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**Final Top Line Survey Results  
Eastern Shore Land Conservancy – August 2008 Survey  
Sample Size 225 Caroline 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	80	36%	48%	-12
2. Wrong track	110	49%	36%	+13
3. Undecided	35	16%	16%	--

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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	17	08%	07%	+1
2. Drugs/crime/violence	5	02%	02%	--
3. Economy/jobs/employment	35	16%	14%	+2
<b>4. Growth/development/sprawl</b>	<b>63</b>	<b>28%</b>	22%	+6
5. Transportation/Streets/roads	18	08%	07%	+1
6. Politicians/government	9	04%	04%	--
7. Open space/farmland preservation	3	01%	02%	-1
8. Healthcare/prescription drugs	3	01%	02%	-1
9. Medicare/social security	0	00%	02%	-2
10. Education/schools	6	03%	14%	-11
11. Morality/family values	2	01%	02%	-1
12. Traffic/parking	20	09%	05%	+4
13. Environment/pollution	12	05%	07%	-2
14. Hospital issue/closing	0	00%	--	--
15. Undecided/none	9	04%	07%	-3
16. Other	23	10%	03%	+7

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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	19	08%	14%	-6
2. Drugs/crime/violence	11	05%	04%	+1
3. Economy/jobs/employment	44	20%	19%	+1
<b>4. Growth/development/sprawl</b>	<b>49</b>	<b>22%</b>	17%	+5
5. Transportation/Streets/roads	11	05%	06%	-1
6. Politicians/government	6	03%	04%	-1
7. Open space/farmland preservation	1	00%	01%	-1
8. Healthcare/prescription drugs	2	01%	00%	+1
9. Medicare/social security	1	00%	00%	--
10. Education/schools	15	07%	13%	-6
11. Morality/family values	2	01%	00%	+1
12. Traffic/parking	10	04%	02%	+2
13. Environment/pollution	7	03%	03%	--
14. Hospital issue/closing	1	00%	--	--
15. Undecided/none	20	09%	12%	-3
16. Other	26	12%	05%	+7

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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	77	34%	<b>Total Excellent/Good: 84%</b>	<b>79%</b>	+5
2. Good	112	50%		<b>21%</b>	-6
3. Fair	29	13%	<b>Total Fair/Poor: 15%</b>		
4. Poor	5	02%			
5. Undecided	2	01%		00%	+1

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	69	31%	22%	+9
2. Worse	71	32%	25%	+7
3. Remained same	82	36%	52%	-16
4. Undecided	2	01%	01%	--

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>74</b>	<b>(33%)</b>	<b>1. Holding the line on taxes</b>	32%	+1
45	(20%)	2. Fighting crime, violence and drugs	22%	-2
63	(28%)	3. Creating new jobs and economic development opportunities	33%	-5
33	(15%)	4. Reducing traffic and solving the area's transportation needs	16%	-1
<b>85</b>	<b>(38%)</b>	<b>5. Better managing growth, development and sprawl</b>	29%	+9
65	(29%)	6. Preserving open space including farmland, parks, and other habitat areas	30%	-1
67	(30%)	7. Improving education	36%	-6
4	(02%)	8. Undecided ( <b>DO NOT READ</b> )	00%	+2

(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	119	53%	<b>Total Very/Somewhat: 86%</b>	<b>86%</b>	--
2. Somewhat	74	33%		<b>Total Not Very/Not At All: 13%</b>	<b>14%</b>
3. Not very	12	05%			
4. Not at all	19	08%			

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?

				<u>2004</u>	<u>%Ch</u>
1. Very	117	52%	<b>Total Very/Somewhat: 87%</b>	<b>87%</b>	--
2. Somewhat	79	35%		<b>13%</b>	--
3. Not very	15	07%	<b>Total Not Very/Not At All: 13%</b>		
4. Not at all	14	06%			

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	147	65%	64%	+1
2. Decrease	12	05%	02%	+3
3. Remain the same	54	24%	28%	-4
4. Undecided	10	04%	05%	-1
5. Refuse	2	01%	01%	--

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	99	44%	<b>Total Support: 75%</b>	<b>58%</b>	+17
2. Somewhat support	70	31%		<b>Total Oppose: 18%</b>	<b>33%</b>
3. Strongly oppose	14	06%			
4. Somewhat oppose	28	12%			
5. Undecided	14	06%		09%	-3

(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=169]

			<u>2004</u>	<u>%Ch</u>
1. Up to \$25	49	29%	44%	-15
2. Up to \$50	31	18%	16%	+2
3. Up to \$100	31	18%	18%	--
4. Up to \$200	14	08%	03%	+5
5. More than \$200	9	05%	02%	+3
6. Undecided	12	07%	03%	+4
7. Not willing to pay	21	12%	13%	-1
8. Refuse	2	01%	01%	--

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	73	32%	<b>Total Support: 66%</b>	<b>70%</b>	-4
2. Somewhat support	77	34%		<b>19%</b>	+7
3. Strongly oppose	34	15%			
4. Somewhat oppose	24	11%			
5. Undecided	17	08%		11%	-3

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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	106	47%
2. Minor	81	36%
3. No Impact	17	08%
4. Undecided	21	09%

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

			<u>2004</u>	<u>%Ch</u>
1. Yes	142	63%	41%	+22
2. No	78	35%	57%	-22
3. Undecided	5	02%	01%	+1

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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=142]

			<u>2004</u>	<u>%Ch</u>
1. Favorable	65	46%	44%	+2
2. Unfavorable	14	10%	04%	+6
3. No opinion	63	44%	51%	-7

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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?

				<u>2004</u>	<u>%Ch</u>
1. Very	4	02%	<b>Total Very/Somewhat: 22%</b>	<b>13%</b>	<b>+9</b>
2. Somewhat	45	20%		<b>87%</b>	<b>-9</b>
3. Not very	63	28%	<b>Total Not Very/Not At All: 78%</b>		
4. Not at all	113	50%			

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)

- |     |       |                                                                                                                                                                                                                |
|-----|-------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 34  | (15%) | 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...                   |
| 137 | (61%) | 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  | (23%) | 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...                                             |

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.

				<u>2004</u>	<u>%Ch</u>
1. Strongly agree	105	47%	<b>Total Agree: 78%</b>	<b>77%</b>	<b>+1</b>
2. Somewhat agree	69	31%		<b>Total Disagree: 16%</b>	<b>18%</b>
3. Strongly disagree	14	06%			
4. Somewhat disagree	23	10%			
5. Undecided	14	06%		04%	+2

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	59	26%	<b>Total Agree: 56%</b>	<b>78%</b>	-22
2. Somewhat agree	67	30%		<b>19%</b>	+21
3. Strongly disagree	44	20%	<b>Total Disagree: 40%</b>		
4. Somewhat disagree	44	20%			
5. Undecided	10	04%		02%	+2

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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	107	48%	<b>Total Agree: 81%</b>	<b>74%</b>	+7
2. Somewhat agree	74	33%		<b>22%</b>	-6
3. Strongly disagree	13	06%	<b>Total Disagree: 16%</b>		
4. Somewhat disagree	22	10%			
5. Undecided	9	04%		03%	+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	45	20%	<b>Total Agree: 43%</b>	<b>25%</b>	+18
2. Somewhat agree	51	23%		<b>69%</b>	-16
3. Strongly disagree	77	34%	<b>Total Disagree: 53%</b>		
4. Somewhat disagree	42	19%			
5. Undecided	8	04%		04%	--
6. Refuse	2	01%		02%	-1

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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	144	64%
2. No	67	30%
3. Undecided	13	06%

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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	85	38%
2. Somewhat	93	41%
3. Not at all	42	19%
4. Undecided	4	02%

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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	51	23%
2. Minor	54	24%
3. No need	114	51%
4. Undecided	5	02%

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Q26. ...Ferry service?

1. Major	57	25%
2. Minor	52	23%
3. No need	106	47%
4. Undecided	8	04%
5. Refuse	2	01%

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

1. Major	101	45%
2. Minor	71	32%
3. No need	46	20%
4. Undecided	6	03%

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

11. Major	61	27%
2. Minor	80	36%
3. No need	81	36%
4. Undecided	2	01%

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Q29. ...Increased bus service?

1. Major	111	49%
2. Minor	58	26%
3. No need	52	23%
4. Undecided	3	01%

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

1. Major	88	39%
2. Minor	77	34%
3. No need	54	24%
4. Undecided	5	02%

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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)

30	(13%)	1. The size of your house or lot?
70	(31%)	2. Close proximity to services such as the local post office, parks or retail shops?
32	(14%)	3. The ability to walk or bicycle where you want to go?
74	(33%)	4. Being in a good school district?
37	(16%)	5. Closeness to your job?
<b>98</b>	<b>(44%)</b>	<b>6. A rural setting far away from towns and villages?</b>
<b>80</b>	<b>(36%)</b>	<b>7. The neighborhood or neighbors?</b>
9	(04%)	8. Undecided (DO NOT READ)
3	(01%)	9. None/other (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	66	29%	20%	+9
2. Town center	113	50%	65%	-15
3. Undecided	29	13%	11%	+2
4. Neither	16	07%	02%	+5

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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	188	84%
2. Inadequate	26	12%
3. Undecided	6	03%
4. None/other	3	01%
5. Refuse	2	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	193	86%
2. Inadequate	28	12%
3. Undecided	2	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	95	42%	<b>Total Support: 71%</b>
2. Somewhat support	65	29%	
3. Strongly oppose	19	08%	
4. Somewhat oppose	18	08%	
5. Undecided	27	12%	

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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	139	62%
2. No	60	27%
3. Undecided	13	06%
4. Not applicable	12	05%

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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	4	02%	02%	--
2. 30-44	41	18%	20%	-2
3. 45-59	94	42%	38%	+4
4. 60+	83	37%	38%	-1
5. Refuse	3	01%	02%	-1

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Q37. 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	35	16%	20%	-4
2. 5-10 years	42	19%	18%	+1
3. 11-20 years	54	24%	24%	--
4. More than 20 years	91	40%	36%	+4
5. Refuse	3	01%	02%	-1

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Q38. 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	3	01%	04%	-3
2. Town	53	24%	26%	-2
3. Suburb	19	08%	07%	+1
4. Rural	146	65%	60%	+5
5. Refuse	3	01%	02%	-1

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Q39. In which county do you work? (Check all that apply)

1. Caroline	102	45%
2. Cecil	7	03%
3. Dorchester	10	04%
4. Kent	10	04%
5. Queen Anne's	21	09%
6. Talbot	29	13%
7. Western Shore	6	03%
8. Other	27	12%
9. Don't work	71	32%
10. Refuse	3	01%

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Q40. 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	27	12%	18%	-6
2. \$31,000 - \$50,000	40	18%	21%	-3
3. \$51,000 - \$75,000	40	18%	23%	-5
4. \$76,000 - \$100,000	28	12%	13%	-1
5. Over \$100,000	33	15%	09%	+6
6. Undecided	9	04%	01%	+3
7. Refuse	48	21%	15%	+6

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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	102	45%	47%	-2
2. Female	123	55%	53%	+2

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The margin of error for a sample size of 225 is +/-6.49%

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