

The National Business Survey (The NBS)

Understand the local business climate for more effective budgeting, policy-making, and future planning.



Tried and Trusted

The National Business Survey® (The NBS®) assesses the perspectives of local business owners and managers to reveal the economic health of a community. The NBS was developed by National Research Center (NRC) at Polco. The survey reveals business owners' perceptions of the economy and identifies areas to help local industry succeed.



Also on Polco:

- Build a panel following to get more respondents with every survey
- Get expert-designed survey templates in the Polco Library
- Respect privacy while using resident verification
- See real-time reporting dashboards of results
- Monitor changes over time
- Unlock unlimited use for your entire subscription year

Managers and Economic Development Directors Use The NBS to:

- ✓ Improve government and business relations
- ✓ Develop programs for the labor market
- ✓ Create strategic economic development plans
- ✓ Enact business-friendly policies
- ✓ Attract new businesses
- ✓ Retain existing businesses

The NBS Services



Best of Both Worlds

Reach more residents with an online open participation survey in addition to your representative sample.



Ongoing Engagement

Continue to engage with business and residents with online surveys and other engagement tools.



Advanced Reporting

View your detailed report and dashboard of results on Polco.



Benchmark Comparisons

Compare with other communities across the country.



The NBS is the fastest and easiest way for you to stay on top of local business owners' demands. The NBS provides the data local governments need to make informed choices and strengthen business development, retention, and the economy. National Research Center (NRC) is the proprietary in-house data science laboratory at Polco.

Learn more at polco.us/products-services