

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%