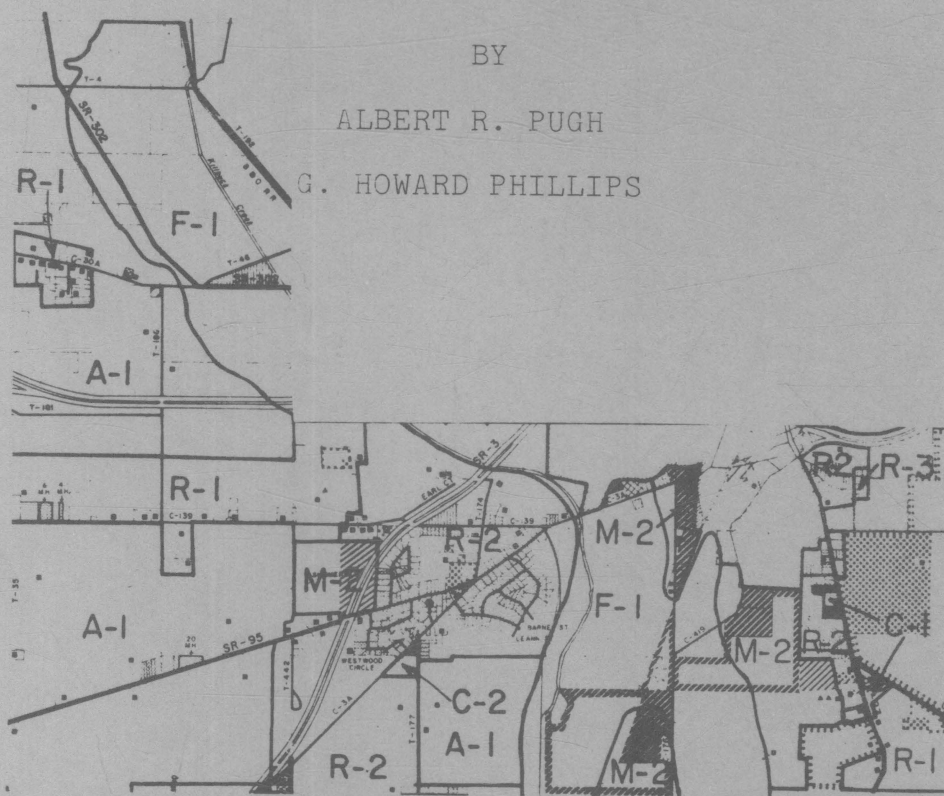


# WHY VOTERS REJECTED RURAL ZONING

BY

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## INTRODUCTION

In 1975 a Wayne Land Use Service Committee was formed to explore the zoning issue. The purpose of this committee was to function as a service and clearing house organization for rural zoning.

A sampling of rural opinion had shown there was much misunderstanding and a lack of knowledge about rural zoning. The Committee decided to help the township leaders conduct an opinion survey, to discover how people felt about rural zoning. A survey was conducted in Wayne, Wooster, Canann and Green townships. As a result of these surveys, a committee composed of township leaders, trustees and county commissioners was formed to develop and formulate the zoning resolution for nine townships. A number of hearings were held in each township to allow people to voice their opinion and recommend changes in the resolutions.

The rural zoning issue in nine townships was finally placed on the ballot at the November 1977 general election. Voters in all townships defeated the rural zoning resolution.

Several questions have arisen as a result of the defeat of this issue. (1) Why did voters turn down rural zoning? (2) What affect did the radio and newspaper coverage have on how people voted? (3) Did other issues on the ballot affect voting on zoning? These and many other questions are being asked by community leaders.

Since The Ohio State University had provided assistance to the townships in conducting earlier opinion surveys, it was decided that a follow-up survey after the election could help answer a number of questions that would be useful in understanding why voters voted the way they did.

#### HOW THE STUDY WAS CONDUCTED

A committee of local leaders was asked to decide (1) what township should be surveyed; (2) how many people to include in the sample; and (3) who should be interviewed.

Three townships (Green, Wayne, Canaan) were selected to represent the nine townships. To constitute the sample, the committee determined that five percent of those who lived outside the incorporated area of these townships and who voted in the last election would be chosen at random. The voter registration book was consulted at the Wayne County Board of Election office. The committee decided that every 22nd name on the list would be selected in the sampling. This would provide a total of 120 households for the three townships. The procedure identified the household to be contacted and provided an approximate five percent sample. A questionnaire was developed reflecting the previously stated objectives of the survey.

Three college students were hired by The Ohio State University Department of Agricultural Economics and Rural Sociology to conduct personal interviews. A training session was conducted to explain the questionnaire and the interviewing procedure. The three interviewers contacted 126 people and returned 119 completed surveys (94.4 percent). Seven people refused to comment on the questions. The survey was conducted six weeks after the election.

Findings

Why do you think the voters of this township turned down rural zoning at the most recent election? This question was asked of respondents in Green, Wayne, and Canaan during December of 1977. Their responses are shown in Table 1.

TABLE 1

Percent Responses of Residents of Green, Wayne, and Canaan Townships, Wayne County, Ohio, to the question: Why do you think the voters of this Township turned down rural zoning at the most recent election? March, 1978.

Reasons Rural Zoning Failed	Townships			Total (Percent)
	Green (Percent)	Wayne (Percent)	Canaan (Percent)	
1 Lack of Understanding	20.0	20.4	22.2	20.7
2 No Need for it	20.0	10.2	7.4	12.6
3 Against More Gov. Controls	34.3	38.9	51.9	40.6
4 Don't Know	17.1	26.5	11.1	19.8
5 Resolutions Didn't Fit Need	2.9	2.0	7.4	3.6
6 Other	5.7	2.0	0.0	2.7
Total	100.0	100.0	100.0	100.0

A sizable percent (40.6 percent) of voters indicated they were against additional governmental regulations and controls. The response varied from a high of 51.9 percent in Canaan township to a low of 34.3 percent in Green. Over one-fifth of the voters reported there was a lack of understanding about rural zoning and 12.6 percent suggested there was no need for it at this time. Only 3.6 percent felt the zoning resolution did not fit their needs.

A further examination of these data by sex of the respondents (see Table 2) found females (32.7 percent) were less resistant to additional controls than males (48.4 percent). Slightly fewer females (17.3 percent) than males (22.4 percent) expressed a belief that people did not understand the issue. No males felt the zoning resolution did not fit the needs of the community, whereas nearly eight percent of the females felt it was inappropriate.

Viewing these data from the perspective of age of respondents (see Table 3), the older group (60 and above) was found most likely to be against more government controls (44.4 percent). The younger age group (39 and under) were more likely to suggest they didn't know why people turned down rural zoning.

Farm residents were more likely to express reasons why people voted against rural zoning than rural nonfarm residents (see Table 4). Rural nonfarm residents were slightly less likely to see a need for rural zoning.

A lack of understanding was the reason given more often by housewives and farmers than other occupational categories (see Table 5).

TABLE 2

Percent by Sex of Residents of Green, Wayne, and Canaan Townships, Wayne County, Ohio, to the question: Why do you think the voters of this Township turned down rural zoning at the most recent election? March, 1978.

Reasons Rural Zoning Failed	Sex of Respondents	
	Male (Percent)	Female (Percent)
1 Lack of Understanding	22.4	17.3
2 No Need For It	10.3	15.4
3 Against More Gov. Controls	48.4	32.7
4 Don't Know	17.2	23.1
5 Resolutions Didn't Fit Need	0.0	7.7
6 Other	1.7	3.8
Total	100.0	100.0

Almost two out of three retired respondents felt people were against more controls while only 20 percent of housewives expressed this reason. Housewives were more likely than other occupational groups to say they didn't know why people voted against zoning.

Almost two-thirds of the voters (60.9 percent) in Green, Wayne and Canaan townships reported they felt most people did not understand what zoning could and could not do. Table 6 shows that Green township recorded a 71.4 percent "no response" from those reporting.

TABLE 3

Percent by Age Category of Residents of Green, Wayne, and Canaan Townships, Wayne County, Ohio, to the question: Why do you think the voters of this Township turned down rural zoning at the most recent election? March, 1978.

Reasons Rural Zoning Failed	Age		
	39 & Under (Percent)	40-59 (Percent)	60 & Above (Percent)
1 Lack of Understanding	13.0	27.0	22.2
2 No Need For It	11.1	16.2	11.1
3 Against More Gov. Controls	42.6	37.9	44.4
4 Don't Know	25.9	13.5	16.7
5 Resolutions Did Not Fit Need	3.7	2.7	5.6
6 Other	3.7	2.7	0.0
Total	100.0	100.0	100.0

Wayne and Canaan townships were close behind, with no response percents of 58.3 and 51.9, respectively. These data strongly indicates that people did not feel certain as to what zoning could and could not do.

A further examination of these data reveals little difference between male and female responses to this question (see Table 7). Most of the middle age group was likely to suggest that people did not understand what zoning could and could not do (see Table 8). Residents 60 years of age and over indicated that 50 percent of the voters understood what zoning could and could not do. Farm and rural nonfarm respondents did not differ notably on this question (see Table 9).



TABLE 4

Percent by Farm and Rural Nonfarm Residents of Green, Wayne and Canaan Townships, Wayne County, Ohio, to the question: Why do you think the voters of this Township turned down rural zoning at the most recent election? March, 1978.

Reasons Rural Zoning Failed	Residence	
	Farm (Percent)	Rural Nonfarm (Percent)
1 Lack of Understanding	22.2	18.5
2 No Need For It	7.4	14.8
3 Against More Gov. Controls	44.5	39.5
4 Don't Know	11.1	23.5
5 Resolutions Did Not Fit Need	7.4	2.5
6 Other	7.4	1.2
Total	100.0	100.0

Differences did exist between the occupation groups. Table 10 reveals retired residents exceeded all other occupational groups with a "yes response" to the question: Do you feel people understood what zoning could and could not do? A majority of the housewives; farmers; industrial, professional and service workers; and those in other occupations indicated people did not understand what zoning could and could not do. Farmers (72.7 percent) led the group in this opinion whereas retired persons (37.5 percent) were far more sure that people did know.

TABLE 5

Percent by Occupation of Residents of Green, Wayne, and Canaan Townships, Wayne County, Ohio, to the question: Why do you think the voters of this Township turned down rural zoning at the most recent election? March, 1978.

Reasons Rural Zoning Failed	Occupation				
	Housewife (Percent)	Farmer (Percent)	Retired (Percent)	Industrial, Service, Prof. (Percent)	Other (Percent)
1 Lack of Understanding	28.0	27.3	12.5	13.6	11.8
2 No Need For It	12.0	0.0	12.5	15.9	17.6
3 Against More Gov. Controls	20.0	45.5	62.5	50.0	41.2
4 Don't Know	28.0	18.2	12.5	13.7	29.4
5 Resolutions Didn't Fit Need	8.0	0.0	0.0	4.5	0.0
6 Other	4.0	9.0	0.0	2.3	0.0
Total	100.0	100.0	100.0	100.0	100.0

Respondents were given the opportunity to comment on the question: Do you feel most people understood what zoning could and could not do? Nearly one-fourth of the respondents commented on the question. Those responding yes to the question suggested people voted it down because they understood it and people felt that some of their rights were being taken away.

TABLE 6

Percent Response of Residents of Green, Wayne, and Canaan Townships, Wayne County, Ohio, to the question: Do you feel most people understood what zoning could and could not do? March, 1978.

Responses	Townships			Total (Percent)
	Green (Percent)	Wayne (Percent)	Canaan (Percent)	
Yes	28.6	33.3	48.1	35.5
No	71.4	58.3	51.9	60.9
Don't Know	0.0	8.4	0.0	3.6
Total	100.0	100.0	100.0	100.0

TABLE 7

Percent Response by Sex of Residents of Green, Wayne, and Canaan Townships, Wayne County, Ohio, to the question: Do you feel most people understood what zoning could and could not do? March, 1978.

Response	Sex of Residents	
	Male (Percent)	Female (Percent)
Yes	36.8	34.6
No	57.9	63.5
Don't Know	5.3	1.9
Total	100.0	100.0

TABLE 8

Percent Response by Age of Residents of Green, Wayne, and Canaan Townships, Wayne County, Ohio, to the question: Do you feel most people understood what zoning could and could not do? March, 1978.

Response	Age		
	39 and Under (Percent)	40-59 (Percent)	60 and Over (Percent)
Yes	35.2	30.6	50.0
No	61.1	66.7	44.4
Don't know	3.7	2.7	5.6
Total	100.0	100.0	100.0

TABLE 9

Percent Response of Farm and Rural Nonfarm Residents of Green, Wayne and Canaan Townships, Wayne County, Ohio, to the question: Do you feel most people understood what zoning could and could not do? March, 1978.

Response	Residence	
	Farm (Percent)	Rural Nonfarm (Percent)
Yes	33.3	37.5
No	63.0	58.8
Don't Know	3.7	3.7
Total	100.0	100.0

TABLE 10

Percent Response by Occupation of Residents of Green, Wayne and Canaan Townships, Wayne County, Ohio, to the question: Do you feel most people understood what zoning could and could not do? March, 1978.

Response	Occupation				
	Housewife (Percent)	Farmer (Percent)	Retired (Percent)	Industrial, Service, Pro. (Percent)	Other (Percent)
Yes	32.0	18.2	62.5	41.9	35.3
No	64.0	72.7	37.5	55.8	58.8
Don't Know	4.0	9.1	0.0	2.3	5.9
Total	100.0	100.0	100.0	100.0	100.0

The majority of comments revealed the respondents thought most voters reached conclusions without studying the issue, and there were many questions about it. "People were confused and did not understand" was the most often mentioned reason cited by those reporting.

The voters were asked the question: Do you feel the people of this township had adequate access to copies of the rural zoning resolution. Nearly 73 percent of the voters responded yes. Table 11 shows the percentages ranged from 66.7 percent in Wayne township to 81.5 percent in Canaan. Only 9.1 percent reported they did not know. These data suggests the respondents believed that residents generally had access to copies of the rural zoning resolution.

TABLE 11

Percent Response of Residents of Green, Wayne and Canaan Townships, Wayne County, Ohio, to the question: Do you feel the people of this Township had adequate access to copies of the rural zoning resolution? March, 1978.

Response	Townships			Total (Percent)
	Green (Percent)	Wayne (Percent)	Canaan (Percent)	
Yes	74.3	66.7	81.5	72.7
No	14.3	25.0	11.1	18.2
Don't Know	11.4	8.3	7.4	9.1
Total	100.0	100.0	100.0	100.0

Females were slightly less likely than males to feel that residents had access to copies of the zoning resolution (see Table 12). Table 13 reveals only slight differences by age group to this question. Farm residents were much more likely than rural nonfarm residents to feel adequate copies of the resolution were available (see Table 14). Data in Table 15 reveals that all the farmers felt copies were available where only two of three housewives felt that way. It appears that a clear majority felt that residents had adequate access to copies of the zoning resolution.

Voters were asked the question: Do you think people had adequate opportunity to attend meetings and hearings to learn about the rural zoning issue. The response is shown in Table 16.

TABLE 12

Percent Response by Sex of Residents of Green, Wayne and Canaan Townships, Wayne County, Ohio, to the question: Do you feel the people of this Township had adequate access to copies of the rural zoning resolution? March, 1978.

Response	Sex	
	Male (Percent)	Female (Percent)
Yes	73.7	71.2
No	14.0	23.1
Don't Know	12.3	5.7
Total	100.0	100.0

TABLE 13

Percent Responses by Age of Respondents of Residents of Green, Wayne and Canaan Townships, Wayne County, Ohio, to the question: Do you feel the people of this Township had adequate access to copies of the rural zoning resolution? March, 1978

Response	Age		
	15-39 (Percent)	40-59 (Percent)	60 and Over (Percent)
Yes	68.5	75.0	77.8
No	20.4	16.7	16.7
Don't Know	11.1	8.3	5.5
Total	100	100.0	100.0

TABLE 14

Percent Response by Farm and Rural Nonfarm Residents of Green, Wayne and Canaan Townships, Wayne County, Ohio, to the question: Do you feel the people of this Township had adequate access to copies of the rural zoning resolution? March, 1978.

Response	Residence	
	Farm (Percent)	Rural Nonfarm (Percent)
Yes	85.2	70.0
No	7.4	21.3
Don't Know	7.4	8.7
Total	100.0	100.0

TABLE 15

Percent Response by Occupation of Residents of Green, Wayne and Canaan Townships, Wayne County, Ohio, to the question: Do you feel the people of this Township had adequate access to copies of the rural zoning resolution? March, 1978.

Response	Occupation				
	Housewife (Percent)	Farmer (Percent)	Retired (Percent)	Industrial Service, Pro. (Percent)	Other (Percent)
Yes	64.0	100.0	75.0	72.1	70.6
No	28.0	0.0	12.5	18.6	11.8
Don't Know	8.0	0.0	12.5	9.3	17.6
Total	100.0	100.0	100.0	100.0	100.0



TABLE 16

Percent Response of Residents of Green, Wayne and Canaan Townships, Wayne County, Ohio, to the question: Do you think people had adequate opportunity to attend meetings and hearings to learn about the rural zoning issue? March, 1978.

Response	Townships			Total (Percent)
	Green (Percent)	Wayne (Percent)	Canaan (Percent)	
Yes	80.0	70.8	77.8	75.4
No	11.4	20.8	11.1	15.5
Don't Know	8.6	8.4	11.1	9.1
Total	100.0	100.0	100.0	100.0

Slightly more than 75 percent of people reporting felt the voter had an adequate opportunity to attend meetings and hearings. Only 9.1 percent indicated they did not know. All townships basically agreed that voters had an opportunity to attend meetings and hearings. Comments in the positive vein included: papers provided times and places, meetings and hearings were advertised enough, and there were enough people passing out literature on the issue. The negative comments included: It should be explained more, could have been better advertised, elderly were not able to attend, poor time to have meetings -- should be before election, felt there should be daytime meetings, and should have smaller meetings.

A further analysis of these data reveals little or no difference when viewed by sex (see Table 17), and age categories (see Table 18). Table 19 noted farm residents more often than rural nonfarm dwellers felt people had adequate opportunity to attend meetings and hearings to learn about rural zoning. Housewives were less certain than farmers and industrial workers that adequate opportunity was provided (see Table 20).

Summarizing the responses to this question, most residents of Green, Wayne and Canaan townships felt people had adequate opportunity to attend meetings and hearings to learn about the rural zoning issue.

TABLE 17

Percent Response by Sex of Residents of Green, Wayne and Canaan Townships, Wayne County, Ohio, to the question: Do you think people had adequate opportunity to attend meetings and hearings to learn about the rural zoning issue? March, 1978.

Response	Sex	
	Male (Percent)	Female (Percent)
Yes	79.0	71.1
No	17.5	13.5
Don't Know	3.5	15.4
Total	100.0	100.0

TABLE 18

Percent Response by Age of Respondents of Residents of Green, Wayne and Canaan Townships, Wayne County, Ohio, to the question: Do you think people had adequate opportunity to attend meetings and hearings to learn about the rural zoning issue? March, 1978.

Response	Age		
	39 and Under (Percent)	40-59 (Percent)	60 and Over (Percent)
Yes	72.2	77.7	77.7
No	14.8	16.7	16.7
Don't Know	13.0	5.6	5.6
Total	100.0	100.0	100.0

TABLE 19

Percent Response by Farm and Rural Nonfarm Residents of Green, Wayne and Canaan Townships, Wayne County, Ohio, to the question: Do you think people had adequate opportunity to attend meetings and hearings to learn about the rural zoning issue? March, 1978.

Response	Residence	
	Farm (Percent)	Rural Nonfarm (Percent)
Yes	92.6	71.3
No	3.7	20.0
Don't Know	3.7	8.7
Total	100.0	100.0

TABLE 20

Percent Response by Occupation of Residents of Green, Wayne and Canaan Townships, Wayne County, Ohio, to the question: Do you think people had adequate opportunity to attend meetings and hearings to learn about the rural zoning issue? March, 1978.

Response	Occupation				
	Housewife (Percent)	Farmer (Percent)	Retired (Percent)	Industrial, Service, Pro. (Percent)	Other (Percent)
Yes	68.0	90.9	75.0	81.4	64.7
No	12.0	9.1	12.5	16.3	23.5
Don't Know	20.0	0.0	12.5	2.3	11.8
Total	100.0	100.0	100.0	100.0	100.0

TABLE 21

Percent Response of Residents of Green, Wayne, and Canaan Townships, Wayne County, Ohio, to the question: To what extent do you feel the newspaper influenced people on this issue? March, 1978.

Response	Townships			Total (Percent)
	Green (Percent)	Wayne (Percent)	Canaan (Percent)	
Very Much	11.4	34.0	22.2	23.9
Some	17.1	25.6	18.5	21.1
Little	8.6	17.0	14.8	13.8
Not At All	45.7	14.9	18.5	25.7
Don't Know	17.2	8.5	26.0	15.5
Total	100.0	100.0	100.0	100.0

The residents of Green, Wayne and Canaan townships were asked: To what extent do you feel the newspaper influenced people on this issue? The voters (Table 21) indicated that people had mixed feelings on the influence of the newspaper. One out of 4 (23.9 percent) thought it had very much influence, 21.1 percent some, 13.8 percent little, 25.7 percent not at all and 15.5 percent said they did not know. In analyzing the townships separately, 45.7 percent in Green township reported the newspaper had no influence. Nearly 6 out of 10 in Wayne township felt the newspaper had some or very much influence. There was a significant difference between Green, Wayne and Canaan townships in the influence of the newspaper.

TABLE 22

Percent by Sex of Residents of Green, Wayne and Canaan Townships, Wayne County, Ohio, to the question: To what extent do you feel the newspaper influenced people on this issue? March, 1978.

Response	Sex of Respondents	
	Male (Percent)	Female (Percent)
Very Much	21.1	26.9
Some	17.5	25.0
Little	15.8	11.5
Not At All	29.8	21.2
Don't Know	15.8	15.4
Total	100.0	100.0

TABLE 23

Percent Response by Age of Respondents of Green, Wayne and Canaan Townships, Wayne County, Ohio, to the question: To what extent do you feel the newspaper influenced people on this issue? March, 1978.

Response	Age		
	39 and Under (Percent)	40-59 (Percent)	60 and Over (Percent)
Very Much	20.4	30.6	16.7
Some	25.9	16.6	16.7
Little	18.5	11.1	5.6
Not At All	14.8	30.6	50.0
Don't Know	20.4	11.0	11.0
Total	100.0	100.0	100.0

TABLE 24

Percent Response by Farm and Nonfarm Residents of Green, Wayne and Canaan Townships, Wayne County, Ohio, to the question: To what extent do you feel the newspaper influenced people on this issue? March, 1978.

Response	Residence	
	Farm (Percent)	Rural Nonfarm (Percent)
Very Much	25.9	22.5
Some	22.2	20.0
Little	7.4	16.3
Not At All	26.0	26.2
Don't Know	18.5	15.0
Total	100.0	100.0

TABLE 25

Percent Response by Occupation of Residence of Green, Wayne and Canaan Townships, Wayne County, Ohio, to the question: To what extent do you feel the newspaper influenced people on this issue? March, 1978.

Response	Occupation				
	Housewife (Percent)	Farmer (Percent)	Retired (Percent)	Industrial, Service, Pro. (Percent)	Other (Percent)
Very Much	20.0	9.1	37.5	23.2	23.5
Some	28.0	27.3	0.0	16.3	23.5
Little	8.0	9.1	12.5	14.0	29.4
Not At All	24.0	36.4	37.5	32.5	5.9
Don't Know	20.0	18.1	12.5	14.0	17.7
Total	100.0	100.0	100.0	100.0	100.0

Women slightly more often than men felt newspapers influenced people on this issue (see Table 22). Half of the respondents 60 and over believe newspapers had no influence on people in this issue (see Table 23). Location of residence was not a significant factor in distinguishing how the retired were more extreme in their view on this question with 37.5 percent feeling newspapers very much influence people and 37.5 percent reporting "not at all." Other occupational groups were less patterned (see Table 25).

The respondents were given an opportunity to comment on the above question on newspaper influence. Those responding in a positive manner indicated: they felt the newspaper was influential -- specifically the letters to the editor; the paper influenced the issue but people just did not want it; and there were articles for and against the issue. Those responding with a negative comment reported: the paper tried to make the people vote for zoning; thought it was prejudice -- leaned toward zoning; and it might have influenced the city people but not the farmers.

In summary, nearly half of the respondents believed newspapers influenced people on this issue. This was perceived both positively and negatively. Perception varied by township, sex, age and occupational category.

Residents of Green, Wayne and Canaan townships were also asked the question: To what extent do you feel the radio influenced people on the issue? Their responses are shown in Table 26. More than 76 percent checked the categories of "not at all" or "don't know." Only 16.5 percent indicated the radio had "very much" or "some" influence on the people on this issue.

A separate analysis of each township reveals over half of the people in Green and Wayne townships felt the radio had no influence. Canaan township voters noted the highest percent (25.9) suggesting the radio influenced people on this issue "some" or "very much."



To gain further insights on this question, responses were examined from a number of perspectives. Males were more likely to say radio had no influence (59.6 percent) compared to females (27.5 percent). More than a third of the females (39.2 percent) reported they did not know if radio had influenced people on this issue. They were also more likely to say it had "some" or "very much" influence (23.5 percent). These results may be seen in Table 27. Data in Table 28 notes those 60 years of age and over are more likely to believe radio influenced no one on this zoning issue. Farm residents believe radio influenced people more frequently than rural nonfarm dwellers (see Table 29). Housewives more than any other occupational group felt radio had influence. This may be a product of housewives listening to the radio more than other groups. On the other hand, retired persons are the least likely to believe radio influenced people on zoning (see Table 30).

Leaders often wonder about the benefit of house-to-house campaigns. The voters were asked: Do you think a house-to-house campaign would have changed the outcome on the rural zoning issue? Twenty-seven percent agreed, but 54.1 percent did not think it would (see Table 31.). When each township was observed separately, there was no significant differences among them.

TABLE 26

Percent Response of Residents of Green, Wayne and Canaan Townships, Wayne County, Ohio, to the question: To what extent do you feel the radio influenced people on this issue? March, 1978.

Response	Townships			Total (Percent)
	Green (Percent)	Wayne (Percent)	Canaan (Percent)	
Very Much	0.0	2.1	7.4	2.7
Some	17.1	8.5	18.5	13.8
Little	2.9	8.5	11.1	7.3
Not At All	54.3	51.1	22.2	45.0
Don't Know	25.7	29.8	40.8	31.2
Total	100.0	100.0	100.0	100.0

TABLE 27

Percent Response by Sex of Residents of Green, Wayne, and Canaan Townships, Wayne County, Ohio, to the question: To what extent do you feel the radio influenced people on this issue? March, 1978.

Response	Sex of Respondents	
	Male (Percent)	Female (Percent)
Very Much	1.8	3.9
Some	8.8	19.6
Little	5.2	9.8
Not At All	59.6	27.5
Don't Know	24.6	39.2
Total	100.0	100.0

TABLE 28

Percent Response by Age of Residents of Green, Wayne, and Canaan Townships, Wayne County, Ohio, to the question: To what extent do you feel the radio influenced people on this issue? March, 1978.

Response	Age		
	39 and Under (Percent)	40-59 (Percent)	60 and Over (Percent)
Very Much	1.9	2.8	5.6
Some	17.0	13.9	5.6
Little	9.4	2.8	11.1
Not At All	37.7	47.2	61.1
Don't Know	34.0	33.3	16.6
Total	100.0	100.0	100.0

TABLE 29

Percent Response by Farm and Rural Nonfarm Residents of Green, Wayne, and Canaan Townships, Wayne County, Ohio, to the question: To what extent do you feel the radio influenced people on this issue?

Response	Residence	
	Farm (Percent)	Rural Nonfarm (Percent)
Very Much	11.1	0.0
Some	14.8	13.9
Little	14.8	5.1
Not At All	29.6	49.4
Don't Know	29.7	31.6
Total	100.0	100.0

TABLE 30

Percent Response by Occupation of Residents of Green, Wayne and Canaan Townships, Wayne County, Ohio, to the question: To what extent do you feel the radio influenced people on this issue? March, 1978.

Response	Occupation				
	Housewife (Percent)	Farmer (Percent)	Retired (Percent)	Industrial, Service, Pro. (Percent)	Other (Percent)
Very Much	8.0	9.1	0.0	0.0	0.0
Some	16.0	9.1	12.5	16.7	11.8
Little	12.0	18.2	12.5	2.4	5.9
Not At All	20.0	54.5	62.5	47.6	58.8
Don't Know	44.0	9.1	12.5	33.3	23.5
Total	100.0	100.0	100.0	100.0	100.0

TABLE 31

Percent Response of Residents of Green, Wayne and Canaan townships, Wayne County, Ohio, to the question: Do you think a house-to-house campaign would have changed the outcome on the rural zoning issue? March, 1978.

Response	Townships			Total (Percent)
	Green (Percent)	Wayne (Percent)	Canaan (Percent)	
Yes	28.6	29.8	22.2	27.5
No	57.1	51.1	55.6	54.1
Don't Know	14.3	19.1	22.2	18.4
Total	100.0	100.0	100.0	100.0

A further examination of the data reveals little or no difference between perception of males and females on this issue (see Table 32). The middle aged respondents, compared to the other groups, were a little more doubtful as to the value of a house-to-house campaign on the rural zoning issue (see Table 33). Rural nonfarm residents were slightly more likely to see value in a house-to-house campaign than farm residents (see Table 34). Retirees were less likely than other respondents to feel this campaign tactic would have affected the outcome on the rural zoning issue (see Table 35).

TABLE 32

Percent Response by Sex of Residents of Green, Wayne and Canaan Townships, Wayne County, Ohio, to the question: Do you think a house-to-house- campaign would have changed the outcome on the rural zoning issue? March, 1978.

Response	Sex of Respondents	
	Male (Percent)	Female (Percent)
Yes	28.1	27.4
No	57.9	51.0
Don't Know	14.0	21.6
Total	100.0	100.0

TABLE 33

Percent Response by Age of Residents of Green, Wayne, and Canaan Townships, Wayne County, Ohio, to the Question: Do you think a house-to-house campaign would have changed the outcome on the rural zoning issue? March, 1978.

Response	Age		
	39 and Under (Percent)	40-59 (Percent)	60 and Over (Percent)
Yes	30.2	22.2	33.3
No	49.1	63.9	50.0
Don't Know	20.7	13.9	16.7
Total	100.0	100.0	100.0

TABLE 34

Percent Response by Farm and Nonfarm Residents of Green, Wayne and Canaan Townships, Wayne County, Ohio, to the Question: Do you think a house-to-house campaign would have changed the outcome on the rural zoning issue? March, 1978.

Response	Residence	
	Farm (Percent)	Rural Nonfarm (Percent)
Yes	18.5	29.1
No	59.3	54.4
Don't Know	22.2	16.5
Total	100.0	100.0

TABLE 35

Percent Response by Occupation of Residents of Green, Wayne and Canaan Townships, Wayne County, Ohio, to the question: Do you think a house-to-house campaign would have changed the outcome on the rural zoning issue? March, 1978.

Response	Occupation				
	Housewife (Percent)	Farmer (Percent)	Retired (Percent)	Industrial, Service, Pro. (Percent)	Other (Percent)
Yes	25.0	27.3	12.5	27.9	41.2
No	54.2	45.4	62.5	58.1	47.1
Don't Know	20.8	27.3	25.0	14.0	11.7
Total	100.0	100.0	100.0	100.0	100.0

Those interviewed were asked to comment on the question, if they wished. Comments made included: "It might have if people simply gave information on both sides of the issue; a better understanding of the issue could possibly have helped as a result of such a campaign; more people would have been aware; would have made a great deal of difference; and people trust people more than politicians."

These comments tend to support the notion that the house-to-house campaign may have changed the outcome on the rural zoning issue. They did not indicate what direction the outcome would be, for or against. It does say voters would be better informed and people will generally give creditability to average citizens as information carriers.

The influence of other issues on the ballot, both state and local, are of concern to community leaders. Residents of Green, Wayne and Canaan townships were asked the question: Do you think other issues on the ballot affected the outcome of the rural zoning issue? Only 15 percent agree that other issues affected the outcome. Seventy-one percent voiced the opinion that it did not affect the outcome (see Table 36). When the townships were analyzed separately, residents of Green Township were more certain that other issues did not affect the zoning issue.

TABLE 36

Percent Response of Residents of Green, Wayne and Canaan Townships, Wayne County, Ohio, to the question: Do you think other issues on the ballot affected the outcome of the rural zoning issue? March, 1978.

Response	Townships			Total (Percent)
	Green (Percent)	Wayne (Percent)	Canaan (Percent)	
Yes	5.7	21.7	18.5	15.7
No	77.1	71.8	63.0	71.3
Don't Know	17.2	6.5	18.5	13.0
Total	100.0	100.0	100.0	100.0



A further analysis of these data shows little or no differences between male and female responses on this question (see Table 37). Persons 60 years of age and over were less likely to think other issues were influential on this issue (see Table 38). Rural nonfarm respondents (17.9 percent) were more likely than farm dwellers (3.7 percent) to feel other issues did affect the outcome of the rural zoning issue (see Table 39). Farmers and retirees felt the other issues had absolutely no affect on the zoning issue. Table 40 shows nearly 1 out of 5 housewives, industrial-service-professional workers, and other occupational workers felt the other issues affected this issue.

TABLE 37

Percent Response by Sex of Residents of Green, Wayne and Canaan Townships, Wayne County, Ohio, to the question: Do you think other issues on the ballot affected the outcome of the rural zoning issue? March, 1978

Response	Sex of Respondents	
	Male (Percent)	Female (Percent)
Yes	12.3	18.0
No	77.2	66.0
Don't Know	10.5	16.0
Total	100.0	100.0

TABLE 38

Percent Response by Age of Residents of Green, Wayne and Canaan Townships, Wayne County, Ohio, to the question: Do you think other issues on the ballot affected the outcome of the rural zoning issue? March, 1978.

Response	Age		
	39 and Under (Percent)	40-59 (Percent)	60 and Over (Percent)
Yes	17.3	16.7	5.6
No	69.2	72.2	77.8
Don't Know	13.5	11.1	16.6
Total	100.0	100.0	100.0

TABLE 39

Percent Response by Farm and Nonfarm Residents of Green, Wayne and Canaan Townships, Wayne County, Ohio, to the question: Do you think other issues on the ballot affected the outcome of the rural zoning issue? March, 1978.

Response	Residence	
	Farm (Percent)	Rural Nonfarm (Percent)
Yes	3.7	17.9
No	85.2	68.0
Don't Know	11.1	14.1
Total	100.0	100.0

TABLE 40

Percent Response by Occupation of Residents of Green, Wayne and Canaan Townships, Wayne County, Ohio, to the question: Do you think other issues on the ballot affected the outcome of the rural zoning issue? March, 1978.

Response	Occupation				
	Housewife (Percent)	Farmer (Percent)	Retired (Percent)	Industrial, Service, Pro. (Percent)	Other (Percent)
Yes	16.7	0.0	0.0	19.1	17.6
No	54.2	90.9	75.0	73.8	76.5
Don't Know	29.1	9.1	25.0	7.1	5.9
Total	100.0	100.0	100.0	100.0	100.0

This question was of great interest due to the number of issues on the ballot, especially the leg-hold trapping issue. The instant-voter-registration program was another issue which many thought would influence the outcome on the zoning issue.

Typical comments included: "A lot of people turned out to vote 'no' on the trapping issue and voted 'no' on the rural zoning as well; no connection between issues; the instant voter issue got more people out to vote; and people voted in a hurry because there were so many issues on the ballot."

SUMMARY OF FINDINGS

- "People against more government controls" was the leading reason respondents cited as to why rural zoning was defeated (41 percent). The second most often mentioned reason was that people lacked a clear understanding of the issues (21 percent).
- Respondents felt most people did not understand what zoning could or could not do (61 percent).
- Most respondents felt people had adequate access to copies of the rural zoning resolution (73 percent).
- Three out of four respondents thought people had adequate opportunity to attend meetings and hearings to learn about rural zoning.
- Nearly half of the respondents felt newspapers influenced people "some" or "very much" on this issue (45 percent). Forty percent felt newspapers influenced people "little" or "not at all".
- More than half of the respondents felt radio had "little" or "no influence" on the issue (52 percent). Seventeen percent felt it had "some" or "very much" influence.
- A majority of those interviewed felt a house-to-house campaign would not have changed the outcome of the rural zoning vote (54 percent).
- Nearly three-fourth of the respondents did not feel other issues on the ballot affected the outcome of the rural zoning issue (71 percent).

## CONCLUSIONS AND DISCUSSIONS

Rural zoning is an issue of which Wayne countains (Chippewa Township excepted) have not convinced themselves they want at this time. As one respondents noted "because they did not think it was necessary yet." Future events are likely to speed up or slow down the process. Continued pressure from adjacent metropolitan areas are likely to make it inevitable.

Examining these data, two conclusions stand out and are interrelated. First, an "anti-governmental control" mind-set seems to be sweeping the nation. This is being expressed through such public actions as the Proposition 13 issue and resistance to Federal Environment Protection Agency regulations. Wayne countains appear to be in accord with this movement. They see rural zoning as just one more incident of a growing number of controls. This conclusion is supported by comments such as: "Afraid of too much government control;" "People do not want to lose their freedom;" "People felt they were losing their rights;" and "Farmers object to the fact they are being told what to do."

A second idea also seems to prevail. The zoning regulations seemed complex and confusing. To attempt to understand detailed maps and regulations, perhaps is a longer termed proposition than the few months involved in the recent experience.

Revealing comments on this point include: "People did not understand what they were voting for;" "Confused by some of the issues;" "Maps sent out were not clear and were too small to be easily read;" and "Didn't understand it." However, it is also evident that people did not avail themselves to opportunities provided for developing an understanding of zoning.

The mass media (newspaper, radio) seem to elicit a mixed response as to the influence on the rural zoning issue. It is difficult to draw a firm conclusion on this point because the differential exposure to radio and newspaper may account for the differences in perception by the voters.

Earlier surveys indicate that the people of Wayne County are not against rural zoning per se. But two ingredients seem to be involved in communities that vote on zoning. Pressure from uncontrolled change (jet-port, dumps, low quality housing developments, etc.) and a reasonable zoning resolution. A reasonable zoning resolution is one that the majority of the people agree with. Thus, no specific set of criteria apply. It is likely that only the involvement of people themselves can evolve such an instrument. Change is unpredictable and the acceptability of controls seems to be directly associated with the pressures of change.

The Previous Rural Zoning Surveys

During 1975 and 1976, sample surveys were conducted in Wayne, Canaan, Wooster and Green Townships in Wayne County, Ohio. Responses to three questions are shown in Table 41. To the statement (based on what I now know, I tend to favor rural zoning), positive responses ranged from 35 percent in Green Township to 47 percent in Wayne Township. Perhaps the key to these responses, in light of the recent turn-down of rural zoning in all four townships, was the phrase "what I know now." It is likely that as the issue became more specific, some respondents found aspects of the particular rural zoning resolution unacceptable, or at least, difficult to support without eminent dangers threatening.

Canaan Township respondents were less likely to see the present need for zoning in the earlier survey (34 percent). Almost half of Wayne Township residents felt it was needed now or it was already too late. Wooster and Green respondents were not far behind Wayne's in their positive response.

A majority of respondents in Wayne and Canaan Townships felt a zoning resolution should be brought before the voters. Less than half felt this way in Wooster and Green.

Noteworthy on each of the two questions of favoring rural zoning and bringing a resolution to the voters is the percentages of respondents undecided (data not shown).

These undecided responses ranged from 24 to 39 percent on the question concerning favoring rural zoning. In the question of bringing the resolution to the voters of the respective townships, the percentage ranged from 16 to 36.

These surveys revealed a strong interest in rural zoning but not majority support, although a large portion of the population was uncommitted. Secondly, it would appear from the defeat of the zoning resolution in the fall of 1977 that the uncommitted still are not persuaded of the need or value of zoning at this time.

It was concluded that these surveys were not inconsistent with the outcome of the 1977 balloting. These surveys revealed a great deal of general interest in rural zoning. This interest, perhaps, stemmed from a series of threats perceived during 1974-75 that did not materialize. The issue was examined via zoning resolutions. The people said, as a majority, they were not ready to accept the zoning alternative.



Comments for Green, Wayne and Canaan Townships Were  
Taken Directly From The Survey Form Except For  
Editing Of Lengthy Statements

Question 1. Why do you think the voters of this township  
turned down rural zoning at the most recent  
election?

1. Too many farmers want to keep land as it is.
2. People were not ready for it.
3. People did not understand what they were voting for.
4. It is fair to some people.
5. People who were for zoning did not get out to vote.
6. People were against new land and regulations.
7. People voted "no" just to prove to the legislature  
that the people have a say.
8. Farmers felt it would not benefit them.
9. Have no idea.
10. People do not want to lose their freedom.
11. Because they did not think it was necessary yet.
12. I do not know.
13. Not strict enough on enforcement of zoning laws in  
other communities.
14. People felt they were losing their rights.
15. Not sure about what all the issues involved.
16. Interferes with privacy. Already have all of our free-  
dom taken away from us.
17. Confused by some of the issues.
18. Felt there were enough regulations on things as there is.
19. Not sure.
20. It is supposed to be a free country.
21. Maps sent out were not clear and were too small to be  
easily read.
22. People just wanted to keep things the way they were.
23. Farmers object to the fact they are being told what to do.
24. People are not willing to give up some of their rights.
25. We've got along for years without it why should we vote  
it in now?
26. No. Voted against it.
27. No, has not heard too many talk about it.
28. The part of mobile home not being allowed in certain  
places was probably detrimental to it's passage.
29. Could not think of a good reason.
30. Because it dictates where new homes could be build and  
restricted farmers from possible selling a lot to  
one of their children.

31. Don't know - weren't informed.
32. First step toward incorporation into city limits.
33. People don't like people telling them what to do.
34. The whole idea stinks.
35. They don't like other people telling them what to do with their property.
36. Didn't understand it.
37. It wasn't specific enough.
38. They didn't want it.
39. Can't do what you want with your land.
40. Who wants to put their property in somebody else's hand.
41. Afraid of too much government control.
42. Wasn't pushed enough.
43. Too much low key publicity.
44. Good in theory, bad in practice.
45. Confusion different things contradict each other some parts good - some bad.
46. Not standard enough.
47. Advertising.
48. People set in their ways.
49. People did not take time to study it.
50. Farmers didn't like what zoning proposed.
51. I think they were too smart for it. People move to the country to get away from restrictions of the city.
52. Complicated.
53. They think zoning will cut down on their independence.
54. For selfish interests.
55. I don't think the people knew what it would do for them.
56. It scares people.
57. I think the ballot itself was confusing. People didn't know if a "no" meant "yes" or a "yes" meant "no."
58. Lot of talk about getting a lot taken away from you.
59. No benefit for the small guy.
60. I think there was a lot of outside influence that turned the issue down.
61. People in charge not popular with the people.
62. Government too involved with personal lives.

Question 2. Do you feel most people understood what zoning could and could not do?

1. They voted it down because they understood it.
2. Was not sure.
3. Did not know.
4. I mainly understood it.

5. People were confused by the newspaper.
6. I heard many pros and cons which confused me.
7. Figured a lot did not understand it.
8. Received a letter concerning it and understood the zoning issue pretty much after reading it.
9. Was not clear to all.
10. People felt that some of their rights were being taken away.
11. I do not think a lot understood or did not even care.
12. If zoning is around other places and you can see what it has done.
13. There was enough in paper and meetings but still doubt that people understood the issues fully because there was not any incentive to.
14. Received some material and felt it was understandable.
15. Felt people understood the restrictions.
16. More media distribution.
17. Big mix up in the paper, a lot of people were terribly mixed up.
18. Must not of.
19. Not the way they had it written.
20. People voted opposite as should have because they didn't understand it. Things were taken out of context.
21. Possibly over publicized.
22. The ones that were for it understood it. Ones against did not read it.
23. Restrictions weren't brought out.
24. Most reached conclusions without studying the issue.
25. There were many questions about it.
26. People weren't to enough meetings.

Question 3. Do you feel the people of this township had adequate access to copies of the rural zoning resolution?

1. I guess they did. I never saw one.
2. I guess people could get them.
3. If people were willing to take the time to inform themselves.
4. Just newspaper advertisements.
5. Because of the letter, we did not.
6. Received a letter and map informaing what would be zoned into what.
7. Received a map and letter.
8. Received some information in mail. Remembered the meetings last winter and spring.

9. All he knows is what was in the paper.
10. Received all kinds of literature from the people for zoning.
11. Never saw any.
12. Had to go get it - most people wouldn't go.
13. Were promised a copy, did not get it.
14. Advertised in paper.
15. Easy to get but complicated to understand.
16. Resolution was around, should be handed to a person, too many did not pick them up.
17. If they didn't get them, they didn't want them.
18. Had enough information if interested.
19. Narrow minded people against it wouldn't take time.

Question 4. Do you think people had adequate opportunity to attend meetings and hearings to learn about the rural zoning issue?

1. It should be explained more.
2. Could have been better advertised.
3. Paper provided the times and places.
4. They were advertised a great deal and people had an opportunity to attend.
5. It was advertised enough, it was felt that farmers were more interested in zoning than anyone else.
6. Felt the elderly were not able to attend the meetings.
7. People were invited to several meetings.
8. There was enough people passing out literature on it.
9. There was enough meetings and hearings.
10. Poor time to have meetings (winter time) should be later in the year before election.
11. People did not attend the meeting because they seemed to already have a set feeling against zoning.
12. Paper told the date and place of meetings.
13. If they were able, the dates were published in the one paper.
14. Felt there should be meetings in daytime as well as during the evening for people that work 2:00 to 3:00 shift.
15. Heard of some - didn't go.
16. Not enough time.
17. Should be more meetings so farmers could attend.
18. Meeting should be more on Saturday.
19. Should have had small meeting then twp. meetings.

Question 5. To what extent do you feel the newspaper influenced people on this issue?

1. They tried to make the people vote for zoning.
2. There were articles for and against the issue.
3. Paper seemed to be for it but it failed, so no effect.
4. The people tried to take the same stand as the newspaper.
5. I never paid any mind to it.
6. They did as much as they could.
7. I think it was prejudice - leaned toward zoning.
8. Felt the newspaper was influential - specifically the letters to the editor.
9. Unsure.
10. Not influenced by the paper.
11. By putting a one sided view of rural zoning into the paper they were influential.
12. Newspapers were neutral, only some individuals would comment in letters to the editor.
13. I think the DR (Daily Record) had a lot of influence.
14. Paper influenced the issue but people just did not want it.
15. Did not read that part of it.
16. Influenced for the issue.
17. Not the paper itself but some of the articles.
18. They were bi-partisan.
19. Not enough courage.
20. In wrong way - letters to the editor.
21. Should explain what would happen if it passed or failed.
22. It might have influenced the city people but not farmers.

Question 6. To what extent do you feel the radio influenced people on this issue?

1. I never paid any mind to it.
2. Not many pros and cons on the radio about the issue.
3. Not influenced by the radio.
4. Some individuals comments on radio but pretty much neutral.
5. Some influence on some people.
6. Never heard anything at all.
7. Does not listen to the radio.
8. Hear that there was going to be a debate one evening.
9. Advertisements reinforced attitude against it.
10. They explained the issue a lot and people could call in.
11. Open forum program.

Question 7. Do you think a house-to-house campaign would have changed the outcome on the rural zoning issue?

1. Possibly could have made people vote for it.
2. People do not want anything forced on them.
3. It might have if people simply gave information on both sides of the issue.
4. A better understanding of the issue could possibly have helped as a result of such a campaign.
5. Feels both sides talking with him to explain the issue in order to understand it.
6. Because some persuasive people could change peoples minds.
7. More people would have been aware.
8. It wouldn't have done any harm.
9. Wouldn't at her house.
10. Plenty of information about it.
11. No effect.
12. Had it, did not help.
13. Would have made a great deal of difference.
14. Explained position better.
15. If you could get everybody to listen and understand.
16. It would have made more people aware of it.
17. Would have given the people a chance to ask questions.
18. People trust people more than politicians.
19. People were out but did know what they were talking about.

Question 8. Do you think other issues on the ballot affected the outcome of the rural zoning issue?

1. People are just simply against it.
2. People just wanted to vote in a hurry because there were so many issues on the ballot.
3. Maybe.
4. Maybe because a lot of people turned out to vote no on the trapping issue and voted no on rural zoning as well.
5. No connection between issues.
6. #1 got more people out to vote.
7. Way they were written up was confusing.

