

EPIC ▪ MRA
4710 W. Saginaw Highway
Suite 2C
Lansing, MI 48917
P: 517-886-0860
F: 517-886-9176
E: info@epicmra.com
W: www.epicmra.com

Park Township Airpark

Township-wide Surveys on a Concept to Modify the Existing Airport into an “AirPark”

Live Operator Telephone Interview and Online Survey

Executive Summary and Demographic Analysis

- Educational
- Political
- Industrial
- Consumer

- Market
- Research
- Analysis

Draft #1

June 2019

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METHODOLOGY

Live Operator Telephone Interview Survey

EPIC ▪ MRA administered live operator telephone interviews with 300 adults residing in Park Township, Ottawa County. The interviews were conducted May 13, 2019 through May 19, 2019. Respondents for the interviews were selected utilizing an interval method of randomly selecting records of households of people who have commercially listed landlines, with 30 percent of the respondents obtained using available cell phone numbers.

Online Solicitation Survey

In addition to the live operator telephone interview survey, the Board of Township Trustees also approved an online version of the survey to be offered to, and conducted among, county residents. To accomplish this within the budget allocated for the project, all unique residential addresses in the county appearing on the Secretary of State's qualified voter file (a file listing all registered voters in Michigan) were compiled into a mailing list and post cards via First Class mail were issued to the resulting 6,860 addresses. The post card, bearing the Park Township logo, informed the recipient household of the reason for the communication, instructions regarding how to access the questionnaire online (which contained identical questions to the telephone survey questionnaire) and, the phone number of EPIC ▪ MRA's Lansing, Michigan office for assistance in navigating the online instructions or, for assistance in obtaining a hard-copy version of the questionnaire.

In an attempt to retain the integrity of the results as well as adhering to the fundamental nature of the solicitation being for *survey research* – as opposed to a tally of *voice votes* – a four digit “User ID” unique to each address was also included on the correspondence, the entry of which was a pre-requisite to completing the interview. The online survey was open for participation from May 17, 2019 through June 10, 2019, with a reminder to participate included in the Township's e-newsletter issued approximately a week before the closing date. In total, 839 usable responses were recorded for the post card solicitation portion of the project.

It is noted that prior to the June 10th closing of the online survey, a widely read local news publication, *The Holland Sentinel*, ran an article on Wednesday June 5th, informing readers of the existence of the survey about the AirPark and describing some of its conceptual elements and featuring quotes of an interview with a member of the Vision Committee that developed the plan. In addition, on Saturday June 8th, representatives of the Park Township Airport sponsored a public open house at the airport site. It is unclear what, if any, effect these airport-related notifications and activities had on the ultimate data outcomes of the online survey.

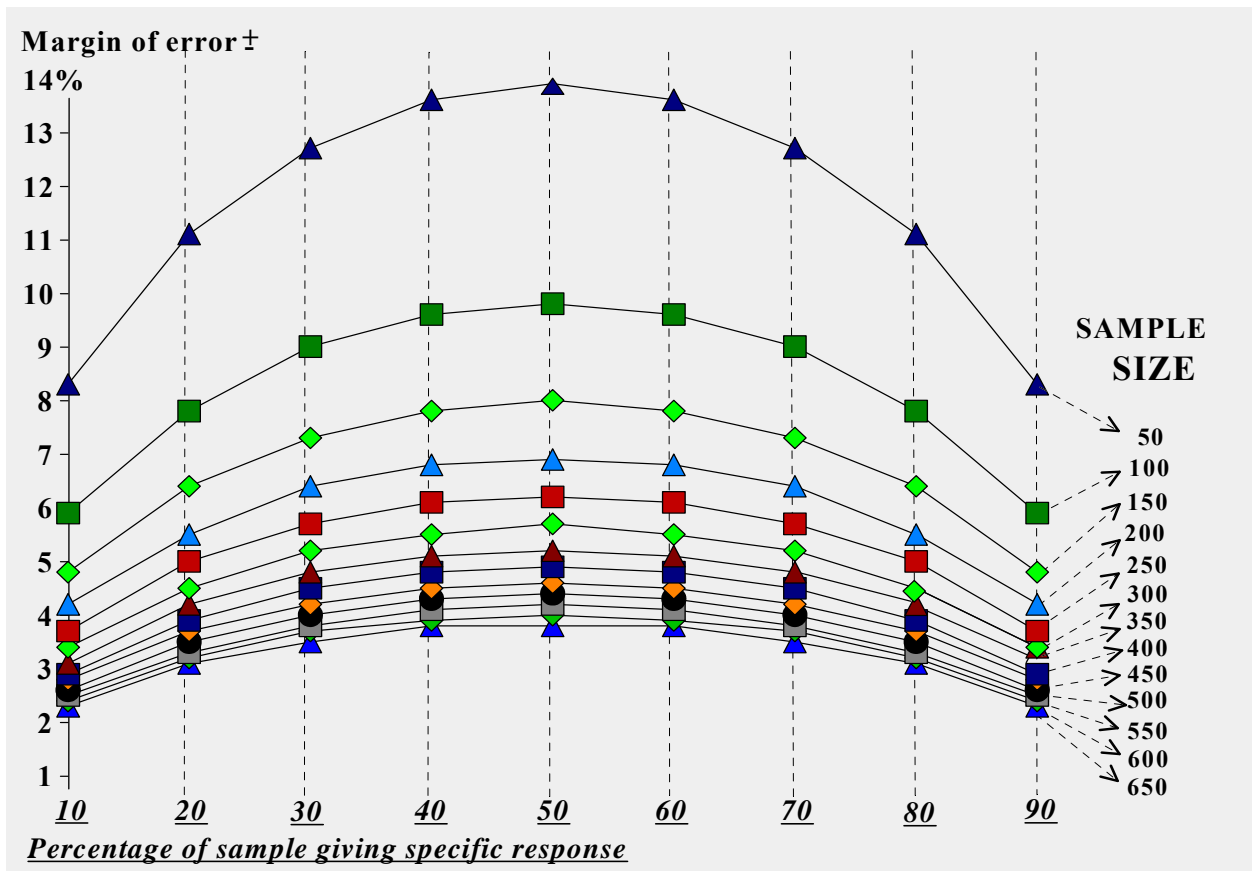
Error Margins

In interpreting survey results, all surveys are subject to error; that is, the results of the survey may differ from those which would have been obtained if the entire population was interviewed. The size of the sampling error depends on the total number of respondents asked a specific question. A random sampling of 300 respondents carries a ± 5.7 point margin of error, while a random sampling of 839 respondents carries a margin of ± 3.2 points. The table on the following page represents the sampling error for different percentage distributions of responses based on sample size.

For example, when presented with a statement opposing the AirPark concept by urging that delivery of STEM education is better left to schools rather than being a feature of the AirPark, 51 percent of all Telephone survey respondents reported it to be either “Very” or “Somewhat” convincing reason for opposition to the idea. (Question 35). As indicated in the chart below, this percentage would have a sampling error of plus or minus 5.7 points. That means, with repeated sampling, it is very likely (95 out of every 100 times), the response percentage for that question for the entire population would fall between 45.3 percent and 56.7 percent, hence 51 percent ± 5.7 points.

EPIC • MRA SAMPLING ERROR BY PERCENTAGE (AT 95 IN 100 CONFIDENCE LEVEL)
Percentage of sample giving specific response

| | <u>10</u> | <u>20</u> | <u>30</u> | <u>40</u> | <u>50</u> | <u>60</u> | <u>70</u> | <u>80</u> | <u>90</u> |
|--------------------|----------------------------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|
| SAMPLE SIZE | % margin of error ± | | | | | | | | |
| 700 | 2.2 | 3.0 | 3.3 | 3.7 | 3.6 | 3.7 | 3.3 | 3.0 | 2.2 |
| 650 | 2.3 | 3.1 | 3.5 | 3.8 | 3.8 | 3.8 | 3.5 | 3.1 | 2.3 |
| 600 | 2.4 | 3.2 | 3.7 | 3.9 | 4 | 3.9 | 3.7 | 3.2 | 2.4 |
| 550 | 2.5 | 3.3 | 3.8 | 4.1 | 4.2 | 4.1 | 3.8 | 3.3 | 2.5 |
| 500 | 2.6 | 3.5 | 4 | 4.3 | 4.4 | 4.3 | 4 | 3.5 | 2.6 |
| 450 | 2.8 | 3.7 | 4.2 | 4.5 | 4.6 | 4.5 | 4.2 | 3.7 | 2.8 |
| 400 | 2.9 | 3.9 | 4.5 | 4.8 | 4.9 | 4.8 | 4.5 | 3.9 | 2.9 |
| 350 | 3.1 | 4.2 | 4.8 | 5.1 | 5.2 | 5.1 | 4.8 | 4.2 | 3.1 |
| 300 | 3.4 | 4.5 | 5.2 | 5.5 | 5.7 | 5.5 | 5.2 | 4.5 | 3.4 |
| 250 | 3.7 | 5 | 5.7 | 6.1 | 6.2 | 6.1 | 5.7 | 5 | 3.7 |
| 200 | 4.2 | 5.5 | 6.4 | 6.8 | 6.9 | 6.8 | 6.4 | 5.5 | 4.2 |
| 150 | 4.8 | 6.4 | 7.3 | 7.8 | 8 | 7.8 | 7.3 | 6.4 | 4.8 |
| 100 | 5.9 | 7.8 | 9 | 9.6 | 9.8 | 9.6 | 9 | 7.8 | 5.9 |
| 50 | 8.3 | 11.1 | 12.7 | 13.6 | 13.9 | 13.6 | 12.7 | 11.1 | 8.3 |



EXECUTIVE SUMMARY

Prologue

The following four charts demonstrate the demographic differences between the 839 individuals participating in the online survey and the 300 randomly selected respondents included in the telephone survey. As can be seen, the age cohorts in the telephone survey more closely approximate the voter turnout in the most recent highest turnout election held in November 2016 than do those found in the online survey. Similarly, the demographic breakouts based on education level, income, and presence of school-age children in the household from the telephone survey more closely match U.S. Bureau of the Census statistics than do those from the online survey. In reviewing the results from the respective surveys, the reader is urged to bear these differences in mind when examining the data and formulating any conclusions about the efficacy of the AirPark concept among Park Township residents.

Comparison of Age Stratifications

| N=839 O-L | November 2016 Election | N=300 Phone | |
|--------------|---------------------------|----------------|-------------------------------|
| 3% | 16% | 14% | 18 to 34 years (1985 to 2001) |
| 14% | 21% | 26% | 35 to 49 (1970 to 1984) |
| 32% | 34% | 31% | 50 to 64 (1955 to 1969) |
| 41% | 29% | 28% | 65 and over (1954 or before) |
| 11% | | 1% | Refused/Skipped |

Comparison of Education Stratifications

| N=839 O-L | U.S. Bureau of the Census 2017 ACS Education Estimate Age 25+ | N=300 Phone | |
|--------------|---|----------------|--|
| 0% | 5% | 2% | 1st to 11th Grade |
| 4% | 21% | 18% | High School Graduate |
| 2% | 28% | 2% | Non-college post H.S. (technical training) |
| 13% | | 20% | Some college |
| 35% | 28% | 38% | College graduate |
| 39% | 18% | 19% | Post graduate school |
| 7% | --- | 1% | Refused/Skipped |

Comparison of Income Stratifications

| N=839 O-L | U.S. Bureau of the Census 2017 ACS Income Estimate | N=300 Phone | |
|--------------|--|----------------|------------------------|
| 1% | Median Household income for Park Twp. = \$78,769.00 | 3% | Under \$25,000 |
| 6% | | 9% | \$25,000 to \$50,000 |
| 10% | | 16% | \$50,000 to \$75,000 |
| 13% | | 20% | \$75,000 to \$100,000 |
| 19% | | 15% | \$100,000 to \$150,000 |
| 23% | | 15% | Over \$150,000 |
| --- | | --- | Retired |
| 28% | | 22% | Refused/Skipped |

Comparison of Parent of a School Age Child Status

| N=839 O-L | U.S. Bureau of the Census 2010 Household Count = 6540 | N=300 Phone | |
|--------------|---|----------------|------------------|
| 19% | With children age 6 to 17 = 1845 or, 28% | 29% | Yes |
| 73% | | 71% | No |
| 8% | | --- | Refused /Skipped |

Summary of Findings

One commonality emerging from the two surveys is that there is a slight majority of overall support for the AirPark concept when respondents are first presented with a brief and very general description of the plan and subsequently asked whether they supported or opposed the idea; based on the description given, and/or whatever else they may know about it. Respondents who offered a response were asked to describe the intensity of their sentiment as being either “strongly” or “somewhat” support/oppose. An even half of the total 52 percent of online survey respondents’ support was “strong”, with less than a third of phone survey respondents (17 percent) total of 53 percent total support being of the more intense “strong” variety.

The two samples differed widely on this first test of the AirPark when it came to opposition. Phone survey respondents registered 29 percent total opposition, compared to 41 percent of the online respondents expressing the same reaction on this first test. What these two survey samplings had in common in their opposition, however, was that about two-thirds from each of

the respective totals reported “strongly” opposed; a much higher proportion of intensity of sentiment than those who reported support in both of the survey samplings.

Thus, in this first test, a majority from both surveys express overall support for the AirPark concept, but those opposed to the idea hold their views more intensely than do the supporters. This is a common characteristic in both surveys that carries through all four of the tests of the AirPark concept presented over the course of the interview. Where the samples differ markedly, however, is in the overall trajectory of support and opposition to the idea.

That is, whereas both overall support and intensity of support for the concept trends up among phone survey respondents over the course of the testing (although opposition does as well), the intensity of support among the online sample (i.e. “strong” support) remains relatively static, unlike the movement upward found in the phone survey. More important to this observation is the fact that total support among online respondents (a combination of strongly and somewhat) declines over the course of the interview to the point that the proportion of total opposition to the plan, with its accompanying higher degree of intensity, reaches almost identical proportions with total support, with its lower intensity, in the final test of the concept among online respondents. Comparing the results of general “atmospheric” and AirPark-specific questions posed at the beginning of the interview, and inserted between the several substantive tests of the issue, sheds some light on the observed disparity of sentiment toward the concept in the respective surveys.

In an open-ended question at the outset of the interview, respondents were asked to name what they viewed to be the single biggest challenge facing Park Township. Perhaps as a result of having more time to ponder the question, a total of only four percent of online respondents reported either “undecided” or “nothing” to this top-of-mind question, compared to 25 percent of phone survey respondents who were “undecided”, along with another 11 percent who reported “nothing”. Among the presumably more contemplative online respondents, by far the most mentioned challenge cited in response to this open-ended question had to do with, “Overdevelopment/Growth”, at a proportion of twenty-six percent.

Similarly, respondents in both surveys were presented with a roster of seven items involving activities of local government and were asked to report if they believed Park Township was doing “Enough” in that area, if “More” should be done, or if it is doing “Too Much” in each area under consideration. The top “Total More” proportions from both surveys went to the area of: *“Keeping residents informed about problems, issues, programs, and events”* - but the online respondents were more vehement with 46 percent saying “more”, compared to 35 percent of phone respondents saying so. Indeed, for each of the seven issue areas – regardless of the respective one-through-seven “Total More” rankings – online respondents uniformly reported higher proportions of the Township needing to do “More”.

More to the point, however, are the results from the issue area of: *“Ensuring a proper balance between greenspace and areas where development is allowed.”* This statement ranked number two “Total more” for online respondents, just one point lower at 45 percent than the “keeping residents informed” proportion; and just as important, the intensity of the sentiment (as measured by “Much” more as opposed to “Somewhat” more) was considerably higher than the “keeping residents informed” proportion. By contrast, the “ensuring a proper balance” statement ranked third for phone survey respondents - and even at that, came in at a far lower proportion of 21 percent “Total more” compared to the 45 percent issued by their online counterparts.

One of the local government activity statements in the “more”, “enough”, “too much” battery read: *“Promoting economic development and attracting businesses and tourism to the area”*. This statement came in sixth-out-of-seven in the “Total More” rankings among online respondents (compared to fourth-of-seven in the phone survey) and received the highest proportion of “Too Much” at nine percent. Inasmuch as some variation of “growth/development” was recorded as a significant concern for online respondents in both prompted and unprompted measurements, it is likely this issue area contributes to the declining support level for, and asymmetrical increase in opposition to, the AirPark concept as observed through succeeding tests of it in the online survey.

Another likely factor in the online respondents' waning enthusiasm and increasing opposition to the AirPark concept over the course of the interview lies in their perception of the existing tax load. Where one-in-four phone survey respondents reported a belief their local taxes were "Too high" in return for services received – a proportion falling well within the "normal" range in these types of surveys – over one-in-three (36 percent) of the online respondents reported "too high" in response to the question; a proportion outside of the higher end of the normally found range.

Evidence of the impact of these differences in view about local taxes and Township activities priorities can be found in the differences in Support/Opposition levels between the first two tests of the issue. It is important to note that, as a prelude to the first test of the issue, a question was posed to respondents asking them how aware they were of the vision committee's proposal. Respondents were presented with a brief history and rationale for the Township's action in appointing the vision committee and a broad-brush description of the plan as, ". . . a multi-purpose AirPark, integrating aviation themed visitor attractions, recreational opportunities and education center, with the existing operating airfield". Following this introduction, four level-of-awareness options were offered to respondents, consisting of: "Completely aware of details"; "Somewhat aware, generally"; "Only a little, this reminded me"; and "First time hearing of it." For analysis purposes, "Completely" and "Somewhat" are combined for a "Total aware" proportion.

The "Total aware" proportion for online respondents was 46 percent, compared to the 28 percent for phone survey respondents. Significantly, 18 points of the online total proportion came in the "Completely aware" category, compared to the eight points of the phone survey respondent total. Indeed, over half of the phone survey respondents (53 percent) reported this was the first they had heard of it, while only just over one-third (34 percent) of online respondents fell into the same category. These disparate awareness proportions notwithstanding, the first test of the AirPark concept revealed very similar levels of support from the two samplings.

The first test of the AirPark concept question asked respondents to express support or opposition to the idea based on the preceding brief description made for the awareness question. In this test, a majority of both the phone and online respondents reported support for the concept at Total Support levels of 53 percent and 52 percent respectively, although the more intense “Strongly” support made up nine more points of the total among online respondents (i.e. 26 percent online vs. 17 percent phone). In keeping with the overall results throughout the surveys, Total Oppose was significantly higher among the online respondents than with the phone survey sample (41 percent online vs. 29 percent phone) as was the proportion of the overall total in the “Strongly” oppose subcategory.

The second test of the concept was preceded by a three paragraph narrative of details about the phases of the ten-year plan including: The underlying intent to keep an operating airport; Construction of a playground and other visitor and tourist attractions; Airport runway and outbuilding improvements; Adaptation of facilities to enable STEM instruction in cooperation with local schools; Integration with an existing network of bike and foot paths; and, The projected \$6.7 million cost with identification of potential revenue sources, including the use of existing Township general fund revenue and/or, a small millage dedicated to the purpose.

After hearing more information about the AirPark plan, the Total Support among phone survey respondents remained the same as in the first test at 53 percent, but the “Strong” portion of that total rose by seven points. By contrast, Total Support among the online respondents dropped two points to 50 percent, with the “Strong” portion rising by just one percentage point. Opposition to the plan in this second test rose by seven points to 36 percent among the phone survey respondents, but only by three points – to 45 percent – among the online sampling, with the relative strength of the opposing sentiment being proportional to that recorded in the first test for both groups.

It is suggested that the drop in Total Support in the second test in the online survey is due to the detailed narrative about the plan that preceded the measurement. In that narrative, a description of construction designed to attract tourists and the need for local tax funding were mentioned. The reader is reminded that the online survey respondents were much more concerned about increased growth and development than were their phone survey counterparts, and their sensitivity to local taxes was markedly higher than the comparable measurement in the

phone survey. Both these factors seem to be in play as an explanation for the drop in Total Support among the online respondents in the second test of the issue, notwithstanding their self-reported significantly higher awareness of the AirPark concept.

Eleven separate components of the AirPark idea were presented to all survey respondents with a request to express either Support or Opposition to the item under consideration. For *both* online and phone survey respondents, the highest ranking Total Support item was for the description of “*Multi-use trails and paths*”, receiving 75 percent total support among the phone survey respondents and 72 percent in the online survey; each of surveys found 42 points of the total in the “Strong” category. The respective samplings were also in agreement on the least supported item of “*An aviation-themed splash pad constructed next to the playground*”, with only 54 percent of phone respondents and 49 percent of the online sample expressing support.

The rankings of Total Support for the second, third, and fourth place items among the phone survey respondents were as follows:

| 2nd, 3rd, and 4th TOTAL SUPPORT Rank in the Phone Survey | Strong Support | TOTAL Support | TOTAL Oppose | Strong Oppose | DK/UND |
|--|-----------------------|----------------------|---------------------|----------------------|---------------|
| Science, Technology, Engineering and Math education – known as STEM –would be integrated into the overall plan with formal classroom space made available at the planned museum and other building sites. | 42% | 70% | 24% | 18% | 6% |
| Online Ranking: 6th of 11 | 38% | 61% | 33% | 21% | 6% |
| The southeast section of the property would revert to native prairie land with a pond, a relocated Wakazoo Indian Memorial and night sky observatory, with paths and boardwalks interconnecting the area with the rest of the Airpark. | 37% | 68% | 25% | 15% | 7% |
| Online Ranking: 2nd of 11 | 38% | 70% | 25% | 16% | 5% |
| Easements for tree trimming would be purchased and runway improvements would be made to qualify the airport for currently unavailable Michigan Dept. of Transportation grants. | 33% | 68% | 22% | 15% | 10% |
| Online Ranking: 7th of 11 | 35% | 59% | 35% | 25% | 6% |

The third and fourth ranked items among the online respondents were:

- Converting the Township Historic hanger into the Park Township Aviation Museum (63 percent)
 - Phone survey ranking of 7th at 64 percent Total Support
- Segregating a separate area for both aviation and non-aviation related activities (62 percent)
 - Phone survey ranking of 5th at 65 percent Total Support

While there was substantial general agreement between the two survey samplings on the relative order in ranking of the individual AirPark components, the online respondents tended to be more reserved about expressing support than the phone survey respondents. This observation helps explain the results of the third test of the issue.

In the third test, Total Support among phone survey respondents rose two points to 55 percent, and for the first time, the “Strong” portion of that total eclipsed the “Somewhat” portion by one point, at 28 percent. The online survey Total Support bounced back up two points from the second test, to 52 percent, but still one point lower than the total support in the first test among online respondents. It is noted that opposition to the plan also rose by three points to 39 percent in the phone survey but dropped by one point to 44 percent in the online sample. The recitation of the individual components of the plan for consideration by respondents had the net effect of increasing and solidifying support for the concept in both surveys, albeit incremental.

It is in the arguments section that the most noticeable differences between the two samplings are found. Presented with a set of three statements in support of the AirPark concept, the phone survey respondents found the proponents’ statements to be far more compelling than did their online counterparts, with only one of these statements (going toward preserving tradition and providing recreation in a financially responsible way) finding a slight majority of online respondents perceiving it to be a “convincing” reason to proceed with the plan. As for the statements in opposition, the differential in “convincingness” is less stark, with mostly substantial majorities from each sampling finding all three of the statements urging opposition to the plan to be compelling. The implications of this observation can be found in the results of the fourth and final test of the issue.

Following exposure to the competing arguments, Total Support for the AirPark concept in the phone survey dropped just one point from its highest mark in the previous test to 54 percent, with the “Strong” portion of the total being responsible for that minimal decrease. By contrast, the online Total Support dropped four points from the prior test to a less-than-majority 48 percent. Just as significant is the three-point increase in Total Oppose to 47 percent among online respondents after exposure to the competing statements.

In sum, the AirPark concept enjoys majority initial Total Support from both the phone survey and online respondents, but its intensity is not as strong as that exhibited by opponents, and conversions of initially “undecided” respondents to supporters is minimal. This observation is corroborated by the relatively stagnant levels of Total Support expressed in both surveys over the course of the testing in the interview (although intensity does increase among phone survey respondents), contrasted with a nearly uniform increase in expressed levels of opposition.

A wild card in the analysis of the implications of data from the surveys is personal cost to a resident taxpayer. While language from the AirPark master plan was used to apprise respondents of its projected total cost and potential revenue sources, including use of locally generated tax dollars, a specific amount could not be presented to respondents for approval or rejection. Accordingly, to the extent the future use of the 80-acre airport site – for whatever purpose – relies on voter approval, no attempt is made in this analysis to make a prognostication on the outcome of such a vote.

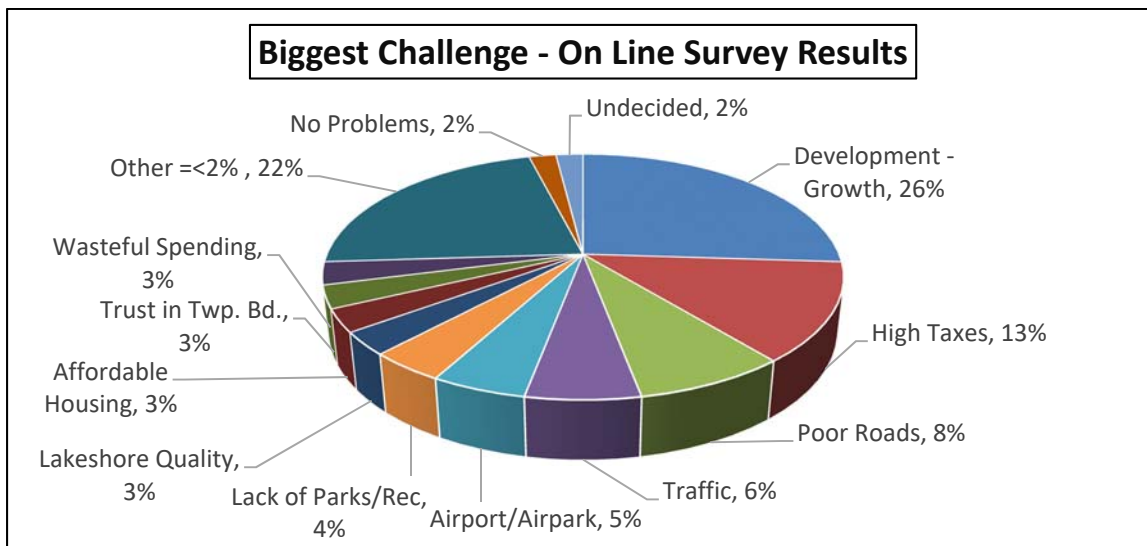
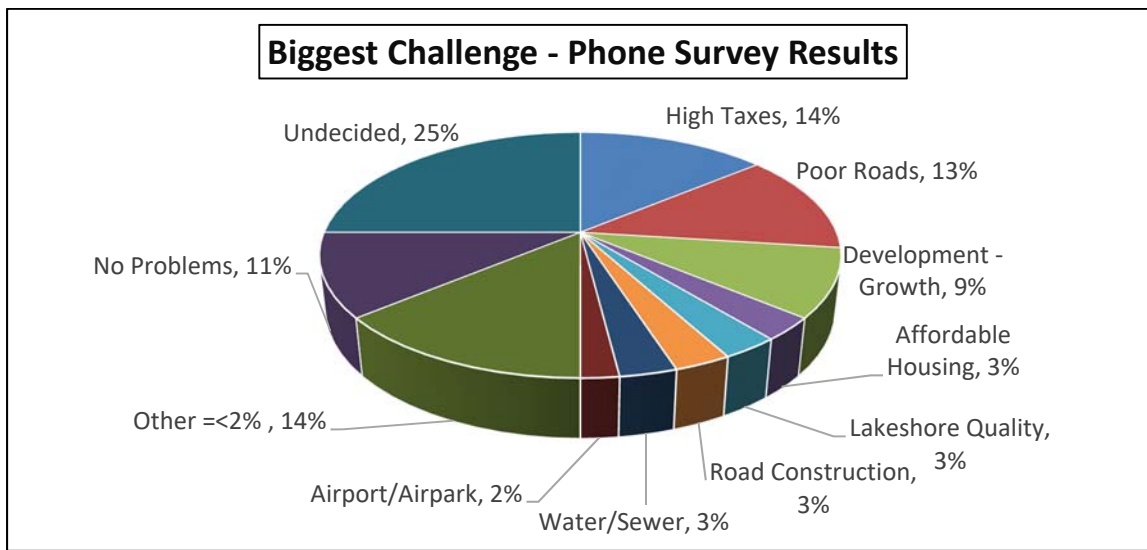
In formulating a way forward on the issue, policymakers are again reminded that the demographic profile of the respondents in the phone survey more closely matches Bureau of the Census demographics for Park Township than does the online survey. With that in mind, the ultimate efficacy of an AirPark will hinge, in part, on the ability to craft a concept that bolsters the identified components held in greatest favor by the phone survey respondents (e.g. STEM instruction) and placing less focus – or even eliminating – those components that were less enthusiastically received (e.g. Splash pad).

Another tool for policymakers is found in the detailed question-by-question demographic analysis that follows. On most questions, demographic subsets from the phone survey reporting in proportions outside the overall average for the question are identified. In the first “Support/Oppose” test, demographic analysis from the online survey is also included. For Board members and other stakeholders, focusing on the questions of greatest importance to them, with an eye toward commonality of demographic subsets identified therewith, will assist in deliberations on the issue.

DETAILED ANALYSIS OF SURVEY RESULTS

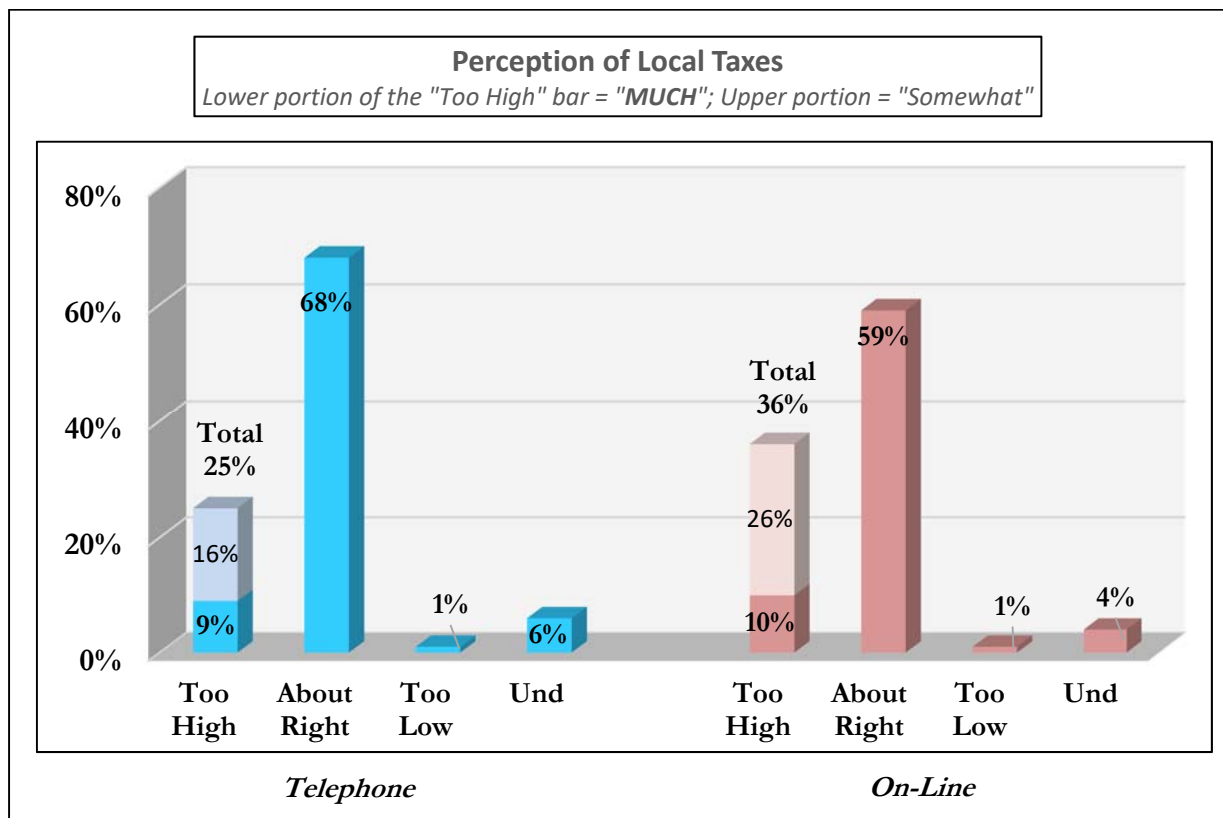
Biggest Challenge Facing Park Twp. – Q.3

In an open-ended question, respondents were asked to identify the single biggest challenge facing Park Township residents. The charts below illustrate the proportions of responses falling into similar major categories for each of the surveys:



Value of Services for Taxes Paid – Q.4

Respondents were asked if the taxes paid to their local unit of government were, *too high, too low, or about right*, for what they get back in services. For those reporting “too high” a follow-up asked if they thought they were “Much” or “Somewhat” too high.



Telephone survey subgroups reporting “Too high” in proportions significantly higher than 25 percent total included:

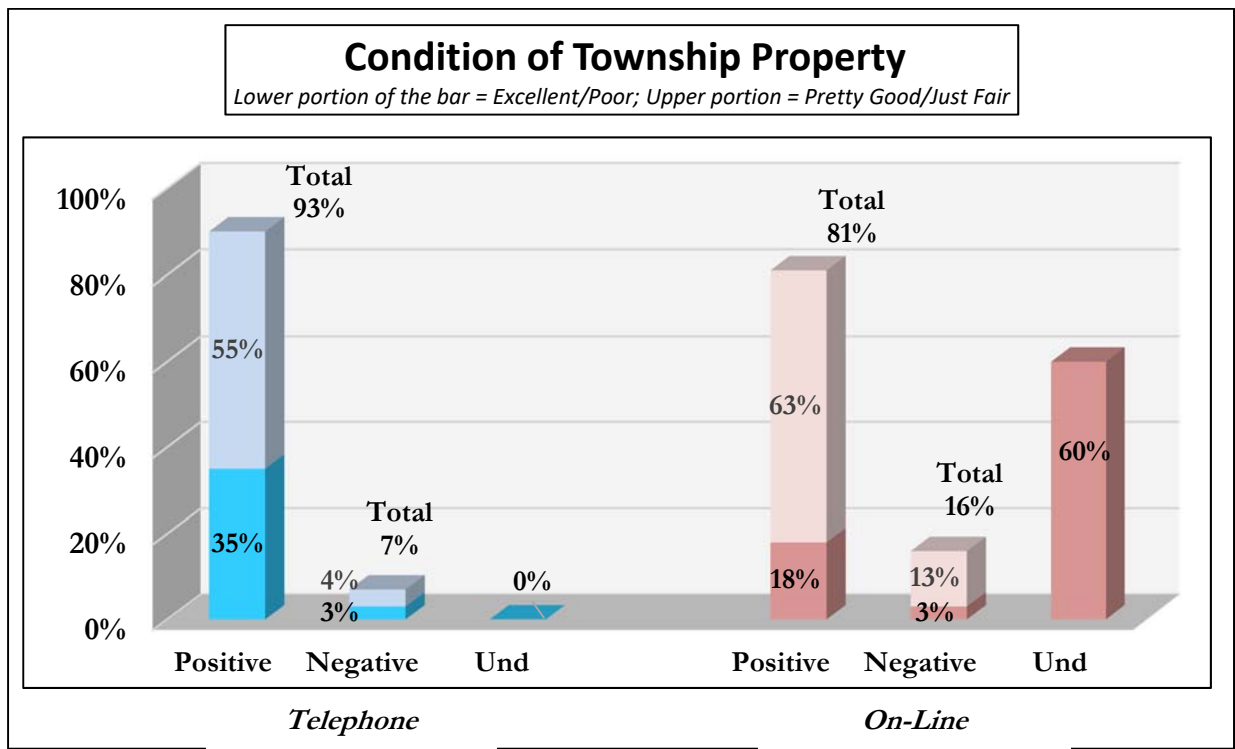
- 38% Final test – Oppose
- 37% Test after details – Oppose
- 35% After Info test – Oppose
- H.S. or less
- 33% First test – Oppose
- 30% Age 35-49
- Info source – Word of mouth
- “Other priorities” argument – Convincing

Telephone survey subgroups reporting “About right” in proportions significantly higher than 68 percent total included:

- 78% Info source – Social media
Post H.S.
- 76% “Other priorities” argument – Not convincing
Age 18-34
- 74% First test – Support
Final test – Support
Over \$100K hh income
- 73% Rate airport – Negative
Test after details – Support

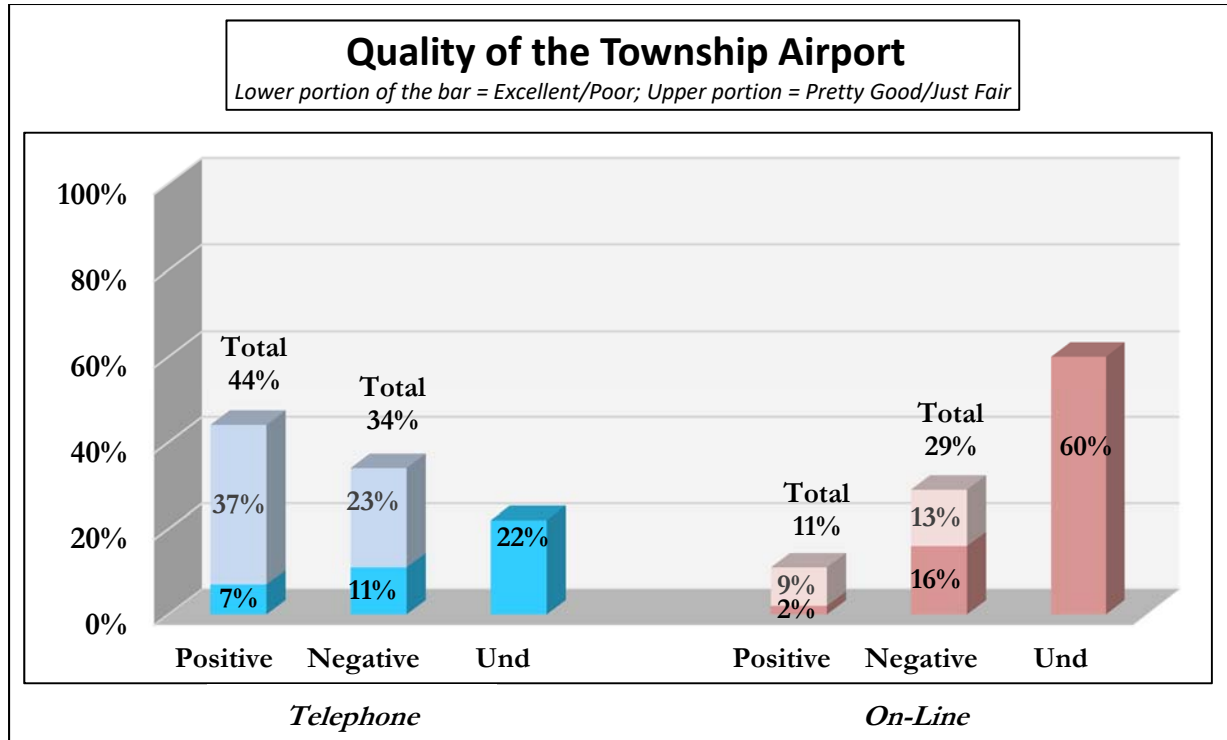
Rate Township Buildings, Grounds and Property – Q.5

Respondents were next asked to assess the condition of buildings, facilities, property and grounds owned and operated by Park Township, by issuing a Positive rating of *excellent* or *pretty good* or, a Negative rating of *just fair* or *poor*.



Rate the Quality of the Park Twp. Airport – Q.6

Next up for respondents' consideration was the assessment of the quality of the airport. Once again, the previous Positive/Negative rating criteria were solicited in the question.



Telephone survey subgroups reporting Positive in proportions significantly higher than 44 percent total included:

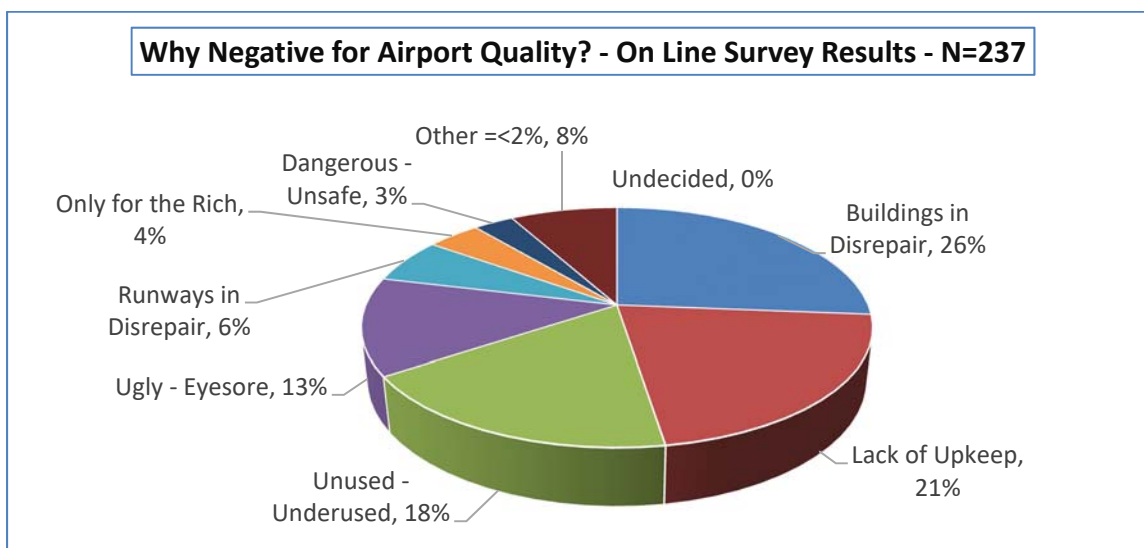
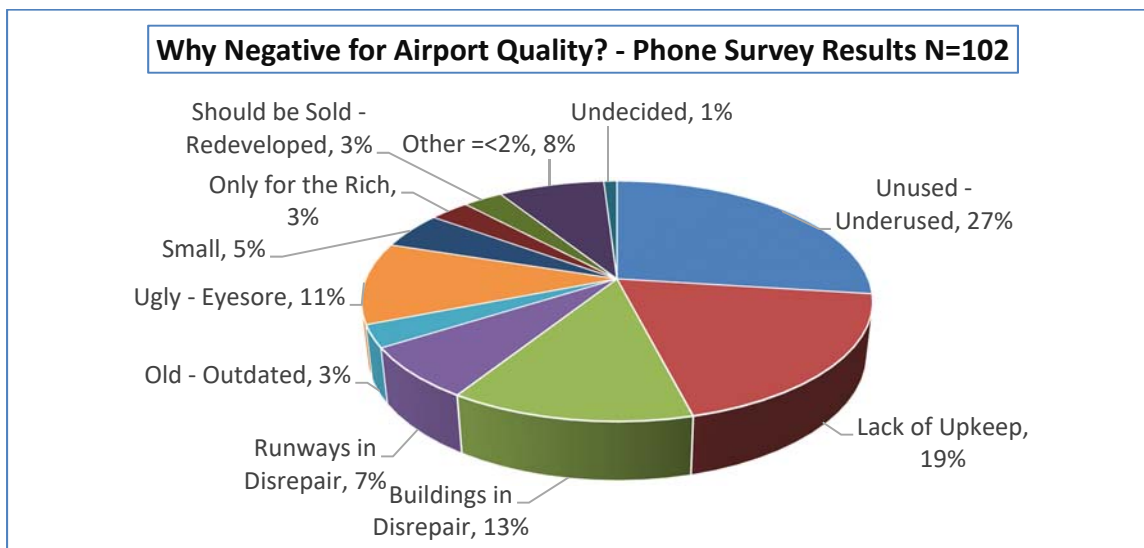
- 56% AirPark concept – Aware
- 55% “Other priorities” argument – Not convincing
- 53% Info source – Word of mouth
- 50% \$75K - \$100K hh income
- 49% South region residents

Telephone survey subgroups reporting Negative in proportions significantly higher than 34 percent total included:

- 46% Men 18-49
- 42% Info source – Social media
- 40% Middle test – Support
Age 35-49
Men
- 39% Children – Yes

Reasons for Negative Rating – Q.7

Respondents issuing a Negative rating on the airport’s quality were asked to report their top-of-mind reason. Over one-quarter of the 102 qualified respondents (27 percent) mentioned some variation of “Unused/Underused”, with the proportions of four other categories going to disrepair combining to capture 42 percent of the responses. The chart below illustrates the distribution of the non-prompted responses:



More; Enough; Too Much – Qs.8-14

Seven services often provided by local governments for the benefit of its citizens were randomly presented to respondents who were then asked if Park Township was doing *Enough* for the presented item, was it doing *Too much* or, if the Township should do *More* in the subject area. For those reporting *More*, a follow-up question asked if it would be *Much* more or *Somewhat*. Displayed below is the roster of questions, rank ordered highest to lowest, Total More (the combination of much and somewhat):

| High-to-Low TOTAL MORE Phone Survey | <u>Much More</u> | <u>Smwt More</u> | <u>TOTAL MORE</u> | <u>Enough</u> | <u>Too Much</u> | <u>Und DK</u> |
|---|-------------------------|-------------------------|--------------------------|----------------------|------------------------|----------------------|
| Keeping residents informed about problems, issues, programs and events. | 15% | 20% | 35% | 63% | --- | 2% |
| WEB: Total More Ranking:1 | 12% | 34% | 46% | 50% | 1% | 3% |
| Making recreational opportunities available for residents of all ages and interests. | 6% | 16% | 23% | 71% | 3% | 3% |
| WEB: Total More Ranking:3 | 7% | 26% | 33% | 60% | 4% | 3% |
| Ensuring a proper balance between greenspace and areas where development is allowed. | 9% | 12% | 21% | 67% | 5% | 7% |
| WEB: Total More Ranking:2 | 17% | 28% | 45% | 47% | 4% | 4% |
| Promoting economic development and attracting businesses and tourism to the area. | 5% | 16% | 21% | 62% | 6% | 11% |
| WEB: Total More Ranking:6 | 7% | 23% | 30% | 54% | 9% | 7% |
| Preserving sites of historical importance to the township and its residents. | 7% | 8% | 15% | 69% | --- | 16% |
| WEB: Total More Ranking:4 | 8% | 24% | 32% | 56% | 6% | 6% |
| Providing non-motorized transportation options such as sidewalks, bike paths and hiking trails. | 5% | 6% | 11% | 82% | 6% | 1% |
| WEB: Total More Ranking:7 | 4% | 22% | 26% | 67% | 5% | 2% |
| Maintaining existing parks and recreational facilities. | 3% | 9% | 12% | 85% | 1% | 2% |
| WEB: Total More Ranking:5 | 6% | 25% | 31% | 65% | 2% | 2% |

Telephone survey subgroups reporting Recreational Opportunities in proportions significantly higher than 23 percent total included:

41% Info source – Social media
 38% Age 18-34
 32% Women 18-49
 30% \$50K - \$75K hh income
 28% Age 18-49
 29% AirPark concept – Unaware
 Post H.S.
 Under \$50K hh income

Telephone survey subgroups reporting Greenspace/Development Balance in proportions significantly higher than 21 percent total included:

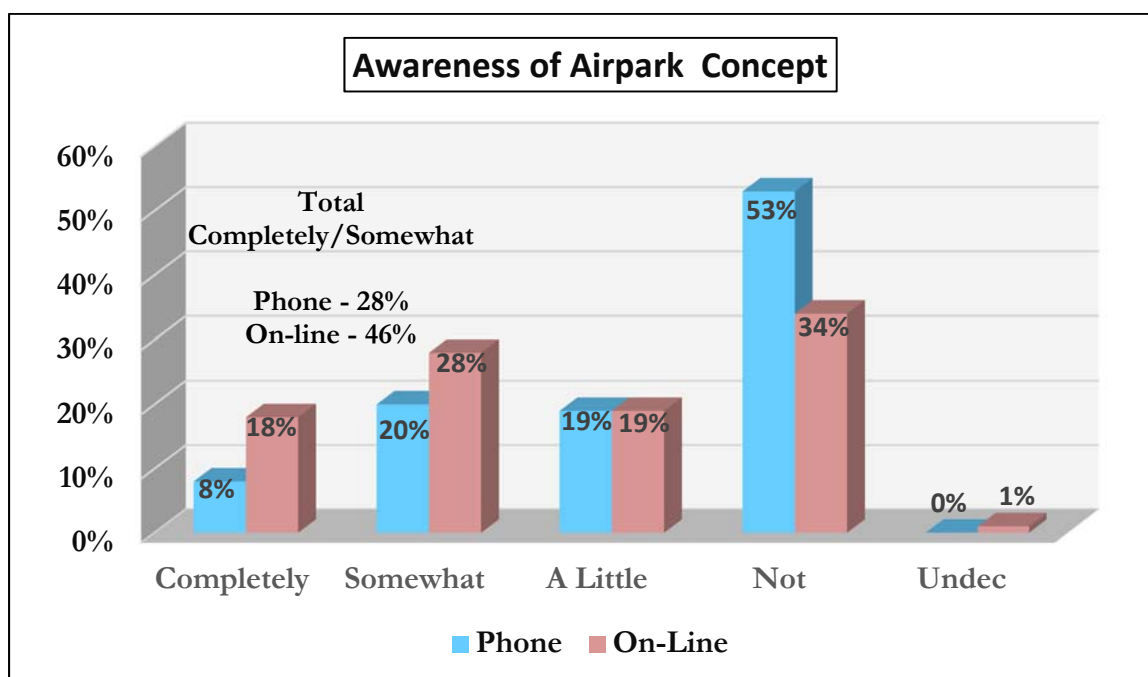
35% Info source – Holland Sentinel
 29% Info source – Social media
 27% Rate airport – Undecided
 \$50K - \$75K hh income
 26% Women

Telephone survey subgroups reporting Economic Development/Tourism in proportions significantly higher than 21 percent total included:

30% Under \$50K hh income
 29% Info source – Social media
 Men 18-49
 28% Rate airport – Undecided
 27% Children at home – Yes
 26% Over \$100K hh income

Semi-prompted, Self-reported Awareness of the AirPark Concept – Q.15

A background statement briefly describing the airport’s history, the creation of a Vision Committee, and the development of a multi-purpose AirPark was presented to respondents. Following this statement, respondents were asked to assess how aware they were of the AirPark concept. The options for response were: *Completely aware of the concept and details*; *Somewhat aware of the concept generally, but not the details*; *Only a Little aware, the statement reminded them*; and, *First time it was heard of*. The graph below illustrates the distribution of responses:



Telephone survey subgroups reporting Completely/Somewhat in proportions significantly higher than the combined 28 percent total included:

- 48% Men 50+
- 43% Age 65+
- 41% Info source -- Website
- 37% First test – Oppose
- Mid-test – Oppose
- “Other priorities” argument – Not convincing
- Age 50+
- 36% Rate airport -- Positive
- Info test – Oppose
- Test after details – Oppose
- Men
- 33% Final test – Oppose

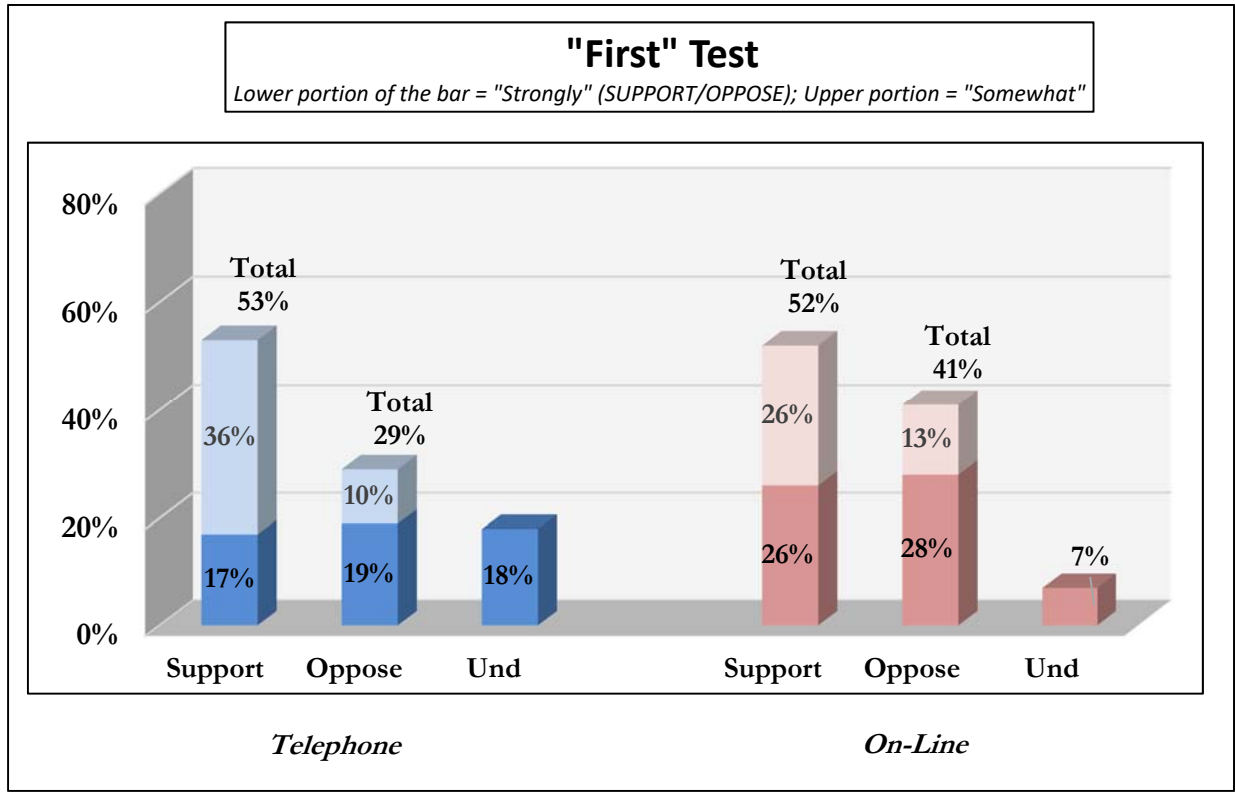
Telephone survey subgroups reporting Not Aware in proportions significantly higher than the combined 53 percent total included:

88% Age 18-34
75% Men 18-49
73% Info source – Social media
72% Age 18-49
65% Rate airport – Undecided
Age 35-49
\$50K - \$75K hh income
62% Children at home – Yes
61% Post H.S.
60% First test – Undecided
Info source – Word of mouth
Under \$50K hh income
59% Mid-test – Support
\$75K - \$100K hh income
58% North region residents
After Info test – Support
Test after details – Support

Initial "First Test" of the AirPark Concept - Q.16

Having had a brief description of the AirPark concept provided to them, respondents were then asked if they supported or opposed "the township pursuing a plan to convert the existing 80-acre airport site into a multi-purpose concept like the AirPark development." For those offering a response, gradations of *strongly* and *somewhat* [support/oppose] were elicited.

The following graph illustrates the distribution of responses to this initial "cold vote":



Telephone survey subgroups reporting Total “Support” in proportions significantly higher than 53 percent total included:

| | |
|-----|--|
| 83% | After Info test – Support |
| 81% | Test after details – Support |
| | Final test – Support |
| 80% | Mid-test – Support |
| 74% | Info source – Website |
| | \$75K - \$100K hh income |
| 72% | Info source – Social media |
| 68% | “Other priorities” argument – Not convincing |
| | Age 18-34 |
| 65% | Children at home – Yes |
| 63% | Post H.S. |
| 59% | Age 18-49 |
| | Women 18-49 |
| 58% | Taxes – About right |
| | Rate airport – Positive |
| | \$50K - \$75K hh income |
| | Men 18-49 |

Online survey subgroups reporting Total “Support” in proportions significantly higher than 52 percent total included (Subgroups in **bold** also appear in the phone survey analysis for this question):

| | |
|------------|---|
| 94% | After Info test – Support |
| 92% | Final test – Support |
| 90% | Test after details – Support |
| | Mid-test – Support |
| 86% | “Other priorities” argument – Not convincing |
| 76% | Women 18-49 |
| 68% | Info source – Social media |
| 67% | Age 35-49 |
| | \$75K - \$100K hh income |
| 66% | \$50K - \$75K hh income |
| | Men 18-49 |
| 65% | Age 18-49 |
| 63% | Taxes – About right |
| 62% | Children at home – Yes |
| 60% | Women |
| 57% | Age 50-64 |
| 56% | Age 18-34 |
| | Over \$100K hh income |

Subgroups appearing in the phone survey “Support” analysis but NOT in the online analysis included (online % shown):

| | |
|-----|-------------------------|
| 54% | Post H.S. |
| | Rate airport – Positive |
| 52% | Info source – Website |

Telephone survey subgroups reporting Total “Oppose” in proportions significantly higher than 29 percent total included:

| | |
|-----|------------------------------------|
| 67% | <i>After Info test – Oppose</i> |
| 61% | <i>Test after details – Oppose</i> |
| 59% | <i>Mid-test – Oppose</i> |
| | <i>Final test – Oppose</i> |
| 42% | <i>H.S. or less</i> |
| 38% | <i>AirPark concept – Aware</i> |
| 37% | <i>Taxes – Too high</i> |
| 35% | <i>Over \$100K hh income</i> |
| 34% | <i>Info source – Word of mouth</i> |

Online survey subgroups reporting Total “Oppose” in proportions significantly higher than 41 percent total included (Subgroups in **bold** also appear in the phone survey analysis for this question):

| | |
|------------|---|
| 87% | <i>After Info test – Oppose</i> |
| | <i>Test after details – Oppose</i> |
| 84% | <i>Mid-test – Oppose</i> |
| 82% | <i>Final test – Oppose</i> |
| 61% | <i>Taxes – Too high</i> |
| 54% | <i>“Other priorities” argument – Convincing</i> |
| 50% | <i>H.S. or less*</i> |
| 49% | <i>Under \$50K hh income</i> |

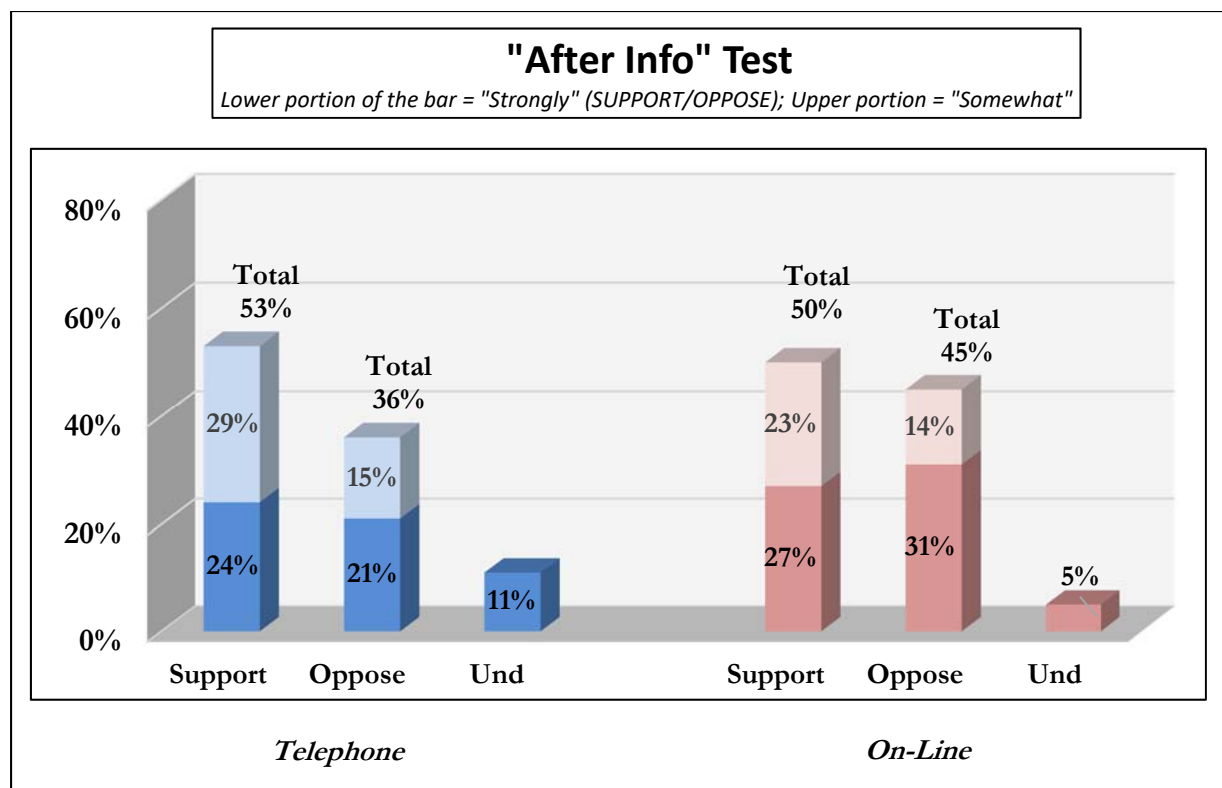
* Small N-size

Subgroups appearing in the phone survey “Oppose” analysis but NOT in the online analysis included (online % shown):

| | |
|-----|------------------------------------|
| 44% | <i>AirPark concept – Aware</i> |
| 43% | <i>Info source – Word of mouth</i> |
| 40% | <i>Over \$100K hh income</i> |

Support/Opposition after More Information – Q.17

Using the information contained in the Vision Committee’s AirPark Master Plan publication, respondents were presented with more information about the concept. The question’s introductory script wove the committee’s four guiding principles into a three-paragraph narrative describing the envisioned phase-in of the plan’s major components, some detail about the improvements included in the phases, and the possible revenue sources to pay for the estimated cost of the project. At the end of this narrative, respondents were again asked – knowing more about the concept – whether they supported or opposed having the township pursue the AirPark plan. The results of this “After-info” test are illustrated in the chart that follows:



Telephone survey subgroups reporting Total "Support" in proportions significantly higher than 53 percent total included (subgroups in **bold** DID NOT appear in the First Test Support analysis at Q.16):

- 91% *Test after details – Support*
- 90% *Mid-test – Support*
- Final test – Support*
- 85% *"Other priorities" argument – Not convincing*
- 84% *First test – Support*
- 75% *Age 18-34*
- 69% *Info source – Social media*
- 68% *\$50K - \$75K hh income*
- 66% ***Info source – Holland Sentinel***
- Info source – Website*
- 64% *Post H.S.*
- Women 18-49*
- 61% ***South region residents***
- Children at home – Yes*
- 59% ***AirPark concept – Unaware***
- Age 18-49*
- 58% *\$75K - \$100K hh income*

Telephone survey subgroups “Supporting” in proportions significantly higher than the average in the First Test but not appearing outside the norm of 53% on the After-Info test included:

- 57% Taxes – About right
- Rate airport – Positive
- 55% Men 18-49

Online survey subgroups reporting Total “Support” in proportions significantly higher than XX percent total included (subgroups in **bold** DID NOT appear in the First Test Support analysis at Q.16):

- 84% Pool to Gym – Yes

Telephone survey subgroups reporting Total “Oppose” in proportions significantly higher than 35 percent total included (subgroups in **bold** DID NOT appear in the First Test analysis at Q.16):

- 84% Test after details – Oppose
- 83% Mid-test – Oppose
- 82% First test – Oppose
- Final test – Oppose
- 49% Taxes – Too high
- 46% AirPark concept – Aware
- 45% “Other priorities” argument – Convincing
- 42% **Rate the airport -- Undecided**
- 41% **North region residents**
- Age 50-64**
- Age 65+**
- Info source – Word of mouth
- Age 50+**
- Women 50+**
- 40% **AirPark concept – Unaware**
- Info source – Township publications**
- Men 50+**

Telephone survey subgroups “Opposing” in proportions significantly higher than the average in the First Test but not appearing outside the norm of 53% on the After-Info test included:

- 37% H.S. or less
- 32% Over \$100K hh income

Online survey subgroups reporting Total “Oppose” in proportions significantly higher than XX percent total included (subgroups in **bold** DID NOT appear in the First Test analysis at Q.16):

- 84% Pool to Gym – Yes

Plan components: Support/Oppose Rankings – Qs.18-28

Respondents were next presented with a description of some of the specific features envisioned as being included in the AirPark development. They were asked to put aside whether they had supported or opposed the plan in the previous questions and report whether they supported or opposed each feature as it was being presented. If the respondent expressed an opinion, they were asked to indicate the intensity of their sentiment by describing it as either, *Strongly* or, *Somewhat*, [support/oppose]. The charts below illustrate the most to least supported components based on the combination of strongly and somewhat, represented as “Total Support”:

| Top 4 of 11 AirPark Features Ranked by Phone Survey “TOTAL Support” | Strong Support | TOTAL Support | TOTAL Oppose | Strong Oppose | DK/UND |
|--|-----------------------|----------------------|---------------------|----------------------|---------------|
| Multi-use trails and paths would be included on the site, which would be integrated with the existing trail network in adjacent Cooper Van-Wieren Park, the County Fair Grounds and Winstrom Park. | 42% | 75% | 22% | 16% | 3% |
| WEB: Total Support Ranking:1 | 42% | 72% | 23% | 15% | 5% |
| Science, Technology, Engineering and Math education – known as STEM –would be integrated into the overall plan with formal classroom space made available at the planned museum and other building sites. | 42% | 70% | 24% | 18% | 6% |
| WEB: Total Support Ranking:6 | 38% | 61% | 33% | 21% | 6% |
| The southeast section of the property would revert to native prairie land with a pond, a relocated Wakazoo Indian Memorial and night sky observatory, with paths and boardwalks interconnecting the area with the rest of the Airpark. | 37% | 68% | 25% | 15% | 7% |
| WEB: Total Support Ranking:2 | 38% | 70% | 25% | 16% | 5% |

| Top 4 of 11 AirPark Features Ranked by Phone Survey “TOTAL Support” | Strong Support | TOTAL Support | TOTAL Oppose | Strong Oppose | DK/UND |
|--|-----------------------|----------------------|---------------------|----------------------|---------------|
| Easements for tree trimming would be purchased and runway improvements would be made to qualify the airport for currently unavailable Michigan Dept. of Transportation grants. | 33% | 68% | 22% | 15% | 10% |
| WEB: Total Support Ranking:7 | 35% | 59% | 35% | 25% | 6% |

Telephone survey subgroups reporting Total “Support” for Trails in proportions significantly higher than 75 percent total included:

- 98% Info source – Website
- 97% Test after details – Support
- 96% Mid-test – Support
- 95% Final test – Support
- 94% After Info test – Support
- 90% First test – Support
- “Other priorities” argument – Not convincing
- 87% Info source – Social media
- 85% Children at home – Yes
- 84% Over \$100K hh income
- 83% Info source – Holland Sentinel
- 82% Age 18-34
- Women 18-49
- 81% Taxes – About right
- 80% College education

Telephone survey subgroups reporting Total “Oppose” for Trails in proportions significantly higher than 22 percent total included:

- 54% First test – Oppose
- 52% Test after details – Oppose
- Mid-test – Oppose
- 51% After Info test – Oppose
- 550% Final test – Oppose
- 38% Taxes – Too high
- 33% H.S. or less
- Under \$50K hh income
- 29% Info source – Word of mouth
- 28% Age 65+
- Men 50+
- 27% Rate airport – Undecided
- AirPark concept – Aware
- “Other priorities” argument – Convincing
- Children at home – No

Telephone survey subgroups reporting Total “Support” for STEM in proportions significantly higher than 70 percent total included:

| | |
|-----|--|
| 96% | Test after details – Support |
| | Mid-test – Support |
| 95% | After Info test – Support |
| 94% | Final test – Support |
| 92% | First test – Support |
| 91% | “Other priorities” argument – Not convincing |
| 90% | Info source – Social media |
| 89% | Info source – Website |
| 88% | Age 18-34 |
| 85% | \$75K - \$100K hh income |
| 84% | Children at home – Yes |
| 79% | Rate airport – Negative |
| | Over \$100K hh income |
| | Men 18-49 |
| 78% | Info source – Holland Sentinel |
| | Age 18-49 |
| 77% | Women 18-49 |
| 76% | South region residents |
| 75% | Post H.S. |

Telephone survey subgroups reporting Total “Oppose” for STEM in proportions significantly higher than 24 percent total included:

| | |
|-----|--|
| 68% | First test – Oppose |
| 60% | Mid-test – Oppose |
| 59% | After Info test – Oppose |
| | Test after details – Oppose |
| 57% | Final test – Oppose |
| 38% | Taxes – Too high |
| 36% | Under \$50K hh income |
| 34% | H.S. or less |
| 31% | “Other priorities” argument – Convincing |
| 30% | Rate airport – Undecided |
| | AirPark concept – Little aware |
| | Info source – Word of mouth |
| 29% | Men 50+ |

| Top 5th and 6th Features Ranked by “TOTAL Support” | Strong Support | TOTAL Support | TOTAL Oppose | Strong Oppose | DK/UND |
|--|-----------------------|----------------------|---------------------|----------------------|---------------|
| A segregated area would be reserved for both aviation-related activities such as balloon rides and drone races, and non-aviation related events such as car shows, with an observation deck erected to accommodate spectators. | 34% | 65% | 29% | 17% | 6% |
| WEB: Total Support Ranking:4 | 34% | 62% | 32% | 21% | 6% |
| A Pilots and Veterans Memorial would be erected next to the planned new multi-purpose community center and airport terminal. | 32% | 65% | 29% | 18% | 6% |
| WEB: Total Support Ranking:9 | 25% | 58% | 35% | 20% | 7% |
| Top 7th through 11th Features Ranked by “TOTAL Support” | Strong Support | TOTAL Support | TOTAL Oppose | Strong Oppose | DK/UND |
| The Township Historic Hanger would be turned into the Park Township Aviation Museum, similar in style to the nearby Pump House Museum, featuring displays documenting the airport’s history from its creation in the early 1930’s. | 31% | 64% | 31% | 16% | 5% |
| WEB: Total Support Ranking:3 | 30% | 63% | 31% | 19% | 6% |
| A multi-purpose community building would be erected, to replace the existing airport terminal and provide additional office and meeting space for the local Civil Air Patrol Squadron and for other community uses and activities. | 31% | 64% | 30% | 18% | 6% |
| WEB: Total Support Ranking:8 | 28% | 58% | 37% | 26% | 5% |
| Six new hangars would be constructed to replace the deteriorating hangars currently at the airport. | 30% | 64% | 30% | 17% | 6% |
| WEB: Total Support Ranking:10 | 29% | 55% | 39% | 28% | 6% |

| Top 7th through 11th Features Ranked by “TOTAL Support” | Strong Support | TOTAL Support | TOTAL Oppose | Strong Oppose | DK/UND |
|--|-----------------------|----------------------|---------------------|----------------------|---------------|
| A playground would be placed near the entrance to the facility off Ottawa Beach Road, featuring traditional playground equipment but customized to match the AirPark’s overall aviation theme. | 33% | 63% | 33% | 22% | 4% |
| WEB: Total Support Ranking:5 | 33% | 62% | 33% | 20% | 5% |
| An aviation-themed water attraction or, splash pad, would be constructed next to the planned playground area. | 27% | 54% | 41% | 29% | 5% |
| WEB: Total Support Ranking:11 | 25% | 49% | 45% | 30% | 6% |

Telephone survey subgroups reporting Total “Oppose” to Splash Pad in proportions significantly higher than 41 percent total included:

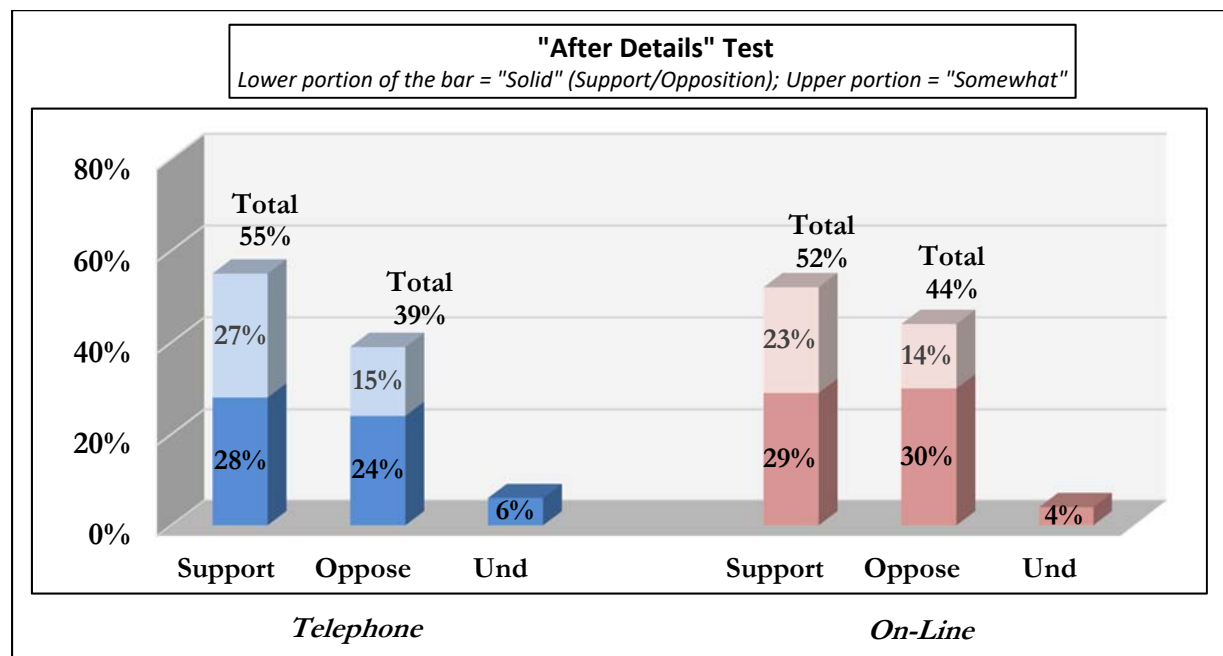
- 79% Test after details – Oppose
- Mid-test – Oppose
- 77% After Info test – Oppose
- 68% First test – Oppose
- 54% Taxes – Too high
- 53% Rate airport – Undecided
- 51% Age 65+
- 50% “Other priorities” argument – Convincing
- Women 50+
- 47% Children at home – No
- 46% Info source – Word of mouth
- 47% AirPark concept – Little aware
- Age 50+
- 45% North region residents

Telephone survey subgroups reporting Total "Support" to Splash Pad in proportions significantly higher than 54 percent total included:

- 83% Test after details – Support
- Mid-test – Support
- 81% After Info test – Support
- 80% "Other priorities" argument – Not convincing
- Final test – Convincing
- 75% Age 18-34
- Info source – Social media
- 73% Children at home – Yes
- Women 18-49
- 71% First test – Support
- 70% Info source – Website
- 67% Info source – Holland Sentinel
- 65% Age 18-49
- 63% Rate airport – Negative
- \$50K - \$75K hh income
- 62% Over \$100K hh income
- 61% South region residents
- 60% Age 35-49
- 59% Men 18-49

Second "After Details" Test – Q.29

After hearing a more detailed description of the AirPark concept and being given the opportunity to express support or opposition to each of them, respondents were again asked to report their Support or Opposition to the idea.



Telephone survey subgroups reporting Total “Support” in proportions significantly higher than 55 percent total included (subgroups in **bold** DID NOT appear in the First Test Support or “Info” Test analyses at Qs.16 and 17):

96% Mid-test – Support
 94% Final test – Support
 93% After info test – Support
 84% “Other priorities” argument – Not convincing
 83% First test – Support
 75% Age 18-34
 Info source – Social media
 74% Info source – Website
 68% Info source – Holland Sentinel
 65% Post H.S.
 64% Women 18-49
 63% Children at home – Yes
 \$50K - \$75K hh income
62% Rate airport – Negative
 60% South region residents
 AirPark concept – Unaware

Telephone survey subgroups “Supporting” in proportions significantly higher than the average in the First Test and/or After-Info test but not appearing outside the norm of 55% on the With Details test included:

59% Age 18-49
 \$75K - \$100K hh income
 Taxes – About right
 54% Rate airport – Positive
 55% Men 18-49

Telephone survey subgroups reporting Total “Oppose” in proportions significantly higher than 39 percent total included (subgroups in **bold** DID NOT appear in the First Test Support or “Info” Test analyses at Qs.16 and 17):

95% Mid-test – Oppose
 92% Final test – Oppose
 91% After Info test – Oppose
 82% First test – Oppose
 57% Taxes – Too high
 50% AirPark concept – Aware
 48% “Other priorities” argument – Convincing
 46% **First test – Undecided**
 Women 50+
 45% Age 65+
 44% Info source – Word of mouth
 Age 50+

Telephone survey subgroups “Opposing” in proportions significantly higher than the average in the First Test and/or After-Info test but not appearing outside the norm of 39% on the With Details test included:

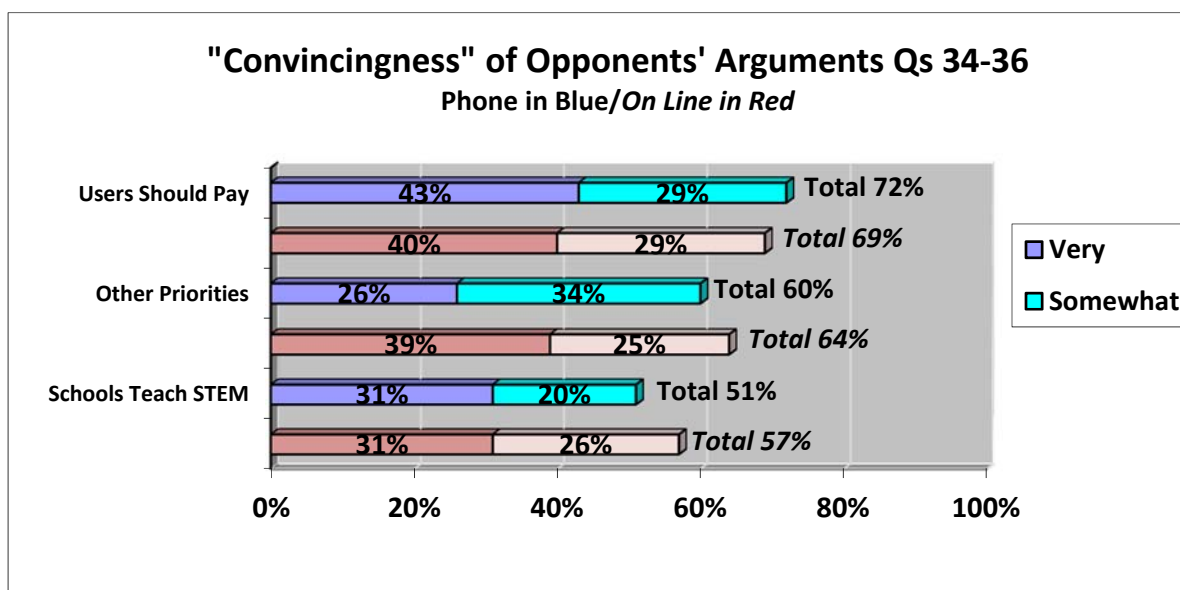
43% Rate the airport – Undecided
 Age 50-64
 H.S. or less
 41% Info source – Township publications
 Men 50+
 36% North region residents
 33% AirPark concept – Unaware
 Over \$100K hh income

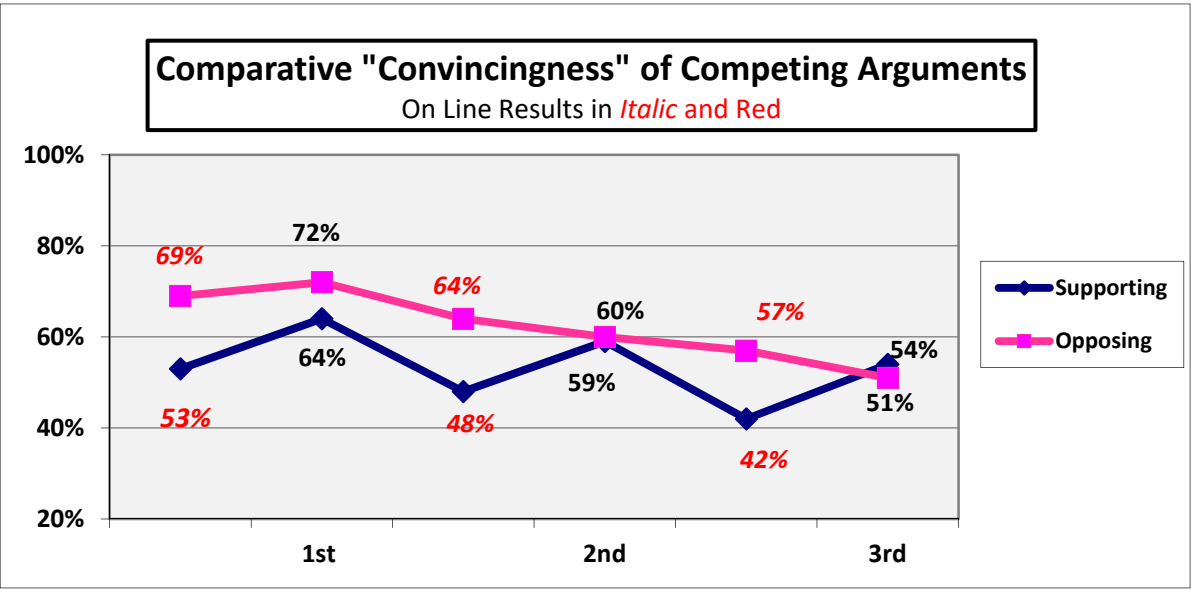
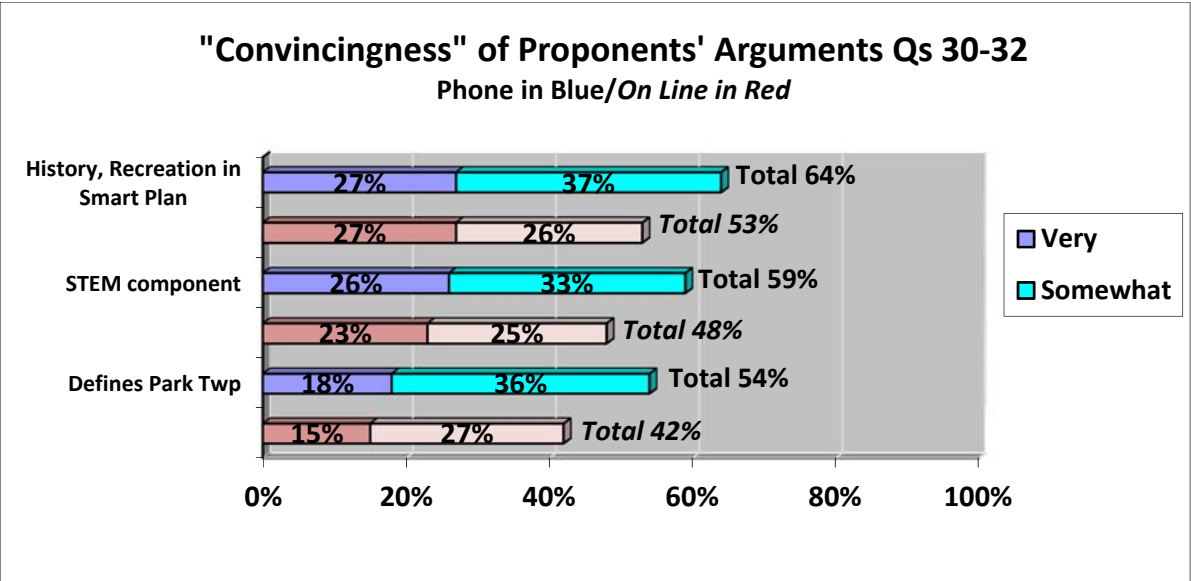
Arguments for and against the proposal - Qs.30-32/Qs.34-36

Three arguments supporting the AirPark concept were read to half the telephone interview sample of 300 respondents, after which a test of support for the idea was taken. Following this exercise, three opposing arguments were presented, again followed by a (final) test of support. For the other half of the 300-respondent sampling, this order of presentation was reversed. A measurement of salience was taken for each of the respective supporting and opposing statements by asking the respondent to indicate – irrespective of what they reported on earlier test of the question – whether they found the statement to be a “*Very convincing*”, “*Somewhat convincing*” or “*Not at all convincing*” reason to [support/oppose] the proposal.

All four of the supporters’ advocacy statements received strong majority “Total convincing” (a combination of “*Very*” and “*Somewhat*”) scores; with none of them being found to be “*Not at all*” convincing by even three-of-ten respondents. In contrast, only one of the opponents’ arguments – a statement questioning the trustworthiness of the district in light of a recently approved sinking fund – found a majority of “Total convincingness” at 59 percent.

The following graphs illustrate the findings from these batteries of questions:





“Mid-Test” after just one set of arguments – Q.33

As noted earlier, a split-sample format was used in the telephone survey whereby one half of the sample heard supporters’ arguments first followed by opponents’ arguments (Split Sample A) and the other half of the sample had this order of presentation reversed (Split Sample B). In either event, after the first set of arguments was presented, a test of support for the concepts was taken to determine if the order of presentation of the respective argument sets (i.e. hearing only one side of the advocacy story) had a significant influence on respondents’ attitudes toward the proposal.

The chart below illustrates the results of this “mid-test” demonstrates advancing the supporting arguments tested in the survey produces a slight advantage to those supporting the AirPark concept but the reader is reminded that to the chart below illustrates differences between subsets of 150 respondents which carries a ± 7.9 percentage point margin of error:

| TOT N=300 | SSA N=150 | SSB N=150 | | Online Survey |
|--------------|--------------|--------------|----------------------|------------------|
| 29% | 26% | 32% | Strongly Support | 28% |
| 25% | 35% | 15% | Somewhat Support | 22% |
| 54% | 61% | 47% | TOTAL SUPPORT | 50% |
| 39% | 32% | 45% | TOTAL OPPOSE | 45% |
| 12% | 13% | 11% | Somewhat Oppose | 13% |
| 27% | 19% | 34% | Strongly Oppose | 32% |
| 7% | 7% | 8% | Undecided/Refused | 5% |

Telephone survey subgroups reporting Total “Convincing” for “Financially Responsible” argument in proportions significantly higher than 64 percent total included:

| | |
|-----|--|
| 94% | Mid-test – Support |
| 93% | Test w/details – Support |
| | Final test – Support |
| 91% | After Info test – Support |
| 86% | “Other priorities” argument – Not convincing |
| 84% | First test – Support |
| | Info source – Social media |
| 82% | Age 18-34 |
| 73% | Women 18-49 |
| 72% | Info source – Holland Sentinel |
| | Children at home – Yes |
| 71% | Rate airport – Negative |
| 70% | Info source – Website |

Telephone survey subgroups reporting Total “Not convincing” for “Financially Responsible” argument in proportions significantly higher than 33 percent total included:

77% Mid-test – Oppose
 75% After info test – Oppose
 Final test – Oppose
 74% Test w/details – Oppose
 71% First test – Oppose
 50% Taxes – Too high
 42% “Other priorities” argument – Convincing
 Info source – Word of mouth
 41% AirPark concept – Aware
 38% Rate airport – Positive
 Under \$50K hh income
 Men 50+

Telephone survey subgroups reporting Total “Convincing” for “More Important Priorities” argument in proportions significantly higher than 72 percent total included:

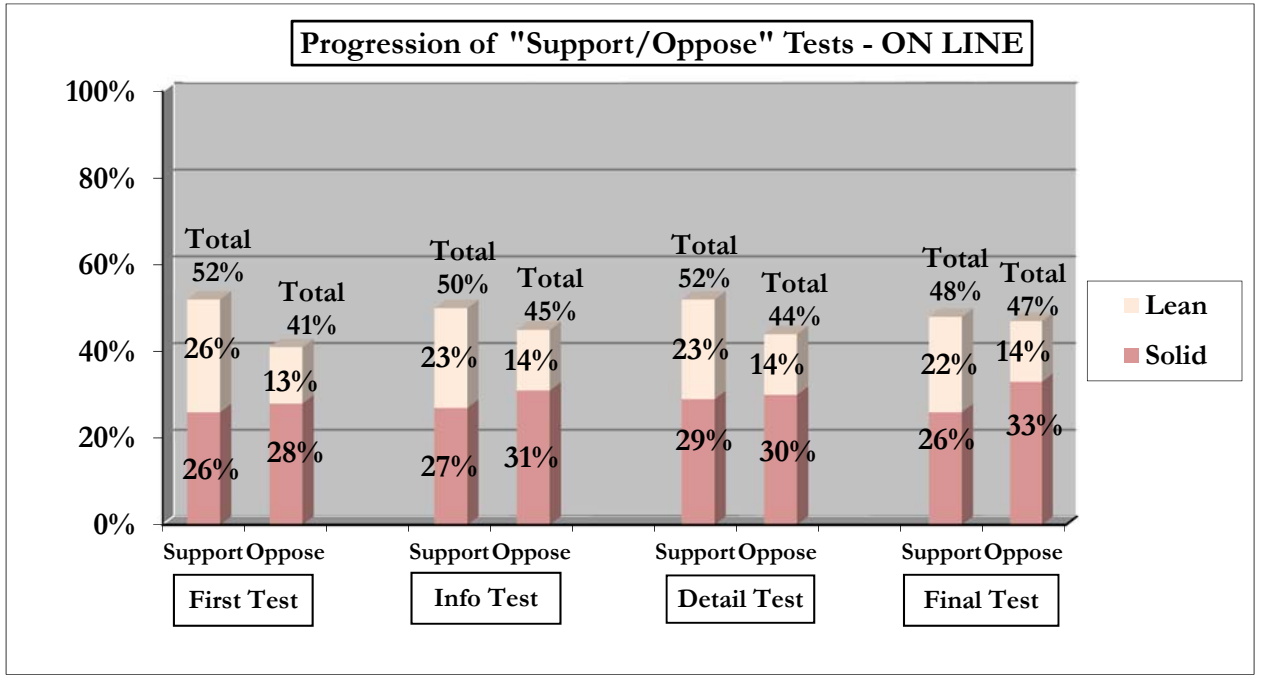
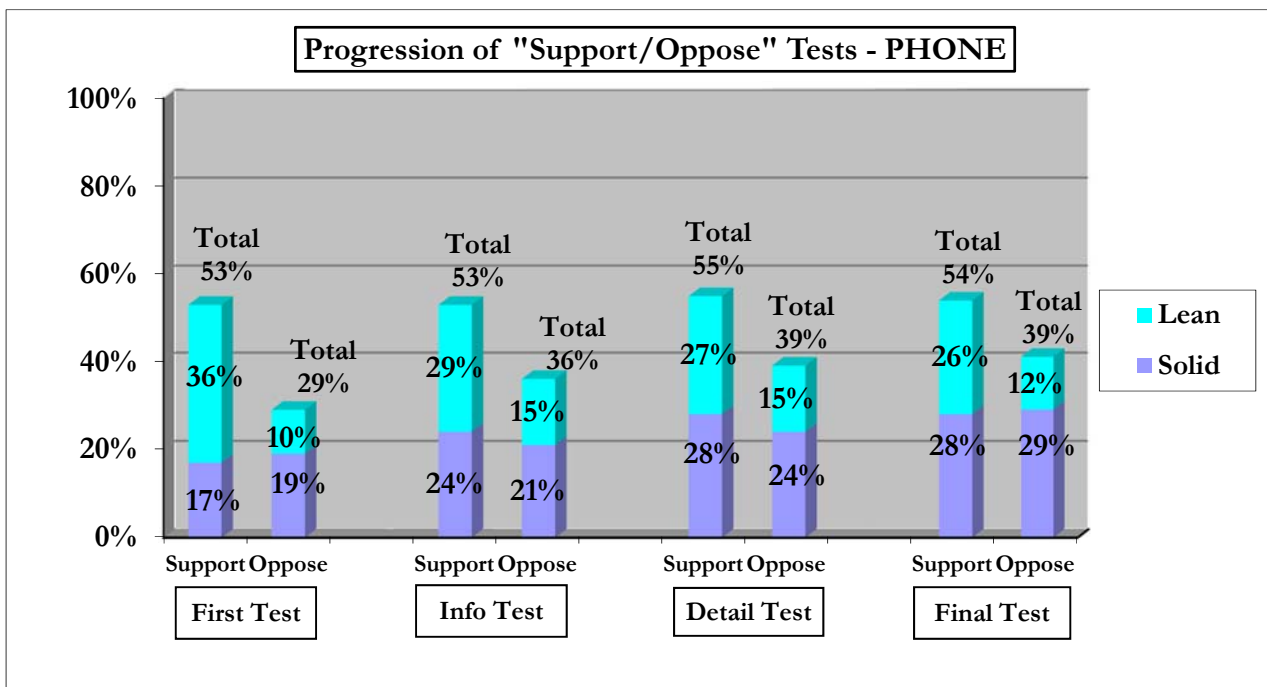
92% Mid-test – Oppose
 91% Final test – Oppose
 89% Test w/details – Oppose
 88% Rate airport – Undecided
 85% Taxes – Too high
 82% \$75K - \$100K hh income
 81% First test – Oppose
 79% North region residents
 Men 18-49
 78% Info source – Website
 77% AirPark concept – Not aware
 After info test – Undecided
 Age 35-49
 Children at home – Yes

Telephone survey subgroups reporting Total “Not Convincing” for “More Important Priorities” argument in proportions significantly higher than 24 percent total included:

42% Info source – Holland Sentinel
 39% Mid-test – Support
 Final test – Support
 38% After info test – Support
 Age 18-34
 37% Test w/details – Support
 \$50K - \$75K hh income
 32% AirPark concept – Aware
 Over \$100K hh income
 31% South region residents
 First test – Support
 Men 50+
 30% Rate airport – Positive
 Under \$50K hh income

Final vote after hearing all arguments - Q.34

After hearing arguments both for and against the AirPark proposal, respondents were asked a final time to report their support or opposition to it. The chart below shows the progression of responses on the concept among all 300 respondents:



Telephone survey subgroups reporting Total “Support” in proportions significantly higher than 54 percent total included (subgroups in **bold** DID NOT appear in the First Test, “Info Test” and/or “Test w/Detail” analyses at Qs.16, 17, and 29):

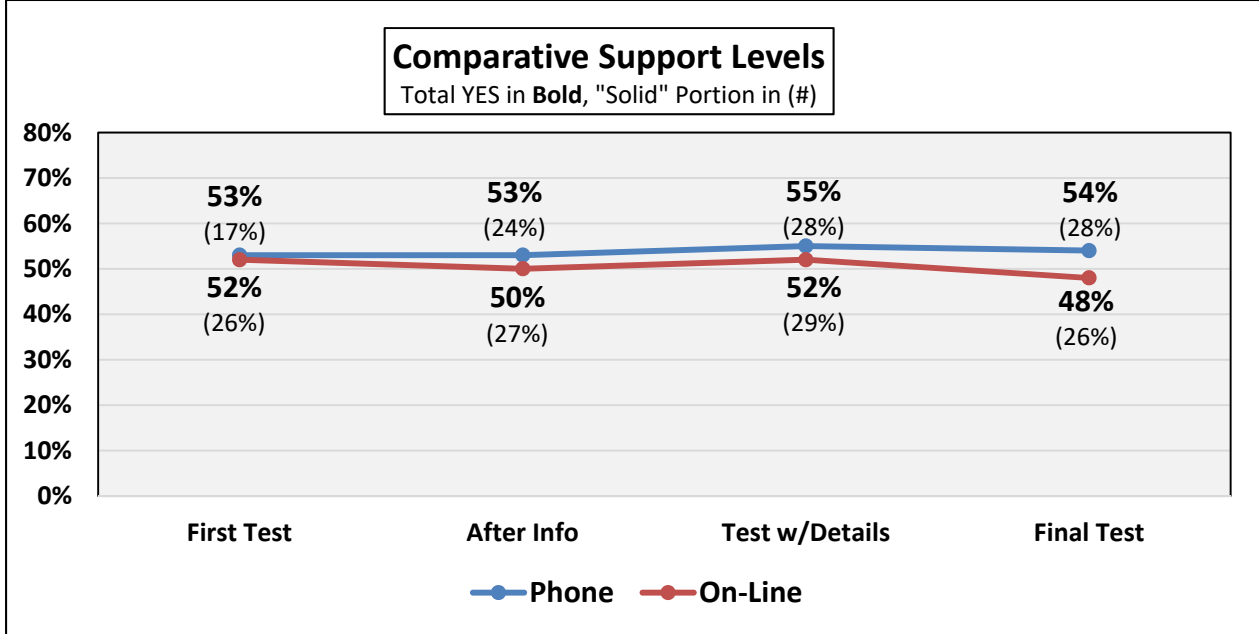
95% Mid-test – Support
 94% Test w/details – Support
 92% After info test – Support
 89% “Other priorities” argument – Not convincing
 83% First test – Support
 81% Info source – Website
 75% Age 18-34
 71% Info source – Social media
 68% Info source – Holland Sentinel
 66% \$50K - \$75K hh income
 Women 18-49
 62% South region residents
 \$75K - \$100K hh income
 61% Rate airport – Negative
Over \$100K hh income
 60% Post H.S.
 59% Taxes – About right
 Children at home – Yes
 Age 18-49

Telephone survey subgroups reporting Total “Oppose” in proportions significantly higher than 39 percent total included (subgroups in **bold** DID NOT appear in the First Test, “Info Test” and/or “Test w/Detail” analyses at Qs.16, 17, and 29):

92% Test w/details – Oppose
 Mid-test – Oppose
 90% After Info test – Oppose
 79% First test – Oppose
 58% Taxes – Too high
 51% First test – Undecided
 49% Rate the airport – Undecided
 “Other priorities” argument – Convincing
 47% Women 50+
 46% AirPark concept – Aware
 Info source – Word of mouth
 45% North region residents
 Age 65+
 H.S. or less
Under \$50K hh income

Comparison of Support for the Proposals

The following line chart illustrates the respective levels of support reported for the three proposals presented to respondents in the four separate survey measurements:



Key Subgroup Comparison of Support

| | First Test Total Support | | Info Test Total Support | | Test After Details Total Support | | Final Test Total Support | |
|-------------------------------------|-----------------------------|---------------|----------------------------|---------------|-------------------------------------|---------------|-----------------------------|---------------|
| | Phone 53% | Online 52% | Phone 53% | Online 50% | Phone 55% | Online 52% | Phone 54% | Online 48% |
| Taxes – “Too high” | 39% | 33% | 40% | 31% | 39% | 32% | 39% | 29% |
| Taxes – “About right” | 58% | 63% | 57% | 61% | 59% | 64% | 59% | 61% |
| AirPark – Completely/Somewhat Aware | 53% | 53% | 48% | 52% | 47% | 54% | 48% | 51% |
| AirPark – Not at all Aware | 55% | 52% | 59% | 50% | 60% | 51% | 57% | 48% |
| “Other Priorities” – Convincing | 48% | 40% | 44% | 37% | 45% | 39% | 44% | 36% |
| “Other Priorities” – Not Convincing | 68% | 86% | 85% | 89% | 84% | 91% | 89% | 90% |
| Children at Home – No | 48% | 51% | 50% | 51% | 51% | 53% | 52% | 50% |
| Children at Home – Yes | 65% | 62% | 61% | 59% | 63% | 61% | 59% | 57% |
| Under \$50K hh income | 61% | 46% | 51% | 49% | 54% | 49% | 50% | 49% |
| Over \$100K hh income | 45% | 56% | 56% | 57% | 59% | 58% | 61% | 55% |
| Age 50+ | 50% | 53% | 50% | 52% | 53% | 54% | 53% | 51% |
| Age 18-49 | 59% | 65% | 59% | 62% | 59% | 64% | 59% | 62% |
| Women 50+ | 47% | 57% | 45% | 56% | 52% | 57% | 49% | 55% |
| Women 18-49 | 59% | 76% | 64% | 67% | 64% | 74% | 64% | 74% |

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