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 James Lee, President

**Final Top Line Survey Results  
 Eastern Shore Land Conservancy – August 2008 Survey  
 Sample Size 416 Cecil County Residents  
 Conducted August 25 - September 2, 2008  
 With Comparisons to 2004 Survey**

INTRODUCTION: We are conducting a survey of attitudes and opinions concerning some important issues facing the Eastern Shore today. May we have a few minutes of your time to complete the survey? (Give range of time if asked)

For the purposes of this survey when we refer to the Eastern Shore we are talking specifically about the Upper and Mid Shore counties of Caroline, Dorchester, Kent, Queen Anne's, Cecil [See-sil] and Talbot [Tall-bit]....

Q1. Generally speaking, do you think things in the Eastern Shore are going in the right direction, or do you think things have gotten on the wrong track?

			<u>2004</u>	<u>%Ch</u>
1. Right direction	157	38%	48%	-10
2. Wrong track	168	40%	28%	+12
3. Undecided	90	22%	23%	-1

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Q2. What would you say is the single most important problem facing the Eastern Shore today? That is, the one you would like to see resolved by your state or local elected officials? (DO NOT READ CHOICES – ONE ANSWER ONLY)

			<u>2004</u>	<u>%Ch</u>
1. Taxes	28	07%	15%	-8
2. Drugs/crime/violence	8	02%	00%	+2
3. Economy/jobs/employment	39	09%	08%	+1
4. Growth/development/sprawl	89	21%	26%	-5
5. Transportation/Streets/roads	14	03%	01%	+2
6. Politicians/government	22	05%	03%	+2
7. Open space/farmland preservation	8	02%	02%	--
8. Healthcare/prescription drugs	5	01%	01%	--
9. Medicare/social security	1	00%	00%	--
10. Education/schools	17	04%	06%	-2
11. Morality/family values	6	01%	02%	-1
12. Traffic/parking	5	01%	01%	--
<b>13. Environment/pollution</b>	<b>103</b>	<b>25%</b>	26%	-1
14. Hospital issue/closing	0	00%	--	--
15. Undecided/none	40	10%	11%	-1
16. Other	31	07%	07%	--

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Q3. What would you say is the single most important problem facing your local area today? That is, the one you would like to see resolved by your local elected officials? (DO NOT READ CHOICES – ONE ANSWER ONLY)

			<u>2004</u>	<u>%Ch</u>
1. Taxes	43	10%	06%	+4
2. Drugs/crime/violence	20	05%	01%	+4
3. Economy/jobs/employment	38	09%	09%	--
<b>4. Growth/development/sprawl</b>	<b>106</b>	<b>25%</b>	38%	-13
5. Transportation/Streets/roads	19	05%	05%	--
6. Politicians/government	24	06%	04%	+2
7. Open space/farmland preservation	4	01%	01%	--
8. Healthcare/prescription drugs	2	00%	00%	--
9. Medicare/social security	1	00%	00%	--
10. Education/schools	21	05%	10%	-5
11. Morality/family values	9	02%	02%	--
12. Traffic/parking	5	01%	01%	--
13. Environment/pollution	36	09%	07%	+2
14. Hospital issue/closing	0	00%	--	--
15. Undecided/none	50	12%	12%	--
16. Other	37	09%	04%	+5

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Q4. Generally speaking, would you rate your quality of life in the Eastern Shore as excellent, good, fair or poor?

				<u>2004</u>	<u>%Ch</u>
1. Excellent	122	29%	<b>Total Excellent/Good: 86%</b>	<b>87%</b>	-1
2. Good	239	57%		<b>Total Fair/Poor: 13%</b>	<b>12%</b>
3. Fair	44	11%			
4. Poor	10	02%			

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Q5. When you think about your quality of life today compared to 10 years ago, do you think it has gotten better, gotten worse or remained about the same?

			<u>2004</u>	<u>%Ch</u>
1. Better	124	30%	23%	+7
2. Worse	152	37%	21%	+16
3. Remained same	132	32%	53%	-21
4. Undecided	8	02%	02%	--

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Q6. Which two of the following seven issues do you believe should be the top priorities for your local elected officials? [**ROTATE CHOICES - PROBE FOR TWO ANSWERS**]

			<u>2004</u>	<u>%Ch</u>
<b>148 (36%)</b>	<b>1. Holding the line on taxes</b>		<b>27%</b>	+9
113 (27%)	2. Fighting crime, violence and drugs		21%	+6
106 (26%)	3. Creating new jobs and economic development opportunities		24%	+2
46 (11%)	4. Reducing traffic and solving the area's transportation needs		06%	+5
<b>139 (33%)</b>	<b>5. Better managing growth, development and sprawl</b>		<b>43%</b>	-10
124 (30%)	6. Preserving open space including farmland, parks, and other habitat areas		35%	-5
136 (33%)	7. Improving education		41%	-8
4 (01%)	8. None/other ( <b>DO NOT READ</b> )		00%	+1
2 (00%)	9. Undecided ( <b>DO NOT READ</b> )		01%	-1

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(Rotate Q7-Q8)

Q7. How concerned are you about the pace of growth and development in the Eastern Shore over the next 5 to 10 years – very concerned, somewhat concerned, not very concerned or not at all concerned?

				<u>2004</u>	<u>%Ch</u>
1. Very	227	55%	<b>Total Very/Somewhat: 86%</b>	<b>90%</b>	-4
2. Somewhat	131	31%		<b>Total Not Very/Not At All: 14%</b>	<b>09%</b>
3. Not very	45	11%			
4. Not at all	12	03%			

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Q8. How concerned are you about the loss of farmland and habitat areas in the Eastern Shore – very concerned, somewhat concerned, not very concerned or not at all concerned?

1. Very	272	65%	<b>Total Very/Somewhat: 90%</b>	<u>2004</u>	<u>%Ch</u>
2. Somewhat	103	25%		<b>91%</b>	-1
3. Not very	28	07%	<b>Total Not Very/Not At All: 10%</b>	<b>09%</b>	+1
4. Not at all	13	03%			

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Q9. Do you believe local elected officials should increase or decrease their efforts to preserve open space such as farmland, habitat areas and parks, or should their role remain the same?

			<u>2004</u>	<u>%Ch</u>
1. Increase	310	75%	70%	+5
2. Decrease	14	03%	02%	+1
3. Remain the same	79	19%	23%	-4
4. Undecided	12	03%	05%	-2

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Q10. Do you support or oppose your county's use of public funds for open space preservation, recreation and the protection of natural wildlife habitats in towns, villages and rural areas? (Test intensity – strongly/somewhat support or oppose)

				<u>2004</u>	<u>%Ch</u>
1. Strongly support	178	43%	<b>Total Support: 76%</b>	<b>64%</b>	+12
2. Somewhat support	139	33%		<b>Total Oppose: 16%</b>	<b>25%</b>
3. Strongly oppose	38	09%			
4. Somewhat oppose	29	07%			
5. Undecided	32	08%		12%	-4

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(IF SUPPORT IN Q10, ASK Q11; IF OPPOSE OR UNDECIDED, SKIP TO Q12)

Q11. Since the use of public funds for these purposes requires an investment of tax dollars, how much would you be willing to pay on an annual basis to support these programs – up to \$25 per year, up to \$50, up to \$100, up to \$200 or more than \$200 per year?

**[N=317]**

			<u>2004</u>	<u>%Ch</u>
1. Up to \$25	66	21%	32%	-11
2. Up to \$50	61	19%	22%	-3
3. Up to \$100	66	21%	19%	+2
4. Up to \$200	25	08%	07%	+1
5. More than \$200	17	05%	05%	--
6. Undecided	26	08%	05%	+3
7. Not willing to pay	55	17%	11%	+6

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Q12. Do you favor or oppose policies in the Eastern Shore designed to both encourage new development in and around existing towns and villages, as well as discourage development in the countryside? (Test intensity – strongly/somewhat favor or oppose)

				<u>2004</u>	<u>%Ch</u>
1. Strongly support	160	38%	<b>Total Support: 67%</b>	<b>72%</b>	-5
2. Somewhat support	119	29%	<b>Total Oppose: 24%</b>	<b>21%</b>	+3
3. Strongly oppose	48	12%			
4. Somewhat oppose	51	12%			
5. Undecided	38	09%		07%	+2

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Q13. What impact does promoting the region's agriculture, forestry, fisheries and other natural resources have on jobs and the local economy - a major impact, a minor impact or no impact at all?

1. Major	190	46%
2. Minor	167	40%
3. No Impact	35	09%
4. Undecided	24	06%

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Q14. Have you ever heard of the "Eastern Shore Land Conservancy"?

			<u>2004</u>	<u>%Ch</u>
1. Yes	205	49%	31%	+18
2. No	202	49%	66%	-17
3. Undecided	9	02%	02%	--

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(IF "YES" IN Q14 ASK Q15; IF NO OR UNDECIDED SKIP TO Q17)

Q15. Do you have an opinion of the Eastern Shore Land Conservancy as favorable, unfavorable or do you have no opinion of the organization?

**[N=205]**

			<u>2004</u>	<u>%Ch</u>
1. Favorable	90	44%	43%	+1
2. Unfavorable	11	05%	06%	-1
3. No opinion	102	50%	49%	+1

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Q16a. You just indicated you had a favorable opinion of the Eastern Shore Land Conservancy. In your own words, could you please tell me why? **Verbatim**

Q16b. You just indicated you had an unfavorable opinion of the Eastern Shore Land Conservancy. In your own words, could you please tell me why? **Verbatim**

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Q17. As you may or may not know, the "Eastern Shore 2010 Agreement" is a pact between the six counties in the Middle and Upper Shore and was created to set land use goals on things like the preservation of farmland, controlling growth and development, protecting the environment and improving both transportation alternatives and economic development in the region. How familiar are you with this agreement – very familiar, somewhat familiar, not very familiar or not at all familiar?

1. Very	8	02%	<b>Total Very/Somewhat: 17%</b>	<u>2004</u>	<u>%Ch</u>
2. Somewhat	64	15%		<b>15%</b>	+2
3. Not very	116	28%	<b>Total Not Very/Not At All: 83%</b>	<b>85%</b>	-2
4. Not at all	227	55%			

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Q18. Thinking more specifically about future growth and development in the Eastern Shore....which of the following three statements best represents your viewpoint on this issue? (ROTATE CHOICES)

- 53 (13%) 1. We need to enact a temporary freeze on any new development so the Eastern Shore can have time to adjust, even if it means no new jobs or economic development projects are created, Or...
  - 297 (71%) 2. We need to implement better land use plans that allow for limited development, as well as jobs and economic benefits, but restrict it to appropriate areas that minimize the use of undeveloped land, Or...
  - 52 (13%) 3. We need to ease restrictions on new development and encourage even more commercial or retail development to help create jobs and keep the economy moving, Or...
  - 6 (01%) 4. Undecided (DO NOT READ)
  - 7 (02%) 5. None/other (DO NOT READ)
- 

Now, I would like to read you a series of statements which represent some of the arguments in the debate about how to manage growth and development. After each statement, please tell me if you agree or disagree with each statement? (Test intensity – strongly/somewhat agree or disagree...)

(Q19 – Q22 WILL BE ROTATED)

Q19. Town and county governments should do more to provide public open space for people and to protect large tracts of rural land to keep this land from being developed.

1. Strongly agree	227	55%	<b>Total Agree: 82%</b>	<u>2004</u>	<u>%Ch</u>
2. Somewhat agree	111	27%		<b>83%</b>	-1
3. Strongly disagree	28	07%	<b>Total Disagree: 15%</b>	<b>13%</b>	+2
4. Somewhat disagree	33	08%			
5. Undecided	15	04%		03%	+1

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Q20. Additional residential, commercial and retail development is necessary in the Eastern Shore in order to keep both taxes down and the economy growing in the region.

				<u>2004</u>	<u>%Ch</u>
1. Strongly agree	100	24%	<b>Total Agree: 57%</b>	<b>65%</b>	-8
2. Somewhat agree	135	33%		<b>31%</b>	+6
3. Strongly disagree	81	19%	<b>Total Disagree: 37%</b>		
4. Somewhat disagree	74	18%			
5. Undecided	23	05%		04%	+1
6. Refuse	3	01%		01%	--

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Q21. Further preservation of additional farmland, habitat areas and additional public access to land and water will help improve the quality of life in the region.

				<u>2004</u>	<u>%Ch</u>
1. Strongly agree	225	54%	<b>Total Agree: 84%</b>	<b>81%</b>	+3
2. Somewhat agree	126	30%		<b>16%</b>	-4
3. Strongly disagree	30	07%	<b>Total Disagree: 12%</b>		
4. Somewhat disagree	20	05%			
5. Undecided	12	03%		02%	+1

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Q22. Developers have the same private property rights as everyone else to develop the land they own. Therefore, government does not have the right to apply unreasonable restrictions on them.

				<u>2004</u>	<u>%Ch</u>
1. Strongly agree	69	17%	<b>Total Agree: 35%</b>	<b>19%</b>	+16
2. Somewhat agree	77	18%		<b>77%</b>	-15
3. Strongly disagree	174	42%	<b>Total Disagree: 62%</b>		
4. Somewhat disagree	84	20%			
5. Undecided	10	03%		03%	--

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Q23. Should towns have the right to refuse to accommodate more growth and development, even if it means other parts of the state may then be expected to absorb the increase?

1. Yes	269	65%
2. No	101	24%
3. Undecided	42	10%
4. Refuse	3	01%

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## Thinking more specifically about transportation and land use planning in the Eastern Shore...

Q24. How satisfied are you with your ability to easily get to your destinations when you think about daily commuting either for business or personal reasons – very satisfied, somewhat satisfied or not at all satisfied?

1. Very	128	31%
2. Somewhat	199	48%
3. Not at all	83	20%
4. Undecided	3	01%
5. Refuse	3	01%

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When you think about commuting for business or personal reasons on a daily basis, for each of the following please tell me if you think there is a major need, minor need or no need at all as a way to increase the ease of getting in and around towns on the Eastern Shore?

(Rotate Q25-Q30)

Q25. ...Light rail or train service?

1. Major	225	54%
2. Minor	107	26%
3. No need	73	18%
4. Undecided	8	02%
5. Refuse	3	01%

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Q26. ...Ferry service?

1. Major	81	19%
2. Minor	130	31%
3. No need	167	40%
4. Undecided	35	08%
5. Refuse	3	01%

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Q27. ...Increased use of car or van pools?

1. Major	228	55%
2. Minor	121	29%
3. No need	56	13%
4. Undecided	9	02%
5. Refuse	3	01%

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Q28. ...More bike trails or walking paths?

1. Major	176	42%
2. Minor	163	39%
3. No need	69	17%
4. Undecided	4	01%
5. Refuse	3	01%

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Q29. ...Increased bus service?

1. Major	252	61%
2. Minor	94	23%
3. No need	57	14%
4. Undecided	10	02%
5. Refuse	3	01%

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Q30. ...Build new roads and highways including the expansion of existing roads?

1. Major	113	27%
2. Minor	163	39%
3. No need	129	31%
4. Undecided	7	02%
5. Refuse	4	01%

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Q31. When you think about the factors that influence the type of neighborhood you want to live in, which TWO of the following seven are most important? (ROTATE CHOICES – PROBE FOR TWO ANSWERS)

50 (12%)	1. The size of your house or lot?
106 (25%)	2. Close proximity to services such as the local post office, parks or retail shops?
67 (16%)	3. The ability to walk or bicycle where you want to go?
<b>162 (39%)</b>	<b>4. Being in a good school district?</b>
69 (17%)	5. Closeness to your job?
<b>177 (42%)</b>	<b>6. A rural setting far away from towns and villages?</b>
150 (36%)	7. The neighborhood or neighbors?
14 (03%)	8. Undecided (DO NOT READ)
6 (01%)	9. None/other (DO NOT READ)
3 (01%)	10. Refuse (DO NOT READ)

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Q32. When thinking about your preference for shopping venues, provided the stores were the same would you prefer to shop in a "strip mall" or a "town center"? (ROTATE CHOICES – ONE ANSWER ONLY)

			<u>2004</u>	<u>%Ch</u>
1. Strip mall	120	29%	19%	+10
2. Town center	235	56%	64%	-8

3. Undecided	35	08%	13%	-5
4. Neither	23	06%	02%	+4
5. Refuse	3	01%	03%	-2

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(Rotate Q33-Q35)

Q33. Do you think the access you have to the water front on the Eastern Shore for fishing, boating, swimming or other recreational activities is adequate or inadequate?

1. Adequate	288	69%
2. Inadequate	93	22%
3. Undecided	24	06%
4. None/other	7	02%
5. Refuse	4	01%

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Q34. Do you think the public access you have to natural lands, hiking trails and parks is adequate or inadequate?

1. Adequate	305	73%
2. Inadequate	100	24%
3. Undecided	6	02%
4. Refuse	3	01%

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Q35. Do you support or oppose creation of so-called "green belts" which are protected lands around the outside rim of existing towns and villages to help define the ultimate lines for growth?

1. Strongly support	223	54%	<b>Total Support: 79%</b>
2. Somewhat support	103	25%	
3. Strongly oppose	24	06%	
4. Somewhat oppose	25	06%	
5. Undecided	38	09%	
6. Refuse	3	01%	

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Q36. When you think about the future planning of your town, are you provided with adequate opportunities to offer input to your local elected officials?

1. Yes	215	52%
2. No	155	37%
3. Undecided	27	06%
4. Not applicable	15	04%
5. Refuse	4	01%

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**Now, I just have a few more questions for demographic purposes and then we'll be through...**

Q37. What is your age according to the following brackets: 18 – 29, 30 – 44, 45 – 59, or sixty and over?

			<u>2004</u>	<u>%Ch</u>
1. 18-29	23	06%	04%	+2
2. 30-44	76	18%	20%	-2
3. 45-59	166	40%	42%	-2
4. 60+	139	33%	32%	+1
5. Refuse	11	03%	02%	+1

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Q38. How long have you lived at your primary place of residence – less than 5 years, 5 to 10 years, 11 to 20 years or more than twenty years?

			<u>2004</u>	<u>%Ch</u>
1. Less than 5 years	49	12%	13%	-1
2. 5-10 years	104	25%	26%	-1
3. 11-20 years	110	27%	27%	--
4. More than 20 years	143	34%	32%	+2
5. Refuse	7	02%	02%	--

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Q39. And would you describe your primary residence as being in a village, town, suburban community or rural area? (ONE ANSWER ONLY)

			<u>2004</u>	<u>%Ch</u>
1. Village	13	03%	04%	-1
2. Town	69	17%	13%	+4
3. Suburb	80	19%	22%	-3
4. Rural	242	58%	59%	-1
5. None/other	4	01%	00%	+1
6. Refuse	8	02%	02%	--

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Q40. In which county do you work? (Check all that apply)

1. Caroline	5	01%
2. Cecil	173	41%
3. Dorchester	5	01%
4. Kent	10	02%
5. Queen Anne's	4	01%
6. Talbot	5	01%
7. Western Shore	8	02%
8. Other	124	30%
9. Don't work	124	30%
10. Refuse	10	02%

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Q41. What was your total household income for 2007 according to the following income brackets – less than \$30,000, \$31 to \$50,000, \$51 to \$75,000, \$76,000 - \$100,000 or over \$100,000?

			<u>2004</u>	<u>%Ch</u>
1. Less than \$30,000	33	08%	12%	-4
2. \$31,000 - \$50,000	58	14%	18%	-4

3. \$51,000 - \$75,000	87	21%	20%	+1
4. \$76,000 - \$100,000	63	15%	18%	-3
5. Over \$100,000	98	23%	13%	+10
6. Undecided	7	02%	02%	--
7. Refuse	70	17%	18%	-1

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**THANK YOU FOR YOUR PARTICIPATION IN THE SURVEY. HAVE A GOOD DAY/EVENING**

Gender:

			<u>2004</u>	<u>%Ch</u>
1. Male	216	52%	49%	+3
2. Female	200	48%	51%	-3

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The margin of error for a sample size of 416 is +/-4.79%

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