

# Town of Lakeland Comprehensive Plan Public Opinion Survey, 2008

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## Table of Contents

Executive Summary .....	4
Study Purpose .....	6
Survey Methods .....	6
Profile of Respondents.....	7
Quality of Life .....	8
Programs and Services .....	14
Housing .....	15
Communication.....	17
Natural and Cultural Resources.....	17
Agriculture and Land Use.....	19
Transportation .....	22
Economic Development .....	23
Conclusions .....	26
Appendix A – Non-Response Bias Test.....	27
Appendix B – Written Comments .....	29
Appendix C – Quantitative Summary of Responses by Question .....	41

## Executive Summary

This report summarizes the results of a comprehensive planning survey of property owners in the Town of Lakeland. A very high response rate (468 of 736 surveys were returned = 64%) and a number of statistical tests indicate that the results should accurately reflect public opinion about the issues addressed in the survey.

Property owners are quite happy with the quality of life in Lakeland; 90 percent said quality of life in the Town is good or excellent. Indeed, in response to a question about how they would like Lakeland to look in 25 years, the prevailing sentiment is that they want it to look much as it does today. The perceived quality of life in Lakeland is driven by the recreation opportunities available in the Town, its natural beauty, and its small-town atmosphere. The priorities residents have for Town government align with their satisfaction with how things currently are. Specifically, the most important functions for the Town, as identified by respondents to this survey are to ensure public safety and to protect the Town's environmental (e.g. natural beauty and recreation) and cultural (e.g. small-town atmosphere) resources.

Throughout the report, there are consistent differences between the opinions of year-round residents and those who don't live near bodies of water compared to seasonal residents who live by the water. In most instances, the differences are ones of degree rather than truly different preferences. For example, both of these groups (seasonal/waterside vs. year-round/non-waterside) said that the natural beauty of Lakeland was an important reason they've chosen to live in the Town but it is more important to seasonal/waterside dwellers than it is to their year-round/non-waterside neighbors.

A majority of respondents rated all of the facilities and services provided by the Town (police protection, emergency services, street/road maintenance, Town hall, Town shop) as excellent or good. Most residents don't have an opinion about how soon the town shop should be replaced.

Residents generally don't see a need for additional units of affordable housing, starter homes or elderly housing in the Town.

Direct mailings and newsletters are the preferred means by which Lakeland residents want to receive information about planning.

Given the importance attached to the natural amenities in Lakeland, it should be no surprise that large majorities feel it is essential or important to use taxes or regulation to protect forestland, hunting and fishing, wetlands, the Town's rural character, its farmland and open space in the Town.

Residents have complex opinions about agriculture. On the one hand, they are strongly in favor of using productive agricultural land in farming and stoutly opposed to converting it for use in commercial/industrial or residential development. They also see agriculturally-related businesses as the most appropriate type of business development for the Town. On the other hand, there is reasonably strong opposition to expansion of large-scale livestock operations in the

Town. A smaller percentage of respondents said that their land is actively farmed compared to Barron County as a whole.

A large majority of residents (81%) feel that the road/street network in the Town meets their needs. A smaller majority (57%) agrees that ATVs should be allowed to use certain Town roads; one-third of the respondents disagree with this suggestion.

Solid majorities are in favor of pursuing the development of alternative energy (solar, wind, and bio-fuels) in the Town as a means of generating economic development. Likewise, majorities favored a wide array of business developments appropriate for the Town (agricultural, home businesses, tourism, etc.). They are, however, very divided on the question, “Should Lakeland tax dollars be used to recruit new businesses?” For all intents and purposes, residents are equally divided on this question with 46 percent opposed to using tax dollars this way and 43 percent in favor.

## Study Purpose

The purpose of this survey was to understand public opinions about a range of issues facing the Town of Lakeland. The results of this survey will provide input into the comprehensive plan that the Town is developing. A survey of all the property owners in the Town is important in developing a comprehensive plan because it is much more likely to capture the overall opinions of residents. Experience suggests that it is increasingly difficult to get people to attend public meetings. For example, Lakeland property owners were asked, in this survey, if they would be likely to attend a public meeting related to the development of the comprehensive plan. Only 7 percent said they were very likely to attend (an additional 38% said they were likely to attend, which is a higher-than-average level). The people who do attend public meetings may or may not be representative of the overall population. As we will show, statistical tests suggest the results of this survey should accurately reflect the opinions of property owners in Lakeland.

Because many of the questions in the questionnaire used for Barron County's comprehensive plan are the same as those used in the Town's survey instrument, as appropriate, Town and County responses will be compared.

## Survey Methods

From late October through early December, the Survey Research Center (SRC) at the University of Wisconsin – River Falls mailed surveys to 736 property owners in the Town. The SRC received 468 completed surveys, which is a very high 64% percent response rate. Based on a total population of 736 and 468 responses, the estimates contained in this report are expected to be accurate to within plus or minus 2.7 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 2 of the Town of Lakeland survey asked residents to rate the overall quality of life in the Town on a scale from “excellent” (= 1) to “poor” (= 4). In this survey, residents rated the overall quality of life a 1.9, which means that, on average, people feel that the Town of Lakeland has a “good” quality of life. Suppose only people who were relatively happy with the quality of life in the Town responded to the survey. If this were the case, the overall quality of life rating in the report would overstate the true level of satisfaction of the overall population and we would have non-response bias.

The SRC tested nearly 90 variables included in the questionnaire and found 10 instances in which responses from the first mailing and those from the second were statistically different. In most instances, the differences don't 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 Lakeland survey.**

In addition to the numeric responses, respondents provided additional written comments that were compiled by the SRC from the surveys. As appropriate, selected quotes will be used in some sections of this report to illustrate these comments. **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 Lakeland Comprehensive Plan survey. Where comparable data were available from the 2000 Census of Population and Housing, they were included to indicate the degree to which the sample reflects the underlying adult population in the Town.

Table 1: Demographic Profile of Respondents							
Gender	Count	Male	Female				
Sample	419	66%	34%				
Census	714	52%	48%				
Age	Count	18 - 24	25 - 34	35 - 44	45 - 54	55 - 64	65+
Sample	434	0%	3%	12%	28%	28%	30%
Census	714	7%	12%	24%	26%	15%	16%
Employment	Count	Full-Time	Part-Time	Self-Emp	Unemp	Retired	Other
Sample	423	42%	5%	15%	2%	35%	1%
Census	743	68%			2%	30%	
Housing	Count	Own	Rent	Other			
Sample	432	97%	0%	3%			
Census	378	91%	10%				
Within 300ft of Water	Count	Yes	No	NA			
Sample	435	56%	35%	9%			
Household	Count	0	1	2	3+		
Adults	426		16%	72%	12%		
Children	378	74%	10%	12%	4%		
Length Residence	Count	<1	1 - 4	5 - 9	10 - 24	25+	Seasonal
Sample	409	2%	11%	11%	29%	25%	22%

In general, the sample aligns very well with the data from the Census. One clear exception, however, is with respect to gender. Rather than being split equally between males and females, the sample contains two-thirds males and one-third females. The gender imbalance is a problem since males and females have statistically significant differences in 16 of the 88 variables we tested. As we report the results of this survey, we will note gender differences as appropriate.

The other key deviation from the expected demographic profile is with respect to age. There are substantially fewer people under 45 years of age in this sample than the Census indicates should have been included. This shortage is probably related to a couple of factors. First, our experience is that younger residents in most jurisdictions are less likely to participate in surveys than their older neighbors. Second, the County's property tax list was used to identify people to be included in the sample. Younger residents are less likely to be property owners than are older Town residents. Nearly one-fifth of the variables tested showed a significant difference between the opinions of those older than 45 and those younger than that. These age-related differences are more difficult to categorize than was the case for gender. Younger residents are more supportive than their elders of policies that would allow farmland to be used for residential development, are more open to siting large-scale farms in the Town and are less concerned about the visual impact of new developments. On the other hand, they believe that it's more important to have alternative modes of transportation and that there should be more bike and walking lanes on public roads. Differences of opinion based on age will be noted as we proceed through this report.

The fact that more than 20 percent of the sample were seasonal landowners means that the comparisons between the sample and the Census in Table 1 are somewhat challenging. Non-resident landowners are not going to be counted in the Town's Census. Further, these landowners are very likely to be older and homeowners, which partially explains the disproportionate numbers of people with these characteristics in the sample.

In sum, based on the large number of responses, the lack of evidence for non-response bias, and the general agreement between the demographic profile of the sample and of the Census, the SRC believes that the results of this survey will accurately reflect the opinions of residents of the Town of Lakeland.

## **Quality of Life**

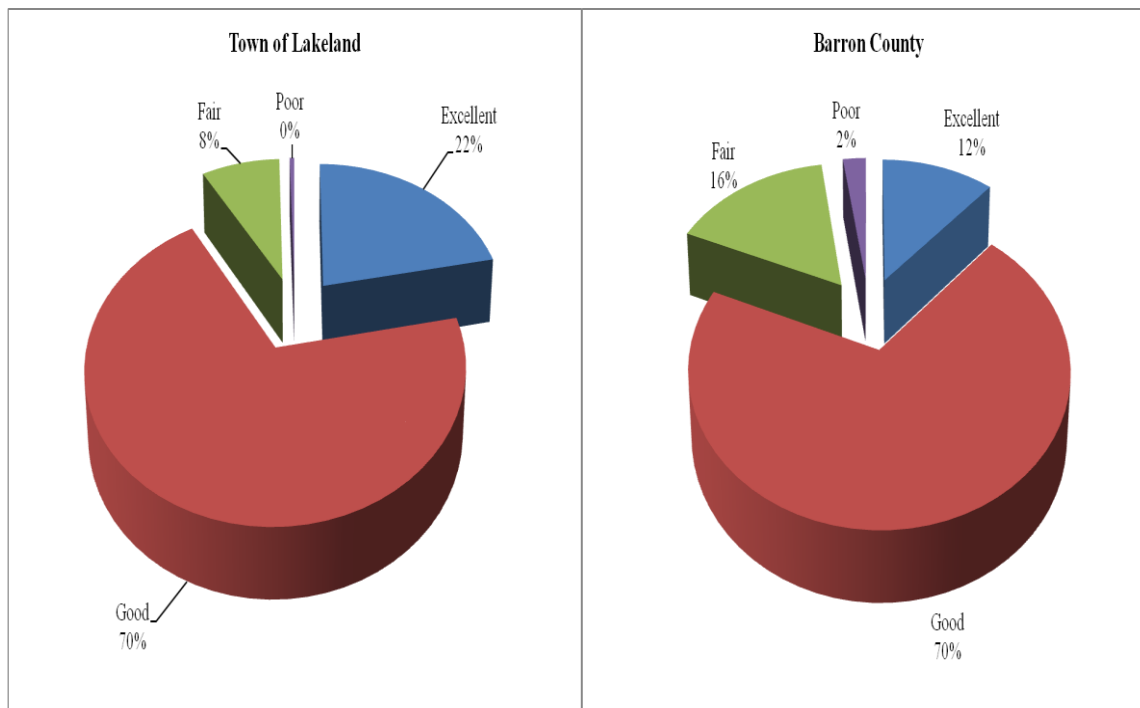
Figure 1 indicates that, for the most part, residents are quite happy with the quality of life in the Town of Lakeland. Indeed, more than 90% of the respondents said the quality of life in the Town was "excellent" (22 percent) or "good" (70 percent). Less than 1% (2 of 426 respondents) rated the quality of life in the Town as "poor." Figure 1 also shows that Lakeland residents are more satisfied with life in their Town than the average resident is with the quality of life in Barron County as a whole.

There are no statistically significant differences in the ratings that different demographic groups give for the overall quality of life in the Town. That is to say, men and women rate the quality of life similarly, those with more or less formal education have similar ratings, and so on. Given



that more than 90% seem to be at least moderately satisfied with conditions in Lakeland, it is probably not surprising that there are not statistically significant differences.

Figure 1: Comparison of Overall Quality of Life, Town of Lakeland and Barron County, 2008



There are strong statistical associations between the way respondents rate the Town's overall quality of life and a few key variables. The more satisfied residents are with road maintenance, the adequacy of the road network, and with police protection, the more important the Town's natural beauty is to them, and the more they feel it is important to maintain Lakeland's rural character, the higher they rate the overall quality of life in the Town. This result suggests that local officials are likely to be deemed successful by the electorate to the extent that they provide an effective network of roads, maintain the public's safety, and preserve the qualities of Lakeland that have drawn people to live there (small town atmosphere and natural beauty).

Open-ended comments provided by respondents support this perspective. In a question about how they'd like Lakeland to look in 25 years, comments included:

*Aesthetically exactly as it does now. Preserve the natural beauty and the quality of the natural resources. I would like all town roads paved. Exercise town powers to control development that is consistent with out natural beauty.*

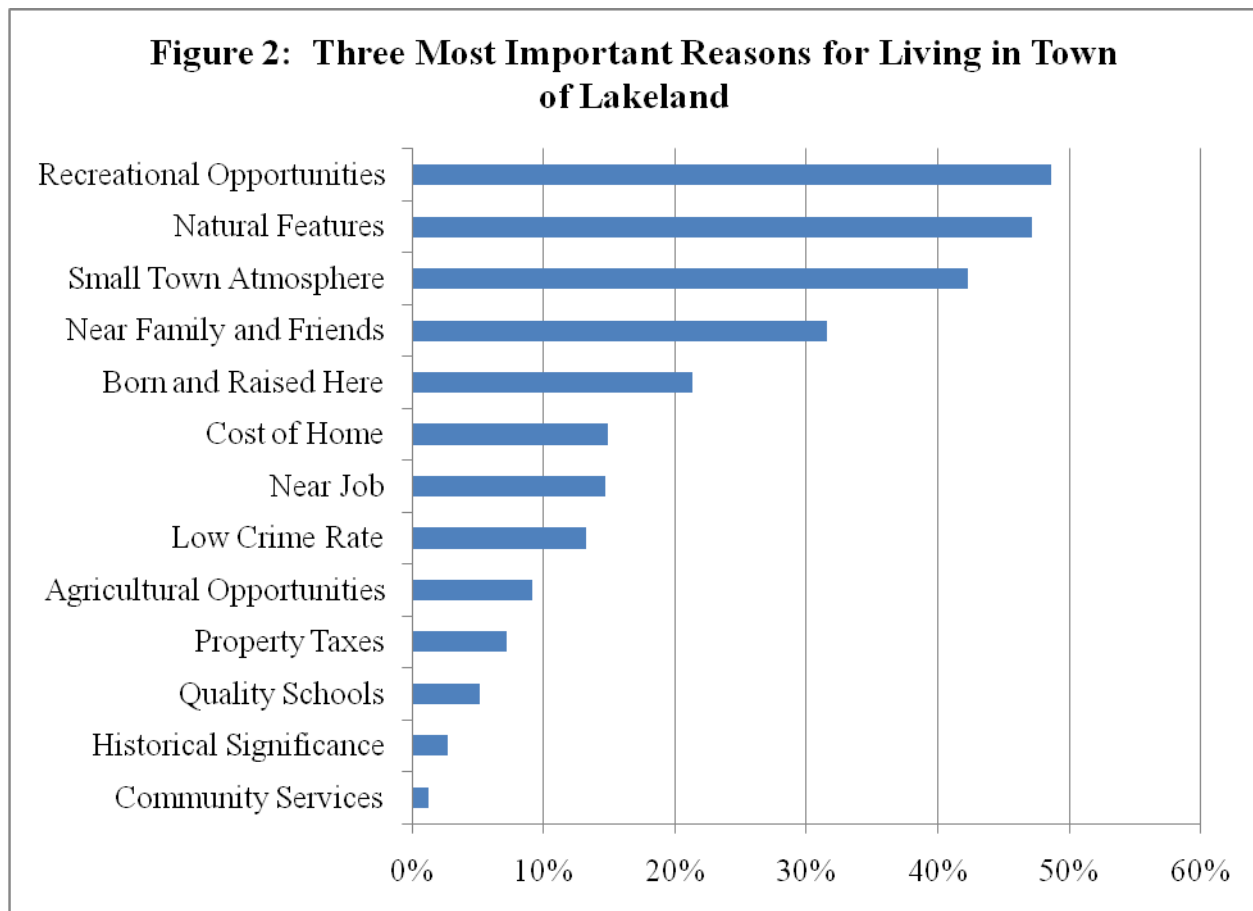
*Preserve natural areas with maintained roads and high quality services, up to date communication modes. Control of development of RV and trailer parks to not be unsightly.*

*Bringing in new businesses and industry would be great but should be contained. Do not encroach on the beautiful forest and wildlife land.*

In short, citizens want good roads and to have the status quo maintained. In the compiled responses to this question (Question 26) in Appendix B, 127 out of about 290 comments were some variation on “We’d like the town to be much as it is now in 25 years.”

Figure 2 shows the three most important reasons people gave for choosing to live in the Town of Lakeland. The most important reasons people have chosen to live in the Town are the recreational opportunities available (49%), the natural beauty of the area (47%), and the small town atmosphere that prevails (42%). The last two elements echo the preceding analysis regarding variables that are associated with how residents view the Town’s quality of life. The next two elements, being near family and friends (32%) and being born in the Town (21%) both speak to an historic association with the area. From there, the proportion identifying an item as influential in their residential choice drops fairly significantly (e.g. only 15% said they chose to live in Lakeland because of the low cost of their home or to be near their job).

The reasons Town residents gave for living in Lakeland are somewhat different than the reasons given by people in Barron County as a whole. The most important reasons given by residents for living in Barron County were the small town atmosphere (57%) and to be near family and friends (54%). Being near their job (29%), recreational opportunities (28%), and the natural beauty of the County (27%) were in the second tier of reasons given. So, geographic factors (recreational opportunities, natural features) seem more important to Town residents while County residents as a whole are more influenced by historic ties to the area (being near family and friend). Both groups value the sociologic quality of the area (small town atmosphere).



The reasons given for living in the Town of Lakeland vary in distinct ways by demographic group. The two demographic variables with the most consistent patterns of differences relate to the number of years a respondent has lived in the Town (with “seasonal residence only” as an answer option) and whether the respondent’s house is within 300 feet of a body of water. Given the patterns observed, it is likely that these two items are measuring the same phenomenon – the differences of opinion between year-round and seasonal residents.

Respondents who said that their home is located within 300 feet of a lake or river were significantly more likely than those living further from water to say they live in Lakeland because of the natural beauty of the area and for the recreational opportunities available. Waterside homeowners were significantly less likely to say they’ve chosen to live in the Town because of the agricultural opportunities available, the (affordability) of housing and property taxes, the proximity to family and friends, having been born in the area, or being close to their job.

Likewise, those who say they are seasonal residents only are significantly more likely to report choosing to live in Lakeland because of its historical significance, its natural beauty, and its recreational opportunities. Seasonal residents are less drawn to the area because of the ties of family and friends, the Town being where they were born and raised, the proximity of their job, or the affordability of housing.

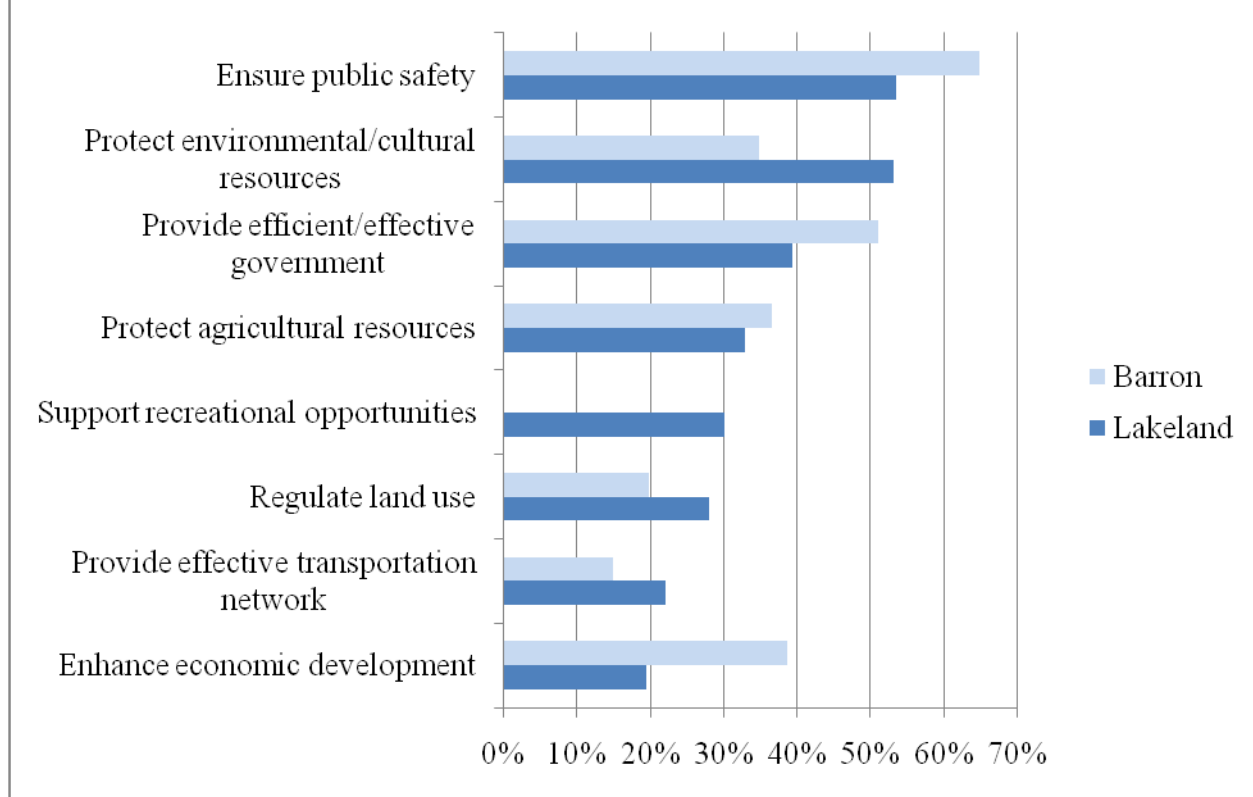
Other significant differences are the sorts of things one is likely to expect:

- Respondents with two adults or children in the home were more likely to say the quality of schools attracted them to the area but less important to retirees
- Men are drawn to the Town by recreational opportunities, women by ties to family and friends
- Younger respondents, those with kids, and those who have full-time jobs said that proximity to their job was important at significantly higher rates than their counterparts

Another way of thinking about the overall quality of life in Lakeland is to consider what property owners think are the most important functions of the Town government. In Figure 3 we have summarized residents' responses to a question asking them to identify the three most important functions, in their opinion, for the Town of Lakeland. Their responses are consistent with the values expressed throughout this section of our report. They want the Town to focus on ensuring public safety and protecting the area's environmental and cultural resources. The only surprising element in Figure 3 is the relatively low priority they assigned to providing an effective transportation network. As noted above, there is a strong statistical relationship between how well respondents feel the Town has provided and maintained an adequate network of roads and their overall assessment of the quality of life in Lakeland.

Comparing the responses of Lakeland residents (bottom bar) with those of Barron County residents as a whole, three things seem apparent. First of all, the overall pattern of priorities for Town and County residents is fairly similar, with two exceptions. The first of those exceptions is that Lakeland residents place a substantially higher priority on protecting environmental and cultural resources than was the case for the County as a whole. Given that things that drew residents to Town are largely environmental (recreational opportunities and natural beauty) or cultural (small town atmosphere), the higher priority they place on this function of Town government is understandable. The other major deviation is the much lower priority Town residents place on the Town's role in economic development compared to County residents as a whole. Again, this seems consistent with the relatively high level of satisfaction with the status quo that Town residents have expressed.

**Figure 3: Most Important Lakeland Town and Barron County Functions, 2008**



Finally, one of the open-ended questions (What do you like about living in the Town of Lakeland?) relates to resident's perceptions of the quality of life in the Town. Most of the comments pick up on the themes already identified. Namely, residents and property owners like the country atmosphere, natural beauty, and recreational opportunities in the Town. In addition, concern about maintaining what most respondents seem to feel is a high quality of life comes through in a number of comments. The following comments are illustrative of opinions in the Town:

*I enjoy the small town atmosphere. Community spirit and natural beauty. That should simply not be compromised.*

*No traffic congestion, plentiful wildlife, scenery and lakes. Friendly people with concern for the environment.*

*The many lakes around the good rich land, great hunting, the transition between forest/farmland is very unique close to the river, but still pretty wild seems to be a fairly small crime rate.*

*Rural character. Minimal cost, minimal intrusion.*

*The small town feeling is very important. Residential developments should be clustered with 1-1.5 acres sites. Farm chemicals and animal waste are polluting lakes and groundwater. A continuation of this will be a disaster - limits, regulations need to be developed.*

*It is a quiet town, you can hunt, fish and farm.*

*Country living at its best. Great lakes, woods, and wildlife. It's all about the people most of all, Great!*

*The rural north woods atmosphere. Please do not ruin the lake atmosphere. Keep them as natural as possible - not cities on the lake. Do not let our lakes resemble Gull Lake at Brainerd, MN.*

## Programs and Services

In Table 2, we have summarized respondents' opinions about services provided in the Town. Where available, we have included responses to the same question for Barron County as a whole to provide some perspective for the Town responses. With respect to ratings for police/sheriff, the Town and County are very much on the same page. A strong majority (62-63%) of Town and County residents rated services provided by the police or sheriff as good or excellent. It is also true in both cases that more than one-quarter of the respondents said these services were only "fair" or "poor." This substantial minority indicates that there is room for improvement in this area. There were also a number of comments in the open-ended questions about having experienced a home break-in or other concerns about public safety (see Appendix B).

Table 2: Town Program and Service Ratings, 2008						
	Count	Excellent	Good	Fair	Poor	NA
Police Protection, Lakeland	440	12%	50%	21%	5%	12%
Public Safety, Barron	387	10%	53%	22%	5%	10%
Emergency Services, Lakeland	433	16%	51%	15%	2%	16%
Emergency Services, Barron	383	10%	55%	18%	2%	15%
Street/Road Maintenance, Lakeland	447	15%	50%	22%	10%	3%
Street/Road Maintenance, Barron	388	9%	55%	28%	5%	3%
	Count	Excellent	Good	Fair	Poor	NA
Town Hall	430	18%	45%	13%	4%	20%
Town Shop/Maintenance building	425	9%	37%	23%	5%	26%
		Don't Know	1 - 5 Yrs	6 - 15 Yrs	16+ Yrs	Never
Replace Town Shop/Maintenance Bldg	449	54%	13%	16%	9%	9%

Ratings for emergency services (fire, ambulance, etc.) and for street and road maintenance are similar in the Town and County. Roughly two-thirds of respondents in both jurisdictions rated emergency services and street/road maintenance as good or excellent. In both, there are higher

proportions of Town residents who rated these services as “excellent” than was true in the County.

The final three questions about programs and services asked about issues unique to the Town: the quality of the Town hall, the shop/maintenance building, and how soon the later building should be replaced. Between one-fifth and one-quarter of the respondents had no opinion about the quality of the Town hall or the shop/maintenance building. A majority of respondents feel that the Town hall is good or excellent. A majority of those who have an opinion (excluding those who answered “NA” to this question) feel the shop/maintenance building is good or excellent. More than half of the respondents had no opinion about when the shop/maintenance building should be replaced.

The demographic divide between those with homes near water and seasonal residents on one side and those living more than 300 feet from water and year round residents on the other, is also apparent in the responses in this section. The differences are, however, mostly ones of degree. For instance, seasonal/waterside residents tend to rate the Town’s emergency services, roads, and the Town Hall somewhat lower than do year-round/non-waterside residents. However, majorities of both groups rated these services/facilities as good or excellent, it is just that the majorities were larger for the year-round/non-waterside residents. One area of bigger discrepancy between these groups is with respect to police protection. Slightly less than a majority, 48%, of seasonal/waterside residents rated police protection as good or excellent compared to 64% for year-round/non-waterside residents. In addition, seasonal/waterside residents are significantly more likely to have no opinion about the quality of the Town Shop/Maintenance building or when it should be renovated.

## **Housing**

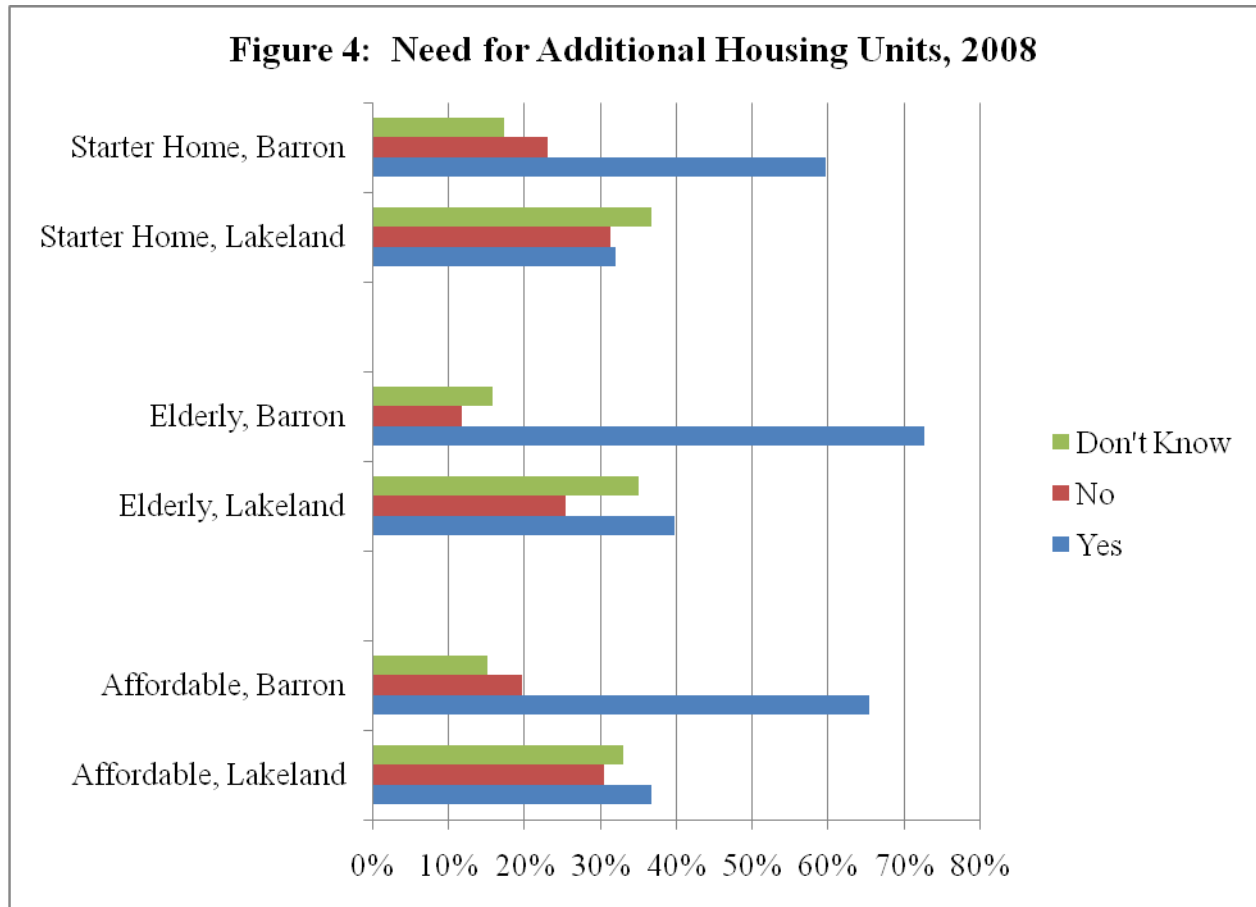
Residents were asked if additional units of specific types of homes were needed in Lakeland. We asked about the need for:

- affordable housing = housing for which the rent or mortgage is no more than 30% of a household’s gross income
- elderly housing = housing that accommodates the special needs of those 65 and older
- starter housing = homes that meet the needs of first-time buyers

In Figure 4, we have combined the “strongly agree” and “agree” answers into a “yes” category and the “disagree” and “strongly disagree” into a “no” category. We have also included responses from a comparable Barron County land use survey. In the chart, the top bar in each group measures the percentage who don’t know if more of that type of housing is needed, the middle bar those who do not feel such housing is needed and the bottom bar those who feel more of that type of housing is needed.

Two things are clear from Figure 4. First, Lakeland residents have divided views about the need for any of these three types of housing stock. Generally, about one-third of the respondents said

more of each of these housing types is needed, about one-third disagree, and the final third doesn't have an opinion.



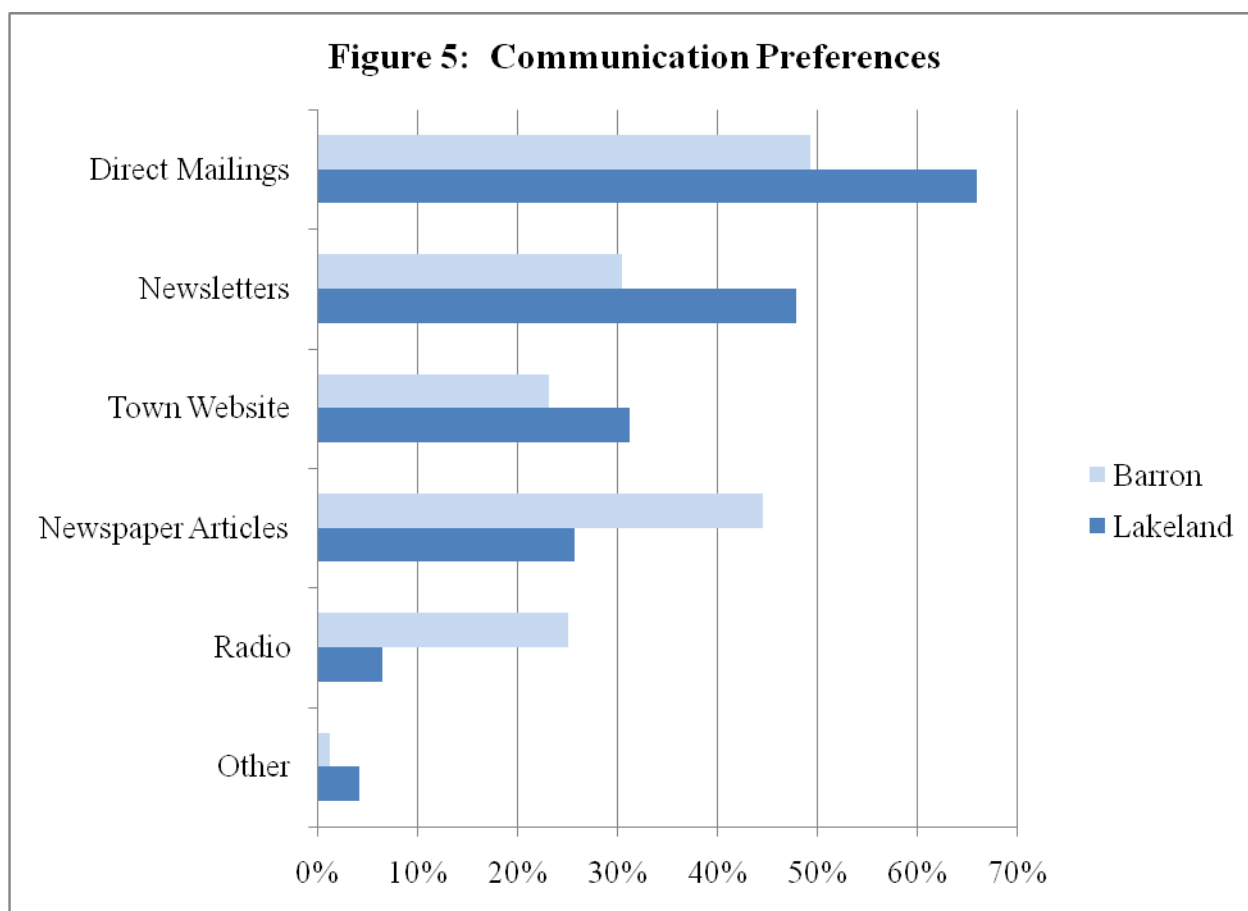
The second clear conclusion from Figure 4 is that opinions in the Town are dramatically different than those of residents of Barron County as a whole. For all three types of housing, nearly twice as high a percentage of County residents as Town residents said more units of these types of housing are needed. Given the satisfaction with the status quo noted in the section discussing quality of life in Lakeland, this difference is not entirely a surprise.

In terms of demographics, we again see a difference between seasonal/waterside and year-round/non-waterside dwellers. The Town's seasonal/waterside residents are significantly less likely to see a need for starter homes, elder-focused housing, or affordable housing. In addition, age and gender differences appear with respect to these housing types. In general as people age, they see greater need for affordable housing and elderly housing but less need for starter homes. Interestingly, those 65 and older, were less convinced of the need for affordable or elderly housing in Lakeland. Women are significantly more likely than men to say that more affordable and elderly housing is needed in the Town.



## Communication

In Figure 5, we have summarized the responses of Lakeland and Barron County residents when asked to identify the two most effective ways to communicate with them about services and programs. For Lakeland residents (lower bars), direct mailings and newsletters are the preferred information conduits. Direct mailings are also the top choice for County residents but their second choice was newspaper articles.



We often find that different communication channels appeal to different demographic groups and this is true to a certain extent in Lakeland. The biggest differences appear with respect to a Town website and newspaper articles. A Town website would be significantly more important to seasonal residents, those who live near bodies of water, younger residents and those who have full-time employment or are self employed. Newspaper articles are preferred by a significant margin by older residents and retirees.

## Natural and Cultural Resources

Preserving water resources is very important to residents of Lakeland. Ninety percent or more of the Town's respondents said that it is "essential" or "important" to preserve the Town's

groundwater and its lakes rivers, and streams. Approximately three-quarters feel it is important or essential to use regulations or tax dollars to preserve forested land, hunting and fishing, wetlands, and wildlife habitat. Two-thirds feel it is important or essential to preserve the Town's rural character and its farmland. A majority favors preserving open space in Lakeland. A large minority would like to see historic and cultural sites preserved.

<b>Table 3: Importance of Using Taxes or Regulations to Protect Resources, 2008</b>					
	Count	Essential	Important	Somewhat Important	Not Important
Farmland					
Lakeland	433	24%	42%	21%	12%
Barron County	393	29%	44%	20%	7%
Forested Lands					
Lakeland	442	36%	45%	14%	5%
Barron County	399	35%	48%	15%	3%
Groundwater					
Lakeland	442	57%	34%	6%	3%
Barron County	399	58%	33%	7%	2%
Historic and Cultural Sites					
Lakeland	436	10%	38%	35%	17%
Barron County	394	9%	47%	37%	8%
Open Space					
Lakeland	436	19%	39%	28%	15%
Barron County	395	15%	44%	32%	9%
Lakes, Rivers and Streams					
Lakeland	447	57%	33%	6%	4%
Barron County	403	60%	30%	8%	2%
Rural Character					
Lakeland	442	21%	45%	24%	10%
Barron County	396	21%	43%	27%	8%
Hunting and Fishing					
Lakeland	441	32%	44%	17%	8%
Barron County	399	34%	40%	18%	8%
Wetlands					
Lakeland	442	38%	38%	17%	7%
Barron County	396	31%	40%	22%	7%
Wildlife Habitat					
Lakeland	442	41%	38%	15%	6%
Barron County	398	40%	37%	19%	5%

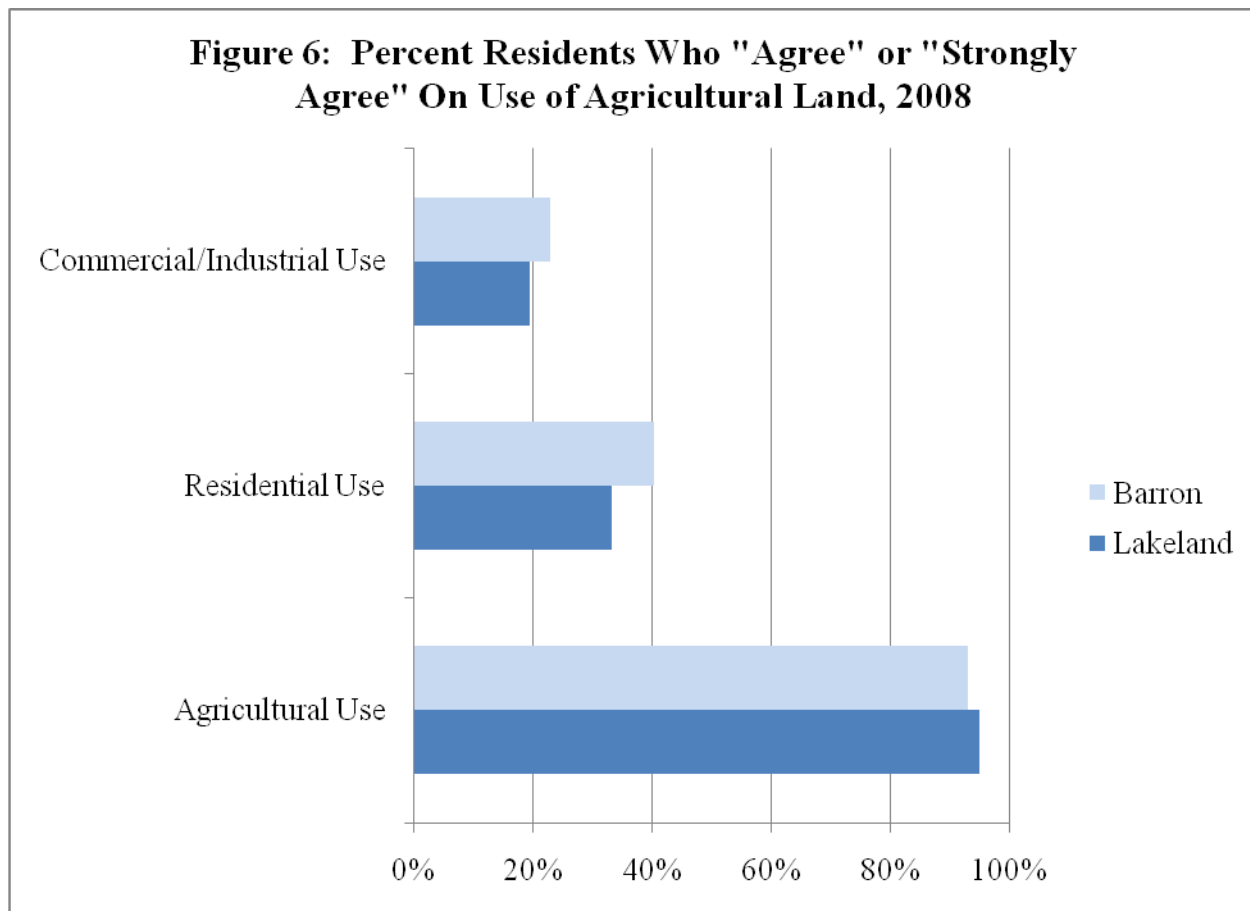
The results in Table 3 are broadly consistent with earlier results. Many people singled out the area's habitat as a prime reason for living in the Town. It is, therefore, not surprising that they would like to see these amenities preserved. It is also clear from Table 3 that residents of the

Town and those in Barron County are on the same page when it comes to resource preservation. The response patterns in the Town and County are very similar.

The differences of opinion between seasonal/waterside residents and year-round/non-waterside residents appear in this section also, though in less pronounced fashion. Seasonal/shoreline residents are less concerned about preserving farmland but more concerned about preserving historical and cultural amenities, open land, lakes, and the Town's rural character. Women are significantly more concerned about preserving farmland, rural character and wetlands (though a higher percentage of men than women deemed wetland preservation "essential").

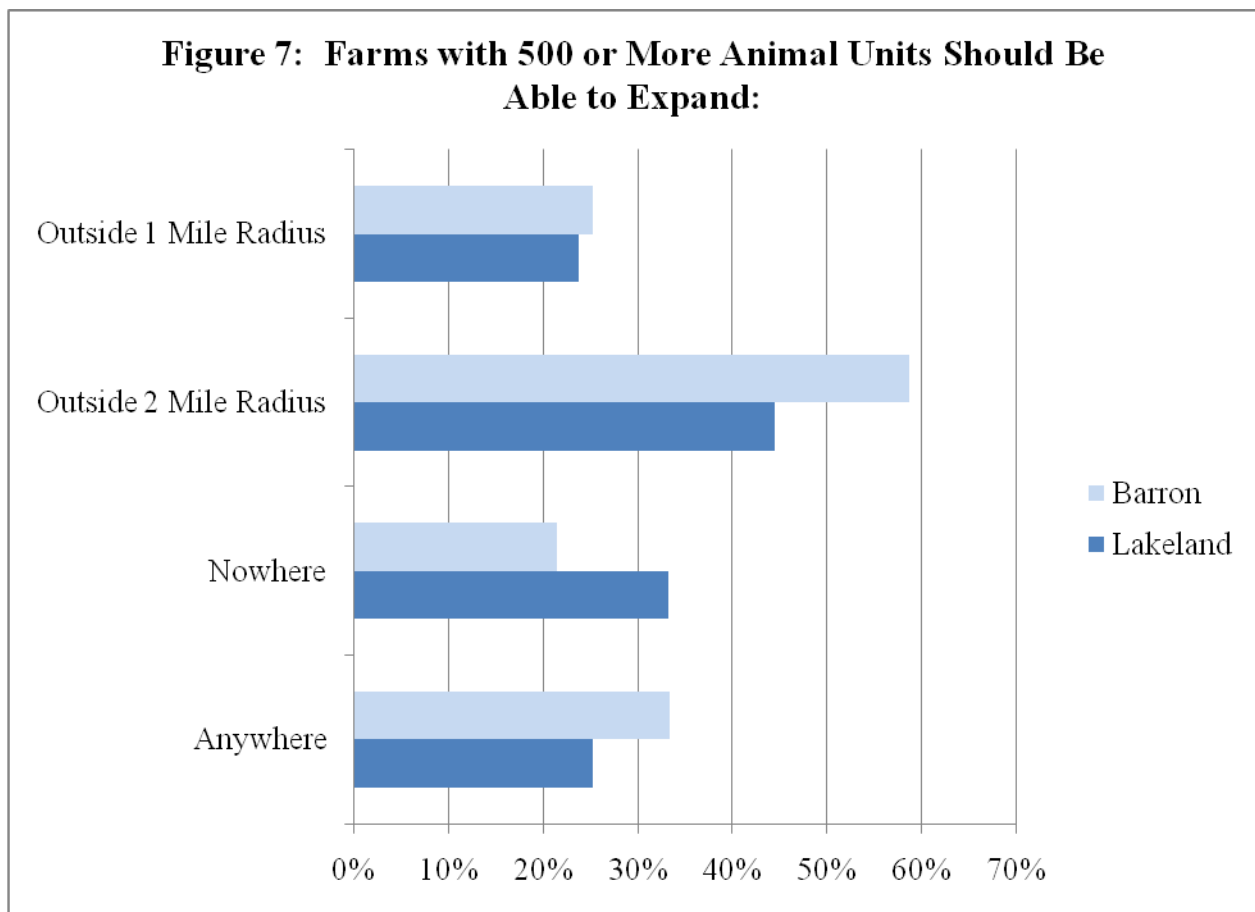
## Agriculture and Land Use

Residents of Lakeland and of Barron County were asked how they think productive agricultural land should be used and Figure 6 summarizes their responses. In both the Town (95%) and County (93%), there is nearly unanimous support for the use of productive agricultural land in agriculture. Similarly, support for converting such land to commercial/industrial or residential use is very weak, particularly in Lakeland.



There are few demographic differences in how citizens of Lakeland Town want to see productive agricultural land used. The only interesting significant difference is that younger respondents were more supportive of using such land for residential uses than were their older neighbors.

Interestingly, while there is strong support for keeping productive agricultural land in agriculture (Figure 6) among Lakeland (and Barron) citizens, support for allowing livestock operations to expand is much more tepid. There are very mixed messages in Figure 7. Only one-quarter of respondents would allow large-scale livestock operations to expand anywhere in the Town but only one-third would prohibit their expansion in Lakeland. Inexplicably, support for allowing expansion of large livestock farms beyond a 1 mile radius of incorporated areas garnered slightly less support (24%) than allowing them to expand anywhere in the Town (25%). Even restricting expansion of such farms to beyond 2 miles of incorporated areas was supported by only 45 percent of the sample.



Residents of Lakeland are slightly less supportive of large livestock expansions than the County as a whole: County residents are more likely to support expansion anywhere (33% vs 25% in Lakeland), less likely to prohibit expansions anywhere (21% vs 33% in Lakeland), slightly more likely to agree to expansions beyond the 1 mile radius (25% vs 24% in Lakeland), and substantially more supportive of expansions beyond the 2 mile limit (59% vs 45% in Lakeland).

The only dimension of the large-scale livestock expansion issue for which we see demographic splits is with respect to the proposition that they should not be allowed to expand anywhere in Lakeland. Perhaps surprisingly, men were more likely than women to agree that no expansions of large-scale livestock operations should be allowed (women were also more likely to say they had “no opinion” about this). Support for prohibiting expansion of large scale livestock operations anywhere in the Town, while still less than a majority, increases with the age of the respondent, among retirees, and among seasonal residents.

Lakeland residents were asked if landowners should be allowed to develop their land in any way they want and by a sizeable margin said, “no.” Only 28 percent agreed that landowners should have a free hand in how they develop their land compared to 67 percent who disagreed. When a similar question was asked of Barron County residents as a whole, the result was similar (35% said they should be allowed to develop their land in any way compared to 61% who disagreed).

Lakeland residents weighed in on several residential development issues. They strongly support the proposition that visual impacts of developments should be an important consideration when evaluating proposed developments (85% agreed or strongly agreed vs only 7% who disagreed). They also support, by more than a 3 to 1 margin (68% in favor vs 20% opposed), the idea of cluster designs for new residential developments. A cluster design, as explained in the questionnaire, preserves open space in new developments. More than 80 percent of respondents said that the minimum lot size for new development should be more than 1 acre (54% said they should be at least 1 – 5 acres in size).

We again see some statistically significant differences between seasonal/waterside residents and year-round/non-waterside residents; these differences tend to be ones of degree only. For instance, neither group supports the idea that landowners should be able to develop their land in any way they want but seasonal/waterside citizens are even less supportive of this proposition. Seasonal/waterside residents are more supportive of considering the visual impact of developments and waterside residents are significantly more supportive of larger minimum lot size requirements for new residential developments.

Support for giving landowners a free hand in their development plans tends to fall, and the importance of considering visual impacts tends to increase, with the age of the respondent. Men are less supportive of allowing landowners to develop their land in any manner desired than are women.

The results of the questions dealing with land use in Lakeland are consistent with themes discussed in earlier segments of this report – satisfaction with the status quo and a desire to preserve the local environment. Residents are supportive of keeping agricultural land in agriculture, are not enthusiastic about expansions of large-scale livestock operations anywhere in the Town, and are supportive of land use policies that maintain Lakeland’s aesthetic qualities.

Table 4 indicates that Town residents are:

- slightly more willing to consider smaller acreages to be a farm than was the case for Barron County residents

- likely to own larger acreages than the average Barron County resident (which would include a number of city/village dwellers with smaller lots)
- less likely than the average Barron County resident to report that their land is actively farmed

**Table 4: Agricultural Dimensions of Land Use, 2008**

Acres needed to be considered a farm	Count	Less than 10	10 - 20	21 - 40	40+
Lakeland	434	11%	21%	24%	44%
Barron	387	7%	21%	24%	47%
Acres owned in Town of Lakeland	Count	Less than 10	10 - 20	21 - 40	40+
Lakeland	450	53%	14%	14%	19%
Barron	388	67%	5%	6%	22%
Land is actively farmed	Count	Yes	No	N/A	
Lakeland	446	15%	77%	8%	
Barron	390	24%	62%	14%	

**Table 5: I Expect My Land Will Be Farmed for:**

	Lakeland	Barron
0-5 Years	8%	10%
6 - 10 Years	5%	8%
11 - 15 Years	4%	8%
16 - 20 Years	9%	14%
Not Applicable	75%	68%

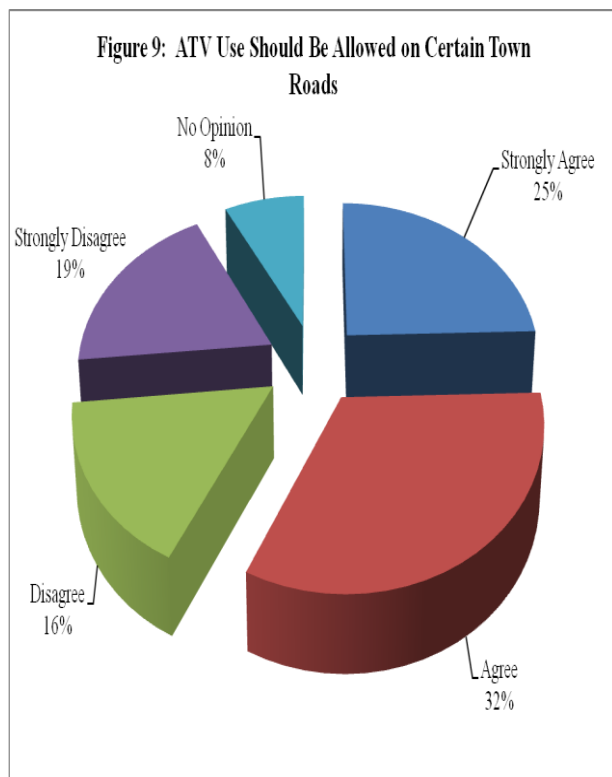
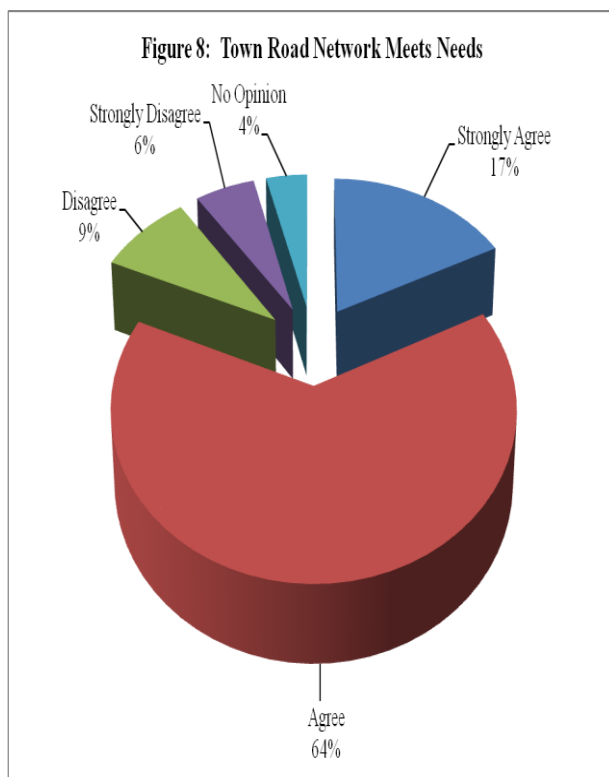
Table 5 indicates that Town residents, like their County neighbors, generally don't believe that their land will be farmed in the future. Three-quarters of Town residents and two-thirds of those in the County, said that this question did not apply to them. This presumably means that their land is not currently farmed nor will it be in the future. Fewer than 10 percent of Lakeland

residents feel that their land will be actively farmed for any of the other time periods covered in Table 5. In all cases, slightly higher proportions of County residents feel their land will be farmed.

## Transportation

Residents were asked two questions about transportation, does the overall network of roads meet their needs and should the Town allow ATV use on certain Town roads. Figure 8 shows that a large majority of residents (81% agree or strongly agree) feel that the road network in the Town meets the needs of residents. Only 15 percent disagreed that the road network is adequate for the Town's needs. A majority, though a smaller one (57% agree or strongly agree), feel that ATV use should be allowed on certain Town roads (Figure 9). More than one-third of the respondents disagree or strongly disagree with allowing ATVs to use Town roads.

Agreement that the road network is adequate increases with the age of the respondent and the number of years they've lived in Lakeland. Those living near water are slightly less satisfied with the roads than those living further away from water.



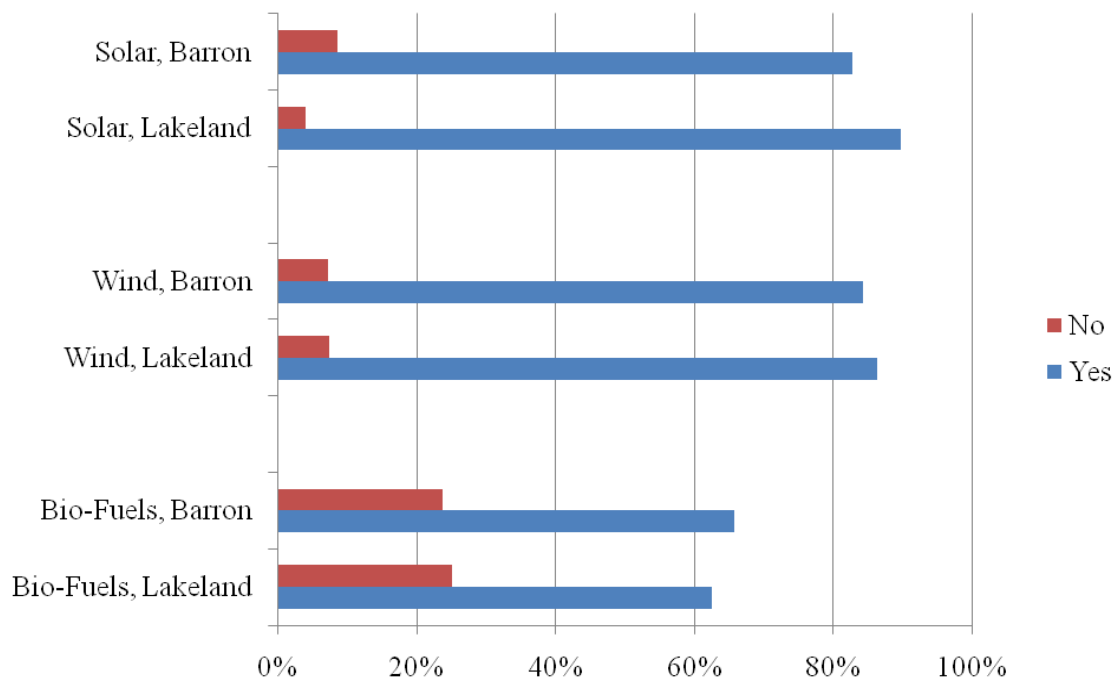
Allowing ATVs to be operated on certain Town roads gathers stronger support from men and younger residents. Seasonal and waterside residents are somewhat less supportive of this policy option, though majorities of both groups agree with this policy option.

## Economic Development

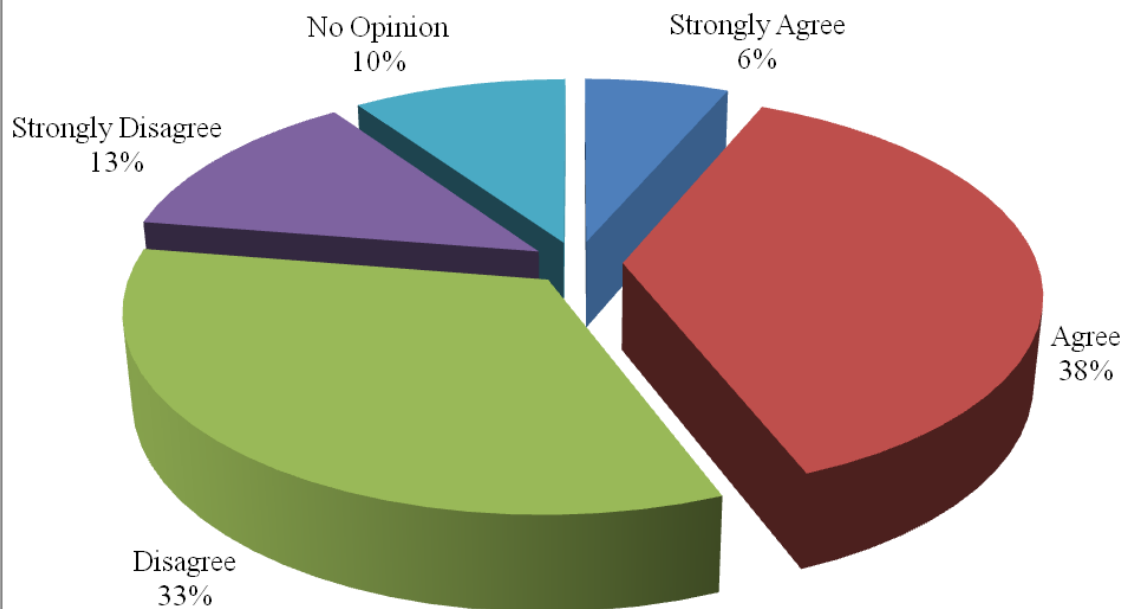
Figure 10 indicates that large majorities support the idea of encouraging solar, wind, and bio-fuels as a form of economic development in the Town and County. Further, the order of preference (solar > wind > bio-fuels) is the same for both the Town and the County. Lakeland shows slightly more enthusiasm for solar and wind than the County and slightly less for bio-fuels. Those living further from water are particularly strong supporters of developing wind energy.

Residents are evenly divided on the question, “Should the Town of Lakeland use tax dollars to recruit or promote new business and industry?” As Figure 11 indicates there are 46 percent who disagree or strongly disagree with using tax dollars in this way and 44 percent who agree or strongly agree with this option. Men, younger citizens, and year-round residents are more strongly supportive of using tax dollars to recruit or promote businesses in Lakeland.

**Figure 10: Support for Pursuing Alternative Energy for Economic Development**

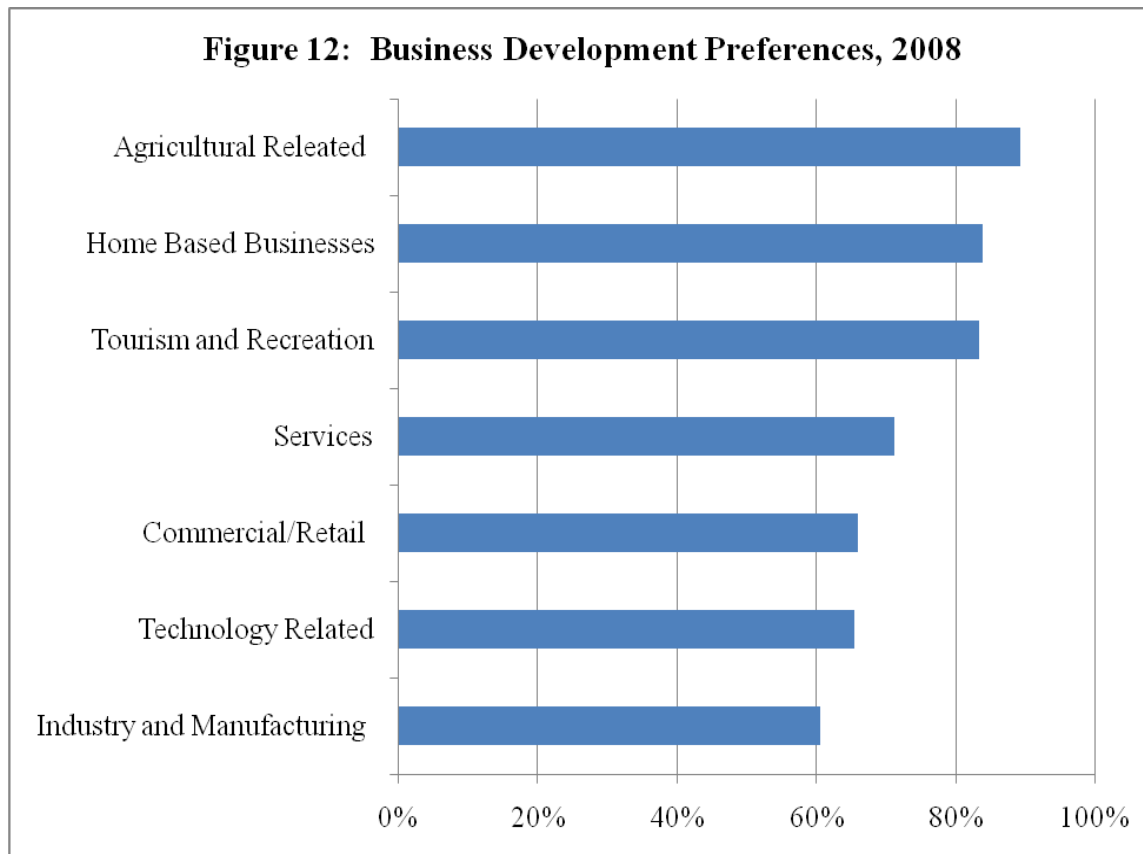


**Figure 11: Use Tax Dollars to Recruit New Businesses**





In light of the level of contentment with the status quo noted in the quality of life section of this report and the mixed views about using tax dollars to recruit new businesses, the results summarized in Figure 12 are somewhat surprising. Substantial majorities of Town residents felt that all of the types of economic development about which we asked were appropriate for Lakeland. More than 4 of every 5 respondents agree or strongly agree that businesses that are agriculturally related, home-based, or focused on tourism and recreation are appropriate for Lakeland. Sixty to seventy percent agree that services (71%), commercial or retail (66%), technology-related (65%) and industry/manufacturing (61%) are appropriate for the Town.



The demographic features with the greatest number of significant differences are age and the number of years resident in the Town. With respect to age:

- older residents are more supportive of agricultural and tourism businesses
- younger residents are more supportive of home based, industry/manufacturing, and service businesses

With respect to the number of years a respondent has lived in Lakeland:

- longer term residents are more supportive of manufacturing/industry and service businesses
- seasonal residents are more in favor of tourism and recreation businesses

## Conclusions

The reader should be left with a few key conclusions from the results of this survey.

- The high response rate (64%) indicates that property owners care deeply about the future of the Town.
- There is a high level of satisfaction with the overall quality of life in Lakeland.
- People choose to live in the Town because of their appreciation for the environmental (recreation, natural beauty) and cultural (small town atmosphere) amenities it offers.
- Respondents are willing for the Town to use its regulatory and tax authority to preserve most environmental resources in the Town.
- There are a number of significant differences between year-round/non-waterside dwellers and seasonal/waterside residents. The good news is that these differences, while pervasive, do not seem to be divisive. In most instances, these groups agree but one or the other tends to be significantly more passionate about a given issue.
- Property owners like the status quo and don't seem anxious to see major changes in the Town.
- Residents seem uncertain about the role of agriculture in the town, at least with respect to animal agriculture.
- Despite being content with the status quo, residents feel that a wide array of businesses and industries would be appropriate for the Town. Use of tax dollars to recruit such businesses would be controversial.

## 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 2 of the Town of Lakeland survey asked residents to rate the overall quality of life in the Town on a scale from “excellent” (= 1) to “poor” (= 4). In this survey, residents rated the overall quality of life a 1.9, which means that, on average, people feel that the Town of Lakeland has a “good” quality of life. Suppose only people who were relatively happy with the quality of life in the Town responded to the survey. If this were the case, the overall quality of life rating in the report would overstate the true level of satisfaction of the overall population and we 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, 353 people responded to the first mailing and 115 responded to the second mailing.

We found only ten variables with statistically significant differences between the mean responses of these two groups of respondents (Table A1) out of nearly 90 tested. Table A1 indicates that respondents to the first mailing were more likely to choose to live in the Town of Lakeland for its agricultural opportunities. Higher percentages of the second mailing said they didn’t know if more affordable housing or starter homes are needed in the Town. First mailing respondents are more likely to say that it is important to protect the Town’s groundwater. Second mailing respondents are more supportive of allowing ATVs on some Town roads. People who responded to the second mailing were more likely to rate support of recreational opportunities as one of the Town’s three most important tasks; respondents to the first mailing said the Town should focus on maintaining an effective transportation network. Respondents to the first mailing are more likely to attend a public meeting to discuss the comprehensive plan and to have a home within 300 feet of a body of water.

Table A1 – Statistically Significant Differences Between Responses of First and Second Mailings			
Variable	Mean First Mailing	Mean Second Mailing	Statistical Significance
Q1 Live in Lakeland for agriculture	0.11	0.04	.04
Q5 More affordable housing is needed	3.24	3.55	.04
Q7 More starter homes are needed	3.37	3.66	.04
Q9c Important to protect groundwater	1.51	1.67	.05
<b>Q21 Allow ATVs on some Town Roads</b>	<b>2.59</b>	<b>2.31</b>	<b>.04</b>
Q22c Pursue wind energy for economic development	1.85	2.09	.04
Q27e Town support rec opportunities	0.27	0.40	.01
Q27h Town support effective trans network	0.25	0.14	.02
Q28 Attend planning meeting in future	2.57	2.89	.00
<b>Q33 House within 300 feet of water</b>	<b>1.47</b>	<b>1.71</b>	<b>.00</b>

While the items in Table A1 are statistically different, with few exceptions the absolute magnitudes of the differences are quite small and often don't imply a different preference. For example, we noted that respondents to the first mailing are more likely to agree that more affordable housing and starter homes are needed in the Town. However, the major difference between the first and second mailings is that more of the second mailing respondents said that they had no opinion about the need for these types of housing. So, while this difference is statistically significant, the difference doesn't appear to mean that a real difference of opinion exists between respondents to the first and second mailings.

Instances in which the difference would modify the interpretation of results are highlighted in bold text in the Table. Respondents to the second mailing are significantly more supportive of allowing ATVs to be used on Town roads and are less likely to own a home within 300 feet of a body of water.

**The Survey Research Center (SRC) concludes that non-response bias is not a concern for this sample.**

## Appendix B – Written Comments

**Question 1: What are the three most important reasons you and your family choose to live in the Town of Lakeland? ‘Other’ responses (65 responses)**

### **Seasonal Residence (19 responses)**

- Lake cabin (3x)
- Summer home (2x)
- Vacation home (2x)
- A seasonal home
- Cabin
- Cabin Lake Home
- Family cottage
- Family seasonal cabin
- Lake home
- Lake property
- Retirement lake home
- Seasonal home
- Seasonal lake property
- Summer cabin
- Vacation property

### **Property Owner Only (13 responses)**

- Don’t live there (2x)
- Country owned property
- Do not live here - own land only
- Do not live there-own business
- I am a Afton resident
- I don't live in Lakeland--just own property
- I don't live there
- I don't live there--inherited land
- Inherited property there
- Lake property, out of state owner
- We do not live in the town of Lakeland, we only own lake property there
- We live out of town

### **Recreational Purposes (11 responses)**

- Silver Lake (2x)
- Access to fishing and hunting
- Golf
- Hunting land

- Hunting/Fishing
- Lake
- Lake access, fishing, boating
- Lake Howie
- Many lakes and good hunting
- The lake and woods

### **Location (6 responses)**

- Close to the Twin Cities (2x)
- Health-- Mayo
- Hospital near by
- Nice airport
- Proximity to Twin Cities

### **Rural Benefits (5 responses)**

- Get away from people.
- Low population density
- Opportunity for farming
- Quietness
- Privacy

### **Regulations/Zoning (4 responses)**

- No Zoning
- Not zoned
- Fewer building restrictions
- Freedom from regulation

### **Love the Property (2 responses)**

- Love my place
- Loved home and property

### **Miscellaneous (5 responses)**

- Business owner
- Cant afford to leave
- Good question - none of the above
- MN resident
- Owned the property

## **Question 8**

**Fill the circles of the two most effective ways that the Town of Lakeland could provide information regarding its services and programs to residents. ‘Other’ responses (19 responses)**

- Email (13x)
- Bell board
- None
- Postings
- Rumor
- Service to police and courts only.
- Sign post board in town for those how really want to know what is going on

**Question 22: The Town of Lakeland should encourage the following energy alternatives as a form of economic development: ‘Other’ responses (36 responses)**

- Geothermal (10x)
- Nuclear (6x)
- Water (2x)
- Animal waste
- Bio only
- Biomass renewable
- Coal or nuclear
- Conservation
- Energy efficient anything
- Fossil fuels
- Geothermal, out door wood boilers
- Horses
- Hydro
- Hydrogen
- Hydrogen/electric
- Methane
- Recycled waste
- Thermo
- Wood
- Wood burning
- Wood heat

**Question 25: What do you like about living in the Town of Lakeland?**

**Rural Living (165 responses)**

***Setting (43 responses)***

- Rural setting (2x)
- A country setting, less traffic jams
- Beautiful natural setting. Low cost of living. Sense of community--but this is fast fading as older generation passes away. Need to stop use of agri-chemicals though!
- Beauty of natural setting, friendly people, abundant wildlife
- Clean Air, clean water, very little crime, friendly people, small town atmosphere
- Clean air, water, rural character, charming neighbors
- Country environment, great roads ( I am a mailman) quality elected officials.
- Country life atmosphere, outdoor activities, living off the land, hunting and fishing.
- Country life, not crowded, close to bigger town.
- I enjoy the county and privacy of where we live
- I get to live in the country. We know our neighbors, taxes are reasonable, we have a good town board, good location for us.
- I like being able to walk out of my house and into the woods to hunt. I like the space - not having neighbors real close. I like the small town.
- I like living in the country on the lake.
- I like living in the small rural environment with the beauty of nature all around.
- I like the quiet neighborhood. Having land in a fairly remote area, yet the convince of town being just a few minutes away.
- Less road traffic, scenery is good.
- Natural setting, friendly neighbors
- Natural setting, lakes and forests
- Natural settings
- Neighbors. Rural type area
- Nice area
- Nice neighbors, natural environment
- No traffic congesting, plentiful wildlife, scenery and lakes. Friendly people with concern for the environment.
- Peace and quiet compared to the city. People are very friendly and helpful.
- Quiet, rural, yet close to town. The road crew is excellent about grading the gravel roads.
- Rural character, lakes
- Rural country setting
- Rural feel and natural wooded areas
- Rural quiet
- Rural setting and lakes and forests
- Rural setting, hunting, fishing, hiking opportunities
- Rural setting-farmland-not crowded
- Rural sitting, clean air, peace and quiet, wildlife, lakes, natural, Main Hwy N
- Rural USA
- Scenery, quiet country living

- Small community, beautiful and quiet
- The many lakes around the good rich land, great hunting, the transition between forest/farmland is very unique close to the river, but still pretty wild seems to be a fairly small crime rate.
- The natural environment.
- The quaint atmosphere, the warm attitude of the people and business owners, the spirit of community, the lack of congestion both in housing, traffic and industry.
- The quiet, peaceful atmosphere - close proximity to shopping, etc
- The quiet, rural, wooded community and surrounding area.
- We like our home and property because it's so "rural". However, to expand the tax base and thus services, we need to increase housing and business development.

#### ***Peaceful (35 responses)***

- Quiet (8x)
- Peace and Quiet (6x)
- Peaceful (6x)
- Its quiet (2x)
- Low population, quiet, rural
- Quiet and good natural resources
- Quiet and peaceful township
- Quiet charm
- Quiet county
- Quiet, peaceful place, rural setting with limited traffic, noise and pollution.
- Quiet, privacy
- Quiet, relaxing, rural
- Seclusion
- Somewhat quiet
- The lakes and peace and quiet
- The quietness of the community
- We like the peace and quiet.

#### ***General Rural Living (33 responses)***

- Country life (2x)
- Rural atmosphere (2x)
- Farming, country life, recreation
- Friendly area. Very rural. Excellent outdoor recreation
- Friendly neighbors and woods and forest land, good country living
- I like my neighbors. Recreation right outside my door, low taxes
- It is a quiet town, you can hunt, fish and farm.

- It is quiet. Close to other cities - convenient. People are neighborly.
- Lakes, forests, open spaces. Proximity to towns. Lack of pollution and noise.
- Landscape, quietness, good services, good people, wildlife, beauty of the seasons.
- Living on the Lake, close to town, privacy, good roads
- Low population, rural atmosphere
- Open space and room for hunting, rural atmosphere
- Outdoors, small community, peaceful
- People, quiet living and control over our property.
- Privacy, rural character, recreation opportunities
- Quiet, nature, small population, friendly people
- Rural
- Rural atmosphere. No large home developments. No big businesses.
- Rural character
- Rural character. Minimal cost, minimal intrusion
- Rural character. Quiet place, friendly people
- Rural feeling
- Rural life
- Rural, unspoiled
- Ruralness and privacy. Cleanliness and community service.
- Small population, open spaces, lakes and wildlife areas
- The country life
- The rural atmosphere and the quality of the lake.
- The rural atmosphere.
- The small town atmosphere, the hunting and fishing

#### ***Small Town Atmosphere (26 responses)***

- Close to work, quiet, friends and relatives
- Country living at its best. Great lakes, woods, and wildlife. It's all about the people most of all, Great!
- Country, small town quality life
- Family, small town, good hunting and fishing
- Hometown atmosphere; natural surroundings: lakes, ponds, woods. I wish my road had been paved.
- Hometown feel

- I enjoy the small town atmosphere. Community spirit and natural beauty. That should simply not be compromised.
- Low profile
- Quiet laid back community
- Safe environment, slow pace of life
- Small community living, recreational use, peace and quiet
- Small rural area, quiet and friendly
- Small town - hospital - recreation
- Small town atmosphere
- Small town atmosphere - the people - concern to retain county living
- Small town atmosphere , friendly staff and helpful, try to keep gravel roads smooth and drivable as much as possible
- Small town atmosphere with privacy.
- Small town atmosphere, lakes, wildlife and fishing.
- Small town atmosphere-family close by.
- Small town friendly
- Small town rural communities
- Small, close, community attitude.
- The small town feeling is very important. Residential developments should be clustered with 1- 1.5 acres sites. Farm chemicals and animal waste are polluting lakes and groundwater. A continuation of this will be a disaster-limits, regulations need to be developed.
- The small town, close knit community
- Unspoiled small town atmosphere
- Very quiet atmosphere, good place to raise children. Very nice community.
- We own a small cabin on a lake. Love the rural small town atmosphere.

#### ***Open Space (13 responses)***

- Abundant wildlife. Not overly populated
- It's rural qualities - low population
- Low hassle factor, wide open spaces
- Mixture of ag and wild land. Good neighbors
- Not crowded
- Not crowded in my area, reasonable cost of living.
- Open spaces
- Quiet country living, distance between neighbors.
- Space, privacy, rural character

- The openness. IT is not wall to wall houses. Lack of close neighbors.
- The quiet, small town living, no close neighbors
- The space and quietness of the country living.
- The wide open spaces-large parcels of woods

#### ***Friends, Family, and Neighbors (11 responses)***

- Family and friends in the area.
- Good neighbors
- It is a very nice place to raise young children. Neighbors are very friendly and helpful, unlike most of the rich people of Cumberland, who think they are better than you.
- Neighbors and no zoning
- Nice area to live in and raise a family
- People. Area is beautiful.
- Small town friendliness. The residents here made us feel welcome from the very day we moved to town.
- The country side, small quiet and everybody seems to get along with everybody else.
- The people
- The people are very friendly and helpful/
- We like the fact that most people living here are friendly.

#### ***Agriculture(4 responses)***

- Agriculture land use and culture
- Farm based economy and culture
- Provides opportunity for farming
- Still Ag. Land

#### ***Recreation and Natural Resources (44 responses)***

- Silver Lake (4x)
- The lakes (2x)
- Access to lakes
- Beautiful lake
- Being able to live on a lake in a quiet setting.
- Clean air, woodlands, wildlife
- Close to lakes and fishing. Close to hunting land.
- Closeness of nature
- Duck Lake, people we have met
- Enjoy the lake and its beauty
- Get away - lake cabin.
- I like living on the lake and 10 minutes from Cumberland.



- I like the peace and quiet and trees and lake.
- I only own a couple of acres. No buildings. It's all about water. Businesses and homes located on water. Sadly, your sister city of Barron has chosen to ignore Yellow River. Re-positing the town around the river would change everything!
- Lake living
- Lakes and trees, rural character
- Lakes, parks, wooded areas, quiet, not over crowded, fresh air
- Lakes, recreation
- Lots of natural areas and nice lakes
- Quiet enjoyment of natural features
- Quiet wooded and some farm land
- Recreational hunting and fishing
- Recreational-fishing
- Remote areas of forest. Why don't you ask what we don't like? Taxes
- Rural characters. We live on Dutch lake. It is close enough to enjoy the convenience of Cumberland and far enough out to be considered rural. We like all the lakes, wetlands and woods.
- Small town atmosphere and natural environment. We would hope natural resources would be guarded.
- Space, woods
- The clean air, lakes and scenery.
- The low crime rate, able to hunt, fish, and snow shoe
- The quality of life. The calmer atmosphere/environment. The beauty of woods, lakes, trees.
- The rural north woods atmosphere. Please do not ruin the lake atmosphere. Keep them as natural as possible - not cities on the lake. Do not let our lakes resemble Gull Lake at Brainerd, MN.
- The seclusion and the natural resources
- Trees, lakes
- We enjoy the wildlife and woods
- We like being on the Lake
- We like living here because of the nature and woodland area. (Recreational and nature)
- We use our part time home for hunting and fishing
- Wilderness aspect - forested (large) areas - natural lakes and streams - wildlife
- Wildlife, natural surroundings
- Would be better if we had ATV trails

#### **Non or Seasonal Resident (22 responses)**

- Don't live there (2x)
- I do not live in the Town of Lakeland, I own property.
- I do not live in Town of Lakeland
- I don't currently live in the town of Lakeland, but own land share properties
- I don't live in the town of Lakeland. Just own land there.
- I don't live there
- I don't live there I have hunting land.
- I don't live there, we just have recreational land.
- I lived in the town of Lakeland from 1950 to 1995, I now live in Delaplane, but own 80 acres of agricultural land in Lakeland.
- I love the area - I have land only (inherited) but have never resided here.
- I own lake property for warm weather usage.
- I own property which my family and I have for my own selfish pleasure as all Americans should be permitted to do with their own property as long as they do not violate the rights of any other person. Read the declaration of Independence!
- My lake cabin on Big Dummy Lake is peaceful and quiet, just the way I like it!
- Recreational only. We don't live there.
- Seasonal resident only
- Summer resident
- We do not live in the township.
- We love to visit the area-it is quiet and very relaxing. Fishing is great!
- We own 40 acres with a cabin our property is MFL Tree Farm. We hope to retire in the area in the next 2 years.
- We own a 40 but do not live in Lakeland
- We own land handed down 3rd generation. WE love the quiet since we come from the Twin Cities.

#### **Location (17 responses)**

- Beautiful Lakes, Nice clean City of Cumberland
- Close access to Cumberland, lots of outdoor activities.
- Close to town and work but country atmosphere.
- Close to work
- Country life w/ being close to bigger city shopping and amenities
- It's close to large metro areas
- Lakeland township has a very rural atmosphere but at the same time is

conveniently close to both Cumberland and Barronet.

- Most stores are close, do need a better grocery store
- Not far to Cumberland - Medical and retail. You didn't ask what I don't like? Minimum road care, gravel roads, cooperation with surrounding towns/municipalities, duplication of efforts.
- Peaceful, close to Cumberland/Spooner
- Quiet yet close to work
- Quiet, close to Rice Lake
- Rural character, availability of shopping (service) centers, health care and educational services, beauty of the township
- Small town feeling. I like that we are within driving distance of the cities. It's just far enough to feel like we are going somewhere, but close enough to do.
- The closeness to nature; the feeling of security; the relative closeness to ordinary shopping.
- The location
- The weather, the people, the community center, grocery and gas store. The restaurants especially the older ones. The programs at the community center.

#### **Government Issues and Taxes (15 responses)**

- Friendly people. Area beauty. But we pay significant taxes and receive few services in our cabin. No city water or sewer, no paved road, no mail, no garbage service. I cannot rate the programs and services because we haven't used them yet we have paid taxes for 15 years. I must say a paved road and sewer service would be great.
- High population, upscale homes provide good tax base.
- Light traffic, no signals, township form or government.
- Low taxes and less regulations
- Low taxes, friendly people
- Low taxes, scenic beauty, community involvement, considerate neighbors
- Property taxes outrageously high. Don't do anything about lake I live on such as weed control and quality of lake, lake level.
- Rural character and open space with little of the core development that has ruined the rural areas. There is no need for development. Rice Lake, Cumberland are close by and serve our needs/
- Rural environment, lakes, forests, quiet uncrowded residential. New residential limited

to 35+ acres. Services available, little industrial sites.

- The fact that the elected officials have been proactive in stating regulations on development and dwellings. The rural/ small town atmosphere.
- The feeling one gets from the Lakeland town chairman's relationship with property owners (non-residents) is that they are second class citizens in Lakeland Township. The stories are many and involve swearing and hanging up on phone conversations. Lakeland township has a variety of people in the township. I like that there is always the possibility to work together to make it better for everyone with leadership.
- The schools
- There appears to be a conscientious yet practical approach to handling township needs and changes.
- We have a lake place on Big Butternut Lake and this is within 1 hour of our home in Emerald, Wis. So this is easy for us to get to often. We have been broken into 3 times and things stolen, in off season, so more police patrol would be nice to have.
- We live on a beautiful small lake. We want to have black top roads, we pay the highest taxes and have seasonal homes but have to have gravel roads.

#### **Quality of Life (7 responses)**

- It is a nice place to live.
- It is beautiful and wonderful to live in.
- It is nice and friendly!
- It's quite close town and I have lived in the town of Lakeland for about 8 yrs. So it's easier to know who is the chairman and is just a nice place to live.
- Most people are proud to own land here and love the community.
- Overall a nice township.
- The beauty of the area, the efficiency of how the town is run.

#### **Natural Beauty (6 responses)**

- It is very beautiful with many lakes and ponds. So far it gives the most freedom to the landowner, builder
- It's a beautiful place to live. Has county forests. Lots of scenery. Some dirt roads.
- Natural Beauty - Lakes, hills, forests
- Natural beauty, lakes, streams and forests.
- Quiet, natural beauty
- The natural beauty of the area

**Everything (5 responses)**

- Everything (4x)
- Everything - the space, the location, the peace and quiet, the lakes, the wildlife

**Family History (4 responses)**

- Born and raised here
- It's home
- Many years of my married life I have lived in Lakeland. Its home for me.
- My home all of my life

**Not Applicable or No Opinion (4 responses)**

- N/A (2x)
- No Opinion
- No problems

**Miscellaneous Comments (9 responses)**

- Acceptance - natural life styles
- Answered that in Question #1
- Got to live somewhere
- I can do what I like, nobody bothers or cares
- I'm here
- Just ok
- Lakeland is a township of Barron County not a town like it sounds in this survey.
- Privacy
- Refer to Quality of life question
- We haven't been there for years, so I don't feel I have strong opinions.

**Question 26: What would you like the Town of Lakeland to look like 25 years from now?**

**Similar to Now (127 Responses)**

- The same (16x)
- Same (14x)
- Same as it is now (4x)
- Same as now (4x)
- The same as now (4x)
- About the same (3x)
- Similar to today (3x)
- The same as it is now (3x)
- Like is does now (2x)
- No change (2x)
- Pretty much like it looks today (2x)
- Same as it is (2x)
- Same as today (2x)
- The same as it does now (2x)
- Unchanged (2x)
- About the same as it is now.
- About the same except maybe some different people.
- About the same, but with all paved roads.
- About the same, should be less houses in fields and woods.
- About the way it is now
- Aesthetically exactly as it does now. Preserve the natural beauty and the quality of the natural resources. I would like all town roads paved. Exercise town powers to control development that is consistent with out natural beauty.
- As close as possible to what it looks like now
- As it is now
- Basically pretty much the way it does now
- Basically the same - some improvements - still having the community center - and church
- Be about the same as it is now
- I would like for it to be about the same. More reliable electricity, better cell phone reception.
- I would like it to look as it does now
- I would like the town of Lakeland to look much like it does today.
- I would like the town to look the same.
- If you're lucky--the same
- I've lived in Lakeland for over 30 years and it hasn't changed a lot. I wouldn't feel badly if it stayed about the same for the next 25 years.
- Just as it does today.
- Just like it does now.
- Just like it is now
- Just like it is, no more trailer houses.
- Just like now but with underground utilities
- Just the way it is right now.
- Keep it like it is now.
- Like it does now, but with more wildlife habitats.
- Like it is now
- Like it is now for the most part.
- Little or no change
- Maintain current status
- Mostly what it looks like now. Quaint downtown area, thriving stores, reserved land, rural areas.

- Much like it looked 35 years ago.
- Much the same
- Much the same but with more shopping opportunities and increased general prosperity
- Not a lot different
- Not much change
- Not much different
- Not much different than today
- Pretty much like it does now.
- Pretty much like it is now - allowing room to grow.
- Same as is now
- Same as it does now
- Same as now , no more farms.
- Same as today with maintenance of roads, residences, and industries
- Similar
- Similar as now
- Similar growth to the past 25 years
- Similar to now - open spaces
- Similar to now with small growth, enough commercial development to keep taxes low.
- Similar to what it does now - with roads improved.
- Somewhat the same but with better town roads.
- The same as is, have more ways to use ATV's to go from place to place.
- The same as it does now. We love the size and people. It would be nice if people from the cities would quit buying up all the available property.
- The same as it is
- The same great country atmosphere to raise a family.
- The same that is now if at all possible.
- The same. We only hunt/fish/hike/bike/ski/ATV
- The very same.
- The way is was 20 years ago.
- The way it is now.
- Very much the same. Any new businesses should be low profile and environmentally friendly.
- Very similar but with a stronger commercial tax base.
- Very similar to now. Moderate residential development would be ok. Lakeland township should keep its rural flavor.

#### **Development (70 responses)**

##### **General Development (29 responses)**

- More black top roads, more businesses in town (2x)
- 20% increase in population
- A normal process of development, agricultural, retail, and commercial. Preservation of environment and public safety.
- Bringing in new businesses and industry would be great but should be contained. Do not encroach on the beautiful forest and wildlife land.
- Buried cable lines around lake properties, high speed internet on the lake properties and everywhere, extension of asphalt roads at lake properties, rural water/sewer system around lake properties.
- Farm industry for employment. Housing for the elderly.
- Halting expansion of country quiet campground, stricter zoning to prevent overcrowding. Retain mixture of ag and recreation.
- Keep improving
- Lots of natural areas and nice areas. Some controlled development.
- Maintain rural character, protect lakes and streams from over use and development. Restrict new home sites
- More blacktopped roads, more business and agriculture. ATV routes to get anywhere you want.
- More business. Less taxes
- More businesses and tourism and recreation areas.
- Much the same. Preserve nature. More multi-family residences. More employment opportunities.
- No bigger
- Non-developed
- Not over developed
- Not over grown.
- Perhaps a little bigger and more prosperous
- Pretty much the same...home based business...recreational lands available ATV trails
- Rural character, low density development, enforce ordinances to improve property appearance.
- Since higher population is likely by that time - new housing should be cheap,

- clustered near business and other resources. Agriculture should be strongly supported. Wooded and wetland should be protected as well. Wind power.
- Smaller town with some development. Keep population under 5 thousand
- Something similar to the liberty development outside Stillwater, or even Jackson Meadows near Marina on St. Croix. You have a great area. You need to get economic development followed by excellent city planning. People move away after college because there are no opportunities.
- Still rural but growing with the town
- To 35 acres or more. Pave township roads.
- Very little new development.
- Well planned with more paved roads. Improved technology access. Healthy air quality. Wind power energy in use.

#### ***Commercial (23 responses)***

- A few more businesses and a few more paved roads.
- A few more local businesses of 63.
- A Kwik Trip in Barronett, and town hall in the center of town.
- All of our business places open
- Cared for, active, thriving, well kept small business.
- Commercial development confined to one area, with adequate roads and utilities supplied to that area.
- I am concerned about the new economic development. I would like to have and am willing to support a vibrant downtown. The theater, art gallery, Peter and Annie's - terrific improvements to a dying/decaying Main Street. Lets support these businesses by buying local and encourage others to open.
- I would like a couple of good businesses in Barronette to replace businesses that have closed.
- Increased number of businesses. Increased tax base while preserving look and rural feel of township.
- Jobs, grocery store
- Maybe let in some retail stores that local people can afford to shop at.
- More businesses.
- More homes and businesses

- More mom & pop businesses. Less big box stores. Keep the town's rural feeling (character)
- More new businesses, ATV trail access/use, continue to have snowmobile trails
- Much the same-but economically we need ways to make money for the township-businesses (etc)
- Natural beauty retained, small businesses, low traffic.
- Of course would like to see less residential and commercial development but that's what change is all about. Can't stay the same.
- Peaceful yet more businesses like Hayward
- Small town gift stores, pave dirt roads.
- Some more businesses but still maintain the small town atmosphere
- Sustainable local businesses, grocery, hardware, tourism
- Viable active business support with high regard to maintain its small town atmosphere.

#### ***Residential (11 responses)***

- All roads should be blacktopped, several new off-lake developments for high-income families
- Although it would be nice if it stayed the same, that isn't realistic - I would hope that the rural , undeveloped land could be preserved.
- Clustered housing to avoid fragmentation of the land or suburbanization of the outlying areas. I would like the lakes, forests and wetlands to remain the same. I would like our township to produce our own energy and be off the grid.
- For housing I like the concept of small lots connected together with like paths and walkways with agriculture outside town. Think of zoning to help with planning. I would also like bike paths in Lakeland and Barron county
- Fringe development/close to Cumberland with water and sewer connection available with shared costs. Job development/industry - retail mix. Also implement zoning consistent with county administration thus qualifying
- If there is residential development I hope it is zoned between 1.5 acres. We

- should have an industrial park outside of town. I like shell lake.
- Maintain roads but don't over develop. Residential needs to increase but away from lakes and streams- building codes should require alternative energy sources.
- No more residential
- Pretty much the way it is now. Without large developments and over building of parcels.
- Rural residential of no more than 15% of land base, merge with other town for cost savings
- The township for elderly and low income housing units in township qualifying by government rural housing via federal housing etc.

#### ***Employment Opportunities (5 responses)***

- An established core of employability probably through industry that attracts a good spectrum of homes and further development.
- I would hope that it would look a lot like it does now, but with more job opportunities.
- I would like to see a little more development and job opportunities for future generations.
- Just as it is with a little bit more work for its people.
- Pretty much the same with a few more job opportunities.

#### ***Industrial (2 responses)***

- More of a variety industrial corporations
- Probably not much different-hope to see no more industry (dust and noise) so close to residential areas.

#### ***Transportation/Infrastructure (20 responses)***

- All roads black topped (2x)
- All black top roads
- All paved roads.
- All roads paved
- All roads paved and diminished taxes.
- Better roads
- Better snowplowing, faster service, better roads
- I would like the roads to be better taken care of. They need to be kept up better in the winter.

- I would like to see the rural gravel roads that are populated will paved roads so the residents don't need to live in the dust storm every time all the traffic passes the homes.
- Maintained good roads, public safety is good, taxes under control
- More blacktop roads.
- More black-topped roads, less campgrounds
- Much the same. Use some dollars for improving roads.
- Paved roads, forests preserved
- Road maintenance is perhaps the least desirable feature of living here.
- Safer roads and more wildlife
- The same as today except that all roads would be paved including those that lead to dead ends
- We would like more roads to be blacktopped (paved) in and around the lakes in Lakeland. These are highly taxed areas and we wish our roads showed this.
- Would like to have roads were the clay doesn't come out in the spring and rip off vehicle parts
- Tourist resort area

#### ***Government/Taxes (13 responses)***

- About the way it is now. Lakeland township is about the only Barron county township that hasn't adopted the county comprehensive zoning. No regulation on development like camp grounds, trailer parks, lake shore protection, etc. Get with it Lakeland township.
- Better attention and regulation and zoning. Maintained high quality of the lakes.
- Better maintained roads and properties; more black topped roads where population is, more fair distribution of taxation i.e. Remove unfair tax burden on seasonal/lake shore property owners.
- Broader tax base to decrease the unfair tax burden placed on lakeshore owners.
- Hold line on taxation
- Keep government out of land owner's hair.
- Lower taxes
- Need better zoning
- New town board
- Reduce property taxes
- Reduced taxes
- We will need expansion in tax base. Hopefully revenue from new business etc. Will help reduce or maintain present homeowner's present tax payments!

- Zoning regulate development

**Don't Know/Not Applicable/No Opinion (12 responses)**

- No opinion (4x)
- Don't know (2x)
- N/A (2x)
- Doesn't matter a lot to me
- I have no image of 25 years from now! If it looks as good, that would be fine.
- Really have no opinion

**Natural Resources (10 responses)**

- A community using alternate fuel sources, clean environment, recycling
- Control of farm run off affecting the yellow river watershed
- Environmentally responsible
- Environment--maintain open spaces, alternative energy sources in use.
- Forest
- Keep our beautiful resources
- Quiet and good natural resources
- Similar untouched woodlands and clean lakes and streams
- The lakes clean and clear
- Try to keep the wetlands and woodlands that we have to protect the animals that preside here.

**Recreation (10 responses)**

- Better recreational hunting and fishing
- I am mostly concerned with the town of Lakeland keeping up its lakes and retaining its appeal as a recreational lake town.
- Just like it does now, lots of woodlands and wildlife
- More recreational features such as bicycle trails, picnicking areas, cross country ski trails, dog parks. Fewer polluters such as ATV's and snowmobiles.
- More recreational trails for horses and ATVs. The same with more trees and clean lakes.
- Preserve natural areas with maintained roads and high quality services, up to date communication modes. Control of development of RV and trailer parks to not be unsightly.
- Promotion of tourism and recreation
- Stay the same recreational
- Tourist destination

**Agriculture (8 responses)**

- Agricultural community
- Agriculture land use and culture
- It control the land as far as chopping up ag land into 1 acre parcels and keeping big commercial businesses out to preserve the country effect it can bring to make it a great place to live and get more farmland in use.
- More family farms, co-ops, help to promote more wildlife habitat. I would like to see more family farms. It is nice to see cows, horses, pigs, chickens etc and for our young children to be given the opportunity to see them and how they are cared for as well as wildlife.
- More marginal or fallow fields planted to tree plantations
- Preferably we have maintained our rural flavor, protected agriculture base that operates in an ecologically sound manner this is consistent with our tourism based economy.
- Rural, open, farms
- Strong organic farm industry, mixed residential as it now is, regulation of eyesore industry (have the industry for jobs, but must have aesthetic value in its appearance, clean

**Atmosphere (8 responses)**

- Rural (2x)
- Quiet and laid back
- Retain small town feel, rural with quaint shops, clean and junk free
- Similarly charming, not overbuilt instead provide incentives to fix what exists today - keep it revitalized/refreshed
- Still a rural small town atmosphere.
- Still maintain a rural character without big brother watching over you type regulations.
- Un-crowded - much like today.

**Cleanliness (5 responses)**

- A continued clean and quiet environment for all its citizens
- Clean!
- Keep it rural and uncluttered
- Pristine- not polluted
- Well maintained

**Preservation (4 responses)**

- I would like to see Lakeland's rural character preserved. This is our most valuable and irreplaceable asset.

- I would like to see the character and natural areas including preservation of farm lands maintained.
- Mixture of ag and wild land
- Preserve rural look

**Miscellaneous (6 responses)**

- A nice little ?

- Also, the retirees can stay in their homes. (watch taxes)
- I'll be dead by then
- Just a little more regional.
- Large hole on right side of 25 3/4 and 7 1/4 dangerous, has been this way for at least 8 years
- Same as above, but more so

**Question 31: Employment Status: 'Other' Responses (4 responses)**

- All
- Disabled
- Laid off
- Stay at home mom

**Question 32: Place of Residence: 'Other' Responses (15 responses)**

**Recreational Use (8 responses)**

- Cabin (2x)
- Second home (2x)
- Cabin and acreage
- Own lake property
- Rec.
- Summer cabin

**No Residence (6 responses)**

- Township of Cumberland
- We own a lot--residence out of town
- Residence in another township-own land in Lakeland
- Cumberland
- Don't reside here
- Duluth, Minnesota

**Miscellaneous (1 response)**

- Business



## Appendix C: TOWN OF LAKELAND COMPREHENSIVE PLANNING PUBLIC OPINION SURVEY

### QUALITY OF LIFE

1. What are the **three** most important reasons you and your family choose to live in the Town of Lakeland?  
(Percent answered **YES**)

9%	Agriculture	13%	Low Crime Rate	5%	Quality Schools
1%	Community Services	47%	Natural Features	49%	Recreational Opportunities
15%	Cost of Home	32%	Near Family and Friends	42%	Small Town Atmosphere
3%	Historical Significance	15%	Near Job (Employment Opportunity)	13%	Other: (Please Identify)
7%	Property Taxes	21%	Born and Raised Here		<b>See Appendix B</b>

	Excellent	Good	Fair	Poor
2. Rate the overall quality of life in the Town of Lakeland.	22%	70%	8%	0%

### PROGRAMS AND SERVICES

3. Rate the following <b>Programs and Services</b>	Excellent	Good	Fair	Poor	Not Applicable
a. Police protection	12%	50%	21%	5%	12%
b. Emergency Services (e.g., ambulance, fire)	16%	51%	15%	2%	16%
c. Street and Road Maintenance	15%	50%	22%	10%	3%
d. Town Hall	18%	45%	13%	4%	20%
e. Town Shop/Maintenance Building	9%	37%	23%	5%	26%

	Don't Know	1-5 years	6-15 years	16+ years	Never
4. When do you think the Town should renovate or replace the Town Shop/Maintenance Building?	54%	13%	16%	9%	9%

### HOUSING

The following questions ask your opinion about the development of housing in the Town of Lakeland.

	Strongly Agree	Agree	Disagree	Strongly Disagree	No Opinion
5. Affordable housing is needed in the Town of Lakeland (affordable housing = rent/mortgage that is no more than 30% of a household's gross income).	9%	27%	19%	11%	33%
6. Elderly housing is needed in the Town of Lakeland (elderly housing = housing for those 65+ that accommodates special needs such as wheelchairs).	10%	30%	18%	7%	35%
7. Starter (first time buyer) homes are needed in the Town of Lakeland.	6%	26%	23%	9%	37%

## COMMUNICATION

8. Fill the circles of the **two** most effective ways that the Town of Lakeland could provide information regarding its services and programs to residents. ( Percent answered **YES**)

<b>Direct Mailings</b>	<b>Radio</b>	<b>Newspaper Articles</b>	<b>Newsletters</b>	<b>Town Website</b>	<b>Other: (Specify) See Appendix B</b>
66%	6%	26%	48%	31%	4%

## NATURAL AND CULTURAL RESOURCES

9. How important is it for the Town of Lakeland to use tax dollars or regulations to protect the following:	<b>Essential</b>	<b>Important</b>	<b>Somewhat Important</b>	<b>Not Important</b>
a. Farmland	24%	42%	21%	12%
b. Forested Lands	36%	45%	14%	5%
c. Groundwater	57%	34%	6%	3%
d. Historic and Cultural Sites	10%	38%	35%	17%
e. Open Space	19%	39%	28%	15%
f. Lakes, Rivers and Streams	57%	33%	6%	4%
g. Rural Character	21%	45%	24%	10%
h. Hunting and Fishing	32%	44%	17%	8%
i. Wetlands	38%	38%	17%	7%
j. Wildlife Habitat	41%	38%	15%	6%

## AGRICULTURE AND LAND USE

10. Productive agricultural land should be allowed to be used for:	<b>Strongly Agree</b>	<b>Agree</b>	<b>Disagree</b>	<b>Strongly Disagree</b>	<b>No Opinion</b>
a. Agricultural Use	62%	33%	0%	0%	5%
b. Residential Use	5%	28%	38%	18%	10%
c. Commercial/Industrial Use	4%	15%	38%	30%	12%
11. Large scale farms (500 or more animal units) should be allowed to expand:	<b>Strongly Agree</b>	<b>Agree</b>	<b>Disagree</b>	<b>Strongly Disagree</b>	<b>No Opinion</b>
a. Anywhere in the Town of Lakeland	8%	17%	35%	29%	11%
b. Nowhere in the Town of Lakeland	17%	16%	37%	17%	13%
c. Outside a 2 mile radius of incorporated areas	9%	36%	20%	15%	21%
d. Outside a 1 mile radius of incorporated areas	7%	17%	33%	20%	24%
12. Landowners should be allowed to develop land any way they want.	11%	17%	42%	25%	5%
13. The visual impacts (view of the landscape) of development is an important consideration when evaluating proposed development.	30%	56%	5%	2%	7%
14. New residential development should be clustered or designed in a manner which preserves open space.	21%	48%	16%	4%	12%

15. In your opinion, what should the minimum lot size be for new 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
18%	54%	11%	6%	4%	7%

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
	11%	21%	24%	44%

17. How many acres of land do you own in the Town of Lakeland?	Less than 10	10 - 20	21 -40	40 plus
	53%	14%	14%	19%

18. Is the land you own actively farmed?	Yes	No	Not Applicable
	15%	77%	8%

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

0-5 years	6-10 years	11-15 years	16-20 years	Not Applicable
8%	5%	4%	9%	75%

## TRANSPORTATION

	Strongly Agree	Agree	Disagree	Strongly Disagree	No Opinion
20. The overall road network (roads, streets, and highways) in the Town of Lakeland meets the needs of its citizens.	18%	64%	9%	6%	4%
21. The Town of Lakeland should allow ATV use on certain Town roads.	25%	33%	16%	19%	8%

## ECONOMIC DEVELOPMENT

22. The Town of Lakeland should encourage the following energy alternatives as a form of economic development:	Strongly Agree	Agree	Disagree	Strongly Disagree	No Opinion
a. Bio Fuels (e.g. ethanol, biodiesel)	18%	44%	16%	9%	13%
b. Solar Energy	37%	52%	3%	1%	6%
c. Wind Energy	37%	49%	5%	2%	6%
d. Other: <u>See Appendix B</u>	23%	13%	1%	1%	62%

	Strongly Agree	Agree	Disagree	Strongly Disagree	No Opinion
23. The Town of Lakeland should use tax dollars to recruit or promote new business and industry	7%	38%	33%	13%	10%

24. The following types of economic/business development are appropriate in the Town of Lakeland.	Strongly Agree	Agree	Disagree	Strongly Disagree	No Opinion
a. Agricultural Related Businesses	23%	66%	4%	1%	5%
b. Commercial and Retail Development	11%	55%	21%	5%	9%
c. Home Based Businesses	17%	67%	6%	1%	9%
d. Industrial and Manufacturing Development	11%	50%	21%	10%	9%
e. Tourism and Recreation	27%	56%	8%	3%	5%
f. Technology related (e.g. biotechnology, computers, etc.)	11%	54%	19%	3%	13%
g. Service industries (e.g. financial services, health services, etc.)	12%	59%	16%	2%	11%

25. What do you like about living in the Town of Lakeland?

**See Appendix B**

26. What would you like the Town of Lakeland to look like 25 years from now?

**See Appendix B**

27. Which **THREE** of the following Town of Lakeland functions do you think are **most important** (Only select top 3)?  
(Percent answered **YES**)

a. Ensure public safety	54%	b. Provide efficient/effective government	39%
c. Protect environmental/cultural resources	53%	d. Protect agricultural resources	33%
e. Support recreational opportunities	30%	f. Regulate land use	28%
g. Enhance economic development	19%	h. Provide effective transportation network	22%

	Very Likely	Likely	Unlikely	Very Unlikely
28. How likely are you to attend meetings or other public participation events as related to planning in the Town of Lakeland?	7%	38%	39%	16%

**DEMOGRAPHICS:** Please tell us some things about you:

29. Gender:	<b>Male</b>	<b>Female</b>				
	66%	34%				

30. Age:	<b>18-24</b>	<b>25-34</b>	<b>35-44</b>	<b>45-54</b>	<b>55-64</b>	<b>65 and older</b>
	0%	3%	12%	28%	28%	30%

31. Employment Status:	<b>Employed Full Time</b>	<b>Employed Part Time</b>	<b>Self Employed</b>	<b>Unemployed</b>	<b>Retired</b>	<b>Other: <u>See Appendix B</u></b>
	42%	5%	15%	2%	35%	1%

32. Place of Residence:	<b>Own</b>	<b>Rent</b>	<b>Other: <u>See Appendix B</u></b>
	97%	0%	3%

33. My Town of Lakeland home is located within 300 feet of a lake or river?	<b>Yes</b>	<b>No</b>	<b>Not Applicable</b>
	56%	35%	9%

	<b>0</b>	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5+</b>
34. Number of Adults (18 or older) in Household:		16%	72%	9%	2%	1%
35. Number of Children (under 18) in Household:	74%	10%	12%	3%	1%	1%

36. How many years have you lived in Town of Lakeland?	<b>Less than 1</b>	<b>1 – 4</b>	<b>5 - 9</b>	<b>10 - 24</b>	<b>25+</b>	<b>Seasonal Only</b>
	2%	11%	11%	29%	25%	22%

37. In what zip code do you live?	_____
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**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 November 4, 2008 to:

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