

## **The Hills Project Opinion Survey**

### **Prepared and Overseen by Levin & Associates**

Respondents from Kenton County were interviewed from a central location telephone center. Telephone numbers were generated using a random probability sample.

The majority of interviews were conducted in the evening and on weekends to fairly represent respondents employed outside the home.

A total of 300 interviews were conducted in the defined geographic area.

The cooperation rate for the study was 40%. The margin of error is 6.5%.

Sixty percent of respondents are female; age is distributed evenly among categories; most respondents have lived in Kenton County for more than ten years.

### Key Findings

- One-third of respondents “care deeply” about hillsides in Kenton County.
- About one in ten respondents indicated that they didn’t care at all about hillsides.
- Of the 273 respondents who care at least somewhat about hillsides, most would prefer a mix of development and preservation; however one third indicated they would prefer full preservation.
- Over one half of respondents indicated the community should place a high priority (answered 4 or 5 on a 5 point scale with 5 being “very high priority”) on the preservation of hillsides.
- Eighty percent of respondents agree/strongly agree with the statement, “Undeveloped hillsides add to the visual appeal of Kenton County.”
- Sixty-five percent of respondents agree/strongly agree with the statement “Preservation of hillsides is an appropriate use of our community's resources.”
- Over one-half of respondents indicated that they would be interested (4 or 5 on a 5 point scale where 5 is extremely interested) in decisions that Kenton County makes regarding hillsides

All Respondents Were Asked the Following Questions:

**Are you...**

Age	300 Total Answered	% Answered
18 to 25	1	0.3
26 to 35	36	12.0
36 to 45	112	37.3
46 to 55	60	20.0
56 to 65	64	21.3
66 or older	26	8.7

**Are you...**

Sex	300 Total Answered	% Answered
Female	179	59.7
Male	121	40.3

**How long have you lived in Kenton County?**

	300 Total Answered	% Answered
1 to 3 years	10	3.3
4 to 6 years	27	9.0
7 to 9 years	24	8.0
10+ years	239	79.7

**On a scale of 1 to 5 with 1 being 'don't care' to 5 being 'care deeply' or any number in between, how much do you care about the future of undeveloped hillsides in Kenton County?**

	300 Total Answered	% Answered
1. Don't Care	27	9.0
2.	23	7.7
3.	73	24.3
4.	80	26.7
5. Care Deeply	96	32.0
6. Don't Know/Refused	1	0.3

Based on responses to the last question, respondents who answered '1' (Don't Care) were asked one series of questions while those who gave a response of '2' through '5' were asked a different series of questions.

Respondents Who Answered '1' (Don't Care About the Future of Undeveloped Hillside in Kenton County) in the Previous Question Were Asked the Following Questions:

**Which of the following best describes why you don't care about hillsides...**

	27 Total Answered	% Answered
1. There are other things higher in priority to focus my attention.	6	22.2
2. I am satisfied with the way they are being dealt with now.	4	14.8
3. I have never really had a reason to think about hillsides.	14	51.9
4. Some other reason	2	7.4
5. Don't know/Refuse	1	3.7

**Which of these statements best describes how you feel about hillside development in Kenton County?**

	27 Total Answered	% Answered
1. I would not want to see any development on hillsides.	11	40.7
2. I would like to see development that leaves a portion of the hillside in its natural state.	9	33.3
3. I would like to see a hillside developed to its full potential.	5	18.5
4. Don't Know/Refuse	2	7.4

**Please indicate your level of agreement with the following statement using a scale of Strongly Disagree, Disagree, Neither Agree nor Disagree, Agree, Strongly Agree.**

**Whether undeveloped or developed, hillsides are a defining characteristic of Kenton County. Would you say...**

	27 Total Answered	% Answered
1. Disagree	5	18.5
2. Neither Agree nor Disagree	11	40.7
3. Agree	7	25.9
4. Strongly Agree	3	11.1

Please indicate your level of interest with the following statement using a scale of 1 to 5 where 1 is 'Not At All Interested' and 5 is 'Extremely Interested' or any number in between.

If your community was making decisions that would affect the future of hillsides in Kenton County, how interested would you be in those decisions?

	27 Total Answered	% Answered
1. Not At All Interested	14	51.9
2.	6	22.2
3.	6	22.2
4. Extremely Interested	1	3.7

Respondents Who Answered Care Somewhat through Care Deeply About the Future of Undeveloped Hillides in Kenton County ('2' through '5' in the Last Question on Page 2) Were Asked the Following Questions:

**On a scale of 1 to 5, with 1 being 'full preservation' meaning leaving the hillside in its natural state and 5 representing 'full development' or any number in between, please state how you believe currently undeveloped hillides in Kenton County should be developed or not developed in the future.**

	273 Total Answered	% Answered
1. Full Preservation	88	32.2
2.	71	26.0
3.	80	29.3
4.	23	8.4
5. Full Development	9	3.3

**On a scale of 1 to 5, where 1 is 'very low priority' and 5 is 'very high priority' or any number in between, what priority should our community place on the preservation of its hillides?**

	273 Total Answered	% Answered
1. Very Low Priority	14	5.1
2.	30	11.0
3.	81	29.7
4.	66	24.2
5. Very High Priority	82	30.0

**Which of these statements best describes how you feel about hillside development in Kenton County?**

	273 Total Answered	% Answered
1. I would not want to see any development on hillides.	85	31.1
2. I would like to see development that leaves a portion of the hillside in its natural state.	171	62.6
3. I would like to see a hillside developed to its full potential.	16	5.9

**Undeveloped hillsides add to the visual appeal of Kenton County. Do you...**

	273 Total Answered	% Answered
1. Strongly Disagree	4	1.5
2. Disagree	13	4.8
3. Neither Agree nor Disagree	33	12.1
4. Agree	135	49.5
5 Strongly Agree	84	30.8

**Preservation of hillsides is an appropriate use of our community's resources. Do you...**

	273 Total Answered	% Answered
1. Strongly Disagree	4	1.5
2. Disagree	27	9.9
3. Neither Agree or Disagree	60	22.0
4. Agree	120	44.0
5 Strongly Agree	58	21.2

**Please indicate your level of interest with the following statement using a scale of 1 to 5 where 1 is 'Not At All Interested' and 5 is 'Extremely Interested' or any number in between.**

**If your community was making decisions that would affect the future of hillsides in Kenton County, how interested would you be in those decisions?**

	273 Total Answered	% Answered
1. Not At All Interested	10	3.7
2.	37	13.6
3.	78	28.6
4.	71	26.0
5. Extremely Interested	77	28.2