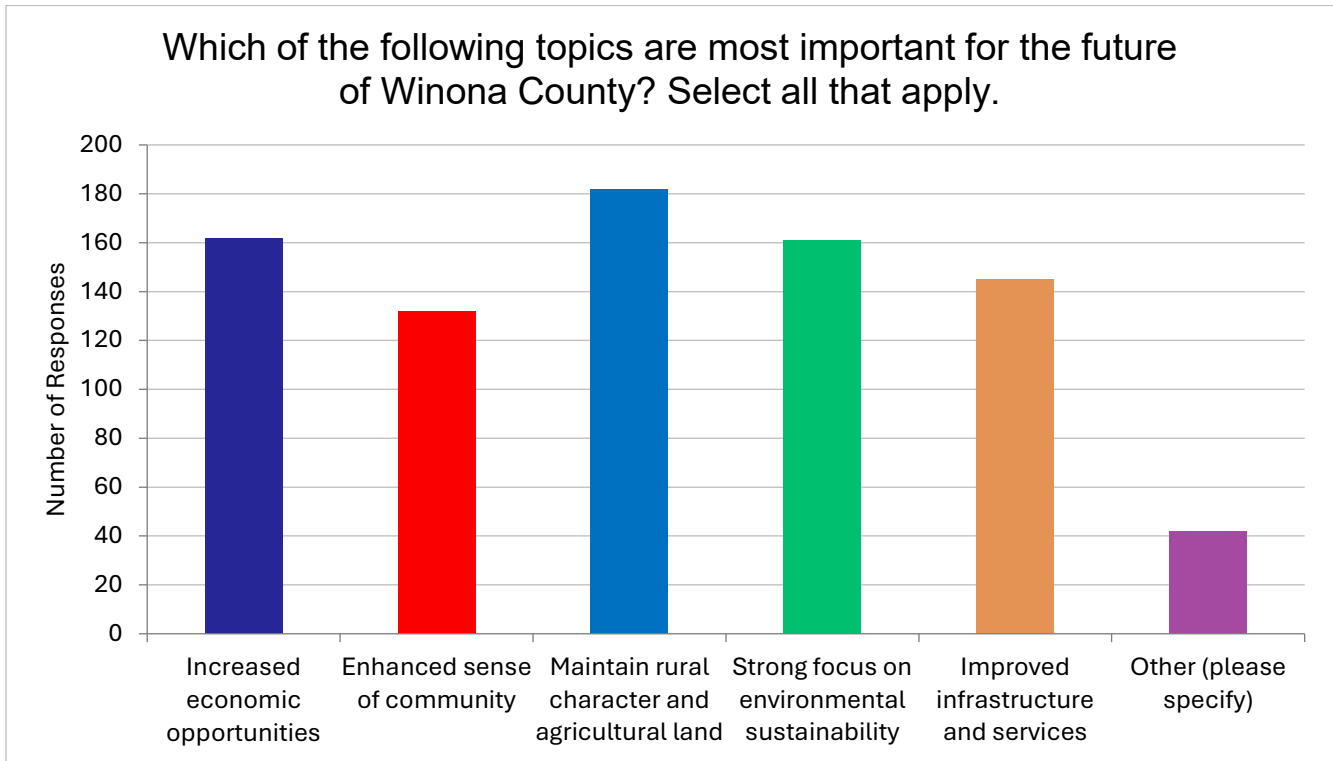






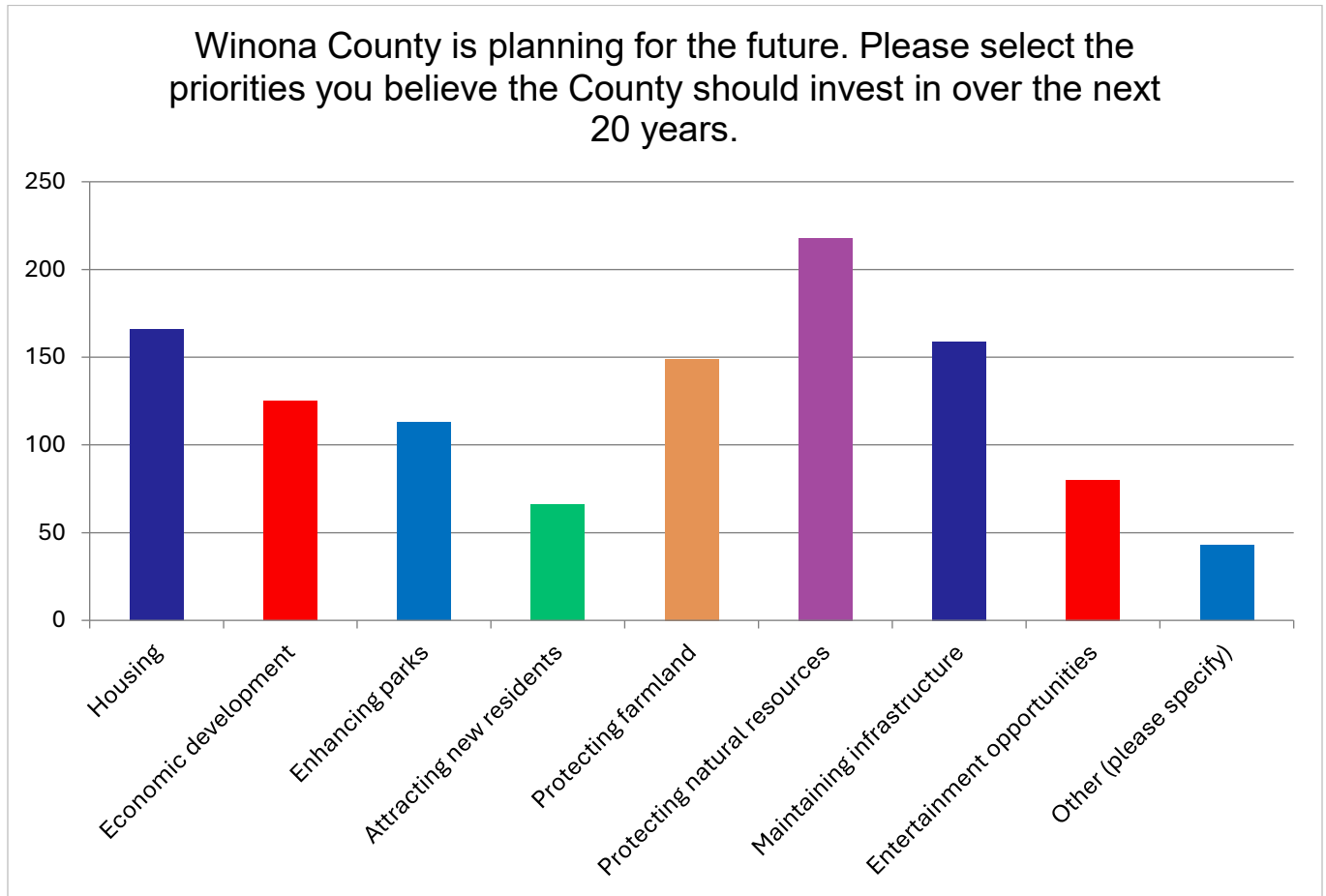
(Q4) Which of the following topics are most important for the future of Winona County? Select all that apply.



The topic that received the most votes was “maintain rural character and agricultural land,” followed by “increased economic opportunities,” and “strong focus on environmental sustainability.” These topics were selected by more than 50% of respondents. All topics (excluding “other”) were selected by 43% or more of respondents. Answers to the “other” option included safe drinking water, social and economic resources that are accessible to a diverse population, fiscal responsibility, limited government, road conditions, and affordable housing.

A full list of “other” responses is available in Appendix B: “Other” Responses.

(Q5) Winona County is planning for the future. Please select the priorities you believe the County should invest in over the next 20 Years.



The priority that received the most votes was “protecting natural resources,” followed by “housing” and “maintaining infrastructure.” These priorities were selected by more than 50% of respondents. “Protecting farmland” was close behind, and was selected by 48.4% of respondents. Answers to the “other” option included schools, affordability, recreational amenities, animal agriculture regulations, water quality, and recreational amenities.

A full list of “other” responses is available in Appendix B: “Other” Responses.

(Q6) In 20 years, I hope Winona County will be...



The following themes were prevalent in the answers to this open response question:

- **Welcoming, Diverse, and Livable Community:** Thriving, culturally rich, community pride, livable communities, healthcare options, social and economic support available for community members, high quality of life, small town hospitality, lifespan community where people of all ages can thrive
- **Family-Friendly and Safe:** Place where families want to settle, kid-friendly, strong education systems, safe, low crime rates
- **Affordable Housing:** Variety of affordable home types, starter homes for families, home ownership is attainable for residents
- **Economically Strong:** Variety of thriving businesses, area where people want to start businesses, prosperous communities, tourism, diverse job opportunities
- **Rural and Agricultural:** Rural, country feel, agriculture friendly, supportive of small farmers, maintain rural character
- **More Populated:** More residents within existing cities, population growth similar to La Crosse or Rochester
- **No Population Growth:** About the same population as today, similar design to 2025
- **Low Taxes:** Low property taxes, residents not burdened by taxes
- **Sustainable Natural Resource Management:** Sustainable farming, land preservation, high water quality, environmentally sustainable economy, wastewater management

All responses to this question can be found in Appendix A: All Open Response Answers.

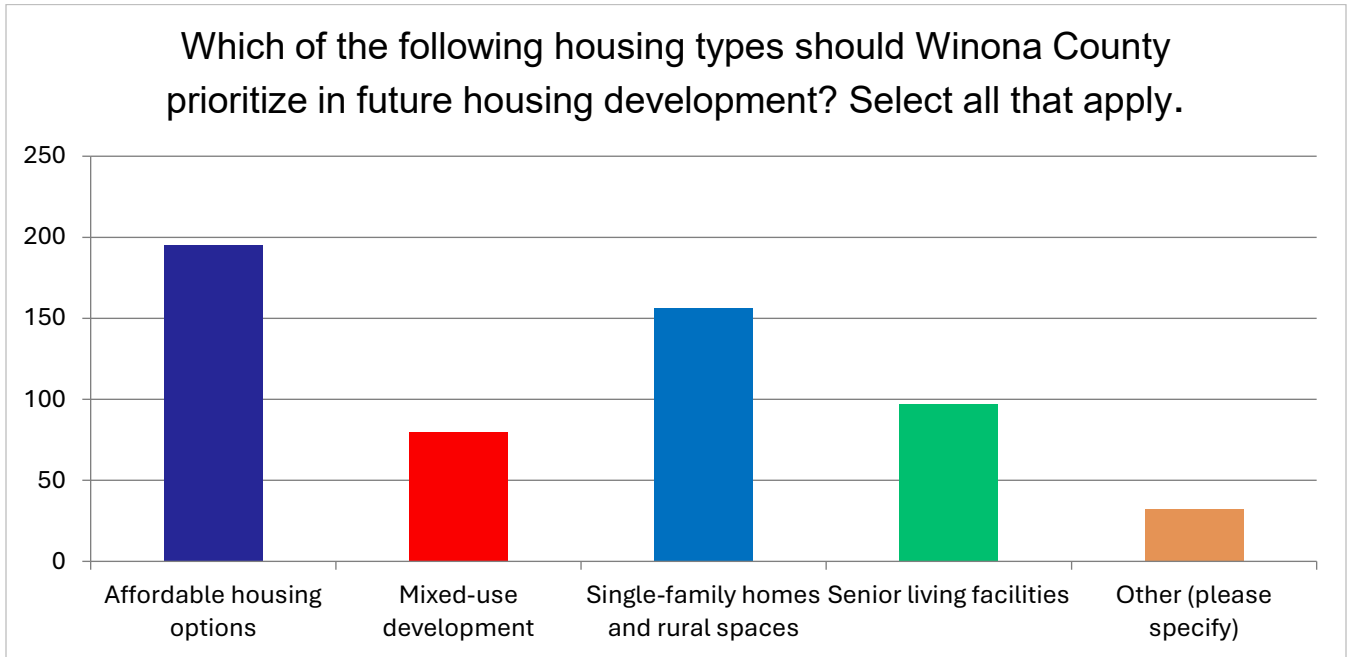






## Housing

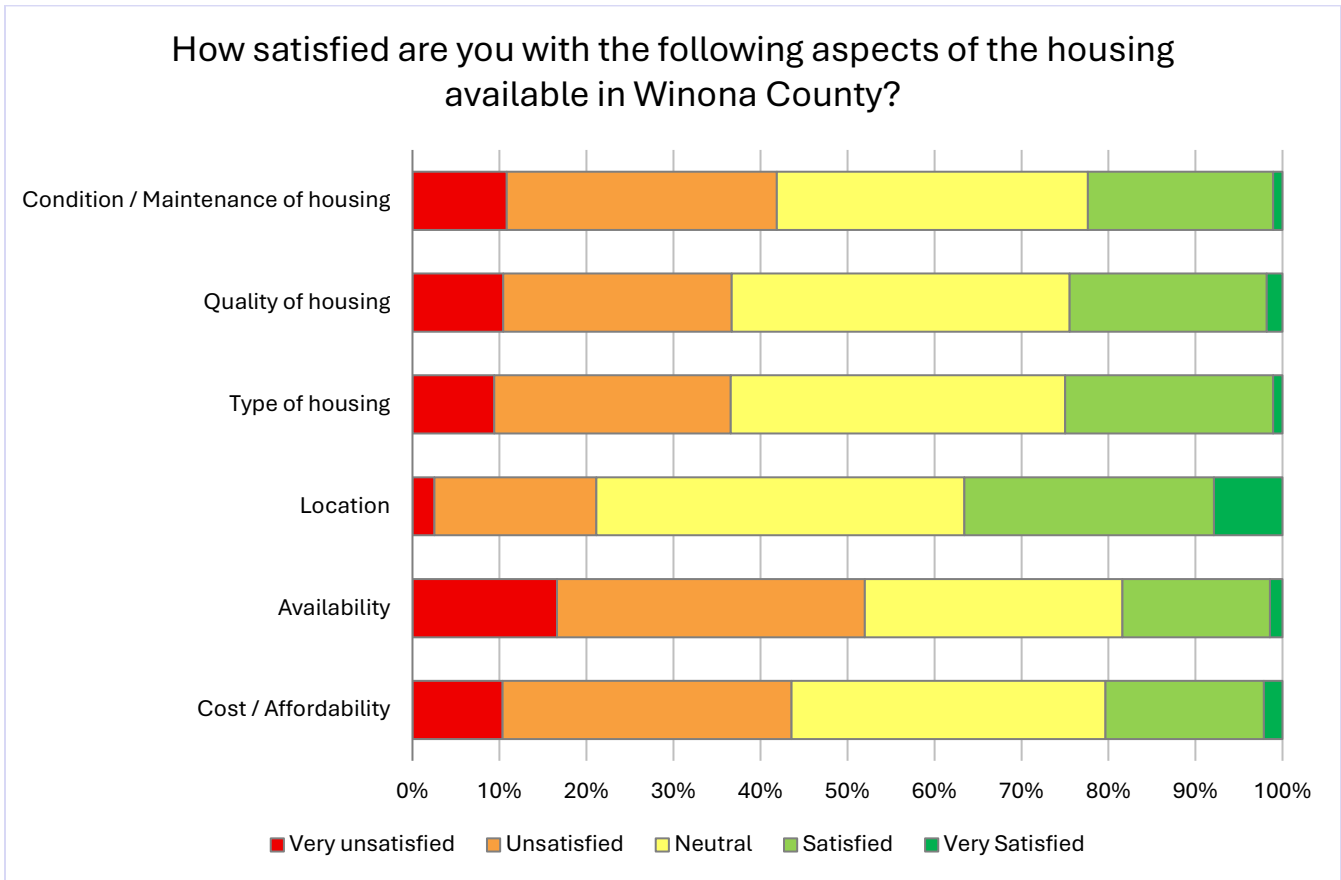
(Q8) Which of the following housing types should Winona County prioritize in future housing development? Select all that apply.



Survey respondents selected affordable housing options as the housing type that should be most prioritized in future development, followed by single-family homes and rural spaces. Both of these categories were selected as a priority for future housing development by more than half of survey respondents. Responses submitted under the “other” option included opposing opinions on affordable housing and how it should be defined and deployed, where housing development should take place (not in the bluffs, near grocery stores), reducing regulations to allow for the renovation of existing properties, and letting the market determine housing types.

A full list of “other” responses is available in Appendix B: “Other” Responses.

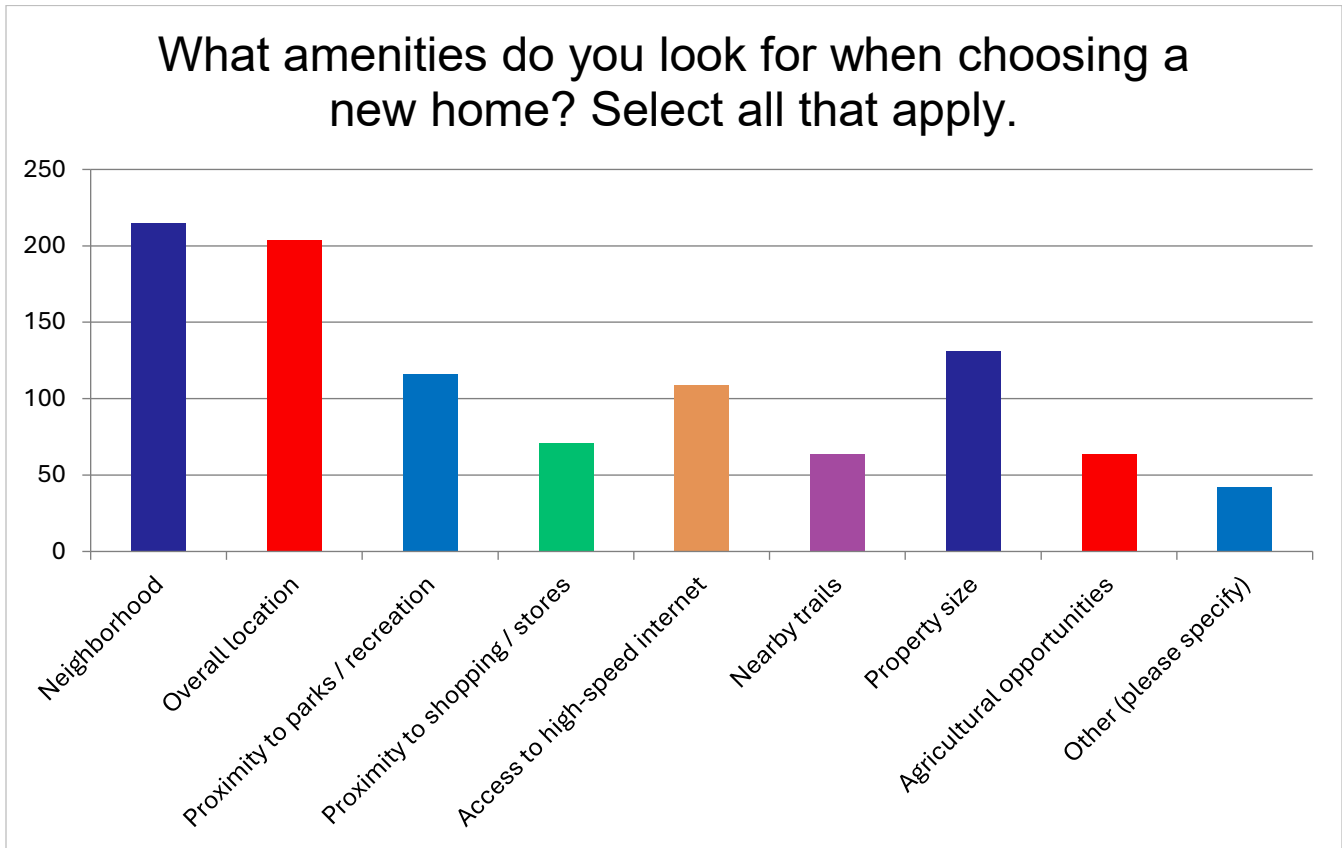
(Q9) How satisfied are you with the following aspects of the housing available in Winona County?



The aspect of housing that respondents are most satisfied with is location. 35.7% of respondents are satisfied or very satisfied with the location of housing. Respondents are least satisfied with the availability and cost/affordability of housing, which is consistent with responses to the previous question: (Q8) Which of the following housing types should Winona County prioritize in future housing development? Select all that apply.

Respondents that selected “unsure” are excluded from this graph and analysis.

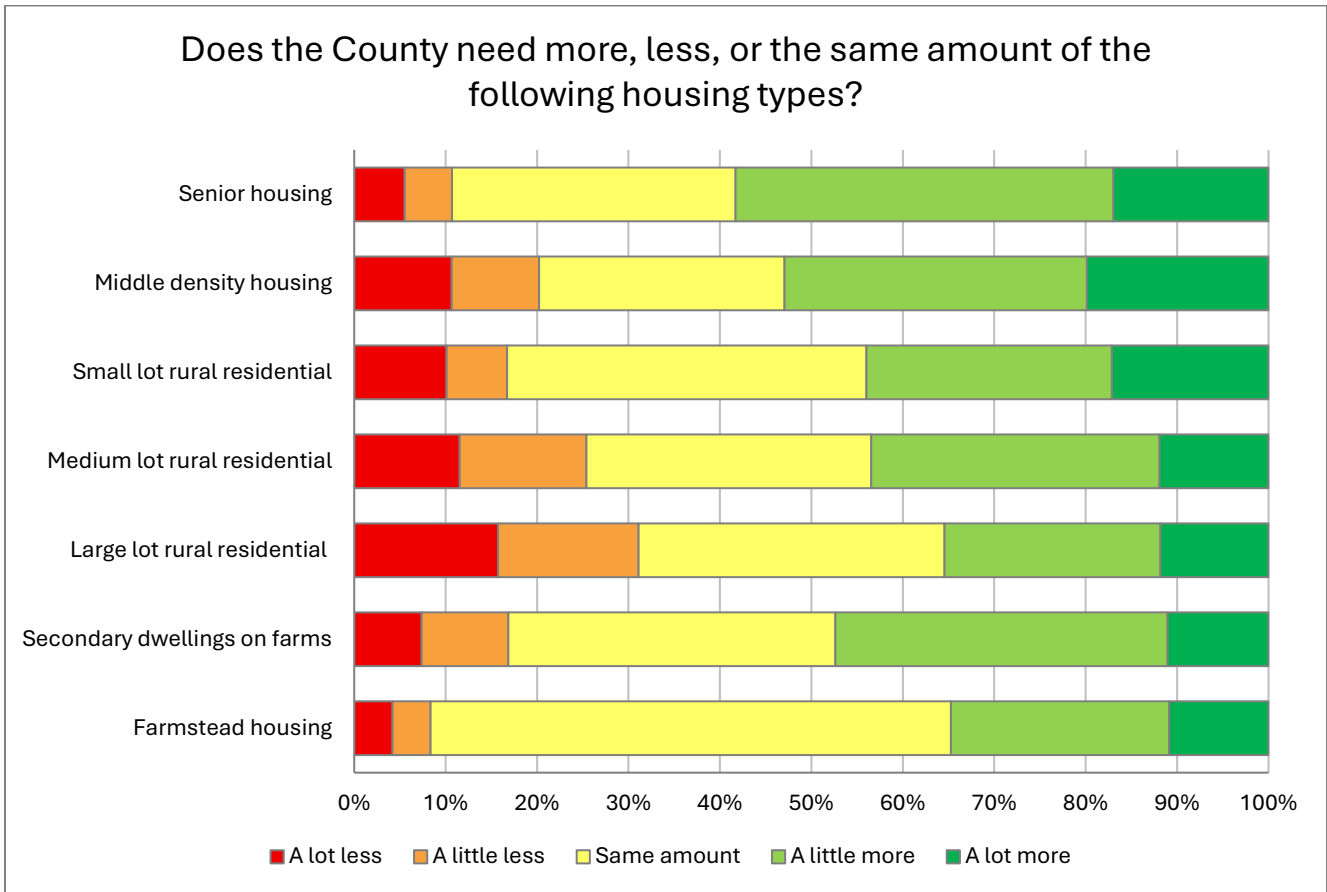
(Q10) What amenities do you look for when choosing a new home? Select all that apply.





Community survey respondents prioritize neighborhood and overall location when choosing a new home. More than 68% of respondents selected each of these amenities. The amenities that survey respondents look for the least are nearby trails and agricultural opportunities. Only 21.6% of respondents selected these amenities. Responses submitted under the “other” option included proximity to employment and schools, the condition of the property and neighboring properties, cost (including taxes), safety, accessibility, and condition of nearby infrastructure.

A full list of “other” responses is available in Appendix B: “Other” Responses.

(Q11) Does the County need more, less, or the same amount of the following housing types?



Descriptions and photos were provided for each housing type listed in the survey. A table with those descriptions and photos is below:

Housing Type and Description (If Provided)	Photo
Senior Housing	
Middle Density Housing (duplexes, townhomes, etc.)	

Small Lot Rural Residential (less than 1 acre)



Medium Lot Rural Residential (1-3 acres)



Large Lot Rural Residential (3 acres or more, not farmland)

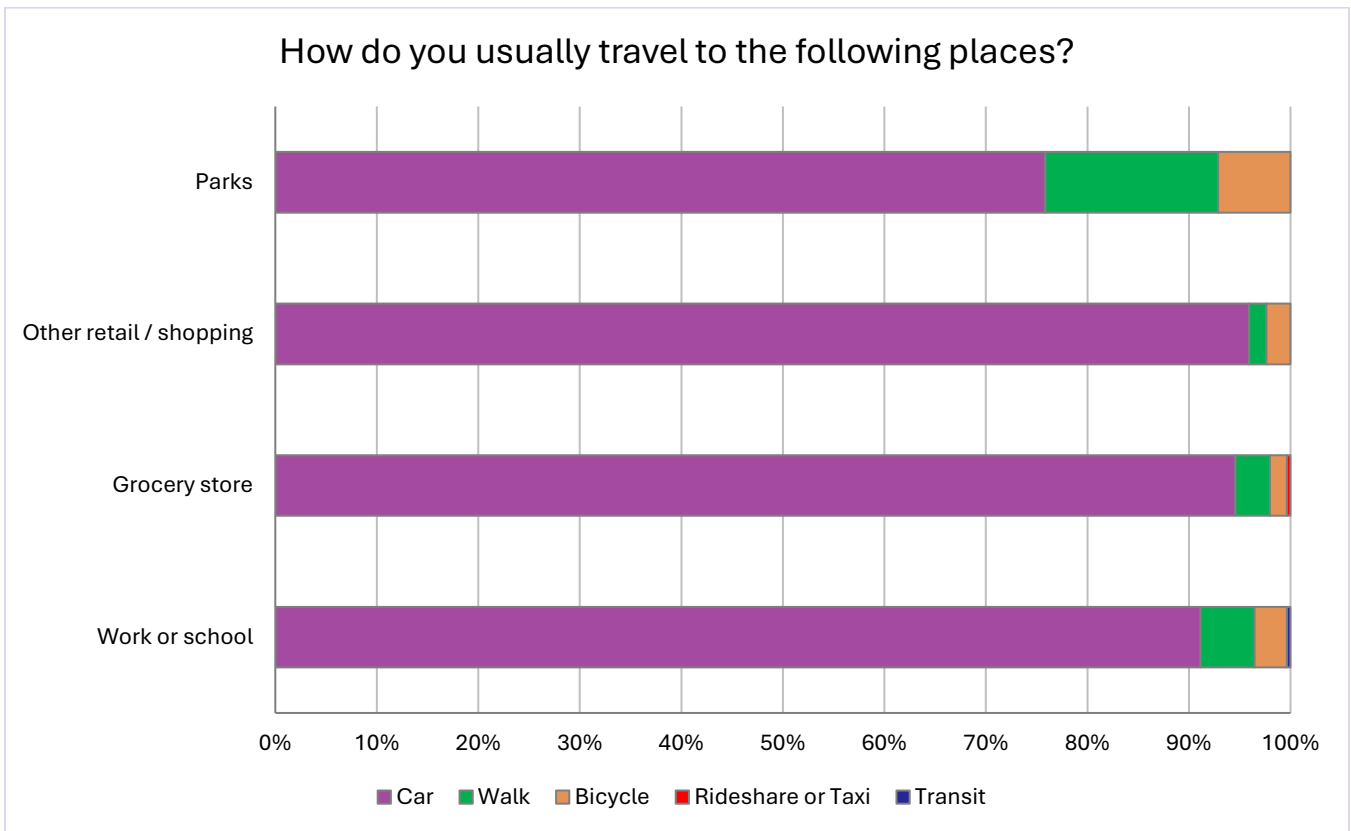


Community survey respondents believe that the county needs more senior housing, followed by middle density housing and secondary dwellings on farms. There were no categories for which a majority of respondents selected “a lot less” or “a little less,” however the housing type that received the most “a lot less” and “a little less” votes was large lot residential. This category was also the least favored in terms of additional housing.

Respondents that selected “unsure” are excluded from this graph and analysis.

# Transportation

(Q12) How do you usually travel to the following places?



Most survey respondents travel to parks, other retail/shopping, grocery stores, and work or school by car. The destination with the largest share of active transportation (walk and bicycle) is parks. Very few respondents regularly use rideshare or taxi or transit to get to their destinations.

(Q13) Is there anything you would like to change about the way that you get around the county? If so, what would need to be done to support that change?

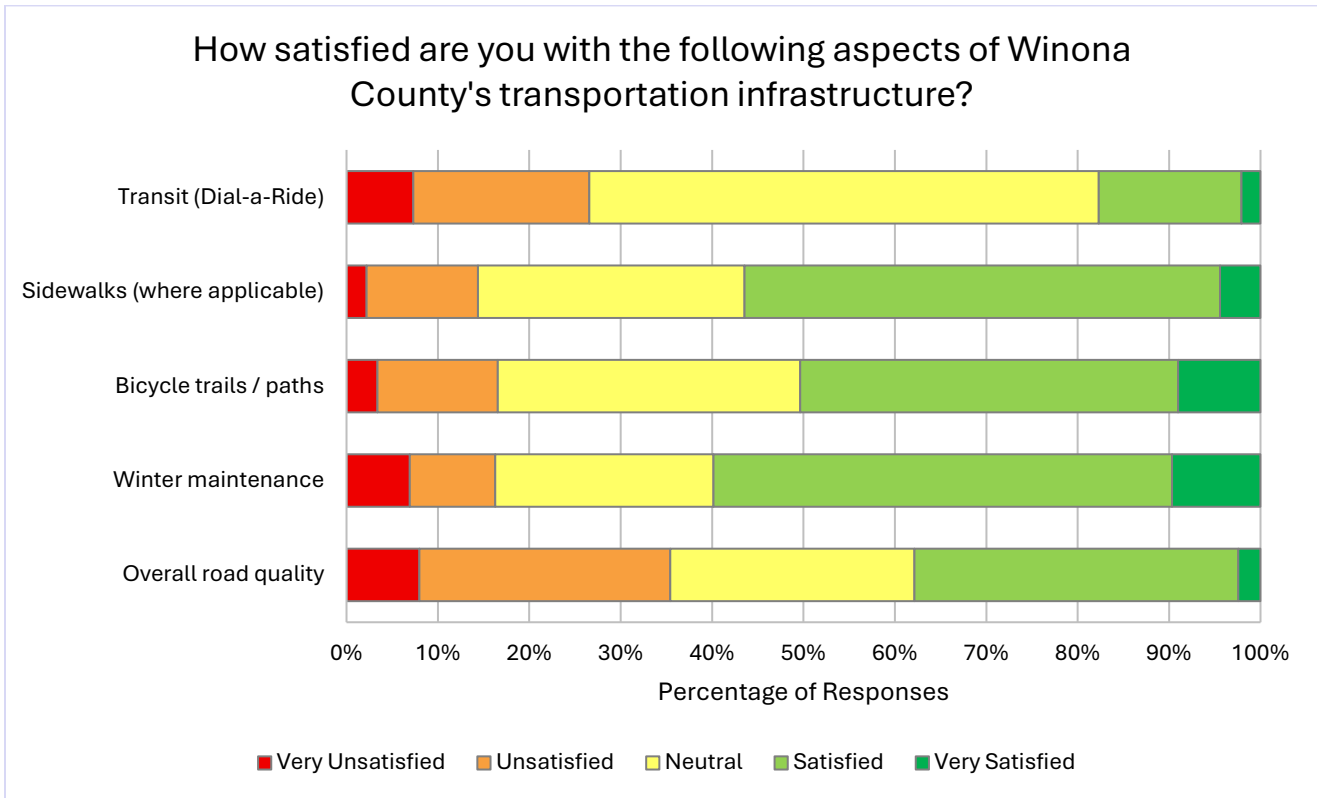


The following themes were prevalent in the answers to this open response question:

- **Bike More/Improve Bicycle Infrastructure:** Existing shoulders are not safe, add protected bike lanes, improve lighting, add and improve bike paths, use bike trails to connect rural towns, pave bike trails
- **Improve County Roads:** Improve pavement quality and roadway configurations
- **Walk More/Improve Pedestrian Infrastructure:** Connect existing sidewalk networks, improve pedestrian street crossings (including Highway 61), encourage walkable development styles
- **Expand and Improve Public Transportation Options:** Expand rural public transportation options, consider public transportation needs of senior residents and residents with disabilities, make fares cheaper or free, expand operating hours, service destinations in rural cities and recreational areas, and provide transit options for events (ex. County Fair)
- **Improve Rideshare Options/Dial-a-Ride:** Additional taxi services, expand dial-a-ride hours, existing rideshare services are not reliable
- **Expand Intercity Transit Options to Destinations Outside of Winona County:** Winona to La Crosse, increase frequency of existing train services, St. Charles to Rochester, Winona County to Twin Cities
- **Expand ATV/UTV Access:** Add ATV/UTV trails and allow ATV/UTV road access
- **Nothing to Change:** Enjoy using personal vehicles , need to use a car for various reasons, feel like it's the best option for rural residents

All responses to this question can be found in Appendix A: All Open Response Answers.

(Q14) How satisfied are you with the following aspects of Winona County's transportation infrastructure?

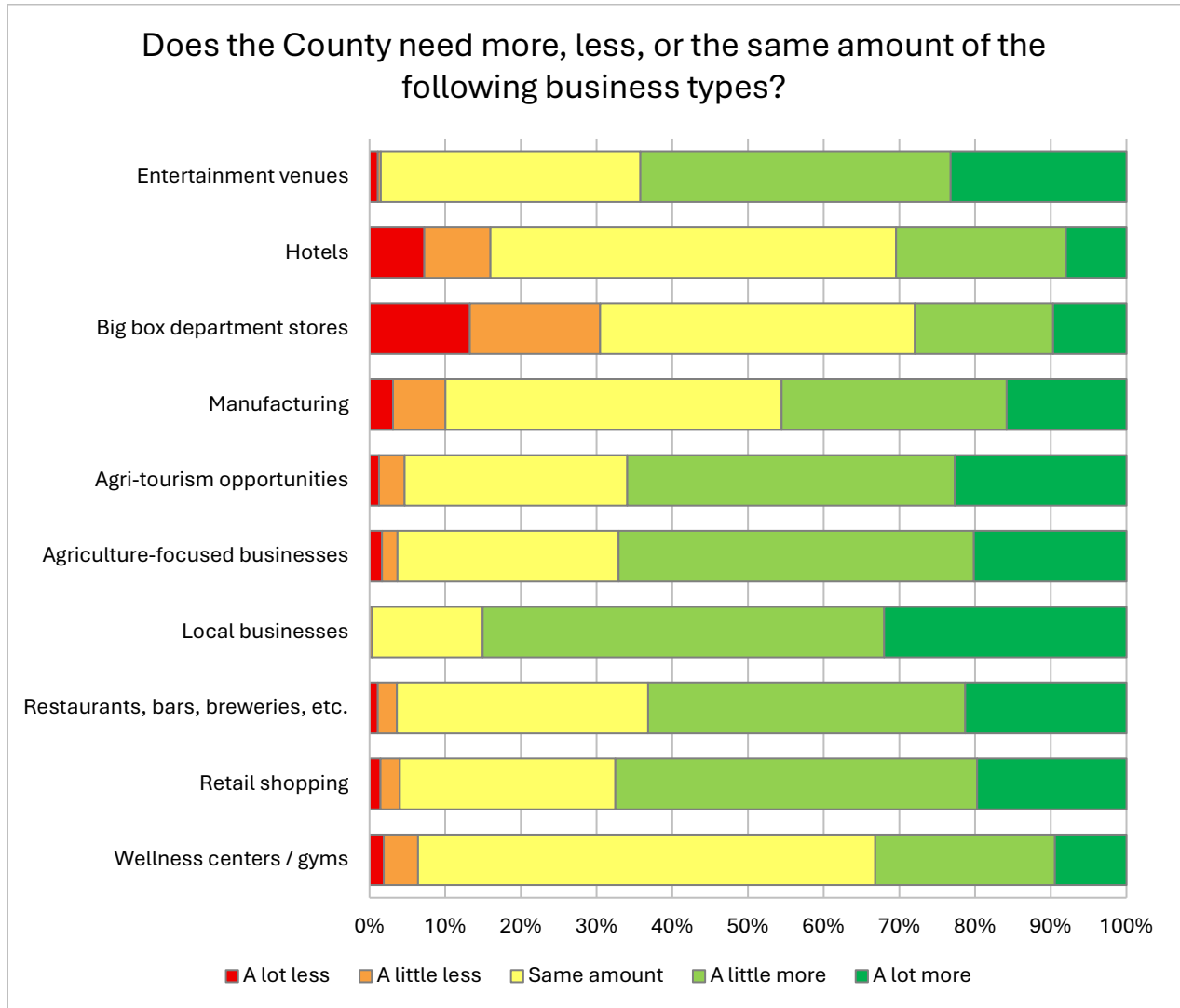


Respondents are most satisfied with winter maintenance and sidewalks in Winona County. More than 50% of respondents are “satisfied” or “very satisfied” with these aspects of transportation. Respondents are least satisfied with transit (dial-a-ride) and overall road quality.

Respondents that selected “unsure” are excluded from this graph and analysis.

## Economic Development

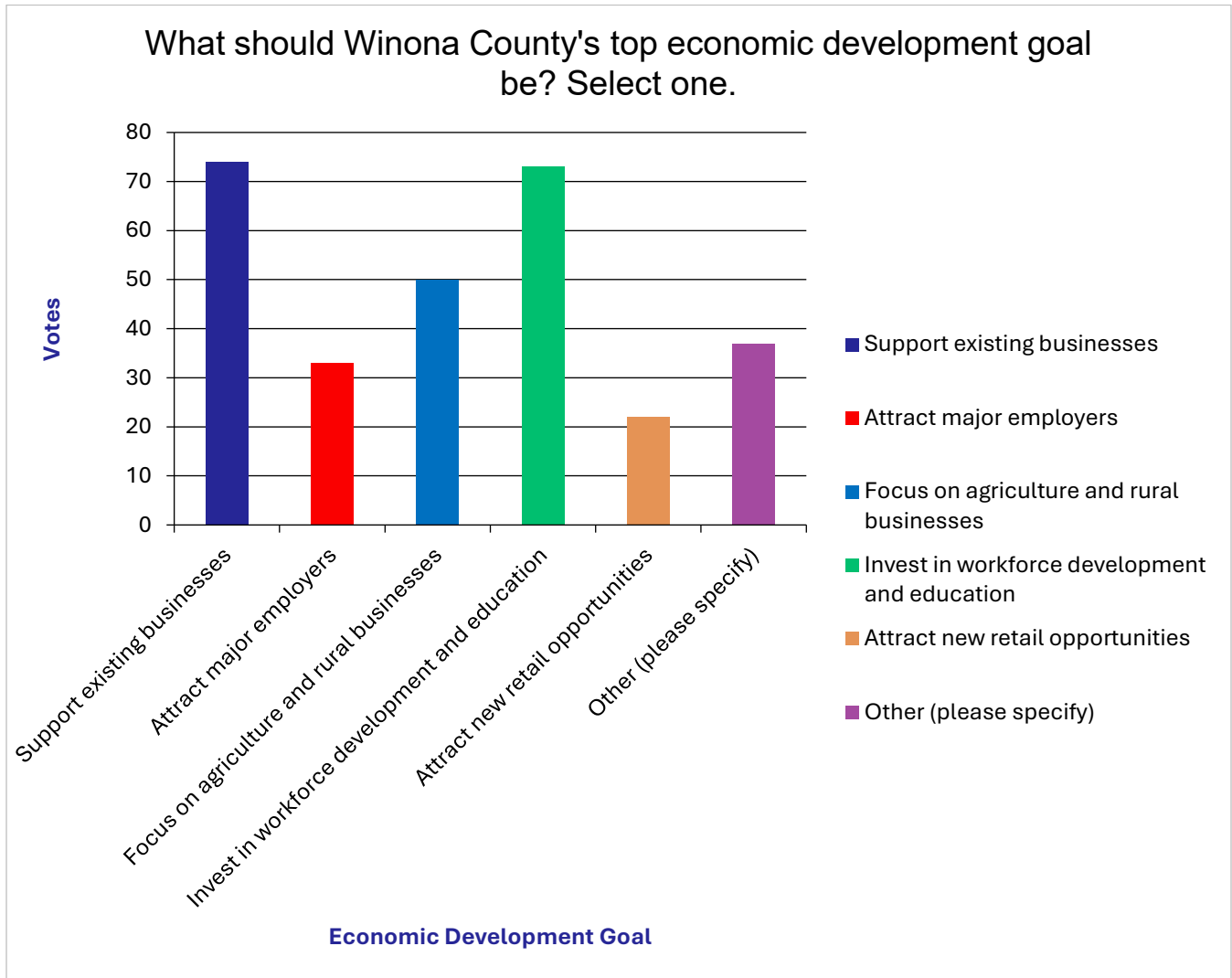
(Q15) Does the county need more, less, or the same amount of the following business types?



Community survey respondents believe that Winona County need more local businesses. 83.9% of respondents selected that the county need “a little more” or “a lot more” local businesses. Big box department stores were least favored by respondents.

Respondents that selected “unsure” are excluded from this graph and analysis.

(Q16) What should Winona County's top economic development goal be?  
Select one.

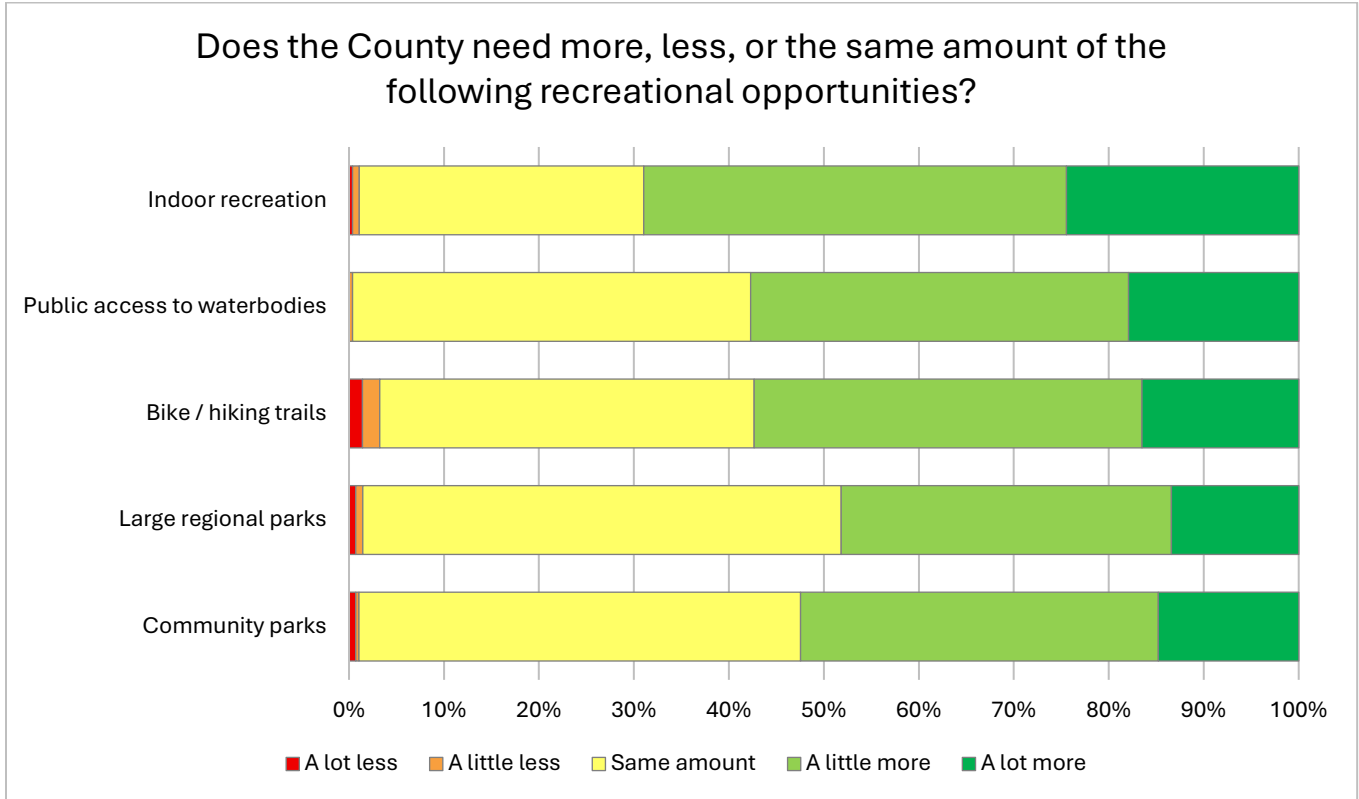


The largest number of respondents selected “supporting existing businesses” and “invest in workforce development and education” as Winona County’s top economic development goals. “Attract new retail opportunities” received the fewest votes. Responses submitted under “other” included prioritizing multiple goals, protecting natural resources, attracting entrepreneurs, and housing development.

A full list of “other” responses is available in Appendix B: “Other” Responses.

## Natural Resources and Recreation

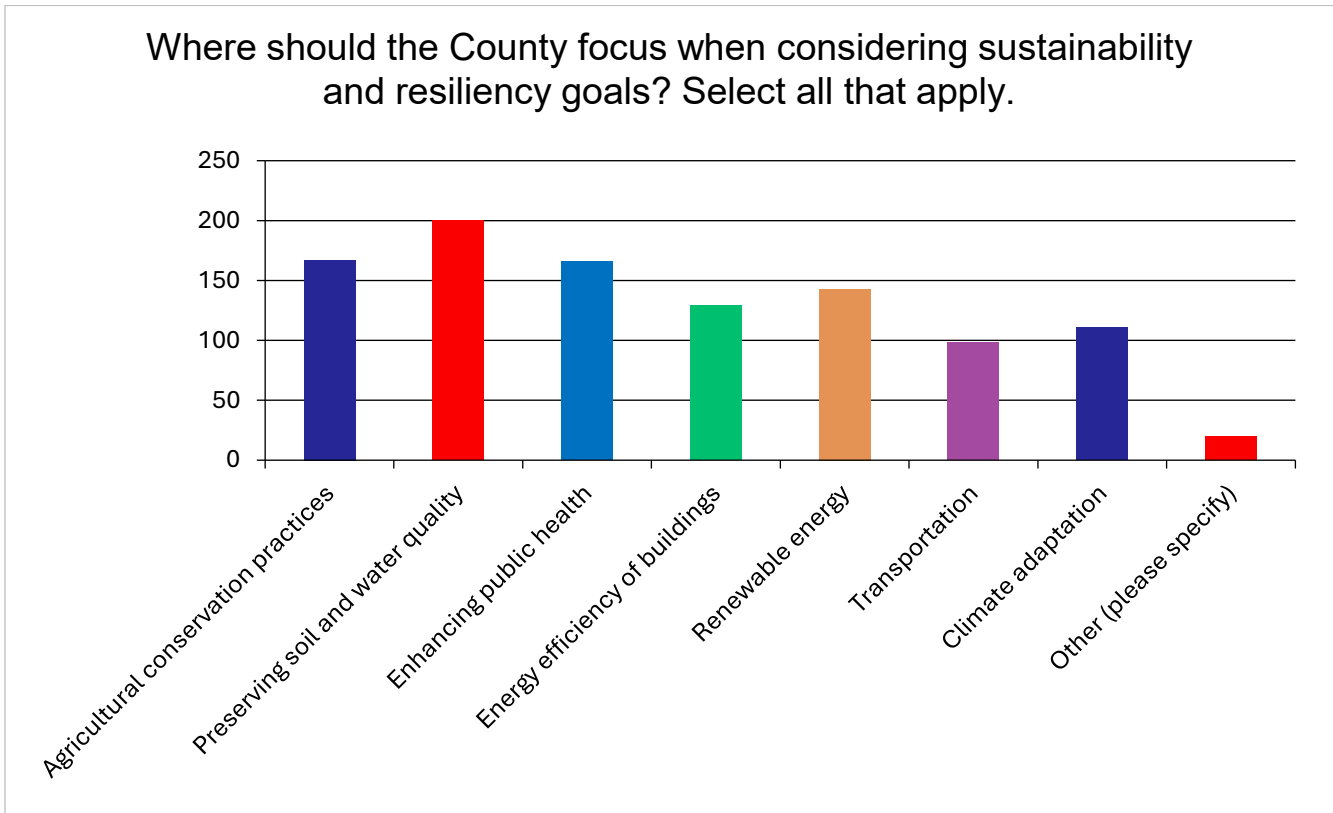
(Q17) Does the county need more, less, or the same amount of the following recreational opportunities?



Over 65% of respondents agree or strongly agree that Winona County needs more indoor recreation opportunities. 50% or more of respondents agree or strongly agree that Winona County needs more public access to waterbodies, bike/hiking trails, and community parks. This indicates that expanding recreational opportunities is important for the Winona County community.

Respondents that selected “unsure” are excluded from this graph and analysis.

(Q18) Where should the County focus when considering sustainability and resiliency goals? Select all that apply.



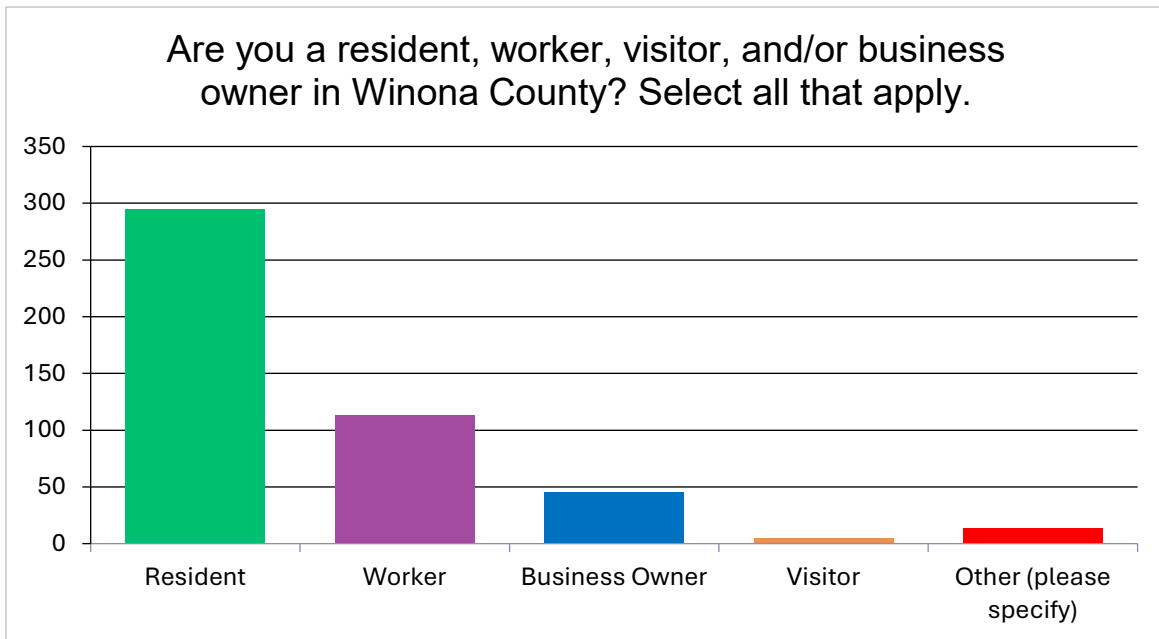
The focus that received the most votes was preserving soil and water quality, followed by agricultural conservation practices, enhancing public health, and renewable energy. All of these focuses were selected by more than 50% of survey respondents. The 20 responses to the “other” option mentioned sewage management, agricultural and soil conservation practices, enhancing recreational and natural spaces, sustainability education, and stormwater management.

A full list of “other” responses is available in Appendix B: “Other” Responses.

## Demographic Questions

The community survey included a series of demographic questions to determine what portions of the Winona County population were reached by the community survey. Experiences and identities influence an individual’s needs and investment priorities. For example, young families have different needs and perspectives than retirees. As part of the community survey, we attempted to gain diverse perspectives, and demographic questions are a method of determining what community perspectives are included in responses.

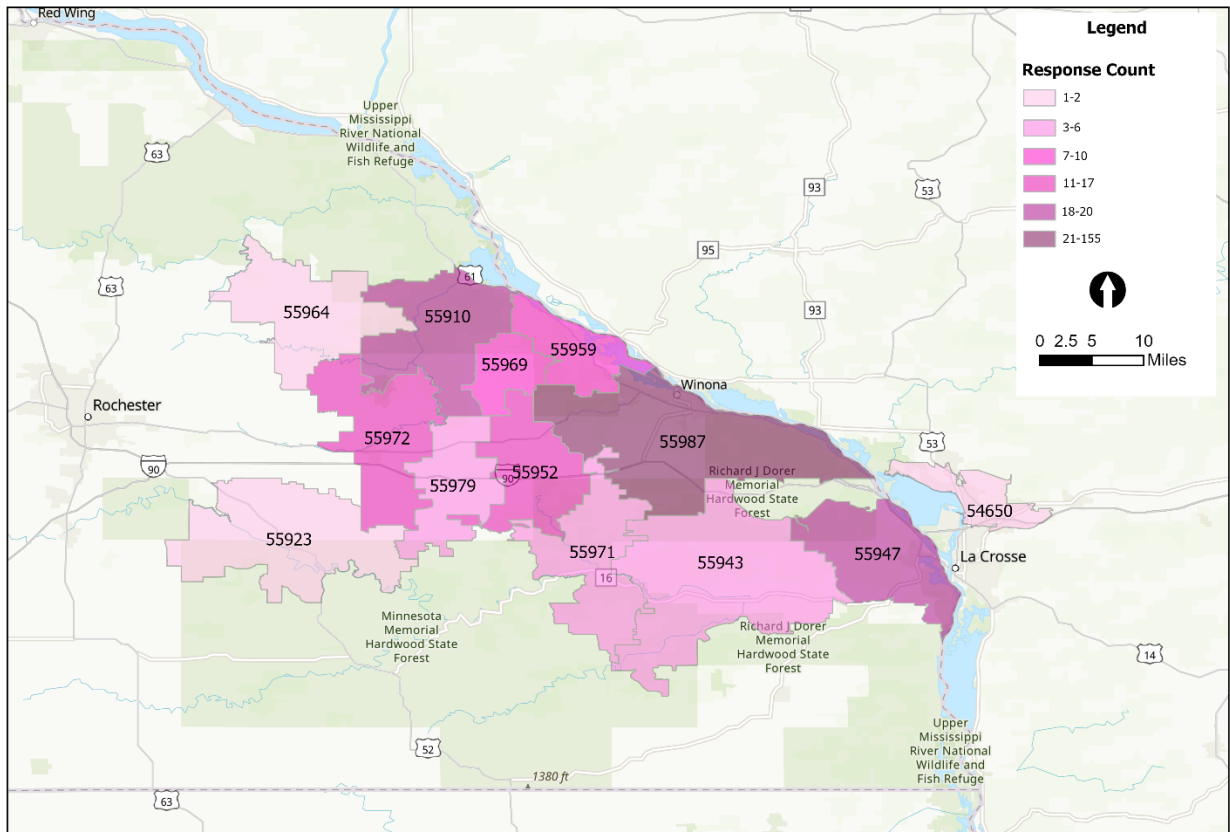
(Q1) Are you a resident, worker, visitor, and/or business owner in Winona County? Select all that apply.



Most survey respondents (94%) were residents of Winona County. 36% of respondents were workers in Winona County. Respondents were able to select multiple answers to best represent their affiliation(s) to the county.

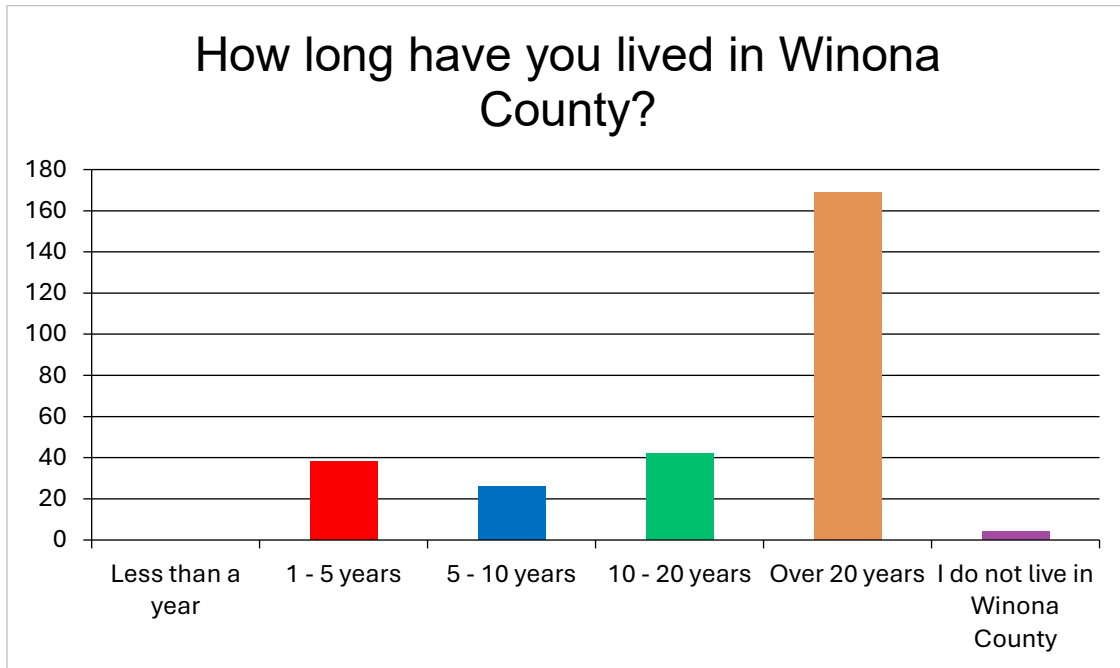
Those that selected “other” included farmers and farm workers, part-time residents, property owners, college students, and volunteers. A full list of “other” responses is available in Appendix B: “Other” Responses.

(Q22) What is your ZIP code?



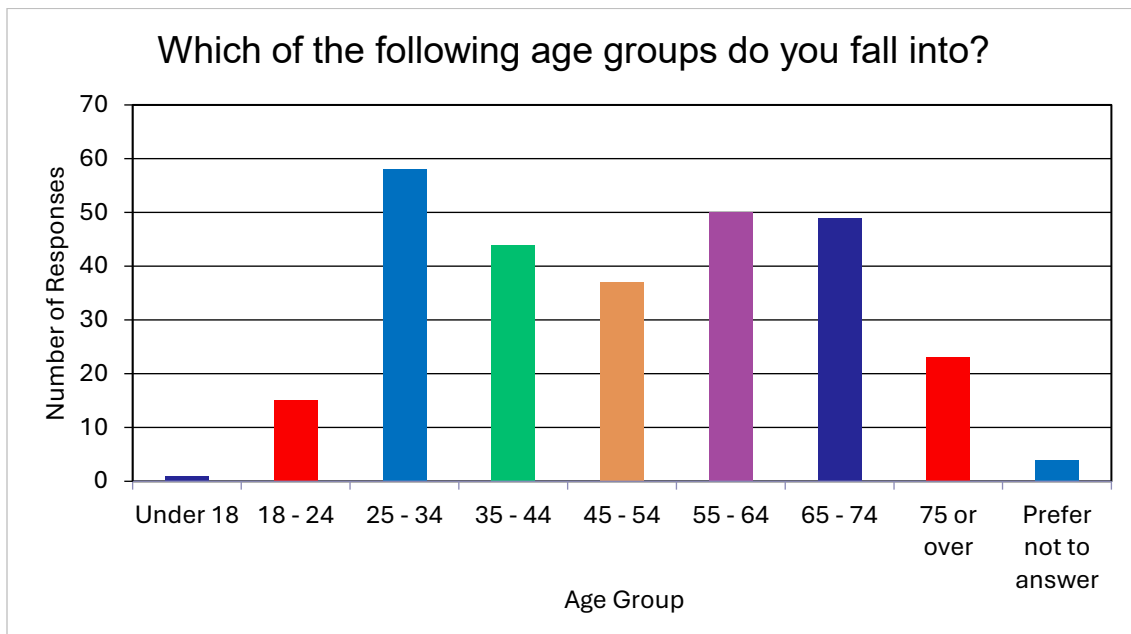
Residents of thirteen different ZIP codes within and near Winona County responded to the community survey. The ZIP code with the most responses (155 responses) was 55987, which includes part or all of the Cities of Goodview, Winona and Stockton, and Wiscoy, Warren, Willsdale, Homer, Richmond, Pleasant Hill, and New Hartford Townships. The only ZIP codes within Winona County for which no responses were received were 55962 or 55925.

(Q23) How long have you lived in Winona County?



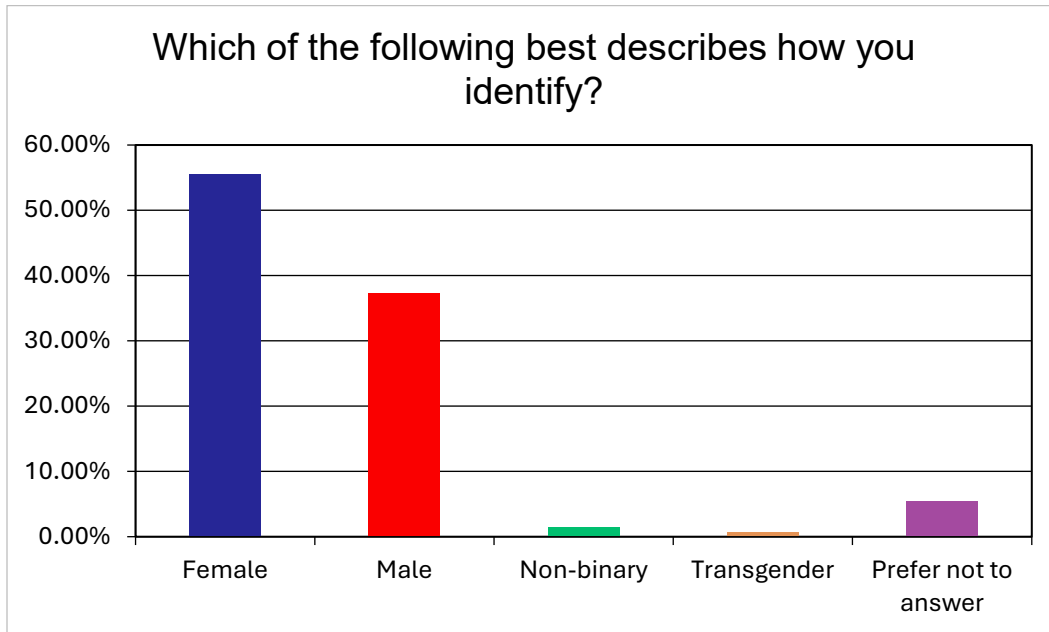
Most community survey respondents have lived in Winona County for over 20 years. No respondents have lived in Winona County for less than a year.

(Q24) Which of the following age groups do you fall into?



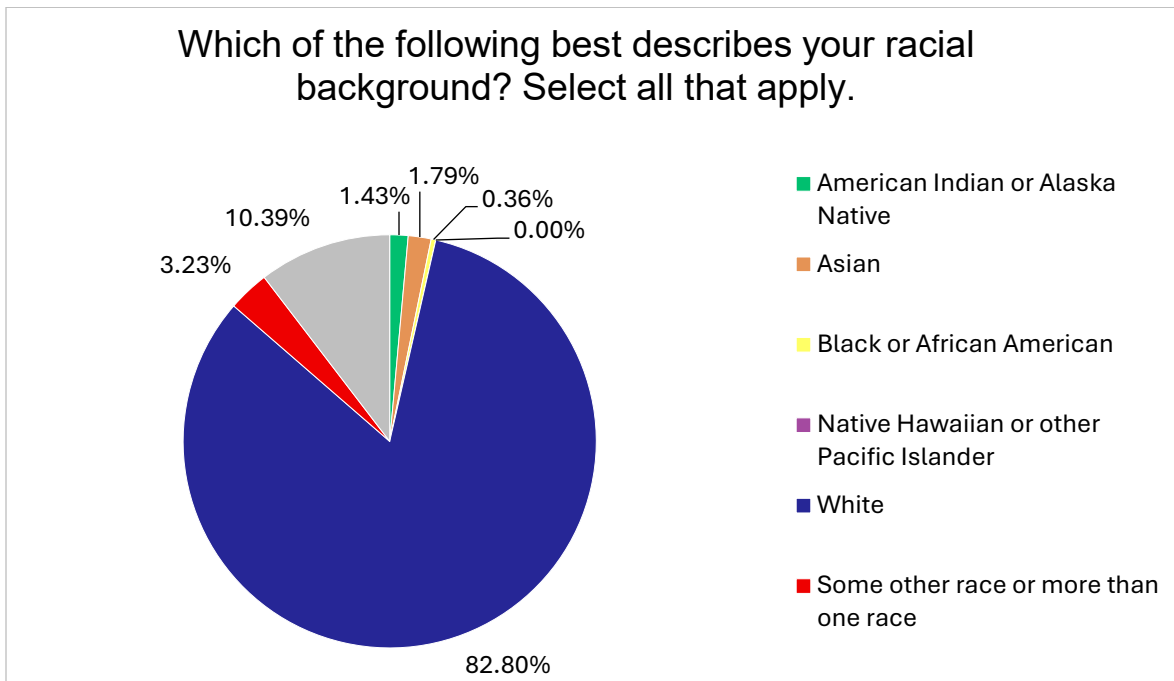
Winona County stakeholders of a variety of ages took the community survey and shared their thoughts on issues and opportunities in Winona County. The most common age group was 25-34 years old, followed by 55-64 years old, and 65-74 years old.

(Q25) Which of the following best describes how you identify?



The most common gender identity of respondents was female (55.6% of respondents). The second most common identity of respondents is male (37.3%).

(Q26) Which of the following best describes your racial background? Select all that apply.



A large majority of community survey respondents identify as white. Other racial identities of respondents are Asian, American Indian or Alaska Native, Black or African American, and some other race or more than one race. 10.4% of respondents preferred not to answer this question.

### (Q27) What city or township do you live in?

Responses to the community survey were received from many different jurisdictions within Winona County, as well as some jurisdictions outside of the county. Responses represented 16 out of 19 townships and 11 out of 13 cities in Winona County. Due to the open response nature of the question and the overlap between names of townships and cities within the county, some jurisdictions were combined when “city” or “township” was missing from the answer (ex. Utica Township or City). The most common places of residence for respondents were the City of Winona, Norton Township and Warren Township.

Note: This question was added to the survey after it was opened. Those who responded to the survey early did not have the opportunity to answer this question. This analysis represents the portion of respondents that answered the question.

Municipality	Number of Respondents
City of Winona	64
Norton Township	12
Warren Township	11
Dresbach Township	10
St. Charles Township or City	8
New Hartford Township	5
Rollingstone Township or City	5
City of Stockton	4
Utica Township or City	4
City of Goodview	3
Hart Township	3
Hillsdale Township	3
Homer Township	3
Mount Vernon Township	3
Richmond Township	3
Wilson Township	3
City of La Crescent	2
City of Lewiston	2
City of Altura	1
City of Dakota	1
Elba Township	1
Minnesota City	1
Onalaska, WI	1

## 2025 Community Survey Results Summary

Saratoga Township	1
Simon	1
Winona County	1
City of Winona/Wilson Township	1
Wiscoy Township	1