

IOWA COUNTY SMART GROWTH PUBLIC OPINION SURVEY  
**Village of Arena**

**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	9%
b. Appearance of homes	2%
c. Community services	0%
d. Cost of home	43%
e. Historical significance	0%
f. Low crime rate	12%
g. Natural beauty	24%
h. Near family and friends	53%
i. Near job or employment opportunities	26%
j. Property taxes	21%
k. Quality neighborhoods	2%
l. Quality schools	7%
m. Recreational opportunities	12%
n. Small town atmosphere	55%

**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.

	<b>E</b>	<b>G</b>	<b>F</b>	<b>P</b>	<b>NA</b>	<b>NR</b>
a. Ambulance service	17%	59%	12%	5%	5%	2%
b. Fire protection	15%	57%	21%	2%	5%	0%
c. Garbage collection	26%	53%	17%	0%	2%	2%
d. Municipal water supply	3%	26%	40%	19%	9%	3%
e. Park and recreation facilities	7%	46%	31%	12%	0%	3%
f. Police protection	9%	34%	36%	21%	0%	0%
g. Public library	3%	10%	5%	12%	67%	2%
h. Public schools system	10%	48%	22%	5%	14%	0%
i. Recycling program	17%	57%	22%	2%	2%	0%
j. Sanitary sewer service	12%	40%	22%	14%	5%	9%
k. Snow removal	10%	43%	24%	19%	4%	0%
l. Storm water management	2%	20%	29%	23%	21%	5%
m. Street and road maintenance	3%	33%	50%	12%	0%	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).)

	<b>E</b>	<b>VI</b>	<b>I</b>	<b>NI</b>	<b>NA</b>	<b>NR</b>
a. Air quality	45%	31%	21%	2%	0%	2%
b. Farmland	21%	55%	19%	3%	2%	0%
c. Forested lands	21%	47%	27%	5%	0%	0%
d. Groundwater	50%	33%	16%	0%	0%	2%
e. Historic and cultural sites	17%	26%	41%	14%	2%	0%
f. Open space	14%	33%	38%	10%	2%	3%
g. Rivers and streams	38%	47%	14%	2%	0%	0%
h. Rural character	12%	41%	34%	7%	2%	3%
i. Scenic views and undeveloped hills/bluffs	19%	45%	28%	7%	2%	0%
j. Wetlands	31%	36%	24%	9%	0%	0%
k. Wildlife habitat	<b>41%</b>	<b>33%</b>	<b>21%</b>	<b>5%</b>	<b>0%</b>	<b>0%</b>

**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.

<b>SA</b>	<b>A</b>	<b>D</b>	<b>SD</b>	<b>NO</b>	<b>NR</b>
22%	43%	12%	3%	14%	5%

6. The following types of housing are needed:

a. Single family housing

<b>SA</b>	<b>A</b>	<b>D</b>	<b>SD</b>	<b>NO</b>	<b>NR</b>
34%	40%	5%	0%	16%	5%

b. Duplexes (2 units)

<b>SA</b>	<b>A</b>	<b>D</b>	<b>SD</b>	<b>NO</b>	<b>NR</b>
9%	33%	21%	7%	16%	14%

c. Apartments (3 or more)

<b>SA</b>	<b>A</b>	<b>D</b>	<b>SD</b>	<b>NO</b>	<b>NR</b>
5%	10%	33%	24%	14%	14%

7. Affordable housing is needed in your local jurisdiction.

<b>SA</b>	<b>A</b>	<b>D</b>	<b>SD</b>	<b>NO</b>	<b>NR</b>
26%	40%	19%	5%	10%	0%

8. Elderly housing is needed in your local jurisdiction.

SA	A	D	SD	NO	NR
22%	47%	19%	0%	12%	0%

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

SA	A	D	SD	NO	NR
21%	45%	21%	3%	9%	2%

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

Option A (traditional design)	34%
Option B (cluster design)	50%
No response	16%

### 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
57%	34%	0%	0%	2%	7%

b. Residential use

SA	A	D	SD	NO	NR
3%	26%	26%	24%	9%	12%

c. Commercial use

SA	A	D	SD	NO	NR
2%	22%	26%	33%	4%	14%

d. Any use

SA	A	D	SD	NO	NR
0%	14%	26%	24%	17%	19%

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
10%	17%	35%	16%	7%	16%

b. Nowhere in Iowa County

SA	A	D	SD	NO	NR
9%	17%	29%	17%	9%	19%

c. Outside a 2 mile radius of incorporated areas

SA	A	D	SD	NO	NR
21%	35%	12%	10%	9%	14%

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

SA	A	D	SD	NO	NR
9%	15%	47%	19%	7%	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%	52%	9%	3%	5%	5%

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

SA	A	D	SD	NO	NR
34%	47%	7%	2%	5%	5%

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

SA	A	D	SD	NO	NR
17%	45%	19%	10%	5%	3%

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

Less than 1 acre	12%
One to 5 acres	47%
5 to 10 acres	9%
11 to 40 acres	9%
40 or more acres	10%
No limitation	10%
No response	3%

**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
9%	67%	14%	3%	2%	5%

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

SA	A	D	SD	NO	NR
12%	57%	19%	5%	2%	5%

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

SA	A	D	SD	NO	NR
7%	52%	24%	9%	5%	3%

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

SA	A	D	SD	NO	NR
19%	38%	21%	12%	9%	2%

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	3%	45%	40%	9%	0%	3%
b. Sidewalks	3%	17%	38%	29%	9%	3%
c. Bike trails	2%	15%	17%	16%	48%	2%
d. Airports	5%	9%	5%	5%	74%	2%
e. Bus service	2%	9%	9%	10%	69%	2%
f. Shared ride van services	5%	17%	16%	14%	41%	7%
g. Railroads	5%	24%	24%	19%	22%	5%

**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	79%
b. Newspaper articles	21%
c. Radio	7%
d. Newsletters	43%
e. Public meetings	33%
f. Internet	7%

**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
5%	40%	16%	12%	10%	17%

b. Near a city or village

SA	A	D	SD	NO	NR
12%	59%	2%	7%	10%	10%

c. Anywhere in Iowa County

SA	A	D	SD	NO	NR
3%	22%	30%	19%	12%	14%

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

SA	A	D	SD	NO	NR
48%	43%	2%	0%	2%	5%

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
22%	50%	12%	3%	4%	9%

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
21%	52%	10%	0%	11%	7%

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	22%	35%	7%	4%	24%	9%
b. Solar energy	17%	50%	9%	0%	12%	12%
c. Wind energy	26%	50%	7%	0%	10%	7%

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	29%	34%	30%	0%	0%	7%
b. Commercial and retail development	21%	35%	34%	4%	3%	3%
c. Downtown development – main street	10%	19%	46%	9%	10%	5%
d. Home based businesses	10%	14%	41%	21%	7%	7%
e. Industrial and manufacturing development	21%	33%	28%	7%	5%	7%
f. Tourism and recreation	16%	33%	33%	10%	3%	5%

**DEMOGRAPHICS**

Please tell us some things about you:

<b>1. Gender</b>	
Male	57%
Female	38%
No response	5%
<b>2. Age</b>	
18 to 24	0%
25 to 34	14%
35 to 44	16%
45 to 54	38%
55 to 64	10%
65 and older	19%
No response	3%

<b>3. Employment status</b>	
a. Employed full time	59%
b. Employed part time	9%
c. Unemployed	3%
d. Self-employed	12%
e. Retired	16%
f. Other	0%
g. No response	2%

<b>4. Place of residence</b>	
a. Own	90%
b. Rent	5%
c. Other	2%
d. No response	3%

<b>5. Number of adults (over 18) in household</b>	
a. None	2%
b. One	12%
c. Two	78%
d. Three	3%
e. Four	4%
f. Five or more	0%
g. No response	2%

<b>6. Number of children (under 18) in household</b>	
a. None	60%
b. One	9%
c. Two	12%
d. Three	7%
e. Four	5%
f. Five or more	0%
g. No response	7%

<b>7. Income range</b>	
a. Less than \$15,000	9%
b. \$15,000 to \$24,999	14%
c. \$25,000 to \$49,999	19%
d. \$50,000 to \$74,999	29%
e. \$75,000 to \$99,999	14%
f. \$100,000 or more	3%
g. No response	12%

<b>8. How long have you lived in Iowa County?</b>	
a. Less than 1 year	0%
b. 1 to 4 years	12%
c. 5 to 9 years	29%
d. 10 to 24 years	9%
e. 25 years or more	48%
f. No response	2%

<b>9. How many acres of land do you own in Iowa County?</b>	
a. Less than 1 acre	52%
b. 1 to 10 acres	28%
c. 11 to 100 acres	10%
d. 100 acres or more	7%
e. No response	3%

**END OF SUMMARY**