



Evansville Economic Development Summit

Smart Growth Survey Highlights

As part of the Smart Growth planning process, the City of Evansville (in May 2004), Town of Union (in June 2005), and Town of Porter (in February 2004) conducted surveys on a number of local topics, including economic development.

Question: *Economic development is important to sustaining the local economy and keeping tax rates manageable. To what extent would you like to see us (City or Town depending on survey) seek the following kinds of economic development (within our jurisdiction)?*

<u>EVANSVILLE</u>	<i>Strongly Support</i>	<i>Support</i>	<i>Oppose</i>	<i>Strongly Oppose</i>	<i>Neither Support Nor Oppose</i>
Major Industry, such as Stoughton Trailers, General Motors	34%	39%	16%	3%	8%
Small-Scale Industry, such as Harvard Corporation	39%	54%	3%	0%	4%
Small Businesses, such as dry cleaning,	35%	56%	3%	1%	6%
Retail Development, such as pharmacy, clothing store	39%	50%	4%	1%	7%
Agribusiness, such as Landmark Coop	25%	51%	9%	0%	15%
Research and Development, such as genetic or software development	29%	44%	10%	2%	16%
Service Industries, such as restaurants, contractors	32%	52%	5%	1%	9%
Professional office park, such as law offices, financial services	25%	43%	12%	3%	17%
Health care facilities, such as clinics, nursing homes	33%	49%	4%	1%	13%

<u>UNION</u>	<i>Strongly Support</i>	<i>Support</i>	<i>Oppose</i>	<i>Strongly Oppose</i>	<i>Neither Support Nor Oppose</i>
Major Industry, such as Stoughton Trailers, General Motors	14%	32%	27%	16%	11%
Small-Scale Industry, such as Harvard Corporation	16%	56%	8%	8%	12%
Small Businesses, such as dry cleaning or restaurants	20%	53%	9%	6%	12%
Retail Development, such as pharmacy, clothing store	18%	47%	14%	7%	14%
Agribusiness, such as Landmark Coop	19%	54%	9%	4%	15%
Research and Development, such as genetic or software development	14%	46%	16%	6%	19%
Professional office park, such as law offices, financial services	13%	42%	20%	8%	17%
Health care facilities, such as clinics, nursing homes	19%	49%	14%	6%	12%



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Question: Please indicate where you and other members of your household work (check all that apply).

Location of Work	City of Evansville Residence	Town of Union Residence	Town of Porter Residence
Evansville	33%	30%	12%
Union Twp.	Not asked in survey	3%	Not asked in survey
Porter Twp.	Not asked in survey	Not asked in survey	18%
Janesville	13%	11%	29%
Edgerton	Not asked in survey	Not asked in survey	10%
Elsewhere in Rock Co.	4%	6%	10%
Madison	45%	40%	19%
Elsewhere in Dane Co.	10%	18%	16%
Other	9%	8%	12%
Retired	24%	18%	23%
Homemaker	Not asked in survey	5%	Not asked in survey
Farm	Not asked in survey	9%	Not asked in survey
Home-based business	Not asked in survey	9%	Not asked in survey
At home	9%	Not asked in survey	15%
Unemployed	Not asked in survey	2%	Not asked in survey

Question (asked on Union survey): Please indicate where you shop MOST OFTEN for the following:

	Evansville	Oregon	Stoughton	Janesville	Madison	Other
Groceries	51%	3%	9%	30%	6%	1%
Clothing	1%	0%	3%	64%	30%	3%
Household Items	11%	1%	8%	61%	18%	0%
Drugs/Cosmetics	33%	7%	11%	28%	17%	4%
Appliances	20%	9%	1%	26%	43%	1%

Comments from Rural Western Rock County: In the Western Rock County Comprehensive Plan (October 2005), the Towns of Avon, Center, Newark, Porter, Plymouth and Spring Valley and the Village of Footville indicated a desire to maintain their separate identities as rural communities dominated by agriculture. Agriculture was identified as their primary economic base; while, commuting to work in Evansville, Madison, or Janesville was viewed as a secondary economy. The towns identified their proximity to stores, services, and recreational opportunities as strengths; however, they also noted development pressures making it difficult to preserve their rural character.