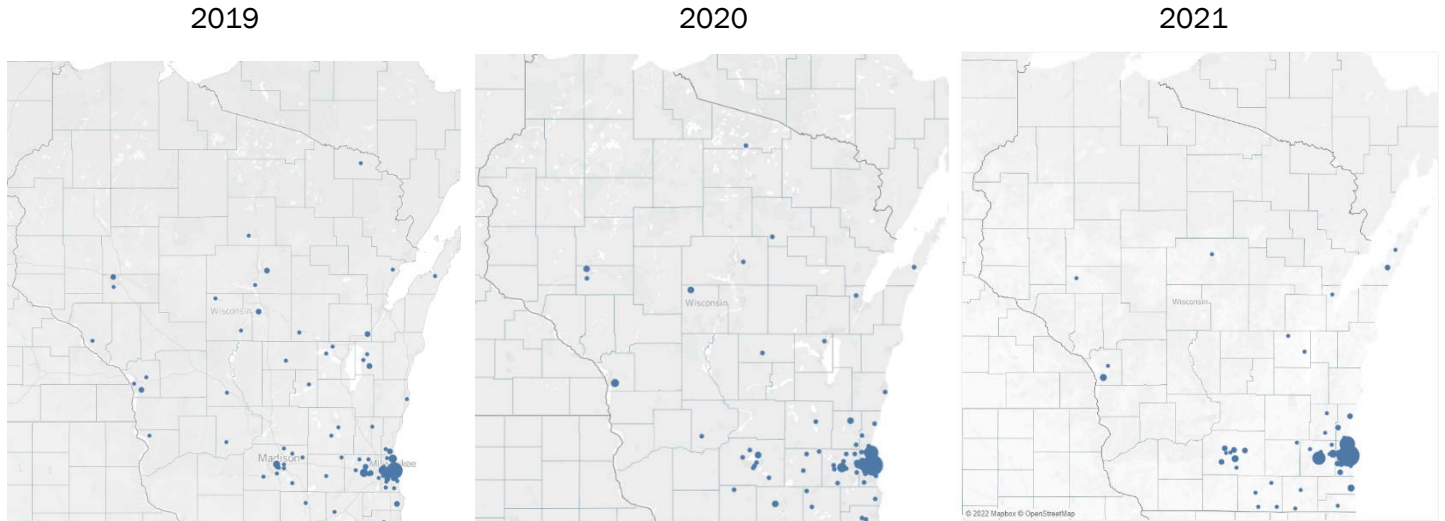


MEMBER SURVEY ON 2021 FORUM RESEARCH

The Member Survey on 2021 Forum Research was sent via email to the Forum's membership email list on January 17, 2022 and a reminder was sent on January 27, 2021 (n= 1,878). Responses were collected via SurveyMonkey. We received 158 survey responses by the time the survey closed on February 1, 2022.

QUESTION 1. IN WHICH ZIP CODE DO YOU WORK? (IF YOU DO NOT CURRENTLY WORK, PLEASE ENTER YOUR HOME ZIP CODE.)

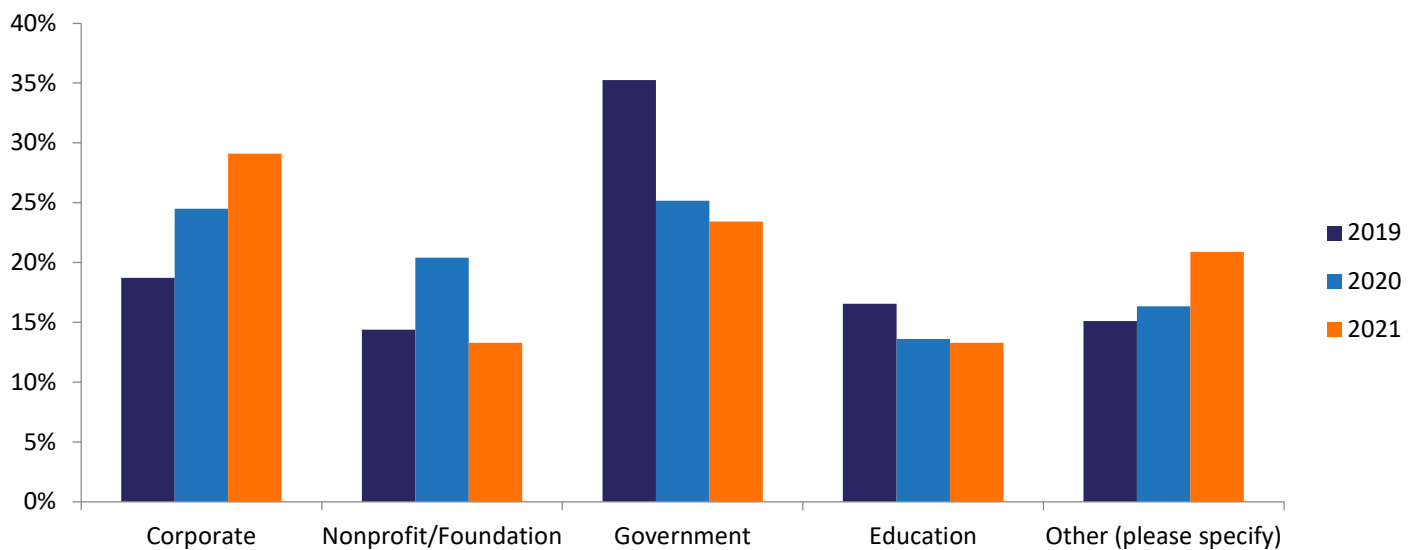


2019 map: <https://public.tableau.com/profile/betsy.m2516#!/vizhome/MembershipZIPCodeMap/ZIP>

2020 map: <https://public.tableau.com/profile/betsy.m2516#!/vizhome/2020SurveyZIPCodes/ZIPCodeCount>

2021 map: <https://public.tableau.com/app/profile/betsy.m2516/viz/2021MembershipSurveyMap/Dashboard1>

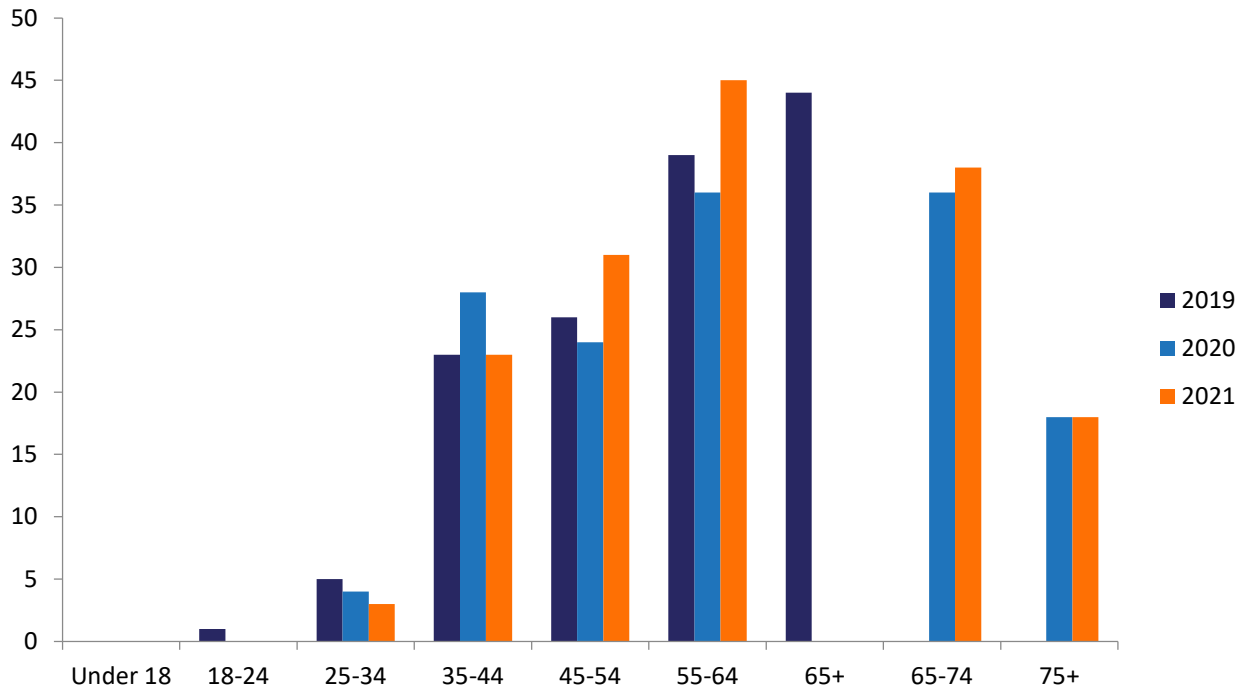
QUESTION 2. IN WHICH SECTOR DO YOU WORK?



MEMBER SURVEY ON 2021 FORUM RESEARCH

QUESTION 3. WHAT IS YOUR AGE?

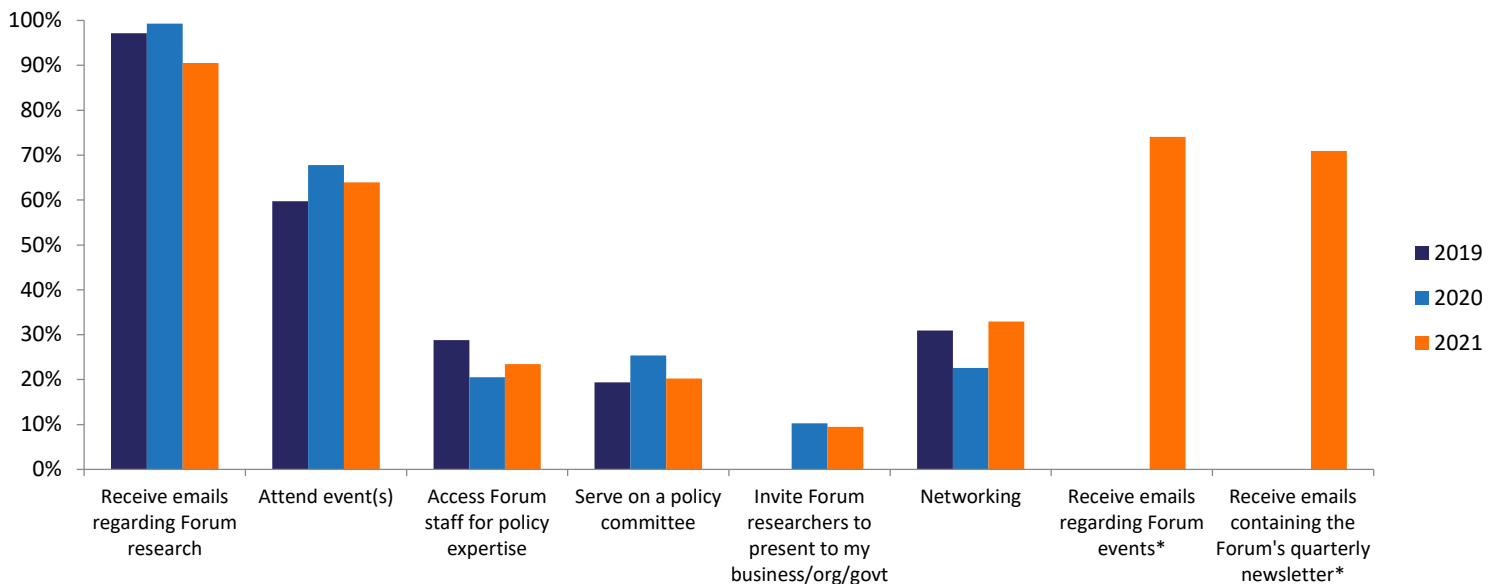
*This question was not asked in 2018 and age ranges were modified slightly in 2020 (split 65+) and 2021 (eliminated under 18).



QUESTION 4. WHICH FORUM MEMBERSHIP BENEFITS DO YOU TAKE ADVANTAGE OF?

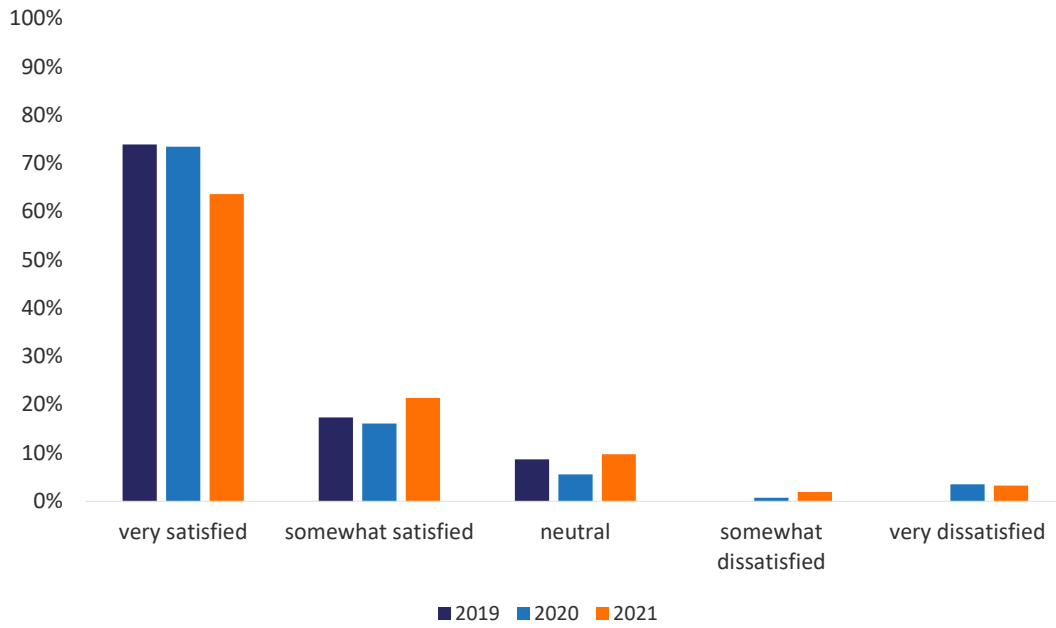
(check all that apply)

*This option was not included in the question in 2018 or 2019.

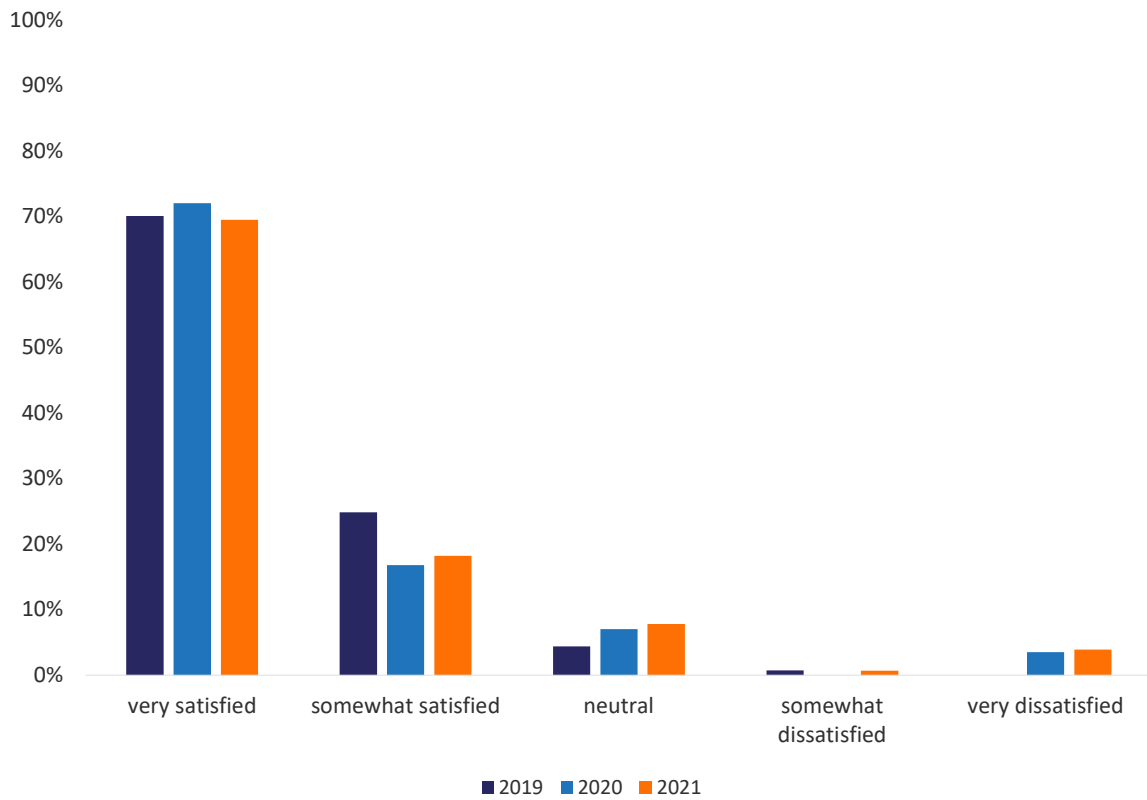


MEMBER SURVEY ON 2021 FORUM RESEARCH

TIMELINESS

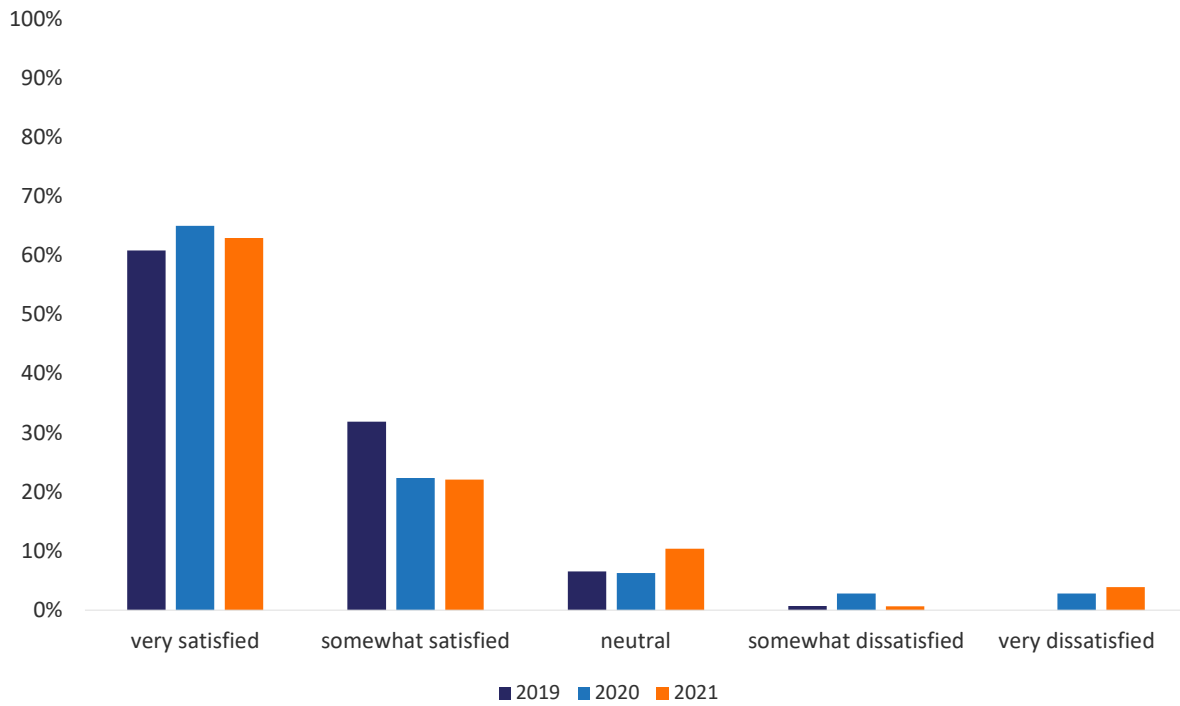


READABILITY

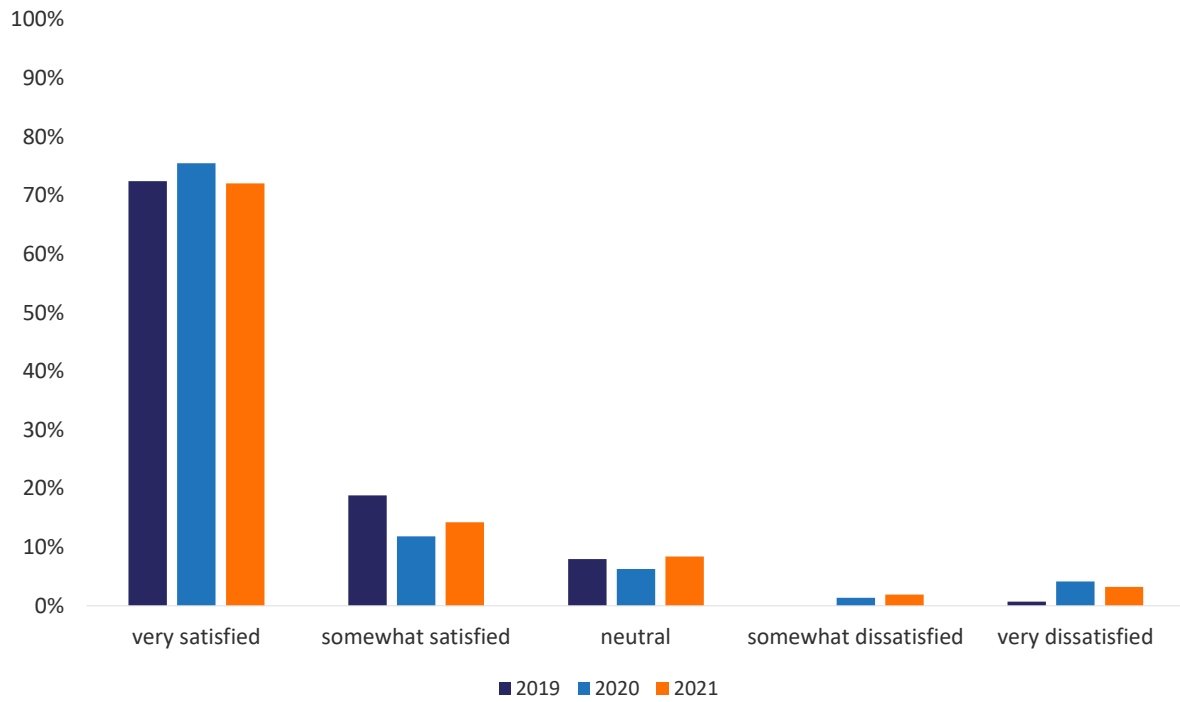


MEMBER SURVEY ON 2021 FORUM RESEARCH

USEFULNESS

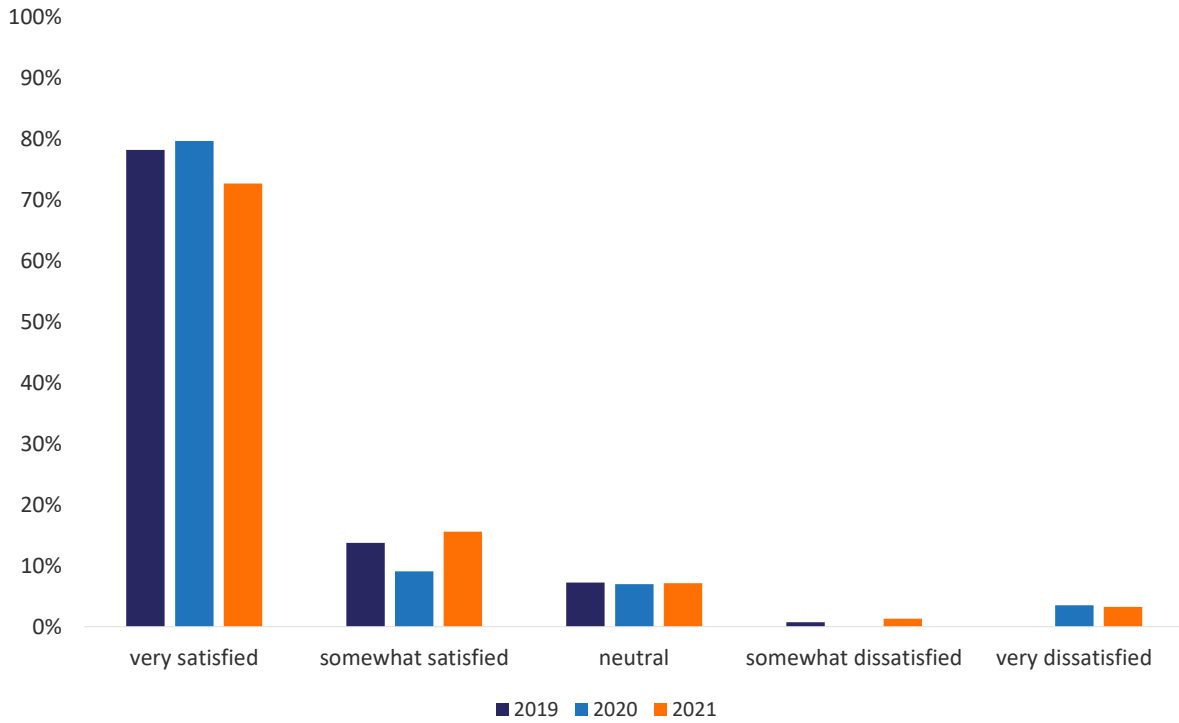


OBJECTIVITY



MEMBER SURVEY ON 2021 FORUM RESEARCH

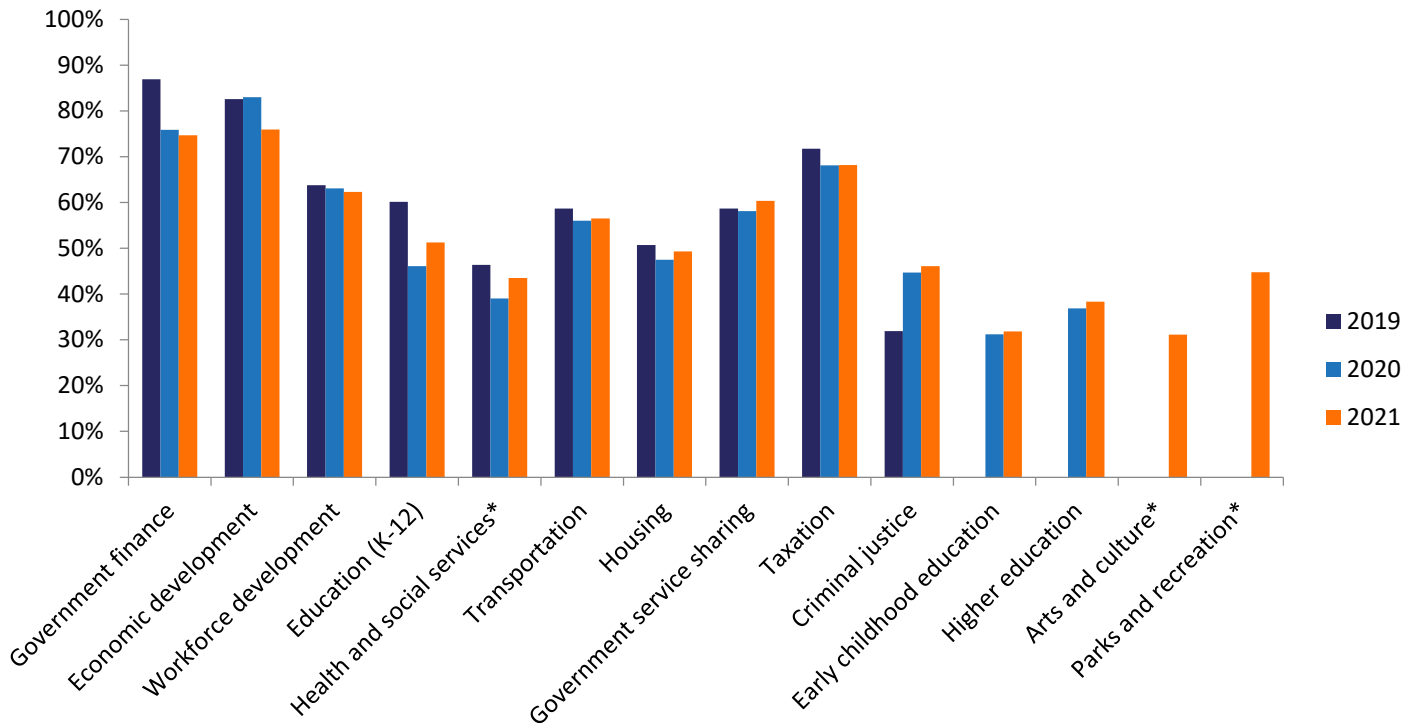
ACCURACY



THE FORUM'S RESEARCH FOCUSES ON A VARIETY OF POLICY ISSUES, INCLUDING THOSE LISTED BELOW. PLEASE CHECK THOSE THAT ARE VALUABLE TO YOU.

(check all that apply)

**Early childhood education and higher education were added in 2020. Arts and culture and parks and recreation were added in 2021, while "Social services" became "Health and social services"*

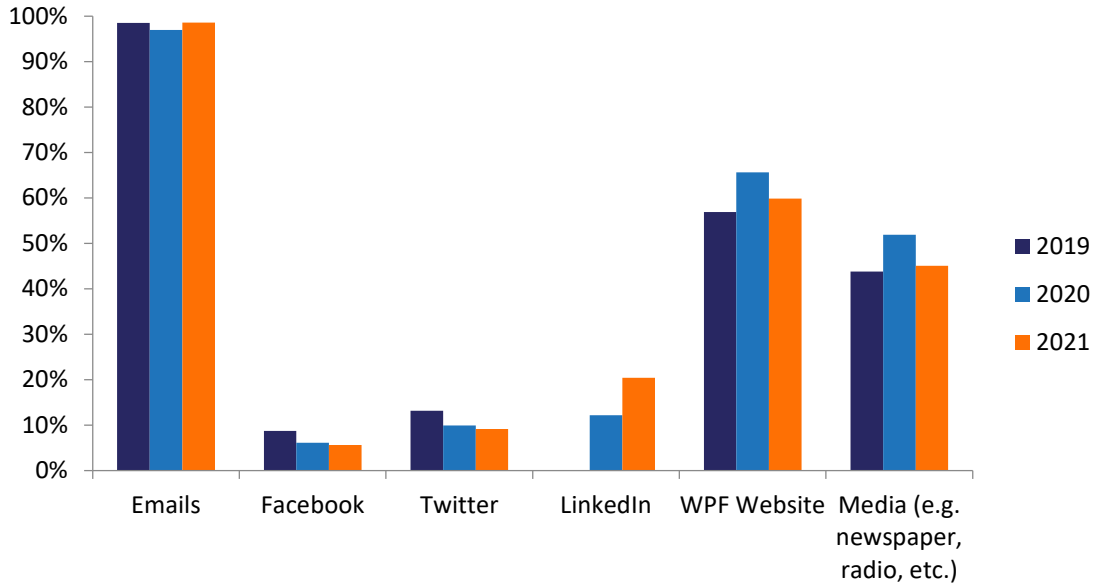


MEMBER SURVEY ON 2021 FORUM RESEARCH

THE FORUM COMMUNICATES OUR RESEARCH IN A VARIETY OF WAYS. WHICH OF THE FOLLOWING DO YOU FIND USEFUL?

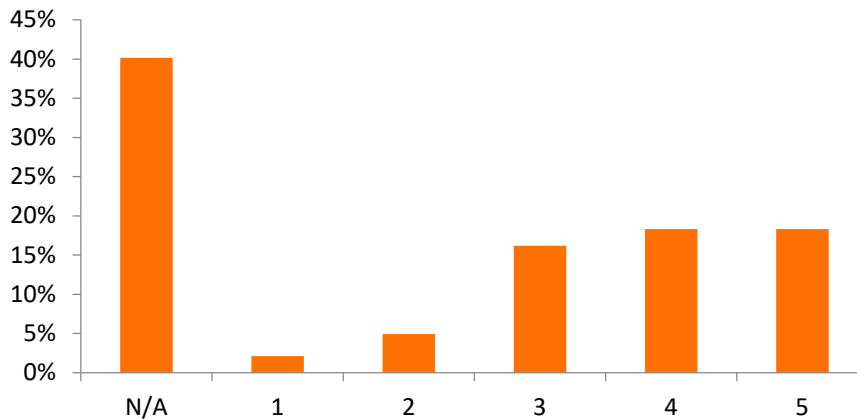
(check all that apply)

**LinkedIn was not included as an option in 2019.*



THROUGHOUT 2020 AND 2021, THE FORUM HOSTED VIRTUAL [FORUM FRIDAY](#) EVENTS. ON A SCALE OF 1 TO 5 (1 = NOT VALUABLE, 5 = VERY VALUABLE), HOW VALUABLE DO YOU FIND [FORUM FRIDAY](#) EVENTS?

Please select N/A if you are not familiar with these events.



MEMBER SURVEY ON 2021 FORUM RESEARCH

IN 2022, THE FORUM ANTICIPATES REACTIVATING IN-PERSON EVENTS SUCH AS OUR VIEWPOINT LUNCHEONS AND POLICY IN A PUB. WHAT ADDITIONAL TYPES OF EVENTS, BOTH IN-PERSON AND VIRTUAL, WOULD BE RELEVANT AND APPEAL TO YOU?

- Format
 - Virtual: **34 responses**
 - Many cite these as easier to attend because of time/scheduling or distance
 - In Person: **33 responses**
 - People like networking and in-person events
 - Mix of both: **10 responses**
 - Hybrid: **4 responses**
 - Not comfortable with in person: **2 responses**
 - Get back to in person: **1 response**

SAMPLING OF COMMENTS:

Especially during this pandemic, there's a need for more real-time information, and while the WPF work products are uniformly solid, they often are a beat or two behind the cycle in terms of addressing events. In particular, I'd have hoped to have seen more from the Forum on the effects of the pandemic on student learning.

We share the work of the Policy Forum on the national stage during the course of our work. Other governments from other cities are very impressed with the quality and value that we get from the Policy Forum. Your work informs our work. It's a blessing because the Forum has the capacity and skills to address data gaps in our work.

Would be good to have more research that addresses issues for the entire state of Wisconsin.

You have a perceived bias in favor of big government and establishment solutions. You need to be open to creative, unconventional, minority strategies.

Tend to focus on financial impact over human impact

I already have too much to read and view. Any methods that help "break through" the noise would be useful. Cliff notes; summary, etc. Videos don't really save time; reading stuff is actually quicker.

More lunch presentations in other than Milwaukee & Dane Counties.

The panel discussions are always very effective including time for questions.

I am a public policy addict/geek/wonk/groupie/fanatic/junkie/zealot; and, no matter the topic, the Wisconsin Policy Forum never fails to deliver painstakingly objective research of outstanding depth, quality, relevance, and timeliness. I am immensely grateful for all you do to keep us educated, informed, and engaged citizens.

I think the Forum has been a source of real truth and unbiased information. In this era of "fake news" and distrust of government and our traditional institutions it's critical to have a source of quality information and research that will hopefully provide some light at the end of the tunnel for us all!

You guys do valuable work. However, it seems there is rarely if ever any follow thru / follow up from local government, i.e. nothing gets better