

# 2014 Marshfield Housing Study



## Appendix B: Survey Summary Report

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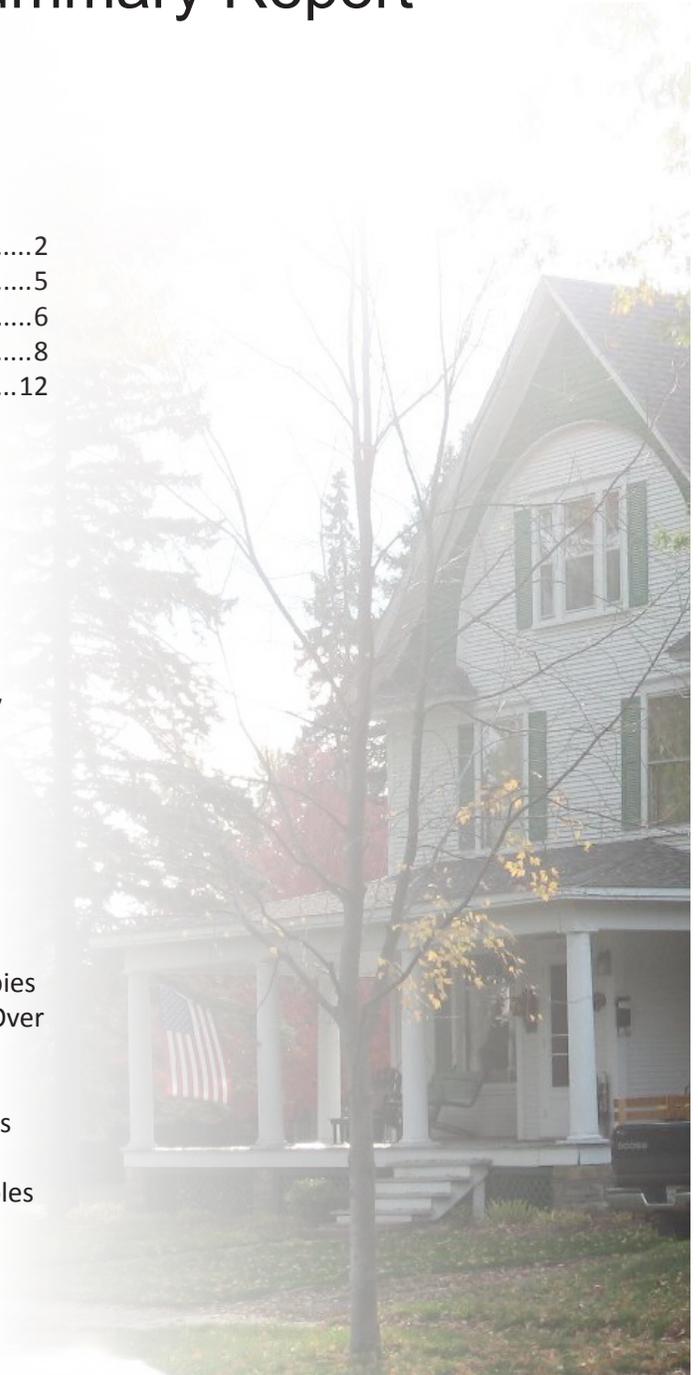
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### Background

As part of the 2014 Marshfield Housing Study, a survey was conducted for people who live or work in the City, to gather their input on housing choices, needs, and preferences.

The survey was conducted in January 2014. It was promoted in news stories, press releases and via emails through local organizations. Respondents were encouraged to take the survey online, though hard copies were also available at the Marshfield Public Library. Over one thousand people completed the survey.

This report summarizes the responses of local residents and stakeholders, identifies differences in responses between homeowners and renters, and provides samples of respondent comments, typically to reinforce the majority viewpoints.



# Survey Summary Report



## Current Housing

### Location

The survey began by asking respondents about where they currently live. Results showed that a majority of respondents (69.4%) reside in Wood County, 19.7% in Marathon County, and the remainder living in other counties.

The single location with the most responses was the City of Marshfield itself with over 500 residents (49.2% of responses) participating in the survey. Surrounding communities were also represented, as shown in the table to the right.

### Housing Type

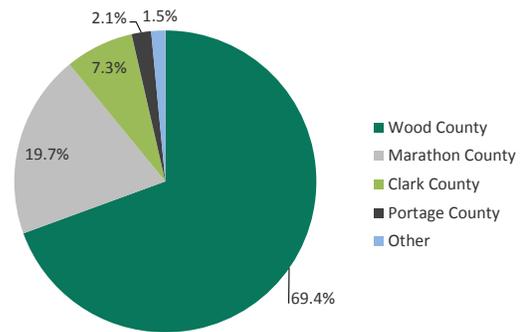
The vast majority of respondents (85.6%) live in single family detached homes, with just under 1% more living in some type of attached single family unit. Single family units were also the most common type of rental. Residents of multi-family housing represented just over 10% of the survey sample.

*It should be noted that only about 60% of housing units in the City of Marshfield are single family units (attached or detached); the over-representation of single family homeowners in this survey sample reflects the higher percentage of such residents in other communities, and the general tendency for homeowners to respond to surveys and public outreach efforts more than renters.*

### Housing Size

A majority of all respondents (51%), including those in single family and multi-family units, reported having three bedrooms, with another 33% reporting four or more bedrooms.

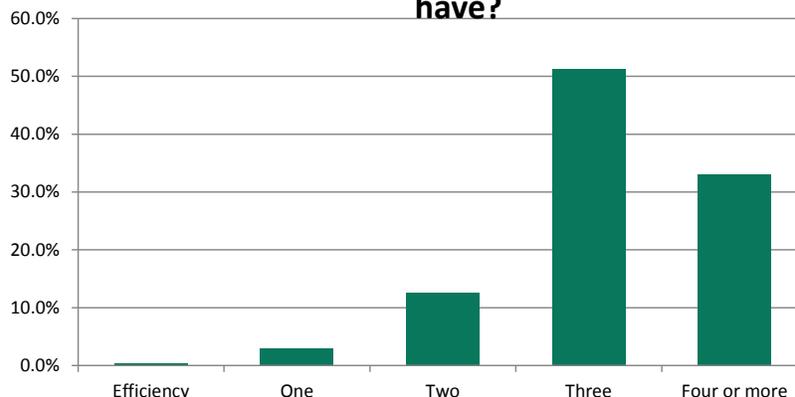
### 1. In what county do you currently live?



### Where Respondents Live Top 12 Locations Outside the City

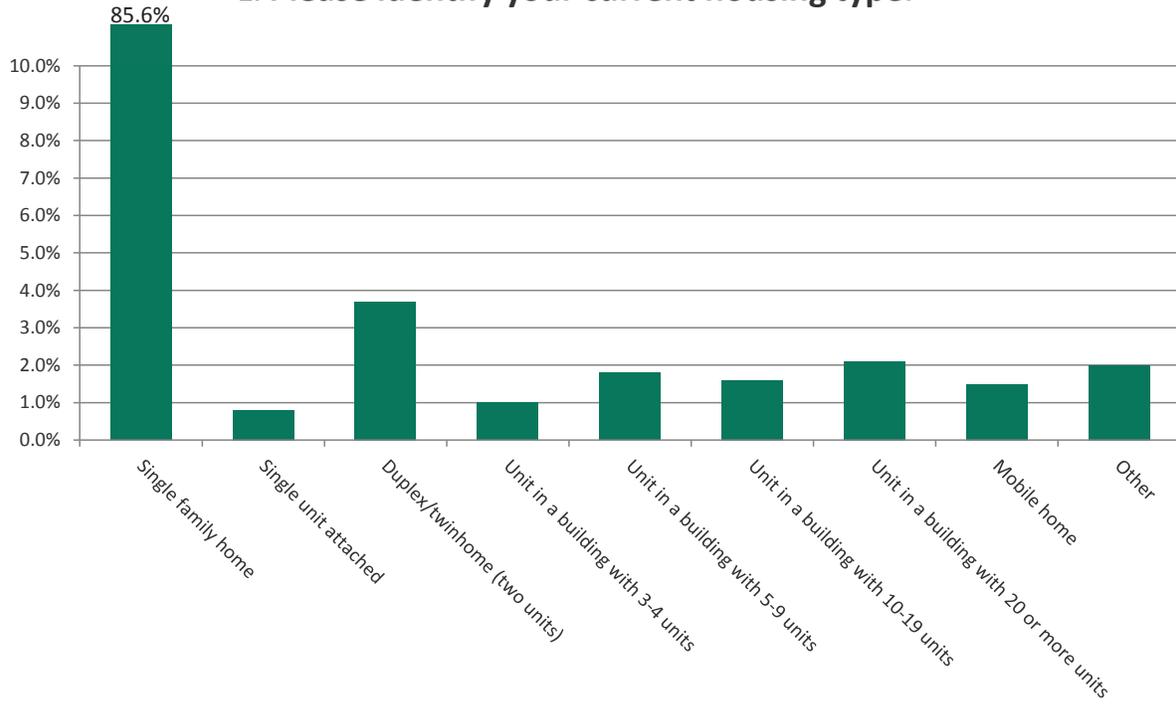
Location	Percentage
City of Marshfield	49.2%
1 Town of McMillan	4.8%
2 Town of Lincoln	3.7%
3 Town of Richfield	3.5%
4 Town of Marshfield	3.1%
5 Village of Spencer	2.2%
6 Village of Hewitt	2.0%
6 Town of Spencer	2.0%
8 Village of Stratford	1.8%
9 Town of Day	1.4%
9 Town of Fremont	1.4%
11 Town of Rock	1.3%
12 City of Stevens Point	1.1%

### 4. How many bedrooms does your current home have?

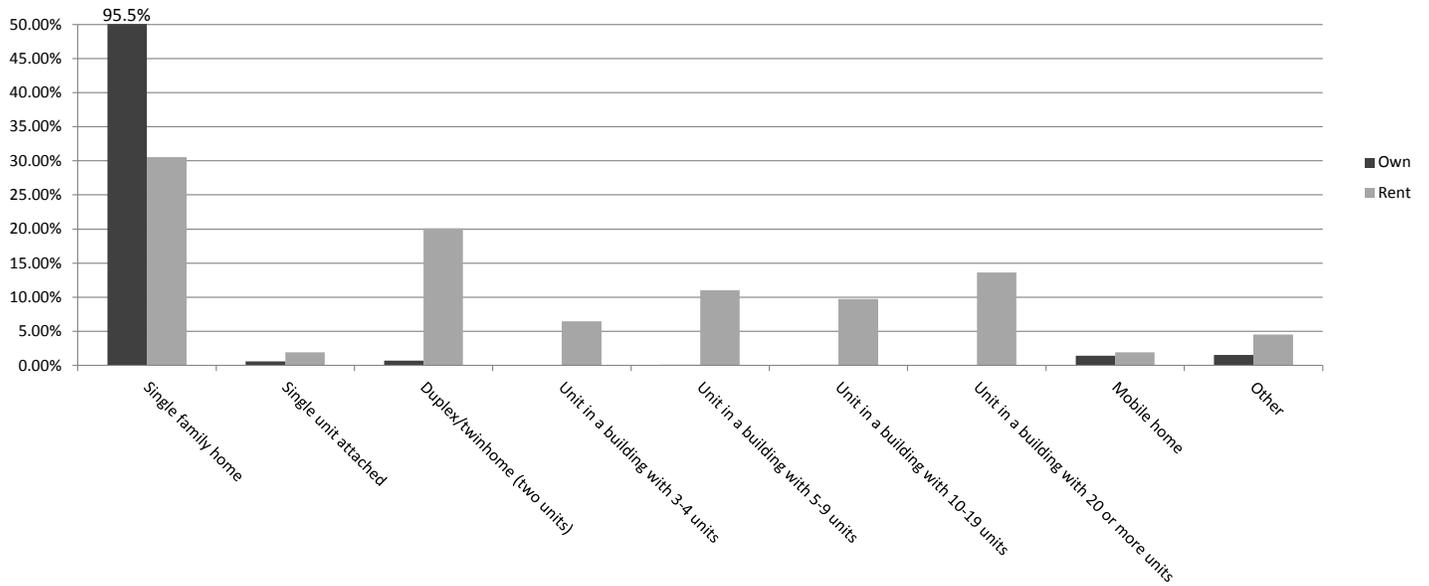




## 2. Please identify your current housing type.



## Current Housing Type by Ownership Status



# Survey Summary Report



## Housing Costs and Affordability

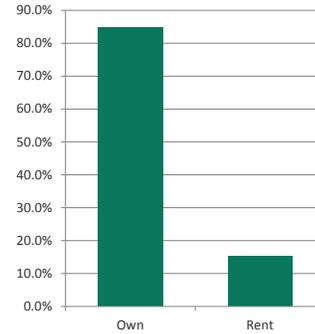
Respondents overwhelmingly owned their homes, with nearly 85% claiming ownership. When asked about assessed property values, the single most frequent response category was \$100,000 to \$149,999.

Homeowners most often estimated their monthly housing expenses to be between \$1,000 to \$1,499 (\$12,000 to \$17,998 annually).

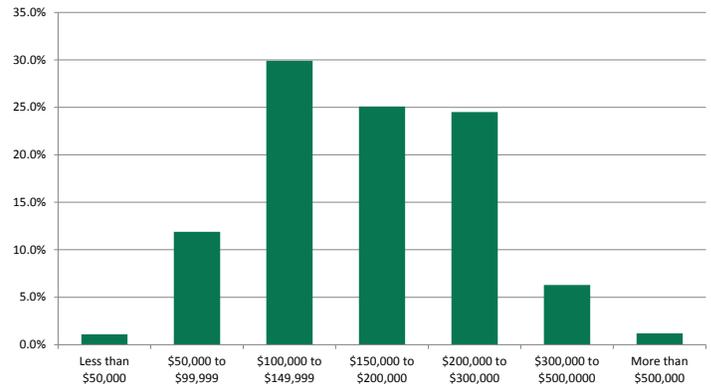
For those that rent their homes, A plurality (42.1%) estimated that their monthly housing expenses fell between \$500 to \$749 (\$6,000 to \$8,988 annually).

For both renters and owners, the percentage of gross household income that went towards housing was most frequently reported to be between 15-19%.

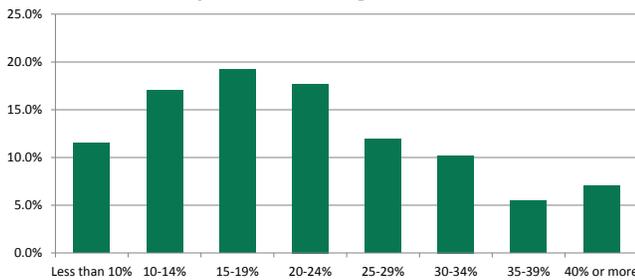
### 5. Do you own or rent your current housing?



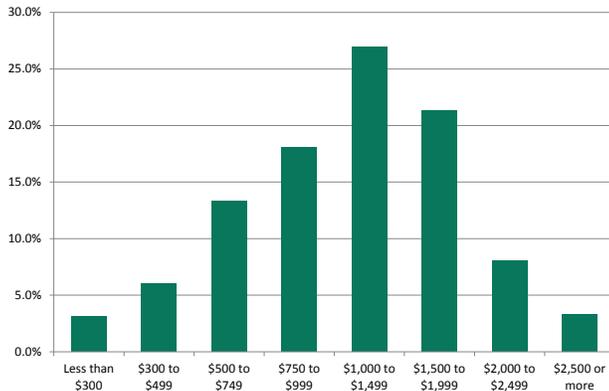
### 5b. What is the approximate assessed value of your home?



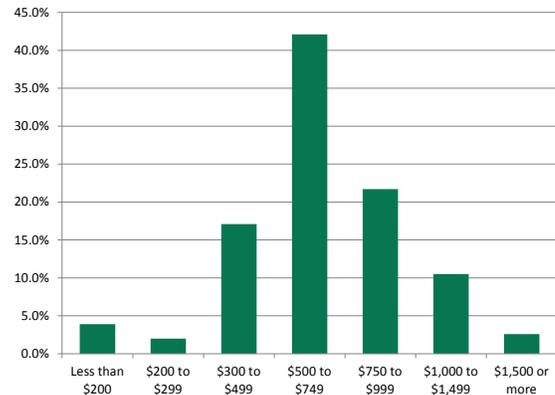
### 7. Please estimate the percentage of your gross household income spent on housing costs.



### 5a. Approximately how much do you currently pay for your housing each month, including mortgage, taxes, insurance, utilities (water, heat, electricity, etc.) and any condominium fees?



### 5c. Approximately how much do you currently pay for your housing each month, including rent, insurance and utilities (water, heat, electricity, etc.)?



# Survey Summary Report

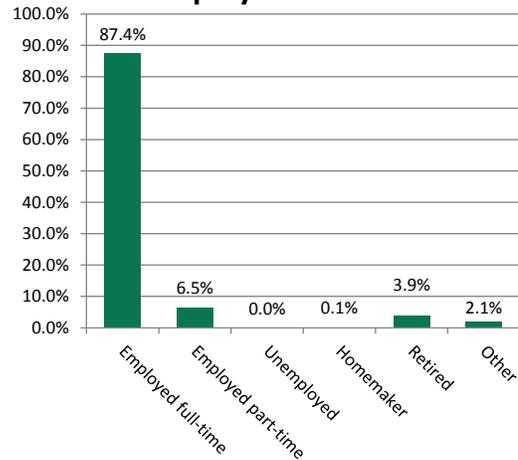


## Income and Employment

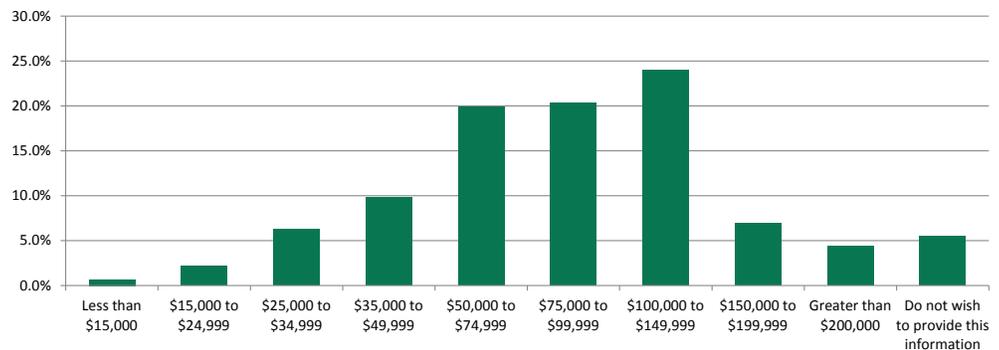
In total, 93.9% of respondents reported to be employed with most (87.4%) having a full-time job. There were no respondents that identified as being unemployed, though some written responses indicated that respondents may not have been actively working (e.g. students, those on disability). Numerous responses also indicated having multiple jobs.

Gross household income was most often reported to be between \$100,000 and \$149,999. Generally responses were clustered between \$75,000 and \$149,999, with 60% falling into this range. The category of “educational services, and healthcare and social assistance” was the most popular selection for survey-takers describing their industry of employment, indicative of the Clinic as a major employment center in the Marshfield area. “Finance and insurance, and real estate and leasing and rental” was the second most popular industry with 19.5% of respondents working in these fields.

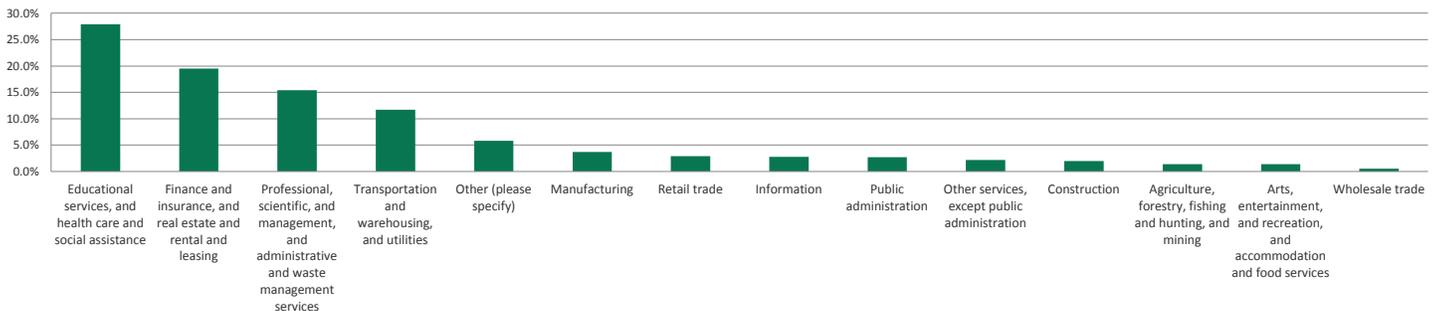
### 8. Please indicate your employment status.



### 6. Please estimate your gross annual household income.



### 9. In which industry are you primarily employed (greatest number of hours) or seeking work?





## Housing Condition and Investment

### Condition and Satisfaction

In general respondents evaluated their current homes favorably. More than 91% rated the condition of their home or apartment to be either excellent or good. At least 70% of respondents reported being “satisfied” or “Very Satisfied” with the location, quality, size, and amenities of their current housing. Those that rated their home’s condition to be fair or poor were most often renters.

### Investment

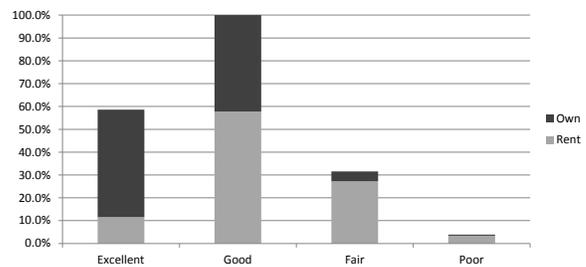
Over 62% of respondents indicated that they had invested at least \$2500 into their homes within the past five years. Roof repairs were the most common type of investment that were mentioned in written comments.

In regards to future investments, 73.7% indicated that they intended or were likely to invest more than \$2,500 into their homes. Roof repairs were again the most mentioned investment. 8.6% of respondents didn’t expect that they would own a home in the next five years.

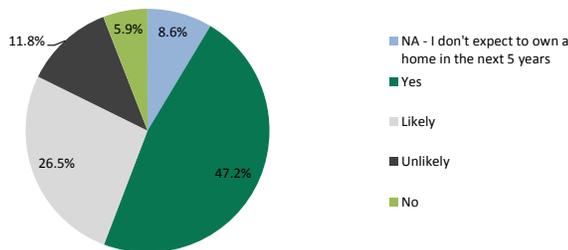
### 10. What is the condition of your home or apartment?



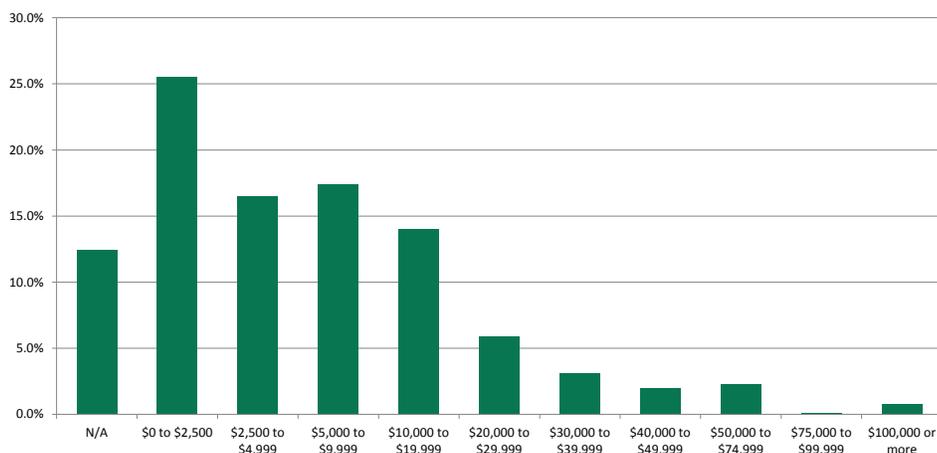
### Home Condition by Ownership Status



### 12. In the next 5 years, do you intend to invest more than \$2,500 in home improvements?

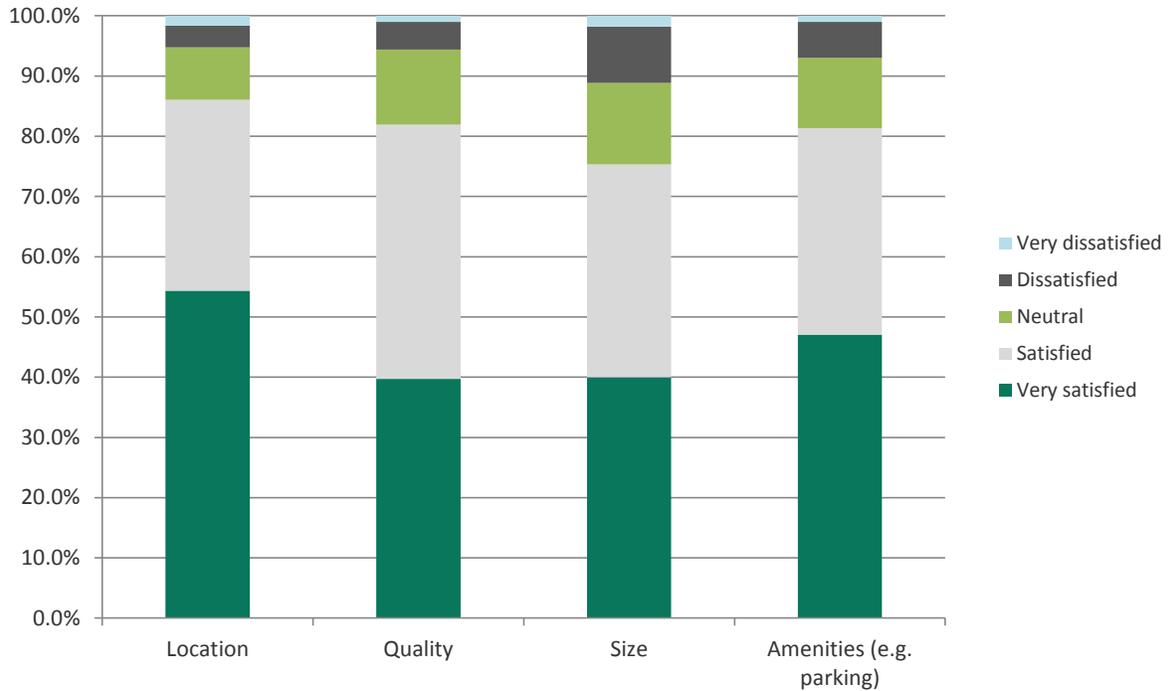


### 11. In the past 5 years, have you invested more than \$2,500 in improvements to an existing home, not including storm damage repair? If so, approximately how much have you invested?

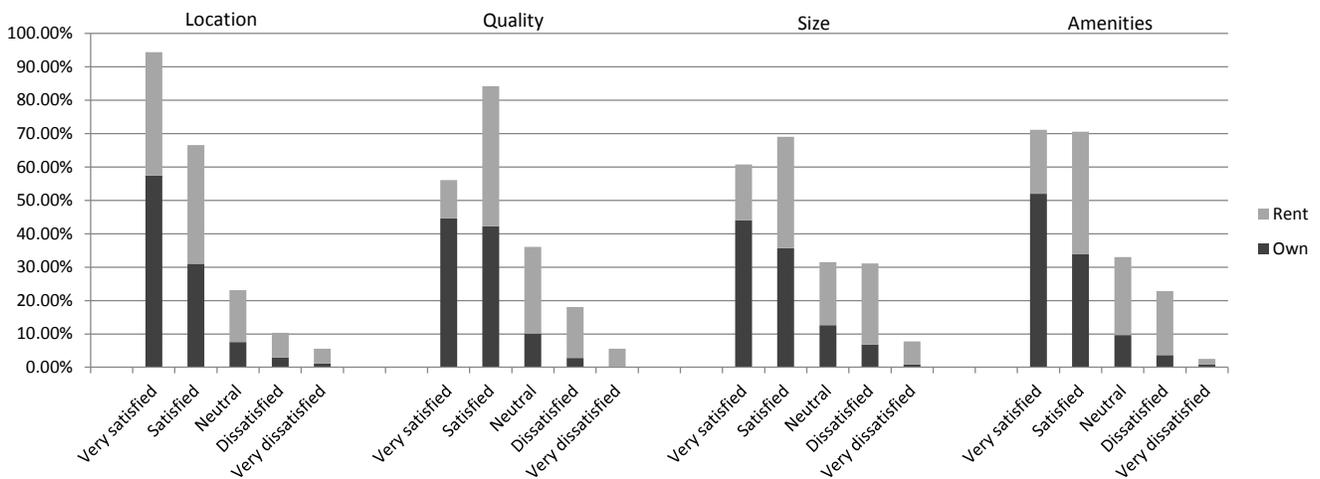




## 13. How satisfied are you with your current housing?



## How satisfied are you with your current housing?



# Survey Summary Report



## Housing Preferences

Preferences for future housing generally reflected the features that respondents reported of their current homes. Single family homes were most desired by a large margin, and three bedrooms was the most popular size.

Cost/Value was most often ranked as the most important factor when selecting housing, with an average rank of about 2.4 (where 1 is most important and 7 least important). Safety and “Neighborhood” were 2nd and 3rd in the average rankings. Proximity to restaurants and shopping, was ranked at least important, on average. Many indicated that their top preference was to live outside city limits in a more rural setting.

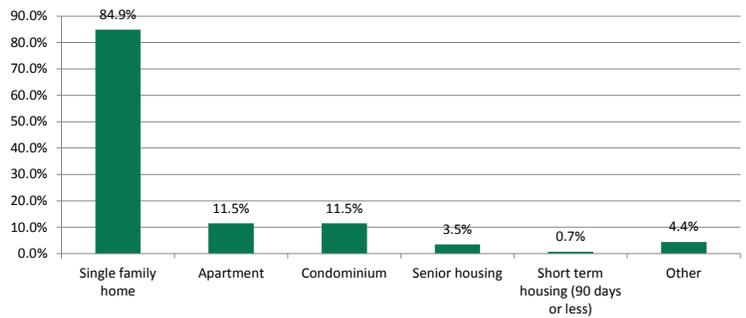
*“Country living is a necessity.”*

*“I’d actually think I’d look just outside the city limits for our next home.”*

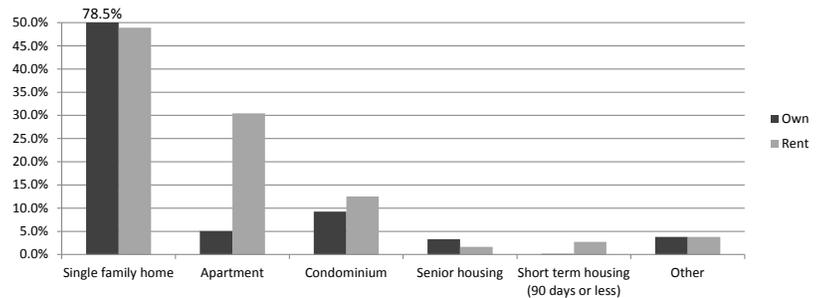
*“Safety is a priority. We have small children. We want to be away from busy streets.”*

Respondents were also asked to rank the importance of specific amenities in their housing selection process. Fully enclosed parking was designated a necessity by 75.1% of respondents (unusually cold weather at the time of the survey may have influenced responses). Storage space was identified as a necessity by 66.9% of respondents. Wooded yards and home office space were least frequently labeled either necessary or important.

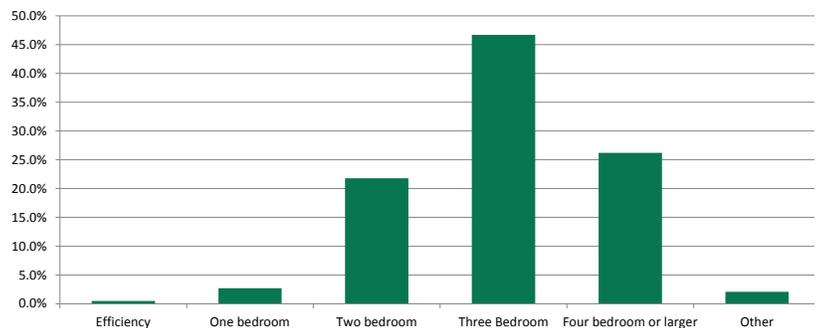
### 14. If moving to or within the Marshfield area, what type of housing would you look for?



### Desired Housing Type by Ownership Status

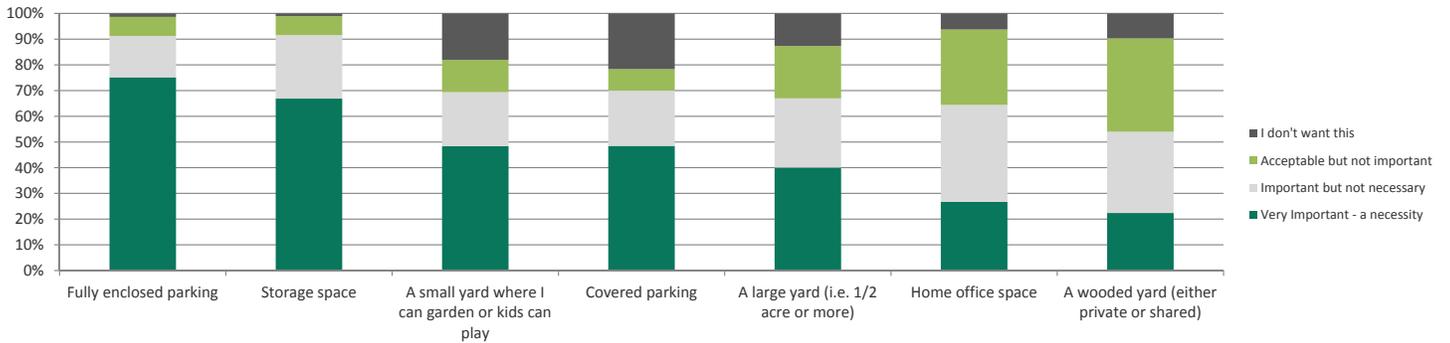


### 15. If moving, what size of home would you likely need?

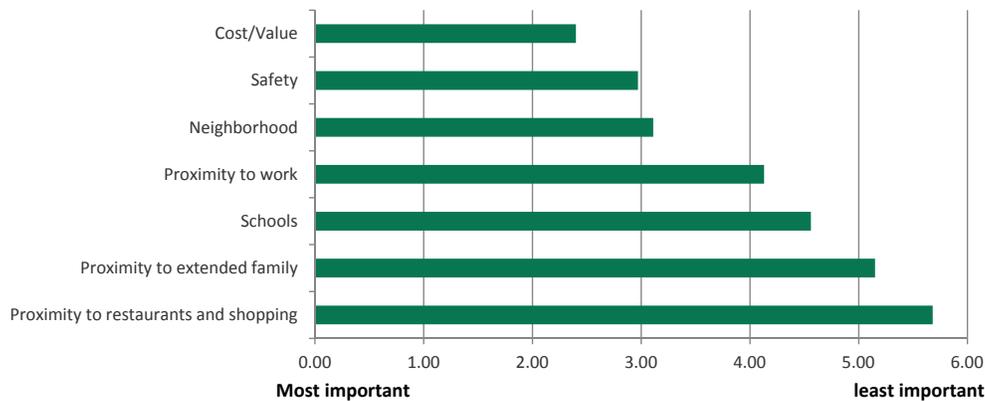




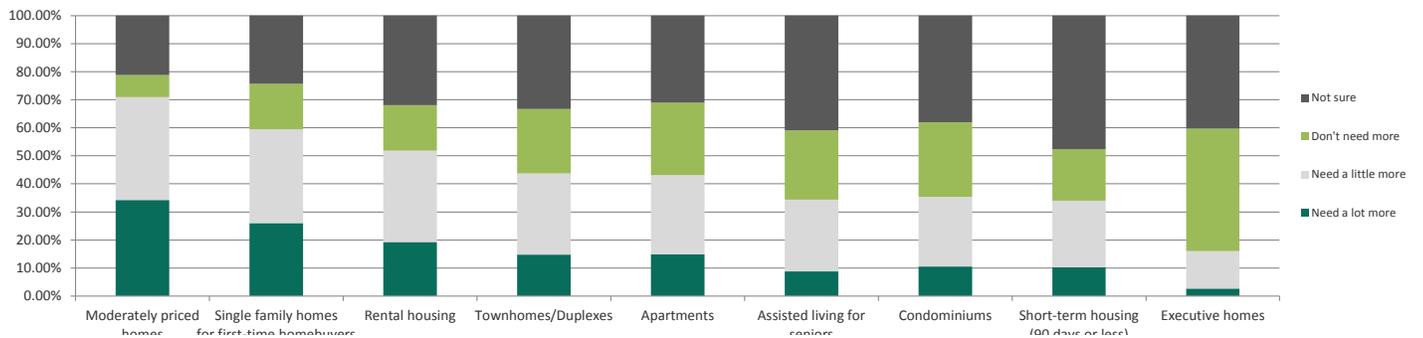
## 16. How important to you are the following housing features?



## 17. Please rank the following issues in order of importance to you in selecting housing.



## 21. In your opinion, what housing types does the City of Marshfield need?



# Survey Summary Report



In regards to housing expenses, most respondents (28.5%) indicated that they would be willing to spend \$1,000 to \$1,499 per month on housing (\$12,000 to \$17,988 annually). However responses also indicated that this figure may be greater than what they'd prefer.

*"I would like to be in the \$500-699, but that price is not practical for adequate housing."*

For respondents that live outside of Marshfield, costs were also a concern. Just under 19% thought that property taxes were too high. A desire for rural living was also a popular theme in responses.

*"Considering selling house because of high taxes."*

*"I used to live in Marshfield and couldn't stand being so close to my neighbors."*

*"We wanted rural living as we do some hobby farming."*

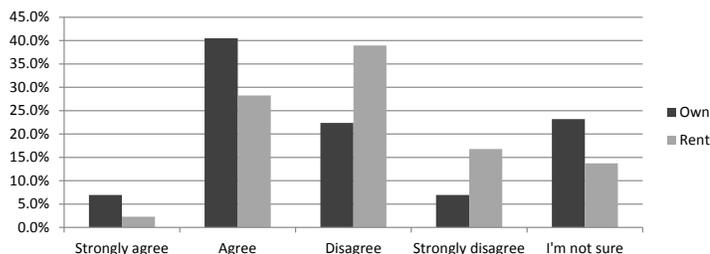
Despite some concerns about affordability, most respondents believed that housing options in Marshfield were adequate. However, renters as a whole disagreed with the overall consensus. Those that disagreed often identified a gap between low-priced and often run-down housing and high-end options, especially for rentals.

*"All of the apartments are either senior/low income housing or so expensive an entry level professional cannot afford them."*

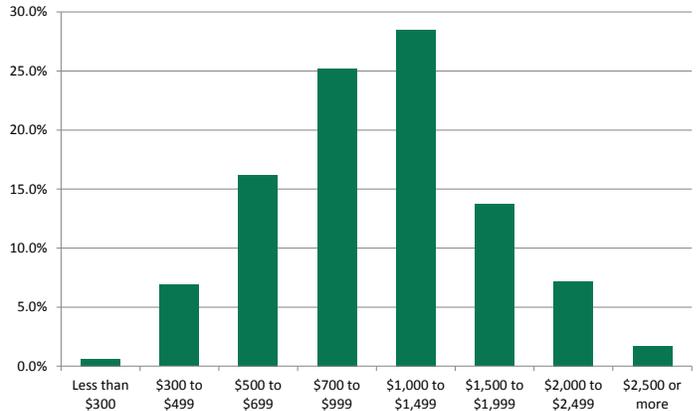
*"There is not a large selection in the middle of the market."*

Moderately priced homes were the most common type of housing that respondents thought the City needed, followed by single family units for first-time buyers. High-end homes were met with the most resistance, with 43.7% saying that Marshfield did not need more. Opinions on rental housing favored single family options but in general agreed that more were needed.

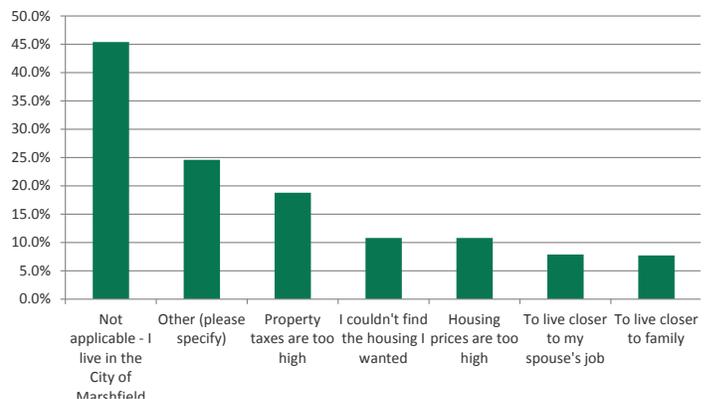
**Agreement By Ownership Status**



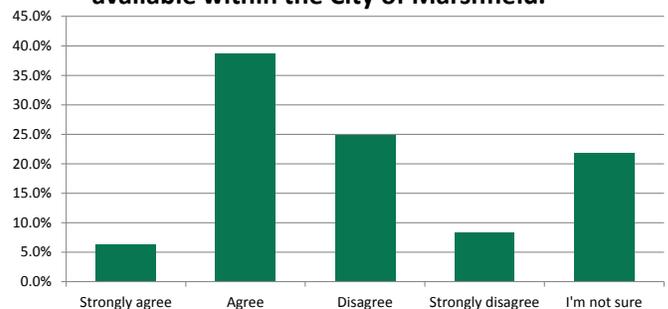
## 18. Approximately how much are you willing to spend on housing per month for the housing you want? Please consider and include taxes, insurance, and utilities.



## 19. If you do not live in the City of Marshfield, please indicate why.



## 20. Do you agree or disagree with the following statement? "There are appropriate and adequate housing options available within the City of Marshfield."



# Survey Summary Report



In regards to where new housing should be located, results were clear in showing a preference for building at the periphery. 44.2% of respondents agreed that new housing definitely belongs at the edges of the City. Locating downtown was least favored with 37.4% opposing. Preventing congestion and protecting the values of existing properties were mentioned in many responses as the rationale behind building at the edges, though many also acknowledged the potential issue of sprawl. Renters were more likely than owners to have an opinion on this question, and more likely to favor new housing downtown and near the clinic.

*“Unless the housing replaces existing housing to improve quality, adding more to the downtown area would clutter it and devalue homes. The same would happen near the clinic.”*

*“The area surrounding the Clinic is already highly residential. Existing neighborhoods should not be destroyed to put up apartment complexes.”*

*“Near the Clinic will add to the already congested traffic and parking.”*

*“Infill first. There is no real options for building your own house that is not a predesigned boring subdivision without annexing.”*

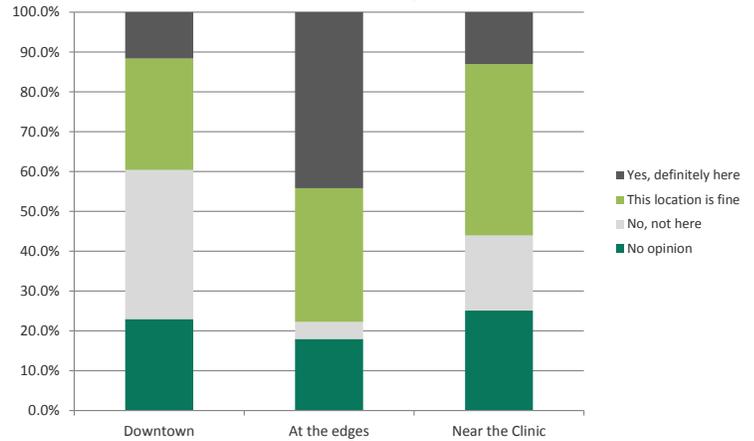
For most respondents that lived outside of Marshfield however, better housing options were not enough to sway their decision as to whether to move to the City. Again taxes and rural amenities were frequently mentioned by those outside the City, as well as residents considering leaving.

*“I have been thinking of moving into town but the property taxes are crazy high!”*

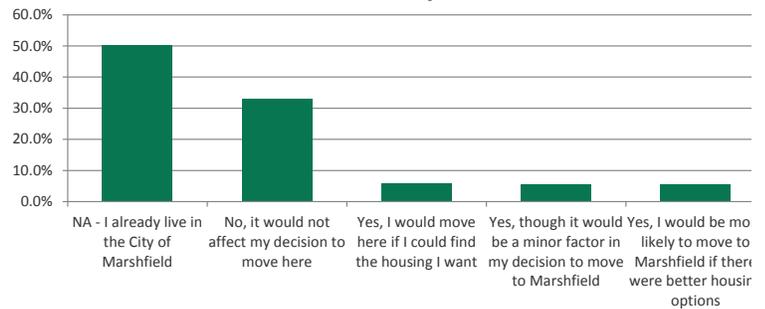
*“I’m happy where I am only 8 minutes from Marshfield. I want to be in the country.”*

*“The assessed value of homes in Marshfield and, by proxy, property taxes on said homes, seem to be substantially inflated and much larger cities in Wisconsin have more reasonable valuations and taxes for nicer homes.”*

## 22. In your opinion, where in the City of Marshfield should new housing be located?



## 23. Would better housing options affect your decision to move to the City of Marshfield?



*“I think you might want to look at this more as a retention issue rather than an attraction issue.”*

*“Currently I live in Marshfield, but am looking to re-locate to a surrounding area where I can have a larger yard. I would stay in Marshfield if I could find a home like this.”*

*“Better housing and taxation rates will affect my decision to STAY in the city limits.”*



## Sample Survey

The City of Marshfield is working to improve local housing options.

The City has retained a planning consultant, MSA Professional Services, Inc., to conduct a study of current conditions and future needs. The study will result in a strategic plan to fill gaps in the local housing market.

MSA is seeking feedback from people who live or work in the City of Marshfield regarding their housing needs and wants.

**If you live or work in Marshfield, please take this survey.**

**If possible, we ask that you take the online survey, available here:**

<https://www.surveymonkey.com/s/MarshfieldHousingSurvey>

or here: [miniurl.com/6mwc](https://miniurl.com/6mwc)



or via this QR code:

**This paper copy includes the same questions as the online survey. If filling out a paper copy, please return your finished survey to the front desk of the Marshfield Public Library, or to Planning and Economic Development Director Jason Angell (see below).**

If you have questions about this survey, please contact:

Jason Angell

City of Marshfield Director of Planning and Economic Development

[Jason.Angell@ci.marshfield.wi.us](mailto:Jason.Angell@ci.marshfield.wi.us)

Direct: (715) 486-2074



# Survey Summary Report



## Your Housing Today

1. **Where do you currently live?** Circle one: City/Village/Town of \_\_\_\_\_ County: \_\_\_\_\_

2. **Please indicate your current housing type:**

- |   |   |
|---|---|
| <input type="checkbox"/> Single family home (one home on one lot)                     | <input type="checkbox"/> Unit in a building with 5 -9 units       |
| <input type="checkbox"/> Single unit attached to other single units (e.g. a townhome) | <input type="checkbox"/> Unit in a building with 10 -19 units     |
| <input type="checkbox"/> Duplex/twinhome (two units)                                  | <input type="checkbox"/> Unit in a building with 20 or more units |
| <input type="checkbox"/> Unit in building with 3 -4 units                             | <input type="checkbox"/> Mobile home                              |
| <input type="checkbox"/> Other: _____   |   |

3. **How many people in each of the following age groups live in your household, including yourself?**

- |                      |                      |                      |                      |                      |                      |                      |
|----------------------|----------------------|----------------------|----------------------|----------------------|----------------------|----------------------|
| <input type="text"/> |
| Under 18             | 18 -24               | 25 -34               | 35 -44               | 45 -64               | 65 -84               | 85 or older          |

4. **How many bedrooms does your current home have?**

- Efficiency – no separate bedroom     One     Two     Three     Four or more

5. **Do you own or rent your current housing?**     Own     Rent

### If you own your home:

5a. **Approximately how much do you currently pay for your housing each month including mortgage, taxes, insurance, utilities (heat, water, electricity, etc.) and any condominium fees?**

- |  |   |
|--|---|
| <input type="checkbox"/> Less than \$300 (<\$3,600/yr)           | <input type="checkbox"/> \$1,000 to \$1,499 (\$12,000 to \$17,999/yr) |
| <input type="checkbox"/> \$300 to \$499 (\$3,600 to \$5,999/yr)  | <input type="checkbox"/> \$1,500 to \$1,999 (\$18,000 to \$23,999/yr) |
| <input type="checkbox"/> \$500 to \$749 (\$6,000 to \$8,999/yr)  | <input type="checkbox"/> \$2,000 to \$2,499 (\$24,000 to \$29,999/yr) |
| <input type="checkbox"/> \$750 to \$999 (\$9,000 to \$11,999/yr) | <input type="checkbox"/> \$2,500 or more (\$30,000 or more/yr)        |

5b. **What is the approximate assessed value of your home?**

- |   |   |
|---|---|
| <input type="checkbox"/> Less than \$50,000     | <input type="checkbox"/> \$200,000 to \$299,999 |
| <input type="checkbox"/> \$50,000 to \$99,999   | <input type="checkbox"/> \$300,000 to \$499,999 |
| <input type="checkbox"/> \$100,000 to \$149,999 | <input type="checkbox"/> More than \$500,000    |
| <input type="checkbox"/> \$150,000 to \$199,999 |   |

### If you rent your home:

5c. **Approximately how much do you currently pay for your housing each month including rent, insurance, and utilities (heat, water, electricity, etc.)?**

- |   |
|---|
| <input type="checkbox"/> Less than \$200 (<\$2,400/yr)                |
| <input type="checkbox"/> \$200 to \$299 (\$2,400 to \$3,599/yr)       |
| <input type="checkbox"/> \$300 to \$499 (\$3,600 to \$5,999/yr)       |
| <input type="checkbox"/> \$500 to \$749 (\$6,000 to \$8,999/yr)       |
| <input type="checkbox"/> \$750 to \$999 (\$9,000 to \$11,999/yr)      |
| <input type="checkbox"/> \$1,000 to \$1,499 (\$12,000 to \$17,999/yr) |
| <input type="checkbox"/> \$1,500 or more (\$18,000 or more/yr)        |

Comments regarding your current housing: \_\_\_\_\_

\_\_\_\_\_



## **Income and Employment**

**6. Please estimate your gross annual household income (this helps us estimate housing affordability).**

- |   |  |
|---|--|
| <input type="checkbox"/> Less than \$15,000   | <input type="checkbox"/> \$75,000 to \$99,999                    |
| <input type="checkbox"/> \$15,000 to \$24,999 | <input type="checkbox"/> \$100,000 to \$144,999                  |
| <input type="checkbox"/> \$25,000 to \$34,999 | <input type="checkbox"/> \$75,000 to \$99,999                    |
| <input type="checkbox"/> \$35,000 to \$49,999 | <input type="checkbox"/> Greater than \$200,000                  |
| <input type="checkbox"/> \$50,000 to \$74,999 | <input type="checkbox"/> Do not wish to provide this information |

**7. Please estimate the percentage of your gross household income spent on housing costs.**

- |  |                                      |
|--|--------------------------------------|
| <input type="checkbox"/> Less than 10% | <input type="checkbox"/> 25 – 29%    |
| <input type="checkbox"/> 10 – 14%      | <input type="checkbox"/> 30 – 34%    |
| <input type="checkbox"/> 15 – 19%      | <input type="checkbox"/> 35 – 39%    |
| <input type="checkbox"/> 20 – 24%      | <input type="checkbox"/> 40% or more |

**8. Please indicate your employment status.**

- Employed full-time     Employed part-time     Unemployed     Homemaker     Retired
- Other: \_\_\_\_\_

**9. In which industry are you primarily employed (greatest number of hours) or seeking work? (check one)**

- Agriculture, forestry, fishing and hunting, and mining
- Construction
- Manufacturing
- Wholesale trade
- Retail trade
- Transportation and warehousing, and utilities
- Information
- Finance and insurance, and real estate and rental and leasing
- Professional, scientific, and management, and administrative and waste management services
- Educational services, and health care and social assistance
- Arts, entertainment, and recreation, and accommodation and food services
- Other services, except public administration
- Public administration
- Other (please specify) \_\_\_\_\_

Comments regarding income and employment: \_\_\_\_\_

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## Housing Condition and Investment

**10. What is the condition of your home or apartment?**

- Excellent       Good       Fair       Poor

Comments: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

**11. In the past 5 years, have you invested more than \$2,500 in improvements to an existing home, not including storm damage repair? If so, approximately how much have you invested?**

- No - \$0 to \$2,499       \$20,000 to \$29,999       \$50,000 to \$74,999  
 \$2,500 to \$4,999       \$30,000 to \$39,999       \$75,000 to \$99,999  
 \$5,000 to \$9,999       \$40,000 to \$49,999       \$100,000 or more  
 \$10,000 to \$19,999       N/A – I haven't owned a home in the past 5 years

Comments: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

**12. In the next 5 years, do you intend to invest more than \$2,500 in home improvements?**

- Yes     Likely     Unlikely     No     N/A – I don't expect to own a home in the next 5 years

Comments: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_



## Your Housing Preferences

### 13. How satisfied are you with your current housing?

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
a. Location.....	<input type="checkbox"/>				
b. Quality.....	<input type="checkbox"/>				
c. Size.....	<input type="checkbox"/>				
d. Amenities (e.g. parking).....	<input type="checkbox"/>				

Comments: \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_

### 14. If moving to or within the Marshfield area, what type of housing would you look for? (check one)

<input type="checkbox"/> Single family home	<input type="checkbox"/> Apartment
<input type="checkbox"/> Condominium	<input type="checkbox"/> Senior housing
<input type="checkbox"/> Short term housing (90 days or less)	<input type="checkbox"/> Other: _____

### 15. If moving, what size of home would you likely need?

Efficiency  One bedroom  Two bedroom  Three bedroom  Four bedroom or larger  Other: \_\_\_\_\_

### 16. How important to you are the following housing features?

	Very important; a necessity	Important but not necessary	Acceptable but not important	Don't want
a. Covered parking.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
b. Fully enclosed parking .....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
c. Small yard for gardening or kids to play in .....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
d. Wooded yard (private or shared) .....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
e. Large yard (1/2 acre or larger) .....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
f. Storage space .....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
g. Home office space .....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
h. Other _____ .....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

### 17. Please rank the following issues in order of importance to you in selecting housing. (1 most important, 7 least)

<input type="checkbox"/>	Proximity to extended family
<input type="checkbox"/>	Schools
<input type="checkbox"/>	Neighborhood
<input type="checkbox"/>	Proximity to restaurants and shopping
<input type="checkbox"/>	Cost / value
<input type="checkbox"/>	Safety
<input type="checkbox"/>	Proximity to work

# Survey Summary Report



**18. Approximately how much are you willing to spend on housing per month for the housing you want? (Please consider and include taxes, insurance, and utilities.)**

- Less than \$300 (<\$3,600/yr)
- \$300 to \$499 (\$3,600 to \$5,999/yr)
- \$500 to \$749 (\$6,000 to \$8,999/yr)
- \$750 to \$999 (\$9,000 to \$11,999/yr)
- \$1,000 to \$1,499 (\$12,000 to \$17,999/yr)
- \$1,500 to \$1,999 (\$18,000 to \$23,999/yr)
- \$2,000 to \$2,499 (\$24,000 to \$29,999/yr)
- \$2,500 or more (\$30,000 or more/yr)

Comments: \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_

**19. If you do not live in the City of Marshfield, please indicate why. (Select all that apply)**

- Not applicable - I live in the City of Marshfield
- I couldn't find the housing I wanted
- Property taxes are too high
- Housing prices are too high
- To live closer to family
- To live closer to my spouse's job
- Other (please specify) \_\_\_\_\_

## Marshfield Housing Needs

**20. Do you agree or disagree with the following statement?**

"There are appropriate and adequate housing options available within the City of Marshfield."

- Strongly Agree     Agree     Disagree     Strongly Disagree     Not Sure

**21. In your opinion, what housing types does the City of Marshfield need?**

	Need a lot more	Need a little more	Don't need more	Not sure
a. Moderately priced homes.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
b. Single family homes for first time buyers.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
c. Townhouses / Duplexes.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
d. Executive homes.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
e. Rental housing.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
f. Apartments.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
g. Assisted living for seniors.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
h. Short-term housing (90 days or less).....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
i. Condominiums.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
j. Other _____.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Comments: \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_

