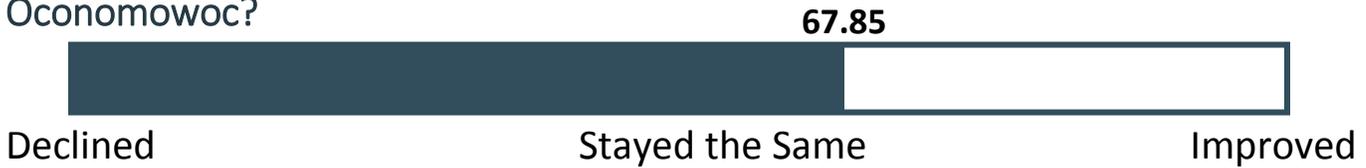


Oconomowoc Student Survey Response Summary

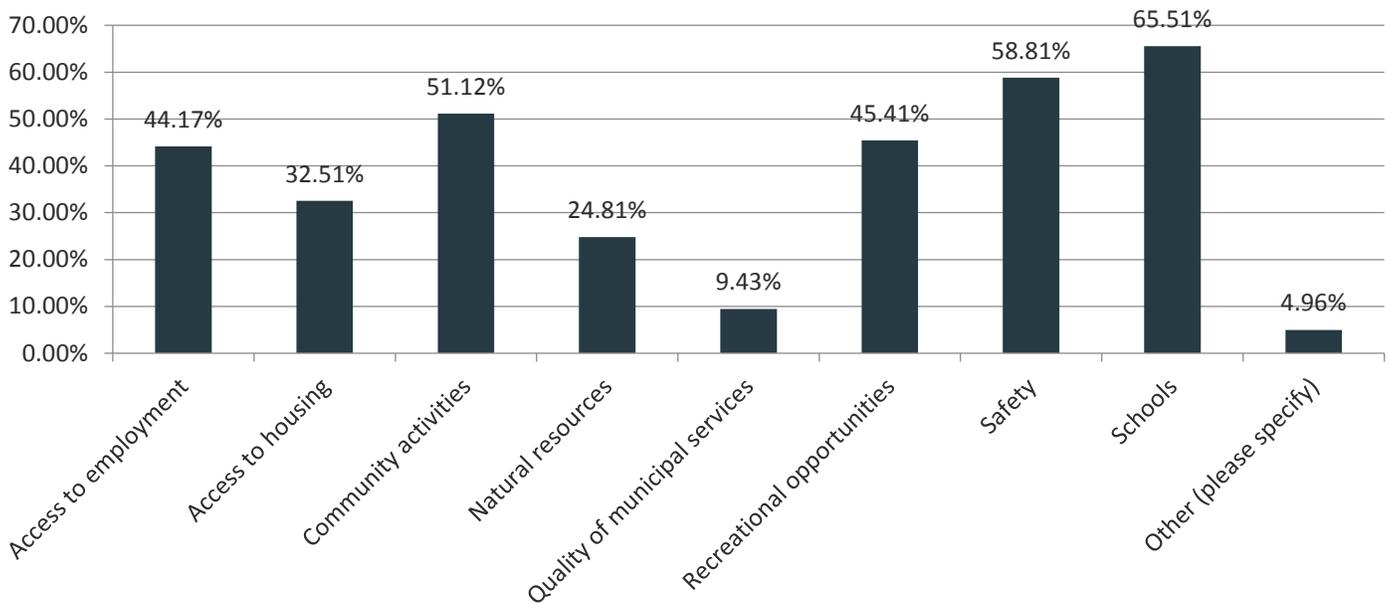
Question 1: Within the past ten years, how would you evaluate the quality of life in Oconomowoc?



Total respondents: 405

Question 2: What primary factors contribute to a positive quality of life for you in Oconomowoc? (Select up to 3)

Answer Choices	Responses
Access to employment	178
Access to housing	131
Community activities	206
Natural resources	100
Quality of municipal services	38
Recreational opportunities	183
Safety	237
Schools	264
Other (please specify)	20
Total	403

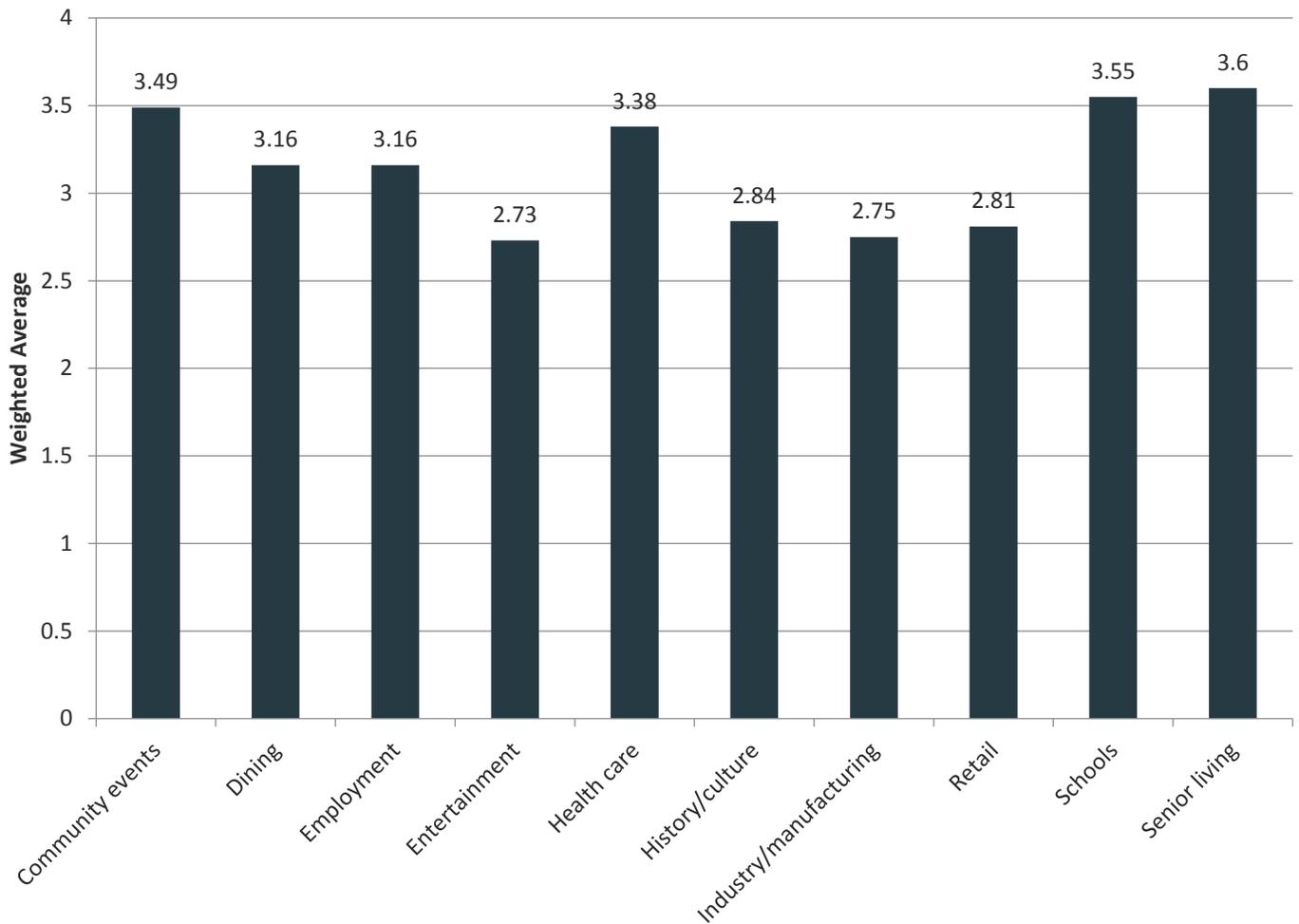


Open-ended Responses

1. Other
2. Good and Improving Law Enforcement
3. good food
4. roots/ food
5. i do not have a positive quality of life in Oconomowoc
6. places to shop
7. i do not have a positive quality of life in oconomowoc
8. community
9. we need a buffalo wild wings here.
10. Oconomowoc has been a great town to grow up in, there are endless ways for EVERYBODY in the community to be involved in so many things!
11. The people
12. The community in general is really nice and welcoming.
13. More places for teens to hang out and have fun
14. All the concerts that are local at the band shell
15. Historical preservation
16. Community in general
17. Diversity
18. Kindness
19. Restaurants
20. Other

Question 3: Promoting Oconomowoc and its economic development is important to the community. Please rate the following:

Answer Choices	Poor (1)	Fair (2)	Good (3)	Very Good (4)	Excellent (5)	Weighted Average	Total Reponses
Community events	11	41	141	160	51	3.49	404
Dining	20	87	140	124	34	3.16	405
Employment	13	60	198	103	24	3.16	398
Entertainment	54	126	119	88	18	2.73	405
Health care	11	40	176	127	42	3.38	396
History/culture	41	116	144	74	29	2.84	404
Industry/manufacturing	30	115	192	49	13	2.75	399
Retail	47	94	166	78	16	2.81	401
Schools	18	47	110	154	76	3.55	405
Senior Living	6	27	157	138	69	3.6	397

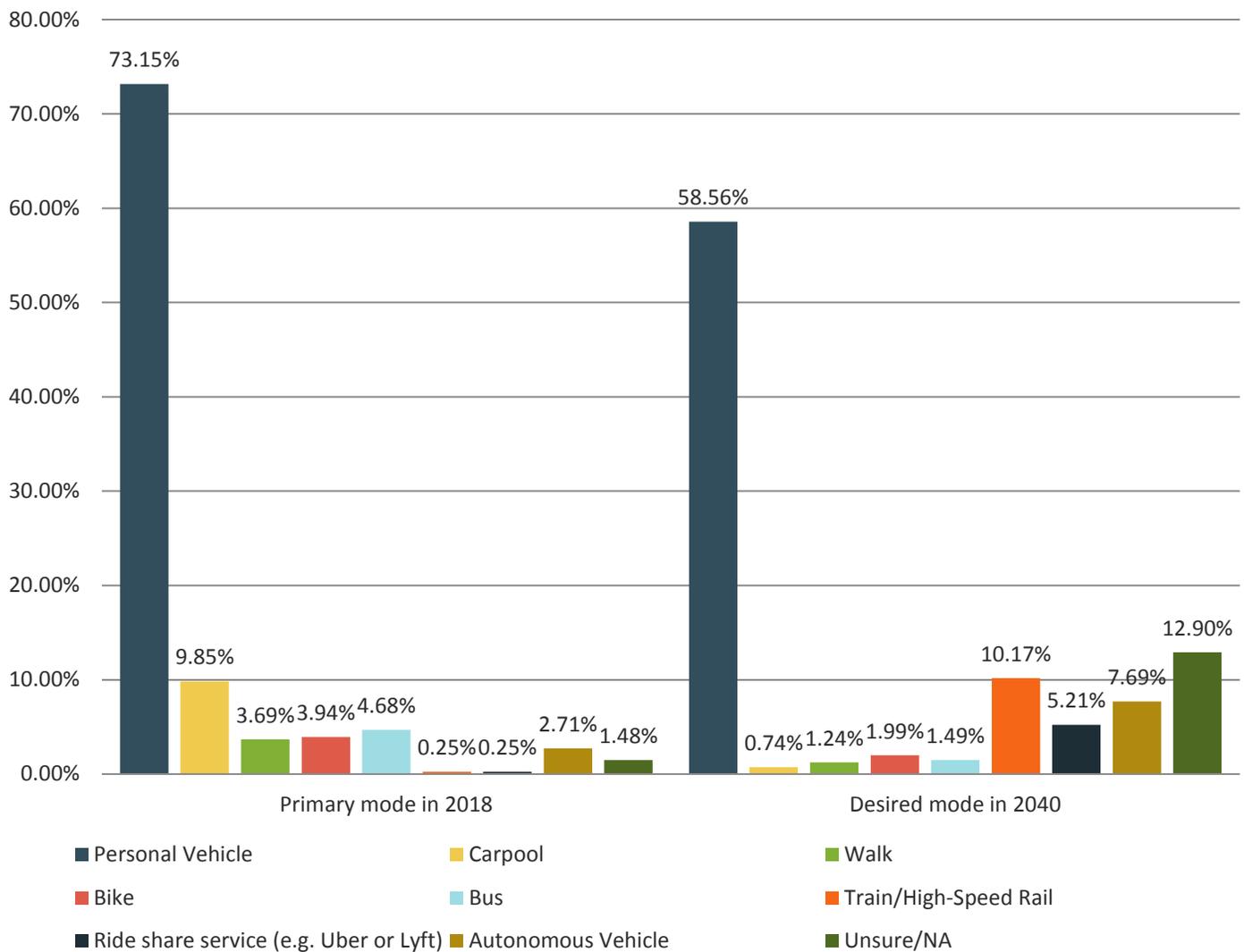


Open-ended Responses

1. Some schools are nice, such as the high school, but the elementary schools are lacking, and retail, can we get like a Macy's or JCPenney's?
2. ocon is for old people
3. Not a lot to do in Oconomowoc
4. more restaurants, a movie theater, mall
5. we don't need anymore apartments, and no more cops we have enough
6. more restaurants
7. we need a bigger High School not East campus
8. Oconomowoc needs better shops where teenagers would like to be.
9. People would always come to Oconomowoc because it has so much history to it but the more and more we are building these huge apartment buildings and condos, the more we are taking away from that history of an old town with character. Try focusing more on restoring the old buildings instead of raising them and building modern ones.
10. We need a Wendys
11. Maybe Be a teacher but with art stuff
12. Oconomowoc is a great place but most of the culture is white i would love to see diversity
13. There needs to be more things for teenagers to do instead of hanging out in the cemetery and smoking pot.
14. Lack of resturants downtown
15. we need to get more things to do such as more different nice resturant/ food places
16. Hi

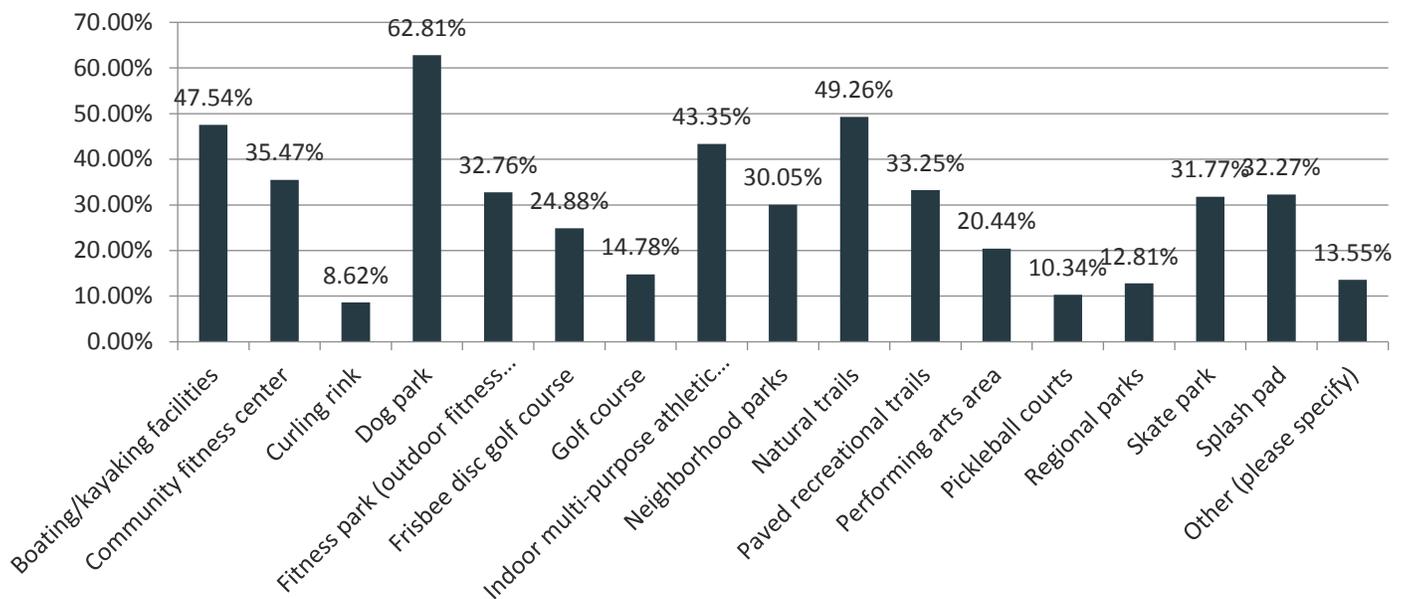
Question 4: Select your current and desired mode of transportation in 2018 and 2040.

Answer Choices	In 2018	In 2040
Personal Vehicle	297	236
Carpool	40	3
Walk	15	5
Bike	16	8
Bus	19	6
Train/High-Speed Rail	1	41
Ride Share Service (e.g. Uber and Lyft)	1	21
Autonomous Vehicles	11	31
Unsure/NA	6	52
Total	406	403



Question 5: What recreational facilities would you most like to see more of in the future? *Select all that apply.*

Answer Choices	Responses
Boating/kayaking facilities	193
Community fitness center	144
Curling rink	35
Dog park	255
Fitness park (outdoor fitness equipment)	133
Frisbee disc golf course	101
Golf course	60
Indoor multi-purpose athletic facility	176
Neighborhood parks	122
Natural trails	200
Paved recreational trails	135
Performing arts area	83
Pickleball courts	42
Regional parks	52
Skate park	129
Splash pad	131
Other (please specify)	55
Total	406



Open-ended Responses

1. SKATEPARK
2. Golf course
3. Food
4. Community Pool
5. Ice rink
6. x
7. more community activities where kids can meet and see their peers on a daily basis
8. we need fun things for kids to do because, getting pulled over riding a scooter isn't fair
9. more basketball gyms
10. A good arcade, shopping mall or places to shop in general
11. Ice skating rink
12. Ice skating rink (indoors)
13. pool
14. Ski hill
15. shopping center
16. Community Pool
17. Less neighborhoods and condos
18. Places for teens and kids a lot of middle schoolers hold an intrest in sky zone but need a ride. If you had something for their age to walk to and enjoy
19. Community pool
20. Ice rink
21. trampoline park
22. Wendys
23. Basketball courts
24. Basketball courts
25. Movie Theater
26. I'm not sure yet
27. POOL
28. Movie Theatre
29. Skating rink and stores
30. Some where for kids to hang out outside of school
31. movie theatre/teen hangout spots
32. Basketball courts
33. Bigger arcade
34. More retail stores
35. Mini golf
36. Firearms range
37. hockey arena
38. outdoor pool.
39. Mini-golf course
40. Cheaper bowling
41. Shopping/Outlet mall
42. An art studio
43. Healthier eating alternatives (Smoothies/Health food resturants)
44. Horse back riding
45. indoor tennis facility

- 46. Parkour/Obstacle course area
- 47. Indoor ski hill
- 48. I think a skate park would be awesome and well used
- 49. Wheelchair accessibility
- 50. just wanted to say skate park again
- 51. More places for teenagers to enjoy and hang out at
- 52. Movie theater
- 53. ice rink, swimming pool
- 54. Hi
- 55. frozen yogurt

Question 6: List the things you remember about growing up in Oconomowoc.

Top Responses	Number
Downtown	86
Lakes	56
School	53
Movies	46
Moonlight	43
Community	42
Parks	40
Friends	31
Safe	29
People	28
Beaches	23
Walking	22
Parades	19
Events	18
Biking	12
Fowler Park	10
Total Respondents	381



Open-ended Responses

	Response 1	Response 2
1	dreams	possibility
2	Culture changed like looks	
3	It's peaceful	It's friendly
4	school	school
5	Ocomococon	Moonlit movies
6	My mom	My dad
7	school	basketball
8	going to Aldi	
9	Two kwik trips right next to each other	nothing
10	Family beach days at City or Bender Beach	Ice Cream Truck
11	Ice cream	Swimming at the Y
12	My boat	The parks
13	Parades	LaBelle
14	Lake activities	Downtown candy shop
15	The people	The schools
16	football	food
17	walking to school with my mom	The park by my house
18	stuff	more stuff
19	The arts	The community events
20	enjoying the lakes	going to my park in my neighborhood
21	Good community	Safe
22	Playing in the snow.	Play football.
23	Being able to walk around and experience Oconomowoc.	How friendly everybody is in Oconomowoc.
24	Park lawn baseball	Parades
25	The Parks	The Beaches
26	Having fun at imagin Nation Station	Riding my bike with my friends downtown.
27	Having a good school and a good environment and just love the people around here	Fun events in oconomowoc and they were fun
28	the freedom	friends
29	Food	Firends
30	I didn't grow up here	
31	i didn't grow up here	
32	Just recently moved	I don't know
33	nothing	nothing
34	A nice park	a decent house
35	walking around	
36	t	t r
37	Summit Elementary School (lots of fun memories)	First Stage camp at the OAC
38	poor quality of life	lack of affordable housing
39	fun	cool
40	Going to school	Sports
41	Ocomacon	Moonlight movies.
42	pretty quiet	not having very good community mutuality

	Response 1	Response 2
43	Piggly wiggly being nearby	Friends
44	fishing	murder cases
45	elementary school	playing soccer
46	Trains through the city (Ashippun too)	Christmas Train
47	walking from my house to downtown and enjoying my day downtown	going to downtown and finding something to do everyday
48	Going to every parade	playing on the street in the summer at night
49	Always having stuff to do downtown.	Nice people.
50	Moonlit Movies	Skating downtown with friends and knowing that I am safe
51	did not live in ocon	did not live in ocon
52	The schools were kind of small	there was less people
53	the murder case	not sure
54	being open and un-crowded	close community
55	idk	idk
56	The town events.	Going to a good school.
57	I had fun playing outside, but there weren't many playgrounds in my neighborhood.	I loved going downtown.
58	poor quality of life	lack of affordable housing
59	Its always been a nice community.	You seem to know at least one person no matter where you go.
60	the people	events
61	Having a town that hosted events and has always seemed more united rather than other towns I have grown up in.	Being able to see the lakes while driving through downtown it has become more buildings now.
62	Great school system	Great community events
63	It seemed like something was always going on downtown (like community events).	I felt safe
64	The people	The many lakes
65	The beach	Walking around in town
66	i don't live in oconomowoc	i live in ixonia
67	Ski hill	
68	going to the park	walking home from school
69	Lakes	Great people
70	Kiltie	OHS Sporting Events
71	Going to moonlit movies with my friends in middle school	Walking around the lake and going swimming with my family
72	The lake in the summer, boating	Gelato down town and Mexican (all around good food)
73	Sentry	Candy shops
74	Friendly community	Great schools
75	It's a great place to grow up.	Nice downtown.
76	Having to pay extra for the city beach because we lived in the town	Whelan's
77	going downtown to get ice cream	meeting lots of new people

	Response 1	Response 2
78	Beautiful scenery with many lakes and nature spots	Many building being made, I personally don't like the huge buildings blocking the view of the lakes
79	swimming in lac labelle	going out for ice cream
80	Easy access to everything	Nice surroundings.
81	Fishing	biking
82	Going to Town Hall to meet the mayor and look around the building	Very safe, quiet community that had friendly people
83	My Elementary School: Greenland Elementary.	The first house that I lived in.
84	Condos being built that nobody wants	Subdivisions being built that will over populate our schools.
85	Lots of recreational activities available.	Many fun places for young adults to hang out downtown.
86	buildings burning	black outs
87	downtown	moonlit movies
88	burger king	papa murphies used to give out cookie dough on halloween
89	It's very quite and nice.	The schools have really good teachers overall.
90	A lot of parks to play at	
91	Condos	Christmas parade
92	nothing	nothing
93	The beach was a huge part of our summer	Downtown was the only place to go for entertainment
94	Nothing	Nothing
95	moonlit movies	parades
96	Community Events	Fireworks
97	Small communitys and no high rise buildings in downtown	Oconomowoc building high rise buildings in downtown
98	Not good shops downtown that are expensive.	Pretty in the summer.
99	The wonderful people and community, I always felt safe.	The trees downtown wrapped in lights during the winter months, it makes downtown Oconomowoc look magical.
100	The gazebo that they destroyed	Moonlit movies
101	Republican	Good Schools
102	Community events	Downtown
103	Going to Fowler park and walking around the lake.	Visiting and playing at the beaches.
104	In the summer swimming in the lake or walking downtown with my friends	Moonlit movies
105	Swimming at the beach	Goofing off with friends
106	Lake	
107	The farmers markets	The great food downtown.
108	Parks for kids	Sports games
109	The Beach	The ymca
110	idk	idk
111	The freedom to have fun	Riding my bike downtown to the candy shop

	Response 1	Response 2
112	Growing up in a nice town where I could walk around downtown as a kid without having to worry for my safety	Lakes have always been a really big part of Oconomowoc. We always have events and buildings based around them and it's nice.
113	Fourth of July fireworks	Chili fest
114	Peaceful	Calm
115	It is a good environment	
116	Ice cream downtown	Safety
117	Fall Fest	Moon lit movies
118	Construction	Amalias restaurant
119	Days on the lake	Football games
120	Sitting at home	Doing nothing but school
121	Lake walks (around Fowler Lake) with my family!	I love the little shops/cafes in downtown Oconomowoc. I can't count the number of times I've heard "want to meet up at roots and study?"
122	The school	Community
123	The people	Downtown shops
124	I was always safe and felt safe.	There were not many things to do as a teenager.
125	going to the moonlit movies	attending parades for homecoming
126	Good schooling	Community events
127	Going out to eat downtown	Going to the beach
128	Biking around town with my family and friends	Going to the parks
129	Safe sidewalks while walking my dogs	Going out to eat at the Crafty Cow
130	Riding my bike to Sweet Dreams Candy Shop with my brother.	Letting my dogs swim off the board walk.
131	Skiing at Olympia	Going out on the lake in the summer
132	Friendly people	Nice place
133	Downtown to get ice cream	homecoming parade
134	the lakes	the family type feel
135	Parades	Going to the neighborhood park
136	the schools/education	what it's like downtown
137	Lakes/boating	Coffee shops
138	going to Gallery Night with my family	participating in children's events at the library
139	that they were super unsure about closing the comic book store and it closed like 5 times and then they were like "just kidding lol"	^^^
140	Weather	Schools
141	Moonlit Movies and spending time downtown	the neighborhood parks
142	The lakes	Playing outside
143	Friends	Food
144	The apple orchard by my house	Downtown
145	Good schools	Great culture
146	Parades	Beaches
147	Lots of opportunities to try sports/activities	Amazing schools
148	The Lake	Downtown

	Response 1	Response 2
149	Biking with friends	Going into downtown oconomowoc with the bros
150	Beach	Parades
151	Everything	Everything
152	Board walk	People
153	Comicon	There was nothing to do downtown
154	Beach	Downtown
155	taking walks around fowler	going to the fireworks show
156	The community events	Summer on the lake
157	Not enough basketball courts	Riding bikes
158	Going for walks	The old highschool
159	Biking around downtown	Eating at the restaurants
160	I've only lived in oconomowoc since September 30th, 2017. (Moved from Southern California)	When I moved here, everyone was very welcoming. They answered the questions I had, told me about the town for places to eat, and go. And I made friends quickly.
161	Games at the ballpark	Moonlit Movies
162	I remember going to the park and feeling just at home	
163	Living on the lack	Making some new friends
164	midnight movies in the summer	the Halloween parade downtown
165	Nothing	Nothing
166	Parades	City beach
167	Always felt safe	Down town was always clean
168	The Lakes	Developments
169	Safety	Family friendly
170	Moonlite Movies	Parades for Christmas, 4th of July, etc.
171	Good atmosphere	Nice shops
172	Schooling	Moonlit Movies and other community events
173	Homecoming parade and game	Walks downtown with friends to visit the store fronts.
174	All the friends I meet and good neighbors that were close friends with.	Being able to hang out with friends downtown/anywhere and feel safe and not be scared of not being with a parent.
175	Burger King	Seeing dr. Sues play at oac
176	Different traditions during the seasons	
177	Family friendly neighborhood's	Parks
178	Walks around Fowler lake	Kayaking down Oconomowoc river
179	The boat show	Imagination station
180	Good community	A town that wasn't alive
181	Summit school	Moonlit movie
182	The parks we went to	How it was so nice
183	Being bullied	Stuck up neighbors
184	moonlit movies	silver lake intermediate
185	Watching trains	Playing t-ball

	Response 1	Response 2
186	Taking dance classes at the dance studio	Taking Taekwondo at a studio in the downtown area
187	Schools	Moonlit movies
188		I
189	German market	ONS
190	City beach	The ymca
191	Going downtown	Fun at school
192	The great community	opportunities it presented me
193	Going to football games and spending time with friends	Going to Oconomowoc High School. Having Mr. Curtis as the principal at the high school has greatly improved the culture and communication within our school.
194	Parks	Lakes
195	Fowler lake	Downtown lights
196	Walking around the lake	Theatre at OAC
197	Wood creek park	Meadow view
198	Going to Meadow View Elementary School	Everyone being kind and caring
199	Going to the park	Going to the beach
200	The super welcoming and safe downtown area	All the fun activities and events
201	School	Friends
202	Going downtown to eat ice cream.	Going to Roosevelt Park.
203	The lakes	Downtown Oconomowoc Shops
204	Moonlight movies	High school
205	Boardwalk	Downtown activities
206	A lot of friends	A good amount of awesome teachers
207	Having nice walks with friends	Metting the love of my life
208	Boardwalk	Schools
209	Oconomowoc beach	Downtown
210	Fowler park being a good place to hangout with friends	The accessibility of most places from the high school, when it comes to walking
211	Small town	
212	All the friendly people and places	Lots of good restaurants
213	Very safe	Lots of great friends
214	The amount of polite people willing to help put anyone	The German Christmas market
215	Community Events	Good schools
216	The parades	The lakes
217	The whole community was all together	The festivals downtown
218	low quality educational facilities	lack of affordable housing
219	moonlit movies	imagination station
220	Arts Festival	Oconomowoc City beach
221	Ymca	Community
222	Moonlight movies	Football games
223	Downtown	Community activities
224	uh	muh
225	Walks around Fowler Lake	Moonlit Movies/Waterski show

	Response 1	Response 2
226	Parks	Biking
227	The great schools	The great places downtown
228	Friendly neighbors	School
229	Friendly Neighborhood	Good Schooling
230	The food	School
231	A historical feeling	Relaxing and fun community
232	fun and nice people	fun downtown area
233	Moonlight Movies at Fowler Park	neighborhood parks (playground)
234	Downtown	The school system
235	City beach	Safe community
236	Being able to go to walk or bike to the lake and spend the whole day there	Not having very many good restaurants to eat at
237	Beach	Smaller town without the big buildings
238	My teachers	The recreational activities put on by the community
239	It's safe	It's peaceful
240	Feeling safe	Biking around my neighborhood
241	The parades	German Fest
242	Going to the public beach.	Friendly downtown area.
243	Strong sense of community	Small town feel
244	No pool outdoor	Walking to nearby restaurants
245	Moonlit Movies	OHS Football games
246	playing at parks	going to fun schools
247	Didn't grow up here	
248	Parks	Friends
249	Moonlit Movies	Art Fair
250	Not a lot of people	Good people
251	visiting lots of playgrounds with my grandma	lots of activities downtown... parades, trick or treat, etc
252	Medowview elementary	Nature
253	Lake days	Moonlit movies
254	Moonlit movies	The beach
255	Friendships	Great community
256	Football games	Eating dinner at all the restaurants
257	Knowing a lot of people and feeling like a connected community.	Moonlit movies and other downtown Oconomowoc activities!
258	OHS sports	Boating on Oconomowoc Lake
259	Football Games	Parades Starting Late
260	Going to Nature Hill Intermediate (and being in Oconomowoc High School currently)	Playing tennis tournaments at OHS when I was younger
261	Downtown Oconomowoc	Activities In Oconomowoc
262	The German Christmas market	The out door movies
263	Moonlight movies	Highschool football games
264	Struggling to find things to do nearby with friends	Having fun the winter (sledding)
265	The schools were very good	The food and restaurants were very easy to get to

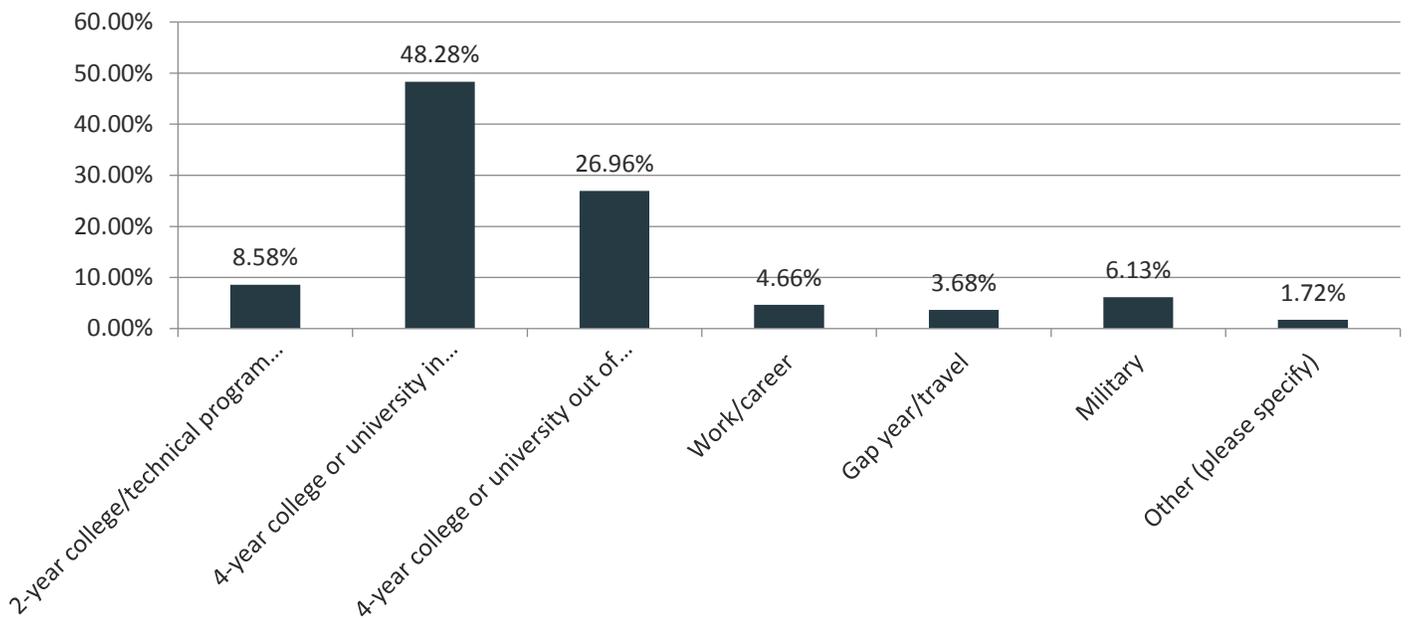
	Response 1	Response 2
266	The amount of time and money the community of Oconomowoc puts in to create the best living space	Going to the ice sculptures and winter festivals on the lake and seeing kites in spring
267	School	City beach
268	Parks	Going down town and stopping in The unique shops
269	Going each year to the German Christmas market or other events held down town	Always feeling safe
270	Safe	Small Community
271	Meeting up with friends downtown	Walking around
272	Swimming at City Beach	Kayaking
273	Walking downtown	Highschool plays
274	White	People
275	My mom being barely able to afford a crappy apartment in town after she divorced my dad.	That one of my childhood friends died of a heroin overdose after freshman year, and another childhood friend almost shot up the highschool during our freshman year.
276	The people are great	Always feel safe
277	None	None
278	The coin shop & candy shop downtown	Visiting community festivals (Summer music, fall fest, German Christmas)
279	School	The people
280	Walking around	Not having anything to do besides ride my bike
281	Moonlit movies	Going to the kiltie
282	Hanging out downtown	Exploring wooded areas
283	The wizard of Oz movie watch thing	CO scare at the highschool
284	Being out on the Lake	Firework show
285	Living on and being around lakes	walking around downtown
286	Imagination station	The depot
287	Walking around Fowler Lake	Going to many of the different parks.
288	German Christmas Market	Moonlit Movies
289	The balance of nature and city	The close and caring community
290	Hanging out with my friends everyday when there was warm weather.	Getting my first cat and still to this day my cat is here with me.
291	Parades	Good schools
292	A very small town, nice place	The beach was always very nice
293	still growing up	
294	going to the high school plays and musicals	hanging out in the downtown area
295	Great experiences downtown	Fun times at the lake during summer
296	Lots of Lakes	Lots of events within the community
297	Small quiet yet bust city/town	Dance classes
298	The YMCA	moonlit movies
299	Going to our neighborhood park	Hiking at close by nature trails
300	The fire downtown oconomowoc	having the cops harass me
301	Fowler Park Moonlit Movies	Roosevelt Park
302	Downtown	Parks

	Response 1	Response 2
303	Walking downtown (which has progressed greatly)	Participating in many clubs and sports in the area (through the YMCA and rec center)
304	Riding my bike to the parks with my family	All the parades
305	The old buildings and places downtown that have stayed the same!	Everyone is so friendly.
306	Lakes	Candy Store
307	St. Paul's Lutheran	Hanging around downtown
308	The lakes	Canoeing
309	Nice people	Good things to do
310	Community parks	Moonlight movies
311	Small town appeal	Lots of rich people here
312	Going on the lake	Going to parks
313	High school plays	
314	All of the markets and festivals that go on downtown	Just how our community helps out with animals and keeping it clean
315	Not much to do as a teen in Oconomowoc	Nice people most of the time
316	Positivity	Love
317	Walking around the lake	German Christmas market
318	Beautiful lands	Now there's so much city dude like we can't become a big city so let us have our beautiful lands
319	Fowler Park	Whalens
320	Great Small Town Vibe	Amazing People
321	Parades	Fireworks on the lakes
322	The beach	The ice cream
323	Lakes	
324	Arts festival	Moonlit movies
325	Poeple	It growing at a rapid rate
326	The amazing community	The schools and the performing arts programs
327	Exploring downtown	Going out on the lake
328	Moonlit Movies	Legion Band concerts and playing at City Beach
329	Didn't grow up in Oconomowoc	
330	hanging out with people downtown	walking around lakes
331	Moonlight movies	Playing games in my culdesac
332	Predominantly white community	Few places to shop
333	Beautiful walks around the lake	The parades
334	The city beach	Downtown
335	School	Going downtown
336	Going to all of the festivals downtown	Going to the parks with friends
337	German Christmas Market	Roots
338	Plenty of places to go out to eat	Extremely safe environment
339	Kowabunga Comics	Parklawn Elementary School
340	As a little kid, smelling the bread and chocolate smells in the morning	I don't know
341	Traffic	School
342	walking around downtown	the lakes

	Response 1	Response 2
343	Small cute town	
344	Good people	Plenty of opportunity
345	Beaches	Moonlight movies
346	Lakes	Moonlight movies
347	The bands playing	City beach
348	Honestly, always wanting to be somewhere else. Oconomowoc isn't exactly the most exciting of cities.	
349	Lakes	Moon lit movies
350	Going downtown all the time	Football games
351	Nice people	Very safe
352	The people	Downtown
353	It was always a Small community never super crowdered	The downtown area was good there was a lot of cool stores open
354	A friendly old style town	I was able to see the lake because there weren't 500 condos in the way
355	Moonlit Movies	
356	Not much and was going to build up	I had a corn field behind my house. Now there is houses
357	Moonlit movies	The beauty of the city
358	Hi	Hi
359	The beautiful lakes	All the community events
360	Spending lots of time downtown.	Riding bikes to many different places.
361	Moonlit Movies	Hanging out at Fowler Park
362	Community events	Spending time with friends downtown
363	Walking around downtown with friends	The opportunities I have in high school
364	Great restaurants	Safe community
365	Candy shop downtown	The lake walk
366	Friendly Community	Not a lot of apartment complexes
367	Parks	Parades
368	Moonlight movies	Ice cream shops
369	Parks	The Lakes
370	Biking	Friends
371	Condos	Oconomowoc Arts Center
372	The lake	The special feeling
373	Moonlit Movies	Downtown
374	Recreational Sports	Beach
375	Moonlit movies	Parades
376	Going downtown	Always swimming
377	the beach	downtown
378	The people	
379	Football	Safe environment
380	Moonlit movies	Fireworks
381	safe	caring

Question 7: What are your plans after high school?

Answer Choices	Responses
2-year college/technical program (e.g., Waukesha County Technical College)	35
4-year college or university in Wisconsin	197
4-year college or university out of state	110
Work/career	19
Gap year/travel	15
Military	25
Other (please specify)	7
Schools	35
Other (please specify)	197
Total	408

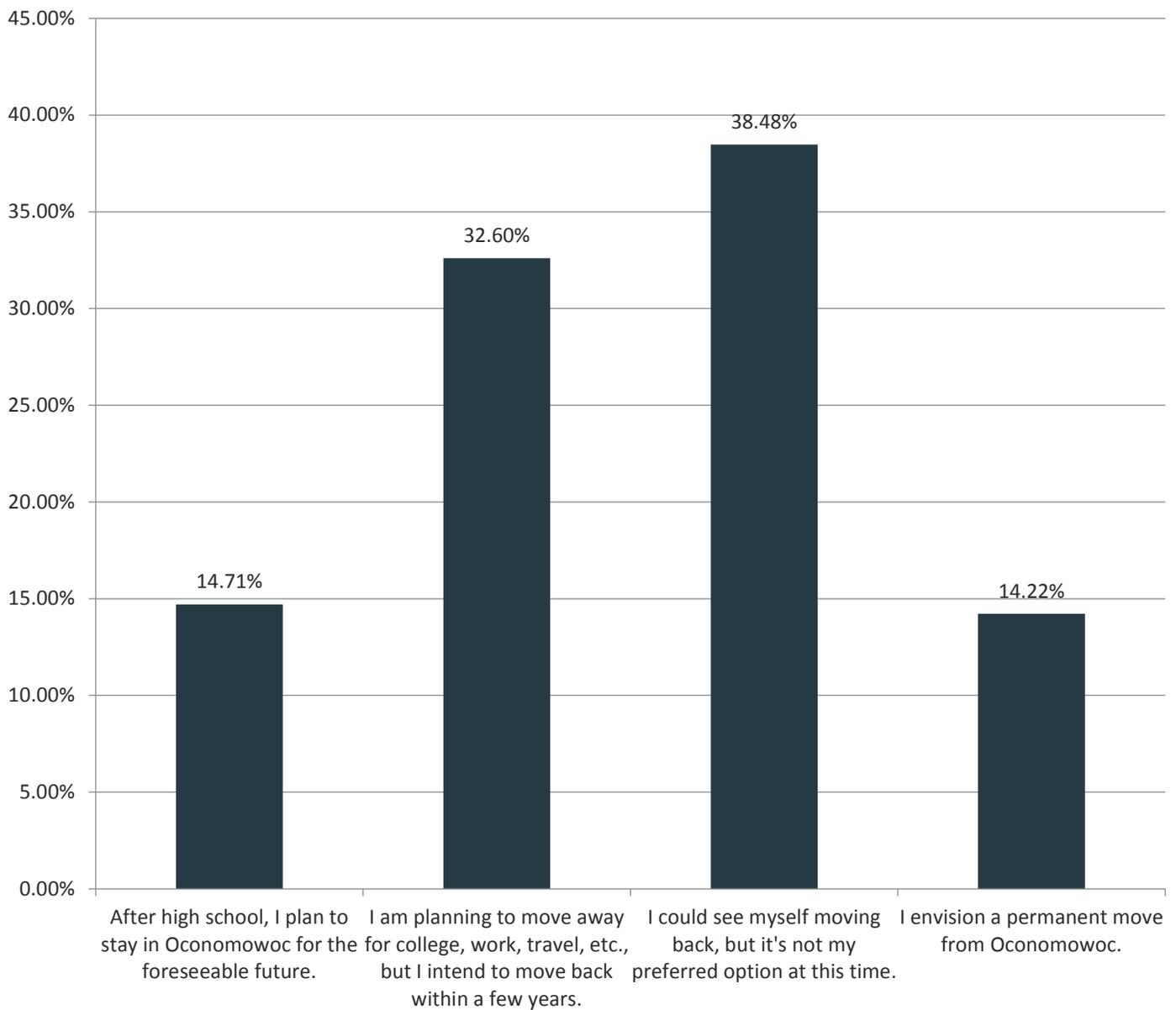


Open-ended Responses

1. get the bag
2. getting out of ocon by ANY MEANS NECESSARY
3. i wanna be tracer
4. 4-8 year college or university out of state
5. 2.5 year apprenticeship
6. I honestly don't know
7. Hi

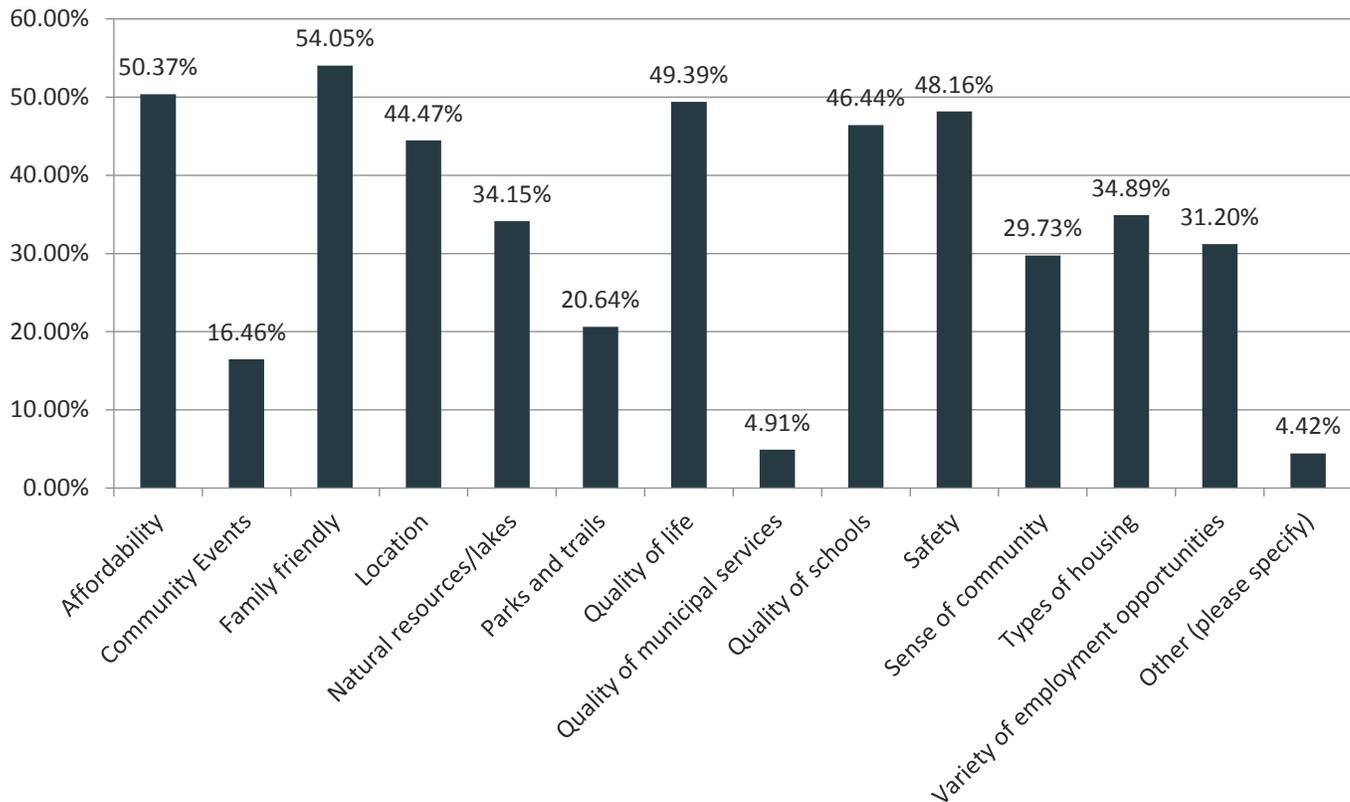
Question 8: Which of the following statements best describes your attitude toward living in Oconomowoc after high school?

Answer Choices	Responses
After high school, I plan to stay in Oconomowoc for the foreseeable future.	60
I am planning to move away for college, work, travel, etc., but I intend to move back within a few years.	133
I could see myself moving back, but it's not my preferred option at this time.	157
I envision a permanent move from Oconomowoc.	58
Total	408



Question 9: What factors would you consider in moving back to Oconomowoc? *Select up to 3.*

Answer Choices	Responses
Affordability	206
Community Events	67
Family friendly	220
Location	181
Natural resources/lakes	139
Parks and trails	84
Quality of life	201
Quality of municipal services	20
Quality of schools	189
Safety	196
Sense of community	121
Types of housing	142
Variety of employment opportunities	127
Other (please specify)	18
Total	407



Open-ended Responses

1. parks
2. none, i would never come back here
3. i would not consider this
4. More things to do
5. If its not filled with condos and subdivisions
6. idk
7. Schooling improvements
8. I'm not moving back to Oconomowoc
9. Because I like to live close to them
10. I will not move back to oconomowoc
11. Cracking down on the high drug use problem
12. Diversity
13. Career opportunities
14. more entertainment/things to do. WE NEED CHICK FIL A AND LESS CONDOS/
APARTMENTS ITS RUINING DOWNTOWN
15. Nothing
16. Transportation options
17. Hi
18. Family