

Clark County Community Survey Executive Summary

Overview and Methodology

This research study was initiated by Clark Coalition to measure the perceptions of Clark County residents regarding land issues within the county. Notably, the focus of this survey was industrial-scale solar development within Winchester-Clark County.

A postcard packet was mailed to residential households within Winchester-Clark County with the option to complete the survey on a detachable postcard and mail it back, or complete an online version of the survey. Each household was provided a unique 6-digit ID number that appeared on the returned survey or if responding online, the respondent was required to enter the ID in order to access the survey.

A total of 15,760 surveys were sent to residents and P.O. boxholders within Winchester-Clark County. 1,335 completed validated survey responses in total were tabulated, 200 coming from the online survey and 1,135 being mailed back. The mail survey went out on March 13th and closed on May 27th.

Note: The tabulated results provide a non-probability sample based on the methods of data collection used. Purposive sampling is a type of non-probability sampling that is conducted with a specific purpose in mind. In the case of this study, that purpose was to reach the residents in Winchester-Clark County. Under this sampling method, the goal was to gain insights from a diverse group of participants in Clark County who were invited to participate. Any implications drawn from this research are based solely on the research respondents and cannot necessarily be generalized for the entire population. All surveys are subject to multiple sources of error, including but not limited to, sampling error, coverage error, and measurement error.

Summary of Findings

Importance Ratings

How important do you feel each of the following is as Clark County looks to the future?

Importance	Farmland preservation; greenspace & scenic rural roads	Protecting/enhancing property values	Job creation	Encouraging development where infrastructure exists
Top 2 Box (3+4)	93.7%	89.7%	91.2%	83.3%
Very Important	79.5%	73.3%	67.0%	55.5%
Somewhat Important	14.2%	16.4%	24.1%	27.8%
Bottom 2 Box (1+2)	4.6%	6.0%	5.5%	10.0%
Don't Know	1.7%	4.3%	3.4%	6.7%

Solar Energy Systems in Clark County

What type of solar energy systems do you favor in Winchester-Clark County?*

	Total (Base: 1335)
Residential Use – designed to supply energy for on-site residential use with excess energy sold back to the grid.	70.0%
Commercial Use – designed to generate energy for on-site business use or as an additional revenue stream.	52.3%
Industrial scale – designed to provide energy to off-site uses or for export to the wholesale market.	30.6%
I don't favor any of these solar energy systems.	26.4%
No answer provided	0.6%

*Multiple responses were allowed for this question; totals may add to more than 100%.

Where do you favor locating solar energy systems in Winchester-Clark County?*

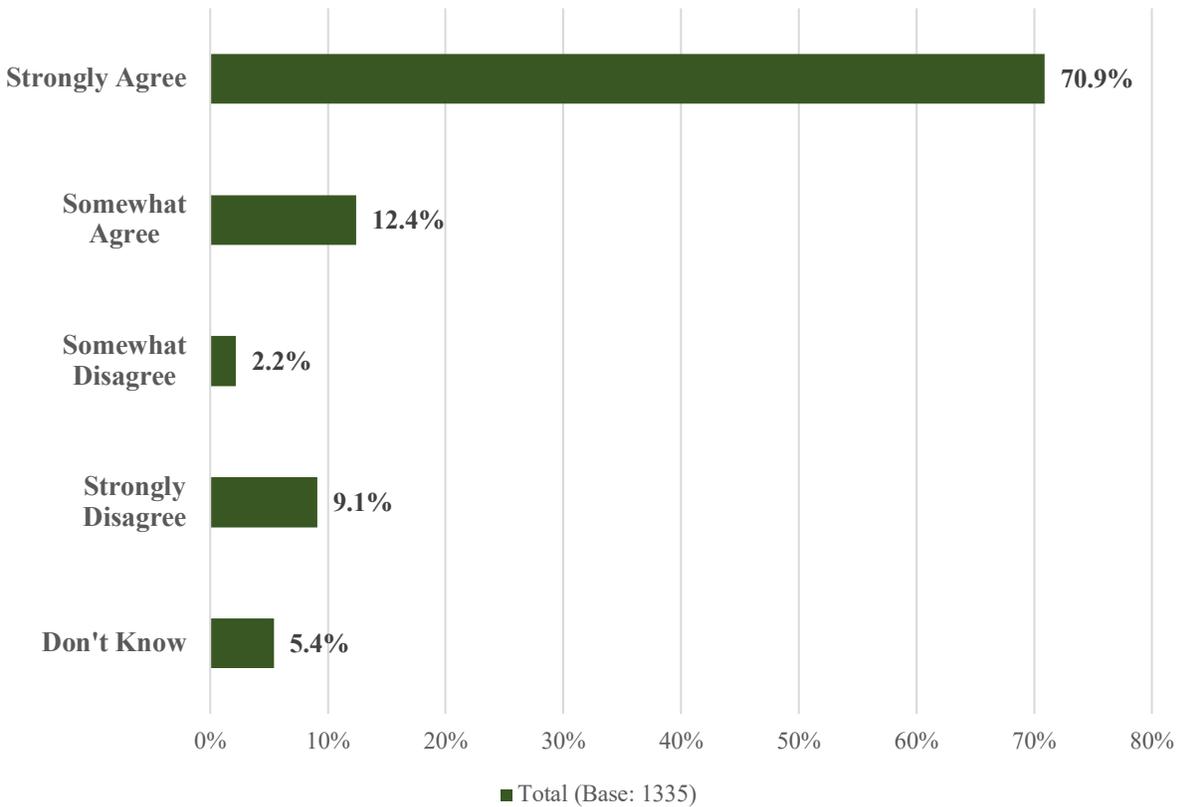
	Total Favoring (Base: 1335)
Rooftops (residential, commercial, or industrial)	64.3%
Abandoned industrial sites	54.2%
Agricultural areas with marginal soils (limited potential for production)	34.8%
Not in Clark County at all	26.0%
In all zoning districts	14.9%
Agricultural areas with prime soils (significant production)	7.2%
No answer provided	0.1%

*Multiple responses were allowed for this question; totals may add to more than 100%.

Level of Agreement Regarding Process for Consideration of Large-Scale Industrial Solar

In regard to consideration of large, utility-scale/industrial solar development in Clark County please indicate your level of agreement with the following statement:

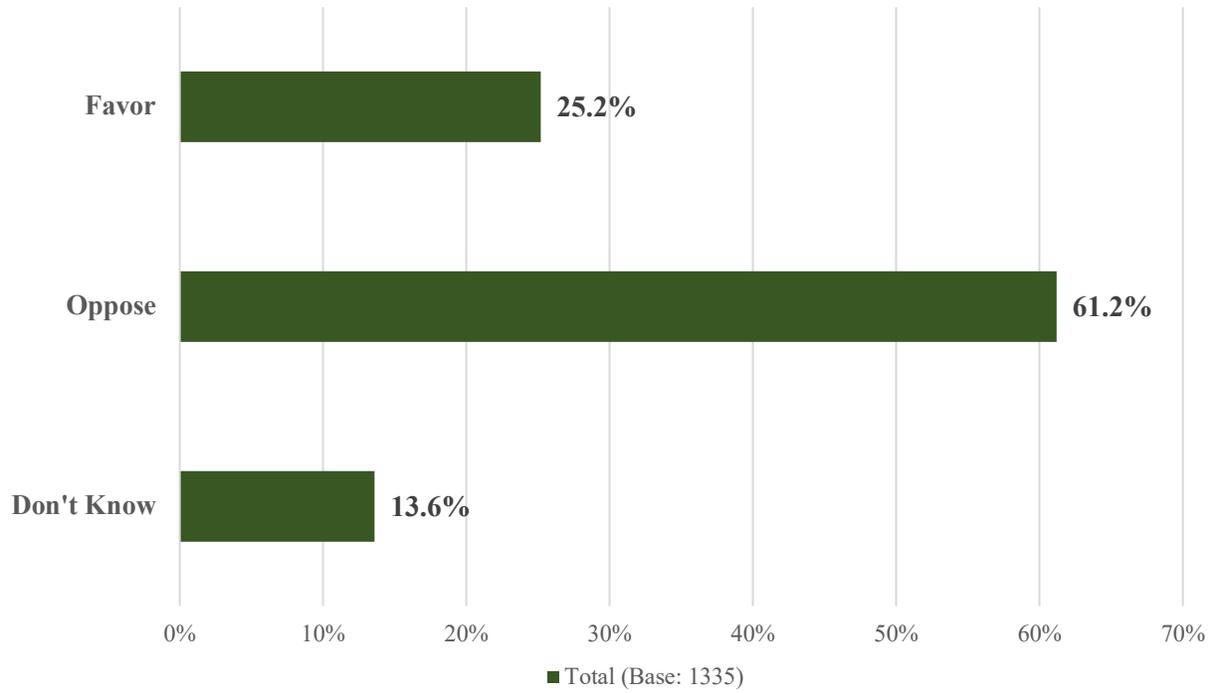
The process should involve a thorough and efficient review of research; associated costs and benefits; and environmental considerations with opportunities for community input.



Combined Agreement/ Disagreement	Total (Base: 1335)
Agree (4+3)	83.3%
Disagree (2+1)	11.3%
Don't Know	5.4%

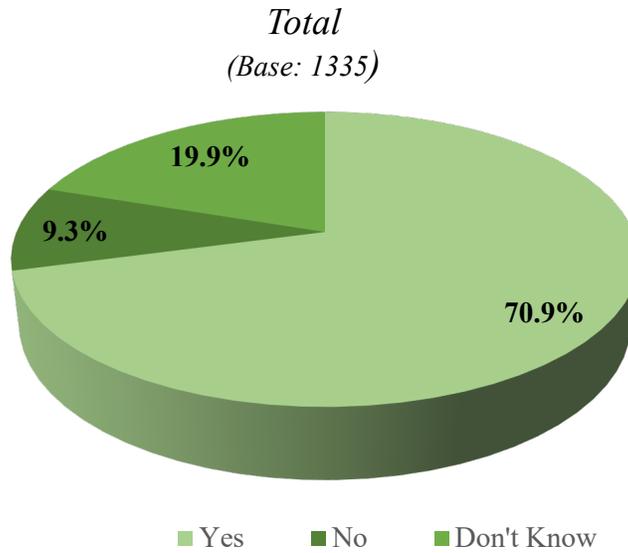
Industrial-Scale Solar in Agricultural Zone

Do you favor or oppose allowing industrial-scale solar facilities in Clark County's agricultural zone?



Do you support Clark Coalition’s vision statement for Clark County?

“To build a thriving community rooted in the heart of our iconic and dynamic Bluegrass landscape.”





Background & Experience

The Matrix Group's team of professionals are dedicated to understanding the dynamics of a changing world through market research.

With over three decades of experience and a well-trained, highly skilled team, The Matrix Group seeks to provide clients with the intelligence and perspective to influence smart decision making.

A resolute commitment to excellence provides clients with information that is accurate, usable and relevant. Scrupulous attention is placed on the process of information and opinion gathering. Research findings are objectively analyzed, summarized and reported.

Based in Central Kentucky for thirty-three years, our experience includes both qualitative and quantitative studies on a wide range of topics including land use, agriculture, the equine industry, community issues, public utilities and education.