

RAYMOND VOTER INFORMATION EXIT POLL RESULTS

Poll taken: March 9, 2010 1 PM to 6:15 PM

By: Carolyn Matthews and Kathy Mayo

Total number voting: 1468

Number voting between 1 PM – 6 PM: Approximately 700

Did you receive the Raymond VIP Guide?

Number of responders:	110
★ Received:	84
★ Did not receive:	20
★ PO Box (no):	6

Did you read the Raymond VIP Guide?

Number of responders:	107
★ Read	74
★ Partially	3
★ Did not read	15
★ No time	18

Did you find the Raymond VIP Guide useful?

Number of responders:	77
★ Outstanding (or some form thereof):	74
★ Biased:	2
★ Not particularly useful:	1

Any suggestions for improvement?

Pro Comments: Loved it, very helpful, clarified points, keep it up, awesome job, do more of the same.
In general: *lots* of enthusiasm from those who received it and read it.

Con Comments: Biased: The minute you see “pro” and “con,” you think *bias*, although the actual content was fair (1 comment). Very biased/ yes-no line (1). Too wordy (1). Too much to read (1). Of the 18 who had the Guide and had intended to read it: Beautiful weekend, just didn’t have time; work two jobs, on vacation the week before, never get to the CTN till next week.

Suggestions: Distribute right after deliberative; get it to those of us who are post box customers; make more compact; put all the tax effect amounts up front; town guide was too much to read and too hard to understand/town should use this format, town guide lacked the usual information on the zoning articles, please include candidates next year.

Note: A caller today (unaffiliated with VIP): “*The election turnout and the spread of election results showed increased voter participation and increased voter understanding of the warrant articles which I believe can be directly attributed to the Voter Information Project. Thank you.*” Also, candidates reported many VIP guides were carried into the polls.