

EXCERPTS FROM 2023 NEWINGTON
RESIDENTIAL SATISFACTION
SURVEY

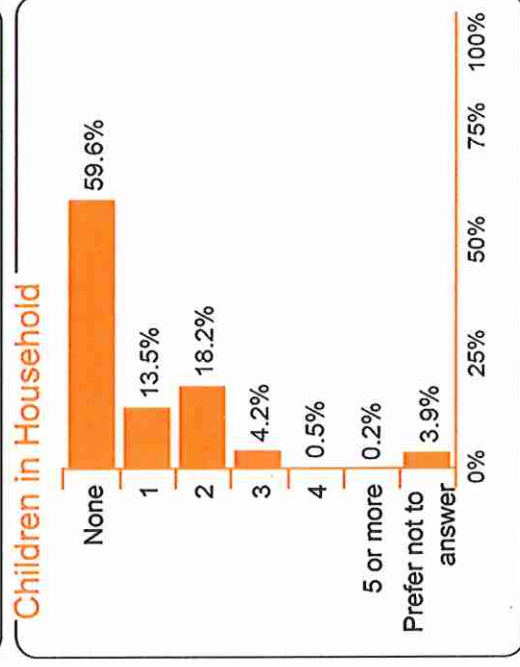
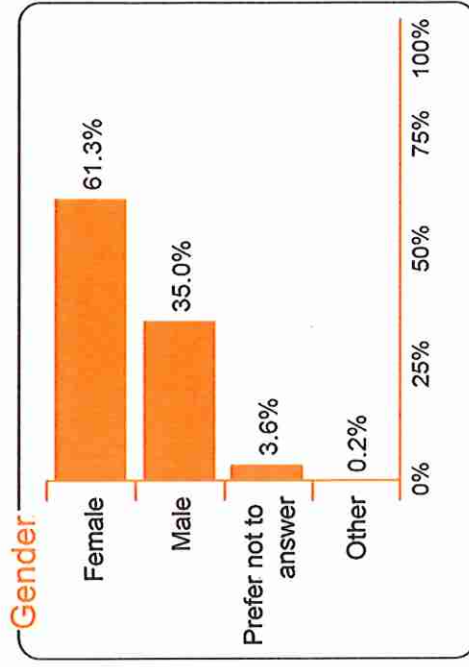
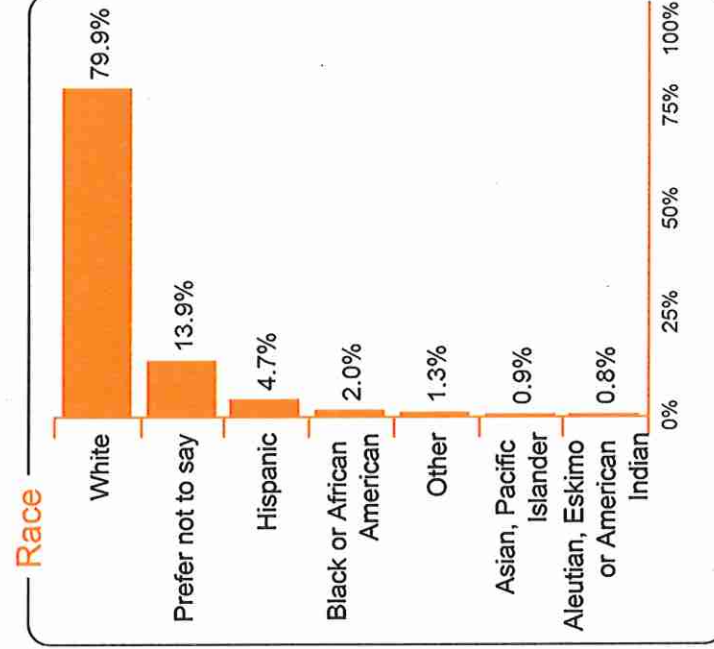
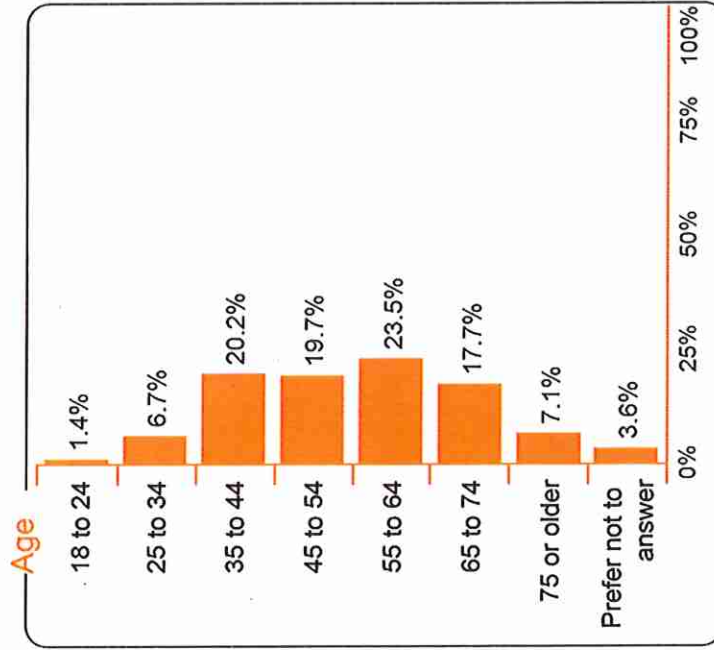
Research Methodology Snapshot

Methodology Digital	No. of Completes 638	No. of Questions 38*	Incentive None	Sample Resident list provided by Town of Newington
Target Newington Residents	Quality Assurance Dual-level**	Margin of Error +/- 3.83%	Confidence Level 95%	Research Dates March 15, 2023 - April 7, 2023

* This represents the total possible number of questions; not all respondents will answer all questions based on skip patterns and other instrument bias.
** Supervisory personnel, in addition to computer-aided interviewing platform, ensure the integrity of the data is accurate.

Respondent Snapshot

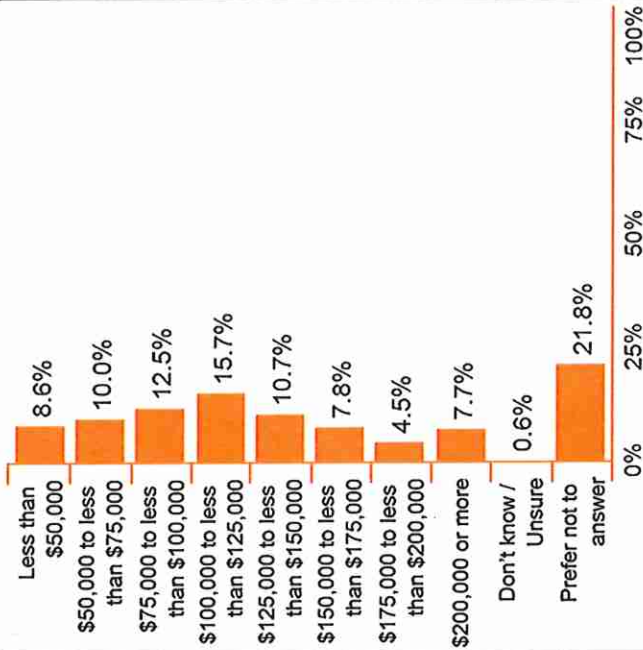
This slide quantifies select data points to provide context for this research study. The data is not meant to be proportional to the current population contribution, but rather to provide an empirical view into the demographic profile of the participants.



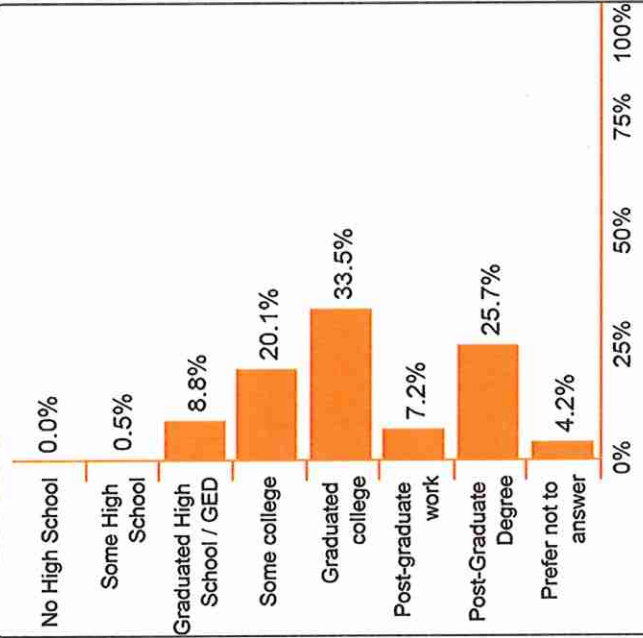
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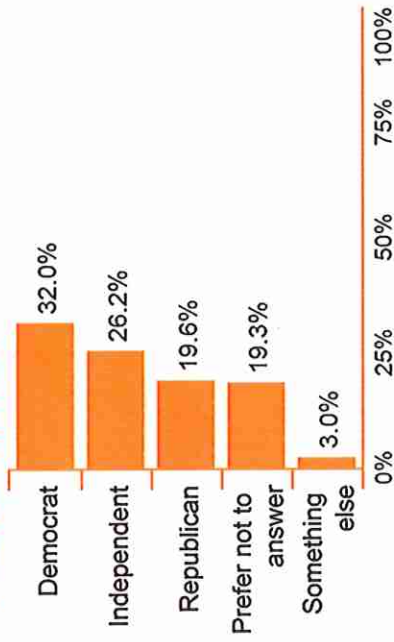
Income



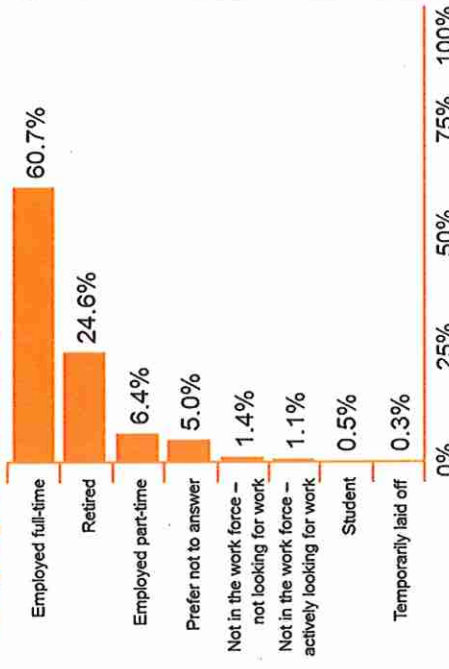
Education



Political Affiliation



Employment Status



Key Study Findings

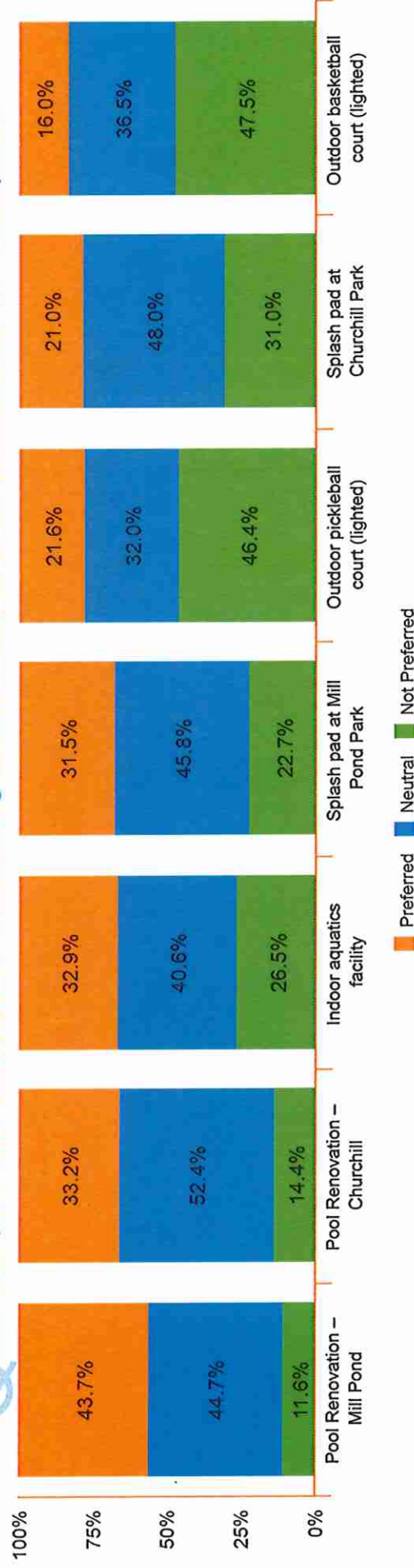
Priorities & Initiatives

- When asked about which issues should be the top three (3) priorities for the Town to address, over half of the respondents (53.0%) indicated “preserving open space,” and over a third of residents believe “preserving town character” (37.8%) and “minimizing environmental impact from development” (34.6%) should be top priorities.
- Regarding the Library, about 6 in 10 respondents (57.4%) would like to see “technology areas” renovated or expanded.
- When ranking the level of interest in the facilities under consideration for development, pool renovations at Mill Pond and Churchill were most preferred. On the other end of the spectrum, the outdoor pickleball and basketball courts received the largest “Not Preferred” rank orders.
- When considering additional Senior and Disabled Center programs and services that respondents would like to see, “expanded transportation services” (71.3%) were among the most popular for both older adults and adults with disabilities.
- Over two-fifths of respondents (45.6%) were not familiar with the Senior & Disabled Center’s programs and services offered.

Pools Preferred Over Courts

- Pool renovations at Mill Pond and Churchill were most preferred when ranking the level of interest in the below facilities that are under consideration for development.
- Residents were divided in their preference for the indoor aquatics facility and splash pad.
- The outdoor pickleball and basketball courts received the largest "Not Preferred" rank orders.

Please rank your level of interest in the following facilities that are under consideration for development



(Respondents were asked to rank the options in order from 1-most preferred to 7-least preferred. "Preferred" = rank order 1 or 2, "Neutral" = rank order 3, 4, or 5, "Not Preferred" = rank order 6 or 7.)