



Top Line Results

Survey of Newington, Connecticut Voters

Conducted: 8/27/2014 & 8/28/2014

Survey Type: Live Interviewer

N = 416

Margin of Error at 95% Confidence Level: +/- 4.6%

Weighting Applied: Gender

Q1) Did you vote in the referendum last Tuesday?

	Count	Valid Percent	Cumulative Percent
Voted	258	61.9	61.9
Did not vote	158	38.1	100.0
Total	416	100.0	

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.

	Count	Valid Percent	Cumulative Percent
Voted yes	42	16.4	16.4
Voted no	199	77.3	93.7
Not sure / can't remember	12	4.5	98.2
Refused	5	1.8	100.0
Total	258	100.0	
Question not asked	158		
Total	416		

[Yes Voters]

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

	Count	Valid Percent	Cumulative Percent
The poor condition of the existing buildings.	19	43.3	43.3
The project was reasonable in scope (size).	8	17.3	60.6
Because it won't increase taxes immediately.	1	1.9	62.5
Good for kids	7	15.4	84.6
Town needs it	7	15.4	100.0
Liked the location	2	.4	99.7
No alternative	1	.3	100.0
Total	43	100.0	
Question not asked	373		
Total	416		

[Yes Voters]

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

	Count	Valid Percent	Cumulative Percent
Find another location	12	27.7	27.7
Not sure	7	16.1	43.7
More community involvement	5	12.3	56.1
Town needs to communicate better	5	12.3	68.4
Separate vote for the community center	2	3.8	72.1
Artist rendering made it look very expensive, high cost	1	2.9	75.0
Confusion about the plan	1	2.9	77.9
Needed more time	1	2.9	80.8
Reduce cost	1	2.9	83.7
Be clear that the project would save money long-term.	1	1.9	85.6
Extravagant design	1	1.9	87.5
Hold a public meeting to discuss the plan	1	1.9	89.4
Location, more community involvement in the planning	1	1.9	91.3
Open space needed to be addressed	1	1.9	93.1
Place for kids to go	1	1.9	95.0
Reduce costs, find another location that everyone would agree to	1	1.9	96.9
Renovate instead of rebuild	1	1.9	98.8
Should have been in November	1	1.9	100.0
Total	44	100.0	
Question not asked	372		
Total	416	100.0	

[Yes Voters]

Q5) Why do you think the renovation project failed?

	Count	Valid Percent	Cumulative Percent
Don't build in the park	13	28.5	28.5
Not enough information	7	16.1	44.6
The cost/taxes	4	8.5	53.2
Opposition was well organized	3	6.7	59.8
Location	2	5.7	65.5
Bad publicity	2	4.8	70.3
Lack of communication	2	4.8	75.0
Because town was not very well organized	1	2.9	77.9
Not enough Yes lawn signs	1	2.9	80.8
Political manipulation	1	2.9	83.7
A few very vocal people distorted the truth	1	1.9	85.6
Bunch of lunatics in Newington	1	1.9	87.5
Hold the referendum in November	1	1.9	89.4
Not enough people voted in favor	1	1.9	91.3
Not sure	1	1.9	93.1
Older citizens didn't want it	1	1.9	95.0
Party lines	1	1.9	96.9
People really don't pay attention to town politics	1	1.9	98.8
Plan was not clear	1	1.9	100.0
Total	44	100.0	
Question not asked	372		
Total	416	100.0	

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

	Count	Valid Percent	Cumulative Percent
The location of the project.	76	38.4	38.4
The overall cost of the project was too high.	29	14.6	53.1
Preserve the park/open space	25	12.9	66.0
I didn't think it needed to be done (not essential).	16	8.0	74.0
Renovate, don't rebuild	9	4.5	78.5
The scope (overall size) of the project was too ambitious (large).	8	3.8	82.3
Afraid of tax increases	8	3.8	86.1
Too little info, no alternatives provided	4	2.1	88.3
Loss of soccer field	2	1.3	89.5
Under handed tactics	2	1.1	90.6
Poor planning, bad location.	2	.8	91.4
The recreation center was not suitable.	1	.6	92.1
Conflicting information	1	.6	92.7
Not communicated well	1	.6	93.3
Not well thought-out	1	.6	94.0
They did not have budget. Blank check. Location.	1	.6	94.6
Too many questions	1	.6	95.3
Waste of money	1	.6	95.9
Alternative locations	1	.4	96.3
Did not believe the town	1	.4	96.7
Lies	1	.4	97.2
Money could be spent elsewhere	1	.4	97.6
Needed a feasibility study	1	.4	98.0
Not needed	1	.4	98.4
The project was a waste	1	.4	98.8
Too many empty buildings that they could use	1	.4	99.3
Too much money	1	.4	99.7
Town hall needs to be rebuilt but the community center needs a new location	1	.4	100.0
Total	198		
Question not asked	218		
Total	416		

[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?

	Count	Valid Percent	Cumulative Percent
Much more likely to vote yes	33	16.8	16.8
Somewhat more likely to vote yes	59	29.8	46.6
No impact	71	35.9	82.5
Somewhat less likely to vote yes	12	5.9	88.4
Much less likely to vote yes	9	4.7	93.1
Not sure / don't know	14	6.9	100.0
Total	198	100.0	
Question not asked	218		
Total	416		

[No Voters]

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

	Count	Valid Percent	Cumulative Percent
Yes, would have raised taxes	63	32.2	32.2
No, would not have raised taxes	90	45.7	77.9
Not sure / don't know	43	22.1	100.0
Total	196	100.0	
Question not asked	220		
Total	416		

[No Voters]

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

	Count	Valid Percent	Cumulative Percent
Yes	122	62.3	62.3
Maybe	14	7.0	69.3
No, nothing would have changed mind	46	23.4	92.7
Not sure / don't know	14	7.3	100.0
Total	196	100.0	
Question not asked	220		
Total	416		

Q9) Verbatim comments

	Count	Valid Percent	Cumulative Percent
Different location	30	0.0	75.3
Renovate existing buildings	28	6.8	93.7
Scale back the project	9	2.1	96.1
Find a location other than the park	3	.8	77.4
More information	3	.7	84.8
Location was only reason	2	.5	81.3
More alternatives	2	.5	83.8
If it was cheaper	2	.4	78.5
Not needed	2	.4	86.7
Better building mat. wanted to see the pres. town hall renovated see what options could have been there	1	.3	67.8
Do the buildings one at a time	1	.3	76.0
I would like your street to be done. New payment. I pay taxes.	1	.3	77.9
If they had just done town hall	1	.3	79.0
Lack of voter involvement	1	.3	79.7
Location	1	.3	80.4
Location, cost	1	.3	82.0
Location, renovate existing buildings	1	.3	82.8
Location, too big a scale of buildings	1	.3	83.1
More clarity	1	.3	84.1
More information about how it would impact taxpayers	1	.3	85.1
Needed more individual viewpoints	1	.3	85.4
No new taxes	1	.3	86.3
Scale down the project, find a different location	1	.3	96.4
Seniors with no income cannot afford more taxes	1	.3	96.7
Supported the idea but opposed the location	1	.3	97.4
The budget	1	.3	97.9
The senior center was not necessary	1	.3	98.4
They should have looked at the town hall for the only location of the community center because the architect suggested that but the politicians were against that	1	.3	99.1
Too expensive	1	.3	99.4
Atrium not needed for the town hall	1	.2	67.5
Build temporary housing. and relocation of the bus garages.	1	.2	68.0
Did not care for the picture, made it look to upscale just restore what you got.	1	.2	68.2
Different Location	1	.2	75.5
Different location - not include a swimming pool - recreational building did not need to be as big as they pictures - the overall scope of the project was too large	1	.2	75.7
Don't spend any money at this time. People getting laid off.	1	.2	76.2
Enough space is in the town hall there are many rooms that are unused - so why build another floor - too much money - also the location of the park on a narrow road that will kill the park	1	.2	76.4
Feasibility study	1	.2	76.6
Honesty	1	.2	77.6
If it didn't include raised taxes	1	.2	78.1
if the mayor, town council, and deputy mayor had been up front with the plans from the beginning.	1	.2	78.7

Q9) Verbatim comments

	Count	Valid Percent	Cumulative Percent
If they would have said what other projects they would have put aside to do this project	1	.2	79.2
Including surrounding areas, and make it just a gym	1	.2	79.4
Less fancy No atrium!	1	.2	79.9
Located elsewhere, scale down size of building (no atrium), also rebuild rec hall, use same property	1	.2	80.1
Location and tax increase	1	.2	80.6
Location was bad - single phase project would have been better instead of a two prong project (example: the town hall to be renovated only)	1	.2	80.8
Location would have to be different and the scope needs to be much smaller	1	.2	81.5
Location, Modify Town Hall to put community center inside.	1	.2	81.7
Location, more transparency	1	.2	82.2
Location, or renovate what they do have	1	.2	82.4
Money, ruining the pond	1	.2	83.3
Needed more information	1	.2	85.6
New location, scope of the project was ridiculous	1	.2	85.8
No choices. Location Renovate current structure	1	.2	86.0
Only if they gave an actual estimate of the renovation.	1	.2	86.9
Renovate instead of rebuild - project amount reduced - more info on what needs to be fixed rather than rebuild	1	.2	93.9
Separate the town hall from the community center	1	.2	96.9
Should have provided more options	1	.2	97.1
Tear down current building and build in same place.	1	.2	97.6
Need a comparison on choices for rebuild vs renovate as far as tax increases	1	.2	97.6
The community center needs to be in a place where people can easily get to it...also they need to park (access of the ability on where they have it)- if need to pay for land then person may consider it	1	.2	98.1
The truth that they had raise taxes	1	.2	98.6
There were too many building	1	.2	98.8
Too fancy, swimming pools, atriums	1	.2	99.6
Too much money	1	.2	99.8
Utilize center space courtyard in town hall, then no issues with ducks laying eggs	1	.2	100.0
Total			

[No Voters]

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

	Count	Valid Percent	Cumulative Percent
Definitely would have voted yes	10	4.9	4.9
Might have voted yes	29	14.8	19.7
Would still have voted no	148	75.2	94.9
Not sure / don't know	10	5.1	100.0
Total	196	100.0	
Question not asked	220		
Total	416		

[No Voters]
Q11) Why do you think the renovation project failed?

	Count	Valid Percent	Cumulative Percent
Keep the park/open space	89	45.5	45.5
Too expensive	10	5.0	50.5
Keep the park/open space, cost	7	3.6	54.1
Cost, location	4	1.9	56.1
Not sure	3	1.7	57.8
People aren't willing to pay	3	1.5	59.3
Higher taxes	3	1.3	60.6
Keep the park/open space, risk of higher taxes	2	1.1	61.7
Poor planning, communication	2	1.1	62.7
Keep the park/open space, waste of money	2	.8	63.6
Not needed	2	.8	64.4
Because the people in the area are more conservative	1	.7	65.1
Community didn't want it. want they're own town the way it is.	1	.7	65.7
Did not believe their taxes would not be increased.	1	.7	66.4
Don't need a new building, they need a repair.	1	.7	67.0
Failed because the money.	1	.7	67.7
Grass roots movement for no vote, wasn't transparent enough.	1	.7	68.3
Lack of information for the public, attitude of elected officials was inappropriate	1	.7	69.0
Most people realize it's not the right time	1	.7	69.6
Need to divert more money to schools	1	.7	70.3
No did a much better job than the yes	1	.7	70.9
Not clear enough	1	.7	71.6
Not enough information given and had a real town meeting to explain everything and change the location	1	.7	72.2
Not enough options considered	1	.7	72.9
Officials were dishonest about the project, don't need new building. Location	1	.7	73.5
One sided	1	.7	74.2
Only a small group of folks wanted this for their benefit	1	.7	74.8
People against it were vocal and organized--drove him to vote--voice of town	1	.7	75.5
People felt they were being lied to	1	.7	76.2
Public was not informed	1	.7	76.8
Stupidity, it was political	1	.7	77.5
Tax burden and location	1	.7	78.1
Taxes are high enough, and they don't want that space to be taken up by a building	1	.7	78.8
Too ambitious	1	.7	79.4
Too extravagant	1	.7	80.1
Wasted 33,000 dollars on the referendum.	1	.7	80.7
Wrong approach	1	.7	81.4
Bad plan	1	.4	81.8
Because of the burden to the tax payer	1	.4	82.2
Community against the plan	1	.4	82.6
Community center	1	.4	83.1
Didn't believe the city about taxes	1	.4	83.5
Eventually would have lead to higher tax increases	1	.4	83.9
Facebook page talking about the lies on the referendum.	1	.4	84.3
Finances	1	.4	84.8

[No Voters]
Q11) Why do you think the renovation project failed?

It failed because I the park. We wanted to save the park. We use it as a soccer field.	1	.4	85.2
It failed because it was stupid. They don't take into consideration that the represent all the people in town. There's poor people, and people who is losing their homes.	1	.4	85.6
Lies	1	.4	86.0
Low turnout, location	1	.4	86.4
Main thing is tax issues	1	.4	86.9
Majority of people believed the mayor and town manager had a personal agenda	1	.4	87.3
No feasibility study	1	.4	87.7
Not a good plan and it wasn't planned well at all.	1	.4	88.1
Not necessary, could renovate, not the right time to spend that much money	1	.4	88.6
Not needed, arbitrarily came up with this idea - go back to the drawing board, use current buildings	1	.4	89.0
Not needed, bad location	1	.4	89.4
Not what the people wanted	1	.4	89.8
Older population--don't see a need for new things	1	.4	90.3
Overall people didn't agree.	1	.4	90.7
Park, the cost	1	.4	91.1
Partially because it was a "special vote".	1	.4	91.5
People are worried about taxes	1	.4	92.0
People did not want to pa for a few peoples interest people not happy with town gov.	1	.4	92.4
People found out what was going on.	1	.4	92.8
Poor communication	1	.4	93.2
Poor plan	1	.4	93.6
Renovate, don't rebuild	1	.4	94.1
Sneaky, location, and taxes	1	.4	94.5
Soccer field taken away	1	.4	94.9
Taxes and no alternatives.	1	.4	95.3
The cost of every thing is just too high	1	.4	95.8
The cost, taxes, and location	1	.4	96.2
The measure on the ballot was misleading - it did not mention the park or whether the tax increase would be immediate or not - it's a good thing that people involved got the word out because this may have been voted in and people would not have know their park would be gone because of it	1	.4	96.6
Their arrogance	1	.4	97.0
They kept changing the election date.	1	.4	97.5
They lied. They treated people like they are dummies. Location, municipal park.	1	.4	97.9
They need to fix the old building, and not destroy the wet lands/park	1	.4	98.3
They took the soccer field. Park space	1	.4	98.7
They're not looking out for the best interest of the town	1	.4	99.2
Too much money	1	.4	99.6
Traffic congestion would be too large	1	.4	100.0
Total	196	100.0	
Question not asked	220		
Total	416		

[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?

	Count	Valid Percent	Cumulative Percent
Yes	118	70.8	70.8
No	49	29.2	100.0
Total	167	100.0	
Question not asked	249		
Total	416		

[Did Not Vote]

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

	Count	Valid Percent	Cumulative Percent
Would have voted yes	33	19.4	19.4
Would have voted no	97	56.5	75.9
Not sure / don't know	41	24.1	100.0
Total	171	100.0	
Question not asked	245		
Total	416		

[Did Not Vote - Would have voted Yes]

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

	Count	Valid Percent	Cumulative Percent
The poor condition of the existing buildings	11	31.7	31.7
The project is reasonable in scope/size	7	20.3	52.0
Good for town	3	10.2	62.2
Because if won't increase taxes that go towards debt service	2	6.3	68.5
Thinks there are a lot of bad influences on teenagers these days and the community center might have helped	1	3.8	72.4
Time to update the building	1	3.8	76.2
Would have been for the kids	1	3.8	80.0
Because it won't raise taxes immediately	1	2.5	82.5
it would have been good for the community	1	2.5	85.0
Need better facilities	1	2.5	87.5
Something's sometimes needs to get done	1	2.5	90.0
The town hall needs a new face lift and the community center would be nice for the kids.	1	2.5	92.5
This would have kept this in the center of town	1	2.5	95.0
Town hall definitely needs it	1	2.5	97.5
Would have resulted in a better facility. Spending the money they are currently spending is a waste when there could have been this new facility that would have been a better payoff in the end.	1	2.5	100.0
Total	33	100.0	
Question not asked	383		
Total	416		

**[Did Not Vote - Would have voted No]
Q15) What is the primary reason you would have voted against the referendum?**

	Count	Valid Percent	Cumulative Percent
Location of the project	28	28.5	28.5
The overall cost of the project was too high	16	16.6	45.1
I didn't think it needed to be done (not essential)	14	13.7	58.8
Preserve the park/open space	12	12.4	71.2
Higher taxes	5	5.5	76.7
Not enough information	5	4.6	81.3
Not sure	2	2.5	83.9
The scope (overall size) of the project was too ambitious (large).	2	2.1	86.0
Renovate existing buildings	2	1.7	87.7
Distrust that politicians won't raise taxes	1	1.3	89.0
Does not care about the issue would note vote no matter the situation	1	1.3	90.3
New to town	1	1.3	91.5
Too expensive	1	1.3	92.8
Why take away good land	1	1.3	94.1
Don't want to see anymore buildings built in Newington	1	.8	95.0
Lack of clarity on costs	1	.8	95.8
Like the way it is now	1	.8	96.6
Losing the soccer field	1	.8	97.5
Renovate the existing buildings	1	.8	98.3
What we have is enough	1	.8	99.2
Wrong place and price	1	.8	100.0
Total	99	100.0	
Question not asked	317		
Total	416		

Gender

	Count	Valid Percent	Cumulative Percent
Female	212	51.0	51.0
Male	204	49.0	100.0
Total	416	100.0	

Lived in Newington

	Count	Valid Percent	Cumulative Percent
Less than 5 years	50	12.4	12.4
5 to 10 years	59	14.4	26.8
10 to 15 years	47	11.5	38.3
15 to 20 years	42	10.4	48.7
More than 20 years	199	48.8	97.5
Refused	10	2.5	100.0
Total	407	100.0	
Question not asked	9		
Total	416		

Age

	Count	Valid Percent	Cumulative Percent
Under 30	43	10.2	10.2
31-40	54	13.0	23.3
41-50	62	14.9	38.2
51-60	84	20.3	58.4
61-70	94	22.7	81.1
71-80	43	10.2	91.4
81 and higher	20	4.9	96.3
Refused	15	3.7	100.0
Total	416	100.0	

Income

	Count	Valid Percent	Cumulative Percent
Less than \$25,000	20	5.0	5.0
\$25 - \$50,000	35	8.5	13.5
\$50 to \$75,000	52	12.8	26.3
\$75 to \$100,000	59	14.5	40.8
More than \$100,000	108	26.5	67.3
Refused	134	32.7	100.0
Total	408	100.0	
Question not asked	8		
Total	416		

Education

	Count	Valid Percent	Cumulative Percent
Graduate degree	102	24.5	24.5
4 year college/university	152	36.4	60.9
High school or equivalency	81	19.5	80.4
Community college / trade school	53	12.7	93.2
Less than high school	4	.9	94.1
No formal education	1	.2	94.3
Refused	24	5.7	100.0
Total	416	100.0	