

IOWA COUNTY SMART GROWTH PUBLIC OPINION SURVEY
Town of Highland

QUALITY OF LIFE

1. What are the three most important reasons for you and your family to live in Iowa County?
 (Because of three selections per person the totals will be greater than 100%.)

a. Agriculture	36%
b. Appearance of homes	1%
c. Community services	1%
d. Cost of home	7%
e. Historical significance	4%
f. Low crime rate	14%
g. Natural beauty	45%
h. Near family and friends	48%
i. Near job or employment opportunities	19%
j. Property taxes	8%
k. Quality neighborhoods	4%
l. Quality schools	11%
m. Recreational opportunities	25
n. Small town atmosphere	50%

COMMUNITY FACILITIES AND SERVICES

3. Please rate each of the following services excellent (E), good (G), fair (F), or poor (P). Choose “not applicable” (NA) if the item does not pertain to you or you are not sure about an item. “NR” means No Response.

	E	G	F	P	NA	NR
a. Ambulance service	58%	24%	5%	0%	8%	5%
b. Fire protection	50%	32%	4%	1%	8%	5%
c. Garbage collection	10%	23%	8%	2%	49%	7%
d. Municipal water supply	3%	8%	1%	0%	78%	9%
e. Park and recreation facilities	29%	43%	15%	0%	5%	7%
f. Police protection	11%	53%	20%	2%	10%	4%
g. Public library	4%	20%	18%	8%	39%	10%
h. Public schools system	14%	37%	24%	3%	17%	5%
i. Recycling program	8%	39%	20%	6%	22%	5%
j. Sanitary sewer service	3%	12%	2%	0%	73%	9%
k. Snow removal	16%	47%	12%	1%	20%	3%
l. Storm water management	2%	13%	4%	2%	66%	12%
m. Street and road maintenance	8%	55%	24%	7%	4%	2%

NATURAL AND CULTURAL RESOURCES

4. The following questions ask your opinion about the importance of natural and cultural resources in your community. How important is it to protect the following?

Your responses are Essential (E), Very Important (VI), Important (I), Not Important (NI), Not Applicable (NA) and No Response (NR).

	E	VI	I	NI	NA	NR
a. Air quality	48%	26%	19%	2%	1%	4%
b. Farmland	46%	26%	22%	2%	0%	4%
c. Forested lands	41%	33%	23%	1%	0%	3%
d. Groundwater	61%	23%	11%	2%	0%	3%
e. Historic and cultural sites	16%	29%	44%	3%	2%	5%
f. Open space	30%	25%	34%	7%	1%	3%
g. Rivers and streams	49%	24%	24%	0%	0	3%
h. Rural character	31%	33%	27%	3%	0%	6%
i. Scenic views and undeveloped hills/bluffs	41%	25%	27%	3%	0%	4%
j. Wetlands	33%	21%	32%	9%	2%	4%
k. Wildlife habitat	35%	33%	25%	3%	0%	4%

HOUSING

Housing is an important part of how a community grows. We would like your opinion about the development of housing in your community.

Your choices are: Strongly Agree (SA), Agree (A), Disagree (D), Strongly Disagree (SD), No Opinion (NO), and No Response (NR).

5. Your local jurisdiction should focus on improving existing housing quality.

SA	A	D	SD	NO	NR
15%	38%	7%	3%	28%	8%

6. The following types of housing are needed:

a. Single family housing

SA	A	D	SD	NO	NR
11%	43%	7%	3%	29%	6%

b. Duplexes (2 units)

SA	A	D	SD	NO	NR
1%	29%	22%	8%	31%	9%

c. Apartments (3 or more)

SA	A	D	SD	NO	NR
1%	23%	20%	11%	37%	8%

7. Affordable housing is needed in your local jurisdiction.

SA	A	D	SD	NO	NR
12%	38%	14%	4%	28%	3%

8. Elderly housing is needed in your local jurisdiction.

SA	A	D	SD	NO	NR
10%	39%	18%	3%	25%	5%

9. Starter (first time buyer) homes are needed in your local jurisdiction.

SA	A	D	SD	NO	NR
4%	38%	15%	5%	33%	4%

10. Would you prefer housing built in a traditional design (option A) or a cluster design (option B)?

Option A (traditional design)	20%
Option B (cluster design)	63%
No response	18%

AGRICULTURE AND LAND USE

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

Your choices are: Strongly Agree (SA), Agree (A), Disagree (D), Strongly Disagree (SD), No Opinion (NO), and No Response (NR).

11. Productive agricultural land should be allowed to be used for:

a. Agricultural use

SA	A	D	SD	NO	NR
71%	21%	1%	0%	1%	7%

b. Residential use

SA	A	D	SD	NO	NR
6%	28%	30%	19%	6%	11%

c. Commercial use

SA	A	D	SD	NO	NR
1%	10%	33%	37%	6%	12%

d. Any use

SA	A	D	SD	NO	NR
3%	4%	27%	44%	7%	14%

12. Large scale farms (500 or more animal units) should be allowed to expand:

a. Anywhere in Iowa County

SA	A	D	SD	NO	NR
6%	11%	40%	30%	4%	8%

b. Nowhere in Iowa County

SA	A	D	SD	NO	NR
13%	14%	40%	18%	5%	9%

c. Outside a 2 mile radius of incorporated areas

SA	A	D	SD	NO	NR
16%	38%	11%	13%	11%	9%

13. Landowners should be allowed to develop land any way they want.

SA	A	D	SD	NO	NR
13%	20%	39%	22%	3%	3%

14. The visual impacts (view of the landscape) of development are an important consideration when evaluating proposed development.

SA	A	D	SD	NO	NR
26%	55%	9%	3%	2%	5%

15. It is important to require driveways that will meet standards for providing emergency services.

SA	A	D	SD	NO	NR
30%	57%	9%	2%	0%	2%

16. There should be a minimum lot size on residential development in rural areas.

SA	A	D	SD	NO	NR
30%	41%	23%	1%	3%	2%

17. In your opinion what should be the minimum lot size for rural residential development?

Less than 1 acre	10%
One to 5 acres	34%
5 to 10 acres	16%
11 to 40 acres	10%
40 or more acres	14%
No limitation	10%
No response	4%

TRANSPORTATION

Your choices are: Strongly Agree (SA), Agree (A), Disagree (D), Strongly Disagree (SD), No Opinion (NO), and No Response (NR).

18. The overall road network (roads, streets, and highways) in Iowa County meets the needs of its citizens.

SA	A	D	SD	NO	NR
20%	70%	4%	0%	2%	4%

19. The condition of local roads and streets in your community is adequate for intended uses.

SA	A	D	SD	NO	NR
19%	64%	11%	1%	2%	3%

20. Biking and walking are important modes of transportation in your community.

SA	A	D	SD	NO	NR
8%	27%	35%	6%	19%	5%

21. There should be more biking and walking lanes along public roadways.

SA	A	D	SD	NO	NR
9%	31%	33%	10%	13%	3%

22. Rate the following in your local jurisdiction.

Your choices are Excellent (E), Good (G), Fair (F), Poor (P), Not Applicable (NA), and No Response (NR).

	E	G	F	P	NA	NR
a. Roads	14%	60%	20%	2%	1%	3%
b. Sidewalks	0%	16%	12%	2%	62%	7%
c. Bike trails	2%	6%	7%	7%	72%	5%
d. Airports	0%	6%	4%	4%	79%	6%
e. Bus service	0%	0%	3%	10%	80%	6%
f. Shared ride van services	0%	1%	5%	6%	81%	6%
g. Railroads	0%	1%	1%	6%	88%	4%

COMMUNICATION

23. Check the two most effective ways your local jurisdiction could provide smart growth information to its landowners and residents. (Because more than one response was asked, the totals will be more than 100%.)

a. Direct mailings	63%
b. Newspaper articles	25%
c. Radio	15%
d. Newsletters	46%
e. Public meetings	23%
f. Internet	6%

ECONOMIC DEVELOPMENT

The following questions are asking about how you view economic development in your local community.

Your choices are: Strongly Agree (SA), Agree (A), Disagree (D), Strongly Disagree (SD), No Opinion (NO), and No Response (NR).

24. Commercial or industrial buildings and activities involving truck traffic and manufacturing should be located:

a. In an existing city or village

SA	A	D	SD	NO	NR
23%	48%	10%	1%	7%	10%

b. Near a city or village

SA	A	D	SD	NO	NR
9%	66%	8%	3%	3%	10%

c. Anywhere in Iowa County

SA	A	D	SD	NO	NR
4%	19%	24%	36%	8%	9%

25. Iowa County should work to coordinate efforts to actively recruit new businesses and industry.

SA	A	D	SD	NO	NR
35%	44%	5%	2%	6%	7%

26. All Iowa County communities should provide at least some land with infrastructure (water, sewer, access, etc.) for industrial and commercial uses either owned publicly or privately.

SA	A	D	SD	NO	NR
19%	42%	22%	4%	7%	6%

27. Development at the edge of cities and villages should be required to have municipal water and sewer services.

SA	A	D	SD	NO	NR
23%	47%	9%	3%	11%	6%

28. Iowa County jurisdictions should pursue the following energy alternatives as a form of economic development.

	SA	A	D	SD	NO	NR
a. Ethanol plants	15%	45%	10%	7%	17%	5%
b. Solar energy	25%	44%	6%	3%	16%	5%
c. Wind energy	36%	46%	5%	1%	9%	2%

29. Rate the importance of the following.

Your choices are Essential (E), Very Important (VI), Important (I), Not Important (NI), No Opinion (NO), and No Response (NR).

	E	VI	I	NI	NO	NR
a. Agricultural related businesses	47%	34%	15%	0%	1%	2%
b. Commercial and retail development	19%	36%	32%	5%	3%	5%
c. Downtown development – main street	15%	33%	30%	10%	5%	6%
d. Home based businesses	6%	23%	41%	17%	8%	5%
e. Industrial and manufacturing development	12%	33%	35%	8%	6%	5%
f. Tourism and recreation	16%	35%	34%	5%	4%	5%

DEMOGRAPHICS

Please tell us some things about you:

1. Gender	
Male	68%
Female	26%
No response	6%
2. Age	
18 to 24	0%
25 to 34	5%
35 to 44	15%
45 to 54	35%
55 to 64	29%
65 and older	14%
No response	1%

3. Employment status	
a. Employed full time	46%
b. Employed part time	3%
c. Unemployed	0%
d. Self-employed	23%
e. Retired	21%
f. Other	6%
g. No response	0%

4. Place of residence	
a. Own	97%
b. Rent	2%
c. Other	1%
d. No response	0%

5. Number of adults (over 18) in household	
a. None	3%
b. One	9%
c. Two	68%
d. Three	12%
e. Four	5%
f. Five or more	0%
g. No response	2%

6. Number of children (under 18) in household	
a. None	63%
b. One	16%
c. Two	8%
d. Three	4%
e. Four	3%
f. Five or more	1%
g. No response	5%

7. Income range	
a. Less than \$15,000	2%
b. \$15,000 to \$24,999	7%
c. \$25,000 to \$49,999	29%
d. \$50,000 to \$74,999	23%
e. \$75,000 to \$99,999	12%
f. \$100,000 or more	12%
g. No response	14%

8. How long have you lived in Iowa County?	
a. Less than 1 year	0%
b. 1 to 4 years	10%
c. 5 to 9 years	8%
d. 10 to 24 years	16%
e. 25 years or more	61%
f. No response	5%

9. How many acres of land do you own in Iowa County?	
a. Less than 1 acre	3%
b. 1 to 10 acres	21%
c. 11 to 100 acres	25%
d. 100 acres or more	48%
e. No response	5%

END OF SUMMARY