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%
Village	2	0.4%
Other	1	0.2%
Miscellaneous	2	0.4%

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

Considerably more attention	161	32.5%
Somewhat more attention	165	33.3%
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%
Considerably less attention	13	2.6%
Don't know	18	3.6%
I don't care	5	1.0%

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%
Considerably less attention	9	1.8%
Don't know	13	2.6%
I don't care	7	1.4%

d.) Ensuring that there is housing close to public transportation routes.
n=497

Considerably more attention	155	31.2%
Somewhat more attention	174	35.0%
Neither more nor less attention	104	20.9%
Somewhat less attention	14	2.8%
Considerably less attention	24	4.8%
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

Considerably more attention	99	19.9%
Somewhat more attention	157	31.6%
Neither more nor less attention	146	29.4%
Somewhat less attention	31	6.2%
Considerably less attention	32	6.4%
Don't know	15	3.0%
I don't care	17	3.4%

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%
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%
Miscellaneous	14	2.8%

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%
   Somewhat less attention 6   1.2%
   Considerably less attention 6   1.2%
   Don't know..10   2.0%
   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%
   Somewhat less attention 5   1.0%
   Considerably less attention 5   1.0%
   Don't know..10   2.0%
   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%
   Considerably less attention 6   1.2%
   Don't know..8   1.6%
   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%
   Somewhat less attention 6   1.2%
   Considerably less attention 1   0.2%
   Don't know..7   1.4%
   I don't care..1   0.2%

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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:
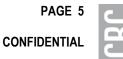
	Extremely Unimportant							Extremely Important			DK
	1	2	3	4	5	6	7	8	9	10	
a. …new growth in Dane County be controlled and limited to certain areas?											
	16	15	24	20	57	44	68	73	58	111	11
n=486, Mean=7.08	(3.2%)	(3.0%)	(4.8%)	(4.0%)	(11.5%)	(8.9%)	(13.7%)	(14.7%)	(11.7%)	(22.3%)	(2.2%)
b. …the 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
n=483, Mean=7.60	(2.8%)	(0.6%)	(2.6%)	(1.6%)	(9.2%)	(5.6%)	(17.9%)	(18.7%)	(14.7%)	(23.3%)	(3.0%)

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 businesses and government 242   48.8%
Offer incentives -like tax breaks- to businesses and industries.......................... 70   14.1%
Improve business regulation 52   10.5%
Educate the public on economic and business issues... 46   9.3%
Decrease involvement - reduce regulations 41   8.3%
Invest public money in local businesses and industries 27   5.4%
Don't know.. 6   1.2%
None of the above 5   1.0%
Miscellaneous 7   1.4%

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

Considerably more attention	175	35.2%
Somewhat more attention	182	36.6%
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%
Somewhat less attention	8	1.6%
Considerably less attention	4	0.8%
Don't know	11	2.2%
I don't care	1	0.2%

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

Considerably more attention	115	23.2%
Somewhat more attention	171	34.5%
Neither more nor less attention	141	28.4%
Somewhat less attention	15	3.0%
Considerably less attention	14	2.8%
Don't know	35	7.1%
I don't care	5	1.0%

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

Considerably more attention	150	30.2%
Somewhat more attention	154	31.0%
Neither more nor less attention	136	27.4%
Somewhat less attention	22	4.4%
Considerably less attention	23	4.6%
Don't know	5	1.0%
I don't care	7	1.4%

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

Q17. Which of the following best describes how often you ride a city bus?
n=497

Daily	31	6.2%
Once or twice a week	29	5.8%
Once or twice a month	35	7.0%
Once or twice a year	91	18.3%
Never	307	61.8%
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

10 minutes or less	112	27.3%
11-20 minutes	153	37.3%
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 options	119	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%
Maintain roads better	6	1.2%
Crack down on speeders	2	0.4%
Other	1	0.2%
Build light rail	1	0.2%
Miscellaneous	10	2.0%

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

Considerably more attention	152	30.4%
Somewhat more attention	194	38.8%
Neither more nor less attention	123	24.6%
Somewhat less attention	8	1.6%
Considerably less attention	4	0.8%
Don't know	18	3.6%
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

Considerably more attention	161	32.2%
Somewhat more attention	197	39.4%
Neither more nor less attention	116	23.2%
Somewhat less attention	10	2.0%
Considerably less attention	3	0.6%
Don't know	11	2.2%
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

Considerably more attention	128	25.6%
Somewhat more attention	180	36.0%
Neither more nor less attention	159	31.8%
Somewhat less attention	14	2.8%
Considerably less attention	5	1.0%
Don't know	13	2.6%
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						
	183	118	65	89	39	1
n=494, Mean=2.36	(37.0%)	(23.9%)	(13.2%)	(18.0%)	(7.9%)	(0.2%)
b. Recycling						
	158	99	98	76	60	0
n=491, Mean=2.55	(32.2%)	(20.2%)	(20.0%)	(15.5%)	(12.2%)	(0.0%)
c. Solid waste						
	33	91	133	150	84	0
n=491, Mean=3.33	(6.7%)	(18.5%)	(27.1%)	(30.5%)	(17.1%)	(0.0%)
d. Telecommunications						
	32	30	81	70	278	1
n=491, Mean=4.08	(6.5%)	(6.1%)	(16.5%)	(14.3%)	(56.6%)	(0.2%)
e. Water and sewer						
	112	154	113	84	29	1
n=492, Mean=2.52	(22.8%)	(31.3%)	(23.0%)	(17.1%)	(5.9%)	(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						
	86	103	40	59	207	0
n=495, Mean=3.40	(17.4%)	(20.8%)	(8.1%)	(11.9%)	(41.8%)	(0.0%)
b. Fire						
	39	121	144	129	59	0
n=492, Mean=3.10	(7.9%)	(24.6%)	(29.3%)	(26.2%)	(12.0%)	(0.0%)
c. Healthcare						
	203	86	37	114	55	0
n=495, Mean=2.46	(41.0%)	(17.4%)	(7.5%)	(23.0%)	(11.1%)	(0.0%)
d. Police						
	149	90	116	71	66	0
n=492, Mean=2.62	(30.3%)	(18.3%)	(23.6%)	(14.4%)	(13.4%)	(0.0%)
e. Rescue						
	50	89	150	106	97	0
n=492, Mean=3.23	(10.2%)	(18.1%)	(30.5%)	(21.5%)	(19.7%)	(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**	
	35	9	15	14	41	34	56	91	71	120	4
n=486, Mean=7.25	(7.2%)	(1.9%)	(3.1%)	(2.9%)	(8.4%)	(7.0%)	(11.5%)	(18.7%)	(14.6%)	(24.7%)	(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?

a.) Managing agricultural resources.
n=498

Considerably more attention	125	25.1%
Somewhat more attention	186	37.3%
Neither more nor less attention	116	23.3%
Somewhat less attention	19	3.8%
Considerably less attention	11	2.2%
Don't know	36	7.2%
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%
Somewhat less attention	5	1.0%
Considerably less attention	8	1.6%
Don't know	12	2.4%
I don't care	1	0.2%

c.) Managing mineral resources, such as sand, gravel, limestone, or other rock deposits.
n=497

Considerably more attention	61	12.3%
Somewhat more attention	130	26.2%
Neither more nor less attention	185	37.2%
Somewhat less attention	24	4.8%
Considerably less attention	15	3.0%
Don't know	67	13.5%
I don't care	15	3.0%

d.) Managing wildlife resources, such as hunting, fishing, wildlife observation, and endangered plant and animal species.
   n=497

Considerably more attention	128	25.8%
Somewhat more attention	172	34.6%
Neither more nor less attention	146	29.4%
Somewhat less attention	19	3.8%
Considerably less attention	13	2.6%
Don't know	15	3.0%
I don't care	4	0.8%

e.) Managing historical and archaeological resources.
   n=497

Considerably more attention	82	16.5%
Somewhat more attention	155	31.2%
Neither more nor less attention	178	35.8%
Somewhat less attention	30	6.0%
Considerably less attention	18	3.6%
Don't know	26	5.2%
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%
None of the above	3	0.6%
Miscellaneous	5	1.0%

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 local government	100	20.2%
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%
Somewhat less attention	8	1.6%
Considerably less attention	8	1.6%
Don't know	15	3.0%
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%
Somewhat less attention	14	2.8%
Considerably less attention	8	1.6%
Don't know	31	6.2%
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

Considerably more attention	143	28.8%
Somewhat more attention	167	33.6%
Neither more nor less attention	146	29.4%
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%
None of the above	7	1.4%
Miscellaneous	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%
None of the above	2	0.4%
Miscellaneous	4	0.8%

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%
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%
Miscellaneous	17	3.4%

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%
None of the above	5	1.0%
Other	1	0.2%
Miscellaneous	5	1.0%

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/.

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%
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%
Miscellaneous	36	7.2%

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

Under $12,000	28	5.7%
$12,000 to $15,999	7	1.4%
$16,000 to $24,999	27	5.5%
$25,000 to $33,999	41	8.4%
$34,000 to $44,999	45	9.2%
$45,000 to $54,999	35	7.2%
$55,000 to $64,999	32	6.5%
$65,000 to $74,999	57	11.7%
$75,000 to $84,999	49	10.0%
$85,000 to $94,999	29	5.9%
$95,000 or more	113	23.1%
Don't know	26	5.3%

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%