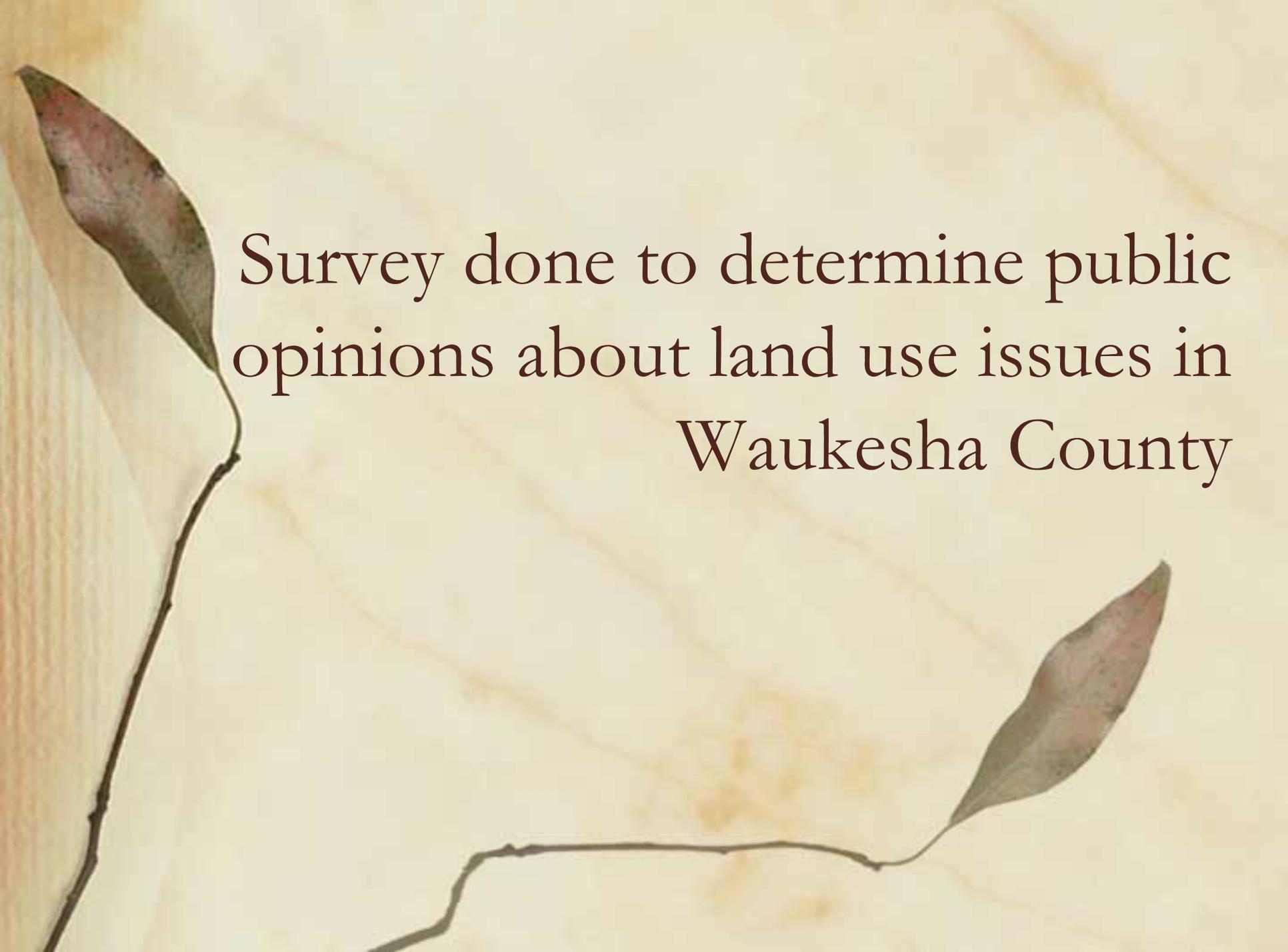
The background of the slide features a close-up photograph of a thin, dark branch with several dried, brownish leaves. The leaves are positioned on the left and right sides of the frame, with one leaf pointing upwards on the left and another pointing downwards on the right. The overall background has a light, textured, parchment-like appearance with subtle yellowish-brown stains.

Waukesha County Comprehensive Planning Public Opinion Survey: Survey Summary

February, 2007





Survey done to determine public
opinions about land use issues in
Waukesha County

The County-Wide Sample

- Random selection of Waukesha County Households
- Mailed questionnaire, post card reminder and second questionnaire
- Estimates expected to be accurate to within plus or minus 3 percent
- Approximately 26,000 surveys

1. Positive Results

- People choose to live in Waukesha because of low crime rates (58% of respondents), the quality of schools (45%), the natural environment (43%), property tax issues (42%), rural atmosphere (40%) and housing choices (38%)
- For all except property taxes, a majority of respondents were satisfied with current conditions of these key quality of life factors

2. Positive Results

- 63% rated the overall level of environmental quality in the County as good or excellent compared to only 6% who rated it as poor or very poor

3. Positive Results

- There is very little dissatisfaction with the quality local public services (libraries, police, fire, parks and rec. etc.)

Two Key Concerns

- Growth and change
- Property tax levels

Concerns about growth and change focused on:

- Land use
- Transportation
- Housing affordability

1. Concerns about Land Use

- 53% of respondents said the 16% population growth experienced over last decade was too rapid
- 46% said 16% growth was about the right rate
- Only 1% said 16% was too slow a growth rate

2. Concerns about Land Use

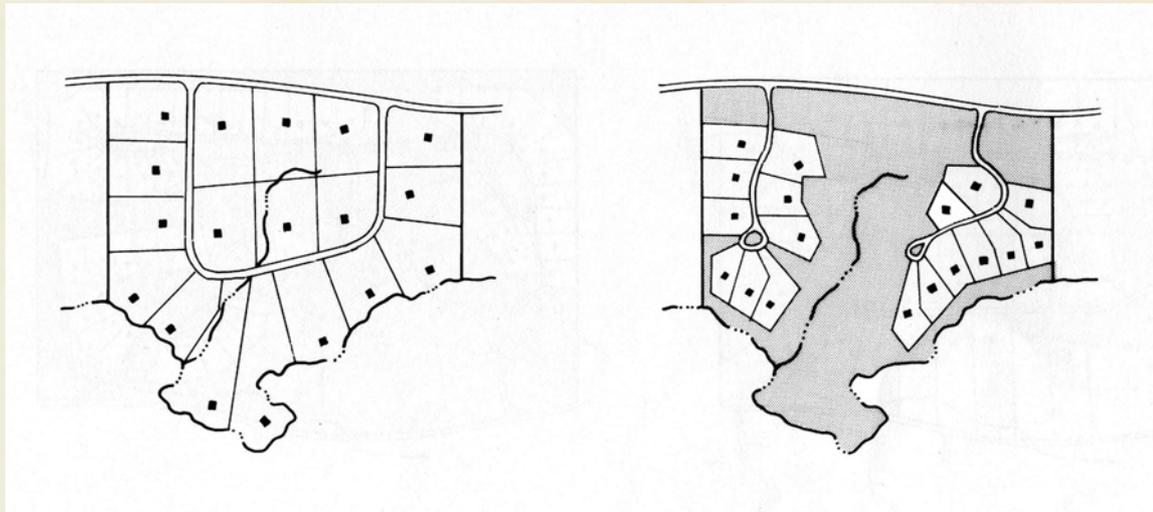
- 36 percent said preserving green space in the county was one of top three future county-wide development issues
- More are dissatisfied (36%) than are satisfied (28%) with current efforts to preserve green space in the County

3. Concerns about Land Use

- 43 percent identified the quality of the natural environment as one of key reasons they chose to live in Waukesha County. 40% identified the County's rural atmosphere as influencing this choice
- 60% said they were currently satisfied with the County's natural environment but 19% were dissatisfied.
- 51% were currently satisfied with the County's rural atmosphere and 17% were dissatisfied

4. Concerns about Land Use

- 75 percent expressed a preference for more dense development to preserve open space



1. Concerns about Transportation

- About 1 in 5 respondents identified traffic congestion as one of top factors influencing their quality of life
- 72 percent of these said traffic congestion had reduced their quality of life

2. Concerns about Transportation

- **56 percent** felt overall road network met current needs (23% disagreed)
- 29 percent felt overall road network will meet future needs (**43 percent disagreed**)

Concerns about housing affordability

- 44% said they were concerned about the future affordability of housing in Waukesha County (17% were not)
- 46% said more affordable housing units are needed currently in Waukesha (25% disagreed)

Concerns about Property Taxes

- 43% identified property taxes as key factor for living in Waukesha County
- 52% said they were dissatisfied with property taxes in the County (19% were satisfied with them)



Other Key Findings

Water Concerns

- **groundwater** was identified as the most **important** (tied with air quality) natural resource and **surface water** as the **third most important** natural resource
- 28% voiced **dissatisfaction with current groundwater protection** efforts, 17% with surface water protection
- a substantial proportion said that **reducing water use** in the home is important to them

Economic Development Concerns

- 57% of respondents identified “emerging technology” as one of their top three preferences for future business development in Waukesha County
- 28% were satisfied (17% dissatisfied) with County efforts to encourage high tech development in Waukesha

The image features a light-colored, marbled background with soft, wavy patterns in shades of cream and pale yellow. Two thin, dark brown branches are positioned diagonally across the frame. The upper branch starts from the left edge and extends towards the center, with a single, dried, brownish leaf attached to its tip. The lower branch starts from the bottom left and extends towards the right, with a single, dried, brownish leaf attached to its tip. The overall aesthetic is natural and minimalist.

Report available at:

<http://www.waukeshacounty.gov/landandparks>