



Top Line Survey Results
Eastern Shore Land Conservancy ~ Voter Attitude Survey
Conducted September 7-20, 2026
Sample Size: 250 Likely Voters
[Kent County]

TOP LINE RESULTS AND QUESTIONNAIRE

ESLC

Good morning/afternoon/evening, my name is (YOUR FIRST NAME). I am calling on behalf of Susquehanna Polling and Research, a public opinion research firm. May I speak to (name on list) or another registered voter in your household? (If name on list or other voter is not available, TERMINATE CALL).

INTRODUCTION: We are conducting a survey of attitudes and opinions concerning some important issues facing the Eastern Shore today. May I have a few minutes of your time to complete the survey?

Great, thank you...

Q1. What is the single most important problem facing the Eastern Shore today? That is, the one that concerns you the most on a daily basis? (UNAIDED – DO NOT READ – ONE ANSWER ONLY)
(Answers are in Alpha Order):

- | | | |
|----|-------|---|
| 8 | (03%) | 1. Bay Bridge/Crossing construction project |
| 18 | (07%) | 2. Crime/public safety |
| 16 | (06%) | 3. Data center development |
| 14 | (05%) | 4. Economy/jobs/unemployment |
| 7 | (03%) | 5. Education/schools |
| 32 | (13%) | 6. Environment/water pollution |
| 2 | (01%) | 7. Immigration |
| 1 | (01%) | 8. Insurance (health care) |
| 20 | (08%) | 9. Inflation/gasoline prices |
| 3 | (01%) | 10. Neighborhoods/Housing |
| 6 | (02%) | 11. Open space/farmland preservation |
| 13 | (05%) | 12. Politicians/government |
| 10 | (04%) | 13. Roads/highway conditions |
| 15 | (06%) | 14. Suburban sprawl/development |
| 17 | (07%) | 15. Taxes (property) |

8	(03%)	16. Taxes (other)
27	(11%)	17. Traffic
0	(00%)	18. Transportation/infrastructure
6	(03%)	19. Other (verbatim)
29	(12%)	20. Not Sure

Q2. How important are working farms, open space, and scenic landscapes to the Eastern Shore's economy and quality of life – very important, somewhat important or not at all important?

1. Very important	210	84%
2. Somewhat important	33	13%
3. Not at all important	4	02%
4. Not Sure	3	01%

Q3. How much have you heard about proposals to build a new Bay Bridge?

1. A lot	96	38%
2. Some	90	36%
3. Just a little	45	18%
4. Nothing at all	14	05%
5. Not Sure	6	02%

Q4. Generally speaking, do you support or oppose the construction of a new Bay Bridge? (Test Intensity...)

1. Strongly support	125	50%	SKIP TO Q5A
2. Somewhat Support	38	15%	SKIP TO Q5A
Total Support:	163	65%	
3. Neither support/nor oppose/neutral	40	16%	SKIP TO Q6
4. Somewhat oppose	14	05%	SKIP TO Q5B
5. Strongly oppose	33	13%	SKIP TO Q5B
Total Oppose:	47	19%	

Q5a. What is the primary reason you support the construction of this new bay bridge? (UNAIDED – DO NOT READ CHOICES – CHECK ALL THAT APPLY)

[N=163]

15	(09%)	1. It will increase public safety
16	(10%)	2. It will provide better access to services
26	(16%)	3. It is necessary/needed
113	(69%)	4. It will increase traffic flow and reduce delays
0	(00%)	5. Other (verbatim)
6	(03%)	6. Not Sure

Q5b. What is the primary reason you oppose construction of this new bay bridge? (UNAIDED – DO NOT READ CHOICES – CHECK ALL THAT APPLY)

[N=47]

4	(08%)	1. It will increase sprawl development
18	(39%)	2. Will result in a loss of farmland, forests and natural areas
16	(34%)	3. Will increase traffic on local roads
0	(00%)	4. Will be a strain on water/septic systems
8	(16%)	5. Will result in higher taxes
6	(12%)	6. Other (verbatim)

Q6. If a new Bay Bridge is built, how will it impact quality of life on the Eastern Shore? In other words, will it improve or diminish your quality of life? (Test Intensity...)

1. Strongly improve quality of life	69	28%
2. Somewhat improve quality of life	67	27%
Total Improve:	135	54%
3. Not Sure/Neutral	54	22%
4. Strongly diminish quality of life	16	06%
5. Somewhat diminish quality of life	31	12%
Total Diminish:	47	19%
6. Not Sure	14	05%

Q7. If a new Bay Bridge brings more development – would you consider moving away from the Eastern Shore?

1. Yes	31	12%
2. No	192	77%
3. Not sure	27	11%

Q8. If a new Bay Bridge increases development pressure on the Eastern Shore, how important is it to protect farmland and open space from development as part of addressing those impacts?

1. Very important	236	94%
2. Somewhat important	9	04%
Total Very/Somewhat Important:	245	98%
3. Not too important	3	01%
4. Not at all important	0	00%
Total Not Too/Not at all Important:	3	01%
5. Not sure	2	01%

Q9. When new transportation infrastructure makes it easier to reach the Eastern Shore, which approach do you think is most appropriate? (READ AND ROTATE #1 through #4)

20	(08%)	1. Allow development to occur wherever there is market demand, or...
54	(22%)	2. Direct most new development toward existing towns and designated growth areas, or...
72	(29%)	3. Increase land preservation in rural areas while directing development toward existing communities, or...
74	(30%)	4. Place significant limits on new development, or...
29	(12%)	5. Not sure
1	(01%)	6. Refuse

Q10. If the new Bay crossing is built, would you support or oppose creation of a land preservation fund to protect farmland, forests and other undeveloped lands vulnerable to development pressure? The money for the fund would be included in the overall costs of the bridge project. (Test Intensity...)

1. Strongly support	158	63%
2. Somewhat support	59	23%
Total Support:	217	87%
3. Somewhat oppose	8	03%
4. Strongly oppose	19	07%
Total Oppose:	27	11%
5. Not sure	6	02%

Q11. How concerned are you about the cumulative impact of multiple large development and infrastructure projects—including transportation, data centers, renewable energy, and new housing—on the Eastern Shore's rural landscape and communities?

1. Very concerned	185	74%
2. Somewhat concerned	60	24%
Total Very/somewhat:	244	98%
3. Not very concerned	2	01%
4. Not at all concerned	3	01%
Total Not very/not at all:	6	02%

Q12. Maryland is seeking to increase the amount of electricity generated from renewable sources. Which comes closest to your view? (READ AND ROTATE #1 THROUGH #5)

20	(08%)	1. Maryland should expand renewable energy as quickly as possible, even if some existing land uses are converted, or...
49	(20%)	2. Maryland should expand renewable energy while giving greater priority to projects that minimize impacts on farmland, forests, and communities, or...
63	(25%)	3. Maryland should place greater limits on the amount of land used for large-scale renewable energy projects, or...
44	(17%)	4. Maryland should slow the expansion of renewable energy until its impacts are better understood, or...
54	(22%)	5. Local jurisdictions should have the final say about projects, or....
20	(08%)	6. Not sure

Q13. Data centers can bring economic investment but also require substantial amounts of electricity, water, and infrastructure. Which comes closest to your view about data center development on the Eastern Shore? (READ AND ROTATE #1 THROUGH #4)

- | | | |
|-----|-------|--|
| 8 | (03%) | 1. Data center development should be encouraged because of its economic benefits, or... |
| 20 | (08%) | 2. Data centers should be allowed where adequate infrastructure exists and their individual impacts can be appropriately managed, or... |
| 92 | (37%) | 3. Data centers should be allowed only with careful planning that considers their size, location, infrastructure needs, and cumulative impacts on surrounding communities and natural resources, or... |
| 113 | (45%) | 4. Maryland should significantly limit new data center development, or... |
| 18 | (07%) | 5. Not sure |
-

Q14. What was your age on your last birthday?

- | | | |
|----------|----|-----|
| 1. 18-29 | 9 | 04% |
| 2. 30-45 | 53 | 21% |
| 3. 46-61 | 90 | 36% |
| 4. 62-80 | 85 | 34% |
| 5. 81+ | 13 | 05% |
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Q15. Which political party are you registered to vote with? (UNAIDED)

- | | | |
|--------------------------|-----|-----|
| 1. Republican | 113 | 45% |
| 2. Democrat | 112 | 45% |
| 3. Independent | 13 | 05% |
| 4. Green Party | 0 | 00% |
| 5. Libertarian Party | 0 | 00% |
| 6. Unaffiliated/No Party | 12 | 05% |
| 7. Other | 0 | 00% |
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THANK YOU FOR YOUR TIME AND PARTICIPATION. HAVE A GOOD DAY

Gender (by observation):

- | | | |
|-----------|-----|-----|
| 1. Male | 120 | 48% |
| 2. Female | 130 | 52% |
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METHODOLOGY, SAMPLE FRAME CONSTRUCTION AND DATA COLLECTION PROCEDURES

This poll was conducted by Susquehanna Polling and Research, Inc¹, with questions sponsored by Eastern Shore Land Conservancy. Interviews were conducted Sept. 7-20, 2026, with 1,250 registered voters in the Eastern Shore Counties of Maryland (i.e., Queen Anne's, Talbot, Kent and Caroline). Survey respondents are randomly contacted using random selection procedures, and all telephone interviews are conducted using live telephone agents. The sample frame was compiled using random telephone sequence methods, and includes both landline and cellular households, purchased from a certified list vendor; all households are pre-screened to eliminate household telephone numbers on the federal Do Not Call registry in compliance with all applicable federal and state laws. Only known registered voters were contacted, compiled from a list of households with prior vote history in 1 of 2 or better general elections using G24 and/or G22 as the base universe. Voters who registered to vote after the 2024 general election are also included and eligible to participate.

Interviews are closely monitored to ensure a representative sample of the Eastern Shore electorate is achieved based on party registration, geography, gender, age cohort and other demographics; results are sometimes statistically weighted to adjust for coverage bias or non-response error.

The margin of error for a sample size of 1,250 interviews is +/-2.77% at the 95% confidence level.

The margin of error for a sample size of 250 interviews is +/-6.2% at the 95% confidence level.

¹Susquehanna Polling and Research, Inc. is a nationally recognized polling and focus group company and conducts polling for political, media and corporate clients in numerous states. SP&R's polling has been featured on many national platforms, including the Rush Limbaugh Radio Show, FOX News Channel, The O'Reilly Factor, the Bill Maher Show and MSNBC. The website realclearpolitics.com rated SP&R the #1 most accurate pollster in the USA for its battleground polling in the "multi state" category in the lead up to the 2020 POTUS national elections.