



Mississippi River Regional Planning Commission

Regional Comprehensive Plan Public Opinion Survey Report

For the Counties of Buffalo, Crawford, Jackson,
La Crosse, Monroe, Pepin, Pierce, Trempealeau, and
Vernon

June 2011

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Survey Research Center Report 2011/9

This report was funded in part through a Comprehensive Planning Grant Awarded to the Mississippi River Regional Planning Commission from the Wisconsin Department of Administration

Acknowledgements

Staff and students working for the Survey Research Center at UW-River Falls were instrumental in the completion of this study. We would like to thank Denise Parks, Ted Cannady, Danielle Hammer, Hannah Stuttgen, Aaron Peterson, Jacki Roden, Caleb Riedeman, and Ashley Julka. We gratefully acknowledge their hard work and dedication. The SRC would also like to thank MRRPC Executive Director Greg Flogstad and the MRRPC staff for their valuable input and assistance throughout the survey process. Finally, we would like to thank the residents in western Wisconsin who took the time to complete their questionnaires.

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Executive Summary

The purpose of this study was to serve as one public participation method the Mississippi River Regional Planning Commission used to gather public input for their regional comprehensive plan. The Commission selected the Survey Research Center (SRC) at the University of Wisconsin – River Falls to consult on and develop the questionnaire, conduct the survey, tabulate the results and report the findings.

On March 1, 2011, the SRC mailed a questionnaire to a randomly selected sample of 4,059 households in the nine counties within the service area of the Mississippi River Regional Planning Commission. The initial survey mailing was followed with reminder postcards and then a second survey mailing to non-respondents from both the initial survey mailing and postcard reminder. Appendix M has copies of the initial cover letter, reminder postcard, and second mailing cover letter.

The regional response rate was 34 percent (1,391 returns). The regional results provided in this report are expected to be accurate to within plus or minus 2.62 percent with 95 percent confidence. Response rates and results for each of the nine counties were also calculated. Individual county expected rates of accuracy ranged from 7% to 8.4% with 95% confidence.

Taxes and Economic Development

Majorities of respondents agreed with the following: (in descending size of the majority)

- Communities should increase the amount of local food used in schools and local institutions
- Counties should be allowed to share law enforcement costs
- The long term environmental impact of sand mining should be studied
- The economic potential of sand mining should also be studied
- The county sales tax should be increased to reduce property taxes
- Access to high-speed internet is adequate in their area
- Manufacturing will be a major driver of the western Wisconsin economy
- Regional recreational/tourism projects should pursue public-private partnerships
- The primary funding for schools should be shifted to the sales tax

Pluralities¹ of respondents agreed with the following: (in descending size of plurality)

- New business development should be focused where public services are available
- Incentives should be provided to industries to reduce development in rural areas
- State funding of schools should be increased as a means of reducing the property tax

Majorities of respondents did not feel that:

- Corporation tax breaks should be offered for business expansions or start-ups
- More overnight lodging is needed in their community

Recreation and Tourism

¹A plurality is the largest percentage of the total among three or more choices, but less than a majority

Respondents were presented with a list of 20 potential recreation and tourism activities and asked to indicate if they thought each would be accepted in their communities and if each would be successful in attracting tourists to their communities. Majorities of respondents ranging between 73 percent and 96 percent said all the listed activities would be acceptable in their communities. With the exception of tennis, majorities of respondents also said all listed activities would be successful in their communities. Respondents were slightly less sure that the activities would be successful than accepted.

Land Use

Majorities of respondents agreed with the following: (in descending size of the majority)

- Regulations are needed to protect natural resources
- Higher priority should be placed on redevelopment of existing areas
- Regulations are needed to protect farmland & forests
- New housing should be encouraged where public services are available
- My community accepts people from diverse backgrounds
- Regulations are needed to protect cultural & historical sites
- Sustainability principles should guide development

Respondents had split opinions on the following:

- More land use planning is needed in my community
- Local government officials and business leaders in my community work well together

Housing

Majorities of respondents agreed with the following: (in descending size of the majority)

- Providing affordable housing to low and moderate-income individuals should be a goal of all local governments
- Housing for the elderly is adequate in my community

Respondents had split opinions regarding the adequacy of special needs housing in their communities.

Quality of Life

A majority of respondents said the quality of life in their communities is high. However, respondents had split opinions when asked if the quality of life in their communities will improve in coming years.

Alternative Energy

Respondents were presented with a list of 10 types of alternative energy and asked to indicate if they thought each would be accepted in their communities and if each would be successful in their communities. With the exception of nuclear energy, majorities of respondents ranging from 64 percent to 89 percent said all the listed types of alternative energy would be accepted in their communities. With the exception of nuclear energy and biodiesel from animal fat, majorities of respondents said the listed types of energy would be successful in their communities. Respondents were less sure about the potential success of the alternative energy sources than they were about the level of acceptability.

Survey Purpose

The purpose of this study was to gather public input for the Mississippi River Regional Planning Commission comprehensive plan. The Commission chose to work with the Survey Research Center (SRC) at the University of Wisconsin – River Falls to gather these data.

Survey Methods

On March 1, 2011, the SRC mailed a four-page questionnaire to a randomly selected sample of 4,059 households in the nine counties (Buffalo, Crawford, Jackson, La Crosse, Monroe, Pepin, Pierce, Trempealeau, and Vernon) within the service area of the Mississippi River Regional Planning Commission. The surveys were followed with reminder postcards and a second mailing to non-respondents.

The overall response rate was 34 percent (1,391 usable returned questionnaires). Based on the estimated number of adults (18 years or older) in the population of the region (241,158²) the results provided in this report are expected to be accurate to within plus or minus 2.62 percent with 95 percent confidence. This means that if this survey was replicated 20 times, only once would the results be expected to fall more than 2.62 percent above or below the values reported in this document.

The overall mailing list was created by a random selection of households within each county. Because each household in a given county had an equal chance of being selected, the random selection process means the geographic distribution of the households of the mailing list (sample) reflected the overall geographic distribution of households within each county. The number of households selected from each county was designed to achieve results that would be accurate within plus or minus 8 percent for each of the nine counties. Table 1 shows the number of surveys mailed to households in each county, the number of surveys returned from each county, the county response rate, and the county confidence interval (also called “margin of error”). Based on the number of returned surveys from each county, the actual confidence intervals for the individual counties were close to the 8 percent target. The confidence intervals in five of the nine counties were equal to or less than 8 percent. Among the remaining four counties, the confidence intervals were no more than 0.4 percent above the goal. For example, the results for Jackson County indicate that 72 percent of respondents believed that burning of biomass would be a successful alternative energy source. Given the 8 percent “margin of error” for the Jackson County data and 95 percent confidence interval, if the survey was replicated 20 times, only once would the results fall outside the range of 64 percent to 80 percent. As Table 1 shows, survey response rates among the counties ranged from 30 percent to 42 percent.

² US Census Bureau, 2009 estimate.

Table 1. Mailings and Returns by County					
County	Households³	Surveys Sent	Surveys Returned	Response Rate	Confidence Interval
Buffalo	5,810	447	177	40%	±7.25%
Crawford	7,043	450	146	32%	±8.0%
Jackson	7,745	450	146	32%	±8.0%
La Crosse	44,883	459	136	30%	±8.4%
Monroe	17,408	456	137	30%	±8.4%
Pepin	2,923	437	182	42%	±7.0%
Pierce	14,538	456	146	32%	±8.1%
Trempealeau	11,514	453	161	36%	±7.7%
Vernon	12,034	453	144	32%	±8.1%
Regional Totals	123,898	4,059	1,391	34%	±2.62

Any survey has 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. The standard way to test for non-response bias is to compare the responses of those who answer the first mailing of a questionnaire to those who respond to the second mailing. Those who respond to the second mailing are, in effect, a sample of non-respondents (to the first mailing), and we assume that they are representative of that group. **Based upon a standard statistical analysis that is described in Appendix A, the SRC concludes that there is little evidence that non-response bias is a concern for the overall sample.**

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

Appendix C contains a contain copy of the survey questions with a quantitative summary of the responses.

The SRC tabulated the results from each of the nine counties. **Appendix D through Appendix L contain summaries of the responses from the individual counties.**

Appendix M has copies of the initial cover letter, reminder postcard and second mailing cover letter.

³ US Census, American Community Survey, 2005-2009 estimate

Profile of Respondents

Table 2a, Table 2b, and Table 2c summarize the demographic profile of the survey respondents. Where comparable data were available from the US Census Bureau (American Community Survey or 2009 population estimates), they were included to indicate the degree to which the sample represents the underlying adult population in the nine counties of the Mississippi Regional Planning Commission.

Gender. The sample contains substantially more men than would have been expected since the survey cover letter attempted to attain gender balance by requesting the adult in the home who most recently had a birthday to complete the survey. Analysis of the mean response values indicated men and women had statistically significant differences in 31 of the 88 quantitative variables on the survey. Further examination showed the percentage differences were relatively small for all but 8 of the 88 variables. These questions will be noted in the text of the report. In short, while the gender imbalance is not a good thing from a statistical standpoint, the similarity of views between men and women means that the practical impact of this skewed distribution is small. As we analyze the data, we will identify when there are statistically significant differences across other demographic variables (e.g. age, education, etc.).

Age. There were more respondents age 55 years and older than would have been expected and fewer respondents age 34 years or less. Our experience is that younger residents are less likely to participate in surveys.

Household composition. The sample closely matches the American Community Survey (ACS) estimates for the percentage of single adult households and households with no children.

Table 2a. Demographic Profile of Respondents: Gender, Age, Household Composition.							
Gender Age 18+	Count	Male	Female				
Sample	1363	71%	29%				
US Census, 2009 Est.	241158	50%	50%				
Age 18+	Count	18-24	25-34	35-44	45-54	55-64	65+
Sample	1376	1%	8%	13%	20%	25%	33%
US Census, 2009 Est.	241158	17%	14%	16%	19%	16%	18%
Adults in Household	Count	1 Adult	2+ Adults				
Sample	1318	24%	76%				
ACS, 2005-09 Est.	123898	28%	72%				
Households with Children	Count	No Children	1+ Child				
Sample	1277	72%	28%				
ACS, 2005-09 Est.	123898	69%	31%				

Employment. The sample contains slightly more self-employed individuals and slightly more respondents who are retired or not in the workforce.

Length of residency. Six in ten respondents have lived in their present community for at least 25 years.

Educational attainment. The sample is somewhat better educated than the overall population of the nine counties, with higher percentages of respondents who have some formal post-secondary education.

Household income. The sample closely matched the distribution of household incomes estimated by the ACS. There were slightly fewer households with less than \$15,000 annual income and slightly fewer households with at least \$100,000 income than would have been expected. There were also slightly more households in the \$50,000 to \$74,999 range.

Table 2b. Demographic Profile of Respondents: Employment, Length of Residency, Educational Attainment, Household Income.							
Employment Age 16+	Count	Full-time	Part-Time	Self-employed	Un-employed	Retired	Other
Sample	1353	42%	6%	12%	3%	34%	3%
ACS, 2005-09 Est.	246188	61%		5%	3%	31% ⁴	
Length of Residency	Count	<1 Yr.	1 - 4 Yrs	5 - 9 Yrs	10 - 24 Yrs	25+ Yrs	
Sample ⁵	1378	1%	6%	12%	21%	59%	
Highest Level of Education (Age 25+)	Count	Less than high school	High school diploma	Some college/tech	Tech college graduate	Bachelor's degree	Graduate or professional degree
Sample	1367	5%	27%	24%	14%	19%	12%
ACS, 2005-09 Est.	196421	11%	37%	21%	10%	14%	7%
Annual Household Income Range	Count	Less than \$15,000	\$15-\$24,999	\$25-\$49,999	\$50-\$74,999	\$75-\$99,999	\$100,000+
Sample	1308	8%	13%	30%	25%	14%	10%
ACS, 2005-09 Est.	123898	13%	12%	28%	21%	13%	13%

⁴ ACS category "Not in workforce"

⁵ Census does not collect length of residence data

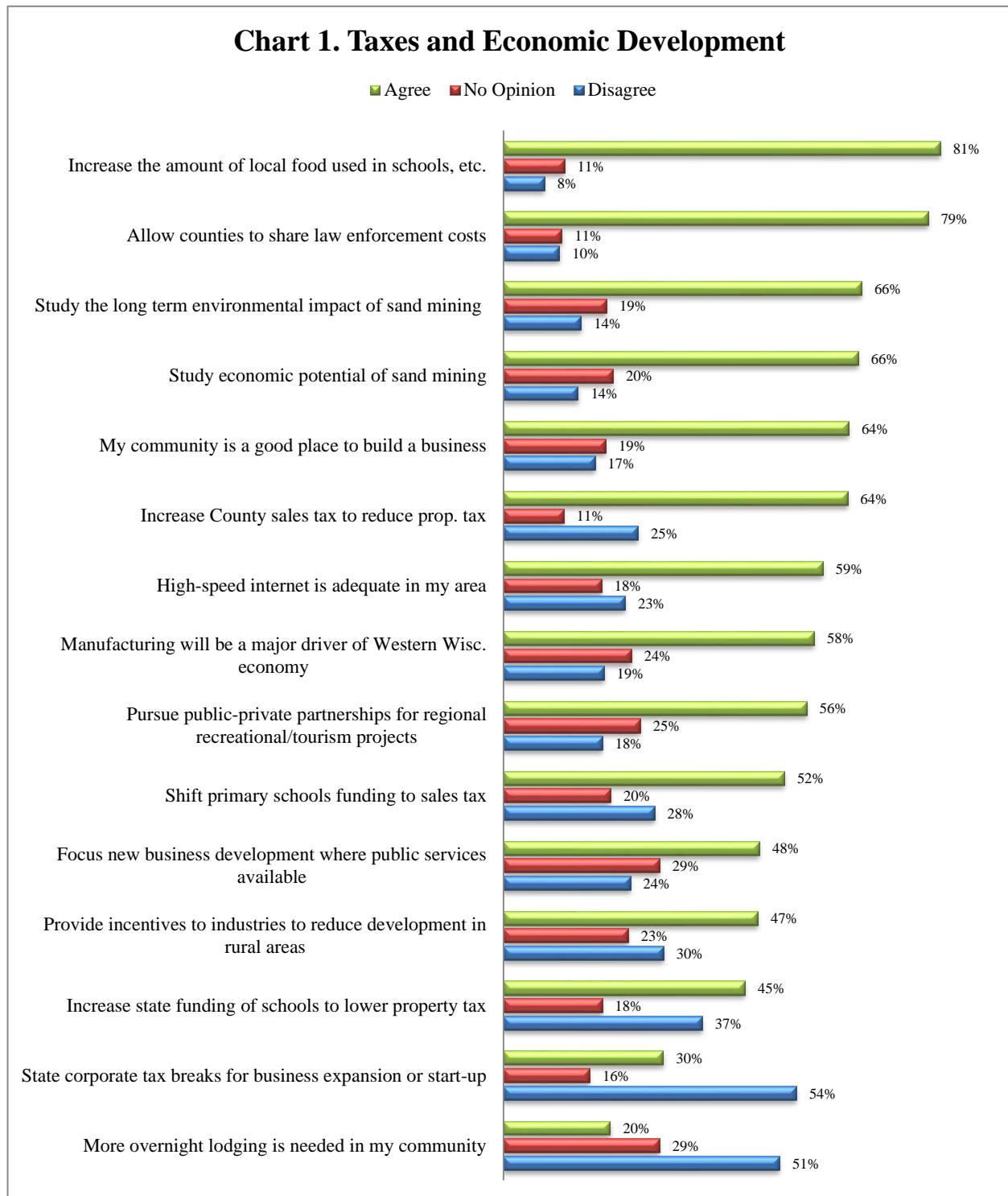
County of Residence. The following counties had more respondents in the sample than would have been expected: Buffalo, Crawford, Jackson, and Pepin. Responses from Monroe, Pierce, Trempealeau and Vernon Counties were close to their expected percentages. There were fewer responses from La Crosse County than anticipated.

Residence municipality type. The sample contained slightly more respondents who reside in villages and towns than would have been expected.

Table 2c. Demographic Profile of Respondents: County of Residence, Municipality Type.							
County of Residence	Buffalo	Crawford	Jackson	La Crosse	Monroe		
Sample (Count =1380)	13%	11%	11%	10%	10%		
US Census, 2009 Est. Age 18+ (N=241,158)	4%	5%	6%	37%	13%		
County of Residence	Pepin	Pierce	Trempealeau	Vernon	Other		
Sample (Count =1380)	13%	11%	12%	10%	<1%		
US Census, 2009 Est. Age 18+ (N=241,158)	2%	13%	9%	9%	--		
Residence municipality type	Count	City	Village	Town			
Sample	1350	30%	21%	50%			
US Census, 2009 Est.	317068	44%	13%	43%			

Taxes and Economic Development

The first section of the questionnaire gathered opinions about taxes and economic development issues. Respondents were given a list of 14 statements. Answer options were “agree,” “no opinion,” and “disagree.” Chart 1 presents the results. As described below, majorities agreed with nine of the 14 statements (top bar). Pluralities of respondents between 45 percent and 48 percent agreed with three of the statements. Majorities of respondents disagreed with two of the statements (bottom bar). The middle bar shows the “no opinion” responses.



Four of five respondents agreed that programs should be developed to increase the amount of locally-grown food used in area schools and institutions and that counties should be allowed to share the costs of law enforcement.

At least 60 percent of respondents agreed that the environmental impact and economic potential of sand mining should be studied, that their community is a good place to build a business, and that the county sales tax should be increased to lower property taxes.

Between 50 percent and 60 percent of respondents agreed that high-speed Internet service is adequate, that manufacturing will be a major driver of western Wisconsin's economic future, that public-private partnerships should be explored for regional recreation/tourism projects, and that the primary source of funding for schools should be shifted from the property tax to the sales tax.

The largest percentage of respondents (48%) agreed that most new business development should be located adjacent to existing communities where public services are available, but 29 percent had no opinion. A local government incentive to industries to reduce development in more rural, lower-priced land areas was supported by a plurality (47%).

Respondents had mixed opinions about increasing state funding of local schools to lower the local property tax. While 45 percent agreed with this statement, 37 percent disagreed, and 18 percent had no opinion.

When asked about providing state corporate tax breaks to businesses that expand or relocate in Wisconsin, a majority of respondents disagreed (54%).

Although half of respondents said more overnight housing is not needed in their communities, many had no opinion (29%) about this topic.

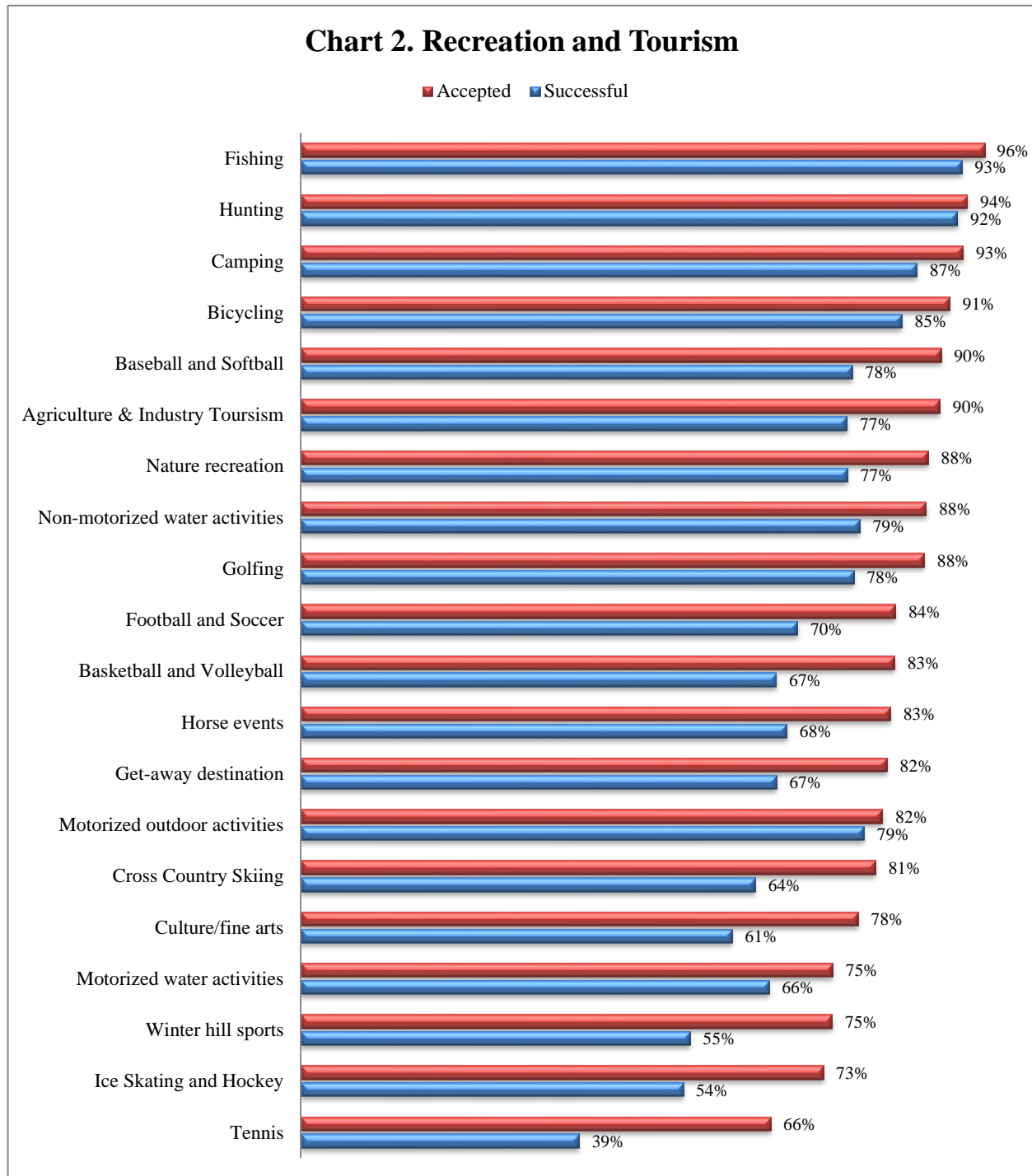
"No opinion" responses were common for this group of questions and were at least 20 percent of the responses for half of the 14 statements.

Demographic comparisons:

- Respondents over age 55 were more likely to agree that more local school funding (K-12) should come from the state even if this means some loss of local control.
- Respondents who have completed post-secondary education programs were less likely to agree that manufacturing will be a major driver of future economic development in western Wisconsin.
- Respondents who have not completed a post-secondary education program were less likely to agree that more regional recreational and tourism projects should be pursued through public-private partnerships.
- A slightly higher proportion of town residents disagreed that high-speed internet or broadband access in their area is adequate for personal and business use.
- Compared to city residents, respondents from villages and towns were less likely to agree that their communities of residence are a good place to build a business.

Recreation and Tourism

The second section of the questionnaire asked respondents a two-part question about potential recreation and tourism development in their respective communities. Twenty types of recreational or tourism activities were listed, and respondents were asked if each activity would be accepted in their community and if they believed the activity would be successful in attracting tourists.



As shown in Chart 2, a majority of respondents, ranging from 66 percent to 94 percent, said all of the listed activities would be accepted in their communities (top bar). The most acceptable

were hunting, fishing, camping, bicycling, baseball/softball, and agriculture/industry tourism (at least 90 percent felt these activities would find community acceptance). Between 80 percent and 90 percent of respondents said the following would be accepted in their communities: nature recreation, non-motorized water activities, golf, football/soccer, basketball/volleyball, horse events, get-away destination, motorized outdoor activities, and cross-country skiing.

Between 70 percent and 80 percent of respondents said the following activities would be accepted in their communities: culture/fine arts, motorized water activities, winter hill sports, and ice skating/hockey. Although tennis was at the bottom of the list, two-thirds of respondents said it would be accepted in their communities.

The lower bar on Chart 2 shows the percentage who said each listed recreation/tourism activity would be successful in their communities in attracting tourists. With the exception of tennis, majorities of respondents believed these activities would be successful in their communities in attracting tourists. The activities believed to have the greatest likelihood of success tend to be those viewed as the most likely to be accepted in the community. It is also the case that as community acceptability drops, the gap between acceptance and likely success increases.

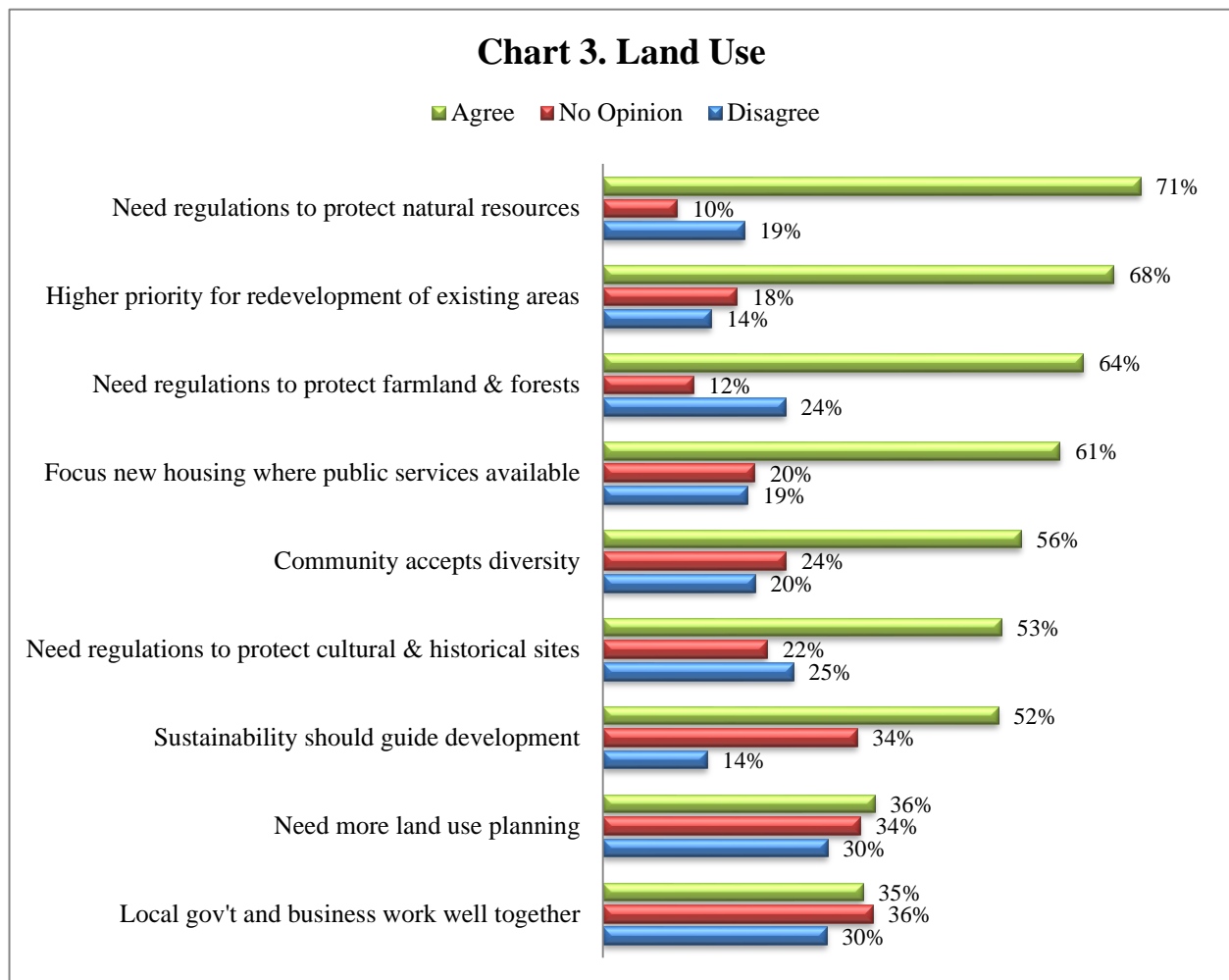
Demographic comparisons:

- Women more strongly agreed that culture/fine arts activities, cross-country skiing, and ice skating/hockey would be successful in their communities in attracting tourists.
- Residents of cities more strongly agreed that culture/fine arts activities would be both acceptable and successful in their communities in attracting tourists.
- Residents of villages and towns were less sure that ice skating/hockey and golfing would be successful in attracting tourists in their communities.

Land Use, Housing, and Quality of Life

The third section of the questionnaire gathered opinions about land use, housing, and quality of life. The responses are summarized in Chart 3. Answer options were “agree,” (top bar) “no opinion,” (middle bar) and “disagree” (bottom bar).

Three questions asked about regulations to protect types of resources or assets. The highest level of agreement was for regulations to protect natural resources such as wetlands, wildlife habitats, lakes, rivers, woodlands, open spaces and groundwater resources (71%), followed by regulations to protect farmland and forests (64%). Although a majority (53%) of respondents agreed that government regulations are needed to protect cultural, historic and archeological sites, the level of agreement was significantly less than for protection of natural resources and farmland/forests.



Over two-thirds of respondents agreed that redeveloping existing residential, commercial and industrial areas should take priority over expanding into new areas, even if redevelopment in the short term may be more expensive.

Sixty-one percent of respondents said most new housing should occur in or adjacent to established communities where public services can be more economically provided even if that land is more expensive. The first section of the questionnaire asked a similar question about focusing business development in or adjacent to existing communities to which a smaller percentage, 48 percent, agreed (see Chart 1).

A majority of respondents said they believe that their community accepts people from diverse backgrounds (ethnic, cultural, gender, lifestyle).

With regard to using sustainability principles to guide future development in the region, half of respondents agreed, but a third had no opinion. Respondents were evenly split in their opinions about their communities' need for more land use planning. While 36 percent of respondents agreed that their communities needed more planning, a third had no opinion. In earlier questions on the survey, large majorities of respondents indicated agreement with several statements that are related to aspects of sustainability and comprehensive planning. Among these are locating new business and residential development adjacent to existing communities where public services are more economical, establishing affordable housing goals by local governments, and regulations to protect the natural resource base of the region.

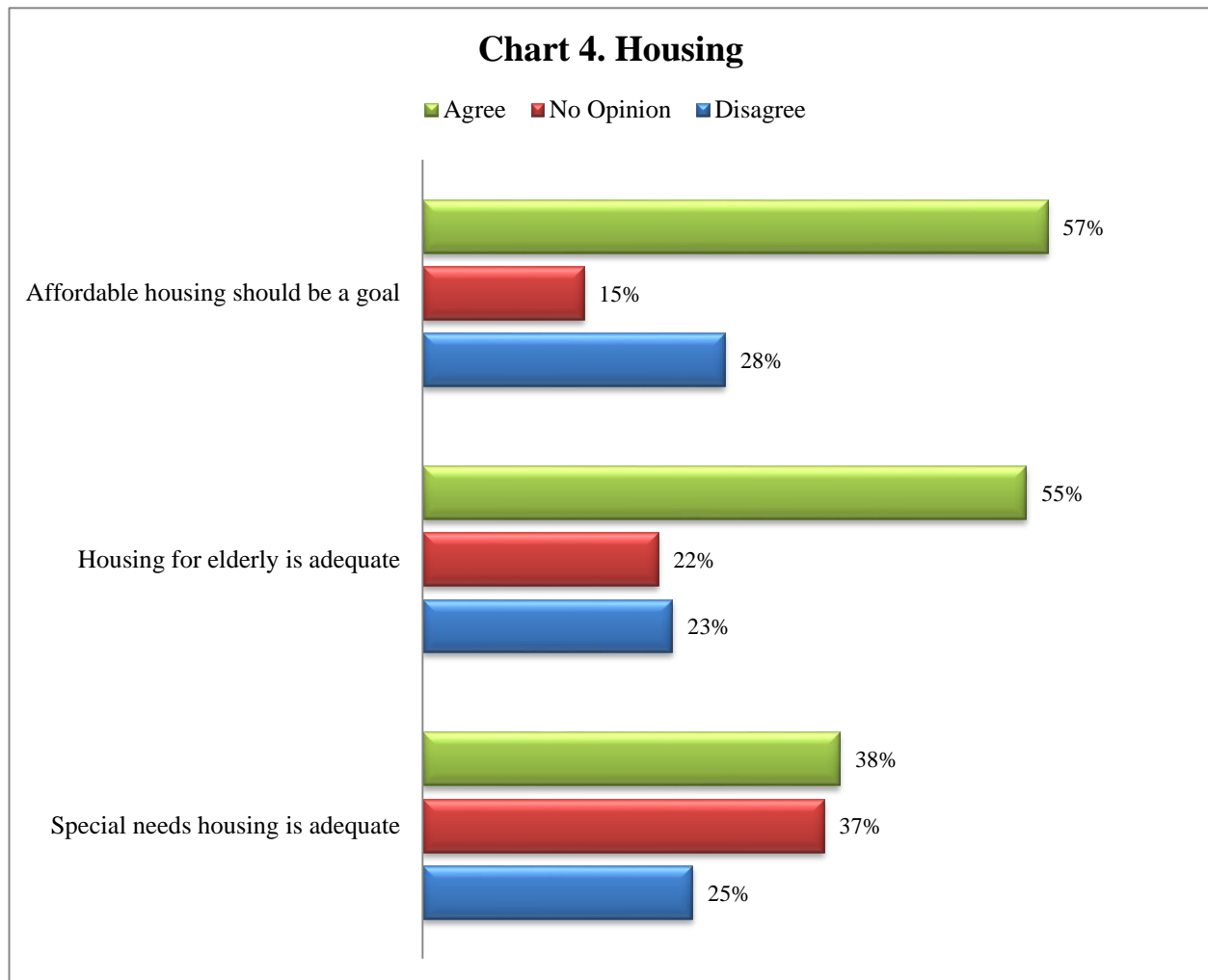
Additionally, majorities of respondents said many types of recreation/tourism activities and alternative energy production would be acceptable land use activities in their communities. The relatively high percentages of respondents who had no opinion about sustainability practices and land use planning while simultaneously agreeing with many of the practices that are integral components of sustainable development and planning may suggest an opportunity for public information efforts to educate residents about the principles of sustainability and planning. The fact that in the past decade many local governments in the region just completed comprehensive plans under the state's new planning law may also explain the variance of opinion between the need for more land use planning and sustainability practices.

Although a majority of respondents said their communities are a good place to do business (see Chart 1), respondents had evenly split opinions when asked if their government officials and business leaders worked well together.

Demographic comparisons:

- Respondents under age 45 more strongly agreed that government regulations or funding is needed to protect farmlands and forests and that government regulations or funding is needed to protect natural areas.
- Only one in four respondents without a high school diploma agreed that sustainability principles should guide development activity, but two-thirds of respondents with at least a bachelor's degree agreed with this statement. The response to this statement contained the largest single gap among demographic groups of any question in the survey.
- Women were more likely to say they have no opinion about the need for more land use planning in their communities.

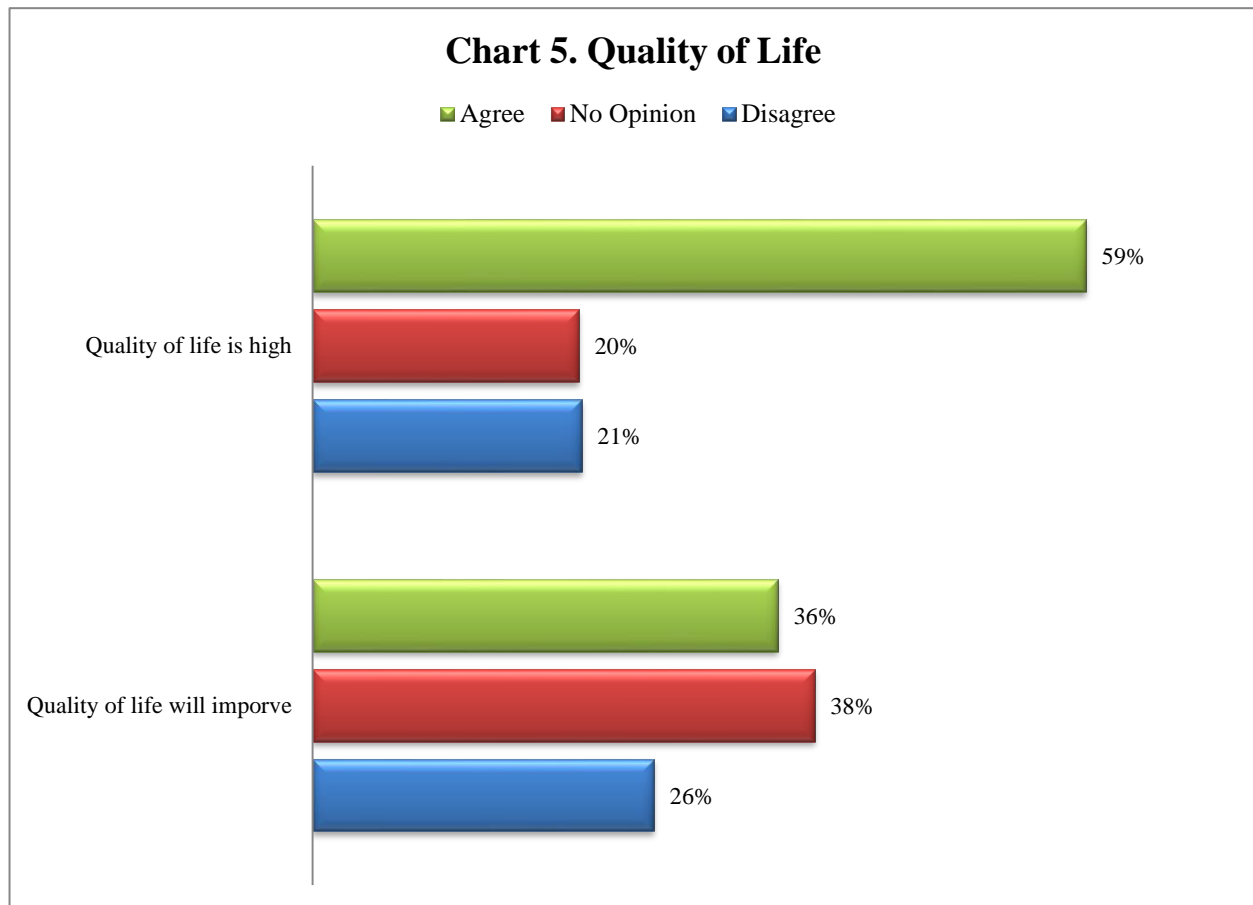
With respect to housing, Chart 4 shows that more than half (57%) of respondents agreed that providing affordable housing to low and moderate-income individuals should be a goal of all local governments (top bar). A similar percentage agreed that elderly housing is adequate in their community (55%). Respondents had more mixed opinions about the adequacy of special needs housing; while 37 percent said it was adequate, 25 percent disagreed (bottom bar) and 36 percent had no opinion (middle bar). The relatively high proportion of “no opinion” responses suggests that many respondents probably have limited personal experience regarding the adequacy of special needs housing.



Demographic comparisons:

- The following groups more strongly agreed that providing affordable housing for low and moderate-income individuals should be a goal of all local governments: women, single adult households, households with annual incomes below \$50,000, and residents who live in an incorporated community (city or village).

When it comes to their opinions about the quality of life in their communities, Chart 5 shows that 59 percent of respondents agree that the quality of life in their community is high (top bar). At the same time, about one in five respondents said they have no opinion (middle bar) or they disagreed (bottom bar) that the quality of life is high in their community. Respondents are decidedly less optimistic about the future quality of life in their communities, with only 36 percent believing their communities' quality of life will improve in the near future. This pessimism may reflect the lingering effects of the deep recession that was still very much in evidence when this survey was conducted.



Demographic comparisons:

- Town residents more strongly agreed that the quality of life is high where they live compared to city and village residents.

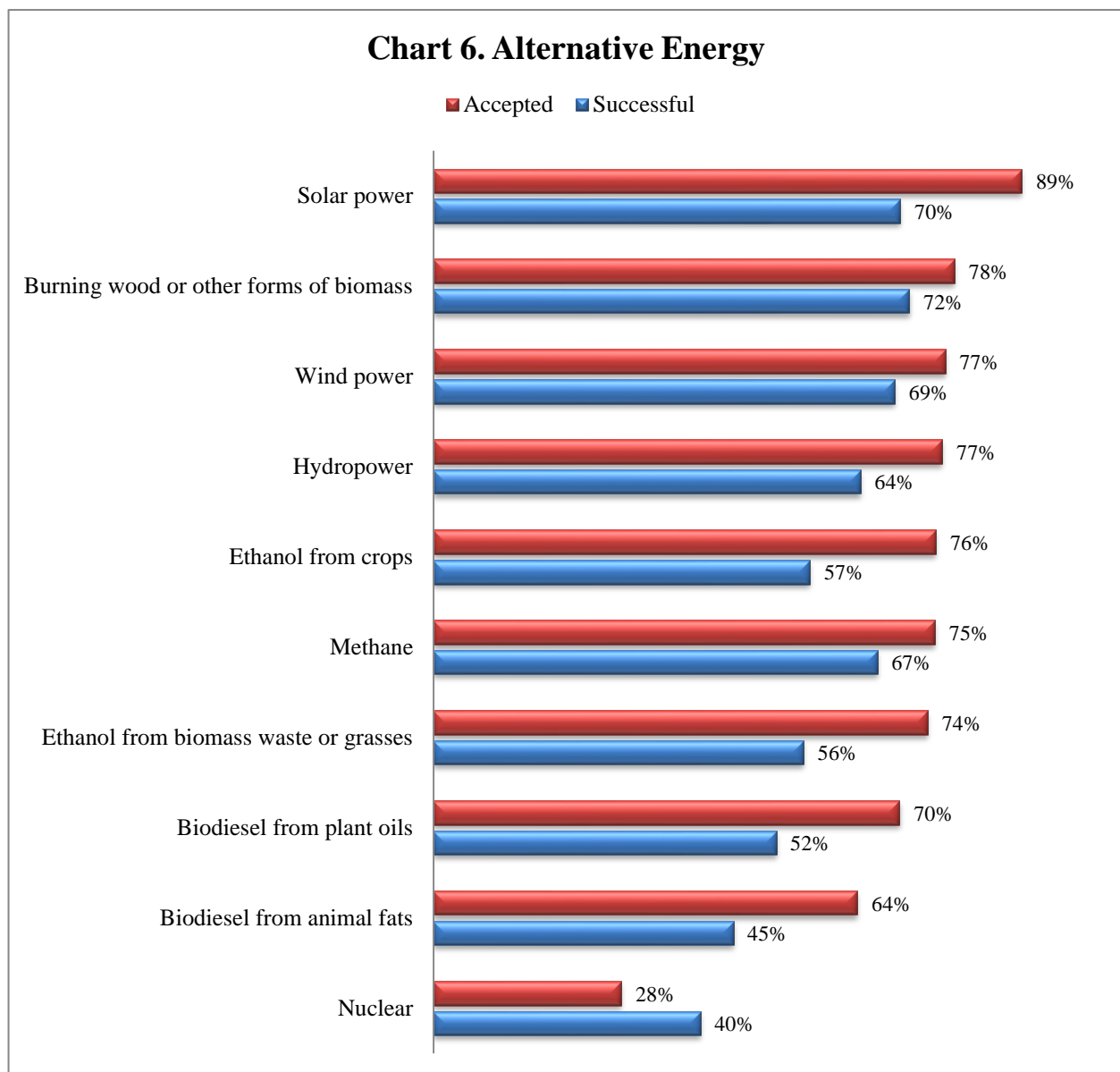
As seen in Chart 3, Chart 4, and Chart 5, “no opinion” responses were common in this section of the survey. At least 20 percent of the respondents chose the no opinion response in ten of the 14 statements on the three charts.

Alternative Energy

Fourteen alternative energy sources were listed and respondents were asked if each would be accepted in their community and whether they believed the activity would be successful.

The top bar of Chart 6 indicates that majorities of respondents believed that all of these alternative energy sources, except nuclear energy, would be accepted in their communities. Solar power was viewed as the most likely to be accepted (89%). Additionally, between 74 and 78 percent said the following types of energy production would be accepted: burning wood or other biomass, wind power, hydropower, ethanol from crops, methane from manure or landfills, ethanol from biomass waste or grasses.

More than half believe production of biodiesel from plant oils and animal fats would be accepted (70 percent and 64 percent respectively).



Relatively few respondents, 28 percent, said that nuclear energy would be accepted. This survey was conducted at the time that the nuclear power plant problems in Japan following the tsunami were much in the news. The impact of the problems in Japan on the opinions of survey respondents is not known but probably did affect opinions about nuclear power.

The lower bar on Chart 6 shows the percentage who said each listed alternative energy source would be successful in their communities. With the exception of biodiesel from animal fats and nuclear energy, majorities of respondents believed these alternative energy sources would be successful in their communities. Chart 6 also shows that six of the listed energy sources have a double-digit percentage gap between the level of acceptance and the perceived likelihood of success. For significant numbers of respondents, many of these types of energy production are viewed as acceptable in their communities, but the respondents are less sure about how successful they would be. Nuclear energy is an interesting exception to this pattern. As noted above, a low percentage (28%) of respondents believe nuclear energy would be accepted in the community, but a larger percentage (40%) percent think a nuclear facility would be successful.

Demographic comparisons:

- Men more strongly agreed that methane production would be accepted in their communities.
- Women more strongly doubted that nuclear power would be accepted in their communities and more strongly doubted that nuclear power would be successful.

Conclusions

Respondents expressed an interest in finding alternative sources of revenue to lower the property tax. Majorities agreed that counties should be allowed to increase their local sales tax to 1 percent and that increased sales tax revenue should be used to reduce the property tax. Half of respondents said the primary source of public school funding should be shifted to the sales tax. Respondents were less sure about reducing their property taxes by increasing state aid to public schools; although the largest percentage favored an increase in state aid, it was less than half of the total.

A majority of respondents said high-speed Internet access is adequate in their areas, but a quarter of the respondents disagreed, indicating that there is room for improvement among underserved populations within the region, particularly among town residents.

Although respondents weren't so sure if their communities need more land use planning per se, and only a small majority agreed with incorporating sustainability principles into future development, larger majorities agreed with several statements that are integral principles of sustainability and comprehensive planning. This seeming paradox, may suggest an opportunity to educate the public about the often compatible principles of sustainability and comprehensive planning. The fact that many local governments recently completed comprehensive plans in accordance with the state's new planning law may also have influenced respondents to conclude that they do not see a need for more land use planning now.

A majority of respondents said the quality of life in their communities is high, but respondents expressed a concern about the future quality of life in their communities. Perhaps this concern is a reflection of the economic difficulties being faced by the nation as a whole at the time of the survey.

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 do not return a questionnaire have opinions that are systematically different from the opinions of those who return their surveys. For example, suppose most non-respondents said that the quality of life in their communities is low (Question 25), whereas most of those who returned their surveys said the quality of life in their communities is high. In this case, non-response bias would exist, and the raw results would overstate the perceived quality of life.

The standard way to test for non-response bias is to compare the responses of those who answer the first mailing of a questionnaire to those who respond to the second mailing. Those who respond to the second mailing 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, 906 people responded to the first mailing, and 485 responded to the second mailing.

As shown in Table A1, there were 13 variables in the survey with statistically significant differences between the mean responses of these two groups of respondents. Table A1 indicates that even when statistical differences exist, the magnitude of this difference is very small and would not affect the interpretation of the results. **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	Statistical Significance	Mean First Mailing	Mean Second Mailing
1. Counties should be able to increase their sales tax from ½% to 1% to reduce property taxes.	.050	1.58	1.67
2. Counties should be allowed to cost share with each other on law enforcement costs such as construction and use of courthouses, jails, and personnel.	.022	1.29	1.37
7. Manufacturing will be a major driver of future economic development in western Wisconsin.	.003	1.66	1.52
13. More regional recreational and tourism projects should be pursued through public-private partnerships.	.011	1.58	1.69
15a1. Culture/fine arts (crafts, festivals, concerts, theater, etc.)	.020	1.20	1.25
15k1. Fishing	.020	1.03	1.05
15s1. Non-motorized water activities (canoeing, kayaking, sailing, swimming)	.005	1.10	1.16
26. The quality of life in my community will improve in coming years.	.011	1.94	1.83
28. Sustainability principles – the needs of future generations are not undermined by today’s decisions – should guide development activity in western Wisconsin.	.004	1.57	1.69
30g1. Wind power	.012	1.25	1.20
30j1. Nuclear	.000	1.68	1.79
30f2. Solar power	.027	1.32	1.26
30j2. Nuclear	.002	1.57	1.66

Appendix B – Written Responses

33. Employment Status “Other” Responses (14 responses)

- Disabled (8x)
- At home
- Domestic Engineer
- Full-time student
- Homemaker
- Seasonal
- Student

39. In which county do you live? “Other” responses (6 responses)

- Eau Claire (4x)
- Juneau
- Richland

Appendix C – Quantitative Summary of Responses by Question

Mississippi River Regional Planning Commission Survey

****Please return by March 11, 2011****

Using blue or black ink, please fill the circle that most closely matches your response.

Taxes and Economic Development	Agree	No Opinion	Disagree
1. Counties should be able to increase their sales tax from ½% to 1% to reduce property taxes.	64%	11%	25%
2. Counties should be allowed to cost share with each other on law enforcement costs such as construction and use of courthouses, jails, and personnel.	79%	11%	10%
3. To reduce property taxes, more local school funding (K-12) should come from the state even if this means some loss of local control.	45%	18%	37%
4. Primary funding for local schools (K-12) should be shifted from the property tax to a sales tax.	52%	20%	28%
5. Businesses that expand or start-up in Wisconsin should pay no state corporate income tax for the first 5 years of operations.	30%	16%	54%
6. High-speed internet or broadband access in the area I live in is adequate for personal and business use.	59%	18%	23%
7. Manufacturing will be a major driver of future economic development in Western Wisconsin.	58%	24%	19%
8. Mining of western Wisconsin sands is increasing because of some unique properties that are desirable for the oil and gas, chemical, and manufacturing sectors.			
a. The long-term <u>economic development potential</u> of mining the region's sand resources should be more fully studied.	66%	20%	14%
b. The long-term <u>environmental impact</u> of mining the region's sand resources should be more fully studied.	66%	19%	14%
9. Programs should be developed to increase the amount of locally produced food used in schools and other local institutions.	81%	11%	8%
10. Most new business development should occur in or adjacent to established communities where public services can be more economically provided even if that land is more expensive.	48%	29%	24%
11. My community is a good place to build a business.	64%	19%	17%
12. More overnight lodging is needed in my community.	20%	29%	51%
13. More regional recreational and tourism projects should be pursued through public-private partnerships.	56%	25%	18%
14. Local governments should provide incentives to industries to reduce development in more rural, lower-priced land areas.	47%	23%	30%

15. How well do you think the following recreation and tourism activities would be accepted in your community and successful in attracting tourists? Please fill (●) one option in the “Accepted” column and one option in the “Successful” column for each recreation/tourism option.

Recreation and tourism activities featuring:	Accepted			Successful	
	Yes	No		Yes	No
a. Culture/fine arts (crafts, festivals, concerts, theater, etc.)	78%	22%		61%	39%
b. Agriculture & Industry Tours (wineries, specialty cheeses, apple orchards, micro-breweries, metal-machinery and wood product technology exhibits etc.)	90%	10%		77%	23%
c. Get-away destination (Dining, shopping, urban walking, scenic drives—automobile and motorcycle)	82%	18%		67%	33%
d. Nature recreation (Bird watching, wildlife viewing, hiking, orienteering etc.)	88%	12%		77%	23%
e. Winter hill sports (downhill skiing, ski jumping, snowboarding, sledding etc.)	75%	25%		55%	45%
f. Cross Country Skiing	81%	19%		64%	36%
g. Ice Skating and Hockey	73%	27%		54%	46%
h. Bicycling	91%	9%		85%	15%
i. Horse events (competitions, trail rides, etc.)	83%	17%		68%	32%
j. Hunting	94%	6%		92%	8%
k. Fishing	96%	4%		93%	7%
l. Camping	93%	7%		87%	13%
m. Motorized outdoor activities (All terrain vehicles-ATVs and snowmobiling)	82%	18%		79%	21%
n. Golfing	88%	12%		78%	22%
o. Baseball and Softball	90%	10%		78%	22%
p. Basketball and Volleyball	83%	17%		67%	33%
q. Tennis	66%	34%		39%	61%
r. Football and Soccer	84%	16%		70%	30%
s. Non-motorized water activities (canoeing, kayaking, sailing, swimming)	88%	12%		79%	21%
t. Motorized water activities (motor boats, personal watercraft)	75%	25%		66%	34%

Land Use, Housing and Quality of Life:	Agree	No Opinion	Disagree
16. Redeveloping existing residential, commercial and industrial areas should take priority over expanding into new areas, even if redevelopment in the short term may be more expensive.	68%	18%	14%
17. Most new housing should occur in or adjacent to established communities where public services can be more economically provided even if that land is more expensive.	61%	20%	19%
18. Government regulations or funding is needed to protect cultural, historic and archeological sites.	53%	22%	25%
19. Government regulations or funding is needed to protect farmlands & forests.	64%	12%	24%
20. Government regulations or funding is needed to protect natural areas, including wetlands, wildlife habitats, lakes, rivers, woodlands, open spaces and groundwater resources.	71%	10%	19%
21. Providing affordable housing to low and moderate-income individuals should be a goal of all local governments.	57%	15%	28%
22. Housing for the elderly is adequate in my community.	55%	22%	23%
23. Housing for those with special needs is adequate in my community.	38%	37%	25%
24. More land use planning is needed in my community.	36%	34%	30%
25. The quality of life in my community is high.	59%	20%	21%
26. The quality of life in my community will improve in coming years.	36%	38%	26%
27. My community accepts people from diverse backgrounds (ethnic, cultural, gender, lifestyle).	56%	24%	20%
28. Sustainability principles – the needs of future generations are not undermined by today’s decisions – should guide development activity in western Wisconsin.	52%	34%	14%
29. Local government officials and business leaders in my community work well together.	35%	36%	30%

30. Which of the following forms of alternative energy do you think would be **accepted** in your community & **successful** in reducing the region’s dependence on gasoline, natural gas & other fossil fuels? Please fill (●) one option in the “Accepted” column & one option in the “Successful” column for each energy option.

Alternative energy option featuring:	Accepted		Successful	
	Yes	No	Yes	No
a. Ethanol from crops	76%	24%	57%	43%
b. Ethanol from biomass waste or grasses	74%	26%	56%	44%
c. Burning wood or other forms of biomass	78%	22%	72%	28%
d. Biodiesel from plant oils	70%	30%	52%	48%
e. Biodiesel from animal fats	64%	36%	45%	55%
f. Solar power	89%	11%	70%	30%
g. Wind power	77%	23%	69%	31%
h. Hydropower	77%	23%	64%	36%
i. Methane (e.g. from manure digester, land fill)	75%	25%	67%	33%
j. Nuclear	28%	72%	40%	60%

Demographics:

31. Gender:	Male 71%	Female 29%						
32. Age:	18-24 1%	25-34 8%	35-44 13%	45-54 20%	55-64 25%	65 and older 33%		
33. Employment status:	Employed Full Time 42%	Employed Part Time 6%	Self Employed 12%	Unemployed 3%	Retired 34%	Other: <u>See Appendix B</u> 3%		
			0	1	2	3	4	5+
34. Number of Adults a(18 or older) in household:				24%	65%	8%	2%	1%
35. Number of children (under 18) in household:			72%	10%	11%	4%	1%	1%
36. Household income range:	Less than 15,000 8%	15,000 – 24,999 13%	25,000 – 49,999 30%	50,000 – 74,999 25%	75,000 – 99,999 14%	100,000 or More 10%		
37. Highest level of education:	Less than high school 5%	High school diploma 27%	Some college/tech 24%	Tech college graduate 14%	Bachelor's degree 19%	Graduate or professional degree 12%		
38. How many years have you lived in your community	Less than 1 1%	1 – 4 6%	5 – 9 12%		10 - 24 21%		25+ 59%	
39. In which county do you live?	13%	Buffalo	10%	La Crosse	11%	Pierce		
	11%	Crawford	10%	Monroe	12%	Trempealeau		
	11%	Jackson	13%	Pepin	10%	Vernon		
	<1%	Other (please specify): <u>See Appendix B</u>						
40. Do you live in a:	City 30%	Village 21%		Town 50%				

Thank you for completing this survey!

Please return your survey in the enclosed postage-paid envelope by March 11, 2011 to:
 Survey Research Center, University of Wisconsin – River Falls
 124 Regional Development Institute
 410 S. Third Street, River Falls, WI 54022-5001

Appendix D: Buffalo County Summary

The Survey Research Center received 177 surveys from Buffalo County. Based on the estimated number of households in the County as reported by the American Community Survey (5,810), the results are expected to be accurate within plus or minus 7.25 percent.

Demographic Profile. Buffalo County respondents were more likely to be male, more than 55 years of age, and long-term residents of the County. About half were employed or self-employed, and approximately four in ten were retired. Their household was likely to consist of two adults with no minor children. Nearly 60% of the respondents had annual household income of less than \$50,000. Nearly seven in ten respondents had some post-secondary education, with 25 percent having completed a bachelor's or graduate/professional degree program.

Demographics

Gender	Count	Male	Female				
	173	72%	28%				
Age	Count	18-24	25-34	35-44	45-54	55-64	65+
	176	1%	5%	9%	19%	27%	40%
Employment	Count	Full-Time	Part-Time	Self	Unemp	Retired	Other
	172	37%	4%	13%	3%	39%	4%
	Count	0	1	2	3	4	5+
Adults	166		23%	67%	9%	0%	1%
Children	155	79%	8%	10%	2%	1%	0%
Income	Count	Under 15,000	15,000-24,999	25,000-49,999	50,000-74,999	75,000-99,999	100,000+
	170	11%	19%	29%	24%	9%	8%
Education	Count	Under High School	High School	Some College	Tech Grad	Bachelors	Grad Degree
	174	6%	25%	30%	14%	14%	11%
Years Resident	Count	Under 1	1 - 4	5 - 9	10 - 24	25+	
	176	1%	6%	7%	19%	67%	
Residence	Count	City	Village	Town			
	168	36%	15%	48%			

Key Points – Taxes and Economic Development

- Large majorities of Buffalo County respondents said that counties should be allowed to share law enforcement costs with other counties and that programs should be developed to increase the amount of locally produced food in schools and other local institutions. About two-thirds of the respondents agreed that the economics of sand mining need further study, that they would support raising the sales tax as a means of reducing property taxes, and that the business climate in Buffalo County is good. Solid majorities agreed the ecologic impacts of sand mining need additional study, that their local internet access is good, and that manufacturing will continue to be an important economic driver in the region.
- Somewhat more respondents disagreed than agreed that businesses that expand or start-up in Wisconsin should pay no state corporate income tax for the first 5 years of operations.
- Relatively few Buffalo County respondents believe that more overnight lodging is needed in their communities.

Taxes and Economic Development

Topic	Count	Agree	No Opinion	Disagree
Cost Share Law Enforcement	173	84%	9%	6%
Local Foods in Schools	176	77%	17%	6%
Study Economics of Sand Mining	176	68%	22%	11%
Raise Sales Tax/Reduce Property Tax	174	63%	14%	24%
Good Local Business Climate	176	63%	16%	22%
Study Ecology of Sand Mining	176	60%	26%	14%
Local Internet Access Good	174	59%	21%	20%
Manufacturing Economic Driver	174	59%	24%	17%
Fund Schools with Sales Tax	175	53%	23%	24%
Rec/Tourism Development	176	52%	27%	21%
More State Funding for Schools	173	51%	18%	31%
Minimize Industry Development in Rural Areas	176	47%	26%	27%
Business Development in Villages/Cities	176	45%	32%	22%
No State Corp Income Tax	176	37%	18%	45%
Need More Lodging	174	27%	33%	40%

Key Points – Recreation and Tourism

- Buffalo County respondents were nearly unanimous in their belief that fishing and hunting would be acceptable as a tourism activities. These activities were also seen as most likely to be successful in attracting tourists to Buffalo County.
- Majorities of Buffalo County respondents, ranging from six in ten to nine in ten, said all other listed recreational and tourism activities listed would be acceptable in their communities. About half of the respondents believed that culture/fine arts and winter hill sports would not be successful in Buffalo County and more than half felt that way about ice skating/hockey, and tennis.

Recreation and Tourism

	Accepted				Successful		
	Count	Yes	No		Count	Yes	No
Fishing	172	98%	2%		165	95%	5%
Hunting	173	94%	6%		165	95%	5%
Motorized Outdoor Activities	172	90%	10%		165	88%	12%
Camping	172	94%	6%		166	87%	13%
Ag/Industry Tours	174	89%	11%		160	83%	17%
Golfing	171	88%	12%		164	82%	18%
Bicycling	173	86%	14%		166	81%	19%
Nature Recreation	172	86%	14%		160	81%	19%
Horse Events	169	86%	14%		165	80%	20%
Baseball/Softball	175	87%	13%		161	80%	20%
Non-Motorized Water Activities	170	87%	13%		162	79%	21%
Basketball/Volleyball	173	83%	17%		162	77%	23%
Football/Soccer	173	82%	18%		162	73%	27%
Get-Away Destination	170	81%	19%		162	72%	28%
Motorized Water Activities	172	78%	22%		164	71%	29%
Cross Country Skiing	167	72%	28%		160	59%	41%
Culture/Fine Arts	170	71%	29%		166	52%	48%
Winter Hill Sports	168	67%	33%		164	46%	54%
Ice Skating/Hockey	167	64%	36%		163	41%	59%
Tennis	169	63%	37%		157	41%	59%

Key Points – Land Use, Housing, and Quality of Life

- Among the questions in this section, the highest level of agreement was for redeveloping existing residential, commercial and industrial areas rather than expanding into new areas. About 70 percent of Buffalo County respondents also agreed that government regulations and funding are needed to protect natural areas.
- About two-thirds of Buffalo County respondents agreed that they experience a high quality of life in their communities, but they are decidedly less optimistic about the future. Only about four in ten agreed that the quality of life in their communities will improve in coming years, and about four in ten had no opinion.
- Solid majorities of respondents agreed that government regulations are needed to protect farmland and forests, that local governments should work to ensure an adequate supply of affordable housing, and that Buffalo County communities accept diverse populations.
- Respondents from Buffalo County had split opinions about the need for more land use planning in their communities. About a third of respondents agreed, another third disagreed, and the remaining third had no opinion.

Land Use, Housing, and Quality of Life

	Count	Agree	No Opinion	Disagree
Redevelop Rather than Expand To New Areas	176	73%	18%	9%
Gov't Regs Needed to Protect Natural Areas	177	71%	11%	18%
Local Quality of Life is High	174	67%	16%	17%
New Housing Adjacent to Villages/Cities	177	62%	22%	16%
Gov't Regs Needed to Protect Farm/Forest	177	59%	14%	27%
Local Gov'ts Should Ensure Affordable Housing	174	59%	13%	28%
Local Community Accept Diverse Populations	175	59%	25%	17%
Local Housing for Elderly Adequate	175	53%	21%	26%
Sustainability Should Guide Development	176	53%	35%	13%
Gov't Regs Needed to Protect History	177	47%	28%	24%
Local Housing for Special Needs Adequate	175	42%	30%	28%
Local Gov't & Business Work Together	176	42%	32%	26%
Local Quality of Life Will Improve	173	39%	37%	24%
More Local Land Use Planning Needed	176	36%	33%	31%

Key Points – Energy Alternatives

- Solar energy, burning biomass, and wind energy had the highest level of acceptability among Buffalo County respondents.
- With the exception of nuclear energy, smaller majorities of respondents, ranging from two-thirds to three-fourths, believed other forms energy production would be accepted in their communities. Burning biomass was, by a large margin, seen as the most likely form of alternative energy to be successful in Buffalo County.
- A majority of Buffalo County respondents said they do not believe that nuclear energy or biodiesel production, whether from plants or animal fats, would succeed in their communities.

Energy Alternatives

	Accepted				Successful		
	Count	Yes	No		Count	Yes	No
Burning Biomass	170	84%	16%		157	75%	25%
Methane	164	76%	24%		161	66%	34%
Solar	169	86%	14%		158	64%	36%
Wind	166	80%	20%		158	64%	36%
Ethanol from Crops	168	77%	23%		156	63%	37%
Hydroelectric	162	76%	24%		155	61%	39%
Ethanol from Waste/Grasses	162	77%	23%		151	57%	43%
Biodiesel from Plants	167	67%	33%		154	45%	55%
Biodiesel from Animal Fats	166	65%	35%		153	42%	58%
Nuclear	166	31%	69%		157	36%	64%

Appendix E: Crawford County Summary

The Survey Research Center received 146 surveys from Crawford County. Based on the estimated number of households in the County as reported by the American Community Survey (7,043), the results are expected to be accurate within plus or minus 8.0 percent.

Demographic profile. Among the Crawford County respondents, about two-thirds were male. Respondents were likely to be over the age of 55 and be long-term residents on Crawford County. Most households consisted of two adults with no children under the age of 18. About half were employed or self-employed, and approximately four in ten were retired. About six in ten people surveyed had an annual income of less than \$50,000. Approximately 33 percent of respondents had a high school education or less, while 66 percent had some form of post-secondary education.

Demographics

Gender	Count	Male	Female				
	143	67%	33%				
Age	Count	18-24	25-34	35-44	45-54	55-64	65+
	145	2%	6%	11%	16%	28%	37%
Employment	Count	Full-Time	Part-Time	Self	Unemp	Retired	Other
	140	36%	7%	12%	3%	37%	5%
	Count	0	1	2	3	4	5+
Adults	138		28%	57%	12%	4%	0%
Children	138	75%	10%	8%	4%	1%	1%
Income	Count	Under 15,000	15,000-24,999	25,000-49,999	50,000-74,999	75,000-99,999	100,000+
	135	13%	16%	31%	18%	16%	6%
Education	Count	Under High School	High School	Some College/Tech	Tech Grad	Bachelors	Grad Degree
	146	4%	29%	22%	16%	19%	10%
Years Resident	Count	Under 1	1 - 4	5 - 9	10 - 24	25+	
	144	2%	6%	6%	25%	60%	
Residence	Count	City	Village	Town			
	140	24%	33%	43%			

Key Points – Taxes and Economic Development

- A large majority of Crawford County residents agree that programs should be developed to increase the amount of locally produced food in schools and other local institutions, that counties should be allowed to share law enforcement costs with other counties, and that the economics and ecologic impacts of sand mining need further study. Roughly two-thirds agree that recreational and tourism development is important, that they would support increasing the sales tax as a means of reducing property taxes and that the business climate is good in Crawford County.
- Approximately six in ten respondents disagreed that businesses that expand or start-up in Wisconsin should pay no state corporate income tax for the first 5 years of operations.
- Very few Crawford County residents believe that more overnight lodging is needed in their communities.

Taxes and Economic Development

Topic	Count	Agree	No Opinion	Disagree
Local Foods in Schools	146	86%	8%	6%
Cost Share Law Enforcement	145	81%	10%	10%
Study Economics of Sand Mining	145	77%	13%	10%
Study Ecology of Sand Mining	146	76%	14%	10%
Rec/Tourism Development	145	66%	18%	17%
Raise Sales Tax/Reduce Property Tax	143	65%	8%	27%
Good Local Business Climate	146	63%	21%	16%
Manufacturing Economic Driver	146	54%	23%	23%
Fund Schools with Sales Tax	145	54%	17%	29%
Local Internet Access Good	145	52%	17%	31%
More State Funding for Schools	145	48%	19%	33%
Minimize Industry Development in Rural Areas	146	46%	24%	30%
Business Development in Villages/Cities	146	43%	31%	26%
No State Corp Income Tax	144	26%	13%	60%
Need More Lodging	146	20%	25%	55%

Key Points – Recreation and Tourism

- Crawford County respondents were nearly unanimous in their belief that fishing and camping would be acceptable as tourism activities. Large majorities of respondents also agreed that hunting, baseball/softball, ag/industry tours, and bicycling would be accepted in their community. These activities were also seen as most likely to be successful in attracting tourists to Crawford County.
- Majorities of Crawford County respondents, ranging from about six in ten to nine in ten, said all other listed recreational and tourism activities listed would be acceptable in their communities.
- About half of respondent said that cross country skiing, tennis, ice skating/hockey, and winter hill sports would not be successful in attracting tourists.

Recreation and Tourism

	Accepted				Successful		
	Count	Yes	No		Count	Yes	No
Fishing	141	96%	4%		139	97%	3%
Camping	141	95%	5%		137	93%	7%
Hunting	140	93%	7%		139	92%	8%
Ag/Industry Tours	144	92%	8%		138	81%	19%
Baseball/Softball	140	91%	9%		138	82%	18%
Bicycling	140	91%	9%		136	79%	21%
Nature Recreation	143	89%	11%		139	81%	19%
Non-Motorized Water Activities	140	89%	11%		138	80%	20%
Basketball/Volleyball	139	86%	14%		135	71%	29%
Horse Events	140	85%	15%		138	81%	19%
Football/Soccer	137	85%	15%		133	73%	27%
Golfing	137	85%	15%		134	72%	28%
Get-Away Destination	141	84%	16%		138	74%	26%
Culture/Fine Arts	143	81%	19%		138	66%	34%
Motorized Water Activities	139	80%	20%		138	75%	25%
Motorized Outdoor Activities	139	75%	25%		136	73%	27%
Cross Country Skiing	141	73%	27%		136	57%	43%
Winter Hill Sports	140	66%	34%		132	48%	52%
Ice Skating/Hockey	137	62%	38%		135	47%	53%
Tennis	139	62%	38%		134	38%	62%

Key Points – Land Use, Housing, and Quality of Life

- About seven in ten Crawford County respondents agree that government regulations or funding is needed to protect natural areas, such as, wetlands, lakes and rivers and prefer redeveloping existing residential, commercial and industrial areas rather than expanding into new areas. There is also fairly strong agreement among respondents that government regulations should be used to protect farms and forests and that local governments should work to ensure an adequate supply of affordable housing in Crawford County.
- Approximately half of respondents reported that their quality of life is high in their community. Only about four in ten said that their quality of life will improve in the future and about one-quarter disagreed, feeling their quality of life is likely to decline.
- Respondents from Crawford County had split opinions about local government officials and business leaders in their community working well together. While 31 percent agreed with this statement, another third disagreed and the remaining third had no opinion.

Land Use, Housing, and Quality of Life

	Count	Agree	No Opinion	Disagree
Gov't Regs Needed to Protect Natural Areas	144	73%	8%	19%
Redevelop Rather than Expand To New Areas	146	71%	13%	16%
Gov't Regs Needed to Protect Farm/Forest	142	65%	9%	26%
Local Gov'ts Should Ensure Affordable Housing	145	60%	14%	26%
Gov't Regs Needed to Protect History	146	57%	18%	25%
New Housing Adjacent to Villages/Cities	146	55%	25%	19%
Sustainability Should Guide Development	143	55%	27%	17%
Local Community Accept Diverse Populations	144	53%	26%	21%
Local Housing for Elderly Adequate	144	53%	18%	29%
Local Quality of Life is High	141	48%	26%	26%
Local Housing for Special Needs Adequate	141	39%	32%	29%
More Local Land Use Planning Needed	143	38%	35%	27%
Local Quality of Life Will Improve	142	37%	36%	27%
Local Gov't & Business Work Together	144	31%	35%	34%

Key Points – Energy Alternatives

- Among Crawford County respondents, solar energy is the most acceptable form of alternative energy. However, large majorities also said biomass, wind, and ethanol production would be acceptable
- With the exception of nuclear energy, smaller majorities of respondents believed other forms energy production would be accepted in their communities.
- A majority of respondents said that all energy alternatives (except nuclear) would be successful in their community.

Energy Alternatives

	Accepted				Successful		
	Count	Yes	No		Count	Yes	No
Solar	138	97%	3%		138	85%	15%
Burning Biomass	141	82%	18%		136	79%	21%
Wind	139	83%	17%		134	78%	22%
Ethanol from Crops	142	80%	20%		137	66%	34%
Ethanol from Waste/Grasses	139	78%	22%		133	65%	35%
Hydroelectric	135	72%	28%		131	62%	38%
Methane	140	71%	29%		133	61%	39%
Biodiesel from Plants	138	74%	26%		130	61%	39%
Biodiesel from Animal Fats	137	67%	33%		132	51%	49%
Nuclear	137	27%	73%		129	33%	67%

Appendix F: Jackson County Summary

The Survey Research Center received 146 surveys from Jackson County. Based on the estimated number of households in the County as reported by the American Community Survey (7,745), the results are expected to be accurate within plus or minus 8.0 percent.

Demographic profile. Jackson County respondents were more likely to be male, over the age of 45, and long-term residents of the County. About half were employed or self-employed, and approximately four in ten were retired. The majority of households were comprised of two adults and no minor children. Half of all respondents reported having an annual income of \$50,000 or less. Almost six in ten Jackson County respondents said they have some sort of post-secondary education, with about a quarter having a bachelor's or graduate/professional degree.

Demographics

Gender	Count	Male	Female				
	143	69%	31%				
Age	Count	18-24	25-34	35-44	45-54	55-64	65+
	146	1%	3%	11%	24%	25%	36%
Employment	Count	Full-Time	Part-Time	Self	Unemp	Retired	Other
	144	35%	4%	13%	3%	39%	5%
	Count	0	1	2	3	4	5+
Adults	140		23%	66%	7%	4%	0%
Children	137	72%	13%	7%	4%	2%	1%
Income	Count	Under 15,000	15,000-24,999	25,000-49,999	50,000-74,999	75,000-99,999	100,000+
	140	9%	14%	27%	33%	9%	8%
Education	Count	Under High School	High School	Some College/ Tech	Tech Grad	Bachelors	Grad Degree
	145	6%	35%	21%	14%	14%	9%
Years Resident	Count	Under 1	1 - 4	5 - 9	10 - 24	25+	
	145	1%	5%	14%	20%	60%	
Residence	Count	City	Village	Town			
	145	14%	17%	68%			

Key Points – Taxes and Economic Development

- Large majorities of Jackson County respondents said that programs should be developed to increase the amount of locally produced food in schools and other local institutions and that counties should be allowed to share law enforcement costs with other counties.
- Roughly two-thirds of respondents agreed that the economics of sand mining need additional study, that manufacturing will continue to be a driver of the regional economy, and that they would be willing to see an increase in the sales tax as a means of reducing property taxes.
- About half of respondents disagreed that businesses that expand or start-up in Wisconsin should pay no state corporate income tax for the first 5 years of operations.
- Only a small percentage agreed that more overnight lodging is needed in their communities.

Taxes and Economic Development

Topic	Count	Agree	No Opinion	Disagree
Local Foods in Schools	144	87%	10%	3%
Cost Share Law Enforcement	145	77%	10%	14%
Study Economics of Sand Mining	146	68%	16%	16%
Manufacturing Economic Driver	145	67%	18%	15%
Raise Sales Tax/Reduce Property Tax	143	66%	8%	26%
Good Local Business Climate	144	60%	19%	20%
Fund Schools with Sales Tax	144	56%	17%	27%
Study Ecology of Sand Mining	145	54%	23%	23%
Local Internet Access Good	146	52%	15%	33%
Minimize Industry Development in Rural Areas	146	50%	20%	30%
Rec/Tourism Development	144	49%	28%	22%
Business Development in Villages/Cities	144	46%	28%	26%
More State Funding for Schools	146	42%	18%	40%
No State Corp Income Tax	145	30%	16%	54%
Need More Lodging	146	12%	23%	65%

Key Points – Recreation and Tourism

- Jackson County respondents were nearly unanimous in their belief that fishing, camping and hunting would be acceptable as tourism activities. These activities, and motorized outdoor activities, were also seen as most likely to be successful in attracting tourists to the County.
- Smaller majorities of Jackson County respondents, ranging from about seven in ten to nine in ten, said all other recreational and tourism activities listed would be acceptable in their communities. About half of respondents culture/fine arts would not be successful, and more than half said tennis would not be successful in their community.

Recreation and Tourism

	Accepted				Successful		
	Count	Yes	No		Count	Yes	No
Hunting	141	99%	1%		137	98%	2%
Camping	141	96%	4%		137	93%	7%
Fishing	141	96%	4%		137	92%	8%
Motorized Outdoor Activities	140	93%	7%		138	94%	6%
Non-Motorized Water Activities	139	91%	9%		136	84%	16%
Golfing	138	91%	9%		136	78%	22%
Cross Country Skiing	140	91%	9%		136	77%	23%
Bicycling	137	90%	10%		134	81%	19%
Baseball/Softball	141	90%	10%		138	73%	27%
Nature Recreation	142	88%	12%		137	80%	20%
Ag/Industry Tours	142	86%	14%		139	71%	29%
Horse Events	138	85%	15%		137	73%	27%
Winter Hill Sports	140	84%	16%		135	66%	34%
Ice Skating/Hockey	139	83%	17%		135	73%	27%
Football/Soccer	138	83%	17%		136	68%	32%
Get-Away Destination	139	82%	18%		138	61%	39%
Basketball/Volleyball	138	81%	19%		134	62%	38%
Motorized Water Activities	137	76%	24%		134	70%	30%
Culture/Fine Arts	141	72%	28%		136	55%	45%
Tennis	137	68%	32%		135	40%	60%

Key Points – Land Use, Housing, and Quality of Life

- Roughly two-thirds of Jackson County respondents said that government regulations and funding are needed to protect natural areas and agreed with redeveloping existing residential, commercial and industrial areas rather than expanding into new areas.
- Solid majorities agreed that local governments should work to ensure an adequate supply of affordable housing, that new housing should be built adjacent to existing villages or cities, and that government regulations are needed to protect farm and forest lands.
- About half of Jackson County residents reported that their quality of life is high. Only about one-quarter of respondents agreed that their quality of life will improve in coming years, while nearly four in ten disagreed and another four in ten had no opinion.
- Approximately 40 percent disagreed that their community needs for more land use planning, and about a third had no opinion.

Land Use, Housing, and Quality of Life

	Count	Agree	No Opinion	Disagree
Gov't Regs Needed to Protect Natural Areas	143	66%	10%	24%
Redevelop Rather than Expand To New Areas	144	63%	19%	17%
Local Gov'ts Should Ensure Affordable Housing	142	59%	13%	28%
New Housing Adjacent to Villages/Cities	143	58%	20%	22%
Gov't Regs Needed to Protect Farm/Forest	143	58%	12%	30%
Local Community Accept Diverse Populations	143	55%	23%	22%
Gov't Regs Needed to Protect History	142	52%	20%	27%
Local Housing for Elderly Adequate	142	52%	16%	32%
Local Quality of Life is High	142	47%	24%	29%
Sustainability Should Guide Development	142	46%	40%	13%
Local Housing for Special Needs Adequate	142	37%	32%	31%
Local Gov't & Business Work Together	142	37%	37%	26%
More Local Land Use Planning Needed	141	28%	30%	42%
Local Quality of Life Will Improve	140	24%	39%	37%

Key Points – Energy Alternatives

- Among Jackson County respondents, solar energy is the most acceptable form of alternative energy. However, large majorities also said hydroelectric, biomass, and methane production would be acceptable.
- With the exception of nuclear energy, smaller majorities of respondents, ranging from about two-thirds to three-fourths, agreed other forms energy production would be accepted in their communities.
- The majority of respondents said that nuclear would not be successful in their community and about half said biodiesel (whether from plants or animal fats) would not be successful.

Energy Alternatives

	Accepted				Successful		
	Count	Yes	No		Count	Yes	No
Solar	137	85%	15%		132	62%	38%
Hydroelectric	135	83%	17%		133	74%	26%
Burning Biomass	135	80%	20%		128	72%	28%
Methane	136	80%	20%		131	66%	34%
Ethanol from Crops	140	77%	23%		134	57%	43%
Wind	136	76%	24%		132	63%	37%
Ethanol from Waste/Grasses	135	76%	24%		129	56%	44%
Biodiesel from Plants	129	74%	26%		126	52%	48%
Biodiesel from Animal Fats	133	65%	35%		127	43%	57%
Nuclear	136	19%	81%		130	32%	68%

Appendix G: La Crosse County Summary

The Survey Research Center received 136 surveys from La Crosse County. Based on the estimated number of households in the County as reported by the American Community Survey (44,883), the results are expected to be accurate within plus or minus 8.4 percent.

Demographic Profile. The majority of La Crosse County respondents were males over the age of 55 and have been residents for over 25 years. A majority of respondents were employed or self-employed while about a third were retired. Most households consisted of two adults and no children under the age of 18. About half of La Crosse County respondents had an annual income of over \$50,000. A large majority reported having post-secondary education, with about half having a bachelor's degree or higher, which is high relative to the state and region.

Demographics

Gender	Count	Male	Female				
	135	69%	31%				
Age	Count	18-24	25-34	35-44	45-54	55-64	65+
	134	1%	13%	8%	20%	26%	31%
Employment	Count	Full-Time	Part-Time	Self	Unemp	Retired	Other
	133	50%	8%	6%	2%	32%	1%
	Count	0	1	2	3	4	5+
Adults	128		29%	60%	8%	2%	1%
Children	128	76%	8%	13%	3%	0%	0%
Income	Count	Under 15,000	15,000-24,999	25,000-49,999	50,000-74,999	75,000-99,999	100,000+
	128	7%	11%	30%	28%	13%	12%
Education	Count	Under High School	High School	Some College/ Tech	Tech Grad	Bachelors	Grad Degree
	132	1%	20%	20%	14%	26%	20%
Years Resident	Count	Under 1	1 - 4	5 - 9	10 - 24	25+	
	136	1%	7%	11%	23%	58%	
Residence	Count	City	Village	Town			
	136	59%	15%	26%			

Key Points – Taxes and Economic Development

- About eight in ten La Crosse County respondents said their community is a good place to start a business, agreed that counties should be allowed to share law enforcement costs with other counties and that programs should be developed to increase the amount of locally produced food in schools and other local institutions.
- Solid majorities also felt that both the economics and ecologic impacts of sand mining need additional study, their local internet access is good, that public-private partnerships should pursue regional recreational and tourism developments, that they would support raising the sales tax as a means of reducing property taxes and that industrial development in rural areas should be minimized.
- The majority of La Crosse County respondents disagreed that businesses that expand or start-up in Wisconsin should pay no state corporate income tax for the first 5 years of operations.
- Very few La Crosse County respondents believe that more overnight lodging is needed in their communities.

Taxes and Economic Development

Topic	Count	Agree	No Opinion	Disagree
Good Local Business Climate	135	82%	10%	7%
Cost Share Law Enforcement	136	79%	13%	7%
Local Foods in Schools	135	79%	12%	9%
Study Ecology of Sand Mining	135	74%	10%	16%
Local Internet Access Good	134	72%	17%	10%
Study Economics of Sand Mining	135	70%	18%	12%
Rec/Tourism Development	135	66%	21%	13%
Raise Sales Tax/Reduce Property Tax	131	63%	11%	26%
Minimize Industry Development in Rural Areas	133	58%	23%	20%
Business Development in Villages/Cities	135	52%	26%	22%
Manufacturing Economic Driver	134	49%	25%	25%
Fund Schools with Sales Tax	135	49%	24%	27%
More State Funding for Schools	136	47%	13%	40%
No State Corp Income Tax	135	26%	15%	59%
Need More Lodging	135	14%	32%	54%

Key Points – Recreation and Tourism

- Large majorities of respondents agreed that the listed activities would be acceptable in their communities. In particular, respondents were nearly unanimous in their belief that fishing, camping, bicycling, non-motorized water activities, baseball/softball, golfing, nature recreation, and ag/industry tours would be acceptable as tourism activities. Respondents said fishing and camping were the most likely tourism activities to be successful.
- Motorized outdoor activities were seen as acceptable by a smaller majority. Roughly half of respondents do not believe that horse events and tennis would be successful.

Recreation and Tourism

	Accepted				Successful		
	Count	Yes	No		Count	Yes	No
Fishing	130	98%	2%		128	97%	3%
Camping	131	97%	3%		128	93%	7%
Bicycling	131	96%	4%		129	89%	11%
Non-Motorized Water Activities	132	95%	5%		127	87%	13%
Baseball/Softball	131	95%	5%		129	87%	13%
Golfing	131	95%	5%		129	84%	16%
Nature Recreation	131	95%	5%		128	83%	17%
Ag/Industry Tours	129	95%	5%		127	79%	21%
Culture/Fine Arts	131	92%	8%		126	82%	18%
Get-Away Destination	130	92%	8%		125	79%	21%
Basketball/Volleyball	129	91%	9%		128	73%	27%
Winter Hill Sports	129	90%	10%		128	82%	18%
Cross Country Skiing	130	90%	10%		126	76%	24%
Football/Soccer	129	89%	11%		128	77%	23%
Ice Skating/Hockey	131	89%	11%		127	72%	28%
Hunting	130	88%	12%		129	87%	13%
Motorized Water Activities	128	85%	15%		125	81%	19%
Horse Events	128	79%	21%		123	55%	45%
Tennis	130	79%	21%		127	54%	46%
Motorized Outdoor Activities	128	67%	33%		124	66%	34%

Key Points – Land Use, Housing, and Quality of Life

- Large majorities of La Crosse County respondents said that government regulations or funding is needed to protect natural areas and agreed with redeveloping existing residential, commercial and industrial areas rather than expanding into new areas.
- When asked about the quality of life, three-quarters of respondents said the quality of life was high. However, substantially fewer said that their quality of life will improve in the future, while a third had no opinion.
- About half of La Crosse County respondents had no opinion about the adequacy of housing for people with special needs.
- About four in ten respondents from La Crosse County agreed that more local land use planning is needed, while about the same number had no opinion and a quarter disagreed.
- Only one-quarter of respondents said that their local government officials and business leaders in La Crosse County work well together.

Land Use, Housing, and Quality of Life

	Count	Agree	No Opinion	Disagree
Gov't Regs Needed to Protect Natural Areas	135	80%	7%	13%
Redevelop Rather than Expand To New Areas	135	76%	13%	11%
Local Quality of Life is High	135	75%	13%	12%
Gov't Regs Needed to Protect Farm/Forest	133	72%	11%	17%
Local Community Accept Diverse Populations	135	71%	13%	16%
New Housing Adjacent to Villages/Cities	134	68%	17%	15%
Gov't Regs Needed to Protect History	132	61%	20%	18%
Sustainability Should Guide Development	133	61%	26%	13%
Local Gov'ts Should Ensure Affordable Housing	134	57%	16%	27%
Local Housing for Elderly Adequate	135	47%	26%	27%
Local Quality of Life Will Improve	135	44%	34%	22%
More Local Land Use Planning Needed	135	40%	36%	24%
Local Housing for Special Needs Adequate	135	29%	47%	24%
Local Gov't and Business Work Well Together	134	26%	28%	46%

Key Points – Energy Alternatives

- Solar, hydroelectric, and wind energy were the forms of alternative energy production most acceptable to La Crosse County residents.
- Majorities said all other listed forms of energy were acceptable, with the exception of nuclear energy.
- About half of respondents said biodiesel (whether from crops or animal fat), ethanol from crops, and nuclear energy production would not be successful.

Energy Alternatives

	Accepted				Successful		
	Count	Yes	No		Count	Yes	No
Solar	128	88%	12%		123	74%	26%
Hydroelectric	124	85%	15%		116	74%	26%
Wind	128	80%	20%		120	80%	20%
Ethanol from Waste/Grasses	124	76%	24%		118	60%	40%
Methane	123	75%	25%		117	69%	31%
Biodiesel from Plants	120	74%	26%		114	55%	45%
Ethanol from Crops	127	69%	31%		119	49%	51%
Burning Biomass	124	64%	36%		114	59%	41%
Biodiesel from Animal Fats	120	62%	38%		113	47%	53%
Nuclear	126	31%	69%		119	54%	46%

Appendix H: Monroe County Summary

Monroe County Summary

The Survey Research Center received 137 surveys from Monroe County. Based on the estimated number of households in the County as reported by the American Community Survey (17,408), the results are expected to be accurate within plus or minus 8.3 percent.

Demographic Profile. Monroe County respondents were more likely to be male, more than 55 years of age, and long-term residents of the County. Approximately two-thirds of respondents said they are employed or self-employed, and roughly a third were retired. A majority of households consist of two adults and no children under the age of 18. Half of households have annual incomes greater than \$50,000. About six in ten Monroe County respondents have post-secondary education, with 25 percent having completed a bachelor's or graduate/professional degree program.

Demographics

Gender	Count	Male	Female				
	135	76%	24%				
Age	Count	18-24	25-34	35-44	45-54	55-64	65+
	137	0%	8%	13%	22%	28%	28%
Employment	Count	Full-Time	Part-Time	Self	Unemp	Retired	Other
	136	49%	4%	13%	3%	29%	2%
	Count	0	1	2	3	4	5+
Adults	127		25%	63%	8%	2%	2%
Children	128	71%	11%	7%	7%	2%	2%
Income	Count	Under 15,000	15,000-24,999	25,000-49,999	50,000-74,999	75,000-99,999	100,000+
	128	5%	7%	35%	20%	17%	15%
Education	Count	Under High School	High School	Some College/ Tech	Tech Grad	Bachelors	Grad Degree
	135	4%	34%	26%	10%	15%	11%
Years Resident	Count	Under 1	1 - 4	5 - 9	10 - 24	25+	
	136	1%	9%	12%	19%	59%	
Residence	Count	City	Village	Town			
	134	38%	13%	49%			

Key Points – Taxes and Economic Development

- Approximately three-fourths of Monroe County respondents agreed that programs should be developed to increase the amount of locally produced food in schools and other local institutions, that counties should be allowed to share law enforcement costs with other counties, and that their community is a good place to build a business.
- Solid majorities of respondents also felt that their local internet access was good, that the economics and ecologic impacts of sand mining need additional study, that manufacturing will remain a key economic driver for the region, and that they would be willing to see an increase in the sales tax as a means of reducing property taxes.
- A majority of respondents disagreed that businesses that expand or start-up in Wisconsin should pay no state corporate income tax for the first 5 years of operations.
- Relatively few Monroe County respondents believe that more overnight lodging is needed in their communities.

Taxes and Economic Development

Topic	Count	Agree	No Opinion	Disagree
Local Foods in Schools	135	79%	13%	7%
Cost Share Law Enforcement	136	74%	15%	12%
Good Local Business Climate	137	73%	18%	9%
Local Internet Access Good	137	66%	20%	15%
Study Ecology of Sand Mining	135	65%	23%	12%
Manufacturing Economic Driver	133	61%	21%	18%
Study Economics of Sand Mining	135	60%	26%	14%
Raise Sales Tax/Reduce Property Tax	135	59%	8%	33%
Rec/Tourism Development	136	54%	28%	18%
Fund Schools with Sales Tax	137	47%	19%	34%
Business Development in Villages/Cities	136	45%	33%	22%
Minimize Industry Development in Rural Areas	137	45%	27%	28%
More State Funding for Schools	133	40%	20%	40%
No State Corp Income Tax	136	21%	13%	65%
Need More Lodging	134	11%	28%	60%

Key Points – Recreation and Tourism

- Monroe County respondents were nearly unanimous in their belief that hunting, camping, bicycling, and fishing would be acceptable tourism activities. These activities were also seen as most likely to be successful in attracting tourists to Monroe County.
- Majorities of Monroe County respondents, ranging from six in ten to nine in ten, said all other listed recreational and tourism activities listed would be acceptable in their communities.
- More than half of respondents said they did not believe that tennis would be successful as tourism activity.

Recreation and Tourism

	Accepted				Successful		
	Count	Yes	No		Count	Yes	No
Hunting	131	98%	2%		126	93%	7%
Camping	130	97%	3%		125	90%	10%
Bicycling	132	97%	3%		128	89%	11%
Fishing	130	95%	5%		126	90%	10%
Baseball/Softball	132	89%	11%		126	82%	18%
Non-Motorized Water Activities	131	89%	11%		126	82%	18%
Motorized Outdoor Activities	132	88%	12%		125	83%	17%
Ag/Industry Tours	131	88%	12%		127	73%	27%
Ice Skating/Hockey	126	87%	13%		122	75%	25%
Nature Recreation	129	86%	14%		126	76%	24%
Football/Soccer	130	85%	15%		124	78%	22%
Golfing	132	85%	15%		127	78%	22%
Cross Country Skiing	131	85%	15%		124	68%	32%
Winter Hill Sports	131	84%	16%		125	67%	33%
Horse Events	130	83%	17%		126	70%	30%
Get-Away Destination	130	80%	20%		126	67%	33%
Basketball/Volleyball	131	79%	21%		124	66%	34%
Culture/Fine Arts	128	79%	21%		125	62%	38%
Motorized Water Activities	131	73%	27%		125	62%	38%
Tennis	130	63%	37%		125	43%	57%

Key Points – Land Use, Housing, and Quality of Life

- Among the questions in this section, the largest level of agreement was that government regulations and funding are needed to protect natural areas including wetlands, wildlife habitats, lakes, rivers, woodlands, open spaces and groundwater resources.
- Clear majorities agreed with redeveloping existing residential, commercial and industrial areas rather than expanding into new areas, that government regulations are needed to protect farm and forest lands, and that a goal of local governments should be to provide affordable housing to low/moderate income families.
- Half of Monroe County respondents reported having a high quality of life but slightly fewer felt quality of life in the County would improve in the future.
- About four in ten Monroe County respondents had no opinion about the adequacy of housing for people with special needs.
- Only one-quarter of respondents said that their local government officials and business leaders in Monroe County work well together.

Land Use, Housing, and Quality of Life

	Count	Agree	No Opinion	Disagree
Gov't Regs Needed to Protect Natural Areas	133	67%	14%	19%
Redevelop Rather than Expand To New Areas	135	63%	24%	13%
Gov't Regs Needed to Protect Farm/Forest	136	60%	17%	23%
Local Gov'ts Should Ensure Affordable Housing	135	60%	15%	25%
Local Community Accept Diverse Populations	136	57%	24%	18%
New Housing Adjacent to Villages/Cities	137	56%	23%	21%
Local Housing for Elderly Adequate	135	53%	28%	19%
Local Quality of Life is High	135	52%	16%	32%
Gov't Regs Needed to Protect History	136	51%	25%	24%
Sustainability Should Guide Development	134	50%	34%	16%
Local Quality of Life Will Improve	134	41%	36%	23%
More Local Land Use Planning Needed	136	40%	34%	26%
Local Housing for Special Needs Adequate	135	31%	40%	29%
Local Gov't & Business Work Together	137	25%	36%	39%

Key Points – Energy Alternatives

- Among Monroe County respondents, solar energy is the most acceptable form of alternative energy. However, large majorities also said methane, hydroelectric, and biomass would be acceptable.
- With the exception of nuclear energy, smaller majorities of respondents, ranging from about 60 percent to 75 percent, believed other forms energy production would be accepted in their communities.
- Roughly three-quarters of Monroe County respondents felt solar and methane would be successful alternative energy sources for their community.
- Roughly half of respondents said biodiesel (whether from plant or animal fats) and ethanol (whether from waste/grasses or crops) would not be successful. About two-thirds of respondents did not believe that nuclear energy production would succeed.

Energy Alternatives

	Accepted				Successful		
	Count	Yes	No		Count	Yes	No
Solar	130	87%	13%		123	76%	24%
Methane	126	79%	21%		116	74%	26%
Hydroelectric	128	79%	21%		117	68%	32%
Burning Biomass	128	77%	23%		123	70%	30%
Wind	131	73%	27%		122	80%	20%
Biodiesel from Plants	123	71%	29%		116	53%	47%
Ethanol from Waste/Grasses	127	69%	31%		118	49%	51%
Ethanol from Crops	128	63%	38%		121	46%	54%
Biodiesel from Animal Fats	122	63%	37%		115	44%	56%
Nuclear	126	21%	79%		119	34%	66%

Appendix I: Pepin County Summary

Pepin County Summary

The Survey Research Center received 182 surveys from Pepin County. Based on the estimated number of households in the County as reported by the American Community Survey (2,923), the results are expected to be accurate within plus or minus 7.0 percent.

Demographic Profile. Pepin County respondents were more likely to be male, more than 55 years of age, and long-term residents of the County. About half were employed or self-employed, and approximately four in ten were retired. Their household was likely to consist of two adults with no minor children. Roughly half of respondents had annual household income greater than \$50,000. About seven in ten respondents had some post-secondary education, with between a quarter and a third having completed a bachelor's or graduate/professional degree program.

Demographics

Gender	Count	Male	Female				
	181	73%	27%				
Age	Count	18-24	25-34	35-44	45-54	55-64	65+
	182	1%	7%	18%	15%	26%	34%
Employment	Count	Full-Time	Part-Time	Self	Unemp	Retired	Other
	176	36%	6%	13%	4%	36%	4%
	Count	0	1	2	3	4	5+
Adults	175		21%	71%	8%	0%	1%
Children	167	72%	8%	11%	7%	1%	2%
Income	Count	Under 15,000	15,000-24,999	25,000-49,999	50,000-74,999	75,000-99,999	100,000+
	171	11%	13%	30%	27%	13%	6%
Education	Count	Under High School	High School	Some College/ Tech	Tech Grad	Bachelors	Grad Degree
	180	6%	26%	24%	15%	20%	9%
Years Resident	Count	Under 1	1 - 4	5 - 9	10 - 24	25+	
	182	2%	5%	15%	20%	58%	
Residence	Count	City	Village	Town			
	177	19%	21%	60%			

Key Points – Taxes and Economic Development

- Large majorities of Pepin County respondents said that counties should be allowed to share law enforcement costs with other counties and that programs should be developed to increase the amount of locally produced food in schools and other local institutions.
- Solid majorities of respondents agreed that the economics and ecologic implications of sand mining need additional study, that they would be willing to see an increase in the sales tax as a means of reducing property taxes, and that manufacturing will remain a key driver of the regional economy.
- Half of Pepin County respondents disagreed that businesses that expand or start-up in Wisconsin should pay no state corporate income tax for the first 5 years of operations.
- Very few Pepin County respondents said that more overnight lodging is needed in their communities.

Taxes and Economic Development

Topic	Count	Agree	No Opinion	Disagree
Cost Share Law Enforcement	182	81%	8%	11%
Local Foods in Schools	182	79%	9%	13%
Study Ecology of Sand Mining	180	68%	14%	17%
Study Economics of Sand Mining	180	64%	19%	17%
Raise Sales Tax/Reduce Property Tax	182	61%	13%	26%
Manufacturing Economic Driver	180	59%	21%	20%
Local Internet Access Good	181	57%	19%	24%
Good Local Business Climate	181	57%	17%	26%
Rec/Tourism Development	181	54%	23%	23%
Business Development in Villages/Cities	181	48%	24%	28%
More State Funding for Schools	181	46%	15%	38%
Fund Schools with Sales Tax	182	46%	19%	35%
Minimize Industry Development in Rural Areas	180	43%	24%	32%
No State Corp Income Tax	180	27%	18%	55%
Need More Lodging	181	9%	27%	65%

Key Points – Recreation and Tourism

- The most acceptable tourism activities among Pepin County respondents were hunting, fishing, and bicycling. These activities were also seen as most likely to be successful in attracting tourists to Pepin County.
- Majorities of Pepin County respondents, ranging from six in ten to nine in ten, said all other listed recreational and tourism activities listed would be acceptable in their communities
- About half of respondents did not believe cross-country skiing or tennis would be successful in attracting tourists. Majorities of respondents said that winter hill sports and ice skating/hockey would not be successful tourism activities.

Recreation and Tourism

	Accepted				Successful		
	Count	Yes	No		Count	Yes	No
Hunting	172	94%	6%		165	92%	8%
Fishing	173	94%	6%		163	91%	9%
Bicycling	172	94%	6%		164	88%	12%
Ag/Industry Tours	171	92%	8%		160	78%	22%
Camping	173	90%	10%		160	80%	20%
Nature Recreation	173	87%	13%		161	73%	27%
Baseball/Softball	172	87%	13%		159	69%	31%
Basketball/Volleyball	172	86%	14%		159	64%	36%
Non-Motorized Water Activities	172	85%	15%		162	73%	27%
Golfing	171	84%	16%		162	70%	30%
Get-Away Destination	172	84%	16%		165	66%	34%
Motorized Outdoor Activities	170	82%	18%		164	79%	21%
Football/Soccer	170	82%	18%		158	63%	37%
Motorized Water Activities	172	81%	19%		162	72%	28%
Culture/Fine Arts	173	81%	19%		162	63%	37%
Horse Events	172	81%	19%		164	60%	40%
Cross Country Skiing	172	77%	23%		164	51%	49%
Tennis	172	77%	23%		156	48%	52%
Winter Hill Sports	172	67%	33%		159	39%	61%
Ice Skating/Hockey	171	61%	39%		159	30%	70%

Key Points – Land Use, Housing, and Quality of Life

- Approximately seven in ten Pepin County respondents agreed that government regulations and funding are needed to protect natural areas and that redeveloping existing residential, commercial and industrial areas is a higher priority than expanding into new areas.
- Solid majorities also felt that government regulations are needed to protect farm and forest lands and that the supply of housing for the elderly is adequate in their community.
- About six in ten Pepin County respondents said that they had a high quality of life in their community, but they are not so sure about the future. Only about a third agreed that the quality of life in their communities will improve in coming years, and about four in ten had no opinion.
- Respondents from Pepin County had split opinions about the need for more land use planning in their communities. About a third of respondents agreed, another third disagreed, and the remaining third had no opinion.

Land Use, Housing, and Quality of Life

	Count	Agree	No Opinion	Disagree
Gov't Regs Needed to Protect Natural Areas	175	70%	9%	22%
Redevelop Rather than Expand To New Areas	177	67%	15%	19%
Gov't Regs Needed to Protect Farm/Forest	174	63%	11%	26%
Local Housing for Elderly Adequate	177	62%	20%	18%
Local Quality of Life is High	179	58%	21%	22%
Local Gov'ts Should Ensure Affordable Housing	175	55%	16%	29%
New Housing Adjacent to Villages/Cities	177	54%	23%	24%
Local Community Accept Diverse Populations	179	49%	25%	26%
Sustainability Should Guide Development	175	49%	34%	17%
Gov't Regs Needed to Protect History	175	49%	21%	30%
Local Housing for Special Needs Adequate	175	43%	38%	19%
Local Gov't & Business Work Together	179	39%	32%	29%
More Local Land Use Planning Needed	178	30%	36%	34%
Local Quality of Life Will Improve	176	30%	38%	32%

Key Points – Energy Alternatives

- Solar energy and burning biomass had the highest level of acceptability among Pepin County respondents. These were also the alternative energy sources that respondents thought most likely to be successful in their communities.
- With the exception of nuclear energy, smaller majorities of respondents, ranging from two-thirds to three-fourths, believed other forms energy production would be accepted in their communities.
- About half of Pepin County respondents said they do not believe that biodiesel (whether from plants or animal fats) and ethanol from waste/grasses would be successful. Over half of respondents said nuclear energy production would not be successful.

Energy Alternatives

	Accepted				Successful		
	Count	Yes	No		Count	Yes	No
Solar	177	85%	15%		161	67%	33%
Burning Biomass	171	80%	20%		158	77%	23%
Ethanol from Crops	175	75%	25%		161	58%	42%
Wind	176	74%	26%		159	65%	35%
Hydroelectric	171	74%	26%		160	62%	38%
Methane	171	70%	30%		159	65%	35%
Ethanol from Waste/Grasses	174	67%	33%		160	51%	49%
Biodiesel from Plants	170	66%	34%		154	51%	49%
Biodiesel from Animal Fats	171	64%	36%		154	47%	53%
Nuclear	172	26%	74%		160	41%	59%

Appendix J: Pierce County Summary

The Survey Research Center received 146 surveys from Pierce County. Based on the estimated number of households in the County as reported by the American Community Survey (14,538), the results are expected to be accurate within plus or minus 8.1 percent.

Demographic Profile. Pierce County respondents were more likely to be male and at least 45 years old. About 70 percent said they are employed or self-employed, and 28 percent said they are retired. Their household was more likely to consist of two adults with no minor children. Two-thirds of the respondents reported annual household incomes greater than \$50,000. More than seven in ten respondents had some post-secondary education, with about half having completed a bachelor's or graduate/professional degree program. Both the income and education levels in Pierce County are higher than average for the state or region. About half have lived in the County for at least 25 years.

Demographics

Gender	Count	Male	Female				
	145	72%	28%				
Age	Count	18-24	25-34	35-44	45-54	55-64	65+
	144	1%	6%	22%	26%	19%	25%
Employment	Count	Full-Time	Part-Time	Self	Unemp	Retired	Other
	144	53%	7%	10%	1%	28%	1%
	Count	0	1	2	3	4	5+
Adults	141		20%	67%	9%	4%	0%
Children	138	62%	14%	14%	7%	1%	1%
Income	Count	Under 15,000	15,000-24,999	25,000-49,999	50,000-74,999	75,000-99,999	100,000+
	139	4%	8%	21%	22%	20%	25%
Education	Count	Under High School	High School	Some College/ Tech	Tech Grad	Bachelors	Grad Degree
	145	2%	25%	15%	10%	32%	16%
Years Resident	Count	Under 1	1 - 4	5 - 9	10 – 24	25+	
	145	3%	7%	14%	26%	50%	
Residence	Count	City	Village	Town			
	144	33%	28%	40%			

Key Points – Taxes and Economic Development

- A large majority of Pierce County respondents agreed that counties should be allowed to share law enforcement costs with other counties. Roughly 70 percent agreed that programs should be developed to increase the amount of locally produced food in schools and other local institutions.
- Solid majorities of Pierce County respondents agreed that the economic and ecologic impact of sand mining should be studied further, that they would be willing to see an increase in the sales tax as a means of reducing property taxes, and that manufacturing will continue to be an economic driver for the region.
- Half of Pierce County respondents disagreed that businesses that expand or start-up in Wisconsin should pay no state corporate income tax for the first 5 years of operations.

Taxes and Economic Development

Topic	Count	Agree	No Opinion	Disagree
Cost Share Law Enforcement	144	81%	10%	10%
Local Foods in Schools	144	72%	16%	12%
Study Ecology of Sand Mining	143	65%	23%	12%
Raise Sales Tax/Reduce Property Tax	145	64%	12%	24%
Manufacturing Economic Driver	141	60%	24%	16%
Study Economics of Sand Mining	145	56%	28%	17%
Local Internet Access Good	145	55%	14%	30%
Good Local Business Climate	145	55%	29%	16%
Rec/Tourism Development	145	54%	28%	18%
Fund Schools with Sales Tax	143	52%	20%	28%
Business Development in Villages/Cities	142	50%	30%	20%
Minimize Industry Development in Rural Areas	145	47%	20%	33%
More State Funding for Schools	144	44%	24%	32%
No State Corp Income Tax	145	34%	16%	50%
Need More Lodging	144	31%	32%	37%

Key Points – Recreation and Tourism

- Pierce County respondents were nearly unanimous in their belief that fishing would be acceptable and successful as a tourism activity.
- Other recreational/tourism activities that high proportions of Pierce County respondents felt would likely be successful included: hunting, bicycling, non-motorized water activities, and golf.
- Majorities of Pierce County respondents, ranging from about two-thirds to about nine in ten, said all other listed recreational and tourism activities listed would be acceptable in their communities, but over half of respondents believed that winter hill sports and tennis would not attract tourists to their communities.

Recreation and Tourism

	Accepted				Successful		
	Count	Yes	No		Count	Yes	No
Fishing	140	96%	4%		136	93%	7%
Ag/Industry Tours	141	91%	9%		134	74%	26%
Baseball/Softball	141	91%	9%		137	74%	26%
Golfing	141	89%	11%		138	79%	21%
Bicycling	140	88%	12%		135	80%	20%
Non-Motorized Water Activities	139	88%	12%		136	79%	21%
Camping	136	86%	14%		138	72%	28%
Nature Recreation	138	86%	14%		137	67%	33%
Hunting	137	85%	15%		136	84%	16%
Ice Skating/Hockey	138	84%	16%		134	63%	37%
Football/Soccer	141	83%	17%		136	68%	32%
Culture/Fine Arts	140	82%	18%		136	60%	40%
Get-Away Destination	140	81%	19%		138	57%	43%
Cross Country Skiing	136	80%	20%		133	63%	37%
Horse Events	137	80%	20%		134	61%	39%
Basketball/Volleyball	141	79%	21%		135	58%	42%
Motorized Outdoor Activities	140	72%	28%		139	71%	29%
Motorized Water Activities	141	71%	29%		137	61%	39%
Tennis	141	69%	31%		135	36%	64%
Winter Hill Sports	138	66%	34%		134	41%	59%

Key Points – Land Use, Housing, and Quality of Life

- About three-fourths of Pierce County respondents agreed that government regulations and funding are needed to protect natural areas. About two-thirds of respondents agreed that most new housing should occur in or adjacent to established communities where public services can be more economically provided even if that land is more expensive, that it is better to redevelop areas rather than expand into new areas, and that government regulations are needed to protect farm and forest lands.
- About six in ten Pierce County respondents agreed that they experience a high quality of life in their communities, but they are not so sure about the future. Only about four in ten agreed that the quality of life in their communities will improve in coming years, and about four in ten had no opinion as well.
- Only about a third of Pierce County respondents agreed that more local land use planning is needed, that local government officials and business leaders work well together, and that local special needs housing is adequate. Roughly four in ten respondents had no opinion about these three questions.

Land Use, Housing, and Quality of Life

	Count	Agree	No Opinion	Disagree
Gov't Regs Needed to Protect Natural Areas	143	76%	11%	13%
New Housing Adjacent to Villages/Cities	144	68%	14%	18%
Redevelop Rather than Expand To New Areas	144	65%	18%	17%
Gov't Regs Needed to Protect Farm/Forest	141	65%	12%	23%
Local Quality of Life is High	143	62%	23%	15%
Sustainability Should Guide Development	143	55%	36%	9%
Local Gov'ts Should Ensure Affordable Housing	145	54%	13%	33%
Local Housing for Elderly Adequate	145	52%	27%	21%
Gov't Regs Needed to Protect History	143	49%	22%	29%
Local Community Accept Diverse Populations	141	48%	33%	19%
Local Quality of Life Will Improve	145	38%	38%	24%
More Local Land Use Planning Needed	145	34%	36%	30%
Local Gov't & Business Work Together	143	34%	45%	21%
Local Housing for Special Needs Adequate	145	30%	44%	26%

Key Points – Energy Alternatives

- Among Pierce County respondents, solar energy is the most acceptable form of alternative energy. However, large majorities also said wind, hydroelectric, and biomass would be acceptable.
- The alternative energy sources Pierce County respondents felt would be successful in their communities were solar, wind, and burning biomass.
- Roughly half of Pierce County respondents said they do not believe that biodiesel production (whether from plants or animal fats), ethanol production (whether from waste/grasses or crops), and nuclear would succeed in their communities.

Energy Alternatives

	Accepted				Successful		
	Count	Yes	No		Count	Yes	No
Solar	138	90%	10%		136	67%	33%
Wind	137	81%	19%		135	66%	34%
Hydroelectric	137	77%	23%		132	62%	38%
Burning Biomass	135	75%	25%		131	66%	34%
Ethanol from Waste/Grasses	136	72%	28%		130	49%	51%
Ethanol from Crops	138	72%	28%		133	44%	56%
Biodiesel from Plants	134	71%	29%		132	45%	55%
Methane	137	70%	30%		131	62%	38%
Biodiesel from Animal Fats	134	60%	40%		132	39%	61%
Nuclear	138	44%	56%		131	54%	46%

Appendix K: Trempealeau County Summary

The Survey Research Center received 161 surveys from Trempealeau County. Based on the estimated number of households in the County as reported by the American Community Survey (11,514), the results are expected to be accurate within plus or minus 7.7 percent.

Demographic Profile. Trempealeau County respondents were more likely to be male, more than 45 years of age, and long-term residents of the County. About six in ten were employed or self-employed, and approximately a third were retired. Their household was likely to consist of two adults with no minor children. About half reported annual household income greater than \$50,000. Approximately seven in ten respondents had some post-secondary education, with about one in four having completed a bachelor's or graduate/professional degree program.

Demographics

Gender	Count	Male	Female				
	159	70%	30%				
Age	Count	18-24	25-34	35-44	45-54	55-64	65+
	160	1%	13%	14%	23%	20%	30%
Employment	Count	Full-Time	Part-Time	Self	Unemp	Retired	Other
	158	45%	3%	13%	4%	31%	4%
	Count	0	1	2	3	4	5+
Adults	154		23%	66%	8%	1%	1%
Children	144	68%	10%	17%	3%	1%	1%
Income	Count	Under 15,000	15,000-24,999	25,000-49,999	50,000-74,999	75,000-99,999	100,000+
	148	7%	15%	32%	23%	17%	7%
Education	Count	Under High School	High School	Some College/ Tech	Tech Grad	Bachelors	Grad Degree
	159	7%	24%	26%	16%	16%	11%
Years Resident	Count	Under 1	1 - 4	5 - 9	10 - 24	25+	
	161	2%	7%	12%	17%	61%	
Residence	Count	City	Village	Town			
	157	25%	24%	51%			

Key Points – Taxes and Economic Development

- A large majority said that programs should be developed to increase the amount of locally produced food in schools and other local institutions. Roughly three-quarters of Trempealeau County respondents said that counties should be allowed to share law enforcement costs with other counties and that their community was a good place to build a business.
- Solid majorities also agreed that the economics and ecology of sand mining deserve additional study, that more public-private partnerships should promote recreation and tourism development, that manufacturing will remain an economic driver in the region, that they would be willing to see the sales tax rise as a means of reducing property taxes, and that their internet access is good.
- Respondents had split opinions about more state funding for schools and the need for more overnight lodging in their community. About equal proportions agreed as did those who disagreed.
- Half of Trempealeau County respondents disagreed that businesses that expand or start-up in Wisconsin should pay no state corporate income tax for the first 5 years of operations.

Taxes and Economic Development

Topic	Count	Agree	No Opinion	Disagree
Local Foods in Schools	160	83%	9%	8%
Cost Share Law Enforcement	159	75%	13%	11%
Good Local Business Climate	159	70%	17%	13%
Study Economics of Sand Mining	156	63%	21%	16%
Study Ecology of Sand Mining	153	63%	22%	15%
Rec/Tourism Development	157	62%	24%	14%
Manufacturing Economic Driver	159	62%	26%	12%
Raise Sales Tax/Reduce Property Tax	159	61%	13%	26%
Local Internet Access Good	160	60%	21%	19%
Fund Schools with Sales Tax	155	54%	19%	27%
Minimize Industry Development in Rural Areas	157	50%	18%	32%
Business Development in Villages/Cities	158	44%	33%	23%
More State Funding for Schools	157	40%	19%	41%
Need More Lodging	158	36%	28%	35%
No State Corp Income Tax	160	34%	16%	50%

Key Points – Recreation and Tourism

- Trempealeau County respondents were nearly unanimous in their belief that hunting, fishing, camping, bicycling and golf would be acceptable tourism activities. These activities were also seen as most likely to be successful in attracting tourists.
- Majorities of Trempealeau County respondents, ranging from about six in ten to about nine in ten, said all other listed recreational and tourism activities listed would be acceptable in their communities, but roughly half of respondents believed that culture/fine arts, winter hill sports, motorized water activities would not be successful. Over half of respondents said ice skating/hockey and tennis would not attract tourists to their communities.

Recreation and Tourism

	Accepted				Successful		
	Count	Yes	No		Count	Yes	No
Hunting	153	97%	3%		145	97%	3%
Fishing	154	95%	5%		145	88%	12%
Camping	153	93%	7%		145	88%	12%
Bicycling	153	92%	8%		145	88%	12%
Golfing	154	91%	9%		146	86%	14%
Baseball/Softball	157	90%	10%		144	76%	24%
Ag/Industry Tours	153	89%	11%		143	76%	24%
Motorized Outdoor Activities	154	88%	12%		145	84%	16%
Nature Recreation	153	88%	12%		142	72%	28%
Football/Soccer	154	86%	14%		144	71%	29%
Basketball/Volleyball	154	86%	14%		143	69%	31%
Non-Motorized Water Activities	154	82%	18%		145	68%	32%
Horse Events	153	81%	19%		142	64%	36%
Cross Country Skiing	152	80%	20%		141	65%	35%
Get-Away Destination	151	79%	21%		144	62%	38%
Culture/Fine Arts	152	74%	26%		138	51%	49%
Winter Hill Sports	148	72%	28%		143	47%	53%
Motorized Water Activities	150	64%	36%		140	49%	51%
Ice Skating/Hockey	151	62%	38%		143	36%	64%
Tennis	154	58%	42%		143	26%	74%

Key Points – Land Use, Housing, and Quality of Life

- Approximately seven in ten Trempealeau County respondents believe that government regulations or funding is needed to protect natural areas. Solid majorities of respondents agree that redeveloping existing residential, commercial and industrial areas is a higher priority than expanding into new areas, the supply of housing for the elderly is adequate in Trempealeau County, and that government regulations are needed to protect farm and forest land.
- Almost six in ten Trempealeau County respondents said that they had a high quality of life in their community. However, when asked if the local quality of life will improve in the coming years, only a third of respondents agreed and roughly half had no opinion.
- Trempealeau County respondents had mixed opinions about the need for more land use planning. Their opinions were roughly evenly split among those who agreed, those who disagreed, and those who had no opinion.

Land Use, Housing, and Quality of Life

	Count	Agree	No Opinion	Disagree
Gov't Regs Needed to Protect Natural Areas	159	70%	8%	22%
Redevelop Rather than Expand To New Areas	156	66%	19%	15%
Local Housing for Elderly Adequate	160	64%	17%	19%
New Housing Adjacent to Villages/Cities	156	62%	18%	20%
Gov't Regs Needed to Protect Farm/Forest	157	61%	13%	25%
Local Quality of Life is High	157	57%	24%	19%
Local Community Accept Diverse Populations	157	56%	23%	21%
Local Gov'ts Should Ensure Affordable Housing	158	56%	16%	28%
Sustainability Should Guide Development	152	55%	35%	10%
Gov't Regs Needed to Protect History	158	50%	23%	27%
Local Housing for Special Needs Adequate	158	42%	37%	21%
More Local Land Use Planning Needed	158	37%	34%	29%
Local Gov't & Business Work Together	158	37%	37%	26%
Local Quality of Life Will Improve	157	32%	45%	24%

Key Points – Energy Alternatives

- Trempealeau County respondents said ethanol production from crops or from waste/grasses and solar energy production were the most acceptable.
- With the exception of nuclear energy, smaller majorities, ranging from two-thirds to four-fifths, agreed that other forms of alternative energy production would be accepted in their communities.
- About half of respondents said biodiesel production from animal fats or plants would not be successful in their community. Over half of respondents felt that nuclear energy production would be unsuccessful.

Energy Alternatives

	Accepted				Successful		
	Count	Yes	No		Count	Yes	No
Ethanol from Crops	149	87%	13%		137	69%	31%
Solar	150	85%	15%		138	72%	28%
Ethanol from Waste/Grasses	149	80%	20%		140	59%	41%
Burning Biomass	148	79%	21%		139	73%	27%
Methane	148	76%	24%		140	71%	29%
Hydroelectric	147	73%	27%		139	59%	41%
Biodiesel from Plants	146	70%	30%		138	57%	43%
Wind	150	69%	31%		141	63%	37%
Biodiesel from Animal Fats	147	65%	35%		137	50%	50%
Nuclear	151	26%	74%		141	35%	65%

Appendix L: Vernon County Summary

The Survey Research Center received 144 surveys from Vernon County. Based on the estimated number of households in the County as reported by the American Community Survey (12,034), the results are expected to be accurate within plus or minus 8.1 percent.

Demographic Profile. Vernon County respondents were more likely to be male, more than 55 years of age, and long-term residents of the County. About six in ten were employed or self-employed, and a third were retired. Their household was likely to consist of two adults with no minor children. About half the respondents had annual household income greater than \$50,000. About two-thirds had some post-secondary education, with approximately a quarter of respondents having completed a bachelor's or graduate/professional degree program.

Demographics

Gender	Count	Male	Female				
	140	69%	31%				
Age	Count	18-24	25-34	35-44	45-54	55-64	65+
	143	3%	8%	10%	17%	24%	37%
Employment	Count	Full-Time	Part-Time	Self	Unemp	Retired	Other
	141	38%	6%	17%	1%	35%	2%
	Count	0	1	2	3	4	5+
Adults	141		26%	65%	6%	2%	1%
Children	133	74%	10%	11%	3%	2%	0%
Income	Count	Under 15,000	15,000-24,999	25,000-49,999	50,000-74,999	75,000-99,999	100,000+
	140	9%	12%	32%	24%	13%	10%
Education	Count	Under High School	High School	Some College/ Tech	Tech Grad	Bachelors	Grad Degree
	142	6%	28%	23%	16%	13%	13%
Years Resident	Count	Under 1	1 - 4	5 - 9	10 - 24	25+	
	144	1%	2%	14%	24%	60%	
Residence	Count	City	Village	Town			
	140	26%	19%	56%			

Key Points – Taxes and Economic Development

- A large majority of respondents said that programs should be developed to increase the amount of locally produced food in schools and other local institutions. About three-fourths of respondents agreed that counties should be able to increase their sales tax to reduce property taxes and that counties should be allowed to share the costs of law enforcement.
- Substantial majorities of respondents felt that the economics and ecologic impacts of sand mining should be studied further, that their internet access is good, and that schools should be funded with sales taxes.
- Roughly half of Vernon County respondents disagreed that businesses that expand or start-up in Wisconsin should pay no state corporate income tax for the first 5 years of operations or that more overnight lodging is required in their community.

Taxes and Economic Development

Topic	Count	Agree	No Opinion	Disagree
Local Foods in Schools	144	88%	7%	5%
Raise Sales Tax/Reduce Property Tax	143	76%	10%	14%
Cost Share Law Enforcement	144	76%	11%	13%
Study Ecology of Sand Mining	143	73%	17%	10%
Study Economics of Sand Mining	143	69%	20%	11%
Local Internet Access Good	144	65%	19%	16%
Fund Schools with Sales Tax	143	61%	18%	21%
Good Local Business Climate	144	57%	23%	20%
Business Development in Villages/Cities	142	56%	22%	23%
Rec/Tourism Development	144	52%	31%	17%
Manufacturing Economic Driver	139	47%	30%	22%
More State Funding for Schools	144	44%	16%	40%
Minimize Industry Development in Rural Areas	143	43%	24%	33%
No State Corp Income Tax	143	30%	16%	54%
Need More Lodging	144	15%	32%	53%

Key Points – Recreation and Tourism

- Vernon County respondents were nearly unanimous in their belief that fishing and hunting would be acceptable as a tourism activities. These activities were also seen as most likely to be successful in attracting tourists to Vernon County.
- Majorities of Vernon County respondents, ranging from six in ten to nine in ten, said all other listed recreational and tourism activities listed would be acceptable in their communities.
- Roughly half of respondents said motorized water activities would not be successful in their community, and about seven in ten said tennis would not attract tourists to their community.

Recreation and Tourism

	Accepted				Successful		
	Count	Yes	No		Count	Yes	No
Fishing	140	97%	3%		143	94%	6%
Hunting	139	95%	5%		141	93%	7%
Camping	140	93%	7%		142	85%	15%
Baseball/Softball	139	91%	9%		139	79%	21%
Nature Recreation	142	90%	10%		141	80%	20%
Bicycling	139	88%	12%		140	84%	16%
Non-Motorized Water Activities	140	87%	13%		141	79%	21%
Ag/Industry Tours	140	87%	13%		139	73%	27%
Horse Events	140	84%	16%		139	69%	31%
Winter Hill Sports	139	84%	16%		137	64%	36%
Golfing	137	82%	18%		139	70%	30%
Cross Country Skiing	138	82%	18%		138	64%	36%
Basketball/Volleyball	140	81%	19%		139	60%	40%
Motorized Outdoor Activities	135	80%	20%		136	72%	28%
Get-Away Destination	139	80%	20%		138	65%	35%
Football/Soccer	139	78%	22%		135	58%	42%
Culture/Fine Arts	140	76%	24%		140	56%	44%
Ice Skating/Hockey	140	76%	24%		140	56%	44%
Motorized Water Activities	139	65%	35%		140	52%	48%
Tennis	139	56%	44%		136	28%	72%

Key Points – Land Use, Housing, and Quality of Life

- Approximately seven in ten Vernon County respondents agreed that government regulations or funding is needed to protect farmlands & forests and that government regulations or funding are needed to protect natural areas.
- Solid majorities of respondents also agreed that redevelopment is preferable to expanding into new areas, that government regulations are needed to preserve local historical sites, that new housing should be built adjacent to existing villages and cities, and that housing for the elderly is adequate in their community.
- Two-thirds of Vernon County respondents reported having a high quality of life. However, they are not so certain about the future. Only about one in four said that their quality of life will improve in coming years and one in four had no opinion.

Land Use, Housing, and Quality of Life

	Count	Agree	No Opinion	Disagree
Gov't Regs Needed to Protect Farm/Forest	142	73%	9%	18%
Gov't Regs Needed to Protect Natural Areas	144	71%	13%	17%
Redevelop Rather than Expand To New Areas	144	67%	22%	11%
Local Quality of Life is High	142	66%	19%	15%
Gov't Regs Needed to Protect History	144	64%	16%	20%
New Housing Adjacent to Villages/Cities	143	64%	20%	16%
Local Housing for Elderly Adequate	143	63%	22%	15%
Local Gov'ts Should Ensure Affordable Housing	143	56%	17%	27%
Local Community Accept Diverse Populations	144	53%	26%	21%
Sustainability Should Guide Development	143	51%	35%	14%
Local Housing for Special Needs Adequate	144	51%	32%	17%
More Local Land Use Planning Needed	141	43%	33%	24%
Local Gov't & Business Work Together	143	38%	38%	24%
Local Quality of Life Will Improve	142	37%	42%	21%

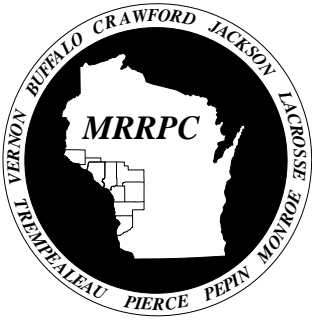
Key Points – Energy Alternatives

- Among Vernon County respondents, solar energy is the most acceptable form of alternative energy. However, large majorities also said methane, burning biomass, wind, and hydroelectric would be acceptable.
- With the exception of nuclear energy, smaller majorities of respondents, ranging from about two-thirds to four-fifths, believed other forms energy production would be accepted in their communities.
- Half or more of respondents did not believe that nuclear energy and biodiesel from animal fats and plants would be successful in Vernon County.

Energy Alternatives

	Accepted				Successful		
	Count	Yes	No		Count	Yes	No
Solar	138	95%	5%		133	68%	32%
Methane	137	84%	16%		130	69%	31%
Burning Biomass	136	81%	19%		130	70%	30%
Ethanol from Crops	139	79%	21%		134	56%	44%
Wind	140	78%	22%		135	69%	31%
Ethanol from Waste/Grasses	137	74%	26%		130	55%	45%
Hydroelectric	136	71%	29%		131	57%	43%
Biodiesel from Plants	133	68%	32%		127	47%	53%
Biodiesel from Animal Fats	131	64%	36%		129	43%	57%
Nuclear	138	28%	72%		132	43%	57%

Appendix M: (1) Cover Letter for Initial Mailing, (2) Reminder Postcard, and (3) Cover Letter for Second Mailing



MISSISSIPPI RIVER REGIONAL PLANNING COMMISSION

1707 Main Street, Suite 435
La Crosse, WI 54601
Phone: (608) 785-9396
Fax: (608) 785-9394
Email: plan@mrrpc.com
Website: mrrpc.com

Eugene Savage, Black River Falls, WI
Chairman

James Scholmeier, Fountain City, WI
Vice Chairman

Vicki Burke, Onalaska, WI
Secretary & Treasurer

Greg Flogstad, Onalaska, WI
Director

March 1, 2011

Dear Resident of Western Wisconsin:

Our region of rolling woodlands, majestic bluffs, flowing rivers and fertile fields is also home to modern agricultural, wood and metal product industries. These industries and the growing demand for business services are part of our scenic working landscape of expanding river towns, valley villages and hilltop cities. These qualities along with outstanding education, healthcare and recreation opportunities are why in the past 20 years the Mississippi River Region's nine counties have experienced a population increase of 46,000 residents, housing growth of 30,000 units and 27,000 more jobs. To help residents and local elected officials make better-informed choices on how to handle continued growth and development, we are requesting your input on this survey that will also help us regionally plan.

You are one of 4,000 randomly selected Mississippi River Region households that are being asked to give opinions on important growth and development issues. For the results of this survey to truly represent the views of residents of the region, it is important that each questionnaire be returned. Your participation is voluntary, but would be greatly appreciated. Please take 10 minutes to complete and return the survey in the enclosed self-addressed envelope by March 11, 2011. **The adult in the household who most recently had a birthday is asked to complete the enclosed questionnaire.**

The results of this survey will be reported at future public meetings in each of the nine counties as well as on our web site www.mrrpc.com. The Survey Research Center (SRC) at the University of Wisconsin-River Falls is conducting the survey on our behalf. **To ensure that your responses remain completely anonymous, please do not write your name on the questionnaire.** Your response will be treated in a completely confidential manner. Neither your name nor address will be associated with your responses to the survey questions. The bar code on the survey is for mailing purposes only – your responses to this survey will not be linked to you.

Sincerely,

Greg Flogstad, Director
MISSISSIPPI RIVER REGIONAL PLANNING COMMISSION

If you have concerns about how you were treated in this study, please contact: Molly Van Wagner, Interim Director of Grants and Research, 104 North Hall, UW-RF, 715/425-3195. This project has been approved by the UW-River Falls Institutional Research Board for the Protection of Human Subjects, protocol # H2011-W018.

***A Nine County Economic Development District Providing Advisory
Planning And Economic Development Services to Improve the Region's Environment, Economy and Quality of Life***

Reminder postcard text:

A couple weeks ago, we sent you a Mississippi River Regional Planning Commission survey. The survey asks your opinion about a number of important planning issues facing the region. At the time of this mailing a completed survey has not been received from your household. If you have already completed the survey and returned it, please accept our thanks. If you have not completed it yet, please take some time to fill out the survey and return it. Your input will be used to help guide future directions in Western Wisconsin. If you did not receive a survey or no longer have it, another one will be sent in the next couple of weeks. Please watch for it and return it upon receipt. Thank you.

**Survey Research Center
University of Wisconsin-River Falls
124 RDI Building, 410 S. Third Street
River Falls, WI 54022**



**MISSISSIPPI RIVER
REGIONAL PLANNING COMMISSION**

1707 Main Street, Suite 435
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*Eugene Savage, Black River Falls, WI
Chairman*
*James Scholmeier, Fountain City, WI
Vice Chairman*

*Vicki Burke, Onalaska, WI
Secretary & Treasurer*

*Greg Flogstad, Onalaska, WI
Director*

March 30, 2011

Dear Resident of Western Wisconsin:

We recently contacted you seeking your input regarding growth and development issues in our region. To date, your response has not been received by the Survey Research Center at the University of Wisconsin – River Falls. If you recently returned your survey, it may have crossed this letter in the mail, and you may disregard this reminder.

We are writing you again because your input is important. You are one of 4,000 randomly selected Mississippi River Region households that are being asked to give opinions on important growth and development issues. For the results of this survey to truly represent the views of residents of the region, it is important that each questionnaire be returned. Your participation is voluntary, but would be greatly appreciated. Please take 10 minutes to complete and return the survey in the enclosed self-addressed envelope by April 13, 2011. **The adult in the household who most recently had a birthday is asked to complete the enclosed questionnaire.**

The results of this survey will be reported at future public meetings in each of the nine counties as well as on our web site www.mrrpc.com. The Survey Research Center (SRC) at the University of Wisconsin-River Falls is conducting the survey on our behalf. **To ensure that your responses remain completely anonymous, please do not write your name on the questionnaire.** Your response will be treated in a completely confidential manner. Neither your name nor address will be associated with your responses to the survey questions. The bar code on the survey is for mailing purposes only – your responses to this survey will not be linked to you.

Sincerely,

Greg Flogstad, Director
MISSISSIPPI RIVER REGIONAL PLANNING COMMISSION

If you have concerns about how you were treated in this study, please contact: Molly Van Wagner, Interim Director of Grants and Research, 104 North Hall, UW-RF, 715/425-3195. This project has been approved by the UW-River Falls Institutional Research Board for the Protection of Human Subjects, protocol # H2011-W018.

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