



Town of Dallas Comprehensive Planning Public Opinion Survey Report, 2009

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Executive Summary

In October and November of 2008, the Survey Research Center (SRC) at the University of Wisconsin – River Falls mailed surveys to 255 Town of Dallas residences. The SRC received 148 completed surveys, which is a strong 58 percent response rate. In 2007, the estimated number of adults in the Town of Dallas was 457.¹ With 148 responses, the estimates contained in this report are expected to be accurate to within plus or minus 6.6 percent. Statistical tests indicate that “non-response bias” is not a problem with this sample.

Ninety percent of respondents rate the overall quality of life in the Town of Dallas as excellent or good. The top reason for choosing to live in the Town is being near family and friends followed by the small town atmosphere and agriculture.

A majority rated nine of the fifteen Town services listed on the survey as excellent or good. Town hall and facilities (85%) and emergency services (78%) have the highest excellent/good ratings. Almost all of the survey respondents (96%) believe that the overall road network in the Town meets the needs of its citizens. Over three-fourths (79%) of respondents believe that alternative modes of transportation are important and slightly less than half of respondents believe there should be more biking and walking lanes along public roadways.

Over three-fourths of respondents said that it is essential or important to use Town tax dollars or regulations to protect groundwater, lakes, rivers and streams, and farmland.

Two-thirds of respondents feel that more elderly housing is needed in the community, followed closely by 64% who believe more affordable housing is needed; a majority (57%) see a need for more starter homes.

All Town of Dallas respondents want to see productive agricultural land used in agriculture. Forty-three percent are supportive of using productive farmland for residential purposes and 29% are supportive of using productive agricultural land for commercial uses. A majority of respondents believes that landowners should not be allowed to develop their land any way they want; 34% believe that they should. Eight in ten respondents believe there should be a minimum lot size on residential development in rural areas. Only 18% of respondents believe that the Town should use tax dollars to purchase development rights to preserve prime farmland.

A slight majority of respondents are willing to use tax dollars to recruit new business and industry to the Town. The type of businesses that respondents consider important to the Town, are, by a large margin, agricultural related businesses. Home based businesses, commercial and retail development, and service industries have one-third or more respondents rating them as essential or very important to the Town. Strong support is shown for pursuing wind and solar energy as economic development options.

Respondents identified protecting agricultural resources, ensuring public safety, and providing efficient and effective government as the most important functions of Town Government.

¹ 2007 Wisconsin Department of Administration Estimate.

Survey Purpose

The purpose of this survey was to understand public opinions about a range of important land use issues facing the Town of Dallas. Survey results will provide input into the comprehensive land use plan that the Town of Dallas is developing.

Survey Methods

From late-October to late-November 2008, the Survey Research Center (SRC) at the University of Wisconsin – River Falls mailed surveys to 255 Town of Dallas residences. The SRC received 148 completed surveys, which is a 58 percent response rate. Based on the estimated number of adults in the Town in 2007 (457), the estimates contained in this report are expected to be accurate to within plus or minus 6.6 percent.

Surveys have to be concerned with “non-response bias”. Non-response bias refers to a situation in which people who do not return a questionnaire have opinions that are systematically different from the opinions of those who return their surveys. For example, Question 3e of the survey asked respondents to rate roads and highways on a scale from “excellent” (= 1) to “poor” (= 4). If only people who were very satisfied with the roads and highways responded to the survey, the overall rating in the report would overstate the level of satisfaction of the overall population and the survey would have non-response bias.

The SRC tested 106 variables included in the questionnaire and found only three instances in which responses from the first mailing and those from the second were statistically different. In most instances, the differences do not change the interpretation of results. **Based upon a standard statistical analysis that is described in Appendix A, the Survey Research Center (SRC) concludes that there is little evidence that non-response bias is a concern for the Town of Dallas survey.**

In addition to the numeric responses, respondents provided additional written comments that were compiled by the SRC from the surveys. **Appendix B to this report contains the complete compilation of comments.**

Appendix C contains the survey questionnaire with a quantitative summary of responses by question.

Profile of Respondents

Table 1 summarizes the demographic profile of respondents to the Town of Dallas Comprehensive Planning Public Opinion survey. Where comparable data were available from the 2000 Census, they were included to indicate the degree to which the sample represents the underlying adult population in the Town.

| Table 1: Demographic Profile of Respondents | | | | | | | |
|---|-------|--------------------|-----------------|-----------------|-----------------|-----------------|-------------------|
| | | | | | | | |
| Gender | Count | Male | Female | | | | |
| Sample | 124 | 69% | 31% | | | | |
| Census (18+) | 443 | 52% | 48% | | | | |
| | | | | | | | |
| Age | Count | 18-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65+ |
| Sample | 134 | 1% | 6% | 13% | 19% | 34% | 27% |
| Census (18+) | 443 | 12% | 19% | 20% | 22% | 11% | 17% |
| | | | | | | | |
| Employment Status | Count | Full-Time | Part-Time | Self Empl | Unempl | Retired | Other |
| Sample | 131 | 40% | 5% | 25% | 0% | 29% | 1% |
| Census (16+) | 402 | 74% | | 14% | 1% | 11% | |
| | | | | | | | |
| Place of Residence | Count | Own | Rent | Other | | | |
| Sample | 137 | 95% | 3% | 2% | | | |
| Census (Occupied Housing Units) | 217 | 86% | 14% | | | | |
| | | | | | | | |
| Number in Household | Count | 0 | 1 | 2 | 3 | 4 | 5+ |
| Adults (sample) | 141 | | 17% | 72% | 11% | 1% | 0% |
| Children (sample) | 131 | 82% | 6% | 7% | 3% | 1% | 1% |
| Census (households with children <18) | 217 | 65% | 35% | | | | |
| | | | | | | | |
| Household Income Range | Count | Less than \$15,000 | \$15 - \$24,999 | \$25 - \$49,999 | \$50 - \$74,999 | \$75 - \$99,999 | \$100,000 or More |
| Sample | 131 | 5% | 9% | 39% | 30% | 8% | 9% |
| Census (households) | 201 | 8% | 13% | 44% | 15% | 8% | 11% |
| | | | | | | | |
| Length of Residency | Count | Less than 1 year | 1 – 4 years | 5 – 9 years | 1 - 24 years | 25+ years | |
| Sample | 134 | 4% | 11% | 8% | 21% | 55% | |

Sample Bias Concerns. The sample has considerably fewer females, younger people, and renters but more self employed respondents and respondents with higher annual incomes when compared to 2000 Census data. Comparison of income data to the Census is problematic due to the age of the data and the growth of incomes since the 2000 Census.

In approximately 10 percent of the survey questions, males and females have statistically significant differences of opinion. Females are more likely to believe that Town of Dallas tax dollars/regulations should be used to protect various natural resources listed in the survey. Females are also more likely to see the need for more affordable, elderly, and starter housing in the Town.

Another difference from the expected demographic profile is with respect to age. There are substantially fewer people under 45 years of age in this sample than in the Census. This is probably because the mail list used was composed of property owners in the Town and younger people are less likely to be property owners. Approximately 8% of the variables tested showed a significant difference between the opinions of those younger than 45 and those older than that. Younger residents are more supportive of allowing the expansion of large-scale farms anywhere in the Town and are more likely to agree that landowners should be allowed to develop land any way they want. Younger respondents are also slightly more likely to agree that alternative modes of transportation, such as ATV, snowmobile, bicycle, and walking are important.

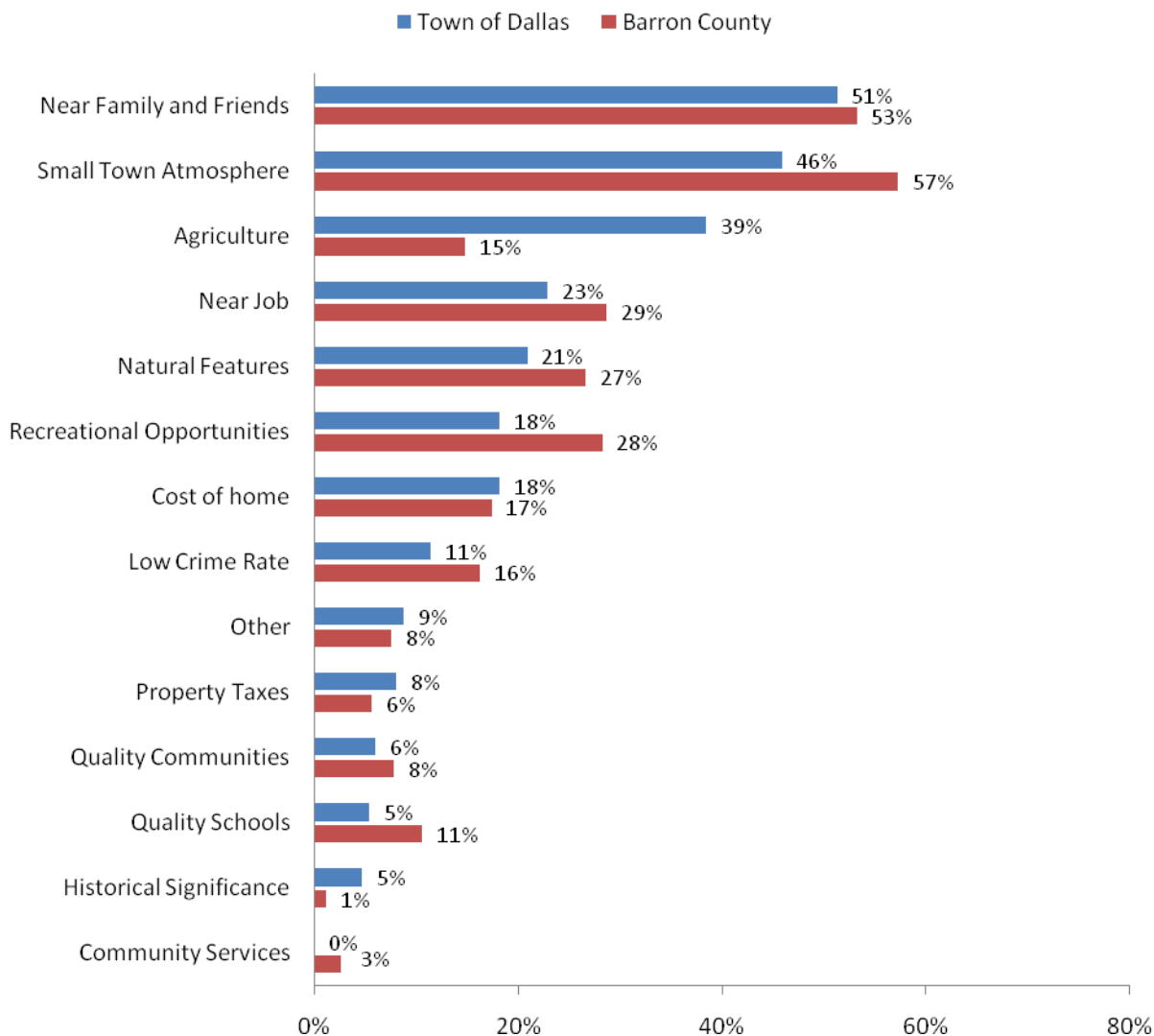
We will note differences of opinion of different demographic groups throughout the report.

In addition, in the fall of 2008, a survey was sent to Barron County residents asking similar questions regarding comprehensive planning. For comparison purposes, we will note applicable similarities and differences between the results of the two surveys (Town of Dallas and Barron County) throughout the report.

Quality of Life

Choosing Place of Residence. Respondents were asked to identify the three most important reasons they have chosen to live in the Town of Dallas. The results are summarized in Chart 1 (Town = top bar and County = bottom bar). The top reason was being near family and friends. The small town atmosphere and agriculture were the second and third reasons chosen. Relatively few respondents report that property taxes, quality communities, quality schools, or historical significance are reasons they live in the Town of Dallas. No respondent chose community services as one of their top reasons to live in the Town.

Chart 1: Top Reasons for Choosing Place of Residence

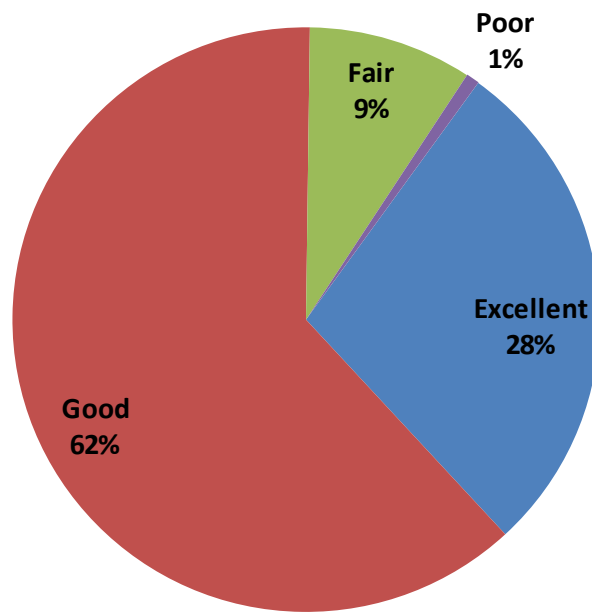


- Respondents who have lived in the Town for 10 years or more are more likely to say that they choose to live in the Town of Dallas to be near family and friends.
- Being near employment opportunities is more important to respondents currently employed.
- Recreational opportunities are more important to shorter-term residents (lived in Town for less than 10 years) and respondents with household incomes of \$50,000 or more.

Respondents to the countywide comprehensive planning survey were given a similar list of items to prioritize. The top two reasons in both surveys were the same, but in reverse order. Both groups ranked being near family and friends and the small town atmosphere as their top two reasons for choosing where they live. The respondents to the overall County survey included being near their job as the number three reason whereas Town respondents said that agriculture was their third most important reason for living where they do.

Quality of Life. When respondents were asked to rate the overall quality of life in the Town, 90% rated it excellent or good (**Chart 2**). As was the case with the two top reasons for living in the Town, quality of life results are similar to those shown in the fall 2008 Barron County survey. More than four of five County residents felt that the overall quality of life in the County was good or excellent.

Chart 2: Quality of Life

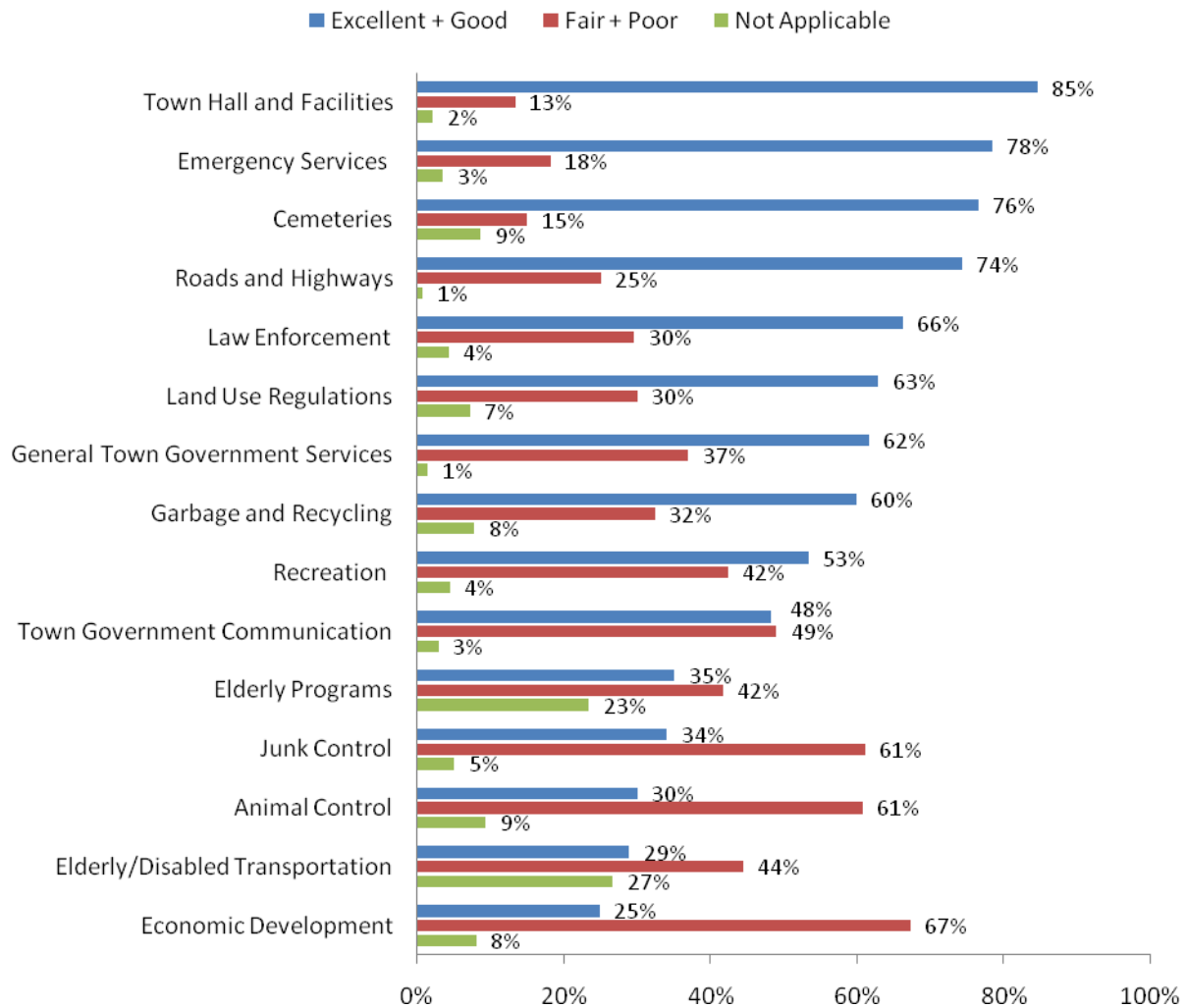


Programs and Services

Quality of Town Services and Programs. In Chart 3 the ratings respondents give to Town services and programs are grouped into “excellent or good” (top bar), “fair or poor” (middle bar), and “not applicable” (bottom bar).

More than half of the respondents rated the quality of nine of the fifteen Town services listed as excellent or good. More than half the respondents rated three Town services as fair or poor: economic development (67% fair/poor), animal control (61% fair/poor), and junk control (61% fair/poor). Town government communication had nearly half respondents rating it fair/poor.

Chart 3: Quality of Town Services and Programs



Opinions about Town services and programs vary by demographic group:

- Respondents with children in their household are more likely to rate land use regulations and emergency services higher.
- Animal control is rated lower by respondents without children in their household.
- Males are more likely to rate junk control and Town government communications lower.
- Garbage and recycling and the Town Hall and facilities are rated higher by respondents that have lived in the Town longer.
- Economic development is rated lower by employed respondents.

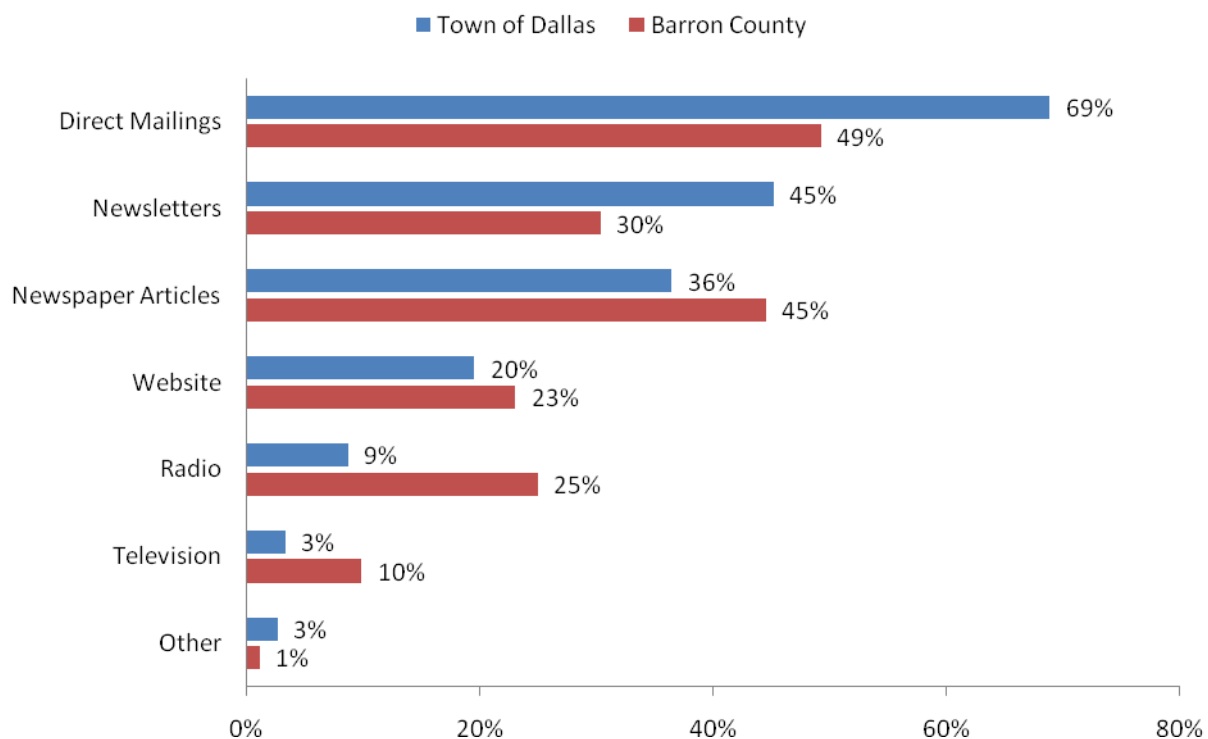
Top ratings on the County survey went to the County's outdoor amenities (parks, forests, and trails), emergency management, and highways.

Communication

Respondents were asked to identify the two most effective ways for the Town of Dallas to provide information regarding its services and programs to residents. Chart 4 summarizes the responses and indicates that direct mail is the preferred method (Town = top bar and County = bottom bar). Newsletters were in second place at 45 percent. Other surveys of this type that the SRC has done around the state have consistently identified direct mailings as the preferred method of communication between a jurisdiction and its residents. As was the case with the Town, the Barron County survey respondents picked direct mailings as their top County communication source but chose newspaper articles, instead of newsletters as their number two choice.

- Respondents that have lived in the Town of Dallas for 10 years or more are more likely to prefer newspapers.
- Respondents that are not employed are more likely to believe that the radio is an effective way for the Town to provide information to its citizens about services and programs.

Chart 4: Most Effective Ways to Communicate with Residents

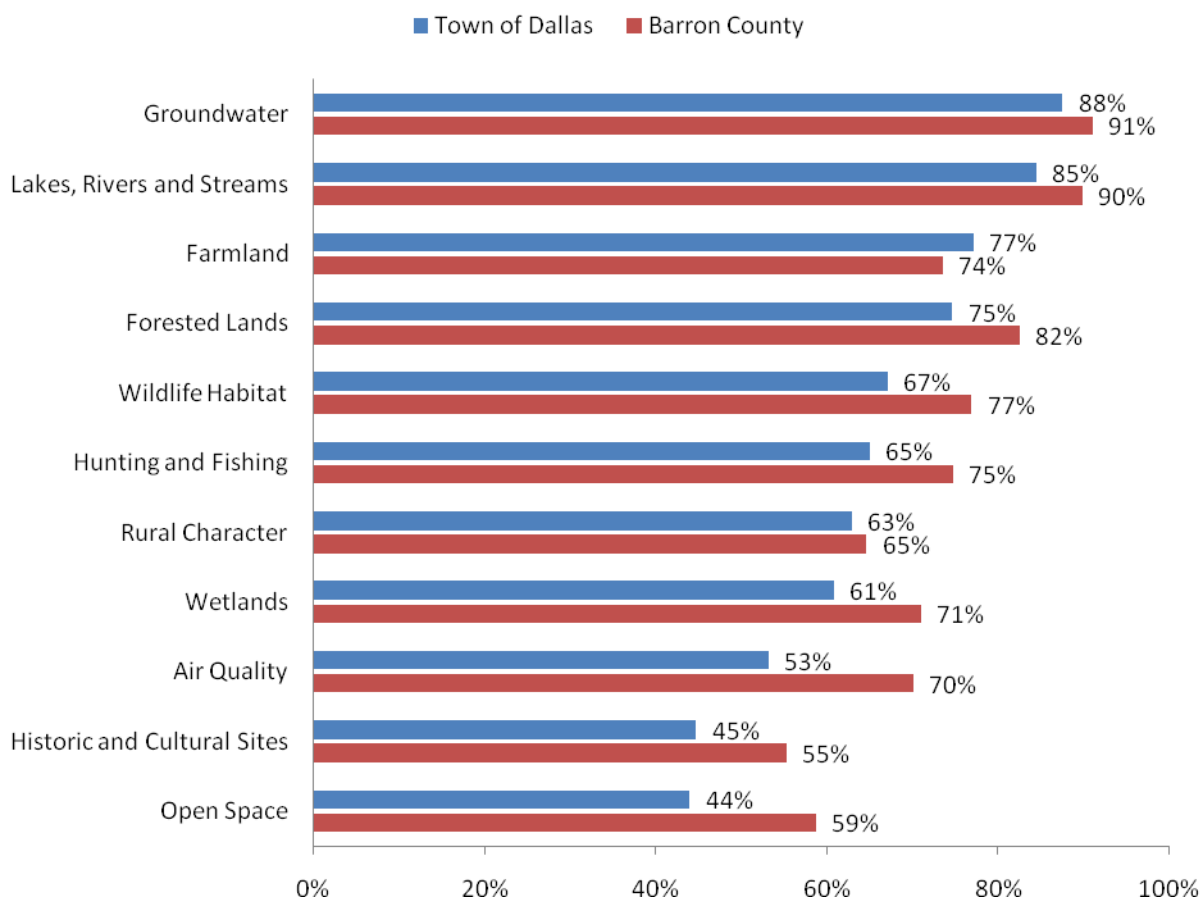


Likelihood of Attending Public Events Related to Comprehensive Planning. Forty-five percent of respondents said that they would be very likely or likely to attend a visioning session or other public participation event related to comprehensive planning. However, more respondents (55%) would be unlikely or very unlikely to attend such events.

Natural and Cultural Resources

Natural Resource Protection. Chart 5 shows that when asked how important it is for the Town of Dallas to use tax dollars/regulations to protect various resources, a majority of respondents said that it is essential or important to protect nine of the eleven resources listed on the survey using tax dollars or regulations. More than three-fourths of respondents believe that it is essential or important to protect groundwater, lakes, rivers and streams, and farmland. Substantial minorities believe that protection of historic and cultural sites (45%) and open space (44%) is essential/important.

**Chart 5: Importance of Protecting Natural Resources
(Percent Essential + Important)**



- Females are more likely to say that it is essential or important for the Town of Dallas to use tax dollars/regulations to protect open space, farmland, and historic and cultural sites.
- Younger respondents are more likely to say that it is essential/important to use tax dollars or regulations to protect hunting and fishing and wildlife habitat.

When comparing the Town results with countywide results, the protection of groundwater and lakes, rivers and streams were also the top two resources listed on the countywide survey. The protection of forested lands rounded out the top three. Using tax dollars/regulations to protect farmland, (the Town of Dallas's number three choice) was number six on the countywide survey.

Housing

Town of Dallas respondents were asked if additional units of affordable housing, housing to meet the special needs of the elderly, and starter homes were needed in their community. Affordable housing was defined in the survey as housing with rent or mortgage payments that are no more than 30% of a household's gross income, elderly housing was defined as housing for those 65+ that accommodates special needs such as wheelchairs, and starter homes was defined as first time buyer homes. As noted in Table 2, two-thirds of respondents felt that more elderly housing is needed in the community, followed closely by 64% who believe more affordable housing is needed, and more than a majority (57%) see a need for more starter homes.

| Table 2: Housing Needs in the Town of Dallas | | | | | | |
|---|--------------|-----------------------|--------------|-----------------|--------------------------|-------------------|
| | Count | Strongly Agree | Agree | Disagree | Strongly Disagree | No Opinion |
| Need Elderly Housing | 141 | 19% | 47% | 16% | 5% | 13% |
| Need Affordable Housing | 140 | 15% | 49% | 16% | 6% | 14% |
| Need Starter Homes | 141 | 10% | 47% | 22% | 4% | 17% |

By demographic designation:

- Support for more of all three housing types listed on the survey was higher among females.

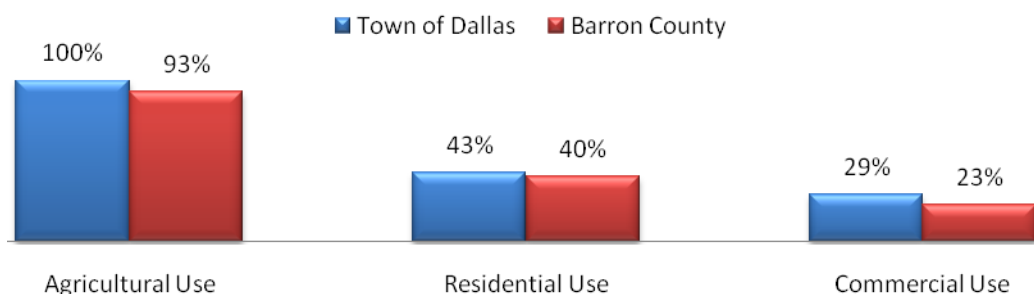
The level of agreement that more of these types of housing are needed in Barron County or the Town of Dallas are very similar:

- Elderly housing: 73% of County residents agreed that more is needed compared to 66% in Dallas
- Affordable housing: 65% supported this in the County versus 64% in the Town
- Starter homes: 60% of Barron County residents agree more are needed versus 57% in Dallas

Agriculture and Land Use

Use of Agricultural Land. Chart 6 shows that all respondents (count = 143) agree that productive farmland should continue being used in agriculture (Town = left column and County = right column). Forty-three percent are supportive of using productive farmland for residential purposes and 29% are supportive of using productive agricultural land for commercial uses. There are no statistically significant differences by demographic group to this question.

**Chart 6: Productive Agricultural Land Should Be Used for:
(Percent Strongly Agree + Agree)**



Nearly identical results occurred in the County survey. There was a near consensus on allowing productive farmland to continue being used in agriculture. A majority of Barron County landowners were opposed to using productive farmland for residential or commercial purposes.

Large Scale Farms. Town of Dallas respondents were asked to consider where large farming operations, those involving 500 or more animal units, should be allowed to expand. Survey responses (Table 3) indicate that a slight majority of respondents are in favor of allowing expansions that are 2 miles or more from incorporated areas. Forty-two percent are willing to allow expansion anywhere in the Town. Less than one-third are willing to allow expansion within one mile of incorporated areas (31% strongly agree or agree that this should be permissible), and slightly over one-fourth (28%) are not willing to allow expansion anywhere at all in the Town.

- Younger respondents and respondents with children in their household are more likely to strongly agree/agree that large-scale farms should be allowed to expand anywhere in the Town of Dallas.

| Table 3: Large Scale Farms Involving 500+ Animal Units Should Be Allowed to Expand: | | | | | | |
|--|--------------|-----------------------|--------------|-----------------|--------------------------|-------------------|
| | Count | Strongly Agree | Agree | Disagree | Strongly Disagree | No Opinion |
| Outside 2 Mile Radius of Incorp. Areas | 135 | 9% | 43% | 26% | 12% | 10% |
| Anywhere in the Town of Dallas | 136 | 13% | 29% | 35% | 18% | 6% |
| Outside 1 Mile Radius of Incorp. Areas | 135 | 4% | 27% | 41% | 16% | 10% |
| Nowhere in the Town of Dallas | 136 | 13% | 15% | 39% | 26% | 7% |

In comparison to Town results, Barron County survey results indicate that a majority of respondents in Barron County are in favor of restricting where expansions of large farms can occur. A majority are in favor of allowing expansions that are 2 miles or more from incorporated areas. Only between one-fifth and one-third are willing to allow expansion within one mile of incorporated areas (33% strongly agree or agree that this should be permissible), anywhere at all in Barron County (25%), or nowhere in the County (21%).

Opinions about Development. A majority of Dallas respondents believes that landowners should not be allowed to develop their land any way they want; 34% believe they should. Most respondents believe that the visual impact of development is an important consideration when evaluating proposed development. Eight in ten respondents feel there should be a minimum lot size on residential development in rural areas. (Table 4).

| Table 4: Opinions about Land Use Decisions | | | | | | |
|---|--------------|-----------------------|--------------|-----------------|--------------------------|-------------------|
| | Count | Strongly Agree | Agree | Disagree | Strongly Disagree | No Opinion |
| Landowners should be allowed to develop land any way they want. | 141 | 12% | 22% | 39% | 23% | 4% |
| The visual impacts (view of the landscape) of development is an important consideration when evaluating proposed development. | 139 | 19% | 64% | 7% | 2% | 7% |
| There should be a minimum lot size on residential development in rural areas. | 141 | 25% | 55% | 9% | 7% | 4% |

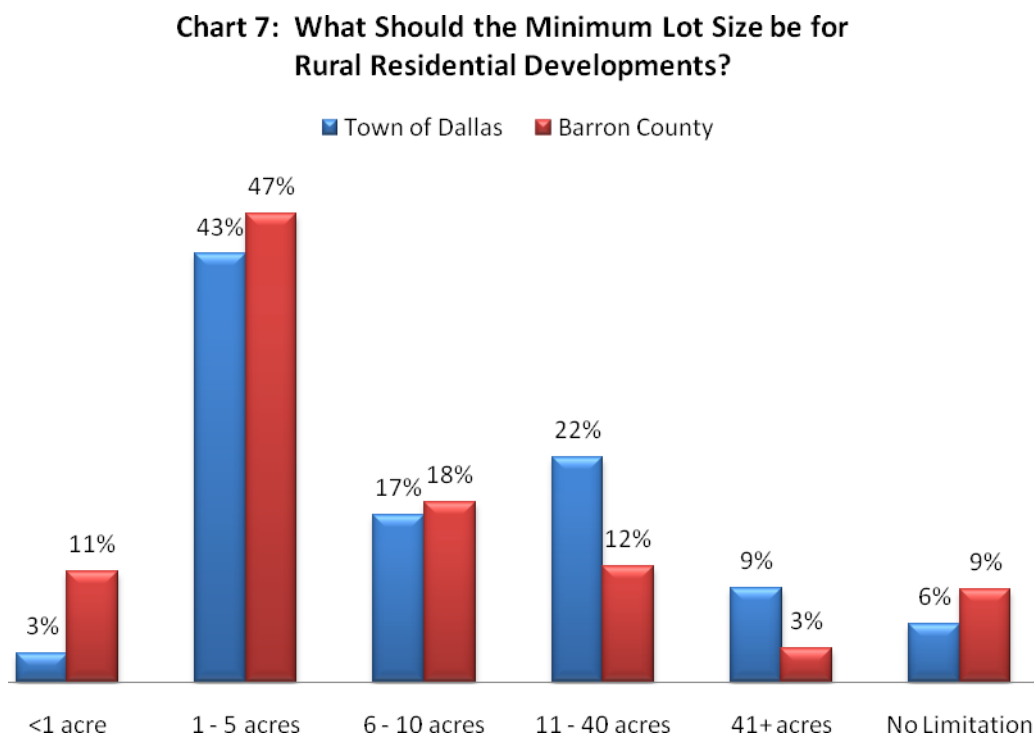
Town of Dallas respondents generally shared the same opinion regarding the land use decisions shown in Table 4 with Barron County respondents. In the countywide survey, 85% agree or strongly agree that visual impacts (view of the landscape) should be considered when evaluating a proposed development. Seventy percent are in favor of having a minimum lot size for developments in rural areas and respondents generally rejected the idea that landowners should be allowed to develop land in any way they want (61% opposed vs. 35% in favor).

Development Rights. When asked if the Town should use tax dollars to purchase development rights (PDR) to preserve prime farmland, only 18% were supportive and 52% said no. Nearly one-third of respondents were not familiar with the PDR program, which suggests an opportunity for further educational efforts.

- Females were more likely to say they “don’t know” if the Town should use tax dollars to purchase development rights to preserve prime farmland.

When County residents were asked if Barron County should use tax dollars to purchase development rights to preserve prime farmland, results were nearly identical to the Town’s; 19% were supportive, 52% said no, and 29% were unsure.

Minimum Lot Size. Chart 7 indicates that about half of the respondents feel that lots in rural residential developments should be 1 – 5 acres.



Only 3% feel that the minimum lot size should be less than an acre, compared to 17% who would like to see a minimum of 6 – 10 acres and 22% that prefer 11 – 40 acres. (Town responses = left column, County responses = right column). Those who own more acres of land tend to prefer higher minimum lot sizes for rural residential development. County results were fairly similar to the Town’s. County residents are slightly more supportive of minimum lot sizes of less than one acre and slightly less supportive of minimum lot sizes of more than 10 acres.

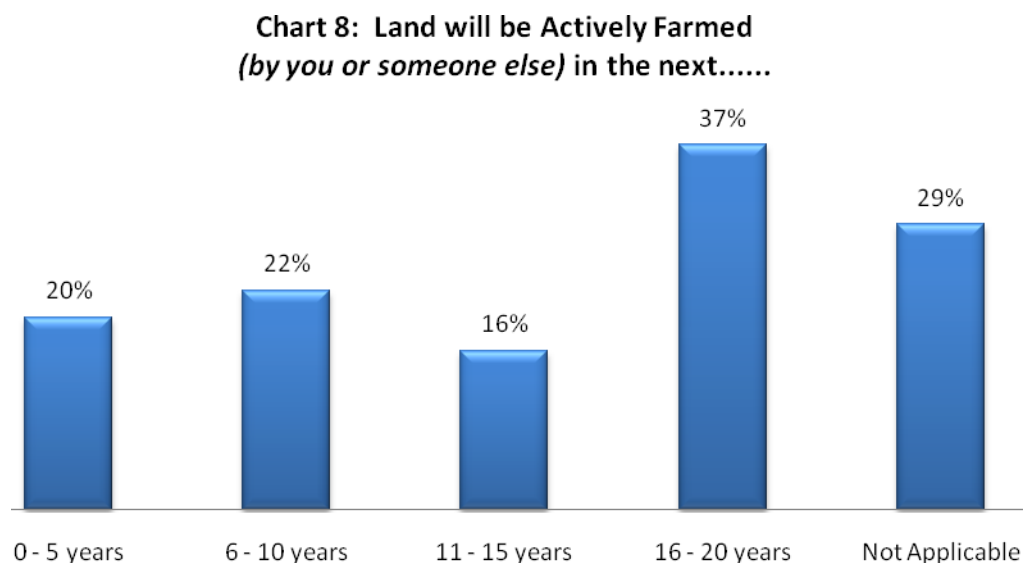
Acreage. Respondents were asked how many acres they own in the Town of Dallas and the minimum number of acres needed to constitute a farm. Table 5a shows that over half the respondents own 40 or more acres in the Town of Dallas and one-fifth own less than 10 acres. The most notable difference between the Town and County results is the number of acres owned. The Town of Dallas has a high percentage (54%) of large acreage (40+ acres) landowners (vs. 22% from County sample) and a comparatively low percentage (20%) of landowners owning less than 10 acres (vs. 67% from County sample).

Town and County respondents share similar views about the number of acres of land needed to be considered a farm (**Table 5b**). However, Town of Dallas respondents are more likely than County respondents to believe that more than 40 acres constitutes a farm (58% vs. 47%).

| Table 5a: Acres of Land Owned | | | | | |
|---|--------------|----------------|----------------|----------------|------------|
| | Count | < 10 | 10 - 20 | 21 - 40 | 40+ |
| Town of Dallas | 143 | 20% | 8% | 19% | 54% |
| Barron County | 388 | 67% | 5% | 6% | 22% |
| Table 5b: Acres of Land Needed to be Considered a Farm | | | | | |
| | Count | < 10 | 10 - 20 | 21 - 40 | 40+ |
| Town of Dallas | 137 | 7% | 16% | 20% | 58% |
| Barron County | 387 | 7% | 21% | 24% | 47% |

- Respondents 45 and over and longer-term residents (10 or more years) generally said that larger acreages were needed to be considered a farm.
- Respondents with household incomes of \$50,000 or more are more likely to own more than 20 acres of land.

Respondents were asked if their land is currently farmed and to speculate whether or not it would be farmed in the future. Sixty-four percent of the respondents said that their land is actively farmed. Chart 8 shows that nearly one-third said that the question about their land being farmed in the future was not applicable to them.



Slightly over half the respondents who reported that their land was currently being farmed said that they believe it will still be farmed over ten years from now; 42% believe that the land will be continue to be farmed 10 years or less.

- Over half (52%) the respondents who own more than 40 (actively farmed) acres believe that their land will still be farmed more than 15 years from now.

In comparing the countywide results with the Town's, only 24% of the Barron County respondents said that their land is currently farmed. Two-thirds of the County sample said that the question about their land being farmed in the future was not applicable to them. Slightly more than half of County respondents who reported that their land was currently being farmed said that they believe it will still be farmed 16-20 years from now.

Transportation

The data in Table 6 indicate that almost all of the survey respondents (96%) believe that the overall road network in the Town meets the needs of its citizens. Over three-fourths (79%) of respondents believe that alternative modes of transportation are important and slightly less than half believe there should be more biking and walking lanes along public roadways.

- Employed respondents and respondents younger than 45 are more likely to agree that alternative modes of transportation are important.
- Females are more likely to agree that there should be more biking and walking lanes along public roadways.

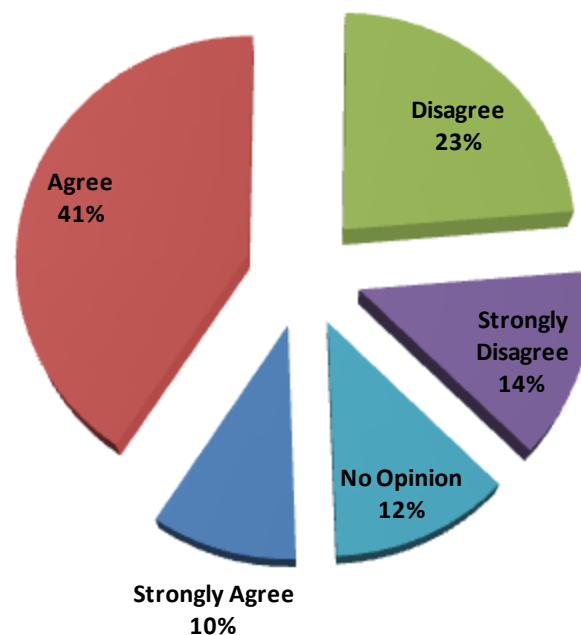
| Table 6: Transportation Issues in the Town of Dallas | | | | | | |
|--|--------------|-----------------------|--------------|-----------------|--------------------------|-------------------|
| | Count | Strongly Agree | Agree | Disagree | Strongly Disagree | No Opinion |
| The overall road network (roads, streets, and highways) in the Town of Dallas meets the needs of its citizens. | 138 | 29% | 67% | 3% | 0% | 1% |
| Alternative modes of transportation, such as ATV, snowmobile, bicycle, and walking are important. | 137 | 18% | 61% | 11% | 5% | 4% |
| There should be more biking and walking lanes along public roadways. | 137 | 10% | 36% | 36% | 14% | 4% |

Comparison to the County results indicate that, as is the case with the Town, the overwhelming majority of Barron County respondents feel that the current road network meets the needs of its citizens and that alternative modes of transportation (ATVs, snowmobiles, bicycles, and walking) are important. Nearly two-thirds of County respondents felt that more biking and walking lanes are needed along public roadways.

Economic Development

Recruiting new business and industry. Chart 9 indicates that, by a slight majority, respondents are willing to use tax dollars to recruit business and industry to the Town; 37% disagree with using tax revenues in this fashion.

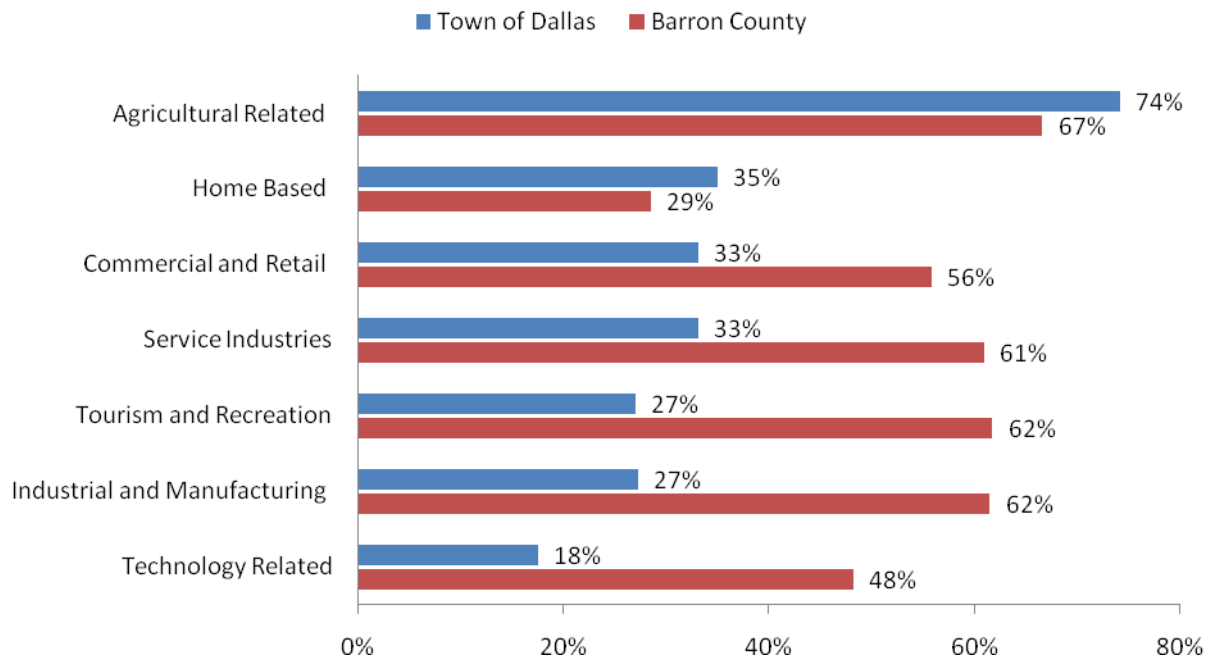
Chart 9: Use Town Tax Dollars to Recruit New Business and Industry



County results showed more willingness to use County tax dollars to recruit new business and industry. Nearly 70% agree (49%) or strongly agree (20%) that tax dollars should be used to recruit new businesses and industries; only 22% disagree.

Types of Businesses in Town. Respondents were asked to rate the importance of various types of businesses in the Town of Dallas. Chart 10 shows that agricultural related businesses are by far the top choice with the remaining choices far behind (Town = top bar and County = bottom bar). Home based businesses, commercial and retail development, and service industries have one-third or more respondents deeming them essential or very important to the Town. Results show that the lowest importance ratings went to technology related businesses. There are no statistically significant differences by demographic group to this question.

**Chart 10: Importance of Types of Businesses in the Town
(Percent Essential + Very Important)**



A similar list was given to County respondents (with the addition of downtown, “main street” development), and between 60% and 70% felt that agricultural related businesses, tourism and recreation, industry/manufacturing, and service industries are essential or very important to Barron County.

Location of Commercial or Industrial buildings. Table 7 indicates that a majority of Town respondents believe that commercial or industrial buildings should be built in (63%) or near (69%) an existing city or village; 34% agree that such buildings could be built anywhere in the Town.

- Females are more likely to have no opinion as to where commercial or industrial buildings should be located in the Town.

Nearly identical results occurred in the countywide survey; 70% felt that commercial or industrial buildings in Barron County should be located in or near existing cities or villages; 28% thought such buildings should be built anywhere in the County.

| Table 7: Where Should Commercial or Industrial Buildings Be Located in Town of Dallas? | | | | | | |
|---|-------|----------------|-------|----------|-------------------|------------|
| | Count | Strongly Agree | Agree | Disagree | Strongly Disagree | No Opinion |
| In an Existing City/Village | 129 | 18% | 45% | 17% | 2% | 19% |
| Near a City/Village | 130 | 12% | 57% | 13% | 2% | 15% |
| Anywhere in Town of Dallas | 131 | 6% | 28% | 35% | 16% | 15% |

Energy Alternatives. Table 8 summarizes the opinions of Town of Dallas respondents with respect to pursuing alternative energy forms as an economic development strategy. Both wind and solar power are seen as worthy economic development options by more than 70% of the respondents; 57% feel this way about biofuels. “Other” alternative energy options included biomass and composting (see Appendix B, Question 25).

The countywide survey showed similar enthusiasm for wind and solar power with 80% of the respondents agreeing that they should be pursued as forms of economic development; biofuels were seen as a worthy economic development option by about two-thirds of County respondents.

| Table 8: The Town Should Pursue Energy Alternatives as a Form of Economic Development: | | | | | | |
|---|--------------|-----------------------|--------------|-----------------|--------------------------|-------------------|
| Energy Alternatives | Count | Strongly Agree | Agree | Disagree | Strongly Disagree | No Opinion |
| Bio Fuels | 137 | 15% | 42% | 20% | 11% | 13% |
| Solar Energy | 138 | 21% | 50% | 10% | 7% | 12% |
| Wind Energy | 137 | 27% | 49% | 8% | 6% | 10% |
| Other | 41 | 15% | 12% | 5% | 0% | 68% |

Key Functions of Town of Dallas Government

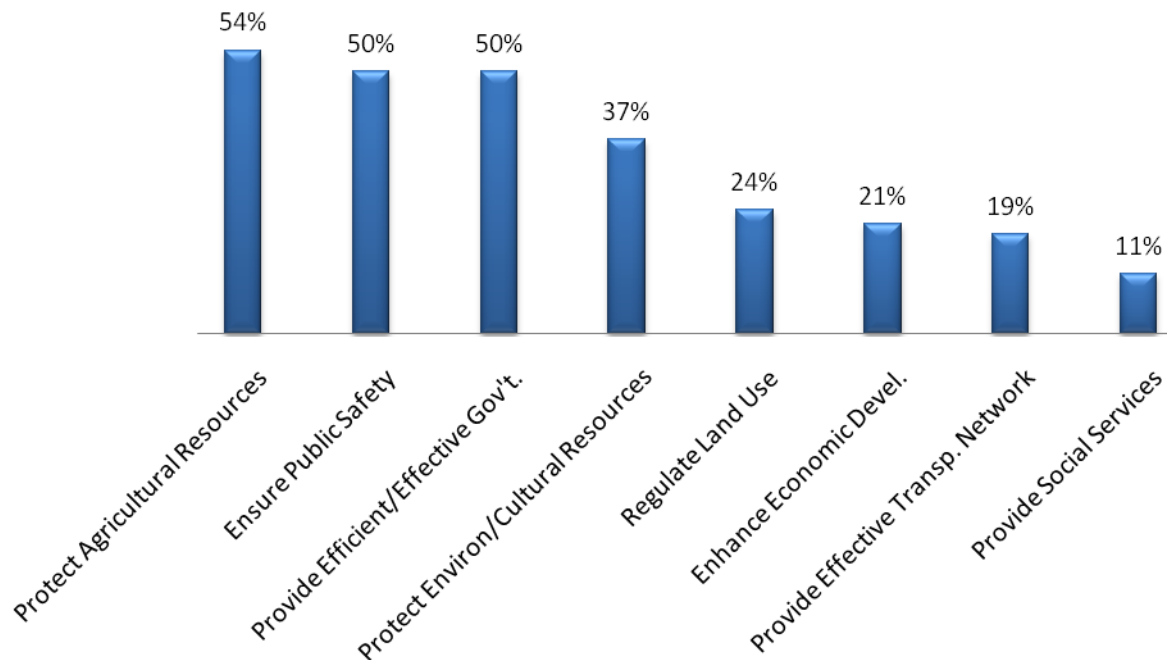
Respondents were asked to identify the three most important functions of Town of Dallas government. Their responses are summarized in Chart 11. The top three functions, according to respondents, are the protection of agricultural resources at 54%, followed by ensuring public safety and providing efficient/effective government, both at 50%.

Between 20% and 40% of respondents believe that enhancing economic development, regulating land use, and protecting cultural and environmental resources are key functions of Town government.

- Respondents with household incomes of \$50,000 or more are more likely to say that ensuring public safety is one of the most important functions of government in the Town.
- Protecting environmental/cultural resources is a top Town function for employed respondents.
- Providing social services is a high priority for Town government according to females.
- Non-employed respondents are more likely to say that regulating land use should be one of the top functions of Town government.

When comparing Town results to the County, County respondents identified ensuring public safety as the most important County function at 65%. Providing efficient and effective government was chosen by about half of the respondents. Between 30% and 40% of County respondents said that enhancing economic development, protecting agricultural resources, and protecting cultural and environmental resources are key functions of County government.

Chart 11: Top Three Functions of Town of Dallas Government



Living in the Town of Dallas. Near the end of the survey, respondents were asked the following open-ended question, “What do you like about living in the Town of Dallas?” Nearly three-fourths of respondents chose to answer this question. The answers were grouped into specific topics by the SRC and are summarized in Table 9. The complete list of responses is included in Appendix B.

| Table 9. Like About Living in the Town of Dallas | | |
|--|------------|-------------|
| Topic | Count | % |
| Atmosphere | 57 | 52% |
| Location | 9 | 8% |
| Do Not Live in Town (property owner) | 8 | 7% |
| Town Board/Government | 7 | 6% |
| Taxes | 6 | 5% |
| Services | 4 | 4% |
| Transportation/Roads | 3 | 3% |
| Recreation | 2 | 2% |
| Miscellaneous | 14 | 13% |
| Total | 110 | 100% |

One topic, atmosphere, accounted for 52 percent of all comments. Comments regarding the Town’s atmosphere included words such as lifestyle, small, quiet, and safe.

Location garnered the second highest number of comments followed by property owners who stated that they do not live in the Town. When mentioning location, respondents stated that the Town was centrally located and in close proximity to services and other communities.

Comments include:

“Great country living, lots of wooded land, small agriculture, most people friendly.”

“Close to work, friends, family, and business.”

“Peaceful and enjoy the rural lifestyle. Excellent place to raise a family.”

Conclusions

It is clear from the results of the survey that agriculture is a key element in the Town of Dallas. Not only was agriculture one of the top three reasons respondents said that they chose to live in the Town, over three-fourths also believe it is essential or important to protect farmland by using Town tax dollars or regulations.

All respondents support allowing productive farmland to continue being used in agriculture. Sixty-four percent of the respondents said that their land is actively farmed. When asked to rate the importance of various types of businesses in the Town of Dallas, agricultural related businesses are by far the top choice with 74% of respondents stating they are essential or very important to the Town. When asked to identify key functions of Town of Dallas government, the top function, according to respondents, is the protection of agricultural resources.

The small town atmosphere in the Town also was highlighted throughout the survey results. In addition to being one of the top three reasons for living in the Town, nearly two-thirds of respondents believe that the rural character of the Town should be protected by using Town tax dollars or regulations. According to results, most respondents want to maintain the current small town atmosphere; a majority believes that landowners should not be allowed to develop their land any way they want and feel that the visual impact of development is an important factor when evaluating proposed development. When asked in an open-ended question what they like about living in the Town of Dallas, more than a majority of respondents wrote about the Town's atmosphere.

Appendix A – Non-Response Bias Test

Surveys have to be concerned with “non-response bias”. Non-response bias refers to a situation in which people who do not return a questionnaire have opinions that are systematically different from the opinions of those who return their surveys. For example, Question 3e of the survey asked respondents to rate roads and highways on a scale from “excellent” (= 1) to “poor” (= 4). If only people who were very satisfied with roads and highways responded to the survey, the overall rating in the report would overstate the level of satisfaction of the overall population and the survey would have non-response bias.

The standard way to test for non-response bias is to compare the responses of those who return the first mailing of a questionnaire to those who return the second mailing. Those who return the second questionnaire are, in effect, a sample of non-respondents (to the first mailing), and we assume that they are representative of that group. In this survey, 108 people responded to the first mailing and 40 responded to the second mailing.

| Table A1 – Statistically Significant Differences Between Responses of First and Second Mailings | | | |
|--|-------------------------------|--------------------------------|-------------------------------------|
| Variable | Mean First Mailing | Mean Second Mailing | Statistical Significance |
| Q1 Important Reasons you/family choose to live in the Town of Dallas: low crime rate | .08 | .20 | .048 |
| Q3k Rate Town Service: garbage and recycling | 2.42 | 2.87 | .024 |
| Q23b Commercial and industrial buildings in Town should be located: near a city or village | 2.38 | 2.86 | .038 |

Three variables were found with statistically significant differences between the mean responses of these two groups of respondents (**Table A1**) out of 106 tested. Instances in which the difference would modify the interpretation of results are highlighted in bold text in the Table.

Respondents to the first mailing were more likely to rate garbage and recycling services higher (with a mean of 2.42) than Mail 2 respondents with a mean of 2.87 on a scale of “1 = excellent” to “4 = poor.” In addition, the respondents to the first mailing were more likely to agree that commercial and industrial buildings in the Town should be located near a city or village (mean = 2.38) than Mail 2 respondents (mean = 2.86) on a scale of “1 = strongly agree” to “4 = strongly disagree.” While these items are statistically different, the differences are quite small and generally would not affect the overall interpretation of the results. **The Survey Research Center (SRC) concludes that non-response bias is not a concern for this sample.**

Appendix B – Town of Dallas Comprehensive Planning Public Opinion Survey Written Comments

Q1 What are the three most important reasons you and your family choose to live in the Town of Dallas? 'Other' responses (17 Comments)

- I do not live in Dallas. (2x)
- 4th generation
- Availability of land
- Born Here
- Born here, it's home.
- Country living
- Family farm
- Family farm since 1880's
- Friendly
- Had no choice
- I don't live in Dallas. I have a business 3 miles west.
- I live in Calif.
- It's my home
- Retirement
- Return to home place and land
- Where are business is

Q4 Fill the circles of the two most effective ways that the Town of Dallas could provide information regarding its services and programs to residents. 'Other' responses (4 Comments)

- E-mail (2x)
- Hold meetings in public places
- Word of mouth

Q25 The Town of Dallas should pursue the following energy alternatives as a form of economic development: 'Other' responses (6 Comments)

- Natural Gas (2x)
- Atomic
- Biomass and composting
- Nuclear
- Petroleum/Fossil Fuels

Q27 What do you like about living in the Town of Dallas?

'Other' responses (110 Comments)

All comments are included as written. It is felt that over-editing might reduce the feeling of some comments and not adequately communicate the writer's message.

Atmosphere (57 responses)

- Ag Community
- Businesses that are not going in Dallas.
- Country lifestyle
- Country living
- Everyone knows everyone. Where there's trouble, it's taken care of (people on lookout).
- Friendly, helpful neighbors. Quiet atmosphere.
- Friendly, small town and picturesque
- Friendly, small town atmosphere. Agriculture opportunities and commitment to farming way of life. Other businesses including retail and service industries are allowed without undue regulation.
- Good People
- Good people, living in the country, family near by.
- Great country living, lots of wooded land, small agriculture, most people friendly.
- Healthy living, near family, hunting, gardening
- I enjoy the rural atmosphere and the forests.
- I like living in a rural area
- I like the rural atmosphere and freedoms.
- I liked the neighbors. I liked the services (road, mail, etc.)
- I live about 5 miles out of town and enjoy the peace and quiet. Most of the neighbors are very nice and will happily help you with your needs
- I LOVE living out in the country where I am far removed from close neighbors. I love the openness of the land. Rural living rocks!
- In a small community everyone knows one another work together. Also, it's a safe and quiet area to raise children.
- It is a small community. Everyone knows their neighbors. They watch out for each other in time of need and other things. It is a farming community with crops all around us.
- It is quiet enough to feel safe.
- Its a farm based township with an excellent road maintenance program.
- Its a pleasant and safe place to live.
- It's a very caring community.
- Its a very pleasant, peaceful and friendly area. It is close to town, but yet in the country surrounded by trees and nature which we enjoy.
- It's quiet and all services are an easy distance/time. Excellent quality of life.
- It's quiet!
- Like the small town atmosphere and we still have quality roads and emergency services
- living in a rural setting with wildlife.
- Love the town. Love the people.
- Low Crime, small town, good neighbors
- Not too many people
- Peace and quiet
- Peaceful and enjoy the rural lifestyle. Excellent place to raise a family.
- People leave me alone-I mind my business, they mind their own.
- Privacy, peace and quiet
- Productive land, wild life, good neighbor
- Quiet natural setting. Crime free (pretty much). No heavy noisy smelly industries. Love Dallas!
- Quiet, safe, rural, clean
- Quietness, friendly people, beauty
- Rural atmosphere, wonderful people, gorgeous scenery year round, healthy air, a great way of life. Much to thank God for.

- Rural Community
- Rural life
- Safe and friendly place to be
- Scenic farming community with abundance of wildlife.
- Simplicity-small town atmosphere. Good retirement location and good hunting and friends.
- Small town - everyone helps their neighbor. Good quality water, land, air!
- Small town atmosphere, it is rural.
- Small town atmosphere. Live outside of Dallas. Like quiet, not busy roads.
- Small town, safety for my family, friends helping each other
- That small town feeling.
- The beauty of nature and peacefulness is outstanding. People are friendly, helpful and welcoming.
- The landscape.
- The natural beauty.
- The view from home is great.
- We like country living in a very friendly community. Moving from our farm home 30 years about, we still chose to build our home in the country.
- We love the quiet country life. Very Little traffic uses our road. We like the beauty of the untouched land.

Location (9 responses)

- Area towns close
- Centrally located to larger towns and cities. Being close to my job and family. Love my home and neighborhood.
- Close to County Seat. Short distance from work.
- Close to work, friends, family, and business.
- My own land, no close neighbors, good roads/close to work
- No close neighbors. Fairly close to medical, grocery, etc.
- Proximity to church, shopping, etc.
- Relatives and friends are nearby
- We own 20 acres, like our space. Access available to Rice Lake, Chetek, Barron, and Eau Claire.

Do not live there (8 responses)

- Do not live in the township
- I do not live in the town of Dallas.
- I don't live in the Town of Dallas. I live in the Township of Chetek.
- We do not live directly in the town of Dallas but one mile out.
- We do not live in the Town of Dallas. We own property there.
- We don't live here. Hunting property mainly.
- We don't live in the town, we live out in the country but appreciate new gas and convenience store, the library, fire dept.
- We don't live there. We just own there.

Town Board/Government (7 responses)

- Able and sensible government.
- Friendly quality people on the board of town chairman
- I do not like the fact that we were zoned residential and live 7 miles from town. We had to pay to rezone to Ag2 when we should have been that to begin with. Also, should not have to pay county to start business on my land
- I like it. Very good board governing township. Realistic ideas on controlling spending. Very good fire department.
- I want smaller bureaucratic government; local state and federal. I want nothing to do with this program. When the government workers have to earn a living "on the land" like the rest of use creating "real wealth" not "paper wealth," what could happen to our "national debt?"
- Our town maintenance man Dave Jacobson is one of the BEST!! Well worth the money. Our town chairman and village constable is a waste of money.....
- Town board members are knowledgeable to work with.

Taxes (6 responses)

- Low taxes (2x)
- Low property taxes.
- Lower taxes than adjoining townships
- Relatively affordable taxes (Town portion)
- The taxes have been most years, what I feel about what one would expect. A couple of times, I thought the assessment was wrong. It is in a normal rate now. Will it fall back now?

Services (4 responses)

- I like being able to run to the gas station and the restaurant in town, without having to drive to Barron or Chetek.
- I use the library and love it. All errands can be done in 5 minutes.
- Really like the B.P. convenience store and the library is a good thing.
- We like the BP near in case we need something; we really are not in town much. But Dallas has a charm of small town U.S.A.

Transportation/Roads (3 responses)

- Good roads
- The traffic is almost ideal most of the time, e.g. very little.
- Very good roads

Recreation (2 responses)

- Four seasons. Hunting and nature.
- Wildlife and hunting

Miscellaneous (14 responses)

- 40 acres per new house.
- Ancestors settled in section 20 of Dallas Township in 1870. Best choice a man ever made. Five generations, starting the sixths. Best place in the world. Only problem the horrible stench farms by the northwest winds to my house from a large 500 plus new confinement set up less than a mile away from my house--terrible.
- Good place to live
- I bought the home in Dallas for my elderly parents. They did like the rural setting. My father has now passed away and my mother is in an assisted living facility. I am now trying to sell the home, but have had NO response. It is a 3 bedroom ranch and very nice.
- I enjoy living in the town of Dallas. I've grown up here and I plan on staying for a long time.
- I have family here. I grew up in Dallas.
- I have strong feelings every ting should be done to ensure this. The town has not done a good job with housing development. Would suggest cluster housing instead of the miss mash approach that has been prevalent.
- I lived there for five years and I didn't care for it.
- I'm outside of Dallas from my father. I grew up in Dallas in 60s-70s and plan to return soon.
- It's my home!
- Look at Q # 1(cost of home, natural features, small town atmosphere)
- No Opinion
- Very good air quality.
- We need to restore trout streams.

Q32 Employment Status**'Other' response (1 Comment)**

- Disabled

Q33 Place of Residence**'Other' responses (4 Comments)**

- Both
- California
- Dunn County, Town of Wilson
- Township of Prairie Farm

Q38 In what zip code do you live?

- 54733 (79x)
- 54763 (25x)
- 54728 (8x)
- 54757 (5x)
- 54762 (4x)
- 54601 (2x)
- 54812 (2x)
- 52501
- 53189
- 53190
- 53572
- 54001
- 54751
- 54868
- 55411
- 95423
- 95608

Appendix C: Quantitative Summary of Responses by Question

TOWN OF DALLAS COMPREHENSIVE PLANNING PUBLIC OPINION SURVEY

PLEASE RETURN BY xxxxxxxx, 2008

Fill the circle that most closely describes your perspective toward the following statements:

Like this: ● Not like this: ✓ ✗ /

QUALITY OF LIFE

1. What are the **three** most important reasons you and your family choose to live in the **Town of Dallas**?

| | | | | | |
|-----|-------------------------|-----|-----------------------------------|-----|----------------------------|
| 39% | Agriculture | 11% | Low Crime Rate | 5% | Quality Schools |
| 0% | Community Services | 21% | Natural Features | 18% | Recreational Opportunities |
| 18% | Cost of Home | 51% | Near Family and Friends | 46% | Small Town Atmosphere |
| 5% | Historical Significance | 23% | Near Job (Employment Opportunity) | 9% | Other: (Please Identify) |
| 8% | Property Taxes | 6% | Quality Communities | | <u>See Appendix B</u> |

| | Excellent | Good | Fair | Poor |
|--|-----------|------|------|------|
| 2. Rate the overall quality of life in the Town of Dallas . | 28% | 62% | 9% | 1% |

PROGRAMS AND SERVICES

| 3. Rate the following services and programs in our community. | Excellent | Good | Fair | Poor | Not Applicable |
|---|-----------|------|------|------|----------------|
| a. Land Use Regulations | 8% | 55% | 24% | 6% | 7% |
| b. Law Enforcement | 6% | 60% | 21% | 8% | 4% |
| c. Emergency Services (e.g., fire, ambulance) | 18% | 60% | 13% | 5% | 3% |
| d. Economic Development | 1% | 24% | 42% | 26% | 8% |
| e. Roads and Highways | 17% | 57% | 22% | 3% | 1% |
| f. Recreation (e.g., parks, forests, trails) | 12% | 42% | 34% | 8% | 4% |
| g. Elderly Programs | 1% | 34% | 34% | 7% | 23% |
| h. Elderly/Disabled Transportation | 4% | 25% | 27% | 17% | 27% |
| i. Animal Control | 6% | 24% | 39% | 21% | 9% |
| j. Junk Control | 4% | 30% | 39% | 22% | 5% |
| k. Garbage and Recycling | 10% | 50% | 24% | 8% | 8% |
| l. Town Hall and Facilities | 24% | 61% | 11% | 3% | 2% |
| m. Cemeteries | 10% | 66% | 13% | 2% | 9% |
| n. Town Government Communication | 9% | 39% | 27% | 22% | 3% |
| o. General Town Government Services | 14% | 48% | 28% | 9% | 1% |

COMMUNICATION

4. Fill the circles of the **two** most effective ways that the **Town of Dallas** could provide information regarding its services and programs to residents.

| Direct Mailings | Radio | Newspaper Articles | Newsletters | Television | Town Website | Other: (Please identify) <u>See Appendix B</u> |
|-----------------|-------|--------------------|-------------|------------|--------------|---|
| 69% | 9% | 36% | 45% | 3% | 20% | 3% |

NATURAL AND CULTURAL RESOURCES

| 5. How important is it for the Town of Dallas to use tax dollars/regulations to protect the following: | Essential | Important | Somewhat Important | Not Important |
|---|-----------|-----------|--------------------|---------------|
| a. Air Quality | 21% | 32% | 26% | 21% |
| b. Farmland | 41% | 36% | 15% | 8% |
| c. Forested Lands | 30% | 44% | 19% | 6% |
| d. Groundwater | 50% | 38% | 9% | 3% |
| e. Historic and Cultural Sites | 8% | 37% | 40% | 15% |
| f. Open Space | 16% | 28% | 44% | 12% |
| g. Lakes, Rivers and Streams | 37% | 47% | 12% | 4% |
| h. Rural Character | 22% | 41% | 24% | 13% |
| i. Hunting and Fishing | 26% | 39% | 27% | 8% |
| j. Wetlands | 25% | 36% | 27% | 13% |
| k. Wildlife Habitat | 28% | 39% | 24% | 9% |

HOUSING

The following questions ask your opinion about the development of housing in the **Town of Dallas**

| | Strongly Agree | Agree | Disagree | Strongly Disagree | No Opinion |
|---|----------------|-------|----------|-------------------|------------|
| 6. Affordable housing is needed in our community (affordable housing = rent/mortgage that is no more than 30% of a household's gross income). | 15% | 49% | 16% | 6% | 14% |
| 7. Elderly housing is needed in our community (elderly housing = housing for those 65+ that accommodates special needs such as wheelchairs). | 19% | 47% | 16% | 5% | 13% |
| 8. Starter (first time buyer) homes are needed in our community | 10% | 47% | 22% | 4% | 17% |

AGRICULTURE AND LAND USE

| 9. Productive agricultural land should be allowed to be used for: | Strongly Agree | Agree | Disagree | Strongly Disagree | No Opinion |
|---|----------------|-------|----------|-------------------|------------|
| a. Agricultural Use | 78% | 22% | 0% | 0% | 0% |
| b. Residential Use | 9% | 34% | 34% | 21% | 2% |
| c. Commercial Use | 6% | 23% | 37% | 29% | 4% |

| 10. Large scale farms (500 or more animal units) should be allowed to expand: | Strongly Agree | Agree | Disagree | Strongly Disagree | No Opinion |
|---|----------------|-------|----------|-------------------|------------|
| a. Anywhere in the Town of Dallas | 13% | 29% | 35% | 18% | 6% |
| b. Nowhere in the Town of Dallas | 13% | 15% | 39% | 26% | 7% |
| c. Outside a 2 mile radius of incorporated areas | 9% | 43% | 26% | 12% | 10% |
| d. Outside a 1 mile radius of incorporated areas | 4% | 27% | 41% | 16% | 10% |
| 11. Landowners should be allowed to develop land any way they want. | 12% | 22% | 39% | 23% | 4% |
| 12. The visual impacts (view of the landscape) of development is an important consideration when evaluating proposed development. | 19% | 64% | 7% | 2% | 7% |
| 13. There should be a minimum lot size on residential development in rural areas. | 25% | 55% | 9% | 7% | 4% |

| | Yes | No | Don't Know |
|--|-----|-----|------------|
| 14. Should the Town of Dallas use tax dollars to purchase development rights to preserve prime farmland? (Under such a program the farmer is paid money in exchange for his/her "right" to develop their farmland.) | 18% | 52% | 30% |

15. In your opinion, what should the minimum lot size be for rural residential development? **Fill one circle only.**

| Less than 1 acre | 1 to 5 acres | 6 to 10 acres | 11 to 40 acres | 41 or more acres | No Limitation |
|------------------|--------------|---------------|----------------|------------------|---------------|
| 3% | 43% | 17% | 22% | 9% | 6% |

| 16. In your opinion, how many acres of land are needed to be considered a farm? | Less than 10 | 10 - 20 | 21 -40 | 40 plus |
|---|--------------|---------|--------|---------|
| | 7% | 16% | 20% | 58% |

| 17. How many acres of land do you own in the Town of Dallas ? | Less than 10 | 10 - 20 | 21 -40 | 40 plus |
|--|--------------|---------|--------|---------|
| | 20% | 8% | 19% | 54% |

| 18. Is the land you own actively farmed? | Yes | No | Not Applicable |
|--|-----|-----|----------------|
| | 64% | 33% | 3% |

19. Do you think your land will be actively farmed (by you or someone else) in the next (fill all circles that apply):

| 0-5 years | 6-10 years | 11-15 years | 16-20 years | Not Applicable |
|-----------|------------|-------------|-------------|----------------|
| 20% | 22% | 16% | 37% | 29% |

TRANSPORTATION

| | Strongly Agree | Agree | Disagree | Strongly Disagree | No Opinion |
|---|-----------------------|--------------|-----------------|--------------------------|-------------------|
| 20. The overall road network (roads, streets, and highways) in the Town of Dallas meets the needs of its citizens. | 29% | 67% | 3% | 0% | 1% |
| 21. Alternative modes of transportation, such as ATV, snowmobile, bicycle, and walking are important. | 18% | 61% | 11% | 5% | 4% |
| 22. There should be more biking and walking lanes along public roadways. | 10% | 36% | 36% | 14% | 4% |

ECONOMIC DEVELOPMENT

| | Strongly Agree | Agree | Disagree | Strongly Disagree | No Opinion |
|--|-----------------------|--------------|-----------------|--------------------------|-------------------|
| 23. Commercial or industrial buildings in Town of Dallas should be located: | | | | | |
| a. In an existing city or a village | 18% | 45% | 17% | 2% | 19% |
| b. Near a city or village | 12% | 57% | 13% | 2% | 15% |
| c. Anywhere in Town of Dallas | 6% | 28% | 35% | 16% | 15% |
| 24. The Town of Dallas should use tax dollars to recruit new business and industry. | 10% | 41% | 23% | 14% | 12% |

| | Strongly Agree | Agree | Disagree | Strongly Disagree | No Opinion |
|--|-----------------------|--------------|-----------------|--------------------------|-------------------|
| 25. The Town of Dallas should pursue the following energy alternatives as a form of economic development: | | | | | |
| a. Bio Fuels (e.g. ethanol, biodiesel) | 15% | 42% | 20% | 11% | 13% |
| b. Solar Energy | 21% | 50% | 10% | 7% | 12% |
| c. Wind Energy | 27% | 49% | 8% | 6% | 10% |
| d. Other <u>See Appendix B</u> | 15% | 12% | 5% | 0% | 68% |

| | Essential | Very Important | Important | Not Important | No Opinion |
|--|------------------|-----------------------|------------------|----------------------|-------------------|
| 26. Rate the importance of the following: | | | | | |
| a. Agricultural Related Businesses | 38% | 36% | 21% | 3% | 2% |
| b. Commercial and Retail Development | 13% | 21% | 49% | 15% | 3% |
| c. Home Based Businesses | 10% | 25% | 50% | 8% | 7% |
| d. Industrial and Manufacturing Development | 11% | 16% | 43% | 21% | 8% |
| e. Tourism and Recreation | 9% | 18% | 43% | 23% | 7% |
| f. Technology related (e.g. biotechnology, computers, etc.) | 5% | 12% | 50% | 22% | 11% |
| g. Service industries (e.g. financial services, health services, etc.) | 10% | 24% | 43% | 17% | 7% |

27. What do you like about living in **the Town of Dallas**? See Appendix B

28. Which **THREE** of the following **Town of Dallas** functions do you think are **most important (Only select top 3)**?

- | | | | |
|-----|---|-----|---|
| 50% | a. Ensure public safety | 50% | b. Provide efficient/effective government |
| 37% | c. Protect environmental/cultural resources | 54% | d. Protect agricultural resources |
| 11% | e. Provide social services | 24% | f. Regulate land use |
| 21% | g. Enhance economic development | 19% | h. Provide effective transportation network |

| | Very Likely | Likely | Unlikely | Very Unlikely |
|---|-------------|--------|----------|---------------|
| 29. How likely are you to attend visioning sessions and other public participation events as related to comprehensive planning? | 6% | 40% | 42% | 13% |

DEMOGRAPHICS: Please tell us some things about you:

| | Male | Female |
|-------------|------|--------|
| 30. Gender: | 69% | 31% |

| | 18-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65 and older |
|----------|-------|-------|-------|-------|-------|--------------|
| 31. Age: | 1% | 6% | 13% | 19% | 34% | 27% |

| | Employed Full Time | Employed Part Time | Self Employed | Unemployed | Retired | Other: <u>See Appendix B</u> |
|------------------------|--------------------|--------------------|---------------|------------|---------|------------------------------|
| 32. Employment Status: | 40% | 5% | 25% | 0% | 29% | 1% |

| | Own | Rent | Other: <u>See Appendix B</u> |
|-------------------------|-----|------|------------------------------|
| 33. Place of Residence: | 95% | 3% | 2% |

| | 0 | 1 | 2 | 3 | 4 | 5+ |
|---|---------------------------|--------------------------|---------------------------|---------------------------|--------------------------|--------------------------|
| 34. Number of Adults (18 or older) in Household: | | 17% | 72% | 11% | 1% | 0% |
| 35. Number of Children (under 18) in Household: | 82% | 6% | 7% | 3% | 1% | 1% |
| 36. Household Income Range: | Less than 15,000 5% | 15,000 – 24,999 9% | 25,000 – 49,999 39% | 50,000 – 74,999 30% | 75,000 – 99,999 8% | 100,000 or More 9% |
| 37. How many years have you lived in the Town of Dallas ? | Less than 1 4% | 1 – 4 11% | 5 - 9 8% | 10 - 24 21% | 25+ 55% | |
| 38. In what zip code do you live? | See Appendix B | | | | | |

Thank You for Completing the Survey!

Your survey responses are anonymous and will be reported in group form only.

Please return your survey in the enclosed postage-paid envelope by xxxxxxxxxx, 2008 to:

Survey Research Center
University of Wisconsin - River Falls
410 S. Third St.
River Falls, WI 54022-5001