

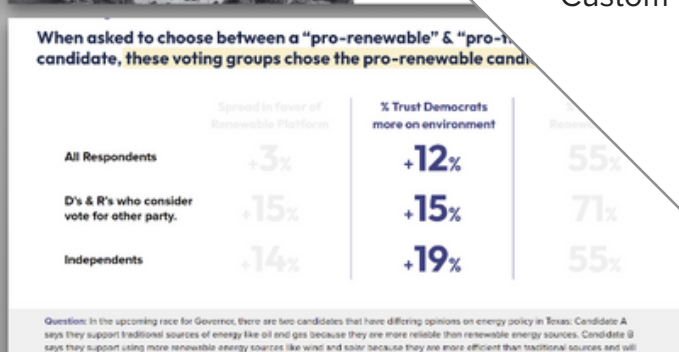
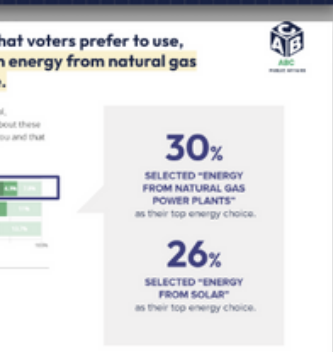
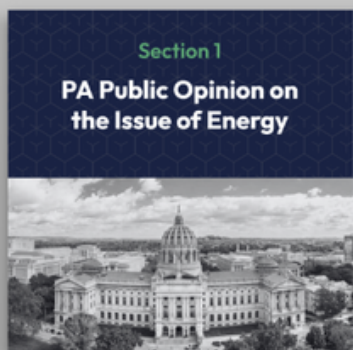
2023 LEGISLATIVE SESSION ISSUE POLLING INFORMATION SHEET

wick | insights

ABOUT US

Wick Insights is a public opinion research agency that is powered by an experienced team and in-house technology.

- Decades of Experience
- A/B Accuracy Rating on 538
- Inc 5000 fastest growing co. list (#1155)
- Mission to provide accurate polling with more speed and affordability than ever before



POLLING AND PRICE*

Our 2023 Legislative Issue package includes a 30 Question survey of citizens, voters, or likely voters. Results and Analysis are packaged in Legislative Issue Insights Kit (See below).**

- **Statewide n1,000: \$19,000**
- **Congressional n600: \$12,000**
- **Target LDs (5 @ n300): \$25,000**

*Custom Multi-District Packages Available Upon Request

**All services and products additionally available a la carte

LEGISLATIVE ISSUE INSIGHTS KIT

Our polling deliverable provides your team everything it needs to power this session's persuasion, advocacy and lobbying efforts.

- Topline Results & Crosstab Reports
- 2-page topline memo
- Key Findings and Strategies (KF&S) Deck.
Section Outline:
 - #1: Public Opinion on the Issue
 - #2: Moving Public Opinion
 - #3: Activating Champions
 - #4: Top Lobbying Insights
- Online Portal for continued access, report creation, and analysis tools
- Custom white label deliverables included

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2023 LEGISLATIVE SESSION PRICE GUIDE FOR POLLING

EXAMPLE PRICING BY DIFFERENT MODES OF DATA COLLECTION

How much does a poll cost that includes reporting, but not analysis?

Fixed pricing is difficult to provide for market research. Incidence rate, length of interview, and the type of questions asked all impact the cost of collecting interviews. However, for a representative sample of citizens, registered or likely voters, the table below provides an outline of what you can expect to pay based on different methods for data collection

DATA COLLECTION METHOD	FLAT FEE	AVG CPI	TOTAL N300	TOTAL N500	TOTAL N1000
100% Panel or APP Intercept	\$1,500	\$10	\$4,500	\$6,500	\$11,500
100% Voter File Matched "VFM" Panel	\$2,000	\$13	\$5,900	\$8,500	\$15,000
100% Text-to-Web	\$2,000	\$15	\$6,500	\$9,500	\$17,000
70% Text-to-Web + 30% IVR	\$2,500	\$11	\$5,800	\$8,000	\$12,500
50% Text-to-Web + 50% VFM Panel	\$2,500	\$14	\$6,700	\$9,500	\$16,500
70% Live Cell + 30% Live Landline	\$3,000	\$40	\$15,000	\$23,000	\$43,000
70% Text-to-Web + 30% Live Landline	\$3,000	\$20	\$9,000	\$13,000	\$23,000

Extended Service Offerings

The Topline 1-Pager: \$1,500

Memo format write-up that summarizes the basic methodology, topline results, and short commentary from a Sr. Researcher that can be quoted in press releases.

Executive Summary Write-up: \$3,000

A Memo or Professional Report format document that walks readers through the purpose and methodology of the polling, the topline results, and the key findings. On average, these reports are 3-5 pages.

Key Insights Presentation Deck: \$6,000

Typically 25-35 slides, these visually pleasing presentation decks provide an opportunity to both orient an audience on the results AND create better insights by visually bringing to life deeper analysis.

"In-House" Research Team: \$4,000 / Month

Get "all of the above" and more at no ad-hoc costs. Our fractional consulting model is the new, improved "retainer." A full stack team will be inserted into your Slack, Microsoft, Google channel to build proposals, get on strategy calls, and provide our extended service products at no additional cost.

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