

## 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

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

<b>Topic</b>	<b>Count</b>	<b>Agree</b>	<b>No Opinion</b>	<b>Disagree</b>
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

	<b>Count</b>	<b>Agree</b>	<b>No Opinion</b>	<b>Disagree</b>
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%