

Appendix B

Portage County Comprehensive Planning
and Zoning Survey Final Report
December, 2001

County-Wide Responses

Portage County
Comprehensive Plan
2025

PORTAGE COUNTY **PLANNING & ZONING SURVEY**

Executive Summary

Itzkowitz & Associates LLC. (I&A) was hired to conduct survey research as part of the Portage County Comprehensive Plan Community Survey. Technical assistance was provided as Portage County Planning and Zoning Department developed the survey tool. Planning and Zoning mailed the survey to all households in Portage County. A total of 6656 surveys were returned. This represented a return rate of 22%. County staff entered data on computer disks prepared by I&A.

I&A created a database, transferred the data from the computer disks, and prepared this analysis. Information contained in this report has been gathered from sources believed to be reliable. No responsibility is assumed for the accuracy of information supplied by others.

Written comments in response to open-ended questions are attached to all reports. Each city/village/township has all comments included.

For the countywide report, attaching all comments would have added an additional 170 pages of single-spaced comments. Similar comments made two or more times were categorized and combined. While this provides a useful representation of participant comments, readers should be aware that inclusion of all comments might alter the results.

Research Findings

Demographics:

Demographic data was compared with 2000 Census data. Not all demographic categories in this survey can be compared since 2000 census data reports are still in the process of release.

In general, respondents differ from the general population of Portage County in the following ways:

The number of respondents who own property are over-represented, the number of males are over-represented, the number who are 45 and older are over-represented, the number of respondents who live in a household with only two people are over-represented

- Most respondents (60%) have been residents of portage County for over 20 years.
- The number of returned surveys generally is in proportion to the city/village/township population.
- 88% of respondents own property in the county. *[70.9% - 2000 Census]*
12% rent. *[29.1% - 2000 Census]*
- Gender of respondents is:
 - Male – 57%. *[49.8% - 2000 Census]*
 - Female – 43%. *[50.2% - 2000 Census]*
- 41% of respondents are 45 or older. *[32% - 2000 Census]*
- 43% of respondents live in a household with two people. *[Average household size is 2.5 – 2000 Census]*
- Most respondents (61%) have no children living in the household under 18.
- The two highest education categories are:
 - 34% high school graduate
 - 28% college

- The two highest employment status categories are:
 - 57% employed
 - 27% retired
- The highest field of employment category is:
 - 36% services
- Most respondents (53%) work in Stevens Point/Plover/Whiting.
- The highest income category is:
 - 35% \$50,000 to \$99,000

County Trends & Land Use:

- Most respondents (78%) want the present rate or slower than projected rate of population growth in the county. Only 6% want a faster rate of population growth than projected.
- In the order in which they are desired, the types of growth that respondents indicate should be encouraged are:
 1. small business
 2. family farms
 3. single family residences
 4. light industry
- The least favored types of growth are:
 1. large corporate farms
 2. hobby farms
 3. multi-family residences
- Government is viewed by most respondents as playing a key role in planning and zoning.
 - 72% agree or strongly agree that local units of government have responsibility to protect property owners and the community through regulation.
 - 75% agree or strongly agree that zoning regulations are beneficial.
 - Only 25% agree or strongly agree that people should be allowed to develop their property anyway they see fit.

Housing

- Respondents see ideal urban neighborhoods as including homes as well as:
 - Parks
 - Schools
 - Shopping

Least favored as part of ideal urban neighborhoods are:

- alleys
 - apartments
- Other than farm residences, the only type of housing in rural areas favored by respondents are:
 - single family homes on 2+ acres.
- The most desired form of development in their own city/village/township is:
 - Moderately priced homes and housing for seniors.

The least favored form of development is:

- Manufactured (mobile) homes
 - Higher priced homes
- Most respondents (77%) agree or strongly agree that housing in their city/village/township is good.
- Respondents were divided (51% are neutral, disagree or strongly disagree) whether government should help lower income residents.

Utilities and Community Facilities

- Respondents suggest most new homes and businesses should be encouraged where sewer and water are available.
- Respondents least want development anywhere, with or without sewer and water services.
- Most respondents (66%) agree or strongly agree future boundaries should be established for sewer and water, while 71% agree or strongly agree these boundaries should be somewhat flexible

All local services are generally regarded by respondents as “good.”

- On a five point scale, the highest rated local services are:
 - 4.0 sewer
 - 4.0 fire protection
 - 4.0 library
 - 4.0 parks

On a five-point scale, the lowest rated service is:

- 3.6 social services

Agricultural, Natural, & Cultural Resources

- Respondents feel strongly (86% agree or strongly agree) that the county should work with farmers to identify and protect productive agricultural regions.
- Respondents also feel (72% agree or strongly agree) that owners should not be allowed to develop land as they see fit.
- Respondents generally agreed (66% agree or strongly agree) the rural economy should be protected by having growth in and around developed areas.

Respondents state they are interested in their local city/village/township identifying and protecting all of the categories listed on the survey.

- On a five point scale, respondents most want to identify and protect:
 - 4.4 lakes, rivers and streams

On a five-point scale, respondents want least to identify and protect:

- 3.9 open spaces.

- The largest threat to water quality was seen by respondents to be:
 - 4.2 agricultural pesticides and fertilizers

The least threat was seen as:

- 3.6 sewage holding tank & septic tank spreading

Generally, respondents see quantity of water issues as less of a threat than quality of water issues.

- The highest threat to quantity of water is:
 - 3.7 drinking water bottling plants

The least threat to quantity of water is:

- 2.5 private wells

Commerce & Employment

- Respondents felt that new types of development that would be good for the county are:
 - 3.7 retail
 - 3.5 industrial development

Respondents were less enthusiastic about:

- 3.3 service development
- 3.2 office development

- Only 56% of respondents agreed or strongly agreed that retail or commercial development should be located in cities or villages.
- While only 35% agree or strongly agree that there are enough job opportunities to make a living, only 42% agree or strongly agree that tax dollars should be used to develop jobs.

Transportation

- 77% agree or strongly agree that Portage County highways are in good condition, while 63% agree or strongly agree that city/village/township roads are in good condition.
- 51% agree or strongly agree that local government needs to provide connections to regional trail systems.
- 44% agree or strongly agree more bicycle routes are needed
- 41% agree or strongly agree that more pedestrian routes are needed.

- Regarding transportation related services, the highest rated service is:
 - 3.7 snow plowing

The lowest rated transportation service is:

- 3.2 airport facilities

Issues & Opportunities

- After preserving the existing rural landscape, respondents are evenly divided between limited amounts (45%) and moderate amounts (49%) of development in rural areas.
- Respondents also favor (71%) some outward expansion of urban areas with a focus on infill and redevelopment.
- Respondents also want local government to:
 - 82% encourage environmental preservation
 - 76% encourage farmland preservation
 - 76% to be neutral or discourage vacation homes

Open-end Questions

- The recreational program or facility most participants would like to see are:
 - 70 youth center
 - 37 skateboard park
 - 37 more bike trails
 - 37 ATV trails
- The greatest problem or concern participants have are:
 - 156 taxes/property taxes
 - 84 urban sprawl
 - 44 water quality
 - 42 roads
- The best part of living in a participant's city/village/township is:
 - 87 quiet
 - 63 small town atmosphere
 - 58 safety/security

Rural and Urban Responses

Few significant differences emerged between rural and urban responses to survey questions. In general, urban responses were slightly higher than rural responses in agreeing to survey questions, and rated services slightly higher.

Urban responses were calculated by combining Stevens Point, Park Ridge, Plover, and Whiting. Rural responses were calculated by combining all other respondents.

Those questions and items that have at least a .4 differential in responses are included in the following table.

	Rural	Urban
7. Appropriate types of housing in rural areas:		
Duplexes	2.3	2.7
Mobile Home Parks	1.9	2.4
Multi-Family apartments	2.0	2.4
8. My city/village/town/ has a need for more:		
Moderately priced homes	3.5	3.9
Public/subsidized housing	2.2	2.7
Multi-unit rental housing	2.1	2.6
14. How would you rate each of the following local services		
Sanitary sewer	3.7	4.1
Police protection	3.6	4.0
Ambulance service	3.7	4.1
Municipal water	3.6	4.0
20. The following represent a threat to the quality of Portage County's groundwater		
Sewage holding tank & septic tank spreading	3.3	3.8
21. The following represent a threat to the quantity of Portage County's groundwater		
Private wells	2.3	2.7
22. What types of development do you believe would be good for Portage County to attract?		
Retail Development	3.5	3.9

Rural Urban

33. In plans for future development should local government discourage, encourage or remain neutral regarding:

Retail development:

Encourage	43%	58%
Remain neutral	42%	32%
Discourage	12%	8%
Don't know	3%	3%

38. I currently

Own	97%	79%
Rent	3%	21%

39. Gender

Male	61%	52%
Female	39%	48%

42. What is the highest level of education completed

Some high school	4%	3%
High school graduate	38%	29%
Technical college	18%	12%
Junior college	2%	3%
College	24%	32%
Post graduate	14%	21%

PORTAGE COUNTY
COMPREHENSIVE PLANNING COMMUNITY SURVEY

County Trends and Land Use

1. From the year 2000 to 2020, Portage County's population is projected to increase 21 percent from 67,182 to 81,242. At what rate would you like to see growth occur?

	Responses	Percent
Faster than projected	369	6%
Present projected rate of growth	2486	40%
Slower than projected	2374	38%
No growth	579	9%
Don't Know	394	6%
Total	6202	100%

2. The following types of growth should be encouraged within Portage County

Single family residential

	Responses	Percent
1- Strongly Disagree	162	3%
2-Disagree	228	4%
3-Neutral	1066	17%
4-Agree	2325	37%
5-Strongly Agree	2351	38%
DK-Don't Know	107	2%
Total	6239	100%
Valid cases	6132	
Average	4.1	

Multi-family residential

	Responses	Percent
1- Strongly Disagree	655	11%
2-Disagree	1130	19%
3-Neutral	2004	34%
4-Agree	1456	24%
5-Strongly Agree	594	10%
DK-Don't Know	131	2%
Total	5970	100%
Valid cases	5839	
Average	3	

Rural residential

	Responses	Percent
1- Strongly Disagree	658	11%
2-Disagree	900	15%
3-Neutral	1607	27%
4-Agree	1775	29%
5-Strongly Agree	948	16%
DK-Don't Know	133	2%
Total	6021	100%
Valid cases	5888	
Average	3.2	

Hobby farms

	Responses	Percent
1- Strongly Disagree	393	7%
2-Disagree	659	11%
3-Neutral	2154	36%
4-Agree	1755	29%
5-Strongly Agree	809	14%
DK-Don't Know	221	4%
Total	5991	100%
Valid cases	5770	
Average	3.3	

Family farms

	Responses	Percent
1- Strongly Disagree	144	2%
2-Disagree	152	2%
3-Neutral	1045	17%
4-Agree	2160	35%
5-Strongly Agree	2561	41%
DK-Don't Know	110	2%
Total	6172	100%
Valid cases	6062	
Average	4.1	

Large corporate farms

	Responses	Percent
1- Strongly Disagree	2100	35%
2-Disagree	1391	23%
3-Neutral	1412	24%
4-Agree	574	10%
5-Strongly Agree	268	5%
DK-Don't Know	191	3%
Total	5936	100%
Valid cases	5745	
Average	2.2	

Small businesses

	Responses	Percent
1- Strongly Disagree	120	2%
2-Disagree	116	2%
3-Neutral	710	12%
4-Agree	2714	44%
5-Strongly Agree	2432	39%
DK-Don't Know	81	1%
Total	6173	100%
Valid cases	6092	
Average	4.2	

Large retail outlets/centers

	Responses	Percent
1- Strongly Disagree	984	16%
2-Disagree	1034	17%
3-Neutral	1522	25%
4-Agree	1381	23%
5-Strongly Agree	998	17%
DK-Don't Know	111	2%
Total	6030	100%
Valid cases	5919	
Average	3.1	

Light industry

	Responses	Percent
1- Strongly Disagree	254	4%
2-Disagree	256	4%
3-Neutral	1094	18%
4-Agree	2702	44%
5-Strongly Agree	1794	29%
DK-Don't Know	89	1%
Total	6189	100%
Valid cases	6100	
Average	3.9	

Heavy industry

	Responses	Percent
1- Strongly Disagree	1027	17%
2-Disagree	923	15%
3-Neutral	1469	24%
4-Agree	1436	24%
5-Strongly Agree	1062	18%
DK-Don't Know	147	2%
Total	6064	100%
Valid cases	5917	
Average	3.1	

3. Local units of government have the responsibility to protect property owners and the community by regulating land use.

	Responses	Percent
1- Strongly Disagree	298	5%
2-Disagree	460	7%
3-Neutral	974	15%
4-Agree	2802	43%
5-Strongly Agree	1863	29%
DK-Don't Know	100	2%
Total	6497	100%
Valid cases	6397	
Average	3.9	

4. The use of zoning regulations is beneficial.

	Responses	Percent
1- Strongly Disagree	171	3%
2-Disagree	312	5%
3-Neutral	1026	16%
4-Agree	2989	46%
5-Strongly Agree	1878	29%
DK-Don't Know	133	2%
Total	6509	100%
Valid cases	6376	
Average	4	

5. People should be allowed to develop their property any way they see fit.

	Responses	Percent
1- Strongly Disagree	1577	24%
2-Disagree	2226	34%
3-Neutral	1023	16%
4-Agree	896	14%
5-Strongly Agree	704	11%
DK-Don't Know	75	1%
Total	6501	100%
Valid cases	6426	
Average	2.5	

Housing

6. Ideal urban neighborhoods would include homes as well as:

Apartments

	Responses	Percent
1- Strongly Disagree	416	7%
2-Disagree	862	14%
3-Neutral	1404	23%
4-Agree	2421	40%
5-Strongly Agree	933	15%
DK-Don't Know	68	1%
Total	6104	100%
Valid cases	6036	
Average	3.4	

Shopping

	Responses	Percent
1- Strongly Disagree	146	2%
2-Disagree	286	5%
3-Neutral	773	12%
4-Agree	3248	52%
5-Strongly Agree	1804	29%
DK-Don't Know	49	1%
Total	6306	100%
Valid cases	6257	
Average	4	

Employment

	Responses	Percent
1- Strongly Disagree	128	2%
2-Disagree	352	6%
3-Neutral	992	16%
4-Agree	2695	44%
5-Strongly Agree	1948	32%
DK-Don't Know	57	1%
Total	6172	100%
Valid cases	6115	
Average	4	

Schools

	Responses	Percent
1- Strongly Disagree	92	1%
2-Disagree	142	2%
3-Neutral	624	10%
4-Agree	2959	47%
5-Strongly Agree	2359	38%
DK-Don't Know	54	1%
Total	6230	100%
Valid cases	6176	
Average	4.2	

Parks

	Responses	Percent
1- Strongly Disagree	72	1%
2-Disagree	91	1%
3-Neutral	537	9%
4-Agree	2696	43%
5-Strongly Agree	2804	45%
DK-Don't Know	49	1%
Total	6249	100%
Valid cases	6200	
Average	4.3	

Alleys

	Responses	Percent
1- Strongly Disagree	774	13%
2-Disagree	1438	24%
3-Neutral	2113	35%
4-Agree	973	16%
5-Strongly Agree	519	9%
DK-Don't Know	194	3%
Total	6011	100%
Valid cases	5817	
Average	2.8	

Sidewalks

	Responses	Percent
1- Strongly Disagree	313	5%
2-Disagree	474	8%
3-Neutral	1324	21%
4-Agree	2263	37%
5-Strongly Agree	1733	28%
DK-Don't Know	84	1%
Total	6191	100%
Valid cases	6107	
Average	3.8	

7. Other than farm residences, what types of housing would be appropriate in rural areas?

Single family (2+ acre)

	Responses	Percent
1- Strongly Disagree	439	7%
2-Disagree	471	8%
3-Neutral	750	12%
4-Agree	2499	40%
5-Strongly Agree	1942	31%
DK-Don't Know	95	2%
Total	6196	100%
Valid cases	6101	
Average	3.8	

Single family (<2 acre)

	Responses	Percent
1- Strongly Disagree	972	16%
2-Disagree	1135	18%
3-Neutral	1078	18%
4-Agree	1872	30%
5-Strongly Agree	997	16%
DK-Don't Know	98	2%
Total	6152	100%
Valid cases	6054	
Average	3.1	

Duplexes

	Responses	Percent
1- Strongly Disagree	1439	24%
2-Disagree	1682	28%
3-Neutral	1525	25%
4-Agree	998	16%
5-Strongly Agree	297	5%
DK-Don't Know	109	2%
Total	6050	100%
Valid cases	5941	
Average	2.5	

Multi-family apartments

	Responses	Percent
1- Strongly Disagree	1927	32%
2-Disagree	2077	34%
3-Neutral	1169	19%
4-Agree	540	9%
5-Strongly Agree	203	3%
DK-Don't Know	127	2%
Total	6043	100%
Valid cases	5916	
Average	2.2	

Mobile home parks

	Responses	Percent
1- Strongly Disagree	2246	37%
2-Disagree	1638	27%
3-Neutral	1266	21%
4-Agree	577	9%
5-Strongly Agree	214	4%
DK-Don't Know	141	2%
Total	6082	100%
Valid cases	5941	
Average	2.1	

No new non-farm housing

	Responses	Percent
1- Strongly Disagree	1166	19%
2-Disagree	1686	28%
3-Neutral	1620	27%
4-Agree	691	11%
5-Strongly Agree	605	10%
DK-Don't Know	300	5%
Total	6068	100%
Valid cases	5768	
Average	2.6	

8. My city/village/township has a need for more:

Moderately priced homes

	Responses	Percent
1- Strongly Disagree	261	4%
2-Disagree	470	7%
3-Neutral	1541	24%
4-Agree	2433	39%
5-Strongly Agree	1309	21%
DK-Don't Know	302	5%
Total	6316	100%
Valid cases	6014	
Average	3.7	

Public/subsidized housing

	Responses	Percent
1- Strongly Disagree	1293	21%
2-Disagree	1694	28%
3-Neutral	1721	28%
4-Agree	694	11%
5-Strongly Agree	303	5%
DK-Don't Know	384	6%
Total	6089	100%
Valid cases	5705	
Average	2.5	

Higher priced homes

	Responses	Percent
1- Strongly Disagree	1140	19%
2-Disagree	1808	30%
3-Neutral	2021	33%
4-Agree	637	10%
5-Strongly Agree	200	3%
DK-Don't Know	282	5%
Total	6088	100%
Valid cases	5806	
Average	2.5	

Multi-unit rental housing

	Responses	Percent
1- Strongly Disagree	1374	23%
2-Disagree	1866	31%
3-Neutral	1713	28%
4-Agree	672	11%
5-Strongly Agree	165	3%
DK-Don't Know	301	5%
Total	6091	100%
Valid cases	5790	
Average	2.4	

Manufactured (mobile) homes

	Responses	Percent
1- Strongly Disagree	1994	33%
2-Disagree	1941	32%
3-Neutral	1371	22%
4-Agree	358	6%
5-Strongly Agree	131	2%
DK-Don't Know	299	5%
Total	6094	100%
Valid cases	5795	
Average	2.1	

Housing for seniors

	Responses	Percent
1- Strongly Disagree	375	6%
2-Disagree	437	7%
3-Neutral	1693	27%
4-Agree	2302	36%
5-Strongly Agree	1139	18%
DK-Don't Know	361	6%
Total	6307	100%
Valid cases	5946	
Average	3.6	

9. The overall quality of housing in my city/village/township is good.

	Responses	Percent
1- Strongly Disagree	74	1%
2-Disagree	316	5%
3-Neutral	998	15%
4-Agree	4169	64%
5-Strongly Agree	876	13%
DK-Don't Know	125	2%
Total	6558	100%
Valid cases	6433	
Average	3.8	

10. Government should provide financial assistance for lower income residents to maintain and improve their homes.

	Responses	Percent
1- Strongly Disagree	602	9%
2-Disagree	1124	17%
3-Neutral	1667	25%
4-Agree	2102	32%
5-Strongly Agree	955	15%
DK-Don't Know	119	2%
Total	6569	100%
Valid cases	6450	
Average	3.3	

Utilities and Community Facilities

11. New homes and businesses should be encouraged:

Primarily in communities where sewer and water are available...

	Responses	Percent
1- Strongly Disagree	117	2%
2-Disagree	387	6%
3-Neutral	828	13%
4-Agree	2945	47%
5-Strongly Agree	1952	31%
DK-Don't Know	75	1%
Total	6304	100%
Valid cases	6229	
Average	4	

Next to communities where sewer and water could be extended...

	Responses	Percent
1- Strongly Disagree	322	5%
2-Disagree	756	12%
3-Neutral	1421	23%
4-Agree	2802	45%
5-Strongly Agree	776	13%
DK-Don't Know	107	2%
Total	6184	100%
Valid cases	6077	
Average	3.5	

Anywhere in the County, with or without sewer and water services...

	Responses	Percent
1- Strongly Disagree	1431	23%
2-Disagree	1640	26%
3-Neutral	1382	22%
4-Agree	1064	17%
5-Strongly Agree	540	9%
DK-Don't Know	152	2%
Total	6209	100%
Valid cases	6057	
Average	2.6	

12. Future boundaries should be established for municipal water and sanitary sewer systems.

	Responses	Percent
1- Strongly Disagree	181	3%
2-Disagree	436	7%
3-Neutral	1451	22%
4-Agree	2851	44%
5-Strongly Agree	1293	20%
DK-Don't Know	296	5%
Total	6508	100%
Valid cases	6212	
Average	3.7	

13. The boundaries described in Question 12 should be:

	Responses	Percent
Very inflexible, essentially stopping development outside of the boundary.	1189	19%
Somewhat flexible, allowing for some development outside the boundary	4366	71%
Very flexible, allowing anyone who asks for sewer and water to get it wherever they are.	582	9%
Total	6137	100%

14. How would you rate each of the following local services:

Sanitary sewer

	Responses	Percent
1-Very Poor	41	1%
2-Poor	77	1%
3-Average	813	13%
4-Good	2380	37%
5-Excellent	1120	18%
DU-Don't Use	1959	31%
Total	6390	100%
Valid cases	4431	
Average	4	

Municipal water

	Responses	Percent
1-Very Poor	86	1%
2-Poor	205	3%
3-Average	947	15%
4-Good	2022	32%
5-Excellent	1043	16%
DU-Don't Use	2094	33%
Total	6397	100%
Valid cases	4303	
Average	3.9	

Police protection

	Responses	Percent
1-Very Poor	93	1%
2-Poor	268	4%
3-Average	1671	26%
4-Good	2834	44%
5-Excellent	1335	21%
DU-Don't Use	277	4%
Total	6478	100%
Valid cases	6201	
Average	3.8	

Fire protection

	Responses	Percent
1-Very Poor	61	1%
2-Poor	170	3%
3-Average	1316	20%
4-Good	2982	46%
5-Excellent	1637	25%
DU-Don't Use	310	5%
Total	6476	100%
Valid cases	6166	
Average	4	

Ambulance service

	Responses	Percent
1-Very Poor	60	1%
2-Poor	195	3%
3-Average	1393	22%
4-Good	2773	43%
5-Excellent	1503	23%
DU-Don't Use	534	8%
Total	6458	100%
Valid cases	5924	
Average	3.9	

Social service

	Responses	Percent
1-Very Poor	87	1%
2-Poor	274	4%
3-Average	1637	26%
4-Good	2158	34%
5-Excellent	686	11%
DU-Don't Use	1543	24%
Total	6385	100%
Valid cases	4842	
Average	3.6	

Garbage collection

	Responses	Percent
1-Very Poor	83	1%
2-Poor	188	3%
3-Average	1141	18%
4-Good	2906	45%
5-Excellent	1462	23%
DU-Don't Use	703	11%
Total	6483	100%
Valid cases	5780	
Average	3.9	

Recycling program

	Responses	Percent
1-Very Poor	124	2%
2-Poor	344	5%
3-Average	1392	22%
4-Good	2937	45%
5-Excellent	1359	21%
DU-Don't Use	312	5%
Total	6468	100%
Valid cases	6156	
Average	3.8	

Library

	Responses	Percent
1-Very Poor	49	1%
2-Poor	153	2%
3-Average	1137	18%
4-Good	3008	47%
5-Excellent	1479	23%
DU-Don't Use	622	10%
Total	6448	100%
Valid cases	5826	
Average	4	

Education

	Responses	Percent
1-Very Poor	46	1%
2-Poor	165	3%
3-Average	1167	18%
4-Good	2760	43%
5-Excellent	1594	25%
DU-Don't Use	730	11%
Total	6462	100%
Valid cases	5732	
Average	4	

Parks

	Responses	Percent
1-Very Poor	40	1%
2-Poor	146	2%
3-Average	1079	17%
4-Good	3037	47%
5-Excellent	1780	27%
DU-Don't Use	394	6%
Total	6476	100%
Valid cases	6082	
Average	4	

Recreation programs

	Responses	Percent
1-Very Poor	110	2%
2-Poor	294	5%
3-Average	1449	22%
4-Good	2428	38%
5-Excellent	1048	16%
DU-Don't Use	1120	17%
Total	6449	100%
Valid cases	5329	
Average	3.8	

Agricultural, Natural, and Cultural Resources

16. Portage County should work with farmers to identify and protect productive agricultural regions.

	Responses	Percent
1- Strongly Disagree	71	1%
2-Disagree	121	2%
3-Neutral	596	9%
4-Agree	2771	42%
5-Strongly Agree	2894	44%
DK-Don't Know	82	1%
Total	6535	100%
Valid cases	6453	
Average	4.3	

17. Local units of government in Portage County should address the issue of development in productive agricultural regions by:

Preserving farmland at all costs

	Responses	Percent
1- Strongly Disagree	320	5%
2-Disagree	1063	17%
3-Neutral	1581	25%
4-Agree	1799	29%
5-Strongly Agree	1375	22%
DK-Don't Know	122	2%
Total	6260	100%
Valid cases	6138	
Average	3.5	

Protecting productive farmland, but allowing growth in areas not suitable for agricultural use.

	Responses	Percent
1- Strongly Disagree	263	4%
2-Disagree	550	9%
3-Neutral	946	15%
4-Agree	3172	50%
5-Strongly Agree	1280	20%
DK-Don't Know	112	2%
Total	6323	100%
Valid cases	6211	
Average	3.7	

Not protecting farmland, let owners develop as they see fit

	Responses	Percent
1- Strongly Disagree	2483	40%
2-Disagree	1994	32%
3-Neutral	945	15%
4-Agree	376	6%
5-Strongly Agree	220	4%
DK-Don't Know	141	2%
Total	6159	100%
Valid cases	6018	
Average	2	

18. The rural economy of Portage County should be protected by having growth directed into and around existing developed areas.

	Responses	Percent
1- Strongly Disagree	140	2%
2-Disagree	414	7%
3-Neutral	1382	22%
4-Agree	2866	45%
5-Strongly Agree	1312	21%
DK-Don't Know	234	4%
Total	6348	100%
Valid cases	6114	
Average	3.8	

19. My city/village/township should make an effort to identify and protect the following:

Woodlands

	Responses	Percent
1- Strongly Disagree	101	2%
2-Disagree	197	3%
3-Neutral	722	11%
4-Agree	2489	38%
5-Strongly Agree	2889	45%
DK-Don't Know	88	1%
Total	6486	100%
Valid cases	6398	
Average	4.2	

Wetlands and floodplains

	Responses	Percent
1- Strongly Disagree	136	2%
2-Disagree	261	4%
3-Neutral	954	15%
4-Agree	2271	35%
5-Strongly Agree	2700	42%
DK-Don't Know	117	2%
Total	6439	100%
Valid cases	6322	
Average	4.1	

Open spaces

	Responses	Percent
1- Strongly Disagree	142	2%
2-Disagree	373	6%
3-Neutral	1521	24%
4-Agree	2141	33%
5-Strongly Agree	2093	33%
DK-Don't Know	132	2%
Total	6402	100%
Valid cases	6270	
Average	3.9	

Lakes, rivers and streams

	Responses	Percent
1- Strongly Disagree	74	1%
2-Disagree	80	1%
3-Neutral	387	6%
4-Agree	2334	36%
5-Strongly Agree	3544	55%
DK-Don't Know	71	1%
Total	6490	100%
Valid cases	6419	
Average	4.4	

Endangered species habitat

	Responses	Percent
1- Strongly Disagree	187	3%
2-Disagree	341	5%
3-Neutral	1180	18%
4-Agree	2017	32%
5-Strongly Agree	2575	40%
DK-Don't Know	96	2%
Total	6396	100%
Valid cases	6300	
Average	4	

Parkland, existing and future

	Responses	Percent
1- Strongly Disagree	91	1%
2-Disagree	129	2%
3-Neutral	799	12%
4-Agree	2611	41%
5-Strongly Agree	2704	42%
DK-Don't Know	102	2%
Total	6436	100%
Valid cases	6334	
Average	4.2	

Historic and cultural sites

	Responses	Percent
1- Strongly Disagree	119	2%
2-Disagree	219	3%
3-Neutral	1233	19%
4-Agree	2402	37%
5-Strongly Agree	2361	37%
DK-Don't Know	109	2%
Total	6443	100%
Valid cases	6334	
Average	4.1	

20. The following represent a threat to the quality of Portage County's groundwater:

Residential runoff

	Responses	Percent
1- Strongly Disagree	102	2%
2-Disagree	576	9%
3-Neutral	1267	20%
4-Agree	2523	39%
5-Strongly Agree	1562	24%
DK-Don't Know	387	6%
Total	6417	100%
Valid cases	6030	
Average	3.8	

Agricultural pesticides and fertilizers

	Responses	Percent
1- Strongly Disagree	76	1%
2-Disagree	191	3%
3-Neutral	718	11%
4-Agree	2620	41%
5-Strongly Agree	2544	39%
DK-Don't Know	313	5%
Total	6462	100%
Valid cases	6149	
Average	4.2	

Manure and liquid waste application

	Responses	Percent
1- Strongly Disagree	106	2%
2-Disagree	408	6%
3-Neutral	1199	19%
4-Agree	2523	39%
5-Strongly Agree	1741	27%
DK-Don't Know	463	7%
Total	6440	100%
Valid cases	5977	
Average	3.9	

Commercial/Industrial storm water runoff and infiltration

	Responses	Percent
1- Strongly Disagree	66	1%
2-Disagree	265	4%
3-Neutral	1129	18%
4-Agree	2656	42%
5-Strongly Agree	1757	27%
DK-Don't Know	519	8%
Total	6392	100%
Valid cases	5873	
Average	4	

Sewage holding tank and septic tank spreading

	Responses	Percent
1- Strongly Disagree	161	3%
2-Disagree	689	11%
3-Neutral	1786	28%
4-Agree	2001	31%
5-Strongly Agree	1124	18%
DK-Don't Know	623	10%
Total	6384	100%
Valid cases	5761	
Average	3.6	

Improperly abandoned wells

	Responses	Percent
1- Strongly Disagree	135	2%
2-Disagree	466	7%
3-Neutral	1655	26%
4-Agree	2107	33%
5-Strongly Agree	1232	19%
DK-Don't Know	788	12%
Total	6383	100%
Valid cases	5595	
Average	3.7	

Industrial waste land spreading

	Responses	Percent
1- Strongly Disagree	84	1%
2-Disagree	287	4%
3-Neutral	1057	16%
4-Agree	2340	36%
5-Strongly Agree	1971	31%
DK-Don't Know	679	11%
Total	6418	100%
Valid cases	5739	
Average	4	

Municipal waste and sludge land spreading

	Responses	Percent
1- Strongly Disagree	118	2%
2-Disagree	462	7%
3-Neutral	1409	22%
4-Agree	2147	33%
5-Strongly Agree	1543	24%
DK-Don't Know	743	12%
Total	6422	100%
Valid cases	5679	
Average	3.8	

21. The following represent a threat to the quantity of Portage County's groundwater:

Municipal wells

	Responses	Percent
1- Strongly Disagree	299	5%
2-Disagree	1378	22%
3-Neutral	2174	34%
4-Agree	1169	18%
5-Strongly Agree	464	7%
DK-Don't Know	864	14%
Total	6348	100%
Valid cases	5484	
Average	3	

Agricultural irrigation wells

	Responses	Percent
1- Strongly Disagree	173	3%
2-Disagree	896	14%
3-Neutral	1714	27%
4-Agree	1773	28%
5-Strongly Agree	1041	16%
DK-Don't Know	782	12%
Total	6379	100%
Valid cases	5597	
Average	3.5	

Drinking water bottling plants

	Responses	Percent
1- Strongly Disagree	236	4%
2-Disagree	659	10%
3-Neutral	1367	21%
4-Agree	1543	24%
5-Strongly Agree	1811	28%
DK-Don't Know	772	12%
Total	6388	100%
Valid cases	5616	
Average	3.7	

Industrial water users

	Responses	Percent
1- Strongly Disagree	124	2%
2-Disagree	603	9%
3-Neutral	1682	26%
4-Agree	2093	33%
5-Strongly Agree	1094	17%
DK-Don't Know	769	12%
Total	6365	100%
Valid cases	5596	
Average	3.6	

Private wells

	Responses	Percent
1- Strongly Disagree	818	13%
2-Disagree	2151	34%
3-Neutral	1761	28%
4-Agree	668	11%
5-Strongly Agree	244	4%
DK-Don't Know	706	11%
Total	6348	100%
Valid cases	5642	
Average	2.5	

Commerce and Employment

22. What types of new development do you believe would be good for Portage county to attract?

Retail development

	Responses	Percent
1- Strongly Disagree	320	5%
2-Disagree	634	10%
3-Neutral	1234	19%
4-Agree	2448	38%
5-Strongly Agree	1679	26%
DK-Don't Know	122	2%
Total	6437	100%
Valid cases	6315	
Average	3.7	

Service Development

	Responses	Percent
1- Strongly Disagree	391	6%
2-Disagree	1046	16%
3-Neutral	2093	33%
4-Agree	1960	31%
5-Strongly Agree	736	12%
DK-Don't Know	148	2%
Total	6374	100%
Valid cases	6226	
Average	3.3	

Office Development

	Responses	Percent
1- Strongly Disagree	498	8%
2-Disagree	1226	19%
3-Neutral	2019	32%
4-Agree	1747	27%
5-Strongly Agree	727	11%
DK-Don't Know	151	2%
Total	6368	100%
Valid cases	6217	
Average	3.2	

Industrial Development

	Responses	Percent
1- Strongly Disagree	508	8%
2-Disagree	803	12%
3-Neutral	1286	20%
4-Agree	2168	34%
5-Strongly Agree	1552	24%
DK-Don't Know	139	2%
Total	6456	100%
Valid cases	6317	
Average	3.5	

23. New retail or commercial businesses should only be located in cities or villages

	Responses	Percent
1- Strongly Disagree	322	5%
2-Disagree	1176	18%
3-Neutral	1193	18%
4-Agree	2262	35%
5-Strongly Agree	1368	21%
DK-Don't Know	136	2%
Total	6457	100%
Valid cases	6321	
Average	3.5	

24. There are enough job opportunities to make a living in Portage County.

	Responses	Percent
1- Strongly Disagree	669	10%
2-Disagree	1749	27%
3-Neutral	1362	21%
4-Agree	1854	29%
5-Strongly Agree	421	6%
DK-Don't Know	433	7%
Total	6488	100%
Valid cases	6055	
Average	2.9	

25. Tax dollars should be used to develop new jobs in the County.

	Responses	Percent
1- Strongly Disagree	543	8%
2-Disagree	1146	18%
3-Neutral	1817	28%
4-Agree	1988	31%
5-Strongly Agree	731	11%
DK-Don't Know	256	4%
Total	6481	100%
Valid cases	6225	
Average	3.2	

Transportation

26. Local roads in my city/village/township are in good condition

	Responses	Percent
1- Strongly Disagree	294	4%
2-Disagree	1113	17%
3-Neutral	991	15%
4-Agree	3575	55%
5-Strongly Agree	542	8%
DK-Don't Know	36	1%
Total	6551	100%
Valid cases	6515	
Average	3.5	

27. Portage County Highways are in good condition.

	Responses	Percent
1- Strongly Disagree	68	1%
2-Disagree	399	6%
3-Neutral	980	15%
4-Agree	4371	67%
5-Strongly Agree	694	11%
DK-Don't Know	41	1%
Total	6553	100%
Valid cases	6512	
Average	3.8	

28. Local units of government in Portage County need to provide:

More bicycle routes

	Responses	Percent
1- Strongly Disagree	413	6%
2-Disagree	964	15%
3-Neutral	2005	31%
4-Agree	1720	27%
5-Strongly Agree	1091	17%
DK-Don't Know	287	4%
Total	6480	100%
Valid cases	6193	
Average	3.3	

More pedestrian routes

	Responses	Percent
1- Strongly Disagree	398	6%
2-Disagree	951	15%
3-Neutral	2131	33%
4-Agree	1706	26%
5-Strongly Agree	998	15%
DK-Don't Know	292	5%
Total	6476	100%
Valid cases	6184	
Average	3.3	

29. Local units of government should provide connections to regional trail systems.

	Responses	Percent
1- Strongly Disagree	386	6%
2-Disagree	771	12%
3-Neutral	1759	27%
4-Agree	2071	32%
5-Strongly Agree	1220	19%
DK-Don't Know	269	4%
Total	6476	100%
Valid cases	6207	
Average	3.5	

30. How would you rate the following transportation-related services in Portage County?

Road maintenance

	Responses	Percent
1-Very Poor	94	1%
2-Poor	369	6%
3-Average	1929	30%
4-Good	3412	52%
5-Excellent	659	10%
DU-Don't Use	63	1%
Total	6526	100%
Valid cases	6463	
Average	3.6	

Snow plowing

	Responses	Percent
1-Very Poor	115	2%
2-Poor	390	6%
3-Average	1531	23%
4-Good	3325	51%
5-Excellent	1035	16%
DU-Don't Use	128	2%
Total	6524	100%
Valid cases	6396	
Average	3.7	

Public parking

	Responses	Percent
1-Very Poor	158	2%
2-Poor	848	13%
3-Average	2457	38%
4-Good	2398	37%
5-Excellent	337	5%
DU-Don't Use	265	4%
Total	6463	100%
Valid cases	6198	
Average	3.3	

Bus / Taxi / etc.

	Responses	Percent
1-Very Poor	197	3%
2-Poor	783	12%
3-Average	1951	30%
4-Good	1357	21%
5-Excellent	221	3%
DU-Don't Use	1944	30%
Total	6453	100%
Valid cases	4509	
Average	3.1	

Bicycle/pedestrian facilities

	Responses	Percent
1-Very Poor	99	2%
2-Poor	605	9%
3-Average	2191	34%
4-Good	2148	33%
5-Excellent	425	7%
DU-Don't Use	968	15%
Total	6436	100%
Valid cases	5468	
Average	3.4	

Transportation for seniors

	Responses	Percent
1-Very Poor	106	2%
2-Poor	526	8%
3-Average	1552	24%
4-Good	1344	21%
5-Excellent	256	4%
DU-Don't Use	2687	42%
Total	6471	100%
Valid cases	3784	
Average	3.3	

Transportation for disabled

	Responses	Percent
1-Very Poor	121	2%
2-Poor	481	7%
3-Average	1494	23%
4-Good	1287	20%
5-Excellent	277	4%
DU-Don't Use	2808	43%
Total	6468	100%
Valid cases	3660	
Average	3.3	

Airport facilities

	Responses	Percent
1-Very Poor	214	3%
2-Poor	694	11%
3-Average	1756	27%
4-Good	1499	23%
5-Excellent	265	4%
DU-Don't Use	2034	31%
Total	6462	100%
Valid cases	4428	
Average	3.2	

Issues and Opportunities

31. My preference for development in rural Portage County in the year 2020 is:

	Responses	Percent
Preservation of the existing rural landscape with limited amounts of new development.	2876	45%
Preservation of the existing landscape with moderate amounts of new development.	3187	49%
Unrestricted development in rural areas.	404	6%
Total	6461	100%

32. My preference for development in urban Portage County in the year 2020 is:

	Responses	Percent
Infill and redevelopment with no outward expansion of existing urban areas.	1364	21%
Some outward expansion of existing urban areas with a focus on infill and redevelopment.	4499	71%
Unrestricted growth of the urban areas with a focus on outward expansion.	512	8%
Total	6370	100%

33. As Portage County and local government units plan for future development, should they discourage, encourage, or remain neutral regarding each of the following:

Environmental preservation

	Responses	Percent
Encourage	5259	82%
Remain neutral	967	15%
Discourage	60	1%
Don't Know	119	2%
Total	6405	100%

Farmland preservation

	Responses	Percent
Encourage	4898	76%
Remain neutral	1336	21%
Discourage	85	1%
Don't Know	119	2%
Total	6438	100%

Industrial development

	Responses	Percent
Encourage	3281	51%
Remain neutral	2089	33%
Discourage	815	13%
Don't Know	197	3%
Total	6382	100%

Residential development

	Responses	Percent
Encourage	2718	43%
Remain neutral	2847	45%
Discourage	618	10%
Don't Know	183	3%
Total	6366	100%

Retail development

	Responses	Percent
Encourage	3217	51%
Remain neutral	2321	36%
Discourage	655	10%
Don't Know	174	3%
Total	6367	100%

Tourism facilities

	Responses	Percent
Encourage	3075	48%
Remain neutral	2385	37%
Discourage	658	10%
Don't Know	269	4%
Total	6387	100%

Vacation homes

	Responses	Percent
Encourage	1118	18%
Remain neutral	2962	46%
Discourage	1925	30%
Don't Know	371	6%
Total	6376	100%

Demographics

36. How long have you been a resident in Portage County?

	Responses	Percent
Less than 1 year	158	2%
1 - 5 years	711	11%
6 - 10 years	546	8%
11 - 20 years	876	13%
over 20 years	3956	60%
Not a resident but own land	302	5%
Total	6549	100%

37. I live (*or own land) in:

	Responses	Percent
C. Stevens Point	2041	33%
V. Almond	47	1%
V. Amherst	81	1%
V. Amherst Jct.	45	1%
V. Junction City	27	0%
V. Nelsonville	19	0%
V. Park Ridge	76	1%
V. Plover	847	14%
V. Rosholt	46	1%
V. Whiting	150	2%
T. Alban	112	2%
T. Almond	74	1%
T. Amherst	142	2%
T. Belmont	91	1%
T. Buena Vista	100	2%
T. Carson	128	2%
T. Dewey	96	2%
T. Eau Pleine	97	2%
T. Grant	213	3%
T. Hull	585	9%
T. Lanark	220	4%
T. Linwood	120	2%
T. New Hope	122	2%
T. Pine Grove	63	1%
T. Plover	204	3%
T. Sharon	206	3%
T. Stockton	306	5%
Total	6258	100%

38. I currently

	Responses	Percent
Own	5622	88%
Rent	803	12%
Total	6425	100%

39. Please indicate your gender:

	Responses	Percent
Male	3647	57%
Female	2802	43%
Total	6449	100%

40. What is your age:

	Responses	Percent
under 18	4	0%
18-24	277	4%
25-34	687	10%
35-44	1258	19%
45-54	1650	25%
55-64	1160	18%
65-74	894	14%
over 75	616	9%
Total	6546	100%

41. How many people live in your household, including yourself?

	Responses	Percent
0	73	1%
1	1191	18%
2	2789	43%
3	986	15%
4	947	15%
5	339	5%
6	73	1%
7	26	0%
8	8	0%
9	2	0%
10	5	0%
Over 10	9	0%
Total	6448	100%

Number under 18 years old.

	Responses	Percent
0	2969	61%
1	780	16%
2	817	17%
3	246	5%
4	63	1%
5	12	0%
6	4	0%
7	2	0%
8	0	0%
9	0	0%
10	0	0%
Over 10	3	0%
Total	4896	100%

42. What is the highest level of education you have completed?

	Responses	Percent
some high school	246	4%
high school graduate	2159	34%
technical college	948	15%
junior college	144	2%
college	1758	28%
post graduate	1093	17%
Total	6348	100%

43. What is your employment status?

	Responses	Percent
employed	3612	56%
unemployed	104	2%
self-employed	605	9%
student	222	3%
retired	1752	27%
do not work	163	3%
Total	6458	100%

44. What is your field of employment?

	Responses	Percent
Agriculture	223	5%
Wholesale trade	101	2%
Manufacturing	709	17%
Finance/Insurance/Real Estate	484	12%
Government	421	10%
Retail trade	346	8%
Transportation/Public Utilities	183	4%
Services	1488	36%
Construction/Mining	205	5%
Total	4160	100%

45. Where do you work?

	Responses	Percent
Portage County	1073	25%
Stevens	2296	53%
Point/Plover/Whiting/Park Ridge		
Marshfield Area	39	1%
Wisconsin Rapids	318	7%
Mosinee/Wausau Area	154	4%
Waupaca Area	148	3%
Outside Central Wisconsin	289	7%
Total	4317	100%

46. What is your approximate gross (before tax) yearly family income?

	Responses	Percent
under \$15,000	626	10%
\$15,001 to \$29,999	1143	19%
\$30,000 to \$49,999	1586	26%
\$50,000 to \$99,999	2107	35%
\$100,000 or more	550	9%
Total	6012	100%

Open-Ended Question Responses:

15. One recreational program or facility that my family or I would like to see provided somewhere in Portage County is:

youth center	70
skateboard park	37
more bike trails	37
ATV trails	37
parks	27
soccer fields	22
swimming pool	17
Boys & Girls Club	17
zoo	15
golf course	14
ice rink	13
dog park	7
camping	6
Swimming Pool in Plover	6
shooting range	6
casino	4
horse riding trails	4

municipal water 3
baseball 3
dog parks 3
more public land 2
WOLF LAKE 2
tubing hill 2
Plover high school 2
Youth sports complex 2
Library 2
mountain bike trails 2
tennis courts 2
Youth programs 2
Hockey 2
Archery range 2
CAMPGROUND 2
YWCA 2
Senior Center 2
Miniature Golf 2
more hiking trails 2
More public hunting land 2
Recreation Programs 2
RV trails 2
outdoor theatre 2
county land fill 2

Casino 2

disc golf 2

cultural center 2

34. Please tell us the SINGLE greatest problem or concern you have regarding your city/village/township.

Taxes/property taxes 156

urban sprawl 84

Water quality 44

Roads 42

Too much development 25

rapid growth 12

Too much traffic 11

fire protection 10

schools 9

Highway 10 7

snow removal 7

zoning 4

parking 4

Employment 4

over population 4

Police protection 3

crime 3

too much government 3

Lack of sidewalks 2

noise 2

EMERGENCY SERVICES 2

Hwy 10 Bypass 2

Landfill 2

Environmental preservation 2

deer 2

Downtown Development 2

bus service 2

Pollution 2

Vandalism 2

Too many new homes 2

Affordable housing 2

no high school 2

Drugs 2

35. Please share with us the best part of living in your city/village/township.

Quiet 87

small town atmosphere 63

safety/security 58

Peace & Quiet 47

friendly people 45

The people 39

Privacy 32

peaceful 31

rural atmosphere	31
Green Circle	30
Low crime	27
Quality of life	27
country living	24
Rural setting	22
great people	18
good neighbors	16
Parks	15
open space	15
Nature	12
friendly neighbors	9
Location	9
green space	9
The University	8
size	8
clean air	8
friendly atmosphere	8
small town	8
close to work	7
Solitude	7
caring people	7
Environment	6
low taxes	6
schools	5

Freedom 5
Quiet neighborhood 5
wide open spaces 5
no neighbors 5
sense of community 4
Services 4
small village 4
fresh air 4
great 3
Quiet country living 3
convenience 3
The beauty 3
Good place to raise children 2
safe and friendly 2
I like it here 2
Quiet and safe 2
Good services 2
Trees 2
Recreation 2
Access to everything 2
clean living 2
clean, safe, friendly 2
Fresh air 2
good roads 2

Open Space 2

good quality of life 2

everything 2