

Survey Research

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Current Research

Further information on the studies described below should be obtained from the organizations conducting the studies at the addresses given in parentheses at the beginning of each organization's listings.

Behavioral Science Research Division Tuskegee Institute

(Tuskegee Institute, Alabama 36088)

Gifted Student Programs in Predominately Black Institutions of Higher Education. Sponsored by the Southern Regional Education Board, the objectives of this research are (1) to determine the number and types of existent programs for gifted students in black institutions of

higher education, (2) to describe these programs and their objectives, and (3) to determine the number of participants and describe some of their characteristics. Information will also be obtained about some of the strengths and weaknesses of these programs and plans for new programs. Mail questionnaires are being sent to about 140 colleges. Principal investigator: John Chavis, with Dalia Ducker as co-investigator.

Behavioral Sciences Laboratory University of Cincinnati

(1403 Crosley Tower, Cincinnati, Ohio 45221)

Completed projects:

Survey on Use of Cincinnati Services. Sponsored by the Charter Research Institute and the University of Cincinnati Political Science Department, the main purposes of this study were (1) to ascertain public evaluation and information about certain city and suburban public services (hospital, police, jail, roads, and general services) in Hamilton County, Ohio, and (2) to determine utilization of major public and private entertainment facilities (i.e., zoo, museums, stadium, parks, etc.) and which of these are perceived as tax supported. Other questions probed the respondent's reasons for living where he did, opinions on various ways of reorganizing metropolitan government, and demographic characteristics. Using random digit dialing, telephone interviews were conducted last June with 1,049 households. Co-investigators: William Klecka, Henry Anna, James Buchalew, Joel Lieske, and Al Tuchfarber (Pol. Sci.) and William Schilling (C.R.I.).

New Voter Study. The purpose of this study conducted early last October for the Cincinnati Post and Times-Star was to ascertain the rate of voter registration and political preferences of 18- to 20-year-olds. Not registered persons were asked why they had failed to register, and reasons for Presidential candidate preference were probed. Other questions in-

cluded political activity and interests of the respondent, knowledge of Congressional candidates, basic demographics, and political preferences of parents. The study involved random-digit-dialed telephone interviews with 291 respondents in Hamilton County, Ohio. Principal investigators: William Klecka and Al Tuchfarber.

Bureau of Social Science Research
Washington D.C.

(1990 M Street, N.W., Washington, D.C. 20036)

The Washington Survey. The Bureau has established the Washington Survey (TWS), a new research facility for periodic surveys in the Washington metropolitan area. This survey is the outgrowth of the many local studies that BSSR has done in the past. TWS seeks to service the short-range information needs of public and private agencies and organizations (local, state, regional, and national) and individual scholars by providing reliable data on public opinion and behavior.

Data will be gathered by personal interviews using a probability sample of 1,600 households in an area generally corresponding to the Washington SMSA. TWS will facilitate trend analysis through selecting comparable household samples over time, or by using panels that employ the same respondents more than once.

The Director of TWS is Albert E. Gollin and the Assistant Director is James Kretz.

Transportation Alternatives in Northern Virginia. This study, which deals with community attitudes toward several existing and proposed transportation systems for Northern Virginia, is part of a broader assessment of the impact of transportation alternatives. Citizens' opinions and preferences will be related to their current transportation behavior as well as to attitudes toward pertinent environmental

issues. The study involves telephone interviews with a sample of Northern Virginia residents, supplemented by information gathered in personal interviews through The Washington Survey (see above) from a representative sample of households in Greater Washington. Study directors: Albert E. Gollin and Lynn Curtis.

Survey of District of Columbia Metropolitan Police Department on Enforcement of Laws against "Victimless Crimes." For this study, a stratified-by-rank random sample of more than 400 police officers was selected from an exhaustive listing provided by the Assistant General Council of the Metropolitan Police Department. These officers are being given a short, self-administered questionnaire containing question batteries on gambling, prostitution, and the enforcement of related laws. This study, which is sponsored by the Washington Lawyers' Committee for Civil Rights under the Law, is one part of a larger inquiry into the decriminalization of plaintiffless crimes. Study director: James Kretz.

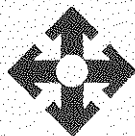
Institute for Survey Research
Temple University

(Seltzer Hall, 1710 N. Broad Street, Philadelphia, Pennsylvania 19121)

National Fertility Study Tracing. Working with Drs. Ryder and Westoff of Princeton University, ISR is currently tracing a national sample of 4,631 women previously interviewed for the 1970 National Fertility Study. Because reinterviews may be conducted, tracing procedures were designed that permit minimal contact with the respondents themselves. Confirming or correcting address information is being received from the post office, telephone company, or references supplied by the respondents. If reinterviews are conducted, it may be possible to test the reliability of post office and telephone company address update information. Study director: James Peterson.

Completed projects:

Philadelphia Youth Study. ISR conducted the second year of interviewing in a longitudinal study of a sample of 13- and 14-year-old black boys and their mothers. In addition, interviews were obtained from a 13- to 17-year-old sister, if one existed. From a sample of 1,294 households in Philadelphia, 2,294 personal interviews were obtained. The interviewing was conducted during February-May, 1972, for Drs. Michael Lalli and Leonard Savitz of Temple University's Department of Sociology, who are studying behavioral, personality, and environmental differences between delinquent and nondelinquent boys. Study director: James Peterson.



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414 David Kinley Hall
Urbana, Illinois 61801

Medical Malpractice. The objectives of this national study for the Secretary's Commission on Medical Malpractice (Department of Health, Education, and Welfare) were to investigate the public's knowledge of, attitudes toward, and involvement in the medical malpractice phenomenon. Respondents were asked to relate incidents for which medical care received by them or members of their families was perceived to be unsatisfactory. Included were questions about attitudes toward the medical and legal professions in general and about the specific nature and extent of contact with these professions. Personal interviews were held with a national sample of 1,000 respondents during September-November, 1972. Study director: James Peterson.

Methodological research:

Fertility Decision-Making among Married Couples. ISR is in the planning stages of a study of fertility-related decision-making for the National Institute for Child Health and Human Development. The study, which hopefully will help quantify the cost and reliability factors involved in obtaining data from males about fertility-related attitudes and behaviors, is substantive as well as methodological in scope. Both marital partners of a sample of 450 couples will be interviewed separately in an attempt to determine congruence of attitudes and knowledge, the amount and direction of communication between partners, and the effects of congruence or disparity in partners' attitudes upon success of fertility control. In addition, the husbands will be subject to three methodological variations of the interview situation: (1) personal interview with female interviewer, (2) personal interview with female interviewer plus sensitive questions self-administered, and (3) personal interview with male interviewer. If either of the first two alternatives produces reliable data, it may be feasible to gather fertility data from males on a national scale, using a predominantly female field force. Principal investigator: Leonard A. LoSciuto.

Institute of Social Research
Indiana University

(1022 East Third St., Bloomington, Ind. 47401)

Educational Plans and Performances of High School Seniors. The purposes of this study, being conducted in the Cincinnati public schools, are to learn more about the social factors that influence a student to attend college and how the desire to enter college affects current educational performance, as these factors vary by the social class, race, sex, and school assignment of the student. The study seeks to extend the research tradition on equality of educational opportunity, elaborating on the Coleman report findings on the

relation of family, peer, and school factors to achievement. The study involves personal interviews with 600 mothers and group questionnaires administered to 1,200 students in the high schools. Principal investigator: William R. Morgan.

National Opinion Research Center
University of Chicago

In Chicago

(6030 S. Ellis Ave., Chicago, Illinois 60637)

The Study of Basic Beliefs. Sponsored by the Luce Foundation of New York, the purpose of this study is a primary investigation into the study of systems of belief. The study, currently in the field, consists of personal interviews with a national sample of 1,500 adult respondents and about 700 mail questionnaires sent to the respondents' spouses and teenage children. Study director: William C. McCready.

In New York

(817 Broadway, New York, N.Y. 10003)

National Survey of Practicing Physicians, Medical Students, Interns and Residents. This study for the Columbia School of Public Health is concerned with describing the attitudes of members of the medical profession on major issues in health care. The questionnaire covers such areas as the role of government, financing and method of payment for medical care, the organization of medical practice, and controls and reviews. It is also concerned with differences among the various segments within the profession (physicians, interns and residents, and medical students). The field work, scheduled for March-June, 1973, involves telephone interviews with 4,000 senior physicians and mail questionnaires to 2,000 interns and residents and 4,000 medical students throughout the country. Principal investigator: John Colombotos.

Completed project:

Sociomedical Study of Induced Abortion (Feasibility Phase). This survey was conducted for the Albert Einstein College of Medicine, Department of Community Medicine, through a U.S. Public Health Service grant. The purposes were to describe the characteristics of resident and non-resident populations receiving induced abortions in hospitals and clinics in New York State and to examine the relationship between having an abortion and future contraceptive utilization and fertility. The feasibility phase was designed to identify problems involved in longitudinal data collection from patients. Last November NORC conducted telephone interviews with 100 women who had received in-

duced abortions in three health facilities in New York City in spring, 1972. An initial interview had been conducted with each patient at one of the health facilities at the time of the abortion and the telephone reinterview in the feasibility phase was made seven months after the initial interview.

Principal investigator: Raymond C. Lerner.

**Office of Institutional Educational Research
University of Washington**

(1400 N.E. Campus Parkway, Seattle, Washington 98105)

Study of Characteristics of Members of Public Boards, Committees and Commissions. The purpose of this study currently being conducted in King County, Washington, and the surrounding area is to determine the personal characteristics of members of public boards as these relate to the work of the organizations and the representativeness of the bodies. The study is sponsored by the City of Seattle, King County, and state and regional offices of the Office of Educational Opportunity and involves personal and telephone interviews with 200-300 respondents.

Principal investigator: Judith Fiedler.

**Pennsylvania Field Research Laboratory
Pennsylvania State University**

(S-211 Human Development Bldg., University Park, Pennsylvania 16802)

Public Welfare Social Service Needs, Utilization and Related Attitudes. Sponsored by the Pennsylvania Department of Public Welfare, the purposes of this study are to (1) assess the demand for social services, (2) estimate populations in need and currently using social services, (3) explore the relationship between use of services and attitudes concerning welfare, (4) relate economic and job history to public welfare experience, and (5) examine welfare use related to migration patterns. Using an area probability sample for the state of Pennsylvania, augmented by a sample from welfare rolls, personal interviews are being conducted with 2,200 respondents.

Principal investigators: Joe A. Miller and R. Richard Ritti.

Completed projects:

Five-County "Happiness" Study. Conducted last April and May in five central Pennsylvania counties, this study was designed to develop a set of guidelines (other than economic ones) by which the standard or quality of living can be better understood. Respondents were asked how happy they were, how far they felt they

they had gone toward the best life they could imagine, and what sort of things made them happy or unhappy. A total of 760 households were chosen, and interviews were completed in 609 of these households.

Principal investigator: R. Richard Ritti.

An Evaluation of the AFWA Social Services Delivery System. The purpose of this study for the Pennsylvania Department of Public Welfare was to evaluate the effectiveness of a new form of social services delivery to welfare recipients through a survey of attitudes and services received. The study, completed last September, involved personal interviews with a sample of 400 in Delaware County, Pa. A methodological component of the study tested the differences in matching races of interviewer and respondent.

Principal investigator: Joe A. Miller.

Economic Determinants of Fertility Decisions. In this recently completed study sponsored by the Rockefeller Foundation, personal interviews were conducted in south central Pennsylvania with a sample of 600 households screened from 1,200. The purpose was to study the individual determinants of fertility decisions in families with the wife under 35 years of age. The attempt was to get a better understanding of the relationship between individual attributes rather than aggregated attributes as obtained through census sources.

Principal investigator: Dennis O'Donnell.

**Public Opinion Survey Unit
University of Missouri/Columbia**

(211 Swallow Hall, Columbia, Missouri 65201)

St. Louis Unemployment Study. This study for the U.S. Department of Labor involves interviews with approximately 2,500 unemployed persons in the St. Louis metropolitan area to study the job-seeking behavior of unemployed people and the role of the Missouri Division of Employment Security in assisting with this job-search activity. Information is being sought about the level and structure of the job-search activity, new jobs accepted after the period of unemployment, the use people make of the job opportunity services offered by the MDES, and what attitudes they have toward these services. In the past year, all respondents have been interviewed at least twice and most three times. The first interview was personal, and the second and third have been phone interviews when possible and personal when not.

Principal investigator: Dave Stevens.

Completed project:

Columbia Cable Television Study. This was a survey of Columbia, Missouri, residents to es-

timate the number of people who would subscribe to cable television if it were available in Columbia. Mail questionnaires were sent in June, 1972, to 500 residents, with some telephone and personal interviews conducted with nonrespondents to increase the response rate. The study was sponsored by the University of Missouri and the City of Columbia. Principal investigators: David Leuthold and Paul Junk.

Research Triangle Institute
North Carolina

(P.O. Box 12194, Research Triangle Park, N.C. 27709)

New Communities. Under contract to the Center for Urban and Regional Studies, University of North Carolina, Chapel Hill, RTI is interviewing residents of new communities, including those developing with and without federal loan guarantees. The major goals of this study, supported by the National Science Foundation, are to identify factors that contribute most to residents' quality of life, and (2) to estimate the feasibility of actually achieving such characteristics in the new community development process. A total of approximately 5,500 interviews will be obtained in 34 communities.

OARS Community Survey. This survey in Durham, N.C., is being undertaken under the auspices of the Older Americans Resources and Services Program (OARS), a branch of the Duke University Center for the Study of Aging and Human Development. The primary purpose is to determine the condition of the elderly, particularly in the areas of mental and physical health, economic and social resources, and how well they are able to carry out the activities of daily living. There is also interest in learning which of the elderly are being served by existing community services and the perceptions of the elderly regarding the services they need.

Survey Research Center
Brigham Young University

(211 Jacobs House, Provo, Utah 84601)

Rural Teacher Evaluation. The purpose of this survey is to evaluate student, faculty, and administrator attitudes regarding the teacher's role in rural communities. Personal interviews are being conducted with 400 respondents in northeastern Utah rural school districts. Principal investigators: Ivan Muse and Eward W. Hoppe.

Completed project:

Medical Multiphase Screening Study. This project involved the field operation phase of multiphase screening of residents of low- and middle-income households in Salt Lake City. Personal interviews were conducted during September-November, 1972, with 600 residents. Principal investigator: Robert J. Parsons.

Survey Research Center
University of California at Los Angeles

(Los Angeles, California 90024)

Construction of a Health Status Index. Funded by the National Center for Health Services Research and Development, the purpose of this project is to evaluate the reliability, validity, and generalizability of each of the operational components of the Health Status Index, a mathematical model of health status composed of two dimensions: function status and prognosis. The components are (1) the function status and transition probability classification, (2) the social preferences, or levels of well-being, associated with the function levels, and (3) the model of health status as an expected value.

This project will run for three years, with three personal interview surveys having samples of 1,000 each. In the first year, a pilot study will be conducted using the Los Angeles Metropolitan Area Survey (LAMAS). The second and third years will be full studies using up to 50 per cent or more of LAMAS. Principal investigator: Dr. James W. Bush, Department of Community Medicine, University of California, San Diego.

"Class" Consciousness and New Roles for the Aged. This cross-ethnic research project (Anglo, Black, Chicano), funded by the National Science Foundation, consists of several studies: first a study to determine the extent to which there is any sign among older people of an emerging "class" consciousness that might serve as the basis for an organized, collective effort on their part toward ameliorating their present state of political, social, and economic powerlessness; second a study to determine how society's "gatekeepers" and institutional "elites" (state and national legislators, labor and business leaders, bureaucrats, doctors, lawyers, etc.) perceive the current functionlessness of the aged and the extent to which they have considered any alternatives for the future. Field work, with two separate samples, is to start in the fall of 1973. Principal investigator: Lamar Empey, Gerontology Center, University of Southern California.

Survey Research Center
University of Michigan

(Institute for Social Research, University of Michigan, Ann Arbor, Mich. 48106)

Methodological research:

Effects of Interviewing Instructions and Verbal Modeling Procedures on Health Reporting. This study, as part of a program of studies on interviewing methodology sponsored by the National Center for Health Services Research and Development, U.S. Public Health Service, is aimed at evaluating the effects of two procedures on reporting of health and health-related information. These two procedures were conceptualized as alternative ways of clarifying for the respondent his interview task and his role. It was assumed that lack of knowledge of what was expected of a respondent was a problem in health interviews; these procedures were designed to provide such information. In the Instructions procedure, interviewers read statements to respondents at designated places in the interview ranging from clarification of the question and interview objectives to descriptions of ideal respondent role behaviors. In the Modeling procedure, the respondents listened to a short, prerecorded health interview played on a cassette machine. The study used a sample of 400 females from the Boston area, with personal interviews conducted by interviewers from the Survey Research Program (Boston). The field work has been completed and the data are currently being processed. Study directors: Ramon Henson and Charles F. Cannell.

Survey Research Center
State University of New York at Buffalo

(4230 Ridge Lea Road, Amherst, N.Y. 14226)

Lymphoma Survey. The purpose of this survey of lymphoma and leukemia patients and controls in Orleans County, New York, is the development of a new method for studying acquaintance networks among patients and their non-ill acquaintances. The study is sponsored by the New York State Cancer Control, with SRC being involved in all phases. The project will be expanded to include a "Survey of Selected Chronic Diseases" to be conducted in Niagara County, New York. That survey will cover living lymphoma cases and cases of multiple sclerosis. The sample size is variable, with personal interviews being conducted with about 2,000 respondents.

Project director: Peter Greenwald, N.Y. State Cancer Control; study director: Joel Rose, SRC, SUNYAB.

Survey of Housing on the Tonawanda (Seneca) Indian Reservation. Sponsored by HUD/N.Y.

State Office of Planning Services under a sub-contract to SRC from the Tonawanda Band of Seneca Indians, the purposes of this study on the Tonawanda Seneca Indian Reservation in New York State are (1) to assess the nature and quality of housing, together with "real" and perceived needs for housing on the reservation, and (2) to identify comprehensively household characteristics (residents, ages, relations, living space, incomes, etc.) on the reservation. So far survey teams have conducted over 500 personal interviews, including physical inspections. This survey is part of a more general study of the quality of reservation life.

Study directors: Bernard Parker, Tonawanda Seneca, and Raymond G. Hunt, SRC, SUNYAB.

Survey Research Centre
York University

(Administrative Studies Bldg., 4700 Keele Street, Downsview, Ontario, Canada M3J 1P3)

Completed projects:

Opinions of Residents on Medical Services in Ontario. This was a study of the opinions of residents, 18 years and over, toward medical services in Ontario, the focus being mainly on physicians' services. Personal interviews were conducted last fall with a sample of 982 residents in Ontario.

Principal investigator: Terry Bird.

Child Care Planning Study. The purpose of this study for Atkinson College, York University, was to determine to what extent the college's students might require facilities for child care during the day and evening sessions. Mail questionnaires were sent last fall to 814 Atkinson College students.

Principal investigator: Annamaria Kovacs.

Methodological research:

Non-Response Follow-up for Mail Questionnaires. In this research, the initial number of selected respondents was 814. After a two-week period, 406 had responded to the mail questionnaire. Two types of follow-up reminders were then used for the remaining 408. Half were sent another questionnaire and a letter, and the other half were sent a business reply card and a letter.

The number of completions elicited from these two groups was identical--81. In addition, 25 other replies were received on the business reply cards saying that the respondents felt they were ineligible or refused to participate. On the basis of these figures, the Survey Research Centre feels that using a business reply card and letter is better from the point of view of both economy and response rate.

Survey Research Laboratory

University of Illinois

at Urbana-Champaign

(414 David Kinley Hall, Urbana, Illinois 61801)

Attitudes toward the University of Illinois. The purpose of this study for the President's Office of the University of Illinois is to try to assess public opinion on various issues concerning the University--its leadership, management, faculty, and students. Questionnaires will be administered at 14 regional group meetings already planned throughout Illinois for March-November, 1973. Invited to these meetings are county chairmen of the Dads and Mothers Associations, Illini Club officers, the University of Illinois Citizens Committee, farm and home advisors, and members of the various college advisory committees. Project coordinator: Matilda Frankel.

Characteristics of College Seniors. Sponsored by the State of Illinois Department of Finance, the purpose of this study is to determine the costs and feasibility of a statewide information system on higher education. From a sample of potential college graduates, data will be collected on their career plans, reactions to college, and ways of financing their college educations. Field work is scheduled to begin in April, with questionnaires sent to 3,000 to 5,000 persons in Illinois who are candidates for baccalaureate or A.A. degrees. Project coordinator: Joe L. Spaeth.

at Chicago Circle

(4075 Behavioral Sciences Bldg., Chicago, Illinois 60680)

Chicago Married Couples Panel. This is a continuation and expansion of SRL's Consumer Panel Study in Decatur and Peoria (see January, 1972, issue of *Survey Research*). Of concern is the economic adjustment to married life of young newly married couples. The major focus is on the lifestyles of these couples and how these lifestyles differ. The sample consists of couples married in Cook County, Illinois, between June 1 and August 30, 1972, with the husband 32 years of age or less. These panel members will be interviewed twice yearly during the study. The study is supported by a grant from the National Science Foundation. Project coordinators: Robert Ferber, SRL, and Francesco Nicosia, University of California, Berkeley.

CTA Ridership Study. The objectives of this survey for the Department of Public Works, City of Chicago, are to ascertain people's use of and attitudes toward the Chicago Transit Authority. These objectives are further specified to include (1) both the bus and rapid

transit lines, and (2) the opinions from frequent and occasional riders of the CTA as well as persons who do not make use of any CTA transportation lines. The survey will provide baseline data from a sample of households on the extent of CTA ridership; type of vehicle used, if any; if used, how often and at what times; usage of the CTA by socioeconomic groups; opinions on how to increase usage; and other relevant data. Telephone interviews using random digit dialing will be completed with 1,500 households within the Chicago city limits.

Project coordinator: Ronald Czaja.

Sickle Cell Disease Survey. The purpose of this project is to prepare a final set of data-collection instruments for a major Sickle Cell Study. The major study will attempt to determine the knowledgability and attitudes of the black community in Chicago toward the disease itself and the knowledgability, utilization, and attitudes in regard to testing, educational, and counseling programs. The pretest, to be finished by May, will involve personal interviews with a sample of 50 blacks. The study is being sponsored by Drs. I. D. Rotkin, George Honig, and Maurice Rabb at the Abraham Lincoln School of Medicine, University of Illinois, with Dr. Rotkin acting as principal investigator.

Project coordinator: Gloria Heinemann.

Survey Research Program

Boston

(100 Arlington St., Boston, Mass. 02116)

Study of Apartment Dwellers. Sponsored by the Boston Redevelopment Authority, this study seeks to identify the characteristics of persons who move to "luxury" apartments and their reasons for so doing. There is also a supplemental sample of condominium dwellers. A combination of personal and telephone interviews is being used with a sample size of 30 in the city of Boston.

Principal investigator: Kent Colton, Boston Redevelopment Authority.

Wisconsin Survey Research Laboratory

University of Wisconsin

(Lowell Hall, 610 Langdon Street, Madison, Wisconsin 53706)

Completed projects:

Outdoor Recreation Demand Study. This was a survey conducted last fall to determine future recreational uses and recreational highway needs in nine states in the upper Midwest: Wisconsin, Michigan, Minnesota, Illinois,

Indiana, Iowa, North and South Dakota, and Ohio. The survey formed a segment of a larger study funded by the Upper Great Lakes Regional Commission. The survey was an outgrowth of the Commission's concern about probable development around recently acquired federal recreation areas. A random selection of approximately 7,500 households in the nine-state area were interviewed by telephone to learn about their recreational activities and trips. Study director: Rollin B. Cooper, Recreation Resource Center, University of Wisconsin.

Dane County Health Study. The purpose of this study conducted in Dane County, Wisconsin, last fall was to gather information about the people's health, health care, and health needs to help determine which services are most appropriate to meet the needs of Dane County residents. The survey was jointly funded by the Dane County Board of Supervisors, the Dane County Community Action Commission, the University of Wisconsin Medical School, and the Health Planning Council. Personal interviews were conducted with a random sample of 625 Dane County residents. Study director: Judith Ladinsky, Department of Preventive Medicine, University of Wisconsin Medical School.

Residential Locational Preferences in Wisconsin. This survey of Wisconsin citizens was designed to find out how people see their region in comparison with other regions of the state. The State Planning Office, which sponsored the study, is studying the distribution of population over the state and the factors which seem to account for how it is distributed. Of primary interest in this study were the differences among regions and how willing people would be to move from one region to another. Telephone interviews were conducted in the late fall with 4,000 residents throughout Wisconsin. Study director: Thomas Logan, Department of Urban Planning, University of Wisconsin.

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Personnel Notes

James D. Bates has been appointed Director of the Survey Methodology and Operations Department at the Research Triangle Institute.

Judith Fiedler, formerly Research Supervisor, has been appointed Assistant Director of the Office of Institutional Educational Research at the University of Washington.

Leonard A. LoSciuto, who has served as Study Director, Assistant Director, and Acting Director of the Institute for Survey Research at Temple University, has recently been selected as ISR's new Director.

Nicholas Mullins has taken on the position of Associate Director of the Institute of Social Research at Indiana University. He is also Associate Professor of Sociology at that university.

Marvin Olsen has resumed his duties as Director of the Institute of Social Research, Indiana University, after being on sabbatical leave during 1971-72.

Shelby Orrell has been promoted to Associate Director of the National Opinion Research Center. He was formerly NORC's Business Manager.

Gertrude D. Peterson has been appointed Assistant Eastern Field Director in the New York office of the National Opinion Research Center. She was formerly a Senior Sociologist at the Stanford Research Institute.

Dale Wright has been appointed Assistant Director of the Survey Research Center at Brigham Young University.

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Field Directors' Conference

The fifth annual Conference of Field Directors is being held in Canada this year at York University in Toronto, Ontario. Dates for the conference are June 12 and 13.

Enquiries may be forwarded to:
Dr. C. M. Lanphier, Director
Survey Research Centre
York University
Administrative Studies Building
4700 Keele Street
Downsview, Ontario
Canada M3J 1P3

More information will be forthcoming in the spring.

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Opinion Survey Center in Dayton

The Public Opinion Center (418 Third National Bldg., 32 N. Main St., Dayton, Ohio 45402) was established in September, 1970, as a project of the Dayton-Miami Valley Consortium (DMVC), which is a federation of 13 institutions of higher education in the region organized as a not-for-profit corporation. Partial support for the Center is provided by a grant from the Charles F. Kettering Foundation to the DMVC. The Center was set up as part of a three-year pilot project to assess the utility of public opinion polling in the Dayton-Miami Valley area. After the conclusion of the pilot project in October, 1973, the operation of the Center will be on a self-supporting basis. The Executive Director of the Center is Michael S. Lenrow; Manager of Operations is Tom Weller.

The Center is unique since it is the first opinion survey agency in the nation to operate for the public benefit of a single regional community. The goals of the Center are (1) to determine the feasibility and effectiveness of a community public opinion center established to assist in understanding citizen attitudes and desires on public issues and (2) to develop an economically viable public opinion center that can survive beyond the experimental period as a self-supporting organization for the benefit of the Dayton area and as an example for those who would replicate it elsewhere.

The Center's schedule currently includes two surveys per year of City of Dayton residents and two of Montgomery County residents. Recent surveys have included the following:

Ombudsman Survey. The Center recently completed this county-wide survey, which was one in a series of periodic surveys to measure public awareness and knowledge of the Ombudsman's office in Dayton and attitudes toward its effectiveness.

Student Rights. The basis of a continuing Center study has been the public's understanding of and attitudes toward student rights. By comparing current public opinion with that of a year ago, the Center is helping gauge the effectiveness of the Center for the Study of Student Citizenship, Rights, and Responsibilities, which requested the study.

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Interviewing in Telephone Surveys

Because of the increased interest in telephone surveys, information on telephone interviewing at various academic survey research organizations was gathered by questionnaire at the end of last year. Of the 26 questionnaires sent to these facilities, 22 were returned. Among these organizations, 17 have conducted surveys in which telephone interviewing was the primary data-collection method.

The first column in the table on pp. 10-11 indicates the number of telephone surveys that these 17 facilities have done since September, 1971, and the second column shows what percentage this number was of the total number of surveys conducted during that time. As can be seen, the Survey Research Lab (Illinois) conducted the greatest number, with NORC (Chicago) second and the Public Opinion Center (Dayton) third.

The range of the sample sizes that have ever been used by the facilities in phone surveys is shown in Columns 3 and 4. Here SRC (UCLA) has conducted the smallest survey, with only 50 respondents, while NORC (Chicago) did the largest, with a sample of 6,000.

The most frequent subject matter for telephone surveys has been health-related matters. The next most frequent subject has been family size and fertility. Other topics have included TV program viewing, crime, recreation, and attitudes toward taxes and other economic matters.

In conducting telephone surveys, the majority of the organizations are most interested in interviewing specific individuals, with 2 facilities each being mostly interested in specific households (or institutions) or any adult at a specific phone number or at a specific address. Related to the interest in specific individuals is the fact that in drawing samples for phone surveys, lists of specialized populations have been used most frequently, with 12 facilities reporting their use. Next most frequently used have been telephone books, although several facilities say that they no longer use these. The Public Opinion Survey Unit (Missouri) draws from their master sample of Missouri and then uses telephone books and reverse and city directories to obtain phone numbers.

Only 3 organizations--the Behavioral Sciences Lab (Cincinnati), the Public Opinion Center, and SRL--report using random digit dialing. Interestingly enough, all 3 facilities have asked family composition and/or household address while using random digit dialing.

When asked if they do anything to supplement phone calls to take account of possible bias from no phones and unlisted phones when using regular sampling methods (i.e., not random digit dialing), 5 organizations report doing nothing. Of the remaining facilities, 7 do some other kind of field work. The most frequent procedure, used by 6 facilities, is personal interviews for respondents without phones or with unlisted numbers. The Public Opinion Survey Unit has also used mail questionnaires, while ISR (Temple) has sent the respondents letters and asked them to call collect.

Compared with the length of their personal interview questionnaires, 9 facilities report that their telephone questionnaires are shorter and 8 report that they are about the same. The phone questionnaires usually contain fewer open-ended questions and naturally do not use response cards. There is quite a range in the length of telephone questionnaires, as shown in Columns 5 and 6, with the interviews lasting from as little as 2 minutes to as long as 90 minutes. Column 7 indicates that there are also differing attitudes on the maximum feasible length for a telephone interview. Two facilities think that about 10 minutes is the maximum, while at the other extreme, 3 facilities believe that such interviews can last 60-75 minutes.

Turning to the content of telephone interviews, Column 8 shows the types of lead-ins

TELEPHONE INTERVIEWING AT VARIOUS SURVEY RESEARCH ORGANIZATIONS

Organization	Phone Surveys since 9/71		Range of Sample Sizes for All Phone Surveys		Length of Phone Questionnaires		
	Number (1)	Per Cent of Total (2)	Smallest (3)	Largest (4)	Shortest (minutes) (5)	Longest (minutes) (6)	Maximum
							Feasible (minutes) (7)
Behavioral Sciences Lab--U. of Cincinnati	2	100%	291	1,049	5	15	20
Institute for Survey Research--Temple Univ.	0	0	216	475	2	15	60
Minnesota Center for Sociological Re- search--U. of Minn.	1	<5	140	* ^a	60	*	75
NORC--Chicago	9	15-20	250	6,000	15	60	60
NORC--New York	0	0	432	1,400	5	90	NA
Office of Institution- al Educational Re- search--U. of Wash.	^c	-	200	*	20	*	30
Pennsylvania Field Re- search Lab--Penn St.	1	10	400	2,200	2	*	10
Population Research Lab--Brown Univ.	1	100	3,000	*	10-15	*	35
Public Opinion Cen- ter--Dayton, Ohio	7	20	272	600	10	20-25	30
Public Opinion Survey Unit--U. of Missouri	2	35	516	1,350	7	15	30
Research Triangle In- stitute--N. Carolina	1	10	40-50	800	2	5	8-10
Survey Research Cen- ter--UCLA	3	NA	50	415	3	20	30
Survey Research Cen- ter--U. of Michigan	3	10	1,218	1,427	14	35 ^e	^f
Survey Research Cen- ter--SUNY/Buffalo	1	<1	389	*	10-15	*	20
Survey Research Cen- tre--York Univ.	1	20	245	*	5-6	*	15-20
Survey Research Lab-- U. of Illinois	14	25	100	2,500	10-12	45	30-45
Survey Research Pro- gram--Boston	4	25	300	1,700	20	35	30

^aAn * indicates has done only one telephone survey.

^bDepending on locality, with higher rate in areas with larger populations.

^cOne study in planning stage.

^dOne-shot survey in which wanted to make sure interviewers showed up every night.

^eCurrently doing a 90-minute phone interview with 1972 political convention delegates.

^fDepends on topic and nature of population studied.

TELEPHONE INTERVIEWING AT VARIOUS SURVEY RESEARCH ORGANIZATIONS (cont.)

Usual Lead-in Inform- ation (8)	Ask Highly Sensitive Questions (9)	Follow up Refusals and Breakoffs (10)	Make Callbacks (11)	Send Advance Letters (12)	Send Thank-you Letters (13)	Telephone Interviewers		
						Number Available (14)	Pay Method (15)	Starting Hourly Pay Rate (16)
N,O	No	No	No	No	No	15	H	\$2.00
N,O	Yes	Y1	YA	No	YS	10	E	2.25
N,O,S,P	Yes	Y1	YS	YA	No	5-6	Salaried	4.20
N,O,P	Yes	Y1,2,3	YS	YS	YS	No set #	E	2.00-2.50 ^b
O,P	Yes	Y1,2	YS	YA	YS	20	H	2.50
N,O,P	NA	Y1,2	YS	YA	YS	5	I	--
O,P	No	No	No	NA	NA	5	H	5.00 ^d
N,O,S	No	No	YA	No	No	15-20	H	3.00
N,O,S	No	Y1,2	YS	No	No	15	H	2.25
N,O,S,P	No	Y1	YS	No	No	70	H	2.25
N,O,S,P	No	No	YA	YS	No	5	H	2.25
N,O,S,P	Yes	Y1,2	YS	YS	No	50	E	2.53
None	Yes	No	YS	YA	No	120	E	2.50-2.65 ^b
N,O,S,P	No	Y1,2	YA	YA	No	10-15	H	2.00
N,S,P	No	No	YS	No	No	40	H	2.30
N,O,P	Yes	No	YS	YS	No	12-15	E	1.80
N,O,S,P	No	Y1,2	YS	YA	YA	10-15	H	2.50

Col. (8)--N = Name of interviewer; O = Organizational affiliation; S = Sponsor of study; P = Purpose of study.

Col. (10)--Y1 = Yes, with a different telephone interviewer or the supervisor; Y2 = Yes, with a personal interview; Y3 = Yes, with a mail questionnaire.

Cols. (11), (12), (13)--YA = Yes, always; YS = Yes, sometimes.

Col. (15)--I = By the interview; H = By the hour; E = Either, depending on the survey.

used. Only SRC (Michigan) uses none, while 7 facilities use all the following information: name of interviewer, organizational affiliation, sponsor, and purpose of the survey. When asked whether their telephone questionnaires ever contain highly sensitive questions such as abortions, drug usage, or drunk driving, 9 facilities reported "No" and 7 reported "Yes" (Column 9). Of the latter, 6 have found that on the whole the respondents reply to these questions. SRC (Michigan) is now doing an experiment to test this although they have asked birth control methods with no problem on phone reinterviews. ISR (Temple) has also used contraceptive questions on phone reinterviews.

Although the organizations were asked about their response rates on phone surveys, the results were inconclusive since there were such varying interpretations of the type of information requested. However, Column 10 does show that over half the facilities attempt to follow up on refusals and breakoffs, with 10 facilities using a different interviewer or the supervisor and 7 using a personal interview. Furthermore, 15 of the 17 facilities responding make callbacks for missing information on phone interviews (Column 11).

When specific individuals or households are to be called, 10 facilities always or sometimes send advance letters or postcards (Column 12). However, only 5 organizations ever send thank-you letters (Column 13), although one organization responded that they didn't but should.

Column 14 shows quite a variation in the number of trained interviewers that the 17 facilities usually have available for telephone surveys, ranging from the 120 on the national interviewing staff at SRC (Michigan) to 5 at several facilities. Among the various organizations, there is an almost even split between those where the telephone interviewers are permanent staff members and those where they are temporary employees. As can be seen in Column 15, most of the phone interviewers are paid by the hour, with just OIER (Washington) paying only by the interview. Column 16 indicates the range in starting hourly pay rates. At 12 facilities the hourly rate for phone interviewers is about the same as for personal interviewers, while at 2 the phone interviewers receive more and at one facility they receive less.

The basic qualifications for telephone interviewers are the same as for personal interviewers and in fact some facilities use their regular personal interviewers for phone surveys. Additional qualifications sought by various facilities are a good telephone voice, intelligence, above average interviewing abilities, high response rates as personal interviewers, and the ability to establish rapport with respondents over the phone and to hold their interest.

These interviewers are usually trained in group training sessions, although 2 facilities train individually and SRC (Michigan) mails instructions to its national staff of interviewers. SRL is the only facility that now has a standard training manual for telephone interviewers, although both SRC (UCLA) and the Public Opinion Center are working on such manuals.

Slightly more telephone interviewing is done from home telephones than from telephones at the survey research facilities. At only 3 facilities are just local phone surveys conducted. Of the 13 facilities that do both local and long distance phone interviewing, the majority of the long distance calls at 8 facilities are within the state, one also makes calls to neighboring states, while 4 make calls nationwide. Wide Area Telephone Service lines are used by 6 of these 13 organizations.

Among special equipment employed in telephone interviewing, ear sets are used by 5 facilities, while private cubicles are used at 4 places. Touch-tone dialing and monitoring devices are each used by 2 organizations. Nine facilities employ no special equipment.

In comparison with personal interview surveys, all 16 facilities that responded to the question on costs reported that their total direct costs on phone surveys are lower. Regarding the phases of surveying where they have been able to reduce costs by using telephone instead of personal interviews, various aspects of field work and data collection were mentioned by 14 facilities. These include savings in travel time and mileage, easier supervision, use of fewer interviewers, and greater interviewer productivity. Six facilities mentioned sampling as a phase where costs have been reduced. However, 3 facilities reported the opposite and said that they have had difficulty in reducing sampling costs. The Public Opinion Survey Unit, which uses its master sample for phone surveys, has "found no shortcuts that can be used on telephone surveys that can't be used on personal interview surveys." The Survey Research Program (Boston), which samples from both city directories and lists of specialized populations, reports "more clerical work to get numbers for addresses."

Several organizations are conducting methodological research on telephone interviewing or have done so in the past. Among these are NORC's experiments with telephone methods, including the use of telephone calls to make advance appointments, phone calls for purposes of screening rare populations, and the comparison of telephone and personal interviewing of physicians. The Public Opinion Survey Unit has done research on "Patterns of Bias in Samples Based on Telephone Directories" (*POQ*, 35 [1971], 249-57), and the Behavioral Sciences Lab has studied "The Efficacy of Random Digit Dialing" (see p. 14 of this issue). SRL is

currently doing research both on comparing experienced and new telephone interviewers in terms of errors made and on obtaining demographics by random digit dialing. It has also done a pilot study on the comparison of telephone vs. diary methods of collecting consumer expenditure data. A study is being conducted jointly by Charles Cannell at SRC (Michigan) and the Kansas City Community Mental Health Assessment Study to compare phone and personal interviews involving questions on psychological depression, with some items that are potentially embarrassing or threatening. Methodological research has also been done by Rhode Island Health Services Research in collaboration with the Survey Research Program to determine the optimum method of gathering data on disability and health services utilization. Identical questionnaires were administered to three samples using a combination of mail, phone, and personal interview approaches.

#

Telephone Interviewing Procedures

Tom Weller*

Telephone interviewing has become a new tool of the Public Opinion Center in the last year because it allows our organization to meet its goals as a community service group in a very efficient way. Not only is telephone interviewing more convenient, it has also cut survey costs 25 to 30 per cent compared with field interviewing for the same data. The equipment used and the sampling method are, of course, very important to the efficient, economical use of time and personnel resources in telephone interviewing.

For our purposes, touch-tone telephones and Star-Set head sets have proven best as basic equipment. The use of touch-tone telephones improves speed and is more error free than dialing the other models. The Star-Set head set is very convenient because it is lightweight and inserts directly into the ear without using a band over the head. The physical surrounding is a carpeted room, insulated on all sides with acoustical tile, which helps to keep the noise level at a minimum.

To increase efficiency, we have developed a silent monitoring system so that both the questionnaire and the interviewer's performance can be improved. Through this process, many improvements have been made on questionnaires. Silent monitoring can be an invaluable aid for interviewers. A further development that might be considered is to tape-record interviews. They could then be replayed, al-

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lowing the interviewers to hear their own mistakes, rather than relying on what the supervisor tells them they are doing incorrectly.

We utilize three sampling methods in our telephone interviewing. The first is the random-digit-dialing method. The digits are drawn from the book, "A Million Random Digits," published by the Rand Corporation, and assigned to working telephone exchanges. Here the criss-cross directory is very helpful because it provides us with information on which "banks" of numbers are in use. In other words, once the correct area exchange numbers have been determined, the criss-cross tells us if each of the one-thousand number groups (0... - 9...) is in use in residential areas. Once this has been determined, our interviewers go to work with their randomly selected numbers until the survey is completed.

The following table shows the typical frequencies in a telephone survey done with random digit dialing:

Category	Frequency	% of Total Numbers
Completed interviews	443	30
Out of city limits	369	24
Non-working numbers	298	20
Business numbers	198	13
Refusal	73	5
No answer	62	4
Respondent not home	28	2
Other reason	26	2
Breakoff	2	-
Busy	1	-
Numbers called/interview	3.4	

The greatest problem, as can be surmised from the table, is the too-frequent reaching of "out-of-city" numbers (i.e., outside our sample area). This makes necessary an additional question not needed in a field questionnaire--a screening question that inquires where the respondent lives. This question is critical to insure that the data are accurate. The table includes only the "resolution" of calls and does not record the callbacks necessary to obtain the above data. The number of callbacks per prospective respondent is, of course, subject to each organization's discretion.

To get the proper type of respondent that this method requires, we have used a series of six matrices. Generally, this method has worked. The only problem is in a small sample. We have found that an oversample of females occurs even though all matrices are used equally. We have not been able to explain this yet but are working to find out why this occurs.

The following table reflects the male-female ratio derived from our three surveys using random digit dialing:

Sample Size	Male	Female	NA
265	35.1	64.2	.7
272	37.2	62.1	.7
401	42.2	57.8	--
599	42.4	57.6	--

The ratio should be 46.2 male and 53.8 female. The table shows that as the sample size increases, the ratios become closer to the actual population figures.

The other two sampling methods that we use in telephone surveys are closely related to each other. The first of these is a systematic sample of voter registration lists. Here the sample is determined by a random start number; then the computer systematically selects ward, precinct, and voter number of each prospective respondent. Each of these respondents is then looked up on the corresponding voter registration list, which gives the respondent's name and address. With this information, a criss-cross directory can be used to identify telephone numbers. If that fails, the telephone book is checked. As a last resort, the operator is checked. If the person still cannot be traced, then he is dropped from the sample. The major problems with this method is the number of man-hours needed to obtain a sample.

The other method is identical to the one above except that instead of dropping a prospective respondent from the sample after failing to locate him, a further attempt is made to find him (in the field). One survey that was attempted with this combination method found 12 per cent unfindable through the first three checks outlined above. However, 50 per cent of these (6 per cent overall) were found through field location. So far no significant difference has been found in either the sample itself or the resulting data between these last two sampling methods.

#

The Efficacy of Random Digit Dialing

William Klecka and Al Tuchfarber*

Ever since the Chicago Tribune incorrectly predicted Truman's defeat in 1948, telephone interviewing has been characterized as producing seriously biased samples. Yet, it is far cheaper and quicker than personal interviewing, and residential telephones are far more ubiquitous today than they were 25 years ago.

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Furthermore, random digit dialing eliminates most of the biases inherent in sampling from telephone directories or other lists of phone subscribers. But how random and unbiased is such a sample and how representative are the results?

To help answer these questions, we have contrasted demographic data from the 1970 census to the results of comparable questions contained in two random-digit-dialing surveys recently conducted under our supervision. One was a sample of 1,049 households in Hamilton County, Ohio, conducted during June, 1972. It dealt with family usage of Cincinnati public services, as well as related informational and attitudinal questions. The other survey sought to determine the political activity and voting intentions of 18- to 20-year-olds residing in Hamilton County. Interviews administered in early October, 1972, netted 291 respondents. (For more details, see p. 1 of this issue.) Where comparisons were possible, both surveys were quite close to the census figures with only a few exceptions.

In the public services survey, our client was particularly concerned with obtaining a representative balance between Cincinnati residents and those living outside the city limits. Our survey found 50.8 per cent of the county's households located within Cincinnati as compared to the 54.1 per cent reported by the census. This figure is within the 95 per cent confidence interval. However, our sample does underrepresent renter-occupied dwelling units, especially those housing transients. In Cincinnati as a whole, 61.5 per cent of the occupied housing units are rentals, but our sample included only 52.1 per cent and the difference is undoubtedly greater for the inner city. Our suburban result of 19.4 per cent just barely includes the census value of 22.4 per cent within its confidence interval.

This bias against transients does not translate into a bias against blacks or the poor. Indeed, urban blacks seem to be overrepresented. Our sample contained 28.9 per cent black households among the Cincinnatians, which places the census figure of 23.8 per cent beyond the 95 per cent confidence interval. Some of this difference is due to the changing racial composition of the city since 1970, but we are uncertain how much bias, if any, remains. On family income, there was not a statistically significant difference. Although our 1972 median income was slightly higher than that reported by the 1970 census, this is clearly due to the influence of inflation.

When individual characteristics such as sex and age are considered, significant, but expected, biases are found. According to the census, 45.8 per cent of Hamilton County's adult residents are males; our figure is 35.3 per cent. Although the list of phone numbers

designated whether the interviewer was to ask for the "man" or "lady" of the household, any adult was accepted in the absence of this individual. No attempt was made to control the respondent's age, so cohorts aged 27-46 were slightly overrepresented, although the discrepancies were not excessive for most purposes. If needed, screening questions could be introduced to reduce the bias on these characteristics, just as is done with personal interviews.

The survey of newly enfranchised voters produced no statistically significant demographic biases despite its having been a sample of a "rare" population. (Only one eligible respondent out of every 30 phone numbers was reached, compared to one out of 4 for the public services study.) In the unusual case of a dwelling unit with more than one eligible respondent, we used a random selection procedure in asking to speak to the "oldest" or "youngest" potential respondent in order to reduce age and sex biases.

As can be seen from the following table, the age breakdown closely reflects the census distribution (chi-square=.41, which is far from significant):

Age in 1972	Census	Survey
18	34.5%	35.4%
19	33.2	33.7
20	32.3	30.9
	100.0%	100.0%

Race and school enrollment are also well within the bounds of a 95 per cent confidence interval. The proportion of males in the sample (41.6 per cent) does not differ significantly from the census value (46.9 per cent). The discrepancy is large enough to be suspicious, but not harmful.

Since neither of our surveys was designed to tap demographic characteristics in the same manner used by the census, comparable items were limited to those presented here. Happily, the only uncontrollable bias appears to be in the underrepresentation of transients, which becomes important only for inner city neighborhoods and for certain kinds of questions. Sex and age biases are controllable, even though they are an inherent result of the random-digit-dialing technique. This sort of sampling procedure automatically provides an approximately random selection of households, but not of individuals. Where a representative sample of individuals is required, imaginative within-household selection procedures and or weighting are called for.

Although our evidence is not adequate to prove that random digit dialing is less biased than other sampling techniques, we hope this report will help foment a more thorough investigation

of this approach. Certainly any telephone interviewing procedure will not suffice in a study where the necessary information cannot be elicited in a 15-20 minute interview. However, in this day of tight research monies, we cannot afford to ignore a technique that might greatly reduce our survey research costs or, what is even more important, allow us to do survey research that we could not even afford to consider before.

#

Telephone Interviewing on the NLRB Election Study

Mathew Hauck and Jeffrey Goldberg*

The purpose of the NLRB Election Study being conducted by the Survey Research Laboratory of the University of Illinois is to determine what variables effect the course of a union election and which significantly influence the voting behavior of employees. Two waves of interviews are involved for each election studied, with employees being interviewed approximately two weeks before the election and then immediately after the election. At the beginning of the study, the Wave I interview was conducted in person and the Wave II interview by phone.

At present, SRL has completed data collection on 20 NLRB union elections and will do about 10 more before June, 1973. Law students are being used as interviewers because of their training and their familiarity with the subtleties of labor law.

Before the Wave I interview, employees receive an advance letter describing the survey and asking for their cooperation. This letter stresses the neutrality of the study and that it is not connected with the union or the company. The letter states that the employee will be contacted by an interviewer in a few days.

In the early stages of this study, Wave I interviewing was done in person, with the interviewer first calling on the phone to set up a convenient time for a personal interview. It was felt that the Wave I interview had to be done in person for several reasons. First, it was thought that employees would not answer certain questions over the telephone. Second, the questionnaire had many open-ended questions that could best be asked in a personal interview.

*The authors are, respectively, Chief of the Field Operations Section and Research Assistant at the Survey Research Laboratory, University of Illinois.

As the study progressed, it became apparent that the sponsor needed answers to mostly closed-ended questions on Wave I and that it would be best to leave the open-ended questions until the second interview, after the campaign and the election. The respondents would have much more information to give at that time. Therefore, the Wave I questionnaire was changed to mostly closed-ended questions.

When interviewers were attempting to set up appointments for the personal interviews over the telephone, sometimes the respondents were too busy or some of them even said, "Why not do it right now?" Rather than losing the interview, the interviewers tried proceeding right then with the now mostly closed-ended questionnaire. The results were good, and the decision was made to switch procedures and do the Wave I interview by phone. Once on the phone, however, if the respondent said he was busy or that he would rather talk to the interviewer in person, then the interviewer would make an appointment either to interview him over the phone later or to interview him in person.

The change in procedures has resulted in savings both in time and cost. The only time someone has to go out in the field to do a personal interview is when the respondent requests it or when he does not have a phone.

In preparing the revised questionnaire to be used over the telephone, elaborate precautions were taken so that the questionnaire would conform to acceptable standards for telephone schedules. Statistical comparisons were also made to insure that the information received over the phone was comparable to that obtained when interviewing in person. In order to check further the results of the two interviewing methods and their comparability, coders were asked to determine if there was any quantitative and qualitative difference between those interviews conducted in person and those conducted over the phone. Tests indicated that there was no significant difference, which supported changing the design toward heavy telephone interviewing on Wave I. Interviewers were instructed to move directly into the interviewing schedules whenever possible while talking to a respondent over the phone.

As the NLRB study has progressed, it has become apparent that nearly all respondents are willing to be interviewed by telephone. We have also learned that one maximizes the likelihood of obtaining an interview if the interviewer uses a very brief introduction and moves as quickly as possible into the interviewing schedule. Accompanied by an advance letter, such techniques appear to have been instrumental in changing the emphasis of a study that was initially thought to be best conducted in person.

Jobs ↔ People

This column is for the convenience of people and organizations in the survey research field who are available for work in survey research or have job openings in the field.

Listings should be sent to the Editor, *Survey Research*, and should be approximately 50 words in length. Names will be coded, if requested. There is no charge for this service.

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New Publications

Devine, Richard P., and Falk, Laurence L. *Social Surveys: A Research Strategy for Social Scientists and Students*. Morristown, N.J.: General Learning Press, 1972. 34p.

Laurent, Andre. "Effects of Question Length on Reporting Behavior in the Survey Interview." *Journal of the American Statistical Association*, 1972, 67 (June), 298-305.

Levy, Clifford V. *A Primer for Community Research*. San Francisco: Far West Research, 1972. 98p. \$5.50.

Marquis, Kent H.; Marshall, James; and Oskamp, Stuart. "Testimony Validity as a Function of Question Form, Atmosphere, and Item Difficulty." *Journal of Applied Social Psychology*, 1972, 2, (April-June) 167-86.

Potter, Dale R.; Sharp, Kathryn M.; Hendee, John C.; and Clark, Roger N. *Questionnaires for Research: An Annotated Bibliography on Design, Construction, and Use*. USDA Forest Service Research Paper PNW-140. Portland, Ore.: Pacific Northwest Forest and Range Experiment Station, 1972. 80p. (Copies may be obtained free of charge from Recreation Research, U.S. Forest Service, 4507 University Way N.E., Seattle, Washington 98105.)

U.S. Bureau of the Census. *Census Bureau Methodological Research, 1971: An Annotated List of Papers and Reports*. Washington, D.C.: Government Printing Office, 1972. 15p. 30¢.