
Village of Weston, WI Soul of the Community Survey Report

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FROM THE DESK OF THE VILLAGE ADMINISTRATOR

Does Weston Have SOUL?

By Daniel Guild—Administrator

During graduate school, I was introduced to [Robert Putnam](#), a political scientist, who published his book [Bowling Alone: The Collapse and Revival of American Community](#) in 2000. In this influential work, the Harvard professor argued that what he called “social capital” – the connections that grease the wheels of our society – were breaking down, taking with them networks, trust and reciprocity that these connections advance.

Putnam drew together figures that highlighted falling civic engagement – everything from parents volunteering at their children’s school to churchgoing to dinner parties to citizens taking part in local government – and since I was working in and studying municipal management, I found his research fascinating. Putnam contends that social capital helps drive productivity, health, education, safety and the economy. He argues that we must start reconnecting with each other if we want to build vibrant and prosperous communities in this century.

Continuing Putnam’s research, the nationally recognized [Soul of the Community](#) study was completed in cities across the U.S. to research what attaches people to their communities. The methodology and approach to this investigation asked people’s satisfaction with various aspects of community and civic life, referred to as “drivers.”

The study found that the most important drivers create something in successful communities called “residential attachment.” The study’s authors advocated for local government and civic institutions to work toward achieving residential attachment as an important part of successful community and economic development.

Nationally, the Soul of the Community study concluded that the three most important drivers for creating residential attachment included aesthetics, openness, and social offerings. It was noteworthy to me that openness and social offerings, two important ingredients of health social capital in a community, were among the top three results. This begs the question:

How can our local government contribute to creating a vibrant social architecture in our Village and develop a community with strong residential attachment?

This spring, with the help and generosity of graduate students from UW-Oshkosh’s Public Administration program, the Village replicated the Knight Foundation/Gallup’s [“Soul of the Community”](#) survey to solicit feedback from Weston residents. In reading through the results of this survey, you will see the majority of responses are very positive.

- 67% of respondents, if they had the choice, would either stay in their neighborhood or move to another in Weston.
- 83% of respondents felt Weston was either as good, or a better place to live compared to five years ago (44% better/much better).
- 89% of respondents felt Weston will be as good, or a better place to live five years from now (54% better/much better).

Respondents were asked to rate on a 5-point Likert scale with 5 being “very good” and 1 being “very bad” the Village of Weston as a place to live for different groups of people, including young professionals, immigrants, ethnic minorities, families w/ young children, and w/o any children, LGBT people, and senior citizens. All categories rated above ‘3’ (The lowest was between 3.05 for young professionals and the highest was 4.11 for families with young children).

However, we must be cautious extrapolating these results as being reflective of the entire community, due to the lack of participation from the community in the survey. Looking at our total population, approximately 1% of Weston residents participated in this feedback effort. Yet, survey participation is not the only way that municipal leaders like myself can measure civic participation and engagement.

- 2010 Census Population: 12,079
- 2015 Population Estimate: 15,051
- **Survey Participation: 176**

One could argue that other important civic activities, such as voting for example, could be a key indicator in community engagement and participation. This last spring election, we had 58% of registered voters participating in the election.

- 2012 Spring Election (Pres Preference + Local Leaders)
 - 2,006 total voters
- 2012 Fall Election (Presidential)
 - 7,406 total voters
- 2014 Spring Election (Local Leaders)
 - 731 total voters
- 2014 Fall Election (Gubernatorial)
 - 5,829 (Walker 3,465. Burke 2,254) total voters
- 2016 Spring Election (Pres Preference + Local Leaders)
 - registered voters: 8,591 / 4,998 total voters participating

To summarize, I believe that Weston can increase its level of civic participation and social capital. As part of the Village’s strategic plan, one of our goals is to “Enhance Communications with Citizens, Employees and Stakeholders”. Our three major policy proscriptions for doing this are to 1) implement new tools to maximize communication with citizens, 2) implement new tools to communicate with community stakeholders, and 3) implement a comprehensive

communication plan for the Village. Some of the specific tactics are already in progress or we are working on improving them.

We have 758 total members on Nextdoor with 672 of 7,894 (8%). We have over 5,000 likes between our four Facebook pages. Our weekly electronic newsletter, "This Week in Weston" has a weekly distribution of over 1,500 email addresses. Our bi-monthly newsletter, "The Weston Wire" gets delivered to approximately 8500 addresses in the Village every two months.

In conjunction with this effort, I would like to see Weston make more of an effort to build strong neighborhoods in our growing community. Part of building strong neighborhoods is identifying, training, and equipping neighborhood leaders. Are you interested in getting involved more in your community? Do you have a passion for service to your neighborhoods? **Would you like to work with Village officials and staff to enhance your corner of the community?** If so, please contact us at clerks@westonwi.gov. Our plan is to develop and implement a training program for neighborhood leaders later this year. I hope you'll consider joining us!

Thank you for your interest in this effort. If you have any feedback or would like to discuss the results, please feel free to contact me at the Municipal Center at 715-359-6114 or by email at dguild@westonwi.gov.

Village of Weston

Soul of the Community
Survey 2016

OSHKOSH



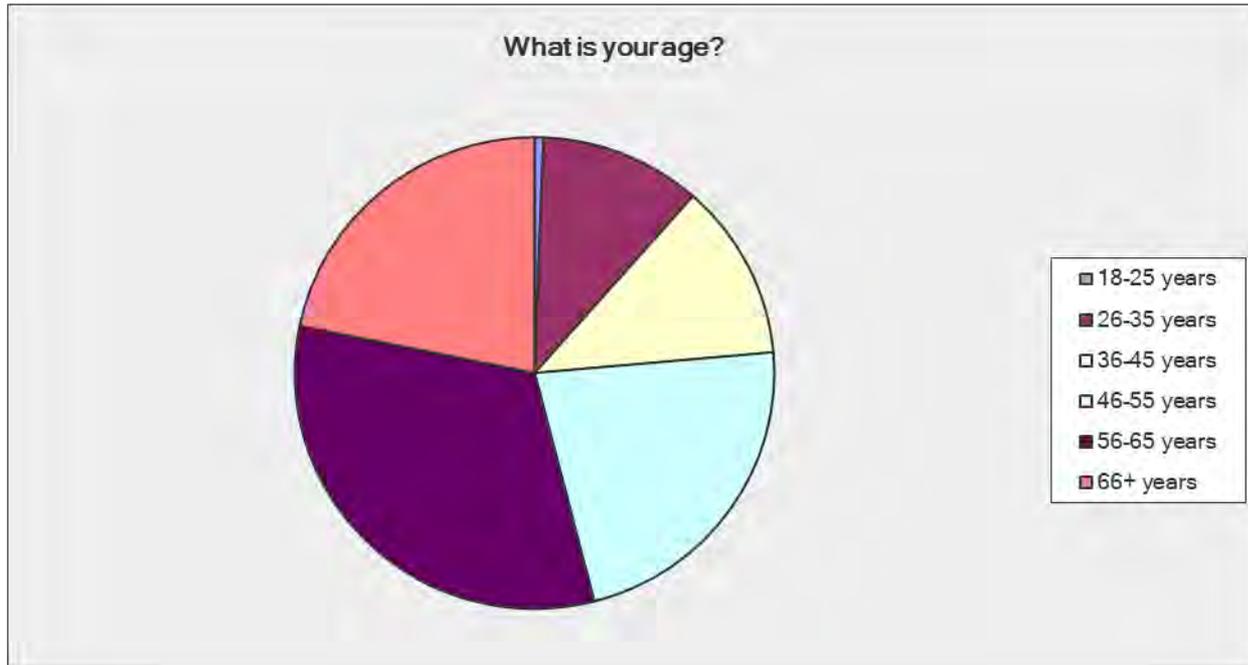
Weston Survey - Demographics

Questions 1-3 and 34-44

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Age



| Answer Options | Response Percent | Response Count |
|----------------|-------------------|----------------|
| 18-25 years | 0.6% | 1 |
| 26-35 years | 10.9% | 19 |
| 36-45 years | 12.1% | 21 |
| 46-55 years | 22.4% | 39 |
| 56-65 years | 32.2% | 56 |
| 66+ years | 21.8% | 38 |
| | answered question | 174 |
| | skipped question | 2 |



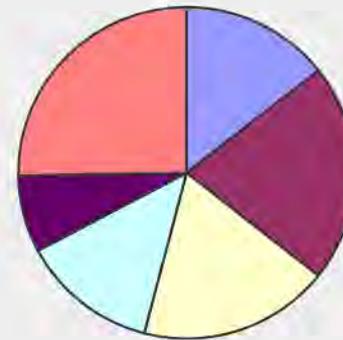
Living in Weston

The Village or Weston is a community of both urban (denser residential areas) and rural (countryside) areas. How would you describe the area where you live?



- Village proper
- Sparse suburban neighborhood
- Rural countryside
- Something else

How many years have you lived in the village of Weston?



- 0-5 years
- 6-10 years
- 11-15 years
- 16-20 years
- 21-25 years
- 26+ years

A majority of respondents live within the village proper while the amount of time living in Weston varies and is well represented

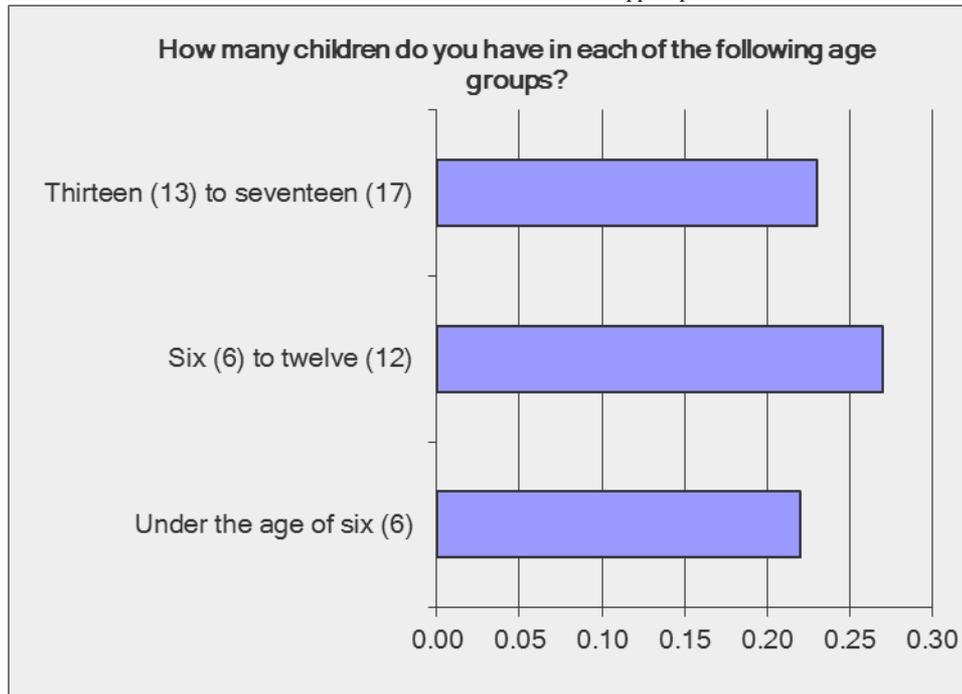


Almost 99% of respondents are year round residents

Including yourself, how many adults, age 18 and over, currently live in your household?

| Answer Options | Response Percent | Response Count |
|-------------------|------------------|----------------|
| 1 | 17.1% | 30 |
| 2 | 66.3% | 116 |
| 3 | 13.7% | 24 |
| 4 | 2.3% | 4 |
| 5+ | 0.6% | 1 |
| answered question | | 175 |
| skipped question | | 1 |

*Less than 30% of respondents have dependent children under the age of 18 living with them



*Those with children have varying ages throughout



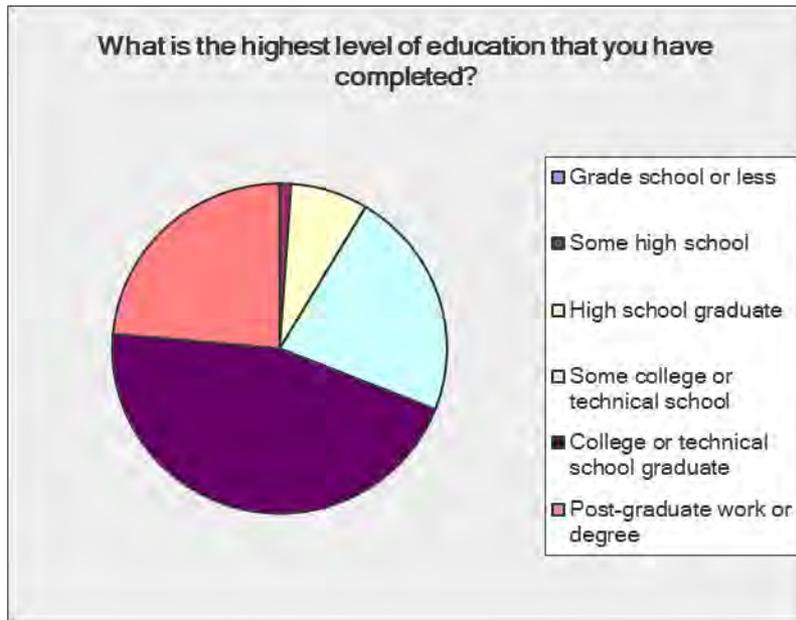
Marital Status

Which of the following categories BEST describes your marital status?

| Answer Options | Response Percent | Response Count |
|------------------------------------|-------------------|----------------|
| Married | 74.7% | 130 |
| Living in a partnered relationship | 4.6% | 8 |
| Never been married | 4.0% | 7 |
| Widowed | 5.7% | 10 |
| Separated | 0.0% | 0 |
| Divorced | 10.9% | 19 |
| | answered question | 174 |
| | skipped question | 2 |

***Nearly 75% of respondents are married**

Education



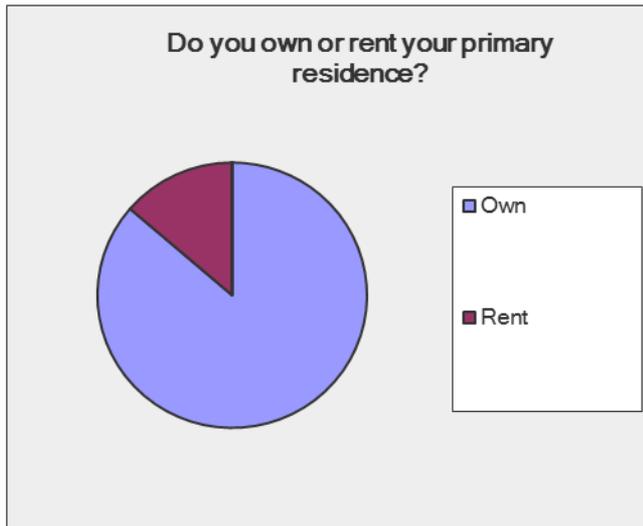
***Over 91% of respondents have an education of some college or higher**



Respondent Income

What is your current total annual household income before taxes?

| Answer Options | Response Percent | Response Count |
|------------------------|-------------------|----------------|
| Less than \$14,999 | 3.0% | 5 |
| \$15,000 to \$29,999 | 6.0% | 10 |
| \$30,000 to \$49,999 | 17.5% | 29 |
| \$50,000 to \$74,999 | 21.7% | 36 |
| \$75,000 to \$99,999 | 16.9% | 28 |
| \$100,000 to \$124,999 | 12.0% | 20 |
| \$125,000 to \$149,999 | 9.6% | 16 |
| \$150,000 or greater | 13.3% | 22 |
| | answered question | 166 |
| | skipped question | 10 |



***86.3% of respondents own their own home**



Racial Background

Which of these best describes your racial background? please check all that apply.

| Answer Options | Response Percent | Response Count |
|-------------------------------------|-------------------|----------------|
| White | 98.9% | 172 |
| Black or African American | 0.6% | 1 |
| Asian | 1.1% | 2 |
| American Indian or Alaskan Native | 1.7% | 3 |
| Native Hawaiian of Pacific Islander | 0.0% | 0 |
| Hispanic | 2.3% | 4 |
| Some other race not listed | 0.6% | 1 |
| | answered question | 174 |
| | skipped question | 2 |

*With 176 individuals taking the survey and 174 responding to racial background, almost 99% state “white” describes at least a portion of their racial background.

*Individuals descending from more than one racial group account for the response being over 100%



Question 4

Quality of Life

4. Quality of life is an important tool to better understand a community's overall "feel". Using a scale from (1) to ten (10) with one being the worse possible and ten being the highest quality of life, please describe your current position

| Answer Options | Response Percent | Response Count |
|----------------------------------|------------------|----------------|
| 10 Best possible quality of life | 9.1% | 16 |
| 9 | 21.2% | 37 |
| 8 | 24.6% | 43 |
| 7 | 19.4% | 34 |
| 6 | 8.0% | 14 |
| 5 Average quality of life | 10.9% | 19 |
| 4 | 4.0% | 7 |
| 3 | 1.1% | 2 |
| 2 | 1.1% | 2 |
| 1 Worst possible quality of life | 0.6% | 1 |

82.3%

Answered question: 175

Skipped question: 1



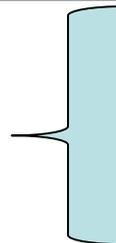
Question 5

Future Quality of Life

5. What about (5) years from now? Where do you think you would stand then?

| Answer Options | Response Percent | Response Count |
|----------------------------------|------------------|----------------|
| 10 Best possible quality of life | 8.1% | 14 |
| 9 | 27.9% | 48 |
| 8 | 24.4% | 42 |
| 7 | 15.1% | 26 |
| 6 | 6.4% | 11 |
| 5 Average quality of life | 9.9% | 17 |
| 4 | 4.1% | 7 |
| 3 | 1.7% | 3 |
| 2 | 1.2% | 2 |
| 1 Worse possible quality of life | 1.2% | 2 |

81.9%



Answered question: 172

Skipped question: 4



Question 6

Satisfaction

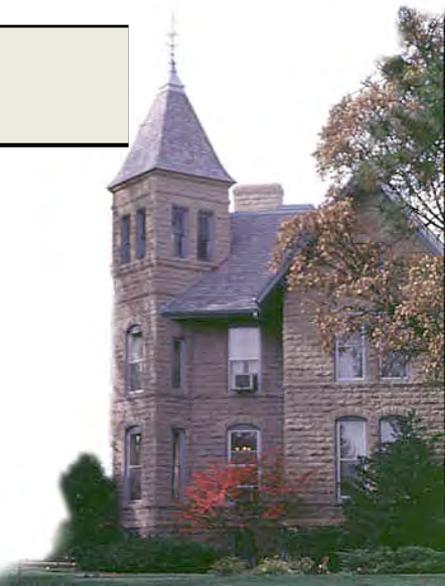
6. Taking everything into account, how satisfied are you with the Village of Weston as a place to live?

| Answer Options | Response Percent | Response Count |
|------------------------|------------------|----------------|
| 5 Extremely satisfied | 28.7% | 50 |
| 4 | 45.4% | 79 |
| 3 | 17.8% | 31 |
| 2 | 5.7% | 10 |
| 1 Not at all satisfied | 2.3% | 4 |

91.9%

Answered question: 174

Skipped question: 2



Question 7

Recommend to Others

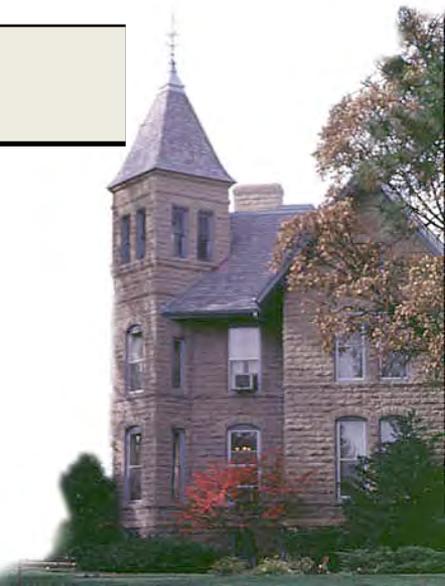
7. How likely are you to recommend the Village of Weston to a friend or associate as a place to live?

| Answer Options | Response Percent | Response Count |
|---------------------|------------------|----------------|
| 5 Extremely likely | 31.2% | 54 |
| 4 | 42.8% | 74 |
| 3 | 17.3% | 30 |
| 2 | 5.8% | 10 |
| 1 Not at all likely | 2.9% | 5 |

91.3%

Answered question: 173

Skipped question: 3



Question 8

Pride, Affinity, and Reputation

8. With five (5) being strongly agree and one (1) being strongly disagree, please indicate your level of agreement with each of the following items:

| Answer Options | 5 Strongly Agree | 4 | 3 | 2 | 1 Strongly Disagree | Rating Average | Response Count |
|--|------------------------|---|---|---|---------------------------|-------------------|-------------------|
| I am proud to say I live in the Village of Weston | <p>92.6%</p> | | | | | 4.06 | 175 |
| Weston is a perfect place for people like me | <p>86.8%</p> | | | | | 3.80 | 174 |
| Weston has a great reputation to outsiders or visitors | <p>89.5%</p> | | | | | 3.68 | 172 |

Answered question: 175

Skipped question: 1



Question 9

Most Important Problems

| Economic Development | Roads, Transportation Utilities | Social | Government |
|---|--|--|---|
| <ul style="list-style-type: none"> • More businesses • More restaurants • More places to shop • Retaining young professionals | <ul style="list-style-type: none"> • Public transportation • Road maintenance issues | <ul style="list-style-type: none"> • Drug use | <ul style="list-style-type: none"> • Leadership • Compliance with law • Financial Concerns |

| Taxes | Recreation | Other |
|--|--|--|
| <ul style="list-style-type: none"> • Property taxes | <ul style="list-style-type: none"> • Bicycle & pedestrian paths | <ul style="list-style-type: none"> • Aesthetics • Language |



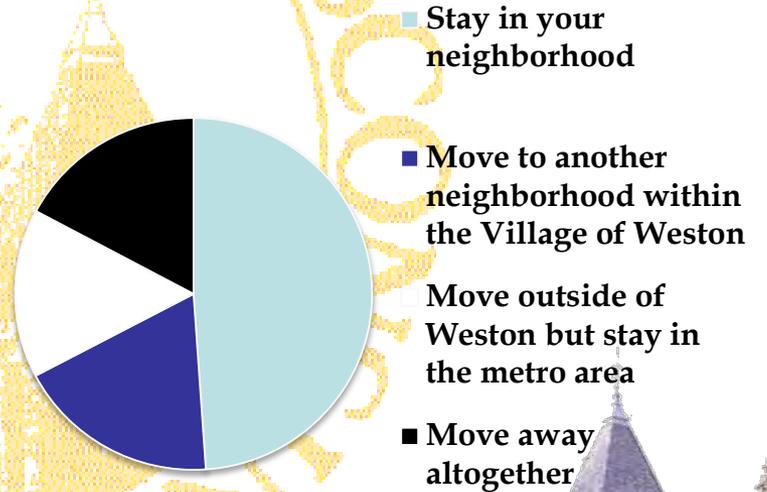
Question 10:

Village of Weston Soul of the Community Survey

If you had the choice of where to live, would you rather?

| Answer Options | Response Percent | Response Count |
|---|-------------------|----------------|
| Stay in your neighborhood | 48.9% | 85 |
| Move to another neighborhood within the Village of Weston | 18.4% | 32 |
| Move outside of Weston but stay in the metro area | 15.5% | 27 |
| Move away altogether | 17.2% | 30 |
| | answered question | 174 |
| | skipped question | 2 |

If you had the choice of where to live, would you rather?



USUKOSH

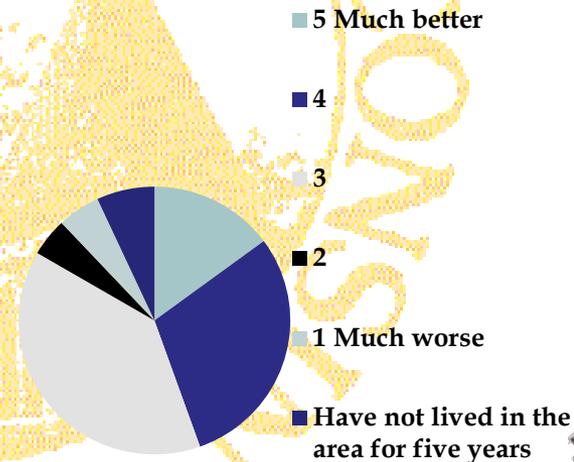


Question 11:

How would you compare how the Village of Weston is as a place to live today, compared to five (5) years ago?

| Answer Options | Response Percent | Response Count |
|---|------------------|----------------|
| 5 Much better | 14.9% | 26 |
| 4 | 29.7% | 52 |
| 3 | 38.9% | 68 |
| 2 | 4.6% | 8 |
| 1 Much worse | 5.1% | 9 |
| Have not lived in the area for five years | 6.9% | 12 |
| answered question | | 175 |
| skipped question | | 1 |

How would you compare how the Village of Weston is as a place to live today, compared to five (5) years ago?



KOSHO

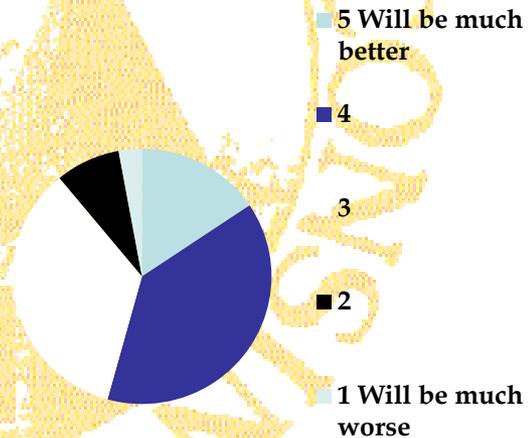


Question 12:

Thinking about five (5) years from now, how do you think Weston will be as a place to live compared to today?

| Answer Options | Response Percent | Response Count |
|-----------------------|------------------|----------------|
| 5 Will be much better | 15.6% | 27 |
| 4 | 38.7% | 67 |
| 3 | 34.7% | 60 |
| 2 | 8.1% | 14 |
| 1 Will be much worse | 2.9% | 5 |
| answered question | | 173 |
| skipped question | | 3 |

Thinking about five (5) years from now, how do you think Weston will be as a place to live compared to today?



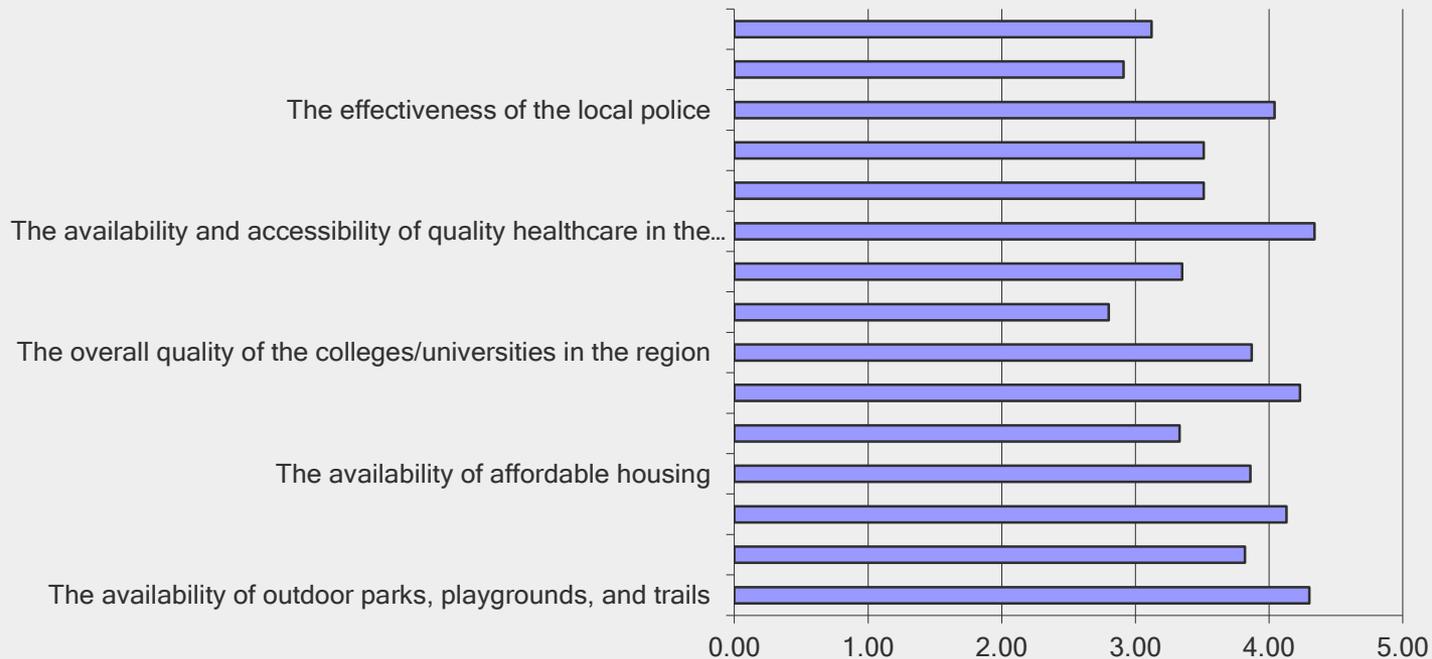
Question 13 (part #1):

On a five-point rating scale, where five (5) means very good and one (1) means very bad, how would you rate the following in the Village of Weston?

| Answer Options | 5Very Good | 4 | 3 | 2 | 1Very Bad | Rating Average | Response Count |
|--|------------|----|----|----|-----------|----------------|----------------|
| The availability of outdoor parks, playgrounds, and trails | 82 | 64 | 24 | 3 | 0 | 4.30 | 173 |
| The beauty or physical setting | 42 | 74 | 46 | 9 | 3 | 3.82 | 174 |
| The highway or freeway system | 57 | 84 | 25 | 5 | 0 | 4.13 | 171 |
| The availability of affordable housing | 42 | 74 | 49 | 6 | 2 | 3.86 | 173 |
| The availability of job opportunities | 15 | 60 | 74 | 18 | 7 | 3.33 | 174 |
| The overall quality of public schools in your community | 76 | 70 | 23 | 2 | 3 | 4.23 | 174 |
| The overall quality of the colleges/universities in the region | 42 | 74 | 51 | 4 | 2 | 3.87 | 173 |
| Having a vibrant nightlife with restaurants, clubs, bars, etc | 5 | 32 | 73 | 52 | 12 | 2.80 | 174 |
| Being a good place to meet people and make friends | 18 | 54 | 75 | 20 | 5 | 3.35 | 172 |
| The availability and accessibility of quality healthcare in the area | 93 | 58 | 16 | 6 | 2 | 4.34 | 175 |
| The leadership of the elected officials in Weston | 33 | 65 | 42 | 23 | 10 | 3.51 | 173 |
| How much people in Weston care about each other | 21 | 73 | 58 | 13 | 7 | 3.51 | 172 |
| The effectiveness of the local police | 57 | 78 | 30 | 4 | 4 | 4.04 | 173 |
| The availability of arts and cultural opportunities, such as theater, museums, and music | 10 | 43 | 60 | 40 | 19 | 2.91 | 172 |
| The availability of social community events, such as festivals, picnics, parades, and street fairs | 15 | 56 | 52 | 33 | 16 | 3.12 | 172 |
| answered question | | | | | | | 175 |
| skipped question | | | | | | | 1 |

Question 13 (part #2):

On a five-point rating scale, where five (5) means very good and one (1) means very bad, how would you rate the following in the Village of Weston?



Question 14 (part #1):

On a five-point rating scale, where five (5) means very good and one (1) means very bad, how would you rate the Village of Weston as a place to live for different groups of people?

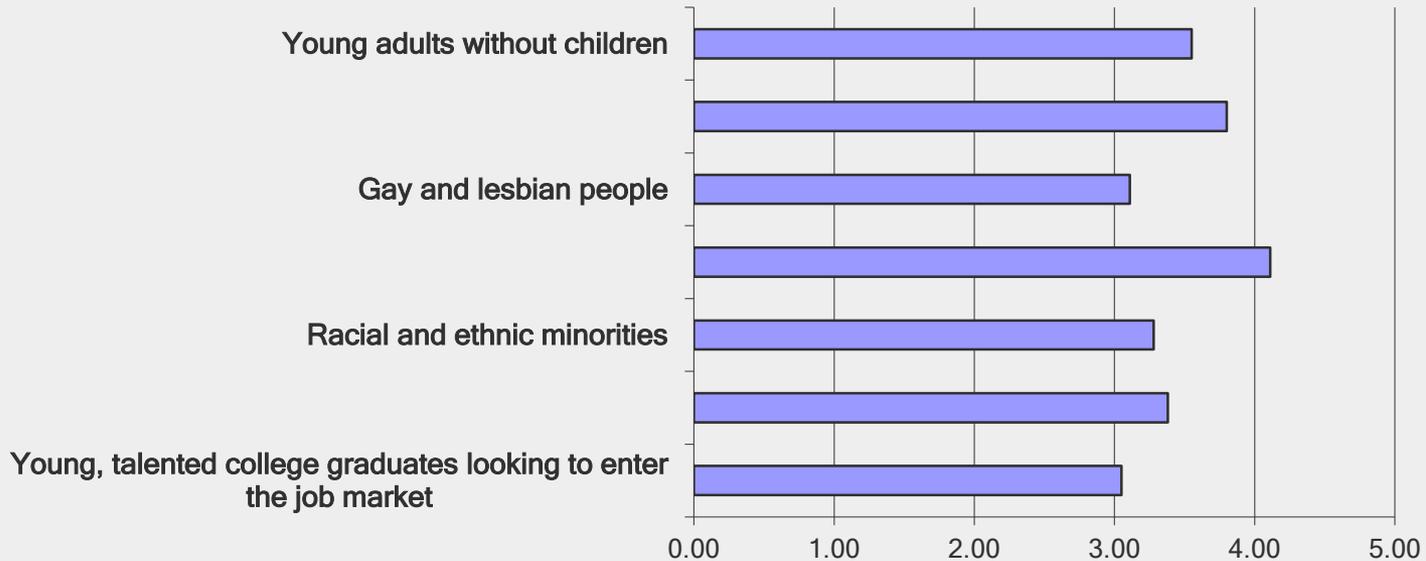
| Answer Options | 5Very Good | 4 | 3 | 2 | 1Very Bad | Rating Average | Response Count |
|---|------------|----|----|----|-----------|----------------|----------------|
| Young, talented college graduates looking to enter the job market | 12 | 48 | 64 | 37 | 13 | 3.05 | 174 |
| Immigrants from other countries | 19 | 62 | 64 | 20 | 7 | 3.38 | 172 |
| Racial and ethnic minorities | 14 | 56 | 73 | 22 | 7 | 3.28 | 172 |
| Families with young children | 64 | 71 | 33 | 3 | 2 | 4.11 | 173 |
| Gay and lesbian people | 10 | 48 | 73 | 23 | 13 | 3.11 | 167 |
| Senior citizens | 46 | 74 | 33 | 16 | 5 | 3.80 | 174 |
| Young adults without children | 33 | 63 | 48 | 24 | 5 | 3.55 | 173 |
| answered question | | | | | | | 175 |
| skipped question | | | | | | | 1 |

OSHRUSH



Question 14 (part #2):

On a five-point rating scale, where five (5) means very good and one (1) means very bad, how would you rate the Village of Weston as a place to live for different groups of people?



USHERSON



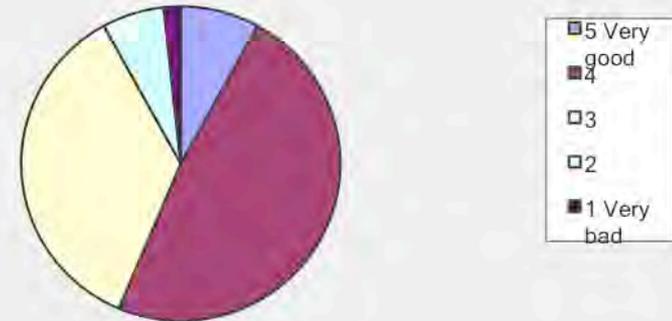
Question 15

On a five-point rating scale, where five (5) means very good and one (1) means very bad, how would you rate economic conditions in the Village of Weston today?

On a five-point rating scale, where five (5) means very good and one (1) means very bad, how would you rate economic conditions in the Village of Weston today?

| Answer Options | Response Percent | Response Count |
|--------------------------|------------------|----------------|
| 5 Very good | 8.0% | 14 |
| 4 | 48.3% | 84 |
| 3 | 35.6% | 62 |
| 2 | 6.3% | 11 |
| 1 Very bad | 1.7% | 3 |
| <i>answered question</i> | | 174 |
| <i>skipped question</i> | | 2 |

On a five-point rating scale, where five (5) means very good and one (1) means very bad, how would you rate economic conditions in the Village of Weston today?



Shows favorable opinions of economic conditions within the village 56.3% of the people surveyed answered above neutral, and only 8% rated below neutral. 35.6% rated the economic conditions as neither good nor bad or neutral.



Question 16

Right now, do you think that economic conditions in the Village of Weston as a whole are getting better or worse?

Right now, do you think that economic conditions in the Village of Weston as a whole are getting better or worse?

| Answer Options | Response Percent | Response Count |
|--------------------------|------------------|----------------|
| Getting better | 35.1% | 61 |
| Getting worse | 12.6% | 22 |
| Staying the same | 52.3% | 91 |
| <i>answered question</i> | | 174 |
| <i>skipped question</i> | | 2 |

Right now, do you think that economic conditions in the Village of Weston as a whole are getting better or worse?



Getting better
Getting worse

The responses from the survey show that the majority of the people felt things were getting better (35.1%) or staying the same (52.3%) for a total of 87.4%. In contrast only 12.6% felt the economic conditions were getting worse.



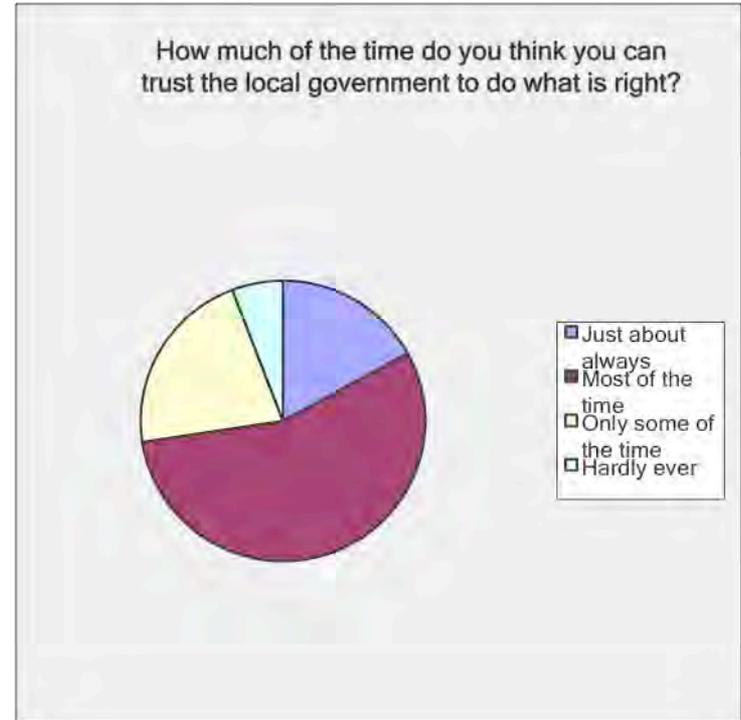
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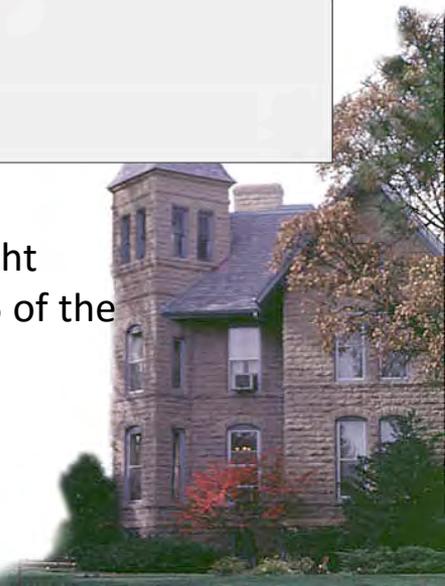
Question 17

How much of the time do you think you can trust the local government to do what is right?

| How much of the time do you think you can trust the local government to do what is right? | | |
|---|------------------|----------------|
| Answer Options | Response Percent | Response Count |
| Just about always | 17.0% | 29 |
| Most of the time | 55.6% | 95 |
| Only some of the time | 21.6% | 37 |
| Hardly ever | 5.8% | 10 |
| <i>answered question</i> | | 171 |
| <i>skipped question</i> | | 5 |



72.6% of the people who responded trust their local government to do the right thing. However, 55.6% of those people only trust them “most of the time.” 5 of the 176 people to take the survey decided not to answer this question.

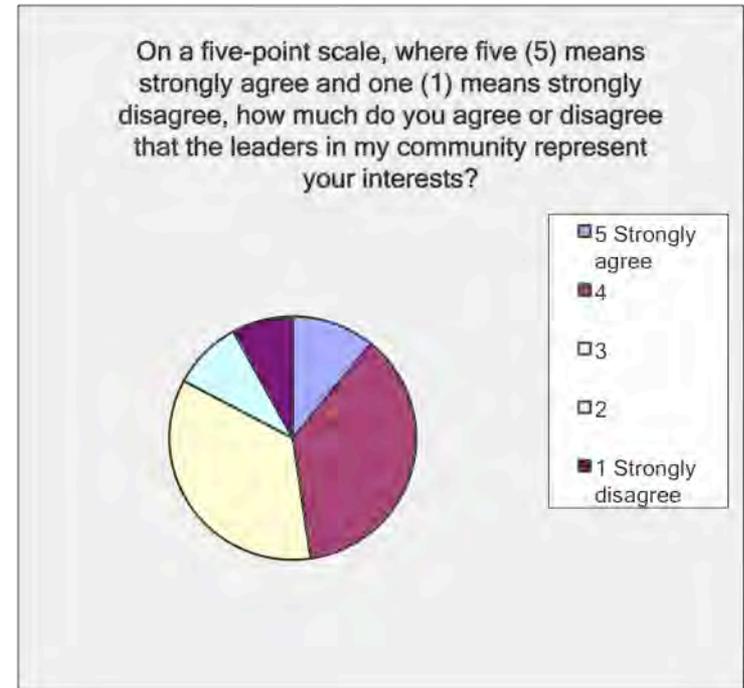


Question 18

On a five-point scale, where five (5) means strongly agree and one (1) means strongly disagree, how much do you agree or disagree that the leaders in my community represent your interests?

On a five-point scale, where five (5) means strongly agree and one (1) means strongly disagree, how much do you agree or disagree that the leaders in my community represent your interests?

| Answer Options | Response Percent | Response Count |
|--------------------------|------------------|----------------|
| 5 Strongly agree | 10.9% | 19 |
| 4 | 36.8% | 64 |
| 3 | 35.1% | 61 |
| 2 | 9.2% | 16 |
| 1 Strongly disagree | 8.0% | 14 |
| <i>answered question</i> | | 174 |
| <i>skipped question</i> | | 2 |



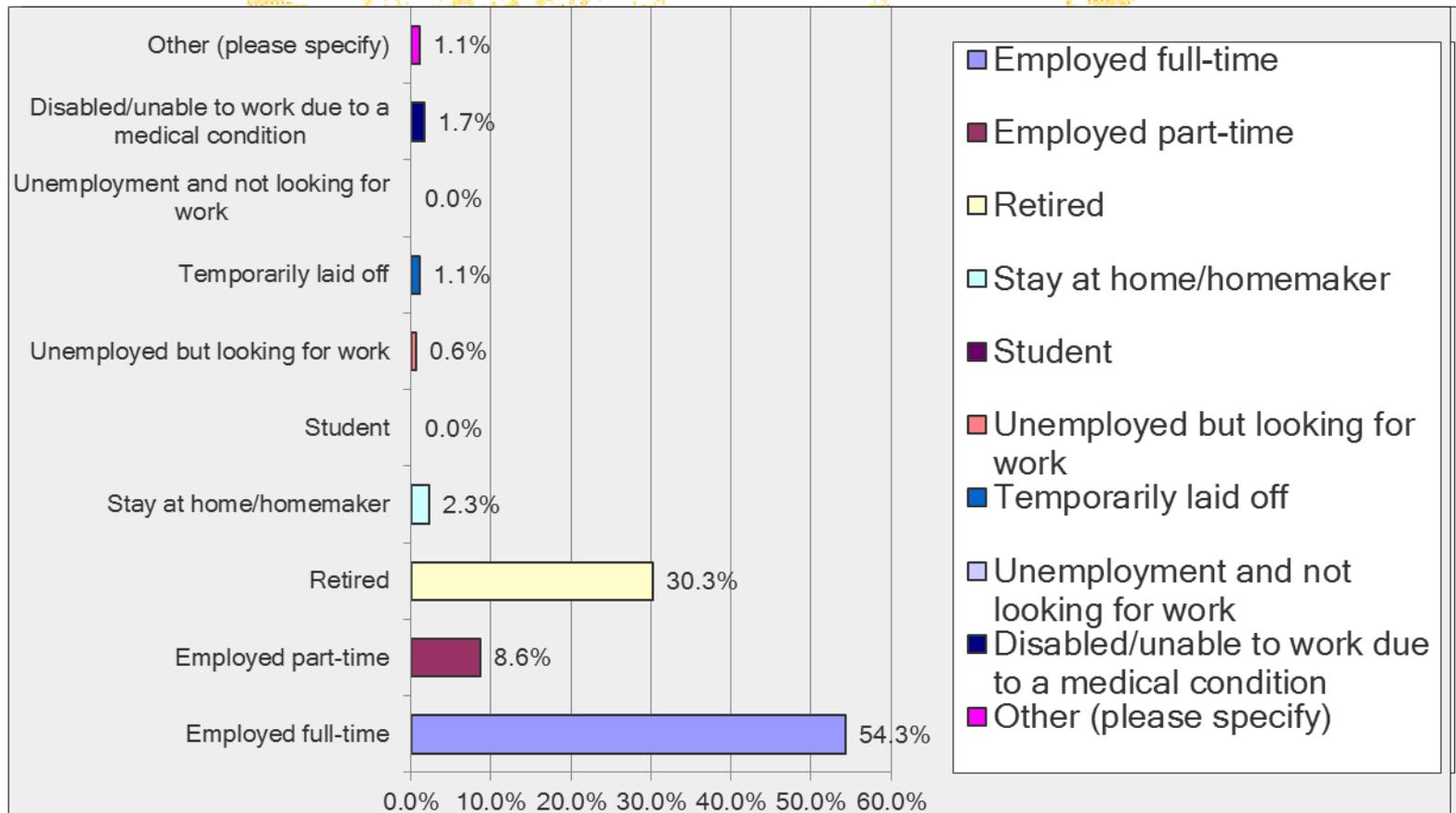
47.7% of the people who responded agreed that their interests were represented. 17.2% responded below neutral. 35.1% responded that they were indifferent.



Question 19

What is your current employment status?

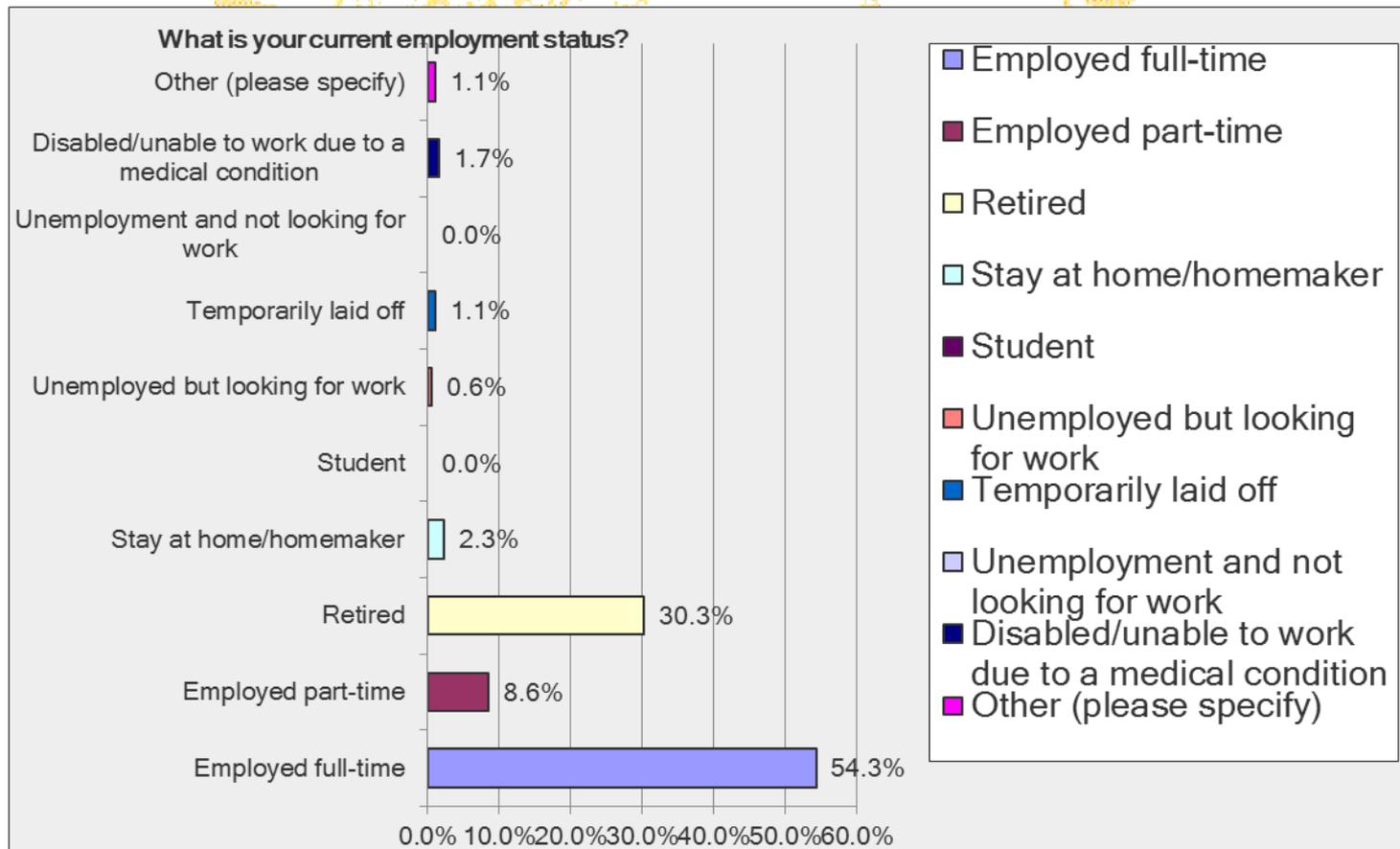
- 95.5% of all participants are employed, retired, or stay at home
- 4.5% are laid off, unemployed or not working for other reasons



Question 20

How satisfied are you with your job, that is, the work you do?

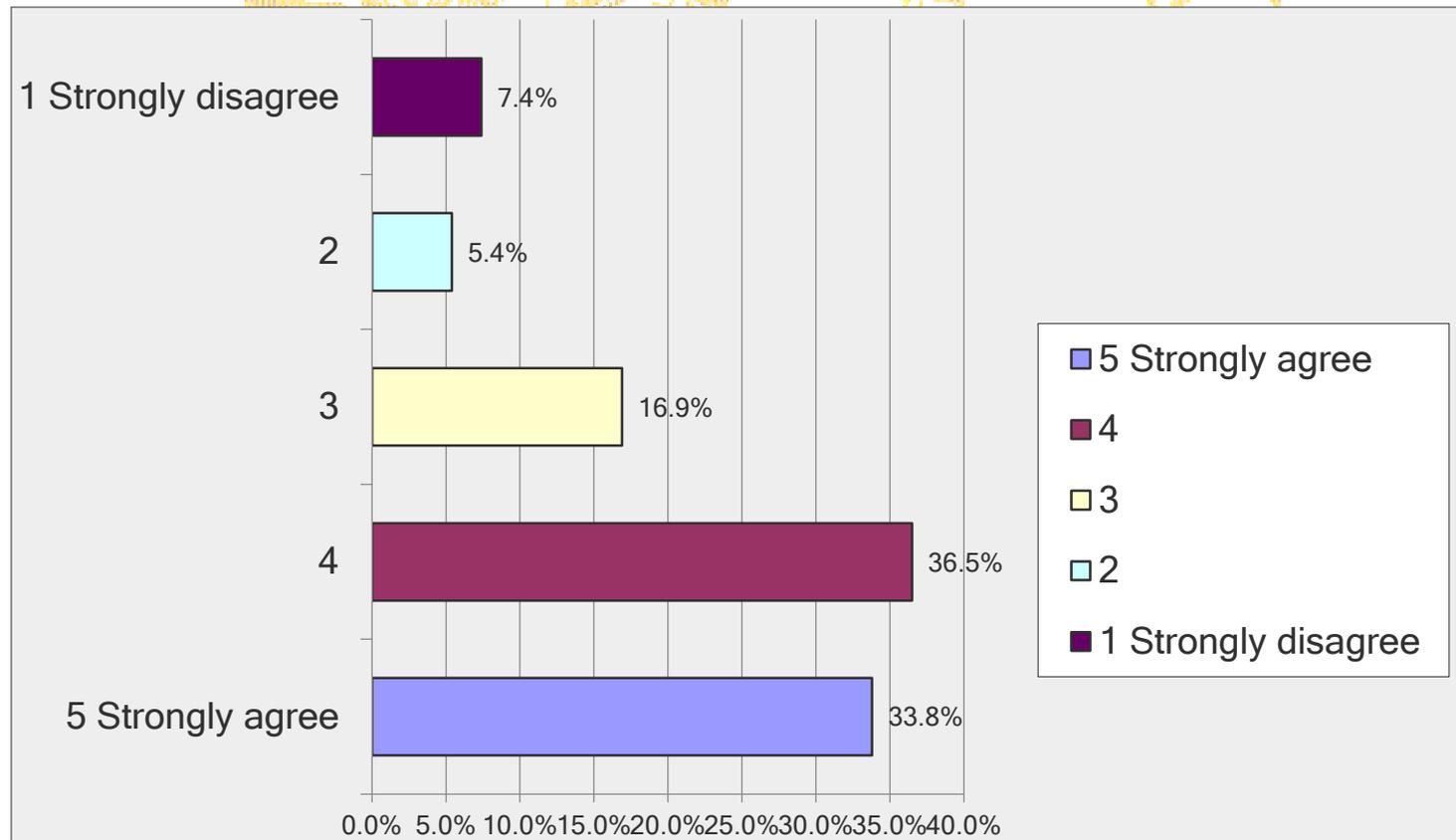
- 72.5% rate their job as some sort of satisfying (4 or 5 rating)
- 7.4% rate their job as some sort of dissatisfied (1 or 2)
- 20.1% rate their job in a neutral setting (3)



Question 21

How likely are you to agree that your job provides you with the income needed to support you and/or your family?

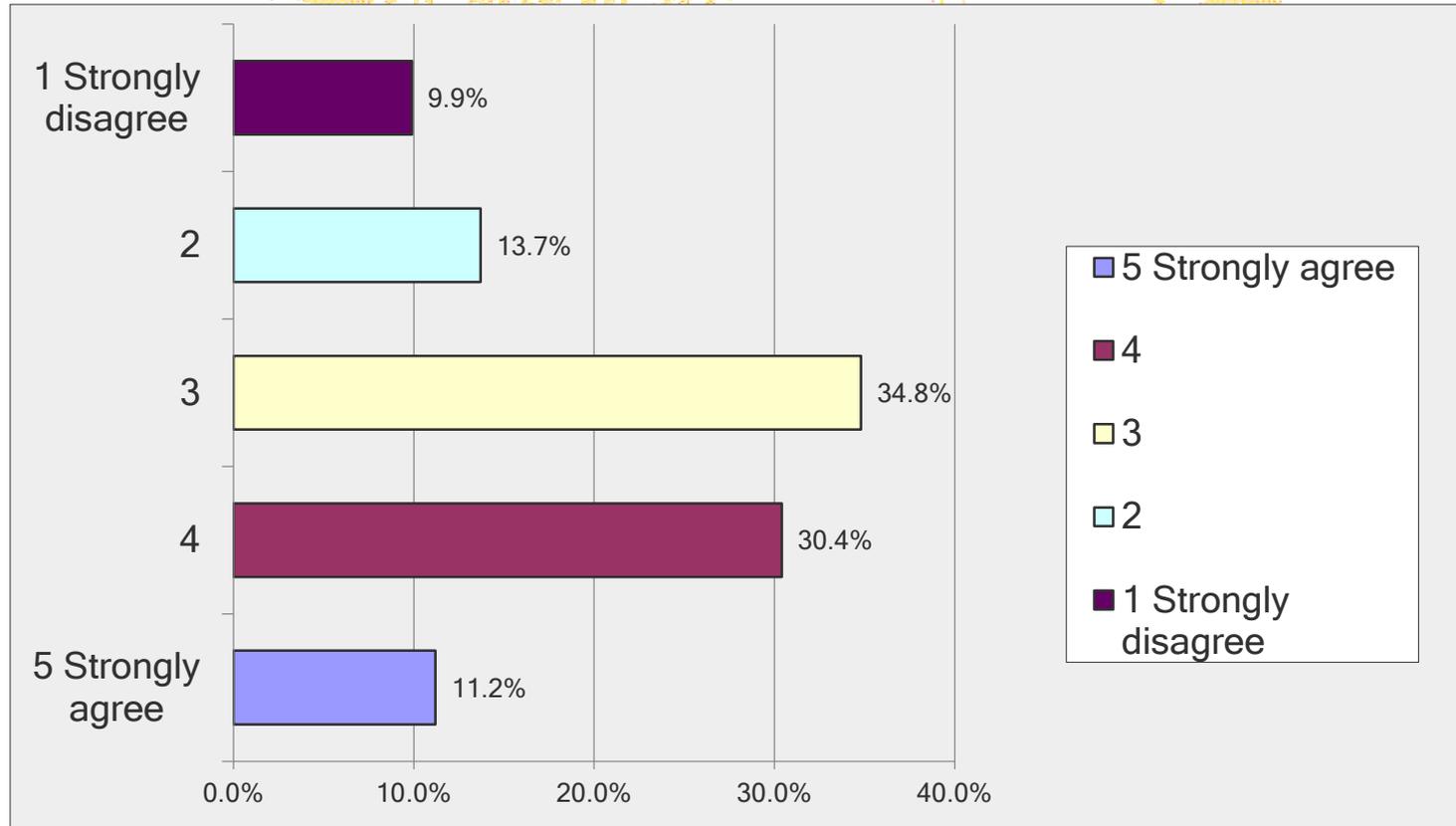
- 70.3% of all participants agree or strongly agree (4 or 5)
- 12.8% of all participants disagree or strongly disagree (1 or 2)
- 16.9% of all participants are neutral (3)



Question 22

How much do you agree or disagree that now is a good time to find a job in my area?

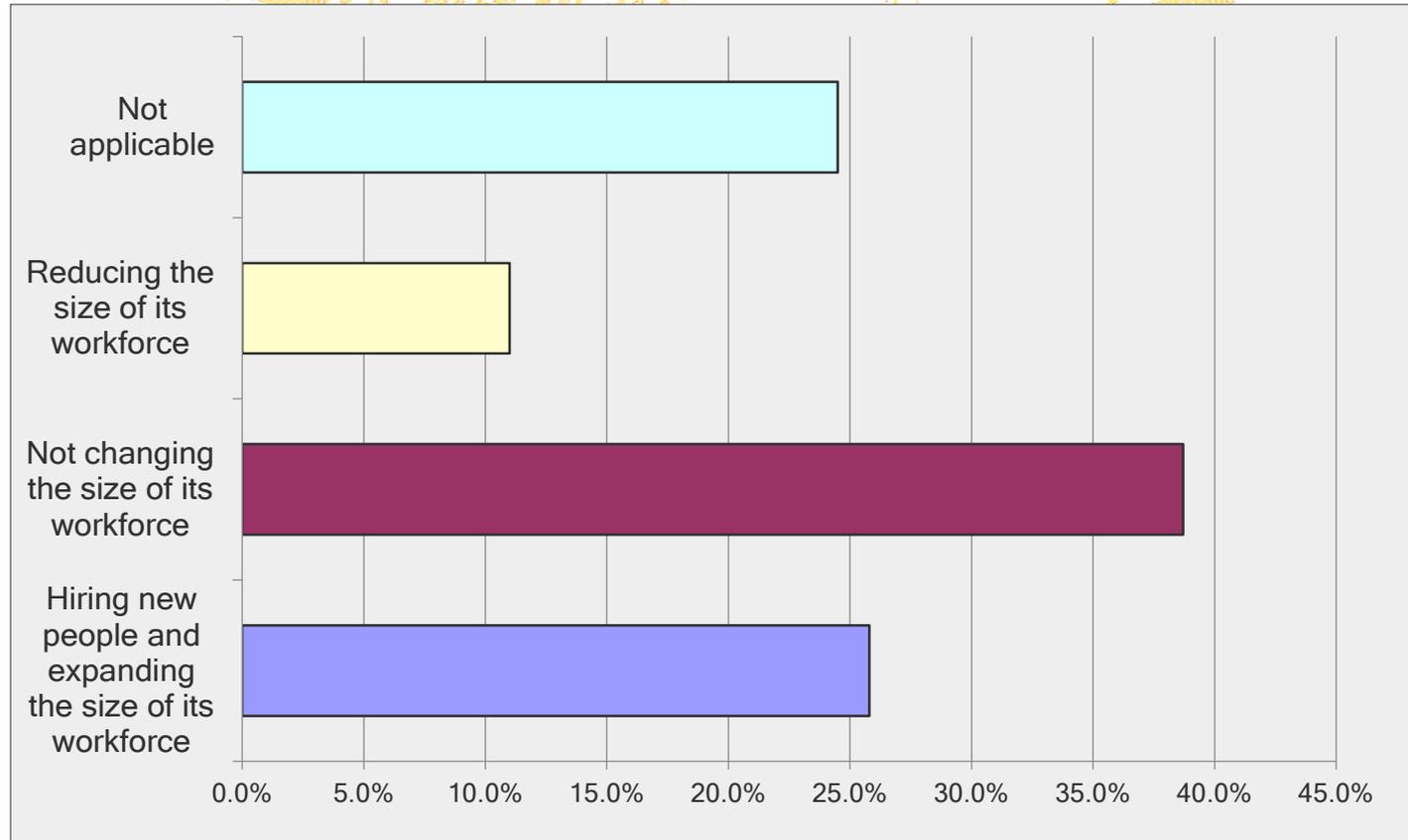
- 41.6% of all participants agree or strongly agree (4 or 5)
- 34.8% of all participants disagree or strongly disagree (1 or 2)
- 23.6% of all participants are neutral (3)



Question 23

Is your business changing in size?

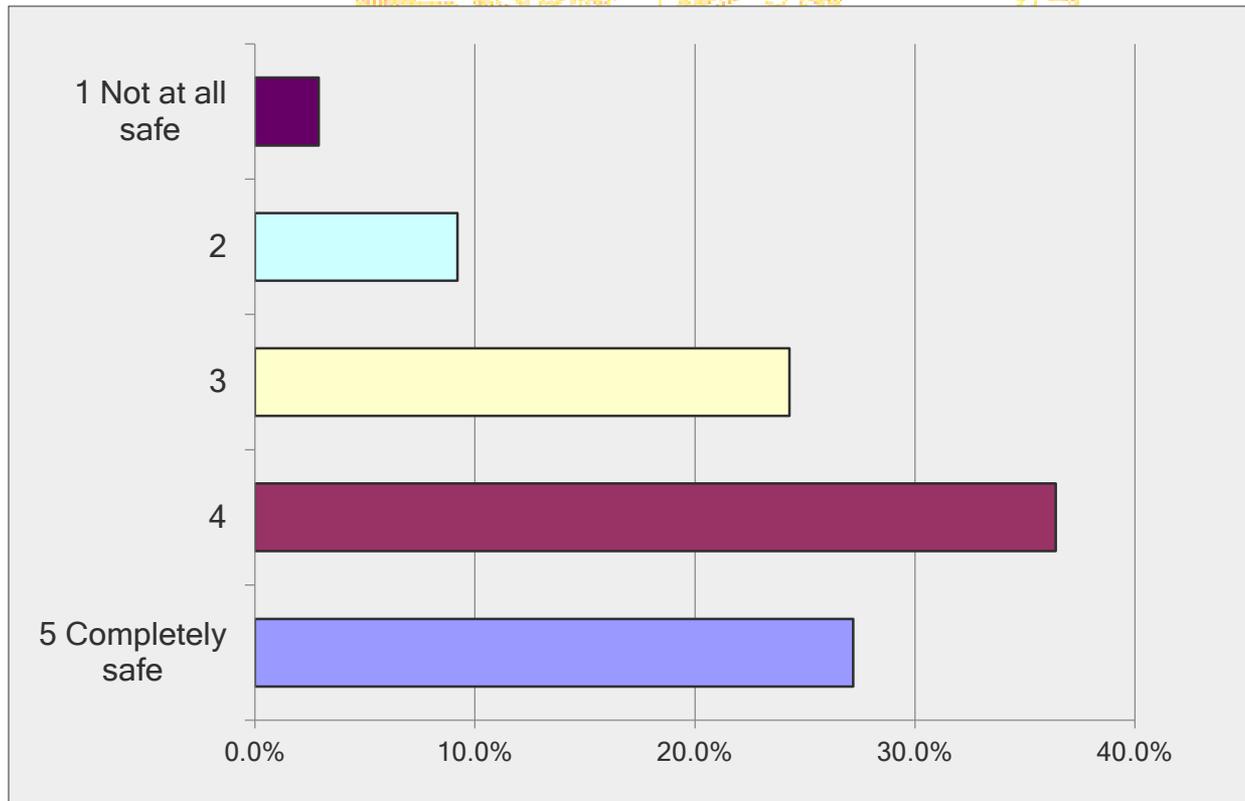
- 25.8% said hiring new people
- 38.7% said not changing in size
- 11% said reducing current workforce



Question 24

On a five point scale, how safe are you?

- 63.6% felt safe
- 24.3% felt neither safe nor unsafe
- 12.1 felt not safe



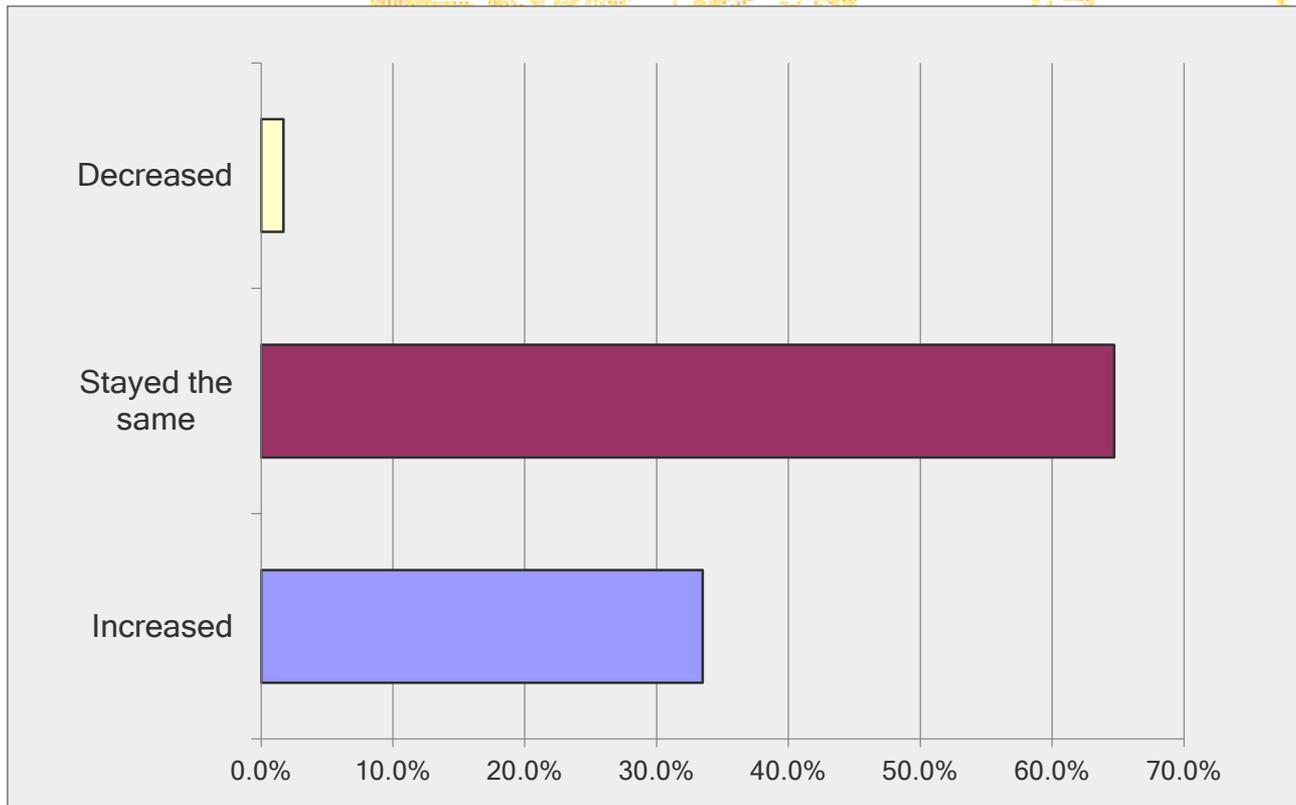
UW



Question 25

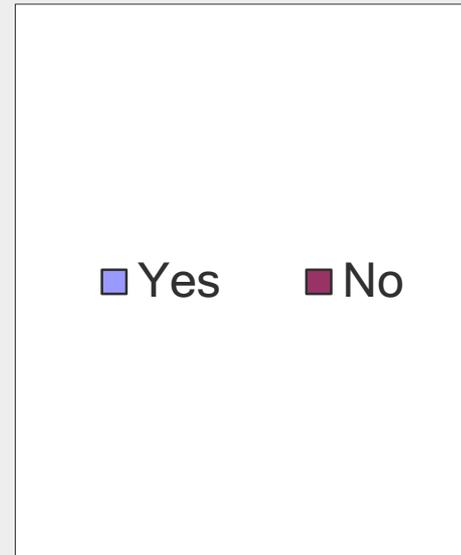
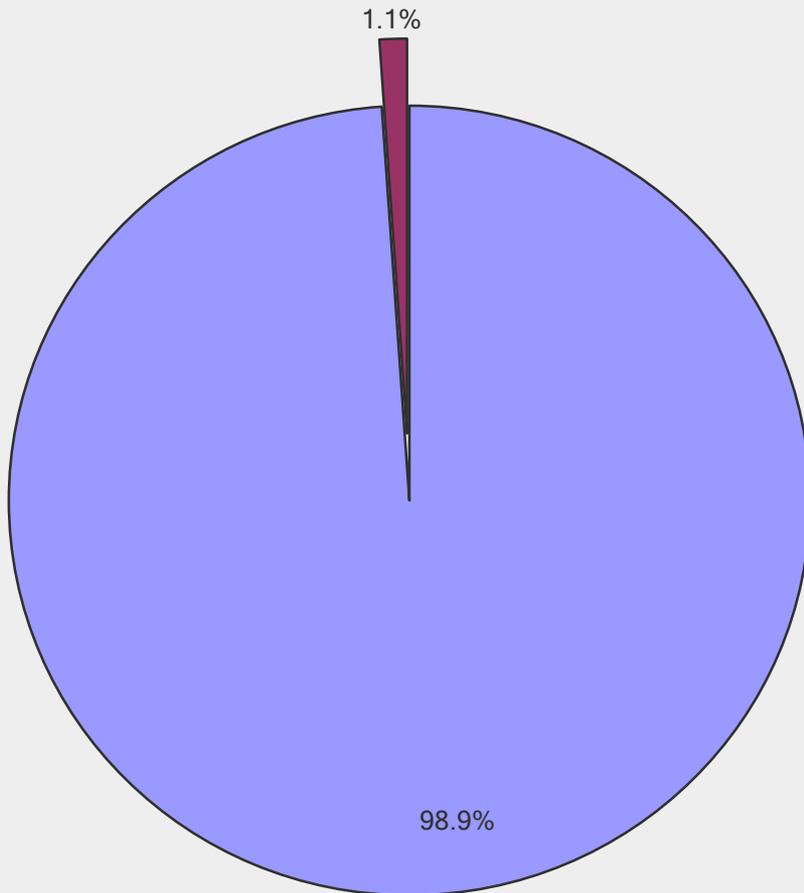
Has the crime increased in Weston?

- 33.5% said increased
- 64.7% said stayed the same
- 1.7% said decreased



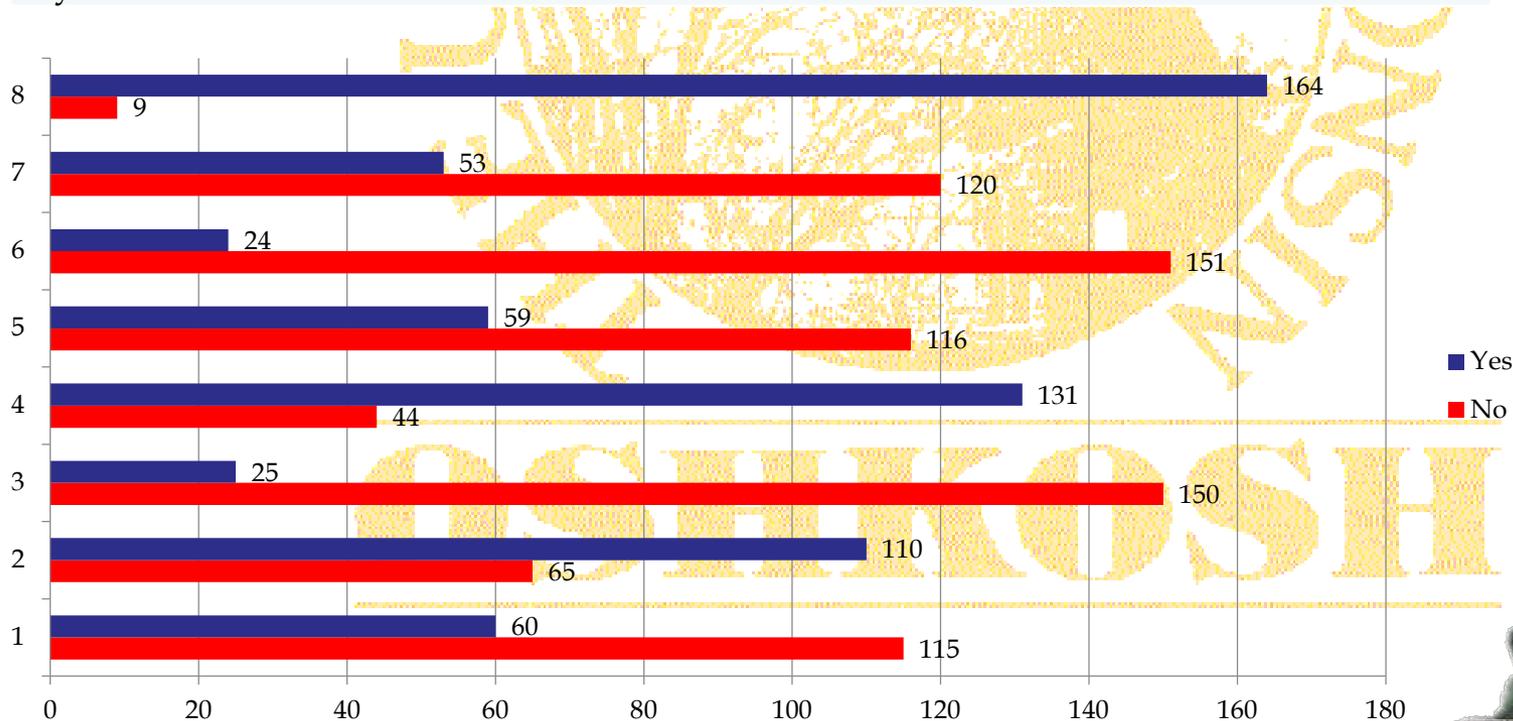
Question 26

Are you registered to vote?



Question 27

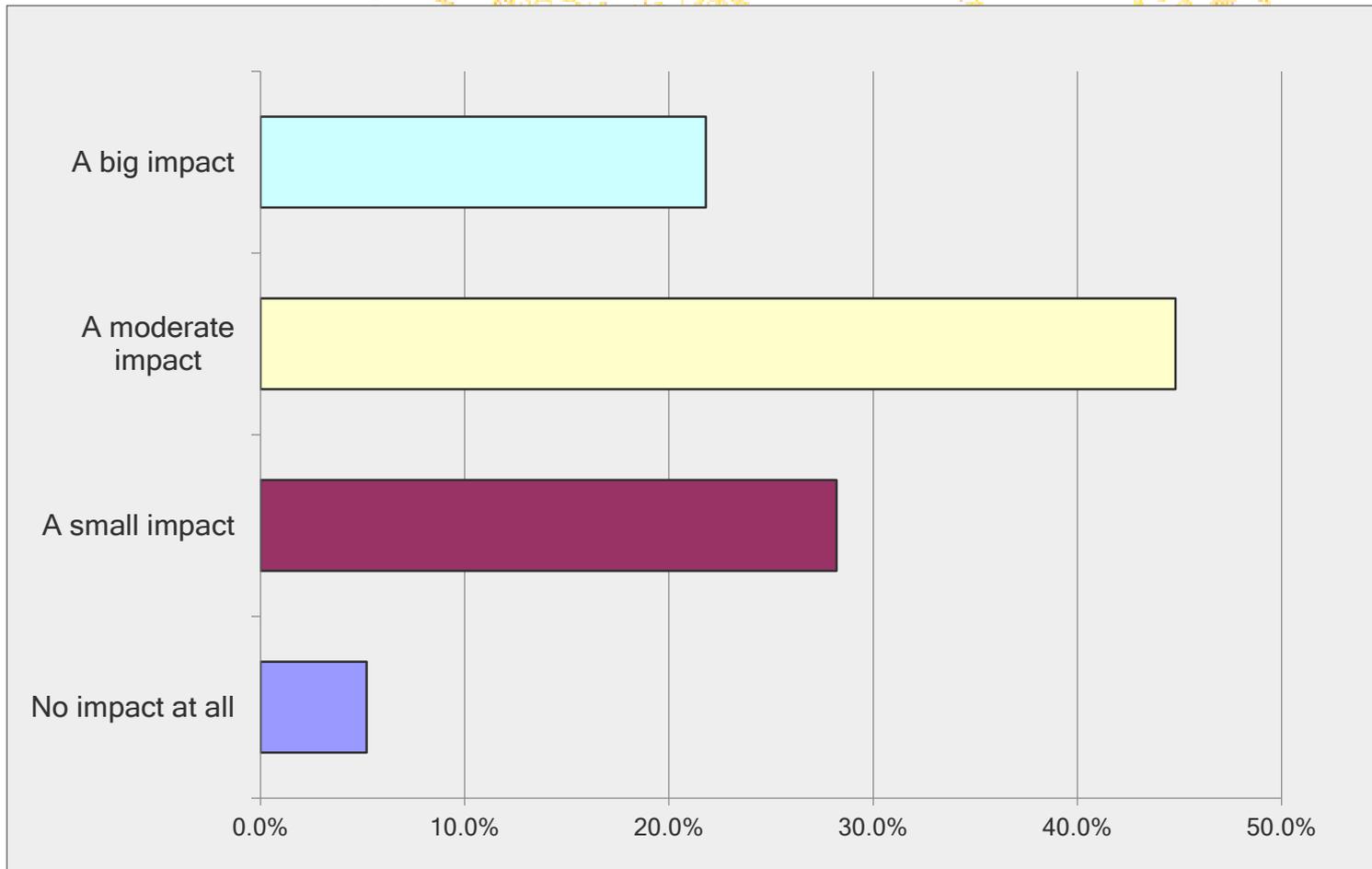
1. Performed local volunteer work for an organization, non-profit, or charitable group
2. Attended a local public meeting in which local issues were discussed
3. Voted in a local election
4. Worked with other residents to make change in the local community
5. Attended or participated in an activity at your church or other religious institution
6. Donated money to help a local organization
7. Gave money or food to an individual in need in your community, who is not related to you
8. Provided free shelter to an individual in need in your community who is not related to you



Question 28

How much impact do you have on your community?

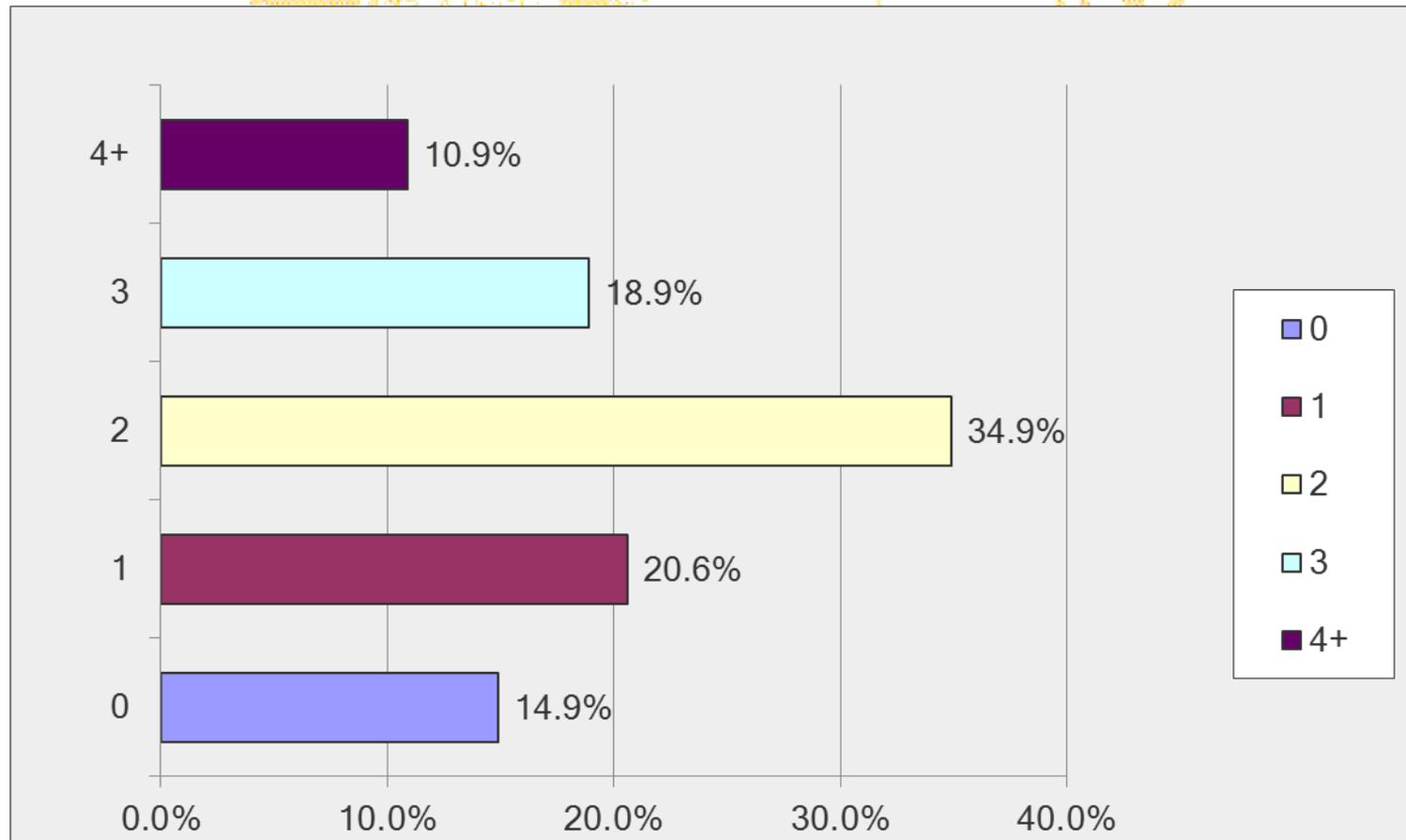
- 33.4% small to no impact
- 66.6% moderate to big impact



Question 29

On a monthly basis, how many formal or informal groups or clubs do you or your family belong to?

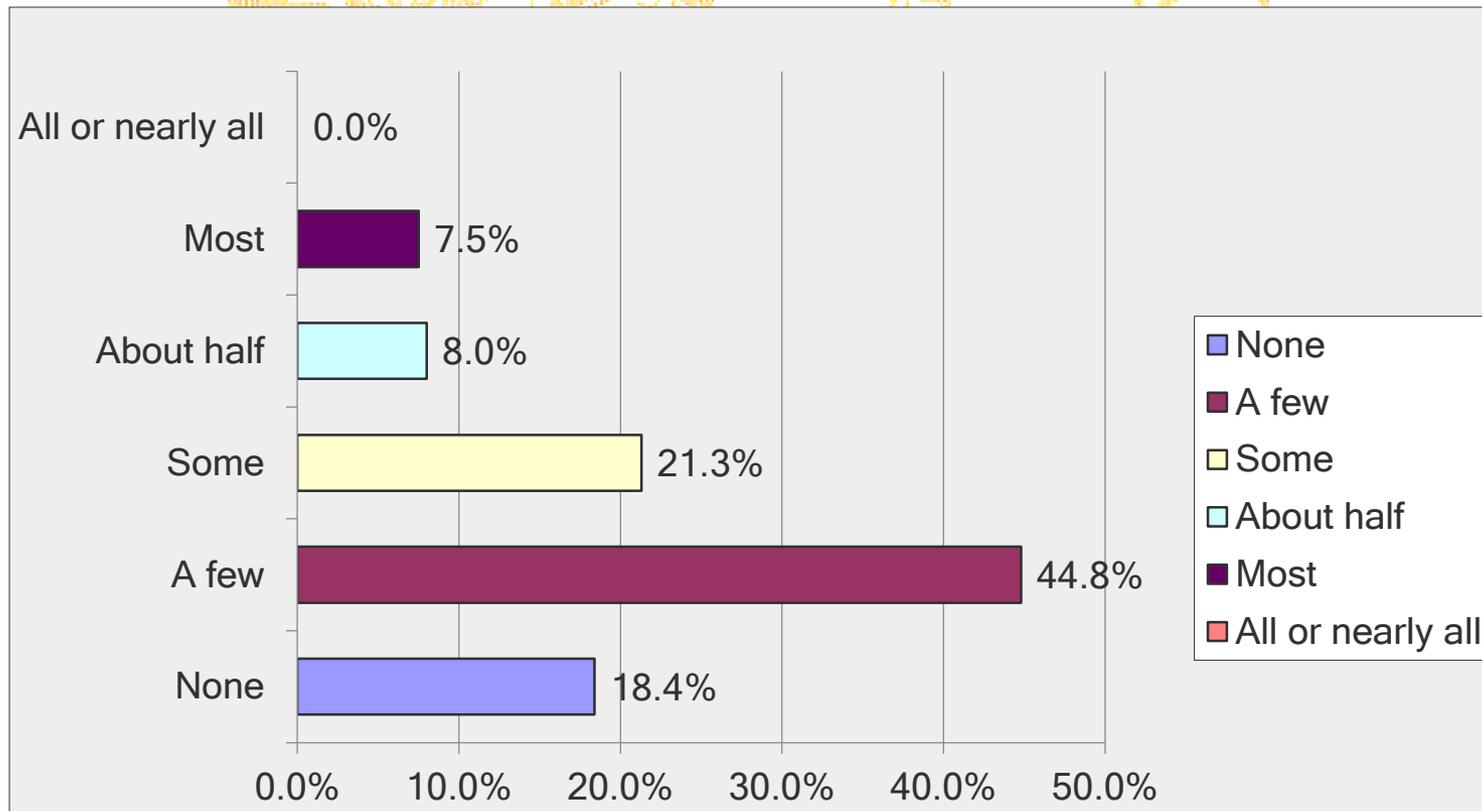
- 65.5% of all participants belong 2 or more groups
- 35.5% of all participants belong to less than 2 groups



Question 30

How many of your close friends live in your community?

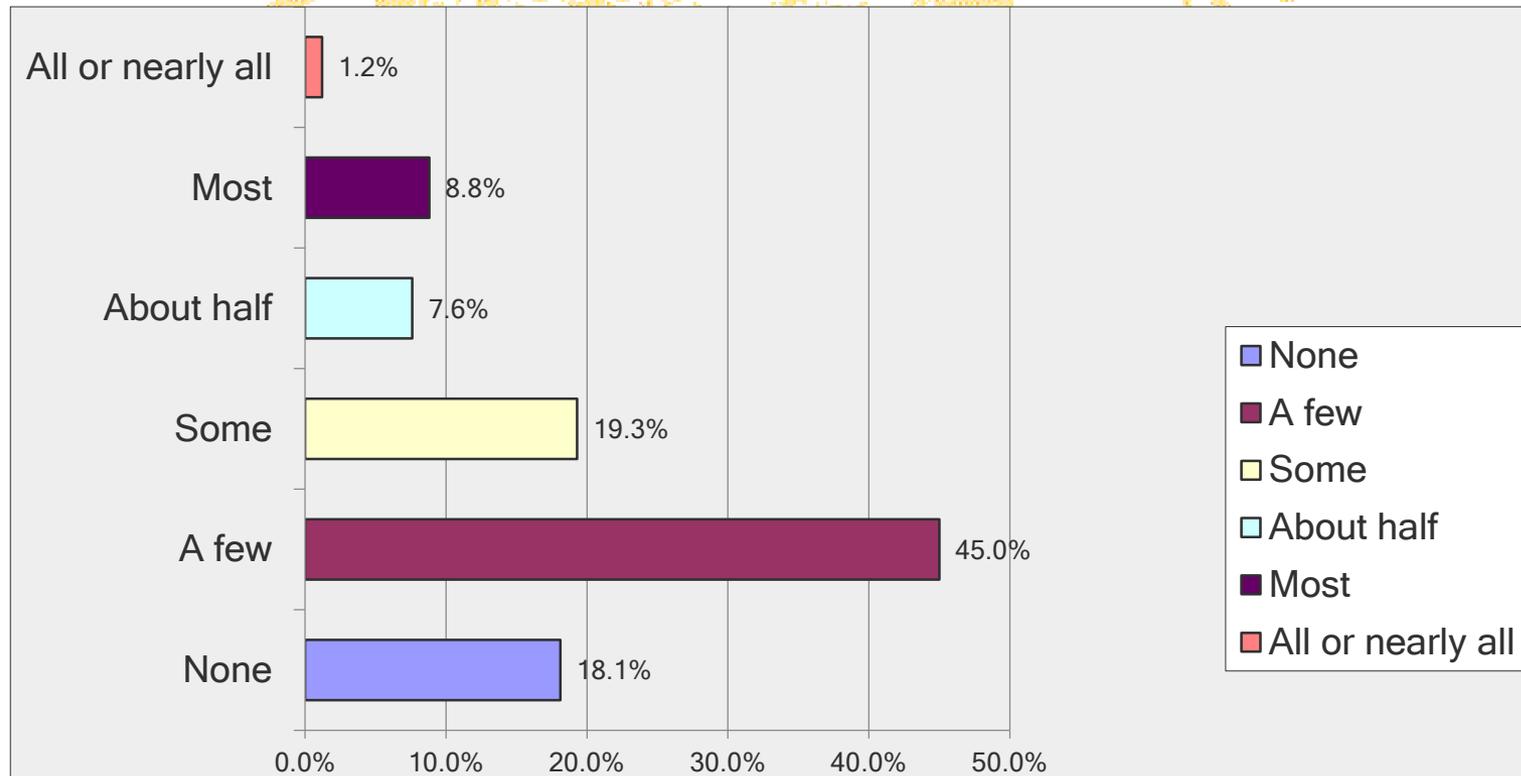
- Overall, 63.2% of all participants have very few friends living within Weston. This is consistent with a medium to small size community



Question 31

How many of your close friends in this area are also friends with each other?

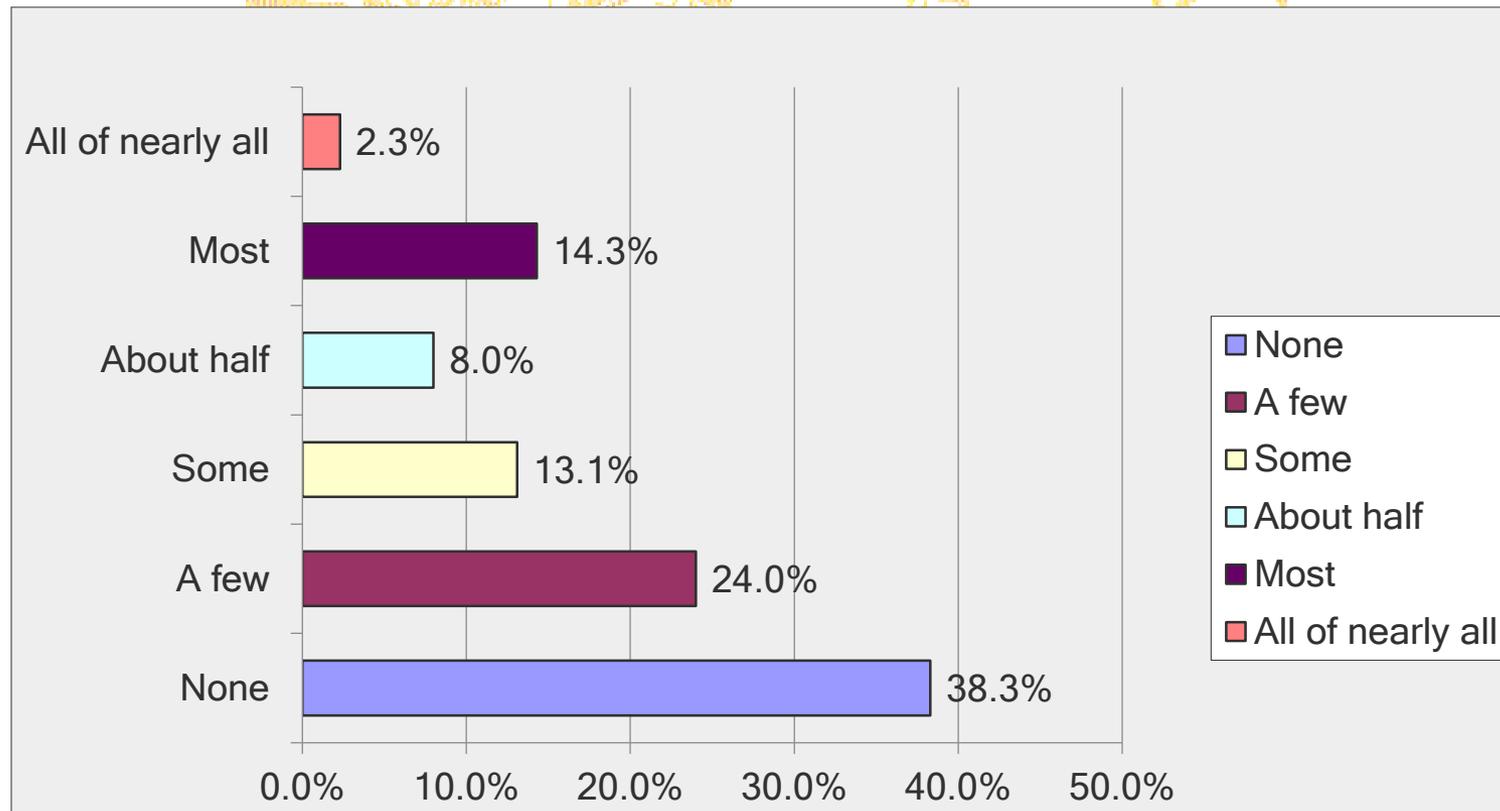
- 63.1% of all participants feel that their close friends are not friends with each other in this area
- Suggests that once again, the small size of the community show a commuting based friendship pattern



Question 32

How much of your family live in the area?

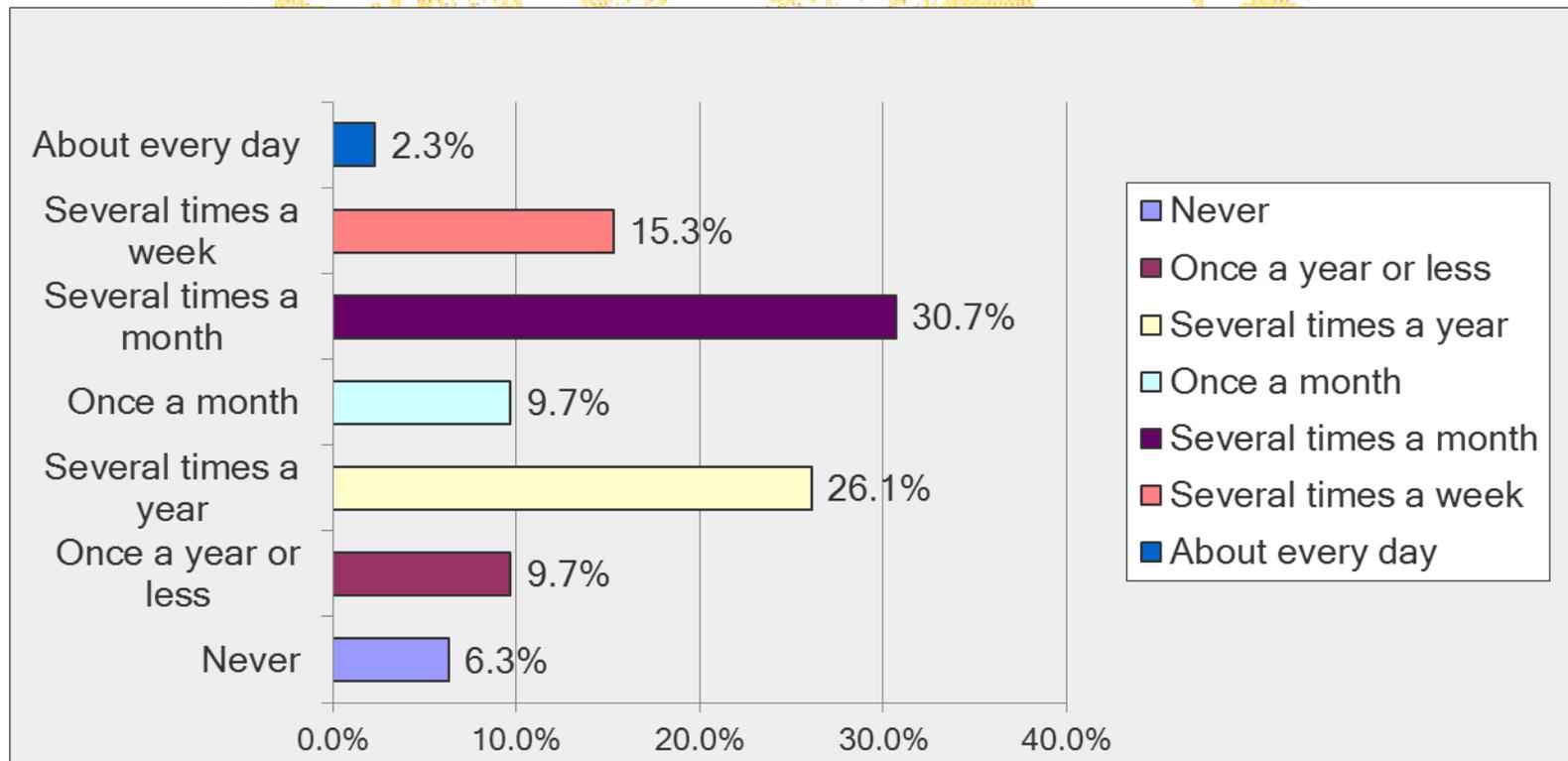
- 75.4% of participants have a some, few, or no family in the area
- Conversely, only 16.6% of all participants have most or nearly all family in the area



Question 33

How often do you talk to or visit with your immediate neighbors?

- 16.0% visit or talk with their immediate neighbors on a regular basis
- Only 17.6% converse with their immediate neighbors on a weekly or daily basis
- Data suggests a very isolated and singular community



Village of Weston Survey: Questions 45-49 Results

This series of questions for the 2016 Village of Weston Survey asked respondents the following:

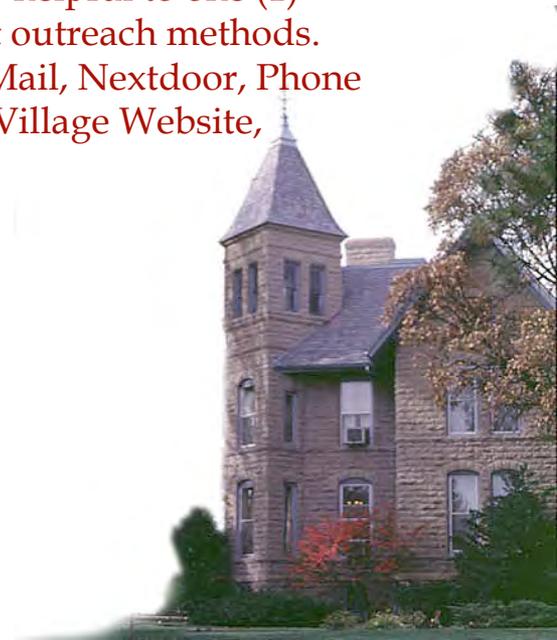
- 45) On a scale from five (5) being very satisfied to one (1) being very unsatisfied, please rank the following: Marathon County Government, Village of Weston Administration, Village of Weston Board of Trustees, Village of Weston Clerk, Village of Weston Communications, Village of Weston Finance, Village of Weston Fire Protection, Village of Weston Parks, Forestry, and Recreation, Village of Weston Planning and Development, Village of Weston Police, Village of Weston Public Works/Utilities, Village of Weston Refuse/Recycling, and D.C. Everest School District
- 46) The Village of Weston is seen as a cultural, social, and entertainment hub. Using a scale from five (5) being keep promoting or bring back to one (1) being stop promoting or don't bring back, please rank the following: Farmer's Market, Forrest's Run (Weston), Hmong New Year (Weston), Irish Fest (Weston), and Weston Fest (cancelled in 2013 due to budget cuts).

OSHKOSH



Village of Weston Survey: Questions 45-49, continued

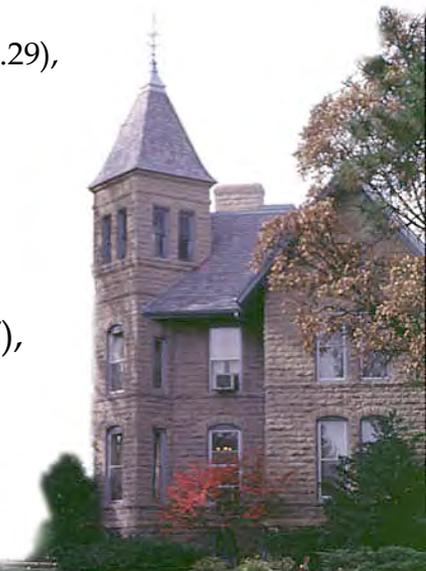
- 47) Do you have a membership to a local athletic facility or recreational business?
- 48) Many cultural, social, and entertainment events are held within the region but not directly with the village of Weston. Using a scale from five (5) really enjoy to one (1) being really don't enjoy, please rank the following as they pertain to enjoyment: Balloon Fest & Rib Fest, Big Bull Fall Blues Fest, Chalk Fest, Concerts on the Square, Harvest Fest, Christmas Holiday Parade, Screen on the Green, Summer Kick off Weekend, Wausau Area 4th of July Celebration, Wausau Marathon by the CVB, and Winter Fest.
- 49) Community outreach methods are constantly changing and evolving, and a community needs to keep up. On a scale from five (5) being very helpful to one (1) being very unhelpful, please rate the Village of Weston's current outreach methods. The outreach methods to choose from are: Facebook, LinkedIn, Mail, Nextdoor, Phone Number, Pinterest, This week in Weston E-Newsletter, Twitter, Village Website, Weston Wire, and You Tube.



Question #45: Results

| | 5Very Satisfied | 4 | 3 | 2 | 1Very Unsatisfied | N/A | Total | Weighted Average |
|---|-----------------|--------------|--------------|------------|-------------------|-------------|-------|------------------|
| Marathon County Government | 5.00% 3 | 30.00% 15 | 54.00% 27 | 2.00% 1 | 4.00% 2 | 4.00% 2 | 50 | 3.53 |
| Village of Weston Administration | 25.49% 13 | 43.14% 22 | 13.73% 7 | 9.80% 5 | 5.88% 3 | 1.96% 1 | 51 | 3.74 |
| Village of Weston Board of Trustees | 23.53% 12 | 37.25% 19 | 23.53% 12 | 5.88% 3 | 5.88% 3 | 3.92% 2 | 51 | 3.89 |
| Village of Weston Clerk | 23.53% 12 | 45.10% 23 | 15.69% 8 | 3.92% 2 | 0.00% 0 | 11.76% 6 | 51 | 4.00 |
| Village of Weston Communications | 39.22% 20 | 45.10% 23 | 11.76% 6 | 3.92% 2 | 0.00% 0 | 0.00% 0 | 51 | 4.20 |
| Village of Weston Finance | 21.57% 11 | 49.02% 25 | 21.57% 11 | 1.96% 1 | 1.96% 1 | 3.92% 2 | 51 | 3.90 |
| Village of Weston Fire Protection | 35.29% 18 | 47.06% 24 | 13.73% 7 | 0.00% 0 | 1.96% 1 | 1.96% 1 | 51 | 4.16 |
| Village of Weston Parks, Forestry, and Recreation | 31.37% 16 | 50.98% 26 | 13.73% 7 | 1.96% 1 | 1.96% 1 | 0.00% 0 | 51 | 4.06 |
| Village of Weston Planning and Development | 19.61% 10 | 41.18% 21 | 25.49% 13 | 5.88% 3 | 3.92% 2 | 3.92% 2 | 51 | 3.69 |
| Village of Weston Police | 35.29% 18 | 49.02% 25 | 11.76% 6 | 0.00% 0 | 1.96% 1 | 1.96% 1 | 51 | 4.15 |
| Village of Weston Public Works/Utilities | 24.00% 12 | 44.00% 22 | 22.00% 11 | 4.00% 2 | 2.00% 1 | 4.00% 2 | 50 | 3.88 |
| Village of Weston Refuse/Recycling | 40.00% 20 | 42.00% 21 | 14.00% 7 | 2.00% 1 | 0.00% 0 | 2.00% 1 | 50 | 4.22 |
| D.C. Everest School District | 41.18% 21 | 39.22% 20 | 11.76% 6 | 1.96% 1 | 3.92% 2 | 1.96% 1 | 51 | 4.14 |

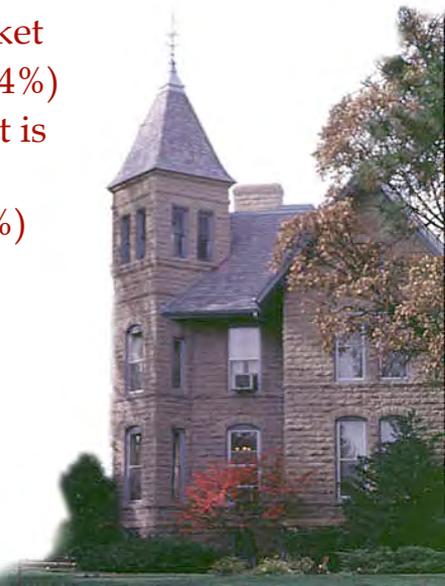
- 171 total responses, 5 respondents skipped this question
- Departments with lowest average of satisfaction were: Marathon County Government (3.29), Village of Weston Board of Trustees (3.47), Village of Weston Planning and Development (3.52), and Village of Weston Administration (3.53)
 - Approval level still higher than that of State and Federal Administration
 - May signify frustrations with funding, projects and their completion, political ideologies, costs of living, taxes, and services
- Departments with the highest level of satisfaction: Village of Weston Refuse/Recycling (4.19), Village of Weston Fire Protection (4.17), Village of Weston Police (4.17), and the D.C. Everest School District (4.15)



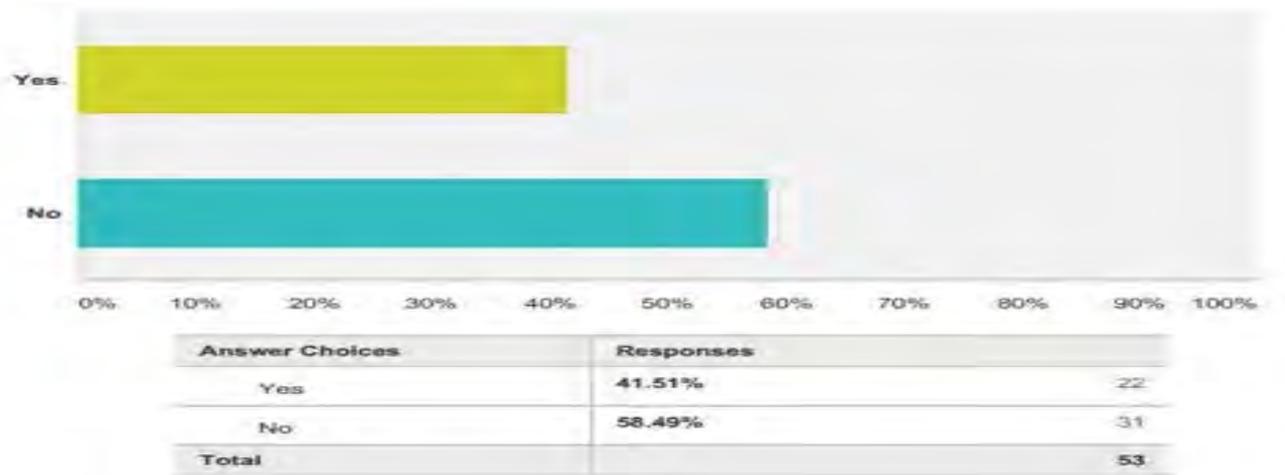
Question #46: Results

| | 5 – Keep Promoting or Bring Back | 4 | 3 | 2 | 1-Stop promoting or don't bring back | N/A |
|---|----------------------------------|----|----|----|--------------------------------------|-----|
| Farmers Market | 144 | 20 | 8 | 1 | 0 | 0 |
| Forrest's Run | 76 | 34 | 24 | 6 | 7 | 24 |
| Hmong New Year | 56 | 37 | 43 | 6 | 12 | 17 |
| Irish Fest | 57 | 39 | 42 | 8 | 9 | 16 |
| Weston Fest – discontinued in 2013 | 64 | 32 | 32 | 11 | 21 | 10 |

- A total of 173 responses
 - 144 responses (83%) felt strongly about the continuation of the Farmers Market
 - The second event to receive the most positive feedback was Forrest's Run (44%)
 - The highest number of responses leaning toward discontinuation of an event is Weston Fest with 21 (12%)
 - Hmong New Year had the lowest number of positive responses with 56 (33%)



Question #47: Results



- 172 total responses
 - 70 residents said that they do have a membership to a local athletic or recreational facility
 - 102 said that they do not
- Potential thoughts that may impact membership
 - Costs of local facilities
 - Average amount of disposable income



Question #48: Results

| Event | 5 – Really Enjoy | 4 | 3 | 2 | 1 – Really Don't Enjoy | N/A |
|--|------------------|----|----|----|------------------------|-----|
| Balloon Fest & Rib Fest | 83 | 46 | 21 | 4 | 3 | 14 |
| Big Bull Fall Blues Fest | 29 | 30 | 40 | 8 | 14 | 49 |
| Chalk Fest | 71 | 34 | 31 | 7 | 6 | 23 |
| Concerts on the Square | 83 | 37 | 24 | 3 | 5 | 19 |
| Harvest Fest | 34 | 31 | 38 | 9 | 9 | 49 |
| Christmas Holiday Parade | 36 | 28 | 42 | 13 | 7 | 44 |
| Screen on the Green | 21 | 23 | 33 | 18 | 7 | 66 |
| Summer Kick off Weekend | 34 | 25 | 41 | 9 | 8 | 51 |
| Wausau Area 4 th of July Celeb. | 38 | 39 | 42 | 4 | 11 | 35 |
| Wausau Marathon by the CVB | 9 | 15 | 47 | 10 | 10 | 77 |
| Winter Fest | 28 | 29 | 49 | 10 | 10 | 44 |

- Total responses ranged from 171-173
- Those events that received the most positive feedback are:
 - Concerts in the Square had the highest positive feedback (50% of total responses)
 - Balloon Fest and Rib Fest and Concerts in the Square each had 83 positive responses respectively (49%)
 - Chalk Fest had 71 responses (42%)
- Big Bull Fall Blues Fest received the largest number for Don't Enjoy responses (.08%)
- The Wausau Marathon by the CVB received the largest number of Non Applicable responses (45%)



Question #49: Results

| | 5 Very Helpful | 4 | 3 | 2 | 1 Very Unhelpful | N/A | Total | Weighted Average |
|----------------------------------|----------------|--------|--------|--------|------------------|--------|-------|------------------|
| Facebook | 31.37% | 23.53% | 17.65% | 0.00% | 1.96% | 25.49% | 51 | 4.11 |
| LinkedIn | 2.00% | 10.00% | 20.00% | 6.00% | 14.00% | 48.00% | 50 | 2.62 |
| Mail | 47.06% | 25.49% | 19.61% | 1.96% | 3.92% | 1.96% | 51 | 4.12 |
| Nextdoor | 34.62% | 26.92% | 11.54% | 1.92% | 1.92% | 23.08% | 52 | 4.17 |
| Phone Number | 31.91% | 12.77% | 25.53% | 4.26% | 6.38% | 19.15% | 47 | 3.74 |
| Pinterest | 2.04% | 4.08% | 14.29% | 14.29% | 14.29% | 51.02% | 49 | 2.29 |
| This week in Weston E-Newsletter | 46.00% | 26.00% | 16.00% | 4.00% | 0.00% | 8.00% | 50 | 4.24 |
| Twitter | 6.25% | 8.33% | 14.58% | 12.50% | 12.50% | 45.83% | 48 | 2.69 |
| Village Website | 50.00% | 30.00% | 16.00% | 4.00% | 0.00% | 0.00% | 50 | 4.26 |
| Weston Wire | 40.82% | 26.53% | 10.20% | 8.16% | 0.00% | 14.29% | 49 | 4.17 |
| You Tube | 12.24% | 12.24% | 18.37% | 12.24% | 6.12% | 6.12% | 49 | 3.20 |

- 53 total responses were received for Question #49, with 2 being skipped
- Outreach methods used that are seen as Very Helpful:
 - Village of Weston Website (50% of total responses)
 - Mail (47.06%)
 - This Week in Weston E-Newsletter (46%)
 - Weston Wire (40.82%)
- Methods viewed as being Very Unhelpful:
 - Pinterest (51.02%)
 - LinkedIn (48%)
 - Twitter (45.83%)





Weston Soul of the Community Survey

University of Wisconsin – Oshkosh

Policy Analysis Class

Question 1 -3 & 34 – 44 - Demographics

With approximately 99% of respondents living within Weston, 76.4% are over the age of 46 and 56-65 years of age representing the largest group of respondents with 32.2%. The largest number of respondents live within the village proper at 61.5% and just over 25.3% live in sparse suburban neighborhoods. The rural countryside and something else make up just over 13% of respondents.

One quarter of respondents have lived in Weston for over 26 years which accounts for the age demographic responding. Just 14.4% have lived in Weston for less than 5 years. 6-20 years of living in Weston is well represented with just over 52% of respondents.

Year round residents make up a majority of the survey with just under 99% and over 66% of respondents live with two adults in the household. Just under 16% have 3 or more adults living in the household. 17.1% are the only adult over the age of 18 living in the household.

Over 70% of respondents do not have dependent children living in their home. Those that do have dependents have varying ages throughout. Just under three quarters of the respondents are married. Divorced is represented by just over 10% while widowed, living in a partnered relationship, and never having been married are near 5% respectively.

Over 91% of respondent have an education of at least some college and 45.4% of those have graduated from college or technical school. The second largest number of respondents at 23.6% have post-graduate work while 7.5% have not gone beyond a high school diploma. 1.1% have some high school.

Residents responding either own their home at 86.3% and 13.7% rent. This speaks to the annual household income being less than \$49,999 at 26.5% while the remainder are above. The largest amount of respondents are between \$50,000 and \$74,999 with 21.7% and incomes directly above and below by \$25,000 are approximately 17%. 22.9% of respondents are above \$125,000 and 13.3% of those are above \$150,000.

Almost 99% of respondents are white in race while Black, Asian, American Indian, and Hispanic are represented in a small portion.

Question 4 to 9

Question 4 on the survey asked respondents to rate their quality of life on a scale from one to ten, with one being the lowest quality of life and ten being the highest quality of life. Of

the 175 respondents that answered, 82.3% felt they had an above average to best possibly quality of life while 6.8% felt they had a below average to worst possible quality of life. A breakdown of all responses follows:

| 4. Quality of life is an important tool to better understand a community's overall "feel". Using a scale from(1) to ten (10) with one being the worse possible and ten being the highest quality of life, please describe your current position | | |
|---|------------------|----------------|
| Answer Options | Response Percent | Response Count |
| 10 Best possible quality of life | 9.1% | 16 |
| 9 | 21.2% | 37 |
| 8 | 24.6% | 43 |
| 7 | 19.4% | 34 |
| 6 | 8.0% | 14 |
| 5 Average quality of life | 10.9% | 19 |
| 4 | 4.0% | 7 |
| 3 | 1.1% | 2 |
| 2 | 1.1% | 2 |
| 1 Worst possible quality of life | 0.6% | 1 |
| Answered question: 175 | | |
| Skipped question:1 | | |

Question 5 on the survey asked respondents what they thought about the future and what their quality of life would be five years from now. Respondents rated their quality of life on a scale from one to ten, with one being the lowest quality of life and ten being the highest quality of life. Of the 172 respondents that answered, 81.9% felt that in five years they would have an above average to best possible quality of life, while 8.2% felt that in five years they would have a below average to worst possible quality of life. As it compares to question 4, there is a slight decrease in above average to best quality of life, and a decrease in below average to worst possible quality of life. A breakdown of all responses follows:

5. What about (5) years from now? Where do you think you would stand then?

| Answer Options | Response Percent | Response Count |
|----------------------------------|------------------|----------------|
| 10 Best possible quality of life | 8.1% | 14 |
| 9 | 27.9% | 48 |
| 8 | 24.4% | 42 |
| 7 | 15.1% | 26 |
| 6 | 6.4% | 11 |
| 5 Average quality of life | 9.9% | 17 |
| 4 | 4.1% | 7 |
| 3 | 1.7% | 3 |
| 2 | 1.2% | 2 |
| 1 Worse possible quality of life | 1.2% | 2 |
| Answered question: 172 | | |
| Skipped question: 4 | | |

Question 6 on the survey asked respondents to rate how satisfied they were with the Village of Weston as a place to live. Respondents rated their satisfaction on a scale from one to five, with one being not satisfied at all and five being extremely satisfied. Of the 174 respondents, 91.9% were satisfied to extremely satisfied with the Village of Weston as a place to live, while 8% were below satisfied to not at all satisfied with the Village of Weston as a place to live. A breakdown of all responses follows:

6. Taking everything into account, how satisfied are you with the Village of Weston as a place to live?

| Answer Options | Response Percent | Response Count |
|------------------------|------------------|----------------|
| 5 Extremely satisfied | 28.7% | 50 |
| 4 | 45.4% | 79 |
| 3 | 17.8% | 31 |
| 2 | 5.7% | 10 |
| 1 Not at all satisfied | 2.3% | 4 |
| Answered question: 174 | | |
| Skipped question: 2 | | |

Question 7 on the survey asked respondents how likely they were to recommend the Village of Weston to a friend or associate as a place to live. Respondents rated their likelihood of recommendation a scale from one to five, with one being not likely at all and five being

extremely likely. Of the 173 respondents, 91.3% were extremely likely to likely recommend the Village of Weston to a friend or associate as a place to live, while 8.7% were not likely to not at all likely to recommend the Village of Weston to a friend or associate as a place to live. A breakdown of all responses follows:

| 7. How likely are you to recommend the Village of Weston to a friend or associate as a place to live? | | |
|---|------------------|----------------|
| Answer Options | Response Percent | Response Count |
| 5 Extremely likely | 31.2% | 54 |
| 4 | 42.8% | 74 |
| 3 | 17.3% | 30 |
| 2 | 5.8% | 10 |
| 1 Not at all likely | 2.9% | 5 |
| Answered question: 173 | | |
| Skipped question:3 | | |

Question 8 of the survey is a three-part question that asks respondents to rate their level of agreement with the following statements: “I am proud to say I live in the Village of Weston”, “Weston is a perfect place for people like me”, and “Weston has a great reputation to outsiders or visitors”. Respondents rated their agreement on a scale from one to five, with one being strongly disagree and five being strongly agree. Of the 175 respondents to the first statement, 92.6% indicated that they agreed to strongly agreed that that they were proud to say they lived in the Village of Weston. Of the 174 respondents to the second statement, 86.8% indicated they agreed to strongly agreed that Weston was the perfect place for people like them. Of the 172 respondents to the third statement, 89.5% indicated that they agreed to strongly agreed that Weston has a great reputation to outside visitors. A breakdown of all the responses follows:

| 8. With five (5) being strongly agree and one (1) being strongly disagree, please indicate your level of agreement with each of the following items: | | | | | | | |
|--|------------------|----|----|----|---------------------|----------------|----------------|
| Answer Options | 5 Strongly Agree | 4 | 3 | 2 | 1 Strongly Disagree | Rating Average | Response Count |
| I am proud to say I live in the Village of Weston | 69 | 63 | 30 | 11 | 2 | 4.06 | 175 |
| Weston is a perfect place for people like me | 52 | 62 | 37 | 20 | 3 | 3.80 | 174 |
| Weston has a great reputation to outsiders or visitors | 43 | 56 | 55 | 11 | 7 | 3.68 | 172 |
| Answered question: 175 | | | | | | | |
| Skipped question:1 | | | | | | | |

Question 9 of the survey asked respondents what they thought the most important problem facing the Village of Weston was today. This was an open-ended question and provided an opportunity to respondents to share their thoughts. Responses were categorized into seven categories. The categories are (1) Economic Development, with 49 comments; (2) Roads, Transportation, and Utilities, with 22 comments; (3) Social, with 11 comments; (4) Government, with 21 comments; (5) Taxes, with 19 comments; (6) Recreation, with seven comments; and (7) Other, with 15 comments. One hundred forty-four (144) people provided answers to this survey question and 36 people skipped the question. A quick summary reveals the following for each category:

- **Economic Development.** This category received the most comments and respondents were interested in attracting more businesses, having more restaurants, more places to shop, and retaining young professionals.
- **Roads, Transportation, and Utilities.** Public transportation and road maintenance issues comprised the bulk of responses.
- **Social.** Most of the responses in this category centered on drug use.
- **Government.** Response themes included leadership, citizens not following laws, and financial concerns.
- **Taxes.** All of the items in this category were related to concerns about property taxes.
- **Recreation.** The majority of responses in this category related to bicycle and pedestrian paths.
- **Other.** This category represents stand-alone items. Some comments included concern about a deer problem, concern about residents who do not speak English, and concerns about property aesthetics.

The following tables show in detail citizen responses. These individual responses provide further insight into problems perceived in the Village of Weston.

Economic Development

| | |
|---|--|
| <ol style="list-style-type: none"> 1. gettin more business to locate here. 2. LACK OF RETAIL STORES 3. economic growth 4. No well known attractions (malls, movie theaters, etc) to bring tourists and people from neighboring communities? 5. Lack of restaurants - when others close, few take their place. 6. Atracking business 7. grocery store like Festival Foods 8. Lack of stores. 9. Attracting businesses like good restaurants (both sit down and fast food) 10. could use more 'chain' resturants example: Red Lobster, Buffalo Wild Wings, TGIFridays, etc 11. Financial issues. Do not like to see it waste resources 12. Not burning out their staff and retail competition with Rib Mountain. 13. water.....restaurant 14. Better business base, i.e., big box stores, chain restaurants, manufacturing. Too many multi-family units, which is not a good tax base 15. Developing a stronger tax base and continued growth 16. Attracting respectable and worthy restaurants, businesses etc. 17. lack of shopping opportunities and need more law enforcement 18. Getting new business into Weston while maintaining tax levels 19. Keeping the great family residential area alive with more shopping, eating, and artistic interests | <ol style="list-style-type: none"> 20. Not many jobs for the college grad 21. Small business owners 22. coust of living 23. Not enought businesses and Resturants 24. We need a Wal-Mart 25. Expanding correctly - getting good, local, upscale restaurants, planning parks/recreation correctly. Choosing the direction for the village 26. Need to figure out how to keep out college graduates around 27. No growth 28. lack of restaurant choices. 29. Need more restaurants! 30. growth 31. Not moving forward with new 32. business's/Restaurants 33. economics 34. need more shopping choices, restaurants 35. Needs more business growth & jobs 36. Large local businesses 37. Attracting new businesses 38. Lack of business growth 39. Minimal manufacturing jobs 40. Retaining young professionals. 41. Middle class supporting job growth. 42. Not enough shopping places 43. Variety of retail shopping 44. Finances 45. Financially 46. Sustainable economic development 47. Private investors/people are still recovering from the recession and are afraid to move or invest in business opportunities 48. revenue vs. budget & necessary budget cuts 49. Creating revenue to support programs |
|---|--|

| Roads/Transportation/Utilities | |
|---|--|
| <ol style="list-style-type: none"> 1. Increased traffic through residential areas 2. Mass Transit 3. lack of public transportatio 4. school access for parking and traffic 5. Public transportation 6. We need public transportation! 7. Public Transportation into Wausau & Road Maintenance along with Zoning Conflicts 8. Streets potholes 9. The village doesn't take care of rural roads. My road is in desperate need of repair and nothing gets done done about it. 10. Traffic movement and road conditions 11. some of the roads are in poor condition 12. Roads 13. Roads & Streets 14. Road maintenance and making residents comply with parking on yards and home maintenance | <ol style="list-style-type: none"> 15. Slowing down the traffic an Camp Phillips and crossing the road. Get the freakin pedestrian lights to work so we can cross the road. Spend less money on decorating with stupid pillars and make the crossworks safer. Spend money on the community safety!!!! 16. Public transportation 17. Traffic and Poor Water Quality 18. Roads 19. Today its potholes tomorrow maybe something else. 20. Roads needing repair 21. Lack of funds for street surface maintenance program 22. Roads |

| Social | |
|---|--|
| <ol style="list-style-type: none"> 1. illegal drugs 2. Heroin use 3. prescription/drug abuse 4. DRUGS 5. the crime that is coming through. Drugs mainly 6. Drugs & renters that don't care about clean & neat property. | <ol style="list-style-type: none"> 7. Helping improve quality of life in trailer parks 8. Drugs..just because it's infiltrating in 9. Clean up drug traffic and crime 10. Illicit drugs and related criminal activity by illegals 11. drugs |

Government

| | |
|--|--|
| <ol style="list-style-type: none"> 1. Neighbors who continually violate the village burning ordinance. 2. Lack of enforcement of village property related statutes (re: fencing, parking, trash). 3. annual budget 4. Littering 5. Continued growth of the community 6. lack of a leader 7. TRaffic Violations 8. keeping up the infastructure 9. Crime 10. budget issues 11. Inappropriate spending 12. Get rid of half of those people working in that village 13. crime? blight? 14. Dishonesty of the village board 15. Politics at the administration level. 16. The unused/empty buildings | <ol style="list-style-type: none"> 17. Blight and drugs 18. Old trailer parks, financial constraints 19. The municipality management seems lost and inconsistant in how they manage issues. Seems to lack adequate manangement as they seem more concerned with filling out forms and charging fees than trying to serve the people in the community. 20. Every decision the board makes is based on money and not what the majority of residents would like. 21. This is a small problem, but many residents don't follow the rules for taking care of the outside of their houses, including leaving trash and recycling bins in front of their houses, along with vehicles parked on lawns and a lot of junk stack around their properties. I would like my neighborhood in Sandy Meadows to have great ""street appeal."" |
|--|--|

Taxes

| | |
|---|--|
| <ol style="list-style-type: none"> 1. spending tax payers money on un~needed things like new street signs 2. Rising taxes compared to similar communities. 3. Property taxes 4. taxes 5. school taxes are crazy 6. Preoccupation with low taxes instead of making Weston a great place to live 7. Money for K-12 education. 8. Keeping the quality of things at the present level. If we have to pay more in taxes to maintain the present level of services, that would be ok. | <ol style="list-style-type: none"> 9. High property taxes 10. Keeping property taxes down. 11. balancing quality of life without increasing taxes 12. keeping taxes in line 13. Managing well on limited financial help from the state of Wisconisn 14. Tax base 15. Property taxes 16. keep taxes low 17. Tax base 18. Taxes are high for services provided 19. Property tax rates |
|---|--|

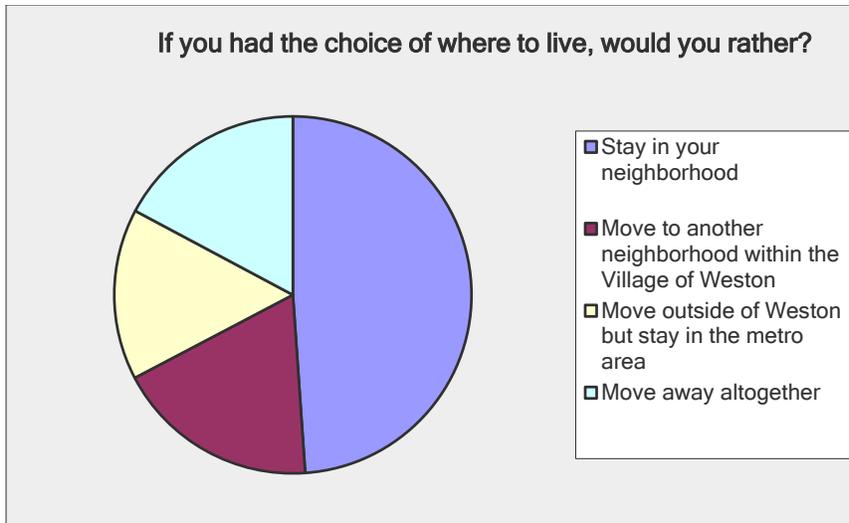
| Recreation | |
|--|--|
| 1. indoor things to do in the winter for Families | 5. Not enough sidewalks/trails |
| 2. Roads and bike paths | 6. Weston needs more thing to do for families/kids |
| 3. not much to do | 7. Lack of pedestrian and bicycle facilities for young families. |
| 4. Lack of walking/bike paths that are off of the road | |

| Other | |
|--|--|
| 1. the village wants to be too big for the area | 9. This may not be the most important but to me I thought Weston had an ordinance that residents yards should appear neat. In my neighborhood we have several residents that have as many as 6 and 7 junk cars at all times in their yards. I try my hardest to have my property appear neat and attractive as best I can. I've reported this before and nothing has been done about it. |
| 2. too many non-US citizen residents who do not speak English | 10. Deer problem!!! |
| 3. The owner of Weston lanes (Dale) has too much say in what happens in the village. | 11. Trailer park |
| 4. The whole Wausau area is a bit "blah". Schofield looks very rundown and I always feel like I'm living on the wrong side of the tracks in Schofield and Weston. It needs a lot of beautification and a focal point of some kind. | 12. noise from Crystal Finishing |
| 5. People not taking care of their property thus causing the neighborhood to suffer | 13. Friendliest |
| 6. Self Identity | 14. Appealing to younger residents. |
| 7. ? | 15. Cleanliness |
| 8. i don't know of any | |

Question 10:

Village of Weston Soul of the Community Survey

| If you had the choice of where to live, would you rather? | | |
|---|--------------------------|----------------|
| Answer Options | Response Percent | Response Count |
| Stay in your neighborhood | 48.9% | 85 |
| Move to another neighborhood within the Village of Weston | 18.4% | 32 |
| Move outside of Weston but stay in the metro area | 15.5% | 27 |
| Move away altogether | 17.2% | 30 |
| | <i>answered question</i> | 174 |
| | <i>skipped question</i> | Bel |



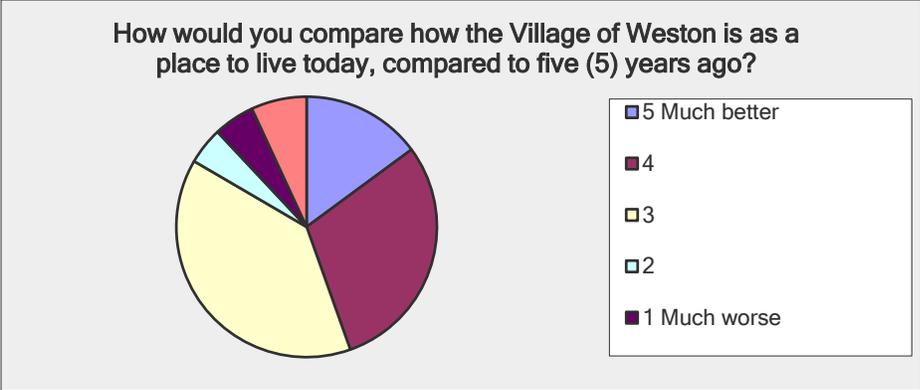
Question 10 asked the citizens of Weston the following: If you had the choice of where to live, would you rather...? And the answers were given the following: Stay in your neighborhood, move to another neighborhood within the Village of Weston, Move outside of Weston but stay in the metro area, or Move away altogether. From the responses, 67.3% of the citizens of Weston state they would either stay in their neighborhood or move to another neighborhood within Weston. Only 17.2% of the citizens say they would move out of Weston all together. Looking further into this question, we conclude citizens of Hobart have a very positive feelings to their own and surrounding neighborhoods in the Village of Weston.

Question 11

Village of Weston Soul of the Community Survey

How would you compare how the Village of Weston is as a place to live today, compared to five (5) years ago?

| Answer Options | Response Percent | Response Count |
|---|-------------------------|-----------------------|
| 5 Much better | 14.9% | 26 |
| 4 | 29.7% | 52 |
| 3 | 38.9% | 68 |
| 2 | 4.6% | 8 |
| 1 Much worse | 5.1% | 9 |
| Have not lived in the area for five years | 6.9% | 12 |
| <i>answered question</i> | | 175 |
| <i>skipped question</i> | | 1 |

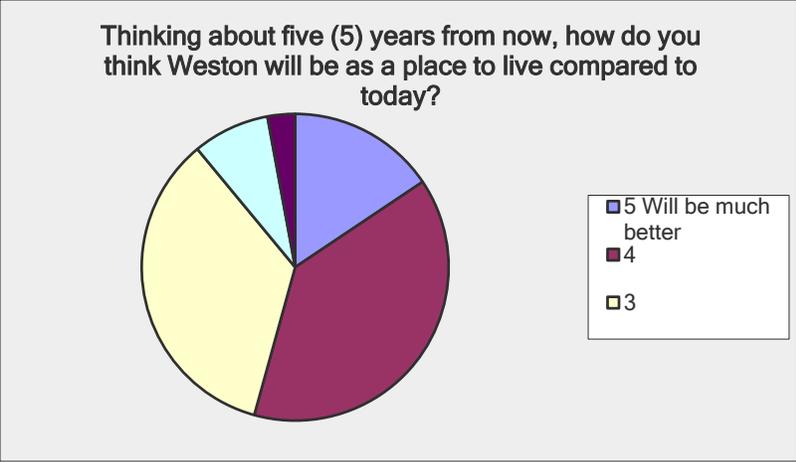


Question 11 asked the citizens of Weston the following: How would you compare how the Village of Weston is a place to live today. Compared to five (5) years ago? The range was being 1 being much worse to 5 being much better. The majority of the citizens answered 3 or neutral, neither better nor worse. However, 44.6% of the citizens answered 4 or 5 which stated the Village of Weston is a much better place to live in than 5 years go. This question gives a good insight on how the Village of Weston has improved over the course of the last five years, and more importantly, how the citizens have seen this improvement. In addition, this question also shows Village officials that citizens feel the Village of Weston is going into the right direction.

Question 12

Village of Weston Soul of the Community Survey

| Thinking about five (5) years from now, how do you think Weston will be as a place to live compared to today? | | |
|--|-------------------------|-----------------------|
| Answer Options | Response Percent | Response Count |
| 5 Will be much better | 15.6% | 27 |
| 4 | 38.7% | 67 |
| 3 | 34.7% | 60 |
| 2 | 8.1% | 14 |
| 1 Will be much worse | 2.9% | 5 |
| <i>answered question</i> | | 173 |
| <i>skipped question</i> | | 3 |



Question 12 asked the citizens of Weston the following: Thinking about five (5) years from now, how do you think Weston will be as a place to live compared to today? The majority of responses were 38.7% which responded 4, just under much better. Overall, 89% of Weston citizens feel Weston will be a much better place to live compared to today. Following along the same thought process of question 12, this question again demonstrates that Weston citizens have a positive image on the Village. Overall, this question solidifies the notion Weston citizens have positive feelings not only for the current Village of Weston but also the future of Weston.

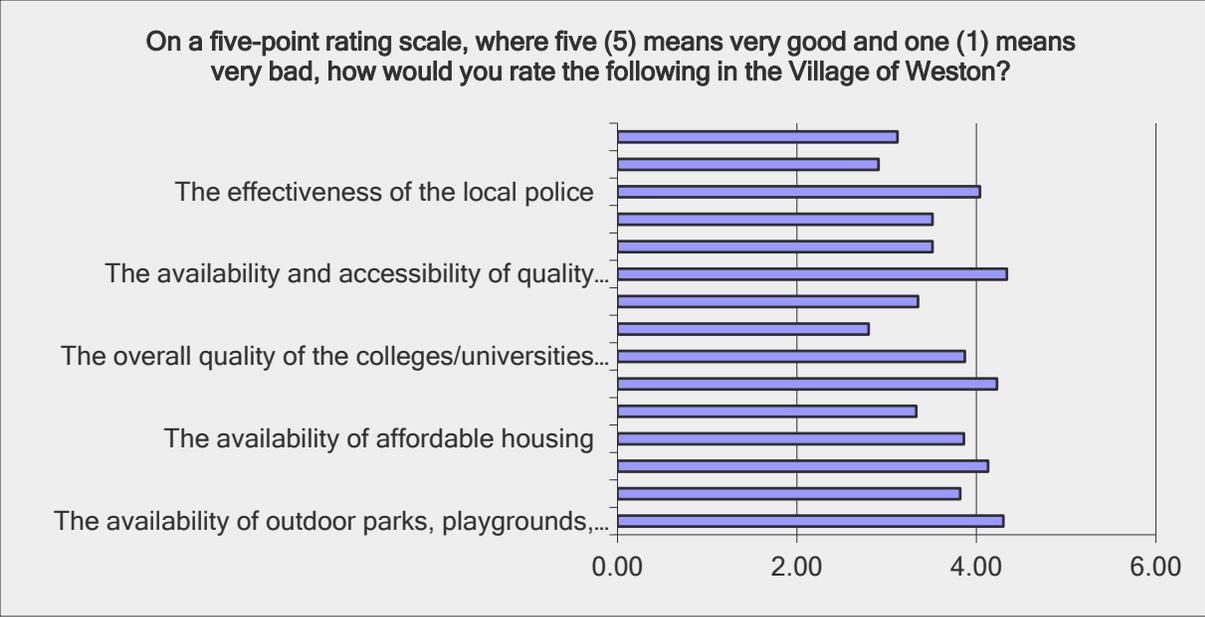
Question 13

Village of Weston Soul of the Community Survey

On a five-point rating scale, where five (5) means very good and one (1) means very bad, how would you rate the following in the Village of Weston?

| Answer Options | 5Very Good | 4 | 3 | 2 | 1Very Bad | Rating Average | Response Count |
|--|------------|----|----|----|-----------|----------------|----------------|
| The availability of outdoor parks, playgrounds, and trails | 82 | 64 | 24 | 3 | 0 | 4.30 | 173 |
| The beauty or physical setting | 42 | 74 | 46 | 9 | 3 | 3.82 | 174 |
| The highway or freeway system | 57 | 84 | 25 | 5 | 0 | 4.13 | 171 |
| The availability of affordable housing | 42 | 74 | 49 | 6 | 2 | 3.86 | 173 |
| The availability of job opportunities | 15 | 60 | 74 | 18 | 7 | 3.33 | 174 |
| The overall quality of public schools in your community | 76 | 70 | 23 | 2 | 3 | 4.23 | 174 |

| | | | | | | | |
|--|----|----|----|----|----|------|------------|
| The overall quality of the colleges/universities in the region | 42 | 74 | 51 | 4 | 2 | 3.87 | 173 |
| Having a vibrant nightlife with restaurants, clubs, bars, etc. | 5 | 32 | 73 | 52 | 12 | 2.80 | 174 |
| Being a good place to meet people and make friends | 18 | 54 | 75 | 20 | 5 | 3.35 | 172 |
| The availability and accessibility of quality healthcare in the area | 93 | 58 | 16 | 6 | 2 | 4.34 | 175 |
| The leadership of the elected officials in Weston | 33 | 65 | 42 | 23 | 10 | 3.51 | 173 |
| How much people in Weston care about each other | 21 | 73 | 58 | 13 | 7 | 3.51 | 172 |
| The effectiveness of the local police | 57 | 78 | 30 | 4 | 4 | 4.04 | 173 |
| The availability of arts and cultural opportunities, such as theater, museums, and music | 10 | 43 | 60 | 40 | 19 | 2.91 | 172 |
| The availability of social community events, such as festivals, picnics, parades, and street fairs | 15 | 56 | 52 | 33 | 16 | 3.12 | 172 |
| <i>answered question</i> | | | | | | | 175 |
| <i>skipped question</i> | | | | | | | 1 |



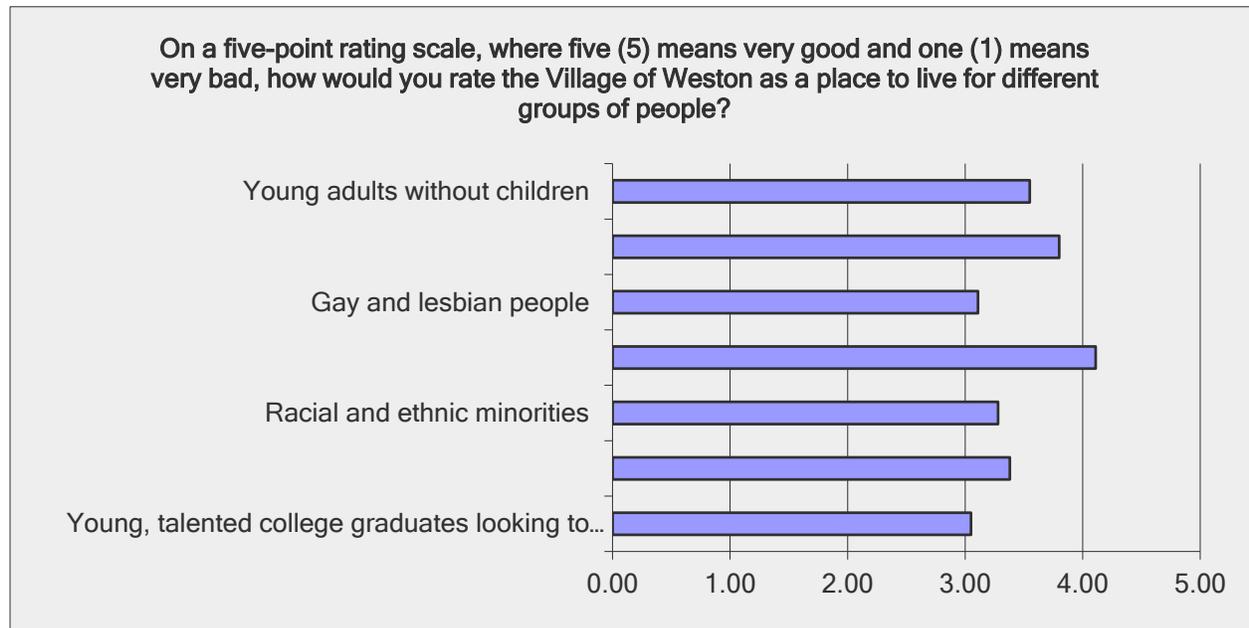
Question 13 asked the citizens of Weston the following: On a five-point rating scale, where five (5) means very good and one (1) means very bad, how would you rate the following in the Village of Weston? There were fifteen questions asked to the citizens who ranged from healthcare, police, parks to the universities. From this question, the citizens of Weston provided a good insight on what they felt the Village of Weston was very good at, and what the village needed to work on. The top three questions which the citizens felt the Village was very good at were the following: The availability and accessibility of quality healthcare in the area at 4.34, The availability of outdoor parks, playgrounds, and trails at 4.30, and The overall quality of public schools in your community, 4.23. These are the bottom two questions which the citizens ranked slightly below 3: The availability of arts and cultural opportunities, such as theater, museums, and music at 2.91 and Having a vibrant nightlife with restaurants, clubs, bars, etc. at 2.80. So from these questions and indicators we concluded citizens of Weston feel they have good health care, schools, parks and affordable healthcare. However, the citizens also felt they do not have much culture or night-life available. Overall though, the citizens ranked most of the questions above 3.3 and the only questions ranked below were the two previous stated. In conclusion, Weston citizens feel the Village has a lot to offer them as whole.

Question 14

Village of Weston Soul of the Community Survey

On a five-point rating scale, where five (5) means very good and one (1) means very bad, how would you rate the Village of Weston as a place to live for different groups of people?

| Answer Options | 5Very Good | 4 | 3 | 2 | 1Very Bad | Rating Average | Response Count |
|---|------------|----|----|----|-----------|----------------|----------------|
| Young, talented college graduates looking to enter the job market | 12 | 48 | 64 | 37 | 13 | 3.05 | 174 |
| Immigrants from other countries | 19 | 62 | 64 | 20 | 7 | 3.38 | 172 |
| Racial and ethnic minorities | 14 | 56 | 73 | 22 | 7 | 3.28 | 172 |
| Families with young children | 64 | 71 | 33 | 3 | 2 | 4.11 | 173 |
| Gay and lesbian people | 10 | 48 | 73 | 23 | 13 | 3.11 | 167 |
| Senior citizens | 46 | 74 | 33 | 16 | 5 | 3.80 | 174 |
| Young adults without children | 33 | 63 | 48 | 24 | 5 | 3.55 | 173 |
| <i>answered question</i> | | | | | | | 175 |
| <i>skipped question</i> | | | | | | | 1 |



Question 14 asked the citizens of Weston the following: On a five-point rating scale, where five (5) means very good and one (1) means very bad, how would you rate the Village of

Weston as a place to live for different groups of people? First, none of the categories were under 3. The top two groups Weston citizens feel could live in Weston were families with young children at 4.11 rating and senior citizens at a 3.80. The bottom two groups were young talented college students looking to enter the job market at 3.05 and gay/ lesbians at 3.11. This question shows Weston is a good place to live if you are young/ have a family or a senior citizen. On the flip side, if you are young talented college graduate looking to enter job market or a gay/ lesbian, Weston may not be the place for you. Moreover, looking into all the groups, Weston citizens are relatively neutral on all the groups. Most of the responses were made in the 3 category, which brought the average down to the 3.2-3.7 range. For the most part, Weston citizens feel any group can would feel welcome to the city, but from the groups, it shows families, young adults, and senior citizens are more likely to be like the Village of Weston rather than immigrants, gays/ lesbians, and young talented college students.

Question 15:

According to the Village of Weston Soul of the Community Survey, the Village of Weston was rated on a scale of 1-5 in terms of current economic conditions. The scale indicated one as being very poor economic conditions, whereas five meant very good economic conditions.

The vast majority of residents in Weston believed adamantly that Weston had above average, or pretty good economic conditions overall at an astounding percentage of 56.3%. (Note: combined percentages of the top two answer options). In addition, 35.6% felt on the fence or neutral on the economic conditions of Weston. Even more important to note, only a small percentage of those residents believed that Weston had poor or very poor economic conditions, 8%. Overall, this is a positive resource that Weston is headed in the right direction in terms of economic development.

Question 16:

This survey poses the question whether or not Weston is getting better or worse in relation to economic conditions within the village. This question was measured on a three-point scale: getting better, getting worse, or staying the same.

The responses from the survey show that the majority of the people felt things were getting better (35.1%) or staying the same (52.3%) for a total of 87.4%. In contrast only 12.6% felt the economic conditions were getting worse. Overall, this is a good sign, although it is evident that

Weston still has room for improvement with the majority of those who feel that Weston is staying the same.

Question 17:

This question deals with if the residents of Weston can trust the local government to do what is right most of the time. The answer options that are provided are on a four-point scale. That scale includes: Just about always, most of the time, only some of the time, and hardly ever.

According to the data provided, 72.6% of the people who responded trust their local government to do the right thing. However, 55.6% of those people only trust them “most of the time.” 5 of the 176 people to take the survey decided not to answer this question. Overall, another good sign for the Village of Weston.

Question 18:

Finally, this question pertains to whether or not leaders in the community represent the residents of Weston overall. The answer options are on a five-point scale where one indicates you strongly disagree that the leaders represent your interests, whereas five indicates you strongly agree that the leaders of Weston represent your interests.

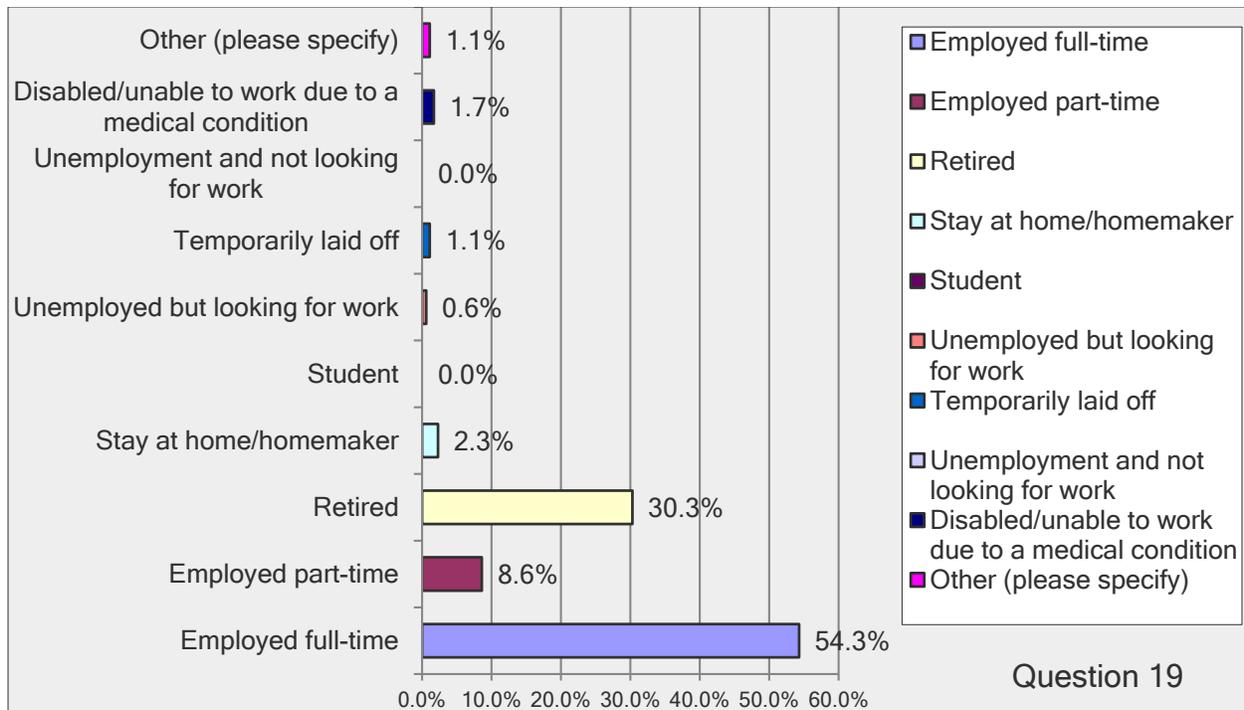
According to the data provided, 47.7% of the people who responded agreed that their interests were represented. 17.2% responded below neutral. 35.1% responded that they were indifferent. Overall, this is a positive sign, however as aforementioned, some work could be done about the number of respondents who felt indifferent or neutral on the subject. This could lead to a better overall experience for the village residents if those polled could be converted that their interests were represented.

Question 19

What is your employment status? The full range of responses are as follows: a. Employed full-time 54.3% b. Employed part-time 8.6% c. Retired 30.3% d. Stay at home/homemaker 2.3% e. Student 0% f. Unemployed but looking for work 0.6% g. Temporarily laid off 1.1% h.

Unemployed and not looking for work 0% i. Disabled/unable to work due to a medical condition 1.7% j. Other 1.1%

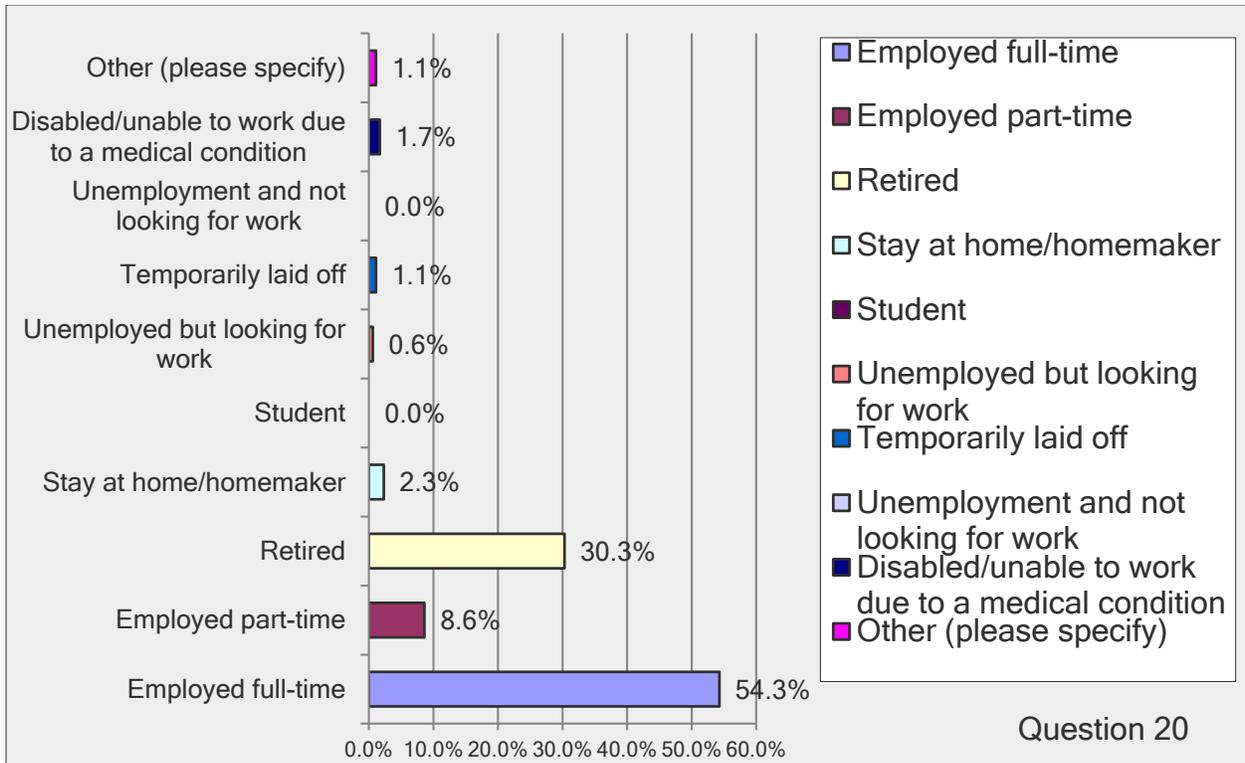
Summary: 95.5% of all participants are employed, retired, or stay at home. 4.5 are laid off, employed or not working for other reasons



Question 20

How satisfied are you with your job, that is, the work you do? 5) Extremely satisfied 43.0% 4) 29.5% 3) 20.1% 2) 5.4% 1) Extremely dissatisfied 2.0%

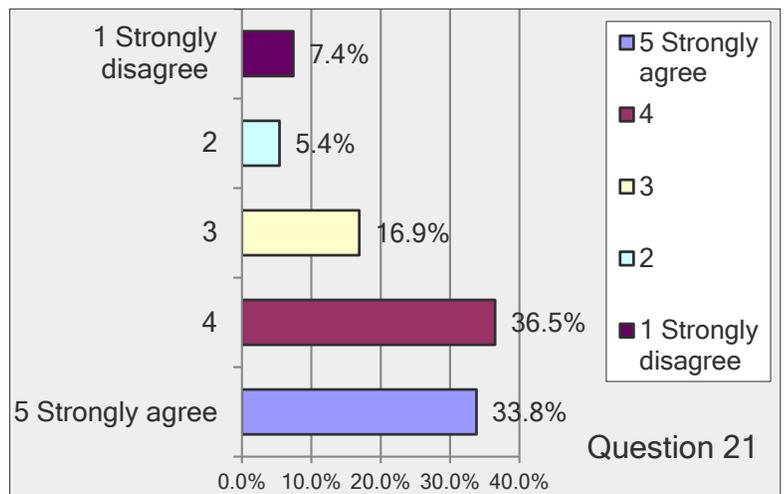
Summary: 72.5% rate their job as some sort of satisfying (4 or 5). 7.4% rate their job as some sort of dissatisfied (1 or 2). 20.1% rate their job in a neutral setting (1 or 2).



Question 21

How likely are you to agree that your job provides you with the income needed to support you and/or your family? 5) Strongly agree 33.8% 4) 36.5% 3) 16.9% 2) 5.4% 1) Strongly disagree 7.4%

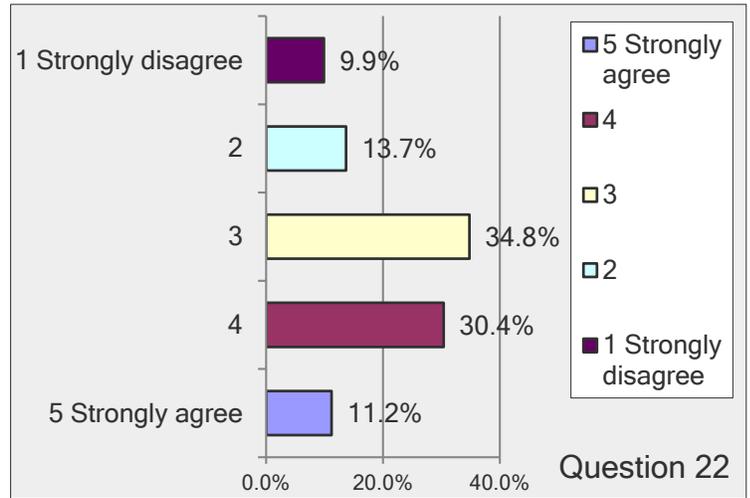
Summary: 70.3% of all participants agree or strongly agree (4 or 5). 12.8% of all participants disagree or strongly disagree (1 or 2). 16.9% of all participants are neutral (3)



Question 22

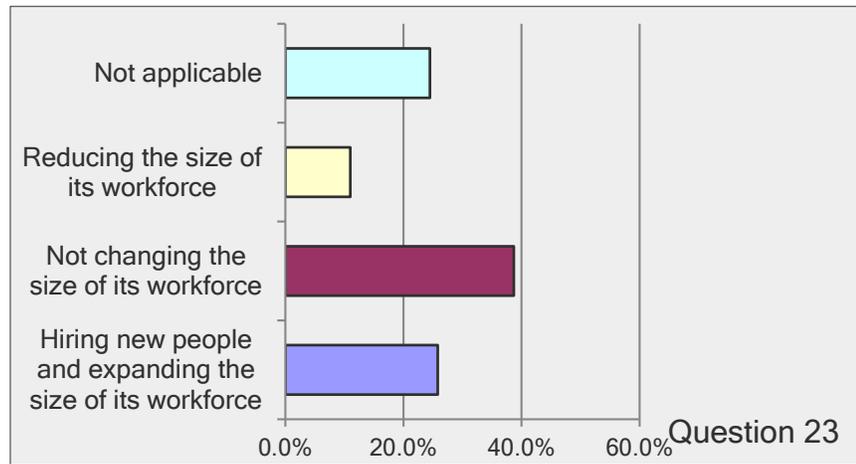
How much do you agree or disagree that now is a good time to find a job in my area? 5) Strongly agree 11.2% 4) 30.4% 3) 34.8% 2) 13.7% 1) Strongly disagree 9.9%

Summary: 41.6% of all participants agree or strongly agree (4 or 5). 34.8% of all participants disagree or strongly disagree (1 or 2). 23.6% of all participants are neutral (3).



Question 23

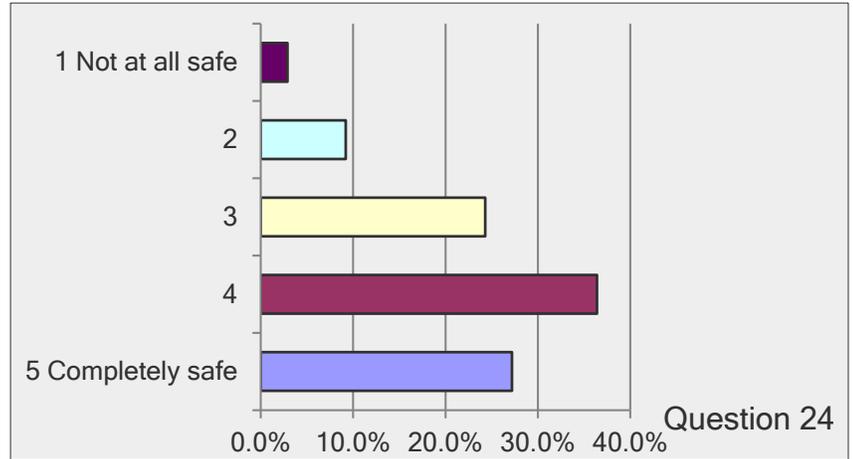
As one can see from the responses, 155 people answered this question and 21 people skipped it. This question asked respondents whether or not their company or place of employment is expanding. 40 responded that their place of work was hiring more people, 60 responded the company was not changing, 17 said they were reducing the



size, and 38 said not applicable. From this data one can see that the general impression is that Weston is either adding more jobs or staying the same. Not applicable may have been people who are unemployed or retired. So they could not answer the questions.

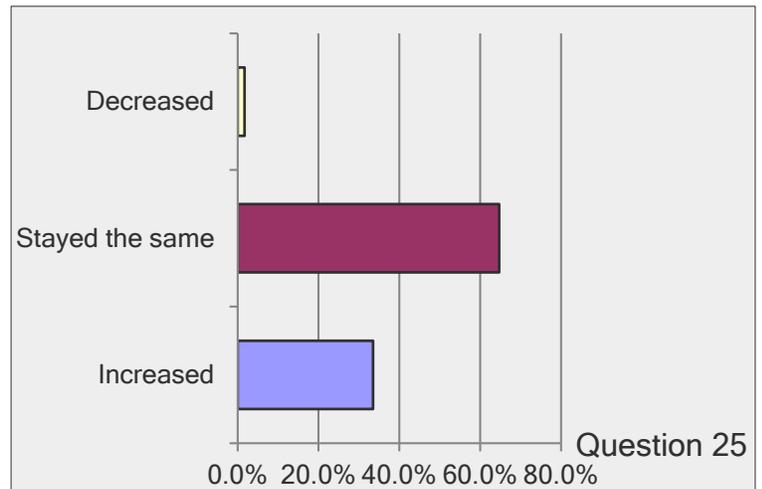
Question 24

173 people responded to this question and 3 opted to skip. Respondents were asked how safe they feel in Weston. For the most part many, people feel safe. 63.6% of people felt safe, 24.3 felt neither safe nor unsafe, and 12.1% felt unsafe.



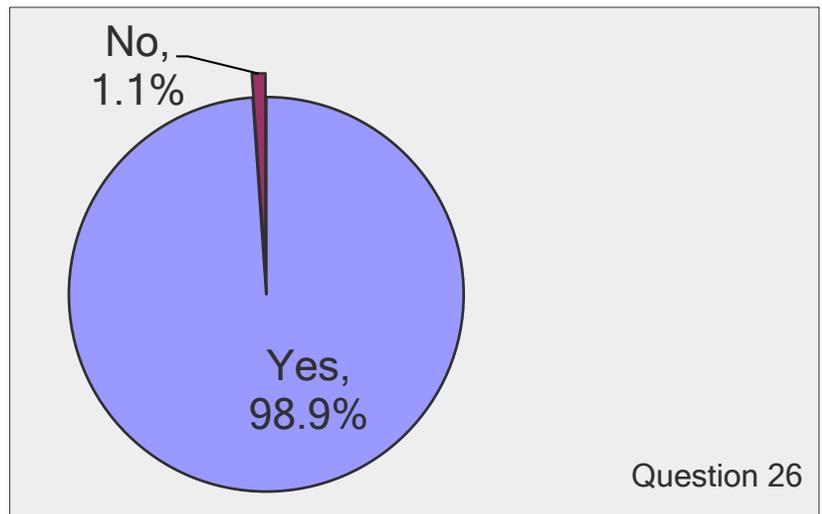
Question 25

This question asked citizens if the level of crime in the area had increased or decreased. 173 people responded and 3 did not. The same amount as the previous question. 33.5% said crime had increased, 64.7% said stayed the same, and 1.7% said decreased. The question is a bit of an oddity, since most people feel safe in Weston but this question indicates that they feel crime has increased.



Question 26

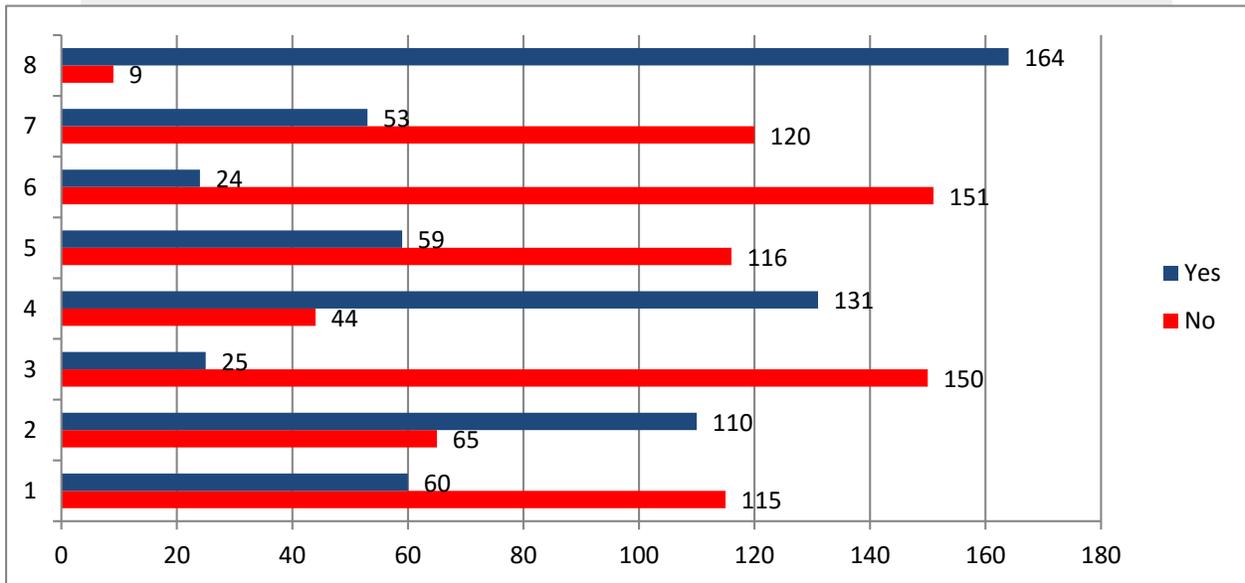
174 people answered this question and 2 skipped it. This question asked citizens if they were registered to vote. The lion's share of people was registered to vote. Almost 99% of people were registered.



Question 27

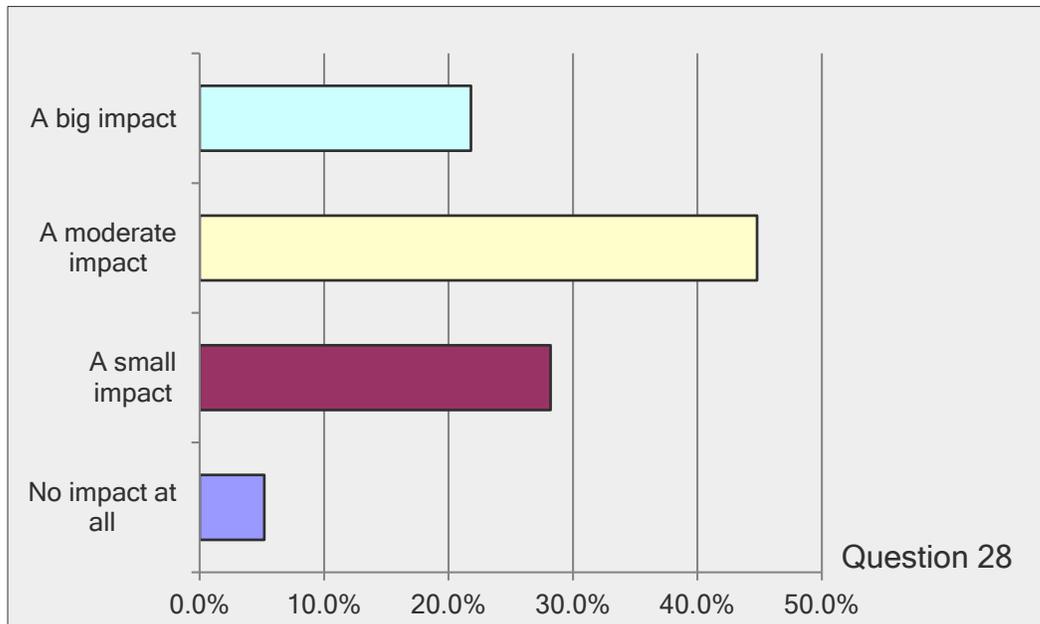
This question had 175 answers and 1 skip. Question 27 asked a number of question related to community involvement and volunteer activity. The overall impression from these questions is that people are very involved in their community. The majority all vote, volunteer, and partake of community activates.

1. Performed local volunteer work for an organization, non-profit, or charitable group
2. Attended a local public meeting in which local issues were discussed
3. Voted in a local election
4. Worked with other residents to make change in the local community
5. Attended or participated in an activity at your church or other religious institution
6. Donated money to help a local organization
7. Gave money or food to an individual in need in your community, who is



Question 28

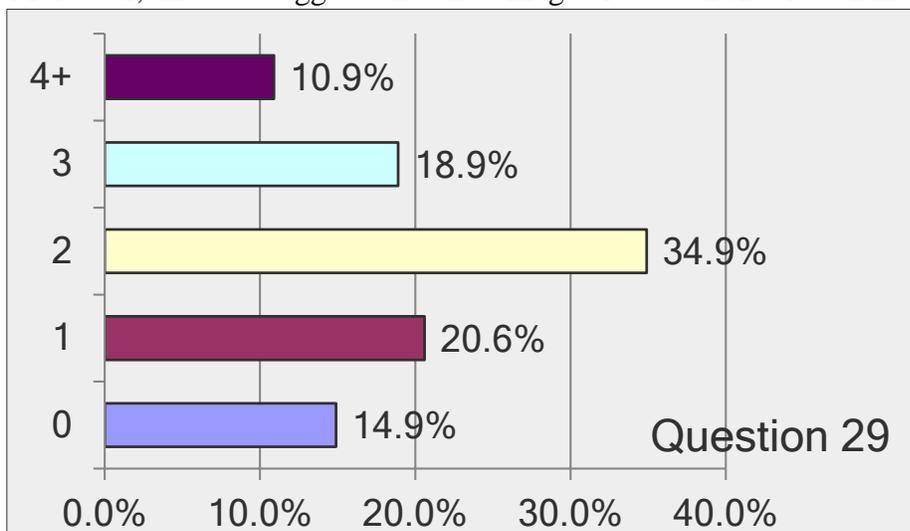
This question asked people how much impact you feel you have on your community. 174 people responded and 2 skipped. 33.4% felt they had little impact and 66.6% felt they had a moderate to big impact on their community. People of Weston as a whole feel they have an impact on their community.



Question 29

Question 29 focuses on the number of formal or informal organizations residents of Weston participate in. Many of the residents, 64.7% to be exact have at least to affiliations on a regular basis. What is really interesting to note is the overall trends to local interactions of affiliations is consistent with the number of affiliations identified within the Knight Foundations, Soul of the Community Report. This correlation suggests that studied communities have an overall tendency to have active residents even if the size, demographics and community function is different.

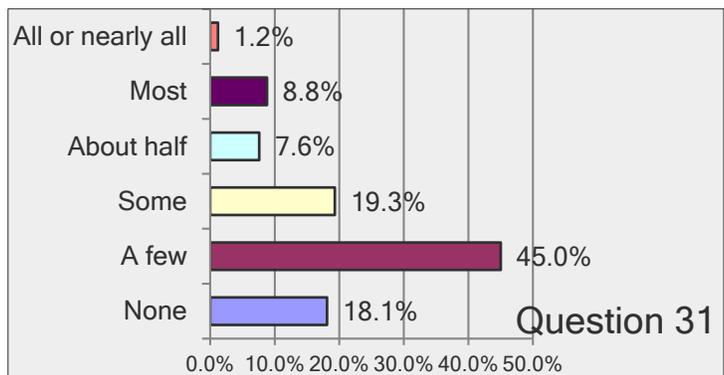
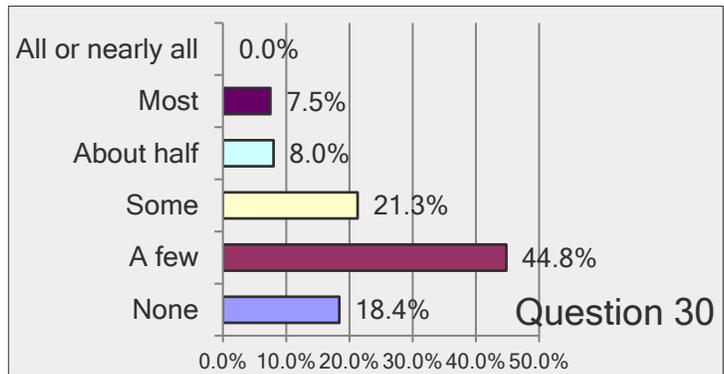
Moreover, this data suggests that the Village of Weston should continue striving to reach a



healthy participation level, but conflicts hindering this advancement are likely consistent with other communities throughout the United States.

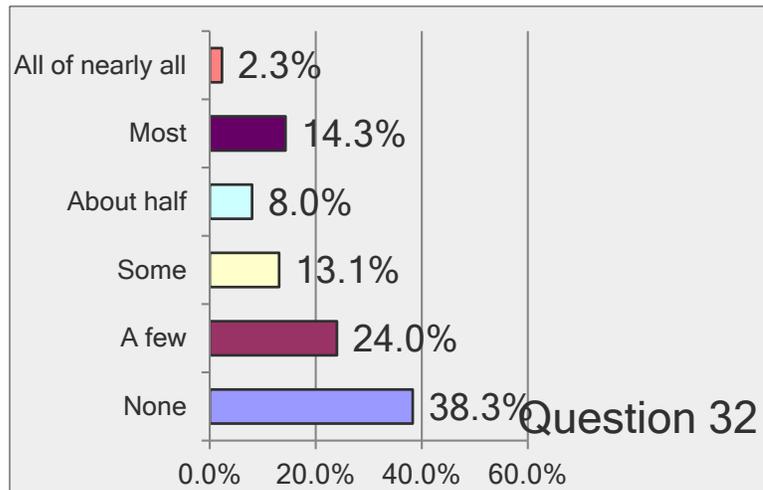
Question 30 and Question 31

Questions 30 and 31 revolve around the location and interactions of friends within the Village of Weston. Of particular emphasis is the ratio of friends living within Weston village limits to outside of limits and the internal relationship of friend dynamics and interactions. The overall data suggests that very few, Weston residents have a fair amount of friends living within the community. It is important to note that of all responses, zero participants selected the All of nearly all category. This aligns very closely with question 31s results that focus on the relationship between your friends and whether or not they interact with each other. Consistent with question 30s results, question 31 results have the majority of the population, 63.1%, stating that a few or no interactions with groups of friends. This is slightly contradictory to the Knight Foundations results likely from one singular event, population. The population of the communities that participated in the Knight Foundation survey are larger and as such it is inherently more likely that the number of interactions between mutual friends is higher. In this case, the data suggests that size of community affects the number of friendship based interactions a person has.



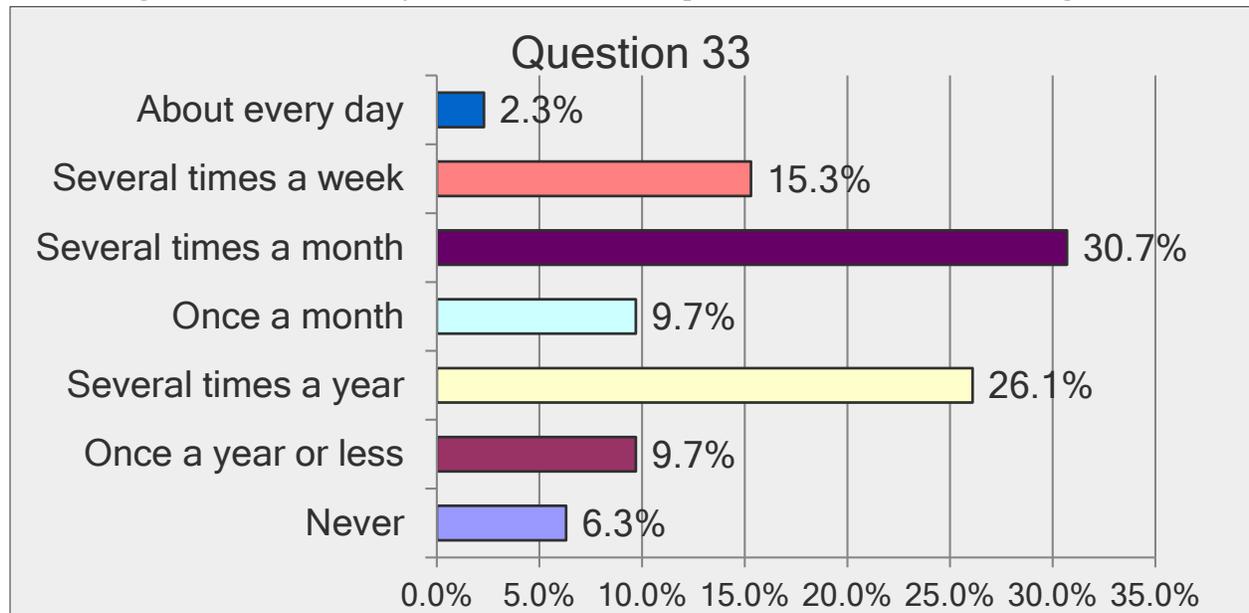
Question 32

Data focuses on the volume of family living within the community. Data suggests that a higher percentage of family lives within the community versus friends (as outlined in questions 30 and 31). Overall 38.3 % of all survey respondents selected no local affiliations while only 2.3% stated all or nearly all live within the community.



Question 33

Continuing with the community interactions theme, question 33 focuses on the neighbor to



neighbor friendships. 16.0% visit or talk with their immediate neighbors on a regular basis. Only 17.6% converse with their immediate neighbors on a weekly or daily basis. Data suggests a very isolated and singular community.

Weston Survey Questions 45 & 47

Q45: On a scale from five (5) being very satisfied to one (1) being very unsatisfied, please rank the following: Marathon County Government, Village of Weston Administration, Village of Weston Board of Trustees, Village of Weston Clerk, Village of Weston Communications, Village of Weston Finance, Village of Weston Fire Protection, Village of Weston Parks, Forestry, and Recreation, Village of Weston Planning and Development, Village of Weston Police, Village of Weston Public Works, Village of Weston Refuse and Recycling, D.C. Everest School District.

There were 171 total responses to this question (5 individuals choose to skip the question altogether), asking residents to rank 13 departments of government within Marathon County and City of Weston. As shown in table 1, the departments with the lowest average satisfaction rate were: Marathon County Government (average=3.29), Village of Weston Board of Trustees (average=3.47), Village of Weston Planning and Development (average=3.52), and the Village of Weston Administration (average=3.53). Overall, this approval level are still higher than that of State and Federal administrations, but still signify that the public may have frustrations with topics such as: funding, projects and their completion, political ideologies, and/or costs of living related to taxes, fees, and services. While these reasons are all subjective, the ratings are still above average.

Departments with the highest level of satisfaction were: Village of Weston

Refuse/Recycling (average=4.19), Village of Weston Fire Protection (average=4.17), Village of Weston Police (average=4.17), and the D.C. Everest School District (average=4.15). This results are not alarming as citizens as a whole typically are most satisfied with their localities' performance in public safety departments.

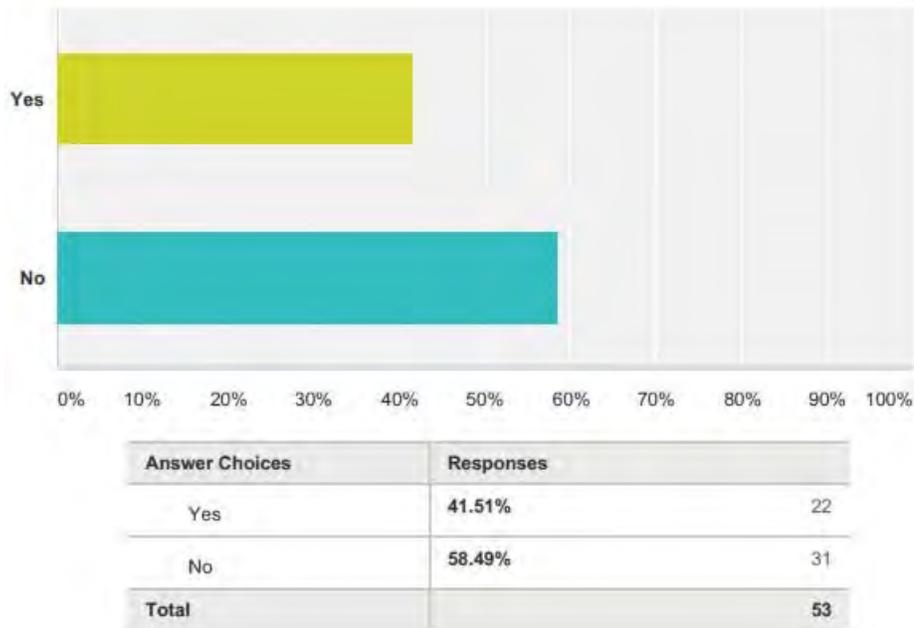
Q 45: Table 1 - Number of Responses

| | 5Very Satisfied | 4 | 3 | 2 | 1Very Unsatisfied | N/A | Total | Weighted Average |
|---|-----------------|--------------|--------------|------------|-------------------|-------------|-------|------------------|
| Marathon County Government | 6.00% 3 | 30.00% 15 | 54.00% 27 | 2.00% 1 | 4.00% 2 | 4.00% 2 | 50 | 3.33 |
| Village of Weston Administration | 25.49% 13 | 43.14% 22 | 13.73% 7 | 9.80% 5 | 5.88% 3 | 1.96% 1 | 51 | 3.74 |
| Village of Weston Board of Trustees | 23.53% 12 | 37.25% 19 | 23.53% 12 | 5.88% 3 | 5.88% 3 | 3.92% 2 | 51 | 3.69 |
| Village of Weston Clerk | 23.53% 12 | 45.10% 23 | 15.69% 8 | 3.92% 2 | 0.00% 0 | 11.76% 6 | 51 | 4.00 |
| Village of Weston Communications | 39.22% 20 | 45.10% 23 | 11.76% 6 | 3.92% 2 | 0.00% 0 | 0.00% 0 | 51 | 4.20 |
| Village of Weston Finance | 21.57% 11 | 49.02% 25 | 21.57% 11 | 1.96% 1 | 1.96% 1 | 3.92% 2 | 51 | 3.90 |
| Village of Weston Fire Protection | 35.29% 18 | 47.06% 24 | 13.73% 7 | 0.00% 0 | 1.96% 1 | 1.96% 1 | 51 | 4.16 |
| Village of Weston Parks, Forestry, and Recreation | 31.37% 16 | 50.98% 26 | 13.73% 7 | 1.96% 1 | 1.96% 1 | 0.00% 0 | 51 | 4.08 |
| Village of Weston Planning and Development | 19.61% 10 | 41.18% 21 | 25.49% 13 | 5.88% 3 | 3.92% 2 | 3.92% 2 | 51 | 3.69 |
| Village of Weston Police | 35.29% 18 | 49.02% 25 | 11.76% 6 | 0.00% 0 | 1.96% 1 | 1.96% 1 | 51 | 4.18 |
| Village of Weston Public Works/Utilities | 24.00% 12 | 44.00% 22 | 22.00% 11 | 4.00% 2 | 2.00% 1 | 4.00% 2 | 50 | 3.88 |
| Village of Weston Refuse/Recycling | 40.00% 20 | 42.00% 21 | 14.00% 7 | 2.00% 1 | 0.00% 0 | 2.00% 1 | 50 | 4.22 |
| D.C. Everest School District | 41.18% 21 | 39.22% 20 | 11.76% 6 | 1.96% 1 | 3.92% 2 | 1.96% 1 | 51 | 4.14 |

Q47. Do you have a membership to a local athletic facility or recreational business?

Of the 172 responses to this question, 70 residents responded that they do have a membership to a local athletic or recreational facility while 102 answered that they did not. It would be interesting to look at prices of various memberships to that of the average amount of disposable income residents have to gauge perceptions of affordability and whether or not that could impact membership rates. Weston residents generally do not have athletic memberships.

Q 47: Table 2 – Number of Responses



Weston Survey Questions 46 & 48

Q46: The Village of Weston is seen as a cultural, social, and entertainment hub. Using a scale from five (5) being keep promoting or bring back to one (1) being stop promoting or don't bring back, please rank the following: Farmers Market, Forrest's Run (Weston), Hmong New Year (Weston), Irish Fest (Weston) and Weston Fest (cancelled in 2013 due to budget cuts).

There were 173 total responses to this question, asking to rank 5 Weston community events. As shown in table 1, 45 of the 144 responses (83%) felt strongly about the continuation of the Farmers Market in Weston. Second to this is Forrest's Run with 76 (44%) of those responding feeling strongly about the continuation of the event. The highest number of responses leaning toward discontinuation of an event is Weston Fest with 21 (12%). The Hmong New Year had the lowest number of positive responses, with 56 (33%).

Q 46: Table 1 - Number of Responses

| | 5 – Keep Promoting or Bring Back | 4 | 3 | 2 | 1-Stop promoting or don't bring back | N/A |
|------------------------------------|----------------------------------|----|----|----|--------------------------------------|-----|
| Farmers Market | 144 | 20 | 8 | 1 | 0 | 0 |
| Forrest's Run | 76 | 34 | 24 | 6 | 7 | 24 |
| Hmong New Year | 56 | 37 | 43 | 6 | 12 | 17 |
| Irish Fest | 57 | 39 | 42 | 8 | 9 | 16 |
| Weston Fest – discontinued in 2013 | 64 | 32 | 32 | 11 | 21 | 10 |

Q 46: Chart 2 – Percentage of Response



Q48. Many cultural, social, and entertainment events are held within the region but not directly with the Village of Weston. Using a scale from five (5) really enjoy to one (1) being really don't enjoy, please rank the following as they pertain to enjoyment.

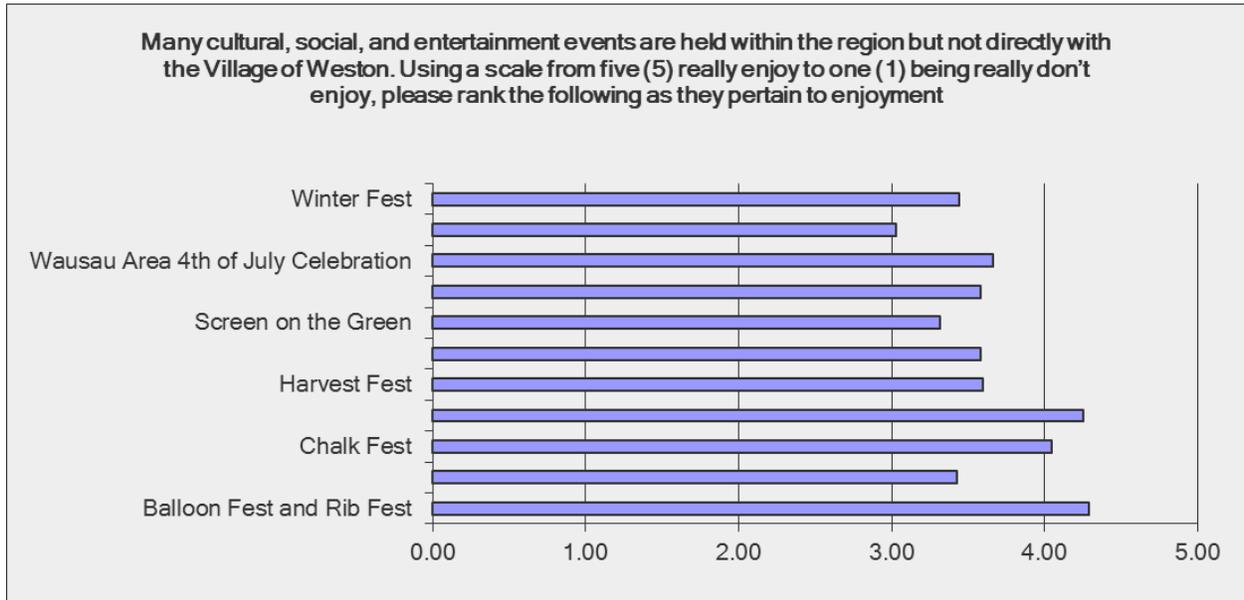
The number of responses to this question ranged from 171-173, and respondents were asked to rank 11 cultural, social and entertainment events within the region. As shown in table 2 Concerts in the Square had the highest

positive response with 26 out of 53 responses (50%). Balloon Fest and Rib Fest and Concerts in the Square each had 83 positive responses respectively (49%). Chalk Fest is a close third with 71 responses (42%). Big Bull Fall Blues Fest received the largest number of 1 or “Don’t Enjoy” responses (.08%). The Wausau Marathon by the CVB received the largest number of Non Applicable responses (45%) which can be attributed to the fact that a marathon draws a specific audience and is not necessarily of interest to an extended community.

Q 48: Table 2 – Number of Responses

| Event | 5 – Really Enjoy | 4 | 3 | 2 | 1 – Really Don’t Enjoy | N/A |
|--|-------------------------|----------|----------|----------|-------------------------------|------------|
| Balloon Fest & Rib Fest | 83 | 46 | 21 | 4 | 3 | 14 |
| Big Bull Fall Blues Fest | 29 | 30 | 40 | 8 | 14 | 49 |
| Chalk Fest | 71 | 34 | 31 | 7 | 6 | 23 |
| Concerts on the Square | 83 | 37 | 24 | 3 | 5 | 19 |
| Harvest Fest | 34 | 31 | 38 | 9 | 9 | 49 |
| Christmas Holiday Parade | 36 | 28 | 42 | 13 | 7 | 44 |
| Screen on the Green | 21 | 23 | 33 | 18 | 7 | 66 |
| Summer Kick off Weekend | 34 | 25 | 41 | 9 | 8 | 51 |
| Wausau Area 4th of July Celeb. | 38 | 39 | 42 | 4 | 11 | 35 |
| Wausau Marathon by the CVB | 9 | 15 | 47 | 10 | 10 | 77 |
| Winter Fest | 28 | 29 | 49 | 10 | 10 | 44 |

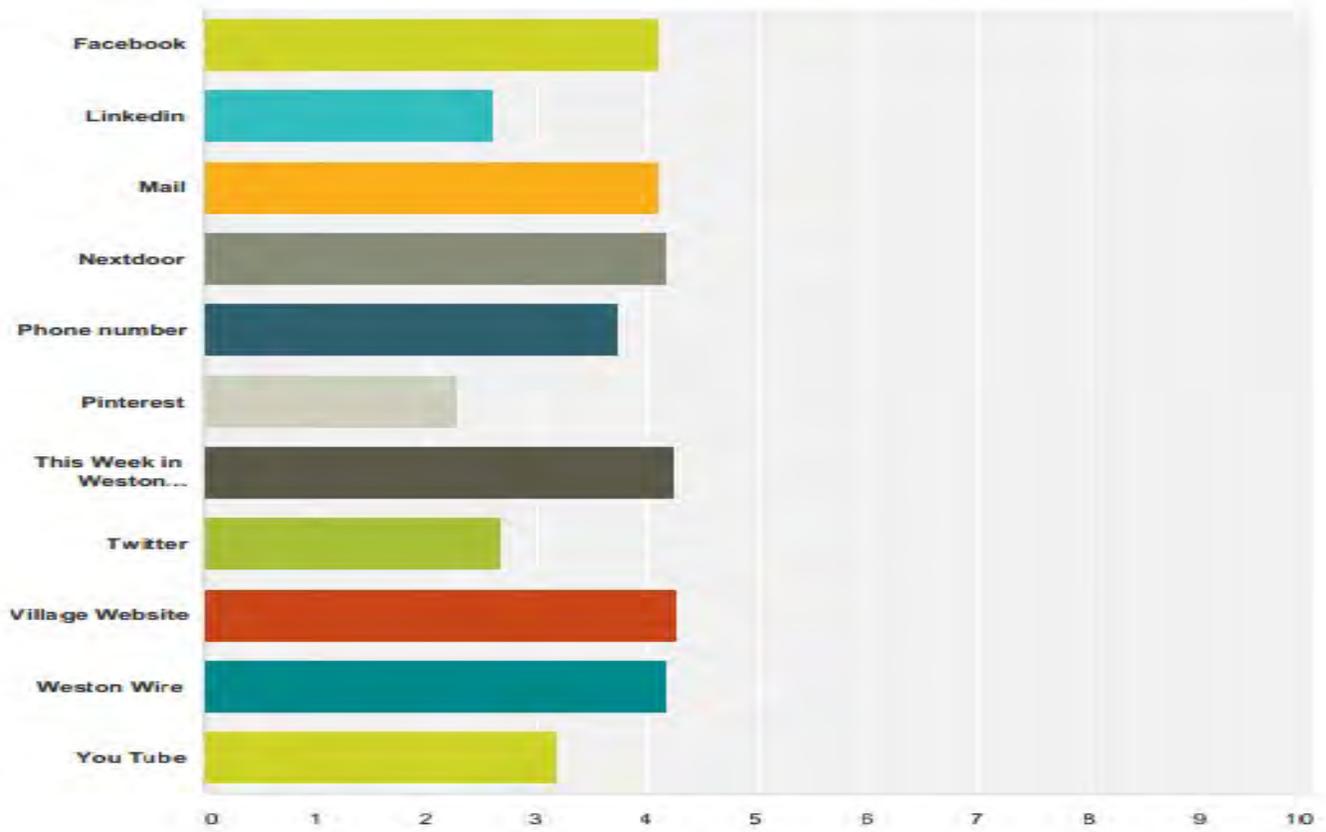
Q 48: Chart 2 – Percentage based on Response



Weston Survey- Question #49 Results

In question #49 of the Village of Weston Soul of the Community Survey respondents are asked to rate different outreach methods that are used. Question #49 states “Community outreach methods are constantly changing and evolving, and a community needs to keep up. On a scale from five (5) being very helpful and one (1) being very unhelpful, please rate the Village of Weston’s current outreach methods.” The outreach methods to choose from are: “Facebook”, “LinkedIn”, “Mail”, “Nextdoor”, “Phone Number”, “Pinterest”, “This Week in Weston”, “Twitter”, “Village Website”, “Weston Wire”, and “You Tube” (See Table 49.1).

Table 49.1



A total of 53 community members responded to this question, while 2 were skipped. Based on the results that were gathered most respondents agreed that several of the outreach methods used by the Village of Weston are more heavily weighted towards being “Very Helpful” versus “Very Unhelpful”. Some of the most noted methods that are seen to be “Very Helpful” include: “Village Website” with 50% of respondents choosing this as “Very Helpful”, “Mail” with a 47.06% response rate, “This week in Weston E-Newsletter” with 46%, and “Weston Wire” at 40.82%.

In addition to those outreach methods that seemed to more heavily weighted as “Very Helpful”, these results were also able to determine which methods citizens viewed more as “Very Unhelpful”. Those worth noting as “Very Unhelpful” include: “Pinterest” with a 51.02% response rate, “LinkedIn” at 48%, and “Twitter” at 45.83% (See Table 49.2).

Table 49.2

| | 5 Very Helpful | 4 | 3 | 2 | 1 Very Unhelpful | N/A | Total | Weighted Average |
|----------------------------------|----------------|--------|--------|--------|------------------|--------|-------|------------------|
| Facebook | 31.37% | 23.53% | 17.65% | 0.00% | 1.96% | 25.49% | 51 | 4.11 |
| LinkedIn | 2.00% | 10.00% | 20.00% | 6.00% | 14.00% | 48.00% | 50 | 2.62 |
| Mail | 47.06% | 25.49% | 19.61% | 1.96% | 3.92% | 1.96% | 51 | 4.12 |
| Nextdoor | 34.62% | 26.92% | 11.54% | 1.92% | 1.92% | 23.08% | 52 | 4.17 |
| Phone Number | 31.91% | 12.77% | 25.53% | 4.26% | 6.38% | 19.15% | 47 | 3.74 |
| Pinterest | 2.04% | 4.08% | 14.29% | 14.29% | 14.29% | 51.02% | 49 | 2.29 |
| This week in Weston E-Newsletter | 46.00% | 26.00% | 16.00% | 4.00% | 0.00% | 8.00% | 50 | 4.24 |
| Twitter | 6.25% | 8.33% | 14.58% | 12.50% | 12.50% | 45.83% | 48 | 2.69 |
| Village Website | 50.00% | 30.00% | 16.00% | 4.00% | 0.00% | 0.00% | 50 | 4.26 |
| Weston Wire | 40.82% | 26.53% | 10.20% | 8.16% | 0.00% | 14.29% | 49 | 4.17 |
| You Tube | 12.24% | 12.24% | 18.37% | 12.24% | 6.12% | 6.12% | 49 | 3.20 |