

A light blue silhouette of the state of Wisconsin is centered on the page. The text is overlaid on the map.

**WISCONSIN
PERCEPTION
RESEARCH
2016**



**WISCONSIN ECONOMIC
DEVELOPMENT CORPORATION**

WISCONSIN PERCEPTION RESEARCH METHODOLOGY

KEY GOALS

1

Quantifying existing perceptions of Wisconsin in the following areas:

Living (quality of life, cost of living, culture, etc.)

Working (career opportunities, work-life balance, etc.)

Doing Business (policy and legal environment, infrastructure, supply chain, etc.)

2

Evaluating three potential messaging statements that might be used to promote Wisconsin in the future:

Ever Forward

Thinkers. Makers. Doers.

Discover Next

AUDIENCE PROFILE

		TOTAL SAMPLE n=2611		
		GENERAL POPULATION	BUSINESSES	INVESTORS
GEOGRAPHY	WISCONSIN	n=600	n=321	n=41
	SURROUNDING STATES	n=600	n=203	
	NATIONAL	n=600	n=204	n=42
AGE*	MILLENNIALS (born 1981-1996)	n=600	Businesses (n=728) • Business leaders in senior leadership role (VP and higher) • Involved in major decisions for business • Sales revenue of \$5MM+ (or predicted revenue of that amount in 5 years, if business is less than 2 years old) • Non-retail businesses	
	GENERATION X (Born 1965-1980)	n=600		
	BABY BOOMERS (Born 1946-1964)	n=600		

*n=200 per geography

- General Population (N=1800): Margin of error of $\pm 2.25\%$ at the 95% confidence level
- Businesses (N=728): Margin of error of $\pm 3.59\%$ at the 95% confidence level
- Investors (N=83): Margin of error of $\pm 10.8\%$ at the 95% confidence level

SURVEY METHOD

Research was gathered through an online survey.



Respondents were recruited through a variety of methods, including a panel sample, partner databases and procured lists.

WISCONSIN HAS OPPORTUNITY TO RETAIN AND RECRUIT MILLENNIALS



Residents outside the state are more likely than Wisconsinites to move for a job.

And, the likelihood that millennials from surrounding states would consider moving to Wisconsin was as high as 49%.



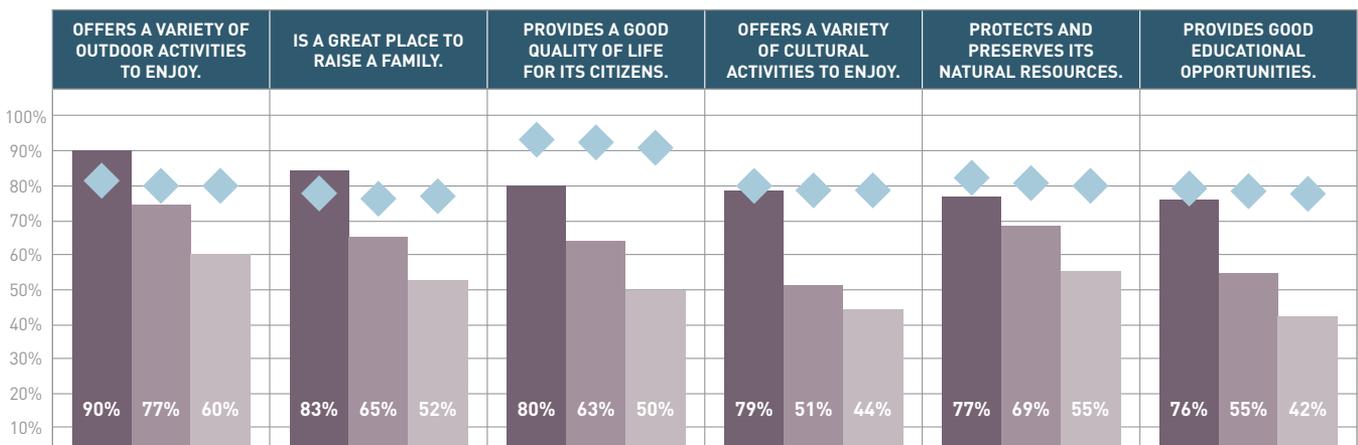
Just as encouraging, we learned that 60% of Wisconsin residents are committed to our state for job opportunities.

Not surprisingly, when asked what top images of Wisconsin come to mind, the general population outside our state responded:

COLD WINTER CHEESE
 BEAUTIFUL LAKES
PACKERS
 DAIRY FARMS
 GREAT OUTDOORS
 NATURAL BEAUTY

WISCONSIN RANKING WHEN CHOOSING STATE TO LIVE OR WORK

Wisconsin Surrounding States National Attribute Importance

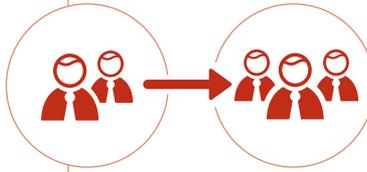


WISCONSIN HAS AN ATTRACTIVE BUSINESS CLIMATE



With our welcoming business climate, 61% of business respondents outside of Wisconsin would consider expanding their operations to our state.

Expressing **strong enthusiasm** and a **positive outlook**, 77% of Wisconsin business respondents would consider **expanding in the state**.



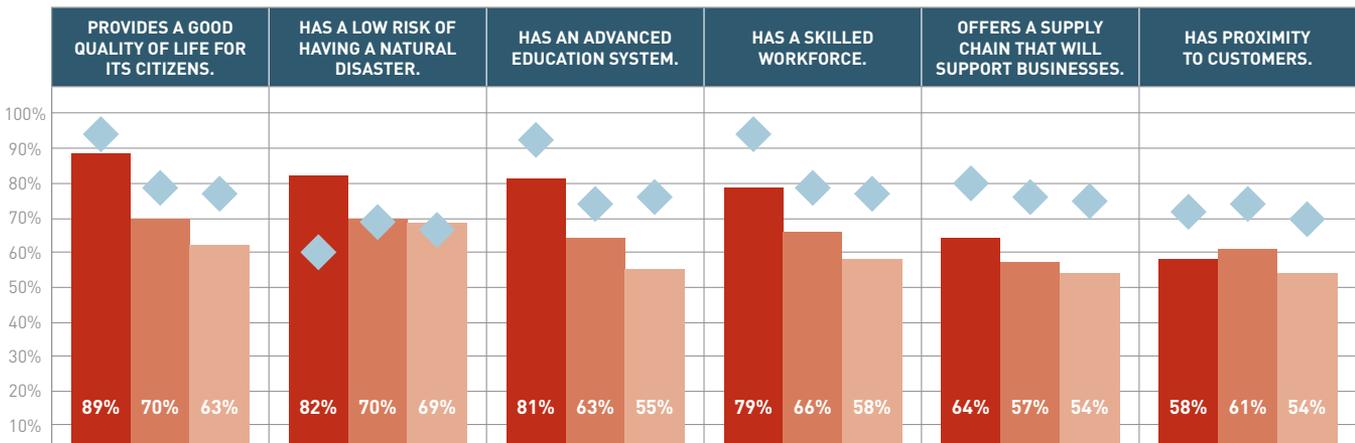
Wisconsin **ranks high** on the **majority of attributes** important when making a decision on where to do business.

Similar to the general population's images of Wisconsin, outside businesses also reinforced existing perceptions of our state:

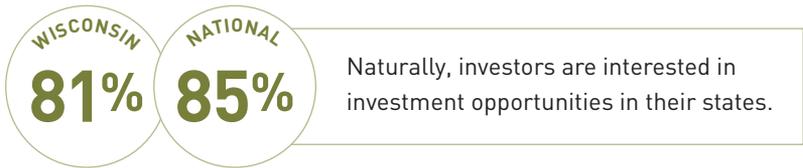
NATURAL BEAUTY
A NICE STATE
 COLD WINTERS
CHEESE
 GREAT PLACE TO WORK
 DAIRY FARMS
 PACKERS

WISCONSIN RANKING WHEN CHOOSING A STATE FOR BUSINESS

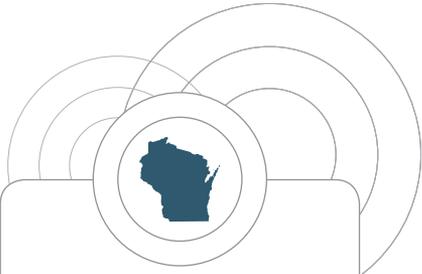
Wisconsin Surrounding States National Attribute Importance



INVESTORS IN WISCONSIN REPRESENTATIVE OF NATION



WITH **50%** EXPRESSING INTEREST INVESTING IN WISCONSIN.

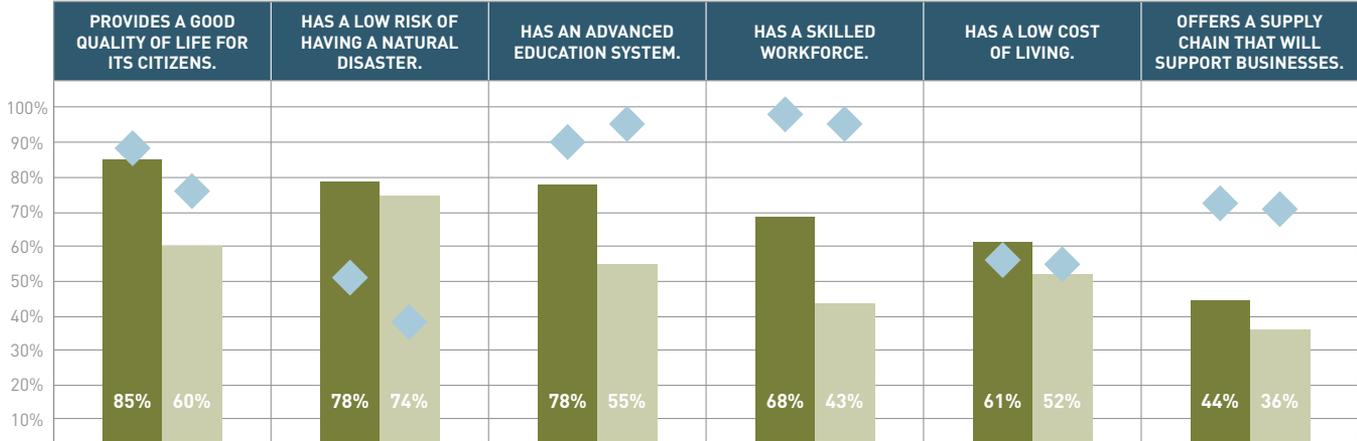


For investors outside of our state, existing perceptions are reinforced and expanded to include additional positive images:

CHEESE
GOOD PACKERS
SCHOOLS
 GOOD PEOPLE
DAIRY FARMS
 COLD WINTERS
 BEAUTIFUL LAKES

WISCONSIN RANKING WHEN CHOOSING A STATE FOR INVESTMENT

Wisconsin National Attribute Importance



WHAT MESSAGE RESONATED THE BEST ACROSS ALL AUDIENCES?

Three messages were surveyed:

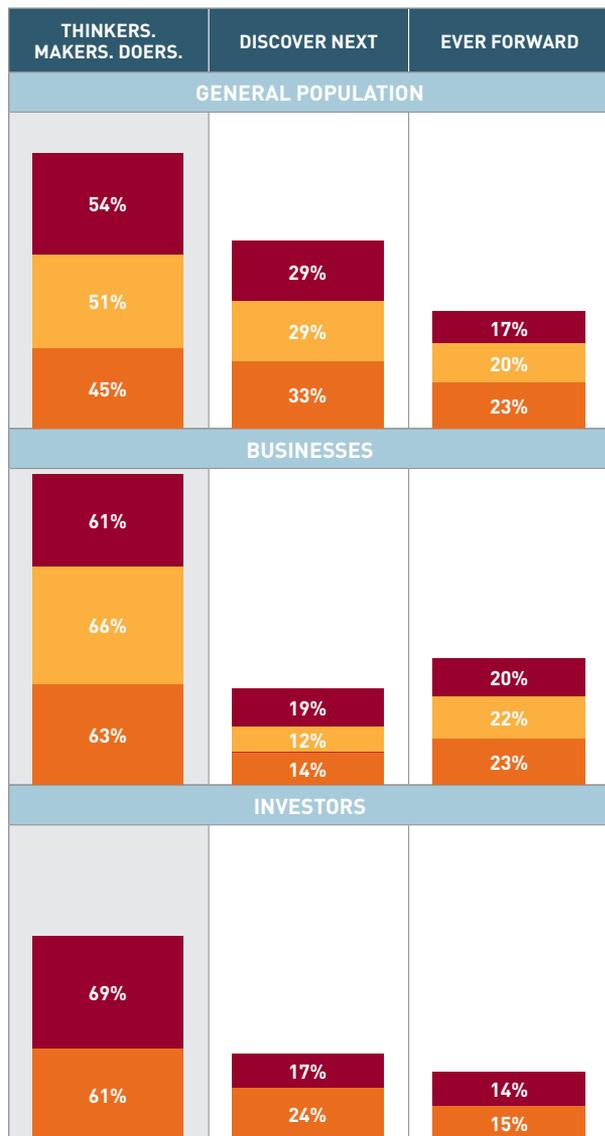
- **Thinkers. Makers. Doers.**
- **Discover Next**
- **Ever Forward**

The goal was to learn which message best delivered on the following:

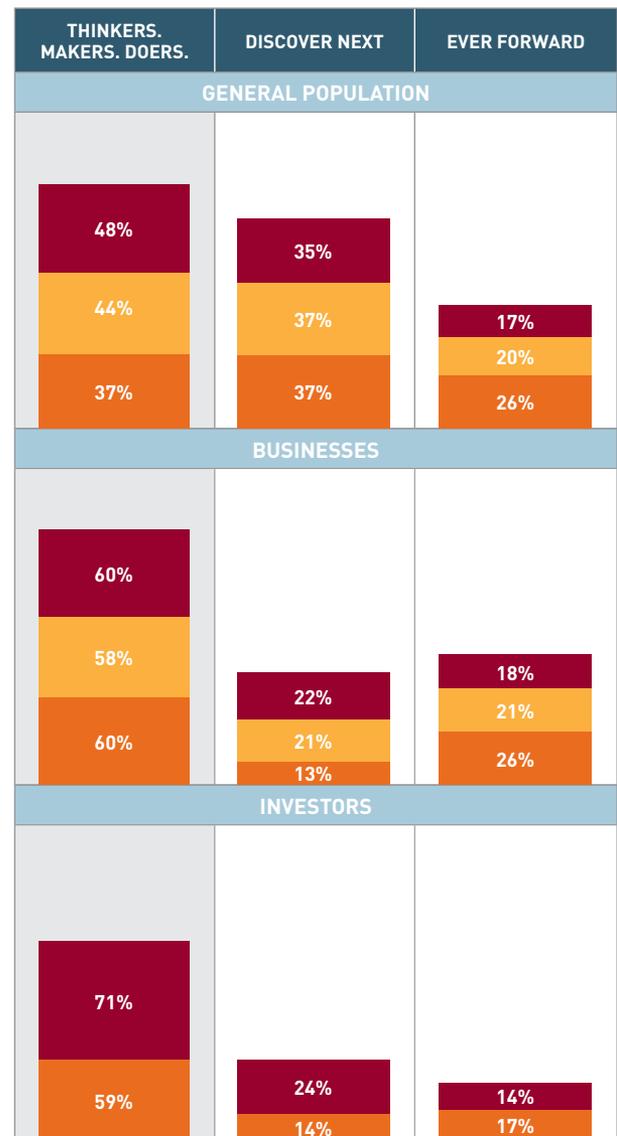
- Relevant in selecting a state
- Believable about Wisconsin
- Actionable in motivating you to learn more

■ Wisconsin
 ■ Surrounding States
 ■ National

WHICH MESSAGE IS MOST RELEVANT WHEN SELECTING A STATE?

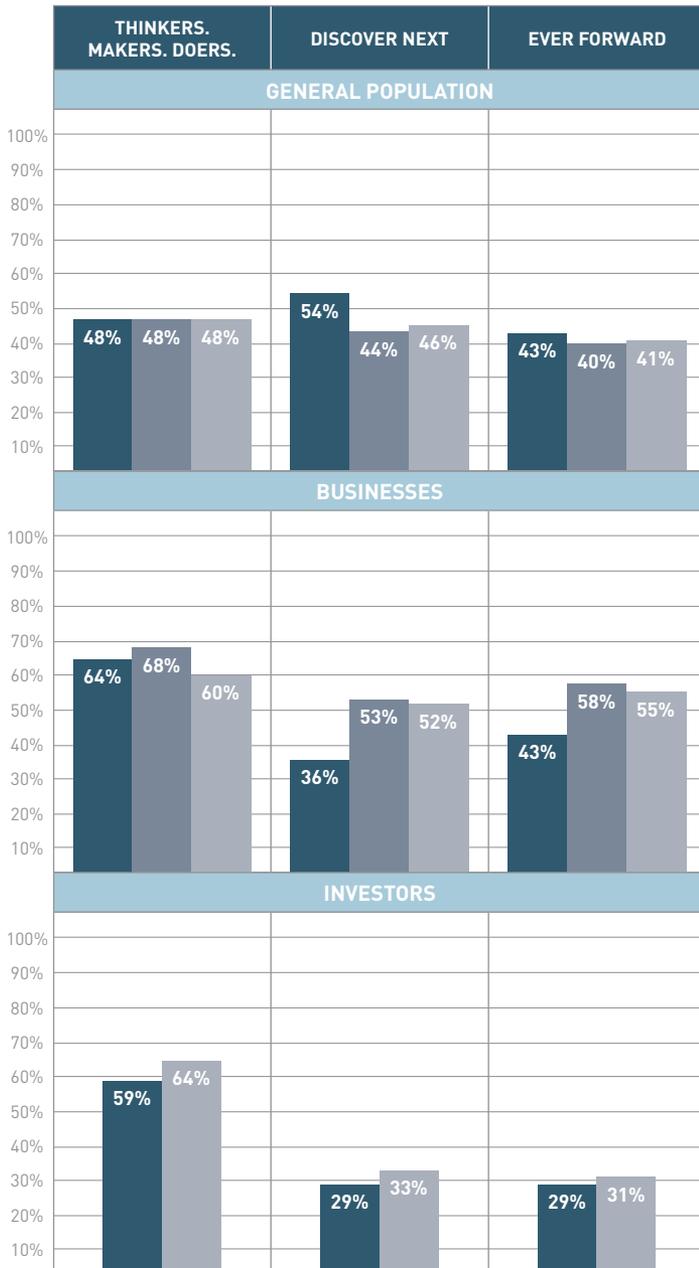


WHICH MESSAGE DO YOU MOST PREFER FOR WISCONSIN?



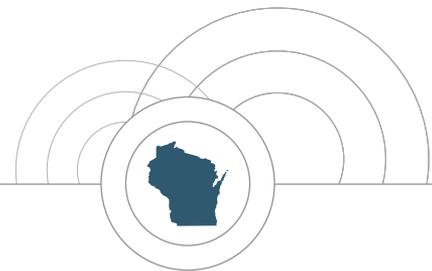
Wisconsin Surrounding States National

WHICH MESSAGE MAKES ME WANT TO LEARN MORE ABOUT WISCONSIN?



ACROSS ALL GROUPS: GENERAL POPULATION, BUSINESSES AND INVESTORS

THINKERS. MAKERS. DOERS. RANKED THE MOST PREFERRED BY NEARLY 2X.



REASON FOR FAVORITE MESSAGE?

GENERAL POPULATION:

“Thinkers. Makers. Doers.” had a general appeal, conjured images of making things happen, and was consistent with how respondents thought of the people in the state.

BUSINESSES:

Businesses liked the active, ‘getting things done’ attitude of the message.

INVESTORS:

Investors referenced education, “thinkers” represents universities; business/technology and the ‘getting things done’ attitude of the message.



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