



Village of Little Chute Resident Survey Report, 2016

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Staff and students working for the Survey Research Center (SRC) at UW-River Falls were instrumental in the completion of this study. We would like to thank Denise Parks, Shelly Hadley, Kaylin Spaeth, Katrina Barrett, Emily Johnson, David Jacobson, Aaron Leiby, and Melissa Brandes. We gratefully acknowledge their hard work and dedication.

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Finally, we would like to thank the Little Chute residents who took time to complete their questionnaires.

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Executive Summary

The purpose of this study was to gather resident input for the development of a strategic plan for the Village of Little Chute. In April 2016, the Survey Research Center (SRC) at the University of Wisconsin-River Falls mailed surveys to 1,101 randomly selected households in the Village, followed by a second mailing to non-respondents two weeks later.

The SRC received 471 useable responses. Based on the number of adults in Little Chute, the confidence interval (“margin of error”) for these data is plus/minus 4.4%.

The primary reason respondents choose to live in Little Chute is family ties (Chart 1).

Large majorities of respondents rated Village infrastructure and utilities as excellent or good; however, larger percentages of respondents rated them as good compared to excellent (Chart 2).

Two-thirds of respondents would support a tax increase if necessary for maintenance of existing roadways, and six in ten would support a tax increase for improvements to existing roadways. About half would support taxes to improve existing sidewalks or to develop separate bike trails (Chart 3).

Majorities gave mostly good or excellent ratings to municipal services, particularly fire protection, garbage and recycling collection, police protection, library services, and parks and recreation. Ratings for snow removal, youth, adult and senior programing, zoning and building inspection, and street and road maintenance were rated slightly lower.

Majorities said they would support a tax increase for improvements to fire protection, street and road maintenance, snow removal, park and recreation facilities, and police protection (Chart 5).

About half of respondents agree that the Village should expend funds on an outdoor pool or aquatic center but only a third support funds for a community center (Chart 6).

Respondents were not very enthusiastic about funding expansion of community recreation facilities. More than half of respondents rated 14 of 15 types of recreational facilities as a low priority or not a priority. Only multi-use trails were rated as a high priority or medium priority by more than half (Chart 7).

Respondents favored either a combination of fees and taxes or fees for specific uses to finance recreational facilities they support (Chart 8).

Large majorities agreed or strongly agreed that Little Chute has a strong sense of community, that community events build a sense of community, that volunteerism enhances a sense of community, and that Little Chute will be able to maintain its sense of community if growth continues (Chart 9).

The highest priority for focusing economic development efforts is for the downtown area, followed by retail development at the I-41/CTH N interchange (Chart 10). Smaller majorities also agreed or strongly agreed with a focus on industrial park areas and the Foxdale Plaza area (Chart 10).

Very few respondents said there is too much industrial or light industrial development, office development, restaurants, or retail development in Little Chute. Additional retail development is favored by nearly three-fourths of respondents (Chart 11).

Family restaurants are the top priority for additional retail businesses, followed by discount department stores, health and personal care and grocery stores (Table 2). Entertainment establishments and elderly care are the top priority for additional service businesses (Table 3).

A majority who have used the Village's website find it useful. Over six in ten said they receive the seasonal Village newsletter. Only about a third use autopay for payments to the Village. Relatively few subscribe to E-Notify or follow the Village on social media (Chart 12).

Survey Purpose

The purpose of this study was to gather resident input for the Village of Little Chute's Strategic Plan. The Village and the Outagamie County UW-Extension Department chose to work with the Survey Research Center (SRC) at the University of Wisconsin-River Falls to gather this information.

Survey Methods

In April 2016, the SRC mailed surveys to 1,101 randomly selected households in Little Chute. The mailing package contained a cover letter describing the purpose of the survey and a postage-paid return envelope. A second mailing was sent to non-respondents approximately two weeks later. A total of 95 surveys were returned as non-deliverable with no forwarding address. The SRC received 471 responses. The net response rate was 48%. Based on the estimated number of adults in the population of Little Chute (8,148)¹, the results provided in this report are expected to be accurate to within plus or minus 4.4 percent with 95 percent confidence.

Any survey has to be concerned with "non-response bias." Non-response bias refers to a situation in which people who do not return a questionnaire have opinions that are systematically different from the opinions of those who return their surveys. Based upon a standard statistical analysis that is described in **Appendix A**, the Survey Research Center found little evidence that non-response bias is a significant concern for this survey.

In addition to numeric data, respondents provided additional written answers. **Appendix B** contains all the written responses.

Appendix C contains a copy of the survey questionnaire with a complete quantitative summary of responses by question.

¹ US Census Bureau, American Community Survey 5-Year estimate, 2010-2014

Profile of Respondents

Table 1 summarizes the demographic profile of the survey respondents. Where comparable data were available from the 2010-2014 US Census Bureau American Community Survey (ACS) five-year estimates, the profiles of the public respondents were compared to the ACS profile of Little Chute adults.

Table 1. Profile of Respondents – Little Chute Resident Survey							
Gender (Age 18+)	Count	Male	Female				
Sample	462	54%	46%				
Census Bureau ACS	8148	49%	51%				
Age group (Age 18+)	Count	18-24	25-34	35-44	45-54	55-64	65+
Sample	469	1%	11%	12%	20%	29%	28%
Census Bureau ACS	8148	10%	18%	16%	18%	21%	17%
Employment status (Age 16+)	Count	Employed Full-time	Employed Part-time	Self-employed	Un-employed	Retired	Other
Sample	464	53%	7%	4%	1%	33%	3%
Census Bureau ACS	8439	64%		3%	4%	30% ²	
Residential status	Count	Own	Rent	Other			
Sample	460	86%	13%	1%			
Census Bureau ACS	4160	70%	30%				
School District	Count	Little Chute	Kaukauna	Appleton			
Sample	457	82%	16%	2%			
Length of residence in Little Chute	Count	Less than 1 yr.	1 – 4 yrs.	5 – 9 yrs.	10 – 24 yrs.	25+ yrs.	
Sample	470	2%	9%	9%	28%	52%	
Census Bureau ACS ³	--	--	--	--	--	--	
Highest level of education (Age 25+)	Count	Less than High Sch.	High Sch. Diploma	Some College/ Tech	Tech/ College Grad.	Bachelor's Degree	Graduate/ Profess. Degree
Sample	459	4%	26%	28%	18%	16%	9%
Census Bureau ACS	7314	6%	40%	20%	12%	16%	6%
Household income range	Count	<\$15K	\$15K - \$24.9K	\$25K- \$49.9K	\$50K- \$74.9K	\$75K- \$99.9K	\$100K+
Sample	435	6%	12%	22%	28%	15%	17%
Census Bureau ACS	4160	5%	9%	27%	28%	17%	15%

The responses included slightly more men than would have been expected.

Young adults are underrepresented in the sample, particularly those in the 18 to 24 age group, and there are more adults age 55 and older in the sample than would have been expected. Renters

² Includes retired and others not in the workforce

³ Not included in American Community Survey

are underrepresented among the sample. Our experience is that younger residents and renters are less likely to participate in surveys.

Employment of the sample aligns with the overall Village of Little Chute population age 16 plus.

Respondents tended to be long-time Little Chute residents, with half saying they have lived in Little Chute for 25 plus years.

Educational attainment level of the respondents is very similar to the overall Little Chute population age 25 plus. The sample has slightly more people who have some college or have graduated from a technical college.

With respect to annual household income, the sample aligns well with the ACS data.

The SRC performed statistical tests to see if there were significant differences in the responses to the survey questions based on demographic characteristics. Given the deviations in the sample from the Census data, these statistical tests are important to see if this set of respondents is likely to be representative of the overall adult population in Little Chute.

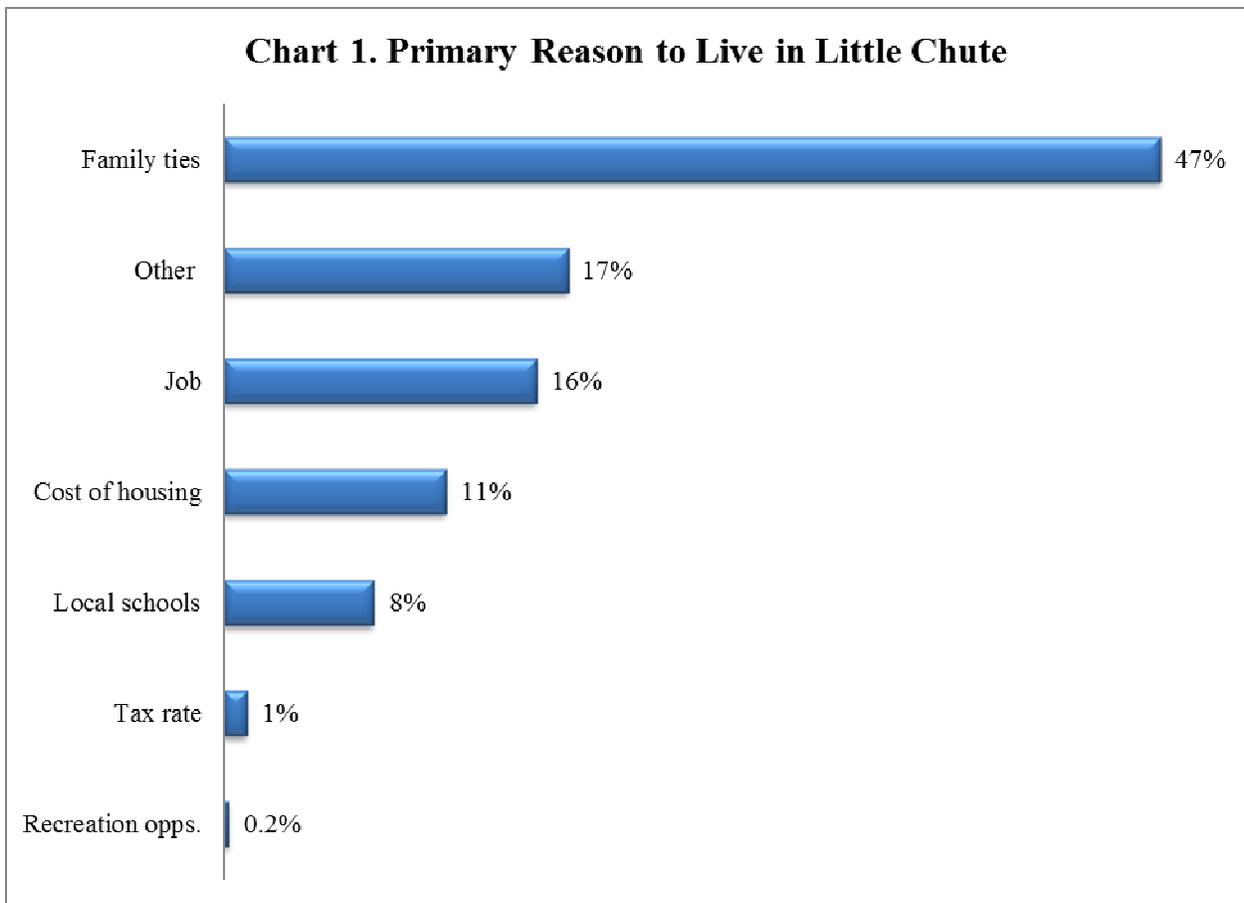
In statistics, a result is called statistically significant if it is unlikely to have occurred by chance. Statistical significance is expressed as a probability that the difference between groups is not real. A commonly used probability standard is .05 (5%). Statistical significance at the .05 level indicates there is only a five in 100 probability that the difference between two estimated values is not real. It does not necessarily mean the difference is large, important, or significant in the common meaning of the word. If there are a sufficiently large number of observations, even small differences of opinion can be statistically significant. For example, in question 8i (priority of tennis courts), 49% of men said tennis courts are not a priority and 41% of women said tennis courts are not a priority. This gender difference is statistically significant, but the magnitude of the difference is does not affect the overall response pattern and interpretation of the results and is not meaningful.

In this survey, there were relatively few meaningful differences in the answers based on demographic groups. These instances will be noted in the report. Overall, the SRC believes that the sample is representative of the overall population in the Village.

Primary Reason to Live in Little Chute

The initial question in the survey asked respondents to indicate the primary reason they choose to live in Little Chute. The survey contained six options plus a space to enter a written “other” response. The results in Chart 1 indicate that having family ties in the area is by far the primary factor (47%). Seventeen percent of respondents entered written answers. The most frequent written responses were about housing, community atmosphere, and the general location of the Village. (See full listing in Appendix B). Employment and cost of housing ranked third and fourth respectively, with 17% and 11%. Local schools was the primary factor for 8%. The local tax rate and recreation opportunities were a primary factor for no more than 1%.

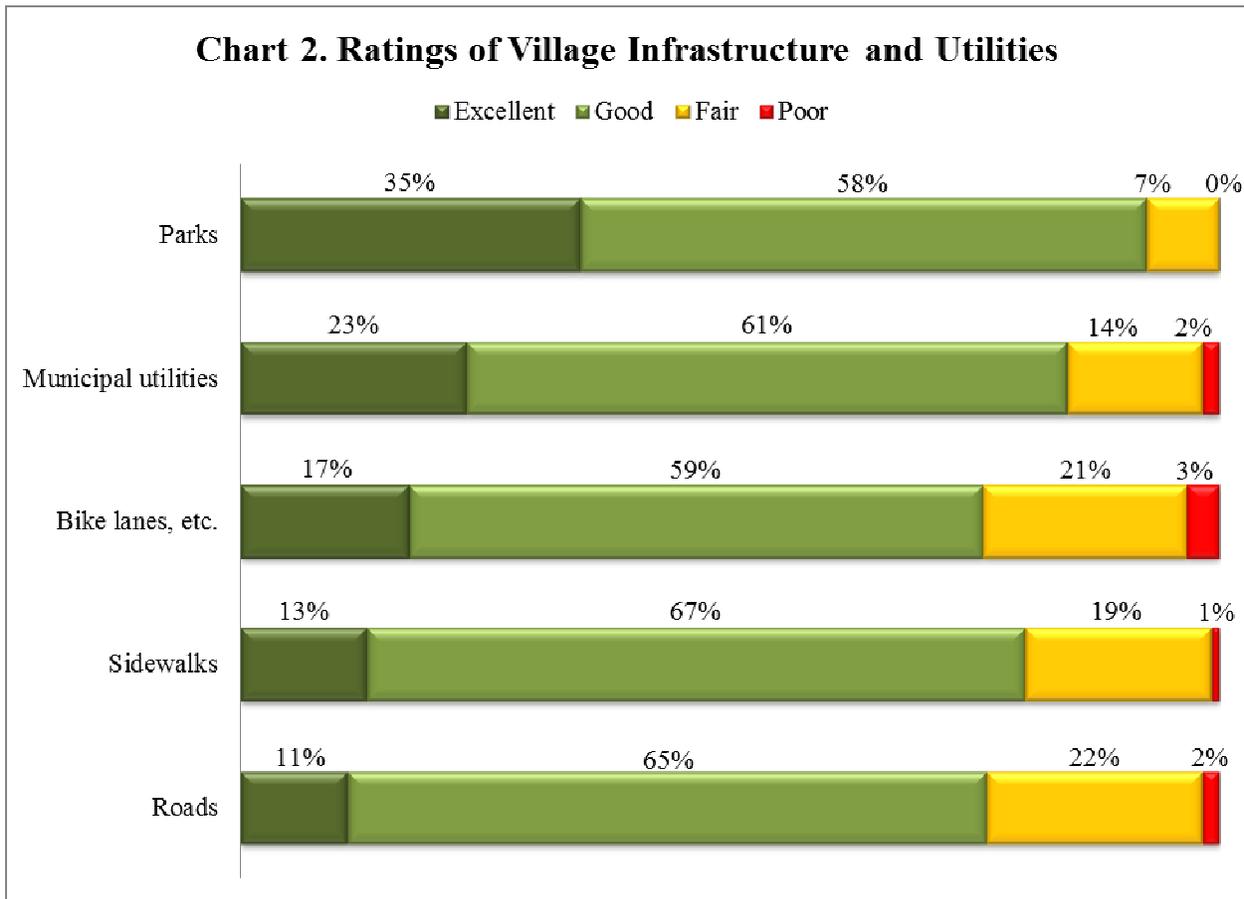
A higher percentage of respondents living in the Little Chute school district cited family ties as the primary reason for living in the Village.



Infrastructure, Streets, and Sidewalks

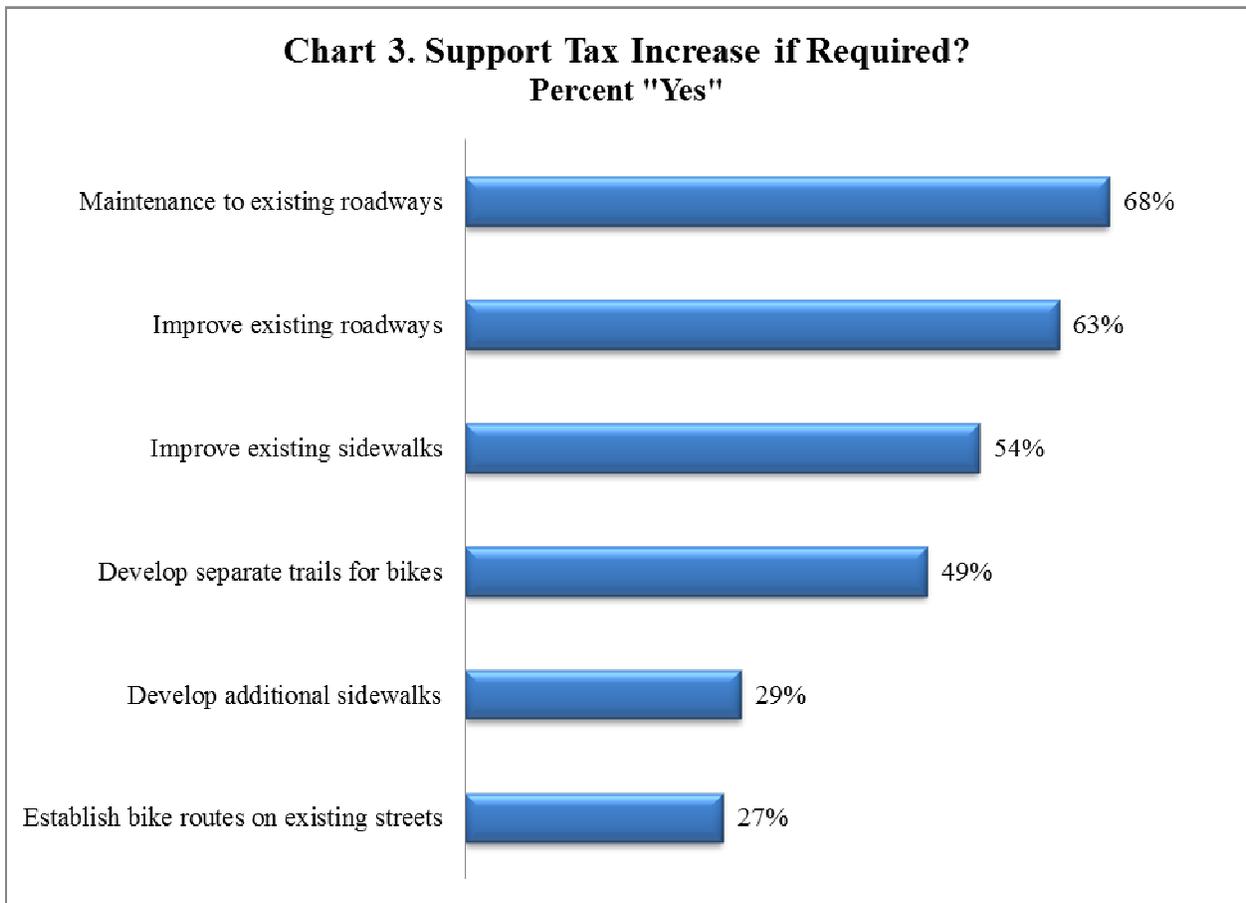
Respondents were asked to rate the overall quality of five types of public infrastructure and utilities in Little Chute: roads, parks, sidewalks, bike lanes, routes and trails, and municipal utilities. Answer choices were excellent, good, fair, and poor. The results are shown in Chart 2 and are sorted in descending order of the responses in the excellent category. Overall, large majorities of respondents rated all listed items as excellent or good; however, larger percentages of respondents rated them as good compared to excellent, suggesting some room for improvement. Respondents were most pleased with parks, which were rated as excellent by 35% and good by 58%. Municipal utilities had 23% excellent and 61% good. Bike lanes, routes, and trails were in third place with 17% excellent and 59% good. Sidewalks and roads were rated as good by about two-thirds of respondents. More respondents rated bike lanes, sidewalks, and roads as fair than excellent. Very few respondents gave a rating of poor to any of the listed type of infrastructure or utilities.

Very few respondents gave a rating of poor to any of the listed type of infrastructure or utilities.



Respondents were asked if they would support, oppose, or have no opinion about a tax increase for required expenditures to various categories of infrastructure. Among respondents with an opinion, Chart 3 indicates that respondents are more likely to support a tax increase to pay for required maintenance to existing roads (68%) and improvements to existing roadways (63%). Improvements to sidewalks was the only other item for which more than 50% of respondents said they would support a tax increase if required. Support for developing separate bike trails drew more support than establishing bike routes on existing streets (49% to 27%). Relatively few respondents support additional taxes for new sidewalks (29%). Actual support for a specific improvement or set of improvements would likely depend on the size of the proposed tax increase and the perceived need for the particular project.

The percentage of respondents with no opinion ranged from 15% to 24%, which may suggest the need for additional information outreach efforts on the part of the Village.



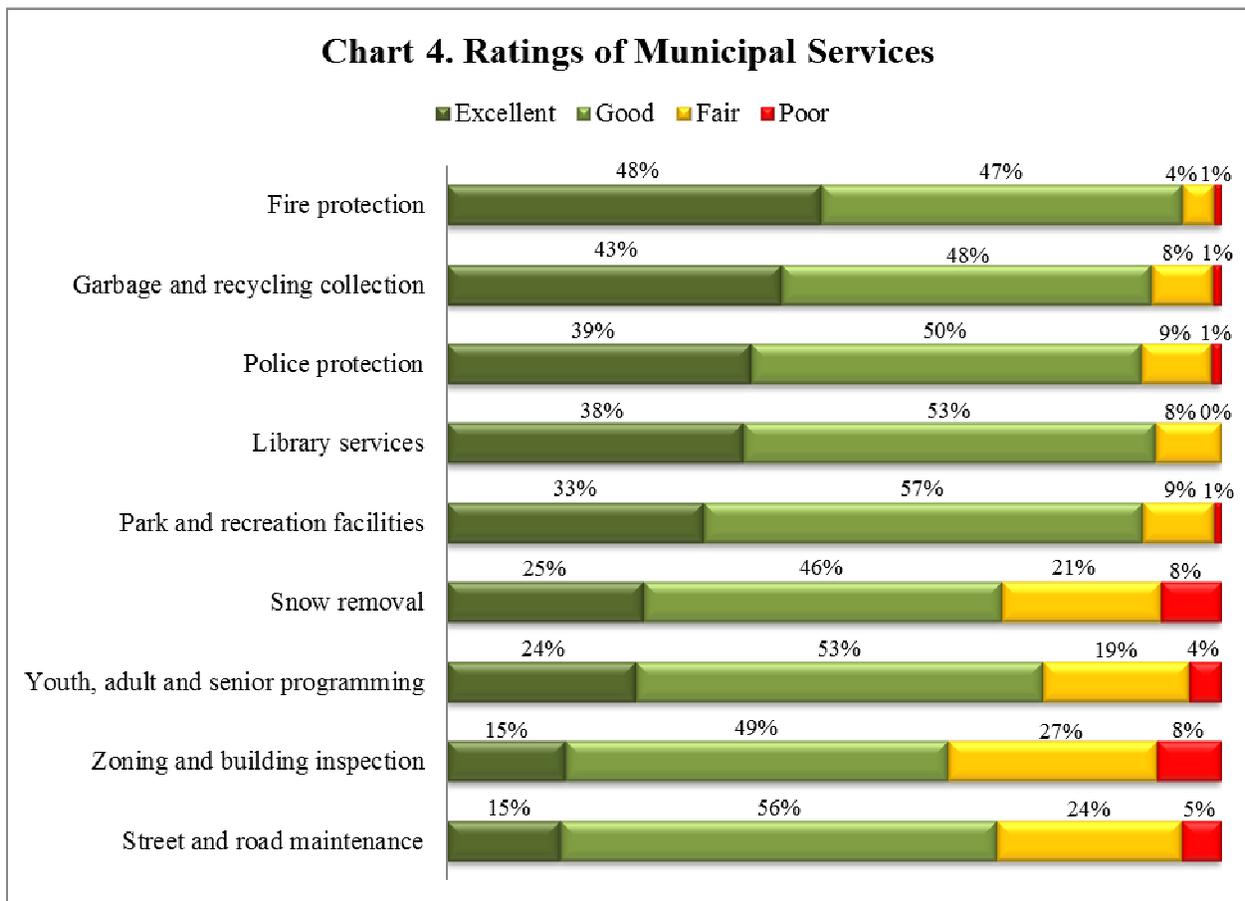
Utility and Community Facilities/Services

Respondents were asked for their opinion about the quality of nine specific municipal services in Little Chute. Answer choices were excellent, good, fair, poor, and no opinion. The results are shown in Chart 4 (no opinion responses excluded). All services were rated as good or excellent by majorities of respondents. There were variations in the overall quality rating among the listed services. Among respondents with an opinion, nine in ten respondents rated the following services as good or excellent: fire protection, garbage and recycling collection, police protection, library services and park and recreation facilities. Fire protection had the largest percentage of ratings in the excellent category (48%), followed by garbage and recycling (43%), police protection (39%), library services (38%), and parks and recreation (33%).

The percentages of fair ratings were relatively high (between 19% and 27%) for snow removal, youth, adult, senior programming, zoning and building inspection, and street and road maintenance.

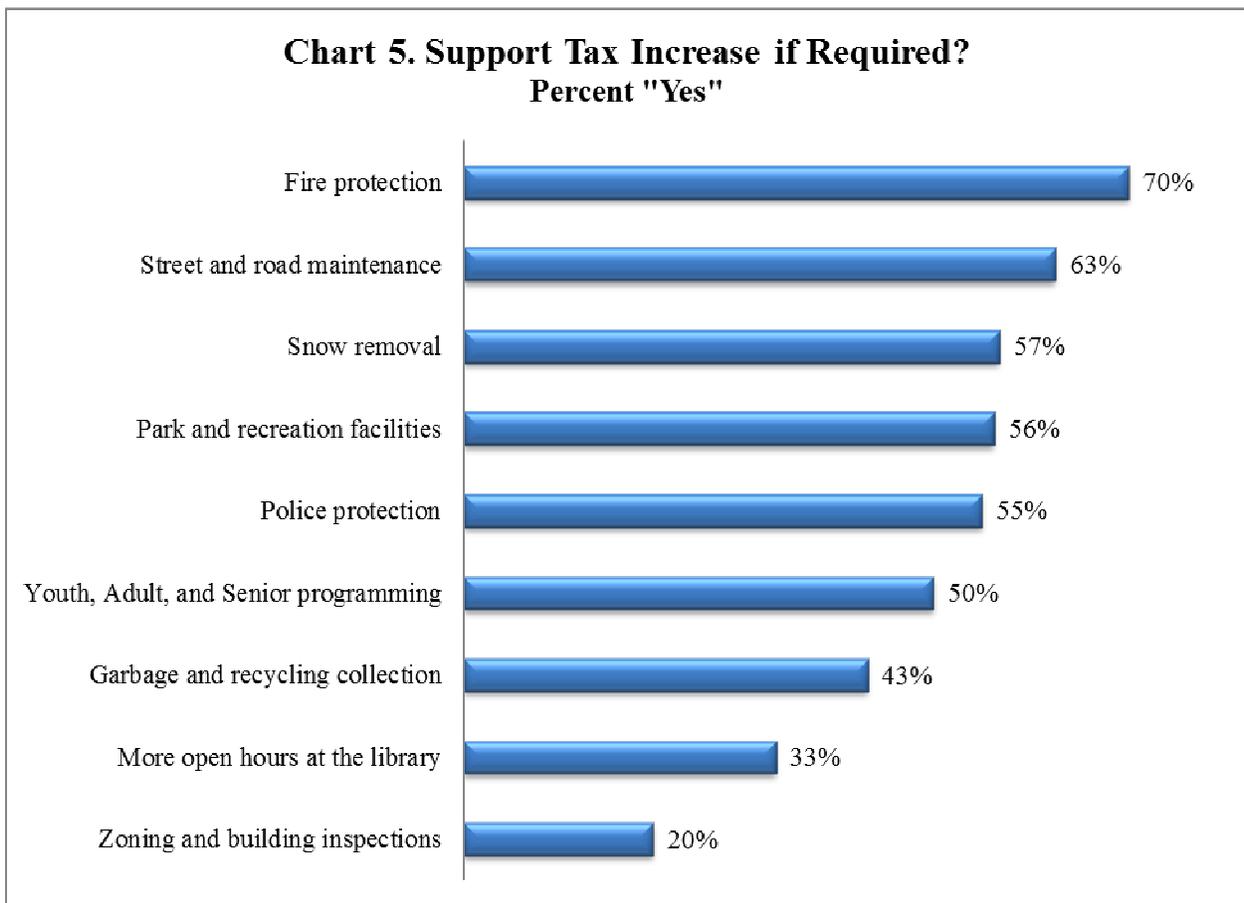
The percentage of no opinion responses was higher for youth, adult, and senior programming (37%), zoning and building inspection (34%), and library services (24%). This may be because these residents have not used the service and have insufficient knowledge to rate it.

The percentage of residents of the Kaukauna school district who had no opinion about library services is higher than among respondents from the Little Chute district.



Respondents were given a list of nine services from the previous question and asked if improvements for each required a tax increase, would they support it, oppose it, or have no opinion. The results in Chart 5 exclude the no opinion responses and indicate that at least half of respondents would support a tax increase for six of the nine services. Fire protection was at the top with (70%), followed by street and road maintenance (63%), snow removal, (57%), park and recreation facilities (56%), police protection (55%), and youth, adult and senior programming (50%). About four in ten respondents would support a tax increase for garbage and recycling collection. A third of respondents would support additional taxes for more library hours, and only one in five would support a tax increase for zoning and building inspections.

The percentage of respondents with no opinion was in double-digits for all services, ranging from 11% (police protection and fire protection) to 40% (expanded library hours).



Quality of Life

The next three questions focused on community recreation topics. In the first question, respondents were asked if they believe the Village should spend funds to construct an outdoor pool or aquatic center and a community center or if they had no opinion. As shown in Chart 6, among those with an opinion, not quite half of respondents agreed that Village funds should be used to construct an outdoor pool or aquatic center. Only one-third of respondents support using funds for a community center. No opinion responses were relatively high, 18% for the pool/aquatic center and 23% for the community center.

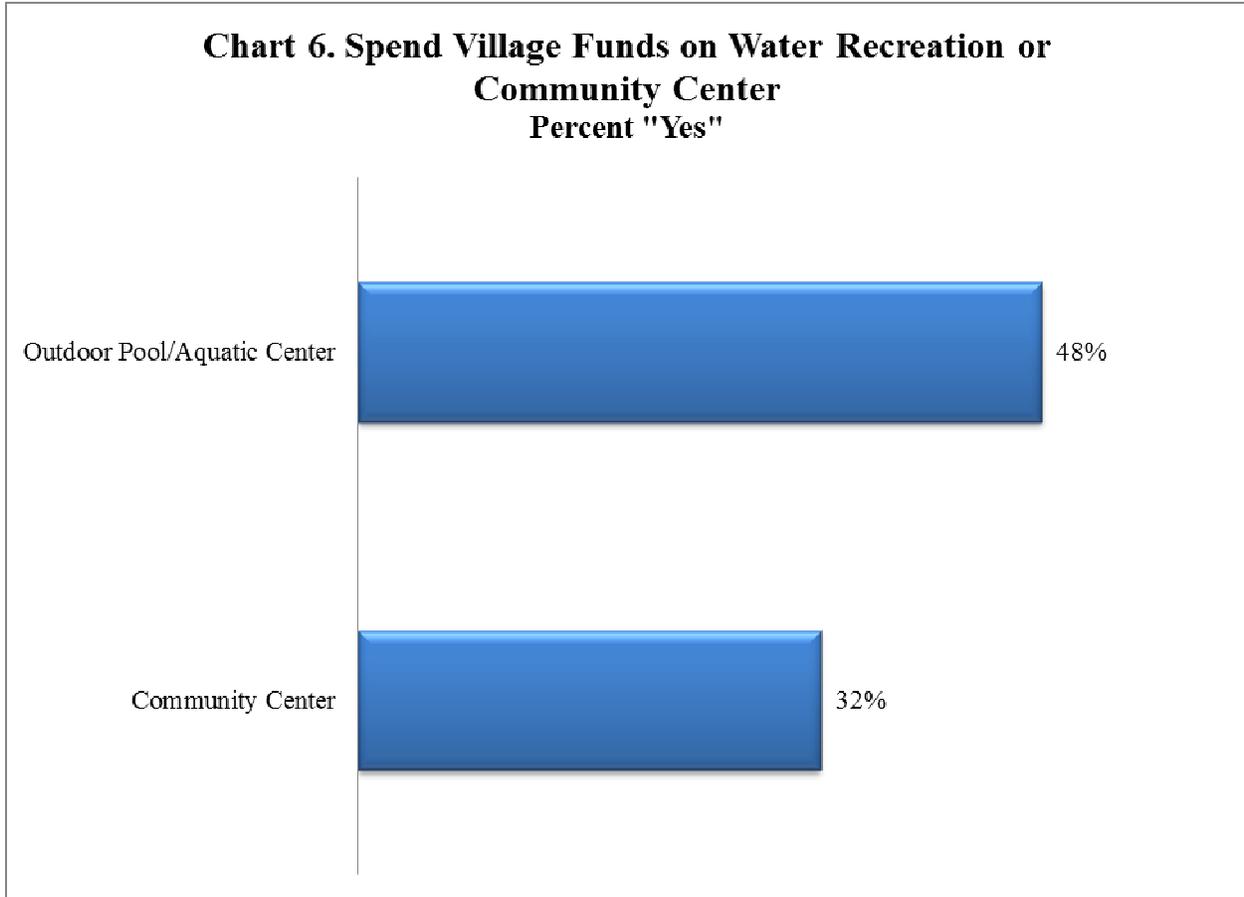
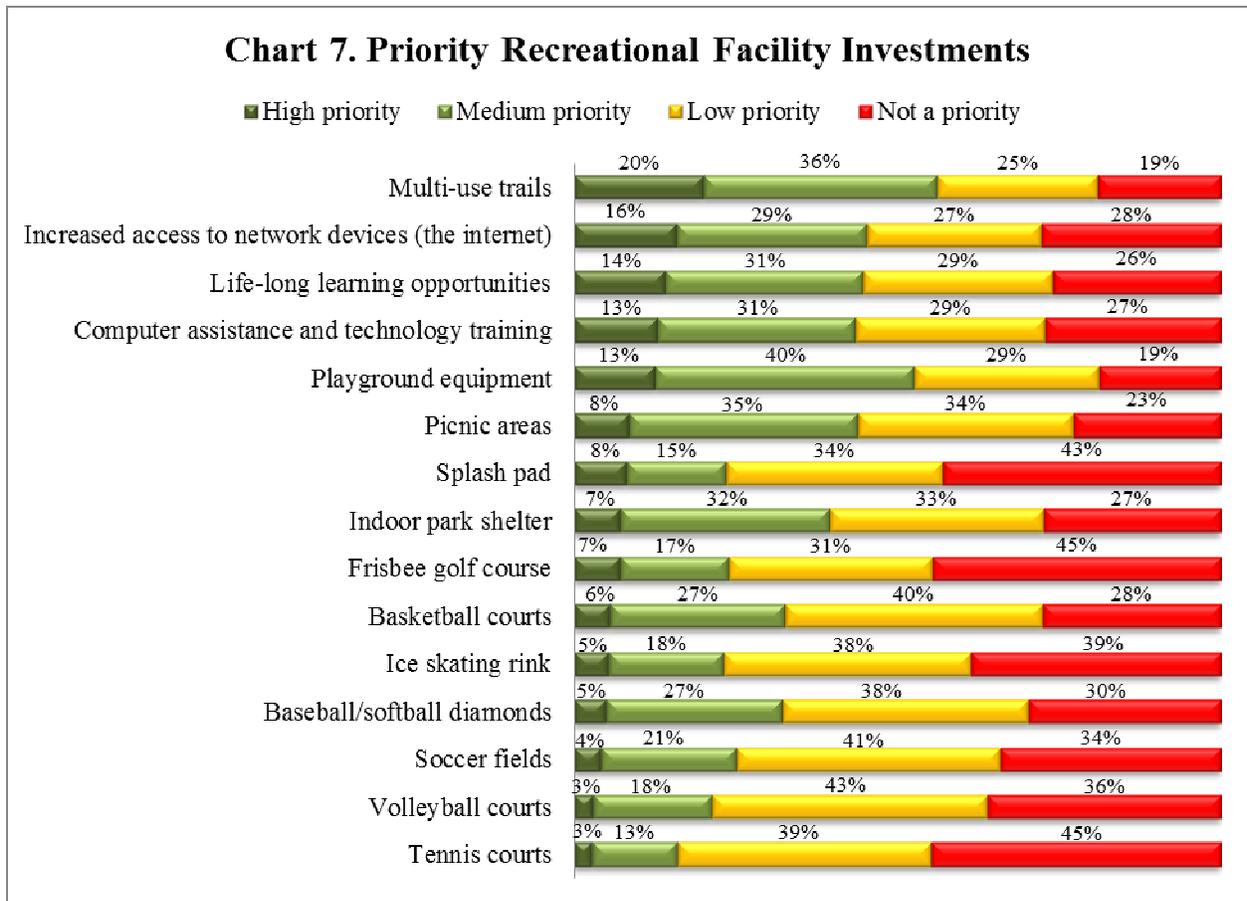


Chart 7 shows respondents' priorities for Little Chute recreational facilities during the next five years. Fifteen types of facilities were listed. Answer choices were high priority, medium priority, low priority, and not a priority. Overall, respondents were not very enthusiastic about expanding community recreation facilities. The percentage of high priority ratings was relatively small, ranging from 20% to 3%. Conversely, the combined percentage of low priority and not a priority exceeded 50% for 14 of the 15 types of facilities listed. Respondents put multi-use trails at the top, with 20% saying it is a high priority and 36% saying it is a medium priority, and it was the only facility that a majority of respondents did not say was a low priority or not a priority. Increased internet access placed second, followed by life-long learning opportunities, computer assistance and technology training, playground equipment, picnic areas, splash pad, indoor park shelter, frisbee golf course, basketball courts, ice skating rink, baseball/softball diamonds, soccer fields, volleyball courts, and tennis courts.

A splash pad, Frisbee golf course, and tennis courts had particularly large percentages in the not a priority category.

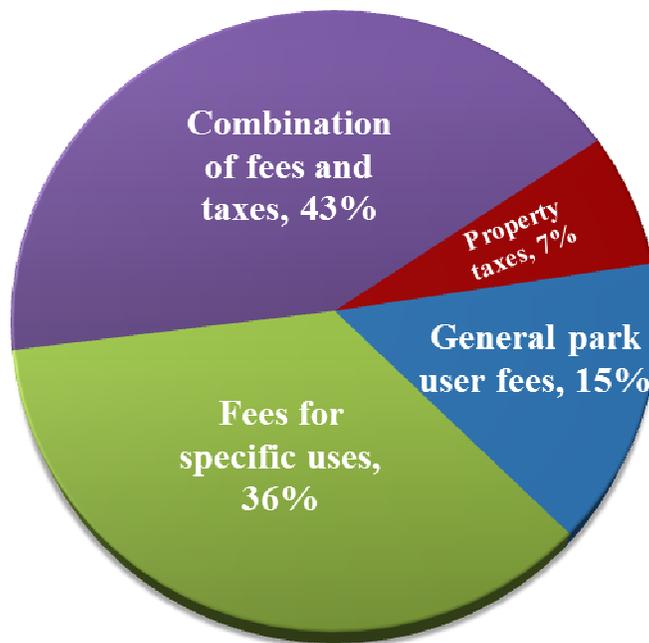
Respondents under age 45 gave higher priority ratings to Frisbee golf course, playground equipment, splash pad, and multi-use trails. Renters gave higher priority ratings to lifelong learning opportunities, computer assistance and technology training, and increased access to network devices (internet).



Respondents were asked how they would like to fund the recreational facilities they supported in the previous question. Answer choices were property taxes, general park user fees, fees for specific uses, and a combination of fees and taxes. Chart 8 indicates that respondents favored a combination of fees and taxes (43%) or fees for specific uses (36%). Support for general park user fees was much lower (15%). Funding recreational facility development through the property tax levy alone was decidedly unpopular (7%).

Respondents from the Kaukauna school district were more likely to favor fees for specific uses.

Chart 8. How to Finance Recreational Facilities



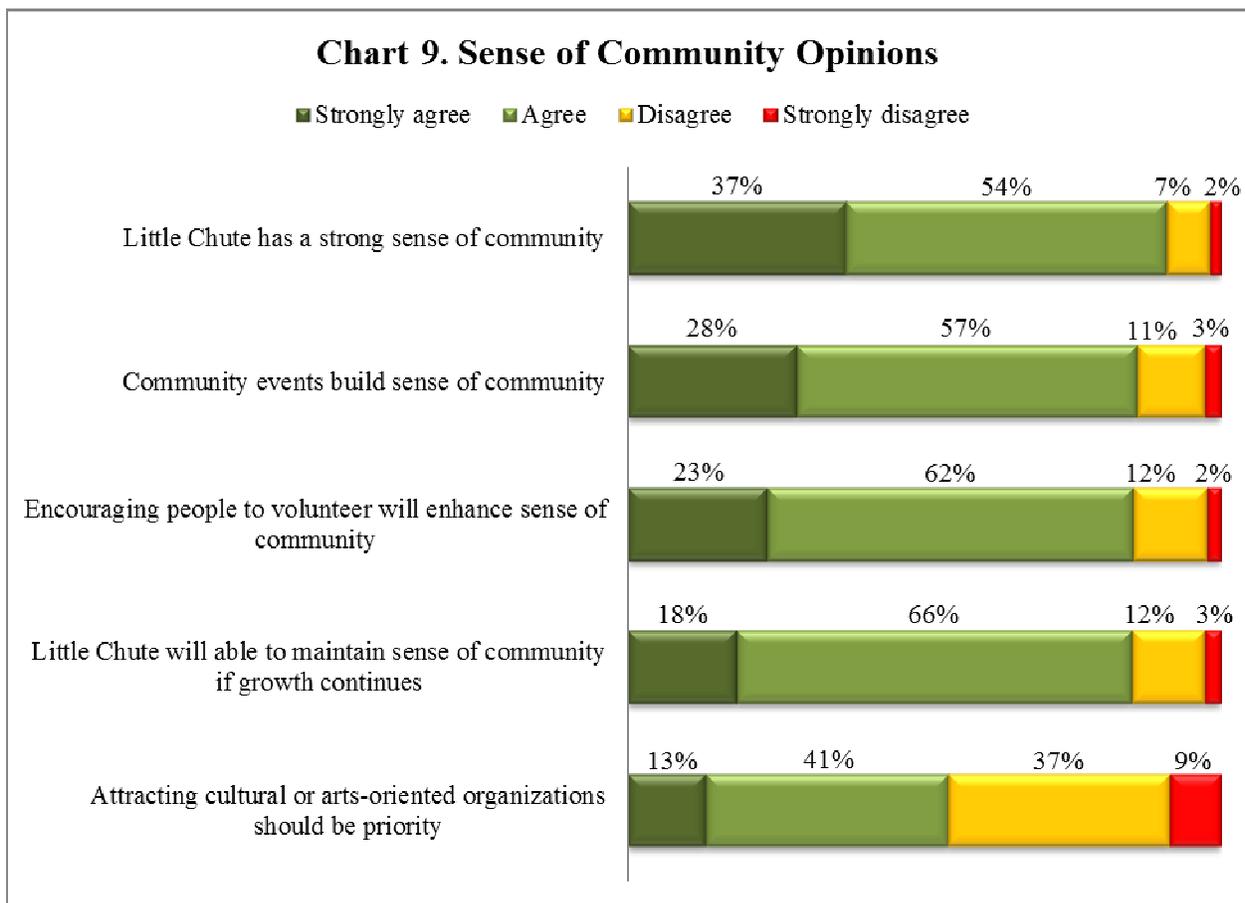
Community, Economic Development and Land Use

The first question in this section of the questionnaire asked about sense of community with respect to Little Chute. Answer choices were strongly disagree, disagree, agree, strongly agree and no opinion. Chart 9 shows the results with the no opinion responses excluded.

Large majorities of respondents agreed or strongly agreed with four of the five statements. Within this group, the larger portion of respondents said they agreed rather than strongly agreed.

Specifically, a large majority of Little Chute residents agreed (54%) or strongly agreed (37%) that Little Chute has a strong sense of community. Similarly 57% agreed that community events build a sense of community, and 28% strongly agreed. With respect to the impact of volunteerism on building a sense of community, 23% strongly agreed and 62% agreed. Respondents were confident that Little Chute would be able to maintain its sense of community if population growth continues; two-thirds agreed and 18% strongly agreed.

Opinions were more diverse about whether attracting arts-oriented organizations should be a priority. While slightly over half (54%) agreed or strongly agreed, a large minority disagreed or strongly disagreed. The number of respondents without an opinion was higher for this statement (22%) than the other four (ranging from 11% to 12%).



Respondents were asked to indicate their preferences with respect to locations in which the Village should focus economic development efforts. Five areas were listed, and answer choices were strongly agree, agree, disagree, strongly disagree, and no opinion. The results are shown in Chart 10 (no opinion responses excluded). Majorities of respondents said they agree or strongly agree that all five areas should be focused upon.

The highest proportion of respondents agreed (49%) or strongly agreed (37%) that development should focus on Little Chute’s downtown. Retail development at the I-41/CTH N exchange was second with 51% saying they agree and 29% saying they strongly agree.

The amount of agreement for industrial park areas and the Foxdale Plaza/East Highway 96 area was slightly less. The percentage of those who agree was similar (52% to 55%), but the percentage of those who strongly agree decreased.

Although more than half of respondents agreed or strongly agreed with focusing on office park areas, nearly half of respondents disagree or strongly disagree.

Women were more likely to say they have no opinion about office park areas.

Renters were more likely to have no opinion about development in Foxdale Plaza/East Highway 96 area, industrial park areas, and office parks.

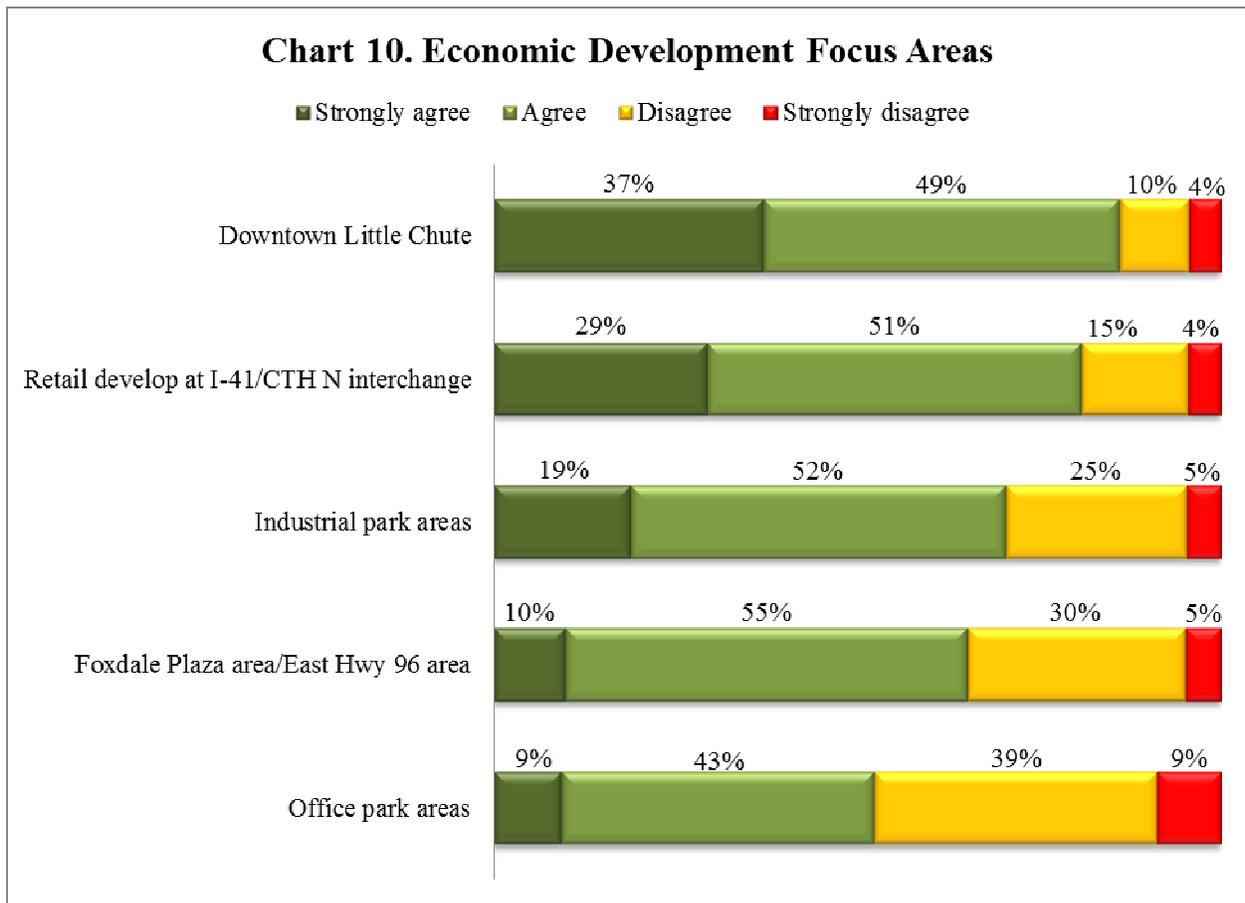


Chart 11 shows the results of a question that asked respondents about the current level of development in Little Chute in four categories: industrial development, office development, restaurants, and retail, plus a space for a write-in answer. Answer choices were too much, about right and too little. Very few respondents said there is too much development in the four types listed in the question. The remaining respondents were split between thinking development was about right or too little. Seventy eight percent said the amount of industrial or light industrial is about right and 20% would like more. Two-thirds said the amount of office development is about right and 28% want more. Written responses in the “other” category included grocery stores (too little) and taverns/bars (too much). A complete list is in Appendix B.

Although the largest percentage of respondents said the amount of restaurant development is about right, 40% said there aren't enough restaurants in Little Chute. Respondents clearly said that they think there is not enough retail in Little Chute (73% too little).

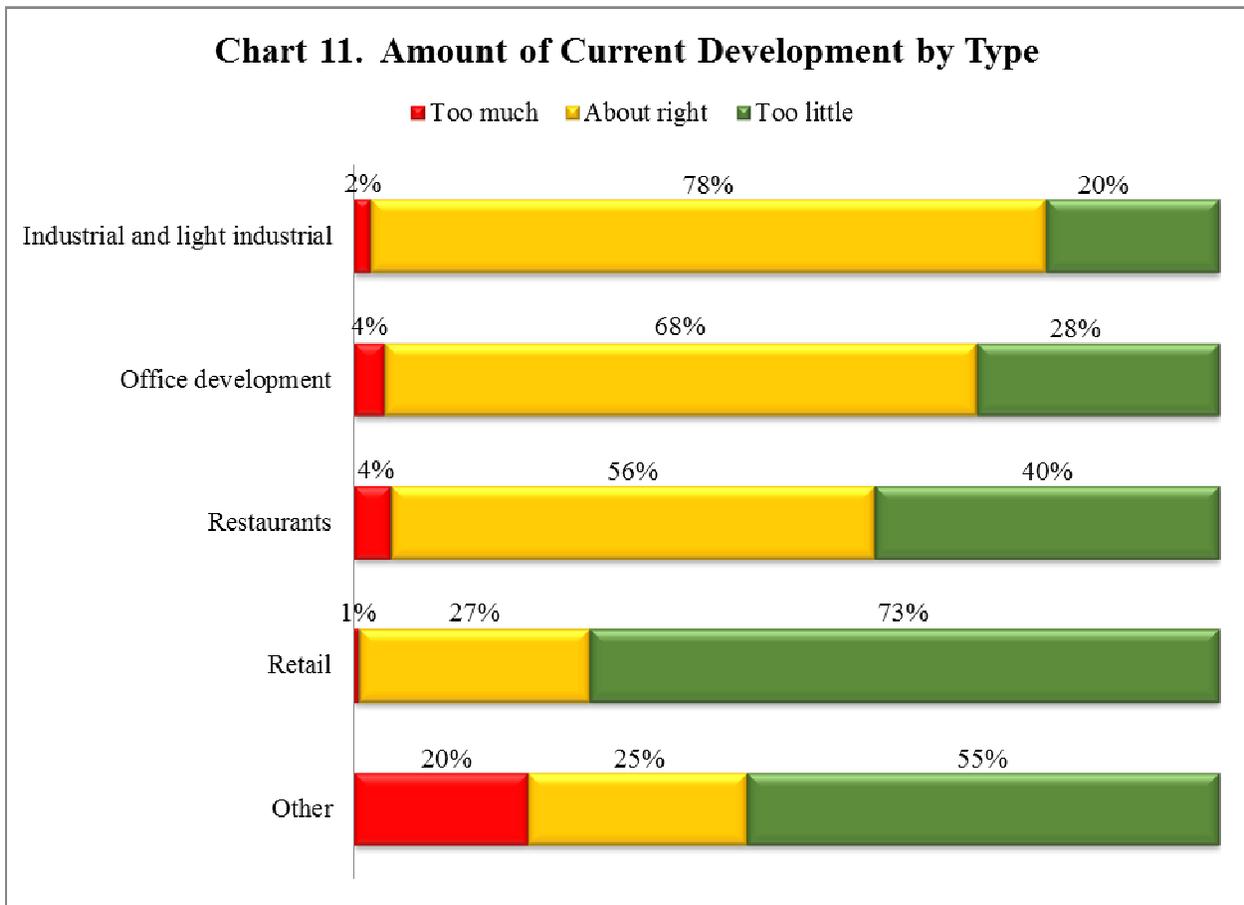


Table 2 shows respondents' priorities for their preferred types of retail businesses. The question listed 12 types of retail establishments and asked respondents to pick their top four in order of priority. The SRC used a point system to identify the overall rank order. Each respondent's selection for the highest priority received 4 points. The second highest received three points, two points were assigned for the third highest and one point for the fourth highest priority.

The top overall rank went to family restaurants. Twenty-five percent said it is their highest priority, followed by 18% second place selections, 15% third highest priority and 9% fourth highest priority. Compared to family restaurants, high end supper clubs and fast food restaurants ranked lower, with high-end supper clubs ranking sixth and fast food restaurants ranking last (12th place). Discount department stores ranked second overall, with 15% of the first place selections and 13% of the second priority selections. Health and personal care and grocery stores were in third and fourth place respectively, each with 14% of the highest priority selections.

Convenience stores ranked fifth, followed by high-end supper clubs (as noted above), artisan and arts shops (7th), specialty food stores (8th), Dutch themed gifts and imports (9th), electronics and appliance stores (10th), office supplies, stationary and gift stores (11th) and fast food restaurants (12th, as noted above).

Rank	Establishment Type	Highest priority	2nd highest priority	3rd highest priority	4th highest priority
1	Family restaurants (full-service)	25%	18%	15%	9%
2	Discount department stores	15%	13%	12%	9%
3	Health and personal care	14%	9%	13%	12%
4	Grocery stores	14%	11%	7%	7%
5	Convenience stores	9%	10%	10%	12%
6	Supper clubs (high-end)	6%	5%	10%	7%
7	Artisan and arts shops	5%	6%	5%	8%
8	Specialty food stores	4%	9%	9%	6%
9	Dutch gifts and imports	3%	5%	4%	9%
10	Electronics and appliance stores	3%	7%	6%	7%
11	Office supplies, stationery, gifts	2%	5%	5%	9%
12	Fast food restaurants	1%	2%	3%	5%

Similar to the previous priority ranking question, respondents were asked to rank their priorities for service business. Six types of service business were listed, and respondents were asked to rank their top-two choices. Each respondent’s highest priority was assigned two points and the second highest priority receiving one point. Table 3 shows that three services were at the top. Entertainment and elderly care were in a statistical tie for the top priority. Each had about a quarter of the highest priority selections and a fifth of the second-place rank selections. Health and personal care was close behind with 18% of first place selections and 25% of second place selections.

Micro-brewery/brew pub, child care, and business to business services were lower priority services, with 10% to 15% of the highest priority selections and 11% to 12% of the second highest priority selections.

Elderly care was the top priority for respondents age 45 plus. A micro-brewery/brew pub was the second highest priority for respondents under age 45.

Table 3. Priority Service Businesses for Little Chute			
Rank	Service Business Type	Highest priority	2nd highest priority
1	Entertainment establishments	24%	20%
2	Elderly care	23%	21%
3	Health and personal care	18%	25%
4	Micro-brewery or brew pub	15%	11%
5	Child care	10%	12%
6	Businesses that serve other businesses (B2B)	10%	11%

Communication and Information Services

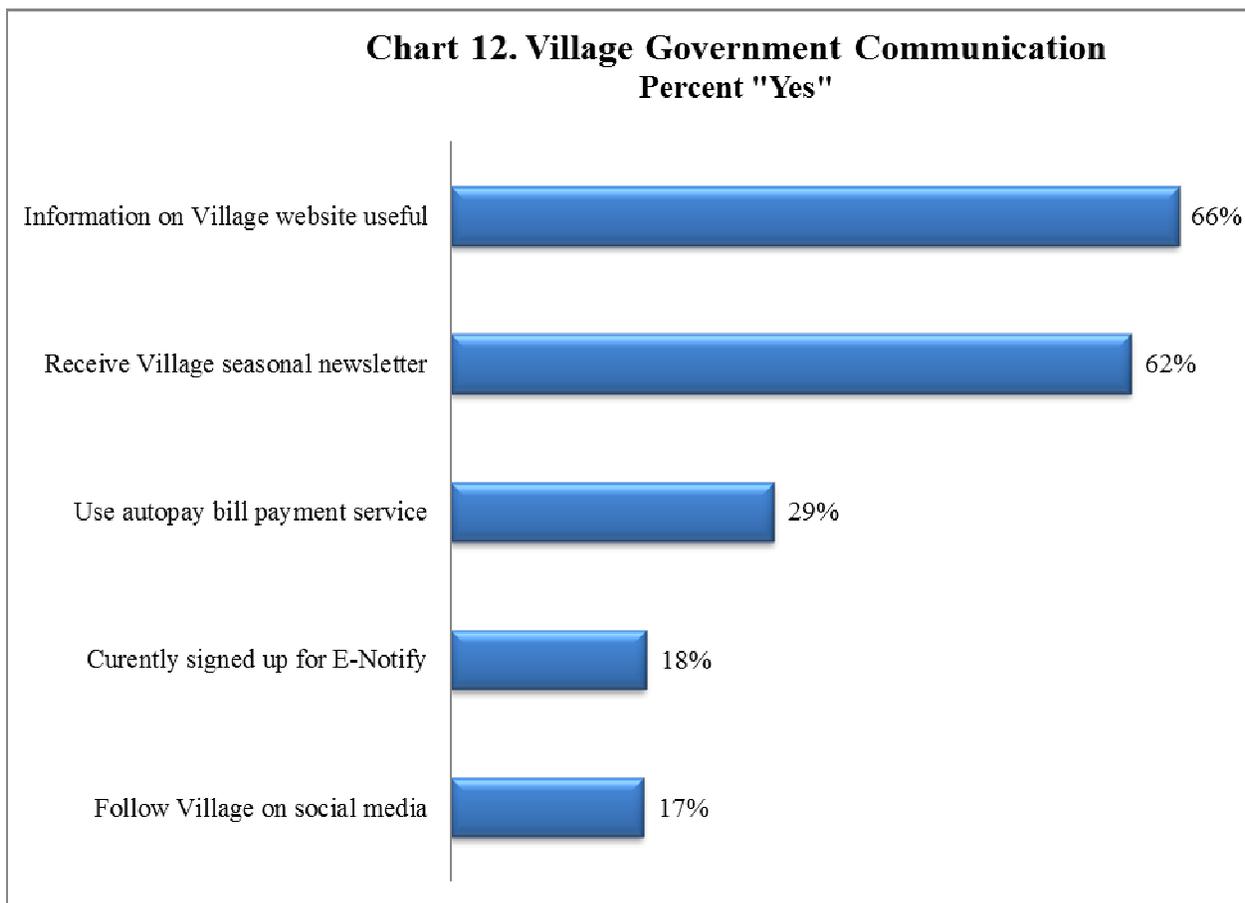
Respondents were asked a series of five simple “yes or no” questions about Village communication and information services for residents. The results are in Chart 12.

More than three fourth of respondents indicated they had used the Village website. Among website users, two-thirds said they found the content useful. Over six in ten said they have signed up for the seasonal newsletter from the Village. About one in three use the autopay service for municipal utility bill payments. Relatively few subscribe to E-Notify (18%) or follow the Village on social media (17%).

Renters who have used the Village website were less likely to say it is useful. Renters were also not as likely to receive the Village seasonal newsletter or to use autopay for utility bills.

A higher percentage of college graduates who have used the Village website said they found it useful.

Respondents with household incomes over \$50,000 were more likely to have said the Village website is useful and are more likely to follow the Village on social media.



Conclusions

Key findings of this survey include the following:

- Little Chute respondents give positive (excellent or good) ratings to most local services, but the higher percentage of responses in the good category suggests room for improvement.
- Majorities seem open to tax increases if necessary for several types of basic municipal services such as public protection, maintenance and improvements to roads and streets, and snow removal. Actual support would likely depend on the size of the tax increase and the justification offered by the Village.
- Funding for recreational facilities is not a high priority for Little Chute respondents
- A strong majority want more retail development in Little Chute.

Appendix A – Non-response Bias Tests

Any survey has to be concerned with “non-response bias.” Non-response bias refers to a situation in which people who do not return a questionnaire have opinions that are systematically different from the opinions of those who return their surveys. For example, suppose most non-respondents gave lower ratings to the quality of sidewalks (Q3c), whereas most of those who responded gave higher ratings to the Village sidewalks. In this case, non-response bias would exist, and the raw results would overestimate the overall rating of sidewalks.

A standard way to test for non-response bias is to compare the responses of those who respond to the first mailing to those who respond to the second mailing. Those who respond to the second mailing are, in effect, a sample of non-respondents (to the first mailing), and we assume that they are more representative of all non-respondents.

Among respondents from the Village of Little Chute, there were 360 responses to the first mailing and 111 to the second mailing. Among respondents with an opinion, the SRC found seven variables with statistically significant differences among the 75 variables on the questionnaire. As shown in Table A1, these differences were very small.

Variable	Statistical Significance	Mean First mailing	Mean Second Mailing
3a. Roads	.021	2.11	2.26
3b. Parks	.024	1.70	1.84
3c. Sidewalks	.005	2.04	2.22
3d. Bike lanes, routes, trails	.020	2.06	2.24
5c. Garbage and Recycling collection	.003	1.62	1.83
5j. Snow removal	.030	2.06	2.27
15d. Signed up for seasonal newsletter	.001	1.34	1.51

The SRC concludes that there is little evidence that non-response bias is a concern for this sample

Appendix B – Open-Ended Comments

Q1. What is the primary reason you chose to live in Little Chute? Other, specify- (79 Responses)

Housing (33 Responses)

- Found a home we liked (6x)
- Annexed (2x)
- House availability (2x)
- Available housing
- Available land to purchase
- Bought a foreclosed house
- Bought house and it was in L.C.
- Built home
- Built house 40 years ago
- Condo
- Forced Annexation
- Had to find a home
- Home purchase
- Like the house
- Lot size
- Mobile home park
- Nice house; good buy
- Nice property
- Nicest house
- Only apartment I liked
- Rent
- Rental
- We liked the house
- We liked the house. It was on the river
- Where land was available
- Wooded lot

Location (15 Responses)

- Location (9x)
- Close to Kaukauna
- Close to work
- Good location
- Job
- Proximity to stores
- Tried Kaukauna - we are only Kaukauna border

Community atmosphere (9 Responses)

- Small community (2x)
- Community-i.e. Skate Park, shopping within walking distance, etc.
- I can walk wherever I need to go!

- Like the village
- Liked the area
- Quiet, safe
- Safe feeling
- Small-safe

Born/grew up here (6 Responses)

- Born here (3x)
- Always lived here
- Grew up here, Love it!
- Where I grew up

Nature (4 Responses)

- Camp fires
- View of Fox River
- Water front living
- Wildlife along Fox River

Social connections (3 responses)

- Friends
- Friends, church
- Friends-small

Miscellaneous (9 Responses)

- Retired (2x)
- All
- B
- Landlord knew I wanted a garage
- Married
- Married/moved here
- Never mind
- Pride

Q12. Please rate the current development in the Village of Little Chute. Other, specify- (63 Responses)

Retail and service businesses by category (29 responses)

- Grocery stores (6 responses)
 - A place to buy fresh produce (**too little**)
 - Groceries (**too little**)
 - Grocery specifically now that Pick-N-Save is closing (**too little**)
 - Grocery stores (**too little**)
 - Hotel/grocery store (**too little**)
 - Need major grocery chain - Festival Foods? (**too little**)
- Restaurants (6 Responses)
 - Breakfast restaurant downtown (**too little**)

- Downtown diner (**too little**)
- Family restaurant (Not fast food) (**too little**)
- Fast food (**too much**)
- Healthy restaurants like Freshi (**too little**)
- Unhealthy places vs healthy (**about right**)
- Bars and taverns (**5x**) (**too much**)
- Kwik Trip (**3x**) (**too little**)
- Banking (**too little**)
- Coffee shops (**too little**)
- Craft store, Menards, Fleet Farm, Walmart (**too little**)
- Ice cream shop-stands (**too little**)
- Indoor sports complex (**too little**)
- Specialty; artisan shops (**too little**)
- Too little river frontage development (**too little**)
- Tourist things (**too little**)
- Walmart (**too little**)

Housing (9 Responses)

- Apartments (**too much**)
- Getting too many run down properties (**too much**)
- Residential growth (**too little**)
- Senior housing (**too little**)
- There are too many duplexes and apartments and condos in the village. This causes too many problems with residents along with downgrading neighborhoods. (**too much**)
- Too many apartments and duplexes - low grade residents (**about right**)
- Too many buildings taken off tax role, for one person's green space, and parking in downtown for no reason (**too much**)
- Vacant residential lots not being resold + developed = lost tax money (**too little**)
- Validity vs justification of TIF (**no rating**)

Recreation (9 Responses)

- Bike lanes (locate on side streets) (**too much**)
- Camping, hunting, fishing (**too little**)
- Child friendly activity based (ex: trampoline park) (**too little**)
- Dog park (**too little**)
- Parks (**too little**)
- Parks (**about right**)
- Parks, pool, Frisbee golf course (**too little**)
- Village North Subdivision Park (**too little**)
- Tourism-parks/trails/biking (**too little**)

Yard waste (3 Responses)

- Compost site for residents; very useful and important (**too little**)
- Yard waste site (**too little**)
- Yard waste site for branches as well as mulch (**too little**)

Windmill (3 responses)

- The windmill (**too much**)

- Windmill area (**too little**)
- Windmill was waste of money. Could have been used for many other things. (**too much**)

Miscellaneous (10 Responses)

- N/A (**3x**)
- ?
- Expand downtown, too many leaving (**too much**)
- More senior activity (**too little**)
- No opinion
- Nothing in the north of 1-41 area (**too little**)
- We are a "bedroom" community, period! It's time we recognize and admit to this!!
- You need everything electronic, etc. (**too little**)

Q18. Employment status. Other, specify (13 Responses)

- Disability (**5x**)
- Homemaker (**3x**)
- Student (**2x**)
- Full and part time
- Just retired
- Volunteer

Q19. Place of residence. Other, specify (7 Responses)

- Mobile home park (**3x**)
- Own home, rent lot. Mobile home (**2x**)
- Condo
- Live with owner

Appendix C – Quantitative Summary of Responses by Question Village of Little Chute Survey – 2016

1. What is the primary reason you chose to live in Little Chute? (Mark • one only)

Local Schools	Tax Rate	Cost of Housing	Family Ties	Recreational Opportunities	Job	Other, Specify
7%	1%	11%	47%	0%	16%	17% <u>See Appendix B</u>

2. In which School District do you reside?

Little Chute	82%	Kaukauna	16%	Appleton	2%
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INFRASTRUCTURE, STREETS, AND SIDEWALKS

3. Rate the overall quality of the following in the Village of Little Chute.

	Excellent	Good	Fair	Poor
a. Roads	11%	65%	22%	2%
b. Parks	35%	58%	7%	0%
c. Sidewalks	13%	67%	19%	1%
d. Bike Lanes, Routes and Trails	17%	59%	21%	3%
e. Municipal Utilities (water, sewer, sanitation and storm)	23%	61%	14%	2%

4. If an increase in taxes was required, would you support or oppose increases for the following?

	Support	Oppose	No opinion
a. Maintenance to existing roadways	58%	27%	15%
b. Improving existing roadways	52%	30%	18%
c. Developing additional sidewalks	22%	53%	24%
d. Improving existing sidewalks	44%	37%	20%
f. Establishing bike routes on existing streets	23%	60%	17%
g. Developing separate trails for bicycling	39%	40%	21%

UTILITY AND COMMUNITY FACILITIES/SERVICES

5. Based on your experience, please rate the following Village of Little Chute services.

	Excellent	Good	Fair	Poor	No opinion
a. Police protection	38%	49%	9%	1%	3%
b. Fire protection	44%	43%	4%	1%	8%
c. Garbage and Recycling collection	43%	47%	8%	1%	1%
d. Zoning and building inspections	10%	32%	18%	5%	34%
e. Park and recreation facilities	31%	54%	9%	1%	6%
j. Snow removal	25%	46%	20%	8%	1%
l. Street and road maintenance	14%	55%	24%	5%	1%
m. Youth, Adult, and Senior programming	15%	33%	12%	3%	37%
n. Library Services	29%	41%	6%	0%	24%

6. If improvements required an increase in your taxes or rates, would you support or oppose increases for the following services?	Support	Oppose	No opinion
a. Police Protection	49%	40%	11%
b. Fire Protection	62%	26%	12%
c. Garbage and Recycling collection	35%	47%	19%
d. Zoning and building inspections	13%	53%	34%
e. Park and recreation facilities	46%	36%	19%
f. Snow removal	47%	36%	17%
g. Street and road maintenance	52%	31%	16%
h. Youth, Adult, and Senior programming	31%	32%	37%
i. More open hours at the library	20%	40%	40%

QUALITY OF LIFE

7. Should the Village Board spend funds to construct the following?	Yes	No	No opinion
a. Outdoor pool or Aquatic Center	39%	43%	18%
b. A Community Center to create more space for civic groups and increased program offerings.	25%	52%	23%

8. During the next 5 years, how high of a priority do you think it is for the Village of Little Chute to invest in the following recreational facilities?	Not a priority	Low priority	Medium priority	High priority
a. Soccer fields	34%	41%	21%	4%
b. Baseball/softball diamonds	30%	38%	27%	5%
c. Basketball courts	28%	40%	27%	6%
d. Ice skating rink	39%	38%	18%	5%
e. Frisbee golf course	45%	31%	17%	7%
f. Picnic areas	23%	34%	35%	8%
g. Playground equipment	19%	29%	40%	13%
h. Splash Pad	43%	34%	15%	8%
i. Tennis courts	45%	39%	13%	3%
j. Volleyball courts	36%	43%	18%	3%
k. Indoor park shelter	27%	33%	32%	7%
l. Multi-use trails	19%	25%	36%	20%
m. Life-long learning opportunities	26%	29%	31%	14%
n. Computer assistance and technology training	27%	29%	31%	13%
o. Increased access to network devices (the internet)	28%	27%	29%	16%

9. If you believe that <u>any</u> of the resources above (Question 8) should be created or expanded, how should the improvements be funded? (Mark • one only)			
Property taxes	General park user fees	Fees for specific uses	Combination of fees and taxes
7%	15%	34%	40%

COMMUNITY, ECONOMIC DEVELOPMENT AND LAND USE

10. Please indicate your level of disagreement or agreement with each of the following statements regarding a sense of community in Little Chute:

	Strongly disagree	Disagree	Agree	Strongly agree	No opinion
a. Little Chute has a strong sense of community.	2%	7%	50%	34%	7%
b. The Village will be able to maintain its sense of community if growth continues.	3%	11%	59%	16%	11%
c. Encouraging people to volunteer would enhance Little Chute's sense of community.	2%	11%	54%	21%	12%
d. Community events (dances, block parties, etc.) build a sense of community in the Village.	3%	10%	51%	25%	12%
e. Attracting cultural or arts-oriented organizations should be a priority.	7%	29%	32%	10%	22%

11. In which of the following locations should the Village of Little Chute focus its economic development efforts?

	Strongly disagree	Disagree	Agree	Strongly agree	No opinion
a. Downtown Little Chute	4%	9%	44%	33%	11%
b. Foxdale Plaza area/East Highway 96 area	4%	23%	43%	8%	23%
c. Industrial park areas	4%	19%	40%	15%	22%
d. Office park areas	6%	27%	29%	6%	32%
e. Retail development in the I-41/CTH N Interchange	4%	12%	42%	24%	18%

12. Please rate the current development in the Village of Little Chute.

	Too Much	About Right	Too Little
a. Industrial and light industrial	2%	78%	20%
b. Office development	4%	68%	28%
c. Restaurants	4%	56%	40%
d. Retail	1%	27%	73%
e. Other, please specify <u>See Appendix B</u>	20%	25%	55%

13. Which of the following retail establishments should be the highest priorities for the Village of Little Chute? Using the letters a to l, please rank your top 4 choices in priority order below:

a. Convenience stores	e. Health and personal care	i. Supper clubs (high-end)
b. Dutch gifts and imports	f. Office supplies, stationery, gifts	j. Family restaurants (full-service)
c. Discount department stores	g. Specialty food stores	k. Fast food restaurants
d. Electronics and appliance stores	h. Artisan and arts shops	l. Grocery stores

Rank	Establishment Type	Highest priority	2nd highest priority	3rd highest priority	4th highest priority
1	Family restaurants (full-service)	25%	18%	15%	9%
2	Discount department stores	15%	13%	12%	9%
3	Health and personal care	14%	9%	13%	12%
4	Grocery stores	14%	11%	7%	7%
5	Convenience stores	9%	10%	10%	12%
6	Supper clubs (high-end)	6%	5%	10%	7%
7	Artisan and arts shops	5%	6%	5%	8%
8	Specialty food stores	4%	9%	9%	6%
9	Dutch gifts and imports	3%	5%	4%	9%
10	Electronics and appliance stores	3%	7%	6%	7%
11	Office supplies, stationery, gifts	2%	5%	5%	9%
12	Fast food restaurants	1%	2%	3%	5%

14. Which of the following private service businesses are the highest priorities for the Village of Little Chute? Using the letters a to f, please rank your top 2 choices in priority order below:

- a. Entertainment establishments c. Child care e. Health and personal care
b. Micro-brewery or brew pub d. Elderly care f. Businesses that serve other businesses (B2B)

Rank	Service Business Type	Highest priority	2nd highest priority
1	Entertainment establishments	24%	20%
2	Elderly care	23%	21%
3	Health and personal care	18%	25%
4	Micro-brewery or brew pub	15%	11%
5	Child care	10%	12%
6	Businesses that serve other businesses (B2B)	10%	11%

COMMUNICATION AND INFORMATION SERVICES

15. Please answer the following:	Yes	No
a. Are you currently signed up for E-Notify, the Village’s email newsletter service?	18%	82%
b. If you have visited the Village’s website, did you find the information on the website useful?	66%	34%
c. Do you follow the Village of Little Chute on any social media platforms like Facebook, LinkedIn or Instagram?	17%	83%
d. Are you signed up to receive the Village of Little Chute seasonally published newsletter electronically or in print format?	62%	38%
e. Are you currently signed up for the autopay bill payment service that the Village of Little Chute offers as a free and convenient option for municipal utility bill payments?	30%	70%

DEMOGRAPHICS (used for statistical purposes only)

16. Gender:	Male	Female				
	54%	46%				
17. Age:	18-24	25-34	35-44	45-54	55-64	65 and older
	1%	11%	12%	20%	29%	28%
18. Employment status:	Employed Full-Time	Employed Part-Time	Self-Employed	Unemployed	Retired	Other, specify
	53%	7%	4%	1%	33%	3% <u>See Appendix B</u>
19. Place of residence:	Own	Rent	Other, specify			
	86%	13%	1%	<u>See Appendix B</u>		
20. Annual household income range:	Less than \$15,000	\$15,000 – \$24,999	\$25,000 – \$49,999	\$50,000 – \$74,999	\$75,000 – \$99,999	\$100,000 or More
	6%	12%	22%	28%	15%	17%
21. Highest level of education:	Less than high school	High school diploma	Some college/tech	Tech college graduate	Bachelor’s degree	Graduate or professional degree
	4%	26%	28%	18%	16%	9%
22. How many years have you lived in the Village of Little Chute?	Less than 1	1 - 4	5 - 9	10 - 24	25+	
	2%	9%	8%	28%	52%	

The Village Board thanks you for taking the time to provide your input regarding the importance of Village programs and services. This information will be considered in our long-range planning and budgeting.