

# 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 listing.

### Bureau of Applied Social Research Columbia University

(605 West 115th Street, New York, N.Y. 10025)

*Incentives to Early Retirement: A Study of the Effects of a New Labor Contract.* Under an innovative contract in 1974 from the publishers of New York City's two morning newspapers, members of the International Typographical Union's Local 6 received incentives for early retirement, including a half-year's pay plus a \$2,500 cash bonus for those retiring within six months of ratification of the contract, or a six-month paid productivity leave, taken all at once or in segments, for those wishing to test out retirement. Supported by the Labor Management Services Administration, U.S. Department of Labor, BASR is investigating the social consequences of these incentives for the worker, the industry, and the union. The research involves 500 interviews among voluntary retirees, productivity leave takers, and older (56+) and younger (55-) continuing workers, as well as followup interviews with the 400 printers in the first three categories. In addition, 200 wives and 10-15 representatives of the union and of industry will be interviewed.  
Study directors: Nathalie Friedman and Theresa Rogers.

Completed project:

*New York City Neighborhood Study.* This study, funded by the RANN Program of the National

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Science Foundation, examined the processes of implementation and the impacts of an experimental program of administrative decentralization and coordination of city services at the district level, run by the Office of Neighborhood Government of New York City, starting in January, 1972. Among the components of the project were *Community Leadership* (surveys of community leaders' responses to the experiment and their attitudes toward community control over city services and case studies collected from community projects); *Public Survey* (a before-and-after survey of 1,680 households in four experimental and three control districts concerning people's problems, rating of city services, contacts with government, and attitudes toward city government, decentralization, and community control); and *Washington Heights Community Study* (study of interinstitutional relationships in one community and a survey of five blocks with concentrations of ethnic groups). A 390-page mimeographed report, *Decentralizing City Government: An Evaluation of the New York City District Manager Experiment*, by Allen Barton et al., is available from BASR on interlibrary loan only. Study directors: Allen H. Barton and Nathalie Friedman.

**Bureau of Social Science Research  
Washington, D.C.**

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

*National Criminal Justice Manpower Survey.* This survey has been undertaken for the Law Enforcement Assistance Administration by a consortium of three research organizations--National Planning Association, Bureau of Social Science Research, and American Institutes for Research. About 17,500 questionnaires were mailed to law enforcement and criminal justice

chief executives. In addition to the mail survey, the project will conduct onsite inspections of some 200 state and local crime and justice agencies. The survey hopes to gather data that will help LEAA to determine the adequacy of its manpower staffing, training, and educational program, to identify trends future manpower needs, to improve the existing system, and to establish a plan for future information updates.

**Completed project:**

*Attitudes toward Metrorail in the Washington Area.* This survey on how Washington area residents look at Metrorail was conducted in January-February, 1976, at the request of the Joint Committee on Transportation. In addition to gathering information on commuting habits, the survey attempted to get predictions of Metro use and reactions to various proposed financing schemes to support the cost of construction and maintenance. BSSR telephone interviewed 2,218 persons who held part- and full-time jobs and who live in the Washington, D.C., area. A 78-page report by Robert T. Bower is available from BSSR for \$2.40.

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

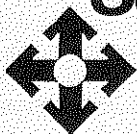
(Cedar Falls, Iowa 50613)

*Dubuque Community Survey: North-West Arterial Highway Project.* In this study for the Federal Highway Administration and the Iowa Department of Transportation, personal interviews are being conducted with 377 Dubuque residents (18 years old and older) to (1) determine what Dubuque residents consider the major community goals of the city, (2) assess the importance of planning factors deemed most relevant to metropolitan residents regarding the placement of a major highway in their community, and (3) assess the general attitude of the residents toward their neighborhoods and their city. A report will be published in August, 1976. Project director: Robert E. Kramer.

*State-wide Post-Secondary Instructor Retention Survey.* This study for the Iowa Department of Public Instruction involves questionnaires mailed to 700 current and former career education teachers throughout Iowa. The purpose is to assess the current and past instructor turnover rate in the post-secondary career education program in Iowa and why teachers leave the program. Project director: Glen Hansen.

*Hawkeye Valley Area Senior Adult Needs Assessment Survey.* The purpose of this study for the Hawkeye Valley Area Agency on Aging is to determine the "felt needs" of senior adults (60

## Survey Research



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years old and older) living in 10 counties in Northeast Iowa. The 766 personal interviews cover such topics as general demographics, income, level of awareness of social programs, mobility, political activities, and attitudes toward life satisfaction, loneliness, religion, etc. A report will be published in Fall, 1976. Project director: Robert E. Kramer.

## Center for Policy Research

### New York

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

*Change Agent Approaches.* Because of the increase in planned social change and the resulting new group of experts, "professional change agents," this project studies a broad spectrum of change agents, examining general change models in an attempt to systematize the intuitive and often implicit knowledge of change agents. The project involves a survey instrument administered to 180 change agents, with a framework of six social intervention approaches used as a sampling guide.

Project directors: Noel M. Tichy and Harvey A. Hornstein.

*Public Understanding of Sciences: Patterns and Forces in Contemporary Society.* This project is designed in three stages to study the extent and nature of the public's understanding of science as a complex, multidimensional concept. The first stage includes a review of the literature and codification of existing data; the second involves developing, pretesting, and refining the survey questions and instruments on the basis of the knowledge gained in the first stage; and the third consists of a national sample survey of public understanding of science.

Project directors: Amitai Etzioni and Clyde Nunn.

*Designing and Starting Innovative Schools: A Field Study.* This study, begun in November, 1974, followed the planning processes for six new schools in the New York-Washington area for 10 months prior to their opening. Field data collection during this period included observation of and interviews with planners and consultants and analysis of available documents. Staff recruitment, pretraining, and "start-up" were also observed. During the first two school years of operation, questionnaire and interview data are being collected on a series of "system state" variables (e.g., inputs, goals, psychosocial relationships, change technology, and outputs). The study has four basic objectives: (1) empirical description of stages in the social-architectural process of creating a new social system as seen during the planning and creation of innovative schools; (2) assessment of the degree

to which innovative intentions are achieved; (3) tracing linkages between stages of the planning and design process and the final state of the schools as organizations; and (4) empirical study of methods of facilitating productive social architecture.

Project director: Matthew Miles.

*Generational Study of the Impact of the Vietnam War.* This study involves extensive interviews with both Vietnam era veterans and non-veterans (including resisters). Long-range plans are for a survey of 100 vets and 100 nonvets and secondary analysis of other surveys containing data relevant to this study. Project directors: Arthur Egendorf and Robert Laufer.

## Educational Assessment Center

### University of Washington

(453 Schmitz Hall, PB 30, Seattle, Washington 98195)

*Longitudinal Study Survey.* The first wave of a proposed program to study a sample of Washington State students throughout their higher education will be completed by September, 1976. Initial interviews by phone with approximately 3,500 University of Washington applicants (one-third of all UW applicants) will be followed by national surveys of those who attend UW or other institutions, or who do not enter college, to determine the effects of education on their future life.

Principal investigator: Judith Fiedler.

## Food Sciences Laboratory U.S. Army Natick Development Center

(Natick, Massachusetts 01760)

Completed projects:

*Armed Forces Food Preferences.* The purpose of this study was to assess the food likes and dislikes of personnel of all four military services. Group-administered surveys of 3,800 personnel required respondents to indicate how much they liked each food (hedonic score) and how often they wanted it served (preferred frequency score).

Investigators: Herbert L. Meiselman and Day Waterman.

*Cafeteria Food Service in the Air Force.* The purpose of these studies was to evaluate the applicability of cafeteria food service in the Air Force, which has involved giving all personnel a food allowance (rather than a meal card) and pricing food in the dining hall by the item (rather than by the meal). On one

base, surveys and interviews were conducted after implementation of the cafeteria feeding system, and at a second base, surveys and interviews were conducted both before and after implementation of the system. Respondents were asked about their attitudes toward, and descriptions of, the food, facilities, and service and about their reasons for not eating in the dining hall more often.

Investigators: James R. Siebold and Herbert L. Meiselman.

### **Institute for Social Research University of Michigan**

(P.O. Box 1248, Ann Arbor, Michigan 48106)

*Public Perceptions of Quality of Life in Metropolitan Detroit.* In the first phase of this program, under a grant from the National Science Foundation's RANN Program, ISR researchers conducted a probability sample survey of 1,194 households in the Detroit metropolitan area to study the way that the city's residents perceive the quality of life in their communities and to find out what they think about a variety of community problems. Data on objective conditions were also gathered to see how they compared with people's perceptions. The topics include personal safety, public transportation, neighborhoods, police protection, local government, taxes, recreation, education, housing, and residential mobility. In the next phase of the program, the researchers hope to work directly with local government personnel, providing them with information about people's feelings and behavior with respect to community concerns. For further information about this study, contact Robert Marans at ISR.

#### **Completed projects:**

*More About Justifying Violence: Methodological Studies of Attitudes and Behavior.* This monograph by Monica D. Blumenthal and others reports a study of the measurement characteristics of measures employed in ISR's 1969 study of American men's attitudes toward violence, reported in the earlier monograph, *Justifying Violence: Attitudes of American Men*. One of the major issues in the new research was to establish the validity of the two central dependent variables of violence research: a measure of attitudes toward the use of violence to produce social change and a measure of attitudes toward the use of violence to maintain social control. To explore this and other issues, a variety of projects were undertaken, the largest being interviews and reinterviews conducted in 1972 with 283 respondents (both men and women) 16 years of age and older. A number of smaller studies were also conducted with 268 respondents in populations having specific characteristics in relation to

attitudes toward violence: Jehovah's Witnesses, Quakers, parents of battered children, student demonstrators, rioters, and prisoners. A 401-page monograph on this study is available from ISR for \$8 paperbound or \$14 cloth-bound.

*Social Indicators of Well-Being: The Development and Measurement of Perceptual Indicators.* This book by Frank M. Andrews and Stephen B. Withey, to be published in mid-1976 by Plenum (New York), reports on how American adults evaluate 120 different aspects of their lives. The book also reports differences in the perceived quality of life by sex, age, socioeconomic status, race, education, and stage in the family life cycle. A major focus of the book is on the development of social indicators. The authors present sets of measures that others can use in investigating the quality of life, developed and tested in four national surveys, in 1972 and 1973, in which about 5,000 men and women were interviewed. Several smaller surveys were also conducted. For further information, contact Frank M. Andrews or Stephen B. Withey at ISR.

*Education and Job Satisfaction.* A recent ISR study on the relationship between education and job satisfaction examined the occupational payoffs of education. The data were drawn from nine national surveys of the American work force conducted between 1962 and 1973. Satisfaction with four specific job attributes was studied--comfort, challenge, financial rewards, and adequacy of resources. For further information, contact Robert P. Quinn or Martha S. Baldi de Mandilovitch at ISR.

*Generation Gap on Political Issues.* In this study, a representative cross section of 1,669 high school seniors and their parents were interviewed in the spring of 1965 and again early in 1973, and the width of the generation gap politically over the eight-year period was examined. The responses covered such matters as what respondents were "least proud of as Americans," federal intervention in racial matters, political trust, partisanship, and voting behavior. Study directors: Kent Jennings (ISR) and Richard G. Niemi (University of Rochester).

*Forest Service Research.* Because of problems in disseminating research conducted by the U.S. Forest Service Research Branch, ISR's Center for Research on the Utilization of Scientific Knowledge (CRUSK) began a project in 1972 to study the Forest Service researchers, their clients, and the research organization. About 300 persons were interviewed initially, and the following year a questionnaire was administered to 1,500 researchers, administrators, and research technicians within the Forest Service. CRUSK analyzed the results with particular attention to the researchers' satisfaction with

their organization, contributions to both scientific knowledge and practical applications, and financial rewards.

Study directors: David A. Lingwood and William C. Morris.

*Experiment in a Juvenile Court.* Researchers at ISR's Research Center for Group Dynamics have studied participants in a volunteer program supervised by a juvenile court in Michigan. In this program, young probationers (12-17 years old) are referred to citizens who serve as volunteer probation officers, scholastic tutors, or group counselors for youngsters and their parents. The study was based on data gathered during a six-month period from court records and repeated interviews with volunteer workers, the probationers and their parents, and a randomly selected control group of delinquent youngsters who did not receive volunteer service. A report of the findings is in progress.

Study directors: Robert Berger and Martin Gold.

*Evaluation of the General Revenue Sharing Program (GRS).* In an attempt to evaluate GRS, interviews were conducted among officials of 2,000 state and local governments in all 50 states and a representative sample of 668 municipalities and 149 counties. The investigation focused on the program's impact and how budgets would have differed in the absence of revenue sharing money. A report on the study is being prepared. For further information, contact F. Thomas Juster at ISR.

#### Methodological research:

*Measuring the Efficiency of Telephone Surveys for Social Science Data Collection.* In this NSF-funded project, a national random-digit-dialed telephone survey with 2,000 interviews is being conducted concurrently with the 1,500 personal interviews in the 1976 SRC Spring Omnibus Survey. Identical sets of questions are being asked in the two surveys. The project supplements the variety of questions asked in the Omnibus with measures thought to be differentially sensitive to interview mode and representative of the types of measures used in much social science research. Two different kinds of RDD telephone samples are being used: one, a stratified random sample of 1,000 with sample telephone numbers spread over the entire U.S.; the other, a clustered sample of 1,000 in the primary areas of the SRC national household sample. In the analysis, to be completed by March, 1977, several comparisons will be possible: (1) differences in results of questions attributable to the mode of interview (telephone or personal); (2) effect of noncoverage of telephones on estimates of parameters and relationships; (3) the precision of a weakly stratified random element sample used often in national RDD design with that of

a deeply stratified but clustered sample design similar to that used in personal interview surveys; (4) telephone interviewer effects; and (5) the cost efficiency of telephone surveys as an alternative to personal interview surveys.

Study directors: Robert L. Kahn and Robert M. Groves.

### Institute for Social Science Research University of California at Los Angeles

(11250 Bunche Hall, Los Angeles, California 90024)

*Readership of the Evaluation Magazine.* The purpose of this national telephone survey for the Russell Sage Foundation is to determine readership opinion among recipients of the *Evaluation Magazine*, its use, and some background information about its audience.

Co-principal investigators: Howard E. Freeman (ISSR) and Peter H. Rossi (University of Massachusetts).

*American Bar Association Public Defender Project.* In this project, ISSR is assisting the Twentieth Century Fund by interviewing persons in the Los Angeles central jail who have initially been charged with a felony. The purpose is to collect data for use in writing a book about defense lawyers and in suggesting how to give defendants better representation.

Investigator: J. Boston (Twentieth Century Fund).

*Energy and Economic Growth.* Under a grant awarded by the California Energy Resources Conservation and Development Commission, this project will seek to review relevant literature and interview key informants on the relationship between energy and economic growth. The analysis will focus on the effects of consumption and supply of energy on economic growth and the quality of life.

Study director: Sidney Sonenblum.

*Processes in Health Behavior and Cancer Control.* This five-year project, to begin July 1, 1976, with funding from the National Cancer Institute, will examine social and psychosocial factors related to the processes involved in definitions of individual health status and delay behavior in seeking medical advice (cessation of smoking, alcohol consumption, followup care, etc.). Data will be collected from LAMAS respondents in Los Angeles County through 3,200 personal interviews and 1,200 monthly telephone interviews with a panel.

Study director: Leo G. Reeder (School of Public Health and Sociology Dept.); co-principal investigators: Emil Berkanovic (School of

Public Health) and Sharon Reeder (School of Nursing); project coordinator: Alfred Marcus.

*A Comparative Study of Status Attainment.* Under a grant from NIMH, this comparative study of attainment and the consequences of status position involves the reanalysis of data from surveys conducted in approximately 50 countries. Treiman's Standard Occupational Prestige Scale, a measurement instrument enabling cross-national comparisons of stratification processes and patterns, will be incorporated into the research investigation to permit obtaining valid measures of occupational status in any country.

Study director: Donald J. Treiman.

*Public Service Research.* This survey, for the U.C. Chancellor's Committee on Public Service, seeks to assess the availability of research materials on the UCLA campus that are relevant to the state and regions of California and of direct use to academicians and others in California. Data are being collected via mail questionnaires to UCLA faculty.

Study director: Sidney Sonenblum.

Completed project:

*Malpractice Insurance Crisis.* Conducted in conjunction with the UCLA School of Medicine, the purpose of this survey was to learn about the possible impacts of the malpractice insurance crisis on the medical practice and professional plans of physicians in Los Angeles County. Telephone interviews were conducted with 296 doctors selected on a random basis from the Los Angeles County Medical Association directory.

Co-principal investigators: Charles E. Lewis (School of Medicine) and Howard E. Freeman (ISSR).

### **Institute for Survey Research**

#### **Temple University**

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

*The American Women's Health Program (AWHP) II.* The purpose of this study, funded by the National Institute for Child Health and Human Development, is to assess the effects of lags in using the pill on abnormal cervical dysplasia. To be completed by June 30, 1976, the study involves analysis of data obtained in ISR's AWHP study, with a national sample of 2,800 women patients over age 15 in cancer detection centers.

Principal investigator: Leonard LoSciuto.

*Study of Amish Demography.* In this study of Amish fertility patterns, funded by the National Institute of Child Health and Human Development,

400 personal interviews are being conducted in Lancaster County, Pennsylvania with two marriage cohorts and their parents.

Study director: Allan Walters.

*Educating Children About Sexuality.* The purposes of this study for Project on Human Sexual Development, Cambridge, Mass., are (1) to understand parental attitudes toward children's sexuality, and parental practices used in educating their children about sexuality; (2) to determine parental need for assistance in this educational task; and (3) to formulate recommendations based on the findings of the survey. Field work began in April, 1976, with personal interviews being conducted in Cuyahoga County, Ohio, with parents of children aged 3-11 years (100 single parents and 700 couples).

Study director: James Peterson.

*Child Development Study.* Sponsored by the Foundation for Child Development, this study will seek to determine the quality of life among children. Beginning in Fall, 1976, personal interviews will be conducted nationally with 2,000 children aged 7-11 and 1,500 mothers or mother surrogates, with up to two children per family being interviewed. Topics to be covered include home and school life experiences, experiences with friends and peers, and children's health.

Study director: James Peterson.

Completed project:

*College of Liberal Arts (CLA) Study.* In this study for Temple University, completed May 1, mail questionnaires were sent to the entire faculty of Temple's CLA and to a random sample of one-third of current CLA students and 1974 CLA alumni to provide data for the evaluation of the CLA curriculum. Topics included understanding of the philosophy underlying the curriculum, perceived need for faculty assistance and the time that faculty provide in curriculum selection, type of requirements desired in the curriculum, and perceived usefulness of the degree.

Study director: Allan Walters.

### **Institute of Social Research**

#### **Indiana University**

(1022 East Third Street, Bloomington, Indiana 47401)

*Indiana Survey of Community Needs.* The purpose of this study for the Indiana Community Services Administration and Department of Mental Health are (1) to conduct a community needs assessment with special attention paid to mental health needs, and (2) to undertake an Indiana Social Indicators project. To be completed by September, 1976, telephone inter-

views will be conducted with a random sample of 2,500 Indiana citizens 18 years and older. Co-principal investigators: David Knoke and George W. Bohrnstedt.

*Sex Roles, Female Status Attainment and Fertility Control.* This study seeks to discover the relationships among background socialization factors, current gender role norms, and behavior; current and expected fertility patterns; and current and expected female status attainment. The study, which went into the field in May, 1976, utilizes both personal and telephone interviews with 500 once-married white women in Indianapolis who married at age 23 or older and no earlier than 1969. Principal investigator: John Scanzoni; associate principal investigators: Karen Polonko and Gary Robinson.

### **Mathematica Policy Research Princeton, New Jersey**

(P.O. Box 2393, Princeton, New Jersey 08540)

*A Survey of FSB/SUA Recipients.* Conducted for the Office of Policy Evaluation and Research, U.S. Department of Labor, the purposes of this Congressionally mandated study are (1) to describe the employment, economic, and demographic characteristics of people receiving unemployment benefits under the Federal Supplemental Benefits (FSB) and Special Unemployment Assistance (SUA) programs; (2) to assess the needs of the long-term unemployed for employment services, training, and public employment opportunities; and (3) to determine the eligibility of FSB/SUA recipients for other transfer programs. Personal interviews were conducted with 12,000 recipients (1,500 Extended Benefits, 4,200 SUA, and 6,300 FSB) in 10 randomly chosen Unemployment Insurance Offices in each of 15 states. Analysis will be done in the summer of 1976, and final reports provided to DOL in the fall. Principal investigator: Charles Metcalf; project director: Alan Brewster.

### **Minnesota Center for Sociological Research University of Minnesota**

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

*Priorities of the Handicapped.* In this study to be completed by June, 1976, for the Minnesota State Council for the Handicapped, mail questionnaires have been sent to 10,000 households in Minnesota drawn from handicapped organization mailing lists. The purpose is to

ascertain the problems and needs of handicapped persons in Minnesota. Project director: Ronald Geizer.

### **National Opinion Research Center**

**University of Chicago**

#### **In Chicago**

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

*General Social Survey, 1976.* The General Social Survey went into the field for the fifth time in March, 1976. Since 1972, this annual survey has collected demographic data on residence, occupation, and other stratification variables. Attitudes toward politics, civil liberties, race relations, deviance, and violence are among the other items in the survey, which contains over 200 variables. Many of the items have appeared on previous national surveys, some dating back to 1948. Personal interviews are conducted with approximately 1,500 respondents nationally, with a split sample having been used in the past two years--50% area probability with quotas and 50% strict area probability. In earlier years, an area probability sample with quotas at block level was used.

The data set and codebooks for the 1976 study will be available from the Roper Public Opinion Research Center, Williams College, Williamstown, Mass. 01276, in July, 1976; data and codebooks for the four previous (1972-75) General Social Surveys are now available from Roper. Users need not be members of the Roper Center. General information is available from the NORC Library.

Senior Study director: James A. Davis (Dept. of Sociology, Dartmouth College); assistant study director: Kathleen Schwartzman (NORC-Chicago).

*Compensatory Education Program Evaluation: District Survey I.* The purpose of this study, funded by the National Institute of Education, is to collect information from sample school districts and states to provide a description of Federal and state programs of compensatory education, which is defined by NIE as "a heterogeneous grouping of special programs which received funds from various sources (Federal, state, local, and private) and are targeted toward meeting the needs of differing age and population groups." This study involves the identification and description of the purposes, operating characteristics, and evaluation procedures of compensatory education programs. In 101 school districts randomly sampled from all operating public school districts in the 48 states, respondents are being selected from

state and district level staff and from within-district staff. About 5,000 personal interviews will have been conducted before the study ends in December, 1976.

Co-principal investigators: James R. Murray (NORC) and Philip Sorenson (Stanford Research Institute).

*Analytic Studies of Satisfaction and Happiness.* Under a grant from NSF, this study seeks (1) to develop a model of life and community satisfaction to help in understanding the functioning of the social system; (2) to test the stability of the model over time; and (3) to analyze the effects of "system shocks" on the satisfaction and happiness of the American community, including the effects of gradual shocks, such as the worsening economic situation, and short-term, severe shocks, such as the energy crisis of 1973-74. The analysis over the next two years will be based on data collected from the approximately 7,500 respondents to the Continuous National Survey from April, 1973, to May, 1974 (see June, 1974, issue of *Survey Research*).

Study directors: Norman M. Bradburn and Michael J. Minor.

### **In New York**

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

*National Study of Drinking Practices.* This personal interview panel study, to be completed in June, 1976, and sponsored by the Rand Corp., compares 1,000 heavy drinkers who have gone into treatment with 500 heavy drinkers who have not been treated to evaluate the effectiveness of treatment.

Senior study director: Jackie Peterson.

Completed project:

*Survey of Confidentiality.* Under a grant from the American Political Science Association with funds from the Russell Sage Foundation, this study sought to determine the confidentiality of social scientists' sources and data and to determine the experiences and attitudes of prominent social scientists. Both telephone interviews and mail questionnaires were used to gather data from 450 social science researchers nationally.

Principal investigator: James D. Carrol (Syracuse University).

### **Research and Information St. Louis**

(111 S. Bemiston Ave., St. Louis, Missouri 63105)

*Missouri Public Opinion Report.* Through quarterly statewide surveys, this program collects public opinion data in Missouri on such major issues as nuclear power, ERA, and public employee collective bargaining rights during the time that the issues are being debated in mass media. The purpose is to make data available to the public in order to increase and upgrade the discussion of critical issues. A new sample of 500 persons is interviewed each time by random digit dialing regulated to fill a quota for each U.S. Congressional District in the state.

Program director: Donna S. Charron.

### **Research Triangle Institute**

#### **North Carolina**

(P.O. Box 12194, Research Triangle Park, North Carolina 27709)

*Survey of Young Women Round II.* This national personal interview survey of 2,500 young women (15-19 years of age) conducted by RTI under the direction of Johns Hopkins University, is funded by the National Institute of Child Health and Human Development. Data from the first survey, conducted in 1971, was useful to both private and public agencies attempting to cope with high levels of premarital pregnancy, illegitimacy, venereal diseases, and other sex-related problems. In this second survey, in addition to determining the changes since 1971, a major effort is being made to obtain more precise information about the circumstances surrounding sexual relations and to estimate the impact of sex education during this period.

Survey operations: Mike Weeks.

*National Assessment of Community Education.* This inquiry will permit the Charles Stewart Mott Foundation to describe its overall program in community education, assess the program's variety of services, and make decisions regarding the upcoming five-year plan. Data are being collected nationwide from 6,000 local community education programs, clients, and trainees principally through mail questionnaires, with some personal interviews. This census concentrates on the training chain, which over many years has prepared large numbers of degree students, presented short-term training workshops, disseminated relevant products and information, and provided technical assistance to local programs.

Study director: Rodney Ironside; survey operations: Mike Weeks.

*A Study of Family Formation during the Depression.* RTI is assisting Georgetown University's Center for Population Research in this study,



being conducted under contract with the National Institute for Child Health and Human Development. Personal interviews will be conducted nationwide in Fall, 1976, with 1,500 ever-married white women of the birth cohort 1900-1910, a cohort that produced the smallest families to date in U.S. history, with approximately 23% being childless and 21% having only one child. Among the reasons for studying these women are (1) their experiences may be relevant to modern fertility behavior; (2) the factors motivating individuals to seek and use means of controlling fertility under conditions of relatively poor contraceptive technology can be studied; and (3) these women present the opportunity to study factors influencing fertility in the 1920s and 1930s.

Principal investigator: Jeanne Clare Ridley (Georgetown University); survey operations: Mildred Holt.

#### Completed projects:

*English Proficiency of Ethnic-Linguistic Minorities.* Under a contract from the National Center for Education Statistics, the Center for Applied Linguistics (CAL) subcontracted with RTI to assist them in developing instruments to measure the English proficiency of American minority language ethnic populations. Using instruments developed by CAL, RTI conducted field tests in four areas of the country with people likely to have difficulty with English: Miami (Cubans), El Paso (Mexican-Americans), Northwest Arizona (Navajos), and San Francisco (Asians). In each area, 500 interviews were conducted (250 among adults and 250 among children). The major purpose of the field test was to administer both detailed tests and brief direct questions to samples of people, analyze the results, and select a subset of brief questions to be incorporated by the Bureau of the Census into their 1976 survey of approximately 200,000 households in order to produce Congressionally mandated national estimates on how many adults and children have difficulty speaking English.

Project director: Paul Moore; field director: Don King.

*RTI Public Survey (RTIPS).* This was the first of a planned series of semi-annual surveys of the general household population of North Carolina to determine significant problems facing the state as viewed by its citizens, economic expectations, and purchasing patterns for major appliances and other household items. Using a statewide sample of 800 households, the survey primarily involves telephone interviews, with personal interviews in a supplemental sample of households without telephones. Expected release date of the first survey is June 1, 1976.

Study director: Michael V. Rulison; survey operations: Don Jackson.

### Rhode Island Health Services Research (SEARCH) Providence

(56 Pine Street, Providence, Rhode Island 02903)

#### Completed projects:

*1975 Household Survey.* In this survey, funded by the Department of Health to gather health expenditure information to assist Rhode Island's Catastrophic Health Insurance Program (CHIP), personal interviews were conducted with 1,952 households randomly selected throughout the state. In addition to data on household expenditures for health care, the survey covered such topics as physical handicaps; hospitalization in the past year; utilization of physician, dental, and other professional health services; attitudes toward medical care received, national health insurance, and Health Maintenance Organizations; and awareness of CHIP legislation. For additional information, contact Ann Walker at SEARCH.

*Public Attitudes toward Medical Malpractice Issues.* In August, 1975, SEARCH conducted a telephone survey of the Rhode Island population to determine public attitudes toward the rising medical malpractice insurance rates. In the study, undertaken at the request of the Governor's Task Force on Medical Malpractice, 525 interviews were obtained by random digit dialing. The brief questionnaire gathered information on the respondent's knowledge of the issue; opinions on who was responsible for the current problems and who should resolve them; and comments on personal experiences with doctors and hospitals. For further information, contact Ann Walker or Deborah Laufer at SEARCH.

### Social Science Research Center Mississippi State University

(Box 5287, Mississippi State, Mississippi 39762)

*DUI Probation Followup Project.* Under funding from the National Highway Traffic Safety Administration, this project will evaluate the cost effectiveness of three intervention strategies in the drinking behavior of licensed drivers in seven medium-sized cities. A sample of 6,200 drivers will be drawn from persons arrested for driving under the influence of alcohol. A psychological screening device will be administered to determine whether drivers are social or problem drinkers. Social drinkers will be randomly assigned to a control group or to alcohol safety school and/or probation, and problem drinkers to a control group or to probation and/or treatment in a

mental health center. The driving behavior of each participant will be monitored for three to five years to determine crash experience and subsequent arrest for DUI.

Principal investigator: James W. Landrum.

*The Mississippi Alcohol Safety Education Program (MASEP).* Funded by the Governor's Highway Safety Program, this demonstration project tests the effectiveness of alcohol safety schools as an intervention strategy among first offenders for DUI. A report on the first 4,000 offenders is in progress.

Principal investigator: Gerald O. Windham.

*Effectiveness of Hurricane Warning Systems.* Under contract with the Fort Worth, Texas, office of the National Weather Service, interviews were conducted with a random sample of residents in Destin and Panama City Beach, Florida, following Hurricane Eloise to determine factors that influenced persons to evacuate or stay after appropriate warnings were issued. Other factors being investigated include damage, traumas, and post-hurricane disasters.

Co-principal investigators: Peggy J. Ross and Gerald O. Windham.

Completed project:

*A Psychological Screening Device for Identifying Nonproblem and Problem Drinkers Arrested for DUI.* Under funding from the Mississippi Universities Consortium on Alcohol Abuse and Alcoholism, a sample of persons arrested in two medium-sized cities for DUI was administered several psychological screening forms designed to differentiate between problem and nonproblem drinkers. Scores on these devices were compared to previous arrest history and blood alcohol content at time of arrest. A report of this study is available from SSRC for \$1.50.

Principal investigator: James Crowe.

## **Social Science Research Institute**

### **University of Maine at Orono**

(164 College Avenue, Orono, Maine 04473)

*Over 60 in Maine.* This study was commissioned by the Maine Committee on Aging to ascertain the status and needs of Maine's elderly, to present a current demographic profile of the elderly, to summarize legislation in the field enacted since 1970, to present data on services for the elderly in Maine, and to make recommendations for future legislative action. In the past year, interviews have been conducted with Maine's five area agencies on aging, with 854 Maine citizens aged 60 or older in their homes, and with 159 older people in nursing

and boarding homes.

Project coordinator: Barbara Clark.

*Vocational Education Study.* This telephone study of the economic returns to the State of Maine on state investments in Northern Maine and Southern Maine Vocational Technical Institutes is sponsored by the Bureau of Vocational Education. The project takes into account the responses of 1,000 individuals who have attended or graduated from SMVTI or NMVTI in the past five years. The respondents are being asked questions on training and experience received at the two VTIs; on current employment including location, type of business, and salary; and on the relative contributions of training and actual practical experience for knowledge of his particular skill.

Project director: David H. Clark.

*Health Education Survey.* Sponsored by the Institute for Health Science Education of the University of Maine, this mail survey of approximately 5,000 graduates of health-related education programs offered by post-secondary schools in Maine is designed to assess the impact of 1971-75 graduates of such programs on health care in Maine. The questionnaire covers respondents' job experiences since graduation, including job search in Maine, types of jobs held, job satisfaction, and factors affecting job selection and location, and also contains a series of questions on further educational training.

Project director: Eileen Silvestri.

*SSRI Omnibus Survey.* Begun in December, 1975, this telephone interview survey has been inquiring about the quality of life in Maine and citizens' expectations of life in Maine in the year 2000. The questionnaire covers housing, health, community and state growth, mobility, governmental performance, and demographics. Approximately 600 interviews were to be obtained on this particular survey, with similar data to be collected on an ongoing basis, changing questions or sections as the relative importance of topics changes.

## **Survey Research Center**

### **State University of New York at Buffalo**

(4230 Ridge Lea Road, Room C-19, Buffalo, New York 14226)

*The Erie-Niagara Area Survey (ENAS) II.* Plans are under way for the Fall 1976 Omnibus Survey of the Niagara Frontier, which is scheduled to go into the field in late September. In the first of these annual time-shared surveys, which was fielded in the fall of 1975, personal interviews were conducted with a subsample of 1,041 adult respondents drawn from SRC's master sample of dwelling units in the

two-county area. In addition to descriptive, background data, ENAS I contained topical questions on adult educational interests and needs, alcoholic beverage consumption habits and patterns, networks of interaction and communication among the area's elderly, and the factors affecting satisfaction with one's job. The 1976 survey will have roughly the same specifications, but with new topical questions provided by the ENAS II clients.

Director: Raymond G. Hunt.

*Public Perceptions and Beliefs about Environmental Quality and Environmental Problems.* In this study, to be completed in October, 1976, approximately 800 residents of Erie and Niagara Counties will be personally interviewed concerning their perceptions and beliefs about environmental quality and problems, for channeling the views of the public into the planning programs on water quality, land use, and housing.

Project director: Lester Milbrath (Dept. of Political Science, SUNYAB); study coordinator: Joseph Sedransk (SRC).

*Home Economics Professional Education Behavioral Competencies.* This study seeks to determine the felt importance by high school home economics teachers of previously identified behavioral competencies for successful fulfillment of the professional component of their teaching programs. The data generated by the study, expected to be completed in August, 1976, are intended to play a role in the revision of the home economics teacher education program at the State University College at Buffalo. Mail questionnaires are being sent to 200-300 high school home economics teachers in New York State exclusive of New York City.

Project director: Doris Closs (Dept. of Home Economics, SUC/Buffalo); study coordinator: John Magenau (SRC).

Completed project:

*A Study of Post-Secondary Continuing Education Needs in Western New York.* This project for Program Impact supplemented a portion of the SRC omnibus survey, ENAS I. A random-digit-dialed sample of 439 persons was interviewed in a four-county area outside of Erie and Niagara counties. These data were merged with the data from the corresponding section of ENAS I to produce a consolidated data set and statistical summaries describing the educational needs and interests of adults in the six-county Western New York area.

Project director: Phyllis Herdendorf (Program Impact); study coordinator: Raymond T. Conjeski (SRC).

Methodological research:

An extensive study of completion rates for the

first SRC omnibus survey, ENAS I, has been prepared by Joel S. Rose, Associate Director/Chief of Operations, and Miriam Balutis, Acting Field Director. The study investigates interviewer and respondent characteristic variables and their relationship to interview completion and other final disposition categories.

### Survey Research Center Oregon State University

(403 Agricultural Hall, Corvallis, Oregon 97331)

*Effect of Newspaper Readership of Budget Notices on Public Understanding of Local Government.* The purpose of this study for the Jackson Foundation is to determine the level of readership of public notices on county monthly expenditures and proposed school budgets and the role of readership of public notices in understanding local government. In addition, preferences in alternatives for presenting local budget information to the public will be tested. The study, scheduled for completion in September, 1976, involves 800 personal interviews with an area probability sample and 1,250 telephone interviews with random households with county PSUs in Oregon.

Study directors: Robert Mason and G. David Faulkenberry.

*Student Interest in the Oregon State University Athletics Program.* This study for the Office of the President, OSU, is inventorying student interest in the OSU athletics program. Mail questionnaires were sent to 600 OSU students, both graduate and undergraduate. A final report will be completed in June.

Study director: Helen M. Lowry.

*1976 Oregon Statewide Assessment of Fourth Grade Mathematics Performance.* The probability sample in this assessment of mathematics performance of Oregon fourth grade public school children consists of 210 schools with a total fourth grade enrollment of approximately 8,400 pupils. In the sample design, three stratification variables were used--region of the state, district expenditure per child, and district size. Performance estimates will be made for the entire state, for the stratification variables, and for particular reporting groups or subpopulations such as boys and girls.

Completed projects:

*Albany General Hospital Survey of Employees.* This study for the Albany (Oregon) General Hospital provided baseline data for future annual surveys of employee morale, which will

show the effects of a participatory management plan to be inaugurated at the hospital following this year's survey. In the recently completed study, mail questionnaires were received from 275 of the 332 employees at the hospital.

Study director: Robert G. Mason.

## Survey Research Centre

### York University

(4700 Keele Street, Downsview, Ontario M3J 1P3, Canada)

*The Legitimation of Violence in Hockey.* This study for the Canada Council seeks (1) to determine the social climate that legitimates violence in hockey, and (2) to ascertain the degree to which commitment to the normative system in hockey accounts for individual variation in violent behavior. Personal interviews are being conducted in Toronto with 550 players and 138 nonplayers in the 12-18 age group.

Principal investigator: Mike Smith (York University).

*Historical and Prehistorical Resource Appraisal in the Toronto Region.* In this study for the Canada Council, 1,214 persons in Toronto aged 18 or over were interviewed in person to (1) identify and measure personal disposition toward the past; (2) establish the relationship between these dispositions and attitudes toward preservation of (pre) historical resources; (3) examine spatial, socioeconomic, and ethnic dimensions of public attitudes toward these resources; and (4) forecast the demand for and use of (pre) historical resources. A final report is in progress.

Principal investigators: Martin Taylor and Victor Conrad (McMaster University).

*Attitudes toward Nuclear Power.* Sponsored by the Canadian Nuclear Association, this study seeks to (1) elicit opinions and attitudes from the Canadian public and opinion leaders concerning the future generation of electricity by nuclear power plants, and (2) suggest policy alternatives and identify areas to which an information program can be most effectively directed. The study involves personal interviews in five regions across Canada (British Columbia, the Prairie Provinces, Ontario, Quebec, and the Maritimes) with 2,000 persons aged 18 and over and with 200 elites (corporate executives, politicians and civil servants, members of regulatory bodies, heads of electrical utilities, and environmentalists).

Principal investigator (national study): Bryn Greer-Wootten; principal investigator (elite study): Michael Ornstein.

### Completed projects:

*Attitudes toward Seat Belt Usage.* This study for the Ontario Ministry of Transportation and Communications sought to obtain baseline data for measuring seat belt usage of Ontario drivers and to determine people's attitudes toward seat belts. Telephone interviews were conducted with 1,983 Ontario drivers in February, 1975, and with 2,005 Ontario drivers in October, 1975.

Study director: D. Heatt.

*Prince Edward Island Transportation Study.* In this study for the Ministry of Transport (Federal), conducted in August, 1975, on Prince Edward Island, self-administered questionnaires were obtained from 2,398 users of P.E.I. ferry services (Canadian National and Northumberland) excluding chartered buses, commercial trucks, and tractor trailers. The purpose was to determine if travel patterns involving the ferry system could be influenced to avoid peak periods, common in the summer.

Principal investigator: Tillo Kuhn.

## Survey Research Laboratory

### University of Illinois

#### at Urbana-Champaign

(414 David Kinley Hall, Urbana, Illinois 61801)

*Champaign County Public Health.* The purposes of this study for the University of Illinois College of Nursing-Area Health Education System are to determine the health problems, needs, and concerns of the rural population of Champaign County, Illinois, and to gather information that will enable agencies and interested citizens to understand the health problems of the rural community, and, on the basis of this understanding, to plan health programs that meet local needs and are acceptable to the local community. Telephone interviews were conducted with 517 residents of Champaign County who had lived in the county for at least one year and were not residents of Champaign or Urbana.

Project coordinator: Claudia Washburn.

*Sociology Practicum 1976.* A study of the sex-role attitudes of a statewide sample of Illinois residents is being conducted this year as part of the UIUC Sociology Department's Practicum in Sociological Research Methods, a course to train graduate students in how to carry out research. The study involves 750 telephone interviews (1/3 random digit dialed in Chicago; 2/3 selected from phone books elsewhere in the state) with 400 of the interviews done by the students under SRL supervision and the remaining interviews done by SRL staff.

Project coordinator: Joe L. Spaeth, in collaboration with Joan Huber (Dept. of Sociology).

*The Law of Criminal Conspiracy.* This study for Professor Paul Marcus, College of Law, UIUC, seeks to assess practices in criminal conspiracy prosecutions: the reasons conspiracies are charged, the advantages/disadvantages in conspiracy cases, the sentencing patterns, etc. Mail questionnaires have been sent to 1,620 prosecuting and defense attorneys, trial and appellate judges, and law professors throughout the U.S.  
Project coordinator: Diane O'Rourke.

*Impact of High Technology Facilities on Rural Development.* In this environmental impact study for the Institute for Environmental Studies, UIUC, SRL will design and pretest a questionnaire to assess the social and economic effects of new industries or physical changes such as dams on rural communities. Personal interviews will be conducted in Fall, 1976, with a sample of residents in such communities in Illinois.

Project coordinator: Joe L. Spaeth.

*Labor Market Analysis in Champaign, Ford, Iroquois, and Piatt Counties--Employers.* The purposes of this study for the Champaign County Regional Planning Commission/Champaign Consortium are to determine how the federal employment training programs can more effectively meet the needs of employers in the four-county area and to determine what occupational skills are now and will be needed in order to design a CETA (Comprehensive Employment and Training Act of 1973) program that would better serve local employment needs. CCRPC is conducting personal interviews with 50 employers with 250 or more employees, and SRL is conducting telephone interviews with 250 employers with 10 or more employees.

Project coordinator: Claudia Washburn.

*Criminal Justice Research Support Needs.* This study for Professor Richard Roistacher, Center for Advanced Computation, UIUC, will assess the data analysis needs of criminal justice researchers in the U.S. in order to plan CAC's scope of services. Mail questionnaires will be sent to 250 such researchers nationwide.  
Project coordinator: Edward Lakner.

*Community Values in Champaign County.* The purpose of this study for the Champaign County Regional Planning Commission is to obtain the views of Champaign County residents concerning growth policy and related issues, such as land use planning and assessments, in order to aid in determining what the growth policy should be for the county. Telephone interviews are being conducted with about 900 persons 18 years and older who have resided in the county for at least the past six months.  
Project coordinator: Claudia Washburn.

## at Chicago Circle

(4075 Behavioral Sciences Building, Chicago, Illinois 60680)

*Survey of Midwestern Resources for Doctoral Education in Nursing.* The purpose of this project for the Committee on Institutional Cooperation (a consortium of Big 10 Universities plus the University of Chicago), under funding from the U.S. Public Health Service, is to identify the need for doctoral programs in nursing in the Midwest and to inventory the resources that would support the development of such programs. The study involves mail questionnaires to three groups: 26 graduate programs in nursing, 300 nurses with doctorates within the Midwest, and 350 potential doctoral students in nursing.

Project director: Helen K. Grace (College of Nursing, University of Illinois at the Medical Center); project coordinator: Beth Eastman (SRL).

*Developmentally Disabled Persons in the State of Illinois.* This study for the Governor's Advisory Council on Developmental Disabilities seeks to estimate the number and types of developmentally disabled persons in Illinois who are in need of residential services, by geographic areas within the state. Mail questionnaires were sent to 110 knowledgeable persons currently serving the developmentally disabled in Illinois.

Project coordinator: Sharon Calkins.

*Mobile Intensive Care Units Activity Reports.* This study for the Office of Emergency Medical Services, Illinois Department of Public Health, involves preparing and maintaining a continuing data file on Mobile Intensive Care Unit (MICU) patients. The data are collected from forms prepared by EMS and completed by ambulance attendants of all ambulance companies who are part of the EMS-MICU program in Illinois. Statistical reports are prepared quarterly for the statewide evaluation of the MICU programs.

Project coordinator: Sharon Calkins.

## Survey Research Program

University of Massachusetts/Boston and Joint Center for Urban Studies of MIT and Harvard

(University of Massachusetts/Boston, 100 Arlington Street, Boston, Massachusetts 02116)

*Attitudes toward Giving Blood.* SRP is conducting interviews for Dr. Al Drake of M.I.T. to determine attitudes toward giving blood and level of knowledge about blood supplies and factors related to giving blood. The study

involves 600 telephone interviews, 150 from each of four cities--Hartford, New York area, and two cities yet to be determined in different parts of the country.  
Study coordinator: Floyd J. Fowler, Jr.

**Completed project:**

*Crime and Punishment.* In this study for Drs. Herbert Kellman of Harvard and Lee Hamilton of Michigan under sponsorship of NSF, SRP collected data on the public's perceptions of the seriousness of various crimes and punishments and related ethical issues for events such as My Lai. An innovative aspect of the study was the use of psychophysical scaling methods to measure the seriousness of crimes and punishment. Personal interviews were conducted in the Boston SMSA with 391 persons, with a quota sample of 50% male, 50% female, not more than 25% over 65, and not more than 25% under 30.  
Study coordinator: Floyd J. Fowler, Jr.

**Survey Research Unit  
Johns Hopkins University**

(Hopkins Population Center, 615 N. Wolfe St., Johns Hopkins University, Baltimore, Maryland 21205)

*Abortion Practices of Physicians.* This study involves a telephone interview and mail questionnaire to obstetricians and general practitioners currently practicing in Maryland. The focus is the physicians' manner of handling general inquiries and specific requests regarding abortions. The goals are to determine (1) the proportion of obstetricians and GPs in the state who perform abortions or make abortion referrals and (2) what characteristics of both physician and patient are related to various kinds of responses to the request for assistance in this area.  
Principal investigator: Constance A. Nathanson (Dept. of Population Dynamics).

*Obstetrical Innovations and Hospital Decision-making Structure.* This study examines why some hospital obstetrics departments are more open than others to innovations in obstetrical care--innovations that are of a "social" rather than a "medical" nature, such as allowing fathers in the delivery room. In this study, methods of comparative community power structure research will be applied to the hospital organizational setting, with highly structured interviews with several stages of informant-respondents holding key positions in the system.  
Principal investigator: Constance A. Nathanson (Dept. of Population Dynamics).

**Completed projects:**

*East Baltimore Health Survey.* In this study of the health status of the population of East Baltimore and the use made of local health service facilities by this population, personal interviews were conducted in more than 2,000 households in this predominantly low-income black neighborhood. Several populations of East Baltimore residents were sampled, including patients at clinics, members of a prepaid comprehensive health insurance plan, and the general area population.  
Project codirectors: Pearl German and David Salkever (Health Services Research and Development Center).

*Baltimore Area Telephone Survey.* This study was designed to determine the extent of public awareness of the new health career occupations, such as physician assistant and nurse practitioner, and to ascertain how Baltimore area residents would react to receiving primary health care services from such nonphysician health professionals. The survey, for the Office of Health Manpower Studies of the Johns Hopkins School of Health Services, employed telephone interviews with a probability sample of over 2,500 adult residents of the Baltimore urban area.

*Alcoholism Treatment Follow-up Study.* This study was part of a national study conducted by the Stanford Research Institute, which involved followup personal interviews with individuals treated for alcoholism at eight alcoholism treatment clinics around the country, including 366 patients seen formerly at the Johns Hopkins out-patient Alcoholism Clinic in Baltimore. A large portion of the study population was comprised of persons who had dropped out of formal treatment and of those who made only an occasional visit to the clinic.

*Mental Health Training Programs.* This mail survey of 110 program directors at community-college level training programs in mental health and other "human services" was commissioned by the Center for Human Services Research of the Johns Hopkins School of Medicine's Department of Psychiatry and Behavioral Sciences. The study provided a portrait of the curricula used at these institutions to train para-professional technical assistants.

*Death Ascertainment Followup in Veterinarians.* This project attempted to determine whether veterinarians suffer disproportionately from certain causes of death, such as different forms of cancer, which might be occupationally related. Part of the project involved tracing the death records of about 300 graduates of eight American colleges of veterinary medicine.  
Project director: Genevieve Matanoski (Dept. of Epidemiology).

**U.S. Travel Data Center  
Washington, D.C.**

(1100 Connecticut Avenue, N.W., Suite 340,  
Washington, D.C. 20036)

**Completed projects:**

*1975-76 Survey of State Travel Offices.* This was the third in a series of annual surveys of the official travel development and promotion agencies of the 50 states and 3 U.S. territories. An 80-page report discusses the programs and expenditures of these offices and provides data on such matters as budgets, administration, advertising, and research. Project director: Suzanne D. Cook.

*Bicentennial Travel Intentions Survey.* In the first wave of this survey, telephone interviews were conducted by Westat, Inc., in April/May, 1975, with a national probability sample of 2,043 households to measure travel behavior in 1974 and intended travel in 1975 and 1976, with special emphasis on bicentennial-related travels. In the second wave, in October/November, 1975, the same households were contacted again to determine actual travel behavior in 1975 versus intended travel indicated in the first wave and intentions regarding both vacation and weekend travel in 1976, with emphasis again on bicentennial-related trips. Project director: Steven L. Muha.

**Wisconsin Survey Research Laboratory  
University of Wisconsin**

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

**Completed projects:**

*Statewide Bicentennial Telephone Survey.* This project for the American Reevaluation Bicentennial Commission sought to assess people's attitudes on governmental issues and services. Telephone interviews were conducted in January-February, 1976, with 1,000 residents (two-thirds statewide and one-third in the Milwaukee area). Study directors: R. Richard Wagner and Anne Wiley.

*Shawano County Community Leaders and Shawano County Cross-Section of the Population.* This study, completed in March, 1976, and sponsored by the Shawano County Board Committee, the Shawano County Extension Office, UW Extension Administration, and the Extension Service in Washington, D.C., involved two types of telephone interviews. In one survey, 200 leaders were asked how Extension has helped groups and communities and how community leaders feel

about such help. In the cross-section survey, 1,000 Shawano County residents were asked about the number, nature, and types of contacts that they had had with Extension in the past 15 years and how they had used information from those contacts. Study directors: Laverne Forest and Sara Steele.

*UW-Parkside Faculty Interview.* This study, completed in December, 1975, aimed to assess faculty experience with and attitudes toward instructional activities at the UW-Parkside Campus in Racine. Personal interviews were conducted with 24 faculty members on that campus. Study director: Theresa Peck.

*Study of Medical Services to Inmates at Waupun and Taycheedah Prisons.* The purpose of this study for the Prison Health Care Committee, was to get inmate input for recommendations to the Governor on ways to improve health care conditions in the prisons at Waupun and Taycheedah, Wisconsin. Personal interviews were completed in March, 1976, with 375 inmates at these prisons. Study directors: David Mechanic, John Fox, and Rosemary Wilson.

*Workmen's Compensation Telephone Survey.* In this recently completed study for the Industrial Relations Research Institute at UW-Madison, 300 permanently (job-related) injured workers throughout Wisconsin were interviewed by phone to determine post-injury effects on earnings, return to work, and personal activities. Study director: Richard E. Ginnold.

*Community Survey Madison Public Schools.* The purpose of this project for the Madison Public Schools was to gather opinions about the public schools and to obtain a permanent list of citizens to be on a panel for future calls concerning issues of the schools. Using a random selection of phones and respondents, 250 telephone interviews were completed in March, 1976. Study director: Linda Haskins.

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## Personnel Notes

James D. (Don) Bates has been named Director of the Survey Operations Center and James R. Chromy, Director of the Sampling Research and Design Center at the Research Triangle Institute. In a parallel move, William K. Grogan was promoted to Director of the National Assessment Center.

Peter Braun has become Associate Director of

the Survey Research Centre, York University. Dr. Braun was previously Development Analyst with IBM. Also new on the staff is *Peter Peskun*, Sampling Statistician, who holds a cross-appointment with the Department of Mathematics at York. *Mary Lam*, previously Assistant to Field Staff Supervisor, is now Technical Sampling Supervisor; and *Bharat Patel*, previously Sampling Supervisor, is now Design Assistant.

*Raymond T. Conjeski* has become Assistant to the Director at the Survey Research Center, State University of New York at Buffalo. He was formerly a Study Coordinator.

In May, *Irving Crespi*, formerly Executive Vice-President of The Gallup Organization, joined Mathematica Policy Research (see below) as Vice-President, Director of the Survey Division, and Senior Fellow in the Research Division.

At the Minnesota Center for Social Research, University of Minnesota, new staff members are *Ronald Geiser*, Communications Research Director, and *Michael Dean*, Sampling Specialist.

At the Social Science Research Institute, University of Maine at Orono, *Kenneth Hayes* has become Acting Director. The former Director, *Lewis Mandell*, has joined the faculty of Southern Methodist University as an Associate Professor of Economics.

In January, *Kenneth Prewitt* was named Director of the National Opinion Research Center. Dr. Prewitt was previously a Senior Study Director at NORC and also holds appointments as Professor of the Department of Political Science, of which he was Chairman, and Professor in the College at the University of Chicago. He succeeds *James A. Davis*, who has returned to Dartmouth College as Professor of Sociology.

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## Research Center News

### Survey Unit at Johns Hopkins

The Survey Research Unit (SRU) at Johns Hopkins University is a core program of the Johns Hopkins Population Center of the School of Hygiene and Public Health. It was established in 1973 by a grant from the National Institutes of Health to encourage empirical research in the study of population. For the University community and the regional area, SRU provides an ongoing field survey capability in areas such as health, sociology, regional planning, and other pure and applied social, scientific, and biomedical fields. (See p. 14 for a description of recent studies.)

The Unit is primarily organized to do field interviewing in the Baltimore metropolitan area. However, SRU also does other forms of data collection (mail questionnaires and telephone interviewing for national household samples or for specialized rosters) and often assists in all phases of a research project. SRU has created a sampling frame for the Baltimore Metropolitan Area, to be used in household surveys in the area.

The Director of the Survey Research Unit is Dr. Richard T. Smith and the Associate Director is Dr. Henry J. Becker.

### Change at Mathematica

The Urban Opinion Surveys Division of Mathematica has become a subsidiary of Mathematica and has acquired a new name, Mathematica Policy Research (MPR). David Kershaw, formerly director of UOS, is now the president of MPR. MPR will continue its policy of conducting only government studies important to domestic policy making. Location and phone number remain the same.

### New Research Management Options at University of Illinois

Special Master's degree programs in business administration linked to survey research are being inaugurated by the University of Illinois at Urbana-Champaign. These programs allow the student to select research management as a major area of specialization within the Master of Business Administration (MBA) or the Master of Sciences in Business Administration (MS). This specialization involves a combination of course work and either research experience obtained in writing a thesis or applied experience obtained by working as a research trainee in the Survey Research Laboratory or as a research assistant on a major research project in the University.

The research traineeship is designed to provide experience in the conduct and administration of survey and other types of research, taken in the form of a one-year apprenticeship in SRL. In addition, a summer aspect of this traineeship would involve work either in SRL or at another survey organization as arranged by the student's advisor. At the end of the traineeship, the student would be required to write and orally present a paper evaluating the organization and administration of at least one of the projects in which the student had participated.

In other respects, the program is similar to



the regular MBA or MS programs administered by the U. of I. Department of Business Administration.

## Update to List of Academic Survey Research Organizations

Some additions and changes to the list published in the November, 1975, issue of *Survey Research* have come to our attention. The following facility should be added:

### Maryland

Dr. Richard T. Smith, Director  
Survey Research Unit  
Hopkins Population Center  
Johns Hopkins University  
615 N. Wolfe Street  
Baltimore, Maryland 21205  
(301-955-3744 or 3745)

Two organizations have changed directors and/or addresses:

### Illinois

National Opinion Research Center--  
Dr. Kenneth Prewitt, Director

### Maine

Social Science Research Institute--  
Dr. Kenneth Hayes, Acting Director  
University of Maine at Orono  
164 College Avenue  
Orono, Maine 04473  
(207-581-2555)

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## Field Directors' Conference

The eighth annual Field Directors' Conference is being held this year on June 3 and 4 in Boston. The 1976 Conference is being hosted by the Survey Research Program at the University of Massachusetts-Boston. The Conference is primarily intended for those actively and directly involved in field work and data collection issues and is restricted to persons from government, academic, and nonprofit organizations.

Topics for discussion this year include ways of improving the quality of data, the effect of different levels of confidentiality, data collection by telephone, and the standardization of reporting of methods. The featured speaker is scheduled to be Peter Rossi on "Doing Good Badly: What's Wrong with Survey Research?"

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## Jobs ↔ People

This free 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.

### Opening:

Senior staff position as Project Coordinator (with faculty rank) at Survey Research Laboratory, University of Illinois at Chicago Circle, for one year starting September, 1976, with possibility of renewal. Joint teaching appointment (50-50) with appropriate substantive department at UICC during academic year; full-time at SRL in summer. Qualifications: Ph.D., plus experience in survey research. Demonstrated ability to secure funding for research program desirable. Duties: to design and coordinate survey projects, advise faculty and students on survey problems. Salary and faculty rank commensurate with qualifications and experience of candidate. Affirmative Action/Equal Opportunity Employer. Send vita to: Lillian Thompson, Survey Research Laboratory, University of Illinois at Chicago Circle, 4075 Behavioral Sciences Bldg., Chicago, IL 60680.

### Opening:

Study Director at the Survey Research Program, a facility of the University of Massachusetts-Boston and the Joint Center for Urban Studies of M.I.T. and Harvard University. Candidates should have 2-5 years survey research experience beyond their Ph.D.; demonstrated capabilities in project development and management; and strong survey methods, sampling, or statistical background. Full-time position beginning in Fall, 1976. Salary commensurate with qualifications. Current staff consists of 3 Ph.D. psychologists, support staff, and field staff in Boston area. Recent studies on health services, public policy planning and evaluation, and criminal justice. Most studies within New England area. An affirmative action employer. Send resumes to Floyd J. Fowler, Jr., Director, Survey Research Program, 100 Arlington St., Boston, MA 02116.

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## Planning for the 1980 Census

The Census Bureau is now actively working on plans for the 1980 Census of Population and Housing and important decisions have to be made in the relatively near future. For ex-

ample, the full content of the basic census questionnaire must be determined by the spring of 1977 so that further preparatory steps can be accomplished successfully.

Vincent R. Barabba, Director of the Bureau of the Census, is asking for recommendations for the 1980 Census from as wide a range of users and potential users of decennial census data as possible. The Census Bureau is especially anxious to have the ideas of people in survey research and related fields.

Therefore, if any *Survey Research* readers have suggestions, questions, or comments on the 1980 Census, they may send them to the Director, U.S. Bureau of the Census, Washington, D.C. 20233.

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## Publications

### New Edition of SRC Manual

The Survey Research Center at the University of Michigan has issued a new 1976 edition of its *Interviewer's Manual*, updated and revised to reflect developments and changes in SRC's procedures since the last edition was published in 1969. The introductory chapters provide an overview of the method and purpose behind social surveys, and the subsequent chapters provide step-by-step instructions for field sampling, interviewing, recording, editing, following administrative procedures, and supervising interviewers in the field. New topics covered in this edition include telephone interviewing, evaluating interviewers, and pretesting. The *Interviewer's Manual, Revised Edition* is available in both paperbound (\$8) and clothbound (\$12) versions from the Sales Fulfillment Section, Institute for Social Research, Box 1248, Ann Arbor, MI 48106.

### Recent NORC Publications

Two reports from the National Opinion Research Center will soon be issued (NORC Reports 127 A and B; price to be announced) covering the methodological and substantive results of NORC's project, Social Change since 1948 (see *Survey Research*, September, 1973). Also, a series of individual reports, called *Social Change Trend Reports*, will be made available on an individual basis at cost of xeroxing. These trend reports analyze available survey data for many variables included in the General Social Surveys, covering the period 1948 through 1974 (the last GSS data included). For information, write to the NORC Library, 6030 S. Ellis Avenue., Chicago, IL 60637.

Another NORC project, Social Effects of Catholic Education, which was a 1974 replication of the 1963 study, has been reported in *Catholic Schools in a Declining Church*, by Andrew M. Greeley, William C. McCready, and Kathleen McCourt. Copies are available from Sheed and Ward, 6700 Squibb Road, Mission, KS 66202, for \$15 each. The book includes the interview schedules and questionnaires from both the 1963 and 1974 studies.

## New Methodological Publications

NOTE: The publications listed below should be obtained from the author, organization, or publisher cited. They are not available through *Survey Research*.

- Berdie, Douglas R., and Anderson, John F. "Mail Questionnaire Response Rates: Updating Outmoded Thinking," *Journal of Marketing*, 40 (January 1976), 71-73.
- Broedling, Laurie A., and Fuller, Carol H. *An Assessment of Nonresponse Bias in Mail Surveys of Naval Personnel*. San Diego: Navy Personnel Research and Development Center, February, 1976, 90pp. (Available from National Technical Information Service as document no. AD-A021 387/6WS for \$5 paper copy or \$2.25 microfiche.)
- Cox, Eli P., III. "A Cost/Benefit View of Prepaid Monetary Incentives in Mail Questionnaires," *Public Opinion Quarterly*, 40 (Spring 1976), 101-4.
- Crowe, James T., Jr., *Identifying the Problem Drinking Driver: An Evaluation of Some Psychological Techniques*. Mississippi State: Social Science Research Center, October, 1975.
- Dean, Michael. *Sampling and Related Procedures for Social Surveys: A Selected Bibliography and Glossary of Terms*. Minnesota Center for Social Research Monograph, University of Minnesota.
- DeLamater, John, and MacCorquodale, Patricia. "The Effects of Interview Schedule Variations on Reported Sexual Behavior," *Sociological Methods & Research*, 4 (November 1975), 215-36.
- Dillman, Don A.; Gallegos, Jean Gorton; and Frey, James H. "Reducing Refusal Rates for Telephone Interviews," *Public Opinion Quarterly*, 40 (Spring 1976), 66-78.
- Feuillan, Jacques. "Every Man's Evidence versus a Testimonial Privilege for Survey Researchers," *Public Opinion Quarterly*, 40 (Spring 1976), 39-50.

Filion, F.L. "Estimating Bias Due to Nonresponse in Mail Surveys," *Public Opinion Quarterly*, 39 (Winter 1975-76), 482-92.

Freeman, John, and Butler, Edgar W. "Some Sources of Interviewer Variance in Surveys," *Public Opinion Quarterly*, 40 (Spring 1976), 79-91.

Goudy, Willis J., and Potter, Harry R. "Interview Rapport: Demise of a Concept," *Public Opinion Quarterly*, 39 (Winter 1975-76), 529-43.

Hatchett, Shirley, and Schuman, Howard. "White Respondents and Race-of-Interviewer Effects," *Public Opinion Quarterly*, 39 (Winter 1975-76), 523-28.

Houston, Michael J., and Jefferson, Robert W. "On the Personalization-Anonymity Relationship in Mail Surveys--Reply," *Journal of Marketing Research*, 13 (February 1976), 112-13.

Jacoby, Joan E.; Bomberg, Neil E.; and Curtis, Lynn A. *Design for a Phase II Evaluation of Pre-Trial Screening Programs*. BSSR 0492-3. Washington, D.C.: Bureau of Social Science Research, October, 1975. 45pp. \$1.30.

Kanuk, Leslie, and Berenson, Conrad. "Mail Surveys and Response Rates: A Literature

Review," *Journal of Marketing*, 12 (November 1975), 440-53.

Kish, L.; Groves, R.W.; and Krotki, K. P. *Sampling Errors for Fertility Surveys*. WFS Occasional Paper No. 17. The Hague: International Statistical Institute, January, 1976. 61pp.

Locander, William B., and Burton, John P. "The Effect of Question Form on Gathering Income Data by Telephone," *Journal of Marketing Research*, 13 (May 1976), 189-92.

Perreault, William D., Jr. "Controlling Order-Effect Bias," *Public Opinion Quarterly*, 39 (Winter 1975-76), 544-51.

Reed, John S. "Needles in Haystacks: Studying 'Rare' Populations by Secondary Analysis of National Sample Surveys," *Public Opinion Quarterly*, 39 (Winter 1975-76), 514-22.

Reinmuth, James E., and Geurts, Michael D. "The Collection of Sensitive Information Using a Two-Stage, Randomized Response Model," *Journal of Marketing Research*, 12 (November 1975), 402-7.

Rogers, Theresa F. "Interviews by Telephone and in Person: Quality of Responses and Field Performance," *Public Opinion Quarterly*, 40 (Spring 1976), 51-65.

Changes of address, removals, and additions for *Survey Research* mailing list

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Schewe, Charles D., and Cournoyer, Norman G. "Prepaid vs. Promised Monetary Incentives to Questionnaire Response: Further Evidence," *Public Opinion Quarterly*, 40 (Spring 1976), 105-7.

Survey Research Center. *Interviewer's Manual, Revised Edition*. Ann Arbor: SRC, Institute for Social Research, University of Michigan, 1976. 143pp. \$8 paperbound, \$12 clothbound.

Temme, Lloyd. *The History and Methodology of the Adolescent Society Follow-up Study*. BSSR 0437-2. Washington, D.C.: Bureau of Social Science Research, September, 1975. 132pp. \$3.95.

Tull, Donald S. "Intentional Bias in Public Opinion Polls for Decisional Purposes," *Public Opinion Quarterly*, 39 (Winter 1975-76), 552-56.

U.S. National Center for Health Statistics. *A Study of the Effect of Remuneration upon Response in the Health and Nutrition Examination Survey*. Vital and Health Statistics Ser. 2, No. 67. Rockville, Md.: Health Resources Administration, October, 1975. 23pp. Single copies, free from NCHS; multiple copies, 80¢ each from GPO.

Wayne, Ivor. "Nonresponse, Sample Size, and the Allocation of Resources," *Public Opinion Quarterly*, 39 (Winter 1975-76), 557-62.

Whitmore, William J. "Mail Survey Premiums and Response Bias," *Journal of Marketing Research*, 13 (February 1976), 46-50.

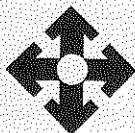
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Wiseman, Frederick. "A Reassessment of the Effects of Personalization of Response Patterns in Mail Surveys," *Journal of Marketing Research*, 13 (February 1976), 110-11.

; Moriarty, Mark; and Schafer, Marianne. "Estimating Public Opinion with the Randomized Response Model," *Public Opinion Quarterly*, 39 (Winter 1975-76), 507-13.

World Fertility Survey. *Interviewers' Instructions (for country adaptation)*. Basic Documentation No. 6. The Hague: International Statistical Institute, October, 1975. 82pp.

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