
Pennichuck Water Works
Strategic Communications Survey

Submitted to:

Pennichuck Water Works
4 Water Street
Nashua, New Hampshire 03060

Submitted by:

RKM Research and Communications, Inc.

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PW 010621

Project Summary

Situation Analysis

The primary purpose of this research is to provide Pennichuck Water Works with systematic information to guide its current informational campaign.

More specifically, the research aims to:

1. Determine whether voters oppose or support the City's efforts.
2. Identify how many voters have been exposed to information about the City's attempt to acquire Pennichuck Water Works.
3. Determine if exposure to selected information yields an impact on public opinion.

Methodology

The results of this report are based on a telephone survey commissioned by Pennichuck Water Works. The survey was administered under the direction of RKM Research and Communications, Inc., April 1- 8, 2005. A random probabilistic technique was used to select 400 respondents from a sample of telephone numbers of residents of Nashua, NH. Respondents were screened to include only registered voters.

Results of this latest survey were compared to the results of six previous surveys of Nashua respondents. Their administration dates and respective sample sizes were:

Early December 2003 (*N* = 403)
Late December 2003 (*N* = 408)
March 2004 (*N* = 409)
Late April 2004 (*N* = 411)
Late June 2004 (*N* = 404)
Early December 2004 (*N* = 401)

The maximum margin of error for a survey of 400 customers is +/- 4.9 percent. That means, in theory, in 19 times out of 20, the results found in the sample will differ by no more than plus or minus 4.9 percentage points in either direction from what would be obtained by interviewing all registered voters in Nashua.

The survey was administered using a computer-assisted telephone interviewing (CATI) system. The CATI system allows data to be entered directly into a computerized database as interviews are conducted, providing a highly reliable system of data collection.