

Scientific Random Sample Surveys

Springsted offers its clients the opportunity to gather community feedback through use of our scientific, random-sample survey tool. Our methodology – making sure that the sample interviewed closely mirrors the demographics of the community as a whole – has consistently produced reliable results. Surveys can be designed to measure customer satisfaction, gather feedback on a strategic or comprehensive plan, guide budget planning, or determine the feasibility of a referendum when an election is required to raise operating money or to issue debt. The results of these surveys provide valuable information to inform and improve the decision-making process.

The Process

Step one in a stratified, random-sample study is to analyze the demographic characteristics of the community. This typically includes looking at age, gender, parent and marital status, where people live, past voting frequency, and ethnicity. These characteristics give call center targets to aim for during phone interviews. Depending on the size of the jurisdiction, the sample size typically ranges from 200 - 400 interviews, resulting in errors of measurement of +/- 4.5% to 6.5%. Springsted's professionals work with you to develop a focused survey, designed to gather the required feedback without burdening residents with long phone interviews. Both land lines and cell phones are used to complete the interviews, conducted by a professional call center.

We also provide the option to do an online survey either as a stand-alone project or to supplement a random-sample phone survey when engaging a broader audience is important.

The End Product

Following completion of data gathering and analysis, the following reports to the jurisdiction:

- A summary of key findings and recommendations designed to be presented to senior management and elected officials
- A detailed report analyzing the responses to each question, including results from specific demographic groups (e.g., opinions of men versus woman or younger versus older residents)
- Narrative and graphical reports summarizing responses to open-ended questions

The Cost

The cost of a random-sample sample survey depends on the length of the questionnaire, number of calls made, language requirements, the extent of demographic detail desired and travel expenses for report presentation. Springsted prepares quotes for our scientific, random sample and online surveys after discussing these variables and understanding your community's needs.



Springsted Services

Planning & Strategy

- Capital Improvement Planning
- Debt Capacity Studies
- Facility Studies
- Debt Planning and Policies
- Economic Development
- Strategic Planning

Funding & Implementation

- Bond Issuance (New and Refundings)
- Capital Improvement Financing
- Continuing Disclosure and Arbitrage Compliance
- Investment Services (Springsted Investment Advisors)
- Revenue Diversification
- Operational Financing

Managing & Performance

- Executive Recruitment
- Compensation and Benefit Systems
- Job Descriptions, Comparable Worth and Pay Equity
- Personnel Policies
- Performance Evaluation Systems
- Position Classification and Evaluation Studies