

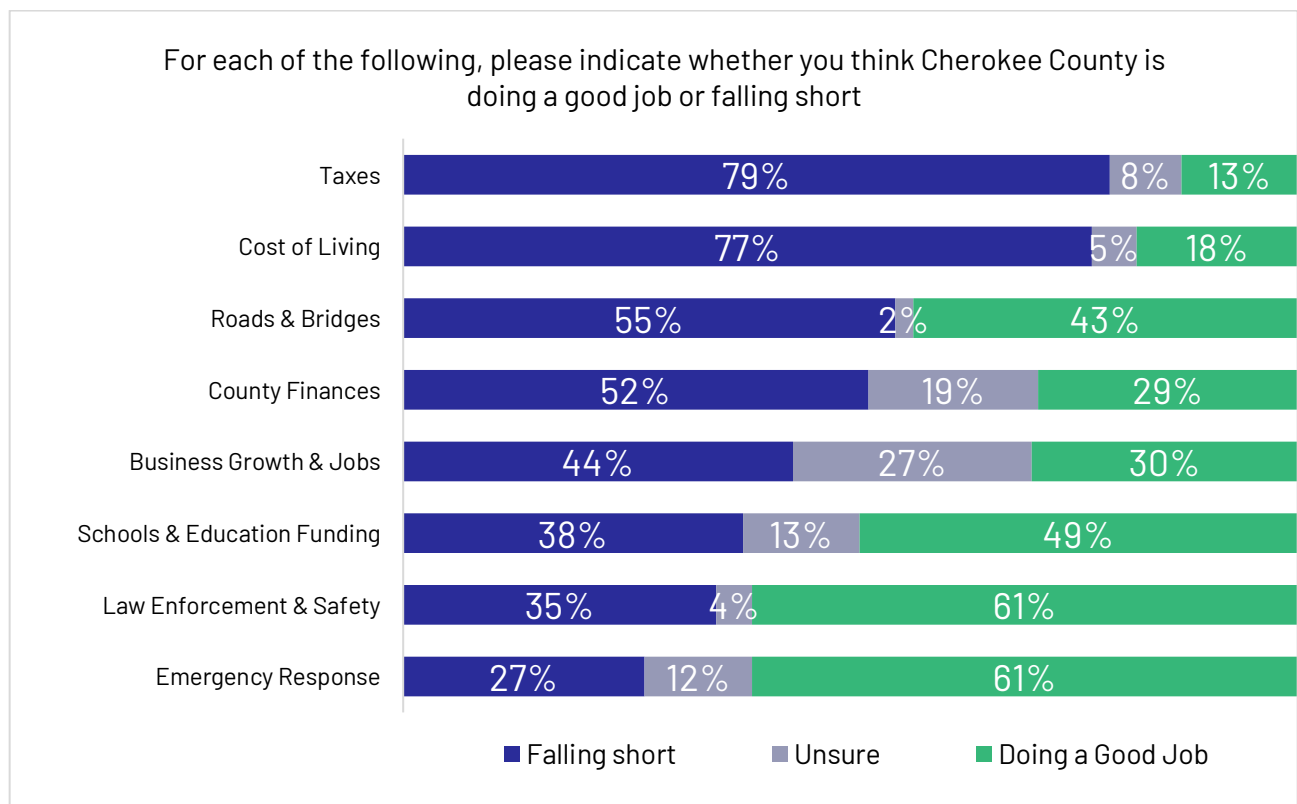
To: Interested Parties
From: Michael Meyers, Tunnl
Date: April 23, 2026
Subject: Survey of Cherokee County, KS – Taxes, Zoning, and Energy

EXECUTIVE SUMMARY

Cherokee County residents are **deeply dissatisfied with the county's direction**, with only 28% saying things are on the right track and majorities citing failures on roads, finances, cost of living, and taxes. Opposition to the 2026 property tax increase is overwhelming, with **81% disapproving across all demographic groups**. County-wide zoning fares no better, with 61% opposed, largely on property rights grounds.

RESIDENTS SEE A COUNTY THAT ISN'T WORKING FOR THEM

Only 28% of Cherokee County residents see the county heading in the right direction, with most saying things are going off on the **wrong track**. On key issues, most county residents see the county as falling short. This is especially true on roads and bridges, county finances, cost of living (77%), and taxes (79%).



OPPOSITION TO TAX INCREASES IS OVERWHELMING

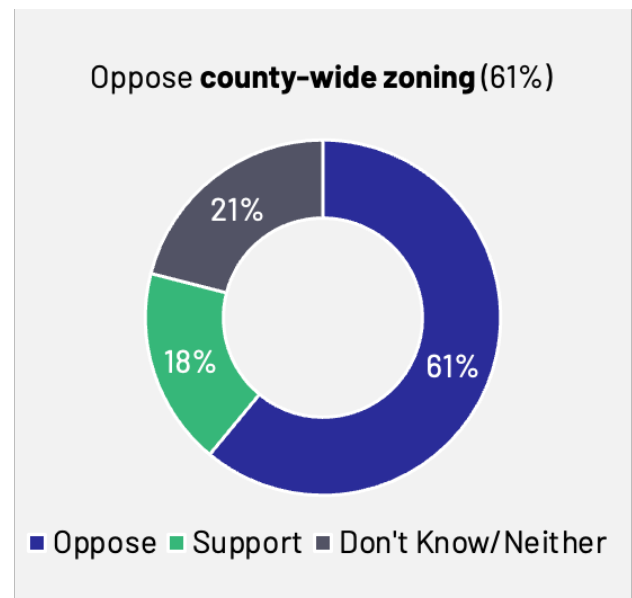
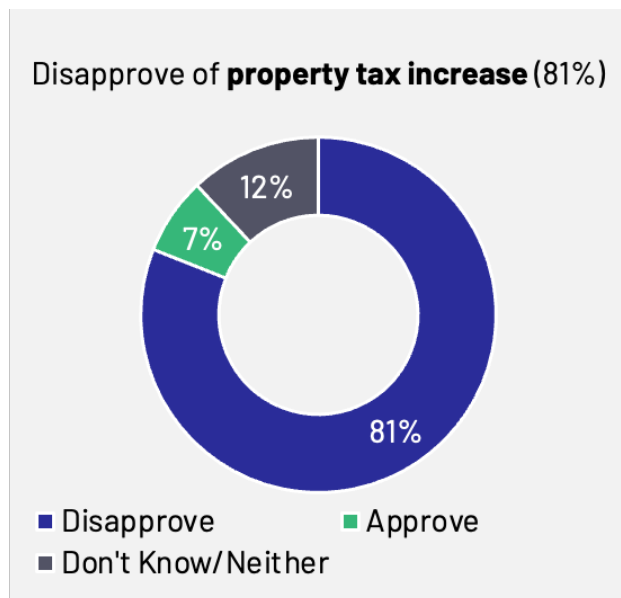
Residents are unequivocal in their response when asked about the 2026 property tax increase of 24% above the revenue-neutral rate – following a 3% increase in 2024: **81% disapprove**, with 64% strongly disapproving. Just 7% approve. Opposition is consistent across all demographic groups, including Republicans (75%), Independents (70%), and Democrats (57%).

The electoral consequences are just as stark. Asked which candidate they'd be more likely to support, **76% say they'd back a candidate who opposed tax hikes** – compared to just 3% who would favor a candidate who raised taxes. That gap holds across every demographic tested.

COUNTY-WIDE ZONING LACKS SUPPORT, STOKES CONCERNS

Commissioners have also moved to adopt county-wide zoning – a policy that would restrict how land use and development decisions are made across the county. County residents oppose it by a margin of more than three to one: **61% are opposed** (42% strongly), with just 18% in support. When asked in more detail about their view on county-wide zoning, **60% say new zoning regulations would infringe on their property rights** by adding costs and restrictions – compared to just 19% who say zoning is needed to keep certain industries out of Cherokee County.

The electoral signal mirrors the finding on tax increases: **63% say they are more likely to support a candidate who opposes county-wide zoning**, versus just 11% who favor a pro-zoning candidate.



CONCLUSION

Cherokee County residents have delivered a clear verdict: the county is falling short on the issues that matter most to them, and they are sending an unmistakable signal to commissioners about the policies driving that frustration. Opposition to tax hikes and zoning restrictions is broad, intense, and cuts across every demographic group tested. Residents who feel the county is failing on taxes, cost of living, and roads – which is most of them – are also the residents least likely to support commissioners who have made those problems worse. The data suggests that any candidate running on a platform of fiscal restraint and property rights protection starts with a substantial built-in advantage in Cherokee County.

METHODOLOGY

Tunnl conducted a survey of 300 residents of Cherokee County, Kansas on behalf of Clearway Energy. The survey was conducted from March 11 to March 17, 2026 to gauge public sentiment on key local issues, including property taxes and county-wide zoning. The sample was stratified by sex, age, and race/ethnicity to ensure representativeness, and responses were weighted to align with key demographic benchmarks, including sex, age, race/ethnicity, region, voter registration, party ID, and vote history. The margin of error is ± 5.7 percentage points.

ABOUT TUNNL

About Tunnl

Tunnl is erasing the boundaries between insights, audiences, and outcomes. Our platform ensures every piece of research and every audience can be acted on. We work with teams who need smarter, faster ways to make audience-informed decisions that stand up to scrutiny and resonate across stakeholder groups. Whether building a brand, shaping public opinion, managing risk, or launching a new initiative, Tunnl empowers organizations to move from insight to impact with clarity and confidence.

About Michael Meyers

Michael Meyers, Executive Vice President at Tunnl, brings more than two decades of experience advising organizations operating at the intersection of politics, policy, and public affairs. He has led research and strategy efforts across national, state, and local environments, with a focus on audience targeting, message development, and advocacy campaigns. His background includes senior leadership roles in state government and as executive director of a major state party organization, providing him with firsthand insight into how policy decisions are made and where strategic engagement is most effective. He has conducted hundreds of surveys and focus groups across the country including significant public policy and electoral work in Kansas.