

THE TARRANCE GROUP

MEMORANDUM

TO: Citizens to Preserve Radnor

FROM: Brian Tringali
Sarah Glass

DATE: June 30, 2006

RE: Summary from a Survey of Voter Attitudes in Radnor Township

The Tarrance Group is pleased to present Citizens to Preserve Radnor with the findings from a survey of likely voter attitudes in Radnor Township. All respondents interviewed in this study were part of a fully representative sample of N=300 registered "likely" voters. The margin of error for the sample is +/- 5.8%. The surveys were conducted June 20-22, 2006.

Results from the survey of voter attitudes in Radnor Township show that the majority of Radnor residents value open space and are willing to fund an initiative to acquire and protect it. Our findings are based on the following:

- A majority of voters believe the area is developing at the right pace (54%).
- Ninety-six percent (96%) of voters believe that preserving open space is important as Radnor continues to develop.
- A little over half (52%) of likely voters in Radnor Township have seen, read, or heard of the Open Space Fund.
- Sixty three percent (63%) of voters favor borrowing up to \$20 million to acquire and protect open space in Radnor Township. Thirty nine percent (39%) strongly favor the measure.
- Twenty-five percent (25%) are willing to spend \$15 dollars or more each month to protect Radnor's open space, an amount which would support a bond of \$30 million or more.
- Fully 68% of respondents were more likely to vote for the initiative after hearing that the average homeowner would pay less than \$10 a month toward the fund.
- Seventy-nine percent (79%) of respondents agree it is important to give the citizens a chance to vote on whether or not to provide funding for Radnor's Open Space Program.

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