

Survey Research

Volume 28, Numbers 1-2 Winter-Spring 1997

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CMOR Refusal Rates and Industry Image Survey (Summary of Results)

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Background, Objectives, and Methodology

The Council for Marketing and Opinion Research (CMOR), an industry association funded by both providers and users of survey research, was formed in 1992 to address two key issues: government legislation and regulation that would affect the environment for conducting research and respondent cooperation.

The CMOR Respondent Cooperation committee designed and conducted a survey that would serve as an industry benchmark for future measurement of cooperation levels, measure the effect of some key variables on the public's willingness to participate in surveys, and generate data that perhaps could be used to formulate guidelines on best practices. In addition, the content of the survey was taken, in large part, from previous surveys conducted by Walker Research on the public image of the survey research industry.

Briefly, the survey was conducted by telephone among a random sample of 1,920 adults nationwide in April 1995. There were eight replicates of 240 interviews conducted by the following firms (at no cost to CMOR): ASI Market Research, Custom Research, Directions for Decisions (Issues and Answers), MKTG, Roper Starch Worldwide, Walker Information, Winona Market Research Bureau, and Wirthin International. Survey Sampling provided the RDD samples, also at no cost to CMOR. Follow-up interviews were conducted by the WATS Room and Sophisticated Data Research tabulated the data, with CMOR covering only out-of-pocket expenses.

Several variables were included in the study in order to evaluate their effect on the refusal rate and/or willingness to participate in future surveys. Each of three questionnaire versions (10-, 20-, and 30-minutes in length) was administered to a third of the sample. Half of the respondents for each version were told up-front the length of the interview, half were not. Half were offered an incentive to participate (\$2 for 10 minutes, \$5 for 20 minutes, \$10 for 30 minutes); half were not. Half were sent a follow-up thank you card; half were not.

After the survey was completed and incentives and thank you cards sent to those who were to receive

them, follow-up "satisfaction" interviews were conducted among as many respondents as could be reached—a total of 1,168 (61%).

Refusal Rates

Refusal rates were calculated by the following formula:

$$\text{Refusal rate} = \frac{\text{initial refusals} + \text{breakoffs}}{\text{completes} + \text{refusals} + \text{eligibles} + \text{not available} + \text{language barrier}}$$

Refusal rates are disturbingly high:

- 58% with no disclosure of interview length and no incentive offered (the most typical general public telephone survey approach)
- 54% with no disclosure of interview length and an incentive offered
- 63% with disclosure of interview length and no incentive offered
- 62% with disclosure of interview length and an incentive offered

Also, refusal rates are on the rise:

- up from 42% for the RDD segment of the 1988 Your Opinion Counts industry study
- up from 54% for the 1990 and 1992 Walker Industry Image studies

However, most respondents in our survey (78%) say they would be at least fairly willing to participate in a survey again.

- 20% say they would be very willing
- 58% say they would be fairly willing

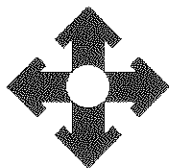
From our follow-up interviews the potential of an incentive for decreasing refusal rates is evident.

- 80% of those who received an incentive say they would be willing to participate in the future, compared with 70% of those who did not receive an incentive.

Participation in Surveys

While refusal rates are on the rise, reported participation has remained level over the last few years.

- 76% report ever having participated
- 44% report participating in the past year, with an average (mean) of 4 times
- 37% report having refused to participate in the past year (Self-reported refusal figures are always higher than those derived from actual behavior.)



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Telephone and mail surveys have reached the most respondents. Last survey participation was

- 46% by telephone at home
- 38% by mail questionnaire, of whom 20% were on a panel
- 9% in-person at a shopping center, store, or other facility
- 2% in-person at home

Most refusals are basically a matter of inconvenience.

- 69% did not have the time when called, were in a hurry, or were reached at an inopportune time

The Interview Experience

Unquestionably, respondents have a positive reaction to the survey interview experience. With respect to their last survey participation

- 79% say it was a pleasant experience
- 87% say the interviewer was courteous and pleasant
- 84% say the questions were easy to understand
- 78% say the interviewer was professional
- 83% say the purpose of the survey was explained to them, and of these 97% say they understood it well

There are, however, some concerns:

- Only 50% were contacted at a convenient time
- Only 43% found subject matter was interesting
- 37% believed interview was too long

As our industry continues to work toward improving our image and differentiating ourselves from tele-marketing, we should note two problem areas. Regarding their last survey participation

- Only 51% report that they were told their responses would be confidential
- Only 50% report that they were told that nobody would try to sell them anything as a result of their participation

Compensation for survey participation is not typically part of the experience.

- Only 27% say they received any kind of compensation
- Only 7% say the compensation was cash

Attitudes Toward Surveys

Regarding surveys in general (not the last survey participation), the message of the usefulness of

surveys has registered very well with the public, and most believe participating is in their best interest. Responding to statements about polls or research surveys

- 92% agree that surveys are an opportunity to provide feedback about products and services
- 87% agree that surveys help produce better products and services
- 86% agree that the survey research industry serves a useful purpose
- 65% agree that responding to surveys is in their best interest
- 64% agree that responding to surveys is interesting
- 58% agree that survey research firms maintain confidentiality of responses
- 73% disagree that responding to surveys is a waste of time
- 67% disagree that surveys are an invasion of privacy

But only

- 46% disagree that some survey questions are too personal
- 45% disagree that surveys are used to disguise a sales pitch

By a margin of four-to-one the public prefers to participate in surveys about products and services (47%) than surveys about politics and issues (12%). And as to the type of marketing study of most interest

- 70% say testing a new product idea
- 69% say using a product and then evaluating it
- 64% say product awareness and usage
- 61% say tasting food or beverage products

Published polls and surveys receive a mixed reaction from the public. On the positive side

- 76% recognize the usefulness of polls and surveys to provide government officials with an understanding of how the public feels about important issues
- 76% believe that the final published presidential election polls are pretty close to the actual outcome
- 75% find media stories that report the results of polls and surveys interesting
- 64% like to compare their opinions with those of others reported in polls and surveys
- 49% pay at least a fair amount of attention to the reports of political polls during a campaign

On the other side of the coin, however, there are some vulnerabilities, as

- 69% hold the view that there are too many polls and surveys on trivial subjects or issues of little value
- 63% are often skeptical of the results of reported polls and surveys
- Only 10% believe that polls and surveys usually are not biased
- Only 47% claim to understand how interviewing 500 to 1,000 people can represent the whole public
- Only 51% believe we can be trusted to protect their rights to privacy

Potential Obstacles to Telephone Interview

The growth of telemarketing and new telephone technologies poses further threats to participation in telephone surveys.

- The ubiquitous telemarketing call competes with research for the potential respondent's time. Eighty percent report receiving a telemarketing call in the past year—and these people report an average of about 16 such calls. Even more damaging is that as many people say they have been asked to answer survey questions that turned out to be a sales pitch, as say this has not happened.
- Two-thirds of households report owning an answering machine and half report screening at least some calls.
- Also making it easier for people to screen out an unwanted or unfamiliar call is Caller ID. While not a problem at the moment—only 10% of households report having Caller ID—its impact could be serious in the future.

For a copy of the full 60-page report, send a check for \$25 payable to "CMOR" to Diane Bowers, CASRO, 3 Upper Devon Rd., Port Jefferson, NY 11777.

Current Research

NOTE: 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. Information should not be requested through *Survey Research* or the Survey Research Laboratory. Study summaries are submitted to *Survey Research* with the understanding that additional information can be released to others.

California

RAND Survey Research Group

RAND, 1700 Main St., Santa Monica, CA 90407-2138; 310-393-0411, ext. 7779; fax: 310-451-6921; sandra_berry@rand.org

HIV Cost and Services Utilization Study (HCSUS). This study is being carried out under a cooperative agree-

ment between RAND and the Agency for Health Care Policy and Research with additional funding from the Health Resources Services Admin., the National Institute of Mental Health, the National Inst. on Drug Abuse, National Inst. of Dental Research, OMH, the National Inst. on Aging, the Robert Wood Johnson Foundation, Merck, and Glaxo. Data will be collected for two years by CATI, CAPI, records abstractions, and blood draws. Topics are cost of care, access to care, health outcomes, and quality of life, oral health, mental health, antiretroviral drugs, and antiviral resistance. A longitudinal panel of about 3,000 HIV-positive adults in care and their health care providers is being used, with an oversample of rural patients. Study Director: Sandy Berry; Instrument Design: Julie Brown; Data Collection: Carol Emmons (NORC).

Risk and Prevention Behavior of HIV-Positive Adults. This National Inst. of Child Health and Human Development (NICHD) study will take place in the fall. Data is to be collected from 2,000 HIV-positive adults who are part of the HCSUS sample using CAPI and ACASI interviews. The study focuses on sexual and other risk-taking and risk-prevention behaviors. Survey Designer: Sandy Berry; Study Director: Carol Emmons (NORC).

Homeless Womens' Health Project. This study, subcontracted from UCLA and funded by the Agency for Health Care Policy and Research, involves personal interviews with 900 homeless women sampled at shelters and meal lines in the Los Angeles area. Data collection will end in August. Survey Director: Judy Perlman; Survey Coordinator: Suzanne Perry.

New Immigrant Pilot Study. This joint project between RAND and the Univ. of Pennsylvania is funded by NICHD, the National Science Foundation, and the Immigration and Naturalization Service. Data collection began in September 1996 and will continue through December. The study focuses on the ability to re-contact immigrants over time, incentives, and developing a multipurpose survey instrument for use in a prospective national longitudinal survey of new immigrants. It involves telephone interviews with a national sample of 2,000 new permanent residents, 750 student visa holders, and 750 temporary work visa holders. Survey Director: Beverly Weidmer.

Connecticut

Institute for Social Inquiry/Roper Center for Public Opinion Research University of Connecticut

Box U-164, 341 Mansfield Rd., Storrs, CT 06269-1164; 860-486-4440; fax: 860-486-6308; isi013@uconnvm.uconn.edu

American Attitudes About the News Media. In this national survey for the Freedom Forum Newseum,

1,500 general population respondents were interviewed by telephone in January. The purpose was to study how Americans use and evaluate American media. Project Director: Kenneth Dautrich.

Small Business Incentives Project. The Workplace, Inc. is sponsoring this project, which will use a series of focus groups and a mail survey to examine the experience small business owners in southwestern Connecticut have had with AFDC/DSS clients. The survey will also test potential incentive packages, the most favorable of which will be piloted. The research component was completed in March; the pilot will be completed in June. Project Director: Jennifer Dineen.

National Study on Science and Technology. The National Science and Technology Medals Foundation sponsored this study, which is underwritten by 3M and Proctor and Gamble to examine attitudes about the role of science and technology in American society. Telephone interviews were conducted with 1,000 general-population respondents in 1996. Project Director: G. Donald Ferree, Jr.; Project Manager: Nancy Barth.

Illinois

National Opinion Research Center (NORC) University of Chicago

1155 E. 60th St., Chicago, IL 60637; 312-753-7610; fax: 312-753-7886; depoyphl@norcmail.uchicago.edu

Woodlawn Mothers' Follow-up. This study, begun in April, will trace and follow up 1,160 inner-city respondents in the Woodlawn (Chicago) neighborhood who were first interviewed in 1966 when their children were first graders. Face-to-face interviews will be used, with telephone interviews for movers, to study quality-of-life issues of an aging cohort of African American women. The study is sponsored by the National Inst. of Mental Health. NORC Project Director: Woody Carter; Principal Investigator: Margaret Ensminger (Johns Hopkins Univ.).

Follow-up of Drug-Addicted and Alcoholic Supplemental Security Income (SSI) Recipients. This project involves personal interviews with a sample of 400 drug-addicted and alcoholic SSI recipients in King County, Washington, prior to program termination and at 6 months after to assess changes in employment, medical, and psychiatric status; living arrangements, social support, and family relations; substance use; criminal justice involvement; and so on. Washington State Principal Investigator: Antoinette Krupski; Project Director: Kevin Campbell; NORC Principal Investigator: Sam Schildhaus; Project Director: Julie Ingels.

Second Longitudinal Study of Aging (LSOA II). Sponsored by the National Center for Health Sta-

tistics, LSOA II is a second-generation survey on the health status and health care utilization patterns of persons 72 and older. A nationally representative sample of 9,600 respondents will be interviewed via CATI. Data will be collected in four waves. Project Director: Lisa Thalji.

Survey Research Laboratory University of Illinois at Chicago

910 W. Van Buren St., Ste. 500, Chicago, IL 60607; 312-996-5300; fax: 312-996-3358; info@srl.uic.edu or 909 W. Oregon St., Ste. 300, Urbana, IL 61801-3327; 217-333-4273; fax: 217-244-4408; info@srl.uic.edu; http://www.srl.uic.edu

Potential Use of APS (Advanced Photon Source). This study is being funded by the Illinois Coalition, a not-for-profit organization of leaders from academia, labor, industry, and government. Questionnaires were mailed to 200 research-and-development professionals (who were given the option to complete an interview by telephone or return the questionnaire by mail) to assess their desire and need for a program to open the Advanced Photon Source (APS) at Argonne National Laboratory to technology-based companies in Illinois. Principal Investigator: Thomas Thornton (Illinois Coalition); Project Coordinator: Lynn Hamilton.

Addictions Disability Study. As of January 1997, substance abuse is no longer considered a disability by the Social Security Admin. This study, funded by the Center for Substance Abuse Treatment, is to assess the effects of the loss of SSI payments on the individuals who are now ineligible. Data collection, which began in late 1996, will continue in 6-month intervals through 1998. Principal Investigator: Paul Goldstein (UIC Great Cities Inst.); Project Coordinator: Elizabeth Severns.

Community Alternative Policing Strategies Survey. For this annual telephone survey of Chicago residents to be completed in August, 1,800 CATI interviews are to be conducted about community policing and crime in respondents' neighborhoods. Principal Investigator/Sponsor: Susan Hartnett (Northwestern Univ. Center for Urban Affairs and Policy Research); Project Coordinator: Elizabeth Severns.

Cognitive Functioning of Elderly. With funds from the National Center for Health Statistics, cognitive interviews were conducted by telephone and face-to-face with 62 persons aged 70 or older to test theoretical and applied issues related to the answering of cognitive functioning questions by elderly respondents. Data were collected in December 1996. Principal Investigator: Seymour Sudman; Project Coordinator: Diane O'Rourke.

Hospital Discharge Planners. With funds from the National Inst. on Aging, 500 telephone interviews with discharge planners at rural hospitals will be conducted

to gain a better understanding of the organizational structures that link rural hospitals to long-term care providers. Data collection will begin in June. Principal Investigator: Mary Fennell (Brown Univ.); Project Coordinator: Diane O'Rourke.

Vehicle-Arresting Barriers. With funds from the Illinois Dept. of Transportation, face-to-face interviews will be conducted spring and summer 1996 with drivers stopped for trains at three railroad crossings where experimental vehicle-arresting barriers have been set up. Three waves of data collection are planned: one prior to the installation of the barriers, one right after installation, and another one month later. Principal Investigator: Fred Coleman III (UIUC Civil Engineering); Project Coordinator: Diane O'Rourke.

Indiana

The Center for Survey Research Indiana University

1022 E. Third St., Bloomington, IN 47405; 812-855-2573; fax: 812-855-2818; kennedyj@indiana.edu; <http://www.indiana.edu/~csrwww/>

Indiana Poll 28. The poll measures Hoosier public opinion on issues of interest to the general public, policy makers, and social scientists including state employment and training, customer satisfaction with training, political and social issues in the news, and the Indiana Dept. of Environmental Management. In May and June 1996, 500 RDD CATI interviews were conducted with Indiana adults. Project Manager: Jennifer Rudd; Project Director: John Kennedy.

Knowledge About and Attitudes Toward HIV/AIDS Prevention of Indiana Adults. This study is sponsored by the Rural Center for the Study and Promotion of HIV/STD Prevention and is funded by Cooperative State Research and the Education and Extension Service of the USDA. The purpose of this RDD CATI survey was to measure Indiana residents' attitudes towards HIV/AIDS prevention and their knowledge about HIV/AIDS in general. Interviews were completed with 830 Indiana residents. Principal Investigator: Mohammad Torabi; Project Manager: Heather Terhune.

Government Study. Sponsored by Indiana Univ. and Pennsylvania State Univ. with funding from the National Science Foundation, this national survey measured public opinion on public policy issues including taxes, welfare, Social Security, and religion in schools. In November and December, 880 CATI interviews were completed. Principal Investigators: Clem Brooks and Jeff Manza; Project Manager: Kelley Cantrell.

Monroe County Safe City Study. With funds from Monroe County and the city of Bloomington, Indiana, this CATI survey of Monroe County residents sought

information about the perceptions of safety and crime in the county. In October, 470 interviews were completed with county residents. Principal Investigator: Charles Bonser; Project Manager: Kelley Cantrell.

Newspaper Editors. Sponsored by the Indiana Bureau of Media Research, this survey studied the ways newspapers gain and use information about the needs and interests of their readers and how newspaper editors perceive their communities, as well as the impact of new media technologies. Mail questionnaires were completed by 410 editors of daily newspapers across the United States last spring. Principal Investigator: Randall Beam; Project Manager: Jennifer Inghram.

Maryland

Institute for Governmental Service University of Maryland at College Park

4511 Knox Rd., Ste. 205, College Park, MD 20740; 301-403-4610; fax: 301-403-4222

FY 1997 Compensation Survey. This is a biennial study sponsored by IGS, the Maryland Assoc. of Counties, and the Maryland Municipal League to provide local governmental officials with comparative salary and benefits data. Mail questionnaires were returned by about 70 municipalities and 20 counties in Maryland. Project Administrator: Jeanne Bilanin.

Survey of Maryland's Tributary Teams. IGS and the Maryland Dept. of Natural Resources sponsored this survey of 350 members of the Maryland Tributary Teams, which were established in 1995 by state and local governments in Maryland as stakeholder groups to help implement a policy to reduce nutrients flowing into the Chesapeake Bay. Topics included relationships among team members and teams and among teams, local governments, and the state government. Project Director: Phil Favero.

Survey Research Center University of Maryland at College Park

1103 Art/Sociology Bldg., College Park, MD 20742; 301-314-7831; fax: 301-314-9070

International Municipal Lawyers Assoc. (IMLA) Membership Survey. This mail survey was sponsored by IMLA and queried a random sample of its members on IMLA's performance on services it provides. Information was also collected on respondent background, telecommunications use, and IMLA membership costs. Project Coordinator: Kristen Coblentz.

American Economics Assoc. Journals Committee Survey. Conducted for Dr. Thomas Schelling of the Univ. of Maryland Dept. of Economics, the random sample of American Economics Assoc. members selected for this mail survey were asked about current quality of and proposed changes to professional

economics journals. Project Coordinator: Kristen Coblenz.

A Study of Resident Attitudes and Awareness of Air Quality in the Baltimore and Washington, DC, Area. Sponsored by the Metropolitan Washington Council of Governments and the Baltimore Metropolitan Council as part of their plans to meet the Clean Air Amendments of 1990, this study compared respondents' attitudes toward and understanding of air quality with attitudes of respondents who completed a similar study in the winter of 1995. CATI interviews were conducted with 1,690 respondents. Study Director: Timothy Triplett.

The National Omnibus Survey. This is a biannual general-population telephone survey. The fall 1996 survey sponsors included the U.S. General Accounting Office, the Virginia Center for Urban Development, the Univ. of California at Santa Barbara, and Dr. Amitai Etzioni at the Communitarian Network. Approximately 1,000 interviews were completed on alternative mail delivery, a proposed museum about African American athletes, Internet use, and American social values. National Omnibus Survey Director: Johnny Blair.

Massachusetts

Center for Survey Research University of Massachusetts—Boston

100 Morrissey Blvd., Boston, MA 02125-3393; 617-287-7200; fax: 617-287-7210; colten@umb.edu

Measuring the Burden of Occupational Illness and Injury. Sponsored by the Health Inst. at the New England Medical Center with funding from the National Inst. of Occupational Safety and Health, this study seeks to develop measures of social and economic burden attributable to occupational illness and injury for persons with carpal tunnel syndrome (CTS) or occupation-induced asthma (OA). About 200 OA patients and 1,100 CTS patients identified through the Massachusetts Dept. of Public Health's Sentinel Event Notification of Risk System will be surveyed by mail or telephone throughout 1997. Study Director: Michael Massagli.

Attitudes and Choices in Medical Education and Training II (ACMET II). Sponsored by the Harvard Medical School and Harvard Pilgrim Health Care with funding from the Robert Wood Johnson Foundation, this telephone study will measure attitudes of medical school deans, faculty, department heads, post-graduate residents and medical students about careers in primary and specialty care for comparison with the attitudes of these groups as measured in the 1993-94 ACMET I study. About 2,475 interviews will be completed by June, including reinterviews with many respondents from ACMET I and new samples for some

groups. Study Directors: Brian Clarridge and Michael Massagli.

Michigan

Survey Research Center University of Michigan

Inst. for Social Research, P.O. Box 1248, Ann Arbor, MI 48106-1248; 313-764-8365; fax: 313-764-4353

The Flint Men's Health Study. The National Cancer Inst. is funding this study as part of a larger program of research on the diagnosis and treatment of prostate cancer, conducted primarily at the Univ. of Michigan Medical School and the School of Public Health. It is a population-based epidemiological study of risk factors for prostate cancer among African American men. Face-to-face interviews are being conducted with 830 Flint area men aged 40 to 79. Eligible men will be asked to take standard clinical exams to screen for prostate problems. Principal Investigator: David Schottenfeld (School of Public Health); SRC Co-investigators: Steve Heeringa and Kirsten Alcser; Survey Manager: Bruce Medbery.

Panel Study of Income Dynamics—Wave 30. This project, funded by the National Science Foundation, studies individuals and the families in which they reside with emphasis on the dynamic aspects of economic and demographic behavior. Topics include labor supply, life-cycle earnings, economic mobility, and change in family structure. For the 1997 survey, 6,450 households will be interviewed by CATI as part of the panel that has been interviewed since 1968. In addition, after they are screened for first- and second-generation immigrants who moved to the United States since 1968, 750 new households will be interviewed. Principal Investigators: Sandra Hofferth and Frank Stafford; Survey Manager: Eva Leissou.

Panel Study of Income Dynamics (PSID)—Child Development Supplement. Funded by the National Inst. of Child Health and Human Development, the W. T. Grant and the Annie E. Casey Foundations, and the U.S. Depts. of Education and of Agriculture, this project will collect information from over 2,500 PSID families with children aged 0 through 12 by interviewing children, parents (including absent fathers), teachers, day care providers, and school administrators. This study will provide a nationally representative database on how economic and social differences affect child health and development. Time diaries will be collected, both for out-of-school activities and in-school activities (from the teacher) to measure the children's daily life and learning activities. The study will also obtain measures of the children's cognitive and emotional well-being. Principal Investigator: Sandra Hofferth; Project Manager: Pam Davis-Kean.

Minnesota

Minnesota Center for Survey Research University of Minnesota

2331 University Ave. S.E., Ste. 141, Minneapolis, MN 55414-3067; 612-627-4282; fax: 612-627-4288

1996 Univ. of Minnesota Public Opinion Poll. This CATI survey was funded by Univ. Relations. Last July, 515 interviews were completed with general-population respondents from Minnesota households, as were 210 interviews with minority oversamples (African American, Asian American, Hispanic American, and American Indian). Topics were familiarity with the Univ. of Minnesota; its importance for the state and the respondent's community and family; its performance; the contributions of its research, educational programs, and public service to the state; overall satisfaction; contacts with the Univ.; and sources of information about it. Study Director: Rossana Armson.

Women's Voices—Minnesota. This project was sponsored by the Center for Women and Public Policy at the Univ. of Minnesota using funds from the Univ. and several foundations. CATI interviews were conducted statewide with 400 women and 105 men and with 50 African American women and 50 Asian American women. Focus groups were held with African American, Asian American, American Indian, and Hispanic women; urban white women aged 18 through 24; rural white women; and rural white women aged 50 or older. Topics were quality of life, personal issues, career-preparation programs, balancing work and family life, community building, and safety. Project Managers: Alexandra Goulding and Pamela Schomaker.

City of Savage Alternative Urban Areawide Review (AUAR) Survey. This mail survey was funded by the Univ. of Minnesota's Center for Urban and Regional Affairs to evaluate the AUAR process, to gather information about awareness of and participation in it and about Savage, Minnesota, residents' preferences for management of two natural areas (Eagle Creek and the Savage Fen). Data were collected from 350 households. Survey Manager: Pamela Schomaker.

Nevada

Cannon Center for Survey Research University of Nevada, Las Vegas

4505 S. Maryland Pkwy., Las Vegas, NV 89154-5033; 702-895-0165 or 702-895-3322; fax: 702-895-4800; frey@nevada.edu

Nevada Legislative Issues Poll. In conjunction with the Alan Bible Center at the Univ. of Nevada at Reno, a statewide legislative/voter issue poll was conducted last November. A total of 1,200 Nevada residents were interviewed by CATI. Study Directors: Chris Horak and Nancy Downey.

Household Moving Survey. This survey was conducted last November for the Nevada Public Service Commission to assess the experiences of Las Vegas residents who used local moving companies and to gauge the effectiveness of regulations of the residential moving/transportation industry. Respondents who had moved recently (320) were asked via CATI interviews about their satisfaction with the companies they used. Study Directors: Chris Horak and Nancy Downey.

Nevada Highway Patrol. The purpose of this survey, conducted for the Nevada Highway Patrol, was to gauge public support for drunken driving checkpoints in Nevada's northernmost county. Using RDD CATI, 325 adults were interviewed. Study Directors: Nancy Downey and Jennifer Schneider.

Yucca Mountain Dietary/Water Usage Assessment (Pilot Study). This study is being conducted for the Science Applications International Corp. (SAIC) in conjunction with the licensing application for the Yucca Mountain Project. In-depth interviews with 50 households potentially effected by the Yucca Mountain Project are being conducted to test a number of sample and questionnaire considerations. Project Director: Chris Horak and Pam Fessler.

North Carolina

Institute for Research in Social Science University of North Carolina at Chapel Hill

Manning Hall, CB#3355, Chapel Hill, NC 27599-3355; 919-962-0781; fax: 919-962-4777; jreed.irss@mhs.unc.edu; <http://www.unc.edu/depts/irss>

Spring and Fall 1996 Carolina Polls. The Carolina Poll is an omnibus poll of North Carolina adults. The spring poll involved 660 CATI interviews on community involvement, best friends, foreign affairs, attitudes about tobacco and smoking, campaign reform, and computer use. The fall poll of 870 CATI interviews was on sources of information about problems facing the country today, presidential and state elections, and attitudes about assistance to persons with developmental disabilities. Cosponsors of this ongoing poll are the UNC School of Journalism and Mass Communication and Inst. for Research in Social Science. Fall poll questions on disabilities were sponsored by United Cerebral Palsy of North Carolina. Spring Poll Study Directors: Don Shaw (School of Journalism) and Beverly Wiggins. Fall Poll Study Directors: Robert Stevenson (School of Journalism) and Beverly Wiggins.

Spring and Fall 1996 Southern Focus Polls. Cosponsored by the Inst. for Research in Social Science, the Center for the Study of the American South at the Univ. of North Carolina—Chapel Hill, and the *Atlanta Journal-Constitution*, the spring omnibus

poll asked about attitudes toward African Americans, hate crimes, Atlanta, American values, and personal responsibility. CATI interviews were conducted with 850 Southerners, 430 non-Southerners, and, in the South only, an oversample of 170 African Americans. The fall poll asked about religious attitudes and practices, admiration for several Southerners, support for various laws and regulations, reverse discrimination, and the ideal age for the president. CATI interviews were conducted with 800 Southerners, 420 non-Southerners, and, in the South only, an oversample of 25 African Americans. Study Director: Beverly Wiggins.

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P.O. Box 12194, Research Triangle Park, NC 27709; 919-541-7008; fax: 919-541-7004; rak@rti.org

Social Safety Net Project of the Kyrgyz Republic. Sponsored by the NATSTATCOM (National Statistics Committee) of the Republic of Kyrgyzstan and funded by the World Bank, this study is designed to obtain data that will be used to develop a cost-of-living index and poverty line measures, which will assist the government with policy decisions regarding poverty as the country moves from communism to capitalism. The sample consists of approximately 2,300 households across the Republic. All adult household members are interviewed face-to-face by field interviewers speaking either Russian or Kyrgyz. Field supervisors obtain price data in the selected household segments by going to the local stores, kiosks, and merchants. Project Coordinator: Donald Jackson.

Vietnam Era Study Phase III. This is a long-term, follow-up study of soldiers who left Vietnam in 1971. The original interviews were conducted in 1972, within several months of the soldiers' return to the United States. In 1974, some of these soldiers were again interviewed along with a civilian comparison sample. The 1996 VES, funded through a National Inst. on Drug Abuse grant, sought to determine the long-term consequences of drug and alcohol abuse, psychiatric symptoms, and other adjustment problems indicated during the original interviews; to study the course of substance abuse; and to identify predictors of long-term outcomes from preservice, in-Vietnam, and after-Vietnam measures assessed in the original study. In 1996, 700 face-to-face or telephone interviews (for those over 200 miles from the nearest field interviewer) were conducted. Principal Investigator: Rumi Kato Price (Washington Univ. School of Medicine); Project Director: Susan Kinsey.

National Sample Survey of Registered Nurses VI. Sponsored by the Dept. of Health and Human Services, Health Resources and Services Admin., Div. of Nursing, this is a mail survey of registered nurses,

with CATI follow-up for nonrespondents. In 1996, the survey collected data on the respondents' current and past nursing positions, work setting, education, career plans, and general demographic characteristics. The data is used to determine numbers employed in the profession (and other professions), percentage seeking jobs, and geographic distribution of RNs. Over 21,000 mail questionnaires were returned and more than 8,000 telephone interviews were completed. Project Officer: Evelyn Moses (Health Resources and Services Admin.); Project Director: Dale Jones.

**Survey Research Unit
University of North Carolina at Chapel Hill**

Bolin Creek Center, 730 Airport Rd., Ste. 107, CB #2400, Chapel Hill, NC 27599-2400; 919-962-3282; fax: 919-966-2221; bill_kalsbeek@unc.edu; <http://www-bios.sph.unc.edu/sru.html>

The Study of Alzheimer's Disease in the NAS Twin Registry. This national telephone survey is based on a sample of approximately 12,000 white male twins aged 68 through 79 who are WWII veterans. The survey will continue investigation of genetic causes of Alzheimer's disease and environmental contributions to the variability of the onset of the disease. Subjects are asked about their memory and concentration; occupation, medical, and medication histories; and health-related behaviors. CATI interviewing began in October and is scheduled to end in the fall. Funded by the National Inst. on Aging, this survey is sponsored by the Duke Univ. Medical Center. SRU Contact Persons: Stephanie Reed or Donna Spencer.

Ohio

**Institute for Policy Research
University of Cincinnati**

P.O. Box 210132, Cincinnati, OH 45221-0132; 513-556-5028; fax: 513-556-9023; alfred.tuchfarber@uc.edu; <http://www.ipr.uc.edu/welcome.htm>

The Ohio Poll. Sponsored by the *Cincinnati Enquirer*, WLWT-TV, and the Univ. of Cincinnati, the Ohio Poll is a periodic, RDD CATI survey. The January, March, September, September-October, and November polls asked Ohio adults about consumer confidence, education priorities, education funding solutions, presidential and gubernatorial approval, and the most important issues in the 1996 elections and trial heats for the 1996 presidential contest. In addition, the January poll examined use of computers in the workplace, the March poll examined Affirmative Action and transportation issues, and the November poll examined explanations of vote choice in the November election and favorableness ratings of various Ohio political figures. The September and September-October polls examined presidential vote preference, vote preference on a statewide ballot issue, and state and national generic house race questions among Ohioans identi-

fied as likely to vote in the November 1996 elections. Director: Alfred Tuchfarber.

The Ohio Poll Election '96 Tracking Poll. Sponsored by the *Cincinnati Enquirer*, WLWT-TV, and the Univ. of Cincinnati, this poll tracked vote preferences of Ohioans in the November election. Likely voters were asked their presidential candidate preference, their preference on a statewide ballot issue, national and state generic house race questions, and about candidate favorability. RDD CATI interviews were conducted over a 3-week period with 3,130 Ohio residents identified as likely to vote in the November election. Director: Alfred Tuchfarber.

I-71 Corridor Transportation Study. This RDD CATI study examined the opinions of 900 Greater Cincinnati area residents about the Interstate 71 Corridor, which runs through southwest Ohio and northern Kentucky. The study was conducted for the Ohio-Kentucky-Indiana Regional Council of Governments to determine residents' knowledge of Corridor alternatives, identify transportation preferences and priorities for the Corridor, and examine possible funding scenarios. Directors: Alfred Tuchfarber and Kim Downing.

Health Alliance of Greater Cincinnati Advertising Campaign Study. This RDD CATI study examined awareness of health-care-related advertising and of an advertising campaign conducted by the Health Alliance of Greater Cincinnati. The baseline-preadvertising campaign wave was conducted in March 1996 with 550 area residents. The post-advertising campaign wave in January 1997 surveyed 550 residents. Director: Alfred Tuchfarber.

City of Springdale Survey. This RDD CATI study examined the opinions of 540 residents of Springdale, Ohio, about neighborhood quality of life, the importance of city services to the community, city service quality, and advantages and disadvantages to living in the city. The survey also measured use of city services. Director: Kim Downing.

The Cincinnati Public Schools Parent Survey. This study, conducted for the Cincinnati public schools, examined parents' satisfaction with various components of their children's education in the Cincinnati public schools, including discipline, teaching, and transportation. The survey also examined parental opinions on several issues facing the district. In May 1996, 750 CATI interviews were conducted. Director: Alfred Tuchfarber.

Oregon

Oregon Survey Research Laboratory University of Oregon

Eugene OR 97403-5245; 541-346-0824; fax: 541-346-5026;
osrl@oregon.uoregon.edu; <http://darkwing.uoregon.edu/~osrl/>

Target Cities Program Follow-Up Interviews. The Portland, Oregon/Multnomah County area is one of 19

areas nationwide involved in a longitudinal assessment of new comprehensive intake and treatment strategies for drug and alcohol clients. This most recent set of 290 CATI interviews were 12-month follow-up interviews on topics ranging from personal relationships and involvement with the criminal justice system to personal health and well-being. Principal Investigator: Patricia Gwartney; Project Director: Kimberlee Langolf.

Proficiency-Based College Admission Standards System (PASS) Survey. This survey allows high schools to assess the outcomes of their innovations regarding the development and implementation of PASS. Self-administered questionnaires were completed by 1,700 students and 290 teachers on-site at 12 Oregon high schools. Project Director: Kimberlee Langolf.

Oregon Dept. of Transportation Construction Site Surveys. This is an ongoing series of 20 to 25 RDD surveys in 1996-97 assessing the impact of large highway construction projects on local communities. Some surveys focus on commuters through a construction site; others focus on nearby residents. The surveys involve 400 respondents. Project Directors: Patricia Gwartney and Stephen Johnson.

Oregon Economic Development Dept., City of Talent Income Survey. This is an RDD survey of 400 households in Talent, Oregon, assessing the feasibility of telephone survey methodology to assess household composition and low-income status. Project Director: Craig Helmstetter.

Oregon State System of Higher Education, Graduate Degree Recipients Survey. Beginning in December, 1,235 alumni of Oregon State Univ., Portland State Univ., and Univ. of Oregon who received masters' degrees and doctorates between 1986 and 1990 were asked to assess the long-term value and consequences of their degrees. Project Director: Kimberlee Langolf.

Oregon Dept. of Transportation Omnibus Internal Survey. This project, which began in January, measures the experiences and attitudes of Oregon Dept. of Transportation employees to three internal service branches and evaluates the quality and value of the services provided. Approximately 775 employees will be surveyed. Project Director: Craig Helmstetter.

Oregon Dept. of Transportation, Customer-Based Performance Measures. This RDD survey measured Oregonians' knowledge of Oregon Dept. of Transportation functions and satisfaction with its performance, and, using an OSRL methodological innovation, asks respondents to prioritize 27 Dept. functions. Project Director: Craig Helmstetter.

Lane Community College Public Perception RDD Survey. Starting last October, 400 Lane County resi-

dents were asked their perceptions of Lane Community College's educational quality, value, strengths, and weaknesses; contributions to the region, state, and world; information sources about the College; personal and familial contact with the College in the past, present, and future; and educational plans and needs. Project Director: Craig Helmstetter.

Oregon Parks and Recreation Dept., Reservations Northwest Users Survey. This survey of 400 Reservations Northwest users assessed how campers learned to use the new system of advance telephone reservations, features of the system that they used, and overall satisfaction with it. Project Director: Toshihiko Murata.

Oregon Dept. of Transportation, Highway Rest Area Survey. This RDD survey of 400 Oregonians measured their use of highway safety rest areas and their attitudes toward the possible introduction of commercial activities into the areas. Project Director: Kimberlee Langolf.

Texas

Public Policy Research Institute Texas A&M University

H. C. Dulie Bell Bldg., Ste. 314, College Station, TX 77843-4476; 409-845-8800; fax: 409-845-0249; charlie@ppri-nw.tamu.edu

1997 Statewide Child Survey. Funded by the Children's Trust Fund of Texas Council, this biennial survey measures Texans' knowledge, attitudes, and practices with respect to child rearing and public policies related to child abuse and neglect. From February through April, RDD CATI interviews were conducted with 2,200 adults, including parents and non-parents. Principal Investigator: Charles Johnson; Project Manager: Ruth Cañamar.

1997 Community Child Survey. Funded by the Children's Trust Fund of Texas Council, this biennial survey measures the knowledge, attitudes, and practices of Texans in four selected communities with respect to child rearing and public policies related to child abuse and neglect. From May through June, RDD CATI interviews will be conducted with 1,600 adults, including parents and nonparents. Principal Investigator: Charles Johnson; Project Manager: Ruth Cañamar.

Virginia

Survey Research Laboratory Virginia Commonwealth University

Center for Public Policy, 901 W. Franklin St., VCU Box 843016, Richmond, VA 23284-3016; 804-828-8813; fax: 804-828-6133; jbradfor@hibbs.vcu.edu

Lesbian Researchers Survey. The purpose of this mail survey was to provide information for the Lesbian Re-

search Network to assess members' needs and develop priorities for Network development. A list was developed from professional association lists, list servers, and the use of snowballing techniques; 285 individuals from the United States and 14 other countries responded. The study was funded by a grant from An Uncommon Legacy Foundation. Project Directors: Judy Bradford and Caitlin Ryan.

Commonwealth Poll 34. In November 1996, telephone interviews were conducted with 800 Virginians on topics including elected state officials, volunteer activities, use of financial institutions, and attitudes about scheduled airline service in Virginia. Clients included the Dept. of Social Services and the Dept. of Aviation of the Commonwealth of Virginia and the VCU School of Business. Project Director: Scott Keeter.

Access96. This telephone survey of the general population of Virginia provides information on the utilization of health care, insurance availability, and barriers to accessing health care. In the fall, data were collected from respondents in 1,860 randomly selected households on 4,760 individuals. The survey was funded by the Virginia Health Care Foundation and will be used to create a profile of access, utilization, and perceptions of the overall health care system, with a focus on insurance status. Project Directors: Judy Bradford, Mert Rives.

Richmond, Virginia 1996 School Census. This was a census of the city of Richmond's residential addresses conducted over a 4-month period to provide a count of children aged 5 through 19. The primary method used was in-field canvassing of all residential addresses, supplemented by telephone calls to listed numbers. Project Director: Mert Rives; Field Manager: Jennifer Reid.

Wisconsin

Wisconsin Survey Research Laboratory University of Wisconsin-Extension

1930 Monroe St., 2nd Floor, Madison, WI 53711-2036; 608-262-3122; fax: 608-262-3366; penaloza@wsrlf.cee.uwex.edu

Child Lead Exposure Resulting From Home Renovation and Remodeling Study. This study is being funded by the U.S. Environmental Protection Agency to fulfill a mandate by the U. S. Congress to determine whether home remodeling and renovation affects lead levels in children. Interviews are being conducted with 3,600 Wisconsin parents of children who have received lead blood tests within the past year. Data collection is expected to be completed by May. Principal Investigator: Marty Kanarek; Project Manager: Nancy Davenport.

Wisconsin Substance Abuse and Treatment Needs Telephone Survey. This survey is being conducted by

the Wisconsin Dept. of Health and Family Services with funds from the Federal Center for Substance Abuse Treatment to determine the prevalence of alcohol and drug use in the state and what treatment services are desired and needed. By June, RDD interviews with 8,000 adults and 1,000 teens are expected. Principal Investigator: Pam Imm; Project Manager: Dolores Niles.

The Wisconsin Corrections Survey. This RDD survey of 1,210 respondents was conducted in 1996 for the Wisconsin Governor's Task Force on Corrections to better understand Wisconsin residents' attitudes toward crime and sentencing alternatives. Focus groups also were conducted on sentencing alternatives. Project Manager: Barb Burrell.

CANADA

Institute for Social Research York University

Administrative Studies Bldg., 4700 Keele St., North York, Ontario, Canada M3J 1P3; 416-736-5061; fax: 416-736-5749; isrnews@yorku.ca

The Ban on Smoking on School Property in Ontario. With funding from the Ontario Ministry of Health, this research was composed of two PAPI telephone surveys, conducted in collaboration with the Ontario Tobacco Research Unit at the Univ. of Toronto. The first survey asked representatives at 213 high schools across Ontario about the positive and negative aspects of the government-legislated ban on smoking on school property. The second survey was conducted with 38 of the 40 Public Health Units across the province about the level of cooperation when enforcing the ban and the number of warnings and fines they had issued to students. Project Manager: David Northrup.

A Study of Canadian Legislators. This major national CATI study is currently underway with all federal, provincial, and territorial members of parliament regarding their attitudes toward and experiences with issues relating to health promotion in general and smoking and tobacco control in particular. Legislators are also asked about other important issues they see facing Canada today and about how they go about making policy decisions. More than 500 interviews were completed by the end of March. The study is being conducted in collaboration with researchers at the Univ. of Toronto and is funded by the National Health Research and Development Program of Health Canada. Project Manager: David Northrup.

Announcements

1997 NCHS Conference

The National Center for Health Statistics announces the 1997 joint meeting of the Public Health Con-

ference on Records and Statistics and the Data Users Conference, to be held July 28-31 at the Omni Shoreham Hotel in Washington, DC. For further information, contact Barbara Butler at 301-436-7122, ODSPDEP, PHCRS, NCHS, 6525 Belcrest Rd., Room 1100, Hyattsville, MD 20782. The full announcement is available on the NCHS home page, <http://www.cdc.gov/nchswww/nchshome.htm>.

50th Summer Institute of the University of Michigan Institute for Social Research Survey Research Center

The 50th Annual Summer Inst. conducted by the research staff of the Survey Research Center, Inst. for Social Research, Univ. of Michigan, will be held June 2 through July 25, 1997, in Ann Arbor, Michigan. The Summer Inst. offers 8-week, 4-week, 2-week, and 1-week graduate-level courses as well as several 1-week workshops. For further information, contact Andrea Johns, Admin. Assoc., Summer Inst., Survey Research Center, Inst. for Social Research, Univ. of Michigan, 426 Thompson St., P.O. Box 1248, Ann Arbor, MI 48106-1248; 313-764-6595; fax: 313-764-8263; summers@isr.umich.edu; <http://www.isr.umich.edu/src/si/>.

IRSS Public Opinion Question Database Now Easier to Access and Use

The Inst. for Research in Social Science at the Univ. of North Carolina at Chapel Hill maintains the nation's third largest archive of social science data. The archive includes a substantial collection of public opinion data, including polls conducted by Louis Harris and Assoc., the *Atlanta Journal-Constitution*/IRSS Southern Focus Polls and other Southern data, the Carolina Poll, and the National Network of State Polls archive. A new web-accessible database, the IRSS Public Opinion Poll Question Database, allows researchers to search IRSS's public opinion holdings by question wording, date, and state to identify questions of interest. The address is http://www.irss.unc.edu/data_archive. The database allows full-text keyword searching of the question text and displays the full question text and marginals for each item retrieved. If you have suggestions for enhancements to the database, please e-mail Ken Hardy at khardy@irss.unc.edu. If you have questions about the database after trying it, contact David Sheaves at david_sheaves@unc.edu or call 919-966-3348.

UIC Survey Research Laboratory Home Page

The Survey Research Laboratory (SRL) at the Univ. of Illinois at Chicago has a Worldwide Web site at

<http://www.srl.uic.edu>. The Web site contains a description of SRL's facilities and organization, its annual reports from 1992 through 1996, selected back issues of *Survey Research* newsletter, and a summary of studies SRL has conducted from 1964 through the present. SRL's 30th anniversary history and bibliography, published in 1994, will soon be available as well.

Oregon Survey Research Laboratory Web Site

The Oregon Survey Research Laboratory at the Univ. of Oregon, Eugene has a Worldwide Web site, located at <http://darkwing.uoregon.edu/~osrl/>. Many of the studies conducted at OSRL are summarized at this site. Banner tables and embedded graphics can be found there for some studies. In addition, the site contains over 40 links to other university research centers.

New Mathematica Policy Research Office Opens and Survey Operations Expand

The Surveys and Information Services Div. of Mathematica Policy Research (MPR) recently expanded to include a survey group in MPR's Washington, DC, office. The Director, Joseph Garrett, comes to Mathematica from senior management positions with the U.S. Census Bureau and A. C. Nielsen. Margaret Cahalan is the Assoc. Director. Staff also includes Brenda Cox, a Senior Fellow and Senior Sampling Statistician; Senior Fellow James Massey, formerly of the National Center for Health Statistics; Senior Survey Researcher Susan Mitchell, formerly of the National Research Council; and Donsig Jang, a Sampling Statistician. In addition, a new survey operations center is slated to open in April in Columbia, Maryland. The new center will house 80 CATI stations, with expansion capability to 100, bringing the MPR's total interviewing capacity to more than 200 CATI stations.

Personnel Notes

Consuella Barbour has joined the Inst. for Governmental Service, Univ. of Maryland, College Park as a Government Consultant; she was previously with the Delaware Public Admin. Inst. *Nan Booth* of the Maryland Cooperative Extension Service has joined as an Extension Specialist.

The Univ. of Cincinnati's Inst. for Policy Research welcomes *Terri Byczkowski* as Research Assoc. Terri will serve as Survey Methodologist and as a Project Director.

Frederick Licari of the Inst. for Survey Research at Temple Univ. has been promoted to Study Director.

At Mathematica Policy Research (MPR), *Anne Cierniecki*, Senior Survey Director, has been promoted to Assoc. Director of Mathematica's Survey and Information Services Div., in charge of Survey Operations. The following people have been also been promoted: *Jonathan Capp* to Project Manager II, *Barbara Rogers* to Survey Assoc. III, *Linda Bandeh* to Systems Analyst I, *Linda Gentzik* to Senior Survey Assistant II, *Joanne Pascale* to Survey Specialist II, *Rachael Reed* to Data Entry Supervisor I, *Robbi Ruben* to Program Analyst, *Anne Self* to Survey Assoc. II, and *Sally Waltman* to Survey Specialist I. New staff members are *Thu Vu*, Survey Sampling Specialist, who was previously at Visayas State College in the Philippines and at the Alan Guttmacher Inst. in New York; *Charles Denk*, Survey Researcher, who was previously at the Center for Survey Research at the Univ. of Virginia; and *Frank Potter*, Senior Statistician, who came to MPR after working at Research Triangle Inst.

At the National Opinion Research Center, *Michael Pergamit* has joined the staff as Research Vice President for Labor and Economics in the Washington office; he was formerly with the U. S. Bureau of Labor Statistics. *Marci Fox*, Survey Director, was formerly at Abt Assoc., Inc. *Patricia Cloud*, Librarian, had been Technical Services Librarian, Univ. of Chicago.

The Oregon Survey Research Laboratory at the Univ. of Oregon, Eugene, has a new Acting Assoc. Director, *Stephen Johnson*. He comes to the Laboratory from Decision Research in Eugene, Oregon.

Paul Mullin is a Cognitive Psychologist in the Survey Research Div. of Research Triangle Inst. He was with the Inst. for Government and Public Affairs at the Univ. of Illinois at Urbana-Champaign and the Office of Survey Methods Research at the U. S. Bureau of Labor Statistics.

New research staff members at Response Analysis are *James Alleborn*, Senior Vice President, formerly with Total Research Corp. and *Miguel Basanez*, Senior Vice President, International Research, formerly at the Univ. of Michigan. *Cliff Heaton* and *Gwen Miller* have been promoted to Senior Research Directors; *Kevin Bray* and *Kathleen Barringer* have been promoted to Senior Research Assocs.; *Sue Langhans* is now Group Manager; and *Monica Schneider* and *Carole Herpin* are now Research Assocs.

Jean Davis and *Nancy Lyon* have joined the Survey Research Center at the Univ. of Michigan as Survey

Managers. Both attended the Harris School of Public Policy at the Univ. of Chicago.

Stephanie Goldman has joined the Survey Research Laboratory at the Univ. of Illinois at Chicago as Data Reduction Coordinator. She previously worked on the Harvard Univ. Project on Human Development in Chicago. At the Urbana office, *Andrea Van Proyen* has joined as Coordinator of Survey Research Information Services and Production Editor of this newsletter.

Ricky Christian was promoted to Interviewer Supervisor at the Survey Research Unit at the Univ. of North Carolina-Chapel Hill.

Jobs ↔ People

This free column is for the convenience of people available for work in survey research and organizations that have job openings in survey research. Listings should be sent to Diane O'Rourke, Managing Editor, *Survey Research*, Survey Research Laboratory, Univ. of Illinois, 909 W. Oregon St., Ste. 300, Urbana, IL 61801-3327 or e-mailed to survey@srl.uic.edu. Names will be coded if requested.

Research Triangle Inst. has an opening in its Survey Research Div. for a **Supervisor, Telephone Survey Unit**. The supervisor administers the unit by projecting workloads, recruiting staff, evaluating performance, and monitoring overhead costs; developing, implementing, and monitoring general policies, production processes, and quality assurance procedures; allocating resources across projects; meeting with project directors to solve technical, system, cost, and project management problems; and meeting with systems programmers to specify and develop improved CATI and other systems. Candidates must have advanced knowledge of the principles, processes, and methods of survey research gained through 4 or more years of broad experience in the field. Candidates should possess advanced knowledge of telephone survey data collection operations and procedures, good project management skills, and experience in managing a large telephone calling center. Please mail your resume to Mr. Kirk Pate, RTI, P.O. Box 12194, Research Triangle Inst., NC 27709; or e-mail your resume to dkp@rti.org. An Equal Opportunity/Affirmative Action Employer M/D/F/V.

The Center for Survey Research at the Univ. of Virginia seeks a **Research Scientist** who has substantial experience in health-related research, a strong social science background, and experience in directing projects. The overall objective for this position is to further strengthen the infrastructure for health-related social and behavioral research at the Univ. and to

promote interdisciplinary collaboration between researchers in the health sciences and researchers in social and behavioral disciplines of arts and sciences. Duties are to manage and direct research projects contracted by the Center for Survey Research in health-related areas; to work with prospective investigators to design surveys; to provide scientific and managerial direction for survey projects, including the design and development of questionnaires and preparation of reports; to act as liaison and resource to the Dept. of Health Evaluation Sciences of the UVA Health Sciences Center; and to participate in general administration of the Center for Survey Research. This is a full-time, renewable, nontenure track, research professional staff position with benefits. It requires a Ph.D. and a minimum of 3 years' experience with scientific management of social scientific data collection and analysis projects. Candidate must have substantial experience with health behavior and policy research in a variety of subject areas. Applications will be accepted until the position is filled. Please send curriculum vitae and a summary of your survey experience to Professor Thomas Guterbock, Director, UVA Center for Survey Research, 539 Cabell Hall, Charlottesville, VA 22903; 804-924-6516; fax: 804-924-7028; tomg@virginia.edu. The Univ. of Virginia is an equal opportunity/affirmative action employer.

Available

Survey Research Interviewer for well-known research institutions desires interviewing assignments in Western New York State (especially Buffalo and Rochester areas). Experienced in face-to-face and telephone interviewing of the public of all ages, occupations, and ethnic backgrounds. Professional work and high completion rates. Contact Phyllis Kidston, 716-833-5402.

Publications

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

New Methodological Publications

- Aday, L. A. (1996). *Designing and conducting health surveys* (2nd ed.). San Francisco, CA: Jossey-Bass.
- Aizer, A., Felt, S., & Nelson, L. (1996, May). *Experience in collecting selected HEDIS 2.0 measures for the Medicaid population*. Report submitted to the Henry J. Kaiser Family Foundation (Document no. PR96-31). Washington, DC: Mathematica Policy Research, Inc.

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- Chambers, R. L. (1996). Robust case-weighting for multipurpose establishment surveys. *Journal of Official Statistics*, 12, 3-32.
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- Lynch, J. P. (1996). Review: Clarifying divergent estimates of rape from two national surveys. *Public Opinion Quarterly*, 60, 410-430.

Changes of address or new contributions for *Survey Research*

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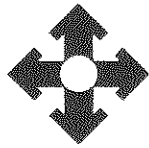
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- Mackenbach, J. P., Looman, C. W. N., & van der Meer, J. B. W. (1996). Differences in the misreporting of chronic conditions, by level of education: The effect on inequalities in prevalence rates. *American Journal of Public Health, 86*, 706-711.
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