



**A PUBLIC OPINION SURVEY ON THE
QUALITY OF LIFE AND LAND-USE
PLANNING ISSUES IN OLDHAM COUNTY**



PREPARED FOR:

**Oldham Ahead
P.O. Box 1223
Crestwood, Kentucky 40014**

The logo for 'Horizon Research International' consists of the words 'HORIZONRESEARCH' in a bold, sans-serif font above the word 'international' in a smaller, lowercase sans-serif font. The text is white and set against a dark grey rectangular background.

PREPARED BY:

**Horizon Research International
Lakeview, Suite 200
100 Mallard Creek Road
Louisville, Kentucky 30207**

December 2001

RESEARCH BACKGROUND



RESEARCH BACKGROUND

- OBJECTIVE:**
- To identify:
 - Perceptions of the quality of life in Oldham County
 - Perceived importance of issues relating to the quality of life, growth, and land-use planning
 - Reactions (Favor/Oppose) ideas/plans regarding land-use planning concepts, traffic issues, preservation, development and growth, legalizing alcohol sales, a tax on real estate for a variety of quality of life factors, and programs to attract different industry segments to Oldham County

- WHAT:**
- Random Digit Dialing (RDD) sample (includes unlisted telephone numbers)
 - 400 completed surveys: 15-minute average length
 - Conducted by trained, professional interviewers of Horizon Research International in Louisville, Kentucky

- WHO:**
- Adults, 21 plus years of age, living in Oldham County

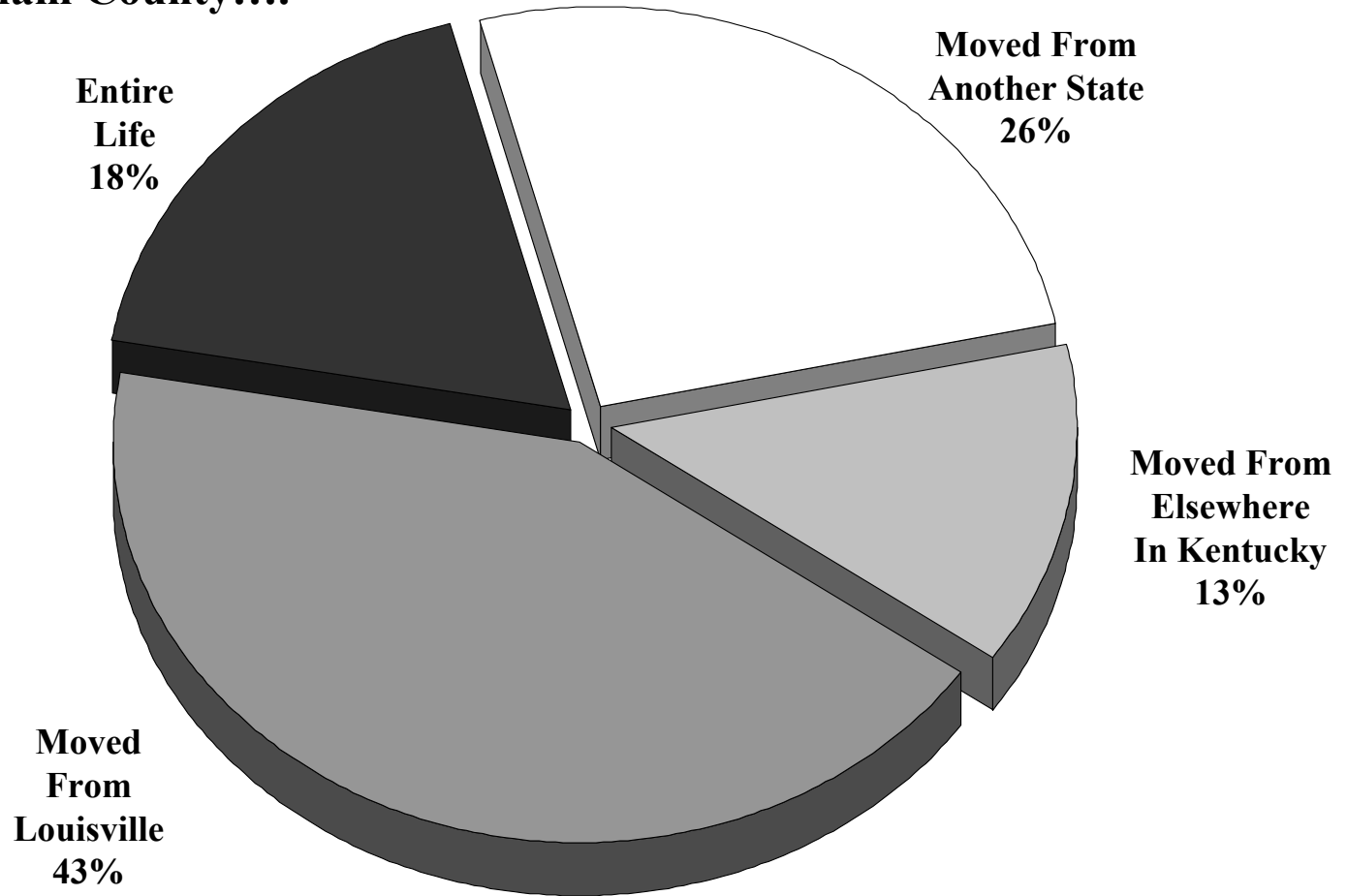
- WHEN:**
- November 15 through December 4, 2001

SAMPLE PROFILE



RESIDENCY HISTORY IN OLDHAM COUNTY

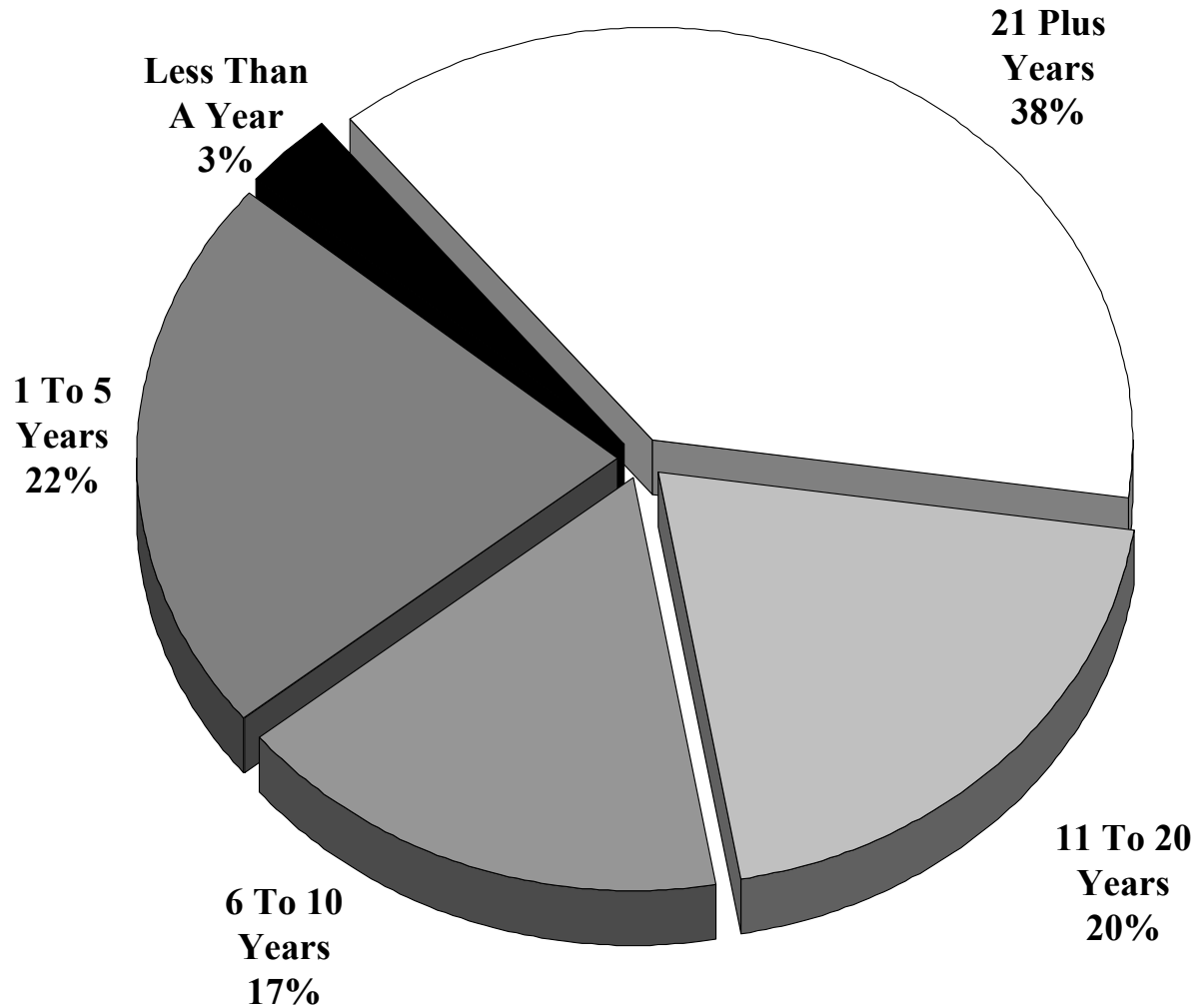
Lived in Oldham County....



Base (400)



YEARS LIVED IN OLDHAM COUNTY*



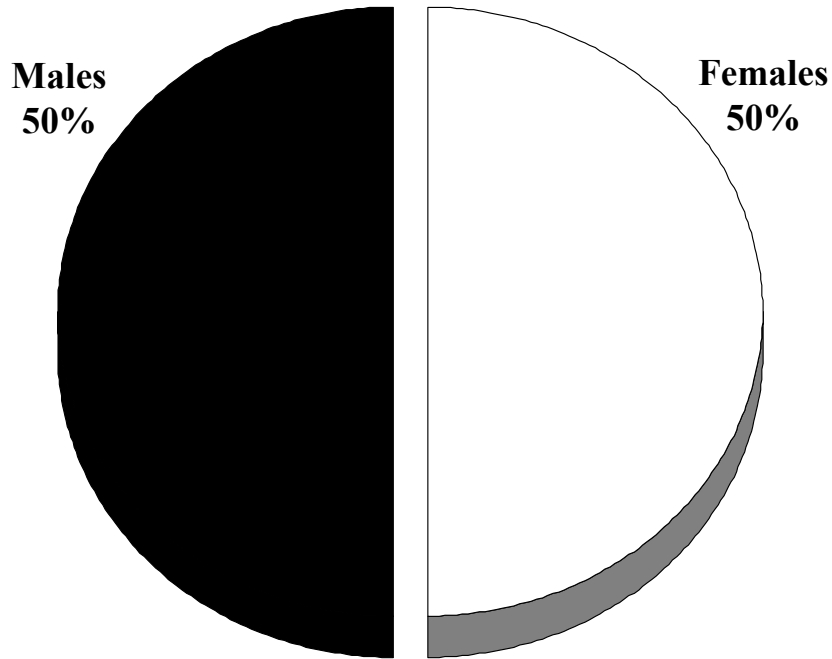
Base (398)

* Among those with a response.



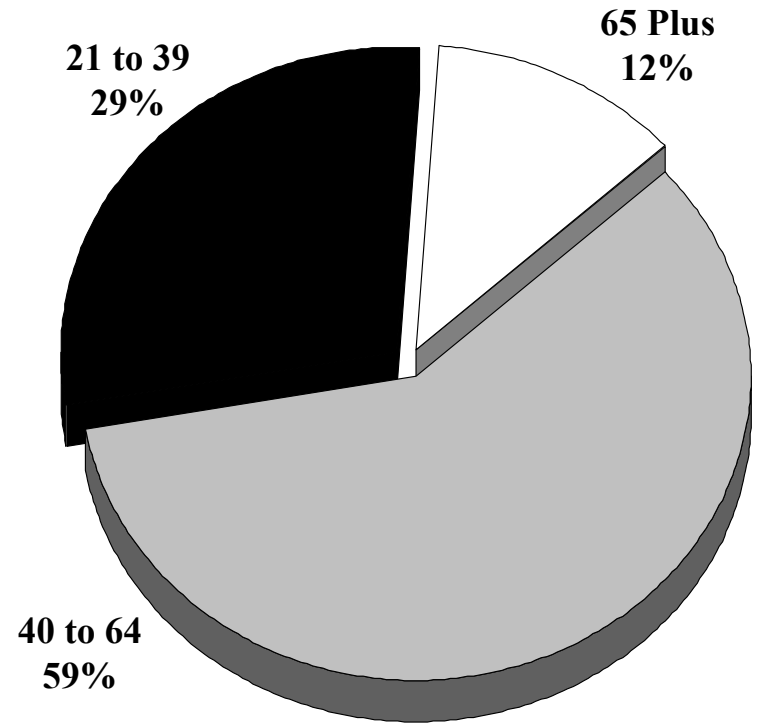
GENDER AND AGE

Gender



Base (400)

Age*



Mean: 47.8 years

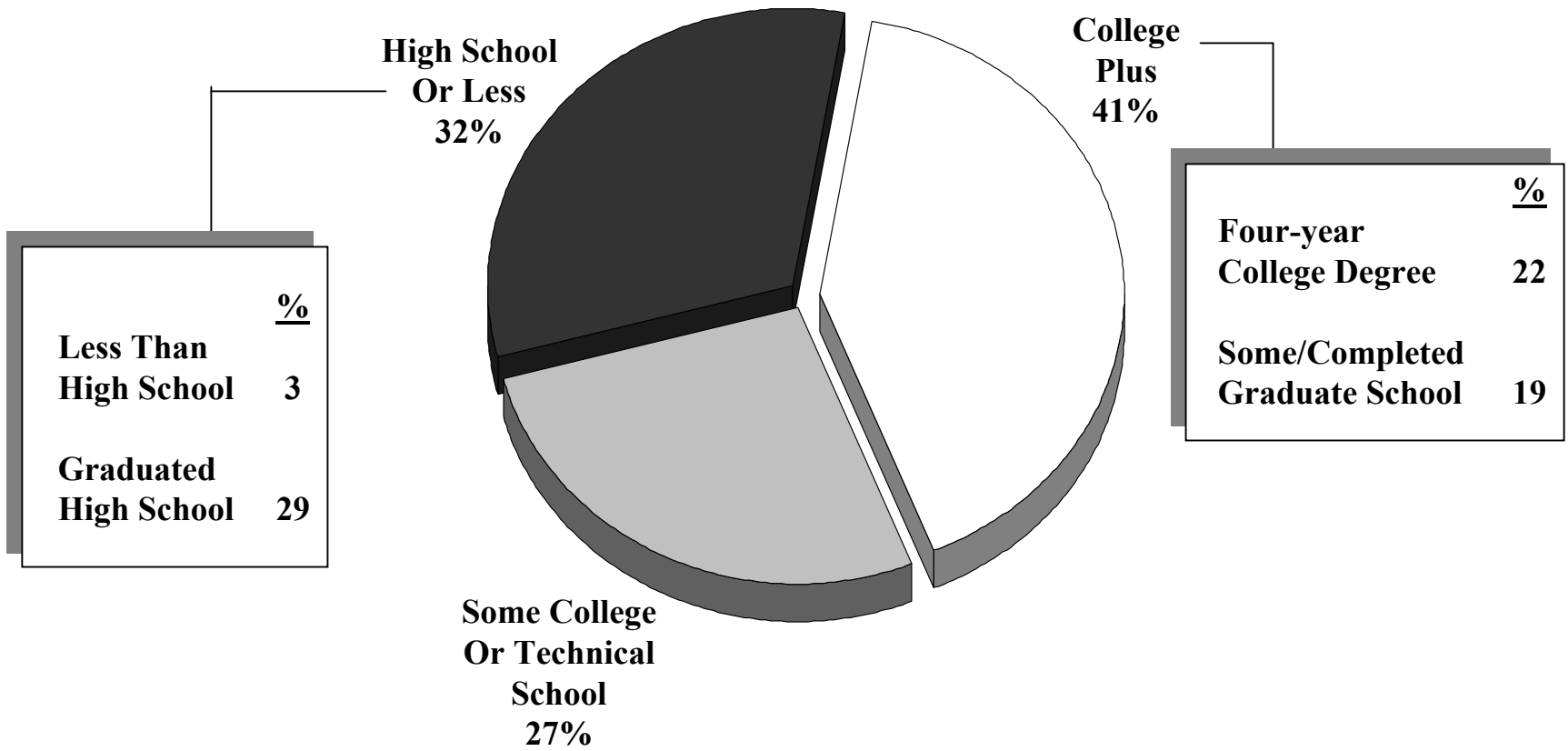
Median: 47.0 years

Base (396)

** Among those with a response.*



EDUCATION ATTAINMENT*



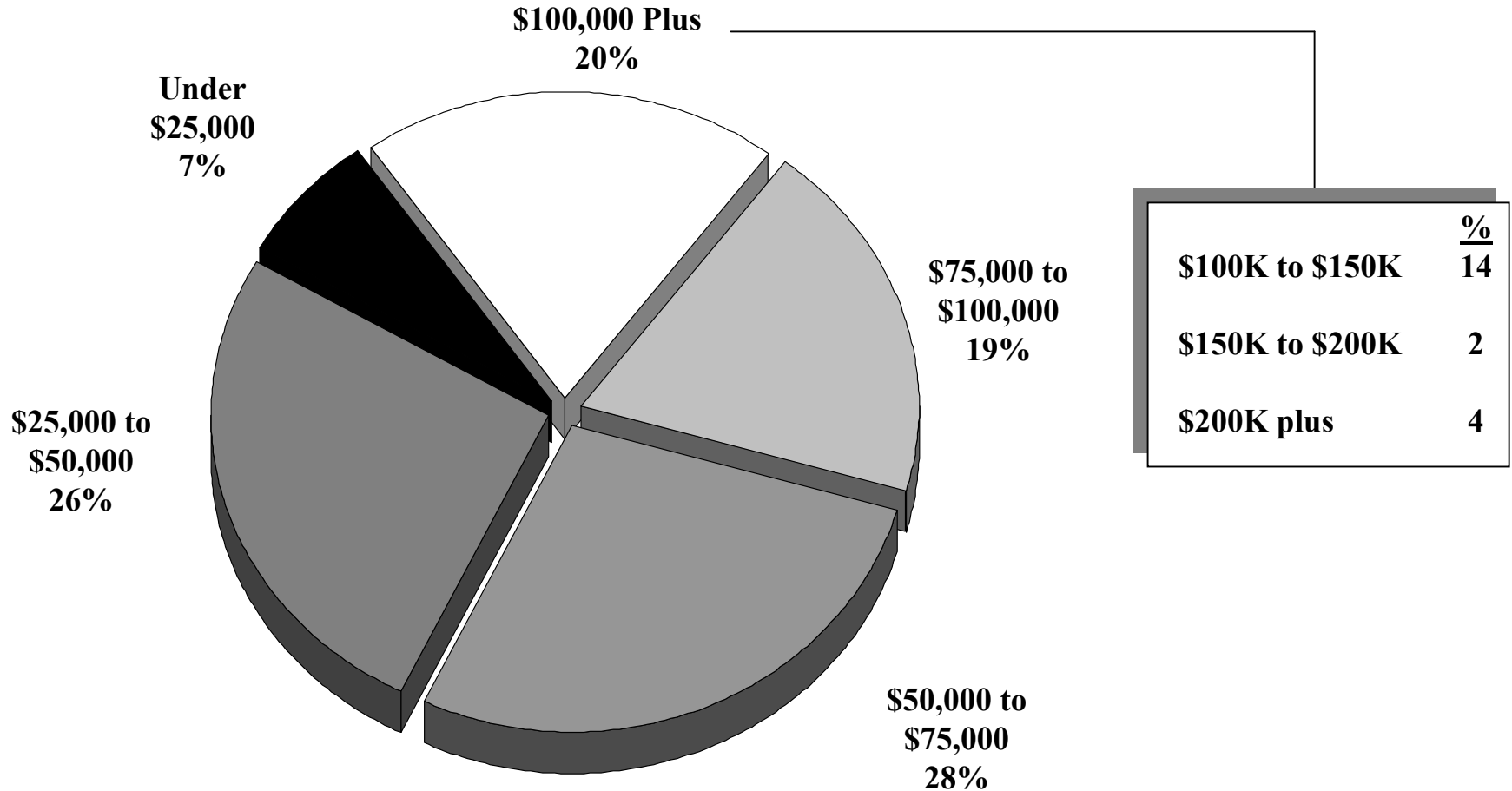
The College Educated Were Most Likely To Be New To Oldham County (Past Few Years)

Base (397)

* Among those with a response.



PER ANNUM HOUSEHOLD INCOME*



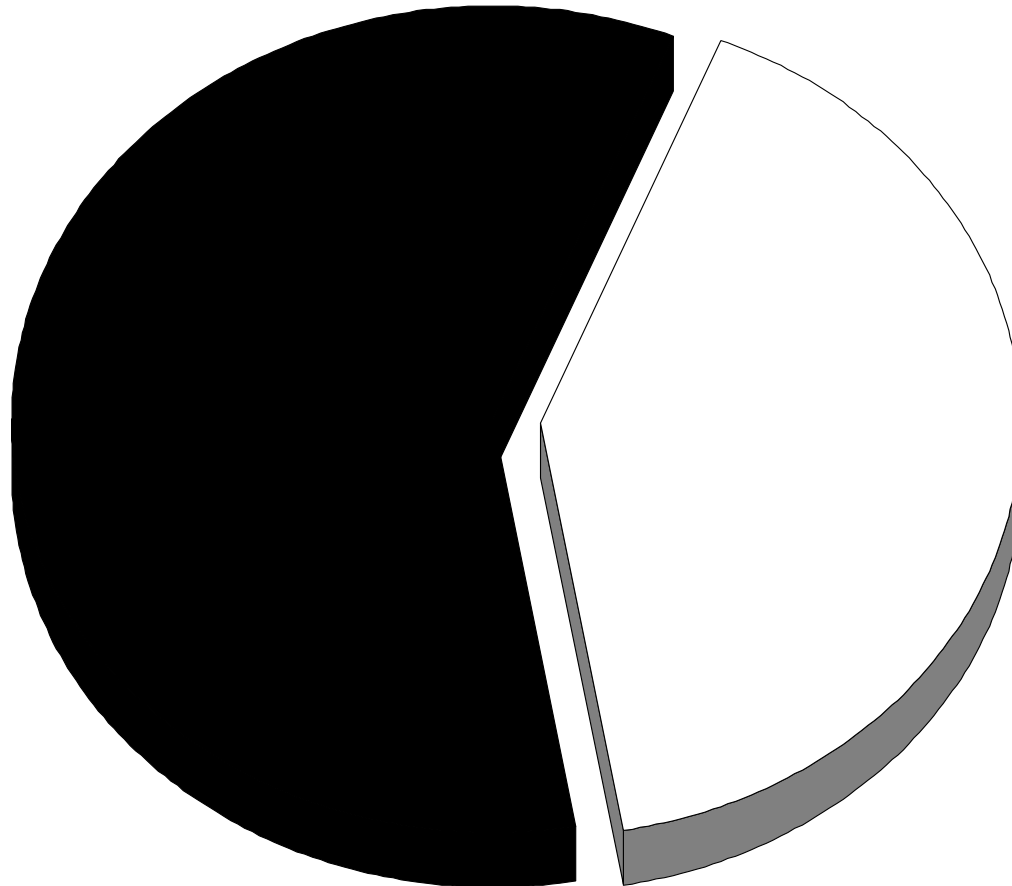
Estimated Mean: \$74,520
Estimated Median: \$62,500

Base (351)

* Among those with a response.



ANY HOUSEHOLD ADULT WORKING OUTSIDE OLDHAM COUNTY*



**Yes, An Adult Works
Outside The County
59%**

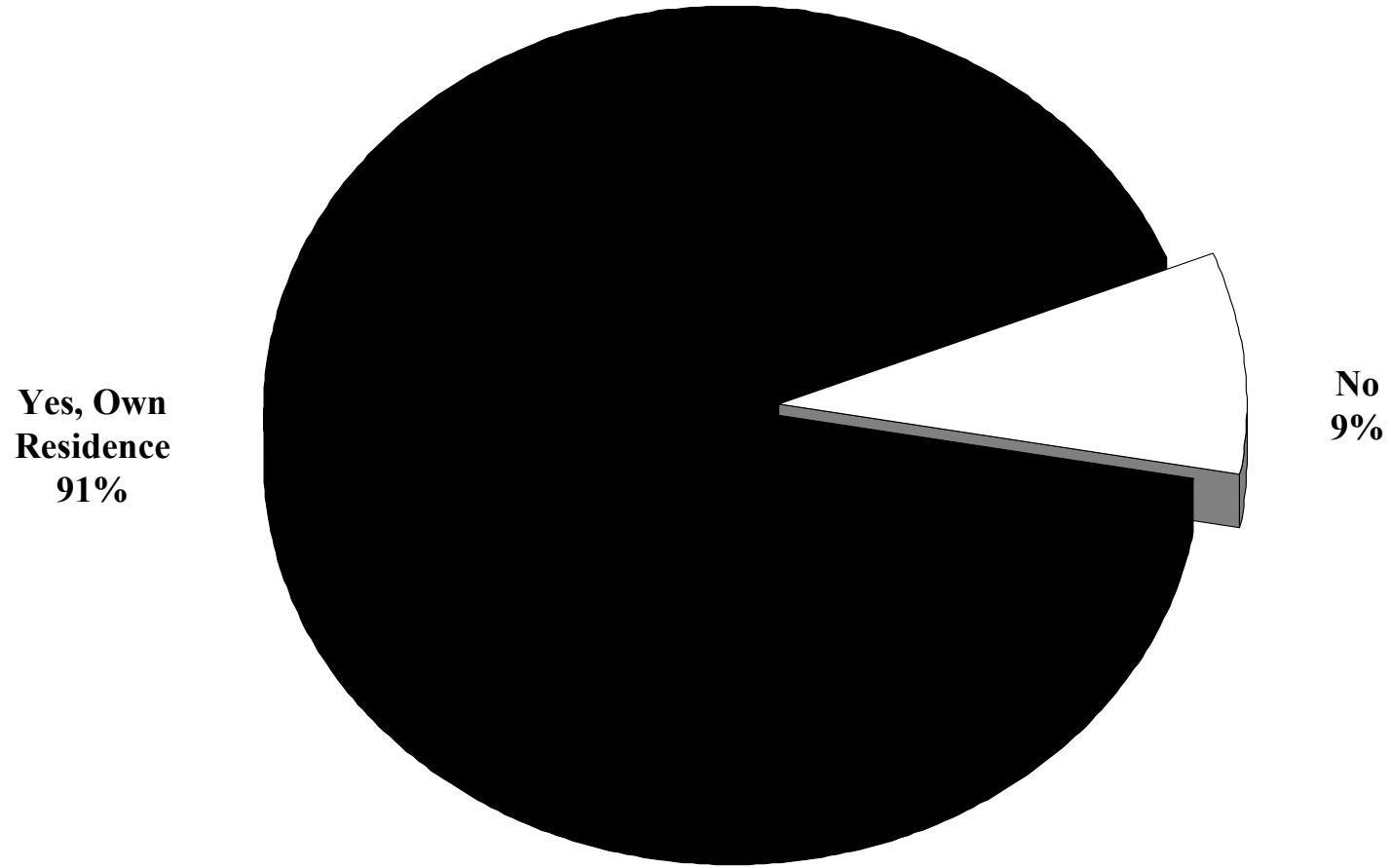
**No
41%**

Base (397)

** Among those with a response.*



RESIDENCY OWNERSHIP*



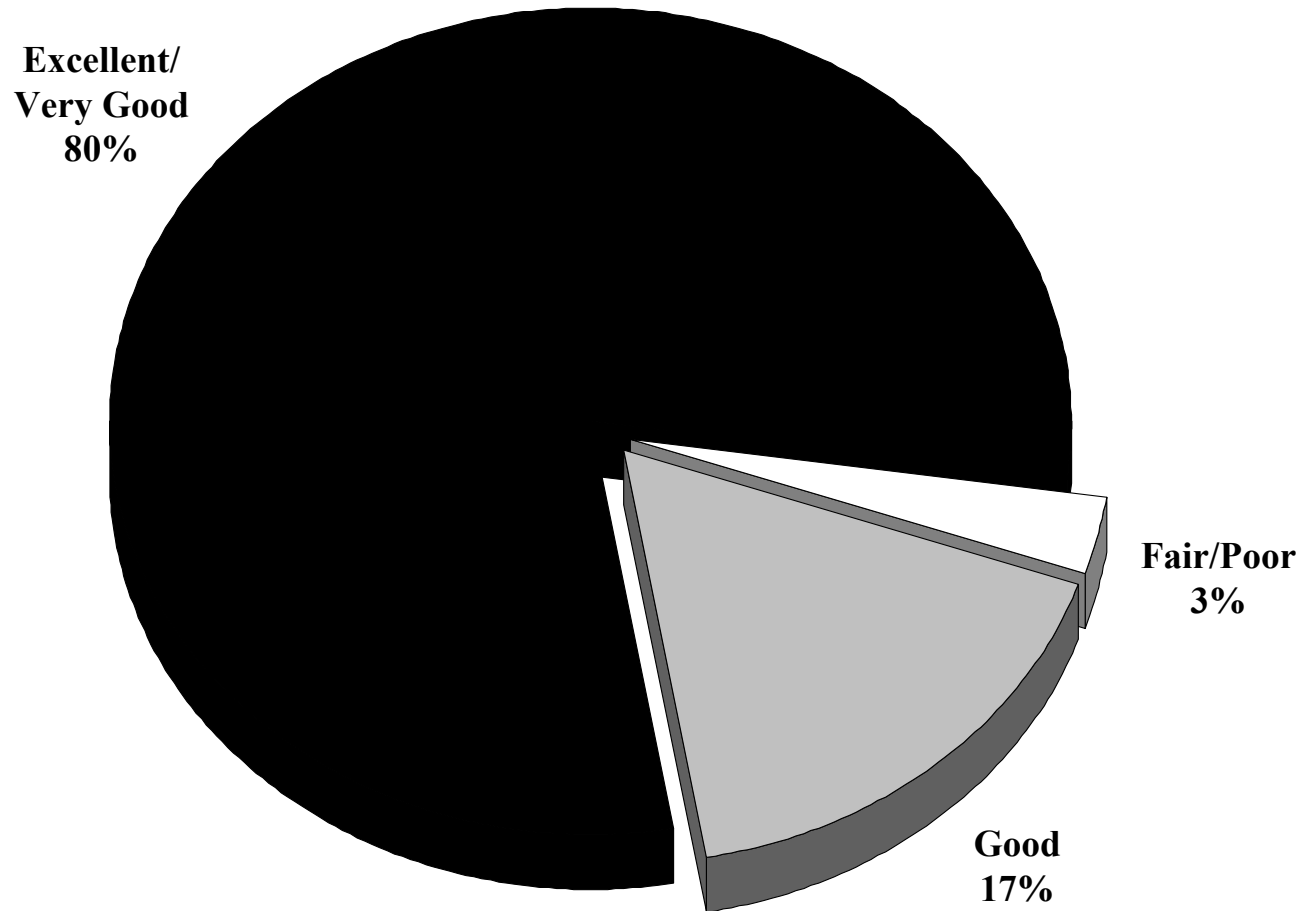
Base (395)

** Among those with a response.*

***PERCEPTIONS OF
QUALITY OF LIFE
IN OLDHAM COUNTY***



OVERALL PERCEPTION OF QUALITY OF LIFE*

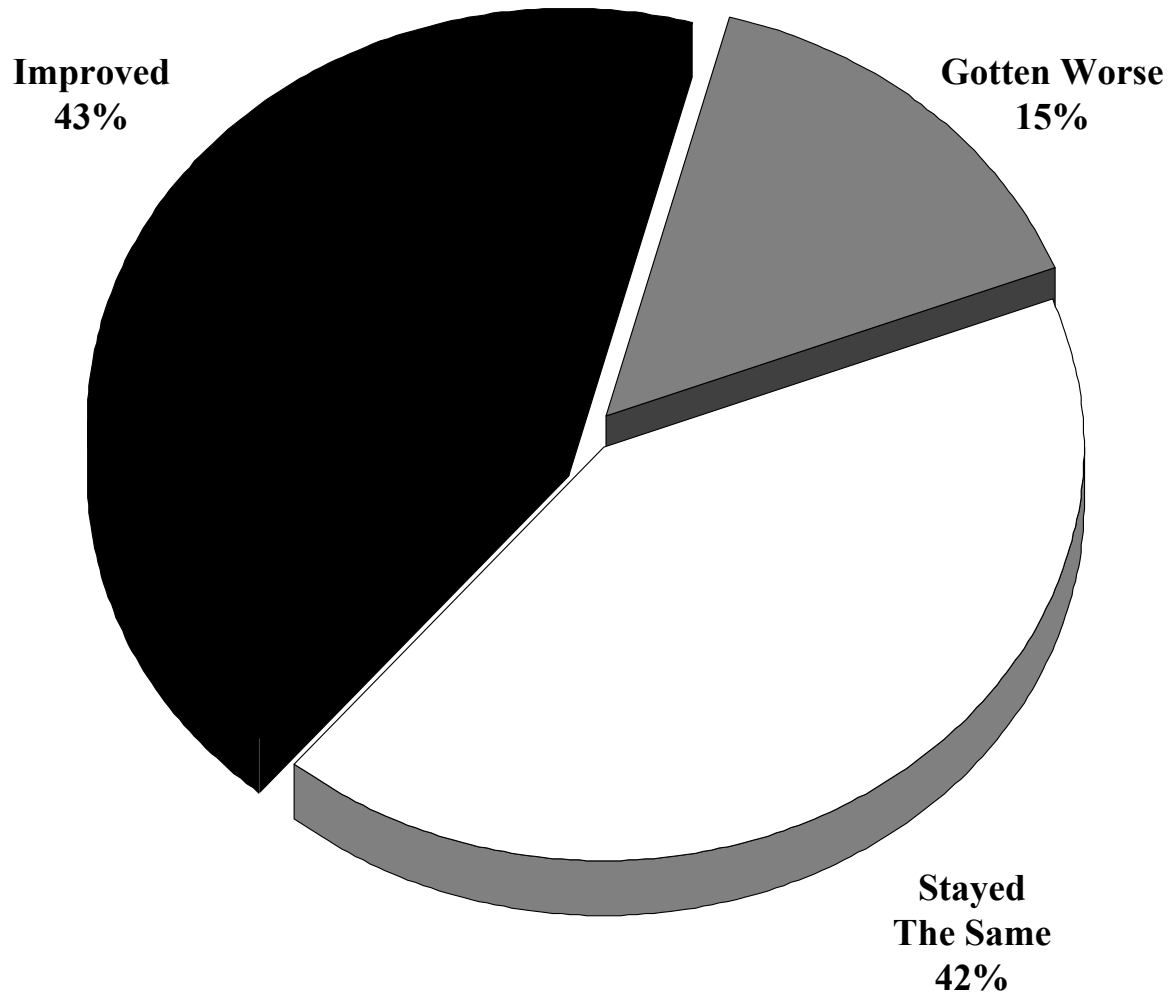


Base (397)

** Among those with an opinion.*



PAST FIVE YEAR CHANGE IN THE QUALITY OF LIFE*



Base (370)

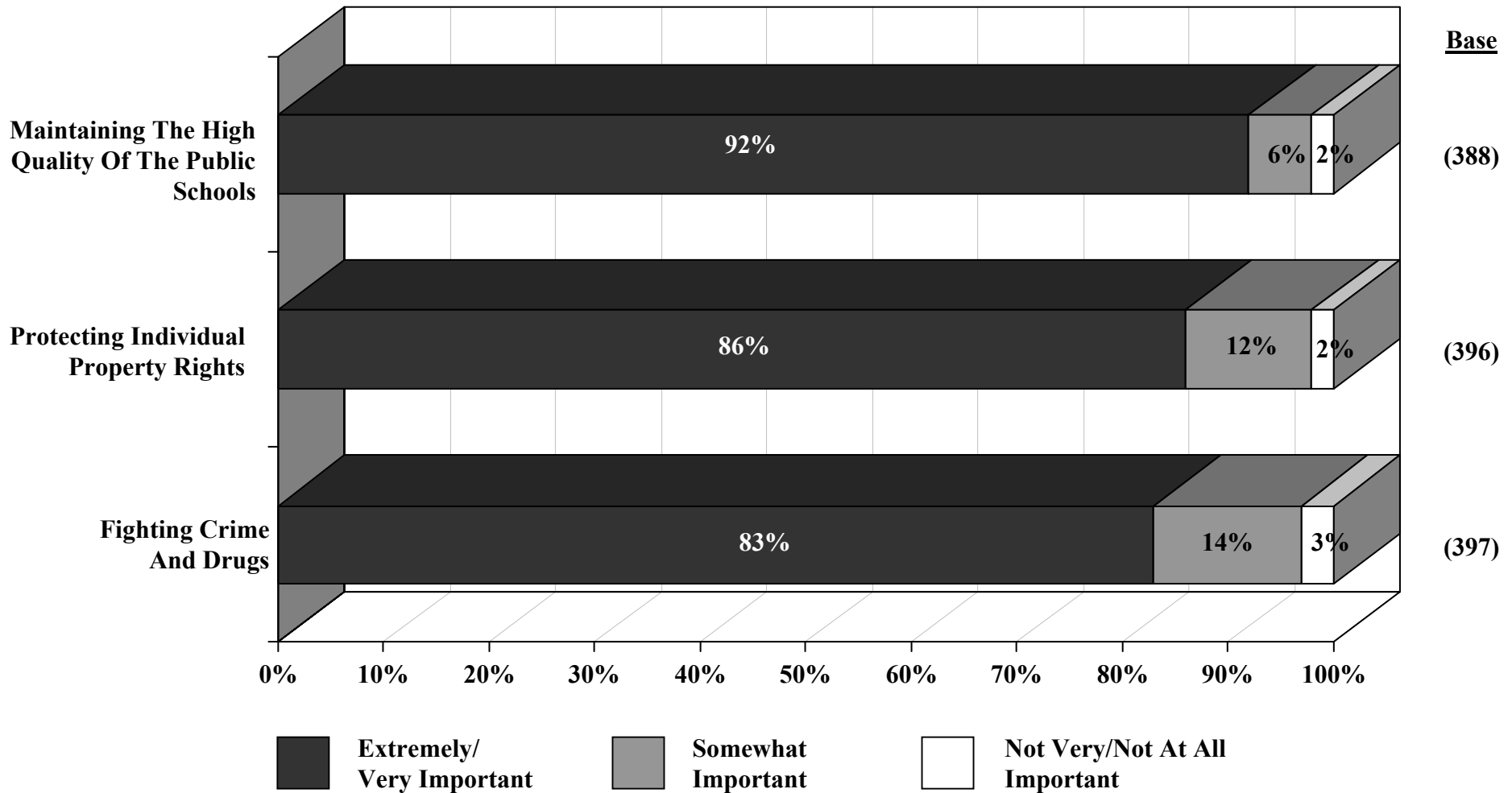
** Among those with an opinion.*

ISSUES OF IMPORTANCE



ISSUES OF IMPORTANCE FACING OLDHAM COUNTY*

Importance Of...

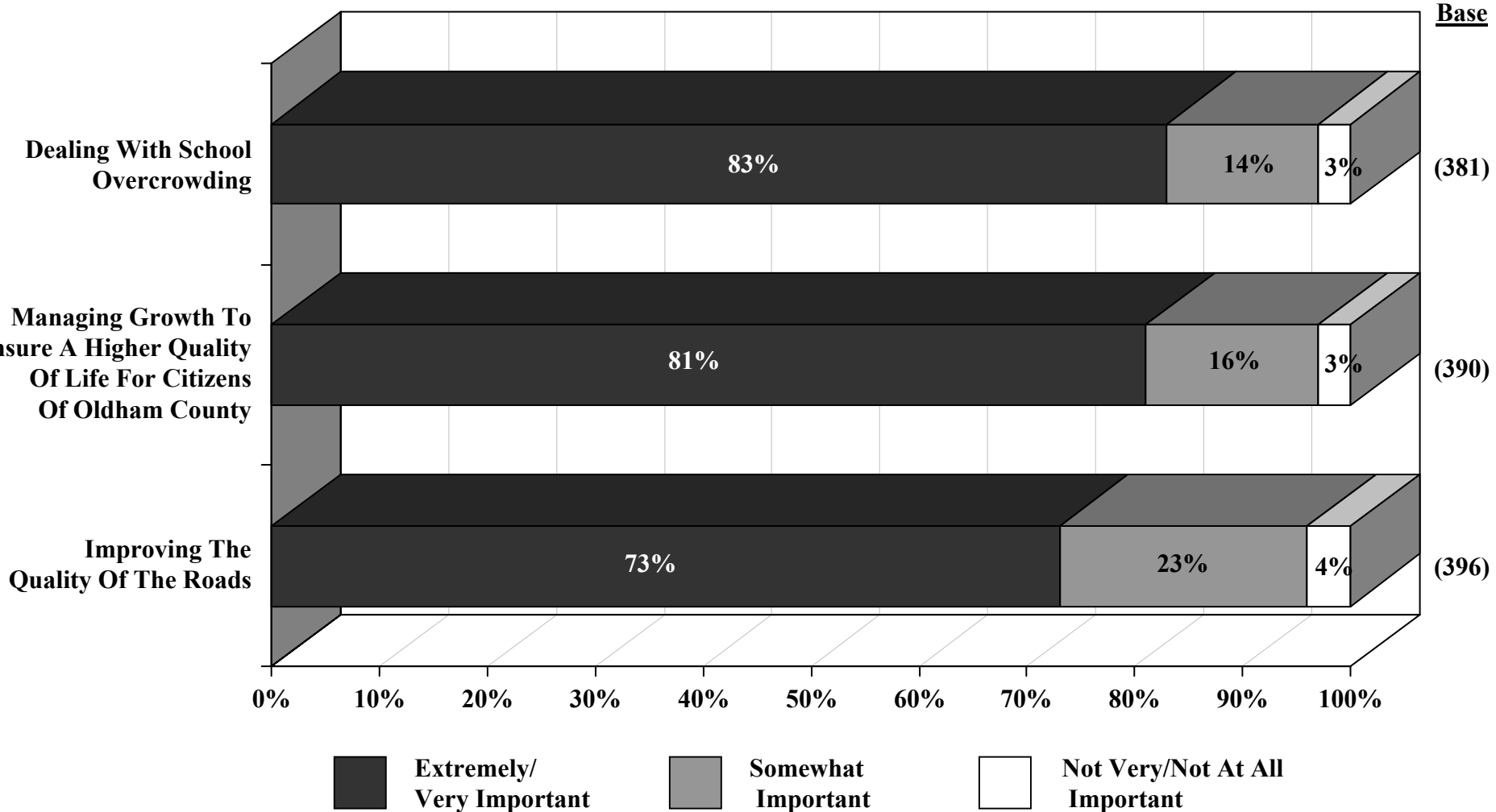


* Among those with an opinion.



ISSUES OF IMPORTANCE FACING OLDHAM COUNTY*

Importance Of...

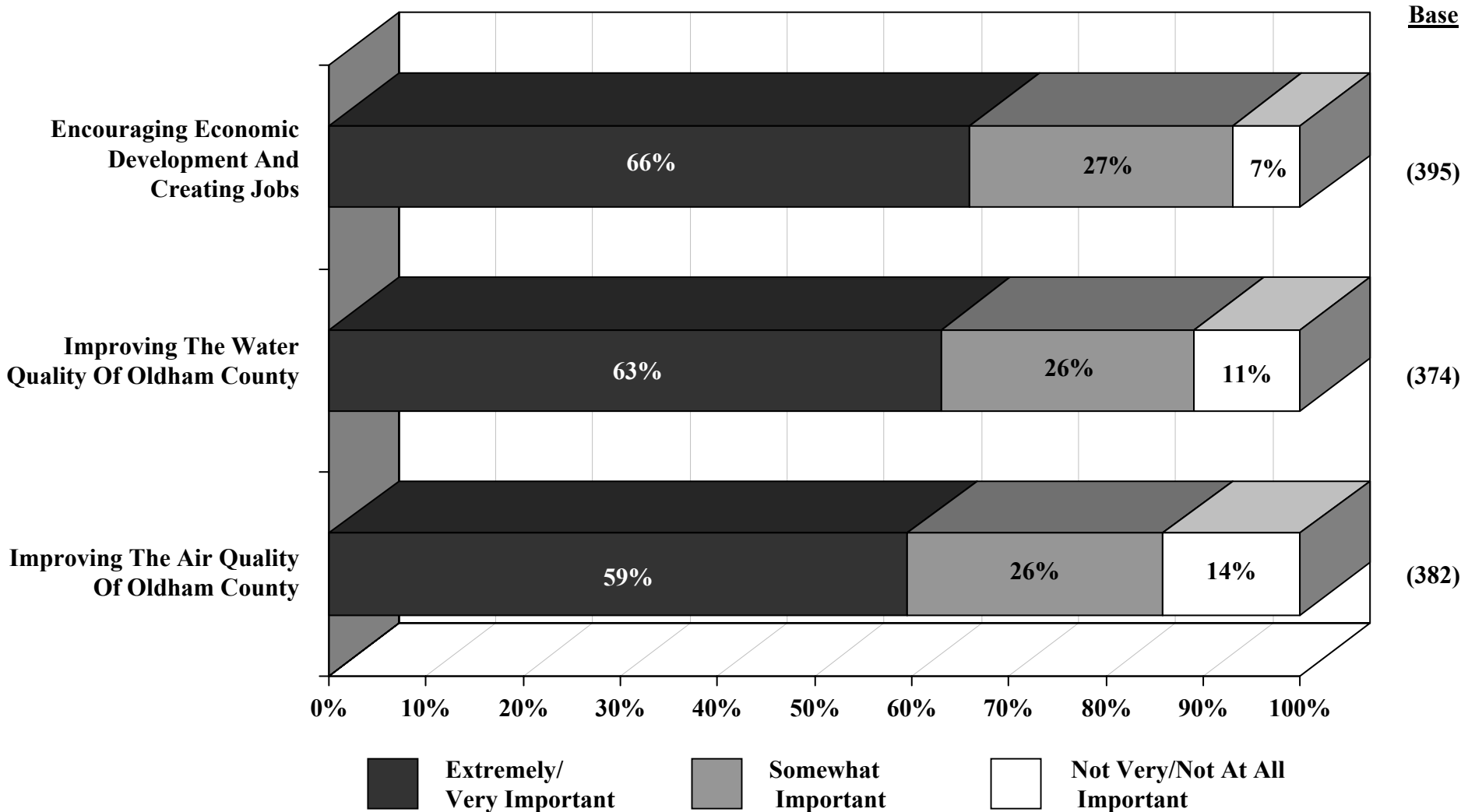


* Among those with an opinion.



ISSUES OF IMPORTANCE FACING OLDHAM COUNTY*

Importance Of...



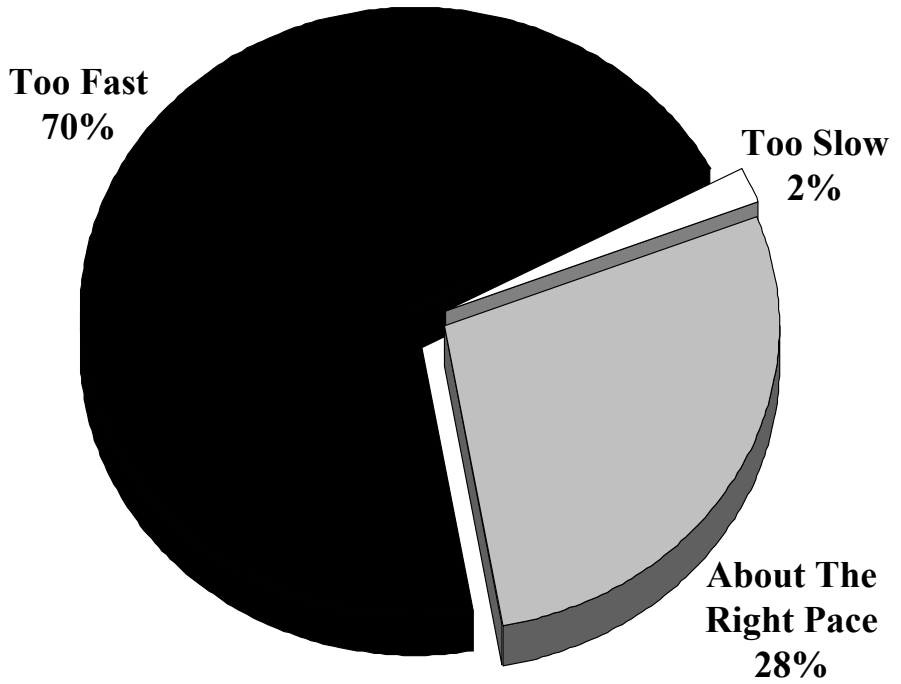
* Among those with an opinion.

GROWTH ISSUES



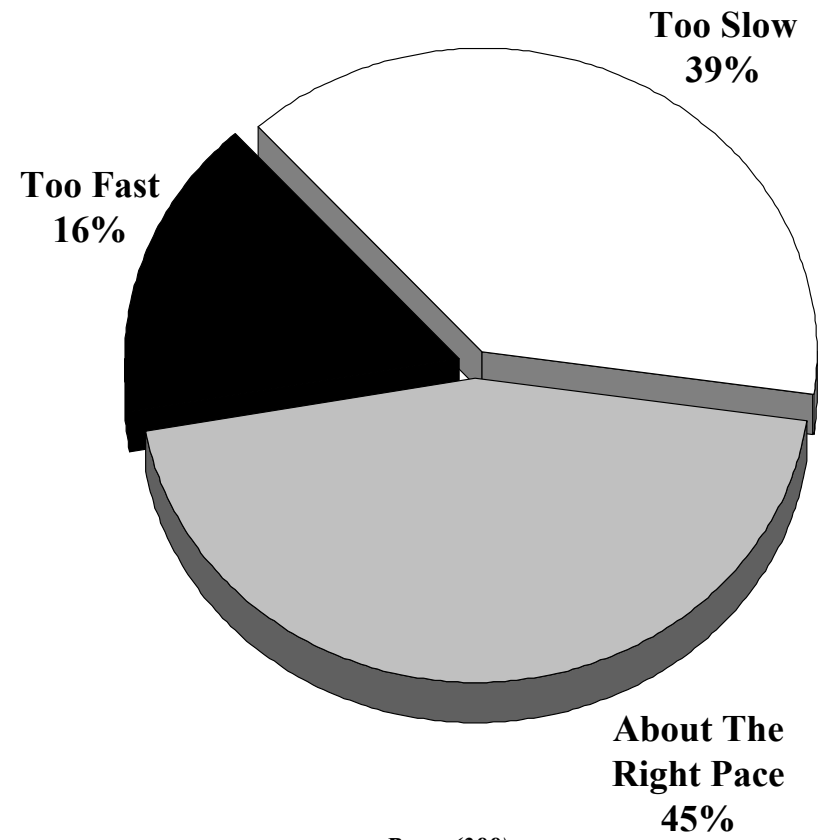
PERCEPTION OF THE PACE OF GROWTH*

Residential is growing.....



Base (397)

Commercial is growing.....

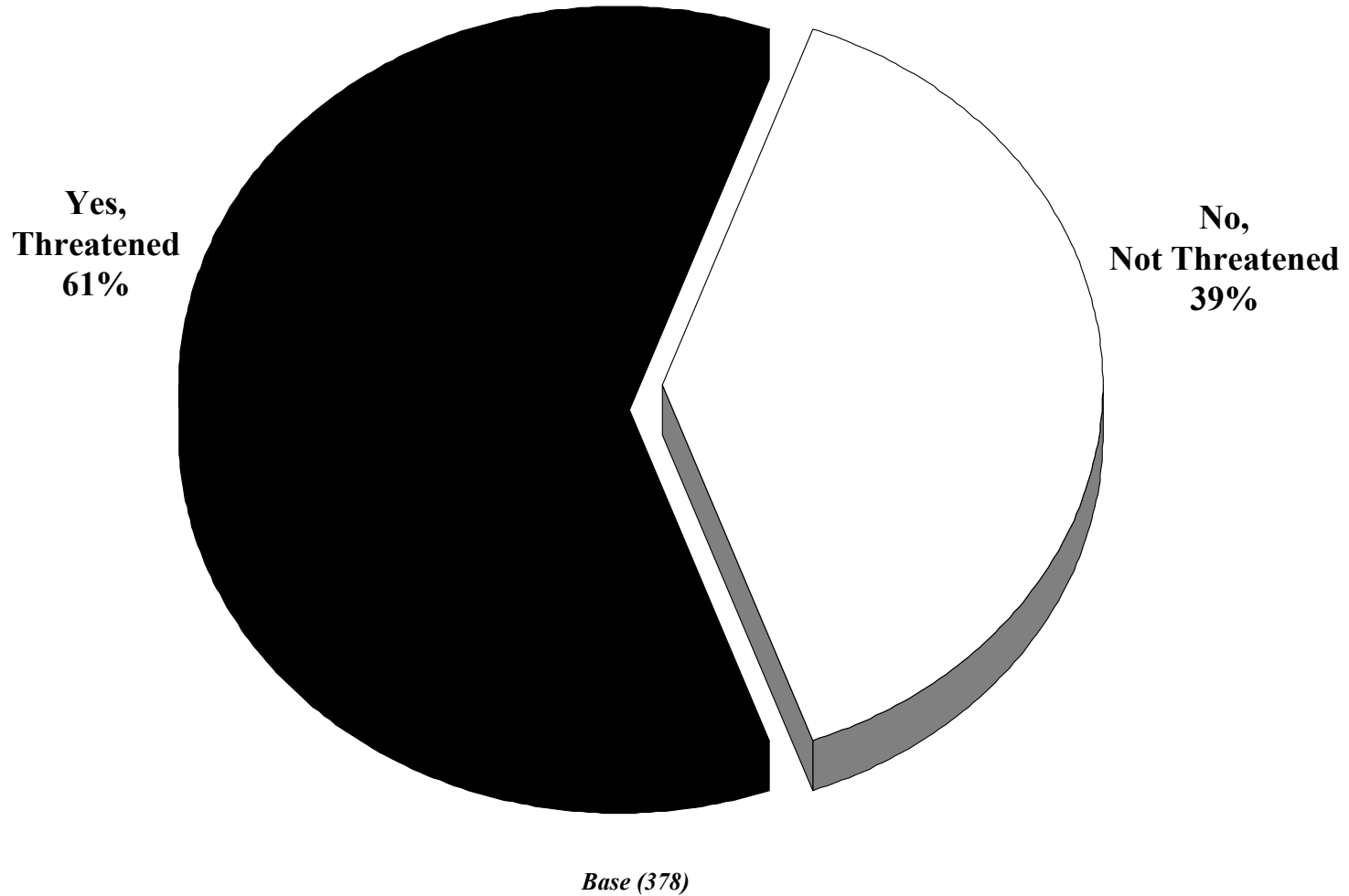


Base (388)

* Among those with an opinion.



ARE NATURAL, SCENIC, CULTURAL, AND/OR HISTORIC RESOURCES THREATENED BY GROWTH?*



* Among those with an opinion.



PERCEPTION OF HOW GROWTH SHOULD BE HANDLED*

Continued Only If Roads, Water, Sewers, Schools, And Police Are In Place To Accommodate Growth

62%

Slow Residential But Accelerate Commercial And Industrial Growth

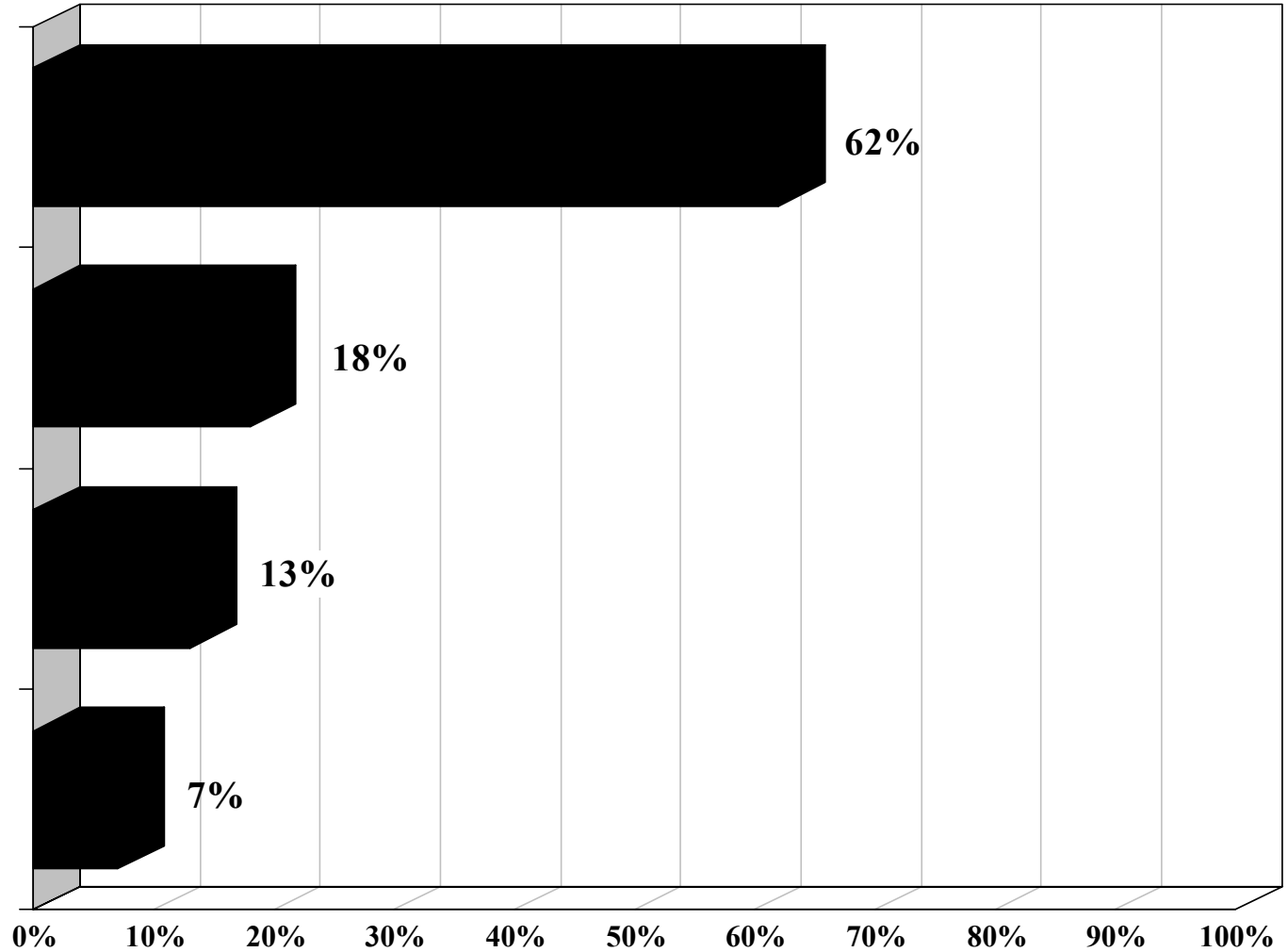
18%

Continue Following Current Practices

13%

Stop Or Adopt A "No Growth Policy For The County"

7%



Base (378)

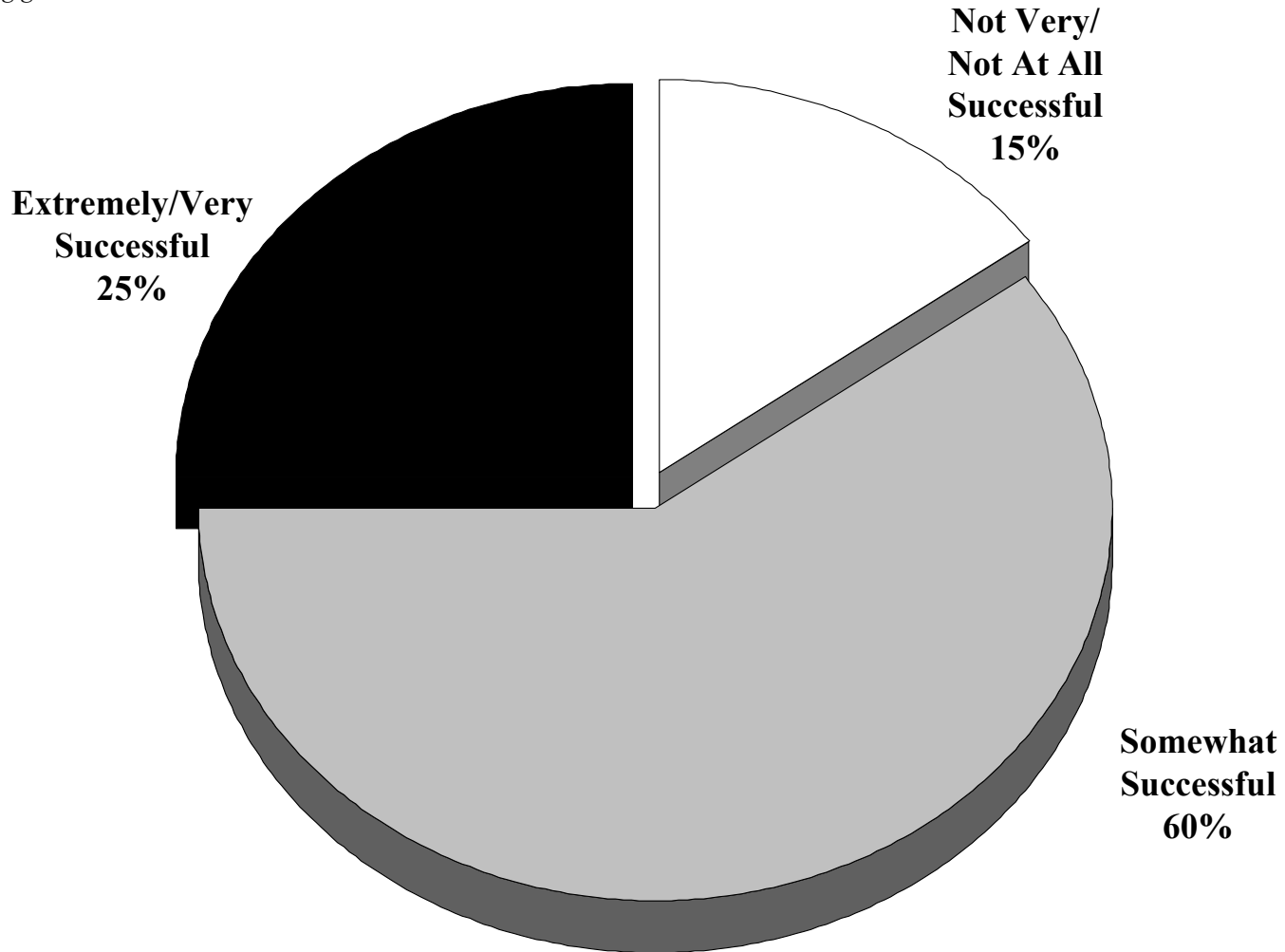
** Among those with an opinion.*

***PERCEIVED IMPORTANCE
OF GOALS FOR LAND-USE
PLANNING***



PERCEIVED SUCCESS OF LAND-USE PLANNING IN OLDHAM COUNTY*

“Land use planning is the process used to establish where residential, commercial, industrial, agriculture, natural areas, and other land uses should be located. In terms of balancing growth...?”

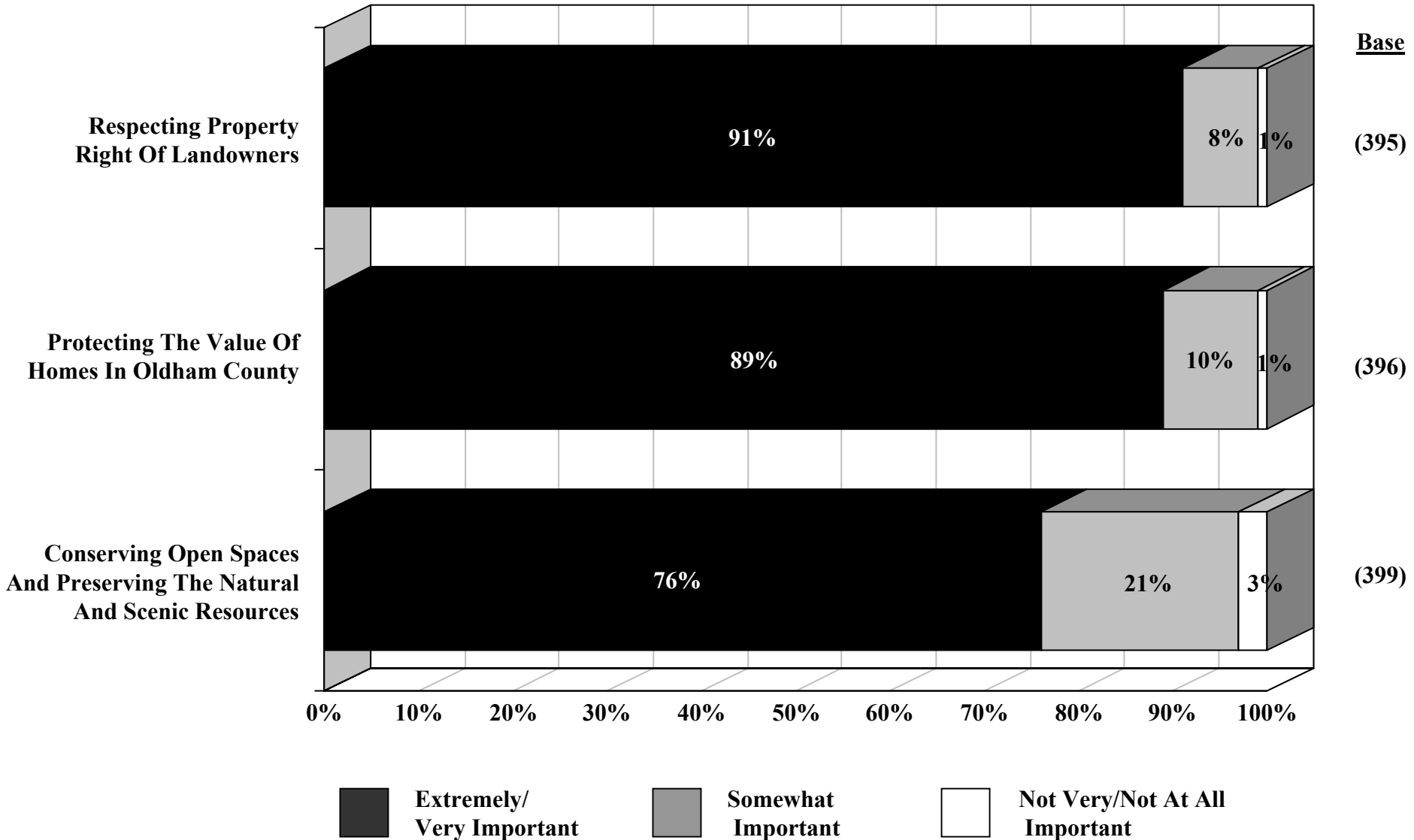


Base (375)

** Among those with an opinion.*



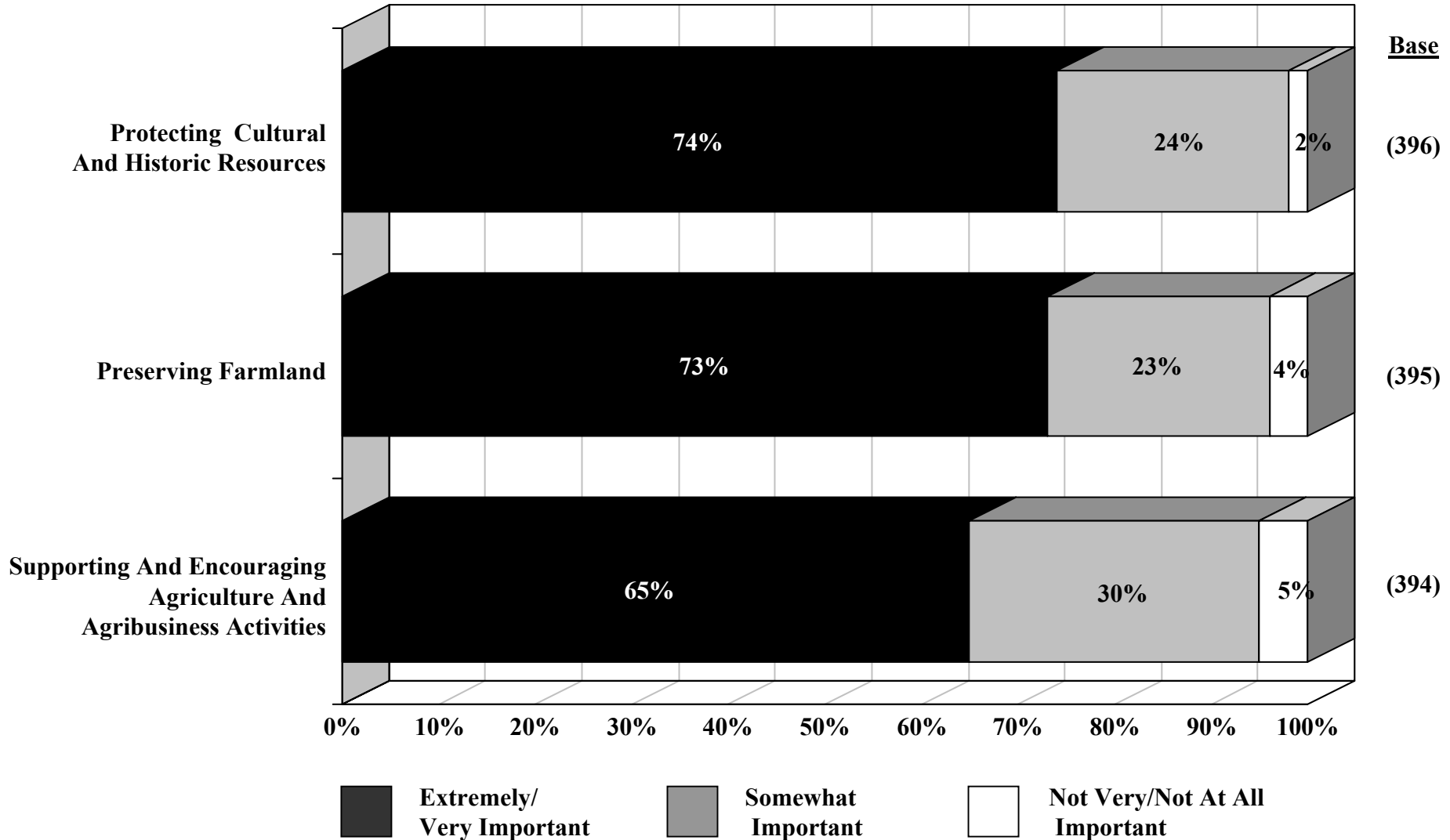
PERCEIVED IMPORTANCE OF GOALS FOR LAND-USE PLANNING*



* Among those with an opinion.



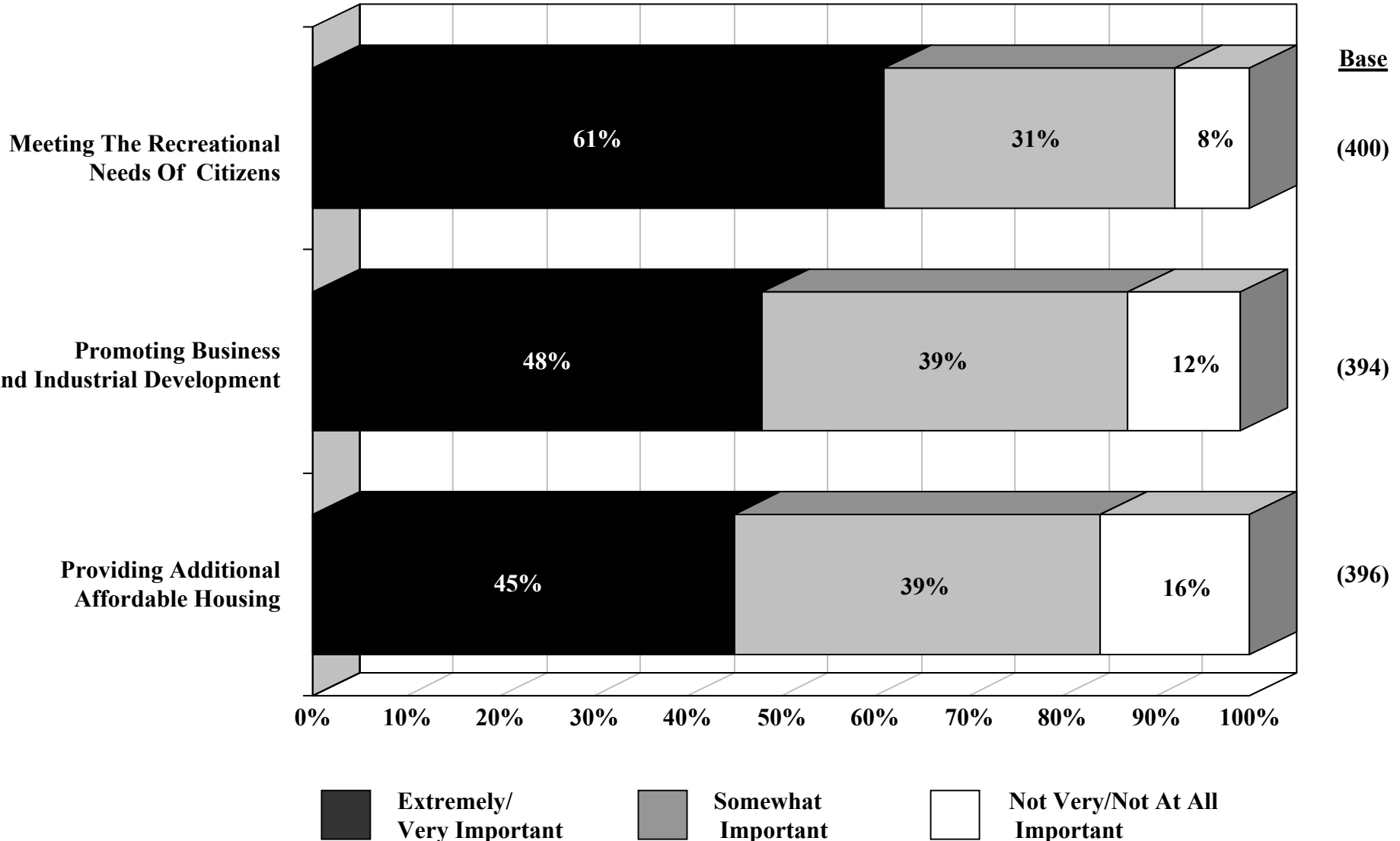
PERCEIVED IMPORTANCE OF GOALS FOR LAND-USE PLANNING*



* Among those with an opinion.



PERCEIVED IMPORTANCE OF GOALS FOR LAND-USE PLANNING*



* Among those with an opinion.

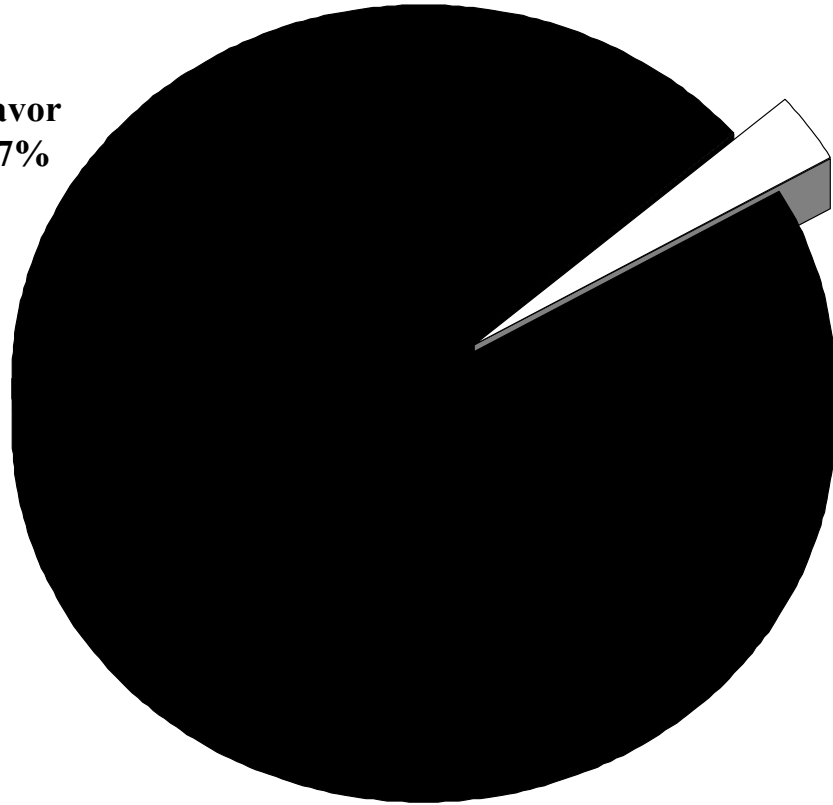
***FAVORABILITY OF PROPOSED
PLANS FOR DEVELOPMENT AND
LAND-USE POLICY***



DEVELOPMENT AND LAND USE POLICY: INCREASE COORDINATION AMONG THE COUNTY, TOWNS, SCHOOL BOARD, WATER AND SEWER DISTRICTS, AND FIRE DEPARTMENTS TO PLAN FOR GROWTH*

Favor
97%

Oppose
3%



Favor.....	<u>%</u>
Strongly	57
Mostly	23
Somewhat	17

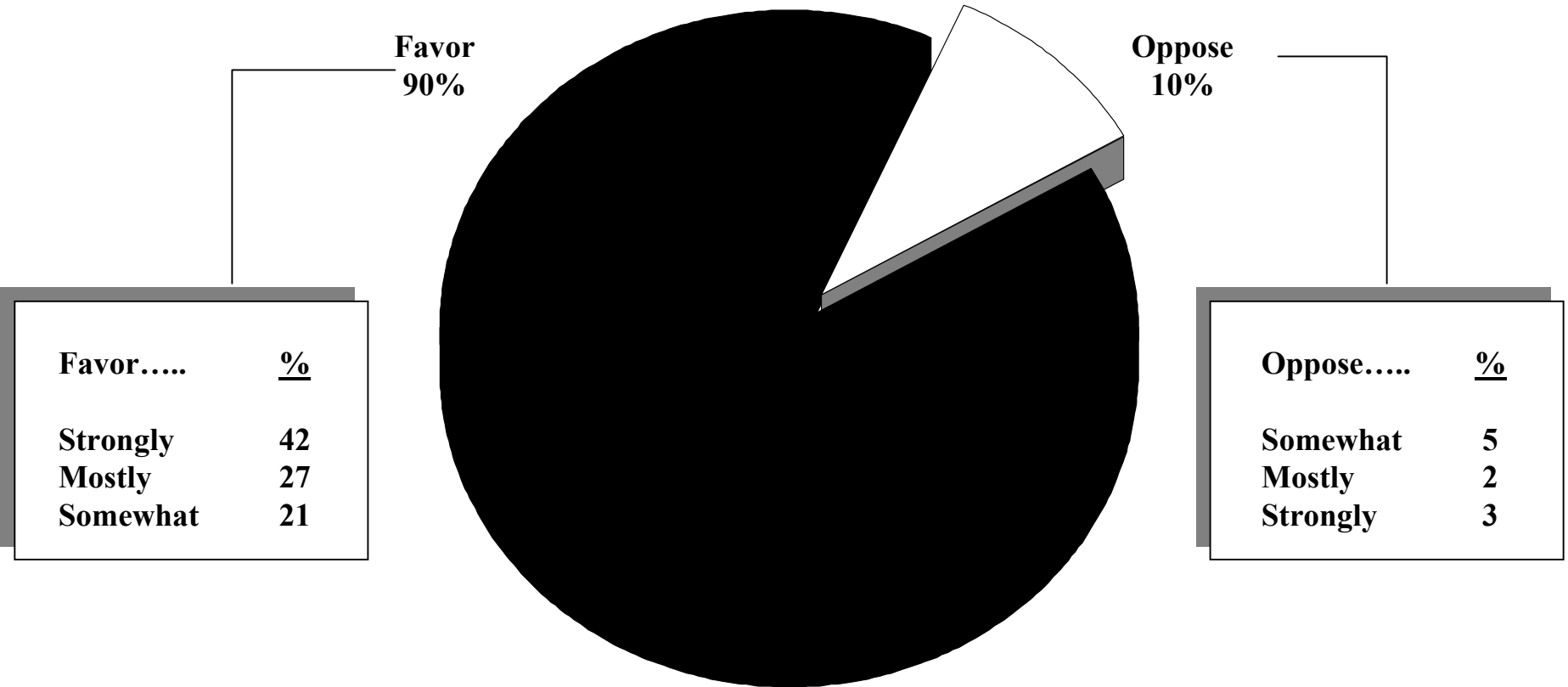
Oppose.....	<u>%</u>
Somewhat	1
Mostly	1
Strongly	1

Base (388)

** Among those with an opinion.*



DEVELOPMENT AND LAND USE POLICY: MAINTAIN PUBLIC SERVICES, SUCH AS SCHOOLS AND ROADS IN EXISTING COMMUNITIES AND AREAS RATHER THAN TO ENCOURAGE NEW DEVELOPMENT IN RURAL AREAS LACKING ADEQUATE ROADS AND FACILITIES*

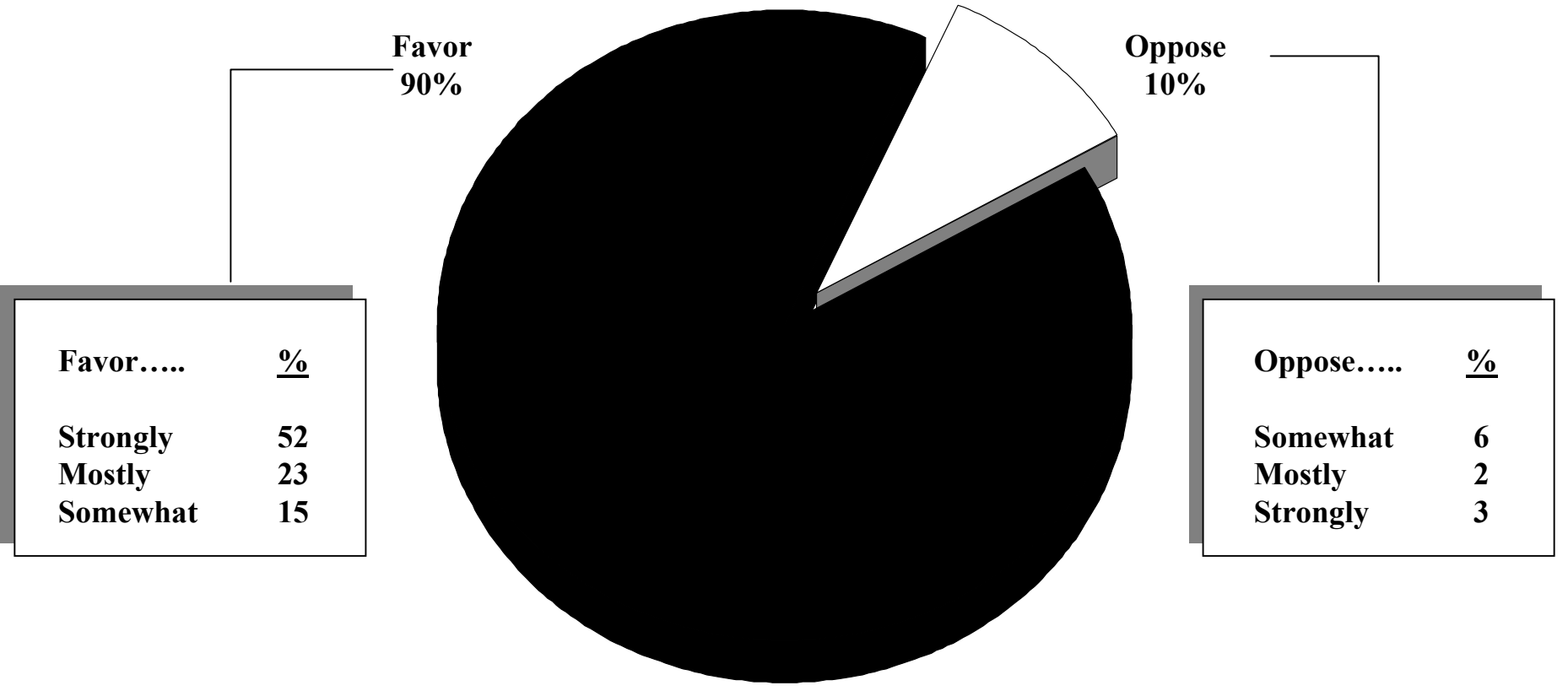


Base (392)

* Among those with an opinion.



DEVELOPMENT AND LAND USE POLICY: ESTABLISH ZONES FOR GREEN SPACE, FARMING, AND FORESTS THAT WOULD BE OFF-LIMITS TO DEVELOPERS*

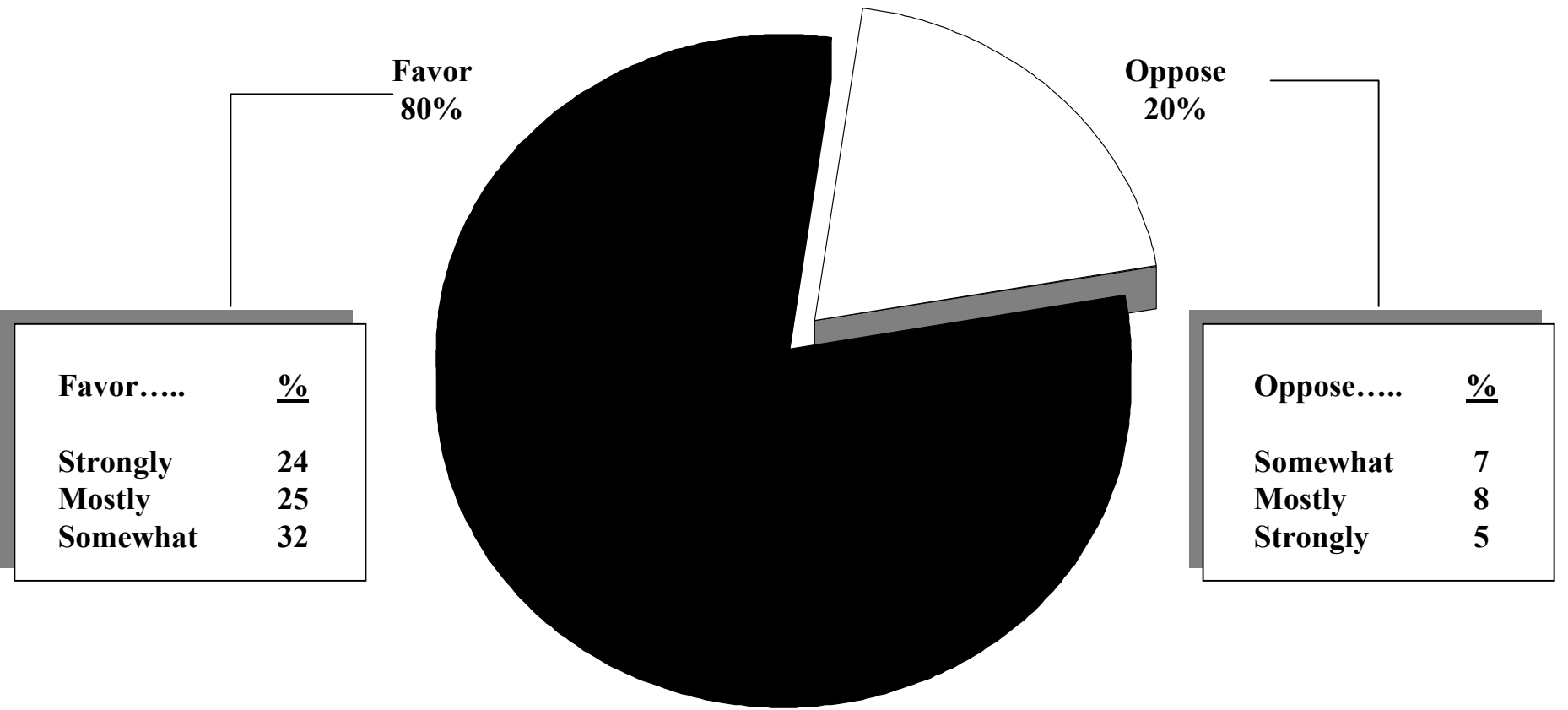


Base (397)

* Among those with an opinion.



DEVELOPMENT AND LAND USE POLICY: HAVE THE GOVERNMENT PROVIDE TAX CREDITS AND LOW-INTEREST LOANS FOR REVITALIZING TOWNS, SUBURBS, AND RURAL COMMUNITIES THAT ARE NOT DOING SO WELL ECONOMICALLY*

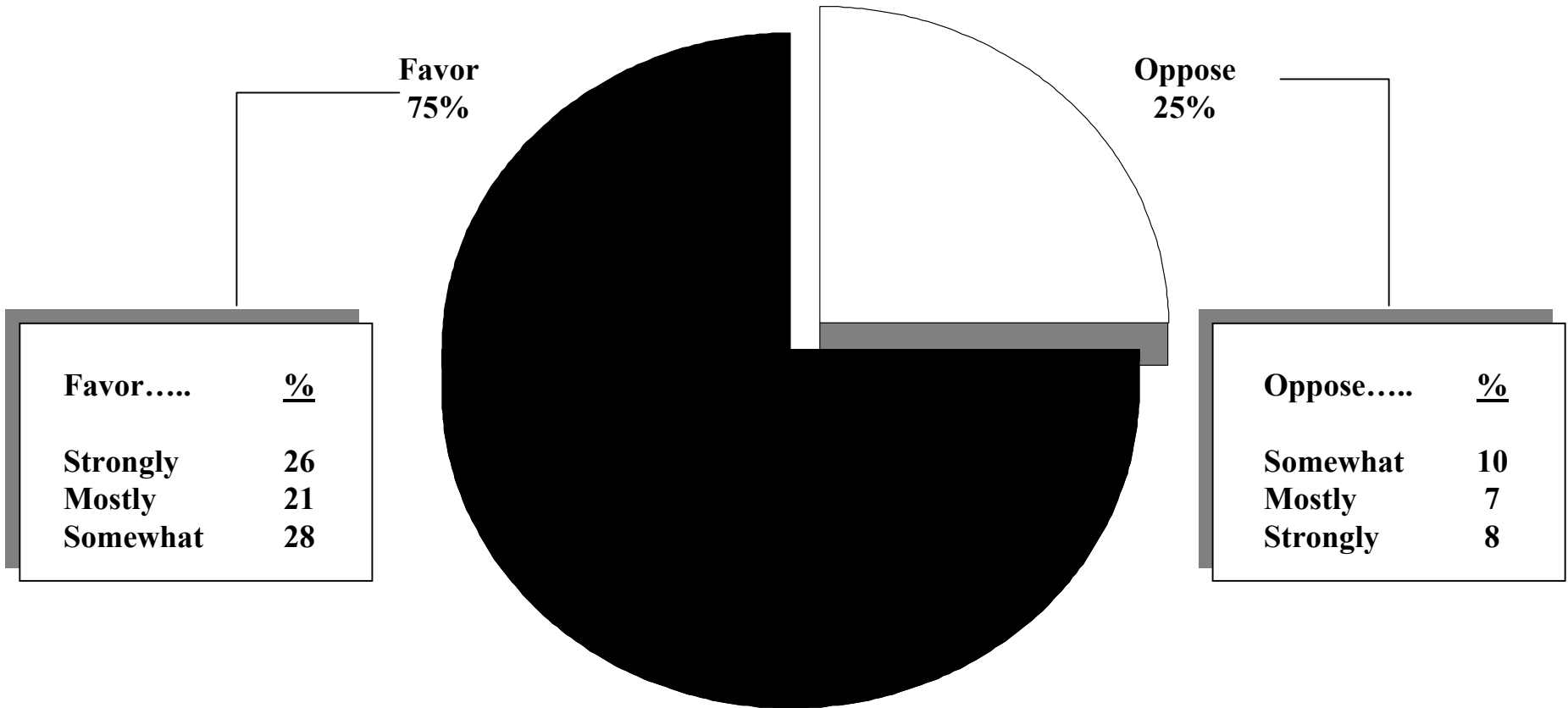


Base (386)

* Among those with an opinion.



DEVELOPMENT AND LAND USE POLICY: USE COUNTY TAX DOLLARS TO BUY LAND FOR MORE PARKS AND OPEN SPACE*



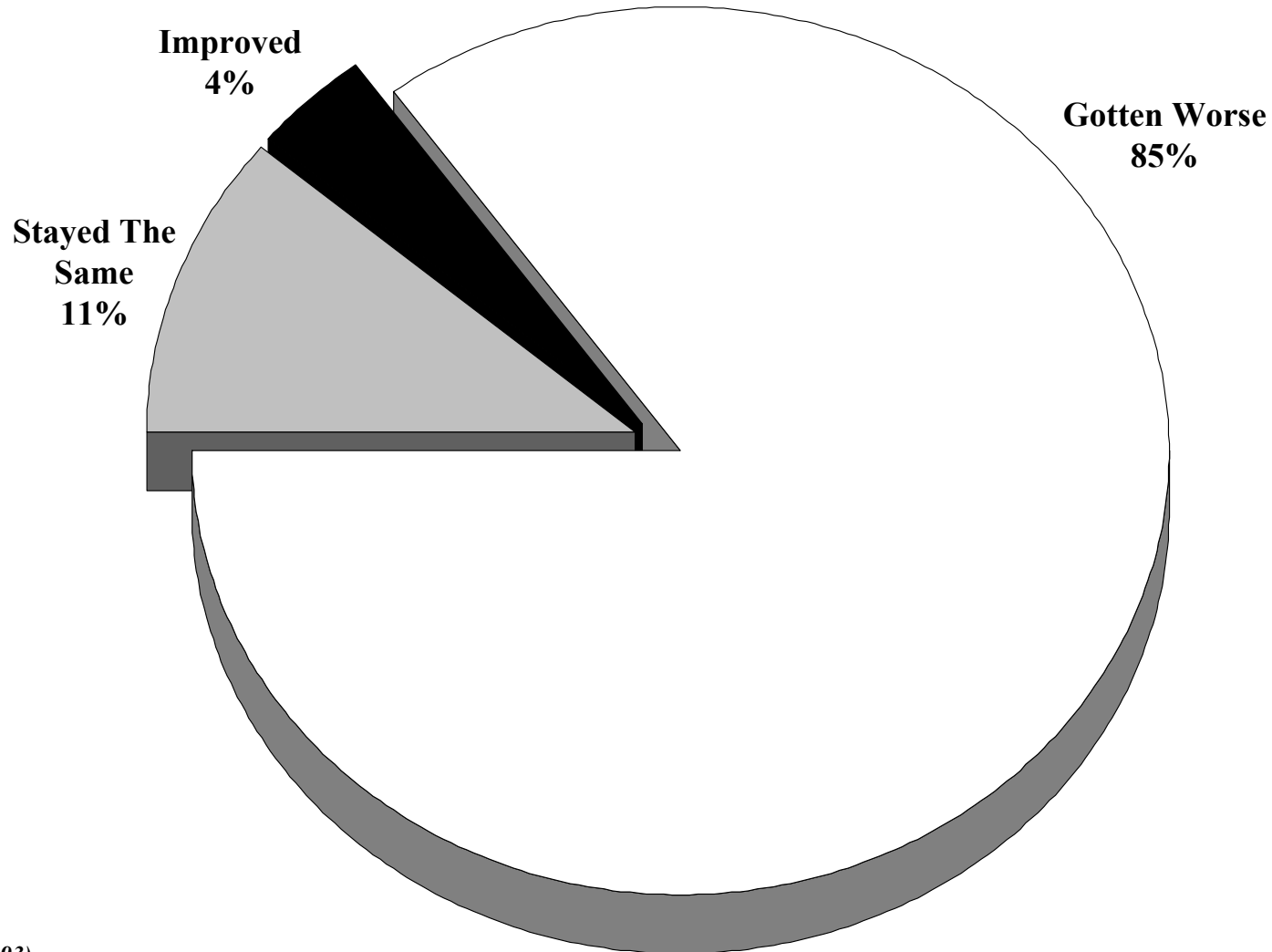
Base (390)

* Among those with an opinion.

***FAVORABILITY OF PROPOSED
WAYS TO IMPROVE TRAFFIC AND
TRAVEL FOR THE FUTURE***



PERCEPTION OF TRAFFIC CHANGE IN THE PAST THREE YEARS*

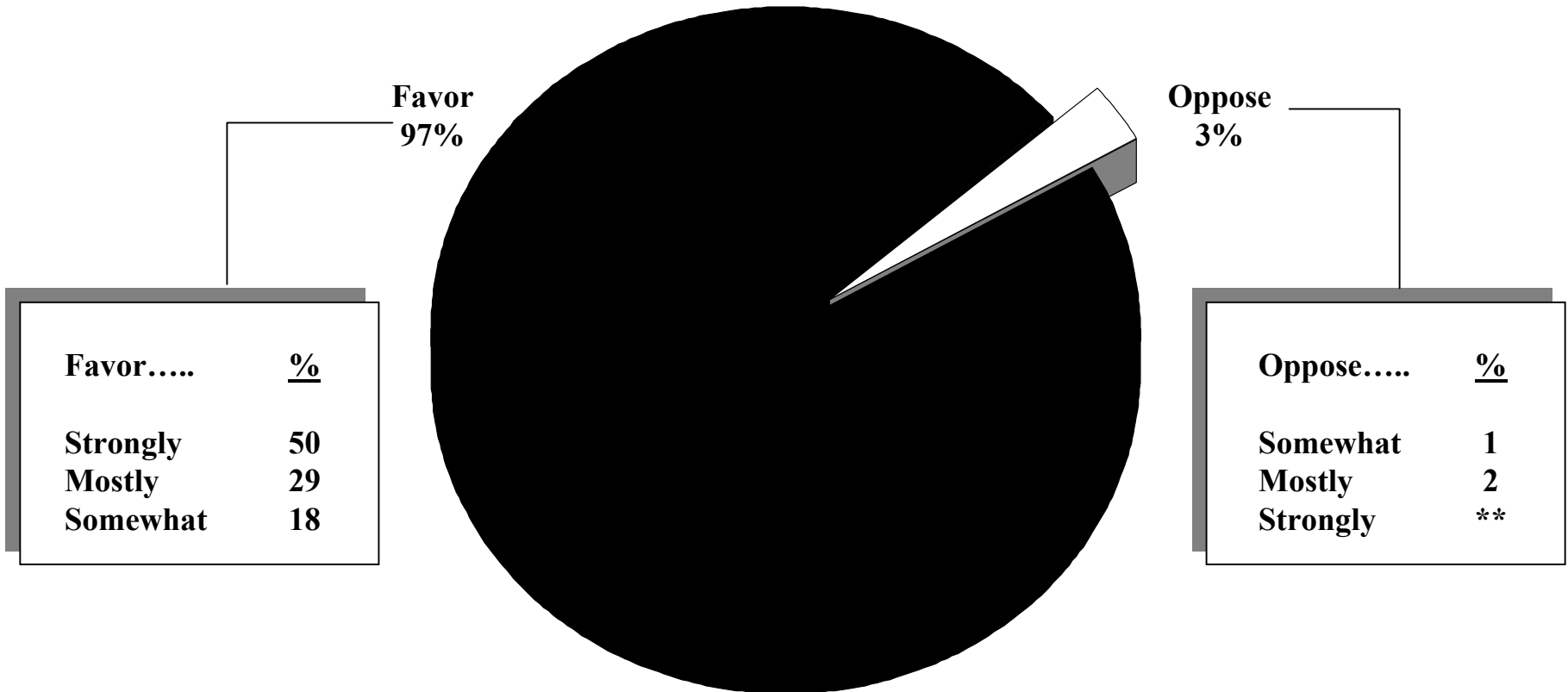


Base (393)

* Among those with an opinion.



IMPROVED TRAFFIC AND TRAVEL: PRIORITIZING AND PLANNING BETTER WITH EXISTING RESOURCE*



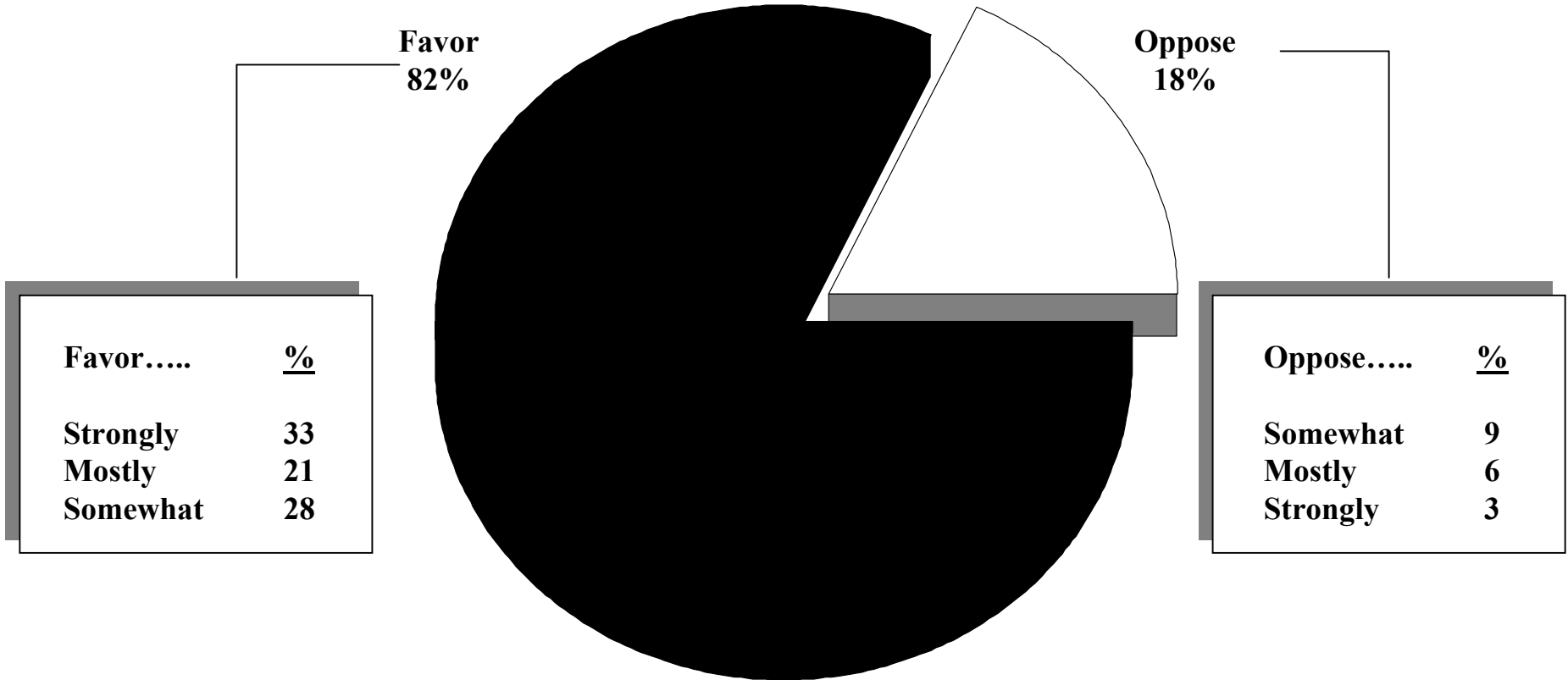
Base (389)

* Among those with an opinion.

** Less than 0.5 percent.



IMPROVED TRAFFIC AND TRAVEL: IMPROVING PUBLIC TRANSPORTATION IN OLDHAM COUNTY*

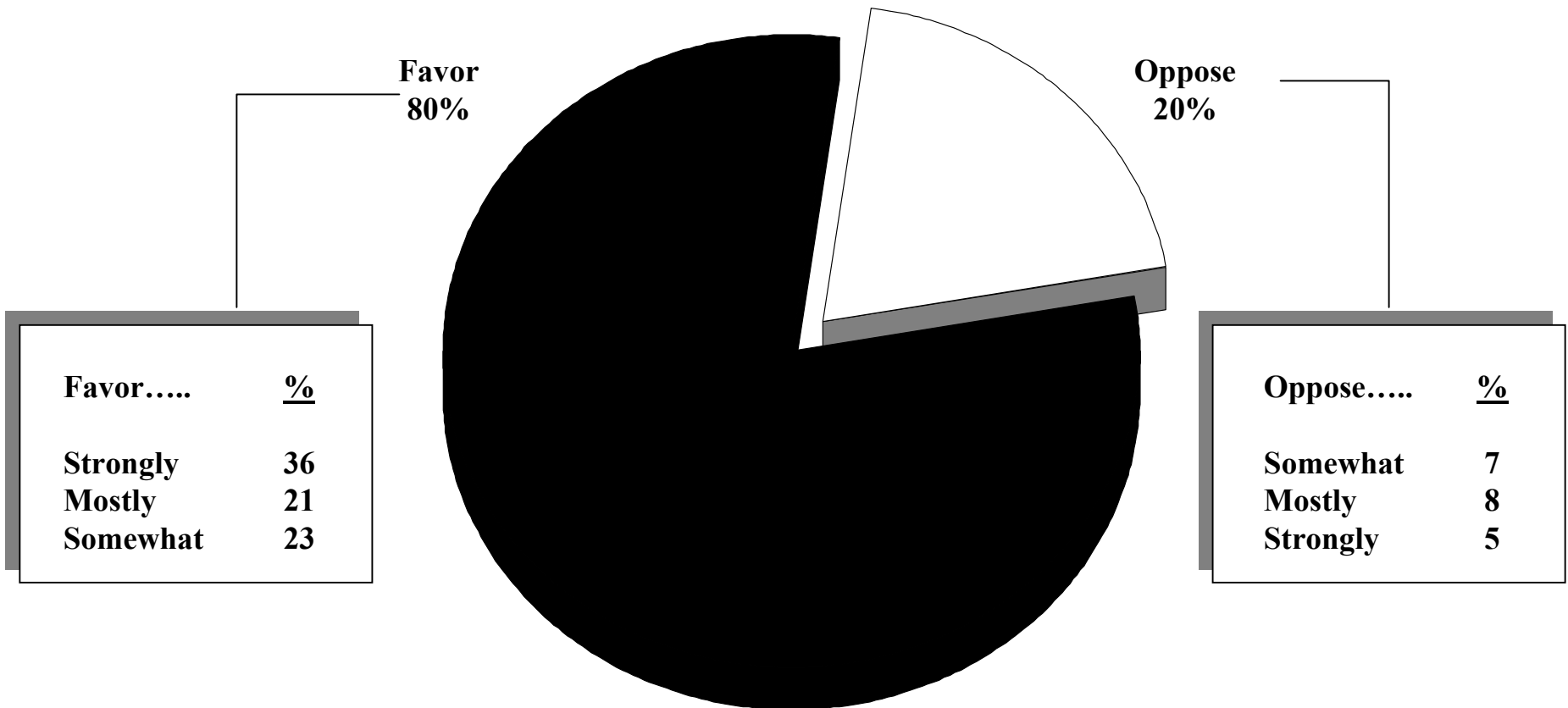


Base (378)

* Among those with an opinion.



IMPROVED TRAFFIC AND TRAVEL: BUILDING NEW ROADS IN OLDHAM COUNTY*

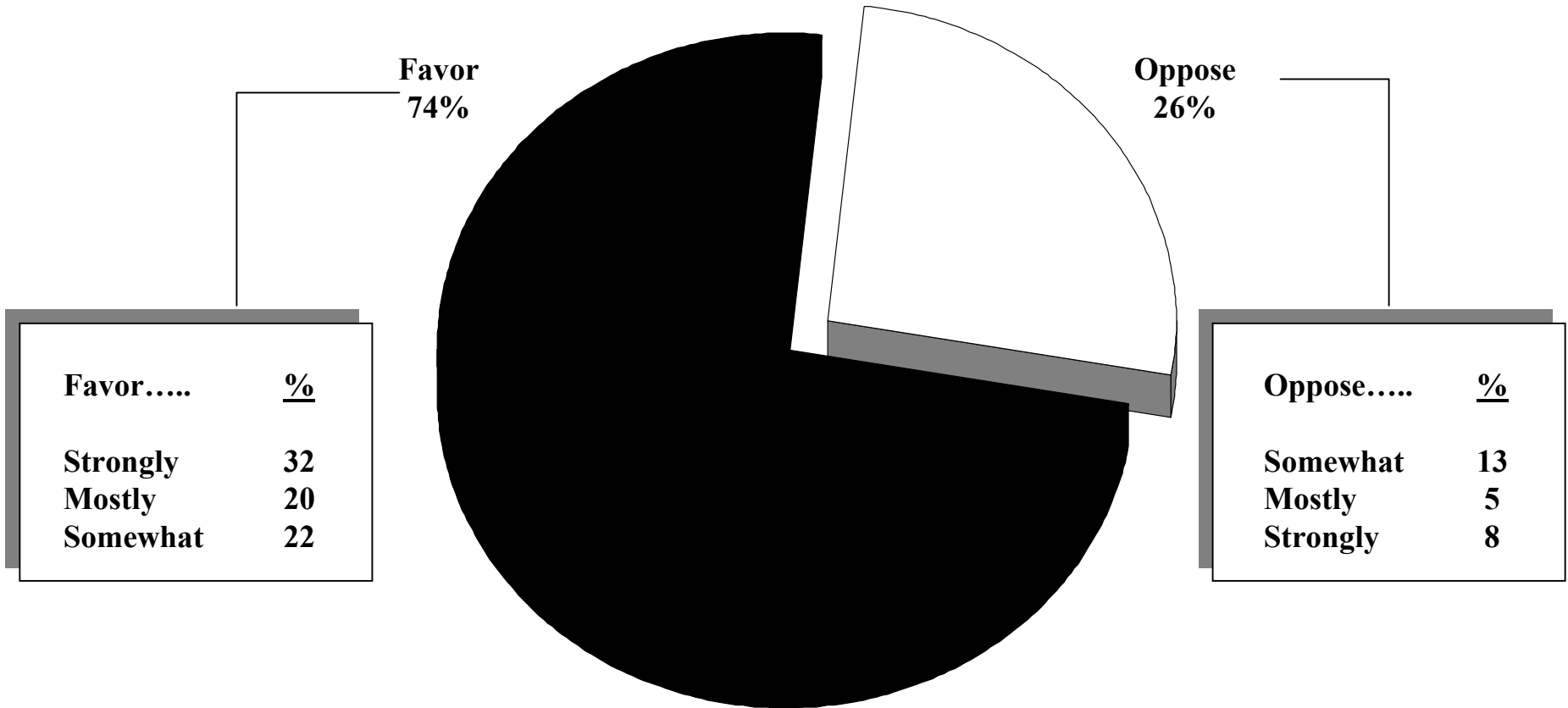


Base (393)

* Among those with an opinion.



IMPROVED TRAFFIC AND TRAVEL: DEVELOPING COMMUNITIES WHERE PEOPLE DO NOT HAVE TO DRIVE LONG DISTANCES TO WORK OR SHOP*



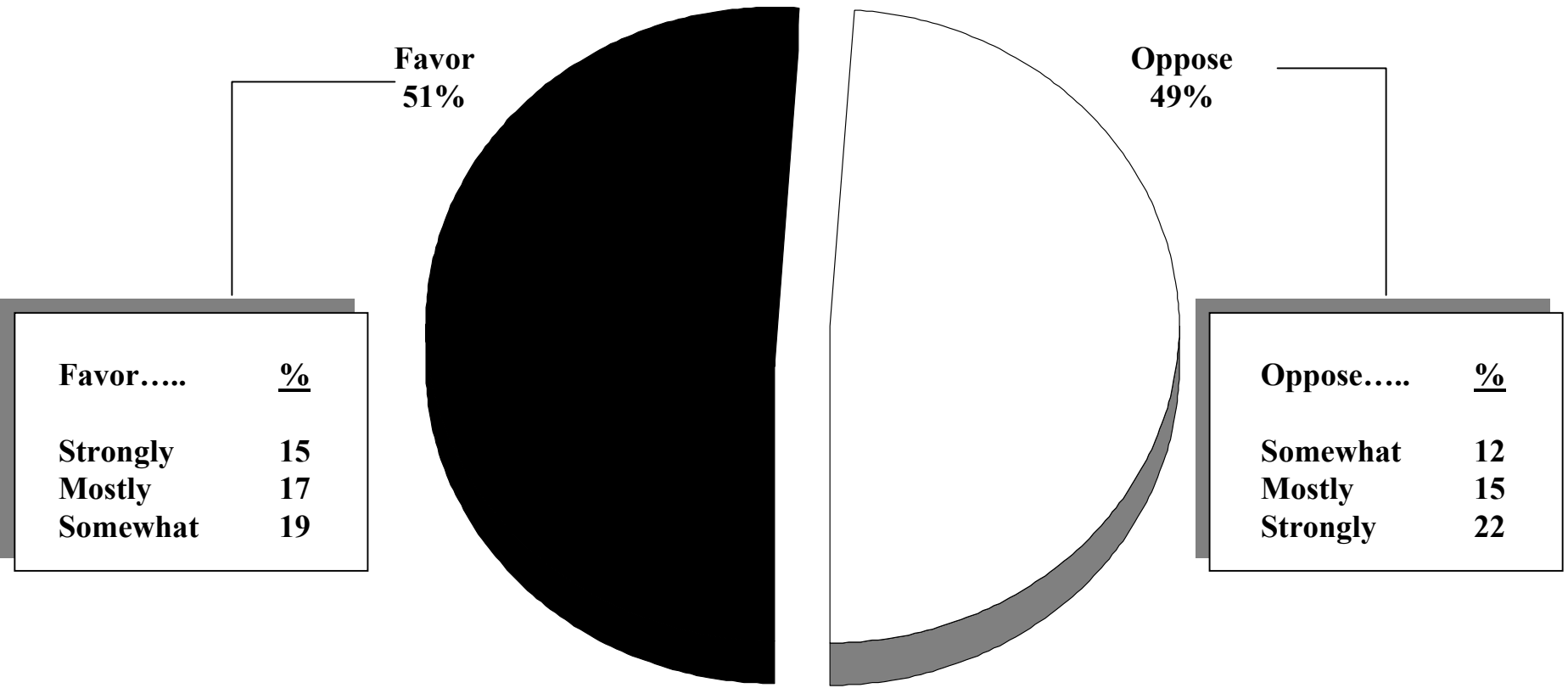
Base (386)

* Among those with an opinion.

***FAVORABILITY OF A PROPOSED
PRESERVATION PLAN***



PRESERVATION: GIVING LOCAL GOVERNMENTS MORE AUTHORITY TO REGULATE HOW PRIVATE PROPERTY OWNERS USE THEIR LAND, IF THAT USE OR DEVELOPMENT IMPACTS THE SURROUNDING COMMUNITY*



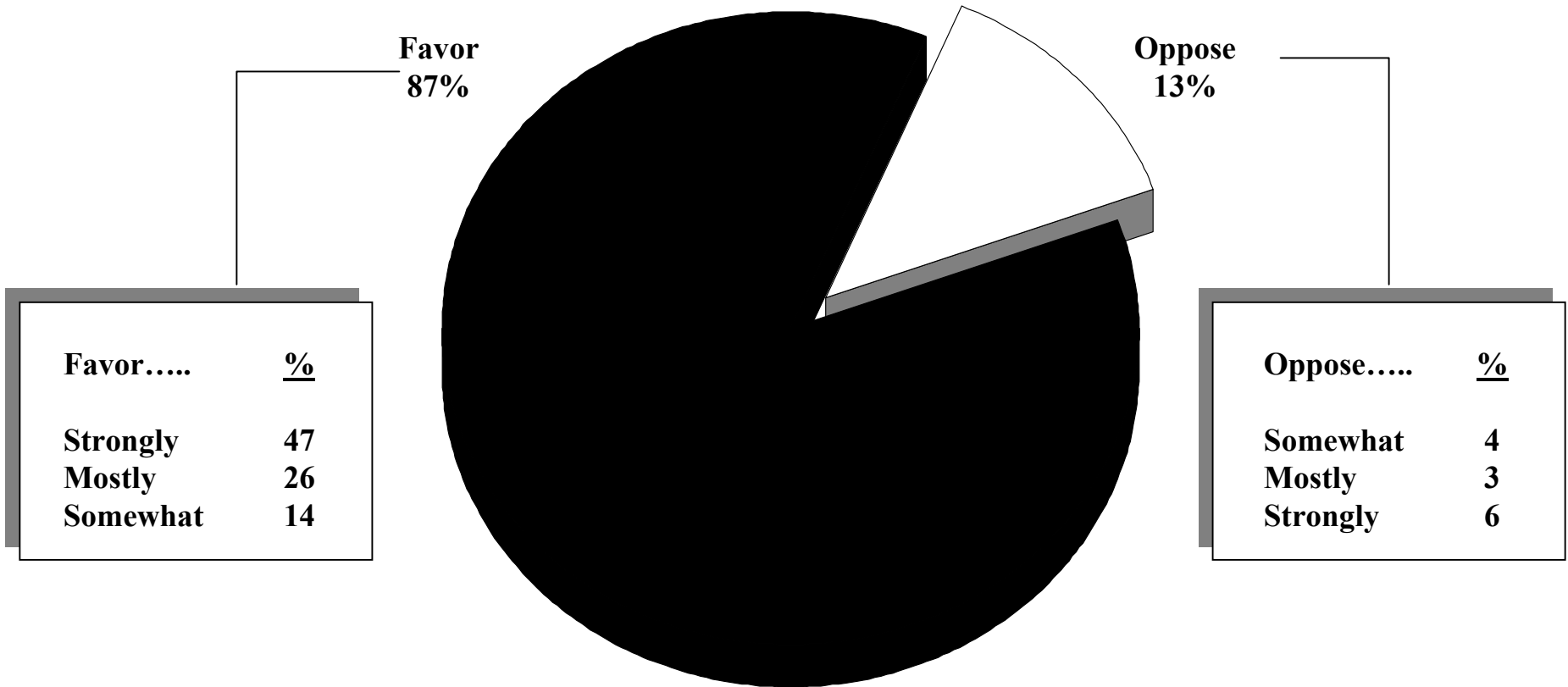
Base (387)

* Among those with an opinion.

***FAVORABILITY OF A PROPOSED
DEVELOPMENT AND GROWTH PLANS***



DEVELOPMENT AND GROWTH: REQUIRING BUILDERS AND DEVELOPERS TO BEAR A REASONABLE SHARE OF THE COSTS OF SCHOOLS, SERVICES, AND ROADS MADE NECESSARY BY NEW DEVELOPERS*

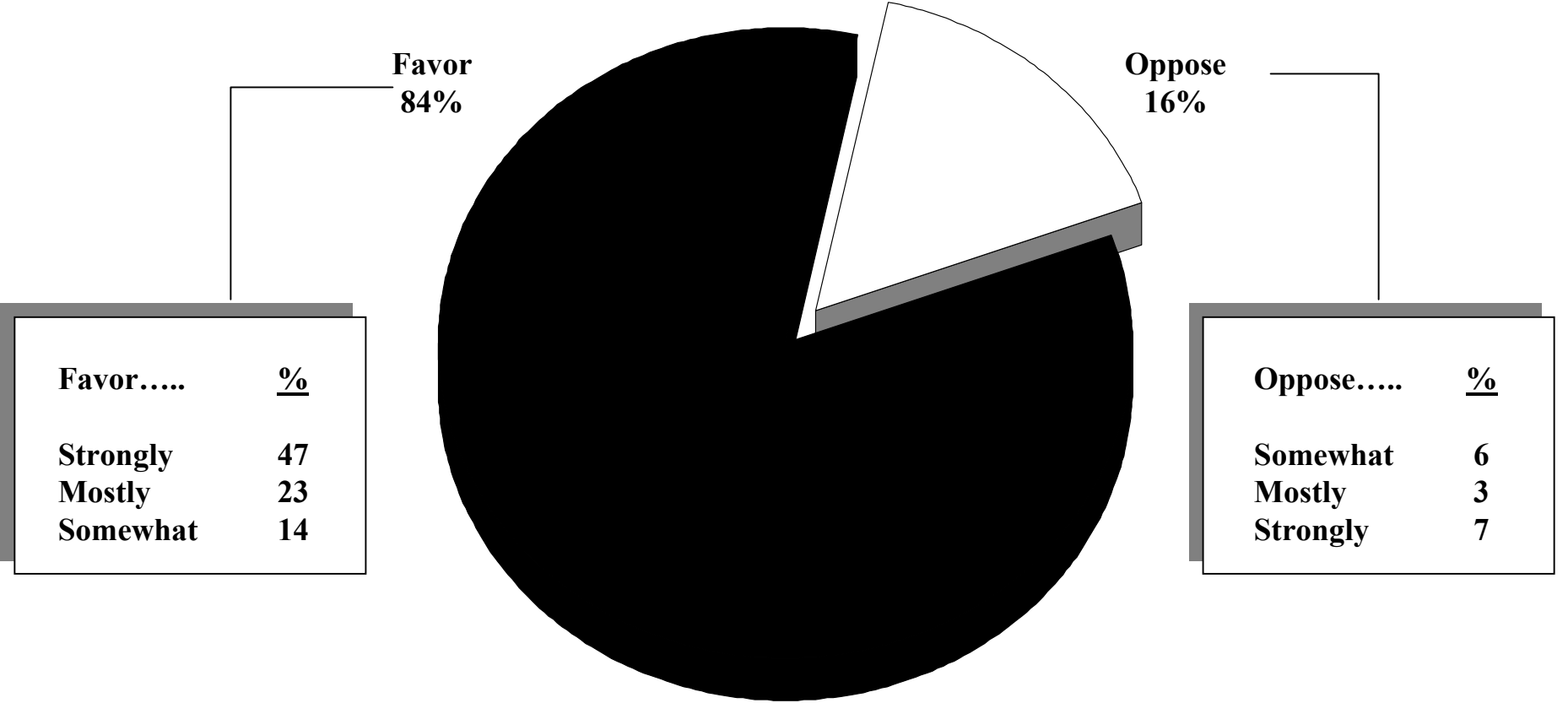


Base (392)

* Among those with an opinion.



DEVELOPMENT AND GROWTH: GIVING APPROVAL FOR ITS PLANNING AND ZONING COMMISSION AND FISCAL COURT TO WITHHOLD OR DELAY PROPOSED RESIDENTIAL DEVELOPMENTS IF OLDHAM COUNTY SCHOOLS WILL NOT HAVE THE CAPACITY TO ACCOMMODATE THE CHILDREN WHO WOULD LIVE IN THE DEVELOPMENT*

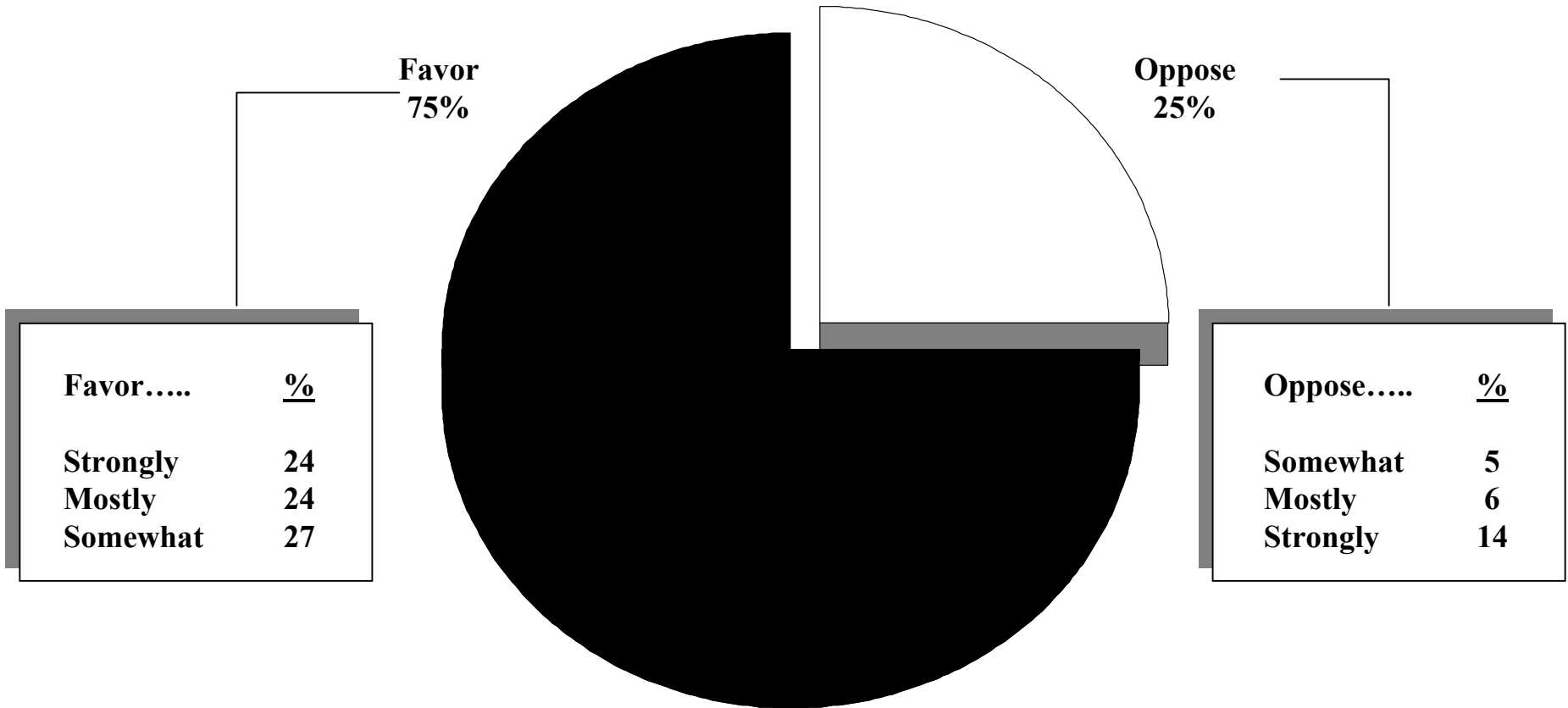


Base (388)

* Among those with an opinion.



DEVELOPMENT AND GROWTH: BUILDING A PUBLIC HORSE PARK FACILITY WITHIN OLDHAM COUNTY TO DRAW VISITORS AND PROVIDE ADDITIONAL RECREATION OPPORTUNITIES FOR LOCAL EQUESTRIANS AND OTHER RESIDENTS IF IT WERE ECONOMICALLY VIABLE*



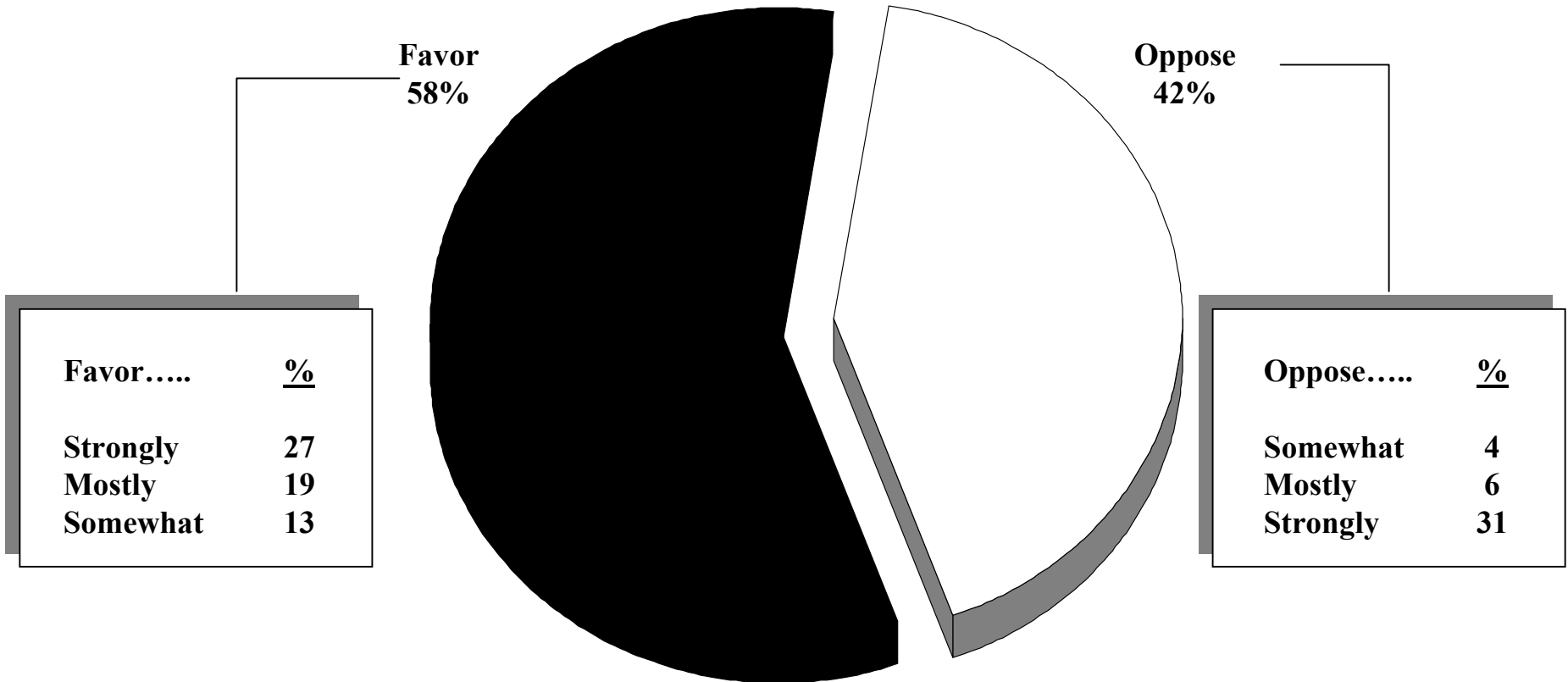
Base (388)

* Among those with an opinion.

***FAVORABILITY OF PROPOSED
PLANS FOR LEGALIZING
ALCOHOL SALES***



LEGALIZE ALCOHOL SALES: GOING "WET" MEANING THE SALE OF ALCOHOL WOULD BE LEGAL IF MEASURES WERE TAKEN TO REGULATE THE SALE, LOCATIONS, AND CONDITIONS OF ALCOHOLIC BEVERAGE SALES WITHIN THE COUNTY*

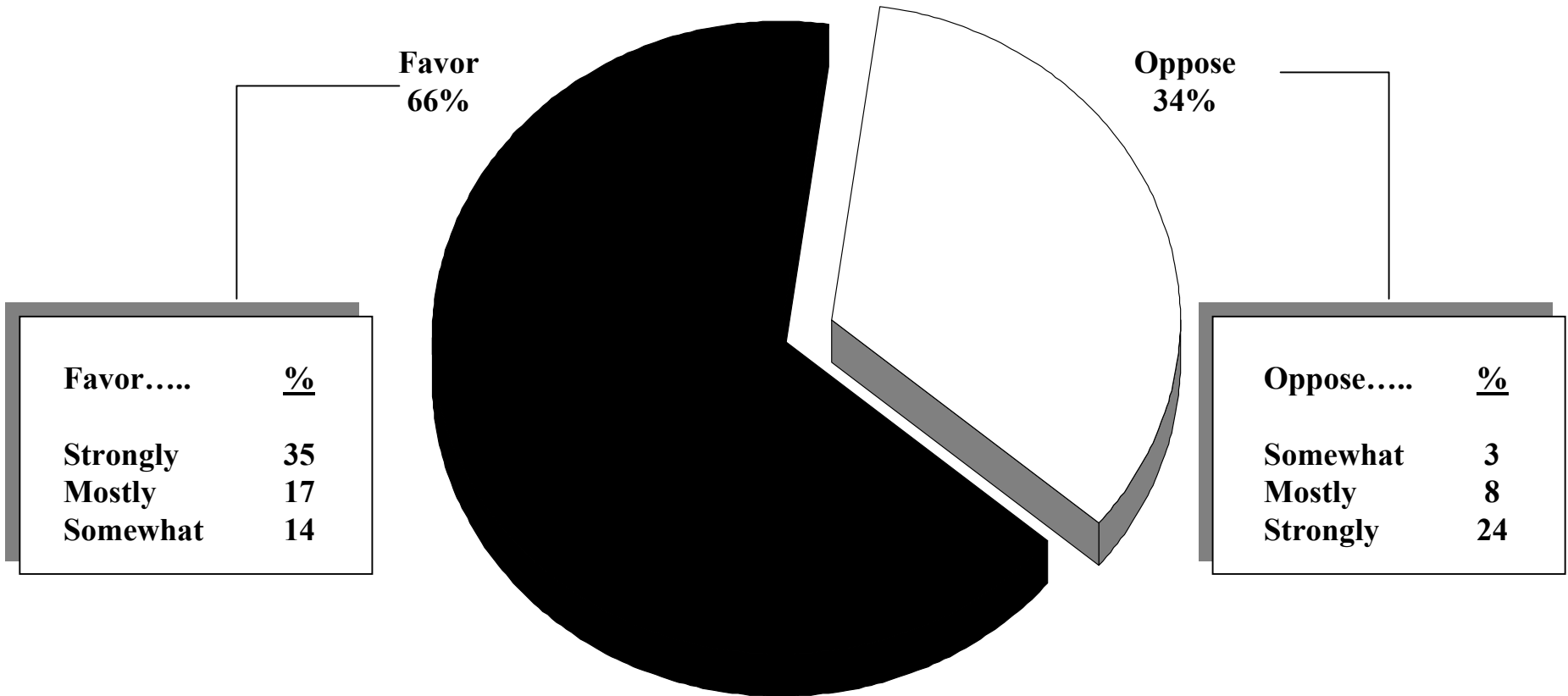


Base (390)

* Among those with an opinion.



LEGALIZE ALCOHOL SALES: ADOPTING LIQUOR BY THE DRINK MEASURES IN RESTAURANTS WHERE RESTAURANTS COULD SERVE ALCOHOLIC BEVERAGES ONLY IF THEY COULD SEAT 100 OR MORE PATRONS AND IF 70 PERCENT OF THEIR GROSS REVENUES WERE DERIVED FROM FOOD SALES*



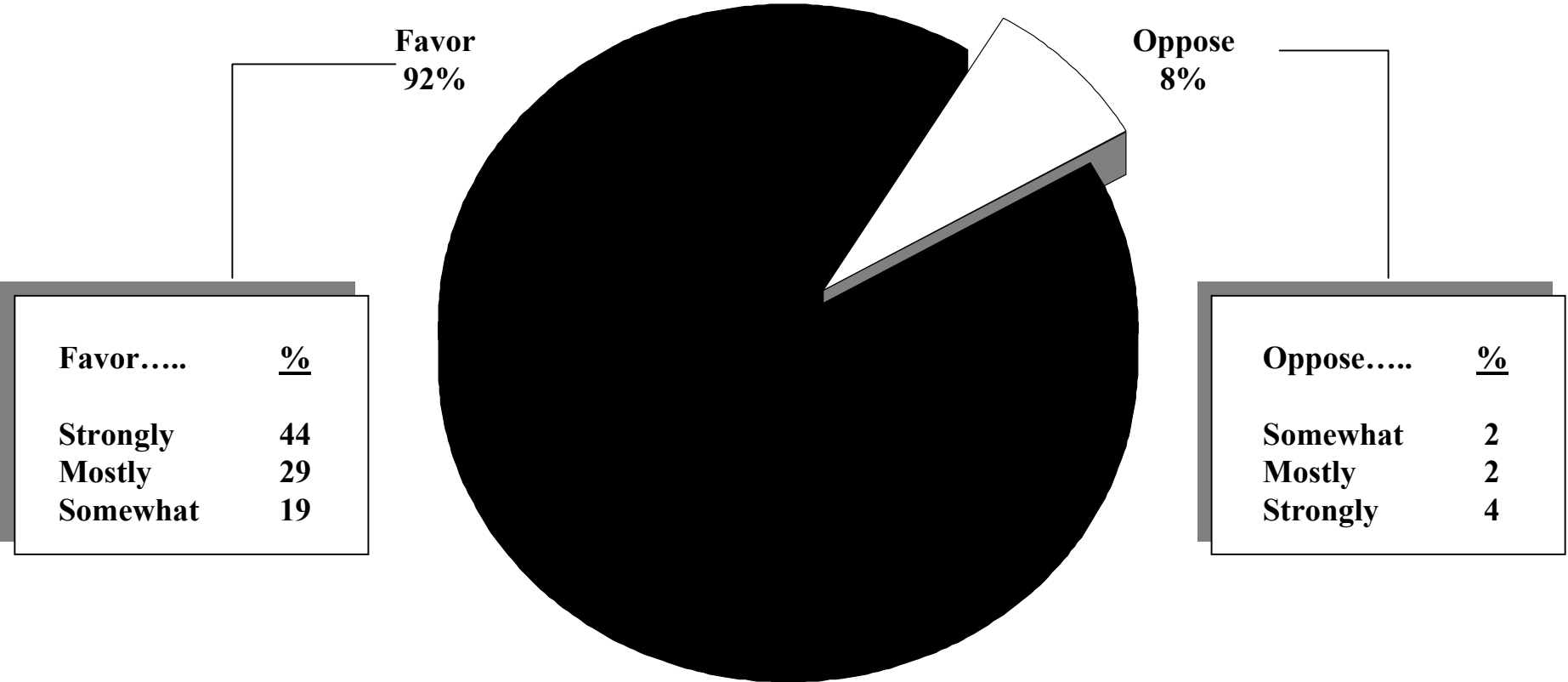
Base (389)

* Among those with an opinion.

***FAVORABILITY OF PROPOSED PLANS
AIR AND WATER QUALITY***



INSTITUTING COMPREHENSIVE AIR AND WATER MONITORING AND PERIODICALLY REPORTING BACK RESULTS TO ITS CITIZENS*



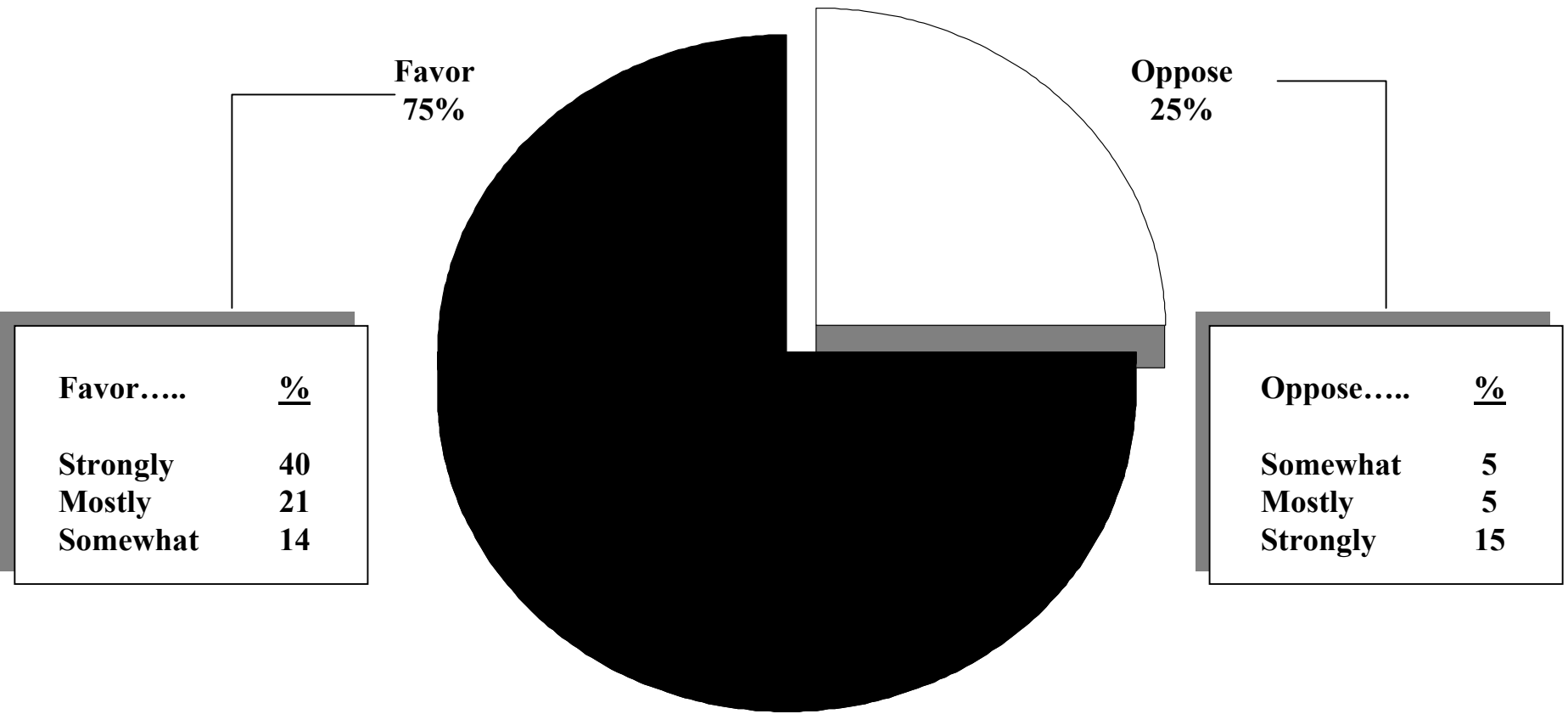
Base (392)

* Among those with an opinion.

***FAVORABILITY OF PROPOSED PLANS
FOR USING A REAL ESTATE TAX***



REAL ESTATE TAX FOR: *IMPROVING SCHOOLS**

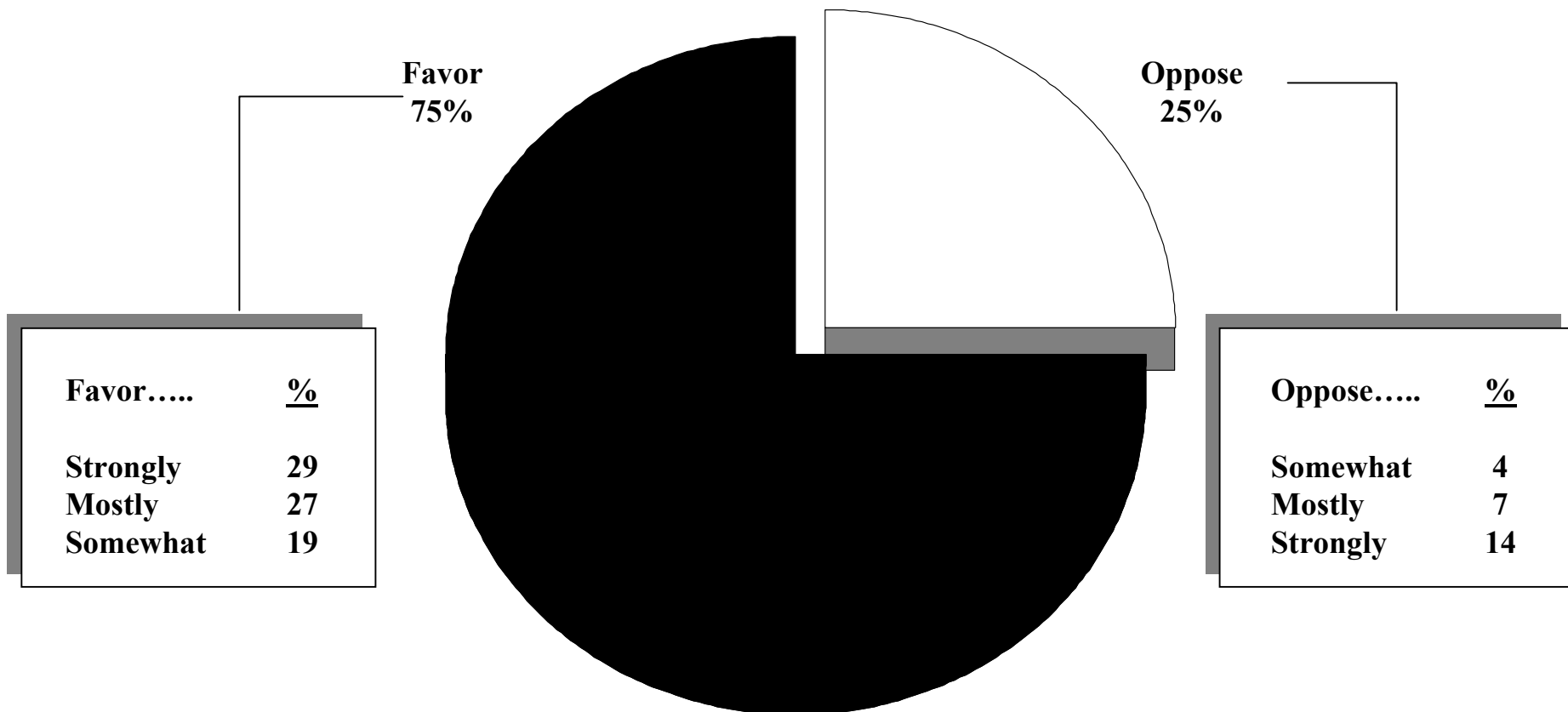


Base (390)

* Among those with an opinion.



REAL ESTATE TAX FOR: IMPROVING ROADS AND UTILITIES*

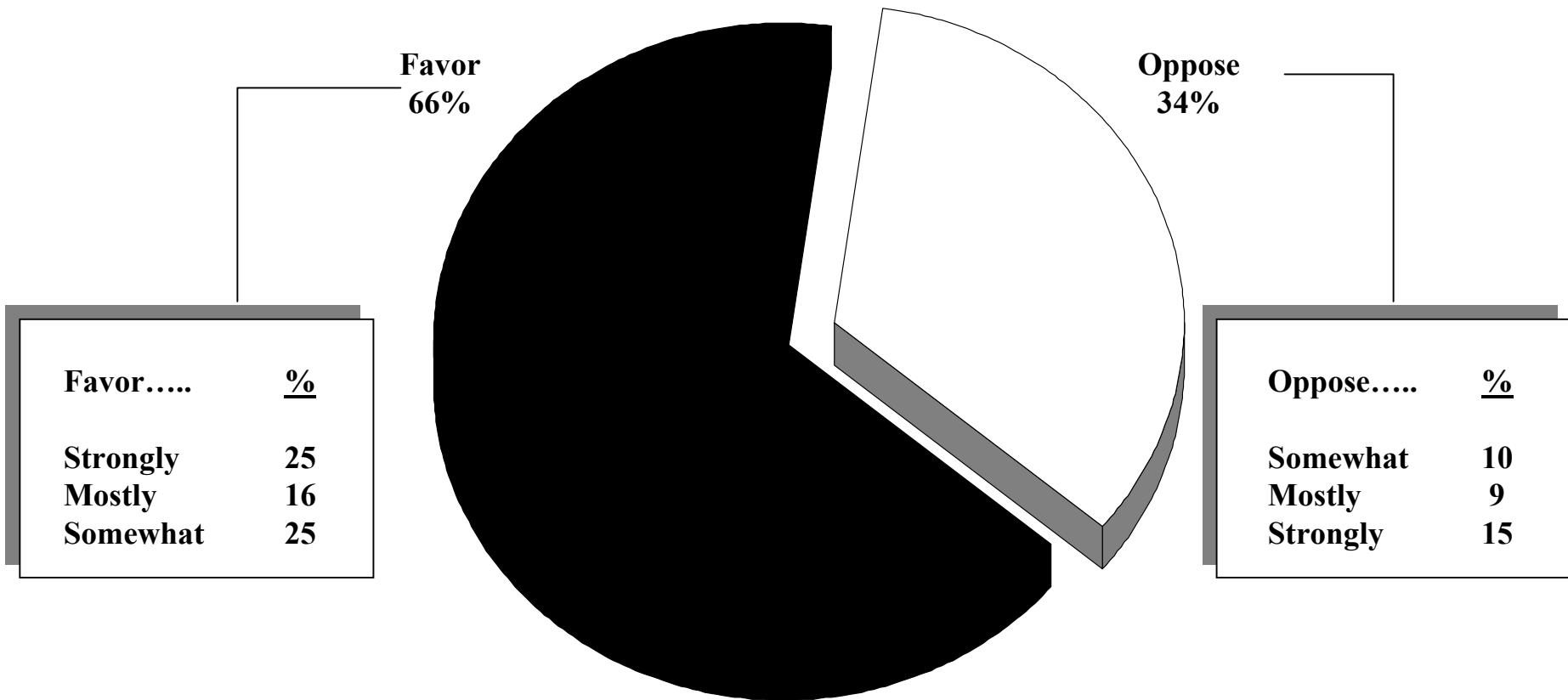


Base (393)

* Among those with an opinion.



REAL ESTATE TAX FOR: CREATING A PROGRAM TO COMPENSATE LANDOWNERS WHO AGREE TO KEEP THEIR LAND UNDEVELOPED*

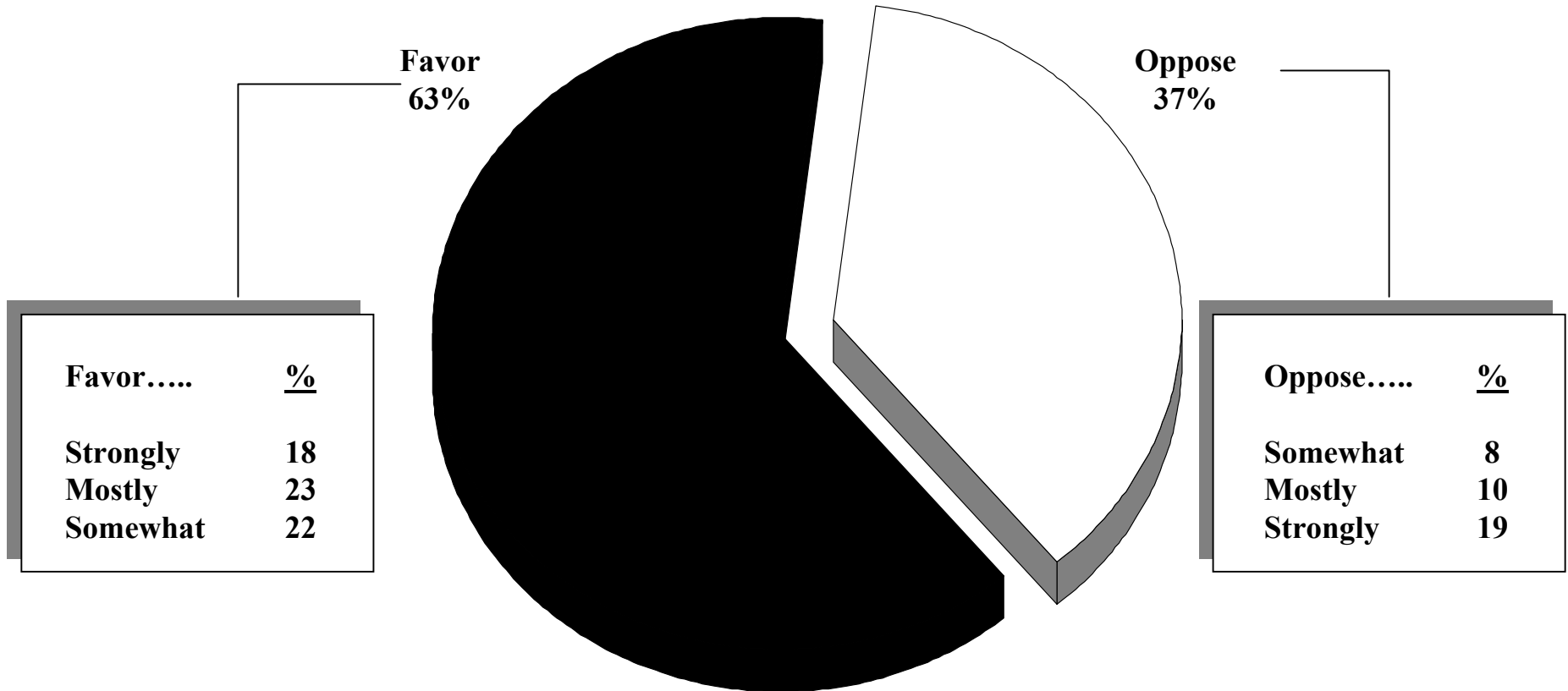


Base (375)

* Among those with an opinion.



REAL ESTATE TAX FOR: ACQUIRING PARKS AND OPEN SPACE*

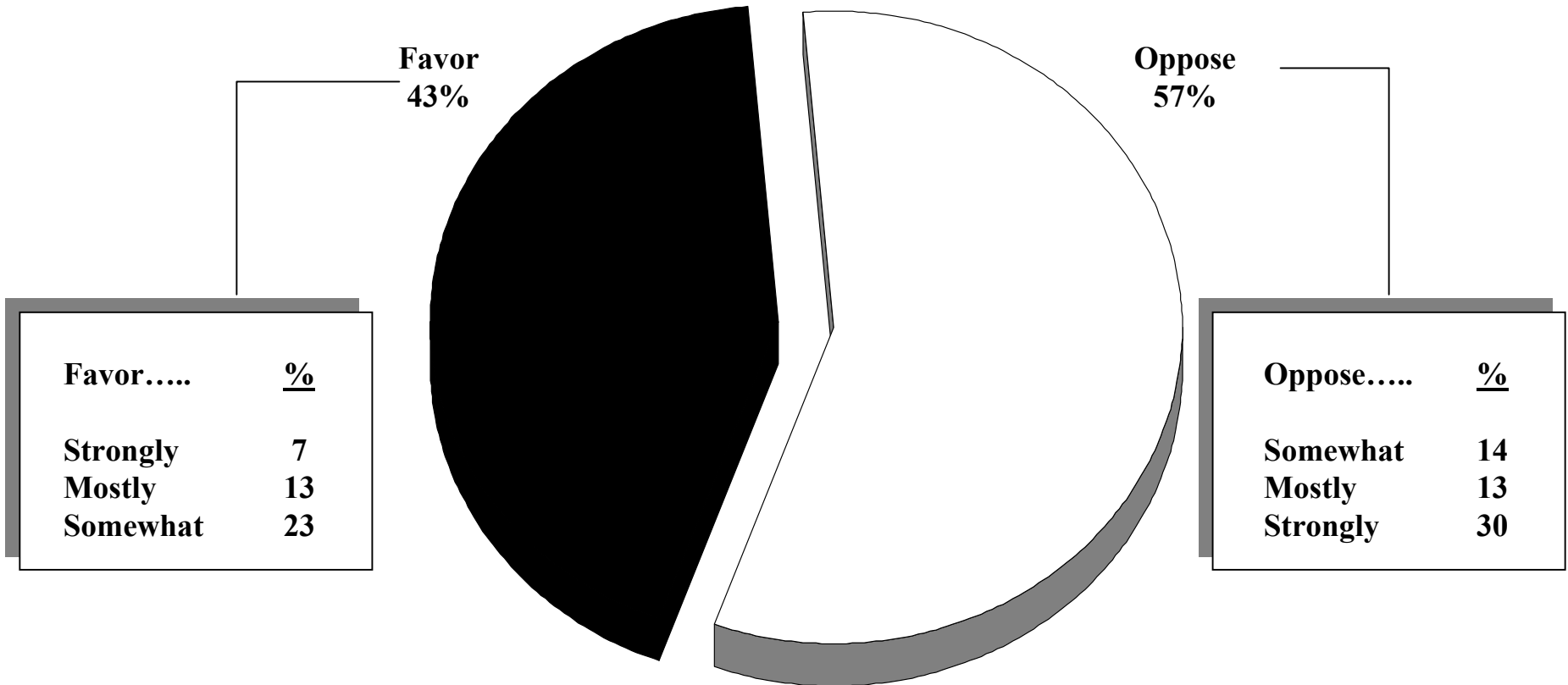


Base (389)

* Among those with an opinion.



REAL ESTATE TAX FOR: CREATING A GENERAL REVENUE FUND NOT TARGETING ANY SPECIFIC AREA*



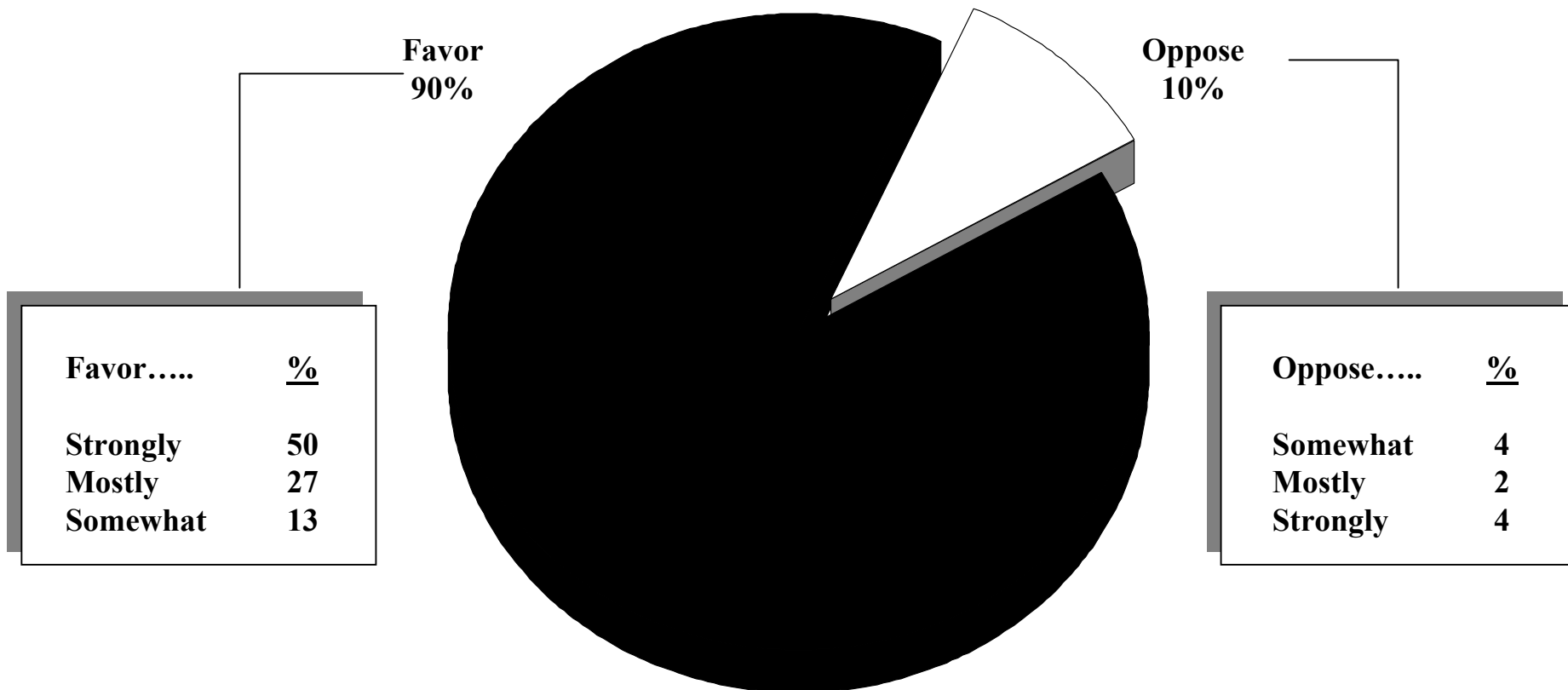
Base (370)

* Among those with an opinion.

***FAVORABILITY OF PROPOSED PLANS
FOR RECRUITING NEW TYPES
OF BUSINESS OR INDUSTRY***



RECRUITING: UNIVERSITY OR TECHNICAL SCHOOLS*



Base (396)

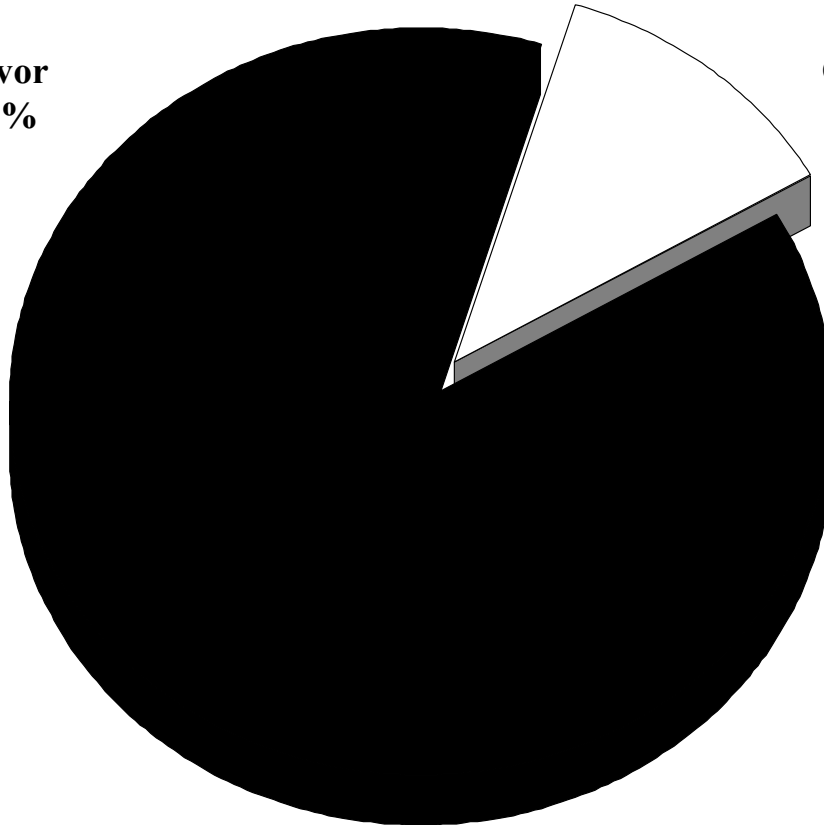
* Among those with an opinion.



RECRUITING: SOFTWARE COMPANIES*

Favor
88%

Oppose
12%



Favor.....	<u>%</u>
Strongly	36
Mostly	29
Somewhat	23

Oppose.....	<u>%</u>
Somewhat	5
Mostly	3
Strongly	4

Base (390)

** Among those with an opinion.*



RECRUITING: CORPORATE EXECUTIVE HEADQUARTERS*

Favor
85%

Oppose
15%

Favor.....	<u>%</u>
Strongly	36
Mostly	28
Somewhat	21

Oppose.....	<u>%</u>
Somewhat	5
Mostly	5
Strongly	5

Base (388)

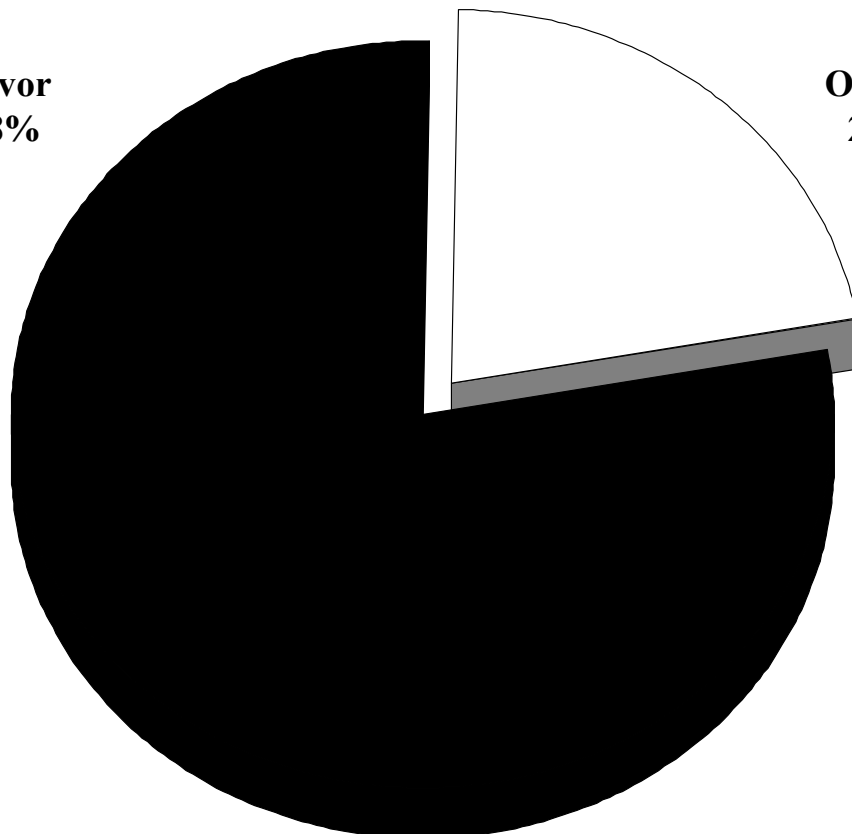
** Among those with an opinion.*



RECRUITING: TELECOMMUNICATIONS SERVICE CENTERS*

Favor
78%

Oppose
22%



Favor.....	<u>%</u>
Strongly	27
Mostly	27
Somewhat	24

Oppose.....	<u>%</u>
Somewhat	8
Mostly	6
Strongly	8

Base (381)

** Among those with an opinion.*



RECRUITING: DISTRIBUTION CENTERS*

Favor
72%

Oppose
28%

Favor.....	<u>%</u>
Strongly	19
Mostly	24
Somewhat	29

Oppose.....	<u>%</u>
Somewhat	8
Mostly	9
Strongly	11

Base (384)

** Among those with an opinion.*



RECRUITING: HEAVY MANUFACTURING FACILITIES*

Favor
45%

Oppose
55%

Favor.....	<u>%</u>
Strongly	10
Mostly	14
Somewhat	21

Oppose.....	<u>%</u>
Somewhat	13
Mostly	15
Strongly	27

Base (392)

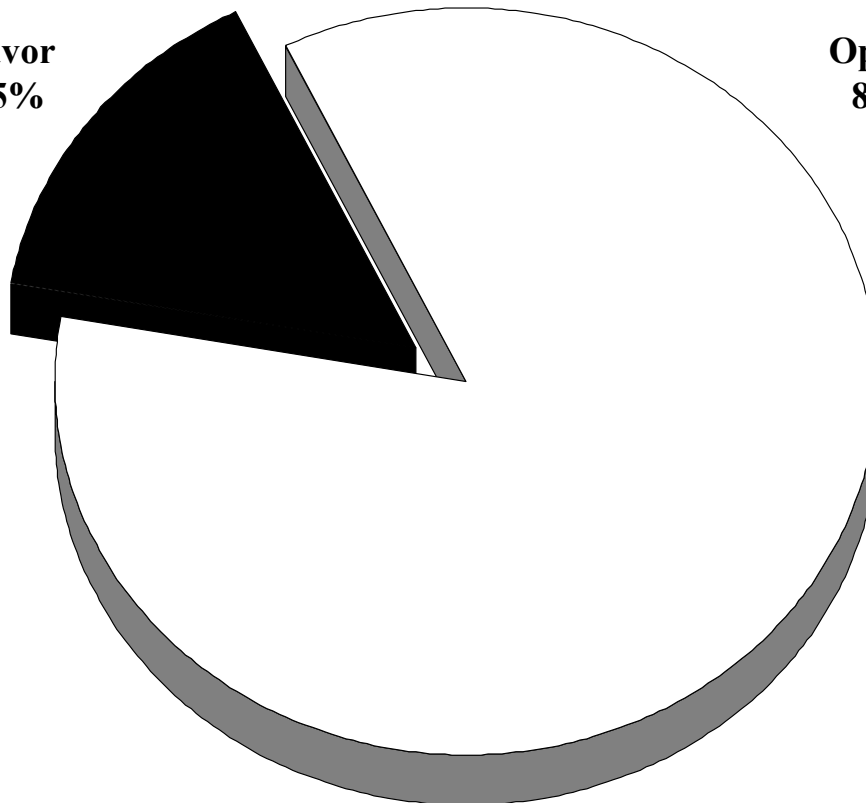
** Among those with an opinion.*



RECRUITING: CHEMICAL PROCESSING OPERATIONS*

Favor
15%

Oppose
85%



Favor.....	<u>%</u>
Strongly	2
Mostly	4
Somewhat	9

Oppose.....	<u>%</u>
Somewhat	14
Mostly	17
Strongly	54

Base (388)

** Among those with an opinion.*