



Do you have some examples of survey questions?

How do you rate the quality of each of the following services in the XYZ of ABC?

	excellent	good	fair	poor	don't know
Public information services	☐	☐	☐	☐	☐
Ambulance/emergency medical services	☐	☐	☐	☐	☐

In the last 12 months, about how many times, if ever, have you or your household elsewhere done the following things in the XYZ of ABC?

	never	once or twice	3 to 12 times	13 to 24 times	more than 25 times
Visited a neighborhood or city of ABC park	☐	☐	☐	☐	☐
Volunteered your time to some group/activity in ABC	☐	☐	☐	☐	☐

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What comparison data does The NCS offer?

Data on trends in resident opinion across the U.S. comes from

- ✓ 500 jurisdictions' survey results
- ✓ Over 100,000 respondents representing more than 30,000,000 Americans

Cities, counties, townships and villages

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What are my options?

- Purchase the Basic Service for \$9,900
- Select additional services, including:
 - Administration of survey in Spanish as well as English
 - A sample size of 3,000 residents
 - Breakdown of results by respondent characteristics
 - Customized benchmark comparisons
 - Comparisons of results to your prior survey
 - Inclusion of an open-ended question

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How is the validity of the survey authenticated?

- In the final report, we provide a thorough description of our meticulous survey methods.

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Who is conducting The NCS?

- ICMA, the International City/County Management Association
 - Professional association for local government managers founded in 1914
- NRC, National Research Center, Inc.
 - Survey research firm whose principals wrote *Citizen Surveys. How to do them, how to use them, what they mean*, for ICMA
- NLC, the National League of Cities
 - Works with 49 state municipal leagues to represent 19,000 cities, villages and towns

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