

Cannon Survey Center Support for UNLV's Top Tier Initiative

Cannon Survey Center's (CSC) provides survey data collection services, with a special focus on serving the UNLV community. Data collection is a key element of research, and while survey data is particularly important to the social sciences, CSC's services have also been used to inform decision making in fields such as public health, energy conservation, transportation, and tourism development, among others. By also contracting with public and private entities off-campus, CSC further extends UNLV's ties to the community.

CSC supports UNLV's Top Tier research goals through:

- A call center facility staffed with interviewers
- Full time professional staff to manage projects and operations
- Services that include:
 - Survey data collection by phone, web, mail, and intercept/in-person
 - Data entry
 - Descriptive analysis & report writing

CSC's presence benefits academic faculty by increasing the research project capacity of individuals and centers on campus. With CSC handling the data, researchers are freed up to develop partnerships, pursue funding, or present their findings. CSC's services also serve as supporting arguments for funding acquisition. UNLV is able to demonstrate an internal capacity to carry out supporting research tasks, saving time and cost related to training and execution.



Cannon Survey Center provides research-related employment opportunities for students and Las Vegas locals. Work in survey administration and data entry teaches and reinforces concepts related to study design and implementation.

I'm interested in working with Cannon Survey Center for a project. How do we get started?

Cannon Survey Center will work with you through all phases of your survey project. From project planning, to survey setup, to data collection and reporting, Cannon is an essential resource for UNLV's research community.

Visit us online at surveys.unlv.edu or contact project coordinator Bridget Kelly at bridget.kelly@unlv.edu or 702-895-5731.