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TECHNICAL REPORT  
NUMBER 13

A SURVEY OF PUBLIC OPINION IN  
SOUTHEASTERN WISCONSIN—1972

Prepared by the  
Southeastern Wisconsin Regional Planning Commission

P. O. Box 769  
Old Courthouse  
916 N. East Avenue  
Waukesha, Wisconsin  
53186

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## STATEMENT OF THE EXECUTIVE DIRECTOR

Since its creation in 1960, the Southeastern Wisconsin Regional Planning Commission has continued to seek the active participation of private citizens in the regional planning effort. Among the avenues provided for such citizen participation are: the use of an extensive advisory committee structure within which private citizen members have an important role; the conduct of formal public hearings preceded by informational meetings, both of which provide for the expression of private citizen opinion; and, indeed, the Commission itself, whose composition includes private citizen members. Very importantly, however, citizen participation has also included the collective citizen response to special personal opinion surveys conducted by the Commission in 1963 and 1972 in order to ascertain some measure of public values and preferences concerning problems to be addressed in the regional planning effort.

There exists, however, a division of professional opinion concerning the value of attitudinal, as opposed to behavioral surveys, and the usefulness of attitudinal surveys as a means of achieving private citizen participation. Some hold that the behavior of people provides the best measure of what people want to do, since behavior is predicated upon practical constraints, including costs, which operate to influence choices. Others hold that the best measure of public attitudes and preferences is obtained by directly asking people about them, since the behavior of these people may be unjustly constrained by such factors as poverty, unequal opportunity, and other forms of discrimination.

In its approach to regional planning, the Commission has attempted to employ both kinds of social surveys. The origin-destination surveys conducted under the regional travel inventories are, in effect, behavioral surveys to measure the actual travel habits and patterns of residents of the Region, and by repeating these surveys, a time series of data is obtained to measure the changes occurring in such habits and pattern. The personal opinion surveys conducted by the Commission are, on the other hand, attitudinal surveys which directly question residents of the Region about their preferences concerning various aspects of existing and possible future transportation, housing, and recreational facilities and services.

Specifically, a threefold purpose existed for the conduct of the personal opinion survey. First, it is highly desirable to obtain, to the extent practicable, current measures of opinions, attitudes, and preferences held by the public at large relating to those major problems and issues to which plans are to be addressed. The need to be able to make opinions held by the public at large known to those who make major decisions directly affecting the lives and circumstances of the public appears obvious. Second, it is important in the reappraisal of the SEWRPC-adopted regional land use and transportation plans to identify and to assess any significant change in public opinions which have occurred since the plans were first prepared, particularly in such matters as residential locational preferences and choice of travel mode. Third, the consideration of private citizen opinions obtained in the personal opinion surveys is an important way of increasing public participation in the formulation and implementation of regional planning goals and objectives, particularly when such goals and objectives imply values held by a majority of residents of the Region.

This report presents the findings of the attitudes of the population residing within southeastern Wisconsin. Plans prepared in response to problem areas and issues will reflect, in part, the expression of attitudes represented on these matters as documented herein.

Respectfully submitted,



Kurt W. Bauer  
Executive Director

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## Chapter I

### INTRODUCTION

In January 1972, the Southeastern Wisconsin Regional Planning Commission undertook, as a part of its continuing land use-transportation planning effort, a new major regional inventory of travel for the seven-county Region. The new inventory, which was more comprehensive and detailed than the initial regional travel inventory of 1963, was made necessary by the massive changes which have occurred within the Region since 1963 in travel patterns, transportation facilities and services, and the location and intensity of land use development.

The new SEWRPC regional inventory of travel consisted not only of the four major origin-destination surveys which usually comprise a comprehensive inventory of travel as in the case of the SEWRPC 1963 regional travel inventory, namely, a: 1) home interview survey, 2) truck and taxi survey, 3) external cordon survey, and 4) screenline count and classification survey; but also of six other special origin-destination surveys relating to 5) interregional bus, rail, and carferry travel habits; 6) mass transit user travel habits; 7) mass transit nonuser travel habits; 8) weekend travel habits; 9) employee travel habits at major employment centers; and 10) goods movement.

As an integral part of the 1972 home interview survey, information was obtained from a subsample of households on their opinions, preferences, and attitudes concerning certain aspects of existing and possible future public and private transportation facilities and services; housing facilities and services; and outdoor recreation activities, facilities, and services.

This report deals with the findings of this personal opinion survey and with comparisons, where possible, to the findings of a similar, although less comprehensive, personal opinion survey conducted by the Commission in 1963.

It should be noted that the SEWRPC public opinion survey was conducted prior to common knowledge of the worldwide energy crisis. It is difficult, of course, to assess how public attitudes would differ if the survey had been conducted after the apparent crisis emerged. It may be anticipated, however, that if the crisis is protracted over a period of several years, public attitudes concerning rural versus urban living, private versus public transportation, and the amounts and kinds of travel deemed necessary or desirable could differ somewhat from the survey findings. In this respect it should be noted that the impact of motor fuel availability on public attitudes may also be quite different if any long-term scarcities in supply are reflected solely through higher prices than if such scarcities are reflected in governmental action to ration or allocate fuel. If, on the other hand, the crisis is short-lived, the differences in attitudes from survey findings might be anticipated to be relatively minor. Clearly this is an area which will require consideration under the continuing regional land use-transportation planning effort.

#### PURPOSE OF THE PUBLIC OPINION SURVEY

Planning is a rational process for formulating and meeting objectives. Because the formulation of objectives involves a formal definition of a desirable physical system by listing, in effect, the broad needs which the system aims to satisfy, the objectives implicitly reflect an underlying value system. Thus, every physical development plan is accompanied by its own unique value system. The diverse nature of value systems in a complex urban society complicates the process of formulating objectives and makes it one of the most difficult tasks of the planning process. This difficulty relates in part to the lack of a clear basis for choice between value systems and in part to the reluctance of elected public officials to make an explicit choice of ultimate objectives. Yet, it is much more important to choose the "right" objectives than the "right" plan. To choose the wrong objectives is to solve the wrong problem; to choose a wrong plan is merely to choose a less efficient way for achieving the agreed-upon objectives.

Objectives cannot be intelligently chosen without knowledge of the causal relationships existing between objectives and means. This suggests that the objectives are best formulated by people with prior knowledge of the social, economic, and technical means of achieving the objectives, as well as of the underlying value systems. Recently it has become popular to involve citizens at large in this goal formulation process. Even so, it must be recognized that the objectives may change as a selection is attempted from among alternative means or plans; and the formulation of objectives must proceed hand in hand with plan design and plan implementation as a part of a continuing planning process.

Because objectives are so intimately related to community value systems, citizen participation in goal formulation and, therefore, in plan preparation is highly desirable. The Regional Planning Commission has since its creation in 1960 attempted to achieve active citizen participation in the regional planning effort. Several important avenues have been provided for such citizen participation, including the Commission itself, whose composition under state enabling legislation includes citizen members; the use of an extensive advisory committee structure, including in that structure knowledge-

able and concerned citizen leaders from throughout the Region; and formal public hearings preceded by informational meetings, providing an opportunity for the expression of informed citizen opinion. Importantly, however, the avenues for citizen participation have also included the conduct by the Commission of special attitudinal and behavioral studies in order to ascertain some measure of public values and preferences concerning the problems to be addressed in the planning effort. This report detailing the findings of the public opinion survey was approved by three subcommittees of the Commission's Technical Coordinating and Advisory Committee on Regional Land Use-Transportation Planning at a joint meeting held January 11, 1974. The membership of the three subcommittees is shown in Appendix A.

Professional opinion is divided concerning the value of attitudinal as opposed to behavioral surveys as a means of achieving citizen participation. One school of thought holds that within the context of a free society the actual behavior of people provides the best possible measure of what those people want to do. Moreover, this approach incorporates within it consideration of all the practical constraints, including costs, which operate to influence people's choices concerning transportation, housing, and recreation. This school would further hold that pure attitudinal surveys provide unreliable guidance in public goal formulation and plan preparation, since even the most sophisticated questionnaires necessarily present the respondent with a hypothetical situation and, therefore, the response will not be influenced by the real world constraints which would act to influence an actual decision by the same respondent.

The other school of thought holds that the best way to ascertain personal attitudes and preferences is to ask people directly about them. This school of thought surmises that behavioral surveys do not provide a good measure of at least some people's attitudes and preferences, since the behavior of these people may be unjustly constrained by such factors as poverty, unequal opportunity, and various forms of discrimination.

The Commission in its approach to regional planning has attempted to employ both kinds of social surveys. The origin-destination survey conducted under the regional travel inventory is in effect a behavioral survey to measure the actual travel habits and patterns of residents of the Region. Moreover, by repeating these origin and destination surveys, a time series of data can be developed which will indicate the changes in such habits and patterns over time. The personal opinion survey conducted by the Commission, on the other hand, is an attitudinal survey which directly questions residents of the Region about their travel, housing, and recreational preferences without regard to the practicality of meeting these preferences in the face of economic and other realities.

More specifically, a threefold purpose existed for the conduct of the public opinion survey in the Region. First, in any major comprehensive public planning effort, it is highly desirable to obtain, to the extent practicable, current measures of opinions, preferences, and attitudes held by the public at large relating to those major problems and issues to which plans are addressed. In some instances, where plans and particularly plan implementation actions are being publicly discussed, the opinions expressed often consist only of those made by special interest groups or individuals having some personal stake in the matter at hand and as such are opinions which, right or wrong, may carry by default in the absence of any other public expression. The need to be able to make opinions held by the public at large known to those who make major decisions directly affecting the lives and circumstances of the public appears obvious. Second, in the current reappraisal of the SEWRPC adopted regional land use and transportation plans, it is important to identify and assess any significant shifts in public opinion which may have occurred since the regional plans were first prepared, particularly in such matters as residential locational preferences and choices of travel mode. Third, the consideration of opinions obtained in the survey in the preparation of both long- and short-range land use and transportation plans is an important way of increasing public participation in the formulation and implementation of regional planning goals and objectives. This participation is particularly important, since such goals and objectives imply values which are widely held by a majority of the citizens of the Region.

#### SELECTION OF SAMPLE HOUSEHOLDS

In the spring of 1972, there were an estimated 557,223 occupied housing units, or households, located within the seven-county Southeastern Wisconsin Region. For the purposes of conducting a regionwide home interview survey, including the personal opinion survey, a random sampling of total households was made at varying rates by traffic analysis zone. These sampling rates, which were designed to achieve a statistically valid sample at the lowest possible cost, were varied in accordance with the total number of households comprising the "universe" to be sampled in each traffic analysis zone and ranged from 1 to 9 percent. The sampling procedure resulted in the selection of 17,511 sample households for interview, representing an overall sample rate for the Region of approximately 3 percent.

#### CONDUCT OF THE PERSONAL OPINION SURVEY

To obtain the information required by the home interview survey, personal interviews were scheduled at each of the 17,511 sample households selected. The kinds of information to be collected included the socioeconomic characteristics of the household and its members; the tripmaking characteristics of household members and visitors; a history of the socioeconomic characteristics and geographic location of the household over a 15-year period; and the opinions, preferences, and attitudes of heads of households or their spouses relating to a variety of aspects of the important topical

categories of transportation, housing, and outdoor recreation. After obtaining the socioeconomic and tripmaking characteristic data and the household history data through personal interview at a given household, the interviewer, in accordance with the survey design, left one personal opinion questionnaire and requested that it be completed by the head of the household or spouse and be returned to the Commission by mail in the prepaid, preaddressed envelope provided.

Of the 17,511 households selected for home interview, personal opinion questionnaires were distributed in the period from April through July 1972 to the 15,388 households participating in the survey, or about 88 percent of total households sampled. Of these 15,388 households, 4,997 households, or about 32 percent, returned completed questionnaires. Households not providing home interview survey data and, therefore, not receiving a personal opinion questionnaire included those where refusals to cooperate in the survey were encountered (about 4 percent of the total sample); those where contact with household members was not made despite repeated attempts (about 3 percent of the total sample); households which proved to be vacant (about 2 percent of the total sample); households where occupants were temporarily out of the Region (about 2 percent of the total sample); and households which were found either to have been demolished or in which the use was found to be other than residential (about 1 percent of the total sample).

To broaden the coverage of public response throughout the Region and to thereby increase the degree of representativeness which could be ascribed to the survey, as well as to assure a statistically valid sample from each traffic analysis zone in addition to the Region as a whole, a subsample of one household in four was subsequently made of the approximately 12,000 households not previously returning usable questionnaires, including those who had not previously received them.

The subsample resulted in the selection of 3,038 sample households, of which 1,829 households, or about 60 percent, returned completed questionnaires. Thus, the number of completed questionnaires voluntarily returned in the survey totaled 6,826, which, when expanded to the universes from which they were drawn, are considered representative of 396,475 households, or about 71 percent of the total households in the Region. The percent of the total universe represented by the sample is one measure of the adequacy of the sample survey. In this case, the 71 percent coverage is typical of sample surveys conducted in metropolitan areas.

Another measure of the adequacy of the survey results is the sample error of the estimate or, in the instances contained within this report, the sample error of the percent response to questions obtained from the survey data. The sample error is the error resulting from surveying a sample of the population rather than surveying the entire population.

Based upon analysis of a series of sample errors computed for responses to several selected questions contained within the personal opinion questionnaire, it is judged that in the worst case, the 95 percent confidence interval for the true value of the percentage responses to questions contained within the questionnaire is no larger than plus or minus 2 percent of the regional response estimate obtained from the sample survey and reported herein. The true value of the questionnaire responses would have been obtained if all households within the Region had been surveyed. This value can only be estimated through use of a sample survey. The estimate of "true" response produced in this survey is considered quite good, with the 95 percent confidence interval being, in some cases, plus or minus 1 percent of the sample survey results.

The level of statistical adequacy is achieved through the large sample size. It is noteworthy that the number of completed returns obtained in this survey—6,826—far exceeds the number of returns usually obtained in nationwide public opinion surveys—approximately 1,500—conducted by the International Institute of Public Opinion directed by Dr. George H. Gallop and the Harris Survey directed by Louis Harris and Associates.

## FORMAT OF PRESENTATION

As already noted, the personal opinion survey dealt with three major areas of concern: transportation, housing, and recreation. A copy of the questionnaire used in the survey is reproduced in Appendix B of this report. The findings of the survey are presented in the following three chapters of this report, with each chapter dealing with one of the three major areas of concern. Within the chapters the results are presented by the individual questions posed in the questionnaire. Although resident responses to the personal opinion survey are summarized in this report for the entire Region as well as for each county within the Region, such responses can also be summarized by smaller geographic area for any survey item, such as by municipality, travel corridor, traffic analysis zone, planning district, or other planning subareas. Such responses can also be summarized by various socioeconomic groups within the Region.

Where possible, comparisons with the 1963 survey results are made for the individual questions posed. This is followed by a summary chapter which discusses the salient findings with respect to their implications for the adopted regional development objectives and the plans based upon these objectives, with conclusions concerning the objectives and plan elements requiring careful reevaluation and possible change under the continuing planning program.

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## Chapter II

### PUBLIC OPINION REGARDING TRANSPORTATION

The transportation section of the personal opinion survey requested resident opinions, preferences, and attitudes concerning: 1) the principal advantages of daily travel by private automobile over daily travel by public transportation and the converse; 2) the relative convenience or inconvenience of existing overall travel; 3) the degree, if any, to which freeway construction in this Region should be continued; 4) how personal daily travel can most be improved; 5) who should bear the total cost of public transportation; 6) which public transportation riders, if any, should benefit by reduced fares; and, if so, 7) which local tax revenues, if any, should be used to provide such a subsidy; 8) the effect of the lack of public transportation on tripmaking ability; 9) the frequency of use of various modes of travel in daily trips from home to work in an average week; 10) whether public transportation would be used regularly if no fare was charged; and 11) whether a car pool would be used regularly, if available, in trips to and from work.

Summaries of resident responses to these various transportation-related items follow.

#### ADVANTAGES OF AUTOMOBILE TRAVEL OVER PUBLIC TRANSPORTATION

Item A of the questionnaire asked the respondent to indicate the three most important advantages of daily automobile travel over daily public transportation travel. Accounting for 72 percent of the total responses to item A, the three advantages most commonly cited by survey respondents regionwide were the ability to: 1) go at any time (28 percent); 2) go directly (25 percent); and 3) reduce travel time (19 percent). Privacy, comfort, cost, and personal safety were considered major advantages by a relatively small percentage of respondents. Approximately 6 percent of the respondents did not reply to this item. In general, these percentage distributions for the Region were followed by the counties without significant exception (see Table 1).

#### ADVANTAGES OF PUBLIC TRANSPORTATION OVER AUTOMOBILE TRAVEL

Item B of the questionnaire asked the respondent to indicate the three most important advantages of daily public transportation travel over daily automobile travel. Accounting for 61 percent of total responses to item B, the advantages most commonly cited by respondents regionwide were:

1. Freedom from tensions of driving (24 percent).
2. Freedom from worry about parking (23 percent).
3. Reduction of environmental damage (14 percent).

Table 1

**PERCENTAGE DISTRIBUTION OF RESPONSES REGARDING ADVANTAGES OF DAILY  
AUTOMOBILE TRAVEL OVER DAILY PUBLIC TRANSPORTATION IN THE REGION BY COUNTY: 1972<sup>a</sup>**

County	Advantages of Daily Automobile Travel									Total
	Greater Privacy	Safer in Case of Accident	Greater Ability to Go Anytime	Greater Ability to Go Directly	More Comfortable Riding	Faster Means of Travel	Less Expensive Means of Travel	Other	No Response	
Kenosha . . . .	9.3	3.6	29.4	25.7	5.6	15.9	4.8	0.5	5.2	100.0
Milwaukee . . . .	7.8	2.0	26.8	25.0	5.2	20.1	5.3	0.8	7.0	100.0
Ozaukee . . . .	8.6	2.3	29.9	27.3	4.2	18.2	3.5	1.0	4.9	99.9
Racine . . . .	9.8	2.9	28.4	24.7	4.4	17.2	5.3	1.1	6.3	100.1
Walworth . . . .	11.1	3.0	28.2	24.5	7.5	13.2	6.7	0.8	5.1	100.1
Washington . . .	13.7	3.0	28.2	23.9	5.7	13.7	4.7	0.7	6.4	100.0
Waukesha . . . .	9.5	2.4	28.5	26.5	5.3	18.2	4.3	0.8	4.5	100.0
Region	8.7	2.3	27.6	25.2	5.2	18.7	5.2	0.8	6.3	100.0

<sup>a</sup>Question Reference—Travel Item A: I think that the three most important advantages of daily automobile travel over daily public transportation travel are:

Source: SEWRPC.

A smaller percentage of respondents (11 percent) indicated that public transportation travel was safer than auto travel, while 9 percent indicated that it was less expensive than auto travel. Very few respondents believed greater speed or greater comfort was a major advantage of public transportation over automobile travel. A relatively larger percentage of respondents (16 percent) did not reply to item B than had not replied to item A, probably reflecting a lesser interest in, and lower availability of, public transportation in an auto-oriented society. The percentage distribution by county was similar to that of the Region, with only minor exceptions (see Table 2).

#### CONVENIENCE OF PRESENT OVERALL TRAVEL

Item C asked respondents to evaluate the degree of convenience of their present overall travel within the Region. The availability of compatible data from the SEWRPC 1963 personal opinion survey permits comparisons to be made of the relative degree of convenience in overall travel as viewed by respondents in the 1963 and 1972 surveys.

Regionwide, 88 percent of the respondents considered their overall travel within the Region convenient or very convenient in 1972, compared to 87 percent in 1963, certainly not a significant change. Respondents regionwide who considered their overall travel inconvenient or very inconvenient totaled 9 percent in 1972, compared to nearly 13 percent in 1963, a significant change during the period. Respondents regionwide who considered their overall travel within the Region to be very convenient totaled 46 percent in 1972 and 34 percent in 1963, also a significant change.

Of the respondents in the seven counties in the Region, only the Racine County respondents considered daily travel less convenient in 1972 than in 1963, with the combined percentages of respondents who considered daily travel either convenient or very convenient declining from 91 percent in 1963 to 83 percent in 1972. The largest increases in the category of "very convenient" were in Milwaukee County (12 percent); Ozaukee County (14 percent); and Waukesha County (21 percent). All other counties increased 7 percent or less. The differences in percentage increases between these two groups of counties may be explained by the differences in mileage of freeway construction occurring in the period 1963-1972 and the attendant increases in the level of highway transportation service. In that period, for example, a total of 89 miles of freeway were constructed in Milwaukee, Ozaukee, and Waukesha Counties, compared to 19 miles of freeways in the remaining four Counties of Kenosha, Racine, Walworth, and Washington. In Milwaukee and Waukesha Counties, the most heavily traveled of all the counties, the combined number of miles of street and highway facilities operating at or over capacity dropped 29 percent, from 263 miles in 1963 to 186 miles in 1972, compared to an increase in the number of miles of such facilities operating at or over capacity in the remaining counties from 69 miles in 1963 to 135 miles in 1972, an increase of 96 percent. Ozaukee and Walworth Counties, in which 10 and 19 miles of freeway, respectively, were constructed during the period, experienced an increase of five miles in street and highway facilities operating at or over capacity. Kenosha, Racine, and Washington Counties, in which virtually no increase in freeway mileage occurred during the period, experienced an increase of 61 miles of street and highway facilities operating at or over capacity. Less than 3 percent of the respondents failed to provide an evaluation of the degree of convenience of their overall travel (see Table 3).

Table 2

#### PERCENTAGE DISTRIBUTION OF RESPONSES REGARDING ADVANTAGES OF DAILY PUBLIC TRANSPORTATION TRAVEL OVER DAILY AUTOMOBILE TRAVEL IN THE REGION BY COUNTY: 1972<sup>a</sup>

County	Advantages of Daily Public Transportation Travel									Total
	Less Damaging to the Environment	Safer in Case of Accident	Freedom from Tensions of Driving an Auto	Freedom from Worry about Parking an Auto	More Comfortable Riding	Less Expensive Means of Travel	Faster Means of Travel	Other	No Response	
Kenosha . . .	17.4	8.8	24.4	21.1	2.3	8.0	1.9	1.0	15.1	100.0
Milwaukee . . .	13.0	12.3	22.8	22.9	1.2	9.0	1.1	1.2	16.5	100.0
Ozaukee . . .	14.2	8.5	26.3	22.7	1.5	9.1	1.5	1.5	14.6	99.9
Racine . . .	16.5	9.3	24.4	22.7	1.9	7.1	1.6	1.5	15.0	100.0
Walworth . . .	17.1	7.0	25.2	22.3	2.2	8.5	1.7	1.3	14.7	100.0
Washington . .	14.6	10.2	24.0	22.0	2.0	8.3	1.8	0.9	16.1	99.9
Waukesha . . .	15.6	9.3	25.4	22.5	1.5	9.1	1.3	1.7	13.7	100.1
Region	14.2	11.0	23.7	22.6	1.5	8.7	1.3	1.3	15.7	100.0

<sup>a</sup>Question Reference—Travel Item B: I think that the three most important advantages of daily travel by public transportation over daily travel by automobile are:

Source: SEWRPC.

Table 3

**PERCENTAGE DISTRIBUTION OF RESPONSES REGARDING  
CONVENIENCE OF OVERALL TRAVEL IN THE REGION BY COUNTY: 1963 AND 1972<sup>a</sup>**

County	Convenience of Overall Travel										Total	
	Very Convenient		Convenient		Inconvenient		Very Inconvenient		No Response			
	1963	1972	1963	1972	1963	1972	1963	1972	1963	1972	1963	1972
Kenosha . . .	38.9	44.4	50.4	43.7	7.4	5.9	2.5	1.7	0.9	4.4	100.1	100.1
Milwaukee . . .	32.9	44.8	53.4	42.5	10.1	6.6	3.3	2.9	0.3	3.2	100.0	100.0
Ozaukee . . .	33.3	47.3	45.0	45.2	17.0	5.9	4.6	0.5	0.0	1.1	99.9	100.0
Racine . . .	35.1	38.4	55.6	44.3	5.6	8.0	2.4	6.5	1.2	2.9	99.9	100.1
Walworth . . .	41.8	48.4	48.0	46.1	8.0	1.4	2.2	2.2	0.0	1.9	100.0	100.0
Washington . .	41.8	47.2	54.9	46.5	2.2	3.2	1.1	0.3	0.0	2.8	100.0	100.0
Waukesha . . .	33.4	54.9	52.9	36.7	10.2	3.4	3.5	3.7	0.0	1.3	100.0	100.0
Region	34.1	45.9	52.9	42.3	9.5	5.9	3.1	3.1	0.3	2.8	99.9	100.0

<sup>a</sup>Question Reference—Travel Item C: I believe that my overall travel at present is generally:

Source: SEWRPC.

#### CONTINUATION OF FREEWAY CONSTRUCTION

The five optional statements comprising item D, relating to respondent opinions concerning the extent to which freeway construction in the Region should continue, if at all, were intended to be answered as a group, with the answers to all five statements together indicating the respondent's statement of opinion. This approach envisioned that each respondent would provide a "yes" or "no" answer to each of the optional statements which would comprise a consistent set. About 65 percent of the respondents answered all five questions, as intended; about 28 percent attempted to make clear their opinions by answering from one to four questions; and about 7 percent either reported that no opinion was held or did not respond to this item.

Of the respondents who held an opinion concerning this matter, the majority (64 percent) gave consistent statements whether answering one or more questions. However, 28 percent of the respondents gave seemingly inconsistent statements. A full array of the statement answers to item D is provided in Appendix C, while the findings in respondent opinions concerning the degree to which freeway construction in this Region should continue, if at all, are shown in Table 4. A discussion of the seeming conflicts in certain statements is presented in the paragraphs below.

1. Approximately 15 percent of the respondents indicated that the planned freeway system should be not only completed, but expanded.
2. Approximately 14 percent of the respondents indicated that the planned freeway system should be completed, but not expanded.
3. Approximately 27 percent of the respondents indicated that certain planned freeways should be completed, but that the planned freeway system should not be completed.
4. Approximately 3 percent of the respondents indicated that planned freeways now started should not be completed, but that certain other planned freeways should be completed.
5. Approximately 5 percent of the respondents indicated that all freeway construction in the Region should be stopped.
6. Approximately 28 percent of the respondents gave seemingly inconsistent statements, as shown below.
  - 6.1 A small percentage of respondents (0.1 percent), although indicating that freeways now started should be completed and that the planned freeway system should be completed and expanded, also indicated that freeway construction should be stopped. The opinion that freeway construction should be stopped is in apparent conflict with the opinion that the planned freeway system be completed and/or expanded.

Table 4

**PERCENTAGE DISTRIBUTION OF RESPONSES REGARDING CONTINUED  
CONSTRUCTION OF THE PLANNED FREEWAY SYSTEM IN THE REGION BY COUNTY: 1972<sup>a</sup>**

County	Categories of Respondents' Opinions <sup>b</sup>													Total
	1	2	3	4	5	6	6.1	6.2	6.3	6.4	6.5	6.6	7	
Kenosha . . .	15.5	16.3	25.4	0.7	2.1	29.3	0.3	11.0	11.7	3.7	0.1	2.5	10.6	99.9
Milwaukee . . .	14.0	13.6	25.4	4.1	6.3	29.4	0.1	8.7	11.8	3.7	0.9	4.2	7.2	100.0
Ozaukee . . .	19.0	12.7	33.7	2.5	3.1	22.7	--	8.9	7.8	3.5	0.1	2.4	6.3	100.0
Racine . . .	13.0	11.5	34.2	2.3	2.6	28.3	0.0	7.6	12.7	3.4	0.2	4.4	8.1	100.0
Walworth . . .	14.8	17.2	30.1	2.4	4.4	22.7	--	5.7	7.7	5.0	1.1	3.2	8.3	99.9
Washington . . .	17.8	12.2	26.1	3.0	3.9	26.8	--	7.9	9.9	5.7	0.7	2.6	10.1	99.9
Waukesha . . .	18.4	15.8	27.0	2.9	4.4	26.5	0.3	9.1	10.9	1.9	0.7	3.6	4.9	99.9
Region	15.0	13.9	27.0	3.3	5.1	28.3	0.1	8.7	11.4	3.5	0.7	3.9	7.3	99.9

<sup>a</sup>Question Reference-Travel Item D: I think that we should:

<sup>b</sup>The following are the categories of respondents' opinions:

- 1 - Complete and expand the planned freeway system.
- 2 - Complete the planned freeway system.
- 3 - Complete certain freeways but do not complete the planned system.
- 4 - Stop construction of certain freeways now started but construct certain others.
- 5 - Stop all freeway construction.
- 6 - Conflicting opinions.
- 6.1 - Complete freeways now started; complete and expand the planned freeway system; stop constructing freeways.
- 6.2 - Complete freeways now started; construct certain planned freeways but not other planned freeways; expand the freeway system.
- 6.3 - Complete the planned freeway system; construct certain planned freeways but not other planned freeways.
- 6.4 - Complete the planned freeway system; construct certain planned freeways but not other planned freeways; stop constructing freeways.
- 6.5 - Do not complete freeways now started; do not complete or expand the planned system; do not stop constructing freeways.
- 6.6 - Unclassified conflicting responses.
- 7 - No opinion, no response.

Source: SEWRPC.

- 6.2 Approximately 9 percent of the respondents, although indicating that freeways now started should be completed, that the planned freeway system should be completed and expanded, and that freeway construction should be continued, also indicated that certain planned freeways should be completed but other planned freeways should not be completed. The opinion that certain planned freeways should be completed but other planned freeways should not is in apparent conflict with the opinion that the planned freeway system should be completed and expanded.
- 6.3 Approximately 11 percent of the respondents, although indicating that freeways now started should be completed and that the planned freeway system should be completed, also indicated that certain planned freeways be completed but other planned freeways not be completed. The opinion that certain planned freeways should be completed but other planned freeways should not is in apparent conflict with the opinion that the planned freeway system be completed.
- 6.4 Approximately 4 percent of the respondents, although indicating that the planned freeway system should be completed, also indicated that certain planned freeways should be completed but other planned freeways should not, and that freeway construction should be stopped. As in the previous two paragraphs, the opinion that the planned freeway system should be completed is in apparent conflict with the opinions that certain planned freeways should be completed but that other planned freeways should not, and that freeway construction should be stopped.
- 6.5 Less than 1 percent of the respondents, although indicating that planned freeways now started should not be completed and that the planned freeway system should not be completed or expanded, also indicated that freeway construction should not be stopped. The opinion that freeway construction should not be stopped is in apparent conflict with the opinions that planned freeways now started should not be completed and that planned freeway systems should not be completed or expanded.

6.6 There were, in addition, approximately 4 percent of the respondents whose statements of opinion contained multiple inconsistencies and were not, therefore, able to be interpreted or logically classified.

7. Approximately 7 percent of the respondents either held no opinion in the matter or made no response.

In summary, approximately 29 percent of the respondents believed that the planned freeway system should be completed and/or expanded; approximately 30 percent believed that certain planned freeways should be completed but that the entire planned freeway system should not be completed; approximately 5 percent believed that all freeway construction should stop; approximately 28 percent gave conflicting opinions; and approximately 7 percent held no opinion or gave no response. Thus, the largest proportion of respondents believed that freeway construction should continue to some degree within the Region.

In paragraph 6.2 above, 9 percent of the respondents supported the planned freeway system by indicating freeways now started should be completed, the planned freeway system should be completed and expanded, and freeway construction should be continued. However, in apparent conflict with this support, these respondents indicated that certain planned freeways should be completed but other planned freeways should not be completed. Inclusion of this latter item in some responses may possibly result from cursory examination of the questions and unawareness of the complex relationships between the individual items. It is believed the conflict discussed in paragraph 6.3 also reflects a similar problem. Should such be the case, a maximum of an additional 20 percent of respondents could be added to the 29 percent of respondents favoring completion of the planned freeway system.

The percentage distribution of respondent opinions by county was similar to that of the Region.

### IMPROVEMENT OF DAILY TRAVEL

In both the 1963 and 1972 personal opinion surveys, respondents were asked to indicate how their daily travel can most be improved. Although there was a difference between the 1963 and 1972 surveys in the number of option statements and in the ways in which similar option statements were expressed, it appears, nevertheless, both useful and of interest to compare how respondents in each survey considered that their travel might most be improved.

In the 1963 personal opinion survey, of the six options offered, the greatest emphasis for improvement of daily travel was placed upon the provision of additional freeways or expressways (48 percent) and upon the improvement of arterial streets and highways (23 percent). In addition, a combined total of 18 percent of the respondents indicated a desire for the provision of more frequent bus service, of rail rapid transit service, and of express bus service on city streets. In the remaining category, approximately 9 percent desired the improvement of residential streets. Less than 2 percent did not respond to this item.

The percentage distribution by county in the 1963 survey differed markedly from the regional distribution in certain categories, as shown in Table 5. For example, the percentage of respondents favoring the provision of additional freeways

Table 5

### PERCENTAGE DISTRIBUTION OF RESPONSES REGARDING IMPROVEMENT OF DAILY TRAVEL IN THE REGION BY COUNTY: 1963 AND 1972<sup>a</sup>

County	Recommendations for Improving Daily Travel																										Total	
	Improving Residential Streets		Improving Arterial Streets and Highways		Providing Additional Freeways		Providing Improved Traffic Signal Coordination		Providing More Frequent Bus Service		Providing Bus Service to New Areas		Providing More Freeway Flyer Bus Routes		Providing City Flyer (Express Bus Service on City Streets)		Providing Rail Rapid Transit Service		Providing Bus Rapid Transit Service		Providing Park-Ride Lots		Other		No Response			
	1963	1972	1963	1972	1963	1972	1963	1972	1963	1972	1963	1972	1963	1972	1963	1972	1963	1972	1963	1972	1963	1972	1963	1972	1963	1972		
Kenosha . . .	13.3	16.4	21.6	17.8	40.8	4.7	NA	16.9	8.3	6.2	NA	7.5	NA	1.5	3.6	1.1	11.1	4.9	NA	2.3	NA	3.5	NA	1.3	1.3	15.9	100.0	100.0
Milwaukee . . .	8.6	12.3	22.5	13.4	47.8	5.9	NA	13.2	14.1	10.7	NA	6.7	NA	3.1	2.6	4.0	3.0	4.6	NA	4.2	NA	4.4	NA	1.5	1.3	16.0	99.9	100.0
Ozaukee . . .	4.6	10.3	19.3	18.1	64.8	7.7	NA	14.0	2.0	3.6	NA	5.4	NA	2.9	1.0	0.5	3.9	6.5	NA	3.4	NA	3.0	NA	1.7	4.4	22.9	100.0	100.0
Racine . . .	13.1	14.6	26.5	16.9	41.9	4.2	NA	16.5	5.4	9.3	NA	7.1	NA	1.7	1.3	2.6	9.5	7.1	NA	2.3	NA	2.8	NA	1.7	2.4	13.2	100.1	100.0
Walworth . . .	4.5	15.9	9.7	18.4	64.2	4.9	NA	15.8	10.5	4.4	NA	3.9	NA	0.7	3.1	0.2	3.4	2.5	NA	1.7	NA	1.8	NA	2.3	4.7	27.5	100.1	100.0
Washington . . .	9.9	14.2	31.9	18.4	44.9	6.2	NA	15.6	3.5	3.6	NA	4.6	NA	1.8	3.4	1.0	4.1	5.7	NA	3.8	NA	2.9	NA	1.3	2.3	20.9	100.0	100.0
Waukesha . . .	8.8	12.7	24.1	16.8	51.5	7.5	NA	13.5	5.5	4.0	NA	7.6	NA	4.9	4.1	2.2	5.1	4.6	NA	4.8	NA	4.4	NA	1.6	0.9	15.4	100.0	100.0
Region	9.0	13.0	22.8	15.0	48.4	5.9	NA	14.0	11.1	8.6	NA	6.7	NA	3.0	2.7	3.0	4.4	4.9	NA	3.9	NA	4.0	NA	1.6	1.6	16.4	100.0	100.0

<sup>a</sup>Question Reference—Travel Item E: I think that my daily travel can be improved most by:

<sup>b</sup>NA means not applicable.

Source: SEWRPC.

ranged from 41 percent in Kenosha County, which was already directly served by freeways, to 65 percent in Ozaukee County, which was not served directly by freeways. The percentage of respondents in 1963 who favored the provision of more frequent bus service ranged from 2 percent in Ozaukee County to 14 percent in Milwaukee County.

In the 1972 personal opinion survey, of the 12 option statements offered, the greatest emphasis regionwide for the improvement of daily travel was upon improved arterial street and highway facilities (15 percent), improved traffic signal coordination (14 percent), and improved residential street facilities (13 percent). Interestingly, few responses (6 percent) to the 1972 survey indicated the desire for the provision of additional freeways, probably reflecting satisfaction accrued from the construction of more than 100 additional miles of freeway since 1963, which formed by 1972 an effective, although still incomplete, regional freeway system. Approximately 34 percent of the respondents indicated a desire for improved mass transit service through the provision of more frequent bus service, bus service to additional areas, bus and rail rapid transit service, additional freeway flyer routes, express bus service on city streets, and new park-ride lots. The percentage distribution by county in the 1972 survey was generally similar to that of the Region.

Approximately 16 percent of the respondents regionwide failed to reply to this item in 1972, compared to less than 2 percent of the respondents to a similar item in 1963.

#### RESPONSIBILITY FOR THE COST OF PUBLIC TRANSPORTATION

Item F asked the respondent to provide an opinion concerning who should bear the total cost of public transportation. The responses regionwide indicated that 35 percent of the respondents believed such costs should be borne partly by the riders who use it and partly by state or federal funding; 29 percent indicated it should be borne partly by the riders and partly by the communities it serves; and 23 percent indicated those who use public transportation should pay its total cost (see Table 6). Few respondents (5 percent) indicated the community it serves should pay its total costs, and fewer still (1 percent) believed public transportation should be eliminated.

Generally, the percentage distribution by county was similar to that of the Region. Those who did not give an opinion concerning item F totaled about 5 percent.

#### PUBLIC TRANSPORTATION FARE SUBSIDIES

Item G asked for respondent opinions concerning for which kinds of public transportation rider, if any, bus fares should be reduced. The responses regionwide to this question indicated very strong support for a fare subsidy for elderly riders (84 percent); for physically handicapped riders (79 percent); and for student riders (69 percent), as shown in Table 7.

Table 6  
PERCENTAGE DISTRIBUTION OF RESPONSES REGARDING PUBLIC TRANSPORTATION FUNDING OPTIONS IN THE REGION BY COUNTY: 1972<sup>a</sup>

County	Public Transportation Funding Options							Total
	Completely by Riders Who Use It	Partly by Riders Who Use It, Partly by Communities It Serves	Completely by Communities It Serves	Partly by Riders Who Use It, Partly by State or Federal Funding	By No One: Public Transportation Should Be Eliminated	Other	No Response	
Kenosha . . . .	24.9	28.4	4.4	34.9	1.0	1.8	4.6	100.0
Milwaukee . . . .	21.7	28.0	4.9	36.7	1.0	2.1	5.7	100.1
Ozaukee . . . . .	23.2	29.1	2.7	35.5	1.0	1.4	7.1	100.0
Racine . . . . .	22.3	32.4	4.9	30.4	1.3	3.1	5.6	100.0
Walworth . . . . .	29.5	34.6	4.3	25.1	1.8	1.3	3.4	100.0
Washington . . . .	29.9	30.8	2.0	29.9	2.5	1.0	3.9	100.0
Waukesha . . . . .	25.4	27.7	4.5	34.8	1.7	2.5	3.4	100.0
Region	23.2	28.7	4.6	35.0	1.2	2.1	5.2	100.0

<sup>a</sup> Question Reference—Travel Item F: I think that the total cost of public transportation should be borne:

Source: SEWRPC.

Table 7

**PERCENTAGE DISTRIBUTION OF RESPONSES REGARDING  
FARE SUBSIDIES BY RIDER TYPE IN THE REGION BY COUNTY: 1972<sup>a</sup>**

County	Type of Rider											
	All Public Transportation Riders				Elderly Riders				Handicapped Riders			
	Yes	No	No Response	Total	Yes	No	No Response	Total	Yes	No	No Response	Total
Kenosha . . .	19.6	69.0	11.4	100.0	83.9	8.7	7.4	100.0	81.7	9.3	9.0	100.0
Milwaukee . . .	54.9	34.6	10.5	100.0	84.4	4.9	10.7	100.0	79.2	8.1	12.7	100.0
Ozaukee . . .	28.1	54.4	17.5	100.0	81.3	7.3	11.4	100.0	72.9	12.3	14.8	100.0
Racine . . .	31.2	47.9	20.9	100.0	85.1	5.6	9.3	100.0	76.8	6.5	16.7	100.0
Walworth . . .	28.6	53.2	18.2	100.0	79.1	10.0	10.9	100.0	76.0	11.2	12.8	100.0
Washington . . .	28.5	58.9	12.6	100.0	84.5	6.9	8.6	100.0	78.4	8.5	13.1	100.0
Waukesha . . .	33.9	55.3	10.8	100.0	83.1	8.0	8.9	100.0	78.0	11.4	10.6	100.0
Region	44.2	43.6	12.2	100.0	84.0	6.0	10.0	100.0	78.6	8.7	12.7	100.0

County	Type of Rider											
	Student Riders				Riders Receiving Welfare Payments				Other			
	Yes	No	No Response	Total	Yes	No	No Response	Total	Yes	No	No Response	Total
Kenosha . . .	70.8	18.6	10.6	100.0	36.2	51.6	12.2	100.0	3.6	3.8	92.6	100.0
Milwaukee . . .	72.2	13.5	14.3	100.0	46.8	35.0	18.2	100.0	4.3	3.9	91.8	100.0
Ozaukee . . .	59.6	22.1	18.3	100.0	38.4	39.7	21.9	100.0	1.9	3.4	94.7	100.0
Racine . . .	69.4	15.2	15.4	100.0	34.1	42.3	23.6	100.0	2.6	5.1	92.3	100.0
Walworth . . .	53.1	30.5	16.4	100.0	32.1	48.7	19.2	100.0	1.9	3.3	94.8	100.0
Washington . . .	58.9	23.5	17.6	100.0	31.5	51.5	17.0	100.0	0.5	4.0	95.5	100.0
Waukesha . . .	66.8	21.2	12.0	100.0	40.1	44.9	15.0	100.0	3.1	4.0	92.9	100.0
Region	69.5	16.4	14.1	100.0	42.5	39.6	17.9	100.0	3.6	4.0	92.4	100.0

<sup>a</sup>Question Reference--Travel Item G: I think that public transportation fares should be reduced for:

Source: SEWRPC.

Support of fare subsidies for riders receiving welfare payments was narrowly favored, with 42 percent favoring a subsidy, 40 percent opposing one, and 18 percent not responding. Similarly, support of a fare subsidy for all public transportation riders was favored by a very slight margin, with just over 44 percent favoring a subsidy, nearly 44 percent opposing one, and about 12 percent not responding.

Respondents in all counties heavily favored a fare subsidy for the elderly, for the handicapped, and for students, but only in Milwaukee County did the plurality of respondents favor a fare subsidy for riders receiving welfare payments and for all public transportation riders. In all other counties respondents opposed these latter subsidies. The heavier weight carried by Milwaukee County produced regional totals indicating approval of both of these latter propositions, each by a very slender plurality.

A substantial number of respondents, ranging regionwide from 10 percent to 18 percent by category, did not provide opinions on the matter.

#### SOURCES OF MATCHING FUNDS FOR PUBLIC TRANSPORTATION SUBSIDIES

Item H asked respondents to identify which local tax sources, if any, should be used to match federal and state funds to subsidize public transportation fares. Regionwide, respondents favored a local vehicle tax (30 percent), a local sales tax (25 percent), and a local income tax (13 percent), as shown in Table 8. Very little support (4 percent) was given for use of

the local property tax for a transportation subsidy. About 12 percent of the total respondents expressed preferences other than those listed. The large majority of these indicated that public transportation riders should pay their own way. About 15 percent of the total respondents did not reply to item H. No significant county variations from the regional percentage distribution were found.

**LIMITATIONS BELIEVED TO RESULT FROM LACK OF PUBLIC TRANSPORTATION**

Item I asked respondents to indicate whether the lack of adequate public transportation between their homes and certain areas of the Region prevented or severely limited family members from accepting employment, reaching shopping and recreational areas of their choice, conducting necessary personal business, and visiting friends or relatives. In each instance in which an affirmative response was given, the respondent was asked to also give the name and geographic location of the particular firm, agency, institution, shopping area, recreational area, or other area involved.

For the Region as a whole, respondents indicated the belief that the lack of adequate public transportation in certain areas of the Region severely limited or prevented members in 16 percent of the households from reaching shopping areas of their choice; in 12 percent of the households from reaching recreational areas of their choice; in 11 percent of the households from accepting employment; in nearly 11 percent of the households from visiting friends or relatives; and in 8 percent of the households from conducting personal business in certain areas of their choice (see Table 9).

**Table 8**  
**PERCENTAGE DISTRIBUTION OF RESPONSES REGARDING SOURCES OF MATCHING FUNDS FOR PUBLIC TRANSPORTATION SUBSIDIES IN THE REGION BY COUNTY: 1972<sup>a</sup>**

County	Sources of Matching Funds						Total
	Local Property Tax	Local Sales Tax	Local Income Tax	Local Vehicle Tax	Other	No Response	
Kenosha . . . .	4.3	21.5	15.0	31.1	16.5	11.6	100.0
Milwaukee . . . .	4.5	26.8	12.8	28.6	11.8	15.5	100.0
Ozaukee . . . .	7.9	17.6	11.1	33.9	15.8	13.8	100.1
Racine . . . . .	4.0	24.8	14.6	28.0	12.0	16.7	100.1
Walworth . . . .	6.2	25.4	11.3	34.9	9.9	12.3	100.0
Washington . . .	7.3	27.4	10.6	31.5	9.7	13.4	99.9
Waukesha . . . .	2.8	24.2	14.1	32.6	13.0	13.3	100.0
Region	4.5	25.5	13.1	29.8	12.3	14.8	100.0

<sup>a</sup>Question Reference—Travel Item H: If tax sources are required to subsidize public transportation, I think the local revenue to match federal and state subsidy funds should come from:

Source: SEWRPC.

**Table 9**  
**PERCENTAGE DISTRIBUTION OF RESPONSES REGARDING ACTIVITIES BELIEVED TO BE LIMITED BY A LACK OF PUBLIC TRANSPORTATION IN THE REGION BY COUNTY: 1972<sup>a</sup>**

County	Accepting Employment in Certain Areas				Reaching Recreational Areas				Reaching Shopping Area of Our Choice				Conducting Necessary Personal Business in Certain Areas				Making Social Visits to Friends or Relatives in Certain Areas			
	True	False	No Response	Total	True	False	No Response	Total	True	False	No Response	Total	True	False	No Response	Total	True	False	No Response	Total
Kenosha . . . .	5.1	85.3	9.6	100.0	9.6	79.8	10.6	100.0	10.8	80.0	9.2	100.0	3.4	86.4	10.2	100.0	6.9	82.9	10.2	100.0
Milwaukee . . . .	12.8	76.1	11.1	100.0	12.5	75.3	12.2	100.0	16.2	72.4	11.4	100.0	9.8	78.2	12.0	100.0	12.0	76.2	11.8	100.0
Ozaukee . . . .	7.0	86.5	6.5	100.0	8.5	84.7	6.8	100.0	16.8	77.2	6.0	100.0	6.6	85.3	8.1	100.0	6.7	85.8	7.5	100.0
Racine . . . . .	10.4	79.1	10.5	100.0	11.8	77.2	11.0	100.0	16.2	73.9	9.9	100.0	8.8	79.9	11.3	100.0	11.3	78.5	10.2	100.0
Walworth . . . .	6.3	81.4	12.3	100.0	5.4	82.2	12.4	100.0	11.2	77.1	11.7	100.0	2.7	84.5	12.8	100.0	6.8	80.8	12.4	100.0
Washington . . .	4.7	79.9	15.4	100.0	6.7	77.2	16.1	100.0	11.8	74.4	13.8	100.0	5.2	78.9	15.9	100.0	5.9	76.8	17.3	100.0
Waukesha . . . .	12.3	79.2	8.5	100.0	14.8	76.4	8.8	100.0	18.4	73.8	7.8	100.0	7.2	83.1	9.7	100.0	9.8	81.1	9.1	100.0
Region	11.3	78.1	10.6	100.0	12.0	76.6	11.4	100.0	15.8	73.7	10.5	100.0	8.3	80.2	11.5	100.0	10.6	78.1	11.3	100.0

<sup>a</sup>Question Reference—Travel Item I: I believe that the lack of public transportation between our home and certain areas of the Region has prevented or severely limited one or more members of our family from:

Source: SEWRPC.

By county, the percentage of households in which members reported they could not accept employment in certain areas of the Region ranged from 5 percent in Kenosha and Washington Counties to 13 percent in Milwaukee County. The percentage of households in which members reported they could not reach certain recreational areas of their choice ranged, by county, from 5 percent in Walworth County to 15 percent in Waukesha County.

The percentage of households in which members reported they were unable to reach shopping areas of their choice ranged, by county, from 11 percent in Kenosha and Walworth Counties to 18 percent in Waukesha County. The percentage of households in which members reported they were unable to conduct necessary personal business in areas of their choice ranged, by county, from 3 percent in Kenosha and Walworth Counties to 10 percent in Milwaukee County. The percentage of households in which members reported they could not make social visits to friends and relatives in certain areas ranged, by county, from 6 percent in Washington County to 12 percent in Milwaukee County.

About 27 percent of the total households represented by the survey indicated the lack of public transportation prevented or severely limited family members from making essential trips in one or more of the five categories. The location of the home addresses of this 27 percent of the total households represented by the survey is shown on Map 1. Although such response was regionwide in scope, it is significant to note that nearly all of the major concentrations of such household locations were found in areas served by mass transit facilities at the time of the survey. In the outlying and rural areas, characterized generally by higher than average automobile availability and relatively little transit service, the responses were fewer, probably reflecting a lesser need for, or expectation of, transit service. The areas considered virtually inaccessible by respondents were located within approximately 340 separate U. S. Public Land Survey sections within the Region (see Map 2). Even this number may be understated since many respondents did not give the locations of the inaccessible areas. Specific locations most frequently cited were the major regional shopping centers, the central business districts of the Cities of Milwaukee and Waukesha, a major industrial area in the western portion of the City of Wauwatosa, and the recreational areas of Whitnall Park and the Milwaukee County Zoo. Of these locations, the Brookfield Square Shopping Center, the Milwaukee central business district, and Southridge Shopping Center, in that order, were by far most commonly cited. Of family members finding either Brookfield Square or Southridge Shopping Center inaccessible by public transportation, approximately 90 percent wanted to shop and approximately 10 percent wanted to accept employment. In contrast, of family members finding the Milwaukee central business district inaccessible by public transportation, about 37 percent wanted to shop, 27 percent wanted to engage in recreational activities, 24 percent wanted to conduct personal business, and 10 percent wanted to find employment.

Maps 3 through 5 show the location and relative densities of households indicating virtual inaccessibility by public transportation between home and each of three major commercial centers within the Region.

#### MODES OF TRAVEL FROM HOME TO WORK

Item J asked respondents to indicate how they travel to work on the average Monday through Friday. The majority of respondents regionwide who journey from home to work in an average week utilize the same mode of travel each day, with only approximately 9 percent of the respondents using varying modes of travel from day to day, exhibiting therein the exceptional regularity of travel within the Region. Similarly, the preponderance of respondents who travel to work at least five days a week also denotes such regularity.

The proportion of respondents who drive an automobile to work far surpasses that for all other modes of travel, as shown in Table 10. The category of respondents who reported they worked at home is probably overstated, since it is believed that many respondents who are housewives not otherwise employed replied affirmatively to this item, indicating, therefore, a misunderstanding by respondents of the intent of the item statement. The fault in that respect probably lies in the lack of full definition of the category in the questionnaire. Approximately 21 percent of the respondents did not reply to the item.

Of the 9 percent of respondents who used more than one mode of travel on trips to work in an average week, the number of combinations of modes used was far too numerous and of insufficient numerical importance to be classified separately.

By county, substantially smaller percentages of respondents were found to drive an automobile to work in Milwaukee and Walworth Counties than in all other counties, probably reflecting lower rates of automobile ownership and higher utilization of public transportation in Milwaukee County, and the higher instance of farm workers in Walworth County.

#### USE OF PUBLIC TRANSPORTATION

Item K asked whether respondents would utilize public transportation on a more or less regular basis if no fare was charged. In response to that question regionwide, 41 percent of the total respondents indicated they would use public transportation on that basis, 50 percent said they would not, and 9 percent made no reply (see Table 11).

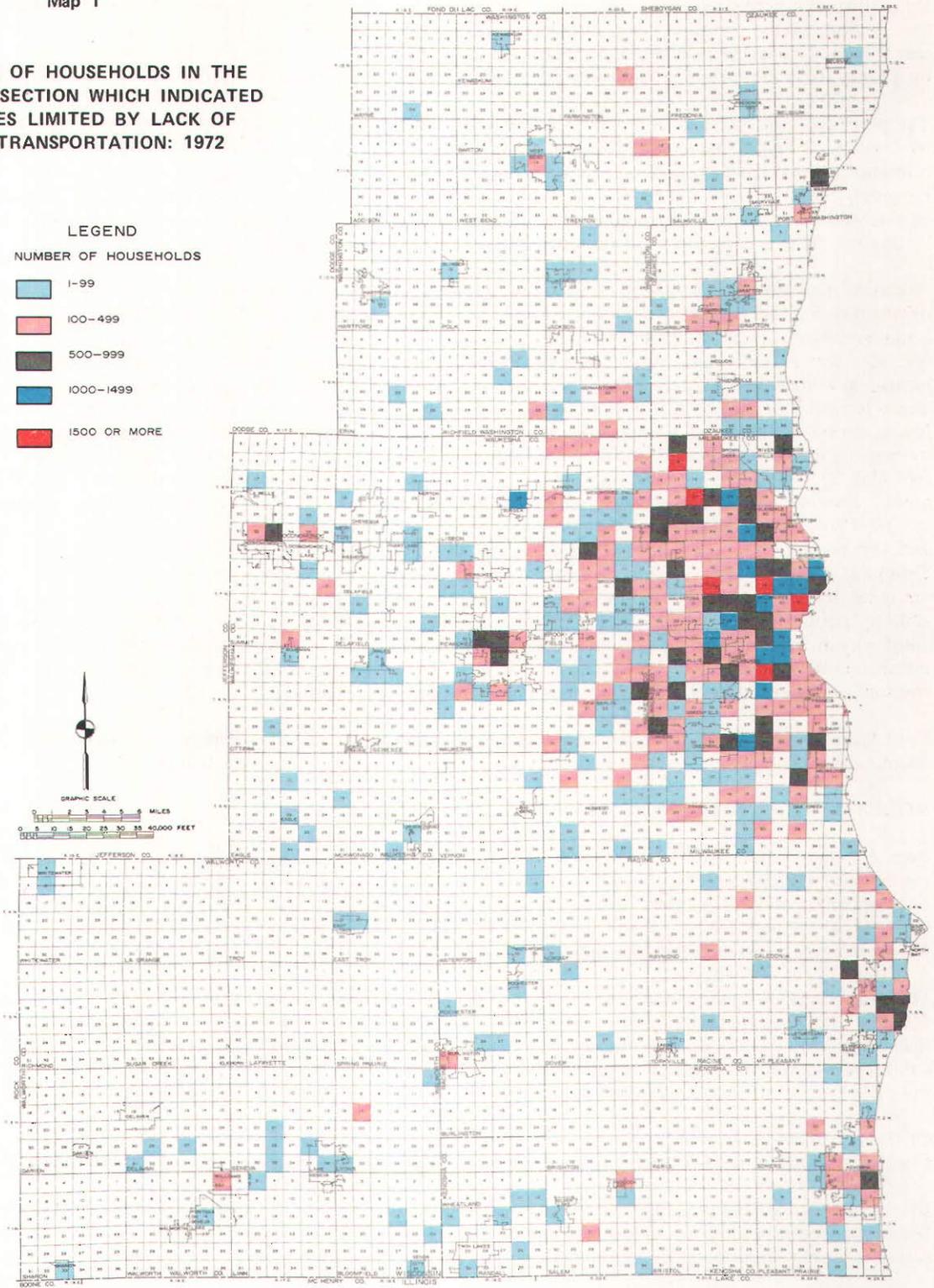
In Milwaukee County, where the highest use of mass transit service occurs, 46 percent of the total respondents indicated that they would use such service on a more or less regular basis if no fare was charged, 44 percent indicated they would not,

Map 1

**LOCATION OF HOUSEHOLDS IN THE REGION BY SECTION WHICH INDICATED ACTIVITIES LIMITED BY LACK OF PUBLIC TRANSPORTATION: 1972**

**LEGEND**  
NUMBER OF HOUSEHOLDS

-  1-99
-  100-499
-  500-999
-  1000-1499
-  1500 OR MORE



About 27 percent of the total households represented by the survey indicated that the lack of public transportation prevented or severely limited family members from accepting employment in certain areas, reaching recreational areas, reaching shopping areas of their choice, conducting necessary personal business in certain areas, and visiting friends or relatives in certain areas. This map shows the location of the home addresses of those households responding to this question. As can be seen from the map, nearly all of the major concentrations of such households were in areas served by mass transit at the time of the survey. Responses were fewer in outlying and rural areas, which had generally higher than average automobile availability and relatively little transit service, probably reflecting a lesser need for, or expectation of, transit service.

Source: SEWRPC.

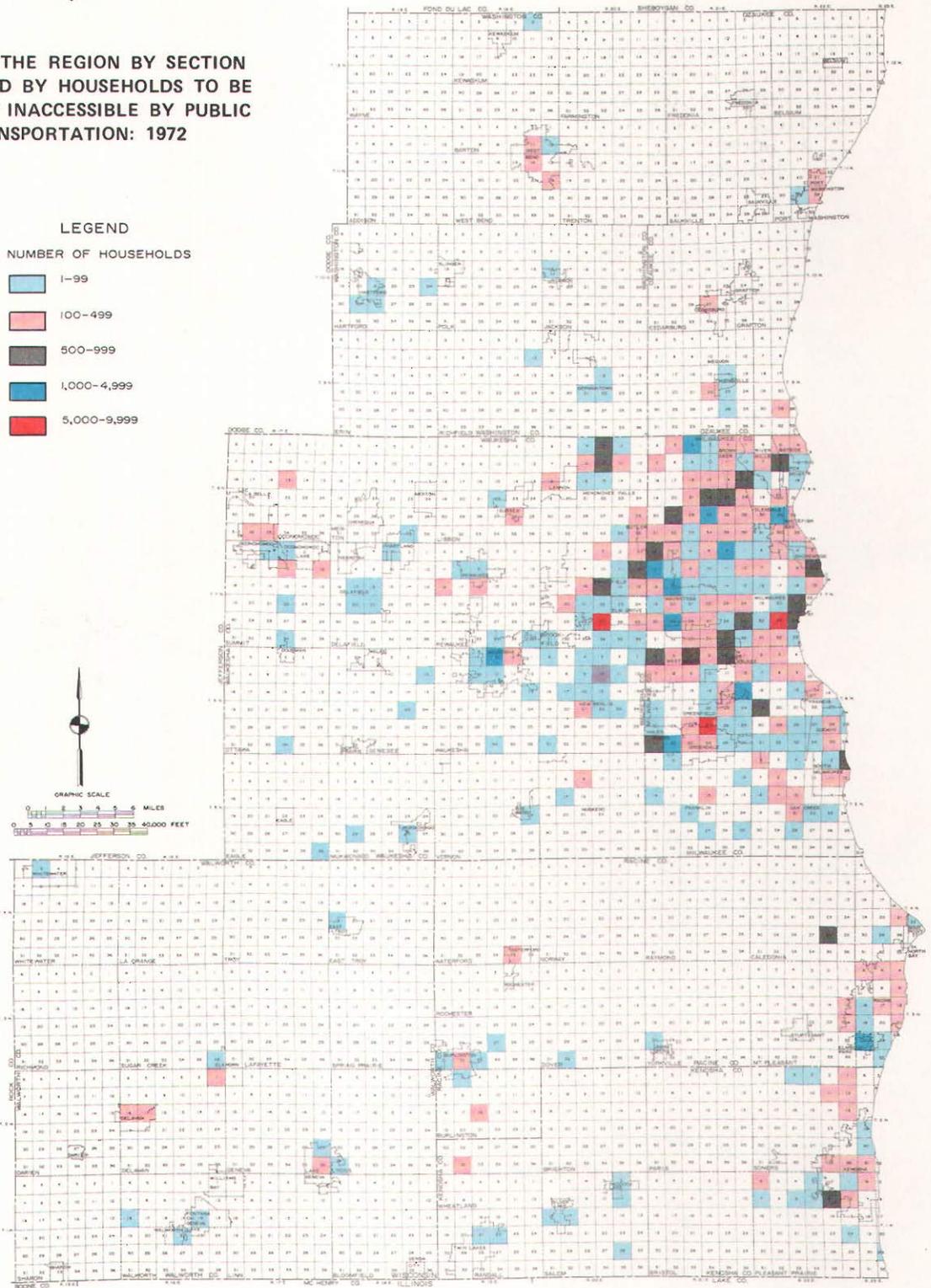
Map 2

**AREAS IN THE REGION BY SECTION  
CONSIDERED BY HOUSEHOLDS TO BE  
VIRTUALLY INACCESSIBLE BY PUBLIC  
TRANSPORTATION: 1972**

**LEGEND**

NUMBER OF HOUSEHOLDS

	1-99
	100-499
	500-999
	1,000-4,999
	5,000-9,999



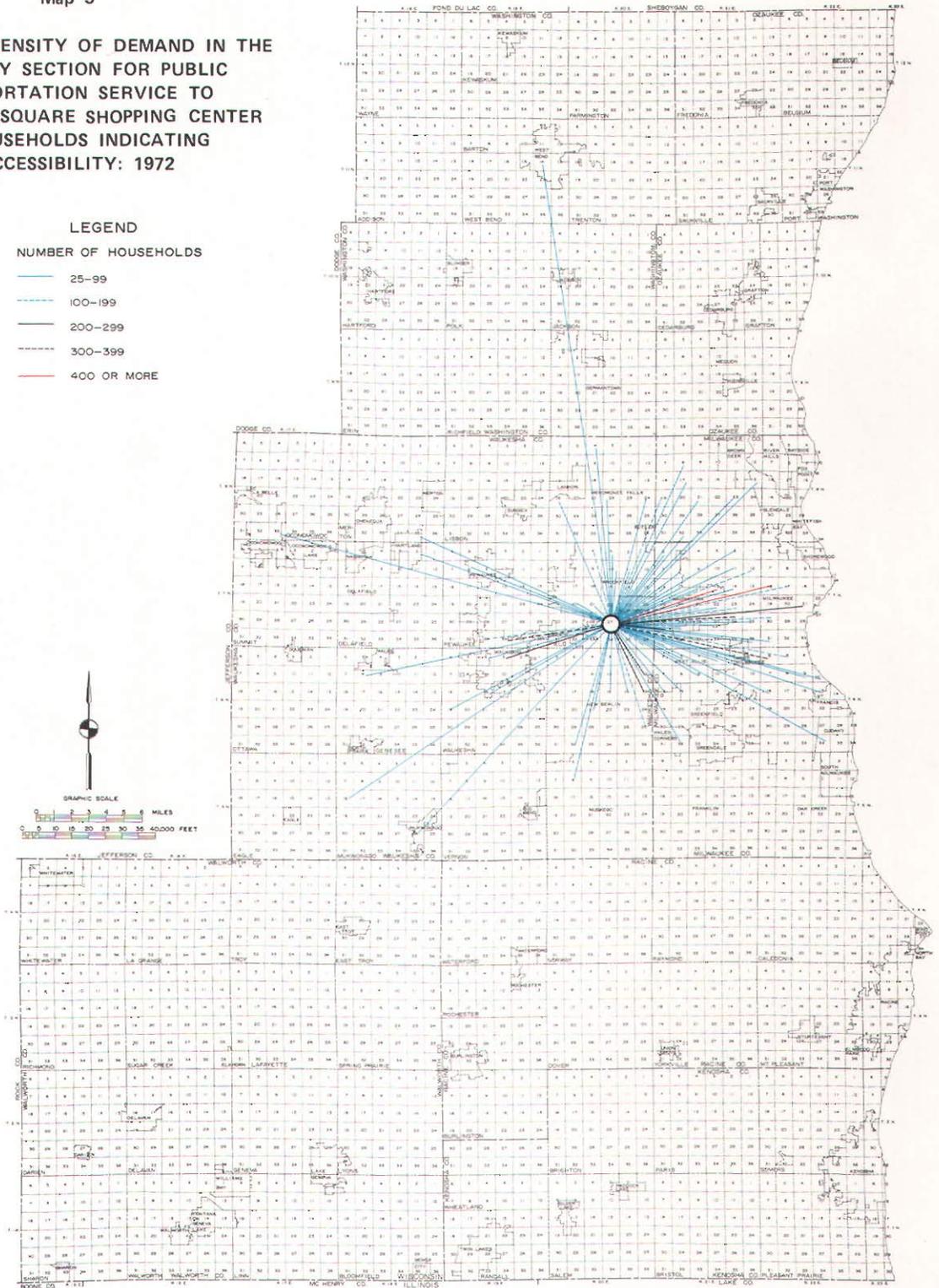
The areas considered virtually inaccessible by households represented by the survey were located within about 340 separate U. S. Public Land Survey sections in the Region, as shown on this map. Locations most often cited included major regional shopping centers, the central business districts of the Cities of Milwaukee and Waukesha, a major industrial area in the western portion of the City of Wauwatosa, and the recreational areas of Whitnall Park and the Milwaukee County Zoo.

Source: SEWRPC.

Map 3

**RELATIVE INTENSITY OF DEMAND IN THE REGION BY SECTION FOR PUBLIC TRANSPORTATION SERVICE TO BROOKFIELD SQUARE SHOPPING CENTER BY HOUSEHOLDS INDICATING INACCESSIBILITY: 1972**

- LEGEND**  
**NUMBER OF HOUSEHOLDS**
- 25-99
  - - - 100-199
  - 200-299
  - - - 300-399
  - 400 OR MORE



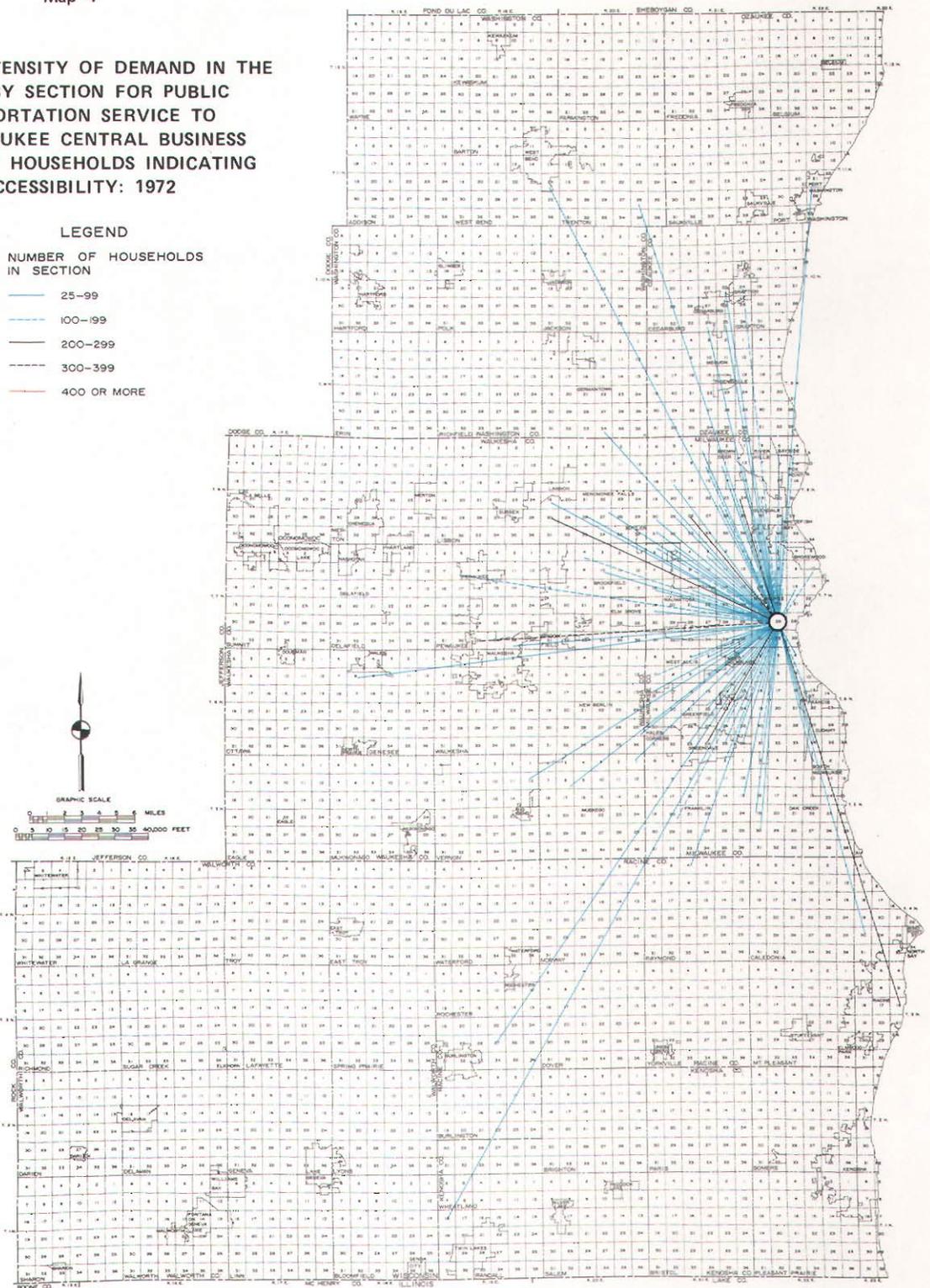
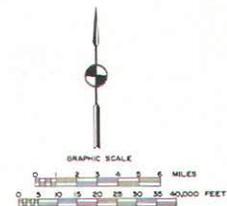
The Brookfield Square Shopping Center was most often cited by respondents as being inaccessible by public transportation. This map shows that the households which responded to the question were located primarily within U. S. Public Land Survey sections in Milwaukee and Waukesha Counties, with a small number of households located in Washington County. Of the family members finding the shopping center inaccessible, about 90 percent wanted to shop and about 10 percent indicated they wanted to accept employment.

Source: SEWRPC.

Map 4

**RELATIVE INTENSITY OF DEMAND IN THE REGION BY SECTION FOR PUBLIC TRANSPORTATION SERVICE TO THE MILWAUKEE CENTRAL BUSINESS DISTRICT BY HOUSEHOLDS INDICATING INACCESSIBILITY: 1972**

- LEGEND**
- NUMBER OF HOUSEHOLDS IN SECTION
- 25-99
  - 100-199
  - 200-299
  - 300-399
  - 400 OR MORE



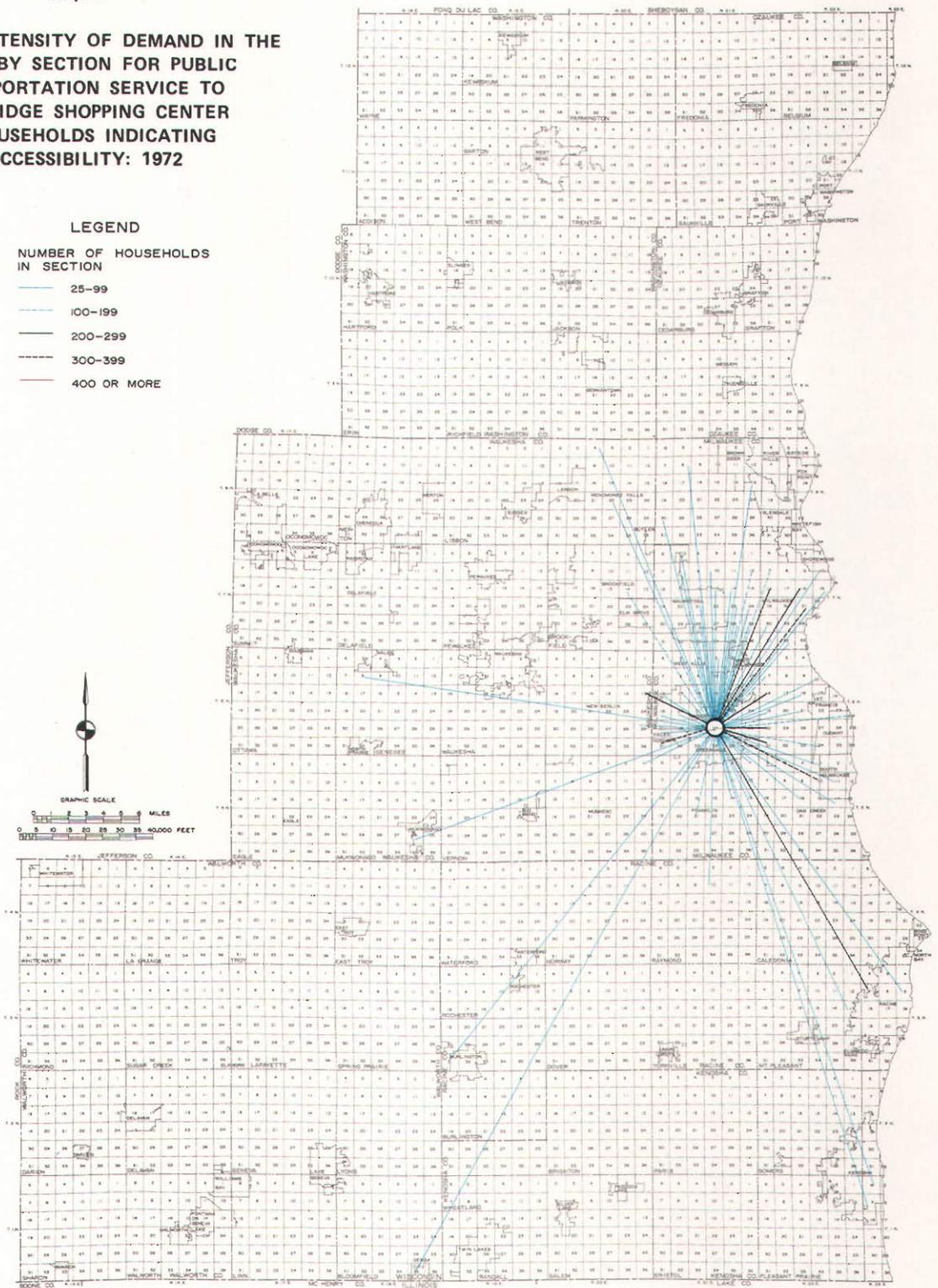
The second area most often cited by respondents as being inaccessible by public transportation was the Milwaukee Central Business District. The households which responded to this question were located primarily in U. S. Public Land Survey sections in Milwaukee and Waukesha Counties, as well as in Kenosha, Ozaukee, Racine, and Washington Counties, as shown on this map. Of the family members finding the Milwaukee Central Business District inaccessible by public transportation, about 37 percent wanted to shop, 27 percent wanted to engage in recreational activities, 24 percent wanted to conduct personal business, and 10 percent wanted to find employment.

Source: SEWRPC.

Map 5

**RELATIVE INTENSITY OF DEMAND IN THE REGION BY SECTION FOR PUBLIC TRANSPORTATION SERVICE TO SOUTHRIDGE SHOPPING CENTER BY HOUSEHOLDS INDICATING INACCESSIBILITY: 1972**

- LEGEND**
- NUMBER OF HOUSEHOLDS IN SECTION
- 25-99
  - 100-199
  - 200-299
  - 300-399
  - 400 OR MORE



The Southridge Shopping Center was the third most frequently cited area with respect to inaccessibility by public transportation. As shown on this map, households which indicated they could not reach the shopping center using public transportation were located primarily in U. S. Public Land Survey sections in Milwaukee and Waukesha Counties, as well as in such sections in Kenosha, Racine, and Walworth Counties. Approximately 90 percent of those households who responded to this question wanted to shop and about 10 percent wanted to accept employment.

Source: SEWRPC.

Table 10

**PERCENTAGE DISTRIBUTION OF TRAVEL MODES USED IN TRIPS TO WORK IN AN  
AVERAGE WEEK (MONDAY THROUGH FRIDAY) IN THE REGION BY COUNTY: 1972<sup>a</sup>**

County	Mode of Travel																	
	As An Auto Driver						As An Auto Passenger						As a Mass Transit Passenger					
	Days Per Week					Subtotal	Days Per Week					Subtotal	Days Per Week					Subtotal
	1	2	3	4	5		1	2	3	4	5		1	2	3	4	5	
Kenosha . . .	0.7	1.1	2.3	1.5	52.2	57.8	0.0	0.0	0.0	0.1	4.2	4.3	0.0	0.0	0.0	0.0	0.1	0.1
Milwaukee . . .	0.3	0.8	1.3	0.7	44.2	47.3	0.2	0.2	0.0	0.2	2.6	3.2	0.3	0.4	0.5	0.2	5.8	7.2
Ozaukee . . .	0.7	1.3	2.1	1.3	53.2	58.6	0.0	0.0	0.4	0.1	1.1	1.6	0.0	0.0	0.0	0.0	0.5	0.5
Racine . . .	0.1	0.1	0.4	1.4	53.3	55.3	0.0	0.0	0.1	0.1	3.0	3.2	0.0	1.1	0.0	0.0	0.6	1.7
Walworth . . .	1.4	1.8	1.6	0.9	41.0	46.7	0.0	0.0	0.0	0.3	1.7	2.0	0.0	0.0	0.0	0.0	0.2	0.2
Washington . .	0.8	0.6	2.6	2.0	48.2	54.2	0.3	0.4	0.3	0.0	3.8	4.8	0.0	0.0	0.0	0.0	0.3	0.3
Waukesha . . .	0.2	0.7	2.3	1.7	52.2	57.1	0.1	0.2	0.7	0.1	2.0	3.1	0.1	0.0	0.0	0.0	0.4	0.5
Region	0.4	0.8	1.5	0.9	47.2	50.8	0.1	0.1	0.2	0.2	2.7	3.3	0.2	0.3	0.3	0.3	3.5	4.6

County	Mode of Travel											Total
	By Walking						Subtotal	Other	Work at Home	No Response	Combinations Not Classified	
	Days Per Week											
	1	2	3	4	5							
Kenosha . . .	0.0	0.0	0.1	0.0	4.3	4.4	1.2	8.9	19.0	4.3	100.0	
Milwaukee . . .	0.0	0.1	0.2	0.1	2.2	2.6	0.3	7.1	21.6	10.7	100.0	
Ozaukee . . .	0.0	0.0	0.0	0.0	1.8	1.8	0.3	9.2	21.2	6.8	100.0	
Racine . . .	0.0	0.0	0.0	0.1	2.4	2.5	0.8	5.9	22.1	8.5	100.0	
Walworth . . .	0.0	0.0	0.0	0.2	6.6	6.8	0.3	16.3	19.1	8.6	100.0	
Washington . .	0.0	0.0	0.0	0.2	3.6	3.8	0.9	11.8	18.6	5.6	100.0	
Waukesha . . .	0.1	0.0	0.1	0.0	1.2	1.4	0.9	7.5	19.7	9.8	100.0	
Region	0.0	0.0	0.1	0.1	2.4	2.6	0.5	7.8	21.3	9.1	100.0	

<sup>a</sup>Question Reference—Travel Item J: On the average Monday through Friday week, I travel to work:

Source: SEWRPC.

and 10 percent did not reply to the question. In each of the six remaining counties, respondents replying "yes" to the question amounted to less than 40 percent of the total respondents in each county. Of the total respondents in Kenosha and Racine Counties, each serviced by its own transit system in its more urbanizing parts, only 30 percent and 31 percent, respectively, answered affirmatively to the question.

Respondents were also asked to indicate whether they now use public transportation on a regular basis. Of the total respondents in the Region, approximately 4 percent replied they did use such service more or less regularly. By county, the percentage of respondents replying affirmatively ranged from less than 1 percent in each of the largely rural counties of Ozaukee and Washington to 6 percent in Milwaukee County. Because public transportation ridership is comprised not only of those who use it on a regular basis but also of those who use it on an irregular basis, the percentage of public transportation utilization in the Region on an average weekday can be expected to be several percentage points greater than the 4 percent shown here. In comparison, results of the 1972 home interview survey indicate that 6 percent of the total population five years of age and over used public transportation service on an average weekday.

The disparity between the percentage of riders who now use public transportation and those who indicated they would use it if it were free would tend to indicate that cost is an important factor in public transportation utilization, and that a significant reduction in the cost of fares, through subsidy or otherwise, could result in substantial increases in such utilization.

## USE OF CAR POOLS

Item L asked whether respondents would use a car pool to and from work on a more or less regular basis if the opportunity were available. In response to this question regionwide, 41 percent of the total respondents indicated they would, 43 percent of the total indicated they would not, and 16 percent of the total did not reply. The percentage distribution by county did not vary significantly from that of the Region (see Table 12).

As a part of this question, respondents also were asked to indicate whether they presently participate in a car pool. Responses indicated that regionwide, approximately 3 percent were participating in a car pool, ranging by county from 2 percent in Walworth County to nearly 5 percent in Washington County.

As in the case of the replies to item K relating to the substantially increased percentage of respondents who indicated they would use public transportation if it were free, the disparity between the percentages of respondents who currently participate in a car pool and those who indicated they would participate if the opportunity occurred is substantial. This points out the need for the development of a program which would identify both the demand and the possibility of establishment of car pool service to at least major areas of employment within the Region.

## SUMMARY

A very large proportion of respondents in both the 1963 and 1972 surveys considered overall travel to be convenient or very convenient. In some instances, however, the lack of public transportation between home and certain areas of the Region prevented or limited family members of a relatively large percentage of households from accepting employment or conducting certain activities considered important to their well-being.

The primary advantages of automobile travel over public transportation travel as viewed by respondents were the abilities to travel at any time, to travel directly, and to reduce travel times. Conversely, the most important advantages of public transportation travel over automobile travel were considered to be freedom from tensions of driving and parking an auto, and reduced damage to the environment.

Although public opinions were mixed concerning the completion of the planned freeway system, the very large majority of respondents believed that freeway construction should be continued to some degree within the Region. The provision of additional freeways or expressways and the improvement of local street and highway facilities were emphasized by respondents in 1963 as the best means of improving daily personal travel. By 1972, with an effective freeway system in operation and the construction of other freeways started or planned, the emphasis shifted to the improvement of arterial

Table 11

PERCENTAGE DISTRIBUTION OF RESPONSES REGARDING USE OF PUBLIC TRANSPORTATION, IF FREE, IN THE REGION BY COUNTY: 1972<sup>a</sup>

County	Use of Public Transportation			Total	Percent of Respondents Now Using Public Transportation
	Yes	No	No Response		
Kenosha . . .	30.4	63.4	6.2	100.0	2.1
Milwaukee . . .	45.9	44.3	9.8	100.0	6.3
Ozaukee . . .	35.6	59.4	5.0	100.0	0.9
Racine . . .	31.0	61.2	7.8	100.0	2.3
Walworth . . .	30.7	61.5	7.8	100.0	1.4
Washington . . .	34.4	54.9	10.7	100.0	0.9
Waukesha . . .	38.8	54.9	6.3	100.0	2.0
Region	41.0	50.3	8.7	100.0	4.4

<sup>a</sup>Question Reference—Travel Item K: Would you use public transportation on a more or less regular basis if it was free?

Source: SEWRPC.

Table 12

PERCENTAGE DISTRIBUTION OF RESPONSES REGARDING USE OF A CAR POOL FOR WORK PURPOSES IN THE REGION BY COUNTY: 1972<sup>a</sup>

County	Use of Car Pool			Total	Percent of Respondents Now in a Car Pool
	Yes	No	No Response		
Kenosha . . .	37.5	46.1	16.4	100.0	4.0
Milwaukee . . .	42.3	40.6	17.1	100.0	2.8
Ozaukee . . .	39.5	45.4	15.1	100.0	3.7
Racine . . .	36.6	48.4	15.0	100.0	4.3
Walworth . . .	35.0	48.6	16.4	100.0	2.2
Washington . . .	40.2	42.6	17.2	100.0	4.6
Waukesha . . .	39.3	46.1	14.6	100.0	3.8
Region	40.6	43.0	16.4	100.0	3.3

<sup>a</sup>Question Reference—Travel Item L: Would you use a car pool to and from work if the opportunity was available?

Source: SEWRPC.

street and highway facilities, traffic signal coordination, and residential street facilities, with only 6 percent favoring the provision of new freeway facilities. Strong support was given, however, for the improvement of mass transit service within the Region through the provision of more frequent service, service to new areas, additional express bus service, new bus and rail rapid transit service, and new park-ride lots which together accounted for 34 percent of the total responses to item E.

The majority of opinions indicated that the total cost of public transportation should be borne partly by the riders and partly by state or federal funding, partly by riders and partly by the community being served, and totally by the riders, in that order.

If local taxes were to subsidize public transportation, respondents indicated a local vehicle tax, a local sales tax, or a local income tax should be used, in that order of preference. Reduced public transportation fares were strongly favored for the elderly, the handicapped, and students. Reduced fares for all transportation riders and riders receiving welfare payments were favored in Milwaukee County but opposed in each of the other counties in the Region.

When asked if respondents would use public transportation on a regular basis if it were free, 41 percent indicated they would, although only 4 percent indicated they now use it regularly. This indicates the need for the development of a program which would identify both the demand for and the possibility of the establishment of, if not free fare service, at least significantly reduced fare service. Similarly, when respondents were asked if they would use a car pool if the opportunity were available, 41 percent indicated they would, although only 3 percent now use a car pool regularly. This indicates the need for the development of an additional program which would identify the demand for, and aid in the establishment of, car pools.

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## Chapter III

### PUBLIC OPINION REGARDING HOUSING

The housing section of the personal opinion survey requested resident opinions, preferences, and attitudes concerning: 1) favorable and unfavorable characteristics of neighborhoods; 2) considerations in the selection of a new neighborhood; 3) present costs of renting or owning a home; 4) major reasons involved in selecting present home; 5) type of living arrangement desired in a new home; 6) lot size required; 7) willingness to rent or own a home not connected to a public sewer and/or public water supply; 8) whether a change in place of residence is contemplated; 9) type of community living desired; and 10) selection of particular community in which to live.

Summaries of resident responses to these various housing-related items follow.

#### NEIGHBORHOOD CHARACTERISTICS

In housing item A, respondents were asked to express likes or dislikes about 10 characteristics of their present neighborhood. For the Region as a whole, respondents by either a majority or plurality favored all but one of the characteristics listed. The single exception, which produced emphatic disapproval in all counties, dealt with the existing level of property taxation.

Generally, within each category the percentage distribution of responses by county was similar to that of the Region. Notable exceptions occurred in the categories "availability of public transportation" and "availability of public sewer and water," where the variation in responses reflects the county's urban or rural aspects.

A relatively large percentage of respondents indicated accessibility of schools, closeness to friends and relatives, closeness to place of work, availability of public transportation, accessibility to freeways, and quality of schools to be relatively unimportant, ranging by category from 22 to 32 percent regionwide and by individual county to as high as 60 percent in the category "availability of public transportation" (see Table 13). These large percentages in the "not important" category under accessibility to school and quality of schools probably strongly reflect households without school aged children. Similarly, availability of public transportation had the largest percentage of "not important" responses in those counties without extensive public transportation services.

#### COST OF RENTING VERSUS HOME OWNERSHIP

The question in item B, "considering your income, do you think the present cost of renting or owning your home is too high, too low, or about right" was asked in both the 1963 and 1972 personal opinion surveys.

Although only minor differences occurred between the 1963 and 1972 surveys in the regional responses within each category, there was a significant shift in attitude in the intervening years in certain counties, particularly Ozaukee, Racine, and Washington, with an increasing proportion of responses indicating "too high" and corresponding decreasing indications of "about right." In all counties the percentage of respondents designating such costs as too high was in the majority both in 1963 and 1972. A relatively small percentage in both surveys indicated the cost of housing was too low. Only in Milwaukee and Kenosha Counties was there a decrease between 1963 and 1972 in the percentage of respondents who believed the cost of housing to be too high and an increase in the percentage of respondents who believed the cost of housing to be about right (see Table 14).

#### FACTORS INFLUENCING HOUSING CHOICE

The question in item C, "what was your major reason for selecting this particular house or apartment," was asked in both the 1963 and 1972 personal opinion surveys.

In the 1972 survey the four primary considerations regionwide were size of living area inside the house or apartment, cost of owning or renting a home, miscellaneous reasons given under the "other" category, and the size of lot or availability of open space. In general, these same four reasons were also the primary responses by county.

Results of the 1963 survey indicate some shift in attitudes in the intervening years. The major considerations given in the 1963 regional summary were cost of owning or renting, size of living area inside the house or apartment, miscellaneous responses given in the "other" category, and design of the house or apartment. Thus, while cost of housing and size of living area remain as major considerations in both surveys, design of the house or apartment seemingly diminished in

Table 13

**PERCENTAGE DISTRIBUTION OF RESPONSES REGARDING NEIGHBORHOOD CHARACTERISTICS IN THE REGION BY COUNTY: 1972<sup>a</sup>**

County	Neighborhood Characteristics																			
	Accessibility to Schools					Closeness to Shopping Area					Accessibility to Freeway					Availability of Public Transportation				
	Like	Dislike	Not Important	No Response	Total	Like	Dislike	Not Important	No Response	Total	Like	Dislike	Not Important	No Response	Total	Like	Dislike	Not Important	No Response	Total
Kenosha . . . . .	57.6	8.6	28.7	5.0	99.9	63.9	15.0	16.3	4.7	99.9	49.1	4.3	39.7	6.9	100.0	31.5	19.4	43.0	6.1	100.0
Milwaukee . . . . .	54.9	6.8	32.7	5.7	100.1	72.4	14.0	9.5	4.1	100.0	66.2	8.6	19.2	6.0	100.0	54.8	18.7	21.0	5.5	100.0
Ozaukee . . . . .	59.4	6.9	30.2	3.5	100.0	66.6	18.2	11.6	3.6	100.0	73.2	8.5	15.3	3.1	100.1	11.9	30.2	53.6	4.3	100.0
Racine . . . . .	61.3	7.1	26.9	4.8	100.1	64.7	12.1	18.4	4.8	100.0	37.6	11.3	43.1	8.0	100.0	25.6	26.2	41.3	7.0	100.1
Walworth . . . . .	59.0	2.3	29.2	9.6	100.1	60.0	18.2	14.5	7.3	100.0	44.4	10.7	34.7	10.2	100.0	6.7	21.7	60.3	11.2	99.9
Washington . . . . .	52.4	6.1	29.7	11.9	100.1	56.7	17.9	15.1	10.4	100.1	49.3	11.7	27.9	11.2	100.1	6.1	20.6	58.3	15.1	100.1
Waukesha . . . . .	57.9	7.5	29.4	5.3	100.1	66.0	14.3	15.8	3.9	100.0	72.9	6.0	16.1	5.1	100.1	10.4	34.6	46.8	8.2	100.0
Region	56.3	6.9	31.0	5.8	100.0	68.9	14.3	12.2	4.5	99.9	62.0	8.4	23.3	6.4	100.1	39.0	22.3	32.1	6.6	100.0

County	Neighborhood Characteristics																			
	Availability of Public Sewer and Water					Quality of Schools					Closeness to Place of Work					Level of Property Taxes				
	Like	Dislike	Not Important	No Response	Total	Like	Dislike	Not Important	No Response	Total	Like	Dislike	Not Important	No Response	Total	Like	Dislike	Not Important	No Response	Total
Kenosha . . . . .	69.8	10.2	13.5	6.6	100.1	68.0	7.2	16.7	8.1	100.0	48.0	13.4	32.9	5.8	100.1	18.5	57.3	16.6	7.6	100.0
Milwaukee . . . . .	82.6	2.7	8.3	6.5	100.1	56.5	9.8	26.2	7.5	100.0	42.7	17.5	30.8	9.0	100.0	12.9	58.6	21.7	6.8	100.0
Ozaukee . . . . .	65.4	6.4	23.3	4.9	100.0	74.5	4.5	17.6	3.5	100.1	49.0	15.2	30.9	4.9	100.0	26.4	53.9	15.1	4.7	100.1
Racine . . . . .	70.5	5.8	16.2	7.6	100.1	62.3	12.8	17.8	7.0	99.9	42.7	16.7	31.1	9.6	100.1	11.4	57.7	22.9	8.0	100.0
Walworth . . . . .	45.1	14.7	30.7	9.6	100.1	63.2	9.5	17.0	10.4	100.1	52.9	11.2	24.1	11.8	100.0	12.5	63.7	14.7	9.1	100.0
Washington . . . . .	42.0	8.9	36.2	13.0	100.1	62.8	7.6	15.7	13.9	100.0	51.7	11.6	25.0	11.8	100.1	10.0	67.5	12.9	9.6	100.0
Waukesha . . . . .	44.8	19.9	29.3	6.1	100.1	71.5	6.0	15.3	7.2	100.0	43.3	15.6	33.7	7.4	100.0	20.1	64.1	9.8	6.0	100.0
Region	71.6	6.7	14.8	6.8	99.9	61.1	9.1	22.1	7.7	100.0	44.0	16.3	31.0	8.6	99.9	14.5	59.6	18.9	7.0	100.0

County	Neighborhood Characteristics														
	Quality of Police, Fire Protection					Closeness to Friends, Relatives					Other				
	Like	Dislike	Not Important	No Response	Total	Like	Dislike	Not Important	No Response	Total	Like	Dislike	Not Important	No Response	Total
Kenosha . . . . .	81.1	10.1	3.2	5.5	99.9	49.4	9.0	35.1	6.5	100.0	1.9	2.4	1.0	94.7	100.0
Milwaukee . . . . .	82.3	8.6	3.1	6.1	100.1	51.3	12.1	30.0	6.6	100.0	2.5	2.7	0.9	93.9	100.0
Ozaukee . . . . .	82.8	10.1	2.5	4.6	100.0	49.3	11.5	35.4	3.8	100.0	5.8	7.4	0.5	86.3	100.0
Racine . . . . .	75.0	12.4	5.0	7.6	100.0	47.1	6.6	40.2	6.1	100.0	2.1	1.9	1.8	94.2	100.0
Walworth . . . . .	72.6	15.3	4.2	8.0	100.1	62.1	7.5	21.1	9.3	100.0	1.8	1.8	0.7	95.7	100.0
Washington . . . . .	68.3	14.7	5.2	11.8	100.0	50.2	9.6	29.1	11.1	100.0	4.2	1.1	1.2	93.5	100.0
Waukesha . . . . .	78.3	12.3	3.2	6.2	100.0	46.2	9.8	38.1	5.9	100.0	2.9	2.5	1.9	92.8	100.1
Region	80.0	10.1	3.4	6.4	99.9	50.2	10.7	32.4	6.6	99.9	2.6	2.6	1.1	93.6	99.9

<sup>a</sup> Question Reference—Housing Item A: What do you like or dislike about the neighborhood you are now living in?

Source: SEWRPC.

Table 14

**PERCENTAGE DISTRIBUTION OF RESPONSES REGARDING HOUSING COST IN RELATION TO INCOME IN THE REGION BY COUNTY: 1963 AND 1972<sup>a</sup>**

County	Cost of Housing								Total	
	Too High		Too Low		About Right		No Response			
	1963	1972	1963	1972	1963	1972	1963	1972	1963	1972
Kenosha . . . . .	59.2	51.5	0.4	0.1	37.1	46.2	3.3	2.2	100.0	100.0
Milwaukee . . . . .	59.0	56.5	0.3	0.6	39.8	40.9	0.9	2.0	100.0	100.0
Ozaukee . . . . .	41.1	51.0	0.0	0.0	58.9	47.4	0.0	1.7	100.0	100.1
Racine . . . . .	47.8	56.0	1.1	1.5	50.3	41.1	0.8	1.4	100.0	100.0
Walworth . . . . .	58.0	59.4	0.0	0.2	39.0	37.2	3.1	3.2	100.1	100.0
Washington . . . . .	39.7	59.5	1.1	0.4	59.2	37.8	0.0	2.4	100.0	100.1
Waukesha . . . . .	54.2	55.5	0.2	1.2	44.3	41.6	1.2	1.8	99.9	100.1
Region	56.1	56.0	0.4	0.7	42.4	41.4	1.1	2.0	100.0	100.1

<sup>a</sup> Question Reference—Housing Item B: Considering your income, do you think the present cost of renting or owning your home is: too high, too low, about right?

Source: SEWRPC.

importance, being replaced by size of lot or availability of open space in 1972. The "other" category in both the 1963 and 1972 surveys contained a wide variety of responses, including most frequently the fact that a house was inherited, tenancy or ownership of a house or apartment by a spouse prior to marriage, and the ownership of a good farm site upon which a house could be located.

In each county, the percentage of respondents selecting "size of living area inside house or apartment" and "size of lot or availability of open space" as major considerations increased from 1963 to 1972. In all counties except Walworth County the percentage of respondents selecting "cost of owning or renting" decreased during that period (see Table 15).

#### INTENT TO MOVE TO ANOTHER HOME

Item D asked "does your family have plans to move to another home within approximately the next 12 to 18 months." The response for the entire Region indicated that 17 percent of the total survey households did plan to move to another place of residence within that time period; about 78 percent of the households did not plan to move within that period; and about 4 percent did not reply to the question. By county, the percentage of households indicating a plan to move to another place of residence was: Milwaukee County, 19 percent; Washington County, 18 percent; Racine County, 17 percent; Waukesha County, 14 percent; Kenosha County, 13 percent; Ozaukee County, 8 percent; and Walworth County, 8 percent (see Table 16).

**Table 15**  
**PERCENTAGE DISTRIBUTION OF FACTORS INFLUENCING**  
**HOUSING CHOICE IN THE REGION BY COUNTY: 1963 AND 1972<sup>a</sup>**

County	Factors Influencing Housing Choice									
	Size of Living Area Inside House or Apartment		Size of Lot or Availability of Open Space		Cost of Owning or Renting		Design of House or Apartment		Appearance of House or Apartment	
	1963	1972	1963	1972	1963	1972	1963	1972	1963	1972
Kenosha . . . .	16.1	22.1	3.4	20.4	32.8	16.9	9.0	5.3	10.2	5.9
Milwaukee . . . .	19.8	25.7	4.0	9.5	33.6	21.5	12.0	6.3	7.9	4.4
Ozaukee . . . .	8.2	18.6	4.6	25.5	32.5	10.7	16.8	8.9	1.5	1.6
Racine . . . .	17.7	22.7	4.7	19.6	33.0	20.2	15.9	6.3	9.1	3.3
Walworth . . . .	13.8	15.0	4.5	19.7	14.9	21.4	15.8	5.0	7.4	2.2
Washington . . . .	11.6	16.5	8.0	31.6	29.7	11.0	9.8	6.0	1.9	4.8
Waukesha . . . .	12.3	20.9	12.6	30.6	27.3	14.0	14.7	9.0	2.7	2.2
Region	17.6	23.5	5.3	16.1	32.0	19.2	12.7	6.6	7.0	3.9

County	Factors Influencing Housing Choice						Total	
	Only Place Available		Other		No Response			
	1963	1972	1963	1972	1963	1972	1963	1972
Kenosha . . . .	5.8	9.0	17.3	14.1	5.3	6.4	99.9	100.1
Milwaukee . . . .	7.4	9.7	11.6	18.7	3.6	4.3	99.9	100.1
Ozaukee . . . .	7.3	6.5	21.6	23.8	7.5	4.4	100.0	100.0
Racine . . . .	8.1	9.8	9.4	12.6	2.2	5.5	100.1	100.0
Walworth . . . .	8.3	9.8	35.2	18.9	0.0	8.0	99.9	100.0
Washington . . . .	10.7	9.4	28.3	10.6	0.0	10.2	100.0	100.1
Waukesha . . . .	7.1	6.0	18.6	13.5	4.6	3.7	99.9	99.9
Region	7.5	9.0	14.3	16.9	3.6	4.8	100.0	100.0

<sup>a</sup>Question Reference—Housing Item C: What was your major reason for selecting this particular house or apartment?

Source: SEWRPC.

By way of comparison, information derived from the household history survey portion of the 1972 home interview survey indicated that 27 percent of the regional households had moved to another residence in the 18-month period prior to the conduct of the survey, a figure matched almost exactly by the national average of moves within an equivalent period as derived from 1970 U. S. Bureau of the Census data. In this light, the finding of 17 percent of planned household moves as reported in the personal opinion survey appears representative, since such data reflect only households who already had decided to move by the end of the four-month survey period and does not include those who would come to such a decision in the remainder of the 18-month period.

#### TYPE OF COMMUNITY PREFERRED

Item E asked the type of community in which the respondents now live and the type in which they would prefer to live. Dissatisfaction with city living is evidenced in the results of the survey. Less than 48 percent of the respondents who now live in the city indicated they preferred city living. Of those who preferred to move from the city, 21 percent preferred city-suburban living, 13 percent preferred rural suburban living, and 14 percent preferred rural living.

Of those living in city-suburbs, 66 percent preferred to do so; 17 percent preferred rural-suburban living; 11 percent preferred rural living; and only 2 percent preferred city living. Of those living in rural-suburban areas, 71 percent preferred to do so; 21 percent preferred rural living; and 5 percent preferred city-suburban living. Less than 1 percent desired to live in a city. Of those in rural areas, 88 percent preferred to remain in rural areas, 7 percent preferred rural-suburban living, 2 percent preferred city-suburban living, and 2 percent preferred to live in a city (see Table 17).

In summary, of the 54 percent of the respondents within the Region who now live in a city, only 27 percent prefer to do so; of the 24 percent of the respondents who now live in a city suburb, 28 percent prefer to do so; of the 9 percent who now live in a rural suburb, 19 percent prefer to do so; and of the 8 percent who now live in rural areas, 20 percent prefer to do so.

Table 16

#### PERCENTAGE DISTRIBUTION OF RESPONSES REGARDING INTENT TO MOVE WITHIN 12 TO 18 MONTHS IN THE REGION BY COUNTY: 1972<sup>a</sup>

County	Intent to Move			Total
	Yes	No	No Response	
Kenosha . . .	13.1	83.8	3.1	100.0
Milwaukee . . .	19.4	75.9	4.7	100.0
Ozaukee . . .	8.4	89.2	2.4	100.0
Racine . . .	17.4	78.7	3.9	100.0
Walworth . . .	8.1	87.8	4.0	99.9
Washington . .	17.6	75.3	7.1	100.0
Waukesha . . .	14.3	82.0	3.7	100.0
Region	17.3	78.4	4.4	100.1

<sup>a</sup>Question Reference—Housing Item D: Does your family have plans to move to another home within approximately the next 12-18 months?

Source: SEWRPC.

Table 17

#### PERCENTAGE DISTRIBUTION OF TYPES OF COMMUNITIES IN WHICH RESPONDENTS NOW LIVE AND TYPES OF COMMUNITIES IN WHICH THEY PREFER TO LIVE IN THE REGION: 1972<sup>a</sup>

Present Place of Residence		Preferred Place of Residence (Percent)						Total
Type	Percent <sup>b</sup>	City	City Suburb	Rural Suburb	Rural	Other	No Response	
City . . . . .	54.0	47.7	20.6	12.8	14.1	0.9	3.9	100.0
City Suburb . . .	24.4	2.0	66.0	17.5	10.6	0.6	3.2	99.9
Rural Suburb . .	9.4	0.3	4.7	71.2	21.1	0.4	2.3	100.0
Rural . . . . .	8.4	2.0	1.9	6.6	88.5	0.1	0.9	100.0
Other . . . . .	1.7	4.2	6.7	24.0	13.4	50.1	1.5	99.9
No Response . .	2.0	9.1	4.3	3.0	5.8	0.0	77.7	99.9
Total	99.9	26.7 <sup>c</sup>	28.1 <sup>c</sup>	18.9 <sup>c</sup>	20.0 <sup>c</sup>	1.5 <sup>c</sup>	4.8 <sup>c</sup>	100.0 <sup>c</sup>

<sup>a</sup>Question Reference—Housing Item E, Part 1: In which do you now live; and Part 2: Do you prefer:

<sup>b</sup>Indicates percent of total respondents to Part 1 of Housing Item E.

<sup>c</sup>Indicates percent of total respondents to Part 2 of Housing Item E.

Source: SEWRPC.

Tables 18 through 24 show the percentage distribution of responses by individual county. In each county, the percentage of respondents who live in a city was greater than the percentage who preferred to live in a city. The percentage of respondents who live in a city suburb was from 2 to 6 percent less than the percentage who preferred to live there, except for Waukesha County, in which 2 percent more persons lived in a city suburb than preferred to live there. The percentage of respondents who prefer to live in a rural suburb was from 1 to 5 percent greater than those who actually lived there in the more rural Walworth, Washington, Waukesha, and Ozaukee Counties, and from 8 to 12 percent greater in the more urban Racine, Kenosha, and Milwaukee Counties. The percentage of respondents who prefer to live in a rural area was greater in each of the counties than the percentage of respondents who actually lived there, ranging from 9 percent in Kenosha County to 14 percent in Waukesha County.

Table 18

PERCENTAGE DISTRIBUTION OF TYPES OF COMMUNITIES IN WHICH RESPONDENTS NOW LIVE AND TYPES OF COMMUNITIES IN WHICH THEY PREFER TO LIVE IN KENOSHA COUNTY: 1972<sup>a</sup>

Present Place of Residence		Preferred Place of Residence (Percent)						Total
Type	Percent <sup>b</sup>	City	City Suburb	Rural Suburb	Rural	Other	No Response	
City . . . . .	61.6	55.8	15.4	15.2	10.0	1.2	2.3	99.9
City Suburb . . .	7.9	0.0	44.0	21.7	34.3	0.0	0.0	100.0
Rural Suburb . . .	8.7	0.0	0.0	62.0	31.5	0.0	6.5	100.0
Rural . . . . .	18.7	2.3	1.8	7.9	86.5	0.0	1.5	100.0
Other . . . . .	1.6	0.0	0.0	37.4	14.0	30.6	18.0	100.0
No Response . . .	1.6	8.8	17.7	9.0	0.0	0.0	64.4	99.9
Total	100.1	34.9 <sup>c</sup>	13.6 <sup>c</sup>	18.7 <sup>c</sup>	28.0 <sup>c</sup>	1.2 <sup>c</sup>	3.6 <sup>c</sup>	100.0 <sup>c</sup>

<sup>a</sup>Question Reference—Housing Item E, Part 1: In which do you now live; and Part 2: Do you prefer:

<sup>b</sup>Indicates percent of total respondents to Part 1 of Housing Item E.

<sup>c</sup>Indicates percent of total respondents to Part 2 of Housing Item E.

Source: SEWRPC.

Table 19

PERCENTAGE DISTRIBUTION OF TYPES OF COMMUNITIES IN WHICH RESPONDENTS NOW LIVE AND TYPES OF COMMUNITIES IN WHICH THEY PREFER TO LIVE IN MILWAUKEE COUNTY: 1972<sup>a</sup>

Present Place of Residence		Preferred Place of Residence (Percent)						Total
Type	Percent <sup>b</sup>	City	City Suburb	Rural Suburb	Rural	Other	No Response	
City . . . . .	63.9	49.0	22.6	12.3	12.7	0.8	2.6	100.0
City Suburb . . .	30.9	2.1	67.2	17.7	9.0	0.7	3.3	100.0
Rural Suburb . . .	2.8	0.3	8.5	73.5	13.3	0.0	4.4	100.0
Rural . . . . .	0.3	25.8	6.1	31.7	30.5	0.0	5.9	100.0
Other . . . . .	0.2	0.0	35.0	52.3	0.0	12.8	0.0	100.1
No Response . . .	1.8	10.0	5.7	0.0	6.0	0.0	78.3	100.0
Total	99.9	32.2 <sup>c</sup>	35.7 <sup>c</sup>	15.5 <sup>c</sup>	11.5 <sup>c</sup>	0.8 <sup>c</sup>	4.3 <sup>c</sup>	100.0 <sup>c</sup>

<sup>a</sup>Question Reference—Housing Item E, Part 1: In which do you now live; and Part 2: Do you prefer:

<sup>b</sup>Indicates percent of total respondents to Part 1 of Housing Item E.

<sup>c</sup>Indicates percent of total respondents to Part 2 of Housing Item E.

Source: SEWRPC.

Table 20

PERCENTAGE DISTRIBUTION OF TYPES OF COMMUNITIES IN WHICH RESPONDENTS NOW LIVE AND TYPES OF COMMUNITIES IN WHICH THEY PREFER TO LIVE IN OZAUKEE COUNTY: 1972<sup>a</sup>

Present Place of Residence		Preferred Place of Residence (Percent)						Total
Type	Percent <sup>b</sup>	City	City Suburb	Rural Suburb	Rural	Other	No Response	
City . . . . .	26.5	32.1	22.3	26.8	12.4	0.4	6.0	100.0
City Suburb . . . . .	20.8	1.2	70.9	4.0	19.5	1.0	3.5	100.1
Rural Suburb . . . . .	26.3	0.0	4.4	80.6	14.6	0.4	0.0	100.0
Rural . . . . .	14.0	0.0	0.0	7.8	91.2	0.0	1.0	100.0
Other . . . . .	11.5	17.3	9.9	9.2	4.1	59.4	0.0	99.9
No Response . . . . .	1.0	0.0	0.0	11.3	0.0	0.0	88.7	100.0
Total	100.1	10.7 <sup>c</sup>	22.9 <sup>c</sup>	31.4 <sup>c</sup>	24.4 <sup>c</sup>	7.3 <sup>c</sup>	3.3 <sup>c</sup>	100.0 <sup>c</sup>

<sup>a</sup>Question Reference—Housing Item E, Part 1: In which do you now live; and Part 2: Do you prefer:

<sup>b</sup>Indicates percent of total respondents to Part 1 of Housing Item E.

<sup>c</sup>Indicates percent of total respondents to Part 2 of Housing Item E.

Source: SEWRPC.

Table 21

PERCENTAGE DISTRIBUTION OF TYPES OF COMMUNITIES IN WHICH RESPONDENTS NOW LIVE AND TYPES OF COMMUNITIES IN WHICH THEY PREFER TO LIVE IN RACINE COUNTY: 1972<sup>a</sup>

Present Place of Residence		Preferred Place of Residence (Percent)						Total
Type	Percent <sup>b</sup>	City	City Suburb	Rural Suburb	Rural	Other	No Response	
City . . . . .	58.8	40.5	15.9	12.7	15.1	0.9	14.8	99.9
City Suburb . . . . .	9.8	2.1	43.8	31.7	16.0	0.0	6.3	99.9
Rural Suburb . . . . .	13.3	1.0	1.2	65.9	27.3	2.7	1.9	100.0
Rural . . . . .	15.1	0.6	0.6	9.7	87.4	0.0	1.8	100.1
Other . . . . .	1.0	0.0	8.0	0.0	53.9	38.1	0.0	100.0
No Response . . . . .	2.0	33.4	3.1	0.0	0.0	0.0	63.5	100.0
Total	100.0	24.9 <sup>c</sup>	14.0 <sup>c</sup>	20.8 <sup>c</sup>	27.8 <sup>c</sup>	1.3 <sup>c</sup>	11.1 <sup>c</sup>	99.9 <sup>c</sup>

<sup>a</sup>Question Reference—Housing Item E, Part 1: In which do you now live; and Part 2: Do you prefer:

<sup>b</sup>Indicates percent of total respondents to Part 1 of Housing Item E.

<sup>c</sup>Indicates percent of total respondents to Part 2 of Housing Item E.

Source: SEWRPC.

Table 22

PERCENTAGE DISTRIBUTION OF TYPES OF COMMUNITIES IN WHICH RESPONDENTS NOW LIVE AND TYPES OF COMMUNITIES IN WHICH THEY PREFER TO LIVE IN WALWORTH COUNTY: 1972<sup>a</sup>

Present Place of Residence		Preferred Place of Residence (Percent)						Total
Type	Percent <sup>b</sup>	City	City Suburb	Rural Suburb	Rural	Other	No Response	
City . . . . .	27.5	49.7	13.2	8.8	25.7	0.6	1.9	99.9
City Suburb . . . . .	2.3	0.0	100.0	0.0	0.0	0.0	0.0	100.0
Rural Suburb . . . . .	13.4	0.0	4.3	65.3	28.0	0.0	2.3	99.9
Rural . . . . .	40.3	0.2	1.7	3.5	94.4	0.0	0.2	100.0
Other . . . . .	12.6	0.8	1.0	8.8	6.4	81.6	1.4	100.0
No Response . . . . .	3.9	0.0	0.0	12.8	4.9	0.0	82.3	100.0
Total	100.0	13.9 <sup>c</sup>	7.4 <sup>c</sup>	14.2 <sup>c</sup>	49.8 <sup>c</sup>	10.5 <sup>c</sup>	4.3 <sup>c</sup>	100.1 <sup>c</sup>

<sup>a</sup>Question Reference—Housing Item E, Part 1: In which do you now live; and Part 2: Do you prefer:

<sup>b</sup>Indicates percent of total respondents to Part 1 of Housing Item E.

<sup>c</sup>Indicates percent of total respondents to Part 2 of Housing Item E.

Source: SEWRPC.

Table 23

PERCENTAGE DISTRIBUTION OF TYPES OF COMMUNITIES IN WHICH RESPONDENTS NOW LIVE AND TYPES OF COMMUNITIES IN WHICH THEY PREFER TO LIVE IN WASHINGTON COUNTY: 1972<sup>a</sup>

Present Place of Residence		Preferred Place of Residence (Percent)						Total
Type	Percent <sup>b</sup>	City	City Suburb	Rural Suburb	Rural	Other	No Response	
City . . . . .	34.4	46.5	9.1	16.5	22.1	0.6	5.2	100.0
City Suburb . . . . .	3.8	0.0	58.9	11.1	6.2	0.0	23.8	100.0
Rural Suburb . . . . .	15.0	0.0	3.7	65.0	30.3	0.0	1.1	100.1
Rural . . . . .	40.4	1.5	2.9	1.1	94.5	0.0	0.1	100.1
Other . . . . .	3.4	2.3	0.0	2.3	50.0	45.4	0.0	100.0
No Response . . . . .	3.0	0.0	0.0	0.0	11.0	0.0	89.0	100.0
Total	100.0	16.7 <sup>c</sup>	7.1 <sup>c</sup>	16.3 <sup>c</sup>	52.6 <sup>c</sup>	1.7 <sup>c</sup>	5.6 <sup>c</sup>	100.0 <sup>c</sup>

<sup>a</sup>Question Reference—Housing Item E, Part 1: In which do you now live; and Part 2: Do you prefer:

<sup>b</sup>Indicates percent of total respondents to Part 1 of Housing Item E.

<sup>c</sup>Indicates percent of total respondents to Part 2 of Housing Item E.

Source: SEWRPC.

Table 24

**PERCENTAGE DISTRIBUTION OF TYPES OF COMMUNITIES IN WHICH RESPONDENTS NOW LIVE  
AND TYPES OF COMMUNITIES IN WHICH THEY PREFER TO LIVE IN WAUKESHA COUNTY: 1972<sup>a</sup>**

Present Place of Residence		Preferred Place of Residence (Percent)						Total
Type	Percent <sup>b</sup>	City	City Suburb	Rural Suburb	Rural	Other	No Response	
City . . . . .	24.6	39.2	19.6	12.0	26.9	1.4	0.9	100.0
City Suburb . . . . .	27.8	2.2	67.9	15.7	12.2	0.4	1.7	100.1
Rural Suburb . . . . .	27.6	0.2	5.4	73.0	19.9	0.0	1.5	100.0
Rural . . . . .	14.5	2.5	2.3	7.1	87.4	0.4	0.3	100.0
Other . . . . .	2.9	0.0	3.6	50.7	10.6	35.1	0.0	100.0
No Response . . . . .	2.5	0.0	0.0	8.4	9.5	0.0	82.1	100.0
<b>Total</b>	<b>99.9</b>	<b>10.7<sup>c</sup></b>	<b>25.6<sup>c</sup></b>	<b>30.2<sup>c</sup></b>	<b>28.7<sup>c</sup></b>	<b>1.5<sup>c</sup></b>	<b>3.3<sup>c</sup></b>	<b>100.0<sup>c</sup></b>

<sup>a</sup>Question Reference—Housing Item E, Part 1: In which do you now live; and Part 2: Do you prefer:

<sup>b</sup>Indicates percent of total respondents to Part 1 of Housing Item E.

<sup>c</sup>Indicates percent of total respondents to Part 2 of Housing Item E.

Source: SEWRPC.

Thus, very importantly, the results of this survey strongly indicate that the noticeable trend of recent years in population movement outward from the highly urbanized areas of the Region may be expected to continue and possibly accelerate. It is, of course, recognized that responses to this item entirely disregard the respondents' abilities to achieve these desires when confronted with economic and other realities of life. Among these other realities are the constraints imposed in many local communities because of changing conceptions concerning the desirability of population growth; the cost of providing services such as new schools, new and improved streets and highways, increased police and fire protection, and new public sewer and water facilities; the inability of soils in certain areas of the Region to sustain housing development; and the threat of the deterioration or destruction of prime agricultural lands, wildlife habitat, woodlands and wetlands, and water quality and supply, among other natural resources, essential to the well-being of the residents of the Region. The remarkable degree, however, to which these desires are expressed and the consistency of such responses county by county within the Region would tend to argue that many respondents who prefer to move outward from the larger cities of the Region will, if given the economic ability, attempt to do so.

#### LOCATION OF COMMUNITY PREFERRED

The first part of item F asked "do you have a particular community in mind in which you would prefer to live." Of the total respondents within the Region, only 24 percent answered yes to the question, 73 percent answered no, and 3 percent did not answer, as shown in Table 25. The second part of the question requested identification of the name of the city, village, or town of preference as well as the county and state within which it is located. The findings of this part of the question are summarized by those who prefer to live within their own community, in another civil division in the same county within the Region, in a different county within the Region, outside of the Region but within Wisconsin, or in other states of the United States or in foreign countries.

It is necessary to point out that the pattern of responses to the second part of this question does not represent that of the total households within the Region, since it is highly probable that a significantly large number of respondents who replied "no" did so because they are content to remain in their respective communities and thus have no thought of leaving. It is also important to note that the question does not attempt to determine the probabilities of a move being made, or when.

Table 25

**PERCENTAGE DISTRIBUTION OF  
RESPONSES REGARDING COMMUNITY  
PREFERENCE IN THE REGION BY COUNTY: 1972<sup>a</sup>**

County	Community Preference			Total
	Yes	No	No Response	
Kenosha . . . . .	20.4	78.1	1.6	100.1
Milwaukee . . . . .	27.3	69.3	3.4	100.0
Ozaukee . . . . .	24.6	73.1	2.2	99.9
Racine . . . . .	17.6	79.9	2.5	100.0
Walworth . . . . .	16.9	79.7	3.4	100.0
Washington . . . . .	17.6	79.3	3.1	100.0
Waukesha . . . . .	20.0	76.2	3.8	100.0
<b>Region</b>	<b>24.0</b>	<b>72.8</b>	<b>3.2</b>	<b>100.0</b>

<sup>a</sup>Question Reference—Housing Item F, Part 1: Do you have a particular community in mind in which you would prefer to live?

Source: SEWRPC.

Of the total respondents indicating a preference, 20 percent preferred to remain within their respective communities; 24 percent preferred to live in another community within the same county; 23 percent preferred to live in a different county within the Region; 15 percent preferred to live outside of the Region but within Wisconsin; and 18 percent preferred to live in other states or in other countries. Thus, approximately 67 percent of the respondents indicating a preference desired to remain within the Region, and approximately 82 percent desired to remain within the state, as shown in Table 26.

Variations from the regional percentage distribution were fairly numerous. For example, the percentage of respondents preferring to remain within their communities was much lower in the more urban counties of Milwaukee, Racine, and Kenosha than in the four other largely rural counties of the Region; the percentage of respondents preferring to remain within the Region was substantially lower in Kenosha than in the other counties; the percentage of respondents preferring to live outside Wisconsin was substantially higher in Kenosha, Racine, and Walworth Counties than in other counties; and the percentage of respondents preferring to live in another county within the Region was considerably greater in Milwaukee County than in any other county.

#### FACTORS INFLUENCING NEIGHBORHOOD CHOICE

Item G asked respondents, both in the 1963 and 1972 personal opinion surveys, to indicate characteristics most important in selecting a new neighborhood. All but two options listed in this item were common to both. The options "size of the lot" and "convenience to recreation" in the 1963 survey were replaced by the options "accessibility to freeways," "accessibility to schools," and "quality of schools" in the 1972 survey.

In the 1972 survey the most important considerations were the level of property taxation, 18 percent; accessibility to shopping areas, 13 percent; accessibility to place of work, 10 percent; and police and fire protection and accessibility to schools, each 9 percent (see Table 27). The percentage distribution by county in the 1972 survey was quite similar to that of the Region, with minor exceptions.

In the 1963 survey the most important characteristics in selecting a new neighborhood were the level of property taxation, 19 percent; police and fire protection, 15 percent; availability of public sewer and water, 14 percent; and accessibility of schools, 14 percent. As in the 1972 survey, the percentage distribution by county in 1963 was similar to that of the Region, with minor exceptions.

#### PREFERENCE FOR OWNING OR RENTING LIVING QUARTERS

Item H asked "in order to satisfy your present housing requirements, whether you plan to move or not, which type of living arrangement would you choose."

Table 26  
PERCENTAGE DISTRIBUTION OF RESPONSES REGARDING  
LOCATION OF PREFERRED COMMUNITY IN THE REGION BY COUNTY: 1972<sup>a</sup>

County	Location of Preferred Community					Total
	Same Civil Division	Same County, Another Civil Division	Another County in the Region	Wisconsin, Other than Region	All Other States and Countries	
Kenosha . . .	15.7	22.2	8.5	25.2	28.4	100.0
Milwaukee . . .	14.4	25.5	30.8	13.0	16.3	100.0
Ozaukee . . .	44.8	13.4	7.2	15.8	18.9	100.1
Racine . . .	20.9	31.2	8.3	13.5	26.1	100.0
Walworth . . .	46.3	18.2	2.3	6.0	27.1	99.9
Washington . .	37.1	13.9	9.4	30.9	8.6	99.9
Waukesha . . .	32.1	18.6	10.2	21.5	17.6	100.0
Region	19.6	24.0	23.0	15.3	18.1	100.0

<sup>a</sup>Question Reference—Housing Item F, Part 2: If yes, please identify:

Source: SEWRPC.

Table 27

**PERCENTAGE DISTRIBUTION OF FACTORS INFLUENCING  
NEIGHBORHOOD CHOICE IN THE REGION BY COUNTY: 1963 AND 1972<sup>a</sup>**

County	Factors Influencing Neighborhood Choice															
	Accessibility to Schools		Close to Shopping Area		Accessibility to Freeway		Availability of Public Transportation		Availability of Public Sewer and Water		Quality of Schools		Close to Place of Work		Level of Property Taxes	
	1963	1972	1963	1972	1963	1972	1963	1972	1963	1972	1963	1972	1963	1972	1963	1972
Kenosha . . .	NA	9.0	5.5	10.1	NA	2.5	4.6	4.0	14.3	9.2	NA	9.2	10.4	12.5	17.6	18.7
Milwaukee . . .	NA	9.5	6.9	13.6	NA	5.4	8.9	8.2	14.6	7.4	NA	7.6	10.1	8.9	18.5	17.0
Ozaukee . . .	NA	7.5	5.5	9.7	NA	5.7	1.4	2.8	14.5	4.7	NA	12.6	12.8	11.4	19.3	23.5
Racine . . .	NA	10.0	6.3	12.6	NA	1.9	5.6	4.0	13.9	6.7	NA	7.8	12.6	11.7	17.5	18.9
Walworth . . .	NA	6.7	7.4	10.3	NA	2.2	1.3	1.4	12.2	7.7	NA	7.3	11.8	16.8	14.3	19.6
Washington . .	NA	8.3	10.1	10.9	NA	5.0	0.8	2.0	12.4	4.0	NA	9.0	16.1	15.0	16.5	19.2
Waukesha . . .	NA	7.5	5.1	11.3	NA	6.3	3.2	3.2	9.8	7.1	NA	11.4	11.4	10.3	22.6	21.8
Region	NA <sup>b</sup>	9.0	6.6	12.6	NA	4.9	6.8	6.1	13.8	7.2	NA	8.5	10.9	10.2	18.7	18.4

County	Factors Influencing Neighborhood Choice														Total	
	Quality of Police and Fire Protection		Close to Friends and Relatives		Location and Quality of School		Size of Lot		Convenient to Recreation		Other		No Response			
	1963	1972	1963	1972	1963	1972	1963	1972	1963	1972	1963	1972	1963	1972	1963	1972
Kenosha . . .	17.5	10.2	3.7	5.4	12.0	NA	9.3	NA	1.6	NA	NA	2.3	3.6	7.0	100.1	100.1
Milwaukee . . .	15.6	8.7	2.5	4.4	13.7	NA	6.5	NA	1.2	NA	NA	2.1	1.6	7.1	100.1	99.9
Ozaukee . . .	15.2	8.3	3.1	5.6	16.0	NA	11.0	NA	0.8	NA	NA	3.7	0.3	4.6	99.9	100.1
Racine . . .	13.3	11.2	5.0	5.4	13.3	NA	10.1	NA	1.3	NA	NA	1.8	1.2	8.1	100.1	100.1
Walworth . . .	12.1	9.5	7.8	6.8	12.5	NA	9.8	NA	3.0	NA	NA	1.4	7.8	10.3	100.0	100.0
Washington . .	14.6	9.7	3.4	5.4	13.3	NA	8.1	NA	3.6	NA	NA	2.9	1.2	8.6	100.1	100.0
Waukesha . . .	12.8	9.2	3.7	4.1	14.6	NA	11.8	NA	2.5	NA	NA	2.4	2.6	5.4	100.1	100.1
Region	15.0	9.2	3.1	4.7	13.7	NA <sup>c</sup>	8.0	NA	1.5	NA	NA	2.2	2.0	7.1	100.1	100.1

<sup>a</sup>Question Reference—Housing Item G: In selecting a new neighborhood, which three things would you consider most important in order of preference?

<sup>b</sup>NA means not applicable.

<sup>c</sup>For responses in this category, see separate 1972 school accessibility and quality categories.

Source: SEWRPC.

In part I of item H, the respondent was asked to indicate a preference for owning or renting living quarters. The regional responses to Part I in the 1972 personal opinion survey showed that 79 percent of the respondents preferred owning; 13 percent preferred renting; 6 percent did not decide; and 2 percent did not reply. The regional responses to a similar but not identical question in the 1963 personal opinion survey indicated that 72 percent of the respondents preferred to own; 17 percent preferred to rent; and 1 percent did not respond (see Table 28). Since the 1963 question gave the choice of owning or renting only in a city or suburb, the percentage of replies in the category "other" was relatively high (10 percent) and generally reflected the ownership of farms. Variations from the regional percentage distribution in the 1972 survey are noted in the smaller percentages of preference for renting in Ozaukee, Washington, and Waukesha Counties than in the other counties; and in the smaller percentage of preference for "owning" in Milwaukee County than in other counties. Similar variations in the 1963 survey indicated the percentage of preference for owning was substantially smaller in Walworth and Washington Counties than in other counties. Affecting this, however, are the percentages in the "other" category which largely represent farm ownership in these two counties, as previously described.

Table 28

**PERCENTAGE DISTRIBUTION OF RESPONSES REGARDING OWNERSHIP  
OR RENTAL OF HOUSING IN THE REGION BY COUNTY: 1963 AND 1972<sup>a</sup>**

County	Preferred Living Arrangement										Total	
	Own		Rent		Undecided		Other		No Response			
	1963	1972	1963	1972	1963	1972	1963	1972	1963	1972	1963	1972
Kenosha . . .	79.5	81.4	10.4	11.0	NA	5.2	8.3	NA	1.8	2.4	100.0	100.0
Milwaukee . . .	70.2	74.9	19.9	16.6	NA	6.1	8.7	NA	1.2	2.5	100.0	100.1
Ozaukee . . .	79.8	87.9	7.4	5.7	NA	5.2	10.4	NA	2.5	1.2	100.1	100.0
Racine . . .	83.4	77.5	9.5	14.4	NA	5.1	6.1	NA	1.0	3.0	100.0	100.0
Walworth . . .	58.3	82.1	13.0	10.3	NA	4.7	28.8	NA	0.0	2.9	100.1	100.0
Washington . .	66.3	84.6	12.6	5.4	NA	8.0	21.0	NA	0.0	2.0	99.9	100.0
Waukesha . . .	74.7	88.5	14.0	5.0	NA	4.7	10.8	NA	0.6	1.9	100.1	100.1
Region	72.3	78.6	16.9	13.3	NA	5.7	9.8	NA	1.1	2.4	100.1	100.0

<sup>a</sup>Question Reference—Housing Item I: In order to satisfy your present housing requirements, whether you plan to move or not, which type of living arrangement would you choose; Part 1.

Source: SEWRPC.

Part II of this item asked “in order to satisfy your present housing requirements, whether you plan to move or not, which type of living arrangement would you choose.”

By regional summary, a single family house built conventionally at the site was the preference of a large majority of respondents (72 percent) ranging by county from 67 percent in Milwaukee County to 86 percent in Ozaukee County. The second preference, a housing unit in a two-family structure, was favored by only 8 percent, ranging from 2 percent in Ozaukee and Washington Counties to 11 percent in Milwaukee County. All other types of living structures were favored by less than 5 percent of the total respondents, with relatively minor variations by county from the regional averages (see Table 29). No comparable preferred structure type data were collected in the 1963 personal opinion survey.

#### AVAILABILITY OF PUBLIC SEWER AND WATER

Because of the similarity of structure and content in the paired questions in items I and J to those in items K and L, and the similarity of the analysis, these items are discussed together to avoid repetition and for convenience of presentation.

Item I asked in both the 1963 and 1972 personal opinion surveys, “is your residence connected to a public sewer.”

The responses to this question indicate that very little change occurred from 1963 to 1972 for the Region as a whole in the proportion of households connected to a public sewer. Comparisons by county between the 1963 and 1972 survey findings show, however, rather substantial increases in the proportion of such households in Kenosha, Ozaukee, and Waukesha Counties, rather significant decreases in Walworth and Washington Counties, a smaller decrease in Milwaukee County, and virtually no change in Racine County (see Table 30).

It should be noted that, as in the case of the public sanitary sewerage system findings, when the results of the 1972 and 1963 the 1970 and 1963 comprehensive inventories of public sanitary sewerage systems conducted by the Regional Planning Commission, certain differences were apparent in the percentage distributions of households connected to a public sanitary sewerage system. In the comparison of the 1972 personal opinion survey results with the 1970 public sanitary sewerage systems inventory results, relatively small differences were found for Kenosha, Racine, Washington, and Waukesha Counties and for the Region as a whole, and somewhat larger differences were found for Milwaukee, Ozaukee, and Walworth Counties. In the comparison of the 1963 results between the two sources, relatively small differences were found for Kenosha, Milwaukee, and Waukesha Counties and for the Region as a whole, and larger differences were found for the Counties of Ozaukee, Racine, Walworth, and Washington, as shown in Table 31. The results of the detailed inventories of public sanitary sewerage systems made by the Regional Planning Commission in 1970 and 1963 are each considered to possess a high degree of accuracy, and the variations found in the personal opinion surveys are considered to have resulted principally from sampling variability and from lack of response to the question by some sampled households.

Table 29

**PERCENTAGE DISTRIBUTION OF PREFERRED STRUCTURE TYPE AND  
CORRESPONDING OWN-RENT PREFERENCE IN THE REGION BY COUNTY: 1972<sup>a</sup>**

Preferred Structure Type	Ownership Rental Preference	County							
		Kenosha		Milwaukee		Ozaukee		Racine	
		Percent <sup>b</sup>	Percent <sup>c</sup>						
Single Family House Built Conventionally at the Site	Own	77.3	93.4	67.0	91.4	86.2	94.0	74.5	89.4
	Rent		4.0		6.0		3.0		7.1
	Don't Know		2.6		2.6		2.9		3.5
	Total		100.0		100.0		99.9		100.0
Single Family House Built in a Factory and Put Up at the Site	Own	3.0	85.8	2.1	92.9	3.7	100.0	3.2	93.6
	Rent		14.2		6.0		0.0		0.0
	Don't Know		0.0		1.0		0.0		6.4
	Total		100.0		99.9		100.0		100.0
Mobile Home	Own	2.9	69.3	1.5	86.6	1.2	0.0	1.3	41.5
	Rent		2.0		10.7		82.1		45.4
	Don't Know		28.7		2.7		17.9		13.2
	Total		100.0		100.0		100.0		100.1
One Unit in a Two Family House	Own	4.8	65.5	11.0	65.2	1.8	73.9	5.6	47.6
	Rent		34.4		32.6		17.6		47.5
	Don't Know		0.0		2.2		8.5		5.0
	Total		99.9		100.0		100.0		100.1
One Unit in Three or More Housing Units Arranged as a Row House (Townhouse)	Own	2.1	42.6	1.7	37.8	1.3	8.4	0.3	100.0
	Rent		57.4		51.1		83.2		0.0
	Don't Know		0.0		11.1		8.4		0.0
	Total		100.0		100.0		100.0		100.0
One Unit in an Apartment Structure One or Two Stories High	Own	2.2	6.5	5.7	10.3	0.8	0.0	5.7	22.1
	Rent		93.5		82.8		100.0		77.9
	Don't Know		0.0		6.9		0.0		0.0
	Total		100.0		100.0		100.0		100.0
One Unit in an Apartment Structure Three or More Stories High	Own	0.1	100.0	2.0	19.2	0.5	100.0	0.1	0.0
	Rent		0.0		79.8		0.0		100.0
	Don't Know		0.0		1.0		0.0		0.0
	Total		100.0		100.0		100.0		100.0
Don't Know	Own	4.8	40.0	6.2	38.3	2.8	24.9	7.4	51.3
	Rent		15.9		23.5		0.0		22.4
	Don't Know		44.1		38.2		75.1		26.3
	Total		100.0		100.0		100.0		100.0
No Response	Own	2.7	11.6	2.7	37.9	1.7	87.5	2.0	90.7
	Rent		74.3		16.1		0.0		6.2
	Don't Know		14.1		45.9		12.5		3.1
	Total		100.0		99.9		100.0		100.0
Total	--	99.9	--	99.9	--	100.0	--	100.1	--

Table 29 (continued)

Preferred Structure Type	Ownership Rental Preference	County							
		Walworth		Washington		Waukesha		Region	
		Percent <sup>b</sup>	Percent <sup>c</sup>						
Single Family House Built Conventionally at the Site	Own	78.2	89.0	71.8	97.1	81.6	96.6	71.8	92.5
	Rent		8.1		1.8		1.2		5.0
	Don't Know		2.9		1.1		2.2		2.5
	Total		100.0		100.0		100.0		100.0
Single Family House Built in a Factory and Put Up at the Site	Own	6.0	89.8	7.9	77.7	3.4	91.0	2.9	90.5
	Rent		1.4		10.3		0.0		4.9
	Don't Know		8.8		12.0		9.0		4.6
	Total		100.0		100.0		100.0		100.0
Mobile Home	Own	1.1	91.6	3.3	30.2	1.5	70.9	1.6	72.3
	Rent		8.4		25.2		25.6		17.0
	Don't Know		0.0		44.7		3.6		10.6
	Total		100.0		100.1		100.1		99.9
One Unit in a Two Family House	Own	3.3	51.8	1.7	51.4	4.3	48.9	8.2	62.5
	Rent		48.2		39.3		45.3		34.8
	Don't Know		0.0		9.2		5.8		2.7
	Total		100.0		99.9		100.0		100.0
One Unit in Three or More Housing Units Arranged as a Row House (Townhouse)	Own	0.8	23.1	0.6	100.0	0.2	27.6	1.3	39.6
	Rent		53.0		0.0		51.2		50.7
	Don't Know		23.9		0.0		21.2		9.7
	Total		100.0		100.0		100.0		100.0
One Unit in an Apartment Structure One or Two Stories High	Own	1.2	8.0	1.8	24.1	1.7	19.6	4.4	12.4
	Rent		92.0		75.9		61.9		81.4
	Don't Know		0.0		0.0		18.5		6.2
	Total		100.0		100.0		100.0		100.0
One Unit in an Apartment Structure Three or More Stories High	Own	0.0	0.0	0.6	61.3	0.4	50.2	1.3	22.5
	Rent		0.0		38.7		49.8		76.6
	Don't Know		0.0		0.0		0.0		0.9
	Total		0.0		100.0		100.0		100.0
Don't Know	Own	5.4	71.5	8.8	51.9	5.7	66.2	6.1	45.2
	Rent		3.5		2.8		6.0		18.5
	Don't Know		25.0		45.3		27.8		36.3
	Total		100.0		100.0		100.0		100.0
No Response	Own	4.1	67.6	3.6	72.7	1.2	64.0	2.5	46.8
	Rent		21.0		4.4		2.7		18.0
	Don't Know		11.4		22.9		33.2		35.2
	Total		100.0		100.0		99.9		100.0
Total	--	100.1	--	100.1	--	100.0	--	100.1	--

<sup>a</sup> Question Reference—Housing Item H: In order to satisfy your present housing requirements, whether you plan to move or not, which type of living arrangement would you choose; Part 2.

<sup>b</sup> Percent of total structure types.

<sup>c</sup> Percent of own-rent preference by structure type.

Source: SEWRPC.

Item K asked in both the 1963 and 1972 surveys, "is your residence connected to a public water supply."

The responses to this question indicated there was no significant change for the Region as a whole in the proportion of households connected to a public water supply in the period 1963 to 1972. By county, modest increases in the proportion of such households were noted in Kenosha, Milwaukee, and Waukesha Counties; substantial decreases were noted in Walworth and Washington Counties; and virtually no change was noted in Ozaukee and Racine Counties, as shown in Table 32.

It should be noted that, as in the case of the public sanitary sewerage system findings, when the results of the 1972 and 1963 personal opinion surveys were compared with the results of the 1970 and 1963 comprehensive inventories of public water supply systems conducted by the Regional Planning Commission, certain differences were apparent in the percentage distributions of households connected to a public water supply. In the comparison of the 1972 personal opinion survey with the 1970 public water supply systems inventory results, relatively small differences were found for Kenosha, Milwaukee, Washington, and Waukesha Counties and for the Region as a whole, while larger differences were found for Ozaukee, Racine, and Walworth Counties. In the comparison of the 1963 results between the two sources, small differences were found for Kenosha, Milwaukee, Racine, and Waukesha Counties and for the Region as a whole, and larger differences were found in Ozaukee, Walworth, and Washington Counties, as shown in Table 33.

As in the case of the public sanitary sewerage system findings, the results of detailed inventories of public water supply systems made by the Regional Planning Commission in 1970 and 1963 are considered to possess a high degree of accuracy, and the variations found in the personal opinion surveys are considered to have resulted from sampling variability and from lack of response to the question by some sampled households.

In the 1963 survey, only respondents answering "no" to the question in item I answered the question in item J, "Would you be willing again to rent or own a residence without a connection to public sewer," and similarly, only respondents answering "no" to the question in item K answered the question in item L, "would you be willing again to rent or own a residence without a connection to a public water supply." In the 1972 survey all respondents were asked to answer both parts of both questions. For compatibility in the comparison of results between the two surveys, the information contained in the following two tables represents only households answering "no" to items I and K in both surveys.

Table 30

**PERCENTAGE DISTRIBUTION OF HOUSEHOLDS CONNECTED TO A PUBLIC SEWER IN THE REGION BY COUNTY: 1963 AND 1972<sup>a</sup>**

County	Households Connected to Public Sewer						Total	
	Yes		No		No Response		1963	1972
	1963	1972	1963	1972	1963	1972	1963	1972
Kenosha . . .	70.2	77.2	28.1	21.5	1.6	1.3	99.9	100.0
Milwaukee . . .	95.0	92.5	4.5	4.6	0.5	2.9	100.0	100.0
Ozaukee . . .	65.7	73.4	32.6	25.9	1.6	0.7	99.9	100.0
Racine . . .	81.2	81.5	18.2	16.2	0.6	2.2	100.0	99.9
Walworth . . .	64.7	48.4	22.7	48.3	12.7	3.4	100.1	100.1
Washington . . .	52.5	46.0	47.5	51.8	0.0	2.2	100.0	100.0
Waukesha . . .	39.5	49.6	59.7	48.4	0.9	2.0	100.1	100.0
Region	81.8	80.2	17.1	17.3	1.0	2.5	99.9	100.0

<sup>a</sup>Question Reference—Housing Item I: Is your residence connected to a public sewer?

Source: SEWRPC.

Table 31

**PERCENTAGE DISTRIBUTION OF HOUSEHOLDS CONNECTED TO A PUBLIC SEWER IN THE REGION BY COUNTY: 1963, 1970, AND 1972<sup>a</sup>**

County	Households Connected to Public Sewers			
	1963 Personal Opinion Survey	1963 Inventory of Public Sanitary Sewer Service	1970 Inventory of Public Sanitary Sewer Service	1972 Personal Opinion Survey
Kenosha . . .	70.2	74.2	79.7	77.2
Milwaukee . . .	95.0	99.0	98.2	92.5
Ozaukee . . .	65.7	48.9	66.7	73.4
Racine . . .	81.2	74.8	79.6	81.5
Walworth . . .	64.7	52.1	56.0	48.4
Washington . . .	52.5	46.6	47.3	46.0
Waukesha . . .	39.5	43.4	52.8	49.6
Region	81.8	84.8	84.8	80.2

<sup>a</sup>Question Reference—Housing Item I: Is your residence connected to a public sewer?

Source: SEWRPC.

Item J asked, "would you be willing again to rent or own a residence without a connection to a public sewer." The responses indicate that of the total households not connected to a public sewer in 1963, the large majority were again willing to do so within each county except Walworth, with such majorities ranging by county from 64 percent in Ozaukee County to 85 percent in Racine County. By 1972, the proportion of such households increased in each county except Milwaukee, ranging by county from 79 percent in Milwaukee County to 90 percent in Ozaukee County (see Table 34).

Table 34

PERCENTAGE DISTRIBUTION OF HOUSEHOLDS NOT SERVED BY A PUBLIC SEWER WILLING TO AGAIN OCCUPY SUCH IN THE REGION BY COUNTY: 1963 AND 1972<sup>a</sup>

County	Willing to Occupy Residence Without Public Sewer				Total	
	Yes		No			
	1963	1972	1963	1972	1963	1972
Kenosha . . .	84.5	86.3	15.5	13.7	100.0	100.0
Milwaukee . . .	82.7	79.0	17.3	21.0	100.0	100.0
Ozaukee . . .	63.6	90.2	36.4	9.8	100.0	100.0
Racine . . .	84.7	87.3	15.3	12.7	100.0	100.0
Walworth . . .	38.7	88.6	61.3	11.4	100.0	100.0
Washington . . .	69.2	87.4	30.8	12.6	100.0	100.0
Waukesha . . .	78.2	87.1	21.8	12.9	100.0	100.0
Region	76.7	86.2	23.3	13.8	100.0	100.0

<sup>a</sup>Question Reference—Housing Item J: Would you be willing to rent or own a residence without a connection to a public sewer?

Source: SEWRPC.

Table 32

PERCENTAGE DISTRIBUTION OF HOUSEHOLDS CONNECTED TO A PUBLIC WATER SUPPLY IN THE REGION BY COUNTY: 1963 AND 1972<sup>a</sup>

County	Households Connected to Public Water						Total	
	Yes		No		No Response			
	1963	1972	1963	1972	1963	1972	1963	1972
Kenosha . . .	66.7	71.8	30.8	26.9	2.5	1.4	100.0	100.1
Milwaukee . . .	90.7	92.0	8.7	6.1	0.7	2.0	100.1	100.1
Ozaukee . . .	59.9	59.3	40.1	40.4	0.0	0.2	100.0	99.9
Racine . . .	76.3	76.3	22.8	22.6	0.9	1.1	100.0	100.0
Walworth . . .	67.7	50.0	19.6	47.1	12.7	3.0	100.0	100.1
Washington . . .	58.5	46.0	43.5	51.4	0.0	2.6	100.0	100.0
Waukesha . . .	34.3	38.1	64.8	60.2	0.9	1.8	100.0	100.1
Region	77.9	76.9	21.0	21.3	1.1	1.8	100.0	100.0

<sup>a</sup>Question Reference—Housing Item K: Is your residence connected to a public water supply?

Source: SEWRPC.

Table 33

PERCENTAGE DISTRIBUTION OF HOUSEHOLDS CONNECTED TO A PUBLIC WATER SUPPLY IN THE REGION BY COUNTY: 1963, 1970, AND 1972<sup>a</sup>

County	Households Connected to Public Water			
	1963 Personal Opinion Survey	1963 Inventory of Public Water Facilities	1970 Inventory of Public Water Facilities	1972 Personal Opinion Survey
Kenosha . . .	66.7	70.3	68.7	71.8
Milwaukee . . .	90.7	90.7	96.1	92.0
Ozaukee . . .	59.9	41.6	47.2	59.3
Racine . . .	76.3	75.4	70.8	76.3
Walworth . . .	67.7	51.8	57.3	50.0
Washington . . .	56.5	41.7	44.3	46.0
Waukesha . . .	34.3	32.0	36.5	38.1
Region	77.9	77.6	77.6	76.9

<sup>a</sup>Question Reference—Housing Item K: Is your residence connected to a public water supply?

Source: SEWRPC.

Item L asked "would you be willing again to rent or own a residence without a connection to a public water supply." The responses indicate that of households not connected to a public water supply in 1963, a very high proportion in each county except Walworth County would be willing to occupy such housing again. By 1972, the proportion of such households was even higher in each county except Racine County (see Table 35). However, when the question of occupancy of a residence not connected to a public sewer or a public water supply was asked of all respondents in the 1972 survey, such percentages were substantially lower, as could be expected.

Of total respondents in 1972, those willing to occupy a residence without a public sewer in the more urban counties of the Region totaled 26 percent in Milwaukee County, 38 percent in Racine County, and 40 percent in Kenosha County. In the more rural counties of the Region, such proportions were larger: 58 percent in Ozaukee County, 63 percent in Washington and Waukesha Counties, and 65 percent in Walworth County (see Table 36).

The replies were similar when total respondents indicated whether they would occupy a residence without a public water supply. In the more urban counties, households that would do so totaled 29 percent in Milwaukee County, 45 percent in Racine County, and 47 percent in Kenosha County; compared to totals in the more rural counties of 63 percent in Walworth County, 67 percent in Ozaukee and Washington Counties, and 71 percent in Waukesha County (see Table 37).

Thus, it is important to note that in the Region as a whole and in most of its counties, the proportion of households in 1972 willing to occupy residences not connected to a public sewer and/or not connected to public water supply was greater than the proportion occupying such residences.

### NUMBER OF BEDROOMS REQUIRED

Item M asked respondents the number of bedrooms required in their households to meet their needs, stressing in the question actual number needed as opposed to desired number.

A summary for the Region shows that 34 percent of the total households required three bedrooms, 32 percent required two bedrooms, 14 percent required four bedrooms, 13 percent required one bedroom, and 3 percent required five or more bedrooms. This distribution closely compared with the percentage distribution of bedrooms per households within the Region as reported in the 1970 U. S. Census data. The percentage distribution by county was similar in most respects to the Region summary, with the following minor exceptions: Ozaukee County had a larger proportion of three-bedroom requirements, and Kenosha County a larger proportion of one-bedroom requirements, as shown in Table 38.

Table 35

**PERCENTAGE DISTRIBUTION OF HOUSEHOLDS NOT SERVED BY PUBLIC WATER WILLING TO AGAIN OCCUPY SUCH RESIDENCES IN THE REGION BY COUNTY: 1963 AND 1972<sup>a</sup>**

County	Willing to Occupy Residence Without Public Water				Total	
	Yes		No			
	1963	1972	1963	1972	1963	1972
Kenosha . . .	87.3	92.2	12.7	7.8	100.0	100.0
Milwaukee . . .	73.5	76.3	26.5	23.7	100.0	100.0
Ozaukee . . .	83.7	90.2	16.3	9.8	100.0	100.0
Racine . . . .	89.7	86.9	10.3	13.1	100.0	100.0
Walworth . . .	44.7	90.6	55.3	9.4	100.0	100.0
Washington . .	76.5	90.5	23.5	9.5	100.0	100.0
Waukesha . . .	84.2	90.9	15.8	9.1	100.0	100.0
Region	80.5	88.1	19.5	11.9	100.0	100.0

<sup>a</sup>Question Reference—Housing Item L: Would you be willing to rent or own a residence without a connection to a public water supply?

Source: SEWRPC.

Table 36

**PERCENTAGE DISTRIBUTION OF TOTAL FAMILIES WILLING TO OCCUPY RESIDENCES WITHOUT PUBLIC SEWER IN THE REGION BY COUNTY: 1972<sup>a</sup>**

County	Willing to Occupy Residence Without Public Sewer			Total
	Yes	No	No Response	
	Yes	No	No Response	Total
Kenosha . . . .	39.5	57.3	3.2	100.0
Milwaukee . . .	26.5	70.3	3.2	100.0
Ozaukee . . . .	58.5	40.5	1.1	100.1
Racine . . . . .	38.5	59.5	1.9	99.9
Walworth . . . .	64.6	33.4	2.1	100.1
Washington . . .	63.4	31.9	4.7	100.0
Waukesha . . . .	62.6	34.3	3.0	99.9
Region	37.6	59.4	3.0	100.0

<sup>a</sup>Question Reference—Housing Item J: Would you be willing to rent or own a residence without a connection to public sewer?

Source: SEWRPC.

Table 37

**PERCENTAGE DISTRIBUTION  
OF TOTAL FAMILIES WILLING TO  
OCCUPY RESIDENCES WITHOUT PUBLIC  
WATER IN THE REGION BY COUNTY: 1972<sup>a</sup>**

County	Willing to Occupy Residence Without Public Water			Total
	Yes	No	No Response	
Kenosha . . . .	46.7	50.2	3.1	100.0
Milwaukee . . . .	28.9	68.3	2.8	100.0
Ozaukee . . . .	67.2	31.8	1.1	100.1
Racine . . . . .	44.9	52.6	2.5	100.0
Walworth . . . .	62.9	34.2	2.9	100.0
Washington . . .	66.6	28.4	5.1	100.1
Waukesha . . . .	70.7	26.9	2.4	100.0
Region	41.7	55.6	2.8	100.1

<sup>a</sup>Question Reference—Housing Item L: *Would you be willing to rent or own a residence without a connection to a public water supply?*

Source: SEWRPC.

#### TYPES OF LIVING AREAS REQUIRED

Item N asked respondents to identify up to three types of rooms or living areas, other than the basic combination of a kitchen, one bathroom, bedrooms, and storage areas, which they believe would satisfy their present housing needs reasonably well. Of 41 different combinations of responses, the three most often given were: 1) a living room, dining room, and basement; 2) a living room, basement, and extra bathroom; and 3) a living room, family room, and basement. The full array of responses to this question is found in Appendix D. Of first preferences, the need for a living room was most often stated (43 percent) with the need for a family room (13 percent) and for an extra bathroom (12 percent) representing rather distant second and third choices (see Table 39). Of the total respondents, 57 percent listed three kinds of rooms or living areas needed; 17 percent listed two kinds; 9 percent listed one kind; 11 percent indicated no other rooms or living areas were needed; and 6 percent did not answer the question.

By matching the basic combination of bedrooms, a kitchen, one bathroom, and a storage area as stated in the question with the combination of the kinds of rooms and other living areas necessary to satisfy housing requirements as given by each respondent, an indication of housing demand by type of housing within the Region can be represented.

The exceptions to the regional percentage distribution of responses by county were rather numerous, but usually of rather insignificant importance.

#### LOT SIZE REQUIRED

Item O in the 1972 survey, "based on the housing requirements you indicated above, which of the following lot sizes do you need," stresses need as opposed to desire. The responses regionwide indicate that 21 percent of the households required a lot size no more than 50 feet in width at the street and no more than 120 feet in depth; 19 percent required a lot size less than one-quarter acre, between 50 feet and 90 feet in width and no more than 120 feet in depth; 15 percent required a lot from one-quarter to one-half acre in size; 13 percent required a lot one-half acre to a full acre in size; 6 percent required more than one acre but less than five acres; 3 percent required a lot of five acres or more; 18 percent responded they did not know; and 5 percent did not reply to the question, as shown in Table 40.

By county, the responses indicate the size of lot required was influenced to some degree by the rural or urban location of the respondents' present residences. For example, the proportion of respondents requiring a lot size approximately 50 feet or less in width and 120 feet or less in depth was considerably greater in the more urban Counties of Milwaukee, Kenosha, and Racine than in the more rural Counties of Ozaukee, Walworth, Washington, and Waukesha, as might be anticipated.

Table 38

**PERCENTAGE DISTRIBUTION  
OF RESPONSES REGARDING THE  
NUMBER OF BEDROOMS NEEDED IN  
HOMES IN THE REGION BY COUNTY: 1972<sup>a</sup>**

County	Number of Bedrooms						No Response	Total
	1	2	3	4	5	6 or More		
Kenosha . . . .	19.8	31.6	33.4	9.6	2.5	0.1	3.0	100.0
Milwaukee . . . .	14.3	33.2	32.0	13.6	2.5	0.7	3.8	100.1
Ozaukee . . . .	10.4	24.9	43.8	14.8	3.5	0.1	2.6	100.1
Racine . . . . .	9.3	33.7	37.9	13.6	2.0	1.3	2.2	100.0
Walworth . . . .	14.0	29.7	35.6	12.9	3.3	0.3	4.3	100.1
Washington . . .	15.9	29.2	32.0	13.2	3.1	1.9	4.7	100.0
Waukesha . . . .	9.4	28.8	37.6	16.5	3.5	0.8	3.5	100.1
Region	13.4	32.0	34.0	13.7	2.7	0.8	3.5	100.1

<sup>a</sup>Question Reference—Housing Item M: *At this time, how many bedrooms do you need?*

Source: SEWRPC.

Table 39

PERCENTAGE DISTRIBUTION OF RESPONSES REGARDING  
NEEDED TYPES OF LIVING AREAS IN THE REGION BY COUNTY: 1972<sup>a</sup>

County	Needed Types of Living Areas																			
	Living Room				Dining Room				Family Room				Basement				Extra Bathroom			
	First	Second	Third	Total	First	Second	Third	Total	First	Second	Third	Total	First	Second	Third	Total	First	Second	Third	Total
Kenosha . . . .	41.8	4.9	2.9	49.6	6.2	14.7	9.7	30.6	9.5	13.7	9.2	32.4	5.6	19.8	15.8	41.2	11.7	11.2	12.2	35.1
Milwaukee . . . .	44.3	5.4	3.4	53.1	4.8	15.6	8.3	28.7	13.3	13.8	10.7	37.8	4.5	20.2	13.2	37.9	11.3	11.3	11.8	34.4
Ozaukee . . . .	38.5	10.8	6.0	55.3	1.7	12.4	7.2	21.3	18.4	15.0	10.2	43.6	11.0	21.4	14.6	47.0	16.4	9.9	16.0	42.3
Racine . . . .	38.6	4.8	1.8	45.2	4.0	11.3	7.5	22.8	11.3	14.2	12.6	38.1	4.9	19.6	11.2	35.7	11.1	8.8	9.3	29.2
Walworth . . . .	39.9	5.9	1.8	47.6	2.8	12.3	12.5	27.6	13.9	8.6	11.4	33.9	5.5	17.0	8.7	31.2	7.7	12.5	12.8	33.0
Washington . . . .	35.4	3.7	4.3	43.4	2.0	9.1	5.9	17.0	10.8	13.8	8.7	33.3	6.9	19.5	10.5	36.9	10.6	13.0	11.1	34.7
Waukesha . . . .	43.0	7.6	5.0	55.6	1.8	14.8	7.0	23.6	14.5	14.0	15.2	43.7	7.3	19.4	16.1	42.8	13.0	14.8	12.3	40.1
Region	42.7	5.7	3.5	51.9	4.1	14.5	8.1	26.7	13.1	13.7	11.4	38.2	5.4	19.9	13.4	38.7	11.6	11.6	11.8	35.0

County	Needed Types of Living Areas															
	Utility Room				None				Don't Know				No Response			
	First	Second	Third	Total	First	Second	Third	Total	First	Second	Third	Total	First	Second	Third	Total
Kenosha . . . .	3.9	8.3	6.4	18.6	13.6	3.8	8.8	26.2	1.2	1.4	8.3	10.9	6.4	22.4	26.7	55.5
Milwaukee . . . .	3.4	8.0	10.3	21.7	9.1	3.5	7.5	20.1	2.3	0.8	4.9	8.0	6.9	21.4	29.9	58.2
Ozaukee . . . .	2.1	10.1	13.8	26.0	8.4	5.0	5.3	18.7	0.0	1.8	3.5	5.3	3.4	13.6	23.5	40.5
Racine . . . .	2.7	7.0	9.4	19.1	18.8	2.4	7.9	29.1	1.9	0.9	6.3	9.1	6.6	31.0	34.1	71.7
Walworth . . . .	6.5	11.4	9.5	27.4	14.6	7.7	9.0	31.3	2.1	2.2	5.6	9.9	6.9	22.3	28.7	57.9
Washington . . . .	9.4	7.1	12.2	28.7	14.0	4.4	7.6	26.0	2.3	1.6	3.9	7.8	8.5	27.7	35.9	72.1
Waukesha . . . .	5.3	9.2	10.4	24.9	9.9	3.2	9.1	22.2	0.8	1.2	4.4	6.4	4.4	15.7	20.4	40.5
Region	3.9	8.2	10.1	22.2	10.8	3.6	7.8	22.2	1.9	1.1	5.1	8.1	6.4	21.6	28.7	56.7

<sup>a</sup>Question Reference—Housing Item N: In addition to bedrooms, kitchen, one bathroom, and storage area, which other rooms or areas do you need at this time?

Source: SEWRPC.

Table 40

PERCENTAGE DISTRIBUTION OF RESPONSES REGARDING LOT SIZE  
NEEDED TO SATISFY HOUSING REQUIREMENTS IN THE REGION BY COUNTY: 1972<sup>a</sup>

County	50' Wide or Less at the Street, No More Than 120' Deep	Less Than ¼ Acre, Between 50' and 90' Wide at the Street, No More Than 120' Deep	Lot Size						Total
			¼ to ½ Acre	½ to 1 Acre	Over 1 Acre, Less Than 5 Acres	5 or More Acres	Don't Know	No Response	
Kenosha . . . .	20.9	23.9	12.2	12.2	5.8	3.3	17.7	4.1	100.1
Milwaukee . . . .	26.6	21.0	14.6	8.0	3.3	1.9	19.0	5.7	100.1
Ozaukee . . . .	6.4	22.5	17.3	22.7	14.7	5.0	8.8	2.6	100.0
Racine . . . .	20.6	17.0	11.2	11.9	7.5	4.6	22.2	5.0	100.0
Walworth . . . .	9.7	11.9	14.3	11.8	10.9	7.4	24.4	9.6	100.0
Washington . . . .	5.8	17.7	14.9	15.7	15.6	7.7	16.5	6.2	100.1
Waukesha . . . .	8.7	13.2	20.2	28.0	11.2	5.0	10.0	3.8	100.1
Region	21.0	19.3	15.0	12.5	6.1	3.2	17.7	5.3	100.1

<sup>a</sup>Question Reference—Housing Item O: Based on the housing requirements you indicated above, which of the following lot sizes do you need?

Source: SEWRPC.

Over the past approximately 50 years the average lot size in subdivisions within the Region has, in fact, increased steadily. In the decade beginning in 1920 the typical subdivision lot in the Region contained approximately 5,125 square feet, or less than one-eighth of an acre; in the decade beginning in 1940 the average had increased to 12,045 square feet; and in the decade beginning in 1960 the average had increased to 15,520 square feet or more than three times that of the 1920-1929 period.<sup>1</sup> Based on this trend and on the replies given to housing item E in this report, the typical lot size in the Region may be expected to further increase.

## SUMMARY

In evaluating their neighborhood characteristics, respondents in the 1972 survey tended to approve all characteristics listed except one—the level of property taxation. Characteristics most highly approved included quality of police and fire protection, availability of public sewer and water, and closeness to shopping areas. When asked to identify the characteristics most important in selecting a new neighborhood, respondents indicated level of property taxation, closeness to shopping areas, and closeness to place of work. Thus, although availability of public sewer and water was considered important in the selection of their present neighborhood, the importance considerably diminished in respondents selection of a future neighborhood. In the 1963 survey, by comparison, respondents indicated level of property taxation, quality of police and fire protection, and location and quality of schools as the most important characteristics.

When asked the major reasons for selecting their present house or apartment, respondents in the 1972 survey selected size of living area, cost of owning or renting, and size of lot as the most important reasons; while in the 1963 survey, cost of owning or renting, size of living area, and design of structure were the reasons most often given. In both the 1972 and 1963 surveys, the majority of respondents, 56 percent, believed the cost of owning or renting housing was too high, and less than 1 percent believed it to be too low. In 1972, 79 percent of the respondents preferred to own rather than rent, compared to 72 percent in the 1963 survey. Upon indicating a preference in living arrangement type, the large majority of respondents, 72 percent, in the 1972 survey preferred a single family house built conventionally at the site. Each of the other types of living arrangements were preferred by 9 percent or less. This question was not asked in the 1963 survey.

When asked how many bedrooms, including existing bedrooms, were needed in the homes, approximately one home in three required two or three bedrooms and about one home in eight required one or four bedrooms. Those homes requiring more than four bedrooms were less than 4 percent of the total. When asked how many rooms or areas were needed in addition to bedrooms, a kitchen, one bathroom, and a storage area, respondents gave a large variety of combinations. Among those most commonly needed were: 1) living room, dining room, and basement; 2) living room, extra bathroom, and basement; and 3) living room, family room, and basement.

While 54 percent of the respondents live in a city, only 27 percent prefer to do so; of the 24 percent who live in a city suburb, 28 percent prefer to do so; of the 9 percent who live in a rural suburb, 19 percent prefer to do so; and of the 8 percent who live in rural areas, 20 percent prefer to do so.

Only 24 percent of the respondents had in mind a particular community in which they prefer to live. Of these, about two households in three preferred to remain within the Region, and about seven households in eight preferred to remain within Wisconsin. It is possible that a large proportion of respondents who did not indicate a preference preferred to remain where they are but did not so indicate. Less than one household in five planned to move within 18 months.

Approximately 17 percent of the occupied housing units were not connected to public sewer in both the 1963 and 1972 surveys. Of such households, approximately 77 percent in 1963 and 86 percent in 1972 were willing to again occupy such housing units. In the 1972 survey of total housing units, 38 percent were willing to occupy housing units not connected to a public sewer, a substantially larger percentage than those presently not so connected.

Similarly, approximately 21 percent of the occupied housing units were not connected to a public water supply in both the 1963 and 1972 surveys. Of such households, approximately 80 percent in 1963 and 88 percent in 1972 were willing to occupy such housing units again. In the 1972 survey, of total housing units, 42 percent were willing to occupy housing units not connected to a public water supply, a substantially larger percentage than those presently not so connected.

Approximately 40 percent of the households in the Region indicated a lot size of less than one-quarter acre was sufficient to satisfy their housing requirements, while approximately 37 percent indicated a need for a quarter acre or more. Over the past approximately 50 years the average subdivision lot size in the Region has increased from 5,125 square feet in the period 1920-1929 to 15,520 square feet in the period 1960-1969. Based on this trend and on the replies given to housing item E in this report, the typical lot size in the Region may be expected to further increase.

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<sup>1</sup> *SEWRPC Technical Report Number 9, Residential Land Subdivision in Southeastern Wisconsin.*

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## Chapter IV

### PUBLIC OPINION REGARDING OUTDOOR RECREATION

The outdoor recreation section of the personal opinion survey requested resident opinions, preferences, and attitudes concerning: 1) the kinds of winter and nonwinter outdoor activities in which they prefer to engage as compared to which they do engage; 2) the usual modes of travel utilized in reaching major outdoor recreation areas of their choice; 3) the main complaints concerning recreational facilities; and 4) the kinds of outdoor recreation programs for this Region on which the main focus should be centered.

Summaries of resident responses to these various outdoor recreation-related items follow.

#### PREFERRED WINTER RECREATIONAL ACTIVITIES

Item A asked respondents to identify three main winter outdoor recreational activities in which they would participate if given the opportunity. The responses regionwide indicate ice skating (16 percent), snowmobiling (13 percent), and ice fishing (10 percent), as the most common preferences. Of the approximately 40 percent of respondents not answering this question, it is probable the majority do not participate in winter outdoor recreation activities. In the "other" category, hiking was the most often cited choice. In the county summaries, exceptions to the regional percentage distribution were minor (see Table 41).

#### PREFERRED NONWINTER RECREATIONAL ACTIVITIES

Item B asked respondents to identify three main nonwinter outdoor recreational activities in which they would participate if given the opportunity. The responses regionwide indicate swimming (11 percent), fishing (11 percent), and picnicking (9 percent) were the most popular activities. However, if sight-seeing and pleasure driving are considered as a single category, that combination would be in the plurality (14 percent) of all options offered. Approximately 13 percent of the respondents did not indicate any preference. Exceptions to the regional percentage distribution by county were not significant, as shown in Table 42.

Table 41

**PERCENTAGE DISTRIBUTION OF PREFERRED WINTER OUTDOOR RECREATIONAL ACTIVITIES IN THE REGION BY COUNTY: 1972<sup>a</sup>**

County	Activity								Total
	Downhill Skiing	Cross-Country Skiing	Snowmobiling	Ice Skating	Ice Fishing	Ice Boating	Other	No Response	
Kenosha . . .	7.8	4.0	13.1	15.7	12.9	2.6	3.6	40.3	100.0
Milwaukee . . .	8.4	4.5	11.6	15.9	9.5	3.3	3.5	43.3	100.0
Ozaukee . . .	10.9	5.8	13.3	17.6	10.1	2.7	5.8	33.8	100.0
Racine . . .	7.2	3.5	13.9	16.8	10.1	2.9	3.1	42.5	100.0
Walworth . . .	7.5	2.3	15.0	14.8	13.0	4.0	3.7	39.7	100.0
Washington . .	8.1	4.5	16.0	15.0	13.2	2.4	4.3	36.5	100.0
Waukesha . . .	11.1	5.6	14.2	18.0	11.7	4.0	5.4	30.0	100.0
Region	8.7	4.5	12.7	16.3	10.4	3.3	3.9	40.2	100.0

<sup>a</sup> Question Reference—Outdoor Recreation Item A: Given the opportunity, my three main winter outdoor recreational activities would be, in order of preference:

Source: SEWRPC.

Table 42

**PERCENTAGE DISTRIBUTION OF PREFERRED NONWINTER  
OUTDOOR RECREATIONAL ACTIVITIES IN THE REGION BY COUNTY: 1972<sup>a</sup>**

County	Activity									
	Boating	Canoeing	Swimming	Sailing	Fishing	Water Skiing	Camping	Picnicking	Golfing	Target Shooting (Bow or Gun)
Kenosha . . .	6.3	1.1	9.4	1.3	11.6	2.3	8.9	10.2	5.6	2.0
Milwaukee . . .	5.1	1.1	11.1	1.6	10.5	1.8	7.4	9.7	4.8	1.6
Ozaukee . . .	5.8	2.6	12.6	2.3	9.2	2.9	7.4	6.2	7.4	2.3
Racine . . .	5.6	0.4	9.6	1.2	11.1	1.4	8.5	10.8	5.1	2.6
Walworth . . .	4.6	1.7	10.3	1.9	11.1	2.4	9.6	6.2	5.5	2.1
Washington . .	4.3	2.0	8.5	1.1	10.6	1.6	8.7	5.6	4.6	3.1
Waukesha . . .	6.3	1.3	13.6	1.9	11.4	2.3	8.5	6.5	7.0	2.0
Region	5.4	1.2	11.1	1.6	10.7	1.9	7.9	9.0	5.3	1.9

County	Activity									
	Hiking	Nature Study	Horseback Riding	Motor Biking	Sight-seeing	Pleasure Driving	Bicycling	Other	No Response	Total
Kenosha . . .	3.4	1.9	2.8	2.1	9.3	7.0	4.8	1.2	8.9	100.1
Milwaukee . . .	4.5	1.6	2.6	1.2	7.9	5.9	5.1	1.7	14.8	100.0
Ozaukee . . .	3.1	1.1	2.3	1.1	8.0	5.8	8.5	2.8	8.5	99.9
Racine . . .	4.1	1.1	1.9	1.6	8.6	7.0	4.3	0.9	14.3	100.1
Walworth . . .	3.3	1.9	1.7	1.6	8.7	7.6	4.5	1.8	13.6	100.1
Washington . .	4.3	1.1	3.6	1.9	11.6	7.5	4.9	1.1	13.8	99.9
Waukesha . . .	4.3	1.9	3.2	1.1	8.4	5.3	4.9	2.0	8.1	100.0
Region	4.2	1.6	2.6	1.4	8.3	6.1	5.1	1.6	13.1	100.0

<sup>a</sup>Question Reference—Outdoor Recreation Item B: Given the opportunity, my three main nonwinter outdoor recreational activities would be, in order of preference:

Source: SEWRPC.

#### WINTER RECREATIONAL ACTIVITIES MOST OFTEN PARTICIPATED IN

Item C asked respondents to identify three winter outdoor activities in which they most often participated during the previous winter. The responses regionwide indicate that ice skating (9 percent), snowmobiling (6 percent), and ice fishing (5 percent) were the most often cited. Minor exceptions to the regional percentage distribution occurred in Washington County, where a higher proportion of respondents engaged in snowmobiling and ice fishing than in the other counties (see Table 43).

A comparison of the responses regionwide given in Tables 41 and 43 indicates that within each category the proportion of respondents participating in a given outdoor recreational activity during the previous winter was approximately one-half or less of the proportion indicating they would participate in such activities if given the opportunity. It is believed that the high proportion of respondents not indicating any preference generally did not participate in such winter activities.

#### NONWINTER RECREATIONAL ACTIVITIES MOST OFTEN PARTICIPATED IN

Item D asked respondents to identify three main outdoor recreational activities in which they had participated the previous summer and fall. Regionwide, the most popular such activities were swimming (12 percent), picnicking (12 percent), fishing (10 percent), pleasure driving (10 percent), and sight-seeing (9 percent). Approximately 17 percent of the respondents did not identify a preference.

Table 43

**PERCENTAGE DISTRIBUTION OF RESPONSES REGARDING PARTICIPATION IN  
WINTER OUTDOOR RECREATIONAL ACTIVITIES IN THE REGION BY COUNTY: 1972<sup>a</sup>**

County	Activity								Total
	Downhill Skiing	Cross-Country Skiing	Snowmobiling	Ice Skating	Ice Fishing	Ice Boating	Other	No Response	
Kenosha . . .	2.6	1.0	7.1	8.1	7.5	0.8	3.9	69.0	100.0
Milwaukee . . .	2.8	0.9	4.9	8.3	4.7	0.5	3.8	74.1	100.0
Ozaukee . . .	3.7	1.3	9.2	11.4	5.8	0.4	6.6	61.6	100.0
Racine . . .	3.1	0.9	7.1	9.5	4.8	0.4	3.2	71.0	100.0
Walworth . . .	3.8	0.2	8.4	8.4	6.2	0.8	2.6	69.6	100.0
Washington . .	2.9	1.8	12.1	8.3	9.4	0.5	4.9	60.1	100.0
Waukesha . . .	4.4	1.4	8.1	10.2	6.4	0.5	5.3	63.7	100.0
Region	3.1	1.0	6.3	8.8	5.4	0.5	4.0	70.9	100.0

<sup>a</sup> Question Reference—Outdoor Recreation Item C: Last winter, the three outdoor recreational activities I participated in most often were:

Source: SEWRPC.

A comparison of the responses regionwide given in Tables 42 and 44 indicate that within each category the proportion of respondents participating in a given outdoor recreational activity during the previous year was strikingly similar to, although slightly less than, the proportion of households indicating they would participate in such activities if given the opportunity, implying that respondents were able, for the most part, to engage in the types of nonwinter outdoor recreational activities which they prefer.

#### MODES OF TRAVEL TO OUTDOOR RECREATION AREAS

Item E asked respondents the modes of travel usually utilized in reaching major outdoor recreational areas of their choice. The preponderance of responses, as might be expected, indicate that regionwide the automobile was used in 85 percent of total travel to these areas, ranging from 82 percent in Walworth County to 92 percent in Waukesha County (see Table 45).

In traveling to major outdoor recreational areas by other modes, 3 percent of the respondents in the Region used commercial bus lines; 2 percent used self-propelled camper vehicles; nearly 1 percent traveled by air; and less than 1 percent traveled by railroad. Respondents regionwide not indicating a mode of travel totaled 8 percent. County variations from the regional percentage distribution of responses, although numerous, were not significant.

#### COMPLAINTS REGARDING OUTDOOR RECREATIONAL FACILITIES

Item F asked respondents the two most important items of complaint they might have concerning existing outdoor recreational facilities. The responses regionwide indicate that overcrowding (27 percent) was the most important problem encountered at such facilities, followed by lack of adequate sanitary facilities (11 percent), littering (9 percent), lack of nearby outdoor recreational sites (9 percent), water pollution (8 percent), and the cost of entry and/or user fees (7 percent). Responses to each remaining category totaled 5 percent or less. Respondents not indicating a complaint totaled 16 percent. In general, the percentage distribution of responses by county followed that of the regional distribution (see Table 46).

#### PREFERENCES FOR A REGIONAL OUTDOOR RECREATION PROGRAM

Item G asked respondents where the main focus should be placed in the development of a regional outdoor recreation program for southeastern Wisconsin. Replies regionwide to this request strongly supported two types of outdoor recreation programs—one in which the major emphasis would be placed upon the protection of the natural resources of the area (29 percent), and another in which emphasis would be placed upon the development of existing park and recreational lands for multiple uses (23 percent).

Table 44

**PERCENTAGE DISTRIBUTION OF RESPONSES REGARDING PARTICIPATION IN  
NONWINTER OUTDOOR RECREATIONAL ACTIVITIES IN THE REGION BY COUNTY: 1972<sup>a</sup>**

County	Activity									
	Boating	Canoeing	Swimming	Sailing	Fishing	Water Skiing	Camping	Picnicking	Golfing	Target Shooting (Bow or Gun)
Kenosha . . . .	4.0	0.7	9.0	0.5	11.4	1.4	5.5	13.6	4.9	1.9
Milwaukee . . . .	4.0	0.7	11.5	0.7	9.2	1.1	4.6	12.1	4.0	1.3
Ozaukee . . . .	4.7	2.1	14.4	0.8	8.9	2.1	6.7	9.0	6.3	2.2
Racine . . . .	4.8	0.2	11.4	0.8	11.1	1.1	6.2	11.5	4.1	1.5
Walworth . . . .	3.6	0.2	11.2	0.8	9.1	1.8	6.3	9.9	3.8	1.5
Washington . . . .	4.7	0.6	10.3	0.3	10.3	1.3	5.7	6.5	3.2	2.0
Waukesha . . . .	5.6	0.9	14.0	1.0	9.9	1.2	6.7	10.2	6.3	1.6
Region	4.3	0.7	11.7	0.7	9.7	1.2	5.3	11.5	4.4	1.5

County	Activity									Total
	Hiking	Nature Study	Horseback Riding	Motor Biking	Sight-seeing	Pleasure Driving	Bicycling	Other	No Response	
Kenosha . . . .	3.4	1.7	1.0	0.6	8.4	12.1	4.6	2.2	13.0	99.9
Milwaukee . . . .	4.6	1.0	0.7	0.6	9.7	9.5	4.1	2.0	18.5	99.9
Ozaukee . . . .	3.8	0.7	0.7	0.6	6.9	7.7	6.6	3.4	12.4	100.0
Racine . . . .	3.7	0.5	1.5	0.6	9.8	9.6	3.7	1.5	16.4	100.0
Walworth . . . .	2.6	1.5	0.9	1.1	9.7	10.0	2.7	1.7	21.5	99.9
Washington . . . .	4.0	1.1	1.7	1.2	10.5	11.3	3.3	2.1	19.9	100.0
Waukesha . . . .	4.0	1.1	1.1	0.6	8.8	9.0	3.8	2.8	11.4	100.0
Region	4.3	1.0	0.9	0.7	9.4	9.6	4.1	2.1	16.8	99.9

<sup>a</sup>Question Reference—Outdoor Recreation Item D: Last summer and fall, the three outdoor recreational activities I participated in most often were:

Source: SEWRPC.

Table 45

**PERCENTAGE DISTRIBUTION OF TRAVEL MODES TO  
OUTDOOR RECREATION AREAS IN THE REGION BY COUNTY: 1972<sup>a</sup>**

County	Travel Mode							Total
	Automobile	Camper Vehicle (Self-propelled)	Bus (Commercial Lines)	Railroad	Airplane	Other	No Response	
Kenosha . . . .	88.0	1.1	1.4	0.0	1.9	1.4	6.2	100.0
Milwaukee . . . .	82.7	1.2	4.3	0.1	0.8	1.0	10.0	100.1
Ozaukee . . . .	91.4	1.0	0.0	0.0	1.5	0.3	5.8	100.0
Racine . . . .	84.1	4.4	2.0	0.1	0.5	2.0	6.9	100.0
Walworth . . . .	81.8	2.8	1.0	0.0	0.2	1.1	13.0	99.9
Washington . . . .	88.6	1.2	0.2	0.0	0.1	3.8	6.1	100.0
Waukesha . . . .	91.6	2.6	0.6	0.1	0.6	1.5	3.1	100.1
Region	85.0	1.7	2.9	0.1	0.8	1.3	8.2	100.0

<sup>a</sup>Question Reference—Outdoor Recreation Item E: My present means of travel to major outdoor recreational areas is usually by:

Source: SEWRPC.

Respondents indicating the emphasis should be upon increased development of recreational areas for urban dwellers and upon the public acquisition of shoreline frontage on lakes each totaled 9 percent. Those preferring emphasis on the acquisition of additional park sites, the public acquisition of lands adjacent to all major streams, and the acquisition of scientific and natural areas totaled 7 percent, 6 percent, and 4 percent, respectively. Respondents not expressing an opinion totaled 12 percent for the Region as a whole. Variations from the regional percentage distribution of responses occurred in Walworth County, where the proportion of respondents desiring emphasis on development of existing park and recreational lands for multiple uses and on increased development of recreational areas for urban dwellers was lower than in the other counties (see Table 47).

Table 46

PERCENTAGE DISTRIBUTION OF COMPLAINTS REGARDING EXISTING  
OUTDOOR RECREATIONAL FACILITIES IN THE REGION BY COUNTY: 1972<sup>a</sup>

County	Complaint											Total
	Lack of Adequate Sanitary Facilities	Overcrowding	Inadequately Policed	Noise	Too Expensive	Air Pollution	Water Pollution	Litter	Lack of Outdoor Recreational Sites Near My Home	Other	No Response	
Kenosha . . . .	14.5	30.7	5.5	2.2	5.4	1.3	11.3	8.6	7.5	1.7	11.3	100.0
Milwaukee . . . .	11.2	25.5	5.2	3.4	7.4	1.9	8.3	9.4	8.8	1.8	17.1	100.0
Ozaukee . . . .	10.3	30.0	3.2	3.6	5.8	0.4	6.8	8.9	11.6	1.6	17.9	100.1
Racine . . . .	11.5	26.8	3.7	2.8	6.6	0.6	7.9	9.2	14.0	2.5	14.4	100.0
Walworth . . . .	8.4	27.5	2.5	2.5	8.2	0.9	6.8	12.1	7.2	2.1	21.8	100.0
Washington . . . .	9.1	28.8	2.9	4.7	8.7	2.4	9.5	9.3	9.0	2.7	12.8	99.9
Waukesha . . . .	12.0	31.7	4.0	3.8	6.5	0.9	8.2	9.2	9.0	3.2	11.5	100.0
Region	11.4	27.2	4.6	3.3	7.1	1.6	8.4	9.4	9.3	2.1	15.6	100.0

<sup>a</sup>Question Reference—Outdoor Recreation Item F: My main complaints concerning existing outdoor recreational facilities are:

Source: SEWRPC.

Table 47

PERCENTAGE DISTRIBUTION OF PREFERENCES FOR SUGGESTED  
REGIONAL OUTDOOR RECREATIONAL PROGRAMS IN THE REGION BY COUNTY: 1972<sup>a</sup>

County	Outdoor Recreational Program									Total
	Protection of Major Natural Resources and Wildlife	Development of Existing Park and Recreational Lands for Multiple Uses	Acquisition of Scientific and Natural Areas	Increased Development of Recreational Areas for Urban Dwellers	Acquisition of Additional Park Sites	Public Acquisition of Shoreline Frontage of Lakes	Public Acquisition of Lands Adjacent to All Major Streams	Other	No Response	
Kenosha . . . .	34.0	24.1	3.5	7.3	5.8	12.0	4.2	1.9	7.2	100.0
Milwaukee . . . .	27.3	22.6	4.2	9.3	6.3	8.4	6.3	1.7	13.8	99.9
Ozaukee . . . .	31.7	28.9	3.5	7.4	5.8	8.9	2.9	3.2	7.7	100.0
Racine . . . .	25.8	26.5	2.5	10.3	9.2	9.4	4.9	1.7	9.7	100.0
Walworth . . . .	34.4	18.9	4.0	4.9	6.6	10.0	5.6	1.3	14.3	100.0
Washington . . . .	34.9	22.6	2.0	6.5	7.0	8.4	3.9	1.0	13.7	100.0
Waukesha . . . .	29.5	24.2	5.1	9.3	8.1	9.2	4.8	1.3	8.4	99.9
Region	28.6	23.4	4.0	9.0	6.8	9.0	5.5	1.7	12.0	100.0

<sup>a</sup>Question Reference—Outdoor Recreation Item G: I think that an outdoor recreational program for this Region should focus mainly upon:

Source: SEWRPC.

## SUMMARY

Although nearly 60 percent of the respondents indicated they would engage in winter outdoor recreational activities if given the opportunity, only 30 percent reported they had engaged in such activities during the previous winter. Of all winter outdoor recreational activities, ice skating, snowmobiling, and ice fishing were those in which respondents most frequently engaged.

On the other hand, while 87 percent of the respondents indicated they would engage in nonwinter outdoor recreational activities if given the opportunity, approximately 83 percent reported they had engaged in such activities during the previous summer and fall. Of all nonwinter outdoor recreational activities, swimming, fishing, picnicking, sight-seeing, and camping were those in which respondents most frequently engaged.

The large majority of travel to major outdoor recreational areas, as should be anticipated, was made by automobile, while travel to such areas by other modes of travel amounted, by category, to 3 percent or less.

The most common complaint made by respondents concerning the quality of existing outdoor recreational areas was one of overcrowding at the facilities. Other major concerns of respondents were the lack of adequate sanitary facilities, excessive littering, lack of nearby outdoor recreational facilities, and the high cost of admission and/or user fees required at such areas.

In the consideration of where the major emphasis should be placed in the development of a comprehensive outdoor recreational program for the Region, strong support was made for each of two types. The emphasis in one would be placed on the protection of the natural resource base, and in the other on the development of existing park and recreational lands for multiple uses.

## Chapter V

### SUMMARY AND CONCLUSIONS

In this final chapter, the salient findings of the 1972 personal opinion survey are discussed with respect to the implications which they may hold for the adopted regional land use and transportation plans, and for the regional development objectives underlying these plans. Consequently, this discussion focuses on those findings which indicate a change within the Region in attitudes and life styles since 1963 and may indicate, therefore, a need to reconsider the adopted plans. While considering the implications of the results of the personal opinion survey, it is important to bear in mind the general limitations of such surveys, the fact that the findings provide only one input to a comprehensive plan evaluation, and the fact that the findings can be properly understood only within the context of other surveys made in preparation for regional plan reevaluation, particularly the travel habit and pattern origin-destination surveys.

#### TRANSPORTATION

In the transportation section of the 1972 personal opinion survey, the most important findings related to the opinions, attitudes, and preferences of respondents concerning the convenience of existing travel; how daily travel can best be improved; the degree to which freeway construction should continue, if at all; the effect of the lack of public transportation on tripmaking; the degree to which public transportation would be used if no fare were charged; and the degree to which carpooling would be used if the opportunity existed.

Although public opinions were mixed concerning the completion of the planned freeway system, the very large majority of respondents believed that freeway construction should be continued to some degree within the Region. This finding supports the adopted regional transportation system development objectives of the alleviation of traffic congestion, the reduction of travel time between component parts of the Region, the reduction of accident exposure, and the provision of increased public safety. Related to this approval was the substantial increase from 1963 to 1972 in the proportion of respondents believing overall travel to be "very convenient." The largest percentage increases were noted in Waukesha County (21 percent), Ozaukee County (14 percent), and Milwaukee County (12 percent), in which counties significant freeway construction occurred over the approximately 10-year period. The opening of these facilities and the attendant substantial reduction of traffic congestion on surface streets and highways experienced in those counties were considered to be largely responsible for the significant increases in the category of "very convenient." Strong support was also given for the improvement of mass transit service within the Region through the provision of more frequent service, service to new areas, additional express bus service, new bus and rail rapid transit service, and new park-ride lots.

In another finding, a significant proportion of respondents (27 percent) believed that lack of public transportation between their homes and certain areas of the Region prevents or severely limits family members from making trips considered essential. This finding also supports the adopted regional transportation development objective of a more balanced transportation system providing the appropriate type of transportation service needed by the various subareas of the Region at an adequate level of service. This finding also points out the need for a detailed examination of the trip desires of respondents related to the public transportation service offered.

The finding that only 4 percent of the respondents presently use public transportation on a regular basis while 41 percent indicate that they would use it if no fare were charged for such transportation indicates cost is an important factor in the use of public transportation, and increased ridership may be anticipated if fares are significantly reduced. Moreover, in a related finding, respondents throughout the Region strongly supported reduced public transportation fares, particularly for the elderly, the handicapped, and student riders.

It was also found that while only 3 percent of the respondents presently use a car pool regularly in trips to and from work, 41 percent indicated they would do so if given the opportunity. This finding points out the need for the development of a program which would identify both the demand for and the possibility of the establishment of car pool service for the major areas of employment, at least throughout the Region. Thus, the accomplishment of some shift of personal transportation demand to public transportation and to car pooling appears possible and, if effected, would assist in the attainment of the objective of the alleviation of traffic congestion on streets and highways throughout the Region.

#### HOUSING

In the housing section of the 1972 personal opinion survey, the most important findings related to the opinions, attitudes, and preferences of respondents concerning the type, size, and characteristics of the residences; their preference for the kind of neighborhood and type of community in which they would like to locate their residences; their likes and dislikes with respect to the characteristics of their present residences; and the lot size needed to satisfy their housing requirements.

One of the most important findings of the 1972 personal opinion survey concerned the pattern of new residential development which would result if the expressed preferences of respondents were exercised with respect to place of residence. Specifically, this pattern would be one of urban sprawl, a pattern experienced within the Region over the last decade. For example, while less than 19 percent of the households now live in rural-suburban or rural areas, 39 percent indicated a preference to do so. Nearly 75 percent of the respondents still preferred a single family house. The proportion of households willing to occupy a residence not connected to a public sanitary sewerage system (38 percent) was more than double the proportion (17 percent) who now occupy such residences. Similarly, the proportion of households (42 percent) willing to occupy a residence not connected to a public water supply was approximately double the proportion (21 percent) who now occupy such residences. The size of lot and the availability of open space was also found to be a primary concern of a substantial proportion of households in the selection of a new home or apartment. The level of property taxes was also an important consideration in the selection of a new residential location. The implications these preferences have for decentralization of residential land uses for the adopted regional land use plans are significant, and may warrant consideration in regional land use plan reevaluation of an alternative plan based upon continued trend development or, in effect, a "controlled" sprawl plan.

## OUTDOOR RECREATION

In the outdoor recreation portion of the personal opinion survey, the most important findings related to respondent opinions, attitudes, and preferences concerning where the major emphasis should be placed in the development of a regional outdoor recreation program, the kinds of outdoor recreation activities preferred, the major problems encountered at outdoor recreational sites, and the modes of travel utilized to reach such sites.

Two types of programs relating to where the principal emphasis should be placed in the development of a comprehensive regional outdoor recreation program received strong support. In one, the principal emphasis would be placed upon the protection of the natural resources of the Region, and in the other the emphasis would be placed upon the development of existing park and recreational lands for multiple uses.

The importance placed upon a program for the protection of the natural resource base lends strong support to the adopted regional land use development objective of the protection, wise use, and development of the natural resources of the Region. The proposal for multiple uses of existing park and recreational lands similarly supports the adopted regional land use development objective of the attainment of a balanced year-round outdoor recreational program providing for a full range of facilities for all age groups. It should be noted, however, that there are inherent contradictions between these public preferences and those relating to continued decentralization of urban development.

The responses concerning participation in winter outdoor recreation activities show that ice skating, snowmobiling, and ice fishing were the most popular activities. The indication of snowmobiling as the second most popular winter outdoor recreation activity shows the rapidity of the growth of a single activity and particularly the demand for winter recreation opportunities. It is important to note that in 1963 there were no snowmobiles registered in the State of Wisconsin, and snowmobiling was virtually nonexistent. By 1972 there were more than 170,000 snowmobiles registered in the state and a total of 26,800 registered in the Region.

Responses concerning utilization of nonwinter outdoor recreational activities show that the combination of pleasure driving and sight-seeing activities, swimming, fishing, picnicking, and camping were the most popular activities. It is important to point out that travel to almost all major recreational areas required the use of a vehicle and nearly all such travel was made by automobile.

Responses concerning problems encountered at outdoor recreation facilities show that complaints concerning size of and access to such facilities, overcrowding, lack of sites close to home, and cost of entry or user fees were among the most common, indicating a demand by users for more open space. Among other common complaints were the lack of adequate sanitary facilities, water pollution, and excessive litter.

In this summary chapter, the salient findings of the 1972 personal opinion survey have been discussed with respect to the implications these findings may hold for the adopted regional land use and transportation plans. Although the response to the personal opinion survey provides a measure of public attitudes and preferences, it must be realized that questions in the survey represent, in many instances, hypothetical situations which ignore the practical restraints, economic or otherwise, that may influence respondent choices concerning transportation, housing, and recreation. Therefore, the results of the behavioral portions of the origin-destination surveys which reflect some measure of the actual impact of these constraints must also be carefully considered, since both the attitudinal and behavioral surveys provide indicators which aid in plan reevaluation and development.

## **APPENDICES**

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Appendix A

HIGHWAY, TRANSIT, AND TRAFFIC STUDIES, MODELS, AND OPERATIONS  
 SUBCOMMITTEES OF THE TECHNICAL COORDINATING AND ADVISORY  
 COMMITTEE ON REGIONAL LAND USE-TRANSPORTATION PLANNING

The following key identifies the various subcommittees: 2) Highway Subcommittee;  
 5) Transit Subcommittee; and 7) Traffic Studies, Models, and Operations Subcommittee.

Stanley E. Altenbern (5)	President, Wisconsin Coach Lines, Inc., Waukesha
Robert W. Brannan (2,5,7)	Transportation Director, Milwaukee County Expressway and Transportation Commission
Donald M. Cammack (7)	Chief Planning Engineer, Division of Aeronautics, Wisconsin Department of Transportation
Thomas R. Clark (2,5,7)	Chief Planning Engineer, District 2, Division of Highways, Wisconsin Department of Transportation
Arnold L. Clement (2)	Planning Director and Zoning Administrator, Racine County
Vencil F. Demshar (2)	County Highway Commissioner, Waukesha County
Elton G. Diehl (5,7)	Traffic Engineer, Bureau of Traffic Engineering and Electrical Services, City of Milwaukee
Russell A. Dimick (2)	City Engineer, City of Cedarburg
John L. Doyne (5)	County Executive, Milwaukee County
Stanley Feinsod (5,7)	Urban Transportation Planner, Urban Mass Transportation Administration, U. S. Department of Transportation, Washington, D.C.
Donald J. Finch (2)	Director of Public Works, City of New Berlin
James Foley (7)	Airport Engineer, General Mitchell Field
Thomas J. Gaffney (2)	Traffic Engineer, City of Kenosha
Arne L. Gausmann (2,5,7)	Director, Bureau of Systems Planning, Division of Planning, Wisconsin Department of Transportation
Herbert A. Goetsch (2)	Commissioner of Public Works, City of Milwaukee
George Gunderson (2)	Chief of Statewide Planning Section, Division of Planning, Wisconsin Department of Transportation
Douglas F. Haist (2,5,7)	Director of Policy Planning, Division of Planning, Wisconsin Department of Transportation
Joseph Hamelink (5)	Transit Coordinator, Kenosha Transit Commission
Roger A. Harris (2)	Director of Public Works, City of Cudahy
Herbert Heavenrich (2)	Director, Division of Planning and Programming, Department of City Development, City of Milwaukee
Frank M. Hedgecock (7)	City Planner, City of Waukesha
Bill R. Hippenmeyer (2,5)	Director of Planning, City of Oak Creek
Lester O. Hoganson (2)	City Engineer, City of Racine
Donald K. Holland (2)	Director of Public Works, City of Kenosha
Karl B. Holzwarth (2)	Park Director, Racine County
Paul G. Jaeger (2)	County Agricultural Agent, Kenosha County
George A. James (2)	Director, Bureau of Local and Regional Planning, Wisconsin Department of Local Affairs and Development
Thomas R. Kinsey (2)	District Engineer, District 2, Division of Highways, Wisconsin Department of Transportation
Frederick F. Klotz (2)	Engineer in Charge of the Public Ways, Engineering Division, Bureau of Engineers, City of Milwaukee
Robert F. Kolstad (2,5)	City Planner, City of Kenosha
D. A. Kuemmel (5,7)	Superintendent of Electrical Services, Bureau of Traffic Engineering and Electrical Services, City of Milwaukee
James La Bril (5)	Planner, Department of City Development, City of Milwaukee
Edwin Laszewski (2)	City Engineer, City of Milwaukee
Wilmer Lean (2,7)	County Highway Commissioner, Walworth County
J. William Little (2)	City Administrator, City of Wauwatosa
William L. Marvin (2,7)	Director, Traffic Engineering Department, American Automobile Association, Madison

Henry M. Mayer (5)	General Manager, Milwaukee and Suburban Transport Corporation, Milwaukee
N. H. McKegney (5)	Terminal Superintendent, The Milwaukee Road, Milwaukee
Robert J. Mikula (2)	General Manager, Milwaukee County Park Commission
William Muth (2)	Director of Public Works, City of Brookfield
Melvin Noth (2)	Director of Public Works, Village of Menomonee Falls
Robert H. Paddock (2,5,7)	Division Engineer, U. S. Department of Transportation
John W. Peters (2,5)	Assistant Director, Planning and Relocation Branch, U. S. Department of Housing and Urban Development, Milwaukee
Allan P. Pleyte (5,7)	Traffic Engineer and Superintendent, Bureau of Traffic Engineering and Electrical Services, City of Milwaukee
James F. Popp (2,5,7)	Chief of Planning, U. S. Department of Transportation, Federal Aviation Administration, Great Lakes Region, Chicago
Richard A. Rechlicz (5)	Executive Secretary, Wisconsin School Bus Contractors Association
Albert P. Rettler (2,7)	County Highway Commissioner, Washington County
Donald V. Revello (7)	Chief of Traffic Planning, Division of Planning, Wisconsin Department of Transportation
Dr. Eric Schenker (5,7)	Professor, Department of Economics, University of Wisconsin-Milwaukee
John E. Schumacher (2,7)	City Engineer, City of West Allis
Donald H. Schwenk (2)	City Manager, Central Greyhound Lines, Milwaukee
Harvey Shebesta (2,5,7)	District Engineer, District 9, Division of Highways, Wisconsin Department of Transportation
Earl G. Skagen (2,7)	County Highway Commissioner, Racine County
Jack Taylor (5)	President, Flash City Transit, Racine
Jay Trevadia (2)	City Engineer, City of Burlington
Floyd Usher (2)	City Engineer, City of Oconomowoc
John P. Varda (7)	General Manager, Wisconsin Motor Carriers Association, Madison
Ernest Vogel (2,7)	Traffic and Transit Engineer, Milwaukee County Expressway and Transportation Commission
Leo Wagner (2)	County Highway Commissioner, Kenosha County
Thomas M. Wahtola (2,5,7)	Planning and Research Engineer, U. S. Department of Transportation, Federal Highway Administration, Madison
Frank A. Wellstein (2,5,7)	City Engineer, City of Oak Creek
Sylvester N. Weyker (2)	County Highway Commissioner, Ozaukee County
Henry B. Wildschut (2,7)	County Highway Commissioner and Director of Public Works, Milwaukee County
Thomas N. Wright (5,7)	Director of Planning, City of Racine

Appendix B

PERSONAL OPINION SURVEY QUESTIONNAIRE  
APPENDICES

P E R S O N A L    O P I N I O N    S U R V E Y

Long-range planning for the development of the Southeastern Wisconsin Region must take into account the preferences and attitudes of its residents especially concerning transportation, housing, and outdoor recreational facilities and services. By carefully answering the questions on the following pages, you will be making an important contribution to the planning for this Region and performing a valuable public service.

This form is intended for completion only by the head of household or spouse. To complete the form, enter in the shaded boxes provided the number of the answer which best describes your considered personal opinion about each question asked (see example at bottom of page).

When you have completed the questionnaire, please place it in the envelope provided and drop it in any U. S. mailbox. Your answers will be kept entirely confidential and will be compiled with others for planning purposes only. THANK YOU.

Sincerely,



Kurt W. Bauer  
Executive Director

Please indicate the person completing this questionnaire.

- Head of Household
- Spouse

EXAMPLE

Z. I THINK THE WORST THING ABOUT AUTO TRAVEL IS

3

- 1. Driving frustrations
- 2. Obnoxious fumes
- 3. Danger of accidents
- 4. Poor vehicle design

Sponsored By  
U. S. DEPARTMENT OF TRANSPORTATION  
WISCONSIN DEPARTMENT OF TRANSPORTATION  
SOUTHEASTERN WISCONSIN REGIONAL PLANNING COMMISSION

SAMPLE NUMBER

PERSON NUMBER

TRAVEL

A. I THINK THAT THE THREE MOST IMPORTANT ADVANTAGES OF DAILY AUTOMOBILE TRAVEL OVER DAILY PUBLIC TRANSPORTATION TRAVEL ARE:

- |   |                                    |
|---|------------------------------------|
| <input type="checkbox"/> 1st Preference | 1. Greater privacy.                |
| <input type="checkbox"/> 2nd Preference | 2. Safer in case of accident.      |
| <input type="checkbox"/> 3rd Preference | 3. Greater ability to go anytime.  |
|   | 4. Greater ability to go directly. |
|   | 5. More comfortable riding.        |
|   | 6. Faster means of travel.         |
|   | 7. Less expensive means of travel. |
|   | 8. Other: _____                    |
- Please specify

B. I THINK THAT THE THREE MOST IMPORTANT ADVANTAGES ABOUT DAILY TRAVEL BY PUBLIC TRANSPORTATION OVER DAILY TRAVEL BY AUTOMOBILE ARE:

- |   |  |
|---|--|
| <input type="checkbox"/> 1st Preference | 1. Less damaging to the environment.         |
| <input type="checkbox"/> 2nd Preference | 2. Safer in case of accident.                |
| <input type="checkbox"/> 3rd Preference | 3. Freedom from tensions of driving an auto. |
|   | 4. Freedom from worry about parking an auto. |
|   | 5. More comfortable riding.                  |
|   | 6. Less expensive means of travel.           |
|   | 7. Faster means of travel.                   |
|   | 8. Other: _____                              |
- Please specify

C. I BELIEVE THAT MY OVERALL TRAVEL AT PRESENT IS GENERALLY:

- |   |                       |
|---|-----------------------|
| <input type="checkbox"/> 1st Preference | 1. Very convenient.   |
|   | 2. Convenient.        |
|   | 3. Inconvenient.      |
|   | 4. Very inconvenient. |

D. I THINK THAT WE SHOULD:

- |   | Yes                      | No                       |
|---|--------------------------|--------------------------|
| 1. Complete freeways now started.                                     | <input type="checkbox"/> | <input type="checkbox"/> |
| 2. Construct certain planned freeways but not other planned freeways. | <input type="checkbox"/> | <input type="checkbox"/> |
| 3. Complete construction of the planned freeway system.               | <input type="checkbox"/> | <input type="checkbox"/> |
| 4. Expand the planned freeway system.                                 | <input type="checkbox"/> | <input type="checkbox"/> |
| 5. Stop constructing freeways.  | <input type="checkbox"/> | <input type="checkbox"/> |
| 6. No opinion.  | <input type="checkbox"/> | <input type="checkbox"/> |

E. I THINK THAT MY DAILY TRAVEL CAN BE IMPROVED MOST BY:

- |   |  |
|---|--|
| <input type="checkbox"/> 1st Preference | 1. Improving residential streets.                              |
| <input type="checkbox"/> 2nd Preference | 2. Improving arterial streets and highways.                    |
| <input type="checkbox"/> 3rd Preference | 3. Providing additional freeways.                              |
|   | 4. Providing improved traffic signal coordination.             |
|   | 5. Providing more frequent bus service.                        |
|   | 6. Providing bus service to new areas.                         |
|   | 7. Providing more freeway flyer bus routes.                    |
|   | 8. Providing city flyer (express bus service on city streets). |
|   | 9. Providing rail rapid transit service.                       |
|   | 10. Providing bus rapid transit service.                       |
|   | 11. Providing park-ride lots.                                  |
|   | 12. Other: _____   |
- Please specify

F. I THINK THAT THE TOTAL COST OF PUBLIC TRANSPORTATION SHOULD BE BORNE:

- |   |   |
|---|---|
| <input type="checkbox"/> 1st Preference | 1. Completely by the riders who use it.                                     |
|   | 2. Partly by the riders who use it and partly by the communities it serves. |
|   | 3. Completely by the communities it serves.                                 |
|   | 4. Partly by the riders who use it and partly by state or federal funding.  |
|   | 5. No one; public transportation should be eliminated.                      |
|   | 6. Other: _____   |
- Please specify

G. I THINK THAT PUBLIC TRANSPORTATION FARES SHOULD BE REDUCED FOR:

- |                                       | Yes                      | No                       |
|---------------------------------------|--------------------------|--------------------------|
| 1. All public transportation riders   | <input type="checkbox"/> | <input type="checkbox"/> |
| 2. The elderly riders                 | <input type="checkbox"/> | <input type="checkbox"/> |
| 3. Handicapped riders                 | <input type="checkbox"/> | <input type="checkbox"/> |
| 4. Students                           | <input type="checkbox"/> | <input type="checkbox"/> |
| 5. Persons receiving welfare payments | <input type="checkbox"/> | <input type="checkbox"/> |
| 6. Other: _____                       | <input type="checkbox"/> | <input type="checkbox"/> |

Please specify

H. IF TAX SOURCES ARE REQUIRED TO SUBSIDIZE PUBLIC TRANSPORTATION, I THINK THE LOCAL REVENUE TO MATCH FEDERAL AND STATE SUBSIDY FUNDS SHOULD COME FROM:

- |   |                       |
|---|-----------------------|
| <input type="checkbox"/> 1st Preference | 1. Local property tax |
|   | 2. Local sales tax    |
|   | 3. Local income tax   |
|   | 4. Local vehicle tax  |
|   | 5. Other: _____       |

Please specify

I. I BELIEVE THAT THE LACK OF PUBLIC TRANSPORTATION BETWEEN OUR HOME AND CERTAIN AREAS OF THE REGION HAS PREVENTED OR SEVERELY LIMITED ONE OR MORE MEMBERS OF OUR FAMILY FROM:

- Accepting employment,  True  False  
If true, please give name and location of firm or agency. \_\_\_\_\_
- Reaching recreational areas,  True  False  
If true, please give names and locations of recreational areas. \_\_\_\_\_
- Reaching shopping area of our choice,  True  False  
If true, please give name and location of shopping area. \_\_\_\_\_
- Conducting necessary personal business,  True  False  
If true, please give locations of places involved. \_\_\_\_\_
- Making social visits to friends or relatives,  True  False  
If true, please give approximate locations involved. \_\_\_\_\_

J. ON THE AVERAGE MONDAY THROUGH FRIDAY WEEK I TRAVEL TO WORK,

- As an auto driver,  days per week.
- As an auto passenger,  days per week.
- As a mass transit passenger,  days per week.
- Walk to work,  days per week.
- Work at home,  days per week.
- By other means of travel,  days per week.

K. WOULD YOU USE PUBLIC TRANSPORTATION ON A MORE OR LESS REGULAR BASIS IF IT WAS FREE?

- Yes  No  Now Use

L. WOULD YOU USE A "CAR POOL" TO AND FROM WORK IF THE OPPORTUNITY WAS AVAILABLE?

- Yes  No  In car pool now

HOUSING

A. WHAT DO YOU LIKE OR DISLIKE ABOUT THE NEIGHBORHOOD YOU ARE NOW LIVING IN? (PLEASE CHECK ONE OF THE THREE CHOICES FOR EACH ITEM.)

	Like	Dislike	Is Not Important
1. Accessibility to schools	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2. Close to shopping area	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
3. Accessibility to freeway	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
4. Availability of public transportation	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
5. Availability of public sewer and water	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
6. Quality of schools	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
7. Close to place of work	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
8. Cost of property taxes	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
9. Quality of police and fire protection	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
10. Close to friends and relatives	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
11. Other: _____	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Please specify

B. CONSIDERING YOUR INCOME, DO YOU THINK THE PRESENT COST OF RENTING OR OWNING YOUR HOME IS: (PLEASE CHECK ONE)

- 1. Too high
- 2. Too low
- 3. About right

C. WHAT WAS YOUR MAJOR REASON FOR SELECTING THIS PARTICULAR HOUSE OR APARTMENT? (PLEASE CHECK ONE)

- 1. Size of the living area inside the house or apartment.
  - 2. Size of lot or availability of open space
  - 3. Cost of owning or renting
  - 4. Design of house or apartment
  - 5. Appearance of house or apartment
  - 6. Only place available
  - 7. Other: \_\_\_\_\_
- Please specify

D. DOES YOUR FAMILY HAVE PLANS TO MOVE TO ANOTHER HOME WITHIN APPROXIMATELY THE NEXT 12-18 MONTHS?

- Yes
- No

E. PART I  
IN WHICH DO YOU NOW LIVE?  
(PLEASE CHECK ONE)

- 1. City
  - 2. City-suburb
  - 3. Rural-suburb
  - 4. Rural
  - 5. Other: \_\_\_\_\_
- Please specify

PART II  
DO YOU PREFER  
(PLEASE CHECK ONE)

- 1. City living
  - 2. City-suburban living?
  - 3. Rural-suburban living?
  - 4. Rural living
  - 5. Other: \_\_\_\_\_
- Please specify

F. DO YOU HAVE A PARTICULAR COMMUNITY IN MIND IN WHICH YOU WOULD PREFER TO LIVE?

- 1. Yes
  - 2. No
- If yes, please identify:

City, Village, Town      County      State

G. IN SELECTING A NEW NEIGHBORHOOD, WHICH THREE THINGS WOULD YOU CONSIDER MOST IMPORTANT IN ORDER OF PREFERENCE? (PLEASE INDICATE 1ST, 2ND, AND 3RD CHOICE)

- 1st Preference
  - 2nd Preference
  - 3rd Preference
- 1. Accessibility to schools
  - 2. Close to shopping area
  - 3. Accessibility to freeway
  - 4. Availability of public transportation
  - 5. Availability of public sewer and water
  - 6. Quality of schools
  - 7. Close to place of work
  - 8. Cost of property taxes
  - 9. Quality of police and fire protection
  - 10. Close to friends and relatives
  - 11. Other: \_\_\_\_\_
- Please specify

H. IN ORDER TO SATISFY YOUR PRESENT HOUSING REQUIREMENTS, WHETHER YOU PLAN TO MOVE OR NOT, WHICH TYPE OF LIVING ARRANGEMENT WOULD YOU CHOOSE?

PART I (PLEASE CHECK ONE)

- 1. Own
- 2. Rent
- 3. Don't know

PART II (PLEASE CHECK ONE)

- 1. Single family house built conventionally at the site
- 2. Single family house built in a factory and put up at the site
- 3. Mobile home
- 4. One unit in a two family house, side by side or up and down unit
- 5. One unit of three or more housing units arranged as a rowhouse (townhouse)
- 6. One unit in an apartment of one or two stories high
- 7. One unit in an apartment of three or more stories high
- 8. Don't know

I. IS YOUR RESIDENCE CONNECTED TO A PUBLIC SEWER?

- Yes
- No

J. WOULD YOU BE WILLING TO RENT OR OWN A RESIDENCE WITHOUT A CONNECTION TO A PUBLIC SEWER?

- Yes
- No

K. IS YOUR RESIDENCE CONNECTED TO A PUBLIC WATER SUPPLY?

- Yes
- No

L. WOULD YOU BE WILLING TO RENT OR OWN A RESIDENCE WITHOUT A CONNECTION TO A PUBLIC WATER SUPPLY?

- Yes
- No

IT IS VERY IMPORTANT THAT THE FOLLOWING QUESTIONS, M THROUGH O, BE ANSWERED ACCORDING TO YOUR REAL HOUSING NEEDS AT THIS TIME. PLEASE BE REALISTIC IN YOUR CHOICE, NEITHER SELECTING MORE THAN OR LESS THAN WHAT YOU BELIEVE IS NEEDED TO GET ALONG REASONABLY WELL.

M. AT THIS TIME, HOW MANY BEDROOMS DO YOU NEED?

- Enter number of bedrooms

N. IN ADDITION TO BEDROOMS, KITCHEN, ONE BATHROOM, AND STORAGE AREA, WHICH OTHER ROOMS OR AREAS DO YOU NEED AT THIS TIME? (PLEASE LIST THOSE NEEDED IN ORDER OF PREFERENCE BY 1ST, 2ND, 3RD, ETC.)

- 1st Preference
  - 2nd Preference
  - 3rd Preference
- 1. Living room
  - 2. Dining room
  - 3. Family room
  - 4. Basement
  - 5. Extra bathroom
  - 6. Utility room (not in basement)
  - 7. None
  - 8. Don't know

(continued)

**D. BASED ON THE HOUSING REQUIREMENTS YOU INDICATED ABOVE, WHICH OF THE FOLLOWING LOT SIZES DO YOU NEED? (PLEASE CHECK ONE)**

- 1. A lot which is 50' or less in width at the street and no more than 120' deep.
- 2. A lot which is less than 1/4 of an acre between 50' and 90' wide at the street and no more than 120' deep
- 3. A lot which is 1/4 to 1/2 acre
- 4. A lot which is 1/2 to 1 acre
- 5. A lot which is over 1 acre but less than 5 acres
- 6. A lot which is 5 or more acres
- 7. Don't know

**OUTDOOR RECREATION**

**A. GIVEN THE OPPORTUNITY, MY THREE MAIN WINTER OUTDOOR RECREATIONAL ACTIVITIES WOULD BE, IN ORDER OF PREFERENCE:**

- 1st Preference
  - 2nd Preference
  - 3rd Preference
- |                         |                 |
|-------------------------|-----------------|
| 1. Downhill skiing      | 3. Snowmobiling |
| 2. Cross-country skiing | 4. Ice skating  |
| 5. Ice fishing          | 6. Ice boating  |
| 7. Other:               |                 |
- \_\_\_\_\_ Please specify

**B. GIVEN THE OPPORTUNITY, MY THREE MAIN NON-WINTER OUTDOOR RECREATIONAL ACTIVITIES WOULD BE, IN ORDER OF PREFERENCE:**

- |   |                         |                                  |
|---|-------------------------|----------------------------------|
|   | <u>Water-Based</u>      | <u>Land-Based</u>                |
|   | 1. Boating              | 7. Camping                       |
|   | 2. Canoeing             | 8. Picnicking                    |
|   | 3. Swimming             | 9. Golfing                       |
| <input type="checkbox"/> 1st Preference | 4. Sailing              | 10. Target shooting (Bow or gun) |
| <input type="checkbox"/> 2nd Preference | 5. Fishing              | 6. Water skiing                  |
|   | <u>Trail Activities</u> | <u>Road Activities</u>           |
| <input type="checkbox"/> 3rd Preference | 11. Hiking              | 15. Sightseeing                  |
|   | 12. Nature study        | 16. Pleasure driving             |
|   | 13. Horseback riding    | 17. Bicycling                    |
|   | 14. Motorbiking         | 18. Other:                       |
- \_\_\_\_\_ Please specify

**C. LAST WINTER, THE THREE OUTDOOR RECREATIONAL ACTIVITIES I PARTICIPATED IN MOST OFTEN WERE:**

- Most often
  - Second most often
  - Third most often
- |                         |
|-------------------------|
| 1. Downhill skiing      |
| 2. Cross-country skiing |
| 3. Snowmobiling         |
| 4. Ice skating          |
| 5. Ice fishing          |
| 6. Ice boating          |
| 7. Other:               |
- \_\_\_\_\_ Please specify

**D. LAST SUMMER AND FALL, THE THREE OUTDOOR RECREATIONAL ACTIVITIES I PARTICIPATED IN MOST OFTEN WERE:**

- |  |                         |                                  |
|--|-------------------------|----------------------------------|
|  | <u>Water-Based</u>      | <u>Land-Based</u>                |
| <input type="checkbox"/> Most often        | 1. Boating              | 7. Camping                       |
| <input type="checkbox"/> Second most often | 2. Canoeing             | 8. Picnicking                    |
| <input type="checkbox"/> Third most often  | 3. Swimming             | 9. Golfing                       |
|  | 4. Sailing              | 10. Target shooting (Bow or gun) |
|  | 5. Fishing              |                                  |
|  | 6. Waterskiing          |                                  |
|  | <u>Trail Activities</u> | <u>Road Activities</u>           |
|  | 11. Hiking              | 15. Sightseeing                  |
|  | 12. Nature Study        | 16. Pleasure Driving             |
|  | 13. Horseback riding    | 17. Bicycling                    |
|  | 14. Motorbiking         | 18. Other:                       |
- \_\_\_\_\_ Please specify

**E. MY PRESENT MEANS OF TRAVEL TO MAJOR OUTDOOR RECREATIONAL AREAS IS USUALLY BY:**

- Enter one
- |                                    |             |
|------------------------------------|-------------|
| 1. Automobile                      | 4. Railroad |
| 2. Camper vehicle (self-propelled) | 5. Airplane |
| 3. Bus (commercial lines)          | 6. Other:   |
- \_\_\_\_\_ Please specify

**F. MY MAIN COMPLAINTS CONCERNING EXISTING OUTDOOR RECREATIONAL FACILITIES ARE:**

- Enter two
1. Lack of adequate sanitary facilities.
  2. Overcrowding.
  3. Inadequately policed.
  4. Noise.
  5. Too expensive.
  6. Air pollution.
  7. Water pollution.
  8. Litter.
  9. Lack of outdoor recreational sites near my home.
  10. Other:
- \_\_\_\_\_ Please specify

**G. I THINK THAT AN OUTDOOR RECREATIONAL PROGRAM FOR THIS REGION SHOULD FOCUS MAINLY UPON:**

- Enter two
1. Protection of major natural resource and wildlife.
  2. Development of existing park sites and recreation lands for multiple uses.
  3. Acquisition of scientific and natural areas.
  4. Increased development of recreational areas for urban dwellers.
  5. Acquisition of additional park sites.
  6. Public acquisition of shoreline frontage of lakes.
  7. Public acquisition of lands adjacent to all major streams.
  8. Other:
- \_\_\_\_\_ Please specify

**APPENDIX C**  
**DETAILED DATA REGARDING PUBLIC OPINION**  
**ON FREEWAY CONSTRUCTION**

Table C-1

**PERCENTAGE DISTRIBUTION OF OPTION STATEMENTS RELATING**  
**TO FREEWAY CONSTRUCTION IN THE REGION BY CATEGORY: 1972**

Category	Definition	Complete Freeways Now Started	Construct Certain Planned Freeways But Not Other Planned Freeways	Complete Construction of the Planned Freeway System	Expand the Planned Freeway System	Stop Constructing Freeways
1	Complete and expand the planned freeway system  Distribution in Region: 15.0 percent	yes	---	yes	yes	---
		---	---	---	yes	---
		yes	---	---	yes	---
		yes	no	yes	yes	---
		yes	no	---	yes	---
		---	---	yes	yes	---
		yes	no	yes	yes	no
		yes	---	yes	yes	no
		yes	---	---	yes	no
		---	---	---	yes	no
		yes	no	---	yes	no
		---	---	yes	yes	no
		2	Complete the planned freeway system  Distribution in Region: 13.9 percent	yes	---	yes
---	---			yes	---	---
yes	no			yes	no	---
yes	---			yes	no	---
yes	no			yes	---	---
---	---			yes	no	---
yes	no			yes	no	no
yes	---			yes	no	no
yes	---			yes	---	no
yes	no			yes	---	no
---	no			yes	no	no
---	---			yes	no	no
yes	no			yes	no	yes
yes	---	yes	no	yes		
yes	---	yes	---	yes		
yes	no	yes	---	yes		
---	---	yes	---	yes		
3	Complete certain freeways but do not complete the planned system  Distribution in Region: 27.0 percent	yes	yes	---	---	---
		yes	yes	no	no	---
		yes	yes	---	no	---
		yes	yes	no	---	---
		yes	yes	no	no	no
		yes	yes	---	---	no
		yes	yes	---	no	no
		yes	yes	no	---	no
		yes	yes	no	no	yes
		yes	yes	---	---	yes
		yes	yes	---	no	yes
		---	yes	---	---	---
		---	yes	---	no	---
---	yes	---	no	---		
---	yes	---	---	no		
---	yes	no	---	no		
---	yes	no	---	no		
---	yes	---	no	no		

Table C-1 (Continued)

Category	Definition	Complete Freeways Now Started	Construct Certain Planned Freeways But Not Other Planned Freeways	Complete Construction of the Planned Freeway System	Expand the Planned Freeway System	Stop Constructing Freeways
		---	yes	no	no	no
		---	yes	---	no	yes
		---	yes	---	---	yes
		---	yes	no	no	yes
		yes	---	---	---	---
		yes	---	---	no	---
		yes	no	no	no	---
		yes	no	---	---	---
		yes	no	---	no	---
		yes	---	no	no	---
		yes	---	no	---	---
		yes	no	no	---	---
		yes	no	no	no	no
		yes	---	---	no	no
		yes	---	no	no	no
		yes	---	---	no	no
		yes	no	---	no	no
		yes	no	---	no	no
		yes	---	no	---	yes
		yes	---	---	---	yes
		yes	---	no	no	yes
		yes	no	---	no	yes
		yes	no	---	---	yes
4	Stop construction of certain freeways now started but construct certain others  Distribution in Region: 3.3 percent	no	yes	no	no	---
		no	yes	---	---	---
		no	yes	no	---	---
		no	yes	no	no	no
		no	yes	---	---	no
		no	yes	no	no	no
		no	yes	no	no	yes
		no	yes	---	---	yes
		no	yes	---	no	yes
		no	yes	no	---	yes
5	Stop all freeway construction  Distribution in Region: 5.1 percent	no	---	---	---	---
		---	---	---	no	---
		no	no	---	---	---
		no	no	no	no	---
		---	no	no	no	yes
		---	---	---	---	yes
		no	---	no	---	yes
		no	---	---	---	yes
		no	---	no	no	yes
		---	no	no	no	yes
		---	no	---	---	yes
		no	no	no	---	yes
		no	---	---	no	yes
		no	no	---	no	yes
6.1	Complete freeways now started; complete and expand the planned freeway system; stop constructing freeways  Distribution in Region: 0.1 percent	yes	no	yes	yes	yes
		yes	---	---	yes	yes



Table C-1 (Continued)

Category	Definition	Complete Freeways Now Started	Construct Certain Planned Freeways But Not Other Planned Freeways	Complete Construction of the Planned Freeway System	Expand the Planned Freeway System	Stop Constructing Freeways
7	No opinion, no response  Distribution in Region: 7.3 percent	no	---	yes	---	---
		no	---	yes	no	no
		no	yes	yes	yes	---
		no	---	---	yes	no
		no	yes	yes	yes	no
		---	---	no	yes	---
		---	---	---	---	---
		---	---	---	---	---

Source: SEWRPC.

**APPENDIX D**

**DETAILED DATA REGARDING RESPONDENT  
PREFERENCES FOR ADDITIONAL ROOMS AND/OR AREAS**

Table D-1

**PERCENTAGE DISTRIBUTION OF RESPONSES REGARDING PREFERRED  
ADDITIONAL ROOMS AND/OR AREAS IN THE REGION BY COUNTY: 1972**

Additional Rooms and/or Areas Preferred			County							
			Region	Kenosha	Milwaukee	Ozaukee	Racine	Walworth	Washington	Waukesha
Living Room	Dining Room	Basement	9.0	13.1	9.6	6.7	6.8	6.0	7.2	7.5
Living Room	Basement	Extra Bathroom	7.3	8.0	6.4	10.2	7.2	6.5	6.7	8.3
Living Room	Family Room	Basement	7.2	7.4	6.7	9.5	8.5	6.0	4.9	8.6
Family Room	Extra Bathroom	Utility Room	4.7	5.1	4.6	5.6	3.0	4.0	8.7	5.0
Living Room	Family Room	Extra Bathroom	4.4	2.2	4.4	5.3	2.8	4.8	3.3	6.7
Living Room	Basement	---	4.1	2.5	4.2	4.1	5.1	2.1	6.5	3.1
Living Room	Dining Room	Family Room	3.6	2.4	3.5	2.8	3.9	2.8	1.3	5.2
Family Room	Basement	Extra Bathroom	3.2	2.8	2.6	6.7	2.3	1.7	3.5	5.9
Dining Room	Family Room	Extra Bathroom	2.8	1.8	3.1	1.6	3.7	1.7	1.2	2.2
Living Room	Basement	Utility Room	2.8	2.2	2.7	4.1	1.7	2.1	3.2	4.0
Family Room	Extra Bathroom	---	2.6	2.4	2.9	1.6	3.4	0.9	1.1	1.8
Living Room	Dining Room	Utility Room	2.5	1.1	2.9	1.3	2.4	5.3	2.0	1.6
Living Room	---	---	2.3	2.9	2.6	1.3	1.6	3.3	1.7	1.2
Extra Bathroom	---	---	2.2	2.4	2.1	3.0	3.0	1.9	3.7	1.5
Living Room	Dining Room	Extra Bathroom	2.2	3.3	2.5	1.8	0.6	2.2	1.9	1.6
Family Room	---	---	1.8	0.5	2.3	1.5	2.1	3.5	0.9	0.7
Utility Room	---	---	1.8	1.4	1.2	1.6	2.1	4.2	3.1	2.8
Family Room	Utility Room	---	1.6	0.9	1.6	1.8	2.0	1.0	1.8	1.3
Living Room	Family Room	Utility Room	1.5	0.9	1.5	2.4	1.8	1.0	1.9	1.6

Table D-1 (Continued)

Additional Rooms and/or Areas Preferred			County							
			Region	Kenosha	Milwaukee	Ozaukee	Racine	Walworth	Washington	Waukesha
Living Room	Extra Bathroom	Utility Room	1.3	0.6	1.1	3.9	1.0	1.8	1.0	2.5
Extra Bathroom	Utility Room	---	1.1	1.8	1.2	1.0	0.2	1.0	1.5	1.1
Living Room	Utility Room	---	1.1	1.8	1.0	1.1	0.9	0.9	0.6	1.3
Dining Room	Family Room	Utility Room	1.0	1.8	0.9	0.4	1.5	1.7	0.2	1.1
Living Room	Dining Room	---	1.0	0.3	1.5	0.2	0.2	0.9	0.3	0.6
Family Room	Basement	Utility Room	0.9	0.2	0.9	1.0	1.0	1.5	2.3	0.6
Dining Room	Family Room	Basement	0.8	1.0	0.8	1.7	0.7	1.1	0.4	1.0
Living Room	Extra Bathroom	---	0.8	0.7	0.9	0.1	0.7	1.0	0.2	0.8
Dining Room	Extra Bathroom	---	0.8	2.3	0.6	0.5	0.1	3.4	0.3	0.8
Living Room	Family Room	---	0.7	0.1	0.9	0.3	---	0.6	0.8	1.0
Dining Room	---	---	0.7	0.5	0.8	1.7	1.1	0.2	0.2	0.5
Family Room	Basement	---	0.7	1.1	0.8	0.4	0.1	0.7	0.8	0.7
Dining Room	Family Room	---	0.7	1.8	0.5	0.8	1.3	0.8	0.1	0.3
Basement	---	---	0.6	1.0	0.5	1.1	0.5	0.6	0.2	0.7
Dining Room	Basement	Extra Bathroom	0.6	0.9	0.7	0.1	0.1	0.2	0.1	0.5
Dining Room	Utility Room	---	0.5	0.1	0.6	0.1	0.2	0.8	0.9	0.3
Basement	Utility Room	---	0.5	0.3	0.6	---	0.5	0.2	---	0.5
Basement	Extra Bathroom	Utility Room	0.4	0.3	0.2	0.3	0.5	1.5	0.7	0.9
Dining Room	Basement	Utility Room	0.3	---	0.4	1.0	0.1	0.1	0.2	0.1
Dining Room	Extra Bathroom	Utility Room	0.3	0.1	0.3	0.6	0.1	0.4	0.8	0.2
Basement	Extra Bathroom	---	0.3	0.3	0.2	0.2	0.5	0.2	0.1	0.5
Dining Room	Basement	---	0.1	0.1	0.1	---	0.2	0.3	---	0.1
No Response <sup>a</sup>	---	---	17.3	19.6	16.6	10.6	24.6	19.1	23.7	13.4
Total	---	---	100.1	100.0	100.0	100.0	100.1	100.0	100.0	100.1

<sup>a</sup>No Response also includes "don't know" responses.

Source: SEWRPC.