

Poll Results

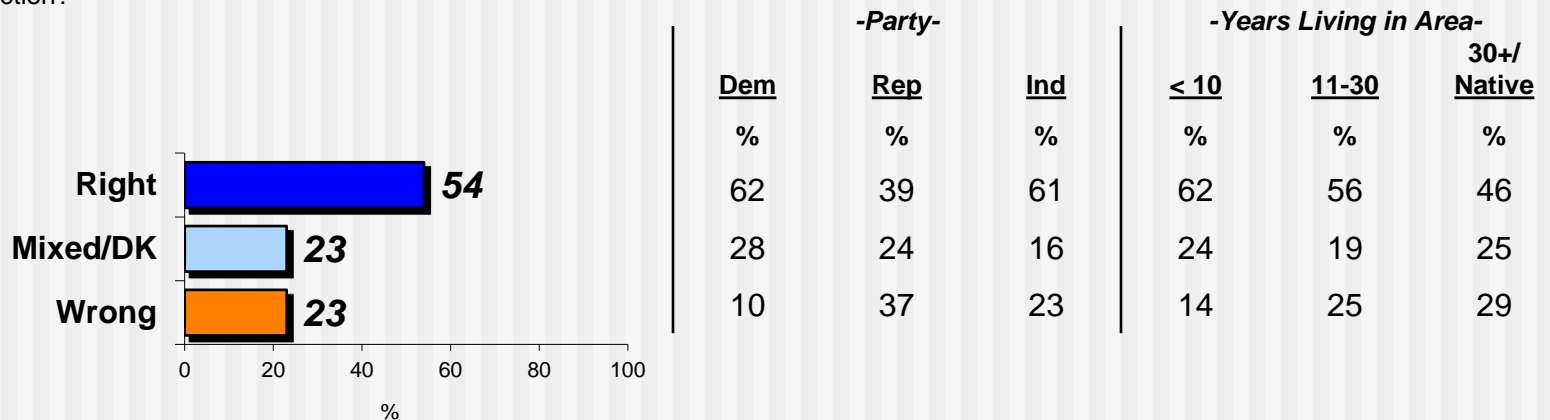
La Plata County Voters' Views of DRO Ballot Issue

Presented June 9, 2015

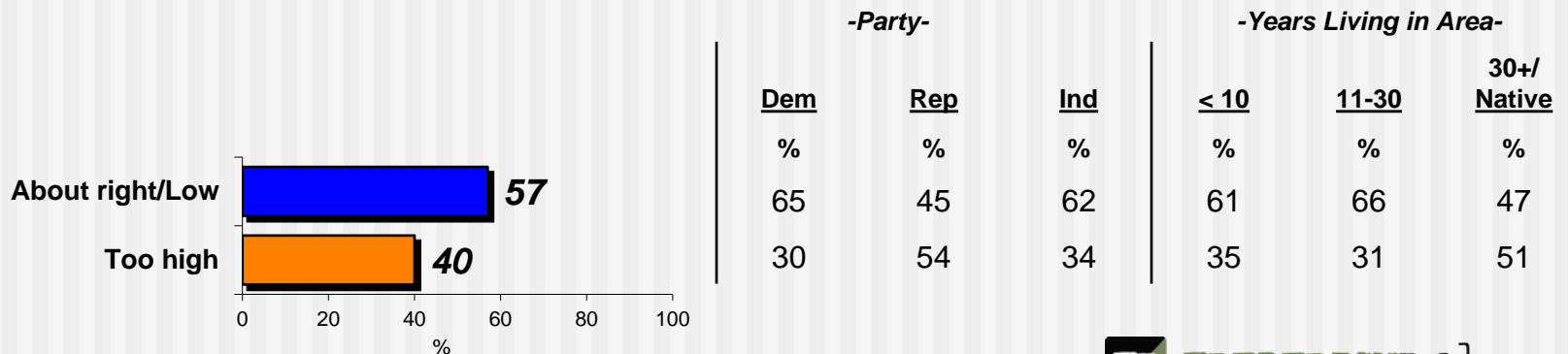
- Sample Size: n=400
- Eligibility: Likely November 2016 Voters
- Interview Method: Telephone. Landline 67%; Cell 33%
- Margin of Error: 4.9%
- Interview Dates: May 6-14, 2015

T1: Political Mood Measures – Voters are positive about overall county direction (54% right) and acceptable local tax burden (57%) – Democrats and Independents more so than Republicans; longest term residents are least positive on both.

Durango/La Plata Direction: In general, do you feel that things in the Durango-La Plata County area are headed in the right direction or the wrong direction?

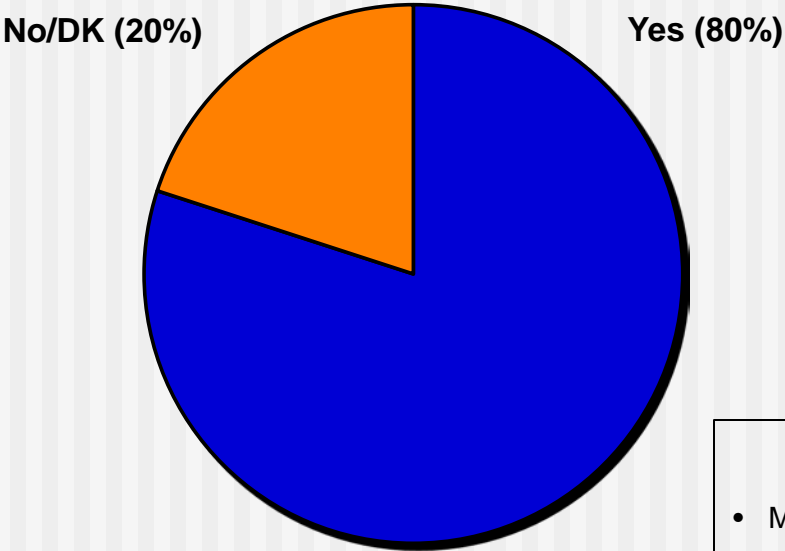


Taxation: Given the level of services provided, do you feel the overall level of taxes you pay to local government is much too high, somewhat high, about right, or even a bit low?



T2: Awareness of Airport Terminal Replacement – 80% awareness is very high.

Have you heard or read anything about a plan to build a new terminal at the Durango- La Plata airport?

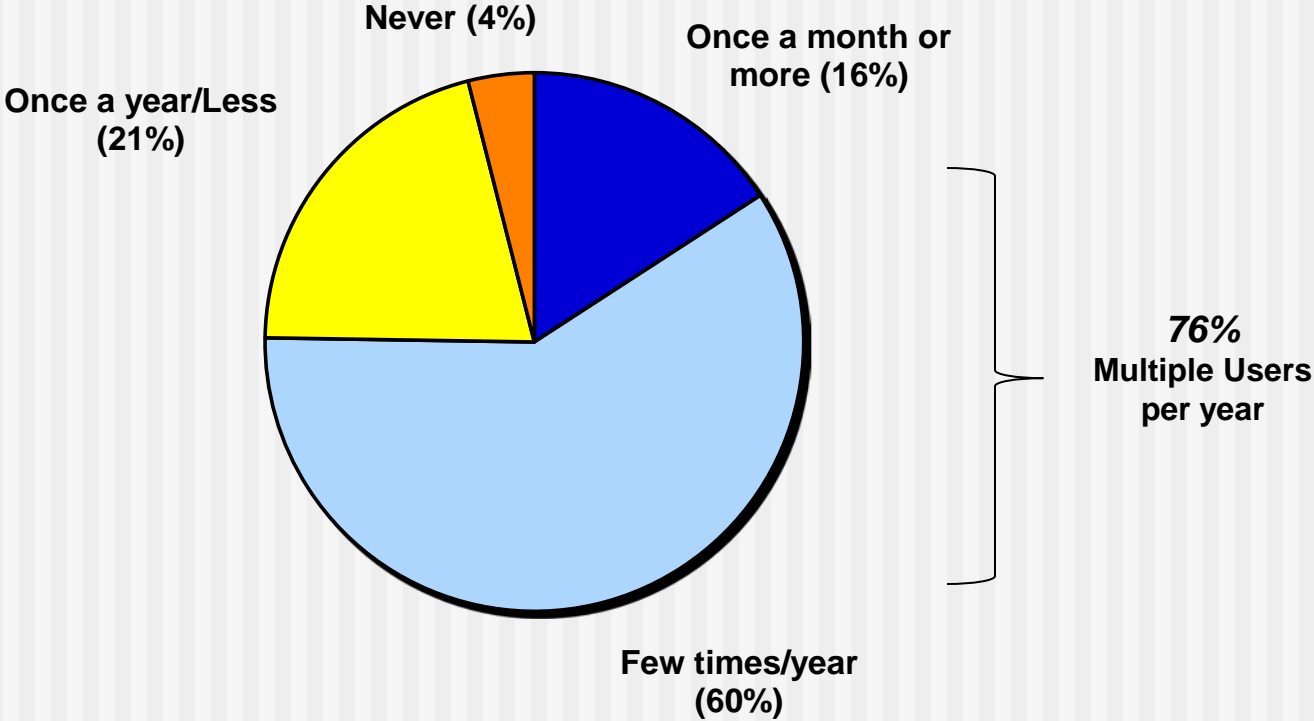


Highest With:

- Men 65+: 87%
- Super Voters: 87%
- Most Frequent DRO Users: 89%
- College Grad Men: 85%

T3: Usage of Airport – One-in-six County voters are frequent monthly+ airport users; most (60%) are occasional users; thus, three-fourths use DRO multiple times a year.

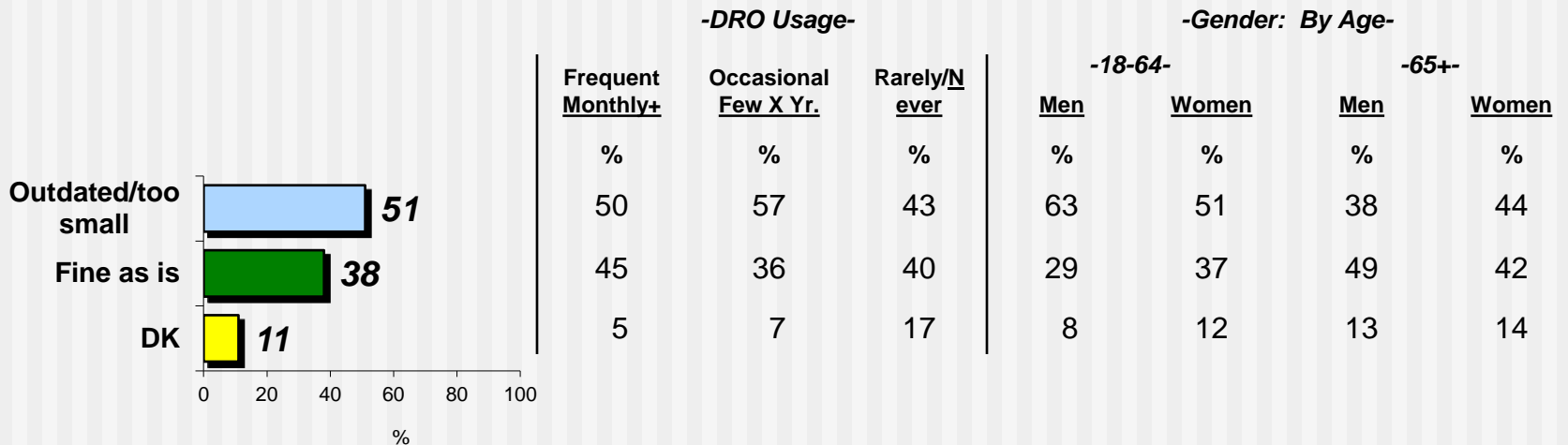
How often do you either use the Durango-La Plata County Airport or go there to pick up or drop someone off – once a month or more, a few times a year, about once a year, less than once a year, or never?



T4: Opinion of Current DRO – 51% majority say the airport is “too small” vs. 38% satisfied with facility “as is.” Voter age and airport usage are associated with opinions.

Which is closer to your opinion about the current Durango- La Plata airport...?

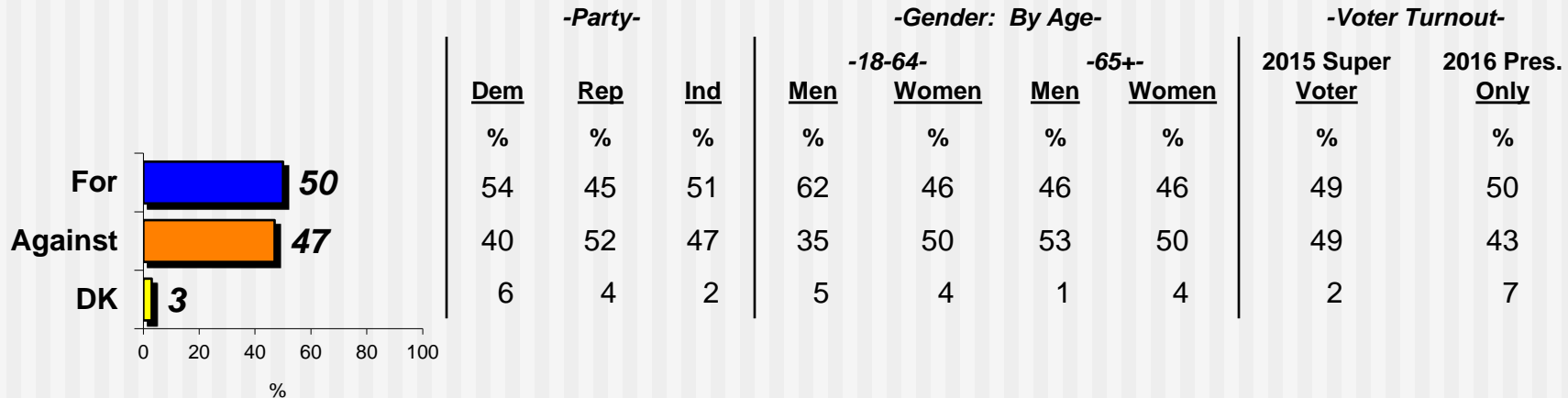
- It works fine the way it is.
- OR--
- It is outdated and too small for today’s needs.



T5: DRO Terminal Replacement Ballot Test: Sales Tax – Voters split evenly countywide – 50% FOR; 47% AGAINST. Working age men are strongest supporters.

Next, I'll ask you about two possible ballot issue questions dealing with raising 40 million dollars to build a new airport terminal at Durango-La Plata County Airport. The difference between the two is how it's paid for.

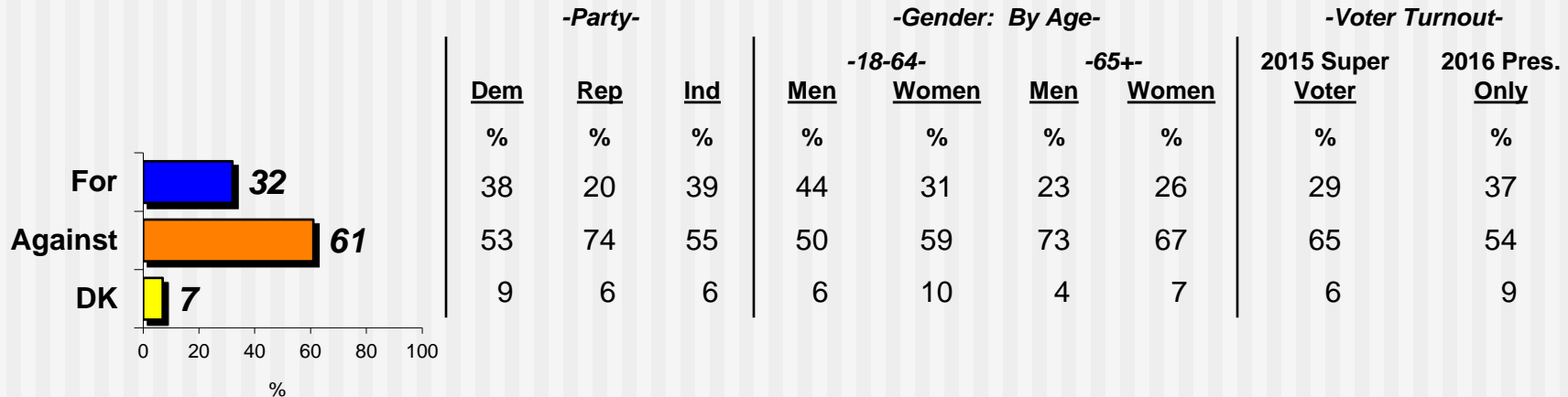
1/3rd Sales Tax: Would you vote FOR or AGAINST increasing the sales tax in La Plata County by one-third of a cent in order to raise 40 million dollars to build a new airport terminal? **[IF UNDECIDED]** Well, do you lean more toward voting FOR or AGAINST this tax increase to pay for a new airport terminal?



T6: DRO Terminal Replacement Ballot Test: Property Tax – Rejected by nearly two-to-one and is opposed by majorities in all partisan and demographic groups.

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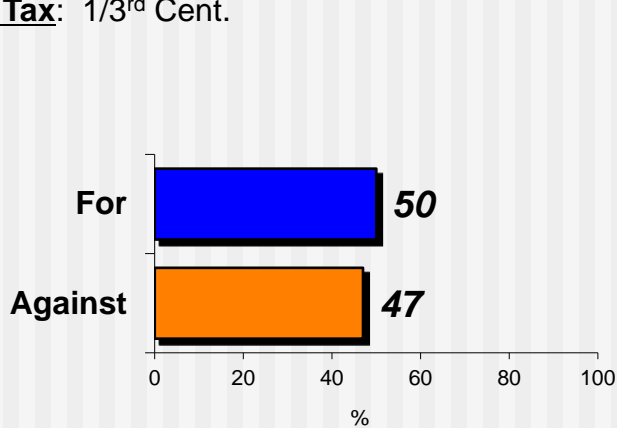
Property Tax: Would you vote FOR or AGAINST increasing the property tax for La Plata County homeowners by 85 cents per month for every 100 thousand dollars of home value in order to raise 40 million dollars to build a new airport terminal? **[IF UNDECIDED]** Well, do you lean more toward voting FOR or AGAINST this tax increase to pay for a new airport terminal?



T7: DRO Terminal Replacement Ballot Tests: By DRO Usage and Opinion

– Perceiving the airport as “too small” is the #1 driver of FOR vote on both revenue sources. Experience using DRO helps as well.

Sales Tax: 1/3rd Cent.



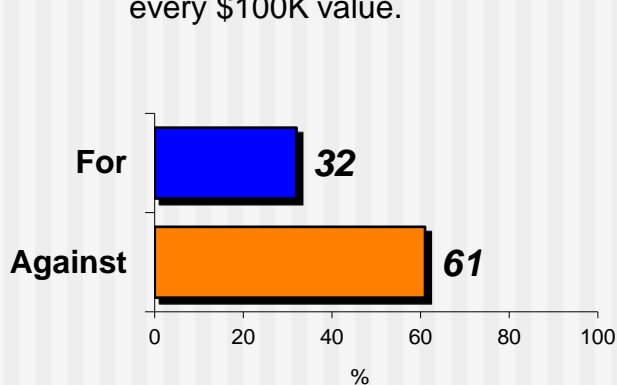
-Opinion of DRO Today-

<u>Too Small</u>	<u>Fine As Is</u>
%	%
69	25
27	73

-DRO Use-

<u>Frequent Monthly+</u>	<u>Occasional Few X Yr.</u>	<u>Rarely/ Never</u>
%	%	%
55	54	40
41	44	52

Property Tax: 85 cents per month for every \$100K value.



-Opinion of DRO Today-

<u>Too Small</u>	<u>Fine As Is</u>
%	%
51	12
42	83

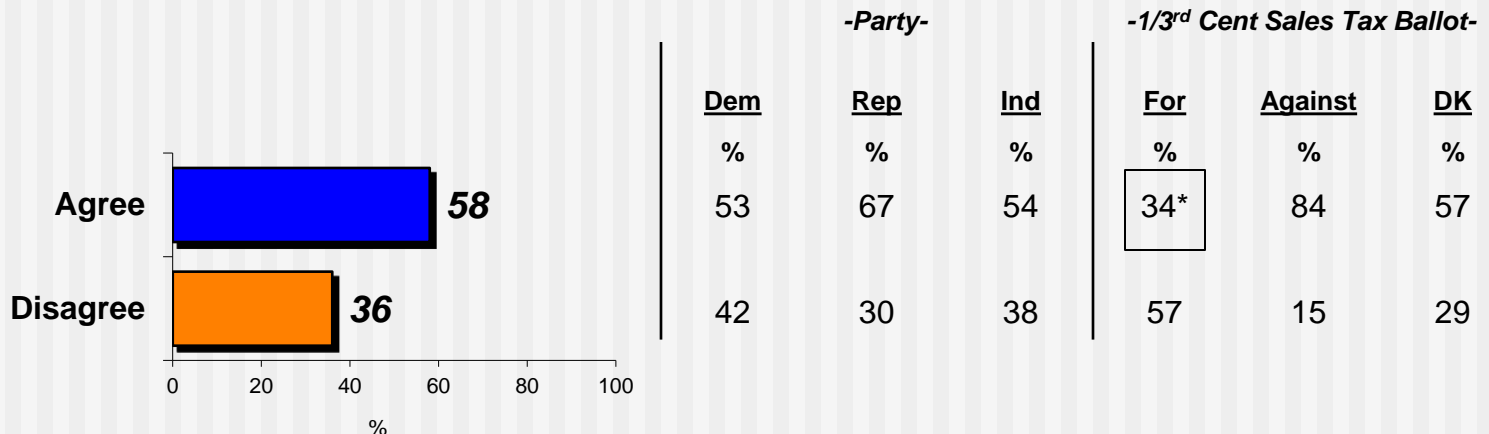
-DRO Use-

<u>Frequent Monthly+</u>	<u>Occasional Few X Yr.</u>	<u>Rarely/ Never</u>
%	%	%
34	39	14
56	56	74

T8: Test of Anti-Tax Message – A 58% majority agree “raising taxes...is bad idea” including one-third of pro-sales tax ballot voters.

Do you agree or disagree with this statement opponents to building a new airport terminal building might make:

“Raising taxes on local citizens for a new airport terminal building is a BAD IDEA since many people are still struggling to make ends meet and especially when the current airport, which is only 25 years old, has worked fine handling growing passenger traffic.”



* Equals 17% of voters who vote FOR sales tax but agree “bad idea” to raise taxes.

T9A: Strength of Pro-DRO Ballot Messages – “Everyone contributes” via sales tax is top overall message. For swing voters who move to “FOR” on sales tax ballot: jobs, parking, and too small are potent.

Next I will read you some statements that supporters of building a new replacement airport terminal building might make. Rate the strength of each as a reason FOR a tax increase to build a new airport as either a very strong reason, a somewhat strong reason, or a weak reason.

Paying for a new airport terminal building with a modest sales tax increase makes sense because it means everyone contributes, especially the tourists and seasonal residents.

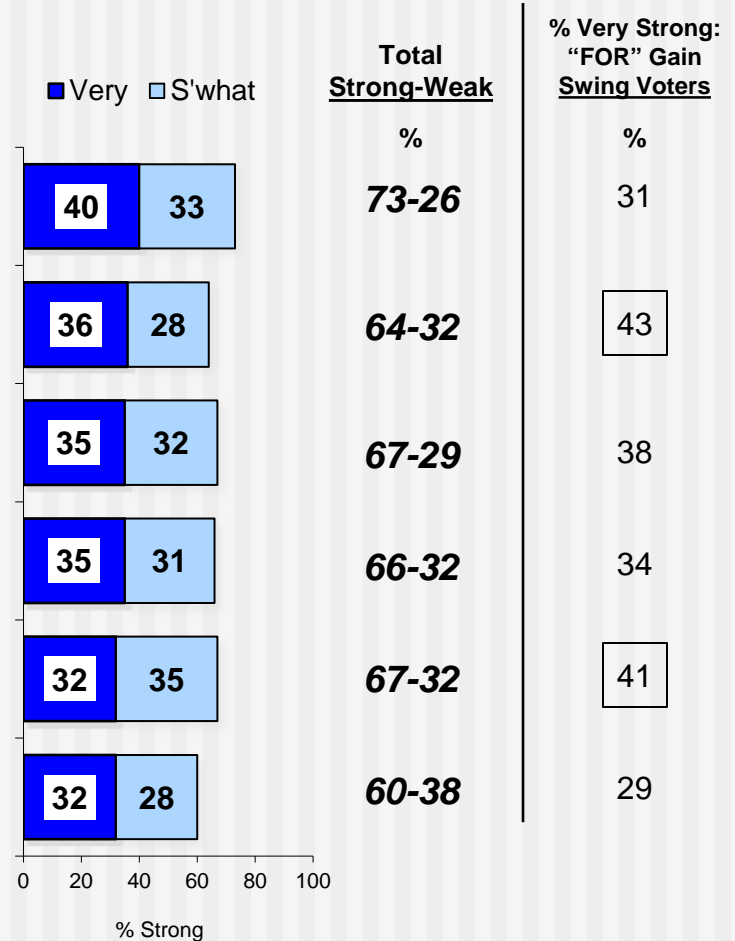
The parking at the airport is often full and thus, needs to be expanded to serve passenger needs. But there simply is no more room at the current site.

When the current airport opened in 1988, it was built to serve a limited number of small prop plane flights, but now that larger jets and more flights are bringing in more passengers, the terminal facilities are inadequate.

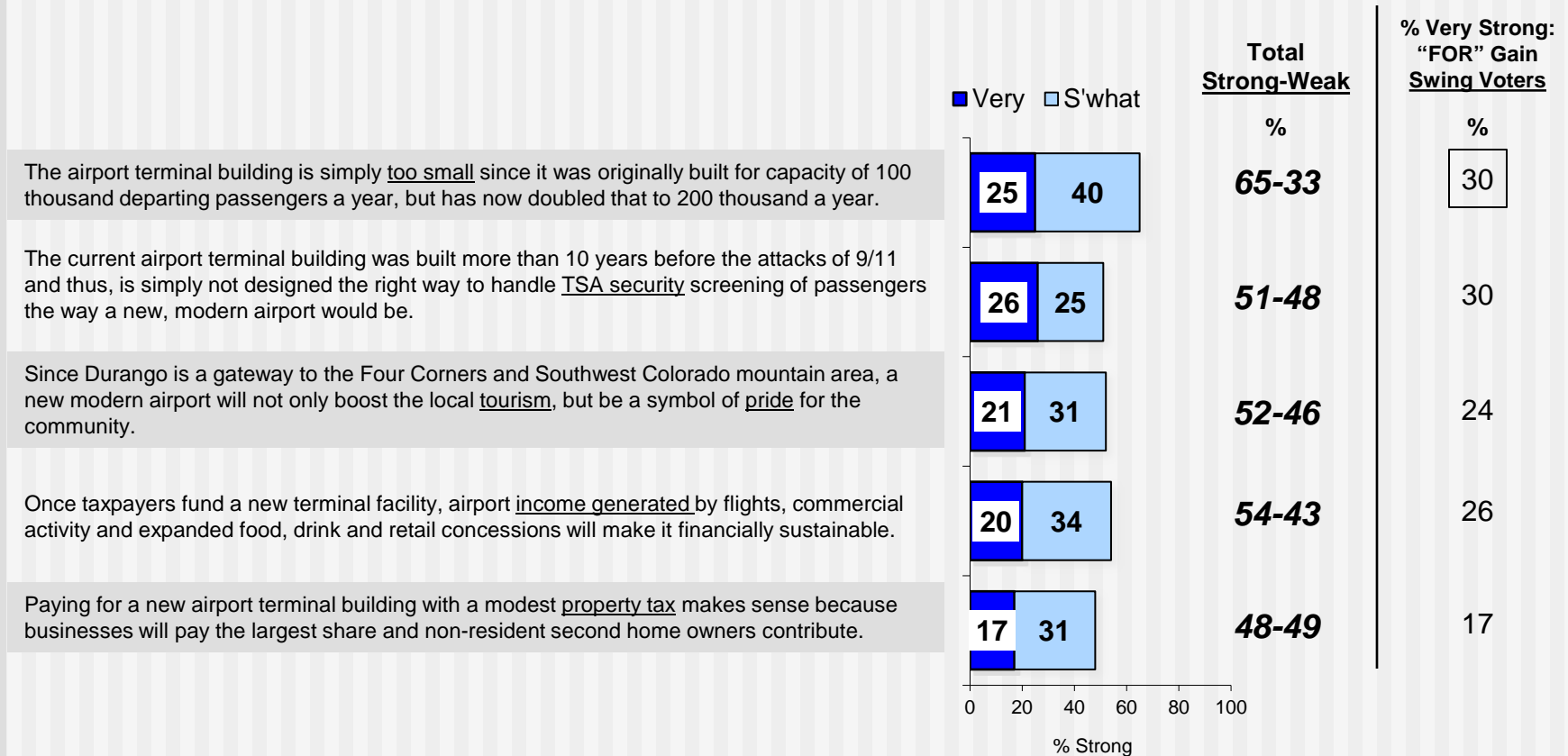
The current airport terminal size is half the size it should be to handle all of the 200 thousand departing passengers using the airport today. The terminal space simply needs to be bigger to effectively handle the current and projected passenger load.

The airport is a major economic engine contributing to over 2,600 jobs in the area; modernizing and expanding the airport will drive more economic development, jobs and tourism.

If voters approve the 40 million dollar tax increase, the federal government will match that amount; 40 million more to complete the project... money that will go to some other community if we turn it down.

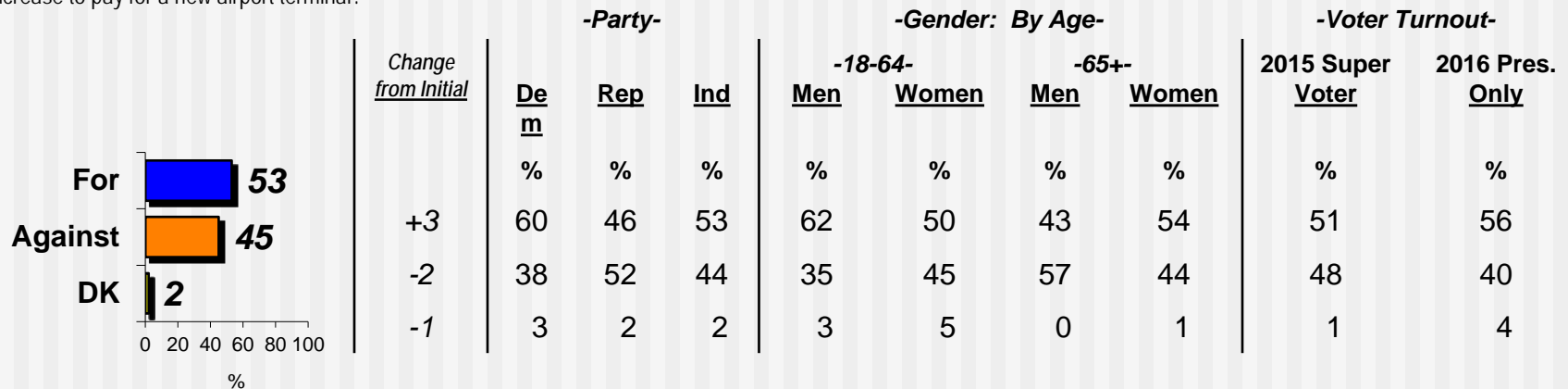


T9B: Strength of Pro-DRO Ballot Messages.

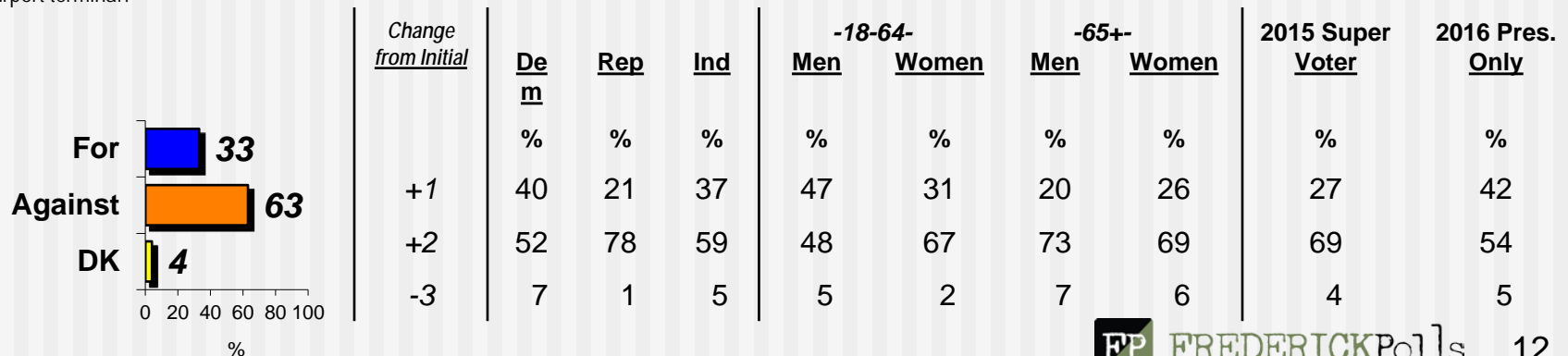


T10: Informed Ballot Retest – After pro and anti-tax statements, the sales tax ballot moves to 53% FOR, 45% AGAINST (+3 gain) while property tax remains opposed by 63%.

1/3rd Sales Tax: Now that you've heard all this information... Would you vote FOR or AGAINST increasing the sales tax in La Plata voting FOR or AGAINST this tax increase to pay for a new airport terminal?

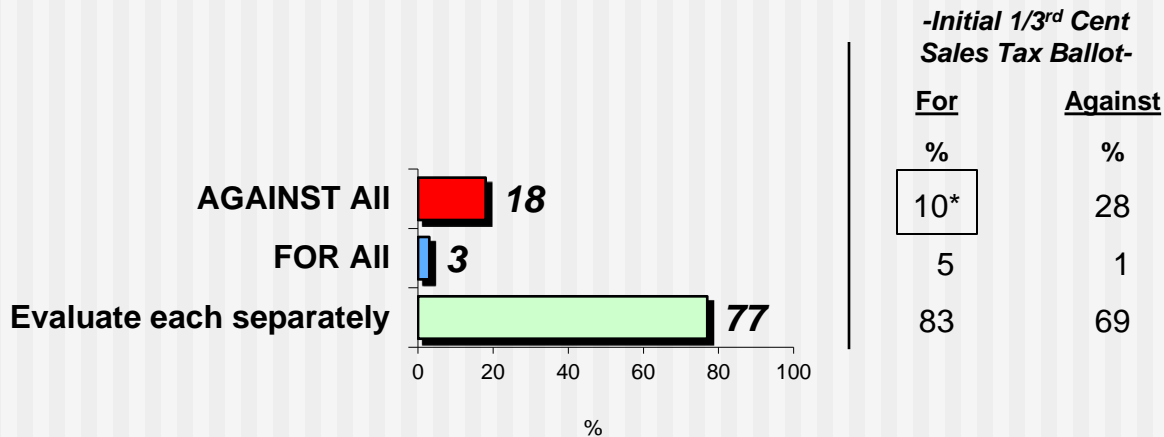


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T11: Impact of Multiple Tax Issues on Ballot Vote -- Just under one-in-five (18%) say multiple tax ballot questions would lead them to vote against all tax increases – 80% are not impacted. Multiple tax questions could lead to drop off of five points from the initial sales tax FOR vote that starts at 50%.

Lastly, if there were other tax increases on the ballot at the same time as the airport tax increase question, would you be more likely to -- vote AGAINST all tax increases, vote FOR all the tax increases for public improvements, or evaluate the airport question separate from all other ballot questions?



* Equals 5% of total electorate – potentially moves 50% FOR down to 45% FOR.

Sample Demographics

- n=400 completed interviews
- Likely November 2016 voters
- 4.9% margin of error

Party Registration

Democratic	32%
Republican	33%
Independent	35%

Areas

Durango City	31%
Rest of County*	69%

* Bayfield = 16%/Ignacio = 7%/Hesperus = 5%

Phone Type

Landline	65%
Cell	35%

Gender

Men	50%
Women	50%

Turnout

2015 Super Voter	62%
2016 Pres Only	38%

Age

18-39	22%
40-54	17%
55-64	22%
65+	37%

Hispanic Heritage

6%

Education

HS or less	15%
Some college	22%
College graduate	32%
Graduate degree	29%

Length of Residence

Under 10 years	24%
11-20 years	25%
21-30 years	14%
30+ years/Native	34%