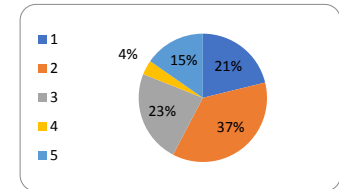


City of Fitchburg Comprehensive Plan Update  
 Keypad Presentation Responses by Zone  
 Results By Question  
 Created on: 10/31/2019

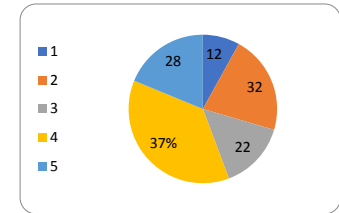
1) TEST: What is your favorite color? (¿Cuál es tu color favorito?)

Answer Options	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		All Zones	
	(Percent)	(Count)	(Percent)	(Count)	(Percent)	(Count)	(Percent)	(Count)	(Percent)	(Count)	(Percent)	(Count)
1) Red (Rojo)	22%	4	8%	3	38%	9	25%	6	22%	7	21%	29
2) Blue (Azul)	33%	6	41%	16	25%	6	38%	9	41%	13	36%	50
3) Green (Verde)	22%	4	31%	12	13%	3	17%	4	28%	9	23%	32
4) Yellow (Amarillo)	0%	0	8%	3	8%	2	0%	0	0%	0	4%	5
5) Other (Otro)	22%	4	13%	5	17%	4	21%	5	9%	3	15%	21
<b>Totals</b>	<b>100%</b>	<b>18</b>	<b>100%</b>	<b>39</b>	<b>100%</b>	<b>24</b>	<b>100%</b>	<b>24</b>	<b>100%</b>	<b>32</b>	<b>100%</b>	<b>137</b>



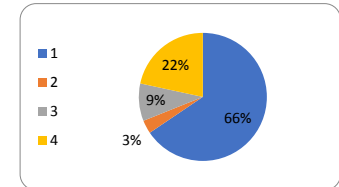
2) How long have you lived in Fitchburg? (¿Cuánto tiempo has vivido en Fitchburg?)

Answer Options	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		All Zones	
	(Percent)	(Count)	(Percent)	(Count)	(Percent)	(Count)	(Percent)	(Count)	(Percent)	(Count)	(Percent)	(Count)
1) Less than 1 year (Menos de un año)	17%	4	10%	4	4%	1	8%	2	3%	1	8%	12
2) 1-5 years/ años	17%	4	27%	11	38%	9	12%	3	14%	5	21%	32
3) 6-10 years/ años	13%	3	12%	5	25%	6	19%	5	9%	3	15%	22
4) 10-35 years/ años	48%	11	32%	13	29%	7	42%	11	37%	13	37%	55
5) Since before Fitchburg incorporated (Antes de que Fitchburg fuera incorporado)	4%	1	20%	8	4%	1	19%	5	37%	13	19%	28
<b>Totals</b>	<b>100%</b>	<b>23</b>	<b>100%</b>	<b>41</b>	<b>100%</b>	<b>24</b>	<b>100%</b>	<b>26</b>	<b>100%</b>	<b>35</b>	<b>100%</b>	<b>149</b>



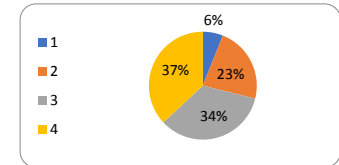
3) How is your housing situation best described? (¿Cómo mejor describes tu situación de vivienda?)

Answer Options	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		All Zones	
	(Percent)	(Count)	(Percent)	(Count)	(Percent)	(Count)	(Percent)	(Count)	(Percent)	(Count)	(Percent)	(Count)
1) I own a single-family house (soy dueño(a) de una casa)	57%	13	68%	28	4%	1	85%	22	94%	33	66%	97
2) I rent a single-family house (alquilo una casa)	0%	0	2%	1	13%	3	0%	0	3%	1	3%	5
3) I own a condo (soy dueño(a) de un condominio)	0%	0	22%	9	9%	2	8%	2	3%	1	9%	14
4) I rent an apartment or condo (alquilo un apartamento o condominio)	43%	10	7%	3	74%	17	8%	2	0%	0	22%	32
<b>Totals</b>	<b>100%</b>	<b>23</b>	<b>100%</b>	<b>41</b>	<b>100%</b>	<b>23</b>	<b>100%</b>	<b>26</b>	<b>100%</b>	<b>35</b>	<b>100%</b>	<b>148</b>



4) How old are you? (¿Que edad tienes?)

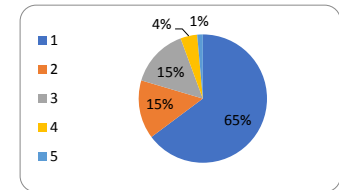
Answer Options	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		All Zones	
	(Percent)	(Count)	(Percent)	(Count)	(Percent)	(Count)	(Percent)	(Count)	(Percent)	(Count)	(Percent)	(Count)
1) Under 30 (menos de 30)	22%	5	0%	0	12%	3	4%	1	0%	0	6%	9
2) 31-45	30%	7	15%	6	60%	15	15%	4	6%	2	23%	34
3) 46-65	26%	6	33%	13	20%	5	38%	10	49%	17	34%	51
4) 66 or older (años o más)	22%	5	53%	21	8%	2	42%	11	46%	16	37%	55
<b>Totals</b>	<b>100%</b>	<b>23</b>	<b>100%</b>	<b>40</b>	<b>100%</b>	<b>25</b>	<b>100%</b>	<b>26</b>	<b>100%</b>	<b>35</b>	<b>100%</b>	<b>149</b>



5) How many children live in your household? (¿Cuántos niños viven en tu hogar?)

Answer Options	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		All Zones	
	(Percent)	(Count)	(Percent)	(Count)	(Percent)	(Count)	(Percent)	(Count)	(Percent)	(Count)	(Percent)	(Count)
1) 0	61%	14	80%	33	0%*	0	73%	19	79%	26	65%	92
2) 1	4%	1	15%	6	42%	8	4%	1	15%	5	15%	21
3) 2	17%	4	5%	2	42%	8	19%	5	6%	2	15%	21
4) 3	9%	2	0%	0	16%	3	4%	1	0%	0	4%	6
5) 4 or more (o mas)	9%	2	0%	0	0%	0	0%	0	0%	0	1%	2
<b>Totals</b>	<b>100%</b>	<b>23</b>	<b>100%</b>	<b>41</b>	<b>100%</b>	<b>19</b>	<b>100%</b>	<b>26</b>	<b>100%</b>	<b>33</b>	<b>100%</b>	<b>142</b>

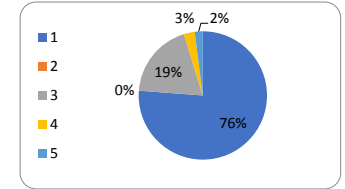
Comments: Participants in Zone 3 were not able to select zero children in their home. This was adjusted for subsequent meetings.



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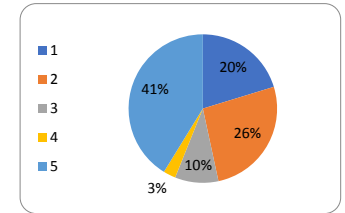
6) What is your race/ethnicity? (¿Cuál es tu raza/etnia?)

Answer Options	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		All Zones	
	(Percent)	(Count)	(Percent)	(Count)	(Percent)	(Count)	(Percent)	(Count)	(Percent)	(Count)	(Percent)	(Count)
1) White (Blanco)	65%	15	90%	37	21%	5	84%	21	100%	34	76%	112
2) African-American (Afroamericano)	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0
3) Hispanic or Latinx (Hispano o Latinx)	35%	8	5%	2	71%	17	4%	1	0%	0	19%	28
4) Asian (Asiático)	0%	0	2%	1	0%	0	12%	3	0%	0	3%	4
5) Two or more races/other (de dos o más razas/otro)	0%	0	2%	1	8%	2	0%	0	0%	0	2%	3
<b>Totals</b>	<b>100%</b>	<b>23</b>	<b>100%</b>	<b>41</b>	<b>100%</b>	<b>24</b>	<b>100%</b>	<b>25</b>	<b>100%</b>	<b>34</b>	<b>100%</b>	<b>147</b>



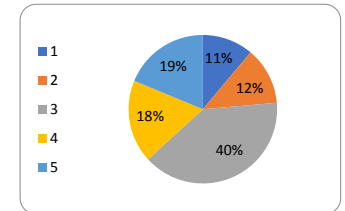
7) Where do you work? (¿Dónde trabajas?)

Answer Options	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		All Zones	
	(Percent)	(Count)	(Percent)	(Count)	(Percent)	(Count)	(Percent)	(Count)	(Percent)	(Count)	(Percent)	(Count)
1) In/En Fitchburg	35%	8	12%	5	28%	7	23%	6	12%	4	20%	30
2) In/En Madison	26%	6	22%	9	44%	11	19%	5	24%	8	26%	39
3) Elsewhere in Dane County (En otro lugar en el condado de Dane)	9%	2	10%	4	12%	3	8%	2	9%	3	9%	14
4) Outside of Dane County (Fuera de el condado de Dane)	4%	1	2%	1	0%	0	4%	1	3%	1	3%	4
5) Retired/not working (jubilado/no trabajando)	26%	6	54%	22	16%	4	46%	12	52%	17	41%	61
<b>Totals</b>	<b>100%</b>	<b>23</b>	<b>100%</b>	<b>41</b>	<b>100%</b>	<b>25</b>	<b>100%</b>	<b>26</b>	<b>100%</b>	<b>33</b>	<b>100%</b>	<b>148</b>



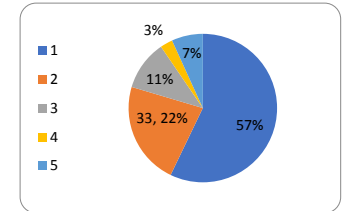
8) What is the most important factor in where you choose to live? (¿Cuál es el factor más importante en el lugar donde eliges vivir?)

Answer Options	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		All Zones	
	(Percent)	(Count)	(Percent)	(Count)	(Percent)	(Count)	(Percent)	(Count)	(Percent)	(Count)	(Percent)	(Count)
1) Access to work (acceso al trabajo)	13%	3	10%	4	11%	3	15%	4	7%	2	11%	16
2) Access to shopping and services (acceso a compras o servicios)	9%	2	12%	5	11%	3	12%	3	19%	5	13%	18
3) Neighbors/neighborhood (vecinos / vecindades)	52%	12	56%	23	26%	7	31%	8	26%	7	40%	57
4) Quality of schools (la calidad de escuelas)	26%	6	7%	3	33%	9	19%	5	11%	3	18%	26
5) Other (Otro)	0%	0	15%	6	19%	5	23%	6	37%	10	19%	27
<b>Totals</b>	<b>100%</b>	<b>23</b>	<b>100%</b>	<b>41</b>	<b>100%</b>	<b>27</b>	<b>100%</b>	<b>26</b>	<b>100%</b>	<b>27</b>	<b>100%</b>	<b>144</b>



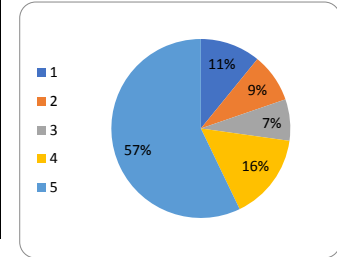
9) Where do you think you will be living in five years? (¿Dónde crees que vivirás dentro de cinco años?)

Answer Options	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		All Zones	
	(Percent)	(Count)	(Percent)	(Count)	(Percent)	(Count)	(Percent)	(Count)	(Percent)	(Count)	(Percent)	(Count)
1) In the same house (en las misma casa)	48%	11	73%	30	22%	6	57%	13	73%	24	57%	84
2) Elsewhere in Fitchburg (en otro lugar en Fitchburg)	26%	6	15%	6	59%	16	13%	3	6%	2	22%	33
3) Elsewhere in Dane County (en otro lugar en el condado de Dane)	13%	3	7%	3	7%	2	22%	5	9%	3	11%	16
4) Elsewhere in Wisconsin (en otro lugar en Wisconsin)	4%	1	5%	2	0%	0	4%	1	0%	0	3%	4
5) Outside of Wisconsin (fuera de Wisconsin)	9%	2	0%	0	11%	3	4%	1	12%	4	7%	10
<b>Totals</b>	<b>100%</b>	<b>23</b>	<b>100%</b>	<b>41</b>	<b>100%</b>	<b>27</b>	<b>100%</b>	<b>23</b>	<b>100%</b>	<b>33</b>	<b>100%</b>	<b>147</b>



10) If you are planning to move, Why? (Si planeas mudarte, ¿por qué?)

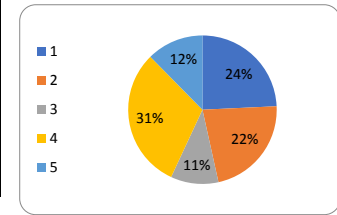
Answer Options	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		All Zones	
	(Percent)	(Count)	(Percent)	(Count)	(Percent)	(Count)	(Percent)	(Count)	(Percent)	(Count)	(Percent)	(Count)
1) Changing family size (cambiando en el tamaño de la familia)	23%	5	2%	1	35%	9	4%	1	0%	0	11%	16
2) Changing employment/retirement (cambio de empleo/jubilación)	0%	0	2%	1	15%	4	8%	2	18%	6	9%	13
3) Changing finances (cambio de finanzas)	9%	2	10%	4	8%	2	4%	1	6%	2	7%	11
4) Prefer different location (prefiero una ubicación diferente)	14%	3	12%	5	19%	5	29%	7	9%	3	16%	23
5) Not planning to move (no planeas mudarte)	55%	12	73%	30	23%	6	54%	13	68%	23	57%	84
<b>Totals</b>	<b>100%</b>	<b>22</b>	<b>100%</b>	<b>41</b>	<b>100%</b>	<b>26</b>	<b>100%</b>	<b>24</b>	<b>100%</b>	<b>34</b>	<b>100%</b>	<b>147</b>



11) Things you mostly do in Fitchburg? (¿Qué cosas haces principalmente en Fitchburg?)

Answer Options	Zone 1		Zone 2*		Zone 3		Zone 4		Zone 5		All Zones	
	(Percent)	(Count)	(Percent)	(Count)	(Percent)	(Count)	(Percent)	(Count)	(Percent)	(Count)	(Percent)	(Count)
1) Shopping (ir de compras)	39%	9	20%	19	25%	6	46%	11	11%	4	24%	49
2) Dining (cenar)	30%	7	21%	20	17%	4	25%	6	23%	8	22%	45
3) Entertainment (entretenimiento)	4%	1	15%	14	21%	5	0%	0	3%	1	10%	21
4) Recreation (recreación)	26%	6	30%	29	29%	7	21%	5	43%	15	31%	62
5) Personal services (hair, nails, health) (Servicios personales como hacerse las unas, pelo o salud)	0%	0	15%	14	8%	2	8%	2	20%	7	12%	25
<b>Totals</b>	<b>100%</b>	<b>23</b>	<b>100%</b>	<b>96</b>	<b>100%</b>	<b>24</b>	<b>100%</b>	<b>24</b>	<b>100%</b>	<b>35</b>	<b>100%</b>	<b>202</b>

**Comments:**  
 Participants in Zone 2 were allowed to select all that apply.



12) Which methods of travel have you used in the last week? (¿Qué métodos de viaje has usado en la última semana?)\nSelect all that apply (seleccione todas las que correspondan)

Answer Options	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		All Zones	
	(Percent)	(Count)	(Percent)	(Count)	(Percent)	(Count)	(Percent)	(Count)	(Percent)	(Count)	(Percent)	(Count)
1) Bus (autobús)	3%	1	4%	3	12%	7	2%	1	2%	1	5%	13
2) Car (carro)	77%	23	51%	41	42%	24	54%	26	63%	34	55%	148
3) Ridesharing (Uber/Lyft)	3%	1	3%	2	9%	5	2%	1	4%	2	4%	11
4) Bicycling (andar en bicicleta)	3%	1	16%	13	11%	6	15%	7	9%	5	12%	32
5) Walking (caminando)	13%	4	26%	21	26%	15	27%	13	22%	12	24%	65
<b>Totals</b>	<b>100%</b>	<b>30</b>	<b>100%</b>	<b>80</b>	<b>100%</b>	<b>57</b>	<b>100%</b>	<b>48</b>	<b>100%</b>	<b>54</b>	<b>100%</b>	<b>269</b>

