UNH Survey Center

Huddleston Hall G5
UNH Survey Center

- Providing accurate, timely public opinion research to UNH researchers, government, business, and not for profits since 1986.
- Expertise in a wide range of survey methodologies, populations, and substantive topics.
- Areas of special expertise elections, public policy, health policy, and survey methodology.
- Provides practical training in social science research for UNH students.
- Conduct 80-90 projects per year
Staff

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UNH Collaboration

- COLA
  - Education
  - English
  - Justice Studies
  - Psychology
  - Political Science
  - Sociology
  - CCRC
  - Family Research Center
  - Justiceworks

- COLSA
  - Resource Economics
  - Veterinary Diagnostic Lab

- EOS
  - CICEET
  - NHEP

- HHS
  - IHPP
  - IOD

- Thompson School
- Cooperative Extension
- Central administration
- USNH
Research Questions

Information Needs

Population

How Best to Interview?

How to Sample?

Specific Interview Topics

Other Sources of Data?

Actual Survey Questions
Research Design

- Consultation in overall project design
- Sampling
- Questionnaire design
- Analysis
  - SPSS
  - Data tables
Telephone Survey Resources

- 33 station CATI system
  - WinCati – used by many universities
  - Extensive capabilities in rotation, branching, etc.
- Centrally supervised
  - Visually
  - On phone
  - On screen
  - Remote for faculty to observe
- Trained professional interviewers
  - Many are UNH students
  - Receive general interviewer training
    - Modules are available to faculty
  - Specific training on each survey
  - Spanish speaking interviewers
Telephone Survey Resources

- Consultation in designing telephone surveys
  - Translation into foreign languages
  - Conversion from mail or web surveys
- Pre-testing of telephone surveys
Web Survey Resources

- Qualtrics and SNAP web software
  - Allows for intensive tracking of respondents and automated follow-up
  - Rotation and branching capability
- Best for populations with known email addresses
  - Very useful for student populations
  - Good for grad students as cost is minimal
  - Practically impossible to do general public surveys
- Volume of web-based surveys has been increasing
- Dillman is still the bible!
Mail Surveys

- Capacity to print and address mail surveys
- Many towns/school districts use them
  - More cost effective than telephone
  - Can send survey to all town households (PR)
- We have data entry staff
  - Double entry
Focus Groups

- Very helpful in survey design
- Qualitative – do at least 2!
- No good facility on campus to conduct them
  - No recording equipment, one-way mirror, separate entrances, etc.
- Can be done in conference rooms, class rooms, etc
  - Participants quickly ignore note-taker if one is present
- Survey Center can assist in …
  - Development of moderator’s guide
  - Recruitment of participants
  - Moderation
  - Analysis & reporting
Other Resources for Faculty

- **Granite State Poll**
  - Quarterly survey of NH adults
  - Reduced costs for inclusion of questions
- **Respondent panel**
- **Access to telephone capacity**
  - Available especially during daytime hours
- **Access to web survey software**
  - Reduced rates (just staff time & set-up)
- **Consultation**