

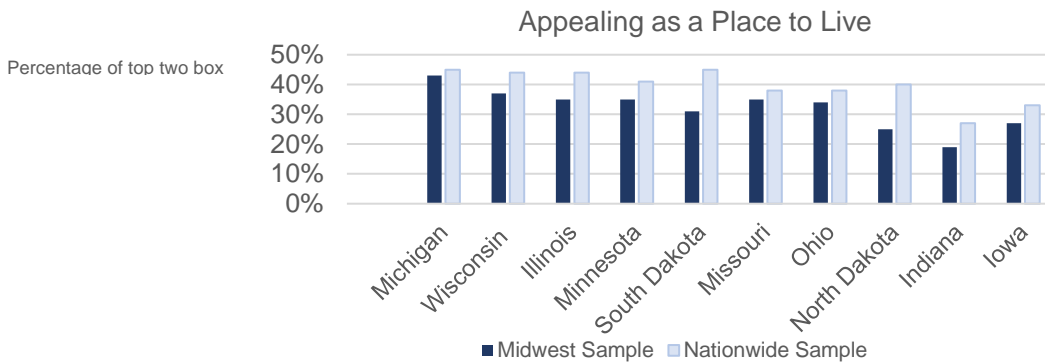


Wisconsin Economic Development Corporation Perception Study Research Highlights

Methodology

The [Wisconsin Economic Development Corporation](#) (WEDC) perception study surveyed more than 1,500 residents of Wisconsin, Minnesota, Iowa, Illinois, Indiana, Michigan, Ohio, Missouri, South Dakota and North Dakota. Respondents rated their state's and other states' overall appeal. Additionally, 1,000 residents nationwide rated their perceptions of these Midwest states.

Wisconsin and Michigan Rank as Most Appealing Midwest States



Quality of Life Factors

Participants were asked to identify the top factors in what makes a great place to live

TOP THREE RANKINGS BY MIDWEST STATE

Quality of Life Factor	First	Second	Third
Access to Outdoor Activities	Wisconsin	Minnesota	Michigan
Postsecondary Education Opportunities	Wisconsin	Iowa	Minnesota
Affordable Housing	Wisconsin	Minnesota	Illinois
Access to Arts and Culture	Michigan, Wisconsin	Minnesota, Illinois, Iowa, Indiana	
Access to Healthcare	Iowa	Wisconsin	Minnesota
Sense of Community	Iowa	Wisconsin, Indiana	
Employment Availability	Minnesota	Wisconsin	Iowa, Illinois

State Relative Ratings

On a scale of 1-5, 5 being "rated highly," how would you rate (state) for each of the following (top two box)

	WI	MN	IL	IA	IN	MI	OH
Access to Outdoor Activities	22%	9%	-9%	-8%	-13%	8%	-10%
Postsecondary Education Opportunities	18%	8%	-22%	15%	-5%	-5%	-8%
Affordable Housing	6%	4%	3%	-9%	-3%	-1%	-1%
Access to Arts and Culture	3%	-1%	-1%	-1%	-1%	3%	-3%
Access to Healthcare	19%	2%	-31%	25%	-1%	-8%	-7%
Sense of Community	9%	-4%	-22%	11%	9%	-5%	2%
Employment Availability	2%	6%	-1%	-2%	-1%	-4%	-1%

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