ST. CLOUD STATE UNIVERSITY

ANNUAL SPRING SCSU STUDENT SURVEY-2009

LAST REVISED 8-25-09

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

I.   METHODOLOGY-DEMOGRAPHICS

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April 2009

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

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SCSU SURVEY HOMEPAGE
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.

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STUDENT DIRECTORS/CONSULTANTS

LEAD DIRECTOR
Ms. Renee Helm, 4th Year Student, Public Administration Major with Mathematics Minor, St. Joseph, Minnesota
   (leaves at end of spring semester)

ASSISTANT LEAD DIRECTORS
Mr. Trevor Lynch, 4th Year Student, Political Science Major, History and Marketing Minor, Maplewood, Minnesota

Mr. Craig Barthel, 4th Year Student, Political Science major with Public Administration minor, Albertville, Minnesota

SURVEY LAB STUDENT DIRECTORS

Ms. Heidi Nelson, 4th Year student, Political Science and History Majors, New Hope, MN (leaves at end of spring semester)

Mr. Birat Krishna Thapa, 2nd Year Student, Political Science Major with International Relations Minor, Saint Cloud MN

Mr. Derrek Lee Helmin, 3rd Year Student, Political Science and Economics Major, Foley, MN

Mr. Frederico Saucedo, 3rd Year Student, Statistics Major, Eagan, MN

Mr. Chris Schoenberg, 4th Year Student, Psychology Major and minor in Statistics, St. Cloud, MN

Ms. Oumou Sissoko, Graduate Student, MBA, Mali, W. Africa

Ms. Maria Vasil'yeva, Graduate Student PNI, Kotkozero, Russia

Ms. Kaelynn M Kampa, 3rd Year Student, Public Administration Major, Rice, MN.

Mr. Keith Karsten 4th Year Student, B.E.S. Statistics and Human Physiology, Hanover, MN.

STUDENT TECHNICAL CONSULTANT

Mr. Justin Rassier, 4th 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

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),Dr. David Robinson (SCSU Professor of Statistics and Computer Networking). Dr. Michelle Kukoleca Hammes (SCSU Associate Professor of Political Science and Dr. Sandrine Zerbibt (SCSU Assistant Professor of Sociology). 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.

III. Methodology

The SCSU Survey operates the CATI Lab in Stewart Hall 101. The CATI Lab, which stands for <u>C</u>omputer <u>A</u>ssisted <u>T</u>elephone <u>I</u>nterviewing 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 the 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 (Sunday 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 Sunday, March 29 through Thursday, April 2 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 provided by the Minnesota State College and University (MnSCU) Information Systems Regional Center, drawn systematically from the currently enrolled student population, and stratified according to residence on/off campus. The original sample was comprised of 2,000 currently enrolled students who had a telephone number anywhere in the United States and were enrolled in the spring 2009 semester. Of the 2,000 students, 500 were living in residence halls and 1,500 were living off-campus. In order to reach hard-to-get respondents, cell phone numbers were used when available for any student; otherwise the dorm or residence number was called. 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 final completed sample consists of 507 weighted respondents. In samples of 507 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 gender, student class and place of residence. Females and dorm residents were under-represented in the sample. Also lower division students (first year and sophomores) were under-represented. The sample was weighted to adjust for these departures from the SCSU population. 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:
Lower division females not living in dorms, weight = 1.33
Lower division females living in dorms, weight = 1.46
Lower division males not living in dorms, weight = 1.04
Lower division males living in dorms, weight = 1.14
Upper division females not living in dorms, weight = 1.00
Upper division females living in dorms, weight = 1.09
Upper division males not living in dorms, weight = 0.78
Upper division males living in dorms, weight = 0.85
(Note: the category of upper division students includes graduate students for these purposes.)

The cooperation rate of the survey was 92 percent. This cooperation rate means that once we reached an eligible respondent, more than nine of ten respondents agreed to participate in the survey. The cooperation rate is determined by dividing the number of completed interview (507) by the sum of the completions and refusals (551).

The total survey consisted of 55 variables. Respondent gender, place of residence, ethnic status, citizenship, class standing, and birth year were imported from the

database. Of the 55 questions, we asked two for Volunteer Connections, four for the Center for Excellence in Teaching and Learning, and three for the Tech Fee Committee. 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 2009 survey.

Table 1: Calling Record	
Disposition Record	**Frequency**
Completed Calls (weighted shown)	507
Not Working Numbers	143
Not Available – Respondent not available during the period of the study, language problems, hearing problems, illness, out of state.	33
Callbacks – Appointments made but contact could not be made with designated respondent.	163
Refusals – Attempt to re-contact and convert refusals to a completion was made for all refusals.	44
Answering Machine – Live contact could not be made even after 10 calls.	376
Business Phones	21
No Answers – Probable non-working numbers.	405
Fax/Modem	6
Busy	13
Call Blocking	32
No longer a student	21
No longer resident at phone number, new number not available, wrong number	227
Other-partially completed but not finished, miscellaneous	9
Total Calls Placed	2,000

Demographic Indicators

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

Gender		
"Gender was imported from the data base"		
Response	**Frequency**	**Percent**
Male	244	48
Female	263	52
Total	507	100

Residence		
"Place of residence was imported from the data base"		
Response	**Frequency**	**Percent**
Off Campus	421	83
University Residence Hall	86	17

Total	507	100

Ethnic Background

"Ethnic background was imported from the data base"

Response	Frequency	Percent
Caucasian	403	82
African/African American	26	5
Latino/Hispanic	10	2
Asian/Pacific Islander	52	11
Native American/Alaskan	1	0
Total	492	100

Class Standing

"Class standing was imported from the data base"

Response	Frequency	Percent
Freshman	74	14
Sophomore	100	20
Junior	101	20
Senior	122	24

Graduate	64	13
Post Degree	14	3
Special	33	7
Total	507	100

Citizenship

"Citizen was imported from the data base"

Response	Frequency	Percent
U.S.A. Student	453	89
International Student	54	11
Total	507	100