



## Lincoln and Marathon County Diversity, Inclusion, and Community Welcomeness Survey

**SUPPLEMENTAL  
REPORT**

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# 1. EXECUTIVE SUMMARY

## **A. Overview of the Diversity, Inclusion, and Community Welcomeness Survey**

In 2021, Church Mutual Insurance commissioned the Wisconsin Institute for Public Policy and Service (WIPPS), a unit of the University of Wisconsin System, to collect information from the people of Marathon and Lincoln counties. Additional funding was generously provided by the B.A. & Esther Greenheck Foundation, with additional partner support coming from Mosaic in Marathon County and the Aware and Active Citizens organization in Lincoln County.

The purpose of the survey was to collect information from the people of Marathon and Lincoln counties about their thoughts and beliefs related to community belonging, welcomeness, and different types of diversity, including gender, sexual orientation, race/ethnicity, political affiliation, and others. This report contains key findings from the survey, which are presented in both quantitative and qualitative formats.

## **B. Survey Design and Data Collection**

The survey was designed by a research team from WIPPS Research Partners, with significant input from two resident groups organized by county, known as the Lincoln and Marathon County Community Advisory Groups (CAGs). Multiple drafts of the survey were reviewed for validity, clarity, and scope, with a final draft approved by both the research team and the CAGs. The survey was divided into five sections:

- Community Welcomeness
- Community Belonging
- Attitudes Toward Race and Ethnicity
- Contact, Trust, and Comfort Toward Different Groups
- Demographic Characteristics

The survey was distributed in both online and paper versions. The online version of the survey, which was housed on an online survey platform called Qualtrics, became widely distributed by WIPPS and many community partners via social media, radio advertisements, online and community postings, and other direct communications in May and June of 2022.

In early May, ten thousand (10,000) copies of the paper version of the survey were randomly distributed via USPS mail to households across Marathon and Lincoln counties. Respondents had the choice to complete the survey in either English, Spanish, or Hmong. To be included in analyses, individuals had to (1) live in either Marathon or Lincoln County, and (2) be at least 18 years of age.

These approaches were designed to encourage a wide range of participation from residents. In total, 1,580 individuals submitted a survey either online or by paper; of those, 1,552 met criteria for inclusion in the reported findings. The median survey completion time was 12 minutes.

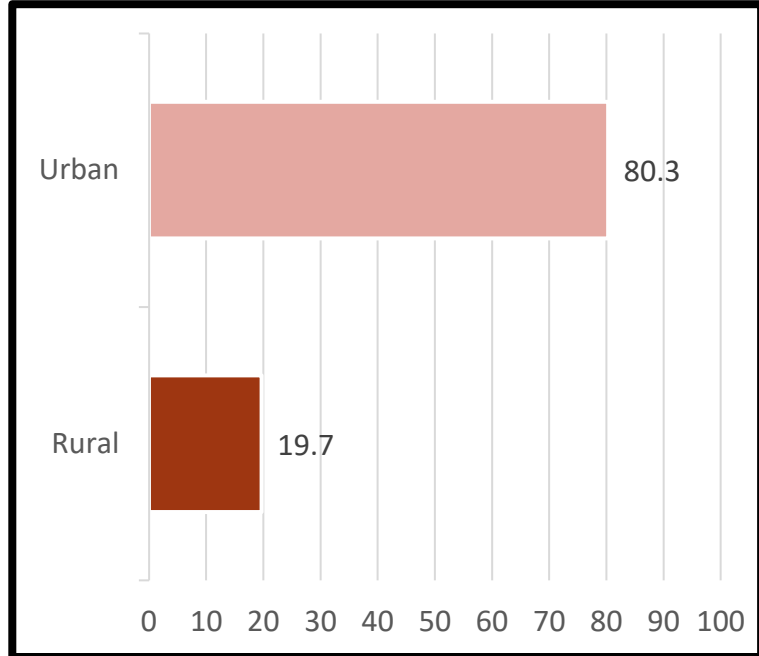
Please learn more about the survey and to access comprehensive report, visit <https://wipps.org/lmdiversitystudy/>.

# 2. SAMPLE CHARACTERISTICS FOR MARATHON COUNTY

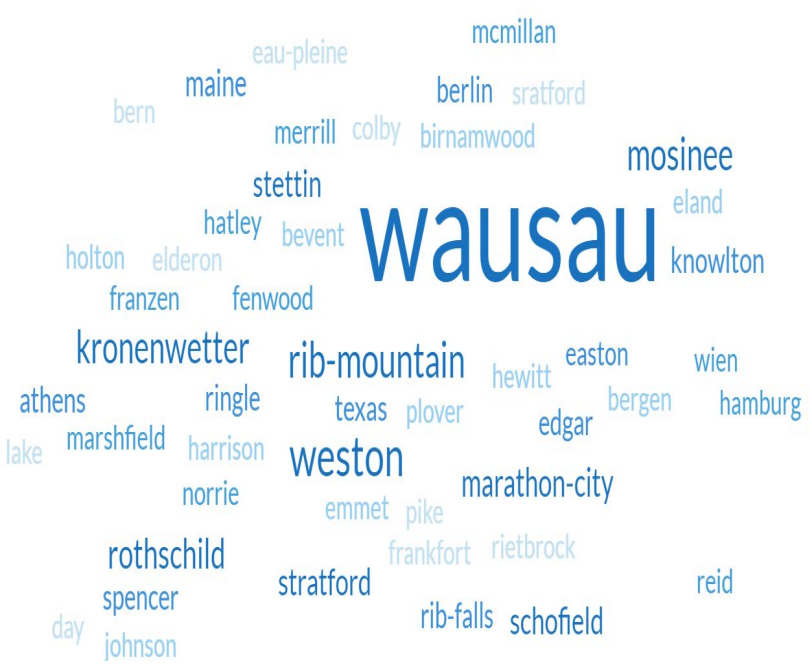
Number of respondents participating from Marathon County.



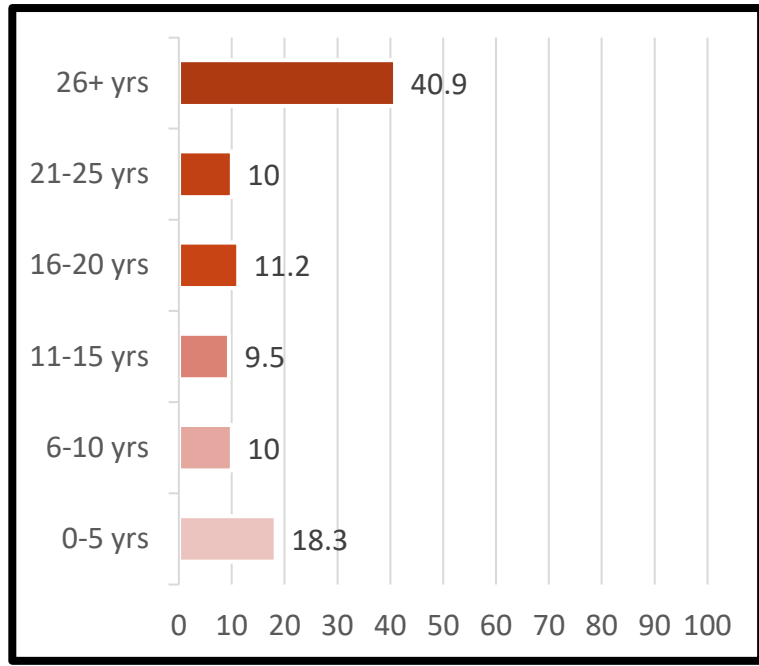
Percentage of respondents living in a rural or urban area. (N = 1105)



City, village, or town where respondents live, as show by word cloud. (N = 1107)



Percentage of respondents living in their city, village, or town based on years. (N = 1095)

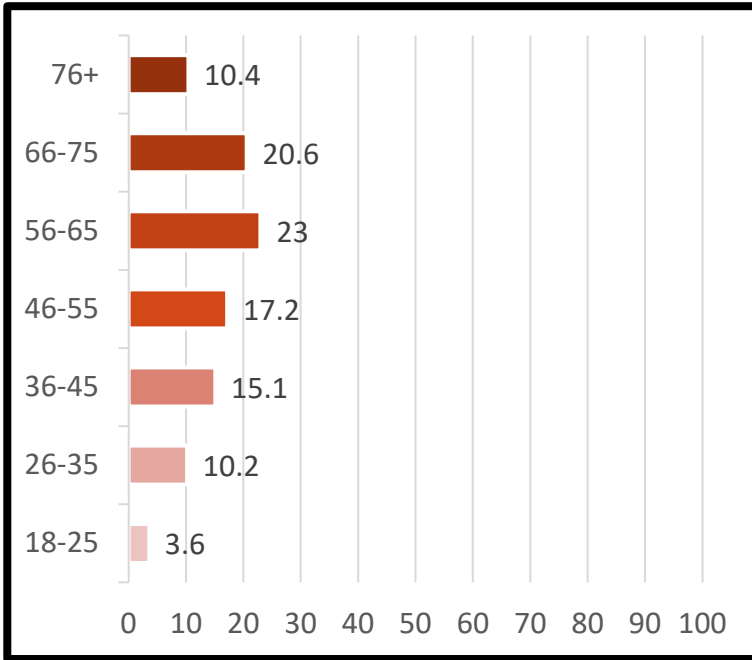


**Interpretation:** Most respondents from Marathon County were living in an urban area, with the largest proportion of respondents living in the city of Wausau. The majority of respondents had lived in their current city, village, or town for more than 15 years.

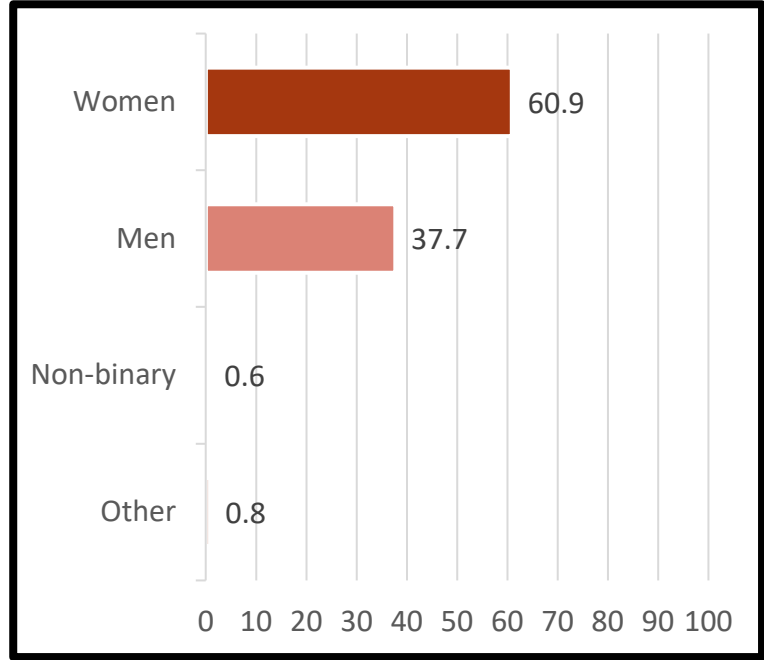
**Note:** Consistent with the US Census Bureau, “urban” was defined as an urbanized area of 50,000 or more residents. This included Kronenwetter, Maine, Mosinee, Rib Mountain, Rothschild, Schofield, Stettin, Wausau, and Weston. All other cities, villages, or towns were considered rural.

# 2. SAMPLE CHARACTERISTICS FOR MARATHON COUNTY

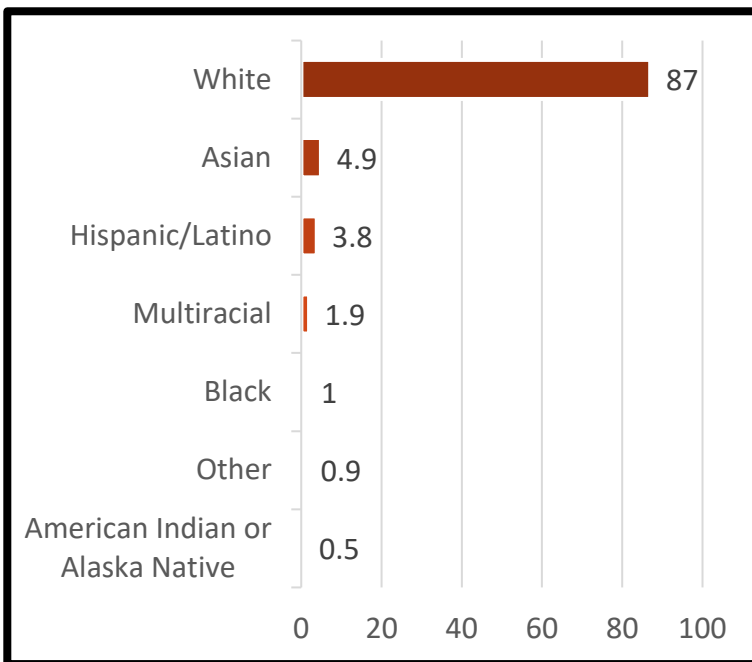
**Percentage of respondents from different age groups. (N = 1036)**



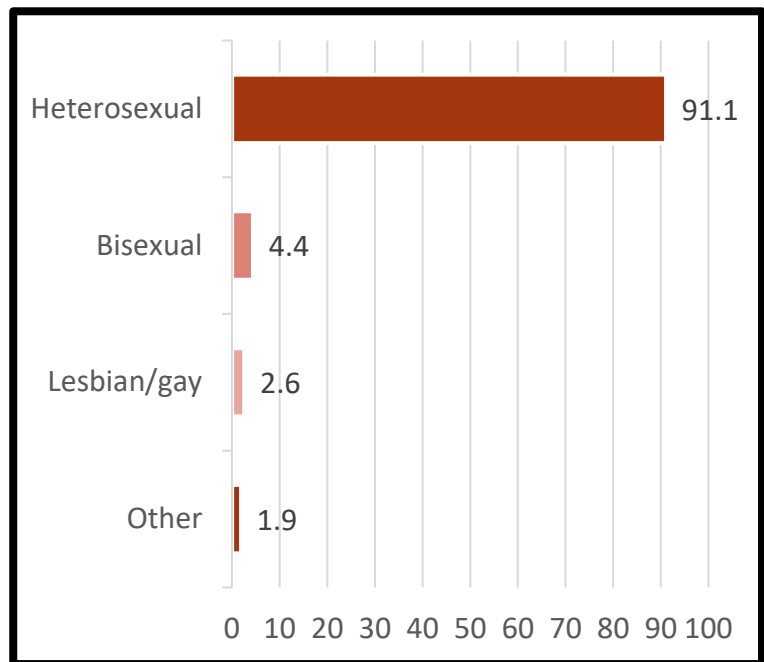
**Percentage of respondents from different gender groups. (N = 1094)**



**Percentage of respondents from different racial/ethnic groups. (N = 1092)**



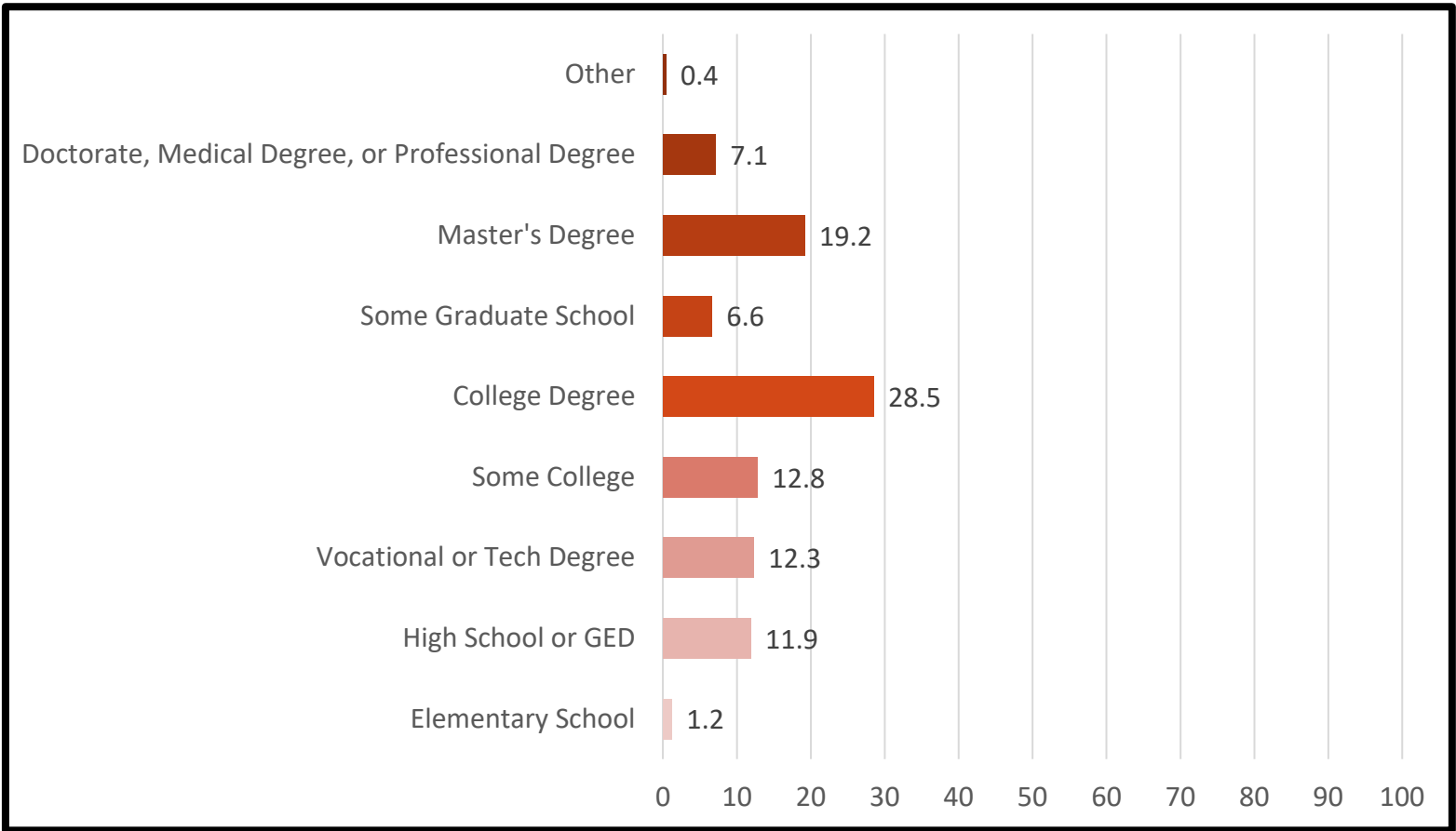
**Percentage of respondents from different sexual orientations. (N = 1079)**



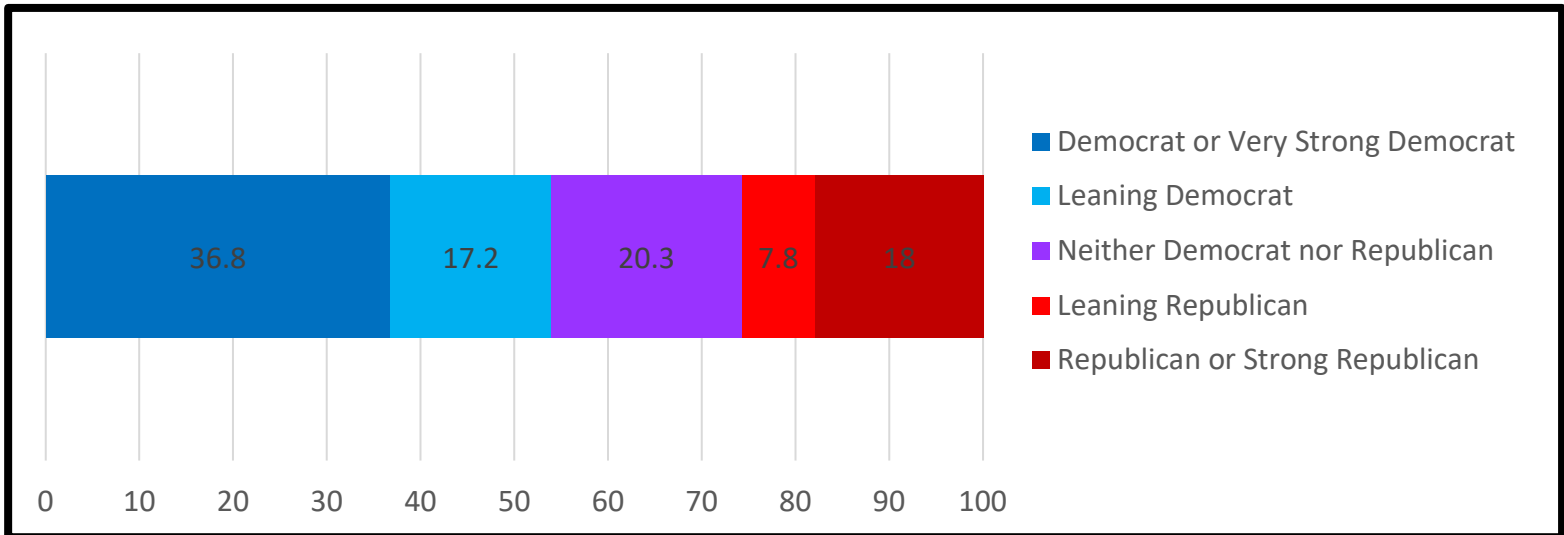
**Interpretation:** Women were overrepresented in the sample, such that about 3 of every 5 respondents were women. The vast majority of respondents were over the age of 45, White, and heterosexual.

## 2. SAMPLE CHARACTERISTICS FOR MARATHON COUNTY

**Percentage of respondents from different education levels.**  
**(N = 1087)**



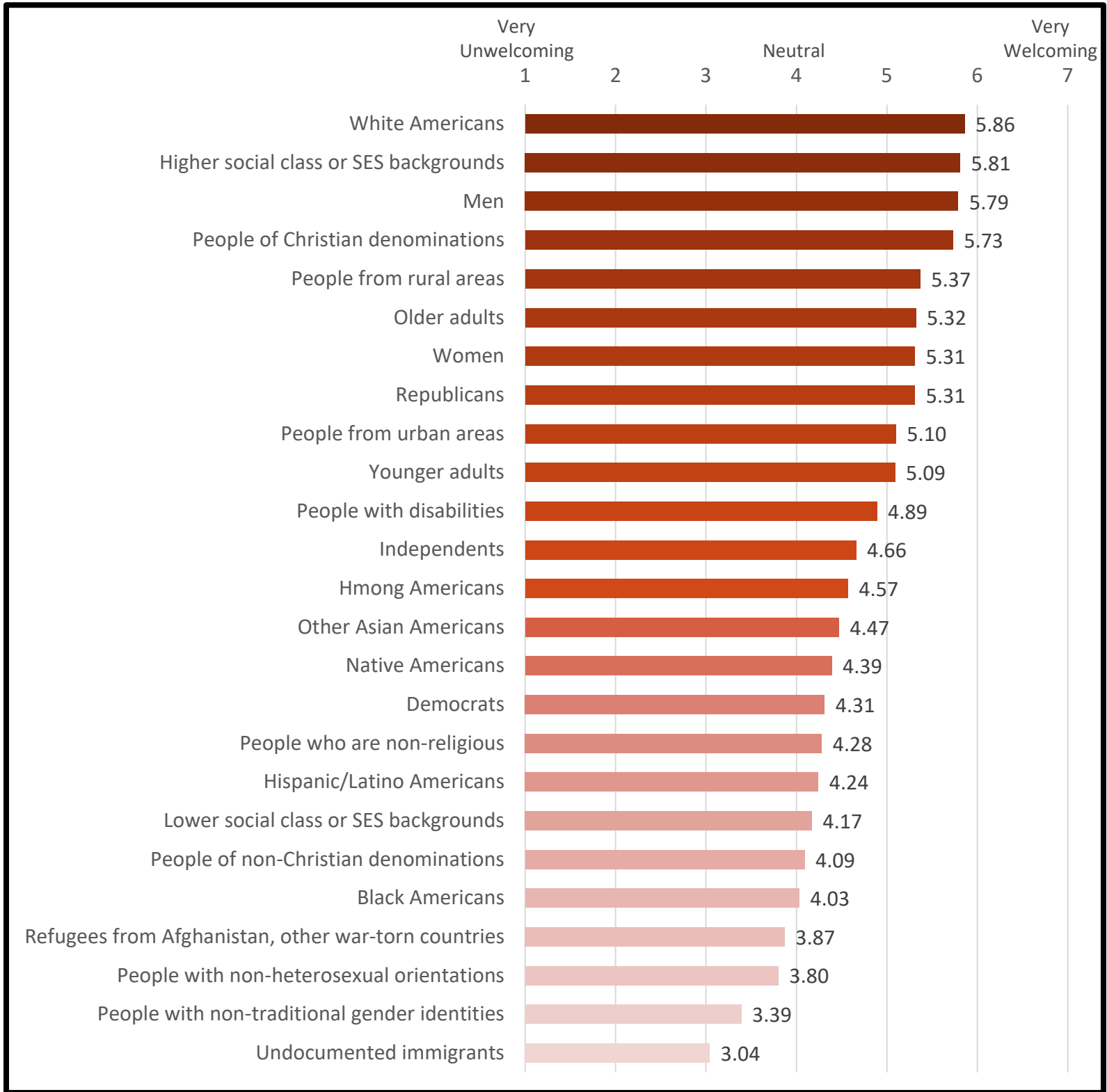
**Percentage of respondents selecting different political affiliations.**  
**(N = 1077)**



**Interpretation:** Respondents reported varying levels of education, with about a third having more than a college degree, less than a third having a college degree, and more than a third without a college degree. More than half of respondents identified as Democrats, about a quarter identified as Republicans, and less than a quarter (about 1 of every 5) identified with neither major political party.

# 3. FINDINGS FOR MARATHON COUNTY

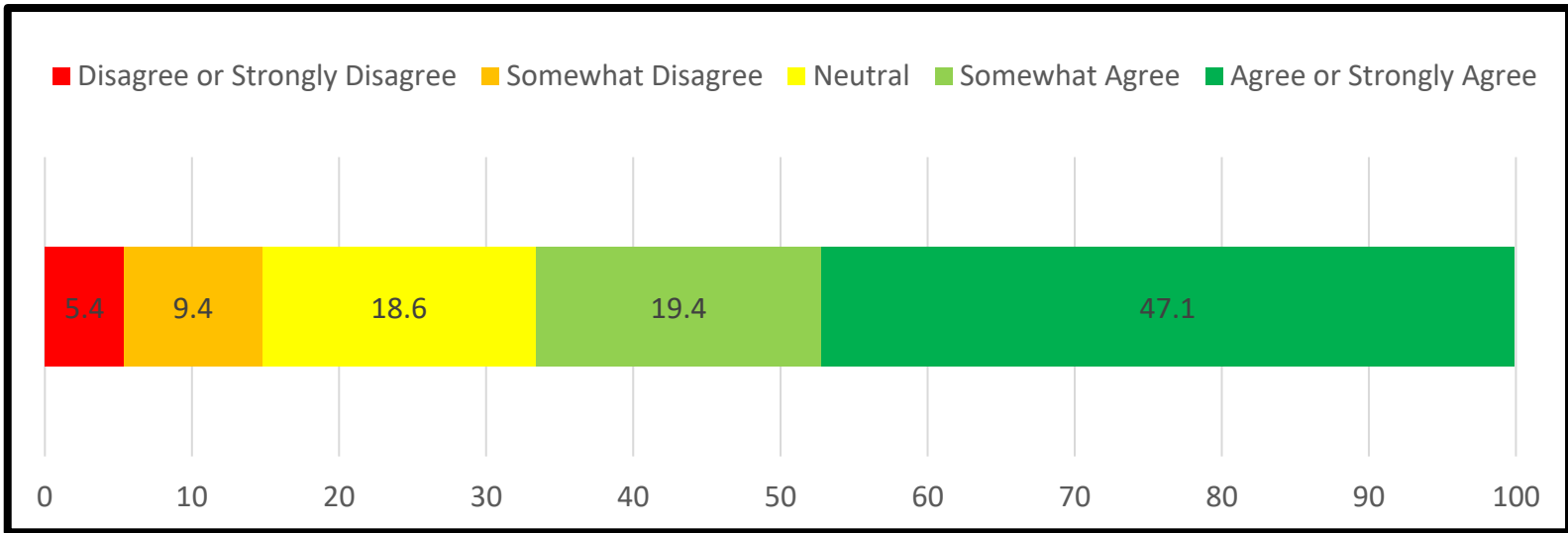
**A. Perception of respondents that their community is WELCOMING toward different groups of people.**  
 (Each value represents the average. N = between 1076 and 1092)



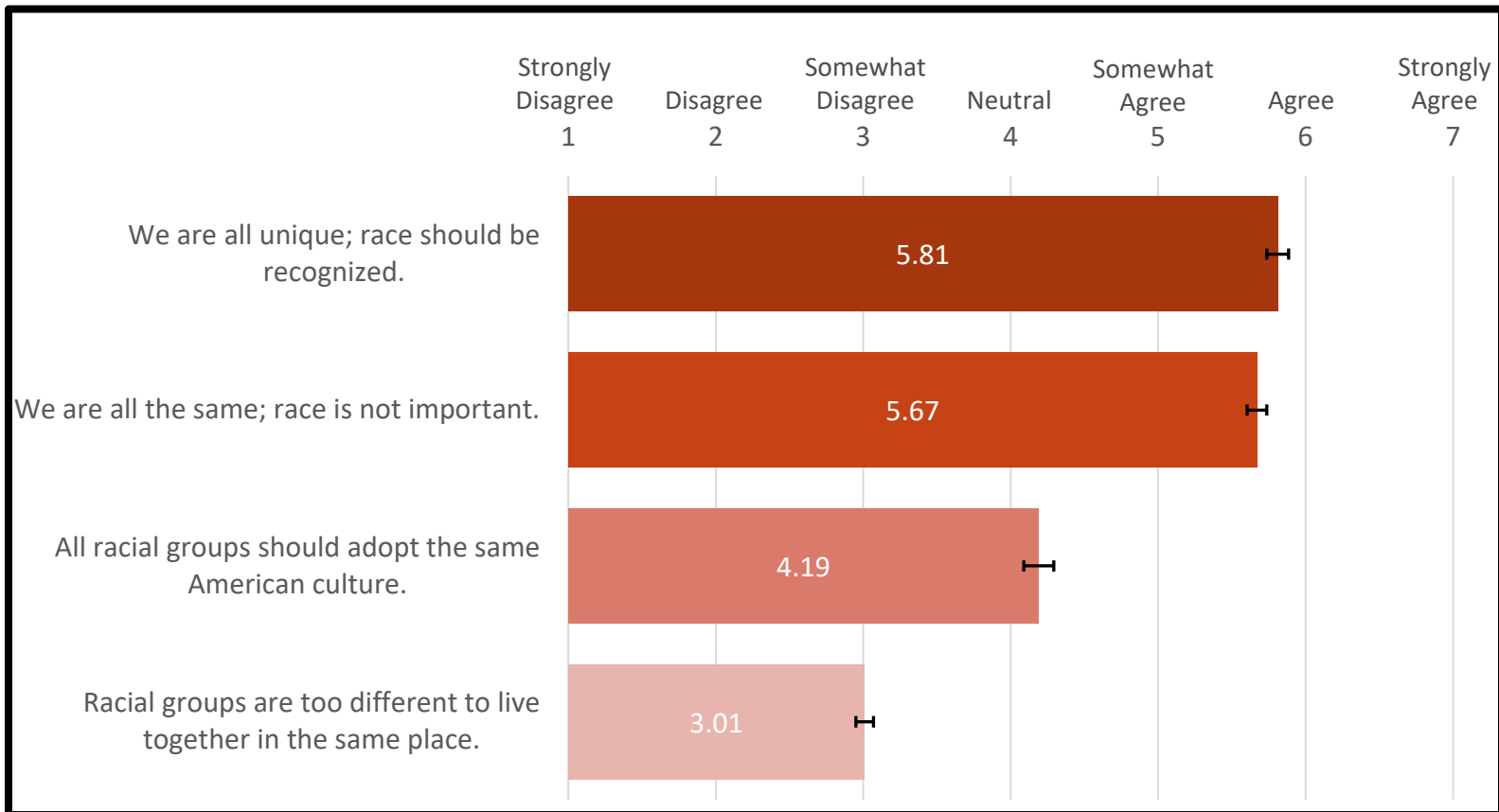
**Interpretation:** Respondents felt that their community was the most welcoming toward White Americans, people of a higher social class, men, and Christians. Respondents felt their community was less than “neutral” in welcomingness toward refugees from Afghanistan and other countries, people with non-heterosexual orientations, and people with non-traditional gender identities, whereas undocumented immigrants were seen as “somewhat unwelcomed.” Overall, respondents felt that refugees, people with non-heterosexual orientations, people with non-traditional gender identities, and undocumented immigrants were the least welcomed in their communities.

# 3. FINDINGS FOR MARATHON COUNTY

## B. Percentage of respondents who AGREE that they “BELONG TO” and are “INCLUDED BY” their community. (N = 1101)



## C. How much respondents AGREE with different ways of approaching RACIAL/ETHNIC DIVERSITY. (Each value represents the average. N = between 1098 and 1103)

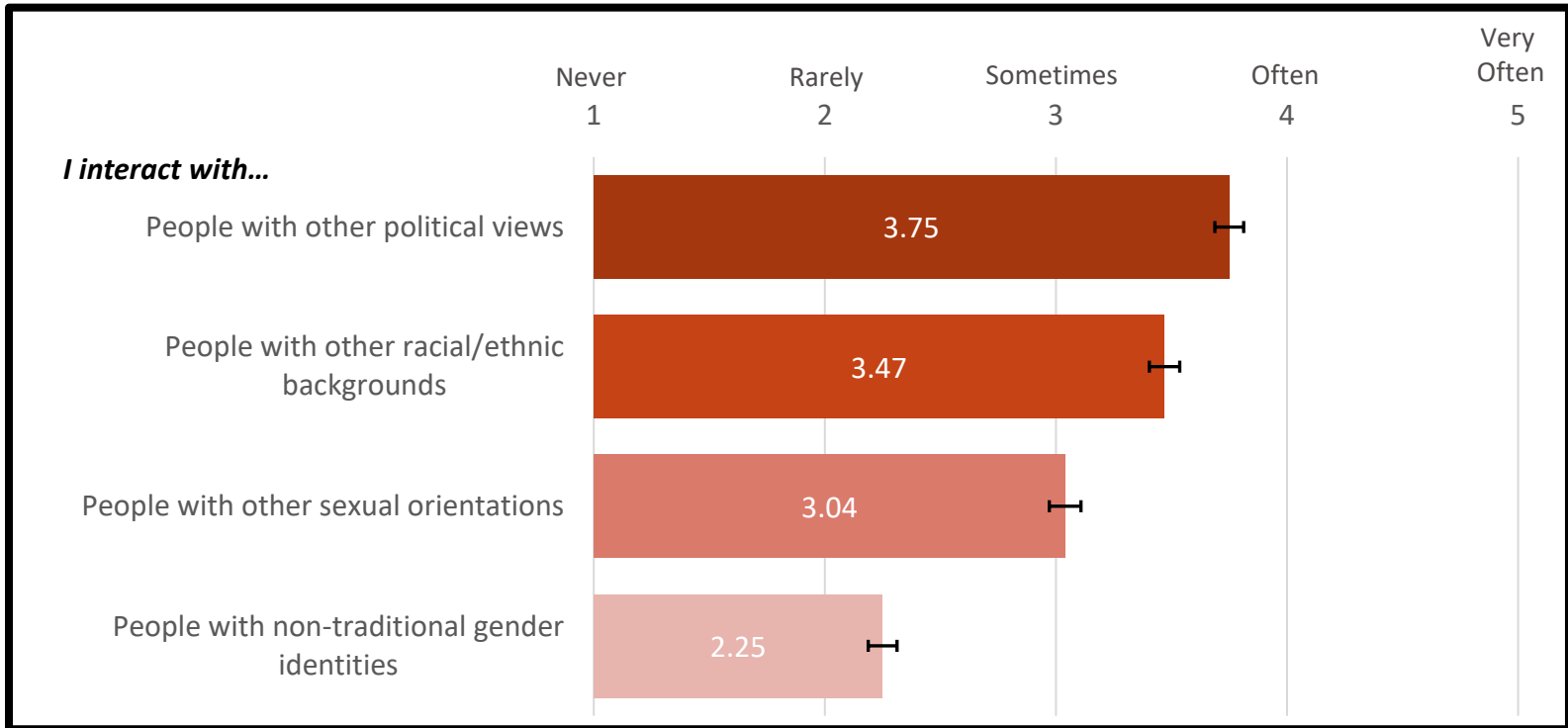


**Interpretation:** Almost half of all respondents agreed or strongly agreed that they felt a sense of belonging in their community, with only a small proportion disagreeing or strongly disagreeing with this. Overall, respondents agreed most with the belief that it is important to recognize the race of others, and the belief that it is important to focus on our similarities with others. Respondents agreed with these beliefs substantially more than the belief that all racial groups should adopt the same culture, and respondents agreed least (overall rated as “somewhat disagree”) with the belief that people of different races must live separately from one another.

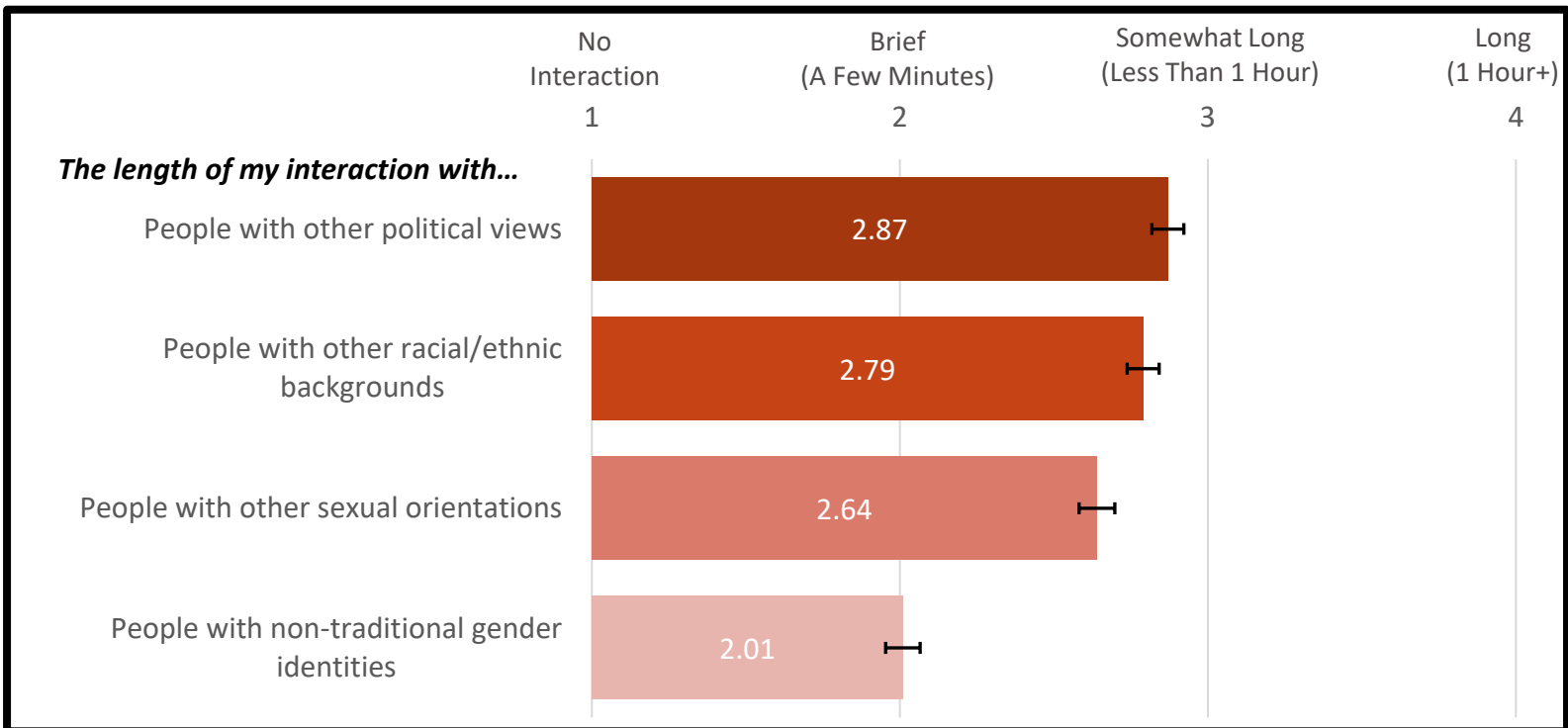


# 4. FINDINGS FOR MARATHON COUNTY

**D1. In a typical week, how OFTEN respondents INTERACT with people from groups that are different from their own. (Each value represents the average. N = between 1090 and 1103)**



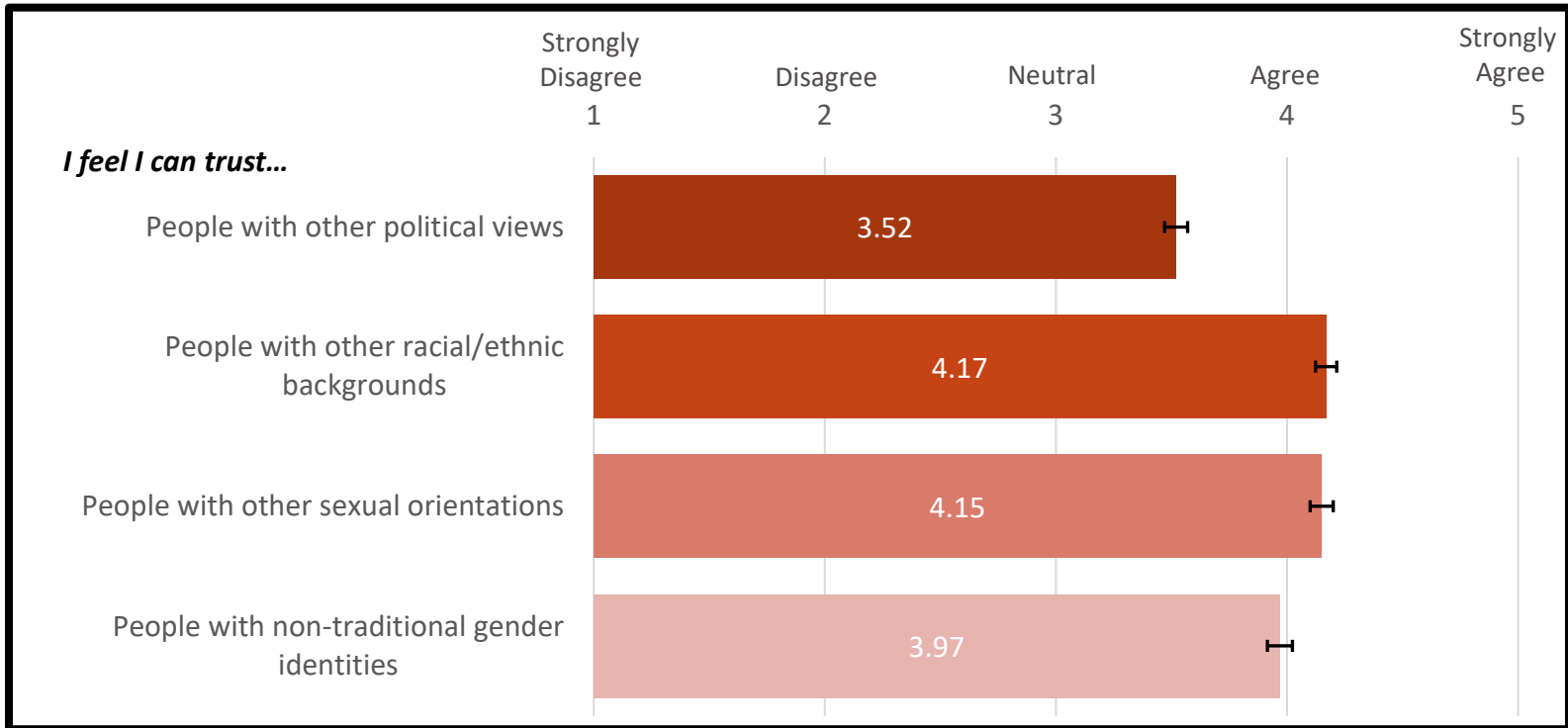
**D2. Average LENGTH of the interaction when respondents interact with these different groups. (Each value represents the average. N = between 1081 and 1093)**



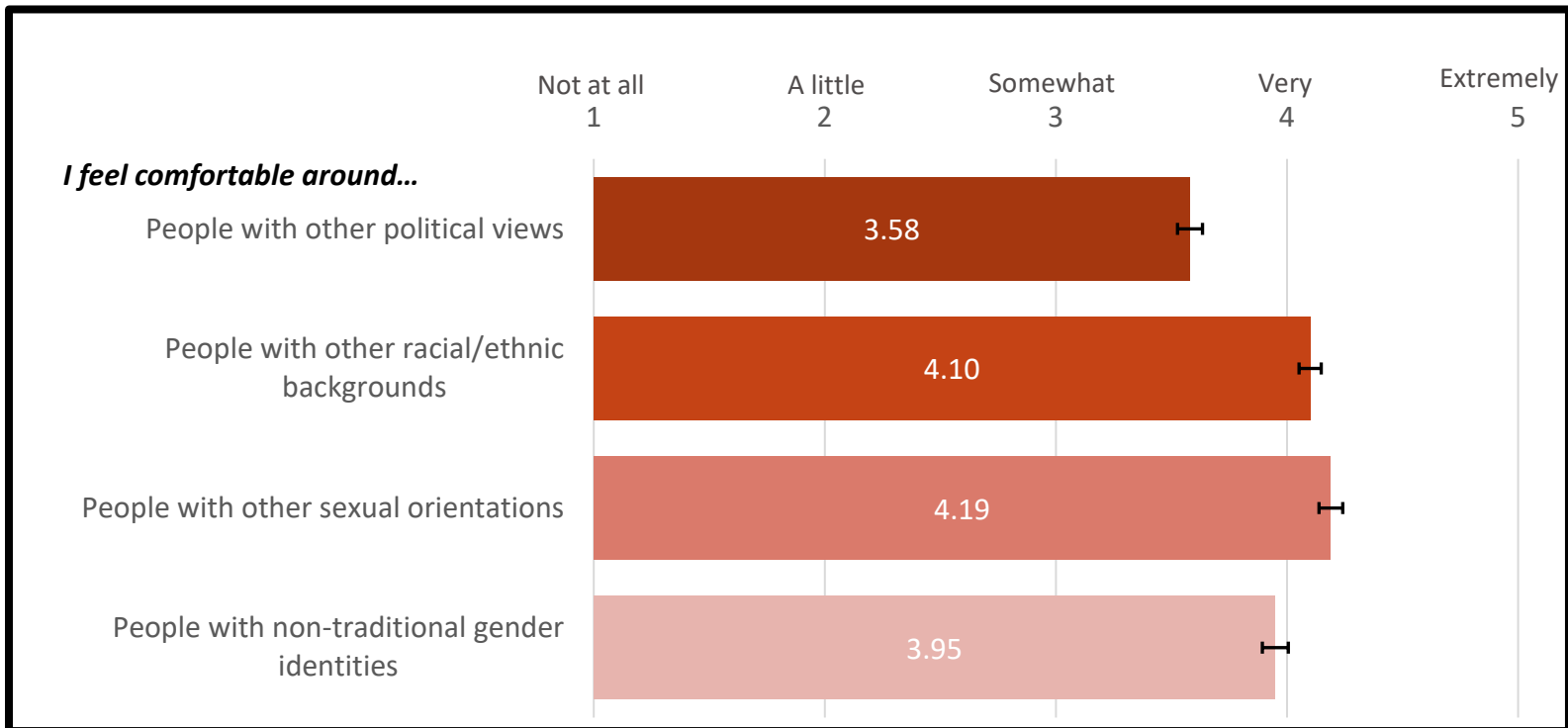
**Interpretation:** Overall, respondents reported the most interaction with people with other political views. Respondents reported less frequent interactions with people with other political views, racial/ethnic backgrounds, and sexual orientations (rated between “sometimes” and “often”), and the length of their interactions with these groups tended to be less than “somewhat long.” In contrast, respondents interacted with people with non-traditional gender identities substantially less, with the typical interaction being above “rarely,” and “brief” in length.

# 3. FINDINGS FOR MARATHON COUNTY

## E. How much respondents AGREE that they can TRUST people from groups that are different from their own. (Each value represents the average. N = between 1089 and 1103)



## F. How COMFORTABLE respondents feel if they were interacting with people from groups that are different from their own. (Each value represents the average. N = between 1087 and 1101)



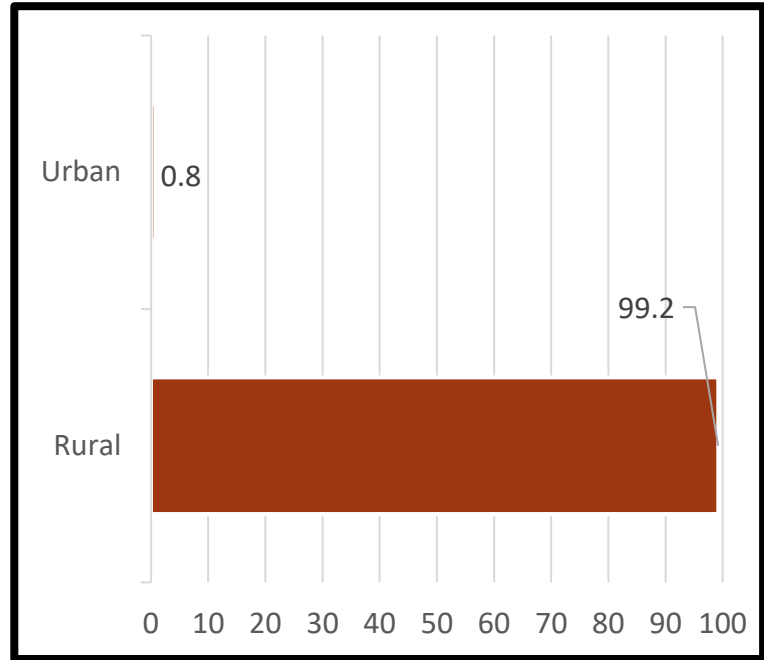
**Interpretation:** Overall, respondents felt least trustworthy of, and felt the least comfortable around, people with other political views. Respondents' ratings of people with other political views were above "neutral" in trust, and between "somewhat" and "very" comfortable. In contrast, respondents were more trustworthy of, and felt more comfortable around, people with other racial/ethnic backgrounds, sexual orientations, and non-traditional gender identities. Respondents generally "agreed" that they could trust, and felt "very" comfortable around, these remaining groups.

# 4. SAMPLE CHARACTERISTICS FOR LINCOLN COUNTY

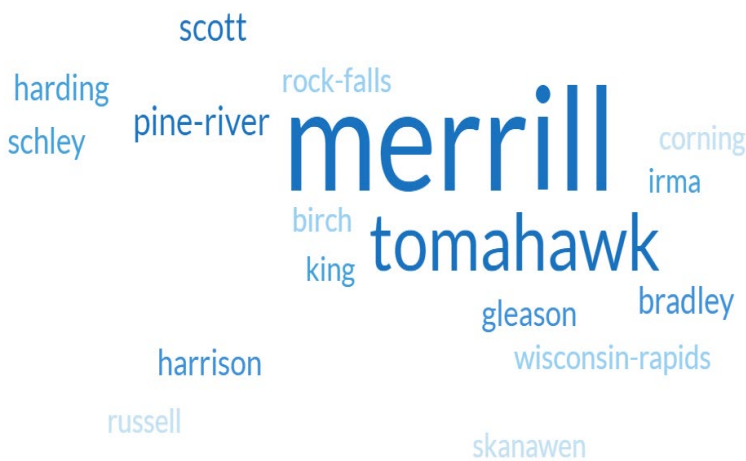
Number of respondents participating from Lincoln County.



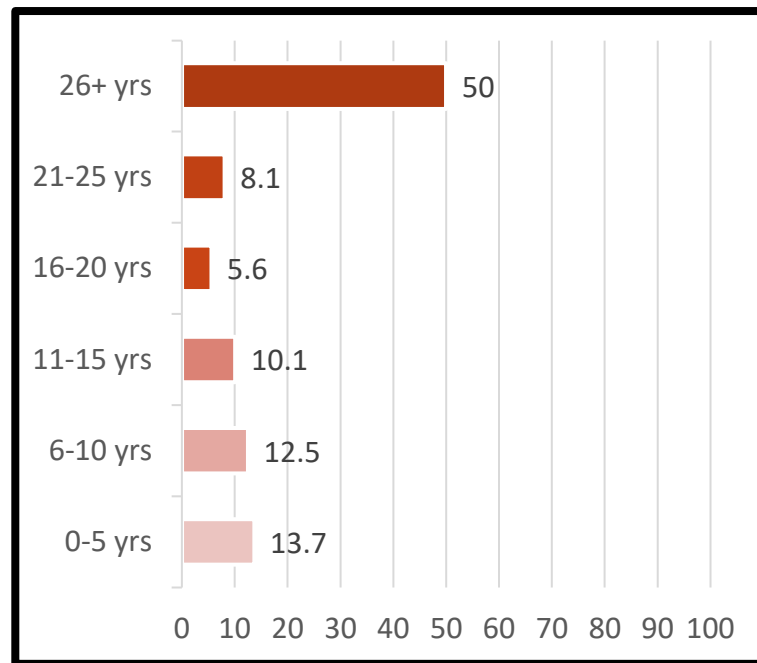
Percentage of respondents living in a rural or urban area. (N = 248)



City, village, or town where respondents live, as show by word cloud. (N = 247)



Percentage of respondents living in their city, village, or town based on years. (N = 248)

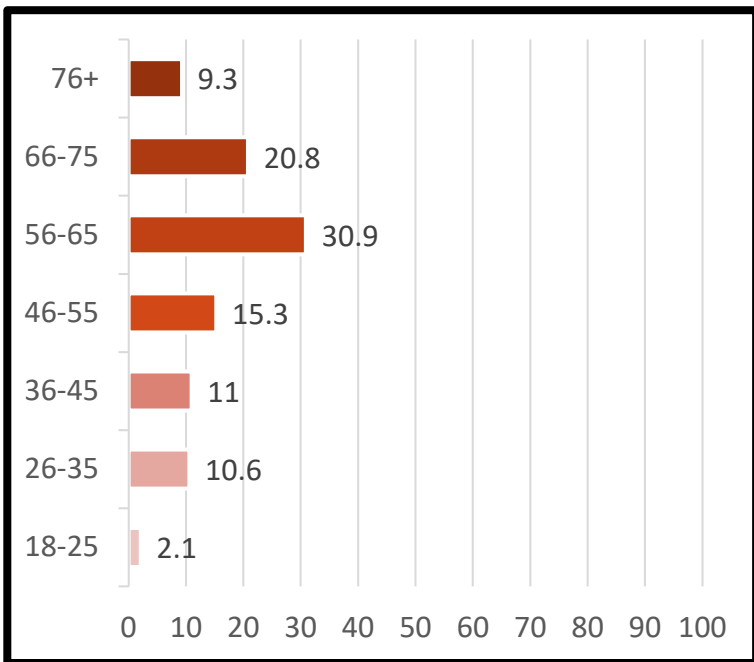


**Interpretation:** Virtually all respondents from Lincoln County were living in a rural area, with the largest proportion of respondents living in the city of Merrill. The majority of respondents had lived in their current city, village, or town for more than 15 years.

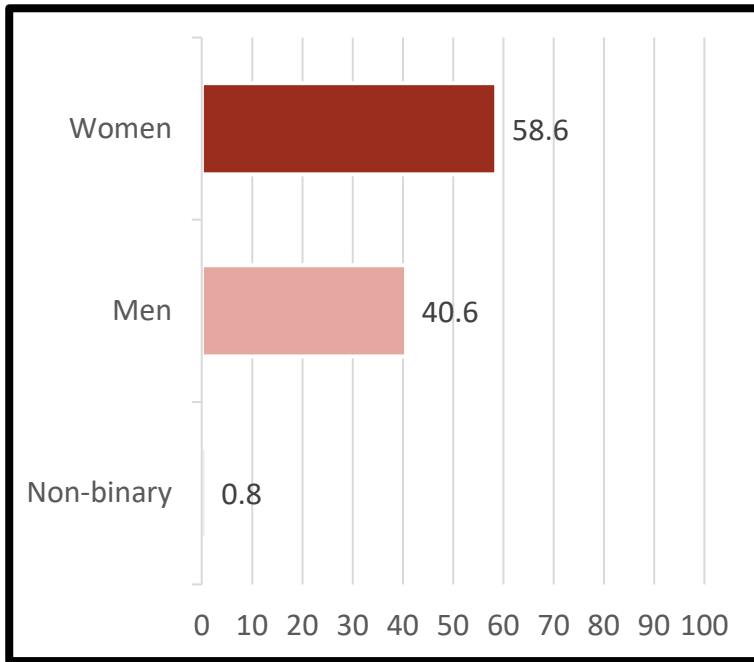
**Note:** Consistent with the US Census Bureau, “urban” was defined as an urbanized area of 50,000 or more residents. This included Kronenwetter, Maine, Mosinee, Rib Mountain, Rothschild, Schofield, Stettin, Wausau, and Weston. All other cities, villages, or towns were considered rural.

# 4. SAMPLE CHARACTERISTICS FOR LINCOLN COUNTY

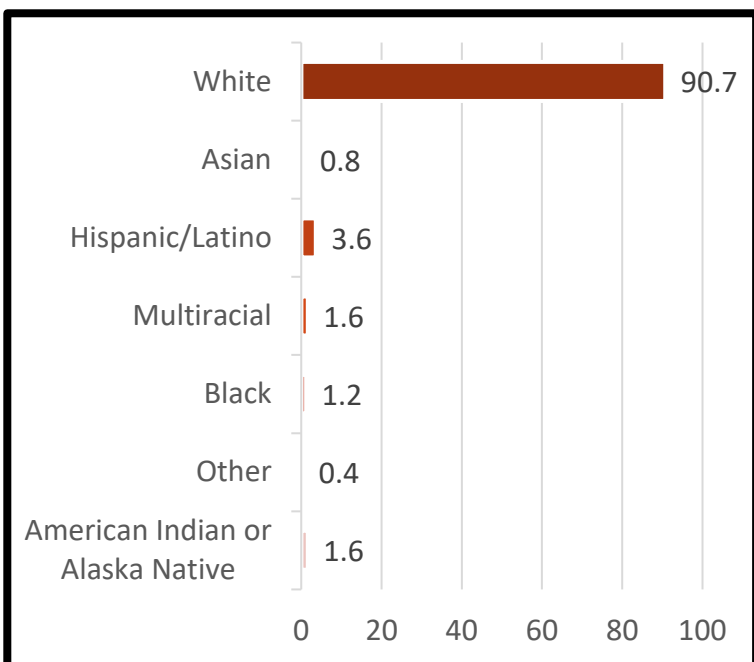
**Percentage of respondents from different age groups. (N = 236)**



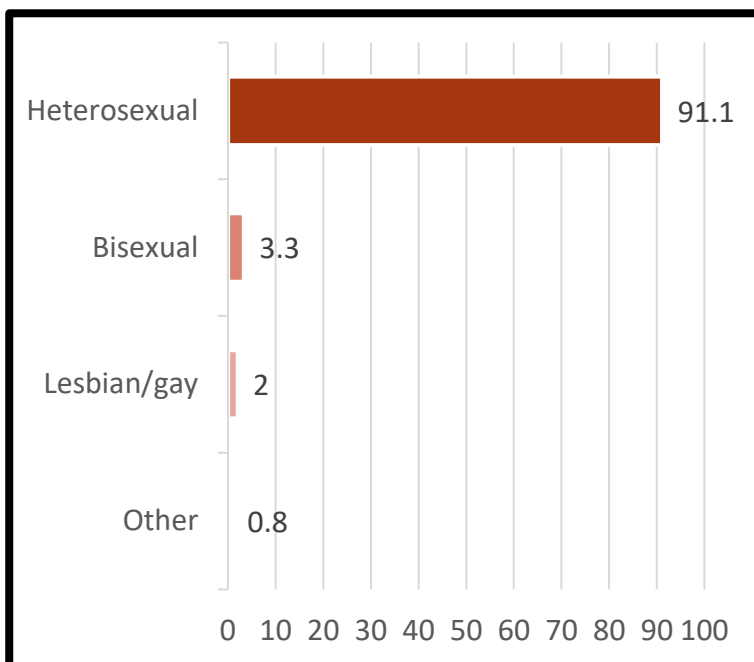
**Percentage of respondents from different gender groups. (N = 249)**



**Percentage of respondents from different racial/ethnic groups. (N = 247)**



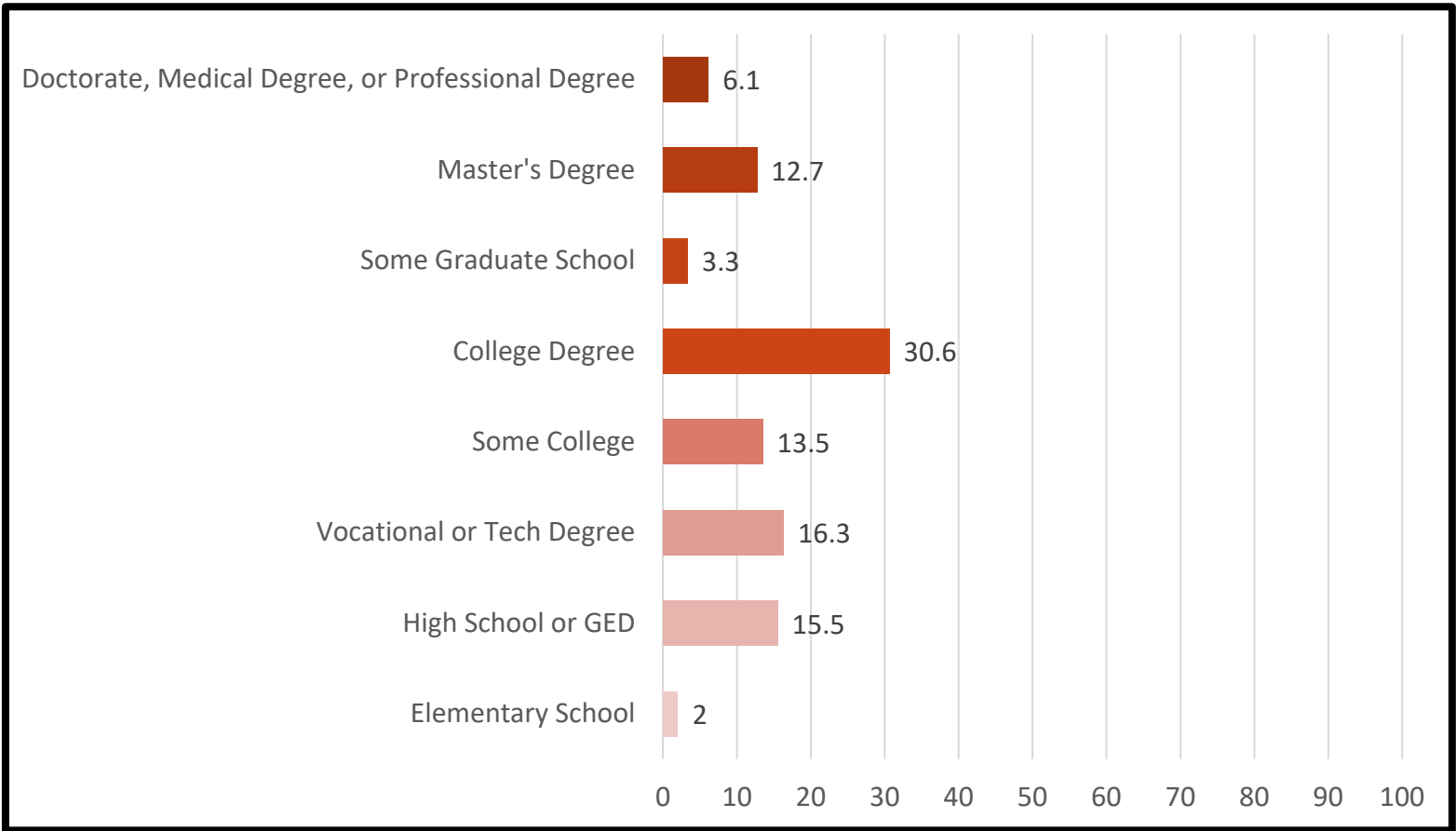
**Percentage of respondents from different sexual orientations. (N = 245)**



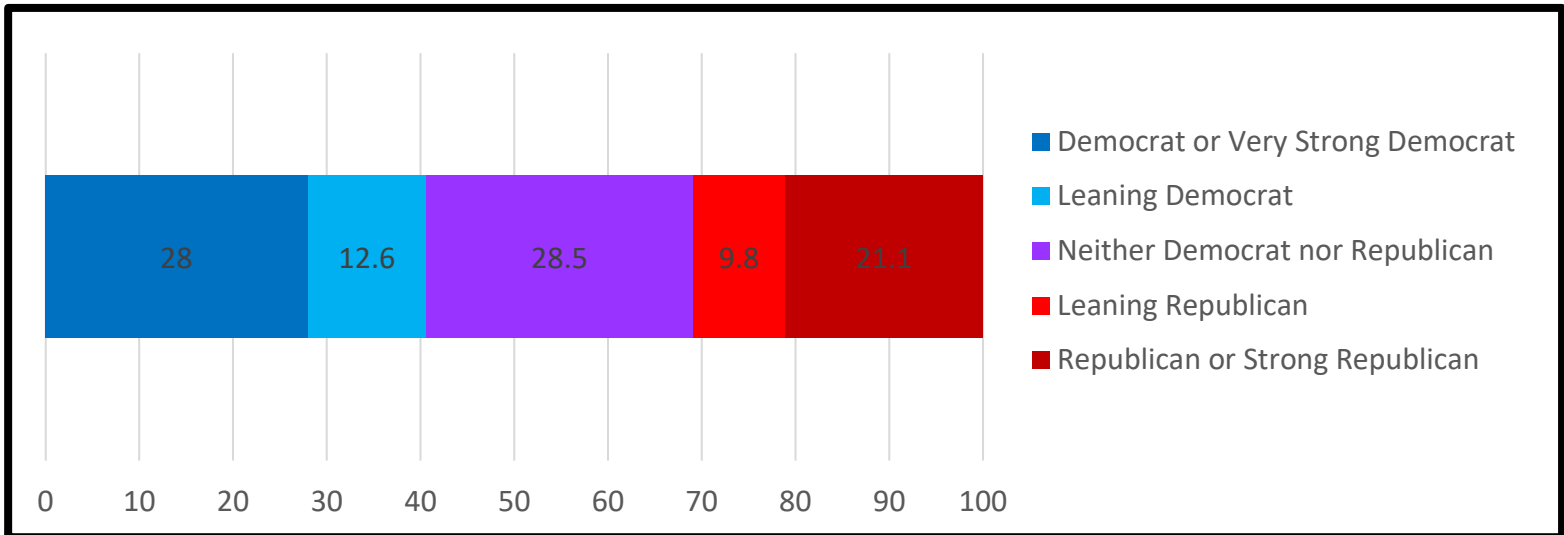
**Interpretation:** Women were overrepresented in the sample, such that almost 3 of every 5 respondents were women. The vast majority of respondents were over the age of 45, White, and heterosexual.

# 4. SAMPLE CHARACTERISTICS FOR LINCOLN COUNTY

**Percentage of respondents from different education levels.**  
**(N = 245)**



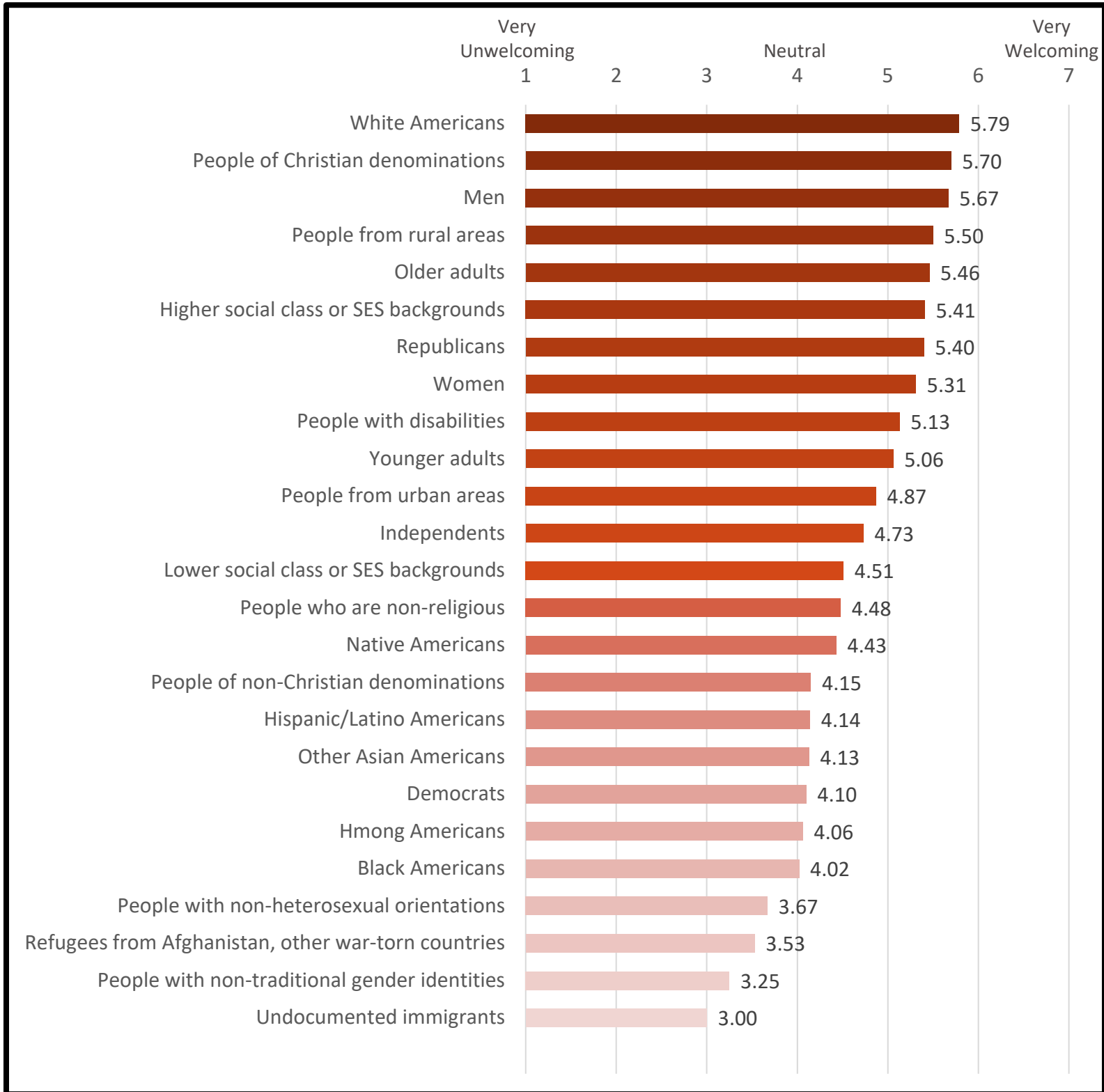
**Percentage of respondents selecting different political affiliations.**  
**(N = 246)**



**Interpretation:** Respondents reported varying levels of education, with less than a quarter (about 1 of every 5) having more than a college degree, less than a third having a college degree, and almost half without a college degree. Less than half of respondents identified as Democrats (about 2 of every 5), less than a third identified as Republicans, and less than a third identified with neither major political party.

# 5. FINDINGS FOR LINCOLN COUNTY

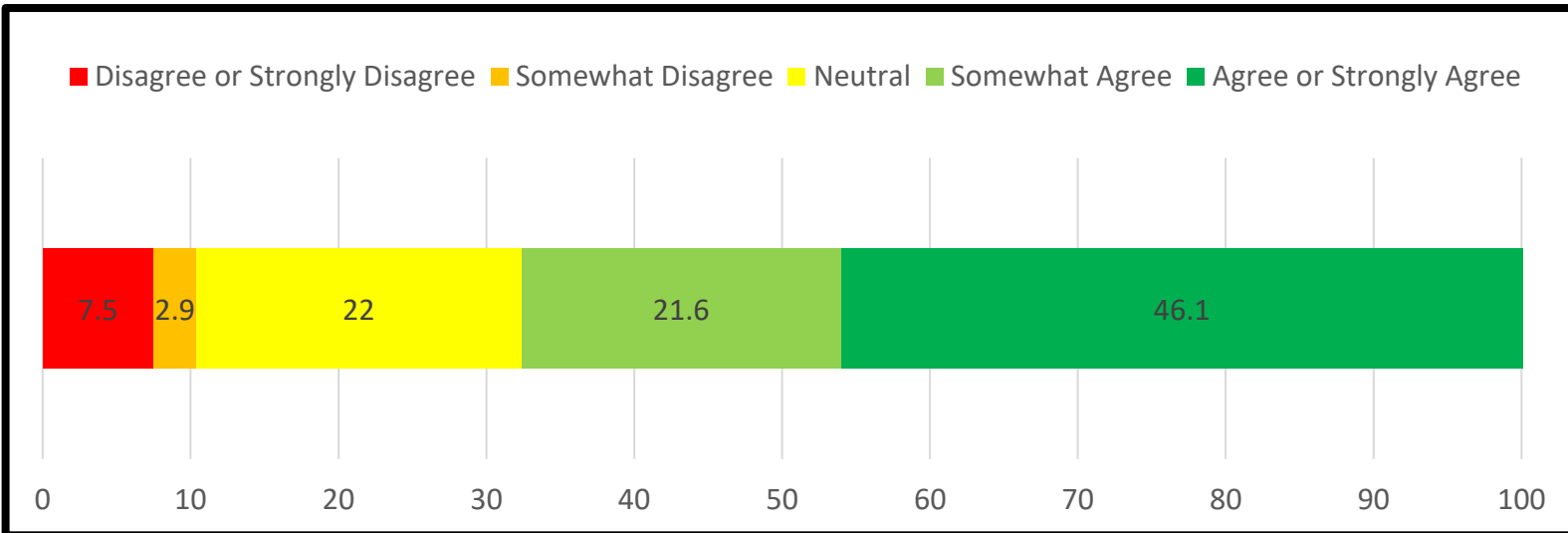
## A. Perception of respondents that their community is WELCOMING toward different groups of people. (Each value represents the average. N = between 233 and 238)



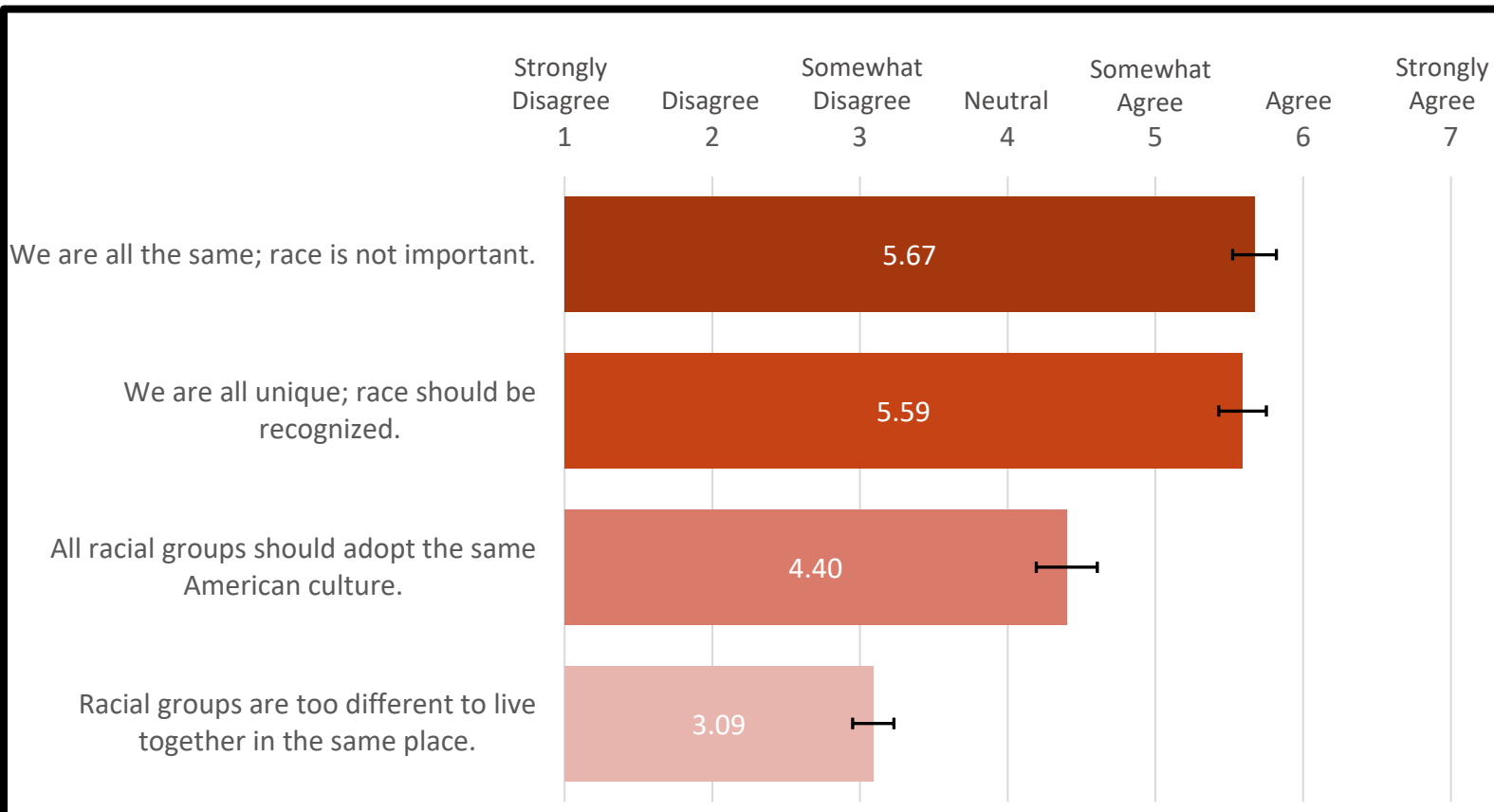
**Interpretation:** Respondents felt that their community was the most welcoming toward White Americans, Christians, and men. Respondents felt their community was less than “neutral” in welcomingness toward people with non-heterosexual orientations, refugees from Afghanistan and other countries, and people with non-traditional gender identities, whereas undocumented immigrants were seen as “somewhat unwelcomed.” Overall, respondents felt that people with non-heterosexual orientations, refugees, people with non-traditional gender identities, and undocumented immigrants were the least welcomed in their communities.

# 5. FINDINGS FOR LINCOLN COUNTY

## B. Percentage of respondents who AGREE that they “BELONG TO” and are “INCLUDED BY” their community. (N = 241)



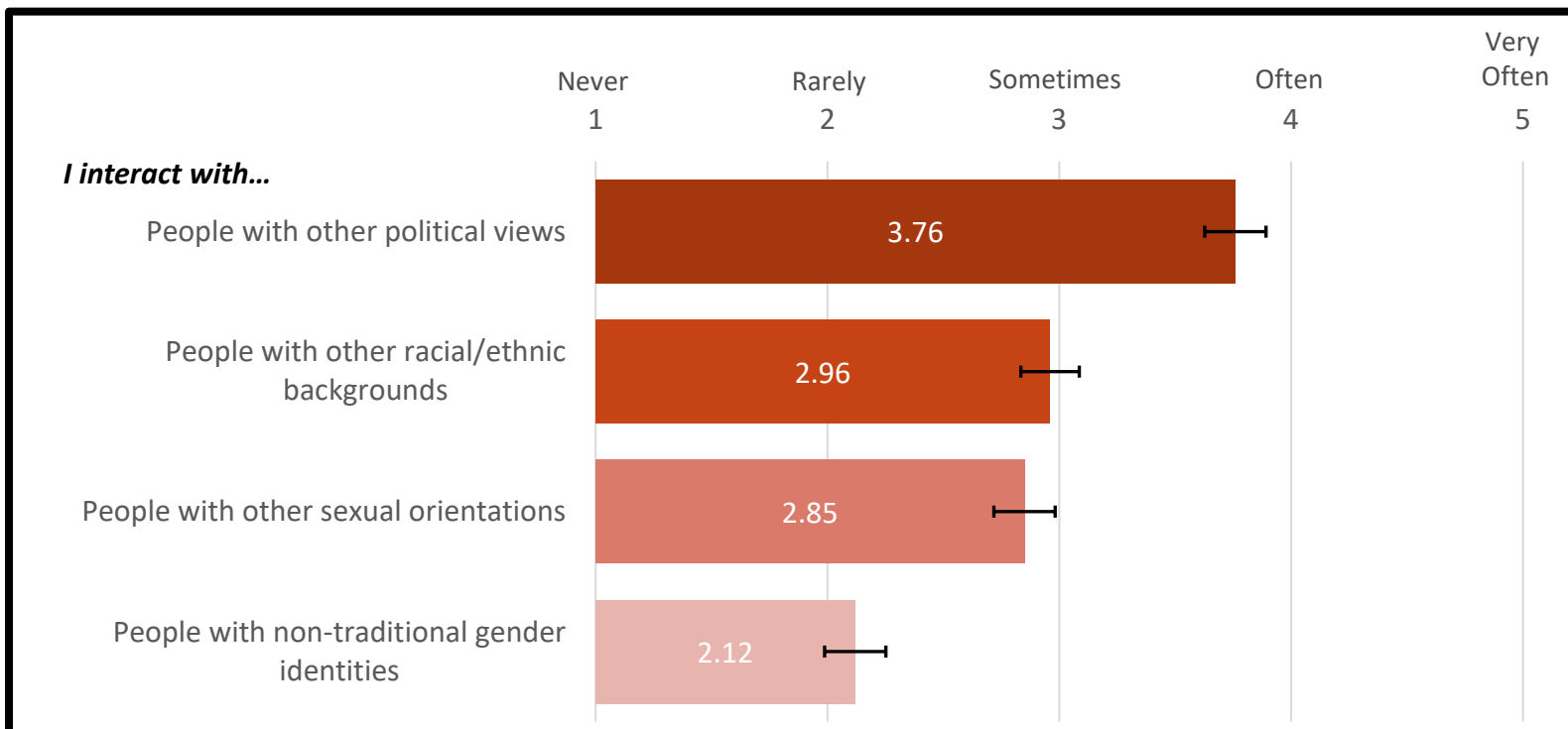
## C. How much respondents AGREE with different ways of approaching RACIAL/ETHNIC DIVERSITY. (Each value represents the average. N = between 242 and 246)



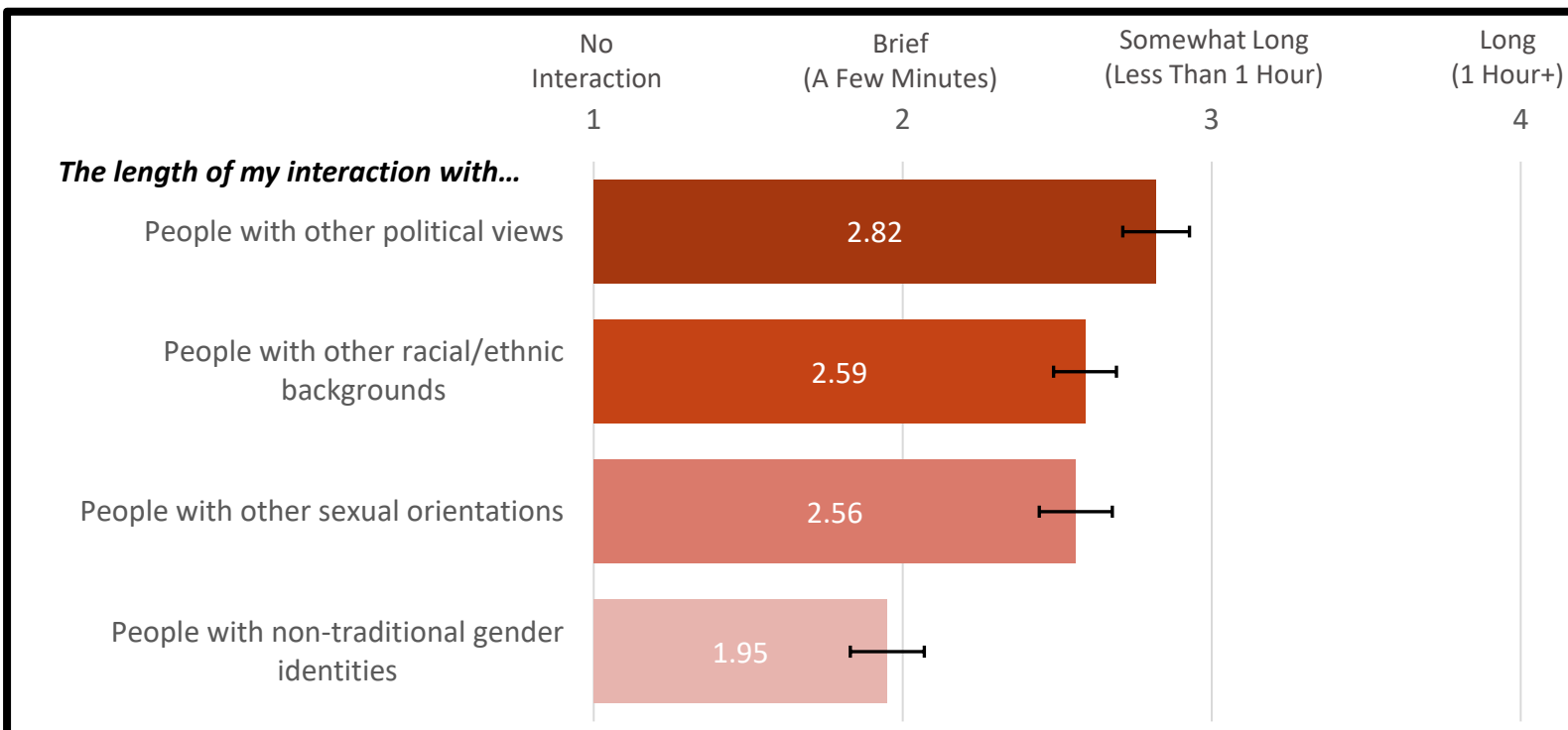
**Interpretation:** Almost half of all respondents agreed or strongly agreed that they felt a sense of belonging in their community, with only a small proportion disagreeing or strongly disagreeing with this. Overall, respondents agreed most with, and at similar levels, the belief that it is important to focus on our similarities with others, and the belief that it is important to recognize the race of others. Respondents agreed with these beliefs substantially more than the belief that all racial groups should adopt the same culture, and respondents agreed least (overall rated as “somewhat disagree”) with the belief that people of different races must live separately from one another.

# 5. FINDINGS FOR LINCOLN COUNTY

**D1. In a typical week, how OFTEN respondents INTERACT with people from groups that are different from their own. (Each value represents the average. N = between 245 and 247)**



**D2. Average LENGTH of the interaction when respondents interact with these different groups. (Each value represents the average. N = between 242 and 245)**

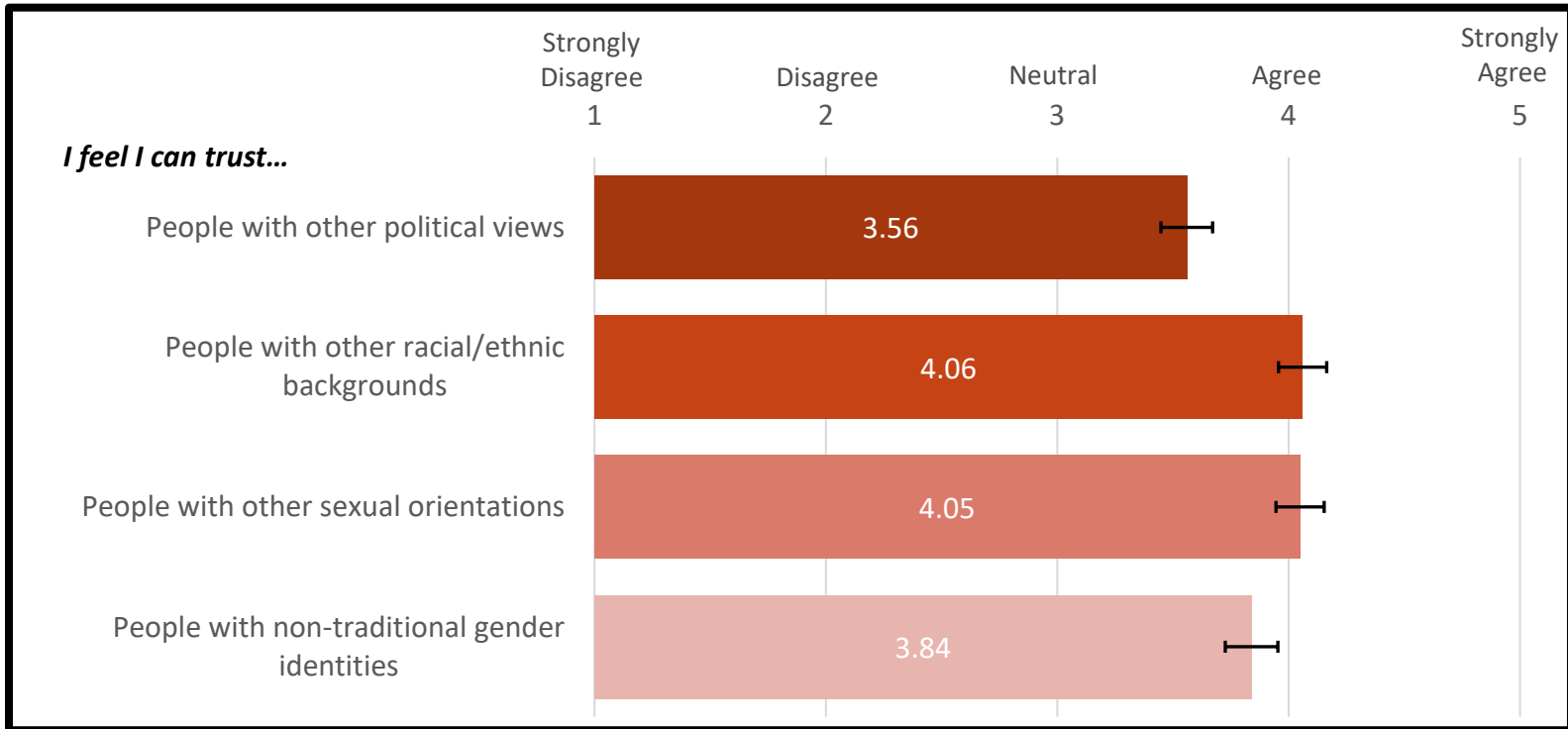


**Interpretation:** Overall, respondents reported the most interaction with people with other political views. Respondents reported less frequent interactions with people with other political views, racial/ethnic backgrounds, and sexual orientations (rated between “sometimes” and “often”), and the length of their interactions with these groups tended to be less than “somewhat long.” In contrast, respondents interacted with people having non-traditional gender identities much less, with the typical interaction being “rarely” and “brief” in length.

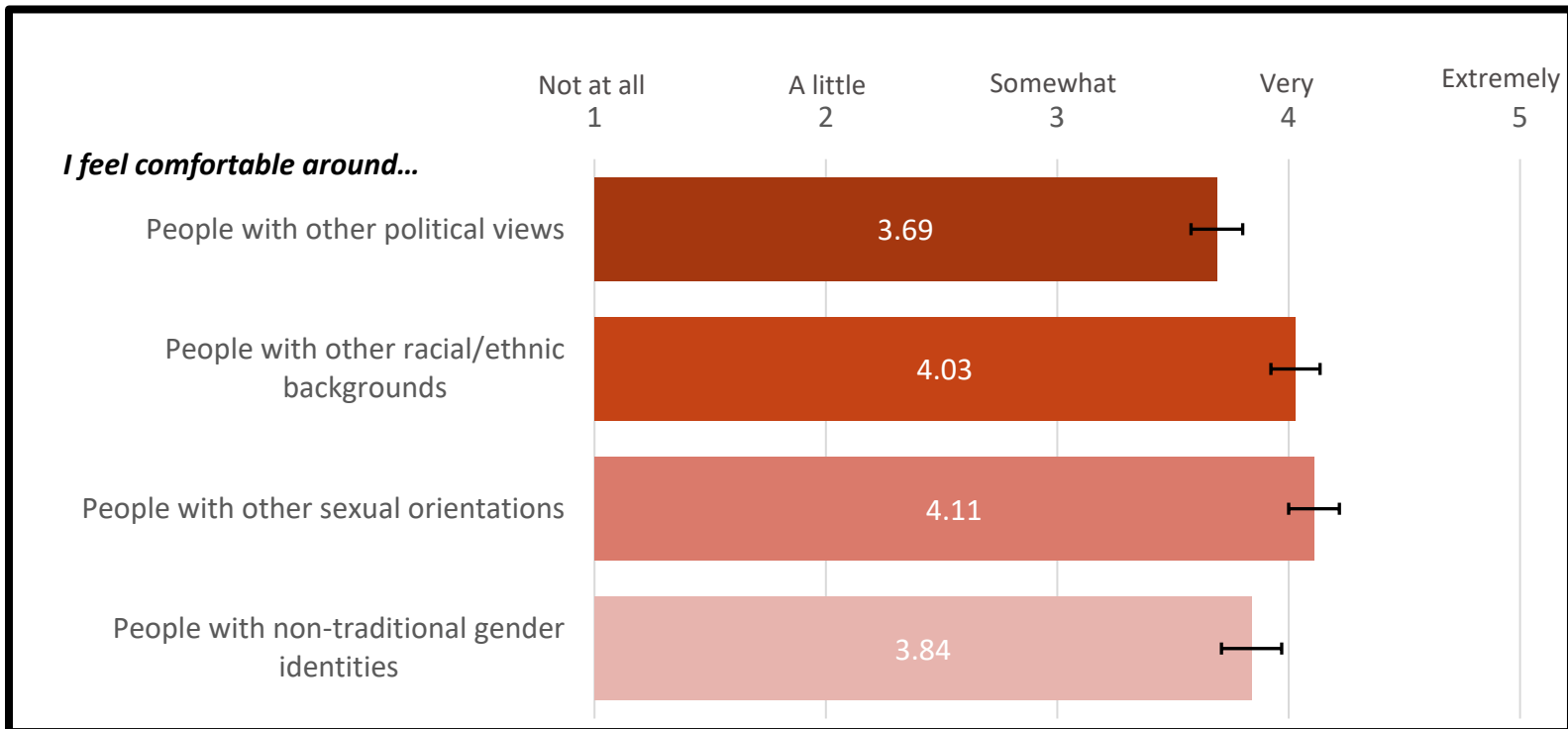


# 5. FINDINGS FOR LINCOLN COUNTY

## E. How much respondents AGREE that they can TRUST people from groups that are different from their own. (Each value represents the average. N = between 245 and 247)



## F. How COMFORTABLE respondents feel if they were interacting with people from groups that are different from their own. (Each value represents the average. N = between 244 and 247)



**Interpretation:** Overall, respondents felt least trustworthy of, and felt the least comfortable around, people with other political views. Respondents' ratings of people with other political views were above "neutral" in trust, and between "somewhat" and "very" comfortable. In contrast, respondents were more trustworthy of, and felt more comfortable around, people with other racial/ethnic backgrounds, sexual orientations, and non-traditional gender identities. Respondents generally "agreed" that they could trust, and felt "very" comfortable around, these remaining groups.