

Survey Research

Summer Institutes

How Do You Rate?

You Too Want to Have a Survey Center?

Current Research

Survey Research Center

University of California at Los Angeles

Corporation Real Estate Study. A mail questionnaire survey of 300 large corporations dealing with the management of their real estate holdings. Contact: James McCourt.

The Dying and the Bereaved. A cross-ethnic study of attitudes toward death and dying. Anglo, Black, Japanese and Mexican population subgroups will be interviewed. Contact: Professor Richard Kalish.

Emergency Medical Systems. A study of personal experiences with and attitudes toward accidents and emergency facilities. Personal interviews with 2,000 households from 4 communities in Los Angeles County having different requirements for ambulance service will be conducted. Contact: Professor Robert Andres.

Mail Questionnaire Methods Project. A survey of the literature on mail questionnaire methods with resultant annotated bibliography. Contact: Gary Bridge.

Pico-Union Neighborhood Study II. A study designed to develop a social profile of neighborhood residents and to determine their needs and desires regarding rehabilitation. About 1,800 households will be

studied. Contacts: Paul Bulloch and William Evensen.

Radiation Therapy Services in Private Practice. A study of radiologists practicing radiation therapy in California which will provide a profile of these physicians and data concerning needs for support staff. Contact: Professor Justin J. Stein.

Student Attitudes Toward Computer Enrollment. A mail questionnaire study of students' attitudes toward UCLA On-Line Enrollment System.

Trust Department Survey. A mail questionnaire survey of 300 banks having the largest trust departments in the U.S. Criteria used in evaluating portfolio managers will be examined. Contact: Professor Maurice Goudzwaard.

Utilization of Health Care Systems. A study of the ways in which health services are used under varying health care arrangements, such as fee-for-service and prepaid health plans. Contact: Leo G. Reeder.

National Opinion Research Center

University of Chicago

Nationwide Health Care Survey. The fourth in a series of nationwide household surveys of the needs and expenditures for health care. An area probability sample of 7,000 households across the country will be contacted.

Manpower Report. In its second year in the field, this manpower training study interviewed over 8,880 respondents, at least 7,035 twice and 4,785 three times. Recently, achievement tests have been administered to a majority of the sample, and during February 1970 and September 1970 weekly collections of specific data about services offered by the training programs were made.

In New York

Survey of New York State Physicians' Attitudes Toward the New York Abortion Act. Wave II of statewide telephone survey of approximately 1,200 obstetrician-gynecologists' views on the New York State Abortion Reform Act passed by the legislature in 1970. Contact: Dr. Raymond C. Lerner.

Study of Parkinson's Disease Patients. A two wave panel study to assess the social and economic costs of Parkinson's disease, the extent to which people who have been ill for varying lengths of time have had to interrupt or abandon their social roles, the degree to which those afflicted must depend upon others and the financial burdens associated with the disease.

National Study of Follow-Through Project. The second year of a study designed to evaluate the Follow-Through Program. This phase will measure attitudes of approximately 18,000 mothers toward and participation in the Follow-Through Program and also general child rearing practices. Contact: Miss Gertrude Peterson.

Bedford Stuyvesant - Fort Greene Community Study: Brooklyn, New York. A study of attitudes regarding narcotics addiction and methods of drug treatment. A quota sample of 50 community leaders, 50 businessmen and 600 residents will be personally interviewed. Contact: Dr. Irving Lukoff.

Bureau of Applied Social Research Columbia University

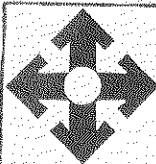
American Elites and Social Problems: The Processes of Opinion Making. A study of opinion formation on social issues such as poverty, race relations, student unrest, military spending and war. A sample of people at the national level in leading positions in business, labor, politics, government and mass communication will be interviewed in the first wave. Those named as opinion leaders will be reinterviewed about their theories concerning causes and cures for problems, their idea and information sources and their involvement in efforts to influence policy.

This study is part of the International Study of Opinion Makers. One study of Yugoslov leaders' attitudes has been completed, and another is in process in Italy.

Contacts: Professor Allen H. Barton, Bogdan Denitch, Professor Charles Kadushin and Carol Weiss.

A Comprehensive Study of the College Work-Study Program. A project to determine the extent to which CWS has: (1) encouraged participating institutions to expand their efforts to enroll needy students; (2) encouraged high school graduates to continue their education on a full-time basis; (3) relieved students of excessive debts; and (4) provided more worthwhile job opportunities. Program administrators at each of the 2,400 participating institutions, 15,000 CWS students and 1,500 employees will receive mail questionnaires. Contact: Dr. Nathalie Friedman.

Psychosocial Implications of Poverty Law. An intensive study of the role of law in combating poverty, concentrating on the accomplishments and problems of the Office



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Survey Research Laboratory
University of Illinois
414 David Kinley Hall
Urbana, Illinois 61801

of Economic Opportunity Legal Services Programs. Contact: Dr. David Caplovity.

A Study of Interviewing. A two phase study of indigenous interviewers. Phase one includes a review and critical analysis of the literature on interaction between interviewer and respondent, with resultant annotated bibliography, review paper and discussion of areas for further research.

Phase two will be a survey of research organizations on their experiences with indigenous interviewers. Guidelines for optimal use of indigenous interviewers will be established.

If your organization has had experiences along these lines and would like to be included in this study, contact Carol Weiss.

Completed research

The Role of Secondary Education in the Development of Indigenous Leadership in American Indian Communities. A comparative study of Indian high school graduates Oglala Sioux in South Dakota and Athapaskans in Alaska. The study examined the students' school experiences, cultural background and future goals. A report by the same name written by Elisabeth Gemberling, Margaret Nelson and Sam Sieber is available for \$3. 268 pages.

Florida State University Survey Research Center

Florida Omnibus Survey. A statewide survey concerning 3 different topics: (1) the significance of party identification in voting behavior and positions taken on specific issues; (2) experiences with and attitudes toward public offices and officials at the local government level; and (3) racial differences in individual and social integration. Personal interviews were conducted with 578 people in 25 counties.

Florida Omnibus Survey. A statewide sample of 183 people in 25 counties including 4 separate projects: (1) feelings about and attitudes toward congested micro-environments; (2) knowledge about community

junior colleges; (3) knowledge about and attitudes toward mutual funds and life insurance; and (4) potential support for new state legislation in Florida.

Survey Research Laboratory University of Illinois at Chicago

South Holland School Integration Study. A study of citizen knowledge of and attitudes toward educational policies and new school programs since the school district was integrated in 1968. Contact: Marlene Simon.

Student Drug Use. A study of drug use by undergraduate students at the Chicago Circle and Urbana Campuses of the University of Illinois. Contact: Ed Slawski.

University of Illinois at Urbana

Economically Disadvantaged Young Adults. A study of the differences in the meanings of various concepts by race, sex, employment status among younger people. Contact: Amy Orum.

Graduate Student Resource Use. A combination mail and telephone interview survey of University of Illinois graduate students' use of University resources. Contact: Jo Cobin.

Interpreters for the Deaf. A mail questionnaire study to determine the types of people who make the best interpreters for the deaf. Contact: Mati Frankel and Amy Orum.

Neighborhood Youth Corps. A study to determine the success of the Neighborhood Youth Corps in the area. Contact: Jo Cobin.

Recreation Expenditure. A telephone interview survey of how much Illinois families are spending for outdoor recreation, how much they think should be spent on parks and other outdoor facilities and who they think should pay for these facilities. Contact: Amy Orum.

Recreation Long Range Planning. A telephone interview survey of 1,500 Illinois residents to determine their attitudes

towards parks and other outdoor recreation facilities. Contact: Amy Orum.

Urbana Department Long Range Planning. A study of staff and facility needs of Urbana campus department heads. Contact: Mati Frankel.

London School of Economics and Political Science

Completed Research

"Can Independent Responses be Obtained from Various Members in a Mail Panel Household?" R. C. Nuckols and C. S. Mayer; *Journal of Marketing Research*, Vol. VII, (1970), pp. 90-94.

A study to determine whether independent responses can be obtained from spouses in a panel household survey. A mail questionnaire was sent to each spouse, and both were asked not to discuss the questionnaire with each other. The respondents also answered a question at the end of the questionnaire confirming or denying that they discussed any question with their spouse.

Two judges rated the questionnaires on such things as similar handwriting, responses, misspellings, phrases and answers. The judges found that 31 percent of wives and 27 percent of husbands admitted discussing at least one question with their spouse. Forty-five percent were judged suspect.

Joint Center for Urban Studies M.I.T. and Harvard University

National Jewish Population Study. A national study of the Jewish population. The Center is conducting 400 personal interviews in the Boston area; 9,000 other interviews will be completed by the summer in such cities as New York, Chicago, Los Angeles, Cleveland and Miami.

Urban Observatory: Citizen Attitude Survey. A study of citizen attitudes and perceptions of city government and services. The

purpose of this personal interview study is to foster university-city hall cooperation. The Center has conducted 450 interviews in Boston; the report will be out in late spring. Contact: Jack Fowler.

Institute for Social Research Temple University

Five Year Longitudinal Survey. A survey of 30,000 women about the role of oral contraceptives, pills and socio-cultural factors in the development of abnormal cervical cytology. While not a probability sample, the female population interviewed come from all parts of the country and represent all socioeconomic levels. Contact: Aaron Spector.

Television Viewing Study. A national probability sample of family viewing will be studied for one week. Each family will receive a diary and personal interview.

Wisconsin Survey Research Laboratory University of Wisconsin

Madison School Needs Assessment. A study of the needs of Madison Public School students as their parents see them. A sample of 600 will be personally interviewed: 400 by WSRL staff and 200 by indigenous interviewers hired by the Community Action Council.

Madison - RFD Television Study. A study to find the percentage of people watching a new, highly publicized adult T.V. show which is being pilot tested in 4 Wisconsin counties. About 2,100 households in Madison were surveyed by telephone.

Office of Institutional Educational Research University of Washington

Completed research

Survey of Opinion of Mercer Island Public Schools. A telephone-mail survey of 540 voters' attitudes toward public schools and recent unsuccessful school bond issues.

Results showed strong support for the schools and a high degree of satisfaction

with existing conditions. Perhaps for this reason and current economic conditions in the Puget Sound area, voters turned down the last bond levy and indicated little interest in increased expenditures. The response rate was 74 percent.

University of Washington Daily Readership. A study of student attitudes toward the University of Washington student newspaper. Response showed a strong rejection of radical issues and activities and support for more campus oriented interests. A majority (69%) approved of compulsory support of the paper through student fees.

The 450 students stratified by year in college were sent a mail questionnaire. Response rate was 70 percent.

National Center for Health Statistics Rockville, Maryland

Completed research

Arrangements for Physician Services to Residents in Nursing and Personal Care Homes (Public Health Service Publication 1000-Series 12-No. 13). Based on a 1964 survey, this report details the kinds of arrangements made by nursing and personal care homes with physicians for the care of their patients. In 1964 an estimated 17,400 homes house some 554,000 residents or patients and employ about 281,000 persons who worked 15 hours or more a week.

Nursing and personal care homes are classified in this report by type of service (nursing care, personal care with nursing, personal care only, and geriatric hospital), size (number of beds), ownership (proprietary, nonprofit and government), geographic region and nursing coverage. Nursing coverage was considered in terms of the skill level of the supervisory nurse and the number of hours devoted to such coverage. Residents were classified according to sex, age, mobility status, number of chronic conditions, level of care and time last saw physician.

It was found that 45 percent of the homes had made arrangements for visiting physicians on an "on-call" basis and 36 percent on a regular visiting basis. Only 4

percent employed full-time physicians. One-tenth made no arrangements at all. Proportionally, more of the larger than smaller homes had full-time and regular visiting physicians. Arrangements made for physician coverage were found to be associated with the home's primary type of service and with nursing coverage. Homes providing a higher level of nursing service were more likely to provide more intensive physician coverage than were homes providing lower levels of nursing coverage.

The previous report can be obtained for a small fee from the Superintendent of Documents, U.S. Government Printing Office, Washington, D. C., 20402.

Institute for Survey Research University of Michigan

Completed research

Youth In Transition: Young Men Look at Military Service. A survey of young men in high school reveals that the majority are not rebellious youth and are not opposed to the war in Vietnam. They believe the spread of Communism must be fought and that good citizenship means obedience to law and pride in country.

A substantial minority, about 20 percent, dissent from the status quo position. These youth don't support the Vietnam War or the military. Authors of report: Jerome Johnston and Jerald G. Bachman.

Internal-External Control and Black Militants. This prize winning essay is a result of a study done in Detroit concerning the 1967 riot. John Forward and Jay Williams, the authors of this essay and the project coordinators of the study, found that young black militants have a stronger belief in their ability to control events in their lives than do non-militants. Militants are eager to shape their own future and reject the stereotype which blames the ghetto experience on individual inherent weakness.

Public Attitudes Toward Auto Insurance. A 1969 survey of 3,000 families indicates

that if the public receives more information on the alternatives to the current insurance system that their attitudes may change substantially. As it is, 65 percent of car owners are satisfied with auto insurance, 22 percent are not.

Many people, however, are dissatisfied with the high cost of auto insurance, delays in settlement of claims and were afraid of cancellation. Authors of report: Richard Barfield, Judith Hybels and George Katona.

Planned Residential Environments. A study of 3 types of approaches to community planning: (1) rebuilding urban centers; (2) developing suburban communities; and (3) building "new towns" or highly planned residential environments. The study found that residents prefer highly planned communities. The source of greatest satisfaction to the residents was the nearness of work, shopping and other facilities. The best single predictor of neighborhood satisfaction is how well the neighborhood is kept up. Principal researcher: the late John B. Lansing.

The previous reports can be obtained in monograph form from ISR.

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New in the Field

Research Center in Utah

The Survey Research Center at Brigham Young University (313 Jesse Knight Building, Provo, Utah) has been in operation since the fall of 1970. The Survey Research Center is interested in research methodology as well as independent survey research. Recent studies have included:

Student Opinion Survey of the student's attitudes pertaining to housing, food services on campus, the alumni association, BUY Security, and Student government at Brigham Young University.

San Juan Project is a survey to insure the effectiveness of the manpower training of Navajo Indians in San Juan County, Utah.

Mailer Response Study deals with the test of premailers in improving the responses from mailed questionnaires.

In addition, the Survey Research Center provides a consultation service on how to conduct a survey and questionnaire design for faculty, students and other interested agencies planning such a project.

The Survey Research Center is under the direction of Robert J. Parsons who was formerly associated with an independent survey research company in Los Angeles.

Survey Research Office in Hawaii

The Survey Research Office was created at the University of Hawaii in September. The main purpose of the Office will be to develop survey research in Hawaii and on the University of Hawaii campus. SRO will also continue to carry out its previous tasks of collecting non-routine data from University students and faculty.

Assistance in survey design, sampling, interviewer training, data analysis, coding and keypunching is available to faculty and students. A data archive is being developed to facilitate secondary analysis of existing data.

The new Director, Dr. Earl R. Babbie, teaches survey research methodology as a member of the Sociology Department and will consult on proposed surveys.

Current studies include:

Dropout Study. A mail questionnaire survey of dropouts at the University of Hawaii. The freshman class of 1966 will provide initial data for a 5 year study. The study hopes to pinpoint the desired outcomes of a college education from a student's viewpoint and place the dropout

problem within this context. Some preliminary reports are available. Contact: Jim Dannemiller.

Higher Educational Affects Project. A longitudinal study to measure the affective (non-cognitive) changes that occur in an individual who attends college. The mail questionnaire asks for political and social attitudes toward prejudice, drug use, civil liberties, women's rights and educational goals. Freshmen and upper classmen at both Manoa and Hilo campuses are studied; freshmen will be restudied during their senior year. A control group of Hawaii high school graduates who were accepted by the U. of H. in 1970 but who chose not to attend will provide comparative data. Contact: Dinny Quinn.

Drug Acceptance on the Manoa Campus. An anonymous mail questionnaire sent to 2,000 students on the Manoa Campus surveyed attitudes toward and experiences with drugs including: marijuana, barbituates, speed, LSD, tobacco and alcohol.

Two-thirds of the original sample responded. From these responses an index which seems to predict drug experimentation with a high degree of reliability has been constructed.

Further analysis to determine the relationship between marijuana, LSD and "hard" drug use is in progress. Contact: Earl Babbie or Jim Dannemiller.

Student Services Survey. A stratified survey sample of students in the entire University of Hawaii system, including Community Colleges. Attitudes toward and use of facilities on each campus will be examined.

Cluster Sample. A state-wide cluster sample of about 15,000 households in Hawaii is being developed based on 1970 Census data. This sample frame should be available by summer 1971.

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Newsletter for Census Data

Newsletter concerning machine-readable Census Data acquisitions is now available

free of charge from the University of Illinois. Published about 4 times yearly, the newsletter provides information about the variety of Census Data acquired by the University. There are plans to acquire a Population and Housing Census Data of all 6 counts in Illinois and a fair amount of counts for other states. The Medical Center, Chicago Circle and Urbana Campuses of the University of Illinois, state agencies and businesses will have access to this data which will be stored at the Survey Research Laboratory in Urbana.

For further information about the newsletter and available data contact:

Miss Meredith Scovill
Social Science Data Archive
Survey Research Laboratory
3 David Kinley Hall
Urbana, Illinois 61801

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Data Bank in Canada

After a 9 month moratorium on activities, the Data Bank of the Institute for Behavioral Research at York University in Canada is functioning at its normal operational status. The Data Bank, which is one section of the Institute, another being the Survey Research Centre, is primarily concerned with archiving and disseminating textual and numeric data.

Some of the Data Bank holdings exist in the following five areas:

1. Canadian Institute of Public Opinion (Gallup) Surveys.
2. Major Canadian attitude and voting studies.
3. Survey Research Centre at York Studies.
4. Cross-Cultural/Cross-National Studies.
5. Non-Canadian attitude and voting studies.

The Data Bank offers data and retrieval services to the social science community.

Further information and a request for services form may be obtained from:

Tom Atkinson, Director
Data Bank
Institute for Behavioral Research
York University
4700 Keele Street
Downsview, Ontario

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A Change in Definition

The Federal Statistics Users' Conference has recommended a number of significant changes in the criteria used to define the Standard Metropolitan Statistical Area. After a 5 year study, changes were suggested in the following areas: (1) ways of putting together a recognizable population core of 50,000 used as the basic population criterion for an SMSA; (2) criteria used to determine whether contiguous counties are integrated with a central county of an SMSA; and (3) the method of assembling a central core for an SMSA in New England. No changes will be made until data from the 1970 censuses of Population and Housing are tabulated.

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Summer Institutes

Institute for Survey Research - Michigan

The 24th Annual Summer Institute on survey research techniques held at the Institute for Survey Research at the University of Michigan will provide both introductory and advanced programs. Applicants with little or no previous experience in survey research techniques will meet from June 29 to August 21 for lectures and discussions. Beginning students should have a working knowledge of concepts and procedures in elementary statistics.

For those who have successfully completed the introductory sequence, have advanced training in quantitative methods but

limited survey experience, or considerable survey experience, advanced courses are available from July 26 to August 21. Detailed applications in content areas such as questionnaire design, interviewing, coding and specialization in methodology are offered in the advanced sequence. The program is designed to meet the needs of those in business and government research or other statistical work and of graduate students and university instructors interested in research in the social sciences.

For further information write:

Mrs. Helen Hitchcock
Senior Administrative Assistant
Survey Research Center
P. O. Box 1248
University of Michigan
Ann Arbor, Michigan 48106

Institute for Behavioral Sciences - York

Two graduate courses in research methodology for social scientists are also being offered this summer by the Faculty of Graduate Studies through the Institute for Behavioral Sciences. Dr. Lanphier, Director of the Survey Research Centre at York University, will direct a seminar in survey design and analysis which will cover: study design, probability sampling, interview schedule construction, coding and secondary analysis of data. Classes will begin June 9 and end July 23.

A second course taught by Professor Morrison, Institute Director of Methods and Analysis, will cover a broad range of quantitative methods of use in basic and applied research problems in social and environmental sciences. Classes begin May 17 and end June 25.

For further information and application forms contact:

Mrs. M. Davey
Admissions Officer
Faculty of Graduate Studies
York University
4700 Keele Street
Downsview, Ontario

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How Do You Rate?

Personnel Notes

Norman M. Bradburn, Director of the National Opinion Research Center, is on sabbatical leave at the University of Cologne and will return to Chicago in September, 1971. *Paul B. Sheatsley* is Acting Director of NORC in Dr. Bradburn's absence.

Rensis Likert, Director of the Institute for Social Research at the University of Michigan since its establishment in 1946, recently retired from his position.

Angus Campbell, of the Survey Research Center at the University of Michigan since 1948, has been appointed Director of the Institute for Social Research. He has co-authored: *The American Voter*, *Public Concepts of the Values and Costs of Higher Education*, *Elections and the Political Order*.

Robert Kahn is the new appointed Director of the Survey Research Center. A member of the Center since 1948, Professor Kahn's most recent position was research coordinator. He has coauthored: *The Dynamics of Interviewing*, *Participation in Union Locals*, *Organizational Stress, Power and Conflict and the Social Psychology of Organizations*.

Richard Hofferbert is the new Director of the Inter-University Consortium for Political Research. Dr. Hofferbert recently taught political science at Cornell University.

Dave Leuthold, Director of the Public Opinion Survey Unit in Columbia, Missouri, is on sabbatical leave in New Zealand. *Ron Downing*, Director of the School of Business and Public Administration at the University of Missouri, is filling in during Professor Leuthold's absence.

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To find out how your survey facility compares to others in terms of interviewer wages and validation procedures see Table 1. The following questions correspond to the column headings:

1. In what metropolitan areas do you maintain a staff of 10 or more?
2. Are your interviewers paid by the hour or assignment?
3. What is your starting pay rate for interviewers?
4. What is the usual validation procedure used by your staff?
5. What percent of completed interviews do you follow up?
6. Which types of questions do you ask when verifying?

The compiled data was obtained from a brief questionnaire sent to nonprofit academic survey facilities.

The following substitutions should be made when reading Table 1:

X = per hour
Y = per assignment
Z = both

A = mail
B = telephone
C = personal

E = demographic characteristics
F = replicate content questions
G = both
H = other, length, enjoy interview, comments.

Table 1. INTERVIEWER WAGES AND VALIDATION PROCEDURES

Facility	Metropolitan areas	Payment of interviewers	Starting pay	Validation procedure	Percent follow-up completed interviews	Percent follow-up each interviewer's work verification
1. Survey Research Center - Berkeley	San Francisco Oakland SMSA	X	\$2.64	B	10%	10% G
2. Survey Research Center - Los Angeles	Los Angeles SMSA	Z	-	B, C	10-15	5-7 G
3. Survey Research Center - Provo, Utah	Provo - Salt Lake City area	Z	1.60	B	20	20 G
4. Population Research Lab. - Brown University	Providence SMSA	X	2.40	B, C	100	- G
5. Survey Data Center - Florida State University	Several counties in Florida	Z	1.80 or 1.90 de- pending on location	A, will use A, B, C in future	20	no set rule H
6. Survey Research Center/SUNY - Buffalo, New York	Buffalo New York SMSA	Z	2.00	B, C	25	25 G
7. Office of Institutional Educational Research - Seattle	none	Y	-	B	15	15 G
8. Wisconsin Survey Research Lab - Madison	Milwaukee, Madison, Wausau, Appleton - Oshkosh	X	2.00	C	-	- E, F, H
9. Joint Center for Urban Studies - M.I.T. & Harvard	Boston	X	2.20	A	100	100 H
10. Survey Research Lab - Urbana	Chicago	X	2.00 or 2.25 depending upon location	A, B	10	10 G

You Too Want to Have a Survey Center?

Robert Ferber

Administrative Location

Three possibilities usually exist for the administrative location of a survey facility -- an all-university agency under the provost or the vice president for research, a unit of the graduate college of the university or part of a particular college. Which of these administrative arrangements is best tends to vary with university structure and personalities involved. Location under a vice president for research or the provost has the advantage of providing the survey facility with a great deal of potential flexibility and not committing the facility in advance to serving the interests of any particular area. A similar advantage holds for locating the facility in the graduate college of the university, except when the dean of the graduate college is a physical scientist with little understanding or interest in survey research.

Locating a survey facility in a particular college, as in liberal arts or business administration, offers the advantage of providing the facility, at least theoretically, with a group of departments and a dean with a vested interest in its development. It has the disadvantage of linking the facility with that particular college, thereby discouraging faculty members from making use of its services. And if the interest of that particular college is more imagined than real, the facility may simply fade away.

In practice, this decision depends as much on the personalities involved as on university structure. If the director of the

Dr. Robert Ferber is the director of the Survey Research Laboratory at the University of Illinois in Urbana. The article printed here is part of a larger manuscript.

survey facility is not interested in survey research as distinguished from so-called "service research" for the benefit of others, the survey facility will become a small clique of its own regardless of administrative location. If one top administrative officer is more sympathetic to survey and social science research than others, he may be the best person under whom to house such a facility, whether he is a dean or a provost.

Administrative Structure

Senior staff of the survey facility may be full-time in the facility or may have joint appointments with other university departments. As a rule, joint appointments are highly desirable. Such appointments serve to promote contacts between the survey facility and other parts of the university and to enable faculty members of the facility to provide survey training as part of regular teaching programs. Not unimportant, also, is that joint appointments facilitate obtaining outstanding students from teaching departments as research assistants.

If possible, the facility staff should be distributed in a number of different subject areas. This helps to increase communication between the survey facility and other departments. Also, it seems more desirable for facility staff to have these joint appointments with teaching departments than with other research or service departments. This gives the staff more influence in the teaching program and also means that more students in a greater variety of subject areas of the university are likely to be exposed to survey training.

Another means of maintaining liaison is to have the survey facility director advised by an executive or advisory committee made up of representatives from many different parts of the university. As a rule, such a committee is best composed of senior staff members and administrators and may meet every one to two months to advise the director on policy decisions. It is often desirable to supplement the committee with subcommittees of junior members who focus on specific subjects, such as survey workshops or data archives, partly to involve these people in facility activities and

partly to obtain their counsel for the benefit of the facility.

Cost

The key question in deciding whether to establish an academic survey facility is cost. More uncertainty surrounds this subject than any other topic within this sphere. This section presents estimates for personnel and funds needed to operate a survey facility which would design and conduct surveys as well as advise the university community on survey methods. The estimates do not allow for a data archive, but supplementary comments indicate personnel and funds needed if a data archive were added.

Key Personnel

A full-scale survey facility would require people with expertise in sampling methods, field operations, data reduction (coding, editing, keypunching and related tasks), and data processing and analysis. These key positions may also serve to define the structure of the facility, namely division into branches or sections on sampling, field operations, data reduction and data processing. Key personnel needs are:

1. A sampling statistician--academic appointee
2. A director of field operations--may or may not be an academic appointee
3. A data reduction specialist--usually a nonacademic appointee.
4. A specialist in computer processing--an academic appointee

At least two other key positions would be required for the survey facility: the director and an accountant. If at all possible the director should be a person who is not required to look after technical operations of the facility since he will be more than fully occupied with making contacts, helping to design studies and looking after the administrative affairs of the facility.

The other key position frequently overlooked but of crucial importance is that of an accountant. A good accountant is of key importance because operational problems continually arise in the budgeting and allocation of costs among different projects, not to mention the problem of locating leakages (expenses on projects that never get charged to them). A good accountant can keep track of budgets and actual expenses by categories and alert staff to categories or expenses which may be consistently underbudgeted.

In addition, if funds are available, it is highly desirable to have one or two study directors or project coordinators who can design and steer a particular project from beginning to end. Such people are especially needed if a major task of the facility is to advise others in the use of survey methods.

If a data archive is to be included in the survey facility, a senior data archivist is needed. He should be an academic person with a good background in information science retrieval with specialization in business or one of the social sciences.

Financing

An estimated annual budget for the facility outlined in the previous section is shown in the attached tabulation. This budget is meant to reflect the maximum commitment of an institution to the essential resources of the survey facility. To the extent that the facility undertakes projects financed by outside funds, many of these costs will be covered so that the financial commitment of the university is correspondingly reduced. At the same time, however, key positions and regular operating expenses of the facility have to be underwritten by the university if the facility is to maintain any semblance of stability and perform counseling and instructional tasks.

Another assumption underlying this budget is that every senior staff member has part-time appointment, say one third, in a teaching department. As noted earlier,

this is highly desirable because of the working relationships thereby provided between the facility and regular teaching departments.

Still another assumption underlying this budget is that the survey facility itself does not offer any credit courses, only noncredit workshops and seminar and lecture series on survey methodology and data analysis. If credit courses or degrees were to be offered through the survey facility, this budget would have to be augmented.

If a data archive were to be included as part of the facility, approximately \$30,000 more would be required in annual operating costs. This would include salaries for a senior data archivist, research assistant, clerk-typist, miscellaneous expenses, plus \$10,000 to \$12,000 for data acquisition and computer program development.

Initial costs are additional, especially if the survey facility program calls for the development of a master sample for a particular city or region. A master sample generally costs between \$10,000 and \$20,000, which \$25,000 should be added for purchase and installation costs for IBM and other essential equipment.

For the first year these basic costs could amount to approximately \$230,000 or \$260,000, including a data archive. Of this, the university should cover senior staff salaries (the key personnel) plus general operating expenses, or approximately \$100,000 annually. The obligation of the institution would be considerably more if outside funds were not forthcoming fairly quickly.

There is no doubt that successful survey facilities will attract considerable numbers of projects funded by outside sources so that the university contribution to the facility is likely to decline in importance over time. Nevertheless, the absolute contribution of the university is likely, if anything, to increase; at least this has been the experience of the Survey Research Laboratory of the University of Illinois.

The contribution to SRL out of University funds has declined monotonically from 100 percent in its initial year (1964-65) to slightly less than 25 percent in the academic year 1969-70. The absolute contribution of the university has risen gradually during this period, as new functions were assigned to SRL and wages and salaries rose.

So?

An academic survey facility can benefit a university if sufficient interest exists and necessary resources can be made available. To be sure, one can start a survey facility with a smaller budget than that shown in the attached tabulation. This is especially so if the director enjoys raising funds, keeping accounts and coding questionnaires in his spare time. Even with adequate university support, operating a survey facility is in many respects more like running a business than administering the usual academic department where resources for the coming year are known in advance and only minor financial fluctuations take place from year to year.

#

The following substitutions should be made when reading Table 3:

A = Under \$50,000
B = \$50,000 - \$200,000
C = \$200,000 - \$500,000
D = \$500,000 - million
E = over million

Table 2. ESTIMATED ANNUAL OPERATING COSTS OF AN ACADEMIC SURVEY FACILITY

<u>Section</u>	<u>Position or activity</u>	<u>Percent time*</u>	<u>Amount</u>	
Sampling:	Sampling statistician	.67A, S	\$14,200	(16.0)#
	Research assistant	.5Y	3,500	
	Student assistance	--	1,200	
	Maps and materials		600	
				\$19,500
Field operations:	Field director	1Y	12,000	
	Interviewer relations clerk	1Y	5,000	
	Research assistants (2)	.5Y	7,000	
	Clerk-steno	1Y	4,500	
	Student assistance	--	800	
				29,300
Data reduction:	Section supervisor	1Y	10,000	
	Research assistant (1)	.5Y	3,500	
	Mail clerk	1Y	4,000	
	Student assistance	--	1,200	
	IBM equipment rental	--	6,000	
				24,700
Data processing:	Computer survey specialist	.67A, S	14,200	(16.0)
	Research assistants (2)	.5Y	7,000	
	Computer time allotment	--	1,800	
	Disk packs and other computer equipment	--	800	
Accounting:	Accountant	1Y	10,000	
	Accounting-clerk	1Y	7,000	
	Student assistance	--	1,800	
	Accounting supplies	--	600	
				19,400
Administration:	Director	.67A, S	17,800	(20.0)
	Administrative assistant	1Y	10,000	
	Research assistant	.5Y	3,500	
	Secretarial-clerical (3)	1Y	15,000	
	Student assistance	--	2,000	
	Office machine rental	--	1,800	
	Materials and supplies	--	12,000	
				62,100
Total				\$178,800

*A--academic year, S--summer (at 2/9 of "A" salary), Y--full (calendar) year.

#Figure in parentheses is assumed base academic year salary. Salary obligation of facility is calculated as two-thirds of academic year salary plus two-ninths of the latter (to allow for full-time summer work in the facility).

Table 3. FINANCIAL BACKING OF NONPROFIT ACADEMIC SURVEY FACILITIES

	<u>Director</u>	<u>Region</u>	<u>Branch office</u>	<u>Gross revenue yearly</u>	<u>Percent contribution (university)</u>
1. Survey Research Center - Berkeley	J. Merrill Shanks	N. Calif. San Francisco Bay area	none	C	12%
2. Survey Research Center - Los Angeles	Leo G. Reeden	S. Calif. Los Angeles SMSA	none	-	less than 10
3. Survey Research Center - Provo, Utah	Robert J. Parsons	Intermountain West	none	A	98
4. Population Research Lab. - Brown University	Sidney Goldstein	Rhode Island	none	-	0
5. Bureau of Applied Social Research - Columbia University	Allen H. Barton	-	none	B	6
6. Survey Data Center - Florida State University	Robert E. Mitchell	Florida	none	-	-
7. Joint Center for Urban Studies - M.I.T. & Harvard	Morris Axelrod	Boston SMSA	none	B	0 (40% Ford Foundation grant)
8. Public Opinion Survey Unit - University of Missouri	David A. Leuthold	Missouri, St. Louis and Kansas City SMSA	St. Louis, Missouri	B	65
9. Survey Research Center - SUNY Buffalo, New York	Robert G. Hayden	New York	none	-	-
10. Office of Institutional Educational Research - Seattle	James K. Morishima	Washington and Pacific Northwest	none	B	60
11. Wisconsin Survey Research Lab - Madison	Harry Sharp	Primarily Wisconsin	Milwaukee, Wisconsin	C	10
12. Survey Research Lab. - Urbana	Robert Ferber	Illinois	Chicago	C	25

New Publications

1. Erdos, Paul. *Professional Mail Surveys*. New York: McGraw-Hill, 1970. 289 pp.

2. *Census Bureau Methodological Research, 1969: An Annotated List of Papers & Reports*. Bureau of the Census. Washington, D.C. 19 pp. 35¢. List of papers & reports on methodological research conducted by the Census Bureau.

3. Bradburn, Norman M. "Selecting the Questions to be Asked" *Monthly Labor Review*, Vol. 93, no. 1. (January 1970), pp. 27-29.

FIELD DIRECTORS' CONFERENCE

To those who were looking forward to a jaunt to scenic Canada in June we have disappointing news. The Survey Research Centre at York University in Toronto is unable to host the third Field Directors' Conference this year.

But we have great news for those who have never seen a corn field. The Survey Research Lab at the University of Illinois in Urbana extends a warm welcome to Field Directors and members of their staff interested in discussing the problems of indigenous interviewers, payment to respondents, payment by the assignment versus the hourly rate and other related topics. (Actually, these were topics discussed last year and new ones are being planned for the next Conference.)

If anyone interested in the Conference has any objections to the Urbana location or would like to suggest an alternative meeting place, please address all responses and inquiries to Dr. C.M. Lanphier at York University.

Also, if you are interested in attending the Conference and would like some information about it or would like to suggest some discussion topics, please write to Mr. Mathew Hauck at the University of Illinois.

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The logo on the front page is a graphic representation of survey research. The black arrows extending outward represent data collection; the white arrows symbolize data input. Data coming into the survey facility is then processed and analyzed. We hope you like the design.