

## Appendix L: Vernon County Summary

The Survey Research Center received 144 surveys from Vernon County. Based on the estimated number of households in the County as reported by the American Community Survey (12,034), the results are expected to be accurate within plus or minus 8.1 percent.

Demographic Profile. Vernon County respondents were more likely to be male, more than 55 years of age, and long-term residents of the County. About six in ten were employed or self-employed, and a third were retired. Their household was likely to consist of two adults with no minor children. About half the respondents had annual household income greater than \$50,000. About two-thirds had some post-secondary education, with approximately a quarter of respondents having completed a bachelor's or graduate/professional degree program.

### Demographics

<b>Gender</b>	<b>Count</b>	<b>Male</b>	<b>Female</b>				
	140	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>
	143	3%	8%	10%	17%	24%	37%
<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>
	141	38%	6%	17%	1%	35%	2%
	<b>Count</b>	<b>0</b>	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5+</b>
<b>Adults</b>	141		26%	65%	6%	2%	1%
<b>Children</b>	133	74%	10%	11%	3%	2%	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>
	140	9%	12%	32%	24%	13%	10%
<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>
	142	6%	28%	23%	16%	13%	13%
<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>	
	144	1%	2%	14%	24%	60%	
<b>Residence</b>	<b>Count</b>	<b>City</b>	<b>Village</b>	<b>Town</b>			
	140	26%	19%	56%			

## Key Points – Taxes and Economic Development

- A large majority of respondents said that programs should be developed to increase the amount of locally produced food in schools and other local institutions. About three-fourths of respondents agreed that counties should be able to increase their sales tax to reduce property taxes and that counties should be allowed to share the costs of law enforcement.
- Substantial majorities of respondents felt that the economics and ecologic impacts of sand mining should be studied further, that their internet access is good, and that schools should be funded with sales taxes.
- Roughly half of Vernon 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 or that more overnight lodging is required in their community.

## Taxes and Economic Development

<b>Topic</b>	<b>Count</b>	<b>Agree</b>	<b>No Opinion</b>	<b>Disagree</b>
Local Foods in Schools	144	88%	7%	5%
Raise Sales Tax/Reduce Property Tax	143	76%	10%	14%
Cost Share Law Enforcement	144	76%	11%	13%
Study Ecology of Sand Mining	143	73%	17%	10%
Study Economics of Sand Mining	143	69%	20%	11%
Local Internet Access Good	144	65%	19%	16%
Fund Schools with Sales Tax	143	61%	18%	21%
Good Local Business Climate	144	57%	23%	20%
Business Development in Villages/Cities	142	56%	22%	23%
Rec/Tourism Development	144	52%	31%	17%
Manufacturing Economic Driver	139	47%	30%	22%
More State Funding for Schools	144	44%	16%	40%
Minimize Industry Development in Rural Areas	143	43%	24%	33%
No State Corp Income Tax	143	30%	16%	54%
Need More Lodging	144	15%	32%	53%

## Key Points – Recreation and Tourism

- Vernon County respondents were nearly unanimous in their belief that fishing and hunting would be acceptable as a tourism activities. These activities were also seen as most likely to be successful in attracting tourists to Vernon County.
- Majorities of Vernon County respondents, ranging from six in ten to nine in ten, said all other listed recreational and tourism activities listed would be acceptable in their communities.
- Roughly half of respondents said motorized water activities would not be successful in their community, and about seven in ten said tennis would not attract tourists to their community.

## Recreation and Tourism

	Accepted			Successful		
	Count	Yes	No	Count	Yes	No
Fishing	140	97%	3%	143	94%	6%
Hunting	139	95%	5%	141	93%	7%
Camping	140	93%	7%	142	85%	15%
Baseball/Softball	139	91%	9%	139	79%	21%
Nature Recreation	142	90%	10%	141	80%	20%
Bicycling	139	88%	12%	140	84%	16%
Non-Motorized Water Activities	140	87%	13%	141	79%	21%
Ag/Industry Tours	140	87%	13%	139	73%	27%
Horse Events	140	84%	16%	139	69%	31%
Winter Hill Sports	139	84%	16%	137	64%	36%
Golfing	137	82%	18%	139	70%	30%
Cross Country Skiing	138	82%	18%	138	64%	36%
Basketball/Volleyball	140	81%	19%	139	60%	40%
Motorized Outdoor Activities	135	80%	20%	136	72%	28%
Get-Away Destination	139	80%	20%	138	65%	35%
Football/Soccer	139	78%	22%	135	58%	42%
Culture/Fine Arts	140	76%	24%	140	56%	44%
Ice Skating/Hockey	140	76%	24%	140	56%	44%
Motorized Water Activities	139	65%	35%	140	52%	48%
Tennis	139	56%	44%	136	28%	72%

## Key Points – Land Use, Housing, and Quality of Life

- Approximately seven in ten Vernon County respondents agreed that government regulations or funding is needed to protect farmlands & forests and that government regulations or funding are needed to protect natural areas.
- Solid majorities of respondents also agreed that redevelopment is preferable to expanding into new areas, that government regulations are needed to preserve local historical sites, that new housing should be built adjacent to existing villages and cities, and that housing for the elderly is adequate in their community.
- Two-thirds of Vernon County respondents reported having a high quality of life. However, they are not so certain about the future. Only about one in four said that their quality of life will improve in coming years and one in four 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 Farm/Forest	142	73%	9%	18%
Gov't Regs Needed to Protect Natural Areas	144	71%	13%	17%
Redevelop Rather than Expand To New Areas	144	67%	22%	11%
Local Quality of Life is High	142	66%	19%	15%
Gov't Regs Needed to Protect History	144	64%	16%	20%
New Housing Adjacent to Villages/Cities	143	64%	20%	16%
Local Housing for Elderly Adequate	143	63%	22%	15%
Local Gov'ts Should Ensure Affordable Housing	143	56%	17%	27%
Local Community Accept Diverse Populations	144	53%	26%	21%
Sustainability Should Guide Development	143	51%	35%	14%
Local Housing for Special Needs Adequate	144	51%	32%	17%
More Local Land Use Planning Needed	141	43%	33%	24%
Local Gov't & Business Work Together	143	38%	38%	24%
Local Quality of Life Will Improve	142	37%	42%	21%

## Key Points – Energy Alternatives

- Among Vernon County respondents, solar energy is the most acceptable form of alternative energy. However, large majorities also said methane, burning biomass, wind, and hydroelectric would be acceptable.
- With the exception of nuclear energy, smaller majorities of respondents, ranging from about two-thirds to four-fifths, believed other forms energy production would be accepted in their communities.
- Half or more of respondents did not believe that nuclear energy and biodiesel from animal fats and plants would be successful in Vernon County.

## Energy Alternatives

	Accepted				Successful		
	Count	Yes	No		Count	Yes	No
Solar	138	95%	5%		133	68%	32%
Methane	137	84%	16%		130	69%	31%
Burning Biomass	136	81%	19%		130	70%	30%
Ethanol from Crops	139	79%	21%		134	56%	44%
Wind	140	78%	22%		135	69%	31%
Ethanol from Waste/Grasses	137	74%	26%		130	55%	45%
Hydroelectric	136	71%	29%		131	57%	43%
Biodiesel from Plants	133	68%	32%		127	47%	53%
Biodiesel from Animal Fats	131	64%	36%		129	43%	57%
Nuclear	138	28%	72%		132	43%	57%