



# 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 at the beginning of each organization's listing.

### **Behavioral Sciences Laboratory University of Cincinnati**

(Cincinnati, Ohio 45221)

*National Elderly Victimization Prevention and Assistance Program Evaluation.* This study,

sponsored by the National Council of Senior Citizens, Washington, D.C., with HUD funds, is an impact evaluation of a program that is testing new methods for reducing the fear and trauma of crime among elderly persons living in inner-city neighborhoods. Four surveys will be used to judge the program's effectiveness and to find ways to improve the program. These surveys will be conducted in two neighborhoods each in New York, New Orleans, Los Angeles, and Milwaukee. In each of the eight target neighborhoods, a systematic sample of 200 elderly persons (aged 60 or over) will be interviewed by telephone twice to secure a demographic profile of the elderly and ascertain changes in fear of crime, crime prevention measures used, and knowledge of programs serving the elderly. About 1,000 elderly crime victims served by the local programs will also be interviewed by telephone to determine the utility of the program and to compare victims to the general population of elderly. Mail questionnaires will be sent to about 85 local program staff asking them about their jobs, problems in achieving program goals, and suggestions for improvements. A final report is due in February 1979.

Principal investigator: William Klecka; co-principal investigator: George Bishop.

### **Center for Survey Research University of Massachusetts/Boston and Joint Center for Urban Studies of MIT and Harvard**

(100 Arlington Street, Boston, Massachusetts 02116)

*Quality of Dental Care Delivered to Developmentally Disabled Patients.* In this survey, being conducted in Winter and Spring 1978, for the Eunice Kennedy Shriver Center for Mental Retardation, under funding from the Massachusetts Developmental Disability Council, mail questionnaires are being sent to approximately

1,000 dentists in Massachusetts who are willing to provide dental services to developmentally disabled patients and to a sample of about 500 dentists who cannot provide such services. Telephone follow-ups will also be conducted with a preselected random sample of dentists. The survey seeks to provide a directory listing dentists willing to treat the developmentally disabled, evaluate the level of dental services delivered to this population, and obtain information on dentists' attitudes about this population and their opinions on the delivery of such services.

Study coordinator: Thomas W. Mangione.

*Vermont Land Market Study.* This NSF-funded study for the Environmental Law Institute seeks to determine the regulatory impact of Vermont state environmental legislation on large land transactions and subdivision practices. Telephone interviews were conducted in February 1978 with 700 buyers of more than 100 acres since 1968 and with 200 subdividers of parcels less than 100 acres since 1970. Principal investigators: R. Lisle Baker (Environmental Law Institute) and Floyd J. Fowler, Jr. (CSR).

Completed project:

*Gambling Law Enforcement in Major American Cities.* Under a grant from LEAA, this project was designed to examine the effects of legislative decisions related to gambling and to examine the way gambling laws are enforced. In 16 randomly selected cities nationwide plus one city in Nevada, interviews were conducted with key police officers, prosecutors, and judges; legal statutes were also analyzed and record data collated. In 14 cities, a sample of police officers completed self-administered questionnaires. In addition, a set of questions on gambling law enforcement was included

in a national survey to provide data on citizen goals for gambling law enforcement. A report of this recently completed study, by Floyd J. Fowler, Jr., Thomas W. Mangione, and Frederick E. Platter, will be available through the U.S. Government Printing Office.

**Communications Research Center  
University of Tennessee**

(College of Communications, Knoxville, Tennessee 37916)

Completed projects:

*Campus Opinion Survey.* In this survey conducted on the Knoxville campus of the University of Tennessee in 1974, data were gathered from a random sample of 500 UT students. Among the subjects covered in the survey were the students' satisfaction with their lives in general, their housing, their education, their futures, the way the nation is governed, and campus facilities, particularly parking. Director: Jack Haskins.

*Attitudes toward Higher Education and the University of Tennessee.* This survey, conducted in the fall of 1974 for the University of Tennessee, sought to ascertain how Tennesseans felt about higher education and the University of Tennessee. Opinions were gathered from 533 state residents selected by random digit dialing. The survey covered such topics as confidence in higher education, sources of information about colleges and universities, the value of education, private vs. state institutions, attitudes toward state funding for education, possible expansion of the University of Tennessee, experience with the UT system, and the public image of the University. Director: Jack Haskins.

*Poll of Journalists.* In this survey, the opinions of 74 East Tennessee journalists were gathered in the fall of 1977 using the same questionnaire used earlier in the year for a random sample of the public in Knox County. The survey covered a variety of topics, including attitudes toward local newspapers and broadcast media, the government, and local organizations and opinions on such issues as ERA, legalized gambling, pornography laws, and the death penalty. Director: Jack Haskins.

*Black and White Student Opinion Survey.* This survey was conducted for the UTK Commission for Blacks to identify relative problems and dissatisfaction of black students on the campus. Interviews were conducted in 1977 with 205 black and 200 white students on topics

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414 David Kinley Hall  
Urbana, Illinois 61801

ranging from academic programs to use of University services and facilities.

Project director: Robert C. Pearce, Jr.

### **Division of Behavioral Science Research**

#### **Tuskegee Institute**

(Carnegie Hall--4th Floor, Tuskegee Institute, Alabama 36088)

*Baseline Sociocultural Studies of Rural Communities in Macon County, Alabama.* Personal interviews will be conducted in Macon County, Alabama, as part of a three-year project for the Cooperative State Research Service, USDA, to provide a baseline of social, cultural, and economic data on the rural people of the county against which future impacts of publicly supported programs can be assessed. Data will also be gathered through participant observation and from census sources, maps, local records, and newspapers. The project involves the Rural Development Center, the Department of Sociology, and the Computer Center at Tuskegee. Principal investigator: Paul L. Wall.

#### **Educational Assessment Center University of Washington**

(1400 N.E. Campus Parkway, University of Washington, PB 30, Seattle, Washington 98185)

*Eastern Grays Harbor Health Care Utilization.* This study for the UW Department of Health Services, Center for Health Services Research, under funding from the Washington Department of Social and Health Services, assesses the utilization of health care facilities in a rural county in Washington, prior to the application of federal funds to enhance health care personnel. Telephone interviews are being conducted with the most knowledgeable person in 450 households in eastern Grays Harbor County to gather health reports on the household. Surveys will be repeated during and at the end of the three-year project. Study director: Judith Fiedler.

#### **Completed project:**

*Consumer Fraud among the Elderly.* This HEW-funded study for the Battelle Law and Justice Study Center in Seattle investigated the extent of perceived consumer fraud against elderly residents of Seattle. Telephone interviews were completed in January 1978 with 475 householders aged 55 or over in Seattle, with an estimated 75-80% response rate. A similar study has been conducted in Flint, Michigan. Study Director: Judith Fiedler.

#### **Institute for Social Research Florida State University**

(654 Bellamy Building, Tallahassee, Florida 32306)

*Health Education Assessment in the Florida Panhandle.* Funded by the Office of Comprehensive Health Planning, Florida Department of Health and Rehabilitative Services, this study seeks to provide baseline data for the newly formed Florida Panhandle Health Education Resources Center in order to assess unmet health education needs and to measure change in this area. The focus is primarily on the consumer's knowledge, attitudes, and practices in preventive health care. Personal interviews will be conducted with approximately 775 randomly selected households in Panhandle counties, and questionnaires will be mailed to the approximately 300 "primary care" physicians practicing in the area. The study is scheduled for completion in June 1978.

Co-principal investigators: W. S. Ford and A. S. Ford.

*Florida CETA Projects Evaluation.* This study, funded by the Florida Department of Community Affairs and scheduled for completion in September 1978, assesses the economic and social impact of Title VI CETA projects in Florida. Projects and participants will be surveyed using personal interviews for 100 projects, telephone interviews for 50 projects, and mail questionnaires for 1,700 projects. Principal investigator: Mickey Burnim.

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

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

*Surveys of Consumer Attitudes.* Beginning in January 1978, these SRC surveys are being conducted monthly rather than quarterly, as they have been since 1961. These surveys seek to ascertain how consumers respond to economic events under varying circumstances. Two types of questions are asked: identical questions in each survey to measure trends and new questions to ascertain reactions to particular economic developments at certain times. Using random digit dialing, telephone interviews are conducted with national samples on a rotating basis, so that new samples are augmented by reinterviews with previous respondents. For additional information about these surveys, contact Richard Curtin at ISR.

#### **Completed project:**

*Privacy and Confidentiality as Factors in Survey Response.* As part of this study, an atti-

tude survey was conducted jointly by the U.S. Bureau of the Census and the Survey Research Center to measure public feelings about privacy and confidentiality and how these factors might affect survey response. To obtain indirect measures of reactions to being surveyed, respondents were asked to recall their past experiences as survey respondents (or nonrespondents) and whether prior contact with surveys were viewed as invasions of privacy or had led to later unpleasant situations despite promises of confidentiality. The survey also asked about trust in survey results, survey organizations, and government and contained some knowledge questions on surveys. Respondents were also given a self-administered questionnaire on their reactions to the survey in which they had just participated. To test for any effects due to auspices, the national sample for this survey was split into two interpenetrating parts, which were randomly assigned to SRC and the Census Bureau, with each conducting personal interviews with an adult in each of the selected housing units in its assigned half-sample. Follow-up efforts for the survey consisted of a mail questionnaire to nonrespondents and a small reinterview survey of people contacted on previous studies, which was designed to validate the survey contact questions. For further information about this survey, contact John C. Scott at ISR.

#### Methodological research:

*Telephone vs. Personal Interviewing.* This study compared the results of identical telephone and personal interview surveys conducted by SRC and showed that the telephone holds promise for dealing with two serious problems in survey research--rising costs and falling response rates. Telephone surveys are easier to administer, give better measures of interviewer effects, and make methodological research easier. However, they also have several drawbacks: undercoverage of the U.S. household population, lower overall response rates, errors in identifying household composition, respondent dissatisfaction, and less complete answers to open-ended questions. This study also investigated interviewer effects in telephone surveys by randomizing interviewer assignments and measuring the differences in responses obtained by different interviewers. Further information on the study can be obtained from Robert M. Groves of ISR.

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

(11249 Bunche Hall, UCLA, Los Angeles, California 90024)

*Information Needs of Low Income Minority Par-*

*ents with Young Children.* The overall goal of this HEW-funded research is to explore what parents with low income and minority status know about health and child-care services available to their young children, what services they use and why, and what attitudes are important in making service selection. The study involves personal interviews in Los Angeles with 400 low income and minority parents with one child under 3 years of age. The sample is equally divided into four groups: black, Mexican-American, Asian, and white. Principal investigators: Jeanne M. Giovannoni and Rosina M. Becerra.

*Development of Improved Methods for the Measurement and Monitoring of Noise.* This program for Wyle Laboratories, under EPA funding, will enable communities to measure and characterize the noise environment and assess attitudes and reactions to local noise sources and problems. The study involves nationwide personal interviews, with the objective of creating a national data base of community needs from which a responsive course of action can be developed.

Principal investigators: Ned Levine and Donald J. Treiman.

*Decision Making and Search Models of Intra-urban Migration.* This NSF-funded study will investigate the behavior of households actively searching for a new residence in large and complex housing markets. There are two components to the research design: the development of a model that explicitly incorporates the spatial and temporal aspects of residential choice, and an empirical study that monitors the search and decision-making process of prospective movers in the L.A. area. Interviews will be conducted with a total of 300 households: 200 that are searching the market will be interviewed in person twice and by telephone twice, and 100 that have recently relocated will be interviewed once by telephone. The study will be completed in approximately June 1979.

Principal investigators: William Clark (ISSR), James Huff (Dept. of Geography, UCLA), Terence Smith, and Perry Shapiro (Dept. of Geography and Economics, U.C. Santa Barbara).

*Consequences of Childlessness for Older Women.* This research, funded by NIMH, will examine the psychological, social, and emotional consequences of childlessness among older women. Personal interviews will be conducted with 800 women aged 60-75 divided into four equal subsamples: married with and without children and widowed with and without children. These four groups will be compared on five clusters of variables: social-psychological well-being; fertility-related variables; expectations regarding outcomes of parity and actual outcomes; degree of social interaction and satisfaction with social interaction; and background and

demographic variables.  
Principal investigators: Linda J. Beckman and Betsy Bosak Houser.

Methodological research:

*Development of Improved Techniques for Conduct of Survey Research: Computer-Assisted Telephone Interviewing.* This NSF-funded project will attempt to compare capabilities and relative effectiveness of a computer-assisted survey with a telephone survey unaided by computer. Two telephone surveys with samples of 150 each will be conducted simultaneously with a LAMAS (Los Angeles Metropolitan Area Study) field study, thus enabling a three-way comparison covering the same geographical area. The strategy for choosing what variables will be included in each of the studies will be based on current sets of capabilities available in the system and to a large extent on the kinds of items in LAMAS. Modifications will be made where the field format cannot be used over the telephone. Also, some items may be included in the telephone schedule that are not present in LAMAS because they are considered important for comparison purposes between the two telephone-conducted surveys.

Principal investigators: Gerald Shure, Howard E. Freeman, and Donald J. Treiman.

*Development of Indicators of Social Success.* This two-year program, funded by NSF, will work on the identification of uniform measures of social and psychological competence and develop a methodology that permits assessment of social surveys of persons' rankings along various dimensions of social success. Several survey methods are being used, with the project focusing on a search for an appropriate methodology. The study is currently being conducted in L.A. County and will soon expand the technique to rural Guatamala.

Principal investigators: A. Kimball Romney (U.C. Irvine), Howard E. Freeman (U.C.L.A.), Jerome Kagan (Harvard), and Robert E. Klein (Institute of Central America and Panama).

### **Institute for Survey Research Temple University**

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

*Health Problems and Stress.* This NIMH-funded pilot study for the Institute for Research in Social Behavior is designed to improve, clarify, and better define survey measures of psychic distress as they will apply to a national sample of adults to be interviewed at a later date. Personal interviews will be conducted in April-July 1978 with 1,532 adults aged 18-74 in households in the Philadelphia area.

Study director: Ellin Spector.

### **Israel Institute of Applied Social Research Jerusalem, Israel**

(19 George Washington St., P.O.B. 7150, Jerusalem 91 070, Israel)

Completed project:

*Social Services for Mother and Child: The Day Nursery.* The purpose of this recently completed study for The Ministry of Finance was to examine whether this specific service reaches its target population, in what way the target population profits from the service, the characteristics of the service and its clients, the economic aspects, and extent of satisfaction. Personal interviews were conducted with 20-30 mothers in each of 68 day nurseries representative of large cities and small towns or settlements in Israel.

Principal investigators: Elliot J. Marcus and Haviva Bar.

### **National Opinion Research Center University of Chicago**

**In Chicago**

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

*National Longitudinal Studies of Labor Force Behavior.* This seven-year project, sponsored by Herbert Parnes of the Center for Human Resources Research, Ohio State University, will study the labor force behavior of a sample of youth, aged 14-21. Personal interviews will be conducted annually, beginning in 1979 and ending in 1984, with 12,000 youth (6,000 male and 6,000 female) divided into subsamples consisting of 5,000 non-hispanic, non-black; 2,000 economically disadvantaged non-hispanic, non-black; 3,000 black; and 2,000 hispanic. The interview will be similar in content to the National Longitudinal Surveys of Young Men and Women. There will also be a survey of schools attended by the participant youth to obtain academic records.

Senior survey director: Celia Homans.

*Study of the Relationship between Family and Achievement.* This study for the National Endowment for the Humanities seeks to discover the relationships between family structure and achievement in five different ethnic groups. After telephone screening, questionnaires will be mailed to 600 Chicago families having three generations (parent, grandparent, and adolescent). The sample consists of black, Chinese, Irish Catholic, Jewish, and Japanese families, with a white Protestant control group. The study is scheduled for completion in Spring, 1979.

Principal investigator: Andrew M. Greeley.

*General Social Survey, 1978.* The 1978 GSS is the seventh such national study to be undertaken; the data for the first six studies (1972-1977) are available from the Roper Public Opinion Research Center (38 Mansfield St., Yale University, New Haven, CT 06520). In the 1978 GSS, funded by NSF, personal interviews will be conducted with a national probability sample of about 1,500 adults aged 18 and over. The data should be ready for distribution by the Roper Center in August 1978. For information on the content of the GSS, refer to any GSS Codebook or write to NORC, GSS Office, for a copy of the leaflet, "General Social Survey: Questions and Answers."

Senior study director: James A. Davis; associate study director: Tom W. Smith.

### **In New York**

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

Completed project:

*Informed Consent: Consequences for Response and Response Quality.* This NSF-funded study, completed in October 1977, was designed to measure the effects of variations in (1) the amount of information provided to respondents about the content of a survey ahead of time; (2) the assurance of confidentiality given to respondents; and (3) the request for, and timing of, a signature of document consent. Effects on three aspects of social surveys were measured: overall response rate, response rates to an individual question, and response quality. Respondent reactions to the interview and interviewer expectations were also ascertained. Personal interviews were conducted nationwide with 2,084 members of the noninstitutionalized population aged 18 and over, with a 67% response rate. Findings will be reported in the April 1978 issue of the *American Sociological Review* and in a forthcoming issue of the *Journal of Consumer Research*.

Principal investigator: Eleanor Singer; study director: Jackie Peterson.

### **Office of Research and Development West Virginia University**

(17 Grant Ave., Morgantown, West Virginia 26506)

*Energy Conservation Attitudes and Behavior in West Virginia.* This study, sponsored by the West Virginia Fuel and Energy Office and West Virginia University, seeks to determine energy conservation attitudes and behavior among the state's households. In two surveys, the first in June 1978 and the second in December 1978, mail questionnaires will be sent to 2,400 households in West Virginia.

Principal investigator: Frederick A. Zeller.

*Mining Manpower Education in the Beckley, West Virginia, Area.* The purpose of this study, funded by West Virginia University, is to determine the extent of coal mining employers' and employees' interest in credit and noncredit instruction. The study involves personal interviews with 25 employers and mail questionnaires to 80 engineering employees in Beckley, West Virginia.

Principal investigator: Frederick A. Zeller.

### **Research Triangle Institute**

#### **North Carolina**

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

*Texas Assessment Project Support Services.* This study for the Texas Education Agency will assess the educational achievement of selected groups of 9-, 13-, and 17-year-olds in citizenship and writing, and selected groups of sixth and eleventh graders in reading and mathematics, using both criterion- and norm-referenced testing instruments. The assessment is specifically designed to provide achievement results for each of the 20 Education Service Center regions in Texas. The instruments will be group-administered to 10 samples of 10,000 students each: 20,000 9-year-olds, 10,000 13-year-olds, 10,000 17-year-olds, 40,000 sixth graders, and 20,000 eleventh graders. The study is scheduled for completion in September 1978.

Project leader: Donald W. Jackson.

*Measurement of Benzene Body-Burden for Populations Potentially Environmentally Exposed to Benzene.* The overall purpose of this study for the EPA is to measure the benzene human body-burden levels for persons potentially exposed to benzene. Personal interviews will be conducted with approximately 1,200 persons living in low-risk areas, i.e., not exposed to high concentrations of benzene, in the Raleigh/Durham area of North Carolina and in Houston, Texas. Subjects will be recruited on a volunteer basis and asked to provide socio-demographic, biological, and environmental information. The study is scheduled for approximately February-November 1978.

Project survey operations director: Ben Harris.

### **Sample Survey Centre University of Sydney**

(New South Wales 2006, Australia)

Completed projects:

*National Educational Survey, 1977.* This study for the Committee of Inquiry into Education

and Training covered all major sectors of Australian post-secondary education: universities, colleges of advanced education, and technical colleges. Mail questionnaires were sent to approximately 8,000 university and college students in all states of Australia. The survey inquired into the students' career aspirations and planning and probed their experiences with the post-secondary education system. The study was completed in February 1978 with a response rate of approximately 75%. Study director: Terence W. Beed.

*National Survey of Post-Secondary Teaching Staff, 1977.* This survey interlocked with the National Educational Survey, 1977, just described and was also conducted on behalf of the Committee of Inquiry into Education and Training. Mail questionnaires were sent to approximately 4,000 university and college full-time teaching staff in all states of Australia. The study sought the views of teaching staff on the career planning and preparation of students, their attitudes about the quality of students, and their attitudes toward possible restructuring of the post-secondary education sector. Completed in February 1978, the study had a response rate of approximately 60%. Study director: Terence W. Beed.

**Social Science Research Bureau  
Southern Illinois University**

(Faner Hall 3141, Carbondale, Illinois 62901)

Completed project:

*Need for Police Services in Flint, Michigan.* This study for the International Association of Chiefs of Police with funding from the Charles S. Mott Foundation assessed citizen attitudes and criminal victimization experiences in order to assist policy formulation in the allocation of police department resources. Random-digit-dialed telephone interviews were conducted with 1,624 residents in Flint, Michigan, with a response rate of 96% of telephones answered. The study was completed and reported in December 1977. Director: Thomas G. Eynon.

**Social Science Research Institute  
University of Maine at Orono**

(164 College Avenue, Orono, Maine 04473)

*Youth Manpower Study.* This survey of Maine youth for the Maine State Manpower Services Council will help determine the current labor force status of persons 16 through 23, their

labor force histories, problems that they have encountered in the labor market, and their plans or expectations for the future. Personal interviews will be conducted with approximately 1,950 youth aged 16-23 throughout Maine. The study is scheduled for completion by September 30, 1978.

Principal investigator: David Clark.

Completed project:

*Citizens' Perceptions of the University of Maine at Orono.* In this statewide telephone survey, completed in February 1978 for the University of Maine at Orono, 500 Maine residents aged 18 or older were asked about their images of UMO. Questions covered sources of information about UMO, educational policy, student behavior, fiscal responsibility, and research and extension activities. Project director: Tracy Bigney.

**Survey Research Center  
University of California, Berkeley**

(2538 Channing Way, Berkeley, California 94720)

*Locating Controls for a Cancer Coping Study.* To assess the extent to which psycho-social factors involving life stress contribute to disease, several hospitals in Alameda County are collaborating with the principal investigators in this study by referring cancer patients aged 45-65 identified at the point of admission for diagnostic workups. SRC has designed a brief screening questionnaire to locate and identify persons matched on age, race, sex, and area of residence. After the names of controls are delivered to the principal investigators, the School of Public Health will assume responsibility for a series of more intensive interviews with both patients and controls. Screening interviews will extend over the next several months concurrent with the appearance of patients in the relevant hospitals.

Principal investigators: Richard S. Lazarus (Dept. of Psychology) and Judith B. Cohen (School of Public Health, U.C. Berkeley).

*Evaluation of an Alcohol Assessment Program.* Prior to the introduction of a media and education program designed to encourage more moderate use of alcohol, a sample of adults between 18 and 59 and a smaller sample of 12- to 17-year-old adolescents were interviewed about their use and knowledge of the effects of alcohol and their attitudes toward alcohol usage. Two sites in the East Bay (one in Contra Costa County and one in Alameda County) were selected as experimental areas, where the media program is being introduced. The Stockton area was

selected as a control site where the program will not be generally available. To measure the program's impact on attitudes and behavior, a second wave of interviews is scheduled for May and June 1978 with comparable samples of respondents in the same three sites.

Principal investigator: Don Cahalan (Social Research Group, School of Public Health, U.C. Berkeley).

*The Effect of Urbanism on Social Network and Mental Health.* This project, funded by the Center for the Study of Metropolitan Problems, NIMH, is designed to answer questions on how characteristics of the localities in which people live--particularly their degree of urbanism--affects their personal relations and how the two, in turn, affect the psychological well-being of the residents. Personal interviews were conducted with about 1,000 people--usually about 20 people in each of 50 neighborhoods--in localities ranging from central city areas of San Francisco and Oakland to small Northern California towns. The interview covered people's perceptions of their neighborhoods, their social networks and their psychological well-being. Field work was completed in early February 1978 and analysis is now under way.

Principal investigator: Claude S. Fisher (Institute of Urban and Regional Development, U.C. Berkeley).

#### Completed projects:

*Ownership, Job and Community in Urban Dirty Work.* Northern California garbage men work in a variety of ownership settings: Some of the largest agencies are cooperatives, in which garbage collectors own shares; some are privately owned; and some follow the more traditional pattern of municipal ownership. In order to assess the relationship of health, self-esteem, job satisfaction, and other variables to employer organizational type, SRC conducted interviews with a sample of about 700 men employed by each type of organization in Northern California.

Principal investigator: Stewart E. Perry (Institute of New Enterprise Development, Belmont, Mass.).

*Expanded Eligibility.* Self-administered questionnaires were mailed to recent graduates of California public high schools to compare the demographic, family, and high school backgrounds of those eligible for admission to the University of California, those eligible for the California State Colleges and Universities, and those ineligible for either. Completed questionnaires were received from more than 4,000 graduates.

Principal investigator: Kati Haycock (Office of the Vice President of University and Student Relations, Systemwide Administration U.C.).

#### Survey Research Center

#### State University of New York at Buffalo

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

#### Completed project:

*Further Development of a Model Process for Incorporating Perceptions of Environmental Quality and Problems into Local and Regional Environmental Planning.* Following up a previous survey that identified regional water quality, water quality improvement, and environmental protection concerns, this survey for the Environmental Studies Center, SUNYAB, under funding from the Rockefeller Foundation, focused on the reactions of the previous respondents to specific proposals for water quality improvement. The purpose was to help identify the nature and extent of public support/opposition to the specific plan alternatives under consideration. In addition, the study sought to aid in evaluating the ability of the initial survey and more generally of the survey method to anticipate public response to policy plan alternatives. Data collection, completed in February 1978, involved telephone interviews in Erie and Niagara counties with about 1,000 respondents (aged 16 or older) to the previous survey who could be contacted by telephone.

Principal investigator: Lester Milbraith (ESC); study coordinator: Joel S. Rose (SRC).

#### Survey Research Center

#### Oregon State University

(403 Agriculture Hall, Corvallis, Oregon 97731)

#### Completed project:

*Monitoring Public Satisfaction with City Services.* This study, completed March 1, 1978, for the City of Corvallis, Oregon, ascertained the level of public satisfaction with selected city services (police, library, parks and recreation, water, planning, and city administration generally) in the first of what is planned as an annual survey of adult residents of the city. These surveys will monitor changes in satisfaction; and the questionnaire will include items designed to ascertain the level of public knowledge and support for alternative strategies for managing growth, for alternative revenue sources, and for other issues facing city government. This first survey involved mail questionnaires and a sample of 1,000 non-institutionalized adults in Corvallis and telephone interviews with a random subsample of nonrespondents, for a response rate of 72%. Study director: Robert Mason.



**Survey Research Laboratory  
University of Illinois**

(414 David Kinley Hall, Urbana, Illinois 61801)

Completed projects:

*Selected Aspects of Consumer Behavior.* This report, based on an NSF-funded study begun in 1973, was recently issued by the RANN Program of NSF. The purpose of the report, and of the interdisciplinary project underlying it, was to gather and synthesize present knowledge of consumer behavior from the various social science disciplines. The 548-page report contains 22 papers that were originally presented at a small invitational conference and that summarize knowledge in various areas of consumer behavior. Also included in the volume is a summary by Matilda Frankel that appeared earlier as a separate pamphlet. Copies of the full report are available as Stock No. 038-000-00344-5 for \$6.50 from the U.S. Government Printing Office. Copies of the separate summary pamphlet, entitled *What Do We Know About Consumer Behavior*, are available free from SRL. Principal investigator: Robert Ferber.

*Quality of Life as Affected by Area of Residence.* The purpose of this study for Professors Marilyn Dunsing and Jeanne Hafstrom, School of Human Resources and Family Studies, UIUC, was to ascertain satisfaction with various aspects of life (family, employment, community, etc.). Phase I dealt with life in a metropolitan area and involved 100 families each in Decatur and Peoria, Illinois, that included a husband, wife, and at least one child 18 or under. The wife was interviewed in person, and self-administered questionnaires were left for the husband and a teenage child if there was one. In Phase II, a similar survey was conducted with 100 families in a nonmetropolitan area (Paxton, Illinois). These surveys were part of a multistate study. Project coordinator: Matilda Frankel.

**Wisconsin Survey Research Laboratory  
University of Wisconsin**

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

Completed projects:

*A Study of Dress and Values.* The purpose of this study, completed in November 1977 for the UW School of Agriculture and the Hatch Project, was to ascertain if there is a connection between human values and how people dress. Personal interviews were completed with 190 married women living with their husbands in rural and urban areas of Dane County, Wisconsin. The

response rate was 83%. The data from this study of married women will be compared with a study of college students conducted last year. Study director: Sue Dodson (Dept. of Home Economics).

*Statewide Health Status Survey.* Completed in November 1977, this survey for the Southeastern Wisconsin Health Systems Agency and the Wisconsin Department of Health and Social Service assessed the needs, resources, and health status of the residents of Wisconsin. Using random digit dialing, telephone interviews were completed with 6,461 households statewide and with 2,263 households in the seven-county area of Southeastern Wisconsin. The response rates were 79% and 82%, respectively. The respondent in each household was the person who said that they knew the most about the health and medical care of all the household members. In addition, a personal interview survey was conducted using the same instrument with a sample of households without telephones. Statewide screening of 2,635 households yielded 51 eligible households, with 47 interviews completed, for a 92% response rate. In Milwaukee, 614 households were screened and 38 interviews completed (63% response rate), and in Madison, screening of 47 households yielded 2 completed interviews (100% of eligibles). Study coordinator: Peter Trott.

*CETA Comparison Study.* This study for the State of Wisconsin Manpower Council gathered information about the training and employment patterns of individuals who applied for jobs at any job service office in the state. Telephone interviews were completed with 327 of these individuals who were eligible for CETA jobs but did not participate in any CETA program. Since they visited job service offices during the same period as earlier respondents who had received CETA training and jobs, the individuals in this survey served as a comparison group to the original CETA respondents. The study was completed in October 1977 with an 81% response rate. Study director: Kathleen McElroy.

*Student Profile Study.* The purpose of this study, completed in December 1977 was to ascertain costs incurred by students while attending college and how these costs are being met. Telephone interviews were conducted with 551 students enrolled at the U.W. Madison campus, with a response rate of 94%. Study director: Harry P. Sharp.

*Survey of Married Couples.* In this study for the University of Wisconsin Extension Family Living Programs, information was gathered to help the Extension plan programs to assist couples with marriage concerns and raising children. Telephone interviews were completed in November-December 1977 with 100 married couples in Kenosha County whose current mar-

riage was less than 16 years old and 97 such couples in Racine County. Random digit dialing was used to screen households. The overall response rate was 71%.  
Study director: Sara Steele (U.W. Extension).

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## Personnel Notes

*Jack Ketola* has joined UCLA's Institute for Social Science Research as Assistant Director for Technical Services, Survey Research Center, and Assistant Director, Center for Computer-Based Behavioral Studies. He was formerly with the UCLA Computer and Information Systems.

At the Behavioral Sciences Laboratory, University of Cincinnati, *George Bishop* has been promoted to the position of Senior Research Associate. *Robert Oldendick*, formerly Research Programmer/Analyst, has become a Research Associate.

*R. Hoyt Walbridge* has become an Associate Study Director at the Institute for Survey Research, Temple University. He was previously an ISR research assistant. *James L. Peterson*, formerly a Study Director at ISR, has joined the staff of the SSRC Center for Social Indicators in Washington, D.C.

At the Research Triangle Institute, *Donald A. King*, who was formerly a Senior Survey Specialist, has become Assistant Director of the Survey Operations Center. *Thomas G. Virag* and *Donald W. Jackson*, who were also Senior Survey Specialists, are now Department Managers in the Survey Operations Center.

*Winsor C. Schmidt* has joined the staff of the Institute for Social Research at Florida State University. He is also an Assistant Professor of Public Administration.

*James E. Albritton, Jr.*, has joined the Social Science Research Center at Mississippi State University as an Alcohol Education Specialist. He was previously with the Governor's Highway Safety Program in Mississippi. *Elizabeth Wells*, formerly with the Research Triangle Institute, has joined the SSRC Staff as a Research Assistant.

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## Update to List of Academic Survey Research Organizations

The following facility should be added to the list published in the Fall 1977 issue of *Survey Research*:

Tennessee

Dr. Jack B. Haskins, Director  
Communications Research Center  
College of Communications  
University of Tennessee  
Knoxville, Tennessee 37916  
(615-974-6651)

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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*, 414 David Kinley Hall, University of Illinois, Urbana, IL 61801, and should be approximately 50 words in length. Names will be coded if requested.

Opening:

Social Science Librarian for nonprofit social science research organization. Supervises reference collection and provides full range of information services assistance to about 35 social scientists. Supervises one part-time assistant librarian. May conduct literature reviews and write summary and conclusions; assist in preparation of proposals for documentary or information systems research. Extensive familiarity required with demographic, social, and economic data resources and with bibliographic databases such as ORBIT and DIALOGUE. Masters in Library Science required. Salary: \$11,000-\$16,000 depending on qualifications; good benefits program. Send resumes to Bureau of Social Science Research, 1990 M Street, N.W., Washington, D.C. 20036, Attention: Mrs. Tan. An Equal Opportunity Employer.

Opening:

Research associate position in survey sampling at Survey Research Center, Institute for Social Research, to direct sampling activities for major research project(s). Require MA/MS in mathematics, statistics, or social sciences, supplemented by 2 or more years' experience in sample design, analyses of sampling and nonsampling errors. Familiarity with computers and computer languages desirable. Vita, recommendations, supporting documents to Irene Hoss, Head, Sampling Section, Survey Research Center, P.O. Box 1248, Ann Arbor, MI 48106. A nondiscriminatory affirmative action employer.

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## AAPOR Conference

The policy-making implications of survey research and the problem of protecting the privacy of persons who participate in opinion polls will be among the major topics discussed this year at the annual conference of the American Association for Public Opinion Research (AAPOR). The 33rd annual conference of AAPOR will be held June 1-4 at the Hotel Roanoke in Roanoke, Virginia.

The question of whether opinion research should be policy oriented or discipline oriented will be discussed by two well-known academic researchers, James Coleman of the University of Chicago and Elihu Katz from the Communications Institute at the Hebrew University in Jerusalem. Among the speakers who will delve into the issue of privacy and the rights of human subjects in social and opinion research will be David F. Linowes, chairman of the U.S. Privacy Protection Study Commission. Other sessions will deal with such topics as survey research in industrial settings, survey research and the U.S. Census Bureau, questionnaire wording and design, automating the survey process, and the history of survey research in the U.S.

The AAPOR conference this year will be held jointly with the World Association for Public Opinion Research. Persons interested in attending the AAPOR conference may write to AAPOR at 420 Lexington Avenue, Suite 1733, New York, N.Y. 10017, for further information.

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## Publications

### Special Issue of SMR

The November 1977 issue of *Sociological Methods & Research* (Vol. 6, No. 2) is a special one on "Survey Design and Analysis: Current Issues." The issue, edited by Duane F. Alwin, contains the following papers:

"Making Errors in Surveys: An Overview"--Duane F. Alwin.

"Question Wording as an Independent Variable in Survey Analysis"--Howard Schumann and Stanley Presser.

"Modest Expectations: The Effects of Interviewers' Prior Expectations on Responses"--Seymour Sudman, Norman Bradburn, Ed Blair, and Carol Stocking.

"Response Rate and Response Bias among High School Students under the Informed Consent Regulations"--Lloyd Lueptow, Samuel A. Mueller, Richard R. Hammes, and Lawrence S. Master.

"Analysis of Patterns of Response to Mailed Questionnaires"--Gideon Vigderhous.

"The Treatment of Missing Data in Multivariate Analysis"--Jac-on Kim and James Curry.

"Response Error in Earnings Functions for Non-black Males"--William T. Bielby and Robert M. Hauser.

## ASA Report Available

As part of its NSF-funded pilot study, "The Assessment of Survey Practices and Data Quality in Surveys of Human Populations," the American Statistical Association has recently issued a report by Barbara A. Bailar and C. Michael Lanphier entitled *Development of Survey Methods To Assess Survey Practices*. This report discusses the feasibility study and assesses in a preliminary way the state of survey practice. Copies of the report are available free upon request from the American Statistical Association, 806 15th St., N.W., Washington, D.C. 20005.

## Canadian Survey Abstracts

The Special Surveys Coordination Division of Statistics Canada issues a quarterly publication presenting abstracts of statistical survey activity within the Canadian Government. *New Surveys* lists studies by department and includes information on objectives of the study, aspects of survey design, names of private research firms involved, and a contact person from whom additional information may be obtained. Other surveys that have been referred to the Special Survey Coordination Division are also listed. In addition, the publication contains survey-related articles and notes. Subscription requests for *New Surveys* should be sent to Mrs. Gloria A. Reside, Editor, *New Surveys*, Special Surveys Coordination Division, Statistics Canada, Room 1400 Statistics Canada Building, Tunney's Pasture, Ottawa, Ontario K1A 0T6, Canada.

## 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*.

Bielby, William T.; Hauser, Robert M.; and Featherman, David L. "Response Errors of Nonblack Males in Models of the Stratification Process," *Journal of the American Statistical Association*, 72 (December 1977), 723-35.

Blair, Ed. "More on the Effects of Interviewer's Voice Intonation," *Public Opinion Quarterly*, 41 (Winter 1977-78), 544-48.

Clarridge, Brian R.; Sheehy, Linda L.; and Hauser, Taissa S. "Tracing Members of a Panel: A 17-Year Follow-up," in Karl F. Schuessler, ed., *Sociological Methodology 1978*. San Francisco: Jossey-Bass, 1977, pp. 185-203.

Coover, Edwin R. "Social Indicators from Survey Data," *Historical Methods Newsletter*, 10 (Spring 1977), 49-65.

Dreher, George F. "Nonrespondent Characteristics and Respondent Accuracy in Salary Research," *Journal of Applied Psychology*, 62 (December 1977), 773-76.

Fasick, Frank A. "Some Uses of Untranscribed Tape Recordings in Survey Research," *Public Opinion Quarterly*, 41 (Winter 1977-78), 549-52.

Goudy, Willis J. *Nonresponse Effects: Studies of the Failure of Potential Respondents to Reply to Survey Instruments*. Exchange Bibliography 1236. Monticello, Ill.: Council of Planning Librarians, 1977. 14pp. \$1.50.

Gough, Harrison G., and Hall, Wallace B. "A Comparison of Physicians Who Did and Did Not Respond to a Postal Questionnaire," *Journal of Applied Psychology*, 62 (December 1977), 777-80.

Nicholls, William L., II. *Designing Telephone Surveys for the Greater Bay Area*. Technical Report #20. Berkeley: Survey Research Center, University of California, 1977. 122pp. \$4.00.

Sparks, Richard F.; Gem, Hazel G.; and Dodd, David J. *Surveying Victims: Measurement of Criminal Victimization, Perceptions of Crime and Attitudes to Criminal Justice*. New York: Wiley, 1977. 276pp. \$19.95.

Tukey, John W. *Exploratory Data Analysis*. Reading, MA: Addison-Wesley, 1977. 688pp. \$17.95.

U.S. Bureau of the Census. *Census Bureau Methodological Research, 1976: An Annotated List of Papers and Reports*. Washington, D.C.: U.S. Government Printing Office, 1977. 16pp. 50¢.

U.S. Department of Commerce. *Social Indicators 1976: Selected Data on Social Conditions and Trends in the United States*. Washington, D.C.: U.S. Government Printing Office, 1977. 564pp. \$7.00.

U.S. National Center for Health Services Research. *Experiments in Interviewing Techniques: Field Experiments in Health Reporting, 1971-1977*, edited by Charles F. Cannell, Lois Oksenberg, and Jean M. Converse. DHEW Publication No. (HRS) 78-3204. Washington, D.C.: NCHSR, 1977. 447pp. Copies available on request from the NCHSR Office of Scientific and Technical Information, 3700 East-West Highway, Rm 7-44, Hyattsville, MD 20782.

Vigderhous, Gideon. "Socio-Demographic Characteristics of Non-Participants in Social Surveys," *New Surveys*, 3 (December 1977), 10-16.

Williams, William Howard. *A Sampler on Sampling*. New York: Wiley, 1977. 304pp. \$15.95.

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## Survey Research

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