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# PUBLIC OPINION RESEARCH SERVICES FOR GOVERNMENTS & SPECIAL DISTRICTS

January 2021





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WHO ARE WE AND  
AND WHAT DO WE DO?

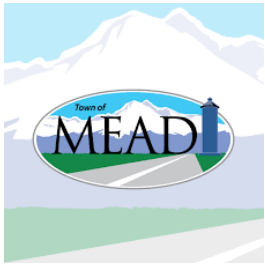
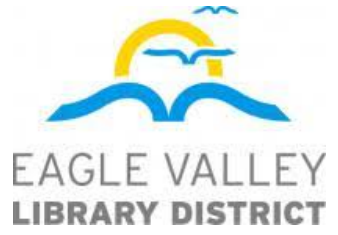
# Who are We and What do We Do?

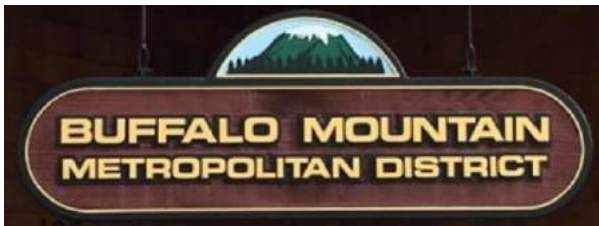
- We are a public opinion research firm specializing in quantifying, measuring, and understanding resident and voter opinion for Colorado local governments, special districts, and public policy organizations.
- Our clients hire us to design and manage quantitative opinion surveys that are statistically accurate and demographically representative of their resident or voter populations. We also conduct in-person and online focus groups.
- We have been in business for 15 years and our office is in Louisville, Colorado.



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WHAT GOVERNMENTS &  
SPECIAL DISTRICTS HAVE WE  
WORKED FOR?







# Magellan Strategies Public Opinion Research Services

Our opinion research services empower government staff and elected officials with the information they need to understand how their communities think and view important issues, policy proposals, and government services. Our quick, reliable, and affordable opinion research methods are used for the following purposes.

- Understand resident opinion of essential community issues (affordable housing, retail marijuana, recreation, oil and gas development, health services, COVID)
- Measure resident & voter support and opposition levels for tax ballot measures.
- Identify government service needs, wants, awareness, priorities, and preferences.

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- Community and economic development surveys focusing on improving resident's quality of life
- Measure government services and program satisfaction and job approval levels.





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# PUBLIC OPINION SURVEY DATA COLLECTION METHODS

# Magellan Public Opinion Survey Methods

## Phone Surveys



- Cellphone and landline
- 3 to 5 days in field
- More expensive than texting option

## Text Surveys



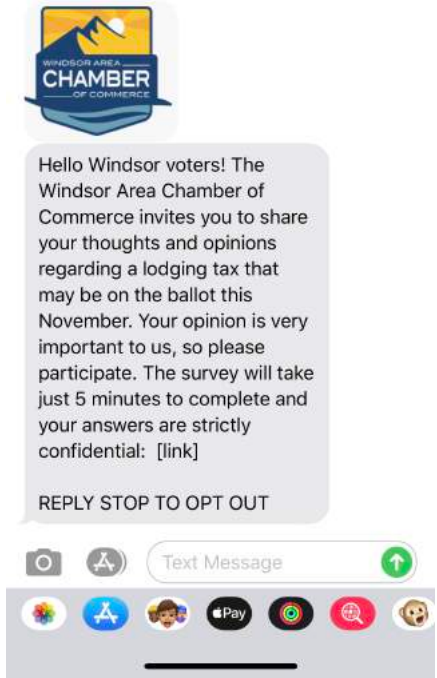
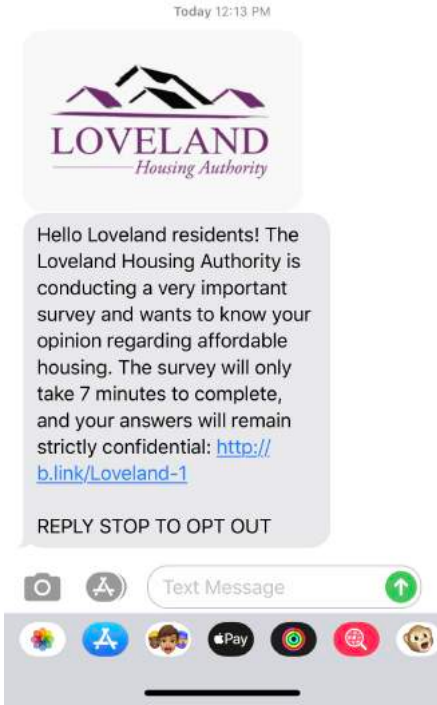
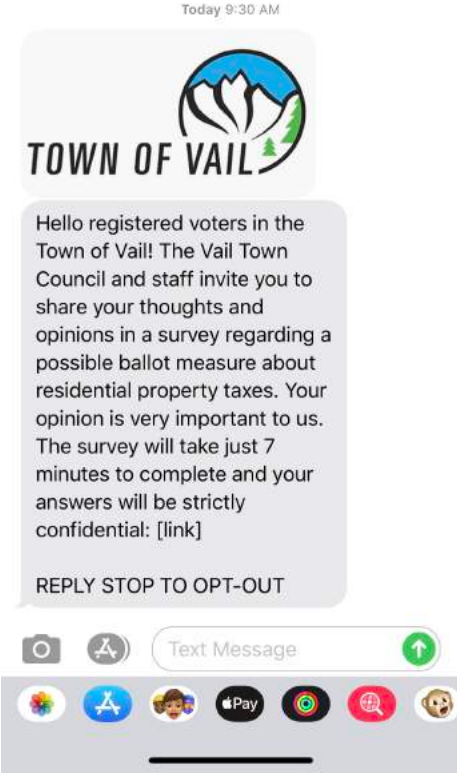
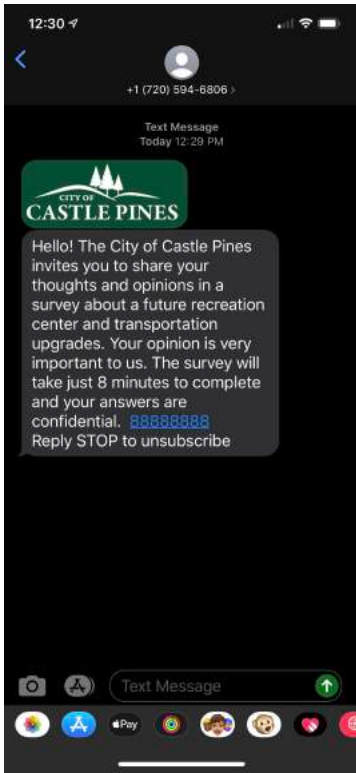
- Text survey invitation to respondent cellphone
- Quick set up and launch
- Solid response rates
- Very affordable

## Phone/Text Hybrid




- Provides the best opportunity for participation
- Reasonable cost

# Text Opinion Survey Invitation Examples



# Text Survey Smartphone Examples

10:15  
Gmail  
surveymonkey.com



**Town of Windsor Lodging Tax Survey**

**\* 3. Do you think things in Windsor are headed in the right direction or do you feel things are seriously off on the wrong track?**

RIGHT DIRECTION

WRONG TRACK

UNSURE OR NO OPINION

REFUSE

**\* 4. Do you approve or disapprove of the job the Windsor Mayor and Town Board are doing?**


STRONGLY APPROVE

SOMEWHAT APPROVE

STRONGLY DISAPPROVE

SOMEWHAT DISAPPROVE

10:12  
Gmail  
surveymonkey.com



**Pueblo County School District 70 Voter Survey**

**\* 3. Generally speaking, do you think Pueblo County School District 70 is headed in the right direction, or do you feel the school district is seriously off on the wrong track?**

Right direction

Wrong track

Unsure

Refuse

**\* 4. Do you have a favorable or unfavorable of Pueblo County School District 70?**

Very favorable

Somewhat favorable

Somewhat unfavorable

Very unfavorable

Unsure or No Opinion

Refuse

10:10  
Gmail  
surveymonkey.com



**Loveland Housing Authority Resident Survey**

**\* 2. Generally speaking, do you think housing initiatives in Loveland are effective and moving in the right direction?**

Yes

No


Unsure/No Opinion

Refuse

**\* 3. Using the text box below, please describe what you think affordable housing is, what it looks like, who it is for and generally what it should cost.**

17%

10:06  
Gmail  
surveymonkey.com



**Town of Vail Gallagher Ballot Measure Voter Opinion Survey**

**\* 3. Do you think things in the Town of Vail are headed in the right direction or do you feel things are seriously off on the wrong track?**

RIGHT DIRECTION

WRONG TRACK

UNSURE OR NO OPINION

REFUSE

21%

Prev Next



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# PUBLIC OPINION SURVEY DELIVERABLES AND GENERAL PRICING



# Magellan Strategies

## Text Only Survey Pricing

### MINIMUM BASE SURVEY

Up to 15 questions

**Deliverables:**

300 to 500 Interviews (if pop. is large enough)

Topline Document

Crosstabs

Does not include verbatim responses, a written analysis or PowerPoint Presentation.

\$5,000

### MID-LEVEL SURVEY

Up to 25 questions\*

**Deliverables:**

300 to 500 Interviews (if pop. is large enough)

Topline Document

Crosstabs

PowerPoint Presentation

Maximum of two verbatim questions.

Does not include a written analysis.

\$7,500

### HIGH-LEVEL SURVEY

Up to 25 questions\*

**Deliverables:**

300 to 500 Interviews (if pop. is large enough)

Topline Document

Crosstabs

PowerPoint Presentation

Verbatim Responses

Written Analysis of Survey Findings

\$10,000

Margins of error: 300n 5.6% | 400n 4.9% | 500n 4.4% | 750n 3.5% | 1,000n 2.9%



# Magellan Strategies

## Text/Phone Hybrid Survey Pricing

### **8 Minute Hybrid Survey - \$10,000\***

15 Questions

400 Text, 100 Phone Interviews (if pop. is large enough)

All Deliverables Included

### **10 Minute Hybrid Survey - \$13,000\***

16-25 Questions

400 Text, 100 Phone Interviews (if pop. is large enough)

All Deliverables Included

### **12 Minute Hybrid Survey - \$16,000\***

26-35 Questions

400 Text, 100 Phone Interviews (if pop. is large enough)

All Deliverables Included

Margins of error: 300n 5.6% | 400n 4.9% | 500n 4.4% | 750n 3.5% | 1,000n 2.9%

# Magellan Strategies Phone Only Survey Pricing

## 300N SURVEY

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## 400N SURVEY

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## 500N SURVEY

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60% Cells, 40% Landline

60% Cells, 40% Landline

60% Cells, 40% Landline

195 Cell Phone interviews /  
105 Landline interviews

260 Cell Phone interviews /  
140 Landline interviews

325 Cell Phone interviews /  
175 Landline interviews

12 minutes - \$17,500

12 minutes - \$19,500

12 minutes - \$24,000

10 minutes - \$15,000

10 minutes - \$17,000

10 minutes - \$20,500

8 minutes - \$13,000

8 minutes - \$15,000

8 minutes - \$17,500

Margins of error: 300n 5.6% | 400n 4.9% | 500n 4.4% | 750n 3.5% | 1,000n 2.9%



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# FOCUS GROUP SERVICES

# Magellan Strategies

## Online & In-Person Focus Groups

We offer clients qualitative online, and in-person focus groups to discover and understand why residents or voters think or feel about a policy, service or issue.



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# OUR ASSOCIATION MEMBERSHIPS



# Colorado Government Association Memberships



**Colorado City & County Management Association**  
A State Affiliate of ICMA



**Special District Association  
of Colorado**



**Colorado Counties, Inc.**



**COLORADO  
MUNICIPAL  
LEAGUE**

**Colorado Municipal League**

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# OUR TEAM

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# David Flaherty

## Founder, CEO

- David Flaherty is the founder of Magellan Strategies. He has spent his 29-year career designing and conducting hundreds of survey research projects measuring public and voter opinion. He is an expert public opinion pollster, focus group moderator and voter data analyst.
- Before forming Magellan Strategies in 2006, David worked in Washington DC for fourteen years. During that time, he learned the art of voter opinion research, questionnaire design, message development, and voter demographic trends while working at the Republican National Committee, the US House of Representatives (Subcommittee on the Census), Americans for Prosperity, and a small government relations firm.
- For the past fourteen years, David has led the Magellan team in its growth and diversification into the areas of government policy, ballot measure, and public policy survey research. He is proud to have helped more than fifty Colorado governments and special districts achieve voter approval for various funding ballot measures and local referendums.



## Courtney Sievers, MPA Director of Survey Research and Data Modeling

- Courtney Sievers has been with Magellan Strategies since 2009. She is the point person for our quantitative research projects and our team leader to our data modeling clients. During her time at Magellan, Courtney has managed hundreds of opinion research projects and built sophisticated voter models in more than 20 states.
- She is also an expert in using the statistical software packages of SPSS, Uncle, and R. Courtney has extensive experience with qualitative focus group projects, attendee recruitment, discussion guide design, and sentiment analysis.
- Courtney holds a Bachelor of Mathematics degree with a concentration in Statistics from Colorado Mesa University and a Master of Public Administration Degree from the University of Colorado Denver. She and her husband, Jake, live in Arvada. In her spare time, she loves to play soccer and ski.



## Ryan Winger

# Polling, Data Analysis, & Campaign Consulting

- Ryan Winger has been with Magellan Strategies since 2007 and wears several “hats” in our firm including polling project manager. Ryan manages and oversees “all things data” for Magellan, including the construction of our in-house resident and voter sample databases for our opinion research projects. Successful opinion research projects begin with a comprehensive and complete master database of the population we are trying to measure. Ryan’s data skills and expertise make that happen.
- He is an expert in applying Facebook advertising and “IP targeting” strategies to help special districts and smaller government clients run more effective ballot measure campaigns. Over the years, Ryan has solved voter data problems for more than 100 Colorado campaign clients. He is also an experienced campaign manager and general consultant.
- Ryan is a graduate of the University of Colorado with a degree in Political Science. He resides in Firestone with his wife Vicki and their three children Emmalyn, Easton and Everly. Ryan is a huge college basketball fan and supporter of the Kansas Jayhawks.

# Thank you for your time today!



David Flaherty | Courtney Sievers  
Ryan Winger



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