

Survey Research

How Do You Rate on Advance Letters?

List of Academic Survey Research Organizations

Current Research

Survey Research Center
Brigham Young University

Provo Canyon Project. A personal interview survey to identify public attitudes and knowledge of a proposed four-lane limited access highway through Provo Canyon. The highway is a controversial issue because of ecology considerations.

Student Opinion Survey-Number 2. A personal interview survey to measure the effectiveness of related agencies and departments on the University campus as a part of student life.

Survey Research Center
University of California at Los Angeles

Evaluation of Personnel Training Program for Supervisors. This study, which utilizes separate questionnaires for administrators and supervisors at the UCLA Medical Center, will evaluate feedback from recent leadership laboratories.
Principal Investigator: Al Solomon, Personnel Training Officer.

Los Angeles Metropolitan Area Survey (LAMAS IV). A county-wide survey of 1,000 respondents. Major participants

in this shared-time omnibus survey are UCLA's School of Architecture and Urban Planning and the Survey Research Center's Population Research Program.
Contact: D. Michael Walton.

Model Neighborhood Survey. A survey of 750 residents in the Los Angeles County Model Neighborhood Area. A second survey to evaluate changes in the model neighborhood is planned for 1974.

Survey of Post-University Plans. A campus-wide study of 2,000 students to ascertain student goals and plans after leaving UCLA.
Principal investigator: Dean Edward Shaw.

Trailer Coach Study. A state-wide survey of several thousand California trailer coach owners to determine the ways in which they use their trailers. The collected data will be used to improve highway safety and guide highway planners and traffic engineers.
Principal investigator: Mr. Robert Mellinger of the UCLA Institute of Transportation and Traffic Engineering.

West Hollywood Community Study. A combination telephone and personal interview survey of 300 residents and 100 area businessmen which will aid in establishing a long-range development plan for West Hollywood.
Principal investigator: Mr. Akira Hasegawa of the County Planning Commission.

National Opinion Research Center

University of Chicago

in Chicago

Study of Practicing Journalists. A national study of full-time journalists concerned with informational content for the press, broadcasting industry, wire services and news bureaus. Community and underground newspapers are also being studied.

National Ambulatory Medical Care Survey. A study for the National Center for Health Statistics to fill the gap in health statistics concerning the care given people who come to doctors' offices. A sample of about 750 doctors will keep logs and fill out forms on all patients seen during a two-day period.

in New York

Study of Parkinson's Disease Patients, Wave II. A personal interview study of 170 cases of diagnosed Parkinson's Disease interviewed on Wave I. This wave's objectives are to determine on a longitudinal basis the degree to which patients need to interrupt or abandon social roles, the degree of patient dependency upon others and the finan-

cial burdens of the disease.

Study director: Dr. Eleanor Singer.

School Personnel Interviews. A personal interview survey at 64 schools in all boroughs of New York City except Richmond. The second phase of a long-range study of the New York City school system, this phase asks what might be done to reform the system and increase public confidence in it.

Study director: Harriet Spivack.

Survey Research Office

University of Hawaii


North Kohala Survey. A personal interview survey of 455 households to determine household services that are needed because of a change in the economy from the sugar plantation industry to tourism.

Statewide Household Survey. A personal interview survey of 1660 households throughout the state, emphasizing attitudes toward population and ecology. The goals of this survey, which might develop into an annual research effort, are: (1) to collect the basic demographic and economic data for purposes of providing up-to-date information about the state's population and to create time-series data on an annual basis; (2) to permit an in-depth examination of a pertinent issue; and (3) to serve as a vehicle for answering more limited research questions through the inclusion of "riders" suggested by interested researchers.

Survey Research Laboratory

University of Illinois

Family Size Survey. A statewide telephone survey of 150 females and 50 males to determine the possible effect monthly cash payments to or from the government would have on people's attitudes toward family size.
Project coordinator: Amy Orum.



Survey Research

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Prefabricated Materials in Military Construction. A nationwide mail survey of 500 manufacturing firms to evaluate the feasibility, in terms of cost and availability, of using prefabricated materials in military building construction.

Project coordinator: Ed Lakner.

Rural Planning. A personal interview and mail survey of 850 people in ten Illinois counties to determine the extent of rural planning and action programs in Illinois in terms of the structure and organization of local governments, the cooperation between governmental units and the financing of planning for rural development.

Project Coordinator: Amy Orum.

Study of Uses and Needs of Illini Union Facilities and Services. A telephone survey of 500 University students and faculty to determine what products, services or facilities should be modified or added to the Illini Union to meet the needs of the University community.

Project coordinator: Ed Lakner.

Institute of Social Research
Indiana University

Sources of the Social Policies of Church Congregations. This combination telephone and personal interview survey of 604 individual church members from 12 church congregations will evaluate the influence of church members and parent denominations on congregations.

The principal hypothesis being tested is that the influence of a denomination's policy upon a congregation varies with the degree of centralization of authority.

Correction: In Table 2 of the last issue, the letter in the category "gross yearly income" for the Bureau of Applied Social Research should be E, which is \$1.2 million.

Israel Institute of Applied Social Research
Jerusalem, Israel

Use of Narcotics Among Youth - Attitudes and Behavior. A study to find ways and means of restricting the spreading of drug use. Some of the topics to be studied include: (1) knowledge, methods of use and ways of obtaining drugs; (2) reaction to using drugs; (3) tension and stress in the life of Israeli youth; and (4) values and attitudes of the youth in managing their lives. The population to be studied will consist of a sample of secondary school youth, of students in institutions of higher learning, non-studying youth aged 14-18, and known drug users. This latter sample was extracted from police and welfare agencies' records.

Study director: Tsiyona Peled.

A Continuing Survey of Immigrant Absorption. A longitudinal study of immigrants to Israel to provide information on what happens to individual immigrants from the time of their arrival through the first three years of their stay and the institutional arrangements provided or that need to be provided.

The various questionnaires concentrate on such things as the immigrant's background abroad, the education of his children in Israel, the purchase of a home and the family income. The first sample was chosen from among those who arrived in September through December in 1969 and included 520 persons from 41 countries.

Social and psychological aspects of the study conducted by: Louis Guttman, Charles Kamen, Shlomit Levy and Tomar Biran.

The Adopting Family in Israel. A study of adopting parents and adopted children to examine the roles of the family members within and outside the family, attitudes of the child concerning his

status as an adopted child and background information on the adopting parents, adopted child and natural parents. Comparisons will be made between older and younger parents and between families in the Kibbutz and those in town.

Study directors: Helen Antonovsky and Irah Kahneman.

Public Attitudes and Opinions Concerning the General Federation of Labor. A personal interview survey of 800 men from six Arab and Druze villages to study aspects of public attitudes toward labor. The study will examine knowledge of the General Federation of Labor (Histadrut), extent of membership, opinions about wage and professional policies, attitudes toward strikes, labor relations and involvement in Histadrut activities.

Study director: Subhi Abu-Gosh, assisted by Shmuel Shye and Gila Schwartz.

Survey Research Center
University of Michigan

Completed research

Index of Consumer Sentiment. A national survey of 1400 respondents. Conducted regularly since 1951, the surveys determine consumer expectations and explain changes in attitudes. The latest quarterly survey indicates that consumer sentiment continued to rise at a moderate rate during the months of March, April and May, suggesting slow and gradual growth in consumer demand. Consumer sentiment resulted from less pessimistic attitudes concerning trends in the economy and more favorable opinions about buying conditions for durable goods.

Study directors: George Katona and Jay Schmiedeskamp.

Violence Study. A national survey of 1,374 men aged 16 through 64 to determine attitudes toward violence and its correction. Although most American men agreed that unemployment, discrimination and lack of education caused violence, 30 percent favored stricter legislation

and police force. American men are particularly worried about civil disorder. Sixty-eight percent mentioned civil disorder and protest as violent events that concerned them, while only 27 percent mentioned crime.

Principal investigator: Monica Blumenthal.

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

Social Standards Survey. A personal interview survey to develop a more refined measure of status and replicate some earlier work on perceptions of class and status. This study contains a special section on citizen assistance with police functions (self-protection groups) and how people feel about them. Principal investigators: Lee Ramwater and Gary Marx.

Student Finances. A personal interview study of 1,000 students, 100 each at ten universities throughout the country. How students finance their education and how they feel about "pay as you earn" loan programs will be investigated.

Principal investigator: Scott Ward.

National Center for Health Statistics
Rockville, Maryland

Completed research

This report presents a summary of statistics on the utilization of short-stay hospitals in the United States based on 1965 data.

An estimated 28.8 million inpatients (excluding newborn infants) were discharged from the Nation's nonmilitary short-stay hospitals during 1965. Of these, 11.0 million (38 percent) had one or more surgical operations or procedures. The proportion of operated patients was found to vary by geographic region, but for the Nation as a whole, it increased consistently as bed size of hospital increased.

Almost one-half of the inpatients under 15 years of age (excluding newborn infants) had an operation. Only 36 percent of the adult patients had an operation; however, adults accounted for 83 percent of the estimated volume of operations and procedures performed for those discharged in 1965.

Tonsillectomy was the single most frequently reported operation for inpatients discharged in 1965; it was followed by repair of inguinal hernia and hysterectomy.

Survey Research Center

S.U.N.Y./ Buffalo

University Community Study. A personal interview study of attitudes, opinions, beliefs and their influence on social interactions among all elements of the University community. Three hundred students, 100 faculty and 100 staff and administration will be asked their feelings toward governance, health services, fees, drugs and campus unrest. A report will be available in September. Study director: Dr. John Francis.

Program in Social Epidemiology and Prevention of Cancer/Health Study. A personal interview survey of differences in community health behavior before and after a community health education program. The effectiveness of the program will be determined by comparing inner city areas served and not served by Health Guides.

Study director: Dr. Richard Warnecke.

Research Triangle Institute

North Carolina

National Assessment of Educational Progress. A nationwide educational research project sponsored by the Education Commission of the States, a compact of 43 states and territories whose aim is to improve education through greater cooperation among the states. The goal of National Assess-

ment is to collect census-like data about the kinds of information people have acquired, either through formal or informal educational experience. This kind of information corresponds generally to the subjects taught in school: science, reading, literature, music, social studies, mathematics, writing, art, citizenship, and career and occupational development (originally called vocational education).

Results in the three subject areas assessed during the 1969-70 school year - science, citizenship and writing - have been reported. Other reports for these three areas will be released during coming months. These reports will include comparisons among such groups as the geographical regions (Northeast, Southeast, Central, West), size of community (big cities, fringe around big cities, middle-size cities and smaller areas), type of community (inner-city, suburbs and rural), sex, and perhaps color. The first reports for reading and literature will probably be available this summer.

Economic Research Institute

Stockholm School of Economics

Stockholm, Sweden

Personnel Administration and Organization in the Building Industry. A study of the structure and functioning of building ventures. Preliminary interviews with leading experts took place last year. Presently detailed interviews are being conducted with key persons.

Project leaders: Gisele Malmquist and Juen-Eric Sjöstrand.

Studies of Consumer Behavior. A study of the broad issue of individual saving and consumption and how income relates to it. The influence of income on working overtime will be examined by interviewing 102 females at a government office. The thesis that individuals and families select a certain level of consumption and/or saving

which leads to a high income is being tested.

Mass Media and Mass Communication. A study of the expectations and demands of journalists and business. A mail survey of 585 broadcasting and press journalists, business executives and union representatives and 30 personal interviews with managing directors, editors-in-chief and other top executives have taken place.

Project leaders: Karl-Erol Wärneryd, Kjell Nowak, and Björn Pjaestad.

Institute for Survey Research*
Temple University

National Study of Young Women. A personal interview survey of 4,300 young American women, ages 15-19, throughout the country. The study will examine attitudes and behavior toward fertility and marriage.

Reinterview of Young Women on Attitudes and Behavior in Regard to Fertility and Marriage. A personal interview of 500 women interviewed in the previous study to examine reliability in a test-retest context involving certain items on the national survey of young women.

National Inventory of T.V. Viewing Behavior. A personal interview of 500 American families who were interviewed and filled out diaries describing their T.V. viewing habits and preferences.

Physicians' Attitudes Toward Abortions. A national personal interview survey of 1,500 physicians to determine their reactions to practices of abortion and the next generation of contraceptive methods.

Office of Institutional Educational Research
University of Washington

Northeast Seattle Survey. A personal interview survey of 800 residents in

northeast Seattle to determine their attitudes toward traffic, public transportation, parking and street improvement.

Credit/No Credit Acceptance. A telephone and mail survey to determine the acceptability of credit/no credit programs for transfer to other institutions and to employers.

Summer Quarter Applicants. A mail survey of 1,000 to 1,500 persons requesting summer quarter applications. The purpose of this survey is to analyze the characteristics of these applicants.

Bureau of Social Science Research
Washington D.C.

Survey of Health Insurance Coverage in the Labor Force of New Haven, Connecticut. A baseline community study of (1) the prevalence and characteristics of health insurance in the labor force; (2) the cost of such insurance; (3) the utilization and costs of health services; and (4) the attitudes toward participating in a prepaid group practice program.
Study directors: Ben L. Owens and Samuel M. Meyers.

Financial Resources of Ex-Prisoners. A survey of superintendents of correction in all states and at all Federal institutions to determine the financial situation of prisoners at the time of their release. Information on the amount of "gate money" prisoners receive, savings, if any, accumulated in prison, the extent to which ex-prisoners are eligible for welfare, and suggestions state superintendents may have for improving the financial situation of all ex-prisoners will be collected. The aim of this research is to provide information for new programs designed

*Please note that this facility is the Institute for Survey Research, rather than Social Research, as printed in the previous newsletter.

to reduce repeated and habitual crime.

Wisconsin Survey Research Laboratory

University of Wisconsin

Survey of Attitudes of Wisconsin Citizens. A statewide personal interview survey of more than 900 residents in 27 counties in Wisconsin. The study will examine attitudes toward such issues as recreation and travel habits, the benefits of county and district fairs, the current criminal justice system, community problems as viewed by people in the community and the Vietnam War. (Names and addresses of interviewers working on the study were given to local papers for publication, along with a press release about the study.)

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Personnel Notes

Dr. Raymond G. Hunt has been appointed as Director of the Survey Research Center, SUNY-Buffalo. He succeeds *Dr. Robert Hayden*, who will devote his full time efforts to the Department of Policy Sciences, SUNY-Buffalo, as Associate Professor. *Dr. Hunt*, who also holds an appointment as Professor of Social Psychology, Department of Psychology, was formerly Chairman for Graduate Studies.

Additionally, *Dr. John Bruce Francis* has been appointed as Associate Director of the Survey Research Center. *Dr. Francis* comes from the University of Michigan where he was associated with the Institute for Survey Research and its Survey Research Center. He also holds appointments as Assistant Professor in the Department of Higher Education and Psychology.

Ben L. Owens, who has been Director of Field Operations for the past seven years with the Social Research Group, George Washington University, has joined the Bureau of Social Science Research as a Research Associate. He has served as Director of Field Operations in the Special Surveys Division, U. S. Depart-

ment of Agriculture and as Research Assistant in the Bureau of Research in the Social Sciences at the University of Texas.

Dr. Joe Spaeth, formerly of National Opinion Research Center, will become a project coordinator at the Survey Research Laboratory in Urbana. Also new to SRL is *Dr. Dan Amick* from the University of Pittsburgh. He will be in charge of the Data Archive at the Survey Research Laboratory in Chicago.

Dr. Jim Davis is the new director of the National Opinion Research Center (NORC) in Chicago. The former director, *Dr. Norman Bradburn*, has become the dean of the new University College at the University of Chicago.

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How Do You Rate on Advance Letters?

To continue communication between non-profit academic survey research facilities and this informative series (entitled "How Do You Rate?"), the newsletter office sent out a brief questionnaire to 20 facilities, including the Census Bureau, on their use of advance letters. A record high 90 percent response rate followed with a deluge of thanks from me. The nonrespondents were not followed up, except by a guilty conscience.

All facilities responding to the questionnaire, and that list appears on pp. 8 and 9, send out advance letters for at least some of their studies, and half send them out prior to each study.

Not surprisingly, 15 of the 17 facilities do not mention the length of the interview, 15 of the 18 do not mention the date of visit and 14 of the 18 do not identify the stranger who will come to call. Over three-fourths of the survey organizations do give the prospective respondent a clue as to why he

(continued on p. 10)

Table 1. USE OF ADVANCE LETTERS BY SURVEY RESEARCH FACILITIES

Facility	Do You Send?	Include Brief Note	Further Contact	Whose Signature	Don't Have To Answer	Effects of Advance Letter
1. Survey Research Center Brigham Young University	C	No	X	a'	No	O
2. Population Research Lab Brown University	A	No	Y,2	a'	No	L
3. SRC-University of California-Berkeley	A	No	X	a'	No	L,D
4. SRC-University of Calif.-Los Angeles	C	No	Z	b'	No	P
5. Bureau of Applied Social Research- Columbia University	B	No	Z	a',b'	Yes, Sometimes	O
6. Columbia University School of Public Health	A	Sometimes	Y,Z	a'	No	L,M,N
7. Census Bureau	A	No	Y	a'	No	L
8. NORC in Chicago	B	Sometimes	Z	a'	Yes, Sometimes	L,O
9. NORC in New York	B	Sometimes	Z	a',c',d'	No	L,M,O
10. Survey Research Office University of Hawaii	B	No	Y,Z	a'	No	L,N
11. SRL in Urbana	B	Sometimes	Y,Z	a',e'	No	L,M,N,D
12. Joint Center for Urban Studies-M.I.T & Harvard	A	Sometimes	Z	a',b'	No	L
13. SRC-University of Michigan	A	Sometimes	Y,Z	a'	No	L,P

14.	SRC-SUNY/Bufalo, New York	B	No	Z	b', c'	No	L, N, O
15.	Institute for Survey Research-Temple University	C	No	Z	a'	No	L
16.	Office of Institutional Educational Research - University of Washington	A	No	Y, Z	a', d', e'	No	L, M, N, O
17.	SRL-University of Wisconsin	A	No	Z	c'	No	L, O
18.	SRC - York University	A	No	Z	a', e'	No	L, O

Substitutions to be made when reading Table 1:

A = Yes for all studies
 B = Yes, for most studies
 C = Yes, for some studies
 D = No

X = Not at all
 Y = By mail
 Z = By phone

a' = Facility director
 b' = Project director
 c' = Field director
 d' = Client director
 e' - Other (facility director and client)

L = Good for interviewer
 M = Good for client
 N = Good for public relations
 C = Increases response rate
 P = No effect

(continued from p. 7)

is being singled out and harrassed. And, over three-fourths also tell him who is sponsoring this harrassment. Thirteen of the 18 even mention which family member they would like to quiz.

Most interviewers do not add personal notes to the advance letters, such as, "I will be calling on you soon." Interviewers at NORC in Chicago and New York and SRL (U. of Ill.) occasionally jot a note or two to the respondent. Instead of a standard policy on this matter, the Joint Center for Urban Studies at Harvard University gives their interviewers the option of writing or not writing notes on the advance letter.

In making contact with the respondent, the interviewers at all facilities either refer to or show a copy of the advance letter to the respondent. For those respondents who aren't at home, interviewers at NORC in New York leave a copy of the letter with a few personal notes.

Except for the Census Bureau - and they have special mailing privileges - all facilities use first class postage.

A subject discussed at the Field Directors' Conference in Urbana this year was the practice of telling respondents in the advance letter that they didn't have to answer questions they didn't feel like answering. Over three-fourths of the facilities exclude this type of statement. Only the Bureau of Applied Social Research at Columbia, NORC in Chicago and SRL (U. of Ill.) mention this option to the respondent. The Census Bureau, however, does stress that overall participation is voluntary.

All facilities share the practice of excluding sample questions from the advance letter. (Could this mean that the questionnaires are not formalized until after the advance letters are sent?)

Included in advance letters from 15 of the 18 facilities is the facility director's famous signature. Occasionally

project directors sign the letter, sometimes the field director and rarely the client. This special letter is almost always typed on facility stationery. NORC in New York sometimes types their advance letters on the stationery of the community organization supporting or encouraging the study.

One reason for sending advance letters is to give the interviewers a form of identification. Seventeen facilities give their interviewers an I.D. card to use in conjunction with the advance letter. In the last few years Columbia University School of Public Health has been using I.D. letters, credential letters, in glassine holders. The glassine holder can be handed through a door or slipped under it and is helpful with hesitant fearful respondents. On the back of the holder is a copy of the advance letter.

The effects of the advance letter are questionable. Fifteen of the 18 facilities consider their effect to be one of making the interviewer feel more comfortable. Ten of the facilities also feel advance letters increase response rates. ISR at the University of Michigan and SRC at the University of California at Los Angeles feel the advance letter has either little or no effect. The latter facility reports that the advance letter had no effect on their omnibus survey, but that interviewers felt a recent letter including results of the last omnibus survey was useful when dealing with reluctant respondents.

Several facilities have investigated the use of advance letters. Methodological studies have been conducted at: (1) SRC at the University of California in Los Angeles; (2) the Census Bureau; (3) NORC in New York, although they report these studies are not very systematic; (4) SRL (U. of Ill.); (5) ISR at the University of Michigan, conducted by Dr. Floyd Fowler and Dr. Charles Cannell and available at ISR library.

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