



## 2019 Pricing for The National Community Survey

Join hundreds of other local governments and get a representative picture of residents' needs and perspectives with The National Community Survey™ (The NCS™).

### The NCS Basic Service Includes:

- [License to use the survey template.](#)
- Full report of results, plus multiple layers of reporting to meet the needs of different stakeholders
- Responses weighted to reflect characteristics of your entire community
- Benchmarking against more than 500 other community survey results
- Tracking of results and response rates by geographic area
- Opt-in web survey included in addition to the scientific, random-sampled survey
- Space reserved for custom questions specific to your jurisdiction, crafted with guidance from your NRC project manager
- \*Exclusive access to the [NRC Playbook of Strategies](#)
- \*Exclusive access to the [NRC Resource Group](#)

*\*Contact your Project Manager for access to the NRC Playbook of Strategies and NRC Resource Group.*

Web Data Collection	<b>HARD COPY SURVEYS SENT BY MAIL</b> most common choice	OPEN PARTICIPATION WEB DATA COLLECTION all residents are eligible
<b>\$14,120</b> \$12,705 DISCOUNTED PRICE*	<b>\$17,435</b> \$15,690 DISCOUNTED PRICE*	<b>\$10,190</b> \$9,170 DISCOUNTED PRICE*
Sample size of 1,800 households included	Sample size of 1,700 households included	You promote participation
Households contacted via mailed invitations using a random sample from a USPS address list	Mailed survey also available online at no added cost	No random sampling
		No mailings



## Add-On Options

	Full Price	Discounted Price*	Notes
<b>Larger Sample Size</b>	Varies	Varies	See below for example sample sizes
<b>Reminder Postcard (4th Mailing)</b>	Varies	Varies	See below for example sample sizes
<b>Demographic Subgroup Comparison Report</b>	\$1,015	\$910	Compare results by population demographics (age, sex, race/ethnicity, housing tenure and housing unit type)
<b>Geographic Subgroup Comparison Report</b>	\$1,015	\$910	Compare results by geographic area
<b>Spanish</b>	\$1015	\$910	Respondents can complete the survey online in Spanish
<b>Custom Benchmark Comparisons</b>	\$1,210	\$1,085	Benchmark results against communities meeting specific criteria
<b>One Open-ended Question</b>	\$2,375	\$2,135	Includes one open-ended question added to survey. Responses will be categorized and reported in a table under separate cover, accompanied by a complete list of verbatim responses.
<b>In-person Presentation</b>	\$3,890	\$3,500	Assumes location within 50 miles of int'l airport
<b>Next Steps Workshop</b>	\$6,070	\$5,460	Assumes location within 50 miles of int'l airport
<b>Compare Prior Results</b>	\$2,260	\$2,030	Compare current results to those of a previous survey (not The NCS)

## Example Sample Sizes

	Regular mailing (3 contacts)		Reminder postcard (4th contact)	
	Full Price	Discounted Price	Full Price	Discounted Price
<b>+0 (1,700 total)</b>	–	–	<b>\$1,075</b>	<b>\$965</b>
<b>+400 (2,100 total)</b>	<b>\$1,880</b>	<b>\$1,690</b>	<b>\$1,275</b>	<b>\$1,145</b>
<b>+800 (2,500 total)</b>	<b>\$3,310</b>	<b>\$2,975</b>	<b>\$1,470</b>	<b>\$1,320</b>
<b>+1,200 (2,900 total)</b>	<b>\$4,735</b>	<b>\$4,260</b>	<b>\$1,670</b>	<b>\$1,500</b>
<b>+1,600 (3,300 total)</b>	<b>\$6,165</b>	<b>\$5,545</b>	<b>\$1,865</b>	<b>\$1,675</b>

\*Please note all prices are subject to change. Pricing assumes up to four geographic subareas; let us know if you need a custom quote for more subareas.

### \*Discount Eligibility\*

You are eligible for a 10% discount on The NCS, The NES, The NBS or CASOA if you:

- ✓ Have conducted any of these surveys in the past
- ✓ Are an ICMA member
- ✓ Are an NLC member
- ✓ Are an Association of Government Accountants member

Not sure if you're eligible?

[Contact Us](#)



### Why Local Governments Should Survey Residents



LEARN MORE ABOUT THE NCS

National Research Center, Inc. (NRC) is a leading full-service survey research and evaluation firm focusing on the information requirements of the public sector, including local governments, health care providers, foundations and non-profit organizations. Visit our home on the web at [www.n-r-c.com](http://www.n-r-c.com). Check out our [News and Knowledge](#) page for more updates, tips and stories from NRC.

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