

**WASHINGTON COUNTY OPEN SPACE
PUBLIC OPINION SURVEY SUMMARY
Completed March 20, 2001**

In November 2001, The Ozaukee Washington Land Trust retained UW-Extension at River Falls to undertake a telephone survey of 300 residents in Washington County. The purpose of the survey was to understand and gauge public attitudes about land use, growth and open space protection in the county. The survey is statistically significant with a 95% degree of accuracy and a +/-5% margin of error. It will be used for public education and information, with copies distributed to elected officials, planners and planning commission members throughout Washington County for use in "Smart Growth" planning and other purposes.

Questions and Responses

(Open space is defined as grassland, forestland, wetland, wildlife habitat, shorelines, or farmland.)

1. Have you noticed any changes in the open space in Washington County since you have lived here?

88% yes 11% no 1% not sure

2. Is there enough being done to protect open space in Washington County?

44% yes 36% no 10% not sure

3. Regarding property taxes in Washington County, are the property taxes you pay too high, just right, or too low in relation to the County services you receive?

47% too high
42% just right
1% too low
9% not applicable
1% no response

4. What attracted you to live in Washington County?

32% I was born and raised here
21% because of employment opportunities
13% being close to Milwaukee
14% good housing
12% good schools
16% a safe community
40% rural character and/or rural beauty
11% other see attachment

5. Has the quality of life in Washington County in the last three years improved, gotten worse, or stayed the same?

4% not applicable, lived here less than three years
26% improved
15% gotten worse
52% stayed the same
3% not sure

5.a. For the last question why do you feel as you do? See attachment.

How strongly do you agree or disagree with each of the following statements? Your choices are Strongly Agree (SA), Agree (A), Disagree (D), Strongly Disagree (SD), and Not Sure (NS).

6. Housing development in Washington County should be

- a. located in areas where sewer service is currently available
17% SA 44% A 25% D 4% SD 10% NS
- b. located throughout the county on individual building lots in non-sewered areas
2% SA 31% A 35% D 7% SD 25% NS
- c. located in housing development areas where individual building lots are less than 1 acre
3% SA 31% A 41% D 13% SD 12% NS
- d. located in housing development areas where individual building lots are 1 acre or "MORE"
10% SA 55% A 20% D 3% SD 12% NS

6.a. Would you be willing to have a home on a, "less than 1 acre lot" that has open space and/or natural features as a part of the neighborhood?

61% yes 29% no 9% not sure 1% no response

7. How strongly do you agree or disagree that INDUSTRIAL development in Washington County should be

- a. located in areas where sewer service is currently available
38% SA 46% A 7% D 1% SD 7% NS 1% NR
- b. located throughout the County in non-sewered areas
1% SA 11% A 49% D 31% SD 8% NS

8. How strongly do you agree or disagree that RETAIL development in Washington County should be

- a. located in areas where sewer service is currently available
32% SA 54% A 8% D 1% SD 5% NS
- b. located throughout the County in non-sewered areas
1% SA 13% A 52% D 25% SD 9% NS

Please indicate how important it is to protect each of the following natural resource features. Choices for responses are: Very Important (VI), Somewhat Important (SI), Neutral (N), Somewhat Not Important (SNI), Not Important (NI) and Not Sure (NS).

9. Wetlands

60% VI 31% SI 2% N 1% SNI 2% NI 4% NS

10. Farmlands

55% VI 34% SI 3% N 1% SNI 3% NI 2% NS 2% NR

11. Wildlife habitat

68% VI 26% SI 2% N 1% SNI 1% NI 1% NS

12. Forests

65% VI 28% SI 3% N 1% SNI 1% NI 1% NS 1% NR

13. Lake and river shorelines

69% VI 23% SI 3% N 1% SNI 1% NI 2% NS 1% NR

14. Scenic views

47% VI 38% SI 7% N 2% SNI 3% NI 2% NS 1% NR

15. Undeveloped hilltops and hillsides

33% VI 38% SI 11% N 4% SNI 5% NI 8% NS NR 1%

16. If you answered very important to any of the past items in the last series of questions, would you be willing to pay more taxes to protect any of the items?

49% yes 23% no 16% not sure 12% no response

16a. If you would be willing to pay more taxes, how much more would you be willing to pay per year? Please see attached.

17. How important is it to protect each of the following in Washington County. Choices for responses are: Very Important (VI), Somewhat Important (SI), Neutral (N), Somewhat Not Important (SNI), Not Important (NI) and Not Sure (NS).

a. Farming industry..... 62% VI 25% SI 6% N 1% SNI 3% NI 2% NS 1% NR

b. Tourist industry 20% VI 40% SI 15% N 7% SNI 11% NI 5% NS 1% NR

LAND CONSERVATION QUESTIONS: The questions in this section pertain to a Land Conservation Fund. A land conservation fund would provide money to protect open space, scenic views and natural areas in the County. The fund would be supported by issuing bonds and/or through different types of taxes.

18. Should a Land Conservation Fund be created?

56% yes
16% no
27% not sure
1% no response

19. If taxes were used to create a Land Conservation Fund, would you personally be willing to pay more taxes to have such a Fund?

40% yes 9% no 6% not sure 45% no response

20. How much more would you be willing to pay per year? Please see attachment

21. Would you like to be personally involved in land use planning decisions in your area?

16% yes 21% no 4% not sure 59% no response

22. Would you personally like to be involved in efforts to maintain the character of the area in which you live?

22% yes 17% no 2% not sure 59% no response

DEMOGRAPHIC INFORMATION

The following questions will be used only for statistical purposes. You do not have to answer any question you are not comfortable with.

23. Gender: 40% male 58% female 2% no response

24. Do you live in a:

50% rural area 47% urban area 3% no response

25. What is your age range?

4% 18 to 24 21% 45 to 54 6% 75 or older
15% 25 to 34 12% 55 to 64 3% no response
26% 35 to 44 13% 65 to 74

26. Do you own or rent the place where you live?

83% own 15% rent 2% no response

27. How long have you lived in the County?

3% less than 1 year
15% 1 to 5 years 18% 21 to 30 years
15% 6 to 10 years 30% over 30 years
11% 11 to 15 years 2% no response
6% 16 to 20 years

28. Approximately how much did you pay in property taxes in 1999?

13% not applicable do not pay property taxes
1% less than \$500
9% \$500 to \$2000
57% \$2001 to \$5000
3% \$5001 to \$10,000
1% over \$10,000
15% no response

29. What is your highest level of education?

5% less than high school
29% high school diploma
22% some college/technical/trade schooling
9% two-year technical/college/trade school degree
21% bachelors degree
10% advanced college or professional degree

30. What is your approximate annual family income?

1% under \$15,000
4% \$15,001 to \$ 25,000
6% \$25,001 to \$ 35,000
10% \$35,001 to \$ 50,000
22% \$50,001 to \$ 75,000
14% \$75,001 to \$100,000
6% over \$100,000
37% no response