

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



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

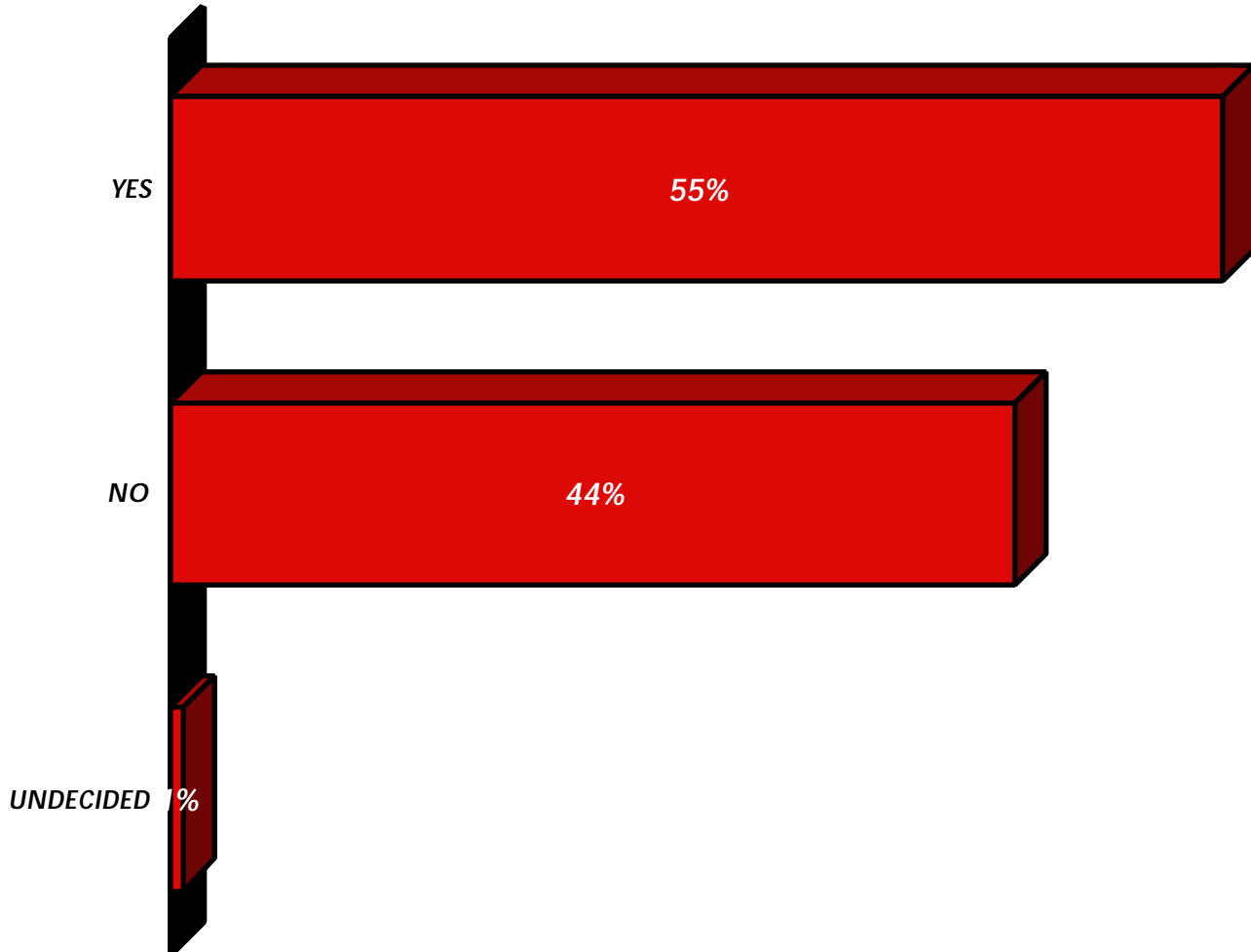
- * 12 HRS TILL POLLS OPEN IN KENT COUNTY, WHERE VOTERS ARE BEING ASKED TO APPROVE A PROPERTY TAX INCREASE TO BUILD A NEW WILDLIFE PARK, THE MEASURE APPEARS TO PASS, BUT OPPOSITION IS UP, AND SUPPORT IS DOWN, ACCORDING TO SURVEYUSA TRACKING POLL.
- * TODAY, THE MEASURE PASSES 55% TO 44%. BUT 55% IS THE 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

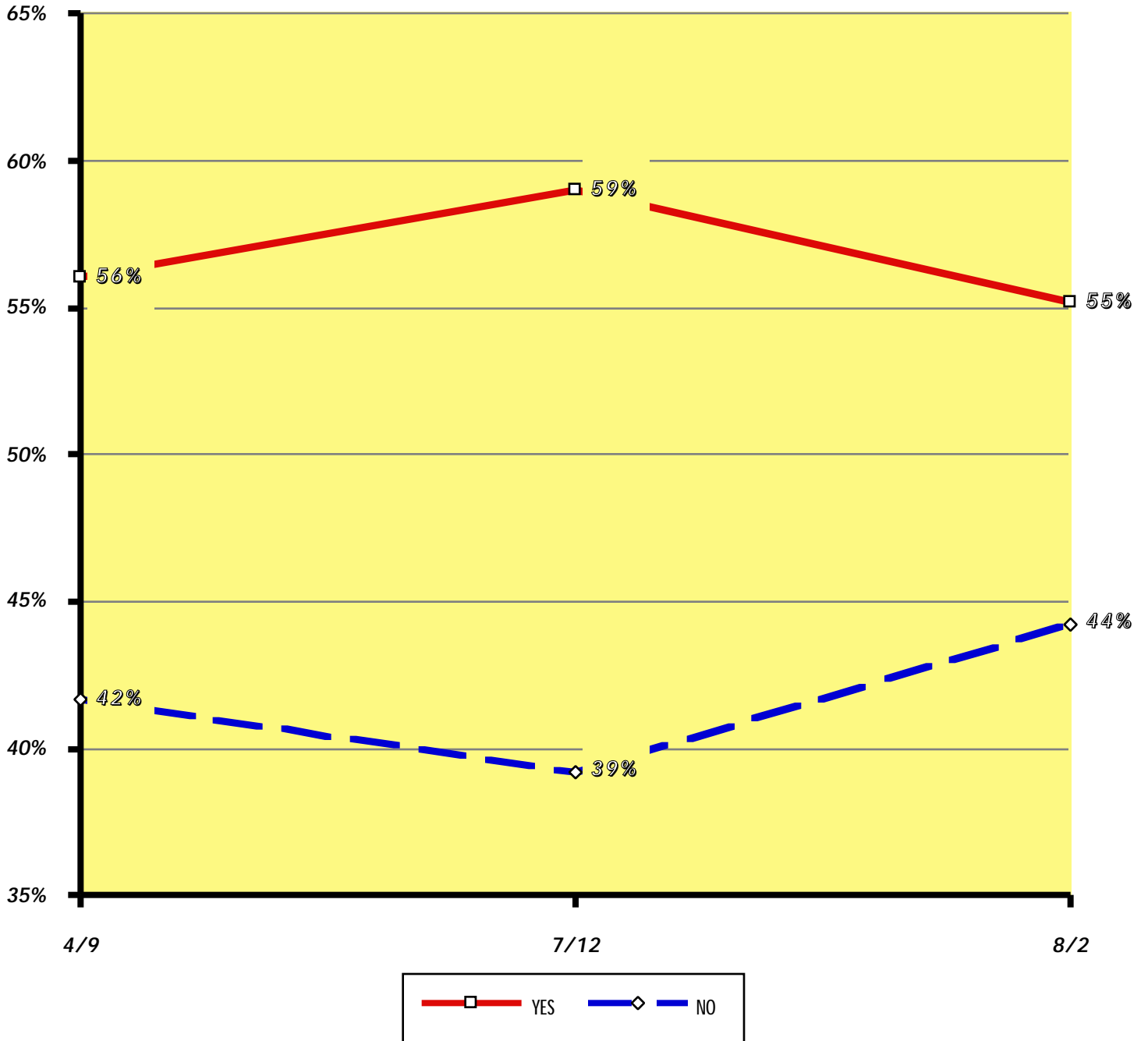
ON TUESDAY, KENT COUNTY RESIDENTS WILL VOTE ON WHETHER TO RAISE PROPERTY TAXES TO PAY FOR A WILD-LIFE PARK. THIS BALLOT PROPOSITION WOULD RAISE PROPERTY TAXES ON A \$200,000 HOME BY \$55 A YEAR FOR 25 YEARS. THE REVENUE WOULD HELP PAY FOR A NEW WILDLIFE PARK, REPLACING THE CURRENT JOHN BALL ZOO. IF THE 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	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%								

	OVERALL	CONSERVATIVE	MODERATE	LIBERAL	REPUBLICAN	DEMOCRAT	INDEPENDENT/OTHER								
DEMOGRAPHIC SUBPOPULATIONS INDEXED TO OVERALL RESPONSES															
YES	100	95	109	111	100	112	88								
NO	100	106	89	88	100	85	115								
UNDECIDED	100	148	70	0	80	108	108								

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%								

	OVERALL	GRAD SCHOOL	COLLEGE GRAD	SOME COLLEGE	NO COLLEGE	OWN	RENT								
DEMOGRAPHIC SUBPOPULATIONS INDEXED TO OVERALL RESPONSES															
YES	100	103	104	97	97	94	122								
NO	100	95	96	105	102	107	70								
UNDECIDED	100	120	0	81	214	83	235								

OVERALL
GRAD SCHOOL
COLLEGE GRAD
SOME COLLEGE
NO COLLEGE
OWN
RENT

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.