

# Windsor-DeForest Housing Survey Topline Results

5 May 2024

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## Method

The Windsor/DeForest Community Housing Survey was conducted in order to gather resident input on housing issues. The survey was launched on March 19, 2024, closed on May 5, 2024, and promoted heavily via newsletters, email lists, and social media posts to residents of the Village of Windsor, Village of DeForest, and residents of the DeForest Area School District. A total of 465 respondents completed the survey. The survey was designed to be completed in 15 minutes or less and average completion time was recorded as 15.1 minutes (SD=35.52) The survey was conducted online using the Qualtrics platform and hosted by the University of Wisconsin-Madison. An invitation to take the survey was distributed through the DeForest Area School District newsletter, via email lists at both Villages, through social media posts on Facebook, and an article in the DeForest Times-Tribune. Analysis was conducted by Dr. Kristin Runge, PhD., using SPSS, a statistical software program from IBM.

**Table 1a. Community Considerations** There are many different communities in the Dane County region and residents of this region can choose from a wide variety of places when deciding where to live. When choosing a community, how important were the following ...

	Cost of living	Quality of schools	Property tax	Suburban or rural	Distance to work*	Walking and biking trails	Parks and conservancies
	%	%	%	%	%	%	%
Not at all important	.7	10.0	4.4	4.4	8.8	5.6	4.2
Slightly important	5.4	4.7	7.2	7.0	8.3	15.5	15.3
Moderately important	16.7	10.0	22.0	26.4	24.4	28.9	30.5
Very important	48.8	40.6	32.6	40.4	35.7	31.3	36.5
Extremely important	28.4	34.7	33.8	21.7	22.7	18.8	13.5
Total	100	100	100	100	100	100	100
Valid	426	429	432	428	409	432	430
Missing	39	36	33	37	56	33	35
Mean	3.99	3.85	3.84	3.68	3.55	3.42	3.40
Median	4.00	4.00	4.00	4.00	4.00	3.50	3.50
Mode	4	4	5	4	4	4	4
Std. Deviation	.855	1.232	1.104	1.030	1.183	1.125	1.034

1=Not at all important; 5=Extremely important; \* indicates statistically significant differences in answers by community of residence; Fielded March 19 – May 5, 2024

**Table 1b. Community Considerations** There are many different communities in the Dane County region and residents of this region can choose from a wide variety of places when deciding where to live. When choosing a community, how important were the following ...

	Job opportunities nearby*	Easy access to Madison	Easy access to the interstate and major transportation routes	Childcare services available in the community	Senior citizen services available in the community	New homes available	Older/historic homes available	Sports complexes and athletic fields nearby
	%	%	%	%	%	%	%	%
Not at all important	13.4	7.0	5.4	29.8	30.1	30.0	37.8	34.9
Slightly important	11.5	18.9	23.3	15.6	22.3	21.6	23.5	28.5
Moderately important	23.0	35.6	38.7	17.9	22.3	26.0	25.1	26.1
Very important	37.1	30.9	25.7	23.8	15.6	17.9	10.8	9.1
Extremely important	15.0	7.7	6.9	12.8	9.7	4.4	2.8	1.4
Total	100	100	100	100	100	100	100	100
Valid	426	444	408	429	435	430	426	418
Missing	39	21	57	36	30	35	39	47
Mean	3.29	3.13	3.05	2.74	2.52	2.45	2.17	2.14
Median	4.00	3.00	3.00	3.00	2.00	2.00	2.00	2.00
Mode	4	3	3	1	1	1	1	1
Std. Deviation	1.242	1.033	.990	1.428	1.322	1.214	1.135	1.043

1=Not at all important; 5=Extremely important; \* indicates statistically significant differences in answers by community of residence; Fielded March 19 – May 5, 2024

**Table 1c. Community Considerations Windsor Residents: Others**  
 When choosing a community, how important were the following ...

	Job opportunities nearby*	
	Not Windsor	Windsor
	%	%
Not at all important	10.8	15.4
Slightly important	9.7	12.9
Moderately important	21.6	24.1
Very important	38.9	35.7
Extremely important	18.9	12.0
Total	100	100
Valid	172	252
Mean	3.45	3.16
Std. Deviation	1.216	1.249

1=Not at all important; 5=Extremely important; \* indicates statistically significant differences in answers by community of residence; Fielded March 19 – May 5, 2024

**Table 2. Residence Considerations** When deciding on a house or apartment, how important were the following?

	Price of house or cost of rent	Quality of house or apartment	Size of apartment or house	Close to shops, restaurants	Close to schools
	%	%	%	%	%
Not at all important	1.2	.2	3.7	12.0	27.7
Slightly important	1.9	1.2	6.5	23.7	14.5
Moderately important	11.4	11.7	36.0	40.8	30.3
Very important	40.9	47.8	42.3	17.1	21.7
Extremely important	44.6	39.1	11.4	6.5	5.8
Total	100	100	100	100	100
Valid	428	427	430	434	429
Missing	37	38	35	31	36
Mean	4.26	4.24	3.51	2.82	2.63
Median	4.00	4.00	4.00	3.00	3.00
Mode	5	4	4	3	3
Std. Deviation	.822	.720	.913	1.057	1.254

1=Not at all important; 5=Extremely important; \* indicates statistically significant differences in answers by community of residence; Fielded March 19 – May 5, 2024

**Table 3a. Perceptions of Housing Options for Different Life Stages** In your opinion, are there a sufficient number of acceptable quality housing options in our community for ...

	Young professionals and young tradespeople*	Renters, in general	Renters with families	Those who need assisted living	People with disabilities*	Young families starting out*	First time homebuyers*	Senior citizens who wish to downsize	People with lower incomes
	%	%	%	%	%	%	%	%	%
Definitely not	13.4	16.7	18.2	13.7	14.5	21.2	20.6	19.6	34.0
Probably not	17.4	18.3	18.5	23.6	22.0	26.7	31.4	29.0	27.7
Not sure	23.8	27.9	32.7	39.9	47.2	18.9	18.2	31.8	18.4
Probably yes	36.5	18.5	16.6	14.2	11.8	25.2	22.5	12.5	9.5
Definitely yes	8.9	18.5	14.0	8.7	4.5	8.0	7.3	7.1	10.4
Total	100	100	100	100	100	100	100	100	100
Valid	425	426	422	424	422	424	423	424	423
Missing	40	39	43	41	43	41	42	41	42
Mean	3.10	3.04	2.90	2.81	2.70	2.72	2.65	2.58	2.35
Median	3.00	3.00	3.00	3.00	3.00	3.00	2.00	3.00	2.00
Mode	4	3	3	3	3	2	2	3	1
Std. Deviation	1.194	1.334	1.278	1.113	1.004	1.271	1.238	1.145	1.313

1=Definitely not; 5=Definitely yes; \* indicates statistically significant differences in answers by community of residence; Fielded March 19 – May 5, 2024

**Table 3b. Perceptions of Housing Options for Different Life Stages: Windsor Residents v. Others** In your opinion, are there a sufficient number of acceptable quality housing options in our community for ...

	Young Professionals/Young Tradespeople*		Young families starting out*		People with disabilities*		First time home buyers*	
	Not Windsor	Windsor	Not Windsor	Windsor	Not Windsor	Windsor	Not Windsor	Windsor
	%	%	%	%	%	%	%	%
Definitely not	16.8	11.1	24.4	19.0	18.8	11.5	24.0	18.3
Probably not	20.2	15.5	27.3	26.2	27.1	18.7	32.2	31.0
Not sure	26.6	21.8	23.3	15.9	40.6	51.6	22.2	15.5
Probably yes	29.5	41.3	19.2	29.4	9.4	13.5	15.2	27.4
Definitely yes	6.9	10.3	5.8	9.5	4.1	4.8	6.4	7.9
Total	100	100	100	100	100	100	100	100
Valid	173	252	172	252	170	252	167	254
Mean	2.90	3.24	2.55	2.84	2.53	2.81	2.48	2.76
Std. Deviation	1.201	1.171	1.215	1.296	1.033	0.970	1.195	1.256

1=Definitely not; 5=Definitely yes; \* indicates statistically significant differences in answers by community of residence; Fielded March 19 – May 5, 2024

**Table 4a. Perceptions of Housing Options for Different Incomes** How important is it that our community contains housing for the following annual household income range ...?

	Less than			\$125k or more*
	\$60k*	\$60k-99.9	\$100k-124.9	
	%	%	%	%
Not at all important	17.1	6.5	6.4	16.1
Slightly important	20.9	13.9	16.0	18.0
Moderately important	23.0	29.0	35.5	31.4
Very important	22.1	36.2	30.5	24.5
Extremely important	16.9	14.4	11.7	10.1
Total	100	100	100	100
Valid	421	417	420	417
Missing	44	48	45	48
Mean	3.01	3.38	3.25	2.94
Median	3.00	4.00	3.00	3.00
Mode	3	4	3	3
Std. Deviation	1.339	1.092	1.062	1.213

1=Not at all important; 5=Extremely important; \* indicates statistically significant differences in answers by community of residence; Fielded March 19 – May 5, 2024

**Table 4b. Perceptions of Housing Options for Different Incomes: Windsor Residents v. Others** How important is it that our community contains housing for the following annual household income range ...

	Less than \$60k*		\$125k or more*	
	Not Windsor	Windsor	Not Windsor	Windsor
	%	%	%	%
Not at all important	17.3	19.1	22.4	15.3
Slightly important	12.6	24.2	22.4	15.8
Moderately important	17.3	25.1	28.0	31.6
Very important	29.1	20.0	20.8	24.7
Extremely important	23.6	11.6	6.4	12.6
Total	100	100	100	100
Valid	127	215	125	215
Mean	3.29	2.81	2.66	3.03
Std. Deviation	1.409	1.281	1.218	1.236

1=Not at all important; 5=Extremely important; \* indicates statistically significant differences in answers by community of residence; Fielded March 19 – May 5, 2024

**Table 5a. Importance of Including Housing for Different Life Circumstances** How important is it that our community includes housing designed for households whose members include ...

	Several generations %	Fixed or limited incomes* %	Cognitive disabilities or challenges* %	Physical disabilities or challenges %
Not at all important	23.2	12.2	7.8	5.7
Slightly important	27.1	18.5	21.8	18.5
Moderately important	34.6	27.3	32.3	33.3
Very important	12.8	27.8	26.9	30.3
Extremely important	2.2	14.1	11.2	12.3
Total	100	100	100	100
Valid	413	410	409	406
Missing	52	55	56	59
Mean	2.44	3.13	3.12	3.25
Median	2.00	3.00	3.00	3.00
Mode	3	4	3	3
Std. Deviation	1.049	1.226	1.113	1.071

1=Not at all important; 5=Extremely important; \* indicates statistically significant differences in answers by community of residence; Fielded March 19 – May 5, 2024

**Table 5b. Importance of Including Housing for Different Life Circumstances** How important is it that our community includes housing designed for households whose members include ...

	Fixed or limited incomes*		Cognitive disabilities or challenges*	
	Not Windsor %	Windsor %	Not Windsor %	Windsor %
Not at all important	9.0	14.2	5.2	9.4
Slightly important	16.0	20.1	19.4	23.2
Moderately important	23.7	29.5	27.7	35.0
Very important	32.1	25.2	31.6	24.0
Extremely important	19.2	11.0	16.1	8.3
Total	100	100	100	100
Valid	156	254	155	254
Mean	3.37	2.99	3.34	2.98
Std. Deviation	1.219	1.211	1.119	1.089

1=Not at all important; 5=Extremely important; \* indicates statistically significant differences in answers by community of residence; Fielded March 19 – May 5, 2024

**Table 6a. Support for Different Styles of Housing** How much do you support or oppose building the following type of housing in our community...

	Mid-size single family	Smaller single family	Senior citizen housing	Duplexes or twindominiums	Larger single- family homes	Townhouses	Smaller apartment bldgs.	Larger apartment bldgs.*
	%	%	%	%	%	%	%	%
Strongly oppose	1.5	2.7	2.5	6.0	3.7	5.3	8.4	31.2
Oppose	.5	2.7	1.5	6.7	12.2	9.3	10.9	26.4
Neutral	12.5	14.0	15.0	27.9	28.1	27.5	25.3	27.2
Support	56.3	49.1	50.7	44.6	38.6	44.5	40.4	11.2
Strongly support	29.3	31.4	30.3	14.7	17.4	13.5	14.9	4.0
Total	100	100	100	100	100	100	100	100
Valid	400	401	400	401	402	400	403	401
Missing	65	64	65	64	63	65	62	64
Mean	4.11	4.04	4.05	3.55	3.54	3.52	3.42	2.30
Median	4.00	4.00	4.00	4.00	4.00	4.00	4.00	2.00
Mode	4	4	4	4	4	4	4	1
Std. Deviation	.749	.901	.859	1.019	1.033	1.011	1.127	1.141

1=Strongly oppose; 5=Strongly support; \* indicates statistically significant differences in answers by community of residence; Fielded March 19 – May 5, 2024

**Table 6b. Support for Different Styles of Housing: Windsor Residents v. Others**  
 How much do you support or oppose building the following type of housing in our community...

	Larger apartment buildings	
	Not Windsor	Windsor
	%	%
Strongly oppose	23.8	35.4
Oppose	27.2	26.0
Neutral	27.9	26.8
Support	15.0	9.1
Strongly support	6.1	2.8
Total	100	100
Valid	147	254
Mean	2.52	2.18
Std. Deviation	1.184	1.098

1=Strongly oppose; 5=Strongly support; \* indicates statistically significant differences in answers by community of residence; Fielded March 19 – May 5, 2024

**Table 7a. Concerns Related to Housing** How much do you agree or disagree with the following statements about housing in our community?

	I am worried prices too low	I am worried prices becoming too high	I am worried too expensive for young people	I am worried can't find suitable place if I had to move*	I am worried too expensive for my family and friends	I am worried no longer afford as I get older
	%	%	%	%	%	%
Strongly disagree	64.5	1.2	2.5	4.2	3.2	10.7
Disagree	24.3	5.7	7.5	13.2	10.5	23.7
Neutral	7.4	9.0	14.4	11.7	14.5	21.2
Agree	1.0	29.6	32.6	30.2	37.7	19.7
Strongly agree	2.7	54.5	43.0	40.6	34.2	24.7
Total	100	100	100	100	100	100
Valid	403	402	402	401	401	401
Missing	62	63	63	64	64	64
Mean	1.53	4.30	4.06	3.90	3.89	3.24
Median	1.00	5.00	4.00	4.00	4.00	3.00
Mode	1	5	5	5	4	5
Std. Deviation	.887	.941	1.047	1.195	1.090	1.341

1=Strongly disagree; 5=Strongly agree; \* indicates statistically significant differences in answers by community of residence; Fielded March 19 – May 5, 2024

**Table 7b. Concerns Related to Housing: Windsor Residents v. Others** How much do you agree or disagree with the following statements about housing in our community?

	Worried can't find suitable place if I had to move*		No longer afford to live in my current home as I age*	
	Not Windsor	Windsor	Not Windsor	Windsor
	%	%	%	%
Strongly disagree	1.4	5.9	8.2	12.2
Disagree	13.6	13.0	22.4	24.4
Neutral	9.5	13.0	17.0	21.2
Agree	26.5	32.3	19.0	19.7
Strongly agree	49.0	35.8	33.3	24.7
Total	100	100	100	100
Valid	147	254	147	254
Mean	4.08	3.79	3.47	3.11
Std. Deviation	1.12	1.225	1.366	1.310

1=Strongly disagree; 5=Strongly agree; \* indicates statistically significant differences in answers by community of residence; Fielded March 19 – May 5, 2024

**Table 8a. Opinion Related to Relative Costs** Compared to other similar communities in Dane County single family home prices/rents should be ...

	Home prices should	
	be ...*	Rents should be ..
	%	%
Much lower	6.5	9.9
Lower	28.9	30.0
About the same	58.1	54.5
Higher	5.6	4.0
Much higher	0.9	1.5
Total	100	100
Valid	397	398
Missing	68	67
Mean	2.65	2.58
Median	3.00	3.00
Mode	3	3
Std. Deviation	.708	.782

1=Much lower; 5 = Much higher; \* indicates statistically significant differences in answers by community of residence; Fielded March 19 – May 5, 2024

**Table 8b. Opinion Related to Relative Costs: Windsor Residents v. Others** Compared to other similar communities in Dane County single family home prices/rents should be ...

	Home prices should be*	
	Not Windsor	Windsor
	%	%
Much lower	8.3	5.6
Lower	34.3	26.2
About the same	50.9	61.7
Higher	6.5	5.1
Much higher	0.0	1.4
Total	100	100
Valid	108	214
Mean	2.56	2.71
Std. Deviation	0.74	0.714

1=Much lower; 5=Much higher; \* indicates statistically significant differences in answers by community of residence; Fielded March 19 – May 5, 2024

**Table 9a. Concern for Young Adults and Community Workforce** How much do you agree or disagree with the following statements about housing in our community?

	Work here should be able to live here	Grew up here should be able to live here*
	%	%
Strongly disagree	2.5	1.9
Disagree	3.4	2.2
Neutral	10.8	11.9
Agree	37.7	41.6
Strongly agree	45.7	42.5
Total	100	100
Valid	400	396
Missing	65	69
Mean	4.19	4.19
Median	4.00	4.00
Mode	5	4
Std. Deviation	.941	.846

1=Strongly disagree; 5=Strongly agree; \* indicates statistically significant differences in answers by community of residence; Fielded March 19 – May 5, 2024

**Table 9b. Concern for Young Adults and Community Workforce: Windsor Residents v. Others** How much do you agree or disagree with the following statements about housing in our community?

	Grew up here should be able to live here*	
	Not Windsor	Windsor
	%	%
Strongly disagree	0.7	2.0
Disagree	2.8	2.0
Neutral	8.3	14.3
Agree	41.7	45.2
Strongly agree	46.5	36.5
Total	100	100
Valid	144	252
Mean	4.31	4.12
Std. Deviation	0.796	0.868

1=Strongly disagree; 5=Strongly agree; \* indicates statistically significant differences in answers by community of residence; Fielded March 19 – May 5, 2024

**Table 10. Preference for Wider Variety of Options** These questions will help community leaders formulate policies to guide housing development in our community. How much do you agree or disagree with the following statements?

	I would like to see a wider variety of housing options*	I prefer housing options remain as they are right now*
	%	%
Strongly disagree	8.0	10.7
Disagree	12.9	30.3
Neutral	26.6	32.3
Agree	27.4	17.4
Strongly agree	25.1	9.2
Total	100	100
Valid	402	397
Missing	63	68
Mean	2.84	2.65
Median	3.00	3.00
Mode	3	3
Std. Deviation	1.119	.708

1=Strongly disagree; 5=Strongly agree; \* indicates statistically significant differences in answers by community of residence; Fielded March 19 – May 5, 2024

**Table 10b. Preference for Wider Variety of Options: Windsor Residents v. Others** How much do you agree or disagree with the following statements about housing in our community?

	I would like to see a wider variety of housing options		I prefer housing options remain as they are right now*	
	Not Windsor	Windsor	Not Windsor	Windsor
	%	%	%	%
Strongly disagree	8.2	7.8	14.3	8.6
Disagree	6.8	16.5	36.7	26.7
Neutral	22.4	29.0	32.0	32.5
Agree	32.0	24.7	8.8	22.4
Strongly agree	30.6	22.0	8.2	9.8
Total	100	100	100	100
Valid	147	255	147	255
Mean	3.70	3.36	2.60	2.98
Std. Deviation	1.207	1.215	1.096	1.110

1=Strongly disagree; 5=Strongly agree; \* indicates statistically significant differences in answers by community of residence; Fielded March 19 – May 5, 2024

**Table 11. Windsor Residents Only: Preferences for Housing Styles** Community leaders are interested in your opinion on the mix of single family and multifamily homes in our community. The current comprehensive plan for the community has a goal that 70% of dwellings are single family homes and 30% are multifamily homes. Knowing that this is the current target ratio, would you like to see more or less of the following types of homes in our community?

	Duplexes or twindominiums %	Townhouses %	Condominiums %	Apartment buildings %	Single family homes %
Less	25.4	21.8	30.8	65.5	4.8
About the same	53.2	53.2	43.6	26.2	45.8
More	21.4	25.0	25.6	8.3	49.4
Total	100	100	100	100	100
Valid	252	252	250	252	251
Missing	213	213	215	213	214

Windsor residents only; Fielded March 19 – May 5, 2024

Table 12a. Respondent Demographics – Personal characteristics

	All	Windsor	DeForest
	%	%	%
Male	29.3	31.1	25.5
Female	69.6	67.6	73.5
Non-binary/Other	1.0	1.2	1.0
Children under 18 at home	38.9	43.3	34.0
18- 24 years old	1.3	.8	3.1
25-29 years old	3.2	2.5	6.2
30-39 years old	19.0	19.8	13.4
40-49 years old	23.5	28.8	14.4
50-59 years old	20.3	14.8	27.8
60-69 years old	17.7	18.5	14.4
70-79 years old	12.4	12.8	16.5
80 or older	2.6	2.1	4.1
Employed	67.8	66.5	62.2
Self-employed	4.5	5.0	4.1
Retired	24.3	24.4	30.6
Homemaker	1.1	1.7	3.1
Student	.3	.4	.2
Other	2.1	2.1	.1
High school or GED	8.2	5.8	14.3
Apprenticeship	.8	.8	1.0
Assoc. or technical degree	13.0	14.6	12.2
Some college	12.7	11.3	18.4
Bachelor's degree	41.1	44.2	36.7
Graduate degree	24.1	23.3	17.3
Household Income Less than \$50,000	7.4	5.9	13.5
\$50,000- \$74,999	11.2	6.7	20.2
\$75,000- \$99,999	13.4	12.1	12.4
\$100,000- \$124,999	18.6	18.8	16.9
\$125,000- \$149,999	10.7	10.5	11.2
\$150,000- \$200,000	14.2	17.2	10.1
More than \$200,000	13.4	7.7	6.7
Prefer not to answer	11.2	15.4	9.0
Total	465	255	104

Fielded March 19 – May 5, 2024

**Table 12b. Respondent Demographics – Community tenure, work location, residence**

	All	Windsor	DeForest
	%	%	%
Less than 5 years in community	18.9	19.2	19.8
5-10 years in community	19.7	20.8	12.5
11-20 years in community	21.1	21.3	22.9
More than 20 years in community	40.3	38.8	44.8
Live and work in DeForest/Windsor*	47.2	41.9	62.3
Live in DeForest/Windsor but work elsewhere*	52.8	58.1	37.7
Rent apartment/condo	12.2	7.1	22.7
Own apartment/condo	7.4	6.3	9.3
Rent single family	1.3	.4	1.0
Own single family	77.9	84.5	67.0
Other	1.1	1.7	0
Total	465	255	104

\*Asked of those who are employed; Fielded March 19 – May 5, 2024

For additional information please contact

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