



Magellan Strategies Automated Survey Pricing Sheet

Standard Survey Pricing - \$2,500*

Our standard automated voice recorded survey includes:

- 15 questions (Including survey screen questions as well as demographic questions)
- 600 interviews
- Survey topline results, crosstabs and Power Point presentation

*Clients should be aware if the survey includes paragraphs or extensive question content the cost of the survey will be more than \$2,500. Surveys that exceed 15 questions are charged \$150 for each additional question. The minimum cost for a survey is \$2,050 for 12 questions.

Standard 15 Question Survey Outline

S1-Screener Question: "Are you registered to vote as a Democrat, a Republican..."

S2-Screener Question: "How likely are you to vote in the upcoming Election?"

T3 to T12*- 10 Client Questions

D1-Demographic Question: Gender

D2-Demographic Question: Age

D3-Demographic Question: Race

*Clients have 10 questions to ask in the survey. Example questions for political candidate surveys would include a generic ballot test, right direction/wrong track (mood), most important issue, candidate or incumbent image rating, job approval, ballot test, or message testing. Intensity questions (much more likely, somewhat more likely) are counted as a 1/2 of a question.

All screener and demographic questions must remain in the survey.

