

# **Farmland Values Project Survey Summary Statistics**



**Summary of Survey Data Collected from  
Residents (Randomly Selected) and Visitors**

3/9/2009

# 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 **Visitor** groups 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>

## Note on Published Results

Because we found statistically significant differences 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**. All Visitor responses are included in **VISITOR**. The responses of 1079 individuals are summarized in this document.

	Count	As Percent of All Respondents
RESIDENT (Sample)	772	71.5
VISITOR	307	28.5
<b>Total</b>	<b>1079</b>	<b>100.0</b>

## Organization of this Document

The first set of questions were given to all survey respondents. Following this are two additional sections, with questions asked of residents only and visitors only. 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. If the question text was modified for the Visitor survey, changes are noted in brackets [like this]. In the results tables, (n) refers to the number of respondents who completed the question. Again, in these tables, “Resident” refers to the randomly selected sample only.

All information presented here is the intellectual property of the Farmland Values Project and UNC-Asheville. UNC Asheville is not responsible for any misuse or misrepresentation of Farmland Values Project data or results. For more information, please visit our website at [www.unca.edu/farmlandvalues](http://www.unca.edu/farmlandvalues).

# TABLE OF CONTENTS

## I. Questions Asked of All Respondents

WhatDoYouThinkOf	6
Benefits	7
Costs	8
QualityOfLife	8
FocusGroupStatements	9
RankImportance	9
VisualAppeal	10
PleasantSmells	10
AvailablityOfLocalFarmFroducts	11
RuralCharacter	11
ContributionToEnvironmentalQuality	12
ImpactOnWaterQuality	12
ImpactOnAirQuality	13
UnpleasantSmells	13
ParticularFarm	14
WhatDoYouEnjoy	14
ParticipateInMap	14
PayXForFarm	15
Estimated Average Willingness To Pay	15
GroupToManageFunds	16
PayMoreForFood	16
WhyNotPayMoreForFood	16
LivingNearFarmland	17
ExperienceNature	17
CommunityNeedsToDoMore	18
RegionSupplyOwnNeeds	18
CommunityPreserveOpenSpace	19
ConcernedAboutDevelopment	19
ImpactOfPrivateDecisions	20
LevelOfLocalGovernment	20

### *Demographic Questions*

YearBorn/Age	21
Gender	21
Children	21
Education	22

EmploymentStatus	22
Occupation	23
Industry	23
FarmingHistory	24
VisitedFarm	24
Income	25
Activities	25
WherePurchaseLocal	26
ResponseInfluencePolicy	26

## **II. Questions Asked of Residents Only**

PrimaryCounty	27
YearsInWNC	27
YearsInCounty	27
OwnOrRent	28
FullOrPartRes	28
PartTimeResidents	28
LiveOnFarm	28
LiveCloseToFarm	29
WhyLiveHere	29
MostImportant	30
FVPFocusGroup	31
CommunityInvolvement	31
HowOftenPurchaseLocal	31

## **III. Questions Asked of Visitors Only**

CountiesVisited	32
HowOftenVisit	32
YearsVisit	33
DaysVisiting	33
NumberInParty	33
PurchaseLocal	33

# I. QUESTIONS ASKED OF ALL RESPONDENTS

## WhatDoYouThinkOf

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

	Percent	
	RESIDENT	VISITOR
n	762	280
Pasture	88.8	88.9
Farm animals	87.3	87.5
Cropland	81.5	76.8
Farm buildings and equipment	79.9	84.3
Hay fields	79.1	73.2
Open space	77.4	78.6
Food	74.7	77.1
Orchards	63.6	70.4
Independent way of life	61.3	61.4
Woodland	58.8	48.9
Small-scale vegetable and flower gardens	58.1	50.0
Close-knit rural community	55.2	61.1
Soil	54.2	62.5
Family ties	53.7	63.2
Wildflowers	50.1	49.3
Traditional homes or buildings	44.5	50.4
Historic landmarks	26.2	26.4
Fiber, such as cotton or wool	14.0	25.0
Other	8.9	12.1
% no response	1.3	8.8

*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 [to Western North Carolina]? **(Check all that apply.)**

	Percent	
	RESIDENT	VISITOR
n	764	276
Locally produced food	92.3	97.8
Scenic beauty	80.6	89.5
Jobs for farmers and their suppliers, pickers, packers and truck drivers	80.1	89.9
Agricultural heritage	79.8	89.9
Open space	74.9	76.4
Wildlife habitat	74.7	71.4
Soil conservation	60.7	72.5
Attractiveness to visitors	56.9	79.7
Opportunity to observe natural cycles	54.1	62.3
Biodiversity	41.2	67.8
Capacity to slow global climate change	40.7	56.9
Flood control	37.6	44.2
Other	8.5	9.1
None: I do not believe farmland benefits my county [Western North Carolina]	0.4	0.0
% no response	1.0	10.1

## Costs

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

	Percent	
	RESIDENT	VISITOR
n	746	273
None: I do not believe farmland imposes costs on my county [Western North Carolina]	51.6	43.6
Environmental damage	42.5	53.5
Nutrient/pesticide runoff	36.9	47.6
Soil erosion	14.2	17.2
Wildlife habitat loss	12.2	18.7
Smells	9.4	11.0
Dust	6.2	10.3
Traffic congestion caused by slow moving farm vehicles	5.9	7.0
Reduced flood control	5.0	5.9
Prevents profitable new development	3.2	4.4
Other	2.9	2.2
Biodiversity loss	2.5	11.7
Noise	2.1	4.0
Contribution to global warming	1.5	4.8
Other environmental damage	1.1	1.1
% no response	3.4	11.1

## QualityOfLife

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

	Percent	
	RESIDENT	VISITOR
n	761	273
Farmland allows me to buy local food	85.8	90.8
Farmland is attractive and makes the area more beautiful	84.5	80.6
I am happy just to know that it is there	82.0	76.6
Farmland provides recreation (for example, apple and pumpkin picking, horseback riding, etc.)	56.2	68.5
Farmland provides a link to my agricultural heritage	51.0	53.1
Farmland helps me to learn about natural cycles	38.5	42.9
Farmland brings visitors to the area, which helps my county tax base	33.9	--
Farmland brings visitors to the area, which helps the business/industry I am in	28.4	--
Unproductive farmland prevents new economic development	5.7	8.4
Pollution and byproducts from farmlands pose threats to my health	4.3	7.7
Other	3.5	4.4
Farmland does not affect my quality of life	2.5	2.2
% no response	1.4	11.1

-- These two response options were shown to residents only



### 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 [for Western North Carolina]. Summary statements from these groups are listed below. **(Check all statements that you agree with.)**

	Percent	
	RESIDENT	VISITOR
n	760	271
Farmland provides local food	96.3	98.5
Farmland provides income for farmers	96.1	95.6
Farmland provides scenic beauty	93.7	93.7
Farmland contributes to our region's agricultural heritage	87.8	91.5
Farmland provides habitat for wildlife	82.2	77.1
Farmland provides other natural services like biodiversity and pollination	70.9	76.4
Farmland provides flood control	56.6	56.5
% no response	1.6	11.7

### 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)		
	RESIDENT	VISITOR
n	687	244
Farmland provides local food	2.2	1.9
Farmland provides income for farmers	2.5	2.5
Farmland provides scenic beauty	3.7	4.1
Farmland provides habitat for wildlife	4.0	4.0
Farmland contributes to our region's agricultural heritage	4.4	4.5
Farmland provides other natural services like biodiversity and pollination	4.6	4.1
Farmland provides flood control	5.3	5.1
% no response	11.0	20.5

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 [in Western North Carolina]. 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.)

		Percent	
		RESIDENT	VISITOR
n		756	268
7	Very Important	47.4	43.3
6		23.0	25.7
5		18.1	19.8
4		6.1	7.5
3		2.6	1.5
2		1.3	1.1
1	Not Important	1.5	1.1
Average Score		6.0	5.9
Median Score		6	6
% no response		2.1	12.7

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

		Percent	
		RESIDENT	VISITOR
n		756	267
7	Very Important	24.9	22.1
6		21.8	15.4
5		24.9	28.8
4		15.6	21.7
3		4.8	5.6
2		3.8	2.6
1	Not Important	4.2	3.7
Average Score		5.2	5.0
Median Score		5	5
% no response		2.1	13.0

**Availability of local farm products** (access to products from farms in your region [in Western North Carolina].)

		Percent	
		<b>RESIDENT</b>	<b>VISITOR</b>
n		757	268
7	Very Important	55.6	62.3
6		22.5	22.4
5		11.5	10.4
4		6.7	3.4
3		2.1	0.4
2		0.7	1.1
1	Not Important	0.9	0.0
Average Score		6.2	6.4
Median Score		7	7
% no response		1.9	12.7

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

		Percent	
		<b>RESIDENT</b>	<b>VISITOR</b>
n		756	268
7	Very Important	42.2	39.6
6		24.3	23.1
5		17.9	18.7
4		9.4	14.6
3		2.1	1.9
2		2.1	1.5
1	Not Important	2.0	0.7
Average Score		5.8	5.8
Median Score		6	6
% no response		2.1	12.7

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

		Percent	
		<b>RESIDENT</b>	<b>VISITOR</b>
n		756	267
7	Very Important	61.1	61.8
6		22.5	19.5
5		10.1	11.6
4		3.6	5.2
3		1.2	1.9
2		0.7	0.0
1	Not Important	0.9	0.0
Average Score		6.3	6.3
Median Score		7	7
% no response		2.1	13.0

*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.)

		Percent	
		<b>RESIDENT</b>	<b>VISITOR</b>
n		754	268
7	Very Concerned	28.1	33.2
6		13.5	17.9
5		16.8	15.3
4		15.1	14.6
3		11.9	8.6
2		7.6	7.1
1	Not Concerned	6.9	3.4
Average Score		4.8	5.2
Median Score		5	6
% no response		2.3	12.7

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

		Percent	
		<b>RESIDENT</b>	<b>VISITOR</b>
n		753	268
7	Very Concerned	13.4	19.8
6		9.3	19.0
5		13.8	15.3
4		16.2	17.5
3		16.5	7.5
2		14.6	12.3
1	Not Concerned	16.2	8.6
Average Score		3.8	4.5
Median Score		4	5
% no response		2.5	12.7

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

		Percent	
		<b>RESIDENT</b>	<b>VISITOR</b>
n		751	269
7	Very Concerned	7.5	10.4
6		5.6	5.2
5		10.7	14.1
4		15.0	20.8
3		16.5	15.6
2		19.8	15.2
1	Not Concerned	24.9	18.6
Average Score		3.1	3.5
Median Score		3	4
% no response		2.7	12.4

### 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.

	Percent	
	RESIDENT	VISITOR
n	722	257
Yes	64.3	29.2
No	35.7	70.8
% no response	6.5	16.3

### WhatDoYouEnjoy

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

	Percent	
	RESIDENT	VISITOR
n	474	81
Scenic beauty	89.0	92.6
Contrast of agricultural valley with forested mountains in the background	81.4	86.4
Architecture of farm house, barn, or other buildings	71.5	80.2
Reminder of our agricultural heritage	58.9	63.0
Knowing that some of my food will come from this land	57.4	60.5
Wildflowers along the side of the road	51.9	60.5
Nostalgia: it reminds me of my childhood	47.7	42.0
Having friends/family who farm this land	44.3	28.4
Particular farming style (organic, traditional crops, etc.)	35.9	51.9
Farm equipment	33.8	30.9
Other	11.0	12.3
% no response	0.9	1.3

### 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?<sup>1</sup>

	Percent	
	RESIDENT	VISITOR
n	496	88
Yes	25.0	35.2
No	75.0	64.8
% no response	35.8	71.3

<sup>1</sup> Respondents who answered “Yes” to this question and provided contact information were invited to participate in our Community Mapping Project. See the results of that activity at [www.unca.edu/farmlandvalues/new/mapping.htm](http://www.unca.edu/farmlandvalues/new/mapping.htm)

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 [in this region]. 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 [in Western North Carolina].*

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 [in Western North Carolina]? **(Circle one.)**<sup>2</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.**

	Percent	
	RESIDENT	VISITOR
n	757	267
Willing to make a contribution of any amount	54.3	66.7
% no response	1.9	13.0

**Estimated Average Annual Willingness to Pay** is determined using standard regression techniques for contingent valuation. Additional details on the contingent valuation method and models used to derive this estimate are available at <http://www.unca.edu/farmlandvalues/results.htm>

	RESIDENT	VISITOR	COMBINED
Estimated Average Annual Willingness to Pay	\$184.64	\$195.41	\$184.79

<sup>2</sup> In place of \$X, each survey presented a dollar amount randomly chosen from the following options: \$25, \$50, \$100, \$200, \$250, \$500, \$1000.

### GroupToManageFunds

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

	Percent	
	RESIDENT	VISITOR
n	280	103
Locally run non-profit organization	80.0	75.7
Your county government	10.0	10.7
United States Department of Agriculture	6.8	4.9
North Carolina state government	4.3	9.7
% no response	4.9	1.9

### 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 [in Western North Carolina]? **(Circle one.)**

	Percent	
	RESIDENT	VISITOR
n	745	256
Yes	63.9	87.9
No	36.1	12.1
% no response	3.5	16.6

### WhyNotPayMoreForFood

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

	Percent	
	RESIDENT	VISITOR
n	265	32
I do not want to pay any more for my food	53.2	43.8
I should not have to pay to preserve farmland	37.4	12.5
I do not have sufficient income to pay more for my food	32.8	9.4
I do not believe farmland will be preserved, regardless of my payment	29.1	15.6
I would prefer to make a voluntary contribution on my local taxes rather than food prices to fund farmland preservation	16.2	12.5
I do not have enough information to decide right now	7.9	6.3
I do not believe preserving farmland will benefit me	3.8	0.0
Other	3.8	12.5
I do not think that the amount of farmland acreage will decrease, so I do not think we need to try to preserve it	1.1	0.0
Farmland in Western North Carolina is not that important to me	0.8	0.0
% no response	5.6	0.0



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

**LivingNearFarmland**

Living near farmland is important to me.

		Percent	
		RESIDENT	VISITOR
n		753	257
7	Strongly agree	39.7	36.2
6		18.2	21.0
5		20.7	19.1
4		12.0	12.1
3		3.7	5.1
2		1.9	1.9
1	Strongly disagree	0.8	0.4
Average Score		5.7	5.7
Median Score		6	6
No opinion		3.1	4.3
% no response		2.5	16.3

**ExperienceNature**

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

		Percent	
		RESIDENT	VISITOR
n		754	257
7	Strongly agree	52.5	65.8
6		22.9	21.8
5		12.1	7.4
4		5.7	2.3
3		2.1	0.0
2		1.3	0.4
1	Strongly disagree	0.7	0.4
Average Score		6.1	6.5
Median Score		7	7
No opinion		2.7	1.9
% no response		2.3	16.3

### CommunityNeedsToDoMore

I believe that our community [Western North Carolina] needs to do more to preserve farmland.

		Percent	
		RESIDENT	VISITOR
n		756	256
7	Strongly agree	54.0	46.1
6		16.1	21.5
5		12.8	14.8
4		8.1	7.8
3		1.9	0.8
2		0.9	0.0
1	Strongly disagree	2.1	0.4
Average Score		6.1	6.1
Median Score		7	7
No opinion		4.1	8.6
% no response		2.1	16.6

### RegionSupplyOwnNeeds

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

		Percent	
		RESIDENT	VISITOR
n		748	257
7	Strongly agree	36.8	36.2
6		18.0	22.6
5		20.2	19.5
4		13.2	10.1
3		3.1	3.1
2		2.0	0.4
1	Strongly disagree	1.9	0.4
Average Score		5.6	5.8
Median Score		6	6
No opinion		4.8	7.8
% no response		3.1	16.3

### Community Preserve Open Space

I believe that our community [Western North Carolina] needs to do more to provide parks and open space.

		Percent	
		RESIDENT	VISITOR
n		747	254
7	Strongly agree	29.6	33.5
6		16.5	19.7
5		19.0	17.7
4		14.6	13.8
3		5.8	4.3
2		4.8	1.2
1	Strongly disagree	4.8	0.8
Average Score		5.2	5.6
Median Score		5	6
No opinion		5.0	9.1
% no response		3.2	17.3

### Concerned About Development

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

		Percent	
		RESIDENT	VISITOR
n		754	257
7	Strongly agree	62.2	58.4
6		16.3	19.1
5		9.8	12.8
4		5.8	3.9
3		2.0	1.9
2		1.1	0.0
1	Strongly disagree	1.9	0.4
Average Score		6.2	6.3
Median Score		7	7
No opinion		0.9	3.5
% no response		2.3	16.3

### ImpactOfPrivateDecisions

What do you think about the impact of private land use decisions [in your community]?

		Percent	
		RESIDENT	VISITOR
n		747	256
7	Private decisions <i>often</i> impact others in the community	56.0	67.2
6		19.1	11.7
5		10.8	10.2
4		8.2	2.7
3		0.8	0.4
2		0.3	0.4
1	Private decisions <i>never</i> impact others in the community	0.3	0.0
Average Score		6.3	6.5
Median Score		7	7
No opinion		4.6	7.4
% no response		3.2	16.6

### LevelOfLocalGovernment

What do you think about the level of local government involvement in land use in your county [in Western North Carolina]?

		Percent	
		RESIDENT	VISITOR
n		738	256
7	More government action is needed	17.6	14.5
6		12.6	10.9
5		14.4	12.9
4		17.2	14.5
3		6.6	0.8
2		5.3	5.1
1	Less government action is needed	16.3	5.5
Average Score		4.3	4.8
Median Score		4	5
No opinion		10.0	35.9
% no response		4.4	16.6

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)

	RESIDENT	VISITOR
n	739	237
Average age	59.6	52.0
Median age	59	52
Minimum age	22	22
Maximum age	96	88
% no response	4.3	22.8

### Gender

What is your gender?

	Percent	
	RESIDENT	VISITOR
n	745	236
Male	48.7	31.4
Female	51.3	68.6
% no response	3.5	23.1

### Children

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

	RESIDENT	VISITOR
n	738	237
Average number of children	0.4	0.3
Median number of children	0	0
Minimum number of children	0	0
Maximum number of children	8	4
% of respondents with children under 18	20.7	17.3
% no response	4.4	22.8

### Education

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

	Percent	
	RESIDENT	VISITOR
n	746	238
Grade school	2.3	0.0
High school or GED	28.6	13.4
Associates Degree (A.A. or A.S.)	11.1	13.9
Bachelors Degree (B.A. or B.S.)	29.4	39.1
Masters Degree (M.A. or M.S)	16.1	23.9
Other graduate degree	7.8	6.7
Any college degree	68.8	86.6
Other	5.8	3.4
% no response	3.4	22.5

### EmploymentStatus

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

	Percent	
	RESIDENT	VISITOR
n	731	239
I work full-time	43.6	62.3
I am retired	40.2	20.1
I work part-time	14.6	10.5
I do not work outside the home	4.2	4.2
I am currently unemployed	0.0	2.9
% no response	5.3	22.1

## Occupation

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

	Percent	
	RESIDENT	VISITOR
n	514	187
Other	35.4	20.9
Professional specialty	28.6	37.4
Manager	12.3	13.9
Service Occupation	10.3	9.6
Teacher	7.6	8.6
Farming	4.9	1.1
Precision production, craft, or repair occupation	4.7	2.1
Operator, fabricator or laborer	2.5	1.1
Technical, sales support	1.9	5.3
Forestry	1.0	0.5
Student	0.2	2.1
% no response	33.4	39.1

## Industry

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

	Percent	
	RESIDENT	VISITOR
n	513	189
Other	30.4	29.1
Medical/Health care	17.2	16.4
Education	11.3	16.4
Manufacturing	9.2	7.4
Agriculture	6.8	2.6
Real estate	6.2	3.2
Arts, entertainment, or recreation	5.8	4.8
Government	5.8	7.9
Retail	5.8	5.3
Finance and insurance	4.5	6.9
Food service	3.1	2.1
Forestry	0.6	1.1
% no response	33.5	38.4

### FarmingHistory

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

	Percent	
	RESIDENT	VISITOR
n	749	236
Your generation	25.5	14.0
Your parents' generation	47.7	33.1
Your grandparents' generation	61.0	57.2
Before your grandparents' generation	40.7	34.7
Any farming history	83.2	79.7
None	16.2	16.1
I do not know	0.7	4.7
% no response	3.0	23.1

### VisitedFarm

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

	Percent	
	RESIDENT	VISITOR
n	745	282
Roadside produce stand	75.7	46.8
Tailgate market or other farmer's market	63.9	22.3
Western North Carolina Farmer's Market	61.2	34.4
Community festival celebrating agriculture (Apple Festivals, etc.)	43.8	28.7
Pick-your-own fruit or vegetable operation	27.0	16.3
The Biltmore Estate's Historic Horse Barn, Farm Village, or Kitchen Garden	23.4	46.5
Carl Sandburg Home (Flat Rock)	16.2	14.9
Corn maze, farm tour, or other agri-tourism site	13.6	7.8
Community-supported agriculture farm operation	7.8	7.1
Historic Johnson Farm (Hendersonville)	6.3	7.1
Other	5.2	24.1
None	4.3	8.9
Museum exhibition about farming in Western North Carolina	2.8	5.7
% no response	3.5	8.1



**Income**

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

	Percent	
	RESIDENT	VISITOR
n	666	230
Less than \$10,000	1.7	0.9
\$10,000 to \$19,999	4.8	0.9
\$20,000 to \$29,999	8.7	5.2
\$30,000 to \$39,999	12.5	7.4
\$40,000 to \$49,999	8.7	10.4
\$50,000 to \$59,999	11.1	7.8
\$60,000 to \$69,999	7.4	9.1
\$70,000 to \$79,999	7.7	10.0
\$80,000 to \$89,999	8.1	8.3
\$90,000 to \$99,999	5.6	7.0
\$100,000 to \$109,999	9.6	7.8
\$110,000 to \$119,999	1.8	5.7
\$120,000 to \$129,999	1.4	3.5
\$130,000 to \$139,999	0.6	1.3
\$140,000 to \$149,999	1.7	2.2
\$150,000 or more	8.9	12.6
% no response	13.7	25.1

**Activities**

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

	Percent	
	RESIDENT	VISITOR
n	762	239
Gardening	56.4	70.7
Outdoor recreation (hiking, kayaking, camping, biking, etc.)	53.1	74.1
Religious groups	45.9	41.4
Music or theater	30.7	53.6
Fishing	28.0	27.6
Business or professional organizations	18.9	24.7
Hunting or shooting	17.3	13.0
Civic activism	13.8	25.1
Environmental awareness or education	13.8	38.9
Other	10.9	15.9
Political organizations	10.6	18.8
None	7.2	1.3
% no response	1.3	22.1

### WherePurchaseLocal

Where do you [did you] purchase [or plan to purchase] local farm products?

		Percent	
		RESIDENT	VISITOR
n		726	220
Tailgate market		58.4	37.3
Local supermarket		56.5	32.3
Western North Carolina Farmer's Market		51.9	52.3
On-farm		30.7	24.1
Other		21.3	20.9
Roadside stand		8.7	10.0
% no response		6.0	28.3

### ResponseInfluencePolicy

Do you think that it is likely that the responses to this survey will influence policy decisions in your county [for visitors: in Western North Carolina]?

		Percent	
		RESIDENT	VISITOR
n		742	237
7	It is <i>very</i> likely that responses will influence policy	5.5	13.9
6		5.7	10.1
5		17.3	25.7
4		20.9	21.1
3		12.8	7.2
2		15.1	5.5
1	It is <i>not</i> likely that responses will influence policy	17.3	6.3
Average Score		3.5	4.6
Median Score		4	5
No opinion		5.5	10.1
% no response		3.9	29.5

## II. QUESTIONS ASKED OF RESIDENTS ONLY

### PrimaryCounty

What is the county of your primary residence? (Check one.)

	Percent
	<b>RESIDENT</b>
n	768
Buncombe	29.2
Haywood	25.7
Henderson	22.7
Madison	22.5
% no response	0.5

### YearsInWNC

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

	<b>RESIDENT</b>
n	767
Average number of years	35.3
Median number of years	33
Minimum number of years	0
Maximum number of years	96
% no response	0.6

### YearsInCounty

How many years have you been living in this county?

	<b>RESIDENT</b>
n	743
Average number of years	31.6
Median number of years	29
Minimum number of years	0
Maximum number of years	96
% no response	3.8

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

	Percent
	<b>RESIDENT</b>
n	769
Own	99.0
Rent	1.0
% no response	0.4

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

	Percent
	<b>RESIDENT</b>
n	765
Full-time; I do not have another residence.	88.8
Part-time; I have another residence.	11.2
% no response	0.9

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

	<b>RESIDENT</b>
n	76
Average number of months	4.9
Median number of months	5
Minimum number of months	1
Maximum number of months	12
% no response	11.6

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

	Percent
	<b>RESIDENT</b>
n	763
Yes	21.5
No	78.5
% no response	1.2

### LiveCloseToFarm

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

	Percent
	<b>RESIDENT</b>
n	736
Yes	79.6
No	20.4
% no response	4.7

### WhyLiveHere

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

	Percent
	<b>RESIDENT</b>
n	770
Natural landscapes	72.9
Rural character	54.2
Family in area	53.6
Environmental quality	47.1
Grew up here	44.4
Appalachian roots/heritage	41.6
Feeling of community	41.3
Proximity to outdoor recreational opportunities	40.3
Safety	38.7
Proximity to or ease of access to parks and open space	36.0
Availability of the job that I want	25.6
Local arts and music	25.1
Cost of living	22.7
Quality of schools for children	19.7
Cultural diversity	18.2
Property tax rate	15.8
Other (Please describe):	15.5
Availability of continuing educational opportunities	9.7
Available wage/salary	8.3
Savings not adequate to move somewhere else	6.0
Local politics	4.3
None	0.1
% no response	0.3

### Most Important

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

	Percent
	<b>RESIDENT</b>
n	587
Family in area	22.5
Natural landscapes	22.0
Grew up here	12.1
Other (Please describe):	7.8
Appalachian roots/heritage	7.0
Availability of the job that I want	6.5
Rural character	6.1
Environmental quality	5.5
Feeling of community	3.7
Cost of living	2.7
Proximity to or ease of access to parks and open space	2.6
Safety	1.9
Proximity to outdoor recreational opportunities	1.5
Savings not adequate to move somewhere else	1.2
Local arts and music	0.9
Available wage/salary	0.7
Cultural diversity	0.7
Property tax rate	0.7
Quality of schools for children	0.7
Availability of continuing educational opportunities	0.5
Local politics	0.3
None	0.0
% no response	24.0

### FVP Focus Group

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

	Percent
	<b>RESIDENT</b>
n	749
Yes	2.3
No	97.7
% no response	3.0

### 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.)**

	Percent
	<b>RESIDENT</b>
n	744
Yes	12.0
No	88.0
% no response	3.6

### How Often Purchase Local

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

	Percent
	<b>RESIDENT</b>
n	737
Often (once a week or more)	48.4
Sometimes	46.9
Purchase local any amount	95.3
I do not know	4.1
Never	0.5
% no response	4.5

### III. QUESTIONS ASKED OF VISITORS ONLY

#### Counties Visited

On this trip, which county or counties have you visited? (Check all that apply.)

	Percent
	<b>VISITOR</b>
n	295
Buncombe	84.4
Henderson	42.7
Haywood	35.9
Other	24.1
Madison	18.6
Visited more than one county on this trip	58.3
I do not know	4.4
% no response	3.9

#### How Often Visit<sup>3</sup>

On average, how often do you visit Western North Carolina? (Check one.)

	Percent
	<b>VISITOR</b>
n	299
This is my first time	11.7
Once every few years	16.7
1 time/year	12.7
2 times/year	14.7
3 times/year	9.0
4 times/year	7.7
5-11 times/year	13.7
Once a month	3.0
Other	8.4
More than once a month	1.3
I have not yet visited WNC	1.0
% no response	2.6

<sup>3</sup> Response options “More than once a month” and “I have not yet visited WNC” were added based on written comments indicating that our categories did not apply. Some Visitors live in a neighboring county, but “visit” the study area on a daily or weekly basis; they are included in “More than once a month.” Others were recruited on the Asheville Chamber of Commerce website, and have not yet visited WNC.



### YearsVisit

How many years have you been visiting Western North Carolina?

	VISITOR
n	291
Average number of years	15.0
Median number of years	10
Minimum number of years	0
Maximum number of years	74
% no response	5.2

### DaysVisiting

How many days are you visiting Western North Carolina on this trip?

	VISITOR
n	286
Average number of days	10.2
Median number of days	4
Minimum number of days	0
Maximum number of days	365
% no response	6.8

### NumberInParty

How many people are in your party?

	VISITOR
n	289
Average number of people	2.5
Median number of people	2
Minimum number of people	1
Maximum number of people	20
% no response	5.9

### PurchaseLocal

Have you purchased local farm products during this trip? **(Circle one.)**

	Percent
	VISITOR
n	280
Yes	55.7
No	22.1
No, but I plan to	22.1
% no response	8.8

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



This project is supported by the National Research Initiative of the USDA Cooperative State Research, Education, and Extension Service, grant #2005-35618-1567.