

## 1.1 Overview & Methodology

This project was initiated by the LFUCG Greenspace Commission to generate updated research of a sample of Fayette County residents covering the following topics:

- Perceptions about the importance, usage and support for greenspace
- Issues about greenspace

The questions for the survey instrument were initially proposed by The Matrix Group and were then modified and re-submitted based on input from various LFUCG Divisions and the Greenspace Commission.

Based on budget limitations and the availability of resources for outreach within LFUCG, a convenience sampling method was used. Convenience sampling is a type of non-probability sampling method that relies on data collection from population members who are conveniently available to participate in a study. Convenience sampling utilizes available primary data sources for the research without additional requirements nor inclusion criteria that is identified prior to the selection of subjects. The survey was intended to reach Fayette County residents who have opted to receive communication from LFUCG or by following on social media, therefore having some level of civic engagement and interest.

The study employed multiple modes of data collection in order to include and represent the targeted Fayette County residents in an unrestricted manner and consisted of the following:

- **Online survey** of Fayette County residents derived from email notices to LFUCG’s databases and posting of the survey URL
  - Lexington-Fayette Urban County council members’ mailing lists consisting of approximately 7,500 residents\*
  - Emails sent to Neighborhood Associations
  - Emails sent to 2,200 on Fayette County Extension mailing list\*
  - Survey URL posting to council members’ Facebook pages and Next Door
  - Survey URL posting to the Mayor’s Facebook page
  - Survey URL posting to LFUCG website
- **Online survey** of a representative sample of Fayette County residents in The Matrix Group’s proprietary panel
  - Emails sent to approximately 2,000 Fayette County residents who are members of an opt-in research panel\*
- **On-site paper survey** distribution/administration by LFUCG staff at targeted public venues throughout Fayette County with versions in Spanish and English.
  - Community centers
  - All branches of the public library
  - Bluegrass Community Health Center

*Estimated Email Response Rate	Emails sent	Total responding from email link	Percent responding from email link	Number of surveys tabulated from email link	Percent of tabulated surveys responding from email link
LFUCG & Fayette County Extension	9700	1053	10.9%	734	7.6%
The Matrix Group’s Consumer panel	2000	246	12.3%	202	10.0%

The Matrix Group provided unique URLs to LFUCG that were then distributed to parties within the city government to include in their communication with citizens and postings. The online survey was initially launched by LFUCG on October 4<sup>th</sup>, 2016 with the survey link distributed by officials and organizations using the methods listed above over a four week period. The survey closed online on October 28<sup>th</sup>. The final paper copies of completed surveys were submitted on November 2<sup>nd</sup>, 2016.

Over the extended period the survey remained open, the total number of attempted survey takers was 2138. Upon conclusion of data collection, the data was cleaned, and examined for validity and to meet target quotas reflective of Fayette County’s population by zip code and age cells. Some attempted responses were not included due to the following criteria:

- Not residing in Fayette County = 85
- Incomplete/Not valid = 273
- Demographic over-representation= 246

The data has been balanced to reflect as closely as possible the demographic composition of age groups and areas of residence of the Lexington-Fayette County population. Surveys that were overages where the total significantly exceeded the projected population by age group and geographic area of residence were not included. Data was sorted into groups and reviewed in order to provide representation that would be reflective of the population for each sub-segment (see 1.2 Profile of Respondents). A random and systematic method based solely on demographic criteria was used for inclusion in the tabulated data set.

The sample frame of tabulated surveys follows:

<b>Source</b>	<b>Sample</b>
<b>LFUCG Mayor’s &amp; LFUCG Website Posting</b>	<b>558</b>
<b>Council Postings &amp; Email Newsletter</b>	<b>703</b>
<b>LFUCG Distribution of Paper Surveys</b>	<b>71</b>
<b>The Matrix Group’s Consumer Panel</b>	<b>202</b>
<b>Total Surveys Tabulated</b>	<b>1534</b>

The tabulated results provide a non-probability sample based on the methods of data collection used. Because the sample is based on those who self-selected for participation, the results are not a generalization of the larger community population and the individuals who participated in the survey may not be an accurate nor projectable representation of the population. They do, however, comprise a universe of 1,534 individuals across Fayette County who voluntarily participated in the survey. Thus, any implications drawn from this research are based solely on these research respondents, with yet-to-be-determined implications for the entire Fayette County population. All surveys and polls are subject to multiple sources of error, including, but not limited to sampling error, coverage error, and measurement error.