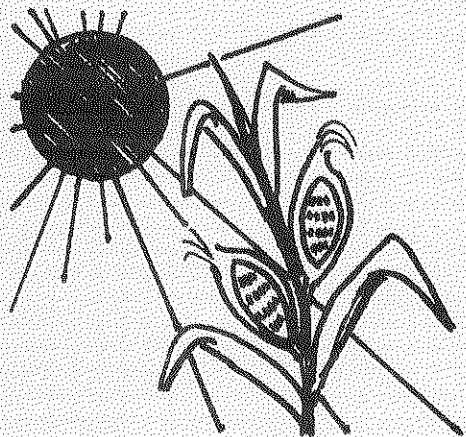


Survey Research Laboratory



Summer 1968 Newsletter

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NEW PROJECTS

Project 026, Imitation Milk Study. This project was sponsored by Professor John H. Hetrick of Dairy Technology at the University of Illinois. The purpose of this survey was to determine people's reactions to imitation milk. The survey was carried out by placing interviewers near the dairy area in the Eisner foodstores in Decatur and Champaign, Illinois. We obtained 300 completed interviews with purchasers of imitation milk in these stores, and we are currently working with the client on analyzing the results.

Project 027, Urbana/Champaign Campus Transportation Survey. This project was requested by the University's Urbana/Champaign Campus Transportation and Traffic Committee, under the direction of Professor William E. Kappauf. The Committee was established by Chancellor Peltason on the Urbana campus to study means of improving the campus parking and traffic situation.

A basic question the Committee wanted answered was how each staff member of the University got to work each day. Therefore, SRL mailed a detailed questionnaire to all faculty and staff members requesting information on their means of transportation and their reactions to alternative transportation and parking arrangements. The Committee is carefully examining the results of this survey, since they realize that ease of transportation and parking directly affect the daily work of University staff, and the differences in cost of alternative parking arrangements are considerable.

This issue was prepared by Linda Spence, with occasional editorial intrusions by Mary Kelly Black.

Project 028, Census of Black Persons in Champaign/Urbana. The University's Physical Plant Department, represented by its Director, C. S. Havens, is sponsoring a census to obtain information on all Black persons, age 15 and over, residing in Champaign/Urbana. The idea of a census developed as part of the proposed program sponsored jointly by the contractors associations, craft unions, and the University of Illinois to recruit applicants into the apprentice training programs, which are under the supervision of the contractors' associations and unions.

By obtaining information on the education and vocational background of Blacks in this community, the University, and especially the craft and trade unions, hope to have a better idea of how many Black persons might be interested in, or qualified for, employment at the University of Illinois, especially in apprentice programs. So far, SRL has obtained about 2,600 personal interviews, and we anticipate 3,600 interviews by the time the study ends this month.

Project 029, Treatment of Temporomandibular Joint Problems by Doctors and Dentists. Every non-medical person on our staff had to check the dictionary for the meaning of this impressive-sounding survey. Actually, what it relates to is simply problems of the lower jaw. This survey, being supervised by Dick McKinlay at our Chicago Circle Branch, was requested by Dr. Daniel M. Laskin, Director of the Temporomandibular Joint Research Center, College of Dentistry, at the University's Medical Center.

SRL will handle only the data processing and analysis for this survey based on information obtained from mail questionnaires sent to 8,000 dentists and medical specialists in Cook County, Illinois. The researchers wish to determine the status of available diagnosis and treatment for TMJ patients in the Chicago area.

Project 030, Panel on Consumer Decision Processes. This panel operation will

begin this fall with a grant awarded to Professor Robert Ferber, Director of SRL, and Professor Francesco Nicosia, University of California at Berkeley, by the American Association of Advertising Agencies.

Drs. Ferber and Nicosia wish to test the hypothesis that economic theory may be adapted to focus on brand behavior rather than on product behavior. To test this, they plan to explore the interrelationships among attitudes, product ownership, media exposure, socioeconomic characteristics, and changes in personal circumstances in consumer selection of particular brands.

To do so, they plan to set up a consumer panel of 300 recently married couples under 30 in Peoria and Decatur, Illinois. These families would be interviewed over a period of at least five years, during which time intensive information would be collected on a relatively small number of branded products. Since this is SRL's first panel survey, we will have more details on it in our next newsletter.

Project 031, Water Pollution in Recreation Areas. Professors E. H. Storey and J. T. O'Connor, both of the University's Department of Recreation and Municipal Park Administration, are planning a survey in six Illinois counties to determine the types and amount of water pollution which affect the use of water for recreation.

The sponsors are interested in (1) determining the uses of certain water-recreation areas in these six counties, and (2) how much pollution people will accept before they stop using a particular recreation area; that is, when do certain areas lose their appeal because of water pollution.

Several hundred personal interviews will be conducted with people at the recreation sites. About 75 interviews are planned for late August and early September, with the remainder held for next summer. In addition, several hundred questionnaires will be mailed this fall to a sample of the general population in the six counties.

NEW FACES AT SRL

Cathy Blanck supervises the keypunch work of about ten keypunchers in the Data Processing Section. Before joining SRL in January, she was a keypuncher for the Digital Computer Lab at the University. Cathy is originally from Buckley, Illinois, but lived for a year with her sister in Denver, during which time she zoomed through a keypunch course in three months.

William Gulley is SRL's child prodigy. Among his many functions, he is currently the Field Section's payroll clerk and is working on improving the payroll system. Each week he runs a cost control program for the Field research assistants so they can evaluate the efficiency and performance of interviewers on each project. He also supervises telephone verification of interviews for the Omnibus (023) and Black Census (028) studies. He plans to attend the University this fall as a freshman in Liberal Arts and Sciences, with an interest in psychology. A shy, retiring lad, Bill is quietly planning to renovate the entire organization.

Sidney Kronus is working as a faculty consultant with the Data Repository Section. Though few are aware of his presence, he occasionally sneaks into the catacombs of Room 3 in the basement office of the Repository.

He is primarily interested in expanding the operations and increasing the use of the Data Repository and has made several suggestions for doing so:

- (1) Speaking to classes about the Lab, and especially the services offered by the Repository.
- (2) Preparing lists of the Data Repository's holdings for distribution to faculty and others on campus who might make use of these data. Each list would contain only data relevant to a particular area of study.

- (3) Preparing special "data packages" for certain courses. These would be purchased by instructors, through their departments, to be used either by instructors for teaching or by students for research.

He feels a social science data library is essential not only as a resource for faculty and student researchers, but also for training graduate students.

Dr. Kronus is presently an assistant professor of Sociology. He received his B.A. at Harpur College, Binghamton, New York, in 1964, his M.A. at the University of Chicago in 1965, and his Ph.D. at the University of Chicago in 1967--all in Sociology.

Jim Przybylski is a research assistant in the Data Repository Section primarily working on cleaning and storing data. He received his B.A. in mathematics at the University of Minnesota and is now working toward a Ph.D. in political science at Illinois.

Yupha Sanhaphani took over as Accounting Clerk when Linda Roller left to have a baby. Yupha received a B.S. in accountancy in Bangkok, Thailand. She came to the University of Illinois after receiving one of the ten annual scholarships for study abroad awarded by her government. Now working on a masters degree in accountancy, she plans to go on for a Ph.D. in accountancy as well and then return home to Thailand.

Melanie Spence, differentiated from her sister Linda (who is a roving worker for SRL) only by the length of her skirts, began working for SRL this summer. Though she will be merely a lowly sophomore this fall, she is an important figure in the Lab with her own desk and nameplate in Room 3 of the Data Repository. One of SRL's Girl Friday's, she works mainly for Bill Klecka, but does odds and ends for other big wheels in SRL. She still refuses, however, to sit on anybody's knee.

April Stadnick, currently posing as a secretary for Dr. Ferber since February,

continued

is actually a member of Hell's Angels. Unfortunately, it is impossible for April to ride her dark blue motorcycle up our four flights of stairs. But informed sources indicate she is often seen jumping Illinois hills (?) on her cycle, much like Steve McQueen. In her free hours, she does work--half time for SRL and half time for the Journal of Marketing Research, which Dr. Ferber has been the editor of for four years. She is planning to take a U. of I. course in principles of economics this fall in preparation for eventually taking over Dr. Ferber's position.

MORE ON THE PRACTICUM

As with most new endeavors, the Spring Practicum in Survey Methods had a few wrinkles that had to be ironed out. To eliminate our dependence on bat radar for teaching the course in the future, the three students and SRL personnel involved in the first Practicum prepared written evaluations of the course. Running their analyses through a computer will undoubtedly result in a shipshape plan for the next course!

Student Evaluations

Pleased with the honesty of SRL lecturers in explaining the Lab and its operations, one student said, "It was satisfying, for a change, not to be merely lectured down to about the infinite merits of a research establishment."

However, in evaluating the course, the students suggested more practical experience and less lecturing would be better. Students also felt that a clearer definition of the scope and purpose of the course should be given at the start. That is, is the course about survey methods or survey research organizations?

One student commented on the seemingly poor communications in the Lab and the

relative isolation of sections from each other. Since the sections are interdependent, this student stressed the need for better communication, for instance, "between the field section and data processing in questionnaire construction."

SRL Evaluations

Matt Hauck of the Field Operations Section and Mark Uchida of Data Processing viewed the Practicum as a potential learning experience for the Lab staff as well. Comments, questions, and critical evaluations by the students offered new ideas and insights for improvement.

Matt mentioned the possibility of hiring Practicum students as research assistants for the Lab. Because of the high turnover of research assistants and their lengthy training period, hiring Practicum students with some experience and knowledge of SRL would seem logical.

INTERVIEWER INCIDENTS

The following three incidents were sent in by interviewers in response to our request for such incidents in our last newsletter.

"During the survey connected with the Hennepin, Illinois Industrial Study (007), the following incident occurred as Mrs. Virginia Bender interviewed a retired factory employee making his vacation home at Walnut Grove near Henry, Illinois. (This grove is on Lake Senachwine, which empties into the Illinois River south of Hennepin.)

"In the course of the interview, Mrs. Bender asked the respondent one of the standard questions, which was something like: 'Have you heard if any other industries are planning to locate in this area?' Respondent: 'Yes, I have heard that Ford is planning to establish a plant here at Lake Senachwine so they'll have plenty of water for the Mustangs!'"

From Betty Anderson, in Effingham, we received the following explanation for an interview on Study 023, Omnibus Survey:

continued

"This lady works in the day and her husband was in the field cutting wheat. She said he didn't have time to mess with such things and she didn't care to answer such questions."

Mrs. Anderson does not give up. . .

"These houses are not on your map where the road now is, but it is not yet completed, so I could not draw it in correctly. They are putting the new interstate 57 through this area and everything is a mess. I almost did not find them and got lost several times. It was dark when I finally located the right house. I knew if I went back to town over all those makeshift roads I would never find them again, so I rolled out the bed in the back of the stationwagon and spent the night in his wheat field. When he stepped out his door the next morning, I was ready for him. Good thing, because I could never have gotten the interview otherwise--once he got to the field, which was where he was headed."

On Study 023, Louise Adcock of Hillside also had an interesting incident:

"A young man answered the door and though he appeared to be old enough, he also appeared not to have any clothes on. Since I am something of a prude, I said I would call when his wife was home and left. In view of his general appearance and attitude, I would suggest that this housing unit be dropped."