The nonprofit, nonpartisan RAND Corporation runs three survey panels of educators. All three samples of educators are nationally representative:

1. More than 25,000 public school teachers of grades kindergarten through 12 (K–12)
2. More than 8,000 K–12 public school principals
3. More than 1,000 school district leaders

(RAND also hosts the American Life Panel [https://www.rand.org/research/data/alp.html] that has more than 5,000 adults, some of whom are school-age parents. Contact aep@rand.org for more information about the American Life Panel.)

Outside organizations and RAND researchers can purchase survey and interview research on the teacher and principal survey panel but not the district panel.

RAND Ph.D. survey methodologists and statisticians sample, recruit, and maintain the three survey panels. We calibrate survey responses to teacher, principal, and/or district characteristics to produce high-quality, accurate estimates. We are a proud member of the American Association for Public Opinion Research’s Transparency Initiative (available at https://aapor.org/standards-and-ethics/transparency-initiative/).

Organizations can purchase survey and/or interview services as well as report writing. Our minimum prices are as follows and increase depending on the length and complexity of the work:

1. **Items on the annual omnibus teacher survey:** $6,000 ($2,000 per survey question × 3 questions) on our annual fall teacher omnibus survey. (We do not have a principal or district leader omnibus survey.)
2. **Teacher or principal survey:** $47,500 for a 10-minute survey with responses from 1,000 teachers or 1,000 principals. (We do not sell space on the district leader survey.) Ten minutes corresponds to approximately 60 simple survey items. Survey costs increase with additional or more complex items; see cost table on next page.
3. **Interviews:** Price depends on the number and length of interviews, as well as on the extent of RAND input on interview protocol and analysis.
4. **Report:** $30,000 for analysis and production of a 10–15 page RAND report summarizing the results of a RAND-run survey and/or interviews. Additional costs are dependent on the length and complexity of the analysis and reporting. All RAND reports are peer reviewed and professionally edited.
RAND’s mission is to improve public policy. Therefore, we publish all of our de-identified survey data (up to one year after we collect it) in our American Educator Panel data portal for free download. We do not conduct proprietary or market research that is not of public benefit.

AEP pricing is based on survey or interview length, as well as any additional requested services. Survey cost = survey minutes × number of respondents × variable per minute cost that depends on survey length (see table below). A 10-minute survey with 1,000 completes would cost $47,500 (which is our minimum), and a 10-minute survey with 2,000 completes would cost $82,500.

<table>
<thead>
<tr>
<th>SURVEY LENGTH</th>
<th>FIRST 1,000 RESPONSES</th>
<th>RESPONSES BEYOND 1,000</th>
</tr>
</thead>
<tbody>
<tr>
<td>10 to 15 minutes</td>
<td>$4.75/minute</td>
<td>$3.50/minute</td>
</tr>
<tr>
<td>20 to 25 minutes</td>
<td>$4.00/minute</td>
<td></td>
</tr>
<tr>
<td>30 minutes</td>
<td>$3.50/minute</td>
<td></td>
</tr>
</tbody>
</table>

Finally, we also provide some specialized services as add-ons to AEP survey administration. At a fee of $300 per hour, we provide such services as instrument survey design, complex sampling schemes, or complex programming. All of our survey administration is done electronically, but we can also send out hard-copy reminder letters at a cost of $1.50 per mailing. We can refer you to our partner, Kitamba, for data visualization services on their Bento platform.

If you would like additional information about the panels or would like to use the panels in your research, please fill out the AEP survey intake form (available at https://answer.rand.org/TakeSurvey.aspx?SurveyID=n2L25omK#) or contact us at aep@rand.org.

ABOUT RAND AND RAND EDUCATION AND LABOR

The RAND Corporation is a nonprofit institution that helps improve policy and decisionmaking through research and analysis. The AEP is part of RAND Education and Labor, a division of the RAND Corporation that conducts research on early childhood through postsecondary education programs, workforce development, and programs and policies affecting workers, entrepreneurship, and financial literacy and decisionmaking.

For more information on this publication, www.rand.org/t/CPA168-2-v2.