

Park Township AirPark Citizen Attitude and Opinion

Results of Telephone and On-line Surveys

Methodology

- Phone Survey:
 - 300-sample live operator telephone interview;
 - Conducted May 13 through 18, 2019;
 - ± 5.7 point margin of error.
- On-Line Survey:
 - Postcards were mailed to the 6,860 unique addresses appearing on the Secretary of State Qualified Voter File;
 - Open for participation from May 17 through June 10, 2019;
 - Reminder included in Park Twp. E-newsletter circa June 3rd;
 - Total of 839 useable responses - ± 3.2 point margin of error.

Comparison of Age Categories

N=839 O-L	<i>November 2016 Election</i>	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%	Undec/Refused/Skipped	

Comparison of Education Categories

N=839 O-L	<i>Bureau of the Census</i> <i>2017 ACS Education</i> <i>Estimate Age 25+</i>	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%	Undecided/Refused

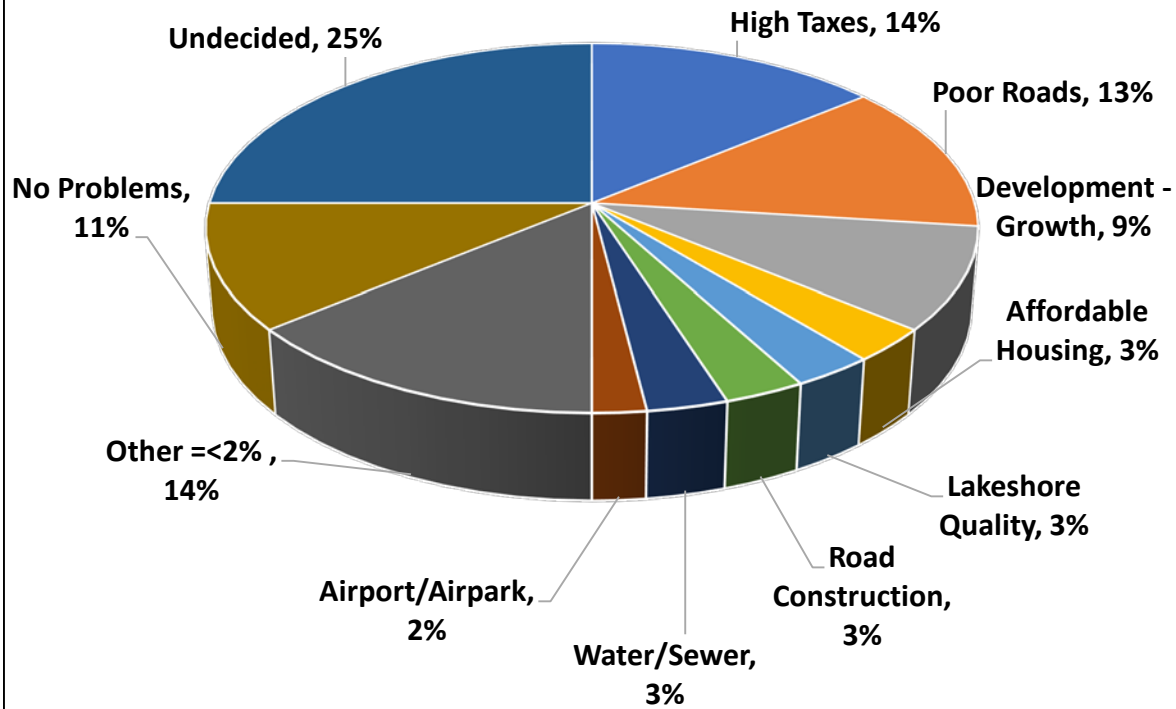
Comparison of Income Categories

N=839 O-L	<i>Bureau of the Census 2017 ACS Income Estimate</i>	N=300 Phone	
1%	<i>Median Household Income for Park Twp. = \$78,769.00</i>	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

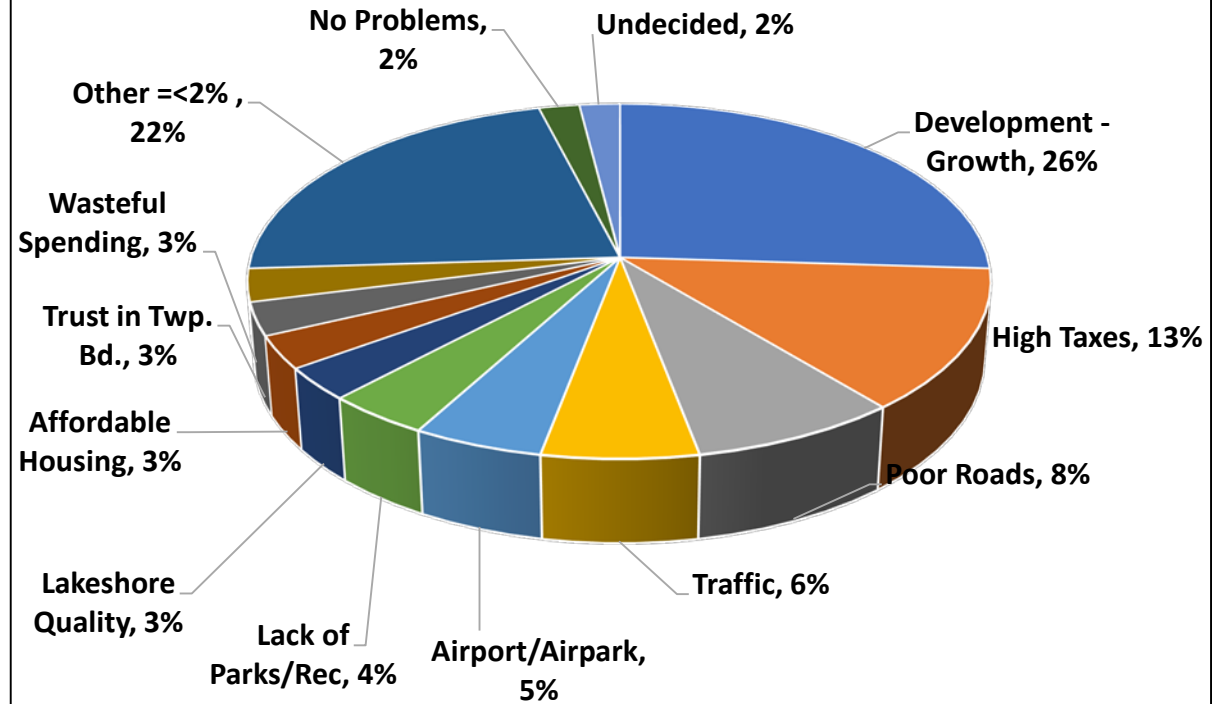
Comparison of “Children at Home”

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

Biggest Challenge - Phone Survey Results

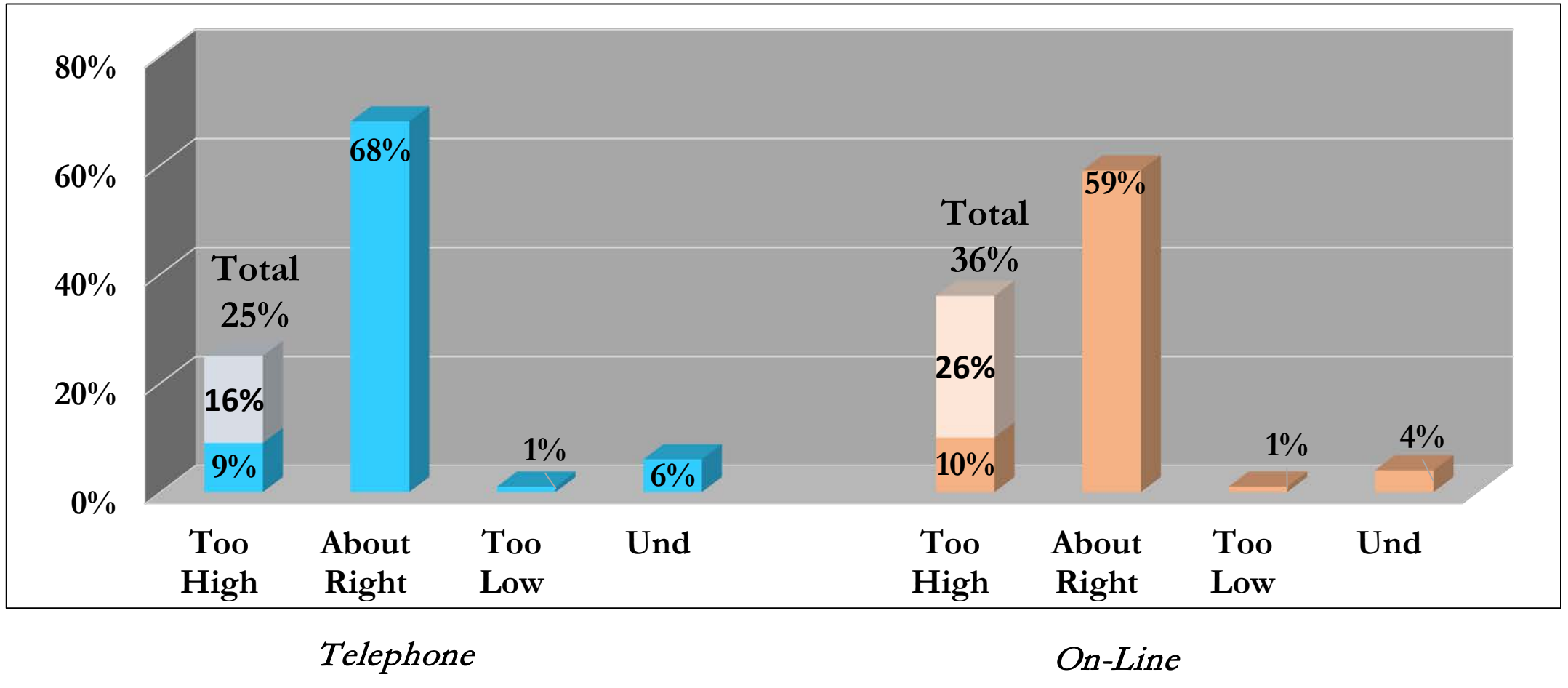


Biggest Challenge - On Line Survey Results



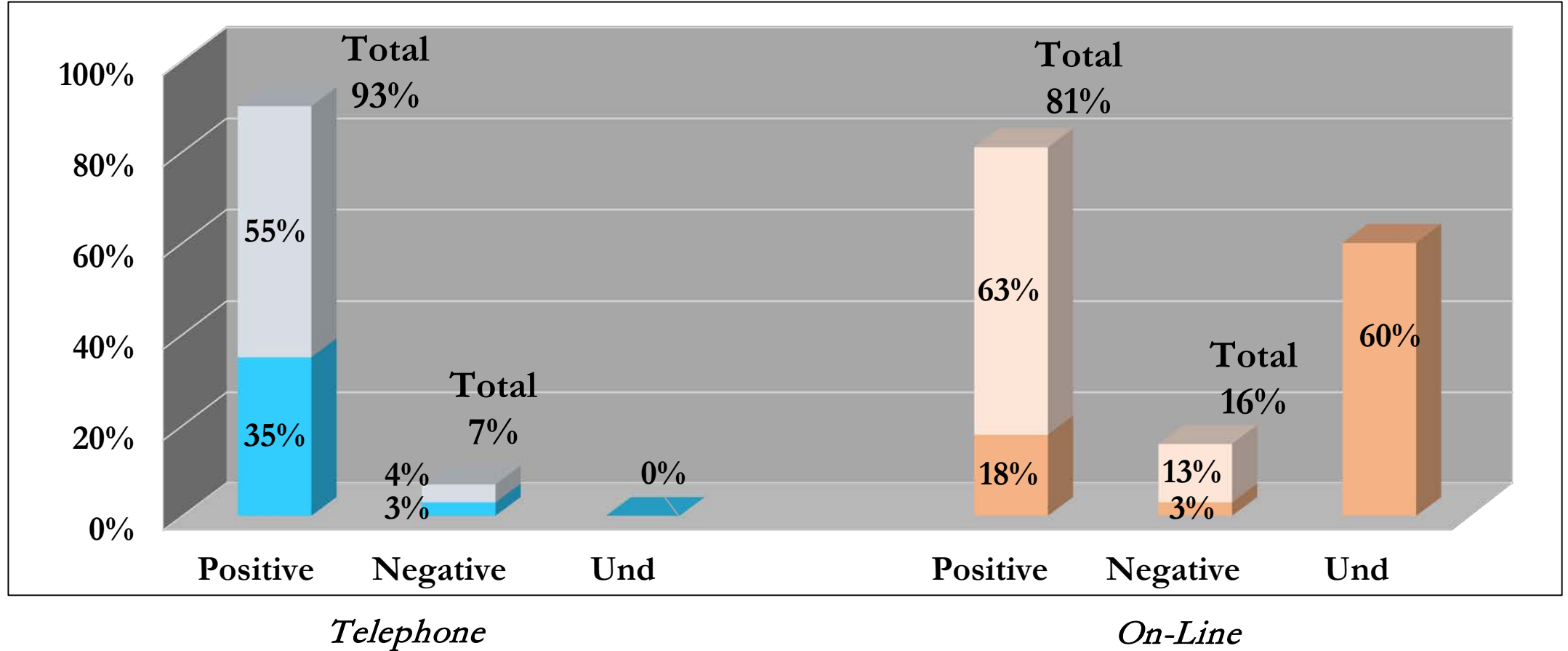
Perception of Local Taxes

Lower portion of the "Too High" bar = "MUCH"; Upper portion = "Somewhat"



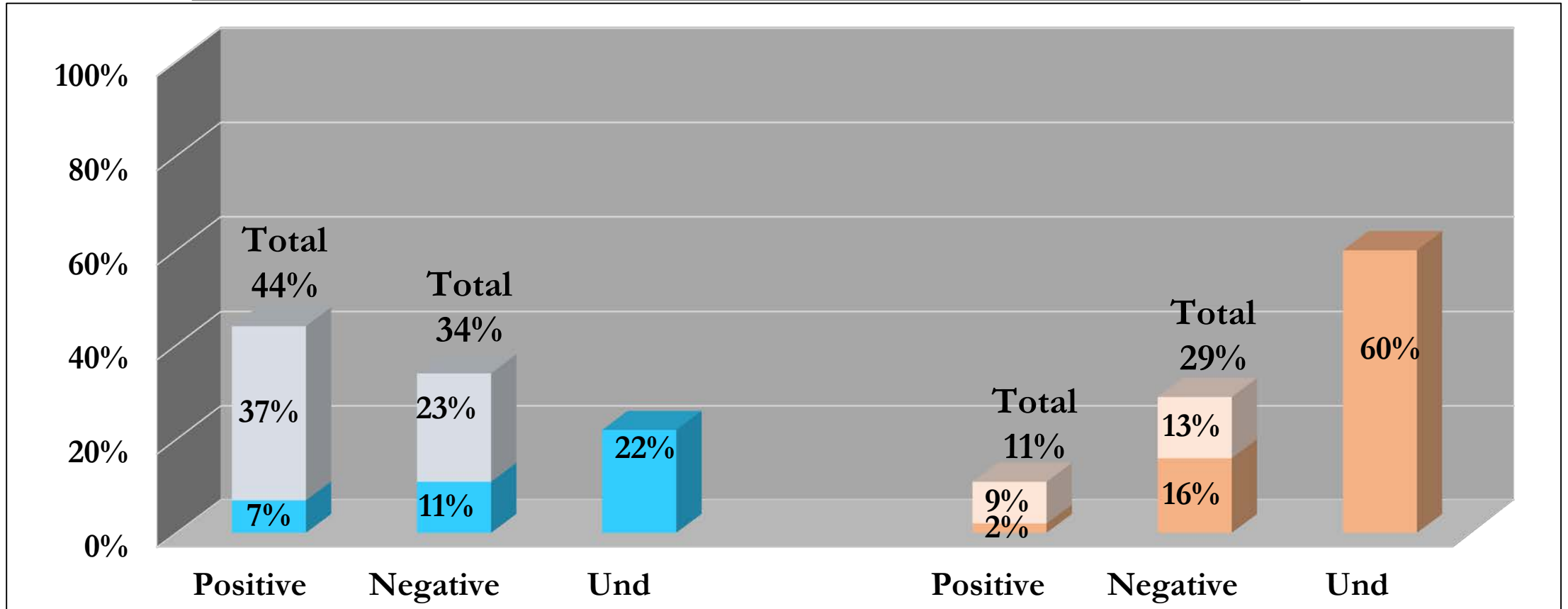
Condition of Township Property

Lower portion of the bar = Excellent/Poor; Upper portion = Pretty Good/Just Fair



Quality of the Township Airport

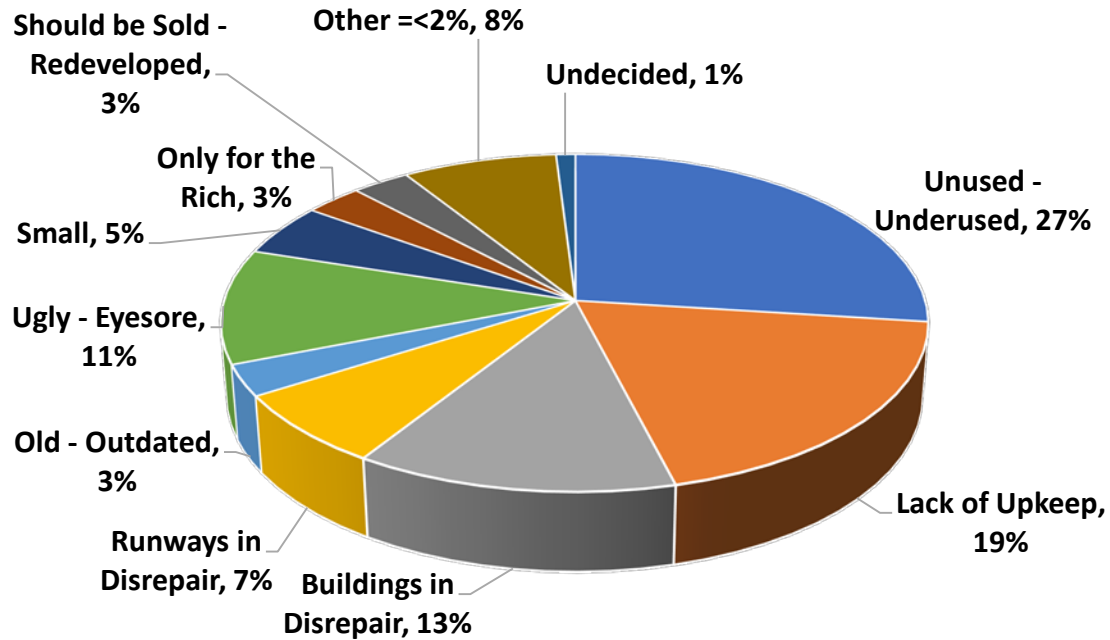
Lower portion of the bar = Excellent/Poor; Upper portion = Pretty Good/Just Fair



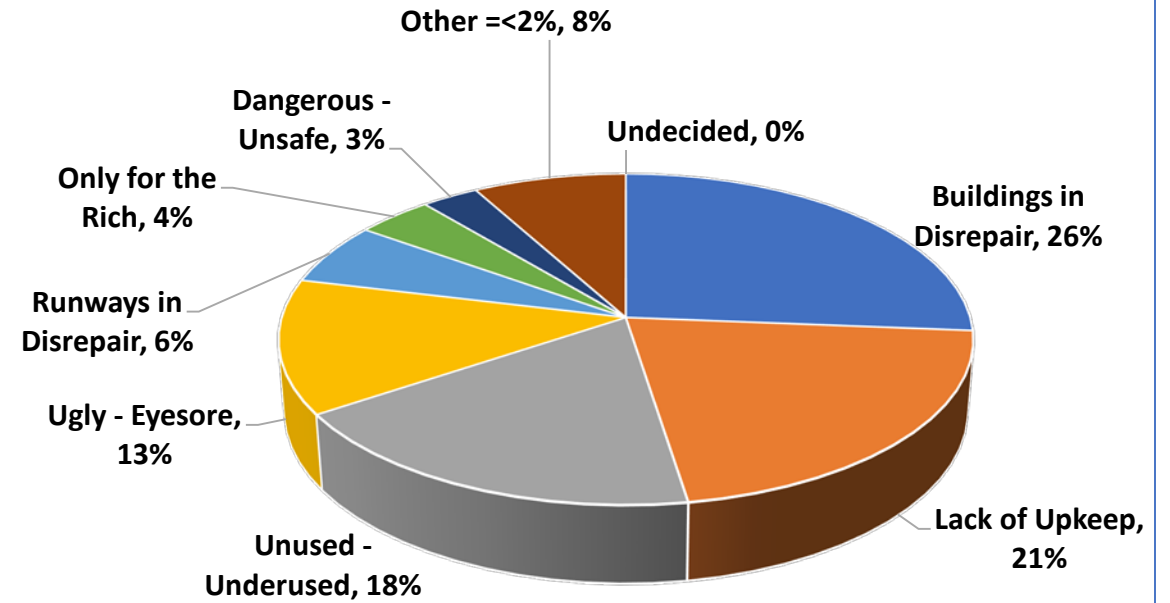
Telephone

On-Line

**Why Negative for Airport Quality?
Phone Survey Results N=102**



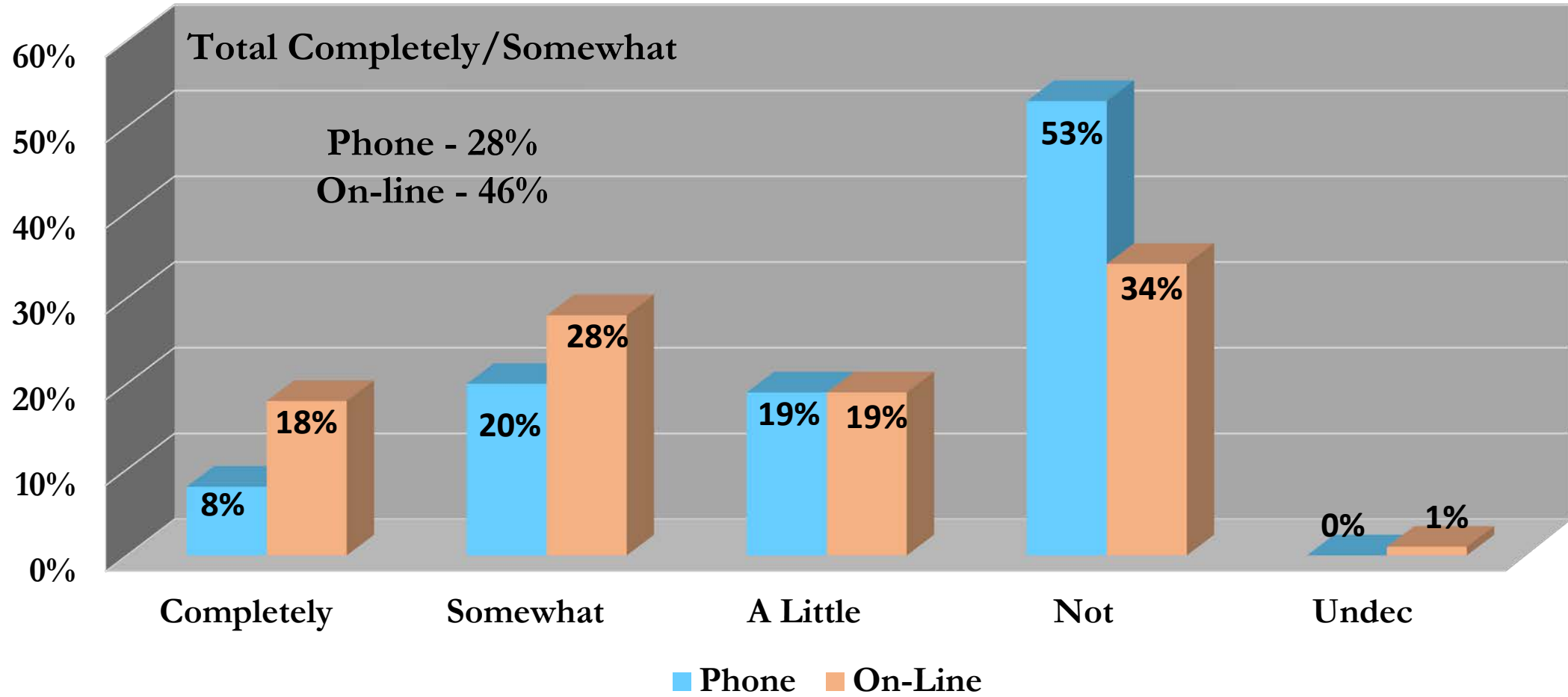
**Why Negative for Airport Quality?
On-Line Survey Results N=237**



“More, Enough, Too Much” on 7 Twp. Services/Features

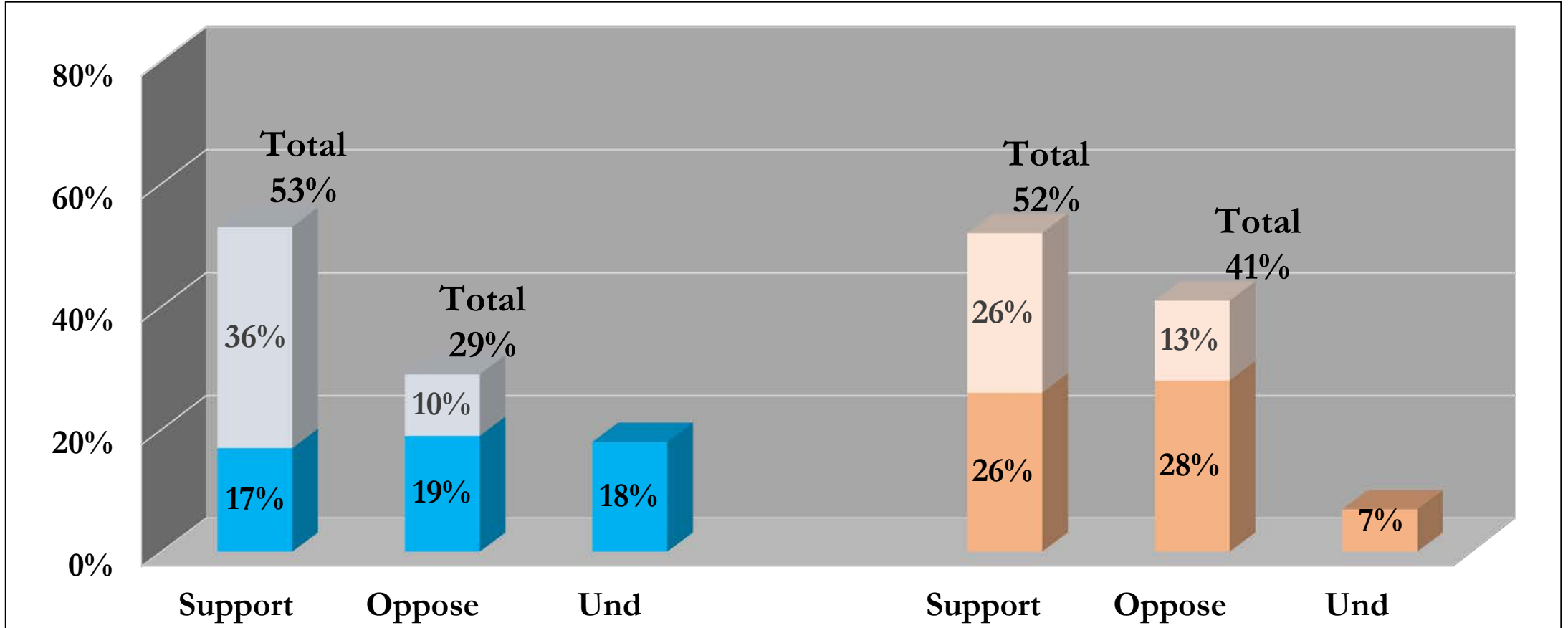
High-to-Low TOTAL MORE Phone Survey	<u>Much More</u>	<u>Smwt More</u>	<u>TOTAL MORE</u>	<u>Enough</u>	<u>Too Much</u>	<u>Und DK</u>
Keeping residents informed about problems, issues, programs and events.	15%	20%	35%	63%	---	2%
WEB: Total More Ranking:1	12%	34%	46%	50%	1%	3%
Making recreational opportunities 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 vs. 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 transp. 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%

Awareness of the Airpark Concept



"First" Test

Lower portion of the bar = "Strongly" (SUPPORT/OPPOSE); Upper portion = "Somewhat"

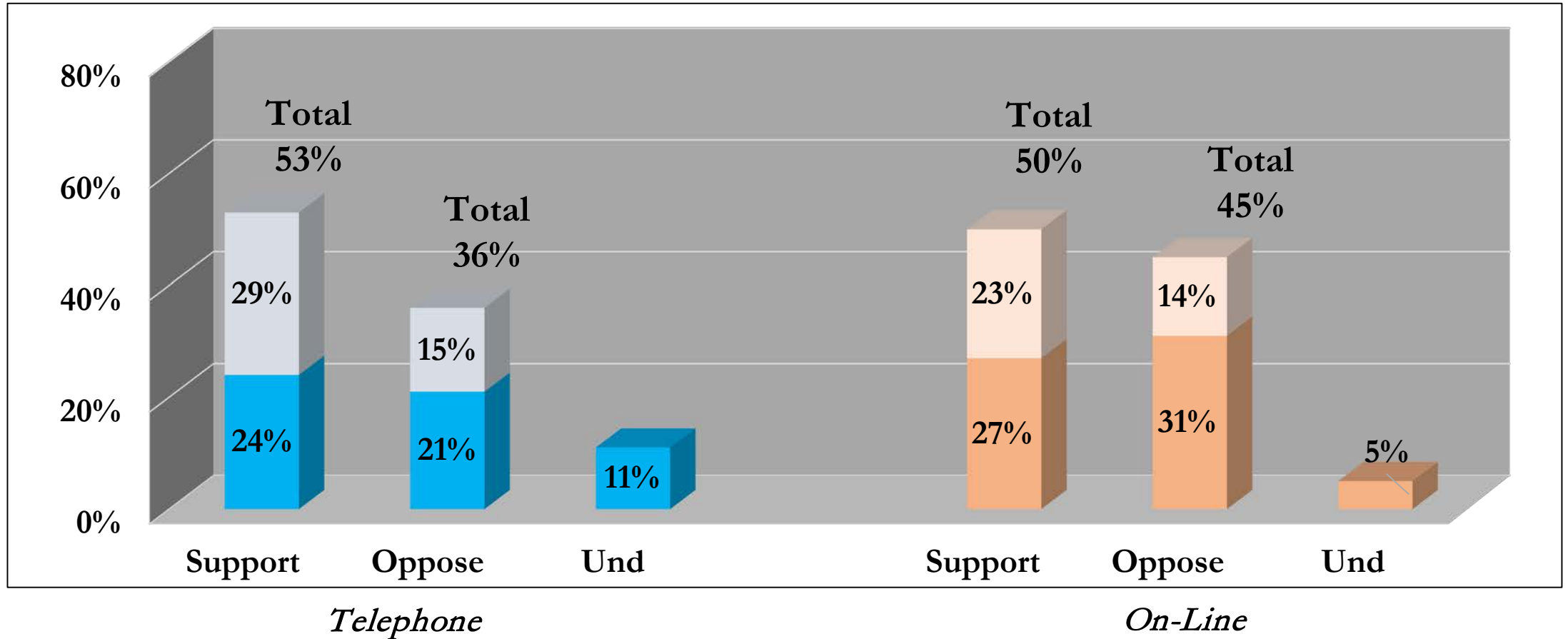


Telephone

On-Line

"After Info" Test

Lower portion of the bar = "Strongly" (SUPPORT/OPPOSE); Upper portion = "Somewhat"



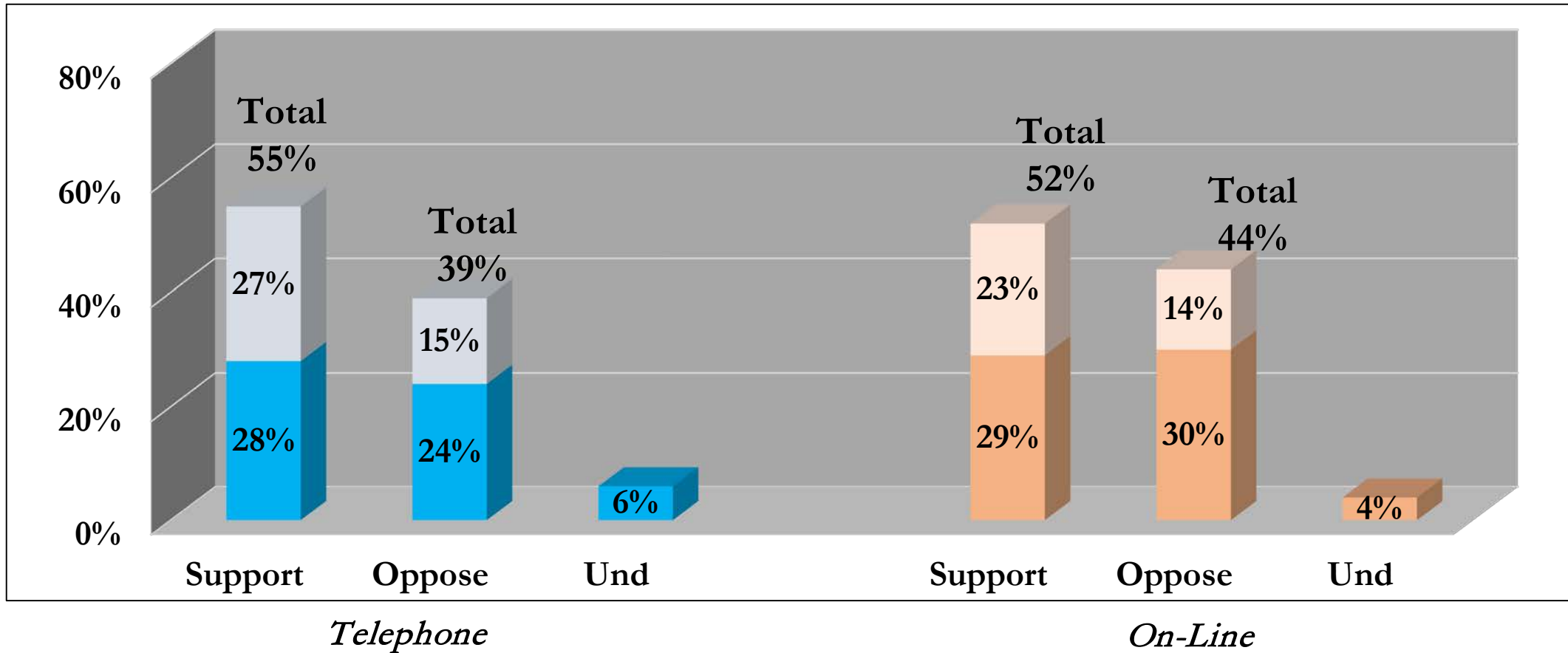
Top 4 of 11 AirPark Features Ranked by Phone Survey “TOTAL Support”	Strong Support	TOTAL Support	TOTAL Oppose	Strong Oppose	DK/ UND
Multi-use trails and paths would be included on the site, which would be integrated with the existing trail network in adjacent Cooper Van-Wieren Park, the County Fair Grounds 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%
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%

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%

Top7th 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%
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%

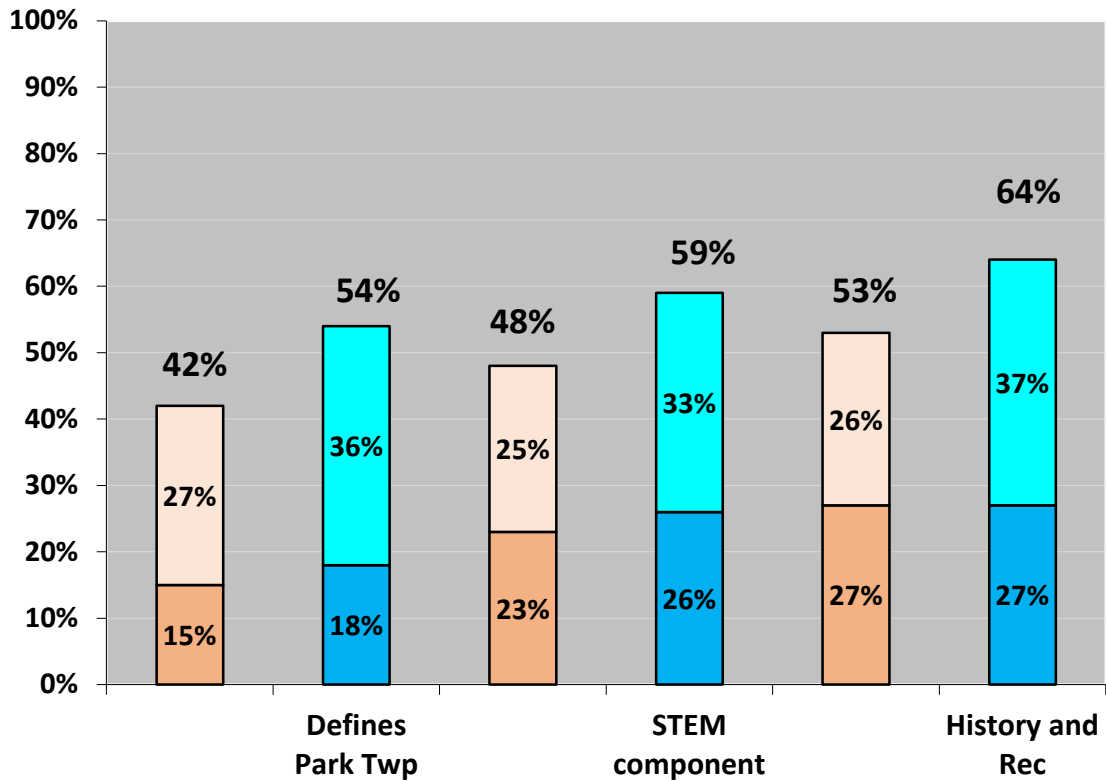
"After Details" Test

Lower portion of the bar = "Strongly" (SUPPORT/OPPOSE); Upper portion = "Somewhat"



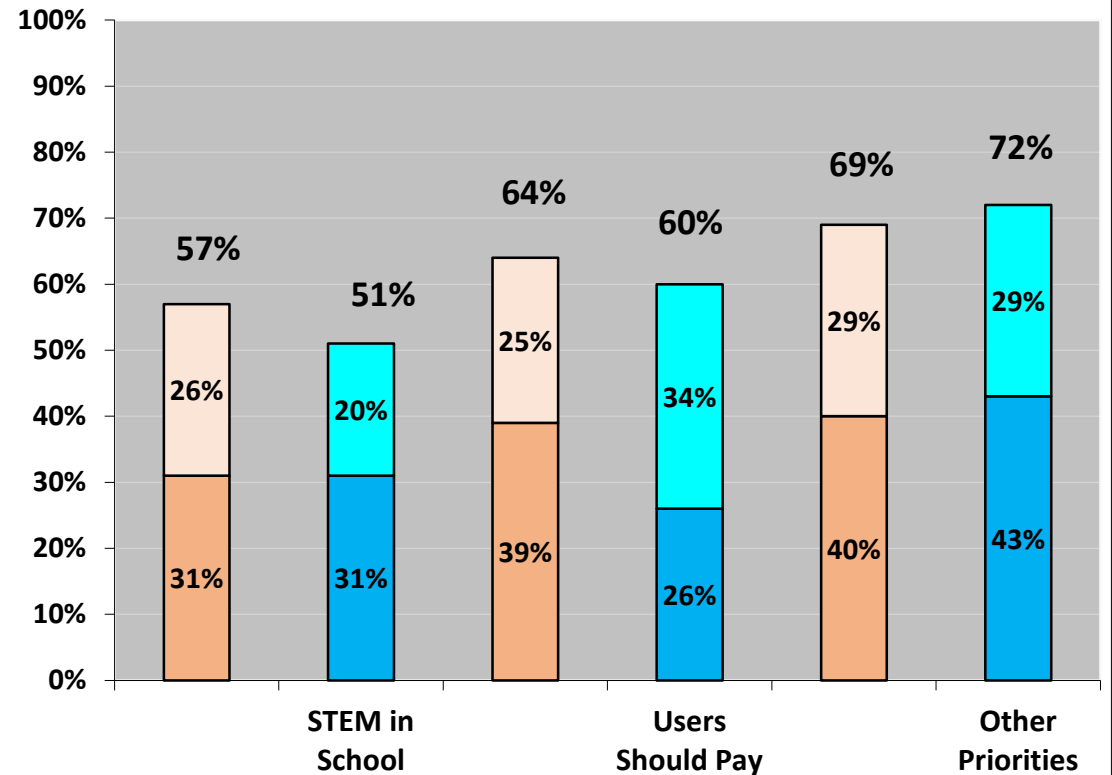
"Convincingness" of Proponents' Arguments

*(Phone in Blue/On-Line in Orange
Lower Bar "Very Convincing")*

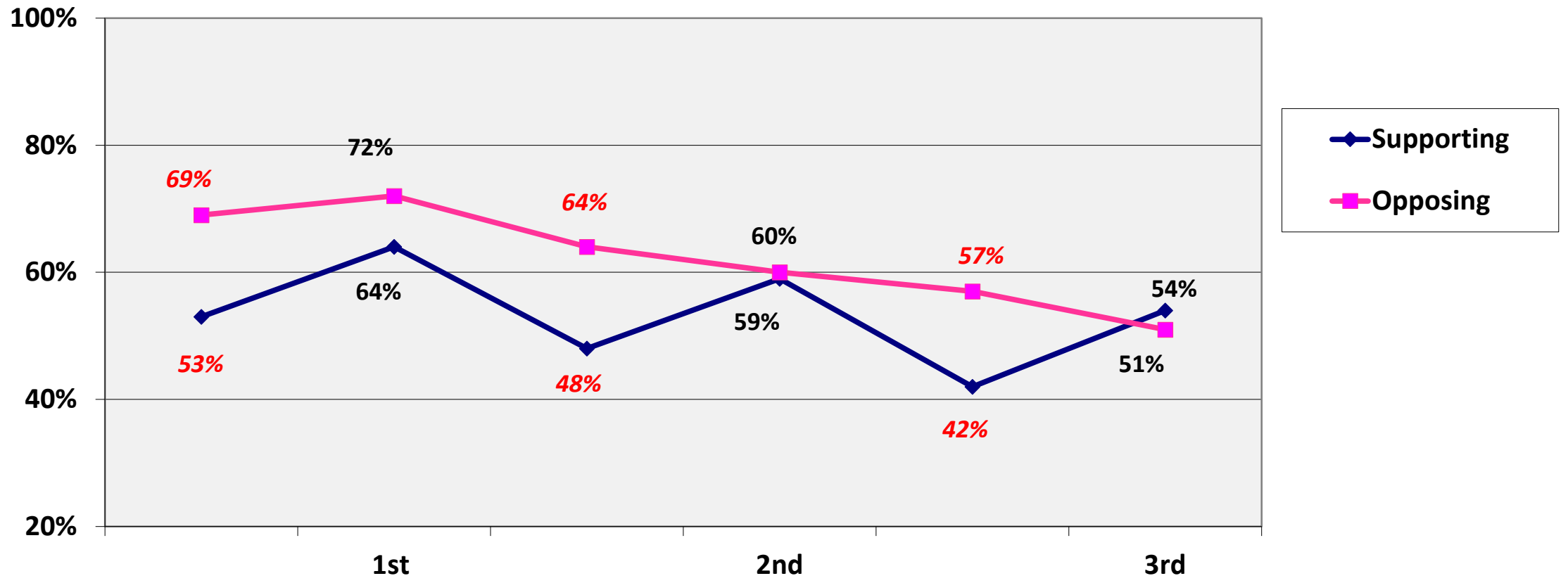


"Convincingness" of Opponents' Arguments

*(Phone in Blue/On-Line in Orange
Lower Bar "Very Convincing")*



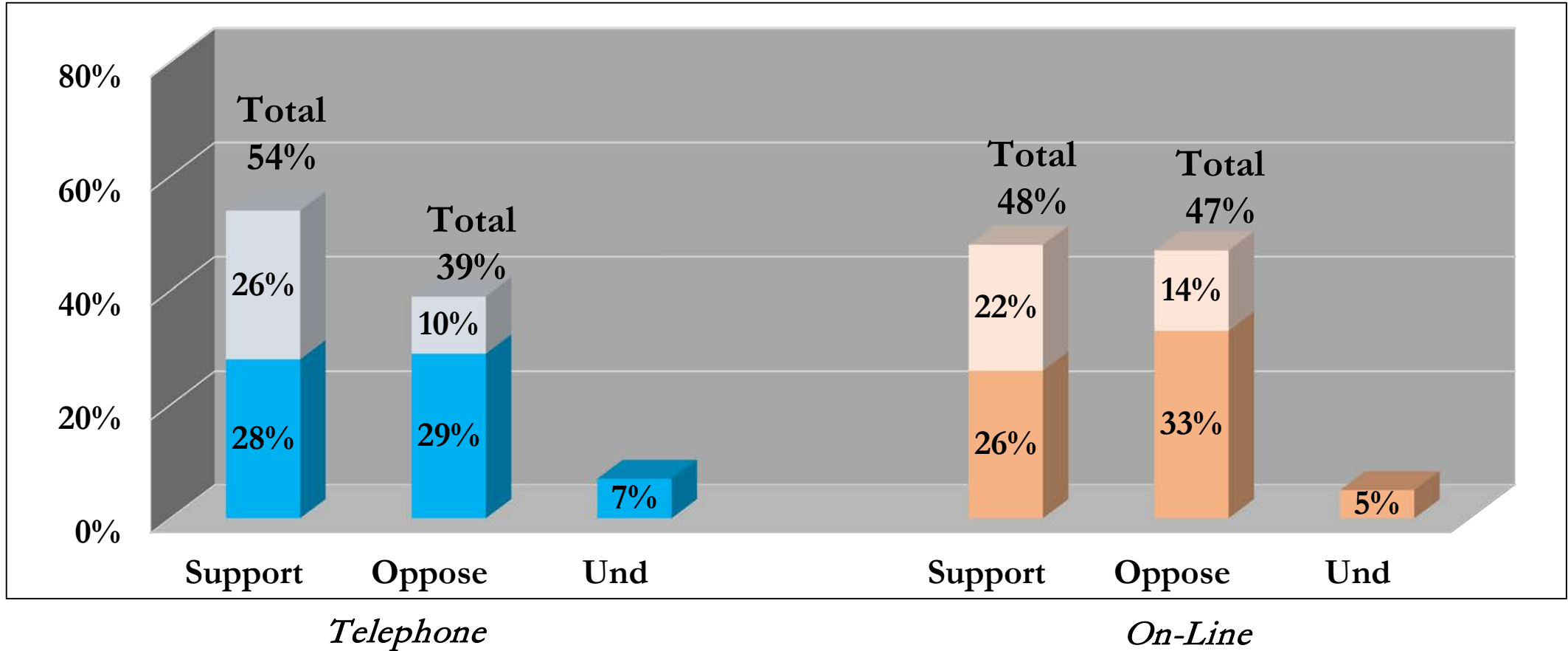
Comparative "Convincingness" of Competing Arguments
On Line Results in *Italic and Red*



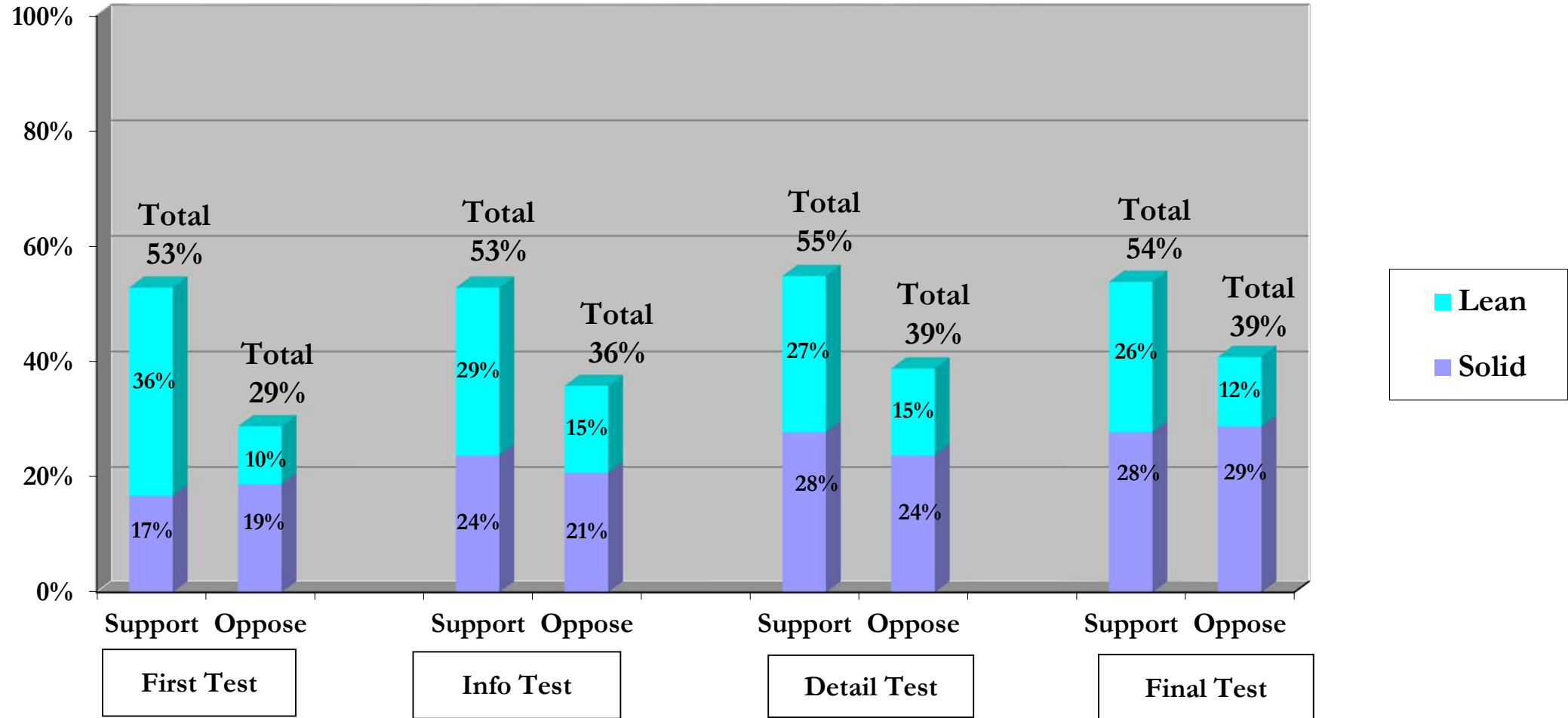
◆ Supporting
■ Opposing

"Final" Test

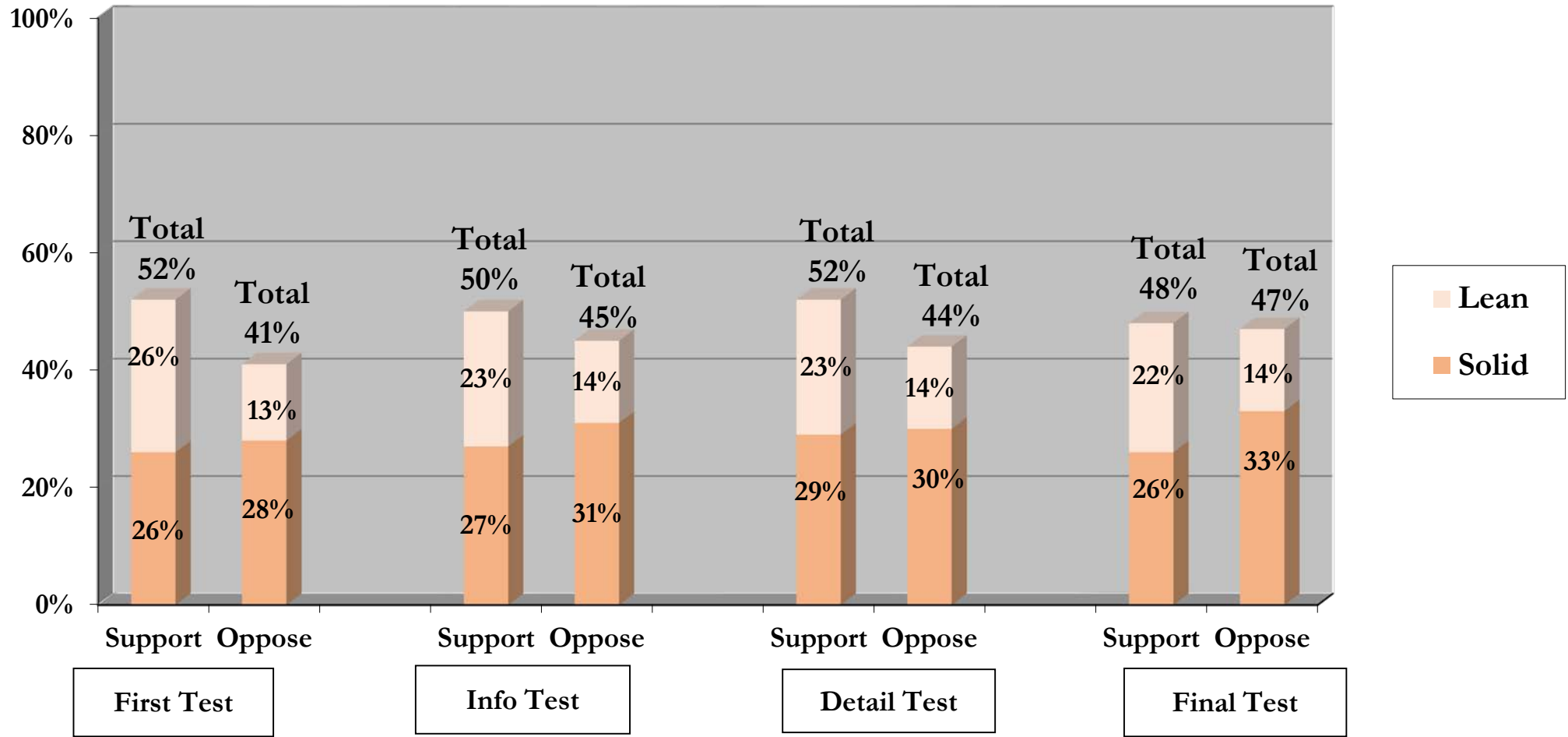
Lower portion of the bar = "Strongly" (SUPPORT/OPPOSE); Upper portion = "Somewhat"



Progression of "Support/Oppose" Tests - PHONE



Progression of "Support/Oppose" Tests - ONLINE



Comparative Support Levels

Total YES in **Bold** - "Solid" YES in (#)

