

January 4, 2007

TO: Airport Futures Planning Advisory Group

FROM: John L. Campbell, Mike Riley  
RILEY RESEARCH ASSOCIATES

RE: WEIGHTED CROSS TABULATIONS

At the December 18, 2007 Planning Advisory Group meeting, the question was raised about whether the survey results were weighted.

In analyzing the survey results, Riley Research deemed it necessary to weight the Airport Futures results so the results are representative of the actual populations of the Impact Areas and remainder of the Counties. Our concern was that the Impact Area's opinions were overstated due to the over sampling in those areas. Applying the weighting only made statistical differences in two of the results.

In the question where respondents were asked to rate whether Airplane noise reduces the quality of life in my neighborhood on a five-point scale, where one meant, "strongly disagree" and five meant, "strongly agree," the percentage that said they "strongly disagree" (rating of "1") increased **3%** from **62%** to **65%**. (Q10)

The percentage of respondents who said there are no other sustainability options that the PAG needs to consider increased **6%** from **45%** to **51%**. (Q23)

All of the other findings in the total column remained unchanged or only increased or decreased a statistically insignificant one or two percentage points. More in-depth comparisons can be made as to changes in the other demographic groups in the cross tabulations if desired.

**PAG Attachment #3**