

Town of Cady Comprehensive Planning Public Opinion Survey Report, 2008

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Executive Summary

In November 2008, the Survey Research Center (SRC) at the University of Wisconsin – River Falls mailed 328 surveys to Cady Town residents and property owners. A reminder postcard and a second survey were sent to non-respondents. The overall response rate was 57 percent (186 completed questionnaires). The results provided in this report are expected to be accurate to within plus or minus 4.7 percent with 95 percent confidence. Based on statistical tests there is little evidence that “non-response bias” is a problem with this sample. The sample contains more male respondents and fewer young people than would be expected.

Respondents said they are generally pleased with the quality of life in the Town. Nine in ten rated the quality of life as good or excellent, few rate it as fair, and none said it was poor. The factors that induce people to live in Cady are the rural atmosphere, being near family and friends, and agriculture.

Generally, property owners in Cady are satisfied with public services and facilities (schools, garbage/recycling, emergency services, town hall, law enforcement, roads/highways) but there is room for improvement in some areas (town government communication, junk control, and economic development).

Large majorities of respondents indicated that they have a high level of concern about preserving the Town’s natural resources and are willing to see regulations and taxes used for their protection. However, fewer than half supported using regulations and taxes to protect cultural and historical resources.

Fewer than half of Cady residents see a need for senior citizen housing and affordable housing in the Town. Only about one in three said more starter homes are needed.

Cady respondents want to see productive agricultural land used in agriculture. They have split opinions regarding its conversion to residential use and do not favor seeing it converted to commercial uses. Seven in ten oppose allowing large scale farms to freely locate anywhere in the Town. However, respondents were evenly split about banning their expansion entirely. Solid majorities also feel that the visual impact of developments should be considered and that a minimum lot size should be required for rural developments (1 to 5 acres is the preferred minimum acreage). More than half disagreed with the statement that landowners should be allowed to develop their land in any way they see fit.

They agree that the current road network meets their needs and alternative forms of transportation are important in the Town. Fewer than half said more biking/walking lanes are needed along public roadways.

Respondents were not willing to use tax revenues to recruit new businesses to the Town. Cady residents and property owners said they prefer that new commercial or industrial buildings be built in or near existing cities or villages. Among various types of businesses that are deemed important or essential for the Town of Cady, agriculture was the dominant choice.

Respondents identified protection of agricultural resources, ensuring public safety, and protecting environmental/cultural resources as the most important functions of Cady Town government. At the same time, respondents did not support using a purchase of development rights program as a potential tool for preserving prime farmland.

In keeping with the factors that influence their choice to live in Cady, respondents said what they like most about Cady are that it is rural, small, and peaceful. The picture that emerges from these data is of a population of residents and property owners who enjoy the various elements of a rural lifestyle available to them in the Town of Cady and want to maintain the status quo.

Survey Purpose

The purpose of this study was to gather opinions of residents and property owners about community planning issues and the future of the Town of Cady. The survey serves as a key component of the public participation portion of the comprehensive plan for the Town. The Town chose to work with the Survey Research Center (SRC) at the University of Wisconsin – River Falls to survey residents of the Town of Cady about vital planning issues.

Survey Methods

In November 2008, the Survey Research Center (SRC) at the University of Wisconsin – River Falls mailed surveys to 328 Town residents and property owners. The mailing was followed by a post card reminder and a second mailing to non-respondents. The SRC received 186 completed surveys, a 57 percent response rate. The results provided in this report are expected to be accurate to within plus or minus 4.7 percent with 95 percent confidence.

Any survey has to be concerned with “non-response bias.” Non-response bias refers to a situation in which people who don’t return a questionnaire have opinions that are systematically different from the opinions of those who return their surveys. **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 this sample.**

In short, the data gathered in this survey is expected to accurately reflect public opinion about the planning issues facing the Town of Cady.

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

Appendix C contains a copy of 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 Cady Comprehensive Planning Public Opinion 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 represents the underlying adult population in the Town. Direct comparisons to the Census data are complicated by the inclusion of non-resident property owners in the survey, since the demographic profile of this group is not known and the age of the Census data.

Table 1: Demographic Profile of Respondents							
Gender	Count	Male	Female				
Survey	172	59%	41%				
Census (18+)	710	51%	49%				
Age 18+	Count	18-24	25-34	35-44	45-54	55-64	65+
Sample	177	0%	6%	19%	21%	28%	25%
Census	514	11%	15%	25%	20%	13%	16%
Employment Status (Age 16+)	Count	Full-Time	Part-Time	Self	Unemp	Retired	
Sample	168	49%	5%	16%	4%	25%	
Census	532	65%		12%	1%	21%	
Housing	Count	Own	Rent	Other			
Sample	178	100%	0%	0%			
Census	255	90%	10%				
Number in Sample Households	Count	0	1	2	3+		
Adults	177	18%	67%	14%	2%		
Children (sample)	166	75%	7%	10%	7%		
Children (Census)	255	65%	35%				
Income Range	Count	< \$15,000	\$15 - \$24,999	\$25 - \$49,999	\$50 - \$74,999	\$75 - \$99,999	\$100,000+
Sample	164	5%	10%	29%	27%	18%	10%
Census	246	8%	9%	28%	33%	7%	15%
Length Town Resident	Count	<1	1 - 4	5 - 9	10 - 24	25+	
Sample	169	1%	5%	19%	28%	47%	
School District of Residence	Count	Spring Valley		Baldwin-Woodville		Menomonie	
Sample	177	74%		22%		4%	

The sample has a slightly higher proportion of male respondents than would have been expected. The SRC tested the data and found that only 16 percent of the variables had statistically significant differences between the responses of men and women. Furthermore, there was no consistent pattern to the observed differences. The magnitude of the differences was small and do not affect the interpretation of the data. The SRC concludes that there is little evidence that gender bias is a concern for this sample.

The sample had a higher proportion of respondents age 55 and above and fewer respondents younger than age 35. Our experience is that younger residents in most jurisdictions are less likely to be property owners and to participate in surveys than are their older neighbors. The SRC analysis found only 11 percent of the variables had statistically significant differences based on age and there was not pattern to the observed differences. Again, the magnitude of the differences was small and did not affect the interpretation of the data. Thus, the SRC concludes there is little evidence that age bias is a concern for this sample.

Although the Census data indicate that 10 percent of households are renter-occupied, there were no renters among the sample. Because the mailing list supplied by the Town for the survey was drawn from the property tax list, the absence of renters is to be expected.

The sample also had slightly fewer households in the \$50,000 to \$74,999 annual income bracket and the \$100,000+ income bracket. There were more households in the \$75,000 to \$99,999 income range. Comparisons to the 2000 Census data are tenuous due to the age of the data.

The data in Table 1 show that the Town of Cady has a substantial proportion of long-time residents. Nearly half have lived in the Town for at least 25 years. Six percent have lived in Cady for fewer than five years.

As we analyze the data, we will identify when demographic groups have significantly different views.

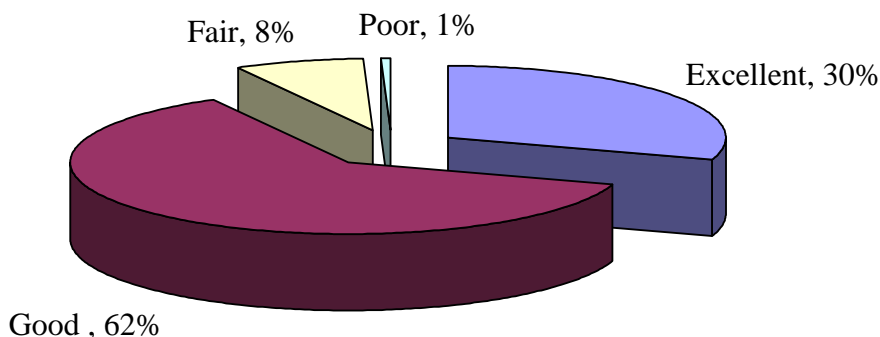
In late 2008, the SRC conducted a public opinion survey on comprehensive planning issues for the St. Croix County Planning and Zoning Department. Where there are similar questions, the SRC will compare the results between the Town and County surveys.

Quality of Life

The initial section of the survey asked respondents a series of questions about the quality of life in the Town of Cady. Chart 1 shows that 9 of 10 Cady residents felt that the overall quality of life in the Town is good (62%) or excellent (30%). There was remarkable uniformity of opinion, with no significant differences among the demographic groups.

In a similar question on the St. Croix County survey that went to all areas of the County, 90 percent of County residents also rated the overall quality of life as good or excellent.

Chart 1. Rating of Overall Quality of Life in Cady



Some of the key reasons for residents' satisfaction with life in Cady are summarized in Chart 2. Respondents were asked to identify the three most important reasons they have chosen to live in the Town. Small town atmosphere and being near family and friends stand out at the top, having been included in their top three reasons by 47 percent of the respondents. It is also clear that agriculture is an important reason for residing in the Town, with 40 percent placing it in their top three.

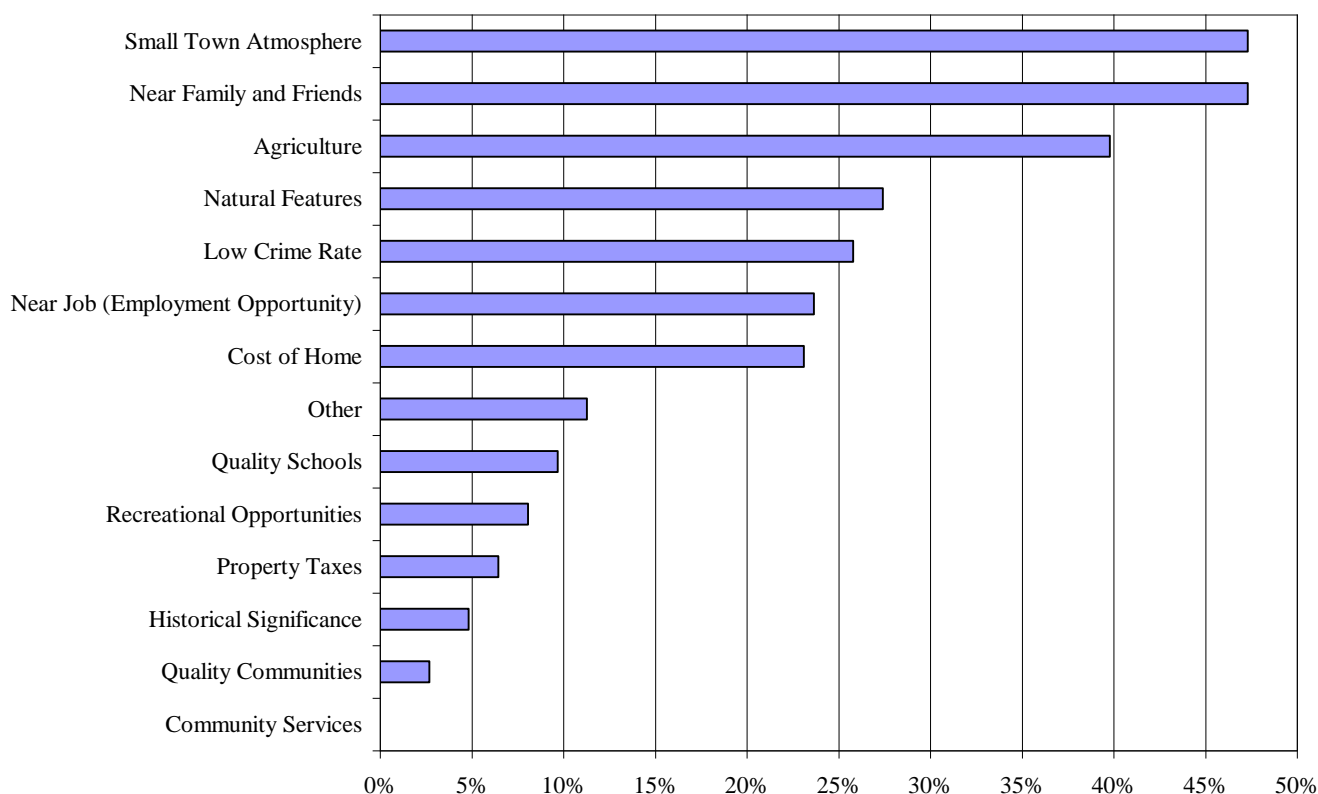
There is a substantial drop-off to the next group of reasons for living in the Town, which were all mentioned by about one-quarter of the respondents. These include natural features (27%), low crime (26%), near job (24%), and cost of home (23%).

The following groups were more likely to include being near family and friends among their top three reasons: women, respondents under age 45, and long-term Town of Cady residents (25 or more years).

Long-term residents were more likely to include agriculture among their top three but less likely to include natural features and cost of home.

The county-wide comprehensive planning survey included a similar question that contained some of the same choices. Small town atmosphere was also among the top three for the county as a whole. Agriculture and being near family and friends ranked higher with Cady residents.

Chart 2. Top Reasons for Living in Cady



Programs and Services

In Chart 3, the ratings citizens gave to Town of Cady services are grouped into “Good” and “Excellent” (top bar in each pair) and “Fair” and “Poor” (the bottom bar in each pair). Local schools received the highest rating, with eight of ten respondents rating schools as good or excellent. About three-fourths gave good or excellent ratings to garbage/recycling, emergency services, and Town Hall and facilities. About two-thirds said law enforcement and roads/highways are good or excellent. Between half and 60 percent said cemeteries, recreation, land use regulations, general town government services, and animal control are good or excellent. Respondents were evenly split regarding their opinions on town government communication.

The SRC notes that at least 20 percent of respondents rated 15 of the 16 items “fair” or “poor,” suggesting some room for improvement. The following items received more “fair” or “poor” ratings than “good” or “excellent” ratings: junk control, economic development, and elderly programs, and disabled/elderly transportation.

A high proportion of respondents (more than 40 percent) chose the “not applicable” response regarding elderly programs and transportation for handicapped and elderly.

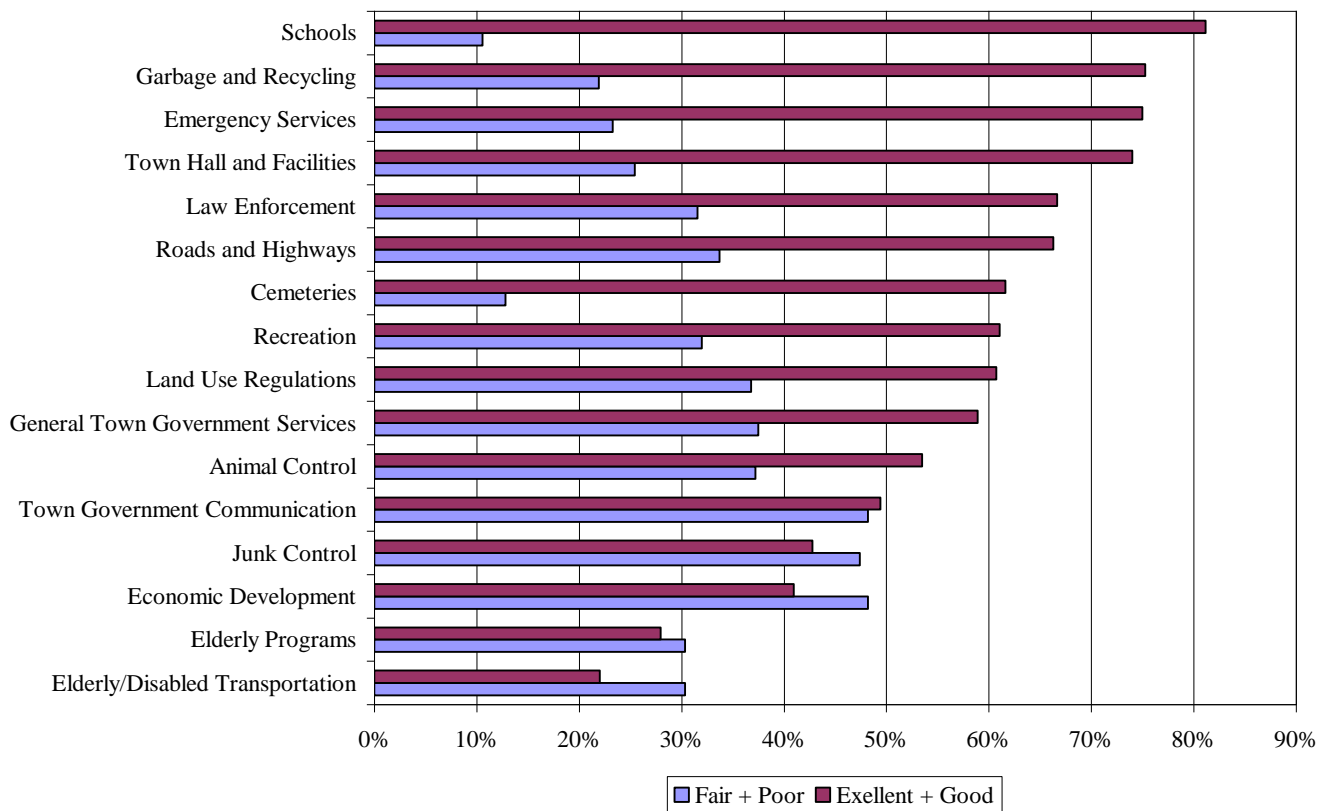
Among the demographic groups:

- Residents from the Baldwin-Woodville school district gave higher ratings to their schools.
- Respondents under age 45 and single adult households gave higher ratings to roads/highways.

- Single adult households and long-term residents were more likely to give higher ratings to emergency services.
- Households with over \$50,000 annual income gave higher ratings to junk control.

A significant demographic difference in the ratings of community services were the proportion of those who said “not applicable” for particular items listed in the questionnaire. Younger respondents (under age 45), newer residents, and households with over \$50,000 annual income were more likely to have said “not applicable” when asked about elderly programs and transportation for elderly and disabled residents. Younger respondents were also more likely to have replied “not applicable” to general town government services. A higher proportion of upper income households replied “not applicable” to animal control and cemeteries.

Chart 3. Rating of Town of Cady Services



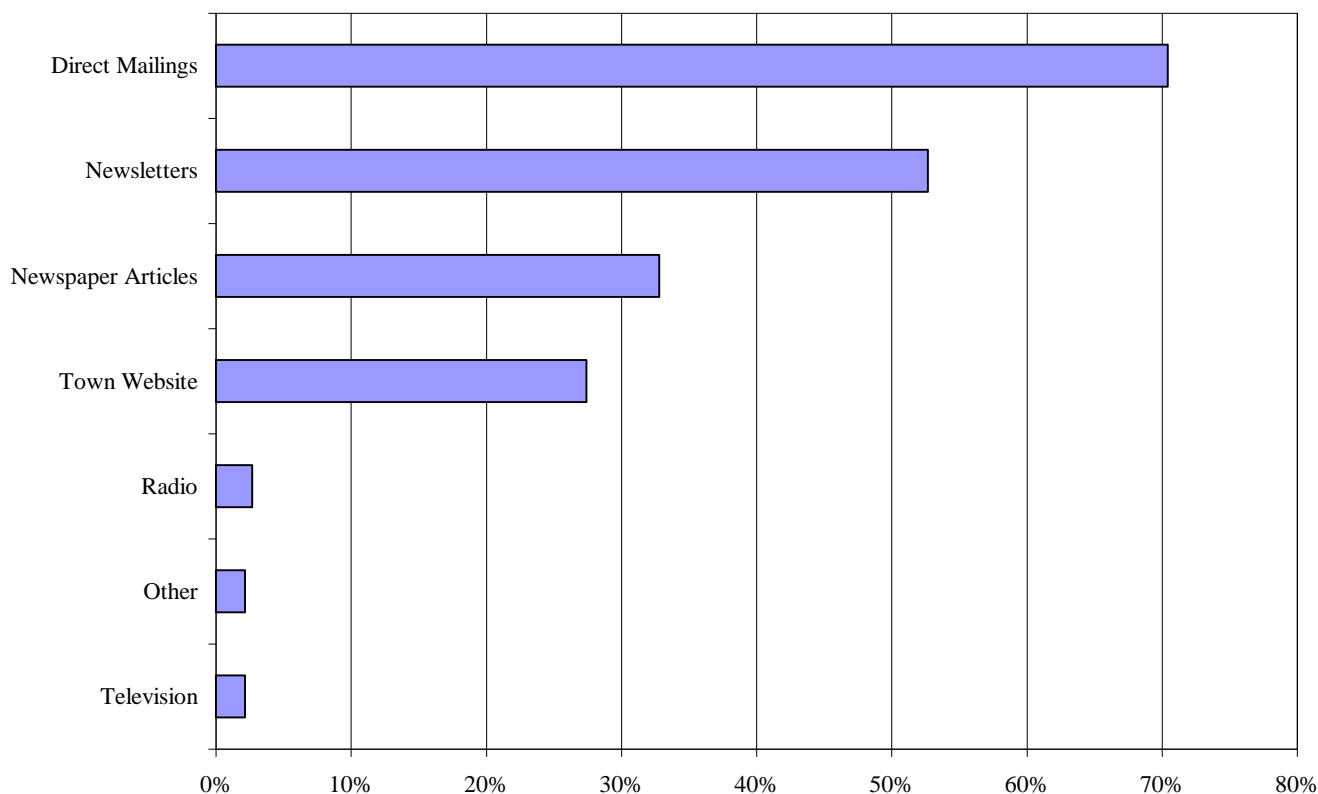
Communication

Respondents were asked to identify the two most effective ways for the Town of Cady to provide people with information about its services and programs. Chart 4 summarizes the responses and indicates that direct mail and newsletters are, by a large measure, the preferred information conduits. Other surveys of this type that the SRC has done around the state have consistently identified direct mailings and newsletters as preferred means of getting information about public services.

Among the demographic groups, respondents from single adult households and households without children had a stronger preference for newsletters. Long-term residents were less likely to have preferred communication from a Town website.

In a related question, half of the respondents said they would be likely (41%) or very likely (8%) to attend visioning sessions and other public participation events as related to comprehensive planning.

Chart 4. Town Government Communication Preferences



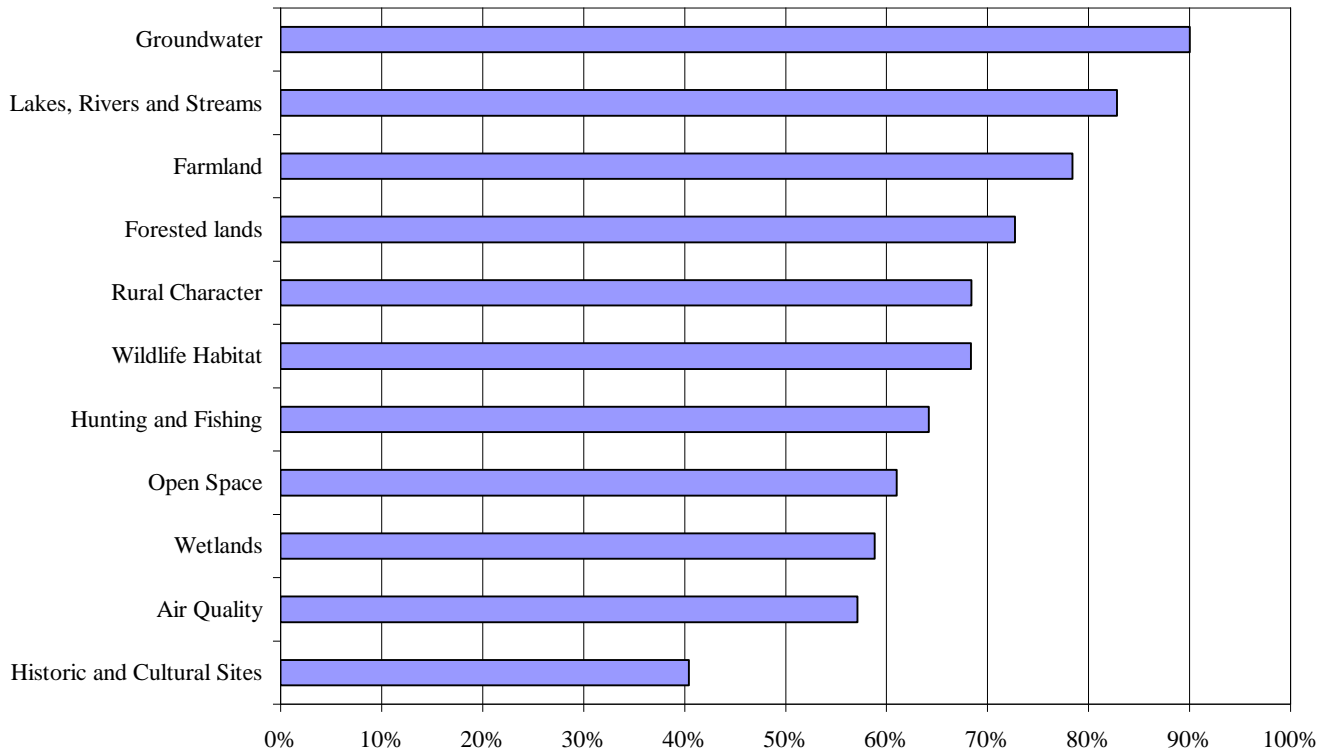
Natural and Cultural Resources

Chart 5 indicates that residents in the Town of Cady are quite interested in preserving natural and cultural resources in the area. Respondents were asked how important they think it is that tax dollars and/or regulations should be used to protect the resources included in Chart 5. For ten of the eleven resources listed, a majority of respondents said it was “important” or “essential” to do so. The percentages ranged from 57 percent for preserving open space to a high of 90 percent for protecting groundwater. Only the preservation of historic and cultural sites received less than a majority (40%) support for preservation. Given that the question was framed as, “should the Town of Cady use taxes or regulations to protect these resources,” the fact that majorities of respondents said this is important or essential for all but one item is a remarkably strong result. This result is evidence of the importance that Cady residents and property owners place on maintaining the rural atmosphere, agricultural character, and natural beauty that they identified as important factors in their positive assessment of the quality of life in the Town of Cady.

Women were more likely to attribute a higher level of importance to the preservation of cultural and historical resources and air quality than their male counterparts. Respondents from the Menomonie school district were more likely to say preservation of forested lands is somewhat important rather than essential or very important. While strong majorities of all demographic groups gave high levels of importance to groundwater preservation, residents under age 45 had stronger support than those age 45 and above.

In a different section of the survey, respondents were asked about the use of “purchase of development rights” (PDR) programs as a method of maintaining open space, preserving rural character and farmland. When asked if the Town should use tax dollars to purchase development rights on prime farmland, only 23 percent were supportive, 50 percent were opposed, and 27 percent were unsure. There were no noteworthy differences among the demographic groups. If PDR is to be used to pursue the environmental preferences of the citizens of Cady, a substantial amount of education will be needed to convince the populous that this is a good idea.

Chart 5. Essential or Important to Use Taxes/Regulations to Preserve Natural Resources



Housing

Cady respondents were asked if additional units of affordable housing, housing to meet the special needs of the elderly, and starter homes were needed in the Town. As noted in Table 2, fewer than half of respondents said there was a need for any of the three housing types listed. About four in ten said there is a need for more elder housing (44%) or affordable housing (42%), which was defined in the survey as housing with rent or mortgage payments that are no more than 30 percent of a household’s gross income. About a third of respondents said more starter homes are needed. The proportion of respondents who registered a no opinion response was relatively high, ranging from 15 percent for affordable housing to 23 percent for elder housing.

Table 2. Housing Needs in the Town of Cady

	Count	Strongly Agree	Agree	Disagree	Strongly Disagree	No Opinion
Need Affordable Housing	175	8%	34%	25%	18%	15%
Need Elder Housing	176	10%	34%	22%	11%	23%
Need Starter Homes	177	5%	28%	30%	18%	19%

In short, Cady residents said they do not see a need for additional specialty housing among the three types listed or expressed no opinion. There were no differences in the response patterns among the demographic groups.

A similar question was asked in the St. Croix County survey. The County average was about the same regarding the need for affordable housing (42%), but was substantially higher regarding the need for elder housing (72%). The County survey did not include starter homes in the listed housing types.

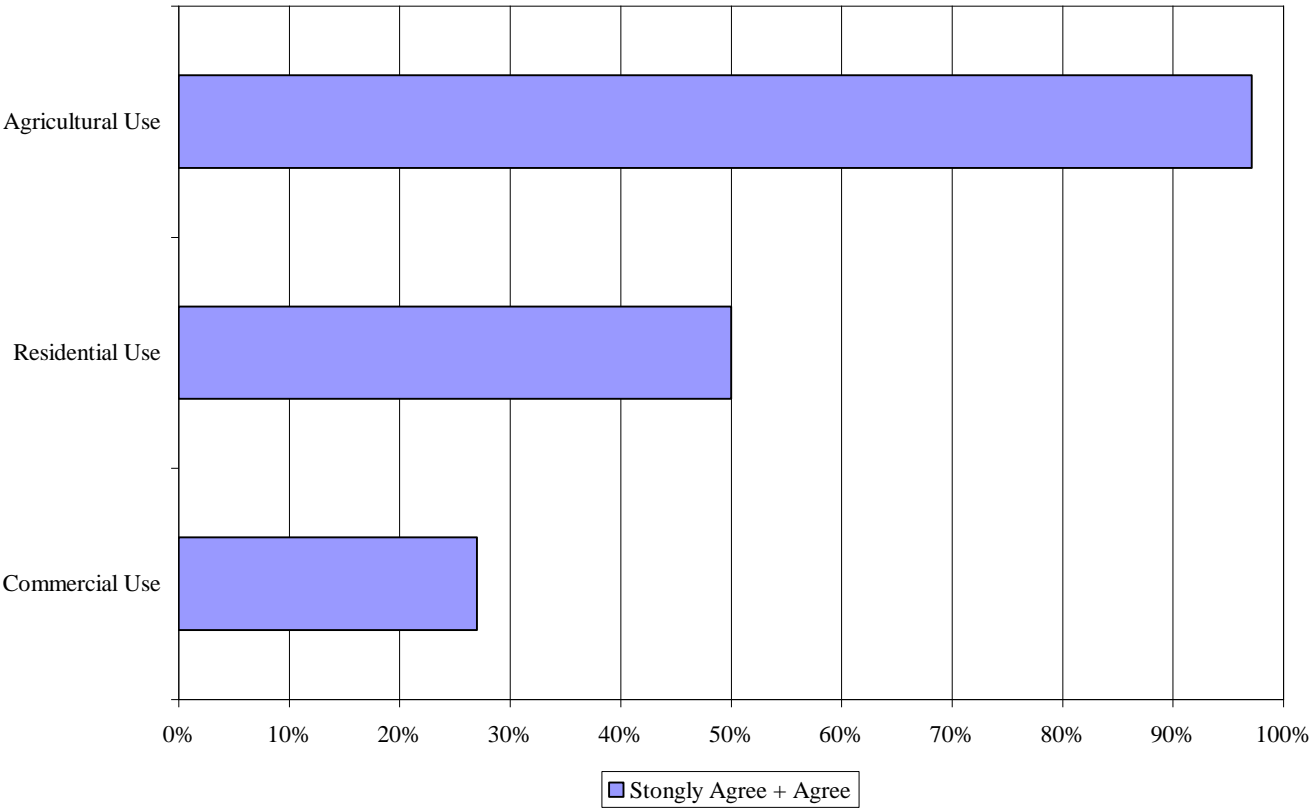
Agriculture and Land Use

Use of Agricultural Land. The belief among Town residents and property owners that agriculture is a mainstay of the highly valued rural character of Cady shows up again in the data in Chart 6. Respondents had a near consensus on allowing productive farmland to continue being used in agriculture. On the other hand, only about one in four favored using productive farmland for commercial purposes. However, Cady residents and property owners have split opinions regarding the use of productive farmland for residential use; half (50%) agreed or strongly agreed, while 45 percent disagreed or strongly disagreed.

There were no differences across demographic groups in terms of how they feel agricultural land should be used.

In comparison to the St. Croix County survey, Cady residents were slightly more open to using productive farmland for residential use, but had the same level of opposition to its use for commercial purposes.

Chart 6. Productive Farmland Should Be Used for:



Siting Large Farms. A second set of questions asked Cady respondents to consider where large farming operations, those involving 500 or more animal units, should be allowed to expand. Survey responses are summarized in Table 3. The data indicate that Cady residents are concerned about the siting of large-scale farms. A majority (70%) said they disagree or strongly disagree with allowing large-scale farms to freely locate anywhere in the Town. At the same time, respondents had split opinions regarding the other extreme of not allowing large-scale farms anywhere in the Town: 43 percent would not allow them to expand at all, but 40 percent would not place an outright ban on their expansion. However, respondents were unsure about the use of distance from an incorporated area as the criterion for allowing large-farm operations. Less than a majority agreed that expansions should take place more than a mile from incorporated areas (21%) or even 2 miles out (41%). Nearly one in four said they had no opinion regarding the use of the distance from an incorporated place as a criterion.

Respondents younger than 45 years old were more likely to disagree or strongly disagree with locating large farms within one mile of an incorporated area.

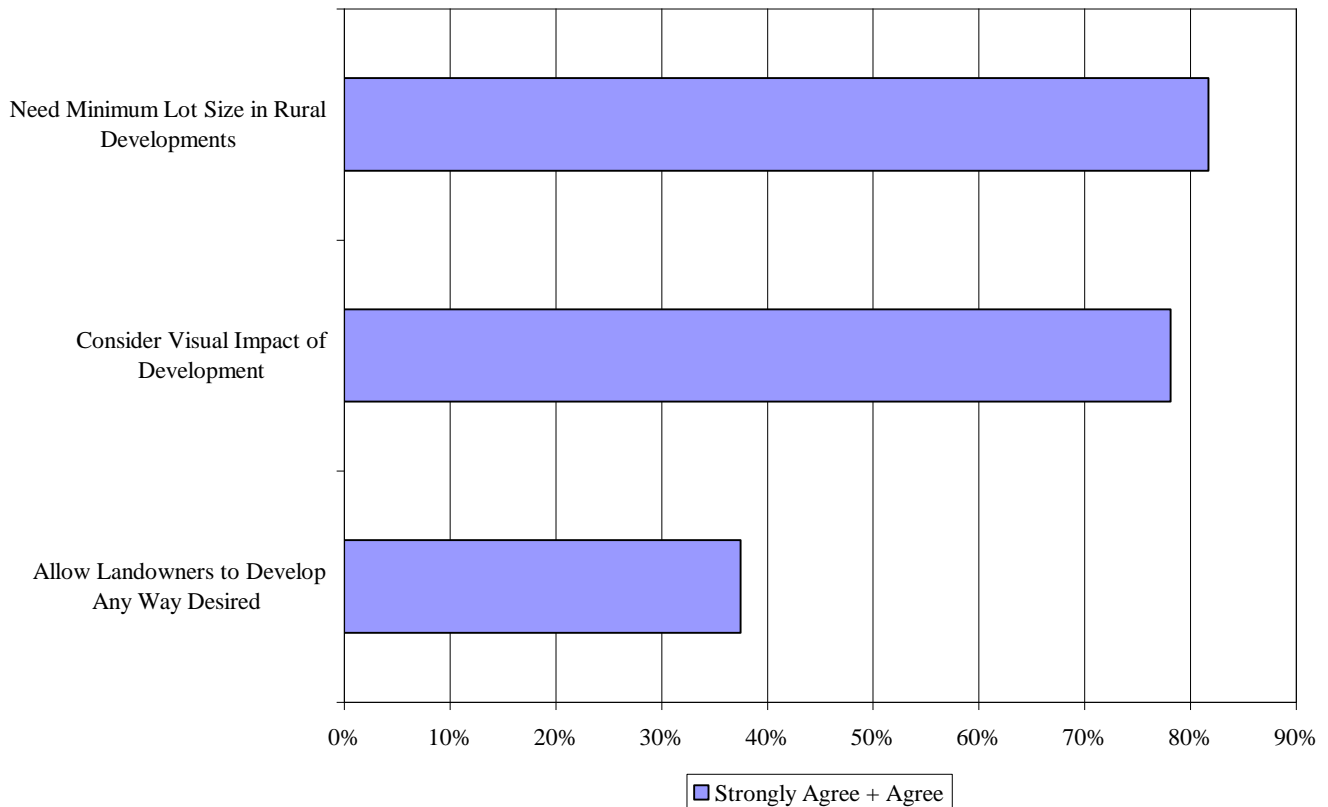
Table 3. Large Scale Farms Involving 500+ Animal Units Should Be Allowed to Expand:						
	Count	Strongly Agree	Agree	Disagree	Strongly Disagree	No Opinion
Anywhere in the Town of Cady	176	5%	19%	39%	31%	6%
Nowhere in the Town of Cady	173	23%	20%	33%	13%	10%
Outside a 2 mile radius of incorporated areas	164	7%	34%	18%	18%	23%
Outside a 1 mile radius of incorporated areas	166	7%	14%	34%	22%	23%

Land Use Decision Factors. The next set of land use questions focused on factors that respondents feel should be considered in land use decisions. The first of these questions asked if landowners should be allowed to develop land any way they want. As shown in Chart 7, 57 percent disagreed or strongly disagreed. More than four of five respondents felt that visual impacts (view of the landscape) should be considered when evaluating a proposed development. There were no differences among the demographic groups.

A large majority (78%) were in favor of having a minimum lot size for developments in rural areas.

Similar questions regarding consideration of visual impact and requirements for minimum lot sizes that we have asked in other parts of the state have generated similar results. However, the proportion of respondents who favor allowing landowners to develop any way they desire was slightly higher among Cady respondents than is typical in other areas.

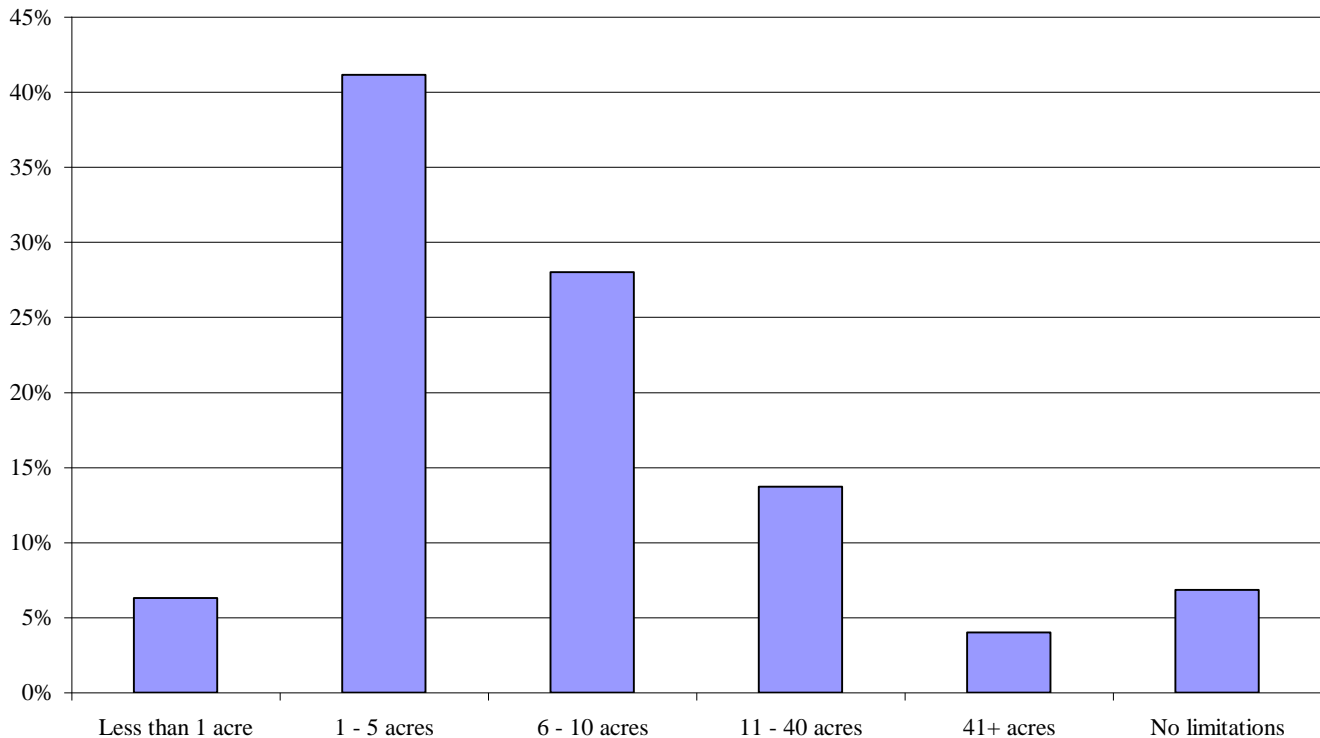
Chart 7. Opinions About Land Use Decsions



Minimum Lot Size. Chart 8 indicates the largest portion (41%) of Cady respondents felt that rural residential lots should be 1 – 5 acres, while another six percent would like lot sizes under an acre. About one in four prefer lot sizes between 6 and 10 acres, and 14 percent would prefer 11 – 40 acres. Fewer than five percent want minimum lot sizes larger than 40 acres.

Men were more likely to prefer smaller lot sizes, i.e., five acres or fewer.

Chart 8. What Should Be the Minimum Lot Size for Rural Residential Developments



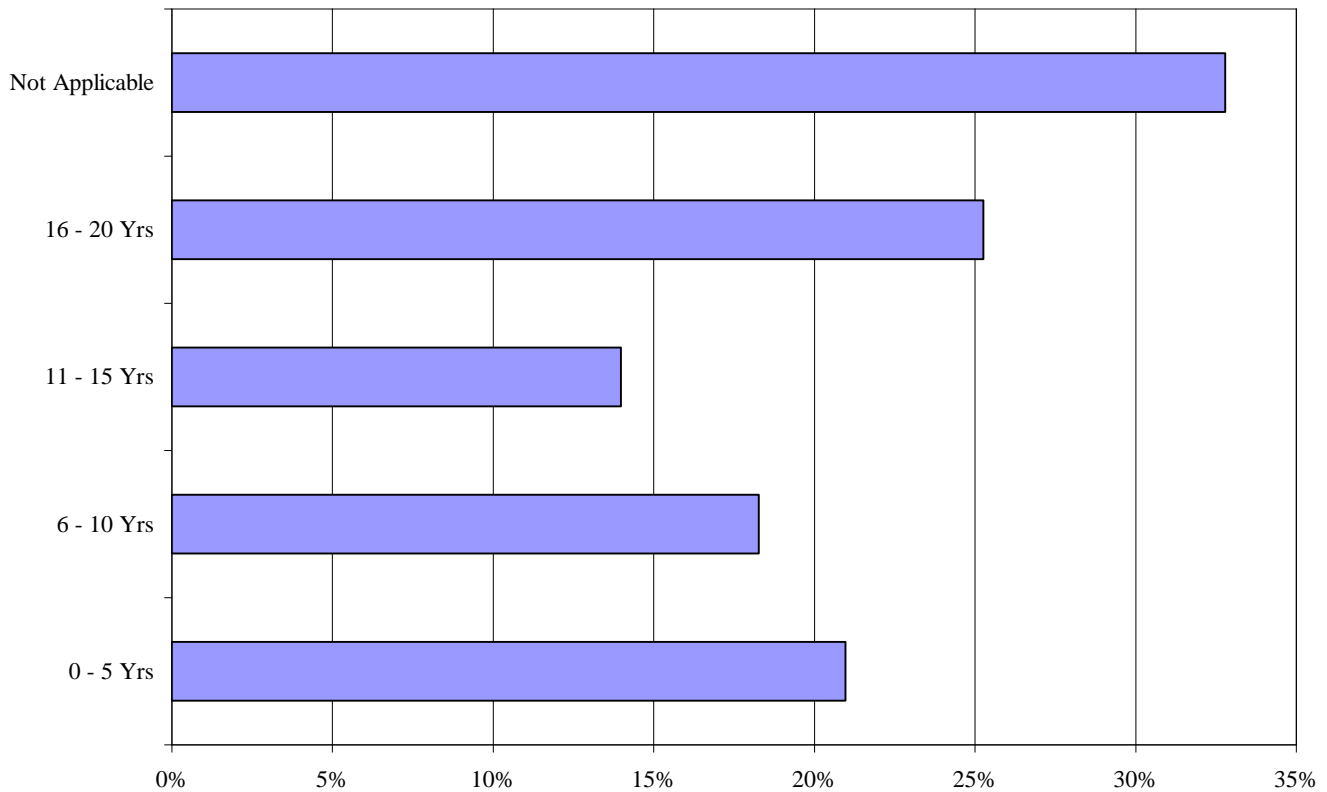
Land Issues. Respondents were asked how many acres they own in the Town of Cady and the minimum number of acres needed to constitute a farm. The data in Table 4 reflect the agricultural nature of the Town of Cady. Nearly half respondents said they own more than 40 acres of land, while only 21 percent own fewer than 10 acres. Households with children, respondents age 45 and older and long-term residents were more likely to own larger parcels.

The largest proportion (39%) felt that 40 acres is the minimum size to be considered a farm in Cady. Long-term residency was associated with larger parcel sizes.

Table 4: Acreage in Cady					
	Count	< 10	10 - 20	21 - 40	40+
Acres Owned	180	21%	12%	18%	49%
Minimum Size for Farm	173	12%	24%	25%	39%

Respondents were asked if their land is currently farmed and to speculate whether or not it would be farmed in the future. Over half (56%) of the respondents said that their land is currently farmed (Chart 9). A third of the respondents said that the question about their land being farmed in the future was not applicable to them. Among those whose land is actively farmed, about half (25%) expect their land will be farmed 16 – 20 years in the future.

Chart 9. Will Your Land Be Farmed in the Future?



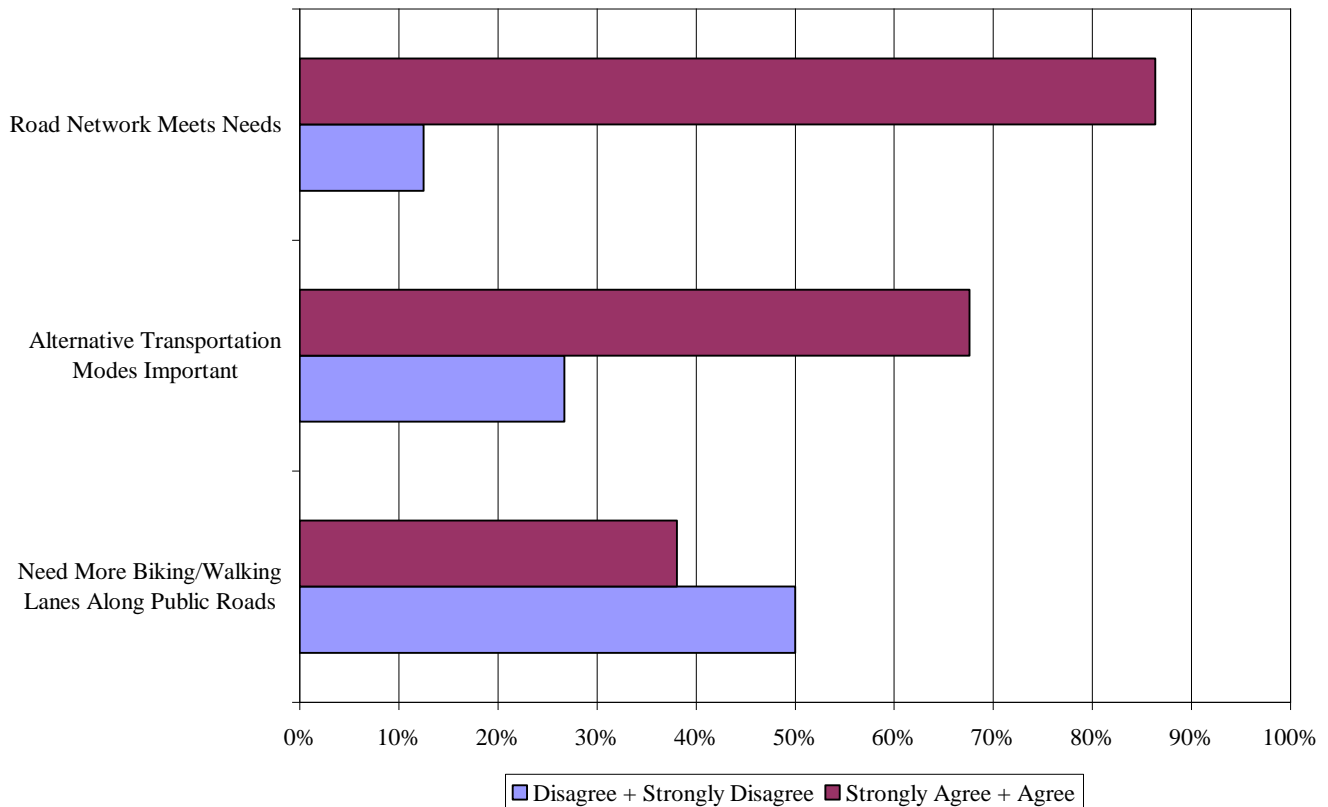
Transportation

The data in Chart 10 indicate that the overwhelming majority of Cady respondents said that the current road network meets the needs of its citizens and alternative modes of transportation (ATVs, snowmobiles, bicycles, and walking) are important. A similar proportion of respondents to the St. Croix County survey also felt the County road network was adequate.

At the same time, more respondents disagreed or strongly disagreed (50%) that more biking and walking lanes are needed along public roadways compared to the 38 percent who agreed or strongly agreed.

Respondents under age 45 and households with children were more likely to agree or strongly agree that alternative modes of transportation are important. Long-term residents were less likely to view alternative modes of transportation as important.

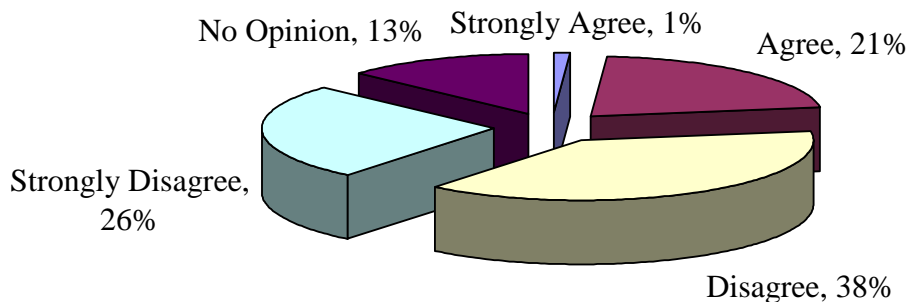
Chart 10. Opinions About Transportation Issues



Economic Development

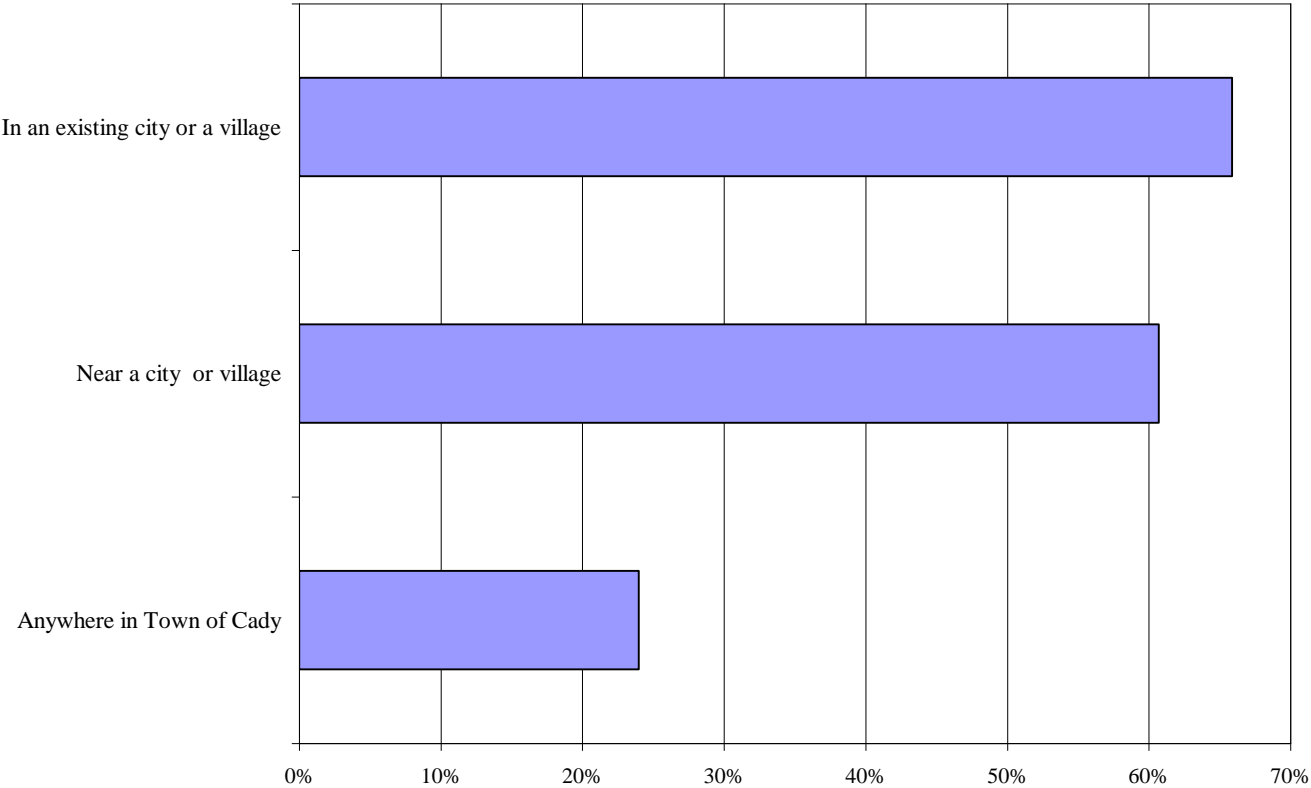
Although Chart 3 indicated a fairly high level of dissatisfaction with economic development efforts in the Town, the data in Chart 11 indicate Cady residents did not support using tax dollars to recruit businesses and industry. More than six in ten disagreed or strongly disagreed with using tax revenues in this fashion, while only 22 percent agreed or strongly agreed. There were no significant differences among the demographic groups.

Chart 11. Use Tax Dollars to Recruit Business



As shown in Chart 12, Cady residents indicated a strong preference that commercial and industrial development in Cady be located within or near an existing city or village rather than dispersed throughout the Town. There were no noteworthy differences in the response patterns among the demographic groups.

Chart 12. Location of New Commercial or Industrial Development



Respondents were asked to rate the importance to Cady of the various types of businesses on a scale of “Essential” to “Not Important,” and Chart 13 shows the percentage that rated these businesses as essential or very important. Reflecting the rural, farming nature of Cady and respondents’ desire to see it stay that way, the category of agricultural related businesses was the overwhelming leader among the eight types of businesses listed, and was viewed as essential or very important to the Town by half of respondents. Home based businesses placed a distant second (21%). These results are consistent with earlier data showing a relatively low level of interest in non-agricultural business development in Cady

A higher proportion of women said commercial and retail development was “not important” to the Town.

Chart 13. Businesses Deemed Essential or Very Important to Cady

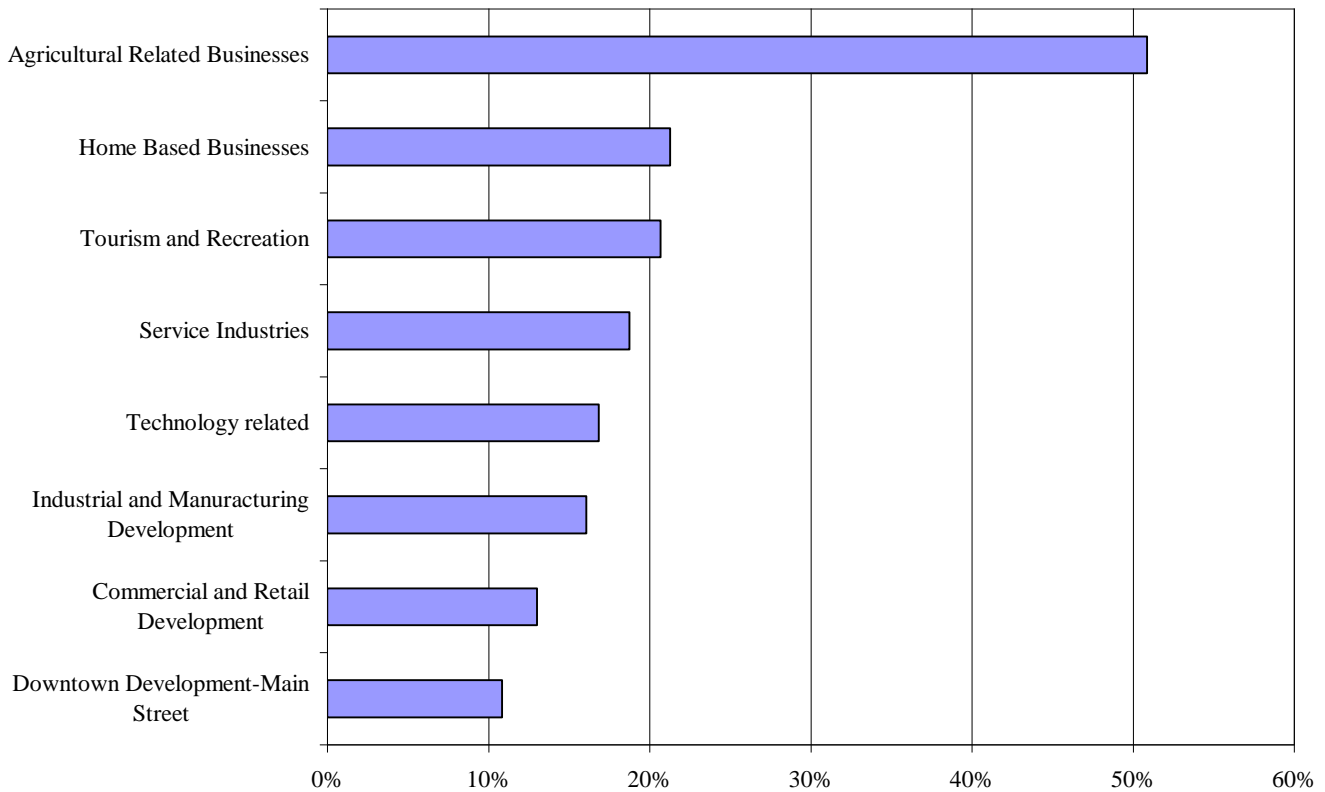


Table 5 summarizes the opinions of Cady respondents with respect to another economic development strategy – generating alternative or renewable, energy. Wind energy and solar energy were seen as worthy economic development options by 68 percent and 64 percent respectively. Cady respondents are ambivalent about bio-fuels; more disagreed (30%) or strongly disagreed (14%) than were in favor (8% strongly agreed, and 28% agreed). Twenty percent had no opinion about biofuel development.

Table 5. The Town of Cady Should Pursue Alternative Energy as an Economic Development Strategy:

	Count	Strongly Agree	Agree	Disagree	Strongly Disagree	No Opinion
Wind Energy	173	25%	43%	13%	7%	12%
Solar Energy	173	22%	42%	15%	6%	16%
Bio Fuels (e.g. ethanol, biodiesel)	172	8%	28%	30%	14%	20%
Other _____	52	17%	2%	4%	2%	75%

Retired respondents were less likely to agree or strongly agree with pursuing solar energy.

Key Functions of Cady Town Government

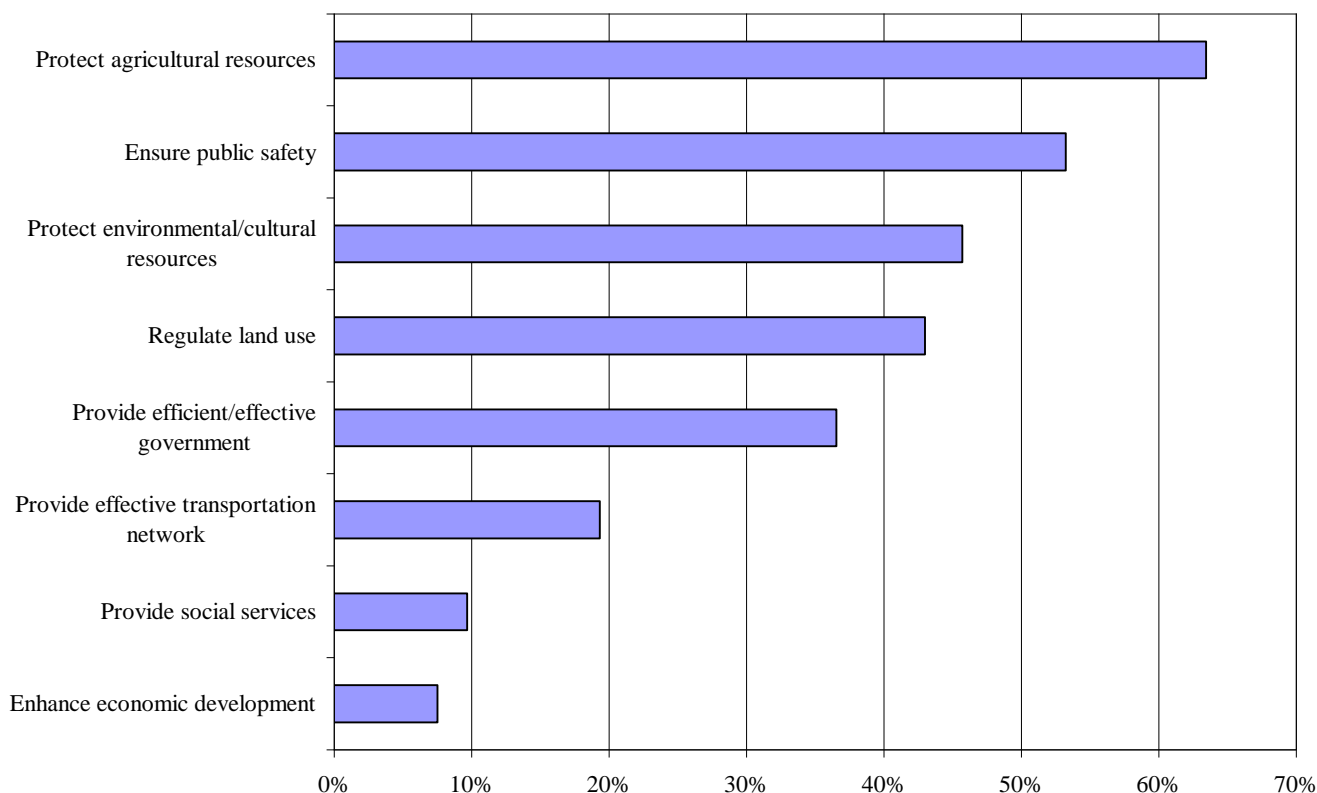
Near the end of the survey, respondents were asked to identify the three most important functions for Town of Cady government. Their responses are summarized in Chart 14. The relatively strong support voiced for agriculture in various sections of this report also comes through in Chart 14. Protection of agricultural resources was the top ranked item and was among the top three priorities for 63 percent of respondents. Ensuring public safety was in second place with 53 percent.

Protection of the natural environment and cultural resources and regulation of land use were closely spaced in third and fourth places with 46 percent and 43 percent, respectively. About a third said the generic goal of providing efficient and effective government was one of the three most important functions of Cady Town government. About one in five included providing an effective transportation network. Relatively few chose economic development and social services among their top three. As noted in Chart 3, more respondents viewed economic development unfavorably than favorably. Nevertheless, Cady residents and property owners do not see economic development as one of the functions of their Town's government.

By demographic slice:

- Men and households with children were more likely to include efficient/effective government in their three choices.
- Respondents age 45 and above, single adult households, and households without children, were more likely to have a stronger preference for protecting agricultural resources.
- Residents of the Menomonie school district were much more likely to include enhancing economic development among their choices.

Chart 14. Top Three Functions of Cady Town Government



What Respondents Like About Living in Cady

Residents were asked an open-ended question that allowed them to specify what they like about living in the Town of Cady. Ninety-nine of the 186 respondents chose to provide an answer to this question. As shown in Table 6, the SRC categorized the comments into 10 topics plus a miscellaneous group. Many of the individual comments included more than one topic. These were separated into the appropriate categories. As a result, the SRC identified 234 comments among the 99 individual responses.

The most frequently mentioned topic related to the atmosphere of the Town of Cady and accounted for 40 percent of the comments. The SRC subdivided “atmosphere” into two interrelated sub-categories: rural/agricultural/small town and peaceful/quiet. Typical comments include:

“We do not live “in town”, we are rural.”

“The rural atmosphere and friendly attitudes of small towns close by.”

“Quiet country atmosphere.”

Specific comments about nature comprised about 12 percent of the responses. Among these comments were specific references to the natural beauty of the area and the open spaces in the Town. Comments about nature are closely related to the rural atmosphere that respondents find so appealing about Cady. Typical comments include:

“I love seeing trees, fields, and wildlife out my windows”

“The beautiful countryside”

Within the “community” topic was a theme related to friendly and helpful neighbors and proximity to family and friends. Typical comments include:

“The best reason is the people. I have never seen such great friendly people and helpful – that’s the way it is in my neighborhood and I love it. Hurray for Cady!”

“I enjoy being near family”

In the Quality of Life section, the SRC noted that Cady residents said small town atmosphere, agricultural character and proximity of family and friends were their most important reasons for living in Cady. The responses to this open-ended question are consistent with the rankings in the Quality of Life section and reinforce the value Cady residents place on these factors in assessing their quality of life and deciding where to live.

Table 6. Like About Living in the Town of Cady		
Topic	Count	%
Atmosphere (rural, small, peaceful)	92	40%
Nature	29	12%
Community	29	12%
Location	22	9%
Privacy	18	8%
Roads	9	4%
Safety	7	3%
Taxes	6	3%
Life-long resident	3	1%
Government	3	1%
Miscellaneous	16	7%
Total	234	100%

Conclusions

The data gathered from this survey suggests Cady residents are, in large measure, pleased with the quality of life they have in the Town and with the essential services available to them. They particularly value Cady's rural atmosphere, being near family and friends, and its agriculture. As an integral part of the rural lifestyle they value, large majorities of respondents indicated that they support using regulations and taxes to preserve the Town's various natural resources, are wary of commercial development in the Town, and said the most important function of Cady Town government is to protect agricultural resources. The current status of the Town appeals to their values and interests, and they would like to see the status quo maintained.

Appendix A – Non-Response Bias Test

Any survey has to be concerned with “non-response bias.” Non-response bias refers to a situation in which people who don’t 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 Cady 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 1.79, which means that, on average, people feel that Cady 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, 144 people responded to the first mailing, and 42 responded to the second mailing.

We found eight variables with statistically significant difference between the mean responses of these two groups of respondents (Table A1) out of 105 tested. Table A1 indicates that even when a statistical difference exists, the magnitude of this difference is very small. **The Survey Research Center (SRC) concludes that there is little evidence that non-response bias is a concern for this sample.**

Table A1 – Statistically Significant Differences Between Responses of First and Second Mailings			
Variable	Mean First Mailing	Mean Second Mailing	Statistical Significance
4. Television	.01	.07	.011
5c. Forested lands	1.75	2.10	.019
5f. Open space	1.68	2.13	.011
10b. Nowhere in the Town of Cady	2.53	3.21	.003
12. Visual impacts is an important consideration when evaluating proposed development	2.03	2.53	.020
20. The overall road network in the Town of Cady meets the needs of its citizens	1.92	2.20	.030
28a. Ensure public safety	.49	.69	.019
29. How likely are you to attend visioning sessions and other public participation events related to comprehensive planning?	2.43	2.75	.017

Appendix B – Town of Cady Survey Comments

Question 1 (23 responses)

What are the three most important reasons you and your family choose to live in the Town of Cady?

'Other' responses

- Home, farm (2x)
- Own land in Cady, don't live in Cady (2x)
- Big city opportunities close by
- Born Here
- Business
- Close to family
- Don't live there
- Easy access to I-94
- Family farm
- Family farm, homestead
- Family land transfer
- Good place to retire
- Investment
- Less people/more space
- Lived here since I was a child
- My parents and sibs moved to Cady in 1942
- No congestion
- No Neighbors
- No schools
- Retired
- To have horses

Question 4 (4 responses)

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

'Other' responses

- Email (2x)
- Phone calls
- Town meetings

Question 27 (234 responses)

What do you like about living in the Town of Cady?

Atmosphere

Rural/Agricultural/Small Town (63 responses)

- Rural Atmosphere (4x)
- Country atmosphere (3x)
- Rural (2x)
- Rural area (2x)
- Rural setting (2x)
- Small town atmosphere (2x)
- Community
- Country life (good)
- Country living
- Country roads
- Cows
- Crops
- Farm animals
- Farmers
- Farms
- Good community
- Good land
- Good place to live
- I like the country
- I live in a nice neighborhood
- I love being in the country away from traffic
- It's more country living
- It is just a great place to live - nice quiet country life
- Like any other rural area
- Like living in the town of Cady
- Low population
- Mostly agriculture
- Neighbors are spread out! Do not ruin this by squeezing homes into acre lots!
- Nice and slow going
- Not much going on
- Not so many people
- Not too crowded

- Not very populated
- Peoples' attitude-friendly. Landscape, view, layout of farms and whole neighborhoods.
- Rural atmosphere - no large ""cow factories"" near - not many people or traffic - quiet
- Rural atmosphere but still being close to larger cities. Hopefully no major subdivisions arriving.
- Rural atmosphere within driving distance to good jobs
- Rural community
- Rural community with very little impact on country living and privacy.
- Rural lifestyle
- Rural living

- Rural living - would like to see it left that way
- Rural living near small town and recreational area
- Small farm
- Small town feel
- The fact not being in a big city
- The fact that it's rural
- The rural atmosphere and friendly attitudes of small towns close by.
- The rural country living
- The rural life
- There isn't a lot of developments like in other towns
- This is rural country
- We do not live "in town", we are rural
- We like the more quiet country life

Peace and Quiet (29 responses)

- Quiet (11x)
- Peaceful (4x)
- It is a quiet place
- It's rather quiet
- No Neighbors
- Peace and quiet
- Quiet and friendly
- Quiet country atmosphere

- Quiet lifestyle
- Quiet neighborhood
- Quiet roads
- Quietness
- Relatively quiet and peaceful
- That my neighbors aren't too close.
- The peace and quiet of the Town of Cady
- We like the peacefulness of the country!

Nature (29 responses)

- Beautiful (2x)
- Beautiful area (2x)
- Lots of space (2x)
- Open spaces (2x)
- The wildlife (2x)
- Beautiful part of WI
- Beautiful terrain
- Cady is one of the most beautiful townships around. Trees, water - great farmland - nice array of animals and wildlife (except the d*** turkeys).
- Fresh air
- Hunting and fishing
- I love seeing trees, fields, and wildlife out my windows.
- Lakes

- No pollution, whether it be air, noise, water, etc
- Open air
- Open area
- Open land
- Pretty country
- Recreation
- Rivers
- The beautiful countryside
- Trees
- Views
- We own 64 acres of land-mostly wooded. Our land is part of the Managed Forest Law (MFC). We live here to enjoy our land, hunt and raise our kids in a low crime area with outdoor work ethic.
- Wooded land

Community (29 responses)

- Friendly neighbors (3x)
- Good people (3x)
- Good neighbors (2x)
- Country neighbors
- Even though your neighbor may be down the road or a mile away, everyone watches over everyone.
- Family
- Friendliness of people
- Friends
- Friendly
- Friendly community
- Friendly people
- Friendly people with "old time" values
- Friendly voting judges
- Good people that live here
- Helpful neighbors
- Honest people
- I enjoy being near family
- I like that my neighbors are far enough away that they cannot see in my windows
- Living with good people with little regulation
- Nice neighbors
- Nice people
- Strong faith community
- The best reason is the people. I have never seen such great friendly people and helpful – that's the way it is in my neighborhood and I love it. Hurray for Cady!
- The many generations of families that live in township and now the long relationships & friendships that still exist among these families

Location (22 responses)

- Close to the Twin Cities (3x)
- Close to employment (2x)
- Close to family and friends (2x)
-close enough to services when needed.
- Access to parks...biking, swimming, horse trails
- Close enough to the metro area to travel if needed and far enough away to avoid congestion.
- Close enough to urban areas for shopping, health resources.
- Close proximity to big cities.
- Close to freeway
- Close to good schools-churches-hospital.
- Close to the public Highways
- Convenient commute to city
- Easy access to I94, to travel to the Twin Cities or Eau Claire for all the things they offer, sports, concerts, etc.
- Nice area, close to stores
- Rural yet close to big city amenities.
- The location of it
- The quiet, peaceful area so close to the major hwy (94)
- We are close enough to any service that we might need

Privacy (18 responses)

- Privacy (3x)
- Being left alone
- Freedom of land use and all the other privileges that come with living in the country
- Freedom to do what we want without others complaining.
- Freedom to live without so many government regulations
- I like minimal interference in government. Cady seems to mind its own business. I rank preserving private property rights a #1 priority. So please-make your "comprehensive plan" with that freedom in mind.
- I like small government that does not interfere in people's lives, runs efficiently, and does not micromanage everything, only passing ordinances as deemed necessary.
- Independence

- Isolation and space in middle of 40 acre farm
- Lack of regulation
- Low land use and building regulations.
- Neighbors who mind there own business and do not think of new ways to spend my money (But that is changing as more Minnesotans move in)"

- People do not bother me
- The freedom of doing your own thing
- The freedom we have
- This is a rural community with limited restrictions imposed on its residents. And it should stay that way!

Roads (9 responses)

- Fine on 50th Ave. where the entire road is paved with the exception of one mile where 4 families reside and that one mile is giving all of us a terrible life, when the large trucks rolls through and the dust is 20-40 feet high. The Cady Town Board promises to pave the road for the last 10 years and have not done a thing to relieve the problem. Why are they such liars?
- Get rid of the ATV routes on town roads!!
- Good roads
- Good roads and maintenance of roads
- I don't like my dirt road
- Low traffic, but would be better with more paved roads and quicker snow plowing and road maintenance.
- Only thing that I holler about is the road I live on. Which is a dead end. (unreadable) and they seem blacktop roads that don't seem to matter much. Thank you
- The good roads in the Township, County roads could be better
- The roads are not crowded. I can walk and not be hit.

Government (3 responses)

- Common sense approach to government-cost reduction and cost avoidance practiced.
- Decent law
- I would like to be informed about what happens at our town meetings-more than a note in the paper that the meeting is scheduled

Safety (7 responses)

- Low crime (4x)
- It's a safe place to raise a family
- Safety
- Signs that caution people that animals can be in the road

Taxes (6 responses)

- Everything but the taxes
- Low tax
-but property taxes are too high.
- Taxes are way too high! Must have tax relief or people will move away
- Taxes have gone sky high!
- Very high property taxes

Life-long Resident (3 responses)

- Always be home to me
- Born and raised here
- I lived here since I was a small child. The place I'm on was willed to me by my

mother and father and "it's" a place to live, it was 40 acres now I have only 6 acres.

Miscellaneous (16 responses)

- Everything
- Healthy
- I do not live in Cady as of now. I own 40 acres
- In general it's not too bad
- It isn't what it used to be with new people moving in and rental property and you never know what you are getting for neighbor's
- No housing developments, please
- No rural developments
- Own land in Cady, do not live there
- Recycling
- Small school
- Surveys should not be this long
- Too many people building houses!
- Very good
- We don't like Summit Cheese factory dumping fluids in the creek! Stop all pollution of the environment!
- We didn't like the way the trees were trimmed this summer, with a brush hog, and the branches were left to lay. Our trees look shredded.
- We love it here

Question 32 (2 responses)

Employment Status:

'Other' responses

- Part time farming, retired
- Stay at home mother

Question 33 (1 response)

Place of Residence

- I own land only in Cady

Appendix C - Quantitative Summary of Responses by Question

TOWN OF CADY COMPREHENSIVE PLANNING PUBLIC OPINION SURVEY

PLEASE RETURN BY **NOVEMBER 14, 2008**

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

Like this: ☒ Not like this: ☐ ☐ ☐

QUALITY OF LIFE

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

40%	Agriculture	26%	Low Crime Rate	10%	Quality Schools
0%	Community Services	27%	Natural Features	8%	Recreational Opportunities
23%	Cost of Home	47%	Near Family and Friends	47%	Small Town Atmosphere
5%	Historical Significance	24%	Near Job (Employment Opportunity)	11%	Other: (Please Identify)
6%	Property Taxes	3%	Quality Communities		<u>See Appendix B</u>

	Excellent	Good	Fair	Poor
2. Rate the overall quality of life in the Town of Cady .	30%	62%	8%	1%

PROGRAMS AND SERVICES

3. Rate the following services and programs in our community.	Excellent	Good	Fair	Poor	Not Applicable
a. Land Use Regulations	7%	53%	32%	5%	2%
b. Law Enforcement	9%	57%	26%	5%	2%
c. Emergency Services (e.g., fire, ambulance)	22%	53%	21%	2%	2%
d. Economic Development	4%	37%	37%	11%	11%
e. Roads and Highways	11%	56%	26%	7%	0%
f. Recreation (e.g., parks, forests, trails)	10%	51%	24%	8%	7%
g. Elderly Programs	4%	24%	21%	10%	42%
h. Elderly/Disabled Transportation	3%	19%	20%	10%	48%
i. Animal Control	4%	49%	26%	11%	9%
j. Junk Control	4%	39%	29%	18%	10%
k. Garbage and Recycling	14%	61%	20%	2%	3%
l. Town Hall and Facilities	7%	67%	21%	4%	1%
m. Cemeteries	7%	55%	12%	1%	26%
n. Schools	11%	70%	9%	2%	8%
o. Town Government Communication	7%	43%	36%	13%	2%
p. General Town Government Services	5%	54%	35%	3%	4%

COMMUNICATION

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

Direct Mailings	Radio	Newspaper Articles	Newsletters	Television	Town Website	Other: (Please identify)
70%	3%	33%	53%	2%	27%	2% <u>See Appendix B</u>

NATURAL AND CULTURAL RESOURCES

5. How important is it for the Town of Cady to use tax dollars/regulations to protect the following:	Essential	Important	Somewhat Important	Not Important
a. Air Quality	16%	41%	21%	22%
b. Farmland	31%	47%	16%	6%
c. Forested Lands	20%	52%	19%	8%
d. Groundwater	56%	34%	9%	1%
e. Historic and Cultural Sites	3%	38%	43%	16%
f. Open Space	19%	42%	25%	14%
g. Lakes, Rivers and Streams	41%	42%	12%	5%
h. Rural Character	27%	42%	23%	8%
i. Hunting and Fishing	24%	40%	28%	7%
j. Wetlands	21%	38%	29%	13%
k. Wildlife Habitat	28%	40%	23%	8%

HOUSING

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

	Strongly Agree	Agree	Disagree	Strongly Disagree	No Opinion
6. Affordable housing is needed in our community (affordable housing = rent/mortgage that is no more than 30% of a household's gross income).	8%	34%	25%	18%	15%
7. Elderly housing is needed in our community (elderly housing = housing for those 65+ that accommodates special needs such as wheelchairs).	10%	34%	22%	11%	23%
8. Starter (first time buyer) homes are needed in our community	5%	28%	30%	18%	19%

AGRICULTURE AND LAND USE

9. Productive agricultural land should be allowed to be used for:	Strongly Agree	Agree	Disagree	Strongly Disagree	No Opinion
a. Agricultural Use	72%	25%	0%	0%	3%
b. Residential Use	11%	39%	29%	16%	5%
c. Commercial Use	6%	21%	37%	30%	5%

10. Large scale farms (500 or more animal units) should be allowed to expand:	Strongly Agree	Agree	Disagree	Strongly Disagree	No Opinion
a. Anywhere in the Town of Cady	5%	19%	39%	31%	6%
b. Nowhere in the Town of Cady	23%	20%	33%	13%	10%
c. Outside a 2 mile radius of incorporated areas	7%	34%	18%	18%	23%
d. Outside a 1 mile radius of incorporated areas	7%	14%	34%	22%	23%
11. Landowners should be allowed to develop land any way they want.	14%	23%	35%	23%	5%
12. The visual impacts (view of the landscape) of development is an important consideration when evaluating proposed development.	30%	48%	9%	4%	9%
13. There should be a minimum lot size on residential development in rural areas.	45%	37%	9%	4%	5%

	Yes	No	Don't Know
14. Should the Town of Cady use tax dollars to purchase development rights to preserve prime farmland? (Under such a program the farmer is paid money in exchange for his/her "right" to develop their farmland.)	23%	50%	27%

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

Less than 1 acre	1 to 5 acres	6 to 10 acres	11 to 40 acres	41 or more acres	No Limitation
6%	41%	28%	14%	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
	12%	24%	25%	39%

17. How many acres of land do you own in the Town of Cady ?	Less than 10	10 – 20	21 -40	40 plus
	21%	12%	18%	49%

18. Is the land you own actively farmed?	Yes	No	Not Applicable
	56%	41%	3%

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

0-5 years	6-10 years	11-15 years	16-20 years	Not Applicable
21%	18%	14%	25%	33%

TRANSPORTATION

	Strongly Agree	Agree	Disagree	Strongly Disagree	No Opinion
20. The overall road network (roads, streets, and highways) in the Town of Cady meets the needs of its citizens.	20%	66%	10%	3%	1%
21. Alternative modes of transportation, such as ATV, snowmobile, bicycle, and walking are important.	19%	49%	17%	10%	6%
22. There should be more biking and walking lanes along public roadways.	14%	24%	33%	17%	12%

ECONOMIC DEVELOPMENT

	Strongly Agree	Agree	Disagree	Strongly Disagree	No Opinion
23. Commercial or industrial buildings in Town of Cady should be located:					
a. In an existing city or a village	20%	46%	16%	4%	14%
b. Near a city or village	8%	52%	18%	8%	13%
c. Anywhere in Town of Cady	6%	18%	31%	36%	9%
24. The Town of Cady should use tax dollars to recruit new business and industry	1%	21%	38%	26%	13%

	Strongly Agree	Agree	Disagree	Strongly Disagree	No Opinion
25. The Town of Cady should pursue the following energy alternatives as a form of economic development:					
a. Bio Fuels (e.g. ethanol, biodiesel)	8%	28%	30%	14%	20%
b. Solar Energy	22%	42%	15%	6%	16%
c. Wind Energy	25%	43%	13%	7%	12%
d. Other _____	17%	2%	4%	2%	75%

	Essential	Very Important	Important	Not Important	No Opinion
26. Rate the importance of the following:					
a. Agricultural Related Businesses	23%	28%	42%	1%	6%
b. Commercial and Retail Development	3%	10%	40%	38%	9%
c. Downtown Development – “Main Street”	3%	8%	19%	47%	22%
d. Home Based Businesses	6%	15%	43%	21%	15%
e. Industrial and Manufacturing Development	3%	13%	34%	39%	10%
f. Tourism and Recreation	3%	17%	38%	33%	8%
g. Technology related (e.g. biotechnology, computers, etc.)	5%	12%	34%	33%	16%
h. Service industries (e.g. financial services, health services, etc.)	4%	15%	40%	29%	12%

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

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

a. Ensure public safety	53%	b. Provide efficient/effective government	37%
c. Protect environmental/cultural resources	46%	d. Protect agricultural resources	63%
e. Provide social services	10%	f. Regulate land use	43%
g. Enhance economic development	8%	h. Provide effective transportation network	19%

	Very Likely	Likely	Unlikely	Very Unlikely
29. How likely are you to attend visioning sessions and other public participation events as related to comprehensive planning?	8%	41%	43%	7%

DEMOGRAPHICS: Please tell us some things about you:

30. Gender:	Male	Female
	59%	41%

31. Age:	18-24	25-34	35-44	45-54	55-64	65 and older
	0%	6%	19%	21%	28%	25%

32. Employment Status:	Employed Full Time	Employed Part Time	Self Employed	Unemployed	Retired	Other: <u>See Appendix B</u>
	49%	5%	16%	4%	25%	1%

33. Place of Residence:	Own	Rent	Other:
	100%	0%	0% _____

34. If you live in Cady, in which school district do you reside?	Spring Valley	Baldwin-Woodville	Menomonie
	74%	22%	4%

	0	1	2	3	4	5+
35. Number of Adults (18 or older) in Household:		18%	67%	14%	1%	1%
36. Number of Children (under 18) in Household:	75%	7%	10%	5%	1%	1%
37. Household Income Range:	Less than 15,000 5%	15,000 – 24,999 10%	25,000 – 49,999 29%	50,000 – 74,999 27%	75,000 – 99,999 18%	100,000 or More 10%
38. How many years have you lived in the Town of Cady ?	Less than 1 1%	1 – 4 5%	5 - 9 19%	10 - 24 28%	25+ 47%	
39. In what zip code do you live?	<u>See Appendix B</u>					

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 14, 2008 to:

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