

# WEET Online Survey Results

As of Dec. 28, 2021

This report details the results of the Wisconsin Environmental Equity Tool (WEET) online survey for the general public. As of December 28, 2021, there were 72 total responses to the online survey. For analysis, project staff removed nine (9) surveys that did not provide any text response to the seven proposed substantive questions. Surveys that were incomplete but did provide at least one text response are included in this report and analysis.

The following tables represent the race/ethnicity and income level indicated by the survey respondent. For race/ethnicity, respondents could select more than one option. For both race/ethnicity and income level, respondents had the option of not responding.

ANNUAL INCOME	RESPONSES	RACE	RESPONSES
PREFER NOT TO SAY	1	AMERICAN INDIAN OR ALASKA NATIVE	2
LESS THAN \$20,000	5	ASIAN	2
\$20,000 TO \$34,999	7	BLACK OR AFRICAN AMERICAN	5
\$35,000 TO \$49,999	11	HISPANIC, LATINO, SPANISH ORIGIN	2
\$50,000 TO \$74,999	9	NATIVE HAWAIIAN OR OTHER PACIFIC ISLANDER	1
\$75,000 TO \$99,999	12	<b>TOTAL NON-WHITE</b>	<b>12</b>
OVER \$100,000	18	WHITE	51

The following page contains survey responses divided into four categories based on the questions asked:

- 1) Healthy Community – How do you define a healthy community? Would you consider your community to be healthy?
- 2) Pollution – What comes to mind when you think of pollution? How does that pollution impact you?
- 3) Climate Change – What comes to mind when you think of climate change? How does climate change impact you?
- 4) Equity – Are pollution and/or climate change impacts caused by or worsened by social, racial, and economic factors?

Project staff read through each respondent’s survey and created topics within each category based on the responses provided. Then, staff read through each survey again and assigned a binary code for each topic (1 if that topic was mentioned, 0 if it was not mentioned). The tables on the following page represent the number of times that topic was mentioned in survey responses for the given category. Topics with higher values could be considered more important or common to this sample of Wisconsin residents. In coding responses, a single survey answer may include several topics. For example, if a respondent said they think of, “lead pipes, contamination of fish meat, and PFAS” when they think of pollution, each of those three topics are coded with a “1”.

Pages 3 and 4 of this report show the geographic distribution of survey respondents by zip code.

CATEGORY	TOPIC	RESPONSES
<b>HEALTHY COMMUNITY</b>	Healthcare	20
	Economic Opportunity	20
	Housing	19
	Food Security	17
	Education	16
	Crime/Violence	12
	Social Capital	11
	Equity/Diversity	11
	Water	11
	Recreation Opportunities	10
	Transportation	9
	Air	8
	Pollution	8
	Greenspace/Trees	8
	Governance	8
	Environment (General)	5
	Childcare	4
	Noise	3
	Poverty	2
	Internet	1
Clean Energy	1	

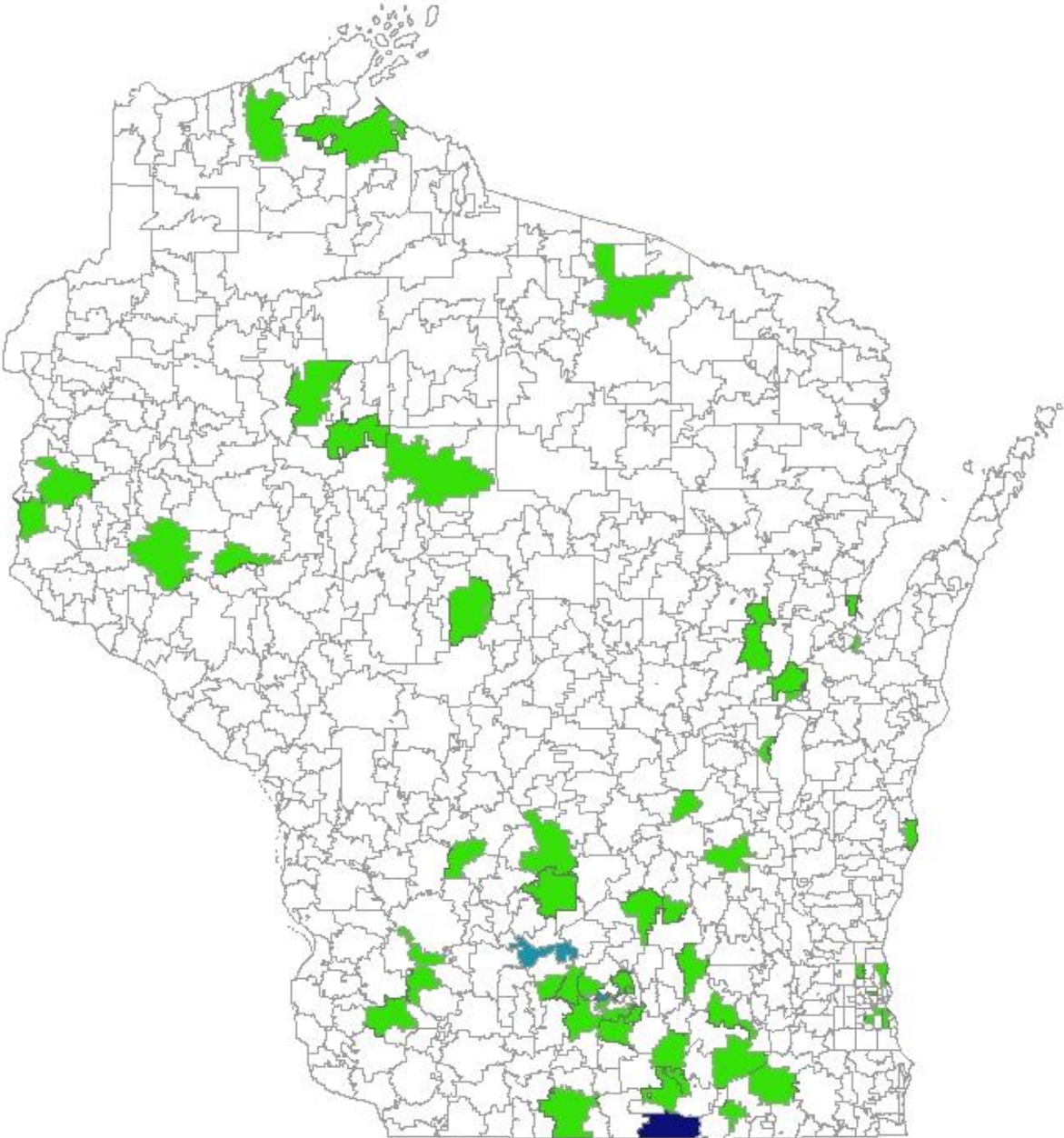
CATEGORY	TOPIC	RESPONSES
<b>POLLUTION</b>	Air	34
	Water (General)	31
	Litter	15
	Industry	12
	Coal/Oil/Mining	11
	Agriculture	9
	Climate Change/Carbon	8
	Groundwater	8
	Noise	7
	Food Contamination	7
	PFAS	6
	Lead	6
	Nitrates	5
	Soil Contamination	5
	Plastics	4
	Light	4
	Equity	3
	Odor	3
	Recycling	2
	Brownfield/Superfund	2
	Algal Blooms	2
	Mercury	2
	Hazardous Waste	2
	E. Coli	2
	Asbestos	1
Road Salt	1	
Chronic Wasting Disease	1	
Fluoride	1	
Ozone	1	

CATEGORY	TOPIC	RESPONSES
<b>CLIMATE CHANGE</b>	Floods/Rainfall	21
	Extreme Weather (General)	18
	Extreme Heat	17
	Food Security/Agriculture	14
	Biodiversity	13
	Refugees/Migration	11
	Drought	10
	New Diseases/Pests	7
	Water Levels	6
	Mental Health	6
	Loss of Winter	5
	Clean Energy/Carbon Emissions	5
	Justice/Equity	4
	Fish	2
	Water Quality	1

CATEGORY	TOPIC	RESPONSES
<b>EQUITY</b>	Income	19
	Race	13
	Housing	9
	Education	5
	Rural	4
	No effect	4

# Geographic Representation (Zip Code)

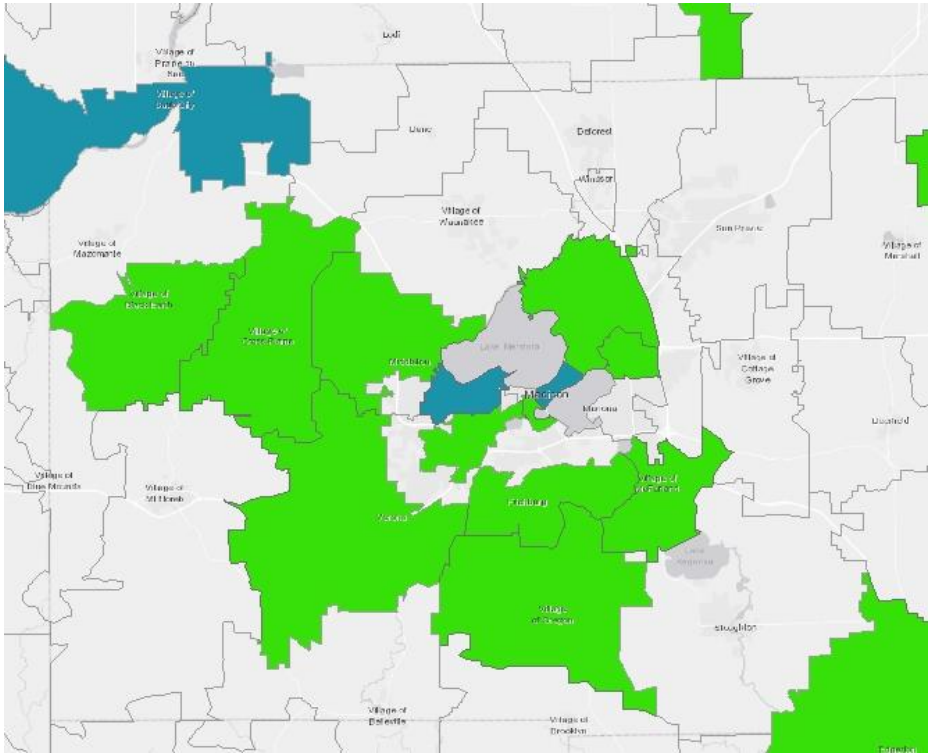
Statewide



# Responses



## Madison



## Milwaukee

