



**Report on the Results of the  
Survey of the Residents and Landowners of the  
Town of Horicon, New York**

*Prepared by the  
Town of Horicon Comprehensive Plan  
Subcommittee on the Community Survey and Population Demographics  
Members: Harvey Leidy, Brandon Himoff, Doug Paton, Dennis Doyle and Dan Smith*

*April 2, 2007*

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# **Executive Summary**

## Introduction

The Subcommittee on the Community Survey and Population Demographics (the “Survey Subcommittee”) was directed by the Comprehensive Plan Steering Committee (the “Steering Committee”) to survey the opinions of the community at large of the Town of Horicon. The survey data compiled from a questionnaire, together with the expressed opinions and concerns from discussion groups, conducted by the Upstate Institute of Colgate University, will be used to guide the Town in updating its Comprehensive Plan, which was last updated in 1976. In addition, the Survey Subcommittee will provide demographic, housing and economic information for the comprehensive planning process.

The Survey Subcommittee’s members are: Harvey Leidy (Chair), Brandon Himoff, Doug Paton, Dennis Doyle, and Dan Smith (part-time).

## Survey Process

The Steering Committee’s first meeting was held on April 26, 2006. At the July 6, 2006 public meeting, the Steering Committee created seven subcommittees to address the following topics which will make up the Town’s Comprehensive Plan: Housing and Land Use, Recreation, Commerce, Education, Environment & Natural Resources, Public Services & Infrastructure, and Community Survey & Population Demographics. Funding for the Community Survey was committed on August 17, 2006, when the Town Board authorized the expenditure of \$3,000.

In October 2006, each subcommittee submitted a list of questions on issues that were considered important in developing the Comprehensive Plan. These questions were incorporated into an initial draft survey questionnaire. In subsequent workshop meetings, the questions were reviewed and edited for content, appropriateness, comprehensiveness, readability and ease of completion. Much valuable input was received from interested members of the community at public meetings.

The final questionnaire was approved by the Steering Committee on November 2, 2006. The questionnaire is composed of 140 questions in both multiple choice and write-in answer format. Comprehensive Plan topics covered in the questionnaire were: Housing (32 questions), Education & Recreation (22), Commerce (48), Environment (13), Infrastructure (11) and General—including demographics (14). The initial printing of the two-sided, one page questionnaire was 2,250 copies. The survey mailing included a cover letter and a return envelope with a pre-printed return address of the Town of Horicon P.O. box number. Mailings Made Easy of Glens Falls was contracted to do the mailing. The mailing was completed by November 27 to 1,094 households, with addresses taken primarily from the Town’s most recently updated property tax records and the voter registration list. Survey questionnaires and drop off boxes were placed at the Town Library, Brant Lake and Adirondack Post Offices, and at other locations to give the Town of Horicon community who had either not responded or received a questionnaire an opportunity to complete the questionnaire. To expand the universe of respondents, to encompass a broader demographic, and to encourage youth involvement in government, 23 Junior and Senior High School students from the North Warren Central School completed the questionnaire.

Several media formats were used to inform the public, including distributing a press release to the local community newspaper, the *Adirondack Journal*. Articles on the Comprehensive Plan process and the Community Survey were published on August 19, and December 23, 2006, respectively.

The December 8, 2006 deadline, by which we asked that the surveys to be returned, was not enforced. All surveys received through January 18, 2007 are included in the results. It should be noted that all responses from the questionnaire were anonymous. All completed and received questionnaires will be archived at Town Hall.

## Discussion Groups

In a follow up to the questionnaire mailing, a series of 14 discussion groups were held to probe in more depth the participant’s views and concerns on five key topics under consideration: Housing & Land Use, Economic Development & Commerce, Environment, Recreation and General. Each 90-minute session held at the Horicon

Community Center, was composed of 6-8 invited members of the community from all areas of the Town, most of whom were selected at random and from follow up calls to those persons (a total of 99 people returned the tear off form on the survey's cover letter) who indicated their availability to participate.

The discussion group sessions were led by four students representing the Upstate Institute at Colgate University and completed during the first two weeks of January 2007. Currently, the students are preparing summaries from the transcripts taken for each discussion group. Submission of these summaries was completed in March 2007 and is included in a separate report.

The discussion groups gave individuals an opportunity to express in more detail opinions that would not have been captured in the responses to multiple-choice questions, or to write-in answers. Additionally, the forum provided an opportunity for individuals who may have been underrepresented in the survey to express their opinions. The responses from the discussion groups were anonymous.

## **Tabulation and Accuracy of the Results**

Every completed survey received by the Town was stamped with a serial number, which facilitated tracking, to verify that every form was entered once, and to audit the accuracy of the results. The entire text of every survey, including the multiple choice and written responses, was entered into a database for analysis. Software was written to allow review of the data entered for each questionnaire, to quantify total responses for each question, and to correlate relationships between the responses to different questions. A total of 485 surveys<sup>1</sup> were completed and entered into a database.

Surveys are conducted to measure opinions, and a variety of factors affect the accuracy of these measurements. Certain segments of the community may be underrepresented in the survey response including the following:

- those who chose not to complete and return the survey;
- those not receiving the mailing due to address changes or omission from the property tax or voter records;
- those who did not complete one survey for each member of a household; or
- people who had difficulty reading the type or understanding some of the questions.

The accuracy of the survey is also affected by any errors made in entering questionnaires into the database. To estimate the number of data entry errors the Survey Subcommittee performed an audit of 30 questionnaires selected at random. The original copy of the 30 selected questionnaires was compared with a printout of the corresponding database entries. While some data entry errors were found, they were not significant enough to substantially affect the results we present:

- For multiple-choice questions, The audit found 18 errors out of 4,050 questions audited. One can estimate that in the survey results  $0.44\% \pm 0.17\%$  of the multiple-choice questions contain errors.
- For text response questions, the audit found 2 errors, excluding minor typographic errors, out of 330 questions audited. One can estimate that in the survey results  $0.61\% \pm 0.70\%$  or less than 1.3% of the text response questions contain errors.

## **Acknowledgements**

The Survey Subcommittee would like to acknowledge the work of all the volunteers who have contributed to this report, and to the discussion groups. In addition to the work of the volunteer members of the Survey Subcommittee, we appreciate Herta Leidy and Ruth Ann Assmann who joined Harvey Leidy in entering surveys into the database. We also deeply appreciate the assistance of Laura Moore, Planning Associate of the Warren County Department of Planning and Community Development, in producing the survey. We thank Christine Smith-Hayes of Horicon's Planning and Zoning office who with help from Bill Bruce painstakingly produced all the mailing labels for the

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<sup>1</sup> An additional four responses were received, but excluded because they were completed by non-residents who neither live nor work nor own property in the Town of Horicon. All four were part of the student survey session at the North Warren Central School in which 23 students filled out surveys.

survey, and has been vital in facilitating Horicon’s comprehensive plan process. We also thank Dawn Higgins who assisted in collecting and archiving the completed surveys. Finally, we appreciate the spectacular photos that Carl Heilman, II contributed to the survey, as well as to Horicon’s website, and for his contributing signed copies of his latest book on the Adirondacks to the student discussion group moderators from Colgate University.

For organizing the discussion groups, we thank Colgate University, its Upstate Institute, students Don Boyajian, Erika Colaiacomo, Jane Phelan and Meg Reed, and Professor Ellen Kraly, the Institute’s Director. We also appreciate the Bagel Shop in Chestertown for catering refreshments for the sessions.

## Results

In response to the survey, the Town received 485 copies returned and entered into a database. For comparison, the 2000 US census count of the population of the Town of Horicon was 1,479.

### Who are the People in your neighborhood?

The following sets forth demographic information about the respondents:

#### ***“Do you live in the Town of Horicon?” – Question 117***

Answer	%	Count
Yes	80.0%	372
No	20.0%	93

(out of 465 answers to this question)

#### ***“Is Horicon your primary residence?” – Question 118***

Answer	%	Count
Yes	54.3%	257
No	45.7%	216

(out of 473 answers to this question)

#### ***“Are you a registered voter in Horicon?” – Question 119***

Answer	%	Count
Yes	49.8%	235
No	50.2%	237

(out of 472 answers to this question)

#### ***“Do you own property in Horicon?” – Question 120***

Answer	%	Count
Yes	93.2%	440
No	6.8%	32

(out of 472 answers to this question)

#### ***“Do you rent property in Horicon?” – Question 121***

Answer	%	Count
Yes	5.7%	26
No	94.3%	433

(out of 459 answers to this question)

**“How would you describe yourself?” – Question 122**

Answer	%	Count
A. Full-time Resident	52.0%	247
B. Seasonal Resident	36.4%	173
C. Non-resident Landowner	3.6%	17
D. Vacationer / Tourist	1.9%	9
E. Other	6.1%	29

(out of 475 answers to this question)

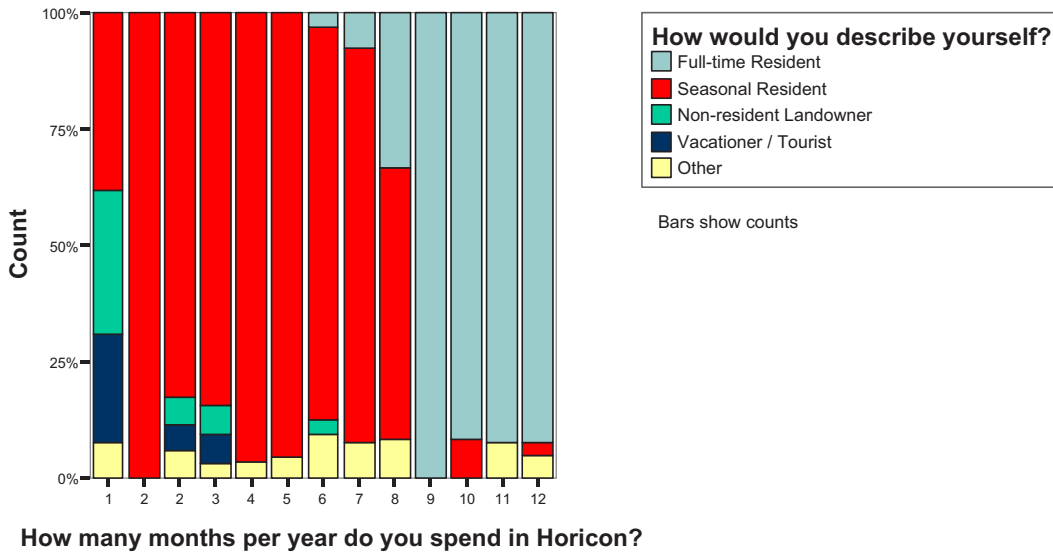
**“How many months per year do you spend in Horicon?” – Question 123**

The average number of months per year were 8.5 and 49.4% (217 respondents) spend 12 months per year in Horicon.

Answer	%	Count
less than 6 months	37.4%	164
7 to 11 months	13.2%	58
12 months	49.4%	217

(out of 439 answers to this question)

The chart below compares how residents describe themselves to how much of the year they spend in Horicon:



**“How old are you?” – Question 124**

The average age of respondents were 56.0 (54.9 for primary residents) compared with the median age in the 2000 US census of 45.8 years old. Age distribution data for the Town of Horicon from the 2000 US census is included for comparison.

Answer	Overall	Primary Residents	2000 Census
Under 20	4.6% (21)	7.8% (19)	22.8%
20 to 34	4.0% (18)	5.3% (13)	11.4%
35 to 54	30.3% (137)	27.6% (67)	31.2%
55 to 64	31.0% (140)	26.7% (65)	15.7%
65 and over	30.1% (136)	32.5% (79)	19.0%

(out of 452 answers to this question)

**“How long have you lived in Horicon?” – Question 125**

The average respondent has lived in Horicon for 23.4 years compared with the average age of 56.0.

<b>Answer</b>	<b>%</b>	<b>Count</b>
less than 5 years	13.9%	61
5 to 9 years	15.0%	66
10 to 14 years	9.5%	42
15 to 19 years	10.7%	47
20 to 24 years	10.0%	44
25 to 34 years	13.2%	58
35 to 50 years	19.3%	85
over 50 years	8.4%	37

(out of 440 answers to this question)

A different way to look at the data is by the portion of the respondent’s life spent living in the Town of Horicon:

<b>Answer</b>	<b>%</b>	<b>Count</b>
<10% of their life	18.1%	76
10% to 24% of their life	20.0%	84
25% to 49% of their life	24.9%	105
50% to 74% of their life	15.4%	65
75% to 100% of their life	21.6%	91

(out of 421 who answered both question 124 and 125)

**“How many people live in your household in Horicon?” – Question 126**

<b>Answer</b>	<b>%</b>	<b>Count</b>
1	11.1%	49
2	54.4%	241
3	9.9%	44
4	14.9%	66
5	6.5%	29
6 or more	3.2%	14

(out of 443 answers to this question)

**“What is your household income? (combined with spouse)” – Question 127**

For comparison, in the 2000 US census, the median income in 1999 dollars in the Town of Horicon was \$36,481.

Data on the 2000 US census income distribution in 1999 dollars are shown below. Please note that a substantial number of respondents did not answer this question.

<b>Answer</b>	<b>Overall</b>	<b>Primary Residents</b>	<b>2000 Census</b>
A. Less than \$15,000 per year	4.4% (17)	7.0% (15)	12.5%
B. \$15,000 to \$25,000	8.5% (33)	14.6% (31)	22.2%
C. \$25,000 to \$50,000	24.4% (95)	31.5% (67)	33.4%
D. \$50,000 to \$75,000	20.3% (79)	21.1% (45)	18.2%
E. Over \$75,000	42.6% (166)	25.8% (55)	13.7%

(out of 390 answers to this question)

**“What best describes where you live in Horicon? – Question 128**

Answer	%	Count
A. Brant Lake Hamlet	10.8%	49
B. Adirondack Hamlet	13.0%	59
C. South Horicon	1.8%	8
D. Crystal / Sherman Lake	3.5%	16
E. Schroon River	4.4%	20
F. Shore of Brant Lake—Route 8	12.8%	58
G. Shore of Brant Lake—Palisades Road	14.3%	65
H. Grassville / Duell Hill Road	7.3%	33
I. Pease Hill / Dorset Road	8.4%	38
J. Beaver Pond	2.6%	12
K. Starbuckville	1.1%	5
L. East Shore Drive	9.5%	43
M. Valentine Pond / Shaw Road	6.2%	28
N. Route 8 North of Brant Lake	2.6%	12
O. Route 8 South of Brant Lake	1.8%	8

(out of 454 answers to this question)

**“What type of residence do you have in Horicon?” – Question 129**

For comparison, in the 2000 census there were 1,767 housing units in the Town of Horicon. Of those, 85.5% (1,510) were in single-unit structures, 1.2% (22) in two-unit structures, 1.9% (34) in multi-family structures, and 11.4% (201) in mobile homes, boats, RVs, vans, etc. The census does not separate out condominiums.

Answer	%	Count
A. Single family	89.2%	404
B. Two family	0.7%	3
C. Multi-family / apartment	0.7%	3
D. Condominium	2.6%	12
E. Modular / mobile home	6.8%	31

(out of 453 answers to this question)

**“How are you currently employed?” – Question 130**

Answer	Overall	Full-Time Residents
A. Full-time	45.0% (209)	36.5% (88)
B. Part-time	7.8% (36)	10.0% (24)
C. Full-time Homemaker	0.9% (4)	1.2% (3)
D. Looking for work	0.4% (2)	0.4% (1)
E. Retired	41.6% (193)	46.1% (111)
F. Student	3.2% (15)	5.0% (12)
G. Not looking for work	1.1% (5)	0.8% (2)

(out of 464 answers to this question)

**“What is your occupation?” – Question 131**

Please note that 82 retired persons indicated their occupation and 111 did not. They have been presented separately.

Answer	Full-Time	
	Non-Retired Residents	Other Respondents
A. Local / State Government	14.5% (18)	12.0% (25)
B. Construction / Building Trades	19.4% (24)	12.0% (25)
C. Forestry / Agriculture	0.8% (1)	1.0% (2)
D. Manufacturing	2.4% (3)	1.0% (2)
E. Retail	5.6% (7)	4.3% (9)
F. Education	8.1% (10)	9.1% (19)
G. Health Care	4.0% (5)	10.6% (22)
H. Dining / Hospitality	5.6% (7)	0.0% (0)
I. Other Tourism-related Services	3.2% (4)	1.0% (2)
J. Real Estate	2.4% (3)	3.8% (8)
K. Legal	0.8% (1)	1.9% (4)
L. Accounting	1.6% (2)	2.4% (5)
M. Finance	1.6% (2)	5.3% (11)
N. Computer / High Tech	0.0% (0)	4.1% (9)
O. Other Business Services	7.3% (9)	2.8% (6)
P. Homemaker	1.6% (2)	1.8% (4)
Q. Unemployed	2.4% (3)	3.7% (8)
R. Other	18.5% (23)	25.8% (56)

(out of 341 answers to this question, 124 by full-time, non-retired residents)

Popular responses for “Other” included Self-Employed (4), Student (4), Caretaker (3), Sales (3) and Transportation (3).

**“Where do you work?” – Question 132**

For this question we will look at the full-time residents separately.

Answer	Full-Time	
	Non-Retired Residents	Other Respondents
A. Horicon	33.6% (41)	8.9% (15)
B. Chestertown	16.4% (20)	3.6% (6)
C. Hague	0.0% (0)	0.0% (0)
D. Warrensburg	4.9% (6)	1.8% (3)
E. Schroon Lake	0.0% (0)	0.0% (0)
F. Bolton Landing	3.3% (4)	0.6% (1)
G. Lake George	4.1% (5)	0.0% (0)
H. Queensbury	7.4% (9)	1.2% (2)
I. Glens Falls	1.6% (2)	1.8% (3)
J. Other	28.7% (35)	82.1% (138)

(out of 290 answers to this question, 122 by full-time, non-retired residents)

Popular full-time resident responses for “Other” included North Creek and Johnsburg (6), All Over (4) and Latham (2). Popular non-full-time resident responses for “Other” included New York City (18), Albany Area (12), Long Island (9), New Jersey (6) and Westchester (6).

**“Would you rather work in Horicon?” – Question 133**

For this question we will look at the full-time residents separately.

Answer	Full-Time	
	Non-Retired Residents	Other Respondents
Yes	70.8% (80)	28.3% (53)
No	29.2% (33)	71.7% (134)

(out of 300 answers to this question)

**“Do you work at home?” – Question 134**

For this question we will look at the full-time residents separately.

Answer	Full-Time	
	Non-Retired Residents	Other Respondents
Yes	23.5% (28)	16.9% (40)
No	76.5% (91)	83.1% (196)

(out of 355 answers to this question)

**“How far do you commute to work?” – Question 135**

For this question we will look at the full-time residents separately. Full-time non-retired residents commute an average of 19.6 miles to work, and others responded that they commute an average of 18.0 miles to work.

Answer	Full-Time	
	Non-Retired Residents	Other Respondents
Less than 5 miles	18.6% (19)	23.4% (18)
5 to 9 miles	20.6% (21)	20.8% (16)
10 to 19 miles	21.6% (22)	24.7% (19)
20 to 49 miles	26.5% (27)	23.4% (18)
50 to 99 miles	6.9% (7)	13.0% (10)
Over 100 miles	2.0% (2)	0.0% (0)

(out of 179 answers to this question)

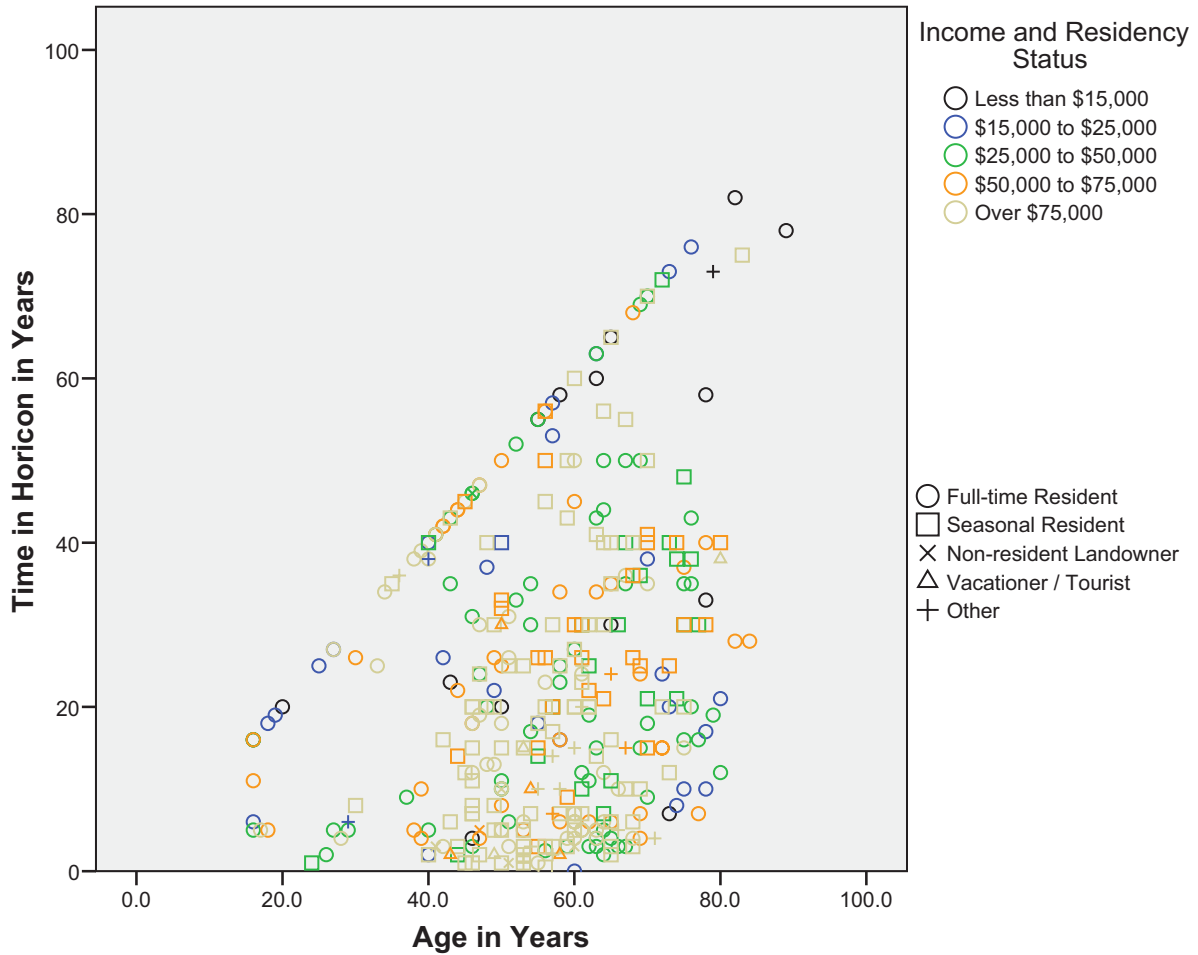
**“Where do you usually shop? (pick the nearest one)” – Question 136**

Answer	%	Count
A. Horicon	2.0%	9
B. Chestertown	33.8%	154
C. Warrensburg	1.1%	5
D. Ticonderoga	3.3%	15
E. Lake George	0.9%	4
F. Queensbury / Glens Falls	53.8%	245
G. Farther than Glens Falls	0.9%	4
J. Other	4.2%	19

(out of 455 answers to this question)

### Demographic Summary

The chart below allows one to visualize a large part of the survey's demographic data at once. On the diagonal line are the respondents to the survey who have lived their whole lives in Horicon. Below the diagonal line are more recent arrivals and their ages. The stated income and type of resident are indicated by the color and shape of the data points, respectively. Only those who answered the four questions of age, time in Horicon, income, and resident status are included in this chart.



## Questions Regarding Town Services

The survey asked respondents for their opinions about services in the Town of Horicon. The following table presents the questions in order of average response:

- *Snow removal* (Good)
- *Rescue / ambulance service* (Good)
- *Town fire protection* (Good)
- *Library* (Good)
- *Cemeteries* (Good)
- *Recycling program* (Good /Fine)
- *Condition of local roads* (Good /Fine)
- *Brant Lake boat launch* (Good /Fine)
- *Police protection* (Good /Fine)
- *Adirondack swimming area* (Fine)
- *Access to State trail system* (Fine)
- *Animal control* (Fine)
- *Town recreational facilities* (Fine)
- *Mill Pond swimming area* (Fine)
- *Appearance of business areas* (Fine)
- *Zoning enforcement* (Fine/Needs Improvement)
- *Planning and zoning process* (Fine/Needs Improvement)

As one can see the respondents had positive reactions to snow removal, rescue & ambulance service, fire protection, the library, and the cemeteries. Interestingly, full-time residents rated ambulance and fire more highly than other respondents, and part-time residents rate snow removal more highly.

The services receiving a negative response were the planning and zoning process, zoning enforcement and the appearance of the business areas. Full-time residents as well as respondents earning less than \$15,000 a year were particularly critical of planning and zoning process and zoning enforcement. There was fairly broad criticism of the appearance of the Town's business areas.

## Question Summary

### Review of Town Services

For Questions 1 to 17, how do you rate the following?

(1 = Poor, 2 = Needs improvement, 3 = Fine, 4 = Good, 5 = Great)

Number	Question	1	2	3	4	5	Average Response	Responses
		Poor	Needs Improvement	Fine	Good	Great		
1	Town fire protection	1.8%	8.0%	23.2%	40.7%	26.3%	3.82	452
2	Rescue / ambulance service	2.0%	5.3%	26.5%	38.3%	27.8%	3.85	449
3	Condition of local roads	4.2%	15.5%	28.2%	43.3%	8.8%	3.37	476
4	Snow removal	1.7%	4.8%	21.5%	47.6%	24.3%	3.88	460
5	Appearance of business areas	12.8%	24.5%	31.6%	27.1%	4.1%	2.85	462
6	Planning and zoning process	15.8%	28.1%	35.4%	17.5%	3.3%	2.64	424
7	Zoning enforcement	17.4%	21.1%	36.9%	19.2%	5.4%	2.74	426
8	Library	1.1%	8.7%	27.0%	36.4%	26.8%	3.79	448
9	Cemeteries	0.2%	3.0%	37.4%	40.6%	18.8%	3.75	431
10	Town recreational facilities	7.1%	22.5%	34.2%	28.2%	8.0%	3.08	436
11	Mill Pond swimming area	9.1%	20.5%	35.3%	30.7%	4.4%	3.01	430
12	Adirondack swimming area	5.8%	12.7%	42.0%	30.6%	8.9%	3.24	395
13	Brant Lake boat launch	5.0%	13.7%	36.2%	31.8%	13.3%	3.35	437
14	Access to State trail system	8.1%	15.6%	37.9%	30.3%	8.1%	3.15	422
15	Police protection	4.9%	12.1%	37.7%	34.2%	11.2%	3.35	448
16	Recycling program	3.9%	9.6%	26.1%	41.0%	19.3%	3.62	456
17	Animal control	8.2%	9.9%	48.5%	27.0%	6.4%	3.14	404

## **The Relative Importance of Issues Affecting the Town**

The survey asked respondents about what was important to them in Horicon. Even the least important item was rated at least “fairly important” by the average respondent. The following items were very important to respondents (in order):

- Water quality of Horicon’s lakes
- Protection of lakes, streams and freshwater wetlands
- Horicon’s small town atmosphere
- Horicon’s natural resources
- Protection of scenic views
- Protection of animal habitat
- Preserving historic sites
- Preservation of undeveloped land
- Your rights to build on or develop your land

The following items are important, but less so to respondents (in order):

- Education for children
- Town services
- Town beautification efforts
- Bringing sales tax revenue back into Horicon
- Improving Horicon’s economy
- Sharing and combining more services with nearby towns (like Chester)
- Community and recreation facilities

The following items are still important, but the least important to respondents (in order):

- Buying land or rights to land for conservation and recreation
- Making more products and services available to you locally
- Education for adults
- New community events (such as fireworks, parades or picnics)
- Buying land for future town services (like a Town Beach)
- Maintaining construction jobs
- Attracting tourism to Horicon
- Developing commercial activity on the Brant Lake Mill Pond

## Question Summary

### *The Importance of Issues affecting the Town*

For Questions 18 to 41, rate how important that item is to you.

(1 = Not important, 5 = Very important)

Number	Question	1	2	3	4	5	Average Response	Responses
		Not Important	Somewhat Important	Fairly Important	Important	Very Important		
18	Horicon's small town atmosphere	1.7%	2.1%	9.0%	17.2%	70.0%	4.52	476
19	Town services	4.3%	3.0%	22.8%	29.0%	40.9%	3.99	469
20	Improving Horicon's economy	3.6%	6.8%	25.1%	25.5%	39.1%	3.90	471
21	Making more products and services available to you locally	8.1%	10.9%	23.9%	27.5%	29.6%	3.60	469
22	Bringing sales tax revenue back into Horicon	8.0%	4.3%	19.5%	24.5%	43.7%	3.92	462
23	Education for children	4.1%	4.5%	16.5%	20.1%	54.9%	4.17	468
24	Education for adults	8.4%	10.8%	25.5%	28.9%	26.3%	3.54	463
25	Horicon's natural resources	0.9%	1.9%	11.5%	19.2%	66.5%	4.49	469
26	Developing commercial activity on the Brant Lake Mill Pond	23.2%	13.7%	21.0%	23.2%	18.9%	3.01	461
27	Maintaining construction jobs	11.0%	12.5%	30.2%	25.0%	21.3%	3.33	464
28	New community events (such as fireworks, parades or picnics)	9.2%	11.5%	28.6%	26.7%	24.1%	3.45	469
29	Attracting tourism to Horicon	18.5%	12.8%	25.7%	23.4%	19.6%	3.13	470
30	Town beautification efforts	2.7%	6.3%	19.0%	34.0%	38.0%	3.98	474
31	Community and recreation facilities	4.5%	4.0%	26.4%	37.0%	28.1%	3.80	470
32	Sharing and combining more services with nearby towns (like Chester)	7.2%	4.7%	20.6%	32.0%	35.6%	3.84	472
33	Water quality of Horicon's lakes	0.6%	1.5%	4.0%	13.7%	80.3%	4.71	476
34	Preservation of undeveloped land	5.0%	4.0%	11.5%	17.2%	62.3%	4.28	478
35	Preserving historic sites	1.7%	3.2%	10.1%	25.0%	60.1%	4.39	476
36	Protection of scenic views	1.7%	2.1%	8.4%	22.3%	65.5%	4.48	476
37	Protection of lakes, streams and freshwater wetlands	1.9%	2.5%	5.9%	12.6%	77.1%	4.61	477
38	Protection of animal habitat	2.1%	2.9%	9.9%	19.6%	65.5%	4.43	475
39	Buying land for future town services (like a Town Beach)	13.5%	9.9%	27.7%	26.4%	22.4%	3.34	473
40	Buying land or rights to land for conservation and recreation	10.4%	8.3%	22.5%	28.6%	30.3%	3.60	472
41	Your rights to build on or develop your land	4.2%	4.8%	15.1%	15.8%	60.1%	4.23	476

## Services and Businesses in Horicon

The survey asked respondents about service or businesses they want in Horicon.

The most desired services and businesses are the following (in order):

- General & convenience stores
- Garden center / nursery
- Grocery stores
- Agriculture (farms, orchards)
- Restaurants
- Craft and artisan shops
- Senior citizens' residences
- Day care / after-school care
- Laundromat / dry cleaners

Respondents also desired services and businesses are the following (in order):

- Gas stations
- Car repair
- Bed & breakfasts
- Recreational businesses (golf, fishing)
- Expanded community center
- Professional offices
- Antique stores
- Movie theaters
- Light manufacturing businesses
- Other retail stores
- Building and construction services

Respondents were mixed or neutral about the following (in order):

- Hotel / inn / conference center / lodge
- Spa / health club / resort
- Logging and sawmills
- Marinas
- Bowling alleys
- Snowmobile / ATV dealers

Respondents wanted to see less of the following in Horicon (in order):

- Bars
- Mini-storage
- Car sales
- Adult entertainment (most negative)

## Question Summary

### Services and Businesses Needed in Horicon

For Questions 42 to 71, which of the following would you like to see in the Town of Horicon?

Number	Question	-1	0	1	Average Response	Responses
		Less	Same as Now	More		
42	General & convenience stores	2.3%	39.5%	58.2%	0.56	471
43	Craft and artisan shops	6.1%	44.5%	49.5%	0.43	461
44	Grocery stores	3.7%	42.2%	54.1%	0.50	464
45	Antique stores	11.9%	58.7%	29.4%	0.18	462
46	Other retail stores	16.3%	52.7%	31.0%	0.15	461
47	Bed & breakfasts	8.1%	56.8%	35.2%	0.27	458
48	Hotel / inn / conference center / lodge	21.5%	56.5%	22.0%	0.00	455
49	Restaurants	4.7%	42.9%	52.4%	0.48	464
50	Bars	34.4%	55.8%	9.8%	-0.25	468
51	Spa / health club / resort	26.4%	48.5%	25.1%	-0.01	454
52	Recreational businesses (golf, fishing)	10.8%	52.4%	36.8%	0.26	462
53	Marinas	15.4%	73.6%	11.0%	-0.04	473
54	Snowmobile / ATV dealers	24.8%	64.3%	10.9%	-0.14	468
55	Senior citizens' residences	4.8%	50.9%	44.4%	0.40	462
56	Expanded community center	5.9%	63.8%	30.3%	0.24	456
57	Gas stations	8.3%	54.6%	37.1%	0.29	469
58	Car repair	8.8%	55.2%	36.0%	0.27	464
59	Car sales	33.3%	61.3%	5.4%	-0.28	462
60	Mini-storage	29.7%	65.3%	5.0%	-0.25	458
61	Agriculture (farms, orchards)	2.6%	45.6%	51.8%	0.49	461
62	Logging and sawmills	16.0%	72.3%	11.7%	-0.04	462
63	Light manufacturing businesses	17.5%	49.5%	33.0%	0.16	463
64	Building and construction services	10.0%	68.0%	22.0%	0.12	460
65	Garden center / nursery	3.0%	42.3%	54.7%	0.52	468
66	Bowling alleys	28.5%	51.3%	20.2%	-0.08	446
67	Laundromat / dry cleaners	13.4%	43.2%	43.4%	0.30	456
68	Movie theaters	14.3%	54.8%	30.8%	0.17	454
69	Adult entertainment	41.8%	44.9%	13.3%	-0.29	452
70	Day care / after-school care	4.1%	57.5%	38.5%	0.34	442
71	Professional offices	9.3%	57.4%	33.3%	0.24	453

## Opinions on Issues

The survey asked respondents about how they felt about the following questions. For each question, the average response is described on the range of strongly disagree to strongly agree.

- *Do you prefer clustered development (single family homes on smaller lots with common open space where suitable)?* **Neutral to Disagree**
- *Does the town need to provide more affordable housing to the community?* **Neutral**
- *Do the elderly need more affordable housing?* **Agree**
- *Do young people need more affordable housing?* **Agree to Neutral**
- *Should the town provide incentives for building low-cost housing?* **Neutral**
- *Should the town make it easier to build “in-law apartments” for parents or relatives to live in the home of residents?* **Agree**
- *Should Horicon allow more types of business to open without approval by the town planning board?* **Disagree**
- *Are there unpaved town roads you think should be paved?* **Disagree to Neutral**
- *Should unpaved private roads be allowed in developments?* **Neutral**
- *Does Horicon need more sidewalks?* **Disagree to Neutral**
- *Does Horicon need bike paths?* **Neutral to Agree**
- *Should the town develop a trail system?* **Agree to Neutral**
- *Should trails be used for hiking?* **Agree**
- *Should trails be used for cycling?* **Neutral to Agree**
- *Should trails be used for snowmobiling?* **Neutral**
- *Should trails be used for ATVs?* **Disagree to Neutral**
- *Should the town promote hunting, trapping and fishing?* **Neutral to Agree**
- *Should the town supply water?* **Disagree to Neutral**
- *Should the town provide a public septic / sewer system?* **Disagree to Neutral**
- *Will bringing businesses into Horicon increase your property values?* **Neutral**
- *Do you support tax incentives to bring businesses into our town?* **Neutral to Disagree**
- *Would you support the town paying for acquisition of land for conservation?* **Neutral to Agree**

## Question Summary

### Opinions on Issues

For Questions 72 to 93, do you agree with or disagree with the following?

(1 = Strongly disagree, 2 = Disagree, 3 = No Opinion, 4 = Agree, 5 = Strongly agree)

		1	2	3	4	5		
Number	Question	Strongly disagree	Disagree	No Opinion	Agree	Strongly agree	Average Response	Responses
72	Do you prefer clustered development (single family homes on smaller lots with common open space where suitable)?	36.0%	19.5%	14.5%	16.3%	13.7%	2.52	461
73	Does the town need to provide more affordable housing to the community?	21.7%	13.4%	20.0%	22.0%	22.8%	3.11	469
74	Do the elderly need more affordable housing?	7.1%	6.8%	23.3%	31.4%	31.4%	3.73	468
75	Do young people need more affordable housing?	9.4%	10.1%	24.6%	29.3%	26.6%	3.54	467
76	Should the town provide incentives for building low-cost housing?	27.2%	14.3%	18.4%	21.0%	19.2%	2.91	463
77	Should the town make it easier to build "in-law apartments" for parents or relatives to live in the home of residents?	9.6%	6.8%	19.2%	32.2%	32.2%	3.71	469
78	Should Horicon allow more types of business to open without approval by the town planning board?	54.4%	17.6%	8.3%	9.5%	10.2%	2.03	472
79	Are there unpaved town roads you think should be paved?	26.6%	14.9%	37.9%	8.6%	12.0%	2.64	443
80	Should unpaved private roads be allowed in developments?	19.0%	11.0%	30.0%	21.6%	18.4%	3.09	463
81	Does Horicon need more sidewalks?	30.8%	16.4%	25.1%	13.5%	14.2%	2.64	458
82	Does Horicon need bike paths?	12.6%	11.5%	23.3%	25.0%	27.6%	3.43	468
83	Should the town develop a trail system?	11.6%	9.4%	18.7%	30.5%	29.8%	3.58	466
84	Should trails be used for hiking?	6.9%	2.8%	17.0%	35.7%	37.6%	3.94	465
85	Should trails be used for cycling?	14.0%	9.2%	20.6%	29.2%	26.9%	3.46	465
86	Should trails be used for snowmobiling?	24.4%	8.3%	19.2%	24.1%	23.9%	3.15	468
87	Should trails be used for ATVs?	44.5%	10.9%	13.9%	12.8%	17.8%	2.48	467
88	Should the town promote hunting, trapping and fishing?	16.5%	10.4%	22.9%	24.8%	25.4%	3.32	472
89	Should the town supply water?	35.5%	16.7%	28.7%	8.8%	10.3%	2.42	467
90	Should the town provide a public septic / sewer system?	34.4%	17.9%	25.2%	11.3%	11.1%	2.47	468
91	Will bringing businesses into Horicon increase your property values?	21.7%	14.8%	27.9%	22.3%	13.3%	2.91	466
92	Do you support tax incentives to bring businesses into our town?	30.7%	13.4%	20.7%	23.0%	12.2%	2.72	469
93	Would you support the town paying for acquisition of land for conservation?	18.0%	14.6%	18.0%	26.3%	22.9%	3.21	471

## **What Respondents Want**

The survey asked respondents what respondents want to encourage and discourage in Horicon.

The respondents would encourage the following (in order):

- Rehabilitation of older homes
- Recreation on public lands
- Economic growth
- New single-family homes

The respondents are neutral about the following (in order):

- New housing away from the lakeshores
- New housing in Horicon

The respondents would discourage the following (in order):

- Rental housing
- New housing in your area of Horicon
- New multi-family homes
- New mobile homes on individual lots
- New housing near the lakeshores
- New mobile home parks (most strongly discourage)

## Question Summary

### *What Respondents Want*

For Questions 94 to 105, which of the following would you like to see encouraged or discouraged in Horicon?  
 (1 = Strongly discourage, 2 = Discourage, 3 = Neither, 4 = Encourage, 5 = Strongly encourage)

		1	2	3	4	5		
Number	Question	Strongly discourage	Discourage	Neither	Encourage	Strongly encourage	Average Response	Responses
94	New housing in Horicon	21.2%	15.6%	31.0%	20.5%	11.6%	2.86	448
95	New housing in your area of Horicon	31.5%	19.6%	28.7%	11.5%	8.7%	2.46	460
96	New housing near the lakeshores	51.1%	21.6%	17.5%	6.4%	3.4%	1.90	468
97	New housing away from the lakeshores	15.7%	13.1%	30.3%	29.0%	11.9%	3.08	472
98	New single-family homes	13.0%	9.0%	29.2%	35.4%	13.4%	3.27	469
99	New multi-family homes	39.3%	20.2%	20.0%	12.5%	8.1%	2.30	471
100	New mobile homes on individual lots	51.7%	18.5%	17.2%	6.8%	5.7%	1.96	470
101	New mobile home parks	65.1%	15.9%	12.1%	4.2%	2.7%	1.64	473
102	Rental housing	25.2%	17.4%	28.4%	20.8%	8.3%	2.69	472
103	Rehabilitation of older homes	3.6%	1.7%	11.9%	45.1%	37.7%	4.12	472
104	Economic growth	5.4%	3.6%	24.2%	39.3%	27.5%	3.80	466
105	Recreation on public lands	6.6%	3.6%	20.9%	39.6%	29.4%	3.81	470

## Other Questions

The survey also asked other questions not in the above categories.

A summary of the average response for each question is presented below:

- *How would you best describe housing growth in the Town of Horicon?* **“Just Right” or slightly faster.**
- *How should the town respond to future residential growth?* **Somewhat favoring limits to growth.**
- *How do you feel about the towns land use and zoning regulations?* **Slightly too restrictive.**
- *Should the current lot sizes increase or decrease?* **Lot sizes should remain the same or increase somewhat.**
- *Should the current lot sizes near you increase or decrease?* **Lot sizes near the respondent should remain the same or increase somewhat.**
- *How should Horicon regulate building docks?* **Maintain the current limits.**
- *How should Horicon regulate building boat houses?* **Maintain the current limits or create somewhat stricter limits.**
- *Are there roads or intersections that are hazardous for pedestrians or vehicles?* **A few**
- *Would you pay for curbside garbage pickup?* **No (75%)**
- *Will your children be able to afford living in Horicon?* **Yes (60%)**

## Question Summary

### Other Questions

Number	Question	-2	-1	0	1	2	Average Response	Responses
		Much too slow	A little too slow	Just right	A little too fast	Much too fast		
106	How would you best describe housing growth in the Town of Horicon?	5.5%	12.1%	46.7%	22.9%	12.8%	0.25	454

Number	Question		-1	0	1	Average Response	Responses
			Limit growth	Maintain constant growth	Encourage		
107	How should the town respond to future residential growth?		52.7%	32.8%	14.5%	-0.38	461

Number	Question		-1	0	1	Average Response	Responses
			Too restrictive	Generally OK	Too lenient		
108	How do you feel about the towns land use and zoning regulations?		21.7%	65.6%	12.7%	-0.09	442

Number	Question	-2	-1	0	1	2	Average Response	Responses
		Decrease substantially	Decrease somewhat	Remain the same	Increase Somewhat	Increase Substantially		
109	Should the current lot sizes increase or decrease?		9.3%	52.2%	25.2%	13.4%	0.43	441
110	Should the current lot sizes near you increase or decrease?	2.9%	5.8%	60.9%	18.3%	12.1%	0.31	448

Number	Question		-1	0	1	Average Response	Responses
			Ease Limits	Maintain current limits	Create stricter limits		
111	How should Horicon regulate building docks?		16.7%	59.5%	23.8%	0.07	454
112	How should Horicon regulate building boat houses?		11.3%	44.8%	43.9%	0.33	451

Number	Question		0	1	2	Average Response	Responses
			None	A few	Many		
113	Are there roads or intersections that are hazardous for pedestrians or vehicles?		24.7%	68.5%	6.8%	0.82	397

Number	Question		0	1	Average Response	Responses
			No	Yes		
115	Would you pay for curbside garbage pickup?		74.6%	25.4%	0.25	445
116	Will your children be able to afford living in Horicon?		40.0%	60.0%	0.60	375