

# **Farmland Values Project Survey Summary Statistics for Haywood County**

**Summary of Survey Data Collected from  
Haywood County Residents (Randomly Selected)**



3/9/09

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## INTRODUCTION TO FARMLAND VALUES PROJECT SURVEY

To learn about the values that people have for farmland in our study region, a survey of residents and visitors to Buncombe, Haywood, Henderson and Madison counties was conducted between September and December of 2007. The survey was mailed to a random sample of 800 residents in each county, and was also available at local festivals which attract residents and visitors alike. In addition, the survey was available to visitors who subscribe to the Asheville Convention and Visitor's Bureau newsletter. Over 1200 individuals responded to our survey, including 937 residents and 307 visitors.

### Overview of Respondents

The **Resident Sample** is composed of people randomly selected from a list of property owners in each county (Buncombe, Haywood, Henderson, Madison). The **Resident Non-sample** and **Visitors** were primarily recruited in a non-random manner (at festivals, visitor's centers, online newsletter, etc.); however, some respondents from the random sample were redirected to the Visitor survey if they do not currently live in the study area.

	Count	As Percent of All Respondents
<b>Resident</b>	<b>936</b>	<b>75.3</b>
Resident Sample	772	62.1
Resident Non-sample	164	13.2
<b>Visitor</b>	<b>307</b>	<b>24.7</b>
All Non-sample	471	37.9
<b>Total</b>	<b>1243</b>	<b>100.0</b>

	Resident Sample Count	As Percent of All Respondents
Buncombe	224	29.2
<b>Haywood</b>	<b>197</b>	<b>25.7</b>
Henderson	174	22.7
Madison	173	22.5
<b>Total</b>	<b>768</b>	<b>100.0</b>

**\*\* Note on Resident Results \*\***

Because we found a statistically significant difference between the responses of residents selected randomly and residents recruited non-randomly, we will report our results based on the responses of the Resident Sample ONLY, referred to from here on as **RESIDENT**.

**Organization of this Document**

In this summary document, you will see the short-hand question name (ex: Benefits, VisitedFarm), followed by the text of the question and a table summarizing the results from those respondents who reside in Haywood County. In the results tables, (n) refers to the number of respondents who completed the question. Results are expressed in percentages unless otherwise noted. Again, in our tables, “resident” refers to the randomly selected sample only. If you are interested in viewing results from the entire sample, including visitors, please visit [www.unca.edu/farmlandvalues](http://www.unca.edu/farmlandvalues).

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### WhatDoYouThinkOf

When you think of farmland, what do you think of? (Check all that apply and provide more details if you wish.)

	Haywood County Respondents
Number of Respondents (n)	197
Close-knit rural community	60.9
Cropland	81.2
Family ties	57.9
Farm animals	85.3
Farm buildings and equipment	76.1
Fiber, such as cotton or wool	11.7
Food	71.6
Hay fields	83.2
Historic landmarks	29.4
Independent way of life	63.5
Open space	78.7
Orchards	61.4
Pasture	89.3
Small-scale vegetable and flower gardens	48.2
Soil	53.8
Traditional homes or buildings	43.7
Woodland	53.8
Wildflowers	51.3
Other	6.6
% no response	1.0

For the purpose of this study, we use the term “farmland” to mean land that is used for agricultural purposes. Farmland can include cropland, grazing land or pasture, orchards, woodland and open space. In addition, farmland may include structures such as farm houses, barns and greenhouses. Some farmland can also be used for commercial purposes such as roadside stands.

**Benefits**

What *benefits*, if any, do you believe farmland brings to your county? **(Check all that apply.)**

	<b>Haywood County Respondents</b>
Number of Respondents	195
Agricultural Heritage	79.5
Attractiveness to visitors	53.3
Biodiversity	40.5
Capacity to slow global climate change	40.5
Flood control	35.4
Jobs for farmers and their suppliers, pickers, packers and truck drivers	81.5
Locally produced food	91.3
Open space	70.3
Opportunity to observe natural cycles	55.4
Scenic beauty	77.4
Soil conservation	64.1
Wildlife habitat	74.4
Other	8.7
None: I do not believe farmland benefits my county	0.0
% no response	1.0

## Costs

What *costs*, if any, do you believe farmland imposes on your county? (Check all that apply.)

	Haywood County Respondents
Number of Respondents	189
Dust	6.3
Environmental damage	40.7
Biodiversity loss	1.1
Contribution to global warming	1.1
Nutrient/pesticide runoff	37.6
Reduced flood control	4.2
Soil erosion	15.3
Wildlife habitat loss	12.2
Other environmental damage	0.0
Noise	1.1
Prevents profitable new development	1.6
Smells	12.2
Traffic congestion caused by slow moving farm vehicles	5.8
Other	2.6
None: I do not believe farmland imposes costs on my county	51.3
% no response	4.1

## QualityOfLife

How does farmland affect your quality of life? (Check all statements that you agree with.)

	Haywood County Respondents
Number of Respondents	195
I am happy just to know that it is there	83.6
Farmland allows me to buy local food	84.6
Farmland helps me to learn about natural cycles	35.9
Farmland provides a link to my agricultural heritage	49.7
Farmland provides recreation (for example, apple and pumpkin picking, horseback riding, etc.)	57.9
Farmland is attractive and makes the area more beautiful	85.1
Farmland brings visitors to the area, which helps the business/industry I am in	26.7
Farmland brings visitors to the area, which helps my county tax base	27.7
Unproductive farmland prevents new economic development	6.2
Pollution and byproducts from farmlands pose threats to my health	3.6
Farmland does not affect my quality of life	3.1
Other	4.1
% no response	1.0

### FocusGroupStatements

Residents from Buncombe, Haywood, Henderson and Madison counties who participated in focus groups in 2006 indicated that there are several benefits that farmland provides for our region. Summary statements from these groups are listed below. **(Check all statements that you agree with.)**

	Haywood County Respondents
Number of Respondents	195
Farmland provides scenic beauty	91.8
Farmland provides flood control	51.3
Farmland contributes to our region's agricultural heritage	90.8
Farmland provides habitat for wildlife	82.1
Farmland provides other natural services like biodiversity and pollination	69.7
Farmland provides local food	95.4
Farmland provides income for farmers	95.9
% no response	1.0

### RankImportance

We are interested in learning which of these are most important to you. Please **rank the following statements in order of importance**, assigning a 1 to the most important item, 2 to the second most important, etc. If some items are not important to you, please use an X instead of a number in the space provided.

OVERVIEW OF STATEMENTS RANKED  
Average Rank (1=most important, 7=least important)

	Haywood County Respondents
Number of Respondents	176
Farmland provides scenic beauty	3.8
Farmland provides flood control	5.2
Farmland contributes to our region's agricultural heritage	4.4
Farmland provides habitat for wildlife	6.0
Farmland provides other natural services like biodiversity and pollination	4.5
Farmland provides local food	2.5
Farmland provides income for farmers	2.2
% no response	10.7

Farmers make choices that can affect their neighbors both positively and negatively. For example, their choices directly influence visual appeal, smells and sounds, and they indirectly affect the water and air quality in your community. If you live near a farm, pass by a farm, or just like the sense that farms give to your community, you may be affected by farmers' choices.

*In the next eight questions, we list several characteristics of farms that some people consider positive. We would like to know how important each of these is to you. Please circle the number that best reflects your view.*

**Visual appeal** (clean, orderly, well-kept, attractive, interesting landscape, green fields, hedgerows, activity, animals, open space.)

		Haywood County Respondents
Number of Respondents		195
7	Very Important	48.7
6		21.5
5		17.4
4		6.2
3		2.6
2		2.1
1	Not Important	1.5
Average Score		6.0
Median Score		6
% no response		1.0

**Pleasant smells/aroma** (natural smells like soil or freshly mown hay.)

		Haywood County Respondents
n		195
7	Very Important	23.6
6		21.5
5		24.6
4		17.9
3		2.6
2		4.1
1	Not Important	5.6
Average Score		5.1
Median Score		5
% no response		1.0

**Availability of local farm products** (access to products from farms in your region.)

		<b>Haywood County Respondents</b>
n		195
7	Very Important	52.3
6		22.6
5		11.8
4		10.8
3		2.1
2		0.0
1	Not Important	0.5
Average Score		6.1
Median Score		7
% no response		1.0

**Rural character** (connection to history of place, rural heritage, sparse population, nostalgia.)

		<b>Haywood County Respondents</b>
n		194
7	Very Important	45.9
6		24.2
5		17.0
4		8.8
3		1.0
2		1.5
1	Not Important	1.5
Average Score		5.9
Median Score		6
% no response		1.5

**Contribution to environmental quality** (preservation of open farm fields, provision of wildlife habitat, clean air, or water quality.)

		Haywood County Respondents
n		193
7	Very Important	58.5
6		28.0
5		8.8
4		2.6
3		0.5
2		0.0
1	Not Important	1.6
Average Score		6.4
Median Score		7
% no response		2.0

*Below we list several characteristics of farms that some people consider negative. Please circle the number that best reflects your view.*

**Impacts on water quality** (soil erosion, nutrient/pesticide runoff.)

		Haywood County Respondents
n		192
7	Very Concerned	26.6
6		14.1
5		18.2
4		16.7
3		10.4
2		7.3
1	Not Concerned	6.8
Average Score		4.8
Median Score		5
% no response		2.5

**Impacts on air quality** (dust, methane production of livestock, emissions from farm equipment.)

		<b>Haywood County Respondents</b>
n		193
7	Very Concerned	13.0
6		9.8
5		14.5
4		13.0
3		17.1
2		16.1
1	Not Concerned	16.6
Average Score		3.7
Median Score		4
% no response		2.0

**Unpleasant smells** (manure, vehicle emissions.)

		<b>Haywood County Respondents</b>
n		193
7	Very Concerned	9.3
6		4.1
5		12.4
4		11.4
3		17.1
2		21.2
1	Not Concerned	24.4
Average Score		3.2
Median Score		3
% no response		2.0

**ParticularFarm**

Is there any particular farmland, farm or farm landscape that you really appreciate in Buncombe, Haywood, Henderson or Madison County? **(Circle one.)** If you circle No, please skip to PayXForFarm.

	Haywood County Respondents
n	189
Yes	68.3
No	31.7
% no response	4.1

**WhatDoYouEnjoy**

If you checked Yes on 23a, please indicate the things about this particular place you enjoy. **(Check all that apply.)**

	Haywood County Respondents
n	129
Architecture of farm house, barn, or other buildings	76.7
Contrast of agricultural valley with forested mountains in the background	79.8
Farm equipment	33.3
Having friends/family who farm this land	43.4
Knowing that some of my food will come from this land	51.2
Nostalgia: it reminds me of my childhood	51.2
Particular farming style (organic, traditional crops, etc.)	32.6
Reminder of our agricultural heritage	61.2
Scenic beauty	90.7
Wildflowers along the side of the road	46.5
Other	9.3
% no response	34.3

### ParticipateInMap

We would like to document all of the farm landscapes that people say are important to them. Would you be willing to participate in a mapping exercise to help us locate these places?

	Haywood County Respondents
n	135
Yes	25.9
No	74.1
% no response	31.5

The next set of questions is designed to obtain a complete picture of how people value farmland.

### PayXForFarm

Farmland in Western North Carolina, like in other parts of the country, is changing. The pressures associated with maintaining profitable farm operations are challenging, especially when coupled with the rise in land values occurring in our area. If farmland is converted to a non-farm use, non-farm residents often notice and express a sense of loss. Many residents and county commissioners have indicated that farmland is important for maintaining our area's [this region's] heritage and a local food supply, helping us control floodwaters, providing habitat for certain wildlife species and for scenic beauty that contributes to our quality of life. Because some of these benefits of farmland may extend to non-farmers, we are asking all respondents about the values they have for farmland.

*Studies have shown that many people say they are willing to contribute more for things than they actually will pay. For this reason, as you answer the following questions, please imagine your household **actually** making the financial contribution. Keep in mind that our collective results will be shared with policymakers in your county.*

Would you be willing to make an annual voluntary contribution of \$X if you knew the money would be designated for protecting farmland in your county? **(Circle one.)**<sup>1</sup>

**\*\* Note: The results in the following table represent the percent of survey respondents who indicated that they were willing to make a financial contribution of any kind, even if they were not willing to pay the amount shown in the question above.**

	Haywood County Respondents
n	194
Willing to make a contribution of any amount	56.2%
% no response	1.5

**Please Note:** Because large sample sizes are required to ensure accurate estimation, estimated average willingness to pay was not calculated by county. Details on the contingent valuation method and models used to derive estimated annual willingness to pay, along with results for the overall sample, are available at [www.unca.edu/farmlandvalues/new/survey.htm](http://www.unca.edu/farmlandvalues/new/survey.htm).

### GroupToManageFunds

If you answered Yes to the question above, which group would you prefer to manage funds designated for farmland protection? **(Check one.)**

	Haywood County Respondents
n	68
Locally run non-profit organization	72.1
Your county government	13.2
United States Department of Agriculture	5.9
North Carolina state government	8.8
% no response	2.9

<sup>1</sup> In place of \$X, each survey presented a dollar amount randomly chosen from the following options: \$25, \$50, \$100, \$200, \$250, \$500, \$1000.

### PayMoreForFood

Would you be willing to pay more for your food if you knew that the increase in price went directly to protect farmland in your county? **(Circle one.)**

	Haywood County Respondents
n	193
Yes	64.8
No	35.2
% no response	2.0

### WhyNotPayMoreForFood

If you answered No to the question above, please tell us why.

	Haywood County Respondents
n	68
I do not want to pay any more for my food	57.4
I should not have to pay to preserve farmland	33.8
I do not think that the amount of farmland acreage will decrease, so I do not think we need to try to preserve it	0.0
I do not have sufficient income to pay more for my food	41.2
I do not believe farmland will be preserved, regardless of my payment	26.5
I do not believe preserving farmland will benefit me	2.9
Farmland in Western North Carolina is not that important to me	1.5
I would prefer to make a voluntary contribution on my local taxes rather than food prices to fund farmland preservation	17.6
I do not have enough information to decide right now	5.9
Other	5.9
% no response	1.5

Circle the number that best corresponds with your opinions about each of the following statements.

### LivingNearFarmland

Living near farmland is important to me.

		Haywood County Respondents
n		194
7	Strongly agree	40.7
6		20.6
5		22.7
4		9.3
3		1.5
2		0.5
1	Strongly disagree	1.5
Average Score		5.9
Median Score		6
No opinion		3.1
% no response		1.5

### ExperienceNature

Opportunities to experience nature close to home are important to me.

		Haywood County Respondents
n		194
7	Strongly agree	53.6
6		23.2
5		11.3
4		5.7
3		1.0
2		1.0
1	Strongly disagree	1.5
Average Score		6.2
Median Score		7
No opinion		2.6
% no response		1.5

### CommNeedsToDoMore

I believe that our community needs to do more to preserve farmland.

		Haywood County Respondents
n		194
7	Strongly agree	54.1
6		17.0
5		12.9
4		6.2
3		1.5
2		0.5
1	Strongly disagree	3.6
Average Score		6
Median Score		7
No opinion		4.1
% no response		1.5

### RegionSupplyOwnNeeds

I believe that our region should supply its own basic food needs locally, including the energy and material inputs needed to produce the food.

		Haywood County Respondents
n		193
7	Strongly agree	33.2
6		16.1
5		28.0
4		13.5
3		2.6
2		1.6
1	Strongly disagree	1.6
Average Score		5.6
Median Score		6
No opinion		3.6
% no response		2.0

### CommPreserveOpenSpace

I believe that our community needs to do more to provide parks and open space.

		Haywood County Respondents
n		193
7	Strongly agree	22.8
6		15.0
5		22.3
4		17.6
3		5.7
2		7.3
1	Strongly disagree	4.7
Average Score		4.9
Median Score		5
No opinion		4.7
% no response		2.0

### ConcernedAboutDevelopment

I am concerned about the likelihood that farmland in my county will be developed for non-farm use.

		Haywood County Respondents
n		193
7	Strongly agree	60.1
6		16.6
5		11.9
4		5.2
3		2.1
2		1.0
1	Strongly disagree	3.1
Average Score		6.1
Median Score		7
No opinion		0.0
% no response		2.0

### ImpactOfPrivateDecisions

What do you think about the impact of private land use decisions?

		Haywood County Respondents
n		192
7	Private decisions <i>often</i> impact others in the community	55.2
6		16.7
5		10.9
4		9.9
3		1.0
2		0.5
1	Private decisions <i>never</i> impact others in the community	0.0
Average Score		6.2
Median Score		7
No opinion		5.7
% no response		2.5

### LevelOfLocalGovt

What do you think about the level of local government involvement in land use in your county?

		Haywood County Respondents
n		193
7	More government action is needed	17.1
6		8.3
5		16.1
4		23.8
3		5.2
2		5.7
1	Less government action is needed	12.4
Average Score		4.3
Median Score		4
No opinion		11.4
% no response		2.0

The information provided in this section will be used to ensure that we are surveying a representative group of local residents and will not be used to identify you. All responses are anonymous and confidential.

**YearBorn**

What year were you born? 19\_\_\_\_\_

Age (in 2007)

	Haywood County Respondents
n	192
Average age	58.8
Median age	60
Minimum age	22
Maximum age	90
% no response	2.5

**Gender**

What is your gender?

	Haywood County Respondents
n	192
Male	55.7
Female	44.3
% no response	2.5

**Children**

How many children under the age of 18 live in your household? \_\_\_\_\_ children

	Haywood County Respondents
n	190
Average number of children	0.4
Median number of children	0
Maximum number of children	5
% of respondents with children under 18	24.7
% no response	3.6

### Education

Which of the following best describes the highest level of education that you have completed? (Check one.)

	Haywood County Respondents
n	192
Grade school	2.1
High school or GED	29.2
Associates Degree (A.A. or A.S.)	17.7
Bachelors Degree (B.A. or B.S.)	28.1
Masters Degree (M.A. or M.S)	13.0
Other graduate degree	4.7
Other	5.7
Any college degree	68.2
% no response	2.5

### EmploymentStatus

Which of the following statements best describes your employment status? (Check one.)

	Haywood County Respondents
n	187
I work full-time	46.0
I work part-time	13.9
I am retired	39.6
I am currently unemployed	0.0
I do not work outside the home	3.7
% no response	5.1

## Occupation

Which of the following best describes your present occupation? (Check one.)

	Haywood County Respondents
n	139
Farming	5.8
Forestry	0.0
Manager	10.8
Operator, fabricator or laborer	2.2
Precision production, craft, or repair occupation	5.8
Professional specialty	27.3
Service Occupation	15.1
Student	0.0
Teacher	8.6
Technical, sales support	1.4
Other	33.8
% no response	29.4

## Industry

Which of the following best describes the industry that you work in? (Check one.)

	Haywood County Respondents
n	142
Agriculture	7.0
Arts, entertainment, or recreation	5.6
Education	11.3
Finance and insurance	5.6
Food service	3.5
Forestry	0.0
Government	7.0
Manufacturing	8.5
Medical/Health care	9.2
Real estate	4.9
Retail	7.0
Other	33.1
% no response	27.9

### FarmingHistory

Is there a history of farming in your family? (Check all that apply.)

	Haywood County Respondents
n	188
Your generation	22.3
Your parents' generation	50.0
Your grandparents' generation	60.1
Before your grandparents' generation	43.6
Any farming history	86.7
None	12.8
I do not know	0.5
% no response	4.6

### VisitedFarm

In the last year, have you visited any of the following farm-related businesses or activities? (Check all that apply.)

	Haywood County Respondents
n	187
The Biltmore Estate's Historic Horse Barn, Farm Village, or Kitchen Garden	21.9
Carl Sandburg Home (Flat Rock)	5.3
Community festival celebrating agriculture (Apple Festivals, etc.)	50.8
Community-supported agriculture farm operation	9.6
Corn maze, farm tour, or other agri-tourism site	22.5
Historic Johnson Farm (Hendersonville)	1.1
Museum exhibition about farming in Western North Carolina	2.1
Pick-your-own fruit or vegetable operation	27.3
Roadside produce stand	82.9
Western North Carolina Farmer's Market	59.4
Tailgate market or other farmer's market	71.1
Other	3.2
None	4.8
% no response	5.1

**Income**

Which of the following best describes your total household income, before taxes, in 2006? **(Check one.)**

	<b>Haywood County Respondents</b>
n	179
Less than \$10,000	1.7
\$10,000 to \$19,999	4.5
\$20,000 to \$29,999	10.6
\$30,000 to \$39,999	11.2
\$40,000 to \$49,999	7.3
\$50,000 to \$59,999	10.1
\$60,000 to \$69,999	7.8
\$70,000 to \$79,999	7.3
\$80,000 to \$89,999	9.5
\$90,000 to \$99,999	6.7
\$100,000 to \$109,999	7.8
\$110,000 to \$119,999	3.4
\$120,000 to \$129,999	0.6
\$130,000 to \$139,999	1.1
\$140,000 to \$149,999	2.2
\$150,000 or more	8.4
% no response	9.1

**Activities**

In which of the following activities do you participate, if any? **(Check all that apply.)**

	<b>Haywood County Respondents</b>
n	193
Business or professional organizations	20.7
Civic activism	13.5
Environmental awareness or education	10.9
Fishing	34.7
Gardening	56.5
Hunting or shooting	23.8
Music or theater	26.9
Outdoor recreation (hiking, kayaking, camping, biking, etc.)	50.3
Political organizations	12.4
Religious groups	49.7
Other	10.9
None	6.2
% no response	2.0

### How Often Purchase Local

How often do you purchase local farm products? (Circle one.)

	Percent
	Haywood County Respondents
n	184
Never	0.0
Sometimes	43.5
Often (once a week or more)	51.1
Purchase local any amount	94.0
I do not know	5.4
% no response	6.6

### Where Purchase Local

Where do you purchase local farm products?

	Haywood County Respondents
n	182
On-farm	33.5
Local supermarket	58.8
Western North Carolina Farmer's Market	50.0
Tailgate market	67.6
Other	14.8
Roadside stand	6.6
% no response	7.6

### ResponseInfluencePolicy

Do you think that it is likely that the responses to this survey will influence policy decisions in your county?

		Haywood County Respondents
n		189
7	It is <i>very</i> likely that responses will influence policy	5.8
6		5.8
5		19.0
4		19.6
3		17.5
2		12.7
1	It is <i>not</i> likely that responses will influence policy	13.8
Average Score		3.6
Median Score		4
No opinion		5.8
% no response		4.1

### YearsInWNC

How many years have you been living in Western North Carolina?

	Haywood County Respondents
n	197
Average number of years	35.3
Median number of years	34
Minimum number of years	0
Maximum number of years	86
% no response	0.0

### YearsInCounty

How many years have you been living in this county?

	Haywood County Respondents
n	192
Average number of years	32.7
Median number of years	32
Minimum number of years	1
Maximum number of years	86
% no response	2.5

**OwnOrRent**Do you own or rent your residence in this county? **(Circle one.)**

	Percent
	<b>Haywood County Respondents</b>
n	197
Own	99.0
Rent	0.5
% no response	0.5

**FullOrPartRes**Are you a full-time or part-time resident of this county? **(Check one.)**

	Percent
	<b>Haywood County Respondents</b>
n	196
Full-time; I do not have another residence.	79.1
Part-time; I have another residence.	20.9
% no response	0.5

**Part-time residents:** I have another residence in \_\_\_\_\_ (zip code) and on average, spend \_\_\_\_ months of each year in Western North Carolina.

	<b>Haywood County Respondents</b>
n	36
Average number of months	4.1
Median number of months	4
Minimum number of months	1
Maximum number of months	12
% no response	12.2

**LiveOnFarm**Do you live on a farm? **(Circle one.)**

	Percent
	<b>Haywood County Respondents</b>
n	196
Yes	18.9
No	81.1
% no response	0.5

**LiveCloseToFarm**Do you live close to a farm or farmland? **(Circle one.)**

	Percent
	<b>Haywood County Respondents</b>
n	191
Yes	83.8
No	16.2
% no response	3.0

## WhyLiveHere

Which of the following factors have influenced your decision to live here? (Check all that apply and add detail if you wish.)

	Percent
	<b>Haywood County Respondents</b>
n	197
Appalachian roots/heritage	46.7
Availability of the job that I want	25.9
Availability of continuing educational opportunities	7.6
Available wage/salary	9.6
Cost of living	23.4
Cultural diversity	14.2
Environmental quality	44.2
Family in area	59.4
Feeling of community	47.7
Grew up here	52.3
Local arts and music	27.4
Local politics	3.0
Natural landscapes	72.6
Property tax rate	12.2
Proximity to outdoor recreational opportunities	41.1
Proximity to or ease of access to parks and open space	41.1
Quality of schools for children	19.3
Rural character	59.4
Safety	38.1
Savings not adequate to move somewhere else	4.6
Other (Please describe):	13.2
None	0.0
% no response	0.0

### Most Important

Of the factors you checked in the previous question, which would you consider the *most* important?

	Percent
	Haywood County Respondents
n	149
Appalachian roots/heritage	6.0
Availability of the job that I want	6.7
Availability of continuing educational opportunities	0.0
Available wage/salary	1.3
Cost of living	2.0
Cultural diversity	0.0
Environmental quality	4.7
Family in area	22.8
Feeling of community	2.7
Grew up here	14.1
Local arts and music	0.7
Local politics	0.0
Natural landscapes	21.5
Property tax rate	0.0
Proximity to outdoor recreational opportunities	1.3
Proximity to or ease of access to parks and open space	2.7
Quality of schools for children	0.7
Rural character	4.7
Safety	1.3
Savings not adequate to move somewhere else	0.0
Other (Please describe):	7.4
None	0.0
% no response	24.4

**FVP Focus Group**

Did you participate in a Farmland Values Project focus group in 2006? **(Circle one.)**

	Percent
	<b>Haywood County Respondents</b>
n	192
Yes	3.6
No	96.4
% no response	2.5

**Community Involvement**

Have you participated in any other forum, public meeting, or survey related to land use in your community in the past year? **(Circle one.)**

	Percent
	<b>Haywood County Respondents</b>
n	193
Yes	11.4
No	88.6
% no response	2.0



For more information about the Farmland Values Project,  
visit our website at [www.unca.edu/farmlandvalues](http://www.unca.edu/farmlandvalues)



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