The UNC Charlotte Urban Institute's Telephone Omnibus Survey of Charlotte-Mecklenburg

Overview
The UNC Charlotte Urban Institute's Telephone Omnibus Survey is an affordable means of gauging public attitudes, opinions, and perceptions on a wide range of community issues. By sharing the cost of survey research, agencies and organizations can obtain high quality, scientific information on topics of their choice. This collaborative approach allows survey sponsors to obtain customized information on attitudes, preferences, and interests for a fraction of the usual cost of an individual survey study. The final data, which includes 400 interviews conducted via landline phones and on cell phones, is weighted to Census figures for age, gender and race/ethnicity in order to improve the projectability and reliability of the random telephone sample.

Our partners use their survey results to:
- Obtain data for internal reports and presentations
- Cost effective tracking metrics on programs or services

Significant Cost Savings
A single client administration of a 10-minute survey might cost as much as $16,000 not including design and reporting services. By participating in the institute's omnibus survey, the cost to ask five custom questions can be as low as $760 per question. That's a savings of about 76% of the cost!

Services Include:
- Assistance in defining research problem or information requirements
- Consultation on the design of the survey questions
- Technical report documenting sample design, data collection, interviewing and data analysis procedures
- Reports on the socio-demographic characteristics of the sample population and percentage distribution of responses to each of your questions
- Cross-tabulations of responses to each of your questions by age, race/ethnicity, gender, marital status, education, employment status, household income, and length of county residency

Please inquire for additional services (e.g., written analytical reports of the results and/or graphical representation of data).

The Survey Schedule
When a sufficient number of questions becomes available for an omnibus survey by the set deadline, the survey schedule below takes into effect accordingly:

<table>
<thead>
<tr>
<th>Activity</th>
<th>SPRING SCHEDULE</th>
<th>SUMMER SCHEDULE</th>
<th>FALL SCHEDULE</th>
</tr>
</thead>
<tbody>
<tr>
<td>To receive results by</td>
<td>To receive results by August</td>
<td>To receive results by November</td>
<td></td>
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<tr>
<td>May</td>
<td></td>
<td></td>
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<tr>
<td>Submit questions by:</td>
<td>1st Monday in February</td>
<td>1st Monday in May</td>
<td>1st Monday in August</td>
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<tr>
<td>Contracts &amp; Bidding</td>
<td>March</td>
<td>June</td>
<td>September</td>
</tr>
<tr>
<td>Field Period (2-3 weeks)</td>
<td>April</td>
<td>July</td>
<td>October</td>
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The survey schedule is an estimation for when questions are finalized for inclusion, the fielding period, and when data results are delivered and will only be in effect if there is sufficient number of questions received. Submittal of survey questions must be received by the 1st Monday in February (spring schedule), in May (summer schedule), or in August (fall schedule). Consultation on question design from the institute is available at any time.

Contact us for more information
www.ui.uncc.edu/annual-survey | fcaratao@uncc.edu | 704-687-1191
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Pricing:
The cost of the first question is $1,000, with each additional question priced according to the total number of questions purchased:

<table>
<thead>
<tr>
<th>Number of Questions</th>
<th>Fee per Question</th>
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<tbody>
<tr>
<td>2 to 10 questions</td>
<td>$850</td>
</tr>
<tr>
<td>11 to 24 questions</td>
<td>$750</td>
</tr>
<tr>
<td>25 or more questions</td>
<td>$600</td>
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It should be noted that some questions can be designed to gain more than one response. Dependent upon the complexity of the question, the UNC Charlotte Urban Institute reserves the right to charge additional fees if the question will add a significant amount of time to probe responses during the phone interviews. As part of our service, we will work with you to design the most reliable way to ask your questions. We make an effort to limit the number of open-ended questions available in the survey. Please indicate your interest early if you have need for these kinds of questions.

Notes:
The Annual Survey is based on telephone interviews with 400 residents of Mecklenburg County. Respondents are randomly selected from a computer generated listing of households in Mecklenburg County. As this survey requires a minimum level of participation, we reserve the right to cancel or postpone administration of the survey if there is not sufficient interest.

Contact Information:
For questions or for more information on how to participate in this year’s survey, contact Eric Caratao at fcaratao@uncc.edu or at 704-687-1191.