

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 |
|---------------------|-------------|-------------------------------|
| Resident | 936 | 75.3 |
| Resident Sample | 772 | 62.1 |
| Resident Non-sample | 164 | 13.2 |
| Visitor | 307 | 24.7 |
| All Non-sample | 471 | 37.9 |
| Total | 1243 | 100.0 |

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 |
| Total | 1079 | 100.0 |

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.

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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 |
| | 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 |
| | 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 | |
|---------------|----------------|-----------------|----------------|
| | | RESIDENT | VISITOR |
| 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 | |
|---------------|----------------|-----------------|----------------|
| | | RESIDENT | VISITOR |
| 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 | |
|---------------|----------------|-----------------|----------------|
| | | RESIDENT | VISITOR |
| 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 | |
|---------------|----------------|-----------------|----------------|
| | | RESIDENT | VISITOR |
| 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 | |
|---------------|----------------|-----------------|----------------|
| | | RESIDENT | VISITOR |
| 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 | |
|---------------|----------------|-----------------|----------------|
| | | RESIDENT | VISITOR |
| 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?¹

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

¹ 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

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.)**²

**** 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 |

² 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 |
|---------------|-----------------|
| | RESIDENT |
| 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?

| | RESIDENT |
|-------------------------|-----------------|
| 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?

| | RESIDENT |
|-------------------------|-----------------|
| 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 |

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

| | Percent |
|---------------|-----------------|
| | RESIDENT |
| n | 769 |
| Own | 99.0 |
| Rent | 1.0 |
| % no response | 0.4 |

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

| | Percent |
|---|-----------------|
| | RESIDENT |
| 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.

| | RESIDENT |
|--------------------------|-----------------|
| 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 |

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

| | Percent |
|---------------|-----------------|
| | RESIDENT |
| 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 |
|---------------|-----------------|
| | RESIDENT |
| 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 |
|--|-----------------|
| | RESIDENT |
| 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 |
|--|-----------------|
| | RESIDENT |
| 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 |
|---------------|-----------------|
| | RESIDENT |
| 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 |
|---------------|-----------------|
| | RESIDENT |
| 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 |
|-----------------------------|-----------------|
| | RESIDENT |
| 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 |
|---|----------------|
| | VISITOR |
| 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 Visit³

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

| | Percent |
|----------------------------|----------------|
| | VISITOR |
| 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 |

³ 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/



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