

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 Sciences Laboratory University of Cincinnati

(1403 Crosley Tower, Cincinnati, Ohio 45221)

Methodological research:

Efficiency of Random Digit Dialing Surveys for Collecting Crime Victimization Data. This study tests the ability of random digit dialing to provide an efficient and accurate measure of crime victimization. Telephone interviews are being conducted with 800 households in Cincinnati for a city-wide test of accuracy. An additional, independent sample of 800 households from the core area of the city is being interviewed to determine any special problems that might exist in an area with a poor, black and Appalachian population. The data collected using RRD will be compared to LEAA data being collected in the city during the same time period.

Principal investigators: William Klecka and Al Tuchfarber.

Bureau of Social Science Research Washington, D.C.

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

Methodological research:

New Approaches to the Study of Crime. Because of the observed tendency of crime victimization

surveys to underrepresent violent incidents, the purpose of this methodological study is to explore possible approaches to unrecorded violent crime. The project is supported by a grant from the National Criminal Justice Information and Statistics Service of LEAA. The research strategy involves first establishing operationally an objective universe of all injury incidents involving an interpersonal agency. Then, interviews and other data would be used for determining which of these incidents were defined as crimes by victims and by official agencies, and which ones would be defined as criminal incidents by independent external judgment. An extensive discussion of the research strategy and conceptual model for this project can be found in a paper by Albert D. Biderman, "When Does Interpersonal Violence Become Crime?--Theory and Methods for Statistical Surveys," available from BSSR. Study directors: Albert D. Biderman and Lynn Curtis.

**Center for Business and Behavioral Research
University of Northern Iowa**

(College of Business and Behavioral Sciences,
Cedar Falls, Iowa 50613)

Airline Passengers' Origin and Destination Survey and General Aviation Survey: Ottumwa Industrial Airport, Ottumwa, Iowa. These surveys are funded by the Federal Aviation Administration and the Ottumwa Airport Commission. The purpose of the Passengers' Survey is to determine the type of air passenger being served by the airport. The Aviation Survey seeks to determine the type and extent of general aviation usage at the airport. The surveys involve personal interviews at the Ottumwa

Industrial Airport with samples of 367 for the Passengers' Survey and 155 for the Aviation Survey. Results of the two surveys will be used in an Airport Master Planning Study. Project director: Daniel Miller.

Cedar Falls Bikeways and Recreational Facilities Survey. Conducted for the City of Cedar Falls, Iowa, this city-wide survey seeks to determine, among other things, the need, suggested placement, and potential use of bikeways within the city. Other topics include the need of, and suggested facilities for, a community recreation center. Personal interviews are being conducted in a sample of 185 year-round housing units in Cedar Falls, drawn using a multilevel area probability technique. Project director: Tim Peterson.


Effects of School Consolidation on the Small Community. The purpose of this study for the University of Northern Iowa Committee on Research and Curriculum Development is to examine the effects of school consolidation (reorganization) on the socio-cultural life of the small communities involved in the process of school consolidation. In particular, an attempt is being made to compare the responses of people who live in communities that have "lost" their high school with the responses of people in communities that have retained their high school. The study involves 499 mailed questionnaires and 50 personal interviews in selected eastern Iowa communities. Study director: John K. Smith.

**Center for Policy Research
New York**

(475 Riverside Drive, New York, N.Y. 10027)

Completed project:

Attitudes of Obstetricians and Gynecologists toward Amniocentesis. The purpose of this survey, conducted by the Bioethics Research and Action Project of the Center, was to find out the attitudes of gynecologists and obstetricians toward amniocentesis, a prenatal test for genetic defects. Questionnaires were sent in September, 1973, to a random sample of 500 certified gynecologists and obstetricians in the U.S. The response rate was 40%. Of the physicians who responded, 90% would not recommend amniocentesis for a pregnant woman of average age with no history of genetic illness. Because the incidence of infants born with genetic defects rises with the age of the mother, the physicians were asked specifically about the use of amniocentesis for women over 40. The majority of the physicians (59%) recommended the test for women in this age group.



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**Division of Behavioral Science Research
Tuskegee Institute**

(Carver Research Foundation, Tuskegee Institute, Alabama 36088)

Patterns of Individual and Organizational Adaptation: The Impact of Minority Groups in Traditionally White Institutions. Sponsored by the U.S. Office of Naval Research, the purpose of this project is to study the patterns of individual and organizational adaptations in traditionally white institutions of higher education as a consequence of the emerging multicultural composition of their faculties, staffs, and student bodies. This exploratory field research seeks to identify, describe, and analyze significant variables and their relationships influencing processes of socio-cultural change. Personal interviews and participant observations with approximately 350-400 undergraduates, both black and white, will be conducted at Berea College in Kentucky and Tulane University in New Orleans.

Principal investigator: Paul L. Wall.

Statewide Oral History Project. Under a grant from the National Endowment for the Humanities, this project is being coordinated for the Alabama Center for Higher Education, a consortium of eight predominately black senior colleges in Alabama. It is the first oral history project in Alabama primarily concerned with gathering historical information in the black community. Primary emphasis is being placed on collecting interviews in the area of civil rights. The objectives are (1) to document the personal experiences of black Alabamians in their attempts to cope with racial discrimination and in their struggles to achieve equality of opportunity; (2) to provide research and research training opportunities for the teachers and students participating in the project; and (3) to devise methods for the incorporation of the materials into instructional programs in the schools. Personal interviews with the respondents are tape recorded and then transcribed.

Administrative assistant: Joellen Pryce.

**Division of Sociomedical Sciences
Columbia University School of Public Health**

(630 West 168th Street, New York, N.Y. 10032)

Operational Definitions of Concepts and Terms in Drug-Use Research. The purpose of this study, sponsored by the President's Special Action Office for Drug Abuse Programs, is to review concepts and terms as operationalized in drug-use research with a view toward increasing the degree of consensus among survey

researchers and thus improving the likelihood of comparable and cumulative research in this field. The study, to be completed June 30, 1974, involves a review of scientific publications and questionnaires used in over 50 recent general population studies of drug use. Principal investigator: Jack Elinson.

Reinterview of Urban Mothers: Consequences of Age at First Birth. This study, sponsored by The Population Council and to be completed June 30, 1975, involves the relationship between the roles of women and their fertility, focusing on the mother's age at first birth as a significant intervening variable. Over 400 women in New York City who had their first child in July of 1970, 1971, or 1972 were interviewed in person between January 15th and March 15th, 1973. A second interview was conducted by telephone, or in person if no telephone, in February, 1974. All the interviews were conducted by the National Opinion Research Center.

Principal investigator: Harriet B. Presser.

Utilization of Physician Services by Adolescents. This study involves an analysis of determinants of adolescents' utilization of physician services in terms of family background, health attitudes, personal aspirations, self-esteem, and sense of competency. The analysis is being conducted at the Columbia University Center for Community Health Systems and is based on personal interviews with 670 black adolescents aged 12-17.

Principal investigator and project director: Ann Brunswick.

Adolescents' Participation in a Free Medical Examination. In this study, supported by the Columbia University Center for Community Health Systems, reasons for adolescents' participation or refusal to participate in a free diagnostic medical examination are being analyzed in terms of the usual source of care, other health status, health attitudes, psychosocial attitudes, and family background. The study is based on personal interviews with 670 black adolescents and medical examinations with 497 of the same youths 12-17 years old.

Principal investigator and project director: Ann Brunswick.

Completed project:

Dentist's Measurements and Adolescents' Perception of Oral Health. Supported by the Columbia University Center for Community Health Systems and a Sociodental Training Grant (Sociomedical Sciences), this study investigated the relationship between the dentist's overall rating of oral health and separate dental indicators, and then the relationship between the

dentist's overall appraisal and the adolescent's self-appraisal of oral status and dental problems, reported utilization of dental services, and personal dental practices. The investigation was based on personal interviews with 670 black adolescents and medical examinations with 497 of the same youths aged 12-17. Principal investigator and project director: Ann Brunswick.

Highway Safety Research Institute University of Michigan

(Ann Arbor, Michigan 48104)

National Roadside Breathtesting Survey. This survey for the National Highway Traffic Safety Administration has recently been completed with 3,698 motorists stopped between 10 P.M. and 3 A.M. on Friday and Saturday nights in a random selection procedure at 185 roadside locations in 24 areas of the U.S. Over 88% response was obtained. The Institute's Alcohol Studies Group is now in the process of analyzing the data and is also collecting into a computer archive the results of the approximately 75 local roadside breathtesting surveys conducted under NHTSA sponsorship since 1970. Project director: Arthur C. Wolfe.

Completed projects:

Since 1971, the Institute has conducted two household interview surveys in Washtenaw County on the general subject of alcohol use and abuse and traffic safety, and a similar survey in the Denver area. It has also conducted two self-administered questionnaire surveys each among samples of high school students, physicians, attorneys, policemen, and service club members in this country, and has carried out three night-time roadside breathtesting surveys in Washtenaw County.

Institute for Survey Research Temple University

(1601 N. Broad Street, Philadelphia, Pennsylvania 19122)

A Longitudinal Study of the Management Implications of Team Teaching. The overall aim of this project, sponsored by the Center for Educational Policy and Management, University of Oregon, is to compare elementary schools that are developing a team-teaching program with traditional schools in the organization and management of the school and its instructional program. ISR is involved with one part of this

study, namely, the measurement of the "control structure" of the school--who make what kinds of decisions for whom. This longitudinal study will consist of five waves of interviews in the same schools and, as much as possible, with the same respondents over a 2-1/2 year period. The study involves both personal interviews and mail questionnaires in a sample of 24 experimental schools (those that will be adopting team teaching) and 18 control schools drawn from the same districts in New Hampshire, Massachusetts, New Jersey, Virginia, Kentucky, and Tennessee. In each school, the principal and up to nine teachers, selected at random, will be interviewed.

Study director: James Peterson.

Public Attitudes toward Education in Philadelphia. In this study for the Greater Philadelphia Movement, personal interviews will be conducted with a representative sample of 600 households in the city of Philadelphia. The purpose is to determine attitudes toward public education in Philadelphia. Study director: Arthur Hontz.

Methodological research:

Social Security Validity Evaluation Study. In this study for the Social Security Administration, ISR was interested in determining whether possible decrements in abilities or attitudinal response biases among SS recipients would mitigate against their giving valid responses to telephone interviews used in the SSA Quality of Service Measurement Program (QSM). Reinterviews with 120 SS recipients in Philadelphia, New Hampshire, and Chicago who had participated in the QSM program provided reliability estimates. Observations of 97 SS recipients in local SSA offices matched with subsequent telephone interviews permitted independent verification of telephone responses. In general, evidence indicated that the telephone interview was a viable instrument for the measurement of SS recipients' attitudes toward SSA services. Neither decrements in abilities nor attitudinal biases significantly affected the validity of the data collected via the QSM program.

Study director: James Peterson.

Institute of Social Research Indiana University

(1022 East Third Street, Bloomington, Indiana 47401)

Status Attainment Processes within Organizations, or an Evaluation of Hiring and Promotion Criteria. The purposes of this study are

(1) to shed light on the processes that produce the statistical findings in national sample studies of status attainment; and (2) to evaluate actual and potential criteria for hiring and promoting. Personal interviews are being conducted with 250 clerical and managerial employees of two financial organizations in the Midwest. Personnel file data on these employees are also being gathered.
Principal investigator: Robert Althausen.

Israel Institute of Applied Social Research
Jerusalem, Israel

(19 George Washington Street, P.O. Box 7150,
Jerusalem 91070, Israel)

Completed projects:

Behaviors of Families with Respect to Short Excursions. This study for the Programs and Research Department, Ministry of Interior, Israel Government, sought to examine the habits of Jewish urban families regarding out-of-town excursions: frequency, duration, destination, and objectives of the excursions, logistics, and composition of the group taking part in the excursion. The study involved personal interviews with 1,939 Jewish adults in Jerusalem, Tel Aviv, the Dan area, Haifa, and Beer-sheba.

Principal investigator: Zeev Ben-Sira.

Cigarette Smoking Habits and Attempts to Stop Smoking. Conducted for the Health Education Unit, Ministry of Health, Israel Government, the purposes of this study were to examine (1) cigarette smoking rates, the extent of smoking, changing trends, and attempts to stop smoking; and (2) the main reasons for failure in attempts to stop smoking and the reasons for avoiding such attempts. Personal interviews were conducted with 563 adults in Jerusalem, Tel Aviv, the Dan area, Haifa, and Beersheba.
Principal investigator: Zeev Ben Sira.

Minnesota Center for Sociological Research
University of Minnesota

(Department of Sociology, 1114 Social Science
Tower, Minneapolis, Minnesota 55455)

Completed projects:

Structure, Process and Social Technology in Half-way Houses. This was a comparison of the organizational structure and process consequences of differing treatment technologies in half-way houses for criminal offenders. Personal interviews were conducted in four half-way houses in the Minneapolis-St. Paul Twin

Cities Region with a total of 36 staff members and 58 residents.
Principal investigator: Brian C. Aldrich;
study director: Clifford Mottaz.

Evaluation of Seven Youth Service Bureaus in the Twin Cities Region. Sponsored by the Twin Cities Metropolitan Council for the Governor's Commission on Law Enforcement and the Administration of Justice, State of Minnesota, this personal interview study sought to compare potential clients, actual clients, and Youth Service Bureaus in several parts of the Minneapolis-St. Paul metropolitan area.
Principal investigator: Paul D. Reynolds.

National Opinion Research Center
University of Chicago

In Chicago

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

Continuous National Survey. The National Evaluation of Community Services, a two-year experimental project funded by NSF, has evolved into a continuing program funded by contracts with various federal agencies. The project, now called the Continuous National Survey, is designed to study the delivery of governmental services at the community and neighborhood level, as well as to provide timely information on issues of current importance. The survey consists of four-week cycles of interviewing, with each cycle involving approximately 700 completed cases from a full national probability sample. Some parts of the questionnaire remain constant and other parts change from cycle to cycle. A variety of federal agencies have participated. Data collected include information on the social impact of year-round daylight savings time, public opinion on the energy crisis and individual use of energy, and views toward secondary education.
Program director: James Murray.

National Data Program for the Social Sciences: Third Year. The National Data Program is both a data diffusion project and a program of social indicator research. Its data collection instrument, the General Social Survey (GSS), went into the field for the third time in March, 1974. In each yearly survey, a national cross section of approximately 1,500 adults, 18 years of age and older, is interviewed. The questionnaires each year contain a standard core of demographic and attitudinal variables plus certain groups of topics of special interest that have been selected for rotation.

The data and codebook for the 1974 survey, as well as those from the first two surveys (1972

and 1973), are currently available from the Roper Public Opinion Research Center, Williams College, Williamstown, Massachusetts 01267; users need not belong to the Roper Center. For more information on the National Data Program, a booklet entitled "NORC General Social Survey: Questions and Answers" can be obtained from the NORC Library, 6030 S. Ellis Avenue, Chicago, Illinois 60637.

Study of Change in the American Electorate. Conducted under a grant from the Twentieth Century Fund, this is a longitudinal study of the political behavior and political beliefs of Americans during 1952-1972. The project is particularly concerned with describing changes in rates of political participation, in voter attitudes toward government and political parties, and in mass attitudes toward government and politics in general. The primary data base is the 10 election studies conducted by the Survey Research Center at the University of Michigan. Relevant data from several NORC surveys will also be used, including data on political participation and attitudes collected in NORC's Fall (1973) Amalgam Survey. Principal investigator: Norman Nie.

In New York

(817 Broadway, New York, New York 10003)

Survey Regarding Employee Health Service. This study evaluates the occupational health program that Brookdale Hospital in Brooklyn, N.Y., provides for its employees. Through mail questionnaires administered to a random sample of Brookdale Hospital employees, information will be obtained on usage of facilities at Brookdale, as well as self-evaluation of health status. Principal investigator: Dr. Benjamin Wainfield, Brookdale Hospital.

National Evaluation of Follow Through. This is a continuing study sponsored by the Stanford Research Institute for the U.S. Office of Education. The purpose of the Spring 1974 Parent Interview is to interview parents of children in the third grade as their children exit from the Follow-Through program. The parents were interviewed three years ago as their children entered the program. This is the second cohort of children to have completed the Follow-Through program and is part of a large longitudinal study to evaluate the program. The sample also includes parents of children not exposed to Follow Through. Personal interviews are being conducted with 4,000 parents of third grade children in 55 locations throughout the U.S. Principal investigator: Richard A. Marciano, SRI.

Follow-up Study of Clients of Alcohol Treatment Centers. The purpose of this study, sponsored by the Stanford Research Institute for the National Institute on Alcohol Abuse and Alcoholism, is to follow up on former clients of ten NIAAA-sponsored Alcohol Treatment Centers in nine states. The study involves personal interviews with 2,770 former clients of the centers, including those who left after varying stages of treatment. Principal investigator: Leland H. Towle, SRI.

Office of Institutional Educational Research University of Washington

(Evaluative and Counseling Services, PA 30, University of Washington, Seattle, Washington, 98105)

Completed projects:

Student Union Patterns of Usage. In this survey completed in May for the Associated Students of the University of Washington, on-site personal interviews were conducted with 800 individuals using the facilities in the Student Union Building. The purpose was to determine what use is made of the facilities. Study director: Judith Fiedler.

King County Merit Salary Award Survey. Conducted for King County, Washington, and completed May 1, the purpose of this study was to assess the attitudes of eligible and non-eligible employees of the County to a newly instituted Merit Salary Program. Personal interviews were employed during the pilot phase, with mailed questionnaires used for the major portion of the study. The respondents consisted of all 1,200 eligible employees and a randomly selected sample of 300 non-eligible employees of the County. Principal investigators: Judith Fiedler and Peter Scontrino.

Pennsylvania Field Research Laboratory Pennsylvania State University

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

An Evaluation of Congregate Meals Programs. The Bureau of Aging in Harrisburg is currently funding an evaluation study of the Congregate Meals Programs and ancillary services for the elderly in Huntingdon, Dauphin, and Allegheny Counties of Pennsylvania. Personal interviews are being conducted with program participants and with persons who are eligible but do not participate in the program to learn the differentiating characteristics in regard to

physical health, social-psychological well-being, and general social characteristics. Principal investigator: J. Patrick Madden.

A Study of Needs for Social Services and Attitudes toward Public Welfare. This study, funded by the Pennsylvania Department of Public Welfare, examines the service needs in communities and people's attitudes toward the services offered and toward the welfare system. Approximately 2,200 personal interviews will be conducted in 28 counties during May and June, 1974.

Principal investigator: R. Richard Ritti.

Completed project:

A Study of Residential Preference and Migration Patterns. The purpose of this study, sponsored by HEW, was to learn what people would like to have in their community and whether they plan to move. The information will be used by regional planners for long-range estimates of community needs. The survey, which was completed March 30th, had an initial sample size of 1,200.

Principal investigator: Gordon DeJong.

Social Science Research Institute

University of Maine at Orono

(14 Coburn Hall, Orono, Maine 04473)

Maine Statewide Telephone Survey. This project, which began in February, is a continuous, on-going monitoring of the residents of Maine. Involving 52 separate survey samples each year, this statewide telephone survey is an omnibus survey containing questions in several different areas for a variety of participating persons and organizations. The target sample size for the survey is 125 completed interviews per week. The sample procedure is a completely automated, two-stage random sampling device developed by SSRI. All telephone interviewing is done from SSRI's offices. At the end of each interviewing period, completed surveys are coded, keypunched, and automatically tabulated by pre-set analysis programs. The objective is to transmit univariate frequencies and percentages to sponsors within 48 hours after the close of the interviewing period.

Bangor Area Economy and Industries. SSRI has received grants to conduct studies of the Bangor area economy and industries. One study for the Eastern Maine Development District explores which industries are likely to be attracted to the resources of the Bangor area and which are also environmentally compatible with the area. The second study, funded by the Bangor Chamber of Commerce, involves col-

lection, analysis, and projection of important economic and market data relating to the Bangor economic area. Working on these studies are Lewis Mandell (SSRI), Arthur Johnson (Balanced Growth Project), and John Coupe and Thomas Duchesneau (Economics).

Completed projects:

Industry Energy Vulnerability Survey. Conducted for the Governor's Office of the State of Maine, this survey of major industrial employers in Maine sought to determine their vulnerability to shortages of certain important fuels. Mail questionnaires were sent to approximately 300 firms to establish types and quantities of fuel consumed, substitution possibilities among the fuels, and the extent to which production and employment would be cut back as the result of cutbacks in various types of fuel. The survey was headed by Arthur Johnson of the University of Maine's Balanced Growth Project.

Computerized Car Pool. SSRI coordinated University efforts to establish a computerized car pool information system for residents of eastern Maine, as a joint effort of the Eastern Maine Development District and the University of Maine. The questionnaire has been completed by more than 1,000 persons, with a sizeable proportion having received car pool matches. SSRI hopes to follow up persons who received matches to see whether these resulted in the formation of car pools, and if not, the reasons for its lack of success. Project supervisor: Neil Murphy.

Survey Research Center

University of California at Los Angeles

(405 Hilgard Avenue, GSM Room 1020, Los Angeles, California 90024)

Social and Cultural Contexts of Aging. This three-year project, funded by a NSF grant to University of Southern California's Ethel Percy Andrus Gerontology Center, consists of three components, two of which are surveys being conducted by UCLA's Survey Research Center. One component is a survey of 1,200 middle-aged and older persons (aged 45 to 74) in the Los Angeles area to determine what older persons think of the political system and the degree to which the aged believe government should meet their needs. These respondents are equally divided among blacks, whites, and Mexican-Americans. In a second survey, 250 decision makers (legislators, bureaucrats, businessmen, union leaders, etc.) are being interviewed to determine how society's "gatekeepers" and institutional "elites" view aging and the current functionlessness of the aged. A third

component of the overall project is a comparative, cross-cultural study of aging, by USC anthropologists, in four foreign countries (Israel, Italy, Yugoslavia, and Tanzania). Project director: Vern L. Bengtson, USC; co-principal investigators: LaMar T. Empey and Sally Moore, USC.

Racially Discriminatory Boundary Changes. Funded by the Russell Sage Foundation, the purposes of this study are to determine (1) prevalence of racially discriminatory boundary changes on a nationwide basis; and (2) what political, social, and economic factors contribute to the occurrence of these boundary changes. To be completed in June, the study involves mail questionnaires sent nationwide to an elite sample of an estimated 300 persons thought to have some knowledge or information regarding this problem, e.g., law professors, legal aid attorneys, urban planners, etc. Principal investigator: Donald Hagman, Professor of Law, UCLA; project coordinator: Susan Schwartz.

An Evaluation of the Need for Campus-Sponsored Child-Care Facilities. The purposes of this study for the Associated Students, University of California at Los Angeles (ASUCLA), and the Chancellor's Committee on the Status of Women are (1) to ascertain the need for the on-campus child-care center; and (2) to measure the consumers' satisfaction with child-care arrangements both regarding the on-campus facility and any off-campus arrangements. Conducted in the UCLA community, the study involves questionnaires mailed to an estimated 3,000 married students, faculty, and staff and persons claiming dependents whether married or not. Project coordinator: Susan Schwartz.

The Community Responsive Branch Program. Conducted for the City of Los Angeles, the primary purpose of this study is to determine the library services, operations, and facilities needed in selected Los Angeles communities. An additional purpose is to discover which new services and facilities might best increase present usage and stimulate the interest of non-users of library facilities. The study involves 500 completed personal interviews in Los Angeles with a sample composed of both adolescents and adults, users and non-users, and a racial makeup of 50% Anglo, 25% Black, and 25% Mexican-American. Principal investigator: C. M. Deasey; survey coordinator: Eve Fielder.

Completed project:

Los Angeles County Roadside Survey: A Survey of Blood Alcohol Concentration in Los Angeles, California, Drivers. In this study for the Los Angeles County Alcohol Safety Action Project

(ASAP), the purposes were (1) to determine the drinking patterns and behavior of the driving public, especially in comparison to those behaviors in 1972; (2) to compare the drinking behavior of an experimental area where a mini-ASAP had been in effect for a year with two other areas of Los Angeles County, and, also, the same area surveyed in 1972; and (3) to determine the socio-demographic correlates of drinking/driving. Personal interviews were conducted with a random sample of 1,080 night-time drivers in unincorporated areas of Los Angeles County.

Project coordinator: Susan Schwartz.

Survey Research Center University of Michigan

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

1974 Spring Omnibus. This third study in a bi-annual series of omnibus studies sponsored by SRC involves an estimated 1,500 personal interviews with a national cross-section sample of adults aged 18 or older. In addition to a set of background questions, many of which are standard from one omnibus survey to another, the 1974 Spring Omnibus includes questions about views of respondent's own and the country's economic situation in comparison with last year; attitudes toward violence; housing adjustments made by the elderly; cars and expectations about the energy crisis and gasoline shortages; and, for blacks, their reactions to the movement for racial equality.

Study of Family Economics. The seventh wave in this panel study is being conducted this spring, mostly by telephone, with approximately 5,300 families throughout the U.S. As in the 1973 wave, the questionnaire is short, although some new questions have been added this year, including questions on monthly food bills, miles driven in own car last year, and expanded job history information. This study is funded by HEW. Program director: James N. Morgan.

Child Abuse and Neglect. Supported by the Office of Child Development, HEW, the primary objectives of this study are (1) to characterize the programs dealing with child abuse and neglect; (2) to assess the level of awareness with the problem; and (3) to identify the types and degrees of coordination among agencies, the types and results of services offered, the prevailing attitudes of officials in the agencies in regard to the problem, and their views on where improvements can be made. Approximately 2,000 personal interviews are being conducted nationwide with officials and professionals

most knowledgeable about child abuse and neglect in courts, schools, hospitals, public health departments, child protective agencies, and police and sheriff's departments. Principal investigator: Saad Nagi, Ohio State University; assistant study director: John Siebs, SRC.

**Survey Research Center
State University of New York at Buffalo**

(4230 Ridge Lea Road, Buffalo, New York 14426)

Problems of the Carless. This study for the New York State Department of Transportation, seeks data on the attitudes and travel behavior of persons who do not have access to a private automobile. Included are items about use of transportation systems, attitudes toward activities that necessitate use of public transportation systems and the systems themselves, and attitudes toward alternative modes of transportation. Personal interviews were conducted in Buffalo with 380 persons in a sample drawn from the general population in areas selected on the basis of the proportion of carless households therein. Project director: Robert E. Paaswell.

Comparative Environmental Beliefs. Funded by the Kettering Foundation, this study involves developing a design and methodology that can be useful for ascertaining environmental beliefs and their relationship to public policy, and that can be used across time and across cultures for a wide variety of environmentally related inquiries. In the pretest phase, personal interviews were conducted in Erie and Hamilton Counties, New York, with 300 members of the general population and 75-80 elites--political and governmental, scientific and technological, business, labor, and finance leaders and officers of national environmental organizations. Analysis is in progress on this phase of the study and planning is under way for expanding the project to an international scale, with nationwide studies in the U.S., Japan, Brazil, and Norway. Project director: Lester Milbrath.

**Survey Research Centre
York University**

(Institute for Behavioural Research, York University, 4700 Keele Street, Downsview, Ontario, Canada M3J 2R6)

Completed projects:

Social Policy and Alcohol Use. Sponsored by the Addiction Research Foundation, the purpose

of this study, conducted in March-May, 1974, was to provide information necessary to determine the acceptability of or opposition to alternative government actions concerning uses and abuses of alcohol. Personal interviews were conducted with adults in 1,200 households in Ontario.

Study director: M. Goodstadt.

Attitudes of the Public towards Burglary. In this study sponsored by the Canada Council, the effect of residential burglary on the lives of individuals was examined and the differences between victims and non-victims were explored. Conducted in Toronto in April-May, 1974, the study involved screening adults in 2,600 households to obtain personal interviews with 200 victims and 400 non-victims. Principal investigator: Irvine Waller, University of Toronto.

**Survey Research Laboratory
Arizona State University**

(Department of Sociology, Tempe, Arizona 85281)

Student Opinion Survey. In this training practicum survey, mail questionnaires were sent to approximately 400 ASU students. The survey provides data for various individuals as follows: attitudes toward University activities, services, and functions (for Morris Axelrod); student activism (for James Johnson); cohabitation (for John Hudson); and family size expectations (for Albert J. Mayer). Director: Morris Axelrod.

**Survey Research Laboratory
University of Illinois**

at Urbana-Champaign

(414 David Kinley Hall, Urbana, Illinois 61801)

Recreation Areas. This pilot study for Professor Wendell G. Beardsley of Iowa State University seeks to determine the best methods of measuring usage patterns at state recreational areas in Illinois. Personal interviews and observational data will be collected by interviewers at six State Parks and State Wildlife Refuge areas in Illinois over a six-month period starting in the summer of 1974. Project coordinator: Mathew Hauck.

Health Teachers. The purposes of this study for the University of Illinois Department of

Health and Safety Education are to determine how many 6th-12th grade teachers who teach health are certified to do so, and to ascertain if and where they would like to take additional health courses for certification and/or graduate credit. Mail questionnaires are being sent to a sample of 600 6th-12th grade teachers of health in Illinois.
Project coordinator: Diane O'Rourke.

Attitudes toward University of Illinois Entertainment. The purpose of this study for the Office of Campus Programs and Services at the University of Illinois is to obtain information on the level of attendance at and satisfaction with the paid entertainment offered on the Urbana campus. Telephone interviews are being conducted with approximately 500 students and staff on the campus.
Project coordinator: Matilda Frankel.

East Urbana Energy Study. The purpose of this study for the College of Engineering of the University of Illinois at Urbana-Champaign is to measure energy use of families in east Urbana and determine the impact of the fuel shortage on this group. Personal interviews are being conducted in June with approximately 130 families living in residences where interviews were conducted in an earlier study in 1972.
Project coordinator: Joe L. Spaeth.

Methodological research:

1972-73 Consumer Expenditure Survey Evaluation. Funded by the U.S. Bureau of the Census, this project will develop plans for an evaluation of the nationwide 1972-73 Consumer Expenditure Survey in the course of a more general methodological review. The objects of the research are (1) to update results of a 1966-67 methodological study that involved an investigation into the methodologies used in various consumer expenditure surveys both in this country and abroad; and (2) to develop a plan to use results of the present large-scale expenditure survey for the wide range of survey interests in which the Bureau is or expects to be engaged.
Project coordinator: Robert B. Pearl.

Survey Research Program

Boston

(100 Arlington Street, Boston, Massachusetts 02116)

Evaluation of Women's Studies. Funded by the National Endowment for the Humanities, this study, to be completed in June, has two primary

purposes: (1) to assess the performance and quality of the Women's Study Program at the University of Massachusetts/Boston; and (2) to develop a method for evaluating other such programs across the country. The survey focuses on the degree to which student needs are met by classes they have taken, ratings on the quality of the classes, and suggestions for change. Both telephone interviews and mail questionnaires were used with a sample of 250 currently enrolled students who have taken at least one Women's Studies course.
Principal investigator: Mary Anne Ferguson;
study coordinator: Thomas W. Mangione, SRP.

Completed project:

Noise Pollution in Urban/Suburban Neighborhoods. The purpose of this recently completed study, sponsored by Bolt, Beranek & Newman, was to study the degree of annoyance with noise in residential areas. The survey asked about a wide variety of sources of noise, and the information gathered will help determine standards for noise control. The study involved 225 telephone interviews in Washington, D.C., and 325 telephone interviews and 100 personal interviews in the Boston area.
Principal investigator: Glenn Jones.

Urban Opinion Surveys Division of Mathematica Princeton, New Jersey

(P.O. Box 2392, Princeton, New Jersey 08540)

Day Care Provider Survey. In this study contracted by the States of Washington and Colorado and sponsored by HEW, personal interviews are being conducted in Seattle and Denver with 155 day care centers, 775 family day care homes, and 200 in-home care providers. The purpose is to study the structure of day care services and to develop an integrated model of supply and demand of day care services. Being examined are the capacity and utilization of facilities, as well as services, staffing, fees, costs, and equipment.
Survey coordinator: Gail Inderfurth.

Black Residential Perceptions Project. In this study supported by NSF, personal interviews were conducted with 650 black households in metropolitan Philadelphia to get a residential history of heads of household as well as detailed information about the nature of the search that led to the current residence. Attitudinal questions regarding residential preferences were asked along with other data about social behavior and attitudes. The study will try to determine if patterns of attitudes and

residential history predict the type of racial environment in which families currently live. Researchers: Phoebe Cottingham and Clem Cottingham.

Methodological research:

Study To Optimize Procedures for Collection of Data Suitable for Computer Assisted Mass Appraisal Techniques. The purpose of this study for the New York State Board of Equalization and Assessment is to test the usefulness of applying survey research data collection techniques to real property assessments. The study involves 500 single-family dwellings in Colonie, N.Y. Two data collection forms were used on each housing unit, with many of the same items on each form. Different data collectors administered the two interviews on the same household at different times (but within a week or two of each other). UOS will attempt to measure the reliability of the data items that were the same on each form. In addition, they will investigate the variability of the items by interviewer, the collection instrument, and the interaction of these factors. Project director: Joseph C. Small.

Health Insurance Study. In this study, done in conjunction with the Rand Corporation and sponsored by HEW, UOS is verifying the utilization of medical services that respondents report in the baseline interview. A short questionnaire is sent to each reported hospital and physician (including dentists). UOS hopes to arrive at an optimal method of matching the various data sources so that the final data set is much more complete and accurate than either data source alone would permit.

Wisconsin Survey Research Laboratory University of Wisconsin

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

Waukesha County Needs and Services Study. This is a cooperative project being conducted by the United Way in Waukesha County and United Community Services of Greater Milwaukee, Inc. The project attempts to gather and analyze information that will help these organizations most effectively plan to service the needs of the county's residents. WSRL is conducting telephone interviews with 140 residents in each of 10 subareas in the county to determine what social needs the respondents feel exist in their local area. Questions cover such services as recreational opportunities for youth and adults; day-care and pre-school programs;

services for the elderly; and health, counseling, legal, and educational services. Director: Tom Dooley.

Dane County Health and Social Service Agencies. Funded by the Health Service Research and Development Section of NIH, this study involves personal interviews with 400-450 clients of 12 health and social service agencies in Dane County, Wisconsin. The purpose is to improve services through providing useful knowledge to practitioners, administrators, and academicians. An important part of the study focuses on rejected and referred clients, as well as on the satisfaction of those receiving services.

Principal investigators: James Greenley, Psychiatry and Sociology, and Richard A. Schoenherr, Sociology; project directors: Gerald Zeitz and Alexis Itkin.

Completed projects:

Members Who Discontinued Membership in the Dairy Herd Improvement Association during 1973. The purpose of this survey, conducted in February in cooperation with the University of Wisconsin Extension Department of Dairy Science, was to learn why people drop out of the dairy herd testing program. Telephone interviews were conducted statewide with 300 individuals randomly selected from the 1973 drop-outs. Project director: Clarence Olson, Dairy Science.

Reactions to the Energy Shortage. In this sociology class project, the class decided upon the topic and did some pretesting of the instrument. WSRL did further pretesting, selected the sample, conducted the telephone interviews, and coded them. The sample consisted of 300 telephone numbers throughout Wisconsin to yield 115 completed 15-minute interviews. Project director: Hal Winsborough, Sociology.

State Study XII. This study, funded by NSF, involved 850 completed interviews with adults throughout Wisconsin. Question wording was similar to that in the 1972 state study so that some of the data from the two studies could be compared. The purpose was to assess the changes in public orientations toward a variety of national political institutions between 1972 and 1974, including Congress, the Supreme Court, the Presidency, the political parties, elections, interest groups, and administrative agencies. Also of interest were the changes in the relative levels of public support for these institutions. Project director: Jack Dennis, Political Science.

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Personnel Notes

Alva L. Finkner is taking a leave of absence from the Research Triangle Institute to take up duties on July 1 at the Bureau of the Census as Associate Director of Statistical Standards and Methodology. He has been with RTI for 15 years, five of them as senior statistician and sampling group leader, seven as Statistics Research Division director, and three as vice president.

Also at RTI, *Roderick A. Ironside* has been named senior research psychologist in the Center for Educational Research and Evaluation. He was former acting director of the Educational Testing Service southeastern regional office in Durham, North Carolina.

Due to a staff reorganization at the Behavioral Sciences Laboratory at the University of Cincinnati, *Alfred Tuchfarber, Jr.*, has been promoted to Associate Director. *Barbara Ann Bardes* has been appointed Assistant Director for Contract Services, and *Sandra Kraus* has been named Assistant Director of Support Services. The position of Assistant Director for Instructional Services is still vacant (see p. 16). This reorganization will allow BSL to increase its research activities, especially in the area of survey research.

Paul L. Wall has become Director of the Division of Behavioral Science Research, Carver Research Foundation, Tuskegee Institute. He was previously Research Associate and Associate Professor of Psychology, Tuskegee Institute. The former Director, John Chavis, is currently Vice President of Lincoln University in Jefferson City, Missouri.

Robert B. Pearl has been appointed Visiting Research Professor at the Survey Research Laboratory of the University of Illinois. He recently retired from the position of Assistant Chief of the Statistical Policy Division of the Office of Management and Budget. He will remain in Washington, D.C., to work on an evaluation of the U.S. Consumer Expenditure Survey of 1972-73 under a grant from the Census Bureau to SRL (see p.10).

Brian C. Aldrich has resigned as Director of the Minnesota Center for Sociological Research at the University of Minnesota effective June 15, 1974. No new director has yet been appointed.

Daniel J. Friedman has been appointed Research Associate at the Survey Research Program, University of Massachusetts/Boston. He is a political scientist who was previously employed

as a Senior Research Associate at the Organization for Social and Technical Innovation.

Charles Palit has been promoted to Associate Professor of Sociology--Extension at the University of Wisconsin. He will continue as Associate Director of the Wisconsin Survey Research Laboratory

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Research Center News

Dissolution of SRO in Hawaii

As a result of severe financial cutbacks at the University of Hawaii, the Survey Research Office will be dissolved as of July 1, 1974. The former staff will continue to be available to faculty members on a consulting basis, but their chief responsibility will be to conduct institutional research for the administration of the University.

Although an attempt has been made to transfer SRO's functions to other research organizations on the campus, they too are experiencing financial problems. Therefore, with the demise of SRO, all formal survey activity will cease on the University of Hawaii campus.

It is SRO's hope that in time the survey research function can again be formally operative on the campus. "Until that time," as SRO's Acting Director James E. Dannemiller puts it, "we in Hawaii leave it to the rest of you to carry on the work that we should like so much to be part of. Aloha."

Northern Iowa Center

As a result of organizational changes, the Center for Business and Behavioral Research has been established as an educational, research, and service agency of the College of Business and Behavioral Sciences at the University of Northern Iowa. The Center provides services and conducts research within the broad areas defined by the disciplines of the College: Business, Business Education, Economics, Geography, History, Home Economics, Political Science, Psychology, Sociology, Anthropology, and Social Work. The Director of the Center is Robert E. Morin, with Robert E. Kramer as Associate Director.

The forerunner of the present Center was the Social Research Center, which was established in 1967. Since its inception, the Center has conducted or assisted in over 90 research projects that have dealt with such diverse topics as aid to dependent children, adoption agencies, adult education, drug usage and abuse, the elderly, highways, housing, and urban renewal. Research has been conducted for nonprofit organizations, federal, state, county and local governmental agencies, educational institutions, and businesses. (See p. 2 for a description of recent studies.)

Canadian Consortium for Social Science

The Institute for Behavioural Research at York University in Canada has initiated the Canadian Consortium for Social Science (CCSR). The major goal of this inter-university organization is to facilitate the development and availability of data, information, and software of interest to the Canadian social science community. The CCSR is a loosely knit combination of university and college departments, professional schools, research institutes, government agencies, nonprofit organizations, and other agencies. It is associated with the Institute for Behavioural Research, which provides space and resources to the new organization. However, the CCSR is an autonomous institution, with policies determined by its full Council composed of representatives of all member organizations. The major benefits of membership include (1) access to existing data, information, software, analysis, and teaching resources of the IBR; (2) participation in other data archives at reduced costs; and (3) involvement in the development of new resources in the social sciences.

Additional information about the Consortium can be obtained from:

Ms. Wendy Thompson
Executive Secretary, CCSR
Institute for Behavioural Research
York University
4700 Keele Street
Downsview, Ontario M3J 1P3
Canada

Sampling Program Trains Foreign Statisticians

This summer the Institute for Social Research at the University of Michigan will again offer

its Sampling Program for Foreign Statisticians. The program consists of two months of intensive training in sampling methods at the Summer Institute in Survey Research Techniques, combined with a unique sampling workshop that is based on a varied series of exercises using common sampling situations. The director of the program is Leslie Kish, program director of sampling at the Institute and professor of Sociology at the University of Michigan.

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New in the Field

New Research Institute in Maine

The Social Science Research Institute of the University of Maine at Orono was established in September, 1973, as a division of Research and Public Services at that University. The Institute was conceived by four University social science departments (Economics, Political Science, Psychology, and Sociology) and the College of Business Administration. The objectives in forming the new Institute were (1) to enable faculty members in the social sciences to collect and analyze empirical data, and (2) to serve the state and region in its efforts to help analyze and solve state problems. Thus, the services of the Institute are available not only to the University community but also to government agencies, businesses, and individuals within the state of Maine.

The Institute has already conducted a number of studies. These have included studies involving economic impact analyses, energy utilization, car pools, and industrial location (see p. 7). In addition, in February the Institute initiated an on-going, year-round survey of Maine residents (see p. 7).

Beginning last September with just one employee, the Director, the Institute now employs 25 persons on a regular basis. The Director is Lewis Mandell, formerly at the University of Michigan's Survey Research Center. He also holds the position of Associate Professor of Economics at the University of Maine. The Survey Research Coordinator of the Institute is Kenneth P. Hayes, who is also an Associate Professor of Political Science at the University. Tracey Bigney is director of the field section and Malcolm Carey heads the programming staff.

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Requests for Material

Is Your Refusal Rate Increasing?

The Center for Business and Behavioral Research at the University of Northern Iowa has noted within the past two years a slight increase in their household interview refusal rate, as well as greater reluctance on the part of respondents to volunteer personal background information. Field interviewers report that they are experiencing more difficulty securing household interviews, and noting more "skeptical (verbal and facial) reactions" when the word "confidential" is used within the demographic section of the schedule.

The Center has been attempting to isolate the problem and has ruled out, among others, such things as purpose of survey, question wording, and interviewer training and experience. The Center has tentatively concluded that there is no reason to believe that the word "confidential" is becoming suspect, especially in light of Watergate, and that people are beginning to consider seriously the possibility that confidential background information will somehow end up in a massive "data bank" which anyone can tap.

The Center would like to know if others in the field are experiencing similar problems. Send your comments to Robert E. Kramer, Associate Director, Center for Business and Behavioral Research, University of Northern Iowa, Cedar Falls, Iowa 50613.

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AAPOR Student Paper Competition Winners

A total of 33 papers were submitted this year for the Student Paper Competition of the American Association for Public Opinion Research. The papers had to relate to methodological questions in the field of survey research or emphasize substantive study findings that advance understanding of public opinion and social behavior.

Matt Hauck, Chairman of the 1974 competition, has announced that the winner, who receives \$200, is D. Garth Taylor of the University of Chicago for his paper, "A Case Study in American Social Change: Party Identification 1952-1972." Second place went to Mary P. Tokheim, Columbia University, for her paper, "Bizarre Behavior in the Interview"; and third place

was won by Keith Wulff, University of Texas at Austin, for "Content Analysis: A Neglected Technique in Sociology." In addition to being read at the 1974 AAPOR Conference, all winning papers will be published in the *Public Opinion Quarterly*.

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Forthcoming Meetings

American Marketing Association. 1974 Educator's Conference. Portland Hilton, Portland, Oregon. August 11-14, 1974.
Ron Zajicek, Conference Coordinator
American Marketing Association
Suite 606
222 S. Riverside Plaza
Chicago, Illinois 60606

American Sociological Association. 69th annual meeting. Queen Elizabeth Hotel, Montreal, Canada. August 25-29, 1974.
American Sociological Association
1722 N Street, N.W.
Washington, D.C. 20036

American Statistical Association. 134th annual meeting. Chase-Park Hotel, St. Louis, Missouri. August 26-29, 1974.
American Statistical Association
806 15th Street, N.W.
Washington, D.C. 20036

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Publications

New Ethnicity Journal

The first issue of a new journal, *Ethnicity: An Interdisciplinary Journal of the Study of Ethnic Relations*, will appear later this year. Editor of the journal is Andrew M. Greeley, Director of the Center for the Study of American Pluralism at the National Opinion Research Center, University of Chicago. The journal will be devoted to the empirical and theoretical study of ethnic consciousness and the interaction of ethnic groups within a society. The editorial board of this interdisciplinary journal is comprised of scholars from sociology, anthropology, history, political science, linguistics, and psychology. For subscription information, write to the Academic Press, 111 Fifth Avenue, New York, N.Y. 10267.

Two New Government Publications

The 1973 edition of the *Pocket Data Book USA* has been published by the Bureau of the Census and is available from the Government Printing Office for \$2.80. The 352-page book is a handy, nontechnical supplement of the *Statistical Abstract of the United States*. The latest data book, which is the fourth in a biennial series, contains information on such topics as energy production, population growth, minority groups, education costs, family income levels, law enforcement, political spending, public assistance, unemployment, cost of living, national wealth, and foreign aid.

Another new government publication is *Social Indicators 1973*, which is a pioneer study written and compiled by the Office of Management and Budget and prepared for publication by the Social and Economic Statistics Administration. This 272-page report is available from the Government Printing Office for \$7.80. It contains a collection of statistics selected to describe social conditions and identify trends in the U.S. Eight major social areas are examined: health, public safety, education, employment, income, housing, leisure and recreation, and population. Within each category, broad areas of social concern are identified. The choice of indicators is based on two main criteria: that they measure individual and family well-being and that they measure end products of, rather than inputs into, social systems.

Economic Outlook USA

A new quarterly publication of the Survey Research Center at the University of Michigan is *Economic Outlook USA*. The regular content of this publication consists of an article on the economic outlook, projections of consumer expenditures for durable goods and the demand for installment credit, a summary of recent consumer attitudes and expectations, and projections and analysis of the demand for business plant and equipment. Special feature articles will treat particular aspects of the economy (the international situation, the energy crisis) or topics of a longer term focus (poverty problems, housing issues, societal discontent).

The General Editor is F. Thomas Juster of SRC; the Technical Editor is Rudolf Modley of Outlook Associates, Inc. For subscription information, write to Survey Research Center, University of Michigan, Box 1248, Ann Arbor, Michigan 48106.

Canadian Data Catalog

The Data Bank of the Institute for Behavioural Research at York University in Canada has recently published the *Canadian Social Science Data Catalog*, which is a complete guide to its holdings. The catalog lists over 200 summaries describing all data sets in the Data Bank. These include summaries of major Canadian social science data sets, as well as all the Canadian Institute for Public Opinion (Gallup) polls since 1945, major Canadian and American national election studies, and many important cross-national, cross-cultural surveys. The catalog is available, for \$10.00 (plus 50¢ for postage and handling), from the Institute for Behavioural Research, Administrative Studies Building, York University, 4700 Keele Street, Downsview, Ontario M3J 2R6, Canada.

New Publications

Bauman, Karl E., and Chase, Charles L. "Interviewers as Coders of Occupation." *Public Opinion Quarterly*, 38 (Spring, 1974), 107-12.

Blumberg, Herbert H.; Fuller, Carolyn; and Hare, A. Paul. "Response Rate in Postal Surveys." *Public Opinion Quarterly*, 38 (Spring, 1974), 113-23.

Bureau of Social Science Research. *Bibliography of Reports and Staff Publications, 1967-1973*. (Available free of charge from Purissima K. Tan, BSSR, 1990 M St., N.W., Washington, D.C. 20036.)

Eisinger, Richard A.; Janicki, W. Peter; Stevenson, Robert L.; and Thompson, Wendel L. "Increasing Returns in International Mail Surveys." *Public Opinion Quarterly*, 38 (Spring, 1974), 126-30.

Gollin, Albert E. *Methodology of "The Washington Survey": Sampling, Field Work Procedures and Results, Summer 1973*. Washington, D.C.: Bureau of Social Science Research, January 1974. 13p.

Goodman, Leonard H., and Peterson, Karen (eds.). *Sources and Uses of Social and Economic Data: A Manual for Lawyers*. Washington, D.C.: Bureau of Social Science Research, December 1973. 472p. \$13.50.

Great Britain. Office of Population Censuses and Surveys. Social Survey Division. *The General Household Survey: Introductory Report*. SS457. London: Her Majesty's Stationery Office, 1973. 371p. + appendices.

Howett, W. C. "How Different Combinations of Postage on Outgoing and Return Envelopes Affect Questionnaire Returns." *Journal of the Market Research Society*, 16 (January, 1974), 49-50.

Himes, Samuel H., Jr., and Mason, Joseph Barry. "A Note on Unobtrusive Attitude Measurement: The Lost-letter Technique." *Journal of the Market Research Society*, 16 (January, 1974), 42-46.

Klecka, William, and Tuchfarber, Al. "Random Digit Dialing as an Efficient Method of Political Polling." *Georgia Political Science Association Journal*, 2 (Spring, 1974), 133-51.

Market Research Society. *A Handbook for Interviewers*. London: MRS, 1973. £1.00.

Sudman, Seymour, and Ferber, Robert. "A Comparison of Alternative Procedures for Collecting Consumer Expenditure Data for Frequently Purchased Products." *Journal of Marketing Research*, 11 (May, 1974), 128-35.

Thornberry, Owen; Scott, H. Denman; and Branson, Michael. "Methodology of a Health Interview Survey for a Population of One Million." Paper presented at the 1973 APHA meetings. Providence, R.I.: Rhode Island Health Services Research, 1973. 39p.

U.S. Bureau of the Census. *Mini-Guide to the 1972 Economic Censuses*. Washington, D.C.: Social and Economic Statistics Administration, 1973. 40p. \$1.00.

U.S. Bureau of the Census. *Pocket Data Book USA 1973*. Washington, D.C.: Government Printing Office, 1973. 352p. \$2.80.

U.S. Bureau of the Census. *Standards for Discussion and Presentation of Errors in Data*. Technical paper no. 32. Washington, D.C.: Government Printing Office, 1974. 44p. \$1.10.

U.S. Office of Management and Budget. *Social Indicators 1973*. Washington, D.C.: Government Printing Office, 1974. 272p. \$7.80.

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Jobs ↔ People

This column is for the convenience of people available for work in survey research and organizations having job openings in survey research.

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.

Available:

Operations manager of opinion survey organization. Previous work in market research and as local Census Bureau supervisor. Educational background in Business Administration -- Accounting and Marketing. Experience in client relations; hiring personnel; supervising interviewers, coders, etc.; interviewer training; payrolls and costing; and sampling. Age: 28; married, 1 child. Tom Weller, 5889 Jasmine Drive, Dayton, Ohio 45449.

Available:

B.A., Sociology, Psychology, Miami University. 3 years with opinion survey organization. Experience in questionnaire development, interviewer training and supervising, coding and editing data, computer analysis and reporting of data. Age: 25; single. Available June, 1974. Virginia C. Stellato, 2942 Knoll Ridge Dr., Apt. E, Dayton, Ohio 45449.

Opening:

Assistant Director for Instructional Services/Chief Statistical Consultant to supervise and train graduate students, offer courses in research methodology, serve as consultant on research problems. Master's in behavioral sciences or statistics required; Ph.D. desirable. 2-5 years experience beyond graduate school, demonstrated teaching abilities and administrative skills. Training and experience in statistical techniques, research methodology, computer data processing and data analysis, use of statistical packages. Apply to Dr. William Klecka, Director, Behavioral Sciences Laboratory, 1403 Crosley Tower, University of Cincinnati, Cincinnati, Ohio 45221.

Opening:

Survey Manager, Housing Assistance Supply Experiment, Rand Corp. Director of on-going, large-scale survey effort in 2 sites. Responsible for data collection instruments for 7 surveys; field procedures; monitoring of subcontractors' conduct of surveys; and overall project control. Located in Santa Monica; supervise staff in Santa Monica and Washington offices. Qualifications: academic survey research experience, with emphasis on questionnaire construction; survey management experience; Ph.D. preferred but not required. Salary dependent on background. Contact Deborah Hensler, HASE Survey Manager, Rand Corporation, 1700 Main St., Santa Monica, California 90406.