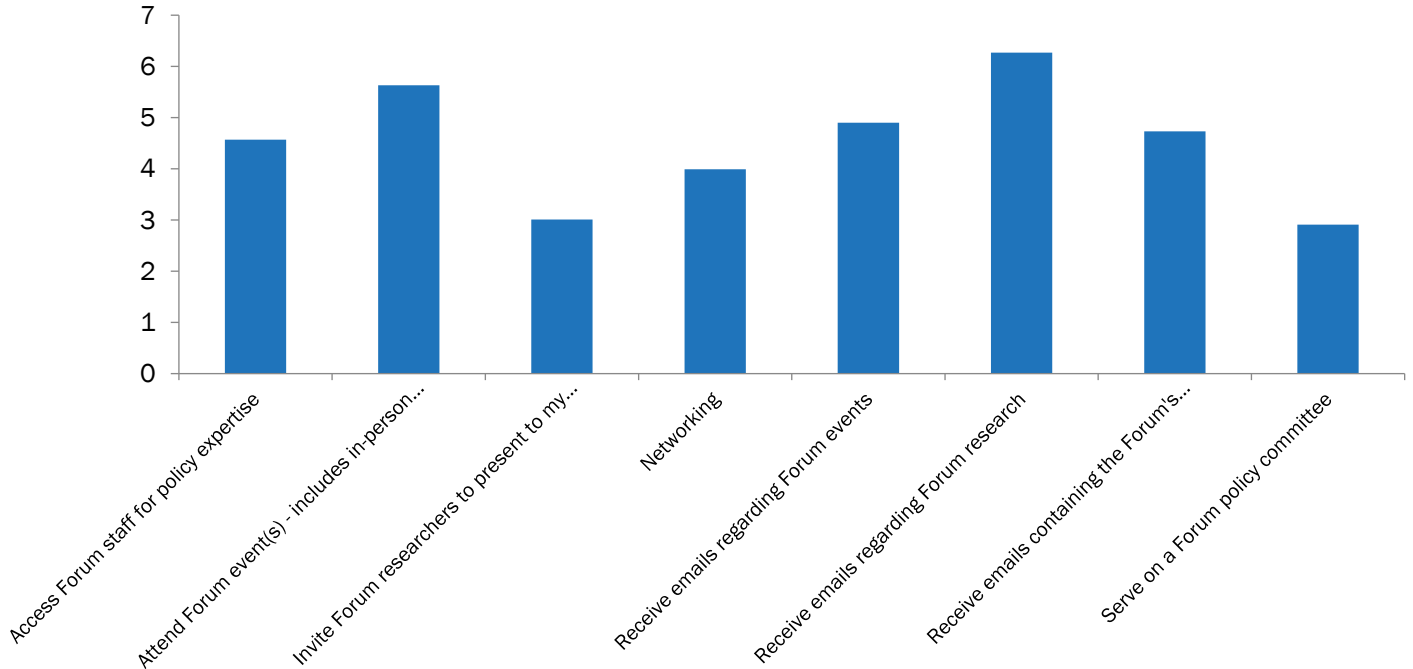


MEMBER SURVEY ON 2025 FORUM RESEARCH

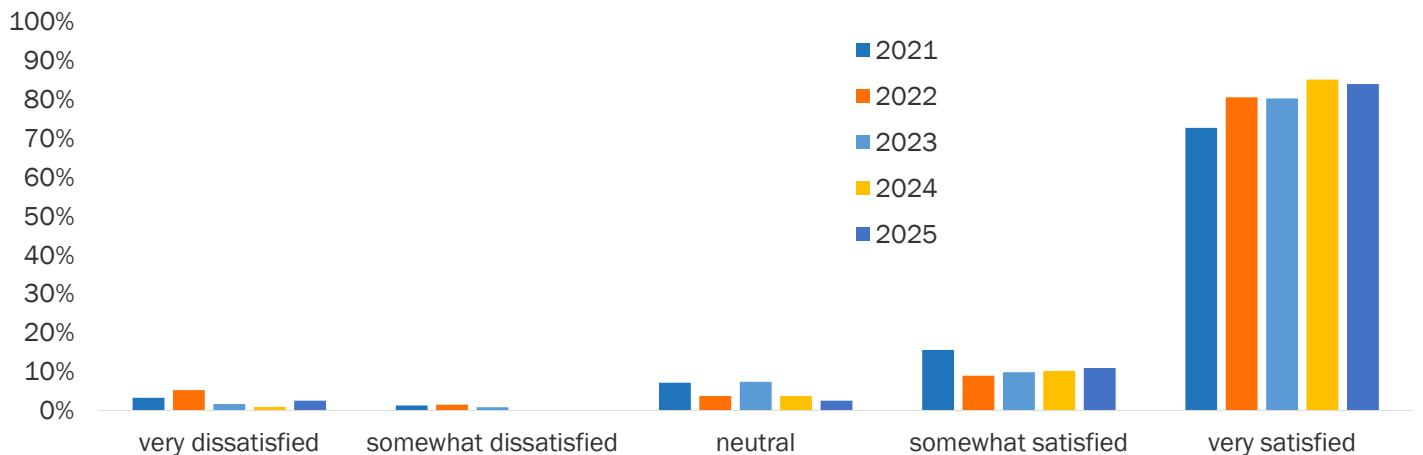
The Member Survey on 2025 Forum Research was sent via email to the Forum's membership email list on January 16, 2025 and reminders were sent on February 5 and February 11, 2026 (n= 1934). Responses were collected via SurveyMonkey. We received 128 survey responses by the time the survey closed on February 13, 2026.

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.*



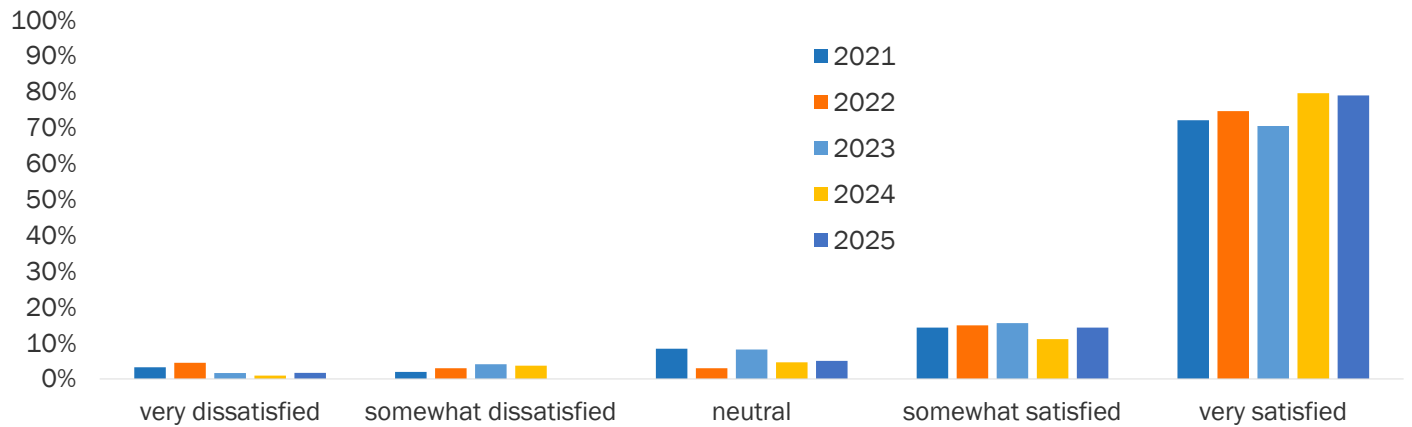
QUESTION 2. OVERALL, HOW SATISFIED ARE YOU WITH THE FOLLOWING ELEMENTS OF THE FORUM'S RESEARCH?

ACCURACY

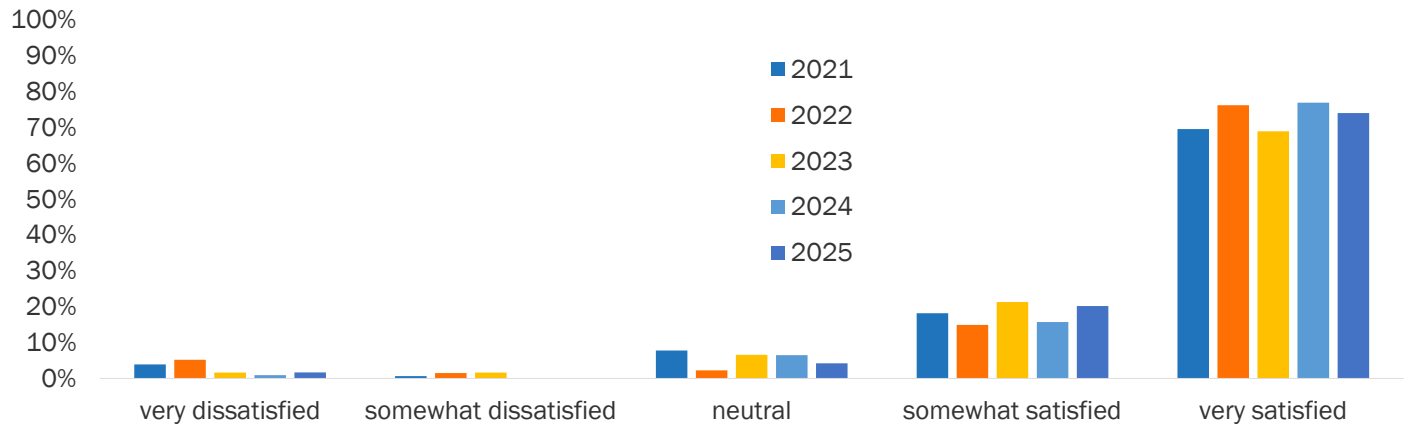


MEMBER SURVEY ON 2025 FORUM RESEARCH

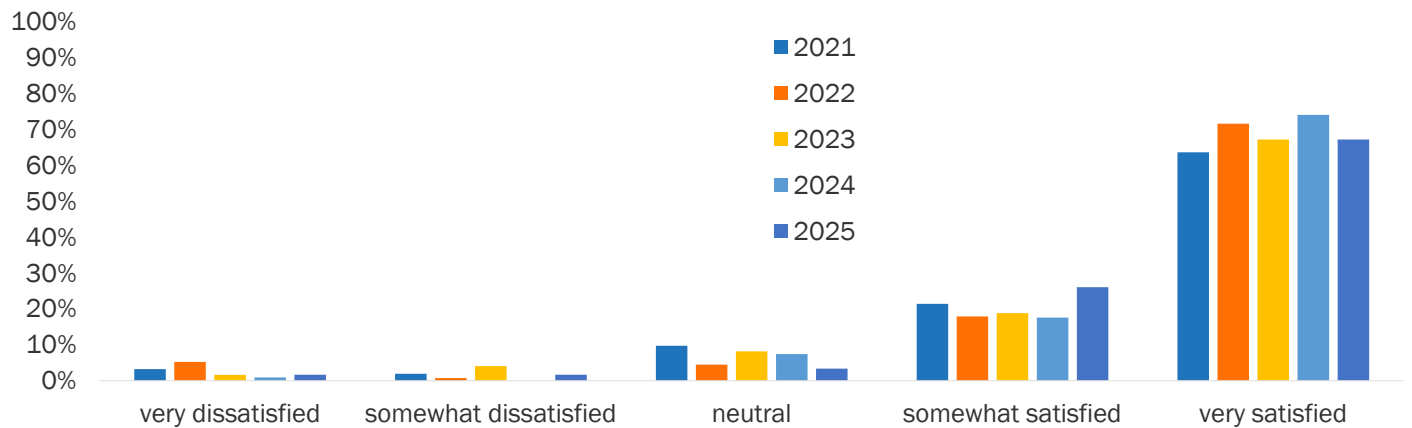
OBJECTIVITY



READABILITY

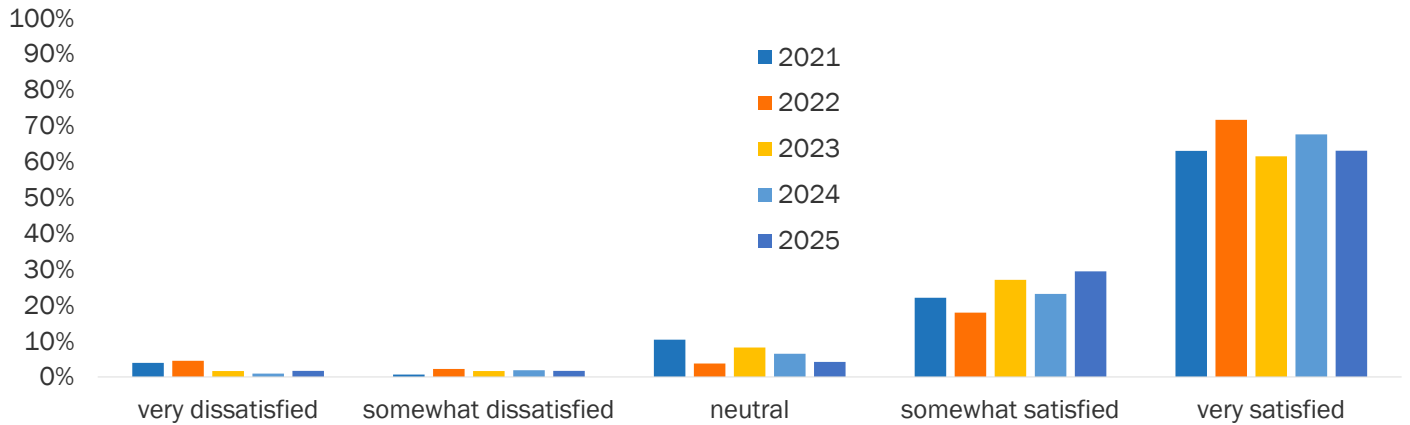


TIMELINESS



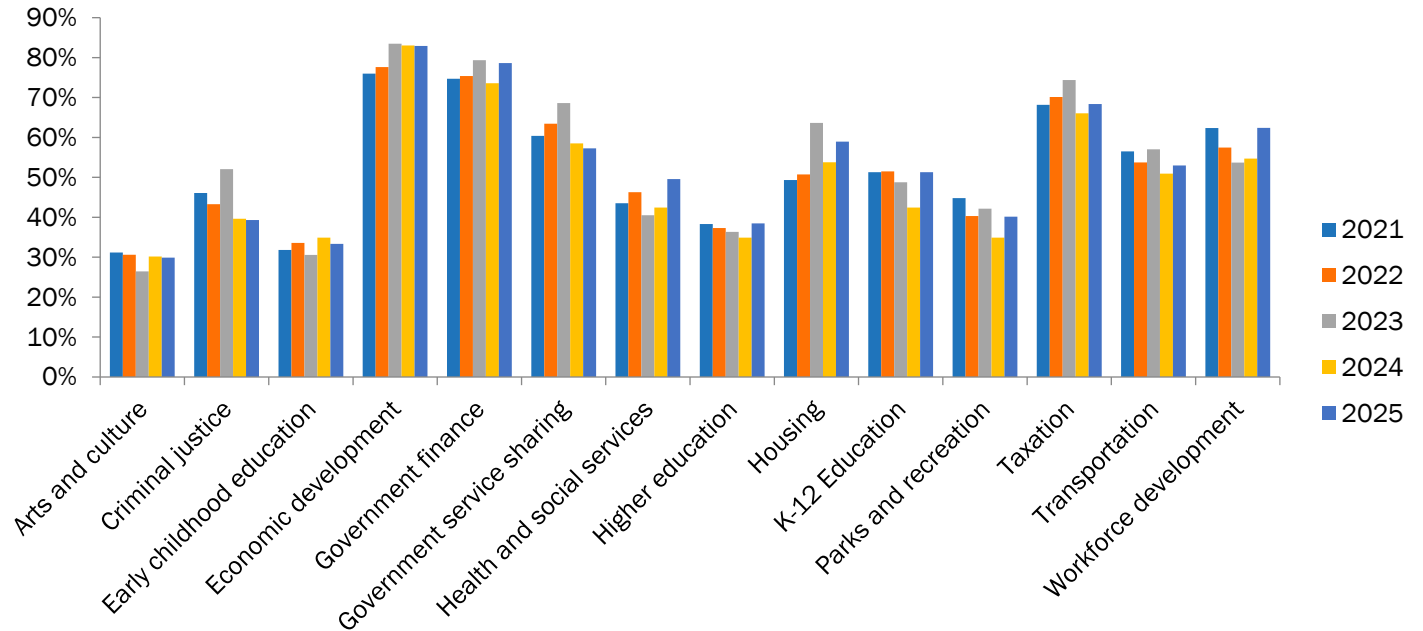
MEMBER SURVEY ON 2025 FORUM RESEARCH

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)



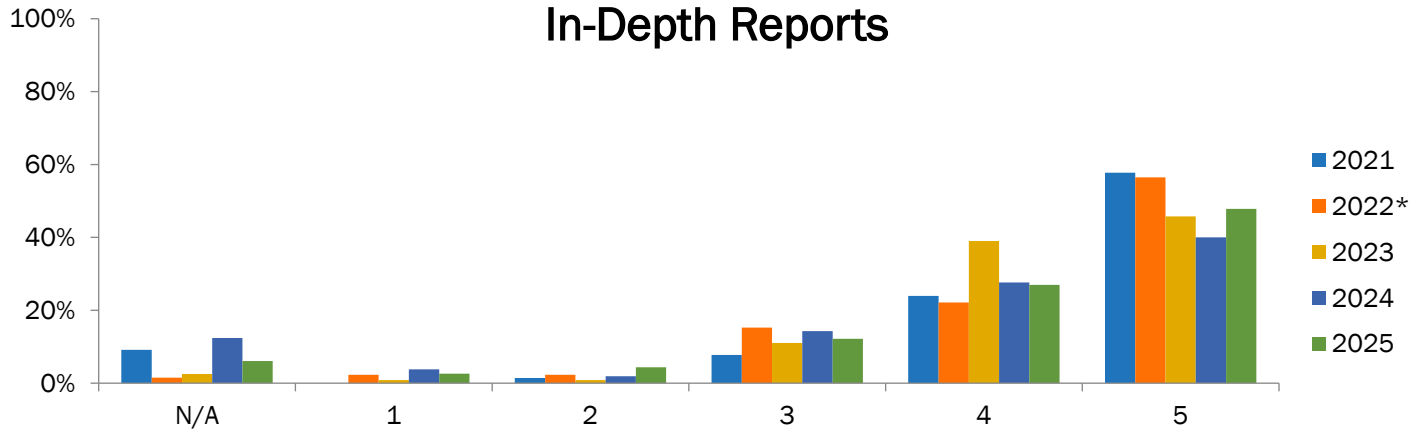
QUESTION 4. ARE THERE ADDITIONAL POLICY ISSUES (NOT LISTED ABOVE) THAT YOU WOULD LIKE TO SEE US COVER?

- Demographics, workforce & economic mobility (8)
- Local government finance & operations (7)
- Social services, equity & nonprofit sector (6)
- Infrastructure, environment & sustainability (5)
- Technology, AI & innovation (4)
- Housing, land use & community development (4)
- Economic & regional competitiveness (3)
- Governance, policy trends & civic models (3)
- Public safety/ policing (1)

MEMBER SURVEY ON 2025 FORUM RESEARCH

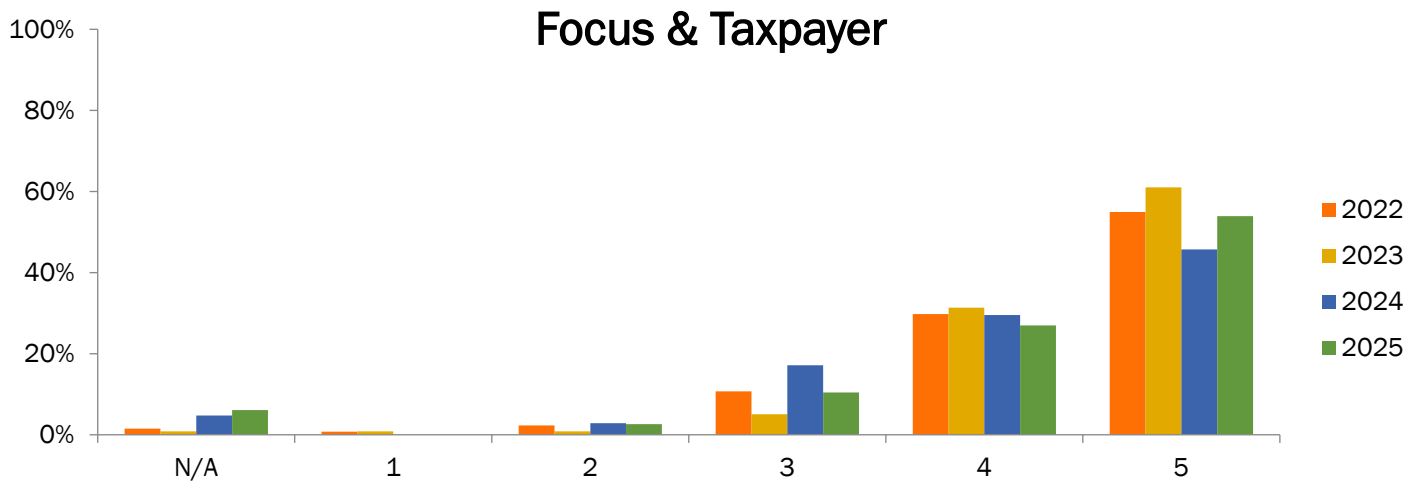
QUESTION 5. ON A SCALE OF 1 TO 5 (1 = NOT VALUABLE, 5 = VERY VALUABLE), HOW VALUABLE DO YOU FIND OUR IN-DEPTH REPORTS AND BUDGET BRIEFS (e.g. *This Land is Our Land, Under Pressure, State of Wisconsin 2023-25 Governor's Budget, and others*) Please select N/A if you are unfamiliar with this resource.

*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.



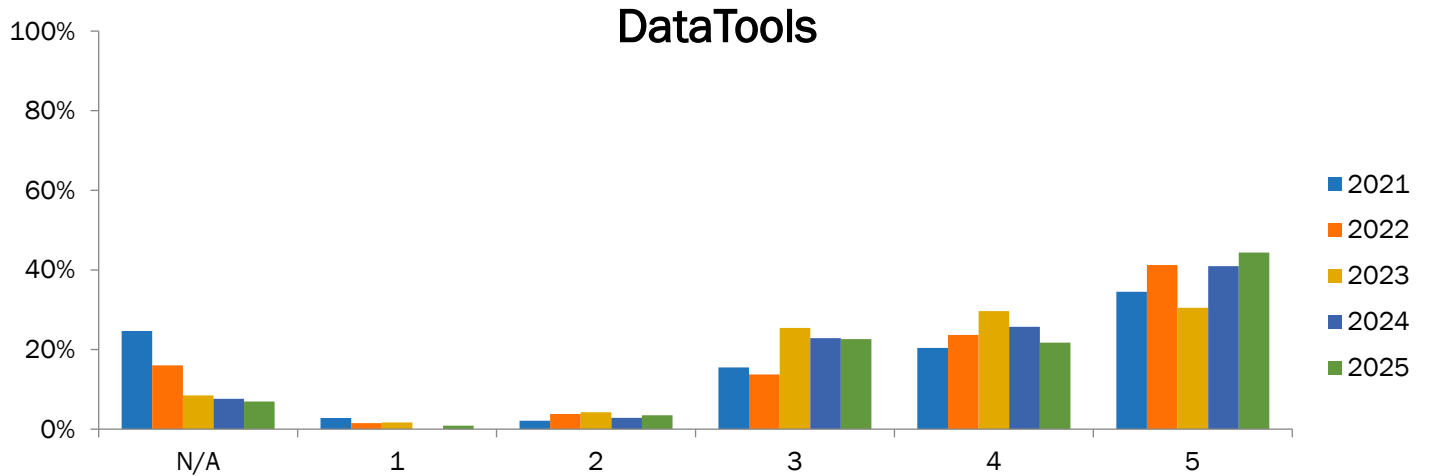
QUESTION 6. ON A SCALE OF 1 TO 5 (1 = NOT VALUABLE, 5 = VERY VALUABLE), HOW VALUABLE DO YOU FIND OUR SHORT POLICY BRIEFS (e.g. *teacher turnover, state budget, property taxes, and others*) Please select N/A if you are unfamiliar with this resource.

*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 2025 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.

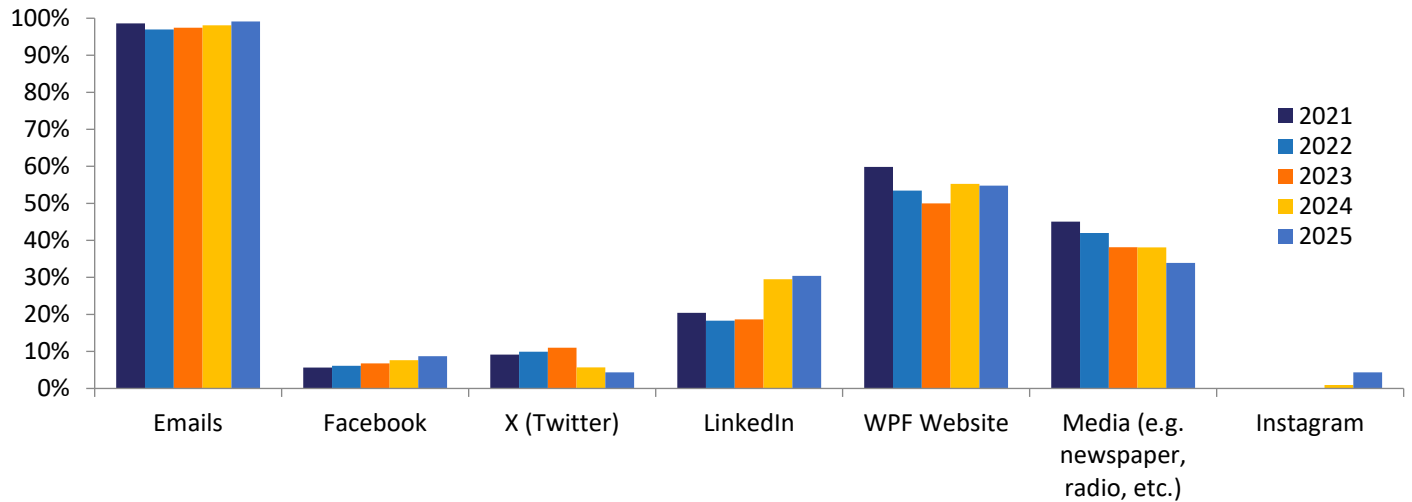


QUESTION 8. OPTIONAL: PLEASE COMMENT ON ANY OF THE RESOURCES LISTED IN QUESTIONS 5-7.

- Strong overall value: Reports and short policy briefs are viewed as credible, useful, and engaging—often beyond respondents’ immediate professional needs.
- Uneven awareness and use of data tools: Some rely on them heavily, but others forget they exist, pointing to a visibility and accessibility gap rather than a quality issue.
- Accessibility improvements needed: Users want easier navigation, downloadable datasets behind visuals, more current data, and concise summaries paired with tools.
- Expand scope and relevance: Requests include statewide analysis (not just Milwaukee), charter/private school data, and new dashboards (e.g., higher education).
- User-centered refinement opportunity: Better understanding how stakeholders use the tools—and aligning outputs with practitioner needs—could increase utilization and impact.

MEMBER SURVEY ON 2025 FORUM RESEARCH

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



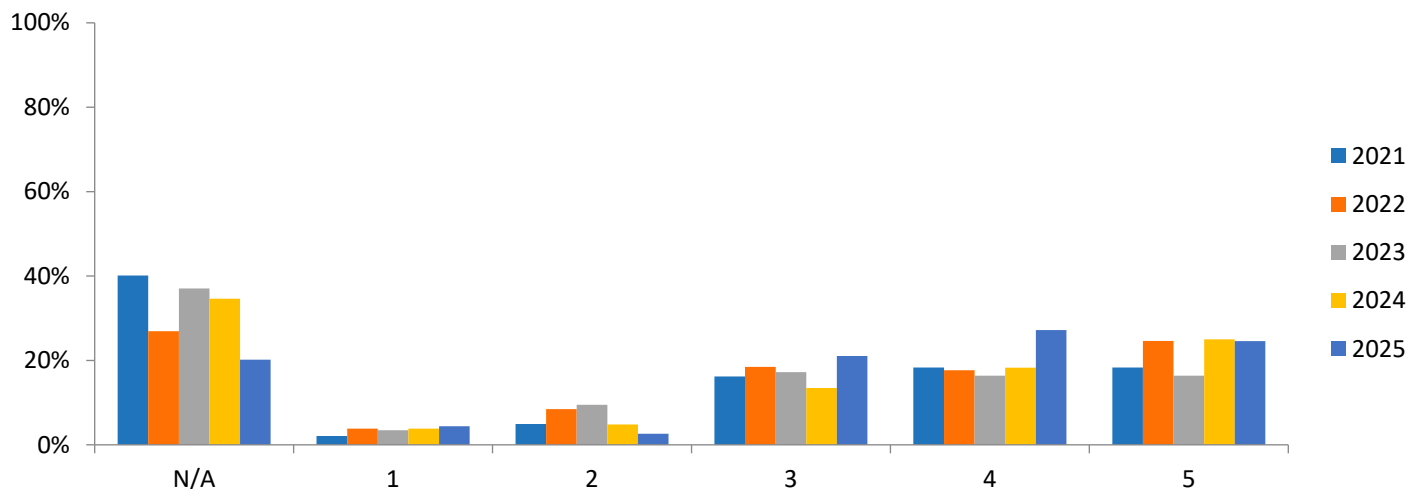
QUESTION 10. WE'RE ALWAYS LOOKING FOR NEW AND BETTER WAYS TO SHARE OUR RESEARCH. WHAT ADDITIONAL FORMATS OF COMMUNICATION WOULD YOU LIKE TO SEE US USE? (check all that apply)

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

- Events & in-person engagement (6)
- Emails (4)
- Video content/ explainers (3)
- Podcasts (2)
- Traditional/ print (2)
- Media partnerships (2)
- Interactive tools (2)
- Government stakeholder outreach (1)

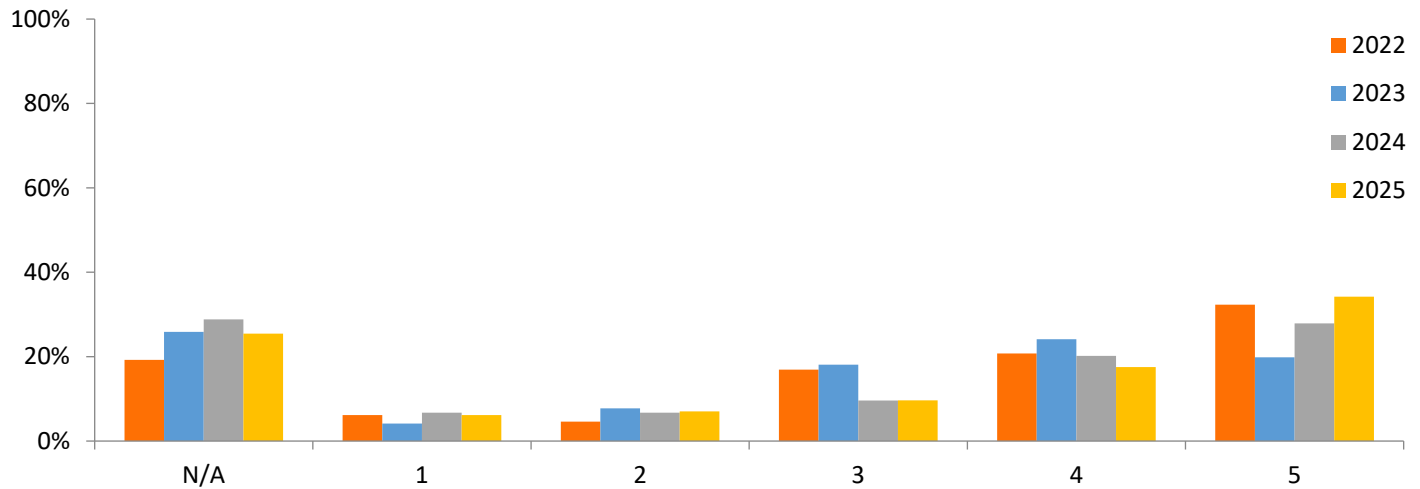
QUESTION 11. ON A SCALE OF 1 TO 5 (1 = NOT VALUABLE, 5 = VERY VALUABLE), HOW VALUABLE DO YOU FIND OUR VIRTUAL EVENTS? (e.g. Forum Friday) Please select N/A if you are not familiar with these events.

**This question was asked for the first time in 2021*



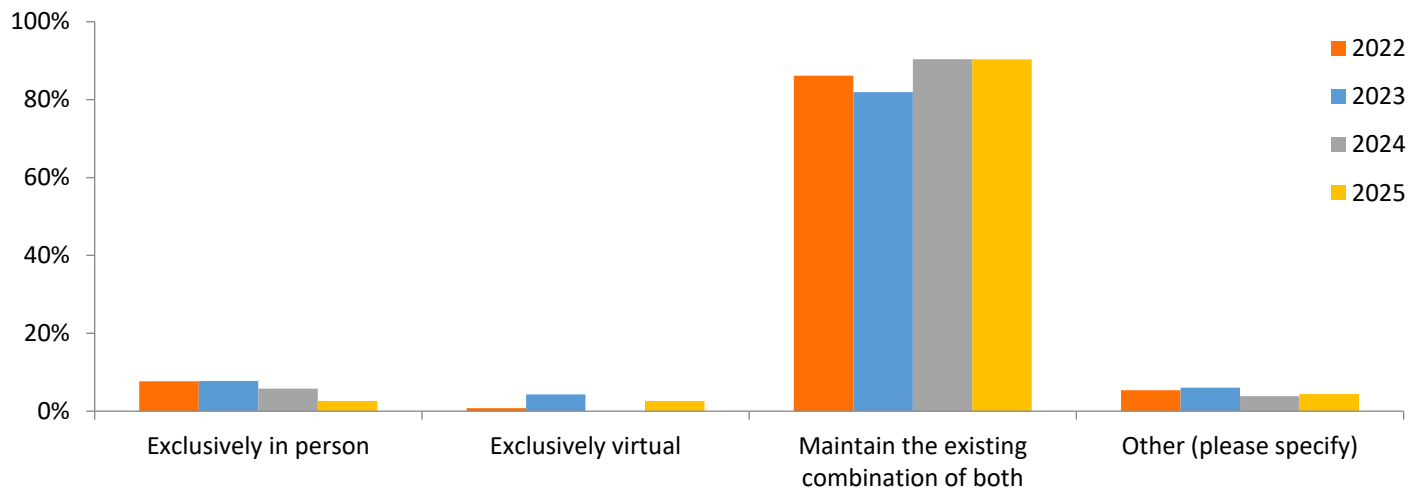
MEMBER SURVEY ON 2025 FORUM RESEARCH

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*



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

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



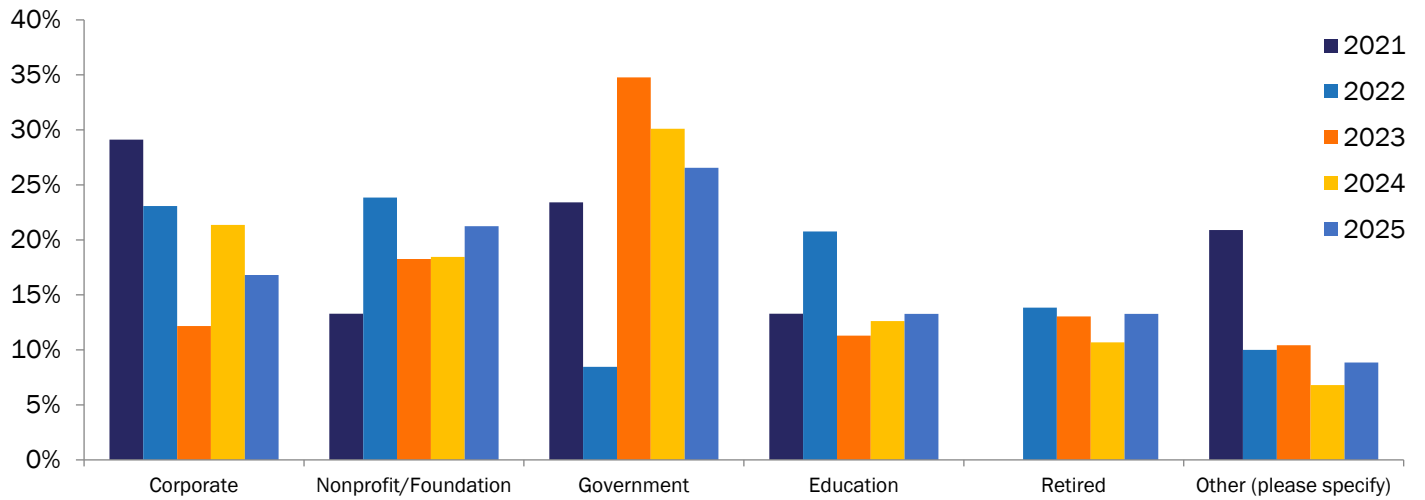
QUESTION 14. IS THERE ANYTHING ELSE YOU WOULD LIKE TO SHARE WITH US?

Summary: Feedback is overwhelmingly positive and mission-affirming. Respondents see the organization as credible and essential. The main opportunities lie in:

- Expanding statewide/rural relevance
- Deepening work on education and local government finance
- Strengthening engagement structures and event execution
- Maintaining clarity, accessibility, and balanced communication frequency.

MEMBER SURVEY ON 2025 FORUM RESEARCH

QUESTION 15. IN WHICH SECTOR DO YOU WORK?

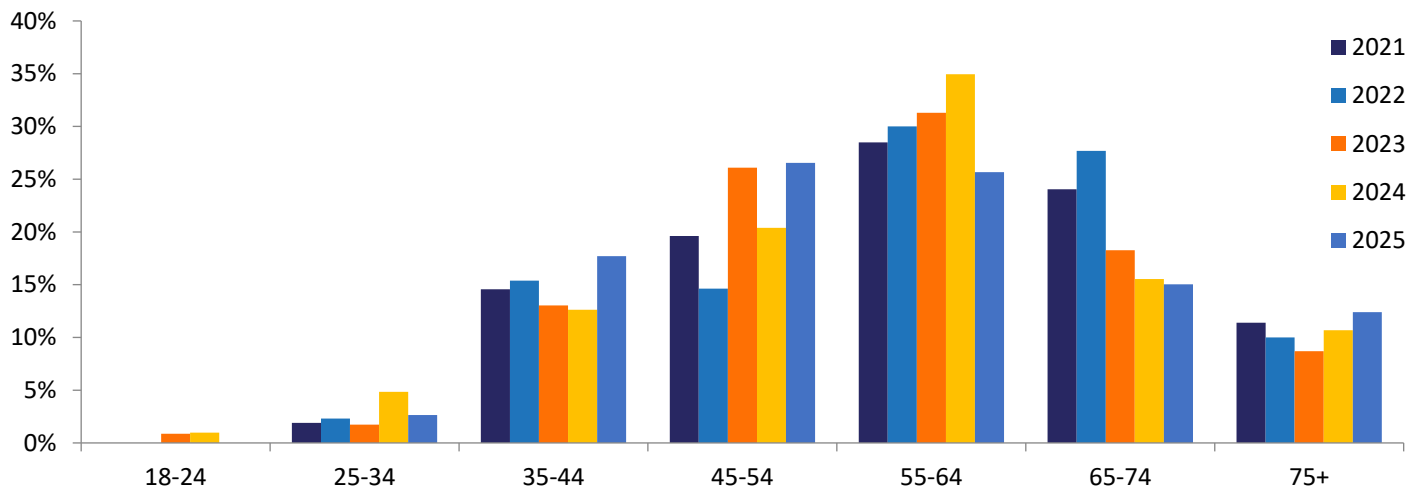


QUESTION 17. WITH WHAT OTHER CIVIC- AND RESEARCH-RELATED ORGANIZATIONS ARE YOU OR YOUR ORGANIZATION INVOLVED (E.G. CHAMBERS OF COMMERCE, TRADE ASSOCIATIONS, RESEARCH PUBLICATIONS, ETC.)?

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

- Chamber of Commerce/Business Alliances (18)
- Trade & Industry Associations (16)
- Local Government & Municipal Associations (15)
- Economic Development Organizations (9)
- Civic & Service Organizations (9)
- Nonprofit/ Philanthropic Organizations (8)
- Education & Universities (6)
- Public Policy & Research Organizations (5)
- Taxpayer/ Fiscal Advocacy Groups (3)
- Healthcare/ Human Services Organizations (3)
- Faith-Based Organizations (1)

QUESTION 18. WHAT IS YOUR AGE?



MEMBER SURVEY ON 2025 FORUM RESEARCH

APPENDIX 1: SAMPLING OF COMMENTS

- These reports are often interesting and valuable beyond their immediate usefulness to my agency
- As I live in Madison, in-depth research for Milwaukee is not of interest to me while what I have seen of Madison is highly suspect. Of more interest is research involving the entire state. Also, many people may read short summaries but reject longer reports entirely.
- Video tutorials that break down an issue in an easy to digest manner.
- As publisher of the Milwaukee Business Journal, a decade ago, we provided a significant spread to Forum research we felt our readership would benefit from. It was news coverage, so no cost. A partnership like that now would certainly advance the communication of the Forum.
- I'm hoping to attend the policy in a pub series - more informal events like this
- Keep doing great work. Bring together the Social Services subcommittee with more regularity.
- You all do excellent work and we appreciate you!
- Overall, I really appreciate the work that WPF produces and see it as a critical resource that informs discussions, decisions, and direction. Thank you for the work you do and the research you produce! It's an honor to serve on a committee to support this effort.
- Thanks for the great research you do for the Milwaukee community, and the state as a whole.
- Being in Northern Wisconsin, having the ability to attend virtually is very important to me.
- People outside of Milwaukee often decry Milwaukee arrogance. Madison too often receives that honor. For unity sake, please emphasize how much urban & rural as well as places of different sizes have in common. We must stand united. Divided we fall.