

OldhamCounty Airport FeasibilityStudy

Presented by

ETCInstitute

February, 2009

Agenda

- **Overview/Purpose of the Survey**
- **Methodology**
- **Findings**
- **Summary**
- **Questions**

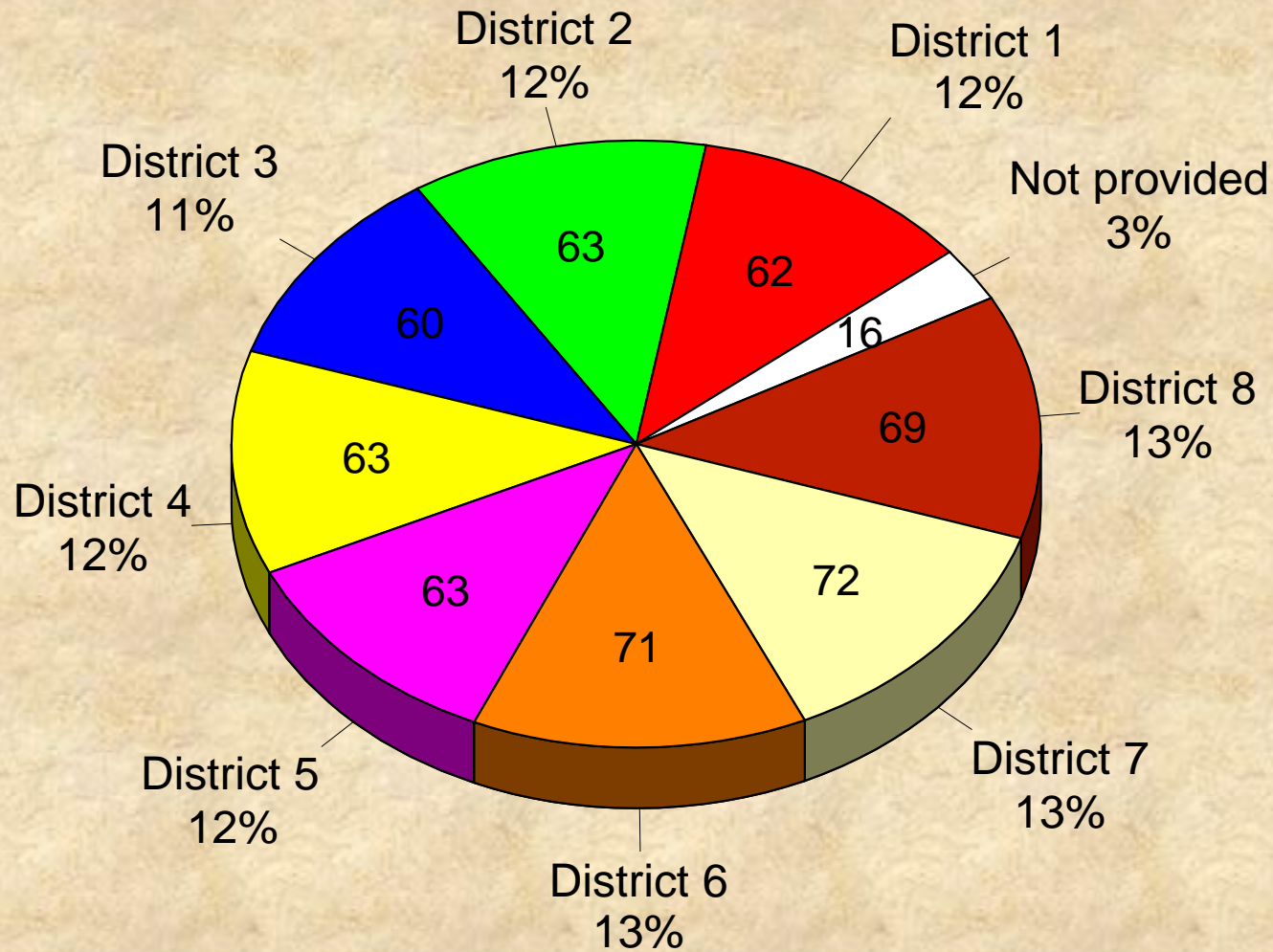
Purpose of Feasibility Study

- **Identify the level of support of County residents for a General Aviation Airport**

Survey Methodology

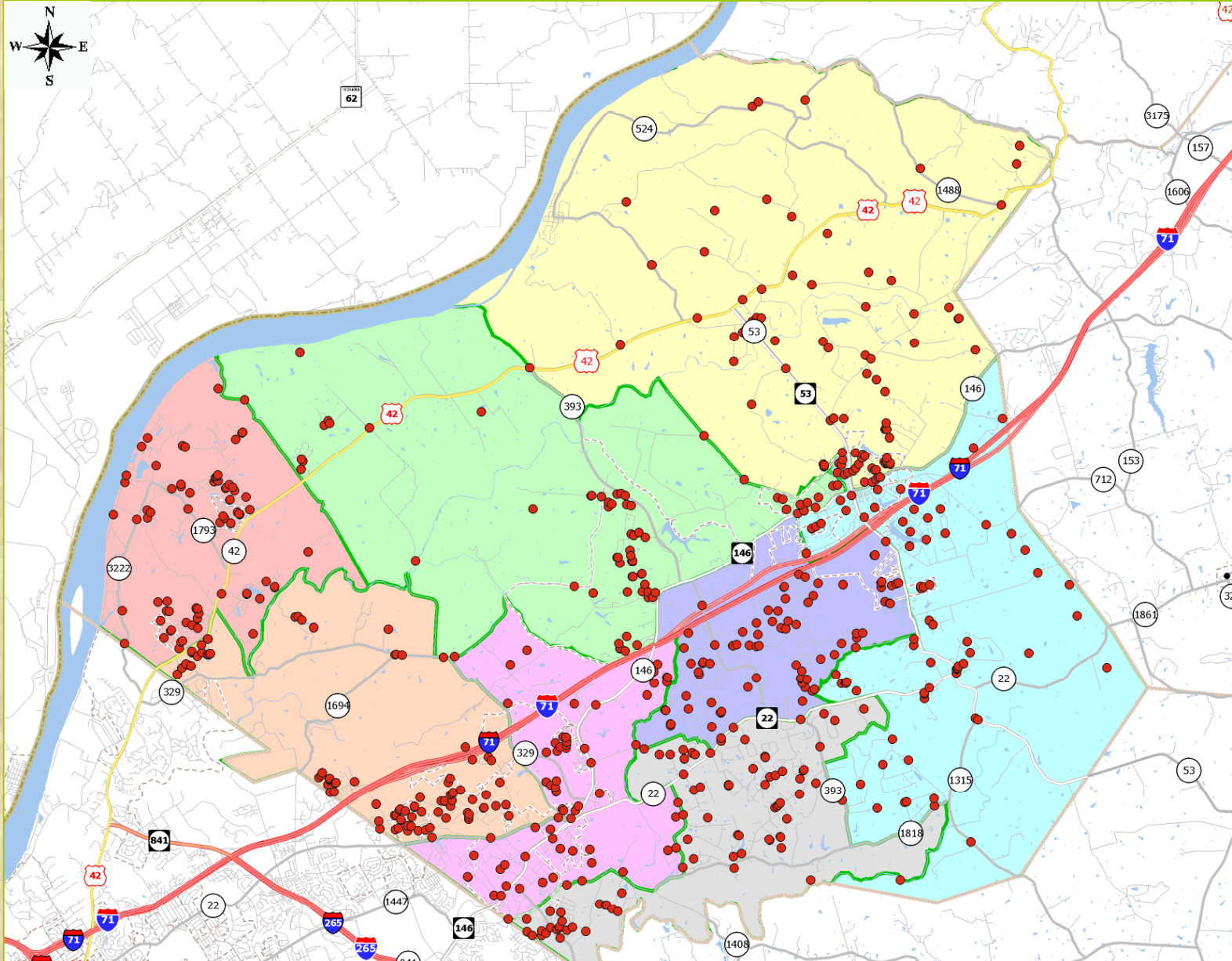
- **Survey Description:**
 - survey was 2 pages long
 - took 5-10 minutes to complete
- **Sample size:** the goal was 400 completed surveys – actual was 539 completed surveys
- **Method of Administration:**
 - by mail with follow-up by phone
 - randomly selected sample of households
- **Confidence level:** 95%
- **Margin of error:** +/- 4.2% overall

Number of Surveys Completed Per District



Source: ETC Institute (Oldham County Airport Feasibility Study Survey)

Location of Survey Respondents



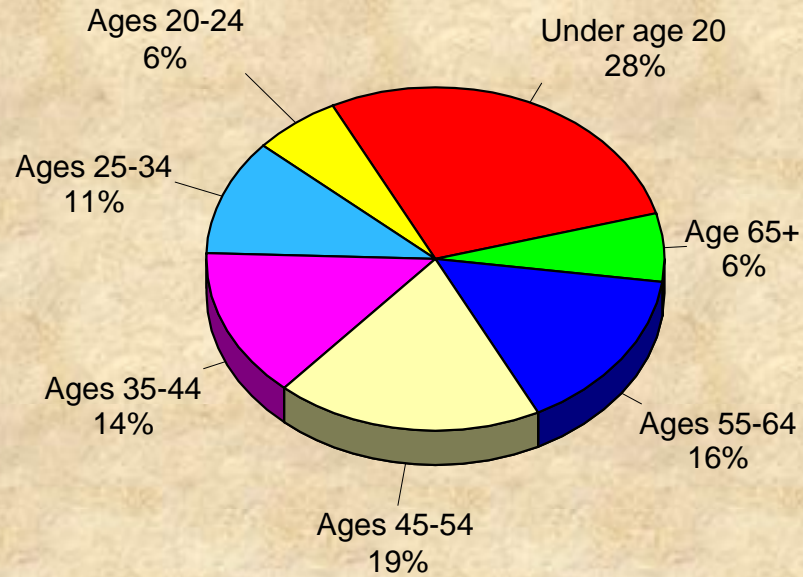
Oldham County Airport Feasibility Survey

Shading reflects the mean rating for all respondents by Magistrate

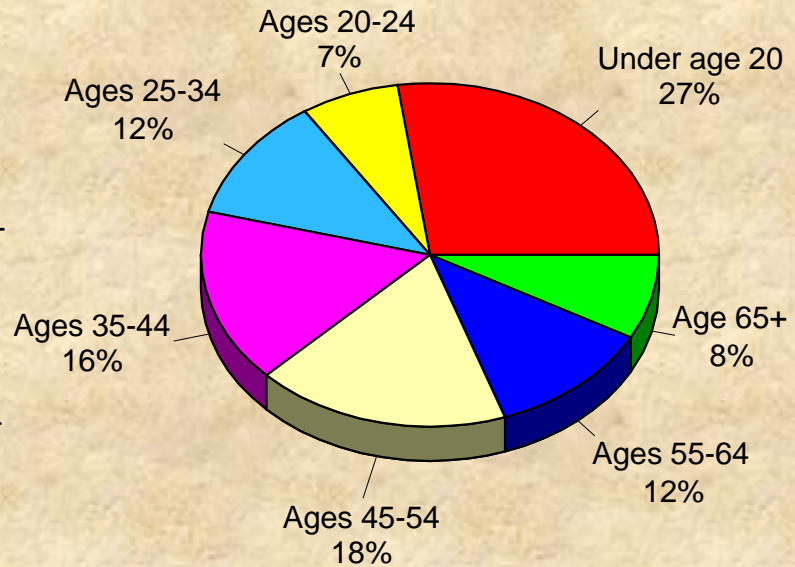
Demographics: Ages of Household Occupants

by percentage of persons in households

2009 Survey



2007 Census Estimate

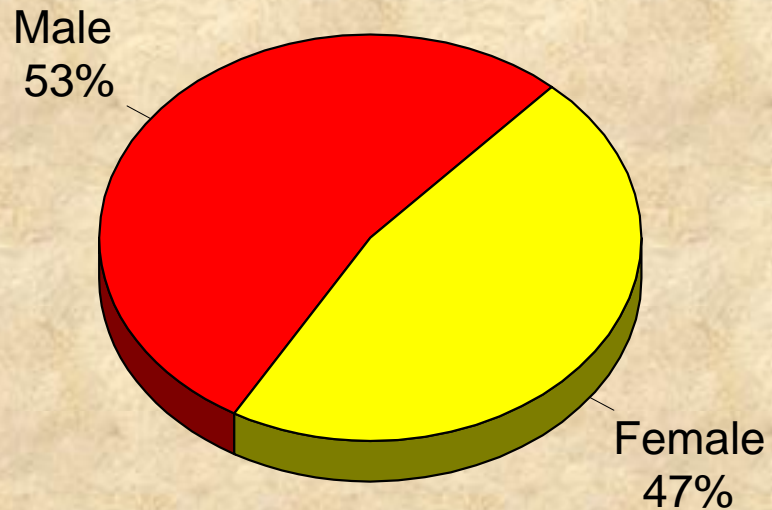


Source: ETC Institute (Oldham County Airport Feasibility Study Survey)

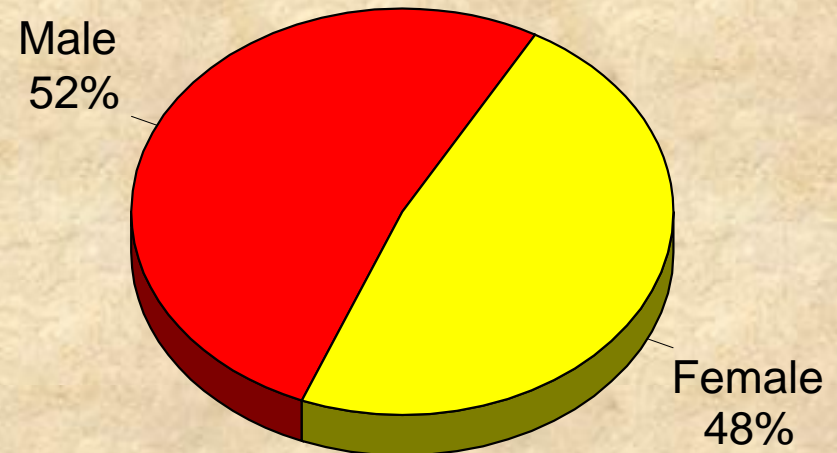
Demographics: Gender

by percentage of respondents

2009 Survey



2007 Census Estimate

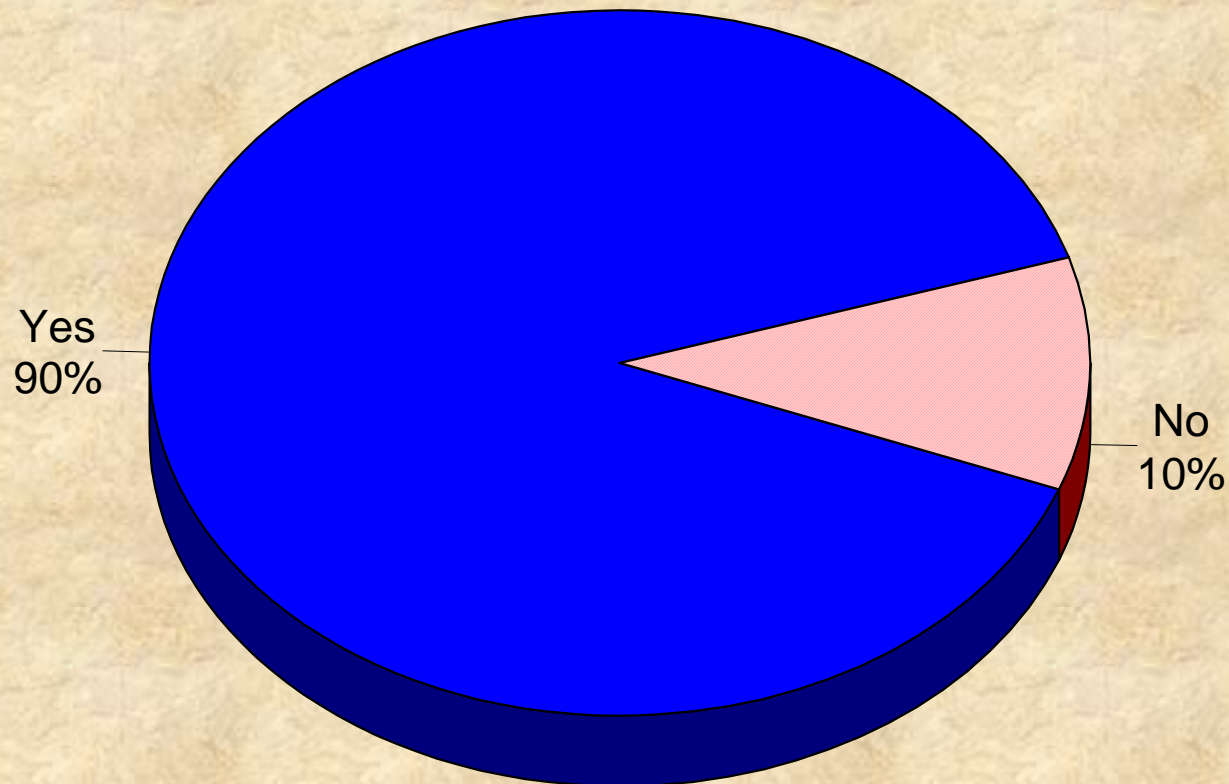


Source: ETC Institute (Oldham County Airport Feasibility Study Survey)

Major Findings

Prior to receiving this survey, did you know that Oldham County was studying the feasibility of developing a general aviation airport?

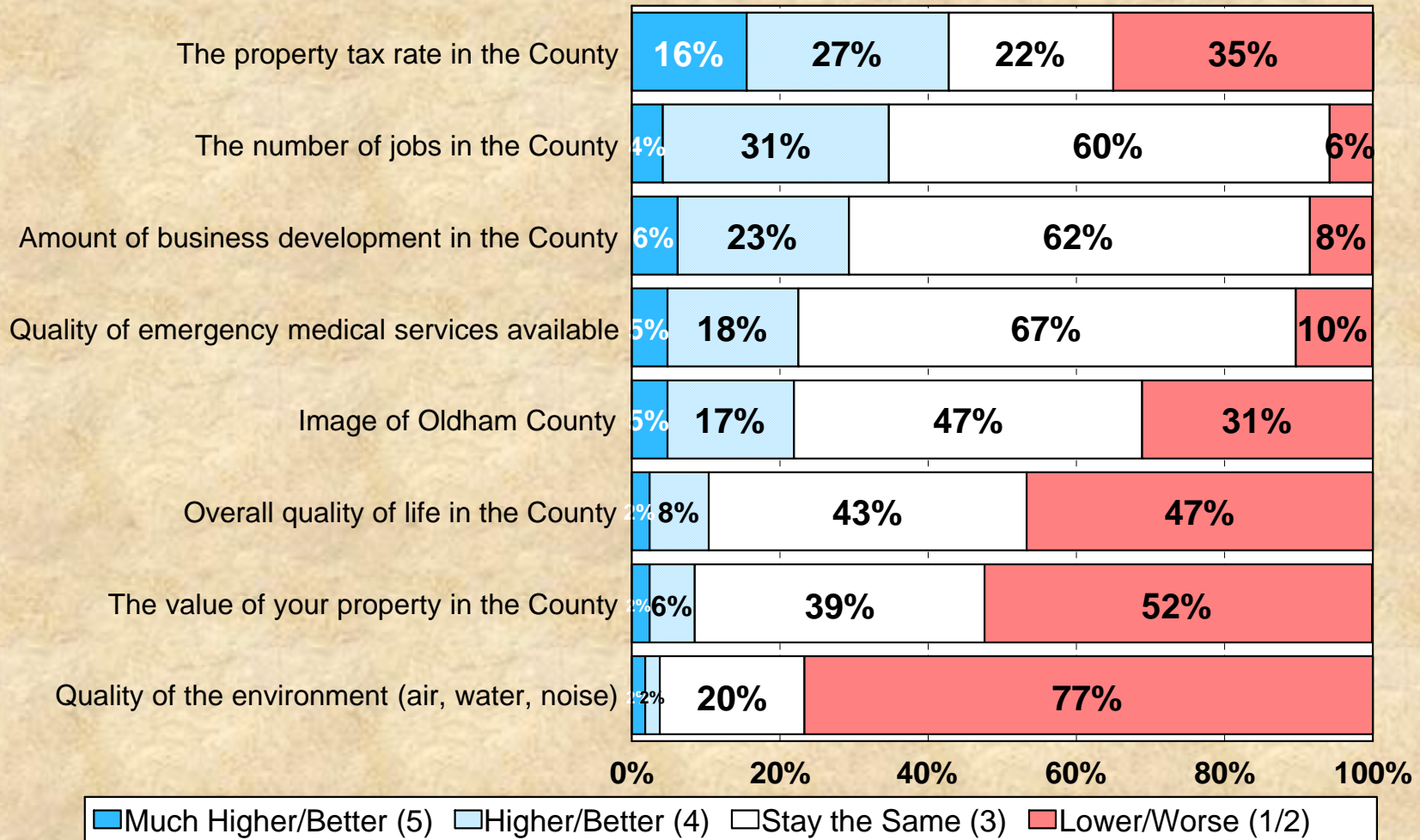
by percentage of respondents



Source: ETC Institute (Oldham County Airport Feasibility Study Survey)

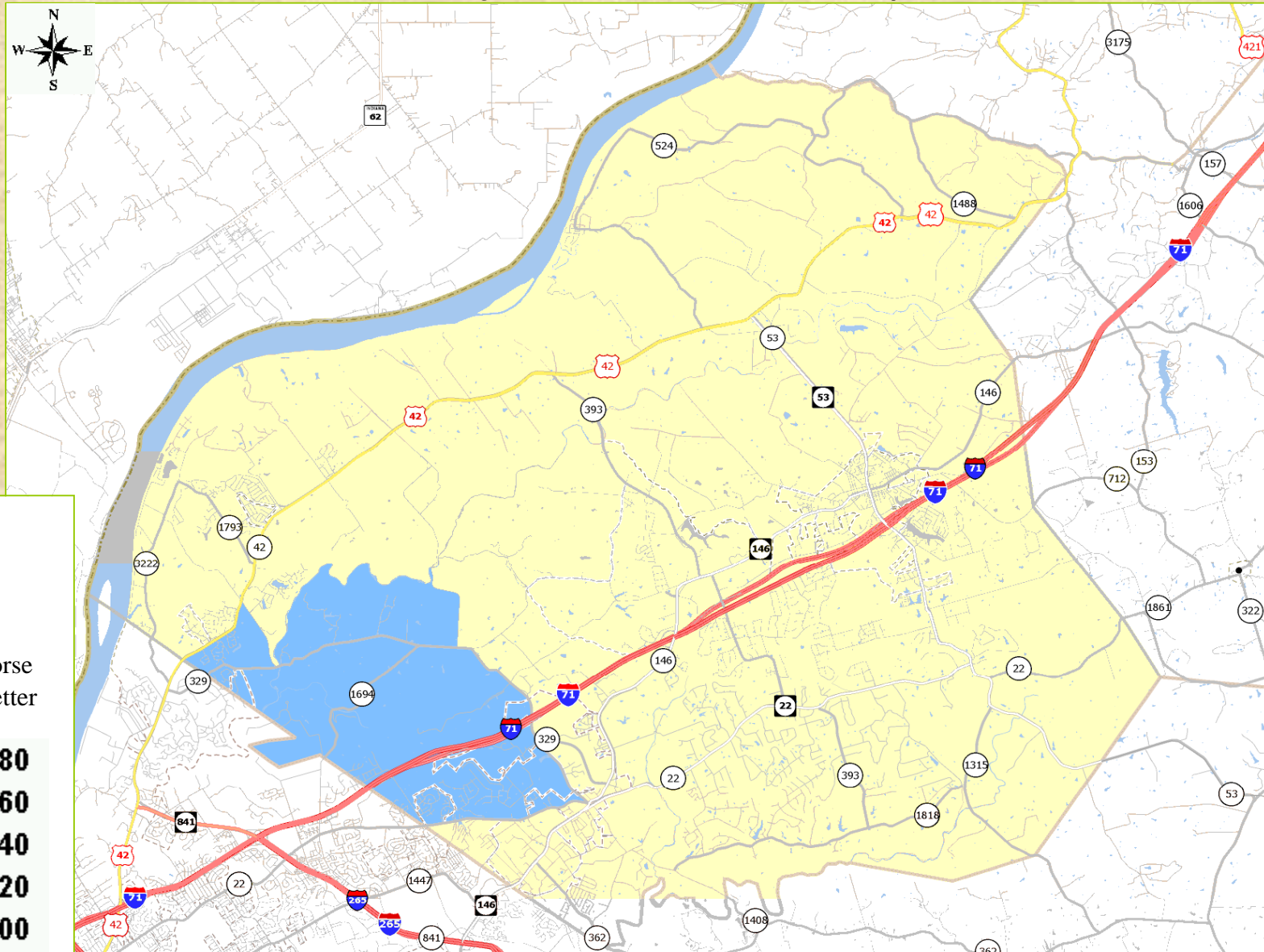
How Do You Think the Following Items Would Change If A General Aviation Airport Were Developed in Oldham County:

by percentage of respondents (excluding "don't know" responses)



Source: ETC Institute (Oldham County Airport Feasibility Study Survey)

Perception of the impact that a general aviation airport would have on the number of jobs in Oldham County (Q6b.)



LEGEND

Mean rating on a 5-point scale, where:
 1 = Much lower/worse
 5 = Much higher/better

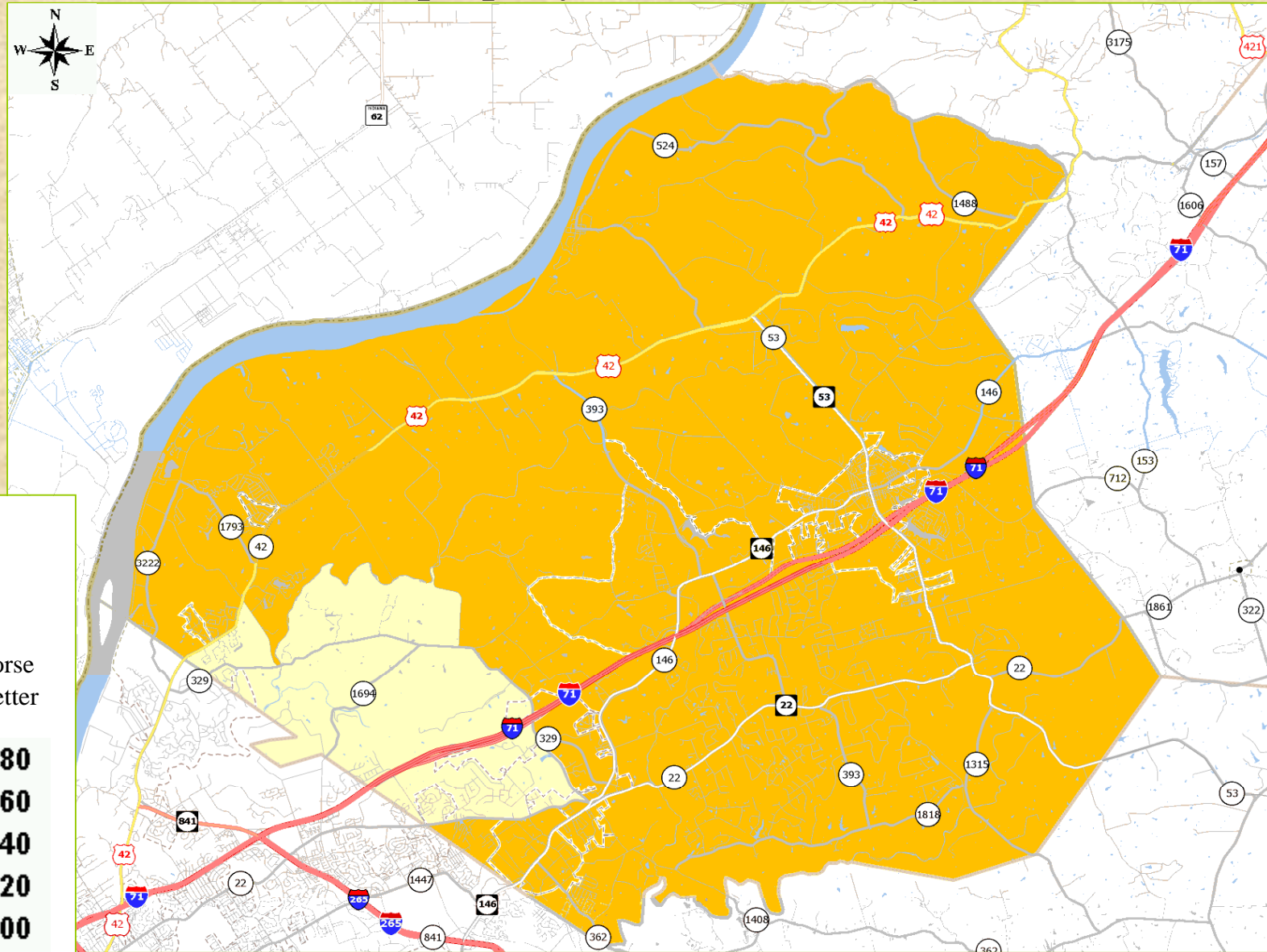
- 1.00 to 1.80**
- 1.80 to 2.60**
- 2.60 to 3.40**
- 3.40 to 4.20**
- 4.20 to 5.00**
- Other**

Note: "Other" areas did not contain enough respondents to show statistically significant results.

Oldham County Airport Feasibility Survey

Shading reflects the mean rating for all respondents by Magistrate

Perception of the impact that a general aviation airport would have on the value of property in Oldham County (Q6c.)



LEGEND

Mean rating on a 5-point scale, where:
 1 = Much lower/worse
 5 = Much higher/better

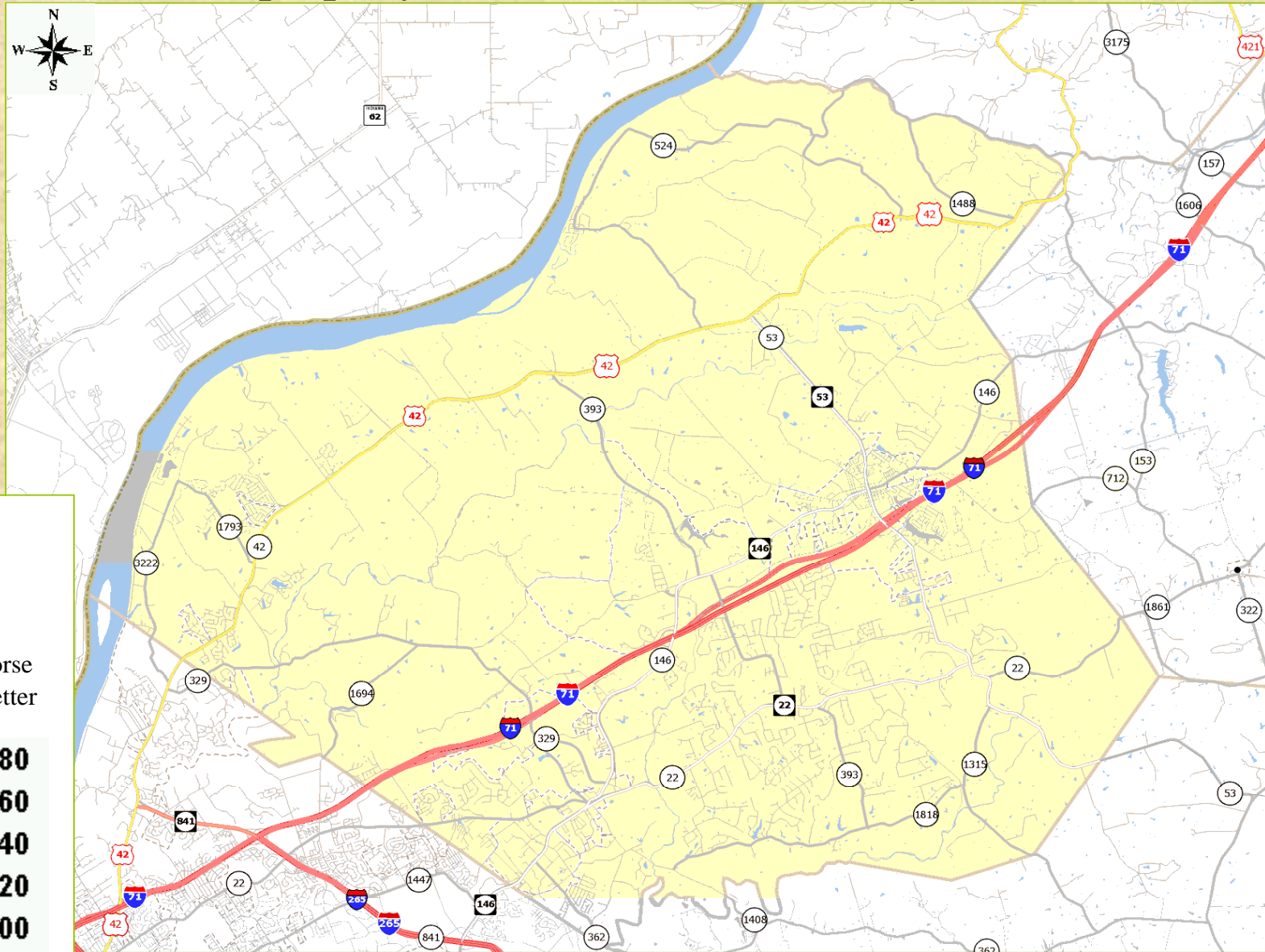
- 1.00 to 1.80**
- 1.80 to 2.60**
- 2.60 to 3.40**
- 3.40 to 4.20**
- 4.20 to 5.00**
- Other**

Note: "Other" areas did not contain enough respondents to show statistically significant results.

Oldham County Airport Feasibility Survey

Shading reflects the mean rating for all respondents by Magistrate

Perception of the impact that a general aviation airport would have on the property tax rate in Oldham County (Q6d.)



LEGEND

Mean rating on a 5-point scale, where:
 1 = Much lower/worse
 5 = Much higher/better

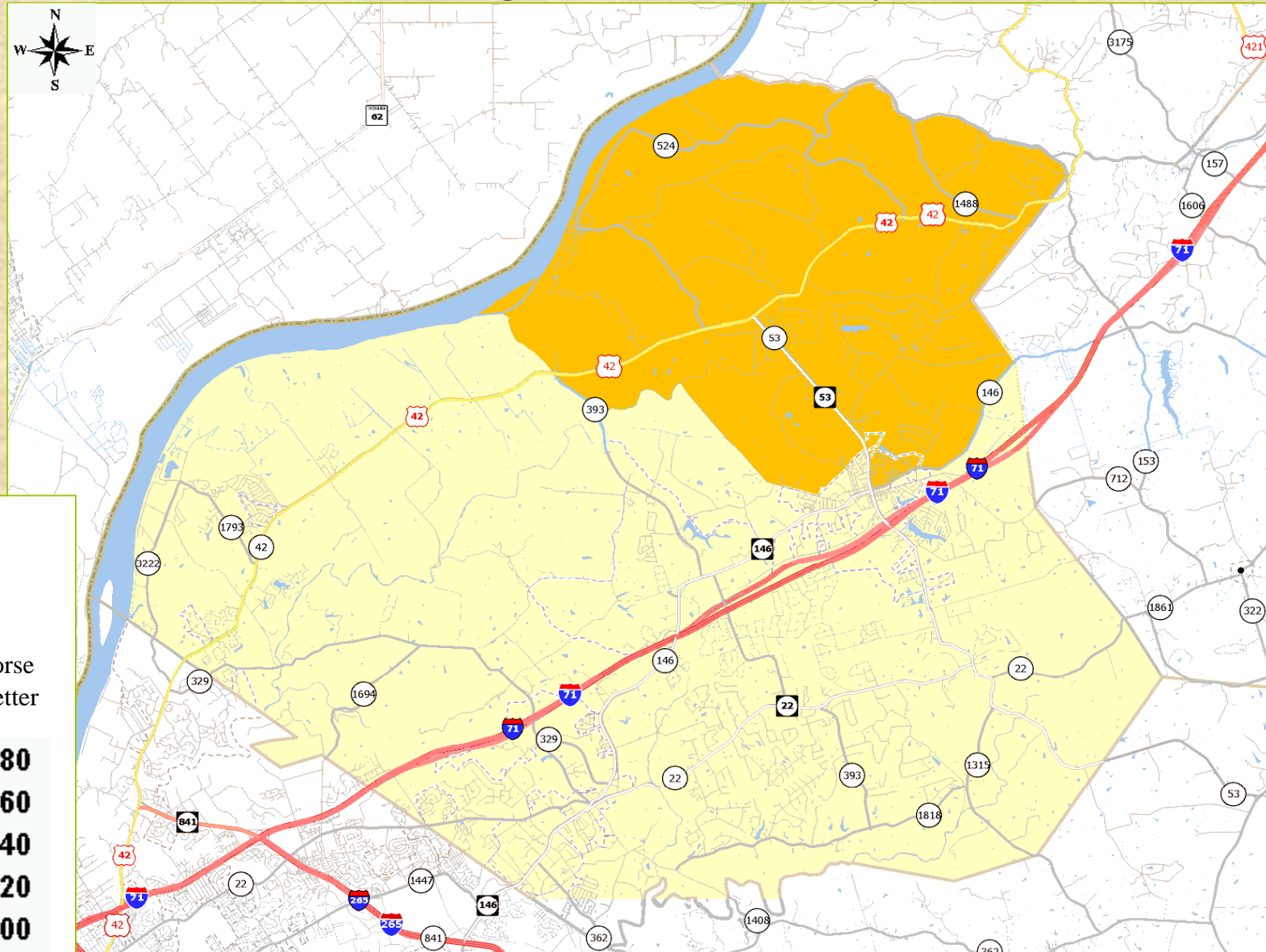
- 1.00 to 1.80**
- 1.80 to 2.60**
- 2.60 to 3.40**
- 3.40 to 4.20**
- 4.20 to 5.00**
- Other**

Note: "Other" areas did not contain enough respondents to show statistically significant results.

Oldham County Airport Feasibility Survey

Shading reflects the mean rating for all respondents by Magistrate

Perception of the impact that a general aviation airport would have on the image of Oldham County (Q6e.)



LEGEND

Mean rating on a 5-point scale, where:
 1 = Much lower/worse
 5 = Much higher/better

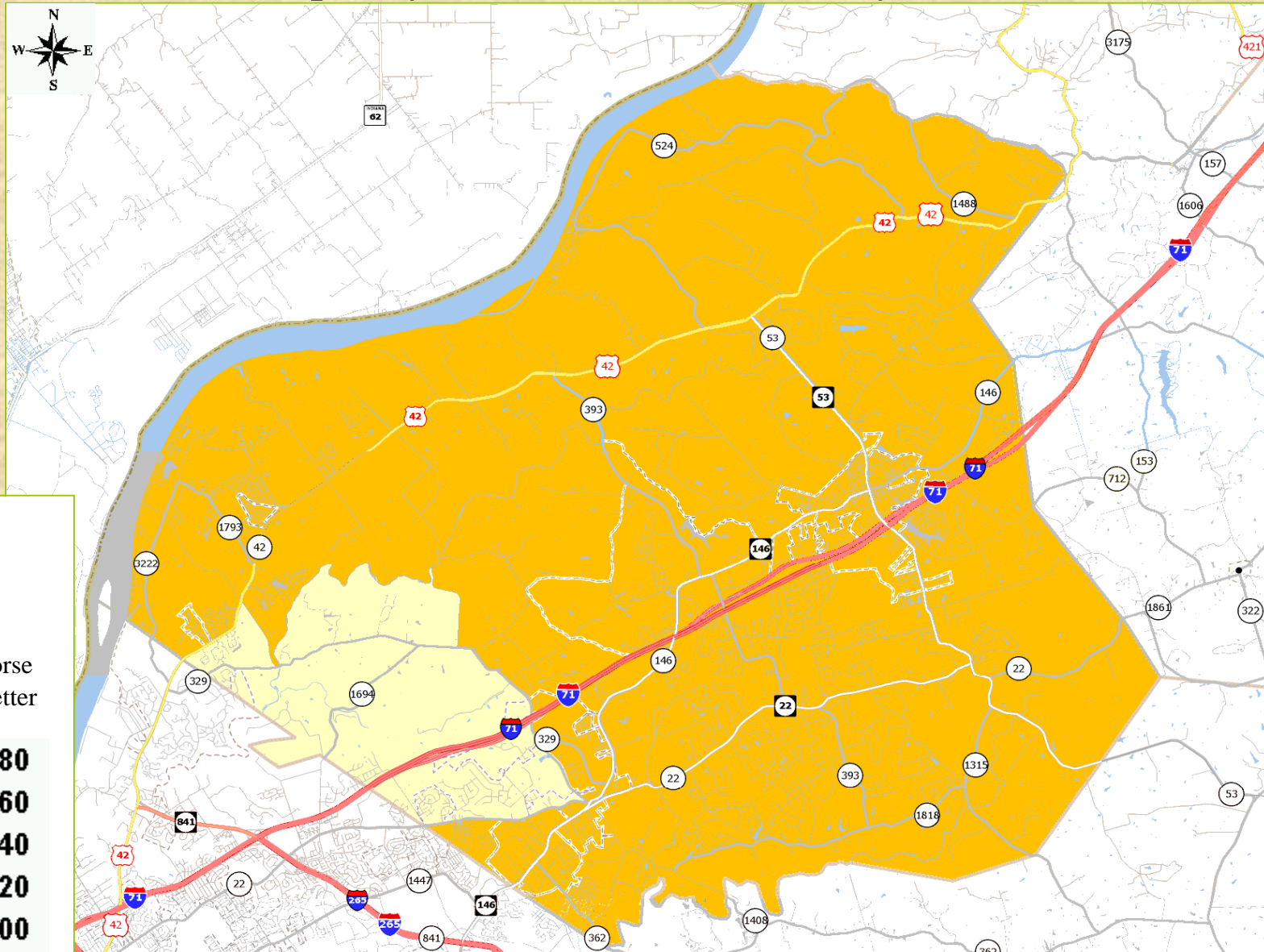
- 1.00 to 1.80**
- 1.80 to 2.60**
- 2.60 to 3.40**
- 3.40 to 4.20**
- 4.20 to 5.00**
- Other**

Note: "Other" areas did not contain enough respondents to show statistically significant results.

Oldham County Airport Feasibility Survey

Shading reflects the mean rating for all respondents by Magistrate

Perception of the impact that a general aviation airport would have on the quality of life in Oldham County (Q6f.)



LEGEND

Mean rating on a 5-point scale, where:
1 = Much lower/worse
5 = Much higher/better

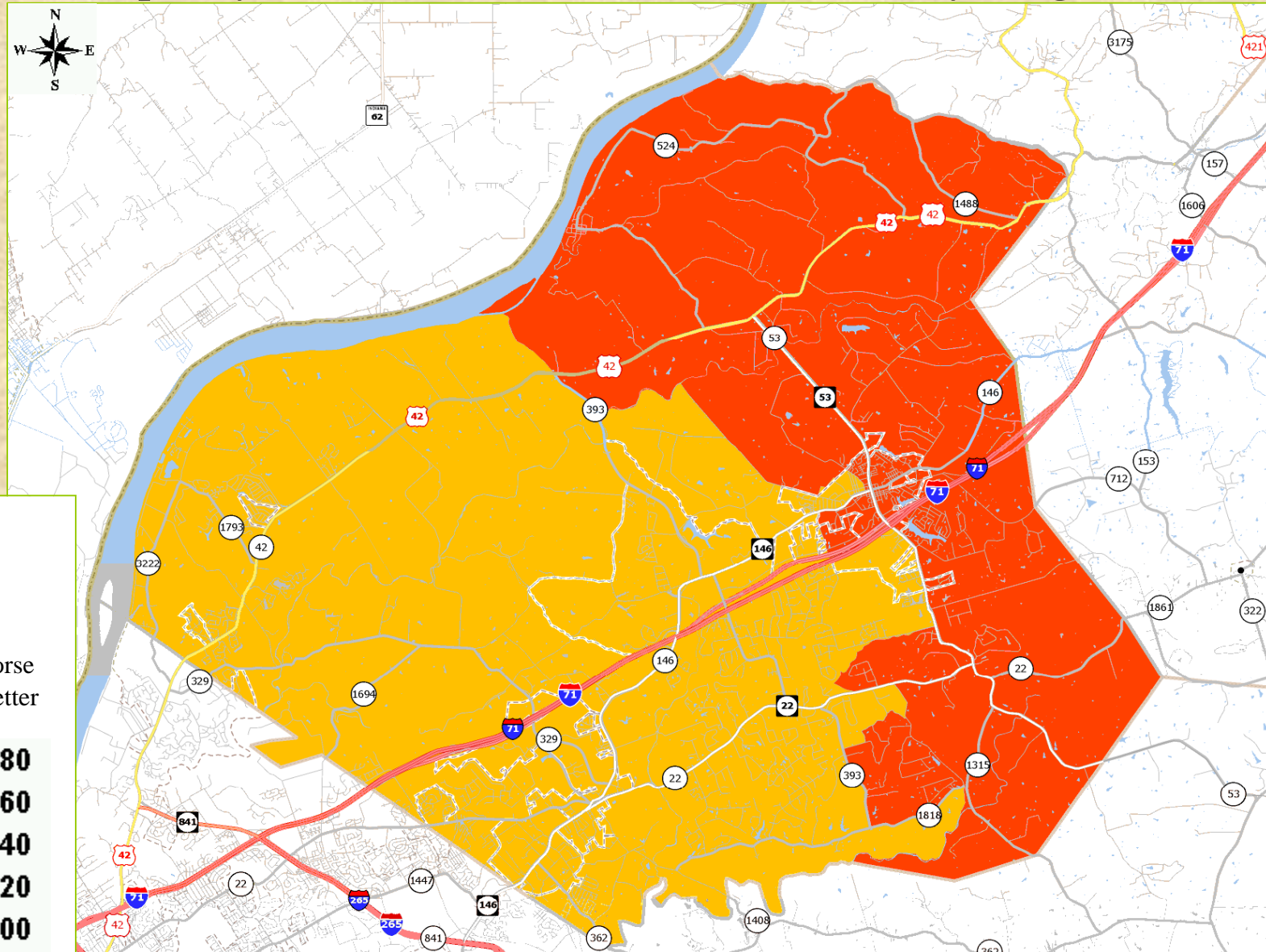
- 1.00 to 1.80**
- 1.80 to 2.60**
- 2.60 to 3.40**
- 3.40 to 4.20**
- 4.20 to 5.00**
- Other**

Note: "Other" areas did not contain enough respondents to show statistically significant results.

Oldham County Airport Feasibility Survey

Shading reflects the mean rating for all respondents by Magistrate

Perception of the impact that a general aviation airport would have on the quality of the environment in Oldham County (Q6g.)



LEGEND

Mean rating on a 5-point scale, where:
1 = Much lower/worse
5 = Much higher/better

- 1.00 to 1.80**
- 1.80 to 2.60**
- 2.60 to 3.40**
- 3.40 to 4.20**
- 4.20 to 5.00**
- Other**

Note: "Other" areas did not contain enough respondents to show statistically significant results.

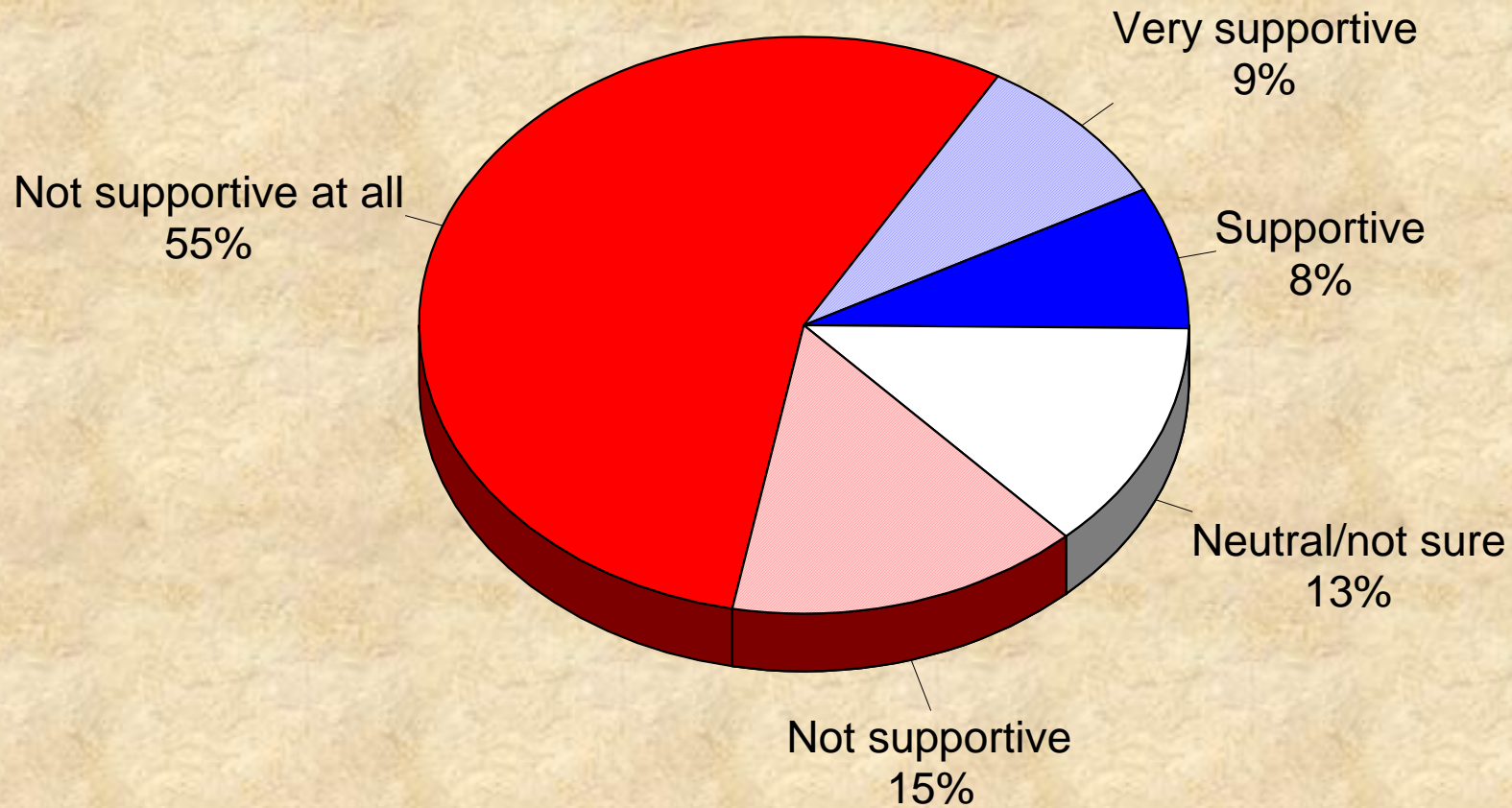
Oldham County Airport Feasibility Survey

Shading reflects the mean rating for all respondents by Magistrate

Support

Overall Support for Developing a General Aviation Airport in Oldham County

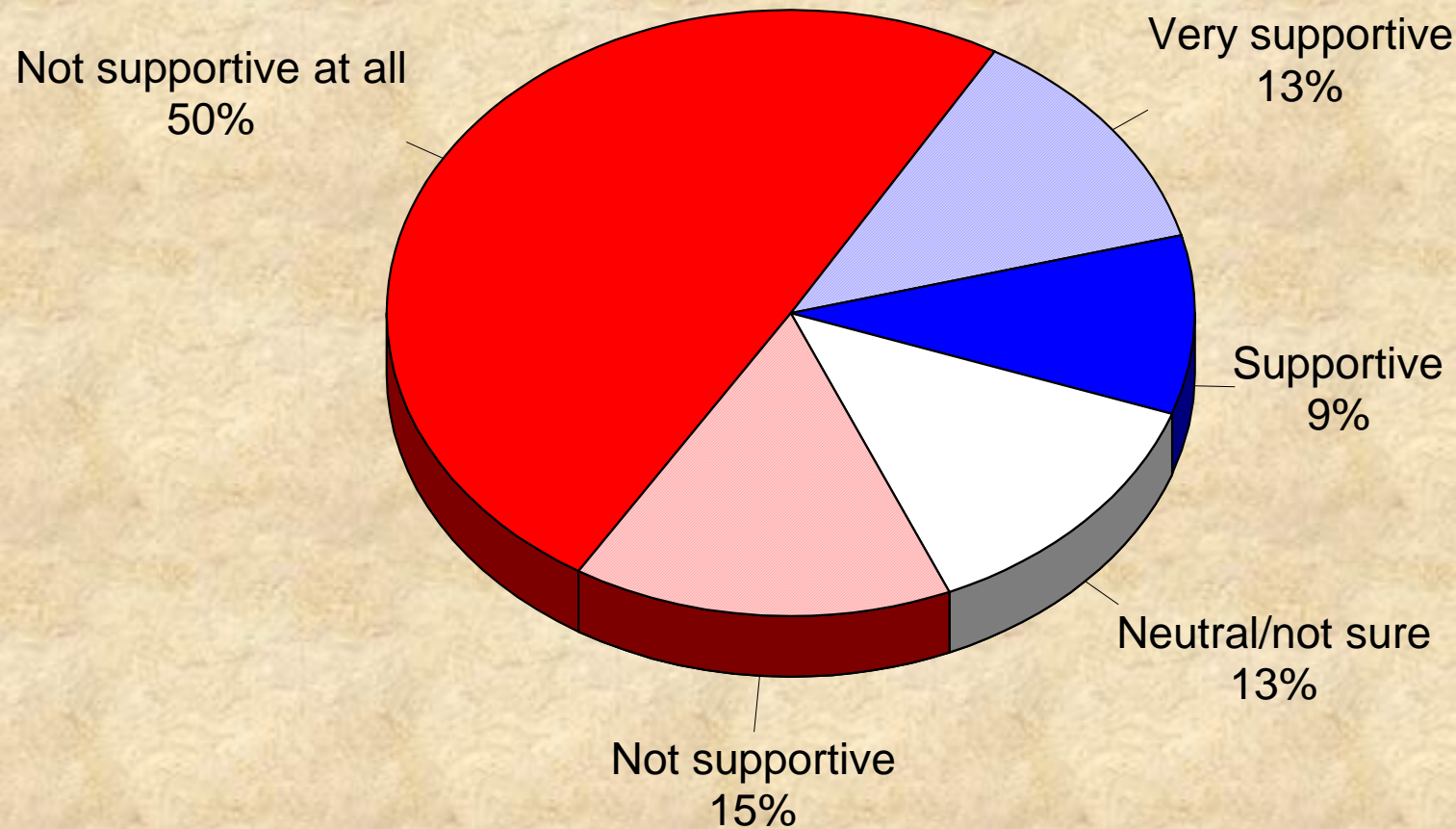
by percentage of respondents



Source: ETC Institute (Oldham County Airport Feasibility Study Survey)

How supportive would you be of developing a general aviation airport in Oldham County if the airport did not increase taxes on residents of the County?

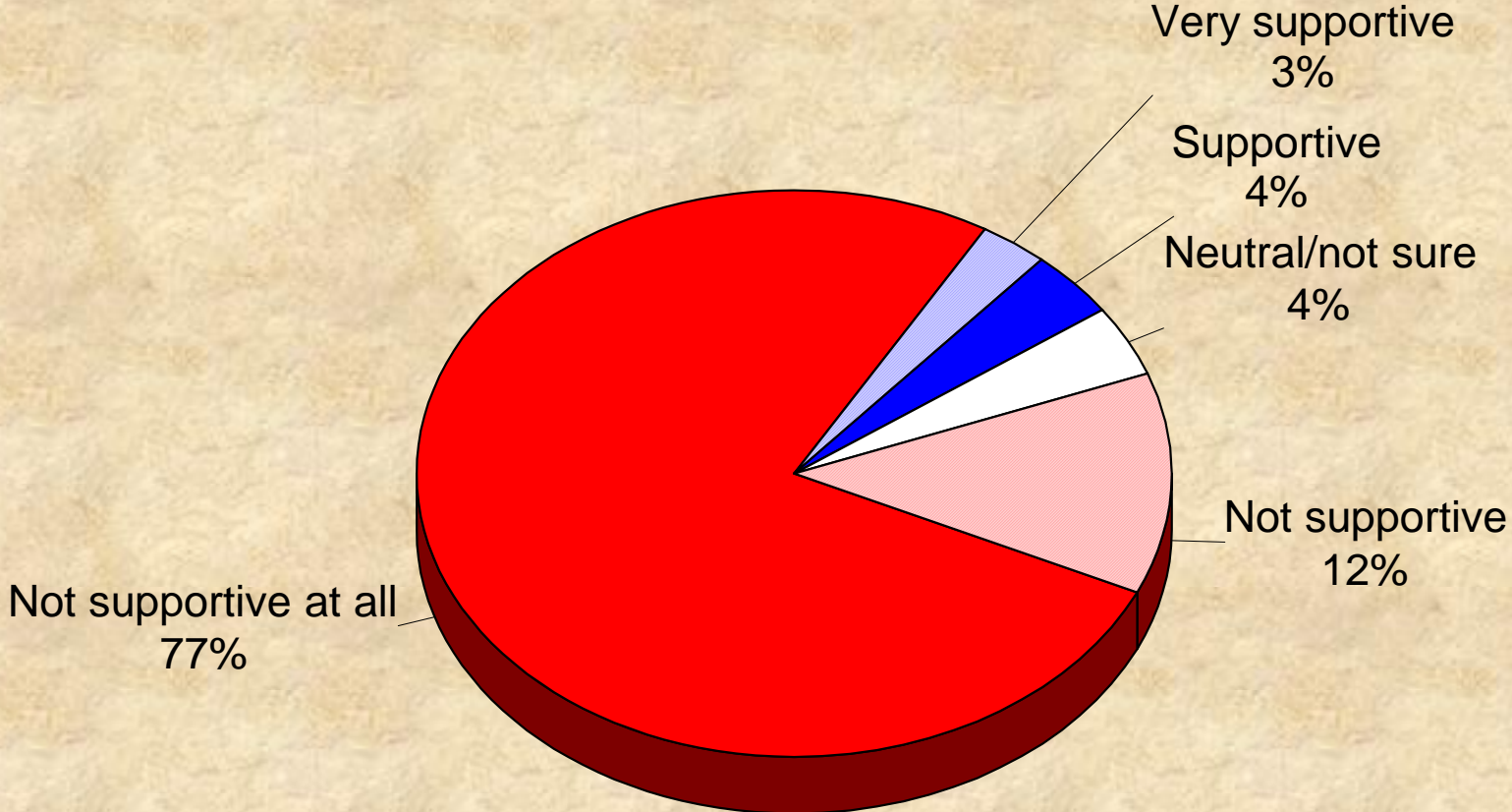
by percentage of respondents



Source: ETC Institute (Oldham County Airport Feasibility Study Survey)

How supportive would you be of developing a general aviation airport in Oldham County if the airport resulted in additional long-term taxes on residents?

by percentage of respondents

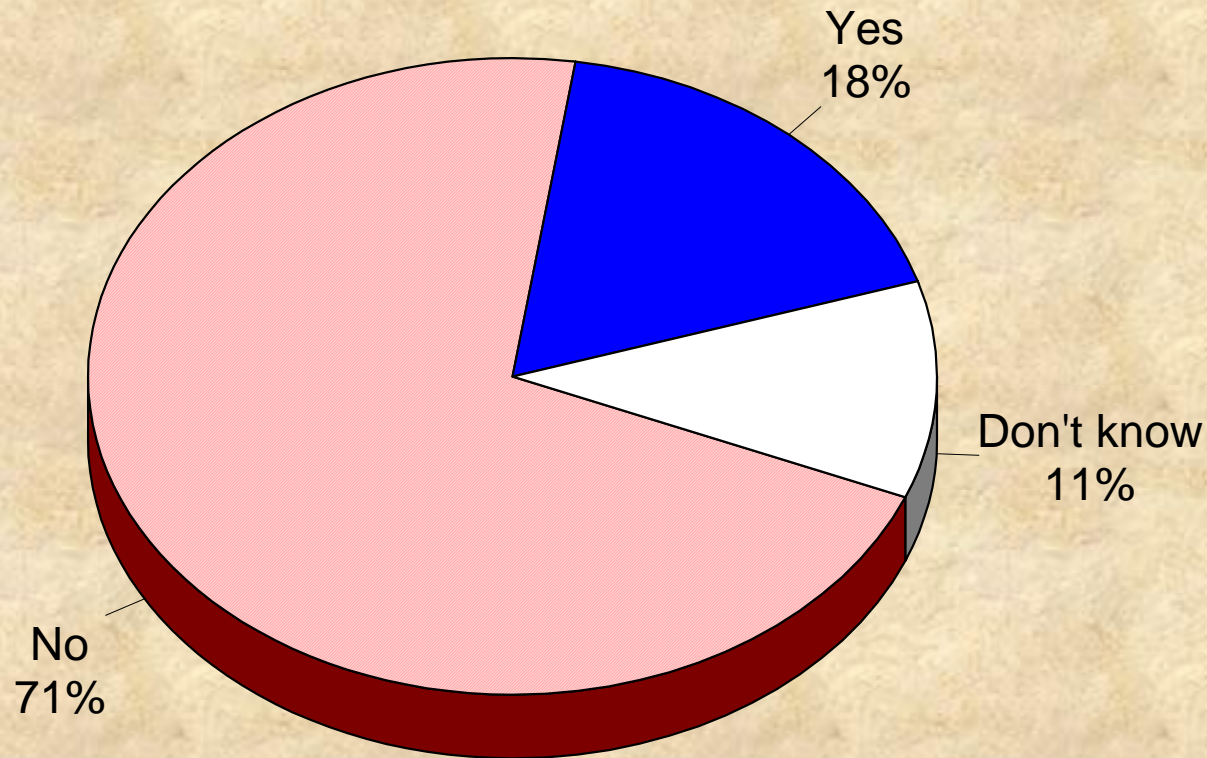


Source: ETC Institute (Oldham County Airport Feasibility Study Survey)

NextStep

The Kentucky Department of Aviation provided funding to study the feasibility of developing a general aviation airport in Oldham County. Approximately 1/2 of this money is still available for further analysis. Knowing this, do you think the company should continue studying the feasibility of developing an airport in the County?

by percentage of respondents



Source: ETC Institute (Oldham County Airport Feasibility Study Survey)

Conclusion

- Residents are familiar with the study
- Many residents see economic benefits of a General Aviation Airport
- However, the same residents are more concerned about the effect on the image of the County, the quality of life in the County, the effect on property value and the effect on the environment.
- Overall, residents will not support a General Aviation Airport

Questions?