



JULY 2022

COMMUNITY SURVEY RESULTS

HUSTISFORD,
WISCONSIN

Prepared by: Kristin Runge, Ph.D.,
Kristin.runge@wisc.edu



Extension
UNIVERSITY OF WISCONSIN-MADISON



JULY 2022

COMMUNITY SURVEY RESULTS

HUSTISFORD,
WISCONSIN

Prepared by: Kristin Runge, Ph.D.,
Kristin.runge@wisc.edu



Extension
UNIVERSITY OF WISCONSIN-MADISON

The page is framed by a thick border of red diagonal stripes. The stripes are parallel and run from the top-left to the bottom-right. The background within the border is white.

ACKNOWLEDGMENTS

This work was supported by a grant from the United States Department of Commerce Economic Development Administration in support of the (EDA) University Center (Award No. ED16CHI3030030). Any opinions, findings, conclusions or recommendations expressed in this material are those of the authors and do not necessarily reflect the views of the U.S. Department of Commerce Economic Development Administration.

METHOD, DISTRIBUTION & DEMOGRAPHICS

METHODOLOGY

As part of the pre-charrette process, a community survey was launched on April 1 and promoted heavily through May 16. The survey focused on 1) reasons that people chose to live in Hustisford, 2) how area residents spend their leisure time, 3) area resident perceptions of the downtown/Lake Street and the Lions Park/riverfront areas in the Village of Hustisford, and 4) the extent to which area residents feel connected to and supported by their fellow community members.

A total of 396 survey starts were recorded, and 330 respondents completed all questions on the survey. The number of respondents answering each question is denoted with a lower case “n” at the bottom of each table. For example, “n=396” indicates that all 396 respondents answered that particular question. The survey was designed to be completed in 15 minutes or less; average completion time was recorded as 17.41 minutes (SD= 18.31).

SURVEY DISTRIBUTION

The survey was conducted online using the Qualtrics platform and hosted by the University of Wisconsin-Madison. An invitation to take the survey was distributed through U.S. mail, PATH social media, and the Hustisford School District parent portal, via email lists at the Village, and through social media posts on Facebook by community members. In addition to online distribution, paper copies of the survey were distributed to several businesses and public locations around the Village of Hustisford. Paper surveys were collected by the University of Wisconsin-Extension and entered manually into the online survey portal. Analysis was conducted using SPSS, a statistical software program from IBM. A copy of the complete list of questions is included in the appendix of this document.

SURVEY RESPONDENT DEMOGRAPHICS

Respondent ages ranged from 18 to 79 years old, with a median age of 55 and an average age of 52.74 (SD=13.76). More women (62.4%) responded than men (35.6%) or those who chose non-binary/other (2.0%). About 53.8% of respondents reported that they were employed or looking for a job, 13.6% reported that they were self-employed, 20.9% reported that they were retired, 2.3% reported homemaker, 0.7% reported that they were students, and 2.7% reported “other.” About 14.4% of respondents reported a high school degree/GED as their highest level of education, 2.0% reported an apprenticeship, 18.7% reported an associate or technical degree, 12.0% reported some college, 33.8% reported a bachelor’s degree and 18.7% reported a master’s degree, PhD or professional degree as the highest level of education they completed. When asked about the location of their current residence, 25.5% reported the Village of Hustisford, 32.3% reported the Town of Hustisford, 16.7% reported the Town of Hubbard, 5.3% reported the Hustisford School District, but not the town or village, and 14.4% reported the surrounding area.

Source: United States Census



COMMUNITY EMBEDDEDNESS & BELONGING

Community embeddedness is a state where individual residents feel connected to a community. We identify this by asking the degree to which survey respondents feel “at home” in a community and if they perceive that “each of us is important to this community. A strong majority of respondents to this survey have a healthy degree of community embeddedness. In total, 74% agreed or agreed strongly with the statement “I feel ‘at home’ here,” and 75% answered the same to “Each of us is important to this community.”

When asked about their own experiences moving to the area, 49% of respondents replied “easy” or “somewhat easy” to the question “Thinking of when you moved here, how easy or difficult was it to get to know people?” and another 21% replied “neither easy nor difficult.”

Despite widespread positive or neutral experiences, respondents perceived that integrating into the Greater Hustisford Area can be challenging. About 44% of respondents agreed or agreed strongly with the statement, “It can be difficult for people with differences to feel at home here,” and only 28% agreed or agreed strongly that “This community is generally welcoming to people from different backgrounds.”

TABLE 1: How much do you agree or disagree with the following?

	feel "at home" here	Each of us is important to this community	It can be difficult for people with differences to feel at home here	This community is generally welcoming to people from different backgrounds
	%	%	%	%
Strongly disagree	2	2	6	8
Disagree	4	5	13	23
Not sure	19	18	36	42
Agree	50	51	30	24
Strongly agree	24	24	14	4
Mean	3.9	3.9	3.32	2.93
Median	4	4	3	3
Mode	4	4	3	3
SD	0.9	0.89	1.08	0.97
n	325	324	324	324



TABLE 2: Thinking about when you moved to the area, how easy or difficult was it to get to know people?

Easy	21
Somewhat easy	28
Neither easy nor difficult	21
Somewhat difficult	20
Difficult	11
Mean	2.73
Median	3
Mode	2
SD	1.3



COMMUNITY EMBEDDEDNESS & LOCUS OF CONTROL

A second aspect of community embeddedness is the degree to which individuals feel that they can make a difference in the community. A community with a strong, internal locus of control is one in which residents believe the power to change a community lies within themselves, as opposed to a community in which residents believe they are somewhat powerless to create change.

An outstanding 85% of respondents agreed or agreed strongly that “I can make a difference by helping others;” 76% responded the same to “I can make a difference by joining community organizations.”

The ability to make a difference extends to caring about fellow community members. About 74% agreed or agreed strongly that “If something unfortunate happened to a community member, such as a serious illness or accident, members of this community would get together to help them.”

TABLE 3: How much do you agree or disagree with the following?

	I can make difference by helping others	Community members would help others in need	I can make difference by joining my community	I help neighbors with small tasks	Community members would help me if I were in need	Community leaders listen	Community leaders have best interest of the community at heart	Community leaders care
	%	%	%	%	%	%	%	%
Strongly disagree	1	1	1	1	4	4	5	6
Disagree	2	5	4	3	10	10	12	11
Not sure	12	20	19	24	28	41	41	46
Agree	68	49	58	54	41	39	37	31
Strongly agree	17	25	18	18	17	5	5	5
Mean	3.99	3.93	3.88	3.85	3.56	3.31	3.27	3.19
Median	4	4	4	4	4	3	3	3
Mode	4	4	4	4	4	3	3	3
SD	0.67	0.86	0.79	0.79	1.02	0.89	0.9	0.91
n	324	325	325	324	325	324	323	324



FACTORS IMPORTANT WHEN DECIDING WHERE TO LIVE

The first set of questions focused on respondent ratings for different factors one considers when deciding where to live. Generally speaking, in communities across Wisconsin the item price of house tends to be the top rated item. Once individuals have decided on a region in which to live, finding a home in one's preferred price range is the top consideration for choosing a community within that region. For residents of the Greater Hustisford area, price, alongside a large lot or yard, recreation nearby, the size of a dwelling, and access to the lake or river are top priorities.

The rating for quality of schools is interesting and quite different from other charrette communities. This item is typically ranked among the top factors in deciding where to live by respondents. For respondents with children in the Greater Hustisford Area, quality of schools is the second item after price of house or monthly rent. In contrast, for respondents without children the average rating for quality of schools at places it at number 10, tying with distance to work as a factor when deciding where to live.

TABLE 4: When deciding to live here, how important were the following?

	Price of house or monthly rent	Access to broadband	Large lot or yard	Recreation nearby	Size of dwelling	Access to the lake and river	Quality of the local schools	Family nearby	Distance to work	Ability to live on the lake or river	Restaurants nearby
	%	%	%	%	%	%	%	%	%	%	%
Not at all important	4	8	7	8	8	24	23	22	21	41	16
Somewhat important	5	8	11	17	15	16	11	16	12	11	27
Moderately important	21	20	30	36	43	18	19	29	36	12	38
Very important	49	36	36	28	30	16	33	20	23	10	14
Extremely important	21	28	16	11	4	26	14	13	8	27	5
Mean	3.79	3.68	3.43	3.17	3.07	3.05	3.04	2.84	2.83	2.71	2.65
Median	4.00	4.00	4.00	3.00	3.00	3.00	3.00	3.00	3.00	2.00	3.00
Mode	4	4	4	3	3	5	4	3	3	1	3
SD	0.96	1.20	1.10	1.10	0.95	1.53	1.39	1.31	1.22	1.68	1.07
n	388	388	388	392	393	389	393	392	389	387	389



TABLE 5: When deciding to live here, how important were the following?
 ... quality of schools

	Children at Home	No Children
	%	%
Not at all important	8	28
Somewhat important	7	13
Moderately important	19	19
Very important	47	28
Extremely important	20	12
Mean	3.63	2.83
Median	4	3
Mode	4	1
SD	1.12	1.14



ACTIVITIES & AMENITIES

Respondents provided feedback on their perceptions of the extent to which activities and amenities in the area are sufficient to attract different population segments. For 10 of the 12 segments, the answer most often chosen was “not sure” when asked “Does the Greater Hustisford Area have a sufficient number of activities and amenities to be attractive to ____?”

This can be interpreted in a number of different ways. The results might indicate that the Greater Hustisford Area is, to a certain extent, a blank slate on which residents can write a new story based on a shared community vision. In this instance, the community has a unique opportunity to choose an identity and build messaging that is free from old or outdated community associations.

TABLE 6: How much do you agree or disagree that the greater Hustisford area offers a sufficient number of activities or amenities to be attractive to the following types of people:

	Seasonal residents	Families	Active retirees	Senior citizens	Children 12 and under	Adults in their working years	Working parents	Visitors	Young professionals and trades-people	People from diverse backgrounds	People with disabilities	Teenagers
	%	%	%	%	%	%	%	%	%	%	%	%
Strongly disagree	5	6	8	7	6	7	6	8	14	18	15	14
Disagree	14	24	24	25	29	28	25	33	34	28	33	45
Not sure	37	36	36	37	38	36	49	33	37	43	47	29
Agree	35	31	28	27	25	26	19	23	12	8	3	10
Strongly agree	9	3	4	4	3	3	1	3	3	3	1	2
Mean	3.28	3.02	2.97	2.96	2.9	2.89	2.85	2.78	2.56	2.48	2.42	2.4
Median	3	3	3	3	3	3	3	3	3	3	3	2
Mode	3	3	3	3	3	3	3	2	3	3	3	2
SD	0.98	0.96	0.99	0.98	0.93	0.95	0.84	0.98	0.97	0.97	0.83	0.91
n	351	358	354	356	357	358	358	355	355	355	356	358



LEISURE & RECREATION

Respondents reported how often they engaged in leisure and recreation activities that are available in the Greater Hustisford area. Fifty-eight percent of respondents reported that they hiked, biked, or walked on a trail in the area at least monthly, 57% reported that they ate at a local restaurant at least monthly, and 50% reported that they spent time downtown or in the Lake Street area at least monthly.

TABLE 7: Please think about a typical year. Weather permitting, how often do you do the following activities in the greater Hustisford area?

	Hike, bike, or walk on a trail	Eat at Restaurant	Downtown/ Lake Street	Go to a local park	Community or school event	UTV or ATV
	%	%	%	%	%	%
Never	9	3	3	11	15	68
Once or twice year	9	12	15	33	29	10
Several times a year	25	28	32	34	33	9
At least monthly	16	42	28	10	13	5
At least weekly	42	15	22	12	10	8
Mean	3.75	3.52	3.50	2.77	2.74	1.77
Median	4.00	4.00	3.00	3.00	3.00	1.00
Mode	5	4	3	3	3	1
SD	1.31	0.99	1.09	1.14	1.17	1.29
n	341	341	339	343	341	339



HOUSING

Housing is a concern in nearly every community across the state. In total 43% of respondents reported there are probably not/definitely not sufficient housing options for young families starting out, 41% reported the same for young professionals or tradespeople.

TABLE 8: In your opinion, are there a sufficient number of acceptable quality housing options in the greater Hustisford area for the following?

	People with disabilities	Renters with families	Senior citizens	Renters, in general	People with lower incomes	Young professionals or tradespeople	Young families starting out
	%	%	%	%	%	%	%
Definitely not	1	3	4	5	6	5	5
Probably not	8	21	21	28	27	36	38
Not sure	53	43	41	38	39	33	31
Probably yes	29	26	25	23	24	22	22
Definitely yes	9	7	8	6	4	4	4
Mean	3.36	3.13	3.12	2.96	2.94	2.85	2.82
Median	3	3	3	3	3	3	3
Mode	3	3	3	3	3	2	2
SD	0.81	0.92	0.98	0.97	0.94	0.96	0.97
n	346	346	346	348	345	346	346



DOWNTOWN/LAKE STREET, VILLAGE OF HUSTISFORD

Respondents rated the downtown Lake Street district in the Village of Hustisford and then provided input on which segments of the population should be considered if improvements are made. Respondents rated daytime safety and pedestrian friendliness very highly. Respondents strongly favored focusing on residents and visitors with future improvements, and making the area a center for dining, shopping and entertainment.

TABLE 9: We would like you to think about the Hustisford's downtown/Lake Street area as it is right now. How satisfied are you with the following aspects of the downtown area?

	Daytime safety	Variety of shopping	Upkeep and Investment	Pedestrian friendliness	Nighttime safety	Attractiveness
	%	%	%	%	%	%
One star/ Not at all satisfied	1	0	2	2	14	18
Two stars/ Slightly satisfied	2	4	6	11	34	29
Three stars/ Moderately satisfied	10	13	20	32	34	36
Four stars/ Very satisfied	26	56	47	35	14	14
Five stars/ Extremely satisfied	61	27	26	19	4	3
Mean	4.43	2.19	2.61	3.58	3.89	2.54
Median	5	2	3	4	4	3
Mode	5	2	2	4	5	3
SD	0.84	1.02	1.03	1	1.11	1.04
n	340	338	339	339	337	338



TABLE 10: Now we would like you to think about Hustisford's downtown five years from now. How much do you agree or disagree with each of the following statements?

	Focus on needs of residents	Be a center for dining, shopping, and entertainment	Focus on attracting visitors and tourists	Be a center for those using the river and outdoors	Look dramatically different	Look same as it does today
	%	%	%	%	%	%
Not at all important	0	2	2	3	4	23
Somewhat important	4	3	6	6	17	52
Moderately important	13	15	20	33	32	18
Very important	56	56	47	42	33	4
Extremely important	27	23	26	16	14	2
Mean	4.06	3.96	3.89	3.62	3.38	2.11
Median	4.00	4.00	4.00	4.00	3.00	2.00
Mode	4	4	4	4	4	2
SD	0.76	0.84	0.92	0.92	1.05	0.88
n	338	339	338	339	338	339



LIONS PARK, VILLAGE OF HUSTISFORD

As with the downtown/Lake Street area, respondents were very or extremely satisfied with the daytime safety and pedestrian friendliness. Likewise, respondents identified that future uses should focus on the needs of residents and attracting visitors and tourists.

TABLE 11: We would like you to think about the Lions Park/riverfront area as it is right now. How satisfied are you with the following aspects of the Lions Park/riverfront? We would like you to think about the Lions Park/riverfront area as it is right now. How satisfied are you with the following aspects of the Lions Park/riverfront?

	Daytime safety	Upkeep and Investment	Pedestrian friendliness	Nighttime safety	Attractiveness
	%	%	%	%	%
One star/ Not at all satisfied	1	7	4	9	7
Two stars/ Slightly satisfied	3	17	13	12	18
Three stars/ Moderately satisfied	16	38	30	24	40
Four stars/ Very satisfied	30	26	32	28	26
Five stars/ Extremely satisfied	50	12	20	27	8
Mean	4.24	3.20	3.52	3.52	3.10
Median	4.00	3.00	4.00	4.00	3.00
Mode	5	3	4	4	3
SD	0.91	1.07	1.07	1.25	1.03
n	329	327	328	327	324



TABLE 12: Now we would like you to think about the Lions Park/riverfront area five years from now. How much do you agree or disagree with each of the following statements?

	Focus on needs of residents	Focus on attracting visitors and tourists	Be a center for those using the river and outdoors	Look dramatically different	Look same as it does today
	%	%	%	%	%
Not at all important	1	2	1	3	14
Somewhat important	1	6	5	16	45
Moderately important	12	22	23	40	32
Very important	60	49	47	29	8
Extremely important	26	21	25	12	1
Mean	4.11	3.80	3.88	3.32	2.37
Median	4.00	4.00	4.00	3.00	2.00
Mode	4	4	4	3	2
SD	0.68	0.92	0.87	0.97	0.86
n	330	329	330	330	329





For additional information please contact:
Kristin Runge, PhD.
Community Development Institute
Division of Extension,
University of Wisconsin-Madison
432 Lake Street
Madison WI 53702
Kristin.runge@wisc.edu





Extension

UNIVERSITY OF WISCONSIN-MADISON