

# **APPENDIX**

## **A**



# Chippewa County Comprehensive Plan Public Opinion Survey Report, 2008

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Staff and students working for the Survey Research Center at UW-River Falls were instrumental in the completion of this study. We would like to thank Denise Parks, Jim Janke, Ramona Gunter, Jolanda Stammer, Mandy Speerstra, Bethany Barnett, Megan Glenn, Megan Keune, Hannah Stuttgen, Grady Stehr, Aaron Peterson, Ted Cannady, Michelle Landherr, and Ashley Julka. We gratefully acknowledge their hard work and dedication. In addition, we would like to thank Ryan Brown and Doug Clary of the Chippewa County Planning and Zoning Department, Richard Schoch, Chippewa County Board Chairman, and Lee McIlquham, Planning and Zoning Committee Chairman for their input and assistance through this process. Finally, we thank the citizens of Chippewa County who took the time to complete the questionnaire.

## Table of Contents

Executive Summary .....	2
Survey Purpose .....	4
Survey Methods .....	4
Profile of Respondents .....	4
Town of Residency .....	6
Zoned/Non-Zoned Town Residency and Waterfront Property Ownership .....	7
Quality of Life .....	8
County Facilities and Services .....	9
Communication .....	10
Natural and Cultural Resources .....	12
Housing .....	14
Agricultural and Land Use .....	15
Transportation .....	17
Economic Development .....	18
Additional Comments .....	19
Conclusions .....	20
Appendix A – Non-Response Bias Test .....	21
Appendix B – Written Comments .....	22
Appendix C – Quantitative Summary of Responses by Question .....	28

## **Executive Summary**

From mid-September to mid-October, the Survey Research Center (SRC) at the University of Wisconsin – River Falls mailed surveys to 1,069 Town residences in Chippewa County. The SRC received 575 completed surveys, which is a 54 percent response rate. In 2007, the estimated number of adult residents in Chippewa County Towns was 21,588. With 575 responses, the estimates contained in this report are expected to be accurate to within plus or minus 4 percent. Statistical tests indicate that “non-response bias” is not a problem with this sample.

More than 85 percent of respondents rate the quality of life in Chippewa County as good or excellent and when asked what they think the quality of life in Chippewa County will be like over the next 10 years, the majority of respondents believe it will stay the same.

The top reasons that people choose to live in Chippewa County are to be close to family and friends, the small town atmosphere, and to be near their job.

Most County services (parks, forests, libraries, sheriff protection, and public school system) are given excellent or good ratings by a majority of the respondents. In addition, majorities of respondents feel that County snow removal services, County road infrastructure, and County highway maintenance are good or excellent.

Direct mailings and newsletters are the preferred means of receiving information about comprehensive planning efforts. Relatively low percentages of respondents indicate that electronic sources (radio, email, and website) are preferred.

Nearly half of respondents do not know if they are satisfied with the working relationship between County government and their local government. When asked if they would support sharing equipment or personnel with a neighboring community or county if it resulted in cost savings, a large number of residents are for it. If the sharing arrangement results in a slight reduction in the quality of services, nearly half of the respondents would oppose the idea. A relatively high percentage (41%), however, would support such a plan regardless of a reduction in the quality of services.

Only one County-owned land development option was supported by a majority of respondents; walking and hiking trail development has slight majority support at 51%. Nearly two-thirds of respondents agree that the amount of public land in the County is adequate for hunting, fishing, and other recreational opportunities. A majority of respondents believe that the quality of natural resources (air, land, groundwater, and lakes/streams) in Chippewa County has remained about the same over the past five years.

With respect to housing, fewer than half feel that the County needs any of the housing types listed (single family, duplexes, apartments, or mobile homes). By a two to one margin, survey respondents prefer a cluster design that preserves open space for new housing development. Two-thirds of respondents believe that minimum lot sizes in rural residential developments should be 1 – 5 acres.

More than 4 in 10 respondents own between 1 – 10 acres of land in the County and 25% report that their land is actively farmed. Respondents want to see productive agricultural land used for agriculture and are generally not enthusiastic about it being converted to commercial or industrial uses. A substantial majority of respondents indicate they support the preservation of agricultural land in the County. However, when asked if they would support an increase in taxes to preserve such land, less than one-quarter of respondents would do so.

Eighty percent of respondents believe the County should work with local cities, villages and towns to actively recruit new business and industry and more than two-thirds are willing to use tax revenues to recruit new businesses and retain existing jobs in the County. Support is strong for pursuing wind energy, solar energy, and hydropower as economic development options. When asked to prioritize various types of businesses that would be important for Chippewa County to attract, none generated much enthusiasm. Gravel and sand mining and high tech industry have the highest “high priority” ratings (both at 16%).

## Survey Purpose

As part of the West Central Wisconsin Regional Plan Commission Comprehensive Planning grant, Chippewa County was required to provide a public opinion survey. Chippewa County made contact with the Survey Research Center (SRC) at the University of Wisconsin – River Falls for help in conducting the survey. The main purpose of this survey was to understand public opinions about a range of important land use issues facing Chippewa County Towns. One of the initial goals of the survey was to obtain results that would provide input into the comprehensive planning process for Chippewa County.

## Survey Methods

From mid-September to mid-October, 2008, the (SRC) mailed surveys to 1,069 Town residences in Chippewa County. The SRC received 575 completed surveys, which is a 54 percent response rate. In 2007, the estimated number of adult residents in Chippewa County Towns was 21,588.<sup>1</sup> With 575 responses, the estimates contained in this report are expected to be accurate to within plus or minus 4 percent with a 95 percent confidence level. For example, with a confidence interval of 4, if 47% percent of your sample picks an answer you can be "confident" that if you had asked the question of the entire relevant population between 43% (47-4) and 51% (47+4) would have picked that answer.

Surveys have to be concerned with “non-response bias”. Non-response bias refers to a situation in which people who do not return a questionnaire have opinions that are systematically different from the opinions of those who return their surveys. For example, Question 21b of the survey asked respondents to rate County snow removal on a scale from “excellent” (= 1) to “poor” (= 4). If only people who were very satisfied with snow removal responded to the survey, the overall rating in the report would overstate the level of satisfaction of the overall population and the survey would have non-response bias.

The SRC tested 100 variables included in the questionnaire and found 18 instances in which responses from the first mailing and those from the second were statistically different. In most instances, the differences do not change the interpretation of results. **Based upon a standard statistical analysis that is described in Appendix A, the Survey Research Center (SRC) concludes that non-response bias is not a major concern for the Chippewa County survey.**

In addition to the numeric responses, respondents provided additional written comments that were compiled by the SRC from the surveys. As appropriate, selected quotes will be used in some sections of this report to illustrate these comments. **Appendix B to this report contains the complete compilation of comments.**

**Appendix C contains the survey questionnaire with a quantitative summary of responses by question.**

## Profile of Respondents

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<sup>1</sup> 2007 Wisconsin Department of Administration Estimate.

Table 1 summarizes the demographic profile of respondents to the Chippewa County Comprehensive Planning Public Opinion survey. Where comparable data were available from the 2000 Census, they were included to indicate the degree to which the sample represents the underlying adult population in the County.

The sample has a higher proportion of older respondents and lower proportions of younger respondents, which is not unusual for surveys. This shortage is likely related to a few factors. First, our experience is that younger residents in most jurisdictions are less likely to participate in surveys than are older residents. Second, property tax lists were used to identify people to be included in the sample. Younger residents are less likely to be property owners than are older County residents. When there are significant differences of opinion among demographic groups, they will be noted throughout the various sections of the report.

<b>Table 1: Demographic Profile of Respondents</b>							
<b>Gender</b>	<b>Count</b>	<b>Male</b>	<b>Female</b>				
Sample	501	59%	41%				
Census (18+)	40,593	49%	51%				
<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>
Sample	511	1%	7%	17%	27%	25%	23%
Census (18+)	40,593	10%	16%	22%	19%	12%	20%
<b>Employment Status</b>	<b>Count</b>	<b>Full-Time</b>	<b>Part-Time</b>	<b>Self</b>	<b>Unemp</b>	<b>Retired</b>	
Sample	496	47%	6%	16%	3%	28%	
Census (pop 16+)	42,499	65%		10%	3%	17%	
<b>Place of Residence</b>	<b>Count</b>	<b>Own</b>	<b>Rent</b>	<b>Non Res Prop Owner</b>			
Sample	514	92%	6%	3%			
Census (occup. units)	21,356	76%	24%				
<b>Number in Household</b>	<b>Count</b>	<b>0</b>	<b>1</b>	<b>2</b>	<b>3</b>	<b>4+</b>	
Adults (sample)	550		13%	75%	10%	2%	
Children (sample)	527	67%	15%	13%	3%	3%	
Households with children <18 (Census)	7,573	64%	36%				
<b>Household Income Range</b>	<b>Count</b>	<b>&lt; \$15,000</b>	<b>\$15 - \$24,999</b>	<b>\$25 - \$49,999</b>	<b>\$50 - \$74,999</b>	<b>\$75 - \$99,999</b>	<b>\$100,000+</b>
Sample	519	6%	9%	29%	25%	15%	16%
Census (households)	21,356	14%	14%	36%	23%	8%	6%
<b>Length Residency</b>	<b>Count</b>	<b>&lt;1</b>	<b>1 - 4</b>	<b>5 - 9</b>	<b>10 - 24</b>	<b>25+</b>	
Sample	553	1%	7%	9%	18%	64%	
<b>Waterfront Prop.</b>	<b>Count</b>	<b>Yes</b>	<b>No</b>				
Sample	557	29%	71%				

## Town of Residency

A question on the survey asked respondents to provide their town of residency. Of the 575 returned surveys, 552 respondents provided this information. Table 1-A summarizes the survey returns by town.

**Table 1-A: Survey Results by Town**

<b>Town</b>	<b>2008 Sample</b>	<b>Percentage of 2008 Sample</b>	<b>Percentage of County's Township Population<sup>2</sup></b>
Anson	61	11%	7%
Arthur	8	1%	3%
Auburn	6	1%	2%
Birch Creek	10	2%	2%
Bloomer	11	2%	3%
Cleveland	11	2%	3%
Colburn	4	1%	3%
Cooks Valley	9	2%	2%
Delmar	8	1%	3%
Eagle Point	85	15%	11%
Edson	11	2%	3%
Estella	5	1%	2%
Goetz	10	2%	2%
Hallie	8	1%	1%
Howard	11	2%	2%
Lafayette	137	24%	21%
Lake Holcombe	14	2%	4%
Ruby	3	1%	1%
Sampson	16	3%	3%
Sigel	12	2%	3%
Tilden	20	3%	4%
Wheaton	57	10%	9%
Woodmohr	25	4%	3%
<i>Other</i>	10	2%	---
<i>Did not answer</i>	23	4%	---
<b>Total</b>	<b>575</b>	<b>100%</b>	<b>100%</b>

<sup>2</sup> Percentage of population is based on 2007 voting age estimates for Chippewa County Townships. 2007 Wisconsin Department of Administration Estimate.

## **Zoned/Non-Zoned Town Residency and Waterfront Property Ownership**

### Zoned vs. Non-zoned Town

Based on the mailing lists used for the survey, we were able to determine if a respondent lived in a zoned or non-zoned town (if a respondent removed their survey label we were unable to do so). Of the surveys in which labels remained, 68% were from zoned towns and 32% were from non-zoned towns. When comparing responses based on where a respondent lives, we might have expected to see a number of significant differences of opinion between zoned and non-zoned townships. This was, however, generally not the case. Comparisons of key survey questions were made by the SRC based on where a respondent lived and will be described throughout the report.

### Waterfront Property

More than one-fourth of survey respondents (29%) report owning waterfront property in Chippewa County. Overall, opinions did not appear to be significantly different between respondents who own waterfront property and those who don't.

Compared to those without waterfront property, respondents who own waterfront property are more likely:

- to say that natural beauty is one of the three most important reasons they live in the County
- to prefer smaller minimum lot sizes for rural residential development (2 or less acres)
- to own less than 1 acre of land

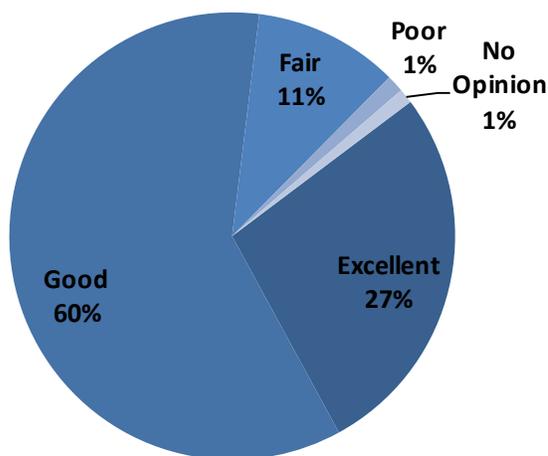
## Quality of Life

Chart 1 shows that more than four of five Chippewa County residents feel that the overall quality of life in the county is good (60%) or excellent (27%). Satisfaction with the quality of life in Chippewa is higher with respondents with household incomes of \$50,000 or more.

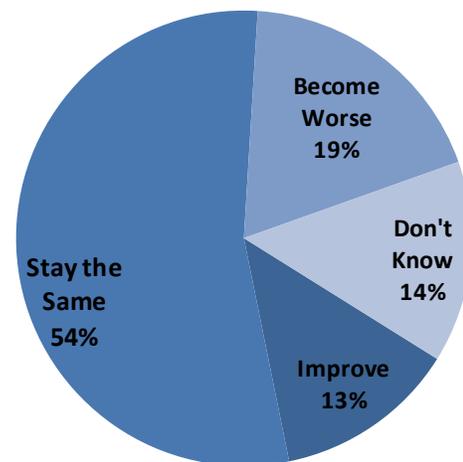
When respondents were asked what they think the quality of life in Chippewa County will be like over the next 10 years, a majority said they expect it will stay the same (**Chart 2**). Approximately the same number of respondents either are unsure what the next 10 years will bring or they are optimistic that the quality of life in the County will improve. Nearly one-fifth of respondents are pessimistic and believe the quality of life in the County will become worse over the next decade.

Longer-term residents (20%) are more likely than short-term ones (4%) to say that over the next 10 years, the quality of life in Chippewa County will become worse. Higher income respondents are more likely to say that the quality of life in the County will improve (17%) than lower income respondents (9%).

**Chart 1: Rating of Current Quality of Life in Chippewa County**



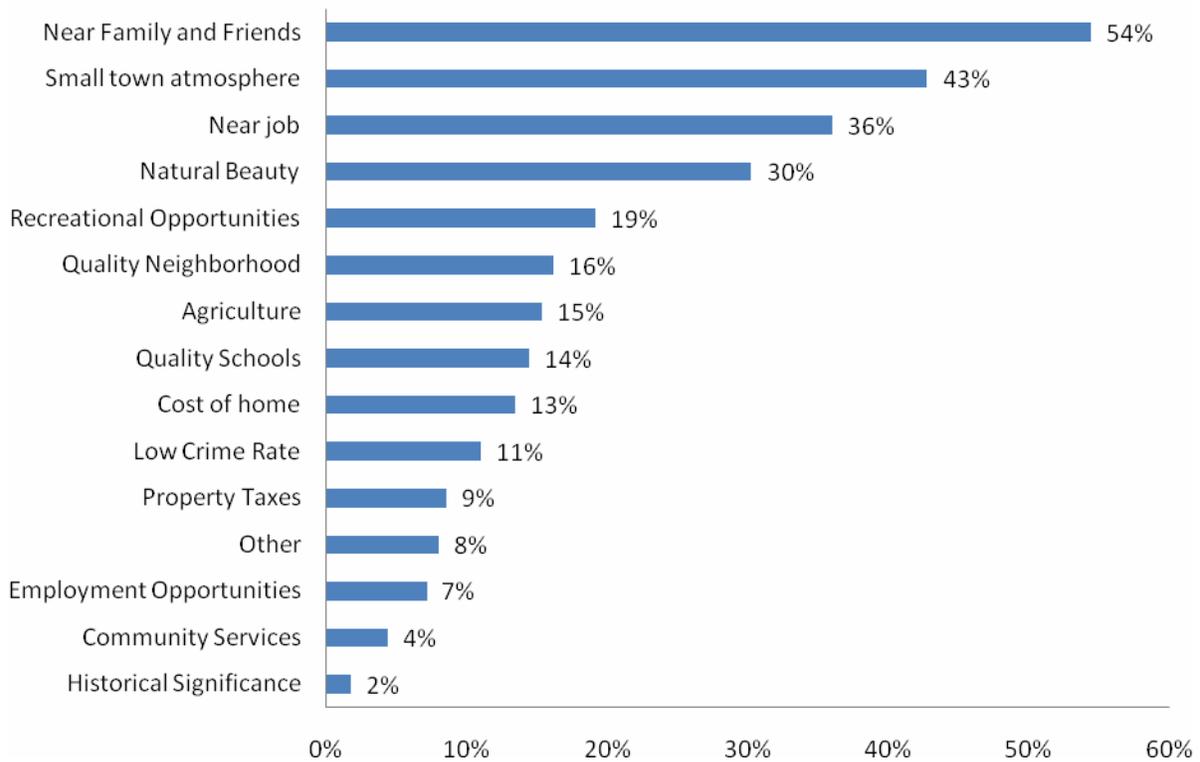
**Chart 2: Quality of Life in Chippewa County over the next 10 Years**



Reasons for living in Chippewa County. Respondents were asked to identify the three most important reasons they have chosen to live in Chippewa County (**Chart 3**). Being close to family and friends is the only item identified as one of the three most important reasons for living in the County by a majority of respondents. The next three most important reasons for living in the County are: the County's small town atmosphere (43%), to be near their job (36%) and the natural beauty of the area (30%).

Respondents 45 and older are more likely to cite the natural beauty of the area and younger respondents are more likely to say that the low crime rate is one of the top reasons they choose to live in the County. People who have lived in Chippewa County for shorter periods of time (less than 5 years) are more likely to cite employment opportunities and community services as reasons they live in the County; longer-term residents are more likely to choose being near family and friends.

**Chart 3: Reasons for Living in Chippewa County**



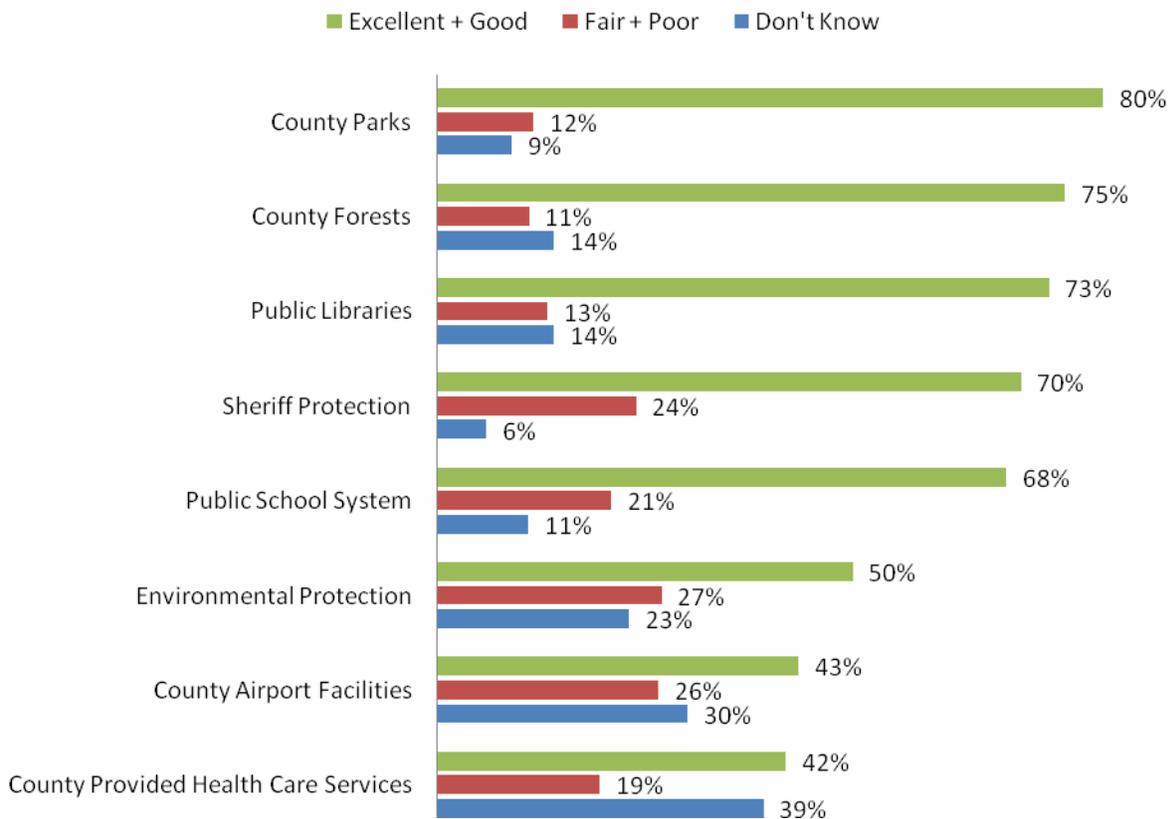
Other significant demographic differences for living in Chippewa County include:

- Being near their job is more important to those younger than 45, employed respondents, and those with annual household incomes of \$50,000 or above.
- Lower income residents and residents living in non-zoned towns are more likely to say that agriculture is a main reason they choose to live in the County.
- Households with children, those younger than 45, and females are more likely to say that quality schools are important in their choice of Chippewa County as a place to live.
- Respondents from higher income households identified recreational opportunities as a top reason for living in the County.

### **County Facilities and Services**

In Chart 4 the ratings respondents give to Chippewa County services and facilities are grouped into “excellent” and “good” (top bar), “fair” and “poor” (the middle bar), and “don’t know” (bottom bar). Roughly three-fourths of residents rate County parks, forests, and public libraries as good or excellent. Sheriff protection and the public school system are given excellent or good ratings by more than two-thirds of respondents. Nearly the same number of residents give County-provided health care services excellent or good ratings (42%) as do those that have no opinion about the services (39%). Similar results are shown for County airport facilities; approximately the same number that rate the facilities fair or poor (26%) also have no opinion about them (30%).

**Chart 4: Rating of Chippewa County Facilities and Services**



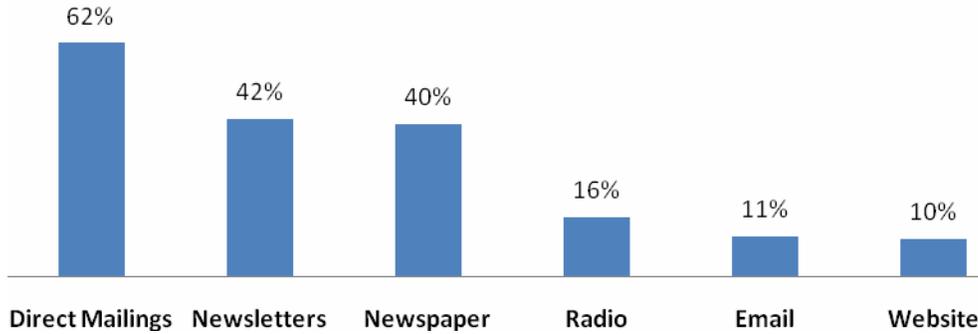
Opinions about County facilities and services vary by demographic group:

- Respondents that live in zoned towns rate County parks and public libraries higher than those that live in non-zoned Towns.
- Higher income households are more likely to say that County forests and the public school system are excellent or good and are more likely to say they 'don't know' about County provided health care services.
- Respondents living in the County for less than five years are more likely to say they do not know about County facilities and services (public school system, County-provided health care services, environmental protection, and airport facilities).

## Communication

Preferred method of receiving information regarding comprehensive planning. Respondents were asked to identify their two preferred methods of receiving information regarding comprehensive planning from the County. Chart 5 summarizes the responses of residents and indicates that direct mail is the preferred method of receiving planning information. Newsletters are the second most preferred form at 42%, with newspaper articles a close third at 40%. Electronic sources (radio, email, and website) have relatively small proportions of respondents choosing them as preferred methods of comprehensive planning communication.

**Chart 5: Communication Preferences**



Respondents 45 and older, retired respondents, and households without children report stronger preference for receiving comprehensive planning information from newspaper articles. People who have lived in the County for shorter-terms and higher income respondents are more enthusiastic about email communication.

Working relationship between County and local government. Table 2 indicates that nearly half of the respondents do not know if they are satisfied with the working relationship between County government and their local government. Four in 10 are satisfied with the relationship and 13% are not.

<b>Table 2: County and Local Government Relationship and Sharing of Equipment and Personnel</b>				
	<b>Count</b>	<b>Yes</b>	<b>No</b>	<b>Don't Know</b>
Are you satisfied with the working relationship between county government and your local government?	543	40%	13%	48%
Would you support sharing equipment or personnel with a neighboring community or county: <i>If it afforded a cost savings?</i>	545	83%	10%	6%
Would you support sharing equipment or personnel with a neighboring community or county: <i>If it resulted in a slight reduction in quality of services?</i>	529	41%	47%	12%

- Respondents 45 and older are more likely to say that they are satisfied with the working relationship between County government and their local government (45% satisfied) than younger respondents (29% satisfied).
- Higher income residents and residents from zoned towns are more satisfied with the working relationship between County government and their local government.
- Seventy-five percent of shorter-term residents (less than 5 years) answered that they 'don't know' about the working relationship between County and local government.
- Females are more likely to report that they 'don't know' if they are satisfied with the working relationship between County government and local government than males.

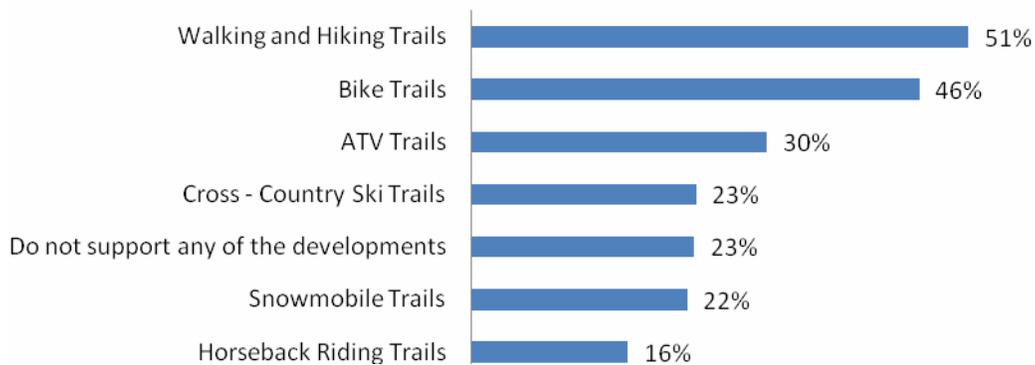
Sharing equipment or personnel. Respondents were asked if they would support sharing equipment or personnel with a neighboring community or county. If sharing equipment or personnel results in a cost saving, a large percentage of residents are for it. Residents are not so enthusiastic if the sharing arrangement causes a slight reduction in the quality of services; nearly half (47%) of residents do not support such an arrangement. A relatively high percentage (41%), however, would still support such a plan regardless of a reduction in the quality of services.

- Females are more likely to say that they would not support sharing equipment or personnel with a neighboring community or county if it causes a slight reduction in service quality.
- Higher income respondents are more likely to support sharing equipment or personnel with a neighboring community or county if it affords a cost savings. They are also, along with older respondents, more likely to support sharing equipment or personnel with a neighboring community or county even if it results in a slight reduction in quality of services.

## Natural and Cultural Resources

Trail development support. Chart 6 indicates that fewer than half of respondents, with one exception, support using tax resources for various types of County-owned land development such as trails. A slight majority (51%) supports using tax resources to develop walking and hiking trails. Bike trails are second in terms of support at 46%; the remaining options have less than one-third support. Nearly one-fourth of respondents are opposed to the use of tax revenues for any of the developments listed.

**Chart 6: Tax Revenue Support for Development on County-Owned Land**



- Females, shorter-term residents, and higher income residents are more willing to use County tax dollars to support the development of bike, cross-country ski, and walking/hiking trails.
- Respondents over 45 and retired people show less support for tax supported ATV trails than younger or employed respondents.
- Lower income and older respondents are more likely to oppose using tax revenues for any of the County-owned land developments mentioned in Chart 6.

Even though a slight majority are in favor of using tax revenue to develop walking and hiking trails, the written comments showed some strong opposition to this policy. For example,

*“I’m tired of all the nice bike trails paid for with taxpayer money, yet they don’t generate much revenue and no one else can really use them but bikers.”*

*“Snowmobiles/clubs take care of their trails. If bikers/walkers want more trails, they should buy a sticker like snowmobiles to cover the cost of the trails. Or form clubs to maintain them.”*

Quality of natural resources. Table 3 shows that a majority of residents believe that the quality of natural resources in Chippewa County has remained about the same over the past five years. Few residents believe that the quality of the County’s natural resources is better than five years ago, and in one case, lakes/streams, a quarter of residents believe that the quality has gotten worse.

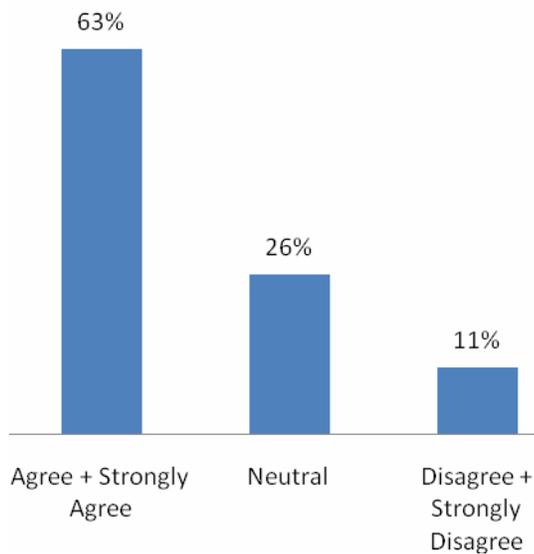
Table 3: Quality of Natural Resources in Chippewa County Over the Past Five Years					
Resource	Count	Better	About the Same	Worse	Not Sure
Lakes/Streams	549	8%	54%	28%	10%
Groundwater	547	4%	64%	18%	14%
Land	546	5%	69%	15%	10%
Air	549	5%	79%	7%	9%

Females and shorter-terms residents are more likely to say that they are not sure if the quality of air, land, groundwater, or lakes/streams has become better, worse, or stayed about the same over the past five years in Chippewa County.

Adequate amount of public land for recreational opportunities. Nearly two-thirds of residents believe that the amount of public land in the County (estimated at 33,107 acres in 2007) is adequate for hunting, fishing, and other recreational opportunities (**Chart 7**). A considerable number of residents, 26%, are neutral on the topic. Longer-term residents and older respondents are more likely to believe that public land is adequate for recreational uses.

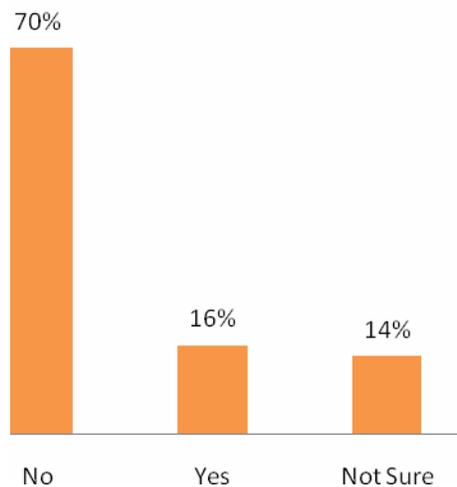
Those that felt there is not adequate public land in the County were asked in a follow-up question if they would support a tax increase to purchase additional land. As Chart 8 highlights, only 16% support such an increase. Higher income respondents are more likely to support a tax increase to purchase additional land (25%) than lower income respondents (8%).

**Chart 7: Chippewa County has Adequate Amount of Public Land for Recreational Uses**



**Chart 8: Would Support Tax Increase to Purchase Additional Public Land**

*(For those that do not believe there is adequate public land in the County)*



## Housing

Housing needs. Respondents were asked if additional units of single-family housing, duplexes, apartments, and mobile homes are needed in the County. As noted in Table 4, considerable numbers of residents are neutral on this topic. Of the housing types discussed in the survey, single-family housing has the highest percentage of respondents agreeing there is a need for more (42%). Two-thirds of respondents disagree that there is need for additional mobile homes.

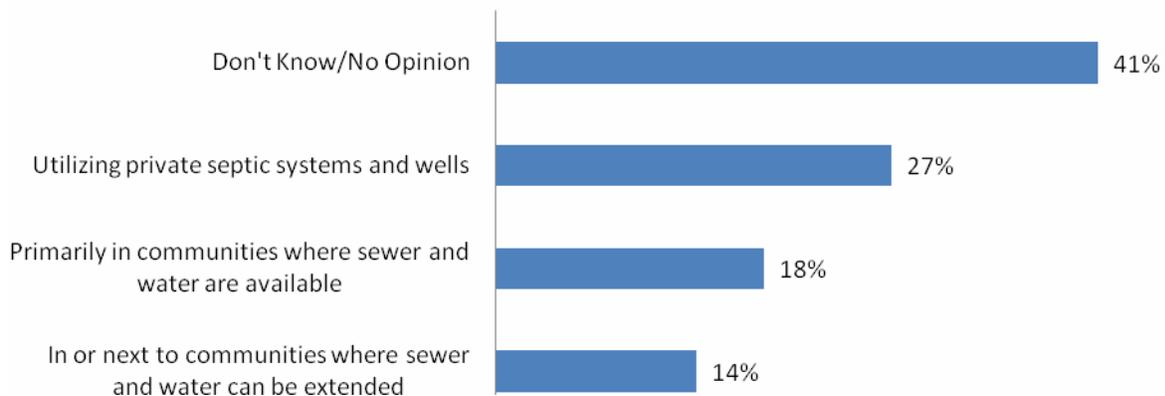
Table 4: Housing Needs in Chippewa County						
	Count	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
Need Single Family Housing	532	12%	30%	41%	10%	7%
Need Duplexes (2 units)	521	3%	17%	47%	20%	12%
Need Apartments (3 or more units)	520	2%	10%	45%	27%	16%
Need Mobile Homes	518	1%	5%	28%	32%	34%

By demographic group:

- Opposition to mobile homes is stronger among higher income respondents.
- Support for duplexes and apartments is lower among respondents that live in zoned towns.

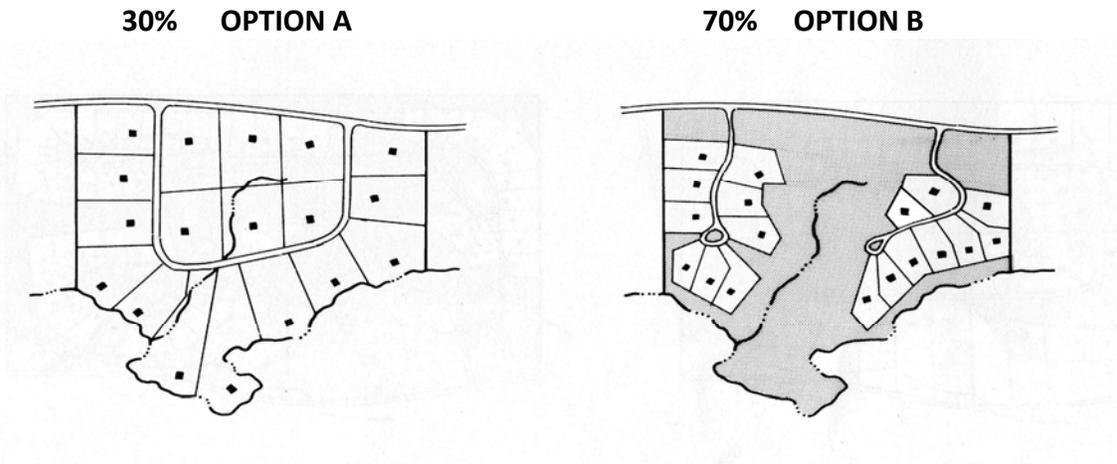
Location of new homes. A question asked respondents to consider where new housing should be located in terms of the type of sewer and water system used. Survey responses are summarized in Chart 9 and a considerable number (41%) of respondents indicate they either do not know or have no opinion as to where new housing should be located in terms of sewer and water systems. More than one-quarter of respondents are in favor of building new homes that utilize private septic systems and wells. No statistically significant differences were shown by demographic groups for this question.

**Chart 9: New Homes Should Be Built:**



Residential housing design. Residents were asked if housing developments should reflect a traditional design with larger lots (Option A) or a cluster design that permanently preserves open space (Option B). By more than a two to one margin, the citizens of Chippewa County opt for the cluster design that preserves open space.

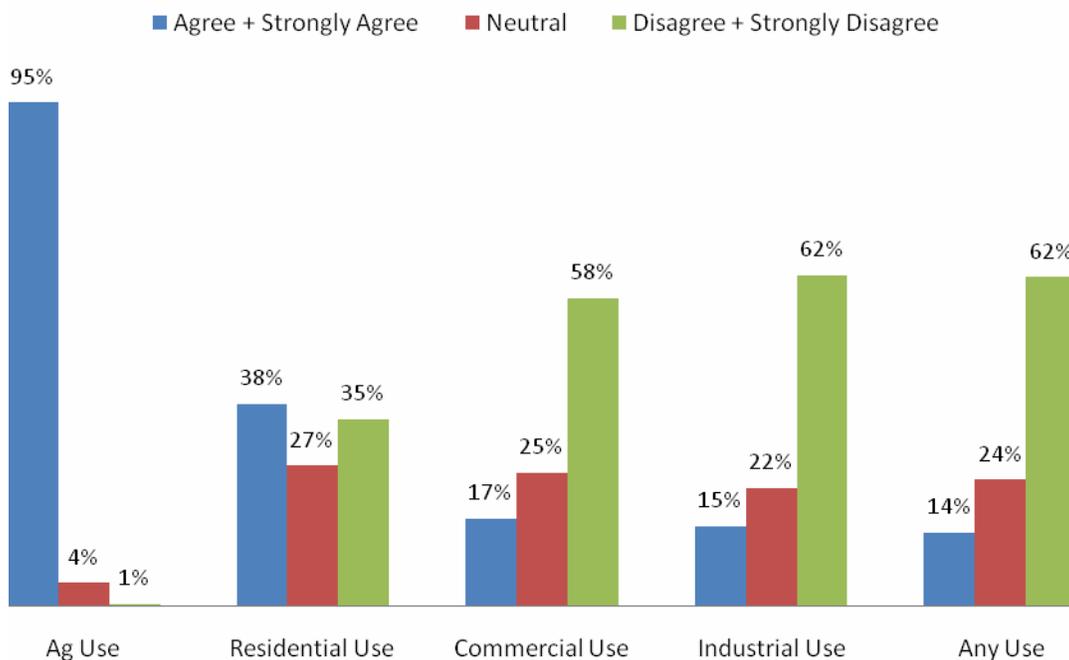
**Figure 1: Preferences for Development Designs**



**Agricultural and Land Use**

Use of agricultural land. Chart 10 shows that there is near consensus on allowing productive farmland to continue being used for agriculture (agree/strongly agree responses are grouped in the left bar). In contrast, a majority of Chippewa County respondents are opposed to using productive farmland for commercial or industrial purposes and nearly three in five oppose allowing productive farmland to be put to any use (disagree/strongly disagree are grouped in the right bar).

**Chart 10: Agricultural Land Should Be Allowed To Be Used For:**



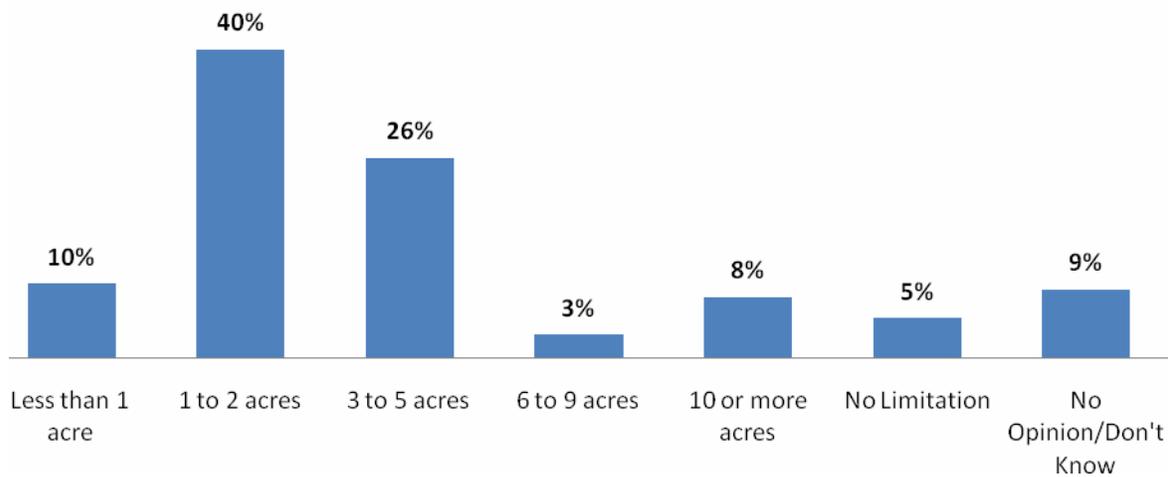
Preservation of agricultural land. A set of questions asked respondents to consider how important it is to support the preservation of agricultural land in Chippewa County. Survey responses are summarized in Table 5 and shows that a substantial majority of respondents support the preservation of agricultural land in the County. Only five percent disagree with the importance of supporting agricultural land preservation. When respondents who agreed with the need to preserve farmland were asked if they would support the use of tax dollars to do so, 43% of respondents indicated they would not support such a plan; 23% were supportive. Given that one-third are not sure if they would support a tax increase to preserve agricultural land, it seems that additional educational efforts about the proposal are needed.

<b>Table 5: Preservation of Agricultural Land in Chippewa County</b>						
	<b>Count</b>	<b>Strongly Agree</b>	<b>Agree</b>	<b>Neutral</b>	<b>Disagree</b>	<b>Strongly Disagree</b>
<b>It is important to support the preservation of agricultural land in Chippewa County.</b>	516	53%	31%	11%	4%	1%
			<b>Count</b>	<b>Yes</b>	<b>No</b>	<b>Not Sure</b>
<b>If you agreed with the question above, do you support preserving these areas if it resulted in increased taxes?</b>			468	23%	43%	34%

Higher income respondents are significantly more likely to support increased taxes to preserve agricultural land in Chippewa County than lower income respondents.

Minimum lot size for rural residential development. Chart 11 indicates that two-thirds of respondents believe that minimum lot sizes in rural residential developments should be 1 – 5 acres. Ten percent believe that lot sizes should be less than an acre, compared to 3% who would like to see a minimum of 6 – 9 acres, and 8% that prefer 10 or more acres. Residents from zoned Towns are more likely to prefer 2 acres or less as the minimum lot size for rural residential development (51%) than residents from non-zoned towns (45%).

**Chart 11: Minimum Lot Size for Rural Residential Development**



Land owned and usage. Respondents were asked how many acres of land they own in Chippewa County and if the land they own is actively farmed. Table 6 shows that three fifths of the respondents own 10 acres or less of land and another one third own 11 or more acres.

Retired respondents are more likely to report owning less than 1 acre. Residents that have lived in

Table 6: Acreage in Chippewa County						
	Count	< 1 acre	1–10 acres	11–100 acres	101 acres <sup>+</sup>	Don't Own Land
Acres Owned?	515	19%	42%	20%	14%	5%
	Count	Yes		No		
Land actively farmed?	479	25%		75%		

Chippewa County for less than 5 years are more likely to own less than 10 acres of land than longer-term residents. Residents from

non-zoned towns are more likely than residents from zoned towns to own more than 101 acres.

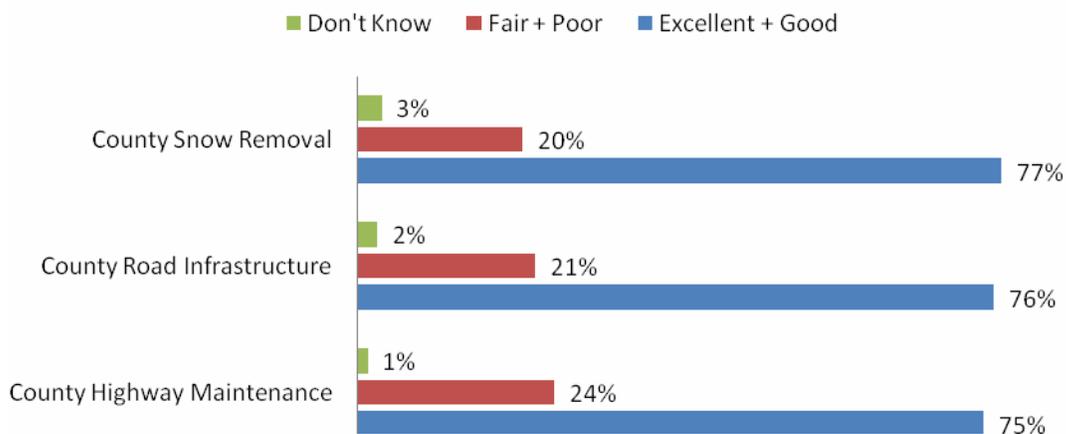
Lower income residents are more likely to report that they do not own land (10%) than higher income respondents (2%).

One-fourth of respondents own land that is currently farmed, while three-fourths do not. Shorter-term residents and residents from zoned towns are less likely to have land that is actively farmed.

## Transportation

The data in Chart 12 indicate that majorities of respondents feel that County snow removal services, road infrastructure, and highway maintenance are good or excellent (bottom bar). Approximately one-fifth (snow removal and road infrastructure) to one-fourth (highway maintenance) of residents rate these services as fair or poor (middle bar).

Chart 12: Rating of County Transportation Services



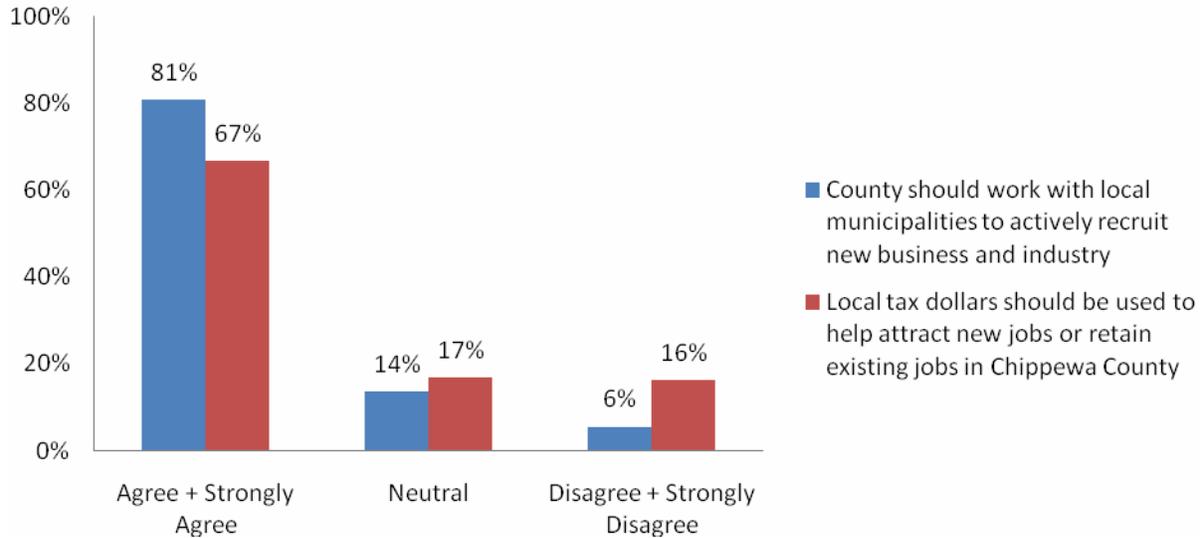
In terms of demographic differences:

- Males are more likely than females to rate County road infrastructure and snow removal as excellent or good.
- Older residents (45 and older) and retired respondents are more likely to rate all three of the County transportation services listed as good or excellent.

## Economic Development

Chart 13 indicates that residents believe the County should work with local municipalities to actively recruit new business and industry (left columns). Slightly over two-thirds of respondents support using tax dollars to recruit and retain businesses in the County (right columns).

**Chart 13: New Business Recruitment and Retainment**



Types of businesses for County to attract. Despite the strong support for recruiting new businesses to Chippewa County, there is little agreement on what new businesses should be. Residents were asked to rank the importance of various types of businesses listed in Table 7 on a scale of “5 = High Priority” to “1 = Low Priority” and Table 7 shows that relatively few respondents rank any of the types of businesses as a high priority. Gravel and sand mining has the highest ranking of 5’s and 4’s at 40%. High tech industry not only receives one of the highest “5” ratings at 16%, it also has 26% of respondents ranking it a “1 = Low Priority”. Between 60% - 72% of respondents, rank all of the businesses listed as 3, 2, or 1 (mid-to-low priority). Nineteen respondents wrote in “other” types of businesses ranging from banking to cell towers. Appendix B contains the complete compilation of “other” businesses mentioned.

<b>Table 7: Types of Businesses Most Important for Chippewa County to Attract</b>					
<b>What types of businesses do you believe are the most important for Chippewa County to attract?</b>	<b>5 High Priority</b>	<b>4</b>	<b>3</b>	<b>2</b>	<b>1 Low Priority</b>
Gravel & Sand Mining	16%	24%	27%	17%	16%
High Tech Industry	16%	19%	16%	23%	26%
Heavy Industry (including manufacturing)	15%	19%	27%	23%	15%
Tourism Business	15%	20%	23%	23%	19%
Agricultural Business (including farms)	13%	16%	22%	23%	25%
Timber Resource Industries	12%	21%	40%	18%	9%
Retail Development	11%	18%	35%	24%	11%
Light Industry	11%	19%	25%	29%	16%
Public Sector/Government	11%	20%	41%	17%	11%
Service Business	8%	20%	36%	26%	10%

- Residents from non-zoned towns are more likely to rank retail development a ‘2’ or ‘1’ (lower priority).
- Retired residents are more likely to rank high tech industry a ‘2’ or ‘1’ (lower priority) than employed respondents.
- A greater portion of residents 45 and over give retail and light industry higher rankings (‘4’ or ‘5’) than younger residents.

Respondent comments regarding economic development include the following:

*“A healthy work force makes a healthy county, city, town, village. This has been somewhat of a problem in Chippewa County for years.”*

*“Why aren't my tax dollars used to attract business to Chippewa Co? Isn't the tax incentive to locate here enough?”*

Energy alternatives as forms of economic development. Residents were asked if the County should pursue energy alternatives, as described in Table 8, as forms of economic development. More than three-fourths of respondents agree that wind and solar energy are worthy of pursuing as forms of economic development; seventy-five percent feel that way about hydropower. Substantial percentages of respondents, ranging from 15% to 38%, are neutral on this topic. The highest level of opposition is for alternative fuel production with 23% disagreeing or strongly disagreeing that the County should pursue this energy alternative for economic development. Survey respondents wrote in “other” energy alternatives including nuclear, biomass, and natural gas (see Appendix B, Ques. 24).

<b>Table 8: Pursuing Energy Alternatives for Economic Development</b>						
<b>Chippewa County should pursue the following energy alternatives as a form of economic development:</b>	<b>Count</b>	<b>Strongly Agree</b>	<b>Agree</b>	<b>Neutral</b>	<b>Disagree</b>	<b>Strongly Disagree</b>
Wind Energy	508	38%	41%	15%	4%	2%
Solar Energy	503	35%	43%	18%	3%	1%
Hydro-Power	498	35%	40%	21%	3%	1%
Methane Digesters	484	23%	27%	38%	9%	3%
Alternative Fuel Production	502	18%	33%	26%	14%	9%

### **Additional Comments**

Respondents were asked if there was anything else they would like to say about Chippewa County’s Comprehensive Plan. Fifteen percent of respondents provided input and these were grouped into topics. Of the 89 comments received, highway/road concerns and taxes received the highest percentage of comments. Comments include:

*“Don't run a plow for every flake that hits the road. You use way too much salt.”*

*“No tax increases for any reason what so ever.”*

The complete compilation of comments can be found in Appendix B of this report.

## Conclusions

The results of this survey indicate that residents in Chippewa County are generally happy with the overall quality of life they have and do not believe that this will change over the next 10 years. They like being close to family and friends, the small town atmosphere and being near their jobs. They are satisfied with the services they receive from the County.

Residents believe the County should work with local cities, villages and towns to actively recruit new business and industry. Two-thirds of respondents support using tax dollars to recruit and retain businesses in the County. There is no consensus on the type of businesses that should be recruited.

Residents believe that the amount of public land in the County is adequate for hunting, fishing, and other recreational opportunities. Most believe that the quality of natural resources (air, land, groundwater, and lakes/streams) in Chippewa County has remained about the same over the past five years. Residents are generally not supportive of allowing productive farmland to be used for commercial or industrial purposes.

Nearly half of respondents don't know if they are satisfied with the working relationship between County government and their local government. Residents support sharing equipment or personnel with a neighboring community or county if it results in a cost saving, but are not as enthusiastic if the sharing arrangement results in a slight reduction in the quality of services.

## Appendix A – Non-Response Bias Test

Surveys have to be concerned with “non-response bias”. Non-response bias refers to a situation in which people who do not return a questionnaire have opinions that are systematically different from the opinions of those who return their surveys. For example, Question 21b of the Chippewa County survey asked residents to rate County snow removal on a scale from “excellent” (= 1) to “poor” (= 4). If only people who were very satisfied with snow removal responded to the survey, the overall rating in the report would overstate the level of satisfaction of the overall population and the survey would have non-response bias.

The standard way to test for non-response bias is to compare the responses of those who return the first mailing of a questionnaire to those who return the second mailing. Those who return the second questionnaire are, in effect, a sample of non-respondents (to the first mailing), and we assume that they are representative of that group. In this survey, 410 people responded to the first mailing and 165 responded to the second mailing.

<b>Table A1 – Statistically Significant Differences Between Responses of First and Second Mailings</b>			
<b>Variable</b>	<b>Mean First Mailing</b>	<b>Mean Second Mailing</b>	<b>Statistical Significance</b>
Q1 Live in County because of community services	.02	.10	.000
Q4f Rating: County Provided Health Care Services	3.40	3.05	.012
Q5 Methods of communication: direct mailings	.65	.54	.017
Q12b Housing: Duplexes	3.29	3.00	.002
<b>Q12c Housing: Apartments</b>	<b>3.54</b>	<b>3.24</b>	<b>.002</b>
Q12d Housing: Mobile Homes	3.99	3.76	.016
Q15b Ag land used for residential use	3.10	2.86	.038
Q21b Rating: County snow removal	2.08	2.31	.006
<b>Q25a Importance: Tourism Business</b>	<b>3.46</b>	<b>2.21</b>	<b>.000</b>
<b>Q25c Importance: Ag Business</b>	<b>3.81</b>	<b>1.99</b>	<b>.000</b>
<b>Q25d Importance: Heavy Industry</b>	<b>3.31</b>	<b>2.42</b>	<b>.000</b>
Q25e Importance: Public Sector	2.86	3.23	.001
Q25f Importance: Service Business	3.33	2.59	.000
Q25g Importance: Retail Development	3.20	2.72	.000
<b>Q25h Importance: Light Industry</b>	<b>3.59</b>	<b>2.22</b>	<b>.000</b>
<b>Q25i Importance: High Tech Industry</b>	<b>3.74</b>	<b>1.99</b>	<b>.000</b>
Q25j Importance: Gravel and Sand Mining	2.78	3.25	.000
Q30 Place of Residence	1.08	1.18	.011

We found eighteen variables with statistically significant differences between the mean responses of these two groups of respondents (**Table A1**) out of 100 tested. Instances in which the difference would modify the interpretation of results are highlighted in bold text in the Table. For example, we noted that the respondents to the second mailing ranked tourism businesses lower (mean = 2.21) than Mail 1 respondents (mean = 3.46) on a scale of “5 = High Priority” to “1 = Low Priority”. While these items are statistically different, with few exceptions, the absolute magnitudes of differences are quite small and generally would not affect the overall interpretation of the results. **The Survey Research Center (SRC) concludes that non-response bias is not a major concern for this sample.**

## Appendix B – Chippewa County Comprehensive Planning Public Opinion Survey Written Comments

### Q1 What are the three most important reasons you and your family choose to live in Chippewa County? 'Other' responses (60 Comments)

- Born here (12x)
- Born and raised here (4x)
- Lake Wissota (4x)
- Can't afford to leave/move/Too poor to leave (3x)
- Clean air & water (2x)
- Family (2x)
- Family Roots/old family roots (2x)
- Grew up here/raised here (2x)
- Rural area/rural setting (2x)
- Assigned - State employee
- Better courts
- Born here 50 years ago
- Born here - never lived elsewhere
- Bought business here
- Bought family homestead
- Church
- Clean lakes
- Country Setting
- Family owned for over 125 years
- Forestry
- Grandfather bought farm land in 1896
- Guardianship of granddaughter
- Home we wanted
- I don't live in Chippewa County
- In water
- Lake home
- New Job
- Not low taxes
- Own property in county
- Poor road work (etc.)
- Privacy
- Proximity to family and family history
- Retirement
- Retirement home
- Taxes too high
- Used to be country

### Q4 Rate the following services/facilities. 'Other' responses (25 Comments)

The scale used for this question was excellent → poor with a 'don't know' option. By each answer, is the rating given for the 'other service/facility' described.

- Access to lakes - Poor
- Cell towers – Don't Know
- Central airport/at Wausau/Stevens Point is a better location to get in and out for most state residents and business transportation - Poor
- County roads - Poor
- Daycares - Poor
- DNR - Poor
- Emergency services (fire, ambulance) - Excellent
- EMS - Poor
- Haven't lived here long enough time to answer all
- Health clinics, dentist, hospital - Excellent
- Info to residents on available services - Poor
- Jails - Excellent
- Job opportunities - Poor
- Office zoning - Poor
- Public access to more lakes and water - Poor
- Public boat landing - Fair
- Recreational access - Good
- Recreational trails - Good
- Roads - Good
- Roads and streets - Fair
- Social services - Poor
- Water access and boat landing - Poor
- Water in lakes & streams - Poor
- Water quality; drinking and lake - Poor
- Zoning office - Poor

### Q5 What are your two preferred methods of receiving information from Chippewa County regarding Comprehensive Planning Information? 'Other' responses (17 Comments)

- TV (11x)
- Hear say
- Listening
- Local newspaper
- News
- Website
- Word of mouth

**Q8 I would support using tax revenues to develop the following on County-owned land.**

**'Other' responses (31 Comments)**

- Boat landings (4x)
- Hunting (3x)
- Fishing (2x)
- Public access to lakes and water/Public access to water (2x)
- 4 wheeler
- Beach
- Campgrounds
- Camping
- Children activities
- Deer plots (food)
- Fishing piers
- Glacier Trails
- Hunting areas
- Mountain biking trails
- Multi-use trails
- Parking
- Pool
- Rifle, shotgun, archery range in old Chip County pit North of Eagleton.
- Share trails
- Snow shoeing
- State parks
- Trails for all use. No asphalt.
- Unsure
- Waterfront beaches

**Q12 The following types of housing are needed.**

**'Other' responses (25 Comments)**

- Campground (2x)
- Affordable housing
- Affordable independent senior housing apartments
- Assisted living
- Assisted living for the elderly
- City housing
- Condos
- Elderly
- Elderly care housing
- Elderly condos
- Got too many
- If an entrepreneur wants to develop, let them
- Let's use the useable that are not being used
- Low income housing
- Market will dictate.
- No county assisted housing
- None
- Permanent campers/trailers that are never moved
- Rent way too high for income in this area
- RV parks
- Seasonal homes
- Senior housing
- Senior housing/assisted living
- Tents

**Q24 Chippewa County should pursue the following energy alternatives as a form of economic development.**

**'Other' responses (20 Comments)**

- Nuclear/Nuclear power (4x)
- Anything but ethanol/not ethanol (2x)
- Bio Diesel
- Biomass
- Building, streets and parking lots.
- Common service use of energy-Cut/reduce the use of
- electricity where it's possible now.
- Green algae
- Hydrogen fuel
- Hydrogen generators
- Lets keep our options open to future opportunities we have no comprehension about today
- Natural gas
- Pursue what's achievable, and next, affordable
- Unsure
- Wind
- Wood
- Wood/pellets

**Q25 What types of businesses do you believe are the most important for Chippewa County to attract?**

**'Other' responses (10 Comments)**

- Banking
- Cell towers
- Environmental
- None
- Small family owned business
- Small start up, private ownership
- Start up mom and pop retails
- Taverns
- These are equally important
- What's needed mostly

**Q26 Is there anything else you would like to tell us about Chippewa County's Comprehensive Plan?  
Responses (89 Comments)**

All comments are included as written with the exception of profanity, which has been marked out. It is felt that over-editing might reduce the feeling of some comments and not adequately communicate the writer's message.

**Highway/Road (9 responses)**

- Closing County I for a development was unnecessary.
- Don't run a plow for every flake that hits the road. You use way too much salt.
- For years, we have been concerned/worried about the rumors that county Hwy T is going to be made into a 4-lane highway, possibly wiping out our home/business. How does one proceed with plans to build a new home or remodel an existing one with this impending threat?
- I am a logger/trucker. You will need to use timber resources for multiple uses even more in the future. Start improving roads and bridges for heavier loads with higher and higher fuel you must improve on this.
- My personal opinion is many governments use too much salt to clear the roads. Salt costs money to dispense, corrodes vehicles and damages roads due to freeze thaw cycles. The moment a flake flies, the trucks are dumping salt all over the place.
- Northern Chippewa County, Lake Holcombe area, Lake Wissota area, these County roads need to be open to recreation! Snowmobile, ATV, UTV, etc. & promote tourism! I.E. County Rd M, Lake Holcombe specifically!
- Please improve our county roads. They are the worst in the state!
- Projects such as roundabouts should not be undertaken as there is no viable reason for their existence in our situation.
- Roadwork bad.

**Taxes (9 responses)**

- Don't raise my taxes. Government should live on a budget just like I have to. Collect taxes from "dead beats" who don't pay.
- I think that if I pay taxes on my land, I will decide what to do with it.
- Keep my taxes low.
- No tax increases for any reason what so ever. Give incentives to new businesses by giving tax breaks. Keep government small. Keep issues as local as possible.
- Real estate tax too high.
- Recreational land is over taxed.
- Reduce taxes.
- Taxes are too high for the people on fixed incomes to be able to continue to reside in their homes. These people no longer have students in school why do they need to pay school taxes? This is just one way to help them keep their homes. Take this tax money from the big businesses instead of making the poor person get poorer.
- If you need more money. Tax. Tax. Tax. That is your solution to everything.

**County Land, Facilities, Services, and Equipment (8 responses)**

- Bike and youth facilities upgraded.
- Chippewa County vehicles and equipment should be used exclusively for the maintenance and repairs of county roads only with the exception of state roads with costs billed to the states.
- I'm tired of all the nice bike trails paid for with taxpayer money, yet they don't generate much revenue and no one else can really use them but bikers.
- Restrict and enforce ATV use on all county land they are destroying trails, wetlands, and roads everywhere (and I own one).
- Snowmobiles/clubs take care of their trails. If bikers/walkers want more trails, they should buy a sticker like snowmobiles to cover the cost of the trails. Or form clubs to maintain them.
- The people that use the bike trails and snowmobile trails should pay licenses for their units like we do with our cars to support their trails like we do for our road systems. I also find it hard to believe the Amish use our road system to get from one place to another and without supporting the up keep of the road system.
- Weigh aspects of advantages/disadvantages of county residents' quality of education provided by a school in a neighborhood county. i.e. live in Wheaton; attend in Eau Claire or Elk Mound.
- Where are the questions regarding social services? Our social/mental health services are really poor in Chippewa County.

### **Development (7 responses)**

- Be very careful regarding your decision. If you vote a green space ordinance, be prepared to pay for the loss of income to the developer.
- Development of forest & farm land should stop!
- Keep the town of Lafayette residential! What is happening with the influx of business and industry is destroying the Lake Wissota area!
- Land for houses should be taken from hills and woods not from agricultural farmed land.
- People should have to own their land for twenty years before they can develop it.
- Truthfully, I'm tired of every empty lot (wooded) being turned into residential or commercial property. Chippewa County has so much natural beauty- lets keep it that way.
- We have to have some sort of government control on housing, but don't limit what a landowner/farmer can do when they decide to sell their land. Does setting a size of parcel make a difference?

### **Economic Development/Jobs (7 responses)**

- A healthy work force makes a healthy county, city, town, village. This has been somewhat of a problem in Chippewa County for years.
- Get some good paying jobs, not minimum wage.
- Gravel pits and sand mining are 2 different things. Gravel pits are used for local use and the depth is minimal. But sand mining in Chippewa Co is not beneficial to local people and is total destruction of the land. Is Chippewa going to buy out the neighborhood (and resident homes) near mines?
- I think ethanol is the worst thing we ever did. It has polluted all our streams with all the sprays. It costs the taxpayers more than it's worth. All it ever was for was just another farm program!
- If you want to get some kind of industry here, take a look at Menomonie. They offer companies options to get business there. When you are this close geographically, you better be willing to do the same. This area is turning in to a retirement community because of ridiculous restrictions that add more cost to build for companies and industries.
- We need better paying jobs and more of them.
- Why aren't my tax dollars used to attract business to Chippewa Co? Isn't the tax incentive to locate here enough? County needs incentives for individuals to invest in solar/wind power.

### **Governance (7 responses)**

- Chippewa County has to work together with different levels of government (county, local, city) to get the best for Chippewa County. Communication is the key so tax dollars aren't wasted on duplication of the same concerns.
- Decisions should be made by the community on what is being decided to go into our townships. We are the ones it affects.
- \*\*\*\* \*\* and quit spending money that people do not have.
- Keep your nose out of other peoples private property and it's contents!
- The county board should be made up of younger successful business people.
- There is too much governance. Government owns too much land--sell it to private sector!
- This survey is a joke. The county will do what they want. Never mind about the citizens. Spend, Spend, Spend, that is your motto. More is better in your minds.

### **Comprehensive Plan - Opinions and Perspectives (6 responses)**

- A plan is always important, and I applaud a comprehensive plan. However, allow for new ideas. One size never fits all. Surveys have a place, but if written for a certain perspective they can support agendas and not truly measure public opinion.
- Each of these questions should be broken and clarified (the terms) -And asked again to those that live in currently zoned agricultural property and forest land. I have never seen the county's current comprehensive plan. I'm concerned about more regulations placed on a few by city thinking/living planners.
- The comprehensive plan must have a high quality water shed as its primary goal since the county's rivers, lakes, and natural areas are critical resources. The water shed must be protected by native, vegetative buffers and by conserving wetlands. All growth and development much address the issues of ground water and surface water contamination on degradation.
- There are too many members on the comprehensive planning committee who are only there for self-gratification or are on "ego trips."
- This plan affects us all greatly! Therefore, public awareness of all changes need to be published well for all to review. No greased over reports should be accepted. Our property rights need to be respectful.
- We may own the land but the planning committees does what is at their personal best interest.

**Farming/Agriculture (5 responses)**

- Farmers need more tax credits.
- Start making these big farms pay more taxes for road repair as they go everyday with overweight loads breaking down roads with manure and crops.
- Stop coddling the farming industry and build houses and divide the land for business and bring some jobs here.
- The Stanley area which is low flat with several streams running through it has a good water table for any industry needing water. As of 2005, we are now entering the dryer years. This heavy soil will do well for many types of agriculture.
- The small family farms are gone, it is sad for these individuals broke land, bought tractors, balers, choppers, combines, plows and many many more units. Farmers still are the backbone of America, and always will be, where do we go from here?

**Regulations/Restrictions (5 responses)**

- Don't make rules for the county forest you can't enforce or won't enforce!
- Don't restrict us. Not so many rules.
- Get out of my back pocket. Lower taxes and regulations. Too much government.
- Keep it simple. No more permits or permission for landowners. Less is more.
- Keep it simple. We don't need more rules.

**County Personnel/Departments (4 responses)**

- Chippewa County's highway supervisor has too much authority over areas that he is not qualified for i.e. economic development. It is my opinion that he has driven more potential industry away then he has secured. I'm specifically talking about the development of the old county farm property off of County I and S and HWY 178. He is very impersonal and under qualified.
- Don't need all that help if they really work. Every county worker should put in 8 hrs. of work like us mortals. They want big pay and not much work from what I've seen.
- Highway workers sitting on side of road and not doing job.
- The whole thing is \*\*\*\* \*. Our zoning office gives different answers every time you ask. The DNR should be brought under control, or gotten rid of.

**Preservation/Protection (3 responses)**

- Lets preserve our farming industry and forests, open land.
- More benefits when landowners put their land into wildlife or farmland preservation.
- Protection of natural resources by zoning dept. extremely weak.

**Northern Center (2 responses)**

- Make some money off of the Northern center.
- Should have preserved old Northern center land for public use instead of development.

**Transportation (2 responses)**

- Increase in public transportation.
- We need another taxi service and bus service.

**Waste and Smell (2 responses)**

- Huge, very huge, manure pit built very close to county O. Very close to property line. Neighbors too nice to b\*\*\*\* about it, but still detest it. Should be mandated setbacks.
- Should be stricter rules on dumping of whey waste, and sewage being spread on fields, chicken and pig waste being brought into town or county. Shouldn't have to put up with the smell, besides hurting our ground water.

**Waterfront/Shoreline Property (2 responses)**

- Stop ragging on the people that own lake or river property. We, I take care of my land in a green system better than city residents. We have a great investment in property and housing not to let it go. If someone is not taking care of the property there might be a reason. Send them a letter. As a shoreland owner, I not only have to take care of the house and lawn but I also have to take care of the water as well.
- The shoreland zoning is out of control. It has become an ordinance based on aesthetics not clean water. Get back on track. Work on banning phosphorus in fertilizers throughout the state including municipalities. Then you will have clean water.

### **Miscellaneous (11 responses)**

- Asian beetles in the fall drive me nuts! Help!
- I do not live in Chippewa County. I own hunting land, 80 acres. Most questions do not apply.
- I have very poor cell phone/internet access at my home! Why doesn't government do something about that!
- It is hard for bigger boats to get to the Rod & Gun boat landing, which I believe was their plan.
- Keep it rural - that is why I live in the country.
- The County Board needs to do something above the building of cell towers and the depreciation value of adjoining property owners. Other counties in the State have enacted ordinances not allowing this but not Chippewa.
- Too deep to answer for an 80+ year old.
- We desperately need a good family style restaurant near the hospital, maybe across the street. When you have someone quite ill, there are times you just want to get away from there but still be close to it. ex. Perkins, Country Kitchen, in that order.
- We must stop the "so-called campers" who park trailers that are never moved. They are parked on concrete slabs with permanent decks-permanent screen porches and sheds- they will never be moved! They become permanent structures-summer homes that are almost tax FREE. It is a great source of taxes for Chip. County that is missed and we as permanent residents are being abused. Every year there are more. For example-stleut waters- Holcombe-Crosbys (illegible) Cornell-Birch Creek Campground, Tee Pee- Holcombe to name a few.
- Wisconsin Green is poorly set up.
- Chippewa County should not be in the business of rental or any other housing programs leave that to the private sector.

### **Q29 Employment Status**

#### **'Other' responses (8 Comments)**

- Student (2x)
- 32 hrs
- Ag. related- world and national market, Patent(s) holder, operate and research farm/ranch/Equine.
- Employed outside of the county
- House wife
- Semi-retired
- Stay at home mom

### **Q36 Where do you live?**

#### **'Other' responses (10 Comments)**

- Chippewa Falls (2x)
- City
- City CF and Town of Anson
- City Limits
- Cornell
- Eau Claire
- New Auburn
- Next to a gas station/truck stop
- Village of Cadott

**Appendix C: Quantitative Summary of Responses by Question**

**CHIPPEWA COUNTY**  
**COMPREHENSIVE PLANNING PUBLIC OPINION SURVEY**

**\*\*PLEASE RETURN BY xxxxxxxx xx, 2008\*\***

Fill the circle that most closely describes your perspective toward the following statements:

Like this: ●	Not like this: ✓	✗	/?
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**QUALITY OF LIFE**

The following questions ask your opinion on **the quality of life in Chippewa County.**

**1. What are the THREE most important reasons you and your family choose to live in Chippewa County?  
 Choose three only.**

15% Agriculture	11% Low Crime Rate	16% Quality Neighborhood
36% Near Existing Job	30% Natural Beauty	14% Quality Schools
4% Community Services	54% Near Family and Friends	19% Recreational Opportunities
13% Cost of Home	7% Employment Opportunity	43% Small Town Atmosphere
2% Historical Significance	9% Property Taxes	8% Other: (Please Identify) <b>See Appendix B</b>

<b>2. How would you rate your quality of life in Chippewa County?</b>	Excellent	Good	Fair	Poor	No Opinion
	27%	60%	10%	1%	1%

<b>3. Over the next 10 years, do you think your quality of life in Chippewa County will:</b>	Improve	Stay the Same	Become Worse	Don't Know
	13%	54%	19%	14%

**COUNTY FACILITIES AND SERVICES**

These questions are asking for your opinion about **Chippewa County facilities and services.**

<b>4. Rate the following <u>services/facilities.</u></b>	Excellent	Good	Fair	Poor	Don't Know
a. County Forests	20%	55%	9%	2%	14%
b. County Parks	21%	59%	11%	1%	9%
c. Sheriff Protection	15%	54%	18%	6%	6%
d. Public Libraries	20%	53%	12%	1%	14%
e. Public School System	18%	50%	17%	4%	11%
f. County Provided Health Care Services	10%	32%	15%	4%	39%
g. Environmental Protection	5%	44%	23%	4%	23%
h. County Airport Facilities	7%	36%	19%	8%	30%
i. Other: <b>See Appendix B</b>	16%	20%	7%	31%	27%

**COMMUNICATION**

The following questions ask your opinion about communication in **Chippewa County**.

**5. What are your TWO preferred methods of receiving information from Chippewa County regarding Comprehensive Planning information? Choose two only.**

Direct Mailings	Radio	Newspaper Articles	Newsletters	Website	Email	Other: <b>See Appendix B</b>
62%	16%	40%	42%	10%	11%	3%

**6. Are you satisfied with the working relationship between county government and your local government?**

Yes	No	Don't Know
40%	13%	48%

**7. Would you support sharing equipment or personnel with a neighboring community or county:**

a. If it afforded a cost savings?	83%	10%	6%
b. If it resulted in a slight reduction in quality of services?	41%	47%	12%

**NATURAL AND CULTURAL RESOURCES**

The following questions ask your opinion about the importance of natural and cultural resources in **Chippewa County**.

**8. I would support using tax revenues to develop the following on County-owned land. Choose all that apply.**

Bike Trails and Routes	Cross-Country Ski Trails	Snowmobile Trails	Walking and Hiking Trails
46%	23%	22%	51%
ATV Trails	Horseback Riding Trails	Other <b>See Appendix B</b>	Do not support any of the developments listed
30%	16%	4%	23%

**9. In your opinion, over the past five years, the quality of the following natural resources in Chippewa County is:**

	Better	About the Same	Worse	Not Sure
Air	5%	79%	7%	9%
Land	5%	69%	15%	10%
Groundwater	4%	64%	18%	14%
Lakes\Streams	8%	54%	28%	10%

**10. Chippewa County has an adequate amount of public land (33,107 acres as of 2007) for the use of hunting, fishing, and other recreational opportunities.**

Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
16%	47%	26%	10%	1%

**11. If you disagreed or strongly disagreed with question 10, above, do you support an increase in taxes to purchase additional land?**

Yes	No	Not Sure
16%	70%	14%

**HOUSING**

The following questions ask your opinion about the development of housing in Chippewa County.

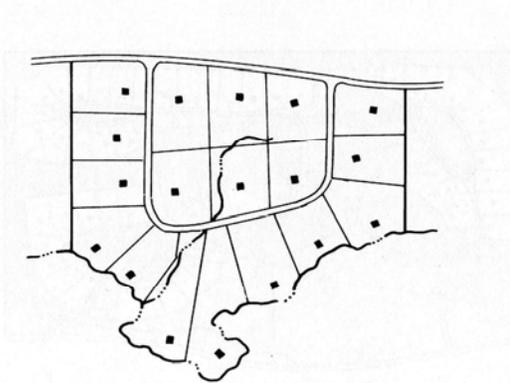
	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
<b>12. The following types of housing are needed:</b>					
a. Single Family Housing	12%	30%	41%	10%	7%
b. Duplexes (2 units)	3%	17%	47%	20%	12%
c. Apartments (3 or more units)	2%	10%	45%	27%	16%
d. Mobile Homes	1%	5%	28%	32%	34%
e. Other: <b>See Appendix B</b>	13%	6%	56%	7%	19%

**13. New homes should be built:**

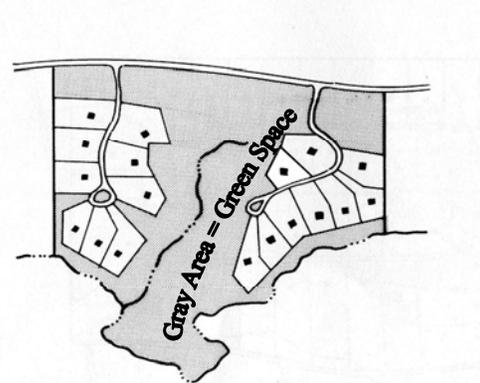
Primarily in communities where sewer and water are available	In or next to communities where sewers and water can be extended	Utilizing private septic systems and wells	Don't Know/ No Opinion
18%	14%	27%	41%

**14. Would you prefer housing built in a traditional design (Option A) or a cluster design (Option B)? Please fill in only one circle to indicate your preference. Gray area in Option B denotes green space.**

30% **OPTION A**



70% **OPTION B**



**AGRICULTURE AND LAND USE**

The following questions are asking for your opinion about agriculture and land use in Chippewa County.

	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
<b>15. Agricultural land should be allowed to be used for:</b>					
a. Agricultural Use	66%	29%	4%	0%	0%
b. Residential Use	8%	31%	27%	21%	14%
c. Commercial Use	4%	13%	25%	34%	24%
d. Industrial Use	4%	11%	22%	36%	26%
e. Any Use	6%	8%	24%	25%	38%

<b>16. It is important to support the preservation of agricultural land in Chippewa County.</b>	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
	53%	31%	11%	4%	1%

<b>17. If you agreed with Question Number 16, above, do you support preserving these areas if it resulted in increased taxes?</b>	Yes	No	Not Sure
	23%	43%	34%

**18. In your opinion, what should the minimum lot size be for rural residential development? Choose one only.**

Less than 1 acre	1 to 2 acres	3 to 5 acres	6 to 9 acres	10 or more acres	No Limitation	No Opinion/ Don't Know
10%	40%	26%	3%	8%	5%	9%

<b>19. How many acres of land do you own in Chippewa County?</b>	Less Than 1 acre	1-10 acres	11-100 acres	101 acres or more	Do Not Own Land
	19%	42%	20%	14%	5%

<b>20. If you own land, is your land actively farmed?</b>	Yes	No
	25%	75%

**TRANSPORTATION**

This question asks your opinion about transportation issues in Chippewa County.

<b>21. Please rate the following services.</b>	Excellent	Good	Fair	Poor	Don't Know
a. County Road Infrastructure	13%	64%	19%	2%	2%
b. County Snow Removal	18%	60%	16%	4%	3%
c. County Highway Maintenance	15%	60%	19%	5%	1%

**ECONOMIC DEVELOPMENT**

The following questions are asking about how you view economic development in Chippewa County.

	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
<b>22. Chippewa County should work with local cities, villages and towns to actively recruit new business and industry.</b>	35%	45%	14%	4%	2%
<b>23. Local tax dollars should be used to help attract new jobs or retain existing jobs in Chippewa County.</b>	24%	43%	17%	12%	5%
<b>24. Chippewa County should pursue the following energy alternatives as a form of economic development:</b>					
a. Alternative Fuel Production (e.g. ethanol or biodiesel)	18%	33%	26%	14%	9%
b. Solar Energy	35%	43%	18%	3%	1%
c. Wind Energy	38%	41%	15%	4%	2%
d. Hydro-Power	35%	40%	21%	3%	1%
e. Methane Digesters	23%	27%	38%	9%	3%
f. Other (please specify) <b>See Appendix B</b>	25%	20%	43%	2%	9%

<b>25. What types of businesses do you believe are the most important for Chippewa County to attract? Rank each: 5=High Priority and 1=Low Priority</b>	<b>5</b>	<b>4</b>	<b>3</b>	<b>2</b>	<b>1</b>
a. Tourism Business	15%	20%	23%	23%	19%
b. Timber Resource Industries	12%	21%	40%	18%	9%
c. Agricultural Business (including farms)	13%	16%	22%	23%	25%
d. Heavy Industry (including manufacturing)	15%	19%	27%	23%	15%
e. Public Sector/Government	11%	20%	41%	17%	11%
f. Service Business	8%	20%	36%	26%	10%
g. Retail Development	11%	18%	35%	24%	11%
h. Light Industry	11%	19%	25%	29%	16%
i. High Tech Industry	16%	19%	16%	23%	26%
j. Gravel & Sand Mining	16%	24%	27%	17%	16%
k. Other (please specify) <b>See Appendix B</b>	37%	16%	16%	5%	26%

**26. Is there anything else you would like to tell us about Chippewa County's Comprehensive Plan?  
See Appendix B**

**DEMOGRAPHICS:** Please tell us some things about you:

<b>27. Gender:</b>	Male	Female				
	59%	41%				
<b>28. Age:</b>	18-24	25-34	35-44	45-54	55-64	65 and older
	1%	7%	17%	27%	25%	23%
<b>29. Employment Status:</b>	Employed Full Time	Employed Part Time	Self Employed	Unemployed	Retired	Other: <b>See Appendix B</b>
	47%	6%	16%	3%	28%	1%
<b>30. Place of Residence:</b>		Own	Rent	Non-Resident Property Owner		
		92%	6%	3%		

<b>31. Do you own waterfront property in Chippewa County?</b>	Yes	No				
	29%	71%				
	0	1	2	3	4	5+
<b>32. Number of Adults (18 or older) in Household:</b>		13%	75%	10%	2%	0%
<b>33. Number of Children (under 18) in Household:</b>	67%	15%	13%	3%	2%	1%
<b>34. Household Income Range:</b>	Less than \$15,000	\$15,000 – 24,999	\$25,000 – 49,999	\$50,000 – 74,999	\$75,000 – 99,999	\$100,000 or More
	6%	9%	29%	25%	15%	16%
<b>35. How many years have you lived in Chippewa County?</b>	Less than 1	1 – 4	5 - 9	10 - 24	25+	
	1%	7%	9%	18%	64%	

**36. Where do you live? (Count = 552 responses, 23 respondents did not answer question)**

**Towns**

11%	Town of Anson	1%	Town of Colburn	2%	Town of Goetz	3%	Town of Sampson
1%	Town of Arthur	2%	Town of Cooks Valley	1%	Town of Hallie	2%	Town of Sigel
1%	Town of Auburn	1%	Town of Delmar	2%	Town of Howard	4%	Town of Tilden
2%	Town of Birch Creek	15%	Town of Eagle Point	25%	Town of Lafayette	10%	Town of Wheaton
2%	Town of Bloomer	2%	Town of Edson	3%	Town of Lake Holcombe	5%	Town of Woodmohr
2%	Town of Cleveland	1%	Town of Estella	1%	Town of Ruby	2%	Other: See Appendix B

Please return your survey by **xxxxxxx xx, 2008** to:  
 Survey Research Center  
 124 RDI Building  
 University of Wisconsin – River Falls  
 410 S. 3<sup>rd</sup> St.  
 River Falls, WI 54022  
**Thanks for completing the survey!**

BARCODE AREA

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