

## 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

<b>Gender</b>	<b>Count</b>	<b>Male</b>	<b>Female</b>				
	159	70%	30%				
<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>
	160	1%	13%	14%	23%	20%	30%
<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>
	158	45%	3%	13%	4%	31%	4%
	<b>Count</b>	<b>0</b>	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5+</b>
<b>Adults</b>	154		23%	66%	8%	1%	1%
<b>Children</b>	144	68%	10%	17%	3%	1%	1%
<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>
	148	7%	15%	32%	23%	17%	7%
<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>
	159	7%	24%	26%	16%	16%	11%
<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>	
	161	2%	7%	12%	17%	61%	
<b>Residence</b>	<b>Count</b>	<b>City</b>	<b>Village</b>	<b>Town</b>			
	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

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

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