



survey research group

Survey Research Group

State-of-the-Art Data Collection, Research, and Analysis

The Survey Research Group (SRG), a project of the Public Health Institute, specializes in public health-related surveys, and currently conducts a number of surveys for public (federal, state, and county) and private sector clients in California and nationwide.



Survey Knowledge and Expertise

Experience in survey instrument design, data collection, data analysis, multi-lingual capacity, information products, and commitment to client service sets SRG apart from our competitors.

As an industry specialist in public health research, SRG has experience in conducting many types of health-related surveys.

- We have experience with telephone-based, mail-based, web, mobile/smartphone, and in-person surveys.
- Our in-house staff of more than 50 full time interviewers make over 2 million calls per year.
- Ninety percent of our interviewing staff is bicultural and bilingual, regularly conducting interviews in English and Spanish. SRG also has the capacity to conduct surveys in other languages including Cantonese, Mandarin, Vietnamese, Russian, Hmong, and more, depending upon the needs of the client.
- We also have experience conducting surveys with multiple sampling frames, including telephone and mail surveys as well as telephone surveys that include both landline and cell phone components.

Our research staff has advanced training in public health and sociology; content areas of expertise include obesity, nutrition, physical activity, reproductive health,

social determinants of health, health behaviors, and mental health. Staff also has advanced training and expertise in statistics, including the creation of weights and analyzing survey data in SPSS, SAS and other statistical software packages. SRG excels in conducting mixed methods research, utilizing key informant interviews, executive interviews, focus groups, and cognitive testing to inform and complement quantitative research endeavors.

SRG has extensive experience working with public agencies at the local, state, and national levels:

- California Behavioral Risk Factor Surveillance System
- California Adult Tobacco Survey
- California Women's Health Survey
- Centers for Disease Control and Prevention

Our state and county clients include:

- California Department of Public Health
- California Department of Health Care Services
- County of Orange Health Care Agency
- Santa Clara County Department of Public Health

In addition, we also contract with public universities and have conducted research for the University of California, Los Angeles, and the University of California, Davis.

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SRG has evolved from a single-survey project established solely to conduct the California Behavioral Risk Factor Surveillance System (BRFSS) into a multi-project public health research program that has conducted multi-mode health-related surveys since 1987.

The mission of SRG is to foster health, well-being, and quality of life through rigorous quantitative and qualitative research guided by the principles of equity in health, environment, education, and economic contexts.

SRG's strategies to achieve this mission are:

- Provide high quality data and analysis.
- Cultivate innovative approaches to research.
- Conduct state-of-the-art research on a local to global scale.
- Lead professional development and training in research methods.
- Forge partnerships with organizations of researchers, practitioners, and clinicians.

Survey Research Capabilities and Expertise



National and International Population-Based Studies

Since 1987, SRG has conducted the California Behavioral Risk Factor Surveillance System (BRFSS), a state survey that includes the national BRFSS coordinated through the Centers for Disease Control and Prevention (CDC) in addition to state-specific questions. Our staff is often approached by the CDC to present data in many forms: analysis and findings, research practices, expert panels, weighting data, and other methodological issues. SRG was recently praised by CDC's BRFSS data manager for our well-formatted, clean, and timely datasets.

Sensitive Topics and Hard-to Reach Populations

In 2012, the County of Orange Health Care Agency, Alcohol and Drug Education Prevention Team, contracted with SRG to conduct the Orange County Alcohol and Other Drugs Study, a random-digit dial survey of adults in Orange County funded by the County of Orange Health Care Agency and conducted every ten years. SRG was responsible for survey instrument translation in Spanish and Vietnamese, data collection, data cleaning, and creating weights using iterative proportional fitting techniques (raking).

Customized Solutions for Complex Project Management

The Three Generations Study is a longitudinal follow-up study of breast cancer and other diseases in women. The partnership between CHDS and SRG originated with telephone interviews of the daughters of the original participants. After observing the interview process, SRG proposed and built a customized Participant Relationship Management System, which allows interviewers to build personalized connections with the participants and their children through attentive relationship management.

SRG also developed a customized web interview to be completed on computer, tablet, or smartphone. Data collected through this web survey is housed directly on SRG servers, ensuring full security and control over confidential data. As part of the in-home visit portion of the study, SRG created an iPad solution which enabled shared calendars between the scheduling staff and the examiners, while the custom software allowed examiners to retrieve participant contact information, automatically linking them to GPS mapping software.

