

GENEVA LAKE AREA PROPERTY OWNER SURVEY

Your help in completing this survey will provide information that can help YOU AND YOUR NEIGHBORS better protect the Geneva Lake area for this and future generations. The survey will take a few minutes of your time. However, in return you can expect your response will have an impact, and you will have the satisfaction of having contributed to a stewardship effort for the region. TO PROVIDE MAXIMUM INFORMATION ON HOW TO SAFEGUARD THE CHARACTER OF THE GENEVA LAKE AREA, IT IS IMPORTANT THAT AS MANY PROPERTY OWNERS AS POSSIBLE COMPLETE THE QUESTIONNAIRE.

- 1) Do you own property that abuts the shoreline of Geneva Lake? Yes No
- 1b) If “no” to Question 1): Do you own property that has lake access to Geneva Lake due to its property rights? Yes No
- 2) Do you regularly use a boat or watercraft on Geneva Lake? Yes No
- 3) Are you a member of a subdivision association? Yes No
If so, which one? _____ (please list)
- 4) Do you know what a watershed is? Yes No
- 5) Are you familiar with the Geneva Lake watershed? Yes No
- 6) Approximately how many days out of the year is your Geneva Lake area property utilized during different seasons, on average? (Please fill in blanks with best estimates.)
- | | <u>Used by you or your immediate family:</u> | <u>Used by other parties:</u> |
|---------------------------|--|-------------------------------|
| Days in Summer (June-Aug) | _____ | _____ |
| Days in Fall (Sept-Nov) | _____ | _____ |
| Days in Winter (Dec-Feb) | _____ | _____ |
| Days in Spring (Mar-May) | _____ | _____ |
- 7) If you are NOT a full-time resident, do you intend to become a full-time resident at Geneva Lake at some future point? (Leave blank if already a full-time resident.) Yes No
If “yes,” when? in < 1 yr in 1- 5 yrs in 6-10 yrs over 10 yrs from now
- 8) In what year did you buy your current property in the Geneva Lake region? _____ (Indicate year)
- 9) Has the increased value of your property
- Not exceeded expectations
 - Met expectations
 - Exceeded expectations
- 10) When thinking about the factors that originally drew you to the lake/area, have any of these characteristics about the lake/area noticeably changed since you first bought your property? Yes No
If so, what significant changes have you noticed in the Geneva Lake area? _____
- 11) Do you like the Geneva Lake area as much as, the same, or less than, when you first bought property here? (Please ✓ your response).
- I like it less now than before
 - I like it more now than before
 - I like it about the same now as when I first bought property here
- 12) Do either you or your family members visiting your Geneva Lake area property typically come to the area for (Please ✓ all that apply):
- Fishing (besides ice fishing), typically about _____ (fill in) days per year
 - Ice fishing, typically about _____ days per year
 - Power boating, typically about _____ days per year
 - Sailboating, typically about _____ days per year
 - Ice boating, typically about _____ days per year
 - Snowmobiling, typically about _____ days per year
 - Golf, typically about _____ days per year
 - Relaxing/entertaining, typically about _____ days per year
 - Swimming or wading, typically about _____ days per year
 - Enjoying the view, typically about _____ days per year
 - Other (please specify: _____)

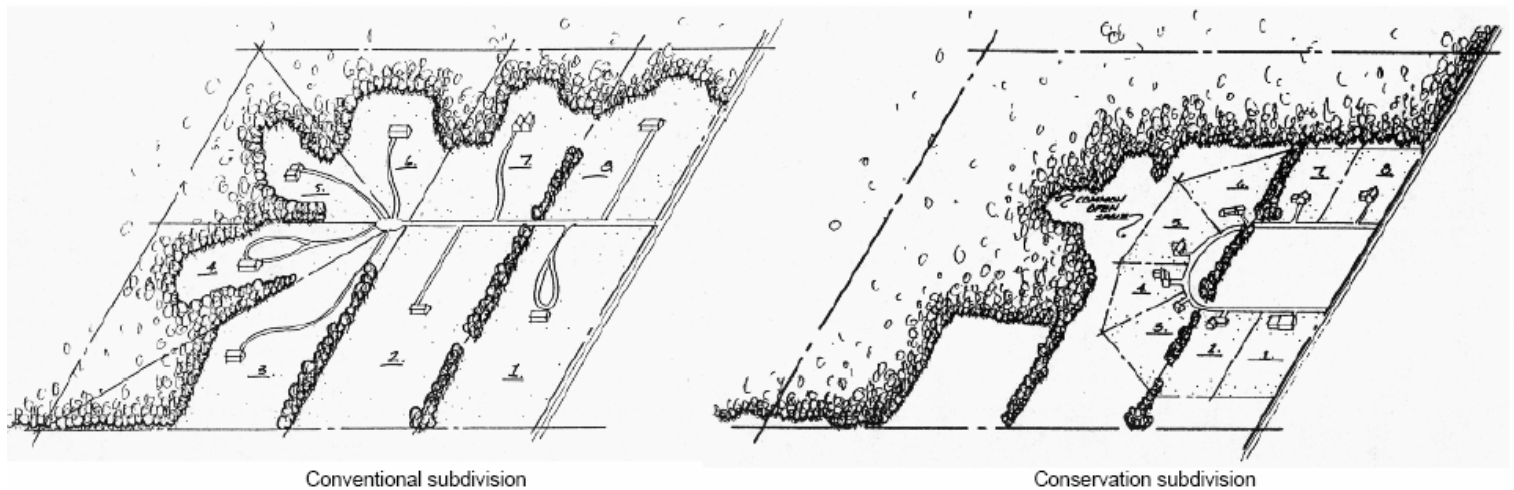
DEVELOPMENT, PRESERVATION AND WATER QUALITY ISSUES

13) Please express your agreement or disagreement with the following statements:

| | No Opinion | Strongly Disagree | Disagree Somewhat | Neutral | Agree Somewhat | Strongly Agree |
|--|------------|-------------------|-------------------|---------|----------------|----------------|
| a) Expanded large subdivision residential development in <i>Southern Walworth County</i> is needed and should be encouraged | 0 | 1 | 2 | 3 | 4 | 5 |
| b) Expanded large subdivision residential development in the <i>Geneva Lake area</i> is needed and should be encouraged | 0 | 1 | 2 | 3 | 4 | 5 |
| c) The Geneva Lake area is the “front door” to Wisconsin | 0 | 1 | 2 | 3 | 4 | 5 |
| d) The towns, cities and villages surrounding Geneva Lake work together to plan for future development of our watershed area | 0 | 1 | 2 | 3 | 4 | 5 |
| e) A common vision should be formed through inter-jurisdictional cooperation that has some influence on residential, commercial and industrial development, zoning and other decisions affecting the character of our region | 0 | 1 | 2 | 3 | 4 | 5 |
| f) A formal lake management district would serve the interests of the community with regard to the management of the Geneva Lake watershed | 0 | 1 | 2 | 3 | 4 | 5 |

14) A conservation development contains residential plots that are typically smaller than in other residential developments, but provides the development with common open space that is shared by subdivision members. With this brief description of conservation development, and after viewing the diagram below, please consider following statement:

| | No Opinion | Strongly Disagree | Disagree Somewhat | Neutral | Agree Somewhat | Strongly Agree |
|--|------------|-------------------|-------------------|---------|----------------|----------------|
| I prefer residential development that includes plans for conservation development over more traditional larger plot residential development. | 0 | 1 | 2 | 3 | 4 | 5 |



15) Please express your agreement or disagreement with the following statements:

| | No Opinion | Strongly Disagree | Disagree Somewhat | Neutral | Agree Somewhat | Strongly Agree |
|--|------------|-------------------|-------------------|---------|----------------|----------------|
| a) The natural wooded sightlines around much of Geneva Lake are being increasingly broken by construction of large and multiple homes | 0 | 1 | 2 | 3 | 4 | 5 |
| b) Historic estate properties, institutions and structures around the lakeshore should be preserved for future generations to appreciate | 0 | 1 | 2 | 3 | 4 | 5 |
| c) The Geneva Lake watershed should be protected even if that means limiting future development in the Geneva Lake region | 0 | 1 | 2 | 3 | 4 | 5 |
| d) The potential for a reduction in the water quality of Geneva Lake is a very serious concern | 0 | 1 | 2 | 3 | 4 | 5 |

| | | | | | | |
|---|---|---|---|---|---|---|
| e) A reduction in the water quality of Geneva Lake would have a significant impact on me | 0 | 1 | 2 | 3 | 4 | 5 |
| f) Changes in the quantity and quality of groundwater underlying the Geneva Lake watershed can affect me, my health and quality of life | 0 | 1 | 2 | 3 | 4 | 5 |

ECONOMIC AND HOUSING DEVELOPMENT

16) Please express your agreement or disagreement with the following statements about the region surrounding Geneva Lake:

| | No Opinion | Strongly Disagree | Disagree Somewhat | Neutral | Agree Somewhat | Strongly Agree |
|--|------------|-------------------|-------------------|---------|----------------|----------------|
| a) Single family availability is adequate | 0 | 1 | 2 | 3 | 4 | 5 |
| b) Condominium availability is adequate | 0 | 1 | 2 | 3 | 4 | 5 |
| c) The Geneva Lake area can sustain more housing | 0 | 1 | 2 | 3 | 4 | 5 |

17) The region surrounding Geneva Lake needs to attract (see list below) more...

| | No Opinion | Strongly Disagree | Disagree Somewhat | Neutral | Agree Somewhat | Strongly Agree |
|--|------------|-------------------|-------------------|---------|----------------|----------------|
| a) Grocery stores | 0 | 1 | 2 | 3 | 4 | 5 |
| b) Clothing stores/department store | 0 | 1 | 2 | 3 | 4 | 5 |
| c) Industrial development | 0 | 1 | 2 | 3 | 4 | 5 |
| d) Businesses geared toward local job creation | 0 | 1 | 2 | 3 | 4 | 5 |
| e) Full service restaurants | 0 | 1 | 2 | 3 | 4 | 5 |
| f) Fast food restaurants | 0 | 1 | 2 | 3 | 4 | 5 |

18) Consider the issue of Tax Increment Financing (TIF) when answering the following questions

| | No Opinion | Strongly Disagree | Disagree Somewhat | Neutral | Agree Somewhat | Strongly Agree |
|--|------------|-------------------|-------------------|---------|----------------|----------------|
| a) I feel I understand the basic nature of TIF | 0 | 1 | 2 | 3 | 4 | 5 |
| b) TIF is an important development tool | 0 | 1 | 2 | 3 | 4 | 5 |
| c) TIF should be used for industrial development | 0 | 1 | 2 | 3 | 4 | 5 |
| d) TIF should be used for commercial development | 0 | 1 | 2 | 3 | 4 | 5 |
| e) TIF should be used for residential development | 0 | 1 | 2 | 3 | 4 | 5 |
| f) I believe TIF is an effective strategy for economic development | 0 | 1 | 2 | 3 | 4 | 5 |

POSSIBLE FUTURE CHANGES IN THE GENEVA LAKE AREA

WE WOULD LIKE TO ASK YOU SPECIFIC QUESTIONS REGARDING HOW YOU THINK YOU MIGHT CHANGE YOUR ACTIVITIES OR LIFESTYLE (IF AT ALL) IF PARTICULAR CHANGES IN DEVELOPMENT WOULD OCCUR. THERE IS A CONCERN THAT THE LAKE AREA'S QUALITY COULD BE AFFECTED BY SOME TYPES OF DEVELOPMENT.

19) During the 1990's, the region surrounding Geneva Lake experienced an increase in population of over 15%. The region's population currently stands at about 20,000. Looking ahead, the Wisconsin Department of Administration projects that the population of this area will grow by 11% between 2000 and 2010 and an additional 12% between 2010 and 2020. However, based on current development projects under consideration, population growth could be twice as much, thereby resulting in roughly a 50% increase in population over the next 20 years. This development is expected to increase pressure on the environment (water table, lake water quality, lake usage, rain water run off, etc...) as well as regional infrastructure (road congestion, parks and public lake access, schools, etc...). On the other hand, such development may be accompanied by an inflow of income and thus business opportunity (increased retail and restaurant options, enhanced employment opportunities, etc...). Taking all of this into consideration, please answer the following question:

If population in the Geneva Lake area increased by 50% (fill in blank AND check the appropriate box as necessary):

I/my family would likely spend _____ (fill in number of days in blank) **more** / **fewer** days per year at our property in the Geneva Lake area, on average. (If NO LIKELY CHANGE in days per year, then simply fill in blank with "0".)

20) How likely would you be to sell your Geneva Lake area property if any of the following things were to happen? (Please circle the appropriate number in each row.)

| If the things below happened... | Then I would be... | | | | |
|--|------------------------|----------------------------|---------|--------------------------|----------------------|
| | Very unlikely to leave | Somewhat unlikely to leave | Neutral | Somewhat likely to leave | Very likely to leave |
| a) If population in the Geneva Lake area grew by 25% | 1 | 2 | 3 | 4 | 5 |

| | | | | | |
|--|---|---|---|---|---|
| (from 20,000 to 25,000) | | | | | |
| b) If population in the Geneva Lake area grew by 50% (from 20,000 to 30,000) | 1 | 2 | 3 | 4 | 5 |
| c) If population in the Geneva Lake area grew by 100% (from 20,000 to 40,000) | 1 | 2 | 3 | 4 | 5 |

21) Please indicate the extent of your agreement with each statement in the table below. (Circle the appropriate number in each row.)

| | No Opinion | Strongly Disagree | Disagree Somewhat | Neutral | Agree Somewhat | Strongly Agree |
|---|---------------|----------------------|----------------------|---------|-------------------|-------------------|
| a) I am concerned with excessive population growth in the region | 0 | 1 | 2 | 3 | 4 | 5 |
| b) State and local governments should encourage regional <i>population</i> growth | 0 | 1 | 2 | 3 | 4 | 5 |
| c) State and local governments should encourage regional <i>economic</i> growth | 0 | 1 | 2 | 3 | 4 | 5 |

22) Are you aware of any organizations that attempt to conserve land or water resources in the Geneva Lake area?
 Yes No If so, which one(s)? _____ (please list)

ABOUT YOUR SPENDING: THE COLLECTION OF INFORMATION REGARDING HOW MUCH MONEY RESIDENTS SPEND IN THE GENEVA LAKE AREA IS KEY FOR INVESTIGATING THE IMPORTANCE OF THE LAKE TO THE AREA'S ECONOMY. PLEASE ANSWER THE FOLLOWING QUESTIONS AS BEST YOU CAN.

23) Please fill in the amount your household spends in the Geneva Lake area (Linn, Fontana, Lake Geneva or Williams Bay as opposed to other towns or cities in the region) on the items listed below over the course of the average year.

Expenditure Category

- a) Construction/remodeling of your Geneva Lake area home
- b) Bait and Tackle
- c) Launch Fees
- d) Dining out
- e) Entertainment such as movies, clubs, lounges, sports activities, etc.
- f) Groceries and liquor
- g) Gas/oil for vehicles/boats
- h) Shopping – general (clothing, personal or household items)
- i) Shopping – tourist (gifts, souvenirs, antiques, arts and crafts)
- j) Licenses/registration/permits (fishing, boat, automobiles)
- k) All other

Expenses in Geneva Lake area

- \$ _____
- \$ _____
- \$ _____
- \$ _____
- \$ _____
- \$ _____
- \$ _____
- \$ _____
- \$ _____
- \$ _____
- \$ _____

24) What is your household's total annual income from all sources?
 Below \$34,999 \$75,000 - \$99,999 \$200,000 - \$299,999
 \$35,000 - \$49,999 \$100,000 - \$149,999 \$300,000 - \$499,999
 \$50,000 - \$74,999 \$150,000 - \$199,999 Over \$500,000

25) What is the highest level of education you have completed? (Check one) High School Bachelor's Degree
 Masters Ph.D/M.D./J.D.

26) What is your age in years? _____ years

27) Including yourself, what is your household size? _____ people

28) How long have you lived in the Geneva Lake area? _____ years

29) Is your Geneva Lake area property your primary residence? Yes No

30) Do you rent this property out? Yes No

31) What are your sources of information regarding issues and events relevant to Geneva Lake? (Please check all that apply):
 I get information about the lake from the local newspapers
 The Beacon Lake Geneva Regional News Milwaukee Journal Sentinel
 Other (specify: _____)

32) What things do you like the most about being in the Geneva Lake area? _____

33) What things do you dislike the most about being in the Geneva Lake area and what could be done to make them better? _____

Thank you for your cooperation!

I understand that when I return the completed survey in the enclosed envelope I am providing voluntary consent to participate in this research. Every effort will be made to safeguard your identity and any information you provide from unauthorized access.

University of Wisconsin-Whitewater
Fiscal and Economic Research Center
800 West Main Street, C4003
Whitewater, WI 53190

For any questions regarding the study:
Russell Kashian, PhD (262-472-1361)

If you have any questions regarding your
role in the research, please contact:
Denise Ehlen (262-472-4212)