

# Residents Responses to Washington County Comprehensive Planning Telephone Survey

Submitted by

Craig Maher, Ph.D.

University of Wisconsin – Oshkosh

And

Center for Urban Initiatives and Research

University of Wisconsin – Milwaukee

# Methodology

Through February and March, 2006 heads of households were randomly contacted by the Center for Urban Initiatives and Research (CUIR) staff. In total, 1,205 surveys were completed using a random digit dialing procedure. With a probability sample of 1,205, the margin of error is +/- 2.8% at the 95% confidence interval.

# Comparison of Survey Sample to 2000 US Census Data

Comparisons were made by:

- 1) municipality of residents;
- 2) gender;
- 3) age and;
- 4) educational status.

Given the margin of error, the sample population over-represented the Town of Germantown (0.2% of county population but 4.2% in sample population), but under-represented the Village of Germantown (15.5% of county population but 8.5% of sample population).

Overall, cities were proportionately represented in the sample population (32.5% in the sample population and 33.2% in general population), while town residents were slightly over-represented in the sample (44.7% vs. 40% in the general population) and villages were under-represented in the sample (20.2% vs. 26.8% in the general population).

These results reflect a challenge we have every time we conduct survey work for Washington County. The location of Germantown and its subsequent telephone prefixes make it very difficult to generate a proportionate sample.

Similarly, the survey over-sampled females by about twelve percentage points (sample 61.5% vs. 49.9% in the general population).

In an effort to illustrate the effects of this over-sampling, we have included a separate section (Section 4) where every statistically significant difference on the basis of gender is presented.

# Should the Sample be Weighted?

(hint: it is not necessary)

Perhaps of greatest concern is the effect of the sampling of Germantown on the results

Community	Sample Population	Percentage	Census Population (2000)	% of County Population
Town of Addison	27	2.2	3,341	2.8
Town of Barton	26	2.2	2,546	2.2
Town of Erin	25	2.1	3,664	3.1
Town of Farmington	7	0.6	3,239	2.8
Town of Germantown	51	4.2	278	0.2
Village of Germantown	102	8.5	18,260	15.5
City of Hartford	109	9.0	10,895	9.3
Town of Hartford	39	3.2	4,031	3.4
Town of Jackson	49	4.1	3,516	3.0
Village of Jackson	47	3.9	4,938	4.2
Town of Kewaskum	17	1.4	1,119	1.0
Village of Kewaskum	40	3.3	3,274	2.8
Village of Newburg	15	1.2	1,027	0.9
Town of Polk	36	3.0	3,938	3.4
Town of Richfield	139	11.5	10,373	8.8
Village of Singer	39	3.2	3,901	3.3
Town of Trenton	40	3.3	4,440	3.8
Town of Wayne	18	1.5	1727	1.5
City of West Bend	283	23.5	28,152	24.0
Town of West Bend	65	5.4	4,834	4.1
Other	31	2.6	x	x
Total	1,205	100.0	117,493	100.1

Table 15: Residents' Perceptions of Quality of Life in Washington County  
**UNWEIGHTED**

Quality of Life	Number	%
Poor	9	0.7
Fair	62	5.1
Good	657	54.5
Excellent	476	39.5
DK/NA	1	0.1
Total	1,205	100.0

Table 15: Residents' Perceptions of Quality of Life in Washington County  
**WEIGHTED**

Quality of Life	Number	%
Poor	9.3	0.8
Fair	62	5.1
Good	654	54.3
Excellent	479	39.7
DK/NA	1	0.0
Total	1,205	100.0

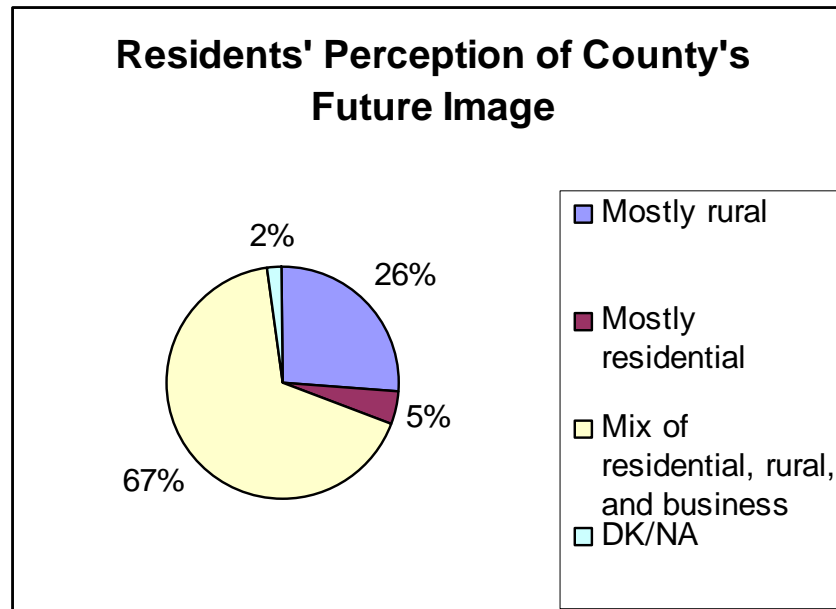


# Rate of Growth

Several questions were asked of Washington County residents in an effort to gauge their views on the types of development they would like to see take place in the county.

- Residents expressed contentment with the quality of life in the county; **54.5% rated it as good and 39.5% rated the quality of life in the county as excellent.**
- With respect to the county's rate of growth, a majority (63.1%) of the residents thought the county grew too fast over the last five years while 31.3% thought the county grew at the right pace.

# Opinions of Respondents About County Development



Town residents were more supportive of the County looking mostly rural, whereas city and village residents were more supportive of mixed development

# Residential Preferences

Four factors stand out as being very important in residents' decision to live in the county:

- Crime rates were ranked the highest by residents (67.2% indicated this to be very important in their decision),
- Quality of public schools (61.4% indicated this to be very important in their decision),
- Rural atmosphere (57.8% indicated this to be very important in their decision) and
- Close to open spaces (56.0% indicated this to be very important in their decision).

# Residential Preferences Vary by Place of Residence

Of the eleven, three are rated differently depending on where respondents live. People living in towns rated the rural atmosphere more importantly, whereas city and village residents rated living close to their employment and parks more important than town residents.

### Importance of Rural Atmosphere

		type of muni		Total
		town	city/village	
Not important	Count	44	85	129
	% within type of muni	8.3%	13.8%	11.3%
Somewhat important	Count	127	215	342
	% within type of muni	24.1%	34.8%	29.9%
Very important	Count	356	318	674
	% within type of muni	67.6%	51.5%	58.9%
Total	Count	527	618	1145
	% within type of muni	100.0%	100.0%	100.0%

### Importance of Living Close to Employment

		type of muni		Total
		town	city/village	
Not important	Count	165	146	311
	% within type of muni	31.6%	24.2%	27.6%
Somewhat important	Count	190	197	387
	% within type of muni	36.4%	32.7%	34.4%
Very important	Count	167	260	427
	% within type of muni	32.0%	43.1%	38.0%
Total	Count	522	603	1125
	% within type of muni	100.0%	100.0%	100.0%

### Importance of Living Close to Parks

		type of muni		Total
		town	city/village	
Not important	Count	189	136	325
	% within type of muni	36.8%	22.3%	28.9%
Somewhat important	Count	190	255	445
	% within type of muni	37.0%	41.9%	39.6%
Very important	Count	135	218	353
	% within type of muni	26.3%	35.8%	31.4%
Total	Count	514	609	1123
	% within type of muni	100.0%	100.0%	100.0%

# Housing Preferences

- 60.2% of residents indicated that the county needs more single family housing that is priced under \$200,000;
- Over half (54.3%) of respondents indicated the county had enough of single family housing priced between \$200,000 and \$400,000;
- Of single family housing priced over \$400,000, 50.5% of residents said the county had enough of that type of housing, with only 7.7% indicating the county needs more of that type of housing;
- A majority of residents do not believe that there is a need for additional multi-family housing or condominiums in the county;
  - 55.0% indicated the county has enough condominium housing and
  - 55.3% indicated the county has enough of multi-family housing
- On housing for seniors, 41.6% indicated a need for more of such housing while 38.7% said that the county had enough housing for seniors.



# Housing Preferences Con't

**Single-Family Housing Priced Less Than \$200,000**

		type of muni		Total
		town	city/village	
Have enough	Count	172	140	312
	% within type of muni	33.7%	23.4%	28.1%
Less	Count	48	38	86
	% within type of muni	9.4%	6.4%	7.8%
More	Count	291	420	711
	% within type of muni	56.9%	70.2%	64.1%
Total	Count	511	598	1109
	% within type of muni	100.0%	100.0%	100.0%

On four of the six housing options, there were significant differences in responses between men and women (see pp 47-48).

# Transportation Infrastructure

Mode of Transportation	Low Priority	Medium Priority	High Priority	DK/NA	Total
Expand Bus Service to other counties	26.7%	32.9%	37.5%	2.8%	100%
Expand Airports and W. Bend/Hartford	50.0%	27.6%	16.6%	5.8%	100%
Develop Commuter Rail	39.4%	25.4%	32.7%	2.5%	100%
Expand Bike Paths & Lanes	21.4%	30.6%	46.4%	1.6%	100%

# Transportation Infrastructure Con't

## Expand Bus Service Outward

		type of muni		Total
		town	city/village	
Low priority	Count	165	143	308
	% within type of muni	31.7%	23.0%	27.0%
Medium priority	Count	187	201	388
	% within type of muni	36.0%	32.4%	34.0%
High priority	Count	168	277	445
	% within type of muni	32.3%	44.6%	39.0%
Total	Count	520	621	1141
	% within type of muni	100.0%	100.0%	100.0%

## Commuter Rail to Milwaukee

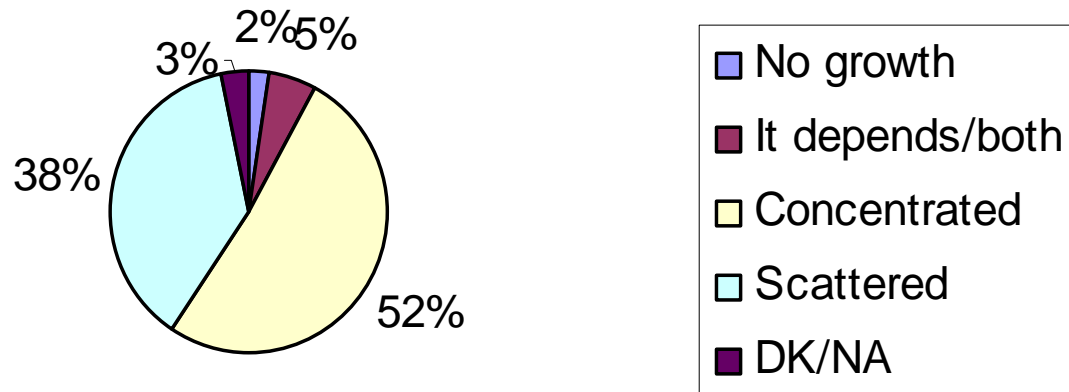
		type of muni		Total
		town	city/village	
Low priority	Count	242	216	458
	% within type of muni	46.2%	34.8%	40.0%
Medium priority	Count	124	173	297
	% within type of muni	23.7%	27.9%	26.0%
High priority	Count	158	231	389
	% within type of muni	30.2%	37.3%	34.0%
Total	Count	524	620	1144
	% within type of muni	100.0%	100.0%	100.0%

# Parks, Open Space and the Natural Environment

Activity	Low Priority	Moderate Priority	High Priority	DK/NA	Total
Maintain existing parks and open spaces	3.1%	19.1%	77.3%	.6%	100%
Create new parks and open spaces	20.6%	44.1%	34.0%	1.3%	100%
Create better flood control and storm water management	23.1%	36.3%	34.7%	5.9%	100%
Preserve existing woodlands	3.5%	18.8%	76.7%	1.0%	100%
Preserve farmland	5.6%	27.9%	65.0%	1.5%	100%

# Development Patterns and Services

**Desired Pattern of New Development**



# Development Patterns and Services Con't

- While majority of residents in the county prefer development to be concentrated, residents are split over whether new development should have a mix of uses (for example residential, commercial, and entertainment) or whether they should be in separate zones.
- Of the respondents, 44.6% would prefer development to be in mixed-use zones while 47.9% would prefer new development to be in separate zones.

# Development Patterns and Services Con't

- The survey also asked county residents to indicate whether new residential development should be in large lots, small lots, or a combination of the two.
- Most of the respondents (62.0%) indicated a preference for larger lots, with only 23.3% preferring smaller lots for new residential development.

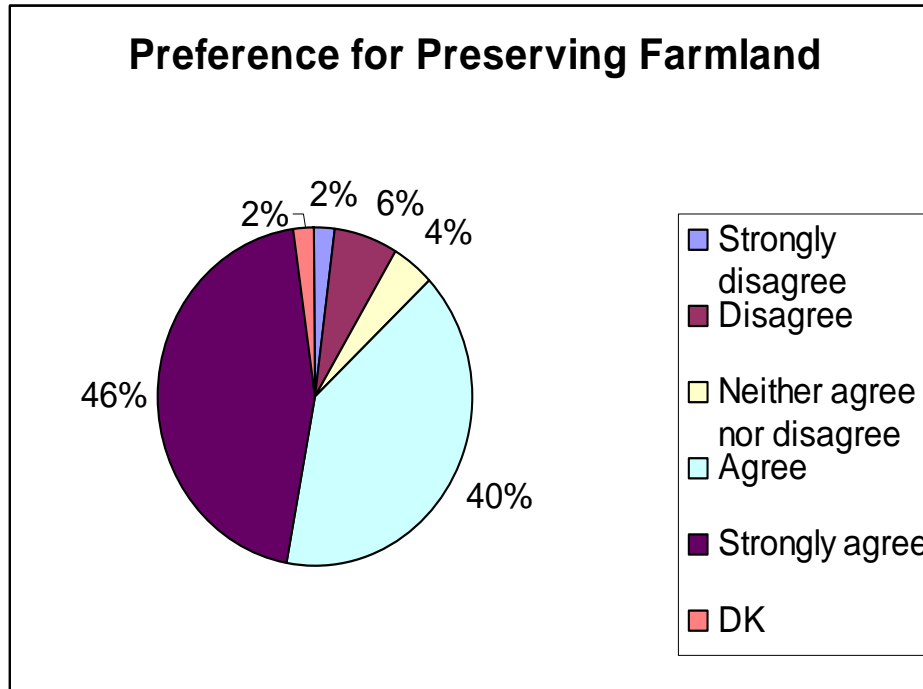
# Land Use Preferences

Priority	Green Space & Parks within walking distance	Space for Industrial and Commercial Growth	Building Preservation	Preserving Small Town Character
Low priority	14.9%	21.8%	19.6%	7.2%
Medium priority	32.9%	46.6%	43.2%	23.2%
High priority	50.8%	30.1%	35.5%	68.6%
DK/NA	1.4%	1.5%	1.7%	1.0%
Total	100.0%	100.0%	100.0%	100.0%

- more than half of residents in cities and villages felt that a high priority should be placed on including green space with new development, while 45% of town residents indicated this;
- more residents in towns placed a low priority on the adequacy of space for commercial development, whereas more residents in cities and villages believed a high priority was required.



# Farmland Preservation



# Farmland Preservation Con't

- When respondents who agreed with the need to preserve farmland were asked if they would support the use of purchase of development rights (PDR) in Washington County, **69.7% of residents indicated they would support such a program;** only 15.8% of the respondents were not supportive of the policy.

# Farmland Preservation Con't

- Respondents were given the option of indicating whether the PDR program should be funded through property taxes, sales taxes or through special assessments.
- Over half of the responses (56.4%) favored funding the PDR program through sales taxes. This was followed by special assessments (27.9% of responses, 23.0% of cases) and property taxes (24.6% of responses and 20.3% of cases).

# Public Utilities

Utility	No	Yes	Depends/Combination	DK/NA	Total
Wind power	9.7%	82.2%	2.3%	5.7%	100.0%
Disposal facilities	53.9%	34.3%	6.3%	5.6%	100.0%
Sewer/Water	27.0%	61.3%	5.6%	6.1%	100.0%
Natural gas	18.0%	69.2%	4.9%	7.9%	100.0%
High speed internet service	16.7%	72.3%	2.8%	8.2%	100.0%

- More city and village residents supported the expansion of sewer and water services than town residents although both city, village, and town residents agreed that sewer and water should be expanded (78% vs. 52%).
- More city and village respondents support the expansion of natural gas than town respondents, yet both city, village, and town residents agreed that natural gas should be expanded (79% vs. 71%).

Thank You!

Any Questions?