

**Support for STAMP among Town of Alabama,  
Genesee County, New York, residents**



**Conducted by:**

Goldhaber Research Associates, LLC

Fieldwork conducted October 12, 2012 – November 2, 2012

# **Support for STAMP among Town of Alabama, Genesee County, New York, residents**

## **QUANTITATIVE RESEARCH**

Study conducted October 12, 2012 – November 2, 2012

### **Background**

This study represents research conducted on behalf of the Genesee County Economic Development Center (GCEDC) by Goldhaber Research Associates, LLC., (GRA). The research polled the residents of the Town of Alabama, Genesee County, New York, to assess their support for the proposed Western New York Science Technology and Advanced Manufacturing Park (WNY STAMP).

### **Methodology**

GRA used a mail survey methodology and conducted a census of all residents of the Town of Alabama. GCEDC provided GRA with a database consisting of names and addresses of 1500 residents of the town. GCEDC also provided GRA with two questions to be utilized in the poll. GRA provided minor inputs towards the design of the questions and the final instrument was approved by GCEDC and the Town of Alabama Board. Additionally, GCEDC provided GRA with a one-page flyer discussing the WNY STAMP project and the copy of the incentive zoning agreement between the Town and GCEDC.

Together, the one-page flyer, zoning agreement, and survey instrument, along with a cover letter from the Town board soliciting resident participation, were mailed to all individuals listed in the database. The envelope also contained a stamped return mail envelope addressed to GRA's Williamsville office.

In order to verify that only the respondent who was mailed the survey was providing the response, the study used a single blind design. Each instrument had a questionnaire number that was matched with the person's name in our database. Upon receipt of a completed survey, the database was checked to verify that the instrument was valid and only one response was received from that individual. To maintain confidentiality, the names of the respondents were never associated with their responses in our data files, and the information about who completed the survey or who responded in a particular way to the survey was not shared with GCEDC.

All surveys were mailed October 12-14, 2012. Following this, a reminder card was sent to all individuals in the database on October 18. Completed surveys were collected by GRA until November 2, 2012. GRA's market research staff then opened each survey and entered the responses into our survey software. To ensure that there were no data entry errors, the surveys were independently entered by two separate staffers and cross-checked by the Research Supervisor.

Overall, GRA received 677 surveys. Sixteen respondents removed the questionnaire number that was used to verify their response. These responses were excluded from the overall analysis but analyzed separately. In all, 72 surveys were returned undelivered and 53 surveys were received after November 2, 2012. All these surveys were returned unopened to GCEDC. While not included in the original analysis, the 53 late responses were later added to the overall analysis. The subsequent addition of these responses did not change the overall percentage of those in favor or against the STAMP project.

## **EXECUTIVE SUMMARY**

- The majority of residents in the Town of Alabama feel that the proposed \$8.5 million incentive zoning agreement is enough for the STAMP project to commence.
- The majority of residents in the Town of Alabama are in favor of the STAMP project.

## **RESULTS OF THE STUDY**

### **Table 1. Is the proposed \$8.5 million incentive zoning agreement enough for the Town of Alabama to allow the STAMP project to commence?**

Sixty-two percent of the residents who responded to this question (N = 654) felt that the \$8.5 million incentive zoning agreement was enough for the STAMP project to commence.

### **Table 2. Based on the information you have received so far, are you in favor or against the STAMP project?**

Sixty-eight percent of the respondents (N = 672) in the Town of Alabama were in favor of the STAMP project while less than a third (32%) were against it.

### **Unverifiable responses**

Sixteen respondents were unverifiable because they removed the questionnaire number that was used to verify their response. Among those who responded to question 1 (N = 11), 27% felt that \$8.5 million was enough for the Town while 73% felt it was not enough. Among those who responded to question 2 (N = 14), 21% were in favor of the proposed STAMP project while 79% were against it.

# TABLES

## GCEDC Survey - October 2012

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Table 1: Is the proposed \$8.5 million incentive zoning agreement enough for the Town of Alabama to allow the STAMP Project to commence?

	<u>Total</u>	<u>Total*</u>
Base	654	707
Yes	407 62%	441 62%
No	247 38%	266 38%

\* Includes 53 surveys (Yes: 34, No: 19) that were received after the November 2 deadline.

GCEDC Survey - October 2012

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Table 2: Based on the information you have received so far, are you in favor or against the proposed STAMP project?

	<u>Total</u>	<u>Total*</u>
Base	672	725
Favorable/For it	456 68%	495 68%
Against/Not for it	216 32%	230 32%

\* Includes 53 surveys (Yes: 39, No: 14) that were received after the November 2 deadline.