

Better City Superior Community Input Questionnaire

Tuesday, December 29, 2015

1130

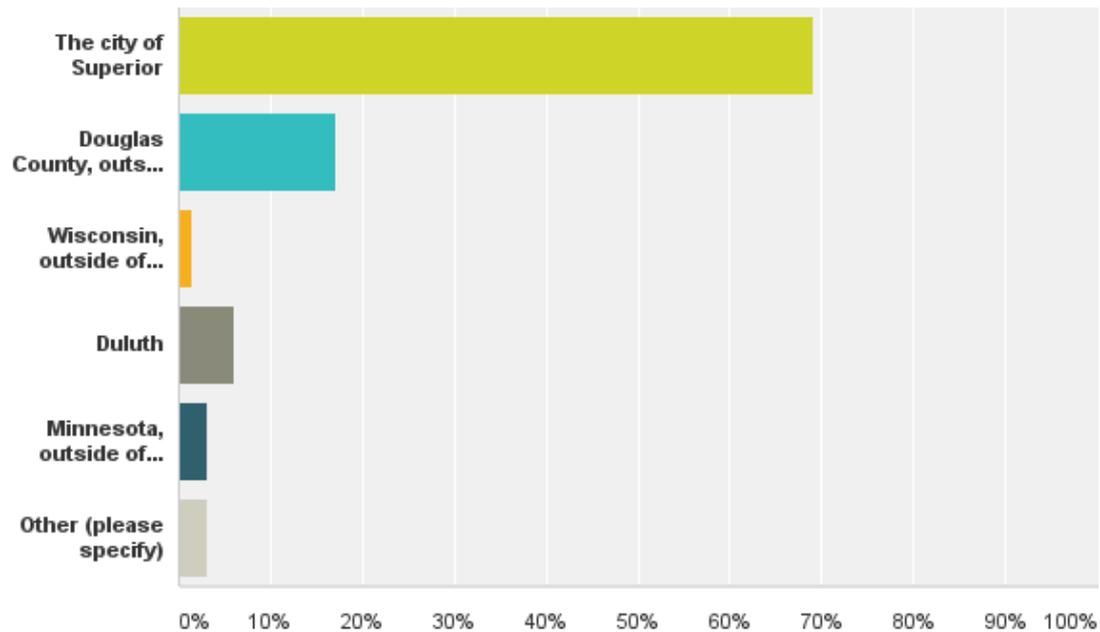
Total Responses

Date Created: Tuesday, December 01, 2015

Complete Responses: 1004

Q1: Where do you live?

Answered: 1,127 Skipped: 3



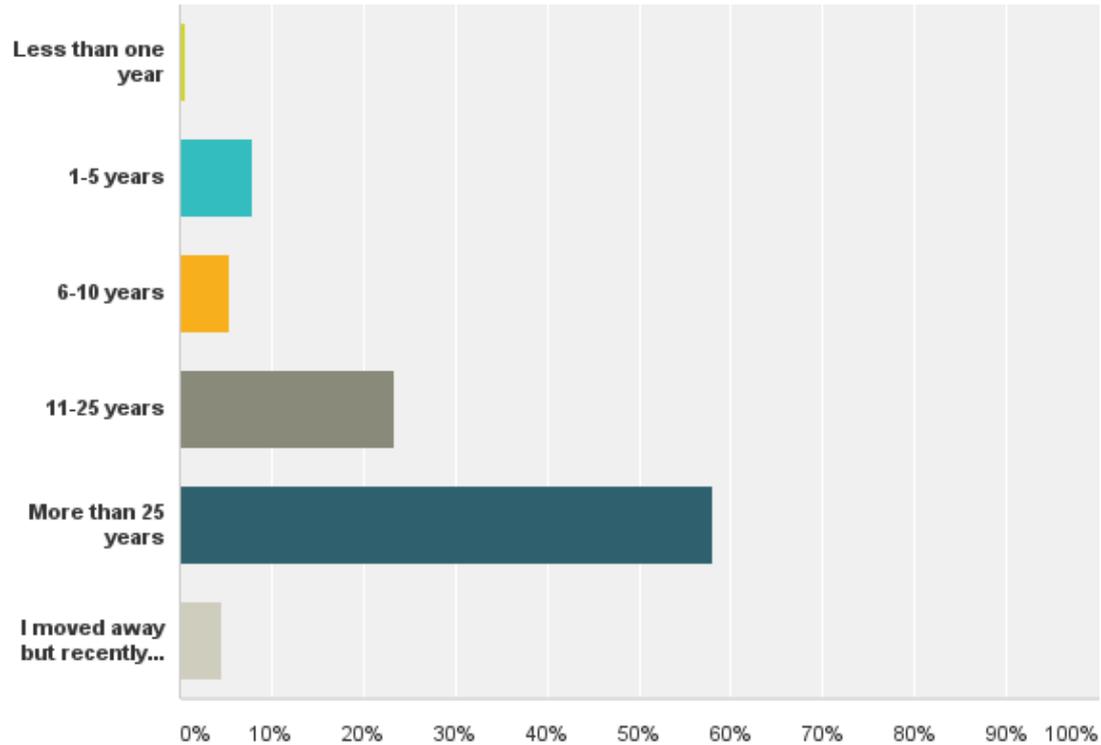
Q1: Where do you live?

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
Total	1,127

Q2: How long have you lived in the region?

Answered: 1,125 Skipped: 5



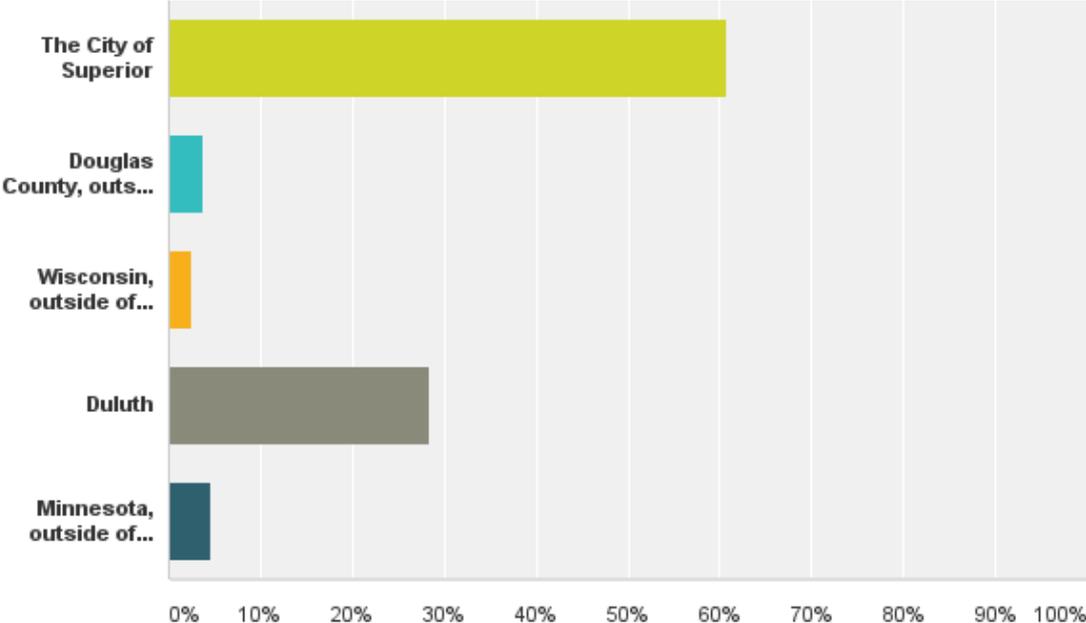
Q2: How long have you lived in the region?

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
Total		1,125

Q3: Where is your primary work location?

Answered: 1,075 Skipped: 55



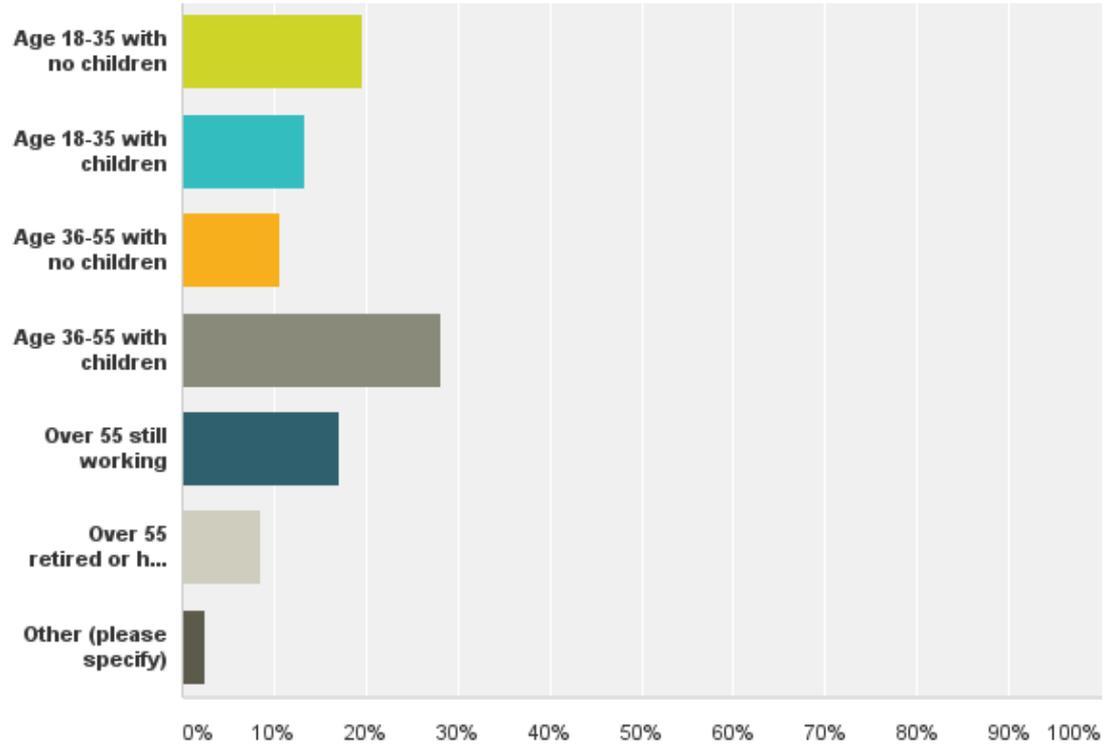
Q3: Where is your primary work location?

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
Total		1,075

Q4: What is your stage in life?

Answered: 1,122 Skipped: 8



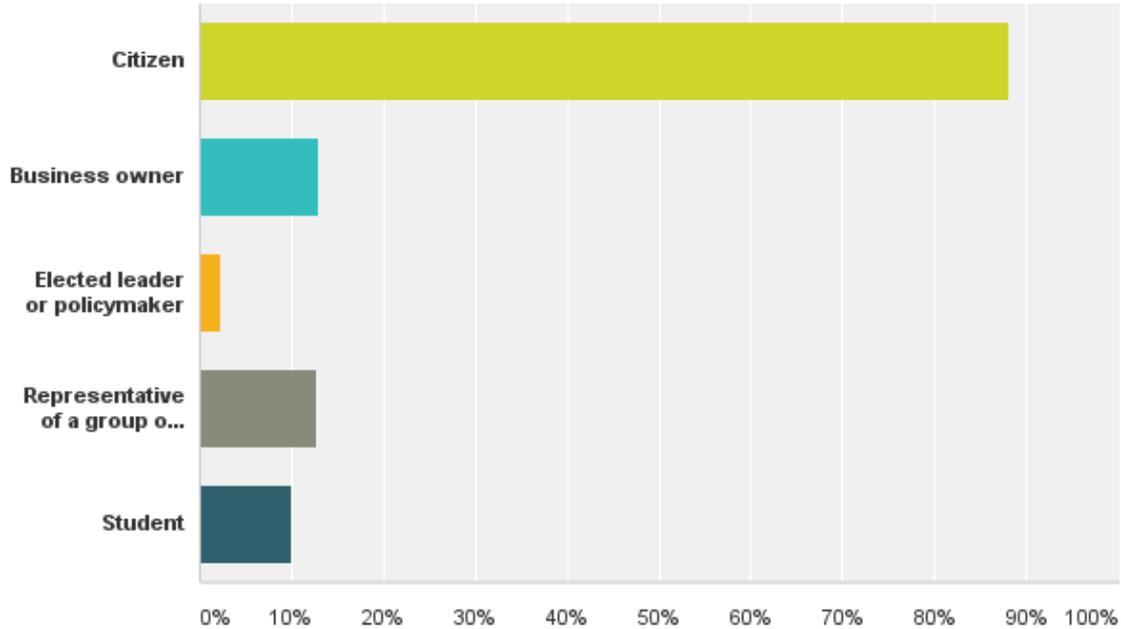
Q4: What is your stage in life?

Answered: 1,122 Skipped: 8

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

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

Answered: 1,117 Skipped: 13



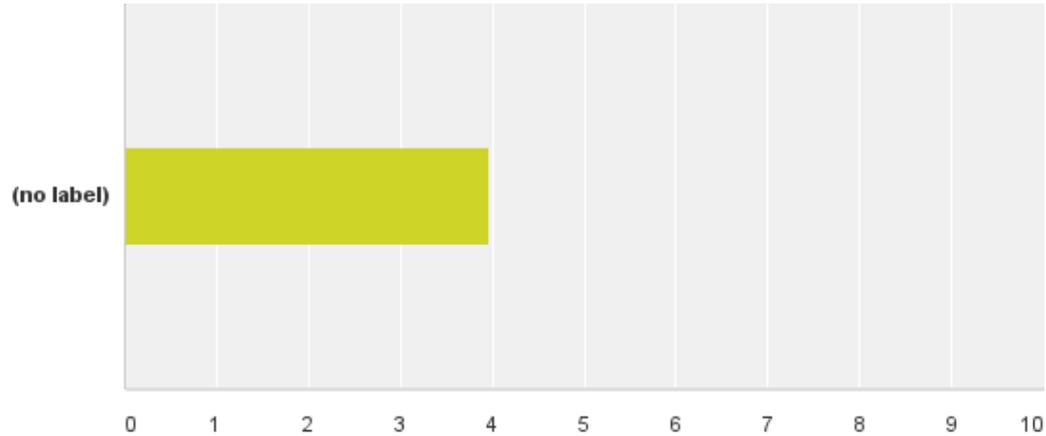
Q5: What is your role in the community? (check all that apply)

Answered: 1,117 Skipped: 13

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

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

Answered: 1,038 Skipped: 92



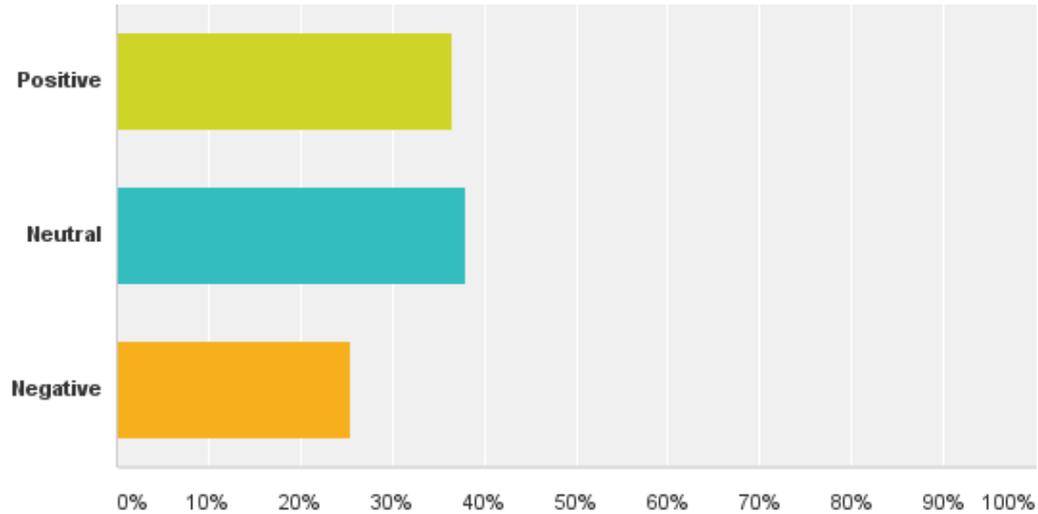
Q6: As a community, we control our own future.

Answered: 1,038 Skipped: 92

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

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

Answered: 1,095 Skipped: 35



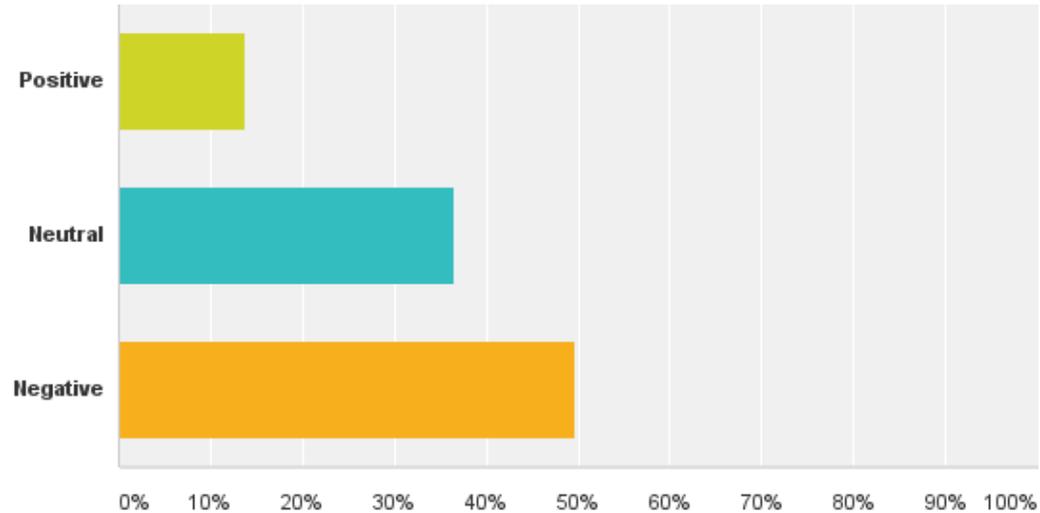
Q7: What is your general feeling about the future of Superior?

Answered: 1,095 Skipped: 35

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

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

Answered: 1,092 Skipped: 38



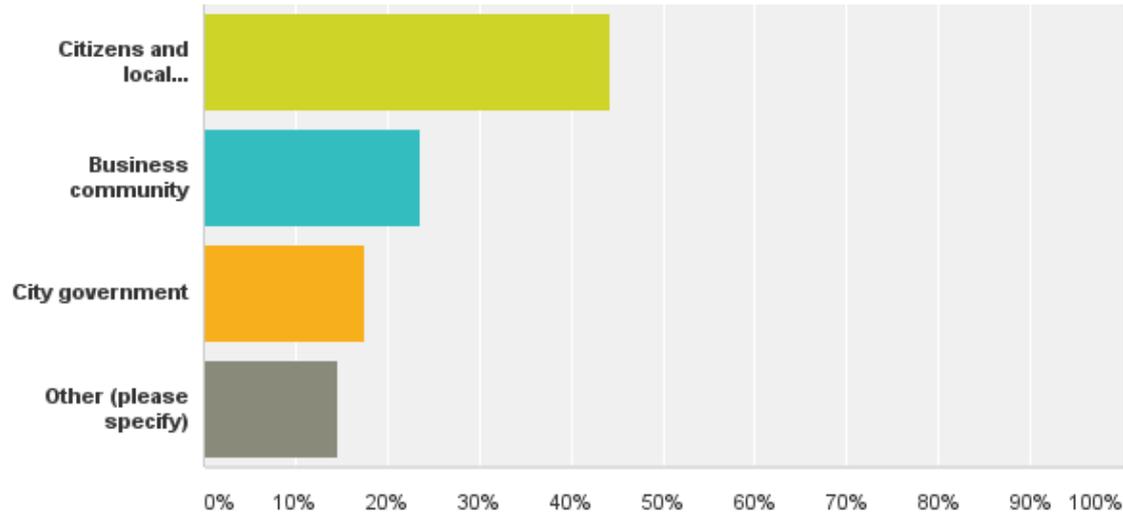
Q8: How do you think other community members feel about the future of Superior?

Answered: 1,092 Skipped: 38

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

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

Answered: 1,091 Skipped: 39



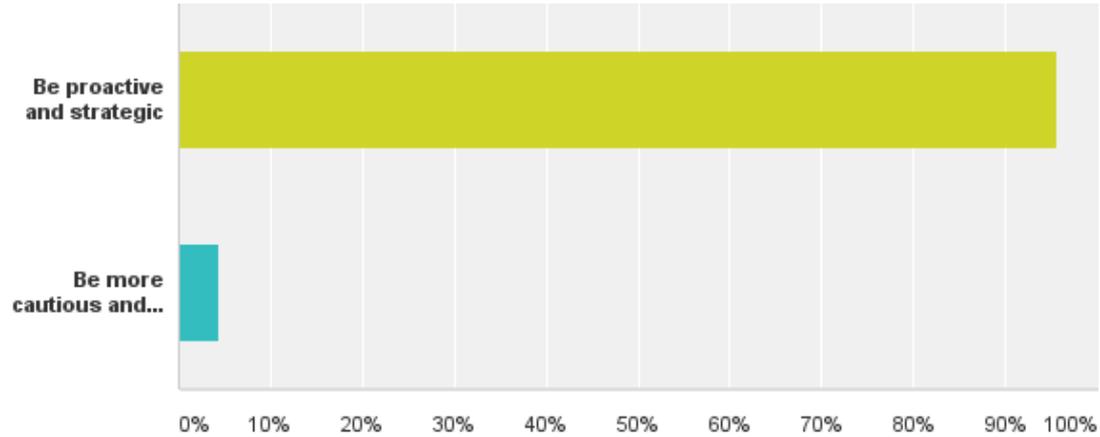
Q9: Who should we depend on most to lead our city forward?

Answered: 1,091 Skipped: 39

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

Q10: Looking to the future, we should:

Answered: 1,086 Skipped: 44



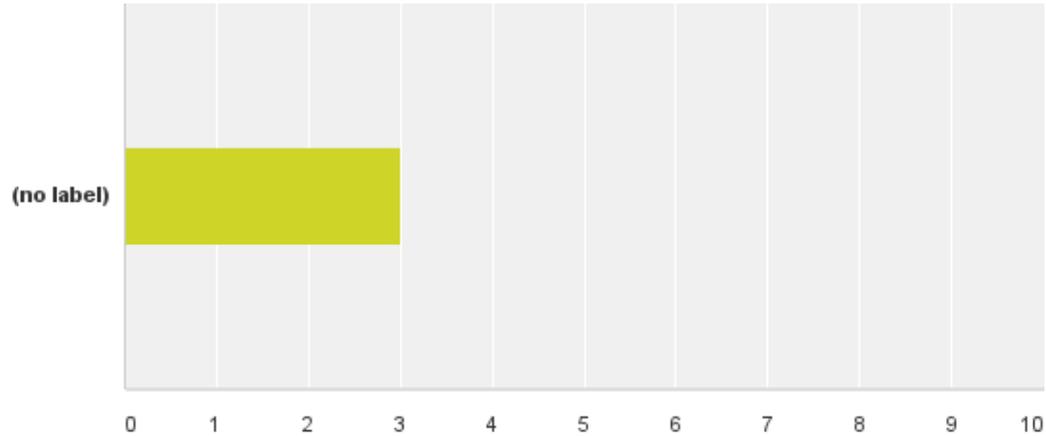
Q10: Looking to the future, we should:

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
Total		1,086

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

Answered: 1,088 Skipped: 42



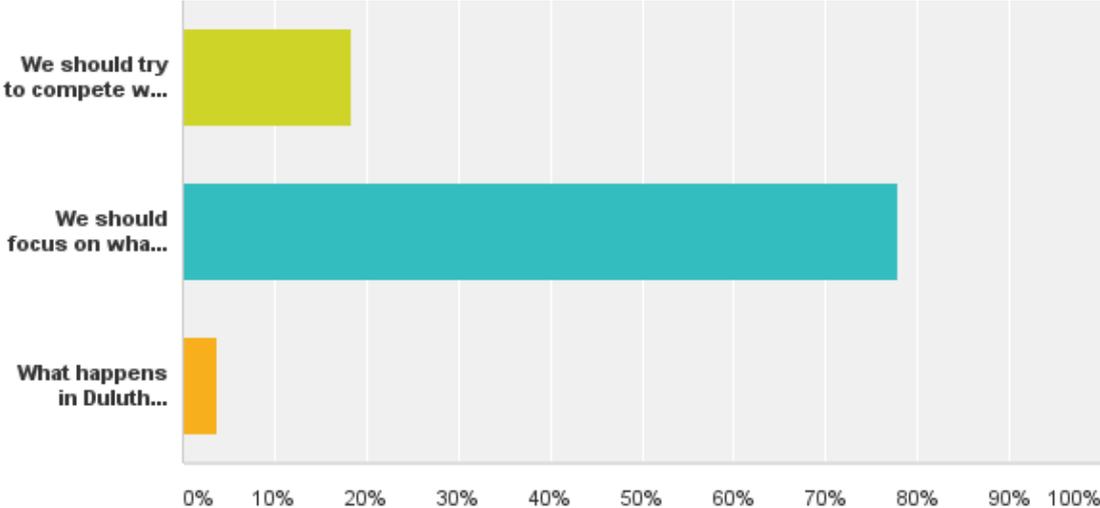
Q11: In Superior, we have the community vision we need to be successful.

Answered: 1,088 Skipped: 42

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

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

Answered: 1,089 Skipped: 41



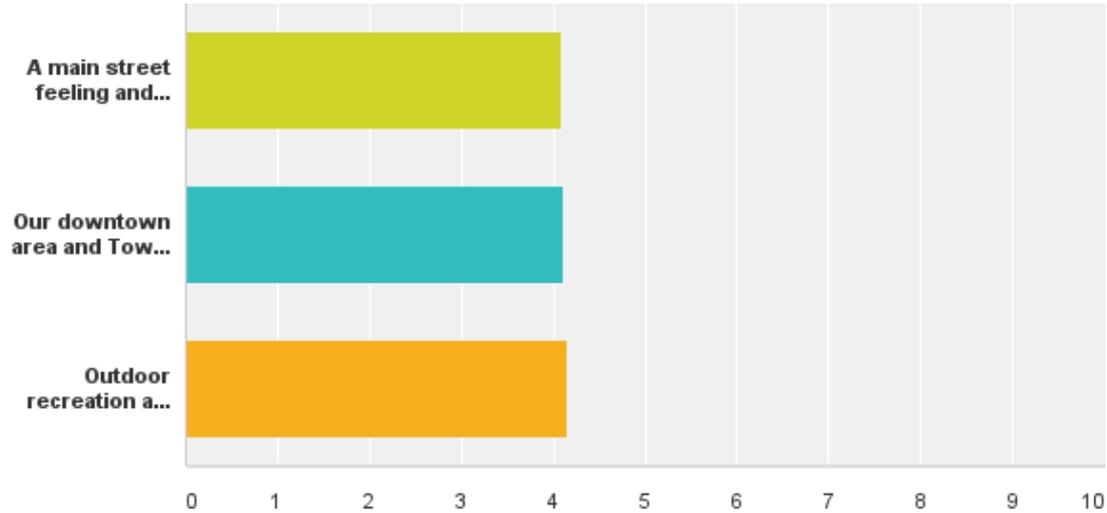
Q12: How does Duluth affect what we should do in Superior?

Answered: 1,089 Skipped: 41

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

Q13: How do you feel about the following statements?

Answered: 1,025 Skipped: 105



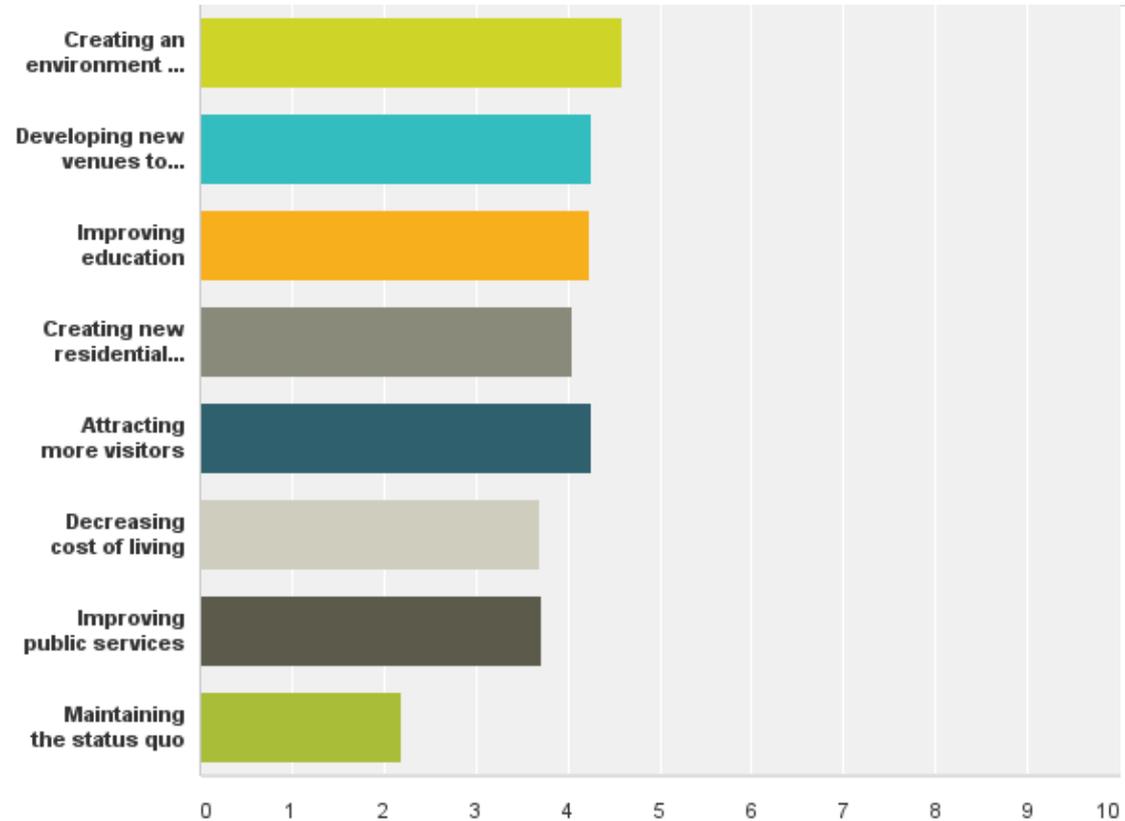
Q13: How do you feel about the following statements?

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.	3.63% 37	5.80% 59	11.49% 117	36.25% 369	42.83% 436	1,018	4.09
Our downtown area and Tower Avenue are an important part of Superior's identity.	3.53% 36	6.67% 68	8.83% 90	35.82% 365	45.14% 460	1,019	4.12
Outdoor recreation and sports are an important part of Superior's identity.	3.73% 38	4.71% 48	10.60% 108	34.54% 352	46.42% 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



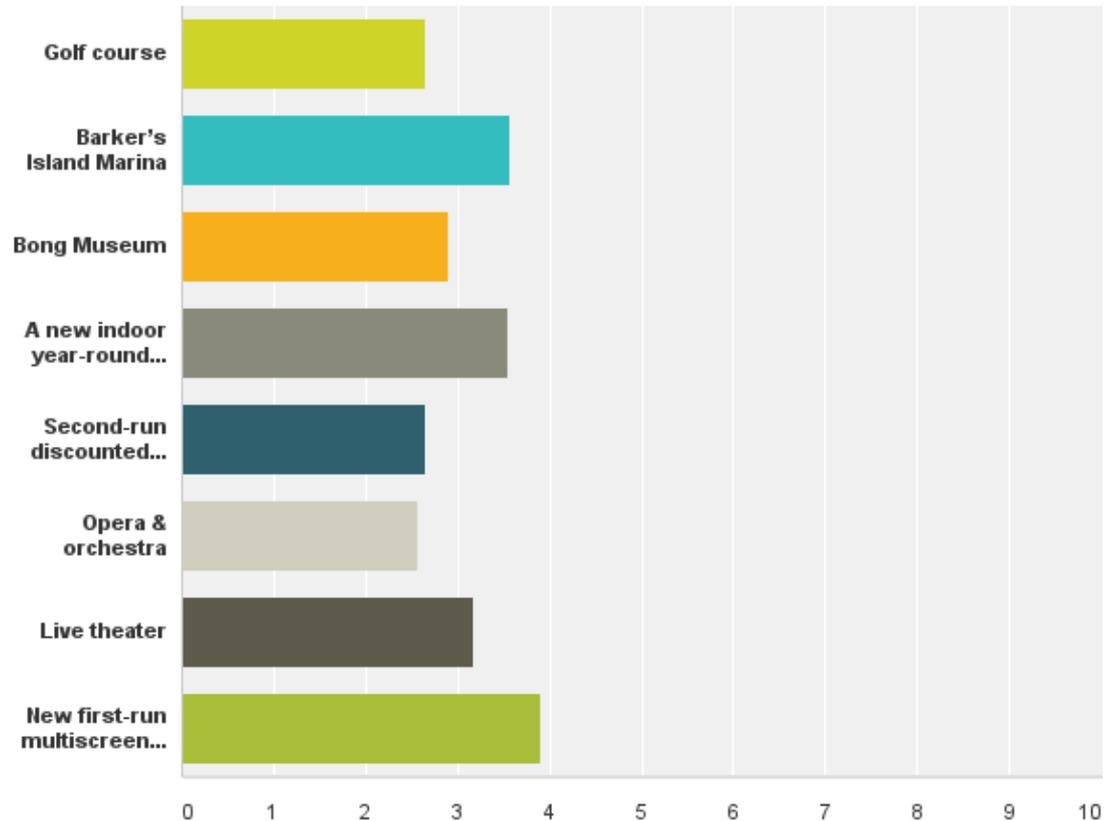
Q14: Looking to the future as a community, how much focus should we place on each of the following elements?

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



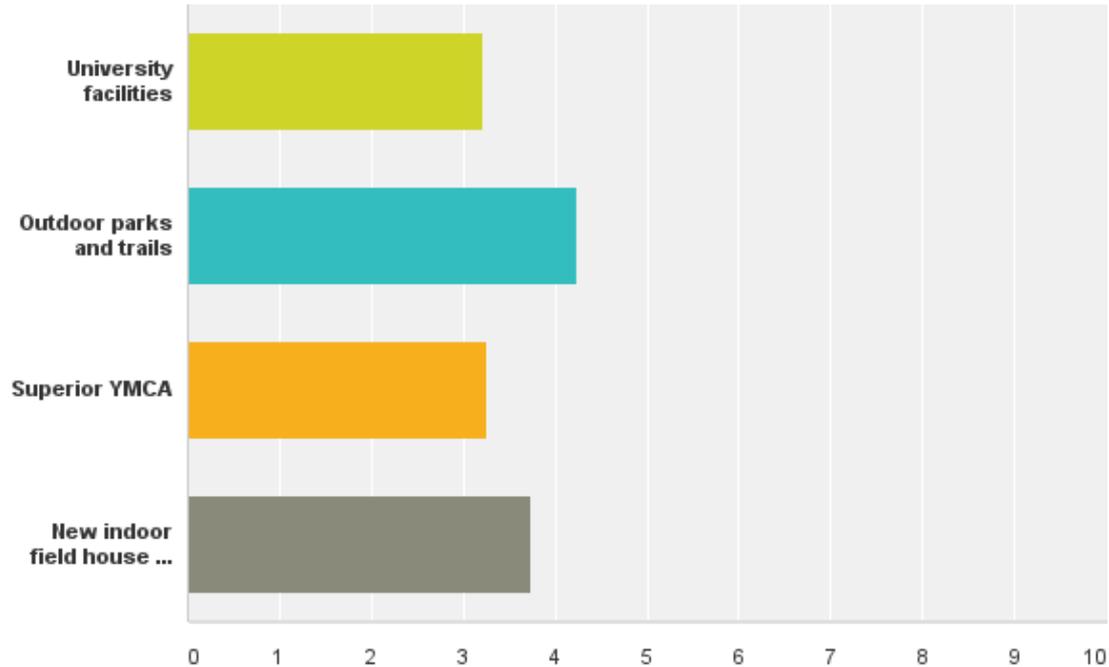
Q15: What should be the community's focus in providing recreational, cultural and entertainment offerings?

Answered: 1,022 Skipped: 108

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

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

Answered: 1,020 Skipped: 110



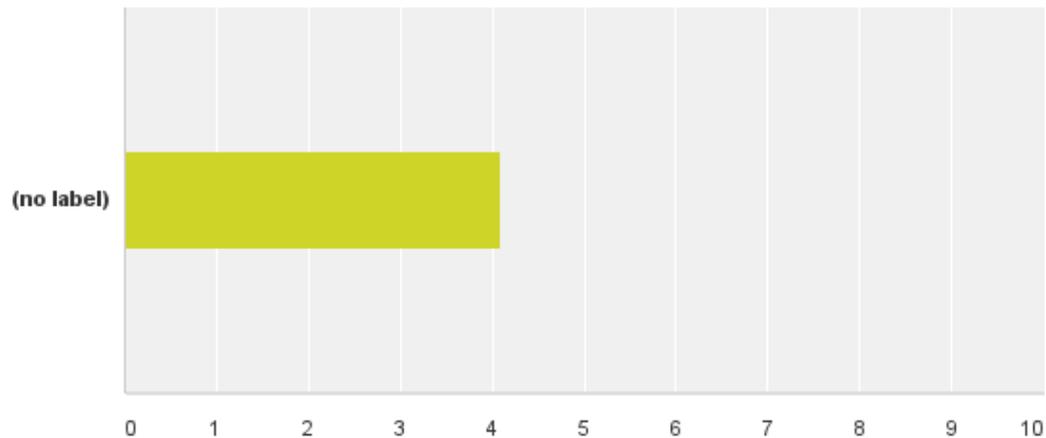
Q16: What should be the community's focus in providing sports facilities?

Answered: 1,020 Skipped: 110

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

Answered: 981 Skipped: 149



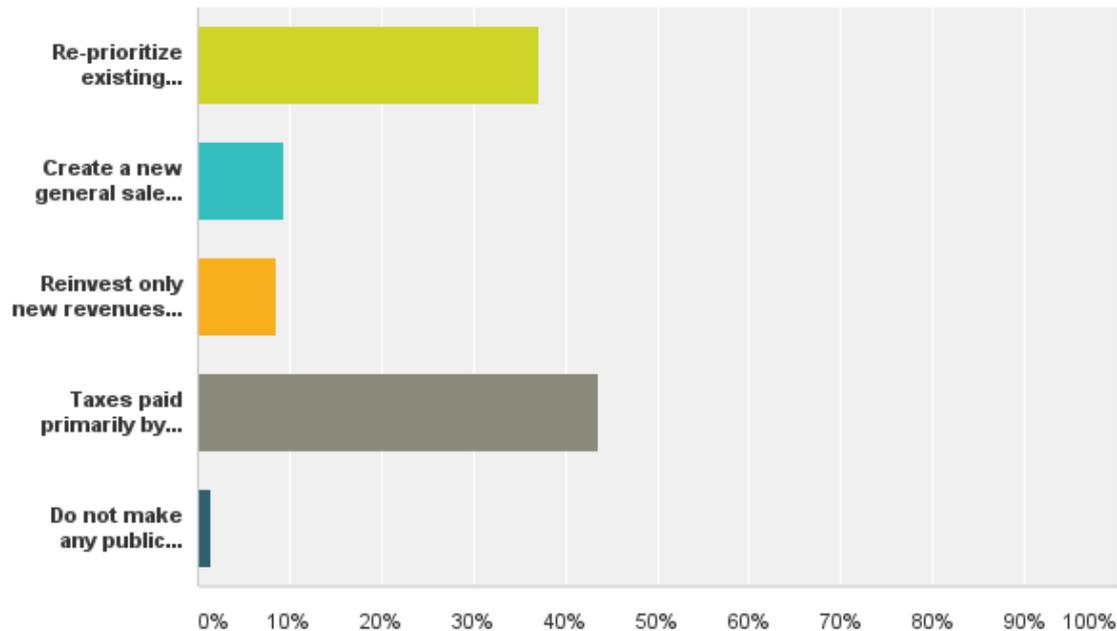
Q18: In order to pay for what we wish to accomplish, we should consider making thoughtful investments of tax dollars.

Answered: 981 Skipped: 149

	Strongly disagree	Somewhat disagree	Neutral	Somewhat agree	Strongly agree	Total	Weighted Average
(no label)	4.28% 42	3.36% 33	11.93% 117	39.65% 389	40.77% 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	37.10%	361
Create a new general sales tax	9.35%	91
Reinvest only new revenues generated by new projects	8.53%	83
Taxes paid primarily by tourists: hotel, restaurant and bar tax proceeds	43.58%	424
Do not make any public investments	1.44%	14
Total		973