Chippewa County Comprehensive Plan

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David Trechter

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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

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.

As part of the West Central Wisconsin Regional Plan Commission Comprehensive Planning grant, Chippewa County was required to provide a statistically valid survey.

Chippewa County made contact with the Survey Research Center (SRC) at the University of Wisconsin – River Falls for help in conducting the survey.

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.\(^1\) 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.

\(^1\) 2007 Wisconsin Department of Administration Estimate.
Profile of Respondents

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.

### Table 1: Demographic Profile of Respondents

<table>
<thead>
<tr>
<th>Gender</th>
<th>Count</th>
<th>Male</th>
<th>Female</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sample</td>
<td>501</td>
<td>59%</td>
<td>41%</td>
</tr>
<tr>
<td>Census (18+)</td>
<td>40,593</td>
<td>49%</td>
<td>51%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Age</th>
<th>Count</th>
<th>18-24</th>
<th>25-34</th>
<th>35-44</th>
<th>45-54</th>
<th>55-64</th>
<th>65+</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sample</td>
<td>511</td>
<td>1%</td>
<td>7%</td>
<td>17%</td>
<td>27%</td>
<td>25%</td>
<td>23%</td>
</tr>
<tr>
<td>Census (18+)</td>
<td>40,593</td>
<td>10%</td>
<td>16%</td>
<td>22%</td>
<td>19%</td>
<td>12%</td>
<td>20%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Employment Status</th>
<th>Count</th>
<th>Full-Time</th>
<th>Part-Time</th>
<th>Self</th>
<th>Unemp</th>
<th>Retired</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sample</td>
<td>496</td>
<td>47%</td>
<td>6%</td>
<td>16%</td>
<td>3%</td>
<td>28%</td>
</tr>
<tr>
<td>Census (pop 16+)</td>
<td>42,499</td>
<td>65%</td>
<td>10%</td>
<td>3%</td>
<td>17%</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Place of Residence</th>
<th>Count</th>
<th>Own</th>
<th>Rent</th>
<th>Non Res Prop Owner</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sample</td>
<td>514</td>
<td>92%</td>
<td>6%</td>
<td>3%</td>
</tr>
<tr>
<td>Census (occup. units)</td>
<td>21,356</td>
<td>76%</td>
<td>24%</td>
<td></td>
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</table>

<table>
<thead>
<tr>
<th>Number in Household</th>
<th>Count</th>
<th>0</th>
<th>1</th>
<th>2</th>
<th>3</th>
<th>4+</th>
</tr>
</thead>
<tbody>
<tr>
<td>Adults (sample)</td>
<td>550</td>
<td>13%</td>
<td>75%</td>
<td>10%</td>
<td>2%</td>
<td></td>
</tr>
<tr>
<td>Children (sample)</td>
<td>527</td>
<td>67%</td>
<td>15%</td>
<td>13%</td>
<td>3%</td>
<td>3%</td>
</tr>
<tr>
<td>Households with children &lt;18 (Census)</td>
<td>7,573</td>
<td>64%</td>
<td></td>
<td>36%</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Household Income Range</th>
<th>Count</th>
<th>&lt; $15,000</th>
<th>$15 - $24,999</th>
<th>$25 - $49,999</th>
<th>$50 - $74,999</th>
<th>$75 - $99,999</th>
<th>$100,000+</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sample</td>
<td>519</td>
<td>6%</td>
<td>9%</td>
<td>29%</td>
<td>25%</td>
<td>15%</td>
<td>16%</td>
</tr>
<tr>
<td>Census (households)</td>
<td>21,356</td>
<td>14%</td>
<td>14%</td>
<td>36%</td>
<td>23%</td>
<td>8%</td>
<td>6%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Length Residency</th>
<th>Count</th>
<th>&lt;1</th>
<th>1 - 4</th>
<th>5 - 9</th>
<th>10 - 24</th>
<th>25+</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sample</td>
<td>553</td>
<td>1%</td>
<td>7%</td>
<td>9%</td>
<td>18%</td>
<td>64%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Waterfront Prop.</th>
<th>Count</th>
<th>Yes</th>
<th>No</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sample</td>
<td>557</td>
<td>29%</td>
<td>71%</td>
</tr>
</tbody>
</table>
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

<table>
<thead>
<tr>
<th>Town</th>
<th>2008 Sample</th>
<th>Percentage of 2008 Sample</th>
<th>Percentage of County’s Township Population²</th>
</tr>
</thead>
<tbody>
<tr>
<td>Anson</td>
<td>61</td>
<td>11%</td>
<td>7%</td>
</tr>
<tr>
<td>Arthur</td>
<td>8</td>
<td>1%</td>
<td>3%</td>
</tr>
<tr>
<td>Auburn</td>
<td>6</td>
<td>1%</td>
<td>2%</td>
</tr>
<tr>
<td>Birch Creek</td>
<td>10</td>
<td>2%</td>
<td>2%</td>
</tr>
<tr>
<td>Bloomer</td>
<td>11</td>
<td>2%</td>
<td>3%</td>
</tr>
<tr>
<td>Cleveland</td>
<td>11</td>
<td>2%</td>
<td>3%</td>
</tr>
<tr>
<td>Colburn</td>
<td>4</td>
<td>1%</td>
<td>3%</td>
</tr>
<tr>
<td>Cooks Valley</td>
<td>9</td>
<td>2%</td>
<td>2%</td>
</tr>
<tr>
<td>Delmar</td>
<td>8</td>
<td>1%</td>
<td>3%</td>
</tr>
<tr>
<td>Eagle Point</td>
<td>85</td>
<td>15%</td>
<td>11%</td>
</tr>
<tr>
<td>Edson</td>
<td>11</td>
<td>2%</td>
<td>3%</td>
</tr>
<tr>
<td>Estella</td>
<td>5</td>
<td>1%</td>
<td>2%</td>
</tr>
<tr>
<td>Goetz</td>
<td>10</td>
<td>2%</td>
<td>2%</td>
</tr>
<tr>
<td>Hallie</td>
<td>8</td>
<td>1%</td>
<td>1%</td>
</tr>
<tr>
<td>Howard</td>
<td>11</td>
<td>2%</td>
<td>2%</td>
</tr>
<tr>
<td>Lafayette</td>
<td>137</td>
<td>24%</td>
<td>21%</td>
</tr>
<tr>
<td>Lake Holcombe</td>
<td>14</td>
<td>2%</td>
<td>4%</td>
</tr>
<tr>
<td>Ruby</td>
<td>3</td>
<td>1%</td>
<td>1%</td>
</tr>
<tr>
<td>Sampson</td>
<td>16</td>
<td>3%</td>
<td>3%</td>
</tr>
<tr>
<td>Sigel</td>
<td>12</td>
<td>2%</td>
<td>3%</td>
</tr>
<tr>
<td>Tilden</td>
<td>20</td>
<td>3%</td>
<td>4%</td>
</tr>
<tr>
<td>Wheaton</td>
<td>57</td>
<td>10%</td>
<td>9%</td>
</tr>
<tr>
<td>Woodmohr</td>
<td>25</td>
<td>4%</td>
<td>3%</td>
</tr>
<tr>
<td>Other</td>
<td>10</td>
<td>2%</td>
<td>---</td>
</tr>
<tr>
<td>Did not answer</td>
<td>23</td>
<td>4%</td>
<td>---</td>
</tr>
<tr>
<td>Total</td>
<td>575</td>
<td>100%</td>
<td>100%</td>
</tr>
</tbody>
</table>

² 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%).

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.
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%).
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.
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.

<table>
<thead>
<tr>
<th>Table 2: County and Local Government Relationship and Sharing of Equipment and Personnel</th>
</tr>
</thead>
<tbody>
<tr>
<td>Are you satisfied with the working relationship between county government and your local government?</td>
</tr>
<tr>
<td>-------------------------------------------------------------------------------------------------</td>
</tr>
<tr>
<td>Are you satisfied with the working relationship between county government and your local government?</td>
</tr>
<tr>
<td>Would you support sharing equipment or personnel with a neighboring community or county: if it afforded a cost savings?</td>
</tr>
<tr>
<td>Would you support sharing equipment or personnel with a neighboring community or county: if it resulted in a slight reduction in quality of services?</td>
</tr>
</tbody>
</table>

- 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

- Walking and Hiking Trails: 51%
- Bike Trails: 46%
- ATV Trails: 30%
- Cross-Country Ski Trails: 23%
- Do not support any of the developments: 23%
- Snowmobile Trails: 22%
- Horseback Riding Trails: 16%

- 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>
<thead>
<tr>
<th>Resource</th>
<th>Count</th>
<th>Better</th>
<th>About the Same</th>
<th>Worse</th>
<th>Not Sure</th>
</tr>
</thead>
<tbody>
<tr>
<td>Lakes/Streams</td>
<td>549</td>
<td>8%</td>
<td>54%</td>
<td>28%</td>
<td>10%</td>
</tr>
<tr>
<td>Groundwater</td>
<td>547</td>
<td>4%</td>
<td>64%</td>
<td>18%</td>
<td>14%</td>
</tr>
<tr>
<td>Land</td>
<td>546</td>
<td>5%</td>
<td>69%</td>
<td>15%</td>
<td>10%</td>
</tr>
<tr>
<td>Air</td>
<td>549</td>
<td>5%</td>
<td>79%</td>
<td>7%</td>
<td>9%</td>
</tr>
</tbody>
</table>

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%).
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>
<thead>
<tr>
<th>Table 4: Housing Needs in Chippewa County</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Count</strong></td>
</tr>
<tr>
<td></td>
</tr>
<tr>
<td>Need Single Family Housing</td>
</tr>
<tr>
<td>Need Duplexes (2 units)</td>
</tr>
<tr>
<td>Need Apartments (3 or more units)</td>
</tr>
<tr>
<td>Need Mobile Homes</td>
</tr>
</tbody>
</table>

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.

<table>
<thead>
<tr>
<th>Chart 9: New Homes Should Be Built:</th>
</tr>
</thead>
<tbody>
<tr>
<td>Don't Know/No Opinion</td>
</tr>
<tr>
<td>Utilizing private septic systems and wells</td>
</tr>
<tr>
<td>Primarily in communities where sewer and water are available</td>
</tr>
<tr>
<td>In or next to communities where sewer and water can be extended</td>
</tr>
</tbody>
</table>
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:

- Agree + Strongly Agree
- Neutral
- Disagree + Strongly Disagree
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.

<table>
<thead>
<tr>
<th>Table 5: Preservation of Agricultural Land in Chippewa County</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Count</strong></td>
</tr>
<tr>
<td>---------------------------------------------------------------</td>
</tr>
<tr>
<td>It is important to support the preservation of agricultural land in Chippewa County.</td>
</tr>
<tr>
<td>If you agreed with the question above, do you support preserving these areas if it resulted in increased taxes?</td>
</tr>
</tbody>
</table>

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%).

<table>
<thead>
<tr>
<th>Chart 11: Minimum Lot Size for Rural Residential Development</th>
</tr>
</thead>
<tbody>
<tr>
<td>Less than 1 acre</td>
</tr>
<tr>
<td>---------------------------------------------------------------</td>
</tr>
<tr>
<td>10%</td>
</tr>
</tbody>
</table>
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 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).

<table>
<thead>
<tr>
<th>Table 6: Acreage in Chippewa County</th>
</tr>
</thead>
<tbody>
<tr>
<td>Acres Owned?</td>
</tr>
<tr>
<td>-------------</td>
</tr>
<tr>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Land actively farmed?</th>
<th>Count</th>
<th>Yes</th>
<th>No</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>479</td>
<td>25%</td>
<td>75%</td>
</tr>
</tbody>
</table>

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**

<table>
<thead>
<tr>
<th>Agree + Strongly Agree</th>
<th>Neutral</th>
<th>Disagree + Strongly Disagree</th>
</tr>
</thead>
<tbody>
<tr>
<td>81%</td>
<td>67%</td>
<td>14% 17%</td>
</tr>
<tr>
<td>County should work with local municipalities to actively recruit new business and industry</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Local tax dollars should be used to help attract new jobs or retain existing jobs in Chippewa County</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**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.

**Table 7: Types of Businesses Most Important for Chippewa County to Attract**

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

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

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.

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

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
   - Let's 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 retail
   - 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- let's 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 settings 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.

- 25 -
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)
- Let's 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.
- Wissota 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 xxxxxxx xx, 2008**

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

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

2. How would you rate your quality of life in Chippewa County?
   - Excellent (27%)
   - Good (60%)
   - Fair (10%)
   - Poor (1%)
   - No Opinion (1%)

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

COUNTY FACILITIES AND SERVICES
These questions are asking for your opinion about Chippewa County facilities and services.

4. Rate the following services/facilities.
   - County Forests (20%)
   - County Parks (21%)
   - Sheriff Protection (15%)
   - Public Libraries (20%)
   - Public School System (18%)
   - County Provided Health Care Services (10%)
   - Environmental Protection (5%)
   - County Airport Facilities (7%)
   - Other: (Please Identify) (16%)

- 28 -
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.

<table>
<thead>
<tr>
<th>Direct Mailings</th>
<th>Radio</th>
<th>Newspaper Articles</th>
<th>Newsletters</th>
<th>Website</th>
<th>Email</th>
<th>Other: See Appendix B</th>
</tr>
</thead>
<tbody>
<tr>
<td>62%</td>
<td>16%</td>
<td>40%</td>
<td>42%</td>
<td>10%</td>
<td>11%</td>
<td>3%</td>
</tr>
</tbody>
</table>

6. Are you satisfied with the working relationship between county government and your local government? Yes No Don’t Know

| 62% | 16% | 40% | 13% | 48% |

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

   a. If it afforded a cost savings?
   b. If it resulted in a slight reduction in quality of services?

   | a: Yes | No |
   | 83%   | 10% |
   | 41%   | 47% |
   | 6%    | 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 See Appendix B
   | 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.

12. The following types of housing are needed:
   a. Single Family Housing
      Strongly Agree | Agree | Neutral | Disagree | Strongly Disagree
      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: See Appendix 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.

15. Agricultural land should be allowed to be used for:
   a. Agricultural Use
      Strongly Agree | Agree | Neutral | Disagree | Strongly Disagree
      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%
16. It is important to support the preservation of agricultural land in Chippewa County.  

<table>
<thead>
<tr>
<th>Strongly Agree</th>
<th>Agree</th>
<th>Neutral</th>
<th>Disagree</th>
<th>Strongly Disagree</th>
</tr>
</thead>
<tbody>
<tr>
<td>53%</td>
<td>31%</td>
<td>11%</td>
<td>4%</td>
<td>1%</td>
</tr>
</tbody>
</table>

17. If you agreed with Question Number 16, above, do you support preserving these areas if it resulted in increased taxes?  

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.  

<table>
<thead>
<tr>
<th>Less than 1 acre</th>
<th>1 to 2 acres</th>
<th>3 to 5 acres</th>
<th>6 to 9 acres</th>
<th>10 or more acres</th>
<th>No Limitation</th>
<th>No Opinion/ Don’t Know</th>
</tr>
</thead>
<tbody>
<tr>
<td>10%</td>
<td>40%</td>
<td>26%</td>
<td>3%</td>
<td>8%</td>
<td>5%</td>
<td>9%</td>
</tr>
</tbody>
</table>

19. How many acres of land do you own in Chippewa County?  

<table>
<thead>
<tr>
<th>Less Than 1 acre</th>
<th>1-10 acres</th>
<th>11-100 acres</th>
<th>101 acres or more</th>
<th>Do Not Own Land</th>
</tr>
</thead>
<tbody>
<tr>
<td>19%</td>
<td>42%</td>
<td>20%</td>
<td>14%</td>
<td>5%</td>
</tr>
</tbody>
</table>

20. If you own land, is your land actively farmed?  

Yes  No  
25%  75%

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

21. Please rate the following services.  

<table>
<thead>
<tr>
<th>Excellent</th>
<th>Good</th>
<th>Fair</th>
<th>Poor</th>
<th>Don’t Know</th>
</tr>
</thead>
<tbody>
<tr>
<td>a. County Road Infrastructure</td>
<td>13%</td>
<td>64%</td>
<td>19%</td>
<td>2%</td>
</tr>
<tr>
<td>b. County Snow Removal</td>
<td>18%</td>
<td>60%</td>
<td>16%</td>
<td>4%</td>
</tr>
<tr>
<td>c. County Highway Maintenance</td>
<td>15%</td>
<td>60%</td>
<td>19%</td>
<td>5%</td>
</tr>
</tbody>
</table>

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

22. Chippewa County should work with local cities, villages and towns to actively recruit new business and industry.  

<table>
<thead>
<tr>
<th>Strongly Agree</th>
<th>Agree</th>
<th>Neutral</th>
<th>Disagree</th>
<th>Strongly Disagree</th>
</tr>
</thead>
<tbody>
<tr>
<td>35%</td>
<td>45%</td>
<td>14%</td>
<td>4%</td>
<td>2%</td>
</tr>
</tbody>
</table>

23. Local tax dollars should be used to help attract new jobs or retain existing jobs in Chippewa County.  

24. Chippewa County should pursue the following energy alternatives as a form of economic development:  

<table>
<thead>
<tr>
<th>a. Alternative Fuel Production (e.g. ethanol or biodiesel)</th>
<th>18%</th>
<th>33%</th>
<th>26%</th>
<th>14%</th>
<th>9%</th>
</tr>
</thead>
<tbody>
<tr>
<td>b. Solar Energy</td>
<td>35%</td>
<td>43%</td>
<td>18%</td>
<td>3%</td>
<td>1%</td>
</tr>
<tr>
<td>c. Wind Energy</td>
<td>38%</td>
<td>41%</td>
<td>15%</td>
<td>4%</td>
<td>2%</td>
</tr>
<tr>
<td>d. Hydro-Power</td>
<td>35%</td>
<td>40%</td>
<td>21%</td>
<td>3%</td>
<td>1%</td>
</tr>
<tr>
<td>e. Methane Digesters</td>
<td>23%</td>
<td>27%</td>
<td>38%</td>
<td>9%</td>
<td>3%</td>
</tr>
<tr>
<td>f. Other (please specify) See Appendix B</td>
<td>25%</td>
<td>20%</td>
<td>43%</td>
<td>2%</td>
<td>9%</td>
</tr>
</tbody>
</table>
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

<table>
<thead>
<tr>
<th>Business Type</th>
<th>5</th>
<th>4</th>
<th>3</th>
<th>2</th>
<th>1</th>
</tr>
</thead>
<tbody>
<tr>
<td>a. Tourism Business</td>
<td>15%</td>
<td>20%</td>
<td>23%</td>
<td>23%</td>
<td>19%</td>
</tr>
<tr>
<td>b. Timber Resource Industries</td>
<td>12%</td>
<td>21%</td>
<td>40%</td>
<td>18%</td>
<td>9%</td>
</tr>
<tr>
<td>c. Agricultural Business (including farms)</td>
<td>13%</td>
<td>16%</td>
<td>22%</td>
<td>23%</td>
<td>25%</td>
</tr>
<tr>
<td>d. Heavy Industry (including manufacturing)</td>
<td>15%</td>
<td>19%</td>
<td>27%</td>
<td>23%</td>
<td>15%</td>
</tr>
<tr>
<td>e. Public Sector/Government</td>
<td>11%</td>
<td>20%</td>
<td>41%</td>
<td>17%</td>
<td>11%</td>
</tr>
<tr>
<td>f. Service Business</td>
<td>8%</td>
<td>20%</td>
<td>36%</td>
<td>26%</td>
<td>10%</td>
</tr>
<tr>
<td>g. Retail Development</td>
<td>11%</td>
<td>18%</td>
<td>35%</td>
<td>24%</td>
<td>11%</td>
</tr>
<tr>
<td>h. Light Industry</td>
<td>11%</td>
<td>19%</td>
<td>25%</td>
<td>29%</td>
<td>16%</td>
</tr>
<tr>
<td>i. High Tech Industry</td>
<td>16%</td>
<td>19%</td>
<td>16%</td>
<td>23%</td>
<td>26%</td>
</tr>
<tr>
<td>j. Gravel &amp; Sand Mining</td>
<td>16%</td>
<td>24%</td>
<td>27%</td>
<td>17%</td>
<td>16%</td>
</tr>
<tr>
<td>k. Other (please specify)</td>
<td>See Appendix B</td>
<td>37%</td>
<td>16%</td>
<td>16%</td>
<td>5%</td>
</tr>
</tbody>
</table>

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:

27. Gender: Male: 59% Female: 41%


30. Place of Residence: Own: 92%, Rent: 6%, Non-Resident Property Owner: 3%
31. Do you own waterfront property in Chippewa County? Yes No
   29% 71%

32. Number of Adults (18 or older) in Household: 13% 75% 10% 2% 0%

33. Number of Children (under 18) in Household: 67% 15% 13% 3% 2% 1%

34. Household Income Range:

<table>
<thead>
<tr>
<th>Income Range</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Less than $15,000</td>
<td>6%</td>
</tr>
<tr>
<td>$15,000 – 24,999</td>
<td>9%</td>
</tr>
<tr>
<td>$25,000 – 49,999</td>
<td>29%</td>
</tr>
<tr>
<td>$50,000 – 74,999</td>
<td>25%</td>
</tr>
<tr>
<td>$75,000 – 99,999</td>
<td>15%</td>
</tr>
<tr>
<td>$100,000 or More</td>
<td>16%</td>
</tr>
</tbody>
</table>

35. How many years have you lived in Chippewa County?

<table>
<thead>
<tr>
<th>Years</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Less than 1</td>
<td>1%</td>
</tr>
<tr>
<td>1 – 4</td>
<td>7%</td>
</tr>
<tr>
<td>5 – 9</td>
<td>9%</td>
</tr>
<tr>
<td>10 – 24</td>
<td>18%</td>
</tr>
<tr>
<td>25+</td>
<td>64%</td>
</tr>
</tbody>
</table>

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

**Towns**

<table>
<thead>
<tr>
<th>Town</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Town of Anson</td>
<td>11%</td>
</tr>
<tr>
<td>Town of Arthur</td>
<td>1%</td>
</tr>
<tr>
<td>Town of Auburn</td>
<td>1%</td>
</tr>
<tr>
<td>Town of Birch Creek</td>
<td>2%</td>
</tr>
<tr>
<td>Town of Bloomer</td>
<td>2%</td>
</tr>
<tr>
<td>Town of Cleveland</td>
<td>2%</td>
</tr>
<tr>
<td>Town of Colburn</td>
<td>1%</td>
</tr>
<tr>
<td>Town of Cooks Valley</td>
<td>2%</td>
</tr>
<tr>
<td>Town of Delmar</td>
<td>1%</td>
</tr>
<tr>
<td>Town of Edson</td>
<td>2%</td>
</tr>
<tr>
<td>Town of Estella</td>
<td>1%</td>
</tr>
<tr>
<td>Town of Goetz</td>
<td>2%</td>
</tr>
<tr>
<td>Town of Hallie</td>
<td>1%</td>
</tr>
<tr>
<td>Town of Howard</td>
<td>2%</td>
</tr>
<tr>
<td>Town of Eagle Point</td>
<td>15%</td>
</tr>
<tr>
<td>Town of Edson</td>
<td>3%</td>
</tr>
<tr>
<td>Town of Estella</td>
<td>1%</td>
</tr>
<tr>
<td>Town of Goetz</td>
<td>2%</td>
</tr>
<tr>
<td>Town of Sampson</td>
<td>3%</td>
</tr>
<tr>
<td>Town of Sigel</td>
<td>2%</td>
</tr>
<tr>
<td>Town of Howard</td>
<td>4%</td>
</tr>
<tr>
<td>Town of Sigel</td>
<td>4%</td>
</tr>
<tr>
<td>Town of Tailleur</td>
<td>10%</td>
</tr>
<tr>
<td>Town of Woodmohr</td>
<td>5%</td>
</tr>
<tr>
<td>Other: See Appendix B</td>
<td></td>
</tr>
</tbody>
</table>

Please return your survey by xxxxxx xx, 2008 to:
Survey Research Center
124 RDI Building
University of Wisconsin – River Falls
410 S. 3rd St.
River Falls, WI 54022

Thanks for completing the survey!