

Kentucky Equine Survey

This survey is being conducted as part of the Kentucky Equine Survey in order to measure the impact of the equine industry in Kentucky. The study is sponsored by the University of Kentucky, the Kentucky Horse Council, and the Kentucky Agricultural Development Fund. Participation is voluntary, but your cooperation will be extremely valuable to the future success and sustainability of the industry. The survey should take approximately 10 minutes to complete. **All information that you provide will be kept confidential.** Thank you for your participation.

If you would prefer to complete this survey online, please visit <http://www.equinecvsurvey.com> and select the code KYCV1.

Section A *(to what extent do you agree or disagree with the following statements)*

Statement	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	Do not know
I think horse farms are nice to look at...						
I think the number of horse farms in Kentucky is declining...						
I think that horse farms make Kentucky a nicer place to live...						
I would like to live near a horse farm...						
I think land currently used for horse farms is needed for other uses...						
I think operating horse farms is less profitable now than 10 years ago...						
I think the horse industry helps local economies...						
I would like to see the Kentucky horse industry remain the same size...						

Section B

Please consider the following scenario:

The state of Kentucky is in danger of losing part of its equine industry to new commercial and residential development. It might be possible to preserve the horse industry at its present size by adopting a Horse Farm Preservation Program. This program would be funded by a grant specifically designed to preserve horse farm land in the state; Kentucky residents would not have to pay for it.

Please select the option you most prefer:

Option 1
<p><i>Action:</i> The Horse Farm Preservation Program is implemented.</p>
<p><i>Outcome:</i> The equine industry in Kentucky is preserved at its present size.</p>
<input type="checkbox"/>

Option 2
<p><i>Action:</i> No Action is taken by the state; residential and commercial development of horse farms occurs.</p>
<p><i>Outcome:</i> The equine industry in Kentucky will decrease in size by 15% over the next ten years.</p>
<input type="checkbox"/>

If you chose Option 1 → Please go to Section C

If you chose Option 2 → Please go to Section D

Section C (Complete only if Option 1 was selected)

Please consider the following scenario:

If the Horse Farm Preservation Program were implemented, there would be significantly less commercial and residential development of agricultural land. This would result in less tax revenue than if horse farms were developed. Without this additional tax revenue, the state and local governments might have to raise the state income tax rate to improve existing services.

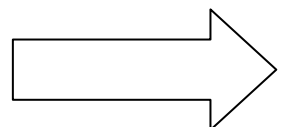
Would you still be in favor of the Horse Farm Preservation Program?

Yes No

IF NO → Please go to **Section D**

IF YES, what would be the largest annual tax increase you would be willing to tolerate to fund the improvement of existing services that would have otherwise been provided by residential and commercial development of horse farm land?

\$5 \$15 \$30 \$50 \$80 \$135 \$200



Section C continued (Complete only if Option 1 in Section B was selected and you selected YES)

Please **SELECT THE THREE STATEMENTS** which most accurately reflect why you would be willing to tolerate an annual tax increase to preserve horse farm land.

Most Accurate _____ **Second Most Accurate** _____ **Third Most Accurate** _____

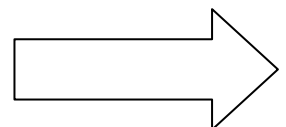
Statement
A. "Horses are a signature part of Kentucky's culture, heritage, and history."
B. "I value the race meets, horse shows, and equine sales that the horse industry brings to Kentucky."
C. "The horse industry has a positive impact on the Kentucky economy."
D. "Horse farms make Kentucky a nicer, more beautiful place to live."
E. "The horse industry is in danger of disappearing from Kentucky, and we need to preserve it."
F. "Horse farm owners are struggling financially and need assistance from government programs."
G. "I am employed in the horse industry and would like to see the industry preserved."
H. "A reduction in the horse industry would have a negative impact on the Kentucky economy."
I. "The horse industry is a unique part of Kentucky's culture and draws tourists."

Section D (Complete only if Option 2 was selected in Section B or if you selected NO in Section C)

Please **SELECT THE THREE STATEMENTS** which most accurately reflect why you would not be in favor of the implementation of the Horse Farm Preservation Program.

Most Accurate _____ **Second Most Accurate** _____ **Third Most Accurate** _____

Statement
J. "Horse farms should not receive subsidies, grants, or any form of government funding."
K. "I do not care about the horse industry."
L. "I care about the horse industry, but I should not have to pay to preserve it."
M. "If the horse industry is declining, then the state should not intervene and let market forces work."
N. "Horse farm owners are well off financially and do not need money from government programs."
O. "Horse farms have a negative impact on the economy."
P. "The horse industry is not in danger of disappearing from Kentucky; we do not need a Horse Farm Preservation Program."
Q. "I care about horse farms and think they should be preserved; however, financial resources are scarce right now."



Section E

1. How likely do you think it is that the results of this survey will shape the direction of future policy for Kentucky's equine industry?

- Very likely Somewhat likely Unlikely I don't know

2. What county do you live in? _____

3. Do you currently live on a horse farm/horse operation? Yes No

IF NO, what is the approximate distance (in miles) to the nearest horse farm from your current residence? _____ miles I don't know

4. Have you or someone in your current household owned a horse in the last 5 years?

- Yes No

5. Including yourself, how many individuals currently reside in your household? _____

How many of these individuals are under the age of 18? _____

6. What is your approximate annual household income?

- | | |
|---|---|
| <input type="checkbox"/> Less than \$20,000 | <input type="checkbox"/> \$80,001 to \$100,000 |
| <input type="checkbox"/> \$20,000 to \$40,000 | <input type="checkbox"/> \$100,001 to \$120,000 |
| <input type="checkbox"/> \$40,001 to \$60,000 | <input type="checkbox"/> Greater than \$120,000 |
| <input type="checkbox"/> \$60,001 to \$80,000 | |

7. Are you currently employed in the horse industry? Yes No

8. Have you attended an equine event in the past year? Yes No

IF YES, what type of equine event did you attend (please select all that apply)?

- | | |
|---|--|
| <input type="checkbox"/> Horse Show | <input type="checkbox"/> Equine Sale/Auction |
| <input type="checkbox"/> Race Meet | <input type="checkbox"/> Educational Event or Conference |
| <input type="checkbox"/> Other (Please Specify) _____ | |

9. Age of respondent:

- | | |
|--|--|
| <input type="checkbox"/> 18-24 years old | <input type="checkbox"/> 45-64 years old |
| <input type="checkbox"/> 25-44 years old | <input type="checkbox"/> 65 years old or older |

10. Education level of respondent:

- | | |
|---|---|
| <input type="checkbox"/> Some high school or less | <input type="checkbox"/> Bachelor's degree |
| <input type="checkbox"/> High school graduate | <input type="checkbox"/> Some graduate or graduate degree |
| <input type="checkbox"/> Some college or trade school | |

11. Gender: Male Female

12. Comments _____

