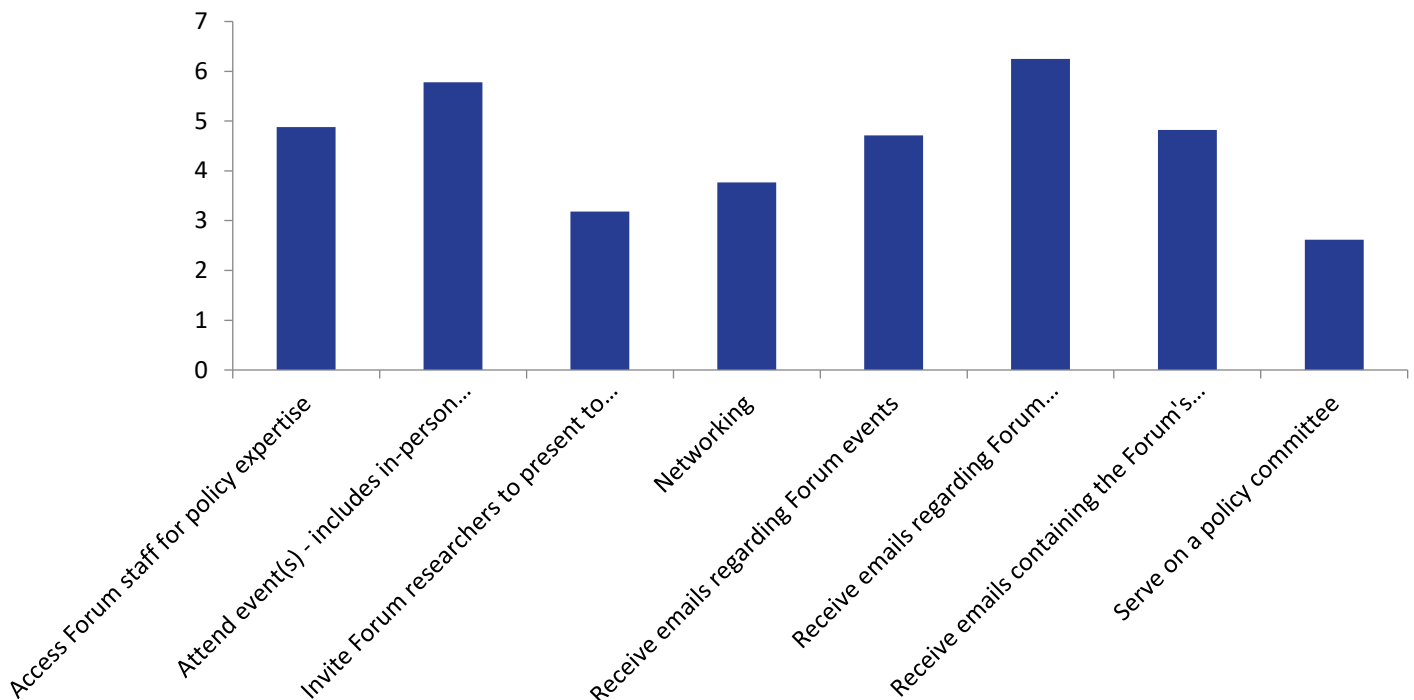


MEMBER SURVEY ON 2024 FORUM RESEARCH

The Member Survey on 2024 Forum Research was sent via email to the Forum's membership email list on February 17, 2025 and reminders were sent on February 24 and March 3, 2025 (n= 1976). Responses were collected via SurveyMonkey. We received 113 survey responses by the time the survey closed on March 7, 2025.

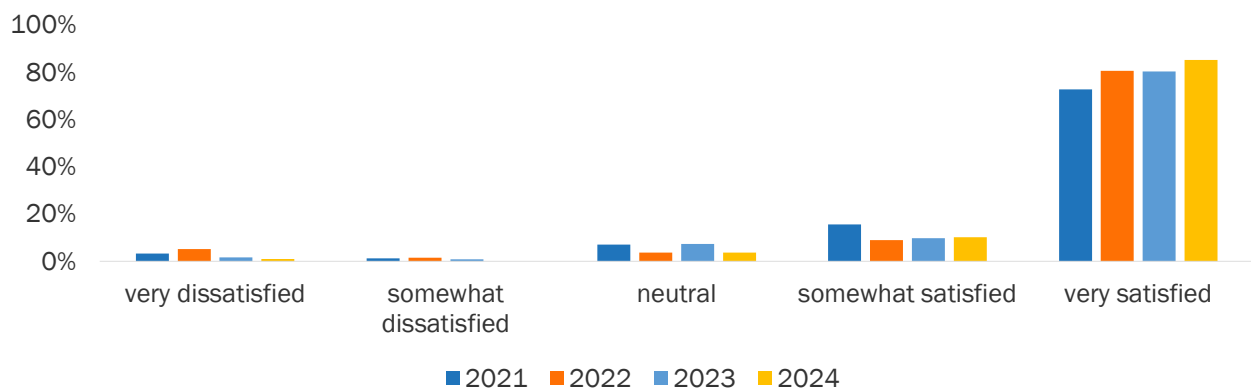
This year we made a few small changes to better understand what our members are looking for and are currently involved in. Affected questions are noted. We also changed the order of some questions to better align with survey best practices.

QUESTION 1. WHICH FORUM MEMBERSHIP BENEFITS DO YOU TAKE ADVANTAGE OF? **We changed this question from a check box to a ranking system to better understand how members were primarily engaging.*



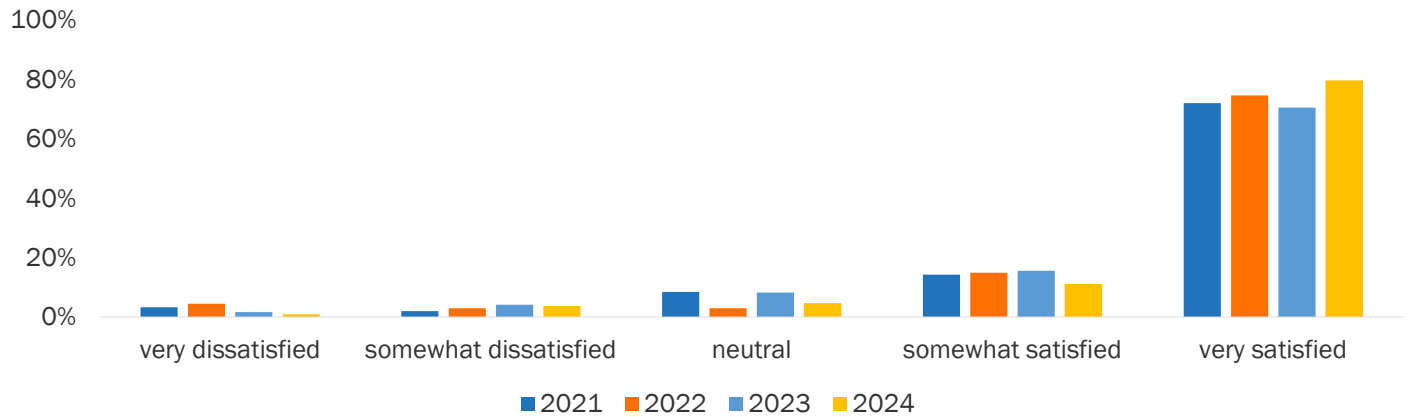
QUESTION 2. OVERALL, HOW SATISFIED ARE YOU WITH THE FOLLOWING ELEMENTS OF THE FORUM'S RESEARCH?

ACCURACY

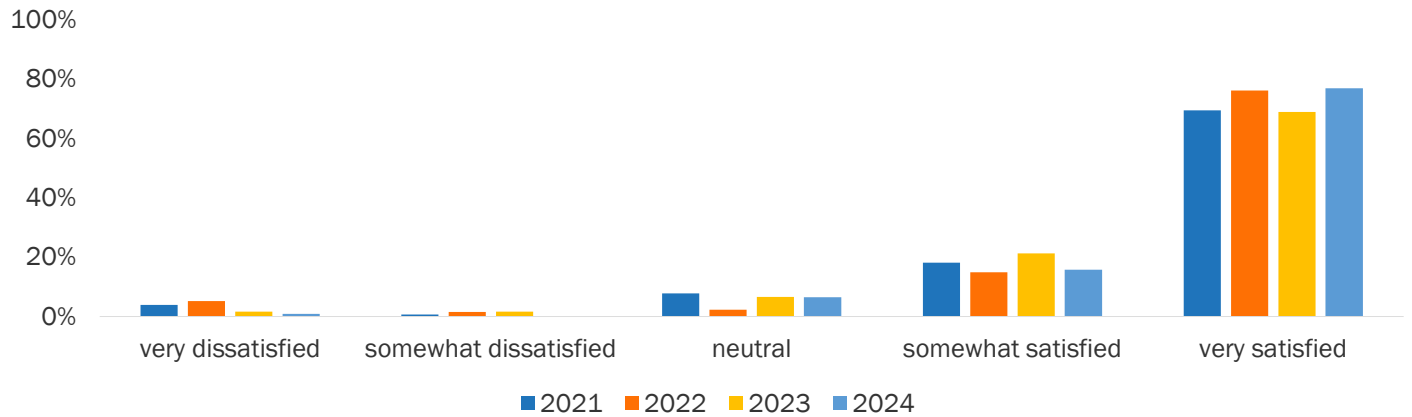


MEMBER SURVEY ON 2024 FORUM RESEARCH

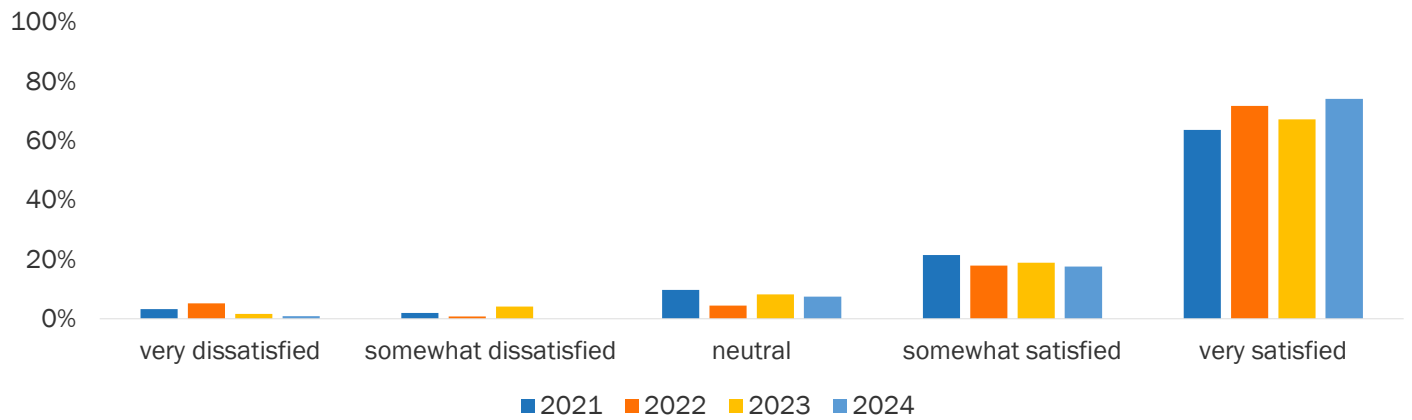
OBJECTIVITY



READABILITY

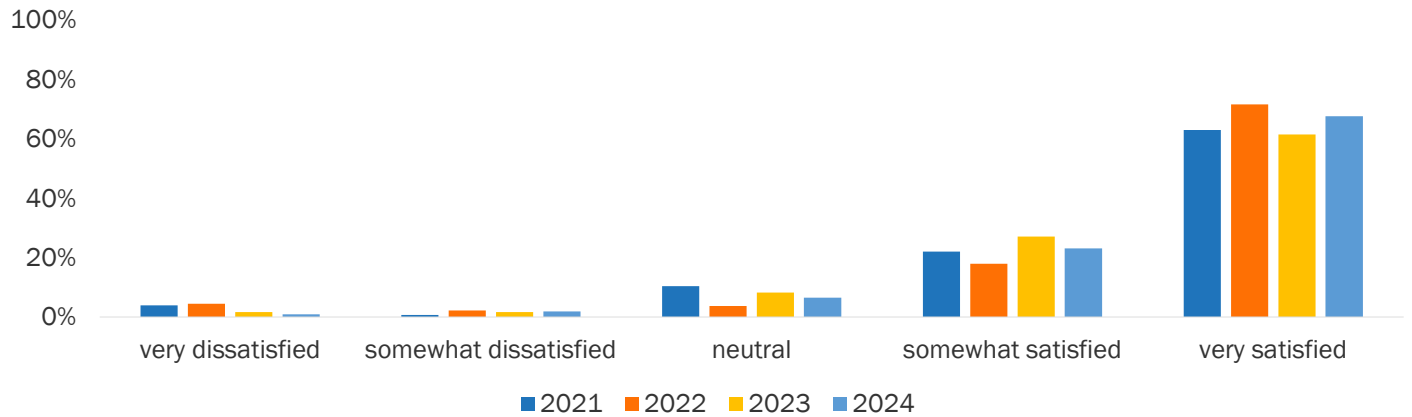


TIMELINESS

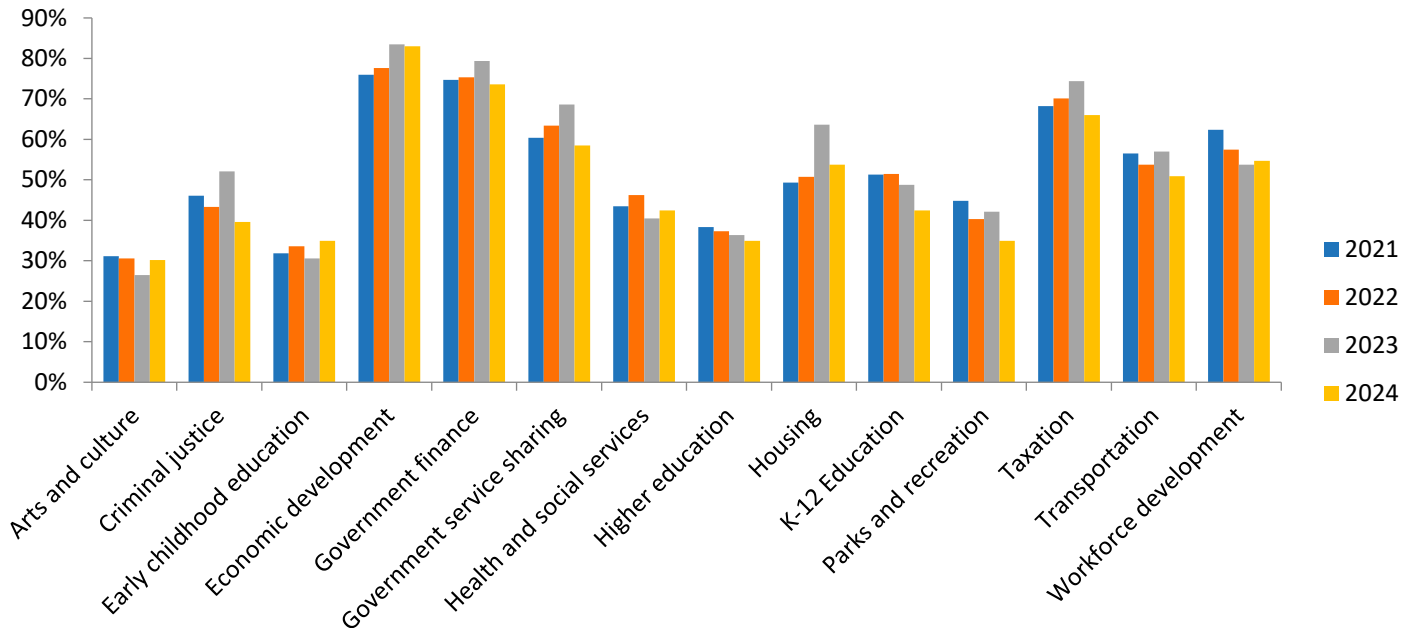


MEMBER SURVEY ON 2024 FORUM RESEARCH

USEFULNESS



QUESTION 3. 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)



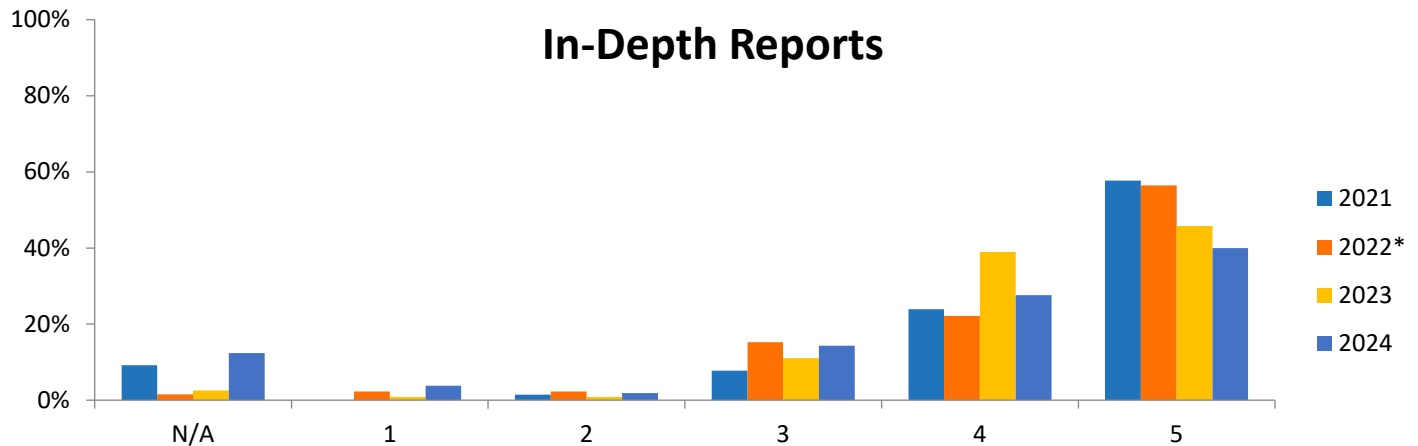
QUESTION 4. ARE THERE ADDITIONAL POLICY ISSUES (NOT LISTED ABOVE) THAT YOU WOULD LIKE TO SEE US COVER?

- Civics/ Government Operations (5)
- Environmental Issues/Climate (3)
- Race/Equity (2)
- Mental Health & Disabilities (2)
- Artificial Intelligence (1)

MEMBER SURVEY ON 2024 FORUM RESEARCH

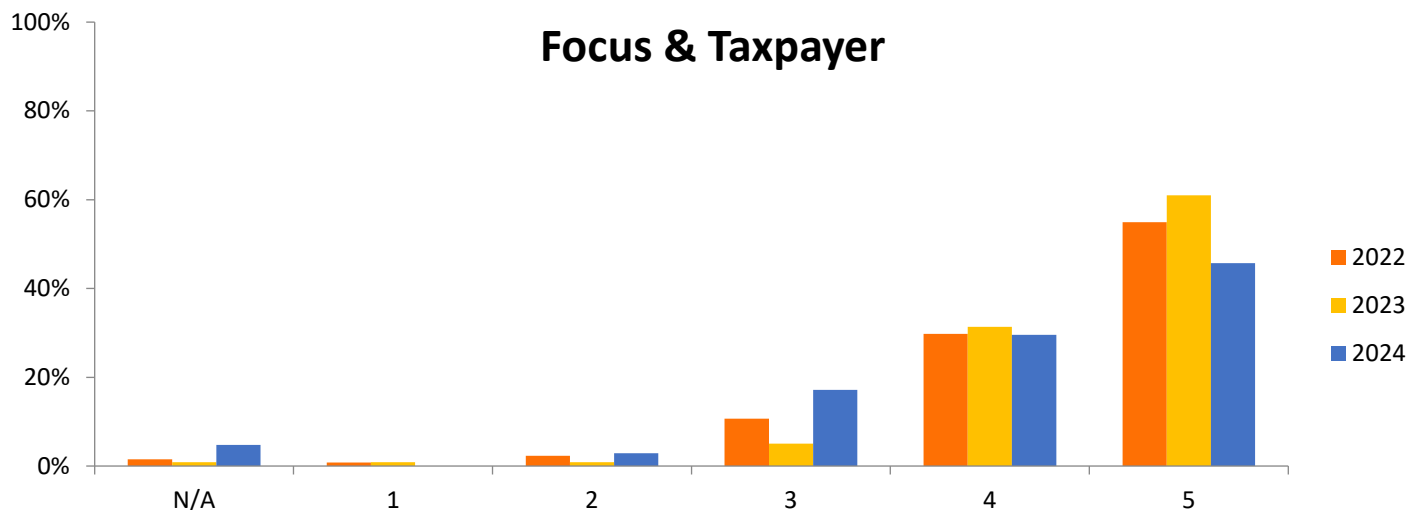
QUESTION 5. ON A SCALE OF 1 TO 5 (1 = NOT VALUABLE, 5 = VERY VALUABLE), HOW VALUABLE DO YOU FIND OUR IN-DEPTH REPORTS AND BUDGET BRIEFS (e.g. *This Land is Our Land, Under Pressure, State of Wisconsin 2023-25 Governor's Budget, and others*) Please select N/A if you are unfamiliar with this resource.

*In 2022 questions asking about in-depth reports and budget briefs were combined to create a single question asking about our longer report formats as a whole.



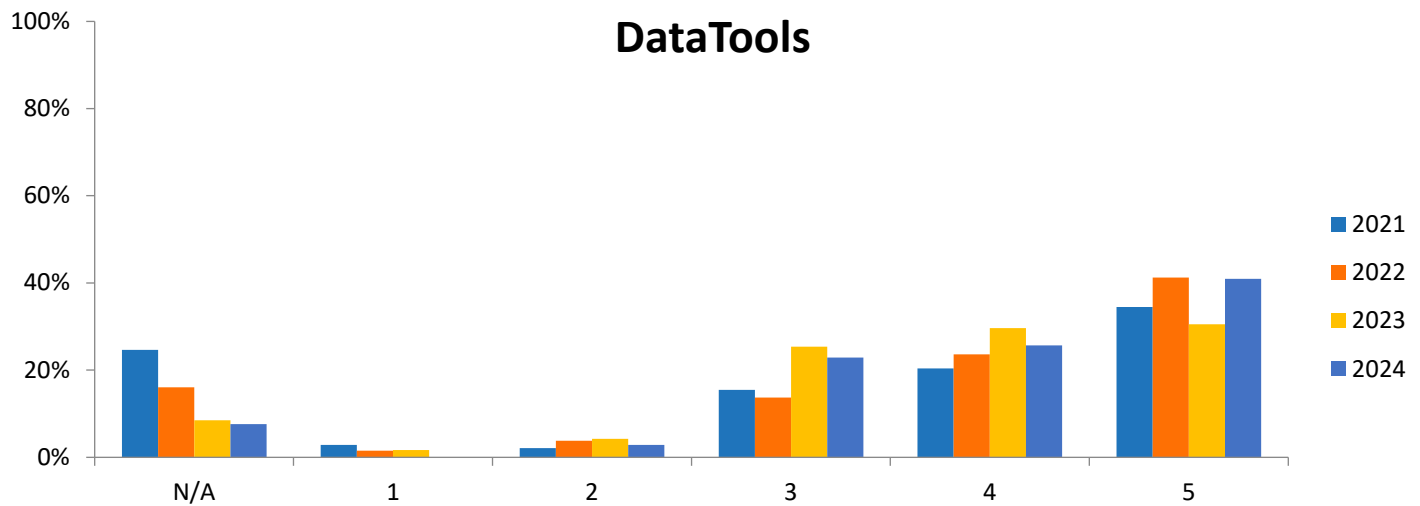
QUESTION 6. ON A SCALE OF 1 TO 5 (1 = NOT VALUABLE, 5 = VERY VALUABLE), HOW VALUABLE DO YOU FIND OUR SHORT POLICY BRIEFS (e.g. *teacher turnover, state budget, property taxes, and others*) Please select N/A if you are unfamiliar with this resource.

*In 2022 questions asking about Focus and Taxpayer were combined to create a single question asking about our shorter report formats as a whole.



MEMBER SURVEY ON 2024 FORUM RESEARCH

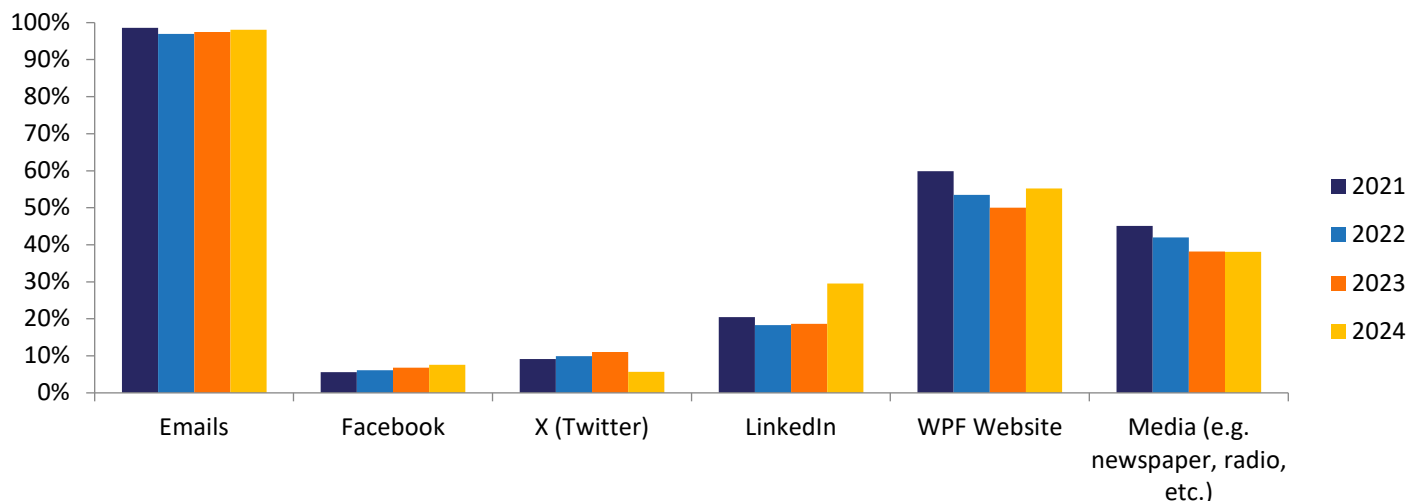
QUESTION 7. ON A SCALE OF 1 TO 5 (1 = NOT VALUABLE, 5 = VERY VALUABLE), HOW VALUABLE DO YOU FIND OUR DATATOOLS? (e.g. *Municipal DataTool*, *School DataTool*, *Innovation DataTool*, etc.) Please select N/A if you are unfamiliar with these resources.



QUESTION 8. OPTIONAL: PLEASE COMMENT ON ANY OF THE RESOURCES LISTED IN QUESTIONS 5-7.

- I like **summaries** given how much time needs to go into reading a fuller report
- I'd like to see more analysis and reporting on municipal and County Board/Council/Committee composition, training, etc. throughout the State and how those groups work creatively to **problem-solve** for their locale.
- As a Data Analyst before retiring, I would love to use the Data tools but have not found the time. Maybe an example or example session would be appropriate.
- They are all **very useful and sometimes my only source**.
- Very much a fan of **short and timely** policy briefs.

QUESTION 9. THE FORUM COMMUNICATES OUR RESEARCH IN A VARIETY OF WAYS. WHICH OF THE FOLLOWING DO YOU FIND USEFUL? (check all that apply)



MEMBER SURVEY ON 2024 FORUM RESEARCH

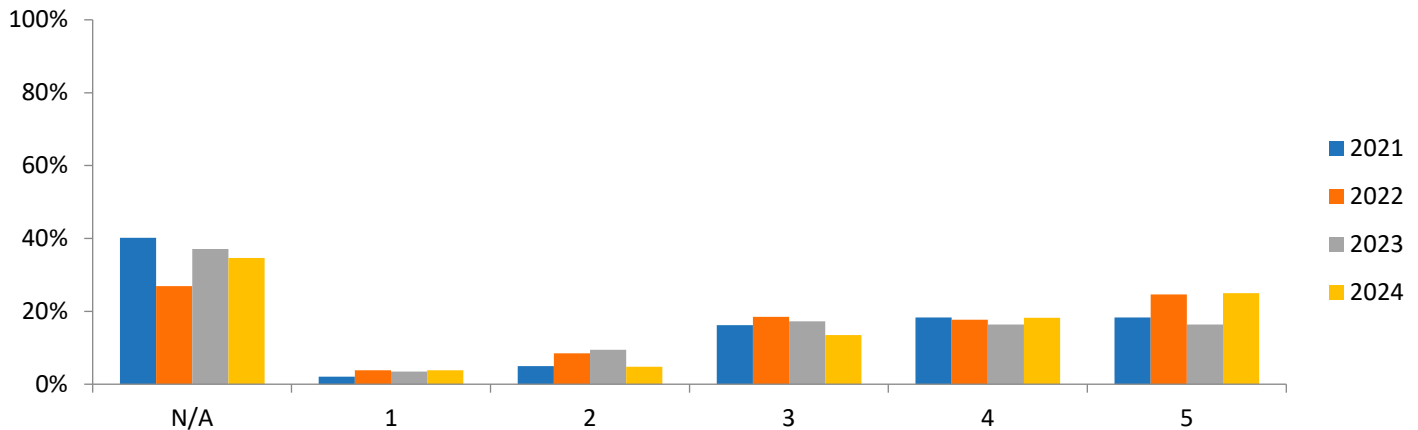
QUESTION 10. WE'RE ALWAYS LOOKING FOR NEW AND BETTER WAYS TO SHARE OUR RESEARCH. WHAT ADDITIONAL FORMATS OF COMMUNICATION WOULD YOU LIKE TO SEE US USE? (check all that apply)

*In 2022 this question was changed to an open response format.

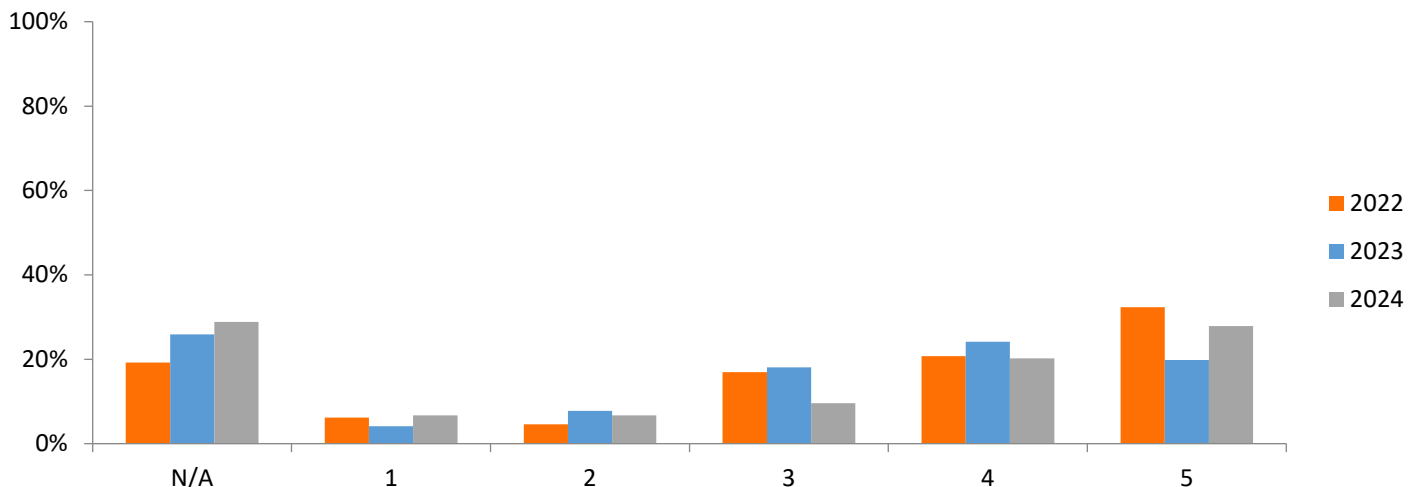
- Podcast (2)
- Public Presentations
- Bluesky
- TV/Radio Shows
- Newspapers
- Lunch & Learns
- Printed Reports
- Hearing Testimonies

QUESTION 11. ON A SCALE OF 1 TO 5 (1 = NOT VALUABLE, 5 = VERY VALUABLE), HOW VALUABLE DO YOU FIND OUR VIRTUAL EVENTS? (e.g. Forum Friday) Please select N/A if you are not familiar with these events.

*This question was asked for the first time in 2021



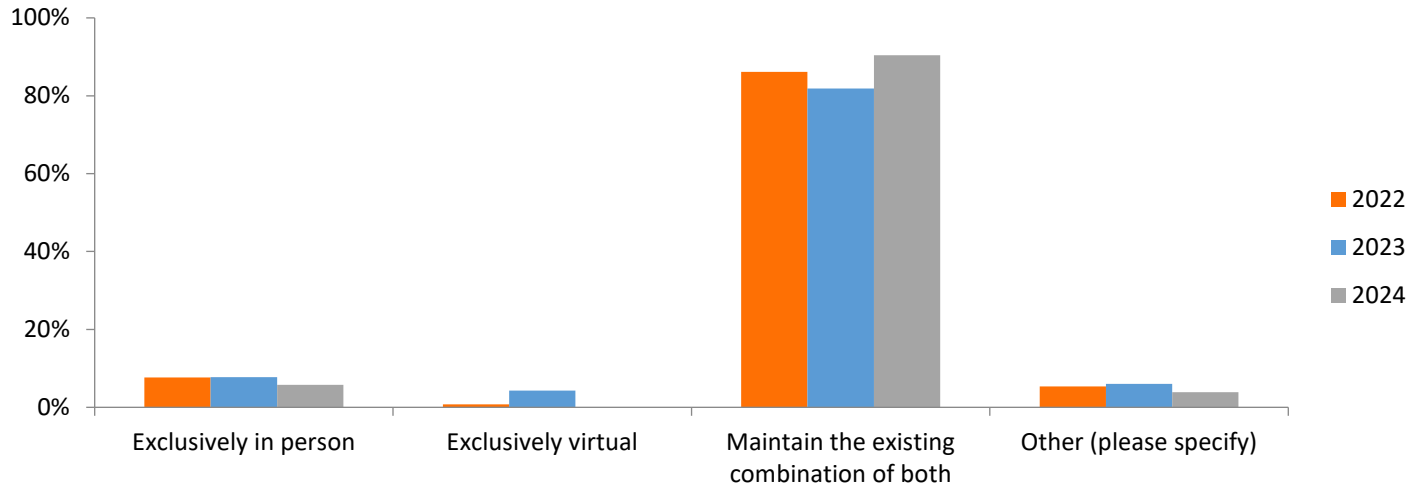
QUESTION 12. ON A SCALE OF 1 TO 5 (1 = NOT VALUABLE, 5 = VERY VALUABLE), HOW VALUABLE DO YOU FIND OUR IN-PERSON EVENTS? (e.g. Viewpoint Luncheons, Policy in a Pub, etc.) Please select N/A if you are not familiar with these events. *This question was asked for the first time in 2022



MEMBER SURVEY ON 2024 FORUM RESEARCH

QUESTION 13. HOW SHOULD THE FORUM STRUCTURE ITS EVENTS IN 2024?

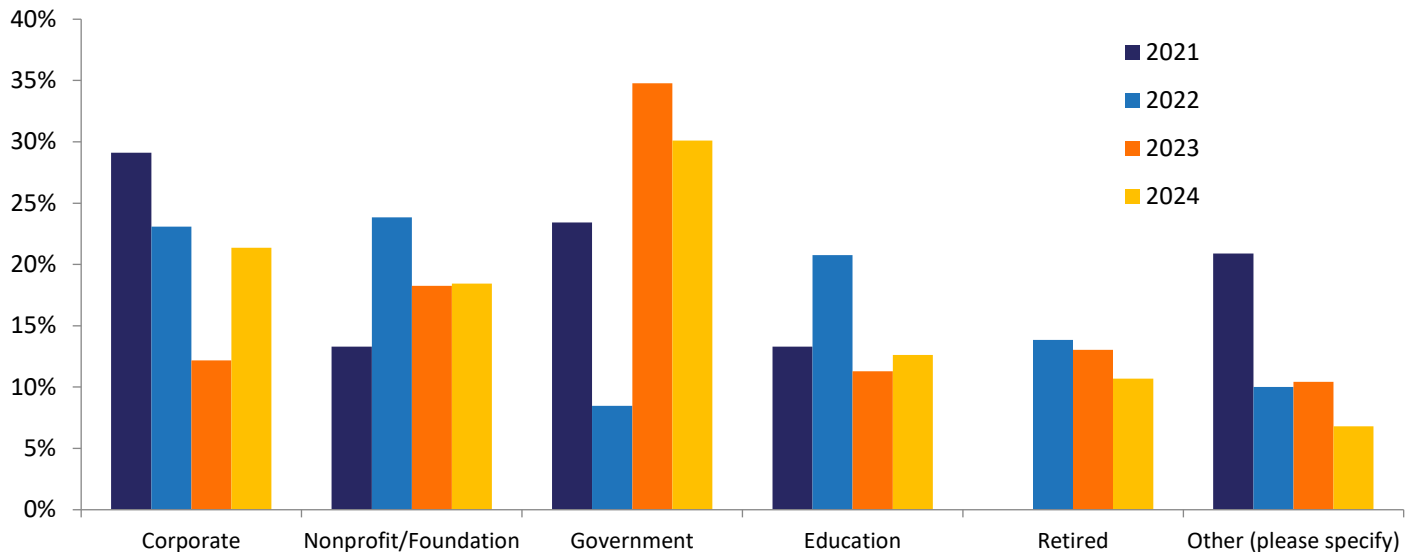
**This question was asked for the first time in 2022*



QUESTION 14. IS THERE ANYTHING ELSE YOU WOULD LIKE TO SHARE WITH US?

Summary: Respondents appreciate our staff, the quality of our research, and our nonpartisan/fact-based research, particularly now. They enjoy both virtual and in-person events for variety and hope more government leaders would be involved.

QUESTION 15. IN WHICH SECTOR DO YOU WORK?



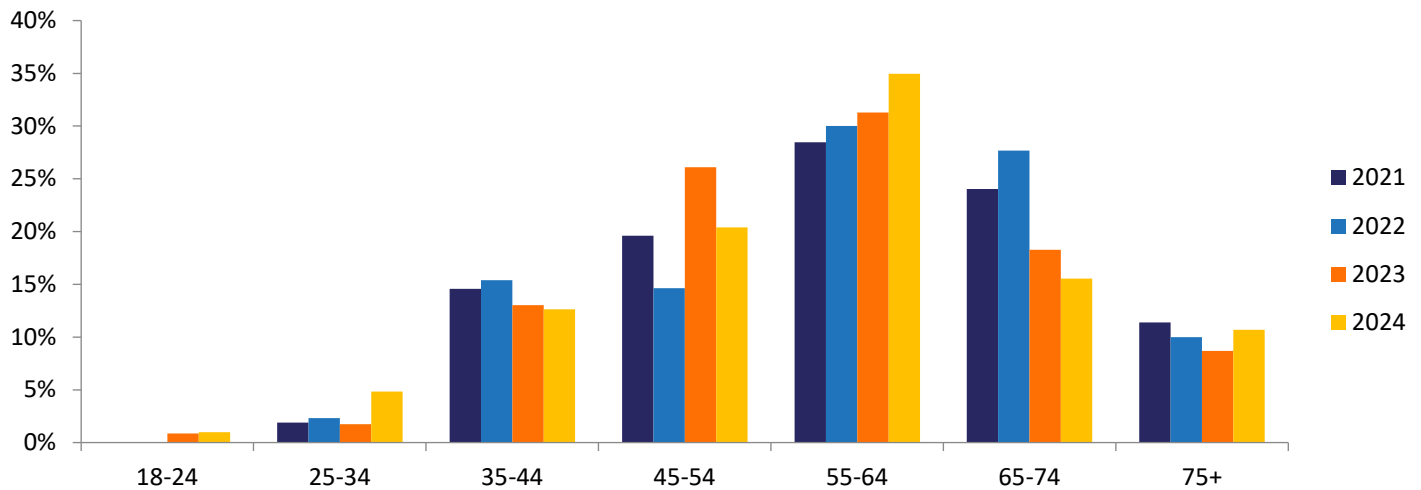
MEMBER SURVEY ON 2024 FORUM RESEARCH

QUESTION 17. WITH WHAT OTHER CIVIC- AND RESEARCH-RELATED ORGANIZATIONS ARE YOU OR YOUR ORGANIZATION INVOLVED (E.G. CHAMBERS OF COMMERCE, TRADE ASSOCIATIONS, RESEARCH PUBLICATIONS, ETC.)?

**This question was asked for the first time in 2024*

- Chamber of Commerce/Business Alliances (32)
- Civic Clubs (9)
- Government Associations (23)
- Professional Organizations/Trade Associations (18)
- Non-Profit Volunteering or Boards (12)

QUESTION 18. WHAT IS YOUR AGE?



APPENDIX 1: SAMPLING OF COMMENTS

- I love the Forum! They are the premiere research entity in Wisconsin!
- I think our in-person events are invaluable. At the same time, when I'm slammed the virtual option is good for me and the Forum should keep virtual attendance safe and rare
- I would love to know more about speaking engagements where leaders present WPF research and insights.
- Invite a few more government employees to be members of your Board (i.e., it is mostly private sector individuals, who do not work in government).
- Keep doing what you are doing. Your information is valuable to the entire State.
- Keep up the excellent work—starting with Norman Gill ((who expanded coverage to Waukesha County and other, you haven't missed a beat.
- Keep up the good work of providing objective data and nonpartisan solutions.
- The Forum is a critically important actor in the public policy landscape in Wisconsin and plays a major role in creating paths to better outcomes.
- The Forum continues to be a well-respected, critical resource in the Milwaukee community
- Yes, you are a well kept secret. Better marketing is needed because WPC is a valuable resource.