

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

**Summary of Survey Data Collected from  
Madison 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 (Madison, 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
Henderson	174	22.7
<b>Madison</b>	<b>173</b>	<b>22.5</b>
<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 Madison County. In the results tables, (n) refers to the number of respondents who completed the question. Results are presented as 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.)

	<b>Madison County Respondents</b>
Number of Respondents (n)	173
Close-knit rural community	57.2
Cropland	76.9
Family ties	60.1
Farm animals	83.2
Farm buildings and equipment	75.7
Fiber, such as cotton or wool	13.9
Food	69.9
Hay fields	75.1
Historic landmarks	24.9
Independent way of life	66.5
Open space	72.8
Orchards	45.7
Pasture	82.7
Small-scale vegetable and flower gardens	69.9
Soil	53.2
Traditional homes or buildings	45.7
Woodland	64.7
Wildflowers	49.7
Other	11.6
% no response	2.3

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.)

	Madison County Respondents
Number of Respondents	169
Agricultural Heritage	82.2
Attractiveness to visitors	57.4
Biodiversity	35.5
Capacity to slow global climate change	38.5
Flood control	33.1
Jobs for farmers and their suppliers, pickers, packers and truck drivers	69.8
Locally produced food	88.8
Open space	74.6
Opportunity to observe natural cycles	53.8
Scenic beauty	81.1
Soil conservation	60.9
Wildlife habitat	78.7
Other	10.7
None: I do not believe farmland benefits my county	0.0
% no response	2.3

## Costs

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

	Madison County Respondents
Number of Respondents	165
Dust	6.7
Environmental damage	42.4
Biodiversity loss	4.8
Contribution to global warming	2.4
Nutrient/pesticide runoff	32.7
Reduced flood control	8.5
Soil erosion	21.2
Wildlife habitat loss	13.3
Other environmental damage	1.2
Noise	4.2
Prevents profitable new development	4.2
Smells	6.1
Traffic congestion caused by slow moving farm vehicles	5.5
Other	4.2
None: I do not believe farmland imposes costs on my county	55.2
% no response	4.6

## QualityOfLife

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

	Madison County Respondents
Number of Respondents	172
I am happy just to know that it is there	83.7
Farmland allows me to buy local food	82.6
Farmland helps me to learn about natural cycles	45.3
Farmland provides a link to my agricultural heritage	57.6
Farmland provides recreation (for example, apple and pumpkin picking, horseback riding, etc.)	54.1
Farmland is attractive and makes the area more beautiful	80.2
Farmland brings visitors to the area, which helps the business/industry I am in	30.2
Farmland brings visitors to the area, which helps my county tax base	34.9
Unproductive farmland prevents new economic development	4.1
Pollution and byproducts from farmlands pose threats to my health	4.1
Farmland does not affect my quality of life	1.2
Other	4.1
% no response	0.6

### FocusGroupStatements

Residents from Madison, 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.)**

	Madison County Respondents
Number of Respondents	170
Farmland provides scenic beauty	95.3
Farmland provides flood control	54.1
Farmland contributes to our region's agricultural heritage	90.0
Farmland provides habitat for wildlife	85.9
Farmland provides other natural services like biodiversity and pollination	68.8
Farmland provides local food	95.9
Farmland provides income for farmers	94.1
% 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)

	Madison County Respondents
Number of Respondents	152
Farmland provides scenic beauty	3.6
Farmland provides flood control	5.4
Farmland contributes to our region's agricultural heritage	4.2
Farmland provides habitat for wildlife	3.7
Farmland provides other natural services like biodiversity and pollination	4.6
Farmland provides local food	2.2
Farmland provides income for farmers	2.7
% no response	12.1

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>Madison County Respondents</b>
Number of Respondents		169
7	Very Important	47.9
6		22.5
5		17.8
4		7.1
3		3.0
2		1.2
1	Not Important	0.6
Average Score		6
Median Score		6
% no response		2.3

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

		<b>Madison County Respondents</b>
n		169
7	Very Important	31.4
6		20.1
5		23.7
4		16.0
3		4.7
2		3.0
1	Not Important	1.2
Average Score		5.4
Median Score		6
% no response		2.3

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

		<b>Madison County Respondents</b>
n		169
7	Very Important	55.0
6		21.3
5		12.4
4		7.1
3		2.4
2		0.6
1	Not Important	1.2
Average Score		6.1
Median Score		7
% no response		2.3

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

		<b>Madison County Respondents</b>
n		169
7	Very Important	46.2
6		28.4
5		16.0
4		5.9
3		1.2
2		1.2
1	Not Important	1.2
Average Score		6
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>Madison County Respondents</b>
n		170
7	Very Important	61.8
6		20.0
5		10.6
4		3.5
3		2.4
2		1.2
1	Not Important	0.6
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>Madison County Respondents</b>
n		169
7	Very Concerned	32.5
6		8.3
5		18.3
4		16.6
3		11.8
2		5.3
1	Not Concerned	7.1
Average Score		4.9
Median Score		5
% no response		2.3

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

		<b>Madison County Respondents</b>
n		168
7	Very Concerned	11.9
6		7.7
5		16.1
4		19.6
3		16.7
2		12.5
1	Not Concerned	15.5
Average Score		3.8
Median Score		4
% no response		2.9

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

		<b>Madison County Respondents</b>
n		167
7	Very Concerned	5.4
6		6.0
5		9.0
4		17.4
3		16.8
2		16.8
1	Not Concerned	28.7
Average Score		3
Median Score		3
% no response		3.5

### ParticularFarm

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

	Madison County Respondents
n	157
% Yes	73.2
% No	26.8
% no response	9.2

### WhatDoYouEnjoy

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

	Madison County Respondents
n	120
Architecture of farm house, barn, or other buildings	75.0
Contrast of agricultural valley with forested mountains in the background	78.3
Farm equipment	39.2
Having friends/family who farm this land	59.2
Knowing that some of my food will come from this land	61.7
Nostalgia: it reminds me of my childhood	52.5
Particular farming style (organic, traditional crops, etc.)	40.8
Reminder of our agricultural heritage	62.5
Scenic beauty	89.2
Wildflowers along the side of the road	55.8
Other	14.2
% no response	30.6

### 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?

	<b>Madison County Respondents</b>
n	119
% Yes	25.2
% No	74.8
% no response	31.2

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.**

	Madison County Respondents
n	169
% willing to make a contribution of any amount	50.3
% 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.)**

	Madison County Respondents
n	66
Locally run non-profit organization	78.8
Your county government	6.1
United States Department of Agriculture	4.5
North Carolina state government	10.6
% no response	3.0

<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.)**

	Madison County Respondents
n	167
% Yes	58.7
% No	41.3
% no response	3.5

### WhyNotPayMoreForFood

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

	Madison County Respondents
n	68
I do not want to pay any more for my food	58.8
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	1.5
I do not have sufficient income to pay more for my food	33.8
I do not believe farmland will be preserved, regardless of my payment	27.9
I do not believe preserving farmland will benefit me	4.4
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	7.4
I do not have enough information to decide right now	5.9
Other	2.9
% no response	5.8

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

### LivingNearFarmland

Living near farmland is important to me.

		% Madison County Respondents
n		168
7	Strongly agree	51.8
6		19.0
5		14.3
4		8.9
3		3.0
2		1.2
1	Strongly disagree	0.0
Average Score		6.1
Median Score		7
No opinion		1.8
% no response		2.9

### ExperienceNature

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

		% Madison County Respondents
n		167
7	Strongly agree	58.1
6		22.8
5		9.0
4		3.6
3		1.8
2		1.2
1	Strongly disagree	0.0
Average Score		6.3
Median Score		7
No opinion		3.6
% no response		3.5

### CommNeedsToDoMore

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

		% Madison County Respondents
n		167
7	Strongly agree	55.7
6		13.2
5		15.0
4		6.6
3		1.8
2		0.6
1	Strongly disagree	0.6
Average Score		6.2
Median Score		7
No opinion		6.6
% no response		3.5

### 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.

		% Madison County Respondents
n		166
7	Strongly agree	39.2
6		18.7
5		19.3
4		11.4
3		3.0
2		1.8
1	Strongly disagree	1.2
Average Score		5.7
Median Score		6
No opinion		5.4
% no response		4.0

### CommPreserveOpenSpace

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

		% Madison County Respondents
n		165
7	Strongly agree	29.7
6		15.8
5		15.2
4		16.4
3		6.7
2		4.8
1	Strongly disagree	3.0
Average Score		5.2
Median Score		5
No opinion		8.5
% no response		4.6

### ConcernedAboutDevelopment

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

		% Madison County Respondents
n		166
7	Strongly agree	63.3
6		12.7
5		13.3
4		4.2
3		2.4
2		2.4
1	Strongly disagree	0.0
Average Score		6.3
Median Score		7
No opinion		1.8
% no response		4.0

### ImpactOfPrivateDecisions

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

		% Madison County Respondents
n		163
7	Private decisions <i>often</i> impact others in the community	56.4
6		16.6
5		12.3
4		8.6
3		0.6
2		0.0
1	Private decisions <i>never</i> impact others in the community	0.6
Average Score		6.2
Median Score		7
No opinion		4.9
% no response		5.8

### LevelOfLocalGovt

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

		% Madison County Respondents
n		158
7	More government action is needed	19.0
6		11.4
5		11.4
4		16.5
3		8.2
2		3.8
1	Less government action is needed	18.4
Average Score		4.2
Median Score		4
No opinion		11.4
% no response		8.7

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>Madison County Respondents</b>
n	165
Average age	57.5
Median age	57
Minimum age	27
Maximum age	94
% no response	4.6

**Gender**

What is your gender?

	<b>Madison County Respondents</b>
n	167
% Male	48.5
% Female	51.5
% no response	3.5

**Children**

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

	<b>Madison County Respondents</b>
n	164
Average number of children	0.4
Median number of children	0
Maximum number of children	4
% of respondents with children under 18	25.0
% no response	5.2

### Education

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

	<b>% Madison County Respondents</b>
n	166
Grade school	2.4
High school or GED	30.7
Associates Degree (A.A. or A.S.)	10.2
Bachelors Degree (B.A. or B.S.)	25.9
Masters Degree (M.A. or M.S)	18.7
Other graduate degree	7.8
Other	5.4
Any college degree	66.9
% no response	4.0

### EmploymentStatus

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

	<b>% Madison County Respondents</b>
n	163
I work full-time	47.9
I am retired	14.1
I work part-time	38.0
I am currently unemployed	0.0
I do not work outside the home	3.7
% no response	5.8

## Occupation

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

	% Madison County Respondents
n	115
Farming	9.6
Forestry	0.9
Manager	13.9
Operator, fabricator or laborer	3.5
Precision production, craft, or repair occupation	2.6
Professional specialty	27.8
Service Occupation	7.0
Student	0.9
Teacher	7.0
Technical, sales support	3.5
Other	35.7
% no response	33.5

## Industry

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

	% Madison County Respondents
n	113
Agriculture	13.3
Arts, entertainment, or recreation	6.2
Education	10.6
Finance and insurance	4.4
Food service	1.8
Forestry	0.0
Government	8.8
Manufacturing	6.2
Medical/Health care	16.8
Real estate	3.5
Retail	8.0
Other	30.1
% no response	34.7

### FarmingHistory

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

	% Madison County Respondents
n	167
Your generation	35.9
Your parents' generation	54.5
Your grandparents' generation	66.5
Before your grandparents' generation	46.1
Any farming history	90.4
None	9.6
I do not know	0.0
% no response	3.5

### VisitedFarm

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

	% Madison County Respondents
n	164
The Biltmore Estate's Historic Horse Barn, Farm Village, or Kitchen Garden	18.3
Carl Sandburg Home (Flat Rock)	6.7
Community festival celebrating agriculture (Apple Festivals, etc.)	26.2
Community-supported agriculture farm operation	8.5
Corn maze, farm tour, or other agri-tourism site	10.4
Historic Johnson Farm (Hendersonville)	0.0
Museum exhibition about farming in Western North Carolina	3.0
Pick-your-own fruit or vegetable operation	24.4
Roadside produce stand	70.7
Western North Carolina Farmer's Market	57.3
Tailgate market or other farmer's market	67.1
Other	9.5
None	5.5
% no response	5.2

**Income**

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

	<b>% Madison County Respondents</b>
n	147
Less than \$10,000	3.4
\$10,000 to \$19,999	6.1
\$20,000 to \$29,999	9.5
\$30,000 to \$39,999	16.3
\$40,000 to \$49,999	7.5
\$50,000 to \$59,999	10.9
\$60,000 to \$69,999	4.1
\$70,000 to \$79,999	5.4
\$80,000 to \$89,999	8.2
\$90,000 to \$99,999	6.1
\$100,000 to \$109,999	11.6
\$110,000 to \$119,999	2.0
\$120,000 to \$129,999	0.7
\$130,000 to \$139,999	0.7
\$140,000 to \$149,999	1.4
\$150,000 or more	6.1
<b>% no response</b>	<b>15.0</b>

**Activities**

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

	<b>% Madison County Respondents</b>
n	171
Business or professional organizations	18.1
Civic activism	17.5
Environmental awareness or education	16.4
Fishing	27.5
Gardening	62.0
Hunting or shooting	19.3
Music or theater	31.0
Outdoor recreation (hiking, kayaking, camping, biking, etc.)	51.5
Political organizations	15.2
Religious groups	39.2
Other	11.1
None	8.2
<b>% no response</b>	<b>1.2</b>

### How Often Purchase Local

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

	Percent
	% Madison County Respondents
n	165
Never	0.6
Sometimes	47.9
Often (once a week or more)	46.7
Purchase local any amount	94.5
I do not know	4.8
% no response	4.6

### Where Purchase Local

Where do you purchase local farm products?

	% Madison County Respondents
n	157
On-farm	27.4
Local supermarket	49.7
Western North Carolina Farmer's Market	47.1
Tailgate market	58.0
Other	24.8
Roadside stand	8.3
% no response	9.2

### ResponseInfluencePolicy

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

		% Madison County Respondents
n		163
7	It is <i>very</i> likely that responses will influence policy	5.5
6		4.3
5		11.7
4		21.5
3		9.8
2		22.1
1	It is <i>not</i> likely that responses will influence policy	17.8
Average Score		3.2
Median Score		3
No opinion		7.4
% no response		5.8

### YearsInWNC

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

	% Madison County Respondents
n	171
Average number of years	36.8
Median number of years	36
Minimum number of years	1
Maximum number of years	94
% no response	1.2

### YearsInCounty

How many years have you been living in this county?

	% Madison County Respondents
n	166
Average number of years	32.1
Median number of years	28
Minimum number of years	1
Maximum number of years	94
% no response	4.0

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

	Percent
	<b>Madison County Respondents</b>
n	173
% Own	98.8
% Rent	1.2
% no response	0.0

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

	Percent
	<b>% Madison County Respondents</b>
n	173
Full-time; I do not have another residence.	87.9
Part-time; I have another residence.	10.4
% no response	0.7

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

	<b>% Madison County Respondents</b>
n	18
Average number of months	5.0
Median number of months	5
Minimum number of months	1
Maximum number of months	12
% no response	11.1

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

	Percent
	<b>Madison County Respondents</b>
n	172
% Yes	48.3
% No	51.7
% no response	0.6

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

	Percent
	<b>Madison County Respondents</b>
n	158
% Yes	95.6
% No	4.4
% no response	8.7

## WhyLiveHere

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

	Percent
	% Madison County Respondents
n	172
Appalachian roots/heritage	49.4
Availability of the job that I want	15.7
Availability of continuing educational opportunities	6.4
Available wage/salary	4.1
Cost of living	26.2
Cultural diversity	18.0
Environmental quality	48.3
Family in area	52.3
Feeling of community	41.9
Grew up here	48.8
Local arts and music	23.3
Local politics	6.4
Natural landscapes	66.9
Property tax rate	20.9
Proximity to outdoor recreational opportunities	29.1
Proximity to or ease of access to parks and open space	26.7
Quality of schools for children	13.4
Rural character	64.0
Safety	44.8
Savings not adequate to move somewhere else	6.4
Other (Please describe):	18.0
None	0.0
% no response	0.6

### Most Important

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

	Percent
	% Madison County Respondents
n	139
Appalachian roots/heritage	10.8
Availability of the job that I want	2.2
Availability of continuing educational opportunities	0.7
Available wage/salary	0.7
Cost of living	3.6
Cultural diversity	0.7
Environmental quality	5.8
Family in area	17.3
Feeling of community	5.8
Grew up here	15.8
Local arts and music	0.7
Local politics	0.7
Natural landscapes	22.3
Property tax rate	1.4
Proximity to outdoor recreational opportunities	1.4
Proximity to or ease of access to parks and open space	2.2
Quality of schools for children	1.4
Rural character	7.2
Safety	4.3
Savings not adequate to move somewhere else	2.2
Other (Please describe):	7.2
None	0.0
% no response	19.8

**FVP Focus Group**

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

	Percent
	<b>Madison County Respondents</b>
n	167
% Yes	0.6
% No	99.4
% no response	3.5

**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>Madison County Respondents</b>
n	165
% Yes	13.3
% No	86.7
% 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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