

IOWA COUNTY SMART GROWTH PUBLIC OPINION SURVEY  
**Village 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                          | 14% |
| b. Appearance of homes                  | 2%  |
| c. Community services                   | 2%  |
| d. Cost of home                         | 24% |
| e. Historical significance              | 3%  |
| f. Low crime rate                       | 25% |
| g. Natural beauty                       | 23% |
| h. Near family and friends              | 68% |
| i. Near job or employment opportunities | 31% |
| j. Property taxes                       | 2%  |
| k. Quality neighborhoods                | 15% |
| l. Quality schools                      | 15% |
| m. Recreational opportunities           | 8%  |
| n. Small town atmosphere                | 56% |

**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              | 76%      | 20%      | 1%       | 0%       | 2%        | 1%        |
| b. Fire protection                | 71%      | 25%      | 1%       | 0%       | 1%        | 1%        |
| c. Garbage collection             | 38%      | 48%      | 10%      | 0%       | 2%        | 1%        |
| d. Municipal water supply         | 34%      | 54%      | 8%       | 0%       | 2%        | 1%        |
| e. Park and recreation facilities | 30%      | 59%      | 9%       | 0%       | 1%        | 1%        |
| f. Police protection              | 18%      | 48%      | 30%      | 1%       | 1%        | 1%        |
| g. Public library                 | 5%       | 8%       | 18%      | 12%      | 54%       | 3%        |
| h. Public schools system          | 18%      | 45%      | 30%      | 2%       | 3%        | 1%        |
| i. Recycling program              | 24%      | 57%      | 11%      | 5%       | 1%        | 1%        |
| j. Sanitary sewer service         | 28%      | 59%      | 7%       | 0%       | 5%        | 2%        |
| k. Snow removal                   | 28%      | 54%      | 16%      | 1%       | 0%        | 1%        |
| l. Storm water management         | 15%      | 57%      | 14%      | 3%       | 6%        | 5%        |
| m. Street and road maintenance    | 17%      | 59%      | 18%      | 5%       | 0%        | 1%        |

### 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                               | 59%        | 29%        | 9%         | 1%         | 0%        | 2%        |
| b. Farmland                                  | 45%        | 37%        | 14%        | 2%         | 0%        | 2%        |
| c. Forested lands                            | 37%        | 37%        | 18%        | 4%         | 0%        | 3%        |
| d. Groundwater                               | 64%        | 24%        | 9%         | 1%         | 0%        | 1%        |
| e. Historic and cultural sites               | 15%        | 31%        | 33%        | 16%        | 1%        | 3%        |
| f. Open space                                | 20%        | 34%        | 31%        | 9%         | 0%        | 6%        |
| g. Rivers and streams                        | 41%        | 34%        | 20%        | 1%         | 0%        | 3%        |
| h. Rural character                           | 29%        | 39%        | 25%        | 3%         | 1%        | 2%        |
| i. Scenic views and undeveloped hills/bluffs | 23%        | 32%        | 32%        | 10%        | 0%        | 2%        |
| j. Wetlands                                  | 23%        | 31%        | 26%        | 15%        | 1%        | 3%        |
| k. Wildlife habitat                          | <b>37%</b> | <b>26%</b> | <b>23%</b> | <b>10%</b> | <b>1%</b> | <b>2%</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> |
|-----------|----------|----------|-----------|-----------|-----------|
| 23%       | 52%      | 7%       | 1%        | 8%        | 9%        |

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> |
|-----------|----------|----------|-----------|-----------|-----------|
| 26%       | 39%      | 10%      | 1%        | 14%       | 9%        |

b. Duplexes (2 units)

| <b>SA</b> | <b>A</b> | <b>D</b> | <b>SD</b> | <b>NO</b> | <b>NR</b> |
|-----------|----------|----------|-----------|-----------|-----------|
| 10%       | 32%      | 26%      | 2%        | 18%       | 10%       |

c. Apartments (3 or more)

| <b>SA</b> | <b>A</b> | <b>D</b> | <b>SD</b> | <b>NO</b> | <b>NR</b> |
|-----------|----------|----------|-----------|-----------|-----------|
| 11%       | 24%      | 32%      | 5%        | 17%       | 10%       |

7. Affordable housing is needed in your local jurisdiction.

| SA  | A   | D   | SD | NO | NR |
|-----|-----|-----|----|----|----|
| 26% | 40% | 18% | 3% | 6% | 6% |

8. Elderly housing is needed in your local jurisdiction.

| SA  | A   | D   | SD | NO | NR |
|-----|-----|-----|----|----|----|
| 16% | 37% | 25% | 8% | 9% | 5% |

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

| SA  | A   | D   | SD | NO | NR |
|-----|-----|-----|----|----|----|
| 21% | 48% | 18% | 2% | 8% | 2% |

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

|                               |     |
|-------------------------------|-----|
| Option A (traditional design) | 37% |
| Option B (cluster design)     | 48% |
| No response                   | 15% |

**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 |
|-----|-----|----|----|----|----|
| 63% | 26% | 1% | 0% | 2% | 7% |

b. Residential use

| SA | A   | D   | SD | NO | NR  |
|----|-----|-----|----|----|-----|
| 3% | 33% | 38% | 9% | 2% | 14% |

c. Commercial use

| SA | A   | D   | SD  | NO | NR  |
|----|-----|-----|-----|----|-----|
| 3% | 15% | 44% | 18% | 5% | 15% |

d. Any use

| SA | A  | D   | SD  | NO  | NR  |
|----|----|-----|-----|-----|-----|
| 9% | 6% | 36% | 23% | 12% | 15% |

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  |
|-----|-----|-----|-----|----|-----|
| 13% | 15% | 34% | 20% | 5% | 14% |

b. Nowhere in Iowa County

| SA | A   | D   | SD  | NO | NR  |
|----|-----|-----|-----|----|-----|
| 8% | 10% | 37% | 21% | 6% | 18% |

c. Outside a 2 mile radius of incorporated areas

| SA  | A   | D   | SD | NO | NR  |
|-----|-----|-----|----|----|-----|
| 21% | 39% | 15% | 8% | 5% | 13% |

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

| SA  | A   | D   | SD  | NO | NR |
|-----|-----|-----|-----|----|----|
| 13% | 31% | 34% | 17% | 0% | 5% |

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

| SA  | A   | D  | SD | NO | NR |
|-----|-----|----|----|----|----|
| 16% | 60% | 9% | 3% | 6% | 6% |

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

| SA  | A   | D  | SD | NO | NR |
|-----|-----|----|----|----|----|
| 45% | 40% | 8% | 1% | 1% | 5% |

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

| SA  | A   | D   | SD | NO | NR |
|-----|-----|-----|----|----|----|
| 20% | 48% | 17% | 5% | 6% | 5% |

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

|                  |     |
|------------------|-----|
| Less than 1 acre | 13% |
| One to 5 acres   | 48% |
| 5 to 10 acres    | 13  |
| 11 to 40 acres   | 7%  |
| 40 or more acres | 8%  |
| No limitation    | 9%  |
| No response      | 2%  |

**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 |
|----|-----|-----|----|----|----|
| 5% | 74% | 16% | 1% | 2% | 2% |

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

| SA | A   | D   | SD | NO | NR |
|----|-----|-----|----|----|----|
| 9% | 75% | 13% | 2% | 0% | 1% |

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

| SA  | A   | D   | SD | NO | NR |
|-----|-----|-----|----|----|----|
| 15% | 46% | 25% | 5% | 7% | 2% |

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

| SA  | A   | D   | SD | NO  | NR |
|-----|-----|-----|----|-----|----|
| 16% | 40% | 24% | 6% | 13% | 1% |

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                    | 9% | 70% | 16% | 3%  | 0%  | 1% |
| b. Sidewalks                | 9% | 51% | 31% | 6%  | 2%  | 1% |
| c. Bike trails              | 2% | 14% | 16% | 15% | 49% | 3% |
| d. Airports                 | 1% | 13% | 8%  | 6%  | 66% | 7% |
| e. Bus service              | 0% | 7%  | 6%  | 13% | 69% | 6% |
| f. Shared ride van services | 0% | 6%  | 5%  | 20% | 63% | 7% |
| g. Railroads                | 0% | 1%  | 0%  | 13% | 79% | 7% |

**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    | 57% |
| b. Newspaper articles | 32% |
| c. Radio              | 14% |
| d. Newsletters        | 51% |
| e. Public meetings    | 34% |
| 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  |
|-----|-----|-----|----|----|-----|
| 13% | 45% | 18% | 2% | 5% | 17% |

b. Near a city or village

| SA  | A   | D  | SD | NO | NR  |
|-----|-----|----|----|----|-----|
| 23% | 52% | 3% | 1% | 3% | 17% |

c. Anywhere in Iowa County

| SA | A   | D   | SD  | NO  | NR  |
|----|-----|-----|-----|-----|-----|
| 7% | 18% | 29% | 13% | 10% | 23% |

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

| SA  | A   | D  | SD | NO | NR |
|-----|-----|----|----|----|----|
| 57% | 33% | 2% | 0% | 0% | 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 |
|-----|-----|----|----|----|----|
| 34% | 52% | 5% | 0% | 3% | 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 |
|-----|-----|-----|----|----|----|
| 31% | 46% | 10% | 1% | 6% | 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 | 17% | 22% | 17% | 8% | 21% | 15% |
| b. Solar energy   | 21% | 43% | 6%  | 2% | 12% | 17% |
| c. Wind energy    | 38% | 37% | 3%  | 0% | 10% | 11% |

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).

|   | <b>E</b> | <b>VI</b> | <b>I</b> | <b>NI</b> | <b>NO</b> | <b>NR</b> |
|---|----------|-----------|----------|-----------|-----------|-----------|
| a. Agricultural related businesses          | 43%      | 34%       | 15%      | 0%        | 1%        | 7%        |
| b. Commercial and retail development        | 30%      | 38%       | 20%      | 2%        | 1%        | 9%        |
| c. Downtown development – main street       | 23%      | 37%       | 28%      | 3%        | 2%        | 7%        |
| d. Home based businesses                    | 13%      | 23%       | 41%      | 15%       | 3%        | 5%        |
| e. Industrial and manufacturing development | 18%      | 39%       | 31%      | 2%        | 1%        | 8%        |
| f. Tourism and recreation                   | 24%      | 24%       | 30%      | 13%       | 1%        | 8%        |

**DEMOGRAPHICS**

Please tell us some things about you:

|                  |     |
|------------------|-----|
| <b>1. Gender</b> |     |
| Male             | 52% |
| Female           | 41% |
| No response      | 7%  |
| <b>2. Age</b>    |     |
| 18 to 24         | 0%  |
| 25 to 34         | 8%  |
| 35 to 44         | 23% |
| 45 to 54         | 20% |
| 55 to 64         | 21% |
| 65 and older     | 25% |
| No response      | 3%  |

|                             |     |
|-----------------------------|-----|
| <b>3. Employment status</b> |     |
| a. Employed full time       | 48% |
| b. Employed part time       | 15% |
| c. Unemployed               | 0%  |
| d. Self-employed            | 11% |
| e. Retired                  | 24% |
| f. Other                    | 1%  |
| g. No response              | 0%  |

|                              |     |
|------------------------------|-----|
| <b>4. Place of residence</b> |     |
| a. Own                       | 93% |
| b. Rent                      | 1%  |
| c. Other                     | 0%  |
| d. No response               | 6%  |

| <b>5. Number of adults (over 18) in household</b> |     |
|---|-----|
| a. None   | 0%  |
| b. One  | 21% |
| c. Two  | 60% |
| d. Three  | 15% |
| e. Four   | 3%  |
| f. Five or more                                   | 1%  |
| g. No response                                    | 0%  |

| <b>6. Number of children (under 18) in household</b> |     |
|--|-----|
| a. None  | 68% |
| b. One   | 9%  |
| c. Two   | 8%  |
| d. Three   | 6%  |
| e. Four  | 2%  |
| f. Five or more                                      | 0%  |
| g. No response                                       | 7%  |

| <b>7. Income range</b>  |     |
|-------------------------|-----|
| a. Less than \$15,000   | 6%  |
| b. \$15,000 to \$24,999 | 11% |
| c. \$25,000 to \$49,999 | 34% |
| d. \$50,000 to \$74,999 | 23% |
| e. \$75,000 to \$99,999 | 15% |
| f. \$100,000 or more    | 2%  |
| g. No response          | 8%  |

| <b>8. How long have you lived in Iowa County?</b> |     |
|---|-----|
| a. Less than 1 year                               | 0%  |
| b. 1 to 4 years                                   | 6%  |
| c. 5 to 9 years                                   | 0%  |
| d. 10 to 24 years                                 | 15% |
| e. 25 years or more                               | 76% |
| f. No response                                    | 3%  |

| <b>9. How many acres of land do you own in Iowa County?</b> |     |
|---|-----|
| a. Less than 1 acre   | 67% |
| b. 1 to 10 acres  | 14% |
| c. 11 to 100 acres  | 8%  |
| d. 100 acres or more  | 8%  |
| e. No response  | 3%  |

**END OF SUMMARY**