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MEQUON DEVELOPMENT SURVEY

The City of Mequon worked with the Center for Urban Initiatives and Research (CUIR) at the University of Wisconsin—Milwaukee (UWM) to develop a survey intended to provide guidance to the City as it makes decisions regarding land use and development and plans for the future.

The survey was distributed by mail to 8,648 addresses in Mequon. Each address also received a postcard primer in advance of the survey. Of these addresses, 10 were vacant or invalid. Between the date the survey was issued (April 17th) and the date the survey was closed (May 24th), CUIR received 3,911 completed surveys, for a base response rate of 45.3%.* Respondent households were instructed to request an additional copy of the survey in the event of strong differences in opinion among household adults regarding topics covered in the survey. CUIR received an additional 32 completed surveys that were requested through this method, bringing the total number of completed surveys to 3,943.

SUMMARY OF MAJOR FINDINGS

- Majorities of respondents support single-family residential development in the EAST, CENTRAL, and WEST growth areas.
- Among respondents, opponents of multi-family residential developments outnumber supporters. Opposition is highest in districts overlapping proposed development areas.
- A majority of respondents support construction of an interchange at the intersection of I-43 and Highland Road, but support drops below 50% after factoring in an increased tax burden.
- There is general support among respondents for use of tools such as TIF, industrial revenue bonds, and state grant funds as economic development incentives, but a large majority of respondents opposes any additional incentives that would require a higher tax burden.
- There is a high level of support for development of several proposed physical features meant to invest in a community identity and attract business interests. Tax dollars are the most widely acceptable form of financing for such features.
- A majority of respondents supports development by community retailers, but there is majority opposition to additional drive-thru restaurants and developments by regional retailers.
- Most respondents express approval or conditional approval for additional light industrial development within designated areas, but support does not extend to development outside those areas.

*A similar survey of Shorewood, WI households conducted by CUIR in 2011 yielded a base response rate of 39.5%.

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DEMOGRAPHICS

Respondents were asked a series of questions to help determine if public opinion differs across areas or demographic groups in Mequon. Table 1 summarizes respondent residency by aldermanic district. Table 2-1 summarizes length of residency in Mequon. Figure 2 displays a visual representation of average length of residency across aldermanic districts for comparative purposes[1], while Table 2-2 presents a complete cross-tabulation of length of residency by aldermanic district. Table 3 reports respondent household composition, while Figure 3 summarizes the distribution of respondents from households with minor children across aldermanic districts. Table 4 presents the proportions of respondents reporting various reasons for moving to Mequon.

Table 1 shows that residents from every aldermanic district responded to the survey. District 2 provided the most respondents (623 completed surveys, or 15.8% of total responses), while District 5 contributed the fewest (339 completed surveys, or 8.6% of total respondents). About 4.2% of respondents (165 respondents) did not indicate their district of residence. Table 2-1 shows that the median respondent has been a Mequon resident for between 16 and 20 years. The largest group of respondents (48.8%) have been Mequon residents for more than 20 years. Figure 2 illustrates that respondents from Districts 3 and 5 have the longest average residency tenures, while those from District 4 have a shorter average tenure.

Table 1
Respondent residency by aldermanic district (Question 1)

Response	*N*	*%*
District 1	439	11.1
District 2	623	15.8
District 3	487	12.4
District 4	425	10.8
District 5	339	8.6
District 6	504	12.8
District 7	490	12.4
District 8	471	11.9
No response/invalid	165	4.2
Total	3943	100.0

Table 2-1
Length of residency in Mequon (Question 2)

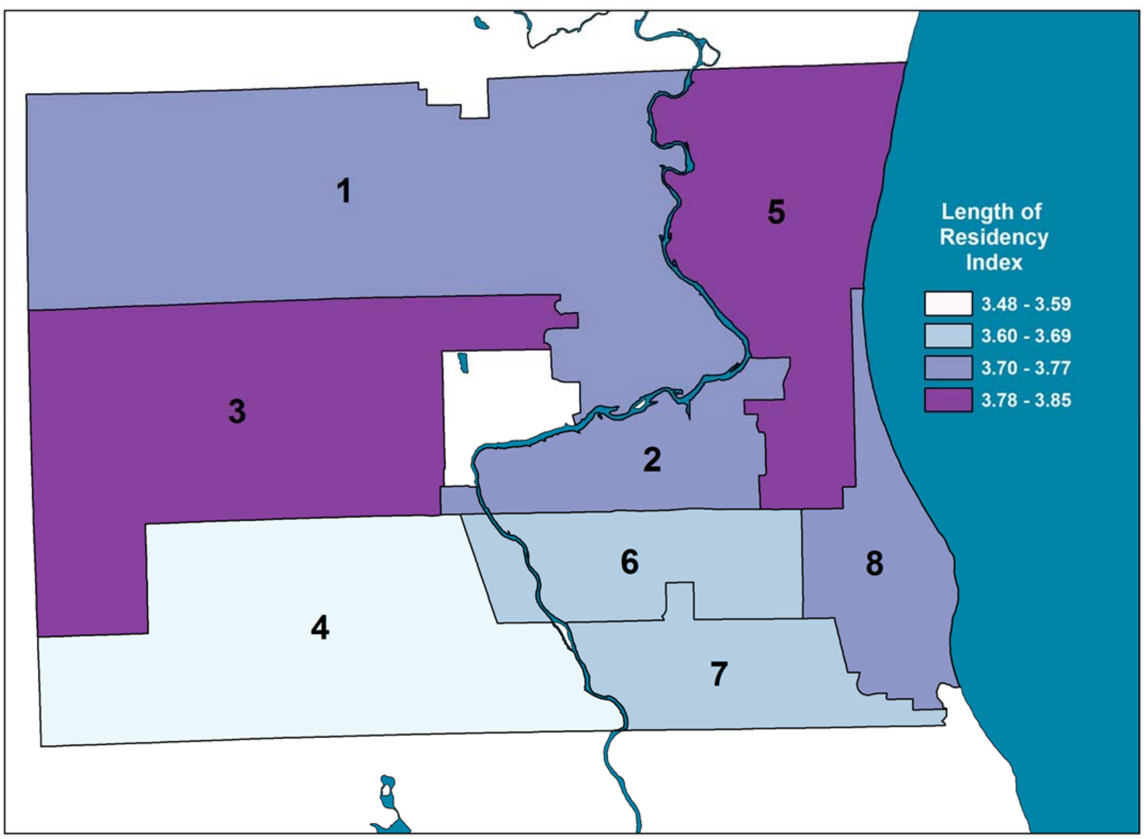
Response	*N*	*%*
0-5 years	441	11.2
6-10 years	558	14.2
11-15 years	531	13.5
16-20 years	457	11.6
More than 20 years	1895	48.8
No response/invalid	61	1.5
Total	3943	100.0

[1] Respondents were asked to place themselves on a 5-point ordinal scale measuring length of residency. Figure 1 presents "Length of residency index," which is the average value of this scale across respondents (categories of the variable are assigned integer values between 1 and 5). Higher index values represent relatively longer residency tenures.

Table 2-2
Length of residency in Mequon, by aldermanic district

	District 1	*District 2*	*District 3*	*District 4*	*District 5*	*District 6*	*District 7*	*District 8*	
0 – 5 years	47	79	45	58	38	55	53	52	427
	10.8%	12.7%	9.3%	13.7%	11.3%	11.0%	10.9%	11.1%	11.4%
6 – 10 years	60	75	61	76	43	75	85	60	535
	13.8%	12.1%	12.6%	17.9%	12.8%	15.0%	17.5%	12.8%	14.2%
11 – 15 years	62	78	63	67	34	88	65	65	522
	14.3%	12.6%	13.0%	15.8%	10.1%	17.6%	13.3%	13.9%	13.9%
16 – 20 years	44	76	67	49	41	59	44	67	447
	10.1%	12.3%	13.8%	11.6%	12.2%	11.8%	9.0%	14.3%	11.9%
More than 20 years	221	312	249	174	181	223	240	224	1824
	50.9%	50.3%	51.3%	41.0%	53.7%	44.6%	49.3%	47.9%	48.6%
Total	434	620	485	424	337	500	487	468	3755
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Figure 2
Length of residency index, by aldermanic district



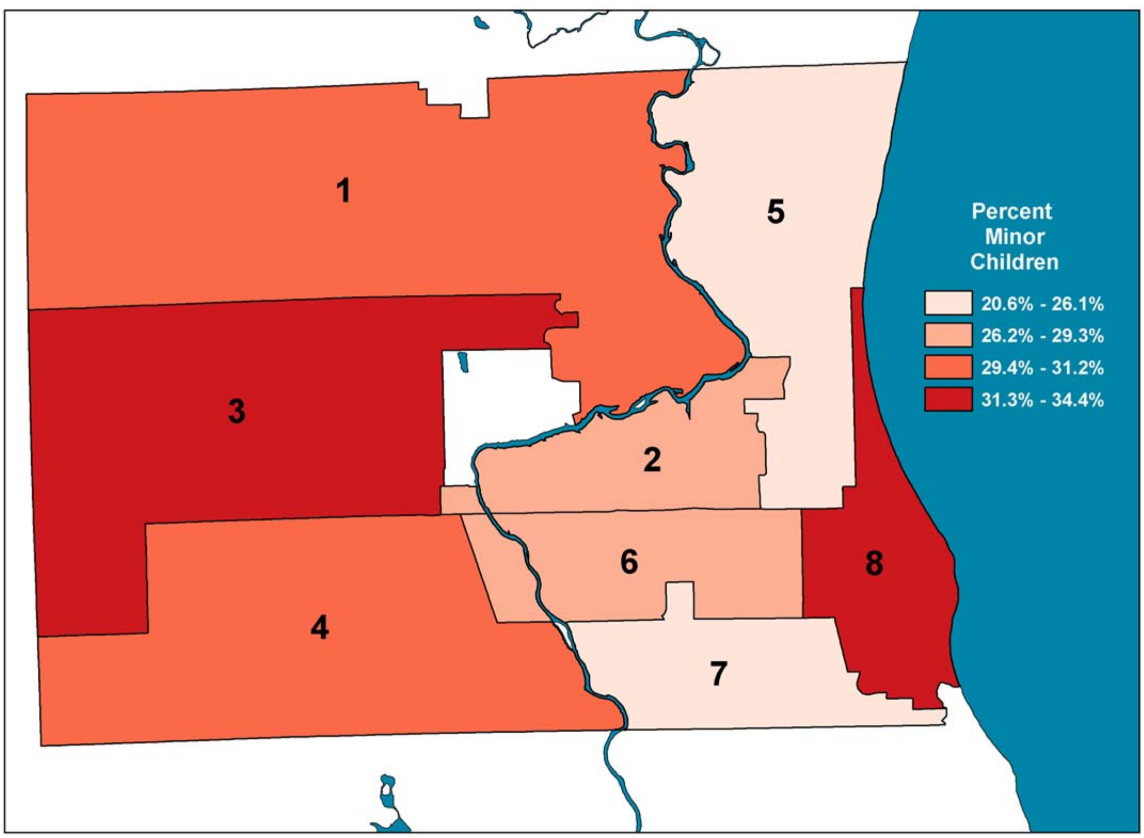
Note: Higher index values represent longer average residency tenures. Index scale ranges from 1 to 5, based on Question 2's 5-point ordinal response scale (1="0-5 years" to 5="More than 20 years").

Table 3 shows that most respondents (51.3%) come from households with 2 or more adults and no minors, while 26.4% of respondents originated in households with minor children. Single-adult, no-minor households contributed 14.3% of responses. Figure 3 illustrates the percentage of respondents from households with minor children by aldermanic district. Households with children contributed 34.4% of responses from District 8, but just 20.6% of respondents from District 5.

Table 3
Household composition (Question 3)

Response	*N*	*%*
1 adult, no minors	565	14.3
1 adult and 1 or more minors	92	2.3
≥2 adults and no minors	2022	51.3
≥2 adults and ≥1 minors	950	24.1
No response/invalid	314	8.0
Total	3943	100.0

Figure 3
% of respondents from households with minor children, by aldermanic district



Respondents were asked to select all relevant responses from a list of possible reasons for moving to Mequon (Question 4). Response selection is summarized in Table 4. A majority of respondents (56.9%) listed that they came to Mequon because they found a specific house or lot. Schools and low taxes were cited as reason for moving to Mequon by relatively large proportions of respondents (41.2% and 38.7%, respectively). Just 5.7% of respondents reported being born in Mequon, and only 3.7% of respondents continue living in Mequon after moving here with their parents. Comprehensive tables reporting reasons for moving to Mequon by aldermanic district are contained in Appendix A.

Table 4
Reasons for moving to Mequon (Question 4)

Response	*N*	*% (non-cumulative)*
I was born here	223	5.7
I moved with my parents	146	3.7
For work	578	14.7
For family	689	17.5
I found a specific house/lot	2244	56.9
Feel of the community	1223	31.0
Low Taxes	1527	38.7
Schools	1624	41.2
Rural character	1369	34.7
Other[2]	314	8.0

[2] Responses to this open-ended option are reported in the "Digest of Open-ended Responses" electronic document.

RESIDENTIAL DEVELOPMENT

The next section of the survey was designed to gain insight into opinion regarding future residential development in a few specific areas of Mequon. Respondents were asked the following question (Question 5):

"Historically, the city has supported single-family residential development such as Ville du Parc, Lac du Cours, and Westchester Lakes. The growth areas could support similar style subdivisions.
Do you support or oppose allowing these types of subdivisions (similar zoning, density, layout and housing type) in the following areas? [EAST, WEST, and CENTRAL growth areas]"

Table 5a-1 shows that a majority of respondents (57.2%) support the type of single-family residential development referenced in Question 5 in the EAST growth area, while 19.2% oppose. A cross-tabulation of support by aldermanic district is presented in Table 5a-2, while a visualization of support by district[3] is shown in Figure 5a. Majorities of respondents support single-family residential development in the EAST growth area in every district except District 5 (which totally encompasses the EAST growth area). While support in District 5 is relatively lower, supporters outnumber opponents (47.1% to 36.3%).

Table 5a-1
Support for single-family residential development in EAST growth area

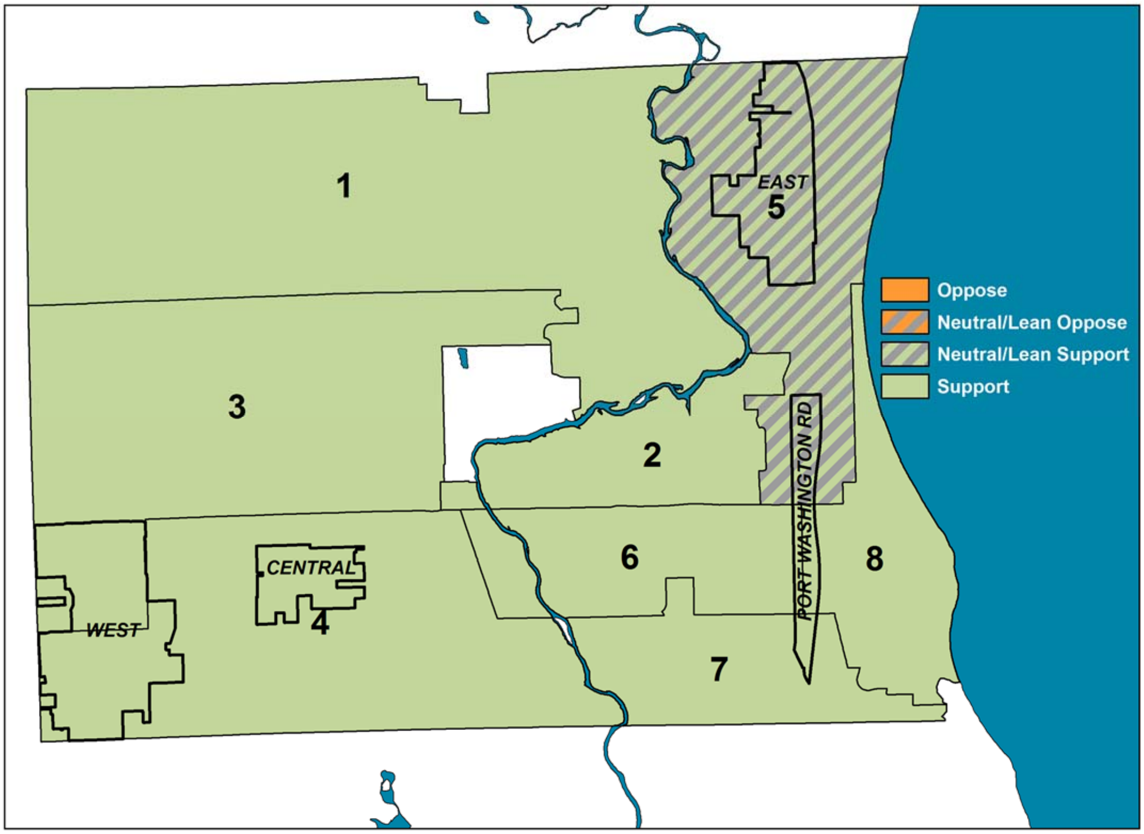
Response	*N*	*% (valid)*
Support	2167	57.2
Neutral	751	19.8
Oppose	726	19.2
Don't Know	144	3.8
No response/invalid	155	-
Total	3943	100.0

Table 5a-2
Support for single-family residential development in the EAST growth area, by aldermanic district

Response	*District 1*	*District 2*	*District 3*	*District 4*	*District 5*	*District 6*	*District 7*	*District 8*	*All*
Support	227	344	266	246	156	303	296	271	2109
	51.8%	57.0%	57.3%	60.6%	47.1%	62.1%	62.2%	59.0%	57.5%
Neutral	91	126	104	108	47	91	81	73	721
	20.8%	20.9%	22.4%	26.6%	14.2%	18.6%	17.0%	15.9%	19.7%
Oppose	108	106	71	37	120	73	83	99	697
	24.7%	17.6%	15.3%	9.1%	36.3%	15.0%	17.4%	21.6%	19.0%
Don't Know	12	27	23	15	8	21	16	16	138
	2.7%	4.5%	5.0%	3.7%	2.4%	4.3%	3.4%	3.5%	3.8%
Total	438	603	464	406	331	488	476	459	3665
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

[3] Figures visually represent both the position of the median respondent in each district AND the overall disposition of each district. When the median respondent is part of a majority (in support or opposition), the district is assigned the corresponding solid color. When the median respondent in a given district expresses neither support nor opposition ("neutral"/"don't know"/"let the market decide") the district's mixed color pattern is determined by the balance of supporters to opponents.

Figure 5a
Support for single-family residential development in EAST growth area, by aldermanic district



(See Footnote 3 [Page 5] for explanation of how district colors are determined.)

Table 5b-1 shows that a majority of respondents (60.4%) also support the type of single-family residential development referenced in Question 5 in the CENTRAL growth area, while 16.3% oppose. The cross-tabulation of spport by aldermanic district presented in Table 5b-2 shows that majorities of respondents support single-family residential development in the CENTRAL growth area in every district except District 4 (which totally encompasses the CENTRAL growth area). While support in District 4 is relatively lower, supporters outnumber opponents (47.8% to 34.1%). The overall pattern of support is represented in Figure 5b.

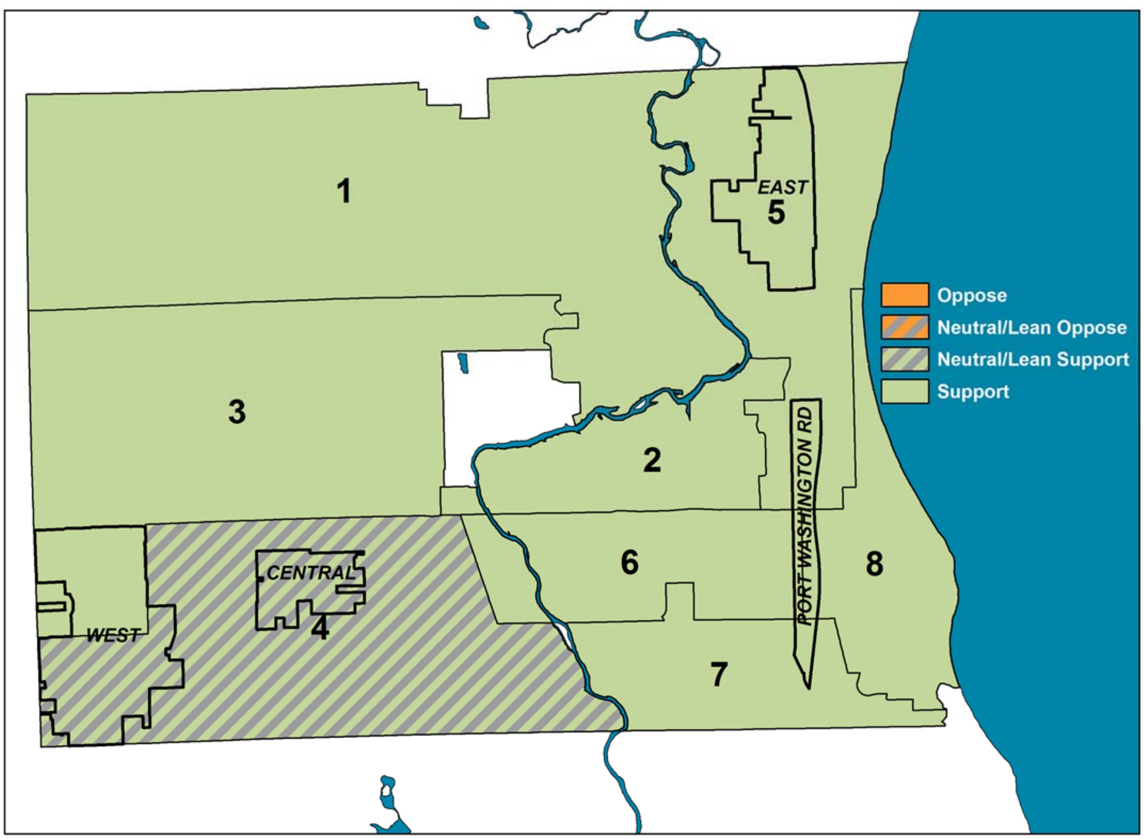
Table 5b-1
Support for single-family residential development in CENTRAL growth area

Response	N	% (valid)
Support	2292	60.4
Neutral	751	19.8
Oppose	620	16.3
Don't Know	131	3.5
No response/invalid	149	
Total	3943	100.0

Table 5b-2
Support for single-family residential development in CENTRAL growth area, by aldermanic district

Response	District 1	District 2	District 3	District 4	District 5	District 6	District 7	District 8	All
Support	266	364	254	196	189	332	311	318	2230
	61.0%	60.3%	54.2%	47.8%	58.0%	67.8%	64.7%	69.4%	60.7%
Neutral	99	130	91	65	80	87	87	82	721
	22.7%	21.5%	19.4%	15.9%	24.5%	17.8%	18.1%	17.9%	19.6%
Oppose	56	89	108	140	44	55	61	44	597
	12.8%	14.7%	23.0%	34.1%	13.5%	11.2%	12.7%	9.6%	16.2%
Don't Know	15	21	16	9	13	16	22	14	126
	3.4%	3.5%	3.4%	2.2%	4.0%	3.3%	4.6%	3.1%	3.4%
Total	436	604	469	410	326	490	481	458	3674
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Figure 5b
Support for single-family residential development in CENTRAL growth area, by aldermanic district



(See Footnote 3 [Page 5] for explanation of how district colors are determined.)

Table 5c-1 shows that majority support (59.8%) for the type of single-family residential development referenced in Question 5 also extends to the WEST growth area. The cross-tabulation of support by aldermanic district presented in Table 5c-2 shows that majorities of respondents support single-family residential development in the WEST growth area in every district. Opposition to single-family residential development in the WEST growth area is highest in Districts 3 and 4 (24.6% and 29.7% oppose, respectively), the district that overlap with the WEST growth area. The overall pattern of support is represented in Figure 5c.

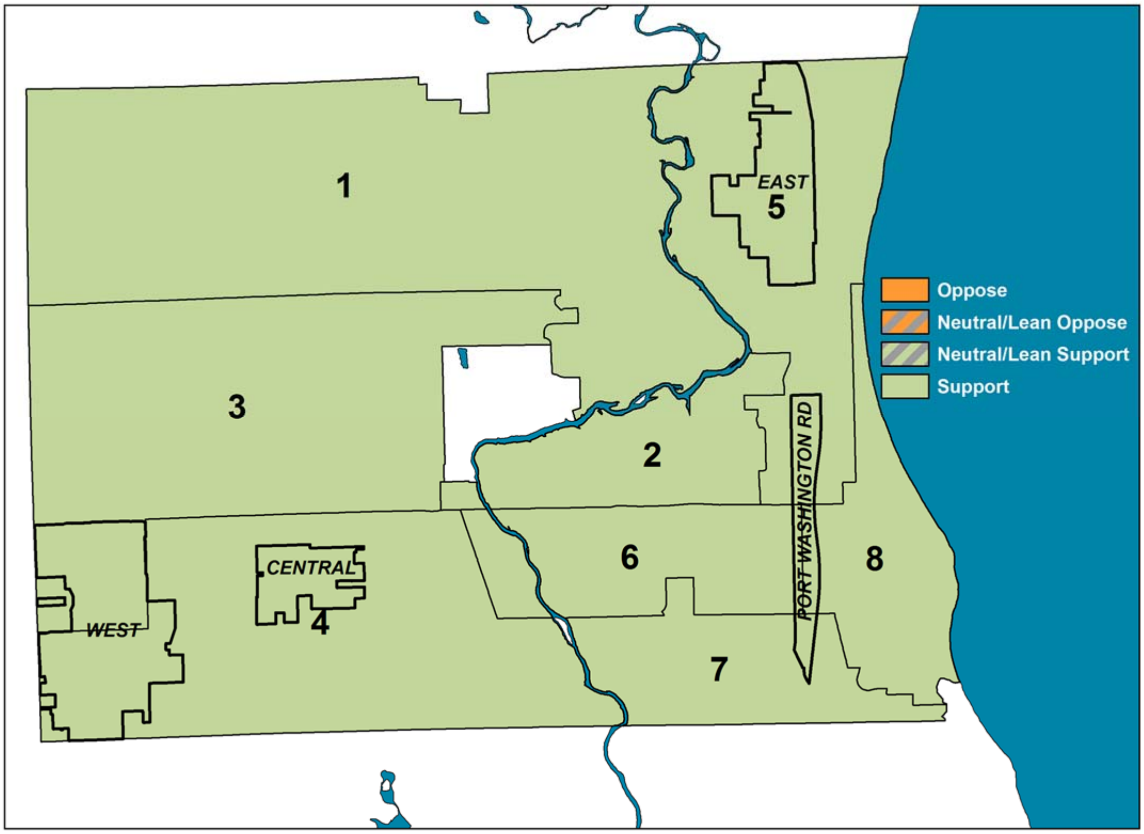
Table 5c-1
Support for single-family residential development in WEST growth area

Response	*N*	*% (valid)*
Support	2264	59.8
Neutral	748	19.8
Oppose	615	16.3
Don't Know	156	4.1
No response/invalid	160	-
Total	3943	100.0

Table 5c-2
Support for single-family residential development in WEST growth area, by aldermanic district

Response	*District 1*	*District 2*	*District 3*	*District 4*	*District 5*	*District 6*	*District 7*	*District 8*	*All*
Support	253	361	236	212	191	320	309	312	2194
	57.9%	60.0%	50.4%	51.6%	59.0%	66.0%	64.8%	68.1%	59.9%
Neutral	92	125	77	87	78	97	91	79	726
	21.1%	20.8%	16.5%	21.2%	24.1%	20.0%	19.1%	17.2%	19.8%
Oppose	78	86	139	101	43	46	53	46	592
	17.8%	14.3%	29.7%	24.6%	13.3%	9.5%	11.1%	10.0%	16.2%
Don't Know	14	30	16	11	12	22	24	21	150
	3.2%	5.0%	3.4%	2.7%	3.7%	4.5%	5.0%	4.6%	4.1%
Total	437	602	468	411	324	485	477	458	3662
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Figure 5c
Support for single-family residential development in WEST growth area, by aldermanic district



(See Footnote 3 [Page 5] for explanation of how district colors are determined.)

Respondents were also asked for their opinions regarding multi-family residential development (Question 6):

"Historically, Mequon has supported multiple-family residential developments (three or more units per building) such as Mequon Trail Homes, Greenbriar, and Cedar Gables.
The city is evaluating the demand and benefits of multiple-family residential development (three or more units per building).
The EAST Growth area and areas within the PORT WASHINGTON ROAD commercial area could provide opportunities for multiple-family developments that meet or exceed the current city building standards.
Do you support or oppose these types of subdivisions in the following areas? [EAST and PORT WASHINGTON ROAD growth areas]"

Table 6a-1 shows that the median respondent is neutral towards development of multi-family units in the EAST growth area. However, those who are neutral constitute just 18.2% of respondents. Support and opposition is relatively balanced, but opponents outnumber supporters slightly (40.8% oppose/37.9% support). Table 6a-2 and Figure 6a show that opposition to multi-family residential development in the EAST growth area is highly concentrated in the district in which it is located (District 5); just 22.3% of District 6 respondents support this type of development, while 66.0% oppose. Opponents also outnumber supporters in Districts 1, 3, 7, and 8. There is soft support for multi-family residential development within the EAST growth area in Districts 2, 4, and 6. Support is highest in District 4, where supporters outnumber opponents 43.5% to 27.4%.

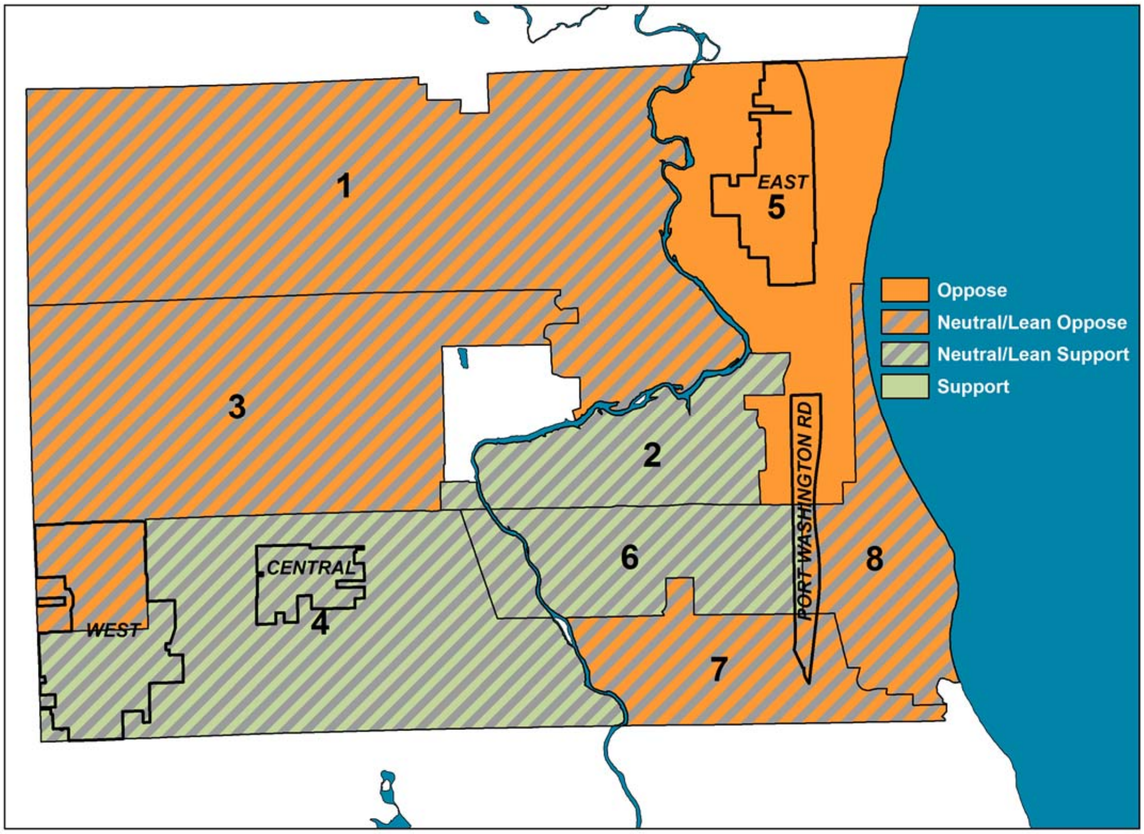
Table 6a-1
Support for multi-family residential development in the EAST growth area

Response	*N*	*% (valid)*
Support	1452	37.9
Neutral	700	18.2
Oppose	1567	40.8
Don't Know	117	3.1
No response/invalid	107	-
Total	3943	100.0

Table 6a-2
Support for multi-family residential development in the EAST growth area, by aldermanic district

Response	*District 1*	*District 2*	*District 3*	*District 4*	*District 5*	*District 6*	*District 7*	*District 8*	*All*
Support	162	233	181	181	74	219	173	173	1396
	37.9%	39.0%	38.4%	43.5%	22.3%	44.2%	36.5%	37.4%	38.0%
Neutral	77	113	88	106	33	91	106	56	670
	18.0%	18.9%	18.7%	25.5%	9.9%	18.3%	22.4%	12.1%	18.2%
Oppose	178	229	186	114	219	168	178	227	1499
	41.6%	38.4%	39.5%	27.4%	66.0%	33.9%	37.6%	49.0%	40.8%
Don't Know	11	22	16	15	6	18	17	7	112
	2.6%	3.7%	3.4%	3.6%	1.8%	3.6%	3.6%	1.5%	3.0%
Total	428	597	471	416	332	496	474	463	3677
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Figure 6a
Support for multi-family residential development in the EAST growth area, by aldermanic district



(See Footnote 3 [Page 5] for explanation of how district colors are determined.)

Table 6b-1 shows that respondents are about evenly divided when it comes to multi-family residential development in the PORT WASHINGTON ROAD (PWR) commercial area, with 39.3% in support, 39.5% in opposition, and 18.1% neutral. Cross-tabulation of support by aldermanic district presented in Table 6b-2 shows that majorities of residents in Districts 5 and 8 (50.9% and 50.2%, respectively) oppose this type of development (these two districts contain parts of the PWR commercial area). In District 7, which contains the southernmost section of the PWR commercial area, opponents outnumber supporters 44.8% to 35.9%. In District 6, which overlaps with the western part of the PWR commercial area, supporters slightly outnumber opponents (39.4% support/38.2% oppose). A visualization of the overall pattern of support across districts is presented in Figure 6b.

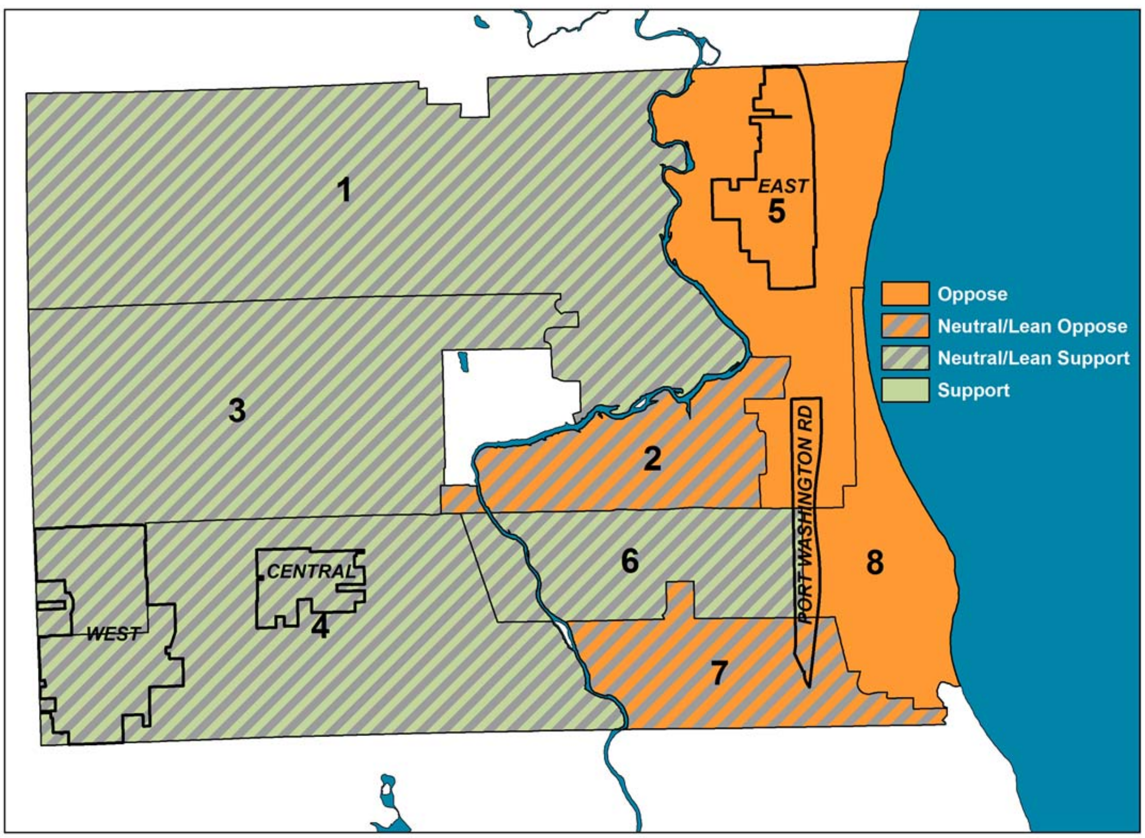
Table 6b-1
Support for multi-family residential development in the PORT WASHINGTON ROAD commercial area

Response	*N*	*% (valid)*
Support	1504	39.3
Neutral	694	18.1
Oppose	1510	39.5
Don't Know	118	3.1
No response/invalid	117	-
Total	3943	100.0

Table 6b-2
Support for multi-family residential development in the PORT WASHINGTON ROAD commercial area, by aldermanic district

Response	*District 1*	*District 2*	*District 3*	*District 4*	*District 5*	*District 6*	*District 7*	*District 8*	*All*
Support	185	232	190	196	100	194	169	174	1440
	43.0%	38.7%	40.9%	46.7%	30.3%	39.4%	35.9%	37.5%	39.2%
Neutral	100	106	87	96	55	92	76	50	662
	23.3%	17.7%	18.8%	22.9%	16.7%	18.7%	16.1%	10.8%	18.0%
Oppose	135	241	169	111	168	188	211	233	1456
	31.4%	40.2%	36.4%	26.4%	50.9%	38.2%	44.8%	50.2%	39.7%
Don't Know	10	21	18	17	7	18	15	7	113
	2.3%	3.5%	3.9%	4.0%	2.1%	3.7%	3.2%	1.5%	3.1%
Total	430	600	464	420	330	492	471	464	3671
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Figure 6b
Support for multi-family residential development in the PORT WASHINGTON ROAD commercial area, by aldermanic district



(See Footnote 3 [Page 5] for explanation of how district colors are determined.)

Respondents were asked whether or not they were looking to move to a new place of residence within Mequon within the next several years (Question 7). Table 7-1 shows that 15.3% of respondents said they were looking to move within Mequon. Table 7-2 shows that the intention to move within Mequon is slightly higher among respondents with minor children in the household.

Respondents who said they were looking to move within Mequon were asked a follow-up question (Question 8):

"Does Mequon offer you the type of residence you are looking for?"

Table 8-1 shows that the majority of those respondents planning on moving within Mequon feel that Mequon offers desirable residency types. Table 8-2 shows that among this group of respondents, those with children in the household are very likely to feel that Mequon has the right type of housing for them (60.6%), while those without children are slightly less likely to feel that Mequon has the housing types they seek (49.8%).

Those who said they were looking to move within Mequon AND who indicated that they were not satisfied with Mequon's available stock of residences were asked to specify the types of residences sought for rent or purchase (Question 9). Table 9 shows the highest levels of demand for condominiums and single-family homes; 42.6% of residents asked this question indicated interest in buying a condo, while 28.9% expressed interest in buying a single-family home. There was some demand for rentals as well; 25.5% expressed interest in senior housing rentals, and 23.4% expressed interest in rental apartments.

Table 7-1
Percentage of respondents looking to move within Mequon within the next several years

Response	*N*	*% (valid)*
Yes	578	15.3
No	3199	84.7
No response/invalid	166	-
Total	3943	100.0

Table 7-2
Looking to move within Mequon within next several years, by children in household

		Children in household		*Total*
		no children in household	children in household	
Are you looking to move to a different residence within Mequon within the next several years?	Yes	349	184	533
		14.2%	18.1%	15.3%
	No	2115	831	2946
		85.8%	81.9%	84.7%
Total		2464	1015	3479
		100.0%	100.0%	100.0%

Table 8-1
Responses to "Does Mequon offer you the type of residence you are looking for?" among those looking to move within Mequon

Response	*N*	*% (valid)*
Yes (GO TO Q11)	287	54.6
No (GO TO Q9)	239	45.4
No response/invalid	52	-
Total	578	100.0

Table 8-2
Responses to "Does Mequon offer you the type of residence you are looking for?" among those looking to move within Mequon, by children in household

		Children in household		*Total*
		no children in household	children in household	
Does Mequon offer you the type of residence you are looking for?	Yes	160	100	260
		49.8%	60.6%	53.5%
	No	161	65	226
		50.2%	39.4%	46.5%
Total		321	165	486
		100.0%	100.0%	100.0%

Table 9
Residence types sought for rent or purchase (among those looking to move within Mequon, but who are not satisfied with existing Mequon housing options)

	For Rent		*For Purchase*	
Housing option	*N*	*% (non-cumulative)*	*N*	*% (non-cumulative)*
Single Family Home	11	4.6	69	28.9
Apartment	56	23.4	17	7.1
Condominium	42	17.6	102	42.6
Town House	37	15.5	61	25.5
Senior Housing	61	25.5	50	20.9

Respondents who said they were not satisfied with Mequon's housing stock were invited to elaborate in an open-ended question (Question 10). Responses to Question 10 are reported in the "Digest of Open-ended Responses" document.

INFRASTRUCTURE DEVELOPMENT

The next section presented respondents with questions about the possibility of construction of an interchange at I-43 and Highland Road. Respondents were first asked about support for the project (Question 11):

"Would you like to see an interchange at I-43 and Highland Road?"

Table 11-1 shows that a sizeable majority of respondents (60.0%) support construction of an interchange at this location. Table 11-2 and Figure 11 show that majorities of respondents support such a project in every aldermanic district, although majority support is lowest in District 5 (where the interchange would be located).

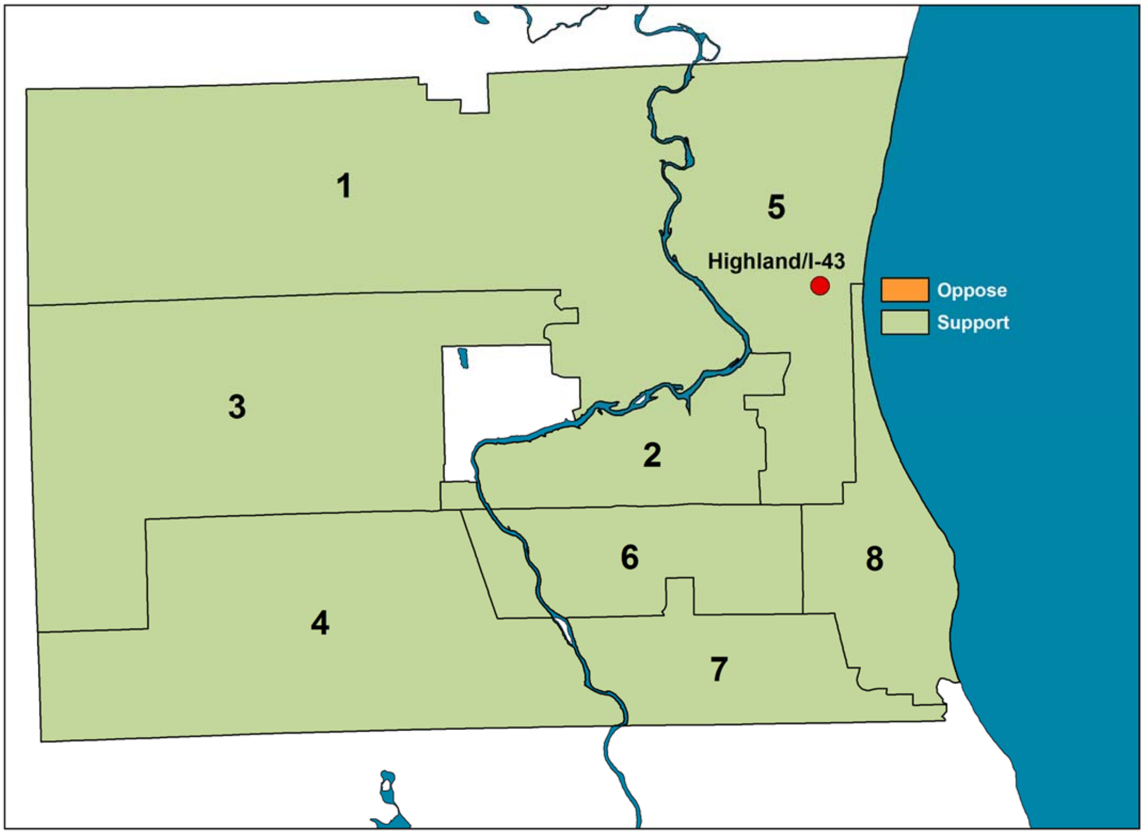
Table 11-1
Support for construction of an interchange at I-43 and Highland Road

Response	*N*	*% (valid)*
Yes	2287	60.0
No	1523	40.0
No response/invalid	133	-
Total	3943	100.0

Table 11-2
Support for construction of an interchange at I-43 and Highland Road, by aldermanic district

Response	*District 1*	*District 2*	*District 3*	*District 4*	*District 5*	*District 6*	*District 7*	*District 8*	*All*
Yes	265	376	274	226	175	315	287	280	2198
	61.6%	62.4%	58.5%	54.9%	52.9%	65.9%	60.2%	61.3%	60.1%
No	165	227	194	186	156	163	190	177	1458
	38.4%	37.6%	41.5%	45.1%	47.1%	34.1%	39.8%	38.7%	39.9%
Total	430	603	468	412	331	478	477	457	3656
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Figure 11
Support for construction of an interchange at I-43 and Highland Road, by aldermanic district



Respondents were asked a follow-up question intended to measure support when project costs are made explicit (Question 12):

"The Wisconsin Department of Transportation's policy is to share the cost of new highway interchanges with municipalities. Consequently, the city would be responsible for some of the costs for a new interchange at I-43 and Highland Road. The city's share is currently estimated at $7.5 million. That means an average Mequon home valued at $340,000 could possibly pay $30-$50 annually in additional taxes for 20 years, beginning no earlier than 2019.
Knowing this, would you favor an interchange at I-43 and Highland Road?"

Table 12-1 shows that support for the proposed interchange decreases when the tax implications are spelled out. However, unconditional supporters still constitute nearly half of respondents willing to provide an answer to the question (49.4%). Table 12-2 shows that unconditional supporters continue to outnumber opponents in four districts (Districts 1, 2, 6, and 8) while a majority of respondents oppose the proposed interchange in the remaining four districts (Districts 3, 4, 5, and 7) once the costs are attached. Figure 12 displays a visualization of the overall pattern of support across districts.

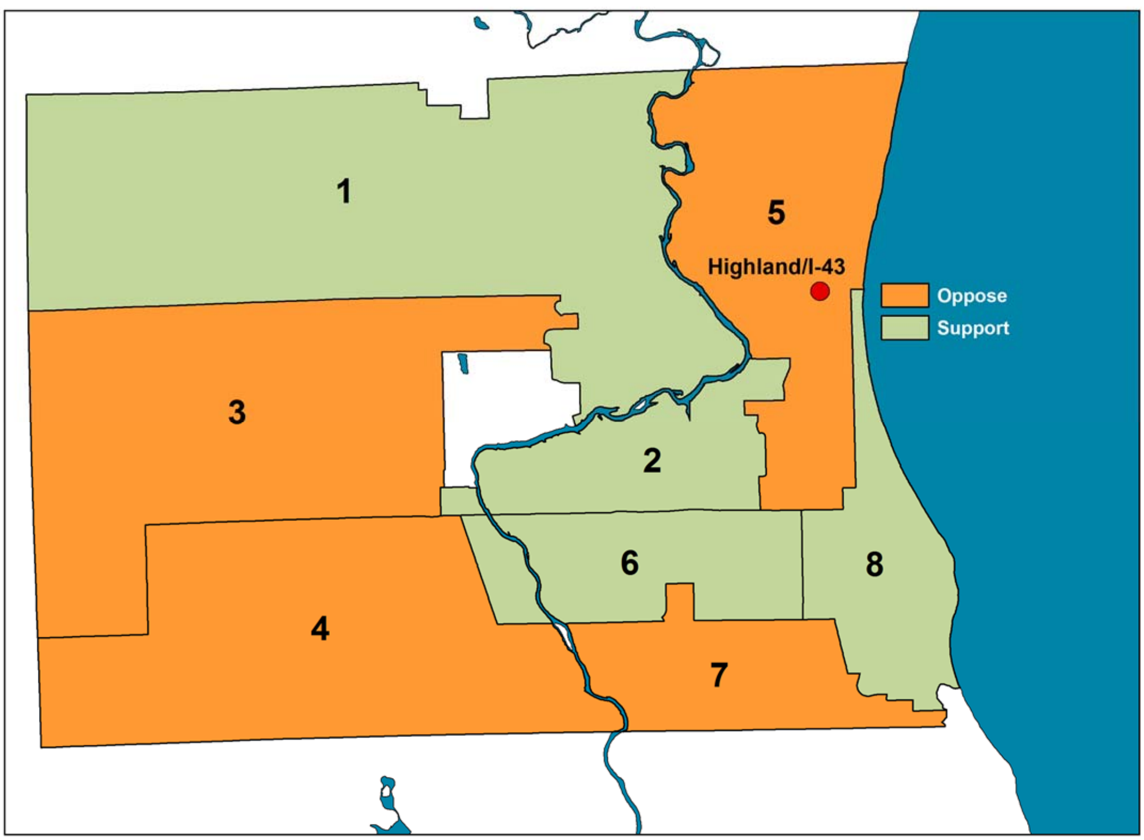
Table 12-1
Support for construction of an interchange at I-43 and Highland Road given tax implications

Response	*N*	*% (valid)*
Yes	1835	49.4
No	1876	50.6
No response/invalid	232	-
Total	3943	100.0

Table 12-1
Support for interchange at I-43 and Highland Road given increased taxes, by aldermanic district

Response	*District 1*	*District 2*	*District 3*	*District 4*	*District 5*	*District 6*	*District 7*	*District 8*	*All*
Yes	238	307	218	165	155	239	214	232	1,768
	56.8%	51.3%	48.1%	41.3%	47.7%	51.4%	46.8%	51.8%	49.6%
No	181	291	235	235	170	226	243	216	1,797
	43.2%	48.7%	51.9%	58.8%	52.3%	48.6%	53.2%	48.2%	50.4%
Total	419	598	453	400	325	465	457	448	3,565
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Figure 12
Support for interchange at I-43 and Highland Road given increased taxes, by aldermanic district



ECONOMIC DEVELOPMENT

The survey asked respondents about their opinions on a range of economic development tools available to Mequon. At the beginning of the section, respondents were provided background information about development and redevelopment in Mequon, and a short summary of available tools:

"Economic development is a way to broaden the tax base with the desired outcome of economic diversity, job creation, business retention and the lowering of the residential tax burden. Mequon has limited vacant land that would allow for new commercial development. Because of this, the city works to redevelop sites that already have buildings on them. Typically, there is an added cost to redeveloping sites in comparison to vacant sites. In recent years, Mequon has evaluated economic development tools to assist with redevelopment. An example of one such tool used is a Tax Increment Financing development incentive that redirects property tax dollars into funding for development.

The City of Mequon has limited resources available to retain and attract businesses. Economic incentives presently available include Tax Incremental Financing, industrial revenue bonds, and the use of state grant funds to provide low-interest loans to businesses that create new jobs."

First, residents were asked whether they support or oppose Mequon providing incentives in order to encourage redevelopment and grow the tax base (Question 13a). Table 13a shows that a majority of respondents (55.5%) support provision of incentives, while 22.6% oppose.

Table 13a
Support for Mequon providing redevelopment incentives

Response	*N*	*% (valid)*
Support	2127	55.5
Neutral	657	17.2
Oppose	865	22.6
Don't Know	181	4.7
No response/invalid	113	--
Total	3943	100.0

Next, respondents were asked about their level of support concerning Mequon's focus on redevelopment of property (Question 13b). Table 13b reports that the majority of respondents (61.4%) supports such a focus, while 12.2% oppose.

Table 13b
Support for Mequon's focus on redevelopment of property

Response	*N*	*% (valid)*
Support	2319	61.4
Neutral	796	21.1
Oppose	461	12.2
Don't Know	202	5.3
No response/invalid	165	-
Total	3943	100.0

The next group of questions referred to use of specific redevelopment tools. Table 14a shows that a majority of respondents (69.4%) expressed support for recruiting businesses to locate in the City of Mequon (Question 14a). Table 14b shows that provision of financial assistance to help existing businesses remain and expand (Question 14b) fell just short of majority support, but supporters still outnumbered opponents (48.8% support/24.2% oppose). Table 14c shows a similar level of ambivalence regarding provision of financial assistance to help attract new businesses to Mequon (Question 14c); 40.4% were in support, while 32.3% opposed.

Table 14a
Support for recruiting businesses to locate in the City of Mequon

Response	*N*	*% (valid)*
Support	2657	69.4
Neutral	640	16.7
Oppose	451	11.8
Don't Know	78	2.0
No response/invalid	117	-
Total	3943	100.0

Table 14b
Support for provision of financial assistance to help existing businesses remain and expand in Mequon

Response	*N*	*% (valid)*
Support	1873	48.8
Neutral	916	23.9
Oppose	930	24.2
Don't Know	117	3.1
No response/invalid	107	-
Total	3943	100.0

Table 14c
Support for the provision of financial assistance to help attract new businesses to Mequon

Response	*N*	*% (valid)*
Support	1539	40.4
Neutral	905	23.7
Oppose	1230	32.3
Don't Know	137	3.6
No response/invalid	132	-
Total	3943	100.0

Respondents were asked if the city should offer other incentives for businesses to locate in Mequon (Question 15), and if so, whether or not that support depends on tax rates (Question 15). Table 15 shows that 46.3% support Mequon offering other incentives, while a majority (53.7%) opposed. Table 16 shows that support drops to 16.5% (of all respondents) when tax implications are considered.

Table 15
Responses to "Should the city offer other incentives for businesses to locate in Mequon?"

Response	*N*	*% (valid)*
Yes	1612	46.3
No	1868	53.7
No response/invalid	463	-
Total	3943	100.0

Table 16
Responses to "Should Mequon offer other incentives, even if it increases your tax bill?" among those who said the city should offer other incentives for businesses to locate in Mequon (N=1612)

Response	*N*	*% of respondents who said "yes" to Q15 (N=1612)*	*% of ALL respondents (N=3943)*
Yes	575	38.1	16.5
No	936	61.9	26.9
No response/invalid	101	-	-
Total	1612	100.0	43.4

PHYSICAL FEATURES

The next set of questions asked respondents about support for a number of features meant to invest in a community identity and attract business interests (Question 17). Tables 17b, 17c, 17d, and 17g show that clear majorities of respondents support road median landscaping (56.6%), trees and landscaping in public areas (68.5%), trees and landscaping along public streets (61.5%), and bike lanes (54.4%). Tables 17a, 17e and 17f show that pluralities of respondents support city gateway signage (37.3% support/25.9% oppose), street lights (43.7% support/27.7% oppose), and pedestrian connections (49.2% support/22.9% oppose). These levels of support did not vary significantly across aldermanic districts.

Table 17a
Support for construction of city gateway signage

Response	*N*	*% (valid)*
Support	1376	37.3
Neutral	1216	32.9
Oppose	958	25.9
Don't Know	143	3.9
No response/invalid	250	-
Total	3943	100.0

Table 17b
Support for construction of road median landscaping

Response	*N*	*% (valid)*
Support	2094	56.6
Neutral	1002	27.1
Oppose	529	14.3
Don't Know	73	2.0
No response/invalid	245	-
Total	3943	100.0

Table 17c
Support for installation of trees and landscaping in public areas

Response	*N*	*% (valid)*
Support	2551	68.5
Neutral	788	21.2
Oppose	315	8.5
Don't Know	68	1.8
No response/invalid	221	-
Total	3943	100.0

Table 17d
Support for installation of trees and landscaping along public streets

Response	*N*	*% (valid)*
Support	2279	61.5
Neutral	940	25.4
Oppose	400	10.8
Don't Know	85	2.3
No response/invalid	239	-
Total	3943	100.0

Table 17e
Support for installation of street lights

Response	*N*	*% (valid)*
Support	1610	43.7
Neutral	956	25.9
Oppose	1023	27.7
Don't Know	98	2.7
No response/invalid	256	-
Total	3943	100.0

Table 17f
Support for construction of sidewalks and pedestrian connections

Response	*N*	*% (valid)*
Support	1824	49.2
Neutral	932	25.2
Oppose	848	22.9
Don't Know	101	2.7
No response/invalid	236	-
Total	3943	100.0

Table 17g
Support for installation of bike lanes

Response	*N*	*% (valid)*
Support	2017	54.4
Neutral	875	23.6
Oppose	733	19.8
Don't Know	80	2.2
No response/invalid	238	-
Total	3943	100.0

Respondents were also asked to weigh in on how these various physical features should be paid for (Question 18). It is important to note that all respondents were asked for their input on funding methods for these physical features. Table 18a shows that private funding is the preferred form of financing for city gateway signage; 30.4% of respondents chose this option. However, for the remaining physical features, taxes were the preferred financing method. Tables 18b through 18g show that the largest proportions of respondents preferred use of tax dollars to private funding, grants, or developer funding.

Table 18a
Preferred financing method for city gateway signage

Response	*N*	*% (non-cumulative)*
Taxes	989	25.1
Private funding	1199	30.4
Grants	638	16.2
Developer responsibility	980	24.9
Don't know	581	14.7

Table 18b
Preferred financing method for road median landscaping

Response	*N*	*% (non-cumulative)*
Taxes	1496	37.9
Private funding	866	22.0
Grants	902	22.9
Developer responsibility	921	23.4
Don't know	501	12.7

Table 18c
Preferred financing method for trees and landscaping in public areas

Response	*N*	*% (non-cumulative)*
Taxes	1671	42.4
Private funding	1018	25.8
Grants	1070	27.1
Developer responsibility	842	21.4
Don't know	427	10.8

Table 18d
Preferred financing method for trees and landscaping along public streets

Response	*N*	*% (non-cumulative)*
Taxes	1571	39.8
Private funding	920	23.3
Grants	983	24.9
Developer responsibility	1002	25.4
Don't know	446	11.3

Table 18e
Preferred financing method for street lights

Response	*N*	*% (non-cumulative)*
Taxes	1515	38.4
Private funding	468	11.9
Grants	563	14.3
Developer responsibility	1125	28.5
Don't know	622	15.8

Table 18f
Preferred financing method for sidewalks and pedestrian connections

Response	*N*	*% (non-cumulative)*
Taxes	1446	36.7
Private funding	598	15.2
Grants	705	17.9
Developer responsibility	1392	35.3
Don't know	525	13.3

Table 18g
Preferred financing method for bike lanes

Response	*N*	*% (non-cumulative)*
Taxes	1403	35.6
Private funding	987	25.0
Grants	1106	28.0
Developer responsibility	706	17.9
Don't know	585	14.8

RETAIL DEVELOPMENT

In the next section, respondents were asked a series of questions designed to provide insight into retail shopping needs and input into future retail development in Mequon. First, respondents were asked whether or not they are currently able to meet their retail shopping needs within Mequon (Question 19). Table 19-1 shows that 60.9% indicated that they must travel outside of Mequon to fulfill their shopping requirements. Table 19-2 shows that this percentage rises to 74.0% among those from households with minor children.

Table 19-1
Are you currently able to meet your retail shopping needs in Mequon?

Response	*N*	*% (valid)*
Yes (GO TO Q21)	1459	39.1
No (GO TO Q20)	2270	60.9
No response/invalid	214	-
Total	3943	100.0

Table 19-2
Are you currently able to meet your retail shopping needs in Mequon?
by children in household

		Children in household		*Total*
		no children in household	children in household	
Are you currently able to meet your retail shopping needs in Mequon?	Yes	1090	260	1350
		44.6%	26.0%	39.2%
	No	1353	739	2092
		55.4%	74.0%	60.8%
Total		2443	999	3442
		100.0%	100.0%	100.0%

Those that said they are NOT able to meet their retail shopping needs in Mequon were asked if they would *prefer* to be able to meet their retail shopping needs in Mequon (Question 20). Table 20-1 shows that a slight majority of these respondents (52.6%) said they would prefer to be able to meet their shopping needs within Mequon. (Table 20-2 shows that this percentage rises to 57.0% among those from households with minor children.) Considering questions 19 and 20 together, a total of 29.9% of respondents are unhappy with the current status quo regarding the availability of retail shopping in Mequon.

Table 20-1
Preferences about meeting retail shopping needs in Mequon (among those who say they can't) (N=2270)

Response	*N*	*% (valid) (N=2270)*
Yes	1115	52.6
No	1003	47.4
No response/invalid	152	-
Total	2270	100.0

Table 20-2
Preferences about meeting retail shopping needs in Mequon (among those who say they can't) by children in household (N=1953)

		Children in household		*Total*
		no children in household	children in household	
Would you prefer to be able to meet your retail shopping needs in Mequon?	Yes	626	396	1022
		49.8%	57.0%	52.3%
	No	632	299	931
		50.2%	43.0%	47.7%
Total		1258	695	1953
		100.0%	100.0%	100.0%

Respondents were also asked about support for development by regional retailers such as Target, Home Depot, or Kohl's (Question 21a), community retailers such as Les Moise, Metro Market, or Sendik's (Question 21b), as well as development of additional drive-through restaurants (Question 21c). Table 21a-1 shows that a majority of residents (54.5%) oppose retail developments by regional retailers, while just 25.5% support. Table 21a-2 and Figure 21a show that opposition to this type of retail development is very consistent across aldermanic districts.

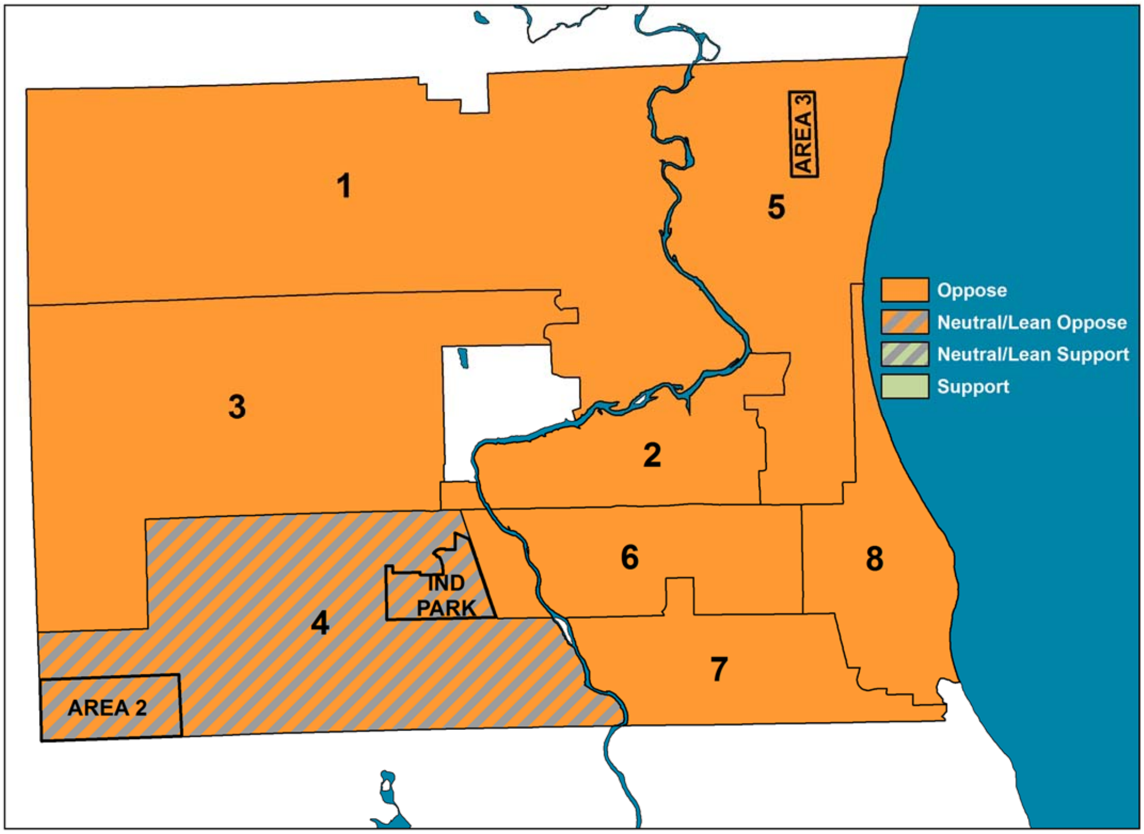
Table 21a-1
Support for developments by regional retailers

Response	*N*	*% (valid)*
Support	966	25.5
Neutral	440	11.6
Oppose	2063	54.5
Let Market Decide	315	8.3
No response/invalid	159	-
Total	3943	100.0

Table 21a-2
Support for developments by regional retailers, by aldermanic district

Response	*District 1*	*District 2*	*District 3*	*District 4*	*District 5*	*District 6*	*District 7*	*District 8*	
Support	108	166	115	111	54	138	112	115	919
	25.4%	28.0%	24.4%	27.1%	16.7%	28.3%	23.7%	25.3%	25.3%
Neutral	47	52	50	60	35	51	79	46	420
	11.1%	8.8%	10.6%	14.7%	10.8%	10.5%	16.7%	10.1%	11.5%
Oppose	236	326	268	195	212	257	246	259	1999
	55.5%	55.1%	56.8%	47.7%	65.4%	52.8%	52.0%	56.9%	55.0%
Let Market Decide	34	48	39	43	23	41	36	35	299
	8.0%	8.1%	8.3%	10.5%	7.1%	8.4%	7.6%	7.7%	8.2%
Total	425	592	472	409	324	487	473	455	3637
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Figure 21a
Support for developments by regional retailers, by aldermanic district



(See Footnote 3 [Page 5] for explanation of how district colors are determined.)

In contrast, respondents were quite receptive to the prospect of retail development by community retailers (Question 21b). Table 21b-1 shows that a large majority of respondents (75.7%) supported such retail developments, while only 5.8% opposed. Table 21b-2 and Figure 21b show that this level of support was constant across aldermanic districts.

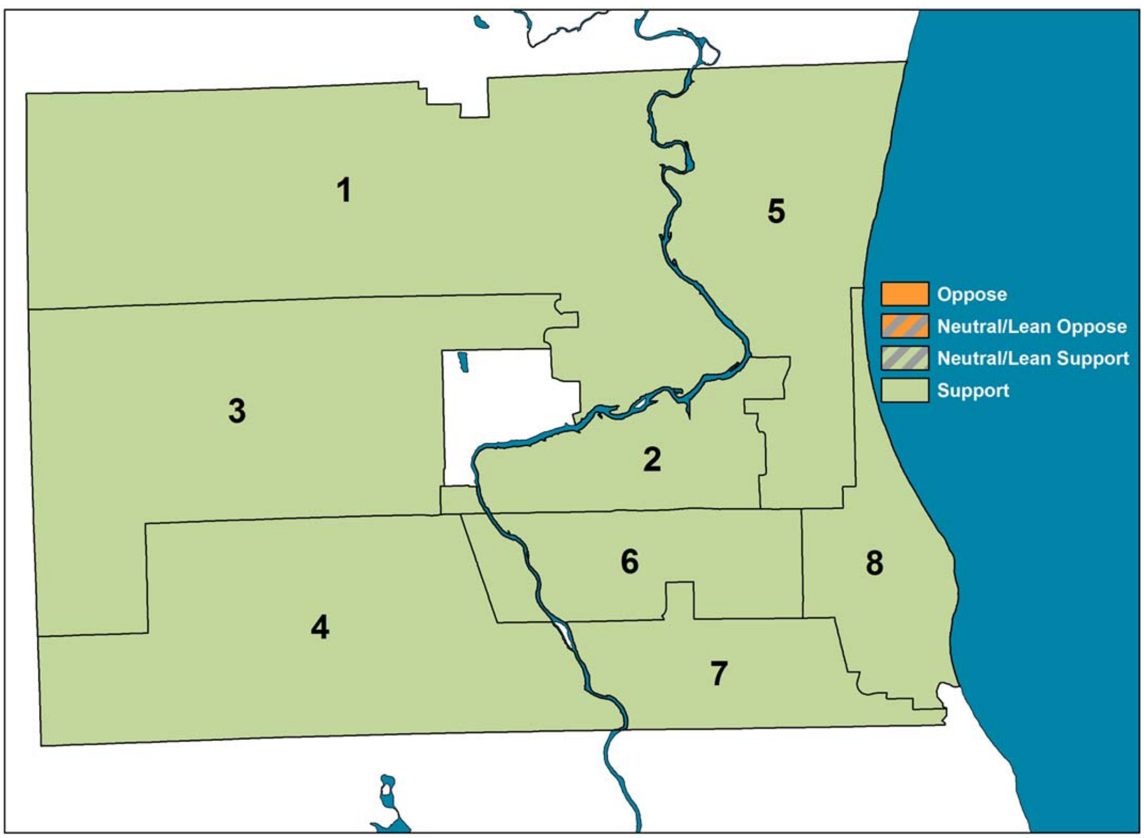
Table 21b-1
Support for developments by community retailers

Response	*N*	*% (valid)*
Support	2861	75.7
Neutral	413	10.9
Oppose	218	5.8
Let Market Decide	287	7.6
No response/invalid	164	-
Total	3943	100.0

Table 21b-2
Support for developments by community retailers, by aldermanic district

Response	*District 1*	*District 2*	*District 3*	*District 4*	*District 5*	*District 6*	*District 7*	*District 8*	
Support	324	444	324	310	238	385	362	376	2763
	76.2%	75.0%	69.2%	75.6%	72.8%	79.7%	77.2%	82.5%	76.1%
Neutral	39	68	61	45	48	52	44	39	396
	9.2%	11.5%	13.0%	11.0%	14.7%	10.8%	9.4%	8.6%	10.9%
Oppose	23	29	53	21	21	16	23	16	202
	5.4%	4.9%	11.3%	5.1%	6.4%	3.3%	4.9%	3.5%	5.6%
Let Market Decide	39	51	30	34	20	30	40	25	269
	9.2%	8.6%	6.4%	8.3%	6.1%	6.2%	8.5%	5.5%	7.4%
Total	425	592	468	410	327	483	469	456	3630
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Figure 21b
Support for developments by community retailers, by aldermanic district



When asked about support for development of additional drive-through restaurants (Question 21c), a majority of respondents were opposed (54.0%), while just 16.4% expressed support (Table 21c-1). Table 21c-2 and Figure 21c show that opposition is highest in the districts overlapping with I-43.

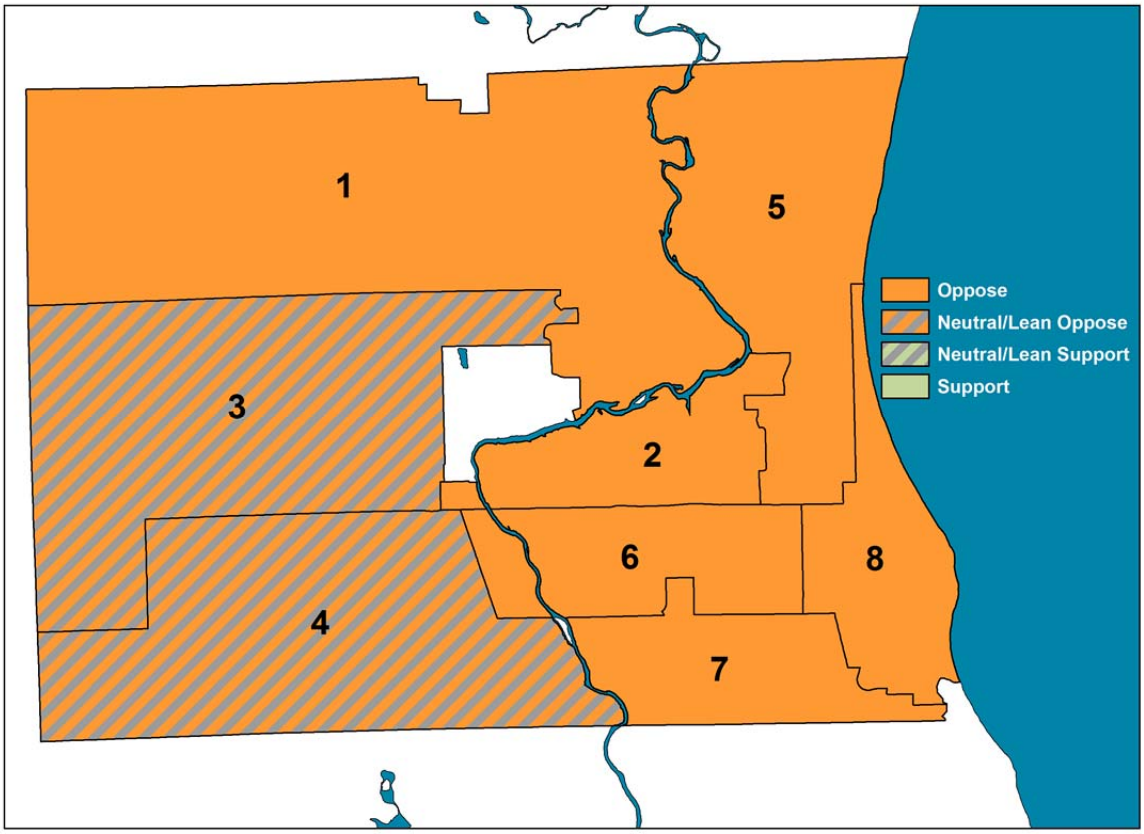
Table 21c-1
Support for additional drive-through restaurants

Response	*N*	*% (valid)*
Support	617	16.4
Neutral	744	19.8
Oppose	2026	54.0
Let Market Decide	366	9.8
No response/invalid	190	-
Total	3943	100.0

Table 21c-2
Support for additional drive-through restaurants, by aldermanic district

Response	*District 1*	*District 2*	*District 3*	*District 4*	*District 5*	*District 6*	*District 7*	*District 8*	
Support	80	83	79	74	41	79	65	94	595
	19.0%	14.2%	17.0%	18.3%	12.6%	16.3%	14.0%	20.6%	16.5%
Neutral	91	112	104	99	53	97	95	65	716
	21.6%	19.1%	22.4%	24.4%	16.3%	20.0%	20.5%	14.2%	19.8%
Oppose	212	339	231	180	210	268	248	255	1943
	50.2%	57.8%	49.7%	44.4%	64.4%	55.4%	53.4%	55.8%	53.8%
Let Market Decide	39	52	51	52	22	40	56	43	355
	9.2%	8.9%	11.0%	12.8%	6.7%	8.3%	12.1%	9.4%	9.8%
Total	422	586	465	405	326	484	464	457	3609
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Figure 21c
Support for additional drive-through restaurants, by aldermanic district



(See Footnote 3 [Page 5] for explanation of how district colors are determined.)

INDUSTRIAL DEVELOPMENT

The last section of the survey focused on questions regarding development within and outside of areas of Mequon set aside for light industry. First, respondents were asked about support for allowing additional industrial development within Areas 2 (along County Line Road and Wausaukee Road) and 3 (along I-43) (Question 22). Table 22-1 shows a high degree of support for such development among respondents; 44.6% expressed unconditional support, while 31.6% said they would support such development if it did not exceed the capacity of the currently designated areas. Table 22-2 and Figure 22 show relatively high levels of support for light industrial development within Areas 2 and 3 persist across aldermanic districts; however, support is relatively lower in areas encompassing these industrial development zones (Districts 4 and 5).

Table 22-1
Support for allowing additional industrial development WITHIN areas 2 and 3

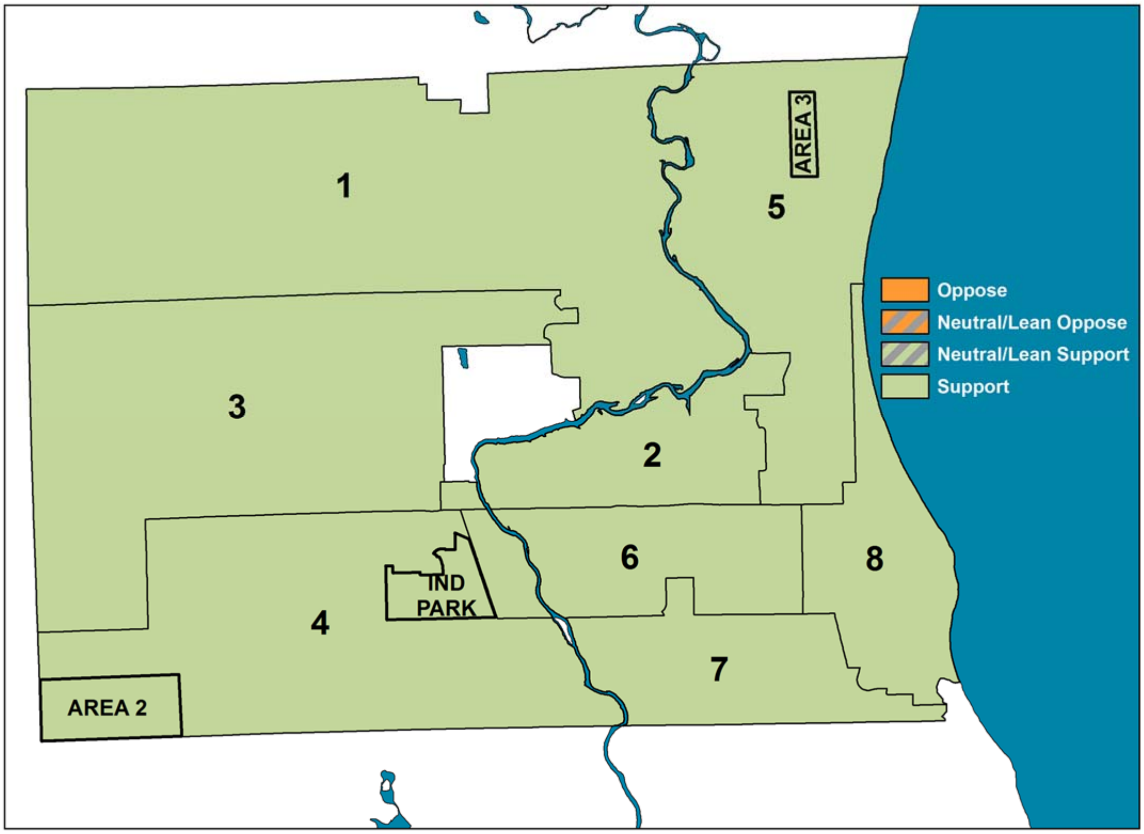
Response	*N*	*% (valid)*
Support	1689	44.6
Support, but only until the current industrial areas are near capacity	1197	31.6
Neutral	255	6.7
Oppose	555	6.7
Don’t know	90	2.4
No response/invalid	157	-
Total	3943	100.0

Table 22-2
Support for allowing additional industrial development WITHIN areas 2 and 3, by aldermanic district

Response	*District 1*	*District 2*	*District 3*	*District 4*	*District 5*	*District 6*	*District 7*	*District 8*	
Unconditional support	200	280	223	143	113	239	206	223	1627
	47.1%	46.6%	47.4%	34.5%	34.5%	49.1%	44.8%	49.0%	44.7%
Conditional support*	133	181	162	133	94	154	167	138	1162
	31.3%	30.1%	34.5%	32.0%	28.7%	31.6%	36.3%	30.3%	31.9%
Neutral	25	42	25	35	22	34	28	31	242
	5.9%	7.0%	5.3%	8.4%	6.7%	7.0%	6.1%	6.8%	6.6%
Oppose	55	87	55	98	89	46	47	50	527
	12.9%	14.5%	11.7%	23.6%	27.1%	9.4%	10.2%	11.0%	14.5%
Don’t Know	12	11	5	6	10	14	12	13	83
	2.8%	1.8%	1.1%	1.4%	3.0%	2.9%	2.6%	2.9%	2.3%
Total	425	601	470	415	328	487	460	455	3641
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

*”Support, but only when the current industrial areas are near capacity”

Figure 22
Support for allowing additional industrial development WITHIN areas 2 and 3, by aldermanic district[4]



Respondents were also asked about support for allowing additional industrial development *outside* of the designated light industrial areas (Question 23). Table 23-1 shows soft opposition to this type of development; while 13.6% of respondents expressed unconditional support and 23.7% expressed support if designated industrial areas pass capacity, 41.1% reported opposition. Table 23-2 and Figure 23 show relatively consistent levels of opposition across aldermanic districts.

Table 23-1
Support for allowing additional industrial development OUTSIDE of industrial park & areas 2 and 3

Response	*N*	*% (valid)*
Support	499	13.6
Support, but only until the current industrial areas are near capacity	873	23.7
Neutral	467	12.7
Oppose	1512	41.1
Don't know	331	9.0
No response/invalid	261	-
Total	3943	100.0

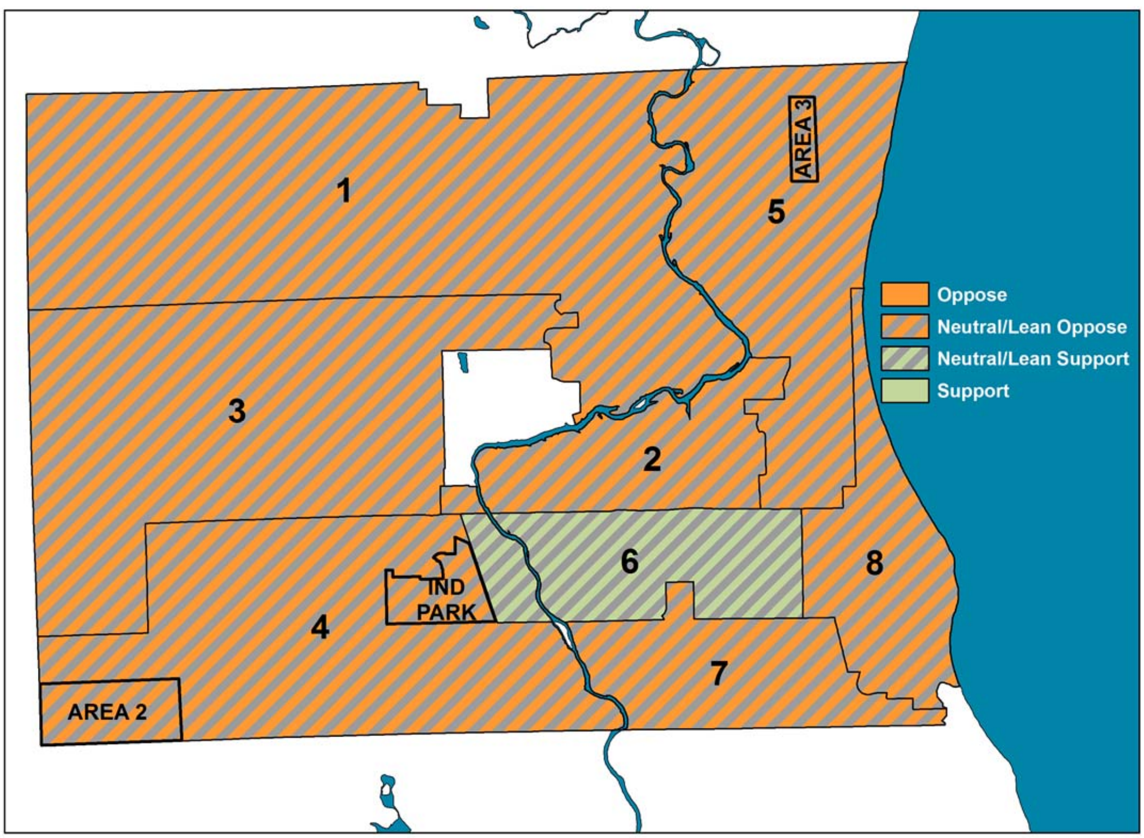
[4] For Figures 22 and 23, conditional and unconditional support were considered together when determining district color assignment.

Table 23-1
Support for allowing additional industrial development OUTSIDE of industrial park & areas 2 and 3, by aldermanic district

Response	*District 1*	*District 2*	*District 3*	*District 4*	*District 5*	*District 6*	*District 7*	*District 8*	
Unconditional support	49	82	72	42	38	63	56	72	474
	12.2%	14.2%	15.6%	10.2%	11.7%	13.2%	12.5%	16.5%	13.4%
Conditional support*	97	140	94	120	63	125	113	93	845
	24.1%	24.2%	20.4%	29.1%	19.4%	26.2%	25.3%	21.3%	23.9%
Neutral	52	60	53	53	50	60	64	55	447
	12.9%	10.4%	11.5%	12.9%	15.4%	12.6%	14.3%	12.6%	12.6%
Oppose	168	233	204	164	146	180	179	179	1453
	41.7%	40.3%	44.3%	39.8%	44.9%	37.7%	40.0%	41.0%	41.0%
Don't Know	37	63	38	33	28	49	35	38	321
	9.2%	10.9%	8.2%	8.0%	8.6%	10.3%	7.8%	8.7%	9.1%
Total	403	578	461	412	325	477	447	437	3540
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

*"Support, but only when the current industrial areas are near capacity"

Figure 23
Support for allowing additional industrial development OUTSIDE of industrial park & areas 2 and 3, by aldermanic district



Appendix A: Reasons for Moving to Mequon, by Aldermanic District[5]

		District 1	*District 2*	*District 3*	*District 4*	*District 5*	*District 6*	*District 7*	*District 8*	
Born Here	No	407	601	432	390	331	482	467	456	3566
		92.7%	96.5%	88.7%	91.8%	97.6%	95.6%	95.3%	96.8%	94.4%
	Yes	32	22	55	35	8	22	23	15	212
		7.3%	3.5%	11.3%	8.2%	2.4%	4.4%	4.7%	3.2%	5.6%
Total		439	623	487	425	339	504	490	471	3778
		100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

		District 1	*District 2*	*District 3*	*District 4*	*District 5*	*District 6*	*District 7*	*District 8*	
Moved with My Parents	No	414	598	472	409	319	493	469	464	3638
		94.3%	96.0%	96.9%	96.2%	94.1%	97.8%	95.7%	98.5%	96.3%
	Yes	25	25	15	16	20	11	21	7	140
		5.7%	4.0%	3.1%	3.8%	5.9%	2.2%	4.3%	1.5%	3.7%
Total		439	623	487	425	339	504	490	471	3778
		100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

		District 1	*District 2*	*District 3*	*District 4*	*District 5*	*District 6*	*District 7*	*District 8*	
For Work	No	377	530	403	349	299	426	432	397	3213
		85.9%	85.1%	82.8%	82.1%	88.2%	84.5%	88.2%	84.3%	85.0%
	Yes	62	93	84	76	40	78	58	74	565
		14.1%	14.9%	17.2%	17.9%	11.8%	15.5%	11.8%	15.7%	15.0%
Total		439	623	487	425	339	504	490	471	3778
		100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

		District 1	*District 2*	*District 3*	*District 4*	*District 5*	*District 6*	*District 7*	*District 8*	
Other	No	400	572	458	390	313	456	442	440	3471
		91.1%	91.8%	94.0%	91.8%	92.3%	90.5%	90.2%	93.4%	91.9%
	Yes	39	51	29	35	26	48	48	31	307
		8.9%	8.2%	6.0%	8.2%	7.7%	9.5%	9.8%	6.6%	8.1%
Total		439	623	487	425	339	504	490	471	3778
		100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

[5]Respondents choosing a given option were coded as "Yes," while respondents that did not choose that given option were coded as "no."

		District 1	*District 2*	*District 3*	*District 4*	*District 5*	*District 6*	*District 7*	*District 8*	
Family	No	374	491	396	362	278	424	384	395	3104
		85.2%	78.8%	81.3%	85.2%	82.0%	84.1%	78.4%	83.9%	82.2%
	Yes	65	132	91	63	61	80	106	76	674
		14.8%	21.2%	18.7%	14.8%	18.0%	15.9%	21.6%	16.1%	17.8%
Total		439	623	487	425	339	504	490	471	3778
		100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

		District 1	*District 2*	*District 3*	*District 4*	*District 5*	*District 6*	*District 7*	*District 8*	
Specific House/ Lot	No	179	288	239	190	136	199	188	184	1603
		40.8%	46.2%	49.1%	44.7%	40.1%	39.5%	38.4%	39.1%	42.4%
	Yes	260	335	248	235	203	305	302	287	2175
		59.2%	53.8%	50.9%	55.3%	59.9%	60.5%	61.6%	60.9%	57.6%
Total		439	623	487	425	339	504	490	471	3778
		100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

		District 1	*District 2*	*District 3*	*District 4*	*District 5*	*District 6*	*District 7*	*District 8*	
Feel of Comm-unity	No	299	422	353	288	242	321	332	332	2589
		68.1%	67.7%	72.5%	67.8%	71.4%	63.7%	67.8%	70.5%	68.5%
	Yes	140	201	134	137	97	183	158	139	1189
		31.9%	32.3%	27.5%	32.2%	28.6%	36.3%	32.2%	29.5%	31.5%
Total		439	623	487	425	339	504	490	471	3778
		100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

		District 1	*District 2*	*District 3*	*District 4*	*District 5*	*District 6*	*District 7*	*District 8*	
Low Taxes	No	281	385	318	258	205	325	266	256	2294
		64.0%	61.8%	65.3%	60.7%	60.5%	64.5%	54.3%	54.4%	60.7%
	Yes	158	238	169	167	134	179	224	215	1484
		36.0%	38.2%	34.7%	39.3%	39.5%	35.5%	45.7%	45.6%	39.3%
Total		439	623	487	425	339	504	490	471	3778
		100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

		District 1	*District 2*	*District 3*	*District 4*	*District 5*	*District 6*	*District 7*	*District 8*	
Schools	No	269	350	264	241	230	301	296	248	2199
		61.3%	56.2%	54.2%	56.7%	67.8%	59.7%	60.4%	52.7%	58.2%
	Yes	170	273	223	184	109	203	194	223	1579
		38.7%	43.8%	45.8%	43.3%	32.2%	40.3%	39.6%	47.3%	41.8%
Total		439	623	487	425	339	504	490	471	3778
		100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

		District 1	*District 2*	*District 3*	*District 4*	*District 5*	*District 6*	*District 7*	*District 8*	
Rural Char-acter	No	268	419	294	245	183	386	329	321	2445
		61.0%	67.3%	60.4%	57.6%	54.0%	76.6%	67.1%	68.2%	64.7%
	Yes	171	204	193	180	156	118	161	150	1333
		39.0%	32.7%	39.6%	42.4%	46.0%	23.4%	32.9%	31.8%	35.3%
Total		439	623	487	425	339	504	490	471	3778
		100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%