

RUSK COUNTY COMPREHENSIVE PLANNING SURVEY

Quality of Life

1. Please rate the following features regarding the importance to you as contributing to quality of life in Rusk County.

	Very Important	Important	Unimportant	Very Unimportant	No Opinion
Farming	44.2%	44.1%	5.5%	1.6%	4.6%
Public Forests	50.8%	40.2%	5.0%	2.2%	1.7%
Lakes and Rivers	65.7%	31.4%	1.5%	0.6%	0.8%
Public Schools	47.4%	36.2%	7.7%	4.6%	4.1%
Public outdoor recreational facilities (parks, campgrounds, beaches, ball fields, etc.)	33.7%	50.1%	10.6%	3.7%	2.0%
Public outdoor recreational activities (hunting, fishing, golfing, etc.)	47.2%	41.0%	7.6%	2.4%	1.8%
Public outdoor motorized recreation	20.2%	32.1%	26.8%	17.1%	3.9%
Public outdoor non-motorized recreation	26.8%	48.9%	14.9%	5.9%	3.5%
Safe Environment/Low crime	66.0%	30.1%	1.8%	0.9%	1.1%
Affordable housing	41.1%	40.5%	11.1%	4.1%	3.3%
Proximity to jobs	38.9%	38.2%	14.1%	3.9%	4.9%
Natural environment	56.5%	36.8%	3.4%	1.9%	1.4%

2. The quality of life in Rusk County is

Excellent	Good	Average	Fair	Poor
10.6%	45.2%	24.8%	13.4%	5.9%

Housing

3. The following types of housing should be expanded in Rusk County.

	Strongly Agree	Agree	Disagree	Strongly Disagree	No Opinion
Single-family housing	29.2%	45.1%	9.8%	3.4%	12.5%
Mobile home parks	3.3%	15.8%	37.7%	29.8%	13.4%
Multi-family housing	6.6%	37.6%	28.8%	12.8%	14.2%
Housing for low-income	16.9%	39.2%	20.5%	12.2%	11.2%
Senior housing	29.9%	50.6%	8.3%	2.6%	8.8%
Starter (first time buyer) homes	26.4%	45.7%	12.1%	3.7%	12.1%

Natural Resources

4. How would you rate the overall condition of the following resources in Rusk County?

	Excellent	Good	Average	Fair	Poor
Lakes	21.8%	55.1%	18.2%	3.5%	1.5%
Rivers and Streams	24.3	53.2	17.7	4.0	0.9
Groundwater	16.5	49.5	24.3	6.9	2.8
Wetlands	14.6	49.9	28.7	5.7	1.0
Farmlands	9.4	43.0	33.1	11.8	2.6
Wildlife Habitat	21.4	53.3	19.0	4.8	1.6
Forests/Woodlands	23.3	54.8	16.4	4.6	0.9
Night Sky	40.9	43.7	11.6	3.0	0.7
Air Quality	37.6	48.3	10.9	2.5	0.7

5. Are the following Rusk County resources being protected?

	Very Adequate	Adequate	Inadequate	Very Inadequate	No Opinion
a. Lakes	15.5%	63.7%	13.1%	2.5%	5.1%
b. Rivers and Streams	15.4	63.1	13.5	2.5	5.5
c. Groundwater	12.6	61.9	15.1	2.6	7.8
d. Wetlands	14.6	65.0	11.2	1.9	7.3
e. Farmlands/Agriculture	11.2	60.6	17.0	2.4	8.8
f. Wildlife Habitat	15.2	66.7	11.0	1.9	5.2
g. Forests/Woodlands	15.5	67.1	10.5	1.8	5.2
h. Night Sky	20.1	64.1	5.4	1.7	8.8
i. Air Quality	20.5	64.8	7.0	1.4	6.3
j. Natural Resources from invasive species	8.9	48.5	24.3	6.9	11.5
k. Residential Property	8.5	61.2	16.1	4.1	10.1
l. Commercial/Industrial Properties	8.7	57.7	13.8	3.4	16.4

Cultural Resources

6. Please rate the importance of cultural and historic resources in Rusk County to you. (Circle One)

Very Important	Important	Unimportant	Very Unimportant	No Opinion
17.5%	54.2%	15.9%	3.0%	9.4%

7. Please check the importance of preserving the following types of cultural resources in Rusk County.

	Very Important	Important	Un-important	Very Un-important	No Opinion
Local lore, culture & heritage (ethnicity, languages, festivals/events etc.)	22.8%	47.6%	18.0%	2.9%	8.7%
Burial/archeological sites	22.9	47.5	17.5	2.9	9.3
Historic buildings / communities	22.8	52.7	14.5	2.6	7.5
Building or objects with architectural significance	18.6	49.5	20.1	3.5	8.4
Scenic views	40.5	46.8	7.0	1.6	4.2
Rustic roads	35.6	46.1	11.1	2.1	5.0

Transportation

8. Please check the level of importance and level of satisfaction for the following transportation resources in Rusk County:

	Level of Importance					Level of Satisfaction				
	Very Important	Important	Un-important	Very Un-important	No Opinion	Very Satisfied	Satisfied	Unsatisfied	Very Unsatisfied	No Opinion
State Highways	52.2%	45.1%	1.5%	0.4%	0.7%	14.0%	72.0%	9.8%	2.6%	1.6%
County Highways	46.7	51.2	1.0	0.4	0.7	10.4	69.4	14.3	4.2	1.7
Town/Village/City roads	39.0	56.6	3.1	0.4	0.9	9.1	57.9	22.6	8.0	2.4
Bicycling lanes/trails	15.6	40.3	24.6	8.6	10.8	3.7	35.1	19.0	8.1	34.1
Public Rural Transit Service (i.e. ICAA Transit)	17.1	35.0	22.9	8.0	17.1	4.4	36.6	11.9	5.2	41.9
Motorized Trails (ATV's, Snowmobiles)	19.0	37.6	22.7	13.7	7.0	7.0	43.8	13.7	6.7	28.9
Pedestrian/Walking Trails	18.9	49.2	18.7	5.2	8.1	3.7	45.3	17.9	5.8	27.2
Air Service/Airport	7.3	33.5	30.6	9.5	19.1	3.9	35.4	9.9	4.7	46.1
Rail Service	14.7	35.7	22.5	9.0	18.2	3.8	29.4	14.8	10.2	41.7

9. Should ATV's be allowed to use (check all that apply)?

- 29.8% County Roads
- 42.9% Town Roads
- 21.6% City and/or Village Streets
- 19.9% All County Forest Lands (not only trails)
- 30.1% Only designated trails (No roadways)
- 16.0% Only on private property (No roadways or County land)
- 50.9% Only designated trails and routes (includes approved roadways)

Economic Development

10. Should Rusk County focus on creating new economic development and job opportunities; or should it simply retain existing jobs without attempting to attract new job opportunities? (Check One)

- 21.5% Focus on creating new economic development and job opportunities
- 11.6% Retain existing jobs
- 65.1% Do both of the above
- 1.8% None of the above

11. Please select the top 5 job opportunities you feel are most suitable for development in Rusk County. (Choose only 5)

Education related.....	34.5%
Forestry related.....	40.7%
Professional related.....	12.5%
Light manufacturing/industrial.....	62.3%
Heavy manufacturing/industrial.....	31.7%
Retail related.....	18.4%
Recreation related.....	39.7%
Service related.....	16.4%
Building and construction related.....	22.2%
Technology related.....	18.9%
Health care related.....	41.3%
Agricultural related.....	35.2%
Tourism related.....	33.0%
Recycling related.....	12.4%
Entertainment related.....	4.3%
Green/ Bio-Energy related.....	26.4%
Any living wage job.....	43.3%

12. Should Rusk County offer economic incentives to businesses to relocate or open facilities in Rusk County if it will create more jobs?

- 82.4% Yes
- 10.6% No
- 6.9% No Opinion

13. Should these incentives (or related investments) include (check any that should be offered)

- 14.2% Direct cash payments (grants) to businesses
- 20.1% No interest Loans
- 73.7% Low interest Loans
- 47.3% Discounts on industrial land
- 10.8% Building of speculative industrial buildings
- 21.2% Development of additional industrial parks
- 17.3% Equity investments (ownership) into businesses
- 0.0% Other _____

Utilities and Community Facilities

14. Suppose your household was to contribute an additional \$100 this year. How would you direct local officials to distribute this additional \$100 given the following choices? For example, would you distribute \$20 to five categories, \$20 to two categories and \$30 to two other categories, \$100 in one, or some other pattern?

	Increase spending for public services (i.e. fire/police)	Increase spending for education	Increase spending for transportation	Increase spending for social services	Increase spending for housing	Increase spending for natural resources	Increase spending for economic development	Reduce Taxes
\$5	1.1%	0.3%	3.2%	2.5%	2.6%	1.0%	1.2%	0.6%
\$10	13.0	8.3	25.4	25.5	23.0	16.3	11.1	6.0
\$15	1.1	0.3	1.2	1.5	1.6	1.8	1.0	0.2
\$20	48.9	40.0	48.4	47.5	48.8	34.7	33.8	21.6
\$25	9.4	9.4	6.4	6.2	7.7	10.1	7.8	4.5
\$30	11.0	13.7	7.0	8.7	9.8	12.5	12.5	8.6
\$35	0.3	0.4		0.2			0.2	0.2
\$40	3.9	8.0	2.9	2.2	1.3	5.5	6.7	5.0
\$45						0.1	0.1	
\$50	9.2	13.2	3.8	4.2	4.2	12.9	15.5	19.2
\$55								
\$60	0.3	1.2				0.8	1.6	2.6
\$65								0.1
\$70		0.4				0.6	0.5	0.6
\$75	0.5	0.1	0.3			0.3	0.3	0.4
\$80	0.2	0.9	0.3			0.3	1.4	2.6
\$85								
\$90							0.2	0.7
\$95								
\$100	1.2	3.9	1.2	1.5	1.1	3.0	5.9	27.2

15. Suppose that your household were to contribute \$100 less this year. How would you direct local officials to balance the budget, how would you make up for the lost revenue? For example, would you reduce \$20 to five categories, \$20 to two categories and \$30 to two other categories, \$100 in one, or some other pattern?

	Decrease spending for public services (i.e. fire/police)	Decrease spending for education	Decrease spending for transportation	Decrease spending for social services	Decrease spending for housing	Decrease spending for natural resources	Decrease spending for economic development	Increase Taxes
\$5	2.6%	3.3%	0.7%	0.8%	1.1%	2.6%	2.6%	5.7%
\$10	19.2	20.6	11.9	13.7	13.8	14.3	21.4	13.2
\$15	1.8	1.2	1.8	1.5	1.6	1.5	1.4	0.9
\$20	32.6	32.8	39.5	34.2	39.3	32.2	37.1	23.2
\$25	5.5	5.8	7.6	6.3	7.4	6.3	6.1	3.8
\$30	8.4	9.4	15.9	13.3	15.2	12.9	8.8	8.0
\$35	0.3	0.2	0.2	0.2		0.3	0.2	
\$40	4.5	3.7	6.3	6.6	6.4	7.7	4.9	7.3
\$45				0.1				
\$50	13.6	12.7	11.9	15.3	11.7	13.1	10.0	17.5
\$55								
\$60	1.0	0.8	1.2	0.8	0.6	1.5	1.4	2.1
\$65					0.1	0.2		2.4
\$70	0.5	0.4	0.1	0.4	0.1		0.2	0.2
\$75	0.2	0.2	0.4				0.2	
\$80	0.3	1.3	0.1	0.9		1.1	0.2	0.9
\$85								
\$90								
\$95								0.2
\$100	9.6	7.7	2.5	5.8	2.5	6.2	5.5	14.4

16. Please examine the following elements of life in your community, then check the level of importance and the level of satisfaction you associate with each of these services provided:

	Level of Importance					Level of Satisfaction				
	Very Important	Important	Unimportant	Very Unimportant	No Opinion	Very Satisfied	Satisfied	Unsatisfied	Very Unsatisfied	No Opinion
Medical facilities	57.1%	37.0%	2.6%	0.5%	2.8%	11.3%	54.1%	18.7%	6.4%	9.4%
Law enforcement	43.2	49.9	3.6	1.1	2.1	12.5	66.9	9.6	3.2	7.7
Fire protection	50.9	45.0	2.1	0.4	1.7	19.0	64.7	5.5	1.1	9.6
Ambulance Service	49.5	45.2	2.0	0.4	2.9	15.5	59.6	8.5	1.4	15.0
Streets and roads	27.7	67.6	3.0	0.4	1.3	6.0	65.8	20.7	3.9	3.7
Bridges	26.3	66.3	4.6	0.3	2.5	7.2	77.5	7.1	0.8	7.4
Libraries	21.0	53.4	16.5	2.5	6.5	20.3	57.0	3.5	0.5	18.8
Clean drinking water	61.4	36.0	0.9	0.3	1.4	17.3	66.9	7.7	2.1	6.0
K-12 education	43.2	41.8	6.2	2.7	6.2	11.4	56.6	11.3	1.9	18.8
Post high-school education	24.0	47.6	16.6	2.8	9.0	4.8	39.7	23.7	5.3	26.5
Town/village/city government services	17.9	65.5	10.9	1.5	4.3	6.3	63.0	13.6	4.6	12.4
County government services	15.6	65.8	11.5	1.9	5.2	4.6	60.3	17.4	4.1	13.6
Retail/service businesses	23.7	64.2	7.4	1.0	3.7	4.4	56.8	26.7	3.6	8.4
Industry	38.3	46.9	8.2	1.4	5.1	3.4	38.4	35.1	6.8	16.4
Health services	42.9	48.4	4.0	0.6	4.0	8.2	57.0	18.2	2.9	13.7
Parks	17.6	60.5	15.3	2.1	4.5	9.7	69.9	6.1	1.1	13.2
Housing	16.1	57.3	16.4	2.4	7.8	4.2	58.8	12.4	1.5	23.2
Child care	15.2	41.9	20.9	5.2	16.9	4.2	45.4	7.9	1.3	41.3
Motorized recreation	10.1	35.3	31.5	14.7	8.4	4.5	46.9	14.4	4.8	29.4
Non-motorized recreation	13.9	49.0	22.1	5.2	9.7	4.3	56.2	13.6	2.5	23.4
Telecommunications	15.4	56.1	15.4	3.0	10.0	3.8	53.8	15.6	4.4	22.3
Internet/Broadband Access	19.5	49.3	16.9	3.3	10.9	4.5	45.3	19.1	5.6	25.5
Recycling	30.3	53.8	9.6	2.3	4.0	8.0	59.0	16.3	3.3	13.4
Waste/Garbage Disposal	29.2	59.0	5.7	1.3	4.8	8.6	60.0	13.7	3.8	13.9

17. How many School Districts should exist in Rusk County?

9.2% 5 or more 16.7% (4) 23.2% (3) 26.6% (2) 24.3% (1)

18. It is important for Rusk County to have a County Fair?

51.6% Yes 22.0% No 26.4% No Opinion

19. Rusk County should provide tax levy funds to the Rusk County Fair?

24.2% Yes 43.0% No 32.9% No Opinion

20. Indicate your level of agreement with health care provided by Rusk County?

	Strongly Agree	Agree	Disagree	Strongly Disagree	No Opinion
Rusk County should continue to operate a Hospital (RCMH)	49.9%	29.4%	8.7%	4.7%	7.3%
Nursing Home	42.3	35.0	8.7	4.9	9.1
If necessary to maintain operations, County tax dollars should be used to subsidize the Hospital	25.1	30.9	22.9	11.7	9.6
Nursing Home	20.3	33.8	23.2	11.8	11.0
If Rusk County were to get out of the Hospital / Nursing Home business, I would expect the same level of service from the new provider Hospital	48.0	39.0	3.8	1.6	7.5
Nursing Home	43.7	40.2	4.5	1.3	10.2
I am happy with the care I have received from the Hospital	20.5	29.6	10.0	6.5	33.3
Nursing Home	7.6	14.0	3.3	2.7	72.4
I would support Rusk County building a new Hospital	16.0	16.7	26.9	20.6	19.8
Nursing Home	9.8	17.4	27.1	20.8	24.8
A new hospital should be built and operated by a new private entity.	22.0	23.8	13.0	8.5	32.7

Land Use

21. Pertaining to County land use, how adequate are:

	Very Adequate	Adequate	Inadequate	Very Inadequate	No Opinion
Land use policies / laws & ordinances	14.0%	54.0%	10.8%	3.4%	17.8%
Enforcement of policies / laws & ordinances	13.4%	51.4%	12.5%	4.4%	18.3%

22. Indicate your level of agreement regarding where new housing development should be located in Rusk County.

	Strongly Agree	Agree	Disagree	Strongly Disagree	No Opinion
Within or adjacent to villages and cities	29.2%	55.0%	4.0%	2.2%	9.6%
On individual residential lots scattered throughout the county	7.9%	38.3%	27.3%	12.1%	14.4%
Anywhere there is a suitable site for development	8.7%	30.8%	31.5%	17.3%	11.6%
Away from active farm operations	24.0%	43.4%	13.9%	3.8%	14.9%
Near active farm operations as long as residential development does not interfere with farming operations	5.7%	29.7%	31.5%	17.7%	15.4%

28. If you were communicating to a town, village, city or county official about the three primary issues facing Rusk County in the future, what issues would you identify?

64.2%	Loss of jobs/businesses	9.6%	Poor Road Conditions	42.0%	Property Taxes
12.2%	Cost of Living	3.2%	Affordable Housing	2.1%	Public Transportation
5.7%	Overdevelopment	14.0%	Aging Population	22.4%	Schools & Education
13.8%	Health Care	7.7%	Tourism attractions	7.8%	ATV Use on public lands
10.7%	Lack of Planning	3.5%	Government	5.6%	Subdivision of lands
3.3%	Senior Housing	6.4%	Renewable resources	3.9%	Law Enforcement
13.7%	Loss of Farming	4.2%	Crime	1.9%	Fire Protection
20.6%	Protection of Natural Resources	6.2%	Public access to lakes and forests	6.8%	Non-Resident Property Owners

Demographics

29. What is your gender?

66.3% Male
33.7% Female

30. What is your age range (Circle One)?

18-24	25-34	35-44	45-54	55-64	65-74	75 and over
0.3%	3.5%	10.5%	23.1%	30.6%	20.3%	11.6%

31. What is your total household income?

Less than \$20,000	\$20,000-\$29,999	\$30,000-\$39,999	\$40,000-\$49,999	\$50,000-\$59,999	\$60,000-\$69,999	\$70,000-\$79,999	\$80,000-\$89,999	\$90,000-\$99,999	More than \$100,000
11.7%	14.1%	10.8%	12.5%	10.2%	7.6%	8.3%	6.4%	5.9%	12.5%

32. What is the most advanced education level in your household?

3.6% Less than High School Diploma
33.4% High School Diploma
24.7% 2-year Tech./College Degree
23.0% 4-year College Diploma
15.2% Masters/PhD

33. Are you currently employed ?

48.0% Yes - Full Time
9.3% Yes - Part Time
3.8% No - Unemployed looking for work
1.8% No - Don't want to/can't work
37.1% No - Retired

34. If employed, do you work in Rusk County? 100.0% Yes

b. If no, how far do you commute to work

24.1% Less than 10 miles
28.2% 10-25 miles
21.9% 26-50 miles
8.0% 51-75 miles
7.4% 76-150 miles
10.4% More than 150 miles

35. Approximately how many total acres of land do you own throughout Rusk County (Check One)?

44.0% (0 to 5) 7.7% (6-10) 5.8% (11-20) 10.7% (21-40) 4.6% (41-60) 11.5% (61-100) 15.7% (> 101)

36. Is your primary residence located in Rusk County (Wisconsin residency)?

63.3% Yes - If yes, answer only question 37 below.
 36.7% No - If no, answer only question 38 below.

37. If you answered yes to question 36, do you:

98.9% Own the home you live in?
 1.1% Rent the home you live in?

a. In what community do you live?

20.8% City of Ladysmith	4.7% Village of Bruce	0.6% Village of Conrath	0.5% Village of Glen Flora
2.0% Village of Hawkins	0.7% Village of Ingram	1.2% Village of Sheldon	1.1% Village of Tony
1.6% Village of Weyerhaeuser	5.7% Town of Atlanta	4.1% Town of Big Bend	1.2% Town of Big Falls
0.3% Town of Cedar Rapids	3.9% Town of Dewey	7.6% Town of Flambeau	5.4% Town of Grant
2.5% Town of Grow	0.9% Town of Hawkins	2.0% Town of Hubbard	0.9% Town of Lawrence
2.3% Town of Marshall	2.2% Town of Murry	1.3% Town of Richland	4.6% Town of Rusk
0.9% Town of South Fork	2.2% Town of Strickland	4.4% Town of Stubbs	3.8% Town of Thornapple
1.8% Town of True	3.9% Town of Washington	0.4% Town of Wilkinson	3.5% Town of Willard
1.3% Town of Wilson			

b. Is your Rusk County primary or seasonal residence or undeveloped land on (check one):

9.7% Lakeshore
 11.6% Riverfront
 29.4% Woodland
 28.3% Agricultural
 21.0% Other: _____

38. If you are a non-resident of Rusk County, own a seasonal home/cabin or undeveloped land, which community is it located in? If you have multiple seasonal homes or undeveloped land, please select the community which you visited/stayed for the longest period in 2008.

3.9% City of Ladysmith	1.7% Village of Bruce	0.5% Village of Conrath	1.7% Village of Glen Flora
0.9% Village of Hawkins	1.1% Village of Ingram	0.3% Village of Sheldon	1.1% Village of Tony
2.2% Village of Weyerhaeuser	2.9% Town of Atlanta	13.8% Town of Big Bend	1.9% Town of Big Falls
0.6% Town of Cedar Rapids	5.9% Town of Dewey	4.0% Town of Flambeau	2.0% Town of Grant
0.3% Town of Grow	2.3% Town of Hawkins	3.1% Town of Hubbard	4.2% Town of Lawrence
0.6% Town of Marshall	2.0% Town of Murry	2.6% Town of Richland	11.6% Town of Rusk
1.7% Town of South Fork	1.5% Town of Strickland	5.0% Town of Stubbs	5.0% Town of Thornapple
1.9% Town of True	6.2% Town of Washington	1.1% Town of Wilkinson	4.3% Town of Willard
2.2% Town of Wilson			

b. Is your Rusk County seasonal residence or undeveloped land on (check one):

30.6% Lakeshore
 16.4% Riverfront
 43.6% Woodland
 6.3% Agricultural
 3.1% Other: _____