The Jefferson Area Community Survey

CSR’s recurrent, regional omnibus phone survey
Regional . . .

- The JACS covers residents in:
  - Charlottesville City
  - Albemarle County
  - Fluvanna County
  - Greene County
  - Louisa County
  - Nelson County

- Same boundaries as the Health District, Region 10, and the TJPDC
Recurrent . . .

- CSR fields the JACS twice each year
  - Schedule varies with demand
- JACS 1—January 2012
- JACS 2—October-November 2012
- JACS 3—April-May 2013
- JACS 4—November-December 2013
- JACS 5—April 2014
- JACS 6—Coming soon!
Omnibus . . .

• An omnibus survey is a vehicle for questions from multiple sponsors.
• You can buy one question, several, or many.
• You can survey the entire region or select some parts of it
  – But too few cases if geography is very small
• Most sponsors buy 3 to 10 questions
• Each wave yields 900-1,000 complete interviews
Phone Survey . . .

- Trained, live interviewers make the calls
  - *Not* a ‘Robopoll’
- Computer-assisted telephone interviewing [CATI]
  - Allows branching and skipping for contingent questions
- Phone number are randomly drawn from among:
  - Listed landline phones (directory-listed sample)
  - Unlisted landline phones (landline RDD sample)
  - Cellular phones (cell RDD sample)
- Multiple call attempts
  - Good cooperation from local residents
Clients

• Government agencies, non-profit groups, and academic researchers are all invited to place questions on the survey.

• Past JACS clients include:
  – Benjamin Hair-Just Swim for Life
  – Charlottesville Dept. of Public Works
  – Charlottesville Tomorrow
  – Thomas Jefferson Planning District Commission
  – University of Virginia Dept. of Public Health Sciences
  – WTJU
What You Get

- CSR will help you to craft your survey questions
- CSR programs the questions into the phone survey script
- Survey is pre-tested on live respondents
  - We confer on any adjustments needed
- Survey is fielded by CSR
- You get a report on your questions
  - Each question is broken down by key demographics
  - JACS samples represent the region well
Q: How interested are you in transportation projects and planning issues in our region?

- Extremely Interested: 9.5%
- Very Interested: 25.5%
- Somewhat Interested: 48.0%
- Not Interested: 17.0%
## Table 1: How interested are you in transportation projects and planning issues in our region?

<table>
<thead>
<tr>
<th>Interest in transportation projects</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Extremely interested</td>
<td>Count</td>
</tr>
<tr>
<td>Total</td>
<td>96</td>
</tr>
<tr>
<td>In what county or independent city do you live?</td>
<td></td>
</tr>
<tr>
<td>Albemarle</td>
<td>47</td>
</tr>
<tr>
<td>Greene</td>
<td>7</td>
</tr>
<tr>
<td>Fluvanna</td>
<td>6</td>
</tr>
<tr>
<td>Nelson</td>
<td>5</td>
</tr>
<tr>
<td>Louisa</td>
<td>7</td>
</tr>
<tr>
<td>Charlottesville</td>
<td>23</td>
</tr>
<tr>
<td>Age (5 Categories)</td>
<td></td>
</tr>
<tr>
<td>18-25</td>
<td>9</td>
</tr>
<tr>
<td>26-37</td>
<td>12</td>
</tr>
<tr>
<td>38-49</td>
<td>14</td>
</tr>
<tr>
<td>50-64</td>
<td>28</td>
</tr>
<tr>
<td>Over 64</td>
<td>25</td>
</tr>
<tr>
<td>Gender</td>
<td></td>
</tr>
<tr>
<td>Male</td>
<td>44</td>
</tr>
<tr>
<td>Female</td>
<td>49</td>
</tr>
</tbody>
</table>
Whose data is it?

• CSR gives results from your questions only to you.
  – The interview script is public, so anyone can see what you (and other sponsors) asked.

• CSR puts a few questions of its own on the survey and releases results to the press

• You can purchase a copy of the original data file
  – With your questions and the demographics
  – Respondents are not identified
Want to know more?

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