

Survey
Research
Center



SURVEY RESEARCH Center

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Survey Research Center

Center

University of Kentucky Survey Research Center

The University of Kentucky Survey Research Center conducts socially significant research with public policy implications as well as research of theoretical or academic interest. UK-SRC has conducted more than 450 studies since it was established in 1979.

UK-SRC's client base includes local and state government agencies, private and non-profit groups, and university researchers. The survey center provides the expertise, resources, facilities, and staff for research using telephone surveys, face-to-face interviews, web surveys, and mailed questionnaires.

"The Survey Research Center's commitment to customer service and attention to detail matches its expertise in developing highly effective survey instruments."

- Michael Childress, Kentucky Long-Term Policy Research Center



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The Kentucky Survey

UK-SRC sponsors the Kentucky Survey, a biannual omnibus survey of the Commonwealth on a variety of political, economic and social issues. Clients from all sectors take advantage of this opportunity to collect valuable data for the relatively inexpensive cost of administering the specific questions they submit. Clients also receive the results of a large battery of core survey questions. The results of all Kentucky Survey questions since 1979 are available in the UK-SRC data archive.

Expertise

UK-SRC provides expertise in survey and questionnaire design, sampling, computer technology, and advanced statistical methods.

Clients benefit from the multidisciplinary background of UK-SRC's professional staff. Currently, staff hold graduate-level degrees in political science, economics, social psychology, public administration, business management, and marketing.

In addition to the professional staff, UK-SRC employs more than 50 highly trained, experienced project managers, telephone interviewers, field interviewers, and data-entry specialists. Interviewers are given extensive background training on each survey project.

UK-SRC has experience with a wide variety of subject populations, including prisoners, adolescents, the elderly, teachers, business owners, recovering substance abusers, and parents of children with special education needs. Topics of interviews have ranged from the ordinary to extremely sensitive, personal questions regarding drug abuse, race relations, domestic violence, and sexual practices.

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Resources

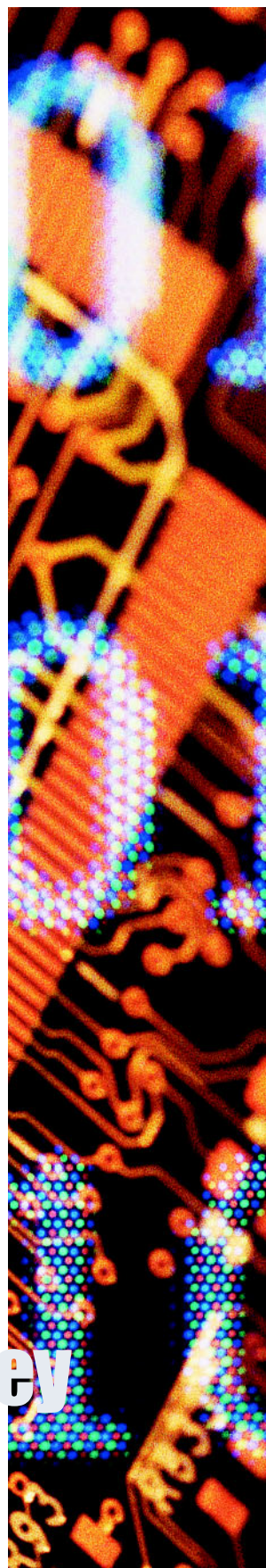
UK-SRC uses the WinQuery Computer-Assisted Telephone Interviewing (CATI) system for its 34-workstation call center. The full-featured CATI system (WinQuery 3.0) enables the interviewer to enter responses to each question directly into the computer. CATI provides automatic skips, pre-programmed prompts and the routine coding of all open-ended questions. CATI logs all attempted calls and provides an automatic scheduling algorithm which ensures that phone numbers will be attempted at different hours on different days until contact is made.

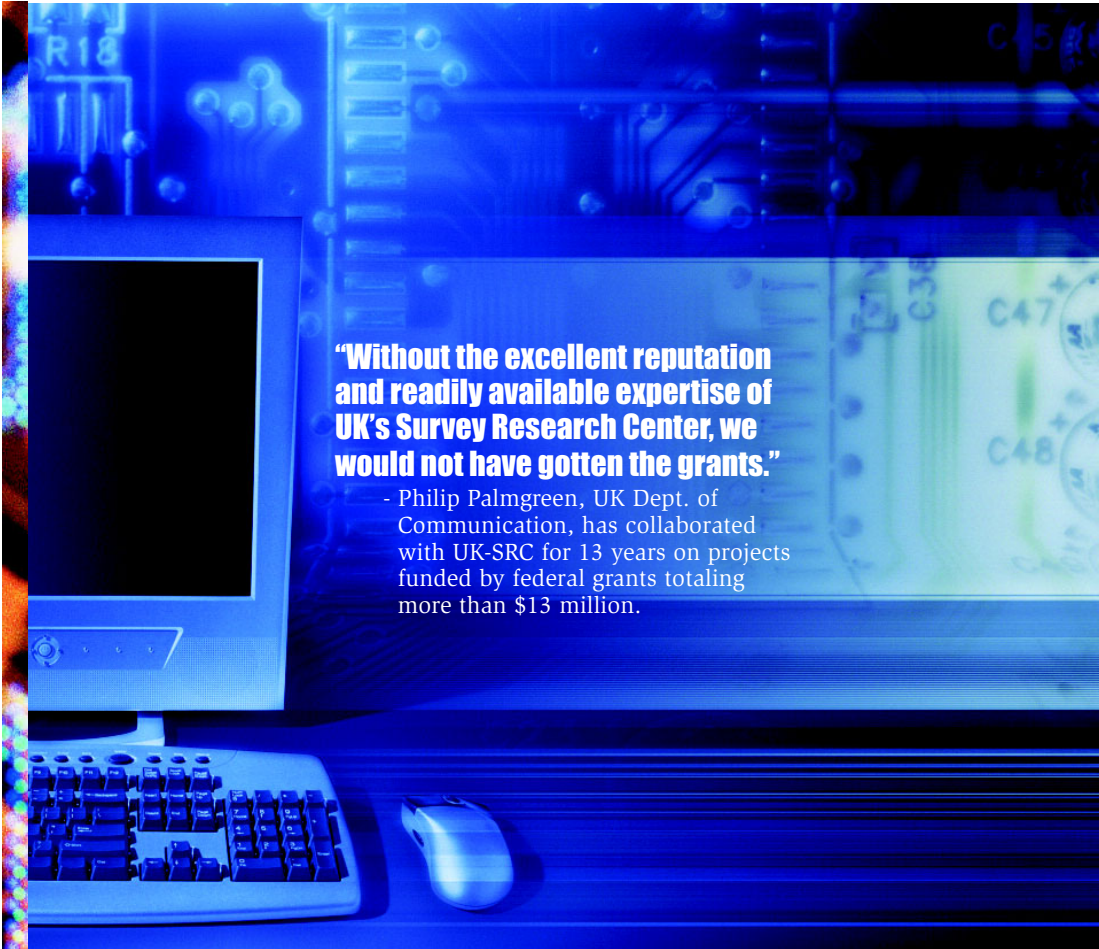
UK-SRC has adapted the CATI package for use on laptop computers during field research. Computer-Assisted Personal Interviewing (CAPI) and Computer-Assisted Self Interviewing (CASI) ensure data quality by reducing interviewer effects. CASI is particularly effective for field projects involving at-risk populations or surveys with extremely sensitive personal questions regarding drug use and sexual behaviors.

For telephone surveys, the center utilizes a modified, list-assisted Waksberg random-digit-dialing procedure for contacting non-institutionalized adults. Other sampling strategies and procedures are used as needed.

UK-SRC also serves as the headquarters of the National Network of State Polls (NNSP) and is an affiliate of the Kentucky State Data Center (KSDC). UK-SRC clients have access to the NNSP Data Archive, the largest collection of statewide survey data in existence, and to a large collection of statewide and national data distributed by KSDC, including the Statistical Abstract of the United States and all released Census 2000 data.

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“Without the excellent reputation and readily available expertise of UK’s Survey Research Center, we would not have gotten the grants.”

- Philip Palmgreen, UK Dept. of Communication, has collaborated with UK-SRC for 13 years on projects funded by federal grants totaling more than \$13 million.

Recent UK-SRC Clients

Kentucky Attorney General’s Office
Kentucky Cabinet for Workforce Development
Kentucky Department of Fish and Wildlife Resources
Kentucky Department for Public Health
Kentucky Department of Transportation
Kentucky Department of Vocational Rehabilitation
Kentucky Educational Television Network
Kentucky Legislative Research Commission
Kentucky Long-Term Policy Research Center
Kentucky State Police
Lexington-Fayette Urban County Housing Authority
Mayor’s Alliance on Substance Abuse, Lexington, KY
UK Center on Drug and Alcohol Research
UK College of Nursing
UK Injury Prevention and Research Center
UK Research Center for Families and Children
UK Sanders-Brown Research Center on Aging & Gerontology
UK Transportation Center
UK Health Service
UK faculty in other academic departments

Quality and Service

UK-SRC provides individual attention to clients during each stage of the research project, from initial assessment of data collection needs to survey design to interpretation of results. Well-tested and highly developed quality-assurance procedures and controls are also in place throughout the project.

Questionnaires are developed and designed in close cooperation with clients to ensure that valid, reliable data will be obtained. Surveys are pretested, and well-developed coding procedures are followed for open-ended questions.

The WinQuery Computer-Assisted Telephone Interviewing (CATI) system is a major component of the survey center's quality control. It provides interviewers and (in the case of CASI) respondents a user-friendly format and virtually eliminates potential errors that could occur with a separate data-entry step. It provides an exact report on the disposition of each call made, and the call-scheduling algorithm helps ensure that respondents represent the target population.

Face-to-face interviews are conducted using strict quality-assurance and extensive tracking procedures. In multi-wave studies (conducted over a period of time) these procedures typically yield an 85 percent or better response rate. For field projects, follow-up verification calls are standard procedure.

Quality controls for mailed questionnaires, including multiple mailings, follow-up postcards, and postage-paid return envelopes, ensure high response rates. For data entry, 100 percent verification is standard procedure.

UK-SRC conducts verification checks of all data prior to issuing the final report on the project.

"We've used UK-SRC survey results to evaluate trends, establish new programs, and enact laws increasing annual funding for wildlife conservation by over \$1 million."

- Lynn Garrison,
Kentucky Department
of Fish and Wildlife
Resources

To discuss your next survey, contact:

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