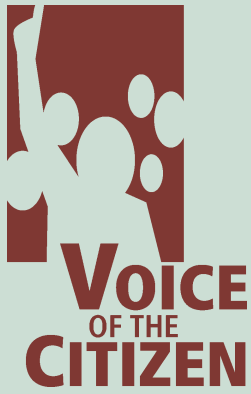




BROAD-BASED INSIGHTS FOR LOCAL GOVERNMENTS



The Research Program

"No man ever listened himself out of a job." - Calvin Coolidge

Today's progressive local government officials - elected and professional staff - regard citizen insights as a necessary means for understanding the will and the needs of the people and for gauging those areas that are priorities and those that are not.

After years of development, Vernon Research Group is pleased to introduce its community research instrument the Voice of the Citizen™. This proven model, once only obtainable through custom research, is now available to all municipalities and counties in the US. This state of the art, scientific tool is designed to get the information necessary for local government officials to operate in a fast changing world.

Find out how to get a Voice of the Citizen™ research program in place in your locality by calling toll-free 1-888-710-7278 ext. 110 or by e-mailing info@VoiceOfTheCitizen.com.

Local Government Experience

Vernon Research Group has conducted numerous studies for city and county governments over the course of many years. Its work has been successfully used to help local governments determine priorities, measure support for new initiatives and gauge citizen reaction to potential taxation and service issues. Now Vernon Research has packaged their experience and know-how into a new program of market research designed especially for local governments.

Broad-based Insights

The Voice of the Citizen™ survey allows you to take a snapshot of your citizens' views on a variety of local government issues. It helps you learn where you stand in all the important areas of government services. By soliciting the input of a reliable sample of the population, the study will help illuminate where your opportunities for improvement lie as well as reveal your strengths and weaknesses. Potentially most valuable for local governments, who work at the will of the people, is the ability to gain a scientific sample of what all citizens think and feel about their government instead of just hearing from a vocal minority who many times do not represent the vast majority of citizens.

Strategic Planning and Daily Decision Making

Good strategic planning and sound daily decision-making are both enhanced with an accurate picture of your current situation. Good research will help paint that picture so your strategic planning process begins with a solid foundation. The Voice of the Citizen™ study enables elected officials and government staff to make informed decisions and set priorities with confidence. When revenues are tight, we know that every dollar counts. You can direct taxpayer dollars more intelligently and decisively when you have a clearer picture of your citizens' priorities and values.

Avoid Misconceptions

Often local government officials and staff are exposed to a few people who express their negative opinions in one or two issues of immediate importance. These “squeaky wheels” may get a disproportionate amount of attention and mindshare while not reflecting the bigger picture. The Voice of the Citizen™ survey overcomes this by obtaining the attitudes and opinions of a wider, scientifically chosen sample group of respondents. By using random sampling, you will, in effect, be listening to the true preferences and opinions of your entire population. The survey will represent the full spectrum of citizens that you serve.

Priced for Every Budget

For a limited time, Vernon Research Group is offering an introductory discount and discounts for implementing the Voice of the Citizen™ study for multiple years. We have also created special packages for different budgets. No need to design the study yourself or make decisions on statistics. We have created packages that are reliable and something you can count on to deliver the insights you need. You choose the package that meets your needs or we will work with you to customize a study that fits your specific situation.

Sound Research

The Voice of the Citizen™ study is a quantifiable instrument that is representative of your community. It is based on solid, scientific research methodologies and offers a sampling error rate under 5 percent. There is no need to purchase additional sampling due to an insufficient number of responses. When the study is completed, it is something you can “hang your hat on” and be comfortable using to make important decisions.

Voice of the Citizen™ Approved Research Programs

Standard Program

Full phone-based survey with 400 randomly selected citizen respondents:

- Sampling error less than 5%
- Proven model research program for gaining citizen insights
- Three custom questions
- Standard analysis
- Two written reports including: Executive Summary, Findings, Conclusions and Recommendations
- Comparison with national norms
- Demographic profiling
- On-site presentation
- Certificate of participation

Select Program

Full phone-based survey with 600 randomly selected citizen respondents:

- Sampling error less than 4%
- Proven model research program for gaining citizen insights
- Five custom questions
- One custom open-ended question
- Advanced analysis
- Three reports including: Executive Summary, Findings, Conclusions & Recommendations
- PowerPoint program of Findings, Conclusions and Recommendations
- Comparison with national norms
- Demographic profiling
- Geographic profiling
- Psychographic profiling
- On-site presentation
- Certificate of participation

Enhanced Program

Full phone-based survey with 800 randomly selected citizen respondents:

- Sampling Error less than 3.5%
- Proven model research program for gaining citizen insights
- Five custom questions
- Two custom open-ended questions
- Advanced analysis
- Add-on conjoint study of trade-offs: preferred services against taxation levels
- Four written reports including: Executive Summary, Analysis Overview, Conclusions and Recommendations
- PowerPoint program of Findings, Conclusions and Recommendations
- Comparison with national norms
- Demographic profiling
- Geographic profiling
- Psychographic profiling
- On-site presentation
- Certificate of participation



"The will of the people is the only legitimate foundation for any government."

- Thomas Jefferson



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