

THREE LAKES COMMUNITY SURVEY SUMMARY REPORT

September 23, 2020

Community Vitality and Placemaking Team

Division of Extension

University of Wisconsin-Madison

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Method & Respondent Demographics

This online survey was hosted by the University of Wisconsin-Madison Division of Extension Center for Community and Economic Development. Year round and seasonal residents, inbound commuters and regular visitors to the Town of Three Lakes were invited to complete the survey. The survey was promoted on the *Forward* Three Lakes website and Facebook page, and several email lists including the Three Lakes Area Chamber of Commerce and the 1,200 member Three Lakes Waterfront Association. The survey was open from August 15th through September 2nd. It was viewed by 677 people with 638 completed responses.

The survey was conducted as part of the UW Division of Extension Community Vitality and Placemaking signature effort program Design Wisconsin. At the request of a community Design Wisconsin brings volunteer architects, landscape architects and planners plus University of Wisconsin Division of Extension staff to the community to focus attention on community development possibilities and provide design illustration of possible outcomes.

Quantitative questions addressed the experience of Three Lakes. Those data are included in this report. Four short-answer open-ended questions addressed preferences for community development in Three Lakes. Detailed analysis of responses to the short-answer questions is not included in this report. The analysis identified the five topics for online discussions by full-time and seasonal residents with Design Wisconsin facilitators. The topics are:

- Downtown Development
- Housing
- Natural Environment
- Leadership and Community Moving Forward
- Growth and Development

Survey data and discussion results will guide the Design Wisconsin Team and community leadership as they articulate the community's shared vision and formulate strategies and plans for improvements.

Table 1 reports respondent demographics. Nearly all respondents were homeowners (97%), and a majority were between the ages of 55 and 74 (62%).

Table 1: Respondent demographics by resident status in relation to Three Lakes

	Year- round resident	Seasonal resident	Commuter	Visitor
Gender				
Female	53%	50%	79%	63%
Male	42%	49%	21%	38%
Other / no answer	5%	2%	0%	0%
Age				
Under 18	NA	NA	NA	NA
18 - 24	2%	0%	0%	0%
35 - 44	9%	8%	18%	14%
45 - 54	15%	17%	27%	21%
55 - 64	30%	31%	36%	29%
65 - 74	33%	31%	9%	36%
75 - 84	10%	11%	9%	0%
85 or Older	2%	1%	0%	0%
Ethnicity*				
White	93%	97%	100%	94%
Black or African American	1%	0%	0%	0%
American Indian or Alaska Native	2%	0%	0%	0%
Asian	1%	1%	0%	0%
Native Hawaiian or Pacific Islander	0%	0%	0%	0%
Hispanic/Latino	1%	1%	0%	0%
Other	2%	1%	0%	6%
Employment status				
Employed full time	40%	39%	64%	53%
Employed part time	9%	8%	21%	27%
Unemployed looking for work	1%	1%	0%	0%
Unemployed not looking for work	2%	2%	0%	0%
Retired	47%	49%	14%	20%
Student	0%	1%	0%	0%
Children in household				
Yes	20%	18%	46%	13%
No	80%	82%	54%	87%
Housing tenure				
Home owner	95%	98%	93%	100%
Renter	2%	1%	0%	0%
Other	2%	1%	7%	0%
Total number of respondents	283	317	14	16

*Respondents asked to check all that apply

What Draws People to Three Lakes

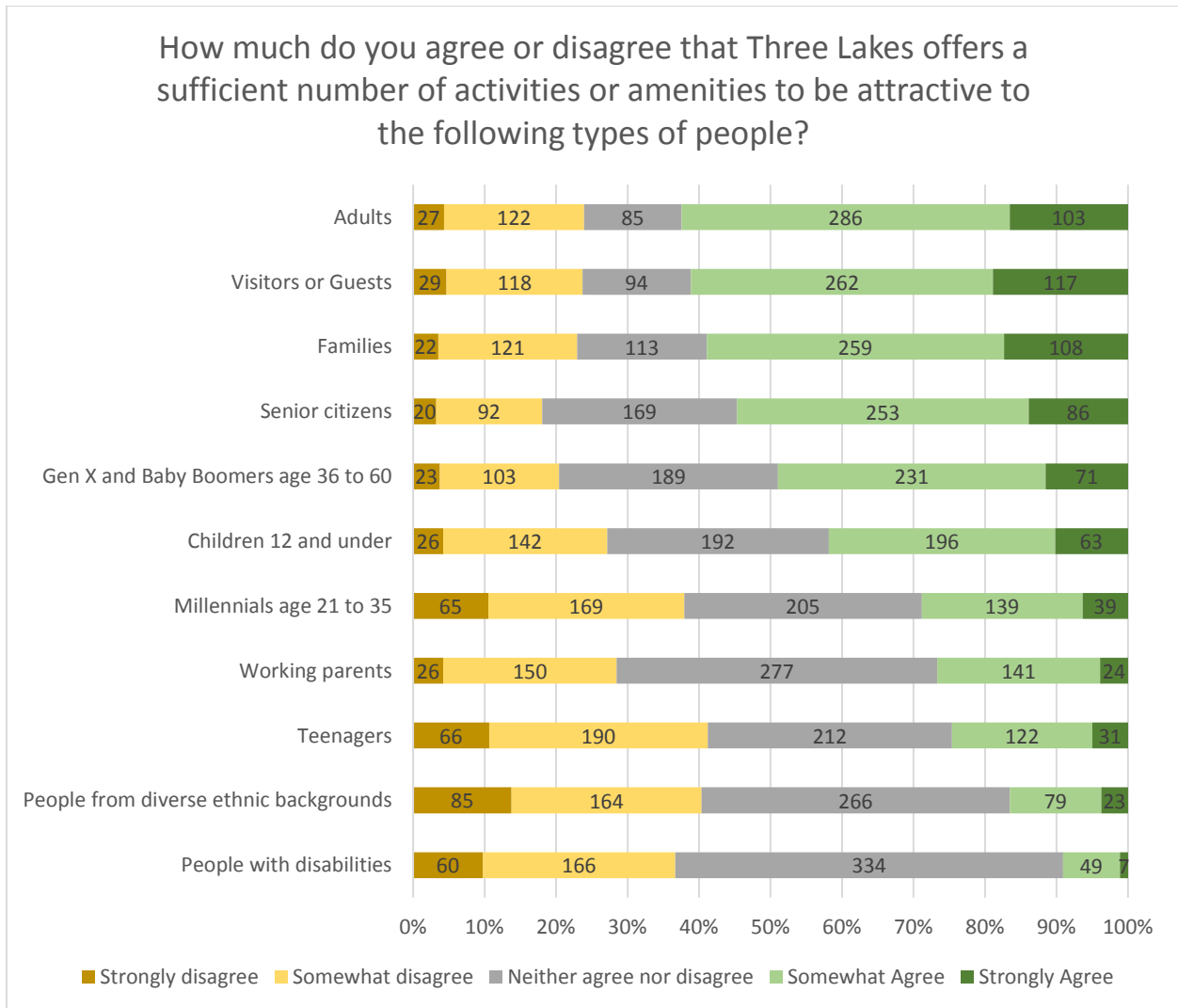


Table 2: When deciding to live here, how important were the following?

	Year-round resident				
	Not at all important	Slightly important	Moderately important	Very important	Extremely important
<i>Size of dwelling</i>	18%	20%	35%	24%	3%
<i>Age of dwelling</i>	19%	23%	35%	18%	5%
<i>Quality of local schools</i>	19%	10%	16%	33%	23%
<i>Family nearby</i>	35%	19%	20%	18%	9%
<i>Friends nearby</i>	31%	23%	20%	20%	5%
<i>Recreation nearby</i>	2%	7%	19%	44%	28%
<i>Shopping nearby</i>	9%	26%	35%	21%	8%
<i>Price of house or monthly rent</i>	8%	13%	32%	37%	9%
<i>Amount of annual property tax</i>	6%	14%	36%	33%	10%
<i>Large lot or yard</i>	4%	12%	32%	37%	15%
<i>Restaurants nearby</i>	5%	21%	34%	27%	13%
<i>Distance to work</i>	40%	13%	27%	17%	3%

Table 3: When deciding to live here, how important were the following?

	Seasonal resident				
	Not at all important	Slightly important	Moderately important	Very important	Extremely important
<i>Size of dwelling</i>	16%	20%	42%	20%	1%
<i>Age of dwelling</i>	25%	21%	40%	12%	1%
<i>Quality of local schools</i>	40%	15%	24%	15%	6%
<i>Family nearby</i>	46%	18%	17%	13%	7%
<i>Friends nearby</i>	32%	18%	26%	19%	6%
<i>Recreation nearby</i>	1%	5%	17%	39%	37%
<i>Shopping nearby</i>	4%	18%	43%	29%	7%
<i>Price of house or monthly rent</i>	9%	11%	35%	35%	9%
<i>Amount of annual property tax</i>	4%	10%	29%	39%	18%
<i>Large lot or yard</i>	6%	9%	40%	34%	11%
<i>Restaurants nearby</i>	3%	12%	34%	37%	14%
<i>Distance to work</i>	74%	9%	12%	4%	1%

Observations:

- More than half (56%) of year-round residents indicated that quality of local schools was very important or extremely important (compared to 21% among seasonal residents).
- More than half (57%) of seasonal residents indicated that “Amount of annual property tax” was very important or extremely important (compared to 44% of year-round residents).

Social, Recreational & Cultural Participation

Table 4: Thinking of a typical year, how often do you do the following?

Both Year Round and Seasonal Residents					
	Never	Not very often	Several times a year	Several times a month	At least weekly
<i>Spend social time with neighbors</i>	6%	23%	33%	18%	19%
<i>Spend social time with friends</i>	1%	9%	30%	31%	30%
<i>Spend social time with family</i>	1%	7%	37%	29%	26%
<i>Spend a "night on the town" with friends, a partner or spouse</i>	7%	24%	29%	25%	14%

Observations:

- More than half the respondents generally report that they “spend social time with friends” and “spend social time with family” as often as several times a month or at least weekly.
- On the other hand, roughly 3 in 10 report that they rarely (never, or not very often) spend social time with neighbors” or spend a "night on the town" with friends, a partner or spouse.

Table 5: Thinking of a typical year, how often do you do the following activities in Three Lakes?

Both Year Round and Seasonal Residents					
	Never	Not very often	Several times a year	Several times a month	At least weekly
<i>Attend a play, concert, entertainment, or arts event</i>	14%	40%	37%	6%	1%
<i>Go to a local park</i>	12%	41%	31%	10%	6%
<i>Go to a state park, county park or other natural area</i>	9%	33%	37%	16%	5%
<i>Hike, bike, walk or ski on a trail</i>	11%	23%	30%	18%	18%
<i>Snowmobile or ATV on a trail</i>	46%	16%	15%	14%	9%
<i>Spend time on the water</i>	2%	4%	14%	28%	53%
<i>Play sports</i>	29%	33%	16%	11%	10%
<i>Spend time in downtown Three Lakes</i>	2%	20%	29%	27%	22%
<i>Eat at a restaurant</i>	2%	13%	28%	35%	21%
<i>Attend a festival or outdoor event</i>	5%	31%	48%	13%	3%
<i>Attend an event or movie at the Center for Arts</i>	21%	36%	33%	7%	3%

Observations:

- The survey also asked a similar set of questions about how often people do such activities somewhere other than in Three Lakes. Perhaps the most noteworthy difference was that respondents spend less time on the water somewhere other than three lakes.

Table 6: How often would you, or someone in your household, use the following if it was in Three Lakes?

Both Year Round and Seasonal Residents					
	Never	Not very often	Several times a year	Several times a month	At least weekly
Historical tours and talks	12%	46%	39%	3%	0%
A playground	30%	39%	20%	6%	5%
Shops & retail	0%	7%	35%	34%	23%
Additional restaurants	0%	6%	33%	39%	21%
A music venue	7%	30%	41%	17%	4%
A dog park	56%	21%	10%	7%	6%
A hotel	37%	31%	25%	3%	4%
Teen Center	72%	19%	5%	3%	1%
Bike trails	16%	19%	30%	20%	14%
Walking/running trails	14%	18%	32%	21%	16%
Daycare center	84%	11%	1%	2%	3%
Adult daycare/respite center	78%	15%	3%	3%	1%
Indoor pool/aquatic center	36%	20%	17%	14%	13%

Indoor pool/aquatic center

- Overall, more than half of the respondents report that they would use “Shops & retail” and “Additional restaurants” several times a month or at least weekly (57% and 61%); and about a third report that they would use “Bike trails”, and “Walking/running trails” (34% and 36%).
- Approximately 38% of year-round residents generally report that they would use an “Indoor pool/aquatic center” several times a month or at least weekly (compared to 17% of seasonal residents).

Table 7: How much do you agree or disagree that people in this community:

Both Year Round and Seasonal Residents					
	Strongly disagree	Somewhat disagree	Neither agree nor disagree	Somewhat Agree	Strongly Agree
<i>Are friendly</i>	1%	0%	9%	35%	55%
<i>Are trustworthy</i>	1%	0%	13%	38%	48%
<i>Watch out for one another</i>	1%	0%	13%	36%	51%
<i>Have a difficult time talking about community problems</i>	5%	0%	56%	28%	11%
<i>Welcome new residents</i>	3%	0%	32%	48%	16%
<i>Work together to solve our problems</i>	5%	0%	46%	39%	11%
<i>Have a wide variety of viewpoints</i>	2%	0%	28%	43%	28%
<i>Share my values</i>	3%	0%	38%	50%	9%
<i>Are wary of outsiders</i>	3%	0%	43%	41%	13%

Satisfaction with Downtown

Table 8: How satisfied are you with Three Lakes downtown?

Both Year Round and Seasonal Residents		
	<i>0 = not at all satisfied, 5 = very satisfied</i>	
	Year-round resident	Seasonal resident
<i>Attractiveness</i>	2.7	3.0
<i>Pedestrian Friendliness</i>	3.8	4.0
<i>Safety</i>	4.1	4.4
<i>Variety of Shopping</i>	2.2	2.4
<i>Variety of Recreation</i>	3.0	3.1
<i>Area Upkeep and Investment</i>	2.9	3.0
<i>Bike Friendliness</i>	3.4	3.4