Jefferson Area Community Survey (JACS)

What is the Jefferson Area Community Survey (JACS)?
JACS is an initiative of UVa’s Center for Survey Research designed to serve the increasing need for scientifically-based survey information about the greater Charlottesville-Albemarle region. Government agencies, non-profit groups, and academic researchers are invited to place one or more questions on this recurrent omnibus survey.

When will the JACS be conducted?
The Center for Survey Research conducts the JACS on a semi-annual basis, but fields it only when enough questions have been subscribed to make a viable survey. Our goal is to field the JACS once every six to nine months. The first JACS closed in January 2012, and JACS5 fielded in May 2014. CSR is currently seeking clients for the sixth wave of the JACS.

Who will be surveyed?
We will survey a random sample of 900-1,000 adult residents of Charlottesville City and Albemarle, Fluvanna, Greene, Louisa, and Nelson Counties. The sample will include households with cell phones as well as landline phones.

How will the JACS be conducted?
Trained interviewers from the Center for Survey Research (CSR) at the University of Virginia will conduct the interviews using CSR’s state-of-the-art telephone interviewing protocols. To allow for a more detailed analysis of the responses, the questionnaire will include a small number of demographic questions.

Why be part of the JACS?
JACS provides its clients with a cost-effective way to gather regional information on a fully representative sample of area residents. CSR expert staff will work with you throughout the process, from question design to post-survey analysis. Each user will receive a report of results for their own questions, to use and distribute as they see fit. Reports will include frequencies and standard demographic and geographic breakdowns for each question.

What is the cost?
The cost for the first question is $1700 ($1575 for UVa researchers), and additional questions will each cost $1100 ($1025 for UVa). This pays for survey design, pretesting, data collection, analysis, and reporting. Questions asked of subsets of respondents are discounted on a segmented pro-rate basis. Additional services are also available.

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