



# 2007 Eau Claire County Resident Survey

## Background

A paper-based survey was administered in order to gain an understanding of the range of opinions and interests of Eau Claire County residents. The survey results will be instrumental in guiding the development of a countywide vision, as well as appropriate goals and objectives for the Eau Claire County Comprehensive Plan.

At their May 9<sup>th</sup>, 2007 meeting, the Eau Claire County Comprehensive Plan Steering Committee carefully reviewed and revised a draft survey, which would later be mailed to a stratified random sample of households across Eau Claire County. The final survey consisted of 37 questions focusing on a wide range of issues pertinent to the comprehensive plan. A random sample of households received the following items:

- 1) Pre-survey postcard with an explanation of the survey effort and notification that a survey would arrive in the coming week (6/4/07)
- 2) Survey complete with instructions and pre-paid return postage (6/12/07)
- 3) Follow-up postcard to thank those that had returned the survey and to encourage those that had not yet replied (6/28/07)

An important goal was to administer the resident survey in a way that would glean statistically valid results. Put simply, the survey effort was designed so that the responses (from randomly selected households) would best represent County households as a whole. Based on the approach taken and the responses received, the surveys received are representative of all County households as follows: *One can be 90% sure that the answers provided are within + or -7.4% of the answers that would have been provided by the entire population of Eau Claire County households.* For example, if 60% of the respondents indicated that they strongly agree with something, we can be 99% sure that between 52.6% and 67.4% of all Eau Claire County householders would strongly agree with it (see details at end of report)<sup>1</sup>.

## Summary of Results

### Demographics

A total of 299 surveys were received, representing households from cities, villages, and towns across Eau Claire County as shown in the table at right. 40% of respondents claimed to be retired, and fewer than 20% indicated that they had children living at home. Of respondents that are employed, nearly two thirds work within the City of Eau Claire.

### Quality of Life

92% of respondents agreed or strongly agreed that the overall quality of life in Eau Claire County is good. 59% indicated that it had improved in recent years, and 57% indicated that it would likely improve in the future. Over 85% of respondents agreed that *public forests, lakes and rivers, outdoor recreational facilities and activities, and the natural environment* made the quality of life in Eau Claire County good. A majority of respondents disagreed that *low property tax rates* contributed to good quality of life, and relative to most features listed, *good roads and cultural opportunities* received lower levels of support.

### Agriculture, Natural, and Cultural Resources

*Farmland Preservation*- Respondents consistently indicated support for preservation of prime farmland. Over 90% agreed or strongly agreed that *good farmland should be preserved for agricultural use*, and over 80% felt that *more needs to be done to preserve farmland* in Eau Claire County. Over 75 % disagreed that *farming is an industry in decline and therefore farmland should be considered for other uses*. While over two thirds of respondents supported more regulations focused on farmland protection, nearly half opposed *spending property tax dollars to compensate landowners who agree not to develop their farmland* (29% were unsure about this).

*Natural resources*- When asked to rate the current state of and importance of protection for individual natural resources, the highest rated resources in the County were *air quality, forests/woodlands, and surface water*. In all cases, a majority of respondents indicated that natural resources were "very important" to protect, with *groundwater, air quality, and surface water* receiving the response "very important" over 85% of the time. Importantly, respondents were asked whether they would support

Jurisdiction	Mailed	Received
C of Altoona	104	21
C of Augusta	20	3
C of Eau Claire	852	173
T of Bridge Creek	21	7
T of Brunswick	22	9
T of Clear Creek	10	3
T of Drammen	10	4
T of Fairchild	4	1
T of Lincoln	13	9
T of Ludington	13	2
T of Otter Creek	6	0
T of Pleasant Valley	35	13
T of Seymour	40	10
T of Union	32	8
T of Washington	94	25
T of Wilson	5	2
V of Fairchild	7	1
V of Fall Creek	17	7
Unknown	N/A	1
<b>Total from County</b>	<b>1,305</b>	<b>299</b>

increased taxes or regulations to better protect natural resources. Many were unsure, but a majority did support *increased taxes for groundwater protection (57%)*, and notably, at least a majority supported *stricter regulations* to protect natural resources in all cases. A majority of respondents specifically supported *better enforcement of existing laws and regulations (79%)*, *increased regulations on pesticides and fertilizers in agricultural operations (62%)*, *increased regulations on pesticides and fertilizers in urban areas (68%)*, *closer monitoring of private septic systems (56%)*, and *more regulations to protect agricultural lands (54%)*.

**Parks and recreation-** Consistent with the fact that respondents showed appreciation for existing recreational facilities and activities in Eau Claire County, no specific facility type was deemed to need development or improvement by a majority of respondents. Those receiving the highest levels of support were *bike and pedestrian trails (45%)* and *beaches (44%)*. In general, respondents indicated that *user fees* rather than *property taxes* should fund improvements to parks and recreational facilities. Also, nearly two thirds of respondents indicated that developers should be required to provide such facilities as part of rural subdivision approval.

### **Transportation**

A majority of respondents indicated that most aspects of the Eau Claire County transportation system are in good condition. Respondents overwhelmingly agreed or strongly agreed with the adequacy of *state/interstate highways (87%)*, *county highways (77%)*, and *timely snowplowing (77%)*. A significant number of respondents were unsure about the adequacy of service at the *Chippewa Valley Regional Airport*, as well as the adequacy of *shared ride van services* in the County. In no cases did a majority of respondents support increased taxes to improve transportation systems, although over one fourth supported such increases for *passenger rail service (26%)* and the *expansion of van operations for elderly and disabled citizens (27%)*.

### **Housing**

With regard to new types of housing needed in the county, the two supported by a majority of respondents were *assisted living facilities for seniors (57%)* and *housing for low-income households (53%)*. A strong majority of respondents disagreed or strongly disagreed with the need for *executive (high-end) homes (80%)* and *mobile home parks (77%)*.

### **Economic Development**

74% of respondents indicated that Eau Claire County should allocate funding to recruit new industries and businesses. With regard to specific types of industrial development, respondents strongly supported light manufacturing (93%), high technology manufacturing (86%), and transport industrial businesses (82%). Within the retail/food sector, the strongest levels of support were shown for *family restaurants (65%)* and *specialty grocery stores (59%)*. A majority of respondents indicated that there are not enough job opportunities in the county, nor do the current jobs pay adequate wages or salaries.

### **Utility and Community Facilities**

Respondents were asked to rate an array of services (public and private), and indicate whether they would support taxes or fees to improve them if needed. In all cases except cable/telecommunications, a majority of respondents rated services as “excellent” or “good”. Those ranked highest included *law enforcement, fire protection, public library, garbage collection, and municipal water system*. In all cases, a majority of respondents indicated that they opposed increases in taxes to improve services.

### **Land Use**

79% of respondents felt that a great deal of development has occurred in Eau Claire County over the past five years. 43% indicated that land use policies should be more restrictive, while 40% indicated that current policies are okay. Nearly 80% of respondents indicated that neither they nor their neighbors should be allowed to use, develop, or sell their land for any use, regardless of conflict.

With regard to the design and location of new rural residential development, 71% of respondents supported relatively small minimum lot sizes of 1-2 or 3-5 acres. Respondents were split as to whether there should be a *maximum* lot size for such development. A strong majority agreed or strongly agreed that new housing should be located *within or adjacent to cities and villages (83%)*, *away from active farm operations (74%)*, and/or *within or adjacent to existing rural subdivisions (72%)*. 64% disagreed or strongly disagreed that new housing should be located *anywhere there is a suitable site for development*.

Although several respondents were unsure about it, 52% favored cluster, rather than conventional, residential development, and 57% felt that cluster development would more effectively maintain the rural character of Eau Claire County. Finally, A strong majority of respondents agreed or strongly agreed that shoreland vegetation was important wildlife habitat to protect, and supported policies and regulations to better protect it.

## Results: 2007 Eau Claire County Resident Survey

### Demographics

1) What is your age?

N=295      18-34: 25, 8.5%      35-64: 167, 56.6%      65 and older: 103, 34.9%

2) Do you have children (under 19) living at home?

N=299      Yes: 58, 19.4%      No: 241, 80.6%

3) Do you rent or own your home?

N=290      Own: 276, 95.2%      Rent: 14, 4.8%

4) What is your occupation?

N=293

Farming	8, 2.7%	Manufacturing	17, 5.8%	Professional	24, 8.2%
Government	5, 1.7%	Homemaker	8, 2.7%	Health Care	16, 5.5%
Unemployed	3, 1.0%	Service Industry	16, 5.5%	Other	18, 6.1%
Education	19, 6.5%	Sales/Retail	15, 5.1%	No Answer	6, 2.0%
Management	11, 3.8%	Retired	116, 39.6%		
Transportation	5, 1.7%	Technology	12, 4.1%		

5) If employed, where is your place of employment?

N=161	City of Altoona	7, 4.3%	City of Eau Claire	104, 64.2%
	Eau Claire County, Town of	9, 5.6%	I work out of my home	12, 7.4%
	Outside of Eau Claire Co	27, 16.7%	Village of Fairchild	0, 0%
	City of Augusta	1, 0.6%	Village of Fall Creek	1, 0.6%

### Quality of Life

6) Please answer the following questions regarding quality of life in Eau Claire County:

		Strongly Agree	Agree	Disagree	Strongly Disagree	Not Sure
a) Quality of life in Eau Claire Co is good	N=292	76, 26.0%	193, 66.1%	11, 3.8%	3, 1.0%	9, 3.1%
b) Quality of life in Eau Claire County has improved in recent years	N= 288	21, 7.3%	148, 51.4%	67, 23.3%	9, 3.1%	43, 14.9%
c) Quality of life in Eau Claire County is likely to improve in the future	N=287	16, 5.6%	146, 50.9%	59, 20.6%	11, 3.8%	55, 19.2%
d) The following features make quality of life in Eau Claire County good:						
Farming	N=286	53, 18.5%	183, 64.0%	16, 5.6%	4, 1.4%	30, 10.5%
Public forests	N=288	75, 26.0%	172, 59.7%	13, 4.5%	2, 0.7%	26, 9.0%
Lakes and rivers	N=291	107, 36.8%	165, 56.7%	10, 3.4%	2, 0.7%	7, 2.4%
Public schools	N=289	71, 24.6%	161, 55.7%	32, 11.1%	7, 2.4%	18, 6.2%
Public outdoor recreational facilities	N=291	79, 27.1%	183, 62.9%	16, 5.5%	4, 1.4%	9, 3.1%
Public outdoor recreation activities	N=290	71, 24.5%	182, 62.8%	20, 6.9%	3, 1.0%	14, 4.8%
Low crime rate	N=290	69, 23.8%	173, 59.7%	27, 9.3%	8, 2.8%	13, 4.5%
Affordable housing	N=286	43, 15.0%	138, 48.3%	63, 22.0%	14, 4.9%	28, 9.8%
Good roads	N=289	33, 11.4%	150, 51.9%	73, 25.3%	22, 7.6%	11, 3.8%
Proximity to jobs	N=282	37, 13.1%	171, 60.6%	38, 13.5%	12, 4.3%	24, 8.5%
Low property tax rates	N=288	18, 6.3%	54, 18.8%	108, 37.5%	83, 28.8%	25, 8.7%
Natural environment	N=289	80, 27.7%	182, 63.0%	9, 3.1%	1, 0.3%	17, 5.9%
Cultural opportunities	N=288	28, 9.7%	159, 55.2%	51, 17.7%	15, 5.2%	35, 12.2%

**Agriculture, Natural, and Cultural Resources**

7) Please give us your opinion about the following statements concerning farming and agriculture in Eau Claire County

	Strongly Agree	Agree	Disagree	Strongly Disagree	Not Sure
a) Good farmland should be preserved for agricultural use N=295	170, 57.6%	96, 32.5%	15, 5.1%	1, 0.3%	13, 4.4%
b) Non-farm residential development should be allowed on land that is marginal for crop cultivation N=294	36, 12.2%	148, 50.3%	56, 19.0%	15, 5.1%	39, 13.3%
c) Non-farm residential development should not be allowed in farming areas because of the potential for conflicts with farming activities N=295	77, 26.1%	124, 42.0%	42, 14.2%	13, 4.4%	39, 13.2%
d) More needs to be done to preserve farmland N=294	114, 38.8%	123, 41.8%	25, 8.5%	5, 1.7%	27, 9.2%
e) Farming is an industry in decline, and therefore farmland should be considered for other uses N=297	12, 4.0%	31, 10.4%	126, 43.4%	96, 32.3%	29, 9.8%

8) Would you support more regulations to protect and preserve farmland?

N=296 Support: 201, 67.9% Oppose: 26, 8.8% Not Sure: 69, 23.3%

9) Would you support spending property tax dollars to compensate landowners who agree not to develop their farmland?

N=296 Support: 67, 22.7% Oppose: 142, 48.1% Not Sure: 86, 29.2%

10) This is a two-part question: How would you rate the current condition of the following natural resources in Eau Claire County, and how important is it to protect them?

	Rating					Importance to Protect		
	Excellent	Good	Fair	Poor	Not Sure	Very Important	Somewhat Important	Not Important
a) Surface water N=295 / 290	27, 9.2%	171, 58.0%	71, 24.1%	10, 3.4%	16, 5.4%	250, 86.2%	35, 12.1%	5, 1.7%
b) Groundwater N=290 / 289	37, 12.8%	171, 59.0%	51, 17.6%	6, 2.1%	25, 8.6%	262, 90.7%	23, 8.0%	4, 1.4%
c) Wetlands N=292 / 289	17, 5.8%	133, 45.5%	81, 27.7%	13, 4.5%	48, 16.4%	183, 63.3%	88, 30.4%	18, 6.2%
d) Farmlands N=291 / 288	20, 6.9%	179, 61.5%	60, 20.6%	6, 2.1%	26, 8.9%	209, 72.6%	69, 24.0%	10, 3.5%
e) Wildlife habitat N=294 / 289	31, 10.5%	173, 58.8%	65, 22.1%	11, 3.7%	14, 4.8%	214, 74.0%	69, 23.9%	6, 2.1%
f) Forests/ Woodlands N=288 / 287	34, 11.8%	173, 60.1%	57, 19.8%	10, 3.5%	14, 4.9%	216, 75.3%	66, 23.0%	5, 1.7%
g) Undeveloped hilltops/hillsides N=292 / 283	16, 5.5%	130, 44.5%	85, 29.1%	14, 4.8%	47, 16.1%	150, 53.0%	108, 38.2%	25, 8.8%
h) Air quality N=293 / 290	55, 18.8%	193, 65.9%	34, 11.6%	4, 1.4%	7, 2.4%	256, 88.3%	30, 10.3%	4, 1.4%
i) Night Sky N=293 / 286	56, 19.1%	145, 49.5%	58, 19.8%	18, 6.1%	16, 5.5%	183, 64.0%	87, 30.4%	16, 5.6%

11) This is a two-part question: Would you support or oppose increased taxes and/or stricter regulations to improve or protect the following natural features and resources?

	Increased Taxes?			Stricter Regulations?		
	Support	Oppose	Not Sure	Support	Oppose	Not Sure
a) Improve the quality of surface waters (rivers, lakes, streams) and shorelines N=289 / 290	130, 45.0%	114, 39.4%	45, 15.6%	200, 69.0%	49, 16.9%	41, 14.1%
b) Protect the quality of groundwater N=292 / 291	166, 56.8%	91, 31.2%	35, 12.0%	220, 75.6%	39, 13.4%	32, 11.0%
c) Protect and restore wetlands N=291 / 290	94, 32.3%	129, 44.3%	68, 23.4%	155, 53.4%	69, 23.8%	66, 22.8%
d) Protect and restore wildlife habitat N=291 / 290	107, 36.8%	119, 40.9%	65, 22.3%	175, 60.3%	58, 20.0%	57, 19.7%
e) Protect and restore forests/woodlands N=290 / 290	121, 41.7%	121, 41.7%	48, 16.6%	178, 61.4%	57, 19.7%	55, 19.0%
f) Protect highly erodible soils N=288 / 291	105, 36.5%	119, 41.3%	64, 22.2%	178, 61.2%	51, 17.5%	62, 21.3%
g) Protect undeveloped hilltops and hillsides N=288 / 291	82, 28.5%	132, 45.8%	74, 25.7%	158, 54.3%	62, 21.3%	71, 24.4%
h) Improve air quality N=291 / 291	141, 48.5%	106, 36.4%	44, 15.1%	203, 69.8%	49, 16.8%	39, 13.4%
i) Maintain and restore the night sky N=287 / 288	82, 28.6%	130, 45.3%	75, 26.1%	151, 52.4%	68, 23.6%	69, 18.8%

12) Would you support or oppose the following additional programs to further protect the natural environment in Eau Claire County?

	Support	Oppose	Not Sure
a) Increased regulations on pesticides and fertilizers in agricultural operations N=293	182, 62.1%	56, 19.1%	55, 18.8%
b) Increased regulations on pesticides and fertilizers in urban areas (lawn care, tree care, etc.) N=295	199, 67.5%	48, 13.6%	48, 13.6%
c) Closer monitoring of private septic systems N=296	167, 56.4%	65, 22.0%	64, 21.6%
d) More regulations to protect agricultural lands N=294	160, 54.4%	69, 23.5%	65, 22.1%
e) Better enforcement of existing laws and regulations N=296	233, 78.7%	21, 7.1%	42, 14.2%

13) This is a two-part question: Please indicate your opinion about whether more of the following recreational facilities are needed in Eau Claire County over the next ten years. If needed, how should their development or expansion be funded?

	Need to be developed/improved?			If needed, how should development/expansion be funded?		
	Yes	No	Not Sure	Property Taxes	General Park User Fees	Combination of Taxes and User Fees
a) Campgrounds N=96 / 5	96, 33.0%	119, 40.9%	76, 26.1%	5, 2.2%	174, 76.7%	48, 21.1%
b) Cross-country ski trails N=53 / 2	53, 18.3%	148, 51.0%	89, 30.7%	2, 1.0%	166, 79.8%	40, 19.2%
c) Picnic areas N=104 / 20	104, 35.9%	128, 44.1%	58, 20.0%	20, 9.0%	136, 61.3%	66, 29.7%
d) Beaches N=126 / 21	126, 43.6%	99, 34.3%	64, 22.1%	21, 8.9%	144, 60.8%	72, 30.4%
e) Bike & pedestrian trails N=130 / 22	130, 44.5%	114, 39.0%	48, 16.4%	22, 9.2%	143, 59.8%	74, 31.0%
f) ATV trails N=49 / 3	49, 17.1%	177, 61.7%	61, 21.3%	3, 1.5%	162, 80.2%	37, 18.3%
g) Snowmobile trails N=37 / 3	37, 12.8%	195, 67.2%	58, 20.0%	3, 1.5%	154, 79.4%	37, 19.1%
h) Frisbee golf courses N=37 / 6	37, 12.8%	192, 66.4%	60, 20.8%	6, 3.0%	147, 74.2%	45, 22.7%

i) Playground equipment N=107 / 50	107, 36.9%	113, 39.0%	70, 24.1%	50, 22.4%	117, 52.5%	56, 25.1%
j) Tennis courts N=48 / 12	48, 16.6%	176, 60.9%	65, 22.5%	12, 6.0%	144, 72.0%	44, 22.0%
k) Basketball courts N=54 / 12	54, 18.6%	175, 60.3%	61, 21.0%	12, 6.0%	145, 72.1%	44, 21.9%
l) Hunting Facilities N=71 / 8	71, 24.6%	161, 55.7%	57, 19.7%	8, 3.8%	152, 72.0%	51, 24.1%
m) Fishing Facilities N=86 / 11	86, 29.8%	144, 49.8%	59, 20.4%	11, 5.2%	150, 70.8%	51, 24.1%

14) Should developers be required to provide neighborhood parks or other recreational facilities as part of rural subdivision approval?

N= 261

Yes: 169, 64.8%

No: 63, 24.1%

Not Sure: 29, 11.1%

### Transportation

15) Please indicate your opinion about the following transportation resources in Eau Claire County:

	Strongly Agree	Agree	Disagree	Strongly Disagree	Not Sure
a) County Highways (lettered highways) are in good condition N=291	22, 7.6%	202, 69.4%	43, 14.8%	8, 2.7%	16, 5.5%
b) State and Interstate Highways are in good condition N=294	46, 15.6%	210, 71.4%	27, 9.2%	4, 1.4%	7, 2.4%
c) Town roads are in good condition N=290	16, 5.5%	160, 55.2%	78, 26.9%	12, 4.1%	24, 8.3%
d) Snowplowing is done in a timely fashion N=293	35, 9.6%	190, 64.8%	43, 14.7%	14, 4.8%	11, 3.8%
e) Bicycling lanes/trails in cities and villages are adequate N=291	28, 9.6%	145, 49.8%	59, 20.3%	14, 4.8%	45, 15.5%
f) Existing roads and trails in rural areas are adequate for bicycling N=290	23, 7.9%	117, 40.3%	67, 23.1%	18, 6.2%	65, 22.4%
g) Chippewa Valley Regional Airport provides good passenger air service N=285	12, 4.2%	98, 34.4%	53, 18.6%	19, 6.7%	103, 36.1%
h) Shared ride van service provided by the County Human Services Dept. adequately serves elderly and disabled citizens throughout the county N=290	10, 3.4%	92, 31.7%	21, 7.2%	6, 2.1%	161, 55.5%
i) Passenger rail service should be pursued for Eau Claire County N=292	69, 23.6%	87, 29.8%	58, 19.9%	15, 5.1%	63, 21.6%

16) This is a two-part question. During the next ten years, which transportation improvements are important for Eau Claire County, and do you think more tax dollars should be spent to make the improvements?

	Needs to Improve					Yes, Increase Taxes to Improve
	Strongly Agree	Agree	Disagree	Strongly Disagree	Not Sure	
a) County (lettered) highways should be improved N=291	17, 5.8%	106, 36.4%	95, 32.6%	4, 1.4%	69, 23.7%	51, 17.5%
b) State and Interstate Highways should be improved N=289	10, 3.5%	112, 38.8%	103, 35.6%	6, 2.1%	58, 20.1%	47, 16.3%
c) Town roads should be improved N=288	31, 10.8%	116, 40.3%	78, 27.1%	5, 1.7%	58, 20.1%	62, 21.5%
d) Bicycling facilities should be improved by widening shoulders on rural roads N=291	33, 11.3%	83, 28.5%	90, 30.9%	29, 10.0%	56, 19.2%	58, 19.9%
e) Bicycling facilities should be improved by building separate trails in rural areas, cities, and villages N=287	24, 8.4%	88, 30.7%	90, 31.4%	39, 13.6%	46, 16.0%	60, 20.9%
f) Bicycling facilities should be improved by painting designated lanes on streets in cities and villages N=288	32, 11.1%	121, 42.0%	57, 19.8%	35, 12.2%	43, 14.9%	61, 21.2%

g) The Chippewa Valley Regional Airport should establish operations of the control tower N=290	19, 6.6%	84, 29.0%	41, 14.1%	23, 7.9%	123, 42.4%	28, 9.7%
h) Efforts should be made to attract more passenger airline service at Chippewa Valley Regional airport N=286	42, 14.7%	117, 40.9%	43, 15.0%	11, 3.8%	73, 25.5%	31, 10.8%
i) Van operations throughout the county for elderly and disabled citizens should be expanded N=289	30, 10.4%	103, 35.6%	39, 13.5%	7, 2.4%	110, 38.1%	79, 27.3%
j) Bus service between cities and villages should be developed with rural bus stops at selected locations N=290	31, 10.7%	101, 34.8%	71, 24.5%	13, 4.5%	74, 25.5%	60, 20.7%
k) Passenger rail service should be established to provide local municipalities with connections to major urban centers N=289	71, 24.6%	92, 31.8%	44, 15.2%	20, 6.9%	62, 21.5%	74, 25.6%

### Housing

17) Please share your opinions about the types of new housing and housing improvements needed in Eau Claire County.

	Strongly Agree	Agree	Disagree	Strongly Disagree	Not Sure
a) Single-family housing N=287	20, 7.0%	83, 28.9%	109, 38.0%	19, 6.6%	56, 19.5%
b) Mobile home parks N=288	3, 1.0%	17, 5.9%	151, 52.4%	70, 24.3%	47, 16.3%
c) Duplexes (2 units) N=289	4, 1.4%	49, 17.0%	118, 40.8%	40, 13.8%	78, 27.0%
d) Apartments (3 or more units) N=289	5, 1.7%	36, 12.5%	127, 43.9%	42, 14.5%	79, 27.3%
e) Townhomes and condominiums N=289	6, 2.1%	48, 16.6%	119, 41.2%	45, 15.6%	71, 24.6%
f) Housing for low-income households N=290	34, 11.7%	120, 41.4%	58, 20.0%	29, 10.0%	49, 16.9%
g) Senior condominiums and apartments N=291	32, 11.0%	101, 34.7%	73, 25.1%	16, 5.5%	69, 23.7%
h) Assisted living facilities for seniors N=286	44, 15.4%	120, 42.0%	49, 17.1%	15, 5.2%	58, 20.3%
i) Starter (first time buyer) homes N=288	32, 11.1%	110, 38.2%	72, 25.0%	22, 7.6%	52, 18.1%
j) Executive (high-end) homes N=289	2, 0.7%	10, 3.5%	137, 47.4%	95, 32.9%	45, 15.6%
k) Focus on improving existing housing quality N=290	84, 29.0%	150, 51.7%	22, 7.6%	9, 3.1%	25, 8.6%

### Economic Development

18) Should Eau Claire County allocate funding to recruit new industries and/or commercial businesses?

N= 286

Yes: 211, 73.8%

No: 30, 10.5%

Not Sure: 45, 15.7%

19) Do you support or oppose development of the following types of industries in Eau Claire County?

	Support	Oppose	Not Sure
a) Transport industrial (warehousing, distribution centers, etc) N=292	238, 81.5%	21, 7.2%	33, 11.3%
b) Light manufacturing (product assembly, product fabrication, etc) N=294	273, 92.9%	9, 3.1%	12, 4.1%
c) Heavy manufacturing (primary manufacturing such as foundries, etc) N=291	163, 56.0%	72, 24.7%	56, 19.2%
d) High-technology manufacturing N=292	252, 86.3%	21, 7.2%	19, 6.5%
e) Intensive ag. operations ("factory" farms, egg processing plants) N=295	116, 39.3%	114, 38.6%	65, 22.0%
f) Non-intensive ag-related businesses (implement dealer, etc.) N=289	206, 71.3%	31, 10.7%	52, 18.0%
g) Other: high end service business, engineering, retail stores, any good-paying jobs welcome, any and all, any industry would be good, ethanol plant, R & D Labs, Retail/Chain Restaurants, whatever would increase jobs, anything that employs well, high technology jobs (non-manufacturing), Local food production, support more farming in county, any business, whatever we can get to come, specialty schools/ conf. Center, "green" industry, manufacturing and ag, biotechnology firms, "Green" businesses			

**20) Do you support or oppose development of the following types of retail establishments in Eau Claire County?**

		Support	Oppose	Not Sure
a) Supermarkets	N=294	137, 46.6%	121, 41.2%	36, 12.2%
b) Specialty grocery stores	N=291	171, 58.8%	75, 25.8%	45, 15.5%
c) Fast food restaurants	N=293	70, 23.9%	178, 60.8%	45, 15.4%
d) Family restaurants	N=295	192, 65.1%	75, 25.4%	28, 9.5%
e) Entertainment establishments	N=294	152, 51.7%	75, 25.5%	67, 22.8%
f) Small specialty retail shops	N=293	194, 66.2%	58, 19.8%	41, 14.0%
g) Department stores	N=294	144, 49.0%	105, 35.7%	45, 15.3%
h) Convenience Stores	N=294	110, 37.4%	139, 47.3%	45, 15.3%

**21) Are there enough job opportunities in Eau Claire County?**

N=286      Yes: 51, 17.8%      No: 162, 56.6%      Not Sure: 73, 25.5%

**22) Are the jobs in Eau Claire County paying an adequate wage or salary?**

N= 284      Yes: 27, 9.5%      No: 199, 70.1%      Not Sure: 58, 20.4%

**Utility and Community Facilities**

**23) This is a two-part question: From your experience in Eau Claire County, please rate the following services, and indicate whether you support or oppose increased taxes or fees to improve them.**

	Rating					Increase taxes to improve?		
	Excellent	Good	Fair	Poor	Not Sure	Support	Oppose	Not Sure
a) Ambulance Service N=292/275	62, 21.2%	158, 54.1%	7, 2.4%	4, 1.4%	61, 20.9%	55, 20.0%	164, 59.6%	56, 20.4%
b) Fire Protection N=294/273	92, 31.3%	158, 53.7%	10, 3.4%	2, 0.7%	32, 10.9%	91, 33.3%	135, 49.5%	47, 17.2%
c) Garbage Collection N=294/274	63, 21.4%	185, 62.9%	21, 7.1%	7, 2.4%	18, 6.1%	20, 7.3%	216, 78.8%	38, 13.9%
d) Municipal Water System N=289/273	53, 18.3%	182, 63.0%	8, 2.8%	3, 1.0%	43, 14.9%	72, 26.4%	151, 55.3%	50, 18.3%
e) Law Enforcement N=293/276	71, 24.2%	181, 61.8%	21, 7.2%	8, 2.7%	12, 4.1%	106, 38.4%	139, 50.4%	31, 11.2%
f) Public Library N=294/275	74, 25.2%	175, 59.5%	15, 5.1%	4, 1.4%	26, 8.8%	66, 24.0%	166, 60.4%	43, 15.6%
g) Public School System N=292/279	55, 18.8%	174, 59.6%	33, 11.3%	9, 3.1%	21, 7.2%	91, 32.6%	159, 57.0%	29, 10.4%
h) Recycling Program N=292/274	32, 11.0%	179, 61.3%	56, 19.2%	12, 4.1%	13, 4.5%	54, 19.7%	175, 63.9%	45, 16.4%
i) Sanitary Sewer Service N=293/272	39, 13.3%	184, 62.8%	13, 4.4%	2, 0.7%	55, 18.8%	56, 20.6%	153, 56.3%	63, 23.2%
j) Snow Removal N=292/274	34, 11.6%	185, 63.4%	49, 16.8%	16, 5.5%	8, 2.7%	69, 25.2%	169, 61.7%	36, 13.1%
k) Stormwater Management N=290/274	21, 7.2%	149, 51.4%	39, 13.4%	7, 2.4%	74, 25.5%	57, 20.8%	153, 55.8%	64, 23.4%
l) Street and Road Maintenance N=291/278	15, 5.2%	133, 45.7%	102, 35.1%	35, 12.0%	6, 2.1%	93, 33.5%	149, 53.6%	36, 12.9%
m) Hospitals/ Health Care Clinics N=293/274	106, 36.2%	162, 55.3%	14, 4.8%	3, 1.0%	8, 2.7%	33, 12.0%	207, 75.5%	34, 12.4%
n) Cable/ Telecom- munications N=292/278	18, 6.2%	116, 39.7%	63, 21.6%	67, 22.9%	28, 9.6%	7, 2.5%	239, 86.0%	32, 11.5%



## Land Use

24) Over the past five years, how much development of undeveloped land do you think has occurred in Eau Claire County?

N= 295	A great deal has occurred:	233, 79.0%
	Some has occurred, but not a lot:	39, 13.2%
	Very little/almost no growth:	3, 1.0%
	Not sure:	20, 6.8%

25) How would you direct Eau Claire County civic leaders and planners with regard to land use policies and regulations?

N= 286	Be less restrictive; allow <i>more</i> development:	47, 16.4%
	Current policies are okay:	115, 40.2%
	Be more restrictive; allow <i>less</i> development:	124, 43.4%

26) Current land use regulations have done an effective job in minimizing land use conflicts in Eau Claire County?

N= 294	Strongly Agree	Agree	Disagree	Strongly Disagree	Not Sure
	3, 1.0%	96, 32.7%	58, 19.7%	22, 7.5%	115, 39.1%

27) Should you be allowed to use, develop, or sell your land for any type of use, regardless of whether or not conflicts might develop with neighbors?

N= 294	Yes	No	Not Sure
	27, 9.2%	228, 77.6%	39, 13.3%

28) Should your neighbor be allowed to use, develop, or sell their land for any type of use, regardless of whether or not conflicts might develop with you or other neighbors?

N= 294	Yes	No	Not Sure
	26, 8.8%	233, 79.3%	35, 11.9%

29) In your opinion, what should the minimum lot size be for privately sewered rural residential development?

N= 274	Less than 1 acre:	30, 10.9%	11 to 40 acres:	19, 6.9%
	1 to 2 acres:	106, 38.7%	Over 40 acres:	12, 4.4%
	3 to 5 acres:	89, 32.5%	No limitation:	18, 6.6%
	6 to 10 acres:	<i>omitted from question</i>		

30) Should there be a maximum lot size for privately sewered rural non-farm residential development?

N=287	Yes	No	Not Sure
	82, 28.6%	112, 39.0%	93, 32.4%

31) Please indicate your level of agreement regarding where new housing development should be located in Eau Claire County:

	Strongly Agree	Agree	Disagree	Strongly Disagree	Not Sure
a) On individual residential lots scattered throughout the countryside N=289	17, 5.9%	123, 42.6%	70, 24.2%	37, 12.8%	42, 14.5%
b) Within or adjacent to existing rural subdivisions N=289	21, 7.3%	186, 64.4%	30, 10.4%	9, 3.1%	43, 14.9%
c) Within or adjacent to cities and villages N=287	40, 13.9%	199, 69.3%	11, 3.8%	5, 1.7%	32, 11.1%
d) Away from active farm operations N=288	84, 29.2%	130, 45.1%	31, 10.8%	5, 1.7%	38, 13.2%
e) Near active farm operations, provided residential development does not interfere with farm operations N=287	11, 3.8%	94, 32.8%	97, 33.8%	41, 14.3%	44, 15.3%
f) Anywhere there is a suitable site for development N=291	9, 3.1%	68, 23.4%	109, 37.5%	76, 26.1%	29, 10.0%

**32) Clearing of natural vegetation along shorelands and streams, as depicted in the figure above, causes loss of wildlife habitat**

<b>N=294</b>	Strongly Agree	Agree	Disagree	Strongly Disagree	Not Sure
	115, 39.1%	113, 38.4%	33, 11.2%	10, 3.4%	23, 7.8%

**33) It is important to protect natural vegetation along shorelands and streams to support a diversity of wildlife.**

<b>N=294</b>	Strongly Agree	Agree	Disagree	Strongly Disagree	Not Sure
	137, 46.6%	117, 39.8%	19, 6.5%	6, 2.0%	15, 5.1%

**34) I would support policies and guidelines that provide incentives for or favor greater protection of natural vegetation in shoreland and stream corridors in order to preserve wildlife habitat.**

<b>N=290</b>	Strongly Agree	Agree	Disagree	Strongly Disagree	Not Sure
	113, 39.0%	112, 38.6%	32, 11.0%	10, 3.4%	23, 7.9%

**35) I would support regulations that would further limit the amount of natural vegetation that can be cleared in stream corridors in order to preserve wildlife habitat.**

<b>N=293</b>	Strongly Agree	Agree	Disagree	Strongly Disagree	Not Sure
	97, 33.1%	117, 39.9%	37, 12.6%	17, 5.8%	25, 8.5%

**36) If residential subdivisions are developed in Eau Claire County would you prefer to see Conventional or Cluster Developments?**

<b>N= 288</b>	Conventional	Cluster	Not Sure
	78, 27.1%	150, 52.1%	60, 20.8%

**37) Which type of development would be more effective in maintaining the rural character of Eau Claire County?**

<b>N=292</b>	Conventional	Cluster	Not Sure
	71, 24.3%	167, 57.2%	54, 18.5%

<sup>i</sup> Using lists of properties from municipality within the county, Eau Claire County staff used a random number generator to randomly select a total of 1,305 of the 40,385 households across the County, stratified by the proportion of the county households located within each local jurisdiction. For example, since the City of Eau Claire has roughly 65% of the population, residents living within the City of Eau Claire received this percentage of the surveys mailed. Responses were received from 299 county households (22.9% response rate, and 0.74% of all households). Statistical significance varies very slightly for each individual question, since for most questions, a small number of respondents omitted answers. If all 299 respondents answered a question, the margin of error is plus or minus 7.4% at a 99% level of confidence.

# Eau Claire County Households	40,385
Surveys Mailed	1,305
Responses Received	299
Response Rate	22.9%
% of Households Represented	0.74%
Confidence Level	99%
Margin of Error	+/- 7.4%