking to the future, we should:

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Answered: 1,086 Skipped: 44



## Q10: Looking to the future, we should:

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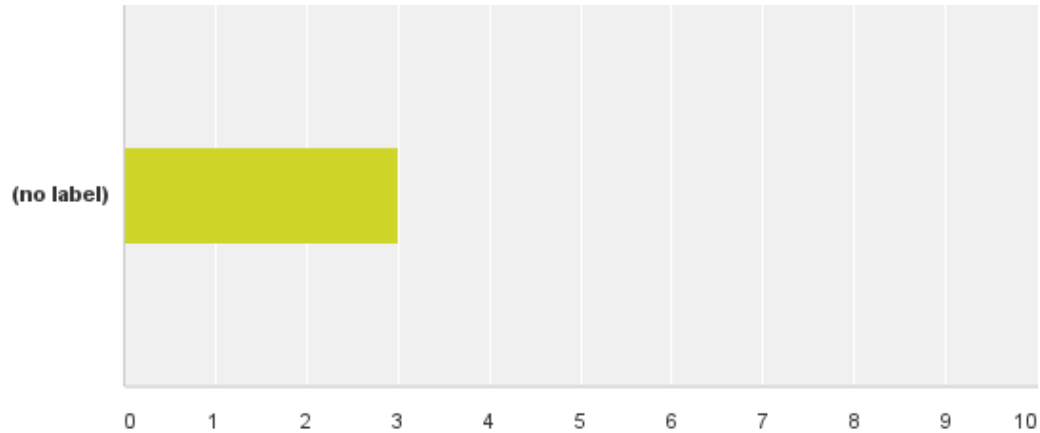
Answered: 1,086 Skipped: 44

Answer Choices	Responses	
Be proactive and strategic	95.67%	1,039
Be more cautious and react to what happens	4.33%	47
<b>Total</b>		<b>1,086</b>

# Q11: In Superior, we have the community vision we need to be successful.

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Answered: 1,088 Skipped: 42



## Q11: In Superior, we have the community vision we need to be successful.

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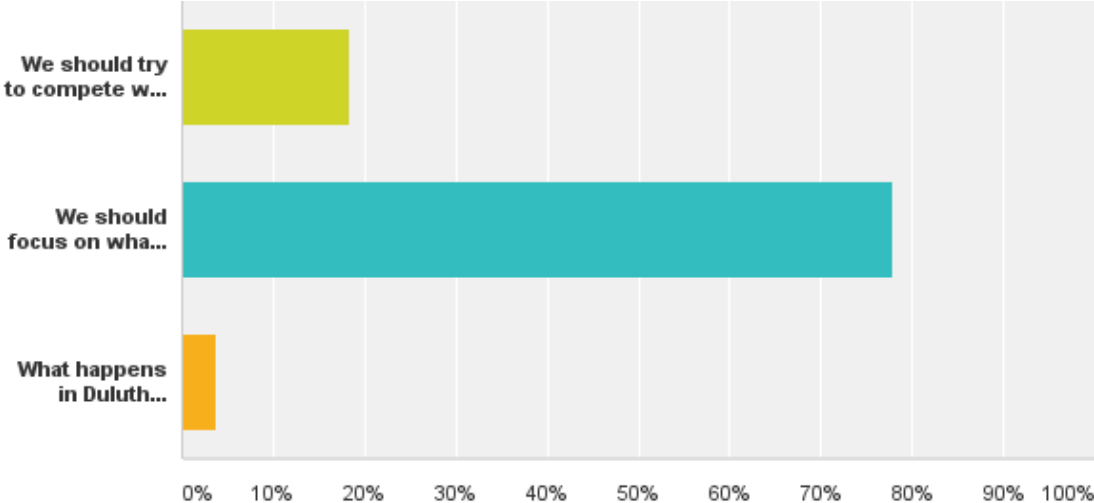
Answered: 1,088 Skipped: 42

	<b>Strongly disagree</b>	<b>Somewhat disagree</b>	<b>Neutral</b>	<b>Somewhat agree</b>	<b>Strongly agree</b>	<b>Total</b>	<b>Weighted Average</b>
(no label)	<b>11.40%</b> 124	<b>24.17%</b> 263	<b>23.99%</b> 261	<b>33.46%</b> 364	<b>6.99%</b> 76	1,088	3.00



# Q12: How does Duluth affect what we should do in Superior?

Answered: 1,089 Skipped: 41



## Q12: How does Duluth affect what we should do in Superior?

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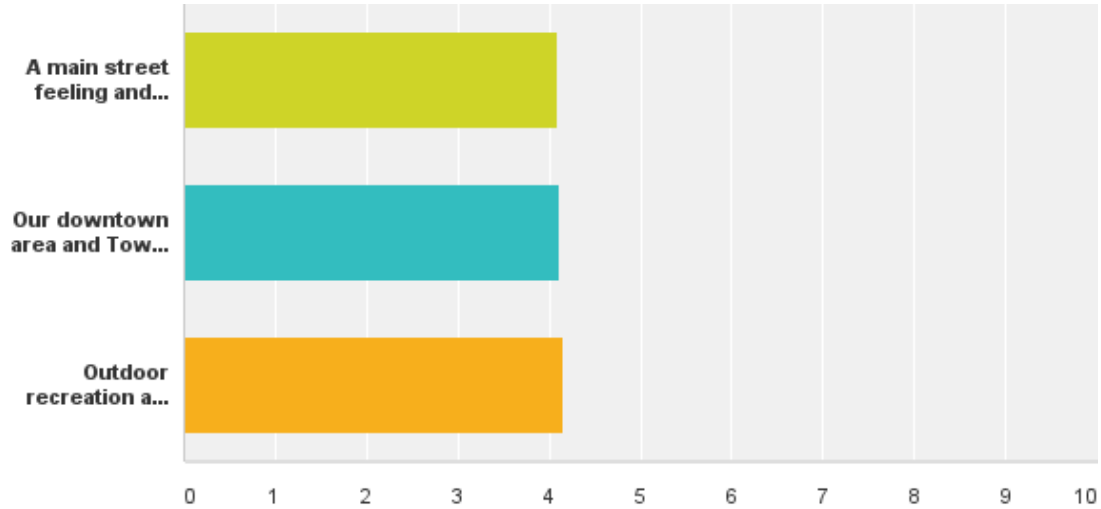
Answered: 1,089 Skipped: 41

Answer Choices	Responses
We should try to compete with what Duluth offers.	<b>18.46%</b> 201
We should focus on what we do best and complement Duluth.	<b>77.78%</b> 847
What happens in Duluth doesn't affect Superior.	<b>3.76%</b> 41
<b>Total</b>	<b>1,089</b>

## Q13: How do you feel about the following statements?

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Answered: 1,025 Skipped: 105



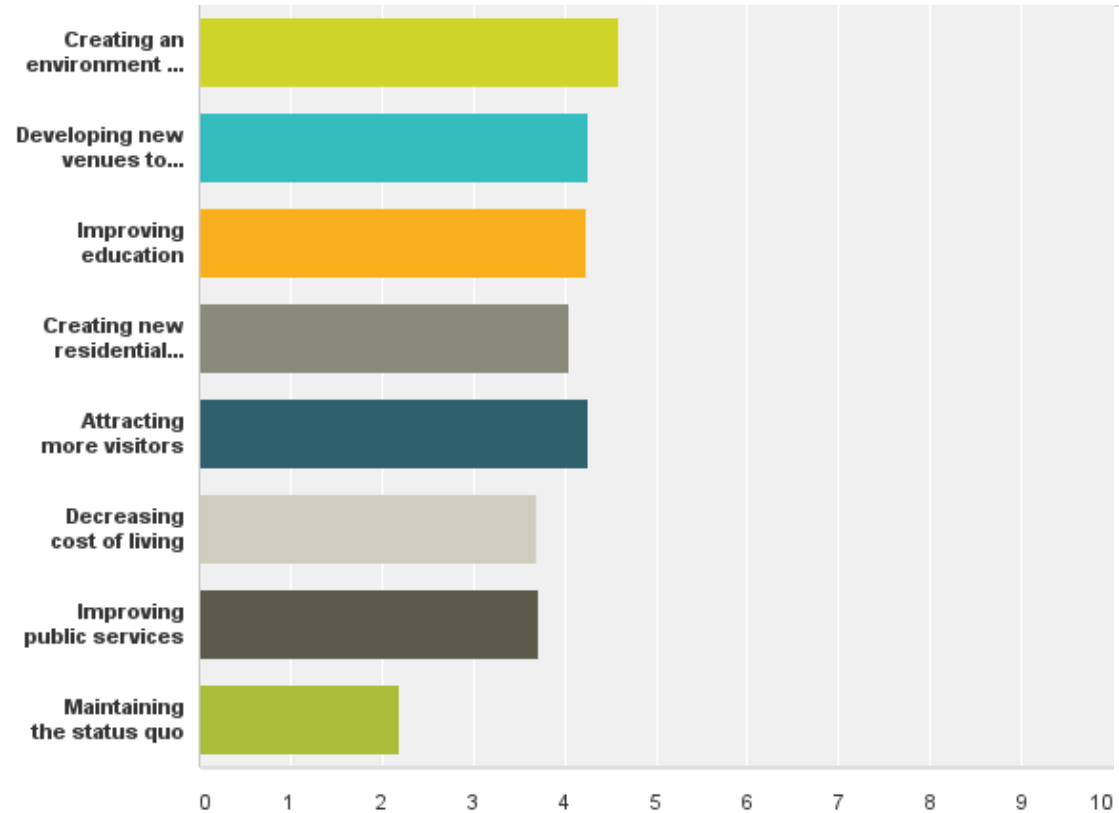
## Q13: How do you feel about the following statements?

Answered: 1,025 Skipped: 105

	Strongly disagree	Somewhat disagree	Neutral	Somewhat agree	Strongly agree	Total	Weighted Average
A main street feeling and neighborhood friendliness are an important part of Superior's identity.	<b>3.63%</b> 37	<b>5.80%</b> 59	<b>11.49%</b> 117	<b>36.25%</b> 369	<b>42.83%</b> 436	1,018	4.09
Our downtown area and Tower Avenue are an important part of Superior's identity.	<b>3.53%</b> 36	<b>6.67%</b> 68	<b>8.83%</b> 90	<b>35.82%</b> 365	<b>45.14%</b> 460	1,019	4.12
Outdoor recreation and sports are an important part of Superior's identity.	<b>3.73%</b> 38	<b>4.71%</b> 48	<b>10.60%</b> 108	<b>34.54%</b> 352	<b>46.42%</b> 473	1,019	4.15

# Q14: Looking to the future as a community, how much focus should we place on each of the following elements?

Answered: 1,023 Skipped: 107



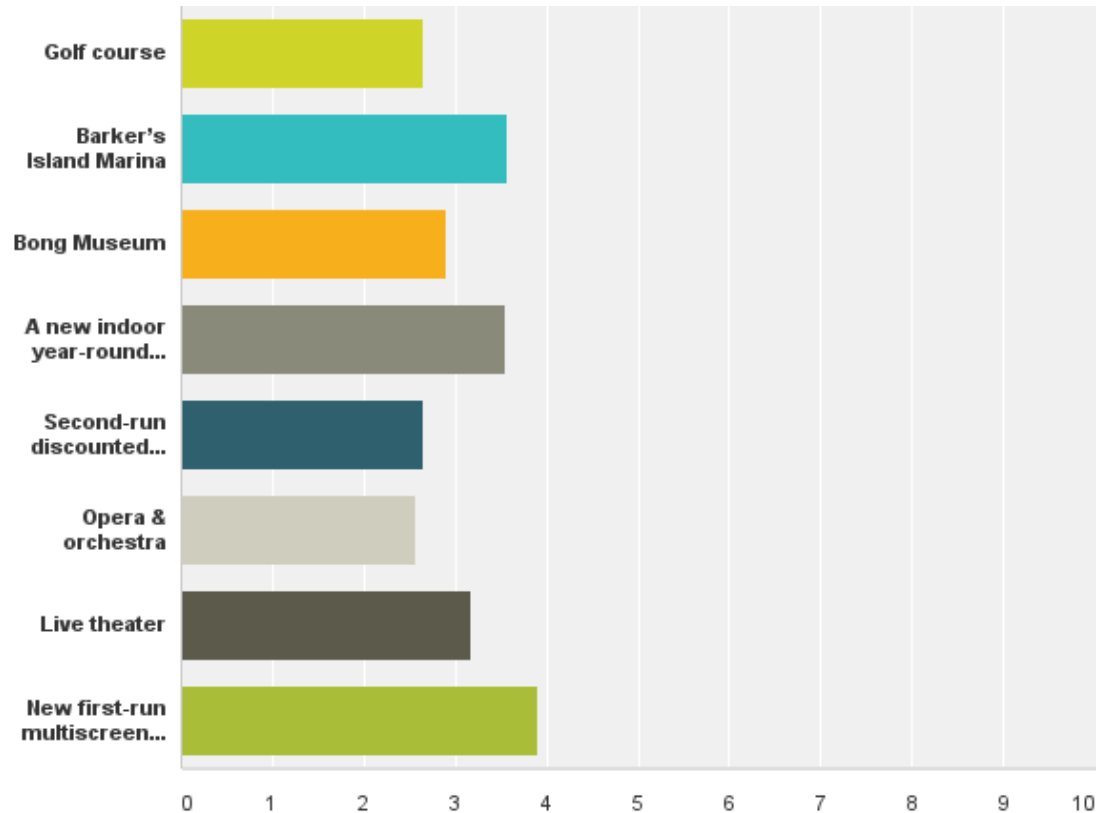
# Q14: Looking to the future as a community, how much focus should we place on each of the following elements?

Answered: 1,023 Skipped: 107

	Small focus	Somewhat small focus	Some focus	Somewhat large focus	Large focus	Total	Weighted Average
Creating an environment to increase good, high-paying jobs	<b>0.20%</b> 2	<b>0.49%</b> 5	<b>7.18%</b> 73	<b>24.09%</b> 245	<b>68.04%</b> 692	1,017	4.59
Developing new venues to provide recreation and entertainment offerings	<b>2.06%</b> 21	<b>2.26%</b> 23	<b>14.45%</b> 147	<b>30.68%</b> 312	<b>50.54%</b> 514	1,017	4.25
Improving education	<b>2.27%</b> 23	<b>3.65%</b> 37	<b>15.29%</b> 155	<b>25.74%</b> 261	<b>53.06%</b> 538	1,014	4.24
Creating new residential developments and improving housing	<b>2.85%</b> 29	<b>4.71%</b> 48	<b>18.25%</b> 186	<b>31.60%</b> 322	<b>42.59%</b> 434	1,019	4.06
Attracting more visitors	<b>1.18%</b> 12	<b>3.04%</b> 31	<b>15.21%</b> 155	<b>31.21%</b> 318	<b>49.36%</b> 503	1,019	4.25
Decreasing cost of living	<b>7.10%</b> 72	<b>8.88%</b> 90	<b>25.64%</b> 260	<b>24.26%</b> 246	<b>34.12%</b> 346	1,014	3.69
Improving public services	<b>4.05%</b> 41	<b>7.90%</b> 80	<b>26.75%</b> 271	<b>34.25%</b> 347	<b>27.05%</b> 274	1,013	3.72
Maintaining the status quo	<b>44.61%</b> 447	<b>17.27%</b> 173	<b>19.76%</b> 198	<b>10.78%</b> 108	<b>7.58%</b> 76	1,002	2.19

# Q15: What should be the community's focus in providing recreational, cultural and entertainment offerings?

Answered: 1,022 Skipped: 108



## Q15: What should be the community's focus in providing recreational, cultural and entertainment offerings?

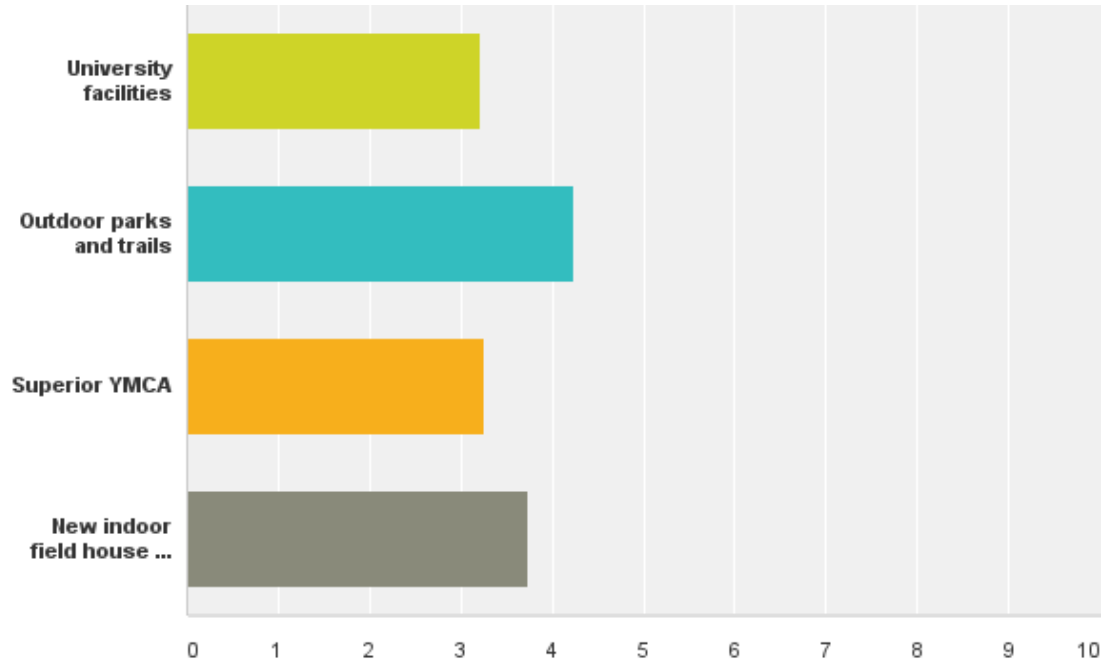
Answered: 1,022 Skipped: 108

	Small focus	Somewhat small focus	Some focus	Somewhat large focus	Large focus	Total	Weighted Average
Golf course	<b>24.65%</b> 247	<b>15.27%</b> 153	<b>35.43%</b> 355	<b>18.36%</b> 184	<b>6.29%</b> 63	1,002	2.66
Barker's Island Marina	<b>7.68%</b> 77	<b>6.98%</b> 70	<b>28.51%</b> 286	<b>33.30%</b> 334	<b>23.53%</b> 236	1,003	3.58
Bong Museum	<b>15.56%</b> 154	<b>17.37%</b> 172	<b>36.77%</b> 364	<b>21.41%</b> 212	<b>8.89%</b> 88	990	2.91
A new indoor year-round water park	<b>13.70%</b> 138	<b>10.92%</b> 110	<b>15.19%</b> 153	<b>27.21%</b> 274	<b>32.97%</b> 332	1,007	3.55
Second-run discounted multiscreen movie theater	<b>29.80%</b> 301	<b>18.51%</b> 187	<b>21.19%</b> 214	<b>16.53%</b> 167	<b>13.96%</b> 141	1,010	2.66
Opera & orchestra	<b>26.37%</b> 265	<b>22.29%</b> 224	<b>28.46%</b> 286	<b>14.63%</b> 147	<b>8.26%</b> 83	1,005	2.56
Live theater	<b>14.73%</b> 148	<b>14.23%</b> 143	<b>28.06%</b> 282	<b>25.67%</b> 258	<b>17.31%</b> 174	1,005	3.17
New first-run multiscreen movie theater and family fun center	<b>7.81%</b> 79	<b>7.32%</b> 74	<b>16.02%</b> 162	<b>24.73%</b> 250	<b>44.11%</b> 446	1,011	3.90



# Q16: What should be the community's focus in providing sports facilities?

Answered: 1,020 Skipped: 110



## Q16: What should be the community's focus in providing sports facilities?

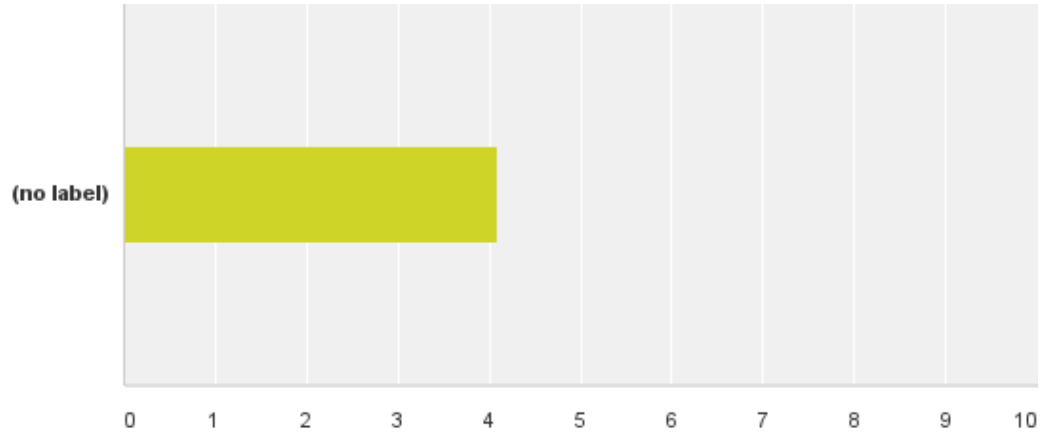
Answered: 1,020 Skipped: 110

	<b>Small focus</b>	<b>Somewhat small focus</b>	<b>Some focus</b>	<b>Somewhat large focus</b>	<b>Large focus</b>	<b>Total</b>	<b>Weighted Average</b>
University facilities	<b>11.99%</b> 121	<b>10.41%</b> 105	<b>38.65%</b> 390	<b>21.51%</b> 217	<b>17.44%</b> 176	1,009	3.22
Outdoor parks and trails	<b>1.96%</b> 20	<b>2.65%</b> 27	<b>15.82%</b> 161	<b>29.17%</b> 297	<b>50.39%</b> 513	1,018	4.23
Superior YMCA	<b>9.94%</b> 100	<b>11.33%</b> 114	<b>35.69%</b> 359	<b>28.93%</b> 291	<b>14.12%</b> 142	1,006	3.26
New indoor field house for sports, tournaments and other community events	<b>8.31%</b> 84	<b>8.31%</b> 84	<b>20.87%</b> 211	<b>26.21%</b> 265	<b>36.30%</b> 367	1,011	3.74

## Q18: In order to pay for what we wish to accomplish, we should consider making thoughtful investments of tax dollars.

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Answered: 981 Skipped: 149



## Q18: In order to pay for what we wish to accomplish, we should consider making thoughtful investments of tax dollars.

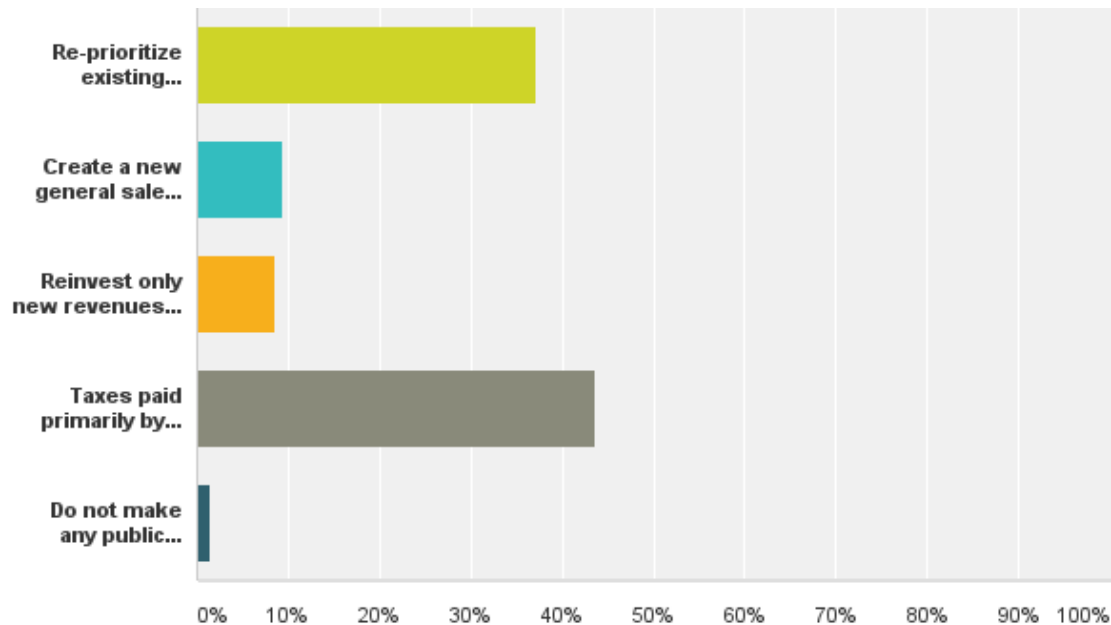
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Answered: 981 Skipped: 149

	<b>Strongly disagree</b>	<b>Somewhat disagree</b>	<b>Neutral</b>	<b>Somewhat agree</b>	<b>Strongly agree</b>	<b>Total</b>	<b>Weighted Average</b>
(no label)	<b>4.28%</b> 42	<b>3.36%</b> 33	<b>11.93%</b> 117	<b>39.65%</b> 389	<b>40.77%</b> 400	981	4.09

# Q19: What is the best method to pay for new public investments in Superior?

Answered: 973 Skipped: 157



# Q19: What is the best method to pay for new public investments in Superior?

Answered: 973 Skipped: 157

Answer Choices	Responses	
Re-prioritize existing spending	<b>37.10%</b>	361
Create a new general sales tax	<b>9.35%</b>	91
Reinvest only new revenues generated by new projects	<b>8.53%</b>	83
Taxes paid primarily by tourists: hotel, restaurant and bar tax proceeds	<b>43.58%</b>	424
Do not make any public investments	<b>1.44%</b>	14
<b>Total</b>		<b>973</b>