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**Final Top Line Survey Results
Eastern Shore Land Conservancy – August 2008 Survey
Sample Size 225 Kent 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	88	39%	52%	-13
2. Wrong track	87	39%	30%	+9
3. Undecided	50	22%	18%	+4

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	7	03%	02%	+1
2. Drugs/crime/violence	4	02%	01%	+1
3. Economy/jobs/employment	40	18%	19%	-1
4. Growth/development/sprawl	57	25%	25%	--
5. Transportation/Streets/roads	11	05%	00%	+5
6. Politicians/government	4	02%	04%	-2
7. Open space/farmland preservation	1	00%	02%	-2
8. Healthcare/prescription drugs	3	01%	00%	+1
9. Medicare/social security	1	00%	01%	-1
10. Education/schools	17	08%	06%	+2
11. Morality/family values	1	00%	02%	-2
12. Traffic/parking	9	04%	03%	+1
13. Environment/pollution	28	12%	20%	-8
14. Hospital issue/closing	0	00%	--	--
15. Undecided/none	16	07%	10%	-3
16. Other	26	12%	05%	+7

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	16	07%	02%	+5
2. Drugs/crime/violence	9	04%	02%	+2
3. Economy/jobs/employment	42	19%	26%	-7
4. Growth/development/sprawl	54	24%	22%	+2
5. Transportation/Streets/roads	9	04%	01%	+3
6. Politicians/government	6	03%	03%	--
7. Open space/farmland preservation	2	01%	03%	-2
8. Healthcare/prescription drugs	1	00%	01%	-1
9. Medicare/social security	1	00%	01%	-1
10. Education/schools	25	11%	14%	-3
11. Morality/family values	2	01%	01%	--
12. Traffic/parking	7	03%	02%	+1
13. Environment/pollution	9	04%	11%	-7
14. Hospital issue/closing	0	00%	--	--
15. Undecided/none	20	09%	08%	+1
16. Other	22	10%	03%	+7

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	100	44%	Total Excellent/Good: 87%	88%	-1
2. Good	96	43%		10%	+3
3. Fair	26	12%	Total Fair/Poor: 13%		
4. Poor	3	01%			

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	75	33%	21%	+12
2. Worse	42	19%	17%	+2
3. Remained same	92	41%	60%	-19
4. Undecided	15	07%	02%	+5

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>
50 (22%)	1. Holding the line on taxes		17%	+5
42 (19%)	2. Fighting crime, violence and drugs		20%	-1
72 (32%)	3. Creating new jobs and economic development opportunities		41%	-9
24 (11%)	4. Reducing traffic and solving the area's transportation needs		08%	+3
77 (34%)	5. Better managing growth, development and sprawl		38%	-4
71 (32%)	6. Preserving open space including farmland, parks, and other habitat areas		38%	-6
87 (39%)	7. Improving education		32%	+7
2 (01%)	8. None/other (DO NOT READ)		01%	--
9 (04%)	9. Undecided (DO NOT READ)		01%	+3

(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	142	63%	Total Very/Somewhat: 88%	90%	-2
2. Somewhat	56	25%		09%	+1
3. Not very	13	06%	Total Not Very/Not At All: 10%		
4. Not at all	10	04%			
5. Undecided	3	01%		01%	--

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	151	67%	Total Very/Somewhat: 91%	88%	+3
2. Somewhat	53	24%		12%	-4
3. Not very	11	05%	Total Not Very/Not At All: 08%		
4. Not at all	7	03%			

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?

			2004	%Ch
1. Increase	162	72%	56%	+16
2. Decrease	8	04%	02%	+2
3. Remain the same	46	20%	38%	-18
4. Undecided	9	04%	03%	+1

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)

			2004	%Ch
1. Strongly support	114	51%	Total Support: 85%	61% +24
2. Somewhat support	77	34%	Total Oppose: 10%	26% -16
3. Strongly oppose	13	06%		
4. Somewhat oppose	8	04%		
5. Undecided	13	06%		13% -7

(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=191]

			2004	%Ch
1. Up to \$25	45	24%	32%	-8
2. Up to \$50	28	15%	25%	-10
3. Up to \$100	39	20%	14%	+6
4. Up to \$200	19	10%	09%	+1
5. More than \$200	14	07%	03%	+4
6. Undecided	22	12%	07%	+5
7. Not willing to pay	22	12%	10%	+2
8. Refuse	2	01%	00%	+1

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	89	40%	Total Support: 73%	73%	--
2. Somewhat support	75	33%		Total Oppose: 21%	19%
3. Strongly oppose	39	17%			
4. Somewhat oppose	9	04%			
5. Undecided	12	05%		08%	-3

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	130	58%
2. Minor	62	28%
3. No Impact	20	09%
4. Undecided	13	06%

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

			<u>2004</u>	<u>%Ch</u>
1. Yes	177	79%	62%	+17
2. No	47	21%	36%	-15

(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=177]

			<u>2004</u>	<u>%Ch</u>
1. Favorable	101	57%	52%	+5
2. Unfavorable	15	08%	04%	+4
3. No opinion	61	34%	41%	-7

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**

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	12	05%	Total Very/Somewhat: 27%	18%	+9
2. Somewhat	49	22%		82%	-9
3. Not very	76	34%	Total Not Very/Not At All: 73%		
4. Not at all	88	39%			

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)

37	(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...
150	(67%)	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...
33	(15%)	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...
3	(01%)	4. Undecided (DO NOT READ)
2	(01%)	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.

				<u>2004</u>	<u>%Ch</u>
1. Strongly agree	119	53%	Total Agree: 85%	77%	+8
2. Somewhat agree	71	32%		Total Disagree: 13%	15%
3. Strongly disagree	12	05%			
4. Somewhat disagree	19	08%			
5. Undecided	3	01%		05%	-4

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	46	20%	Total Agree: 60%	70%	-10
2. Somewhat agree	90	40%		22%	+10
3. Strongly disagree	34	15%	Total Disagree: 32%		
4. Somewhat disagree	38	17%			
5. Undecided	15	07%		05%	+2
6. Refuse	2	01%		03%	-2

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	131	58%	Total Agree: 83%	77%	+6
2. Somewhat agree	56	25%		16%	-3
3. Strongly disagree	9	04%	Total Disagree: 13%		
4. Somewhat disagree	20	09%			
5. Undecided	8	04%		03%	+1

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	32	14%	Total Agree: 30%	16%	+14
2. Somewhat agree	37	16%		80%	-18
3. Strongly disagree	97	43%	Total Disagree: 62%		
4. Somewhat disagree	43	19%			
5. Undecided	13	06%		02%	+4
6. Refuse	3	01%		02%	-1

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	149	66%
2. No	51	23%
3. Undecided	23	10%
4. Refuse	2	01%

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	103	46%
2. Somewhat	83	37%
3. Not at all	32	14%
4. Undecided	6	03%

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	59	26%
2. Minor	47	21%
3. No need	115	51%
4. Undecided	3	01%

Q26. ...Ferry service?

1. Major	56	25%
2. Minor	67	30%
3. No need	95	42%
4. Undecided	6	03%

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

1. Major	94	42%
2. Minor	80	36%
3. No need	44	20%
4. Undecided	6	03%

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

1. Major	100	44%
2. Minor	67	30%
3. No need	55	24%
4. Refuse	2	01%

Q29. ...Increased bus service?

1. Major	117	52%
2. Minor	58	26%
3. No need	44	20%
4. Undecided	5	02%

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

1. Major	37	16%
2. Minor	90	40%
3. No need	94	42%
4. Undecided	3	01%

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)

20	(09%)	1. The size of your house or lot?
88	(39%)	2. Close proximity to services such as the local post office, parks or retail shops?
50	(22%)	3. The ability to walk or bicycle where you want to go?
70	(31%)	4. Being in a good school district?
28	(12%)	5. Closeness to your job?
74	(33%)	6. A rural setting far away from towns and villages?
88	(39%)	7. The neighborhood or neighbors?
7	(03%)	8. Undecided (DO NOT READ)
3	(01%)	9. None/other (DO NOT READ)
3	(01%)	10. Refuse (DO NOT READ)

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	58	26%	14%	+12
2. Town center	130	58%	67%	-9
3. Undecided	19	08%	16%	-8
4. Neither	14	06%	01%	+5
5. Refuse	4	02%	02%	--

(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	185	82%
2. Inadequate	32	14%

3. Undecided	4	02%
4. Refuse	4	02%

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

1. Adequate	151	67%
2. Inadequate	60	27%
3. Undecided	9	04%
4. Refuse	4	02%

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	121	54%	Total Support: 78%
2. Somewhat support	55	24%	
3. Strongly oppose	14	06%	
4. Somewhat oppose	14	06%	
5. Undecided	17	08%	
6. Refuse	4	02%	

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	167	74%
2. No	42	19%
3. Undecided	11	05%
4. Refuse	4	02%

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	8	04%	03%	+1
2. 30-44	39	17%	18%	-1
3. 45-59	71	32%	31%	+1
4. 60+	101	45%	46%	-1
5. Refuse	6	03%	02%	+1

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	29	13%	17%	-4

2. 5-10 years	58	26%	23%	+3
3. 11-20 years	52	23%	24%	-1
4. More than 20 years	81	36%	34%	+2
5. Refuse	5	02%	02%	--

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	25	11%	09%	+2
2. Town	63	28%	30%	-2
3. Suburb	18	08%	08%	--
4. Rural	113	50%	50%	--
5. Refuse	5	02%	03%	-1

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

1. Caroline	1	00%
2. Cecil	7	03%
3. Dorchester	1	00%
4. Kent	132	59%
5. Queen Anne's	10	04%
6. Talbot	2	01%
7. Western Shore	1	00%
8. Other	16	07%
9. Don't work	68	30%
10. Refuse	5	02%

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	25	11%	14%	-3
2. \$31,000 - \$50,000	36	16%	21%	-5
3. \$51,000 - \$75,000	43	19%	19%	--
4. \$76,000 - \$100,000	38	17%	15%	+2
5. Over \$100,000	36	16%	11%	+5
6. Undecided	6	03%	03%	--
7. Refuse	41	18%	17%	+1

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

Gender:

			<u>2004</u>	<u>%Ch</u>
1. Male	94	42%	45%	-3
2. Female	131	58%	55%	+3

The margin of error for a sample size of 225 is $\pm 6.47\%$
