

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

**Summary of Survey Data Collected from  
Henderson 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 (Henderson, 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
Haywood	197	25.7
<b>Henderson</b>	<b>174</b>	<b>22.7</b>
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 Henderson County. In the results tables, (n) refers to the number of respondents who completed the question. 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.)

	<b>% Henderson County Respondents</b>
<b>Number of Respondents (n)</b>	<b>174</b>
Close-knit rural community	50.6
Cropland	81.6
Family ties	46.6
Farm animals	86.2
Farm buildings and equipment	81.0
Fiber, such as cotton or wool	12.6
Food	75.9
Hay fields	69.5
Historic landmarks	24.7
Independent way of life	55.2
Open space	80.5
Orchards	78.7
Pasture	89.7
Small-scale vegetable and flower gardens	52.3
Soil	53.4
Traditional homes or buildings	42.5
Woodland	55.7
Wildflowers	50.6
Other	7.5
<b>% no response</b>	<b>0.6</b>

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>% Henderson County Respondents</b>
Number of Respondents	173
Agricultural Heritage	79.2
Attractiveness to visitors	58.4
Biodiversity	45.7
Capacity to slow global climate change	41.0
Flood control	43.9
Jobs for farmers and their suppliers, pickers, packers and truck drivers	81.6
Locally produced food	95.4
Open space	78.6
Opportunity to observe natural cycles	53.2
Scenic beauty	85.0
Soil conservation	56.6
Wildlife habitat	74.6
Other	7.5
None: I do not believe farmland benefits my county	0.6
% no response	0.6

**Costs**

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

	% Henderson County Respondents
Number of Respondents	171
Dust	6.4
Environmental damage	46.8
Biodiversity loss	1.8
Contribution to global warming	0.6
Nutrient/pesticide runoff	39.2
Reduced flood control	4.1
Soil erosion	11.1
Wildlife habitat loss	14.0
Other environmental damage	0.6
Noise	2.9
Prevents profitable new development	2.9
Smells	7.6
Traffic congestion caused by slow moving farm vehicles	7.0
Other	2.3
None: I do not believe farmland imposes costs on my county	46.2
% no response	1.7

## QualityOfLife

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

	% Henderson County Respondents
Number of Respondents	172
I am happy just to know that it is there	79.7
Farmland allows me to buy local food	89.5
Farmland helps me to learn about natural cycles	34.9
Farmland provides a link to my agricultural heritage	43.6
Farmland provides recreation (for example, apple and pumpkin picking, horseback riding, etc.)	59.3
Farmland is attractive and makes the area more beautiful	86.6
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	40.7
Unproductive farmland prevents new economic development	8.1
Pollution and byproducts from farmlands pose threats to my health	4.7
Farmland does not affect my quality of life	2.9
Other	2.9
% no response	1.1

### FocusGroupStatements

Residents from Henderson, 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.)**

	% Henderson County Respondents
Number of Respondents	171
Farmland provides scenic beauty	94.2
Farmland provides flood control	63.2
Farmland contributes to our region's agricultural heritage	83.6
Farmland provides habitat for wildlife	80.1
Farmland provides other natural services like biodiversity and pollination	74.3
Farmland provides local food	97.7
Farmland provides income for farmers	95.3
% no response	1.7

### 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)

	Henderson County Respondents
Number of Respondents	158
Farmland provides scenic beauty	3.7
Farmland provides flood control	5.2
Farmland contributes to our region's agricultural heritage	4.6
Farmland provides habitat for wildlife	4.2
Farmland provides other natural services like biodiversity and pollination	4.5
Farmland provides local food	2.1
Farmland provides income for farmers	2.4
% no response	9.2

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.)

		<b>% Henderson County Respondents</b>
Number of Respondents		170
7	Very Important	50.0
6		19.4
5		18.8
4		5.3
3		2.4
2		1.8
1	Not Important	2.4
Average Score		6
Median Score		7
% no response		2.3

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

		<b>% Henderson County Respondents</b>
n		170
7	Very Important	21.2
6		25.9
5		24.7
4		14.7
3		5.3
2		3.5
1	Not Important	4.7
Average Score		5.1
Median Score		5
% no response		2.3

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

		<b>% Henderson County Respondents</b>
n		170
7	Very Important	60.6
6		22.9
5		9.4
4		2.9
3		2.4
2		0.6
1	Not Important	1.2
Average Score		6.3
Median Score		7
% no response		2.3

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

		<b>% Henderson County Respondents</b>
n		170
7	Very Important	35.3
6		21.2
5		22.9
4		10.6
3		4.1
2		2.9
1	Not Important	2.9
Average Score		5.5
Median Score		6
% no response		2.3

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

		<b>% Henderson County Respondents</b>
n		171
7	Very Important	56.7
6		25.1
5		10.5
4		4.7
3		1.2
2		0.6
1	Not Important	1.2
Average Score		6.3
Median Score		7
% no response		1.7

*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.)

		<b>% Henderson County Respondents</b>
n		171
7	Very Concerned	28.1
6		18.1
5		12.9
4		14.6
3		12.3
2		8.2
1	Not Concerned	5.8
Average Score		4.9
Median Score		5
% no response		1.7

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

		<b>% Henderson County Respondents</b>
n		171
7	Very Concerned	15.8
6		8.8
5		12.3
4		18.7
3		15.2
2		15.2
1	Not Concerned	14.0
Average Score		3.9
Median Score		4
% no response		1.7

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

		<b>% Henderson County Respondents</b>
n		169
7	Very Concerned	6.5
6		7.7
5		12.4
4		13.6
3		15.4
2		20.7
1	Not Concerned	23.7
Average Score		3.2
Median Score		3
% no response		2.9

**ParticularFarm**

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

	Henderson County Respondents
n	165
% Yes	57.6
% No	42.4
% no response	5.2

**WhatDoYouEnjoy**

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

	% Henderson County Respondents
n	96
Architecture of farm house, barn, or other buildings	60.4
Contrast of agricultural valley with forested mountains in the background	80.2
Farm equipment	32.3
Having friends/family who farm this land	33.3
Knowing that some of my food will come from this land	59.4
Nostalgia: it reminds me of my childhood	41.7
Particular farming style (organic, traditional crops, etc.)	30.2
Reminder of our agricultural heritage	49.0
Scenic beauty	86.5
Wildflowers along the side of the road	57.3
Other	9.4
% no response	44.8

### 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?

	Henderson County Respondents
n	104
% Yes	24.0
% No	76.0
% no response	40.2

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.**

	Henderson County Respondents
n	170
% willing to make a contribution of any amount	56.5
% no response	2.3

**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.)**

	% Henderson County Respondents
n	69
Locally run non-profit organization	87.0
Your county government	8.7
United States Department of Agriculture	1.4
North Carolina state government	2.9
% no response	9.3

<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.)**

	Henderson County Respondents
n	166
% Yes	71.7
% No	28.3
% no response	4.6

### WhyNotPayMoreForFood

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

	% Henderson County Respondents
n	45
I do not want to pay any more for my food	51.1
I should not have to pay to preserve farmland	33.3
I do not think that the amount of farmland acreage will decrease, so I do not think we need to try to preserve it	2.2
I do not have sufficient income to pay more for my food	33.3
I do not believe farmland will be preserved, regardless of my payment	26.7
I do not believe preserving farmland will benefit me	4.4
Farmland in Western North Carolina is not that important to me	0.0
I would prefer to make a voluntary contribution on my local taxes rather than food prices to fund farmland preservation	20.0
I do not have enough information to decide right now	8.9
Other	0.0
% no response	6.4

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

### LivingNearFarmland

Living near farmland is important to me.

		% Henderson County Respondents
n		168
7	Strongly agree	37.5
6		16.7
5		23.2
4		13.1
3		4.2
2		3.0
1	Strongly disagree	0.6
Average Score		5.6
Median Score		6
No opinion		1.8
% no response		3.4

### ExperienceNature

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

		% Henderson County Respondents
n		168
7	Strongly agree	52.4
6		22.6
5		13.1
4		6.5
3		3.0
2		1.2
1	Strongly disagree	0.6
Average Score		6.1
Median Score		7
No opinion		0.6
% no response		3.4

### CommNeedsToDoMore

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

		% Henderson County Respondents
n		168
7	Strongly agree	56.0
6		17.3
5		11.3
4		10.7
3		0.6
2		1.2
1	Strongly disagree	1.2
Average Score		6.1
Median Score		7
No opinion		1.8
% no response		3.4

### 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.

		% Henderson County Respondents
n		166
7	Strongly agree	37.3
6		18.1
5		14.5
4		15.1
3		3.6
2		3.0
1	Strongly disagree	1.8
Average Score		5.6
Median Score		6
No opinion		6.6
% no response		4.6

### CommPreserveOpenSpace

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

		% Henderson County Respondents
n		167
7	Strongly agree	32.9
6		16.8
5		22.2
4		10.8
3		6.0
2		3.0
1	Strongly disagree	3.6
Average Score		5.4
Median Score		6
No opinion		4.8
% no response		4.0

### ConcernedAboutDevelopment

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

		% Henderson County Respondents
n		169
7	Strongly agree	68.0
6		13.6
5		8.3
4		5.9
3		0.6
2		1.2
1	Strongly disagree	1.8
Average Score		6.3
Median Score		7
No opinion		0.6
% no response		2.9

### ImpactOfPrivateDecisions

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

		% Henderson County Respondents
n		169
7	Private decisions <i>often</i> impact others in the community	60.9
6		17.8
5		10.7
4		5.3
3		1.8
2		0.6
1	Private decisions <i>never</i> impact others in the community	0.0
Average Score		6.3
Median Score		7
No opinion		3.0
% no response		2.9

### LevelOfLocalGovt

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

		% Henderson County Respondents
n		166
7	More government action is needed	21.1
6		18.7
5		9.6
4		13.9
3		6.0
2		3.0
1	Less government action is needed	15.1
Average Score		4.6
Median Score		5
No opinion		12.7
% no response		4.6

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)

	<b>Henderson County Respondents</b>
n	163
Average age	60.8
Median age	61
Minimum age	28
Maximum age	96
% no response	6.3

**Gender**

What is your gender?

	<b>Henderson County Respondents</b>
n	162
% Male	42.0
% Female	58.0
% no response	6.9

**Children**

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

	<b>Henderson County Respondents</b>
n	163
Average number of children	0.3
Median number of children	0
Maximum number of children	8
% of respondents with children under 18	16.6
% no response	6.3

### Education

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

	<b>% Henderson County Respondents</b>
n	166
Grade school	3.0
High school or GED	26.5
Associates Degree (A.A. or A.S.)	8.4
Bachelors Degree (B.A. or B.S.)	30.7
Masters Degree (M.A. or M.S)	18.7
Other graduate degree	9.0
Other	4.2
Any college degree	70.5
% no response	4.6

### EmploymentStatus

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

	<b>% Henderson County Respondents</b>
n	165
I work full-time	36.4
I am retired	17.0
I work part-time	43.6
I am currently unemployed	0.0
I do not work outside the home	4.9
% no response	5.2

## Occupation

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

	% Henderson County Respondents
n	109
Farming	1.8
Forestry	1.8
Manager	11.0
Operator, fabricator or laborer	0.9
Precision production, craft, or repair occupation	3.7
Professional specialty	27.5
Service Occupation	11.0
Student	0.0
Teacher	8.3
Technical, sales support	2.8
Other	35.8
% no response	37.4

## Industry

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

	% Henderson County Respondents
n	108
Agriculture	2.8
Arts, entertainment, or recreation	6.5
Education	11.1
Finance and insurance	6.5
Food service	4.6
Forestry	0.9
Government	4.6
Manufacturing	11.1
Medical/Health care	23.1
Real estate	3.7
Retail	3.7
Other	30.6
% no response	37.9

### FarmingHistory

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

	% Henderson County Respondents
n	169
Your generation	20.7
Your parents' generation	40.8
Your grandparents' generation	55.0
Before your grandparents' generation	30.8
Any farming history	75.7
None	23.7
I do not know	0.6
% no response	2.9

### VisitedFarm

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

	% Henderson County Respondents
n	170
The Biltmore Estate's Historic Horse Barn, Farm Village, or Kitchen Garden	25.9
Carl Sandburg Home (Flat Rock)	40.0
Community festival celebrating agriculture (Apple Festivals, etc.)	64.7
Community-supported agriculture farm operation	7.1
Corn maze, farm tour, or other agri-tourism site	11.8
Historic Johnson Farm (Hendersonville)	20.6
Museum exhibition about farming in Western North Carolina	1.8
Pick-your-own fruit or vegetable operation	31.2
Roadside produce stand	84.7
Western North Carolina Farmer's Market	46.5
Tailgate market or other farmer's market	62.9
Other	4.7
None	2.4
% no response	2.3

**Income**

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

	<b>% Henderson County Respondents</b>
<b>n</b>	<b>143</b>
Less than \$10,000	0.7
\$10,000 to \$19,999	1.4
\$20,000 to \$29,999	7.7
\$30,000 to \$39,999	9.8
\$40,000 to \$49,999	14.0
\$50,000 to \$59,999	14.7
\$60,000 to \$69,999	9.8
\$70,000 to \$79,999	7.7
\$80,000 to \$89,999	4.2
\$90,000 to \$99,999	7.0
\$100,000 to \$109,999	12.6
\$110,000 to \$119,999	0.0
\$120,000 to \$129,999	1.4
\$130,000 to \$139,999	0.0
\$140,000 to \$149,999	1.4
\$150,000 or more	7.7
<b>% no response</b>	<b>17.8</b>

**Activities**

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

	<b>% Henderson County Respondents</b>
<b>n</b>	<b>171</b>
Business or professional organizations	16.4
Civic activism	11.1
Environmental awareness or education	11.1
Fishing	22.2
Gardening	58.5
Hunting or shooting	8.8
Music or theater	36.8
Outdoor recreation (hiking, kayaking, camping, biking, etc.)	57.3
Political organizations	4.7
Religious groups	44.4
Other	10.5
None	7.6
<b>% no response</b>	<b>1.7</b>

### How Often Purchase Local

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

	Percent
	% Henderson County Respondents
n	166
Never	0.0
Sometimes	45.8
Often (once a week or more)	51.8
Purchase local any amount	97.6
I do not know	2.4
% no response	4.6

### Where Purchase Local

Where do you purchase local farm products?

	% Henderson County Respondents
n	167
On-farm	34.7
Local supermarket	58.7
Western North Carolina Farmer's Market	36.5
Tailgate market	55.7
Other	35.9
Roadside stand	15.0
% no response	4.0

### ResponseInfluencePolicy

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

		% Henderson County Respondents
n		164
7	It is <i>very</i> likely that responses will influence policy	6.7
6		7.3
5		17.7
4		19.5
3		9.8
2		12.2
1	It is <i>not</i> likely that responses will influence policy	22.0
Average Score		3.5
Median Score		4
No opinion		4.9
% no response		5.7

### YearsInWNC

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

	Henderson County Respondents
n	174
Average number of years	27.0
Median number of years	20
Minimum number of years	0
Maximum number of years	96
% no response	0.0

### YearsInCounty

How many years have you been living in this county?

	Henderson County Respondents
n	168
Average number of years	21.7
Median number of years	13
Minimum number of years	0
Maximum number of years	96
% no response	3.4

**OwnOrRent**

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

	Henderson County Respondents
n	174
Own	98.9 %
Rent	0.6 %
% no response	0.5

**FullOrPartRes**

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

	Henderson County Respondents
n	174
Full-time; I do not have another residence.	92.5 %
Part-time; I have another residence.	6.9 %
% no response	0.6

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

	Henderson County Respondents
n	12
Average number of months	4.4
Median number of months	6
Minimum number of months	1
Maximum number of months	7
% no response	25.0

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

	Henderson County Respondents
n	170
% Yes	5.3
% No	94.7
% no response	2.3

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

	Henderson County Respondents
n	172
% Yes	79.7
% No	20.3
% no response	1.1

## 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>Henderson County Respondents</b>
n	174
Appalachian roots/heritage	27.0
Availability of the job that I want	20.7
Availability of continuing educational opportunities	11.5
Available wage/salary	6.3
Cost of living	30.5
Cultural diversity	22.4
Environmental quality	52.3
Family in area	46.6
Feeling of community	40.8
Grew up here	29.3
Local arts and music	27.0
Local politics	4.6
Natural landscapes	81.6
Property tax rate	26.4
Proximity to outdoor recreational opportunities	48.3
Proximity to or ease of access to parks and open space	42.0
Quality of schools for children	17.8
Rural character	52.3
Safety	46.0
Savings not adequate to move somewhere else	6.9
Other (Please describe):	17.8
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
	Henderson County Respondents
n	123
Appalachian roots/heritage	3.3
Availability of the job that I want	4.9
Availability of continuing educational opportunities	0.0
Available wage/salary	0.0
Cost of living	5.7
Cultural diversity	0.0
Environmental quality	8.1
Family in area	18.7
Feeling of community	3.3
Grew up here	7.3
Local arts and music	0.8
Local politics	0.0
Natural landscapes	27.6
Property tax rate	0.8
Proximity to outdoor recreational opportunities	2.4
Proximity to or ease of access to parks and open space	3.3
Quality of schools for children	0.0
Rural character	4.1
Safety	1.6
Savings not adequate to move somewhere else	1.6
Other (Please describe):	9.8
None	0.0
% no response	29.3

**FVP Focus Group**

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

	Henderson County Respondents
n	167
% Yes	1.8
% No	98.2
% no response	4.0

**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.)**

	Henderson County Respondents
n	166
% Yes	12.0
% No	88.0
% no response	4.6



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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