

COUNTYWIDE COMPREHENSIVE PLAN PUBLIC OPINION
SURVEY OF OZAUKEE COUNTY RESIDENTS: JUNE 2005

Center for Urban
Initiatives and Research



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MULTI-JURISDICTIONAL COMPREHENSIVE PLAN
FOR OZAUKEE COUNTY

*COUNTYWIDE COMPREHENSIVE PLANNING
PUBLIC OPINION SURVEY OF OZAUKEE
COUNTY RESIDENTS*

JUNE 2005

Prepared by:

*University of Wisconsin-Milwaukee Center for Urban Initiatives and Research,
Ozaukee County Planning, Resources and Land Management Department,
UW Extension Ozaukee County,
Southeastern Wisconsin Regional Planning Commission,
and the
Ozaukee County Comprehensive Planning Citizen Advisory Committee*



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INTRODUCTION

The following report presents the results of a telephone survey conducted by the Center for Urban Initiatives and Research (CUIR) at the University of Wisconsin–Milwaukee, under contract to Ozaukee County. The survey was administered to a sample of Ozaukee County residents, and was designed to gather citizen input for Ozaukee County’s comprehensive planning process. The survey questionnaire was developed collaboratively by CUIR, Ozaukee County staff, Southeastern Wisconsin Regional Planning Commission staff, UW Extension staff, the Ozaukee County Smart Growth Committee, and the Comprehensive Planning Citizen Advisory Committee.

The survey used a random digit dial sampling procedure, which includes unlisted telephone numbers. Random digit dialing does not, however, capture cell phones so the sample is restricted to Ozaukee County residents with working land line telephones. Interviews were completed in March 2005 with 406 respondents (a complete survey disposition report is attached as Appendix A). The sample size computes to a theoretical sampling margin of error of ± 4.83 percent at the 95 percent confidence level. In other words, we are 95% confident that if every adult Ozaukee County resident with a working land line telephone were surveyed, the “true” results would fall within 4.83% above or below the results for this sample.

Table 1 shows the distribution of survey respondents across the 16 cities, villages and towns in Ozaukee County, and compares this distribution to the percentage of households per community reported in the 2000 U.S. census. For the most part, the random digit dial sampling procedure yielded a representative sample, although the City of Mequon is somewhat underrepresented. The sample is intended to represent Ozaukee County as a whole, and no inferences will be made about results from any given community.



Table 1. Communities in which Survey Respondents Reside

Community	Number of Respondents	Percent of Respondents	Percent 2000 Census
Bayside, Village	0	0.0	0.1
Belgium, Village	8	2.0	1.9
Belgium, Town	5	1.2	1.8
Cedarburg, City	54	13.1	14.3
Cedarburg, Town	37	9.1	6.1
Fredonia, Village	14	3.4	2.3
Fredonia, Town	17	4.2	2.4
Grafton, Village	61	15.0	13.1
Grafton, Town	27	6.7	5.1
Mequon, City	74	18.2	25.5
Newburg, Village	1	0.2	0.1
Port Washington, City	58	14.3	13.2
Port Washington, Town	13	3.2	2.1
Saukville, Village	13	3.2	5.1
Saukville, Town	5	1.2	2.0
Thiensville, Village	19	4.7	4.9
TOTAL	406	99.7*	100

* Does not equal 100% due to rounding.

Table 2 shows the demographic characteristics of survey respondents, along with 2000 U.S. Census data, where comparable data were available. Interviews were completed with whomever answered the telephone (provided they were at least 18 years old), and as commonly occurs in telephone surveys, the sample skews somewhat toward female respondents (61% female versus 39% male).¹ Table 2 also shows some skew toward older respondents, another common outcome in telephone survey research.

Sample data are sometimes adjusted (weighted) for over- or under-representation of various subgroups in the population. However, because **weighting the data does not substantially change the results**, the data used in the following report are unadjusted (unweighted). Additional discussion and illustrations of weighting data are provided in Appendix B.

¹ Gender bias may be addressed through randomization procedures, such as asking to speak with the adult who had the most recent birthday, but these procedures substantially increase the time needed to complete the required number of interviews, and thus substantially increase the cost of survey administration.



Table 2. Characteristics of Survey Respondents

Characteristic	Survey Respondents	2000 US Census
Gender		
<i>Female</i>	61%	52%
<i>Male</i>	39%	48%
Age		
18-19	1.5%	3.4%
20-29	6.3%	11.7%
30-39	12.1%	19.5%
40-49	22.4%	24.6%
50-59	20.6%	17.9%
60-69	17.3%	10.5%
70 +	19.8%	12.4%
<i>Average Age of Adults</i>	54 years	47 years
Average Number in Household	2.7	2.6
Households with Children	34.9%	37.1%
Type of Residence		
<i>Single Family Home</i>	77.9%	
<i>Condominium</i>	6.9%	
<i>Apartment</i>	6.3%	
<i>Duplex</i>	3.8%	
<i>Working Farm</i>	1.5%	
<i>Hobby Farm</i>	1.5%	
<i>Inactive Farm</i>	0.2%	
<i>Senior Housing</i>	1.4%	
<i>Other</i>	1.2%	
Average Length of Residence in County	26.8 years	
Income *		
<i>Less than \$30,000</i>	13.9%	17.8%
<i>\$30,000 - \$50,000</i>	18.2%	19.0%
<i>\$50,000 - \$75,000</i>	25.3%	23.7%
<i>\$75,000 - \$125,000</i>	25.8%	24.2%
<i>More than \$125,000</i>	16.8%	15.2%

*Percentages based on respondents who answered the question (n=327); 13% of respondents refused to answer and 6.4% stated they did not know the amount of household income.

The organization of this report corresponds to the various elements of a comprehensive plan as defined by Wisconsin law. More specifically, results are grouped in the following elements of a comprehensive plan:

- Housing (and land use for housing)
- Transportation
- Agricultural and Natural Resources
- Community Facilities
- Land Use
- Economic Development

A “Summary and Conclusions” section follows the presentation of results.



HOUSING

The survey asked about various types of housing, and whether respondents believed that Ozaukee County needed a lot more, a little more, or no more of each type. The results are provided in Table 3 and Figure 1. Table 3 shows that a majority of respondents see no need for additional moderately priced multi-family apartments, luxury multi-family apartments, luxury single-family homes, condominiums, or duplexes. Very large majorities (70% or more) see no need for additional luxury housing in Ozaukee County².

Table 3. Perceived Need for Additional Housing in Ozaukee County

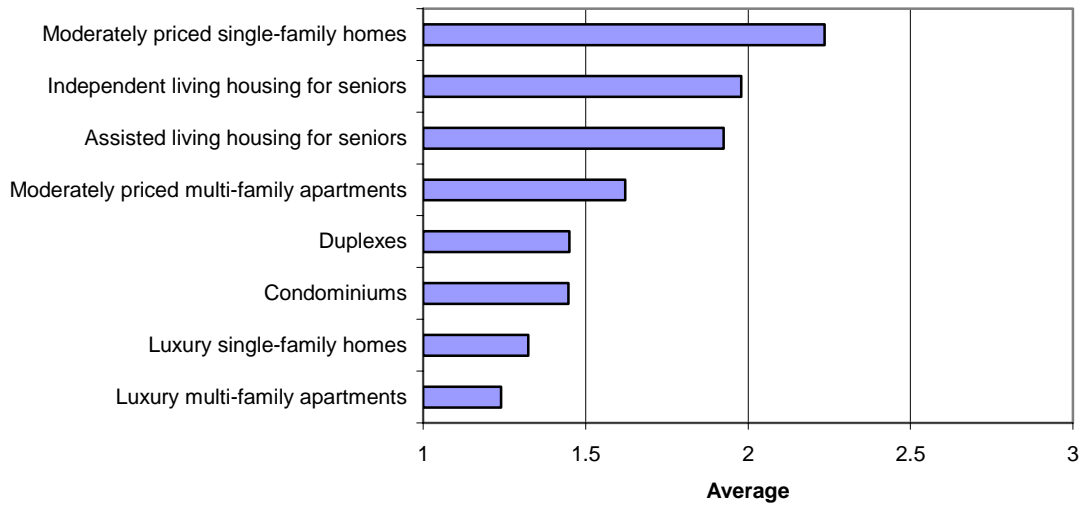
Housing Type	No More (%)	A Little More (%)	A Lot More (%)	No Opinion (%)
Assisted living housing for seniors	25	43	18	14
Independent living housing for seniors	22	44	20	14
Moderately priced multi-family apartments	50	28	15	7
Luxury multi-family apartments	75	16	4	6
Moderately priced single-family homes	18	37	41	4
Luxury single-family homes	70	21	5	3
Condominiums	58	29	6	6
Duplexes	57	28	7	8

Figure 1 arrays average (mean) responses based on a scale of 1 to 3, where 1 = no more, 2 = a little more, and 3 = a lot more. The averages in Figure 1 exclude “No Opinion” responses. On average, the highest perceived need in Ozaukee County is for moderately priced single family homes, but only a minority of respondents (41%) believes a lot more housing of this type is needed. Many respondents also see some need for more independent and assisted living housing for seniors, but a fairly substantial minority (14%) have no opinions on the need for additional senior housing.

² The terms “luxury” and “moderately priced” were not defined for respondents, and respondents may interpret those terms differently depending on their personal financial circumstances. According to the Public Policy Forum, average 2004 home sale prices in Ozaukee County were \$296,380, ranging from an average home sale price of \$179,552 in the City of Port Washington to an average home sale price of \$441,819 in the City of Mequon.



Figure 1. Average Perceived Need for Additional Housing in Ozaukee County



Generally speaking, responses to these questions are not significantly related³ to age of respondent, income, length of residency in Ozaukee County or type of residence. Moderately priced multi-family apartments is the only type of housing related to income or type of residence. Thirty-two percent (32%) of those with incomes less than \$30,000 (11.2% of the sample) perceive a need for “a lot more” moderately priced multi-family apartments, compared to 15% of all respondents. And nearly 35% of current apartment dwellers (6.3% of the sample) perceive a need for “a lot more” moderately priced multi-family apartments, compared to 15% overall.

Female respondents are significantly less likely than males to perceive a need for additional luxury housing, either apartments or single family homes, in Ozaukee County.

Housing and Land Use

Where the previous questions addressed perceived needs for housing in Ozaukee County, respondents were also asked to select from two options regarding residential development in their own communities: New residential areas should be planned with smaller lots, even if it means that homes have to be built closer together, or new residential

³ A number of tests of statistical significance were conducted throughout the course of survey data analysis. A statistical relationship between two variables is considered “significant” when the probability of the observed relationship is less than 5% ($p < .05$). This means that we would expect to find the same relationship 95 or more times if we took 100 different samples of Ozaukee County residents, or that the probability that the relationship was observed by chance is less than 5%.



areas should be planned with larger lots, even if it means that more land will be used to build new homes. As Table 4 shows, a majority of respondents (56%) preferred larger lots, even if more land would be required. Although not provided as an option, 10% of respondents indicated that they preferred both types of developments, or some of each, or that it would depend on other factors.

Table 4. Preferences for Residential Developments in Respondent’s Community

	Percent
Smaller lots, homes closer together	28
Larger lots, more land for homes	56
Some of Each/Both/Depends	10
No Opinion	5
Number of Respondents	406

Comparing responses to this question to perceived need for housing of various types reveals few significant relationships, but as might be expected, respondents who perceive a need for more luxury single family homes tend to prefer residential development with larger lot sizes, and respondents who perceive a need for more moderately priced apartments tend to prefer residential development with smaller lot sizes.

A second question relating residential development to land use addressed “conservation subdivisions.” More specifically, respondents were told:

Some communities are using "conservation subdivisions" or "cluster development." These subdivisions typically have smaller lots and common open space, and natural features of the land are maintained as much as possible.

Respondents were then asked whether they favored or opposed these subdivisions in Ozaukee County. Table 5 shows that a majority of respondents favor conservation subdivisions. Although not offered as a response option, about 3% of respondents suggested they needed more information in order to form an opinion.



Table 5. Support for Conservation Subdivisions

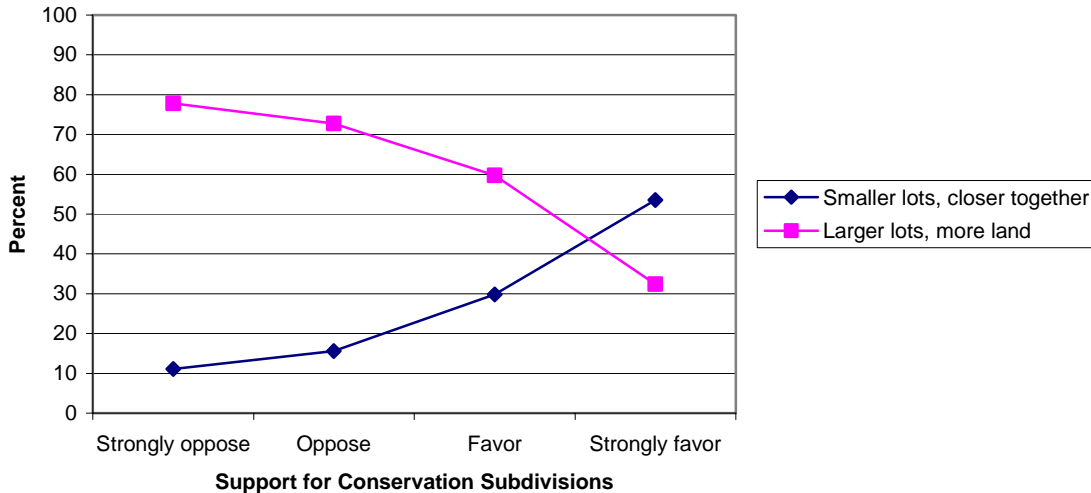
	Percent
Strongly oppose	5
Oppose	20
Favor	51
Strongly favor	18
Need more information	3
No Opinion	3
Number of Respondents	406

In sum, a majority of respondents indicated they preferred larger lot sizes that required more land for residential development. On the other hand, an even larger majority indicated they favored conservation subdivisions. Table 6 and Figure 2 show cross-tabulations of these two questions, excluding “No Opinion” and indeterminate responses.

Table 6. Support for Conservation Subdivisions by Lot Size Preferences

Conservation Subdivisions	New Residential Development in the Community	
	Smaller Lots, Closer Together (%)	Larger Lots, More Land (%)
Strongly oppose	2	6
Oppose	10	27
Favor	55	56
Strongly favor	33	11
Number of Respondents	115	209

Figure 2. Support for Conservation Subdivisions by Lot Size Preferences





Responses to the two questions are significantly related; those who prefer smaller lots tend to favor conservation subdivisions, and vice versa. This is most evident in comparing lot size preferences among those who “oppose” conservation subdivisions (27% of those who prefer larger lots *oppose* conservation subdivisions, compared to only 10% of those who prefer smaller lots), and in comparing lot size preferences among those who “strongly favor” conservation subdivisions (33% of those who prefer smaller lots *strongly favor* conservation subdivisions compared to 11% of those who prefer larger lots).

Nevertheless, a large number of respondents are inconsistent in their answers. This is most in evidence by the fact that 56% of those who prefer larger lots also indicated they favor conservation subdivisions. One can only speculate on this paradox, but it may be the case that all things being equal, many residents prefer larger lot sizes. However, when conservation subdivision features such as common open space and natural preservation are added, many residents may change their mind.

TRANSPORTATION

Respondents were asked how they perceived their usual experience with traffic as they travel around Ozaukee County. As Table 7 shows, a large majority of respondents generally find traffic to be moderate to light.

Table 7. Perceptions of Traffic in Ozaukee County

	Percent
Light	24
Moderate	59
Heavy	14
Very heavy	2
No Opinion	1
Number of Respondents	406

The survey also asked residents about priorities for a range of transportation investments in Ozaukee County. Complete responses are provided in Table 8, and average responses are provided in Figure 3 on a scale of 1 to 3, where 1 = low priority, 2 = medium priority, and 3 = high priority (“No Opinion” responses are excluded).

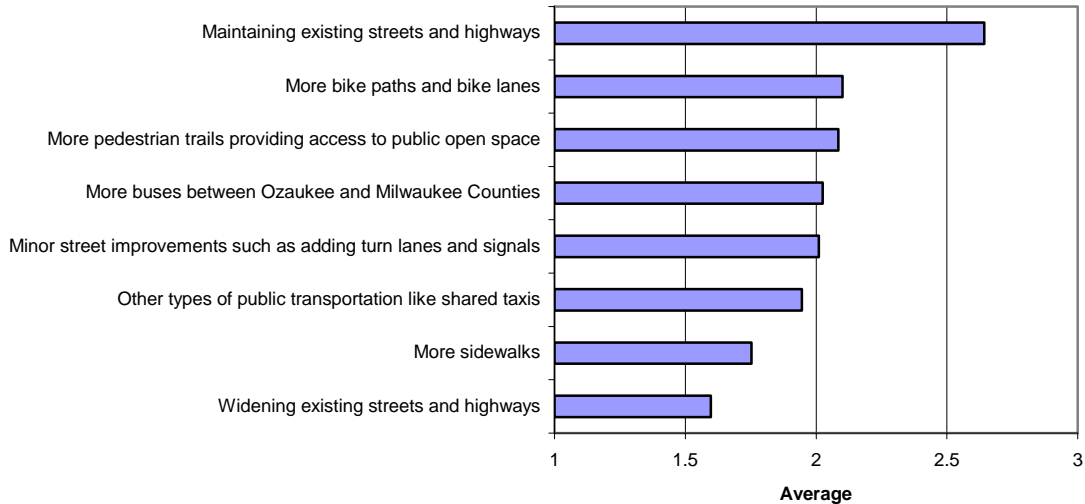


Table 8. Priorities for Transportation Investments

Transportation Investment	Low Priority (%)	Medium Priority (%)	High Priority (%)	No Opinion (%)
More buses between Ozaukee and Milwaukee Counties	29	34	31	5
Other types of public transportation like shared taxis	32	34	27	7
Maintaining existing streets and highways	5	26	69	0
Widening existing streets and highways	54	31	14	1
Minor street improvements such as adding turn lanes and signals	29	39	30	1
More bike paths and bike lanes	30	29	40	1
More sidewalks	51	21	26	2
More pedestrian trails providing access to public open space	29	32	37	2

As both Table 8 and Figure 3 clearly show, maintaining existing streets and highways is far and away the highest priority for transportation investments. It is the only transportation option that a majority of respondents considered high priority. Conversely, widening streets and highways and adding sidewalks are relatively low in priority, with a majority of respondents indicating each of these transportation investments would be low priority.

Figure 3. Average Priorities for Transportation Investments



Prioritization for transportation investments is not significantly related to perceptions of traffic in Ozaukee County. Women are significantly more likely than men to place higher priorities on more buses between Ozaukee and Milwaukee Counties and other types of public transportation like shared taxis. Men are significantly more likely than women to place higher priority on widening existing streets and highways and adding more bike paths and bike lanes.



Several questions addressed the Ozaukee Interurban Trail. Interviewers explained to respondents that the Interurban Trail is a 30-mile paved trail that runs the length of Ozaukee County from the City of Mequon to the Town of Belgium, and that the trail is intended for year round use for biking, walking, inline skating, and cross country skiing. Respondents were first asked whether they used the Ozaukee Interurban Trail; about 53% of respondents answered that they did use the trail.

Respondents were then asked whether they favored or opposed expanding the Interurban Trail, including more off road trails. Nearly 70% of respondents favored expansion of the Interurban Trail. Table 9 shows the results by whether the respondent used the trail. Respondents who use the Ozaukee Interurban Trail are significantly more likely to support expansion, but even a majority of non-users support its expansion.

Table 9. Support for Expansion of Ozaukee Interurban Trail by Use of Trail

Support for Expansion	Use of Ozaukee Interurban Trail	
	No (%)	Yes (%)
Oppose	26	19
Favor	61	76
No Opinion	13	5
Number of Respondents	189	217

Respondents who favored expansion of the Ozaukee Interurban Trail (n=282) were asked first if they favored or opposed using County tax dollars to expand the Interurban Trail and second, whether they favored or opposed using private donations and State and Federal grants to expand the Interurban Trail. Table 10 shows that a large majority (76%) favor using County tax dollars for trail expansion; indeed, use of tax dollars is even favored by 66% of respondents who do not use the trail.

Table 10. Support for Funding Sources to Expand the Ozaukee Interurban Trail

	County Taxes (%)	Donations/ Grants (%)
Oppose	21	4
Favor	76	95
No Opinion	3	1
Number of Respondents	282	



Support for external funding to support expansion is nearly unanimous. Among those respondents who oppose using County tax dollars for expansion, 93% favor the use of private donations and state and federal grants.

Finally, the survey asked all respondents (n=406) whether they would support development of a countywide network of bike and pedestrian trails, in addition to the Ozaukee Interurban Trail. Again, a large majority (67%) indicated that they would support this initiative. As with expansion of the Interurban Trail, those respondents who favored development of a countywide network (n=270) were asked about funding sources, and as Table 11 shows, the results are similar. There was a slight (5%) increase in respondents who oppose using County tax dollars, but a large majority still supports using County tax dollars for network development. More than 97% of respondents who oppose use of County tax dollars support use of external funding sources.

Table 11. Support for Funding Sources to Develop Countywide Network of Trails

	County Taxes (%)	Donations/ Grants (%)
Oppose	26	2
Favor	70	98
No Opinion	4	1
Number of Respondents	270	

Support for expansion of the Ozaukee Interurban Trail and development of a countywide network of trails are both significantly related to household income. More specifically, respondents with household incomes less than \$50,000 are significantly more likely to oppose these initiatives than respondents in higher income categories. Nevertheless, a majority of respondents in these lower income categories still support these initiatives; e.g. 51% of respondents with household incomes less than \$30,000 support both trail expansion and network development. Moreover, among those subsets of respondents who favor these initiatives, support for use of County tax dollars is not related to household income.



AGRICULTURAL AND NATURAL RESOURCES

The survey asked whether respondents would favor or oppose having Ozaukee County create a dedicated fund to buy and preserve natural areas in Ozaukee County. Respondents were informed that the fund could be used only to buy and preserve natural areas. A large majority (74%) favored a dedicated fund. Though not offered as a response option, about 6% of respondents indicated they would need more information in order to form an opinion.

Respondents who favored a dedicated fund to preserve natural areas (n=299) were asked about potential funding sources. As shown in Table 12, a large majority of those who favor a dedicated fund also support the use of County tax dollars to create that fund. Support for external funding sources (private donations or State and Federal grants) is nearly unanimous. Among those who oppose use of County taxes, 87% favor the use of external funding sources. Household income is not related to any of these questions.

Table 12. Support for Funding Sources to Create a Dedicated Natural Preservation Fund

	County Taxes (%)	Donations/ Grants (%)
Oppose	18	5
Favor	75	95
Need more information	7	0
No Opinion	0	1
Number of Respondents	299	

The survey asked respondents how they felt about priorities for a range of steps intended to preserve or improve the natural environment in Ozaukee County. Complete responses are provided in Table 13, and average responses are provided in Figure 4 on a scale of 1 to 3, where 1 = low priority, 2 = medium priority, and 3 = high priority (“No Opinion” responses are excluded). Of nine options for preserving or improving the natural environment, a majority of respondents believed six of them should be high priority. It should be noted that both questions about parks made reference to “spending more,” and in both cases (but especially for creating *new* parks) only a minority of respondents felt these initiatives should be high priority. It is also worth noting that, similar to priorities for streets and highways, residents place relatively higher priority on maintaining existing parks than

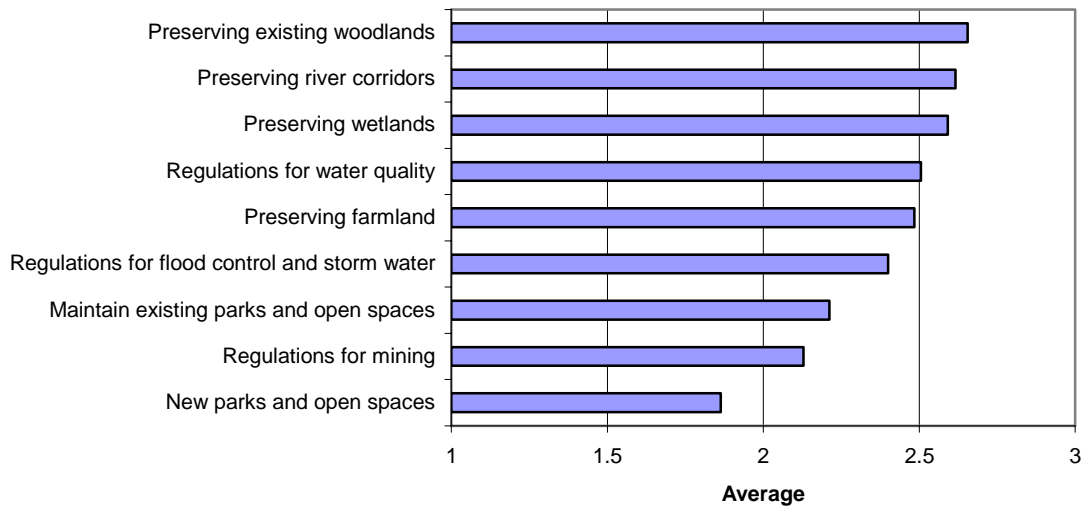


creating new parks. Finally, a fairly substantial minority (12%) had no opinion on stricter mining regulations.

Table 13. Priorities for Preserving or Improving the Natural Environment in Ozaukee County

Steps to Improve or Preserve Natural Environment	Low Priority (%)	Medium Priority (%)	High Priority (%)	No Opinion (%)
Spending more to maintain existing parks and open spaces	13	51	34	1
Spending more to create new parks and open spaces	33	48	19	1
Stricter regulations for water quality	15	19	64	3
Stricter regulations for flood control and storm water	14	30	53	3
Stricter regulations for non-metallic mining in gravel pits & stone quarries	27	22	39	12
Preserving existing woodlands	4	26	69	1
Preserving wetlands	8	25	66	1
Preserving river corridors	5	26	65	4
Preserving farmland	10	31	57	2

Figure 4. Average Priorities for Preserving or Improving the Natural Environment in Ozaukee County



Lake Michigan Issues

Respondents were asked to rate Ozaukee County government efforts to address a variety of issues relating to Lake Michigan. Complete responses are provided in Table 14, which shows that a large number of respondents had no opinion on these issues. Average responses are provided in Figure 5 on a scale of 1 to 3, where 1 = need a lot of

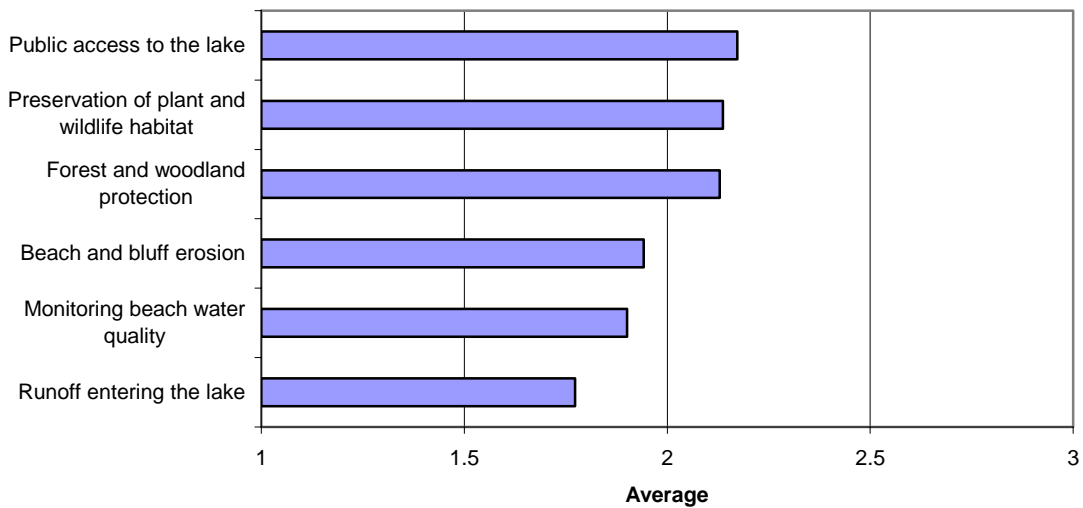


improvement, 2 = need some improvement, and 3 = adequate effort (“No Opinion” responses are excluded).

Table 14. Ratings of County Efforts to Address Lake Michigan Issues

Issue	Need a Lot of Improvement (%)	Need Some Improvement (%)	Adequate Effort (%)	No Opinion (%)
Beach and bluff erosion	25	31	21	23
Preservation of plant and wildlife habitat	17	34	27	23
Runoff entering the lake	34	22	17	27
Public access to the lake	22	29	37	12
Monitoring beach water quality	30	26	22	22
Forest and woodland protection	22	23	32	23

Figure 5. Average Ratings of County Efforts to Address Lake Michigan Issues



These results show that opinions are widely divided on most of these issues. That is, for most issues respondents are almost equally likely to select one response option as another. For example, with respect to beach and bluff erosion, the percentage of respondents who believe County efforts need a lot of improvement is nearly equal to the percentage of respondents who believe County efforts need some improvement or are adequate. As a consequence, most of the average ratings were near the midpoint of the scale (value of 2).

Moreover, large numbers of respondents had no opinion on these questions, and 60% of respondents had no opinion on at least one of these issues. “No opinion” responses



were less prevalent in the Town and Village of Belgium, and the town and city of Port Washington, communities at or near the Lake Michigan shore. But no opinion responses were plentiful in the town of Grafton and the City of Mequon. It may be the case that many respondents are not aware of Ozaukee County government efforts to address these issues.

A separate question was asked about building setbacks from Lake Michigan bluffs. Interviewers explained to respondents that:

Current county ordinance requires buildings along Lake Michigan bluffs to be set back 75 feet from the top of the bluff. Because of erosion of the bluffs, Ozaukee County is considering increasing the setback to more than 75 feet.

Respondents were asked whether they favored or opposed a greater bluff setback requirement. As Table 15 shows, a large majority of respondents favor the greater setback. Though not offered as a response option, about 4% of respondents indicated that they needed more information to form an opinion. A total of 13 respondents own land on Lake Michigan, and among these respondents, 54% (n=7) favor a greater setback.

Table 15. Support for Increasing Building Setback from Lake Michigan Bluffs

	Percent
Oppose	9
Favor	82
Need more information	4
No Opinion	5
Number of Respondents	406

COMMUNITY FACILITIES

Respondents were asked to rate the quality of kindergarten through grade 12 education in their local public schools. As shown in Table 16, about one third of respondents rated their local public schools as excellent, and about one third rated their public schools as good. School evaluations are quite similar between households with or without children, but 21% of households without children have no opinion on school quality, compared to 6% of households with children.



Table 16. Ratings of Local K-12 Public Schools

	Percent
Poor	1
Below Average	2
Average	13
Good	34
Excellent	35
No Opinion	16
Number of Respondents	406

Table 17 shows ratings of public schools by the school district in which the respondent resides. Although some differences across school districts are apparent, the number of respondents for several school districts is quite small, and *one should refrain from drawing any firm conclusions* from these comparisons. About 10% of respondents did not know the school district in which they resided.

Table 17. Ratings of Local K-12 Public Schools by School District of Residence

	School District							No Answer (%)
	Cedarburg (%)	Cedar Grove/ Belgium* (%)	Grafton (%)	Mequon – Thiensville (%)	Northern Ozaukee* (%)	Port Washington/ Saukville (%)	Random Lake* (%)	
Poor	2	8	3	0	0	0	20	3
Below average	0	15	2	0	12	1	0	3
Average	10	23	16	12	18	12	20	10
Good	37	31	39	27	35	41	40	18
Excellent	42	15	25	49	29	32	0	15
No Opinion	8	8	16	12	6	13	20	53
Number of Respondents	83	13	64	105	17	82	5	40

*The number of respondents from these districts is exceptionally small, and no conclusions should be drawn.

Respondents were also asked to assess the extent to which overcrowding was a problem in their local public schools. As Table 18 shows, few respondents indicated all of their local schools were overcrowded, but many believed there was overcrowding in some schools, including more than 40% of households with children.



Table 18. Perceptions of Overcrowding in Local K-12 Schools

	Households without Children (%)	Households with Children (%)	Total (%)
Overcrowded	2	5	3
Some Schools Overcrowded	22	41	29
No Overcrowded	47	43	45
No Opinion	29	11	23
Number Of Respondents	264	140	406

Table 19 shows perceptions of overcrowding by the school district in which the respondent resides. As was the case for school evaluations, given the small number of respondents in some school districts, *one should refrain from drawing any firm conclusions* from these comparisons.

Table 19. Perceptions of Overcrowding in Local K-12 Schools by School District

	School District							No Answer (%)
	Cedarburg (%)	Cedar Grove – Belgium* (%)	Grafton (%)	Mequon – Thiensville (%)	Northern Ozaukee* (%)	Port Washington / Saukville (%)	Random Lake* (%)	
Overcrowded	6	0	3	4	0	2	20	0
Some Overcrowded	37	38	24	31	25	32	20	7
No Overcrowded	43	46	46	49	50	49	40	32
No Opinion	15	15	27	16	25	17	20	61
Number of Respondents	82	13	63	104	16	82	5	41

*The number of respondents from these districts is exceptionally small, and no conclusions should be drawn.

Perceptions of overcrowding in public schools are not related to ratings of the quality of public schools.

Apart from local K-12 public schools, one other question relating to community facilities addressed access to health care services. As Table 20 shows, a large majority rated their access to healthcare services in Ozaukee County as good or excellent. Responses to this question are unrelated to age or income.

Table 20. Ratings of Access to Healthcare Services

	Percent
Poor	2
Fair	11
Good	41
Excellent	44
No Opinion	3
Number of Respondents	406



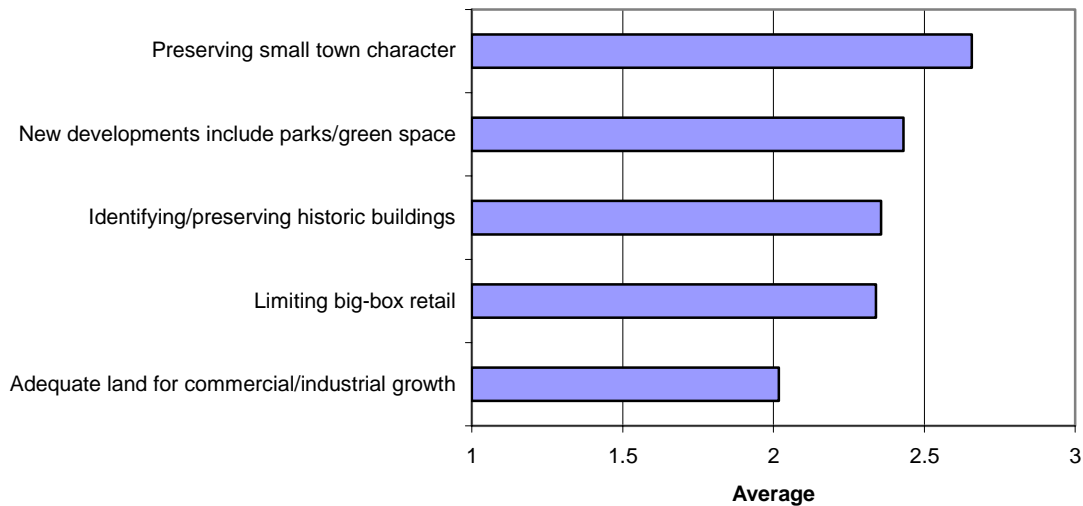
LAND USE

The survey asked residents how they felt about priorities for land use in Ozaukee County. Complete responses are provided in Table 21, and average responses are provided in Figure 6 on a scale of 1 to 3, where 1 = low priority, 2 = medium priority, and 3 = high priority (“No Opinion” responses are excluded). Of five land uses addressed by the survey, a majority of respondents indicated four of them should be high priority, with the lone exception being ensuring adequate land for commercial and industrial growth. Respondents place particularly high priority on preserving Ozaukee County’s small town character.

Table 21. Priorities for Land Use

Land Use	Low Priority (%)	Medium Priority (%)	High Priority (%)	No Opinion (%)
New developments include parks/green space	13	30	55	2
Adequate land for commercial/industrial growth	27	43	28	2
Limiting big-box retail	19	26	53	2
Identifying/preserving historic buildings	14	35	50	1
Preserving small town character	6	21	71	1

Figure 6. Average Priorities for Land Use



In assessing relationships between opinions on land use priorities and other characteristics of respondents, respondents who are more open to residential development (i.e. see a greater need for additional residential development) tend to place higher priority



than other respondents on including parks and/or green space in new housing developments, and ensuring adequate land for commercial/industrial growth. Ensuring adequate land for commercial/industrial growth also receives higher priority among male respondents, and is positively related to length of residence in Ozaukee County (those who lived in the County longer tend to place a higher priority on ensuring land for commercial and industrial growth).

ECONOMIC DEVELOPMENT

The survey asked residents how high a priority they placed on attracting new businesses and new jobs to Ozaukee County. As Table 22 shows, nearly half of all respondents indicated attracting businesses should be a high priority, while relatively few thought it should be a low priority.

Table 22. Priorities for Attracting New Business and Jobs to Ozaukee County

	Percent
Low Priority	8
Medium Priority	42
High Priority	49
No Opinion	1
Number of Respondents	406

Not surprisingly, responses to this question are significantly related to responses to the question of priority for ensuring adequate land for industrial and commercial growth. Among respondents who give high priority to attracting new businesses, 46% also give high priority to ensuring adequate land for industrial and commercial growth (compared to 28% of all respondents).

Respondents were also asked whether they would favor or oppose the development of various types of industries as they think about the future of Ozaukee County. The responses are shown in Table 23 and are sorted from most in favor to least in favor. A majority of respondents favor all kinds of industries, with the exception of warehousing and distribution.



Table 23. Support for Development of Businesses in Ozaukee County

Type of Business	Oppose (%)	Favor (%)	No Opinion (%)
Small scale farming	6	92	2
Arts and entertainment	11	88	1
Tourism	15	84	1
Information technology	12	83	5
Health care	19	79	2
Financial and insurance	28	68	3
Retail	29	68	3
Manufacturing	34	61	5
Warehousing and distribution	57	36	7

In general, survey respondents are pro-business development. As Table 24 shows, 58% of respondents favored development of 7 or more of the nine types of industries listed. Among respondents who indicated that attracting businesses and jobs to Ozaukee County was a high priority, a majority favored every type of industry. Among respondents who indicated that attracting businesses and jobs to Ozaukee County was a medium priority, a majority favored every type of industry except warehousing and distribution. And even among the limited number of respondents who indicated that attracting businesses and jobs to Ozaukee County was a low priority, a majority favored development of small scale farming, arts and entertainment, information technology, tourism, and financial and insurance.

Table 24. Cumulative Support for Business Development

Number of Industries Favored	Percent
0	1
1	0
2	3
3	4
4	6
5	10
6	17
7	20
8	19
9	19
Number of Respondents	406



SUMMARY AND CONCLUSIONS

Asked to rate the overall quality of life in Ozaukee County, residents responded in an overwhelmingly positive fashion. Nearly half of the respondents rated the overall quality of life in Ozaukee County as excellent, with another 47% rating the quality of life as good. Starting from such a strong base, when residents are asked to weigh in on priorities for the future they are likely to tend toward preserving and enhancing the status quo.

When asked about the need for more housing of various types in Ozaukee County, relatively few residents see a need for much more housing of any kind. In fact, for most types of housing a majority of residents indicated there is *no* need for more. The only exceptions were senior housing and moderately priced single family homes. Similarly, when asked about priorities for future transportation investments residents placed the highest priority by far on *maintaining* existing streets and highways, while placing the lowest priority on widening existing streets and highways.

A predominant theme in the survey results relates to preservation or improvement of the natural environment in Ozaukee County. For example, 69% of residents favor “conservation subdivisions” which were described to respondents as developments that feature open space and maintenance of natural features of the land. A majority of residents place high priority on preserving existing woodlands, wetlands, river corridors and farmland, and applying stricter regulations for water quality. A large majority of residents support the creation of a dedicated fund to preserve natural areas in Ozaukee County, and the depth of support is evidenced by the fact that a majority of residents favor using County tax dollars to create such a fund.

Furthermore, large majorities of residents support expansion of the Ozaukee Interurban Trail as well as development of a countywide network of bike and pedestrian trails, which presumably provide a way for residents to take advantage of the natural environment in the County. And again, large majorities of residents support the use of County tax dollars to fund these initiatives.

It is clear, then, that Ozaukee County residents place a high value on the natural environment, but perhaps more generally residents would like to preserve the “rural” nature of the County. For example, preserving farmland is a relatively high priority among residents and in terms of business development, an overwhelming 92% of respondents favor the



development of small scale farming. Moreover, a slight majority of residents view the development of more sidewalks in the County as low priority. Finally, 71% of residents place a high priority on preserving the small town character of the County, and the proportion of residents who believe that preservation should be a low priority is negligible.

Adding to the perceptions of a high quality of life in Ozaukee County are relatively high ratings of local public schools. A majority of residents rate their local public schools as excellent or good, and these school ratings are significantly and strongly related to overall quality of life ratings.

In sum, residents rate the quality of life in Ozaukee County highly, and appear to place great value in the natural and rural attributes of the County. It is perhaps somewhat incongruous, therefore, that County residents are so receptive to business development in the County. A majority of residents favor the development of all kinds of industries with the exception of warehousing and distribution. The survey did not probe into the reasons for favoring or opposing the various types of business development, but it is worth noting that the most favored types of business development are small scale farming (in keeping with the rural nature of the County), followed by arts and entertainment (possible quality of life enhancers). At the bottom of the list are businesses that are frequently perceived as “dirty” industries: manufacturing and especially warehousing and distribution, the location of which has been controversial in other metro Milwaukee locations. Finally, there is substantial support for retail development, but a majority of residents place a high priority on limiting “big box” retail development.

This survey of Ozaukee County residents was commissioned in order to gather citizen input for a comprehensive plan in response to Wisconsin’s Comprehensive Planning/ “Smart Growth” law requirements. Although the question was not asked directly, the limited support found in the survey results for housing development, combined with the overwhelming support for preserving the natural, rural and small town character of the County suggests that the prevailing sentiment among County residents may be that smart growth equates to limited residential growth⁴, while allowing for economic development that enhances the already high quality of life.

⁴ Surveys conducted by CUIR in Mequon and the City of Cedarburg did address this question directly, and the results of those surveys support this conclusion.



APPENDIX A. SURVEY DISPOSITIONS

Disposition	Number	Percent
Complete	406	5.83
Partial Complete	32	0.46
Refusal	864	12.41
Answering Machine	2272	32.62
Language Barrier-Spanish	1	0.01
Busy	483	6.94
No Answer	1125	16.15
Fax/Data Line	230	3.30
Disconnected	424	6.09
Business	411	5.90
Callback	610	8.76
Wrong Number	41	0.59
Non-Spanish Language	0	0.00
Not Qualified	66	0.95
TOTAL DIALINGS	6964	100.01



APPENDIX B. WEIGHTING DATA

The data were weighted by community, gender and age to adjust for over- or under-representation of certain subgroups. The data were weighted to the sample size, i.e., the weighted sample is the same size as the unweighted sample (n=406). Cases are weighted proportionate to 2000 U.S. census data. Respondents who are over-represented receive a weight less than one, while respondents who are under-represented receive a weight greater than one. The weights for each of the three variables are shown in table B.1.

Table B.1. Weights for Community, Gender and Age

	Sample Percent	Census Percent	Weight
Community			
Bayside, Village	0.0	0.1	NA
Belgium, Village	1.9	1.9	0.964
Belgium, Town	1.2	1.8	1.462
Cedarburg, City	13.1	14.3	1.075
Cedarburg, Town	9.0	6.1	0.669
Fredonia, Village	3.4	2.3	0.667
Fredonia, Town	4.1	2.4	0.573
Grafton, Village	14.8	13.1	0.872
Grafton, Town	6.6	5.1	0.767
Mequon, City	18.0	25.5	1.399
Newburg, Village	0.2	0.1	0.406
Port Washington, City	14.1	13.2	0.924
Port Washington, Town	3.2	2.1	0.656
Saukville, Village	3.2	5.1	1.593
Saukville, Town	1.2	2.0	1.624
Thiensville, Village	4.6	4.9	1.047
Gender			
Male	39.4	48.4	1.228
Female	60.6	51.6	0.852
Age Category			
18-19	1.5	3.4	2.255
20-29	6.3	11.7	1.863
30-39	12.1	19.5	1.617
40-49	22.4	24.6	1.100
50-59	20.6	17.9	0.869
60-69	17.3	10.5	0.606
70 +	19.8	12.4	0.625

Although applying weights to the data does result in some change to the frequency distributions, **the changes are not of sufficient magnitude to change any interpretation of results.** Thus, following consultation with Ozaukee County officials, the decision was made to use unweighted data for the purposes of this report.

Differences in frequency distributions for weighted and unweighted data are illustrated in Figures B.1 and B.2.



Figure B.1 Unweighted and Weighted Ratings of Ozaukee County Quality of Life

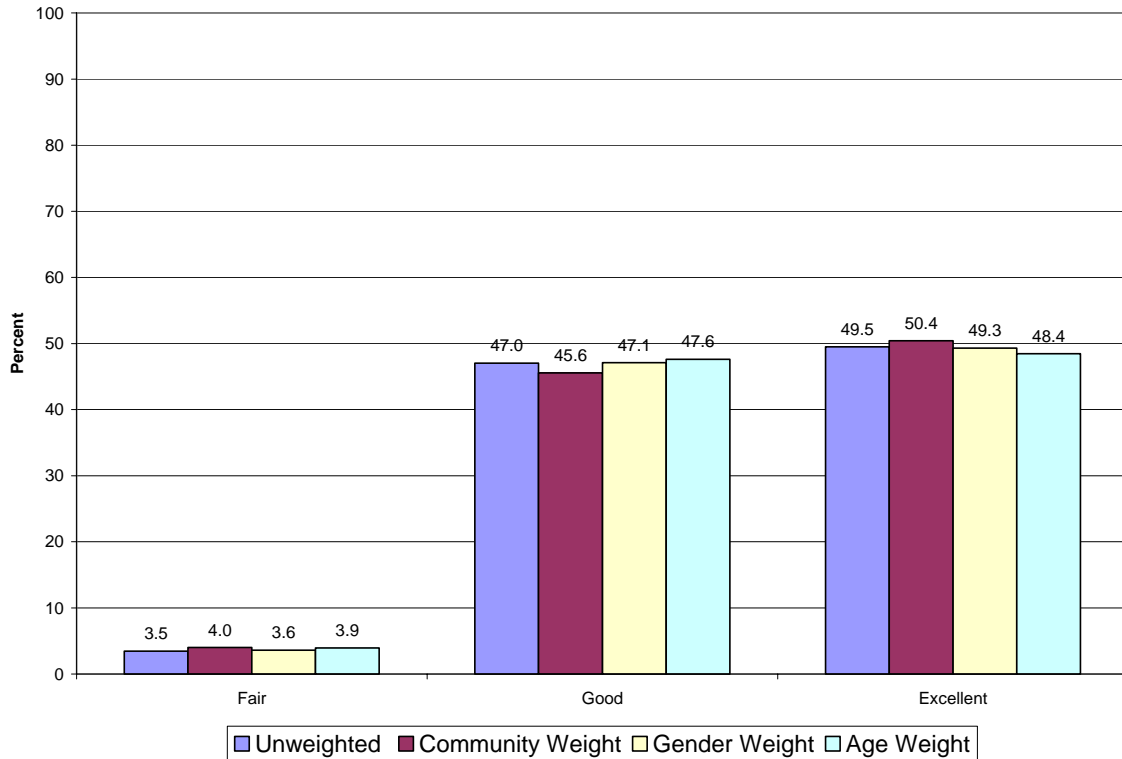


Figure B.1 Unweighted and Weighted Support for Expansion of Ozaukee Interurban Trail

