

**STATISTICALLY ACCURATE COMMUNITY PHONE and EMAIL POLL METHODOLOGY:**

The Impact Group believes that strategic decisions should be decided using strategic data. As recognized experts of community surveying, The Impact Group developed and implemented a statistically accurate community-wide survey for the City of Springfield. Information derived from polling is an excellent tool when data-based decisions are desired. This statistically valid information is critical if your intention is to present to your residents and colleagues with authority. The Impact Group worked with City of Springfield representatives to develop survey questions in an effort to engage and receive feedback from the community.

- Approximately 31 poll questions – 432 total respondents
  - o Question 1 – 432 respondents
  - o Question 2 – 432 respondents
  - o Question 3 – 432 respondents
  - o Question 4 – 432 respondents
  - o Question 5 – 432 respondents
  - o Question 6 – 432 respondents
  - o Question 7 – 432 respondents
  - o Question 8 – 432 respondents
  - o Question 9 – 432 respondents
  - o Question 10 – 432 respondents
  - o Question 11 – 432 respondents
  - o Question 12 - 432 respondents
  - o Question 13 – 432 respondents
  - o Question 14 – 432 respondents
  - o Question 15 – 432 respondents
  - o Question 16 - 432 respondents
  - o Question 17 – 432 respondents
  - o Question 18 – 432 respondents
  - o Question 19 – 432 respondents
  - o Question 20 – 432 respondents
  - o Question 21 – 432 respondents
  - o Question 22 – 432 respondents
  - o Question 23 – 432 respondents
  - o Question 24 – 432 respondents
  - o Question 25 – 432 respondents
  - o Question 26 – 431 respondents
  - o Question 27 – 431 respondents
  - o Question 28 – 431 respondents
  - o Question 29 – 431 respondents
  - o Question 30 – 174 respondents
  - o Question 31 – 428 respondents
- Poll completion – 95% confidence level with +/- 5.62 margin of error
- In-depth analysis – Full analysis of quantitative data
- Crosstabs – Male/female, age and demographic breakdown of data collected
- Open Online Poll – 143 respondents