



Jefferson County Citizen Survey Report, 2010

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Executive Summary

The purpose of this study was to gather public input for a strategic plan for Jefferson County government. County officials chose to work with the Survey Research Center (SRC) at the University of Wisconsin – River Falls to gather these data.

In May 2010, the SRC mailed surveys to 1,146 Jefferson County households. The initial mailing was followed by a second mailing to non-respondents. The overall response rate was 41% (450 completed questionnaires). The results provided in this report are expected to be accurate to within plus or minus 4.6% with 95% confidence. Statistical tests do not indicate that “non-response bias” is a problem in this sample. However, the demographic profile of the sample contains fewer women, renters and young people than would be expected. Statistical analysis indicated that that men and women have statistically significant differences of opinion in about 38 of the 110 variables included in the survey. As a result, the SRC chose to weight the survey results as if the sample contained the same proportion of adult men (49.2%) and adult women (50.8%) as were estimated in the 2008 Census Bureau American Community Survey. The SRC notes differences of opinion among the demographic groups throughout the report.

Jefferson County respondents said they are generally pleased with the quality of life they enjoy. A large majority, 87%, rated the quality of life as “good” or “excellent”, and just 14% of respondents rate it as only “fair” or “poor.” Majorities gave positive ratings to Jefferson County as a place to raise children and to the County’s recreational opportunities. Respondents expressed ambivalence in their ratings for the County as a place to retire, as a place to do business, and as a place to work; about the same proportion gave positive ratings as gave negative ratings. Perhaps reflecting the deep economic recession at the time of the survey, they were displeased with the overall economy in the County and the job prospects within the County.

A majority of respondents said they are at least “somewhat” familiar with Jefferson County governmental offices and services. Respondents are most likely to be familiar with the Clerk of Courts, Human Services, and Parks.

Respondents gave lukewarm ratings to the value of services they receive for taxes paid to Jefferson County. On a scale from “poor” to “excellent,” the largest proportion (43%) gave a rating of “fair.” The next largest response was in the “good” category (29%), but six times as many said the value to tax ratio was “poor” (13%) as said it was “excellent” (2%).

Among respondents who expressed an opinion about County employees and elected officials, a majority give good marks to the people with whom they had contact.

Respondents said direct mailings and local newspapers are their preferred methods to be informed about important County issues and decisions.

When asked to rate the importance of 26 Jefferson County services and operations on a scale from “very important” to “not important,” at least 50% of the respondents rated 23 of the 26 County services/operations as “very important” or “important.” The top priorities were maintenance of roads and bridges, responding to public safety concerns, and coordination of disaster/emergency responses. Also ranking relatively high were Clean Sweep hazardous waste collections, services to seniors, services to families, management of surface and ground water quality, enforcement of child support orders, and services to veterans.

When given a list of priority actions for Jefferson County, three priorities emerged at the top. Control of taxes and spending was the highest priority. Providing public safety and promoting economic development were in a statistical tie for second place.

Large majorities of respondents said they “agree” or “strongly agree” with four of five proposed vision statements for the future of Jefferson County:

- the County is attractive to future generations for its healthy, small town living;
- the County retains a strong agricultural economy & preserves farmland;
- the County is home to a growing and diverse mix of businesses; and
- the County is a steward of its economic, social, and natural environment.

Survey Purpose

The purpose of this study was to gather public input for a strategic plan for Jefferson County government. County officials chose to work with the Survey Research Center (SRC) at the University of Wisconsin – River Falls.

Survey Methods

In May 2010, the Survey Research Center (SRC) at the University of Wisconsin – River Falls mailed surveys to a random sample of 1,146 Jefferson County households. The initial mailing was followed by a second mailing to non-respondents.

The net response rate was 41% (450 completed questionnaires). Based on the estimated number of adults in the population of Jefferson County (62,283)¹, the results provided in this report are expected to be accurate to within plus or minus 4.6% with 95% confidence.

Any survey has to be concerned with “non-response bias.” Non-response bias refers to a situation in which people who don’t return a questionnaire have opinions that are systematically different from the opinions of those who return their surveys. **Based upon a standard statistical analysis that is described in Appendix A, the Survey Research Center (SRC) concludes that there is little evidence that non-response bias is a concern for this sample.**

In addition to numeric data, respondents provided additional written answers. **Appendix B contains the compilation of the comments.**

Appendix C contains a copy of the survey questionnaire with a complete quantitative summary of responses by question.

¹ American Community Survey, 1-Year Estimate, 2008, US Census Bureau.

Profile of Respondents

Table 1 summarizes the demographic profile of the survey respondents. Where comparable data were available from the US Census Bureau (2008 American Community Survey) or the State of Wisconsin Demographic Services Center, they were included to indicate the degree to which the sample represents the underlying adult population in Jefferson County.

Table 1. Demographic Profile of Respondents								
Gender	Count	Male	Female					
Sample	435	64%	36%					
Census estimate (Age 18+)	62,283	49%	51%					
Age 18+	Count	18 – 24	25 – 34	35 – 44	45 – 54	55 – 64	65+	
Sample	436	1%	9%	18%	22%	21%	28%	
Census	62,283	14%	17%	17%	20%	15%	17%	
Employment Status	Count	Full time	Part time	Self - Empl.	Unempl.	Retired	Other	
Sample	431	46%	10%	5%	7%	30%	3%	
Census estimate (Age 16+)	63,736	66%		3%	3%	28%		
Children in Household	Count	0	1	2	3	4	5+	
Sample	433	69%	12%	12%	5%	2%	0%	
Census estimate	30,699	68%	32%					
Household Income	Count	<\$15,000	\$15,000 – 24,999	\$25,000 – 49,999	\$50,000 – 74,999	\$75,000 – 99,999	\$100,000 or More	
Sample	414	7%	12%	29%	24%	15%	14%	
Census estimate	30,699	7%	8%	29%	23%	12%	20%	
Length of Residency	Count	0-10 yrs	11-20 yrs	20+ yrs				
Sample ²	440	23%	19%	58%				
Highest Level of Education	Count	Less than High Sch.	High Sch. Dipl.	Some College/ Tech.	Tech. College Grad.	Bachelor Degree	Graduate/ Profess. Degree	
Sample	437	4%	27%	25%	11%	21%	12%	
Census estimate (age 25+)	53,730	11%	37%	24%	6%	14%	7%	
Residence	Count	Own	Rent	Seasonal				
Sample	444	86%	12%	1%				
Census estimate	30,699	73%	26%	NA				
Place of Residence	Count	City	Village	Town				
Sample	431	55%	7%	38%				
State estimate ³ (Age 18+)	62,460	57%	6%	37%				

² Census data does not contain a length of residence category.

³ Wisconsin Department of Administration, January 1, 2009 Final Population Estimates

ZIP code of Residence	53036	53037	53038	53066	53094	53098	53118
Sample	3%	<1%	4%	2%	23%	<1%	0%
State estimate	2%	0%	4%	1%	23%	0%	1%
ZIP code of Residence	53137	53156	53178	53190	53211	53523	53534
Sample	3%	2%	4%	2%	<1%	2%	<1%
State estimate	2%	4%	4%	3%	0%	3%	0%
ZIP code of Residence	53538	53549	53551	53594	53705	60056	61011
Sample	24%	13%	9%	6%	<1%	<1%	<1%
State estimate	23%	14%	10%	6%	0%	0%	0%

Overall, the sample matches the American Community Survey and Wisconsin Official State Estimates quite well. However, there are fewer people under 35 years of age in this sample than the Census indicates should have been included and fewer renters than reported in the Census. Our experience is that younger residents and renters in most jurisdictions are less likely to participate in surveys. The sample contained a slightly higher proportion of respondents with post-secondary education than was reported in the Census.

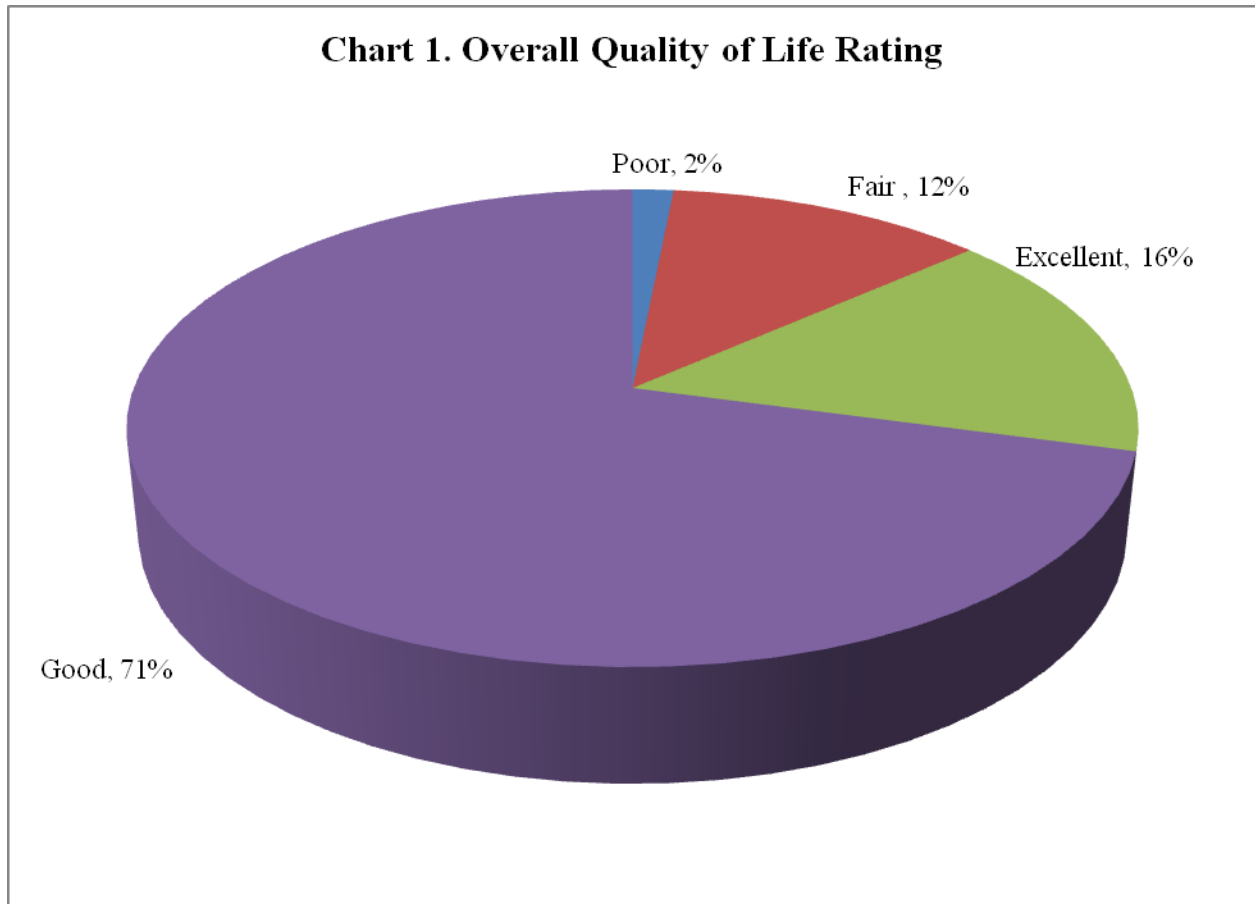
The largest discrepancy between the sample and Census Bureau data is in regard to gender; there are substantially more males in the sample than would be expected. Statistical tests indicate that men and women have significant differences of opinion in about 38 of the 110 variables included in the survey. As a result, the SRC chose to weight the survey results as if the sample contained the same proportion of adult men (49.2%) and adult women (50.8%) as were estimated in the 2008 Census Bureau American Community Survey. The percentages shown in the charts and tables in the text of this report reflect the values after gender weighting. Likewise, the percentages in Appendix C were modified with the gender weightings. Because of sample was disproportionately male, weighting the data by gender was necessary in order to eliminate gender bias in the results. The gender weighting process has increased the probability that the results of the survey accurately reflect the opinions of the Jefferson County adult population. In half of the 38 variables with statistically significant differences between men and women, the actual percentage difference was relatively small. There were 19 variables with noteworthy percentage differences between male and female respondents. These variables will be noted in the text of the report.

As we analyze the data, we will identify when there are statistically significant differences across other demographic variables (e.g. age, education, etc.).

Quality of Life

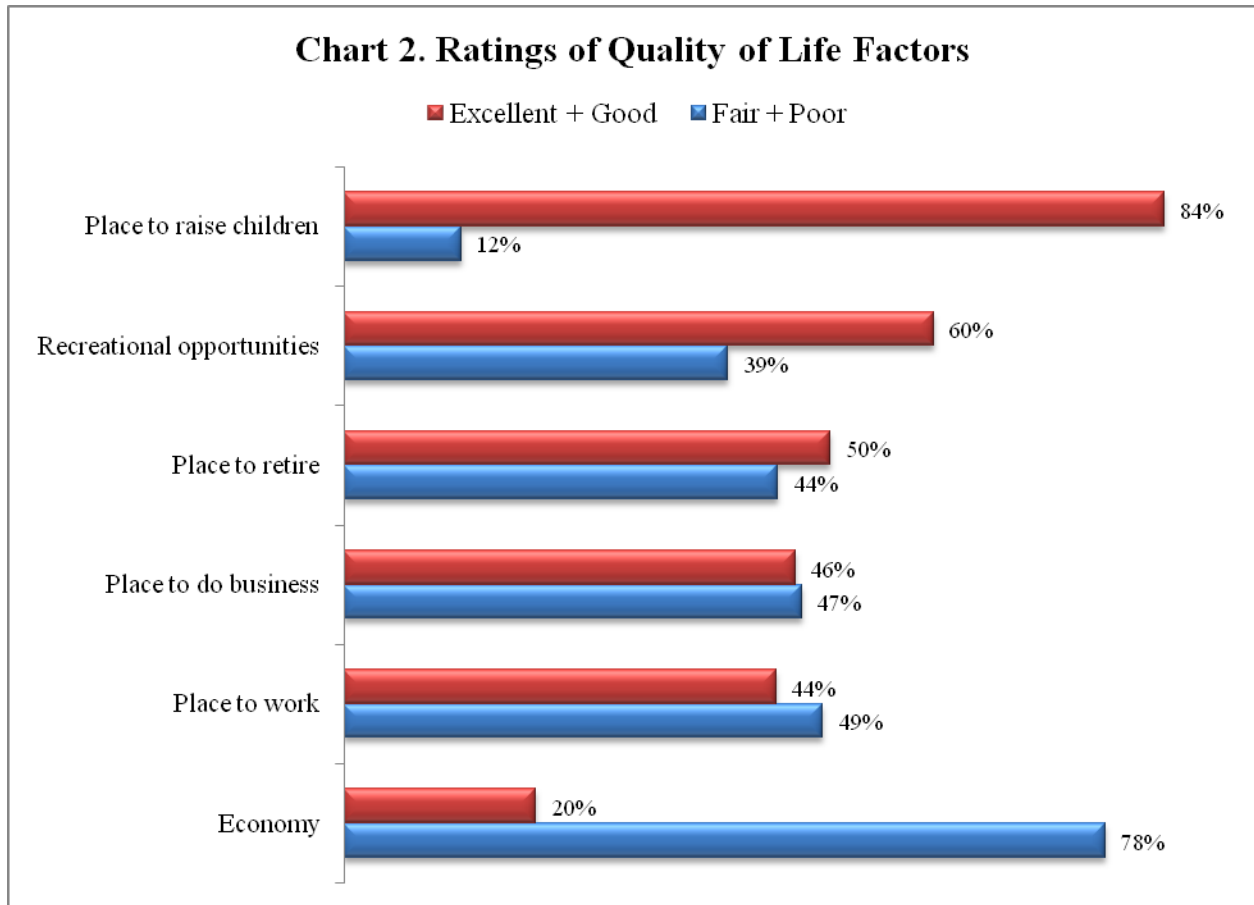
Residents are generally pleased with the quality of life in Jefferson County. As shown in Chart 1, a large majority said the overall quality of life was “good” (71%) or “excellent” (16%). This distribution of results compares favorably with the quality of life ratings of citizens from other SRC surveys that asked this question.

There were no differences in the responses among the demographic groups.



When asked to rate specific aspects of the quality of life in Jefferson County, respondents gave the highest ratings to Jefferson County as a good place to raise children and to the County’s recreational opportunities (Chart 2). In Chart 2, excellent and good ratings are shown in the top bar in each pair and fair and poor ratings in the bottom bar. More than 80% of respondents said the County was a “good” (63%) or “excellent” (21%) place to raise children. The County’s recreational opportunities were rated good or excellent by 60% of respondents, and 50% of respondents believed Jefferson County is a good or excellent place to retire. Reflecting the current national and global economic difficulties, 78% of the respondents said the County’s economy was “fair” or “poor.” The current economic conditions likely also influenced the ambivalent ratings given to Jefferson County as a place to work and a place to do business.

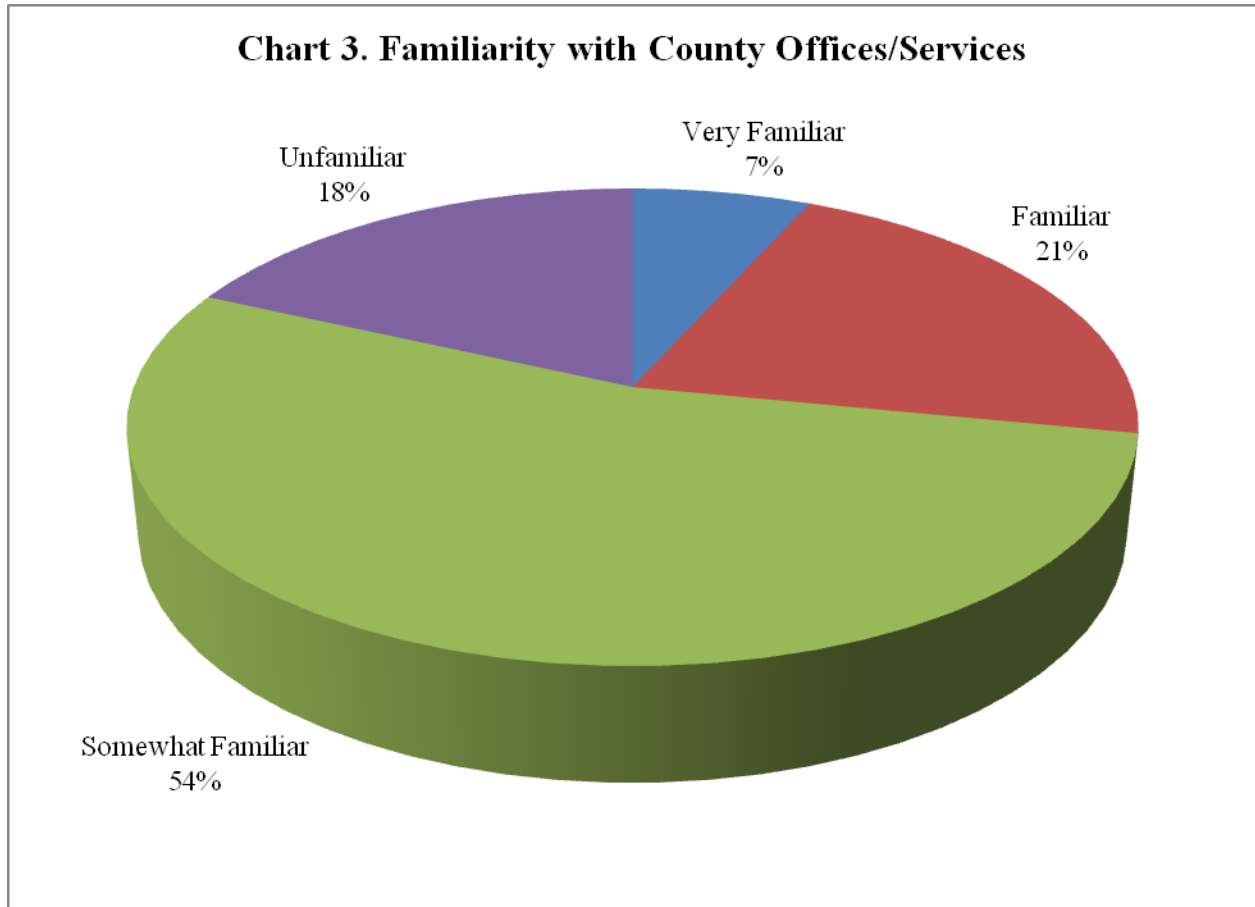
Among the demographic groups, a smaller percentage of renters said Jefferson County is a “good” or “excellent” place to raise children (65%) than did homeowners (86%). Only 42% of renters said Jefferson County recreational opportunities are “good” or “excellent” compared to 64% of homeowners. Residents who have lived in the County fewer than 20 years were more likely to have “no opinion” about the County as a place to work than those who have lived in the County for more than 20 years.



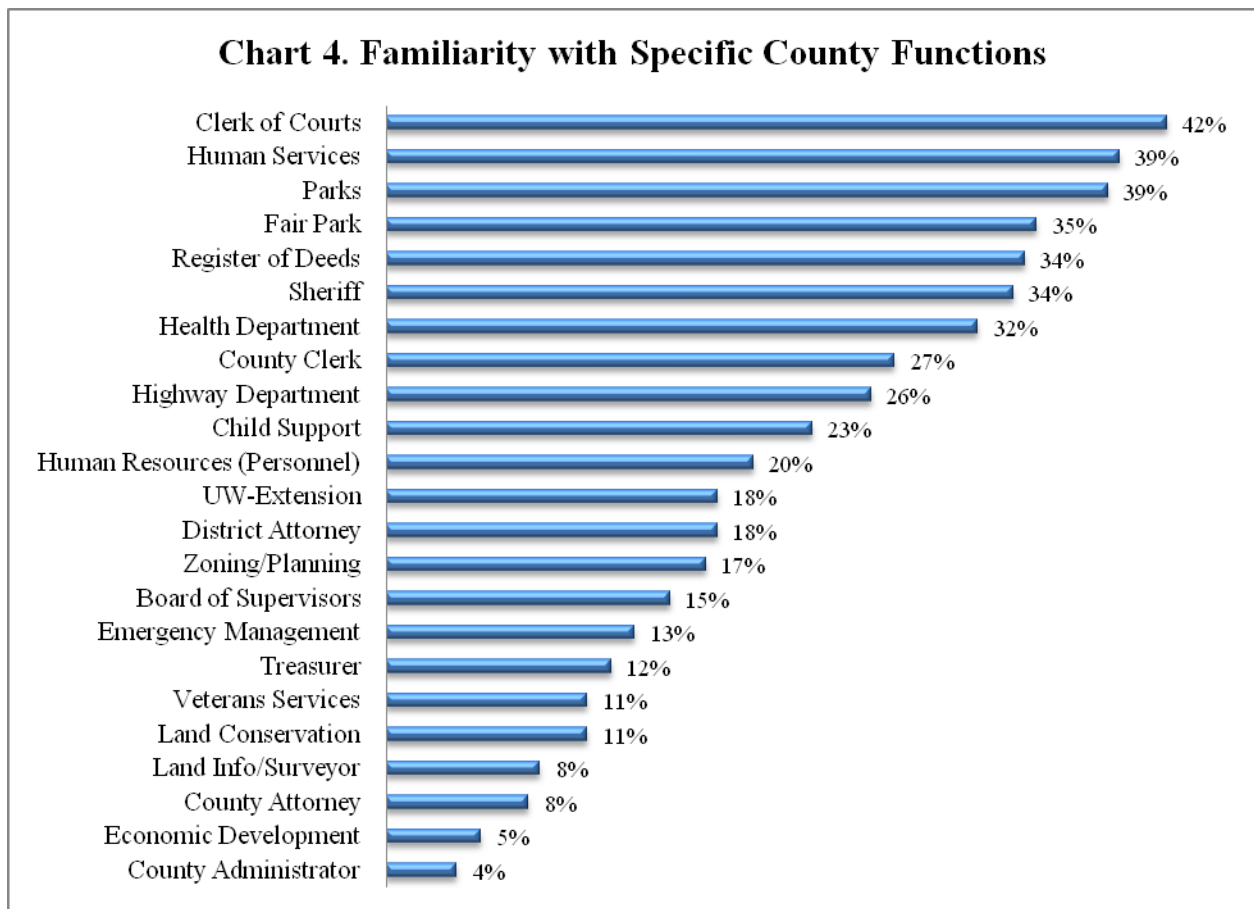
Jefferson County Government Offices – Familiarity and Experience

When asked to assess their overall level of familiarity with Jefferson County offices and services, only about 18% said they are “unfamiliar” with the County’s offices and services (Chart 3). However, only 28% said they are “familiar” or “very familiar” with the County offices and services. A majority (54%) were “somewhat familiar.” This relatively moderate level of knowledge about the County’s offices and services suggests a need for County officials to increase their connections with the County’s residents.

There were no differences in the response patterns across any of the demographic variables.



Respondents were presented a list of 23 County offices/departments and asked to indicate those with which they are familiar. The results are shown in Chart 4, which suggests that residents have a modest level of familiarity with most offices and departments in Jefferson County. No County office was familiar to more than 50% of the respondents. The Clerk of Courts (42%), Human Services (39%), and Parks (39%) had the highest levels of familiarity. Between 32% and 34% of respondents said they are familiar with the County Fair Park, Register of Deeds, Sheriff, and Health Department. The County Clerk, Highway Department, and Child Support are familiar to 23% to 27% of respondents. No more than 20% of respondents are familiar with the remaining 13 offices/departments.

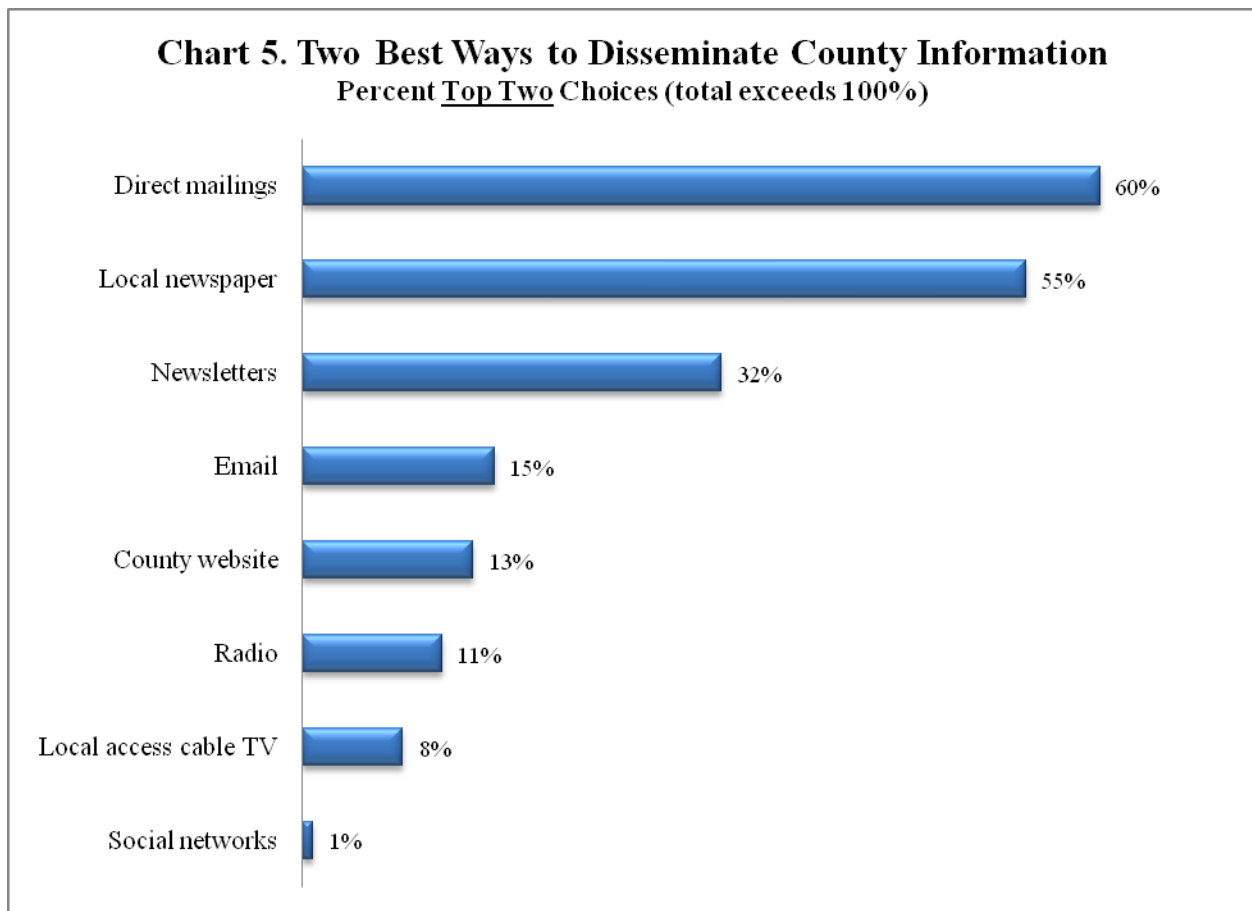


Among the demographic groups, there were several differences in the levels of familiarity with the County offices/departments.

- Gender: Men were more familiar with the County Board, Highway Department, Sheriff, and Zoning/Planning. Women were more familiar with Child Support, Health Department, Human Resources, and Human Services.
- Income: Respondents with over \$50,000 annual household income were more familiar with the County Board, Highway Department, Sheriff, and Zoning/Planning.
- Residential location: Town residents were more familiar with the County Board, Land Conservation, and Zoning/Planning.
- Length of residence: Long-term residents (20+ years) were more familiar with the County Board, Highway Department, and Sheriff.
- Home ownership: Homeowners were more familiar with the County Board, County Clerk, Highway Department, Land Information/Surveyor, Register of Deeds, Sheriff, and Zoning/Planning. Renters were more familiar with the Health Department, Human Resources, and Human Services.

- Employment status: Retirees were more familiar with Veterans Service but less familiar with the Clerk of Courts and Parks.
- Children: Households with dependent children present were more familiar with Child Support and Clerk of Courts.
- Education: College graduates were more familiar with Zoning/Planning.

Preferred Method of Communication. As shown in Chart 5, respondents have definite preferences regarding their preferred methods of communication from the County about important issues and decisions. When asked for the two best ways to receive communication, two methods stood out at the top. In the survey, 60% included direct mailings among their two choices; local newspapers were close behind, with 55%. Newsletters, email, the County website, radio, local access cable TV, and Internet social networks were far behind, polling no more than 32% and as little as 1%. Since only 28% of residents said they are “familiar” or “very familiar” with Jefferson County government offices and services (Chart 3), County officials may wish to focus on direct mailings and local newspaper coverage to keep residents informed about important issues and decisions.



Among the demographic groups, the local newspaper was a stronger preference for long-term residents. Although still ranked in third place, a slightly higher percentage of renters and households with under \$50,000 annual income included newsletters in their top two choices.

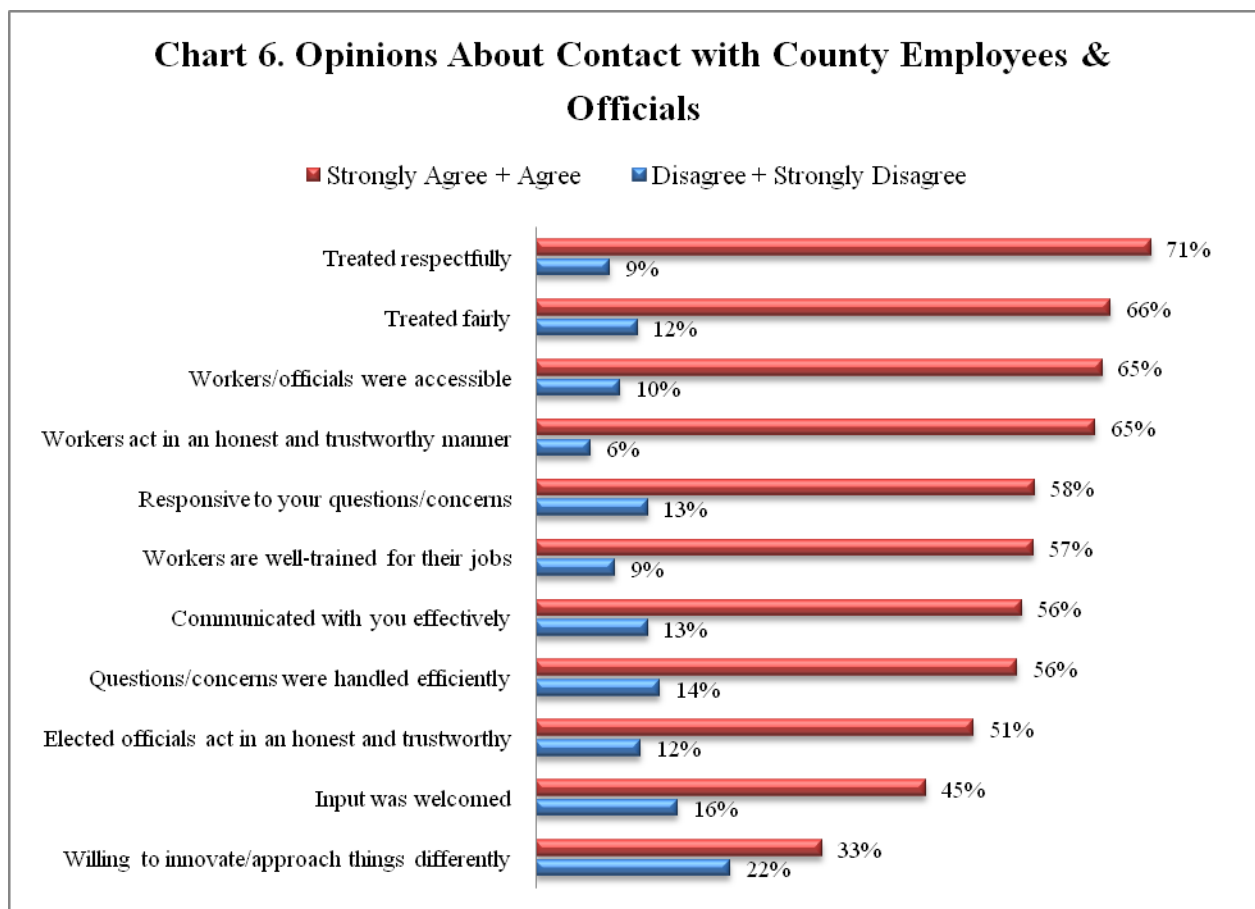
The SRC performed additional analysis to see if younger respondents were more likely to favor Internet-based media (email, website, and social networking), but we found no support for that hypothesis. This finding is consistent with other SRC surveys in which we have asked this

question. Even among young adults, Internet-based media are not as popular for information dissemination from institutions such as local governments.

Contact with County employees and officials. Respondents were asked their opinions about their experiences when contacting the County’s offices and elected officials. The results are shown in Chart 6. The top bar shows the combined percentage of those who “strongly agree” and “agree.” The bottom bar indicates the combined percentage of those who “disagree” and “strongly disagree.” Majorities, ranging from 51% to 71%, said they agreed or strongly agreed with nine of the eleven statements in this question (honest/trustworthy workers, respectful treatment, accessible offices, well-trained workers, fair treatment, responsiveness, effective communication, efficiency, honest/trustworthy elected officials). However, less than half of respondents said their input was welcomed (45%) and that the County is willing to innovate or try new approaches (33%).

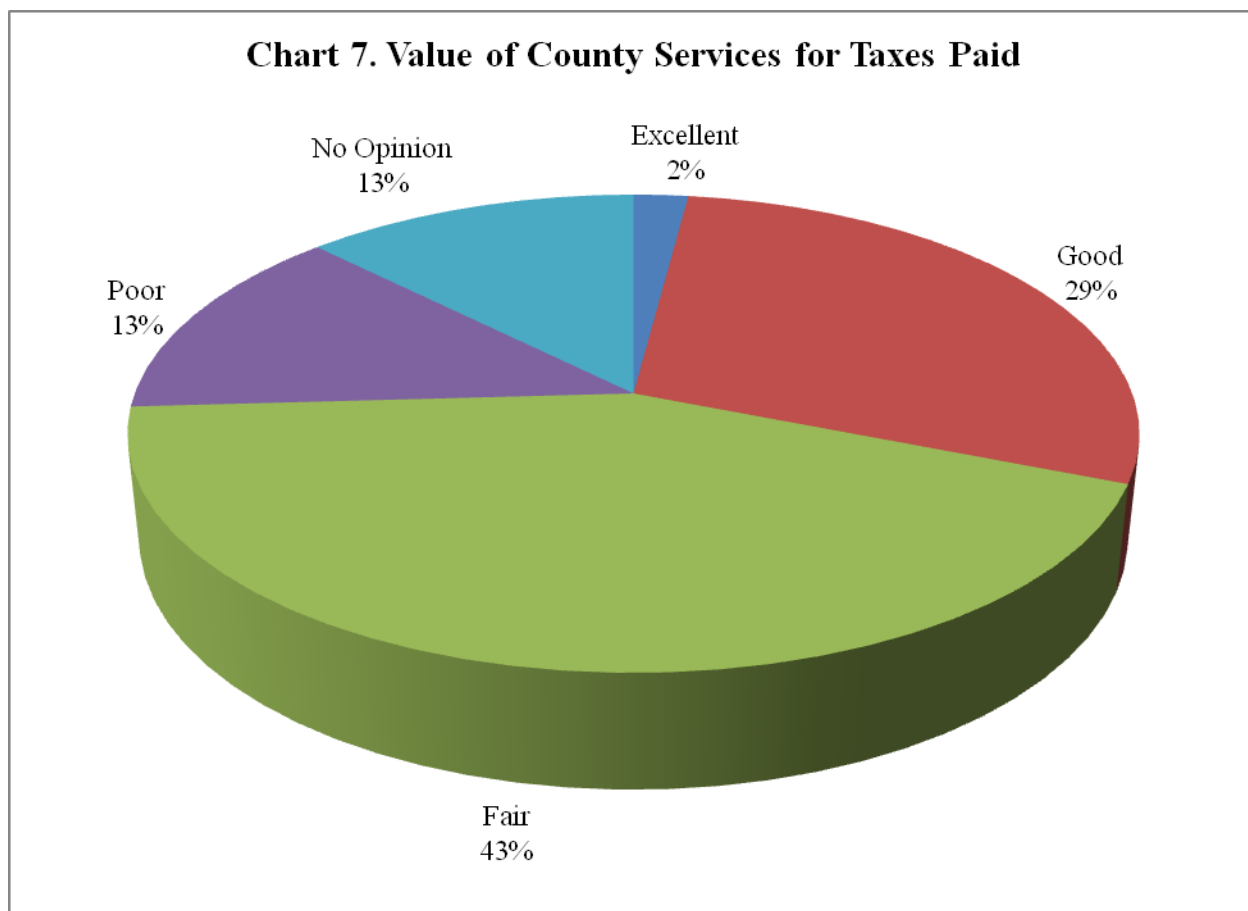
This group of questions produced a particularly high proportion of “no opinion” responses, ranging from 20% to 44%, indicating that many residents have not had contact with County employees or County officials. This is consistent with the results shown in Chart 3 and Chart 4, which indicated that residents have a modest level of familiarity with Jefferson County governmental offices.

There is a good news/bad news story in Chart 6. The good news for Jefferson County is that much larger proportions of citizens had positive responses (top bar) compared to the negative responses (bottom bar) for most of the items in Chart 6. The bad news is that there is a fairly consistent 10% of residents who seem to have had negative experiences with county offices and officials. A relatively clear goal for the County would be to reduce the proportion of disgruntled customers below the 10% level by improving customer service



By demographic slice, there were no differences in the opinions of the respondents.

Value for Taxes Paid. When asked to rate the value of County services for the taxes they pay to the County, the overall response was lukewarm. As shown in Chart 7, the largest proportion (43%) gave a rating of “fair.” The next largest response was in the “good” category (29%). While relatively few (13%) said the value of County services relative to taxes paid was “poor,” this was six times as many as said the ratio of services to taxes was “excellent” (2%).



Given the relatively low level of familiarity that many Jefferson County residents have with County government, perhaps it is not surprising that the largest portion of respondents give a “middling” rating to the value of County services for the taxes they pay. Lacking familiarity with County government, residents may find it difficult to make a judgement (either positive or negative) about the value of the services provided by their tax dollars.

The SRC compared the responses to this question with the responses to three earlier questions: how they rated the quality of life in Jefferson County, their overall familiarity with Jefferson County government, and their opinions about County employees and elected officials. “No opinion” responses were excluded from the analysis. We found that:

- Value for taxes paid and quality of life. A significantly higher proportion of respondents who rated the value for County taxes paid as “excellent” or “good,” also rated the quality of life in the County as “excellent” or “good.” Likewise, those less happy with taxes rated the quality of life in the County significantly lower.

- Value for taxes paid and familiarity with County government. A significantly higher percentage of those who rated the value of County services relative to taxes paid as “excellent” or “good” also said they were “very familiar” or “familiar” with Jefferson County services and offices.
- Value for taxes paid and opinions about County employees and elected officials. For this analysis we compared the customer service features discussed in Chart 6 (e.g. being treated respectfully) and respondents’ opinions about the value of County services relative to the taxes they pay. Significantly higher percentages of respondents who rated the value of services for taxes paid as “excellent” or “good” also had positive opinions (“agree” or “strongly agree”) regarding their experiences with County employees and elected officials.

The relationships described in the bullets above do not establish causality – we can’t say that good customer services causes people to believe that the County services they get for their tax dollars are worth it, for example. But, collectively, they suggest an interesting storyline. It is likely that if the economy were in better shape, the proportion of residents who rate the quality of life in Jefferson County as good or excellent would increase (see Charts 1 and 2). The first bullet point suggests that if more people were happy with the quality of life in Jefferson County they would likely be less upset about the taxes they are paying for the services they receive. The second bullet suggests that familiarity, rather than breeding contempt as the old adage holds, seems to create a higher level of agreement that the taxes they pay provide services that they value. So, if the public were better informed about County government services, they might view taxes less negatively. Finally, the third bullet suggests that by treating people respectfully, making sure that County workers get the training they need to do their job effectively, and other basical customer service strategies could increase the value of services to taxes paid ratio.

Importance Ratings of County Functions and Services

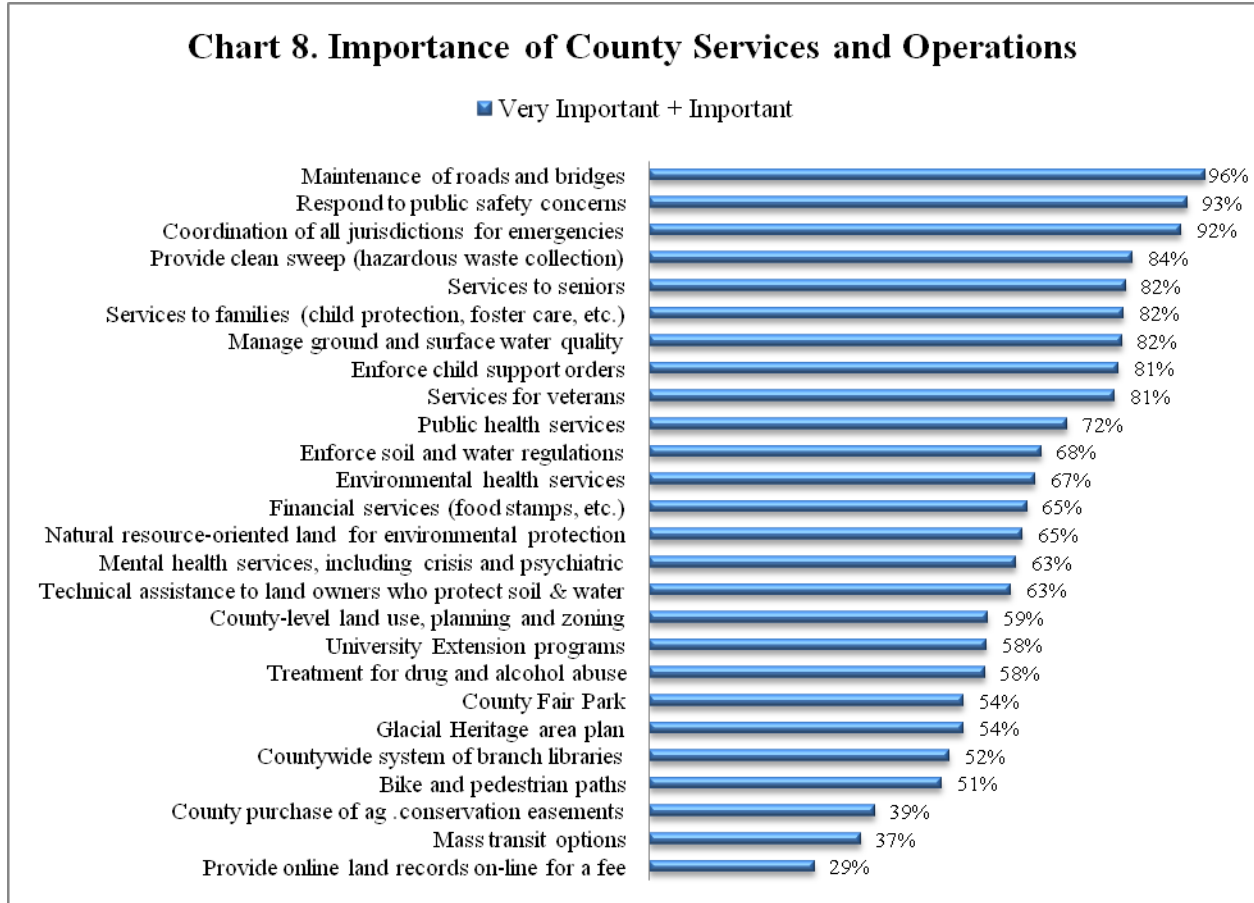
The largest portion of the survey was devoted to asking respondents to rate the level of importance of 26 Jefferson County services and operations across five topical categories: natural resources and environment; public safety and law enforcement; human services and health; transportation, and other. Respondents were asked to rate each item on a “very important” to “not important” scale that also included an “unfamiliar/no opinion” option.

Overview of All Functions and Operations

Before analyzing the specific categories, we will examine the combined data of all 26 items across all categories.

In Chart 8 the percentages of “very important” and “important” responses for each service and operation were combined and shown in descending order. At least half of the respondents rated all but three Jefferson County services and operations items as “very important” or “important.” Three services and operations exceeded 90%: road and bridge maintenance, responding to public safety concerns, and inter-jurisdictional coordination during emergencies and disasters. Between 80% and 84% of respondents said six services and operations were “important” or “very important:” clean sweep hazardous waste collections, services to seniors, services to families, managing groundwater and surface water quality, enforcement of child support orders, and services for veterans.

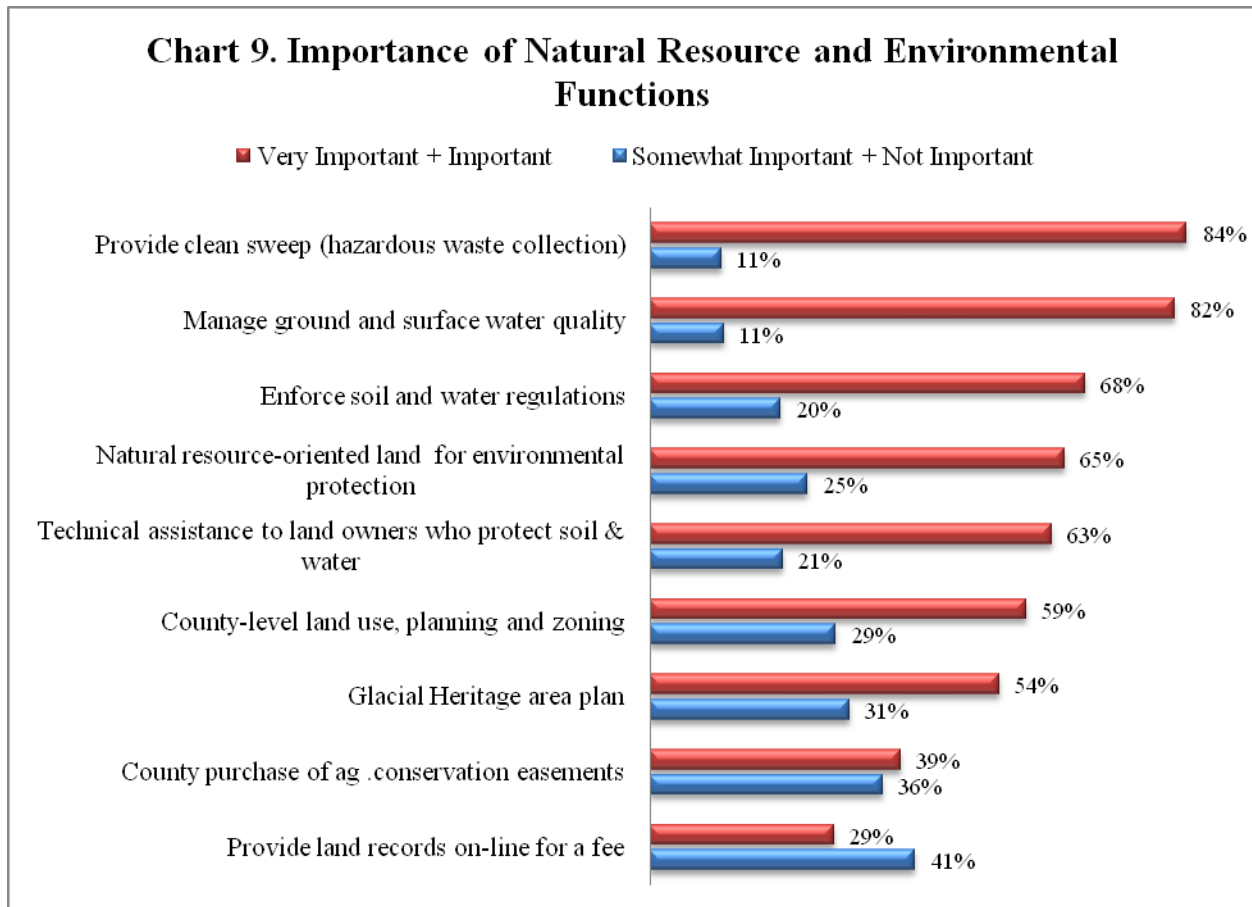
There were only three services and operations rated as “very important” or “important” by fewer than half of the respondents: County purchase of agricultural conservation easements (39%), mass transit options (37%), and providing online land records for a fee (29%). Two of these items had relatively high percentages of “no opinion” responses: providing online land records for a fee (30%) and purchase of agricultural conservation easements (25%).



Natural Resources

As shown in Chart 9, Jefferson County respondents gave high levels of importance to County functions related to the protection of the County’s natural resources and environment (top bar). Clean Sweep hazardous waste collections and management of the quality of ground water and surface water stand at out the top of the importance ratings, with each rated as “important” or “very important” by more than 80% of respondents. Majorities ranging between 59% to 68% said it was important or very important to enforce soil and water regulations, to provide natural resource-oriented land for environmental protection, and recreation, to provide technical assistance to landowners implementing conservation measures, and to provide County-level land use planning and zoning services. A majority also support the Glacial Heritage Area plan for connecting parks, natural areas, and communities.

Jefferson County respondents are less sure about the importance of County purchase of agricultural conservation easements and providing online land information for a fee. About the same number said agricultural easements are important or very important (39%) as said they are somewhat important or not important (36%). Despite a good deal of local coverage and discussion about conservation easements and a definition of agricultural conservation easements in the glossary of terms included with the questionnaire, 25% were unfamiliar with or had no opinion about the importance of this policy option.” With regard to providing online land records for a fee, only 29% said this is important or very important, while 41% said it is somewhat important or not important.

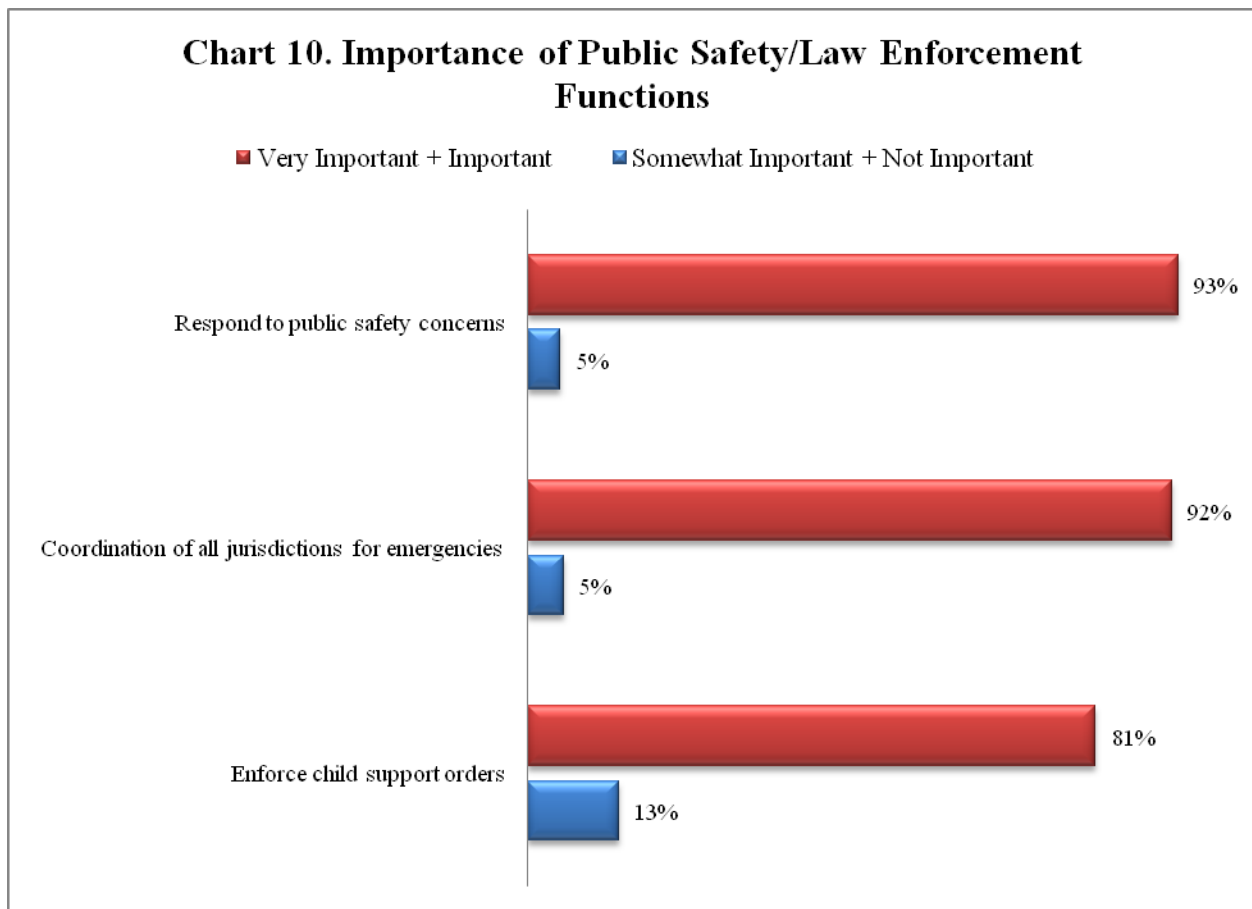


Among the demographic groups, women and households with under \$50,000 annual income were more likely to choose “unfamiliar/no opinion” regarding online land records. Women also

were more likely to choose the “unfamiliar/no opinion” response regarding technical assistance to landowners wanting to install conservation measures and regarding purchase of agricultural conservation easements.

Public Safety and Law Enforcement

When asked to rate three items related to public safety and law enforcement, Chart 10 shows very large majorities rated all four as “very important” or “important” (top bar). Unlike most services and operations included in the survey, more respondents rated these items as “very important” compared to those who rated them as “important.” As noted in Chart 8, Jefferson County residents said responding to public safety concerns and inter-jurisdictional coordination during emergencies/disasters were among the most important of the County’s services and functions. The percentage of “somewhat important” and “not important” responses (bottom bar) was very low for this group of questions.



There were no differences among the demographic groups.

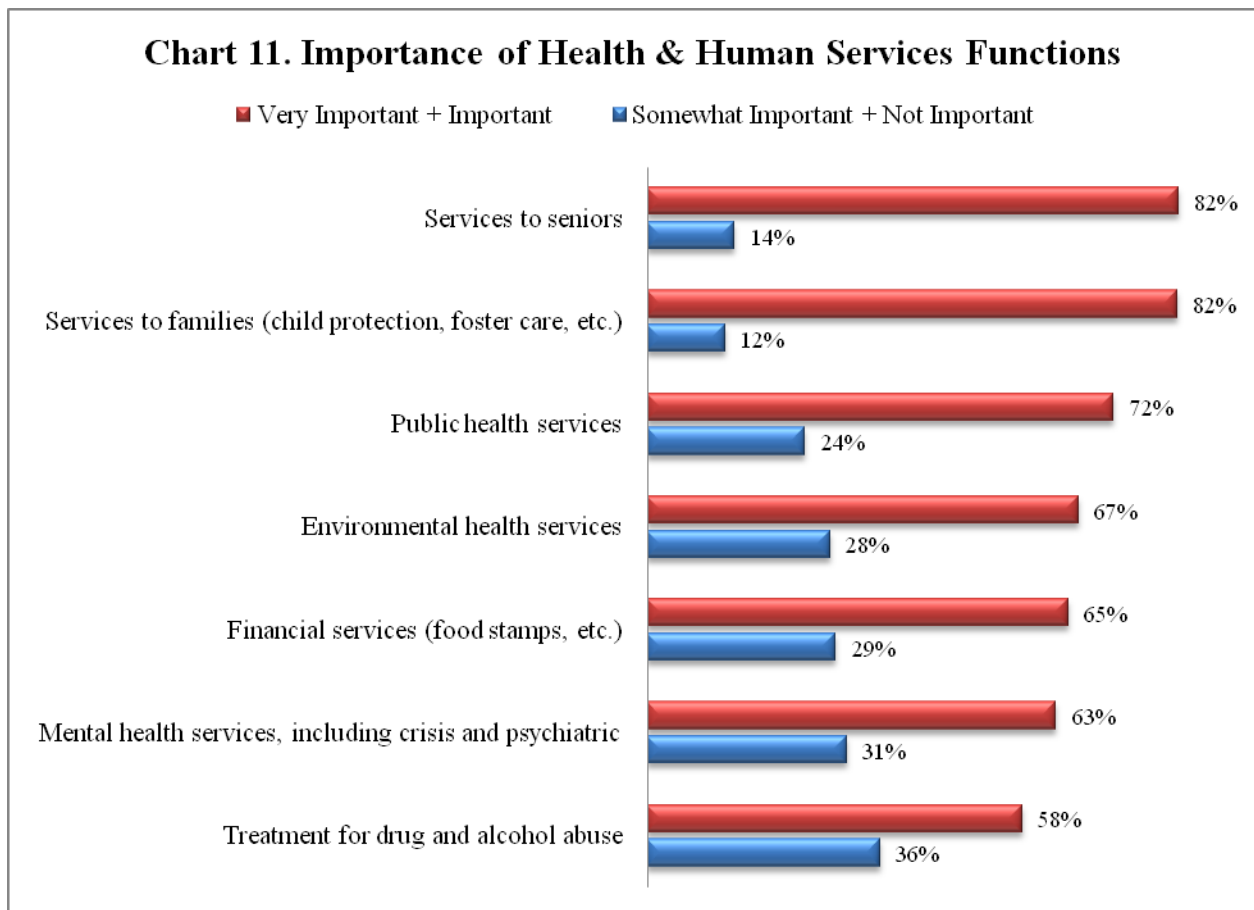
Human Services and Health

Jefferson County respondents were also asked to rate the importance of human services and health functions. As shown in Chart 11, services to seniors and services to families rated particularly high, with at least 80% of respondents rating these functions as “very important” or “important” (top bar). The combined percentages of “somewhat important” and “not important” are shown in the bottom bar.

Majorities ranging between 63% and 72% rated public health services, environmental health services, financial services, and mental health services “very important” or “important.”

A smaller majority (58%) also rated alcohol and drug treatment as “very important” or “important.”

Women, households under \$50,000 annual income, and renters, gave greater levels of importance to drug and alcohol treatment. Mental health treatment received higher importance ratings from women and renters. Renters also gave higher importance ratings to environmental health services.

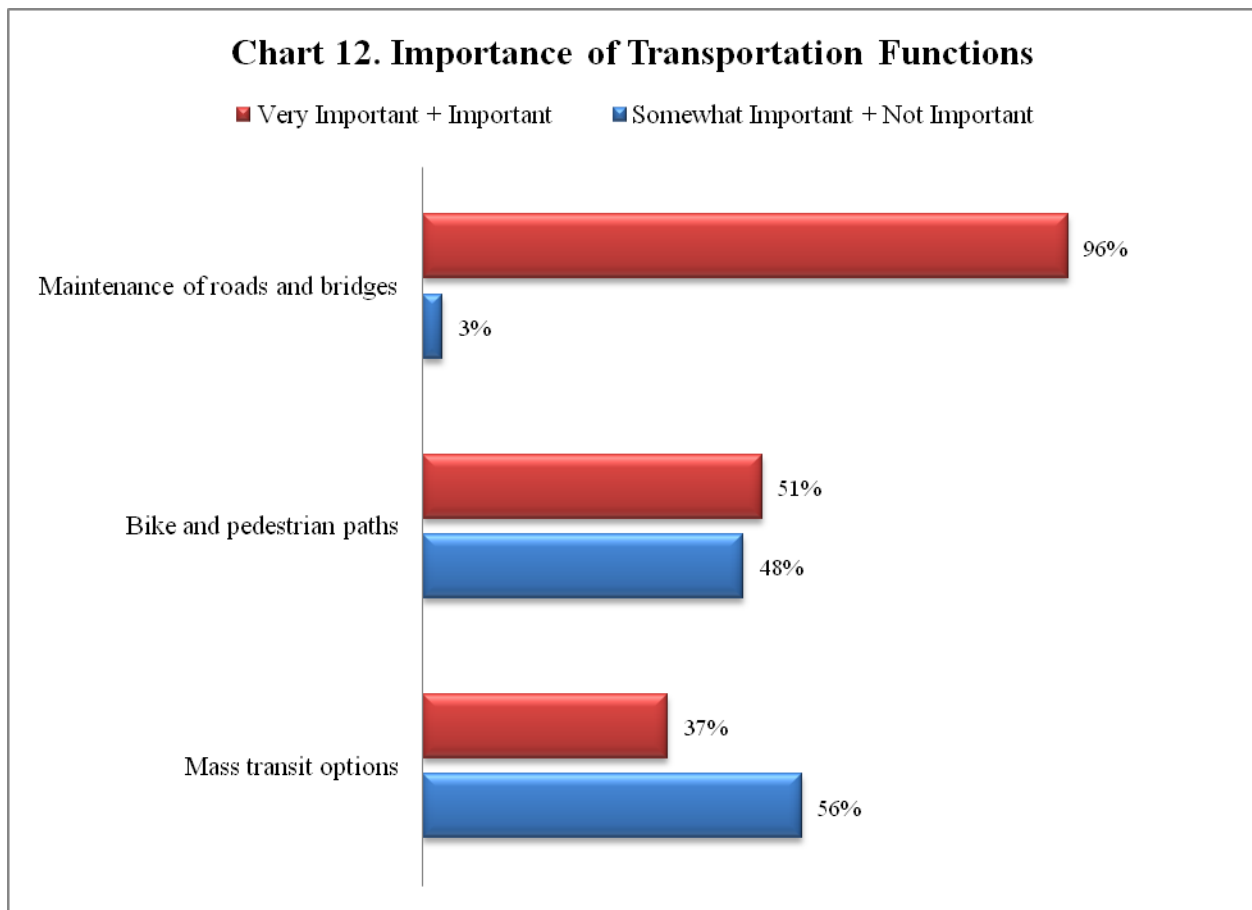


Transportation

The top bar of Chart 12 indicates that Jefferson County residents place particularly high importance on the maintenance of roads and bridges, and the largest portions (58%) included it in the “very important” category. Respondents were evenly split regarding the importance of bike and pedestrian paths, with 51% saying they are “important” or “very important.”

Mass transit options received noticeably lower importance ratings. A majority (56%) said it is “somewhat important” or “not important” (bottom bar), and 37% of respondents said this function is “important” or “very important.”

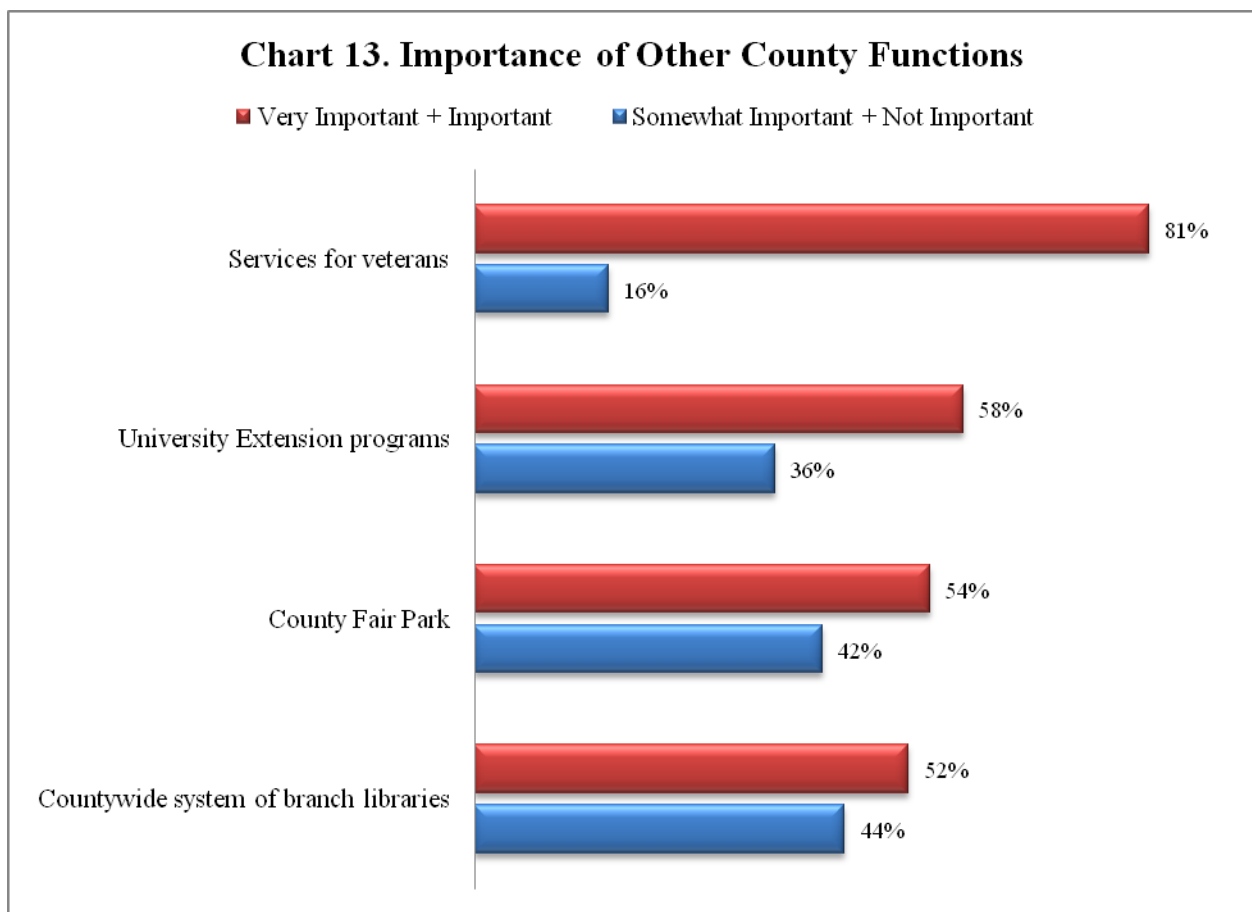
Among the demographic groups, the only notable difference was that women gave higher importance ratings for bike and pedestrian paths.



Other Services/Functions

The last section asked respondents to rate the importance of four items that did not fit into the previous categories. This group included support services to veterans, the countywide system of branch libraries, the County office of the University of Wisconsin – Extension, and the County Fair Park. The top bar of Chart 13 shows that majorities rated all four functions as “important” or “very important” and that services for veterans stood out at the top, with 81%. Smaller majorities of respondents, ranging from 52% to 58%, rated University Extension, County Fair Park, and the countywide system of branch libraries as “important” or “very important.” The percentage of “somewhat important” and “not important” responses is shown in the bottom bar.

Among the demographic groups, women and renters gave higher importance ratings to the countywide library system. Women also viewed the Fair Park as more important.



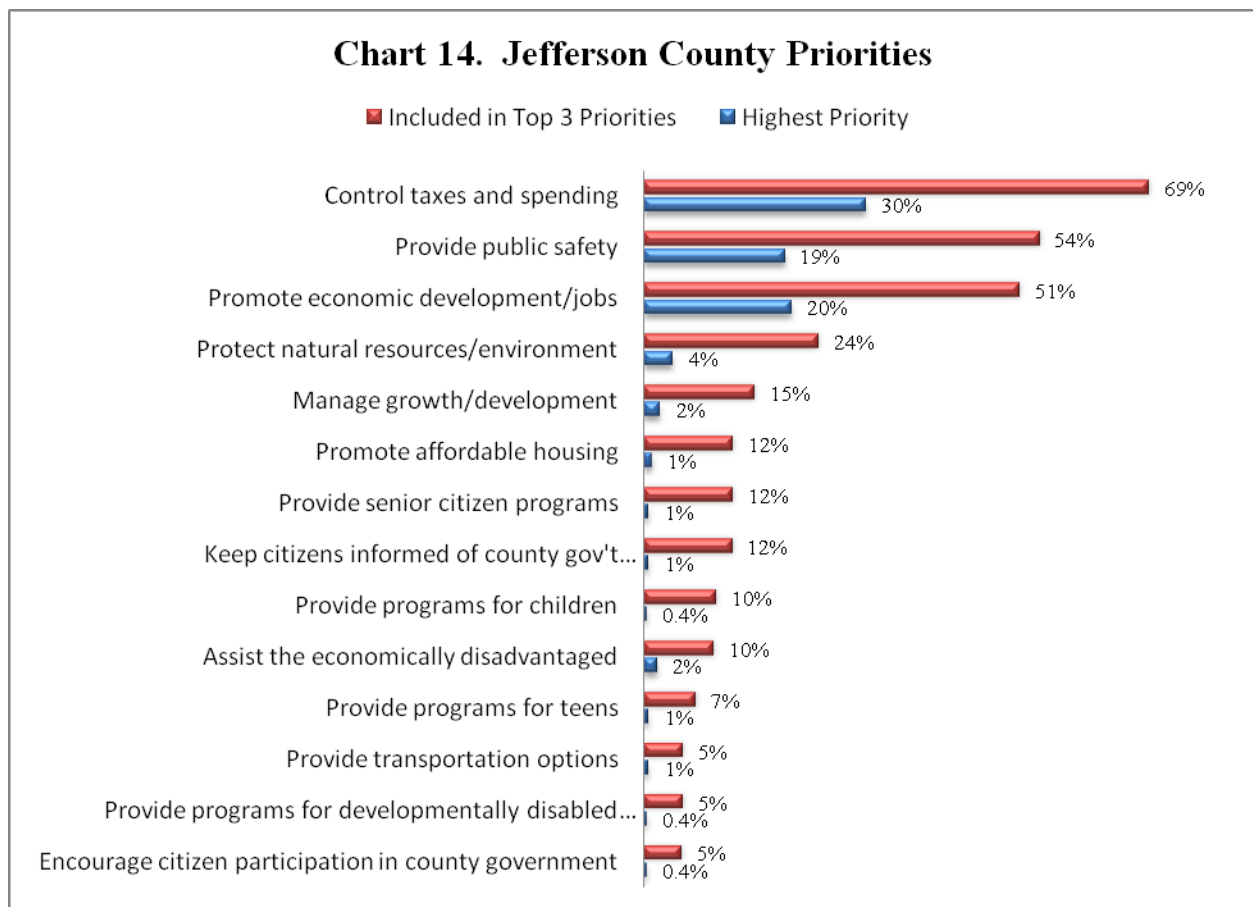
Overall Jefferson County Priorities

Respondents were presented a list of 14 potential priority actions for Jefferson County and asked to choose their top three priorities and then to identify their overall highest priority from the listed items. Chart 14 combines the results of both questions. The top bar indicates the percentage of respondents placing each action among their top three priorities, and the bottom bar shows the percentage of respondents choosing each action as their overall highest priority. The rank order of the preferred priorities is very similar, whether ranked by the percentage in the “top three” or by the percentage of “highest priority.”

Three priorities stood out at the top of the list from the remaining choices. Not surprisingly, controlling taxes and spending was the top-ranking priority; it was included among the top three priorities by 69% of respondents and chosen by 30% as their highest priority. (In other surveys conducted by the SRC, concern about taxes and spending is usually the top issue among respondents.)

Providing public safety and promoting economic development/jobs were in a statistical dead heat for second place among the top three priorities, with 54% and 51% respectively. They were the highest priority for about 20% of respondents. This result is somewhat surprising given the results shown in Chart 4, which indicates that residents of Jefferson County have relatively low levels of familiarity with the County’s public safety and economic development operations.

Protecting natural resources and the environment placed a distant fourth, with 24% including it in their top three priorities, and 4% choosing it as their highest priority.



Across the demographic groups the top three priorities were the same (taxes/spending, public safety, and economic development), but the rank order varied slightly. Among women, public safety was the top priority, and taxes/spending ranked second. Renters placed economic development at the top of their priorities and ranked taxes/spending as a distant third priority.

Jefferson County Vision Statements

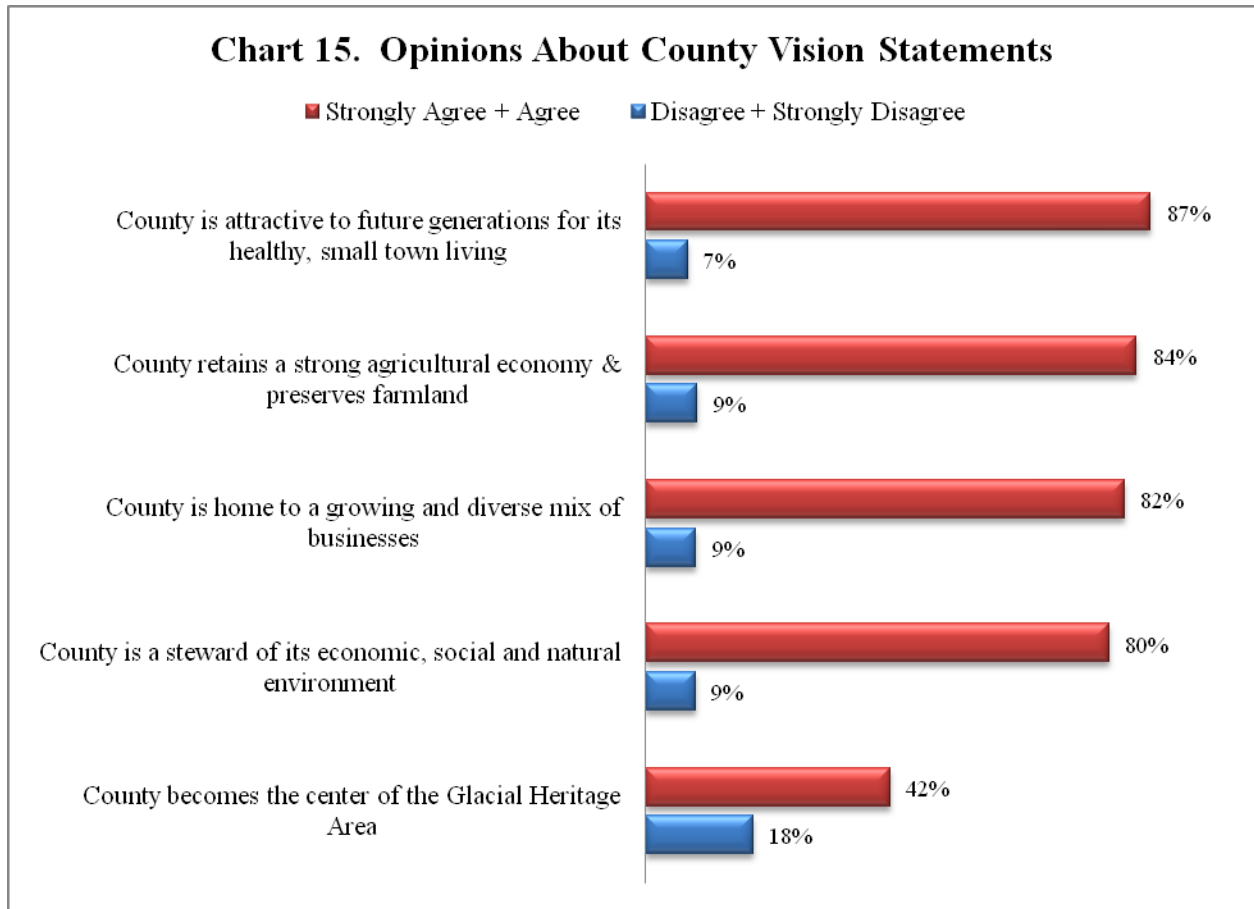
When asked their opinion regarding five vision statements for the future of Jefferson County, large majorities of respondents supported four of the five visions. As shown on the top bar of Chart 15, between 80% and 90% agreed or strongly agreed with the following vision statements:

- the County is attractive to future generations for its healthy, small town living;
- the County retains a strong agricultural economy & preserves farmland;
- the County is home to a growing and diverse mix of businesses; and
- the County is a steward of its economic, social, and natural environment.

Of particular interest among this group of questions is the relatively high percentage (39%) of “No Opinion” responses regarding whether the County should become the center of the Glacial Heritage Area. Among respondents who expressed an opinion, 67% said they “agreed” or “strongly agreed” with this vision statement. The high percentage of “no opinion” responses contrasts with the responses to a similar question about the Glacial Heritage Area plan that was asked earlier in the survey in which only 15% said they had no opinion (see Chart 9). Among respondents who expressed an opinion regarding this vision statement, 67% said they “agree” or “strongly agree,” which is nearly the same percentage as those who said they “agree” or “strongly agree” in the earlier question. The wording of the vision statement was slightly different from the earlier question and included the phrase that the County should become the “center” of the Glacial Heritage Area. It is unclear whether the 39% of respondents who said they had no opinion didn’t understand what it would mean for Jefferson County to become the “center” of the Glacial Heritage area or if they support the idea of the planning for the Glacier Heritage area (Chart 9) but don’t see this as a defining element of Jefferson County’s future.

Among the demographic groups, women were more likely to have “no opinion” regarding Jefferson County becoming the center of the Glacial Heritage Area.

Chart 15. Opinions About County Vision Statements



Additional Comments

Near the end of the survey, respondents were asked the following open-ended question, “Please add any comments that you would like considered that would enable Jefferson County to provide better service in the future.” The returned surveys included responses from 89 individuals. The SRC grouped the answers into broad topical categories. When a particular comment contained multiple topics, the comment was split among the appropriate categories, resulting in 128 comments. The results are summarized in Table 2. The complete list of responses is included in Appendix B.

Topic	Count	Percent
Economic Development/Jobs	22	17%
Taxes	19	15%
County Government Operations	17	13%
Transportation	14	11%
Parks/Recreation	11	9%
Community Programs	9	7%
Public Safety/Law Enforcement	9	7%
Planning/Zoning	8	6%
Education	6	5%
Natural Resources	3	2%
Housing	2	2%
Miscellaneous	8	6%
Total	128	100%

The most frequent topics were related to economic development (17%) and taxes (15%) and paralleled the two of the three priorities shown in Chart 15. The following quotes express the overall sentiment of these two concerns:

“The county needs to focus on getting and retaining decent paying jobs.”

“Please control spending. Property taxes in FA are vastly overpriced!”

The third most frequent topic focused on aspects of Jefferson County government (13%) and contained suggestions for cost-savings as well as requests to address specific concerns.

Comments related to transportation issues completed the list of those topics that received at least 10% of the comments. Several concerns were included among the comments, including road maintenance and the Highway 26 bypass.

Conclusions

The primary purpose of this survey was to gather public input for a strategic plan for Jefferson County government. The survey was also intended to determine citizens’ opinions about the County’s quality of life, their familiarity with County offices and officials, to assess the County residents’ perceived importance of various Jefferson county services and functions, and to gauge support for a set of vision statements for Jefferson County.

Majorities of Jefferson County residents view most County functions as “important,” but the highest importance ratings went to the basic government services of road maintenance, public safety, and emergency management. At the same time, residents are only modestly familiar with County operations and are also very concerned about the state of the economy, current taxes and spending. The overall low level of familiarity makes it difficult for residents to know how well their tax dollars are being spent. These findings suggest the need on-going diligence to ensure tax revenues are used effectively as well as a need to increase the connections between Jefferson County residents and their County government. The latter may be accomplished through information and education outreach efforts. In reviewing an earlier draft of this report, the Jefferson County Government Strategic Planning Steering Committee determined that “Education and Communication” is one of the most important strategic issues facing the County.

In terms of vision statements, there was fairly strong support for most elements that the Jefferson County strategic planning group has developed. Having broad support for the chosen path forward is important if that vision is to be realized.

The results of this survey should be seen as encouraging on a number of fronts. One important finding is that the residents who profess to know the most about what County government does, are more likely to agree that the services provided are a good value in terms of the taxes they pay. A second encouraging result is that citizens who have an opinion (suggesting they have some first-hand experience), tend to feel that County employees and elected officials treated them professionally and in an honest and trustworthy manner. This indicates that the county doesn’t have a significant burden of mistrust to overcome. Third, most people feel that Jefferson County has a high quality of life. Unfortunately, the factors that seem to detract from that assessment, the weak economy and the attendant shortage of jobs, are things over which the County has relatively limited control.

Appendix A – Non-response Bias Tests

Any survey has to be concerned with “non-response bias.” Non-response bias refers to a situation in which people who don’t return a questionnaire have opinions that are systematically different from the opinions of those who return their surveys. For example, suppose most non-respondents gave low ratings to the overall quality of life in Jefferson County (Question 1), whereas most of those who returned their questionnaires gave high ratings to the County’s quality of life. In this case, non-response bias would exist, and the raw results would overrate public’s opinion about the quality of life in the County.

The standard way to test for non-response bias is to compare the responses of those who return the first mailing of a questionnaire to those who return the second mailing. Those who return the second questionnaire are, in effect, a sample of non-respondents (to the first mailing), and we assume that they are representative of that group. In this survey, 328 people responded to the first mailing, and 122 responded to the second mailing.

We found only six variables with statistically significant differences between the mean responses of these two groups of respondents out of 110 tested. Table A1 indicates that even when statistical differences exist, the magnitude of this difference is very small and the interpretation of the results is not affected. **The Survey Research Center (SRC) concludes that there is no evidence that non-response bias is a concern for this sample.**

Table A1 – Statistically Significant Differences Between Responses of First and Second Mailings

Variable	Statistical Significance	Mean First Mailing	Mean Second Mailing
15. Provide Clean Sweep collection programs	.050	1.77	1.97
20. Glacial Heritage Area plan	.020	2.57	2.89
24. Services to families	.044	2.01	1.78
29. Treatment for drug and alcohol abuse	.036	2.47	2.21
30. Mental health services	.028	2.42	2.16
42. Land Information/Surveyor	.040	.15	.07

Appendix B – Written responses

Question 38. “Other” priorities (12 responses)

- Education.
- Have better streets there all very rough.
- Help Vets.
- Keep bars and restaurants open.
- Lost health care countryside.
- Protect landowners from mining damage and devaluation of property caused by mining - Jeff. Co. should challenge vague laws.
- Provide play areas.
- Provide services to families.
- Restrict home development on farm land.
- Service for veterans.
- Stop prejudice in court/jails better officers and judges/some that follow the law.
- Tax breaks.

Question 41. Additional Comments (128 comments)

Economic Development and Jobs (22 comments)

- A more proactive attitude towards the promotion of business expansion would help draw jobs.
- Assistance in drawing skilled labor to the area would help the existing manufacturing sector to grow.
- Bring jobs to the area (good ones).
- Economic Development.
- Get real! We need real jobs!
- I believe it is very important to provide jobs for everyone.
- I strongly believe they are running business out of this county to make Retirement City, USA. The city I live in has lost a lot of businesses over the past 15 years and has not replaced anything.
- Job creation.
- Job growth has the widest impact on the county. Focus on jobs and everything else will come much easier! Not govt/county/tax payer growth, but manufacturing/small business real growth.
- Lake Mills needs to expand businesses without repeating existing. i.e. Added another cell store, sub store, haircutting place, and hardware store. In less than 1 year hardware store that was here closed.
- Living in the city of Jefferson-there needs to be more jobs created.
- More appealing businesses, restaurants, etc. need to be brought in.
- Most jobs in this area do not pay well enough for the high prices of renting.
- Please do not allow the county to become a big-box store/strip mall eyesore, such as is happening in other areas of the state. Poor-paying retail jobs should not outweigh our small-town economies and natural beauty.
- The county needs to focus on getting and retaining decent paying jobs.
- The future of the county is jobs! jobs! jobs! Not environment.
- This county is a joke when it comes to jobs.
- We did not need Wal-Mart.
- We do not need a river walk or to give tons of money to [DELETED] for a bar.
- We need a reason for a business to come here.

- We need people in our government to seek out businesses to come here, not people who say "No".
- Wonder if it is even possible to keep a ag. economy with no profit possible in farming (no. B above) old farmers dying off and young going elsewhere.

Taxes (19 comments)

- Less Taxes. (2 x)
- Be fiscally responsible to keep property in control-Wisconsin residents are taxed enough in all areas!
- Control spending to keep taxes in check.
- Decrease the county's reliance on the property tax by increasing use of the sales tax and a county income tax.
- Do not want to live here any longer being retired on fixed income and my largest investment being devalued. I get to pay high taxes on an investment I may not even be able to sell due to disclosure of blast damage. Jefferson Co. is not for the "little guy." But be sure you pay your taxes on time.
- I don't appreciate my '05 sales tax supporting the fair grounds. This tax was for the jail in 1994.
- I think the property tax should show what is for county taxes, city taxes, and school taxes.
- Less government, less taxes. Let's get back to the basics-Law Enforcement & Infrastructure.
- Living on a fixed income, it's a challenge to make ends meet and with the taxes continually going up (new high school) it is more than we can handle.
- Lower property taxes would increase home buying. Lower taxes.
- Please control spending. Property taxes in FA are vastly overpriced!
- Replace all taxes destroyed by the ugly bypass.
- School taxes should be based on income.
- Taxes are way too high.
- Taxpayers financing lifelong provisions for criminals is ridiculous; do away with 'em!
- The county needs to open job opportunities, lower taxes and give senior citizens a reprieve from taxes and social living.
- The tax cuts for the upper class makes it harder for the middle class on down.

County Government Operations (17 comments)

- County Board needs to have a better picture of economy in this county.
- Cut county board members by 2/3.
- Cut the size of the county board.
- Elected officials should be more responsive to the voting people's needs and desires.
- For the most part, I think the county does a fine job but wish the Senators would stop with the war words and help the middle class on down. It's hard to survive when costs keep going up and a person has losses in income.
- Haven't had any contact with Jefferson Cty offices except nurse and pay taxes. County board could be reduced-Don't need that many people to run the county.
- I don't support something that doesn't support our country, we have to get rid of the old farmers on the county board and make people understand that this county has become business and residential not save the land people, or for the bicycle people.
- I would like to eliminate duplication of services where cities have strong structure.
- Make fire and EMS under 1 roof and run under city government. Fire and EMS under one roof running together like Milwaukee and Madison do and other big cities.
- Maybe parks and highway dept. should merge. They would become more efficient.
- Previous elected officials did a great job-the new crew will lead us a stray if were not careful.

- Reduce benefits for county board members...too much stagnation and old thinking brought about by members with too much tenure.
- This is the worst county in the nation for anything. We should impeach the county government.
- Townships gov. should combine and share equipment and resources - 2 or 3 or more townships should be combined together to save money, etc.
- Until that happens the board needs to stop spending money on luxury items and maintain the core items.
- We are the County Seat & there is nothing to help future generations. I believe the city & county need to work together to fix this.
- Why are the further out towns not such a priority to the county? Always last at everything.

Transportation (14 comments)

- Also, make sure the roads including 106 get cleared properly in winter.
- Consent to plow all cities & roads at the same level. Rail Road maintain the same through the county by fixing poor crossings.
- County must maintain your roads at a reasonable cost though its employees not contracting equipment or work.
- Do not allow those ugly power lines along nice rustic roads. They took the beauty from Newville Rd. (Destroyed it) Cut thousands of trees. Should have went along Hwy 89-between Waterloo and Lake Mills We will be sad about that till the day we die.
- Fixing small/outdated water/sewer lines under roads.
- Hwy 26 bypass north of Ebenezer Road has those 4 billboards. It sure does not look nice - it looks cheap and disgraces the rural landscape that Jefferson Co. has. Please pass legislation to prohibit this from happening in other scenic areas.
- Job out road paving- that is the most inefficient process I have ever seen, a private contractor can do it faster and cheaper.
- Less highways, bypasses, 4-lane roads and public lands - we have enough!!
- Road maintenance.
- The county does a poor job of maintaining roads on the fringes of the county and does a poor job of controlling storm water and maintaining culverts and ditches.
- They Hwy 26 bypass will allow the people from out of this area to escape as fast as they can. We will get sucked up by Waukesha and Dane County.
- Towns and cities inter-transportation.
- Transportation: restore railroads instead of permanent destruction of bypass!
- We did not need the bypass.

Parks and Recreation (11 comments)

- Additional parks services should be put on hold. Very few of the parks have more than a few users.
- ATV Trail System.
- Be able to purchase seasonal launch passes.
- Bring recreation to the area. Too much focus on bikes!
- I think the county spends too much money on parks and recreation., including fair park.
- Need county parks for camping, horseback trails, ATV trails, and other recreational uses.
- No more dog parks.
- People are the priority in an economic downturn, not bike trails and parks.
- Thank you for addressing the connecting of parks and preserving our parks/environment. It should be easier for anyone to find out what a house sold for, taxes paid, etc. This information should be free and made available via the internet.

- We could use some ATV trails. We have more ATV's licensed than we do snow mobiles.
- Would like to see the public hunting and lakes more protected and more accessible to those who use them. The map would help a great deal so you don't have to ask people who live by them. These people get very mad and rude.

Community Programs (9 comments)

- As for an energy assistance programs, Jefferson County has a good assist. But Lake Mills wants to do their own and it is not as good as Jefferson County. Actually it sucks!
- Concentrate on programs and services we already have to make the best use of them and communicate more effectively to the state government.
- Continue with Birth to 2 program-excellent speech therapist-Lisa.
- Do less for illegal aliens. Focus aid/assistance on legal residents.
- Have more services for families with disabled children. Have more help finding a missing parent for child support. Should have detectives assigned to do this. Lots of \$ lost. Please help.
- Human services is underfunded and under staffed during a time when they are needed most.
- Provide programs for teens.
- Repeat information on available programs as some no longer need them but the next person may and not know it's available through county offices.
- With the social work/school background, I would like to see more activities available to children/teens in this area. Maybe a YMCA or something.

Pubic Safety, Law Enforcement, and Courts (9 comments)

- Concerned about growing Hispanic Community and how it has made our town unsafe.
- I have lived in Jefferson County all my life and am very concerned with the crime and gangs that is going on in the recent years.
- Increased public safety efforts.
- Jefferson County Family Courts are gender biased when it comes to child support orders. They will enforce a father to maintain two jobs to ensure child's lifestyle, but when mothers are ordered to pay child support when physical placement is awarded and given to the father they take a blind eye, because it might effect visitation with mother. Did or do they think of that when it comes to the fathers' visitation? No! Just ask Judge [UNREADABLE].
- Jefferson county has a reputation of prejudice by our courts-the judges and officers fail to follow the law. They favor sides both sexually by gender and political alliances.
- Keep drugs out of our communities by offering alternative solutions to our children.
- Stricter law enforcement. Too many traffic violations are going unnoticed. Bicycle and Automobile.
- The county does not enforce child support orders. They give way too many chances. My ex-husband owes me \$40,000. How can this happen. Much needed improvement in this area!!
- When state legis. fast track state budget and pass laws that in effect remove due process from town and county. Zoning issues, Wis Stat84.06 for example. County should bring before court to have ruling on vague issues such as what borrow site and aggregate mining are defined. Not leave it to Jeff. Co. taxpayer, homeowner, and damaged party to do after the fact. I no longer have faith in Jeff. Co.

Planning and Zoning (8 comments)

- Allow flexible zoning and variances so that un-farmable property may be split off for a rural residence. It cost the same money to plow past one house per mile of roadway as it does 5 houses. The difference is 4 times more tax money to fix the road.
- I strongly disagree with Jefferson County planning and zoning policies.

- I would like to sell an adjoining 2nd farm that I own. Both farms have property on both sides of the road. I was told I can only sell property on one or the other side of the road, but not each individual farm because they are adjoining property. If this is true, it's a stupid rule which the zoning department (or other parties involved) needs to revise.
- It up and sells the one thing needful to the elder people, the county home. This is after they spent big bucks rebuilding it 4 or 5 years ago. DUMB!
- Stop taking farm lands away for development. Keep us "small town living."
- The county zoning plan is bias and needs to be reworted. They do not support the business owners or farmers.
- The county's position midway between Milwaukee & Madison makes it imperative that the county face up to the inevitable and make a controlled transition to a multi-faceted semi urban area.
- Very disappointed in County to get flood damaged property turned down!

Education (6 comments)

- Educate!! All levels-all people-all the time.
- I also think that it is everybody's responsibility to give children the tools to succeed in the future.
- I would also like to see more businesses/schools utilize UW-Whitewater students. Set up a lunch buddy program, use them for marketing, events, etc. The students love to be active.
- Jefferson County is lacking in its funding for education.
- Need to promote education more. Very little is said about education. To a large extent, higher levels of education drive economic development.
- Schools: as much effort and money for music and the arts as for sports!

Natural Resources and Environment (3 comments)

- Attention to the increasing problem of erosion along the Rock River from motor boats.
- Please fix the dike in Princes Point Wildlife Area. I've asked many times still nothing has been done. It's been 1 year. Also, there are culverts being left open and are draining water. Where was once an amazing habitat for duck and water fowl has gone to waste. And now no reason to even try to hunt in it. One dump truck load is all it would take to fill in the breech in the dike. Please do something. It's one of the top marshes in Wisconsin.
- Provide some trees in new developed areas.

Housing (2 comments)

- Affordable housing.
- One of my biggest concerns is not enough affordable housing. There are so many single people and single mothers with children who can't find decent affordable housing.

Miscellaneous (8 comments)

- Get a better website. Many of us do not get a paper to keep track of happenings in Jeff. Co.
- Need more community involvement, fairs, fundraisers, festivals, to raise money for our town. They only do Weiner/Kraut and that's it! Roads are poor, businesses are failing, the town itself is unappealing.
- None.
- Stronger focus on quality of life.
- The county needs for options for high speed internet connectivity. Let's be a leader in the state for internet accessibility. Thank You.
- The enforcement of handicapped accessible businesses. Several in Fort Atkinson are not.
- The only thing Waterloo seems to care about is their carousel.

- Too much to do, too little money.
- We should have a humane law enforcement agency for all the abandoned animals and abused animals.

Question 44. “Other” responses.(9 responses)

- Disabled. (7x)
- Retired but working.
- Student.

Question 51. ZIP code frequencies

ZIP	Count	ZIP	Count
53538	107	53066	8
53094	101	53190	8
53549	58	53534	2
53551	42	53037	1
53594	28	53098	1
53178	19	53118	1
53038	16	53211	1
53036	12	53705	1
53137	12	60056	1
53523	11	61011	1
53156	10		

Appendix C – Quantitative Summary of Responses by Question

Jefferson County Citizen Survey – 2010

****GENDER WEIGHTED****

Using blue or black ink, please fill the circle that most closely matches your response on the following:

Please fill the circle: Like this: ● Not like this: ✓ ✗ ⓪

QUALITY OF LIFE

How would you rate Jefferson County in terms of:	Excellent	Good	Fair	Poor	No Opinion
1. Overall quality of life?	16%	71%	12%	2%	0%
2. A place to raise children?	21%	63%	11%	1%	4%
3. A place to work?	7%	37%	36%	13%	7%
4. A place to do business?	6%	40%	39%	8%	7%
5. Recreational opportunities?	10%	50%	32%	7%	1%
6. A place to retire?	11%	38%	29%	15%	6%
7. The economy?	1%	19%	54%	23%	3%

JEFFERSON COUNTY GOVERNMENT

	Very Familiar	Familiar	Somewhat Familiar	Unfamiliar
8. How familiar are you with County government offices/services in Jefferson County?	7%	21%	54%	18%

9. Thinking about your dealings with Jefferson County government offices and elected officials, do you feel that:	Strongly Agree	Agree	Disagree	Strongly Disagree	No Opinion
a. You were treated respectfully?	8%	63%	6%	2%	20%
b. You were treated fairly?	8%	59%	9%	3%	22%
c. The County was responsive to your questions/concerns?	5%	52%	10%	3%	29%
d. Your questions/concerns were handled efficiently?	5%	51%	11%	3%	30%
e. Your input was welcomed?	5%	40%	12%	4%	38%
f. The County communicated with you effectively?	5%	51%	11%	2%	31%
g. County workers/officials were accessible (by phone or in-person)?	8%	58%	8%	2%	25%
h. County workers are well-trained for their jobs?	8%	50%	7%	2%	33%
i. County workers act in an honest and trustworthy manner?	9%	55%	5%	2%	29%
j. County elected officials act in an honest and trustworthy manner?	5%	45%	10%	2%	37%
k. The County is willing to innovate/approach things differently?	2%	31%	17%	5%	44%

How would you rate Jefferson County in terms of:	Excellent	Good	Fair	Poor	No Opinion
10. The value of County government services compared to the taxes paid to the County?	2%	29%	43%	13%	13%

11. What are the **TWO BEST** ways for the County to inform you of important issues and decisions? Mark ● two only.

Direct Mailings	Radio	Local Newspaper	Newsletters	County Website	Email	Local Access Cable TV	Social Networks (e.g. Facebook)
60%	11%	55%	32%	13%	15%	8%	1%

PRIORITY OF JEFFERSON COUNTY SERVICES/OPERATIONS

How important are County Gov't natural resource/environmental functions:	Very Important	Important	Somewhat Important	Not Important	Unfamiliar/No Opinion
12. Provide land records on-line for a fee	7%	22%	25%	16%	30%
13. Enforce soil and water protection rules and regulations	30%	37%	18%	2%	12%
14. Provide <i>technical assistance</i> to land owners implementing soil and water protection measures (see glossary)	19%	43%	16%	5%	17%
15. Provide Clean Sweep (hazardous waste collection) programs	45%	38%	10%	2%	5%
16. Manage ground & surface water quality	41%	41%	9%	2%	7%
17. County purchase of <i>agricultural conservation easements</i> (see glossary)	11%	28%	25%	11%	25%
18. County-level land use, planning and zoning	16%	42%	24%	5%	12%
19. Provide <i>natural resource-oriented land</i> for environmental protection, public health and recreation (see glossary)	25%	40%	18%	7%	11%
20. The Glacial Heritage Area plan of connecting our parks, natural areas, and communities	20%	34%	22%	9%	15%
How important are County Gov't public safety/law enforcement functions:	Very Important	Important	Somewhat Important	Not Important	Unfamiliar/No Opinion
21. Respond to public safety concerns	58%	35%	4%	1%	2%
22. Enforce child support orders	43%	38%	11%	2%	6%
23. Coordination of all jurisdictions (city, town, state) to disasters and emergencies	56%	36%	4%	1%	3%
How important are County Gov't human services/health functions:	Very Important	Important	Somewhat Important	Not Important	Unfamiliar/No Opinion
24. Services to families (child protection, foster care, delinquency services, etc.)	44%	38%	10%	2%	6%
25. Services to seniors (nutrition, transportation, socialization, benefits counseling, educational experiences, etc.)	44%	39%	12%	2%	4%
26. Financial services (medical assistance, food stamps, child care subsidies, etc.)	33%	32%	22%	7%	5%
27. Public health services (vaccinations, home visits, etc.)	34%	38%	21%	3%	3%
28. Environmental health services (health inspections, human hazards, etc.)	30%	37%	25%	4%	5%
29. Treatment for drug and alcohol abuse	29%	29%	28%	9%	6%
30. Mental health services, including crisis and psychiatric services	29%	35%	23%	8%	6%
How important are County Gov't transportation functions:	Very Important	Important	Somewhat Important	Not Important	Unfamiliar/No Opinion
31. Maintenance of roads and bridges	58%	38%	3%	0%	1%
32. Bike and pedestrian paths	20%	30%	34%	14%	2%
33. Mass transit options	14%	22%	26%	31%	7%

How important are other County Gov't functions:	Very Important	Important	Somewhat Important	Not Important	Unfamiliar/No Opinion
34. A countywide system of branch libraries	18%	34%	30%	14%	4%
35. University Extension programs (Ag., Family Development, 4-H/ Youth, Nutrition, and Community Development)	18%	40%	30%	6%	6%
36. Services for veterans	39%	42%	12%	4%	3%
37. County Fair Park	17%	38%	31%	11%	4%

JEFFERSON COUNTY PRIORITIES

38. From the following list, a – o, mark what you feel should be the **THREE** most important priorities for Jefferson County government. Mark • three only.

- | | |
|--|---|
| 10% a. Assist the economically disadvantaged | 69% i. Control taxes and spending |
| 51% b. Promote economic development/jobs | 7% j. Provide programs for teens |
| 5% c. Provide transportation options | 12% k. Keep citizens informed of county government decisions/programs |
| 15% d. Manage growth/development (land use) | 5% l. Encourage citizen participation in county government |
| 12% e. Promote affordable housing | 10% m. Provide programs for children |
| 24% f. Protect natural resources/environment | 5% n. Provide programs for developmentally disabled persons |
| 12% g. Provide senior citizen programs | 3% o. Other, specify <u>See Appendix B</u> |
| 54% h. Provide public safety (e.g. sheriff, emergency management, public health) | |

39. From the preceding list, a – o, write the **LETTER** of the **HIGHEST PRIORITY** for Jefferson County government. → _____
Please write one letter only.

- | | |
|--|--|
| 2% a. Assist the economically disadvantaged | 36% i. Control taxes and spending |
| 24% b. Promote economic development/jobs | 1% j. Provide programs for teens |
| 1% c. Provide transportation options | 1% k. Keep citizens informed of county government decisions/programs |
| 3% d. Manage growth/development (land use) | 1% l. Encourage citizen participation in county government |
| 1% e. Promote affordable housing | 1% m. Provide programs for children |
| 5% f. Protect natural resources/environment | 1% n. Provide programs for developmentally disabled persons |
| 1% g. Provide senior citizen programs | 1% o. Other, specify <u>See Appendix B</u> |
| 23% h. Provide public safety (e.g. sheriff, emergency management, public health) | |

40. Please indicate the degree to which you agree with the following vision statements of Jefferson County's future.

	Strongly Agree	Agree	Disagree	Strongly Disagree	No Opinion
a. The County becomes the center of the Glacial Heritage Area	6%	36%	13%	5%	39%
b. The County retains a strong ag. economy & preserves farmland	28%	56%	7%	2%	7%
c. The County is home to a growing and diverse mix of businesses	26%	57%	7%	1%	9%
d. The County is attractive to future generations because of its healthy, small town living	29%	57%	5%	2%	6%
e. The County is a steward of its economic, social and natural environment	27%	53%	7%	2%	12%

ADDITIONAL COMMENTS

41. Please add any comments that you would like considered that would enable Jefferson County to provide better service in the future.

See Appendix B

42. With which of the following are you familiar? Mark • all that apply.

22%	Board of Supervisors	19%	District Attorney	15%	Human Resources (Personnel)	38%	Sheriff
18%	Child Support	7%	Economic Development	31%	Human Services	13%	Treasurer
40%	Clerk of Courts	12%	Emergency Mgmt.	15%	Land Conservation	17%	UW-Extension
7%	County Administrator	36%	Fair Park	12%	Land Info/Surveyor	14%	Veterans Services
10%	County Attorney	26%	Health Dept.	40%	Parks	23%	Zoning/Planning
28%	County Clerk	32%	Highway Dept.	32%	Register of Deeds		

DEMOGRAPHICS

	Gender		→	Age					
	Male	Female		18-24	25-34	35-44	45-54	55-64	65+
42. Gender	49%	51%	43. Age	2%	10%	18%	21%	21%	28%

44. Employment Status	Employed full-time	Self-employed	Employed part-time	Unemployed	Retired	Other:	<u>See Appendix B</u>
	44%	11%	6%	7%	30%	3%	

45. Number of children (under 18) in household	0	1	2	3	4	5+
	68%	12%	13%	5%	2%	0%

46. Highest level of Education	Less than high school	High school diploma	Some college/tech	Tech college graduate	Bachelor's degree	Graduate or professional degree
	4%	27%	25%	12%	20%	12%

47. Residential Status	Own (Year-round resident)	Rent (Year-round resident)	Seasonal/part-time resident
	85%	14%	1%

48. If a year-round resident, how many years have you lived in Jefferson County?

0 to 10 years	11 to 20 years	Over 20 years	Not applicable (seasonal/part-time resident)
23%	18%	58%	<1%

49. Is your primary residence in Jefferson County located in a:

City	Village	Town
56%	8%	36%

50. Annual Household Income Range	Less than \$15,000	\$15,000 - \$24,999	\$25,000 - \$49,999	\$50,000 - \$74,999	\$75,000 - \$99,999	\$100,000 or more
	9%	14%	28%	22%	15%	13%

51. What is the Zip Code of your primary residence? See Appendix B