

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%