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**Final Top Line Survey, Public Results  
 Eastern Shore Land Conservancy – August 2008 Survey  
 Sample Size 1,200 Eastern Shore 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]....

1. 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	459	38%	46%	-8
2. Wrong track	517	43%	35%	+8
3. Undecided	225	19%	19%	--

2. 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	59	05%	04%	+1
2. Drugs/crime/violence	18	01%	01%	--
3. Economy/jobs/employment	164	14%	11%	+3
<b>4. Growth/development/sprawl</b>	<b>306</b>	<b>25%</b>	30%	-5
5. Transportation/Streets/roads	96	08%	02%	+6
6. Politicians/government	41	03%	03%	--
7. Open space/farmland preservation	16	01%	02%	-1
8. Healthcare/prescription drugs	19	02%	01%	+1
9. Medicare/social security	1	00%	00%	--
10. Education/schools	39	03%	07%	-4
11. Morality/family values	10	01%	02%	-1

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12. Traffic/parking	88	07%	05%	+2
13. Environment/pollution	170	14%	17%	-3
14. Hospital issue/closing	3	00%	--	--
15. Undecided/none	75	06%	08%	-2
16. Other	95	08%	07%	+1

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3. 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	81	07%	06%	+1
2. Drugs/crime/violence	42	04%	02%	+2
3. Economy/jobs/employment	177	15%	13%	+2
<b>4. Growth/development/sprawl</b>	<b>332</b>	<b>28%</b>	36%	-8
5. Transportation/Streets/roads	63	05%	03%	+2
6. Politicians/government	44	04%	05%	-1
7. Open space/farmland preservation	10	01%	01%	--
8. Healthcare/prescription drugs	12	01%	00%	+1
9. Medicare/social security	3	00%	00%	--
10. Education/schools	58	05%	09%	-4
11. Morality/family values	14	01%	02%	-1
12. Traffic/parking	57	05%	03%	+2
13. Environment/pollution	71	06%	06%	--
14. Hospital issue/closing	8	01%	--	--
15. Undecided/none	124	10%	09%	+1
16. Other	105	09%	05%	+4

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4. 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	441	37%	<b>Total Excellent/Good: 88%</b>	<b>87%</b>	+1
2. Good	608	51%	<b>Total Fair/Poor: 12%</b>	<b>12%</b>	--
3. Fair	123	10%			
4. Poor	26	02%			

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5. 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	361	30%	24%	+6
2. Worse	389	32%	25%	+7
3. Remained same	409	34%	48%	-14
4. Undecided	36	03%	03%	--

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6. 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>
345 (29%)	1. Holding the line on taxes		23%	+6

244 (20%)	2. Fighting crime, violence and drugs	19%	+1
<b>352 (29%)</b>	<b>3. Creating new jobs and economic development opportunities</b>	29%	--
223 (19%)	4. Reducing traffic and solving the area's transportation needs	13%	+6
<b>466 (39%)</b>	<b>5. Better managing growth, development and sprawl</b>	42%	-3
322 (27%)	6. Preserving open space including farmland, parks, and other habitat areas	33%	-6
348 (29%)	7. Improving education	37%	-8
29 (02%)	8. None/other ( <b>DO NOT READ</b> )	01%	+1
11 (01%)	9. Undecided ( <b>DO NOT READ</b> )	00%	+1

7. 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?

1. Very	687	57%	<b>Total Very/Somewhat: 86%</b>	<u>2004</u>	<u>%Ch</u>
2. Somewhat	353	29%		<b>88%</b>	-2
3. Not very	105	09%	<b>Total Not Very/Not At All: 13%</b>	<b>11%</b>	+2
4. Not at all	46	04%			
5. Undecided	8	01%		01%	--

8. 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	741	62%	<b>Total Very/Somewhat: 89%</b>	<u>2004</u>	<u>%Ch</u>
2. Somewhat	324	27%		<b>89%</b>	--
3. Not very	87	07%	<b>Total Not Very/Not At All: 11%</b>	<b>11%</b>	--
4. Not at all	45	04%			

9. 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	853	71%	65%	+6
2. Decrease	44	04%	04%	--
3. Remain the same	252	21%	26%	-5
4. Undecided	49	04%	05%	-1

10. 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)

1. Strongly support	550	46%	<b>Total Support: 76%</b>	<u>2004</u>	<u>%Ch</u>
2. Somewhat support	363	30%		<b>61%</b>	+15
3. Strongly oppose	113	09%	<b>Total Oppose: 16%</b>	<b>24%</b>	-8
4. Somewhat oppose	80	07%			
5. Undecided	95	08%		12%	-4

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11. 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	453	38%	<b>Total Support: 65%</b>	<b>69%</b>	-4
2. Somewhat support	325	27%	<b>Total Oppose: 27%</b>	<b>22%</b>	+5
3. Strongly oppose	191	16%			
4. Somewhat oppose	133	11%			
5. Undecided	96	08%		09%	-1

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12. 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	601	50%
2. Minor	438	37%
3. No Impact	89	07%
4. Undecided	71	06%

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13. 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)

187	(16%)	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...
794	(66%)	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...
187	(16%)	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...
17	(01%)	4. Undecided (DO NOT READ)
13	(01%)	5. None/other (DO NOT READ)

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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...)

14. 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	629	52%	<b>Total Agree: 78%</b>	<b>77%</b>	+1
2. Somewhat agree	316	26%	<b>Total Disagree: 16%</b>	<b>19%</b>	-3

3. Strongly disagree	87	07%		
4. Somewhat disagree	105	09%		
5. Undecided	56	05%	03%	+2
6. Refuse	6	01%	01%	--

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15. 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.

			<b>Total Agree: 55%</b>	<b>2004</b>	<b>%Ch</b>
1. Strongly agree	294	25%		<b>68%</b>	-13
2. Somewhat agree	364	30%	<b>Total Disagree: 39%</b>	<b>27%</b>	+12
3. Strongly disagree	255	21%			
4. Somewhat disagree	214	18%			
5. Undecided	63	05%		04%	+1
6. Refuse	10	01%		01%	--

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16. 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.

			<b>Total Agree: 83%</b>	<b>2004</b>	<b>%Ch</b>
1. Strongly agree	653	54%		<b>78%</b>	+5
2. Somewhat agree	343	29%	<b>Total Disagree: 13%</b>	<b>19%</b>	-6
3. Strongly disagree	74	06%			
4. Somewhat disagree	83	07%			
5. Undecided	40	03%		02%	+1
6. Refuse	7	01%		01%	--

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17. 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.

			<b>Total Agree: 38%</b>	<b>2004</b>	<b>%Ch</b>
1. Strongly agree	217	18%		<b>20%</b>	+18
2. Somewhat agree	234	20%	<b>Total Disagree: 58%</b>	<b>74%</b>	-16
3. Strongly disagree	483	40%			
4. Somewhat disagree	211	18%			
5. Undecided	42	04%		04%	--
6. Refuse	12	01%		02%	-1

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18. 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	775	65%
2. No	282	24%
3. Undecided	133	11%
4. Refuse	10	01%

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19. 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	318	26%	18%	+8
2. Town center	696	58%	65%	-7
3. Undecided	110	09%	12%	-3
4. Neither	63	05%	02%	+3
5. Refuse	13	01%	03%	-2

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20. 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	623	52%	<b>Total Support: 76%</b>
2. Somewhat support	291	24%	<b>Total Oppose: 13%</b>
3. Strongly oppose	82	07%	
4. Somewhat oppose	74	06%	
5. Undecided	116	10%	
6. Refuse	13	01%	

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

21. 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	43	04%	03%	+1
2. 30-44	199	17%	18%	-1
3. 45-59	457	38%	37%	+1
4. 60+	469	39%	39%	--
5. Refuse	32	03%	03%	--

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22. 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	162	14%	16%	-2
2. 5-10 years	296	25%	27%	-2
3. 11-20 years	289	24%	25%	-1
4. More than 20 years	422	35%	30%	+5
5. Refuse	28	02%	02%	--

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23. 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	66	05%	06%	-1
2. Town	242	20%	21%	-1

3. Suburb	217	18%	20%	-2
4. Rural	635	53%	51%	+2
5. None/other	10	01%	00%	+1
6. Refuse	29	02%	02%	--

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

1. Caroline	73	06%
2. Cecil	187	16%
3. Dorchester	85	07%
4. Kent	83	07%
5. Queen Anne's	104	09%
6. Talbot	163	14%
7. Western Shore	27	02%
8. Other	202	17%
9. Don't work	393	33%
10. Refuse	33	03%

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25. 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	111	09%	12%	-3
2. \$31,000 - \$50,000	174	15%	17%	-2
3. \$51,000 - \$75,000	201	17%	20%	-3
4. \$76,000 - \$100,000	187	16%	16%	--
5. Over \$100,000	250	21%	14%	+7
6. Undecided	31	03%	01%	+2
7. Refuse	246	20%	20%	--

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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	576	48%	47%	+1
2. Female	624	52%	53%	-1

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County Breakdown:

			<u>2004</u>	<u>%Ch</u>
1. Caroline	131	11%	09%	+2
2. Cecil	416	35%	34%	+1
3. Dorchester	148	12%	12%	--
4. Kent	100	08%	07%	+1
5. Queen Anne's	180	15%	19%	-4
6. Talbot	224	19%	19%	--

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The margin of error for a sample size of 1,200 is  $\pm 2.82\%$

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