

Appendix A: Public Opinion Survey Results

Total Responses: 624

PART 1: OPINIONS ON EXISTING CONDITIONS

1. What are the **THREE (3)** most important reasons you or your family choose to live in the City of Jefferson? Please rank your top **THREE** choices (*Place a "1" next to your most important reason, a "2" next to your second reason, and a "3" next to your third reason*).

- | | | | | | |
|----|--------------------------|----------------------------------|----|--------------------------|--------------------------------------|
| 1 | <input type="checkbox"/> | Affordable housing | 11 | <input type="checkbox"/> | Community services |
| 2 | <input type="checkbox"/> | Close to Madison area | 12 | <input type="checkbox"/> | Low taxes |
| 3 | <input type="checkbox"/> | Close to Milwaukee/Waukesha area | 13 | <input type="checkbox"/> | Near job |
| 4 | <input type="checkbox"/> | Close to Janesville/Beloit area | 14 | <input type="checkbox"/> | Near relatives and friends |
| 5 | <input type="checkbox"/> | Good schools | 15 | <input type="checkbox"/> | Parks and recreational opportunities |
| 6 | <input type="checkbox"/> | Close to shopping opportunities | 16 | <input type="checkbox"/> | Quaint downtown |
| 7 | <input type="checkbox"/> | Good health care facilities | 17 | <input type="checkbox"/> | Sense of community |
| 8 | <input type="checkbox"/> | Good housing choices | 18 | <input type="checkbox"/> | Small town atmosphere |
| 9 | <input type="checkbox"/> | Good transportation access | 19 | <input type="checkbox"/> | Convenient location |
| 10 | <input type="checkbox"/> | Low crime | 20 | <input type="checkbox"/> | Other_____ |

Top responses: Near relatives and friends, Near job, Affordable housing, and Small town atmosphere.

2. How would you rate the following facilities and services in the community? Please put a check in the appropriate box (excellent, good, fair, poor, or no opinion) for each of the services listed below.

Service/Facility		Excellent	Good	Fair	Poor	No Opinion
1	Ambulance service	25	42	8	1	23
2	Fire protection	36	45	4	0	14
3	Police protection	30	53	9	3	5
4	Code enforcement/property maintenance	7	38	29	10	15
5	Library services	28	50	13	2	8
6	Health services	9	39	29	10	13
7	Snow removal	13	51	24	10	1
8	Street maintenance	8	46	33	11	2
9	Trash collection	35	55	9	1	0
10	Yard waste services	19	49	18	6	8
11	Recycling services	31	54	9	3	2
12	Internet	8	29	20	12	31
13	Park facilities	19	57	18	2	5
14	Recreational programs	13	45	19	5	18
15	Community events	10	41	30	6	12
16	Older adult activities	8	29	16	5	41
17	Older adult care services	7	27	18	6	42
18	Public meeting facilities	6	36	24	5	28
19	Public schools	14	48	17	4	17
20	Transportation options (e.g. taxi, senior transit)	6	25	31	13	26
21	Drinking water quality	9	48	28	12	2
22	Sidewalks	4	52	33	6	4
23	Bicycle lanes and paths	3	22	29	22	23
24	Disaster plans/services	3	17	21	7	53
25	Animal control	4	38	25	9	23
26	Youth activities	7	36	21	12	24

3. How do you rate the job opportunities available in Jefferson today?

1 0.9 Excellent 2 11.3 Good 3 46.7 Fair 4 41.1 Poor

4. How do you rate the shopping opportunities available in Jefferson today?

1 2.6 Excellent 2 13.3 Good 3 32.7 Fair 4 51.4 Poor

5. Has your household had problems finding safe, affordable housing in Jefferson?

10.4 Yes 89.6 No

6. If you answered “Yes” to Number 5, please check all of the potential problems that applied to your situation :

- 1 78.1 Too expensive 5 26.6 Lack of accessibility for persons with disabilities
- 2 20.3 Poor location 6 46.9 High utility costs
- 3 34.4 Available housing was too small 7 40.6 Could not afford security deposit/down payment
- 4 1.6 Available housing was too large 8 20.3 Other_____

7. How would you rate the following features in downtown Jefferson (Main Street between Mechanic Street and the Rock River)?

		Excellent	Good	Fair	Poor
1	Overall layout	5	46	40	9
2	Building appearance	4	33	46	17
3	Historic character	12	52	32	5
4	Business signs	4	46	40	11
5	Street signs	7	64	27	2
6	Sidewalks	7	67	22	4
7	Parking availability	3	34	43	20
8	Traffic flow/circulation	2	28	37	33
9	Street trees	6	53	33	8
10	Lighting	8	68	20	4
11	Mix of businesses	2	20	42	36
12	River access	8	43	34	16
13	Interconnections to the surrounding neighborhoods	5	52	37	7
14	Pedestrian-friendly design	6	45	36	14
15	Presence of public gathering spaces	4	35	45	16
16	Bike accessibility	3	27	42	27

8. Are there particular areas in or near the City that stand out in your mind as being especially pleasant or attractive? If so, please describe these below.

Common responses include:

- Parks (Stoppenbach and Rotary, especially)
- Fairgrounds
- Golf Course
- Riverwalk
- Pedestrian Bridge
- Churches
- Downtown
- FCCU
- Library
- Puerner Building

9. Are there particular areas in or near the City that stand out in your mind as being especially unpleasant or unattractive? If so, please describe these below.

Common responses include:

- Alleys behind Downtown businesses
- Abandoned/empty buildings
- Schweiger building
- Downtown
- Purina
- STH 26
- Wisconsin Drive

10. Compared to other communities in Wisconsin, how would you rate Jefferson’s image/identity?

1 3.1 Excellent 2 27.6 Good 3 51.2 Fair 4 18.1 Poor

PART 2: GROWTH AND DEVELOPMENT ISSUES

11. How do you feel about the rate of population growth in the City of Jefferson over the past fifteen years (about 100 people per year from 1990 to 2005)?

- 1 23.5 Too slow
- 2 10.4 Too fast
- 3 66.1 About right

12. Which of the following statements BEST reflects your future vision for the City of Jefferson? (Please check only one option.)

- 1 38.2 Jefferson should be a full-service City where nearly all working, shopping, service, housing, health care, and educational needs can be met.
- 2 32.9 Jefferson should be a fairly diverse community with some commercial, job, and housing opportunities.
- 3 7.0 Jefferson should focus on being a manufacturing-based community.
- 4 2.3 Jefferson should focus on being a retail-based community.
- 5 7.7 Jefferson should be a suburban “bedroom” community; that is, a primarily residential community with few industries and limited commercial services.
- 6 11.9 Jefferson should be an agriculturally-oriented community and should strive to maintain as much agricultural land as possible.

13. What types of new housing would you like to see in the City in the future? (Check all that apply)

- 1 38.3 Single-family, starter homes
- 2 69.0 **Single-family, mid-size homes**
- 3 24.2 Single-family, large homes
- 4 13.8 Duplexes
- 5 28.8 Townhouses/Condominiums
- 6 15.8 Apartments, 3-4 units per building
- 7 4.4 Apartments, more than 4 units per building
- 8 14.7 Downtown housing
- 9 2.7 Seasonal housing
- 10 40.2 Older adult housing
- 11 29.6 Assisted living/congregate care
- 12 7.8 Manufactured homes
- 13 3.9 Mobile homes
- 14 5.1 Other: _____

14. Which types of nonresidential development would you like to see in the City of Jefferson in the future? (Check all that apply)

- 1 33.2 Neighborhood retail uses, such as a small hardware store, convenience store, or video store
- 2 41.7 Specialty stores, such as art stores, gift shops, and antique shops
- 3 29.2 Service uses, such as dry-cleaners and hair salons
- 4 26.1 Supermarkets
- 5 38.2 Health care facilities
- 6 36.2 Department stores and other large-scale commercial uses
- 7 15.6 Hotels, motels, and other highway commercial uses
- 8 35.9 Mixed-use developments, including a mixture of offices, retail, and residential
- 9 43.2 Industrial/manufacturing development
- 10 13.1 Office development
- 11 41.7 Entertainment uses, such as theaters, bowling alleys, and miniature golf
- 12 25.7 Fast food restaurants
- 13 58.8 Sit-down restaurants**
- 14 37.0 Fine dining restaurants
- 15 23.8 Community facilities, such as churches, schools, and community centers
- 16 17.1 Government offices (City and County)
- 17 2.8 None

15. Which of the following design standards for future commercial/retail and industrial development do you support?

		Support	Do Not Support
1	Improved architectural design standards for new buildings	83	17
2	Maximum building size limits	60	40
3	Building material requirements (brick, block, cedar, etc.)	67	33
4	Sustainable building/construction requirements that reduce the impact on the natural environment (natural and recycled building materials, energy efficient, etc.)	83	17
5	Landscaping requirements	84	16
6	Signage limitations	79	21
7	Lighting limitations	75	25
8	Payment for off-site impacts (e.g., roads or sewers)	76	24

16. Which of the following design features for future residential neighborhoods do you support?

		Support	Do Not Support
1	Sidewalks	83	17
2	Street trees	90	10
3	Decorative street lighting	69	31
4	Neighborhood parks	79	21
5	Neighborhood schools	65	35
6	Off-street bicycle/pedestrian paths	79	21
7	On-street bicycle lanes	61	39
8	Greenway corridors	67	33
9	Front porches	59	41
10	Narrower streets	11	89
11	Alleys	16	84
12	Architectural standards for houses	50	50
13	Shopping within walking distance	71	29

17. How important is the preservation of the following features in the Jefferson area?

		Very Important	Somewhat Important	Not at all Important
1	Farmland	62	32	6
2	Woodlands	67	29	3
3	Wetlands	57	33	10
4	Floodplains	54	36	10
5	Hillsides	48	40	12
6	Rivers and streams	80	18	2
7	Wildlife habitat	68	27	5
8	Hunting areas	37	38	26
9	Public parklands	63	32	6
10	Scenic views	60	34	6
11	Historic sites (e.g. Carnegie Building, Puerner Building)	61	32	7
12	Downtown Jefferson	63	32	5

18. The following are statements that suggest choices about future directions for Jefferson. Please check whether you strongly agree, agree, disagree, strongly disagree, or have no opinion.

		Strongly Agree	Agree	Disagree	Strongly Disagree	No Opinion
1	The City should promote smaller lot sizes and redevelopment to use less land for future growth.	9	22	40	17	11
2	The City should continue to invest resources into downtown revitalization.	27	50	12	7	4
3	The City should work hard to keep County offices in Downtown.	33	44	10	3	9
4	Agriculture is an important part of the future of the area.	33	46	12	2	7
5	The City should pursue the development of a City-wide multi-use trail system, with the vision of someday connecting to a regional trail system.	21	41	14	8	17
6	The City should encourage revitalization of land along the Rock River.	31	46	9	6	8
7	The City should provide parks in new residential neighborhoods throughout the City.	18	42	21	10	9
8	The City should maintain a community separation area between Jefferson and Fort Atkinson.	15	32	28	10	16
9	The City should maintain a community separation area between Jefferson and Johnson Creek.	15	33	28	10	15
10	The City should encourage housing options that will attract a young professional workforce (e.g. condos).	18	43	19	8	12
11	The City should provide city-wide Wi-Fi service.	20	32	18	8	23

19. Where should the City encourage future commercial/retail development? (Check all that apply)

- | | | | | | |
|----------|-------------|---|----------|-------------|--|
| 1 | 62.7 | Downtown area | 5 | 36.4 | Western portion of City
(along USH 18 west of Crawfish River) |
| 2 | 44.9 | Northern portion of City
(along STH 26 near Junction Road) | 6 | 23.1 | Northwestern portion of the City
(north of Fairgrounds) |
| 3 | 50.5 | Southern portion of City
(along STH 26 south of the water tower) | 7 | 3.7 | Other _____ |
| 4 | 25.6 | Eastern portion of City
(along USH 18 near CTH Y) | | | |

20. Where should the City encourage future industrial development? (Check all that apply)

- | | | | | | |
|---|-------------|---|---|------|--|
| 1 | 6.2 | Downtown area | 5 | 29.5 | Western portion of City
(along USH 18 west of Crawfish River) |
| 2 | 60.3 | Northern portion of City
(along STH 26 near Junction Road) | 6 | 30.8 | Northwestern portion of the City
(north of Fairgrounds) |
| 3 | 31.3 | Southern portion of City
(along STH 26 south of the water tower) | 7 | 8.6 | Other _____ |
| 4 | 19.7 | Eastern portion of City
(along USH 18 near CTH Y) | | | |

21. Please feel free to write any additional comments you may have regarding your impressions of the City of Jefferson as it currently exists and/or how you would like to see the community develop in the future.

Common responses included:

- **Retail small town feel**
- **Revitalize Downtown**
- **Wal-Mart will negatively impact the community**
- **Focus on attracting businesses/jobs**
- **Need architectural controls Downtown**
- **Comparisons to nearby communities**
- **Combine school districts/building new high school**
- **Need places for teens**
- **Capitalize on Rock River**
- **High taxes**
- **Parking and walking Downtown is difficult**

PART 3: DEMOGRAPHIC INFORMATION

22. Please describe your City of Jefferson residency status. (please select one option)

- | | | |
|---|------|--|
| 1 | 96.9 | I live in the City of Jefferson year-round. |
| 2 | 0.5 | I live in the City of Jefferson for part of the year, but live elsewhere during the winter months (i.e. "snowbird"). |
| 3 | 0 | I live in the City of Jefferson for part of the year as a seasonal worker. |
| 4 | 0.8 | I am not a resident of the City of Jefferson (please do not answer questions 23, 24, 25). |
| 5 | 1.8 | Other: _____. |

23. Do you own or rent your residence in Jefferson?

- | | | | | | | | | |
|---|------|------------|---|------|------|---|-----|-------------|
| 1 | 85.6 | Own | 2 | 13.6 | Rent | 3 | 0.8 | Other _____ |
|---|------|------------|---|------|------|---|-----|-------------|

24. How long have you lived in the City of Jefferson?

- | | | | | | | | | |
|---|------|------------------|---|------|----------------|---|------|--------------------|
| 1 | 3.0 | Less than 1 year | 3 | 9.0 | 6 to 10 years | 5 | 51.9 | More than 20 years |
| 2 | 19.4 | One to 5 years | 4 | 16.7 | 11 to 20 years | | | |

25. Please describe your present work situation while residing in Jefferson (please select one option).

- | | | |
|---|------|---|
| 1 | 37.4 | I work in the city/village/town of _____. |
| 2 | 25.3 | I work in the City of Jefferson. |
| 3 | 5.2 | I work in the home. |
| 4 | 29.3 | I am retired. |
| 5 | 2.8 | I am not employed. |

PART 4: DETAILED DEMOGRAPHIC INFORMATION (OPTIONAL)

26. What is your age?

- | | | | | | |
|---|------|--------------------|---|------|--------------------|
| 1 | 5.5 | 18 to 29 years old | 4 | 30.0 | 50 to 64 years old |
| 2 | 15.4 | 30 to 39 years old | 5 | 13.1 | 65 to 74 years old |
| 3 | 19.9 | 40 to 49 years old | 6 | 16.1 | 75 years or older |

27. Which best describes your current household? (please select one option)

- | | | | | | |
|---|------|------------------------------------|---|------|--|
| 1 | 17.1 | Married with no children | 5 | 3.1 | Two or more non-married adults in the house |
| 2 | 29.5 | Married with children in the house | 6 | 1.2 | Non-married adults with children |
| 3 | 15.1 | Single with no children | 7 | 26.6 | Married with adult children not living at home |
| 4 | 3.1 | Single with children in the house | 8 | 4.4 | Other _____ |

28. Are there school aged (grades K – 12) children living in your household?

- | | | | | | |
|---|------|-----|---|------|----|
| 1 | 28.2 | Yes | 2 | 71.8 | No |
|---|------|-----|---|------|----|

29. What was your total household income before taxes for 2006?

- | | | | | | |
|---|------|---------------------|---|------|-----------------------|
| 1 | 2.5 | Less than \$10,000 | 6 | 16 | \$60,000 - \$74,999 |
| 2 | 8.0 | \$10,000 - \$19,999 | 7 | 18.1 | \$75,000 - \$99,999 |
| 3 | 11.8 | \$20,000 - \$29,999 | 8 | 8.2 | \$100,000 - \$124,999 |
| 4 | 14.5 | \$30,000 - \$44,999 | 9 | 5.7 | \$125,000 or more |
| 5 | 15.1 | \$45,000 - \$59,999 | | | |