



2022 Brown County Survey & Assessment

Acknowledgements

We would like to express our gratitude to those who contributed to the development of the 2022 Brown County Community Survey and Assessment. Thank you to the Brown County residents who participated as steering committee members and Tracy Family Foundation representatives who provided direction and support throughout the months-long project. And thank you to the 671 Brown County residents and workers and 55 Brown County High School students who completed the 2022 Brown County Survey.



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Executive Summary

The 2022 Brown County Community Survey and Assessment is intended to inform community focus areas for future work and investment and to measure changes in community attitudes and priorities. The Tracy Family Foundation has conducted or funded county community surveys in 2000, 2005, 2007, 2013, 2018, and now 2022. Input from the 2018 survey contributed to and spurred the development of the Brown County Early Learning Center, Brown County Trailways Plan, Neylon Farms, and improvements along Main Street and Capitol Avenue, among other projects.

The results of the 2022 Community Survey and Assessment will no doubt help to guide more planning and community development activities in Brown County and contribute to its bright future. Speaking of a bright future, 41% of 2022 survey respondents strongly agreed that 'The future of Brown County looks bright' compared to 24% in 2018. We can be led to believe that this confidence in the future will be a self-fulfilling prophecy for the community.

Key Findings*

The **population** of Brown County has remained stable compared to many rural Midwest counties (6,244 in 2020). This can largely be attributed to the presence of Dot Foods and its growing workforce. The working **age** group of 25 to 49 years has decreased by 5.6% between 2010 and 2020 while the under 20 years and 65 years and over groups have both grown during the same time period by 2.3% and 2.7% respectively.

Homeownership in Mt. Sterling has declined steadily since 2013 from a high of 75.2% in 2013 to a low of 63.2% in 2020. While we do not know the exact reason for this decline, contributing factors could be rising housing costs and a lack of affordable housing. Brown County also faces issues related to aging structures with 31.3% of structures built in 1939 or earlier compared to 12.5% built since 2000. The greatest number of survey respondents identified **housing** as the most critical issue facing Brown County.

As of 2021, the median household **income** in Brown County of \$59,346 is the highest among the surrounding counties. However, it is lower than the 2021 median household income in the United States which is around \$68,703. 9.7% of people in housing units for whom poverty status is determined live in **poverty** in Brown County.

Brown County saw a 9% net increase in total **employment** between 2019 and 2020 compared to net decreases between 0.4% and 2.7% for surrounding counties. This could be ascribed to the loss of jobs due to the COVID-19 Pandemic which did not affect Dot Foods to the same degree as other businesses because of the essential nature of its industry.

**See page 7, Data Notes regarding the presence of the Western Illinois Correctional Center and how it may affect overall Brown County demographic data*

Executive Summary (continued)

When it comes to the community's **health** status, Brown County ranks #12 for health outcomes and #21 for health factors out of 102 counties in Illinois. Areas of strength are the length of life and the physical environment. Areas of concern include health behaviors around obesity, physical inactivity, and insufficient sleep, although these factors are only slightly higher than surrounding counties.

Education is a critical component of a community's well-being and future. There are a number of bright spots in the data including early learning readiness and high student attendance. Enrollment in Brown County schools continues to trend downward which could be a reflection of students leaving the district or overall shifts in population demographics. Focus group participants cited excellent communication with teachers and staff as a positive and a lack of extracurricular activities outside of sports as a negative.

We invite the community to use this survey and assessment to help inform future plans, communicate needs, celebrate growth and accomplishments, and help with decision-making. Consider it a call to action. This report offers many data points from which opportunities abound. It will be up to the community to realize them.

**See page 7, Data Notes regarding the presence of the Western Illinois Correctional Center and how it may affect overall Brown County demographic data*

Background and Methodology

The Tracy Family Foundation engaged Maggie Strong of Strong Consulting to facilitate the 2022 survey and assessment process. The goal of this survey and assessment process is to understand what Brown County residents think about life, work, and play in Brown County through data. By comparing the 2018 survey and assessment data with updated data, the Tracy Family Foundation and its partners can make more informed decisions about future work and investments.

The process for this Community Survey and Assessment included the collection and analysis of primary and secondary data. Both public and private organizations including government agencies, faith-based organizations, educational systems, nonprofits, and health and human service entities, as well as the general public, were involved.

A Steering Committee comprised of Brown County residents and representatives from the Tracy Family Foundation provided direction, oversight, and support throughout the process. Individuals representing Action Brown County, the City of Mt. Sterling, Brown County Public Library, the Mt. Sterling YMCA, and private businesses participated on this Steering Committee.

Secondary Data Collection and Analysis

Data related to demographics, economics, health, education, mental health, social, and education available from local, county, state, and federal sources was collected and analyzed. The secondary data profile allows us to look at community issues on a broader scale and in a larger context.

- Economic, health, and education indicators on a local, state, and national level
- Data trends
- Comparisons among county, state, and national data

Primary Data Collection and Analysis

Data captured through the 2022 Brown County Community Survey and accompanying student survey as well as through three community focus groups were collected and analyzed. This data gives us an accurate view of the strengths, opportunities, and challenges within the Brown County community from those with direct experience as residents and employees in Brown County. We use this data to understand community sentiments and develop themes.

- 726 Total Survey Respondents
- 3 Focus Groups
- 30 Focus Group Participants

The 2022 Brown County Survey and Assessment Report is intended to provide reliable data to help identify opportunities and needs within the Brown County community. It also identifies community strengths and serves as a resource for program, grant, and partnership development.

The secondary data presented in the Brown County Survey and Assessment Report is from trusted sources. However, it is important when reviewing this data to note two areas that affect the information being presented – the presence of the Western Illinois Correctional Center and the reality of the COVID-19 Pandemic. When data anomalies occur, it is important to consider how these two areas may be affecting a particular dataset.

Western Illinois Correctional Center

The presence of the Western Illinois Correctional Center and the practice of the U.S. Census Bureau to include quartered populations in their data collection complicates the reporting of demographic information. For counties like Brown which have a significant number of quartered populations, reporting accurate demographic data is difficult. In addition to population, race and ethnicity numbers are skewed. However, it appears that the numbers are reported to the census bureau in aggregate without affecting other categories like household income and poverty rate.

COVID-19 Pandemic

The secondary data presented in this report is the most current available. Some of the data predate the Pandemic, which began to affect almost all facets of life in March 2020. Data available after 2020 includes early impacts of the Pandemic. While we will not know the full impact of the Pandemic on individuals and communities for many years, emerging research indicates it will exacerbate the community's greatest challenges.

Public Use Micro Area (PUMA)

Public Use Microdata Areas (PUMAs) are non-overlapping, statistical geographic areas used when populations are less than 100,000. Brown County is included in a PUMA along with Adams, Pike, Schuyler, and Mason Counties. Data comparisons are made among these PUMA counties throughout the report.

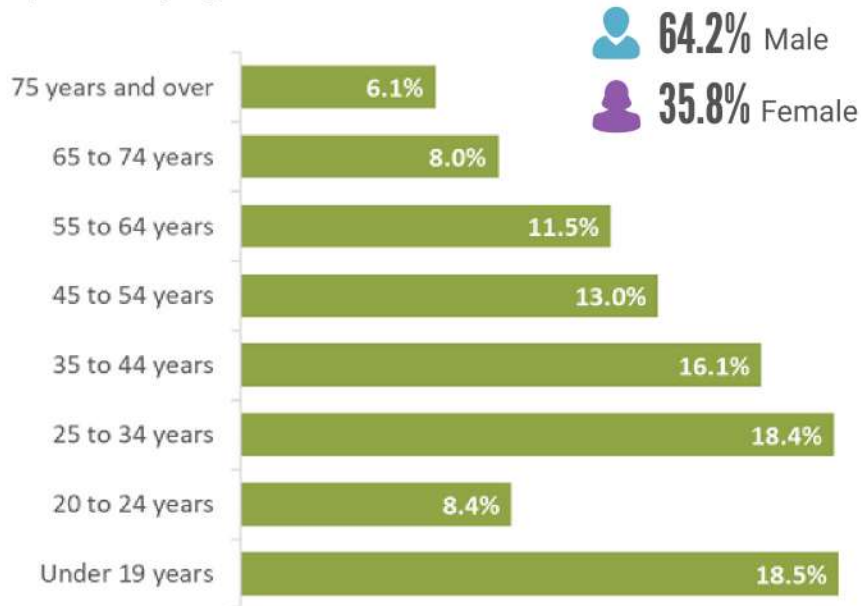
Brown County, IL Community Snapshot

**Data Note: Western IL Correctional Center quartered population is included in some U.S. Census Bureau data as indicated with the **

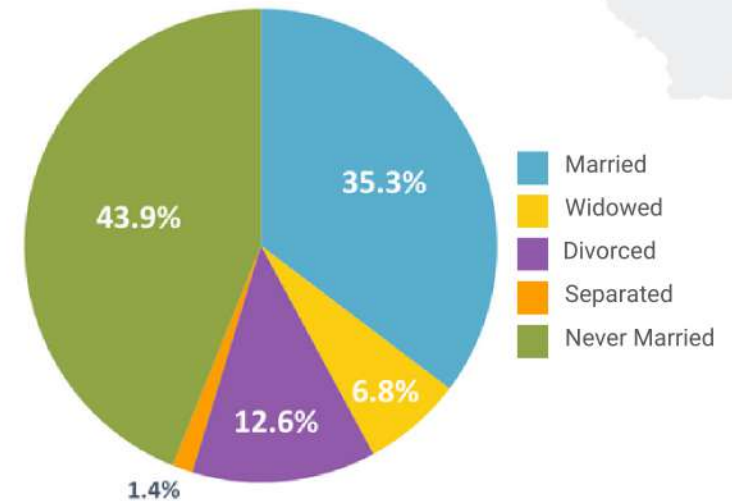
6,244

2020 Population *

Population by Age and Sex *



Population (15+) by Marital Status *

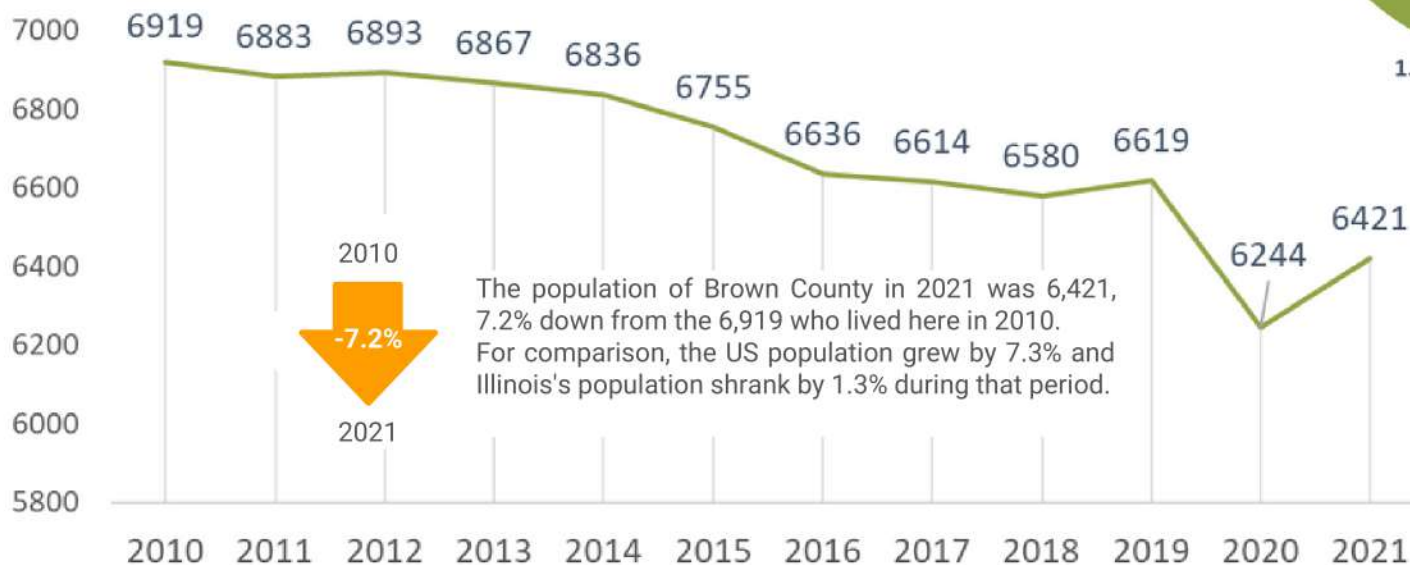


38.1

Median Age *

2.24 Average Household Size

Population Trend *

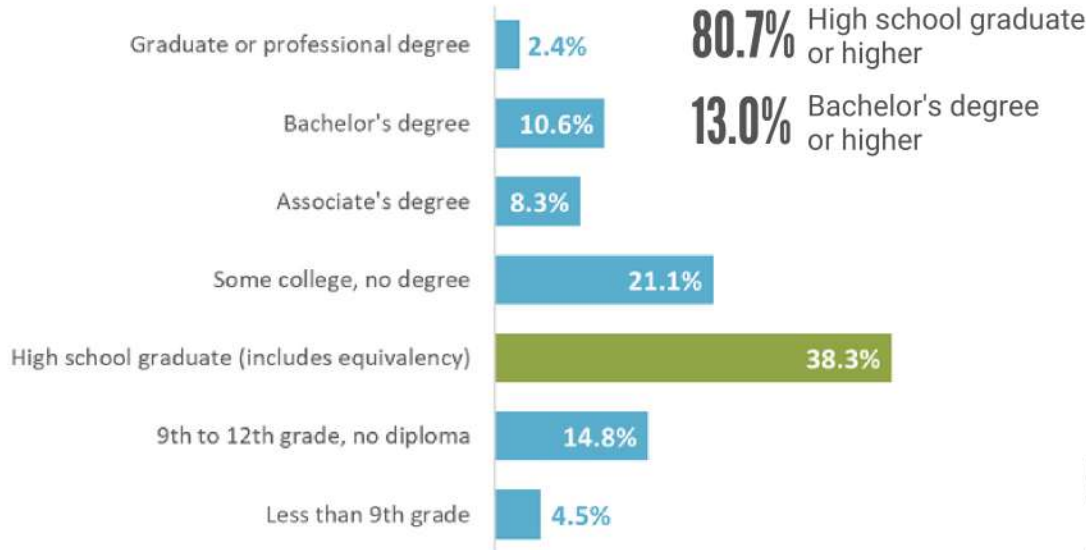


Source: U.S. Census Bureau American Community Survey 5-Year Estimates 2021

Brown County, IL Community Snapshot

**Data Note: Western IL Correctional Center quartered population is included in some U.S. Census Bureau data as indicated with the **

Educational Attainment (Population 25+) *



\$59,346

Median Household Income

9.7% Poverty Rate
 population in housing units for whom poverty status is determined



26.3% Renter
73.7% Owner

2,346 Total Housing Units
1,998 Occupied Housing Units
348 Vacant Housing Units

Businesses & Jobs

The most common occupations in Brown County are Transportation/Material Moving (19.5%), Office/Administrative Support (12.4%), and Management (13.8%).

2,566
 Civilian Labor Force

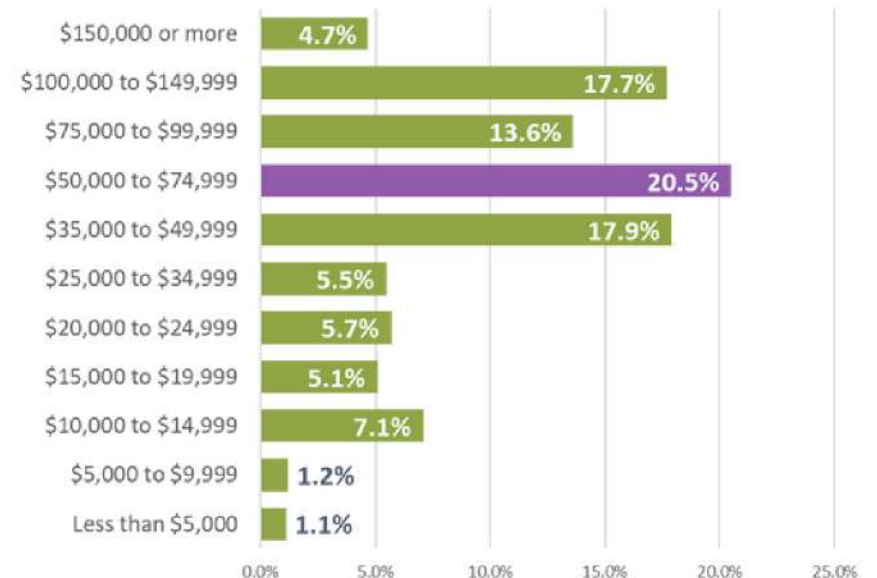
30.2%
 Blue Collar

69.8%
 White Collar & Services

\$106,200
 Median Home Value

110 Total Employer Establishments 2020
305 Total NonEmployer Establishments 2019

Household Income in the Past 12 Months



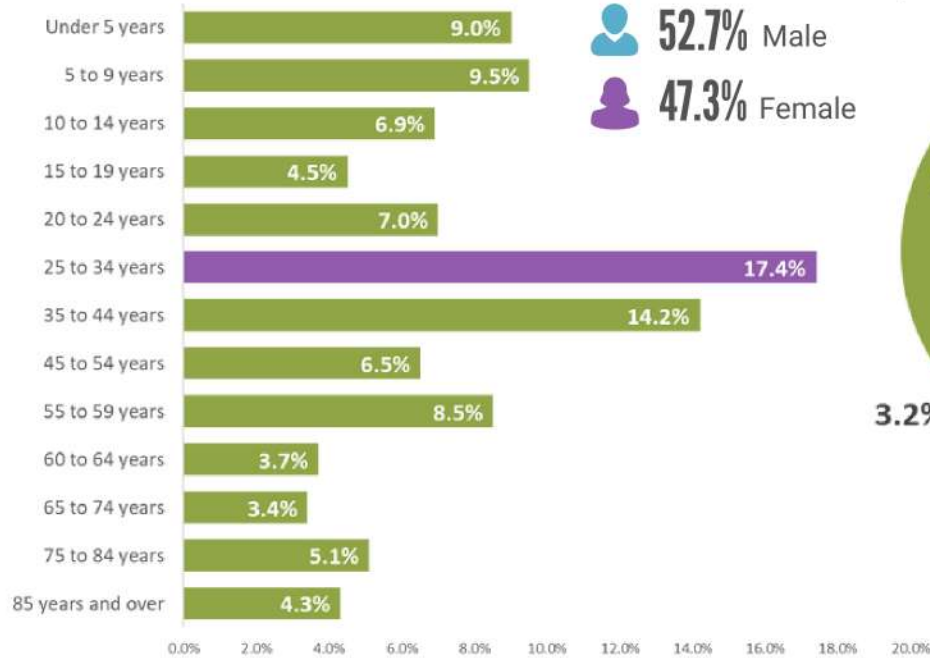
Mt. Sterling, IL Community Snapshot

2,115

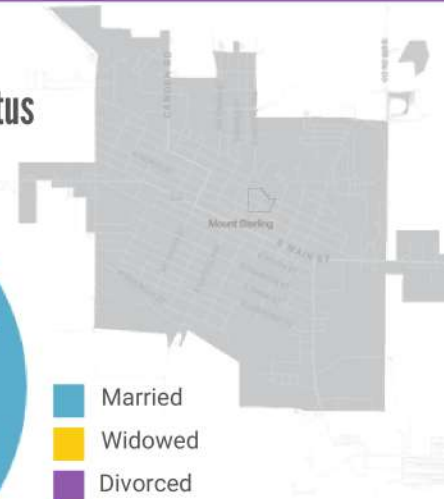
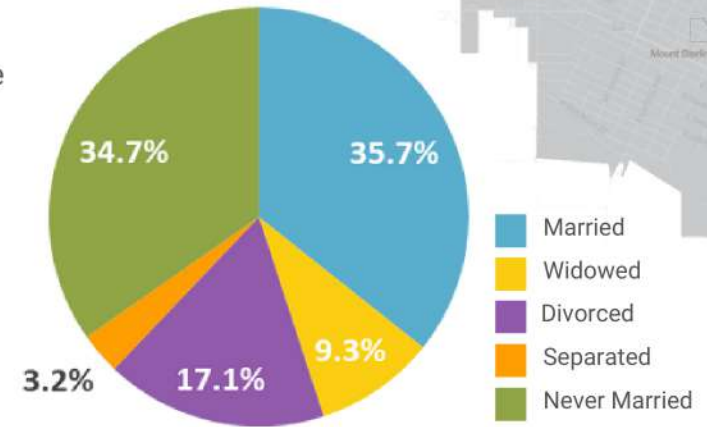
2021 Population

33.1
Median Age

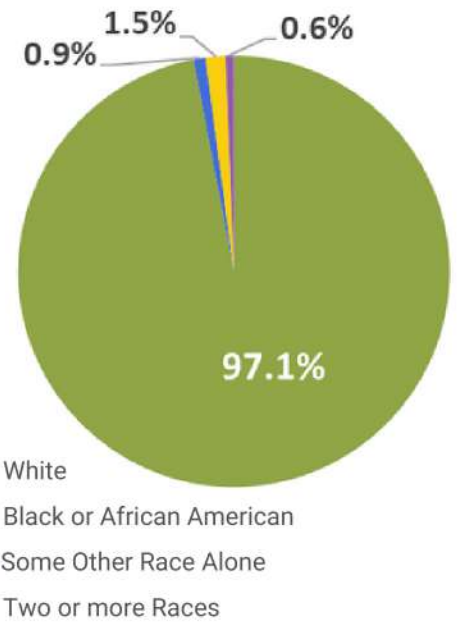
Population by Age and Sex



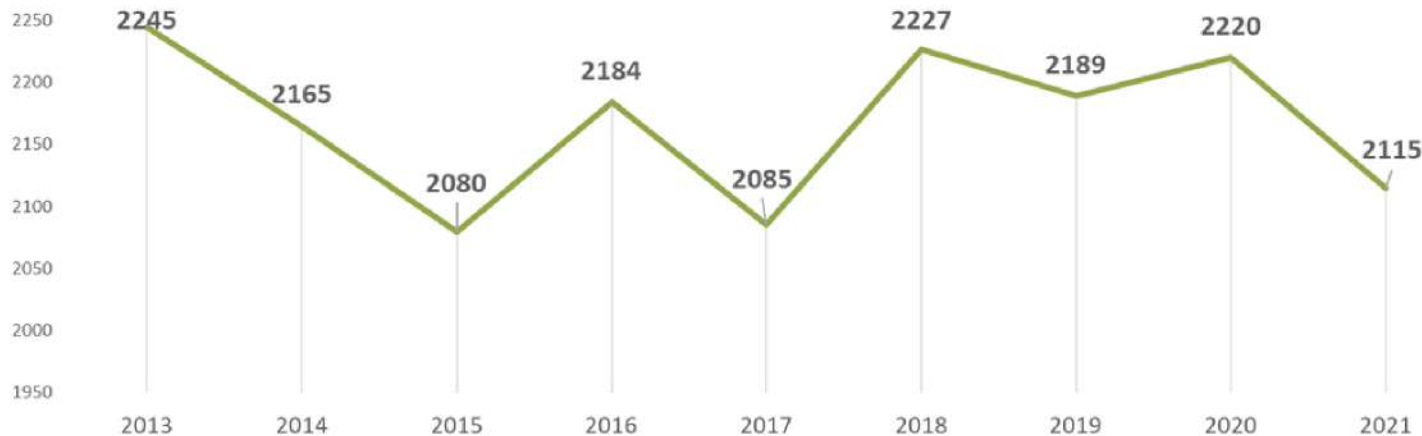
Population (15+) by Marital Status



Population by Race



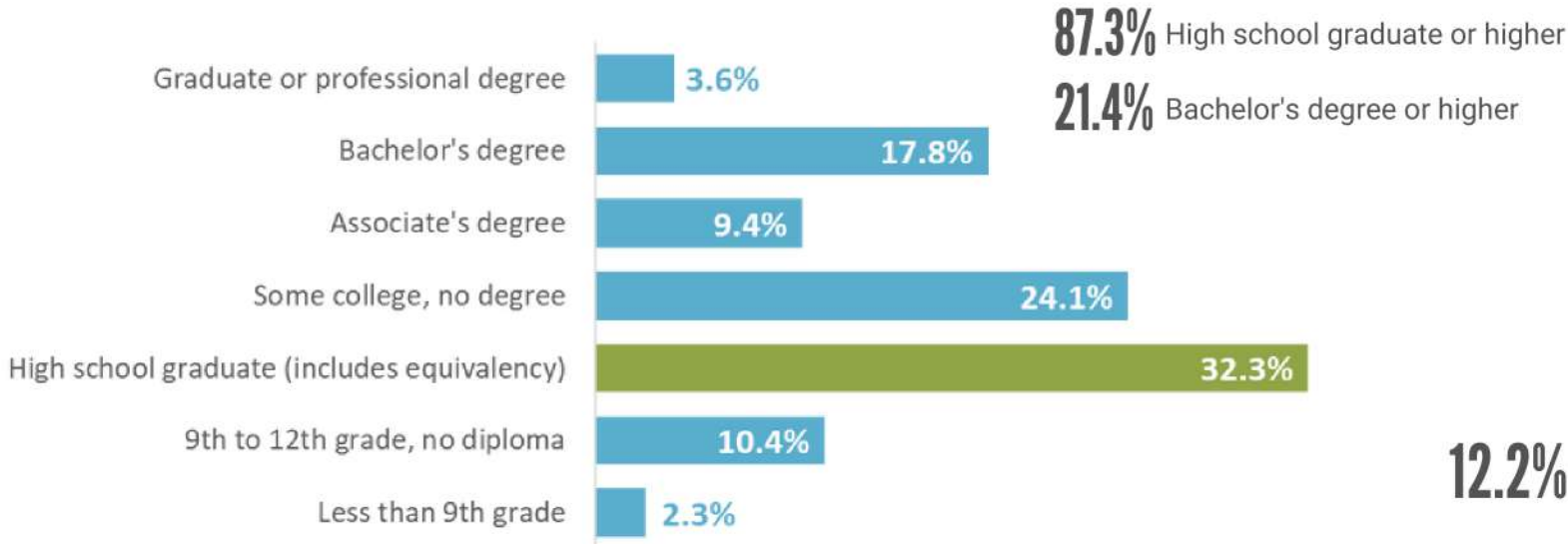
Population Trend



Source: U.S. Census Bureau American Community Survey 5-Year Estimates 2021

Mt. Sterling, IL Community Snapshot

Educational Attainment (Population 25+)



12.2% Poverty Rate

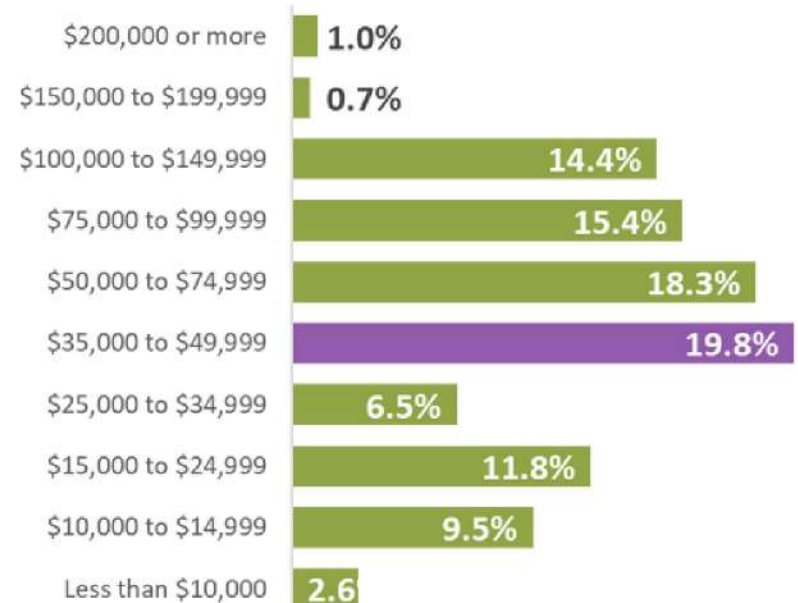


1,040 Total Housing Units
939 Occupied Housing Units
101 Vacant Housing Units

\$99,100
 Median Home Value

\$49,813
 Median Household Income

Household Income in the Past 12 Months

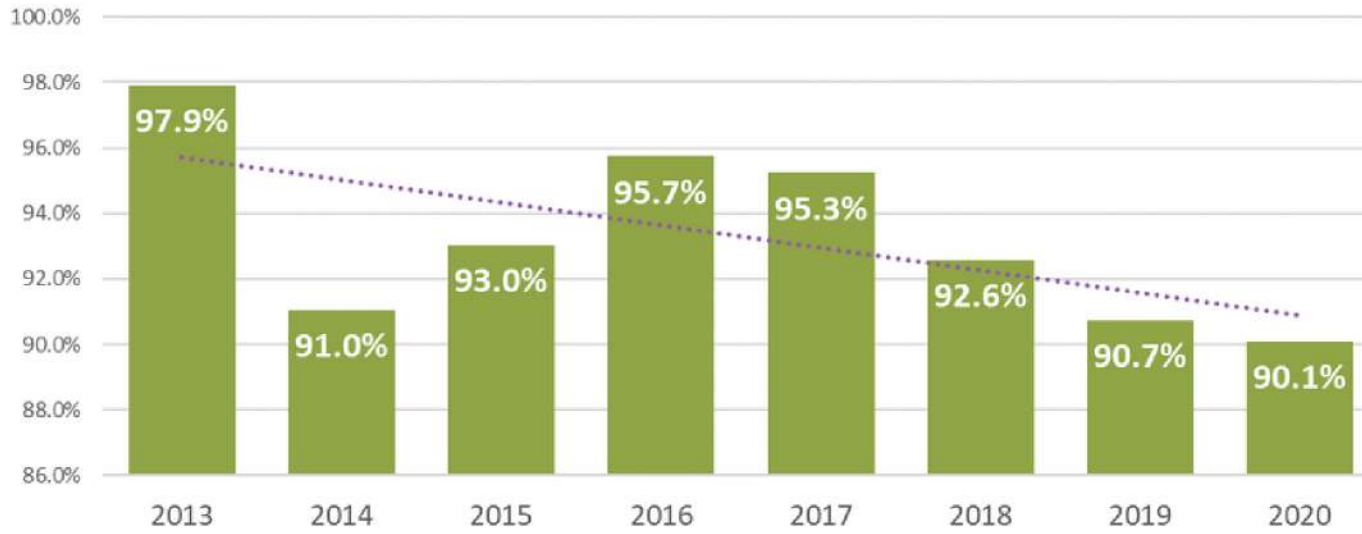


Source: U.S. Census Bureau American Community Survey 5-Year Estimates 2021

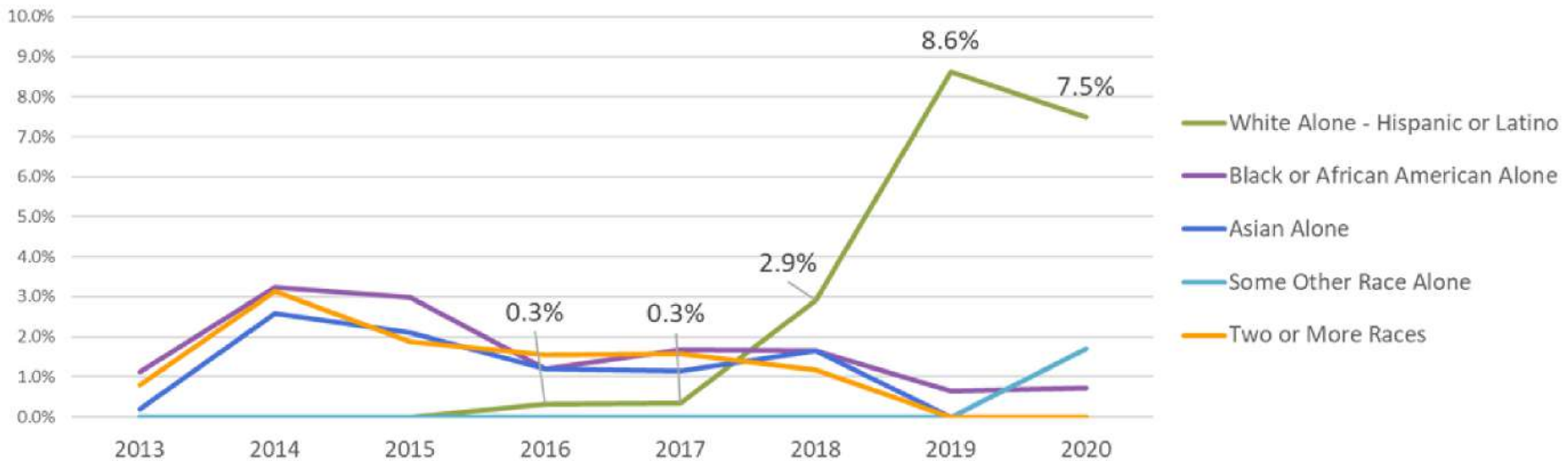
Mt. Sterling, IL Community Snapshot



% of White Alone – Not Hispanic or Latino



% Race and Ethnicity



Source: U.S. Census Bureau American Community Survey 5-Year Estimates 2021

Mt. Sterling, IL Community Snapshot

% Home Ownership Trend 2013-2020



Home ownership in Mt. Sterling has declined steadily since 2013 from a high of 75.2% in 2013 to a low of 63.2% in 2020.

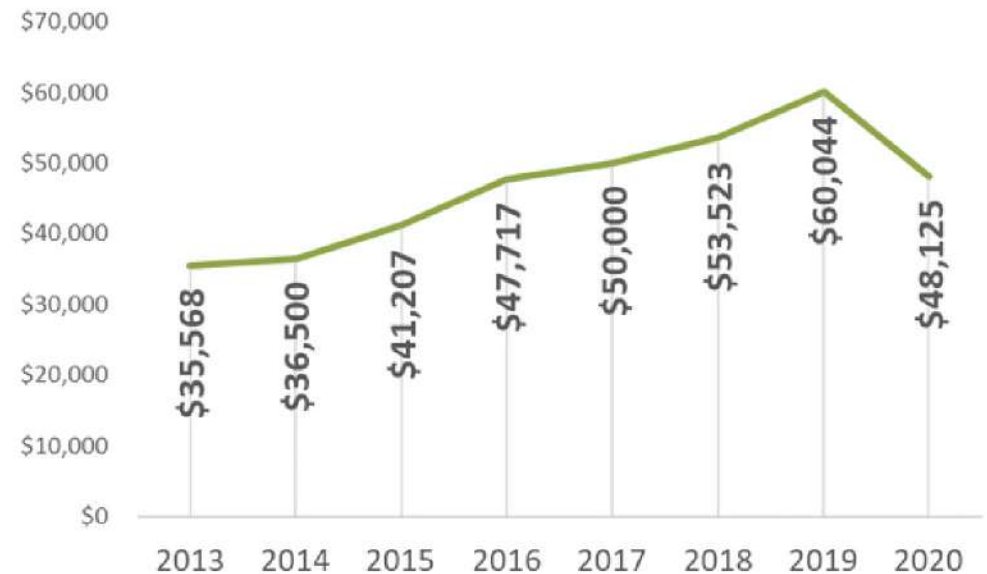


\$604

Median Property Taxes in 2020

Owner-occupied housing units
In Mt. Sterling, the largest share of households pay taxes in the \$800 - \$1,499 range.

Median Household Income Trend 2013-2020



Versailles Village, IL Community Snapshot

446

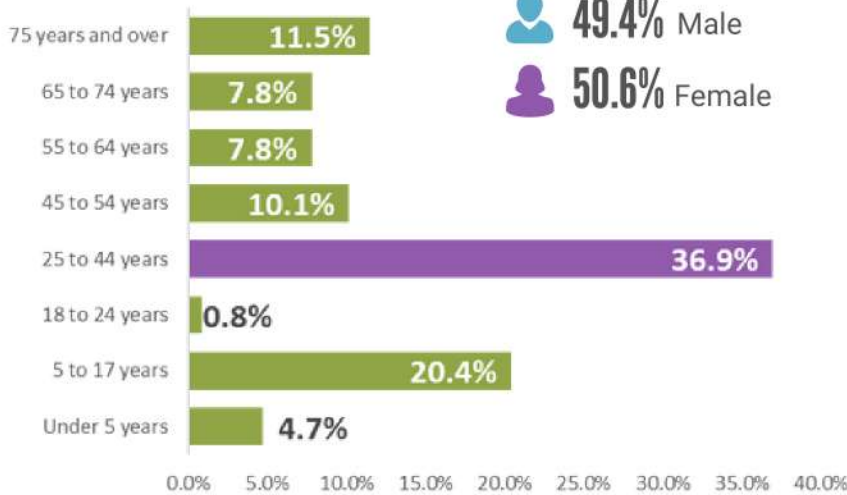


2020 Population*

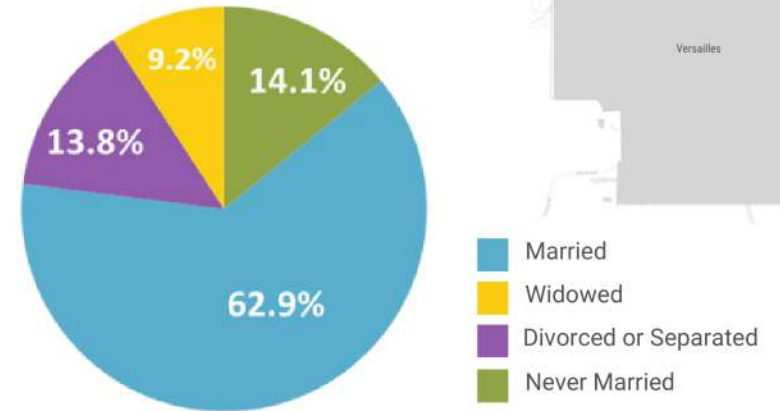
35

Median Age

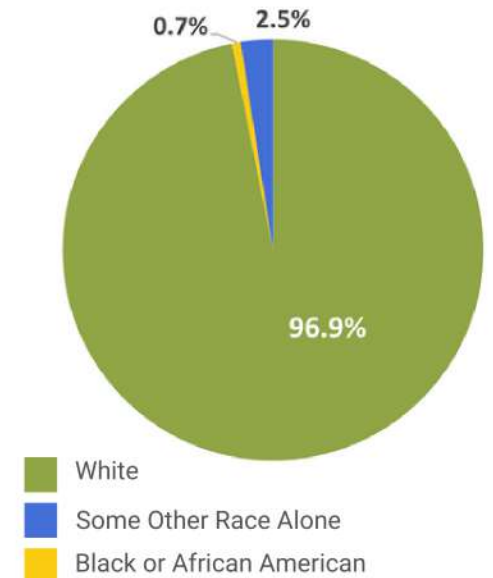
Population by Age and Sex



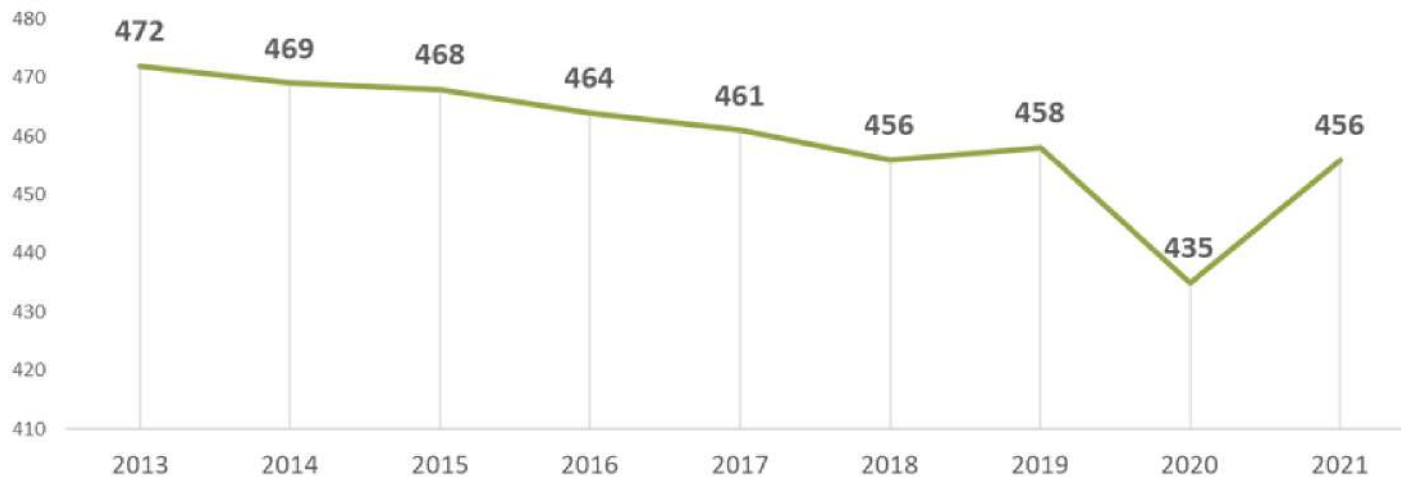
Population (15+) by Marital Status



Population by Race



Population Trend

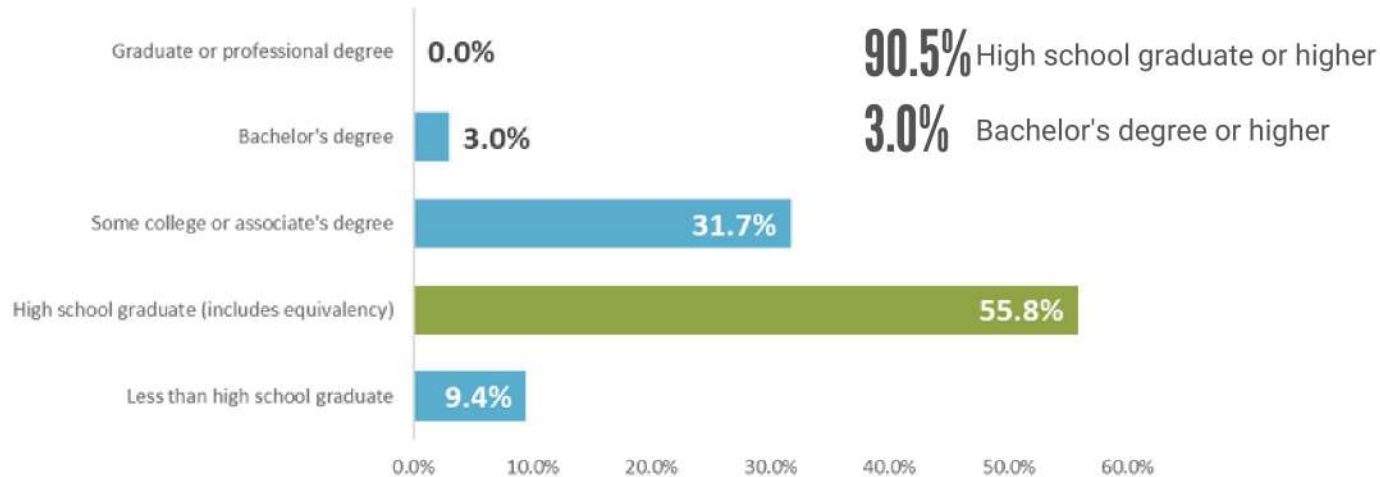


Source: U.S. Census Bureau American Community Survey 5-Year Estimates 2021 | *2020 Decennial Census

Versailles Village, IL Community Snapshot



Educational Attainment (Population 25+)



14.2% Poverty Rate

Total Households: 154
Average Household Size: 2.32

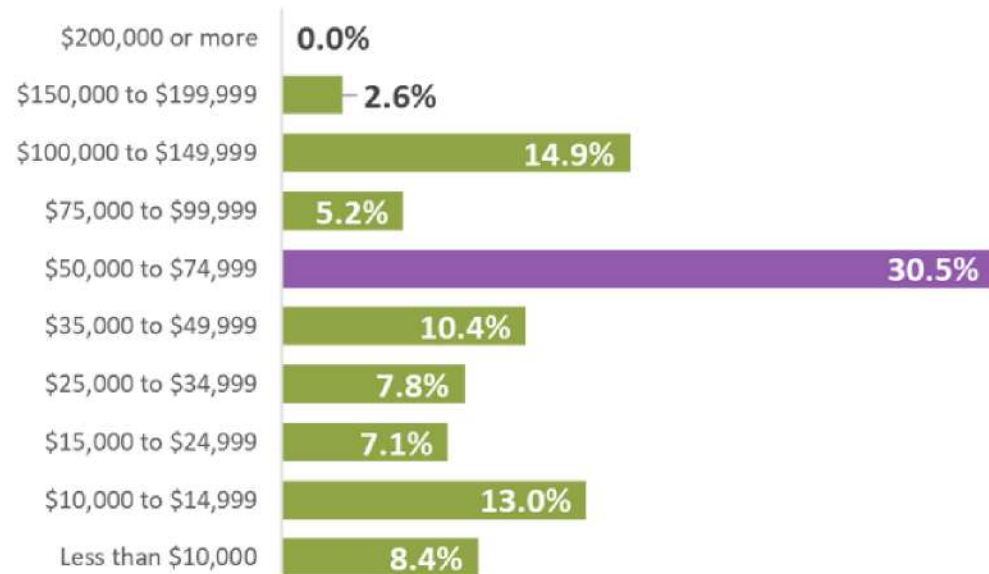


250 Total Housing Units
199 Occupied Housing Units
51 Vacant Housing Units

\$50,833

Median Household Income

Household Income in the Past 12 Months



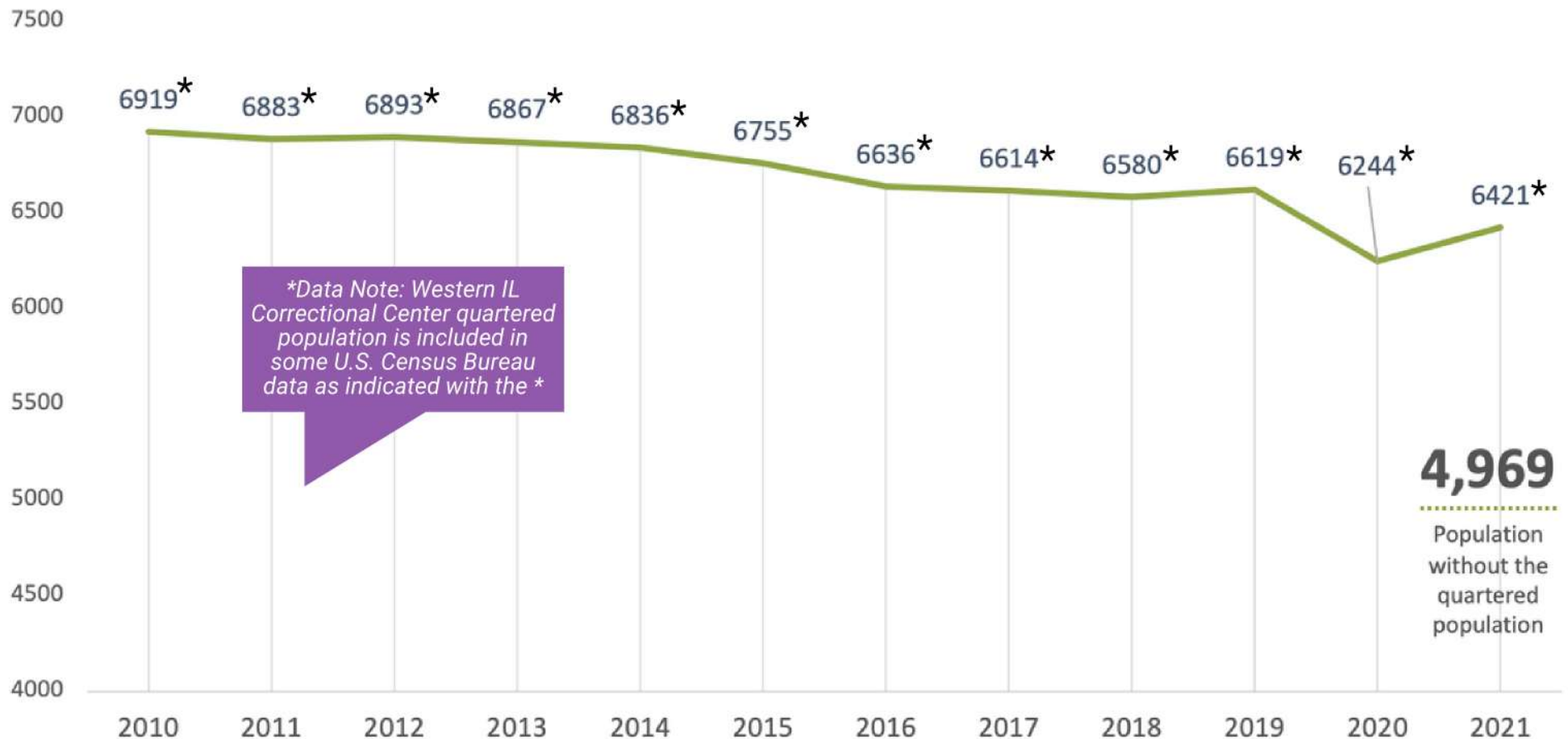
Brown County Data

- Population
- Income
- Poverty
- Household Costs
- Food Insecurity
- Business/Employment
- Economy
- Housing
- Tapestry Segmentation
- Health
- Crime and Safety
- Education



Population* - Brown County, IL

The 2021 estimated population of Brown County not including the quartered population at the Western Illinois Correctional Center is 4,969 (6,421 total population – 1,452 WICC 2021 population). As of January 1, 2021, the Western Illinois Correctional Center (WICC) population was 1,452. The presence of the Western Illinois Correctional Center and the practice of the U.S. Census Bureau to include quartered populations in their data collection complicates the reporting of demographic information.

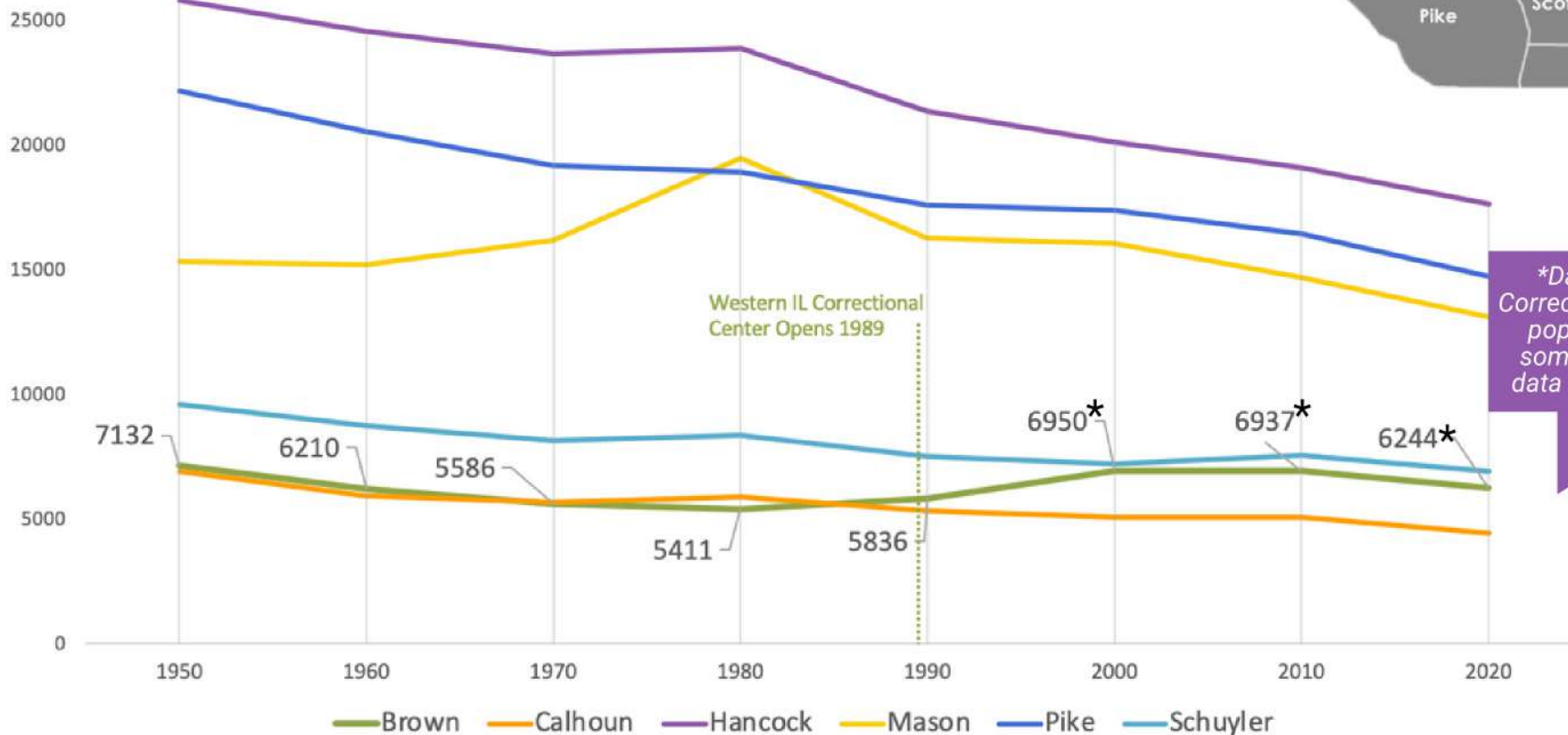


Sources: U.S Census Bureau; Illinois Department of Corrections Western Illinois Correctional Center 2021

Population* Trends - 1950 to 2020

Brown County's population* has remained fairly stable compared to many rural Midwest counties. While population trends among rural Midwest counties vary, generally, they have experienced population decline due to factors such as economic challenges, lack of job opportunities, an aging population, and low birth rates.

Brown County is bordered by Morgan, Schuyler, Pike, and Cass Counties in Illinois. Public Use Microdata Areas (PUMAs) are non-overlapping, statistical geographic areas used when populations are less than 100,000. Brown County is included in a PUMA along with Adams, Pike, Schuyler, and Mason Counties. These counties are compared to Brown County throughout this report.

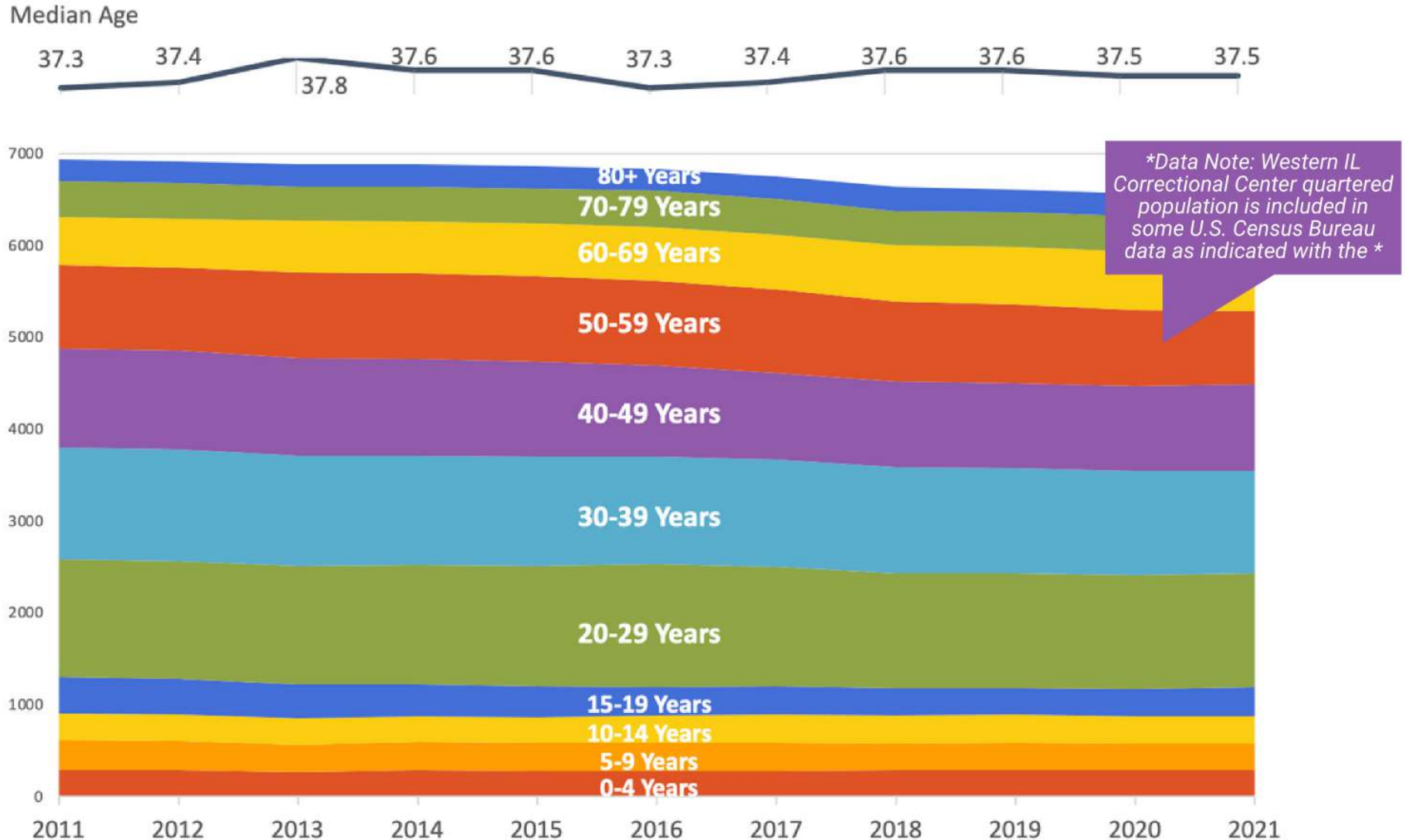


*Data Note: Western IL Correctional Center quartered population is included in some U.S. Census Bureau data as indicated with the *

Source: U.S. Census Bureau

Population* Age Structure & Median Age Trends

The median age* in Brown County has remained stable over the past ten years. The median age in the U.S. is around 38 years old and has gradually increased in the past ten years due to the aging of the baby boomer generation and increases in life expectancy.

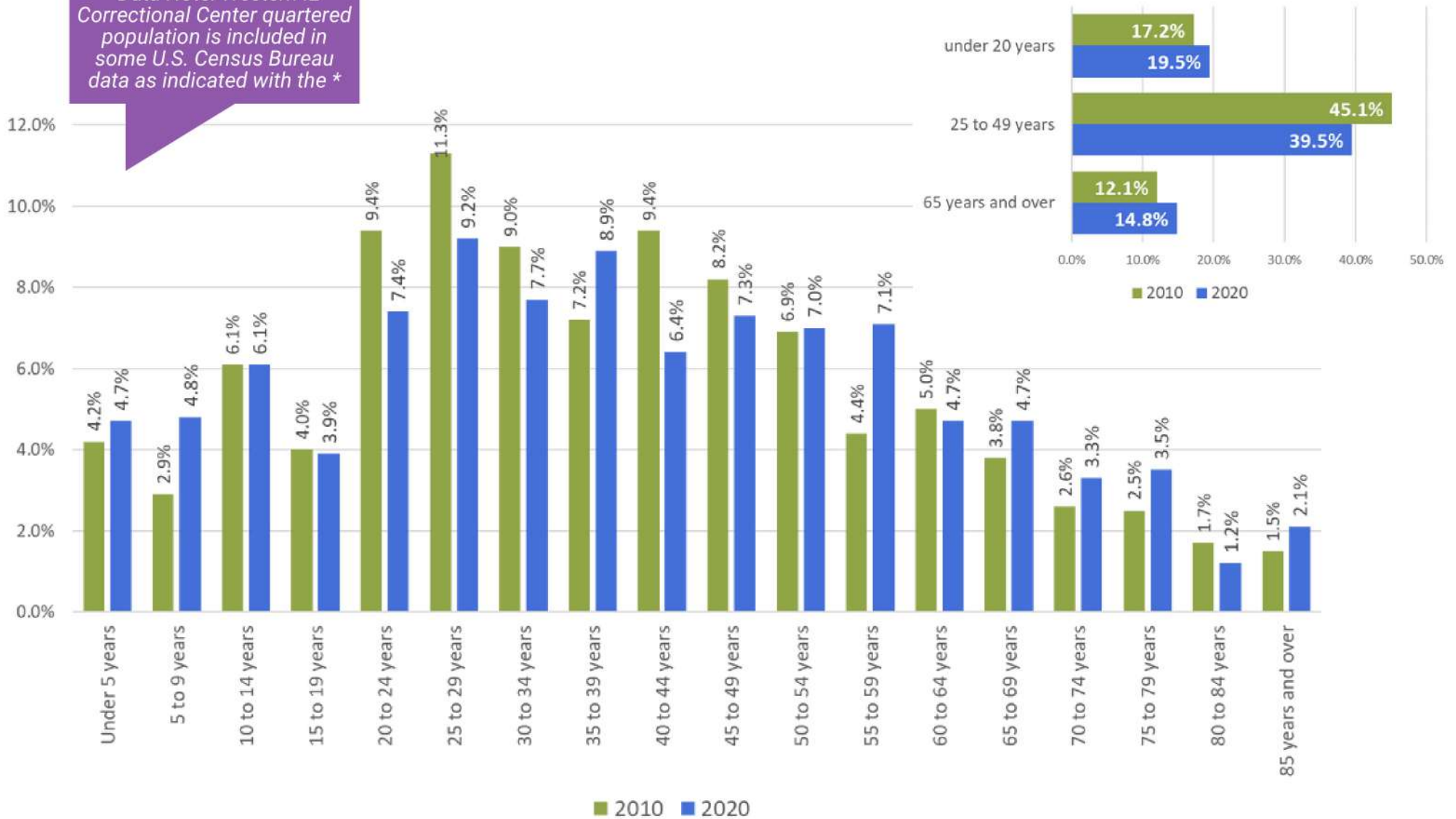


Source: U.S. Census Bureau

Population* Age Trends

The working age group of 25 to 49 years has decreased by 5.6% between 2010 and 2020 while the under 20 years and 65 years and over groups have both grown during the same time period by 2.3% and 2.7% respectively.

**Data Note: Western IL Correctional Center quartered population is included in some U.S. Census Bureau data as indicated with the **

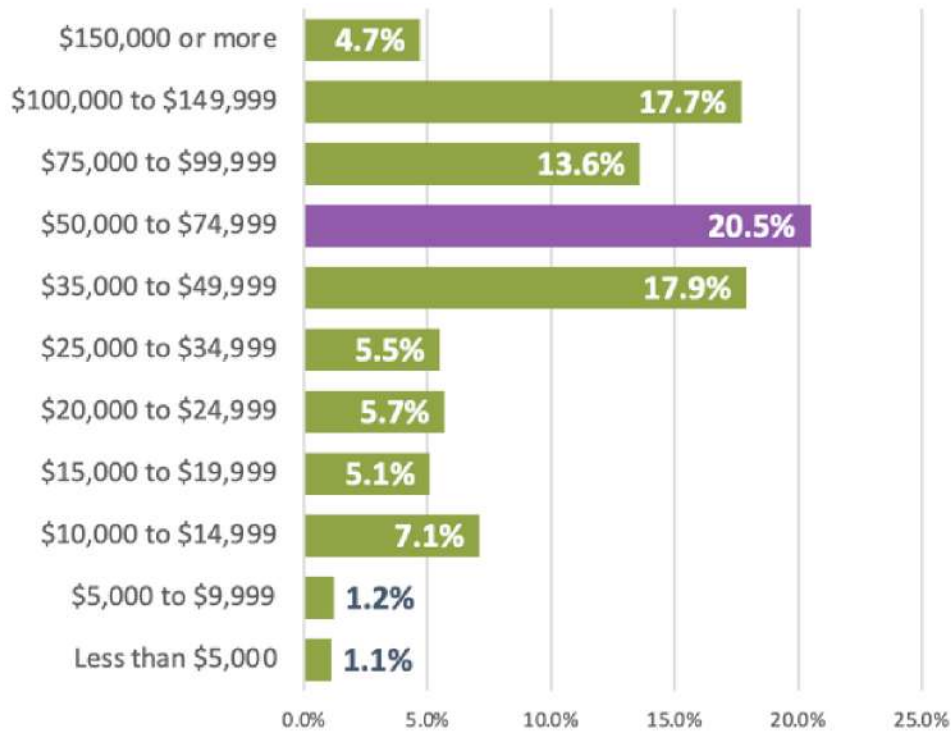


Source: U.S. Census Bureau

Income

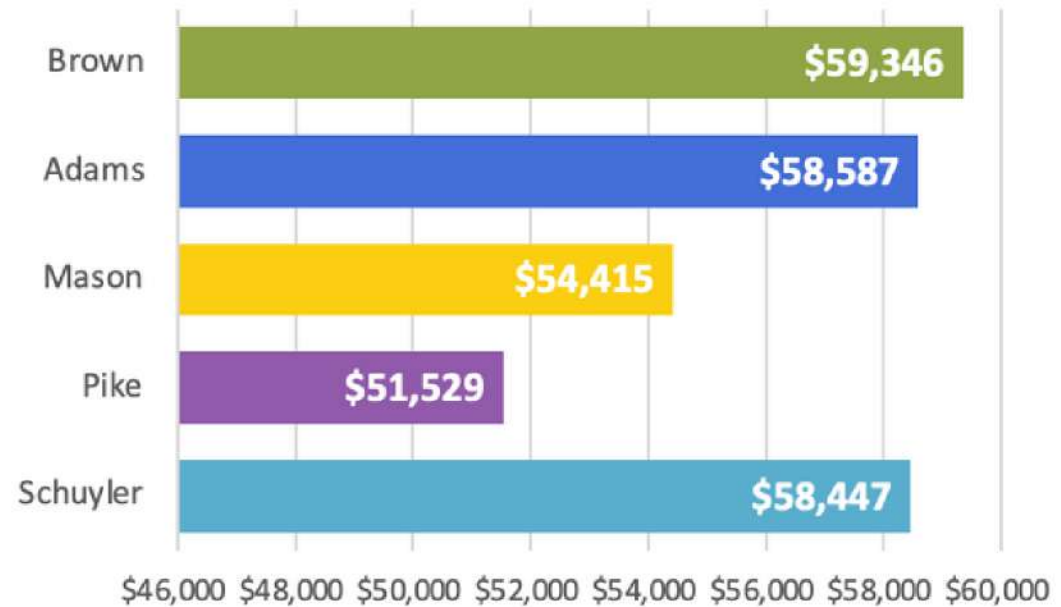
As of 2021, the median household income in Brown County is the highest among the surrounding PUMA counties. However, it is lower than the 2021 median household income in the United States which is around \$68,703.

Household Income in the Past 12 Months
In 2021 Inflation-Adjusted Dollars | 1,998 Occupied Housing Units



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

Median Household Income
Median Household Income comparison among PUMA counties



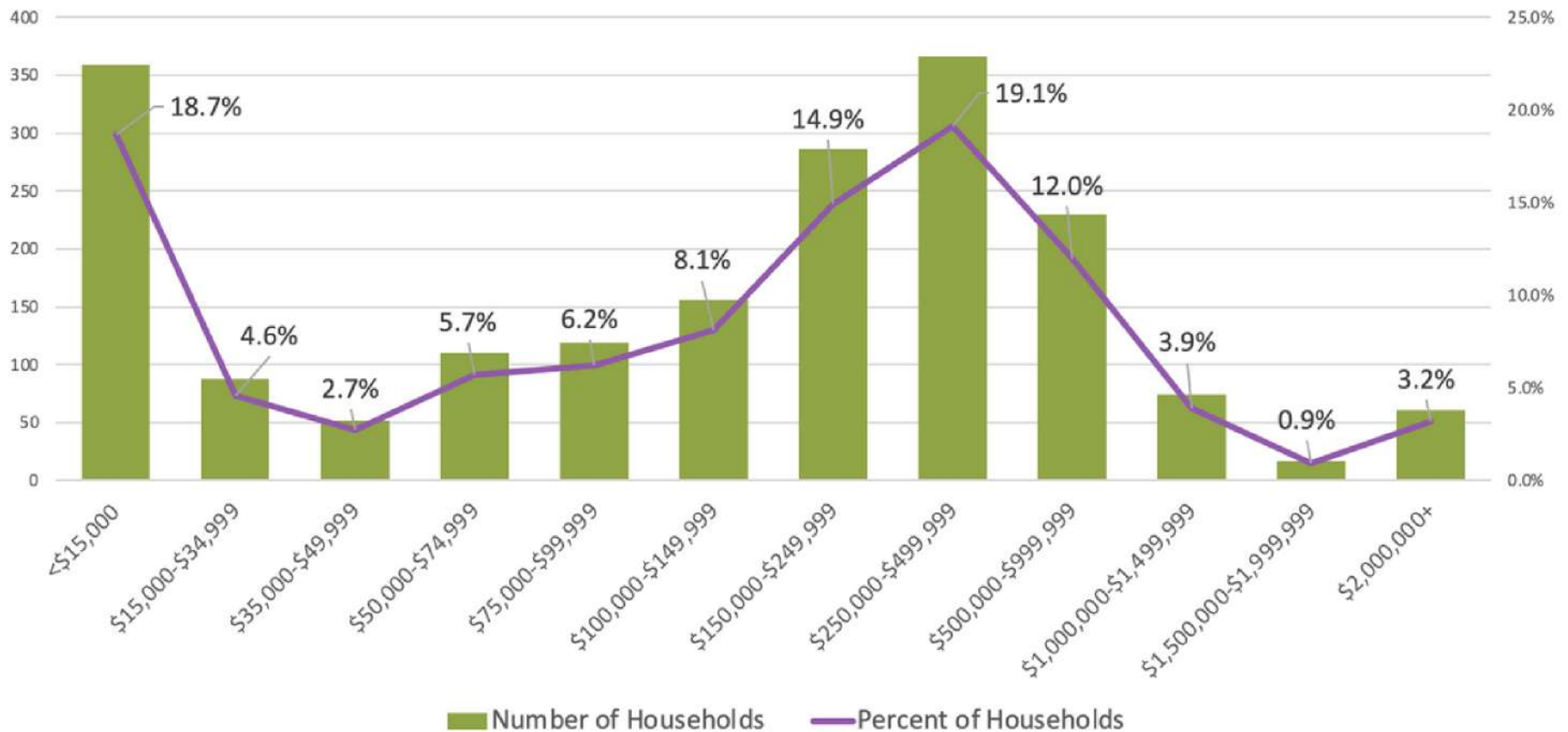
Source: U.S. Census Bureau American Community Survey 5-Year Estimates 2017-2021

Income - Net Worth

Net Worth is total household wealth minus debt, secured and unsecured. Net worth includes home equity, equity in pension plans, net equity in vehicles, IRAs and Keogh accounts, business equity, interest-earning assets and mutual fund shares, stocks, etc. Examples of secured debt include home mortgages and vehicle loans; examples of unsecured debt include credit card debt, certain bank loans, and other outstanding bills. Forecasts of net worth are based on the Survey of Consumer Finances, Federal Reserve Board.

Net worth is a measure of a person's financial health and can be used to benchmark and track financial progress over time.

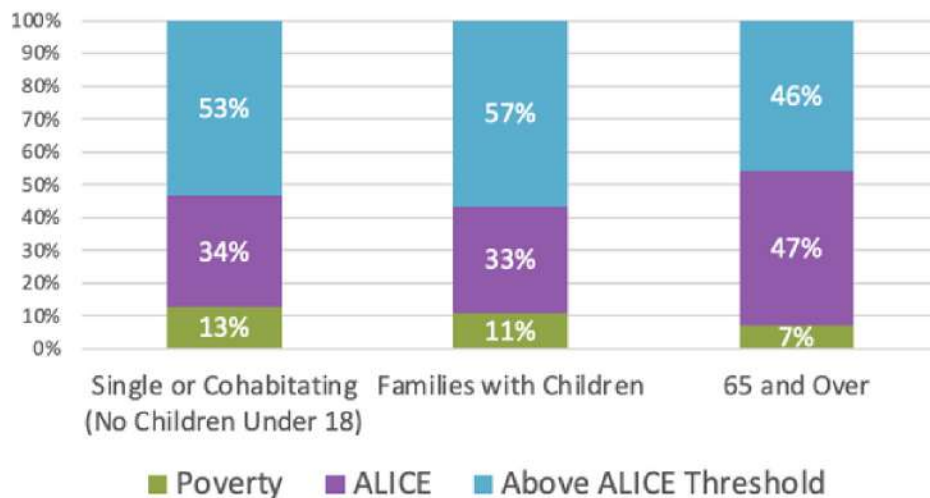
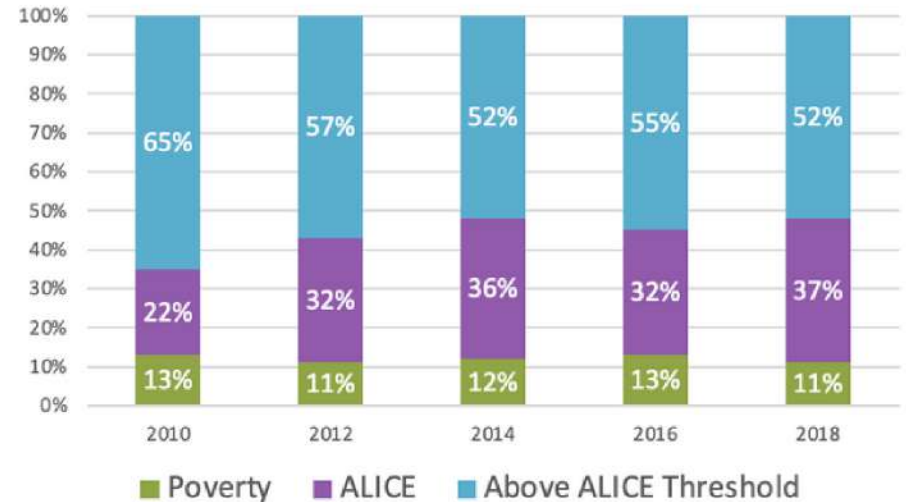
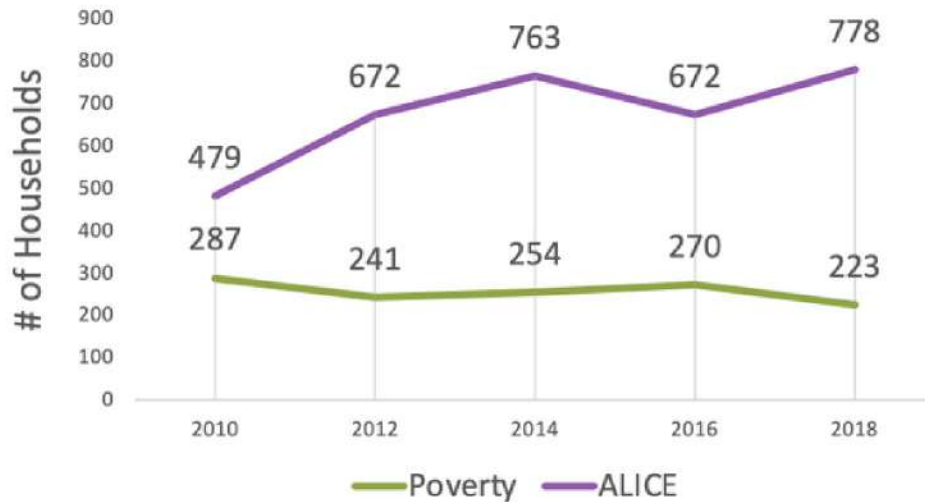
Net Worth Profile – 2022 Households by Net Worth



Source: Esri forecasts for 2022 and 2027. U.S. Census Bureau 2010 decennial Census data converted by Esri into 2020 geography.

Poverty & ALICE

ALICE is an acronym for Asset Limited, Income Constrained, Employed – households that earn more than the Federal Poverty Level, but less than the basic cost of living for the county (the ALICE Threshold). While conditions have improved for some households, many continue to struggle, especially as wages fail to keep pace with the cost of household essentials (housing, childcare, food, transportation, health care, and a basic smartphone plan). 50% of Mt. Sterling households lived below the ALICE threshold in 2018 (the latest data available).



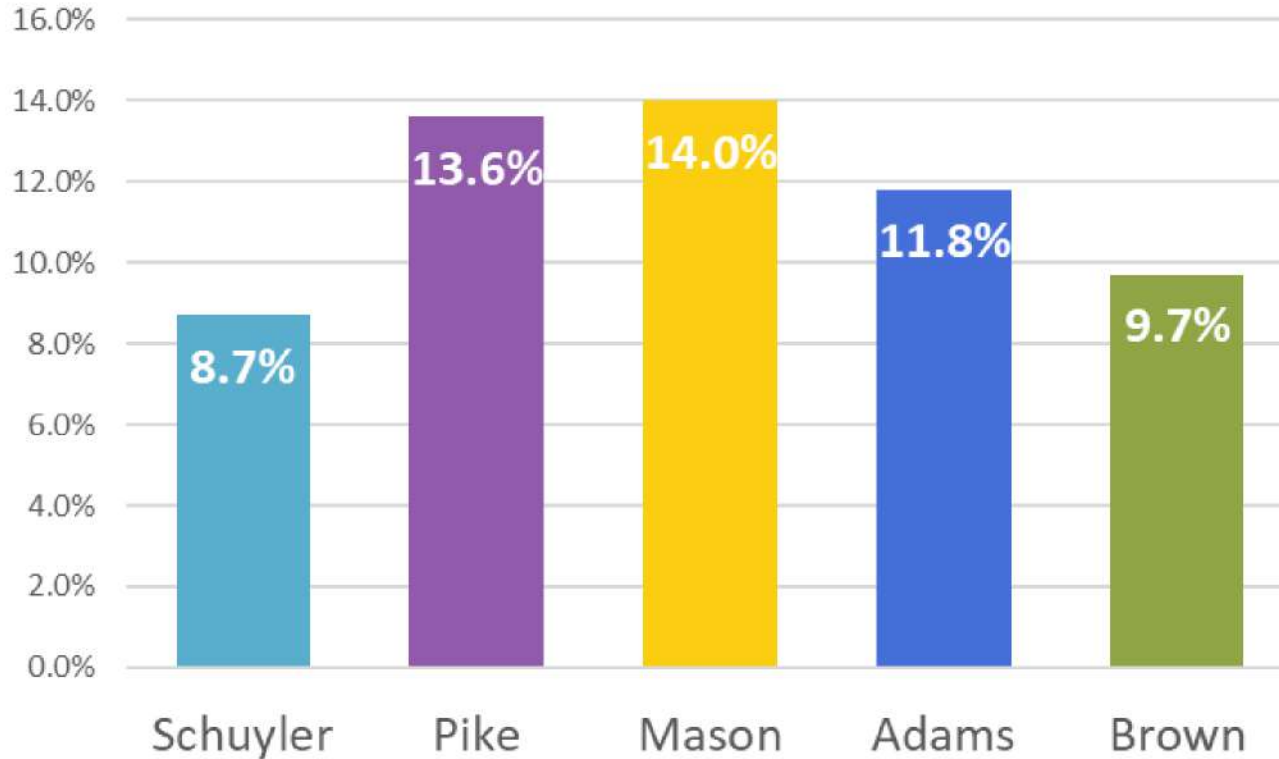
County Subdivision	Total Households	% Below ALICE Threshold
Cooperstown	153	31%
Elkhorn	194	59%
Lee	114	11%
Mount Sterling	1,181	50%
Versailles	301	65%

Sources: ALICE Threshold, 2007-2018; American Community Survey, 2007-2018

Poverty

Persons in Poverty

Percentage of persons in poverty comparison among PUMA Counties. The Census Bureau uses a set of money income thresholds that vary by family size and composition to determine who is in poverty. If a family's total income is less than the family's threshold, then that family and every individual in it are considered in poverty. The official poverty definition uses money income before taxes and does not include capital gains or noncash benefits (such as public housing, Medicaid, and food stamps). These poverty rates have been calculated using the population in housing units for whom poverty is determined.

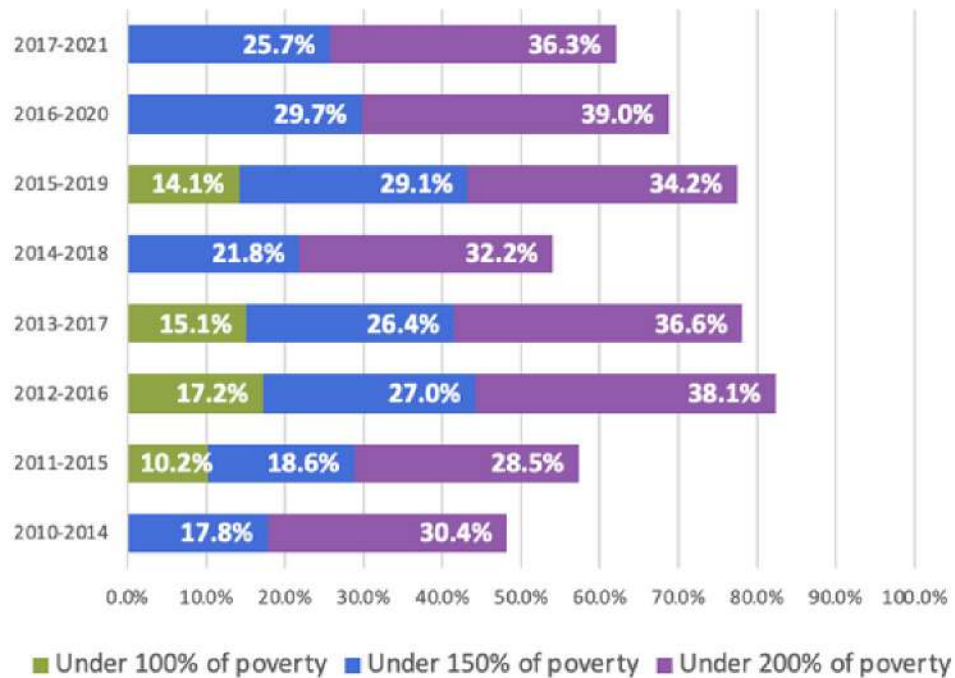


Source: U.S. Census Bureau ACS 5-Year Estimates 2017-2021

Children in Poverty

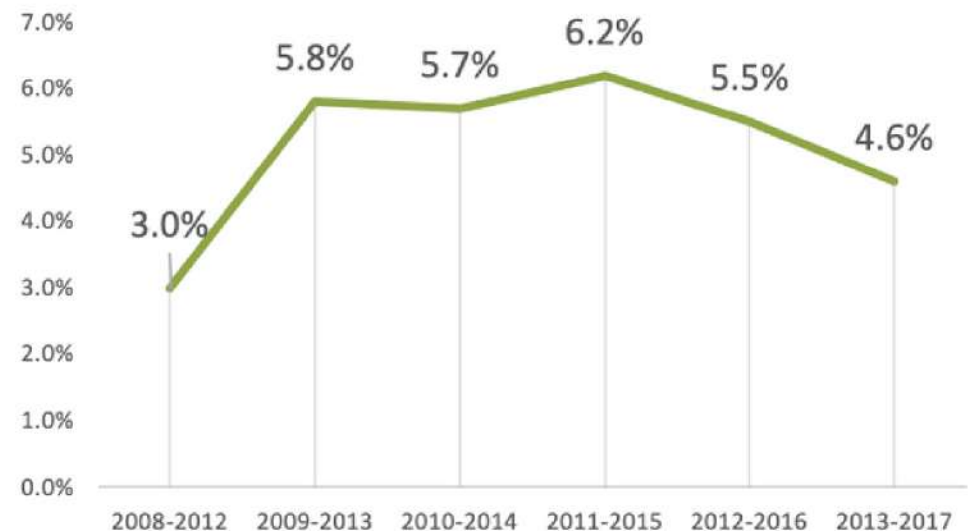
Poverty Levels Among Children in Brown County

The number of children ages 0 to 17 who are living in families with incomes below the matching percent of the federal poverty threshold. The denominator for the percentages is the total child population in each respective poverty level for whom poverty status is determined in respective geographic areas. Children for whom poverty status is determined include children living in households where they are related to the householder by birth, marriage, or adoption. Thus, children living in foster care or in a group/institutional setting are excluded from this indicator.



Children in Extreme Poverty

Children under age 18 (0-17) who live in families with incomes less than 50 percent of the federal poverty level.



Source: U.S. Census Bureau's American Community Survey, Age by Ratio of Income to Poverty Level in the Past 12 Months (Population for whom poverty status is determined), 5-Year Estimates via The Annie E. Casey Foundation Kids Count Report

Household Costs

Brown County Household Survival Budget - 2018

The Household Survival Budget reflects the bare minimum cost to live and work in the modern economy and includes housing, childcare, food, transportation, health care, technology (a smartphone plan), and taxes. It does not include savings for emergencies or future goals like college or retirement. In 2018, household costs were well above the Federal Poverty Level of \$12,140 for a single adult and \$25,100 for a family of four.

	Single Adult	1 Adult, 1 Child	1 Adult, 1 Child in Care	2 Adults	2 Adults, 2 Children	2 Adults, 2 Children in Care	Single Senior	2 Seniors
Housing	\$836	\$953	\$953	\$953	\$1,253	\$1,253	\$836	\$953
Child Care	\$0	\$195	\$612	\$0	\$391	\$1,133	\$0	\$0
Food	\$242	\$417	\$349	\$502	\$838	\$731	\$206	\$427
Transportation	\$335	\$493	\$493	\$507	\$803	\$803	\$289	\$415
Health Care	\$208	\$439	\$439	\$439	\$745	\$745	\$473	\$947
Technology	\$55	\$55	\$55	\$75	\$75	\$75	\$55	\$75
Miscellaneous	\$199	\$289	\$335	\$289	\$462	\$546	\$218	\$324
Taxes	\$311	\$334	\$445	\$417	\$516	\$718	\$318	\$423
Monthly Total	\$2,186	\$3,175	\$3,681	\$3,182	\$5,083	\$6,004	\$2,395	\$3,564
Annual Total	\$26,232	\$38,100	\$44,172	\$38,184	\$60,996	\$72,048	\$28,740	\$42,768
Hourly Wage	\$13.12	\$19.05	\$22.09	\$19.09	\$30.50	\$36.02	\$14.37	\$21.38

Source: ALICE Household Survival Budget, 2018; Bureau of Labor Statistics, Occupational Employment Statistics, 2018

Food Insecurity

Brown County Map the Meal Gap - 2020

Food Insecurity is defined by the United States Department of Agriculture as the lack of access, at times, to enough food for an active, healthy life. Food insecurity is associated with numerous adverse social and health outcomes and is increasingly considered a critical public health issue. Key drivers of food insecurity include unemployment, poverty, and income shocks, which can prevent adequate access to food. Alternatively, multiple interventions have been shown to reduce food insecurity, including participation in food assistance programs and broader societal-level improvements in economic stability.

Food Insecurity in Brown County - 2020	
Food Insecure Population	530
Food Insecurity Rate	8%
Estimated Program Eligibility among Food Insecure People	
Above Other Nutrition Program threshold of 185% poverty	42%
Between 165%-185% Poverty	3%
Below SNAP threshold of 165% poverty	56%
Average Meal Cost	\$3.12
Annual Food Budget Shortfall	\$267,000

(Amount of additional \$ needed by the food insecure to meet their food needs in Brown County in 2020; calculated at individual level and then averaged)

Source: Feeding America, Map the Meal Gap Study, 2020

Business/Employment

Brown County

2020 Total Employment = 3,711

Source: U.S. Census Bureau ACS 5-Year Estimates 2017-2021

2020 Unemployment Rate = 4.0%

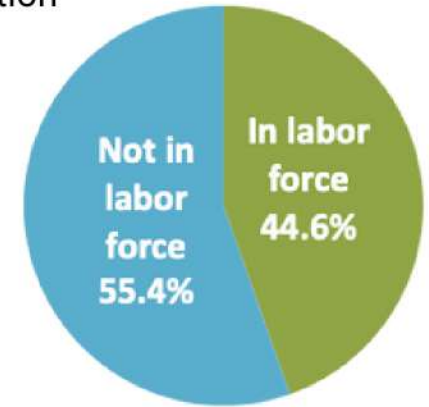
2021 Unemployment Rate = 2.5%

Source: U.S. Bureau of Labor Statistics via St. Louis Federal Reserve, Annual Average Not Seasonally Adjusted

Employment Status - Population

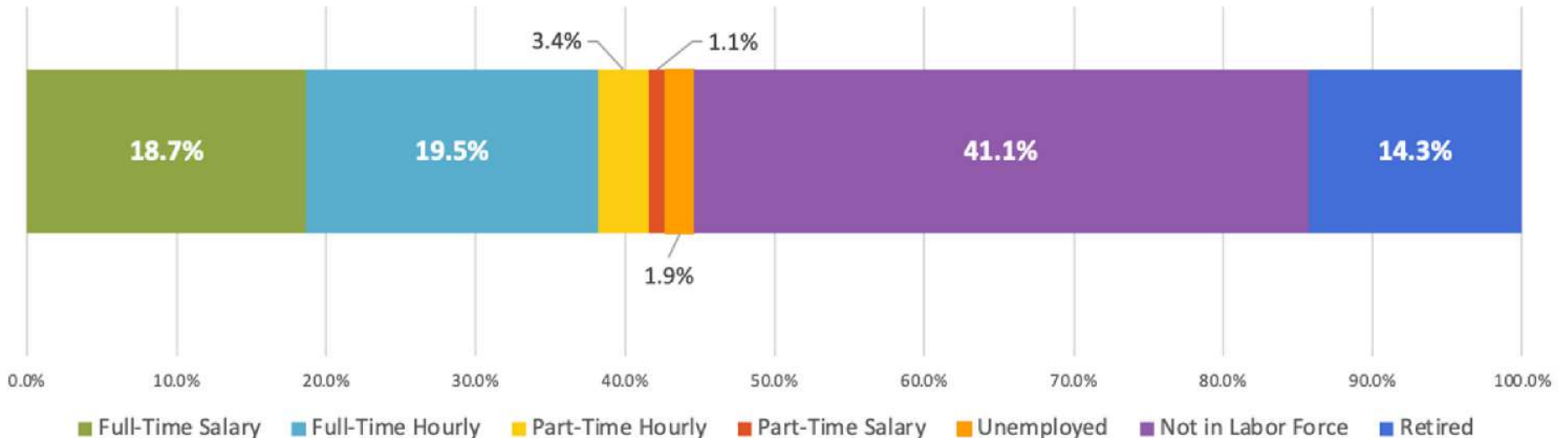
16 years+ (5,385)

Source: U.S. Census Bureau ACS 5-Year Estimates 2017-2021



Labor Force Breakdown - 2018

A breakdown of the labor force shows a small portion of adults (16 years and older) who are unemployed and a large number who are working. However, a significant portion of full- and part-time workers are paid by the hour; these workers are more likely to have fluctuations in income and less likely to receive benefits. There is also a high number of workers outside of the labor force (people who are not employed and not looking for work), which has helped keep wages low: When more workers are available, employers have less incentive to raise wages to attract employees.

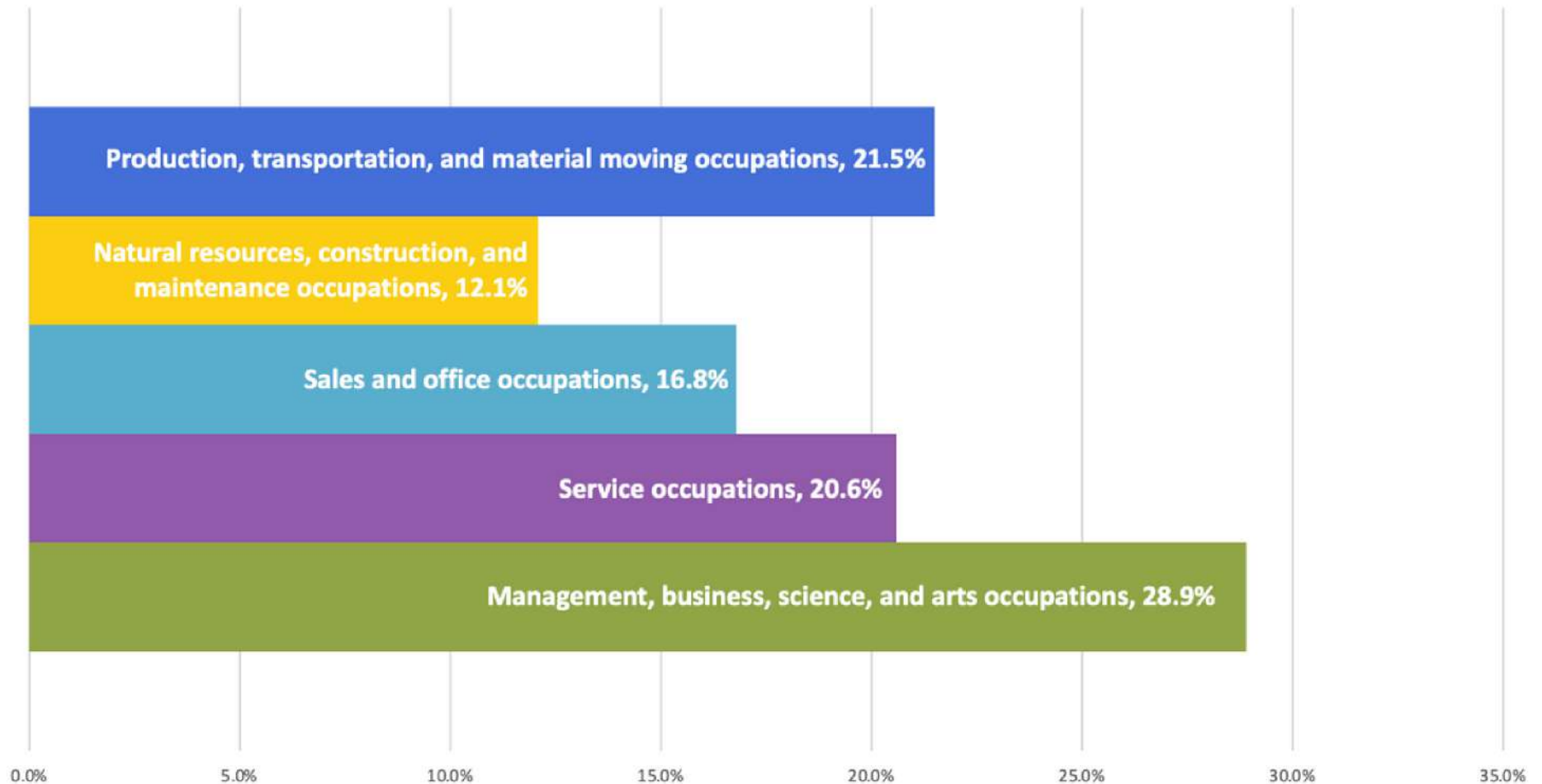


Source: American Community Survey, 2018; Federal Reserve Bank of St. Louis, 2018

Business/Employment

Occupation Breakdown for Brown County

Civilian Employed Population 16 years and over (2,368) | 2017-2021 Estimates

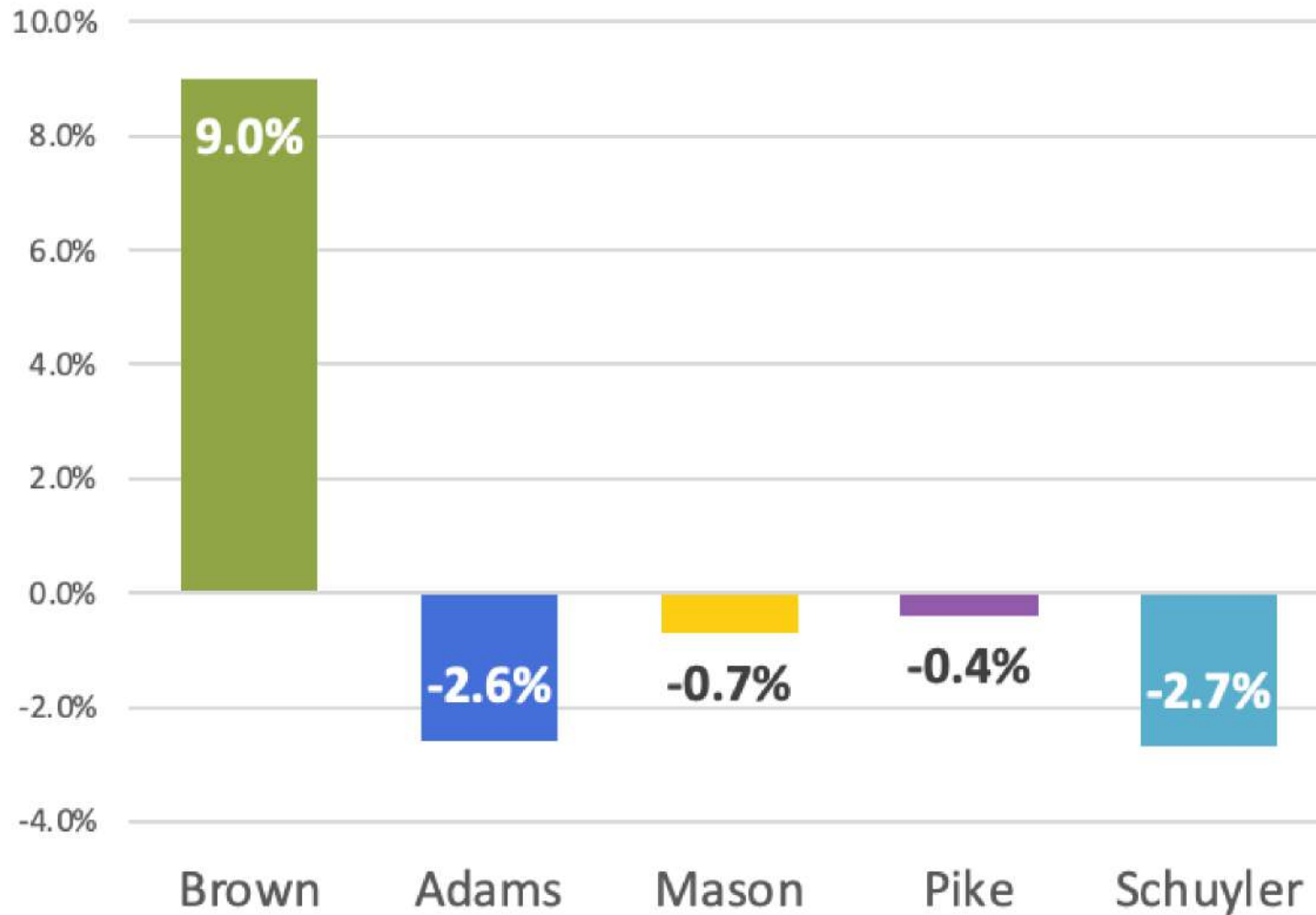


Source: U.S. Census Bureau ACS 5-Year Estimates 2017-2021

Business/Employment

Total Employment, Percent Change, 2019-2020

Total Employment percent change comparison among PUMA counties. Employment percent change is computed by subtracting the previous year's employment figure from the current year's employment figure; this result is then divided by the previous year's employment figure to obtain the percentage change.

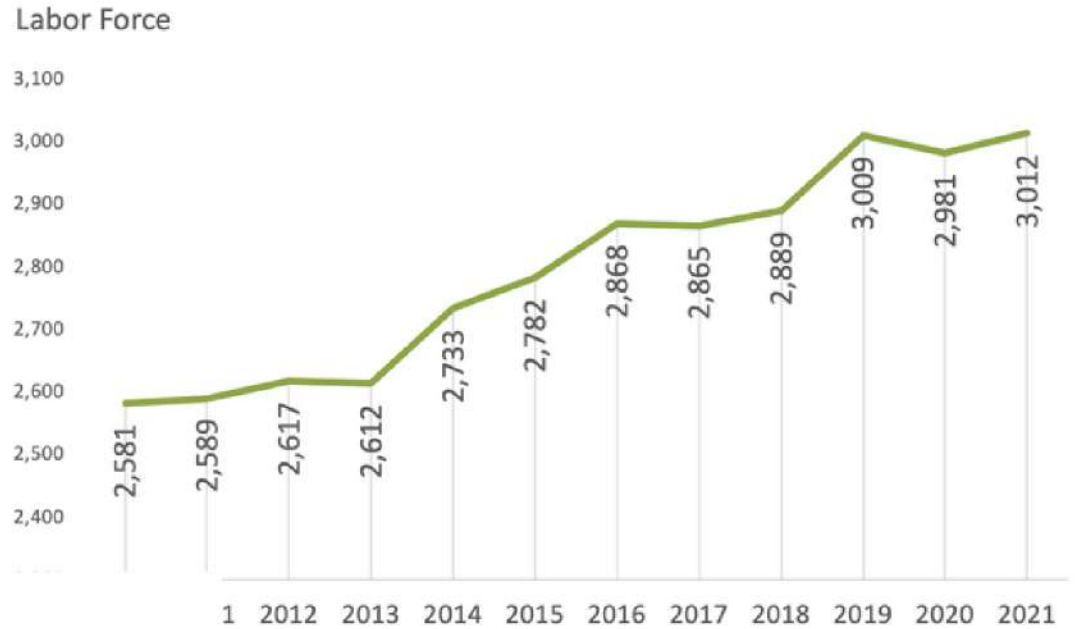
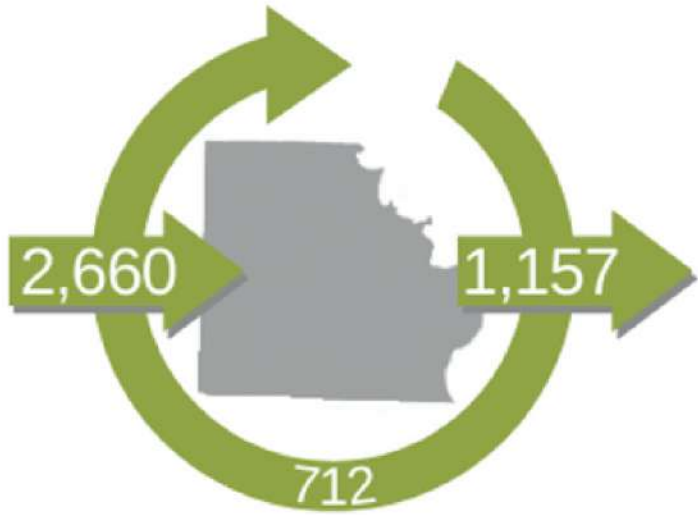


Source: U.S. Census Bureau ACS 5-Year Estimates 2019-2020

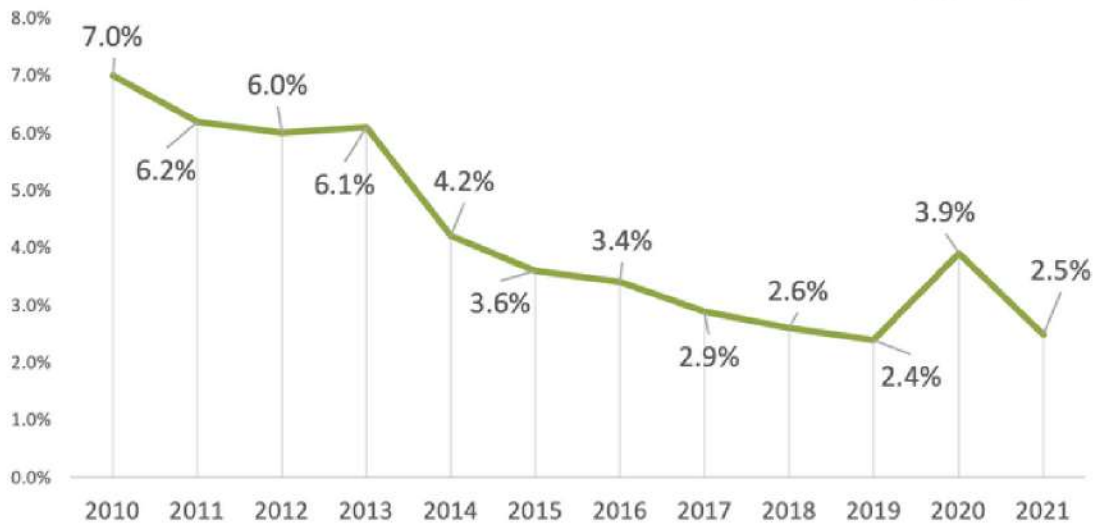
Business/Employment

Inflow/Outflow of Workers | Labor Force | Unemployment Rate

More people traveled into Brown County for work than left Brown County for work in 2019. This inflow of workers can be attributed to the presence of Dot Foods. Dot Foods is also largely responsible for the steady increase in the labor force and low annual unemployment rate.



Annual Unemployment Rate

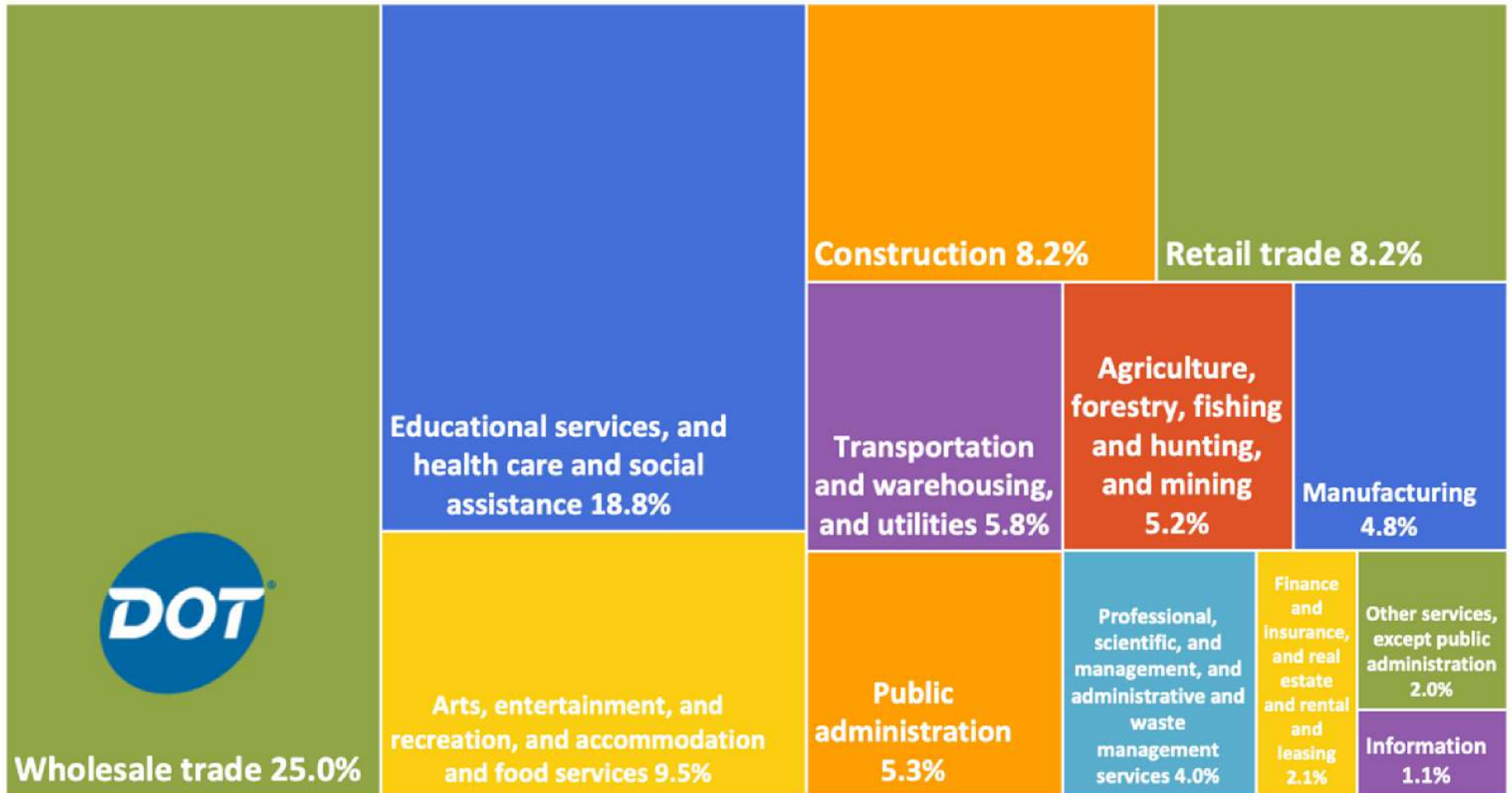


Source: U.S. Census Bureau ACS 5-Year Estimates 2017-2021

Business/Employment

Industry in Brown County

Civilian Employed Population 16 years and over (2,368) | 2017-2021 Estimates - The most common employment sectors for those who live in Brown County are 1) Wholesale Trade, 2) Educational Services, and Health Care and Social Assistance, and 3) Arts, Entertainment, and Recreation, and Accommodation and Food Services. This chart shows the share breakdown of the primary industries for residents of Brown County though some of these residents may live in Brown County and work somewhere else.



Source: U.S. Census Bureau ACS 5-Year Estimates 2017-2021

Business/Employment

Brown County Top Employers 2022

Employers in Brown County with more than 100 employees are included in this list. These numbers are self-reported by the employers. In 2018, Dot Foods reported 2,563 jobs, Timewell 103, and the Brown County School District 118. The Western Illinois Correctional Center did not report job numbers for this report in 2018.



2,954*

Dot Foods is the largest foodservice redistribution company in the United States and maintains corporate headquarters in Mt. Sterling. Dot Foods is the major employer in Brown County as well as a major employer for neighboring counties given the number of employees who commute to Mt. Sterling. *Includes full- and part-time workers.



425

Western Illinois Correctional Center is a medium security adult male Illinois Department of Corrections facility. Located in Mt. Sterling, WICC has 21 buildings inside a perimeter fence surrounding 32 acres. This employment number includes full-time and full-time equivalent employees as of January 2023.



110

Timewell Drainage Products, headquartered in Timewell, manufactures drainage pipes, fittings, and accessories for agriculture, storm water, construction, and highway drainage needs. This employment number includes full-time and full-time equivalent employees as of January 2023.



**Brown County
School District**

107

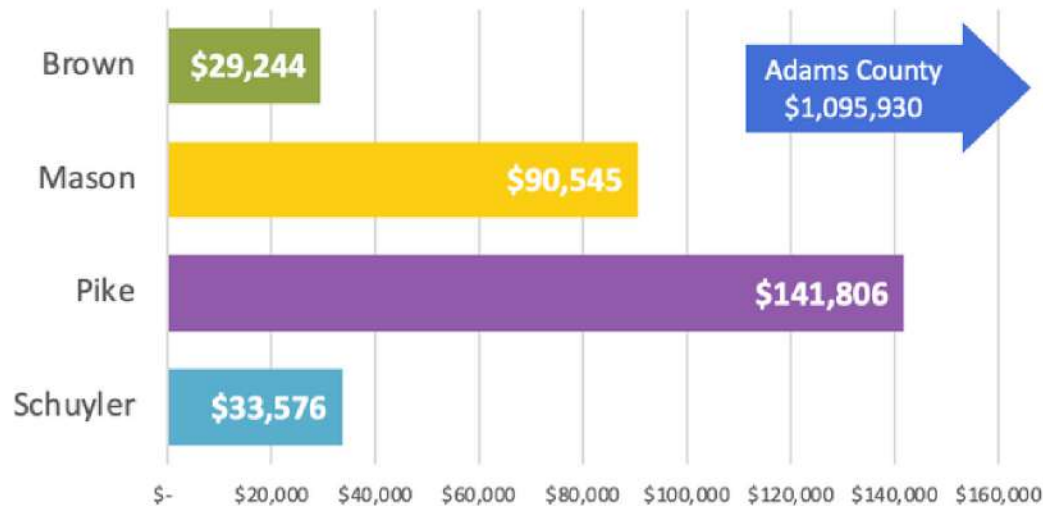
Brown County School District includes administrators, teachers, and support staff at Brown County High School, Middle School, and Elementary School.

Economy

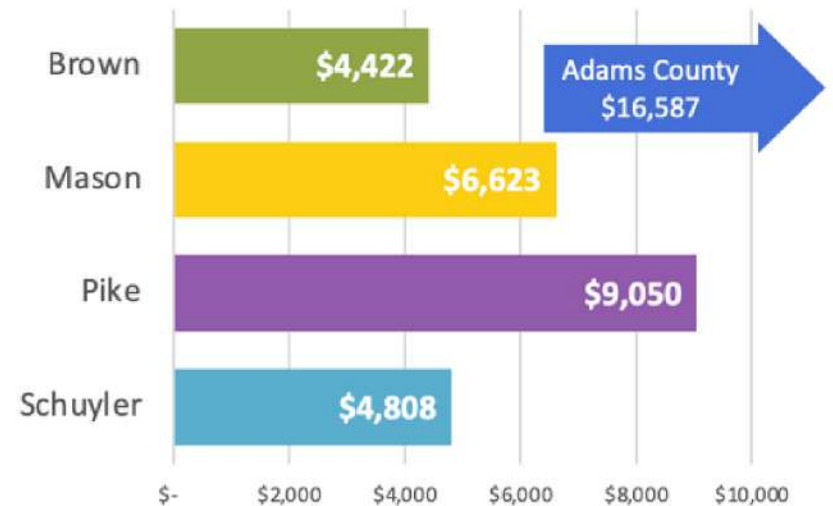
Total Retail Sales & Total Retail Sales Per Capita

Total Retail Sales (\$1,000) and Total Retail Sales Per Capita comparisons among PUMA Counties. The Retail Trade sector comprises establishments engaged in retailing merchandise, generally without transformation, and rendering services incidental to the sale of merchandise. The retailing process is the final step in the distribution of merchandise; retailers are, therefore, organized to sell merchandise in small quantities to the general public. This sector comprises two main types of retailers: store and non-store retailers. Sales include merchandise sold for cash or credit at retail and wholesale by establishments primarily engaged in retail trade; amounts received from customers for layaway purchases; receipts from rental of vehicles, equipment, instruments, tools, etc.; receipts for delivery, installation, maintenance, repair, alteration, storage, and other services; the total value of service contracts; and gasoline, liquor, tobacco, and other excise taxes which are paid by the manufacturer or wholesaler and passed on to the retailer.

Total Retail Sales (\$1,000)



Total Retail Sales Per Capita



Source: U.S. Census Bureau Economic Census 2017

Retail Demand Outlook for Brown County

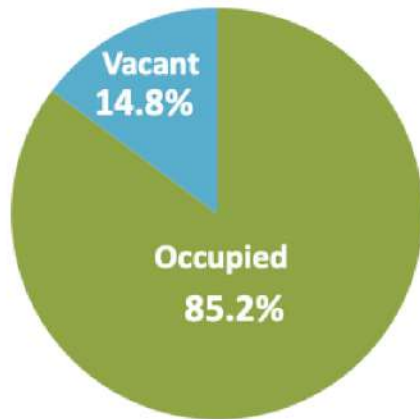
The Consumer Spending data is household-based and represents the amount spent for a product or service by all households in an area. This report is not a comprehensive list of all consumer spending variables.

Product or Service	2022 Consumer Spending	2027 Forecasted Demand	Projected Spending Growth
Apparel and Services	\$3,666,141	\$4,153,663	\$487,522
Computers and Hardware for Home Use	\$281,363	\$318,845	\$37,482
Entertainment and Recreation	\$6,861,103	\$7,778,883	\$917,780
Food	\$17,442,419	\$19,767,700	\$2,325,281
Nonprescription Drugs	\$455,671	\$517,056	\$61,385
Prescription Drugs	\$905,361	\$1,026,744	\$121,383
Child Care	\$798,109	\$904,175	\$106,066
Maintenance and Remodeling Services	\$5,425,377	\$6,152,711	\$727,334
Maintenance and Remodeling Materials	\$1,599,822	\$1,815,177	\$215,355
Furniture	\$1,094,802	\$1,240,342	\$145,540
Lawn and Garden	\$1,215,608	\$1,378,982	\$163,374
Housekeeping Supplies	\$1,744,366	\$1,978,055	\$233,689
Personal Care Products	\$978,308	\$1,108,870	\$130,562
Smoking Products	\$983,135	\$1,113,906	\$130,771
Payments on Vehicles excluding Leases	\$5,517,512	\$6,254,342	\$736,830
Gasoline and Motor Oil	\$4,923,599	\$5,580,359	\$656,760
Vehicle Maintenance and Repairs	\$2,325,023	\$2,635,552	\$310,529

Source: Esri forecasts for 2022 and 2027; Consumer Spending data are derived from the 2018 and 2019 Consumer Expenditure Surveys, Bureau of Labor Statistics

Housing

Housing Occupancy

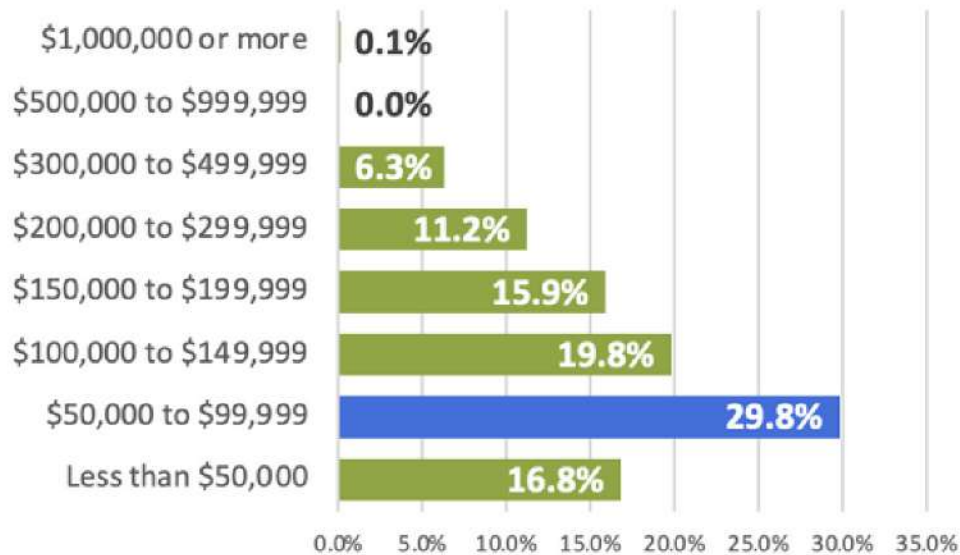


2,346 Total Housing Units
 1,998 Occupied Housing Units
 348 Vacant Housing Units

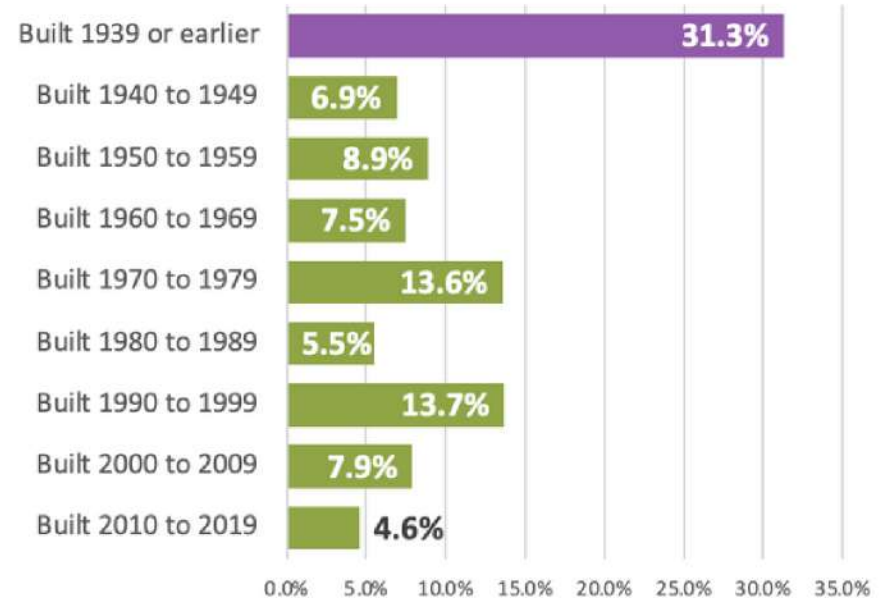


Units in Structure	#
1-unit, detached	1,830
1-unit, attached	5
2 units	42
3 or 4 units	104
5 to 9 units	25
10 to 19 units	76
20 or more units	40
Mobile home	224
Boat, RV, van, etc.	0

Value of Owner-Occupied Units



Year Structure Built



Source: U.S. Census Bureau ACS 5-Year Estimates 2017-2021

Housing

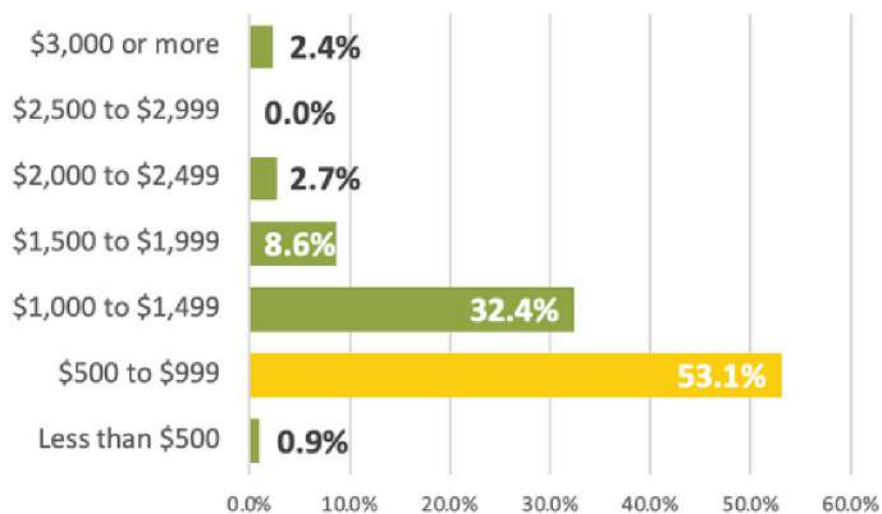
	Brown County	Adams County	Mason County	Pike County	Schuyler County
Total housing units	2,346	30,225	6,688	7,332	3,342
Occupied housing units	1,998	27,174	5,790	5,756	2,692
Vacant housing units	348	3,051	898	1,576	650
Homeowner vacancy rate	2	1.5	1.1	1.5	2.2
Rental vacancy rate	6.2	7.9	0	9.9	10.2
# of Owner-Occupied Units	1,472	19,567	4,581	4,522	2,135
Less than \$50,000	16.8%	9.6%	19.7%	19.9%	18.4%
\$50,000 to \$99,999	29.8%	24.7%	44.5%	35.4%	30.9%
\$100,000 to \$149,999	19.8%	22.3%	18.9%	18.6%	18.4%
\$150,000 to \$199,999	15.9%	17.1%	10.2%	11.5%	14.1%
\$200,000 to \$299,999	11.2%	14.8%	5.7%	9.3%	8.5%
\$300,000 to \$499,999	6.3%	9.4%	0.8%	4.2%	9.3%
\$500,000 to \$999,999	0.0%	2.1%	0.3%	1.0%	0.4%
\$1,000,000 or more	0.1%	0.1%	0.0%	0.1%	0.0%
Median (dollars)	\$ 106,200	\$ 134,500	\$ 86,200	\$ 88,600	\$ 101,600

Value of Owner-Occupied Units

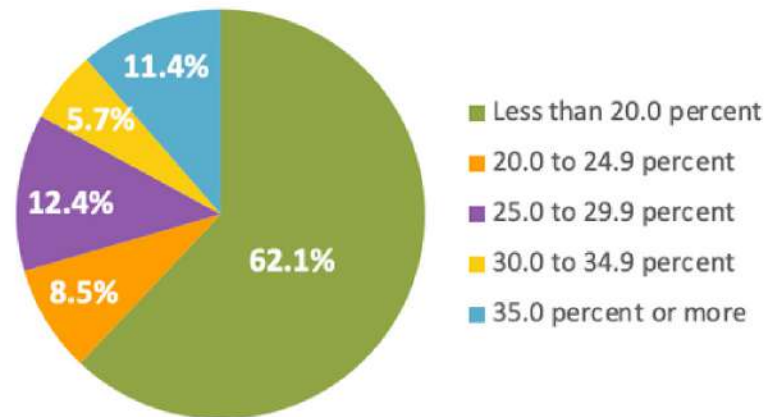
Source: U.S. Census Bureau ACS 5-Year Estimates 2017-2021

Housing

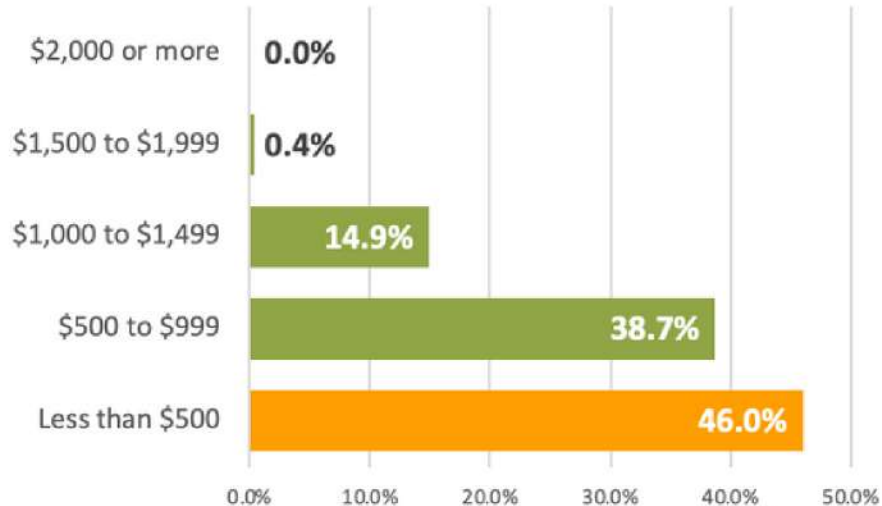
Selected Monthly Owner Costs (SMOC)
791 Housing Units with a Mortgage



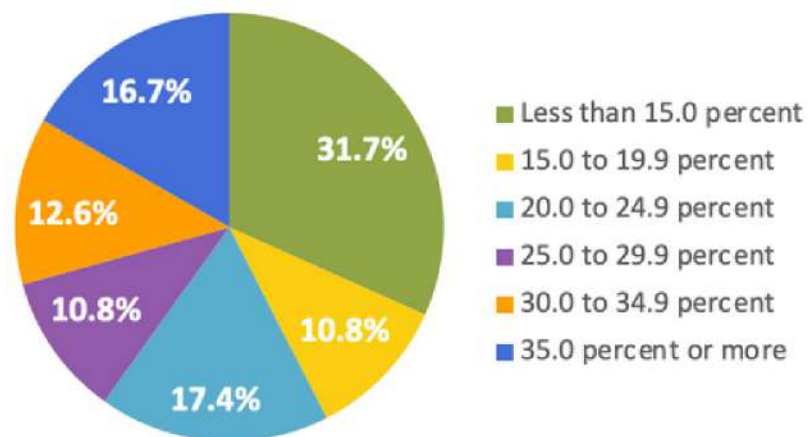
Selected Monthly Owner Costs as a % of Household Income
791 Housing Units with a Mortgage



Gross Rent
470 Occupied Units Paying Rent



Gross Rent as a % of Household Income
461 Occupied Units Paying Rent



Source: U.S. Census Bureau ACS 5-Year Estimates 2017-2021

Low-Income Housing

In Brown County, the Fair Market Rent (FMR) for a two-bedroom apartment in 2022 is **\$735**. In order to afford this level of rent and utilities – without paying more than 30% of income on housing – a household must earn **\$2,223** monthly or **\$29,400** annually. Assuming a 40-hour workweek, 52 weeks per year, this level of income translates into an hourly Housing Wage of:

\$14.13
per hour
COUNTY HOUSING
WAGE

FACTS ABOUT **BROWN COUNTY:**

Minimum Wage (Illinois) *2022	\$12.00
2-Bedroom Housing Wage	\$14.13
Number of Renter Households	489
Percent Renters	23%

47 Work Hours Per Week at Minimum Wage to afford a 2-bedroom rental home (at FMR)

1.2 Number of Full-Time Jobs at Minimum Wage to afford a 2-bedroom rental home (at FMR)

*2023 Minimum Wage in Illinois is \$13.00

Source: National Low Income Housing Coalition – Out of Reach 2022

Property Tax

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.

Comparison of EAV and Taxes Extended, 2020 to 2021 | 2023 Median Property Tax & % of Property Value

County	Total Equalized Assessed Value (EAV)				Total Extensions				Median Property Tax	% of Property Value
	2021 Total EAV	2020 Total EAV	Amount of increase or decrease	% of increase or decrease	2021 Total taxes extended	2020 Total taxes extended	Amount of increase or decrease	% of increase or decrease		
Brown	128,040,473	118,059,818	9,980,655	8.45%	9,818,686	9,513,146	305,540	3.21%	\$ 1,209.00	1.51%
Adams	1,451,248,887	1,398,540,217	52,708,670	3.77%	97,449,714	93,985,292	3,464,422	3.69%	\$ 1,580.00	1.61%
Schuyler	160,268,360	146,944,117	13,324,243	9.07%	12,188,223	11,550,867	637,356	5.52%	\$ 1,378.00	1.84%
Pike	310,882,961	297,589,635	13,293,326	4.47%	22,774,288	22,302,024	472,264	2.12%	\$ 1,112.00	1.46%
Mason	245,196,516	236,021,705	9,174,811	3.89%	22,641,847	22,774,753	(132,906)	(0.58%)	\$ 1,577.00	1.94%

Property Tax Rate 2023

The median property tax in Brown County is \$1,209 per year for a home worth the median value of \$80,100. Brown County collects, on average, 1.51% of a property's assessed fair market value as property tax.

Sources: Illinois Department of Revenue; Tax-Rates.org

Tapestry Segmentation Brown County Profile

Tapestry Segmentation is a geodemographic classification system developed by Claritas, a subsidiary of Nielsen, and represents the latest generation of market segmentation systems that began over 30 years ago. The 68-segment Tapestry Segmentation system classifies U.S. neighborhoods based on demographic, socioeconomic, and lifestyle characteristics. It can be a valuable tool for marketers because it provides detailed and actionable insights into consumer behaviors and preferences, which can be used to inform marketing strategies and improve marketing effectiveness.

Prairie Living 52.5%



Traditional Living 17.7%



Small Town Sincerity 29.8%



Source: ESRI 2022

Tapestry: Prairie Living 52.5%



Who Are We?

Prairie Living is Tapestry Segmentation's most rural market, comprising about 1.2% of households, located mainly in the Midwest, with a predominance of self-employed farmers. These agricultural communities are dominated by married-couple families that own single-family dwellings and many vehicles. Median household income is similar to the US, and labor force participation is slightly higher. Faith is important to this market. When they find time to relax, they favor outdoor activities.

Socioeconomic Traits

- More than half have completed some college education or hold a degree.
- Labor force participation rate is slightly higher at 65%.
- Wage and salary income for 72% of households plus self-employment income for 23% (Index 217).
- Faith and religion are important to these residents.
- Tend to buy things when they need them rather than when they want them or to be trendy.
- Somewhat resistant to new technology.
- Creatures of habit when purchasing food items

Market Profile

- Many own a truck, riding lawn mower, and ATV/UTV and have a satellite dish.
- They purchased plants and seeds in the past year for their vegetable garden, where their tiller comes in handy.
- They favor banking in person, have noninterest checking accounts, invest in CDs (more than 6 months), and have term/whole life insurance.
- They are pet owners.
- Leisure activities include fishing, hunting, boating, camping, and attending country music concerts.
- Residents prefer to listen to faith and inspirational, as well as country music on the radio.
- They read the local newspaper as well as home service and fishing/hunting magazines.
- They contribute to religious organizations and belong to religious clubs.
- Walmart is a favorite shopping stop; Subway is a favorite eating spot

Tapestry: Small Town Sincerity 29.8%



Who Are We?

Small Town Sincerity includes young families and senior householders that are bound by community ties. The lifestyle is down-to-earth and semirural, with television for entertainment and news, and emphasis on convenience for both young parents and senior citizens. Residents embark on pursuits including online computer games, renting movies, indoor gardening, and rural activities like hunting and fishing. Residents keep their finances simple—paying bills in person and avoiding debt.

Socioeconomic Traits

- Education: 67% with high school diploma or some college.
- Labor force participation lower at 52% (Index 83), which could result from lack of jobs or retirement.
- Income from wages and salaries (Index 83), Social Security (Index 133) or retirement (Index 106), increased by Supplemental Security Income (Index 183).
- Price-conscious consumers that shop accordingly, with coupons at discount centers.
- Connected, but not to the latest or greatest gadgets; keep their landlines.
- Community-oriented residents; more conservative than middle of the road.
- Rely on television or newspapers to stay informed.

Market Profile

- Small Town Sincerity features a semirural lifestyle, complete with domestic trucks and SUVs, ATVs, and vegetable gardens.
- Residents enjoy outdoor activities like hunting and fishing as well as watching NASCAR and college football and basketball on TV.
- A large senior population visit doctors and health practitioners regularly.
- A largely single population favors convenience over cooking—frozen meals and fast food.
- Home improvement is not a priority, but vehicle maintenance is.

Tapestry: Traditional Living 17.7%



Who Are We?

Residents in this segment live primarily in low-density, settled neighborhoods in the Midwest. The households are a mix of married-couple families and singles. Many families encompass two generations who have lived and worked in the community; their children are likely to follow suit. The manufacturing, retail trade, and healthcare sectors are the primary sources of employment for these residents. This is a younger market—beginning householders who are juggling the responsibilities of living on their own or a new marriage, while retaining their youthful interests in style and fun.

Socioeconomic Traits

- Over 70% have completed high school or some college.
- Labor force participation is a bit higher than the national rate at 63.4%.
- Almost three-quarters of households derive income from wages and salaries, augmented by Supplemental Security Income (Index 139) and public assistance (Index 152).
- Cost-conscious consumers that are comfortable with brand loyalty, unless the price is too high.
- Connected and comfortable with the internet, more likely to participate in online gaming or posting pics on social media.
- TV is seen as the most trusted media.

Market Profile

- Small Town Sincerity features a semirural lifestyle, complete with domestic trucks and SUVs, ATVs, and vegetable gardens.
- Residents enjoy outdoor activities like hunting and fishing as well as watching NASCAR and college football and basketball on TV.
- A large senior population visit doctors and health practitioners regularly.
- A largely single population favors convenience over cooking—frozen meals and fast food.
- Home improvement is not a priority, but vehicle maintenance is.

Health- 2022 County Rankings

Brown County ranks #12 for Health Outcomes and #21 for Health Factors out of 102 counties in Illinois. Comparisons among PUMA counties. The County Health Rankings, a program of the University of Wisconsin Population Health Institute, measures the health of nearly all counties in the nation and ranks them within states. The Rankings are compiled using county-level measures from a variety of national and state data sources. These measures are standardized and combined using scientifically-informed weights.

County Health Rankings look for data that reflect meaningful aspects of population health and equity; build awareness of the multiple factors that influence health; support leaders in growing community power to improve health equity; and are technically and methodologically strong and feasible. Measures are selected carefully so that people can use the data to set agendas, plan their program activities, educate their communities, and allocate their resources.

Health Outcomes

Health outcomes represent how healthy a county is right now, in terms of length of life and quality of life. Brown County is among the healthiest counties in Illinois.

County	Brown	Adams	Mason	Pike	Schuyler
Rank	12	44	83	63	71

Health Factors

Health factors represent those things we can modify to improve the length and quality of life for residents. Brown County is ranked among the healthiest counties in Illinois.

County	Brown	Adams	Mason	Pike	Schuyler
Rank	21	13	75	80	23

County	Length of Life	Quality of Life	Health Behaviors	Clinical Care	Social & Economic Factors	Physical Environment
Brown	4	35	63	26	27	2
Adams	46	38	17	13	17	21
Mason	91	69	75	53	78	25
Pike	61	65	94	87	67	9
Schuyler	76	58	51	60	19	3

Source: 2022 County Health Rankings

Health- Outcomes

Health outcomes represent how healthy a county is right now, in terms of length of life and quality of life.

Health Outcomes	Brown County	Adams County	Mason County	Pike County	Schuyler County	IL	US	Explanation of Data	Years of Data Used
Premature Death	5,000	7,500	9,700	8,200	8,900	7,100	7,300	Years of potential life lost before age 75 per 100,000 population (age-adjusted)	2018-2020
Poor or Fair Health	21%	17%	17%	19%	19%	17%	17%	% of adults reporting fair or poor health (age-adjusted) In BC, 21% of adults reported that they consider themselves in fair or poor health.	2019
Poor Physical Health Days	4.1	3.9	4.2	4.3	4.1	3.6	3.9	Avg # of physically unhealthy days reported in past 30 days (age-adjusted) In BC, adults reported that their physical health was not good on 4.1 of the previous 30 days	2019
Poor Mental Health Days	4.5	4.7	5.0	5.1	4.9	4.2	4.5	Avg # of mentally unhealthy days reported in the past 30 days (age-adjusted) In BC, adults reported that their mental health was not good on 4.5 of the previous 30 days	2019
Low Birthweight	7%	8%	8%	7%	8%	8%	8%	% of live births with low birthweight (<2,500 grams) In BC, 7% of babies had low birth weights (under 5 lbs, 8 oz)	2014-2020
Life Expectancy	78.9	77.8	75.1	76.5	76.4	78.6	78.5	Avg # of years a person can expect to live In BC, the average life expectancy was 78.9 years	2018-2020
Premature Age-Adjusted Mortality	320	390	480	430	400	350	360	# of deaths among residents under age 75 per 100,000 population (age-adjusted) In BC, there were 320 deaths per 100,000 people <u>age</u> 75 or younger	2018-2020
Frequent Physical Distress	13%	12%	14%	14%	13%	11%	12%	% of adults reporting 14 or more days of poor physical health per month (age-adjusted) In BC, 13% of adults reported experiencing poor physical health for 14 or more of the last 30 days	2019
Frequent Mental Distress	15%	15%	17%	17%	16%	13%	14%	% of adults reporting 14 or more days of poor mental health per month (age-adjusted) In BC, 13% of adults reported experiencing poor mental health for 14 or more of the last 30 days	2019
Diabetes Prevalence	11%	9%	10%	10%	10%	10%	9%	% of adults aged 20 and above with diagnosed diabetes (age-adjusted) In BC, 11% of adults were living with a diagnosis of diabetes	2019

Health- Factors

Health factors represent those things we can modify to improve the length and quality of life for residents.

Health Behaviors	Brown County	Adams County	Mason County	Pike County	Schuyler County	IL	US	Explanation of Data	Years of Data Used
Adult Smoking	21%	19%	22%	22%	15%	15%	16%	% of adults who are current smokers (age-adjusted) In BC, 21% of adults are current cigarette smokers	2019
Adult Obesity	38%	33%	36%	37%	36%	32%	32%	% of the adult population (age 18 and older) that reports a body mass index (BMI) greater than or equal to 30 kg/m ² (age-adjusted) In Brown County, Illinois, 38% of adults had a BMI of 30 or greater	2019
Food Environment Index	8.2	8.4	7.0	7.5	7.5	8.6	7.8	Index of factors that contribute to a healthy food environment, from 0 (worst) to 10 (best) BC scored 8.2 out of a possible 10 on the food environment index, which includes access to healthy foods and food insecurity	2019
Physical Inactivity	30%	26%	29%	29%	28%	25%	26%	% of adults <u>age</u> 18 and over reporting no leisure-time physical activity (age-adjusted) In BC, 30% of adults reported participating in no physical activity outside of work	2019
Access to Exercise Opportunities	68%	74%	51%	36%	27%	87%	80%	% of population with adequate access to locations for physical activity In BC, 68% of people lived close to a park or recreation facility.	2010 & 2021
Excessive Drinking	23%	22%	22%	22%	23%	23%	20%	% of adults reporting binge or heavy drinking (age-adjusted) In BC, 23% of adults reported binge or heavy drinking	2019
Teen Births	21	23	26	29	16	18	19	# of births per 1,000 female population ages 15-19 In BC, there were 21 teen births per 1,000 females ages 15-19	2014-2020
Food Insecurity	8%	11%	13%	12%	14%	10%	11%	% of population who lack adequate access to food In BC, 8% of people did not have a reliable source of food	2019
Limited Access to Healthy Foods	10%	3%	13%	10%	6%	5%	6%	% of population who are low-income and do not live close to a grocery store In BC, 10% of people had low incomes and did not live close to a grocery store, limiting their ability to access healthy foods	2019
Insufficient Sleep	37%	34%	36%	35%	35%	34%	35%	% of adults who report fewer than 7 hours of sleep on average (age-adjusted) In BC, 37% of adults reported getting fewer than 7 hours of sleep per night on average	2018

Health- Factors

Health factors represent those things we can modify to improve the length and quality of life for residents.

Clinical Care	Brown County	Adams County	Mason County	Pike County	Schuyler County	IL	US	Explanation of Data	Years of Data Used
Uninsured	4%	6%	7%	8%	7%	9%	11%	% of population under age 65 without health insurance In BC, 4% of people under the age of 65 did not have health insurance	2019
Primary Care Physicians	6,580:1	1,020:1	4,450:1	1,730:1	6,770:1	1,230:1	1,310:1	Ratio of population to primary care physicians There was one primary care physician per 6,580 people in BC	2019
Mental Health Providers	310:1	350:1	3,290:1	1,090:1	960:1	370:1	350:1	Ratio of population to mental health providers There was one mental health provider per 310 people registered in BC	2021
Preventable Hospital Stays	4,577	5,354	3,780	4,572	3,057	4,447	3,767	Rate of hospital stays for ambulatory-care sensitive conditions per 100,000 Medicare enrollees In BC, 4,577 hospital stays per 100,000 people enrolled in Medicare might have been prevented by outpatient treatment	2019
Mammography Screening	46%	54%	46%	45%	43%	44%	43%	% of female Medicare enrollees ages 65-74 that received an annual mammography screening In BC, 46% of female Medicare enrollees received an annual mammography screening	2019
Flu Vaccinations	33%	44%	40%	21%	36%	49%	48%	% of fee-for-service (FFS) Medicare enrollees that had an annual flu vaccination In BC, 33% of Medicare enrollees received an annual flu vaccine	2019
Physical Environment									
Air Pollution – Particulate Matter	8.9	9.3	9.4	9.1	9.4	9.4	7.5	Average daily density of fine particulate matter in micrograms per cubic meter (PM2.5) In BC, an annual average of 8.9 micrograms per cubic meter of fine particulate matter was measured in the air. The Environmental Protection Agency (EPA) has primary annual average standards of 12.0 micrograms per cubic meter.	2018
Severe Housing Problems	6%	11%	10%	10%	5%	17%	17%	% of households with at least 1 of 4 housing problems: overcrowding, high housing costs, lack of kitchen facilities, or lack of plumbing facilities In BC, 6% of households experienced at least one of these housing problems	2014-2018

Health- Factors

Health factors represent those things we can modify to improve the length and quality of life for residents.

Social & Economic Factors	Brown County	Adams County	Mason County	Pike County	Schuyler County	IL	US	Explanation of Data	Years of Data Used
High School Completion	82%	92%	89%	90%	91%	90%	89%	% of adults ages 25 and over with a high school diploma or equivalent In BC, 82% of adults (age 25 or older) had a high school degree or equivalent, such as a GED	2016-2020
Some College* <i>*WICC quartered population included in this reporting</i>	48%	67%	55%	52%	64%	71%	67%	% of adults ages 25-44 with some post-secondary education In BC, 48% of adults (age 25-44) had completed some post-secondary education, including vocational/technical schools, junior colleges, or four-year colleges. This includes those who had and had not attained degrees	2016-2020
Unemployment	3.8%	6.3%	8.0%	6.0%	6.3%	9.5%	8.1%	% of population ages 16 and older unemployed but seeking work In BC, Illinois, 3.8% of people <u>age</u> 16 and older were unemployed but seeking work	2020
Children in Poverty	11%	13%	20%	18%	15%	14%	16%	% of people under age 18 in poverty In BC, 11% of children lived in poverty	2020
Income Inequality	4.6	4.2	4.3	4.8	3.5	5	4.9	Ratio of household income at the 80th percentile to income at the 20th percentile In BC, households with higher incomes had income 4.6 times that of households with lower incomes	2016-2020
Children in Single-Parent Households	17%	19%	18%	26%	19%	25%	25%	% of children that live in a household headed by a single parent In BC, 17% of children lived in a household headed by a single parent	2016-2020
Social Associations	10.6	15.1	15.0	8.4	14.8	9.9	9.2	# of membership associations per 10,000 population In BC, there were 10.6 membership organizations per 10,000 people These include civic, political, religious, sports and professional organizations	2019
Violent Crime	134	346	364	94	140	403	386	# of reported violent crime offenses per 100,000 population In BC, there were 134 violent crimes such as rape, homicide, robbery and aggravated assault, reported per 100,000 people	2014 & 2016
Injury Deaths	51	78	86	86	96	70	76	# of deaths due to injury per 100,000 population In BC, there were 51 deaths due to injury such as homicides, suicides, motor vehicle crashes and poisonings, per 100,000 people	2016-2020

Health- Alcohol Use & Depressive Disorder

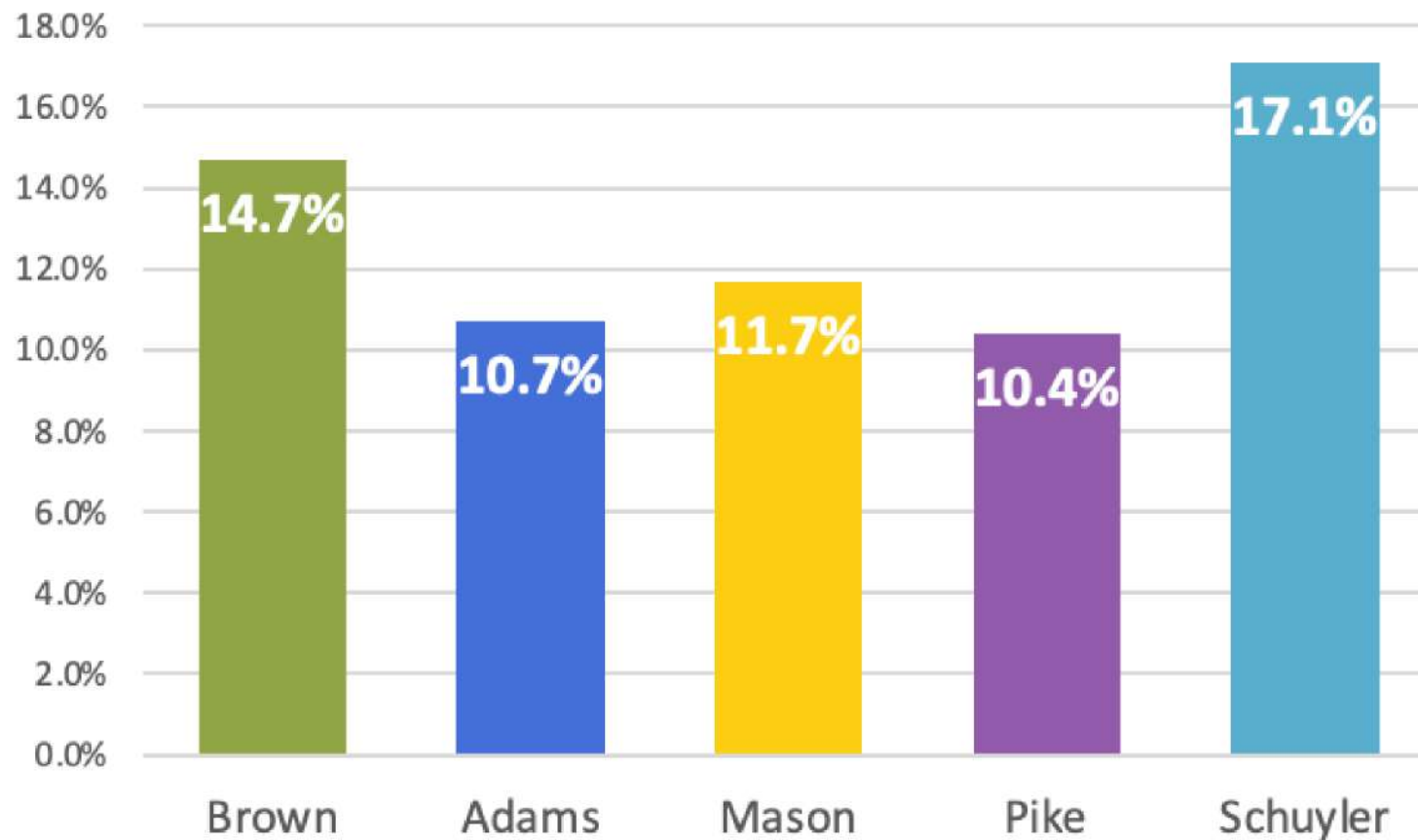
Binge Drinking is calculated at risk for men having 5+ drinks on one occasion and women having 4+ drinks on one occasion. Heavy Drinking is calculated at risk for men having >2 drinks per day and women having >1 drink per day.

	Brown/Schuyler	Adams	Mason	Pike
At Risk for Binge Drinking	20.3%	19.2%	16.7%	25.6%
At Risk for Heavy Drinking	7.4%	6.9%	5.5%	10.8%
Ever Told Have a Depressive Disorder	15.8%	18.1%	21.2%	17.9%

Source: Illinois County Behavioral Risk Factor Survey, Round 6 (Collected 2015-2019)

Health- Disability

Persons under age 65 years with a disability comparisons among PUMA Counties. In an attempt to capture a variety of characteristics that encompass the definition of disability, the ACS identifies serious difficulty with four basic areas of functioning – hearing, vision, cognition, and ambulation.



Source: U.S. Census Bureau ACS 5-Year Estimates 2017-2021

Health- Well-Being Index

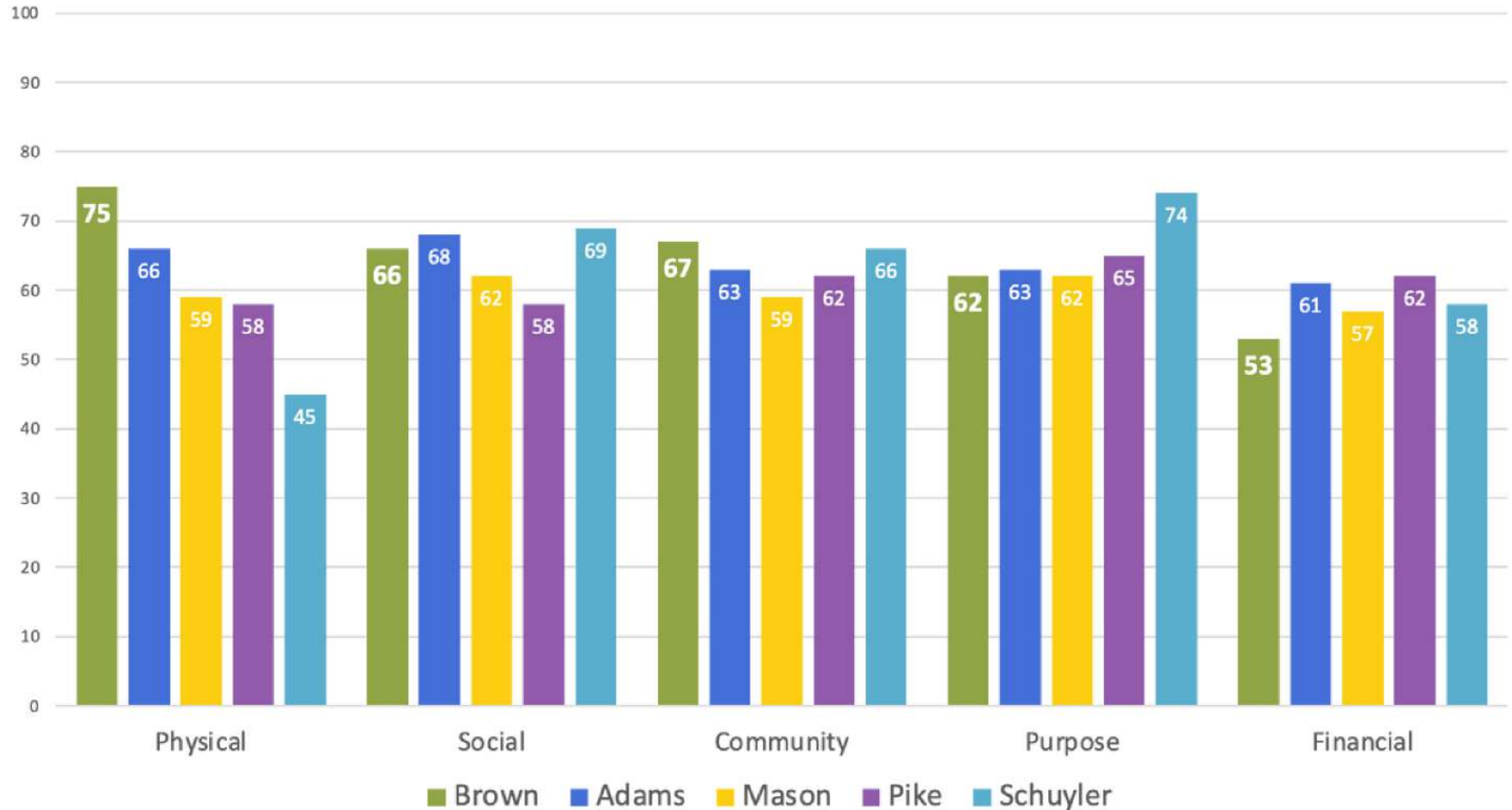
The Sharecare Well-Being Index brings together more than 600 health risk factors into a single measure. By combining both individual and social factors, the index uniquely measures well-being across people and places. The index is based on decades of clinical research, health care leadership, and health economics. Sharecare conducts regular surveys within every community in the United States. They then analyze that data and score each community on a scale of 0 to 100, with 100 representing the greatest possible well-being.

Well-Being Dimensions	BC Rank out of 102 IL Counties	Explanation of Dimension
Overall	51	Individual and social factors of well-being across people and places
Community	16	Liking where you live and having pride in your community
Economic security	66	Rates of employment, labor force participation, individuals with health insurance coverage, and household income above poverty level
Financial	87	Managing your economic life to increase security and reduce stress
Food access	72	Presence of grocery stores within one mile of underserved populations, including children, seniors, and Black individuals
Healthcare access	90	Concentration of doctors of medicine (MDs), obstetrician gynecologists (OBGYNs), and pediatric specialists per 1,000 residents
Housing & transportation	72	Home values, ratio of home value to income, and public transit use
Physical	5	Having good health and enough energy to get things done daily
Purpose	67	Liking what you do each day and being motivated to achieve your goals
Resource access	45	Quantity of libraries and religious institutions per 10,000 residents, employment rates for people over 65, and presence of grocery stores within 20 miles
Social	17	Having supportive relationships and love in your life

Source: Sharecare Community Well-Being Index 2021

Health- Well-Being Index

Scored on a scale of 0 to 100, with 100 representing the greatest possible well-being. Comparison among PUMA counties of Brown, Adams, Mason, Pike, and Schuyler.

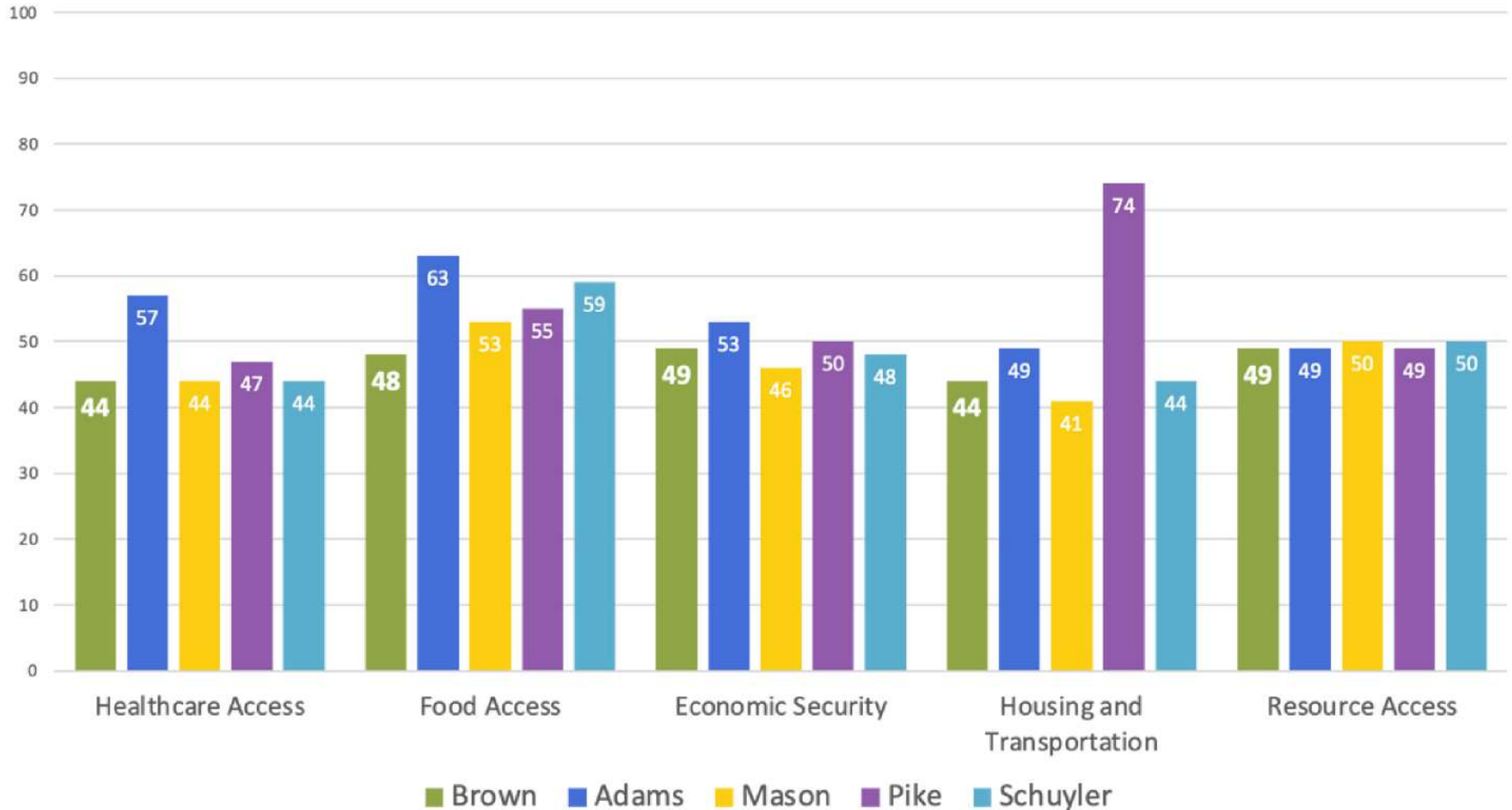


Source: Sharecare Community Well-Being Index 2021

Health- Well-Being Index

Social Determinants of Health

Scored on a scale of 0 to 100, with 100 representing the greatest possible well-being. Comparison among PUMA counties of Brown, Adams, Mason, Pike, and Schuyler.



Source: Sharecare Community Well-Being Index 2021

Crime and Safety

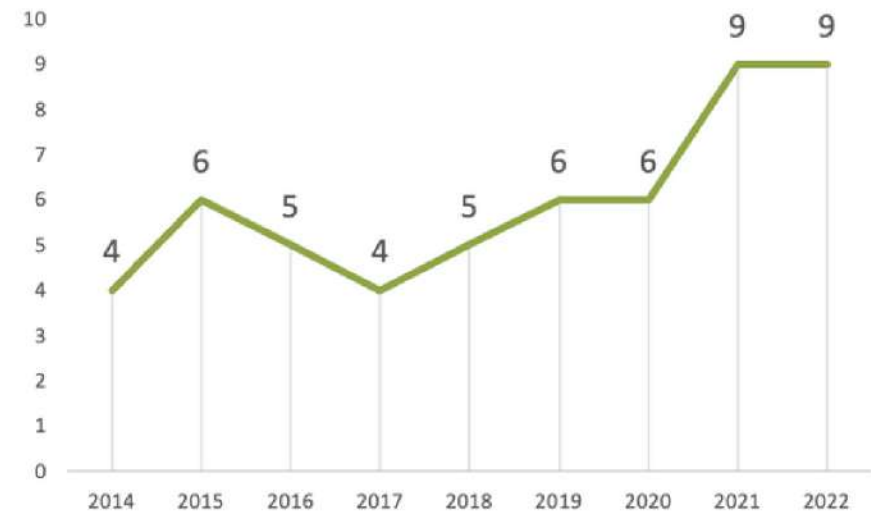
Brown County has seen a decrease in violent crime and an uptick in children in substitute care (foster homes or facilities) in the past few years.

All Violent Crimes Reported by the Brown County Sheriff's Office 2011-2020



Source: Federal Bureau of Investigation Crime Data Explorer – Volume of violent crime (murder and nonnegligent manslaughter, rape, robbery, and aggravated assault) and property crime (burglary, larceny-theft, and motor vehicle theft).

Children in Substitute Care



Source: University of Illinois Children & Family Research Center, Illinois Children & Family Research Center via The Annie E. Casey Foundation Kids Count Report

School District Comparisons Among PUMA Counties

School District	Dropout Rate	Graduation Rate	Chronic Absenteeism	Retention	Student Mobility	9th Grade on Track	Science Assessment
Brown County							
Brown County CUSD 1	4.8%	89.0%	21.0%	83.0%	11.0%	88.0%	63.0%
Adams County							
Central CUSD 3	Redacted	84.0%	17.0%	87.0%	8.0%	84.0%	57.0%
Liberty CUSD 2	Redacted	96.0%	9.0%	92.0%	3.0%	96.0%	64.0%
Payson CUSD 2	6.0%	93.0%	25.0%	89.0%	8.0%	82.0%	49.0%
Quincy SD 172	6.0%	83.0%	36.0%	86.0%	12.0%	74.0%	50.0%
Mason County							
Havana CUSD 126	5.0%	82.0%	32.0%	88.0%	13.0%	90.0%	60.0%
Illini Central CUSD 189	Redacted	86.0%	27.0%	89.0%	14.0%	71.0%	43.0%
Midwest Central CUSD 191	8.0%	81.0%	41.0%	87.0%	13.0%	85.0%	55.0%
Pike County							
Griggsville-Perry CUSD 4	Redacted	83.0%	32.0%	93.0%	10.0%	77.0%	47.0%
Pikeland CUSD 10	4.0%	96.0%	30.0%	85.0%	8.0%	82.0%	39.0%
Pleasant Hill CUSD 3	Redacted	93.0%	30.0%	93.0%	9.0%	96.0%	35.0%
Western CUSD 12	Redacted	78.0%	25.0%	84.0%	11.0%	64.0%	60.0%
Schuyler County							
Schuyler-Industry CUSD 5	Redacted	86.0%	20.0%	89.0%	9.0%	87.0%	53.0%

Source: Illinois Report Card 2021-2022

Education

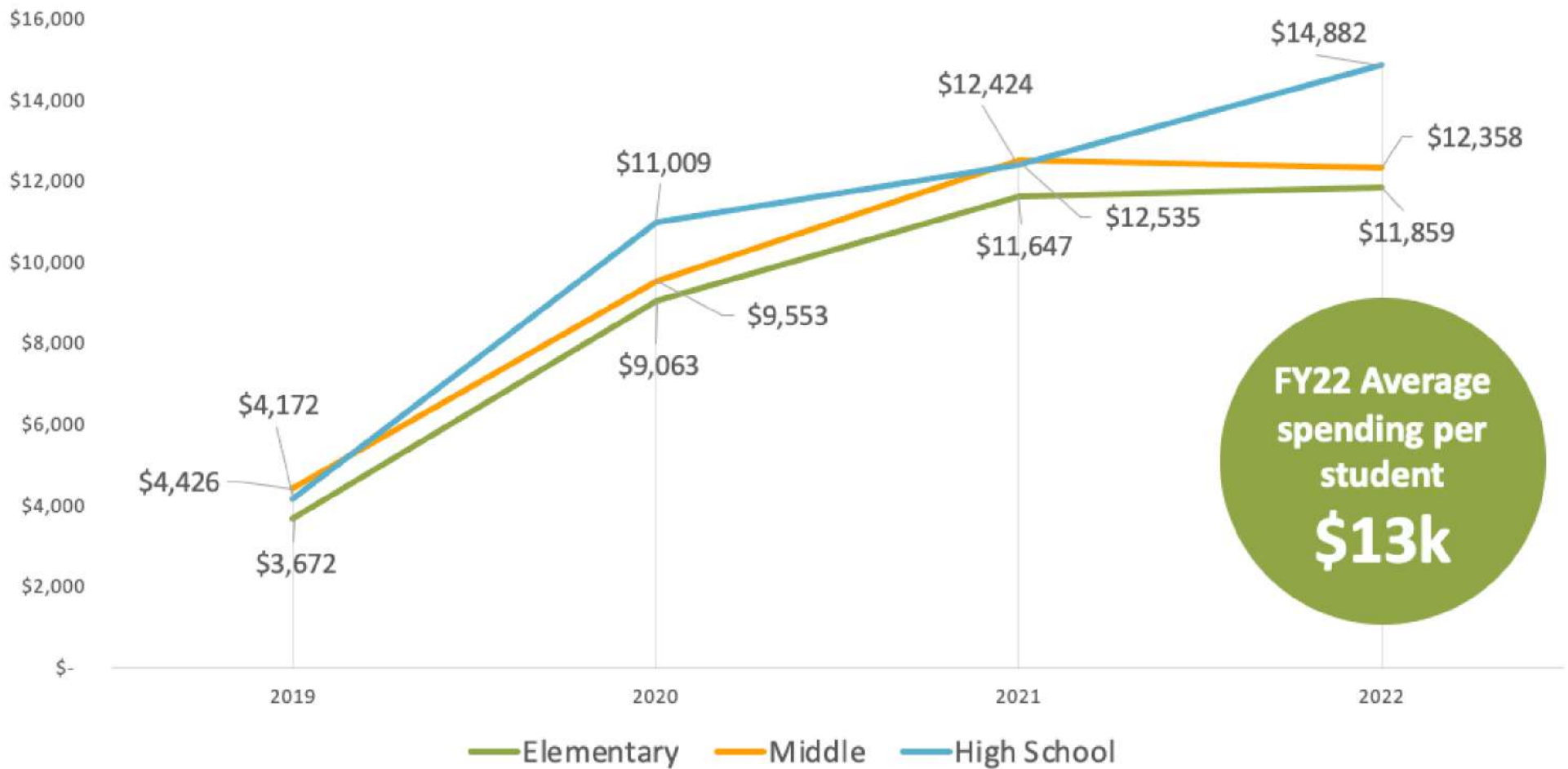
School District Comparisons Among PUMA Counties

School District	Avg Class Size	District Avg Spending Per Student	Enrollment	Low Income Students	Students with IEPs	Chronically Truant Students	Student Attendance	Student/Teacher Ratios	Teacher Salary
Brown County									
Brown County CUSD 1	18	\$13K	674	41.0%	18.0%	5.0%	94.0%	15:1	\$ 48,011
Adams County									
Central CUSD 3	16	\$12K	798	37.0%	19.0%	6.0%	94.0%	15:1	\$ 50,473
Liberty CUSD 2	16	\$15K	615	24.0%	23.0%	3.0%	95.0%	15:1	\$ 45,070
Payson CUSD 2	15	\$11K	481	39.0%	17.0%	16.0%	92.0%	17:1	\$ 40,301
Quincy SD 172	22	\$12K	6,366	55.0%	19.0%	21.0%	89.0%	19:1	\$ 47,065
Mason County									
Havana CUSD 126	17	\$12K	860	49.0%	22.0%	7.0%	92.0%	15:1	\$ 53,763
Illini Central CUSD 189	14	\$14K	664	31.0%	24.0%	19.0%	92.0%	14:1	\$ 46,458
Midwest Central CUSD 191	18	\$12K	882	48.0%	16.0%	6.0%	89.0%	16:1	\$ 52,585
Pike County									
Griggsville-Perry CUSD 4	12	\$17K	320	38.0%	27.0%	7.0%	91.0%	10:1	\$ 44,259
Pikeland CUSD 10	19	\$9.4K	1,164	43.0%	20.0%	6.0%	91.0%	21:1	\$ 44,478
Pleasant Hill CUSD 3	16	\$14K	341	69.0%	25.0%	14.0%	91.0%	14:1	\$ 47,406
Western CUSD 12	15	\$13K	521	51.0%	25.0%	8.0%	93.0%	12:1	\$ 45,182
Schuyler County									
Schuyler-Industry CUSD 5	18	\$12K	927	51.0%	21.0%	4.0%	94.0%	15:1	\$ 45,320

Source: Illinois Report Card 2021-2022

Education- School Finances: Site-Based Expenditures

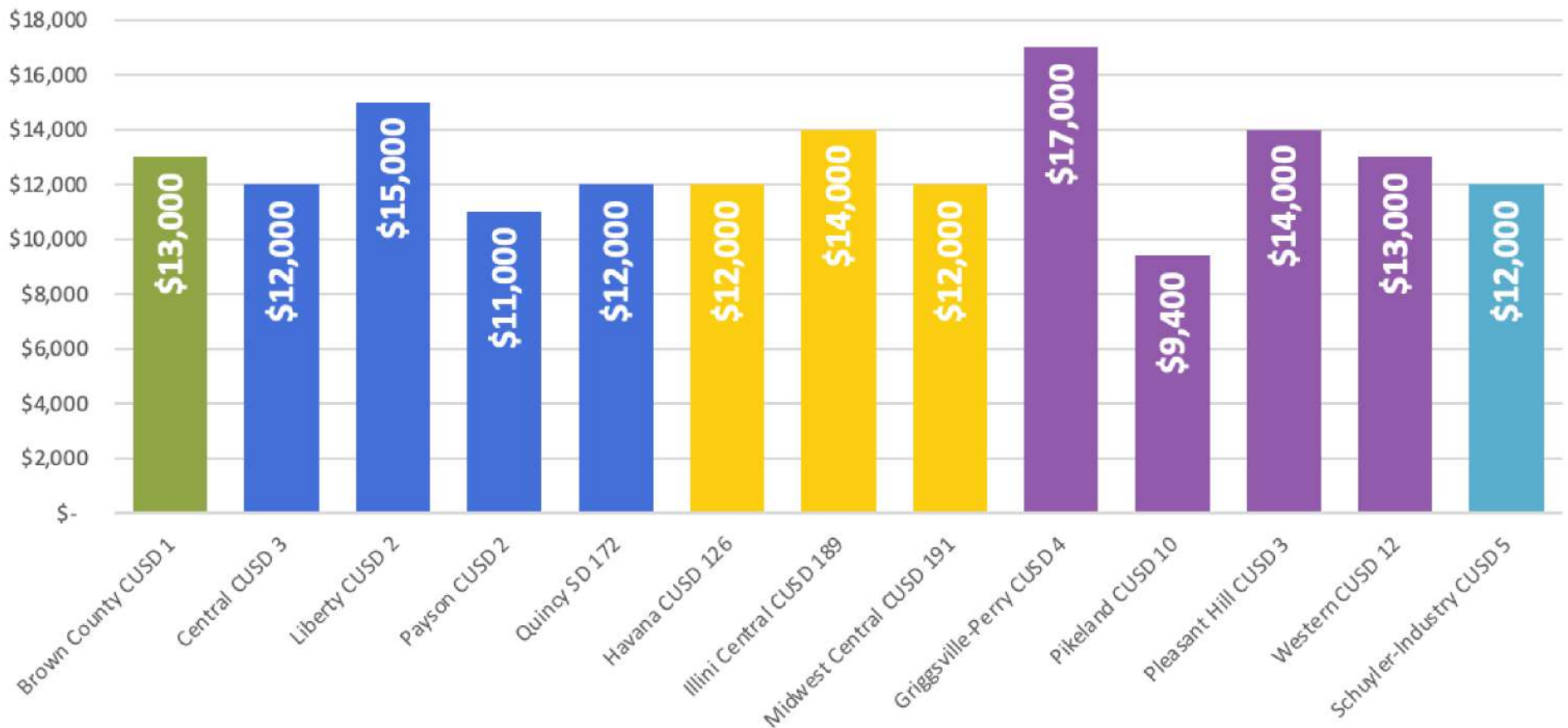
Average spending per student at each school in the district, as collected through the unaudited Every Student Succeeds Act (ESSA) Site-Based Expenditure Report. Districts report the actual dollars spent in the previous school year, including site-level costs (like school staff) and district-wide centralized costs allocated to each individual school (like transportation and central office staff), divided by the school's enrollment. Districts also report whether federal or state/local sources funded the spending.



Source: Illinois Report Card 2021-2022

Education- Average Spending Per Student

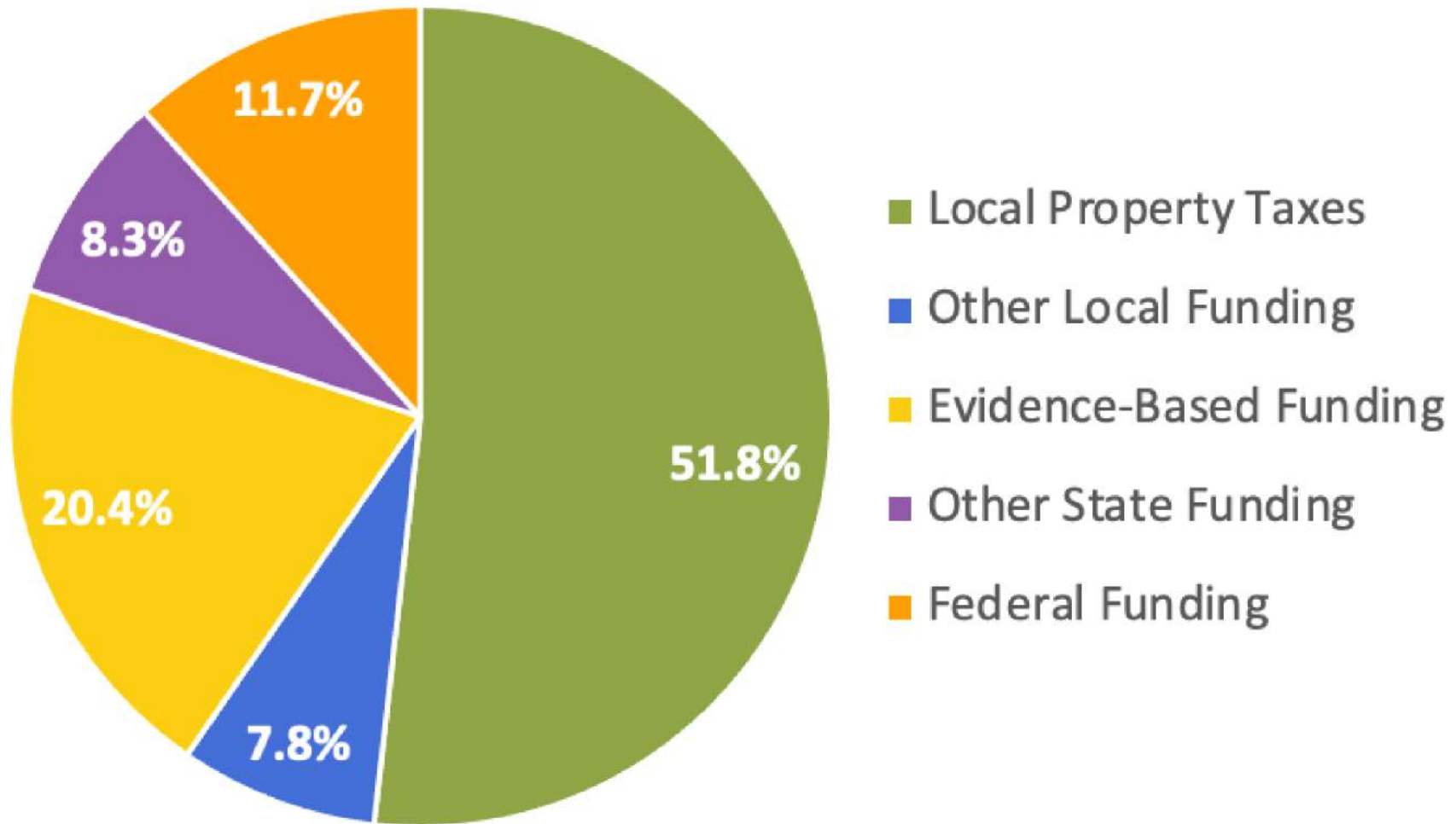
Brown County CUSD 1 spent an average of \$13K per student in 2022. This graph includes the average spending per student at each district in the PUMA Counties, as collected through the unaudited Every Student Succeeds Act (ESSA) Site-Based Expenditure Report. Districts report the actual dollars spent in the previous school year, including site-level costs (like school staff) and district-wide centralized costs allocated to each individual school (like transportation and central office staff), divided by the school's enrollment. Districts also report whether federal or state/local sources funded the spending.



Source: Illinois Report Card 2021-2022

Education- District Finances: Revenue Percentages

This chart shows the percentage of revenues, for this district, from the three primary funding sources - local, state, and federal FY 2021.



Source: Illinois Report Card 2021-2022

Education- School Finances: Site-Based Expenditures

Average spending per student at each school in the district, as collected through the unaudited Every Student Succeeds Act (ESSA) Site-Based Expenditure Report. Districts report the actual dollars spent in the previous school year, including site-level costs (like school staff) and district-wide centralized costs allocated to each individual school (like transportation and central office staff), divided by the school's enrollment. Districts also report whether federal or state/local sources funded the spending.

Multiple measures determine which one of the four Summative Designations is appropriate for each school. 1) Exemplary: Schools performing in the top 10 percent of schools statewide with no underperforming student groups. 2) 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. 3) Targeted: 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. 4) Comprehensive: 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.

District / School	Spending Per Student	Enrollment	Low Income Students	English Learners	Students with IEPs	Summative Designation
Brown County CUSD 1	\$12,922	700.75	41.20%	0.90%	17.70%	
<i>CHANGE FROM PREVIOUS YEAR</i>	<i>6.48%</i>	<i>-2.28%</i>	<i>-4.19%</i>	<i>28.57%</i>	<i>3.51%</i>	
Brown County Middle School	\$12,358	191.5	50.30%	1.10%	12.30%	Commendable
<i>CHANGE FROM PREVIOUS YEAR</i>	<i>-1.40%</i>	<i>-8.59%</i>	<i>0.20%</i>	<i>120.00%</i>	<i>-20.65%</i>	
Brown County High School	\$14,882	214.75	32.60%	-	14.90%	Commendable
<i>CHANGE FROM PREVIOUS YEAR</i>	<i>19.78%</i>	<i>1.71%</i>	<i>-8.43%</i>	<i>-</i>	<i>28.45%</i>	
Brown County Elementary School	\$11,859	294.5	41.90%	1.50%	23.50%	Commendable
<i>CHANGE FROM PREVIOUS YEAR</i>	<i>1.82%</i>	<i>-0.67%</i>	<i>-3.01%</i>	<i>7.14%</i>	<i>4.44%</i>	

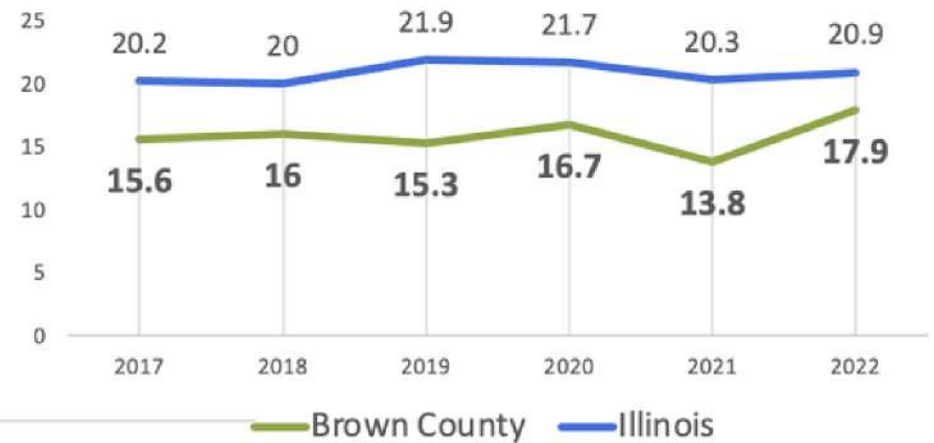
Expenditures excluded from per-pupil averages: \$1,424,770
 Total District Expenditures: \$10,479,846

Source: Illinois Report Card 2021-2022

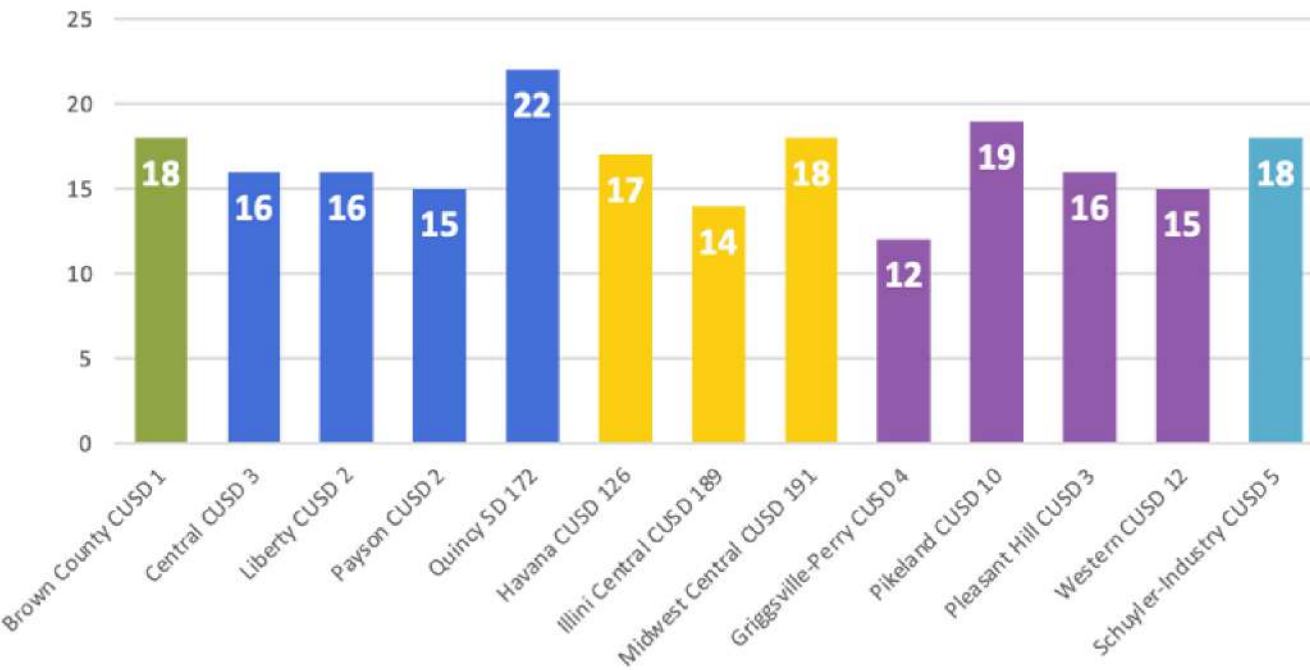
Education- Average Class Size

The average class size in Brown County CUSD 1 is 18. These graphs show the average number of students in each class in the Brown County School District as compared to school districts in the PUMA Counties and the trends for Brown County and the State of Illinois.

Average Class Size – Brown County CUSD 1 2018-2022



Average Class Size – PUMA Counties 2022



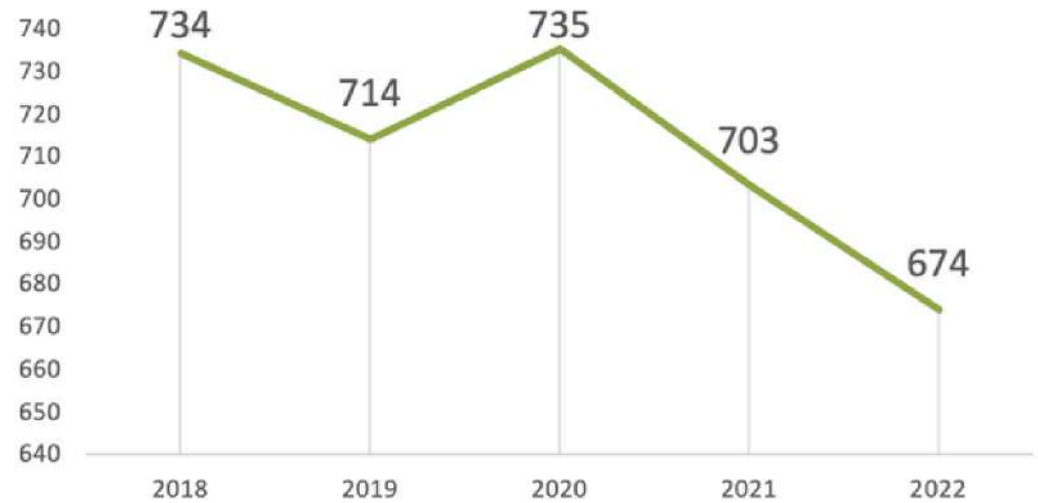
Average Class Size
18

Source: Illinois Report Card 2021-2022

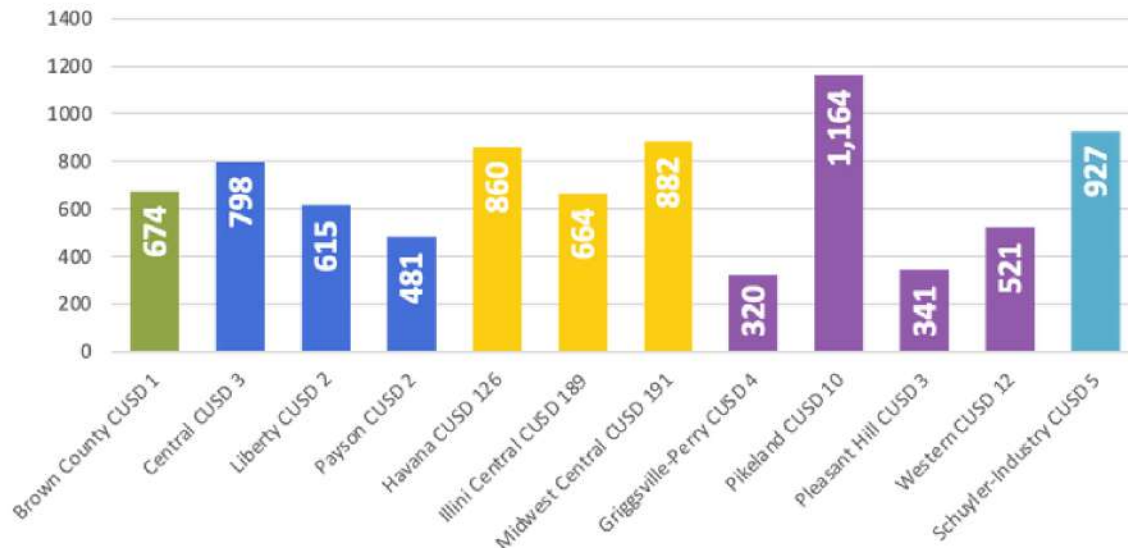
Education- Enrollment

674 students were enrolled in Brown County CUSD 1 in 2022. These graphs show the total number of students enrolled in the Brown County School District from 2018 to 2022 and the enrollment numbers for school districts in the PUMA Counties.

Enrollment – Brown County CUSD 1 2018-2022



Enrollment – PUMA Counties 2022

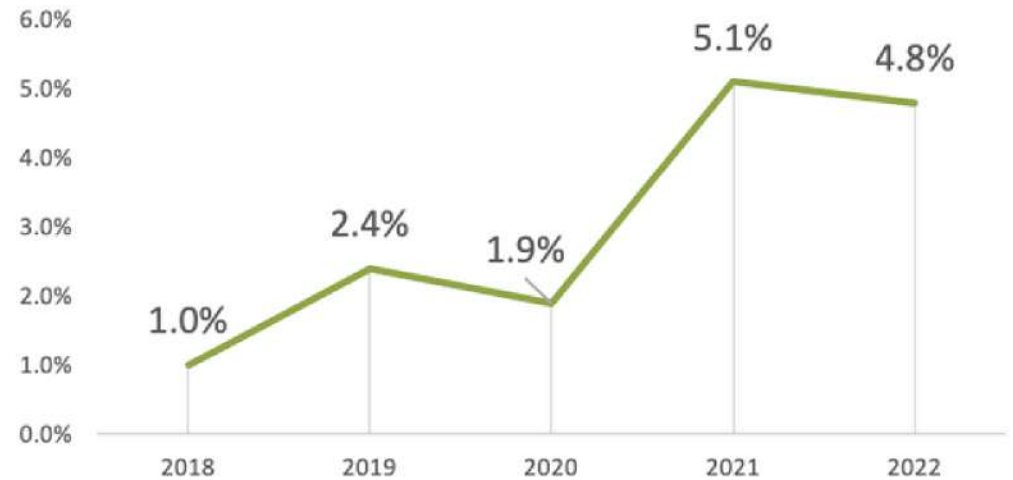


Source: Illinois Report Card 2021-2022

Education- Dropout Rate

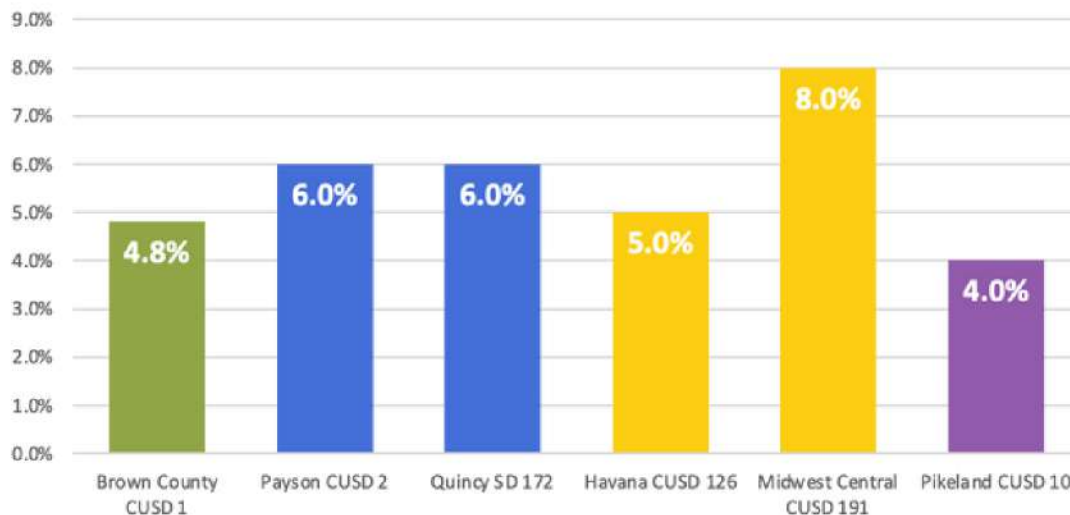
The Brown County CUSD 1 Dropout Rate is 4.8% in 2022. These graphs show Dropout Rates for the Brown County School District from 2018 to 2022 and the rates for school districts in the PUMA Counties in 2022.

Dropout Rate – Brown County CUSD 1 2018-2022



Dropout Rates – PUMA Counties 2022

Dropout Rates were redacted in school districts not included.

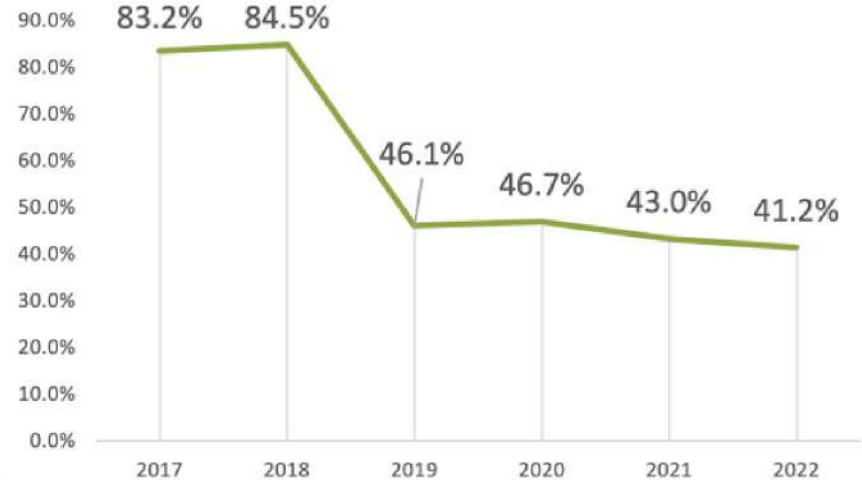


Source: Illinois Report Card 2021-2022

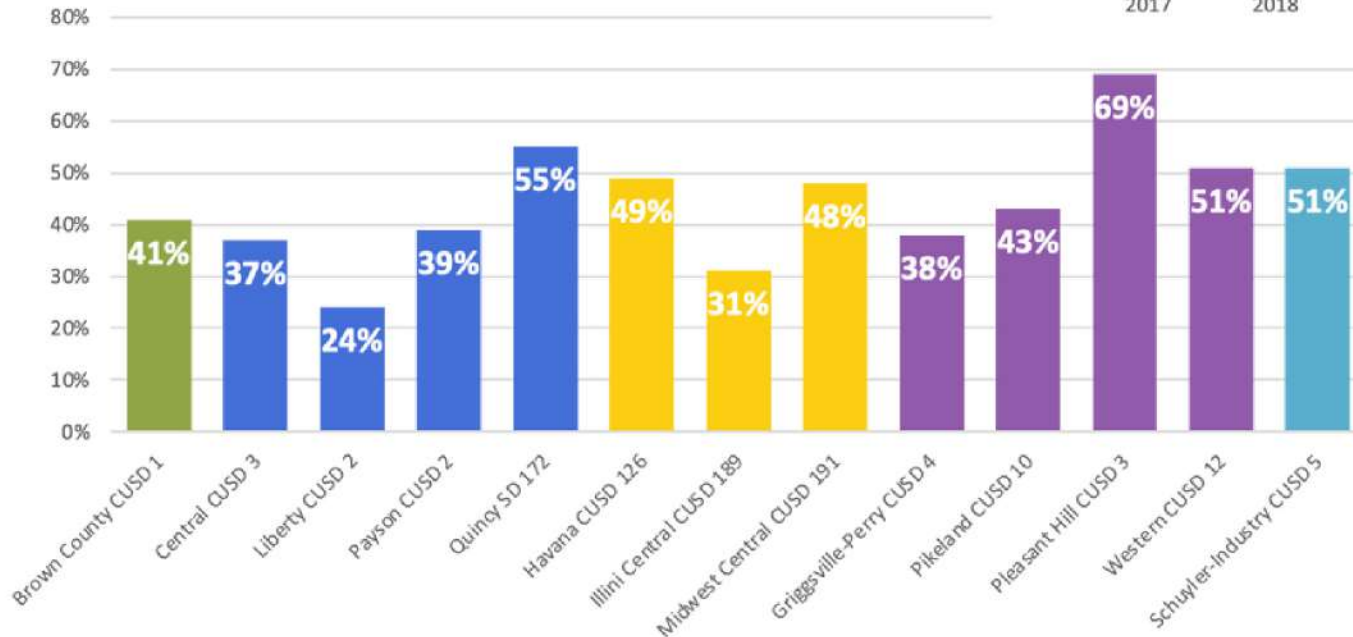
Education- Low-Income Students

41.2% of Brown County CUSD 1 students meet the low-income threshold in 2022. These graphs show the percentage of Low-Income Students for the Brown County School District from 2018 to 2022 and the rates for school districts in the PUMA Counties in 2022.

Low-Income Students– Brown County CUSD 1 2018-2022



Low-Income Students – PUMA Counties 2022

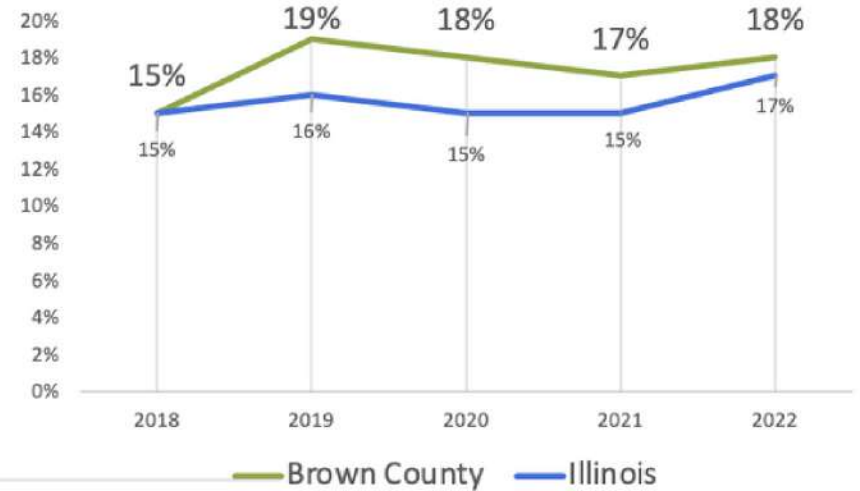


Source: Illinois Report Card 2021-2022

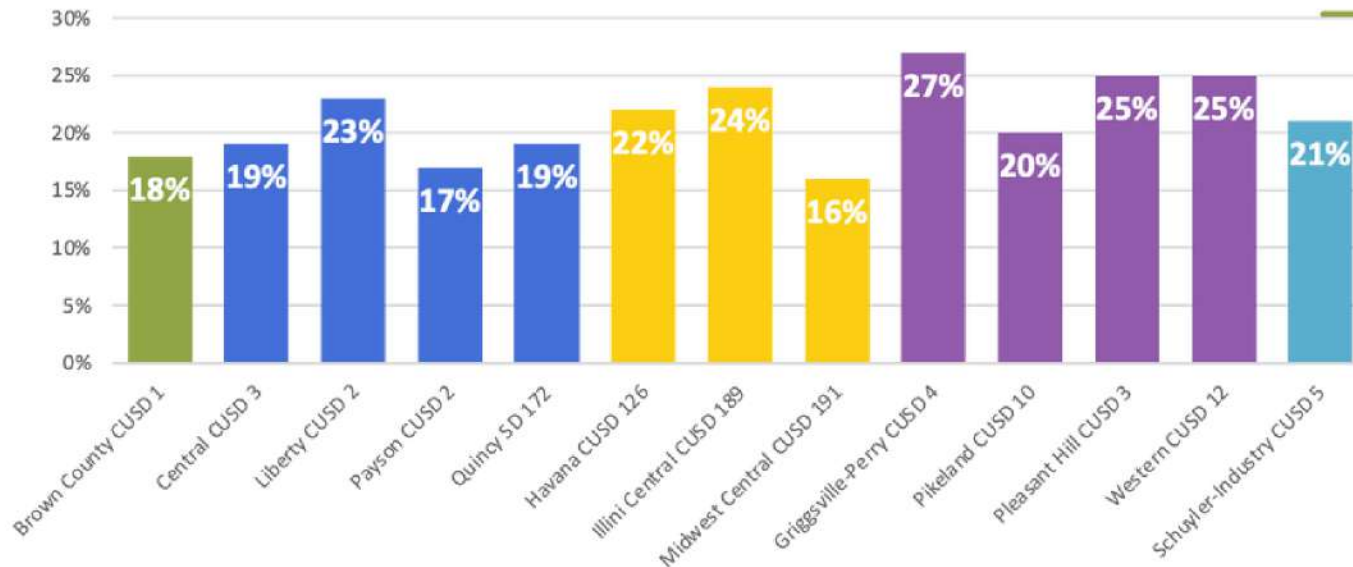
Education- Students with IEPs

18% of Brown County CUSD 1 students have Individual Education Programs (IEPs) in 2022. These graphs shows the percentage of students who receive special education and related services in accordance with their Individualized Education Programs (IEPs) from 2018 to 2022 compared to the State of Illinois and the rates for school districts in the PUMA Counties in 2022.

Students with IEPs– Brown County CUSD 1 2018-2022



Students with IEPs – PUMA Counties 2022

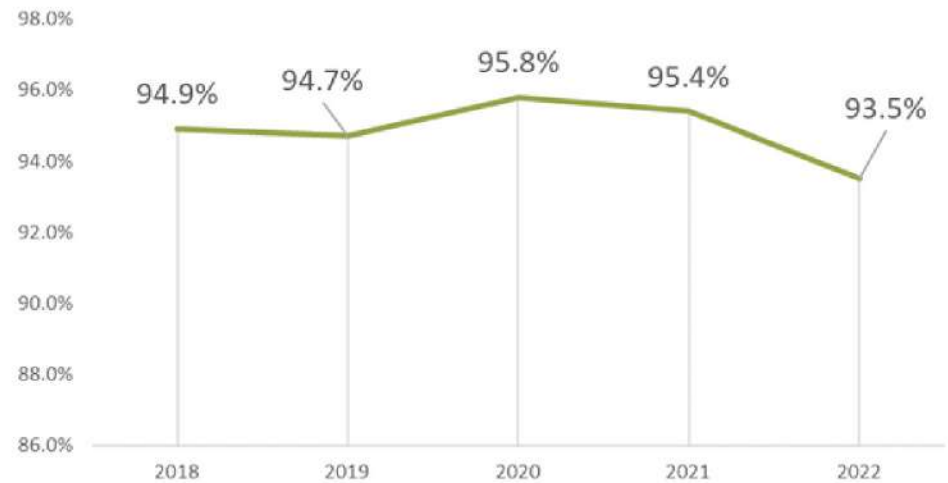


Source: Illinois Report Card 2021-2022

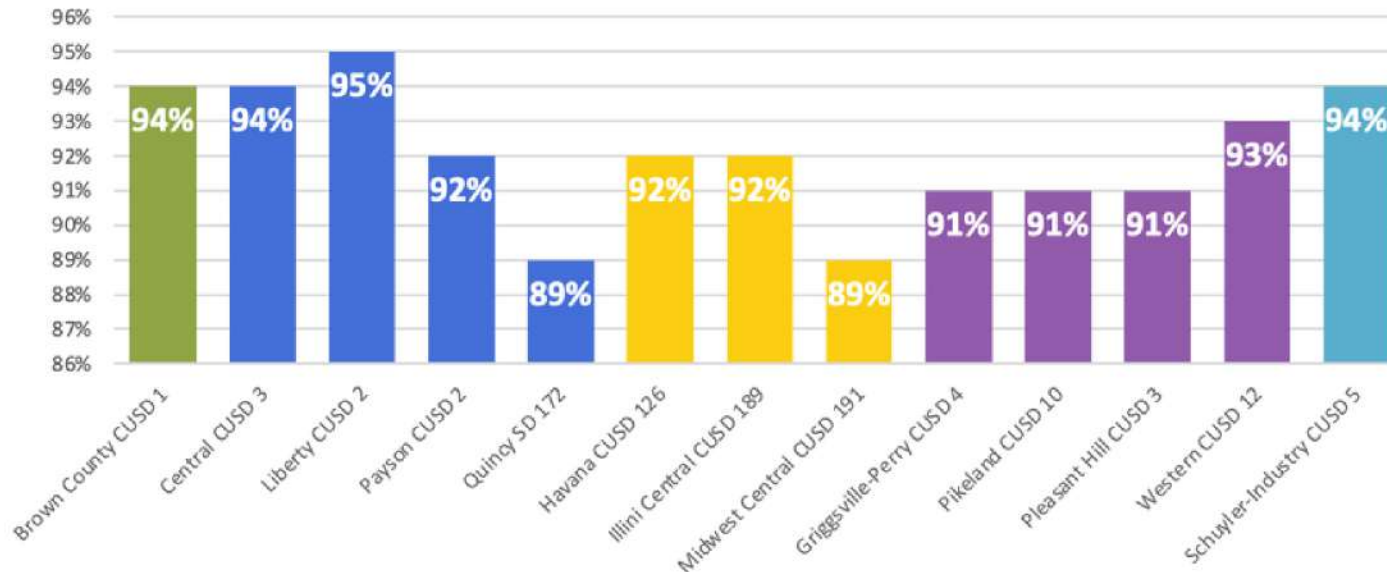
Education- Student Attendance

These graphs show the average daily attendance at the Brown County School District from 2018 to 2022 and the rates for school districts in the PUMA Counties in 2022.

Students Attendance Rates– Brown County CUSD 1 2018-2022



Students Attendance Rates – PUMA Counties 2022

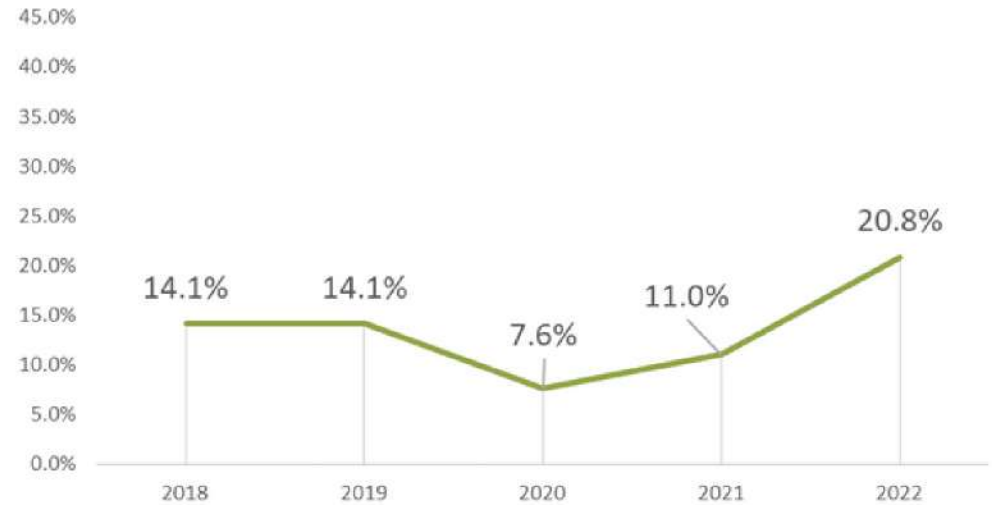


Source: Illinois Report Card 2021-2022

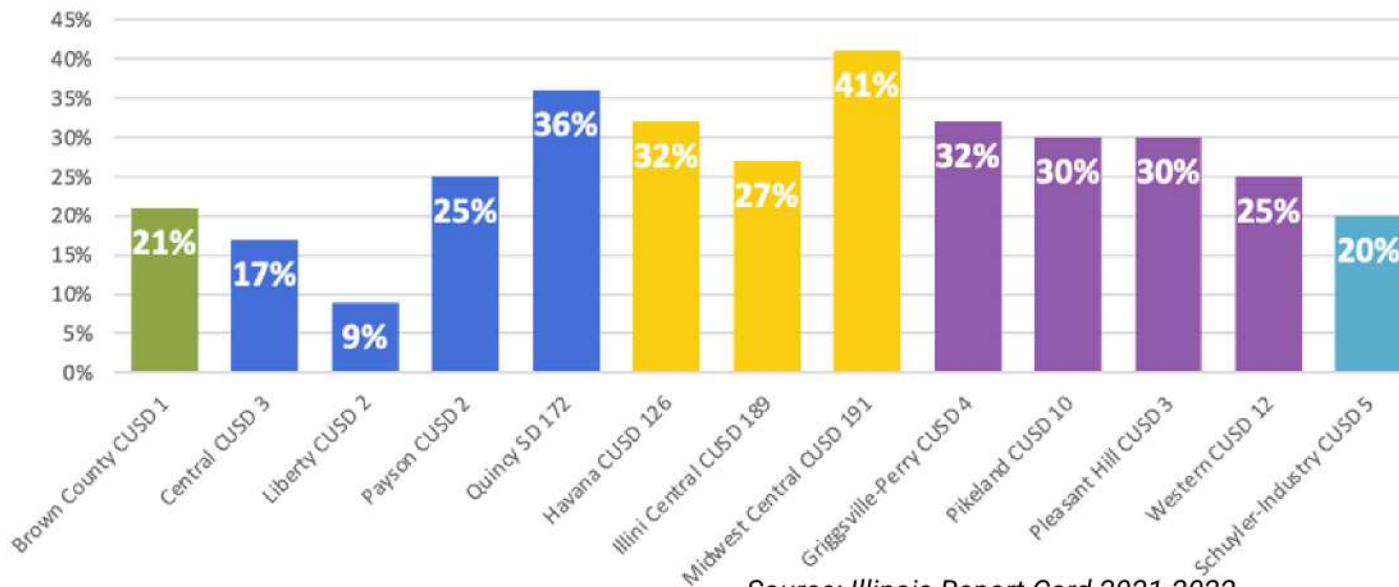
Education- Chronic Absenteeism

20.8% of Brown County CUSD 1 students missed 10% or more of school days per year either with or without a valid excuse in 2022. These graphs show the percentage of chronically absent students at the Brown County School District from 2018 to 2022 and the rates for school districts in the PUMA Counties in 2022.

Chronic Absenteeism– Brown County CUSD 1 2018-2022



Chronic Absenteeism– PUMA Counties 2022

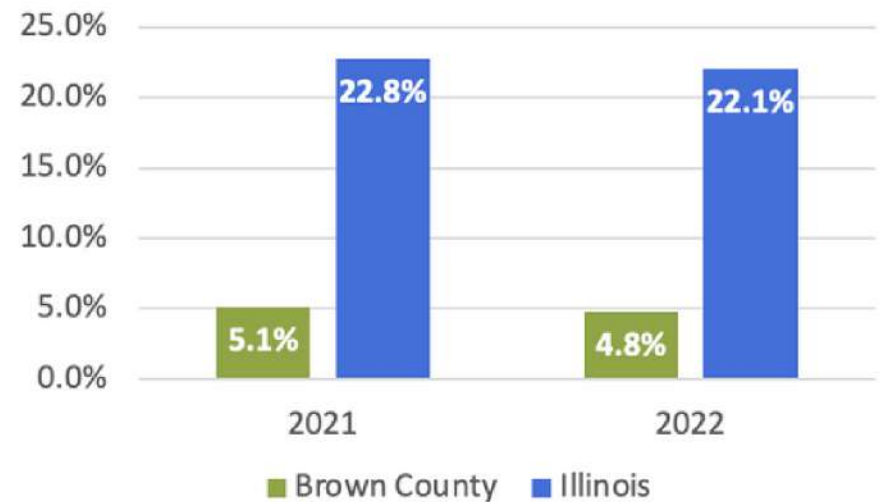


Source: Illinois Report Card 2021-2022

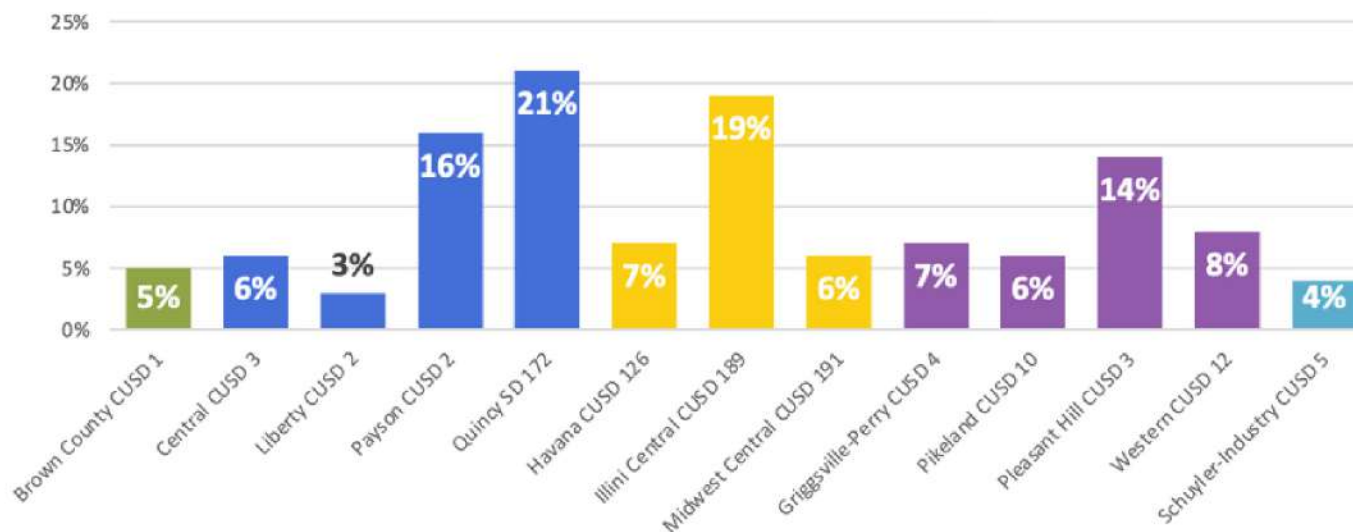
Education- Chronically Truant Students

4.8% of Brown County CUSD 1 students missed 5% or more of school days per year without a valid excuse in 2022. These graphs show the percentage of chronically truant students at the Brown County School District in 2021 and 2022 compared to the State of Illinois (data is not available before 2021) and the rates for school districts in the PUMA Counties in 2022.

Chronically Truant Students– Brown County CUSD 1 2018-2022



Chronically Truant Students– PUMA Counties 2022

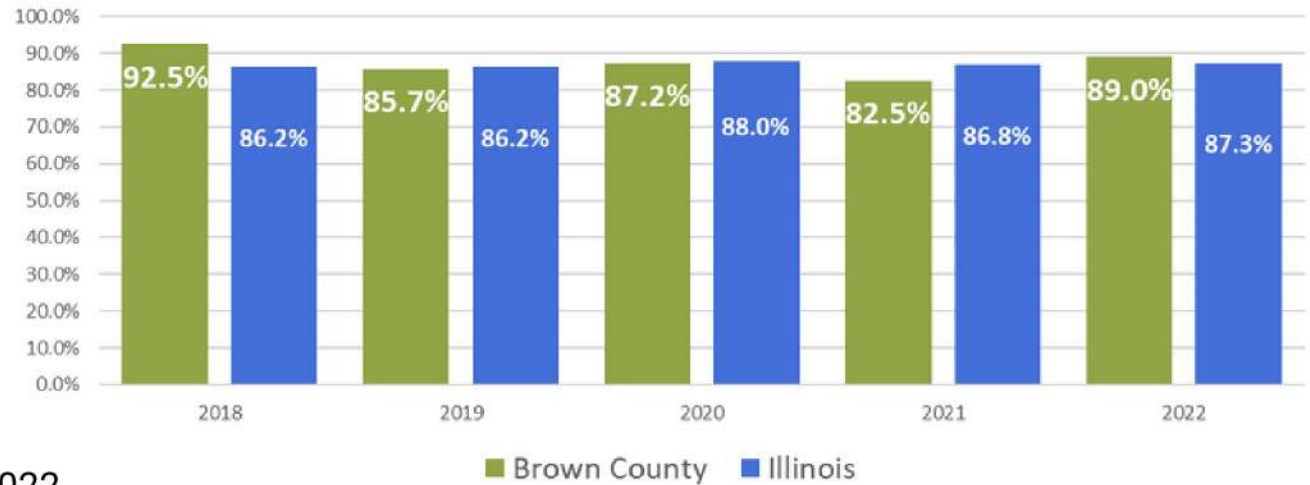


Source: Illinois Report Card 2021-2022

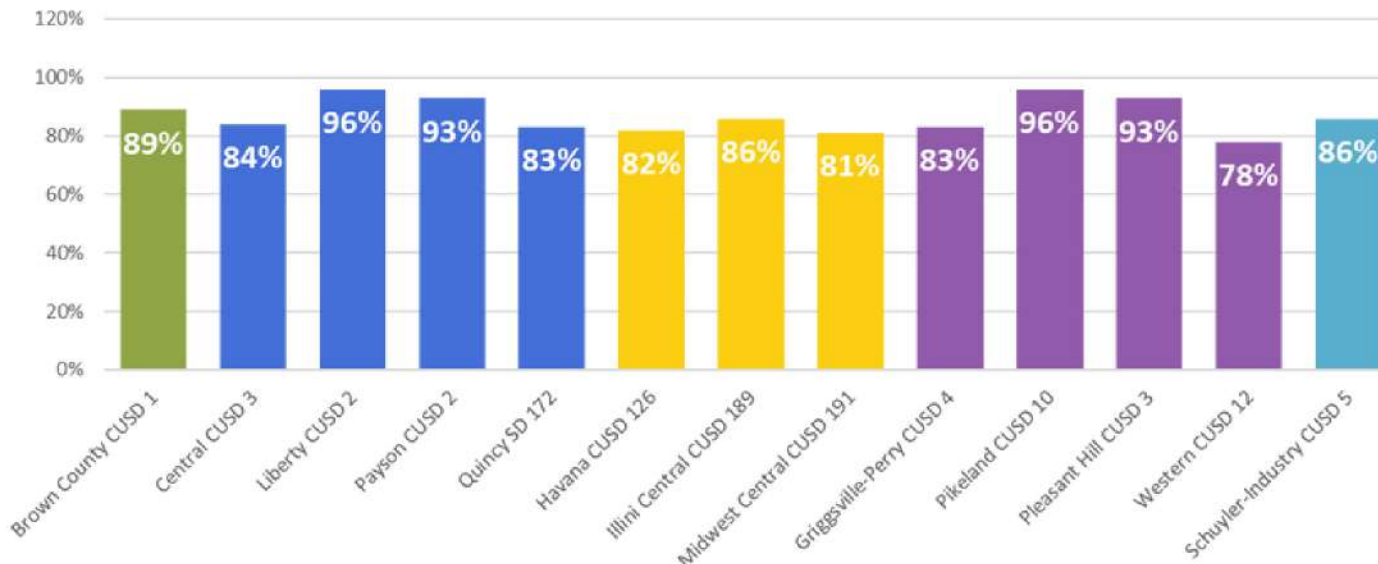
Education- Graduation Rate

The Brown County CUSD 1 four-year graduation rate in 2022 was 89%*. These graphs show the graduation rate in the Brown County School District compared to the State of Illinois from 2018 to 2022 and the rates for school districts in the PUMA Counties in 2022.

Graduation Rate– Brown County CUSD 1 2018-2022



Graduation Rates- PUMA Counties 2022

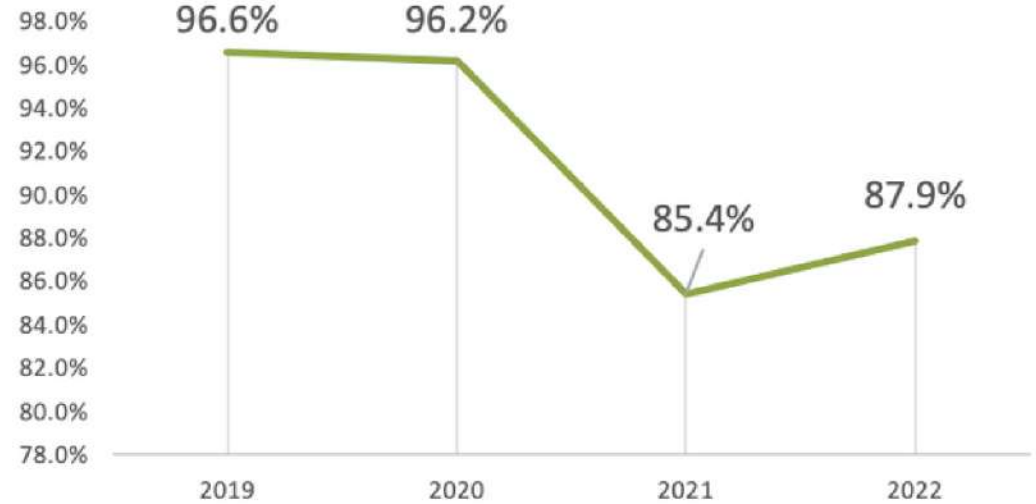


Sources: Illinois Report Card 2021-2022; *2022 Graduation Rate reported by Brown County High School

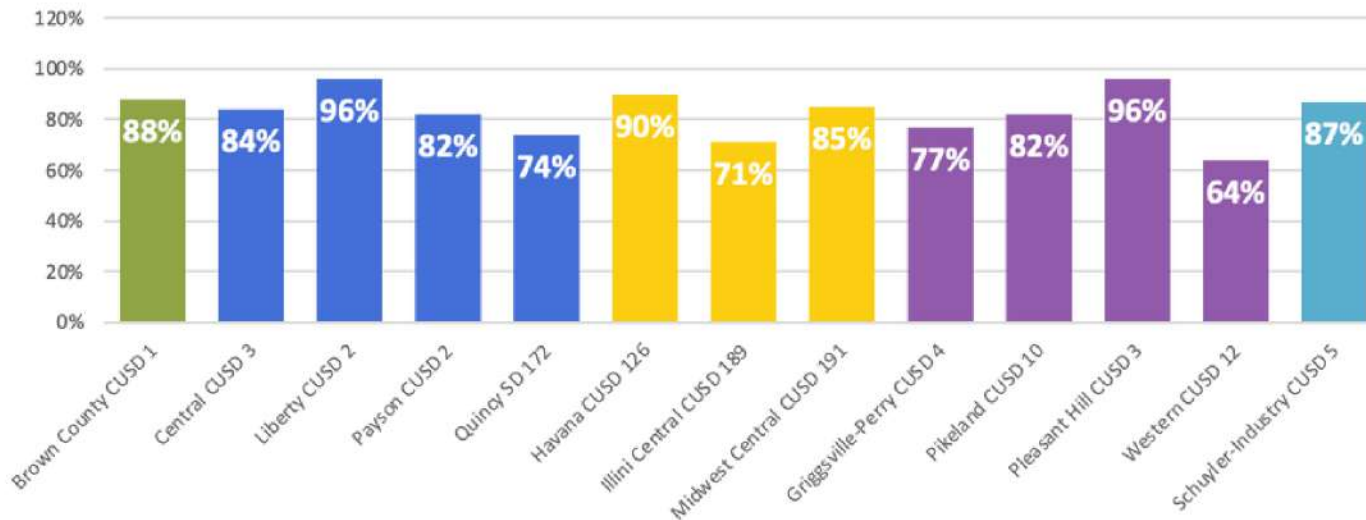
Education- 9th Grade on Track

87.9% of freshmen were on track at Brown County High School in 2022. These graphs show the percentage of 9th Grade on Track at the Brown County School District from 2019 to 2022 and the rates for school districts in the PUMA Counties in 2022.

9th Grade on Track– Brown County CUSD 1 2018-2022



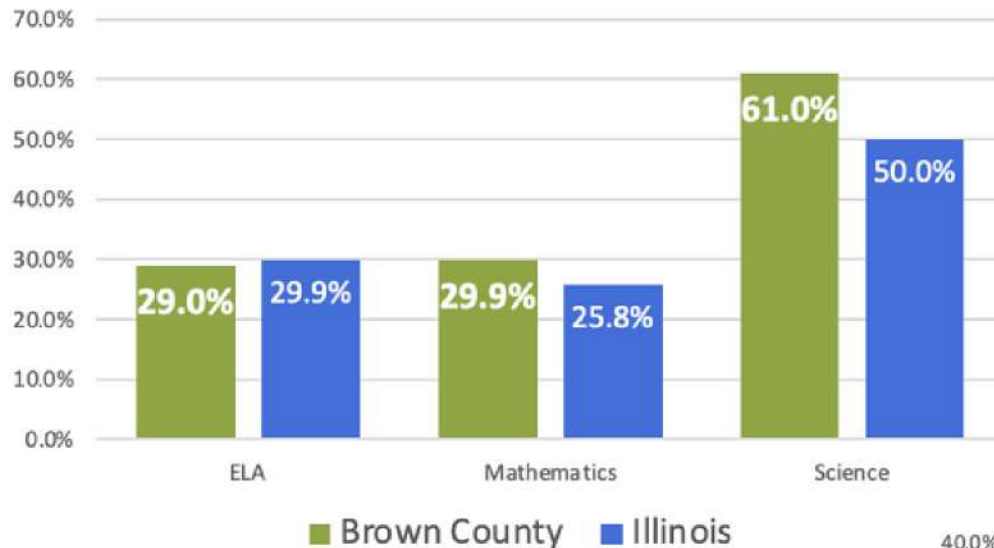
9th Grade on Track- PUMA Counties 2022



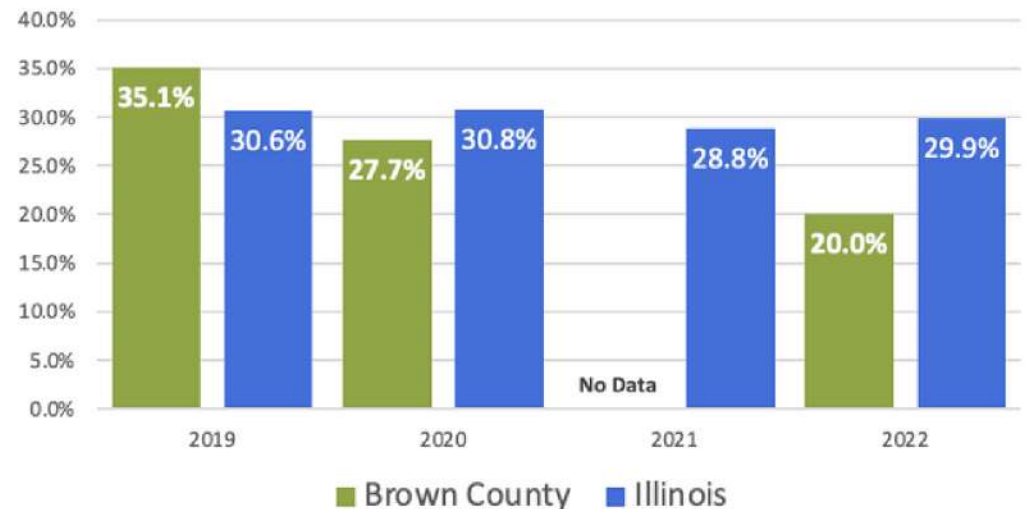
Source: Illinois Report Card 2021-2022

Education- 2022 Proficiency

The federal Every Student Succeeds Act (ESSA) requires states to assess their learning standards for English/Language Arts (ELA), Math, and Science. Each state may also have a general assessment for the majority of its students, and an alternate assessment for the one percent of students with the most significant cognitive disabilities. States have the option of calculating and reporting proficiency as one way to report on student performance.



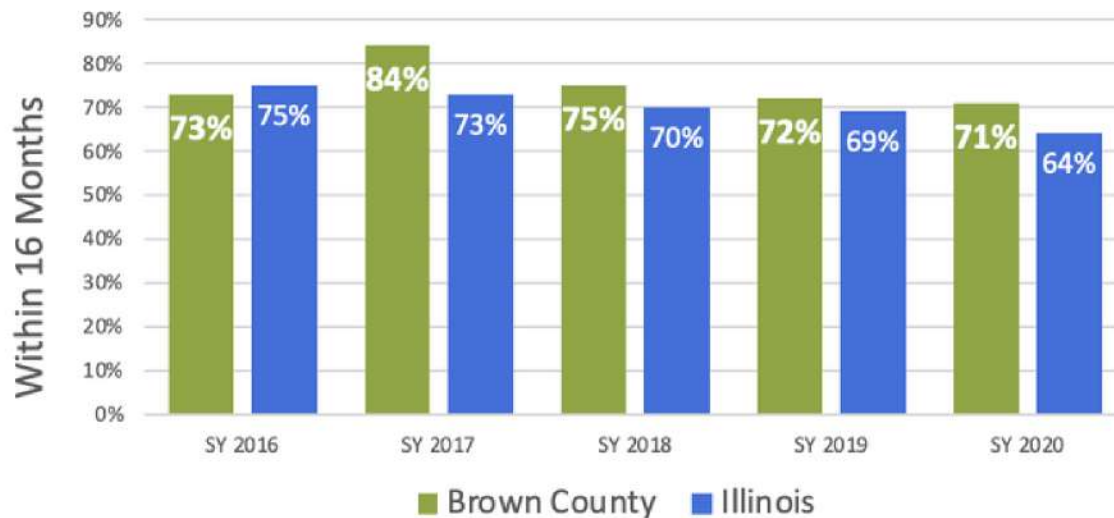
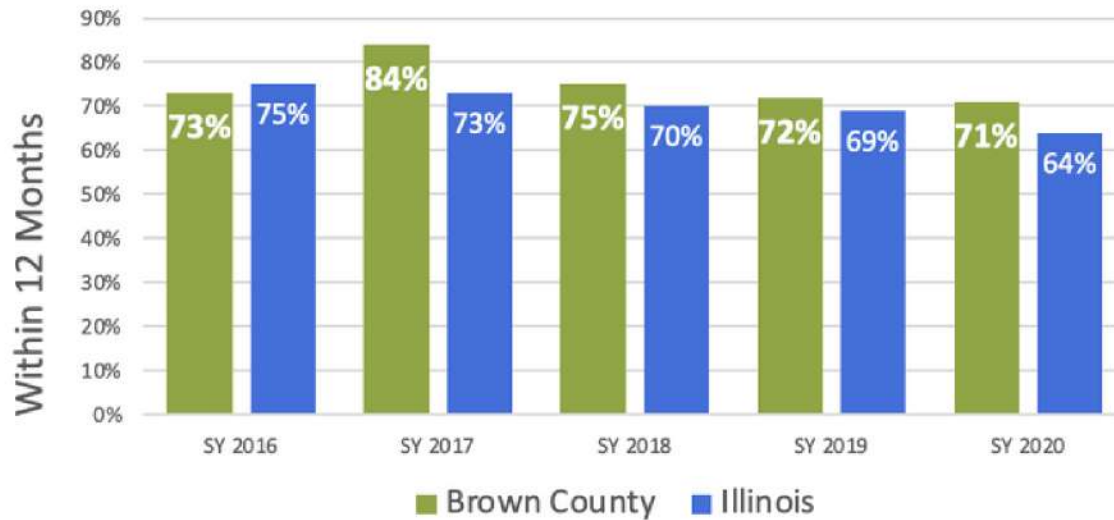
Eighth Graders Passing Algebra 1 – Brown County CUSD 1
The graph displays the percentage of 8th graders passing Algebra I.



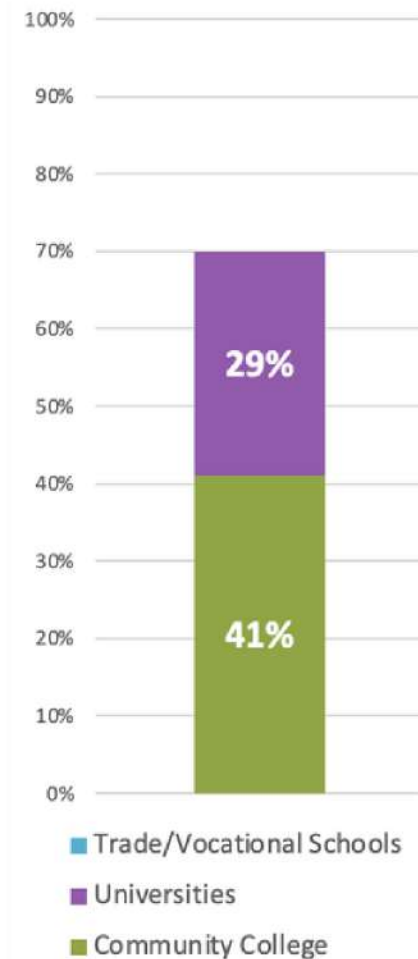
Source: Illinois Report Card 2021-2022

Education- Postsecondary Enrollment

This report displays the percentage of students who graduated with a regular high school diploma from a public high school in Illinois and enrolled in a two-year or four-year college in the U.S. within 12 or 16 months.



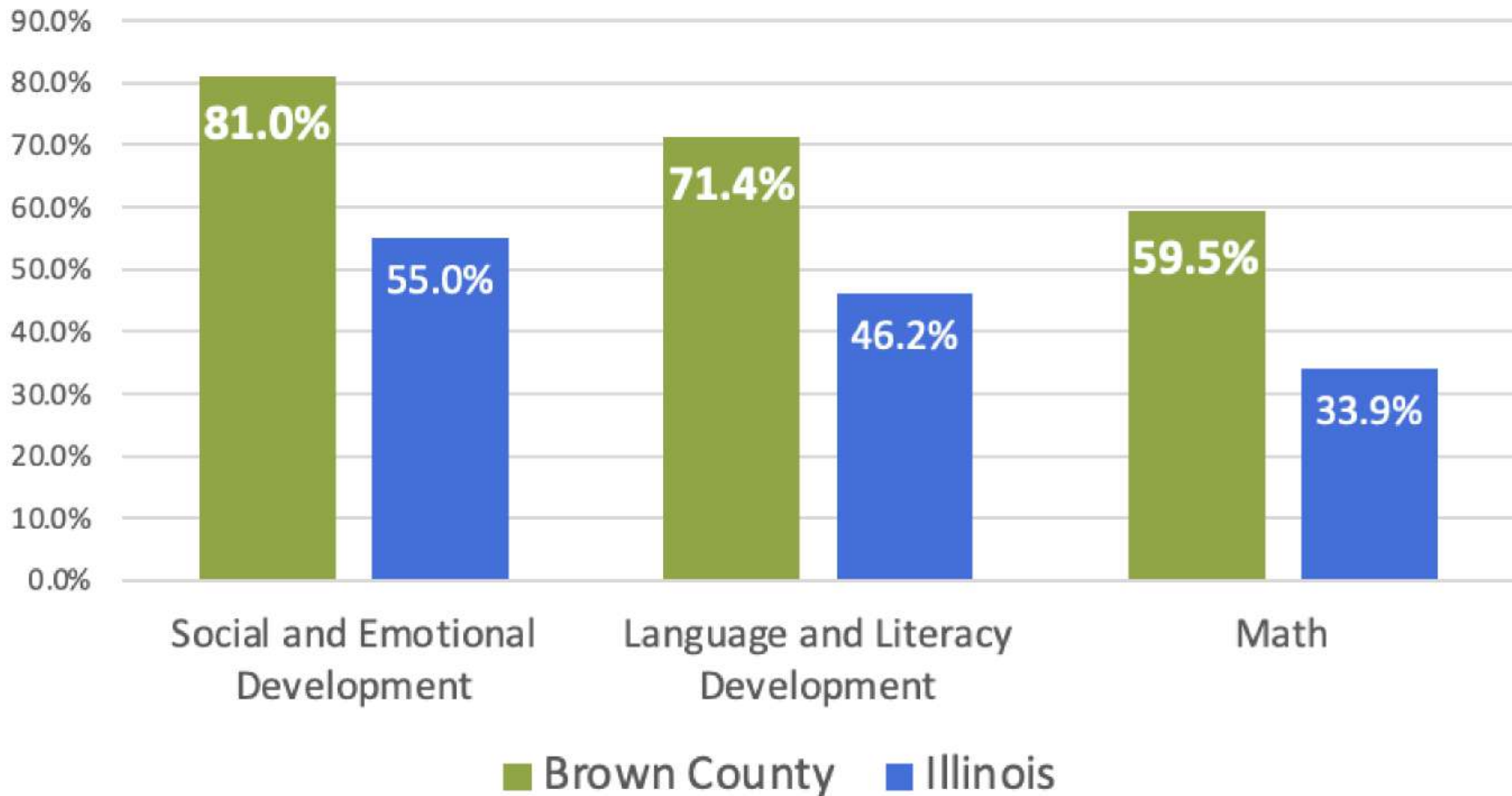
% of Students Enrolling in College within 12 Months – Graduating Class of SY 2020



Source: Illinois Report Card 2021-2022

Education- Early Learning

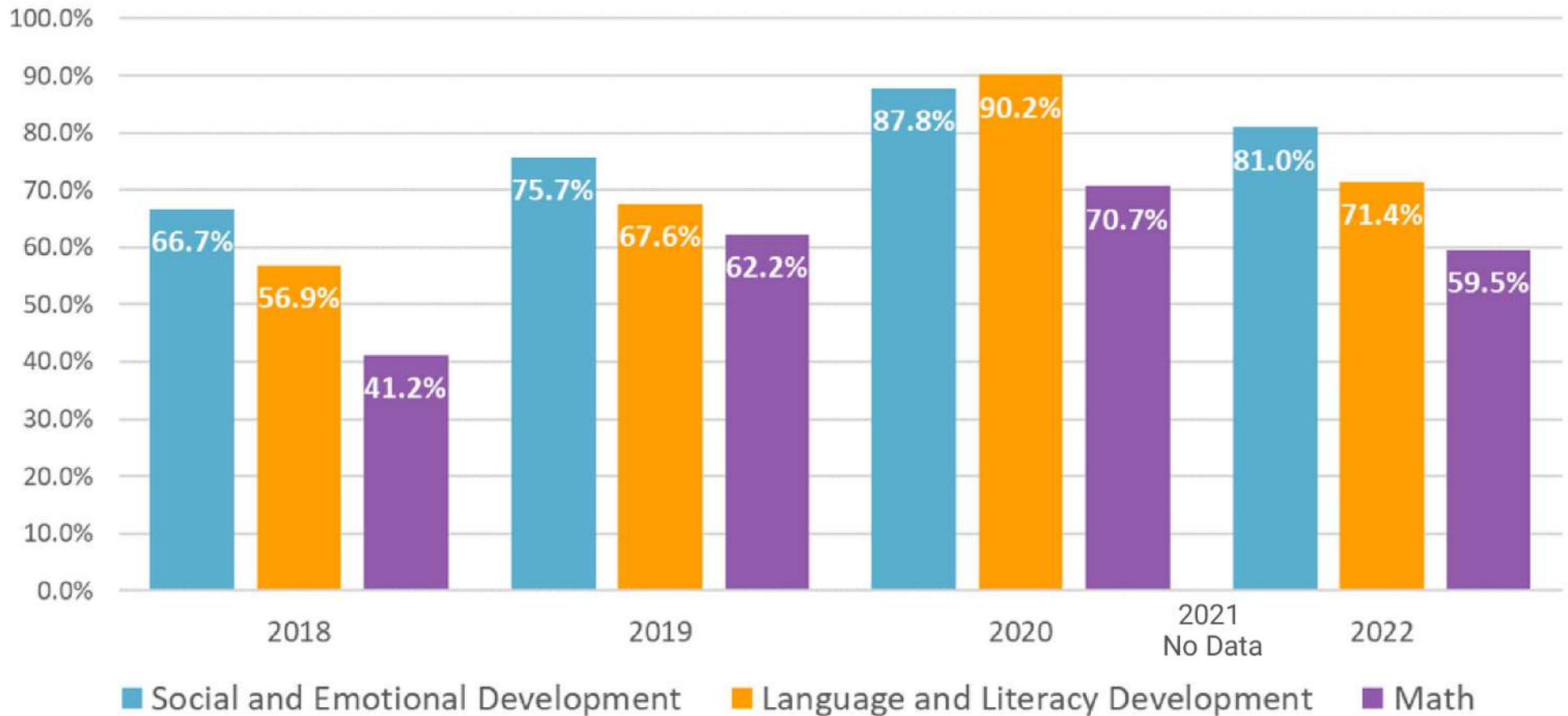
This graph shows a breakdown of the percentage of students ready in each of three developmental areas: 1) Social and Emotional Development, 2) Language and Literacy Development, and 3) Cognition: Math. The Kindergarten Individual Development Survey (KIDS) is used annually to observe students on 14 measures across the three developmental areas.



Source: Illinois Report Card 2021-2022

Education- Early Learning

This graph shows the change in the percentage of students ready in each of the three developmental areas between 2018 and 2022. No data is available for 2021 due to the COVID-19 Pandemic which may also be the cause of the decrease in all three developmental areas between 2020 and 2022 after increases between 2018 and 2020.



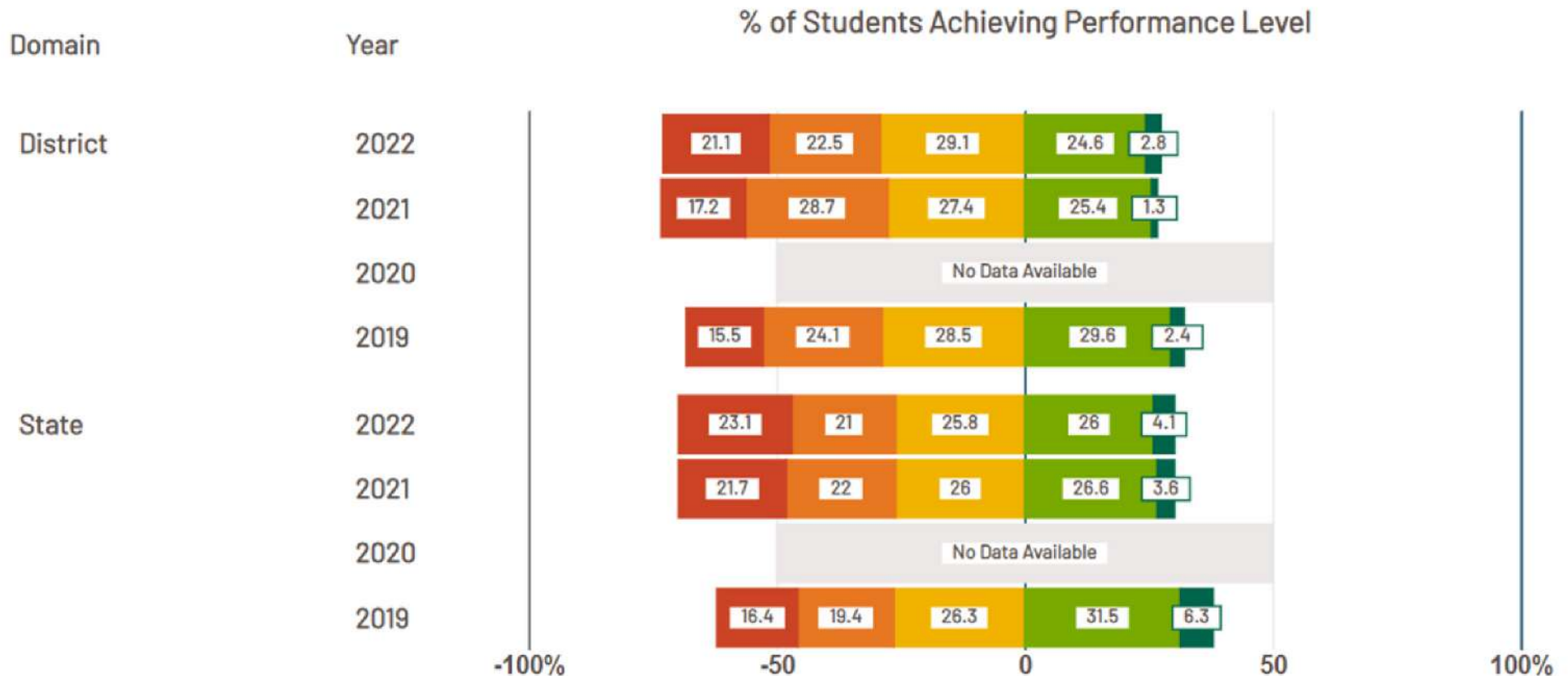
Source: Illinois Report Card 2021-2022

Education- Illinois Assessment of Readiness ELA

Illinois Assessment of Readiness: English/Language Arts (ELA) – Brown County CUSD 1

The display shows the percentage of students scoring at each of the performance levels for the Illinois Assessment of Readiness (IAR) for ELA.

■ Did Not Meet
 ■ Partially Met
 ■ Approached
 ■ Met
 ■ Exceeded



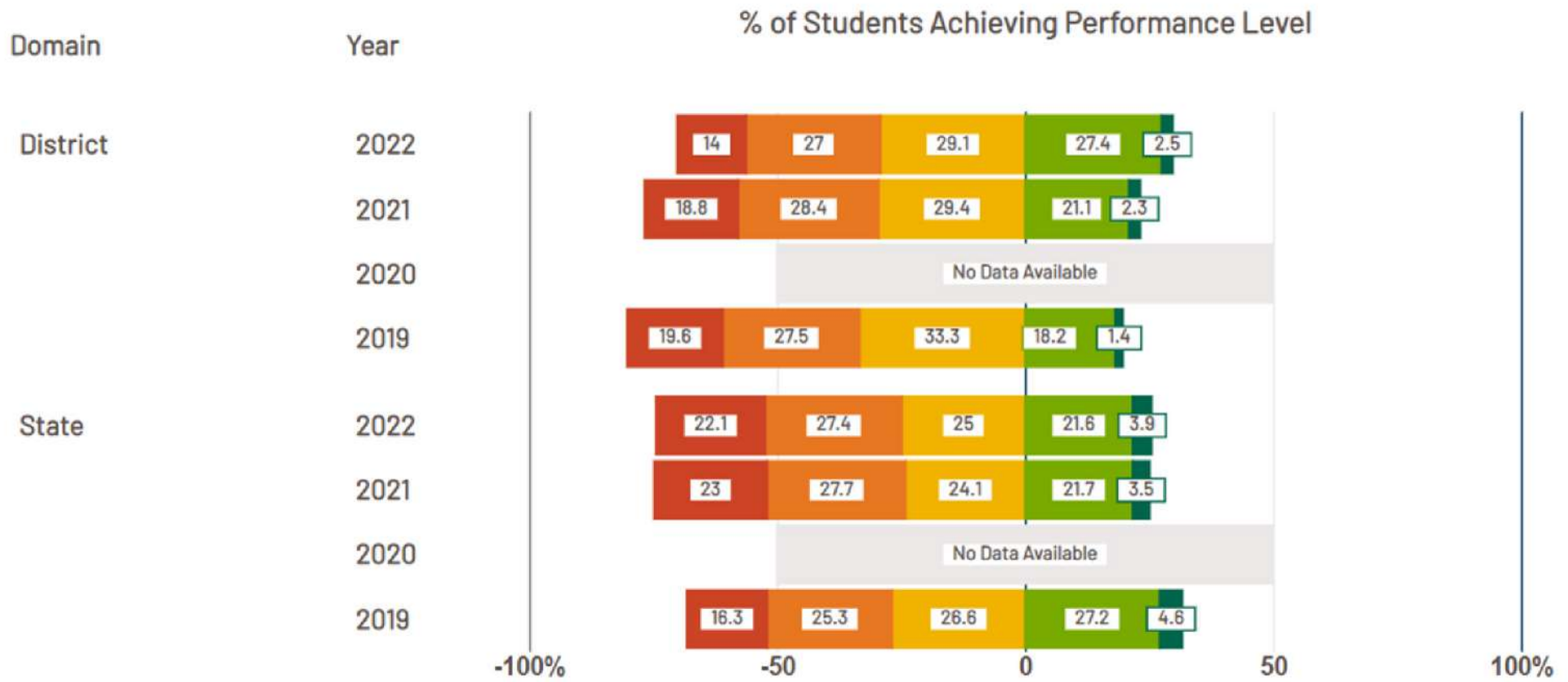
Source: Illinois Report Card 2021-2022

Education- Illinois Assessment of Readiness: Mathematics

Illinois Assessment of Readiness: Mathematics – Brown County CUSD 1

The display shows the percentage of students scoring at each of the performance levels for the Illinois Assessment of Readiness (IAR) for Mathematics.

■ Did Not Meet
 ■ Partially Met
 ■ Approached
 ■ Met
 ■ Exceeded



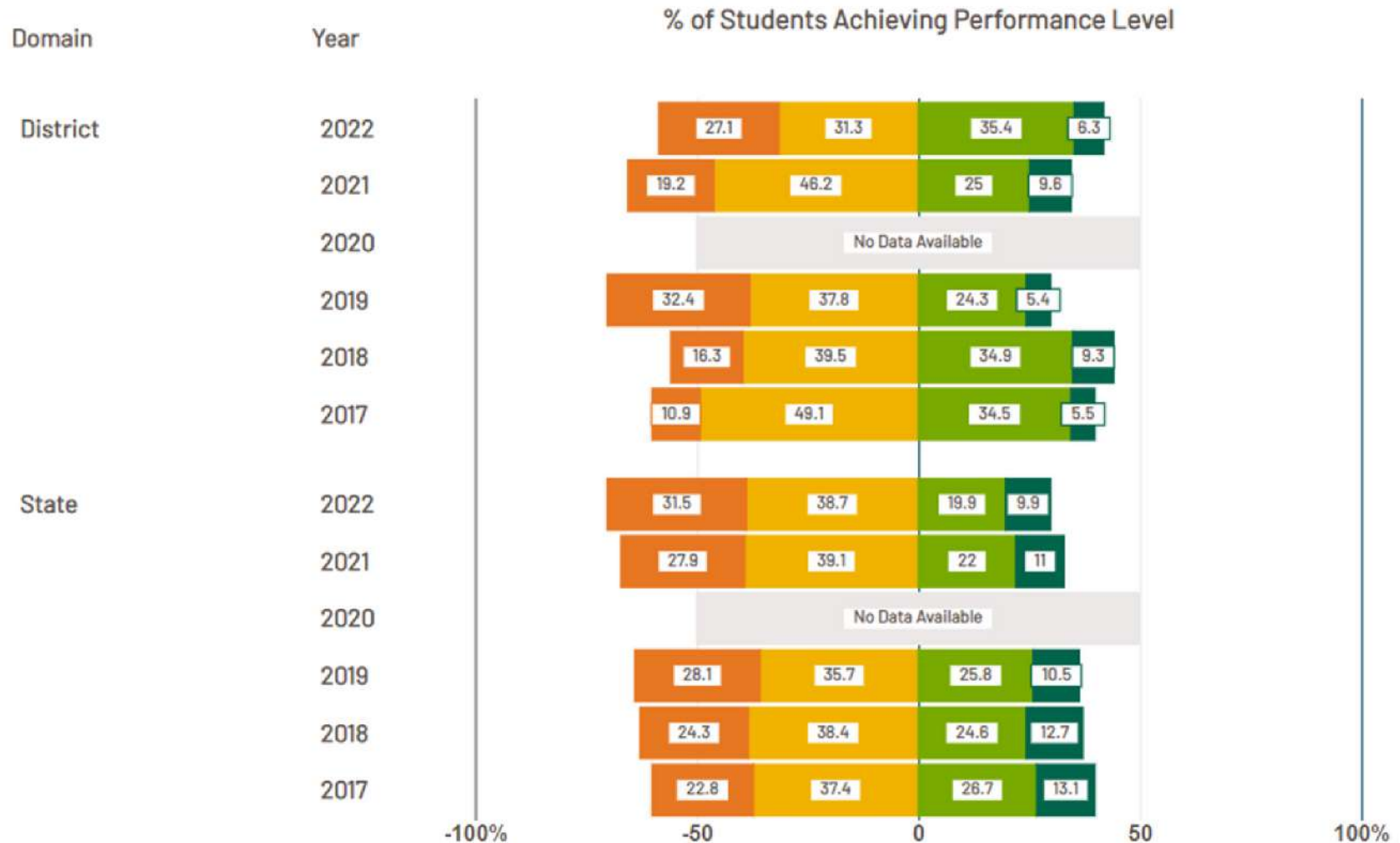
Source: Illinois Report Card 2021-2022

Education- SAT: ELA

SAT (Scholastic Aptitude Test): English/Language Arts (ELA) – Brown County CUSD 1

The display shows the percentage of 11th graders scoring at each of the performance levels for the Scholastic Aptitude Test (SAT) for ELA.

■ Partially Meets
 ■ Approaching
 ■ Meets
 ■ Exceeds



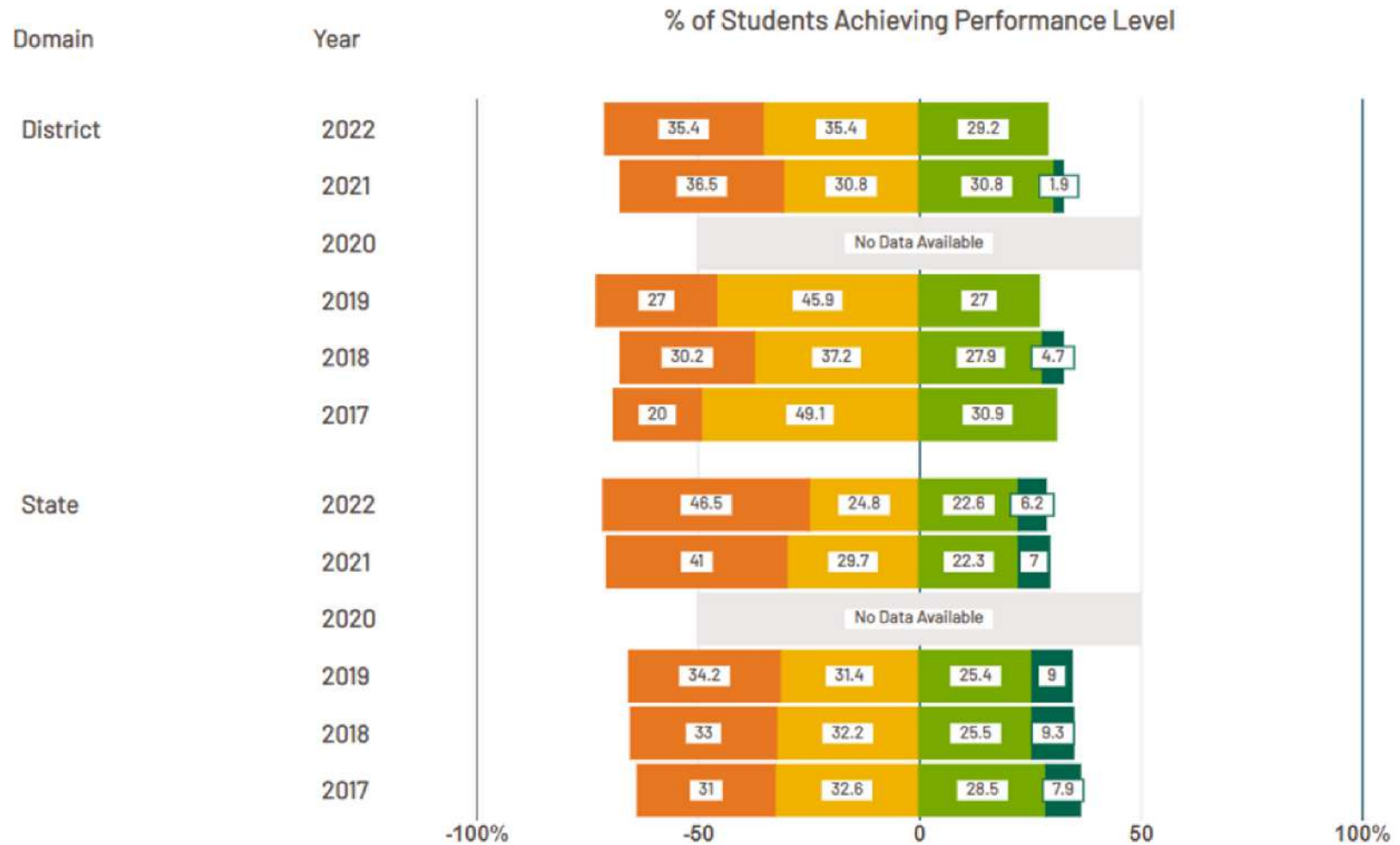
Source: Illinois Report Card 2021-2022

Education- SAT: Mathematics

SAT (Scholastic Aptitude Test): Mathematics – Brown County CUSD 1

The display shows the percentage of 11th graders scoring at each of the performance levels for the Scholastic Aptitude Test (SAT) for Mathematics.

■ Partially Meets
 ■ Approaching
 ■ Meets
 ■ Exceeds



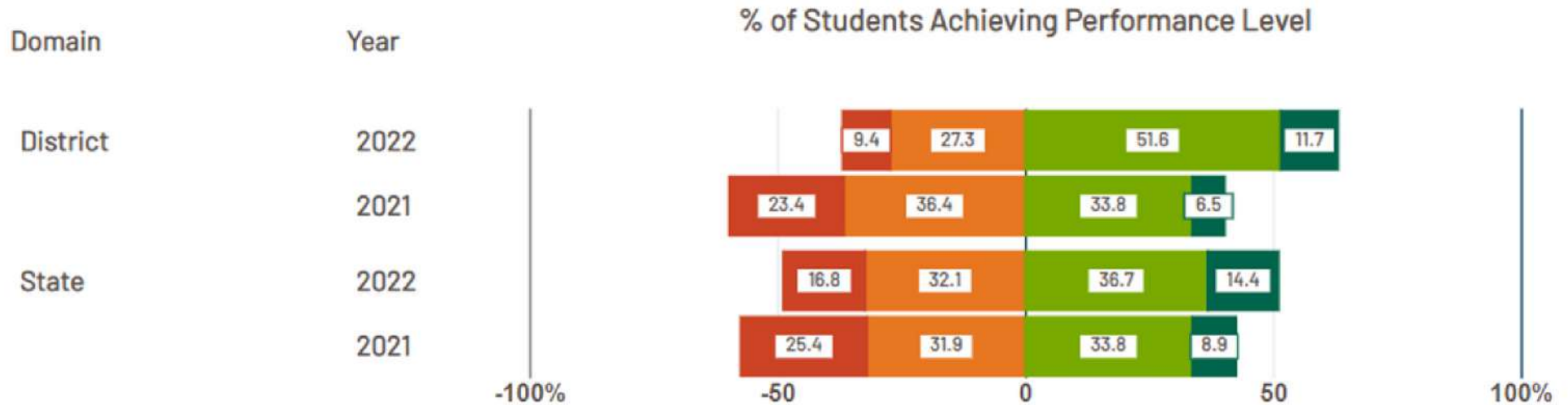
Source: Illinois Report Card 2021-2022

Education- Science Assessment

Science Assessment – Brown County CUSD 1

The graph displays the percentage of students who fall into four levels: emerging, developing, proficient, and exemplary on the Illinois Science Assessment.

Emerging Developing Proficient Exemplary

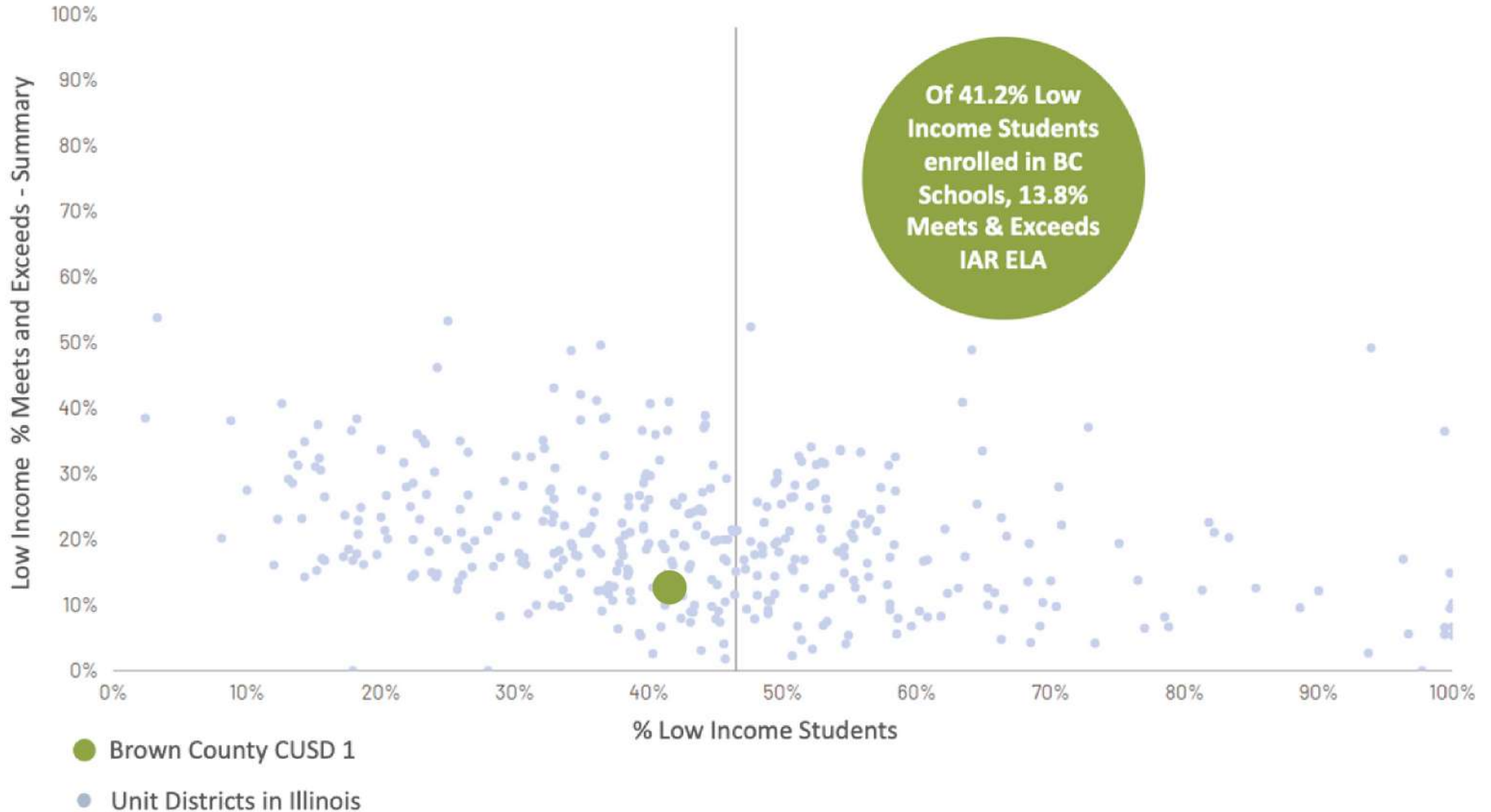


Source: Illinois Report Card 2021-2022

Education- Illinois Assessment of Readiness: ELA

Performance Scatterplots: Illinois Assessment of Readiness: ELA – Brown County CUSD 1

This display shows how Brown County CUSD 1 compares to other schools across the state on the Illinois Assessment of Readiness (IAR) for English/Language Arts (ELA). The green dot represents Brown County; light blue dots are all the other schools/districts in the state with the same selected grade levels. This data was available based on demographics.

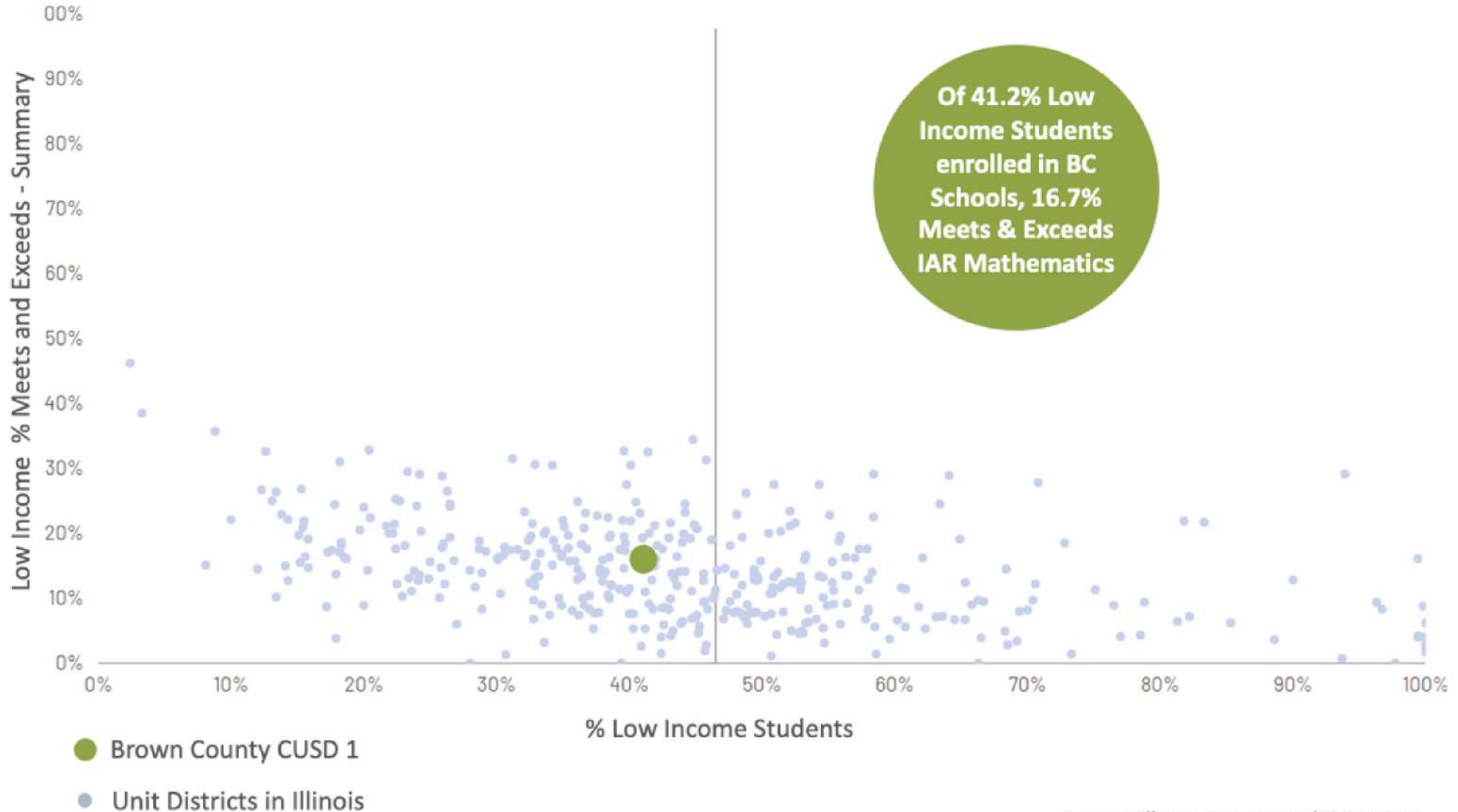


Source: Illinois Report Card 2021-2022

Education- Illinois Assessment of Readiness:

Performance Scatterplots: Illinois Assessment of Readiness: Mathematics – Brown County CUSD 1

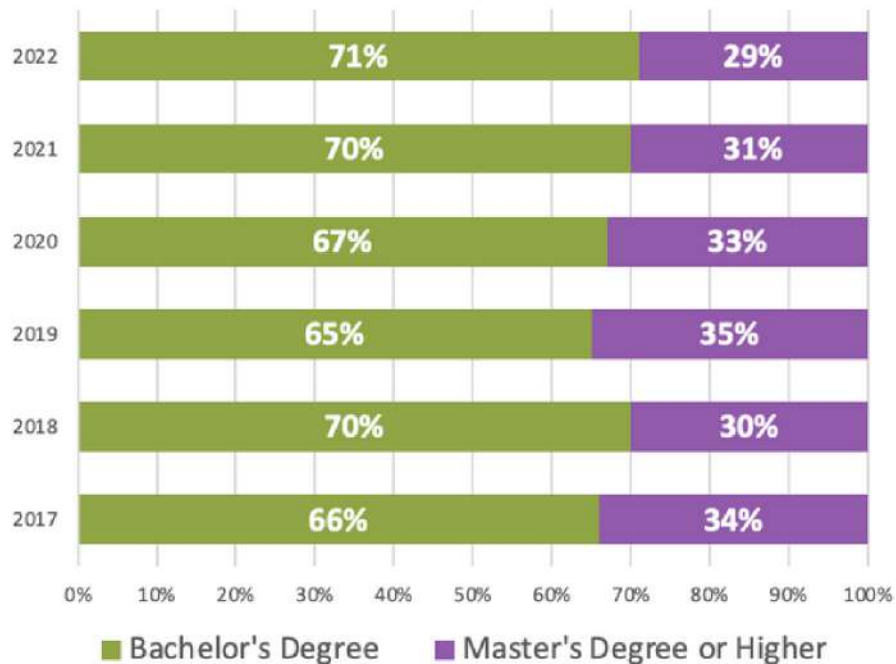
This display shows how Brown County CUSD 1 compares to other schools across the state on the Illinois Assessment of Readiness (IAR) for Mathematics. The green dot represents Brown County; light blue dots are all the other schools/districts in the state with the same selected grade levels. This data was available based on demographics.



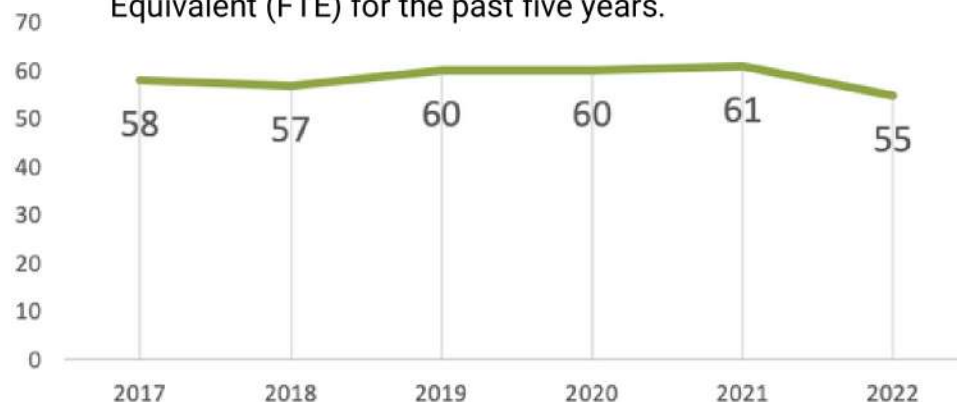
Source: Illinois Report Card 2021-2022

Education- Teachers

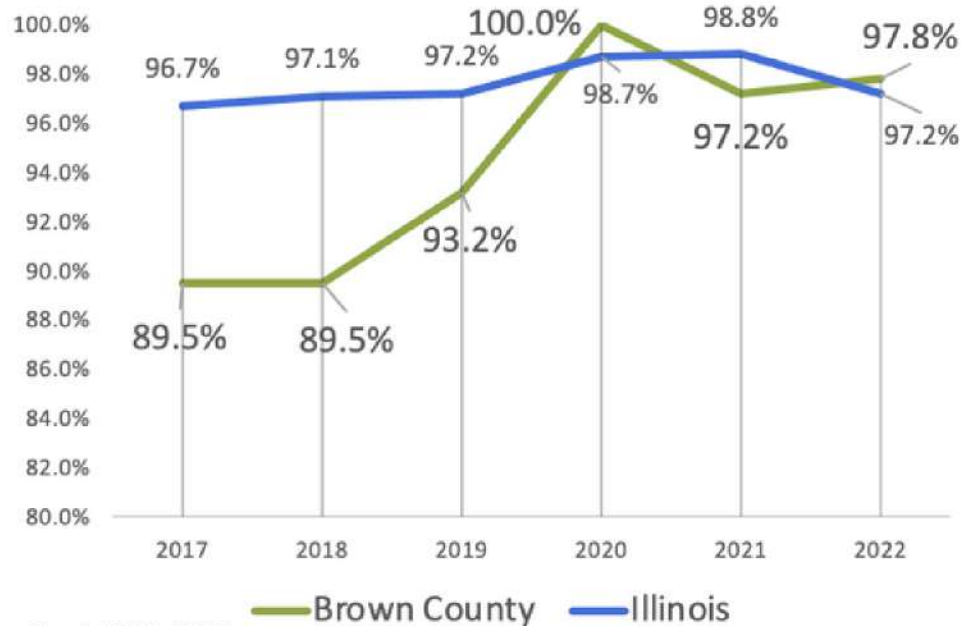
Teacher Education – Brown County CUSD 1
 Percentage of teachers holding a bachelor's degree, master's degree, or higher.



Total Teachers FTE – Brown County CUSD 1
 The graph shows the total number of teachers - Full Time Equivalent (FTE) for the past five years.



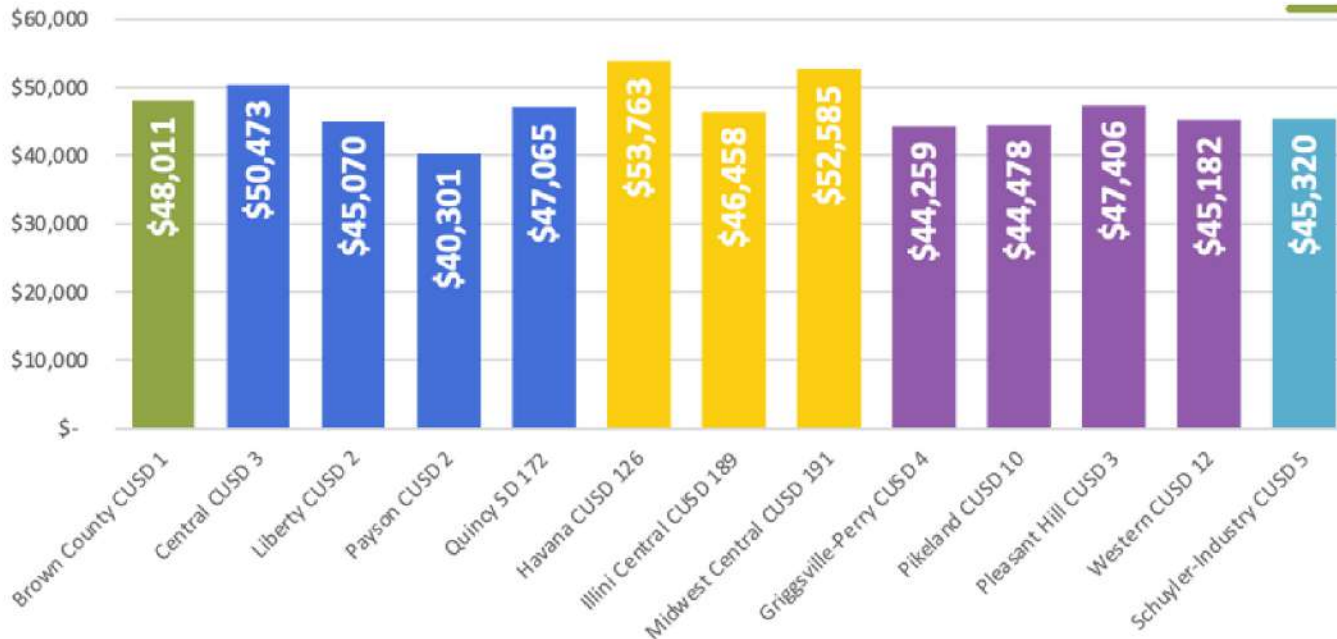
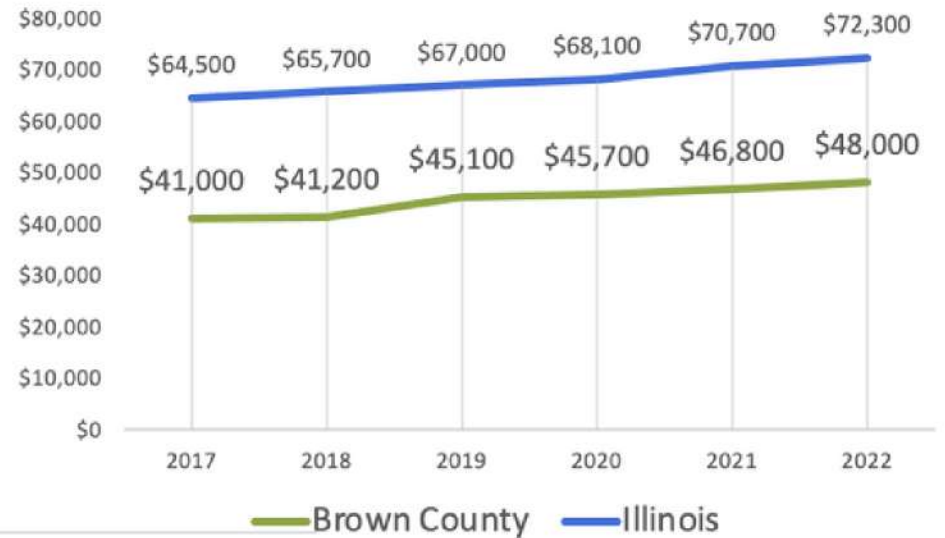
Teacher Evaluation – Brown County CUSD 1
 The percent of teachers evaluated as excellent or proficient by an administrator or other evaluator trained in performance evaluations.



Source: Illinois Report Card 2021-2022

Education- Teacher Salary

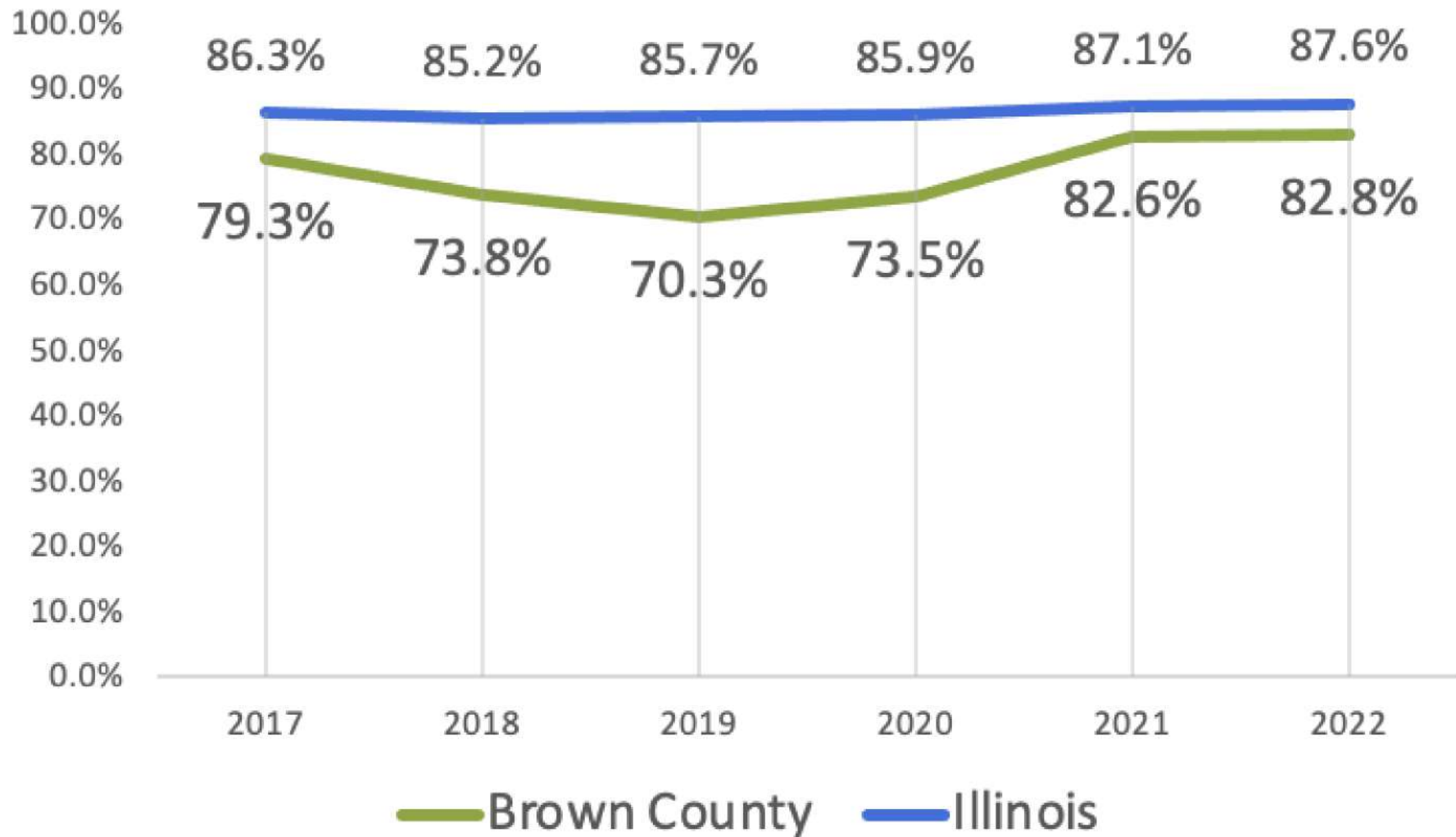
The average salary of a teacher employed at Brown County CUSD 1 in 2022 was \$48,011. These graphs show the average salary for teachers over the past 5 years in Brown County compared to the State of Illinois from 2017 to 2022 and the rates for school districts in the PUMA Counties in 2022. These numbers are calculated by using the sum of all teachers' salaries divided by the number of FTE teachers.



Source: Illinois Report Card 2021-2022

Education- Teacher Retention

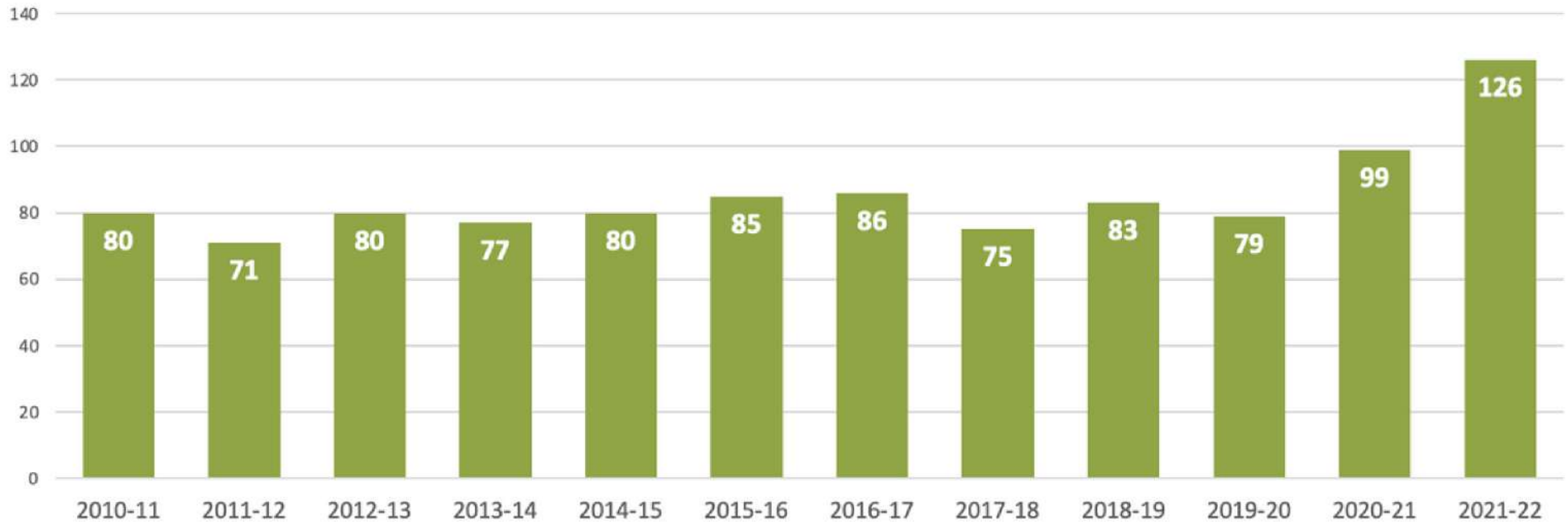
This graph shows the district average for the 3-year average percentage of teachers returning to work at the same school.



Source: Illinois Report Card 2021-2022

Education- St. Mary School Enrollment

St. Mary School offers Pre-Kindergarten through eighth grade education. 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 students with the aptitude and the determination to continue their education and become responsible Christians in society.



Source: Illinois State Board of Education, Nonpublic Enrollment

2022 Brown County Community Survey Results



**504 Brown County Residents
+ 167 Brown County Work-Only**

671 Total Survey Respondents



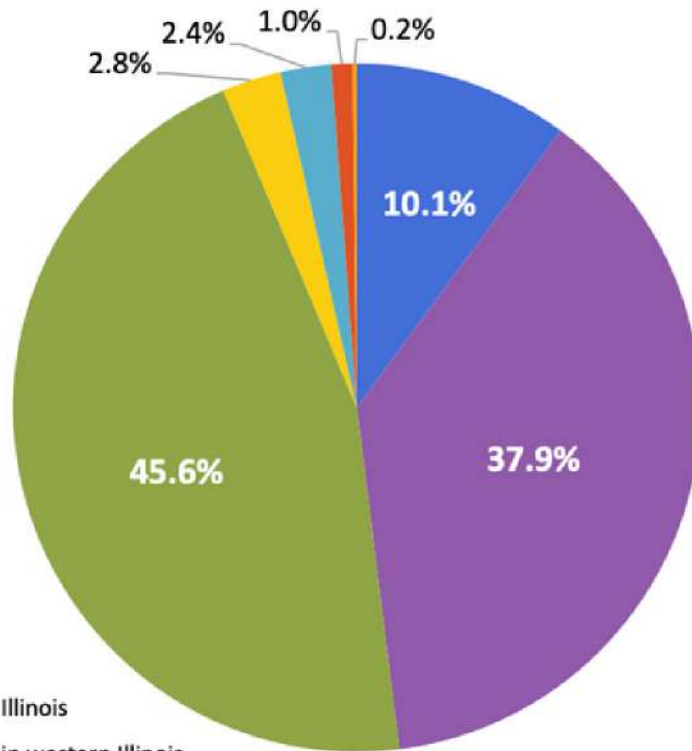
**55 Brown County High School
Survey Respondents**

2022 Brown County Community Survey Results

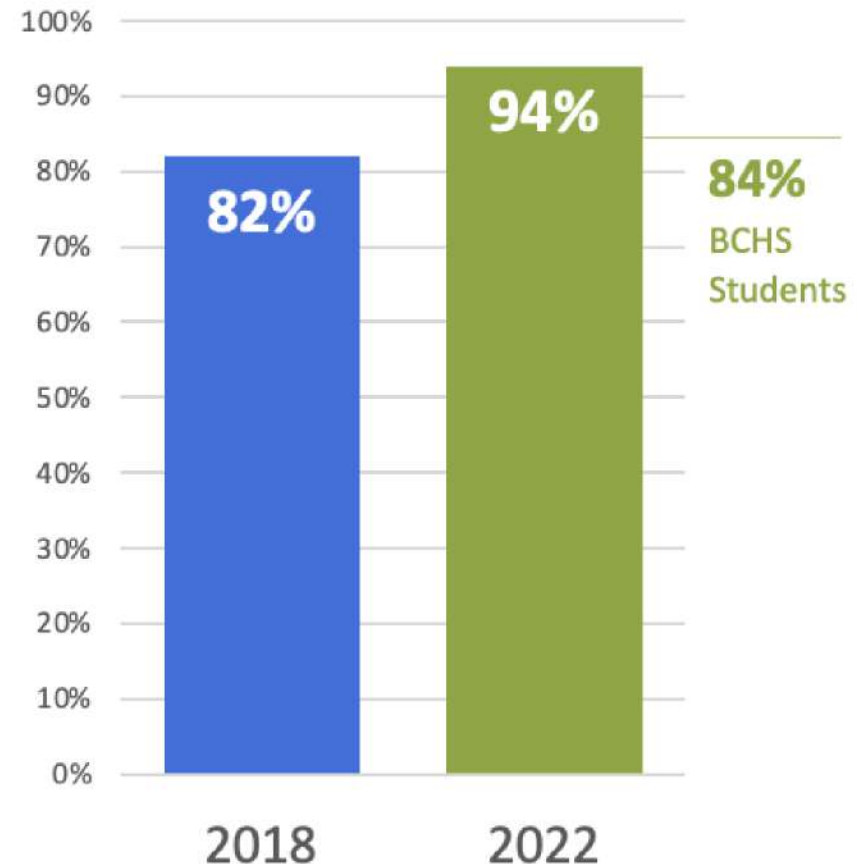
Question 1: How would you categorize the *quality of life in Brown County? Residents (504)

*Quality of life is defined as the level of health, comfort, and happiness felt by an individual or group.

94% of resident respondents categorize the quality of life in Brown County as positive (generally good, one of the best in western Illinois, or the best in western Illinois), compared to 82% in 2018.



- Best in western Illinois
- One of the best in western Illinois
- Generally good
- Below average
- Has been deteriorating
- Poor
- No opinion



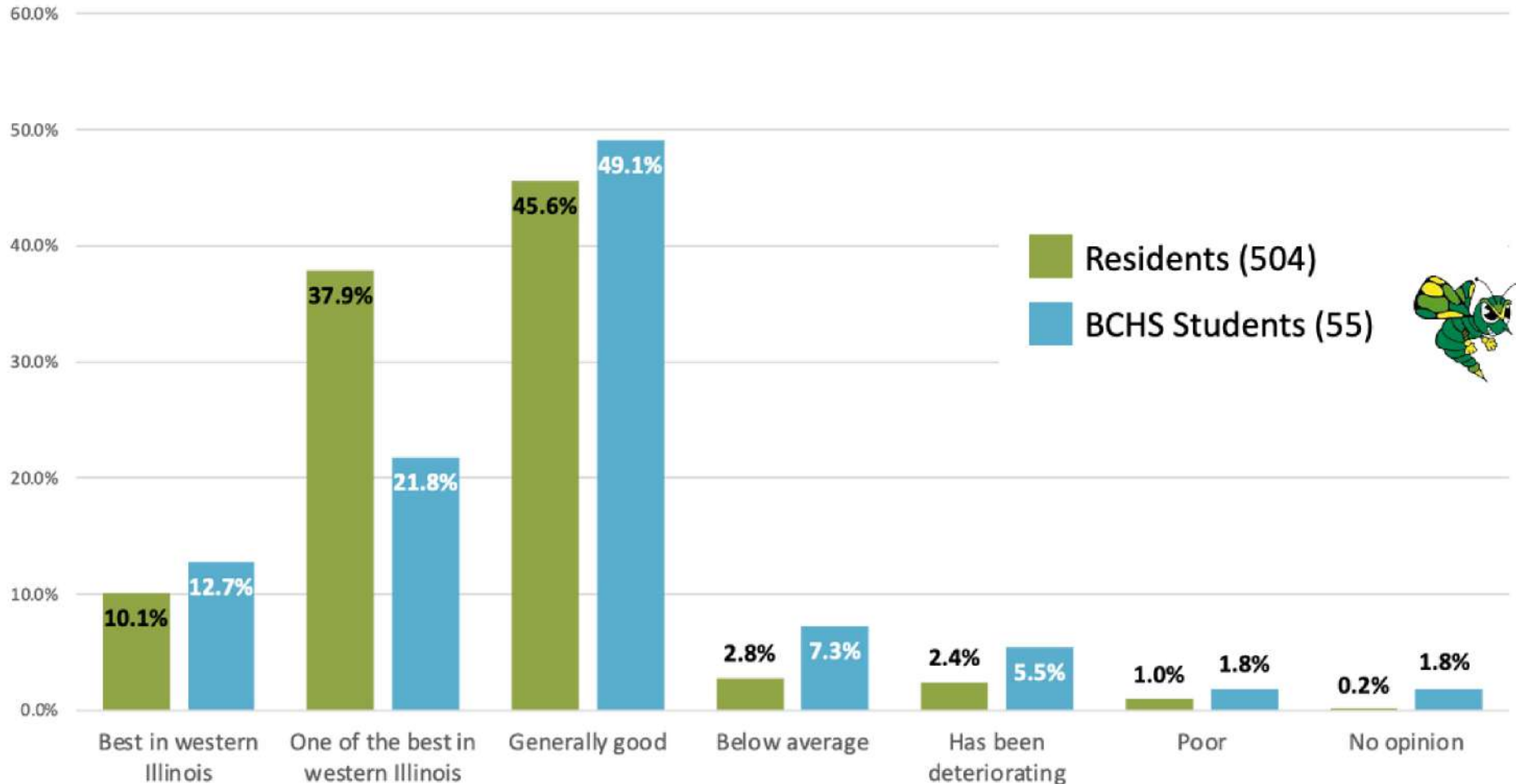
"I feel happy to be a part of this community, that my children live here, and my grandchildren live and go to school here as well. I think the improvements being made are fantastic, but there is also always room for improvement and positive paths to follow."

2022 Brown County Community Survey Results

Question 1: How would you categorize the *quality of life in Brown County?

Residents (504)
BCHS Students (55)

*Quality of life is defined as the level of health, comfort, and happiness felt by an individual or group.

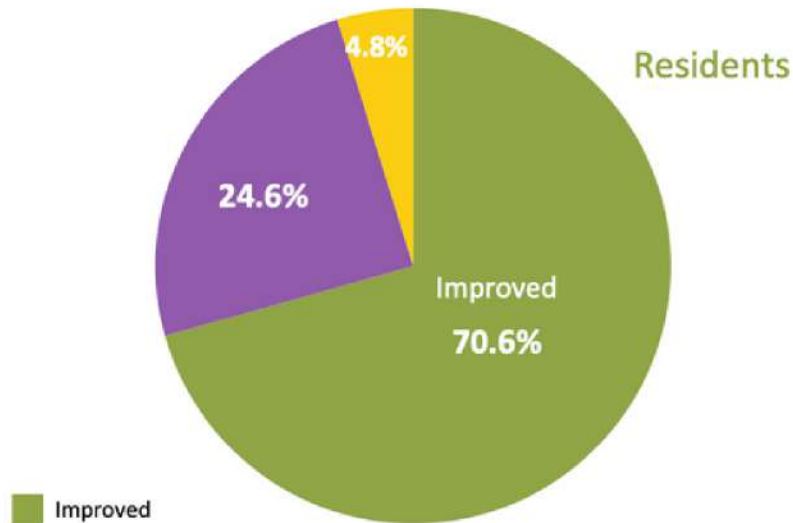


"I love the people in this town and how everyone comes together is a time of need. It's like having a huge, extended family. I feel like (this) is one of the safest towns to live in Illinois, too. I love the small-town schools and low crime rate. Another of my favorite things about BC is the number of sports available and how supportive (of the teams) the community is during those times."

2022 Brown County Community Survey Results

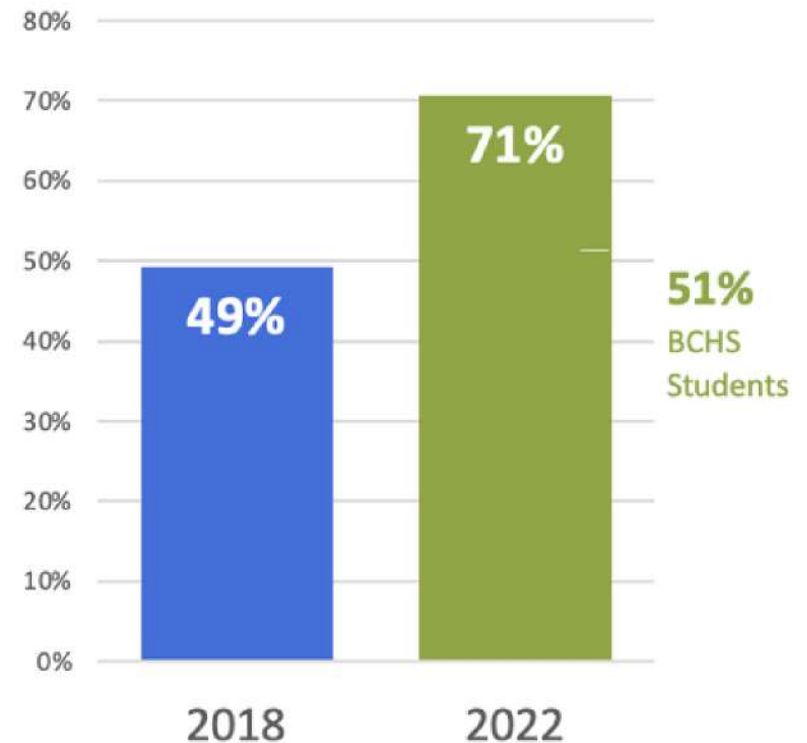
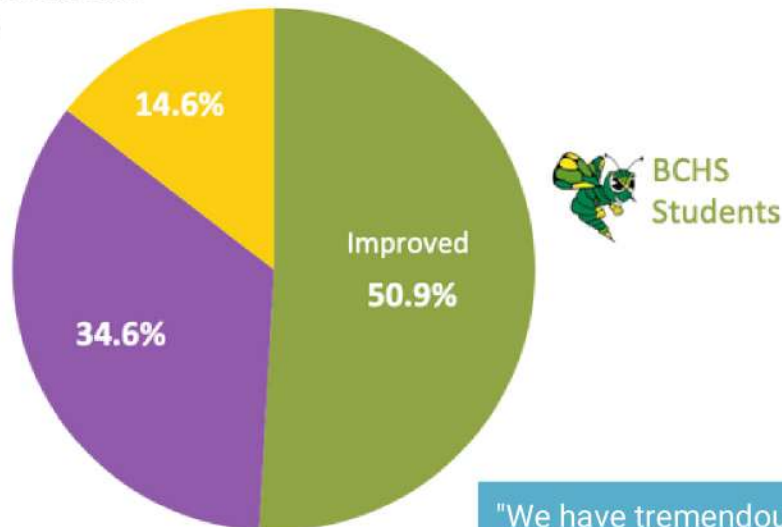
Question 2: Over the past five years, do you believe Brown County's quality of life has improved, stayed about the same, or declined?

Residents (504)
 BCHS Students (55)



Of the 504 respondents who self-identified as living or living and working in Brown County, 71% believe that the quality of life in Brown County has improved over the past five years – a dramatic increase over the 49% of 2018 respondents who felt this way. The same percentage – 71% of respondents who self-identified as working but not living in Brown County responded that the quality of life had improved over that five-year time period.

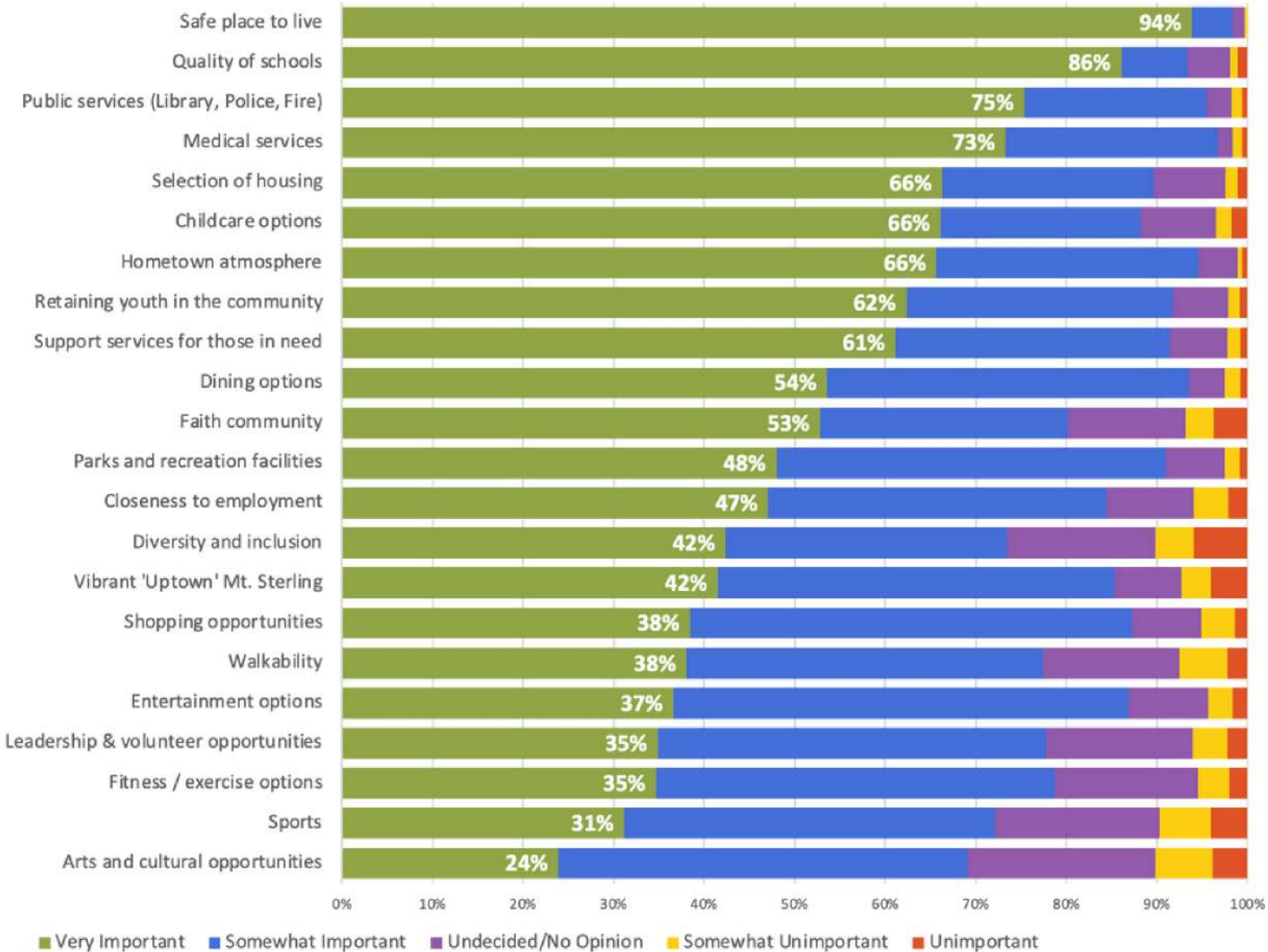
- Improved
- Stayed about the same
- Declined



"We have tremendous support of our schools, and a great local following of the school sports teams! Uptown has grown significantly over the past few years with the options in shopping now available. The pride the city takes in beautifying the uptown area is second to none."

2022 Brown County Community Survey Results

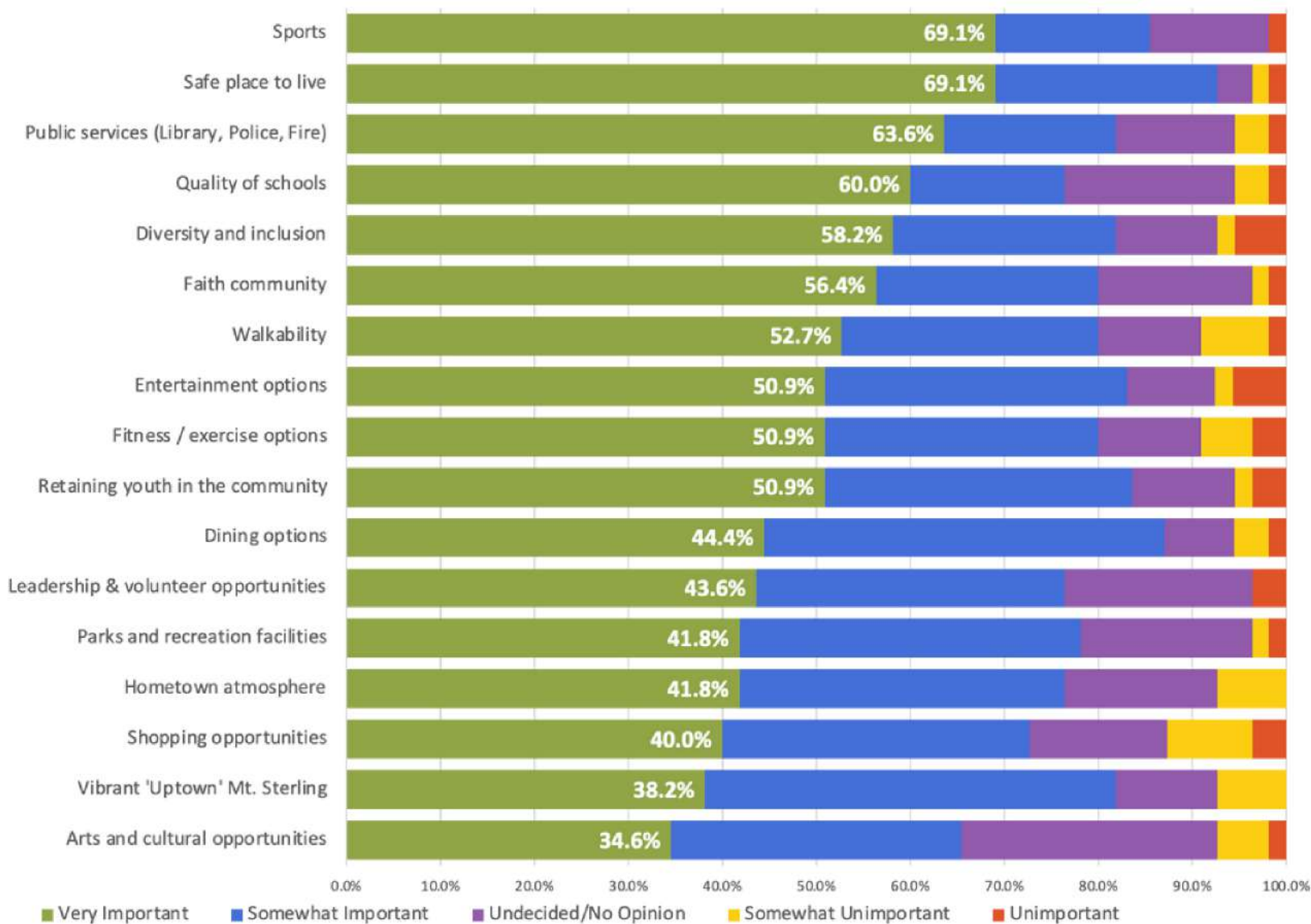
Question 3: How important are the following to the quality of life in Brown County? All (671)



Some additional choices offered to survey respondents when asked to rate them in respect to their importance to the quality of life in Brown County led to some movement among the 22 total attributes offered to respondents. Medical Services and Childcare jumped to the top 6 rated as Very Important. Dining Options and Faith Community came in at #s 10 and 11 respectively, and Diversity and Inclusion at #14. Shopping Opportunities, Entertainment Options, and Walkability all showed an increase in the percentage of respondents rating them as Very Important compared to the 2018 survey.

2022 Brown County Community Survey Results

Question 3: How important are the following to the quality of life in Brown County? BCHS (55)



There was some overlap in the Top 5 choices for both adult and youth respondents with Safe Place to Live, Quality of Schools, and Public Services identified by both groups as Very Important. Three other attributes in the adult Top 5 were not included on the youth survey: Medical Services, Selection of Housing, and Childcare Options. Sports tied with Safe Place to Live as most important by youth respondents.

2022 Brown County Community Survey Results

Question 3: 2022 vs. 2018 vs. BCHS

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

All (671)
BCHS Students (55)

Quality of Life	2022	2018	BCHS
Safe place to live	94%	93%	69%
Quality of schools	86%	85%	60%
Public services (Library, Police, Fire)	75%	65%	64%
Medical services	73%	-	-
Selection of housing	66%	59%	-
Childcare options	66%	-	-
Hometown atmosphere	66%	64%	42%
Retaining youth in the community	62%	61%	51%
Support services for those in need	61%	54%	-
Dining options	54%	-	44%
Faith community	53%	-	56%
Parks and recreation facilities	48%	40%	42%
Closeness to employment	47%	45%	-
Diversity and inclusion	42%	-	58%
Vibrant 'Uptown' Mt. Sterling	42%	35%	38%
Shopping opportunities	38%	32%	40%
Walkability	38%	-	53%
Entertainment options	37%	32%	51%
Leadership & volunteer opportunities	35%	36%	44%
Fitness / exercise options	35%	35%	51%
Sports	31%	27%	69%
Arts and cultural opportunities	24%	21%	35%

Ranked by 'Very Important'

Most interesting was the fact that Diversity and Inclusion ranked in the youth Top 5 while only 42% of adult respondents identified it as Very Important. This might be explained by increased awareness, both general and possibly specific class discussions of Diversity and Inclusion.

2022 Brown County Community Survey Results

Question 3: Residents vs. Work Only

All (671)

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

Survey respondents were asked to rank a series of community attributes from Very Important to Unimportant. Comparing the responses of those who either live or live and work in Brown County (Residents) to the responses of non-residents who commute to work in Brown County showed a complete overlap for the top six, albeit with slightly different order.

The table below shows those attributes where the combined percentages of Very Important and Somewhat Important totaled more than 90%.

Rank	Live / Live and Work		Work Only	
1	Safe place to live	98.9%	Safe place to live	96.0%
2	Medical Services	96.8%	Medical Services	95.2%
3	Public Services - Library, Police, Fire	96.4%	Hometown Atmosphere	93.6%
4	Hometown Atmosphere	95.0%	Public Services - Library, Police, Fire Dining Options	92.1%
5	Quality of schools	94.4%	Quality of schools	91.3%
6	Dining Options	93.6%		
7	Retaining youth Support services	92.2%		
8	Parks and recreation facilities	91.2%		

"I feel the most important are education and safety. Our kids are our future, and if you want Mt. Sterling to stay strong, then we need our kids to have a good education, and they need to feel safe."

2022 Brown County Community Survey Results

Question 4: From the list of options in the preceding question, which is the most critical issue facing Brown County? If you think the most critical issue is not in the list above, please share your thoughts.



The greatest number of respondents identified housing as the most critical issue facing Brown County, both residents and commuting workers. Both senior housing and rental options were mentioned, but the great majority of the comments included the word 'affordable' or similar phrasing. This corresponds to the responses to another question later in the survey asking what type of housing is most needed with a majority of respondents stating that 'a lot more' houses priced under \$150,000; conversely, a majority of respondents replied that 'no more' houses priced over \$300,000 are needed. This was true for both residents and commuting workers.



The next most frequent response was a need for dining options, which we combined with shopping options since the latter was not included specifically among the attributes from which respondents could choose. In regard to shopping, some specific types of stores were sometimes cited, most frequently being a grocery store and most specifically, Aldi's. Comments about dining options, like with housing, often used the word 'affordable,' with other mentions of needing a restaurant open on Monday. Two very specific suggestions for desired cuisine were pizza and Chinese. Both residents and commuting workers identified shopping/dining options as a critical issue.



The need for activities and entertainment options was cited next most frequently, although much more by residents than by commuting workers. Most of these comments focused more on the need for activities and entertainment for children and youth more than for adults, although several comments did state that it would be nice if adults had something to do that does not involve alcohol. A later question in the survey asked respondents to identify desirable potential businesses which provides specific suggestions that support both this finding and the one previous. Those responses will be discussed later in this report.



Schools, childcare, retaining youth, and recreation / fitness opportunities, and safety were all mentioned to a significant degree by both resident and commuting worker respondents. Of possibly more interest is the fact that both types of respondents identified a critical issue that was not among the options provided – high taxes. We recognize that this is not a new issue and certainly not one that can be easily addressed, but when commuting workers identify it as an issue that would keep them from moving to Brown County, it is worth singling out.

2022 Brown County Community Survey Results

Question 4: From the list of options in the preceding question, which is the most critical issue facing Brown County? If you think the most critical issue is not in the list above, please share your thoughts.

- Walkability, the sidewalks in residential areas are in much need of repair.
- I think retaining youth is the most critical, and also tied into all of the other issues. If the other issues can be addressed, people will want to stick around here. If people stick around, they will want to help improve the place.
- Affordable housing and affordable rental options. No one wants to spend half their salary on rent
- I feel like the lack of transparency by local government is a major problem. Seems like the elected officials in the County and City withhold the facts about many issues. I would venture to say violation of the Open Meetings Act is commonplace by the way the local media reports City and County meetings.
- I think one of the biggest issues facing BC right now is the lack of housing for families who actually want to move in. I know that's being addressed in many ways so, YAY! Childcare has also been a huge issue that has been tackled recently so major props to those who have put that into motion. I think the physical conditions of many of the schools is also a turnoff for prospective families. In terms of entertainment, dining, and shopping I believe there have been big gains over the past few years.
- I would say the key ones for me are housing options, the main reason I don't live here is because the houses are double the price of where I live for the same quality or worse. I have no reason to live here when I'll be paying for it in housing and then taxes on top of it. Food choices have gotten better but considering the amount of people that work at Dot there still is room for more options
- I have not personally been impacted by the housing availability in Brown County, but I understand it's a pain point. I hear most about accessible and affordable daycare. I would like to see more parks/recreation—specially trails for walking and biking.
- Retaining youth and population - if you can retain youth in the community, the chances of the community to thrive are better. If you cannot retain the younger generations, the community will be diminished as the years go by and the rest of the efforts to obtain shopping opportunities, entertainment, dining, etc. will follow.

2022 Brown County Community Survey Results

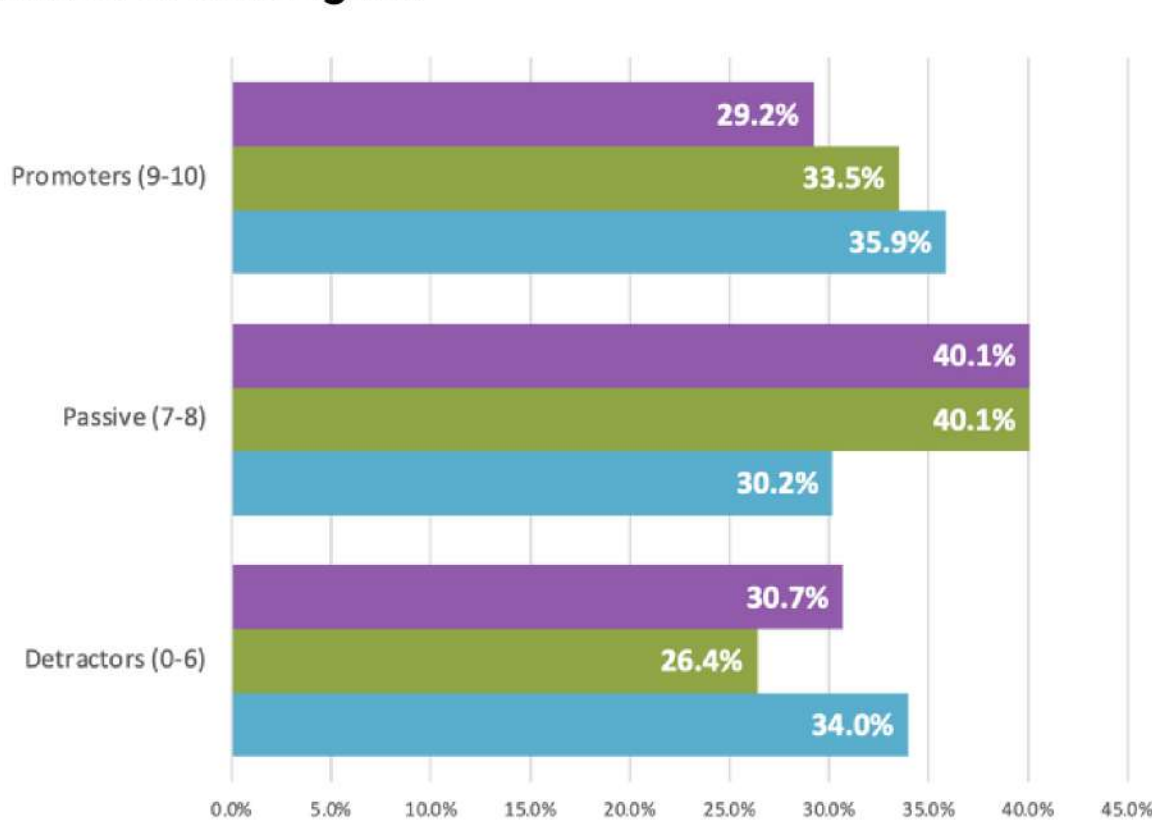
Question 4: From the list of options in the preceding question, which is the most critical issue facing Brown County? If you think the most critical issue is not in the list above, please share your thoughts.

- Affordable housing and dining options. Things have improved for dining but there are minimal choices on Sundays and Mondays
- Quality options for housing, especially for younger individuals that are not yet married.
- Retaining youth. With more roles able work from home, folks have the option of staying in Mount Sterling, even if their employer may be further away. Brown County needs to prioritize the amenities in the area for younger adults
- I wouldn't say it is critical, but education for children is extremely important. When we were looking to move out of Quincy, we chose to live in a small Adams County town because of their reputation for a quality education. I would say Brown County should work toward that same reputation in order to attract new residents.
- Childcare. There are not enough childcare providers/services in the Brown County area to service all of the families here. Would love to see more options available.
- The most critical issue is that there is only one quality employer in the county.
- I feel like childcare and housing are two of the most important needs in Brown County at this time in order for Dot Foods to continue to hire and retain employees.
- The housing market is very difficult. The prices are high and the availability is not great.
- Inflated housing costs, including real estate tax.

"I would say one of the biggest challenges the county faces is the change in work practices. With many people who used to travel to BC daily now coming just a couple of days a week, which will pose one of the biggest obstacles to growth the county faces moving forward."

2022 - Brown County Community Survey Results

Question 5: How likely is it that you would recommend Brown County as a place to live to a friend or colleague?



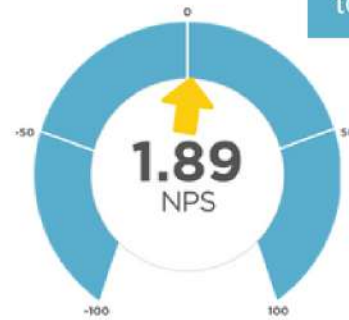
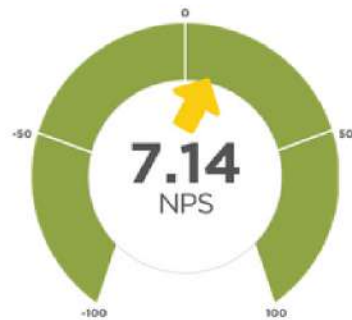
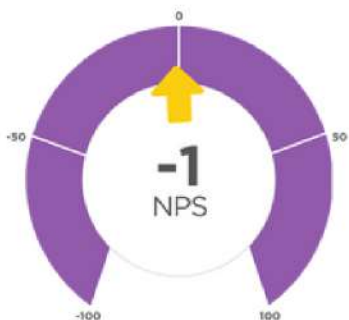
All Respondents (671)

Residents (504)

BCHS Students (55)

The Net Promoter Score (NPS) is a widely used market research metric that typically takes the form of a single survey question asking respondents to rate the likelihood that they would recommend a specific thing (company, product, service, or in our case, place) to a friend, colleague or family member. Respondents are divided into promoters, passives, and detractors based on their ratings and the NPS is calculated based on the responses.

"Brown County is a great small-town community to raise a family, and it's growing. It's exciting to see what the future brings to BC. We have the foundation to be a sought-after community for people to flock to. We just need finetuning here and there."



"The downside is the housing market is inflated to the point where young families pay more than the property (is) worth. Now they are 'house poor.'"

2022 - Brown County Community Survey Results

Question 6: Please explain why you selected the previous answer.

I love the small town where everybody knows everybody and being close to my family and friends.

Safe place to live, good schools, active churches, lovely neighborhoods, nice parks, good shopping, and friendly & helpful people.

Housing continues to be a concern. Finding lower middle-income housing is difficult, at times. There are too many small homes wasting away that could be repaired as rentals or starter homes. Neighborhood appeal diminishes when you see houses wasting away. Simple clean, affordable housing can be difficult to find when moving into this community.

I love Brown County. Mt. Sterling specifically at the seat of our county has improved tremendously over the past few years in terms of dining, shopping, aesthetics, and childcare options.

Definitely much better but would love to see more options for entertainment/shopping/dining.

Good employment opportunities and public services, very little diversity.

I would recommend it more if there was more rental availability or the prices of houses weren't so high.

I love Brown County but am disappointed in the housing opportunities and cost to live in this community

We are transplants to the area and have felt right at home. There is a strong sense of community and a lot more offered than you typically see in small towns. It's great to see so many families and businesses supporting growth in Mt. Sterling.

It is a safe community with great schools and opportunities to lead and participate in a community.

Many generational residents do not make an effort to help new residents integrate.

Brown County is striving to be a wonderful place to live. Over the last few years, there has been massive improvements in not only the look of Main Street, but the shops and activities that are offered.

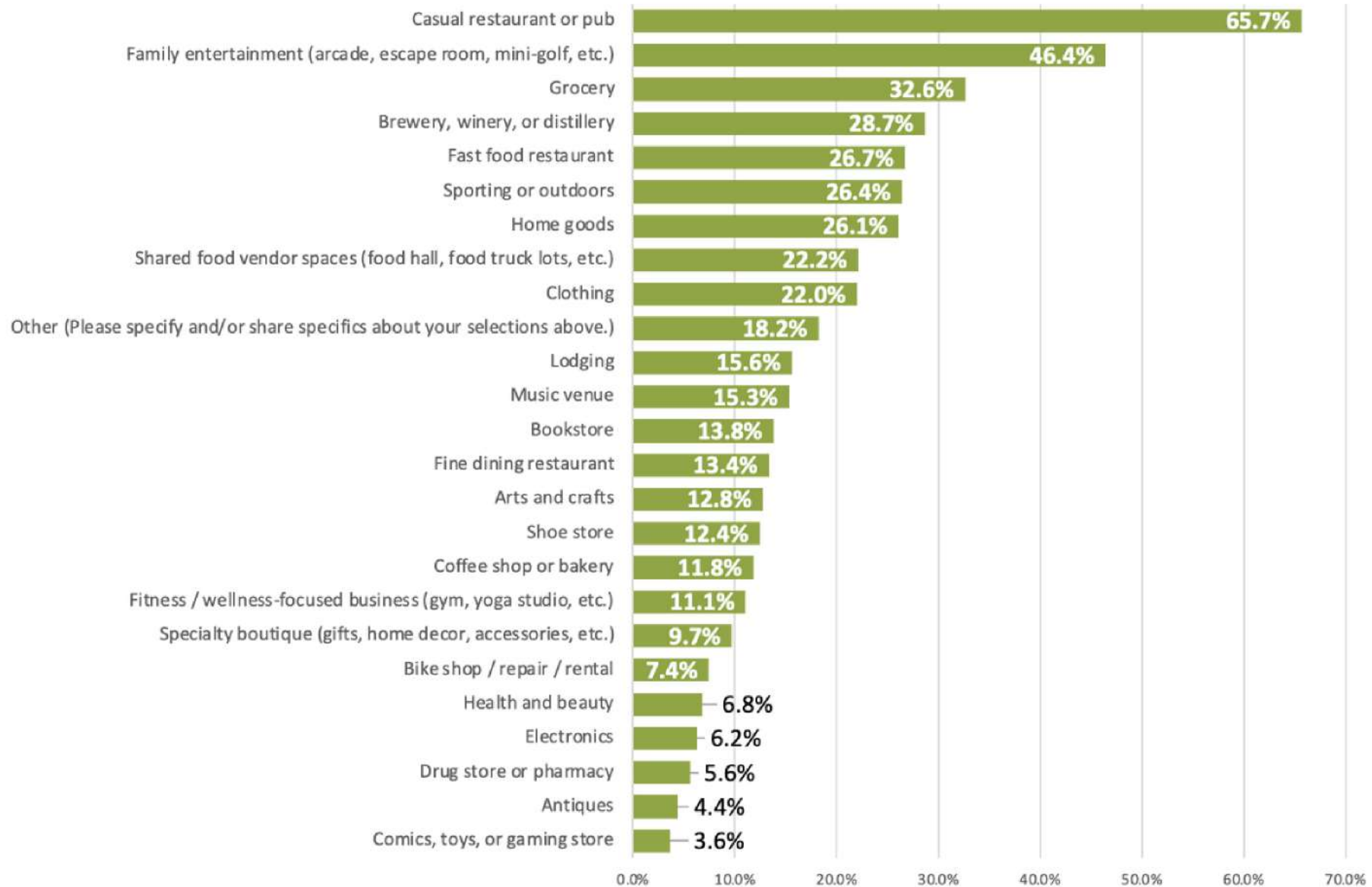
Nice small-town atmosphere. Friendly. Generous community.

While it is a great place to live it is an expensive place for those on a moderate income.

2022 Brown County Community Survey Results

Question 7: What five business types would you like to see more of in Brown County? (Please select up to five.)

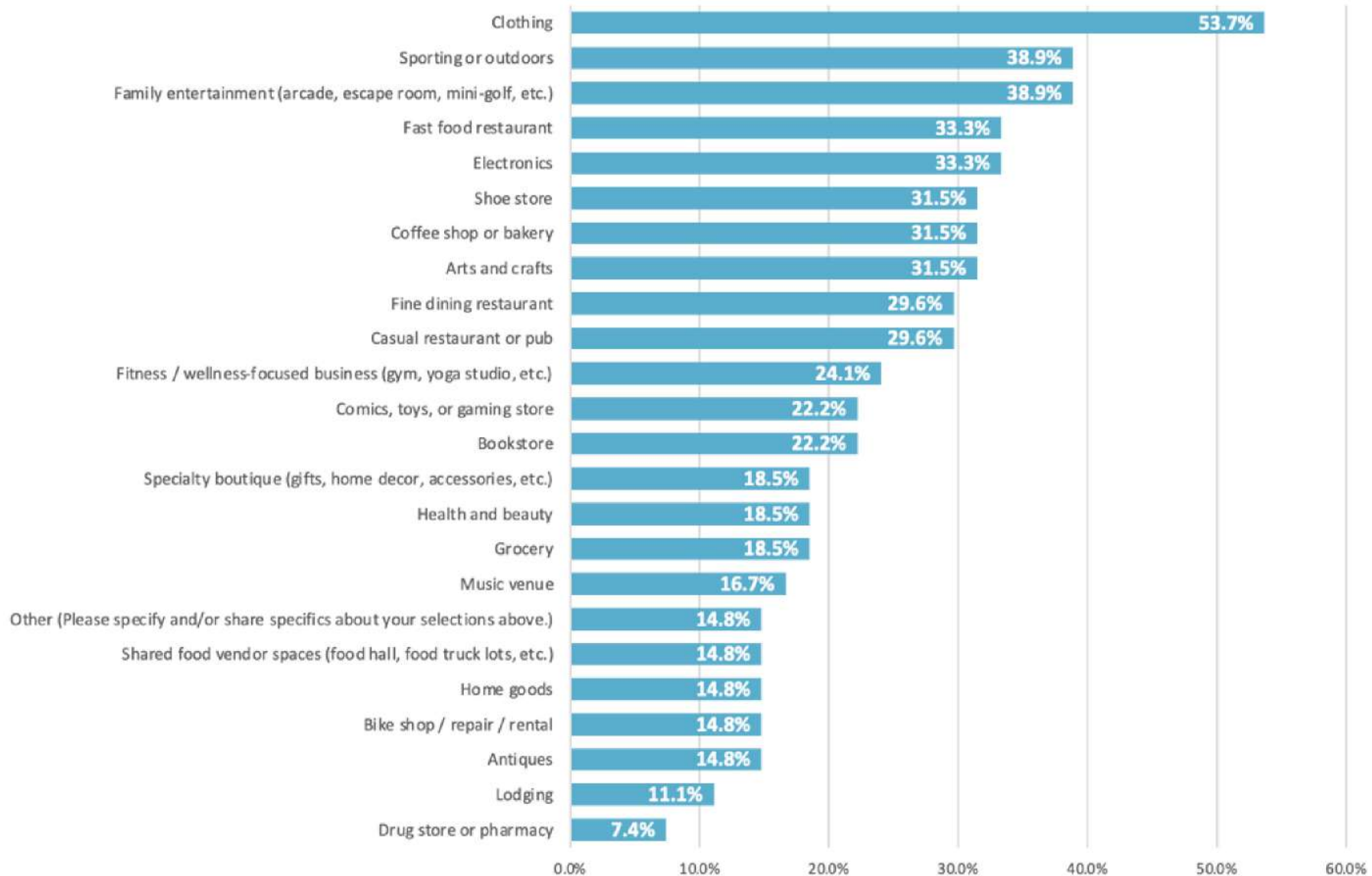
All (671)



2022 Brown County Community Survey Results

Question 7: What five business types would you like to see more of in Brown County? (Please select up to five.)

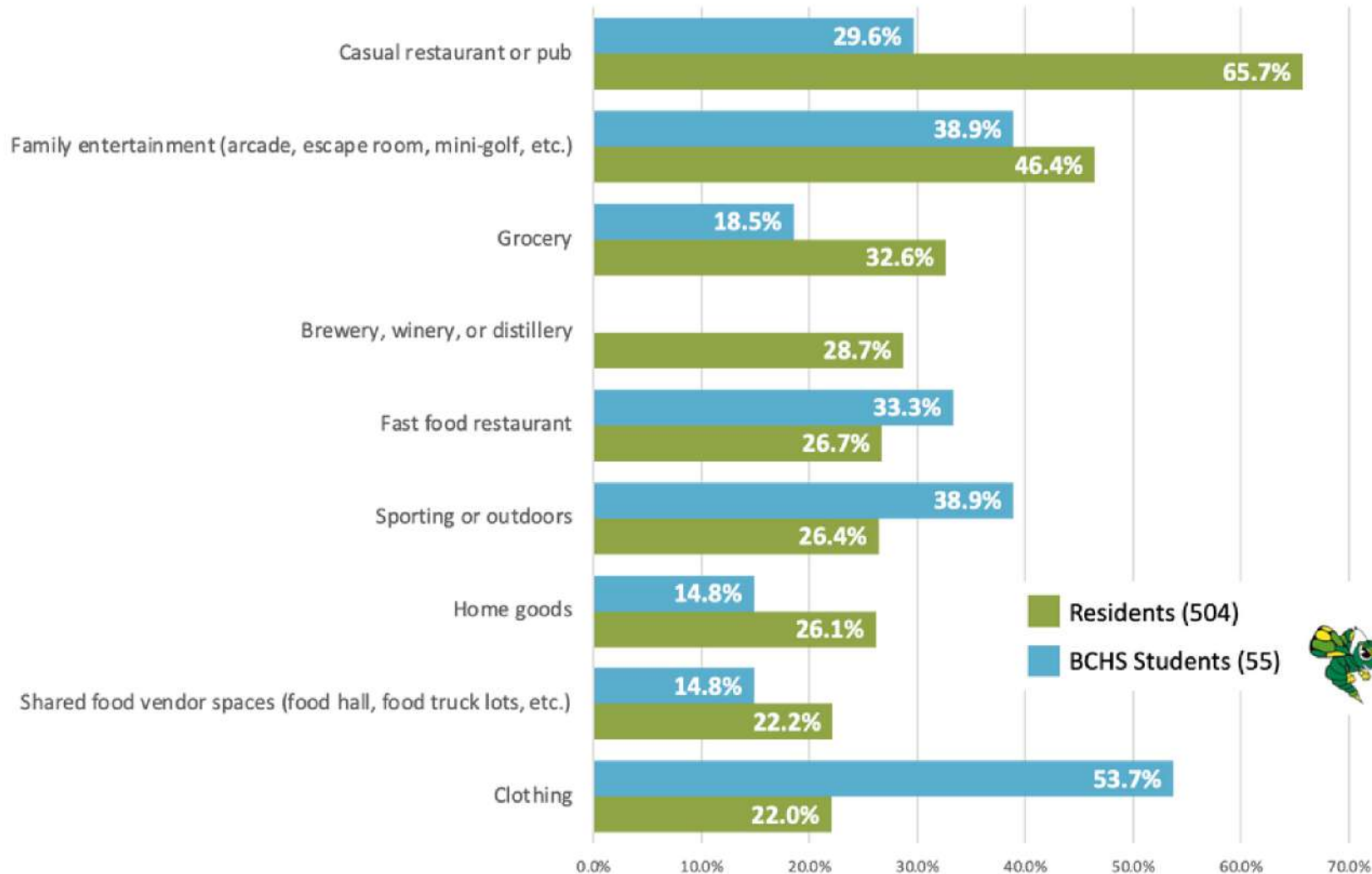
BCHS Students (55)



2022 Brown County Community Survey Results

Question 7: What five business types would you like to see more of in Brown County? (Please select up to five.)

All (671)
BCHS Students (55)

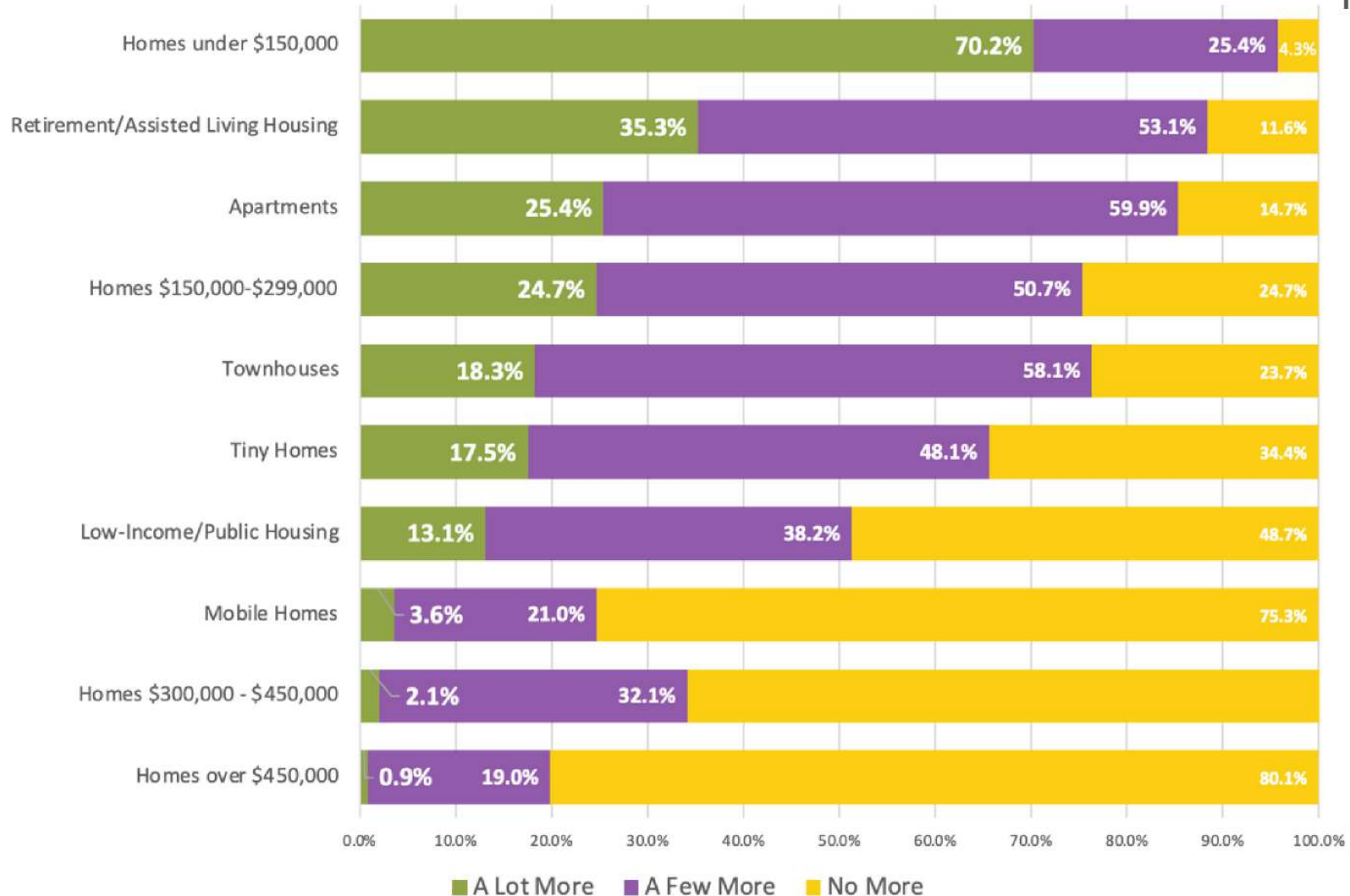


"I try to shop local as much as I can, but prices can be higher on everyday items that it does often benefit to plan out-of-town shopping for certain things."

2022 Brown County Community Survey Results

Question 8: What type of housing would you like to see more of in Brown County?

All 656 answered,
15 skipped



2022 Brown County Community Survey Results

Question 8: 2022 vs. 2018

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

All 656 answered,
15 skipped

Type of Housing	2022	2018
Homes under \$150,000	70.2%	68.4%
Retirement/Assisted Living Housing	35.3%	36.9%
Apartments	25.4%	29.0%
Homes \$150,000 - \$299,000 / \$150,000 - \$225,000	24.7%	24.1%
Townhouses	18.3%	19.7%
Tiny Homes	17.5%	14.8%
Low-Income/Public Housing	13.1%	8.3%
Mobile Homes	3.6%	1.3%
Homes \$300,000 - \$450,000 / \$225,000 - \$300,000	2.1%	6.1%
Homes over \$450,000 / \$300,000 +	0.9%	3.7%

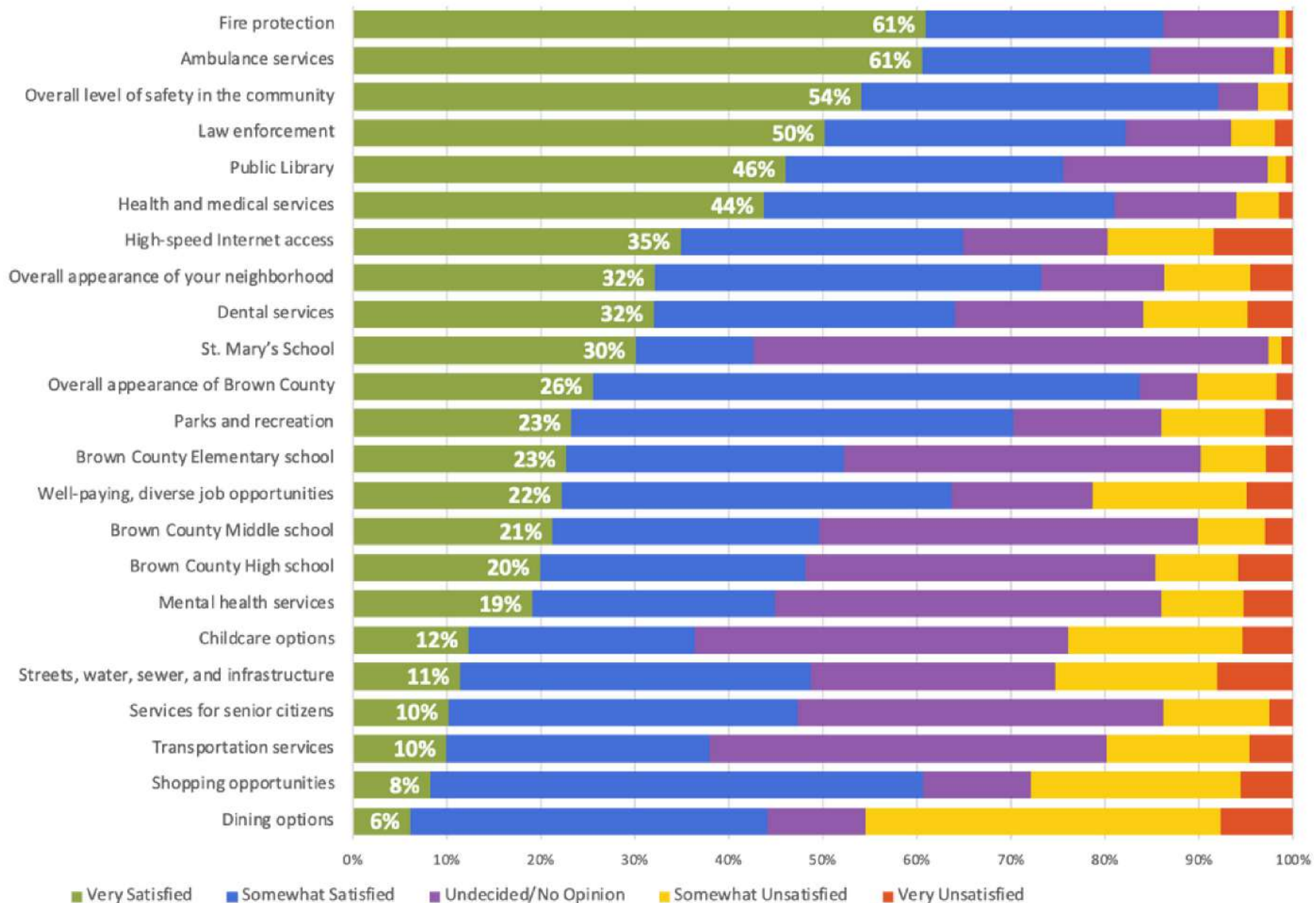
Ranked by 'A Lot More'

"Housing continues to be a concern. Finding lower to middle income housing is difficult at times. There are too many small homes wasting away that could be repaired as rentals or starter homes. Neighborhood appeal diminishes when you see homes wasting away. Simple, clean, affordable housing can be difficult to find when moving into this community."

2022 Brown County Community Survey Results

Question 9: Presently, how satisfied are you with the following aspects of Brown County?

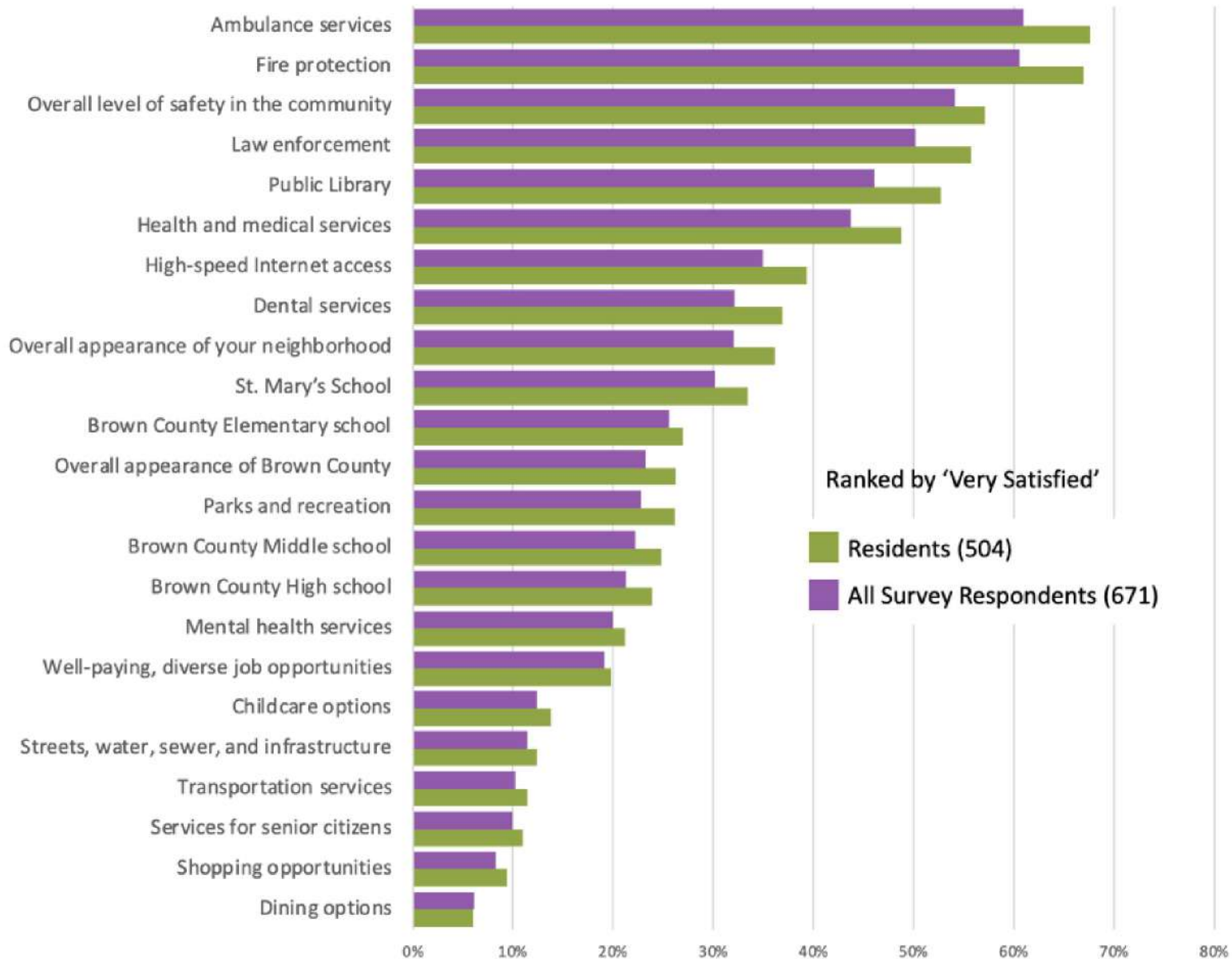
All (671)



2022 Brown County Community Survey Results

Question 9: Residents vs. All

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



"I would like to see some of the run-down vacant homes improved or removed if needed. Clean up the junk in different areas. New homes and a great uptown are nice, but we have many existing homes in terrible shape."

2022 Brown County Community Survey Results

Question 9: 2022 vs. 2018 vs. BCHS

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

All (671)
BCHS Students (55)

	2022	2018	BCHS
Fire protection	61%	50%	-
Ambulance services	61%	50%	-
Overall level of safety in the community	54%	47%	44%
Law enforcement	50%	30%	-
Public Library	46%	34%	38%
Health and medical services	44%	16%	-
High-speed Internet access	35%	31%	40%
Overall appearance of your neighborhood	32%	22%	36%
Dental services	32%	31%	-
St. Mary's School	30%	21%	-
Overall appearance of Brown County	26%	15%	27%
Parks and recreation	23%	21%	33%
Brown County Elementary school	23%	22%	-
Well-paying, diverse job opportunities	22%	21%	22%
Brown County Middle school	21%	19%	-
Brown County High school	20%	18%	25%
Mental health services	19%	18%	27%
Childcare options	12%	3%	-
Streets, water, sewer, and infrastructure	11%	9%	-
Services for senior citizens	10%	13%	-
Transportation services	10%	11%	24%
Shopping opportunities	8%	7%	25%
Dining options	6%	-	24%

Ranked by 'Very Satisfied'

"Safe, new library coming, some more housing opportunities, improvements uptown are tremendous and a source of pride."

"Small community, relatively safe, employment opportunities, good schools."

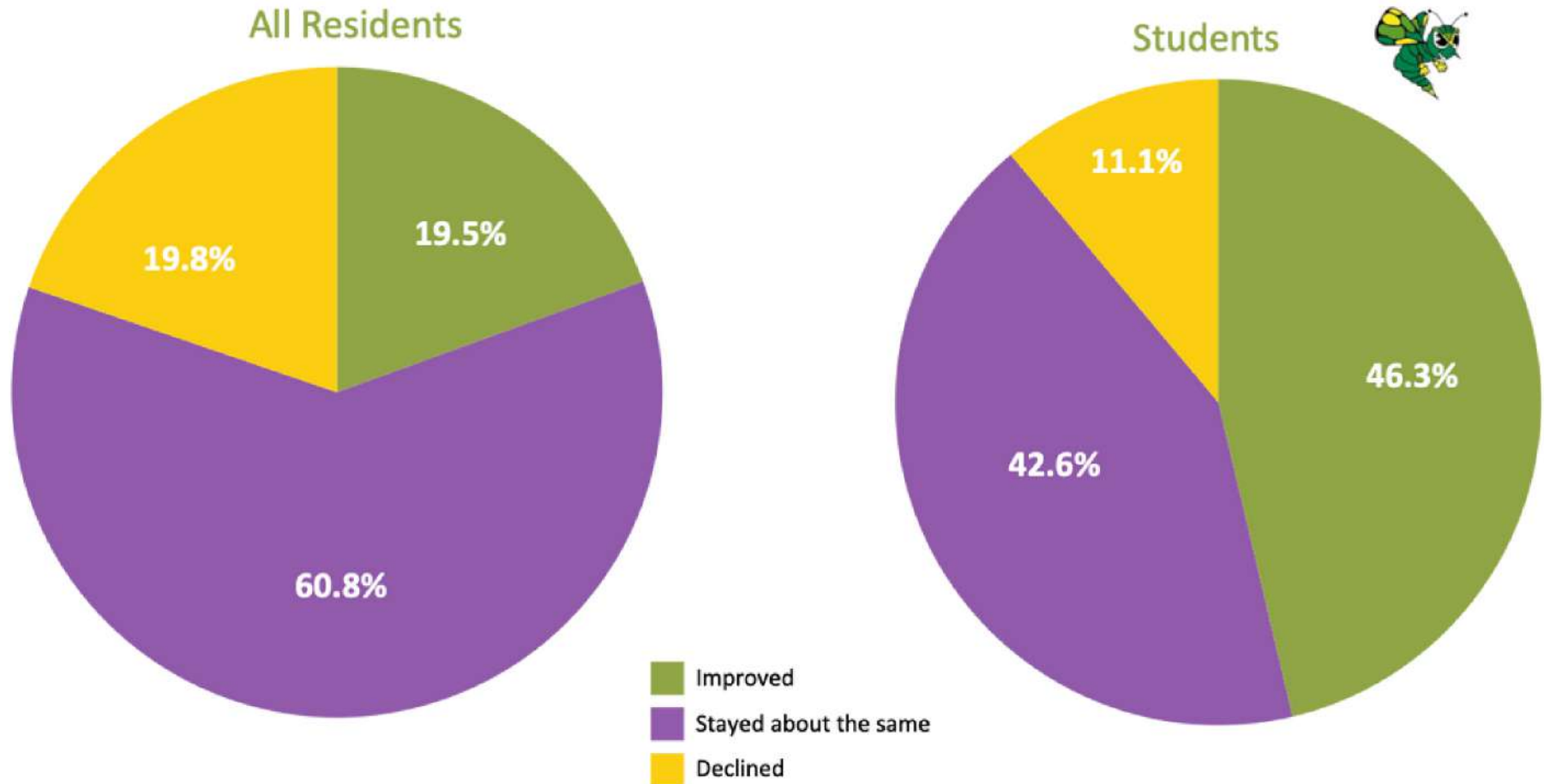
"I recently moved here and was slightly disappointed. I was hoping for more my age range could enjoy. There needs to be more recreational activities and just more people (my age) I can befriend. I love how it's quiet here and the low crime rate, but there needs to be more effort put in to make it a more lively, young community."

"More restaurant options. We have just a handful to choose from but have traveling employees that nearly match Mt. Sterling's population. We need more options and faster options."

2022 Brown County Community Survey Results

Question 10: Over the past five years, do you believe the mental health of Brown County residents has improved, stayed about the same, or declined?

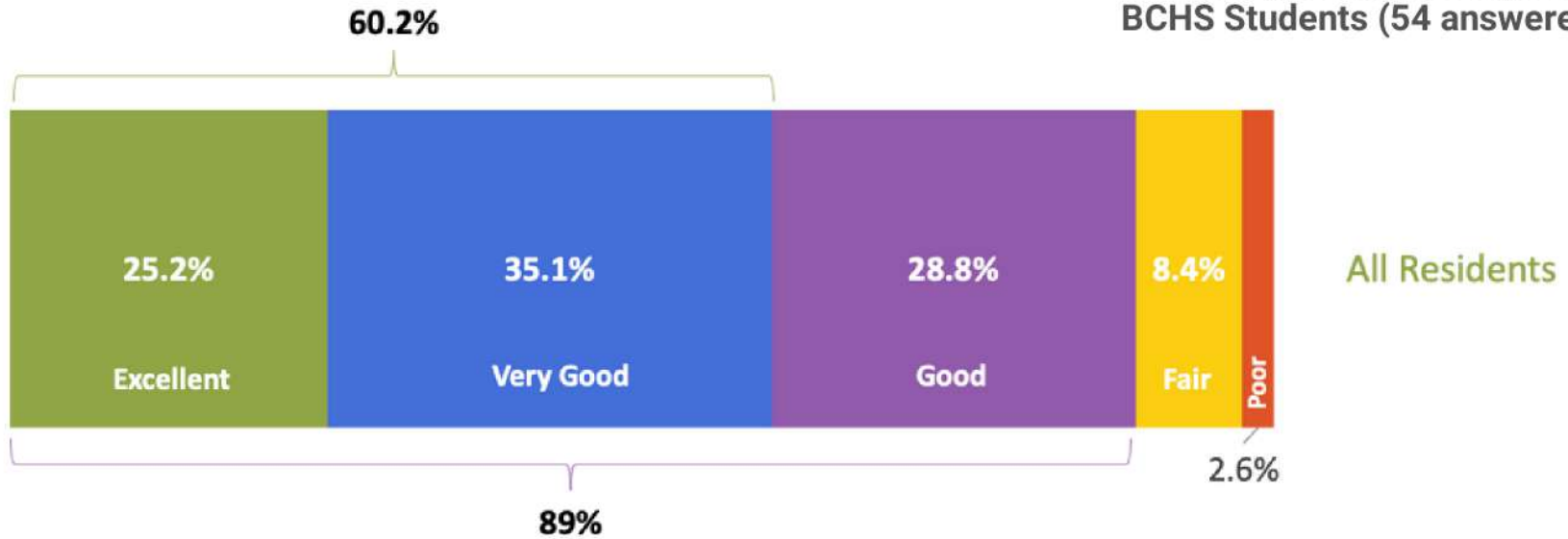
All (671)
BCHS Students (55)



2022 Brown County Community Survey Results

Question 11: Overall, how would you rate your mental health?

All (664 answered, 7 skipped)
BCHS Students (54 answered, 1 skipped)

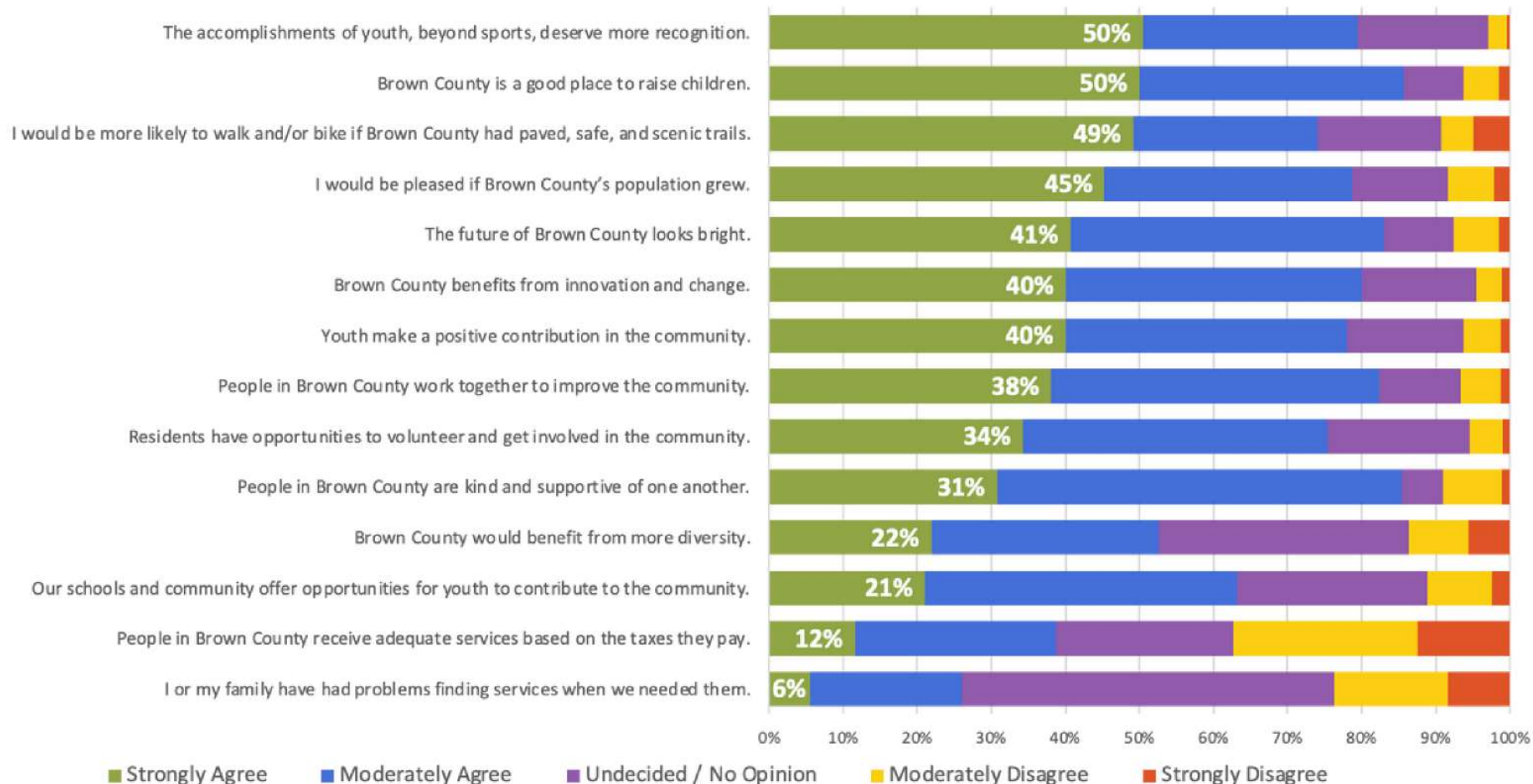


2022 Brown County Community Survey Results

Question 12: For each of the following statements, choose the description that best matches how you feel.

All 668 answered, 3 skipped

A new option was included that was not part of the 2018 survey: I would be more likely to walk and/or bike if Brown County had paved, safe, and scenic trails. The fact that almost half the respondents, both adult and student, chose Strongly Agree supports a good number of open-ended comments that called for more trails and opportunities for outdoor activities.

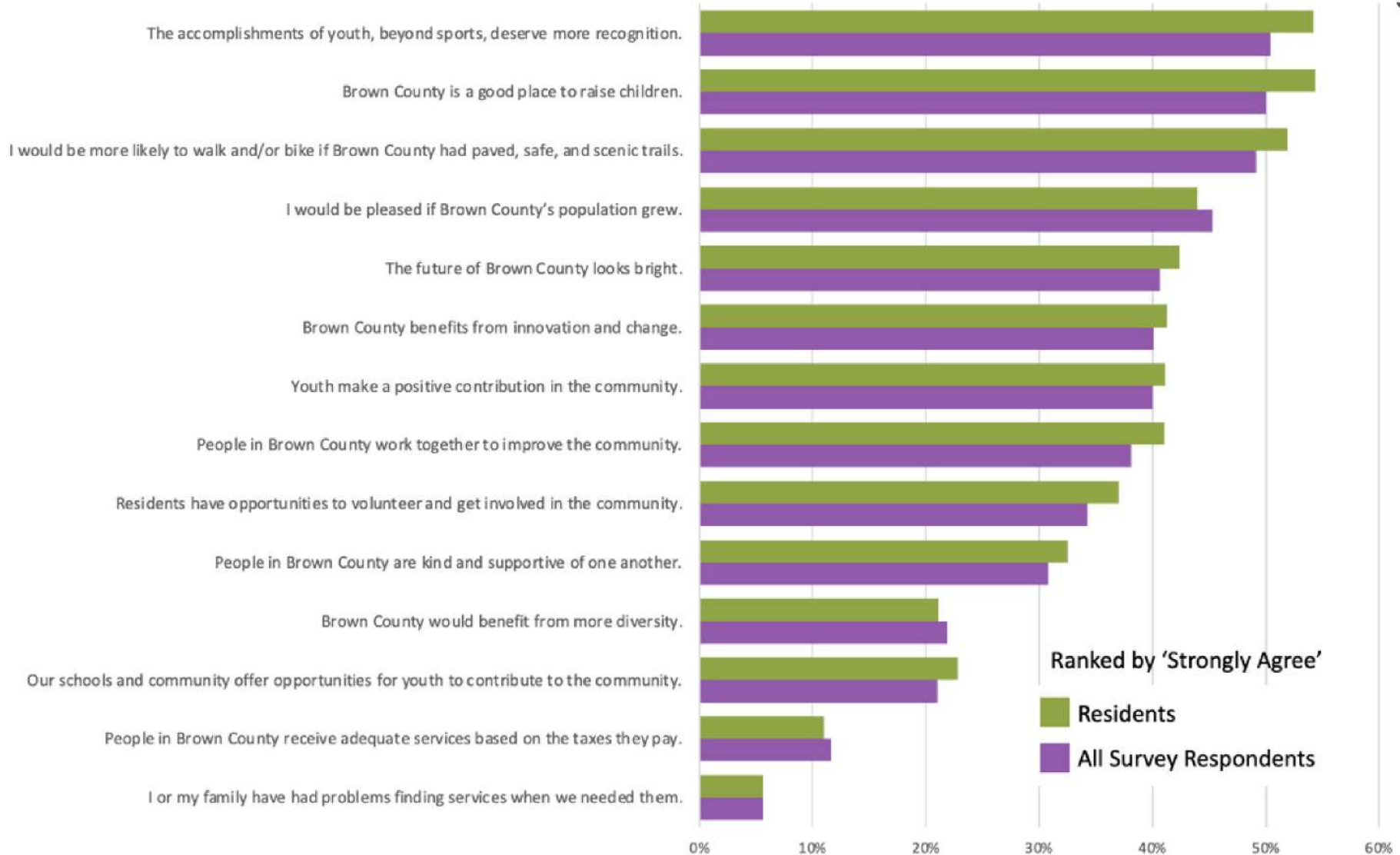


2022 Brown County Community Survey Results

Question 12: Residents vs. All

For each of the following statements, choose the description that best matches how you feel.

All 668 answered,
3 skipped



2022 Brown County Community Survey Results

Question 12: 2022 vs. 2018

For each of the following statements, choose the description that best matches how you feel.

Most of the options increased in 2022 – i.e., more respondents said they strongly agreed – by single digits. One statement – The future of Brown County looks bright – grew substantially in the number of respondents who strongly agreed from 2018, from 24% to 41%, possibly a result of growth in businesses and Main Street improvements. Also growing in double digits was the statement that Youth make a positive contribution in the community although the impetus for that change is not as obvious – perhaps the CEO program or an increase in school or church youth group service projects.

All (668 answered,
3 skipped)
BCHS Students (55)

Ranked by 'Strongly Agree'

	2022	2018	BCHS
The accomplishments of youth, beyond sports, deserve more recognition.	50%	49%	49%
Brown County is a good place to raise children.	50%	44%	-
I would be more likely to walk and/or bike if Brown County had paved, safe, and scenic trails.	49%	-	45%
I would be pleased if Brown County's population grew.	45%	41%	44%
The future of Brown County looks bright.	41%	24%	35%
Brown County benefits from innovation and change.	40%	35%	44%
Youth make a positive contribution in the community.	40%	30%	30%
People in Brown County work together to improve the community.	38%	32%	31%
Residents have opportunities to volunteer and get involved in the community.	34%	40%	44%
People in Brown County are kind and supportive of one another.	31%	-	31%
Brown County would benefit from more diversity.	22%	23%	35%
Our schools and community offer opportunities for youth to contribute to the community.	21%	20%	40%
People in Brown County receive adequate services based on the taxes they pay.	12%	9%	-
I or my family have had problems finding services when we needed them.	6%	5%	20%

2022 Brown County Community Survey Results

DEMOGRAPHIC INFORMATION – General Survey

Question 13: Please choose the statement that best represents your current situation.

Live & work in Brown County 34.8%

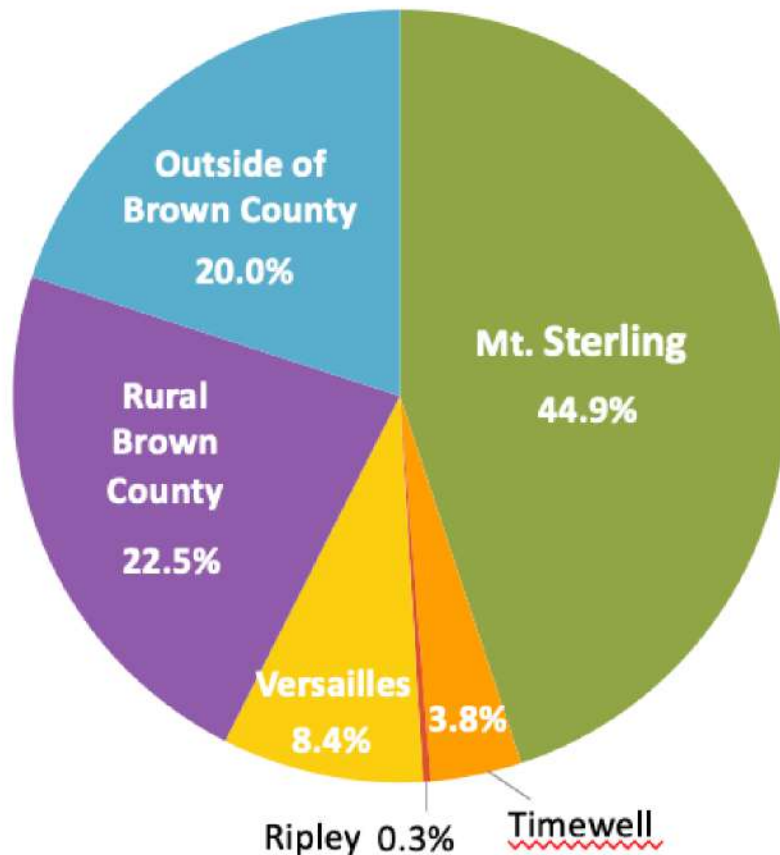
Work in BC 18.7%

Live in Brown County 45.2%

All Respondents (668 answered, 3 skipped)
BCHS Students (55)

2022 Brown County Community Survey Results

DEMOGRAPHIC INFORMATION – General Survey Question 14: Where do you live?



Outside of Brown County

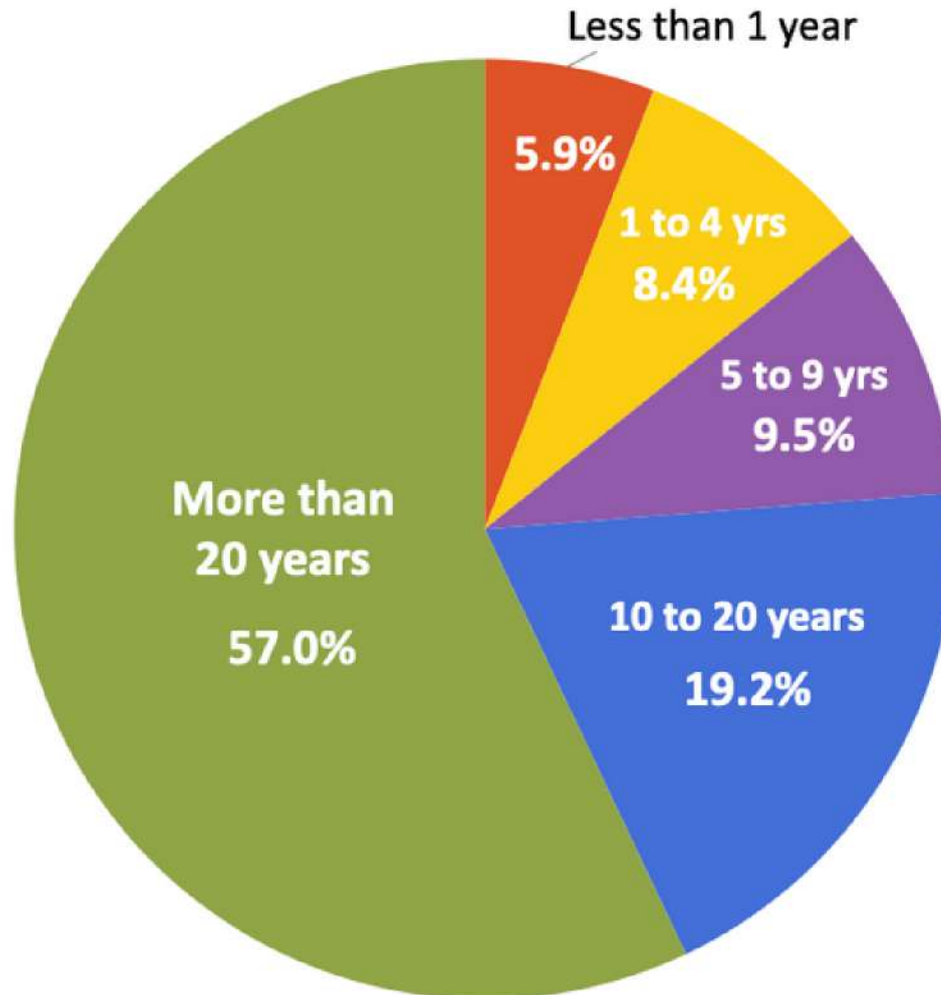
Quincy	18.7%
Rushville	12.2%
Adams County	9.8%
Clayton	7.3%
Camp Point	4.9%
Pittsfield	4.1%
Golden	3.3%
McDonough County; Missouri; Pike County; Rural Adams County; Schuyler County	2.4% each
Beardstown; Cass County; Fulton County ; Jacksonville; Liberty; Macomb; Peoria; Springfield; Virginia, IL	1.6% each
Arizona; Astoria; Augusta; Bluffs; Carthage; East Lake; Kansas City, MO; Lee Township; Meredosia; Morgan County; Out of State; Payson; Roodhouse; St. Louis; Strafford, MO; Western IL	0.8% each

All Respondents
630 answered, 41 skipped

2022 Brown County Community Survey Results

DEMOGRAPHIC INFORMATION – General Survey

Question 15: How long have you lived in Brown County?

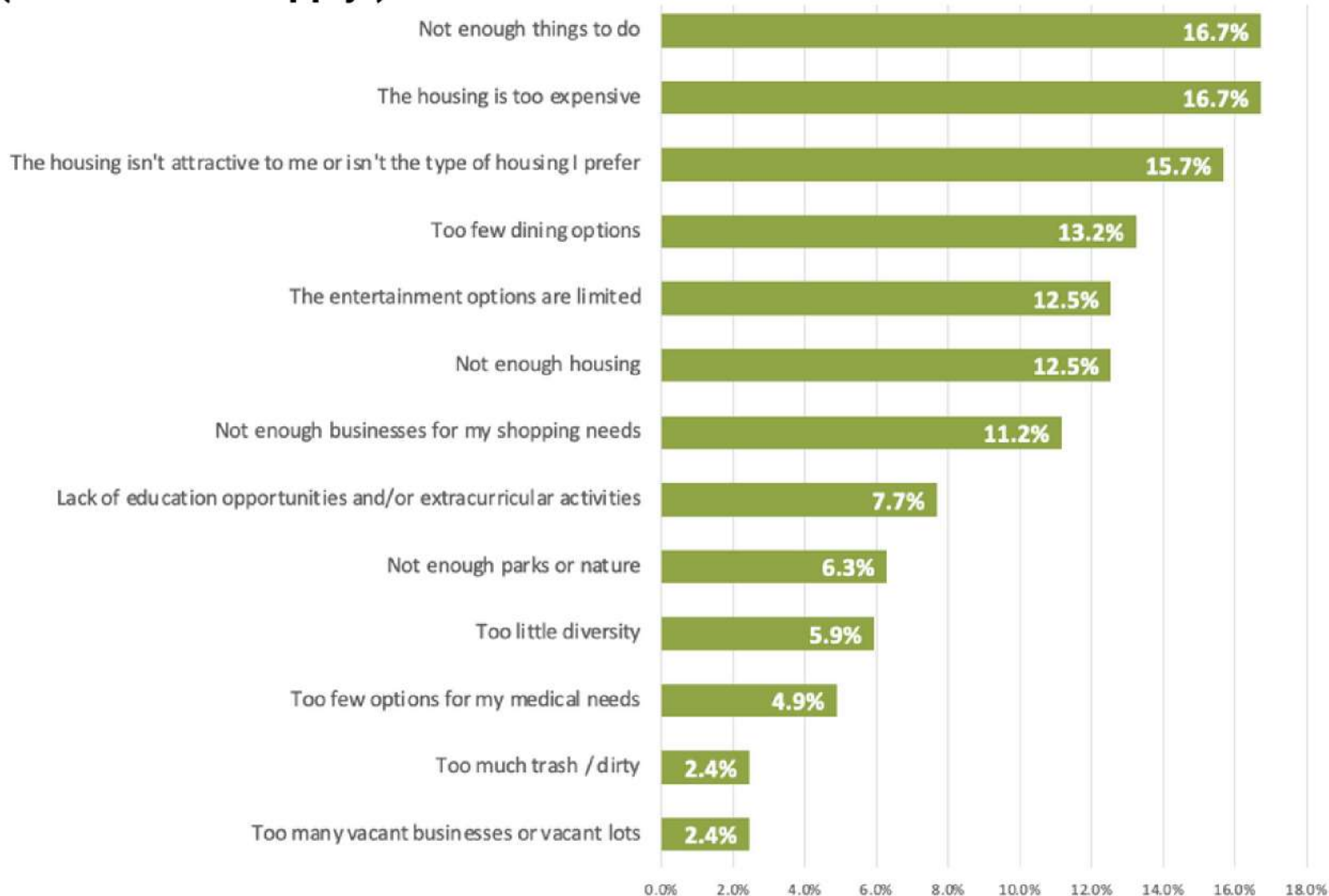


Residents
547 answered, 124 skipped

2022 Brown County Community Survey Results

DEMOGRAPHIC INFORMATION – General Survey

Question 16: Please share the reasons why you do not live in Brown County. (Select all that apply.)



Non-Residents
287 answered, 384 skipped

2022 Brown County Community Survey Results

DEMOGRAPHIC INFORMATION – General Survey

Question 16: Please share the reasons why you do not live in Brown County. (OTHER)

- Academic Opportunities
- Born and raised in Pike County. I have kids in Pikeland schools, no need to move.
- Born and raised in Schuyler County
- Closeness to family and distance from larger towns
- Couldn't find the house that I liked and for the price.
- country owner
- Did live there. Been thinking about returning when I retire. Nice, peaceful community. Miss that.
- Distance from extended family
- Distance to family
- Employment
- Family reasons
- Found Job to far away to live there, will retire there.
- From Schuyler
- Grocery shopping is too expensive
- Had to pick a choice
- Have always lived in Adams County
- Home in kc
- home is Pike Co
- Housing prices/selection and property taxes are issues
- Husband works in Macomb
- I don't like Illinois state laws so I live out-of-state
- I grew up in BC but don't currently live there
- I grew up in Pittsfield. It is my hometown, I know almost everyone here.
- I grew up in Rushville and like Rushville's Community and school's
- I have a farm and a home outside of Clayton
- i have a home elsewhere and don't want to move
- My family is from Quincy. Wife also worked in Hannibal
- My husband was raised in Pike Co. We don't feel the need to move.
- My spouse works in Springfield and is the bread winner. It would be too far to travel.
- Need an affordable grocery store.
- No desire to relocate
- Not centrally located for my husbands job. All of my children have gone to Central School District.
- Not retired. Current job prohibits us from living there full time now.
- Not that much different than other small communities so I choose to live closer to a larger community in case I need their services.
- Not where our families are located
- Only due to partner works in Quincy so half way
- Only name brand people in BC have any opportunities.
- People don't want to live where they work.
- Personal
- Preferred Central School District when first moving to the area
- QND is in Quincy; Majority of family is in Quincy
- question does not apply to me
- Rooted in Quincy
- School District Preference
- spouses job
- Still paying off my house-may move to MS after
- Taxes

Non-Residents
287 answered, 384 skipped

2022 Brown County Community Survey Results

DEMOGRAPHIC INFORMATION – General Survey

Question 16: Please share the reasons why you do not live in Brown County. (OTHER) (Cont.)

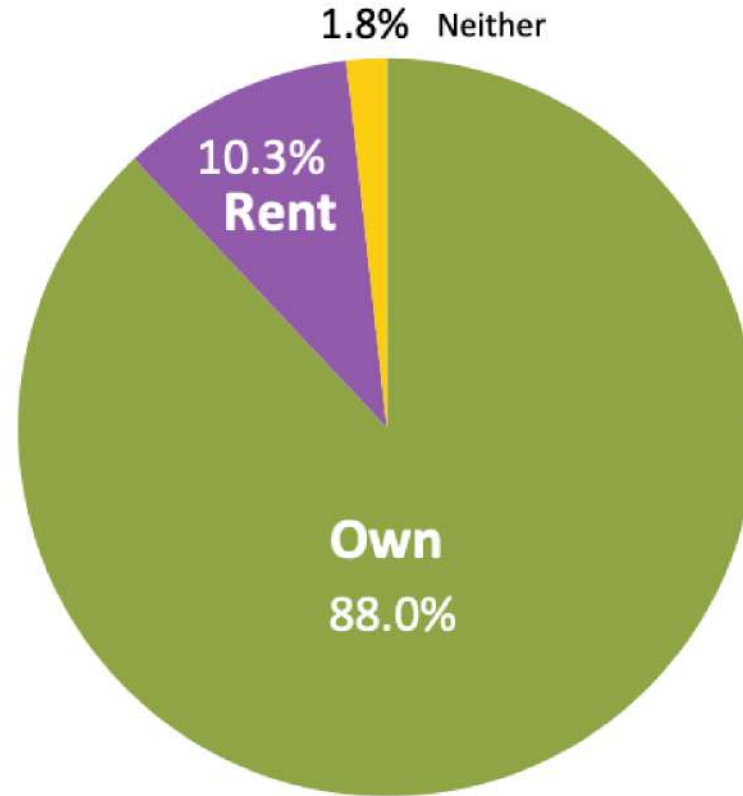
- I have lived in Quincy for 30 years and am not in the stage of life to make a change.
- I live closer to my friends and family
- I own a home in Pike county
- I own my home in Rushville, short drive to work
- I want to live in Schuyler County because it's my home
- I'm about to move because of the increase of diversity
- I'm a single parent and live within walking distance of my family.
- It doesn't make sense for my family to move here
- Just due to my roots and where I was raised. And the commute from Rushville is relatively short.
- Just have never lived here, No specific reason at all.
- Like my present location closer to family
- live on a farm outside BC
- live out of state
- Lived in Quincy many years before getting work in Brown County. Did not want to move my family
- married and moved
- Married person that already had house in Adams Co. Can't move a whole farm.
- Taxes and housing is too high
- Taxes in this town drive people away. And for what? The roads are all shit. The same people/families run every thing into the ground decade after decade. The same few get rich, everyone else pays the tab!
- Taxes too high
- To woke and focus on diversity to the detriment of all races and cultures.
- Too far away from my Husbands job
- too far from family
- Too far from farm for my husband
- Too far from Quincy and Dot Foods controls everything
- too much diversity
- Too small
- wanted to be closer to family then work
- We are a farming family and live near our farmland. Otherwise, BC would have been a top contender for our family to reside.
- WE ARE TIED TO OUR FARM IN ANOTHER COUNTY.
- We chose Camp Point because of their school's reputation for a quality education for our children.
- We enjoy Schuyler County personally
- We like where we live & can't replace for the value in BC. Taxes as well.
- We love Liberty community and it's closer to family.
- We own a house in McDonough County

Non-Residents
287 answered, 384 skipped

2022 Brown County Community Survey Results

DEMOGRAPHIC INFORMATION – General Survey

Question 17: Do you rent or own the place where you currently live?

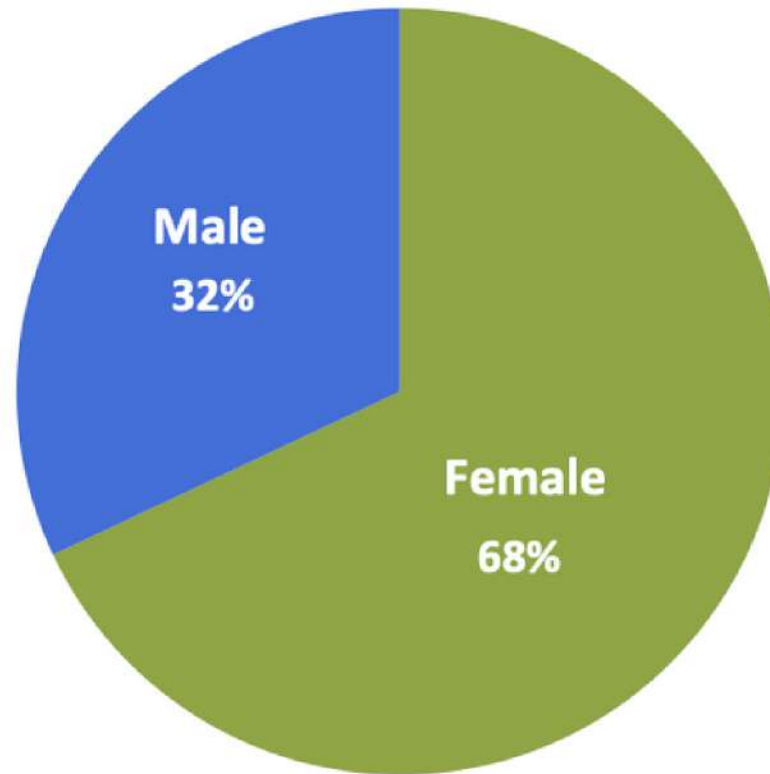


(neither = live with parents or someone else)

All Respondents
624 answered, 47 skipped

2022 Brown County Community Survey Results

DEMOGRAPHIC INFORMATION – General Survey Question 18: What is your gender?

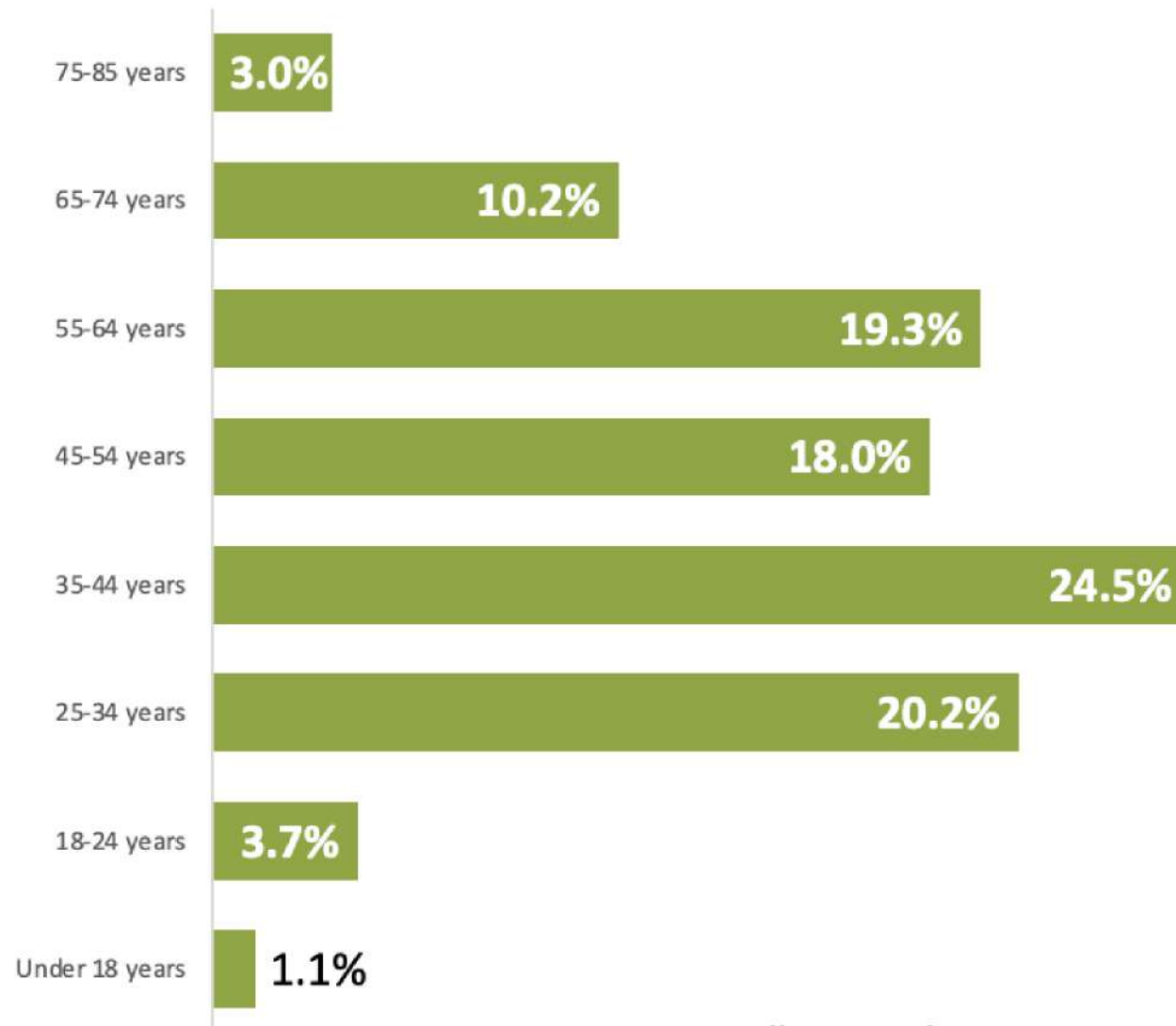


0.3% nonbinary (2)

All Respondents
602 answered, 69 skipped

2022 Brown County Community Survey Results

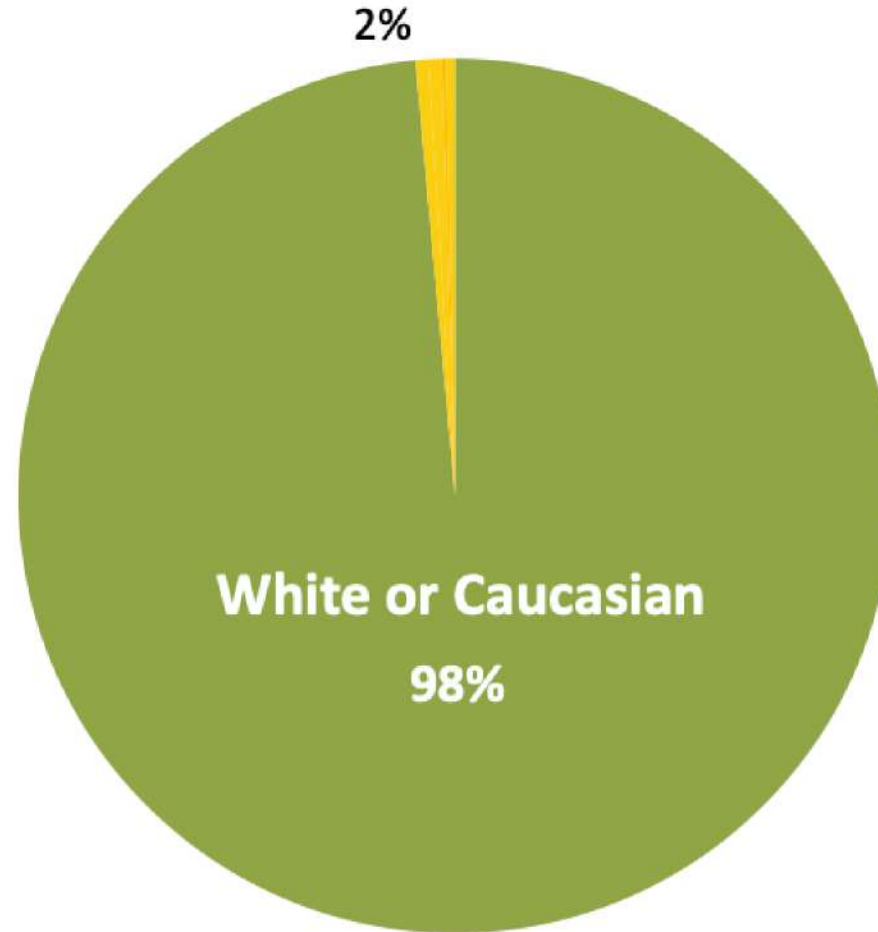
DEMOGRAPHIC INFORMATION – General Survey Question 19: What is your age?



All Respondents
628 answered, 43 skipped

2022 Brown County Community Survey Results

DEMOGRAPHIC INFORMATION – General Survey Question 20: How would you describe yourself?



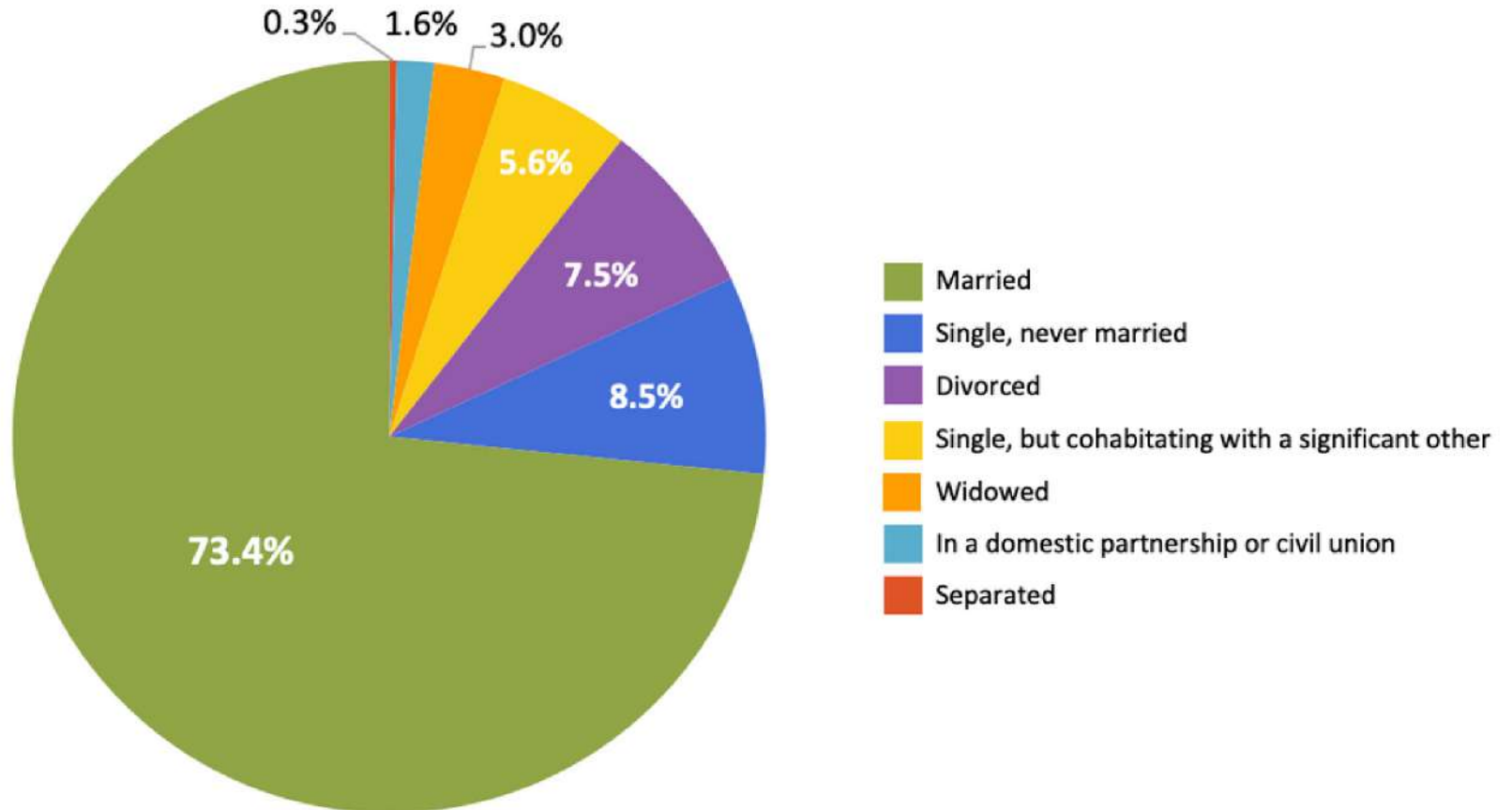
2% = Black or African American (3), Hispanic or Latino (3), Asian (1), American Indian (2), and Other (4)

All Respondents
620 answered, 51 skipped

2022 Brown County Community Survey Results

DEMOGRAPHIC INFORMATION – General Survey

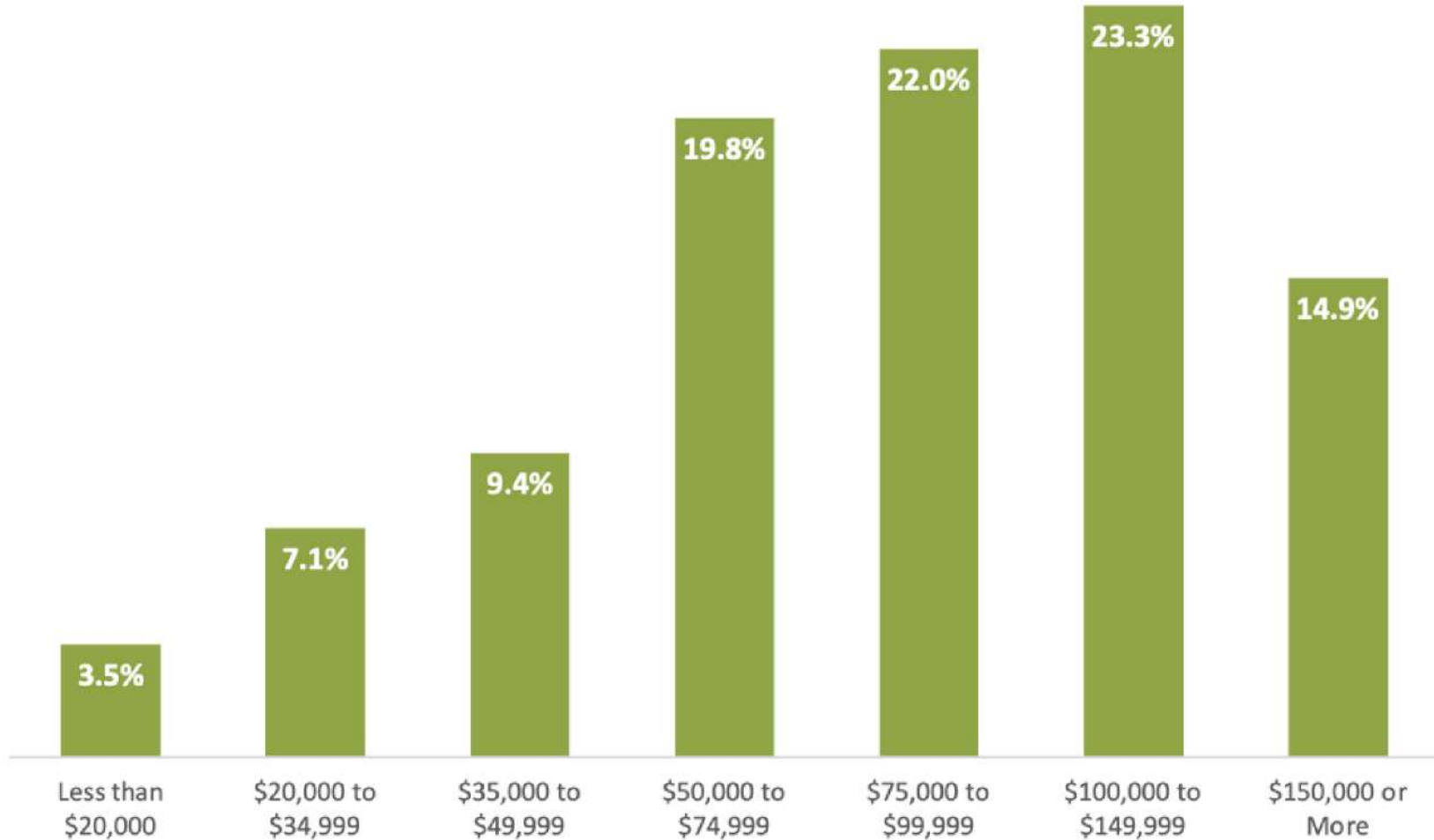
Question 21: Which of the following best describes your current relationship status?



All Respondents
624 answered, 47 skipped

2022 Brown County Community Survey Results

DEMOGRAPHIC INFORMATION – General Survey Question 22: What is your total household income?

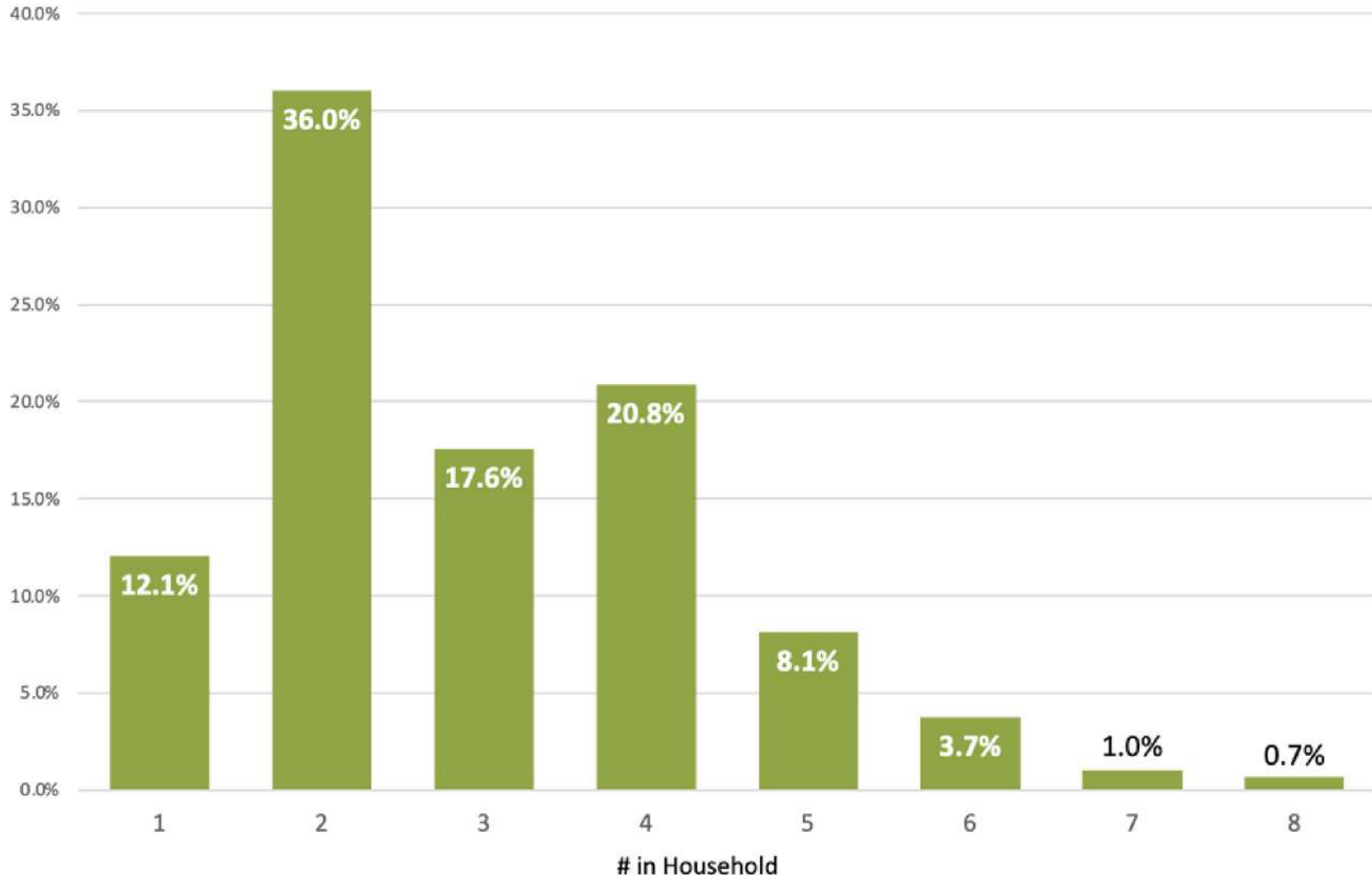


All Respondents
605 answered, 66 skipped

2022 Brown County Community Survey Results

DEMOGRAPHIC INFORMATION – General Survey

Question 23: How many people currently live in your household, including yourself?

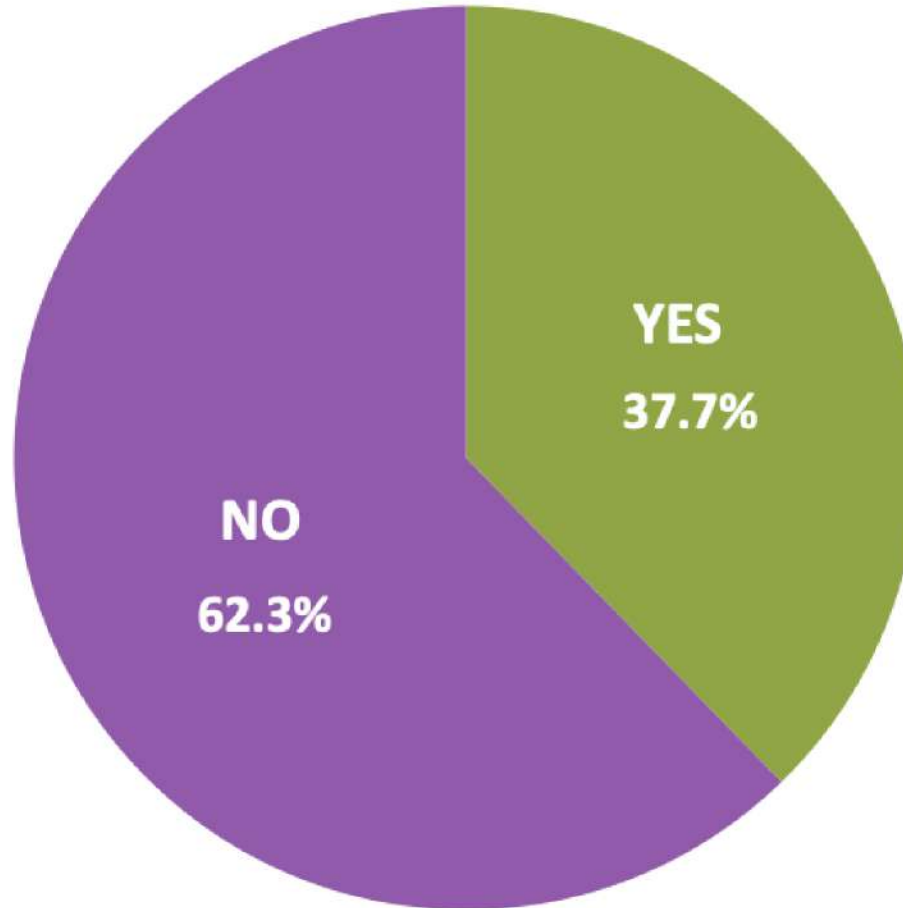


All Respondents
614 answered, 57 skipped

2022 Brown County Community Survey Results

DEMOGRAPHIC INFORMATION – General Survey

Question 24: Do you have children enrolled in a Brown County school?

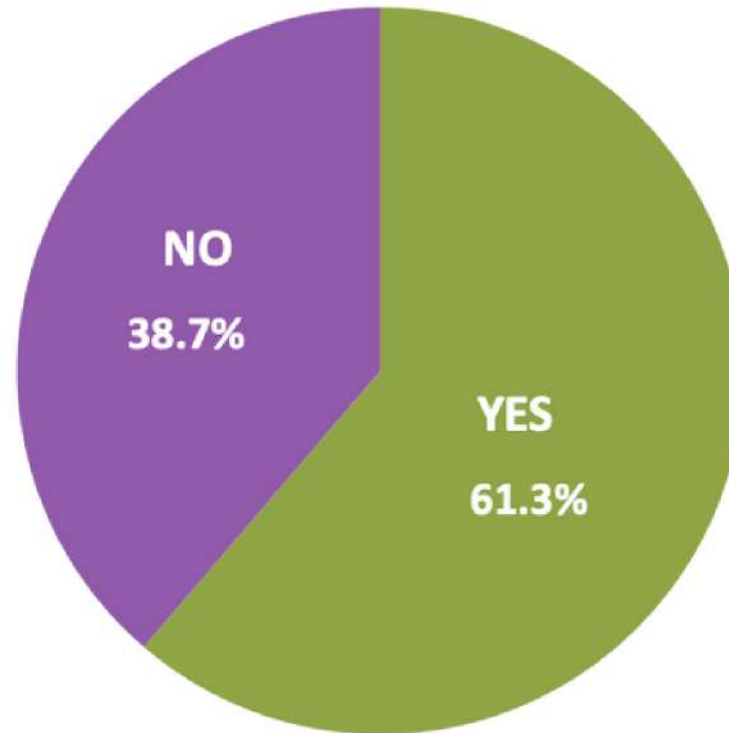


Residents Only
501 answered, 3 skipped

2022 Brown County Community Survey Results

DEMOGRAPHIC INFORMATION – General Survey

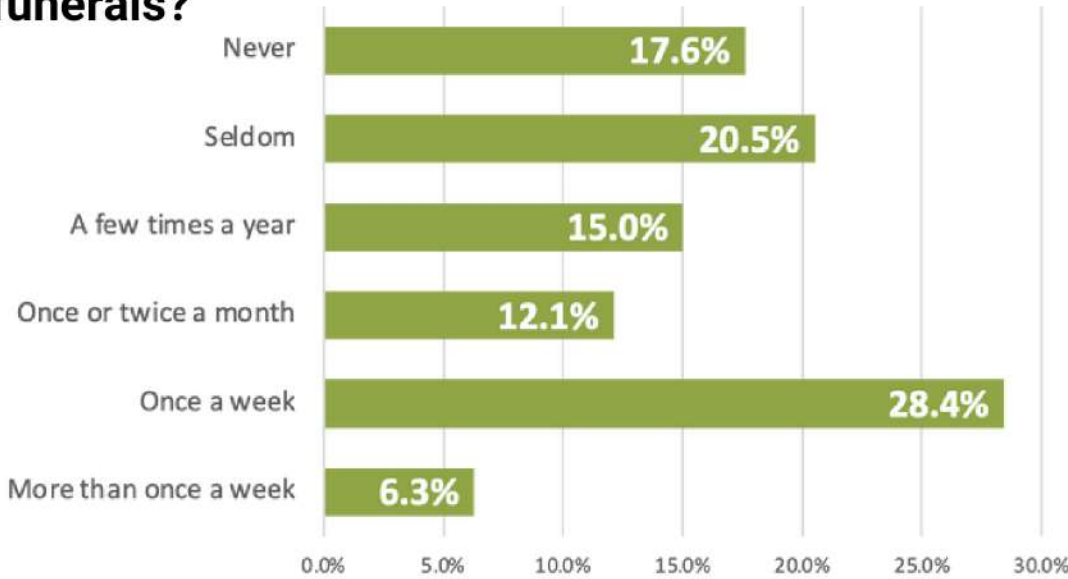
Question 25: Do you belong to a church or faith community?



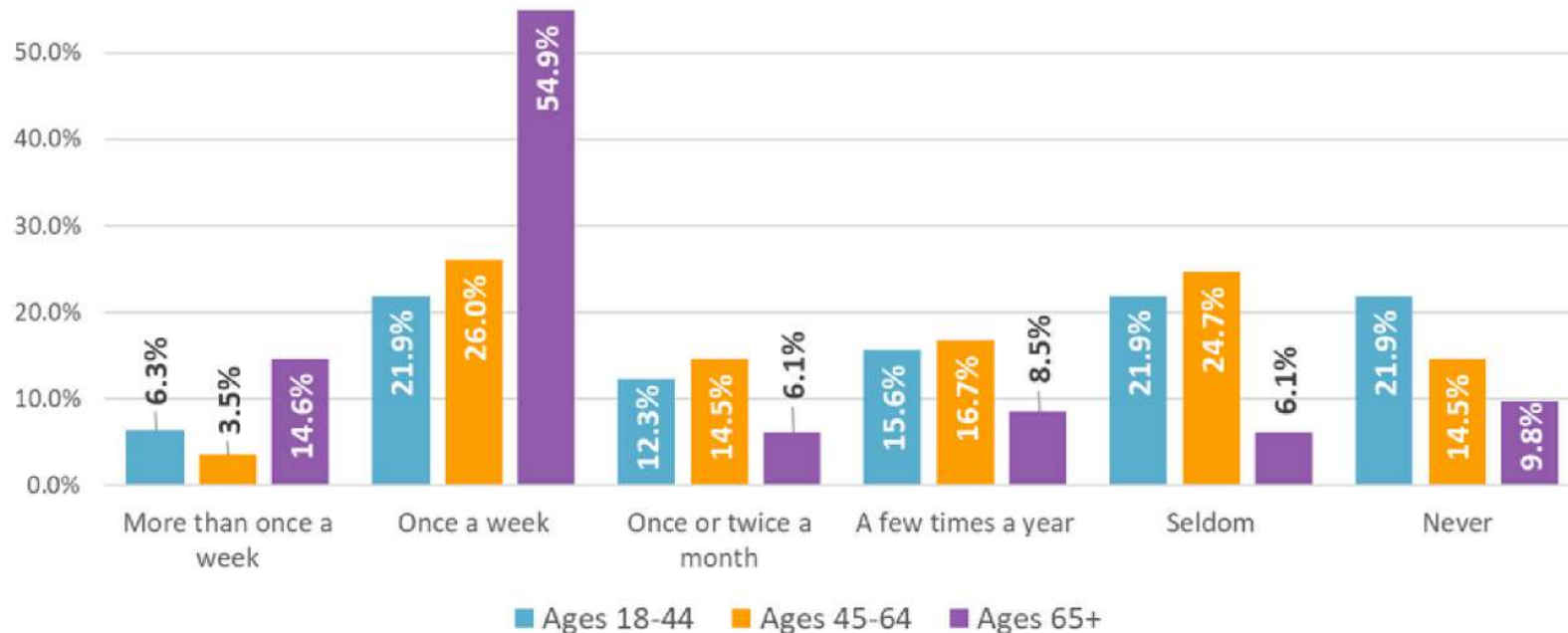
All Respondents
Q25: 625 answered, 46 skipped
Q26: 619 answered, 52 skipped

2022 Brown County Community Survey Results

Question 26: How often do you attend religious or worship services, not including weddings and funerals?



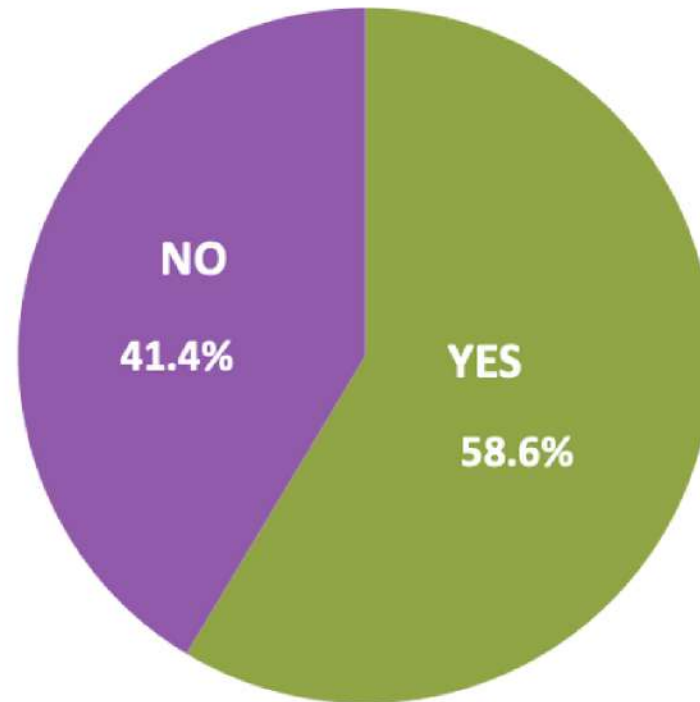
All Respondents
 Q25: 625 answered, 46 skipped
 Q26: 619 answered, 52 skipped



2022 Brown County Community Survey Results

DEMOGRAPHIC INFORMATION – General Survey

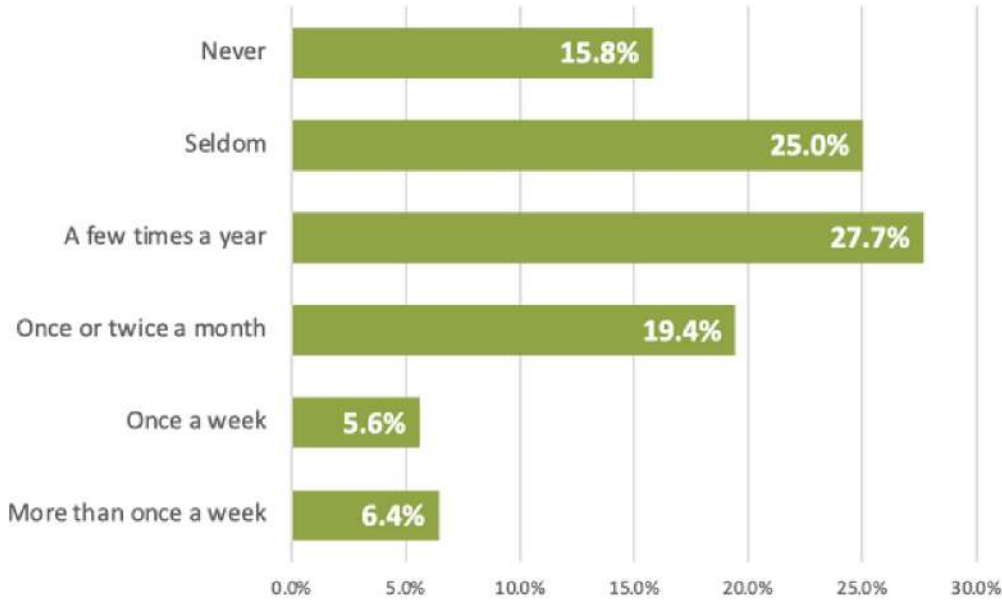
Question 27: Do you volunteer your time for nonprofits or community organizations?



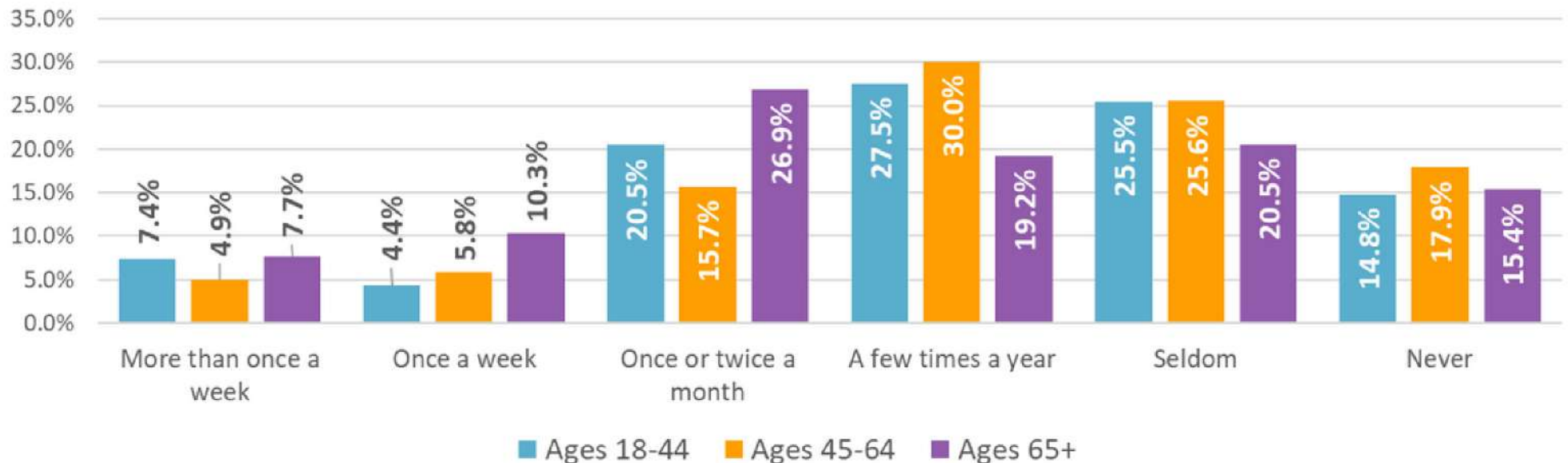
All Respondents
Q27: 621 answered, 50 skipped
Q28: 607 answered, 64 skipped

2022 Brown County Community Survey Results

Question 28: How often do you volunteer?



All Respondents
 Q27: 621 answered, 50 skipped
 Q28: 607 answered, 64 skipped



2022 Brown County Community Survey Results

DEMOGRAPHIC INFORMATION – General Survey

**Question 29: How do you stay informed of community events in Brown County?
(Choose all that apply.)**

Source	Residents	BCHS
Social Media (Facebook/Twitter/Instagram)	71%	34%
Democrat Message newspaper	67%	17%
Friends / Family	53%	44%
School	28%	71%
WGEM TV	27%	20%
Action Brown County website	20%	10%
KHQA TV	20%	12%
Muddy River News	15%	10%
Publicly Displayed Flyers (Bulletin Boards)	14%	12%
Mt. Sterling website	10%	20%
Herald-Whig newspaper	5%	7%
County Community Activity Guide	4%	7%
Other (please specify)	4%	2%
Jacksonville Journal-Courier	4%	5%

**Residents Only (497 answered, 7 skipped)
BCHS Students (41 answered, 14 skipped)**

2022 Brown County Community Survey Results

Question 30: Is there anything else that you would like to share?

- A biking/hiking path from town to the lake would be wonderful
- A dog park is desperately needed and a nicer public pool like Rushville or Beardstown
- A year-round pool (with times specifically designated to be able to exercise) would be AMAZING.
- We really need more food options. With the amount of trucks that come through it I think it would benefit the community in multiple ways.
- ABC continues to do great things for the community. A big thanks to the Tracy Family Foundation for all that they do. We have to continue to find ways to encourage further volunteer participation as that is becoming harder.
- Affordable housing is greatly needed not just for seniors but also for young people wanting to move into Brown County.
- All of Brown County needs to have improvements, not just Mt. Sterling.
- Brown County needs to think more about low-income families than the wealthy or beautifying the town.
- Bring things to do on evenings and weekends and you will see the community begin to flourish.
- Doggy daycare would be great for residents, and people who commute to Mt. Sterling for work.
- I am proud to say I grew up in BC and love coming there on the weekends
- I can't put enough emphasis on the need for public trails, walking paths, and improvement of the infrastructure as the sidewalks are mostly very poorly maintained. Our community by and large needs to get outside and get more exercise and having access to a nice public trail or walking path would be such a great boon to the community. Young parents like me are taking their kids to Rushville, Jacksonville, Beardstown, and any other city that has multiple nice sets of playground equipment. These sets in town seem to be destroyed by local youth, which is unfortunate. The other difficult thing about the parks is the bathrooms are all locked. Most of the kids taken to these parks are at an age where waiting for the restroom is not an option. Find a way to keep them maintained, safe, and accessible.
- I feel happy to be a part of this community, that my children live here, and my grandchildren live here and go to school here as well. I think the improvements being made are fantastic but there is also always room for improvement and positive strives to be made.
- I feel that the schools and city should have a much closer relationship. The lack of safe crosswalks around the school and no sidewalk on the south side of the school. I am glad to see the street improvement this year.
- I grew up & lived in Mt. Sterling for 20+. It has been amazing to see the growth in the community over the past 30 years. If we were not a farming family with land elsewhere, we would have considered raising our family in BC.
- I grew up in Brown County and am so happy to retire back in this wonderful town. I do wish the sidewalks were better though, and the streets were cleaned off better. Really happy with the way the new downtown streets look! Especially with the benches and beautiful flowers! Nice job! Makes us proud to live here!

2022 Brown County Community Survey Results

Question 30: Is there anything else that you would like to share? (continued)

- I like the new idea of the animal shelter.
- I lost my home to a fire in 2009. I moved to Mt. Sterling temporarily due to work. The community came together and gave me furniture and clothes for myself and my kids while we tried to rebuild our lives. Brown County schools were ahead of our previous schools in education levels. The community was very kind and so welcoming.
- I love Brown County and our dog does too. But the dog would love it more if there were a dog park. :)
- I love brown county. I just want to be able to afford a home and not an apartment.
- I love the improvements to uptown Mt. Sterling so far! Please help the other towns, especially Versailles!
- I love the look of downtown Mt Sterling!!
- I think a more affordable grocery option for fresh produce and non-frozen goods would be wonderful!
- I think Brown County could really benefit from adding more fun things to do for kids. Skating rink, bowling alley, movie theatre, a better pool (Rushville or Beardstown have an amazing pool), Better streets (there are potholes everywhere) More fast-food options, and better childcare prices. I think if some of these were implemented, the population would grow.
- I think the crosswalks on Main Street could be improved. Cars don't often stop for the crosswalk next to the post office. Also, there are a lot of people crossing the road to go to Dorothy's Market or Hagel. It seems very unsafe during peak traffic times, especially with drivers unfamiliar with the area.
- I think it's time to reach out to the other towns in Brown County to see if they could use "Brown County proud" to help with improvements, etc.
- I think that what we need is another option for pizza and a track for our kids and community. I would love to see this happen for my kids.
- I would LOVE to get safe paved walkways so I can run several miles!
- I would love to see more support from Action Brown County for other events in other towns in Brown County besides Mt. Sterling. (Example: Baseball fields/parks in other towns).
- I would love to see SIDEWALK improvements!!! We walk our dog all over Mt. Sterling and none are in great shape. A location for the BC Animal Rescue and a dog park are necessary!! Scenic trails/ a new path out to the golf course, and walking/ biking paths are AWESOME ideas. My partner and I, our dog, and many of our neighbors would absolutely use these!!
- I want to see properties cleaned up, disabled vehicles removed, and houses in need of repair fixed.
- It would be nice if taxes were lower, and houses were more affordable. Most families can't afford \$150,000.00 homes.
- It would be nice to see the business community meeting more often. Maybe have a business after-hours socializing?

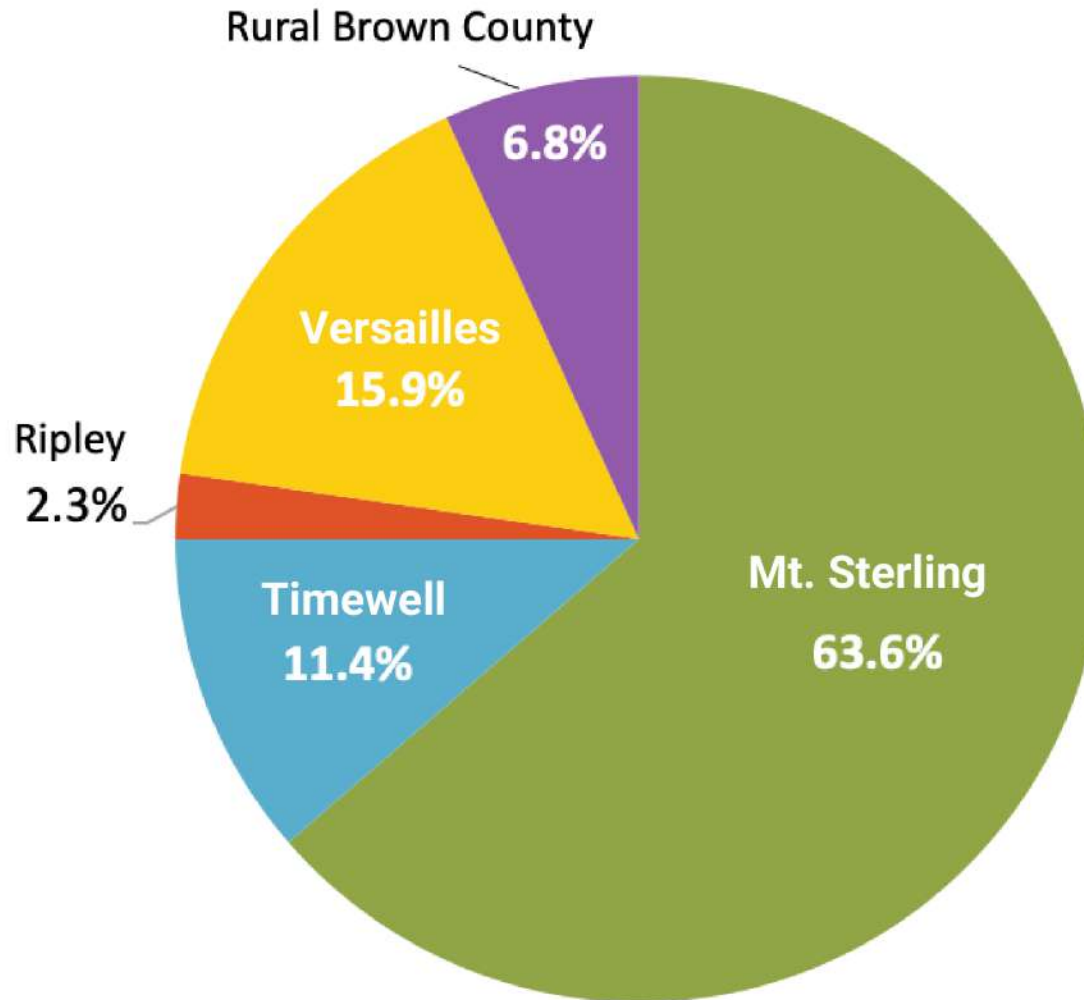
2022 Brown County Community Survey Results

Question 30: Is there anything else that you would like to share? (continued)

- The improvements in Mt. Sterling have been amazing! Perhaps the city could continue that beyond the business district with a plan to give some of the main arteries of the city curb/gutter and establish secondary ways through town, especially east/west.
- Kind of surprised a movie theater wasn't on the list of business options. Maybe the high school auditorium could show movies during the colder months once a month? Return the outdoor movie showings?
- Long scenic bike trails, A place to ride 4-wheelers and SXS, and available childcare would make Brown County the perfect place to live.
- More food, more modern affordable housing. More entertainment and shopping this would be the perfect place to live. We need to attract more folks to our community.
- Other towns in Brown County need attention. Especially Versailles. Main Street is deplorable. Uptown Versailles is a disgrace.
- Overall, Brown County is a great place to live but it is expensive in terms of housing and real estate taxes. I know from speaking to others it is the primary reason they don't move into our community. There will come a point when those living here will not be able to continue to share the bulk of income needed to continue having such a wonderful community without the population increasing.
- Taxes are one of the biggest barriers I hear from people who are looking to move to Brown County
- The downtown area renovations are beautiful! Keep up the great progress. Can we incentivize people to take better care of their yards? Clean up clutter/junk.
- The tiny lots and HOA requirements are the reason Neylon Farms isn't taking off.
- There are few rental opportunities. I've had bad experiences with landlords in the area, there is no one to hold them accountable for negligence.
- There are no expectations for taking care of your property. All nice houses are surrounded by run-down houses with junk in their yards. This makes the entire town look bad. If there are ordinances it would be great if they were enforced.
- We need a recycling program. There are many options available that should be looked at for a community of our size.
- We need an all-weather track for Track. I also think a new school would be great! Our schools are in very poor shape.
- We need more restaurant choices and the repair of older homes to boost neighborhood appeal.
- What about Versailles, Timewell, and Ripley? Nothing is done to help us!
- Wish there was a bike/ walking trail from East Lake into town. I think we should walk more vs driving cars all the time
- Would be awesome if we had a bigger lake with a beach and fishing or water recreation.
- Would love a winery, walking trails, more entertainment options, more party places for kids' birthdays, a 24-hour gym, more restaurants
- If not for DOT FOODS and the Tracy family I feel Brown County would have died many years ago. They have been the driving force behind almost every positive improvement to Brown County

2022 Brown County Community Survey Results

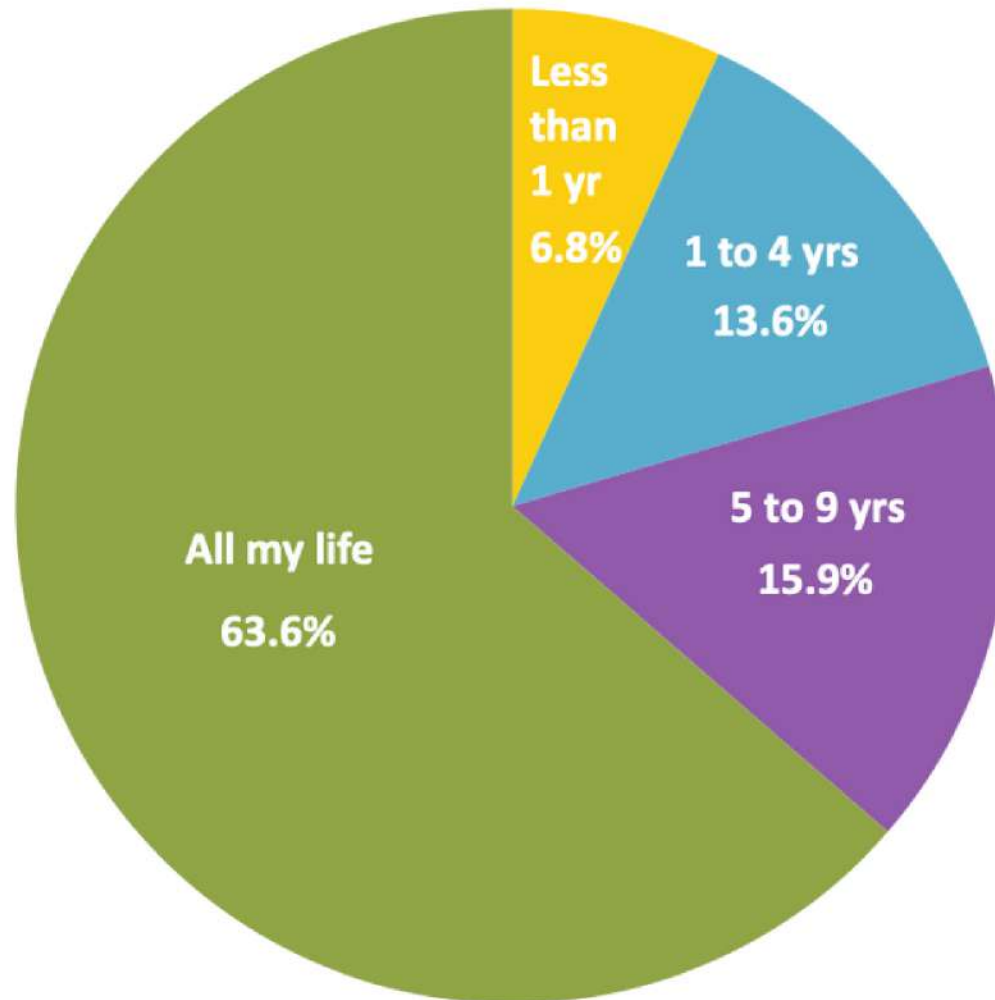
DEMOGRAPHIC INFORMATION – Brown County High School Students Where do you live?



BCHS Students (44 answered, 11 skipped)

2022 Brown County Community Survey Results

DEMOGRAPHIC INFORMATION – Brown County High School Students How long have you lived in Brown County?

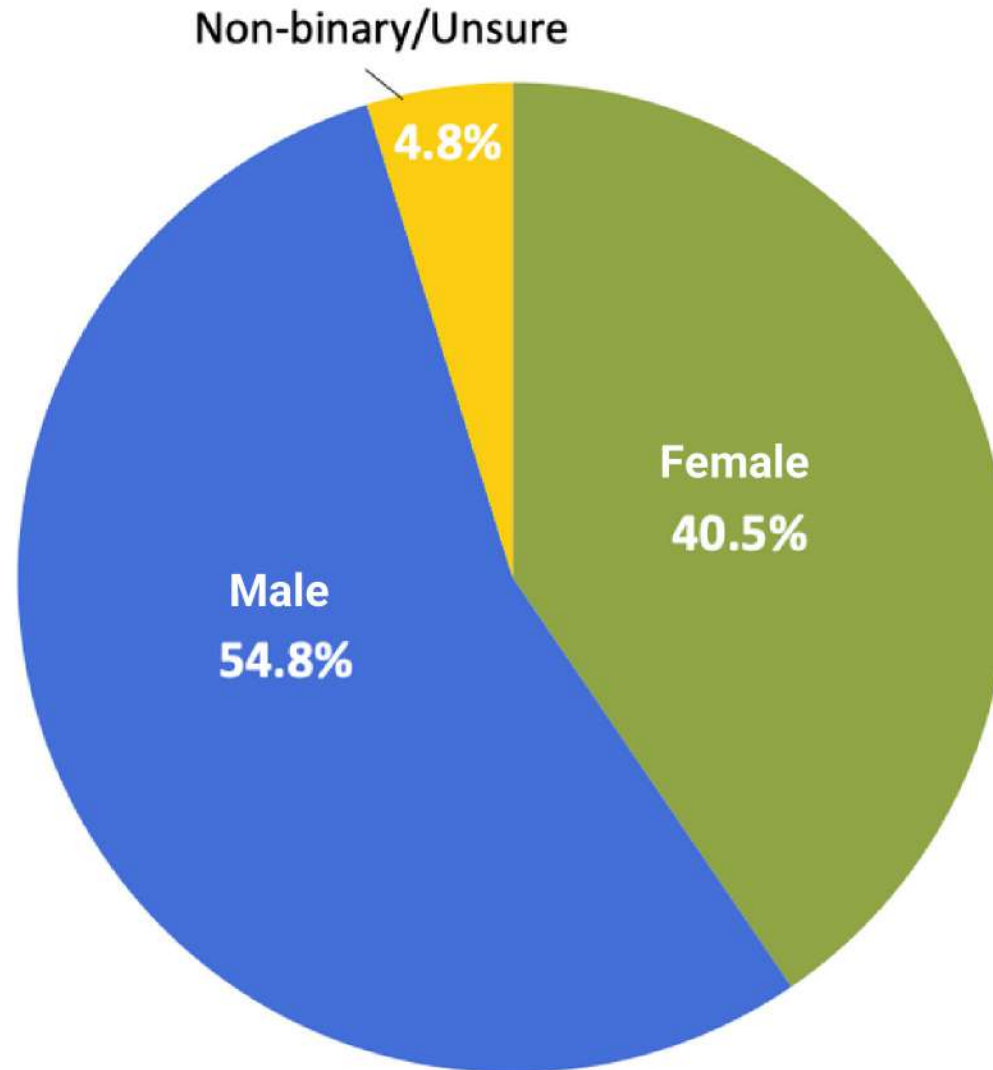


BCHS Students (44 answered, 11 skipped)

2022 Brown County Community Survey Results

DEMOGRAPHIC INFORMATION – Brown County High School Students

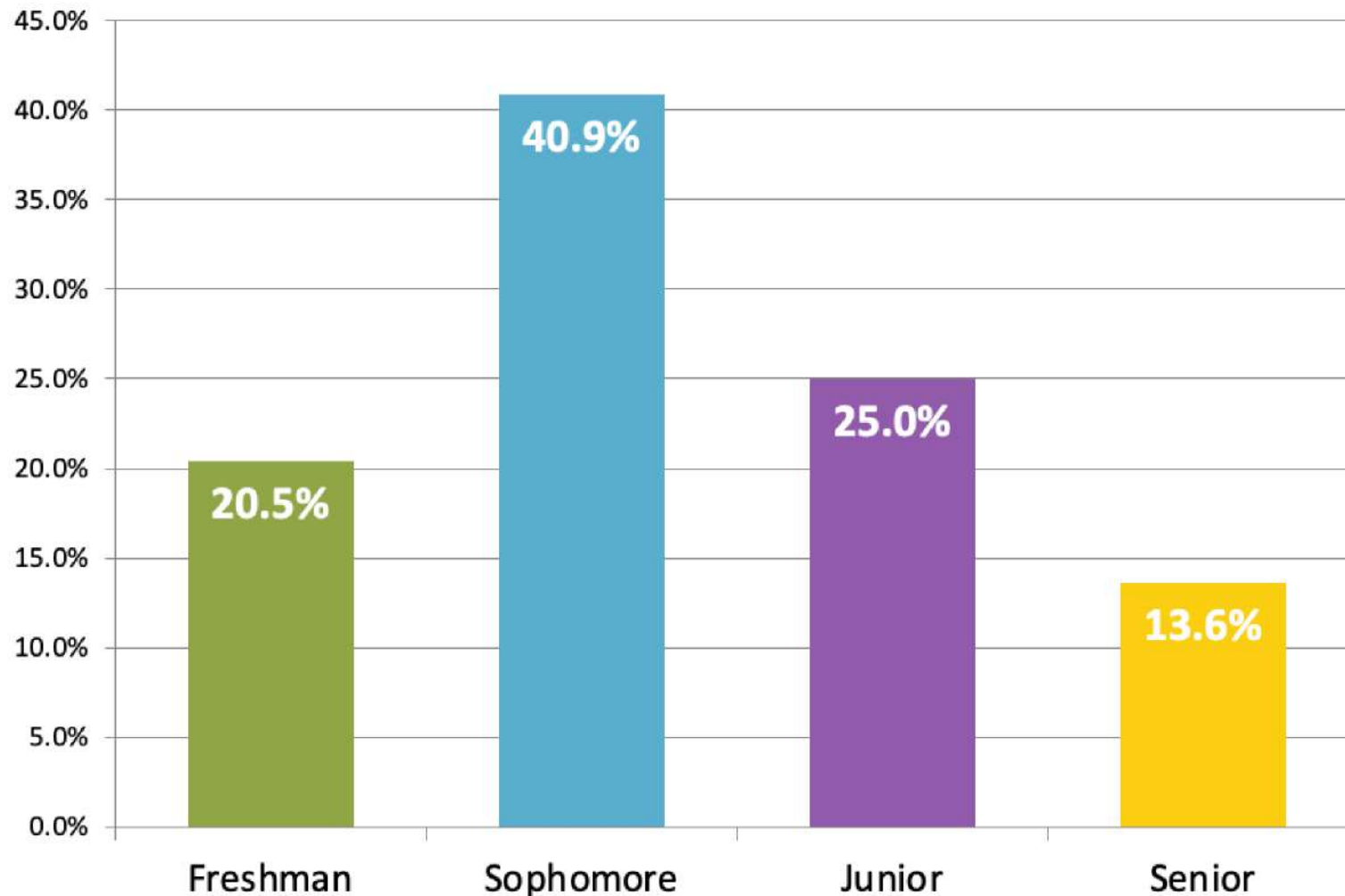
What is your gender?



BCHS Students (42 answered, 13 skipped)

2022 Brown County Community Survey Results

DEMOGRAPHIC INFORMATION – Brown County High School Students What grade are you in?

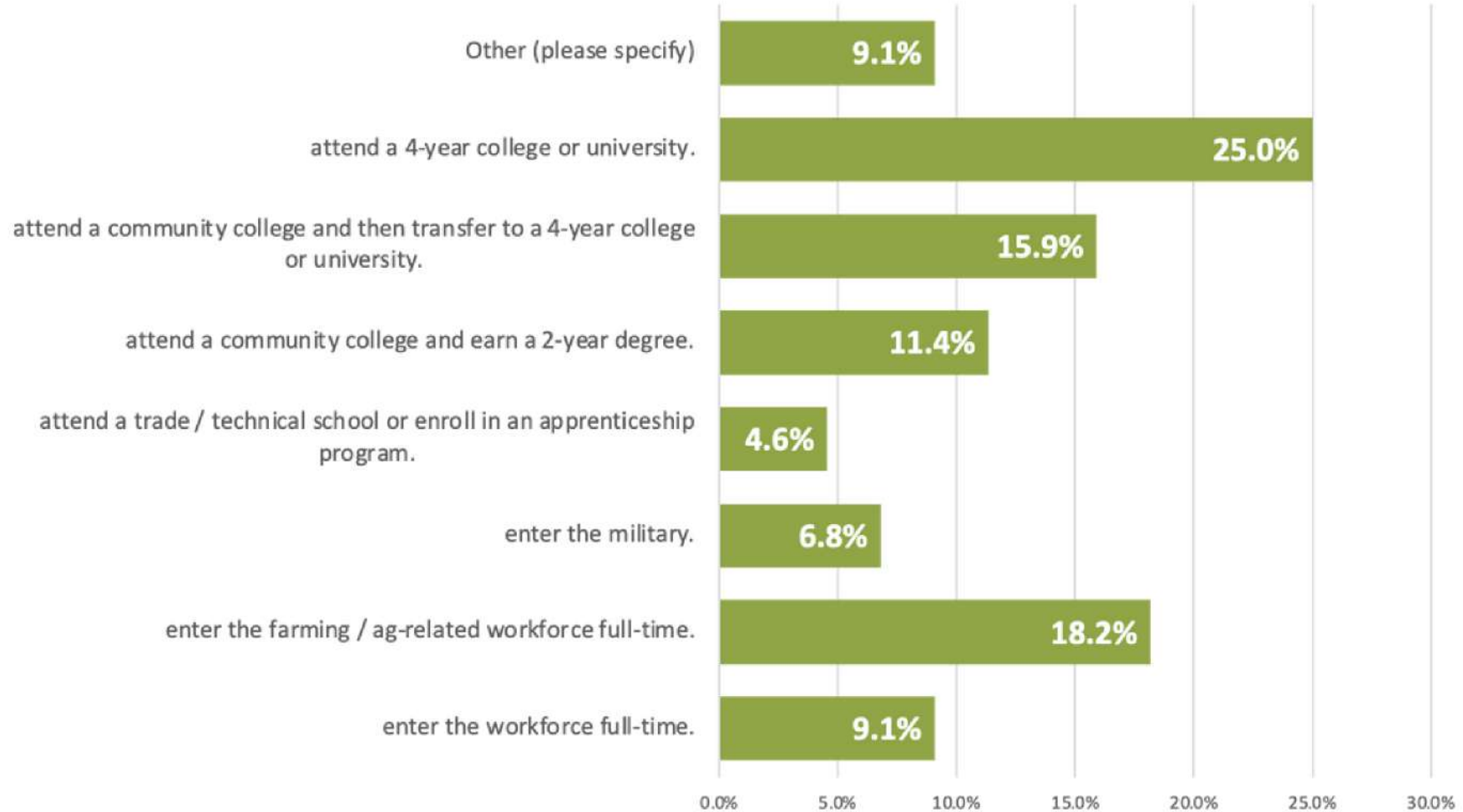


BCHS Students (44 answered, 11 skipped)

2022 Brown County Community Survey Results

DEMOGRAPHIC INFORMATION – Brown County High School Students

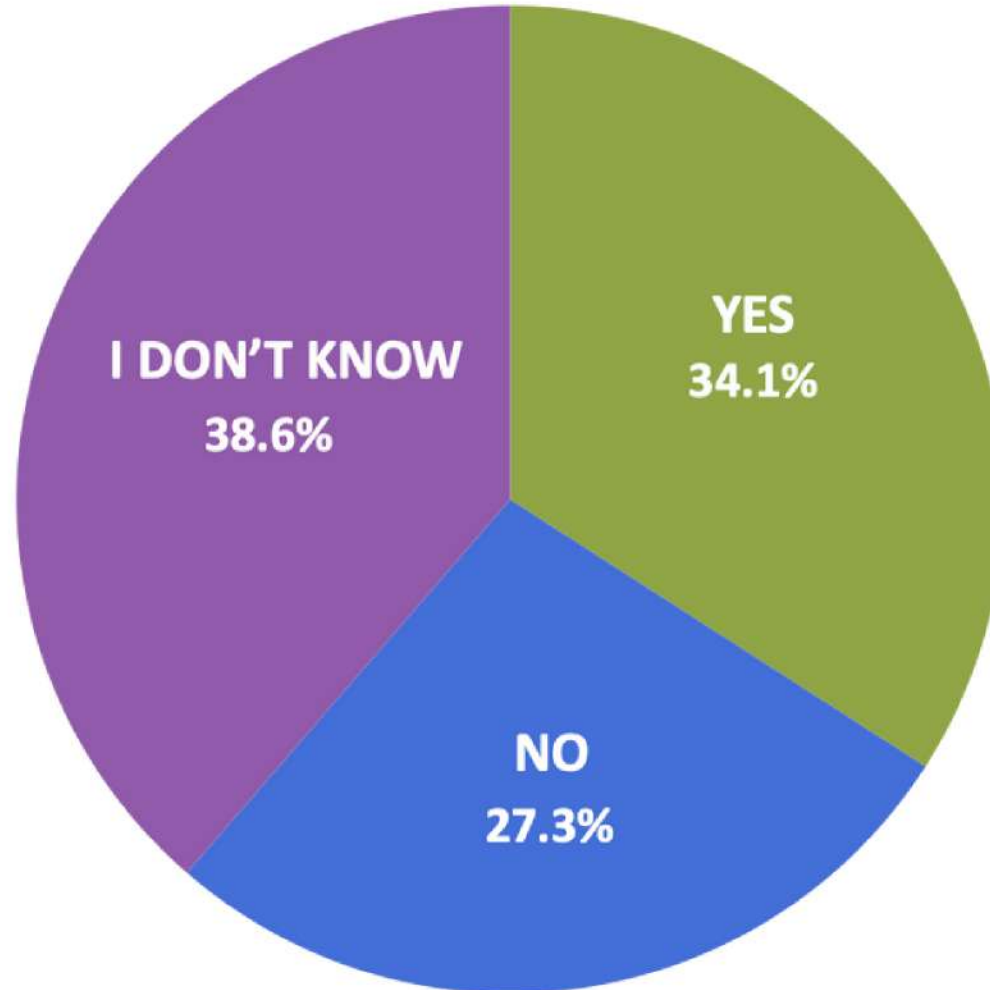
Please choose the response that best reflects your future plans. After I graduate from high school, I plan to...



BCHS Students (44 answered, 11 skipped)

2022 Brown County Community Survey Results

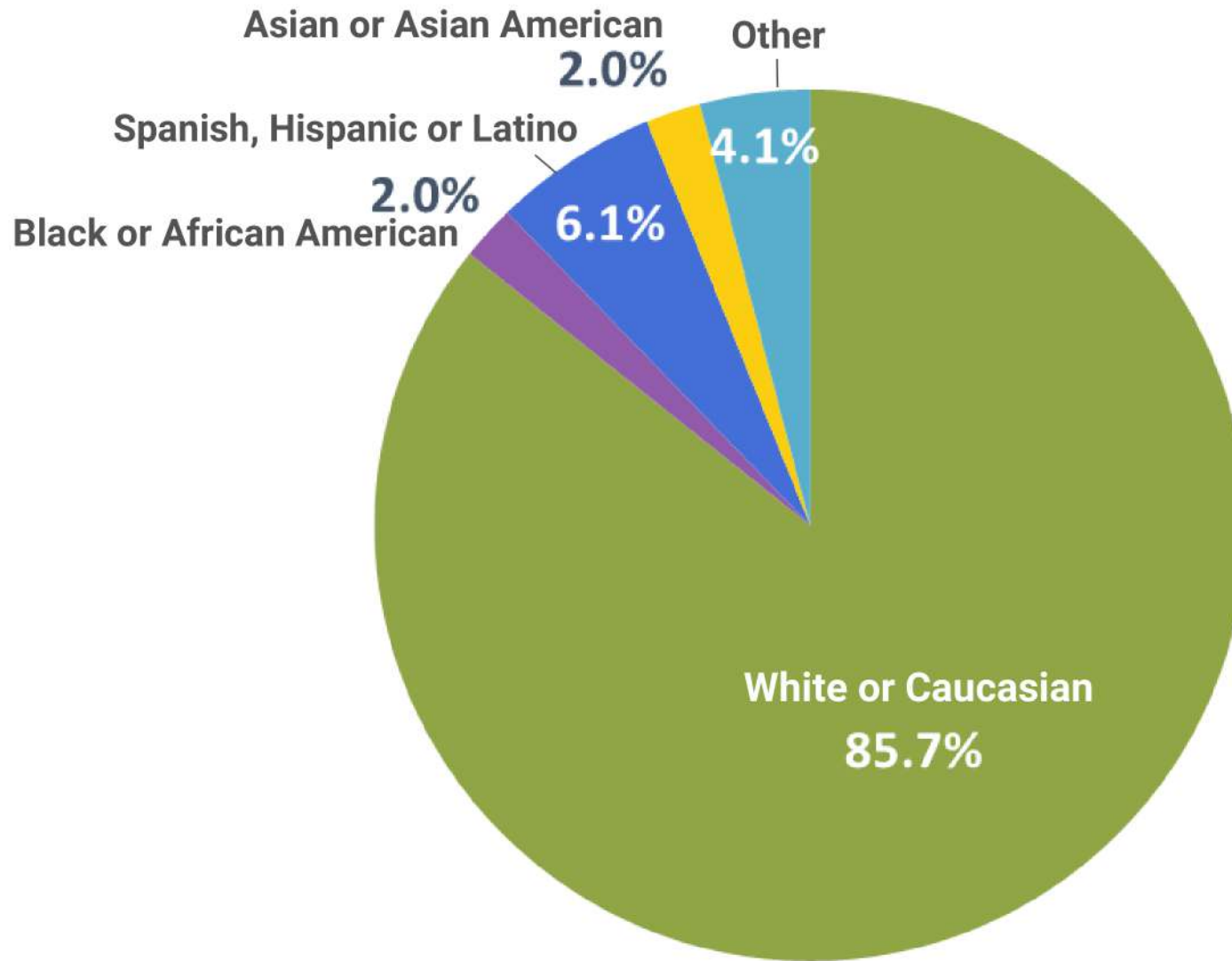
DEMOGRAPHIC INFORMATION – Brown County High School Students
Would you like to live in Brown County for the majority of your life?



BCHS Students (44 answered, 11 skipped)

2022 Brown County Community Survey Results

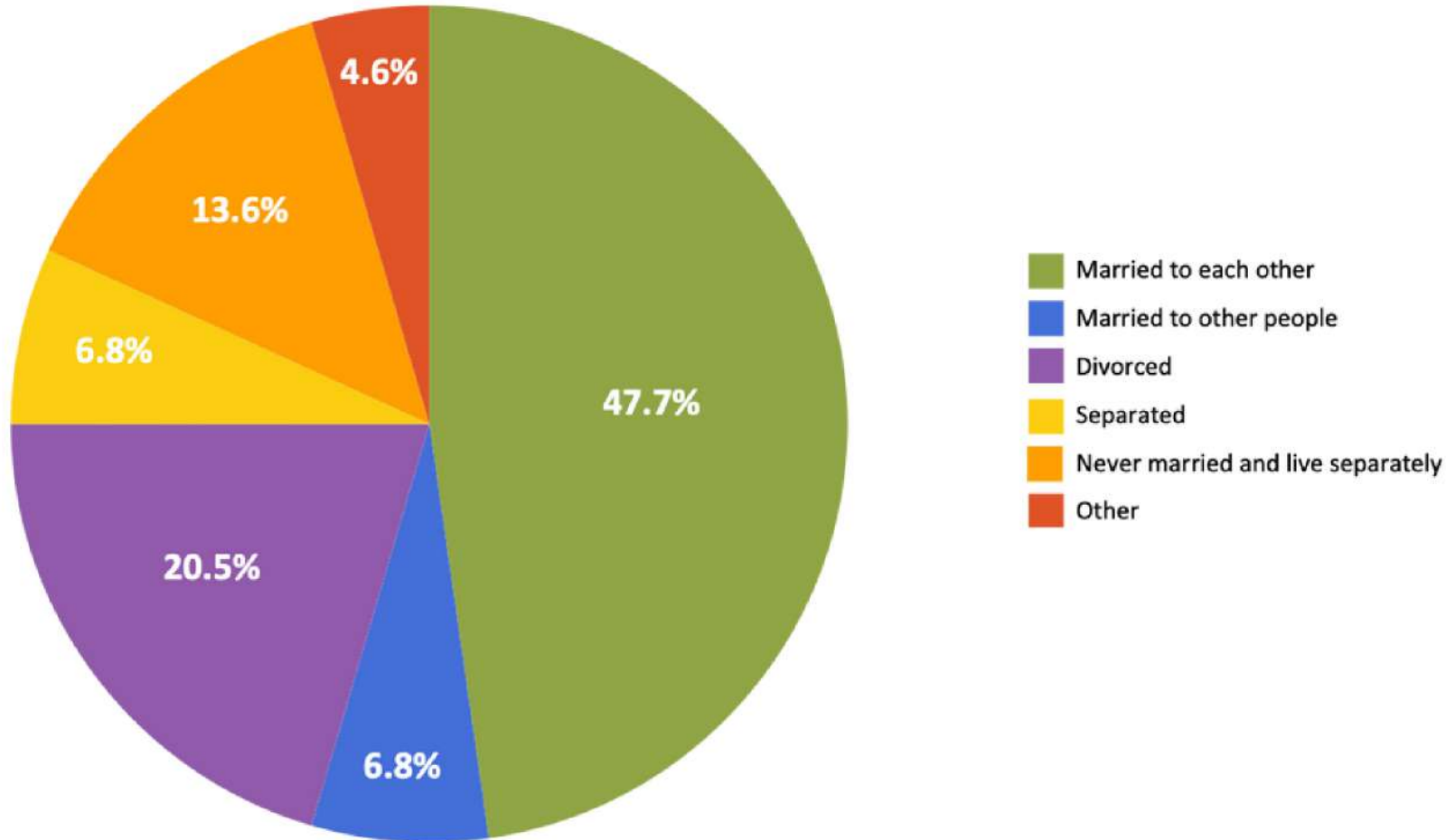
DEMOGRAPHIC INFORMATION – Brown County High School Students How would you describe yourself?



BCHS Students (44 answered, 11 skipped)

2022 Brown County Community Survey Results

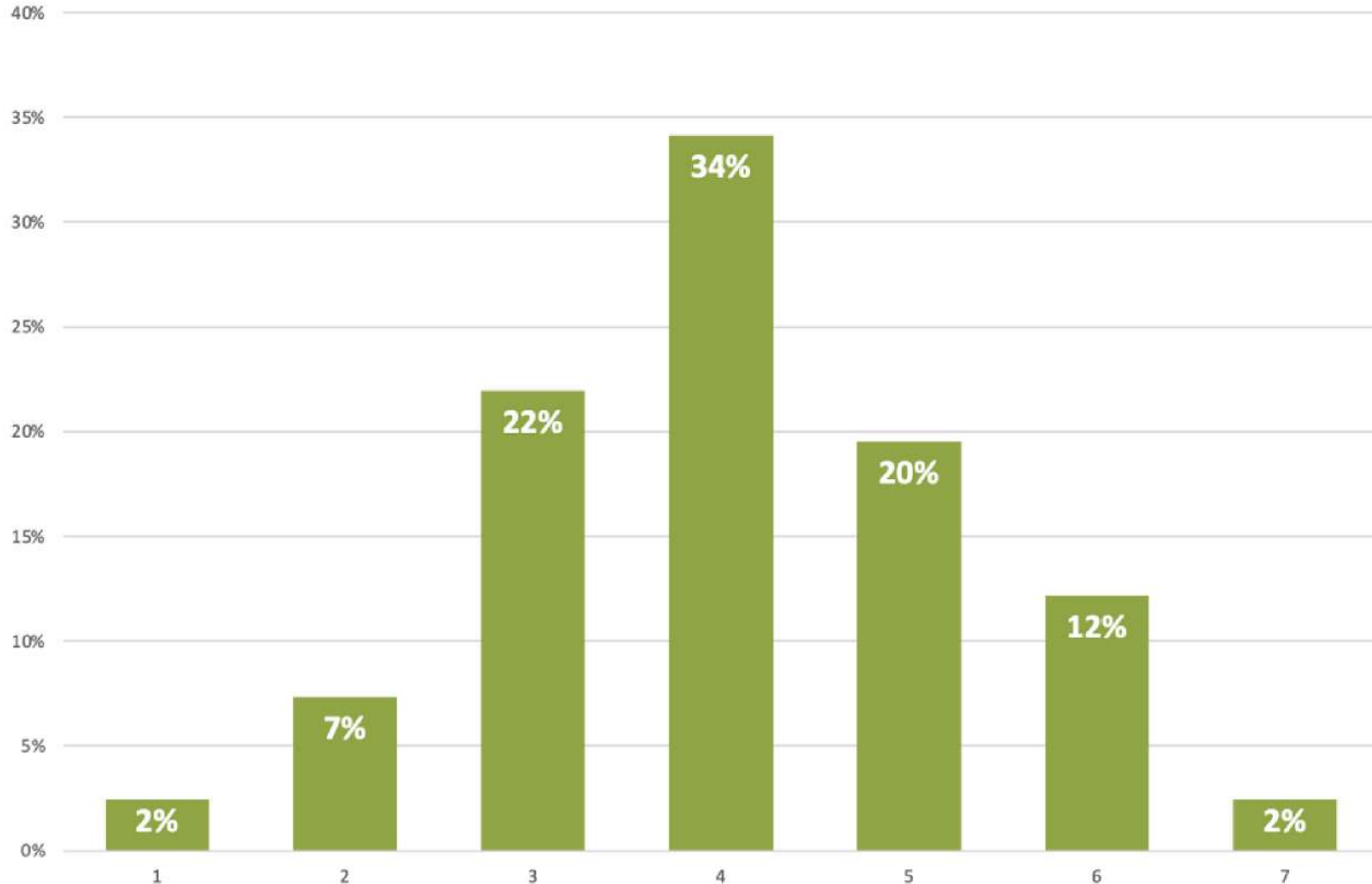
DEMOGRAPHIC INFORMATION – Brown County High School Students
Which of the following best describes your parents' current relationship status?



BCHS Students (44 answered, 11 skipped)

2022 Brown County Community Survey Results

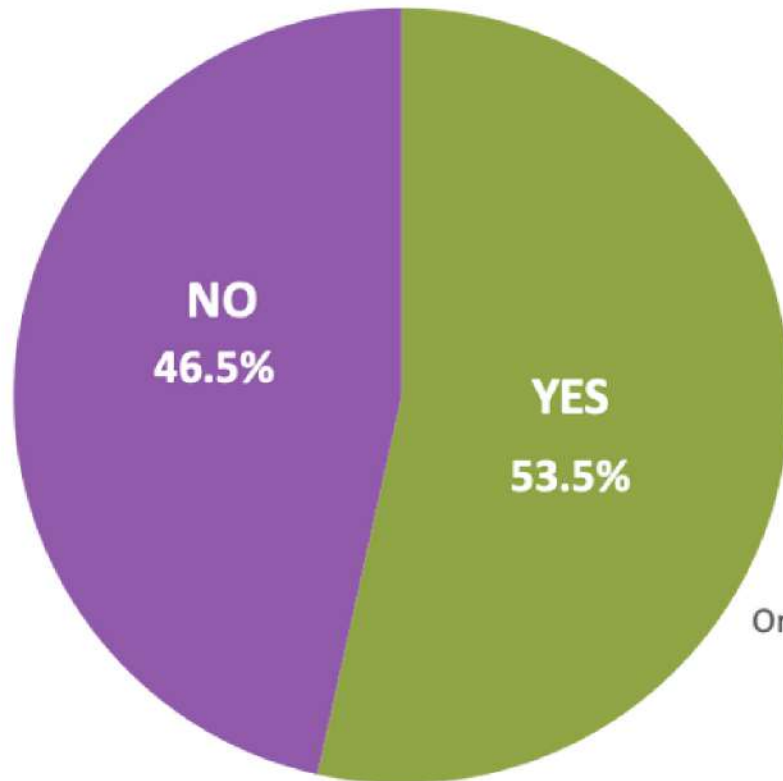
DEMOGRAPHIC INFORMATION – Brown County High School Students How many people currently live in your household, including yourself?



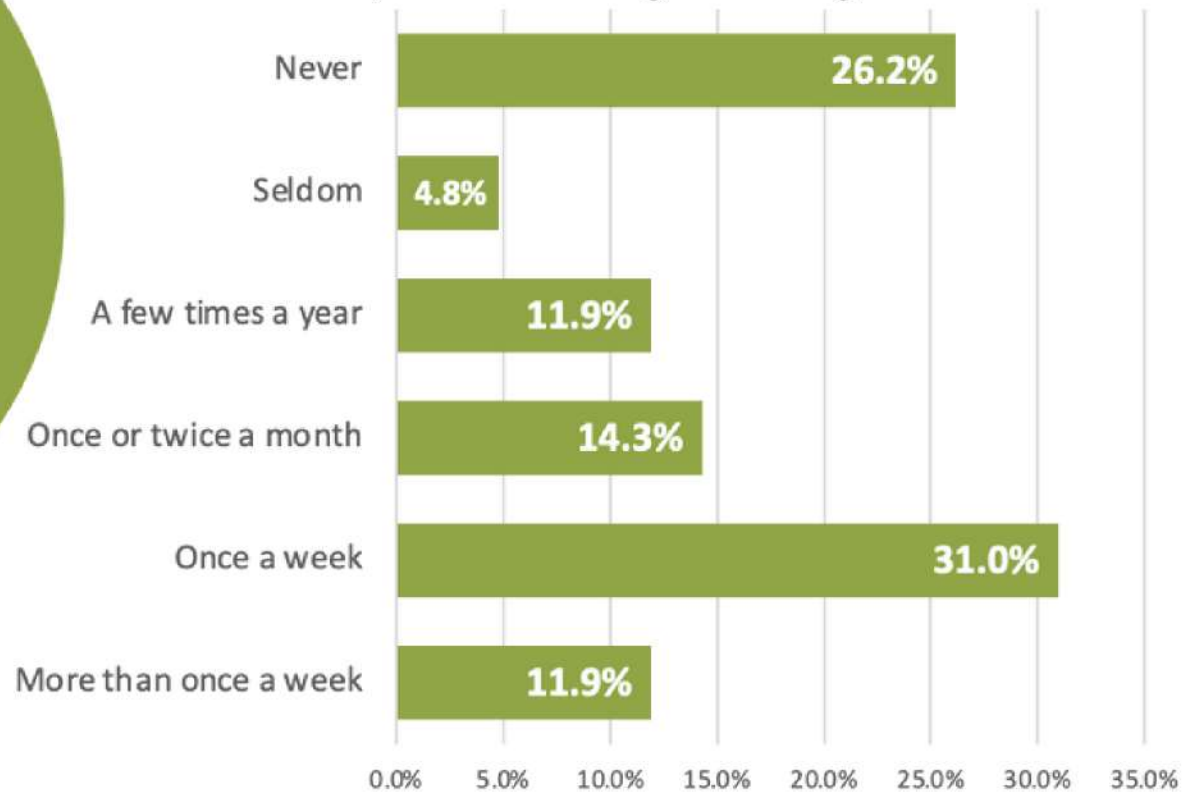
BCHS Students (41 answered, 14 skipped)

2022 Brown County Community Survey Results

DEMOGRAPHIC INFORMATION – Brown County High School Students Do you belong to a church or faith community?



How often do you attend religious or worship services, not including weddings and funerals?

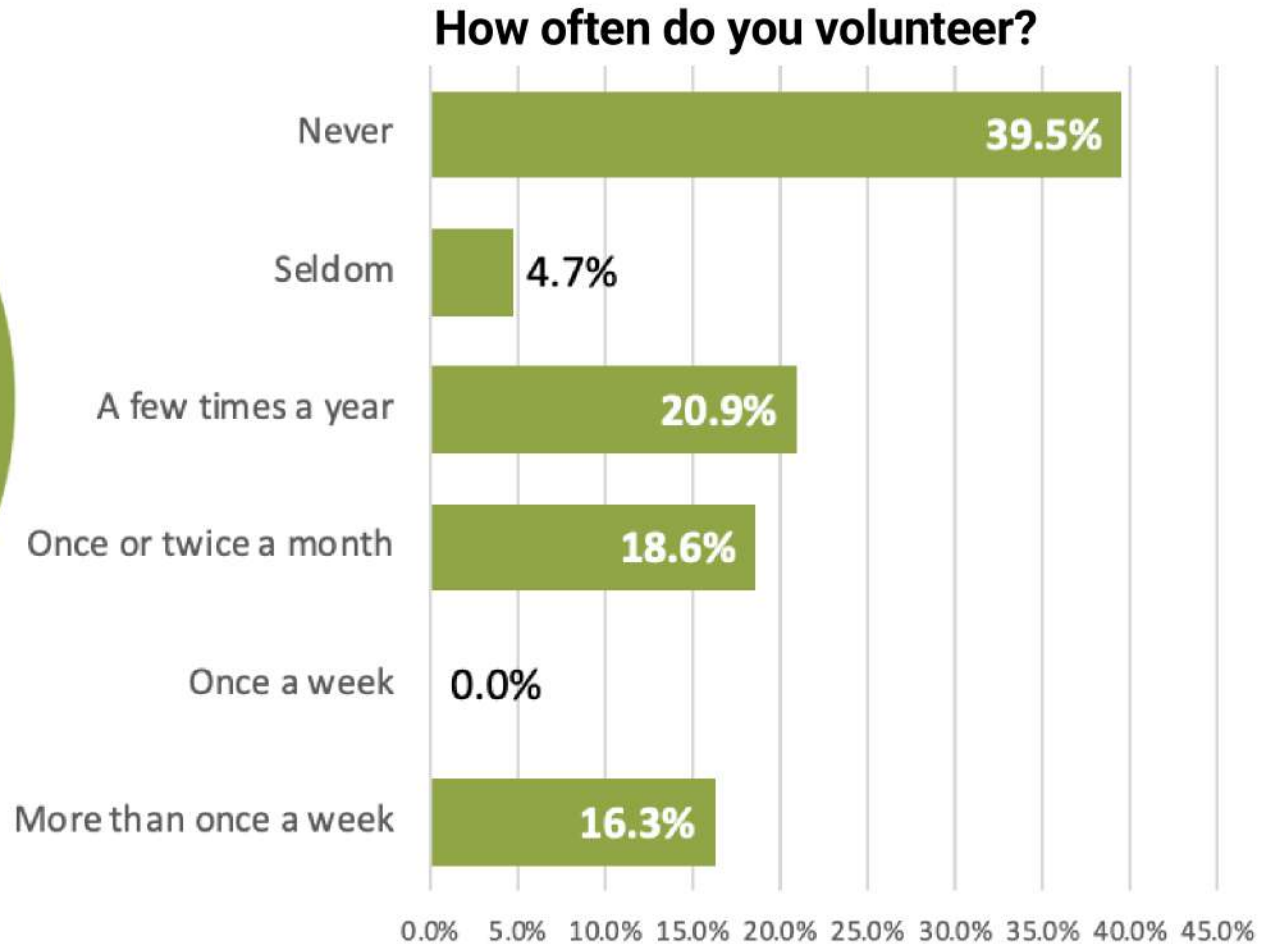
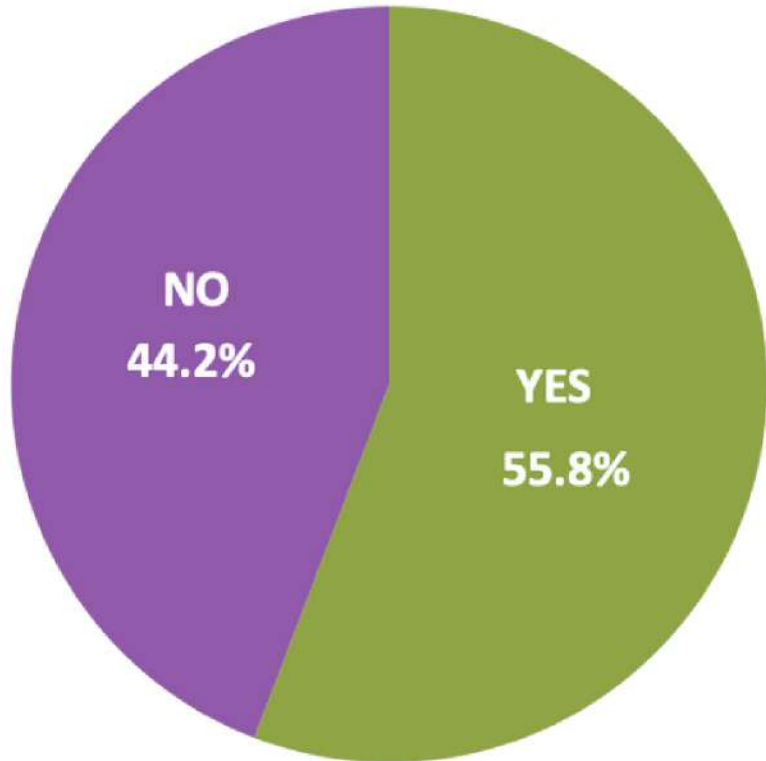


BCHS Students
42 answered, 13 skipped
43 answered, 12 skipped

2022 Brown County Community Survey Results

DEMOGRAPHIC INFORMATION – Brown County High School Students

Do you volunteer your time for nonprofits or community organizations?

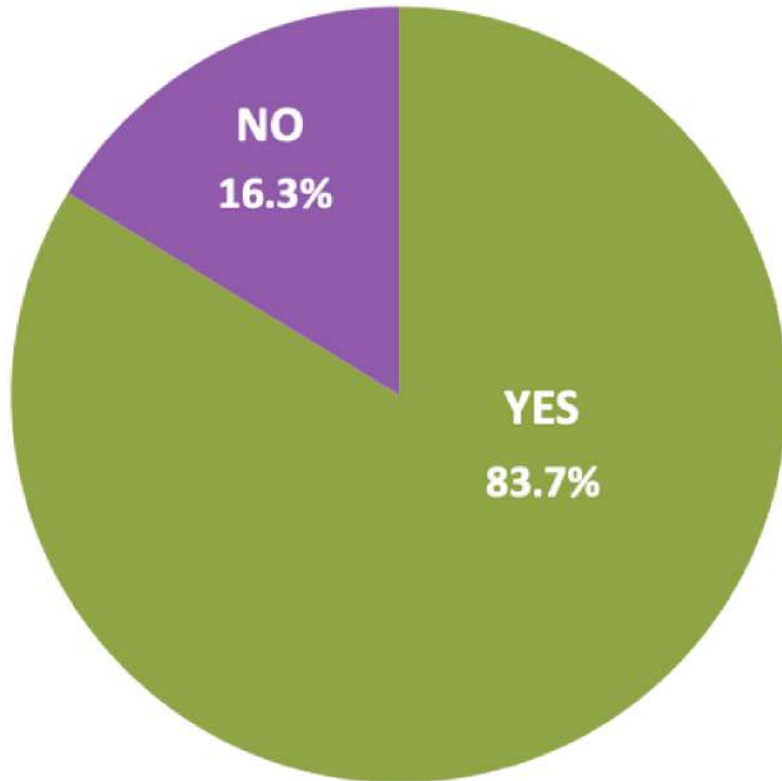


BCHS Students
43 answered, 12 skipped

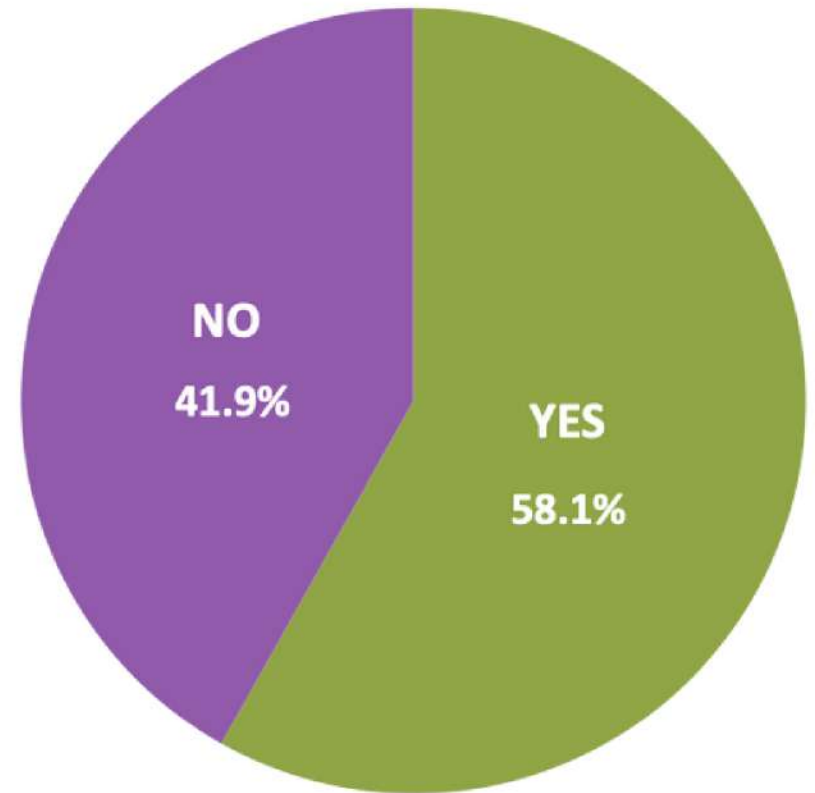
2022 Brown County Community Survey Results

DEMOGRAPHIC INFORMATION – Brown County High School Students

Are you involved in any extra-curricular activities (e.g. sports, dance, music, art, band, FFA, etc.)?



Do you have a job outside of school?



BCHS Students
43 answered, 12 skipped

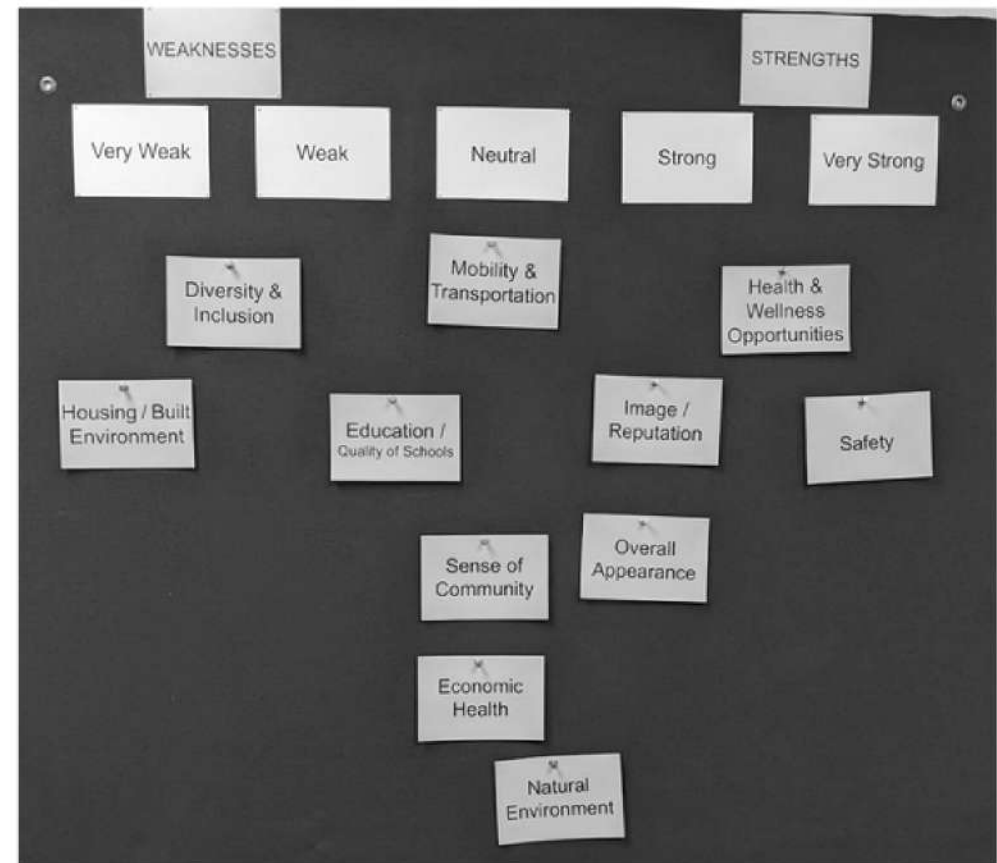
Focus Groups- Brown County Families, New to Brown County

Three focus groups were convened as part of the information-gathering phase of the 2022 Brown County Assessment, one composed of people new to the area (7 participants) and the second composed of people with families residing in Brown County (8 participants). A third focus group comprised of Dot warehouse employees who do not reside in Brown County (15 participants) also was held.



Focus Groups- Facets of Livability Ratings

Each group began with participants asked to rate – using group consensus – eleven facets of livability from very weak to very strong. The two groups agreed that two of the categories, Safety and Health & Wellness Opportunities, would be Strong to Very Strong. Both groups also agreed that Housing / Built Environment was Weak (Families) to Very Weak (New to BC). With the exception of Diversity & Inclusion, which the New to BC Group rated between Weak and Very Weak, all the other categories were rated more in the middle with less consensus:



Focus Groups- Facets of Livability Ratings

Some of the differences in ranking might be worth further exploration. For example, why do those New to BC rate Education / Quality of Schools much lower than the Families, who presumably actually have or have had children in school previously? It makes sense that the Families Group would rate Sense of Community higher than those New to BC. However, it's less clear as to why those New to BC would rate Overall Appearance higher than those Families living in BC longer, but perhaps the difference is explained by longevity resulting in being less conscious of one's surroundings. That might also explain the difference in how the groups rated Diversity & Inclusion.

CATEGORY	FAMILIES	NEW TO BC
Mobility & Transportation	Neutral	Weak
Diversity & Inclusion	Neutral to Weak	Weak to Very Weak
Overall Appearance	Neutral	Strong
Economic Health	Neutral	Neutral
Image / Reputation	Strong to Neutral	Strong
Education / Quality of Schools	Strong	Neutral to Weak
Sense of Community	Strong	Neutral
Natural Environment	Strong	Strong to Neutral

Focus Groups- Brown County Families, New to Brown County

If you were given \$1 million dollars to invest in the Brown County community to make it a better place, how would you spend it?

Brown County Families Group

- Movie theater mentioned by several (previous usage of HS facilities and inflatable screen at Clark Park)
- Quality apartment complex
- Add an urgent care clinic to health care offerings
- Dog park (good social outlet that leads to meeting people)
- Sports complex to attract traveling teams (would make BC a destination; contributes to local economy; might be good use of under-utilized fairgrounds)

New to Brown County Group

- Home improvement, curb appeal grants
- Healthy food options
- Something for kids to do, place to hang out besides the YMCA
- Open a meat locker
- More for places in BC other than Mt Sterling
- Food options for diverse populations
- Given where we are, it's weird not to have a gun range
- Just improve the condition of sidewalks and add where needed; the downtown improvements are great, but we need good and safe sidewalk to get there and other places, like school
- A track at the school complex and a junior high football program

Focus Groups- Education

Education: The quality of our schools has been identified as very important to Brown County residents. When it comes to your family's educational experience in Brown County, what is going well? What is working in our schools? What is not going well in our schools? What aspects of your children's education could be improved?

Brown County Families Group

- Easy to have a personal relationship with kids' teachers
- Communication with teachers is great
- School district pays teachers very well in effort to keep them
- Special education better in lower grades but district rallies around families to make sure kids' needs are met through special ed classes
- Extra-curricular activities sparse outside of sports
- Relationship with John Wood CC provides AP classes that also give dual credit
- Would love to have more diversity in classes

New to Brown County Group

- Immediate response from school to contacts from parents
- Coaches in all sports have been amazing
- Having a private school option for elementary students is great
- Arts and music programs are dwindling

FOCUS GROUPS- Housing

Housing: The availability and quality of housing have been identified as concerns among Brown County residents. What are your thoughts on housing – from personal experience or observation? What type of housing do we need in Brown County? Why?

Brown County Families Group

- Not sure who to call for house renovation (e.g., general contractor)
- Many people doing their own renovations but not everyone has the skill or time
- Lots of houses could be improved with that sort of attention
- Doesn't seem to be a city program that encourages upkeep or tears down decrepit houses (e.g., fix or flatten)
- Property taxes are a deterrent to living in BC
- Lack of affordable housing makes it hard to recruit new residents/workers
- New houses going up at Neylon Farms division are going for more than \$350,000 which few people can afford, even before the taxes hit – not solving the problem of housing for first-time home buyers
- East Lake is different because people started living there 20 years ago; lots are bigger, which is another difference with Neylon Farms
- Example of housing built in Mt. Sterling could be done in other parts of the city; look to a strategy of 'infill' and aim at people looking for housing priced \$150,000 - \$250,000

New to Brown County Group

- We need more apartments and maybe duplexes, housing with more appeal to younger people
- Housing market is almost non-existent
- People with a relocation package for work (at Dot) can't find a place to spend their money
- The prices at Neylon Farms are high, but the covenant is also a problem because it's very strict; you can only buy one lot, too
- If you're looking to buy a house, you almost have to put in a bid within 15 minutes of viewing it
- Taxes are a big issue
- There's a couple who take houses, fix them up, and flip them – we need more of this.

Focus Groups- Recreational Opportunities

Recreational Opportunities: In many communities we hear the age-old complaint of, “There’s nothing to do here.” Is this your family’s experience? Why or why not? How important are the potential walking/biking trails to your family and the community? Help us understand why. How important is the swimming pool to your family and the community? Help us understand why. What do you want to see more of in Brown County when it comes to recreational opportunities? Where do you get your information about what’s happening in the community?

Brown County Families Group

- Would like to do something at night other than drinking – bowling alley, movie theater
- Thought the new game shop on Main Street would be a place for people to gather and play board games
- Wish we didn’t have to go to Quincy for everything
- Festivals are fine but they’re just 1-2 days
- Excited for the proposed trail, but would be more excited if it ran out to East Lake
- Trail will go to golf course, right? And to Mt. Sterling Lake?
- Batting cages, pitching machines – stuff like that
- Soccer bubble like Burlington
- Build a Top Golf and put it right by the new Chick-fil-a
- Go karts would appeal to more than batting cages
- Lots of talk about sports complex, associated parking and dining problems

New to Brown County Group

- Like to have more things to do on date night besides restaurants.
- Winter is especially hard to find things to do
- Movie theater in Rushville is cheap and cute
- Trails project is huge and will allow people to get out more with families to enjoy nature
- Local pool is boring compared to neighboring communities
- Local businesses sponsored days at pools in Mt. Sterling and Versailles that let kids in free; that was awesome
- Bowling alley would be great or just a space that had a pool table, dartboards, foosball, stuff like that

Focus Groups- Business

Business: Survey respondents cited the need for more shopping and dining options in Brown County. What do you buy out of town that you wish you could buy in Brown County? What types of businesses would you like to see open in Brown County? What types of businesses do you miss?

Brown County Families Group

- Would like more food trucks; Dot employees working second shift have trouble finding variety of food ('22 year old dudes don't pack their lunch')
- Clothes, makeup
- Healthy food options
- Groceries are expensive at IGA but it's understandable
- Sporting good stuff
- Go to Farm & Home but confess never been in Kassing's so don't know if they have that kind of stuff or not
- Repair places – can't find anyone to fix my lawnmower
- Not much empty space downtown, but parking is a problem even so

New to Brown County Group

- Just not buildings available for new businesses
- IGA tries to provide what they can but it's expensive; need to go elsewhere to find produce beyond the most basic
- Buy almost all our meat out of town because of the cost locally
- Hard to find hunting stuff locally; not sure how much Double K is doing these days
- Shoes are always a struggle
- Getting a meat locker would be great; Carthage has one that also has a storefront
- Restaurant with healthier choices and more affordable than Hagel
- Maybe a bunch of food trucks setting up once a month; a food truck rally
- Supposed to be a new restaurant coming by the woman who won the business competition to fill in the gaps, open late nights, Sundays, and Monday – but heard she has to build because no suitable space available – even so, probably still burgers
- Love to have a Chinese restaurant or Italian or a good pizza place

Focus Groups- Diversity & Inclusion

Diversity & Inclusion: Have you felt welcomed by the community? How or how not? Survey respondents, particularly younger respondents, identified diversity and inclusion as very important to the quality of life in Brown County. What does diversity and inclusion mean to you? What steps could the community take to become more diverse and inclusive?

Brown County Families Group

- Not a priority for everyone
- Valuable to be exposed to different kinds of people
- Used to be that if you were born and raised here, you didn't get out of a three-county radius much, so diversity wouldn't be important to you
- Want my kids to know there are people in the world who look and think and act differently than them
- Key to growth at Dot is through diversity
- Community isn't set up to support a diverse group – we have a Mexican restaurant but no Mexican grocery; there are no Spanish or French speaking teachers; etc.
- Affordable housing is a hug issue

New to Brown County Group

- Felt welcomed by neighbors and people at church
- People who might appear to be of a different ethnicity might have different experience, both by being isolated at community events and having people not comfortable to approach because of the possibility that they don't speak English
- Carthage has a group that gives out information to newcomers about doctors, tradespeople and such; this sharing everything needed to know made them feel included
- Beardstown made a big deal about Mexican Independence Day – could Mt. Sterling do something to recognize people from other backgrounds?

Closing Thoughts: Is there anything else you would like to share?

Brown County Families Group

- Priorities should be getting housing costs down, housing inventory up, and taxes under control
- School comes next because we need to get the type of teachers we need to build
- Not many towns this size are growing; there's an opportunity to be on the ground floor of something that's really fun and exciting
- People who like unique experiences would love it here
- There's a definite culture here; things like drive your tractor to school day and revving up the motorcycles at football games when there's a touchdown

New to Brown County Group

- Tracy Family Foundation has helped BC be what it is today
- So many other small towns are just dying, people are leaving, businesses closing; this county is unique because there's been so much focus on helping it to thrive
- It would be a good thing to see BC as the whole, not just Mt. Sterling; Versailles needs a lot of help
- Mt. Sterling needs to be more diligent in code enforcement so that houses don't get run down and yards are maintained – but when houses are too far gone, that's an opportunity to tear them down and make space for a new building to go up
- Having an extension of the Early Learning Center in Versailles would be helpful, especially for those people from Jacksonville who bring their kids to Mt. Sterling

Quotables – Brown County Families

“I am happy with the education. I have a daughter with autism and this school district has bent over backwards for her.”

“To get more people to our community... We don't have Spanish teachers. It's all online. So that's a big gap for us. We have French and Spanish-speaking employees at Dot, but we don't have resources for their families in our schools.”

“The teachers are really great. They're very strong, but the extracurriculars are lacking.”

“I think when you're from the town, it (communication) is great. It's hard to get involved when you didn't grow up here. And then outside of that, I think there's a lack of communication about events. I oftentimes don't know what's happening until I'm driving down Main Street and see that there's 1000 people out there. I don't know if the announcements are going to schools, and then the kids tell their parents or within the newspaper. I don't read the newspaper. I think that that type of thing could be improved upon, as an outsider.”

“I'll go months without leaving town because I have everything I need. Now, somebody probably goes out more. But it is nice to have (the option not to). Even with bad weather, we have a grocery store. You could stick around. You don't have to go someplace else. You might choose to, but it's nice to have everything you need.”

“What I like is I have a personal relationship with every one of my kids' teachers. As parents, you don't get that in a big school. So, if my son's math grade drops, I can send a message to the teacher and be like, ‘Hey, do I need to help them in any or way?’ or they reach out to me and say, ‘Hey, help with this, she needs to work on her math facts.’ And it's always been that way.”

“My child has an autism diagnosis. Every year - twice a year - we have a meeting and it's the superintendent the principal, all the teachers in one big room there to just support my daughter. They really put a lot of resources in front of them and they've been amazing.”

“So a challenge is that there are houses in town that are not very nice. And they go for \$150,000, \$180,000 and then you are paying City and County taxes on it. You're paying high taxes on a not-very-nice house that you paid too much for already.”

Quotables – Brown County Families

“I’ll have an employee that’s driving from Jacksonville, Macomb, Springfield, or Quincy and I’m always like, ‘What about moving to Mt. Sterling?’ or ‘You need to move to Mt. Sterling.’ And the answer is always the same: ‘I’m not moving to Mt. Sterling. It’s too expensive.’ ‘Taxes are too high there.’ And ‘You don’t have any houses.’ It’s a known thing. So, housing and taxes, that’s why they don’t move here.”

“My personal view is like I want my kids to grow up around people that are different than them - that aren't white people. I want them to know that there's this whole other world out there and people think and act differently and have different ideas. I want them exposed to that.”

“My experience is having much more diversity in school. This is literally the least diverse place I've ever lived. So, it's hard. You experience people that are kind of against it (diversity), and maybe not outwardly but you can pick up on those things and that's hard to see and hear.”

“I think our number one priority needs to be somehow getting housing costs down, inventory up, and taxes under control. And then school comes second with getting the type of teachers we need there to build. That's the only way our community is going to grow. I get very concerned about our community not progressing as quickly as it could. We could grow a lot faster if we can get those things under control.”

“I love Brown County. My husband was from a bigger city. And it took him a few years, but you couldn't get him to live anywhere else now. Somebody mentioned the culture. People will say, ‘Oh, there's no culture.’ There is culture. It's Brown County culture and it's hilarious. Have you ever seen bring your tractor to school day? It just cracks me up. You go to a football game and people are revving up their Harleys when we get a touchdown.”

Quotables – New to Brown County

“If you look at all the rankings of all the schools around, Brown County is at the top for all the small communities around here.”

“I feel like here you have almost like that movie, small-town vibe. Everyone's so supportive in the school. You've got the big parade going down the center of town. We just had the Brown County Deer Classic here. That's a big part of St. Mary's and all the support and pride that goes into the school district. Everybody knows everybody. You're going to have support whether it's the football, basketball, or softball team. It's just a really good small town - like what you see in shows and movies. It gives you kind of a warm, comforting feeling to be here.”

“We focus a lot on Mount Sterling. It would be nice to help places like Versailles. Like if they have one project they want to do this year, let's pitch in because it's a Brown County deal.”

“There needs to be a sidewalk that goes from the middle school and cuts across where the Implement is and goes to the YMCA so the kids don't have to walk down to that really busy intersection with that light. Lots and lots of kids go to the YMCA after school and you see them walking there all the time. It's too muddy and too marshy to walk through there. If they could cut straight over from the middle school, it would cut off a huge part of their walk. It would be amazing. Plus, you have a lot of kids that live on that side of town and they have a way longer walk than is necessary to get to school.”

“If we had any issues whatsoever, we went to a teacher and got an immediate response. I mean, if I sent an email, I had a response within two hours from that teacher. When there's a new kid, there's always going to be somebody that doesn't get along, so we have had a couple of issues. And we have felt very, very heard.”

“As far as our house goes, it was luck. It was absolutely luck. People have looked for years and years and not been able to find a place. We paid way too much for our house. We wanted to move out of the rental that was too small for us so we had to buy. And so we paid what we needed to pay. We're very happy and we will never move. You don't have a choice. There's nothing else.”

“My husband and I are very excited about the Trailways project. It is going to be so huge for the community. People will be able to get outside with their families and be safe and enjoy nature. It can't happen soon enough.”

Quotables – New to Brown County

“There's a couple that have been buying up houses and fixing them up and selling them. I believe they've done a couple and have five total. And they're beautiful and they have them staged and they look just like you've seen on HGTV. It's amazing to do that (fix up older houses) because we don't have more land available. The farmland is not going to be turned into residential so if we can take the houses that we have now and make them into beautiful family homes, it's going to be very successful.”

“My kids spend every waking moment at the YMCA when they're not someplace else. They are always at the YMCA and if they didn't have the YMCA, I would say there's not enough to do here. But my kids are there all the time. You're playing sports, basketball, working out, hanging out with their friends.

“The pool here in Mount Sterling is nice, but the kids say that it's boring. They don't want to stay for very long. If you compare what Mount Sterling has to places like Beardstown and Rushville - waterslides and a big entertainment area. They have food and a little pavilion. It's in a park. If we could improve Mt. Sterling's like that, we would draw a lot more people here because a lot of people are going to Rushville instead.”

“My husband is just looking for an office. I can't find an office anywhere. So he's driving an hour every day to his office in Carthage when he really wants to open something here. If you don't want to build - even if you want to build, there's no place to build it. There is not even anything available to buy and fix up. There is just nothing available.”

“Several people just let us know that they were happy we were here (when we moved here). They brought us cookies and sloppy joes.”

“A lot of people from church reached out and said we're just so glad you guys are here and let us know whatever you need.”

“I think the Tracy Family Foundation has helped Brown County be what it is. I mean it so many projects and so many wonderful improvements have been made to this community because of the Tracy Family Foundation and a lot of other organizations. But I feel like the community is only going to improve. And there are so many small towns that are just dying. People are leaving. Kids don't want to live in the community they grew up in. But this one is unique. And there has been so much focus on keeping it a thriving place to live. And I see really good things for the community and its future.”

Focus Groups- Dot Foods

Dot Foods Warehouse Employees Living Outside of Brown County

On Wednesday, December 28, 2022, approximately 15 Dot Foods warehouse employees attended a 45-minutes focus group during an extended lunch break. These employees live primarily in Quincy and commute to Mt. Sterling for work three to five days per week depending on their schedule. Employees' tenure at the Dot Warehouse ranged from 10 years to 2 months.

What, if anything, would lead you to move to Mt. Sterling or Brown County?

- Nothing. Not gonna happen.
- Affordable housing
- Talk my wife into it
- Not driving would be an incentive
- I'm not even sure about living in Quincy at this point
- Nothing. Too much country

If I gave you \$1 million dollars to invest in the Brown County community to make it a more appealing place to live, how would you spend it?

- Train station
- Walmart
- Add more smaller shopping centers and a variety of fast food restaurants
- A hotel so when the weather is bad you don't have to drive
- A nice movie theater that's a destination – someplace that is worth the drive
- 24-hour medical clinic for emergencies. Someplace I can take my kids
- Something for kids to do like a trampoline park

What impressions do people outside of Brown County have about Brown County?

- Country redneck
- Boring
- You must work at Dot
- Really good roads and road service
- Quiet, slower-paced
- It's not modern. It's like it was 30 years ago.
- There have been a ton of changes – in what's available for residents. We have more restaurants, the YMCA, and Main Street is renovated.
- The mindset is extremely conservative, rural community

Focus Groups- Dot Foods

Dot Foods Warehouse Employees Living Outside of Brown County

Do you feel welcomed by Brown County residents? Why or why not?

- No real difference between Brown County and other places
- People are going to form opinions everywhere, Brown County isn't different

Do you go to stores, shop, or get food when you're in Brown County?

- Casey's
- McDonald's
- It's kind of limited
- There are no food options at midnight for night shift workers. Any given night, we have 300 people on night shift. Casey's is 24-hour but doesn't have a lot of food options at night.

Have you considered using the Brown County Early Learning Center for your children when you work? Why or why not?

- I didn't know about it.
- It doesn't make sense for my schedule – only three days a week.
- I don't think they're open on the weekend.

What if you could design Mt. Sterling and Brown County? What kinds of things would you add to uptown Mt. Sterling or anywhere in Brown County? What kinds of shops, dining options, recreational opportunities would appeal to you?

- Bowling alley or darts – something that is more than slot machines in a bar
- Someplace that is interesting to both adults and kids
- Trampoline park
- Bookstore
- Another grocery store option for picking up things to and from work
- Entertainment for kids – outdoor recreation
- BBQ fast and casual place
- Domino's that stays open all night
- Movie Theater
- Arcade
- Destination worth coming to when I'm not working
- White Castle, Taco Bell, Chick Fil A
- Sports Team
- Camping place like they have in Pike County with a lake you can swim in
- Frisbee Golf
- Events like concerts

Focus Groups- Dot Foods

Dot Foods Warehouse Employees Living Outside of Brown County

What is one thing you think I should know about Brown County?

- It's a great place to work.
- Just a place where the job is
- Need more healthcare/medical services for people to live here
- Need job opportunities for spouses that aren't just Dot Foods
- Do you really want it to change that much? If you bring in fast food places, would that put another locally-owned restaurant out of business? It's something to think about.
- If you come here for the first time and find out there are only a couple thousand residents, it's impressive. Most towns this size are falling apart. It's doing really well. We have a ton of things most towns a similar size or even bigger wouldn't have.
- It's a good place to get a paycheck

Margin of Error and Data Collection

The Brown County Survey and Assessment Report contains information from other sources, also known as secondary data. The best example of this is the U.S. Census, data from which you saw referenced on numerous pages throughout the document. We trust this information and have no hesitation to include it in this report, but there are two things that help keep it in perspective.

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 such as Brown County, the margin of error can at times be more 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.

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. 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 2022 County Health Rankings might include data from 2021 or 2018 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.