

OPPOSITION TO KENT COUNTY ZOO TAX UP IN CAMPAIGN'S FINAL DAYS



PROPERTY TAX INCREASE FOR NEW WILDLIFE PARK FAVORED 55% TO 44%

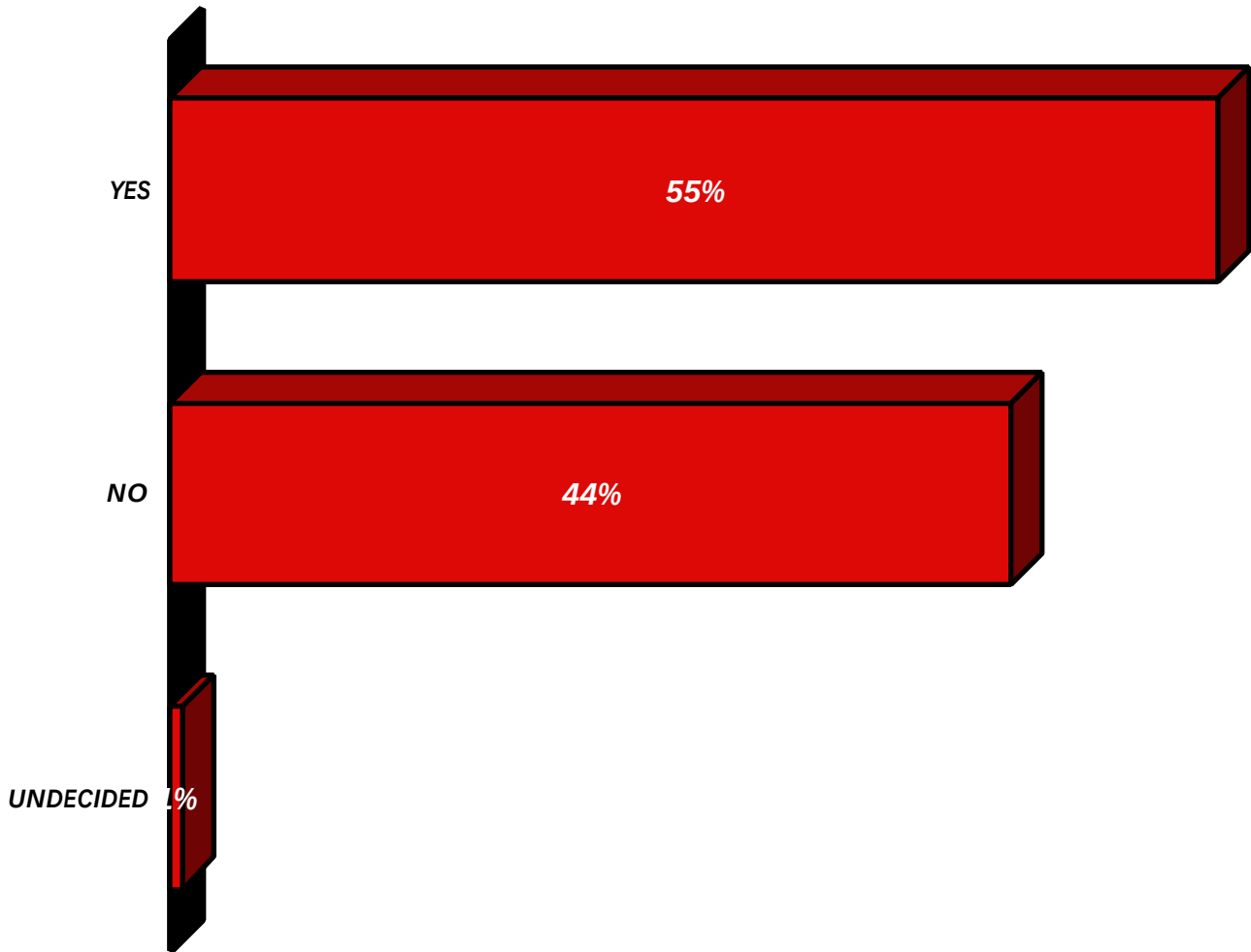
- * 12 HRS TILL POLLS OPEN IN KENT COUNTY, WHERE VOTERS ARE BEING ASKED TO APPROVE A PROPERTY TAX INCREASE TO BUILD A NEW WILDLIFE PARK, THE MEASURE APPEARS TO PASS, BUT OPPOSITION IS UP, AND SUPPORT IS DOWN, ACCORDING TO SURVEYUSA TRACKING POLL.
- * TODAY, THE MEASURE PASSES 55% TO 44%. BUT 55% IS THE WEAKEST AMOUNT OF SUPPORT & 44% IS THE STRONGEST AMOUNT OF OPPOSITION IN 4 MOS OF TRACKING THE MEASURE, SO THERE MAY BE SUSPENSE & EVEN A SURPRISE ON ELECTION DAY. 408 LIKELY VOTERS POLLED 7/30 - 8/1.
- * YOUNGER VOTERS ARE MORE LIKELY TO VOTE YES, OLDER VOTERS MORE LIKELY TO VOTE NO.
- * AMONG HOMEOWNERS, WHO WOULD BE DIRECTLY AFFECTED BY THE PROPERTY TAX INCREASE, THE MEASURE PASSES BY ONLY 5 PTS. AMONG INDEPENDENTS, THE MEASURE IS DEFEATED.

RESEARCH CONDUCTED E.T.	040730 15:31-20:44 040731 12:00-20:47 040801 14:01-19:29 ET
RESPONDENTS DRAWN FROM	KENT COUNTY, MI
RANDOM SAMPLE SELECTED BY	SURVEY SAMPLING INC.

RESEARCH CONDUCTED FOR WZZM-TV GRAND RAPIDS

VOTE ON PROPOSITION / ALL LIKELY VOTERS

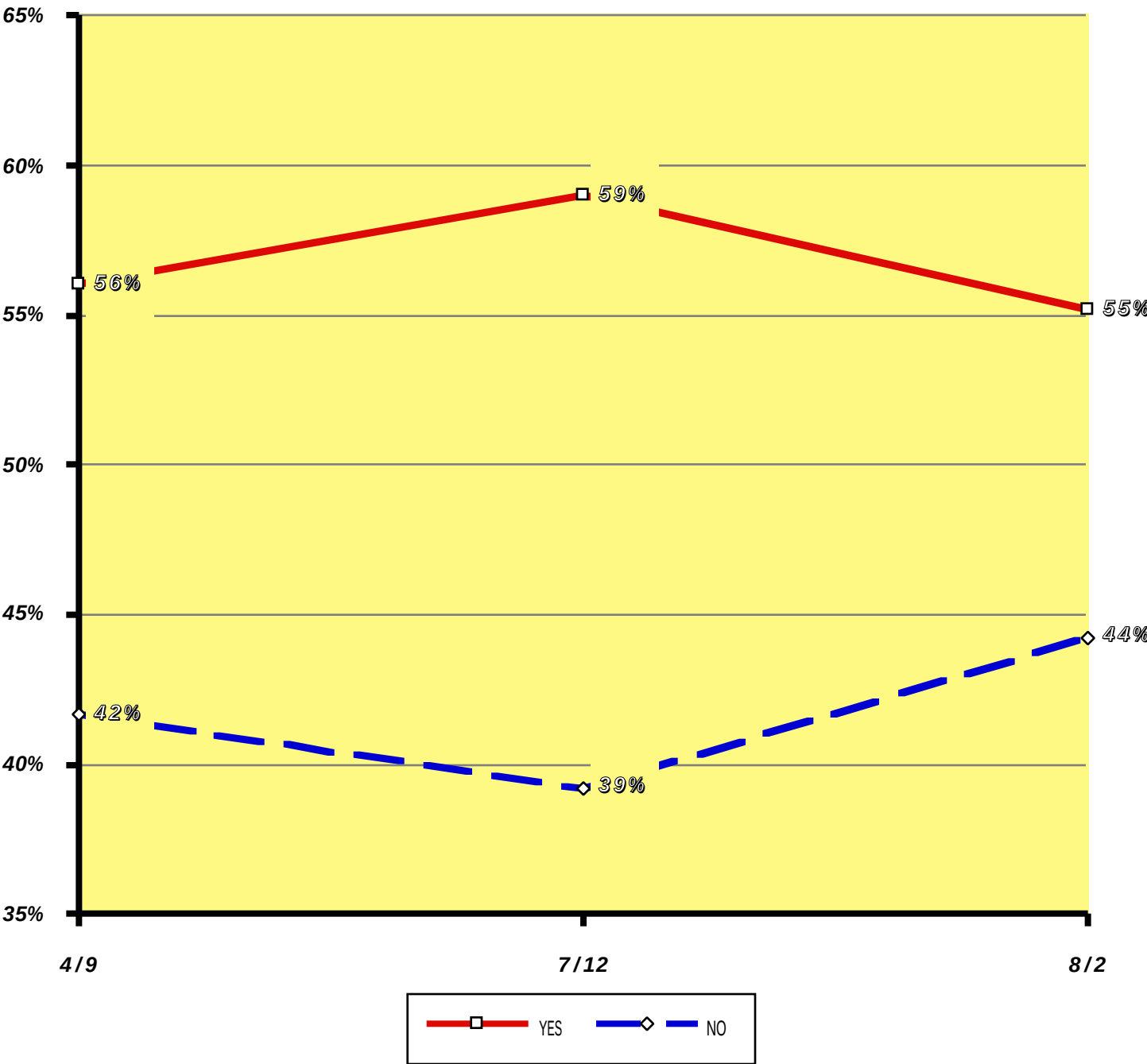
ON TUESDAY, KENT COUNTY RESIDENTS WILL VOTE ON WHETHER TO RAISE PROPERTY TAXES TO PAY FOR A WILD-LIFE PARK. THIS BALLOT PROPOSITION WOULD RAISE PROPERTY TAXES ON A \$200,000 HOME BY \$55 A YEAR FOR 25 YEARS. THE REVENUE WOULD HELP PAY FOR A NEW WILDLIFE PARK, REPLACING THE CURRENT JOHN BALL ZOO. IF THE ELECTION WERE HELD TODAY, AND YOU WERE STANDING IN THE VOTING BOOTH RIGHT NOW, WOULD YOU VOTE YES, TO INCREASE PROPERTY TAXES AND PAY FOR THE WILDLIFE PARK? OR WOULD YOU VOTE NO?



THIS IS A SURVEY OF	408	LIKELY VOTERS FROM KENT COUNTY, MI
OVERALL RESULTS CONSIDERED SIGNIFICANT	± 5 %	A LARGER ± APPLIES TO SUBPOPULATIONS

RESULTS MAY NOT ADD TO 100%, BECAUSE PERCENTAGES ARE ROUNDED TO WHOLE NUMBERS

VOTE ON PROPOSITION / ALL LIKELY VOTERS



VOTE ON PROPOSITION / RESPONSES COMPARED BY PERCENTAGES AND BY INDEX

	OVERALL	CERTAIN	PROBABLE	MALE	FEMALE	AGE 18-34	AGE 35-49	AGE 50-64	AGE 65+	WHITE	BLACK	HISPANIC	ASIAN/OTHER		
	RESPONSES SORTED BY DEMOGRAPHIC CATEGORY														
YES	55%	55%	54%	51%	59%	59%	55%	53%	51%	57%	45%	51%	14%		
NO	44%	44%	46%	49%	40%	40%	44%	47%	48%	42%	55%	49%	80%		
UNDECIDED	1%	1%	0%	0%	1%	1%	0%	0%	1%	0%	0%	0%	7%		
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%		
	DEMOGRAPHIC SUBPOPULATIONS INDEXED TO OVERALL RESPONSES														
YES	100	100	98	93	108	107	100	96	93	104	82	92	25		
NO	100	99	104	110	90	91	100	106	107	95	124	111	180		
UNDECIDED	100	119	0	54	148	118	79	56	184	78	0	0	1108		
	OVERALL	CERTAIN	PROBABLE	MALE	FEMALE	AGE 18-34	AGE 35-49	AGE 50-64	AGE 65+	WHITE	BLACK	HISPANIC	ASIAN/OTHER		

VOTE ON PROPOSITION / RESPONSES COMPARED BY PERCENTAGES AND BY INDEX

		OVERALL	CONSERVATIVE	MODERATE	LIBERAL	REPUBLICAN	DEMOCRAT	INDEPENDENT / OTHER								
		RESPONSES SORTED BY DEMOGRAPHIC CATEGORY														
YES		55%	52%	60%	61%	55%	62%	49%								
NO		44%	47%	39%	39%	44%	38%	51%								
UNDECIDED		1%	1%	0%	0%	0%	1%	1%								
		100%	100%	100%	100%	100%	100%	100%								

[illegible]

OVERALL

CONSERVATIVE

MODERATE

LIBERAL

REPUBLICAN

DEMOCRAT

INDEPENDENT / OTHER

VOTE ON PROPOSITION / RESPONSES COMPARED BY PERCENTAGES AND BY INDEX

		OVERALL	GRAD SCHOOL	COLLEGE GRAD	SOME COLLEGE	NO COLLEGE	OWN	RENT								
		RESPONSES SORTED BY DEMOGRAPHIC CATEGORY														
YES	55%	57%	57%	53%	53%	52%	67%									
NO	44%	42%	43%	46%	45%	47%	31%									
UNDECIDED	1%	1%	0%	0%	1%	1%	1%									
	100%	100%	100%	100%	100%	100%	100%									

[illegible]

OVERALL	100%
GRAD SCHOOL	100%
COLLEGE GRAD	100%
SOME COLLEGE	100%
NO COLLEGE	100%
OWN	100%
RENT	100%

RAW COUNTS FOR ALL RESPONSE CHOICES

THE RESPONSES OF A SUBPOPULATION OF 100 WOULD TYPICALLY BE CONSIDERED ACCURATE $\pm 10\%$. PLEASE EXERCISE EXTREME CAUTION IN DRAWING CONCLUSIONS FROM SUBPOPULATIONS SMALLER THAN 100

[illegible]

2100 KENT COUNTY, MI ADULTS WERE INTERVIEWED BY TELEPHONE
7/30 - 8/1. OF THEM, 1919 WERE REGISTERED TO VOTE.
OF THEM, 408 WERE JUDGED TO BE 'LIKELY' VOTERS.
GRAPHS REFLECT 'LIKELY' VOTERS.

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[illegible]

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[illegible]

The following is a material part of this report and should be included when data is referenced:

How this poll was conducted: This SurveyUSA poll was conducted by telephone in the voice of a professional announcer. All respondents heard the questions asked identically. Page 1 of this report contains: the geography that was surveyed; the dates interviews were conducted; the news organization that paid for the research; and the name of the random sample provider. The universe of respondents and the margin of error are stated on Page 2 of this report, and if restated on one or more subsequent pages, it is because the universe and margin of error changed for those subsequent questions. Where necessary, responses were weighted according to age, gender, ethnic origin, geographical area and number of adults and number of voice telephone lines in the household, so that the sample would reflect the actual demographic proportions in the population, using most recent U.S. Census estimates. In theory, with the stated sample size, one can say with 95% certainty that the results would not vary by more than the stated margin of error, in one direction or the other, had the entire universe of respondents been interviewed with complete accuracy. There are other possible sources of error in all surveys that may be more serious than theoretical calculations of sampling error. These include refusals to be interviewed, question wording and question order, weighting by demographic control data and the manner in which respondents are filtered (such as, determining who is a likely voter). It is difficult to quantify the errors that may result from these factors. Fieldwork for this survey was done by SurveyUSA of Verona, NJ. These statements conform to the principles of disclosure of the National Council on Public Polls.