Jefferson Area Community Survey (JACS)

What is The Jefferson Area Community Survey (JACS)?
JACS is a new 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 initial JACS will be conducted once a minimum number of questions have been subscribed (likely November 2011). We plan to conduct the JACS again each spring and fall of subsequent years. This makes JACS ideal for measurement of trends.

Who will be surveyed?
We will survey a random sample of 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. The questionnaire will include demographic questions for use in analysis.

Why be part of the JACS?
JACS provides you 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, beginning with assistance in designing effective questions. 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 per question is $1250. This pays for survey design, pretesting, data collection, analysis, and reporting.

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