



**Date:** September 19, 2014

**Re:** Survey of Newington, Connecticut Voters

The following is a summary of the results obtained from a Survey of Newington, Connecticut Voters. The sample size is 416. The survey was conducted from September 10<sup>th</sup> to September 12<sup>th</sup>, 2014.

We have endeavored to present the following results in the most useful format possible. As always, we are happy to supply further analysis, additional comparisons, tables, graphs, etc. An expansive crosstab analysis accompanies this report.

A handwritten signature in black ink that reads "Lee Vasche".

Lee Vasche  
President,  
Triton Polling & Research

## **SURVEY SUMMARY**

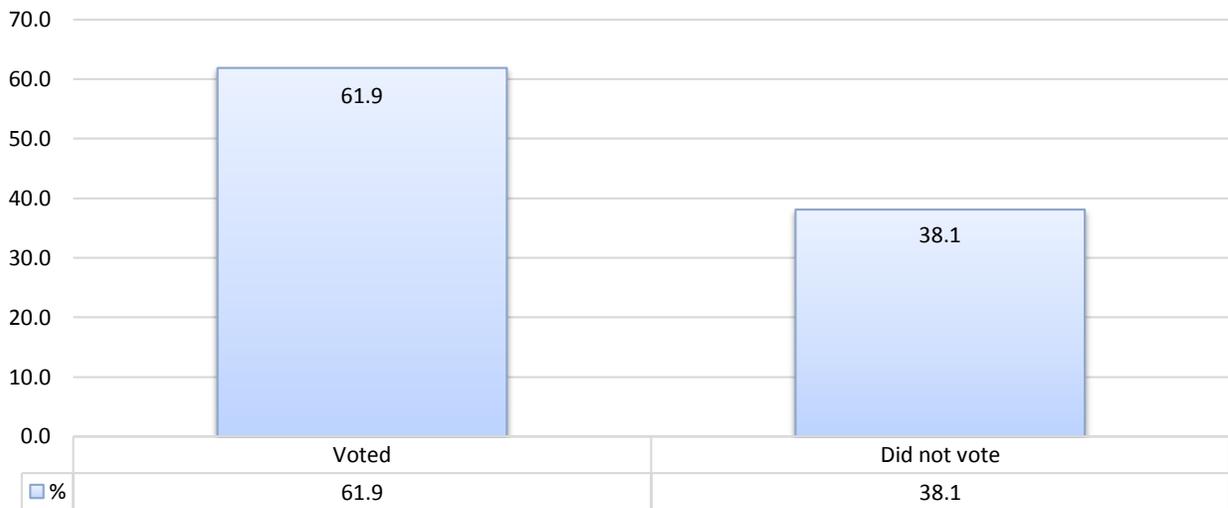
**Dates of Survey:** 9/10/2014 through 9/12/2014  
**Sample Size:** N= 416  
**Survey Type:** Live Interviewer  
**Margin of Error at  
95% Confidence Interval:** +/- 4.6%

**Weighting:** Gender:  
Female: 51.0%  
Male: 49.0%

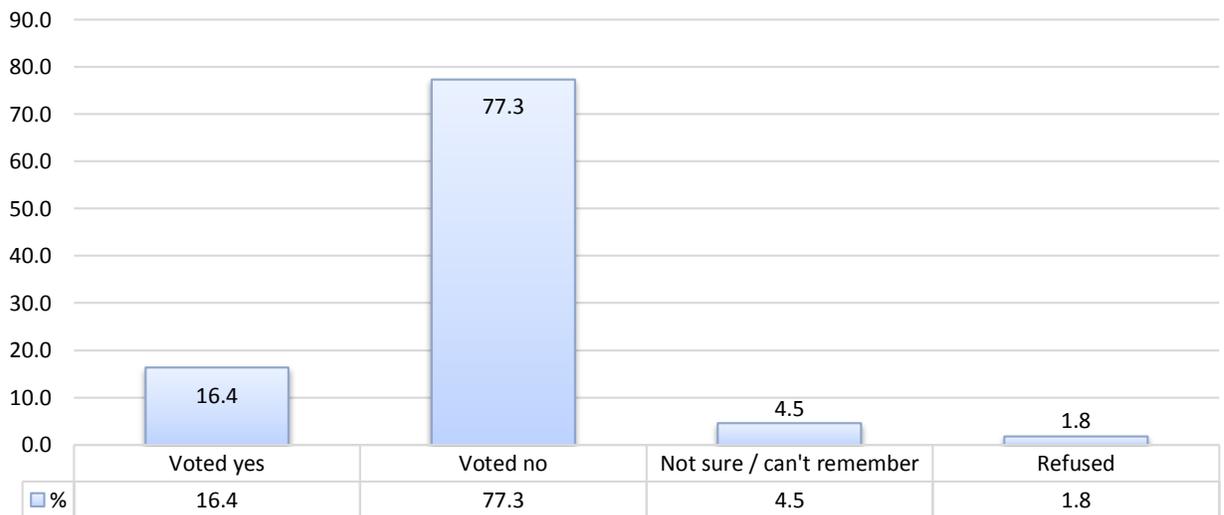


## SURVEY RESULTS

Q1) Did you vote in the referendum last Tuesday?



Q2) Do you recall how you voted on the referendum to renovate town hall and build a new community center on a separate site? Your response will be kept strictly anonymous and used for research purposes only.



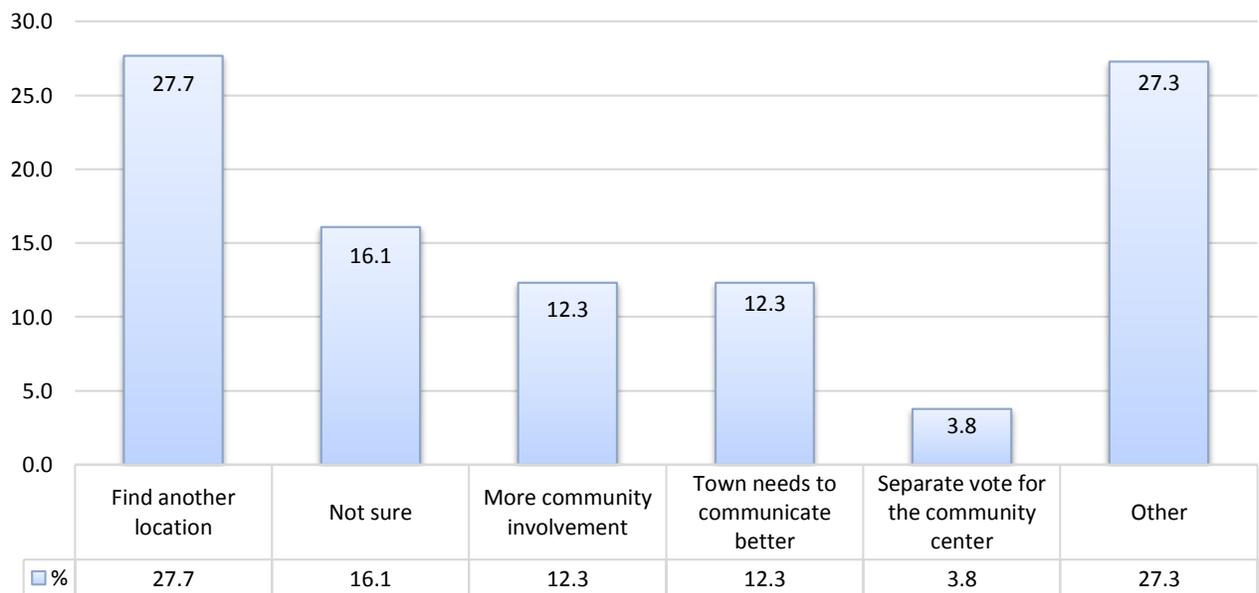
["Yes" Voters]

Q3) What was the primary reason you voted in favor of the referendum?

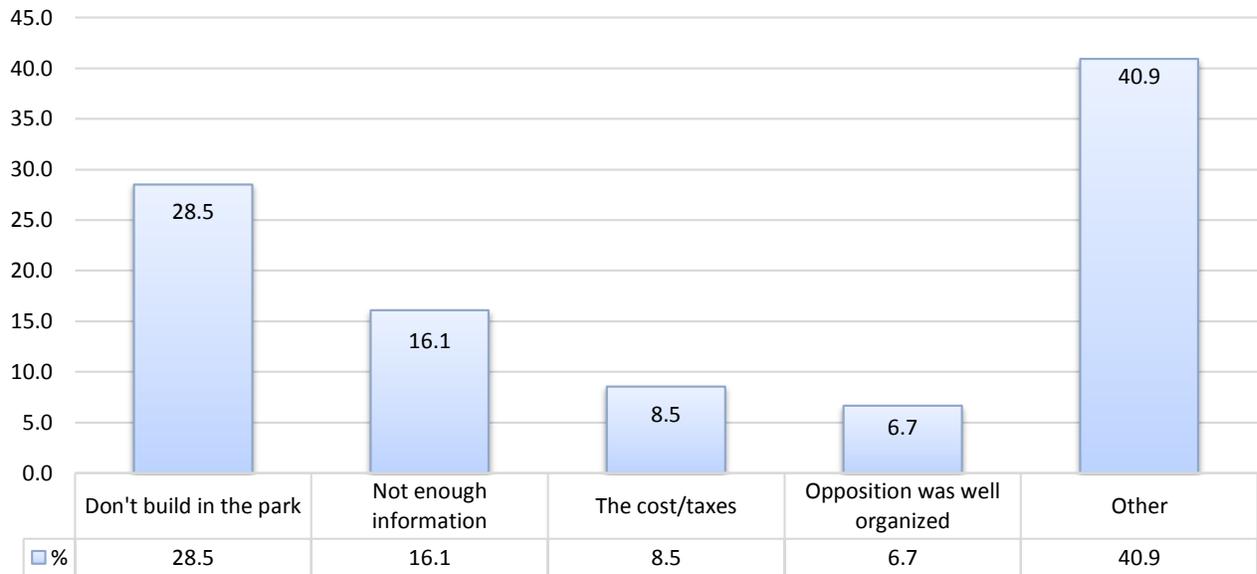


["Yes" Voters]

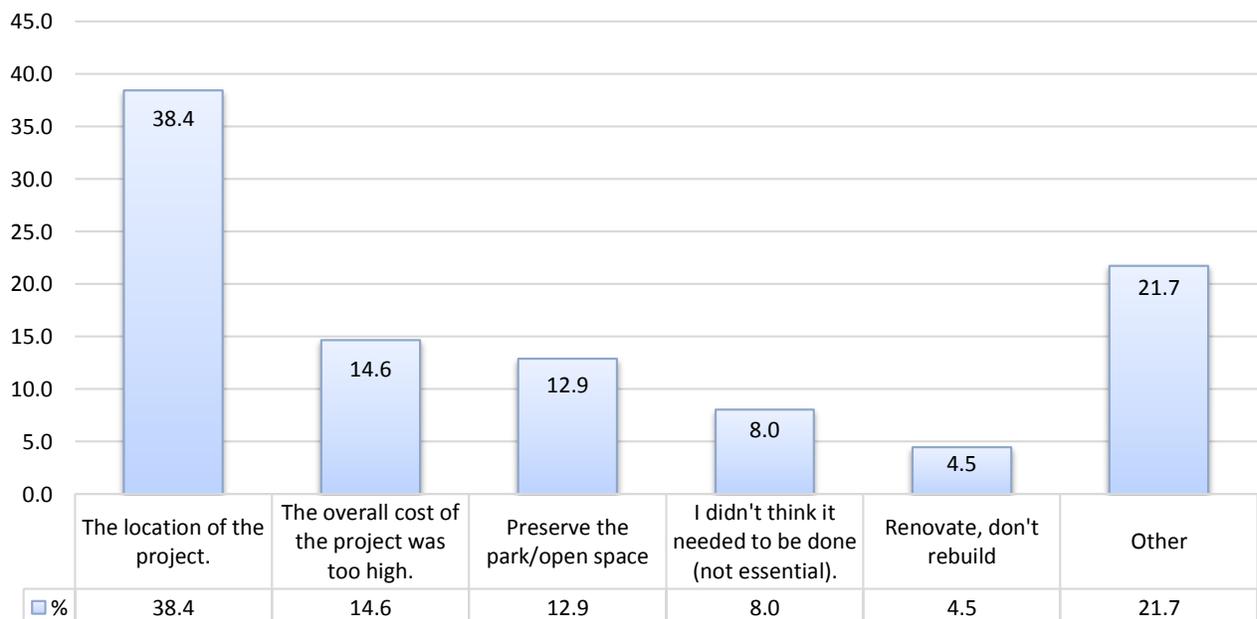
Q4) How could the renovation project be improved to gain more support from the community?



["Yes" Voters]  
Q5) Why do you think the renovation project failed?

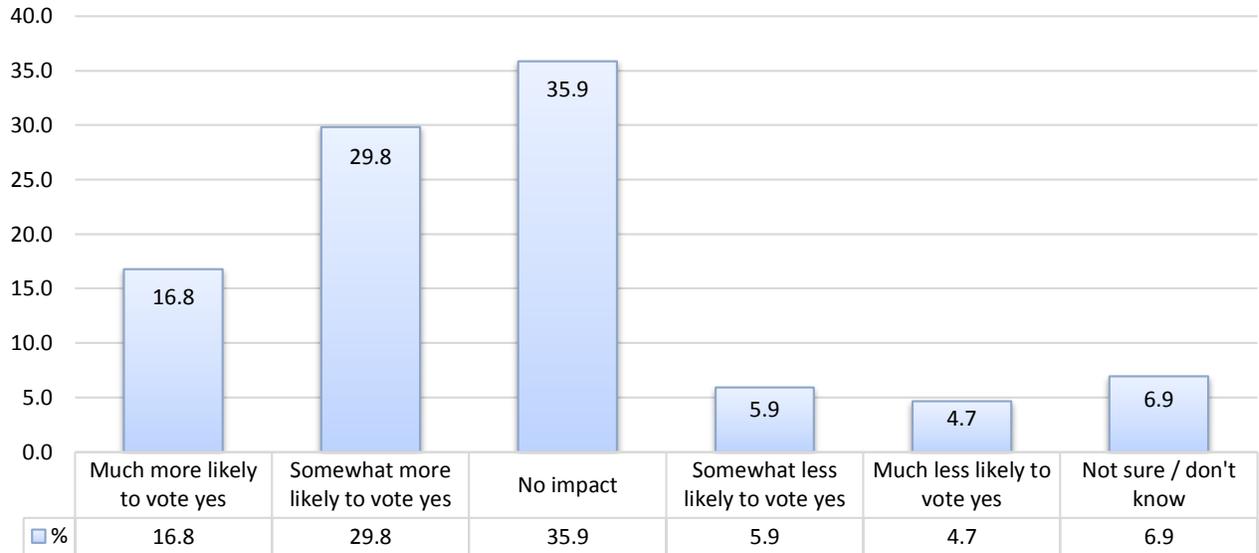


["No" Voters]  
Q6) Could you share with us the main reason you voted no?



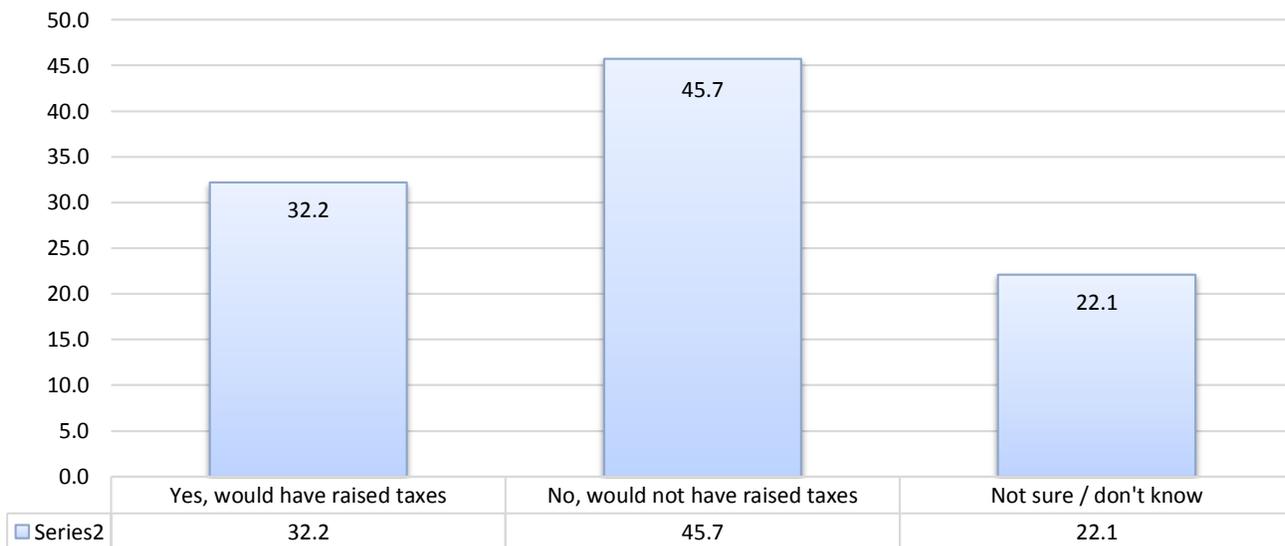
["No" Voters]

Q7) Suppose the location of new community center was changed from Mill Pond Park to somewhere else. Would that have made a difference on your vote?



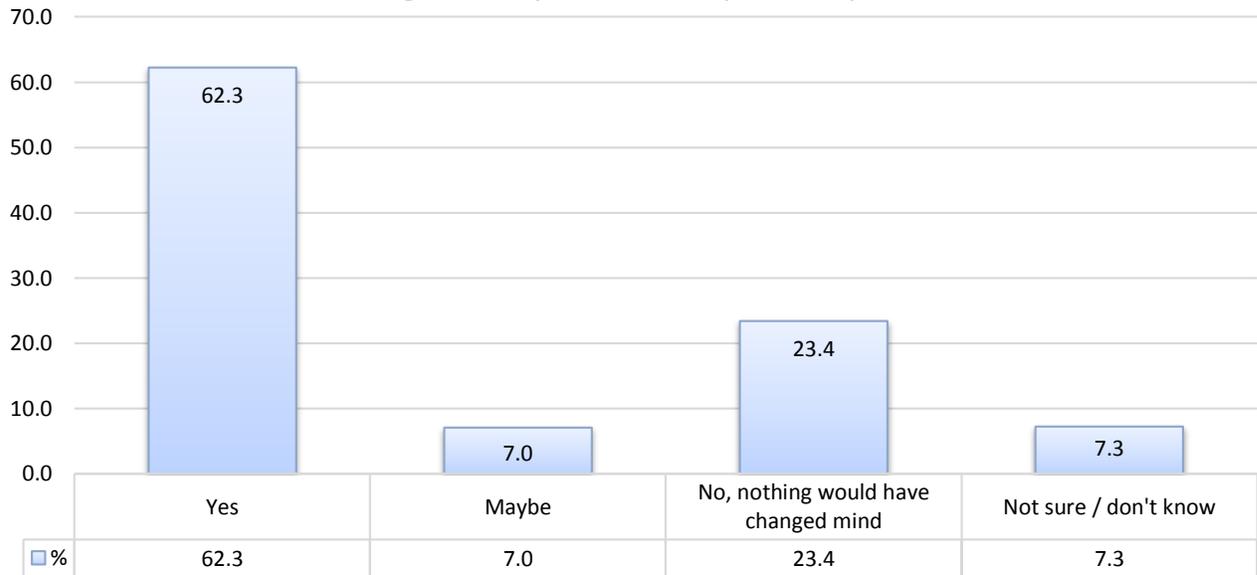
["No" Voters]

Q8) Do you recall if the referendum would have immediately raised taxes to pay for the project?



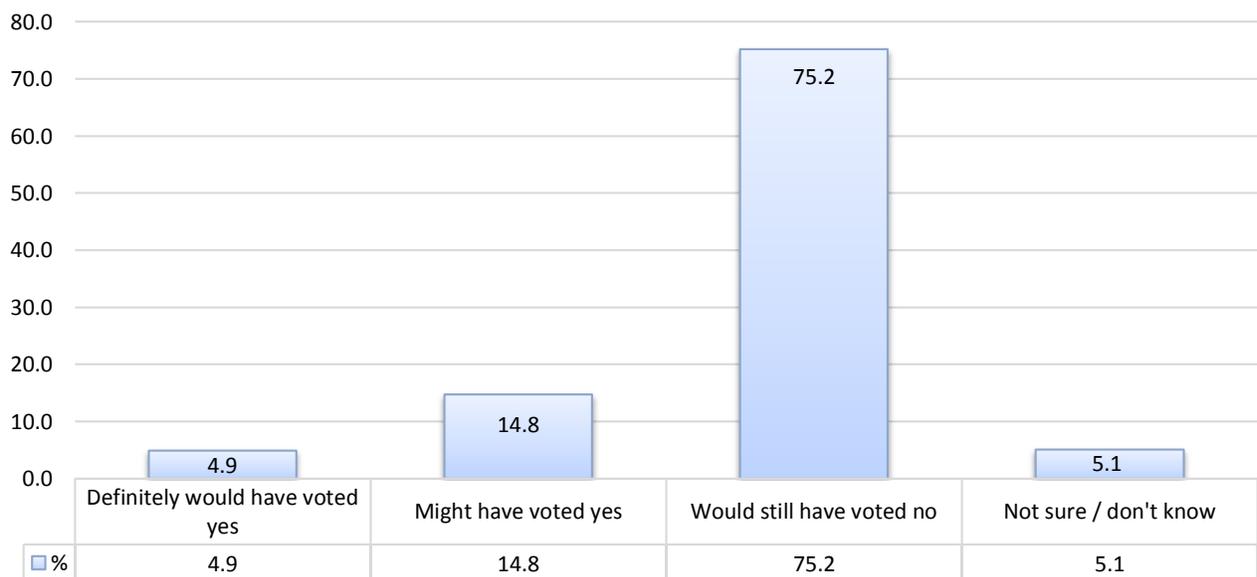
["No" Voters]

Q9) Can you think of any changes or improvements to the renovation project that might make you more likely to vote yes?



["No" Voters]

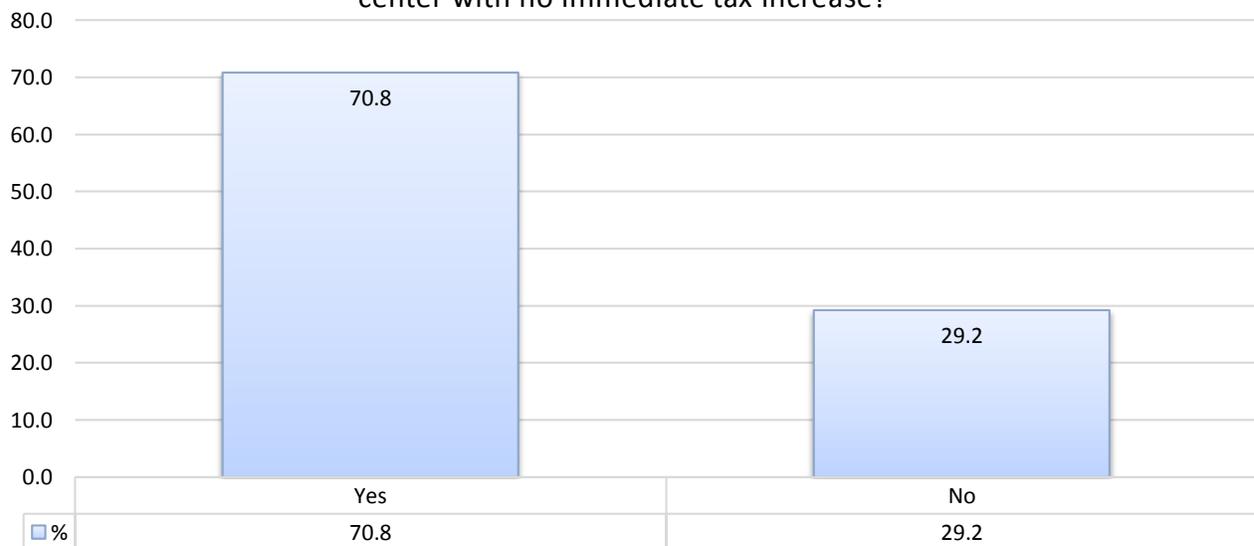
Q10) If the overall cost of the renovation project was reduced, would you be more likely to vote yes in the future?



[Did Not Vote]  
Q11) Why do you think the renovation project failed?

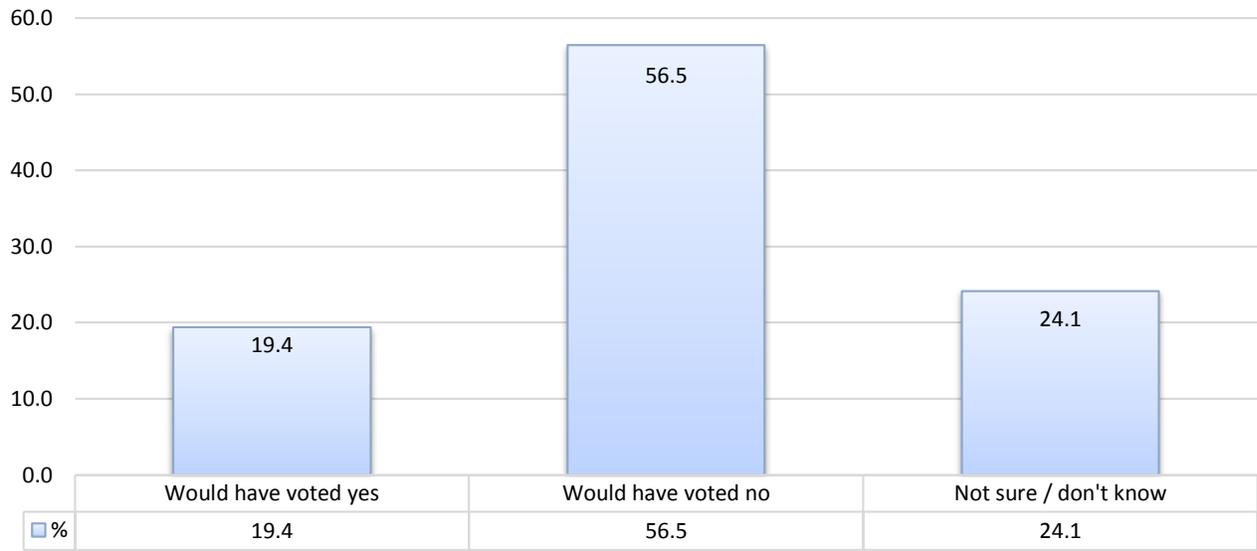


[Did Not Vote]  
Q12) Were you aware there was a \$30 million referendum vote on September 9 to approve the renovation of town hall and to build a new community center with no immediate tax increase?



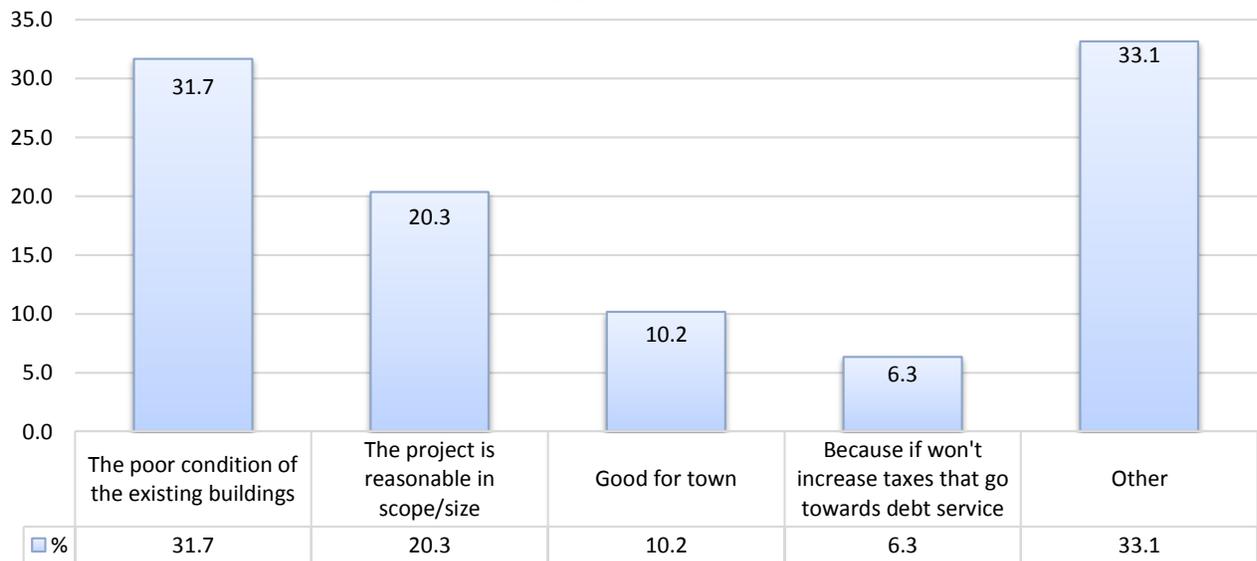
[Did Not Vote]

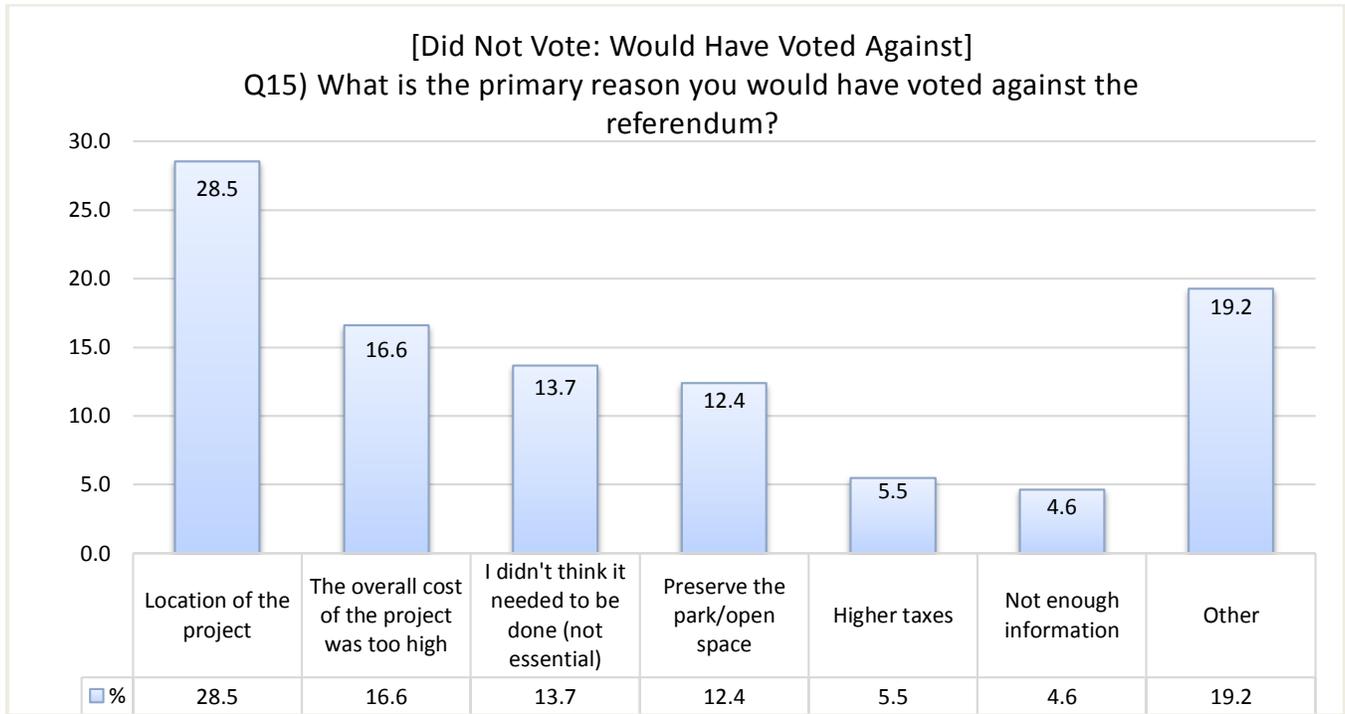
Q13) How do you think you would have voted on this referendum?



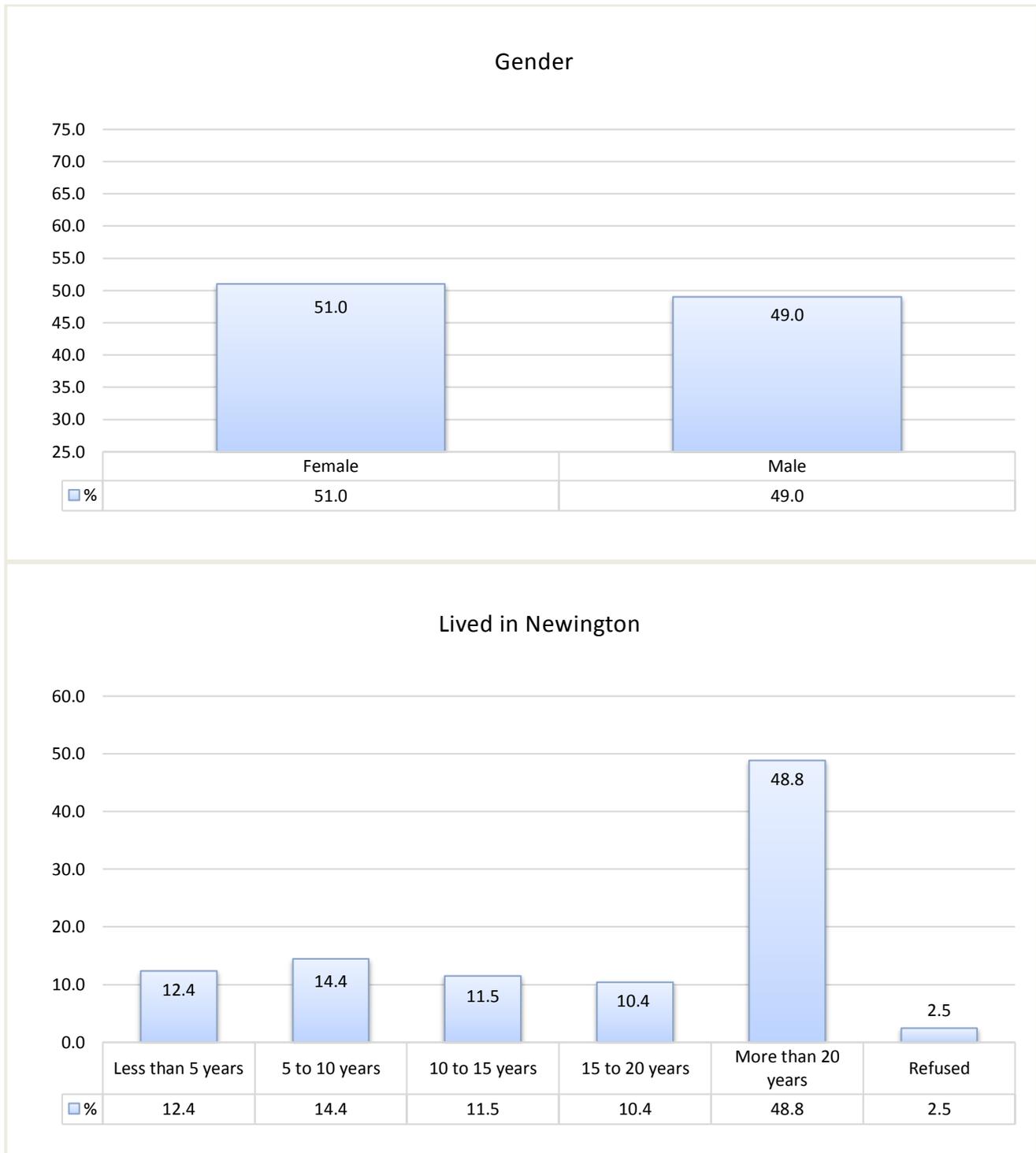
[Did Not Vote: Would Have Voted in Favor]

Q14) What is the primary reason you would have voted in favor of the referendum?

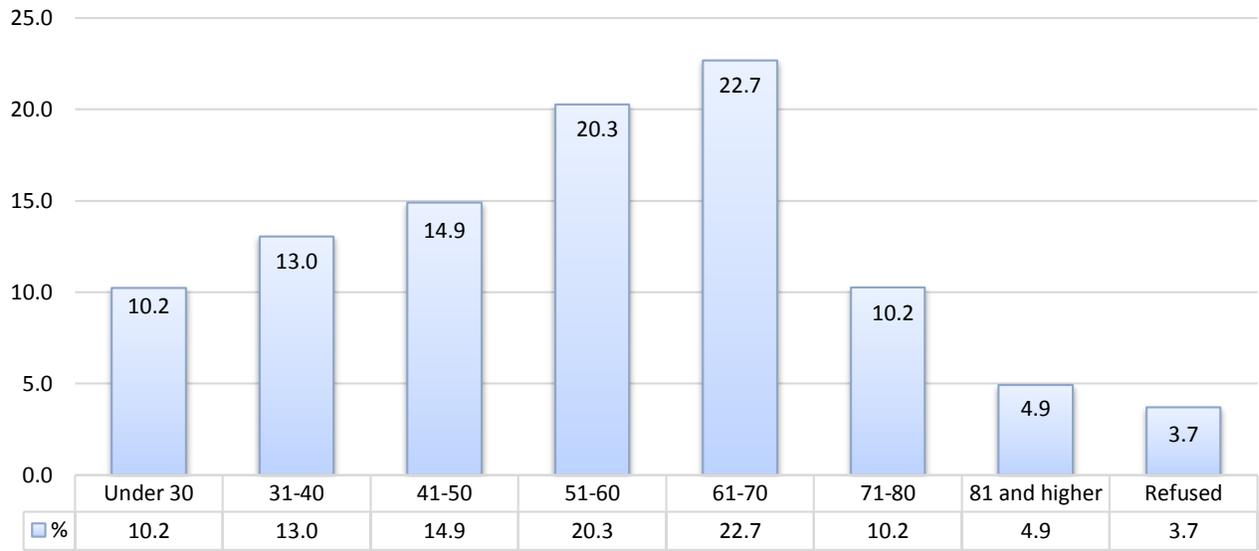




## SURVEY DEMOGRAPHICS

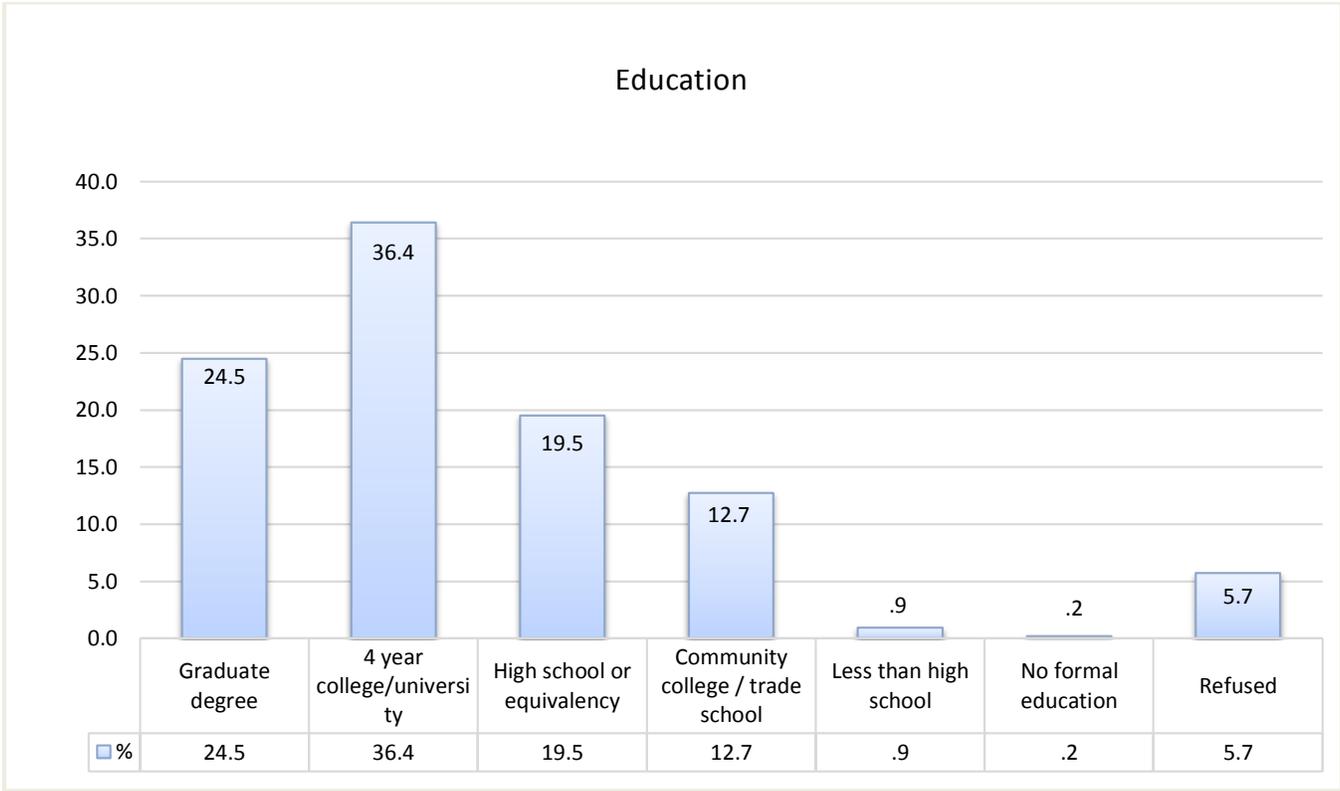


Age



Income







## SURVEY METHODOLOGY

Triton Polling live agent surveys are conducted by our in-house, state of the art call center located outside of Portland, Oregon. Triton's automated surveys are carried out by our proprietary, cutting edge automated telephone survey system. All surveys incorporate standard statistical methods to select a representative sample of the target population.

### **Data Integrity, Weighting and Analysis**

Data integrity and proper application of statistical methods are essential to gaining a true understanding of your survey audience. There are specific methods for cleaning, randomizing and matching that must be adhered to in order to ensure statistically significant results. Triton employs enterprise grade software tools, including Microsoft SQL Enterprise Server 2012 and IBM SPSS, along with rigorous data handling procedures.

Upon completion of calling, the raw survey data is weighted using industry standard statistical procedures to ensure the sample reflects the overall population, typically in terms of age, gender, ethnicity, political party affiliation, geography, etc. This processing step is essential because different segments of the population answer the phone in different ways. For example, women answer the phone more than men, older citizens are home more and participate more often than younger people, and rural residents typically answer the phone more frequently than urban residents. Without a proper weighting model, in most cases survey samples are heavily skewed one direction or another and are not representative of the target population.

While reporting can vary depending on customer requirements and budget, standard service usually includes full statistical analysis is provided in comprehensive crosstabs and graphical summary report. Turnaround time is generally five days or less. Multiple reports with different weightings or crosstab arrangements are available post survey for little or no additional cost. Triton will continue to work with you to help you understand the results and consider your next course of action.

### **Lists**

Lists used to conduct Triton surveys are obtained from various sources, often the client, list vendors, government entities, and other sources. The type of list will vary by the nature of the survey, most often lists are of registered voters, or adults, a customer's membership list, etc.

When a list has fewer than 10,000 records, which is common when polling small municipalities or districts, Triton will call the entire list and all are offered a chance to participate in the survey. Depending upon response rates, multiple rounds of calls might be required to obtain a sufficient sample size.



### **Interviewing**

Triton automated polls require that questions be digitally recorded and then loaded into a proprietary automated calling program. Respondents use the keypad on the phone to answer questions.

Triton live surveys are conducted by Triton employees located in our Portland, Oregon call center. Triton's employees are among the most experienced in the industry in all aspects of polling and survey research. Typically, calls are placed from 5 pm to 9 pm local time during the week. Saturday calls are made from 11 am to 6 pm local time and Sunday calls from 1 pm to 8 pm local time.