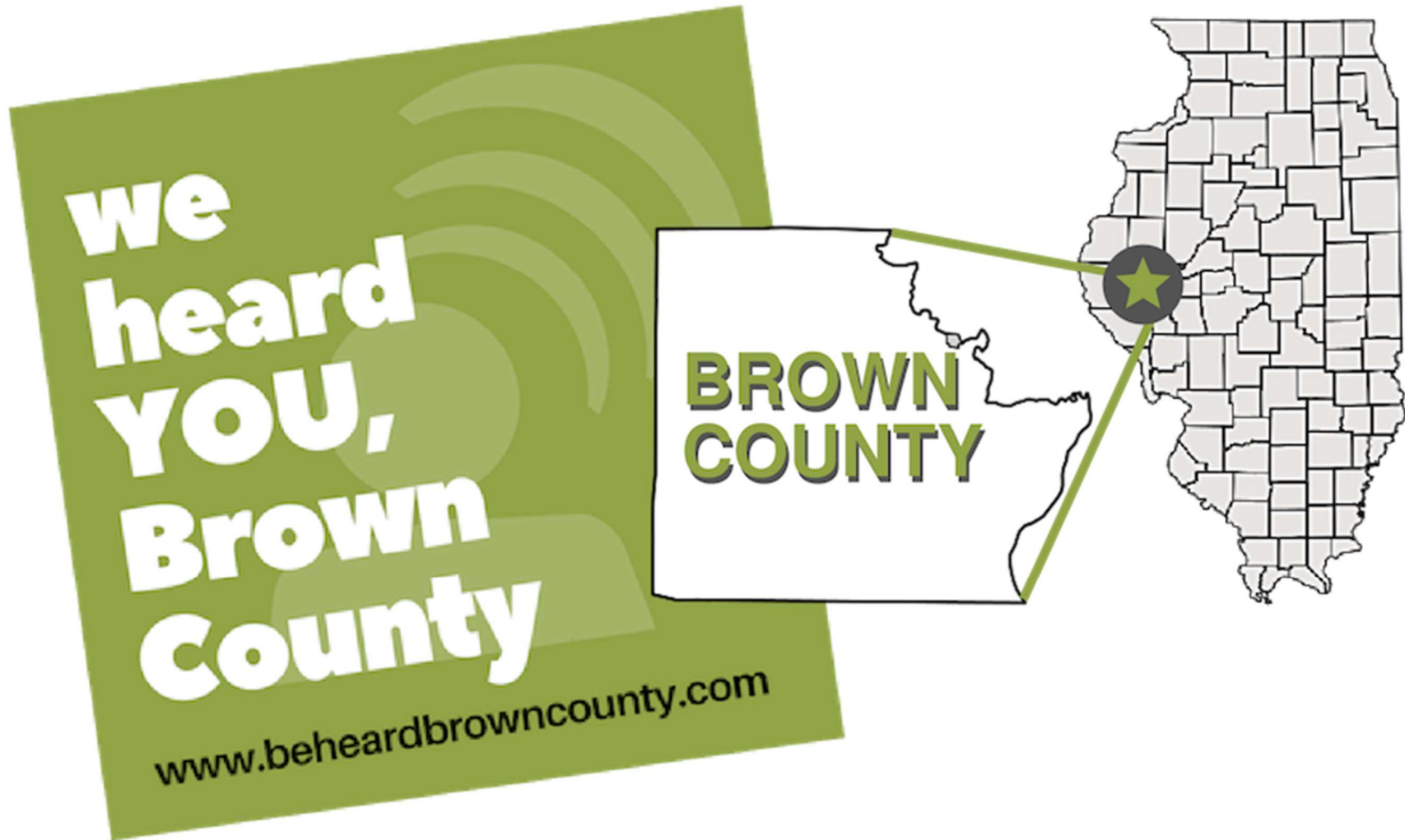


# 2018 BROWN COUNTY COMMUNITY SURVEY

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January 16, 2019

[www.beheardbrowncounty.com](http://www.beheardbrowncounty.com)

## ACKNOWLEDGEMENTS

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### ADVISORY COMMITTEE

Jean Buckley

Billie Burge

Megan Costigan

Candy Knight

Karla Metz

John Oliver

Dan Teefey

Tim Woodward

### CONSULTANT TEAM

*me***STRONG**inc.

Maggie E. Strong, MBA, Principal & Project Director

Earl Bricker, Independent Consultant

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# BACKGROUND AND OBJECTIVES

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## BACKGROUND

The Tracy Family Foundation selected meSTRONG, inc., Maggie E. Strong and Earl Bricker, to develop and conduct a community survey of Brown County, Illinois. meSTRONG, inc., provided the following services:

1. Develop a research-based strategic plan for collecting Brown County residents' opinions,
2. Design appropriate survey methods and tools,
3. Administer the survey throughout the community,
4. Compile and analyze responses,
5. Gather census data and relevant public records, and
6. Compile a final report.

The Tracy Family Foundation was established in 1997 by the Robert and Dorothy Tracy Family. The Tracy Family Foundation exists to advance innovative, collaborative, and sustainable change in communities and to cultivate a philanthropic spirit in all generations of the Robert and Dorothy Tracy family. They do this by providing resources to organizations that foster the values of the Robert and Dorothy Tracy family - family, faith, education, leadership, and community. The Foundation seeks to proactively strengthen Brown County in Illinois and the surrounding Region by investing in the education, youth, families, and the capacity of these communities.

TFF strives for Brown County to be recognized as a “magnet community” – one in which people of all ages desire to live, work, raise a family, and settle into their golden years. As a part of this work, TFF has directly conducted or funded Brown County Community Surveys in 2000, 2005, 2007 and 2013. TFF and other community leaders use the survey reports to determine community focus areas for future work and to measure changes in community attitudes and priorities.

## OBJECTIVES

The purpose of the 2018 Brown County Community Survey is to:

1. Understand what Brown County residents think about life, work, and play in Brown County,
2. Gather data showing residents' perception of progress (or lack of) made over the past decade, and
3. Equip community stakeholders with current demographic data to assist them in making informed decisions about future work.



## PURPOSE

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### PURPOSE

As the purpose of this community assessment was to collect information, analyze and organize it in a readable report, the information in this report is intentionally provided without comment. While we pulled out respondents' comments to reinforce data from the survey and secondary sources, there were many more that could not be included for reasons of space.

In other words, this is not a strategic plan but certainly provides a great deal of information that could be examined in the development of such plans. It is our hope that Brown County, the municipalities within it, other units of government like the Mt. Sterling Park District and the Brown County Public Library District, community groups like Action Brown County, and funders like the Tracy Family Foundation study these results – including the more lengthy appendixes – in order to identify what can be addressed. Take some pride in those items which are clearly positive (strengths) and look closely at the less positive (weaknesses) to see what might be done. A key word to keep in mind as you review this report in the context of how you or your organization(s) can use the information is **actionable**. How can the much-desired Mexican restaurant become reality – perhaps by visiting one of the four such restaurants in Quincy to see if they might consider opening a second location?

Use this report as a way to generate new ideas. If the perception shows that there is not enough parking in uptown Mt. Sterling how can that be rectified? If the lack of volunteers threatens the existence of community organizations, how can that trend be reversed? If the younger generation would like to see more community events, how to you engage them in planning?

In the section that summarizes the focus groups which met as part of this process we noted that they were organized around seven channels of community culture. We used only the top layer of that theory, the seven channels, as a framework for discussion. The originator of this thinking suggests that when leaders in all those channels and institutions are working together toward a common goal, collaborating to bring creativity and innovation from their different disciplines, communities start to change.

So use this information first and foremost, but consider using it collaboratively if changing a situation is your objective.

## METHODOLOGY

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To conduct this evaluation, meSTRONG, inc., (Maggie E. Strong and subcontractor Earl Bricker) used a community assessment process that includes data collection from both primary and secondary sources. We recruited an advisory committee to provide feedback on the survey and data collection techniques soliciting representation from Tracy Family Foundation, Action Brown County, Brown County Board, City of Mt. Sterling, Village of Versailles, Dot Foods, and other representatives from the business community.

Primary data collection was gathered primarily through a survey which was disseminated both electronically and by taking advantage of community events which drew a large number of residents, such as the Brown County Fair in early August, home football game on August 30<sup>th</sup>, and the annual Mt. Sterling Fall Festival and Homecoming Parade on September 21<sup>st</sup> and 22<sup>nd</sup>. At these public events we provided space for people to complete the assessment on site and handed out magnets to encourage completion online at a later time. To generate interest we offered a small incentive - \$1 off coupons for popular Brown County businesses including Tastee Treat, Free Press Coffee, and Renee's Place.

We worked with the Brown County School District to promote a separate online survey for students in grades 9-12. This survey contained many of the same questions as the public survey with some added focus on future plans. Megan Costigan and Dan Teefey visited Brown County High School on October 9<sup>th</sup> to invite students to fill out the survey between classes.

Promoting the electronic survey option was conducted through Action Brown County's Facebook page and paying to 'boost' the post to reach as many people in Brown County as possible.

The survey incorporated many of the survey questions used in 2005 and 2013 in order to measure any changes in aggregate responses. In addition, since so much of the value in community assessments comes from responses to open-ended questions and since getting those responses is always difficult, we incorporated focus groups into the process.

Participants were recruited by identifying core constituencies including faith and nonprofit leaders; elected officials; young professionals; business owners; etc. We also reviewed past Brown County surveys and other reports to mine relevant data.

The secondary data included in this report is from a variety of sources with county-level data available such as the U.S. Census Bureau, County Health Rankings, U.S. Bureau of Economic Analysis, Illinois Department of Revenue, Illinois Department of Employment Security, Illinois State Board of Education, and other information sources.

Please note: One complication with data derived from state and federal sources is the fact that quartered populations – prison, Mental Health Center housing – is included in the total which skews certain data such as race, ethnicity, and income, among others.

## COUNTY PROFILE - OVERVIEW

### OVERVIEW

In 2016, Brown County had a population of 6,836 people with a median age of 37.4 and a median household income of \$52,500. Between 2015 and 2016, the population declined slightly and the median household income grew. In comparison with neighboring counties – Adams, Cass, Pike, and Schuyler – Brown County’s median population is lower and median income is higher than all of them.

The presence of the Western Illinois Correctional Center and the practice of the U.S. Census to include quartered populations in their data collection complicates the reporting of demographic information. Counties like Brown which have a significant number of quartered populations, reporting accurate demographic data is virtually impossible. In addition to population, race and ethnicity numbers are definitely skewed and possibly median age. However, it appears that the numbers are reported to the census bureau in aggregate without affecting other categories like household income and poverty rate. Information available from the Illinois Department of Corrections website includes the name, home county, crime, and race/ethnicity of each inmate but nothing related to age.

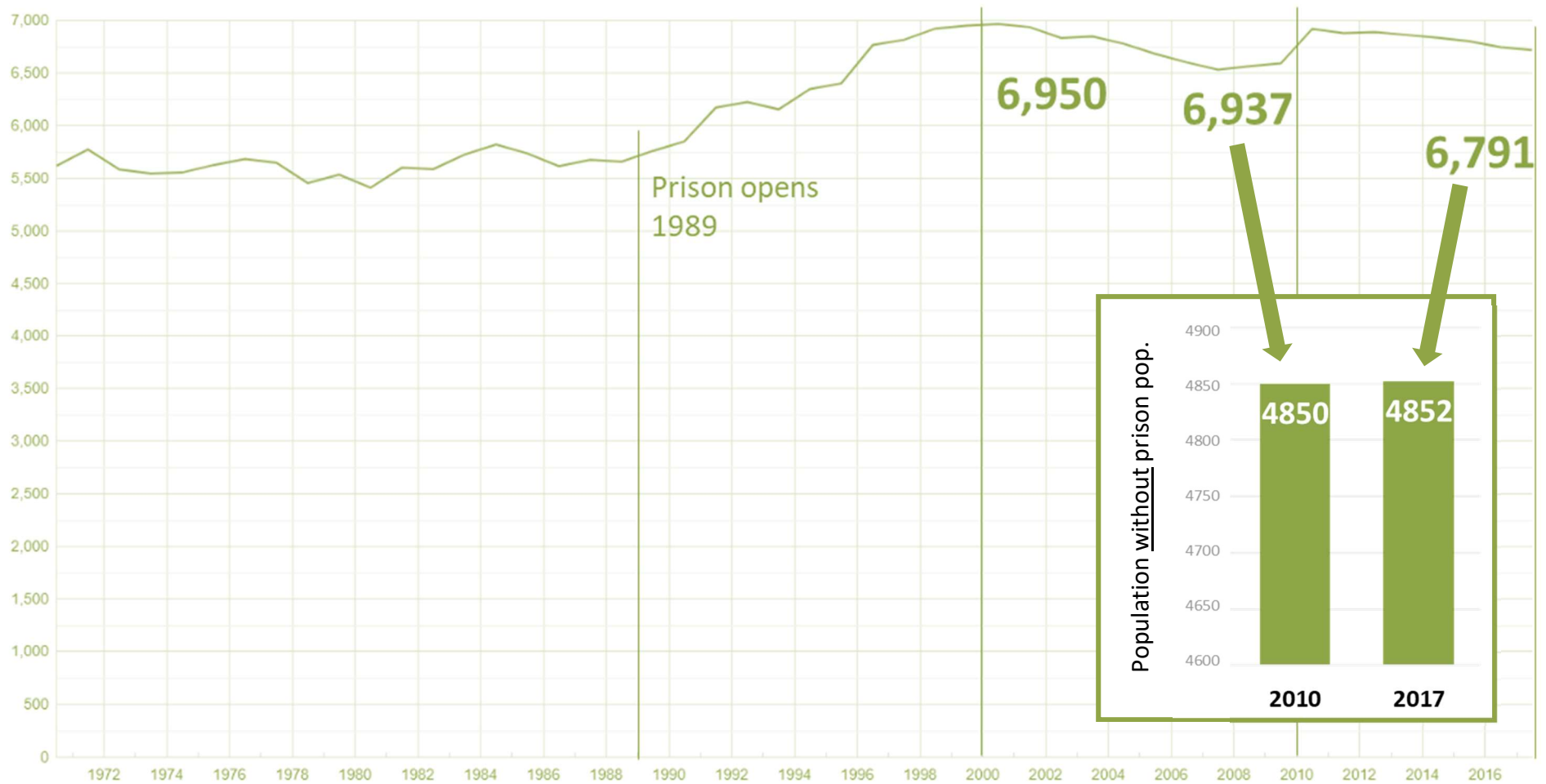
Brown County			Illinois		
Population	Median age	Median Household Income	Population	Median Age	Median Household Income
6,836	37.4	\$52,500	12.8M	37.9	\$60,960
0.34% decline		3.47% growth			2.3% growth
Poverty Rate	# of Employees	Median Property Value	Poverty Rate	# of Employees	Median Property Value
11.7%	2,643	\$87,400	13%	5.98M	\$186,500
	4.65% decline	1.86% growth	0.53% growth		3.44% growth

Source: ACS 5-year estimate U.S. Census Bureau, Data USA 2016

# COUNTY PROFILE - DEMOGRAPHICS

## POPULATION

The 2017 estimated population of Brown County is 4,852 (6,791 – 1,939 WICC population). At the end of September 2018, the Western Illinois Correctional Center (WICC) population was 1,272 inmates. The presence of the Western Illinois Correctional Center and the practice of the U.S. Census to include quartered populations in their data collection complicates the reporting of demographic information.

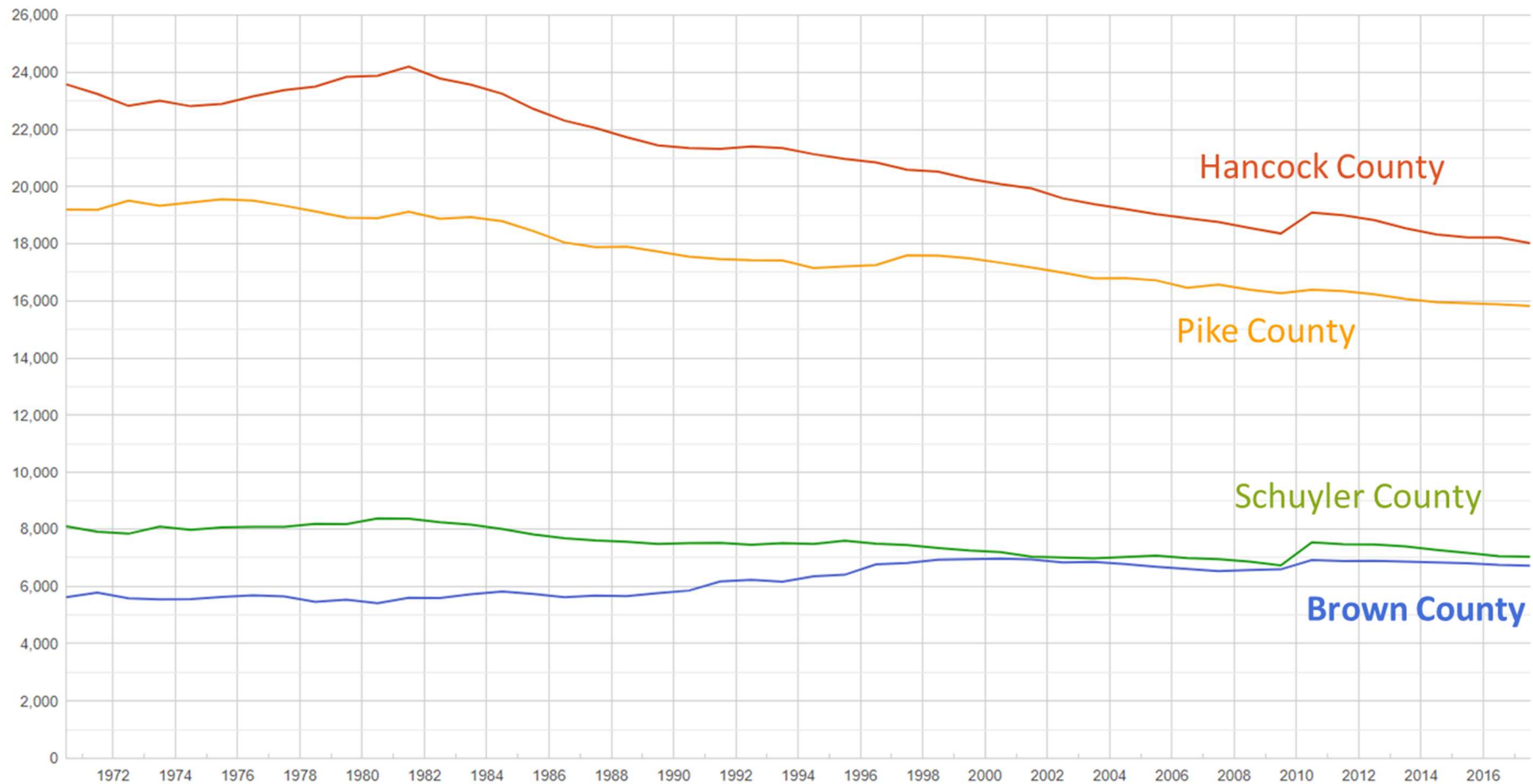


Source: ACS 5-year estimate U.S. Census Bureau, Data USA 2016

# COUNTY PROFILE - DEMOGRAPHICS

## POPULATION COMPARISON

Comparing the population trends with neighboring counties, it would appear that Brown County is trending upwards. Hancock County has seen a significant decrease in its population over time as has Pike County albeit not so dramatically. The prison population once again complicates this analysis. However, while the presence of the correctional center might affect efforts like this county assessment, there are likely benefits to be derived from inmates being included in the census for those state and federal programs which are allocated based on population.

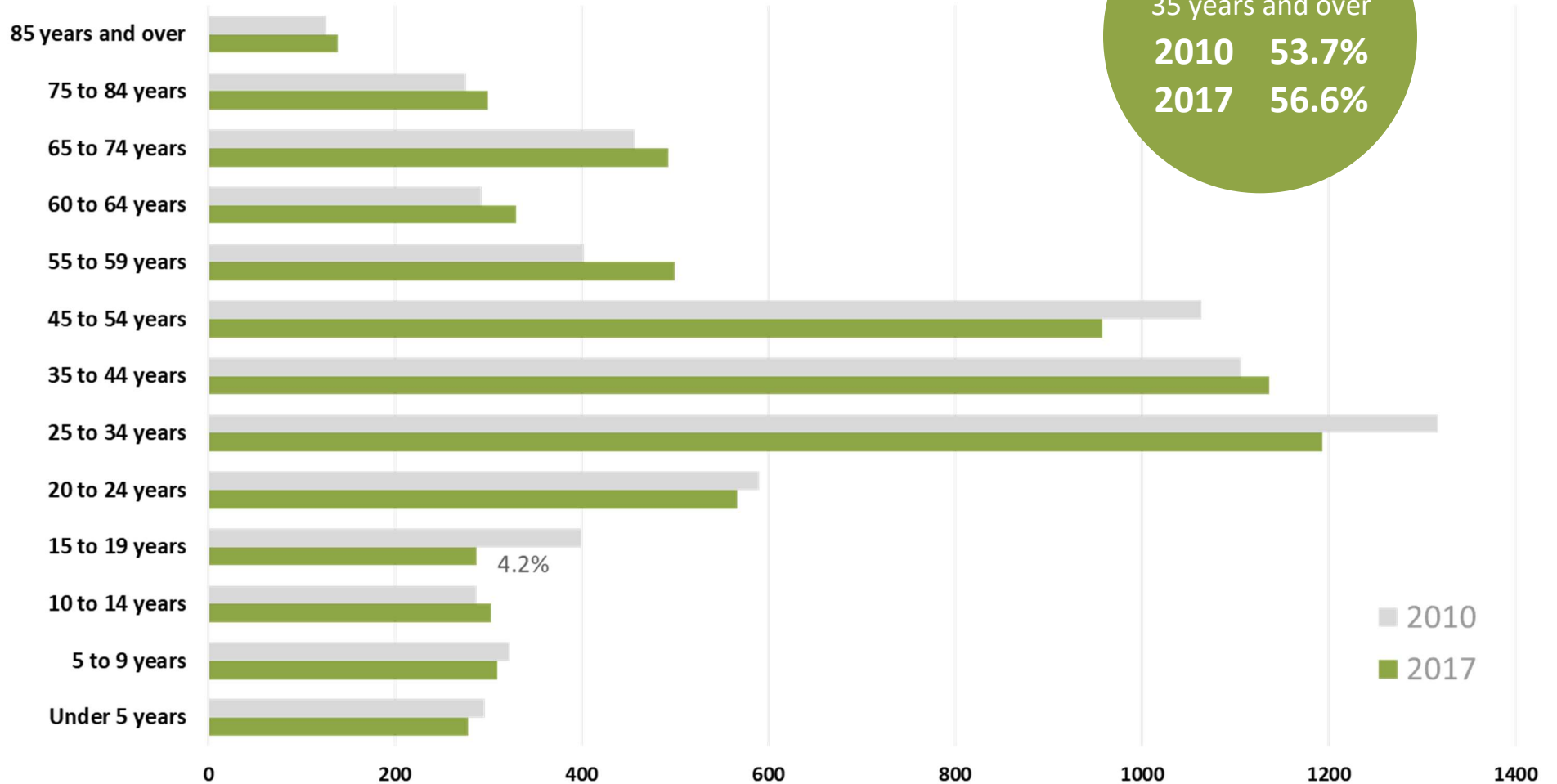


Source: ACS 5-year estimate U.S. Census Bureau

# COUNTY PROFILE - DEMOGRAPHICS

## AGE STRUCTURE 2010 & 2017

As with so many rural counties in the State of Illinois and across the country, the population in Brown County is aging. This trend is evident in declining school enrollment shown later in this report.



Population  
35 years and over  
**2010 53.7%**  
**2017 56.6%**

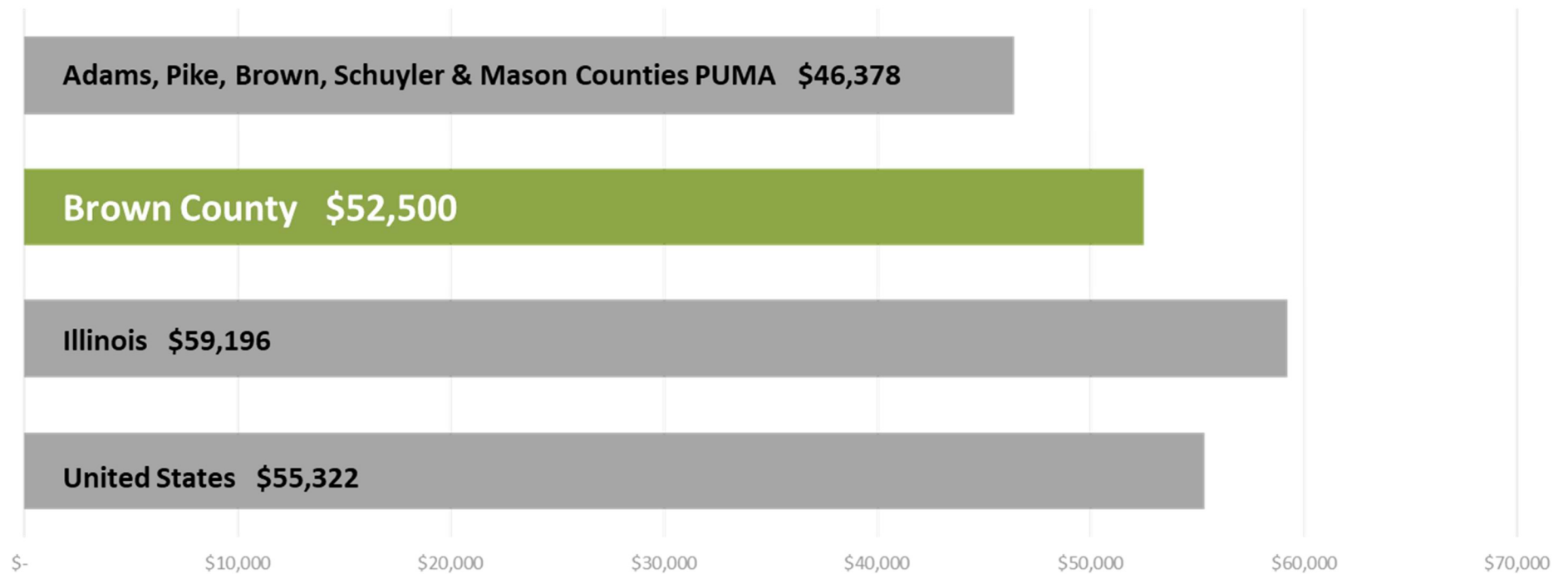
Sources: U.S. Census Bureau 2000 & 2010 Census  
2013-2017 American Community Survey 5-Year Estimates

## COUNTY PROFILE - INCOME AND POVERTY

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### MEDIAN HOUSEHOLD INCOME

In 2016, the median household income in Brown County was \$52,500, a number that is higher than the Public Use Microdata Area (PUMA) average of Adams, Pike, Brown, Schuyler, and Mason Counties, but lower than the Illinois median income of \$59,196 and U.S. median income of \$55,322.



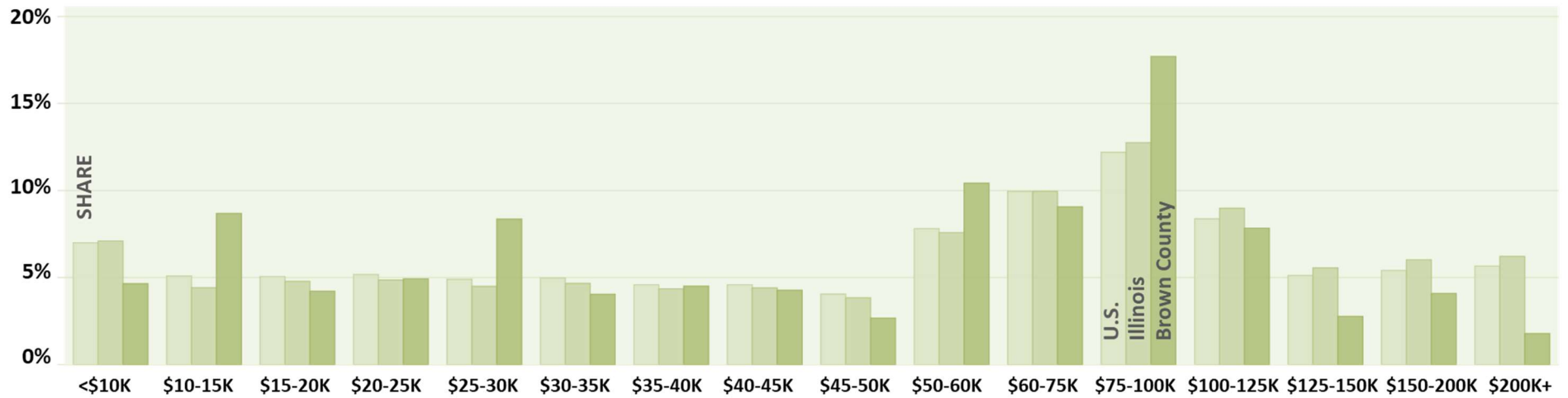
Source: ACS 5-year estimate U.S. Census Bureau, Data USA 2016

# COUNTY PROFILE - INCOME AND POVERTY

## HOUSEHOLD INCOME

In 2016, the median household income of the 2,130 households in Brown County grew to \$52,500 from the previous year's value of \$50,739.

This chart displays the households in Brown County distributed between a series of income buckets compared to the national and State of Illinois averages for each bucket. The largest share of households have an income in the \$75-\$100k range.



Source: ACS 5-year estimate U.S. Census Bureau, Data USA 2016

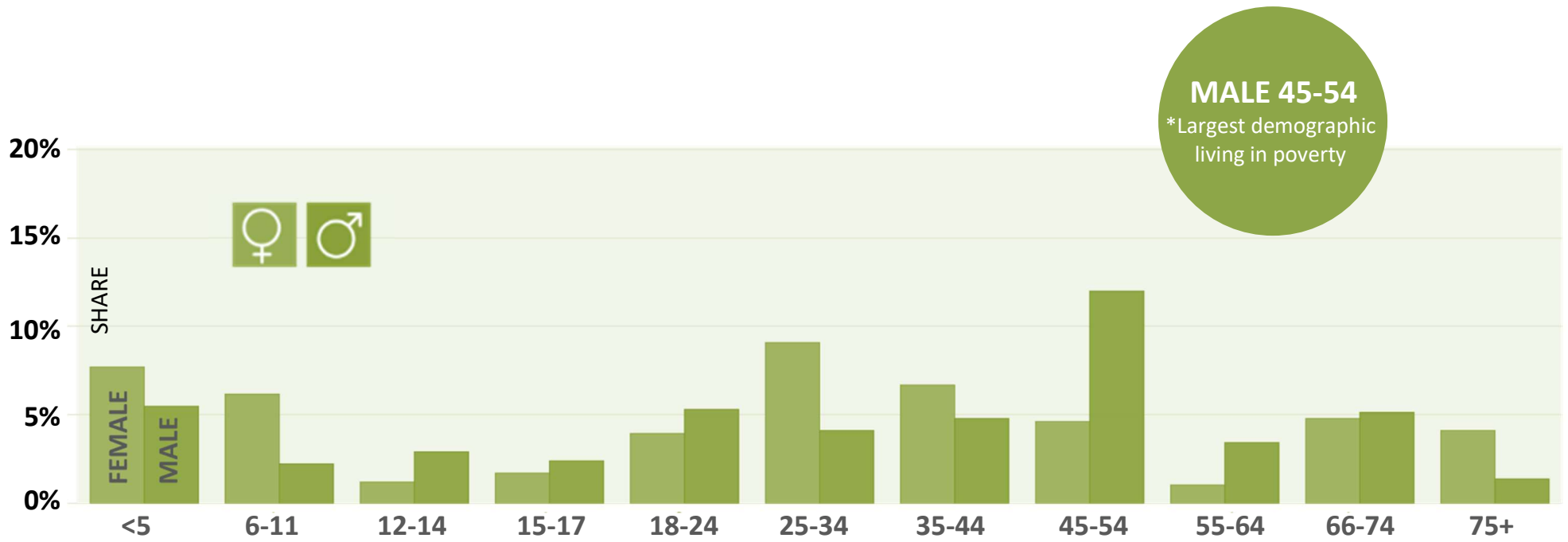


# COUNTY PROFILE - INCOME AND POVERTY

## POVERTY BY AGE AND GENDER

In 2016, 11.7% of the population for whom poverty status is determined in Brown County (591 out of 5,047 people) number that is lower than the national average of 14%. The largest demographic living in poverty is Male 45-54 (presence of the Western Illinois Correctional Center), followed by Female 25-34 and then Female age 5 and younger.

live below the poverty line, a (\*which is likely impacted by the



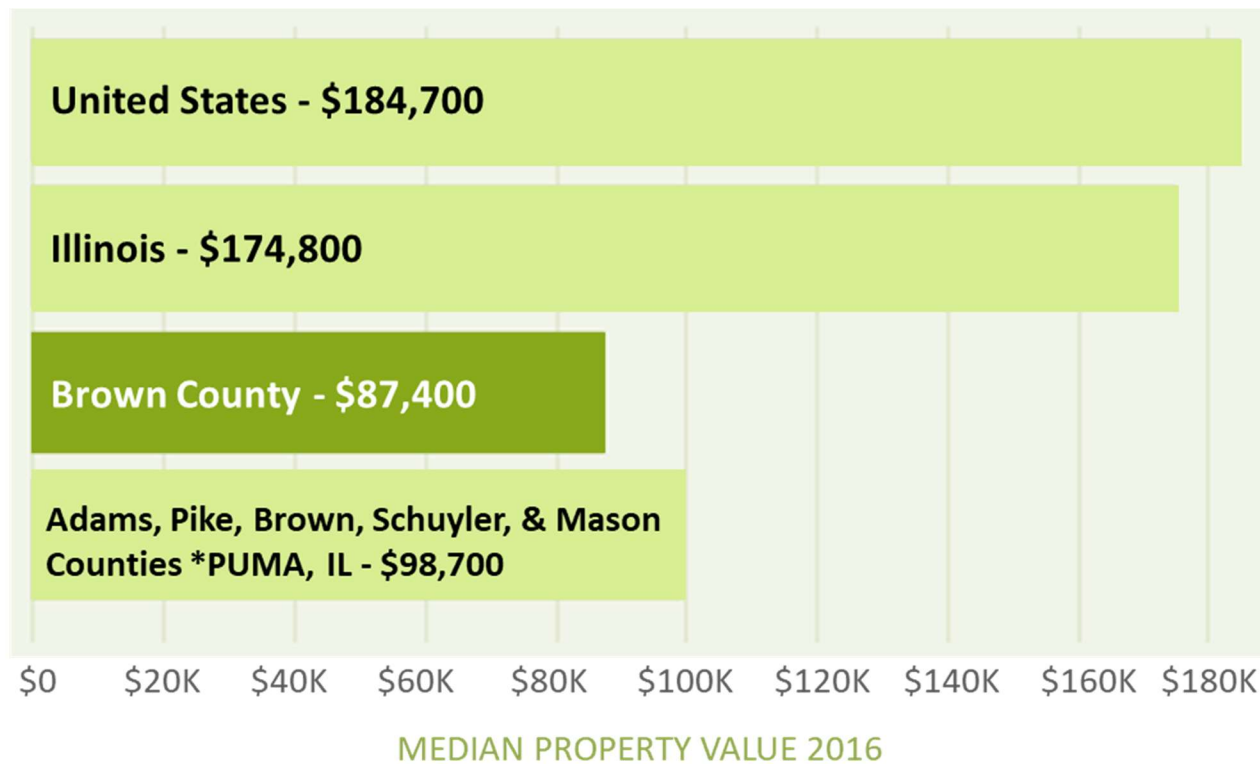
Source: ACS 5-year estimate U.S. Census Bureau, Data USA 2016

## COUNTY PROFILE - HOUSING

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### PROPERTY VALUE

In 2016, the median property value in Brown County grew to \$87,400 from the previous year's value of \$85,800. This chart shows the median property value in Brown County compared to other geographies, including the U.S., State of Illinois, and Public Use Microdata Area (PUMA) of Adams, Pike, Brown, Schuyler, and Mason Counties.

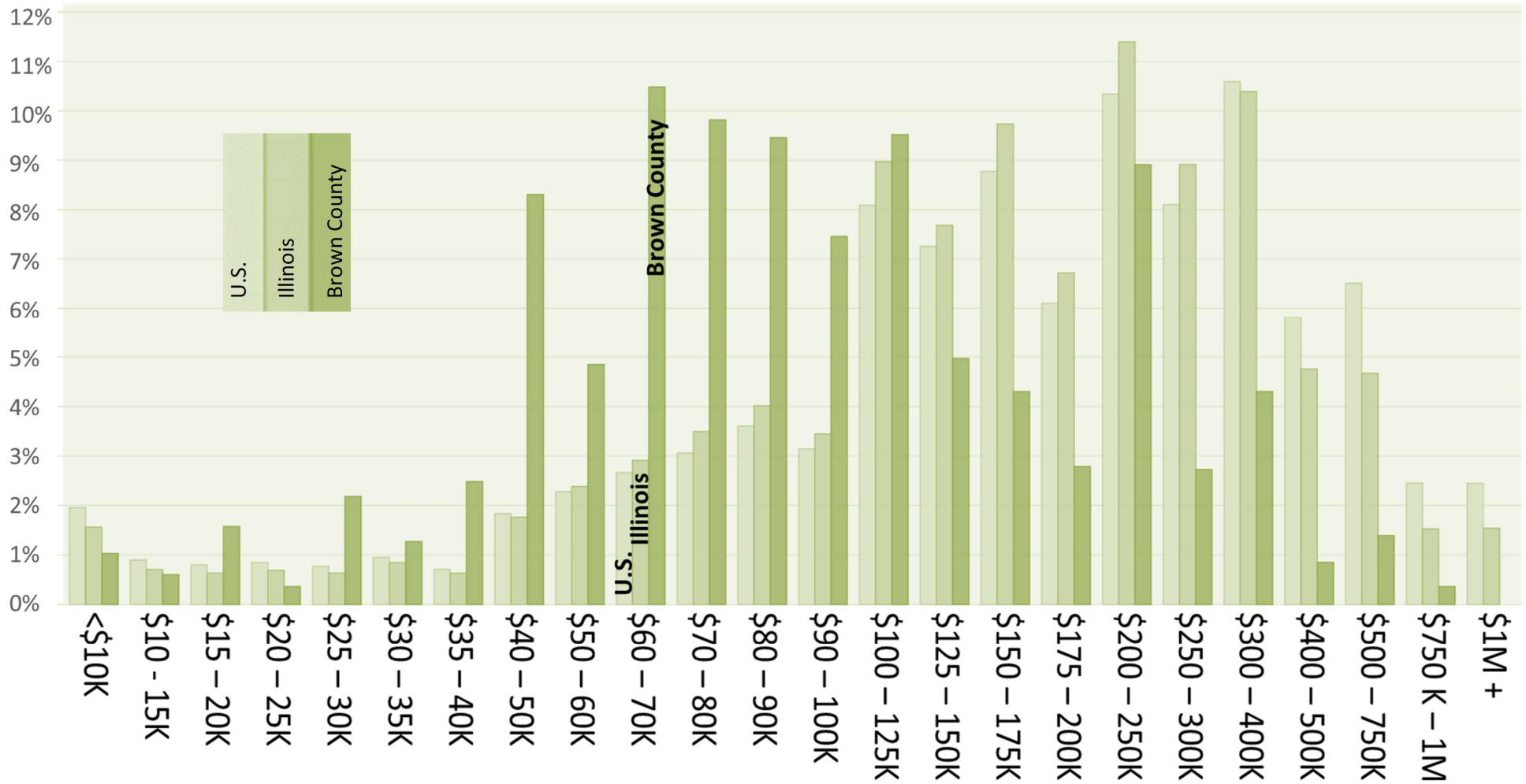


Source: ACS 5-year estimate U.S. Census Bureau, Data USA 2016  
\*PUMA = Public Use Microdata Area

# COUNTY PROFILE - HOUSING

## PROPERTY VALUE

This bar graph shows owner-occupied housing units distributed between a series of property value buckets compared to the national and State of Illinois averages for each bucket in 2016. In Brown County, the largest share of households have a property value in the \$60k-\$70k range.



Source: ACS 5-year estimate U.S. Census Bureau, Data USA 2016

## COUNTY PROFILE - HOUSING

### PROPERTY TAX

In 2017, the average tax rate in Brown County was 3<sup>rd</sup> lowest among these six West Central Illinois comparison counties at 7.21%.

The **equalized assessed value**, or EAV, is the result of applying the state equalization factor to the assessed value of a parcel of property. Tax bills are calculated by multiplying the EAV (after any deductions for homesteads) by the tax rate. The estimated **Effective Tax Rate** is a measure of the average tax burden for a municipality, meaning the average percentage of market value on a property that the property owner pays annually in taxes. The **average tax rate** is the total amount of tax divided by total income. For example, if a household has a total income of \$100,000 and pays taxes of \$15,000, the household's average tax rate is 15 percent.

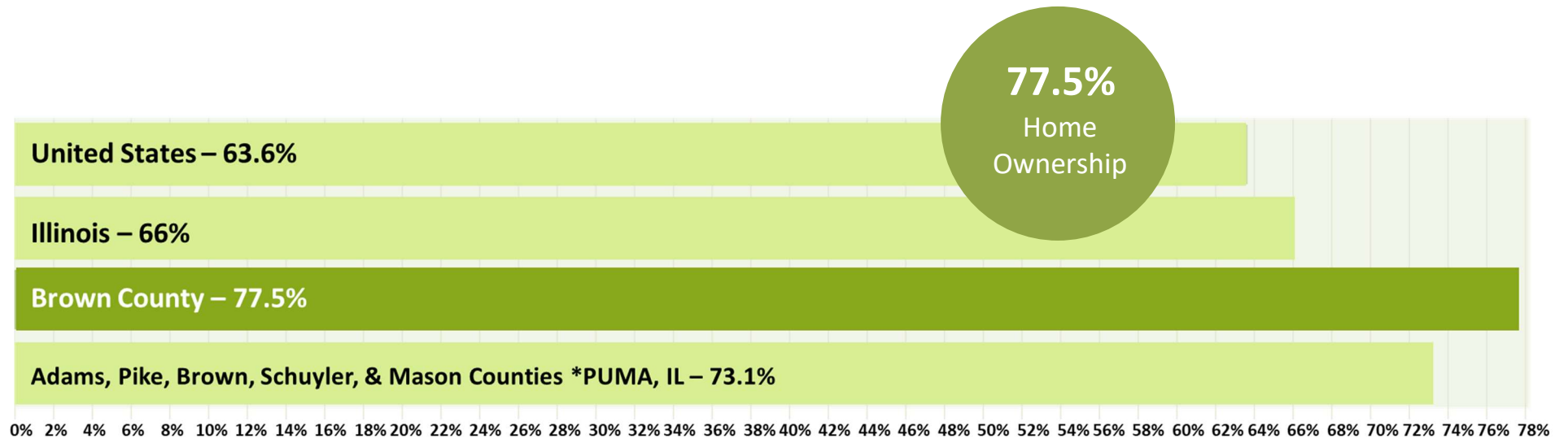
COUNTY	EAV		Total Taxes		Average Tax Rate	
	2016	2017	2016	2017	2016	2017
<b>BROWN</b>	93,336,970	98,102,371	7,179,488	7,069,299	7.69	7.21
<b>ADAMS</b>	1,185,585,283	1,231,946,616	80,550,723	82,951,719	6.79	6.73
<b>CASS</b>	160,957,315	164,366,846	15,358,365	15,701,815	9.54	9.55
<b>PIKE</b>	242,845,658	252,296,701	19,581,531	19,660,485	8.06	7.79
<b>SCHUYLER</b>	117,043,471	123,382,072	10,146,240	10,583,739	8.67	8.58
<b>SCOTT</b>	71,605,442	81,731,665	5,439,194	5,752,140	7.60	7.04

# COUNTY PROFILE - HOUSING

## RENT VS. OWN

In 2016, 77.5% of the housing units in Brown County were occupied by their owner. This percentage grew from the previous year's rate of 74.2%. This percentage of owner-occupation is higher than the national average of 63.6%, the State of Illinois average of 66% and the Public Use Microdata Area of Adams, Pike, Brown, Schuyler, and Mason Counties average of 73.1%.

Sustainable home ownership provides for wealth accumulation for owners, is good for the local economy, and provides social benefits beyond pure financial and economic benefits such as lower crime and drug usage, higher involvement in community and volunteer engagements, and better health outcomes.



Source: ACS 5-year estimate U.S. Census Bureau, Data USA 2016

## COUNTY PROFILE - INDUSTRY AND OCCUPATION

### EMPLOYMENT BY OCCUPATION

Occupation	2013	2014	2015	2016
Management	241	207	220	257
Business & Financial Operations	66	41	48	49
Computer & Mathematical	35	38	42	7
Architecture & Engineering	44	58	51	35
Life, Physical, & Social Science	46	39	22	29
Community & Social Service	35	25	12	12
Legal	4	5	12	17
Education, Training, & Library	137	154	182	155
Arts & Recreation	10	12	12	12
Health Practitioners	132	142	115	97
Health Technicians	56	53	27	54
Healthcare Support	32	18	24	46
Law Enforcement Supervisors	15	22	16	32
Fire Fighting Supervisors	171	125	131	125
Food & Serving	60	107	87	76
Cleaning & Maintenance	101	136	136	161
Personal Care & Service	59	51	45	49
Sales	254	293	316	317
Administrative	321	324	260	333
Farming, Fishing, & Forestry	74	47	56	62
Construction & Extraction	188	255	258	105
Installation, Maintenance, & Repair	157	145	141	105
Production	143	67	79	124
Transportation	171	275	303	233
Material Moving	151	148	177	151
<b>Total Employment</b>	<b>2703</b>	<b>2787</b>	<b>2772</b>	<b>2643</b>

From 2015 to 2016, employment in Brown County declined at a rate of 4.65%, from 2,772 employees to 2,643 employees.

This table illustrates the breakdown of the primary jobs held by residents of Brown County between 2013 and 2016. The occupations with the most employees in 2016 were Administrative (333), Sales (317), Management (257), and Transportation (233). The presence of the County's largest employer, Dot Foods, accounts for these top occupations.

For this and the following pages related to Industry and Occupation:

Industry is the type of activity at a person's place of work and occupation is the kind of work a person does to earn a living.

The 2018 Standard Occupational Classification (SOC) system is a federal statistical standard used by federal agencies to classify workers into occupational categories for the purpose of collecting, calculating, or disseminating data.

The North American Industry Classification System (NAICS) is the standard used by Federal statistical agencies in classifying business establishments for the purpose of collecting, analyzing, and publishing statistical data related to the U.S. business economy.

The data presented on this page and the following, as is the case for most of the estimated data from the U.S. Census Bureau, do have varying degrees of margins of error. For more information and a basic explanation of how industries and occupations are classified, see the appendix.

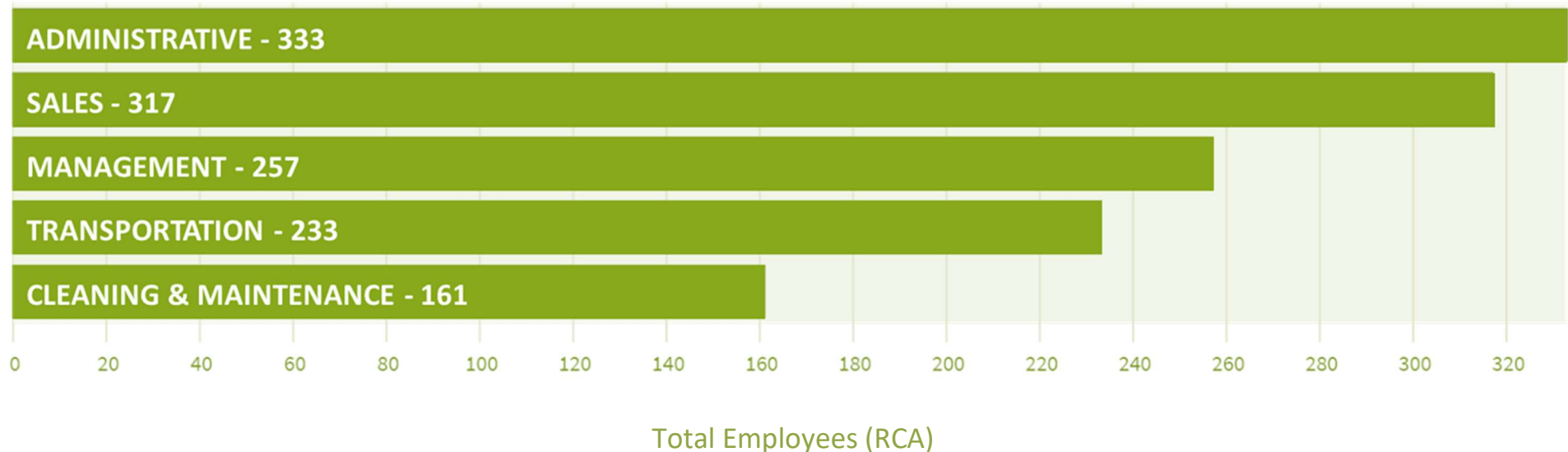
Source: ACS 5-year estimate U.S. Census Bureau, Data USA 2016

## COUNTY PROFILE - INDUSTRY AND OCCUPATION

### EMPLOYMENT BY OCCUPATIONS – MOST COMMON

The most common jobs held by residents of Brown County, IL, in 2016, by number of employees, are Administrative, Sales, and Management.

“Revealed Comparative Advantage or RCA is a calculation used to determine what is special or unique about a certain location/occupation or location/industry combination. The calculation (shown below) takes into account 2 shares; the share of the number of citizens in a location that work in a given occupation and the share of the total number of employees in that occupation vis-a-vis all other occupations. The reason this is useful is that if we were to use nominal values, the most populated locations would always dominate and on the flip-side if we were to use percentages, smaller locations with only a few employees in a rare occupation would dominate, biasing the dataset. Using an RCA calculation is a great way to find which classifications are being over (or under) expressed.” – Data USA

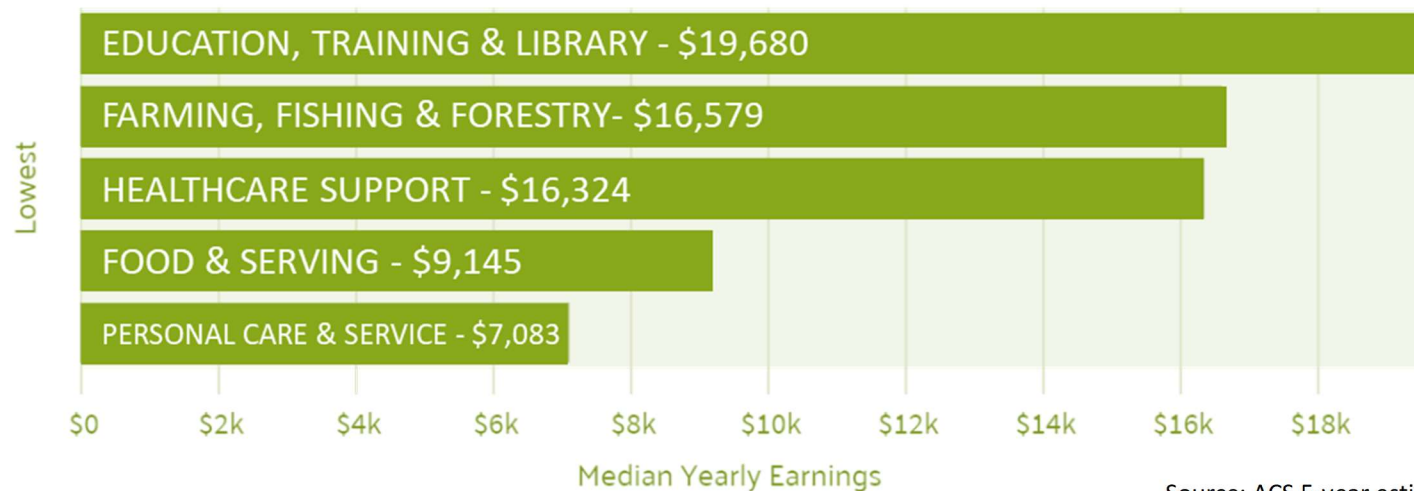
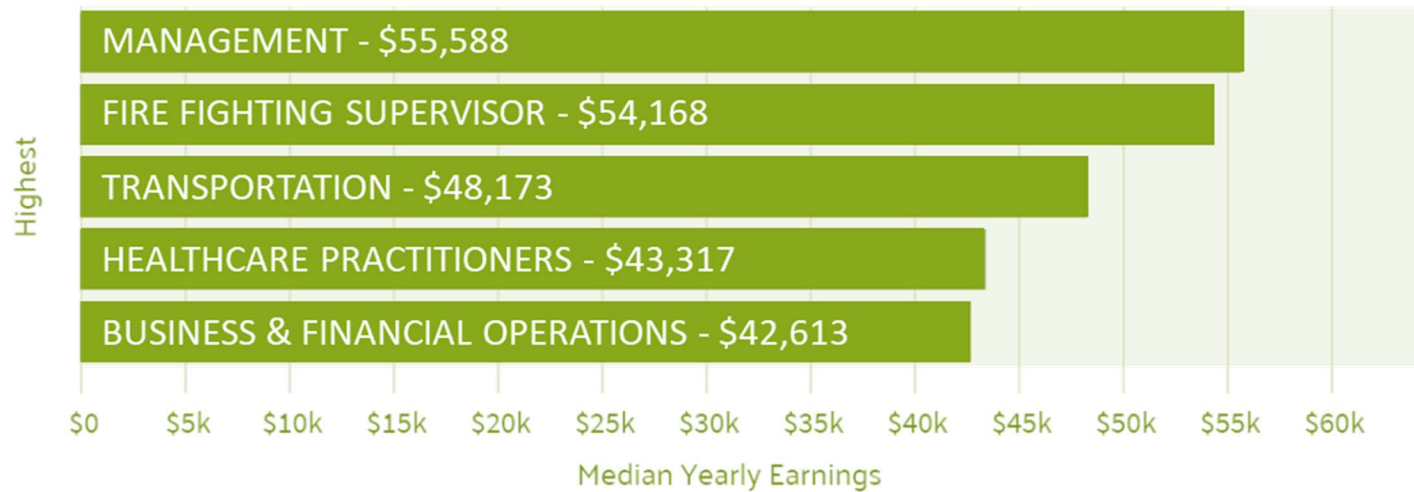


Source: ACS 5-year estimate U.S. Census Bureau, Data USA 2016

# COUNTY PROFILE - INDUSTRY AND OCCUPATION

## EMPLOYMENT BY OCCUPATIONS – HIGHEST AND LOWEST PAID

The highest paid jobs held by residents of Brown County, IL, by median earnings, are Management, Fire Fighting Supervisors, and Transportation. The lowest paid jobs held by residents of Brown County are in the education, farming, healthcare support, and food service fields.



Source: ACS 5-year estimate U.S. Census Bureau, Data USA 2016

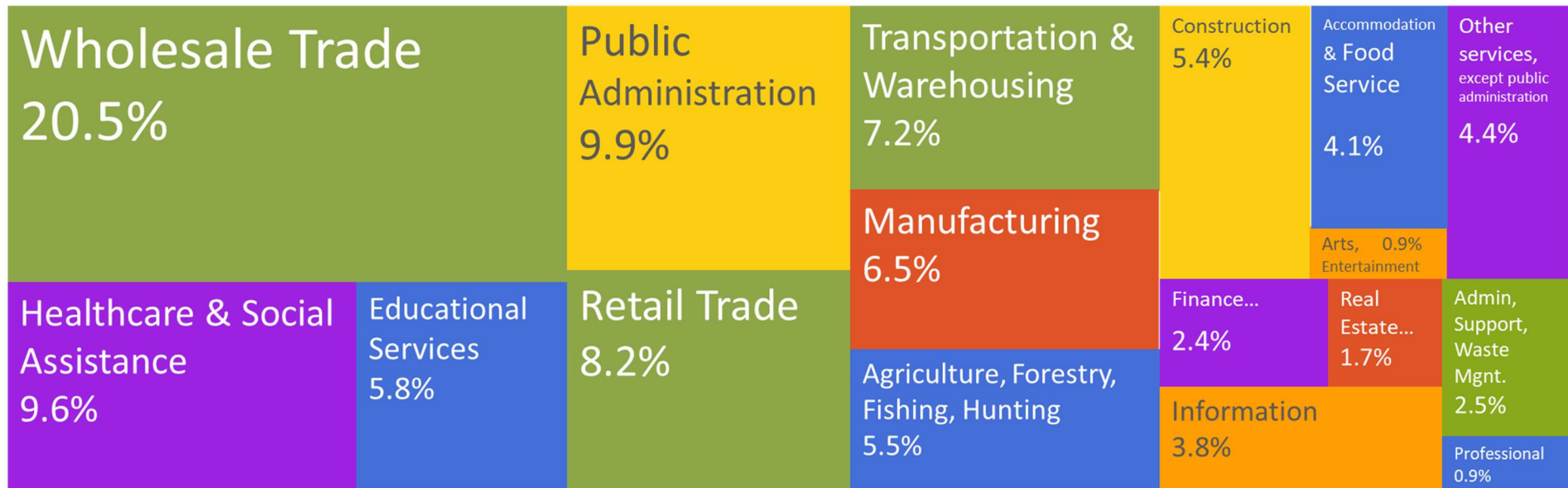


# COUNTY PROFILE - INDUSTRY AND OCCUPATION

## EMPLOYMENT BY INDUSTRIES

The most common employment sectors for those who live in Brown County, IL, are Wholesale trade, Public Administration, and Healthcare & Social Assistance. This chart shows the share breakdown of the primary industries for residents of Brown County, IL, *though some of these residents may live in Brown County, IL and work somewhere else*. Census data is tagged to a residential address, not a work address.

The presence of Brown County’s largest employer, Dot Foods, accounts for wholesale trade being the largest employment sector. It also explains why transportation and warehousing is one of the larger sectors. The Western Illinois Correctional Facility accounts for the higher percentage in the public administration sector.

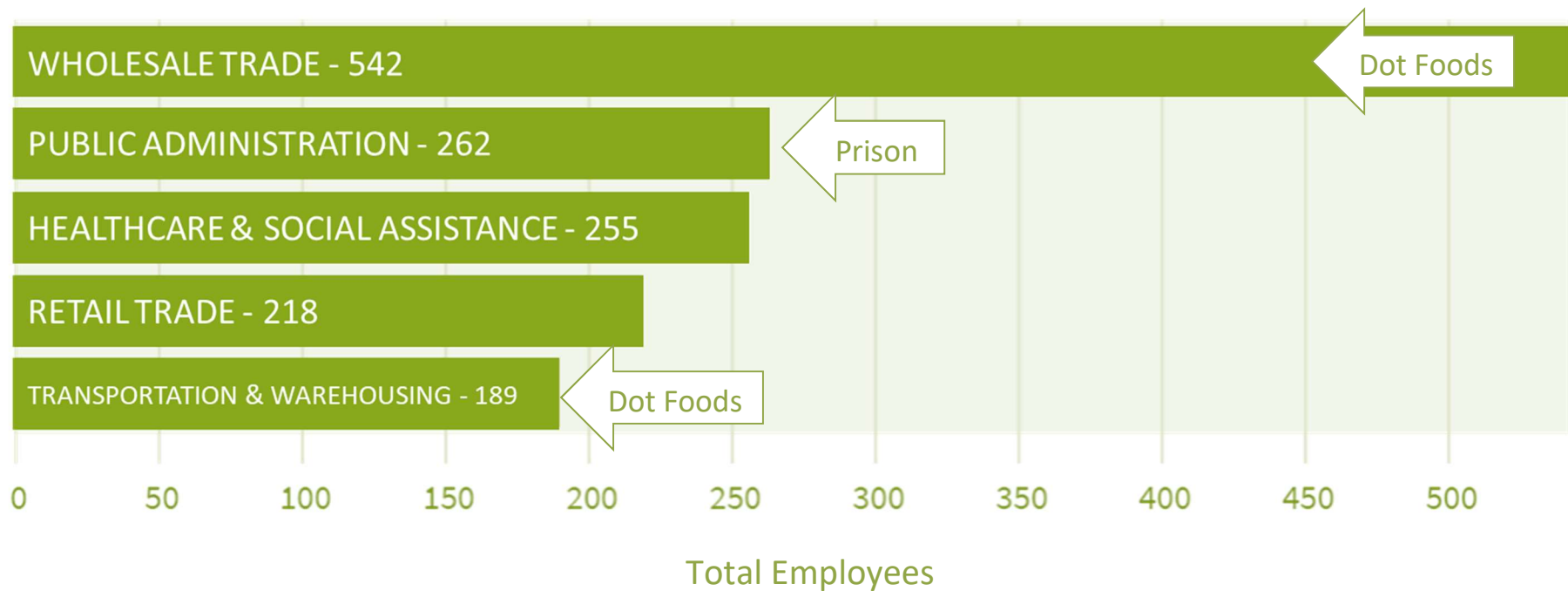


Source: ACS 5-year estimate U.S. Census Bureau, Data USA 2016

# COUNTY PROFILE - INDUSTRY AND OCCUPATION

## EMPLOYMENT BY INDUSTRIES - MOST COMMON

The most common industries in Brown County by number of employees in 2016 are wholesale trade, public administration, and healthcare & social assistance. Wholesale trade includes those employed at Dot Foods and public administration includes employees at the Western Illinois Correctional Center.



Source: ACS 5-year estimate U.S. Census Bureau, Data USA 2016

## COUNTY PROFILE - INDUSTRY AND OCCUPATION

### TOP EMPLOYERS

Dot Foods is the largest foodservice redistribution company in the United States and maintains corporate headquarters in Mt. Sterling. Dot Foods is not only the major employer in Brown County, it is a major employer for all neighboring counties given the number of employees who commute to Mt. Sterling.

Other Brown County employers with more than 100 employees are included in this table.

\* The Western Illinois Correctional Center would employ the next highest number of employees but that exact number is not known. Releasing those numbers requires permission from the Illinois Department of Corrections. The process was initiated by the WICC Personnel Office with no response at the time this report was written.

\*\* Timewell Drainage Products also employs an additional 46 people at their facility in Golden in neighboring Adams County.

Organization	2018 Jobs
Dot Foods	2563
Western Illinois Correctional Center	*unavailable
Brown County School District	118
Timewell Drainage Products	**103



**Brown County  
School District**



Source: Self-reported by the employers

## COUNTY PROFILE - INDUSTRY AND OCCUPATION

### RETAIL LEAKAGE / SURPLUS 2017 - INDUSTRY SUMMARY

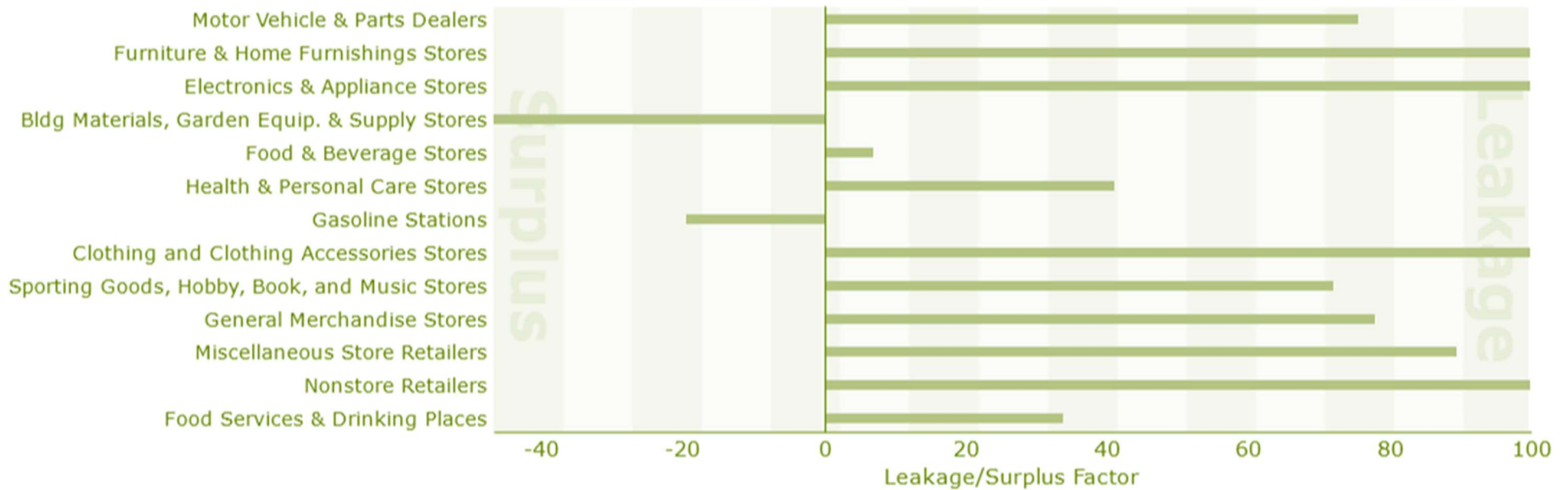
Brown County	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage / Surplus Factor	# of Businesses
<b>Total Retail Trade and Food &amp; Drink</b>	<b>44-45, 722</b>	<b>\$66,672,110</b>	<b>\$39,574,071</b>	<b>\$27,098,039</b>	<b>25.5</b>	<b>32</b>
<b>Total Retail Trade</b>	<b>44-45</b>	<b>\$61,164,682</b>	<b>\$36,854,609</b>	<b>\$24,310,073</b>	<b>24.8</b>	<b>21</b>
<b>Total Food &amp; Drink</b>	<b>722</b>	<b>\$5,507,428</b>	<b>\$2,719,462</b>	<b>\$2,787,966</b>	<b>33.9</b>	<b>11</b>

The Leakage/Surplus Factor presents a snapshot of retail opportunity. This is a measure of the relationship between supply and demand that ranges from +100 (total leakage) to -100 (total surplus). A positive value represents 'leakage' of retail opportunity outside the trade area. A negative value represents a surplus of retail sales, a market where customers are drawn in from outside the trade area.

The Retail Gap represents the difference between Retail Potential and Retail Sales. Esri uses the North American Industry Classification System (NAICS) to classify businesses by their primary type of economic activity. Retail establishments are classified into 27 industry groups in the Retail Trade sector, as well as four industry groups within the Food Services & Drinking Establishments subsector. For more information on the Retail MarketPlace data, please click the link below to view the Methodology Statement. <http://www.esri.com/library/whitepapers/pdfs/esri-data-retail-marketplace.pdf>

## COUNTY PROFILE - INDUSTRY AND OCCUPATION

### LEAKAGE / SURPLUS FACTOR BY INDUSTRY SUBSECTOR



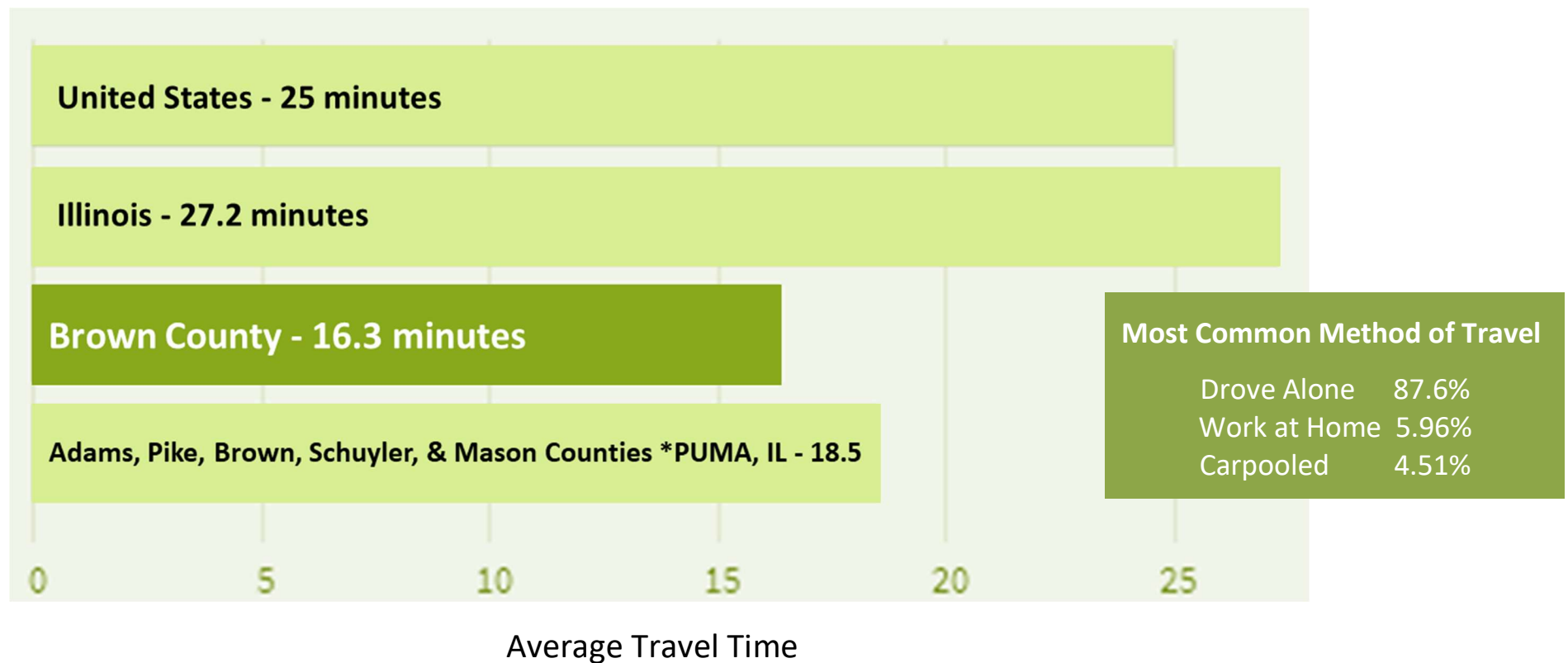
The Leakage/Surplus Factor presents a snapshot of retail opportunity. This is a measure of the relationship between supply and demand that ranges from +100 (total leakage) to -100 (total surplus). A positive value represents 'leakage' of retail opportunity outside the trade area. A negative value represents a surplus of retail sales, a market where customers are drawn in from outside the trade area.

As you can see from the graph pictured above, Brown County has a surplus in only two subsectors – gasoline stations and building materials, garden equipment, and supply stores. All other subsectors show leakage to surrounding communities, and possible opportunities for new businesses.

## COUNTY PROFILE - HUMAN CAPITAL

### COMMUTE TIME

Using averages, employees in Brown County have a shorter commute time (16.3 minutes) than the normal US worker (25 minutes). Additionally, 2.23% of the workforce in Brown County have "super commutes" in excess of 90 minutes. The chart below shows the average travel time in Brown County compared to its parent geographies.

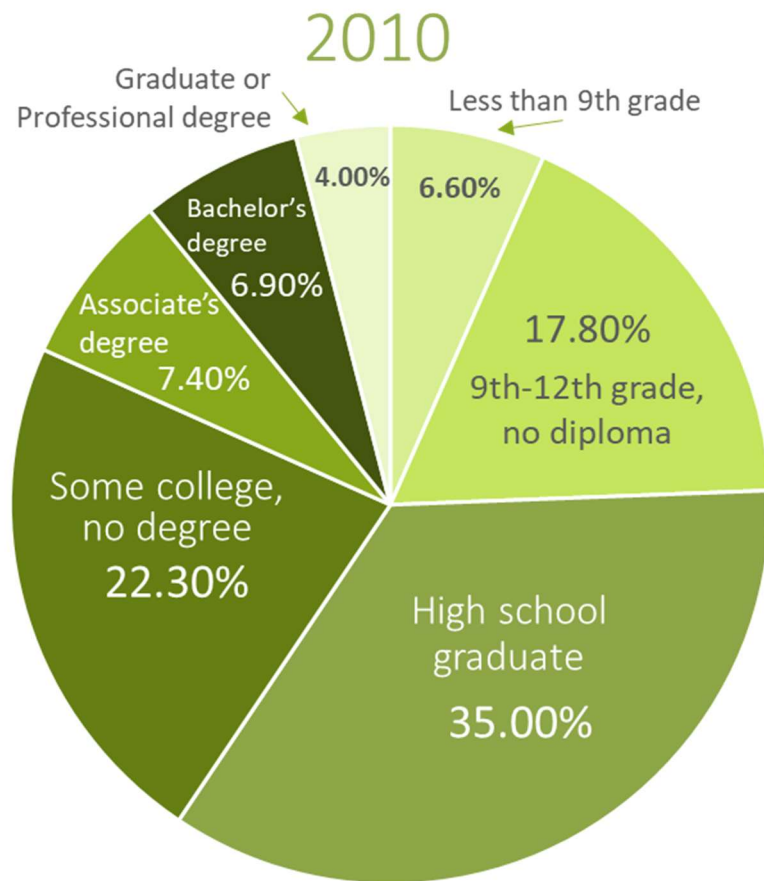


Source: ACS 5-year estimate U.S. Census Bureau, Data USA 2016

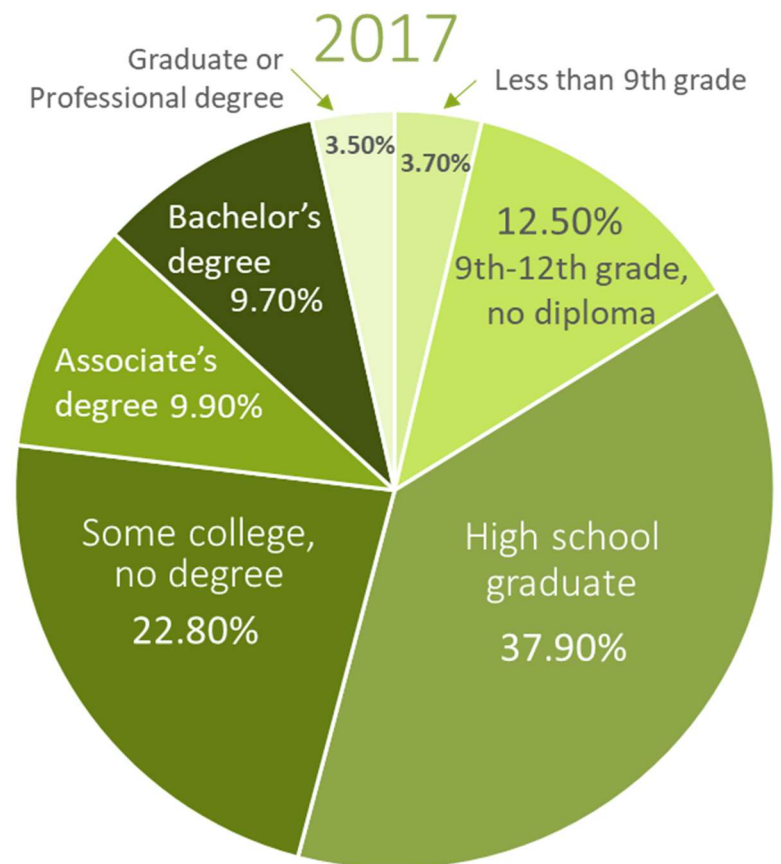
# COUNTY PROFILE - HUMAN CAPITAL

## EDUCATIONAL ATTAINMENT

For the population 25 years and over, 8.2% more have received a high school degree or higher in 2017 compared to 2010. “Higher rates of educational achievement are linked to better jobs and higher incomes resulting in better health. Education is also connected to lifespan: on average, college graduates live nine years longer than those who didn’t complete high school.” – *County Health Rankings*



High school graduate or higher: **75.60%**



High school graduate or higher: **83.8%**

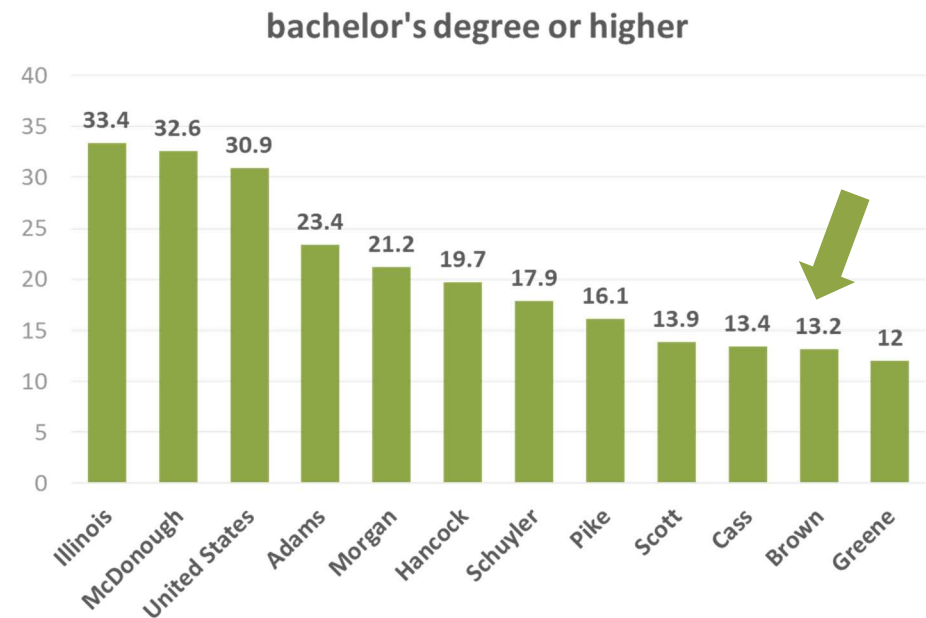
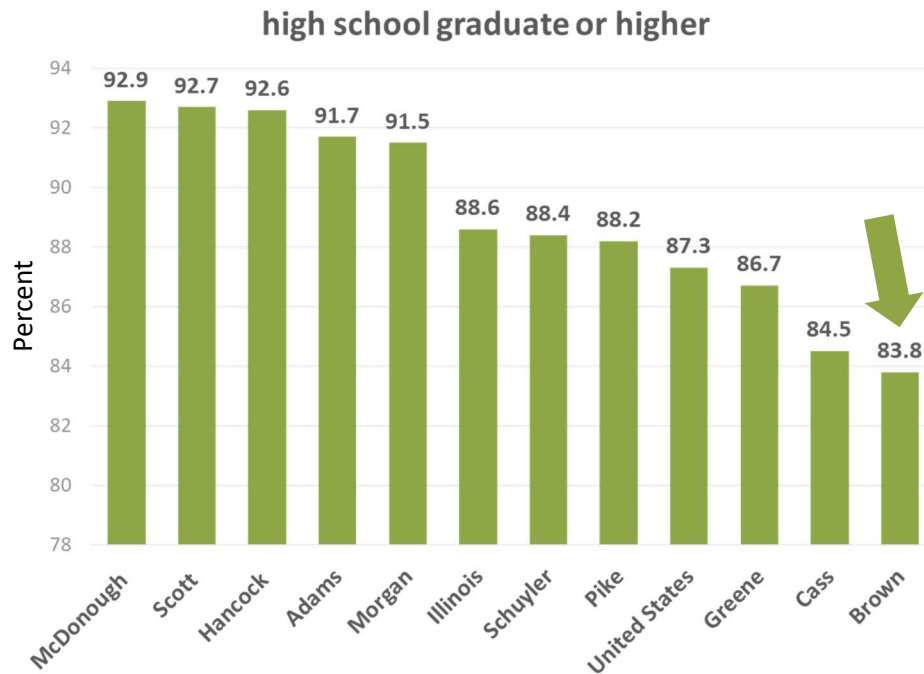
Source: U.S. Census Bureau American Community Survey 5-Year Estimates

# COUNTY PROFILE - HUMAN CAPITAL

## EDUCATIONAL ATTAINMENT

While Brown County’s percent of high school graduates or higher has increased since 2000, the County still lags behind counties in the West Central Illinois region, the State of Illinois, and United States when it comes to percentage of the population 25 years and older with a high school graduate degree or higher in 2017. Brown County is last in the percent of high school graduates or higher and second to last in the percent of bachelor’s degree or higher. McDonough County (and Adams County) ranks high in both categories most likely because of the presence of 4-year universities in these counties.

### Percent of the Population 25 years and over



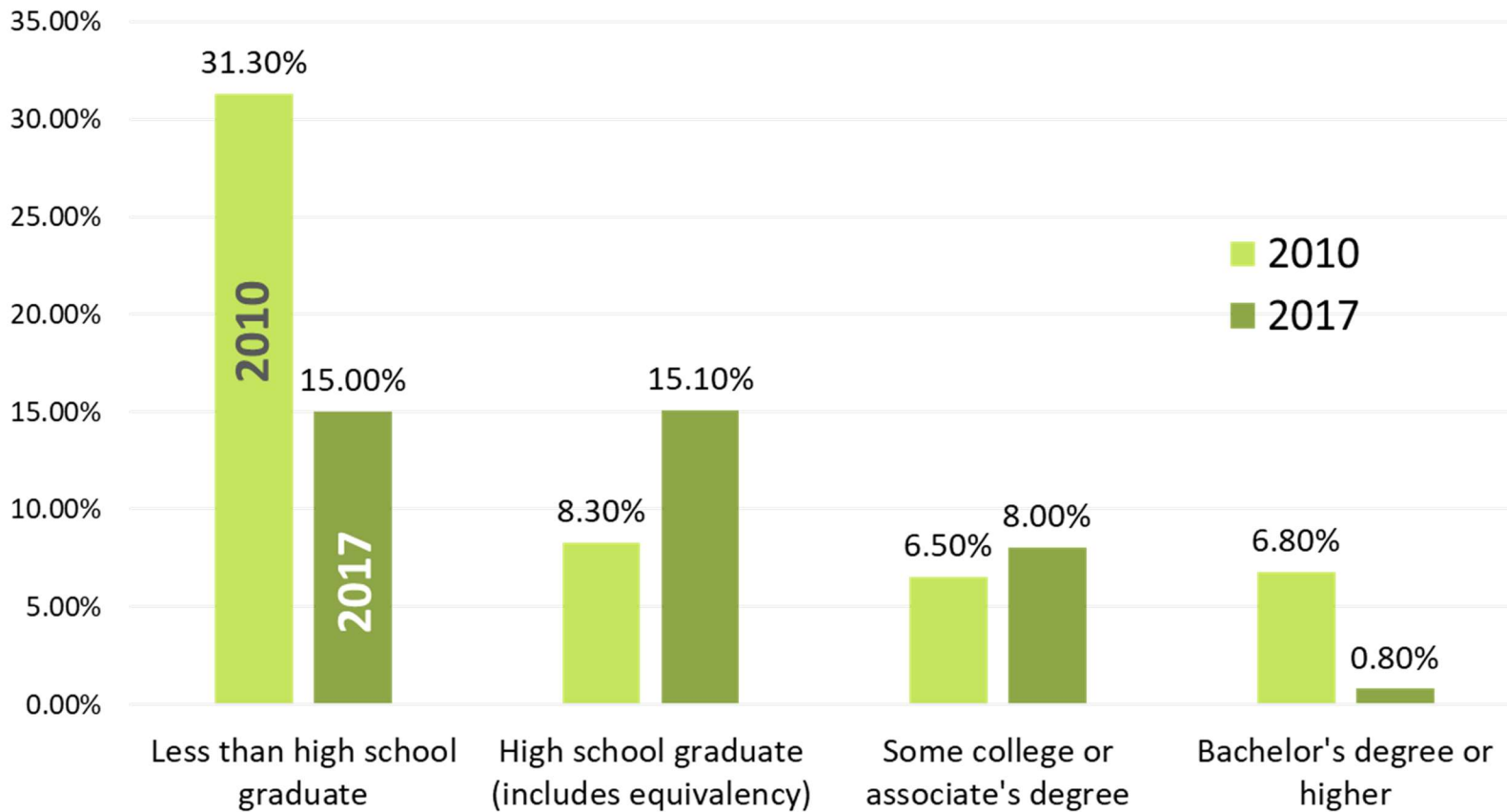
Source: U.S. Census Bureau American Community Survey 5-Year Estimates



## COUNTY PROFILE - HUMAN CAPITAL

### EDUCATIONAL ATTAINMENT AND POVERTY RATE

Poverty rate for the population 25 years and over for whom poverty status is determined by educational attainment level:

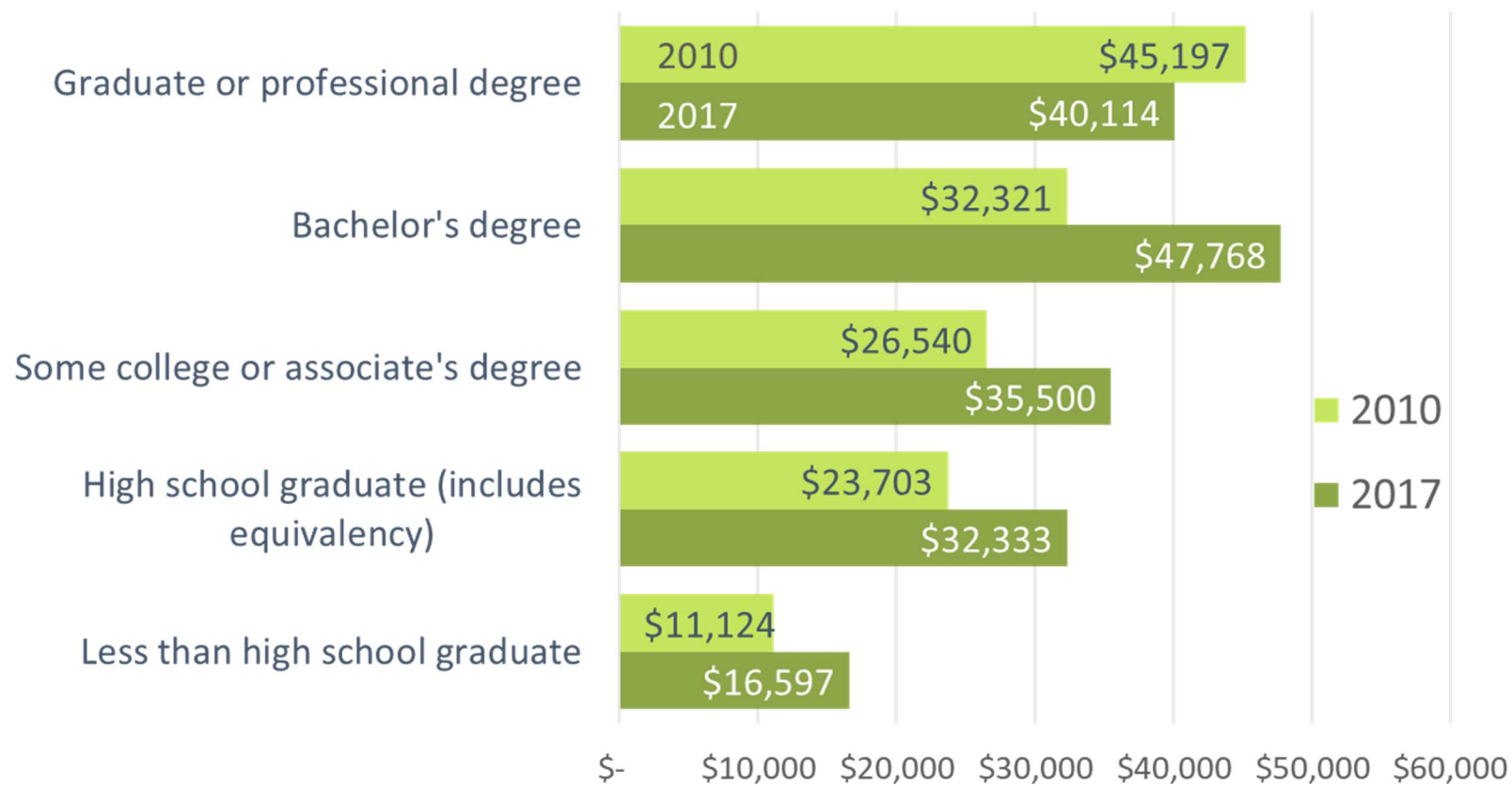


Source: U.S. Census Bureau American Community Survey 5-Year Estimates

# COUNTY PROFILE - HUMAN CAPITAL

## EDUCATIONAL ATTAINMENT AND MEDIAN EARNINGS

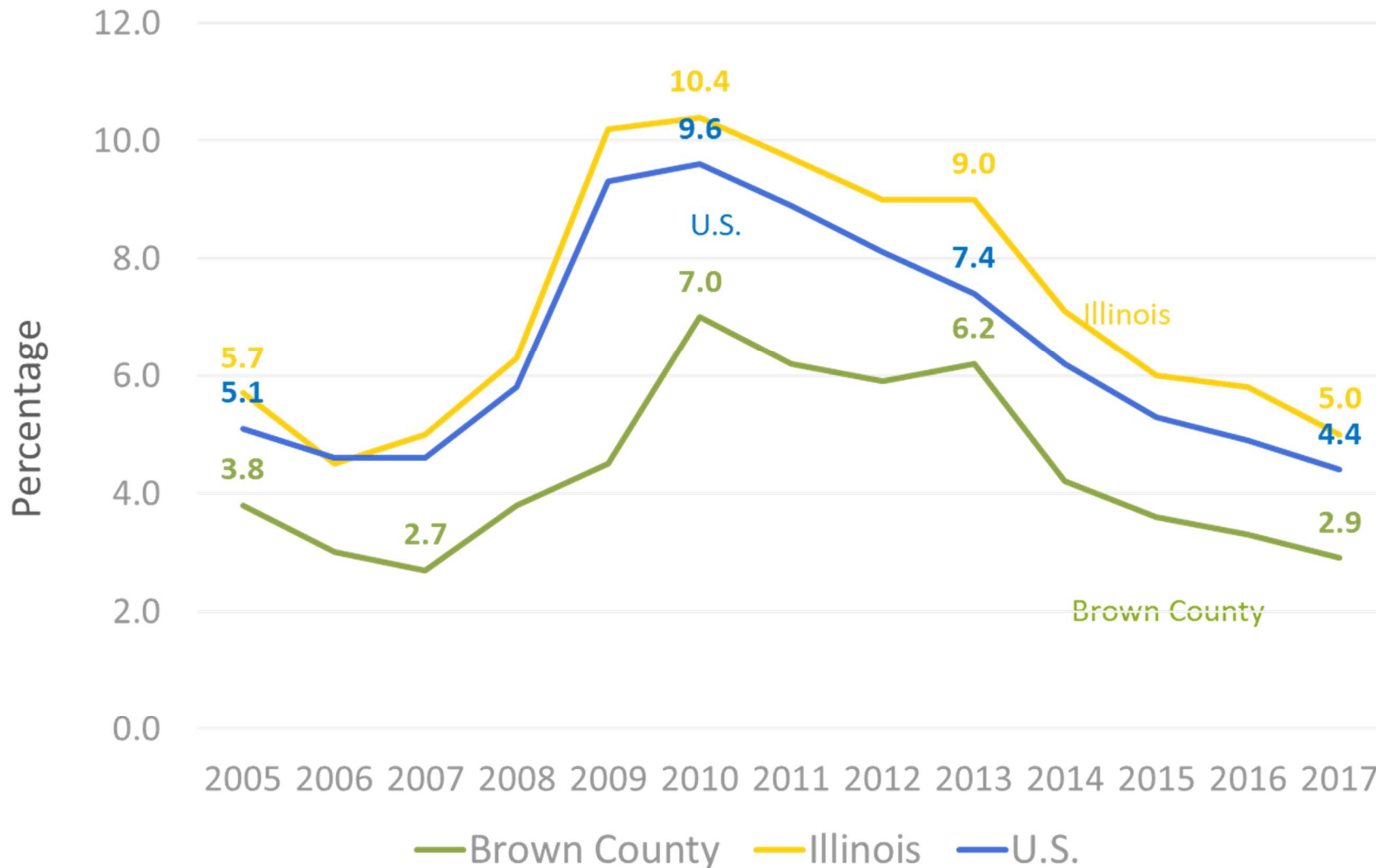
Median earnings in the past 12 months (in 2017 inflation-adjusted dollars)



Source: U.S. Census Bureau American Community Survey 5-Year Estimates

# COUNTY PROFILE - LABOR FORCE

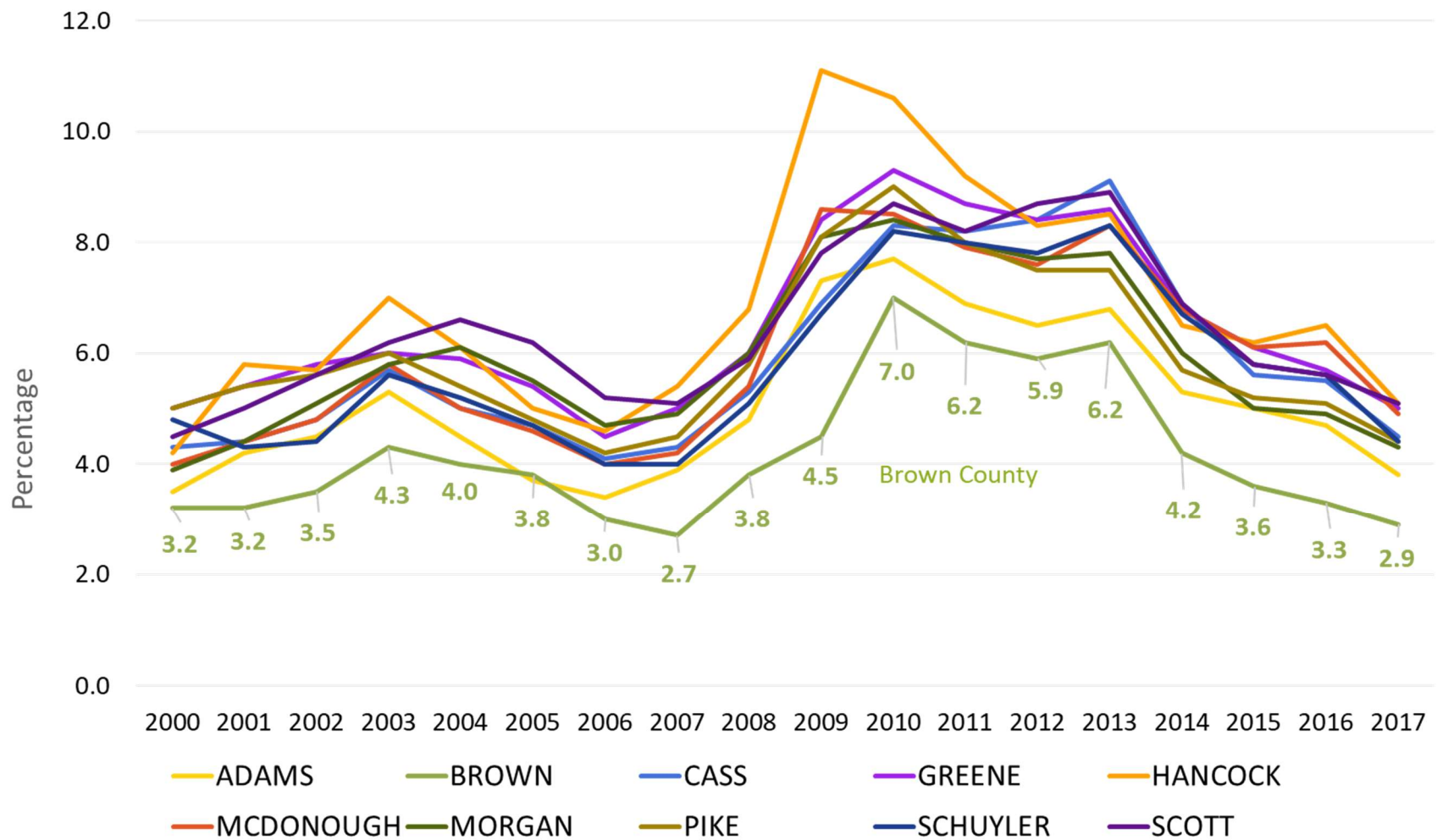
## UNEMPLOYMENT RATES - ILLINOIS, U.S., BROWN COUNTY



Source: Illinois Department of Employment Security Local Area Unemployment Statistics 2017

# COUNTY PROFILE - LABOR FORCE

## UNEMPLOYMENT RATES - BROWN & WEST CENTRAL ILLINOIS COUNTIES



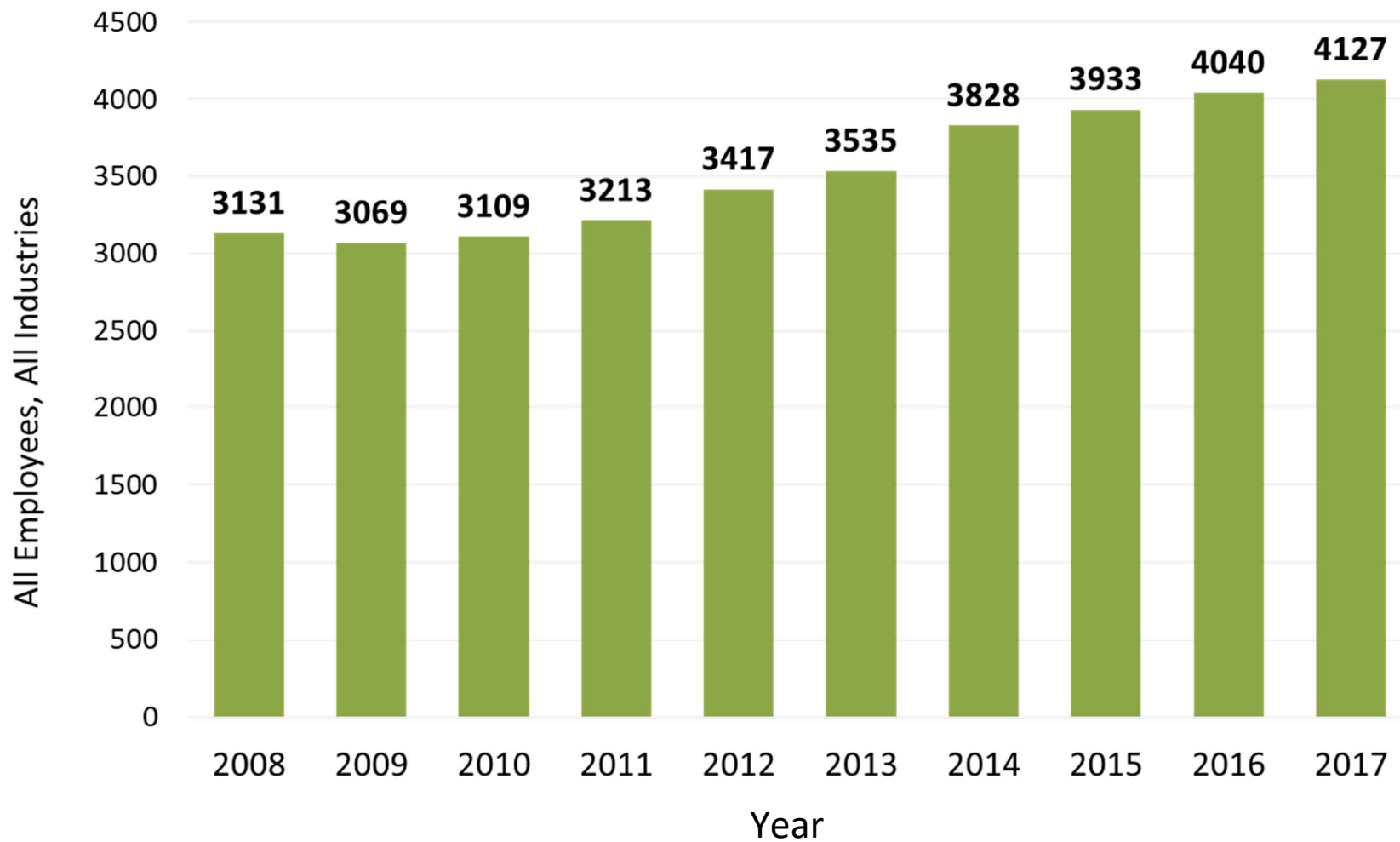
Source: Illinois Department of Employment Security Local Area Unemployment Statistics 2017

## COUNTY PROFILE - LABOR FORCE

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### ANNUAL EMPLOYMENT

This chart shows the growth in employment for all industries. It could be argued that as Dot Food continues to grow, employment in Brown County increases along with it.



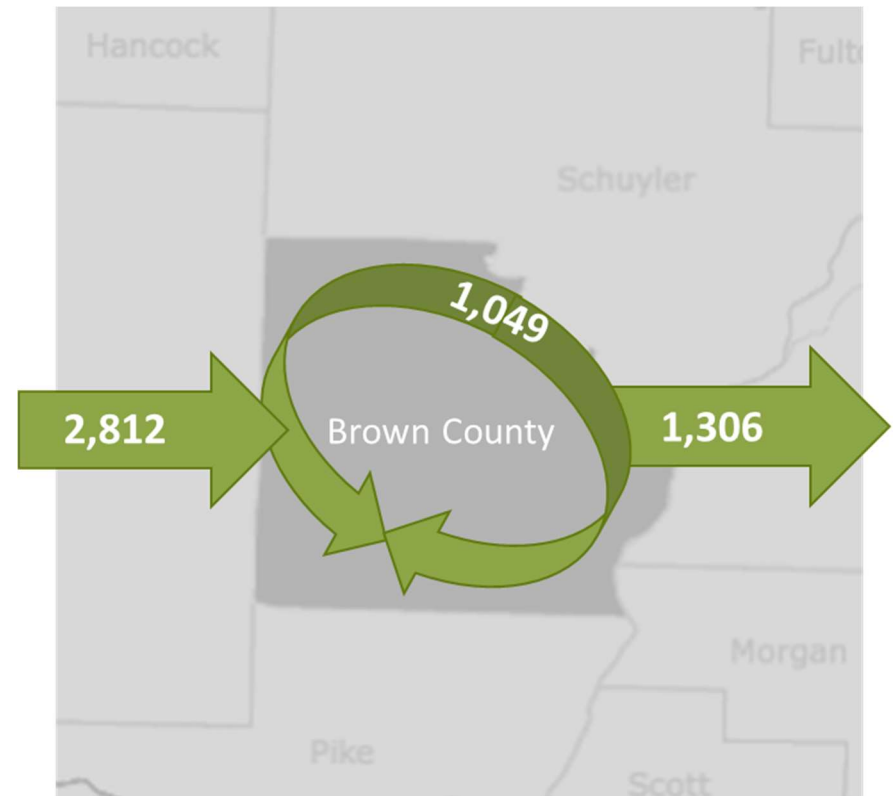
Source: Bureau of Labor Statistics, Quarterly Census of Employment and Wages 2017

## COUNTY PROFILE - LABOR FORCE

### INFLOW / OUTFLOW JOB COUNTS

More people come into Brown County to work than leave. What is most surprising about this table is that more residents of Brown County are employed outside given the presence of a major employer like Dot Foods.

Primary Jobs	2015	Share
Employed in the County	3,861	100%
Employed in County but living outside	2,812	72.8%
Employed and living in the County	1,049	27.2%
Living in the County	2,355	100%
Living in the County but employed outside	1,306	55.5%
Living and employed in the County	1,049	44.5%



Source: U.S. Census Bureau, LEHD, On the Map 2015

## COUNTY PROFILE - EDUCATION

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### EDUCATION

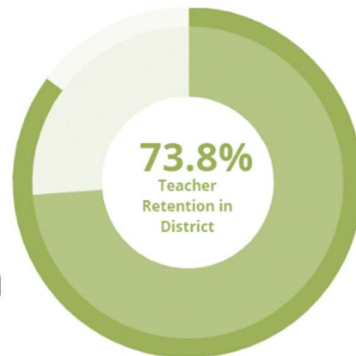
Schools in District	Grades	2018 Enrollment	Summative Designation
Brown County High School	9 - 12	195	Commendable
Brown County Middle School	5 - 8	218	Underperforming
Brown County Elementary School	PK - 4	317	Commendable
St. Mary School (Catholic)	PK - 8	86	NA

Beginning in 2018, each Illinois school is receiving a Summative Designation, a measure of progress in academic performance and student success. Multiple measures determine which one of four Summative Designations is appropriate for each school.

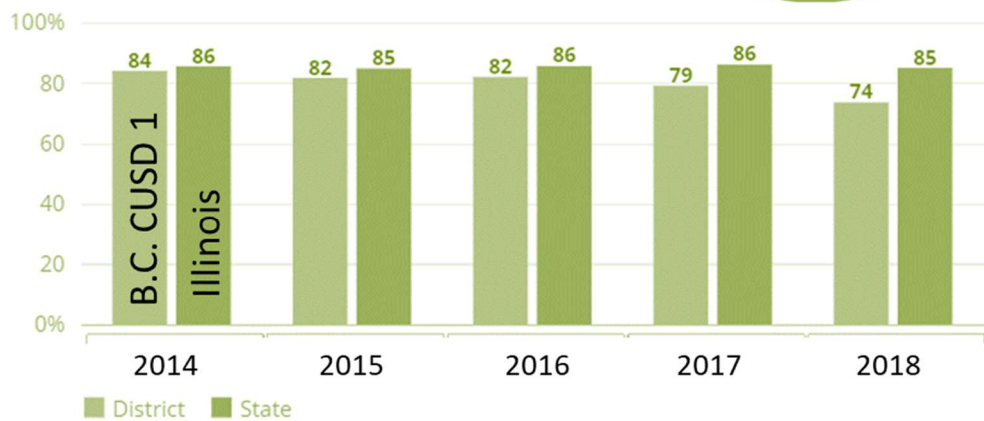
- **Exemplary** – Schools performing in the top 10 percent of schools statewide with no underperforming student groups.
- **Commendable** – A school that has no underperforming student groups, a graduation rate greater than 67 percent, and whose performance is not in the top 10 percent of schools statewide.
- **Underperforming** – A school in which one or more student groups is performing at or below the level of the “all students” group in the lowest performing 5 percent of schools.
- **Lowest Performing** – A school that is in the lowest-performing 5 percent of schools in Illinois and any high school with a graduation rate of 67 percent or less.

# COUNTY PROFILE - EDUCATION

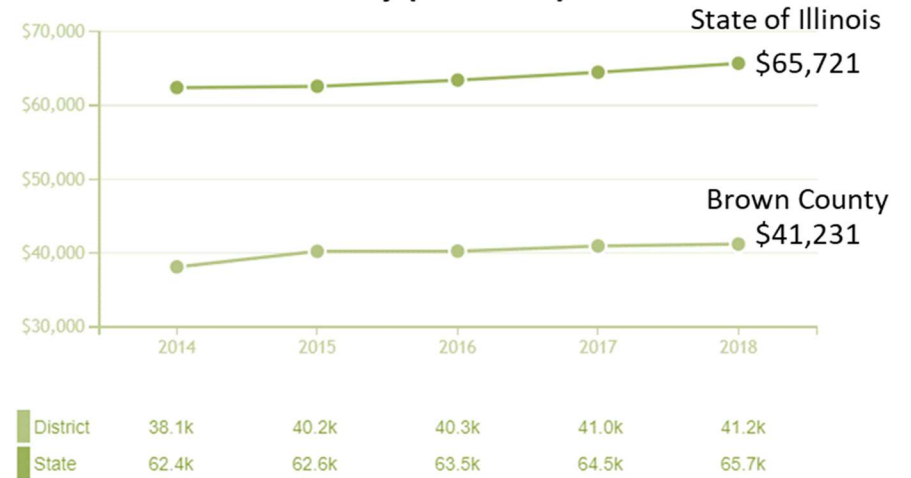
## EDUCATION - BROWN COUNTY CUSD 1 - DISTRICT-WIDE



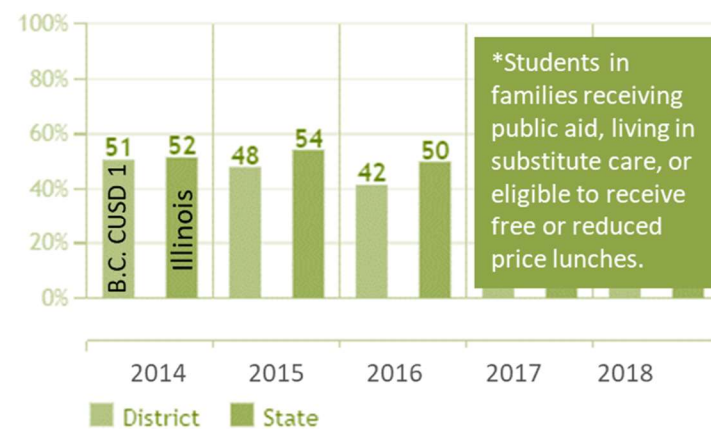
### District Teacher Retention (2014-18)



### District Teacher Salary (2014-18)



### District Low Income Students (2014-16)



\*Illinois Report Card was fixing discrepancies in the 2017 and 2018 data for low income students at the time this report was written.

Source: Illinois Report Card 2017-2018



## COUNTY PROFILE - EDUCATION

### EDUCATION – DISTRICT TEACHER SALARY COMPARISONS 2018

District	County	Teacher Avg Salary
Schuyler-Industry CUSD 5	Schuyler	\$ 47,981.79
Central CUSD 3	Adams	\$ 47,686.51
Macomb CUSD 185	McDonough	\$ 47,381.03
Illini West H S Dist 307	Hancock	\$ 46,001.58
Jacksonville SD 117	Morgan	\$ 45,656.01
Quincy SD 172	Adams	\$ 45,089.41
Virginia CUSD 64	Cass	\$ 45,024.46
Carthage ESD 317	Hancock	\$ 43,616.51
Beardstown CUSD 15	Cass	\$ 43,408.09
West Prairie CUSD 103	McDonough	\$ 42,662.85
Waverly CUSD 6	Morgan	\$ 42,622.41
Hamilton CUSD 328	Hancock	\$ 42,454.48
Western CUSD 12	Pike	\$ 42,303.36
Pleasant Hill CUSD 3	Pike	\$ 41,951.27
Nauvoo-Colusa CUSD 325	Hancock	\$ 41,824.15
Liberty CUSD 2	Adams	\$ 41,534.22
Franklin CUSD 1	Morgan	\$ 41,429.91
<b>Brown County CUSD 1</b>	<b>Brown</b>	<b>\$ 41,230.67</b>
Meredosia-Chambersburg CUSD 11	Morgan	\$ 40,834.29
Winchester CUSD 1	Scott	\$ 40,610.16
Pikeland CUSD 10	Pike	\$ 40,363.74
Southeastern CUSD 337	Hancock	\$ 40,350.44
Unity-Mendon CUSD 4	Adams	\$ 40,254.81
Triopia CUSD 27	Morgan	\$ 39,891.90
Warsaw CUSD 316	Hancock	\$ 39,697.88
Griggsville-Perry CUSD 4	Pike	\$ 39,176.46
Bushnell Prairie City CUSD 170	McDonough	\$ 39,088.91
Scott-Morgan CUSD 2	Scott	\$ 38,743.44
La Harpe ESD 347	Hancock	\$ 37,514.96
A-C Central CUSD 262	Cass	\$ 37,318.09
Dallas City ESD 327	Hancock	\$ 36,839.07
Payson CUSD 1	Adams	\$ 36,085.63



Brown County is 18<sup>th</sup> out of 32 West Central Illinois school districts for average teacher salary at \$41,230.

The school district with the highest average teacher salary in the region is Schuyler-Industry CUSD 5 in Schuyler County at \$47,981 and the lowest average teacher salary is Payson CUSD 1 in Adams County at \$36,085.

Source: Illinois Report Card 2017-2018

## COUNTY PROFILE - EDUCATION

### EDUCATION – DISTRICT TEACHER RETENTION COMPARISONS 2018

District	County	Teacher Retention Rate
Payson CUSD 1	Adams	92.9
Liberty CUSD 2	Adams	91.5
Franklin CUSD 1	Morgan	90.9
Unity-Mendon CUSD 4	Adams	89.7
Illini West H S Dist 307	Hancock	88.6
Macomb CUSD 185	McDonough	87.7
Triopia CUSD 27	Morgan	87.1
Pleasant Hill CUSD 3	Pike	86.5
Pikeland CUSD 10	Pike	85.3
Carthage ESD 317	Hancock	84.9
Hamilton CUSD 328	Hancock	84.5
West Prairie CUSD 103	McDonough	84.2
Nauvoo-Colusa CUSD 325	Hancock	83.6
Jacksonville SD 117	Morgan	83
Winchester CUSD 1	Scott	82.7
Warsaw CUSD 316	Hancock	81.8
Central CUSD 3	Adams	81.3
Southeastern CUSD 337	Hancock	79.6
Scott-Morgan CUSD 2	Scott	79.3
Bushnell Prairie City CUSD 170	McDonough	78.2
Waverly CUSD 6	Morgan	77.4
Western CUSD 12	Pike	76.4
Dallas City ESD 327	Hancock	76
Beardstown CUSD 15	Cass	75.5
A-C Central CUSD 262	Cass	75.3
<b>Brown County CUSD 1</b>	<b>Brown</b>	<b>73.8</b>
Quincy SD 172	Adams	73.6
Virginia CUSD 64	Cass	72.4
Meredosia-Chambersburg CUSD 11	Morgan	71.7
Griggsville-Perry CUSD 4	Pike	71.3
La Harpe ESD 347	Hancock	67.3
Schuyler-Industry CUSD 5	Schuyler	57.1



In 2018, Brown County ranked 26<sup>th</sup> out of 32 West Central Illinois school districts for teacher retention rates at 73.8%.

The school district with the highest teacher retention rate in the region is Payson CUSD 1 in Adams County at 92.9%. Schuyler-Industry CUSD 5 has the lowest teacher retention rate in 2018 at 57.1%.

Source: Illinois Report Card 2017-2018

## COUNTY PROFILE - EDUCATION

### EDUCATION – DISTRICT HIGH SCHOOL 4-YEAR GRADUATION RATE COMPARISONS 2018

District	County	High School 4-Year Graduation Rate
Liberty CUSD 2	Adams	100
Scott-Morgan CUSD 2	Scott	100
Unity-Mendon CUSD 4	Adams	98.1
Payson CUSD 1	Adams	97.6
Central CUSD 3	Adams	96.8
Virginia CUSD 64	Cass	95.2
Franklin CUSD 1	Morgan	95.2
Winchester CUSD 1	Scott	94
West Prairie CUSD 103	McDonough	93
Brown County CUSD 1	Brown	92.5
A-C Central CUSD 262	Cass	91.4
Triopia CUSD 27	Morgan	91.3
Hamilton CUSD 328	Hancock	91.1
Waverly CUSD 6	Morgan	90.5
Western CUSD 12	Pike	88.9
Schuyler-Industry CUSD 5	Schuyler	88
Quincy SD 172	Adams	87.5
Macomb CUSD 185	McDonough	87
Pikeland CUSD 10	Pike	86.4
Meredosia-Chambersburg CUSD 11	Morgan	85.7
Bushnell Prairie City CUSD 170	McDonough	84.8
Pleasant Hill CUSD 3	Pike	84.6
Southeastern CUSD 337	Hancock	80.6
Beardstown CUSD 15	Cass	80.3
Warsaw CUSD 316	Hancock	78.5
Illini West H S Dist 307	Hancock	78.1
Jacksonville SD 117	Morgan	70.9
Griggsville-Perry CUSD 4	Pike	66.7



In 2018, Brown County ranked 10<sup>th</sup> out of 28 West Central Illinois school districts for high school 4-year graduation rates at 92.5%.

The school districts with the highest high school 4-year graduation rate in the region are Liberty CUSD 2 in Adams County and Scott-Morgan CUSD 2 in Scott County, both at 100%. Griggsville-Perry CUSD 4 in Pike County has the lowest high school 4-year graduation rate in 2018 at 66.7%.

Source: Illinois Report Card 2017-2018

## COUNTY PROFILE - EDUCATION

### EDUCATION – DISTRICT TAX RATE COMPARISONS

2016 tax rate comparisons among West Central Illinois counties are displayed in the tables below. The tables also include the equalized assessed value (EAV) for each district and Quincy School District 172 in Adams County has the largest EAV. Dallas ESD 327 in Hancock County has the lowest EAV. A C Central CUSD 262 in Cass County has the highest tax rate at 5.99% and Illini West H S DIST 307 has the lowest tax rate at 2.00%. Brown County is 9 out of 30 Districts in EAV ranked highest to lowest and 12 out of 30 Districts in tax rates ranked lowest to highest.

District	Original EAV 2016	Tax Rate 2016
<b>ADAMS</b>		
Quincy School District 172	\$ 881,402,008.00	3.97772
Payson Comm Unit School Dist 1	\$ 51,436,823.00	5.19458
Liberty Comm Unit School Dist 2	\$ 61,311,540.00	3.96969
Camp Point C U School Dist 3	\$ 87,774,900.00	3.64197
Community Unit School Dist 4	\$ 68,964,535.00	5.37506
<b>BROWN</b>		
Brown County C U Sch Dist 1	\$ 89,366,980.00	4.6311
<b>CASS</b>		
Beardstown C U Sch Dist 15	\$ 60,328,217.00	4.96259
Virginia C U Sch Dist 64	\$ 37,003,580.00	5.96348
A C Central Cusd 262	\$ 51,814,455.00	5.98913
<b>GREENE</b>		
Greenfield C U School Dist 10	\$ 55,638,586.00	4.87454
<b>HANCOCK</b>		
Carthage Esd 317	\$ 77,859,760.00	2.81939
Dallas Esd 327	\$ 21,479,397.00	4.22591
Illini West H S Dist 307	\$ 140,604,921.00	2.00227
Hamilton C C School Dist 328	\$ 71,870,134.00	4.43906
Warsaw Comm Unit Sch District 316	\$ 35,543,878.00	5.23417
Nauvoo-colusa C U S Dist 325	\$ 55,214,230.00	4.28975
Southeastern C U Sch Dist 337	\$ 62,579,859.00	4.21271

District	Original EAV 2016	Tax Rate 2016
<b>MCDONOUGH</b>		
West Prairie	\$ 95,989,099.00	5.05297
Bushnell Prairie City Cus D 170	\$ 60,712,841.00	5.03707
Macomb Comm Unit Sch Dist 185	\$ 261,139,230.00	5.60601
<b>MORGAN</b>		
Jacksonville School Dist 117	\$ 399,213,815.00	4.75215
Meredosia-chambersburg Cusd 11	\$ 27,356,890.00	5.67672
Triopia C U School District 27	\$ 46,153,995.00	4.98844
<b>PIKE</b>		
Pleasant Hill C U Sch Dist 3	\$ 27,392,330.00	5.72623
Griggsville-perry C U Sch Dist 4	\$ 39,156,001.00	5.73849
Pikeland C U Sch Dist 10	\$ 115,431,467.00	4.11413
<b>SCHUYLER</b>		
Western Cusd 12	\$ 54,635,199.00	5.58601
Schuyler-industry	\$ 123,828,481.00	4.69381
<b>SCOTT</b>		
Winchester C U Sch Dist 1	\$ 48,525,667.00	4.58343
Scott-morgan C U School Dist 2	\$ 22,101,918.00	5.23998

Source: Illinois State Board of Education

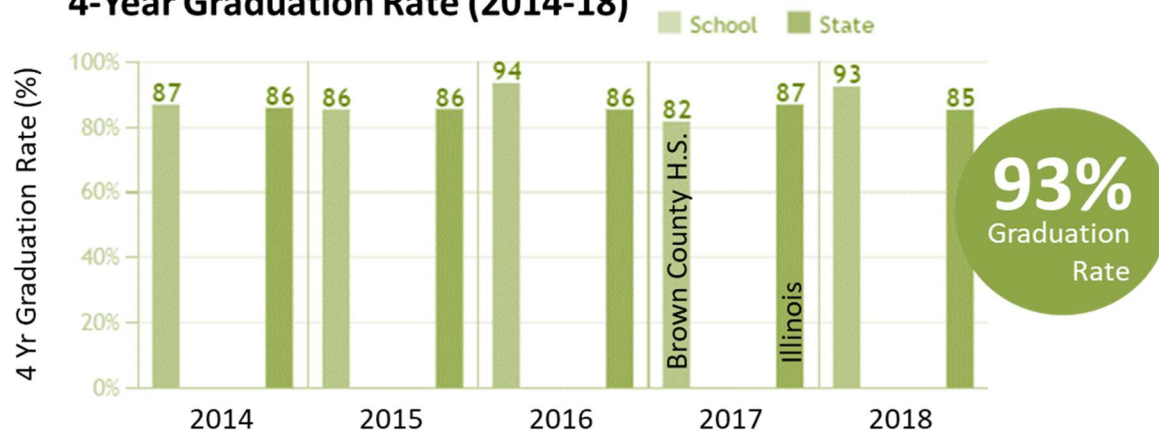


# COUNTY PROFILE - EDUCATION

## EDUCATION - BROWN COUNTY HIGH SCHOOL

Brown County High School is a **Commendable School** – no underperforming student groups, a graduation rate greater than 67%, and whose performance is not in the top 10% of schools statewide.

### 4-Year Graduation Rate (2014-18)



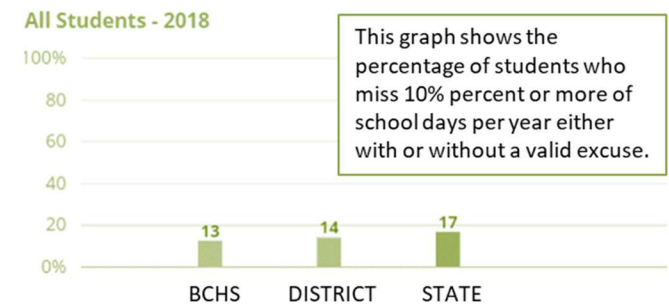
The graph displays the average SAT score earned by all students who took the SAT at BCHS compared to state average scores. You can relate the average score to SAT performance levels by reviewing the minimum scores listed below.

SAT Average Scores - 2018	ELA	Math
Brown County High School	523.5	493
State of Illinois	505.7	501.4

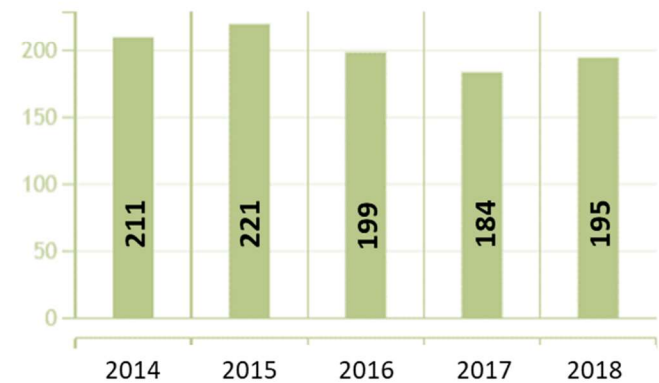
English Language Arts (ELA)  
*Exceeds Standards* minimum score is 640  
*Meets Standards* minimum score is 540  
*Approaching Standards* minimum score is 430

Math  
*Exceeds Standards* minimum score is 670  
*Meets Standards* minimum score is 540  
*Approaching Standards* minimum score is 450

### Chronic Absenteeism



### Total Enrollment

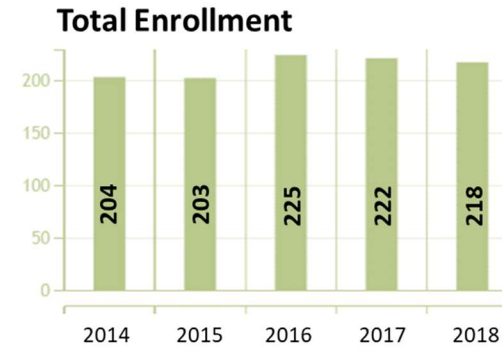
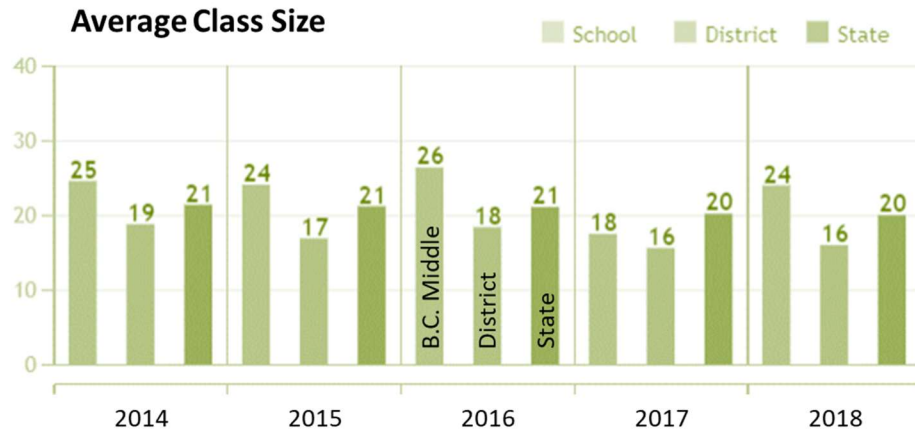


Source: Illinois Report Card 2017-2018

# COUNTY PROFILE - EDUCATION

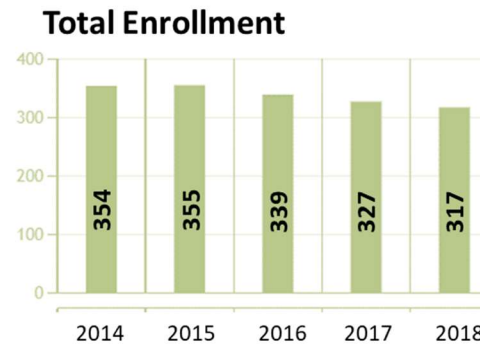
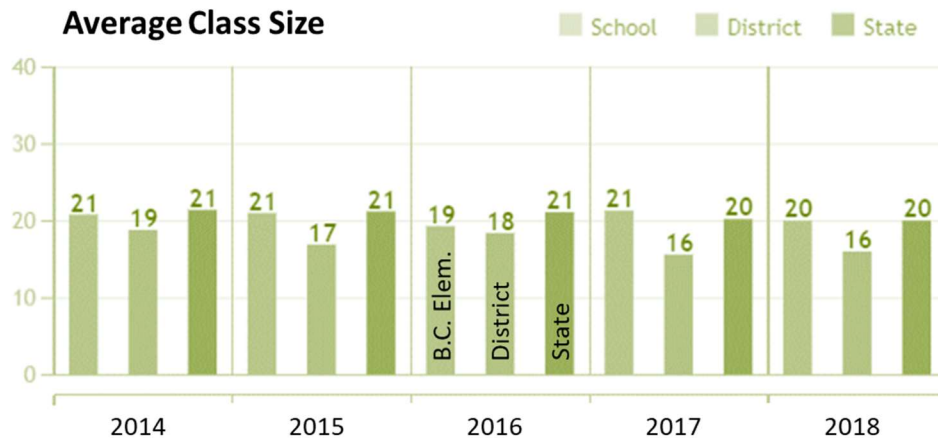
## EDUCATION - BROWN COUNTY MIDDLE SCHOOL

Brown County Middle School is an **Underperforming School** – A school in which one or more student groups is performing at or below the level of "all students" group in the lowest performing 5% of schools.



## EDUCATION - BROWN COUNTY ELEMENTARY SCHOOL

Brown County Elementary School is a **Commendable School** – no underperforming student groups, a graduation rate greater than 67%, and whose performance is not in the top 10% of schools statewide.



Source: Illinois Report Card 2017-2018

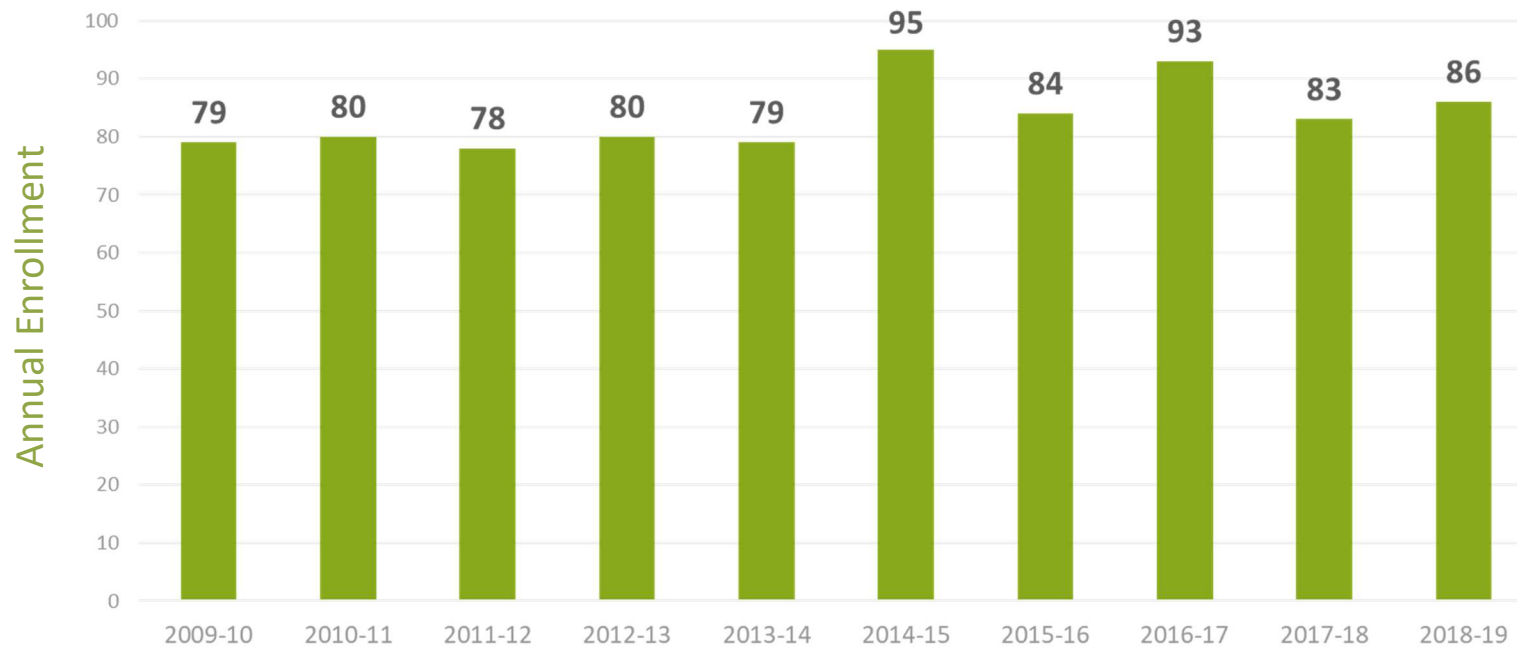
## COUNTY PROFILE - EDUCATION

### EDUCATION - ST. MARY SCHOOL

The mission of St. Mary School is to provide a well-rounded Catholic education based on excellence in academics and dedicated to the development of the whole child – spiritually, intellectually, and physically; thereby equipping our students with the aptitude and the determination to continue their education and become responsible Christians in society.

### 2018-19 St. Mary School Enrollment

PRE-K	KIND	FIRST	SECOND	THIRD	FOURTH	FIFTH	SIXTH	SEVENTH	EIGHTH	SP ED	TOTAL
15	8	11	11	7	9	3	5	6	9	2	86



Source: Illinois State Board of Education 2018

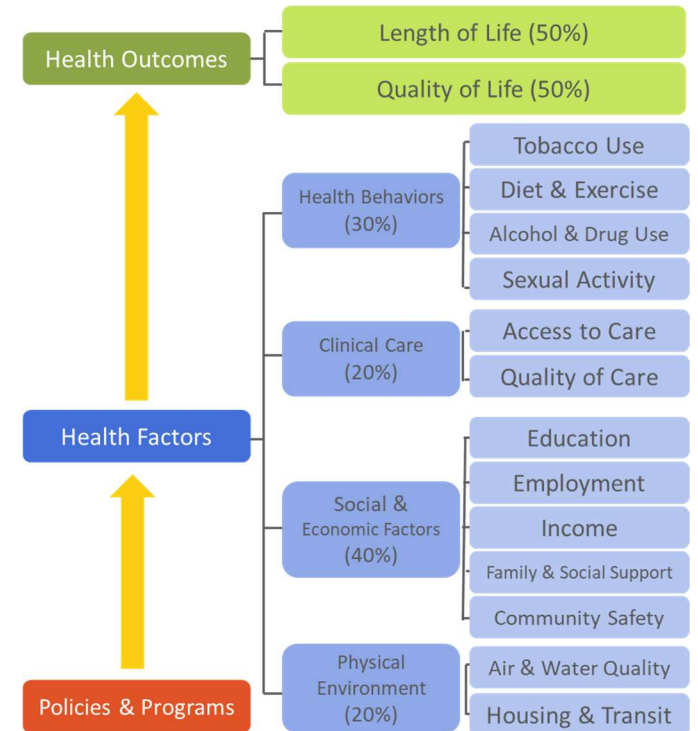
# COUNTY PROFILE - HEALTH

## COUNTY HEALTH RANKINGS – 2018

Out of 102 Illinois Counties, Brown County ranked 6 overall in health outcomes. *County Health Rankings & Roadmaps* ranks the health of nearly every county in the nation (based on the model to the right). The table below compares the rankings of Brown County with the counties in the Public Use Microdata Area: Adams, Brown, Mason, Pike, and Schuyler. Brown County ranked at the top of these comparison counties in six of the eight categories with the exceptions being Clinical Care and Physical Environment for which Brown County ranked second.

Health outcomes in the *County Health Rankings* represent measures of how long people live and how healthy people feel. Length of life is measured by premature death (years of potential life lost before age 75) and quality of life is measured by self-reported health status (% of people reporting poor or fair health and the number of physically and mentally unhealthy days within the last 30 days) and the % of low birth weight newborns.

More information about *County Health Rankings* may be found at <http://www.countyhealthrankings.org/>. Please note: as is the case with most of the data in this report, the Western Illinois Correctional Center population is included in this data. See the appendix for notes on margin of error and data collection dates and methodology.



	Health Outcomes	Health Factors	Length of Life	Quality of Life	Health Behaviors	Clinical Care	Social & Economic Factors	Physical Environment
<b>Adams</b>	44	25	67	22	57	15	23	67
<b>Brown</b>	6	13	5	16	40	22	10	8
<b>Mason</b>	93	86	93	91	86	66	91	47
<b>Pike</b>	38	69	43	37	84	71	58	16
<b>Schuyler</b>	50	53	54	40	79	82	35	3

Source: 2018 County Health Rankings



# COUNTY PROFILE - HEALTH

## COUNTY HEALTH RANKINGS – QUALITY OF LIFE

“Health is influenced by a range of factors. However, social and economic factors, like connected and supportive communities, good schools, stable jobs, and safe neighborhoods, are foundational to achieving long and healthy lives. These social and economic factors also influence other important drivers of health and health equity. Social and economic factors impact our ability to make healthy choices, afford medical care or housing, and even manage stress leading to serious health problems. The choices we make are based on the choices we have.” – *County Health Rankings*

Quality of Life	Brown County	Top U.S. Performers	Illinois
1. Poor or fair health	15%	<b>12%</b>	17%
2. Poor physical health days	3.7	<b>3.0</b>	3.8
3. Poor mental health days	3.3	<b>3.1</b>	3.5
4. Low birthweight	<b>6%</b>	<b>6%</b>	8%
Additional Health Outcomes (not included in overall ranking) –			
5. Premature age-adjusted mortality	<b>250</b>	270	320
6. Child mortality	no data	40	50
7. Infant mortality	no data	4	6
8. Frequent physical distress	11%	<b>9%</b>	11%
9. Frequent mental distress	<b>10%</b>	<b>10%</b>	<b>10%</b>
10. Diabetes prevalence	<b>8%</b>	<b>8%</b>	9%
11. HIV prevalence	248*	<b>49</b>	330

1. % of adults reporting poor or fair health (age adjusted)
2. Avg # of physically unhealthy days reported in last 30 days
3. Avg # of mentally unhealthy days reported in last 30 days
4. % of live births with low birthweight
5. # of deaths among residents under age 75 per 100K pop.
6. # of deaths among children under age 18 per 100K pop.
7. # of infant deaths (within 1 year), per 1,000 live births
8. % of adults reporting 14 or more days of poor physical health per month
9. % of adults reporting 14 or more days of poor mental health per month
10. % of adults aged 20 and above diagnosed with diabetes
11. # adults with HIV per 100K pop.

\* Western Illinois Correctional Center population is included.

Source: 2018 County Health Rankings

# COUNTY PROFILE - HEALTH

## COUNTY HEALTH RANKINGS – HEALTH BEHAVIORS

When it comes to the health behaviors listed in the table below, Brown County offers many opportunities for improvement. In every categorized behavior, Brown County compares poorly to either the state or to top national performers, or both.

Health Behaviors	Brown County	Top U.S. Performers	Illinois
1. Adult smoking	17%	<b>14%</b>	16%
2. Adult obesity	27%	<b>26%</b>	28%
3. Food environment index	7.5	<b>8.6</b>	8.7
4. Physical inactivity	24%	<b>20%</b>	22%
5. Access to exercise opportunities	77%	<b>91%</b>	91%
6. Excessive drinking	24%	<b>13%</b>	21%
7. Teen births	25	<b>15</b>	26
Additional Health Behaviors (not included in overall ranking) –			
8. Food insecurity	11%	<b>10%</b>	12%
9. Limited access to healthy foods	13%	<b>2%</b>	4%
20. Insufficient sleep	33%	<b>27%</b>	32%

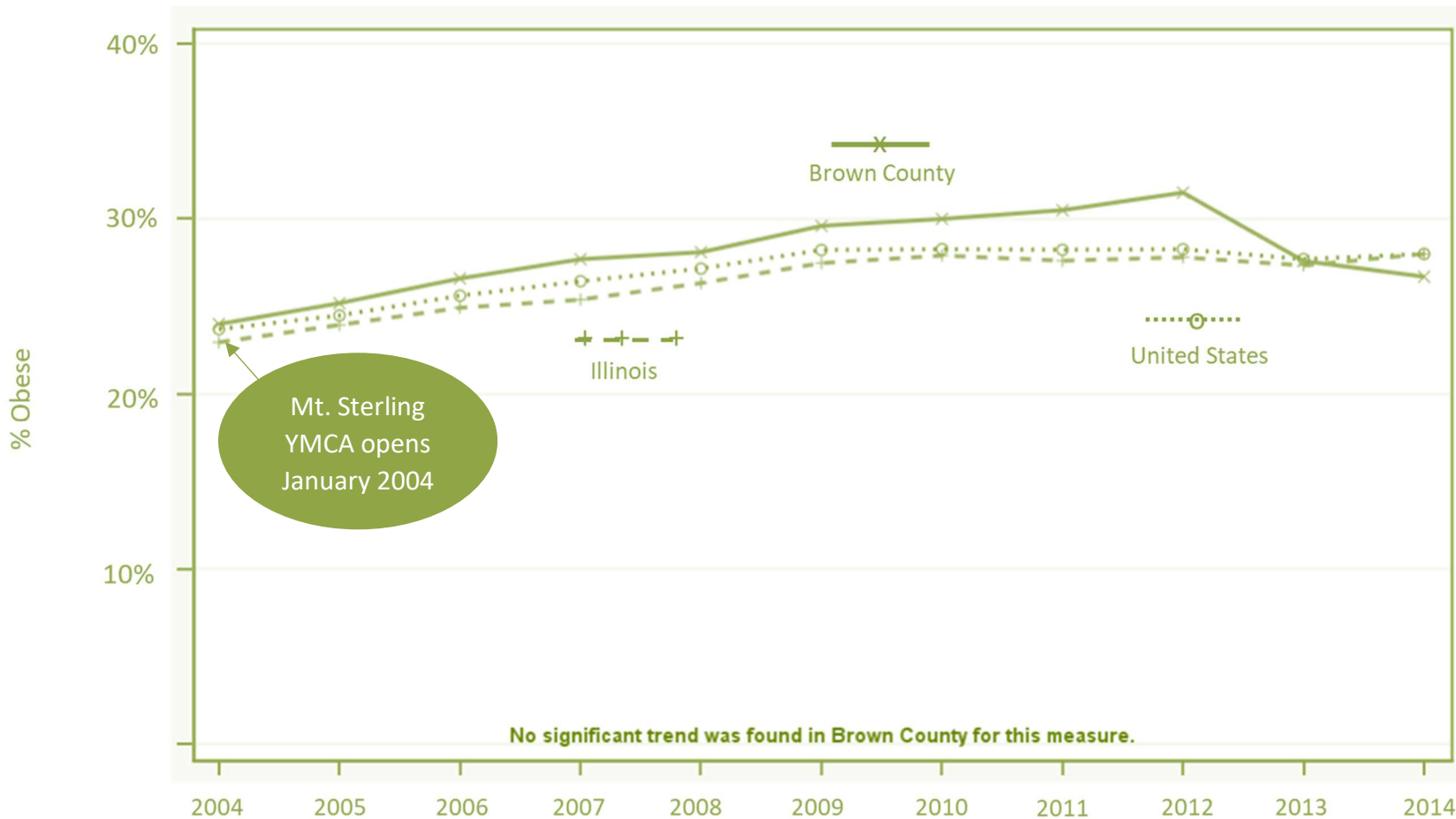
1. % of adults who are current smokers
2. % of adults that report a BMI of 30 or more
3. Index of factors that contribute to a healthy food environment 0 (worst) to 10 (best)
4. % of adults age 20 and over reporting no leisure-time physical activity
5. % of pop. with adequate access to locations for physical activity
6. % of adults reporting binge or heavy drinking
7. # of births per 1,000 female pop. Ages 15-19
8. % of pop. who lack adequate access to food
9. % of pop. who are low-income and do not live close to a grocery store
10. % of adults who report fewer than 7 hours of sleep on avg.

\* Western Illinois Correctional Center population is included.

# COUNTY PROFILE - HEALTH

## COUNTY HEALTH RANKINGS – ADULT OBESITY

Adult Obesity is the percentage of the adult population (age 20 and older) that reports a body mass index (BMI) greater than or equal to 30. Methodologic changes in the Behavioral Risk Factor Surveillance System (BRFSS) took place in 2011. At the time, BRFSS changed their methodology to include cell phone and landline participants. Previously only landlines were used to collect data. This inclusion of a broader demographic may have affected the prevalence estimates for data trends including adult obesity and the drop from 2012 to 2013. For more information, visit: <https://www.cdc.gov/surveillancepractice/reports/brfss/brfss.html>.

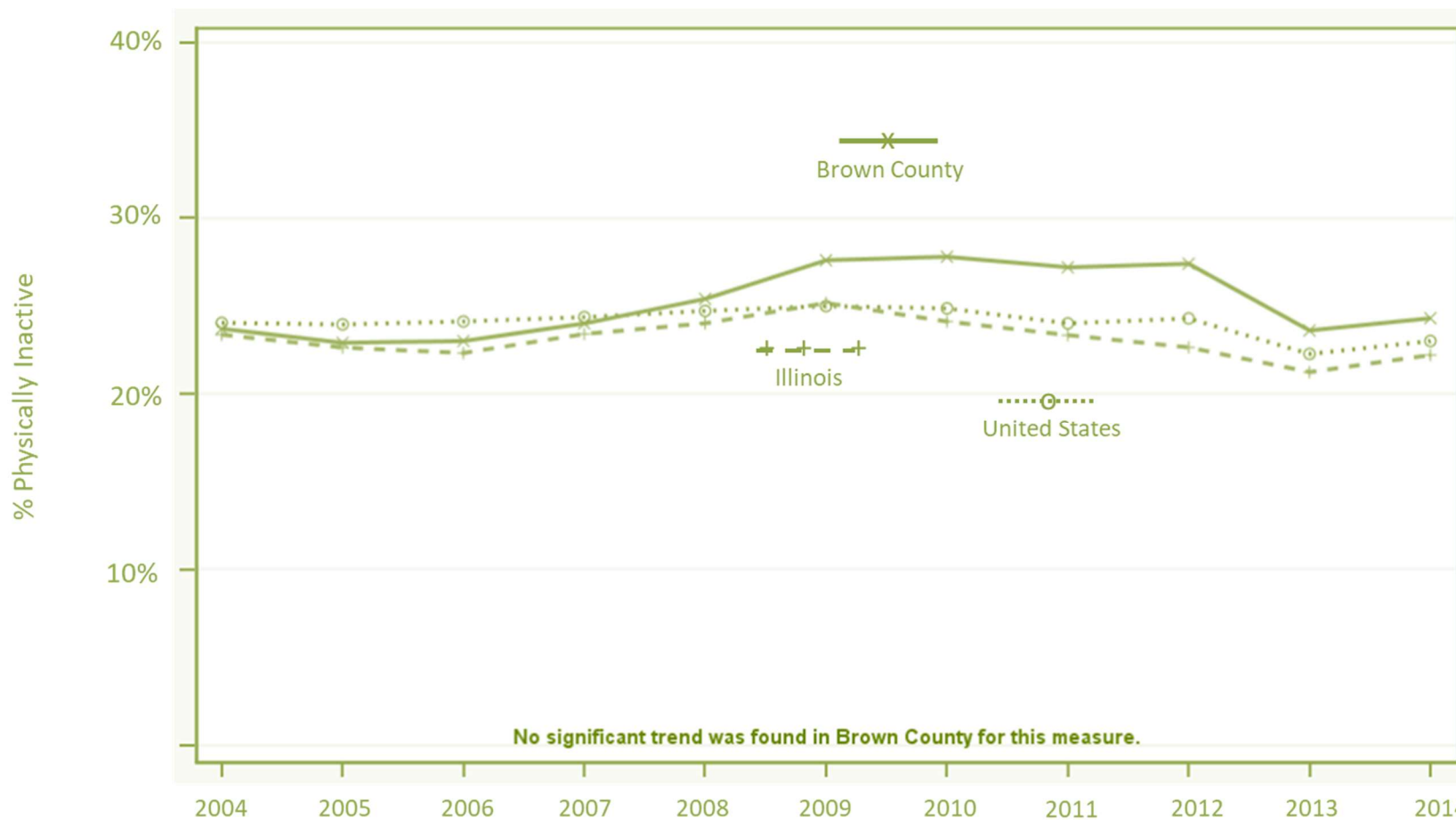


Source: 2018 County Health Rankings

# COUNTY PROFILE - HEALTH

## COUNTY HEALTH RANKINGS – PHYSICAL INACTIVITY

Physical Inactivity is based on responses to the Behavioral Risk Factor Surveillance Survey and is the percentage of adults ages 20 and over reporting no leisure-time physical activity in the past month. Examples of physical activities include running, calisthenics, golf, gardening, or walking for exercise. Data for Physical Inactivity are provided by the CDC Interactive Diabetes Atlas which combines 3 years of survey data to provide county-level estimates. In 2011, BRFSS changed their methodology to include cell phone and landline participants. Previously only landlines were used to collect data. Because Brown County trends mirror state and national trends, we are led to believe the change in methodology accounts for the changes between 2012 and 2014.



Source: 2018 County Health Rankings

# COUNTY PROFILE - HEALTH

## COUNTY HEALTH RANKINGS – CLINICAL CARE

Primary Care Physicians is the ratio of the population to primary care physicians. Primary care physicians include practicing non-federal physicians (M.D.’s and D.O.’s) under age 75 specializing in general practice medicine, family medicine, internal medicine, and pediatrics. The ratio represents the number of individuals served by one physician in a county. Quincy Medical Group lists two primary care physicians based at the Mt. Sterling clinic on its website.

Mental Health Providers is the ratio of the population to mental health providers. Mental health providers are defined as psychiatrists, psychologists, licensed clinical social workers, counselors, marriage and family therapists, and mental health providers that treat alcohol and other drug abuse, as well as advanced practice nurses specializing in mental health care. The ratio represents the number of individuals served by one mental health provider in a county, if the population were equally distributed across providers. The presence of the Western Illinois Correctional Center could account for the higher ratio of mental health providers to the population.

Brown County has a low percentage of uninsured individuals compared to the State of Illinois and top U.S. performers.

Clinical Care	Brown County	Top U.S. Performers	Illinois
1. Uninsured	<b>5%</b>	6%	8%
2. Primary care physicians	6,830:1	<b>1,030:1</b>	1,240:1
3. Mental health providers	<b>290:1</b>	330:1	530:1
4. Preventable hospital stays	45	<b>35</b>	55
5. Diabetes monitoring	84%	<b>91%</b>	86%
6. Mammography screening	62%	<b>71%</b>	64%

1. % of pop. under age 65 without health insurance
2. Ratio of pop. to primary care physicians
3. Ratio of pop. to mental health providers
4. # of hospital stays for ambulatory-care sensitive conditions per 1,000 Medicare enrollees
5. % of diabetic Medicare enrollees ages 65-75 that receive HbA1c monitoring
6. % of female Medicare enrollees ages 67-69 that receive mammography screening

\* Western Illinois Correctional Facility population is included.

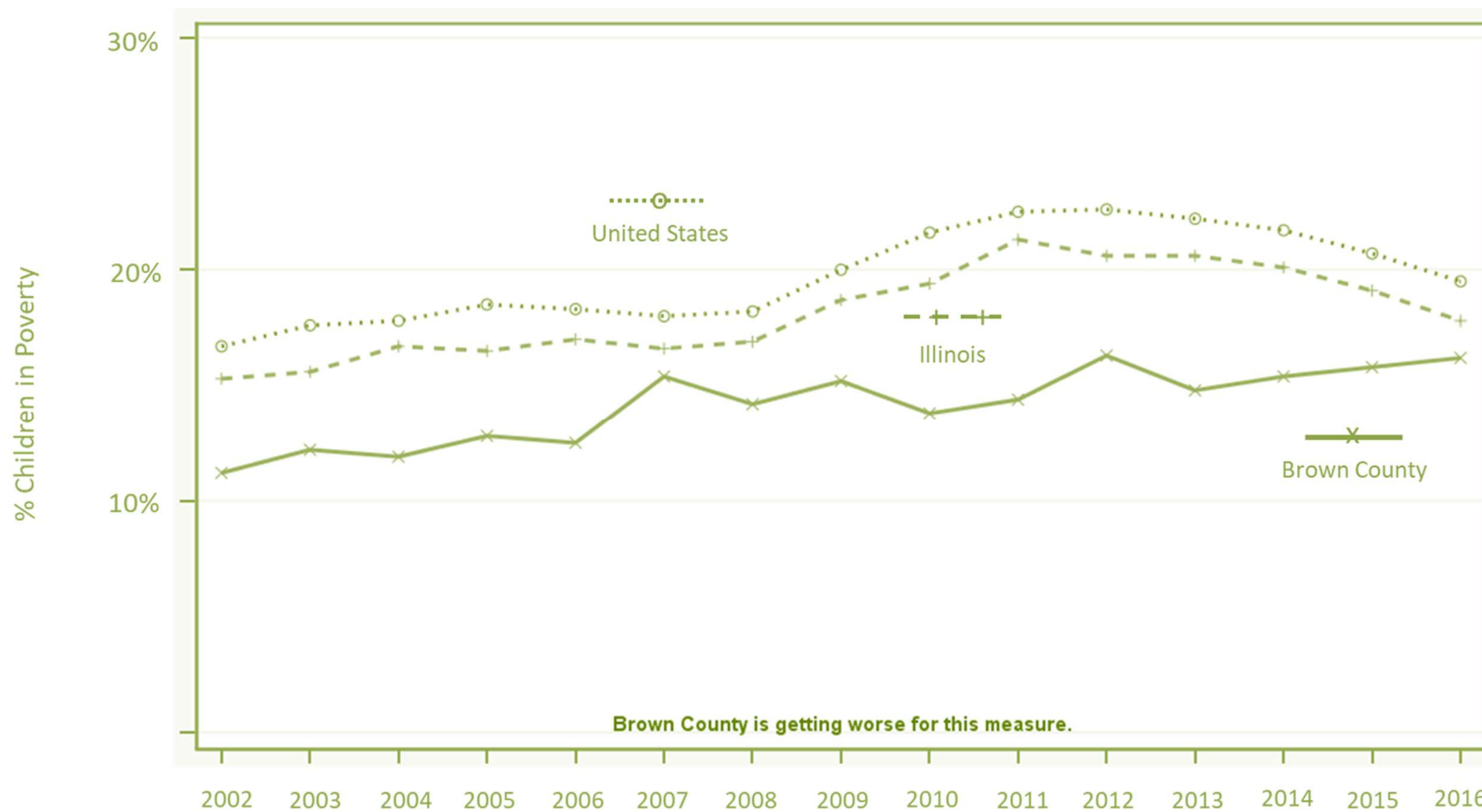
Source: 2018 County Health Rankings

# COUNTY PROFILE - HEALTH

## COUNTY HEALTH RANKINGS – CHILDREN IN POVERTY

The table below indicates that Brown County is getting worse for the measure of children in poverty. Children in Poverty is the percentage of children under age 18 living in poverty. Poverty status is defined by family size and income, and is measured at the household level. If a household’s income is lower than the poverty threshold for a household of their size they are considered to be in poverty. Poverty thresholds differ by household size and geography.

“Poverty limits opportunities for quality housing, safe neighborhoods, healthy food, living wage jobs, and quality education. As poverty and related stress increase, health worsens.” – *County Health Rankings*



Source: 2018 County Health Rankings

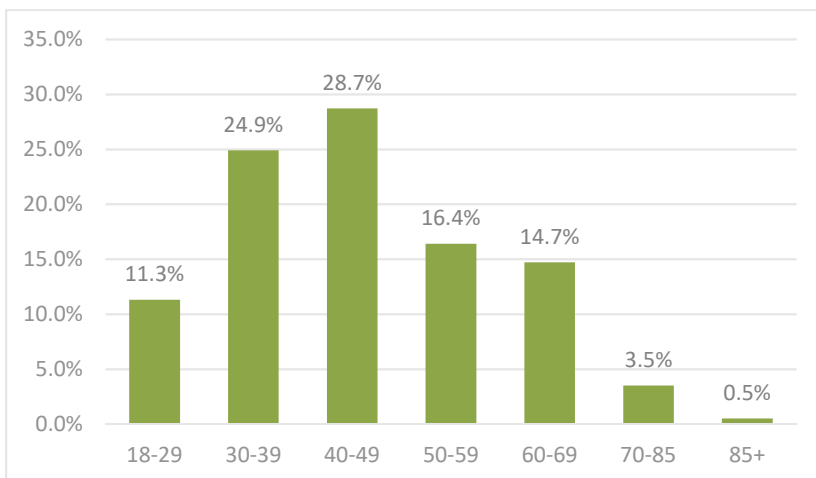
# 2018 COMMUNITY SURVEY

## SURVEY DEMOGRAPHICS - LIVE / LIVE & WORK RESPONDENTS 377 total respondents in the live / live & work group

### Where do you live?

Locality	#	%
Mt. Sterling	211	56.0%
Versailles	36	9.6%
Timewell	22	5.8%
Ripley	2	0.5%
Rural Brown County	101	26.8%
*Outside Brown County	5	1.3%
<b>Total Respondents</b>	<b>377</b>	<b>100.0%</b>

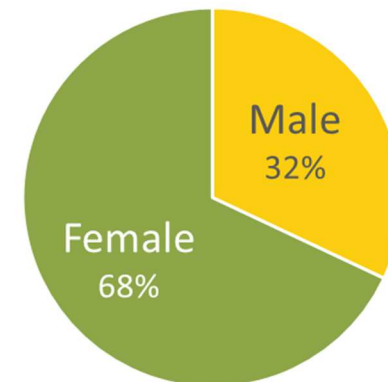
### How old are you?



### How long have you been a resident?

Length of Time	#	%
Less than a year	4	1.1%
1 – 4 years	27	7.2%
5 – 9 years	52	13.7%
10 – 19 years	60	15.9%
20 + years	230	61.0%
*Not a resident	4	1.1%
<b>Total Respondents</b>	<b>377</b>	<b>100.0%</b>

Please indicate your gender.



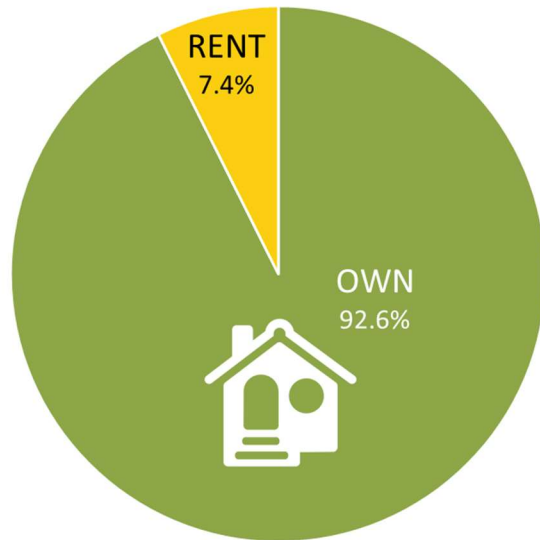
\*Self-reported; 4/5 people miscategorized themselves

Source: 2018 Brown County Community Survey

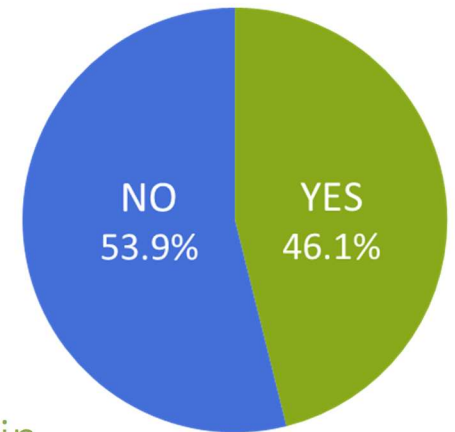
# 2018 COMMUNITY SURVEY

SURVEY DEMOGRAPHICS - LIVE / LIVE & WORK RESPONDENTS  
 377 total respondents in the live / live & work group

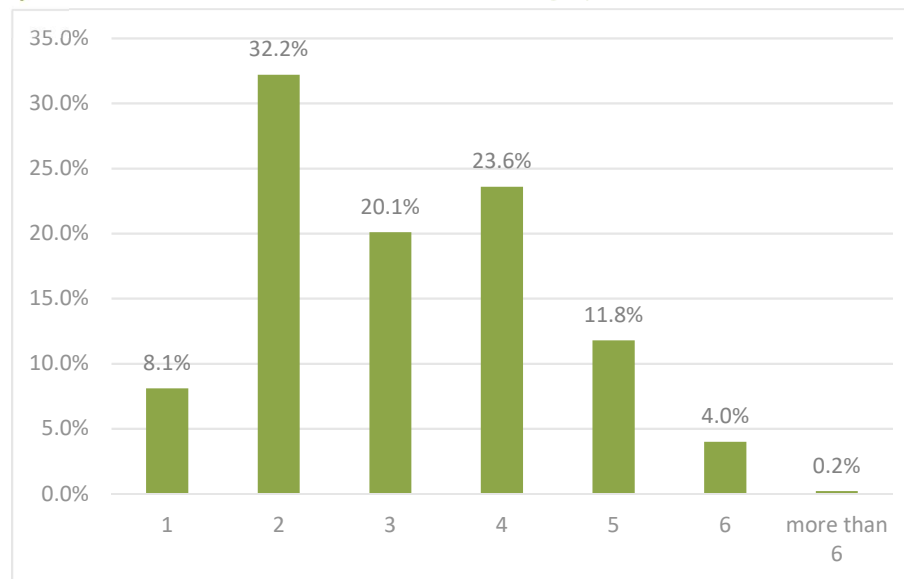
Do you own or rent your residence?



Do you have children enrolled in a Brown County School?



How many people currently live in your household, including yourself?



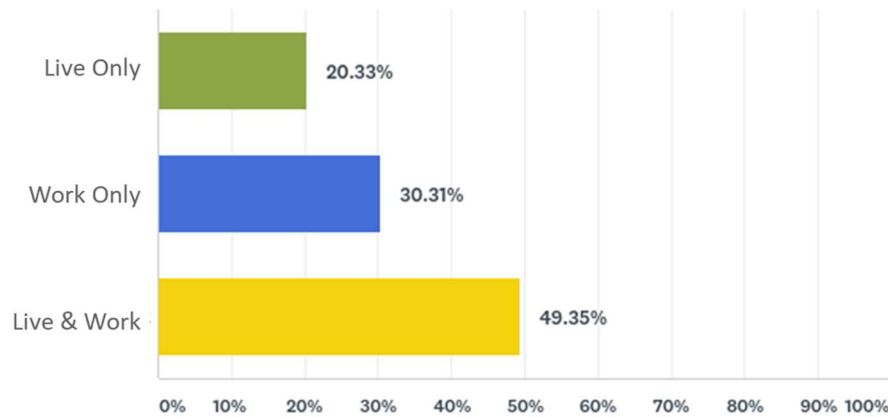
Source: 2018 Brown County Community Survey



# 2018 COMMUNITY SURVEY

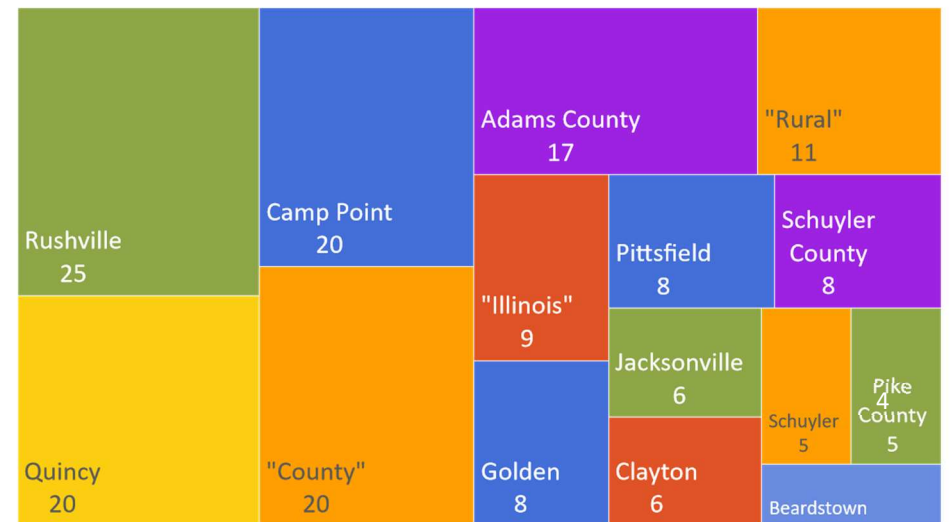
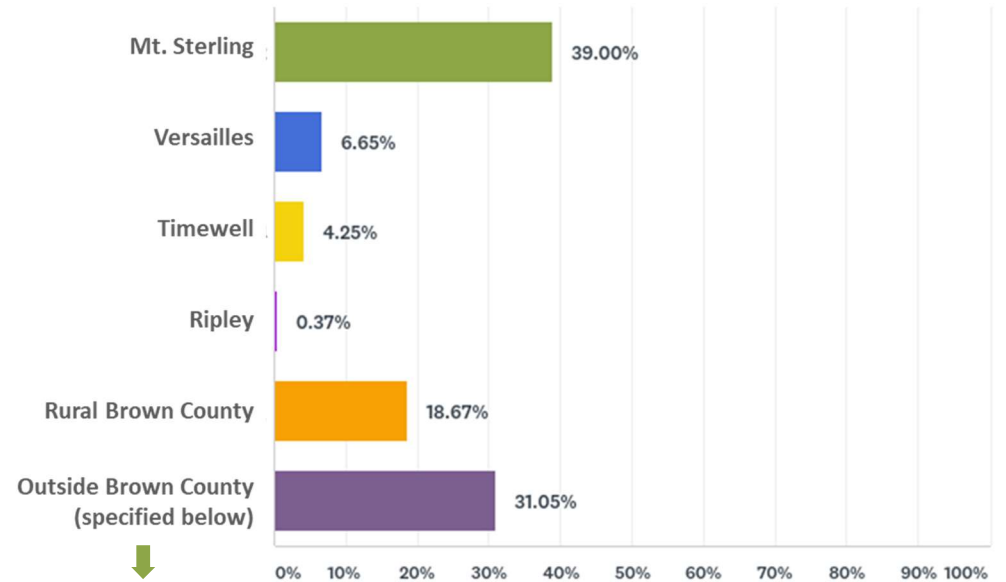
## SURVEY DEMOGRAPHICS - ALL RESPONDENTS

Do you live and/or work in Brown County?



541 individuals in total responded to the 2018 Brown County Community Survey. Of the total number of respondents, 69.68% indicated they live and live and work in Brown County. The location breakdown shown in the tree map to the right includes the written answers by respondents who chose 'other'.

Where do you live?

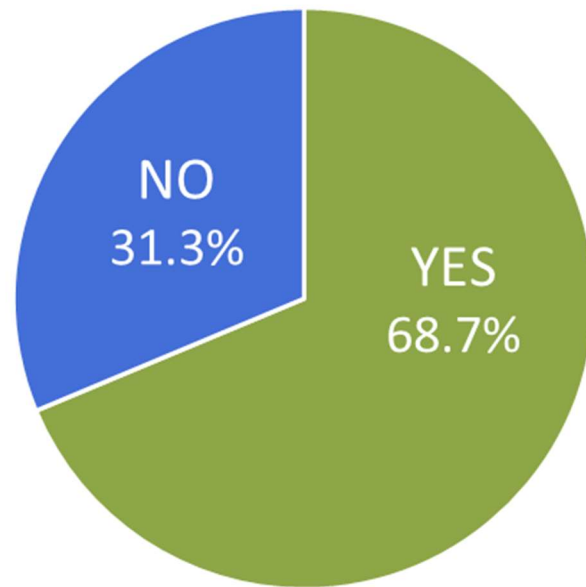


Source: 2018 Brown County Community Survey

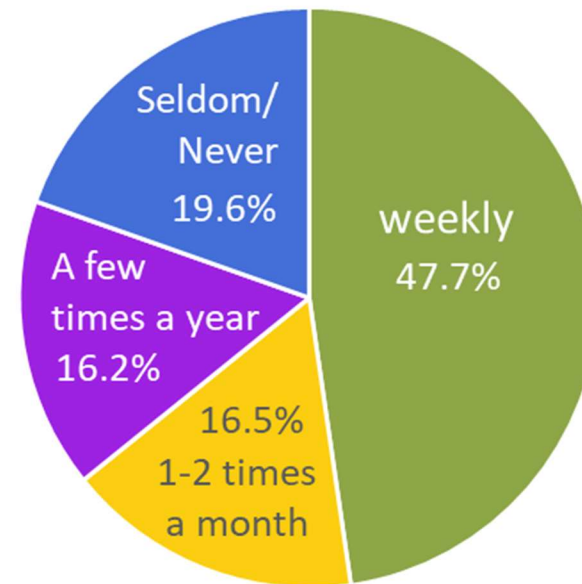
## 2018 COMMUNITY SURVEY

## SURVEY DEMOGRAPHICS - ALL RESPONDENTS

Do you belong to a church?



If yes, how often do you attend church services?



Slightly more than two-thirds of respondents said they belonged to a church, and while this represents all respondents (541) and not just people living in Brown County, the percentage was basically the same regardless.

In respect to the responses to the follow up question of how often you attend church, even though the question was phrased so that only those who identified as belonging to a church should respond, there was a difference of around 60 – or approximately the same number of people who replied ‘seldom or never.’ Removing that option and associated number from consideration, 62% replied as attending church weekly.

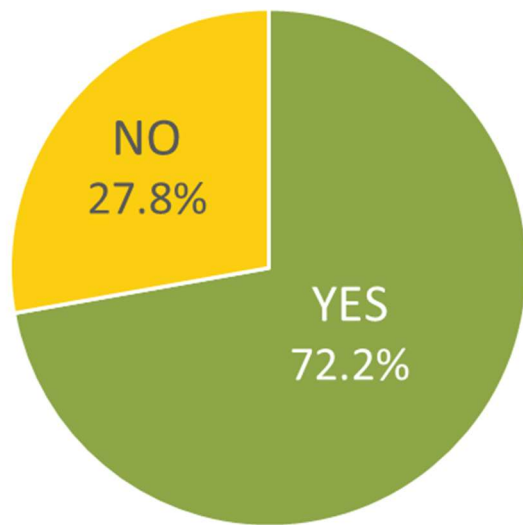
However, there was some discrepancy between the self-reported data from the survey and what was learned in the focus groups. According to the survey responses from both adults and BCHS students, church membership and attendance is pretty healthy, but focus group participants identified declining membership as a key problem.

Source: 2018 Brown County Community Survey

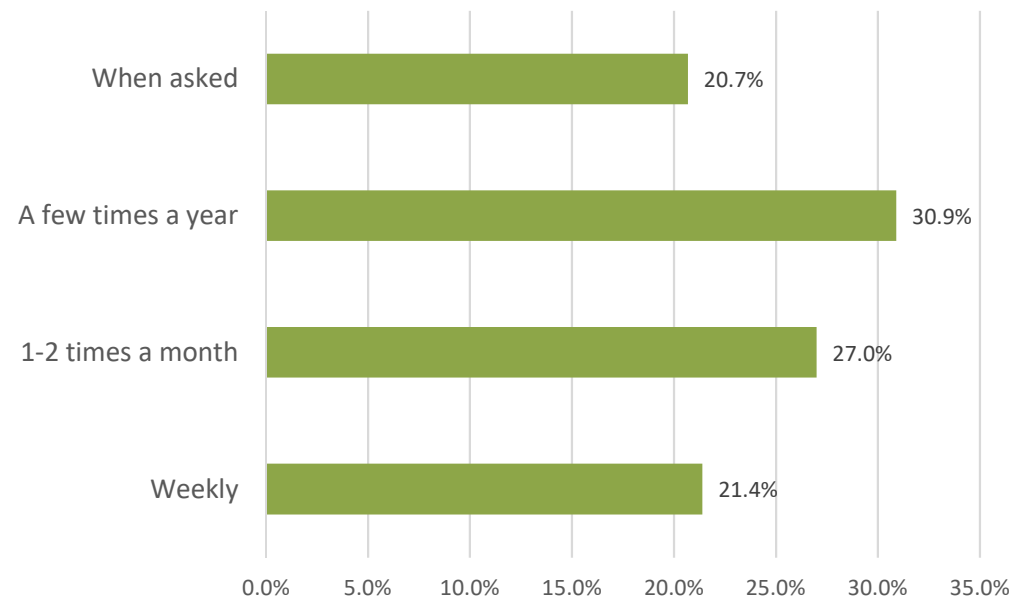
# 2018 COMMUNITY SURVEY

## SURVEY DEMOGRAPHICS - ALL RESPONDENTS

Do you volunteer your time for nonprofits or community organizations?



If yes, how often do you volunteer?



A large percentage of respondents – 72% – identified themselves as volunteers with just less than half of the self-identified volunteers doing so more frequently (weekly or 1-2 times a month) and slightly more than half doing so less frequently (a few times a year or when asked).

There was some discrepancy between the self-reported data from the survey and what was learned in the focus groups. According to the survey responses from both adults and BCHS students, volunteerism levels are fairly high, but focus group participants identified the lack of volunteers, especially younger volunteers, as a key threat to organizational sustainability.

## 2018 COMMUNITY SURVEY

### SURVEY DEMOGRAPHICS - ALL RESPONDENTS

## How do you stay informed of community events in Brown County?

541 total respondents answered this question, choosing all that apply. The responses are sorted by most to least. For comparison, the Brown County High School student responses are included. Family and friends followed by social media are the most popular ways to stay informed of community events for both groups. WGEM, KHQA, and School also rank high among for both groups.

Source	General Responses	BCHS Responses
Friends / Family	405	50
Social Media	356	43
Democrat Message	304	28
WGEM	202	32
KHQA	180	27
School	163	49
Quincy Herald Whig	85	15
Other	55	0
Action Brown County website	49	2
Mt. Sterling website	36	8
Brown County Activity Guide	29	4
Jacksonville Journal Courier	24	7

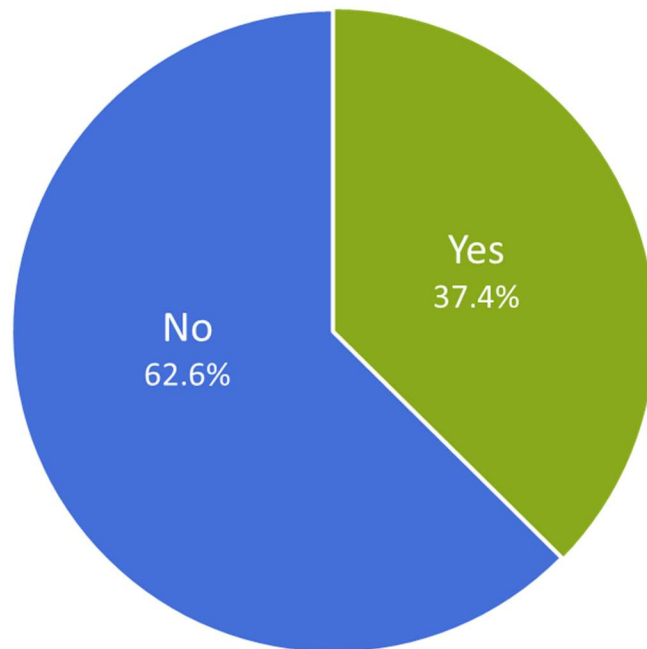


Source: 2018 Brown County Community Survey

## 2018 COMMUNITY SURVEY

## SURVEY DEMOGRAPHICS - LIVE / LIVE &amp; WORK RESPONDENTS

## Does anyone in your household work outside of Brown County? Why?



It is probably unsurprising that such a low percentage (**37.4%**) of the respondents who self-identified as living or living and working in Brown County had someone from their household working outside Brown County given the presence of Dot Foods and the Western Illinois Correctional Center, two major employers.

### What We Heard >>>

- > *"Their job training and internships led them to an area just outside of Brown County, but they shop, eat and pay taxes here."*
- > *"Better pay"*
- > *"Career doesn't exist here in Brown County. Healthcare field. I'm ok with this."*
- > *"Limited job opportunities"*
- > *"Only way to get a decent job without working at prison or Dot"*
- > *"Wasn't a job opportunity here for me, so I've had to work in other counties"*
- > *"There is a little bit of lack of opportunity due to the small community and aside from Dot, pay scale seems to be a bit lower here than surrounding areas."*
- > *"School districts pay a little more"*
- > *"Because outside of the prison, school or Dot the quality employment opportunities seem limited."*

Source: 2018 Brown County Community Survey

# 2018 COMMUNITY SURVEY

## SURVEY RESPONSES - ALL RESPONDENTS

People define “quality of life” differently. What one word or phrase best defines quality of life to you?

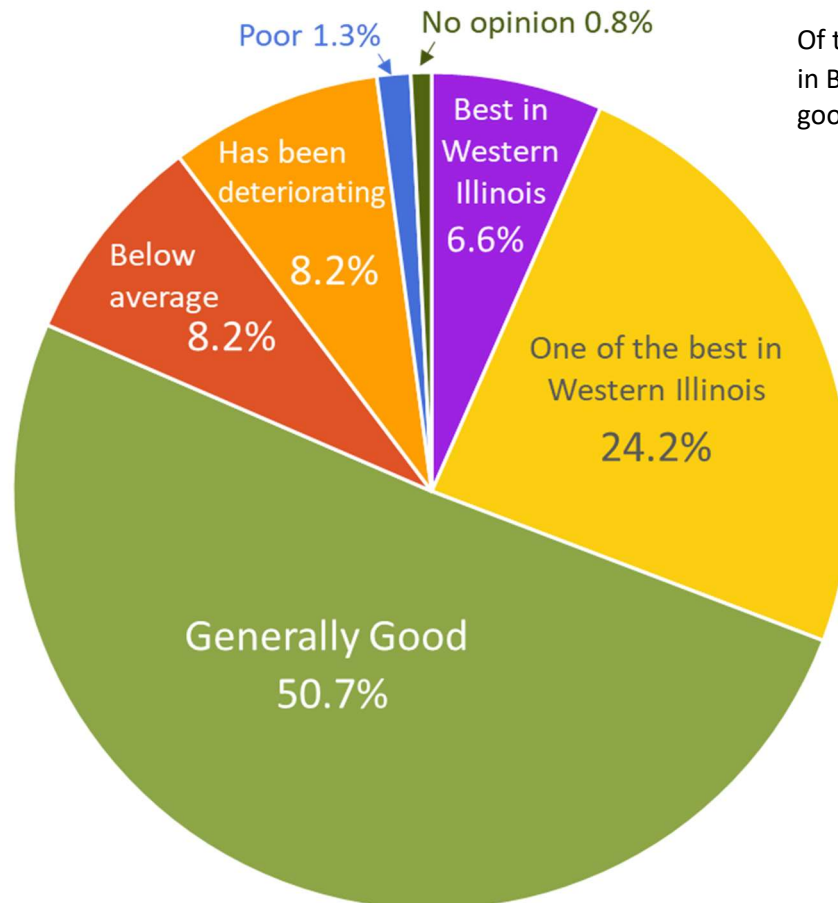
Words that were used the most by respondents are displayed the largest in the word cloud below. Respondents used the words, Happiness, Family, Safety, Community, and Peaceful most often when defining quality of life.



# 2018 COMMUNITY SURVEY

## SURVEY RESPONSES - LIVE / LIVE & WORK RESPONDENTS

### How would you categorize the quality of life in Brown County?



Of the 377 survey respondents who self-identified as living or living and working in Brown County, **81.5%** categorized quality of life in Brown County as generally good, one of the best in Western Illinois, or the best in Western Illinois.

### What We Heard >>>

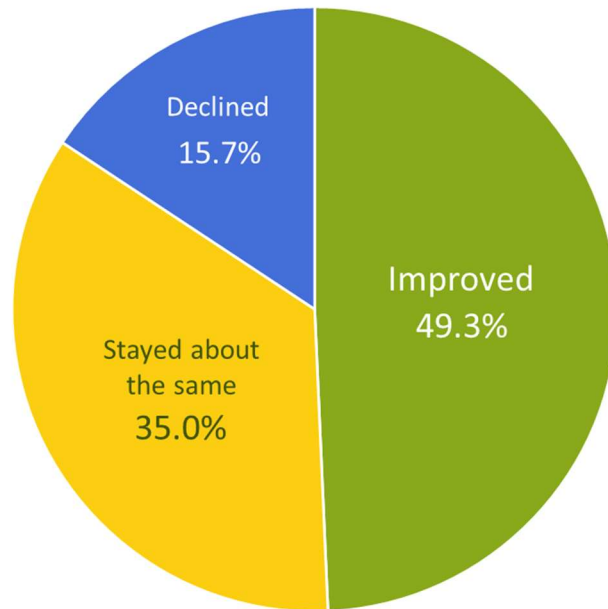
- > *"I feel the citizens of Brown County strive to make the county a better place to live. Individuals are very supportive of one another. Businesses are also supportive of the various groups within the county."*
- > *"Brown county is a safe and inviting community with hopeful promise for a better tomorrow than yesterday."*



## 2018 COMMUNITY SURVEY

### SURVEY RESPONSES - LIVE / LIVE & WORK RESPONDENTS

Over the past five years, do you believe Brown County's quality of life has improved, stayed about the same, or declined?



Of the 377 survey respondents who self-identified as living or living and working in Brown County, **49.3%** believe quality of life in Brown County has improved over the past five years. **65.8%** of respondents who self-identified as working, but not living in Brown County responded that the quality of life had improved over the past five years. The reasons why almost half of the respondents said that Brown County's quality of life had improved in the last five years included the following:

- > Businesses; new businesses; main street; improvements uptown; downtown; downtown area improved; renovations Main Street; uptown Mt. Sterling
- > Job opportunities; increased jobs; work; Dot

### What We Heard >>>

- > *"A lot of people have stepped up to make necessary improvements to this community. This community has since, seen a lot of progress and improvements and continue to plan improvements that people can enjoy and make this community beautiful."*
- > *"Brown County has invested in the community to make it better. More shops, parks festivals, this all reflects on Brown County and how they want to improve and take action to do so."*
- > *"I am seeing positive changes in the school district. The community's library has friendly staff and are looking to resource students and teachers. There is a YMCA with many programs, and they always seem to be trying to add and adjust their programs for community needs. There are many small businesses downtown, more so than many other small towns of this size (or even larger), as well as two dance studios."*
- > *"The options available in this county are rarely available in communities of this size and seems to improve all the time."*
- > *"It is obvious to anyone who travels through Brown County, particularly Mt Sterling, that the community is really working to improve the appearance of their town."*

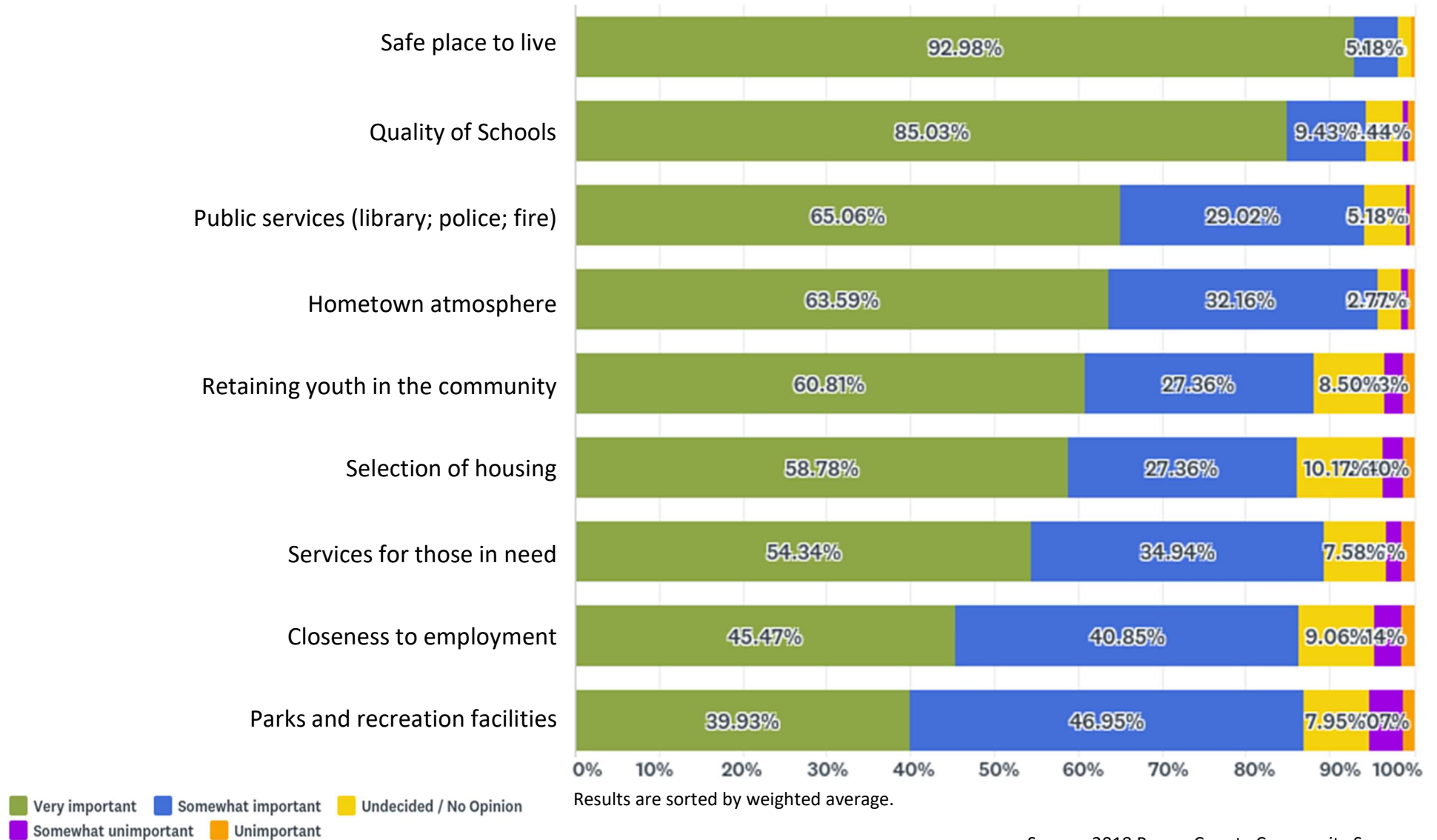
Source: 2018 Brown County Community Survey



# 2018 COMMUNITY SURVEY

## SURVEY RESPONSES - ALL RESPONDENTS

How important are the following to quality of life in Brown County?

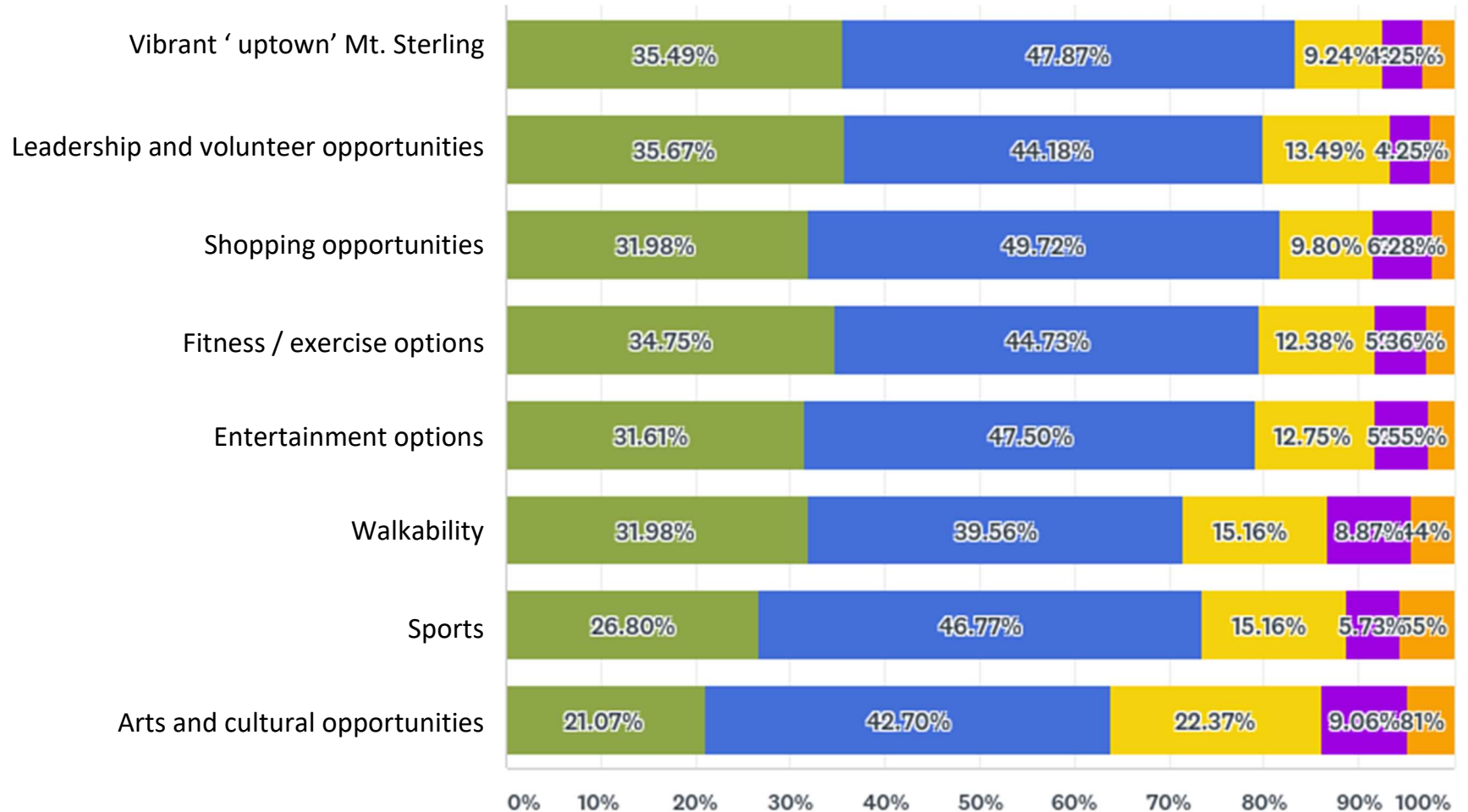


Source: 2018 Brown County Community Survey

# 2018 COMMUNITY SURVEY

## SURVEY RESPONSES - ALL RESPONDENTS

How important are the following to quality of life in Brown County?  
 (results continued from the previous page)



Results are sorted by weighted average.

■ Very important   
 ■ Somewhat important   
 ■ Undecided / No Opinion  
■ Somewhat unimportant   
 ■ Unimportant

Source: 2018 Brown County Community Survey

## 2018 COMMUNITY SURVEY

### SURVEY RESPONSES - ALL RESPONDENTS

## The most critical issues facing Brown County according to respondents:

### What We Heard >>>

- > *"People need entertainment when not working. Anything that gets someone excited such as community activities, restaurants, shopping, nice downtown."*
- > *"Besides having more employment opportunities to those living here, would be nice to have new businesses to shop or eat at besides what's here. It's nice being able to do all of your shopping locally vs having to drive to other counties for your shopping needs for your family."*
- > *"All of them, if you want to maintain or increase growth, you need to grow. Brown County needs maintain or increase housing market, keep quality schools, etc. which will continue to draw talented new employees for the large employers in the county."*
- > *"Safe place to live is high on my list because of what is happening in the world today, you need to feel safe with where you live and the people you interact with."*
- > *"Housing prices are getting too high!! We need to retain and attract newly married/ young couples and keep them here to raise the next generations."*
- > *"I compare the quality of life to the tone set when a benefit is being held for a community effort. It's such a powerful and beautiful atmosphere. If possible, I would like that tone to be set through community events throughout the year. It brings people together and reminds us all that we're all neighbors here and together, we can do mighty things."*
- > *"I think retaining youth in the community is a crucial part of growing Brown County. Most young people leave for better, high-paying jobs in bigger cities or leave for a more diverse population."*
- > *"The younger generations will need a reason to return to Brown Co. Employment is important. However, good schools and affordable housing will be key to their return. People will drive to their job if they have a good place to live. I have also heard Child Care is a really big issue."*

Summary of most critical issues listed in approximate order based on the number of responses:

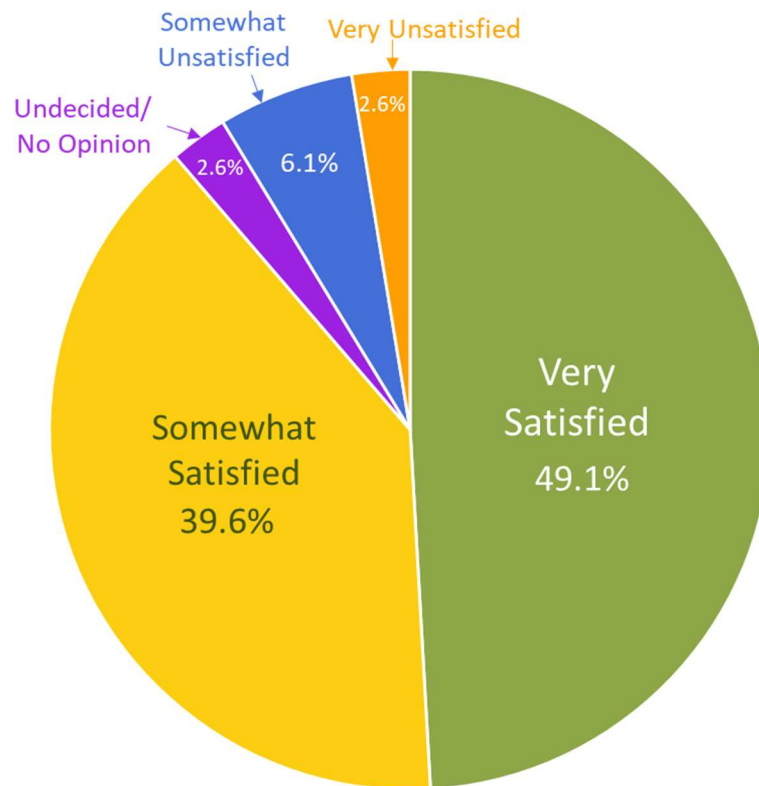
- > Housing/affordable housing/selection housing/homes/housing cost
- > Schools/quality schools/school system/education
- > Safe place live/safety/safe/feel safe
- > Community/people/hometown atmosphere
- > Retaining youth/kids/children/keeping youth
- > Daycare/child care

# 2018 COMMUNITY SURVEY

## SURVEY RESPONSES - LIVE / LIVE & WORK RESPONDENTS

### How satisfied are you with living or working in Brown County?

Of the 377 survey respondents who self-identified as living or living and working in Brown County, **88.7%** are satisfied (somewhat or very) with living or working in Brown County.



### What We Heard >>>

- > *“I have lived in Mt Sterling for 7 years. When I first came to town there wasn't much in the community, more than others, yet still not a lot. In the last 5 years we have add so much to the community. Now we have not one but 2 eyecare places, 2 places to purchase clothing, and a new restaurant. I love that Brown County is ever changing and growing.”*
- > *“We are blessed to have a very low unemployment percentage in our county. As our community continues to improve with job opportunities it gives our children the choice to come back home after gaining higher education and retain a job that can sustain themselves.”*
- > *“Brown County has invested in the community to make it better. More shops, parks festivals, this all reflects on Brown County and how they want to improve and take action to do so.”*

# 2018 COMMUNITY SURVEY

## SURVEY RESPONSES - ALL RESPONDENTS

### What do you like most/least about living or working in Brown County?

Note that these responses came from all survey respondents, including those who work but do not live in Brown County. That would explain the large number of references to commuting or driving as being disliked.

Like Most	Like Least
People / friendliness / nice / everyone / friendly atmosphere / welcoming	Shopping options / limited shopping / businesses / selection / shopping opportunities / prices
small town / small town atmosphere / small town feel / hometown feel / hometown atmosphere / hometown	Drive / distance / long commute / drive work / commute / travel
Community / closeness / love / support / caring / come together in times need / sense of community	Restaurants / food options / eating / places eat
Proximity / convenience / access/close (to) home / close work	People / town
Work / job(s) / Dot Foods / opportunities / job security / employment	Entertainment options / entertainment / lack of entertainment / limited options
Safe / safety / feel safe / quiet	Property taxes / taxes
Place raise kids / kids / school / children	Housing / housing options / affordable housing

#### What We Heard >>>

*"I think it was hard to get connected in Mt. Sterling. The people here are tightly knit, and rightly so. I think that is difficult to overcome when new people move here. Aside from that, housing is not very affordable."*

*"Great opportunities at Dot Foods, but options outside of Dot Foods are very limited. Also, higher costs of living with the limited stores and no other options within reasonable driving distance."*

#### What We Heard >>>

- > *"Brown County has a lot of the right amenities while maintaining a hometown feel."*
- > *"Generally, BC is a very generous community. Any time there is a benefit or fundraiser, it seems like the whole community shows up. Sporting events are the same way, the support is great."*
- > *"Brown County will always be home and I like the friendliness."*

Source: 2018 Brown County Community Survey

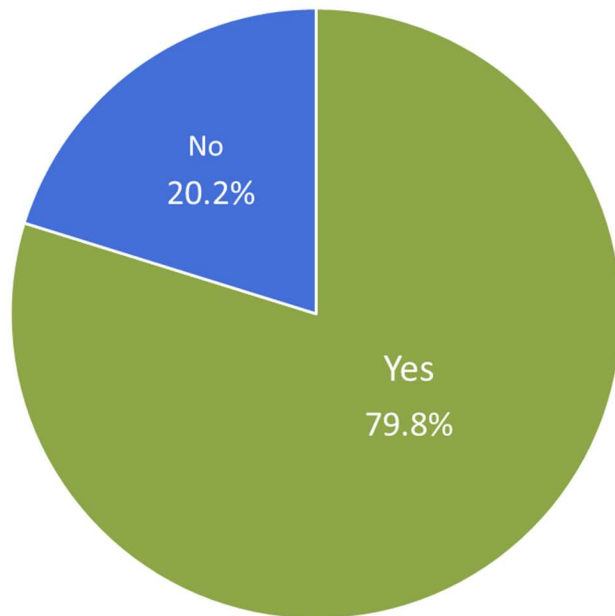
## 2018 COMMUNITY SURVEY

### SURVEY RESPONSES - ALL RESPONDENTS

## Would you recommend Brown County to family, friends, or colleagues as a good place to live?

Of the 377 survey respondents who self-identified as living or living and working in Brown County, **79.8%** would recommend Brown County to family, friends, or colleagues as a good place to live. Some of the reasons identified as to why people would make such a recommendation were:

- > Great place to raise kids
- > Small town, friendly people
- > Sense of community; people come together
- > Safe place



### What We Heard >>>

- > *"I feel that accountability plays a big part in why I would recommend living here. It's too small of a community for anyone to get lost in the shuffle for very long, and I find that comforting."*
- > *"I have never felt unsafe in Mt. Sterling. I'm not a super neighborly person, but I trust that my neighbors look out for us, and us them. I cherish that."*
- > *"It is a nice community that seems to care about each other and come together in times of need."*
- > *"It is generally quiet and laid back. There is enough in Brown County to be convenient, without the hustle and bustle of a city."*
- > *"Our county offers good schools & most modern necessities & conveniences without having to drive to a bigger town."*
- > *"There's just such community pride here and so much opportunity with Dot and the prison."*

Source: 2018 Brown County Community Survey

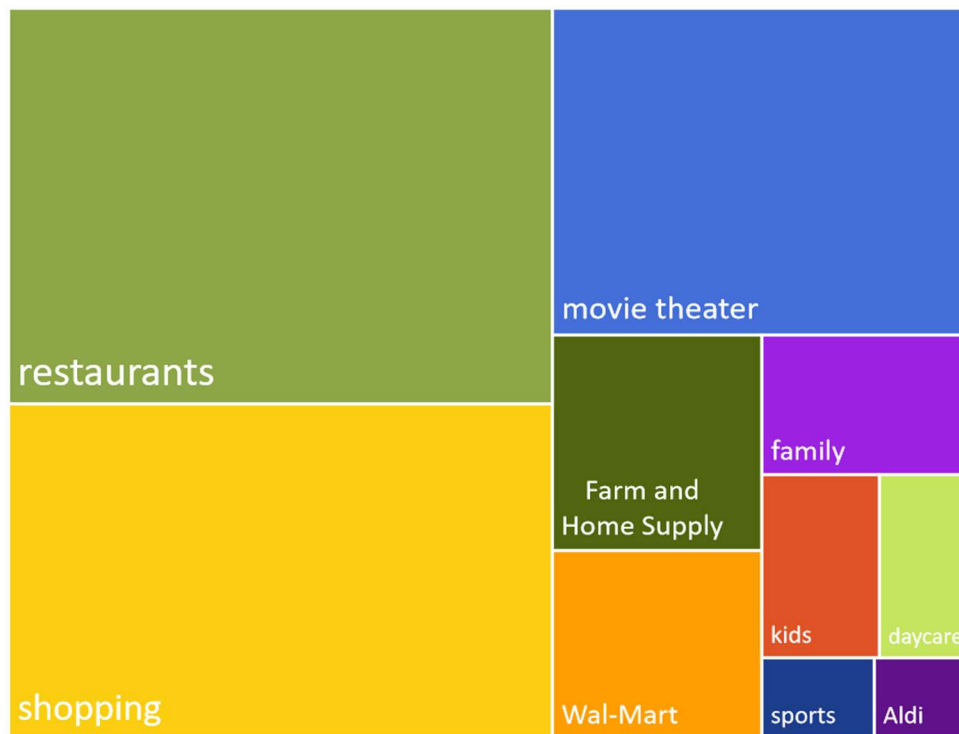
# 2018 COMMUNITY SURVEY

## SURVEY RESPONSES - ALL RESPONDENTS

### What businesses, activities, or services do you wish there were more of in Brown County?

The overwhelming response to this open-ended question was additional restaurant options with quite a few people specifically asking for one that serves Mexican food. Related to this were comments made elsewhere in the survey that asked for food options after midnight beyond the one that is currently available.

A good number of respondents identified new retail/shopping opportunities as desirable, mostly in a general sense but some with more specificity – clothing, grocery, Farm & Home Supply, Aldi, Wal-Mart. Entertainment options were also identified by a significant number of respondents – bowling alley, movie theater, activities for kids, and so on. Other items that were mentioned specifically include daycare/childcare and an indoor swimming pool.



\*General approximations

### What We Heard >>>

- > *“daycare, 24-hour food options”*
- > *“More unique shops, a clothing store with good quality and low prices would be nice. More sit down family restaurants”*
- > *“Movie theater. Bowling alley. Arcade. Something for the younger crowd to do”*
- > *“Better, affordable, quality housing”*
- > *“Farm store, restaurants, a decent carwash”*

Source: 2018 Brown County Community Survey

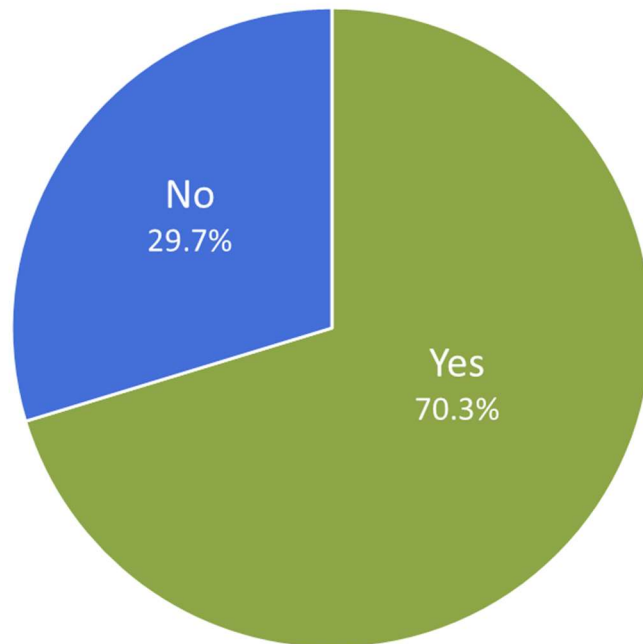


## 2018 COMMUNITY SURVEY

### SURVEY RESPONSES - LIVE / LIVE & WORK RESPONDENTS

## Does Brown County offer housing and services to allow you to stay here through the end of your life?

Of the 377 survey respondents who self-identified as living or living and working in Brown County, **70.3%** believe that Brown County offers housing and services to allow the respondent to stay in Brown County through the end of their life.



### What We Heard >>>

Those who responded negatively offered the following as reasons for their choice:

- > *"I can see myself moving closer to a city so driving doesn't become an issue."*
- > *"It doesn't offer housing and services, at least not for a person who wants to be social and active."*
- > *"Cost of living here in terms of property ownership is expensive and so are services in-home."*
- > *"If you don't plan to or want to be in a nursing home, there is no other option that I am aware of."*
- > *"There is no assisted or senior living options. We are losing our seniors to surrounding towns that have these options. With our seniors goes their money. We could keep a lot of dollars in the county with some sort of senior housing."*
- > *"It is a far drive for major hospitals. Probably not enough medical and services for elderly to stay."*
- > *"We need more transitional care. It's either you stay in your home until you die or you go to the nursing home."*

Source: 2018 Brown County Community Survey



# 2018 COMMUNITY SURVEY

## SURVEY RESPONSES - ALL RESPONDENTS

### What types of housing would you like to see more of in Brown County?

The table below shows how 522 question respondents ranked desired housing options. Homes under \$150,000 are in the highest demand at **68.4%** followed by retirement / assisted living housing at **36.9%**. Of 532 total question respondents, **66.5%** prioritize more land, less house if the respondent were in the market to purchase a house.

Type of Housing	
Homes under \$150,000	68.4%
Retirement / Assisted Living	36.9%
Apartments	29.0%
Homes \$150,000 - \$225,000	24.1%
Townhouses	19.7%
Tiny Homes	14.8%
Low Income / Public Housing	8.30%
Homes \$225,000 - \$300,000	6.10%
Homes \$300,000 +	3.70%
Mobile Homes	1.30%

Ranked by choice of 'a lot more'.

If you were in the market to purchase a house, how do you prioritize land vs. house?



## 2018 COMMUNITY SURVEY

## SURVEY RESPONSES - LIVE / LIVE &amp; WORK RESPONDENTS

## Presently, how satisfied are you with the following aspects of Brown County?

There was some variance in the responses to this question. With only one exception, either **fire protection** or **ambulance services** came out on top with every group as having the highest level of satisfaction. People living in Brown County less than 5 years felt most satisfied with the **overall level of safety in the community**. Similarly, **childcare options** was identified as the area with which people were least satisfied.

Top Five answers selecting *Satisfied or Very Satisfied*

Ambulance services	90.7%
*Fire protection	90.2%
Overall level of safety	90.2%
Public library	76.9%
Law enforcement	72.1%

\* Highest percentage of **Very Satisfied** responses – 57.6%

Bottom Five answers selecting *Unsatisfied or Very Unsatisfied*

*Childcare options	52.8%
Number of retail businesses	45.6%
Streets, sewer, and infrastructure	40.8%
Well-paying, diverse job opportunities	34.5%
Employment & job-training services	28.1%

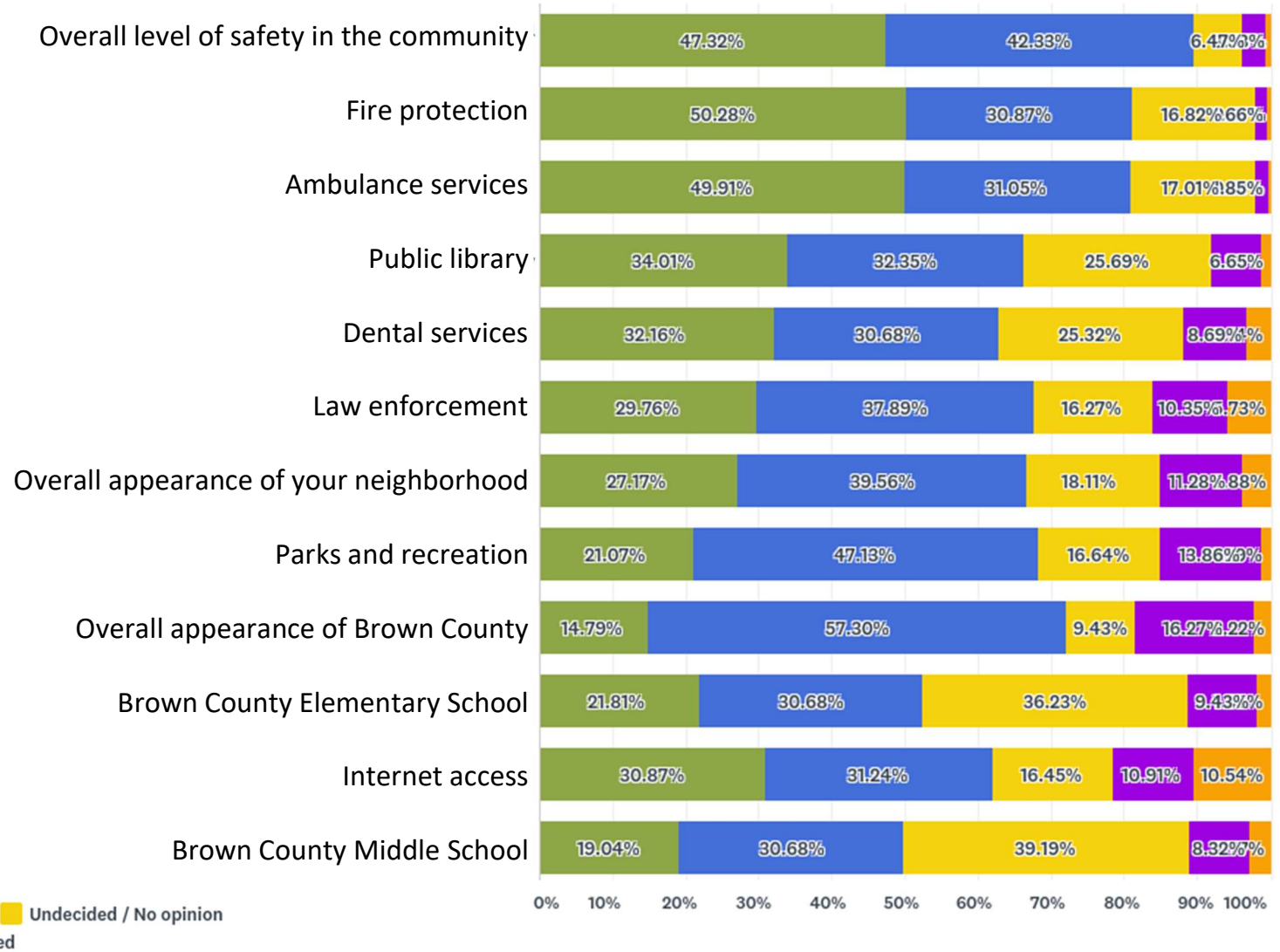
\* Highest percentage of **Very Unsatisfied** responses – 24.7%

Source: 2018 Brown County Community Survey

# 2018 COMMUNITY SURVEY

## SURVEY RESPONSES - ALL RESPONDENTS

Presently, how satisfied are you with the following aspects of Brown County?

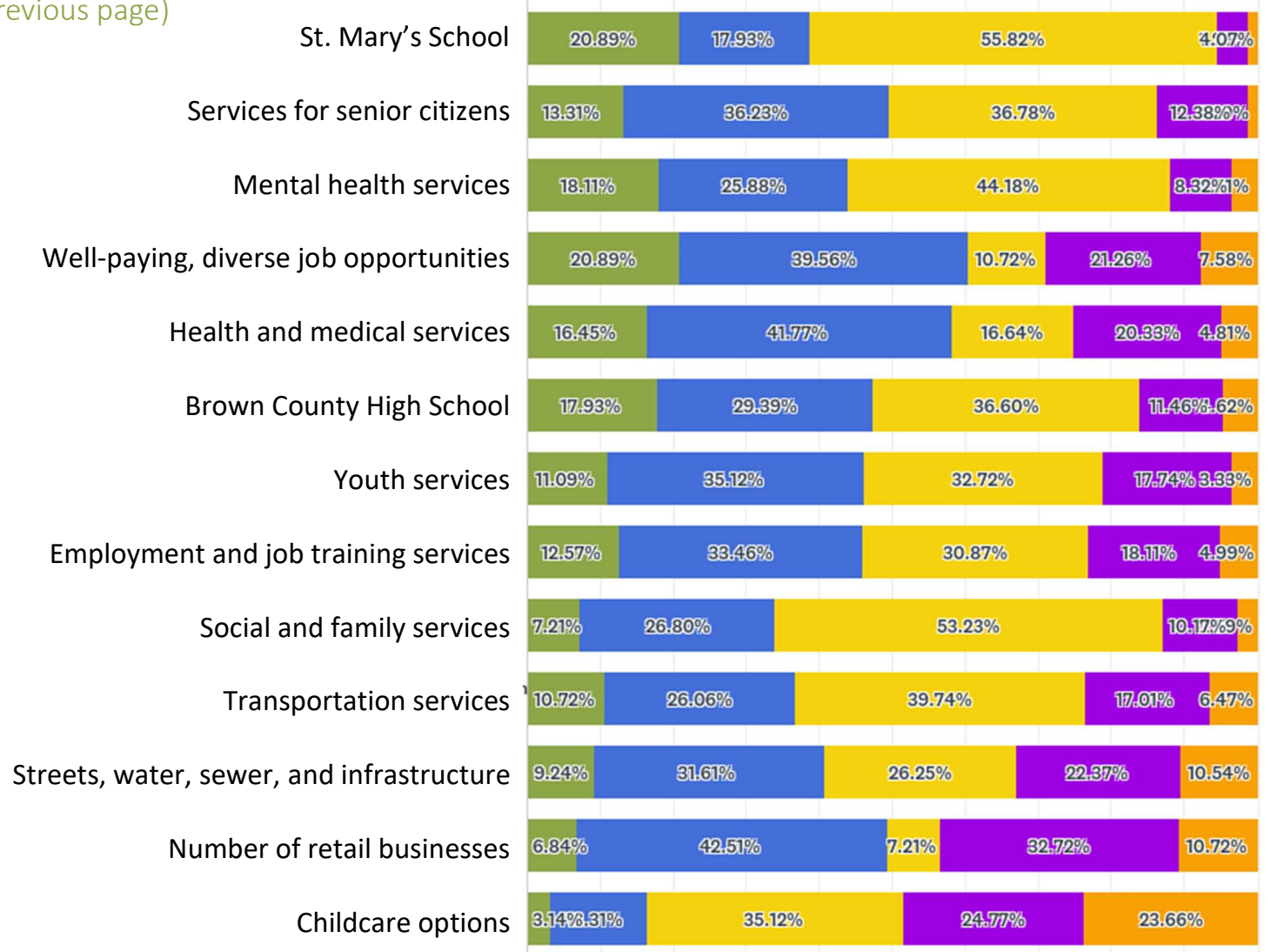


Source: 2018 Brown County Community Survey

# 2018 COMMUNITY SURVEY

## SURVEY RESPONSES - ALL RESPONDENTS

Presently, how satisfied are you with the following aspects of Brown County?  
 (results continued from the previous page)



■ Very satisfied   
 ■ Somewhat satisfied   
 ■ Undecided / No opinion  
■ Somewhat unsatisfied   
 ■ Very unsatisfied

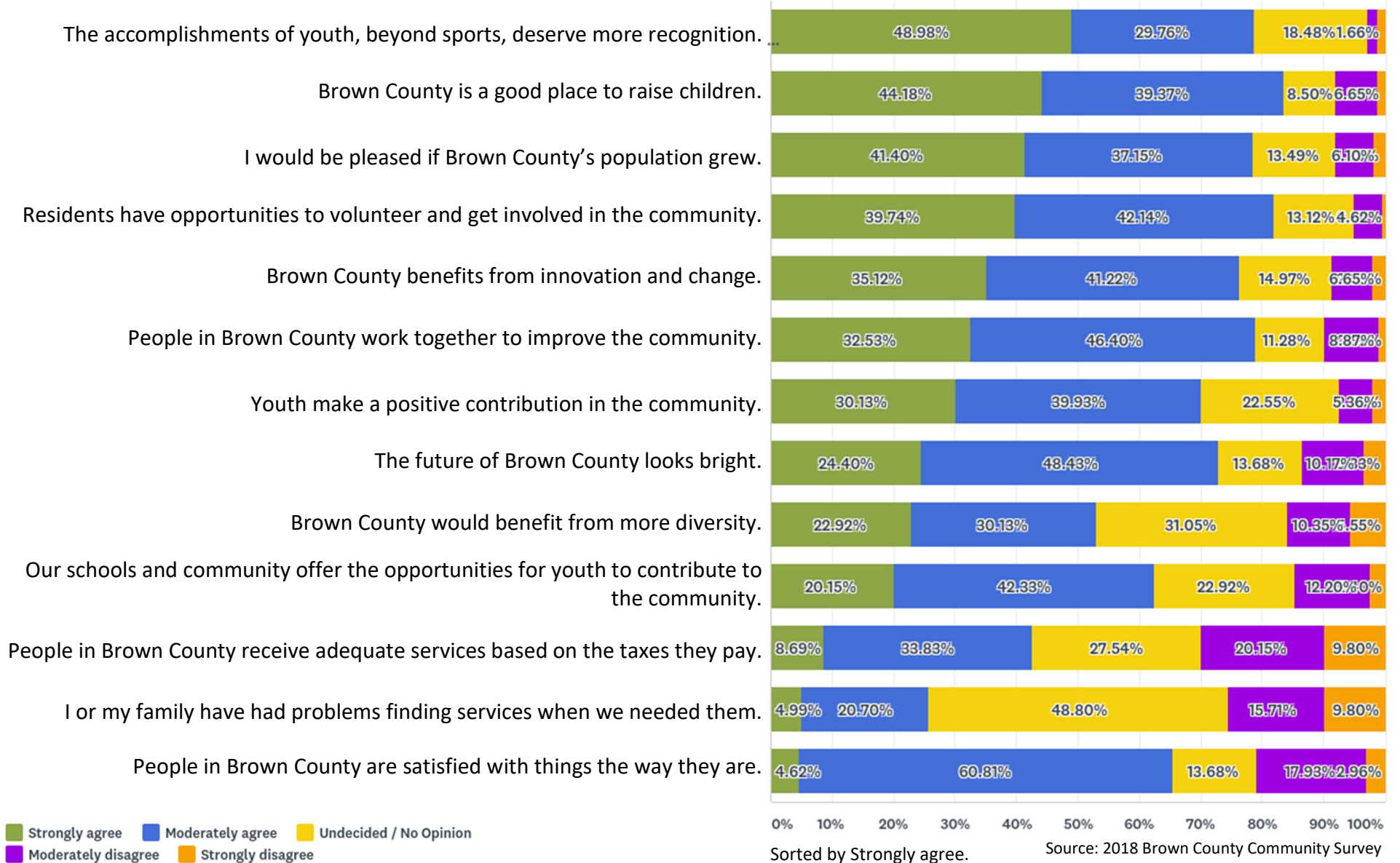
0% 10% 20% 30% 40% 50% 60% 70% 80% 90% 100%

Source: 2018 Brown County Community Survey

# 2018 COMMUNITY SURVEY

## SURVEY RESPONSES - ALL RESPONDENTS

### Statements about Brown County that received the most agreement.



## 2018 COMMUNITY SURVEY

## SURVEY RESPONSES - LIVE / LIVE &amp; WORK RESPONDENTS

Statements about Brown County that received the most/least agreement.

### Top Five answers selecting *Moderately Agree or Strongly Agree*

Brown County is a good place to raise children.	85.9%
*The accomplishments of youth, beyond sports, deserve more recognition.	84.1%
Residents have opportunities to volunteer and get involved in the community.	83.8%
People in Brown County work together to improve the community.	78.8%
I would be pleased if Brown County's population grew.	77.2%

\* Highest percentage of **Strongly Agree** responses – 55.7%

### Bottom Five answers selecting *Moderately Disagree or Strongly Disagree*

*People in Brown County receive adequate services based on the taxes they pay.	37.7%
*I or my family have had problems finding services when we needed them.	31.8%
People in Brown County are satisfied with the way things are.	26.5%
Brown County would benefit from more diversity.	18.6%
Our schools and community offer opportunities for youth to contribute to the community	17.2%

\* Highest percentage of **Strongly Disagree** responses – 13.3%



## 2018 COMMUNITY SURVEY

### SURVEY COMPARISONS - LIVE / LIVE & WORK RESPONDENTS (2018) TO ALL RESPONDENTS (2005 & 2013)

Previous county assessments included questions designed to determine the level of priority placed on aspects of life in Brown County. This time we were interested in the level of satisfaction, so while the focus has changed, comparing the information side by side is still informative. For example, ambulance service and fire protection have both been deemed high priorities, so the fact that each of them show satisfaction higher than 90% is encouraging given the relatively small difference between priority and satisfaction levels. That is true only because the percentages are all above 90%, but the priority level shouldn't be the goal for satisfaction. There are opportunities here to work to raise satisfaction levels as close to 100% as possible.

While this information is still useful, the 2013 survey did not have an option for *undecided / no opinion* which was located in the middle of the options. That survey included a column titled N/A (not applicable) placed at far right of the options, much closer to forcing a choice. People do not regard undecided/no opinion as the equivalent of N/A. Given those differences these data are provided for the purpose of discussion.

	High or Very High Priority		Somewhat or Very Satisfied
	2005	2013	2018
Ambulance	78.8%	93.3%	90.7%
Fire Protection	83.0%	92.7%	90.2%
Public Library	73.1%	83.2%	76.9%
Parks and Recreation Facilities	68.7%	81.0%	71.9%
Transportation	30.6%	77.8%	42.7%
Dental	N/A	73.6%	66.3%
Appearance of the County	59.4%	73.2%	70.5%
Health & Medical	N/A	71.2%	60.2%
Law Enforcement	62.3%	70.7%	72.1%
Mental Health	N/A	68.2%	47.2%
Internet Access	N/A	67.9%	64.7%
St. Mary School	N/A	58.2%	41.4%
Elementary School	N/A	67.4%	60.7%
Middle School	N/A	59.4%	57.6%
High School	N/A	54.1%	54.9%
Youth Services	70.5%	65.9%	51.2%
Services for families in need	58.1%	58.9%	35.8%
Employment and Job Training	46.6%	58.2%	41.6%
Condition of Streets*	N/A	52.9%	41.4%
Senior Services	N/A	51.8%	53.0%

\* Streets, sewer, water, infrastructure in 2018 survey

Sources: 2005, 2013, & 2018 Brown County Community Surveys

## 2018 COMMUNITY SURVEY

## SURVEY COMPARISONS - LIVE / LIVE &amp; WORK RESPONDENTS (2018) TO ALL RESPONDENTS (2005 &amp; 2013)

	Agree or Strongly Agree		
	2005	2013	2018
The accomplishments of youth, beyond sports, deserve more recognition	N/A	94.7%	84.1%
Youth make a positive contribution in the community	75.9%	82.8%	75.9%
Our schools and community offer enough opportunities for youth to contribute to the community	N/A	38.5%	66.8%
Brown County is a good place to raise children	90.4%	89.1%	85.9%
People in Brown County work together to improve the community	59.2%	84.6%	78.8%
*I would recommend BC as a good place to live	77.4%	83.9%	79.8%
Residents have plenty of opportunities to volunteer and get involved in civic improvement activities	N/A	80.2%	83.8%
*The quality of life in Brown County has improved in recent years	78.6%	78.4%	84.35
The future of Brown County looks bright	61.1%	77.2%	72.1%
People in Brown County are satisfied with things as they are	50.1%	40.1%	64.5%
*The quality of life in Brown County has improved in recent years	78.6%	78.4%	84.3%

As noted previously, the 2013 survey did not have an undecided option but rather included a column marked N/A for not applicable. Since these are not necessarily equal options and since respondents are probably more likely to select undecided over no applicable, these comparisons should not be interpreted as backsliding if the percentage for 2018 is lower than previous years.

\* These were separate items in the 2018 survey, framed as questions as opposed to being part of a panel of statements.

Sources: 2005, 2013, & 2018 Brown County Community Surveys



# 2018 COMMUNITY SURVEY – BROWN COUNTY HIGH SCHOOL

## SURVEY DEMOGRAPHICS – BROWN COUNTY HIGH SCHOOL RESPONDENTS

65 total survey respondents

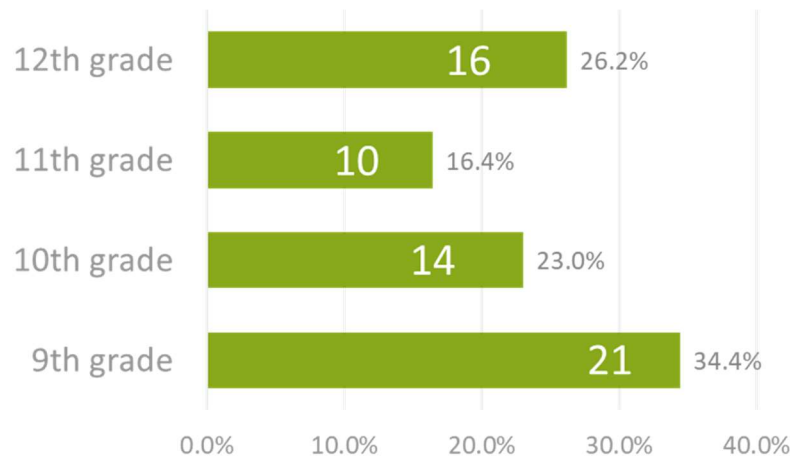
### Where do you live?

Locality	#	%
Mt. Sterling	38	58.5%
Versailles	12	18.5%
Timewell	1	1.5%
Ripley	2	3.0%
Rural Brown County	12	18.5%
Outside Brown County	0	0.0%
<b>Total Respondents</b>	<b>65</b>	<b>100.0%</b>

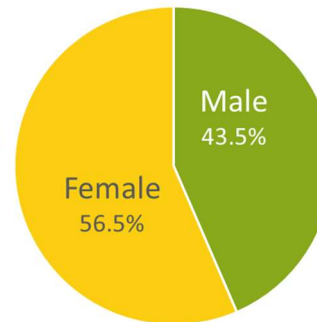
### How long have you been a resident?

Length of Time	#	%
Less than a year	6	9.2%
1-4 years	1	1.5%
5-9 years	9	13.9%
10-19 years	0	0.0%
10+ years	12	18.4%
All my life	37	57.0%
<b>Total Respondents</b>	<b>65</b>	<b>100.0%</b>

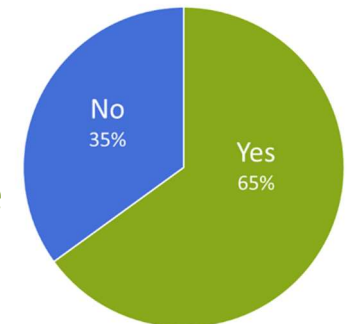
### What year in school are you?



Please indicate your gender.



Does anyone in your household work outside of Brown County?



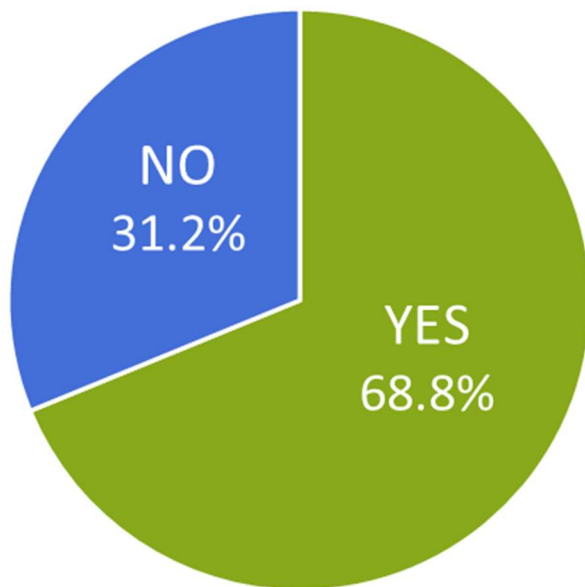
Source: 2018 Brown County High School Community Survey

# 2018 COMMUNITY SURVEY – BROWN COUNTY HIGH SCHOOL

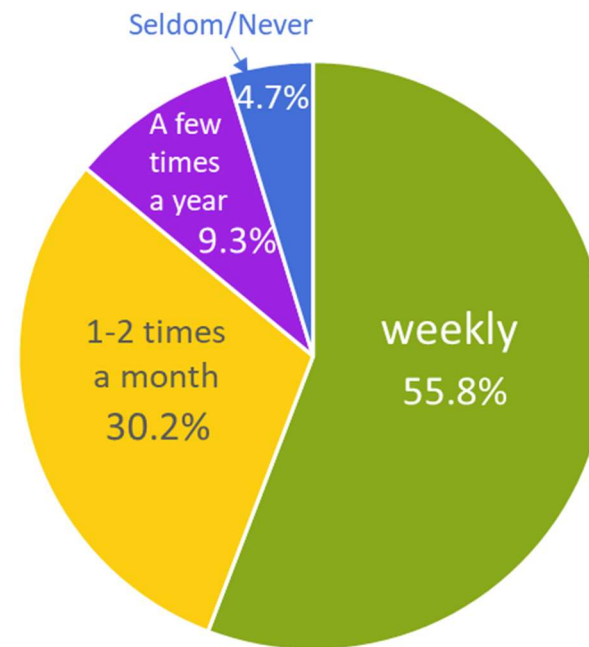
## SURVEY DEMOGRAPHICS – BROWN COUNTY HIGH SCHOOL RESPONDENTS

61 total respondents

Do you belong to a church?



If yes, how often do you attend church services?

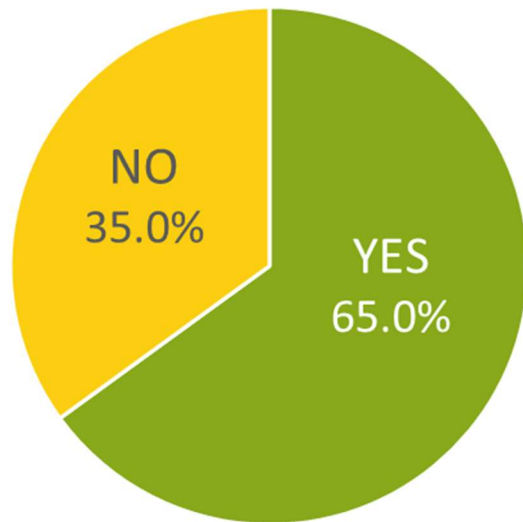


More than two-thirds of high school respondents said they belong to a church with more than 85% of those saying they attend church at least twice a month.

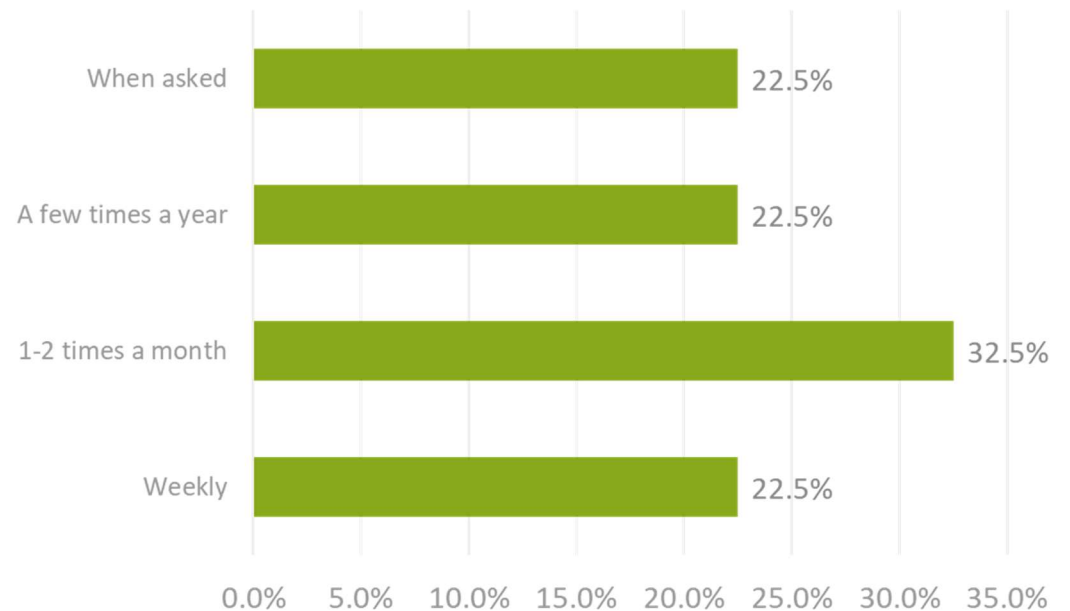
# 2018 COMMUNITY SURVEY – BROWN COUNTY HIGH SCHOOL

## SURVEY DEMOGRAPHICS – BROWN COUNTY HIGH SCHOOL RESPONDENTS

Do you volunteer your time for nonprofits or community organizations?



If yes, how often do you volunteer?



Of the 60 total respondents, 65% indicate that they volunteer for nonprofits or community organizations. This is 7.2% lower than the live/live and work respondents in the general survey. 32.5% of those students volunteering do so 1-2 times per month which is more frequent than the 29.8% of live/live and work respondents who indicate they volunteer a few times a year.

# 2018 COMMUNITY SURVEY – BROWN COUNTY HIGH SCHOOL

## SURVEY DEMOGRAPHICS - BROWN COUNTY HIGH SCHOOL RESPONDENTS

65 total respondents

How do you stay informed of community events in Brown County?

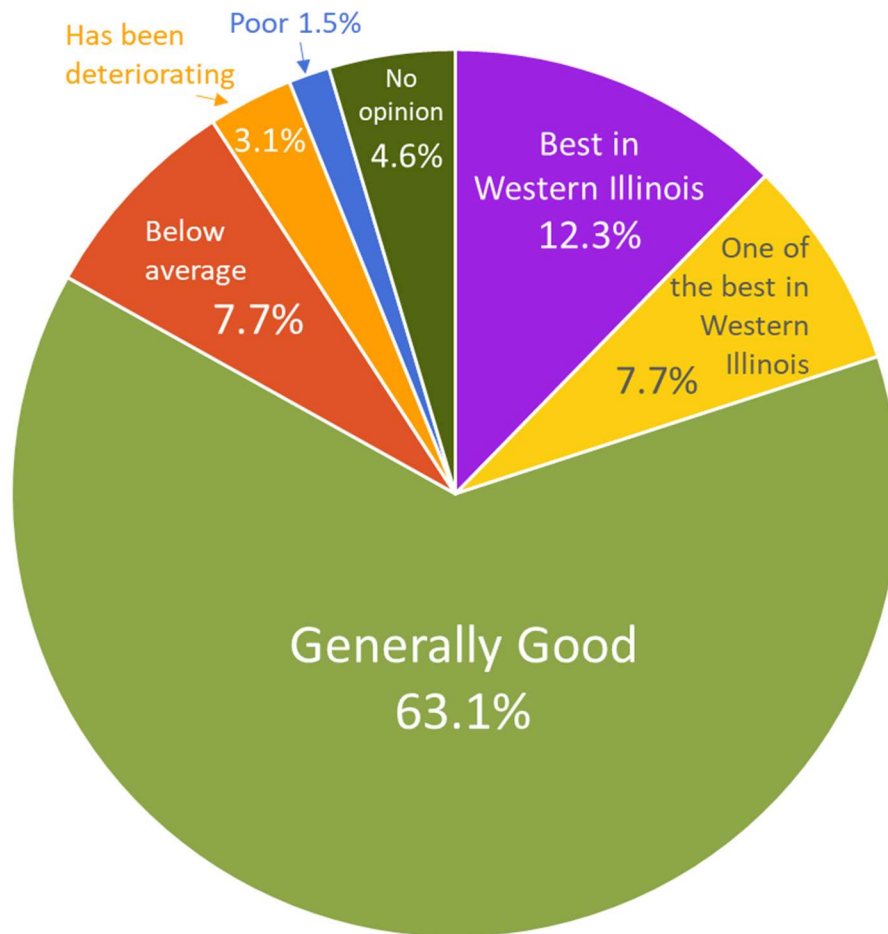
Source	BCHS Responses	General Responses
Friends / Family	50	299
School	49	151
Social Media	43	264
WGEM	32	146
Democrat Message	28	271
KHQA	27	130
Quincy Herald Whig	15	59
Mt. Sterling website	8	31
Jacksonville Journal Courier	7	15
Brown County Activity Guide	4	28
Action Brown County website	2	42
Other	0	25



# 2018 COMMUNITY SURVEY – BROWN COUNTY HIGH SCHOOL

## SURVEY RESPONSES – BROWN COUNTY HIGH SCHOOL RESPONDENTS

### How would you categorize the quality of life in Brown County?



Of the 65 BCBS survey respondents, **83.1%** categorized quality of life in Brown County as generally good, one of the best in Western Illinois, or the best in Western Illinois. This is 1.6% higher than the live/live and work respondents.

### What We Heard >>>

- > *"We have an improved Dot, Hagel, Dollar General, and Casey's"*
- > *"More businesses have moved in and old ones renovated"*
- > *"There is nothing to do in Brown County"*
- > *"All of the people here are so sweet, we have a very positive atmosphere. Everyone is so kind we treat everybody equally."*
- > *"The quality of education in our school is declining"*

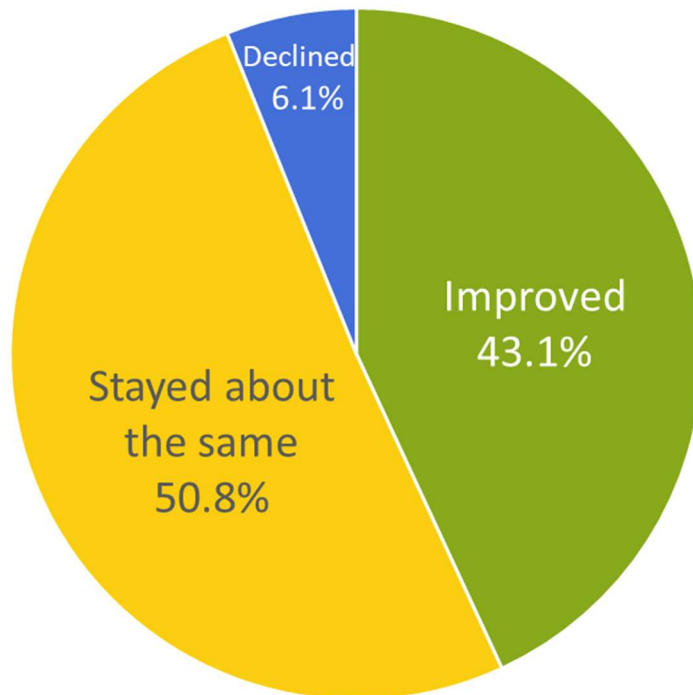
Source: 2018 Brown County High School Community Survey

## 2018 COMMUNITY SURVEY – BROWN COUNTY HIGH SCHOOL

### SURVEY RESPONSES – BROWN COUNTY HIGH SCHOOL RESPONDENTS

Over the past five years, do you believe Brown County's quality of life has improved, stayed about the same, or declined?

Of the 65 BCHS survey respondents, **43.1%** believe quality of life in Brown County has improved over the past five years compared **49.3%** of live/live and work respondents and **65.8%** of respondents who self-identified as working, but not living in Brown County. Only **6.1%** of BCHS survey respondents believe that Brown County's quality of life has declined compared to **15.7%** of live/live and work respondents.



#### What We Heard >>>

- > *"Not much has changed"*
- > *"We have a lot of opportunities"*
- > *"Local companies have made improvements to the community"*
- > *The quality of life has improved because we have been rebuilding Main Street to make things better"*
- > *"It has seen improvements but it also has its downfalls"*
- > *"Our town is growing and there are more things to do"*
- > *"Brown County is the kind of place that never changes. It is not necessarily a bad thing but no one seems to want to improve the town anytime soon."*
- > *"We have gotten more stores and businesses."*
- > *"I have not noticed a big change"*

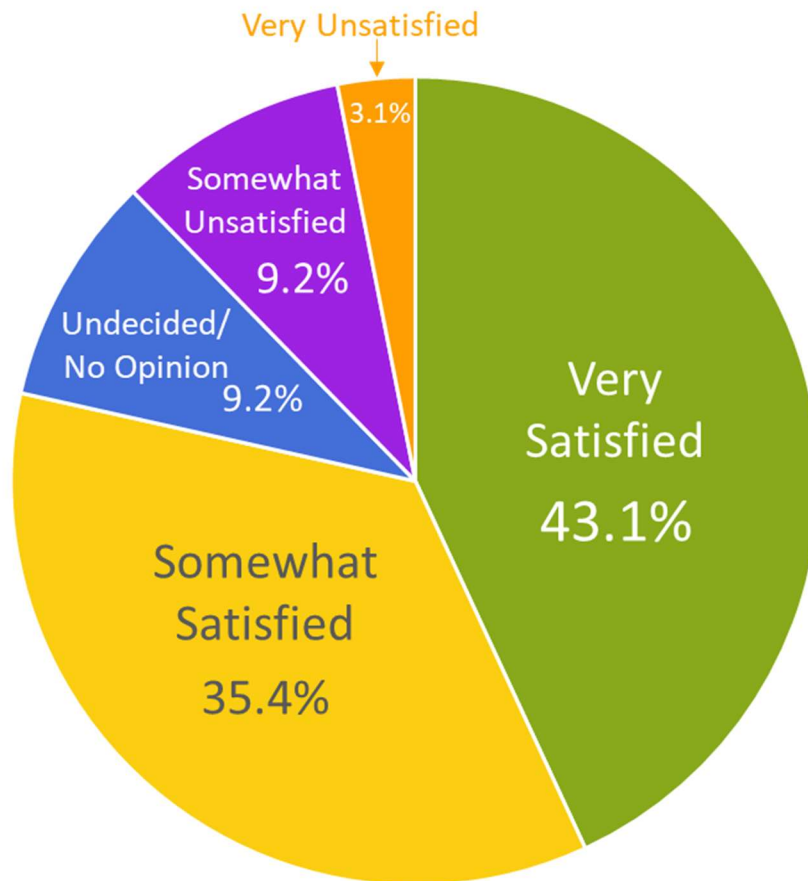
Source: 2018 Brown County High School Community Survey

# 2018 COMMUNITY SURVEY – BROWN COUNTY HIGH SCHOOL

## SURVEY RESPONSES – BROWN COUNTY HIGH SCHOOL RESPONDENTS

### How satisfied are you with living or working in Brown County?

Of the 65 BCHS survey respondents, **78.5%** are satisfied (somewhat or very) with living or working in Brown County. This is 10.2% less than the live/live and work respondents. Brown County High School students were the least satisfied, with **12.3%** choosing either somewhat unsatisfied or very unsatisfied.



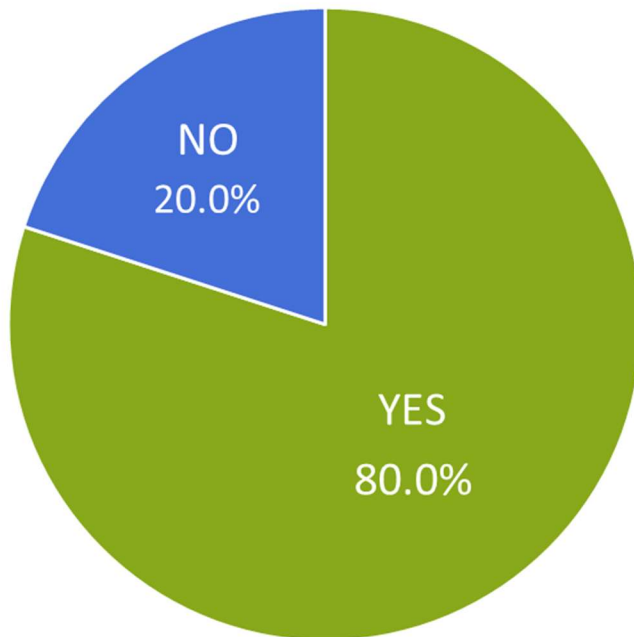
### What We Heard >>>

- > *“The people living here are very nice”*
- > *“I love how close I live to my friends and family. I love that we have a small town where everybody knows each other.”*
- > *“Nobody seems to care about anything other than sports”*
- > *“I like the closeness of our community and how we always work together. Brown County is like one big family. If one person in the area needs help, the whole community chips in with support. In Brown County, everyone is related, blood or not.”*
- > *“There is no diversity”*
- > *“There really isn’t much to do”*
- > *“I love everything about Brown County. I cannot pick one thing that I do not like about our county.”*

## 2018 COMMUNITY SURVEY – BROWN COUNTY HIGH SCHOOL

### SURVEY RESPONSES – BROWN COUNTY HIGH SCHOOL RESPONDENTS

Would you recommend Brown County to family, friends, or colleagues as a good place to live?



#### What We Heard >>>

- > *"It is safe"*
- > *"Great community"*
- > *"The jobs are limited"*
- > *"Brown County is a very good place to live because we are small and the people in the county are kind and considerate"*
- > *"There are way better places to live in life (not a good place to live if you have big goals"*
- > *"It's safe and just filled with good people"*
- > *"The community is good at coming together in times of need and it's almost like you know everyone."*
- > *"It has a safe environment and great atmosphere. There are plenty of jobs available too."*

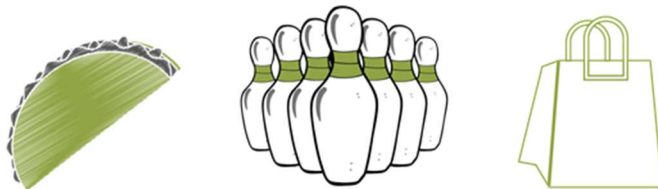


# 2018 COMMUNITY SURVEY – BROWN COUNTY HIGH SCHOOL

## SURVEY RESPONSES – BROWN COUNTY HIGH SCHOOL RESPONDENTS

### What businesses, activities, or services do you wish there were more of in Brown County?

Brown County High School students are HUNGRY, especially for Taco Bell. They would also like to see more community activities and festivals, fun places for families, and general entertainment opportunities. Generally, BCHS students would like places to shop, eat, and hang out. Words that were used the most by respondents are displayed the largest in the word cloud below.



### What We Heard >>>

- > *"I think it would be great if we had more places to eat."*
- > *"I wish there were more businesses/shopping opportunities in BC and more things to do."*
- > *"Ace Hardware, Dollar Tree"*
- > *"I wish there were more modern stores to shop in. I also wouldn't mind a Taco Bell in Mt. Sterling."*
- > *"Clothing stores"*
- > *"I wish we had more community involvement things."*
- > *"More places for entertaining activities. It always feels like there's nothing to do."*
- > *"I wish there was more community events such as festivals or a community block party."*

Source: 2018 Brown County High School Community Survey

# 2018 COMMUNITY SURVEY – BROWN COUNTY HIGH SCHOOL

## SURVEY RESPONSES – BROWN COUNTY HIGH SCHOOL RESPONDENTS

Presently, how satisfied are you with the following aspects of Brown County?

Top Five answers selecting <i>Satisfied or Very Satisfied</i>	
Ambulance services	90.8%
Overall level of safety	89.2%
Law enforcement	87.1%
*Fire protection	86.1%
Public library	80%
Brown County Elementary School	80%

\* Highest percentage of **Very Satisfied** responses – 69.2%

Bottom Five answers selecting <i>Unsatisfied or Very Unsatisfied</i>	
Brown County High School	27.7%
Number of retail businesses	18.5%
*Well-paying, diverse job opportunities	20%
Streets, sewer, and infrastructure	13.6%
Overall appearance of neighborhood	12.3%

\* Highest percentage of **Very Unsatisfied** responses – 9.2%

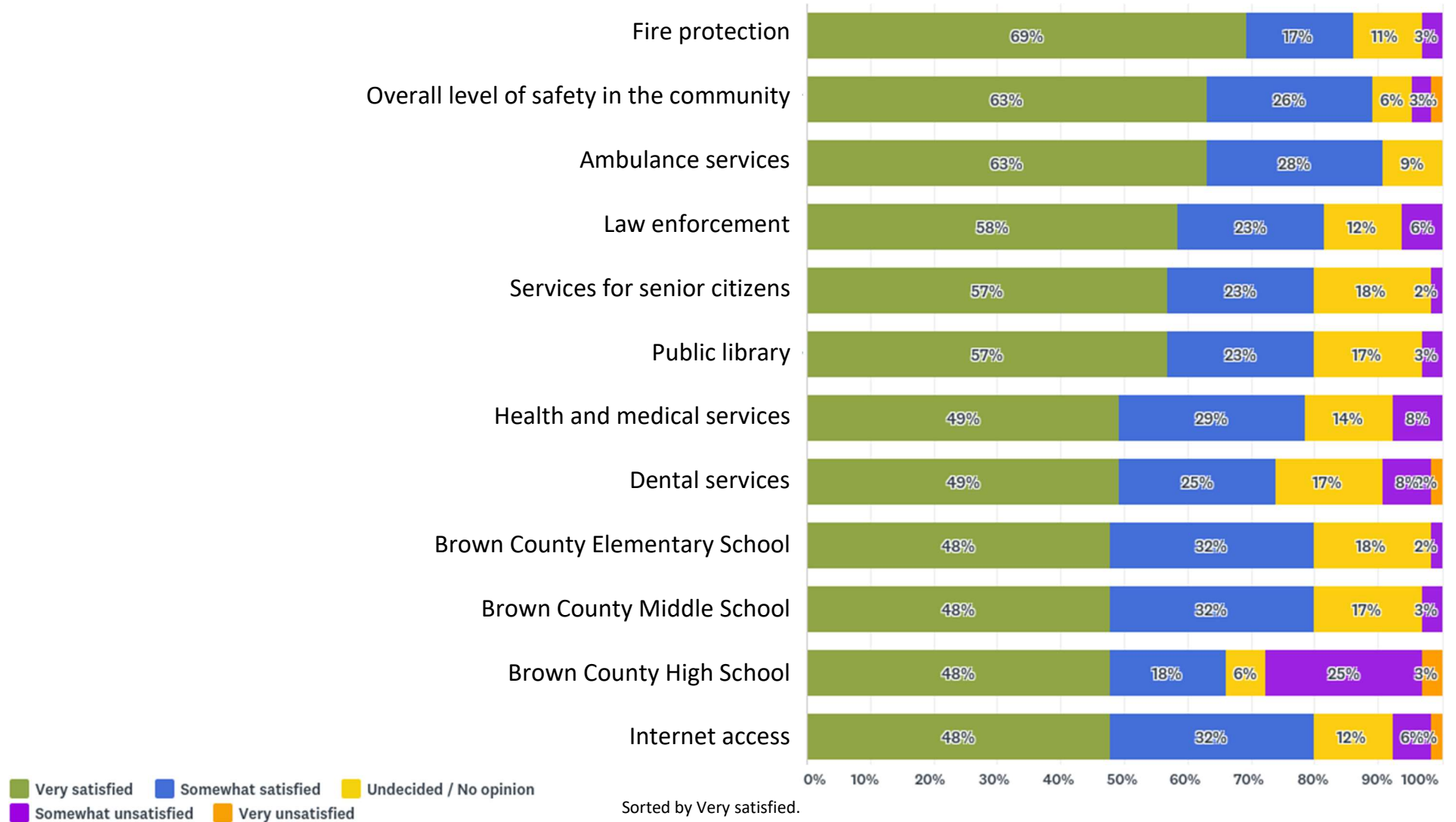
### What We Heard >>>

- > *“We need a Taco Bell!”*
- > *“The highways need improved like they did and the potholes need filled. Some of the country roads are in horrible condition like N Ave in the country!”*
- > *“School in general sucks. Start teaching us things we’re actually going to use in the real world.”*
- > *“We need to turn the empty buildings and lots into store people could actually use. Ex. Famous Footwear, Taco Bell, Wal-Mart, Target, Kohls, American Eagle, a diner or bowling alley / skating rink, something to amuse kids / high schoolers”*
- > *“I love Brown County”*

# 2018 COMMUNITY SURVEY – BROWN COUNTY HIGH SCHOOL

## SURVEY RESPONSES – BROWN COUNTY HIGH SCHOOL RESPONDENTS

Presently, how satisfied are you with the following aspects of Brown County?

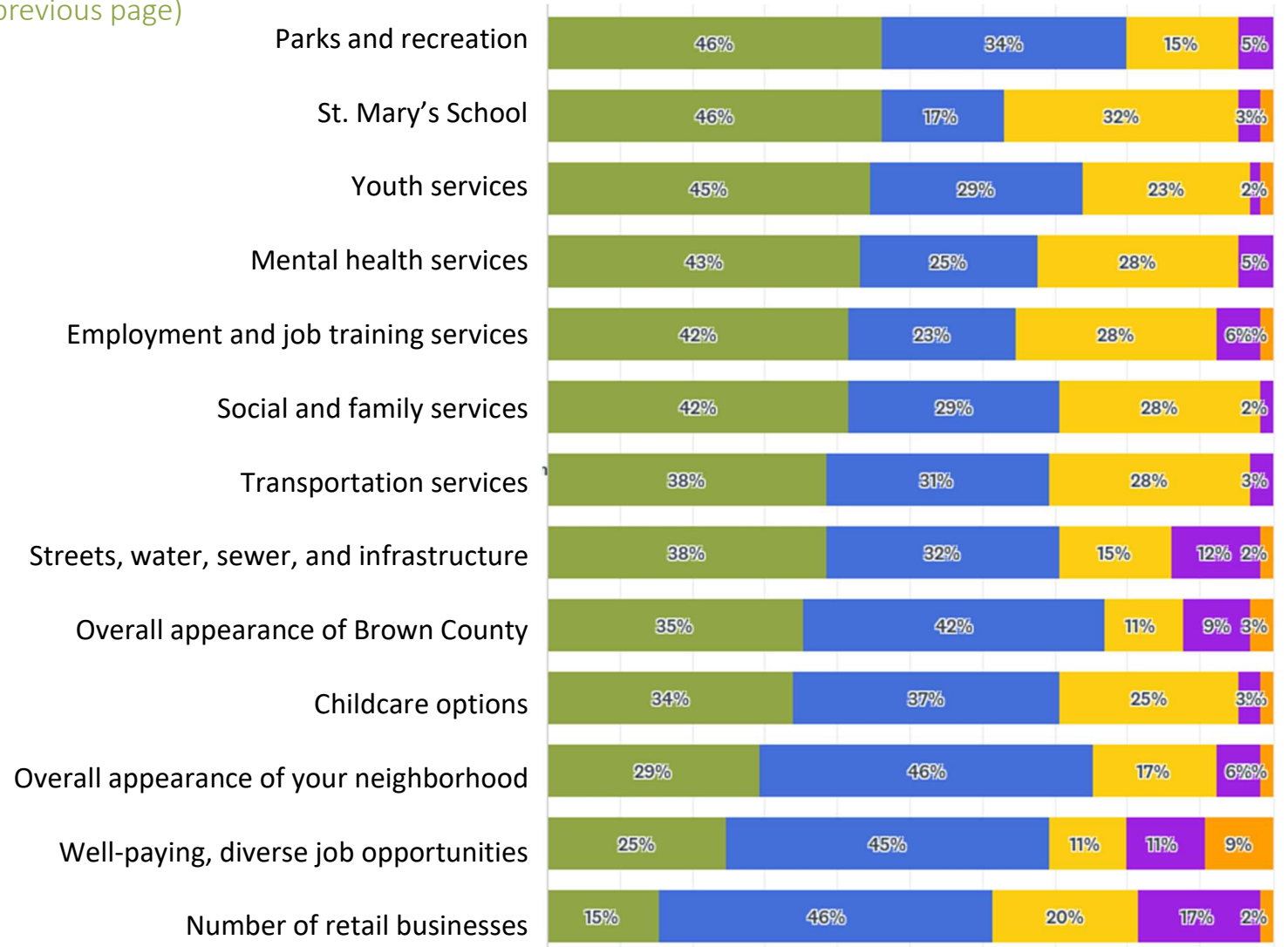


Source: 2018 Brown County High School Community Survey

# 2018 COMMUNITY SURVEY – BROWN COUNTY HIGH SCHOOL

## SURVEY RESPONSES – BROWN COUNTY HIGH SCHOOL RESPONDENTS

Presently, how satisfied are you with the following aspects of Brown County?  
 (results continued from the previous page)



■ Very satisfied   
 ■ Somewhat satisfied   
 ■ Undecided / No opinion  
■ Somewhat unsatisfied   
 ■ Very unsatisfied

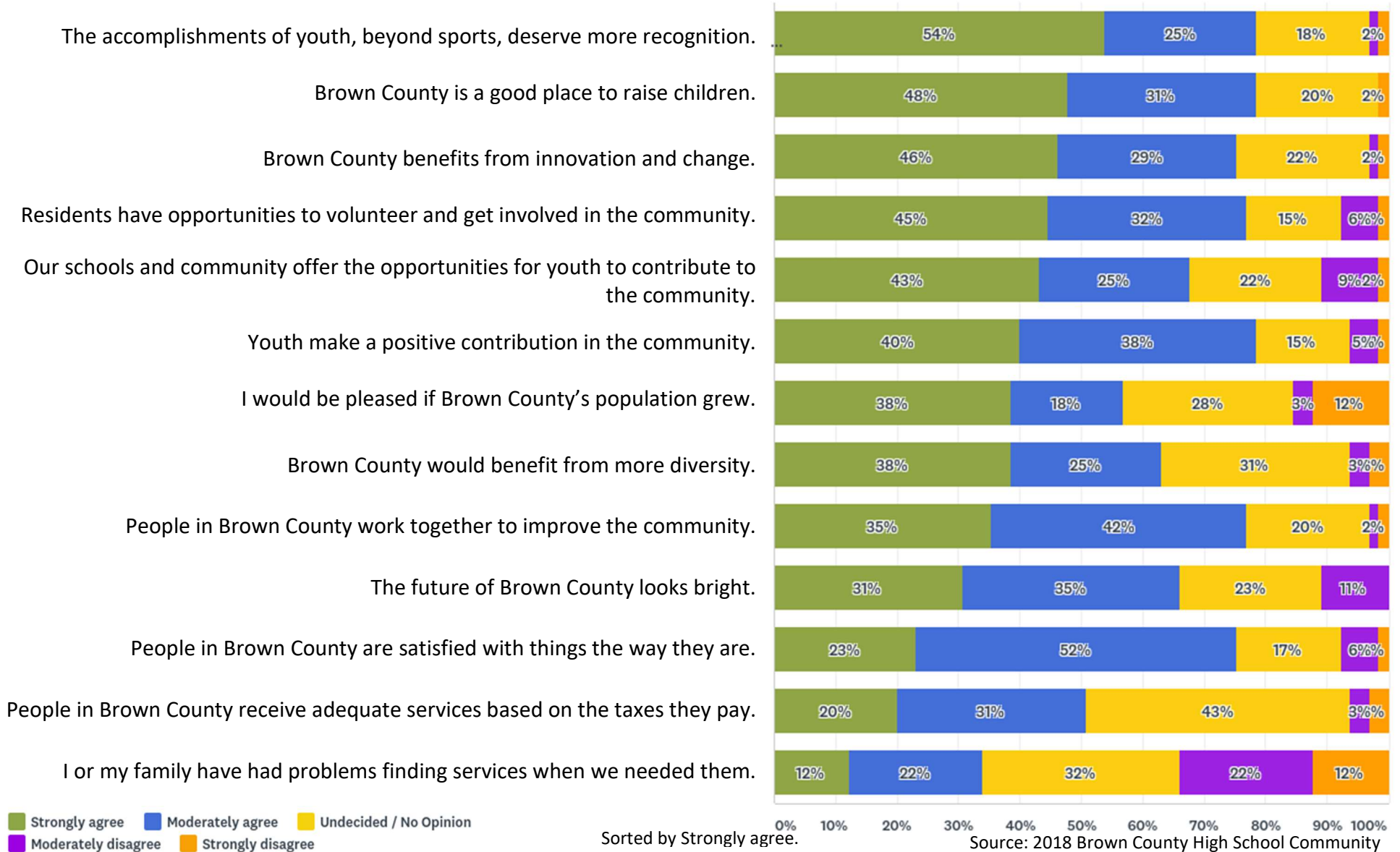
Sorted by Very satisfied.

Source: 2018 Brown County High School Community Survey

# 2018 COMMUNITY SURVEY – BROWN COUNTY HIGH SCHOOL

## SURVEY RESPONSES – BROWN COUNTY HIGH SCHOOL RESPONDENTS

### Statements about Brown County that received the most agreement.



## 2018 COMMUNITY SURVEY – BROWN COUNTY HIGH SCHOOL

## SURVEY RESPONSES – BROWN COUNTY HIGH SCHOOL RESPONDENTS

Statements about Brown County that received the most/least agreement.

Top Five answers selecting <i>Moderately Agree or Strongly Agree</i>	
Brown County is a good place to raise children.	78.5%
*The accomplishments of youth, beyond sports, deserve more recognition.	78.5%
Youth make a positive contribution to the community.	78.5%
People in Brown County work together to improve the community.	76.9%
Brown County benefits from innovation and change	75.4%

\* Highest percentage of **Strongly Agree** responses – **53.8%**

Bottom Five answers selecting <i>Moderately Disagree or Strongly Disagree</i>	
*I or my family have had problems finding services when we needed them.	33.8%
*I would be pleased if Brown County's population grew.	15.4%
The future of Brown County looks bright.	10.8%
Our schools and community offer opportunities for youth to contribute to the community.	10.8%
People in Brown County are satisfied with the way things are.	7.7%

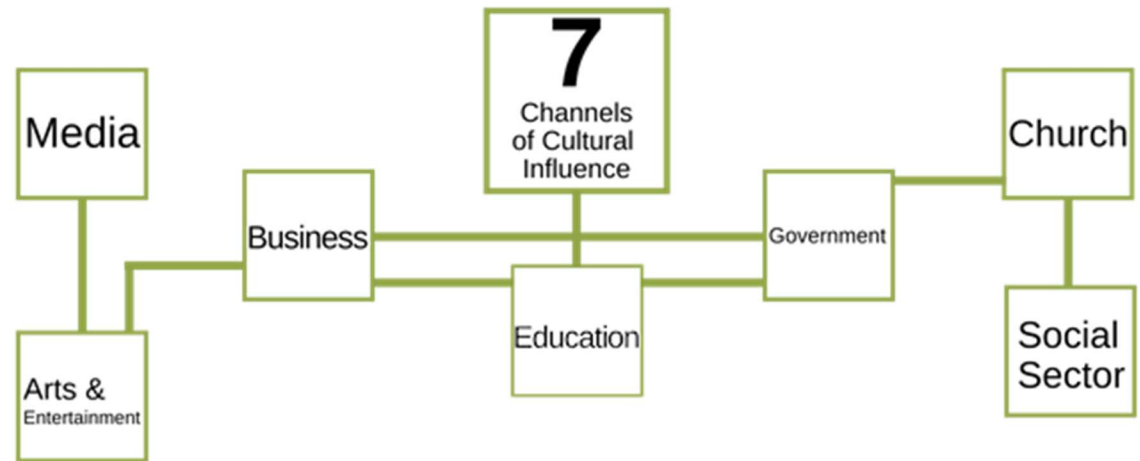
\* Highest percentage of **Strongly Disagree** responses – **12.3%**

Source: 2018 Brown County High School Community Survey

## 2018 COMMUNITY SURVEY - FOCUS GROUPS

### FOCUS GROUPS - CHANNELS OF CULTURE

Three focus groups composed of adults living in Brown County were convened for the purpose of digging deeper into the people's feelings about Brown County. A list of people to invite was developed by first identifying various constituencies – faith leaders, elected officials, business owners including ag producers, and nonprofit directors / volunteers. This was done only to narrow the possibilities as there is no comparison made between the various groups, by which we mean we did not compare the output of the faith leaders with that of the elected officials. In a small community there is overlap between the groups, on the one hand, so the information gathered is not unique to one particular group.



The protocol for the adult focus groups was created to incorporate the concept of the channels of cultural influence, a way of looking at community dynamics that has been promoted by Gabe Lyons, an author and founder of Q Ideas—a learning community that mobilizes Christians to advance the common good in society. There are 7 channels of cultural influence – arts & entertainment, business, church, education, government, media, and social sector. Each of these spheres of influence have the ability to speak into how the world works. The primary idea behind the channels is that when communities work together across these channels, things change. However, we used the channels as a way to guide the discussion, using a modified SWOT – strengths, weaknesses, opportunities, threats – to examine each channel; e.g., what are the strengths of government in Brown County, the weaknesses of media, the opportunities of arts & entertainment, the threats of business, and so on.

The output from these groups are on the following pages, organized by the seven channels with an eighth table containing a few items that did not fit cleanly within the other sections.

The output of the focus groups would benefit from additional inspection and augmentation as there are connections between the strengths, weaknesses, opportunities, and threats in each channel. How can the strengths be nurtured and grown? How can the weaknesses become stronger? How can the opportunities be realized? How can the threats be averted? For example, the BCHS auditorium was identified as a strength, but is utilizing it to a greater degree not an opportunity?

The project consultants used the channels separately as a structure and did not attempt to make inter-channel connections because of time constraints. As noted above, the people behind the idea of these channels of cultural influence believe that communities are stronger when the channels interrelate so some focus on how churches can help strengthen arts and entertainment or government or media and so on, and vice versa might yield some satisfying outcomes.



## 2018 COMMUNITY SURVEY - FOCUS GROUPS

Arts & Entertainment			
Strengths	Weaknesses	Opportunities	Threats
<ul style="list-style-type: none"> <li>• access to regional entertainment (Rushville theater) is good</li> <li>• All About Dance and Heather's Tumble &amp; Tap</li> <li>• Coffee shop</li> <li>• Community bands and choir</li> <li>• Fall Fest, Deer Classic, Winter Fest, Casino Night (we like to party)</li> <li>• developing community-friendly events</li> <li>• High School Music, Plays (heavy support from town)</li> <li>• Brown County Fair</li> <li>• Historical Society (needs more publicity!!!)</li> <li>• Little League program and facility</li> <li>• New auditorium is a great facility for outlet</li> <li>• Outdoor activities - hunting, fishing, golf, ballpark</li> <li>• Park District (pool, frisbee golf, greenspace, fields)</li> <li>• YMCA and its activities and programming</li> </ul>	<ul style="list-style-type: none"> <li>• Lack of choices, especially for adults</li> <li>• Need more recreational opportunities; i.e., bowling alley, theater, youth center, arcade</li> <li>• People leave town for arts and entertainment</li> <li>• Too small a community to sponsor a lot / requires a ton of community backing</li> </ul>	<ul style="list-style-type: none"> <li>• Attract a variety of youth and adult activities</li> <li>• Community event showcasing the arts and crafts talents of area - woodworking, photography, painting</li> <li>• Community theater / art show</li> <li>• Find information and opportunities to grow these areas</li> <li>• Grow Depot Museum</li> <li>• Movie theater; places to eat</li> </ul>	<ul style="list-style-type: none"> <li>• Increase in minimum wage will make it even more difficult to recruit</li> <li>• Lack of funding</li> <li>• Not enough money to support sports, band</li> <li>• Not supported due to closed-mindedness or lack of interest</li> <li>• Propensity to travel for arts and entertainment</li> <li>• Talent attraction and recruitment - who will live here vs commute</li> </ul>

Participants identified an array of existing strengths, noting room for growth in some areas and opportunities in others. The greatest challenge/threat identified was the fact that Brown County residents tend to travel for entertainment. One opportunity in particular struck a chord – organizing an event to showcase arts and crafts talents of the area. This could be incorporated into an existing event, such as the Fall Festival or County Fair, or it could become something unto itself at a time of year when there are no other existing events.



## 2018 COMMUNITY SURVEY - FOCUS GROUPS

<b>Business</b>			
<b>Strengths</b>	<b>Weaknesses</b>	<b>Opportunities</b>	<b>Threats</b>
<ul style="list-style-type: none"> <li>• Businesses support community through donations and fundraisers; generosity</li> <li>• Dot Foods</li> <li>• Façade program jumpstarted Main Street and makes the community more attractive to businesses</li> <li>• Food trucks</li> <li>• Growth of businesses means the economy is better</li> <li>• Hard laborers and work ethic</li> <li>• Hometown ownership</li> <li>• Larger employers (Dot Foods and prison)</li> <li>• Local employment</li> <li>• Presence of dentist, eye care, doctor</li> <li>• Security of Dot allows people to save and start their own business</li> <li>• Small town = catered interactions with customers</li> <li>• Strong TIF Districts</li> </ul>	<ul style="list-style-type: none"> <li>• Action Brown County should promote businesses through a business directory</li> <li>• Businesses are limited in what they can support</li> <li>• City website directory is out of date</li> <li>• Dollars leave our community</li> <li>• Hiring can be a popularity contest; it's who you know</li> <li>• Laborers (and employers) don't know their monetary worth, low wages</li> <li>• Lack of 24-hr access to healthcare</li> <li>• Lack of building availability</li> <li>• Limited uptown Mt. Sterling parking places</li> <li>• Need more cell phone providers</li> <li>• Need more restaurants</li> <li>• Not enough of or variety of small businesses; local people not shopping local</li> <li>• Working at Dot might create complacency</li> </ul>	<ul style="list-style-type: none"> <li>• Be more open to the growth mindset. Brown County wants businesses to come and grow</li> <li>• By becoming a high traffic area, people will bring others from out of town</li> <li>• Clothing, bakery, catering, furniture</li> <li>• Educate about TIF district and funding availabilities</li> <li>• Fill downtown area</li> <li>• Fix buildings so people will come</li> <li>• Food truck festival</li> <li>• Increase Farmer's Market hours to be more accessible</li> <li>• More restaurants (Mexican; mid-range)</li> <li>• New outdoor venue behind Sportsman's provides new space for events</li> <li>• Niche Businesses - antique store, laundry mat - places that serve an existing market and don't compete</li> <li>• Small business incubator</li> <li>• YMCA or Food Truck could provide healthy foods</li> </ul>	<ul style="list-style-type: none"> <li>• Cell phones make businesses boring (no interaction among customers)</li> <li>• Health insurance costs hurt small businesses</li> <li>• Keeping businesses in town</li> <li>• Lack of healthy food</li> <li>• Lack of skilled laborers in the community</li> <li>• Lack of understanding of inflation</li> <li>• Local businesses have to compete with volume and pricing of large chains</li> <li>• Loss of Dot Foods, or correctional facility, or Timewell Tile</li> <li>• Losing a community bank</li> <li>• People leaving town for shopping / recreation (both online and brick and mortar)</li> <li>• You see Brown County folks supporting businesses outside of the community.</li> </ul>

This area generated the largest number of responses across the board, recognizing that a strong business community is not about commerce but also about quality of life and population growth. The weakness most emphatically identified concerns the amount of dollars leaving the community – sometimes because there were no options available but all too often when there were. The number of new businesses opening in recent years and others that are planned was noted as a strength that needs to be supported so that other entrepreneurs will be encouraged.

# 2018 COMMUNITY SURVEY - FOCUS GROUPS

Education			
Strengths	Weaknesses	Opportunities	Threats
<ul style="list-style-type: none"> <li>• Collaboration among sports, music, transportation (between public and private)</li> <li>• Communication among teachers and parents has improved thanks in part to technology</li> <li>• Dual credit through JWCC</li> <li>• Extracurricular activities for all interests (arts, ag, sports, gaming)</li> <li>• Good at using social media to communicate</li> <li>• JWCC - access to higher education for high schools and adults</li> <li>• Music Boosters program</li> <li>• Excellent administrative leaders</li> <li>• Outside influences of administrators help keep Brown County educated beyond Brown County</li> <li>• Public and private work together</li> <li>• Ready for college/ready for work</li> <li>• Small class size = more hands-on learning in classrooms and better relationships between student and teacher</li> <li>• Sports programs</li> <li>• St. Mary's After School program</li> <li>• Teachers stay and put down roots; students become teachers and come back</li> <li>• Technology focus and implemented (laptops and iPad)</li> <li>• Sting Squad athletic boosters</li> <li>• Variety of classes and partnerships (ag); curriculum</li> </ul>	<ul style="list-style-type: none"> <li>• Administrators should live in Brown County</li> <li>• Building / safety repairs needed</li> <li>• Building maintenance issues; need for new classrooms</li> <li>• Declining enrollment; teacher retention; lack of tax money; administrative turnover</li> <li>• Educators aren't placing a high enough value on intelligence - they need to exhibit their education</li> <li>• Condition of high school and elementary school buildings</li> <li>• Lack of state funds</li> <li>• More focus on sports rather than academics; lack of recognition of academic achievements</li> <li>• Safety is a concern - specifically pick up and drop off</li> </ul>	<ul style="list-style-type: none"> <li>• Higher population to get more kids, teachers, enhanced curriculum</li> <li>• Local elections are an opportunity to educate kids on our process</li> <li>• Teacher retention</li> <li>• Technology provides ability for schools to enhance learning</li> </ul>	<ul style="list-style-type: none"> <li>• Emphasis on college instead of trades.</li> <li>• Enrollment so low that may have to consolidate</li> <li>• Health / life safety issues</li> <li>• Lack of financial planning</li> <li>• Lack of social skills - too much phone time</li> <li>• Loss of staff due to non-competitive wages</li> <li>• Safety in schools and public buildings</li> <li>• School consolidation</li> <li>• Stagnant / decreasing enrollment</li> <li>• Teacher retention</li> </ul>
<p>Oddly enough, the fact that Brown County School District Administrators do not live in Brown County was identified as both a strength and a weakness. It was considered to be a strength because of the potential for bringing in influences from outside the county but a weakness because of the perception that people holding such important positions in a key community institution should invest in the community they serve by living there. This is an issue not likely to be resolved, so the focus should remain on job performance. Another weakness identified was the status of the aging school buildings, a situation being debated in the coming months of 2019 as a referendum to issue bonds to construct new elementary and high school buildings will be on the April ballot.</p>			

## 2018 COMMUNITY SURVEY - FOCUS GROUPS

Government			
Strengths	Weaknesses	Opportunities	Threats
<ul style="list-style-type: none"> <li>• Budget committee does good work and office holders stay under budget</li> <li>• City administrator</li> <li>• City administrator works with the County</li> <li>• County and City have worked together to maintain roads</li> <li>• County board has more motor fuel money because sales / income tax revenue is good because of Dot Foods</li> <li>• Direct line of access to government officials</li> <li>• Each individual has more power and influence</li> <li>• Maintain own highway department</li> <li>• Shared emergency services among government agencies</li> <li>• Small government = manageability</li> <li>• Two Rivers assistance with planning and development</li> <li>• You know your representatives</li> <li>• Young leaders in government</li> </ul>	<ul style="list-style-type: none"> <li>• County and City officials don't work closely</li> <li>• Lack of choices in local elections; unopposed</li> <li>• Lack of involvement on the County Board because of lack of community involvement and knowledge</li> <li>• Lack of participation / volunteers to run</li> <li>• Some candidates running because of "axe to grind"</li> <li>• Lack of presence of state officials</li> <li>• Lack of proper communication</li> <li>• Lack of youth in City government</li> <li>• Mayors keep resigning</li> <li>• No recycling program</li> <li>• Popularity contest, it's who you know</li> <li>• Tough to make changes - set in our ways</li> </ul>	<ul style="list-style-type: none"> <li>• City government workshop</li> <li>• Develop and share process to fill vacancies</li> <li>• Elimination of duplicate services</li> <li>• Increase general knowledge about vacancies and opportunities</li> <li>• Increase number of candidates to offer more choice and competition</li> <li>• Make Mt. Sterling repairs - water, streets, other infrastructure improvements</li> </ul>	<ul style="list-style-type: none"> <li>• Consolidation of local branches of governmental districts</li> <li>• Mt. Sterling city zoning</li> <li>• No quality affordable housing</li> <li>• Resistance to change such as renovations to Main St, etc.</li> <li>• Risk of stagnancy</li> <li>• Small town politics could cost you business, friends, etc.</li> <li>• State of Illinois takes money away from local governments</li> <li>• State of Illinois; paying bills</li> </ul>

The Mt. Sterling City Administrator was identified as a strength of local government and not only because of the fact that the job exists or because of the skills exhibited by the person holding the position, but also because of her willingness to also assist county government with grant writing. That aside, a weakness mentioned was that city and county officials do not work closely, definitely something to address in a county the size of Brown. An opportunity stemming from a weakness is to grow the number of candidates for local office, ideally recruiting from younger residents who are running to make a difference.

## 2018 COMMUNITY SURVEY - FOCUS GROUPS

Media			
Strengths	Weaknesses	Opportunities	Threats
<ul style="list-style-type: none"> <li>Broadcasting Brown County High School sporting events</li> <li>For Sale in Brown County Facebook page</li> <li>Local paper - Democrat Message</li> <li>Social media - Facebook helps in small town</li> <li>Social media presence in Brown County - cheap advertising and a good way to communicate</li> <li>Variety of media: online / social media; Democrat Message; TV Channels 7 &amp; 10</li> </ul>	<ul style="list-style-type: none"> <li>Lack of affordable/reliable internet service in rural areas</li> <li>Gap between information in the paper vs social media</li> <li>Need more positive media (from news stations outside of Brown County)</li> <li>No activity guide this year</li> <li>Not a focus on "real" journalism</li> <li>Democrat Message is run out of Pittsfield</li> <li>Not enough reporters. Can't keep one. It's hard to sell ads which leads to low margins</li> <li>Reliance on social media - not everyone is on Facebook</li> </ul>	<ul style="list-style-type: none"> <li>Banks and other local businesses could allow community events to use their signs to promote events</li> <li>Digital media company</li> <li>Local papers can cover local better</li> <li>Positive social media presence</li> <li>Social media awareness and training for kids</li> </ul>	<ul style="list-style-type: none"> <li>Digital trend</li> <li>Local newspaper doesn't use online media</li> <li>Negative media turns people off</li> <li>Not enough fact checking of gossip (perception of police department)</li> <li>Older people lose touch with the shift towards technology</li> <li>Social media is gossip run, less advertising in newspaper</li> </ul>

A strong weekly paper, the Brown County Democrat Message, was a definite strength. Even though ownership of the paper is not local, the editor works hard to promote and cover local events and governmental meetings. But it was also noted that the challenges faced by print media in small markets – small staff, staff retention, decreased advertising, competition from online media – affect the level of contribution the Democrat Message can make.

## 2018 COMMUNITY SURVEY - FOCUS GROUPS

<b>Social Sector</b>			
<b>Strengths</b>	<b>Weaknesses</b>	<b>Opportunities</b>	<b>Threats</b>
<ul style="list-style-type: none"> <li>• As small as the community is, we have a lot of organizations that provide support - KofC, ABC, BCAC, Masons, Lions, Legion, TTT, Fall Festivals</li> <li>• Christmas Food basket project is a positive (partnership between Two Rivers and the Ministerial Alliance)</li> <li>• Tri T Program (Christmas gifts) and Snack Packs (Timewell Baptist Church)</li> <li>• Community funding for organizations is strong</li> <li>• Dot Employees volunteer program</li> <li>• Free / reduced lunches for K-8</li> <li>• General charitable attitude</li> <li>• Health Department helps with quitting smoking</li> <li>• United Way</li> <li>• Two Rivers program</li> </ul>	<ul style="list-style-type: none"> <li>• High suicide rate in Brown County</li> <li>• Lack of ability to access mental health services</li> <li>• Lack of affordable housing for elderly and low-income persons</li> <li>• Lack of awareness of social services available</li> <li>• Lack of volunteers; getting young generation involved</li> <li>• Need for funding is great</li> <li>• Need mental health education for youth and adults</li> <li>• State of Illinois funding</li> <li>• There is so much need; every day someone or something needs something</li> <li>• Volunteers stretched too thin (time)</li> </ul>	<ul style="list-style-type: none"> <li>• Inform community of services available</li> <li>• Monthly movies that families can afford</li> <li>• More people to work in the organizations we have</li> <li>• Promote youth involvement</li> <li>• Recruit talent</li> <li>• Need unmet needs inter-agency committee</li> <li>• There is always a growing need for the services provided</li> <li>• Welcoming committee for transplants and new community members</li> </ul>	<ul style="list-style-type: none"> <li>• Lack of funding from private sources</li> <li>• Lack of volunteers; overcommitment to other activities and interests</li> <li>• Losing organizations due to lack of volunteers</li> <li>• Meals on Wheels can be lost if funding sources leave</li> <li>• Need is greater than the solution</li> <li>• No crisis housing</li> <li>• Social sector organizations are used and abused</li> <li>• Youth and others are not involved enough - will be an issue when older people leave the organization</li> </ul>

The greatest takeaway from this area of discussion is that the community responds to the needs of their neighbors, but the need is growing and the number of volunteers is shrinking. An excellent opportunity of creating a quasi 'Welcome Wagon' was identified, something that would address an issue identified in survey comments of new residents saying it is sometimes hard to be accepted.

## 2018 COMMUNITY SURVEY - FOCUS GROUPS

Church			
Strengths	Weaknesses	Opportunities	Threats
<ul style="list-style-type: none"> <li>• Charitability</li> <li>• Church provides avenues to help one another</li> <li>• Faith leaders work well together to help others</li> <li>• Many opportunities to attend the church of your choosing</li> <li>• Many options for attending and serving (# of churches/ faith communities)</li> <li>• Social and ecumenical community</li> </ul>	<ul style="list-style-type: none"> <li>• Declining attendance</li> <li>• Lack of financial support (people are church hopping, so where do they give?)</li> <li>• Lack of youth in churches</li> <li>• Less involvement on behalf of congregants - stewardship</li> <li>• Not enough cooperative efforts</li> <li>• Unwillingness to be a part of community events</li> </ul>	<ul style="list-style-type: none"> <li>• Become a more faith-based community</li> <li>• Growth through openness and diversity</li> <li>• More collaboration within the church community</li> <li>• Reach out to those not attending; find ways to grow</li> <li>• Youth activities in churches</li> </ul>	<ul style="list-style-type: none"> <li>• Competition of other events and organizations</li> <li>• Exclusion</li> <li>• Lack of funding</li> <li>• Lack of tithing, interest, and commitment</li> <li>• Losing members due to lack of interest / changing times</li> <li>• Pastors are overloaded</li> </ul>

Contrary to the responses collected through the community survey, declining attendance and support of churches was identified as a weakness and growing threat. Pastors are overloaded, possibly a result of the previously identified situation. Even with those challenges, there are a variety of faith communities for residents to choose from, and the various faith leaders work well together through the Brown County Ministerium.

## 2018 COMMUNITY SURVEY - FOCUS GROUPS

Other / General			
Strengths	Weaknesses	Opportunities	Threats
<ul style="list-style-type: none"> <li>Accountability among leaders, teachers, business owners, etc.; People are respectful</li> <li>Location and proximity to other cities is an advantage</li> <li>Moving from fear-based to love-based.</li> </ul>	<ul style="list-style-type: none"> <li>Lack of childcare</li> <li>Lack of housing; inventory is low in levels most needed - \$100K - \$150K</li> <li>Lack of mid-range housing options</li> <li>Lean on Tracy Family Foundation and Dot Foods too much</li> </ul>	<ul style="list-style-type: none"> <li>Affordable housing</li> <li>Senior Living</li> <li>Transportation for elderly and youth groups</li> </ul>	<ul style="list-style-type: none"> <li>Crime coming into the community</li> <li>Lack of infrastructure to retain youth in community</li> <li>Meth in the county</li> <li>No quality childcare prevents growth and retention of employees</li> <li>People are over-committed and busy</li> <li>Unwillingness to change</li> </ul>

The lack of affordable housing and childcare options were identified in each of the focus groups, as well as the perception of growing crime in the county and the difficulty in having options so that youth who leave for post-secondary education feel they can return to Brown County and prosper.

## 2018 COMMUNITY SURVEY – BROWN COUNTY HIGH SCHOOL FOCUS GROUPS

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### Brown County High School

With the assistance of BCHS Principal Pollee Craven, two focus groups of BCHS students were convened – one composed of juniors and seniors and the other of freshmen and sophomores. Twenty students participated in all. Half lived in Mt. Sterling with other half either in rural Brown County or another municipality, primarily Versailles.

The format differed from the protocol used in the three adult focus groups. Facilitators for the student groups used open-ended questions from the community survey to prompt discussion.

For the most part, information coming from these student groups mirrored the survey results and what was learned from the adult groups, as well.

Both student groups described feelings of safety and community pride as things they liked about life in Brown County. Also mentioned were the more specific items of the YMCA and employment opportunities at Dot. Things that are not liked centered on shopping, restaurants (specifically Mexican food), and lack of entertainment options (bowling, movie theater, shooting range). And of course, the longstanding complaint about small town living – ‘everybody knows everything about you’ – came out in both groups. In addition, both groups noted that the tennis and basketball courts in the parks are outdated and have no lighting. Demonstrating a broader awareness, some participants noted that senior housing and services are lacking and that uptown Mt. Sterling needs a ‘facelift.’

Those participating did not reject the idea of staying or returning to Brown County identifying family and benefits of living in a smaller community where people care about each other as primary reasons. However, the lack of opportunities was identified as the main reason that moving back might not ultimately be feasible.

More detailed notes from the two sessions can be found in the Appendix.



## 2018 COMMUNITY SURVEY - APPENDIX

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### SURVEY TIMELINE

#### August 2018

*Recruit Advisory Committee, create survey, review survey, attend events, develop marketing theme and plan, establish timeline and distribution lists*

- August 17 Advisory Committee Kick-Off Meeting:
- August 20 Mt. Sterling City Council Meeting
- August 28 Press Release to Democrat Message
- August 31 Survey opens
- August 31 Brown County High School Football game

#### September 2018

*Disseminate survey, electronically and via public events and marketing*

- September 6 Press Release
- September 8 Versailles Fall Festival
- September 10 Versailles Village Board Meeting
- September 11 Brown County Board Meeting
- September 19 Democrat Message Letter to the Editor
- September 21 Mt. Sterling Fall Festival
- September 22 Mt. Sterling Fall Festival & Homecoming Parade
- September 30 Survey closes

#### October 2018

*Update Advisory Committee, research secondary data, schedule focus groups*

- October 9 Brown County High School survey collection
- October 16 Advisory Committee Meeting – Focus Group Protocol

#### November 2018

*Analyze data, compile secondary data, conduct focus groups*

- November 7 Faith & Nonprofit Focus Group
- November 8 Business & Agriculture Focus Group
- November 13 Brown County High School Focus Groups
- November 14 Elected Leaders Focus Group

#### December 2018

*Organize and analyze data, create final report draft*

- December 13 Update meeting with Dan Teefey and Megan Costigan

#### January 2019

*Submit final report, public presentation*

- January 16 Public meeting and presentation of findings

## 2018 COMMUNITY SURVEY - APPENDIX

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### SURVEY MARKETING

Website – [www.beheardbrowncounty.com](http://www.beheardbrowncounty.com)

#### Facebook – Action Brown County

Website link promotion	Aug 31 – Sept 14, 2018
Link Clicks	219
Reach	3,242
Impressions	12,836

#### Take the Survey promotion Sept 6 – 13, 2018

Engagement	55
Reach	863
Impressions	1,709

#### You Haven't Taken the Survey Sept 13 – 27, 2018

Engagement	82
Reach	1,733
Impressions	3,050

#### Emails

Timewell Tile, Dot Food - Mt. Sterling employees  
September 11, 2018

Brown County Democrat Message print advertisements  
September 5 & 19, 2018

Table Tent Displays located at area businesses  
Quantity 25

Business Card Magnets distributed at events and area businesses  
Quantity 2,000

Posters distributed at area businesses  
Quantity 10

4-Page Folded Printed Surveys distributed at YMCA and library  
Quantity 100

#### \$1 off incentive coupons:

Tastee Treat Drive-In  
Free Press Coffee House in Mt. Sterling  
Renee's Place

## 2018 COMMUNITY SURVEY - APPENDIX

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### MARGIN OF ERROR AND DATA COLLECTION

The first half of this community assessment contains information obtained from other sources, also known as secondary data. The best example of this is the U.S. Census, data from which you will see referenced on numerous pages that follow. We trust this information and have no hesitation to include it for your review, but there are two things that help keep it in perspective.

- 1) **Margin of Error** – You’ve probably heard or seen results like this: “This survey had a margin of error of plus or minus 3 percentage points.” What does this mean? Most surveys are based on information collected from a sample of individuals, not the entire population. A certain amount of error is bound to occur — not in the sense of calculation error but in the sense of *sampling error*, which is the error that occurs simply because the researchers aren’t asking everyone. The *margin of error* is supposed to measure the maximum amount by which the sample results are expected to differ from those of the actual population. Because the results of most survey questions can be reported in terms of percentages, the margin of error most often appears as a percentage, as well. In populations as small as Brown County, the margin of error can often be substantial. For that reason, if a particular result seems too high, or too low, investigating the original source to identify the margin of error might provide some enlightenment. But for the most part, anything included in this summary document can be regarded as trustworthy and good starting points for further discussion.
- 2) **Data Collection Methodology** – You will see different dates for different sources, but the facilitators of this process have strived to include the most current data available. Government agencies do not necessarily update data they collect on an annual basis. And with county-level data, which is the most useful to communities, a federal agency might take years to update data for all counties in the United States, perhaps doing the counties of ten states every year. So if a data source in a document like this states the data is four years old, that almost always means it is the most current available. In recent years the U.S. Census Bureau has updated data from that office annually by using formulas and algorithms along with a sampling of citizens who answer a survey every year, but that office is unique in this practice.

A related issue is that some well-known sources of data themselves collect information from a number of different sources which they compile and report under their own umbrella. For example, the *County Health Rankings* organization relies on an array of surveys and reports from around the country in order to compile and rank the various health outcomes of all U.S. counties. As stated above, the various sources operate on different timetables, so the 2018 County Health Rankings might include data from 2016 or 2014 or whatever is most current at the time. Margin of error is something to be aware of within the *County Health Rankings* data as well.

## 2018 COMMUNITY SURVEY - APPENDIX

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### SOC OCCUPATION EXPLANATION

The Standard Occupational Classification (SOC) system is used by federal statistical agencies to classify workers and jobs into occupational categories for the purpose of collecting, calculating, analyzing, or disseminating data.

The SOC classifies all occupations in which work is performed for pay or profit. The SOC covers all jobs in the national economy, including occupations in the public, private, and military sectors. All federal agencies that publish occupational data for statistical purposes are required to use the SOC to increase data comparability across federal programs. State and local government agencies are strongly encouraged to use this national system to promote a common language for categorizing and analyzing occupations.

The occupations in the SOC are classified at four levels of aggregation to suit the needs of various data users: major group, minor group, broad occupation, and detailed occupation. Each lower level of detail identifies a more specific group of occupations. The 23 major groups, listed below, are divided into 98 minor groups, 459 broad occupations, and 867 detailed occupations.

#### 2018 SOC major groups

11-0000 Management Occupations	35-0000 Food Preparation and Serving Related Occupations
13-0000 Business and Financial Operations Occupations	37-0000 Building and Grounds Cleaning and Maintenance Occupations
15-0000 Computer and Mathematical Occupations	39-0000 Personal Care and Service Occupations
17-0000 Architecture and Engineering Occupations	41-0000 Sales and Related Occupations
19-0000 Life, Physical, and Social Science Occupations	43-0000 Office and Administrative Support Occupations
21-0000 Community and Social Service Occupations	45-0000 Farming, Fishing, and Forestry Occupations
23-0000 Legal Occupations	47-0000 Construction and Extraction Occupations
25-0000 Educational Instruction and Library Occupations	49-0000 Installation, Maintenance, and Repair Occupations
27-0000 Arts, Design, Entertainment, Sports, and Media Occupations	51-0000 Production Occupations
29-0000 Healthcare Practitioners and Technical Occupations	53-0000 Transportation and Material Moving Occupations
31-0000 Healthcare Support Occupations	55-0000 Military Specific Occupations
33-0000 Protective Service Occupations	

## 2018 COMMUNITY SURVEY - APPENDIX

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### NAICS INDUSTRY EXPLANATION

NAICS is erected on a production-oriented or supply-based conceptual framework that groups establishments into industries according to similarity in the processes used to produce goods or services. The structure of NAICS is hierarchical. The first two digits of the structure designate the NAICS sectors that represent general categories of economic activities. NAICS classifies all economic activities into 20 sectors. The NAICS sectors, their two-digit codes, and the distinguishing activities of each are:

- **11 Agriculture, Forestry, Fishing and Hunting**—Activities of this sector are growing crops, raising animals, harvesting timber, and harvesting fish and other animals from farms, ranches, or the animals' natural habitats.
- **21 Mining, Quarrying, and Oil and Gas Extraction**—Activities of this sector are extracting naturally occurring mineral solids, such as coal and ore; liquid minerals, such as crude petroleum; and gases, such as natural gas; and beneficiating (e.g., crushing, screening, washing, and flotation) and other preparation at the mine site, or as part of mining activity.
- **22 Utilities**—Activities of this sector are generating, transmitting, and/or distributing electricity, gas, steam, and water and removing sewage through a permanent infrastructure of lines, mains, and pipe.
- **23 Construction**—Activities of this sector are erecting buildings and other structures (including additions); heavy construction other than buildings; and alterations, reconstruction, installation, and maintenance and repairs.
- **31-33 Manufacturing**—Activities of this sector are the mechanical, physical, or chemical transformation of materials, substances, or components into new products.
- **42 Wholesale Trade**—Activities of this sector are selling or arranging for the purchase or sale of goods for resale; capital or durable non-consumer goods; and raw and intermediate materials and supplies used in production, and providing services incidental to the sale of the merchandise.
- **44-45 Retail Trade**—Activities of this sector are retailing merchandise generally in small quantities to the general public and providing services incidental to the sale of the merchandise.
- **48-49 Transportation and Warehousing**—Activities of this sector are providing transportation of passengers and cargo, warehousing and storing goods, scenic and sightseeing transportation, and supporting these activities.
- **51 Information**—Activities of this sector are distributing information and cultural products, providing the means to transmit or distribute these products as data or communications, and processing data.
- **52 Finance and Insurance**—Activities of this sector involve the creation, liquidation, or change in ownership of financial assets (financial transactions) and/or facilitating financial transactions.
- **53 Real Estate and Rental and Leasing**—Activities of this sector are renting, leasing, or otherwise allowing the use of tangible or intangible assets (except copyrighted works), and providing related services.
- **54 Professional, Scientific, and Technical Services**—Activities of this sector are performing professional, scientific, and technical services for the operations of other organizations.

## 2018 COMMUNITY SURVEY - APPENDIX

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### NAICS INDUSTRY EXPLANATION (continued)

- **55 Management of Companies and Enterprises**—Activities of this sector are the holding of securities of companies and enterprises, for the purpose of owning controlling interest or influencing their management decisions, or administering, overseeing, and managing other establishments of the same company or enterprise and normally undertaking the strategic or organizational planning and decision-making role of the company or enterprise.
- **56 Administrative and Support and Waste Management and Remediation Services**— Activities of this sector are performing routine support activities for the day-to-day operations of other organizations.
- **61 Educational Services**—Activities of this sector are providing instruction and training in a wide variety of subjects.
- **62 Health Care and Social Assistance**—Activities of this sector are providing health care and social assistance for individuals.
- **71 Arts, Entertainment, and Recreation**—Activities of this sector are operating or providing services to meet varied cultural, entertainment, and recreational interests of their patrons.
- **72 Accommodation and Food Services**—Activities of this sector are providing customers with lodging and/or preparing meals, snacks, and beverages for immediate consumption.
- **81 Other Services (except Public Administration)**—Activities of this sector are providing services not elsewhere specified, including repairs, religious activities, grantmaking, advocacy, laundry, personal care, death care, and other personal services.
- **92 Public Administration**—Activities of this sector are administration, management, and oversight of public programs by Federal, State, and local governments.

## 2018 COMMUNITY SURVEY - APPENDIX

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### FOCUS GROUP PARTICIPANTS

Thank you to those who participated in one of the 2018 Brown County Community Survey Focus Groups:

#### Brown County High School Students

Isobel Anderson  
Val Black  
Brady Bergman  
Faith Boylen  
Caleb Farve  
Tate Fullerton  
Abby Harris  
Ally Heldt  
Jesse Still  
Kennedy Gallaher  
Davin Hodge  
Katelyn Jackson  
Bryar Lenover  
Sami Metz  
Kody McKeon  
Simon Monroe  
Hope Moorman  
Marcus Perry  
Dylan Roberts

#### Community Members

Tricia Baker  
Billie Burge  
Maggie Burnett  
Dean Ernest  
Dave Ferrill  
Aaron Foster  
Brian Gallaher  
Matt Hill  
Jared Hoots  
Ronda Johnson  
Amy Lucky  
Karla Metz  
Roxie Oliver  
Carolyn Ormond  
Becky Pruden  
Casey Scranton  
Fr. Steve Thompson  
Tim Wachter  
Nicole Wachter  
Jeanne Yingling  
Larry Yingling  
Mike Yingling  
Rachel Yingling  
Vada Yingling

## 2018 COMMUNITY SURVEY - APPENDIX

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### BROWN COUNTY HIGH SCHOOL FOCUS GROUP – NOTES from November 11, 2018 SESSIONS

#### **GROUP ONE**

Participants:

11 juniors and seniors

About half live in Mt. Sterling and the half in other BC towns

- Word or phrase describing quality of life/what you like best about BC
  - Community
  - Lots of job opportunities
  - No generation gap between youth and adults
  - YMCA and all of the activities they provide
  - Happy
  - Safe
  - Opportunities
- What do you think BC needs
  - Bowling
  - Movie theatre
  - More unique restaurants (eg family sports bar)
  - Better, affordable housing for senior citizens
  - More shops
  - Cleaner parks, new equipment
  - Businesses downtown need a face lift
  - Free Press Coffee – has bad hours and too expensive
- What do you like least about BC
  - Everything (eg funding, restaurants, entertainment, etc.) gets put in Mt. Sterling vs. the other small towns in BC
  - Not enough to do
  - Tennis courts and basketball court outdated, no lights on the courts
- What would make you move back/stay in BC?
  - Family
  - Sense of community – trust, sense of belonging
- How many go to church and volunteer?
  - About ½ go to church regularly
  - About ¾ volunteer regularly



## 2018 COMMUNITY SURVEY - APPENDIX

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### BROWN COUNTY HIGH SCHOOL FOCUS GROUP – NOTES from November 11, 2018 SESSIONS

#### **GROUP TWO**

##### Participants:

9 Freshmen and Sophomores

BCHS 9<sup>th</sup> and 10<sup>th</sup> grade classes are bigger than 11<sup>th</sup> and 12<sup>th</sup>

##### One word or phrase to describe Brown County:

- Cheerful
- Community
- Togetherness
- Rural
- Supported
- Together
- Friendliness
- Fun
- helpful (everybody jumps in)
- great place to live

##### Quality of life:

- knowing people
- feeling safe – can walk through town and not get jumped; can leave car running
- opportunities – athletics, jobs
- supportive environment
- a strong agricultural base

##### what they would like to see more of:

- A science lab in the school
- More restaurants – specifically Italian, Mexican, Taco Bell
- Bowling

- Movie theater
- Shooting range
- More shopping options
- Top Golf
- Old fashioned ice cream shop
- Just make use of empty buildings

##### Future careers:

Teacher; journalist; photographer; rancher; mechanic; nurse; pediatrician; recreational therapist

##### What would make you stay in BC:

- knowing people
- friends and family

##### What do they NOT like about BC:

- Not a lot of opportunities
- Empty buildings on Main Street
- takes a while to know people
- same thing all the time
- routine
- tired of seeing the same people every day
- everybody knows everything

## 2018 COMMUNITY SURVEY - APPENDIX

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### BROWN COUNTY HIGH SCHOOL FOCUS GROUP – NOTES from November 11, 2018 SESSIONS

#### Miscellaneous Comments:

- they like to go to the Y rec center, play sports, participate in 4-H but all noted there aren't a lot of options available to them
- Usually go to Quincy or Jacksonville to shop
- Don't like the way the school is arranged; makes it difficult to get to some classes
- No cold water fountains
- The tennis courts in a city park don't get used because they're in bad shape
- Easy to get an appointment at QMG but limited in what you can be treated for; more serious need to go to Quincy or Rushville
- Lots of sports activity by participants
- Active in FFA and FCA (?) and drama club
- Volunteer for BC Mission in Action through the Y; also at nursing home, humane society, and through church and 4-H
- Primary social media used are Facebook, Instagram, and SnapChat; too much negativity on Facebook; like SnapChat because it's more one on one
- Internet and cell service is spotty
- Primarily informed through social media but also mentioned were the DM, friends and family, and an app used by coaches