

**SURVEY RESEARCH LABORATORY
UNIVERSITY OF ILLINOIS**

CONTENTS

Our Man in Chicago

Even Less Bursting at the Seams

Data Processing Begins at the
Control Desk

New Faces at SRL

New Projects

Illinois Health..Wallace Wilson

At the Door.....Mathew Hauck

How a Survey Serves the Public
Interest.....Diane Sellers

Interviewing the Interviewer
..Diane Sellers

Suggestions, complaints, misspellings, etc., should be directed to Mary Kelly Black, Room 420 David Kinley Hall, who is responsible for the preparation of this Newsletter.

NEWS

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LETTER

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OUR MAN IN CHICAGO

In September a Chicago branch of SRL was established. This branch is on the University's new Chicago Circle Campus and is being administered by our Assistant Director, Richard McKinlay, who also has a part-time appointment in the Department of Sociology there.

An important function of the branch is to advise and assist University staff members in the Chicago area on conducting surveys and survey methods. Dick and his assistant will also participate in SRL studies that require survey work in the Chicago area.

EVEN LESS BURSTING AT THE SEAMS

Once again we have been able to get additional space to meet the needs of our expanding staff and activities.

Rooms 419 and 420, formerly seminar classrooms, have been attractively renovated to provide offices for six staff members, a work/conference room of our own, and place to set up the beginnings of a library of survey-related publications. Primarily, Room 420 is being used for our accounting staff and some members of the administrative section.

DATA PROCESSING BEGINS AT THE CONTROL DESK

The control desk, one of the newer additions to SRL, has been in operation since March. It serves as the check-in point for interviewer materials sent in from the field on our various surveys.

continued:

As questionnaires are received, the staff at the desk can quickly determine if anything is missing, or if any problems exist. I.D. numbers are assigned to each questionnaire at this point, and the control desk staff makes judgments on eligibility and records nonresponses. Each approved questionnaire is then sent on for further data processing. Ineligibles and nonrespondents are kept on file at the desk and reworked, if necessary, by the Field Section.

This control process saves time for the Data Processing Section because it frees them from having to judge eligibility or separate nonresponses. Similarly, time is saved for the Field Section, since problems with folders or individual questionnaires are found and reported daily at the control desk.

NEW FACES IN SRL

A number of new people have joined SRL, partly to take care of our growth and partly to replace people who left:

Richard McKinlay, (see OUR MAN IN CHICAGO).

Jack Colldeweih is a research associate and project coordinator in the Lab and has a part-time appointment as well in the Institute for Communications Research. Mr. Colldeweih is working on his Ph.D. in social psychology at the University and has had survey experience in that area and the communications field.

Judith Fiedler is a research assistant in the Field Operations Section who held positions in the Department of Psychology and the Institute for Research on Exceptional Children before joining SRL.

Alexander Berndt is a research assistant in the sampling Section who will work on sample designs for many of the SRL surveys. He recently came to the United States from Sao Paulo, Brazil, where he taught statistics at the University of Sao Paulo. He plans to do graduate work in marketing here at Illinois.

William Klecka is a research assistant in the Data Repository Section. He will assist Abe Miller and David Wilcock in the Repository in developing storage and retrieval methods for the survey data on hand there. Mr. Klecka is from Purdue University, where he did graduate work in political science.

Francoise Gaudron recently joined the Field Operations Section. She is from France, where she worked for Air France doing marketing research. Part of her education was in England, and she plans to take graduate courses in statistics and social psychology while here.

Linda Roller is our first accounting clerk. She is in charge of the "books" of the Lab and will keep track of all budgets and operating expenses. She previously was an auditor with the Royal Neighbors Insurance Company in Rock Island.

Mary Kelly Black, the first departmental secretary of SRL, is back with us as a part-time assistant to the director, while she completes her undergraduate education at the University. She will work with Prof. Ferber on various organization and administrative aspects of the Lab.

Finally, Pegi Greene is our new departmental secretary replacing Marilyn Cooney. She previously worked as a secretary for the Department of Anthropology here and hopes to complete her college education while with us.

NEW PROJECTS

During the summer some new studies were accepted by the Laboratory:

Project 016, Financial Executive Research Foundation (FERF) Project: This project involves data processing of a mail survey from the FERF. Professor Robert Mautz of the University of Illinois, Department of Accountancy is the project director. The purpose of the study is to determine the account reporting practices of conglomerate corporations--those with many independent and semi-independent divisions.

Project 017, Moonlighting in the Armed Forces: This project involves data processing to convert questionnaire data collected by the U.S. Defense Department on how many people in the Armed Forces have extra jobs. The data were obtained from the Defense Department by Professor Harold Guthrie of the University's Bureau of Economic and Business Research.

Project 018, Elk Grove Village Recreation Study: This study involves transferring the data from the results of a community survey of recreation habits in Elk Grove Village, Illinois, to punchcards. The project is being directed by Professor George Lowrey of the University's Department of Recreation and Municipal Park Administration.

Project 019, Water-Based Recreation in Central Illinois: This study, directed by Professor Edward H. Storey and Larry Gahan of the Department of Recreation and Municipal Park Administration, involves interviewing a random mail sample of approximately 2,000 families about their water recreation practices during the past summer. The survey is being carried out in 24 counties in Central Illinois primarily by mail questionnaire, with follow-up interviews of a subsample of nonrespondents.

Project 020, Study of Urban Housing (Chicago): This study will seek information from people living in Chicago on their satisfaction with housing conditions; it will also seek to determine the type of housing they would prefer to have.

ILLINOIS HEALTH
Wallace Wilson, Project Coordinator

The Illinois Health Care Study is the largest study handled so far by the Lab. This survey was primarily prompted by the recognition that recent advances in medical science, together with rising income and education levels, were causing an increase in the demand for medical and health services. Thus, as in most other states,

it was important that attention be given to the number and type of medical personnel needed to meet the current and anticipated demand in Illinois.

The Illinois State Legislature, therefore, directed the Illinois Board of Higher Education to commission a survey of health care practices and attitudes in Illinois, and SRL was selected to do the work.

To get an accurate picture of Illinois' health care needs, at least three groups had to be reached: First, 1,600 personal interviews of the general population--to determine where people currently went for health care, how often they went, how often they and their children had check-ups, and their attitudes toward health care generally; second, people in the medical professions, including doctors, dentist, pharmacists, hospital administrators, and public health officials. Eventually, 3,000 physicians, 1,900 dentists, 1,900 pharmacists, 260 hospitals, and 60 public health departments in Illinois will be contacted by a mail survey.

Third, community leaders in government, business, labor, journalism, education, and religion are being contacted via a mail survey too. Almost 2,000 of these community leaders, in 80 cities of various sizes throughout the state, will be contacted.

The opinions and attitudes of these various groups should help determine, in great part, what types of health education programs might receive public support.

AT THE DOOR
Mathew Hauck, Field Operations Section

When an interviewer knocks at a door or rings a doorbell to make a personal interview he needs to be prepared to cope with any situation that may arise.

The interviewer must be able to discuss the following:

1. The purpose of the study
2. Why the study is being done
3. The uses to be made of the data
4. The sponsors of the study
5. Why their household was selected
6. Why they were selected as potential respondents

If the respondent has previous knowledge of the survey (advance letters, newspaper publicity, etc.) the interviewer can identify himself as being related to the study and may assume the respondent will cooperate. At this time, it is best for the interviewer not to go into a long explanation. If after a brief introduction, the respondent has further questions or comments, give a brief but thorough reply to such questions.

The interviewer should feel confident that he can answer almost any question related to the study which the respondent might ask. Knowledge of these facts alone, however, will not assure an interview. An interviewer must know when to use the facts to the best advantage as he must get an interview without making fallacious statements or using pressure.

An interviewer should have a positive approach toward this first contact and should be sincerely surprised when a respondent prefers not to be interviewed. When this does happen (and it happens to all interviewers), a casual attitude is taken. He tries not to antagonize the respondent while trying to obtain the interview. This particular attitude toward interviewing is essential.

One of the greatest satisfactions of interviewing is overcoming reluctant respondents. In fact, reluctant respondents often give the most interesting and rewarding interviews.

In future newsletters I will relate some specific experiences where an interviewer was able to obtain an interview with an uncooperative respondent.

HOW A SURVEY SERVES THE PUBLIC INTEREST: Springfield Senior College Study Diane Sellers, Field Operations Section

Because Springfield is one of the few state capitals without a four-year college nearby, the demand for a public college has been debated for many years.

Considering the existence of Springfield Junior College, a two-year parochial school within the city and the Lincoln Land Junior College being built in a neighboring district, the Illinois Board of Higher Education recommended in December, 1966, that a senior college offering programs to the Master's Degree level be established in Springfield as well.

At the request of the Springfield Committee on Higher Education, a public interest group in the area, SRL undertook to evaluate the need for this senior college. The results of the study *are based on data from four new surveys we conducted, combined with the most reliable statistics from previous studies.

In the first of these surveys--a telephone survey of June, 1966, Springfield high school graduates--the questionnaire aimed at finding the percentage of those who went to college, their choice of school, reasons for choice, and, for those who did not go on to college, the reasons for their decision. This survey revealed that in the Springfield area, proximity of schools and financial considerations were prime factors in both the decision to attend college and in the choice of schools.

The second survey consisted of questionnaires completed by the sophomore class in the Fall of 1966 at the Springfield Junior College. Since Springfield Junior College would be a major source of students for a senior college, it was important to get the approximate percentage who would be

* An Evaluation of the Need for a Senior College in Springfield Robert Ferber (Urbana, Ill : Survey Research Laboratory, March, 1967), 109 pp.

interested in continuing their education beyond the junior college level. Over 90 percent of these students were planning to finish college, with more than half hoping to go on to graduate school. Of these, 44 percent said they would be "very likely" to go to a public senior college if there was one in Springfield, and 33 percent said they would be "likely" to attend.

The third survey collected data from Springfield public school teachers to determine their interest in taking graduate courses at such a school, and how much they felt they would use its reference and education facilities. Projecting the results obtained from this survey to the total number of public and parochial school teachers in Springfield, 612 teachers could be expected to take one or more graduate courses, that is about 264 full-time equivalents. There was also an overwhelming response in favor of using the education and reference facilities.

The fourth, and final, survey was a mail and telephone survey of state Civil Service employees in Springfield. The results indicated that 29 percent of these had tried to continue their education beyond its present level, and 24 percent said they were "very likely" to take courses, with another 39 percent as "likely" to attend. Of the respondents with Master's Degrees who were asked about their interest in part-time teaching at such a college in the city, 29 percent stated a definite interest and 43 percent a possible interest. Thus, state government employees would benefit from having an institute of higher learning in Springfield, and the institute would gain experienced instructors in economics, government, and the social sciences.

Associated with evaluation of the relation between state government and the college in Springfield, letters were sent to personnel directors in other state capitals that have colleges or universities in the city asking for their experiences with such a set up. The replies were enthusiastic for the close working relation

that had developed between the state employees or agencies and nearby colleges. These directors also felt that the availability of such facilities made their capital more attractive to potential state employees. Evidence was given of extensive cooperation in both research and instruction in state capitals with such schools.

As mentioned, the results of these four surveys were supplemented with previous statistics, which revealed that colleges surrounding the Springfield area could not possibly meet the demand of the area for higher education, nor would the existence of a senior college in Springfield diminish the enrollment of those colleges. Data from businesses and industries in Springfield also indicated that such an institution would be highly desirable, both for employees and employers.

As a result of this study, and some other considerations, the Illinois State Legislature approved a four-year state college for Springfield. It is expected to have 2,500-3,000 degree students in the first few years, with approximately half of these graduate students. The nondegree enrollment of Springfield area residents may reach 5,000 a year.

INTERVIEWING THE INTERVIEWERS Diane Sellers, Field Operations Section

How satisfied were interviewers on our recent medical care study with the handling of the consumer interviews?

As those who worked on this study will recall, questionnaires were sent to the study interviewers at the end of the survey for such information.

On the whole, interviewers seemed to be most satisfied with the handling of the study, but there were a number of places in which the interviewers felt things might have been done better. Based on replies to the various questions we asked, here is a summary:

Training session

On the 4 questions relating to the training session, between 65 and 90 percent of the interviewers seemed fully satisfied with the preparation, content, length, speed, and size of group. About 20 percent felt that the training session was "too much" or "too long" or "too slow," although these were primarily experienced interviewers who had attended training sessions previously and found the orientation for the new interviewers somewhat repetitive. On the other hand, not surprisingly, the approximate five percent who felt that the training session was "not enough" or "too fast" were new interviewers who undoubtedly needed more time to absorb the materials.

Supervisors

Between 80 and 95 percent of the replies indicated full satisfaction with the supervision. Some interviewers, however, felt that the supervisors did telephone more than seemed necessary, perhaps because there wasn't enough work for them. However, many complimentary remarks were received about the supervisors; one interviewer said that the supervisor, whom she enjoyed chatting with, did not call her often enough!

Refusals

This section of the questionnaire received many responses, even from those who checked "no difficulties with refusals." The consensus seemed to be that most refusals are uncooperative types who would refuse information to anyone. Some interviewers indicated that most refusals were made without malice, yet from descriptions by others one gets the impression that interviewing can be an exasperating task. Some of you felt that certain neighborhoods or age groups yield a higher rate of refusals.

Advance letter

About 85 percent of the interviewers used the advance letter some or all of the time. However, it was clear from the answers

that methods of good interviewing are highly individual. Some reported very good results without using advance letters. Many attributed high contact rates to the advance letter and were enthusiastic about it. A large percentage used the letter only at the door, and a few only for first-time noncontacts, or for those who did not seem eager to cooperate.

Problems with listing

Nearly 30 percent of the interviewers had problems in listing or in using the blue and orange folders. The problems primarily related to specific incidents and will serve as a basis for improving our training procedures.

Evaluation of interviewers

Most replies were enthusiastic about interviewer evaluation and indicated that it met a definite need. Most interviewers are not sure how they are doing and what is expected of them and are, therefore, most appreciative of comments and suggestions on their work. About the only negative comments were from interviewers who had not received evaluations or who did not remember receiving any.

Respondent misunderstanding on questions

More than half of the interviewers reported instances of confusion, and such information will be of considerable help to us in preparing future questionnaires. In addition, the information was passed on to our study directors to give them a firsthand idea of the weaknesses in the questionnaire as an aid for evaluating the results.

General comments

These comments were most interesting and useful and frequently contained valuable suggestions. It was gratifying to know that so many of you expressed pleasure in working on this study; in fact, many said it was their best study so far.