



Company Profile

Triton Polling & Research is a full-service survey, polling and market research firm based in Bend, Oregon. Triton has helped hundreds of clients win campaigns, sell ideas and develop new 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 interview telephone surveys
- Automated telephone surveys
- Internet/online surveys
- Direct mail surveys
- Canvassing / Door to door / Store front
- In person interviews; Focus Groups

In-House Capabilities & Expertise

Different than typical polling companies, Triton does not out-source any of its telephone 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 in Bend, 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.

- Thomson Reuters
- K-VA-T (Food City Grocery)
- UC Berkeley
- Massachusetts Institute of Technology
- Providence Health Care
- TracFone
- Waste Connections, Inc.
- TACORI Fine Jewelry
- University of Pennsylvania
- Ronald Regan Presidential Library
- Copart.com
- Law firms, marketing firms, non-profits large & small
- 100s of political campaigns for U.S. Senate, Congress, statewide and local offices



SURVEY METHODOLOGY

Triton Polling & Research conducts surveys by all method, including telephone, both live interview and automated IVR, online panels, email, mail, door to door and store front.

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

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, random digit sampling, or consumer lists. Three attempts are made per contact to maximize participation from each contact in the sample.

Cell Phones

Triton utilizes numerous list vendors who are apply to supply high quality cell phone lists. This is increasingly important as more than a third of the nation is cell only and young people are much more likely than older people to be cell only.

Interviewing

Triton live interview surveys are conducted by Triton employees located in our Bend, Oregon call center. Triton's interviewers 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. Triton's call center utilizes a custom developed Computer Assisted Telephone Interviewing system built upon Microsoft SQL Server.

Triton automated telephone surveys 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.

Online Panel Surveys

Triton Polling & Research conducts online surveys via a partner network comprised on the largest online panel universes in the United States. In total, Triton's partner network of online panels includes more than 8 million potential respondents.

Triton online surveys are non-probability surveys where respondents "opt-in" to participate. A random selection of respondents are invited to participate in the survey who meet on various demographic criteria including age, gender, location, ethnicity, religion, income, and education. An appropriate



number of respondents are invited to participate who meet the various demographic criteria to ensure the sample reflects the demographic composition of the United States based upon the Census Bureau's American Community Survey

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.