

# Survey Research Center

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SURVEY RESEARCH  
CENTER**

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The Survey Research Center (SRC) is a component of the Institute for Policy & Social Research (IPSR) at the University of Kansas. IPSR conducts and enhances social science research at the University of Kansas, working with faculty, government officials, and business leaders to address social and policy concerns. The SRC facilitates this research mission by conducting surveys for local, state, and national government agencies, non-profit organizations, foundations, businesses, and KU faculty.

The SRC has conducted telephone and mail surveys for 25 years, and has been conducting web-based surveys since 2003. The SRC director and staff have extensive experience in sample design and selection, survey design, survey administration, data analysis, and text and graphical data presentation.

The SRC uses integrated computer and telephone technologies, including a Computer Assisted Telephone Interviewing (CATI) system that allows survey research to be conducted quickly and accurately. Our survey instruments build in rules that insure data integrity. The SRC adheres to rigorous methodological and professional standards. We can accommodate the collection and management of large datasets and ensure the security and confidentiality of data and respondents.

*Please contact Survey Research Center Director, Prof. Don Haider-Markel at 864-9034 or Jim Stoutenborough, Survey Research Center Manager at 864-9117 to find out how we can enhance your research through the use of mail, phone, or web surveys.*