

# AMERICAN VIEWPOINT

---

American Viewpoint, Inc.  
300 North Lee Street Suite 400  
Alexandria, Virginia 22314  
(703) 684-3325  
(703) 684-9295 - FAX  
1-800-684-4410  
www.amview.com

## Wayne County, Ohio Survey

### The American Farmland Trust & The Trust For Public Land

FINAL

June 28 - July 1, 2001

Hello, my name is \_\_\_\_\_, and I'm with **AMERICAN VIEWPOINT**, an independent market research firm located in Alexandria, Virginia. We are doing a survey on issues in Ohio, and I would like to have your opinions.

A. Are you or is any one in your household a reporter or active in any political campaigns this year?

Yes (TERMINATE)  
No (CONTINUE)

B. Are you registered to vote in Wayne County at this address?

Yes (GO TO Q. 1)  
No (GO TO Q. C)

C. Is there anyone in your household who is registered to vote in Wayne County (IF YES ASK: MAY I PLEASE SPEAK TO THAT PERSON?)

Yes (REPEAT INTRODUCTION)  
No (THANK AND TERMINATE)

**Wayne County, Ohio Survey**  
**The American Farmland Trust & The Trust for Public Land**  
**American Viewpoint, Inc.**  
**June 28 - July 1, 2001**

---

Q. 1 - Thinking about all elections, including state and local elections, would you say that you..... **(READ 1 THRU 4)**

49%	Always vote	<b>(Continue)</b>
35%	Vote in most elections	<b>(Continue)</b>
10%	Vote in about half of elections	<b>(Continue)</b>
7%	Vote in less than half	<b>(Continue)</b>
0%	Don't Know	<b>(Thank &amp; Terminate)</b>
0%	Refused	<b>(Thank &amp; Terminate)</b>

Q. 2 - Which of the following do you feel is the most important problem facing Wayne County at the present time?

**ROTATE 1 THRU 9**

3%	Maintaining The Quality Of Local Government Services
12%	Holding Down Taxes
5%	Cutting Government Spending
15%	Improving Education
8%	Fighting Crime And Drugs
8%	More And Better Programs For The Poor And The Elderly
6%	Traffic And Transportation Problems
11%	Controlling Growth And Development
23%	Preserving Open-Space And Farm Lands
2%	Other <b>(Specify)</b>
8%	Don't Know
*	Refused

**Wayne County, Ohio Survey**  
**The American Farmland Trust & The Trust for Public Land**  
**American Viewpoint, Inc.**  
**June 28 - July 1, 2001**

---

If there were a ballot proposal that read. . .

Q. 3 - The Board of County Commissioners of Wayne County proposes: to levy a sales and use tax in the amount of an additional one-quarter of one percent for the purpose of providing revenue for a period of ten years for the acquisition of agricultural easements to protect agricultural lands, including farmland, woodlands and pasture with all expenditures to be reviewed by a citizens advisory committee.

Shall the resolution of the Wayne County Commissioners proposing a one-quarter percent sales and use tax be approved?

Would you vote for or against this proposal?

27%	Definitely For	
23%	Probably For	
3%	Lean For	<b>52% TOTAL FOR</b>
15%	Undecided	<b>32% TOTAL AGAINST</b>
2%	Lean Against	
9%	Probably Against	
20%	Definitely Against	

Q. 4 - If you learned that passing this measure would cost the average household \$44 per year in additional taxes, would you be more or less likely to vote for this measure, or wouldn't it make a difference?

9%	Much More Likely	
9%	A Little More Likely	<b>18% TOTAL MORE LIKELY</b>
10%	A Little Less Likely	<b>23% TOTAL LESS LIKELY</b>
13%	Much Less Likely	
53%	No Difference	
6%	Don't Know	

**Wayne County, Ohio Survey**  
**The American Farmland Trust & The Trust for Public Land**  
**American Viewpoint, Inc.**  
**June 28 - July 1, 2001**

---

Q. 5 - Generally speaking, do you feel that Wayne County is growing and developing too fast, too slowly or at about the right pace?

25%	Strongly Too Fast	
18%	Too Fast	<b>42% TOTAL TOO FAST</b>
3%	Too Slowly	
3%	Strongly Too Slowly	
46%	Right Pace	
5%	Don't Know	
1%	Refused	

Q. 6 - How important do you feel that it is for Wayne County to have a program to protect agricultural land from development? Would you say that it is. . .

53%	Very Important
32%	Somewhat Important
6%	Not Too Important
6%	Not At All Important
4%	Don't Know
1%	Refused

Q. 7 - Generally speaking, how familiar are you with agricultural easements? Would you say that you are. . .

9%	Very Familiar
36%	Somewhat Familiar
32%	Not Too Familiar
21%	Not At All Familiar
2%	Don't Know
1%	Refused

**Wayne County, Ohio Survey**  
**The American Farmland Trust & The Trust for Public Land**  
**American Viewpoint, Inc.**  
**June 28 - July 1, 2001**

---

Q. 8 - As you may know, an agricultural easement program uses public tax dollars to pay landowners who voluntarily agree to keep their farm land in permanent agricultural use rather than selling it for development. Generally speaking, would you approve or disapprove of an agricultural easement program in your community?

39%	Strongly Approve	
26%	Somewhat Approve	<b>65% TOTAL APPROVE</b>
7%	Somewhat Disapprove	<b>21% TOTAL DISAPPROVE</b>
14%	Strongly Disapprove	
8%	Depends <b>(Volunteered)</b>	
-	5% Don't Know	
	1% Refused	

Now, I would like to read you some things that others have said about this proposal to purchase agricultural easements in your area and have you tell me if you agree or disagree with each one. Would you agree or disagree that. . .

ROTATE

Q. 9 - Because Wayne County has lost 34% of its farms in the past 30 years, it is clear that we must act now to preserve the county's remaining agricultural lands.

54%	Strongly Agree	
23%	Somewhat Agree	<b>77% TOTAL AGREE</b>
8%	Somewhat Disagree	<b>18% TOTAL DISAGREE</b>
10%	Strongly Disagree	
2%	Both/Neither	
2%	Don't Know	

**Wayne County, Ohio Survey**  
**The American Farmland Trust & The Trust for Public Land**  
**American Viewpoint, Inc.**  
**June 28 - July 1, 2001**

---

Q. 10 - Preserving farm land also protects important wildlife habitat, scenic views and historic landscapes.

61%	Strongly Agree	
24%	Somewhat Agree	<b>85% TOTAL AGREE</b>
4%	Somewhat Disagree	<b>11% TOTAL DISAGREE</b>
7%	Strongly Disagree	
1%	Both/Neither	
2%	Don't Know	

Q. 11 - The preservation of Wayne County's rural lifestyle and agricultural economy is dependent on **(Half Sample)** *slowing the rate of growth and development.*

37%	Strongly Agree	
35%	Somewhat Agree	<b>72% TOTAL AGREE</b>
9%	Somewhat Disagree	<b>19% TOTAL DISAGREE</b>
10%	Strongly Disagree	
1%	Both/Neither	
7%	Don't Know	

Q. 11b - The preservation of Wayne County's rural lifestyle and agricultural economy is dependent on **(Half Sample)** *preserving farm and rural lands..*

55%	Strongly Agree	
25%	Somewhat Agree	<b>80% TOTAL AGREE</b>
7%	Somewhat Disagree	<b>14% TOTAL DISAGREE</b>
8%	Strongly Disagree	
2%	Both/Neither	
3%	Don't Know	

**Wayne County, Ohio Survey**  
**The American Farmland Trust & The Trust for Public Land**  
**American Viewpoint, Inc.**  
**June 28 - July 1, 2001**

---

Q. 12 - We would be better off spending our money on more important issues such as more schools, better law enforcement, and better county services and worry about preserving farmlands later.

15% Strongly Agree	
20% Somewhat Agree	<b>35% TOTAL AGREE</b>
20% Somewhat Disagree	<b>50% TOTAL DISAGREE</b>
30% Strongly Disagree	
10% Both/Neither	
4% Don't Know	

Q. 13 - \$4 dollars a month is a very small price to pay to preserve farmlands in Wayne County.

47% Strongly Agree	
28% Somewhat Agree	<b>75% TOTAL AGREE</b>
10% Somewhat Disagree	<b>18% TOTAL DISAGREE</b>
9% Strongly Disagree	
2% Both/Neither	
4% Don't Know	

Q. 14 - Taxes in Wayne County are already too high, if the county wants a program like this they should find some other way to pay for it.

29% Strongly Agree	
20% Somewhat Agree	<b>49% TOTAL AGREE</b>
20% Somewhat Disagree	<b>37% TOTAL DISAGREE</b>
17% Strongly Disagree	
5% Both/Neither	
7% Don't Know	

**Wayne County, Ohio Survey**  
**The American Farmland Trust & The Trust for Public Land**  
**American Viewpoint, Inc.**  
**June 28 - July 1, 2001**

---

Now that you know a little more about this proposal. . .

If there were a proposal on the ballot that read. . .

Q. 15 - The Board of County Commissioners of Wayne County proposes: to levy a sales and use tax in the amount of an additional one-quarter of one percent for the purpose of providing revenue for a period of ten years for the acquisition of agricultural easements to protect agricultural lands, including farmland, woodlands and pasture with all expenditures to be reviewed by a citizens advisory committee.

Shall the resolution of the Wayne County Commissioners proposing a one-quarter percent sales and use tax be approved?

Would you vote for or against this proposal?

33% Definitely For	
23% Probably For	
5% Lean For	<b>60% TOTAL FOR</b>
10% Undecided	<b>28% TOTAL AGAINST</b>
2% Lean Against	
8% Probably Against	
18% Definitely Against	

Q. 16 - Now, I would like to read you a statement and have you complete it in your own words, "If I have one hesitation in voting for this proposal, it is. . ."



**Wayne County, Ohio Survey**  
**The American Farmland Trust & The Trust for Public Land**  
**American Viewpoint, Inc.**  
**June 28 - July 1, 2001**

---

And now I have just a few questions for statistical purposes only . . .

Q. 17 - Do you think of yourself as a Republican, a Democrat, an Independent, or something else?

41% Republican  
27% Democrat  
27% Independent  
3% Other  
2% Don't Know  
2% Refused

Q. 18 - What is your age?

3% 18-24  
4% 25-29  
6% 30-34  
7% 35-39  
9% 40-44  
13% 45-49  
12% 50-54  
11% 55-59  
7% 60-64  
8% 65-69  
6% 70-74  
11% 75 And Over  
3% Refused

Q. 19 - Do you have any children under 18 years old living at home?

32% Yes  
66% No  
2% Refused / No Answer

**Wayne County, Ohio Survey**  
**The American Farmland Trust & The Trust for Public Land**  
**American Viewpoint, Inc.**  
**June 28 - July 1, 2001**

---

Q. 20 - About what percentage of your household income relies on farming or the agriculture industry?

**ASK AS AN OPEN END QUESTION - READ 1 THRU 5 IF NEEDED**

69% None  
13% 1% To 25%  
5% 26% To 50%  
2% 51% To 75%  
5% Over 75%  
4% Don't Know  
3% Refused

Q. 21 - Which of the following income groups includes your total household income in 2000 before taxes?

3% Under \$10,000  
3% \$10,000 - \$14,999  
4% \$15,000 - \$19,999  
7% \$20,000 - \$24,999  
9% \$25,000 - \$29,999  
13% \$30,000 - \$39,999  
12% \$40,000 - \$49,999  
17% \$50,000 - \$74,999  
6% \$75,000 - \$99,999  
5% \$100,000 And Over

Q. 22 - SEX OF RESPONDENT:

48% Male  
52% Female

**Wayne County, Ohio Survey**  
**The American Farmland Trust & The Trust for Public Land**  
**American Viewpoint, Inc.**  
**June 28 - July 1, 2001**

---

Q. 23 - Are you employed outside the home, are you a homemaker, or are you retired?

36% Male - Employed  
0% Male - Homemaker  
11% Male - Retired  
1% Male - Not Employed  
26% Female - Employed  
8% Female - Homemaker  
16% Female - Retired  
1% Female - Not Employed  
2% Refused

Geographical Breaks

**Cities**

7% Orrville  
5% Rittman  
24% Wooster

**Townships**

3% Baughman  
5% Canaan  
3% Chester  
10% Chippewa  
3% Clinton  
5% Congress  
5% East Union  
3% Franklin  
5% Green  
3% Milton  
1% Paint  
3% Plain  
2% Salt Creek  
6% Sugar Creek

**Wayne County, Ohio Survey**  
**The American Farmland Trust & The Trust for Public Land**  
**American Viewpoint, Inc.**  
**June 28 - July 1, 2001**

---

4% Wayne  
5% Wooster