

# UNIVERSITY CENTER FOR SOCIAL AND URBAN RESEARCH Survey & Qualitative Research Support Services

***What do we do?** Here is a list of some of the services we offer:*

## **1. Survey & Qualitative Design Assistance**

- Custom survey programming
- Assistance with tailoring question development and structure for surveys, focus groups, and in-depth interviews

## **2. Study Recruitment**

- Regional research registry and address-based sampling
- Custom campaigns: QR Codes, links, postcards, follow-up calls

## **3. Survey Administration & Outreach**

- Online Surveys (Qualtrics)
- Phone interviews conducted by trained staff
- Mail surveys with mass mailing services
- Text message outreach and delivery
- Coordination of incentive payments

## **4. Survey Data Analysis**

- Data management & processing
- Statistical analysis using advanced software
- Custom report preparation & presentation

## **5. Qualitative Research Support**

- Administration of focus groups and interviews
- Transcription & coding of qualitative data

***Interested in learning more? Get in touch!** We offer consultations at no cost to discuss what might work for you. We can then prepare a budget based on the estimated cost of services. Scan the QR code below to fill out an interest form.*

