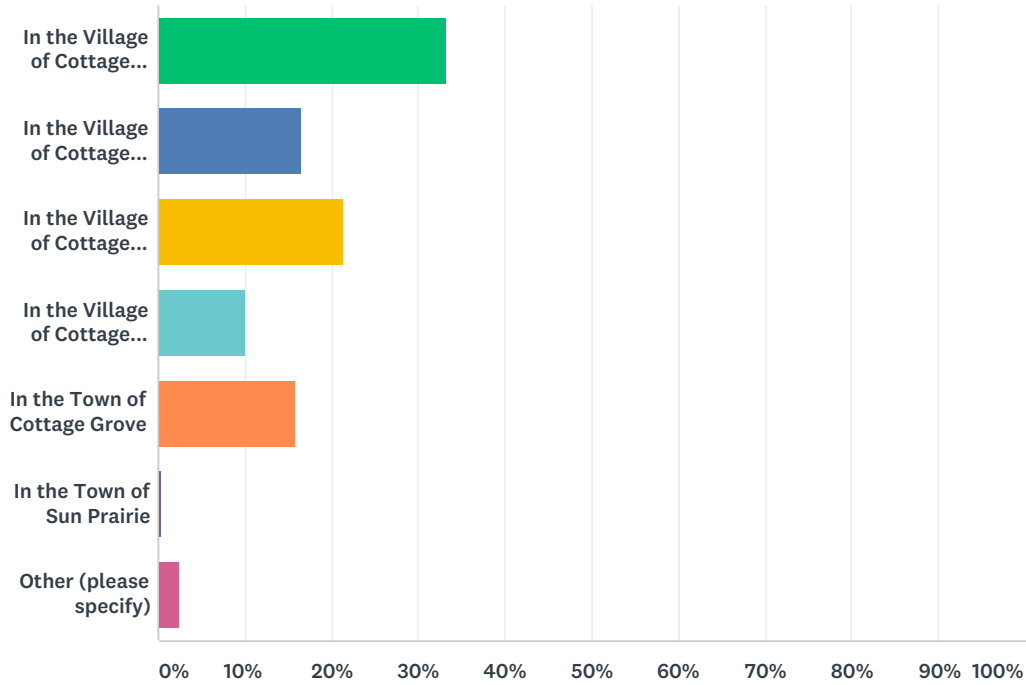


Q1 What is the location of your residence?

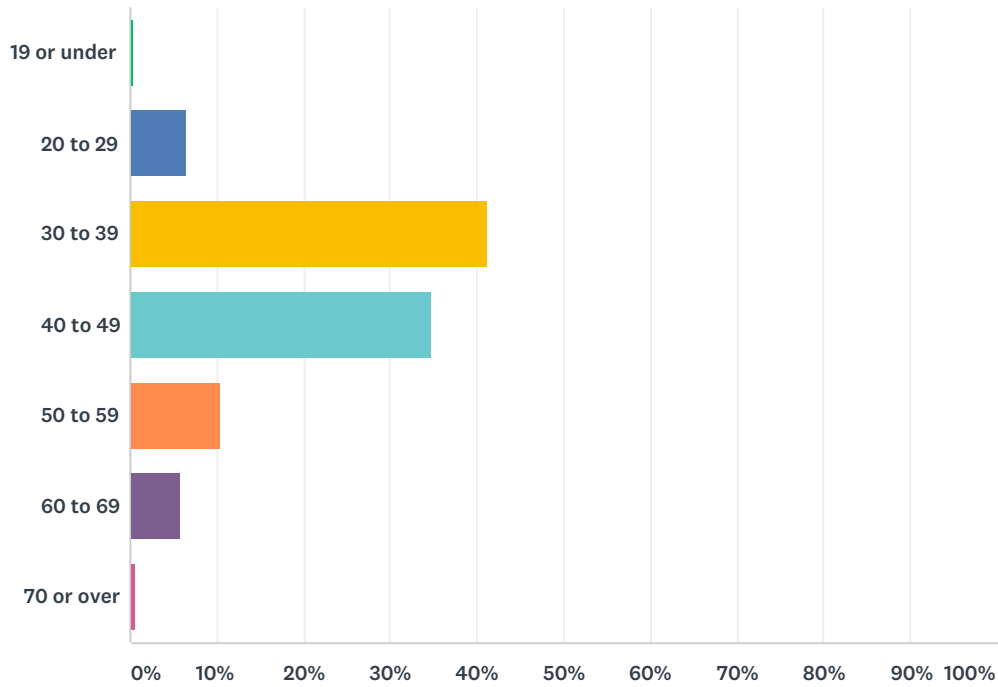
Answered: 277 Skipped: 1



ANSWER CHOICES	RESPONSES	
In the Village of Cottage Grove, north of Highway BB and west of Highway N	33.21%	92
In the Village of Cottage Grove, north of Highway BB and east of Highway N	16.61%	46
In the Village of Cottage Grove, south of Highway BB and west of Highway N	21.30%	59
In the Village of Cottage Grove, south of Highway BB and east of Highway N	10.11%	28
In the Town of Cottage Grove	15.88%	44
In the Town of Sun Prairie	0.36%	1
Other (please specify)	2.53%	7
TOTAL		277

Q2 What is your age?

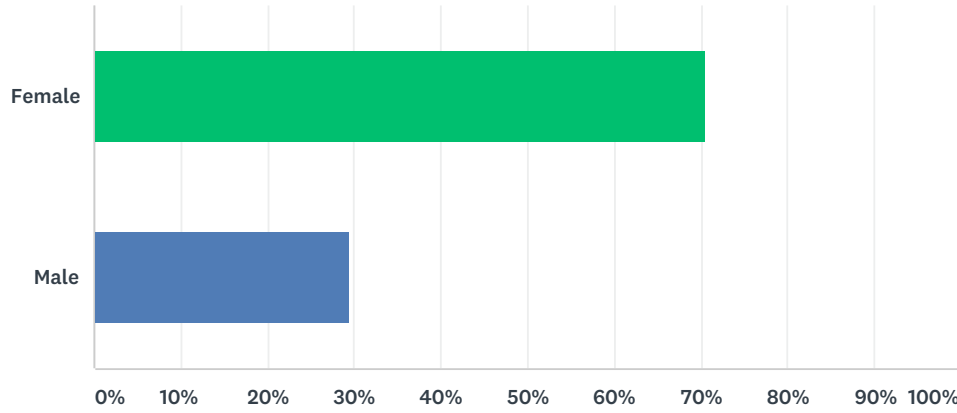
Answered: 276 Skipped: 2



ANSWER CHOICES	RESPONSES
19 or under	0.36% 1
20 to 29	6.52% 18
30 to 39	41.30% 114
40 to 49	34.78% 96
50 to 59	10.51% 29
60 to 69	5.80% 16
70 or over	0.72% 2
TOTAL	276

Q3 With which gender do you identify?

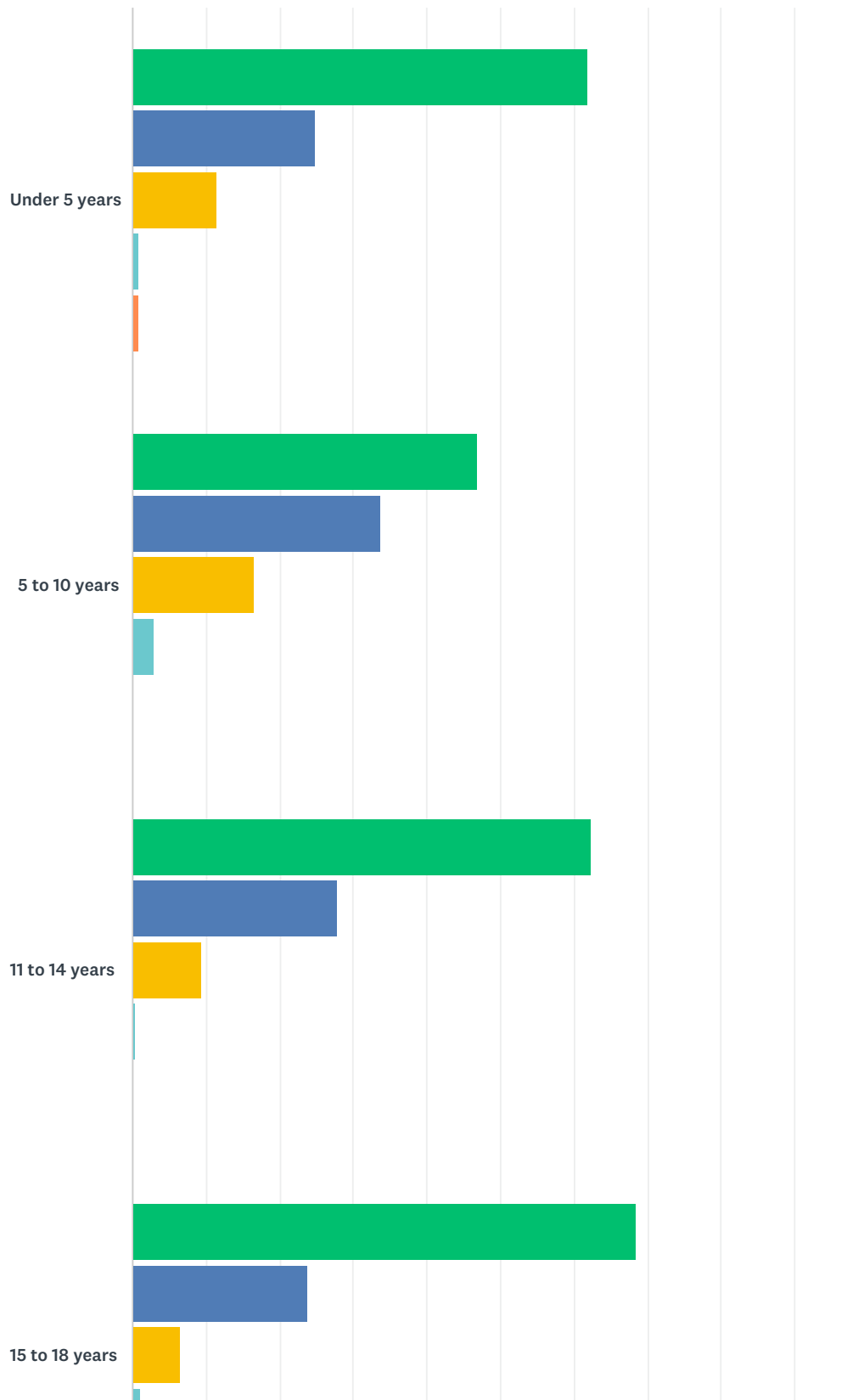
Answered: 278 Skipped: 0

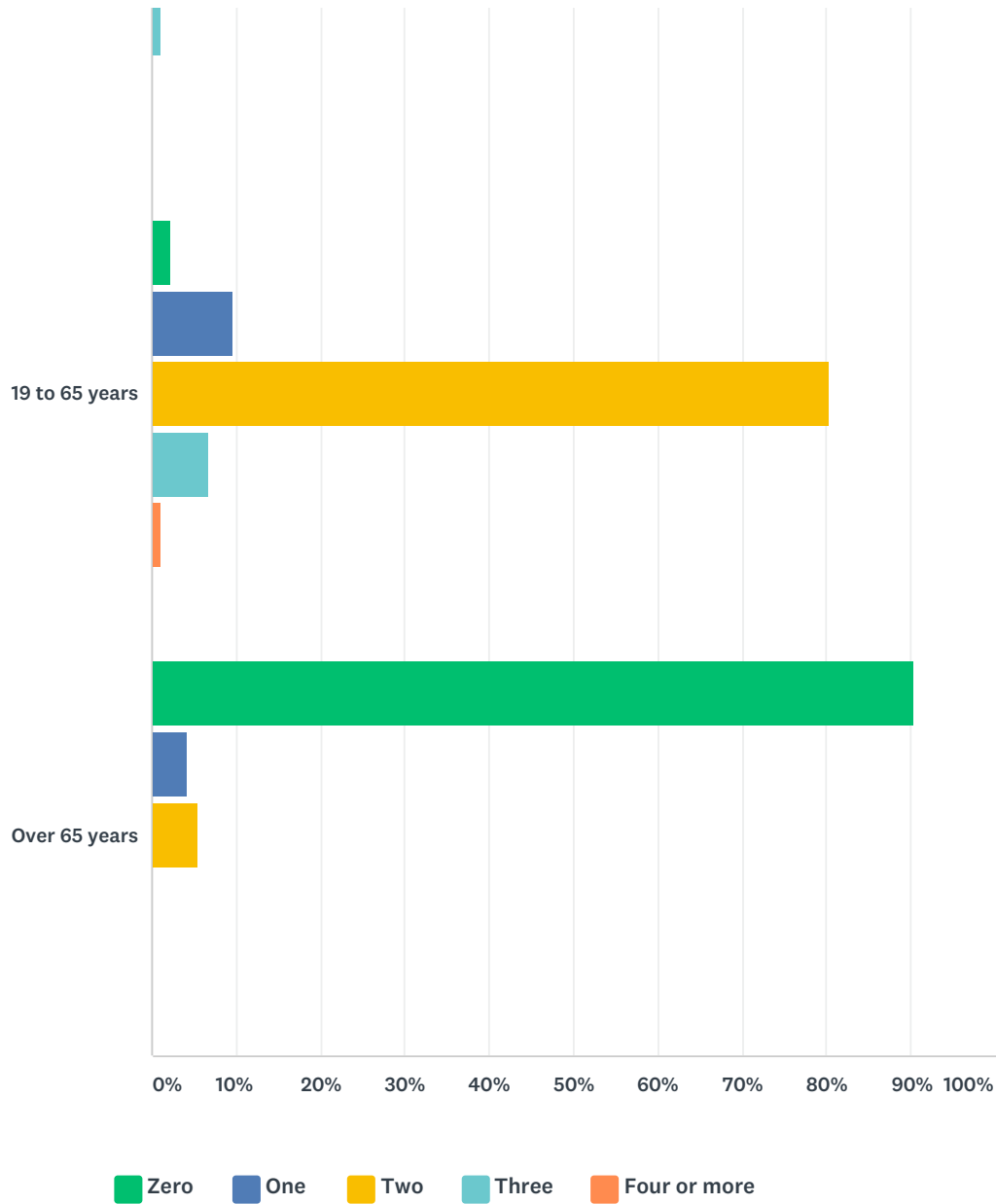


ANSWER CHOICES	RESPONSES	
Female	70.50%	196
Male	29.50%	82
TOTAL		278

Q4 How many people in each of the following age groups reside in your household?

Answered: 278 Skipped: 0

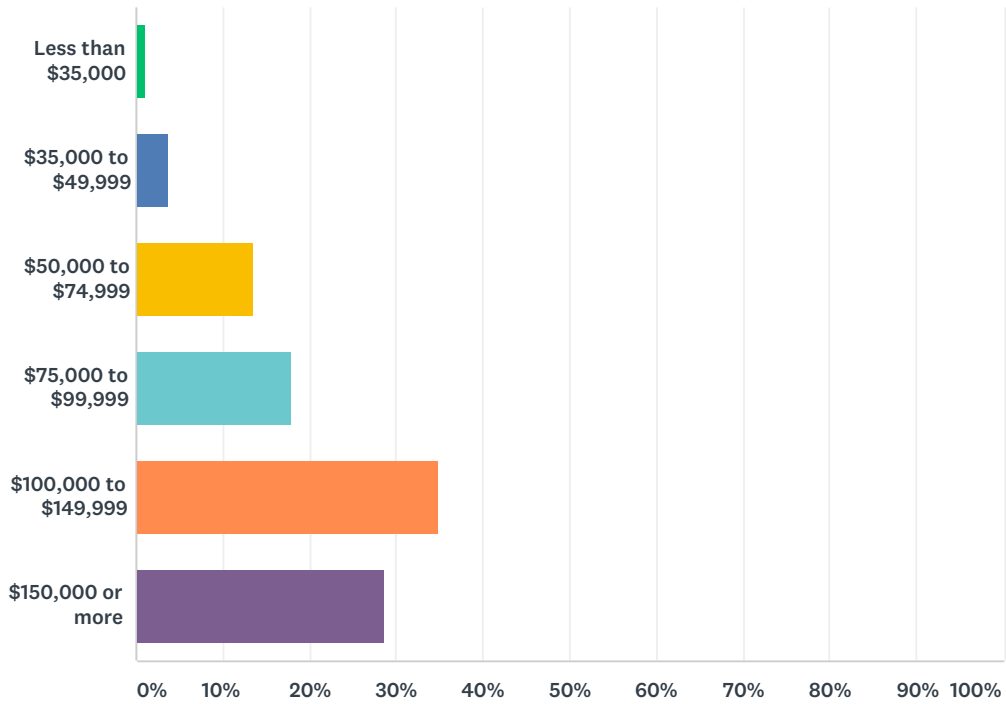




	ZERO	ONE	TWO	THREE	FOUR OR MORE	TOTAL
Under 5 years	61.86% 146	25.00% 59	11.44% 27	0.85% 2	0.85% 2	236
5 to 10 years	46.89% 113	33.61% 81	16.60% 40	2.90% 7	0.00% 0	241
11 to 14 years	62.38% 126	27.72% 56	9.41% 19	0.50% 1	0.00% 0	202
15 to 18 years	68.48% 126	23.91% 44	6.52% 12	1.09% 2	0.00% 0	184
19 to 65 years	2.22% 6	9.63% 26	80.37% 217	6.67% 18	1.11% 3	270
Over 65 years	90.34% 131	4.14% 6	5.52% 8	0.00% 0	0.00% 0	145

Q5 What is your annual household income?

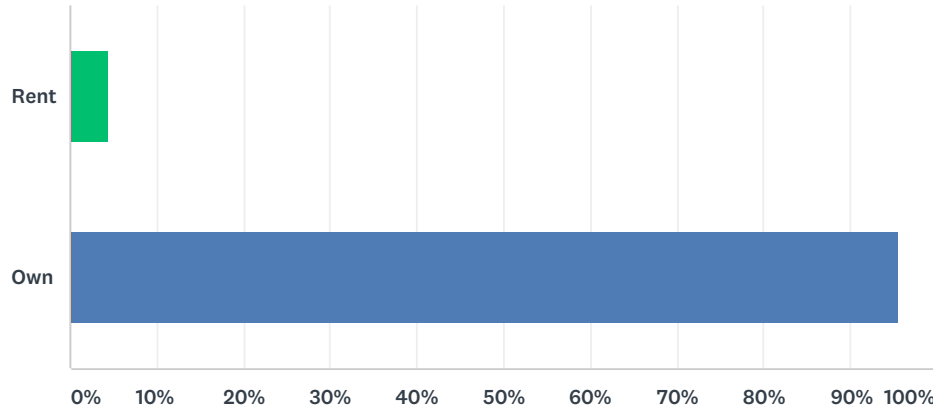
Answered: 272 Skipped: 6



ANSWER CHOICES	RESPONSES	
Less than \$35,000	1.10%	3
\$35,000 to \$49,999	3.68%	10
\$50,000 to \$74,999	13.60%	37
\$75,000 to \$99,999	18.01%	49
\$100,000 to \$149,999	34.93%	95
\$150,000 or more	28.68%	78
TOTAL		272

Q6 Do you rent or own your residence?

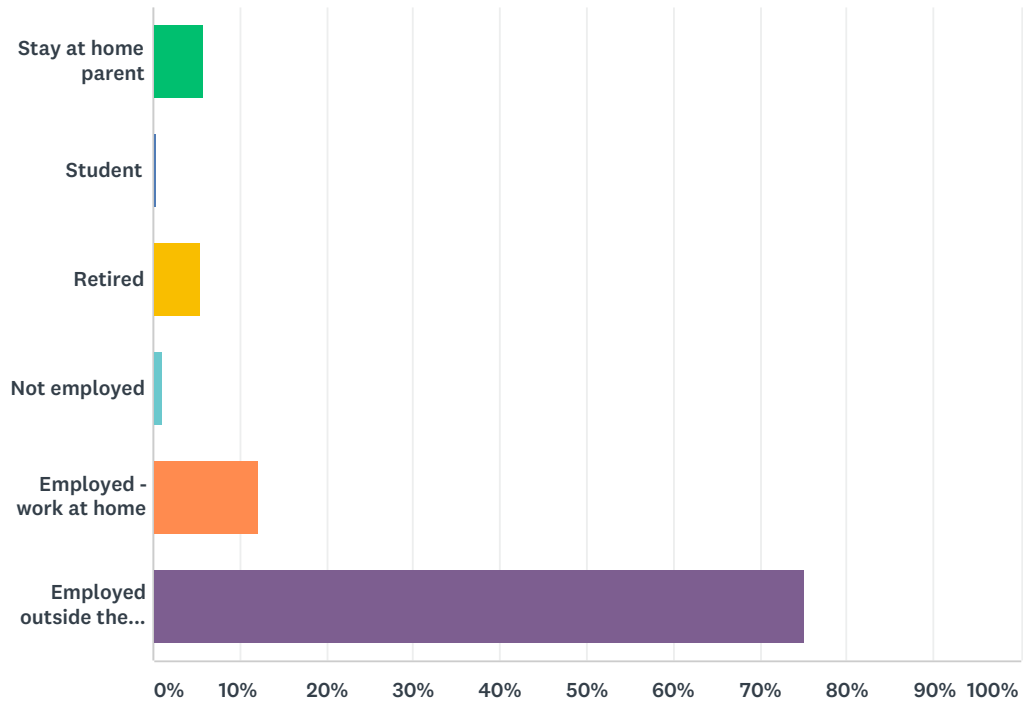
Answered: 277 Skipped: 1



ANSWER CHOICES	RESPONSES	
Rent	4.33%	12
Own	95.67%	265
TOTAL		277

Q7 What is your employment status?

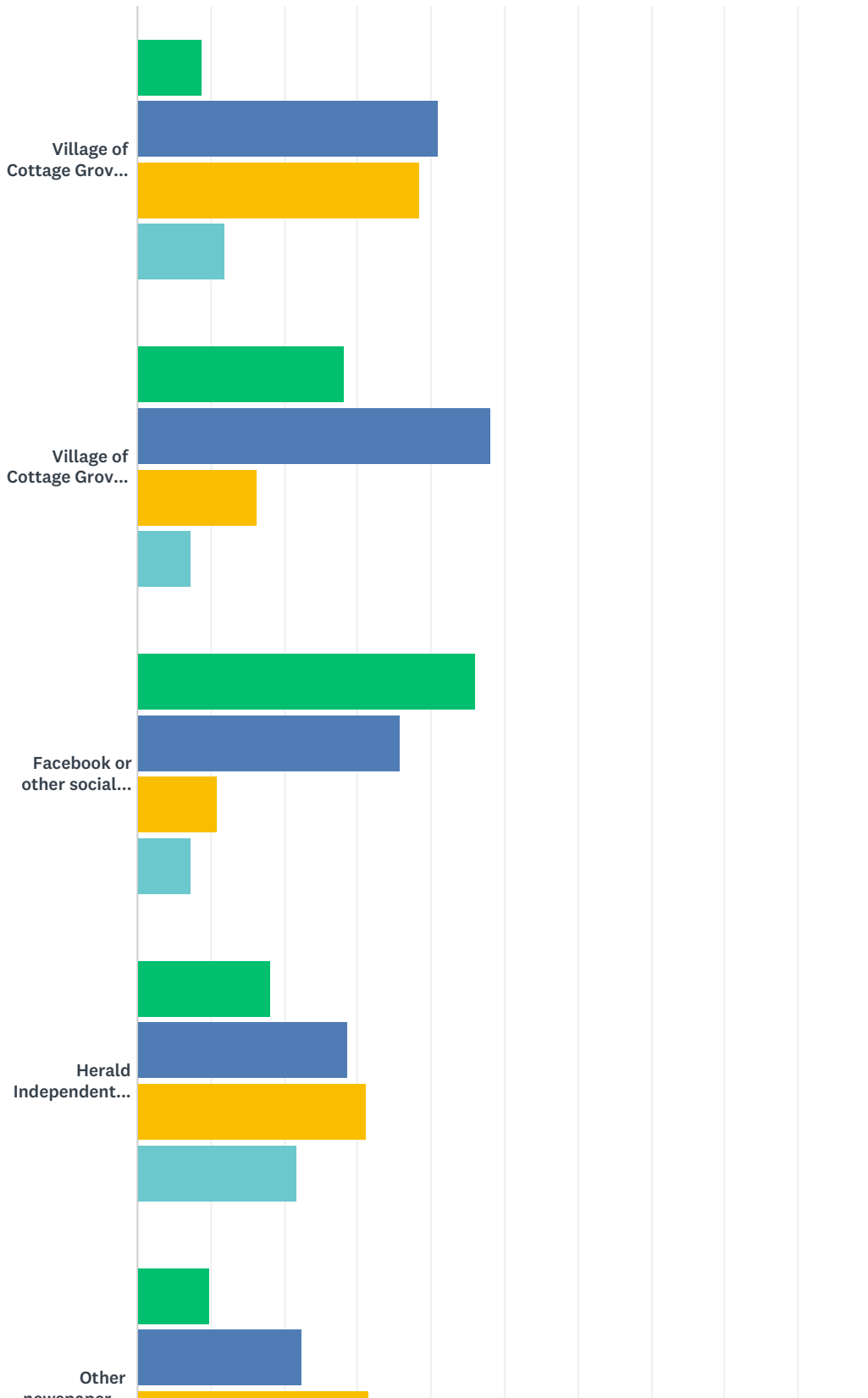
Answered: 278 Skipped: 0

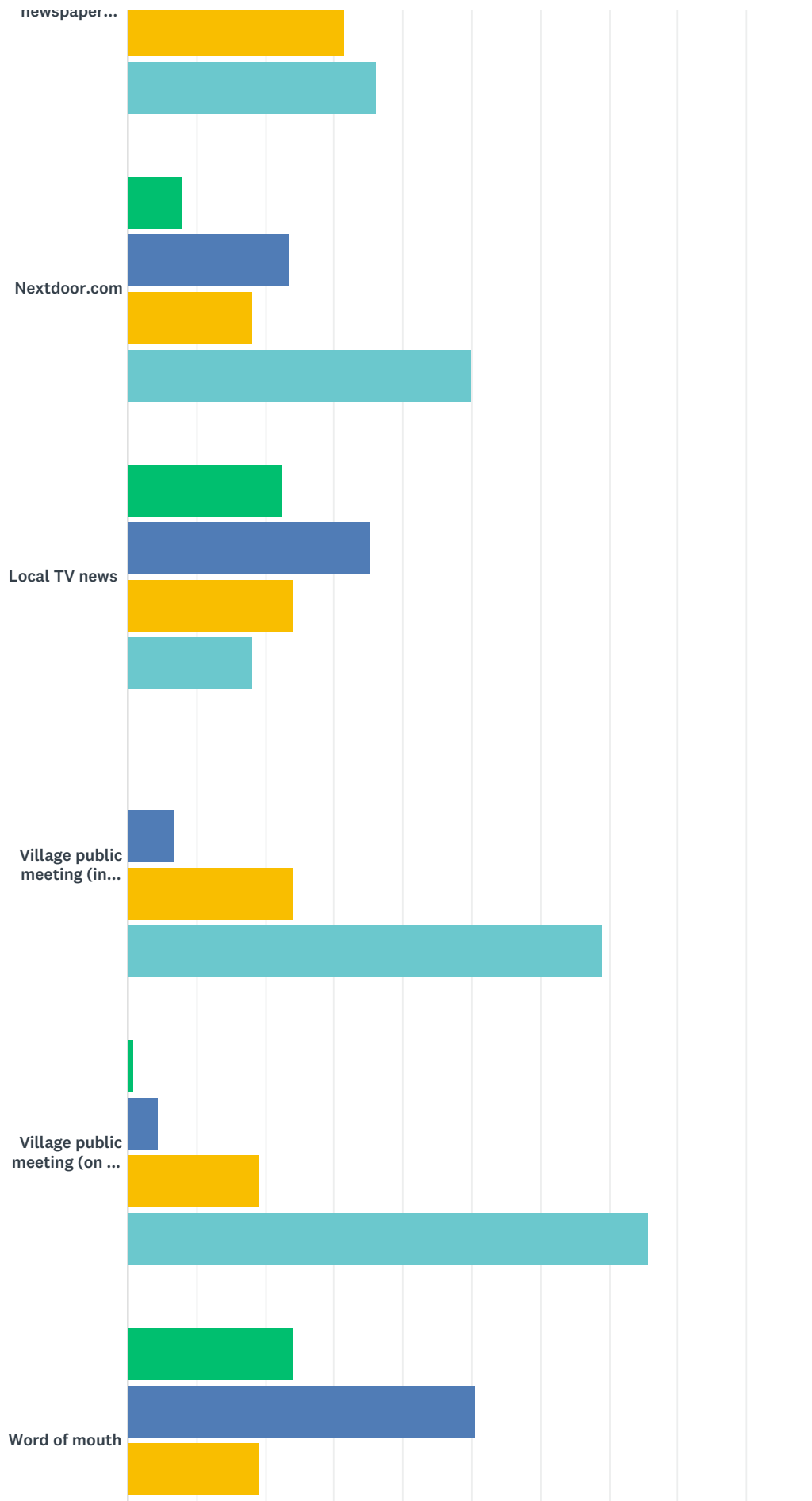


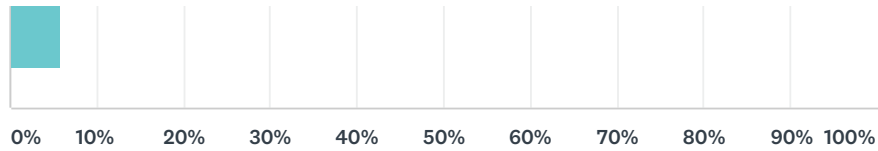
ANSWER CHOICES	RESPONSES	
Stay at home parent	5.76%	16
Student	0.36%	1
Retired	5.40%	15
Not employed	1.08%	3
Employed - work at home	12.23%	34
Employed outside the home (provide zip code below)	75.18%	209
TOTAL		278

Q8 How often do you use the following sources to learn about civic issues?

Answered: 276 Skipped: 2







■ Frequently
 ■ Sometimes
 ■ Rarely
 ■ Never

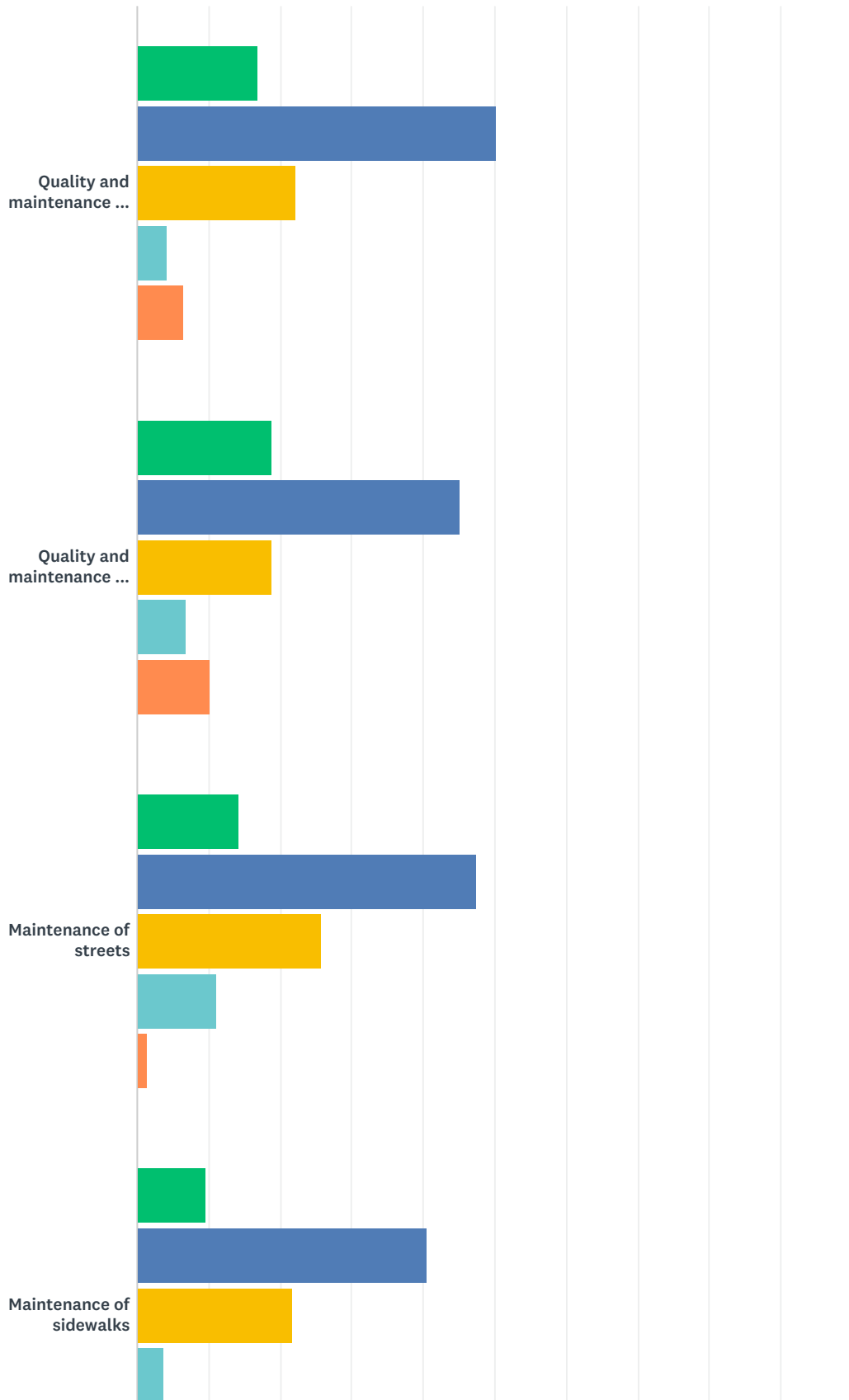
	FREQUENTLY	SOMETIMES	RARELY	NEVER	TOTAL
Village of Cottage Grove website	8.70% 24	40.94% 113	38.41% 106	11.96% 33	276
Village of Cottage Grove, CGPD, or CG Park & Rec Facebook feed	28.26% 78	48.19% 133	16.30% 45	7.25% 20	276
Facebook or other social media (other than Village feeds)	46.01% 127	35.87% 99	10.87% 30	7.25% 20	276
Herald Independent newspaper (hardcopy or online)	18.18% 50	28.73% 79	31.27% 86	21.82% 60	275
Other newspaper (hardcopy or online)	9.89% 27	22.34% 61	31.50% 86	36.26% 99	273
Nextdoor.com	8.03% 22	23.72% 65	18.25% 50	50.00% 137	274
Local TV news	22.55% 62	35.27% 97	24.00% 66	18.18% 50	275
Village public meeting (in person)	0.00% 0	6.93% 19	24.09% 66	68.98% 189	274
Village public meeting (on TV or YouTube)	0.73% 2	4.40% 12	19.05% 52	75.82% 207	273
Word of mouth	24.09% 66	50.73% 139	19.34% 53	5.84% 16	274

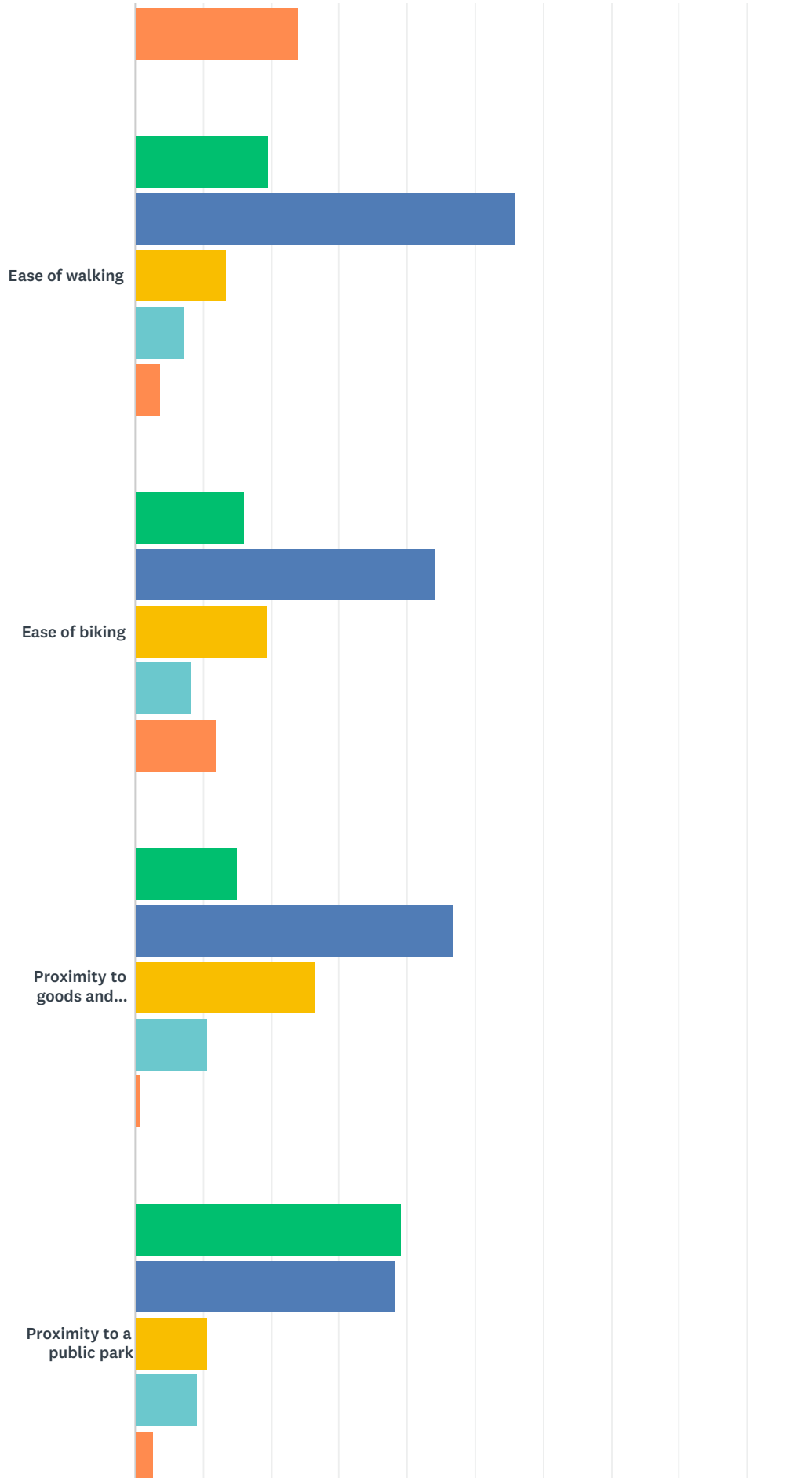
Q9 If you are interested in receiving subsequent information about the Comprehensive Plan, including occasional questions posted on the Village's POLCO survey system, please provide your email address below.

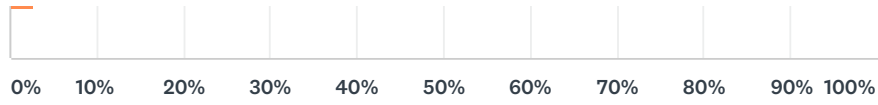
Answered: 110 Skipped: 168

Q10 Please rate the following aspects of your neighborhood.

Answered: 261 Skipped: 17





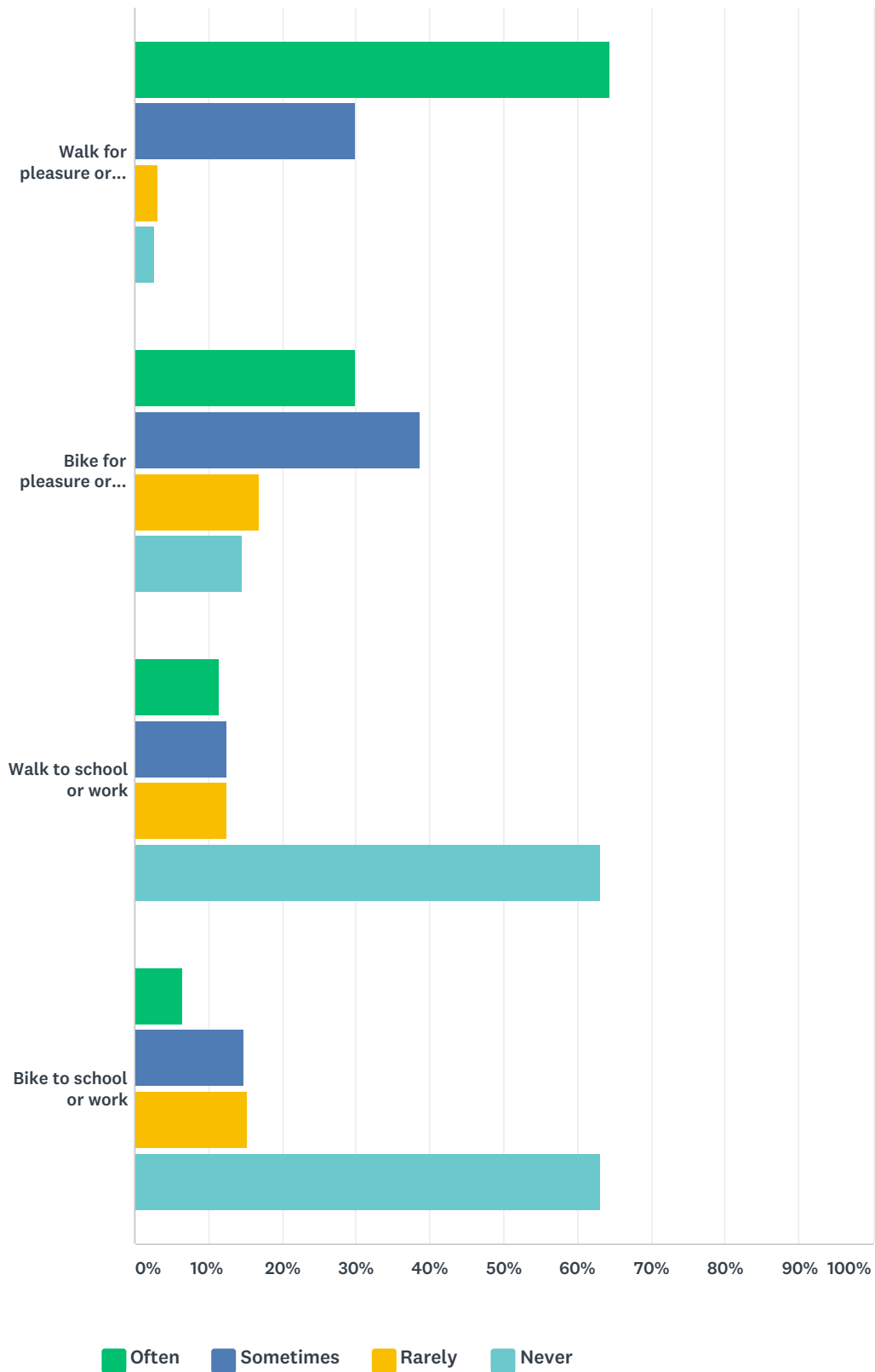


■ Excellent
 ■ Good
 ■ Fair
 ■ Poor
 ■ Not applicable

	EXCELLENT	GOOD	FAIR	POOR	NOT APPLICABLE	TOTAL
Quality and maintenance of street trees	16.86% 44	50.19% 131	22.22% 58	4.21% 11	6.51% 17	261
Quality and maintenance of street lighting	18.77% 49	45.21% 118	18.77% 49	6.90% 18	10.34% 27	261
Maintenance of streets	14.18% 37	47.51% 124	25.67% 67	11.11% 29	1.53% 4	261
Maintenance of sidewalks	9.58% 25	40.61% 106	21.84% 57	3.83% 10	24.14% 63	261
Ease of walking	19.62% 51	55.77% 145	13.46% 35	7.31% 19	3.85% 10	260
Ease of biking	16.09% 42	44.06% 115	19.54% 51	8.43% 22	11.88% 31	261
Proximity to goods and services	15.00% 39	46.92% 122	26.54% 69	10.77% 28	0.77% 2	260
Proximity to a public park	39.08% 102	38.31% 100	10.73% 28	9.20% 24	2.68% 7	261

Q11 How often do you or members of your household walk or bike in your neighborhood?

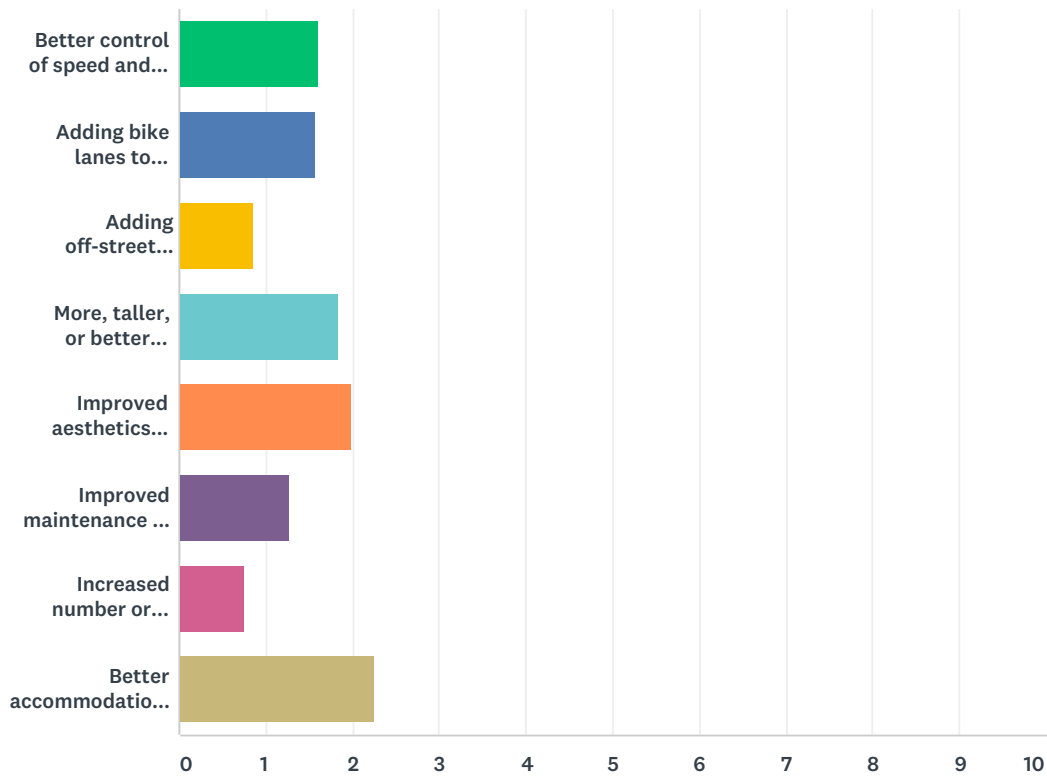
Answered: 261 Skipped: 17



	OFTEN	SOMETIMES	RARELY	NEVER	TOTAL
Walk for pleasure or exercise	64.37% 168	29.89% 78	3.07% 8	2.68% 7	261
Bike for pleasure or exercise	29.89% 78	38.70% 101	16.86% 44	14.56% 38	261
Walk to school or work	11.49% 30	12.64% 33	12.64% 33	63.22% 165	261
Bike to school or work	6.51% 17	14.94% 39	15.33% 40	63.22% 165	261

Q12 Which of the following factors would increase your likelihood to walk or bike in your neighborhood?

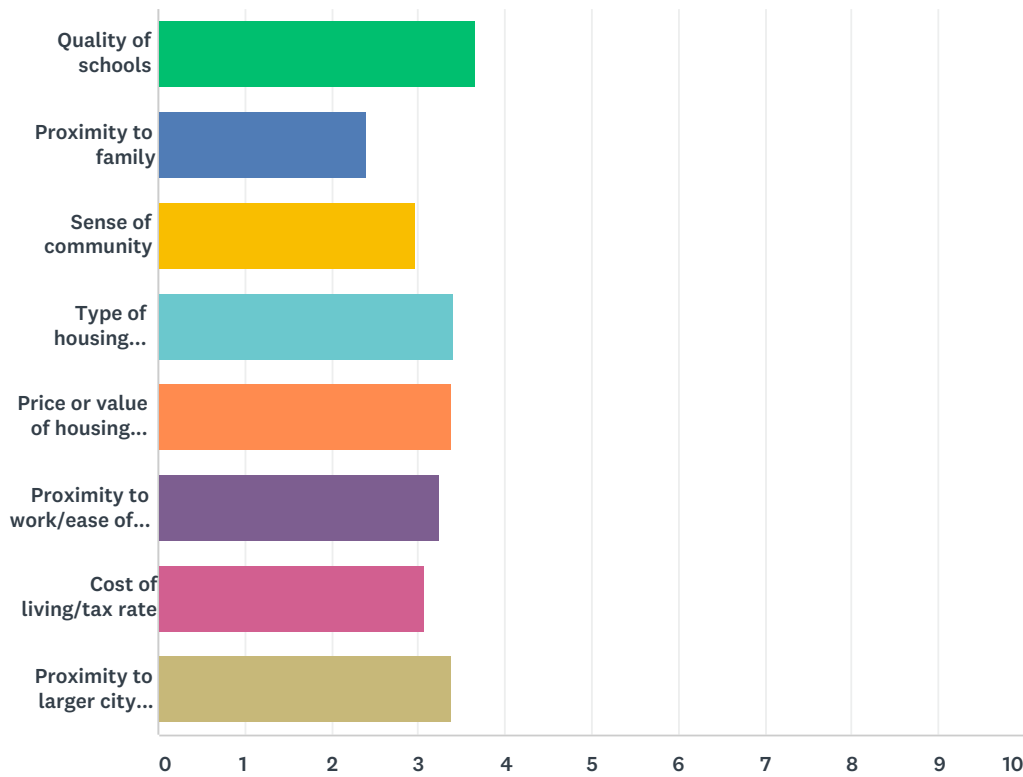
Answered: 256 Skipped: 22



	LIKELY	NEITHER LIKELY NOR UNLIKELY	UNLIKELY	TOTAL	WEIGHTED AVERAGE
Better control of speed and/or volume of traffic on neighborhood streets	31.25% 80	44.14% 113	24.61% 63	256	1.62
Adding bike lanes to streets	36.47% 93	34.12% 87	29.41% 75	255	1.56
Adding off-street bike/pedestrian trails	65.63% 168	17.58% 45	16.80% 43	256	0.86
More, taller, or better maintained street trees (more shade)	22.27% 57	49.61% 127	28.13% 72	256	1.84
Improved aesthetics and/or private property maintenance	14.90% 38	56.86% 145	28.24% 72	255	1.98
Improved maintenance of sidewalks, streets, and/or trails	44.14% 113	41.02% 105	14.84% 38	256	1.27
Increased number or variety of destinations	69.02% 176	17.65% 45	13.33% 34	255	0.75
Better accommodations for disability	5.91% 15	57.09% 145	37.01% 94	254	2.25

Q13 How important were the following factors in your decision to move to the Cottage Grove community?

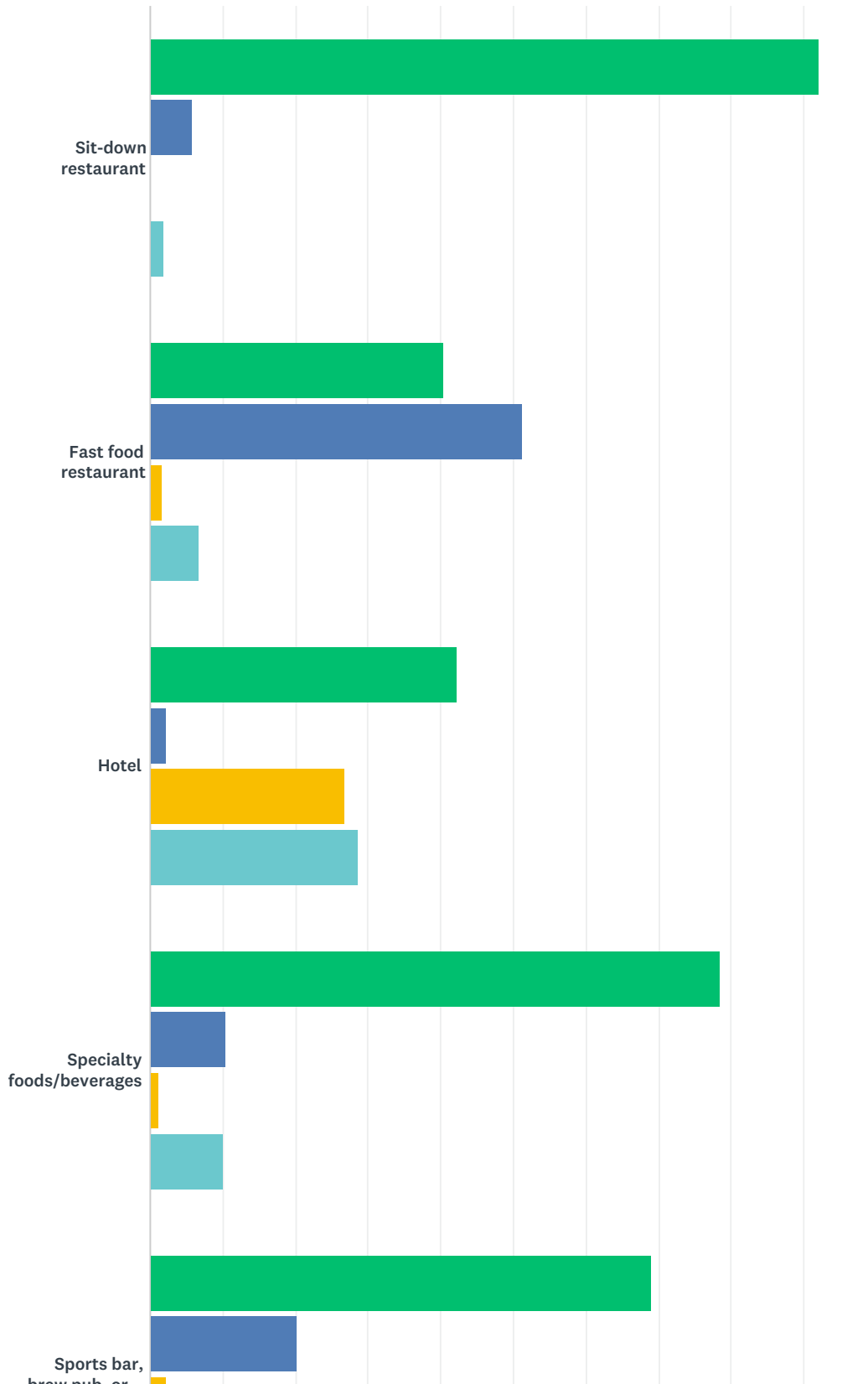
Answered: 249 Skipped: 29

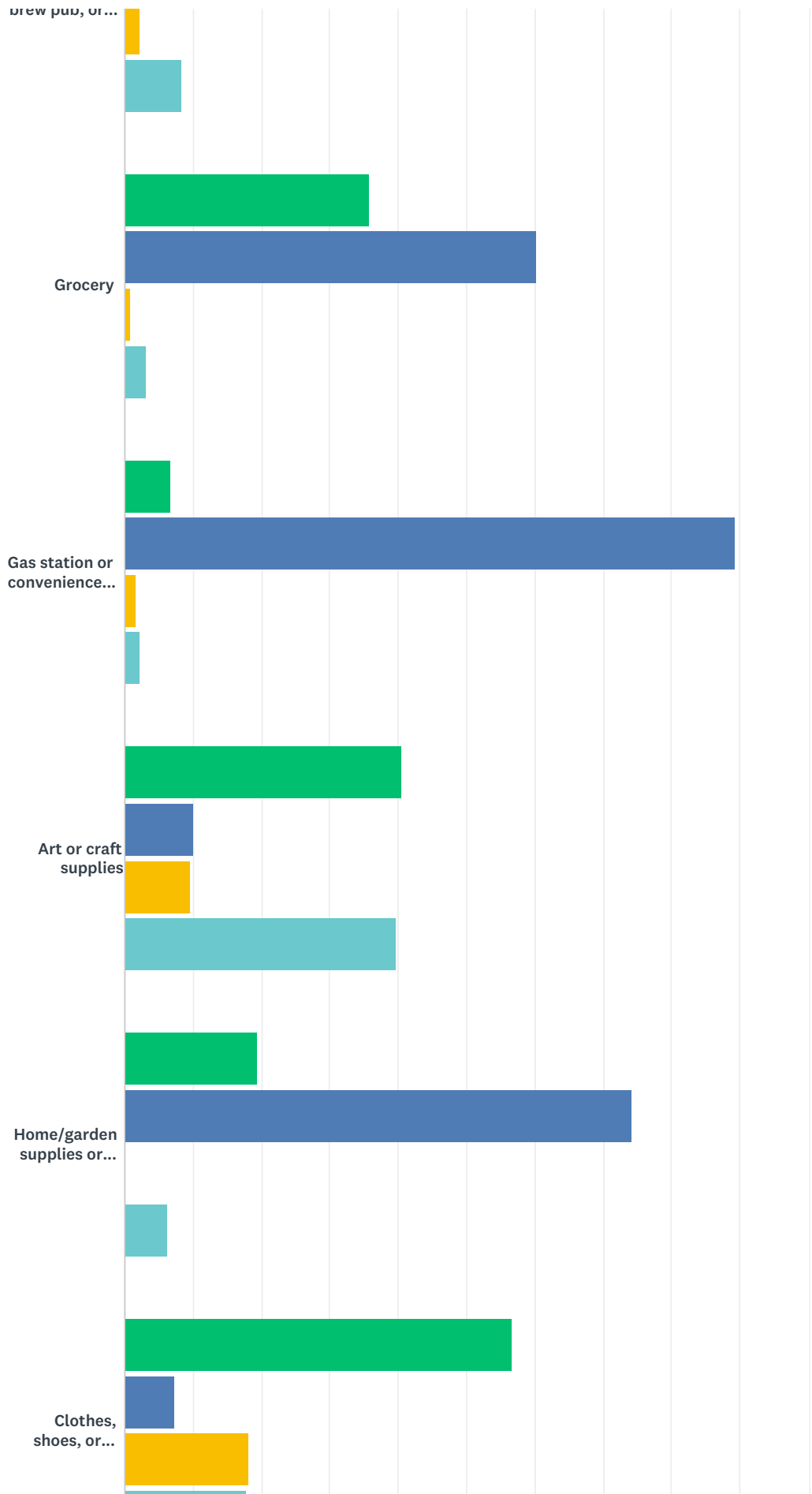


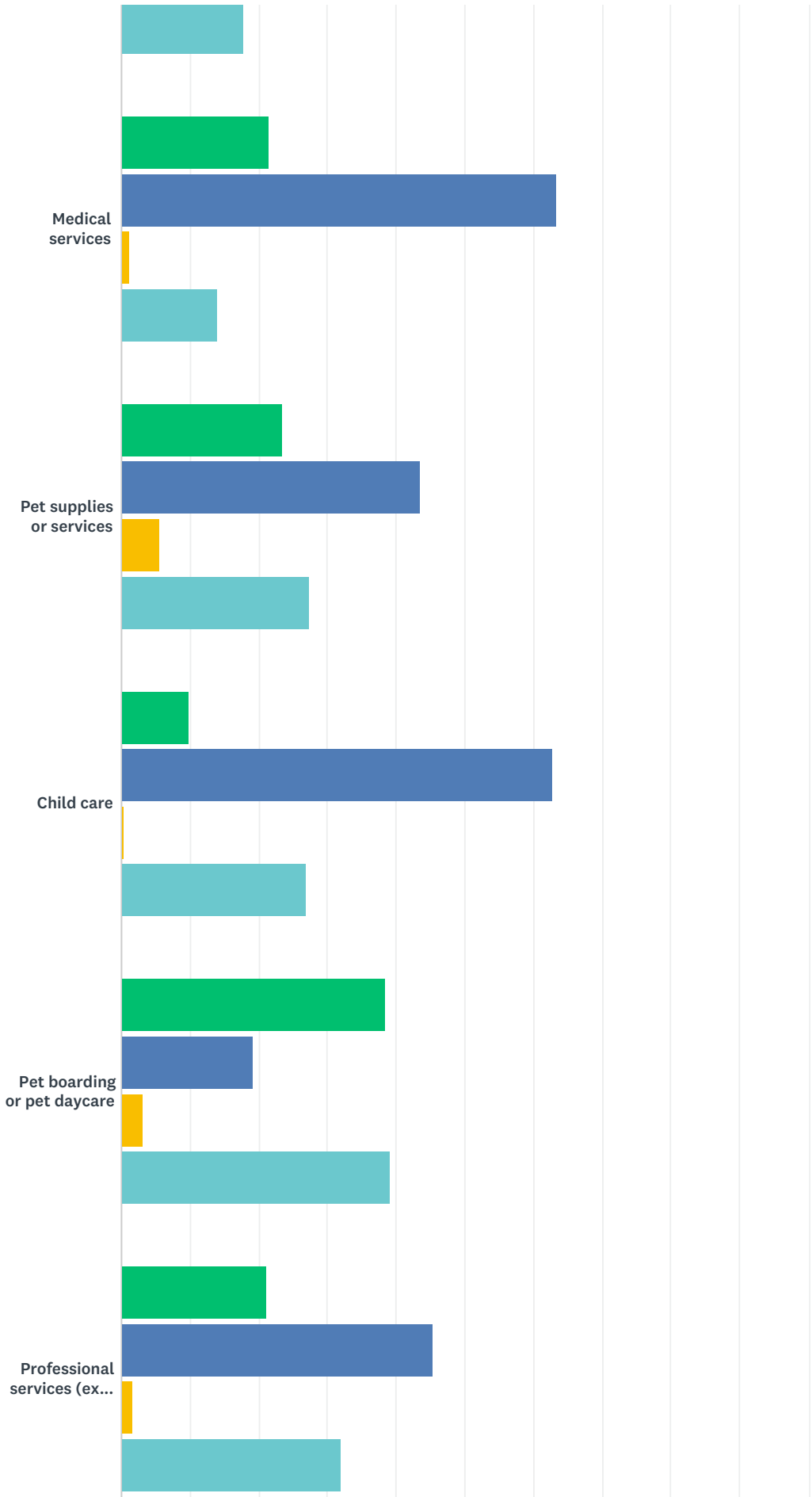
	VERY IMPORTANT	SOMEWHAT IMPORTANT	NEUTRAL	NOT IMPORTANT	TOTAL	WEIGHTED AVERAGE
Quality of schools	77.91% 194	14.06% 35	5.62% 14	2.41% 6	249	3.67
Proximity to family	21.29% 53	26.91% 67	23.69% 59	28.11% 70	249	2.41
Sense of community	33.33% 83	39.36% 98	18.88% 47	8.43% 21	249	2.98
Type of housing available	56.05% 139	33.06% 82	8.06% 20	2.82% 7	248	3.42
Price or value of housing available	52.82% 131	35.48% 88	8.87% 22	2.82% 7	248	3.38
Proximity to work/ease of commute	46.37% 115	37.10% 92	11.69% 29	4.84% 12	248	3.25
Cost of living/tax rate	33.06% 82	43.95% 109	20.97% 52	2.02% 5	248	3.08
Proximity to larger city amenities	51.42% 127	39.68% 98	5.67% 14	3.24% 8	247	3.39

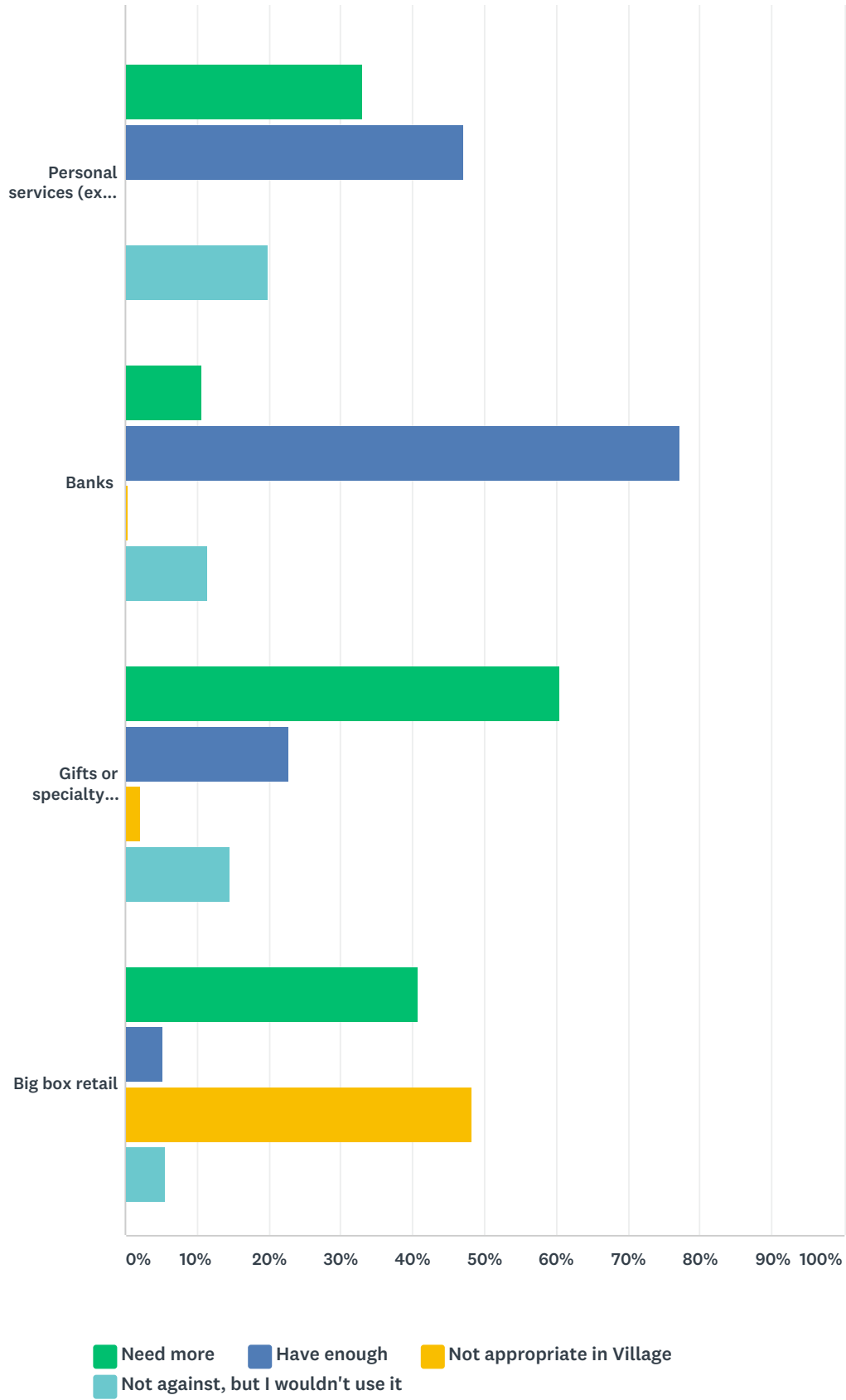
Q14 Please provide your opinion regarding the amount of options in the Village in the following business categories.

Answered: 252 Skipped: 26









	NEED MORE	HAVE ENOUGH	NOT APPROPRIATE IN VILLAGE	NOT AGAINST, BUT I WOULDN'T USE IT	TOTAL
Sit-down restaurant	92.06% 232	5.95% 15	0.00% 0	1.98% 5	252

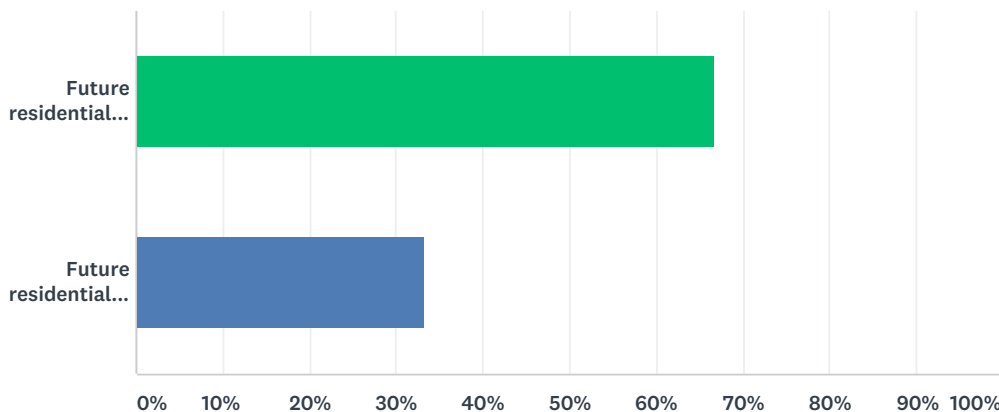
Village of Cottage Grove Comprehensive Plan Survey

SurveyMonkey

Fast food restaurant	40.48% 102	51.19% 129	1.59% 4	6.75% 17	252
Hotel	42.23% 106	2.39% 6	26.69% 67	28.69% 72	251
Specialty foods/beverages	78.40% 196	10.40% 26	1.20% 3	10.00% 25	250
Sports bar, brew pub, or similar	69.05% 174	20.24% 51	2.38% 6	8.33% 21	252
Grocery	35.71% 90	60.32% 152	0.79% 2	3.17% 8	252
Gas station or convenience store	6.77% 17	89.24% 224	1.59% 4	2.39% 6	251
Art or craft supplies	40.64% 102	9.96% 25	9.56% 24	39.84% 100	251
Home/garden supplies or hardware	19.44% 49	74.21% 187	0.00% 0	6.35% 16	252
Clothes, shoes, or accessories	56.68% 140	7.29% 18	18.22% 45	17.81% 44	247
Medical services	21.51% 54	63.35% 159	1.20% 3	13.94% 35	251
Pet supplies or services	23.51% 59	43.43% 109	5.58% 14	27.49% 69	251
Child care	9.92% 25	62.70% 158	0.40% 1	26.98% 68	252
Pet boarding or pet daycare	38.40% 96	19.20% 48	3.20% 8	39.20% 98	250
Professional services (ex. legal, financial)	21.05% 52	45.34% 112	1.62% 4	31.98% 79	247
Personal services (ex. barber, hair salon)	33.07% 83	47.01% 118	0.00% 0	19.92% 50	251
Banks	10.76% 27	77.29% 194	0.40% 1	11.55% 29	251
Gifts or specialty retail	60.56% 152	22.71% 57	1.99% 5	14.74% 37	251
Big box retail	40.80% 102	5.20% 13	48.40% 121	5.60% 14	250

Q15 Using 2015 U.S. Census American Community Survey data Village staff recently compared housing characteristics within the Village of Cottage Grove to comparable communities including the Cities of Fitchburg, Middleton, Monona, Oregon, Stoughton, Sun Prairie, and Verona as well as the Villages of DeForest, McFarland, and Waunakee - eleven communities in total. The data revealed the following about housing in the Village of Cottage Grove:- 66% of all housing units in the Village were single-family detached homes, which was the 3rd highest total among the 11 comparables, while the Village had the smallest % of units in 3 to 8 unit buildings- the Village had the highest % of units built since 1990 (80%, while no other community was over 60%)- among the comparables, the Village had the highest % of 3 to 4 bedrooms units, and the lowest % of studio to 2 bedroom units- 75% of units in the Village were owner occupied, among the 3 highest percentages among the comparables- among the comparables, the Village had the 4th highest median home value - among the comparables, the Village had the highest % of units valued between \$200,000 and \$500,000 (78%, no other community was over 70%)- the Village had the highest median gross rent, defined as rent plus utilities, at \$1,027 per month (only two other comparables were over \$1,000) Given this context, which statement best describes your opinion regarding the future development of housing in the Village:

Answered: 244 Skipped: 34

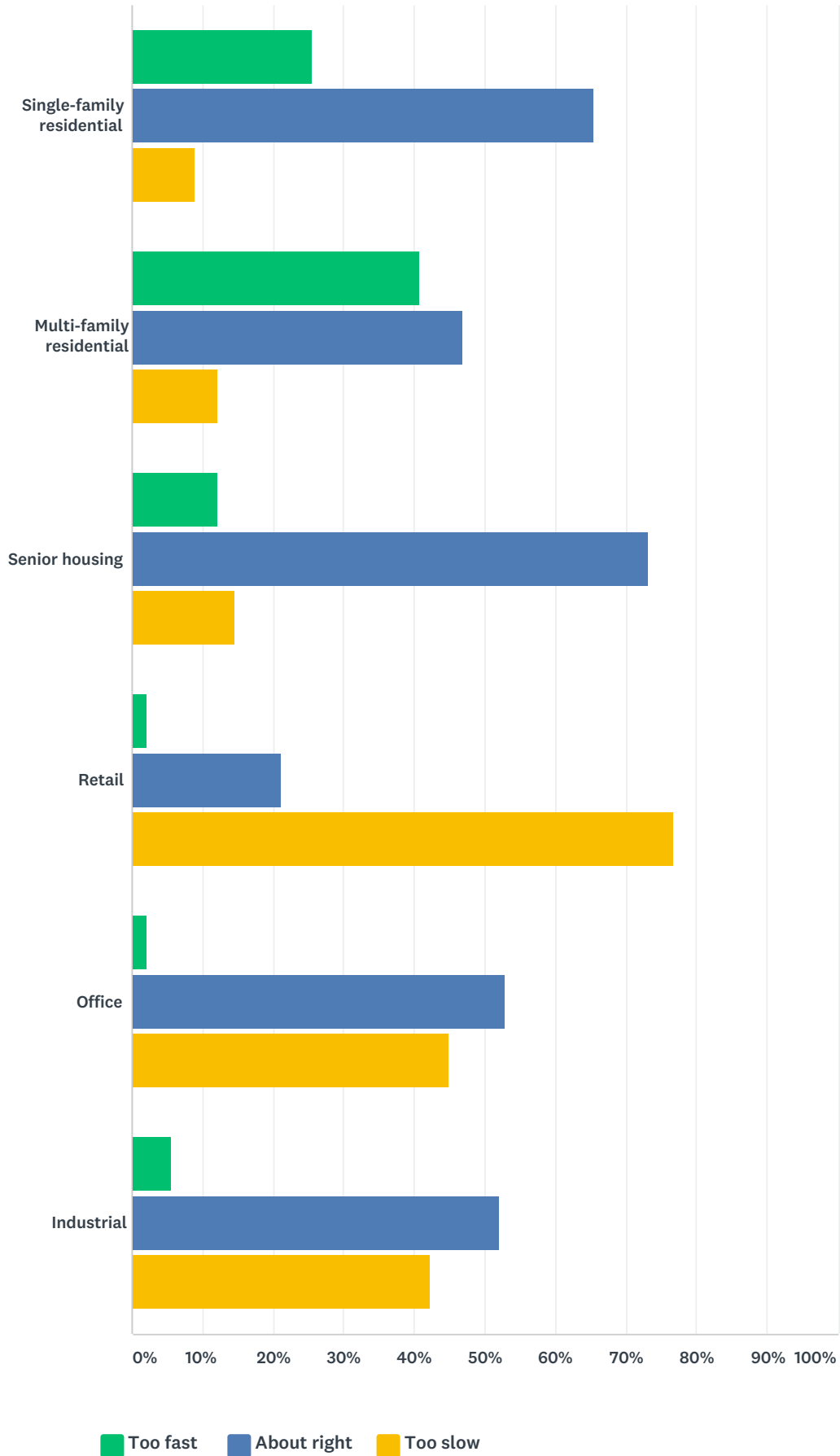


ANSWER CHOICES	RESPONSES
Future residential development in the Village should maintain the current mix of values, unit sizes, lot sizes, and ownership patterns	66.80% 163
Future residential development in the Village should increase the density of housing	33.20% 81

Future residential development in the Village should include a wider variety of values, unit sizes, lot sizes, and ownership patterns	33.20%	81
TOTAL		244

Q16 Please provide your opinion regarding the pace of development in the following land use categories in the Village over the past 10 years.

Answered: 247 Skipped: 31



■ Too fast
 ■ About right
 ■ Too slow

	TOO FAST	ABOUT RIGHT	TOO SLOW	TOTAL
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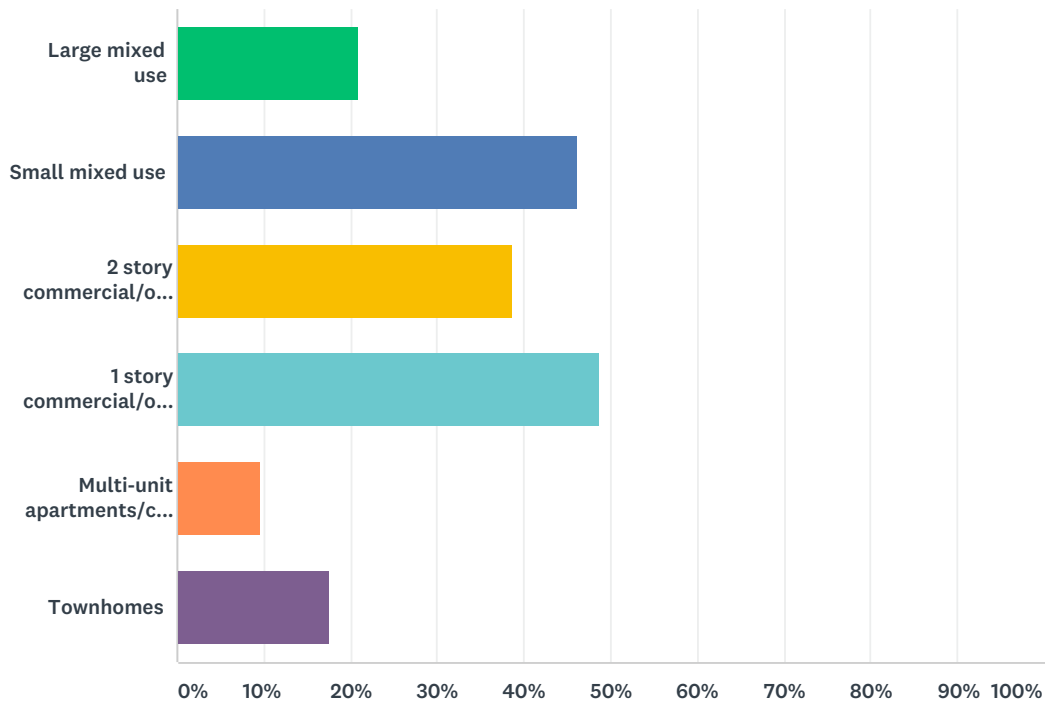
Village of Cottage Grove Comprehensive Plan Survey

SurveyMonkey

Single-family residential	25.61% 63	65.45% 161	8.94% 22	246
Multi-family residential	40.89% 101	46.96% 116	12.15% 30	247
Senior housing	12.20% 30	73.17% 180	14.63% 36	246
Retail	2.04% 5	21.22% 52	76.73% 188	245
Office	2.05% 5	52.87% 129	45.08% 110	244
Industrial	5.74% 14	52.05% 127	42.21% 103	244

Q17 Which of the following development projects do you feel would be appropriate on W. Cottage Grove Road in the Village?

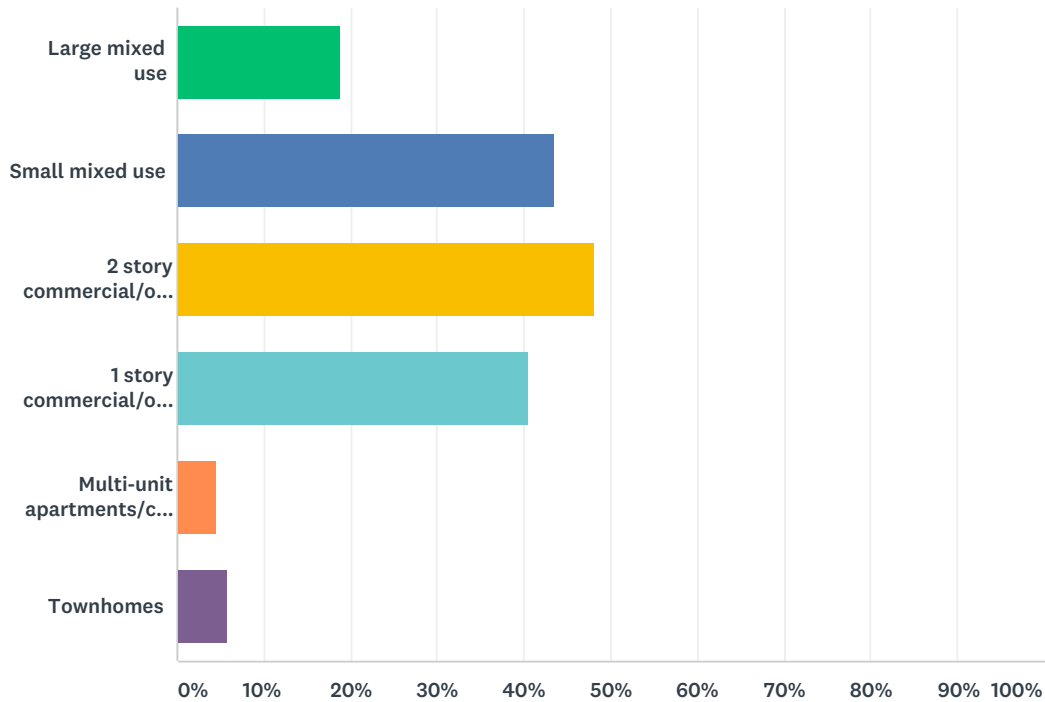
Answered: 240 Skipped: 38



ANSWER CHOICES	RESPONSES	
Large mixed use	20.83%	50
Small mixed use	46.25%	111
2 story commercial/office	38.75%	93
1 story commercial/office	48.75%	117
Multi-unit apartments/condos	9.58%	23
Townhomes	17.50%	42
Total Respondents: 240		

Q18 Which of the following development projects do you feel would be appropriate near the intersection of Main St. and Cottage Grove Rd. in the Village?

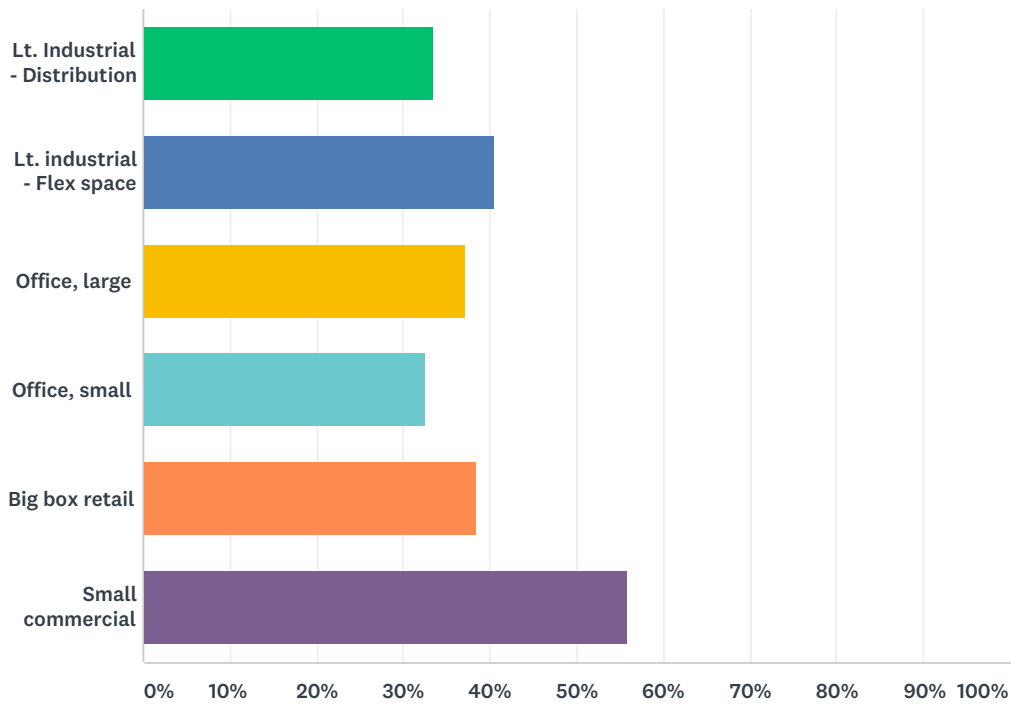
Answered: 239 Skipped: 39



ANSWER CHOICES	RESPONSES	
Large mixed use	18.83%	45
Small mixed use	43.51%	104
2 story commercial/office	48.12%	115
1 story commercial/office	40.59%	97
Multi-unit apartments/condos	4.60%	11
Townhomes	5.86%	14
Total Respondents: 239		

Q19 Which of the following development projects do you feel would be appropriate north of Interstate 94 in the Village?

Answered: 242 Skipped: 36



ANSWER CHOICES	RESPONSES	
Lt. Industrial - Distribution	33.47%	81
Lt. industrial - Flex space	40.50%	98
Office, large	37.19%	90
Office, small	32.64%	79
Big box retail	38.43%	93
Small commercial	55.79%	135
Total Respondents: 242		