



Company Profile

Triton Polling & Research is a full service survey, polling and market research firm with offices in Bend, Oregon, Henderson, Nevada, Bellingham, Washington and Missoula, Montana. Triton has helped hundreds of clients win campaigns, sell ideas and develop communications strategies. The company's client list includes organizations in countless industries throughout the nation, from Fortune 500 companies and statewide political campaigns to non-profit organizations to law firms large and small.

Polling & Research Methods

Triton conducts polling and survey research via the following methods

- Live agent telephone surveys
- Automated telephone surveys
- Internet/online surveys
- Direct mail surveys
- Canvassing

In-House Capabilities & Expertise

Different than typical polling companies, Triton does not out-source any of its survey fieldwork. In contrast, Triton owns and operates its own proprietary survey platforms. This gives Triton total control over the entire survey process, ensuring every survey is conducted with the highest possible quality.

Triton's in-house capabilities include:

- State-of-the-art, live calling facility based in Portland, Oregon. We employ, train, and manage our own team of experienced agents. Triton has developed our own customized live agent software system that is simple for our agents to operate and provides tremendous flexibility to conduct both simple and complex survey questionnaires.
- Automated calling platform that Triton developed from the ground up to efficiently conduct highly accurate telephone surveys and capture data from a unified platform.
- Internet based online surveys are developed and run directly from our own servers.

Wide-Ranging Experience

Triton has conducted surveys for a diverse and wide ranging mix of customers across the United States.

- UC Berkeley
- Massachusetts Institute of Technology
- Ronald Reagan Presidential Library
- Attest Health Care Advisors
- TACORI Fine Jewelry
- One Nevada Credit Union
- Miles Electric Vehicles
- Waste Connections, Inc.
- RS5U School District, Freeport, Maine
- Law firms, marketing firms, non-profits large & small
- Numerous political campaigns for U.S. Senate, Congress, statewide and local offices



Survey Methodology

Triton Polling live agent surveys are conducted by our in-house, state of the art call center located outside of Portland, Oregon. Triton's automated surveys are carried out by our proprietary, cutting edge automated telephone survey system. All surveys incorporate standard statistical methods to select a representative sample of the target population.

Data Integrity, Weighting and Analysis

Data integrity and proper application of statistical methods are essential to gaining a true understanding of your survey audience. There are specific methods for cleaning, randomizing and matching that must be adhered to in order to ensure statistically significant results. Triton employs enterprise grade software tools, including Microsoft SQL Enterprise Server 2012 and IBM SPSS, along with rigorous data handling procedures.

Upon completion of calling, the raw survey data is weighted using industry standard statistical procedures to ensure the sample reflects the overall population, typically in terms of age, gender, ethnicity, political party affiliation, geography, etc. This processing step is essential because different segments of the population answer the phone in different ways. For example, women answer the phone more than men, older citizens are home more and participate more often than younger people, and rural residents typically answer the phone more frequently than urban residents. Without a proper weighting model, in most cases survey samples are heavily skewed one direction or another and are not representative of the target population.

While reporting can vary depending on customer requirements and budget, standard service usually includes full statistical analysis is provided in comprehensive crosstabs and graphical summary report. Turnaround time is generally five days or less. Multiple reports with different weightings or crosstab arrangements are available post survey for little or no additional cost. Triton will continue to work with you to help you understand the results and consider your next course of action.

Lists

Lists used to conduct Triton surveys are obtained from various sources, often the client, list vendors, government entities, and other sources. The type of list will vary by the nature of the survey, most often lists are of registered voters, or adults, a customer's membership list, etc.

When a list has fewer than 10,000 records, which is common when polling small municipalities or districts, Triton will call the entire list and all are offered a chance to participate in the survey. Often multiple rounds of calls to the entire list are required to obtain a large enough sample size. Depending upon response rates, multiple rounds of calls might be required to obtain a sufficient sample size.



Interviewing

Triton automated polls require that questions be digitally recorded and then loaded into a proprietary automated calling program. Respondents use the keypad on the phone to answer questions.

Triton live surveys are conducted by Triton employees located in our Portland, Oregon call center. Triton's employees are among the most experienced in the industry in all aspects of polling and survey research. Typically, calls are placed from 5 pm to 9 pm local time during the week. Saturday calls are made from 11 am to 6 pm local time and Sunday calls from 1 pm to 8 pm local time.