

COMMUNITY OPINIONS ON ECONOMIC DEVELOPMENT IN THE RURAL SOUTH

Thomas W. Ilvento

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About the Author

Thomas W. Ilvento is a Professor of Food and Resource Economics at the University of Delaware.

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COMMUNITY OPINIONS ON ECONOMIC DEVELOPMENT IN THE RURAL SOUTH

INTRODUCTION

Community economic development is often viewed by social scientists as desirable and important for the future success of a community. This approach advocates that a community and its members should be actively involved in choosing between alternative economic development strategies. A fundamental belief in community economic development, and in community development in general, is that local people need to be involved in their own social and economic destiny. Some associations, such as Business Retention and Expansion International, the Community Development Society, and the Rocky Mountain Institute promote local participation in economic development, and provide strategies and programs to involve local people. However, most economic development activity and decision making in the U.S. occurs on regional, state, or even national levels. In particular, states are very active in strategies to attract new businesses or help existing businesses grow, and southern states are very aggressive in this regard. Even when local residents are involved through chambers of commerce or economic development authorities, very few people actually participate in decision-making.

This paper looks at survey data concerning rural resident's opinions on economic development in their community. Surveys are one method of obtaining citizen input into economic development policy. The data come from a survey of the rural South conducted in February 1996 by Roper Starch Worldwide. In total, 1,200 people were interviewed in rural areas of Alabama, Georgia, Kentucky, Mississippi, North Carolina, South Carolina, Tennessee, and Virginia. The survey was sponsored by the TVA Rural Studies

Program at the University of Kentucky. Each person was asked about their personal beliefs and values, their community, their quality of life, the role of government, and economic development. U.S. data used for comparisons come from other Roper Starch Surveys.

RURAL RESIDENTS' VIEWS ON THEIR COMMUNITY

Rural residents generally enjoy living in their community. When asked which statement best expressed their feelings about their community, only 4 percent indicated they didn't like their community. The rest were equally split between saying they *really like living in this community*, to a feeling that while their community *has some drawbacks, overall it's a nice place to live* (47% for each). Similarly, 87 percent agreed that the good things outweighed the bad, and over half didn't believe things were better elsewhere. Most felt their community was moving in the right direction (65%) and that the quality of life was excellent (15%) or good (57%). Only a small percentage indicated they would like to leave (20 percent agreed) or that they didn't *want my children or grandchildren to live in this area* (26%).

So what is it that leads people in the rural South to love their community? For many, it is the small town nature of the community. Nearly all of the sample agreed that they enjoy being part of a small community (92%). The respondents also felt that *most of the people in my area share the values that are important to me* (25% completely and 57% somewhat). Although some felt their choices were limited in their present community and that sometimes they get bored, overall, the people in the rural South study area were pleased with their community.

Figure 1: Rural Residents' Views on Positive Aspects of the Community



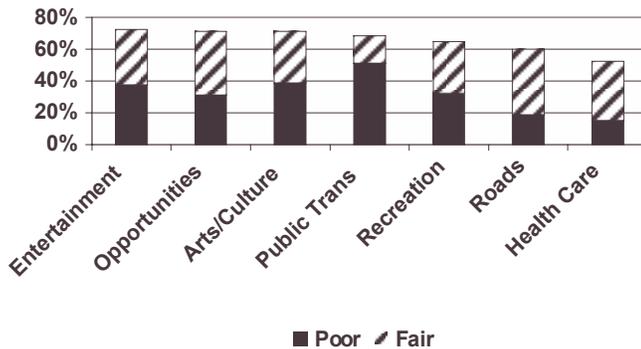
Ratings on What Is Good and Bad About the Community

The respondents were also asked a series of questions about how they rated aspects of their community (see Figure 1). The aspects that received the highest marks (excellent and good) were: friendliness of people (80%), privacy from neighbors (78%), religious spirit (74%), personal values (73%), a place to raise kids (72%), traffic conditions (68%), and freedom from pollution (68%). Community/civic spirit, cost of living, public

schools, and police protection also scored positive ratings above 50 percent.

Items in the community that received low marks (the combination of fair and poor) included: entertainment (72%), opportunities (71%), arts and culture (71%), public transportation (69%), recreation (65%), the conditions of streets (60%), and the availability of health care services (53%; see Figure 2). Other areas receiving high, fair and poor marks were crime, tolerance for others, and relations between races.

Figure 2: Rural Residents' Views on Negative Aspects of the Community



A comparison of the aspects of the community that received high marks and those that received low marks reveals a tension in the community between remaining the same and the need for growth. People generally like rural, small town living, but they also desire some of the benefits that might come with growth. These concerns indicate the need for active, comprehensive development programs in rural communities.

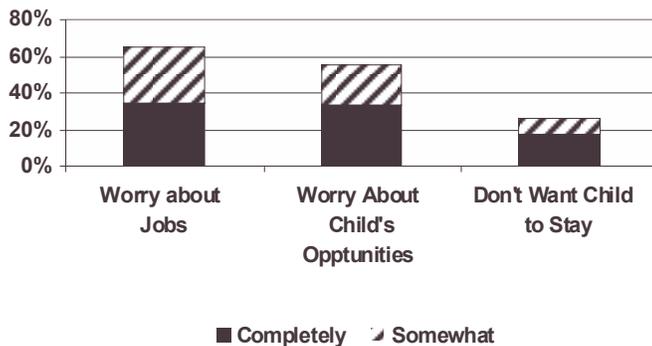
What Do They Worry About?

Many residents in the rural South have some anxiety about the future of their community, particularly in relation to jobs. When asked if they “worry about whether there will be jobs in my area in the future,” nearly two-thirds completely or somewhat agreed (30% and 35%). Furthermore, over half felt their choices were limited in their community (56%; see Table 1).

Table 1: Rural Residents’ Agreement with Aspects of their Community

Question	Completely Agree	Somewhat Agree	Total
a. I worry about whether there will be jobs in my area in the future	30%	35%	65%
b. Local business leaders are doing a good job	16%	57%	73%
c. My area has changed for the worse over the years	6%	25%	31%
d. Community leaders are doing a good job	11%	58%	69%
e. My choices in life are limited here	17%	39%	56%
f. I wouldn’t want my children or grandchildren to live in this area	9%	17%	26%
g. Too many of the leaders in my community are just in things for themselves and don’t care about the community	12%	26%	38%
h. I hope my area stays the way it is now	22%	44%	66%
i. I don’t think there are enough opportunities for my children or grandchildren to stay in this area	21%	34%	55%

Figure 3: Rural Residents Agreement with Statements About Their Community



As a result, rural residents often are left with a dilemma. In one sense they like their community and want it to stay the same. However, in another sense they are concerned about opportunities for the future and feel change is necessary if more opportunities are to be available. This contrast was also evident when people were asked about prospects for youth in the community. It is clear that the residents preferred that their children or grandchildren remain in the area—only 9 percent completely agreed that they *didn't* want their children to remain in the area. However, 55 percent expressed concerns about the opportunities their children will have if

they choose to stay in the community (see Figure 3).

Residents in the rural South indicated that business closings and layoffs were among the worst threats to their community. While the top threats had to do with drugs and alcohol abuse (81% and 65% agreeing, respectively), crime (73%), and poverty (73%), these items were followed by the closing of small businesses (65%), laying off workers (64%), and the closing of plants (59%; see Figure 4). Clearly, rural residents in the South feel changes in their local economy, due to business decline, pose a major threat to their way of life.

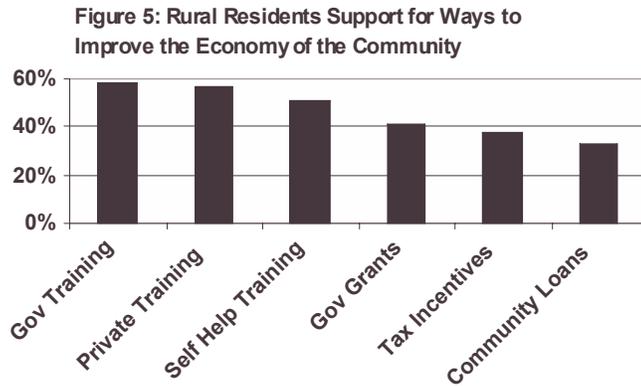
Figure 4: Rural Residents Views on Threats to Their Community



Support for Various Economic Development Strategies

Residents in the rural South study area felt that some methods of improving the economy were better than others. Consistent with values of independence, self-responsibility, and education, the top methods supported were job training and re-training by government, private industry, and citizens (all methods supported by 52% to 58% of the sample). However, government grants and tax incentives were supported by only 41% and

38%, respectively. Finally, government loans from state or federal sources to the community, the company, and to individuals were supported by one-third of the respondents (see Figure 5). Thus, the clear majority of the individuals in the survey did not support one of the most traditional economic development incentives used in the South. As a result, companies that accept tax incentives and direct support may experience some latent community disapproval.



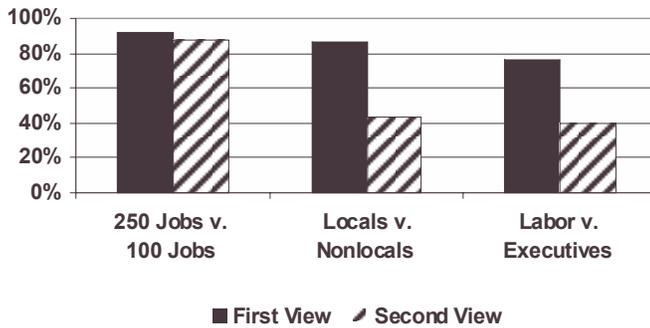
Suppose a company wanted to locate in a community in the rural South study area. What are the factors that would lead to support from community members?

- **The Prime Interest is in Jobs.** 92 percent would favor a company if it provided at least 250 jobs and 87 percent would favor one with a least 100 jobs.
- **A Secondary Interest is in Who Gets the Jobs.** When more than half the jobs go to local workers the support was 86 percent, but when more than half go to people outside the community, the level of support dropped to 43 percent.
- **Followed by What Kind of Jobs.** The greatest support was for companies that provide unskilled and skilled labor jobs (76%). If the new jobs were primarily executive or managerial jobs, the support dropped to 40% in favor. Since rural areas in the South have more of the workforce in unskilled and skilled labor, one interpretation is that people want the jobs to be linked to the skills of the workforce and the greatest need within the community.

- **Support Was Also Related to Spinoffs.** If the company also attracted tourists or visitors, the level of support was 61 percent.

Another way to view these attitudes is to look at some contrasts in support for companies that provide different levels and types of employment. Figure 6 shows three contrasts in the levels of support when the following conditions change: the number of jobs, where the employees would come from, and what type of jobs were being offered. Support was high whether the number of jobs was 250 or 100, although the larger number of jobs registered a slightly higher level of support (92% versus 87%). The contrast was more dramatic where the proportion of employment opportunity for local residents changed. Nearly nine of every ten residents supported a company if most of the jobs went to local residents, while only 43 percent supported a company when less than half the jobs went to locals (support dropped to 22% if there were very few jobs for locals). Finally support was much higher for companies employing unskilled or skilled labor, than if the jobs were primarily executive or managerial (76% versus 40%).

Figure 6: Rural Residents Support for a New Company Based on Selected Contrasts



What people did not support was the location in their community of a plant that would result in:

- damage to the local environment (74% oppose),
- an increase in property taxes (62% oppose),
- a demand for tax breaks by the company (60% oppose).

In addition, rural residents have a clear expectation of new companies being actively involved in the community. Over three-quarters of the respondents would not support the location of a new company if it were not interested in being involved in the local community.

So what do rural residents expect about company involvement in the community? In another set of questions, respondents were

asked what factors of involvement would make them feel better about the company. Two major themes emerged regarding business involvement in the community: involvement in subsequent economic development efforts and company support for health, social services, and cultural aspects (see Table 2). Highest marks were given for involvement in education, starting new businesses, literacy programs, and other health and social service programs. The data clearly reiterate that rural residents want local companies involved in the community and these efforts are likely to provide valuable improvement in public relations. Company involvement may be seen by residents as an indicator of commitment to the community and support for its values and future development.

Table 2: Aspects of Company Involvement in the Community that Would Make Rural Residents Feel Better About the Company

Involvement in Economic Development	Percent That Would Feel Better
• If a company works with local schools to help develop educational programs appropriate to future employment	89%
• If the company helps start new businesses in the area	89%
• If a company helps to sponsor or fund local literacy programs	83%
• If a company provides assistance in local economic development planning	79%
Involvement in Health, Human Services and Culture	
• If a company provides assistance to local health and social service organizations	83%
• If a company makes donations or contributions to local charities	80%
• If a company provides information to consumers about its own efforts on behalf of the environment	78%
• If a company sponsors or funds local arts and other cultural programs	66%

SEGMENTATION ANALYSIS

Up to this point, the responses to community and economic development linkages reflect total responses. However, within every community there are a number of groupings of people around issues such as development, new businesses, and the role of business in community affairs. These groups are often defined as much by their viewpoints, as by demographic or economic characteristics. The groups may not always be known and the members may not be fully aware of their numbers or each other. However, these groups often emerge when there are changes in the community, conflicts, or when a policy is debated.

Cluster analysis is a statistical technique used by social scientists to identify respondents into underlying groups or “clusters.” The technique defines the clusters by looking at the response pattern to a series of questions on a topic. In essence, people are classified into groups based on how they responded to a set of questions. People with similar response patterns are grouped together.

Roper Starch used cluster analysis for these data to identify community groups based on their attitudes toward community and economic development, support for new businesses, and aspects of community life. The analysis identified three segments or clusters. Each one is given a name based on our observations of the response patterns that are most associated with each group. The names seek to define the underlying beliefs and values of the group. It is important to note that while every community is likely to have these groups present, the percentage of residents in each group is likely to vary from community to community.

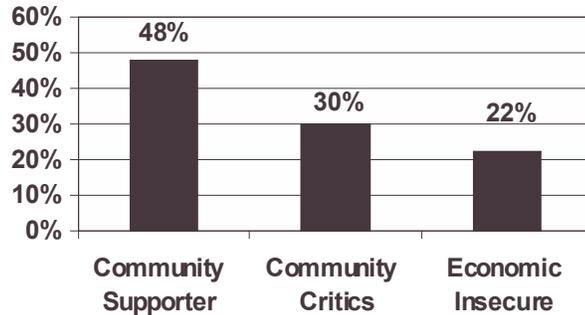
Who Are The Groups?

The cluster analysis identified three distinct groups: the **Economically Insecure (EI)**, **Community Critics (CC)**, and **Community Supporters (CS)** (see Figure 7). Each group has a different view of their community, economic development, and expectations of new companies.

Table 3: Socio-Economic and Demographic Characteristics of the Segmentation Groups

Characteristic	Economically Insecure	Community Critics	Community Supporters
Race			
White	79%	73%	86%
Black	19%	22%	12%
Age			
< 30	31%	23%	16%
30 to 44	37%	33%	32%
45 to 59	18%	23%	22%
60 and Over	13%	21%	30%
Married	49%	54%	62%
Parents			
Children < 8 years old	26%	22%	20%
Children 8 to 17	28%	27%	24%
Income			
< \$15,000	32%	26%	23%
\$15,000 to \$29,999	24%	30%	26%
\$30,000 to \$49,999	15%	17%	20%
\$50,000 and Over	8%	10%	16%
Employment			
In the Labor Force	68%	64%	59%
Employed	88%	90%	96%
Full-time	77%	80%	82%
Part-time	23%	20%	18%
Unemployed	12%	10%	4%
Not in the Labor Force	31%	36%	41%
Homemaker	15%	11%	9%
Retired	7%	16%	23%
Housing			
Own	52%	64%	73%
Rent	34%	19%	19%
Other	14%	17%	8%
Education			
< High School	26%	32%	31%
High School Graduate	41%	35%	39%
Some College	18%	17%	16%
College Graduate	12%	13%	14%

Figure 7: Breakdown of Community Group Clusters



Economically Insecure (EI)

The Economically Insecure tend to be younger than the other groups. Their average age is 40 years old and nearly one-third of the group are less than 30 years old. They are also more likely to rent their homes. In relation to the labor force, the Economically Insecure are more likely to be unemployed or underemployed, or to be in an unskilled position in the labor force. One-third of this group have experienced the effects of a job loss, reduced hours, or a temporary lay-off. As such, the people in this group have lower incomes, lower levels of job skills, and a greater percentage are without health insurance.

Because of its circumstances, the EI group is more pessimistic about local job opportunities and the future. While they react

similarly to Community Critics on some issues, they are in sharp contrast to Community Supporters on almost all issues. Eighty-nine percent of the Economically Insecure agree with the statement that their choices are limited in the local area (see Table 4). The Economically Insecure are 18 times more likely to feel this way than are the Community Supporters. Over half of the Economically Insecure group expressed interest in leaving the area within the next 10 years and are 26 times more likely to feel this way compared to Community Supporters. This group is also pessimistic about the area for their children or grandchildren.

Table 4: Percentages and Odds Ratios for Key Issues for Economically Insecure

Issues	Percentage for Economically Insecure	Times More Likely That Economically Insecure Agree With The Statement Versus	
		Community Critics	Community Supporters
My choices are limited here	89%	3 times more likely to agree	18 times more likely to agree
I don't think there is enough opportunities for my children or grandchildren to stay in the area	82%	2.6 times more likely to agree	7.8 times more likely to agree
I worry that there will be jobs in my area in the future	81%	1.5 times more likely to agree	3.6 times more likely to agree
I wouldn't want my children or grandchildren to live in this area	60%	4.5 times more likely to agree	15 times more likely to agree
I would like to leave this area, but I don't know where to go	52%	4.3 times more likely to agree	26 times more likely to agree

Clearly, jobs are what drive the Economically Insecure. Over half in this group are interested in getting new job skills, considerably higher than the other two groups. In terms of skill training, 47 percent of the EI group feel that training would improve their standard of living, but they worry most about the cost of the training. More so than the other two groups, their interest in training is tied to the prospects of resulting employment. This group would most likely feel comfortable with on-the-job training or any other form of employer sponsored training, precisely because there is a greater expectation they would be more likely to improve their job prospects either in terms of income or security.

The Economically Insecure are also more likely to favor any type of economic development strategy, particularly if it employs unskilled or skilled labor. This group is willing to offer tax incentives to businesses and is slightly more favorable to make sacrifices to the environment. In general, this group does not feel that local leadership is doing a good job.

Things Businesses Can Do to Gain the Support of the Economically Insecure

The Economically Insecure represents a smaller, but important segment of the population. This group will primarily respond to job related issues. They will respond to:

- An emphasis on hiring the local labor force.
- On-the-job training for new workers, either sponsored by the company, or in conjunction with local or state government agencies.
- Additional worker training or adult education programs that emphasize an investment in adult education, literacy, and computer skills.
- A commitment by the company to the local community.
- Support and participation of the company in school-to-work programs.

Community Critics (CC)

A second group is identified as Community Critics, which represents about one-third of the rural South study. This group is identified by their concern for the way in which the local community is run and the quality of life in the community. There are more blacks in this group (22%) than any other group. Other demographic attributes of this group place it in the middle of the distribution of age, income, and education. About 10 percent of this group are unemployed.

While this group is concerned about job opportunities, their main concern revolves around the broad direction the local community is headed. They are least likely to feel that the community is heading in the right direction (47%, versus 53% for EI, and 83% for CS) or

that the overall quality of life is good or excellent (52%, versus 67% for EI, and 88% for CS).

Community Critics consistently gave lower and more extreme marks for community performance in areas from schools to roads to community spirit to relationships between the races. Community Critics were far more pessimistic about their community and how it is run. For example, over two-thirds of the

Community Critics felt the schools were fair or poor compared to only 24 percent for Community Supporters. Community Critics gave extreme fair or poor marks for Entertainment (95%), Opportunities (94%), Recreation (93%), Arts and Culture (91%), Public Transportation (83%), Police Protection (81%), and the Condition of Streets and Roads (81%). (See Table 5).

Table 5: Fair and Poor Ratings for Aspects of the Community

Aspects of the Community	Percent Fair or Poor		
	Economically Insecure	Community Critics	Community Supporters
Public Schools	38%	68%	24%
Public Transportation	78%	83%	59%
Police Protection	43%	81%	27%
Opportunities	81%	94%	53%
Recreation Facilities	64%	93%	48%
Condition of Streets and Roads	51%	81%	52%
Freedom from Pollution	31%	44%	20%
Traffic Conditions	25%	44%	23%
Overall Quality of Life	37%	50%	7%
Community or Civic Spirit	36%	67%	16%
Cost of Living	47%	64%	29%
Friendliness of People	23%	35%	5%
A Place to Raise Children	42%	45%	6%
Availability of Health Care Facilities	62%	81%	31%
Availability of Arts and Cultural Activities	72%	91%	59%
Availability of Entertainment	72%	95%	58%
Crime Rate	53%	69%	35%
Tolerance of Different People	51%	65%	38%
Relations Between the Races	55%	60%	37%

However, the Community Critics do not express a high interest in leaving, rather they want change in the community (only 20% expressed interest in leaving). This group is most critical of the performance of current business and community leaders. They are 8 times more likely than Community Supporters to give business leaders fair or poor ratings (2 times

more likely than the Economically Insecure). Likewise, they are 6 times more likely than Community Supporters to give community leaders fair or poor ratings (nearly 2 times more likely than the Economically Insecure). (See Table 6). The Community Critics are interested in performance.

Table 6: Percentages and Odds Ratios for Key Issues for Community Critics

	Percentage for Community Critics	Times More Likely that Community Critics Disagree With the Statement Versus	
		Economically Insecure	Community Supporters
How do you feel things are going in your community -- are they generally going in the right direction? <i>Percent in disagreement</i>	41%	1.2 times more likely to disagree	5 times more likely to disagree
All things considered, how would you describe the overall quality of life in your community? Is the quality of life excellent, good, fair, or poor? <i>Percent Fair or Poor</i>	48%	1.9 times more likely to answer fair or poor	7.5 times more likely to answer fair or poor
Does your opinion match the following, "Local business leaders are doing a good job?" <i>Percent No</i>	41%	2 times more likely to disagree	8 times more likely to disagree
Does your opinion match the following, "Community Leaders are doing a good job?" <i>Percent No</i>	43%	1.7 times more likely to disagree	6 times more likely to disagree
I would like to leave this area, but I don't know where to go. <i>Percent agree</i>	20%	4.3 times less likely to agree	6 times more likely to agree

While Community Critics welcome new jobs and development, they most likely will evaluate the non-economic impacts of development more critically. Since they are already critical of community infrastructure (roads, public transportation, and recreation), it is likely that they will be especially attentive to any development that would either place a further burden on these services or fail to pay for improvements.

Things Businesses Can Do to Gain the Support of the Community Critics

In order to win the support of Community Critics, new businesses should:

- Improve or expand the local infrastructure through public-private partnerships.

- Support the improvement of recreation facilities, the arts, and cultural activities in the community.
- Encourage community spirit and civic activeness by actively sponsoring and involving management and employees in community affairs.
- Work with the community to improve the local schools.
- Allow the community to benefit from your presence in visible ways, such as the use of facilities for meetings.
- When employees are recruited from outside the community, encourage and reward them for being involved in the community.

Community Supporters (CS)

Community Supporters are defined by their positive feeling and boosterism for the community. Members of this group genuinely like the community in which they live. Four of every five Community Supporters feel things are

going in the right direction in their community and are between 4 to 6 times more likely to feel this way when compared to the other groups. They are also 4 to 7 times more likely to feel the quality of life in their community is excellent or good. (see Table 7).

Table 7: Percentages and Odds Ratios for Key Issues for Community Supporters

	Percentage for Community Supporters	Times More Likely That Community Supporters Agree With The Statement Versus	
		Economically Insecure	Community Critics
How do you feel things are going in your community — are they generally going in the right direction?	83%	4.3 times more likely to agree	5.5 times more likely to agree
All things considered, how would you describe the overall quality of life in your community? Is the quality of life excellent, good, fair, or poor? <i>Percent Excellent or Good</i>	88%	3.6 times more likely to agree	6.8 times more likely to agree
I really like living in this community	69%	8.9 times more likely to agree	4.3 times more likely to agree
I have security, that is, little danger of being unemployed. <i>Percent Excellent or Good Description</i>	73%	1.9 times more likely to agree	2 times more likely to agree
I enjoy my work. <i>Percent Excellent or Good Description</i>	81%	1.7 times more likely to agree	1.8 times more likely to agree
The personal satisfaction you get from the kind of work you do. <i>Percent Completely or Fairly Well Satisfied</i>	90%	1.8 times more likely to agree	2.1 times more likely to agree
Which is more important to you, environmental considerations or economic growth? <i>Percent for environment</i>	35%	1.5 times more likely to agree	1.6 times more likely to agree

Community Supporters tend to be older, white, retired, and have higher incomes than the other groups. They tend to have a longer commitment in the community and higher rates of home ownership (73% own their homes). CS have both the lowest participation in the labor force and the lowest unemployment rate. Issues about jobs and employment, while still important, are not the driving forces for this group. Those that work are economically secure, tend to enjoy their work, derive satisfaction from it, and feel they have job security and opportunities. As a result, other factors, such as quality of life, have greater influence in how they view change in the community.

The support for, and commitment to their community will influence the way Community Supporters view new development. For example, Community Supporters are twice as likely as the Economically Insecure or Community Critics to choose environmental considerations over economic ones when looking at new development. In general, members of this group like their communities and are not interested in change. Their views could pose a threat to negotiations about new industry moving into a community. New businesses will need to convince Community Supporters that development and change won't necessarily mean a decline in their quality of life.

Things Businesses Can Do to Gain the Support of the Community Supporters

In order to win the support of Community Supporters, new businesses should:

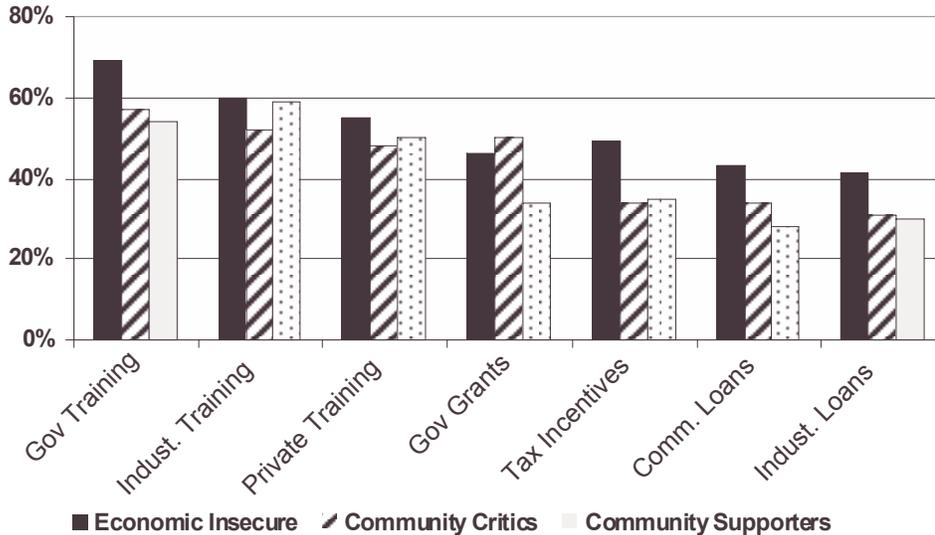
- Be prepared to speak to concerns about the impact of new development on their quality of life.
- Be pro-active and forthright in addressing community concerns; don't try to hide anything.
- Provide details of the benefits to the community that will result from the company presence.
- Demonstrate ways in which the company will be involved with the local community.
- Community Supporters say they would respond favorably to companies that make charitable donations, help local service organizations, and provide information to

consumers about its efforts on behalf of the environment.

Views on Economic Development Strategies by the Different Groups

This next section looks at how each group views various economic development strategies in the community. Six different strategies were suggested from training programs sponsored by different groups to tax incentives and loans to industry and the community. Across almost every strategy, with the exception of government grants, the Economical Insecure are more supportive than the other groups (see Figure 8). Training programs receive the greatest support, followed by grants, tax incentives, and loans. The Economically Insecure are more likely to support tax incentives for new industry as an economic development strategy (49%, versus 34% and 35% for Community Critics and Community Supporters, respectively).

Figure 8: Views on Ways to Improve the Economy of the Community by the Segmentation Groups



CONCLUSIONS

Rural residents in the South face a dilemma when looking at economic development. On the one hand there is a strong attachment to their community and their way of life. The respondents indicated they like the small town nature of their community, a sense of shared values, friendliness, and absence of traffic and pollution. However, they also recognize the need for growth and change. Residents were worried about jobs and the future, for themselves and their children. The aspects of the community that received the lowest ratings were for opportunities, recreation, and transportation, all of which could improve with new development.

As a result, rural residents were cautious about economic development. They supported most of the typical development strategies, but preferred some over others. In particular, self-help training programs were highest on the list. Interestingly, tax incentives, which is a dominant strategy used by state governments, received much lower support, with less than 40 percent in favor. Rural residents in the South indicated they were less supportive of growth that favored new residents over existing residents, and jobs that went to executives rather than to labor. They also had high expectations for new industry in terms of involvement in the community, education, further economic development, and cultural events.

Further study, using cluster analysis, revealed three dominant groupings in the community, identified as the Economically Insecure, Community Critics, and Community Supporters. While these data cut across many communities in eight states, it is plausible that the three groups exist in similar proportions in most rural communities. The groups viewed economic development from different perspectives. The Economically Insecure had the greatest anxiety over the economy and generally had higher levels of support for traditional economic development. Community Critics were far more negative about their community, community services, and its leadership. This group was supportive of economic development efforts primarily as a way to change the direction of the community. In contrast, Community Supporters were very positive about their community and required the most assurance from new firms that their involvement in the community would not hurt the quality of life or the environment.

The analysis shows that community members in the rural South do care about economic development and, given the opportunity through a survey or other method of participation, can reveal their interests. Economic development professionals could learn from community residents and build support for their programs at the same time. This survey shows that rural residents in the South are not

against new economic development, but prefer a balanced approach that links economic growth with community development and ensures that employment opportunities are available for all segments of the local population. Their revealed preferences in this survey shows a desire for

comprehensive development programs that balance jobs with the environment, the quality of life with change, and the entrance of new firms and employees with a respect for the past heritage.