

UPPER VALLEY
LAND TRUST

Upper Valley Community Survey

Summary for Conservation Commissioners

March 2013

Upper Valley Community Survey

434 randomly selected Upper Valley residents
Telephone interviews conducted November 19 to 30, 2012
Margin of error is 4.9%

UNH Survey Center is an independent academic research organization and a division of the UNH Carsey Institute.

To inform UVLT's marketing communications strategy by providing information about the attitudes and values of Upper Valley residents.

To see if the changed economic and political environment has led to changes in the attitudes and values that were indicated in a similar survey conducted in 2006.

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Survey Topics

- Quality of life in the Upper Valley
- Attitudes toward growth and conservation policy
- Familiarity with and attitudes toward land conservation
- Awareness of Upper Valley Land Trust
- Sources of information about local issues

Answers correlated with demographic information such as age, household income, level of education, length and location of residency.

Who are the respondents?

Age

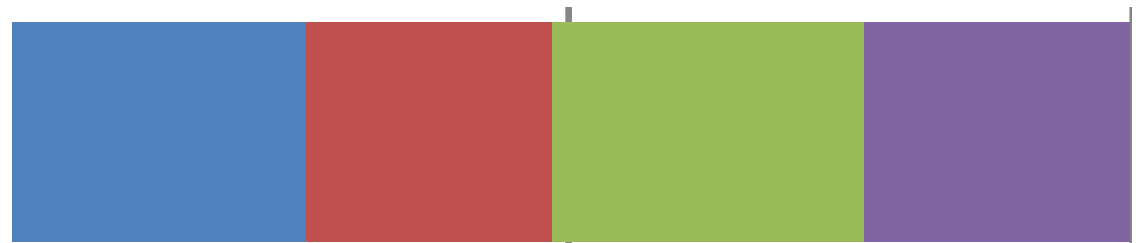
434 Respondents (bar = 100%)

- 18-29
- 30-39
- 40-49
- 50-59
- 60-69
- 70 or older



Education

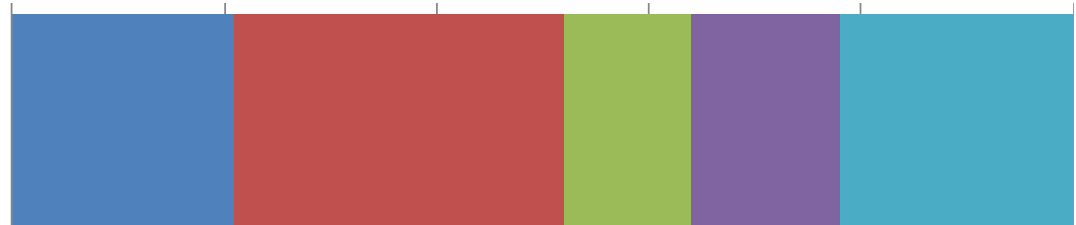
- High School or less
- Tech School/some college
- College grad
- Post grad work



Who are the respondents?

Household Income

- Less than \$30,000
- \$30,000-59,999
- \$60,000-74,999
- \$75,000-99,999
- \$100,000 or more



Ownership

- Rent
- Own less than 1 acre
- Own 1-12 acres
- Own more than 12 acres



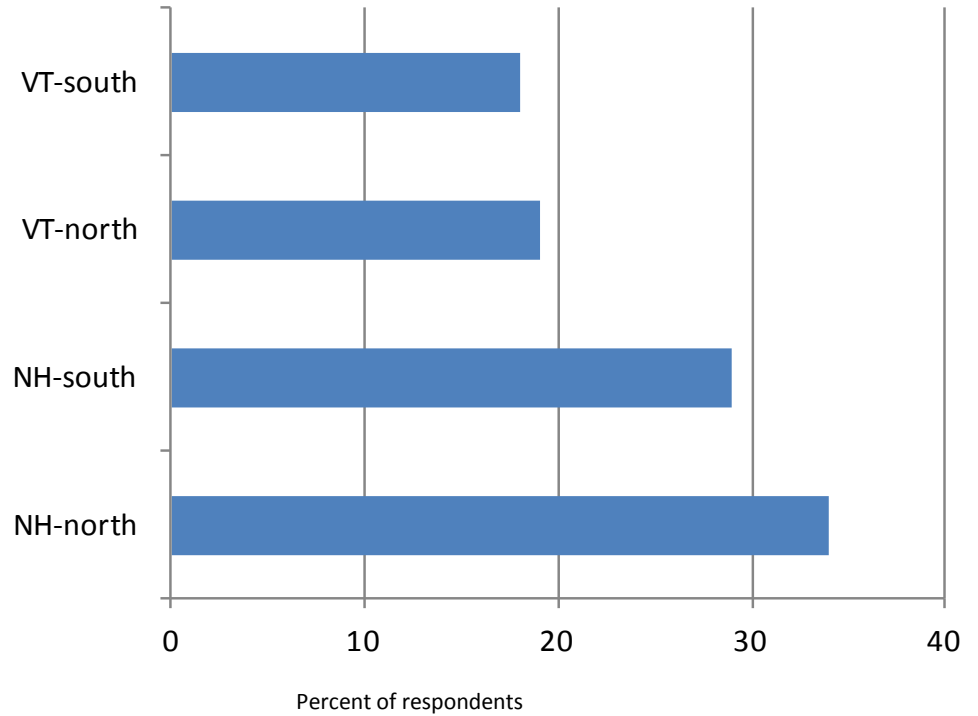
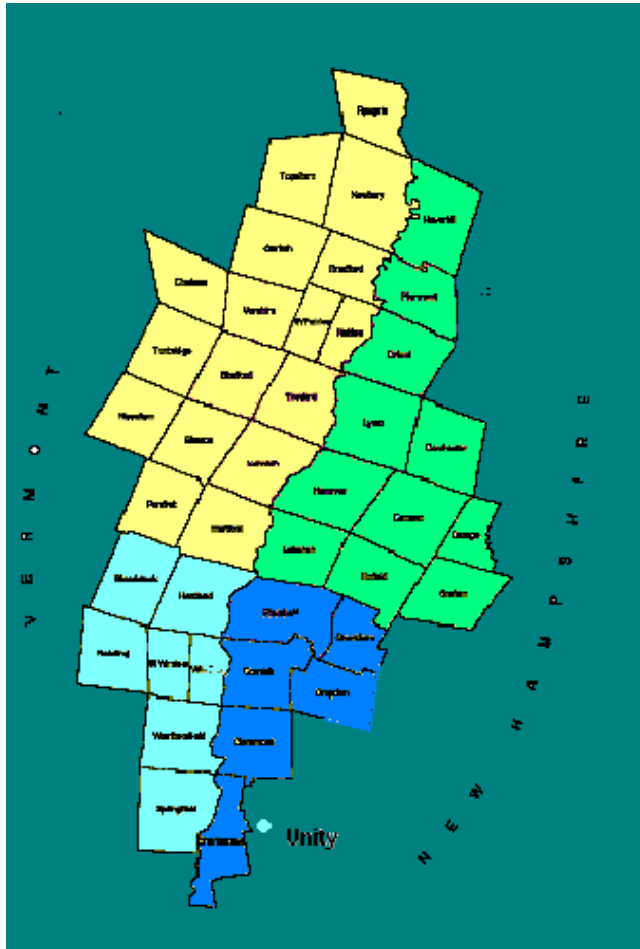
Who are the respondents?

Length of residency

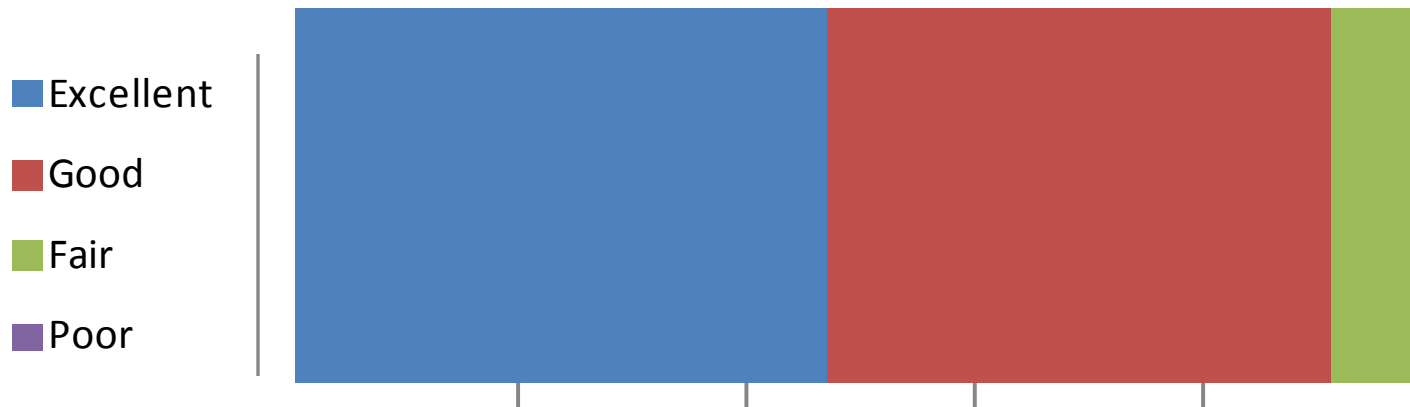
- 2 years or less
- 3-5 years
- 6-10 years
- 11-20 years
- 20 or more years



Where do respondents live?

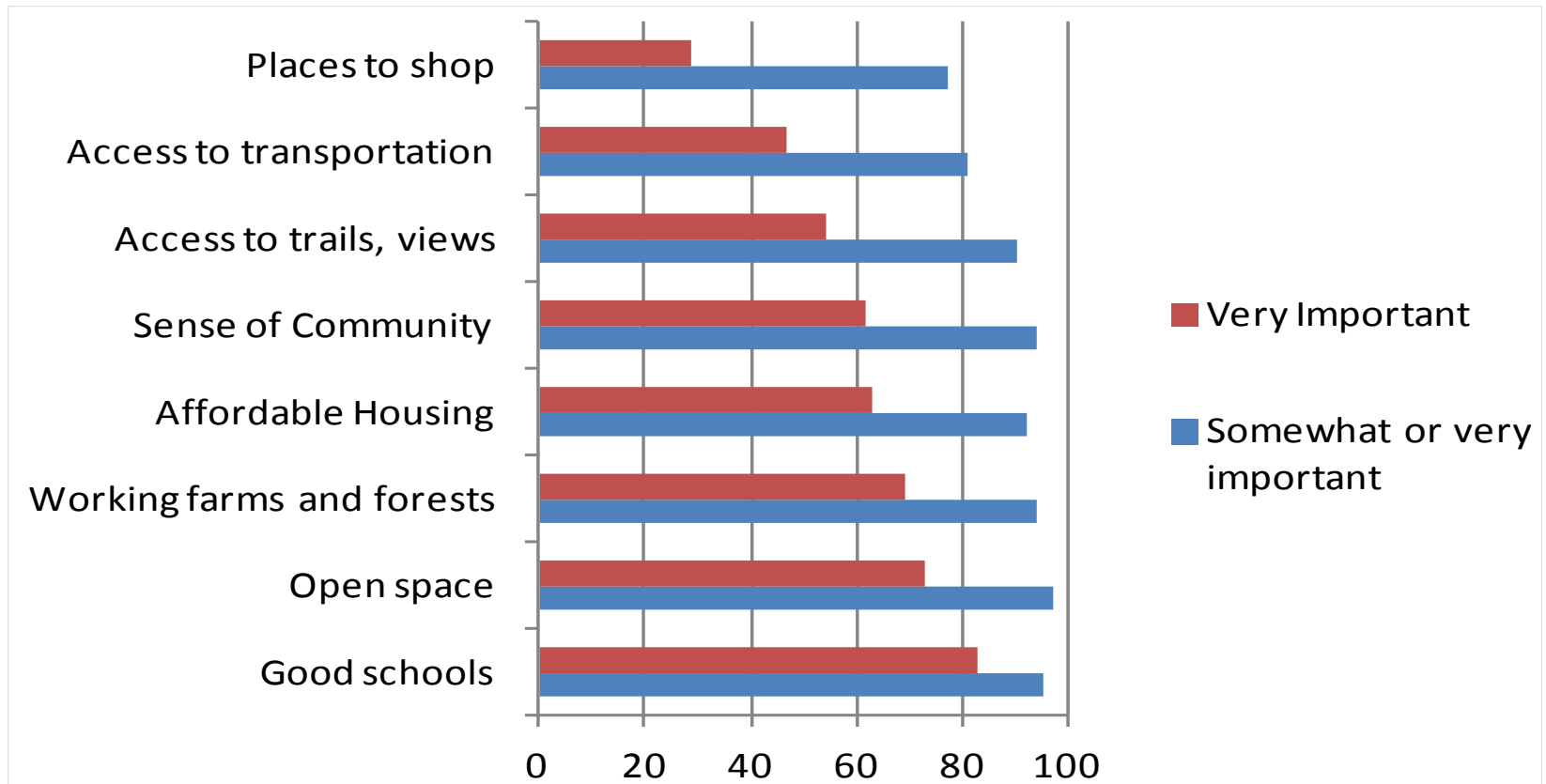


How would you rate the overall quality of life in the part of Vermont/New Hampshire where you live?



When asked what they like LEAST about living in this area, respondents were most likely to answer “the weather” (17%) followed by “I don’t know” (14%) or “nothing” (13%).

Importance to personal quality of life and quality of life in a community



What do you value MOST about living here? (word count)

Community (56)

Rural (53)

Quiet (40), Peace/peaceful (26) ,
Solitude (2)

Beautiful (33); Scenic/scenery (14)

Small (35)

Life style/quality of life (30)

Country/countryside (17)

Outdoor (16)

The land/landscape (18); environment
(11)

Safety/safe (16)

People (16)

Nature (12), natural (6)

Privacy (8)

Clean (7)

Open space (6)

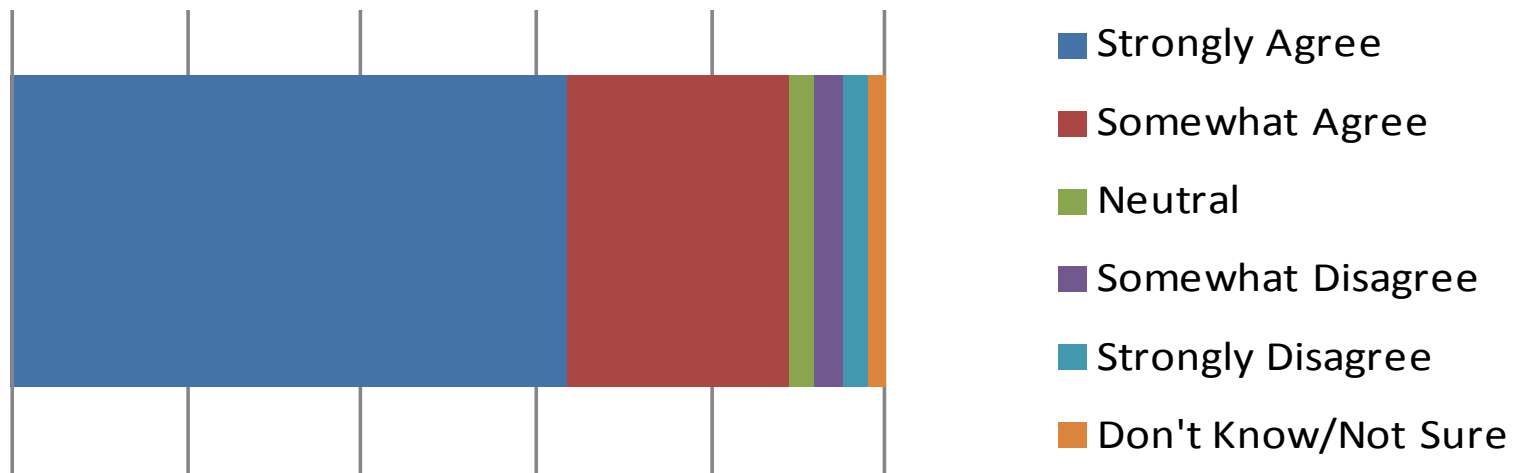
Wilderness (4) wildlife (2)

Home (4)

Trails (2)

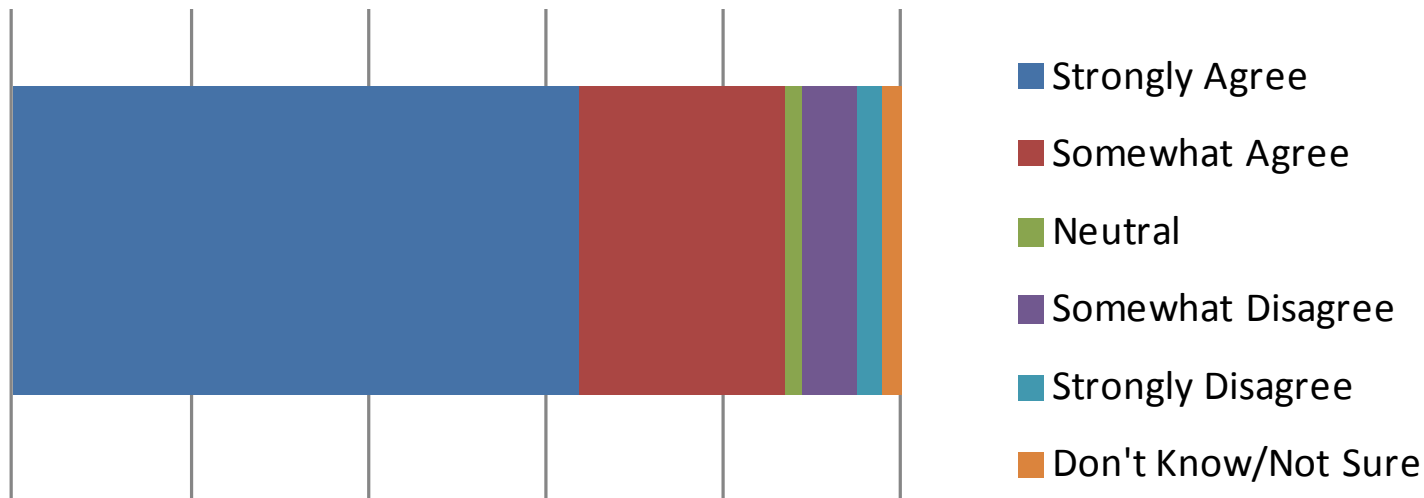
Environmental Policy

We must invest in land conservation to protect the Upper Valley's quality of life for future generations.



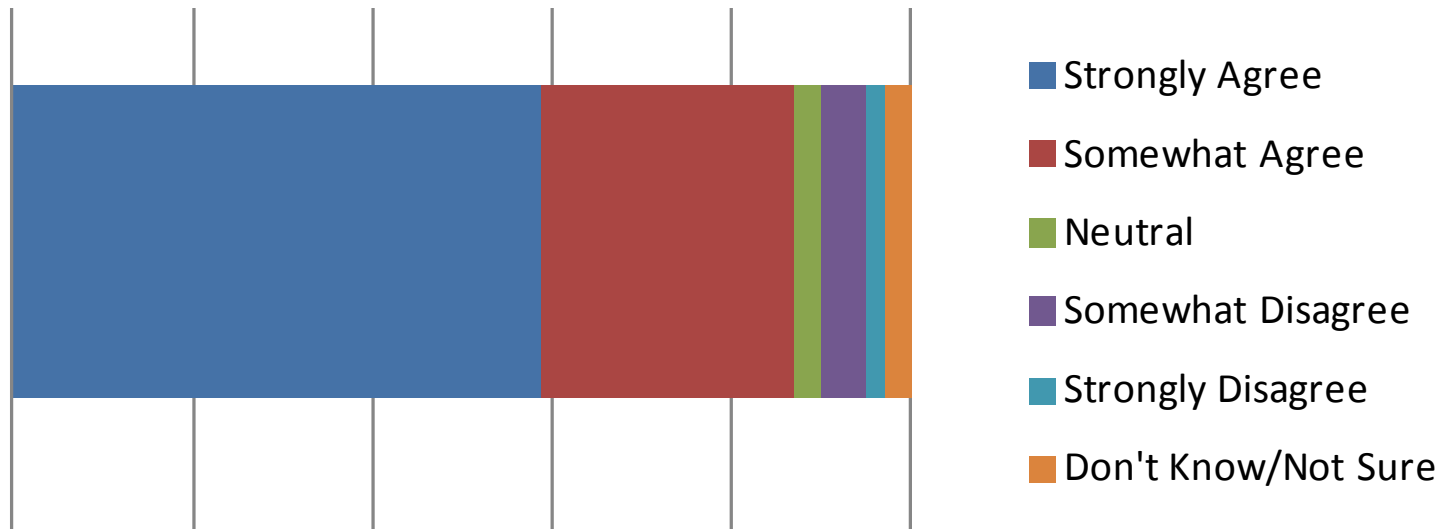
Environmental Policy

Some of our forests and farm lands are being lost to development and we should take steps to preserve them before they are lost forever.



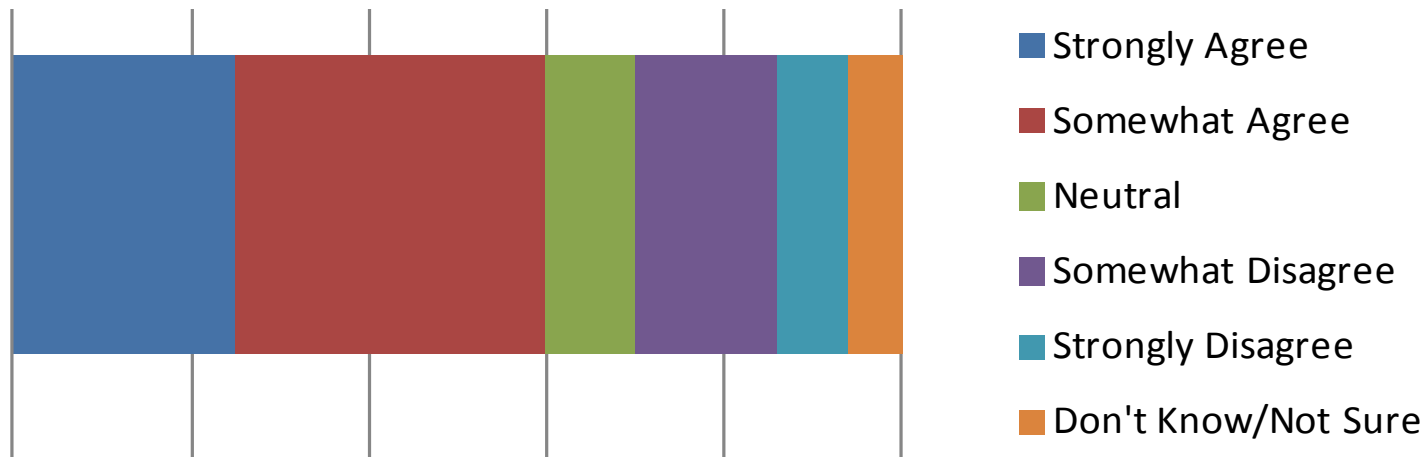
Environmental Policy

Protecting land, water and wildlife in the Upper Valley is critical to our economy and helps area businesses.



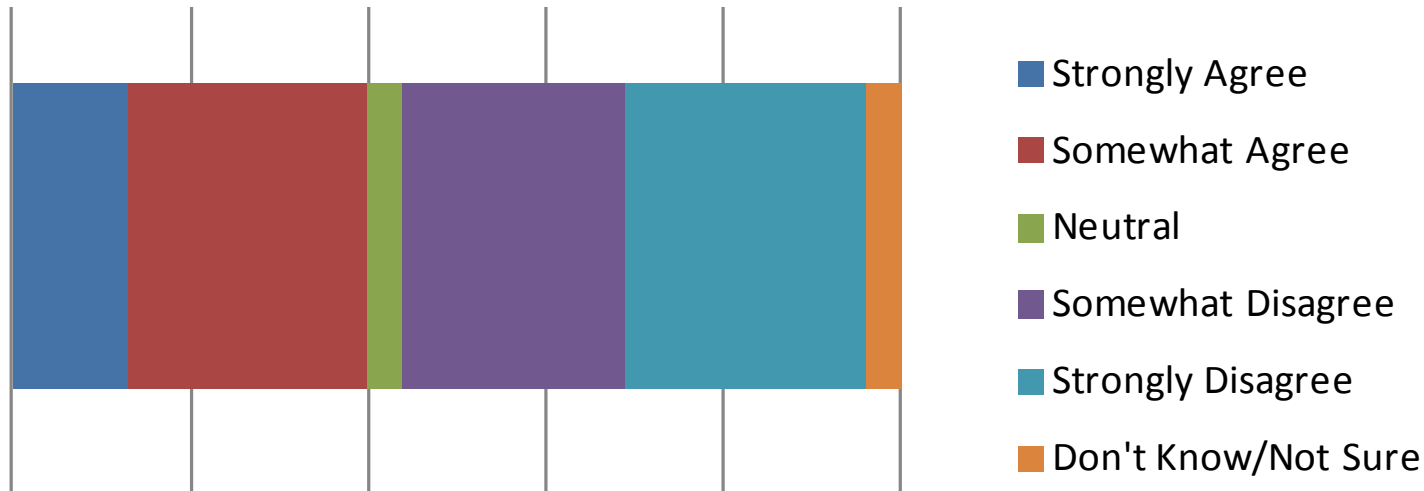
Environmental Policy

Protecting land as open space takes land off the tax rolls and prevents residential and commercial development, which could raise property taxes for the rest of us.



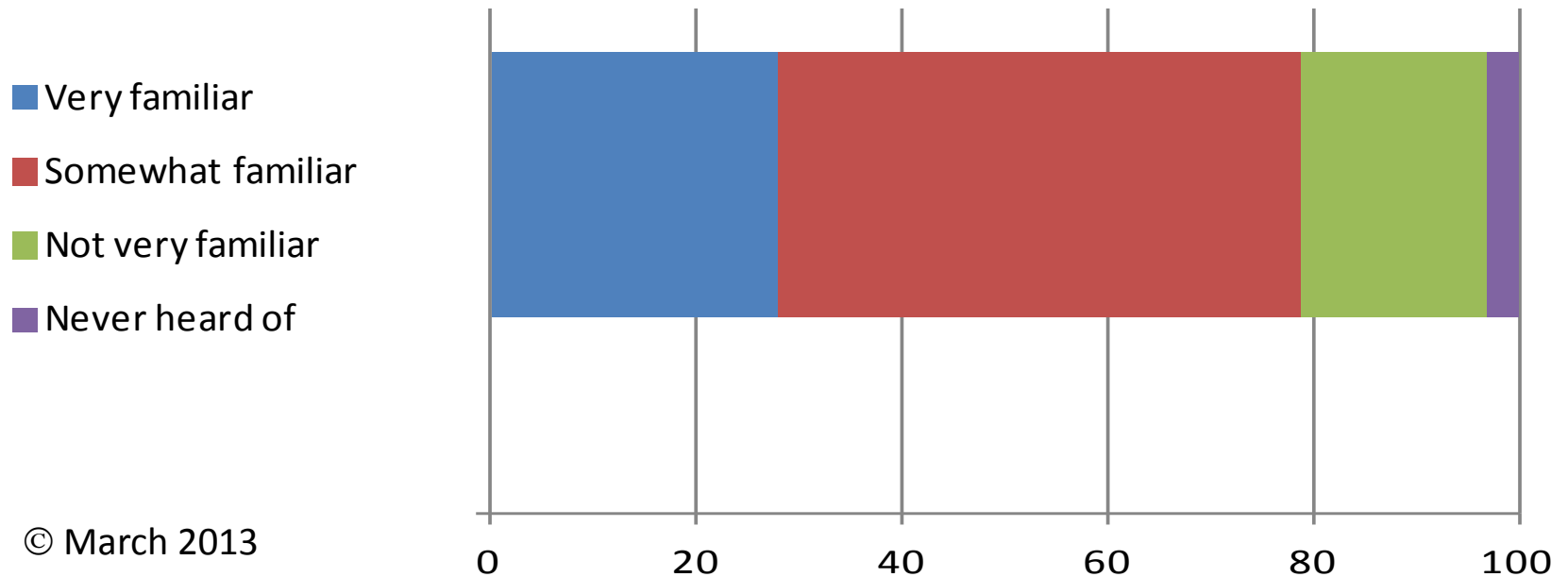
Environmental Policy

Legislators have to make hard choices in these tough times and we just can't afford to pay for land conservation right now.



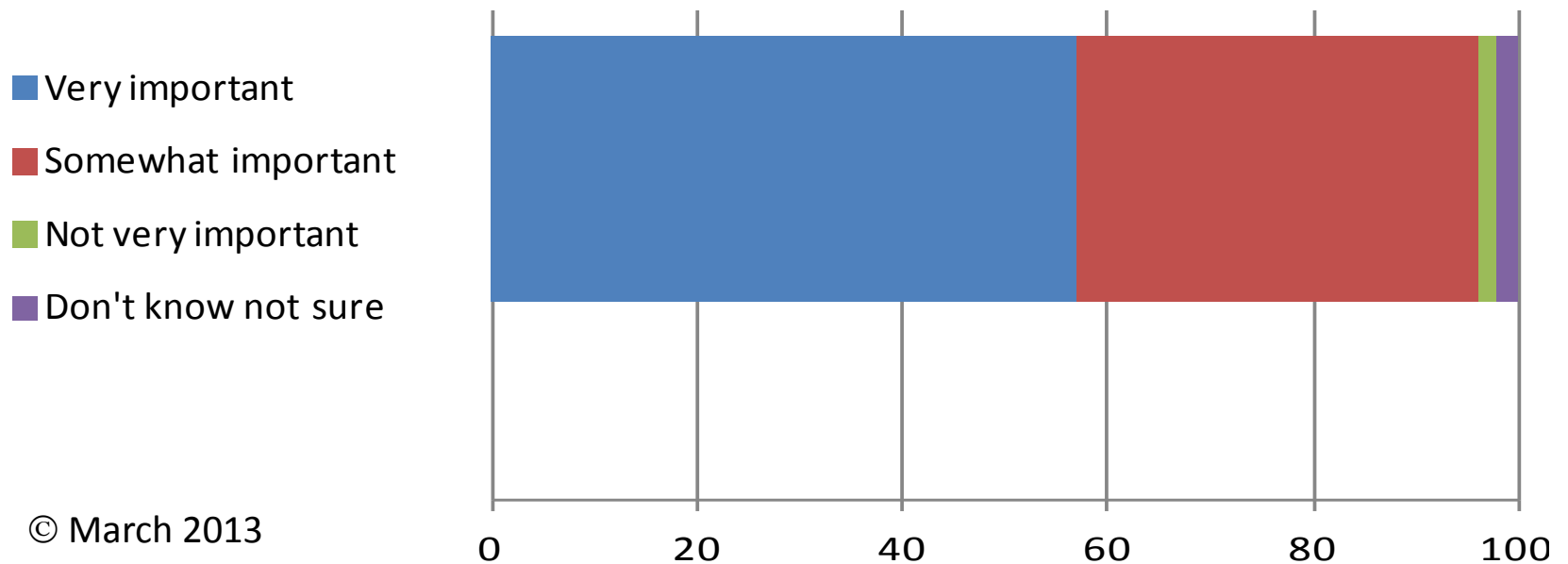
Awareness and attitudes toward land conservation

How familiar would you say you are with land conservation?



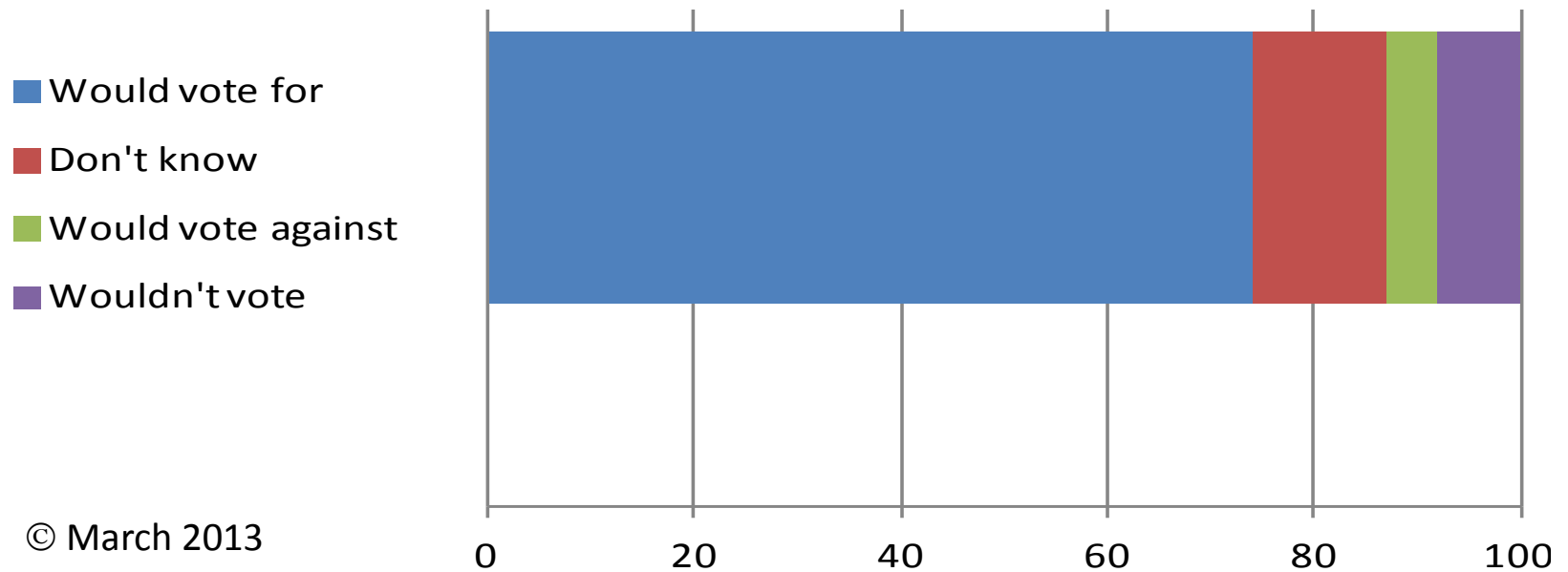
Awareness and attitudes toward land conservation

How important do you think land conservation can be in maintaining the quality of life in a region?



Awareness and attitudes toward land conservation

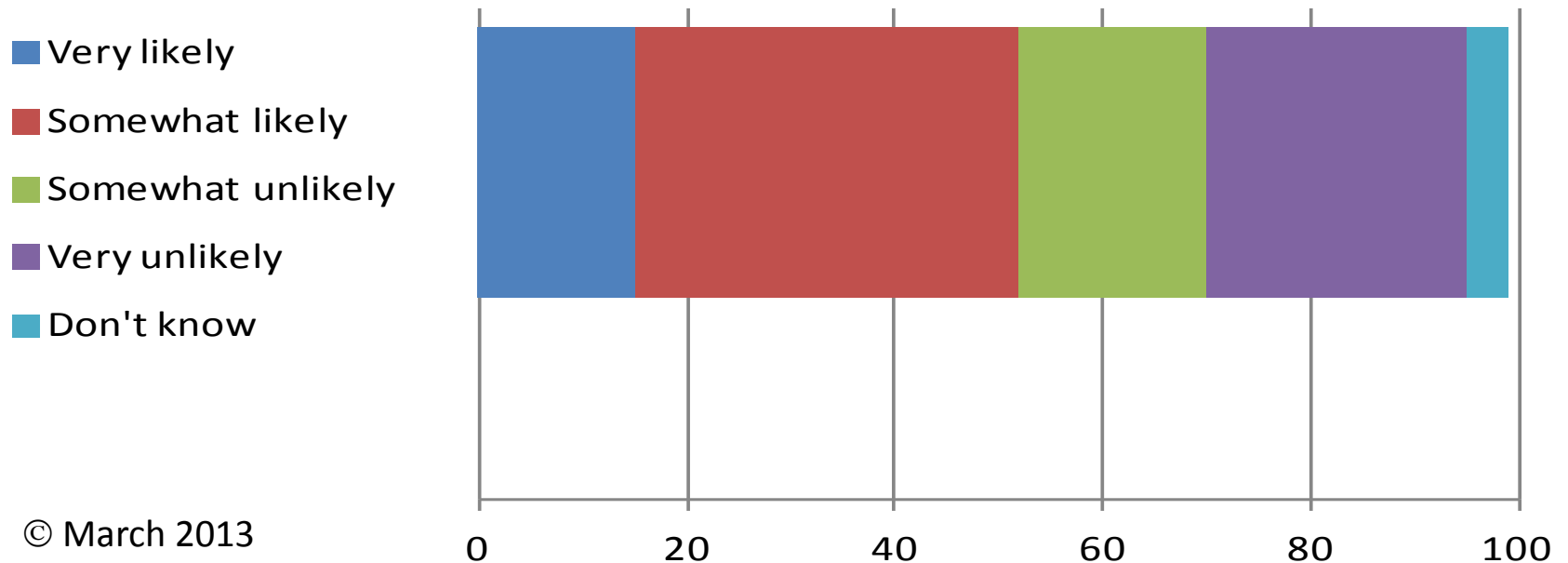
Would you vote for a proposal that would conserve
open space in your town?



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Awareness and attitudes toward land conservation

How likely would you be to make a financial
contribution for land conservation?



Information Sources

42% The Valley News is primary (28%) or secondary (15%) local news source.

27% WMUR (Channel 9) is primary (19%) or secondary (8%) news source.

Residents of southern NH quadrant most likely.

11% internet is primary or secondary source

More than double from 2006

11% local cable is primary or secondary source

Information Sources

74% of respondents have home email accounts
(was 64% in 2006)

25% of respondents are members of a local list serve that
provides information about town government and town
events by email
(was 7% in 2006)

Questions?

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