

TheNewCOU.com webpage was launched and contained the following information for each proposed terminal design. After reviewing the information, individuals were able to click a link at the bottom of the page which opened a new window containing the survey.

Option A



OPTION A



Option B



OPTION B



Option C



OPTION C



The survey was built using the SurveyMonkey platform. The option of "Multiple Responses" was turned "off" allowing the survey to be taken once from the same device. Questions 2-5 were open-ended and allowed for unlimited characters/words. Here is the full survey as presented during the open period of April 23-27:



Proposed Designs For New COU Terminal - Let Your Voice Be Heard!

Columbia Regional Airport (COU) is excited to unveil the three proposed designs for its new terminal. We're opening the discussion to the public and would love to hear your opinions on the three design options. Let your voice be heard through the survey below. Public comment will be taken until Monday, April 27, at 5 p.m.

* 1. Rank the proposed terminal design renderings (Option A, Option B and Option C) from most favored (1) to least favored (3).

Option A

Option B

Option C

* 2. What exterior or interior features do you like about your **MOST** favored option (design rendering)?

* 3. What exterior or interior features do you like about your **SECOND** favored option (design rendering) that could *potentially* be incorporated into your most favored design?

* 4. What exterior or interior features do you like about your **LEAST** favored option (design rendering) that could *potentially* be incorporated into your most favored design?

* 5. Describe the features of an airport terminal that are most important to you.

Done

Powered by

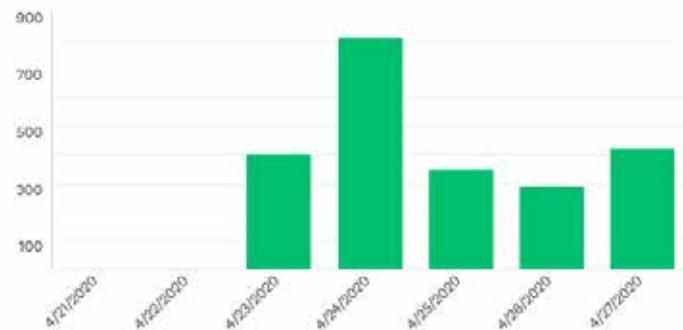
See how easy it is to [create a survey](#).

The survey was conducted over a five-day period. The average, or typical, time spent on the survey was four minutes and nine seconds. 2,287 responses (completed surveys) were submitted.

Trends

Responses (by day)

First: 4/23/2020 Zoom: 4/21/2020 to 4/27/2020



Insights

TOTAL RESPONSES

2287

COMPLETION RATE

100%

TYPICAL TIME SPENT

4m:9s

Is this useful?



Is this useful?



Q1



Customize

Save as

Rank the proposed terminal design renderings (Option A, Option B and Option C) from most favored (1) to least favored (3).

Answered: 2,287 Skipped: 0

	1	2	3	TOTAL	SCORE
	41.10% 940	36.99% 846	21.91% 501	2,287	2.19
	41.71% 954	38.74% 886	19.55% 447	2,287	2.22
	17.18% 393	24.27% 555	58.55% 1,339	2,287	1.59

Qualitative results from Question 1 asking respondents to rank the three designs: Option A received 940 “most favored” responses, Option B received 954 “most favored” responses, and Option C received 393 “most favored” responses.