CRC Chamberlain
research consultants
Complete. Confident.

SECTION I. Introduction

To begin, please let us know a little bit about your living situation.

Q1. How long have you had your primary residence in Dane County?
n = 498

Over 20 years	205	41.2%
1-5 years	128	25.7%
11-20 years	72	14.5%
6-10 years	61	12.2%
Less than 1 year	32	6.4%

Q2. My residence within Dane County is located in a…
n = 497

City	331	66.6%
Town or Township	90	18.1%
Village	76	15.3%

Q3. My home is an area best described as:
n = 495

Urban	215	43.4%
Suburban	203	41.0%
Rural	72	14.5%
Miscellaneous	2	0.4%
Village	2	0.4%
Other	1	0.2%

Q4. The type of housing where I live for my primary residence can best be described as:
n = 498

Single-family home	329	66.1%
Apartment	98	19.7%
Duplex or 4-flat	33	6.6%
Condominium	30	6.0%
Farm home	4	0.8%
Mobile home	3	0.6%
Retirement community	1	0.2%

Q5. For your primary residence, do you currently rent or own?
n = 498

Own	343	68.9%
Rent	135	27.1%
Live with parents, relatives, or other	20	4.0%

Q6. How many people live in your household, including yourself?
n = 498
  Two 216   43.4%
  Four 83   16.7%
  One 81   16.3%
  Three 81   16.3%
  Five 26   5.2%
  Six or more 11   2.2%

Q7. How many children 17 years old or younger live in your household?
n = 498
  No children 323   64.9%
  Two 79   15.9%
  One 68   13.7%
  Three or more 28   5.6%

Q8. How familiar are you with the Dane County Comprehensive Plan?
n = 497
  Not at all familiar 287   57.7%
  Not very familiar 115   23.1%
  Somewhat familiar 73   14.7%
  Don`t know 17   3.4%
  Very familiar 4   0.8%
  Highly familiar and politically active 1   0.2%

SECTION II. Housing

Housing is an important part of how a community grows and develops. One of Dane County's primary goals is to promote the development and availability of housing for all residents of the county.

Q9. Looking to the future and comparing to the present, how much attention should Dane County Government give to each of the following housing goals listed in a–e?

    a.) Ensuring a supply of enough housing choices throughout the county that meet the needs of people from all income levels, all age groups, with different family sizes, and families who have special needs.
    n = 496
    Somewhat more attention 165   33.3%
    Considerably more attention 161   32.5%
    Neither more nor less attention 84   16.9%
    Somewhat less attention 35   7.1%
    Considerably less attention 24   4.8%
    Don`t know 21   4.2%
    I don`t care 6   1.2%

    b.) Promoting good use of land for housing.
    n = 496
    Considerably more attention 210   42.3%
    Somewhat more attention 140   28.2%
    Neither more nor less attention 85   17.1%
    Somewhat less attention 25   5.0%
    Don`t know 18   3.6%
    Considerably less attention 13   2.6%
    I don`t care 5   1.0%

CRC

c.) Promoting housing that maintains and improves the quality of life for all of Dane County.

n = 495

Considerably more attention	197	39.8%
Somewhat more attention	177	35.8%
Neither more nor less attention	70	14.1%
Somewhat less attention	22	4.4%
Don`t know	13	2.6%
Considerably less attention	9	1.8%
I don`t care	7	1.4%

d.) Ensuring that there is housing close to public transportation routes.

n = 497

Somewhat more attention	174	35.0%
Considerably more attention	155	31.2%
Neither more nor less attention	104	20.9%
Considerably less attention	24	4.8%
Somewhat less attention	14	2.8%
Don`t know	13	2.6%
I don`t care	13	2.6%

e.) Ensuring that there is housing close to shopping and commercial centers.

n = 497

Somewhat more attention	157	31.6%
Neither more nor less attention	146	29.4%
Considerably more attention	99	19.9%
Considerably less attention	32	6.4%
Somewhat less attention	31	6.2%
I don`t care	17	3.4%
Don`t know	15	3.0%

Q10. What is the most important role that Dane County Government should play in making sure there is enough housing to meet the needs of people from all income levels, all age groups, different family sizes, and families who have special needs? (Please mark only one)

n = 496

Help build cooperative relationships between developers and government	179	36.1%
Improve regulations and zoning ordinances	67	13.5%
Educate the public on housing issues	59	11.9%
Buy existing buildings for public-owned housing	57	11.5%
Lower taxes for owners, potential buyers	49	9.9%
Offer incentives -like tax breaks- to new housing developers	36	7.3%
Miscellaneous	14	2.8%
Build new public-owned housing	12	2.4%
None of the above	11	2.2%
Leave it to more local government	4	0.8%
Let market forces decide	4	0.8%
Don't encourage low income housing	3	0.6%
Other	1	0.2%

SECTION III. Economic Development

Economic development is concerned with all aspects of keeping, attracting, and growing businesses of all types and sizes in Dane County.

Q11. Looking to the future and comparing it to the present, how much attention should Dane County Government give to each of the following economic development goals listed in a–d?

    a.) Promoting a strong economy that enhances quality of life.
       n = 499

Considerably more attention	204	40.9%
Somewhat more attention	195	39.1%
Neither more nor less attention	75	15.0%
Don`t know	10	2.0%
Considerably less attention	6	1.2%
Somewhat less attention	6	1.2%
I don`t care	3	0.6%

    b.) Creating quality employment and business ownership opportunities.
       n = 499

Considerably more attention	230	46.1%
Somewhat more attention	171	34.3%
Neither more nor less attention	75	15.0%
Don`t know	10	2.0%
Considerably less attention	5	1.0%
Somewhat less attention	5	1.0%
I don`t care	3	0.6%

    c.) Attracting new businesses to Dane County.
       n = 499

Considerably more attention	225	45.1%
Somewhat more attention	167	33.5%
Neither more nor less attention	75	15.0%
Somewhat less attention	16	3.2%
Don`t know	8	1.6%
Considerably less attention	6	1.2%
I don`t care	2	0.4%

    d.) Keeping established businesses and industries in Dane County.
       n = 499

Considerably more attention	257	51.5%
Somewhat more attention	183	36.7%
Neither more nor less attention	44	8.8%
Don`t know	7	1.4%
Somewhat less attention	6	1.2%
I don`t care	1	0.2%
Considerably less attention	1	0.2%

Q12. For the following questions, use a scale from 1 to 10 (where 1 means extremely unimportant and 10 means extremely important) to rate how important the stated issue is to you personally. How important is it to you that:

	Extremely Unimportant							Extremely Important			DK
	1	2	3	4	5	6	7	8	9	10	
a. new growth in Dane County be controlled and limited to certain areas?	16	15	24	20	57	44	68	73	58	111	11
n=486, Mean=7.08	(3.2%)	(3.0%)	(4.8%)	(4.0%)	(11.5%)	(8.9%)	(13.7%)	(14.7%)	(11.7%)	(22.3%)	(2.2%)

CRC

b. the downtowns of smaller cities and villages be maintained or promoted as local economic centers										
14	3	13	8	46	28	89	93	73	116	15
(2.8%)	(0.6%)	(2.6%)	(1.6%)	(9.2%)	(5.6%)	(17.9%)	(18.7%)	(14.7%)	(23.3%)	(3.0%)

n=483, Mean=7.60

Q13. Should commercial and industrial growth be concentrated in the Madison area or promoted in all of the cities and villages of Dane County?

n = 498

Promoted in all cities and villages	399	80.1%
Concentrated in the Madison area	55	11.0%
Maintain current industrial sites	30	6.0%
Other	9	1.8%
Let more local government decide	4	0.8%
Miscellaneous	1	0.2%

Q14. What is the most important role that Dane County Government should play in attracting, keeping, and growing business in the county? (Please mark only one)

n = 496

Help build cooperative relationships between developers and government	242	48.8%
Offer incentives -like tax breaks- to new housing developers	70	14.1%
Improve regulations and zoning ordinances	52	10.5%
Educate the public on housing issues	46	9.3%
None of the above	41	8.3%
Build new public-owned housing	27	5.4%
Miscellaneous	7	1.4%
Decrease involvement - reduce regulations	6	1.2%
Other	5	1.0%

SECTION IV. Transportation

Planning for transportation involves a combination of many different modes of transportation, including highways, mass transit, transportation systems for persons with disabilities, bicycles, pedestrians, railroads, air transportation, trucking, and water transportation.

Q15. Looking to the future and comparing it to the present, how much attention should Dane County Government give to each of the following transportation goals?

a.) Providing public transportation between housing, shopping, and work.

n = 496

Somewhat more attention	182	36.6%
Considerably more attention	175	35.2%
Neither more nor less attention	81	16.3%
Somewhat less attention	23	4.6%
Considerably less attention	18	3.6%
Don`t know	12	2.4%
I don`t care	6	1.2%

b.) Making sure that all forms of transportation in Dane County (roads, trains, buses, air) are safe and efficient.
n = 497

Considerably more attention	191	38.4%
Somewhat more attention	170	34.2%
Neither more nor less attention	112	22.5%
Don`t know	11	2.2%
Somewhat less attention	8	1.6%
Considerably less attention	4	0.8%
I don`t care	1	0.2%

c.) Providing effective transportation for persons with disabilities.
n = 496

Somewhat more attention	171	34.5%
Neither more nor less attention	141	28.4%
Considerably more attention	115	23.2%
Don`t know	35	7.1%
Somewhat less attention	15	3.0%
Considerably less attention	14	2.8%
I don`t care	5	1.0%

d.) Providing for safe and convenient bicycle and pedestrian travel.
n = 497

Somewhat more attention	154	31.0%
Considerably more attention	150	30.2%
Neither more nor less attention	136	27.4%
Considerably less attention	23	4.6%
Somewhat less attention	22	4.4%
I don`t care	7	1.4%
Don`t know	5	1.0%

Q16. For the following questions, use a scale from 1 to 10 (where 1 means extremely unimportant and 10 means extremely important) to rate how important the stated issue is to you personally. How important is it to you that:

	Extremely Unimportant							Extremely Important			DK
	1	**2**	**3**	**4**	**5**	**6**	**7**	**8**	**9**	**10**	
a. there be a regional public transportation option between communities in Dane County? **n=486, Mean=5.98**	39 (7.9%)	27 (5.4%)	41 (8.3%)	36 (7.3%)	65 (13.1%)	50 (10.1%)	67 (13.5%)	65 (13.1%)	27 (5.4%)	69 (13.9%)	10 (2.0%)
b. you are able to easily use public transportation, such as the Madison Metro bus line? **n=491, Mean=6.01**	45 (9.1%)	35 (7.1%)	36 (7.3%)	33 (6.7%)	65 (13.1%)	46 (9.3%)	56 (11.3%)	53 (10.7%)	39 (7.9%)	83 (16.7%)	5 (1.0%)
c. you are able to walk to stores and services in your neighborhood? **n=491, Mean=6.26**	41 (8.3%)	27 (5.5%)	36 (7.3%)	26 (5.3%)	59 (11.9%)	51 (10.3%)	68 (13.8%)	47 (9.5%)	44 (8.9%)	92 (18.6%)	3 (0.6%)

Q17. Which of the following best describes how often you ride a city bus?
n = 497
```
Never.................................................307   61.8%
Once or twice a year ...............................91   18.3%
Once or twice a month ...........................35   7.0%
Daily ...................................................31   6.2%
Once or twice a week.............................29   5.8%
Don`t know ...........................................4   0.8%
```

Q18. How do you typically get to work?
n = 492
```
Drive alone........................................321   65.2%
I do not travel to work...........................87   17.7%
Bus ......................................................30   6.1%
Carpool or van-pool ..............................18   3.7%
Walk....................................................17   3.5%
Bicycle ................................................11   2.2%
Combination...........................................5   1.0%
Don`t know ...........................................3   0.6%
```

Q19. How much time does it take you, typically, to get to work?
n = 410
```
11-20 minutes ....................................153   37.3%
10 minutes or less ..............................112   27.3%
21-30 minutes .......................................97   23.7%
More than 30 minutes ...........................39   9.5%
Don`t know ...........................................9   2.2%
```

Q20. What is the most important role that Dane County Government should play to make all forms of transportation in Dane County better? (Please mark only one.)
n = 495
```
Help build cooperative relationships......................148   29.9%
Invest public money in more transportation options119   24.0%
Educate the public on transportation issues ............87   17.6%
Offer incentives  to transportation providers ..........49   9.9%
Don`t know ..............................................................48   9.7%
None of the above ...................................................24   4.8%
Miscellaneous ........................................................10   2.0%
Maintain roads better ...............................................6   1.2%
Crack down on speeders ...........................................2   0.4%
Other .........................................................................1   0.2%
Build light rail..........................................................1   0.2%
```

Q21. How do you think the Dane County Government should use their resources to promote safe and efficient transportation into and out of Dane County? Use the numbers 1 through 5 to indicate your priorities for the transportation types below. Use a 1 to indicate your highest priority and a 5 to indicate your lowest priority.

	Highest Priority				Lowest Priority	DK
	1	**2**	**3**	**4**	**5**	
a. Air transportation						
n=488, Mean=3.21	57 (11.7%)	116 (23.8%)	101 (20.7%)	94 (19.3%)	120 (24.6%)	1 (0.2%)
b. Freight rail						
n=488, Mean=3.96	13 (2.7%)	32 (6.6%)	94 (19.3%)	173 (35.5%)	176 (36.1%)	0 (0.0%)

c. Highways						
n=489, Mean=2.12	231 (47.2%)	92 (18.8%)	85 (17.4%)	40 (8.2%)	41 (8.4%)	0 (0.0%)
d. Mass transit						
n=486, Mean=2.63	100 (20.6%)	151 (31.1%)	98 (20.2%)	101 (20.8%)	36 (7.4%)	1 (0.2%)
e. Passenger rail in the future						
n=491, Mean=2.98	103 (21.0%)	101 (20.6%)	107 (21.8%)	65 (13.2%)	115 (23.4%)	0 (0.0%)

Q22. How do you think the Dane County Government should use their resources to promote safe and efficient local transportation within Dane County? Use the numbers 1 through 5 to indicate your priorities for the transportation types below. Use a 1 to indicate your highest priority and a 5 to indicate your lowest priority.

	Highest Priority				Lowest Priority	DK
	1	2	3	4	5	
a. Bike paths and lanes within and between communities						
n=492, Mean=3.28	65 (13.2%)	94 (19.1%)	107 (21.7%)	91 (18.5%)	135 (27.4%)	0 (0.0%)
b. Bus service						
n=493, Mean=2.80	106 (21.5%)	125 (25.4%)	98 (19.9%)	91 (18.5%)	73 (14.8%)	0 (0.0%)
c. Local roads						
n=493, Mean=2.17	244 (49.5%)	84 (17.0%)	54 (11.0%)	57 (11.6%)	54 (11.0%)	0 (0.0%)
d. Pedestrian facilities, like sidewalks, crosswalks, and trails						
n=491, Mean=2.97	52 (10.6%)	133 (27.1%)	138 (28.1%)	114 (23.2%)	54 (11.0%)	1 (0.2%)
e. Transportation services for persons with disabilities						
n=491, Mean=3.61	47 (9.6%)	55 (11.2%)	100 (20.4%)	128 (26.1%)	161 (32.8%)	2 (0.4%)

SECTION V. Utilities and Community Facilities

Utilities and community facilities include such things as sanitary sewer service, storm water management, water supply, solid waste disposal, on-site wastewater treatment technologies, recycling facilities, parks, telecommunication facilities, power generating plants and transmission lines, cemeteries, healthcare facilities, childcare facilities, and other public facilities such as police, fire, rescue, libraries, schools, and other governmental facilities.

Q23. Looking to the future and comparing it to the present, how much attention should Dane County Government give to each of the following utility and community facility goals listed in a–d?

a.) Providing adequate and efficient public utility services (such as water, natural gas, and electricity) in a safe and environmentally responsible manner.
n = 500
Somewhat more attention 194   38.8%
Considerably more attention...................152   30.4%

CRC

Neither more nor less attention..............123   24.6%
Don`t know.............................18   3.6%
Somewhat less attention 8   1.6%
Considerably less attention 4   0.8%
I don`t care..1   0.2%

b.) Providing adequate and efficient utilities for sewer, solid waste, and recycling in a safe and environmentally responsible manner.
n = 500
Somewhat more attention 197   39.4%
Considerably more attention...................161   32.2%
Neither more nor less attention..............116   23.2%
Don`t know.............................11   2.2%
Somewhat less attention 10   2.0%
Considerably less attention 3   0.6%
I don`t care..2   0.4%

c.) Making available high-quality and affordable community services and facilities such as healthcare and childcare.
n = 500
Considerably more attention...................217   43.4%
Somewhat more attention 139   27.8%
Neither more nor less attention................95   19.0%
Somewhat less attention 20   4.0%
Considerably less attention 16   3.2%
Don`t know.............................11   2.2%
I don`t care..2   0.4%

d.) Making available high-quality and affordable community services such as rescue services, police, and fire protection.
n = 500
Somewhat more attention 180   36.0%
Neither more nor less attention..............159   31.8%
Considerably more attention...................128   25.6%
Somewhat less attention 14   2.8%
Don`t know.............................13   2.6%
Considerably less attention 5   1.0%
I don`t care..1   0.2%

Q24. What is the most important role Dane County Government should play in providing sewer, solid waste, and recycling facilities? (Please mark only one)
n = 500
Strongly promote recycling 156   31.2%
Help build cooperative relationships
     between developers and
     government 86   17.2%
Educate the public on solid waste issues ..79   15.8%
Offer incentives to reduce solid waste......75   15.0%
Don`t know.............................39   7.8%
Tighten regulations 38   7.6%
Develop new landfills...............................11   2.2%
Loosen regulations.....................................8   1.6%
None of the above.......................................4   0.8%
Miscellaneous 4   0.8%

Q25. What is the most important role Dane County Government should play in providing natural gas and electrical energy? (Please mark only one.)
n = 500
Promote the development of

renewable energy sources 194 38.8%
Promote energy conservation 80 16.0%
Help build cooperative relationships
    between developers and
    government 41 8.2%
Offer incentives to reduce energy
    consumption......................................38 7.6%
Educate the public on energy issues 36 7.2%
Don't know 33 6.6%
Enhance the ability to buy power from
    outside Dane County..........................32 6.4%
Increase the number of power plants 15 3.0%
Tighten regulations 10 2.0%
None of the above......................................9 1.8%
Loosen regulations.....................................8 1.6%
Miscellaneous 4 0.8%

Q26. What is the most important role Dane County Government should play in providing community facilities?   (Please mark only one.)

n = 500

Avoid duplication of services 97 19.4%
Require housing developers pay a
    share of the community
    facility costs.....................................95 19.0%
Help build cooperative relationships
    between developers and
    government 73 14.6%
Promote sharing of facilities.....................72 14.4%
Don't know 57 11.4%
Locate new housing in areas where
    community services already
    exist...49 9.8%
Educate the public on community
    issues..37 7.4%
None of the above....................................10 2.0%
Tighten regulations 5 1.0%
Loosen regulations.....................................3 0.6%
Miscellaneous 2 0.4%

Q27. How do you think the Dane County Government should distribute their resources to promote safe and efficient public utilities? Use the numbers 1 through 5 to indicate your priorities for the utility services below. Use a 1 to indicate your highest priority and a 5 to indicate your lowest priority.

	Highest Priority				Lowest Priority	DK
	1	2	3	4	5	
a. Natural gas and electricity						
n=494, Mean=2.36	183 (37.0%)	118 (23.9%)	65 (13.2%)	89 (18.0%)	39 (7.9%)	1 (0.2%)
b. Recycling						
n=491, Mean=2.55	158 (32.2%)	99 (20.2%)	98 (20.0%)	76 (15.5%)	60 (12.2%)	0 (0.0%)
c. Solid waste						
n=491, Mean=3.33	33 (6.7%)	91 (18.5%)	133 (27.1%)	150 (30.5%)	84 (17.1%)	0 (0.0%)

d. Telecommunications						
n=491, Mean=4.08	32 (6.5%)	30 (6.1%)	81 (16.5%)	70 (14.3%)	278 (56.6%)	1 (0.2%)
e. Water and sewer						
n=492, Mean=2.52	112 (22.8%)	154 (31.3%)	113 (23.0%)	84 (17.1%)	29 (5.9%)	1 (0.2%)

Q28. How do you think the Dane County Government should use their resources to promote high-quality and affordable community services and facilities? Use the numbers 1 through 5 to indicate your priorities for the community services below. Use a 1 to indicate your highest priority and a 5 to indicate your lowest priority.

	Highest Priority				Lowest Priority	DK
	1	**2**	**3**	**4**	**5**	
a. Childcare						
n=495, Mean=3.40	86 (17.4%)	103 (20.8%)	40 (8.1%)	59 (11.9%)	207 (41.8%)	0 (0.0%)
b. Fire						
n=492, Mean=3.10	39 (7.9%)	121 (24.6%)	144 (29.3%)	129 (26.2%)	59 (12.0%)	0 (0.0%)
c. Healthcare						
n=495, Mean=2.46	203 (41.0%)	86 (17.4%)	37 (7.5%)	114 (23.0%)	55 (11.1%)	0 (0.0%)
d. Police						
n=492, Mean=2.62	149 (30.3%)	90 (18.3%)	116 (23.6%)	71 (14.4%)	66 (13.4%)	0 (0.0%)
e. Rescue						
n=492, Mean=3.23	50 (10.2%)	89 (18.1%)	150 (30.5%)	106 (21.5%)	97 (19.7%)	0 (0.0%)

SECTION VI. Agricultural, Natural and Cultural Resources

The agricultural, natural, and cultural resources area focuses on goals and policies that promote effective management and conservation of Dane County's unique collection of resources. Such resources include: groundwater, forests, productive agricultural areas, environmentally sensitive areas, threatened and endangered species, stream corridors, surface water, floodplains, wetlands, wildlife habitat, metallic and nonmetallic mineral resources, parks, open spaces, historical and cultural sites/resources, community design, recreational resources, and other natural resources.

Q29. For the next question, use a scale from 1 to 10 (where 1 means extremely unimportant and 10 means extremely important) to rate how important the stated issue is to you personally. How important is it to you that downtown Madison be maintained as the region's cultural center?

	Extremely Unimportant							Extremely Important			DK
	1	**2**	**3**	**4**	**5**	**6**	**7**	**8**	**9**	**10**	
n=486, Mean=7.25	35 (7.2%)	9 (1.9%)	15 (3.1%)	14 (2.9%)	41 (8.4%)	34 (7.0%)	56 (11.5%)	91 (18.7%)	71 (14.6%)	120 (24.7%)	4 (0.2%)

Q30. Looking to the future and comparing it to the present, how much attention should Dane County Government give to each of the following agricultural, natural, and cultural resource management goals a–d?

CRC

a.) Managing agricultural resources.
   n = 498
   Somewhat more attention 186   37.3%
   Considerably more attention...................125   25.1%
   Neither more nor less attention...............116   23.3%
   Don`t know..36   7.2%
   Somewhat less attention 19   3.8%
   Considerably less attention 11   2.2%
   I don`t care..5   1.0%

b.) Managing water resources such as lakes, ponds, streams, wetlands, or groundwater.
   n = 498

   Considerably more attention...................268   53.9%
   Somewhat more attention 157   31.6%
   Neither more nor less attention.................46   9.3%
   Don`t know..12   2.4%
   Considerably less attention 8   1.6%
   Somewhat less attention 5   1.0%
   I don`t care..1   0.2%

c.) Managing mineral resources, such as sand, gravel, limestone, or other rock deposits.
   n = 497
   Neither more nor less attention...............185   37.2%
   Somewhat more attention 130   26.2%
   Don`t know..67   13.5%
   Considerably more attention.....................61   12.3%
   Somewhat less attention 24   4.8%
   I don`t care..15   3.0%
   Considerably less attention 15   3.0%

d.) Managing wildlife resources, such as hunting, fishing, wildlife observation, and endangered plant and animal species.
   n = 497
   Somewhat more attention 172   34.6%
   Neither more nor less attention...............146   29.4%
   Considerably more attention...................128   25.8%
   Somewhat less attention 19   3.8%
   Don`t know..15   3.0%
   Considerably less attention 13   2.6%
   I don`t care..4   0.8%

e.) Managing historical and archaeological resources.
   n = 497
   Neither more nor less attention...............178   35.8%
   Somewhat more attention 155   31.2%
   Considerably more attention.....................82   16.5%
   Somewhat less attention 30   6.0%
   Don`t know..26   5.2%
   Considerably less attention 18   3.6%
   I don`t care..8   1.6%

Q31. What is the most important role Dane County Government should play in promoting effective management and conservation of agricultural resources? (Please mark only one.)
   n = 497
   Steer new housing development
      away from farm areas and
      toward urban areas............................102   20.5%

Tighten zoning regulations to
limit non-farm development in
farm areas 87   17.5%
Provide incentives to farmers to stay
in farming 62   12.5%
Build relationships with private
businesses, farming groups, etc 51   10.3%
Don`t know...40   8.0%
No role-let local governments decide 36   7.2%
Coordinate conservation efforts................27   5.4%
No role-let the market decide 22   4.4%
Buy farmland or development rights
from willing sellers in farm areas 20   4.0%
Better marketing of Dane County
agricultural products 18   3.6%
Provide better technical assistance
to farmers..15   3.0%
Invest public money in co-ops,
processing facilities, or
distribution network...........................11   2.2%
None of the above......................................4   0.8%
Miscellaneous 2   0.4%

Q32.   What is the most important role Dane County Government should play in promoting effective management and conservation of
water resources such as lakes, ponds, streams, wetlands, or groundwater? (Please mark only one.)
n = 497
Steer new development away from
areas that would impact
county waters...................................110   22.1%
Coordinate and review local
government plans...............................90   18.1%
Provide incentives to landowners or
businesses to adopt best practices......87   17.5%
Invest public money in environmental
restoration or clean-up projects..........56   11.3%
Use public money to buy lands or
development rights to protect
resources 40   8.0%
Don`t know...30   6.0%
Improve zoning and other regulations 28   5.6%
No role-let local governments decide 22   4.4%
Provide education about water
resource issues 19   3.8%
No role-let the market decide 7   1.4%
Miscellaneous 5   1.0%
None of the above......................................3   0.6%

Q33.   What is the most important role Dane County Government should play in promoting effective use and conservation of mineral
resources, such as sand, gravel, limestone, or rock deposits? (Please mark only one.)
n = 496
Don`t know...102   20.6%
Coordinate county permitting of
extraction operations with..............100   20.2%
local govt. ....
Provide incentives to mineral extractors
to be more conservation conscious ..72   14.5%

Steer new development away from
areas containing significant
mineral deposits................................60   12.1%
No role-let local governments decide.......51   10.3%
Improve zoning and regulations 42   8.5%
Use public money to clean up and reclaim
abandoned gravel pits 24   4.8%
Provide better educational information
about county mineral deposits 24   4.8%
No role-let the market decide 11   2.2%
None of the above.....................................9   1.8%
Miscellaneous 1   0.2%

Q34. How do you think the Dane County Government should use their resources to promote and conserve the natural, cultural, and agricultural resources of Dane County? Use the numbers 1 through 6 to indicate your priorities for the types of resources below. Use a 1 to indicate your highest priority and a 6 to indicate your lowest priority.

| | **Highest Priority** | | | | **Lowest Priority** | DK |
	1	**2**	**3**	**4**	**5**	
a. Agricultural						
n=488, Mean=3.22	68 (13.9%)	89 (18.2%)	131 (26.8%)	103 (21.1%)	63 (12.9%)	34 (7.0%)
b. Land						
n=488, Mean=2.54	118 (24.2%)	143 (29.3%)	116 (23.8%)	73 (15.0%)	31 (6.4%)	7 (1.4%)
c. Historic and archeological						
n=486, Mean=4.64	28 (5.8%)	26 (5.3%)	43 (8.8%)	75 (15.4%)	137 (28.2%)	177 (36.4%)
d. Mineral						
n=487, Mean=5.01	8 (1.6%)	11 (2.3%)	34 (7.0%)	72 (14.8%)	154 (31.6%)	208 (42.7%)
e. Water						
n=486, Mean=1.89	247 (50.8%)	122 (25.1%)	69 (14.2%)	25 (5.1%)	16 (3.3%)	1 (0.2%)
f. Wildlife						
n=489, Mean=3.45	46 (9.4%)	96 (19.6%)	101 (20.7%)	128 (26.2%)	75 (15.3%)	43 (8.8%)

SECTION VII. Land Use

In the future, the population of Dane County is expected to increase. If this happens, it will mean that more and more land in Dane County will be needed for residential housing and developed for roads, schools, and businesses.

Q35. Looking to the future and comparing it to the present, how much attention should Dane County Government give to each of the following land use issues?

a.) Planning for future growth.
n = 497
Considerably more attention...................275   55.3%
Somewhat more attention 139   28.0%
Neither more nor less attention.................51   10.3%
Don`t know...15   3.0%

Considerably less attention.........................8   1.6%
Somewhat less attention 8   1.6%
I don`t care..1   0.2%

b.) Managing conflicting land interests across the county.
n = 497
Considerably more attention...................189   38.0%
Somewhat more attention 182   36.6%
Neither more nor less attention.................70   14.1%
Don`t know...31   6.2%
Somewhat less attention 14   2.8%
Considerably less attention.......................8   1.6%
I don`t care..3   0.6%

c.) Maintaining Dane County's rural character.
n = 497
Considerably more attention...................180   36.2%
Somewhat more attention 132   26.6%
Neither more nor less attention...............102   20.5%
Somewhat less attention 37   7.4%
Considerably less attention......................19   3.8%
Don`t know...17   3.4%
I don`t care..10   2.0%

d.) Providing parks and outdoor recreation areas.
n = 497
Somewhat more attention 167   33.6%
Neither more nor less attention...............146   29.4%
Considerably more attention...................143   28.8%
Somewhat less attention 17   3.4%
Considerably less attention......................11   2.2%
Don`t know...11   2.2%
I don`t care...2   0.4%

Q36. For this question, use a scale from 1 to 10 (where 1 means extremely unimportant and 10 means extremely important) to rate
how important this issue is to you personally.

	Extremely Unimportant							**Extremely Important**			**DK**
	1	**2**	**3**	**4**	**5**	**6**	**7**	**8**	**9**	**10**	
How important is it to you that Existing Dane County Communities be kept from growing into one another?											
	40	35	42	32	55	46	43	67	45	78	4
n=483, Mean=6.08	(8.3%)	(7.2%)	(8.7%)	(6.6%)	(11.4%)	(9.5%)	(8.9%)	(13.9%)	(9.3%)	(16.1%)	(0.2%)

Q37. What is the most important role Dane County Government should play in managing land use? (Please mark only one)
n = 496
Coordinate city, town, village, and
county units of government 155   31.3%
Tighten zoning codes and regulations 113   22.8%
Limit Urban Sprawl 54   10.9%
Regulate through existing codes...............53   10.7%
No role-let the market decide 35   7.1%
Prohibit new development 27   5.4%
Purchase land development rights 13   2.6%

Provide incentives to land owners to
      permit development on rural land....12   2.4%
Use public money to purchase land
      outright 11   2.2%
Loosen zoning codes and regulations 9   1.8%
Miscellaneous 7   1.4%
None of the above 7   1.4%

Q38. Who should take the lead role in land use decisions?
n = 496
A combination of county and local
      municipality 281   56.7%
Local municipality.....................................86   17.3%
Dane County government 66   13.3%
Don`t know 33   6.7%
The free market...24   4.8%
Miscellaneous 4   0.8%
None of the above 2   0.4%

Q39. In your opinion, what is the most important thing Dane County should do in managing land use? (Please be as specific as possible with your response written below.)
n = 500
Preserve and protect natural areas,
      environment, keep green spaces 95   19.0%
Stop urban sprawl, keep small
      communities independent 92   18.4%
No suggestions...78   15.6%
Don't know 69   13.8%
Protect farmland 40   8.0%
Increase regulations or enforce them........33   6.6%
Plan for, consider the future, big picture ..30   6.0%
Restore existing developments
      instead of building new ones 30   6.0%
Ask, listen to the residents, local
      community involvement 29   5.8%
Improve transportation and commuting
      issues and safety 27   5.4%
Less commercial development 19   3.8%
Miscellaneous 17   3.4%
Develop miscellaneous incentives............15   3.0%
Decrease regulations.................................14   2.8%
Concentrate on solving disputes
      [municipalities and special
      interest groups] 14   2.8%
Increase affordable housing......................14   2.8%
Develop and maintain parks 13   2.6%
Maintain a balance of land uses................11   2.2%
Lower taxes 6   1.2%
Let the market decide 4   0.8%
More commercial development 1   0.2%
Do not let the market decide......................1   0.2%

SECTION VII. Intergovernmental Cooperation

Part of the comprehensive plan calls for Dane County to be involved in joint planning and decision-making efforts with other government entities in the county, like cities, towns, and villages. One aspect of the plan calls for "avoiding duplication of services" or "consolidation and sharing of services." The idea is that costs can be reduced with minimal loss of service to county residents.

Q40a. For this question, use a scale from 1 to 10 (where 1 means extremely unimportant and 10 means extremely important) to rate how important this issue is to you personally. How important is it that Dane County avoids duplication of services by consolidating and sharing services (such as consolidating Dane County and City of Madison's Health Departments into one organization)?

	Extremely Unimportant							Extremely Important			DK
	1	2	3	4	5	6	7	8	9	10	
	3	8	8	11	35	49	63	92	69	122	13
n=460, Mean=7.77	(0.7%)	(1.7%)	(1.7%)	(2.4%)	(7.6%)	(10.7%)	(13.7%)	(20.0%)	(15.0%)	(26.5%)	(2.8%)

Q40b. For this question, use a scale from 1 to 10 (where 1 means poor and 10 means excellent) to rate how well Dane County is doing. How well is Dane County doing in avoiding duplication of services by consolidating and sharing resources?

	Poor								Excellent		DK
	1	2	3	4	5	6	7	8	9	10	
	15	8	26	25	70	69	47	23	2	2	69
n=287, Mean=5.31	(5.2%)	(2.8%)	(9.1%)	(8.7%)	(24.4%)	(24.0%)	(16.4%)	(8.0%)	(0.7%)	(0.7%)	(24.0)

Q41. What is the most important Dane County Government should play in mediation and helping to resolve intergovernmental conflict? (Please mark only one.)
n = 495

Help create a consensus-based process to resolve the conflict	160	32.3%
Help create a committee of local officials to resolve the conflict	99	20.0%
Mediate the intergovernmental conflict	97	19.6%
Unigov	65	13.1%
No role-let the individual communities handle the conflict	63	12.7%
Miscellaneous	5	1.0%
None of the above	5	1.0%
Other	1	0.2%

SECTION IX. Public Participation

For this next section, please let us know your thoughts about the Dane County Government comprehensive plan. For more information about the comprehensive planning process, please visit the Web site at http://www.daneplan.org/.

CRC

Q42. For the following statements, use a scale from 1 to 10 (where 1 means strongly disagree and 10 means strongly agree) to indicate how strongly you agree or disagree with each statement.

	Strongly disagree								Strongly agree		DK
	1	2	3	4	5	6	7	8	9	10	
a. I want to be involved in the process in the future.											
	40	27	33	30	79	58	65	65	15	38	46
n=450, Mean=5.66	(8.9%)	(6.0%)	(7.3%)	(6.7%)	(17.6%)	(12.9%)	(14.4%)	(14.4%)	(3.3%)	(8.4%)	(10.2%)
b. I am comfortable using a computer and accessing information on the internet.											
	22	9	14	9	26	25	27	54	61	238	12
n=485, Mean=8.14	(4.5%)	(1.9%)	(2.9%)	(1.9%)	(5.4%)	(5.2%)	(5.6%)	(11.1%)	(12.6%)	(49.1%)	(2.5%)
c. The Dane County comprehensive plan Web site is the best place for posting county planning information.											
	27	8	21	26	55	48	63	55	36	45	112
n=384, Mean=6.32	(7.0%)	(2.1%)	(5.5%)	(6.8%)	(14.3%)	(12.5%)	(16.4%)	(14.3%)	(9.4%)	(11.7%)	(29.2%)
d. I have access to objective information about the comprehensive plan.											
	44	17	35	21	61	45	40	32	22	36	143
n=353, Mean=5.48	(12.5%)	(4.8%)	(9.9%)	(5.9%)	(17.3%)	(12.7%)	(11.3%)	(9.1%)	(6.2%)	(10.2%)	(40.5%)
e. I have had sufficient opportunity to provide feedback during the planning process											
	50	22	45	30	72	44	37	28	13	22	130
n=363, Mean=4.94	(13.8%)	(6.1%)	(12.4%)	(8.3%)	(19.8%)	(12.1%)	(10.2%)	(7.7%)	(3.6%)	(6.1%)	(35.8%)

Q43. What could Dane County do that would get you, and the public in general, more involved with the comprehensive planning process? (Please be as specific as possible with your response written below.)

n = 499

Increase awareness through media [newspapers, websites, fliers]	179	35.9%
No suggestion	131	26.3%
Provide educational information through literature and public meetings	78	15.6%
Don't know	44	8.8%
Miscellaneous	36	7.2%
Direct mail or email	35	7.0%
Focus on working within local communities	28	5.6%
Online surveys	14	2.8%
Assure that we will be listened to and our opinions considered	11	2.2%
Provide information to people without computer access	8	1.6%
Miscellaneous incentives	4	0.8%
Target young people and students	2	0.4%
Host a special event	2	0.4%

Q44. How did you learn about the Dane County comprehensive planning process?
n = 496

Did not know about comprehensive planning process before this survey	309	62.3%
Newspaper announcement	68	13.7%
Word of mouth	49	9.9%
Phone call or survey	34	6.9%
TV announcement	16	3.2%
Radio announcement	8	1.6%
Dane County Web site	5	1.0%
Miscellaneous	3	0.6%
Email or internet	3	0.6%
Don't Know	1	0.2%

SECTION X. Demographics

Please answer the following questions about yourself. All personal and individual information will remain confidential.

Q45. Do you own a computer and have Internet access?
n = 499

Yes	447	89.6%
No	51	10.2%
Don`t know	1	0.2%

Q46. Please indicate your gender:
n = 498

Female	296	59.4%
Male	202	40.6%

Q47. Are you currently employed by the State of Wisconsin, by Dane County, or by any city or municipality within Dane County?
n = 498

No	410	82.3%
Yes	88	17.7%

Q48. What is the highest grade or year of school you completed?
n = 498

Bachelor`s degree	182	36.5%
Graduate degree	112	22.5%
Some college	82	16.5%
High school graduate or GED	49	9.8%
Some technical or vocational training	39	7.8%
Associate`s degree	28	5.6%
Less than high school	5	1.0%
Other	1	0.2%

Q49. Which category does your age fall into?
n = 498

25-34	130	26.1%
45-54	91	18.3%
35-44	87	17.5%
55-64	76	15.3%
18-24	50	10.0%
65-74	41	8.2%
75 or older	21	4.2%
Under 18 years	2	0.4%

Q50. Which of the following categories best reflects your total 2004 household income before taxes?

n = 489

$95,000 or more	113	23.1%
$65,000 to $74,999	57	11.7%
$75,000 to $84,999	49	10.0%
$34,000 to $44,999	45	9.2%
$25,000 to $33,999	41	8.4%
$45,000 to $54,999	35	7.2%
$55,000 to $64,999	32	6.5%
$85,000 to $94,999	29	5.9%
Under $12,000	28	5.7%
$16,000 to $24,999	27	5.5%
Don`t know	26	5.3%
$12,000 to $15,999	7	1.4%

Q51. How would you describe your racial/ethnic background?

n = 499

White	445	89.2%
Refused	14	2.8%
Asian, Pacific Islander	13	2.6%
Mixed-ethnic heritage	8	1.6%
African American, Black	6	1.2%
Hispanic	6	1.2%
Arab, East Indian	3	0.6%
Eastern European, Russian	2	0.4%
Native American	1	0.2%
Other	1	0.2%