

# **ST. CLOUD STATE UNIVERSITY**

## **ANNUAL SPRING SCSU STUDENT SURVEY- 2008**

**LAST REVISED 8-25-09**

**A SCIENTIFIC TELEPHONE SURVEY  
CONDUCTED  
FOR THE SCSU SURVEY STUDENT DIRECTORS  
BY THE  
ST. CLOUD STATE UNIVERSITY SURVEY STUDENT  
DIRECTORS**

### **I. METHODOLOGY-DEMOGRAPHICS**

**II. LINK TO QUESTIONNAIRE**

**III. LINK TO FREQUENCIES-REPORTS**

**April 2008**

**ST. CLOUD STATE UNIVERSITY SURVEY  
SOCIAL SCIENCE RESEARCH INSTITUTE  
COLLEGE OF SOCIAL SCIENCES**

**PRINCIPAL INVESTIGATORS**

**Dr. Stephen I. Frank  
Department of Political Science  
319 Brown Hall  
320-308-4131  
[sfsurvey@stcloudstate.edu](mailto:sfsurvey@stcloudstate.edu)**

**Dr. Steven C. Wagner  
Department of Political Science  
318 Brown Hall  
320-308-5423  
[swagner@stcloudstate.edu](mailto:swagner@stcloudstate.edu)**

**Dr. David H. Robinson  
Department of Statistics and Computer Networking  
237 Engineering and Computer Science Center  
320-308-2149  
[dhrobinson@stcloudstate.edu](mailto:dhrobinson@stcloudstate.edu)**

**SCSU SURVEY HOMEPAGE  
[HTTP://web.stcloudstate.edu/scsusurvey](http://web.stcloudstate.edu/scsusurvey)**

Drs. Frank, Wagner and Robinson are members of the Midwest Association of Public Opinion Research (M.A.P.O.R.) and the American Association of Public Opinion Research (A.A.P.O.R.) and subscribe to the code of ethics of the A.A.P.O.R.

**ST. CLOUD STATE UNIVERSITY  
SURVEY  
SOCIAL SCIENCE RESEARCH  
INSTITUTE  
COLLEGE OF SOCIAL SCIENCES  
STUDENT DIRECTORS/CONSULTANTS**

**SENIOR STUDENT LAB DIRECTORS/SUPERVISORS**

Ms. Renee Helm, 3rd year student, Public Administration Major,  
Mathematics Minor  
St. Joseph, Minnesota

Mr. Mike Loehlein, 5th year student, Economics and International  
Relations Majors  
St Joseph, Minnesota

**STUDENT LAB DIRECTORS/SUPERVISORS**

Ms. Heidi Nelson, 4th year student, Political Science and History  
Majors, New Hope, Minnesota

Ms. Hadiza Galadima, 4th Year Student, Statistics with emphasis  
in Actuarial Science, Mathematics Minor, St Cloud, Minnesota.

Mr. Trevor Lynch, 3rd year Student, Political Science Major, History and International Relations Minors, Maplewood, Minnesota.

Mr. Luke Hofstad, 4<sup>th</sup> Year Student, Political Science Major, International Relations Minor, Andover, Minnesota.

Ms. Rhonda Otteson, 5th year Political Science Major, Wilmar, Minnesota

Mr. Tyler Rittmaster, 3rd year Marketing Major, Bloomington, Minnesota.

(studying abroad spring semester 2008)

Mr. Craig Barthel, 3rd year student, Political Science Major, Public Administration Minor, Albertville, Minnesota.

Mr. Birat Krishna Thapa, 1st Year Student, Political Science Major, International Relations Minor, Saint Cloud, Minnesota.

### **STUDENT TECHNICAL CONSULTANT**

Mr. Justin Rassier, 3<sup>rd</sup> year student, Computer Science Major St. Joseph, Minnesota

# **I. History and Mission of the Survey**

The SCSU Survey is an ongoing survey research extension of the Social Science Research Institute in the College of Social Sciences at St. Cloud State University. The SCSU Survey performs its research in the form of telephone interviews. Telephone surveys are but one of the many types of research employed by researchers to collect data randomly. The telephone survey is now the instrument of choice for a growing number of researchers.

Dr. Steve Frank began the SCSU Survey in 1980 conducting several omnibus surveys a year of central Minnesota adults in conjunction with his Political Science classes. Presently, the omnibus surveys have continued, but have shifted to a primary statewide focus. These statewide surveys are conducted once a year in the fall and focus on statewide issues such as election races, current events, and other important issues that are present in the state of Minnesota. Besides the annual fall survey, the SCSU Survey conducts an annual spring survey of SCSU students on various issues such as campus safety, alcohol and drug use, race, etc. Lastly, the SCSU Survey conducts contract surveys for various public and private sector clients. The Survey provides a useful service for the people and institutions of the State of Minnesota by furnishing valid data of the opinions, behaviors, and characteristics of adult Minnesotans.

The primary mission of the SCSU Survey is to serve the academic community and various clients through its commitment to high quality survey research and to provide education and experiential

opportunities to researchers and students. The directors of the SCSU Survey strive to assure that all SCSU student directors and faculty directors contribute to the research process, as all are essential in making a research project successful. This success is measured by our ability to obtain high quality survey data that is timely, accurate, and reliable while maintaining an environment that promotes the professional and personal growth of each staff member. The survey procedures used by the SCSU Survey adhere to the highest quality academic standards. The SCSU Survey maintains the highest ethical standards in its procedures and methods. Both faculty and student directors demonstrate integrity and respect for dignity in all interactions with colleagues, clients, researchers, and survey participants.

## **II. Survey Staff**

The Survey's faculty directors are Dr. Steve Frank (SCSU Professor of Political Science), Dr. Steven Wagner (SCSU Professor of Political Science) and Dr. David H. Robinson (SCSU Professor of Statistics). The faculty directors are members of the Midwest Association of Public Opinion Research (M.A.P.O.R.) and the American Association of Public Opinion Research (A.A.P.O.R.). The directors subscribe to the code of ethics of A.A.P.O.R.

### **A Stephen I. Frank**

Dr. Frank holds a Doctor of Philosophy in Political Science from Washington State University. Dr. Frank teaches courses in



American Politics, Public Opinion and Research Methods at St. Cloud State University. Dr. Frank started the SCSU Survey in 1980, and since has played a major role in the development, administration and analysis of over 150 telephone surveys for local and state governments, school districts and a variety of nonprofit agencies. Dr. Frank has completed extensive postgraduate work in survey research at the University of Michigan. Dr. Frank coauthored with Dr. Wagner and published by Harcourt College, *“We Shocked the World!” A Case Study of Jesse Ventura’s Election as Governor of Minnesota*. Revised Edition. Dr. Frank, with Dr. Steven Wagner, recently published “The Maverick Campaign and Election of Jesse Ventura” in *Campaigns and Elections*, edited by Robert Watson and Colton Campbell, Lynn Rienner Publishers. Dr. Frank’s most recent publication is “New Directions in Public Opinion” in *Perspectives on Minnesota Government and Politics*, Fifth Edition. Dr. Frank is immediate past chairperson of the SCSU Department of Political Science and immediate past president of the Minnesota Political Science Association. Dr. Frank was recently selected to again serve the SCSU Department of Political Science as its chairperson.

## **B. Steven C. Wagner**

Dr. Wagner holds a Doctor of Philosophy in Political Science and a Master of Public Administration from Northern Illinois University. Dr. Wagner earned his Bachelor of Science in Political Science from Illinois State University. Dr. Wagner teaches courses in American Politics and Public and Nonprofit Management at St. Cloud State University. Dr. Wagner joined the

SCSU Survey in 1997. Before coming to SCSU, Dr. Wagner taught in Kansas where he engaged in community-based survey research and before that was staff researcher for the U.S. General Accounting Office. Dr. Wagner has written many papers on taxation, health care delivery and state politics and has published articles on voting behavior, federal funding of local services and organizational decision making. Dr. Wagner, with Dr. Frank, recently published two texts on Jesse Ventura's election as Minnesota's Governor and a book chapter on the campaign. Dr. Wagner currently serves as chairperson of the SCSU Department of Political Science.

### **C. David H. Robinson**

Dr. Robinson holds a Doctor of Philosophy in Statistics and a Masters in Statistics from the University of Iowa. Dr. Robinson earned his Bachelor of Science in Mathematics from Henderson State University. At St. Cloud State University, Dr. Robinson teaches courses in survey planning and contingency tables, statistical methods for the social sciences, probability and computer simulation, and other statistical applications. Since coming to SCSU in 1985 and before that time, Dr. Robinson has served as statistical consultant for numerous statistical analyses of survey results. He has coauthored a book on computer simulation and analysis, and has published articles in the areas of nonparametric statistics, multivariate statistics, analysis of baseball statistics, and statistical analysis of computer network performance. Dr. Robinson is the immediate past chairperson the SCSU Department of Statistics and Computer Networking.

After training and screening, approximately 30 SCSU students completed the calling. Under the direction of Drs. Frank, Wagner and Robinson, the student directors trained all callers and supervised all calling. The interviewers largely came from Dr. Frank's Political Science 201, Political Science Research Methods, class.

### **III. Methodology**

The SCSU Survey operates the CATI Lab in Stewart Hall 101. The CATI Lab, which stands for Computer Assisted Telephone Interviewing Lab, is equipped with 19 interviewer stations that each includes a computer, a phone, and a headset. In addition to the interviewer stations, there is the Supervisor Station, which is used to monitor the survey while it is in progress. The SCSU Survey has its own server designated solely for the use of the SCSU Survey.

The SCSU Survey is licensed to use Sawtooth Software's Ci3 Questionnaire Authoring Version 4.1, a state-of-the-art windows-based computer-assisted interviewing package. This program allows us to develop virtually any type of questionnaire while at the same time programming edit and consistency checks and other quality control measures to insure the most valid data. Interviewing with Ci3 offers many advantages:

1. Complete control of what the interviewer sees;

2. Automatic skip or branch patterns based on previous answers, combinations of answers, or even mathematical computations performed on answers;
3. Randomization of response categories or question order;
4. Customized questionnaires using respondents' previous responses, and,
5. Incorporation of data from the sample directly into the sample database.

In addition, all interview stations are networked for complete, ongoing sample management. Sawtooth Software's Ci3 allows immediate data updating, ensuring maximum data integrity and allowing clients to get progress reports anytime. The Survey directors are able to review data for quality and consistency. Question answers are entered directly into the computer, thus keypunching is eliminated, which decreases human error and facilitates immediate data analysis. The calling system is programmed to store call record keeping automatically, allowing interviewers and supervisors to focus on the interviewing task. Callbacks are programmed through the computer network and made on a schedule. Each number is called up to ten times if needed. Interrupted surveys are easily completed. Persons who are willing to be interviewed can do so when it is convenient to them, improving the quality of their responses.

Calls were made at various times during the week (Monday through Thursday, 4:30 to 9:30) to maximize contacts and ensure equal opportunities to respond among various demographic groups. The calling system maintains full and detailed records, including

the number of attempts made to each number and the disposition of each attempt. Initial refusals were contacted and many were converted to completions.

The survey was administered on Monday, March 24 through Thursday, March 27 and Monday, March 31 and Tuesday, April 1 from 4:30 to 9:30. Conversion of callbacks and refusals occurred almost immediately and continued until completion of the survey.

Several steps were taken to ensure that the telephone sample of SCSU students was representative of the larger student population. The sample was drawn proportional to the currently enrolled student population by the Minnesota State College and University (MnSCU) Regional Center. The sample was comprised of 1,800 currently enrolled students who had a telephone anywhere in the state of Minnesota and were enrolled in the spring 2008 semester. In order to reach hard-to-get respondents each number was called up to ten times over different days and times and appointments made as necessary to interview the designated respondent at her/his convenience.

The sample consists of 504 weighted respondents. In samples of 504 interviews, the sample error due to sampling and other random effects is approximately plus/minus four percent at the 95 percent confidence level. This means that if one were to have drawn 20 samples of the student population and administered the same instrument it would be expected that the overall findings would be in error by more than four percent only one time in twenty. In all surveys there are other possible sources of error for which precise

estimates are not calculated. These include interviewer and coder error, respondent misinterpretation, and analysis errors. When analysis is made of sub-samples such as respondents who are live in university residence halls, or when the sample is broken down by variables such as gender, the sample error may be larger.

In order that the demographics of the sample match known characteristics of the student population, weighting was applied to student class and place of residence. The percentage of dorm residents obtained during interviewing was lower than exists, so the sample was weighted to reflect a sample of 18 percent of residing in campus residency halls. Among non-dorm residents, freshmen were also under-represented, while other classes were over-represented in the sample and were weighted appropriately. In terms of other demographic factors, interviewing resulted in a sample within the margin of error of the population and they were therefore not weighted.

Weighting is a standard statistical technique to adjust the sample demographics to match known characteristics of the population. The weights applied to the sample in order to achieve these targets were the following:

Freshmen not living in dorms, weight = 1.25

Freshmen living in dorms, weight = 1.40

Sophomores and Juniors, not living in dorms, weight = 0.91

Sophomores and Juniors, living in dorms, weight = 1.03

Seniors, Graduates, and Other students, not living in dorms, weight = 0.97

Seniors, Graduates, and Other students, living in dorms, weight = 1.09

The cooperation rate of the survey was 90 percent. A cooperation rate of 90 percent is about 25 percentage points above the average for professional marketing firms. Cooperation rate means that once we reached an eligible respondent, more than three of four respondents agreed to participate in the survey. The cooperation rate is determined by adding the number of completed interviews (504) to the total number of refusals (56) and dividing the number of completed interview (504) by the sum of the completions and refusals (560).

The total survey consisted of 46 variables. Respondent gender, place of residence, ethnic status, citizenship and class standing were imported from the database. Of the 46 questions, we asked two for Volunteer Connections and three for ResNet. The remainder was generated by the student directors to answer questions they wanted to explore. The complete questionnaire is viewable by going to the SCSU Survey web site and following the links to the spring SCSU student 2008 survey.

<b>Table 1: Calling Record</b>	
<b>Disposition Record</b>	<b>Frequency</b>
Completed Calls (weighted shown)	504
Not Working Numbers	125
Not Eligible – Respondent not available during the period of the study, language problems, hearing problems, illness, out of state.	57
Callbacks – Appointments made but contact could not be made with designated respondent.	184
Refusals – Attempt to re-contact and convert refusals to a completion was made for all refusals.	56
Answering Machine – Live contact could not be made even after 10 calls.	497
Business Phones	12
No Answers – Probable non-working numbers.	62
Fax/Modem	6
Busy	16
Cell Phone	21
Call Blocking	24
No longer at student	32
No longer resident at phone number, new number not available, wrong number	190
.Other-partially completed but not finished, miscellaneous	12
<b>Total Calls Placed</b>	<b>1,800</b>





## Demographic Indicators

This section of the survey began with the following introduction: The next question is for statistical analysis. You don't have to answer the question but it will help us if you would.

<b>Gender</b>		
<i>“Gender was imported from the data base”</i>		
<b>Response</b>	<b>Frequency</b>	<b>Percent</b>
<b>Male</b>	242	48
<b>Female</b>	261	52
<b>Total</b>	503	100

<b>Residence</b>		
<i>“Place of residence was imported from the data base”</i>		
<b>Response</b>	<b>Frequency</b>	<b>Percent</b>
Off Campus	414	82
University Residence Hall	90	18

<b>Total</b>	504	100
--------------	-----	-----

**Ethnic Background**

*“Ethnic background was imported from the data base”*

<b>Response</b>	<b>Frequency</b>	<b>Percent</b>
Caucasian	411	87
African/African American	30	6
Latino/Hispanic	4	1
Asian/Pacific Islander	28	6
Native American/Alaskan	3	1
<b>Total</b>	475	100

**Class Standing**

*“Class standing was imported from the data base”*

<b>Response</b>	<b>Frequency</b>	<b>Percent</b>
Freshman	85	17
Sophomore	112	22
Junior	84	17
Senior	132	26
Graduate	46	9
Post Degree	6	1
Special	40	8
<b>Total</b>	<b>504</b>	<b>100</b>

### **Citizenship**

*“Citizen was imported from the data base”*

<b>Response</b>	<b>Frequency</b>	<b>Percent</b>
U.S.A. Student	472	94
International Student	31	6
<b>Total</b>	<b>504</b>	<b>100</b>

