

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