



SURVEY RESEARCH

Volume 31, Number 2, 2000

NEWSLETTER FROM THE SURVEY RESEARCH LABORATORY

COLLEGE OF URBAN PLANNING AND PUBLIC AFFAIRS - UNIVERSITY OF ILLINOIS AT CHICAGO

Seymour Sudman

Edward A. Blair and Johnny Blair*

Seymour Sudman died on May 2, 2000. He was Walter H. Stellner Distinguished Professor of Marketing at the University of Illinois at Urbana-Champaign and an ASA Fellow.

Seymour was born in Chicago in 1928. He graduated from Waller High School and from Roosevelt University, where he earned a B.S. in mathematics and met his wife of 48 years, Blanche Berland Sudman. His doctorate in business (statistics) was from the University of Chicago.

Seymour entered the world of social research at the Market Research Corporation of America (MRCA), one of the early operators of consumer diary panels. This experience gave him many fond memories, including that of the Wisconsin farmer and panelist who sent a letter to inform the company that his wife had died and he didn't have time to maintain the diary, but, since he liked the gifts, he would continue to send the information via E.S.P. It also gave Seymour a lifelong enthusiasm for research on consumer panels, and, though he was a sampling specialist, a keen appreciation for the role of instrument design in total survey error.

From MRCA, Seymour moved to the National Opinion Research Center (NORC) at the University of Chicago. This move brought him together with Norman Bradburn. Their career-spanning professional partnership began with *Side by Side: Integrated Neighborhoods in America*. Their prolific collaboration, perhaps unmatched in survey research history, produced a series of influential books including *Response Effects in Surveys* and *Asking Questions*. Their joint work earned Sudman and Bradburn the American Association for Public Opinion Research (AAPOR) Award for exceptionally distinguished achievement.



Seymour Sudman

August 9, 1928–May 2, 2000

University of Illinois
Survey Research Laboratory
1968–2000

Loving husband and father, dedicated teacher,
patient mentor, generous colleague,
world-renowned expert in survey methodology

In 1968, Robert Ferber recruited Seymour to the Survey Research Laboratory and Department of Business Administration at the University of Illinois. The move to Illinois allowed Seymour to continue his research on survey methods and put him in the position of teaching graduate and undergraduate students. Seymour loved to teach, and his students loved him. His teaching inspired him to write *Applied Sampling* for his sampling course and *Marketing Research: A Problem Solving Approach* for his marketing research course. His doctoral students went on to great professional success and organized a special session in his honor at the 1999 conference of the American Marketing Association.

Two aspects of Seymour's life might be particularly instructive for young statisticians. First, Seymour was practical, and he saw this as the hallmark of a statistician. Seymour liked a joke in which two men, a mathematician and a statistician, were vying for the hand of a woman. She proposed to settle the matter by placing them in opposite corners of a room, with her in the middle, flipping a coin. Each flip would bring one of the men halfway to her, then half the remainder, and so on until the first to reach her would win her hand. Hearing this plan, the mathematician stormed off, because he could never reach the woman if he went by halves. The statistician remained, because, he said, he could get "close enough." Like that statistician, Seymour was not a perfectionist, and he sought practical solutions for practical problems. As a sampler, he delighted in methods such as probability sampling with quotas, selecting respondents within households by most recent birthday, using proxy respondents, and using network sampling or an adapted Mitofsky-Waksberg method to find rare populations: methods that accept design imperfections to obtain results that are "close enough," usually with substantial cost savings.

Seymour also delighted in the ideas and accomplishments of others, and some of his tremendous productivity in collaborative work must be attributed to the fact that he was so amiable to work with. These collaborations contributed to a body of work exceptional in its quality and remarkable in its scope. When one thinks of individuals who have influenced sampling practice, response effects theory, instrument design, and the application of cognitive psychology methods and theory to survey design, the list is a short one indeed.

Seymour Sudman is survived by his wife Blanche, his children Emily, Harold, and Carol, his sister Annette Baich, two grandchildren, his former students (whom his daughter Carol described as his "statistics children"), and many colleagues.

Edward Blair received his Ph.D. in Marketing from the University of Illinois in 1978 with Seymour Sudman as his dissertation adviser. They co-authored the text, Marketing Research: A Problem-Solving Approach, by McGraw-Hill in 1998. Ed is Professor and Chairman of the Department of Marketing and Entrepreneurship at the University of Houston.

Johnny Blair worked with Seymour at SRL for almost 20 years, as head of the sampling section and manager of the Urbana office. They also co-authored several articles. Johnny is now Associate Director of the Survey Research Center at the University of Maryland.

*This obituary was previously published in the July 2000 *Amstat News*, the newsletter of the American Statistical Association. Reprinted with permission.

Remembrance of Seymour Sudman

Norman M. Bradburn
Funeral service, Mt. Sinai Temple
Champaign, Illinois
May 5, 2000

I am Norman Bradburn of Sudman and Bradburn, 1974, Bradburn, Sudman and Associates, 1979, Sudman and Bradburn, 1982, Sudman, Bradburn and Schwarz, 1996, and Sudman and Bradburn, Revised, 2001. The last, at least, was what we were working on and had planned to have a good draft done by this August. For those of you who are not in the academic world, or at least the world of survey research methodology, these are the references that appear in many articles and books and, that, along with his other works done alone or with others, will be a lasting memorial to Seymour. Fifty, a hundred years from now, his name and writings will be found in libraries throughout the world. It is a kind of immortality that we should all be proud of.

Not that this thought would have occurred to Seymour nor have been a motivation for the enormous amount of creative work he did. He never gave much thought to what he had done but rather concentrated on what he was going to do. There was always so much to do, so much research to be done, new things to be discovered. That this energy and creativity should be cut off in such a sudden and untimely way is a great tragedy. As one of the many tributes that have been flying around the world these last few days along the AAPORNET put it: "He was a giant in our field."

Seymour and I worked together for so long I cannot remember when I did not know him. In a letter to me just before his ill-fated trip to Washington, he

remembered it as 1962 when he came to work at NORC in Chicago. Because we have been doing research and writing about survey methodology for so long, I had almost forgotten that our first collaboration in 1965 was on a completely different topic, namely, on racially integrated neighborhoods. Both of us lived in racially integrated neighborhoods in Chicago: Seymour and Blanche in Marynook, my wife Wendy and I in Hyde Park. This was a time near the beginning of the civil rights movement, and there was considerable pessimism about the possibility of there ever being stable, integrated neighborhoods. It was characteristic of Seymour that he wanted to do something to promote racial equality by doing research that would help society understand the dynamics of racial integration. It was also characteristic of him that the work that we did not only made a contribution to the understanding of the dynamics of neighborhood integration but also was methodologically innovative. The methods we devised to study neighborhoods then have been recently revived and are being used in a very large neighborhood study in Chicago.

In the course of doing this study, we found that our training and writing styles complemented each other and that we made a good research team. After we completed the neighborhood study and Seymour finished his own series of studies of survey interviewers, he suggested that we embark on a systematic review of the literature on response errors. Again, Seymour brought methodological innovation to the project and independently invented a technique that has since become known as meta-analysis. From then on we just kept going, pursuing questions that we felt needed to be answered and turning up new conundrums that cried out for more research. We became the Gilbert and Sullivan of survey methodology, or perhaps better, the Black and Decker, because we were inventing tools for others to use in improving their research.

People often asked us how we were able to collaborate for so long without a big fight. After all, even Gilbert and Sullivan broke up in spite of their success. Those of you who knew Seymour well would not have difficulty answering the question. There are few people in the world, certainly in the academic world, who are as unflappable and who have as little egotism as Seymour. He was always constructive in his criticism. He never worried about pride of authorship—he always said that he appreciated severe editing. He never worried about who thought of what first or who should get credit for this or that. We never had a moment's disagreement about who should be first author on any book or article. When it became apparent that we were going to spend our lives writing books together, we informally decided

that we would alternate being first author. It is altogether appropriate that, as a result of that rule, he is the first author on the two most famous of our books, *Response Effects in Surveys*, which was selected as one of the 50 most influential books in the first 50 years of modern scientific public opinion research, and *Asking Questions*, which is still in print after almost 20 years. He was the inspiration and driving force behind them.

Seymour was always more focused than me. He would have the idea to do a book. He would do the first draft of much of it, while I was much more dilatory and always behind time. He would gently nudge me, at most offering to try a hand at drafting a chapter I was having trouble with, if that would help; never pushing too hard, but always pushing, always responding critically but constructively to my efforts. It will be difficult for me to finish our last manuscript without his help. I had been putting off completing my chapters and, under his nudging, had agreed to get it to him for his editing by the summer. It will now be a labor of love and respect to complete it as a tribute to him. I hope I am up to it.

Our relationship over the years grew from good colleagues to good friends to something more akin to brothers. When Seymour moved to the University of Illinois just as we were starting to plan an extensive research program, I despaired of our being able to bring it off. He discovered that the National Science Foundation had a mechanism for funding joint research which was being carried out in two different universities. We applied and were funded for a 5-year program of methodological research. Now that I am at NSF and see how things are done, I am amazed that we were able to pull it off. I am also proud that it is an organization that would make such a collaboration possible without hassles. It is a testimony to our friendship, and to his special qualities, that we could always pick up where we left off, even when we were separated far enough that we could seldom get together face-to-face. Although we both did things independently and worked on topics separately that had only minimal interest to the other, we were able to maintain our common interests and work as if we were continually interacting and were colleagues in the same institution.

The annual AAPOR meetings were the one time we always got together. We were in the habit of sharing a room, which gave us time to get caught up with each other's activities, find out what we were reading, what ideas should be pursued, and compare notes on interesting new developments in the field. We took long walks together before breakfast, for we both were early risers and habitual walkers. Several months ago we had made our plans for this year's meeting, which takes

place in a few weeks. It was to be our chance to go over where we were on the book revisions and to get caught up on our other activities. It is an unbearable thought that it will now not happen.

Ecclesiastes tells us: "To every thing there is a season, and a time to every purpose under the heaven." It is hard to understand this season or this time. Just a week ago, none of us could have imagined that we would be here today. The improbability of it would have appealed to the statistician in Seymour. As a statistician I know that we often underestimate the probability of bad events, but it is still a terrible shock. As a psychologist, I can understand the consistency in his personality that made him ignore the warning signs that something serious had happened in his accident. As a psychologist, I can also appreciate that deep down in those of us who loved him, there is a core of anger for being that consistent because it had such terrible consequences for us all. (*An aside for readers: Seymour took a bad fall while walking on campus two weeks before his stroke. Unbeknownst to him, that fall injured his neck in a way that could have caused the subsequent stroke.*) As a friend and spiritual brother, I can only feel the grief we all share today. It is truly a time to mourn.

I would like to close with part of a classic Chinese poem (by Meng-Kao-Jen) entitled *The Last Farewell* used by Gustav Mahler in his *Song of the Earth*:

The brook sings, full of melody, through the darkness,
The flowers grow pale in the twilight.
The earth is breathing, full of rest and sleep;
All desire now turns to dreaming.
Weary mortals wend homewards
So that, in sleep, forgotten joy
And youth they may learn anew.
The birds huddle silent on the branches,
The world is falling asleep!

It blows cool in the shadows of my fir-trees.
I stand here and wait for my friend.
I wait for him, to take the last farewell.
I long, O my friend, to be by your side.
To enjoy the beauty of this evening.
Where are you lingering? You leave me long alone!

In Memory of Seymour Sudman

Diane O'Rourke

On May 2, the survey research world lost not only part of its intellect but also part of its heart. Seymour Sudman, one of the world's greatest survey methodologists, died that day, two and a half weeks after suffering a stroke on the streets of Washington, DC and four weeks after a bad fall on the University of Illinois campus that may have caused the stroke.

While the loss is great to the field of survey research, it is enormous to the staff of the Survey Research Laboratory and still unimaginable to me personally. When I first met Seymour 30 years ago, I was an undergraduate student working hourly as a coder at SRL. He had recently come to the University of Illinois as an associate professor from the University of Chicago National Opinion Research Center. Of course, our paths did not cross often then. A few years later, when I was a full-time staff member at SRL and managing projects, I would go to him for advice on sampling and questionnaire design. His door was always open, he always had a solution to the problem, and his solution was practicable and did not cost more than a study's budget could afford. As a graduate student, I took a one-semester course in survey sampling that Seymour taught occasionally—how lucky I was to be one of the fortunate few to learn the practical as well as the statistical aspects of that important topic.

Over the last 10 years, I was fortunate to work often with Seymour as a co-investigator on grant proposals and the subsequent projects. Unlike some famous, brilliant people who are arrogant and selfish, Seymour was just the opposite. He loved working with a team, including junior colleagues, for the chance it gave to brainstorm and learn from others. In fact, I often marveled that he stopped by my office to "run something by" me almost as often as I went to his. Not many people had the luxury of having someone like Seymour Sudman 20 feet away for all those years.

Seymour was easily the most productive person I have ever known. In fact, when the team started a proposal or manuscript, he would typically offer to write the first draft, and he would do so in record time. (Norman Bradburn wasn't the only person to gain from this admirable trait!) His 17-page, single-spaced curriculum vitae attests to that. A much-abbreviated list of his publications appears on pages 5–7.

Given his incredible productivity, one would think Seymour had little time for a life away from the office, but nothing could have been further from the truth. He worked hard from 8 to 5 and then went home and played hard. Seymour was always involved with his family; spent a great deal of time with music, books, and his synagogue; and loved to travel. This June he and Blanche were to take yet another Elderhostel vacation—this time to Spain to learn about Jews during the Moorish period.

Seymour left us much too young, but the impact of his work will live on.

Thus, we dedicate this issue of *Survey Research* to the incomparable Seymour Sudman—my mentor, my colleague, my friend.

Seymour Sudman was the author or editor of 19 books and over 200 articles and papers. Below is a list of his major works.

COGNITION

- Applying cognitive survey methods to item and unit nonresponse reduction in establishment surveys (D. Willimack, E. Nichols, S. Sudman, & T. Mesenbourg). In R. Groves et al. (Eds.), *Reducing unit and item nonresponse*. New York: John Wiley & Sons, in press.
- Aging, cognition, and self-reports* (N. Schwarz, D. Park, B. Knauper, & S. Sudman [Eds.]). Washington, DC: Psychology Press, 1998.
- Cognitive testing of cognitive functioning questions (D. O'Rourke, S. Sudman, T. Johnson, & J. Burris). Pp. 285–301 in N. Schwarz, D. Park, B. Knauper, & S. Sudman (Eds.), *Aging, cognition, and self-reports*. Washington, DC: Psychology Press, 1998.
- Social cognition and responses to survey questions among culturally diverse populations (T. P. Johnson, D. O'Rourke, N. Chavez, S. Sudman, R. Warnecke, L. Lacey, & J. Horm). Pp. 87–113 in L. Lyberg, P. Biemer, M. Collins, L. Decker, E. de Leeuw, N. Schwarz, & D. Trewin (Eds.), *Survey measurement and process quality*. New York: Wiley, 1997.
- Cognitive aspects of recalling and reporting health-related events: Papanicolaou smears, clinical breast examinations, and mammograms (R. B. Warnecke, S. Sudman, T. P. Johnson, D. O'Rourke, A. M. Davis, & J. B. Jobe). *American Journal of Epidemiology*, 146, (1997), 982–92.
- Understanding the cognitive processes used by women reporting cancer prevention examinations and tests (S. Sudman, R. Warnecke, T. Johnson, D.

- O'Rourke, A. M. Davis, & J. B. Jobe). *Journal of Official Statistics*, 13, (1997), 305–15.
- Improving question wording in surveys of culturally diverse populations (R. B. Warnecke, T. P. Johnson, N. Chavez, S. Sudman, D. P. O'Rourke, L. Lacey, & J. Horm). *Annals of Epidemiology*, 7 (1997), 334–42.
- Answering questions: Methodology for determining cognitive and communicative processes in survey research* (N. Schwarz & S. Sudman [Eds.]). San Francisco, CA: Jossey-Bass, 1996.
- Thinking about answers: The application of cognitive processes to survey methodology* (S. Sudman, N. M. Bradburn, & N. Schwarz). San Francisco, CA: Jossey-Bass, 1996.
- Autobiographical memory and the validity of retrospective reports* (N. Schwarz & S. Sudman [Eds.]). New York: Springer-Verlag, 1994.
- Cognitive and communicative aspects of survey measurement (N. Schwarz, H. Bless, H.-J. Hippler, F. Strack, & S. Sudman). Pp. 40–56 in I. Borg & P. Ph. Mohler (Eds.), *Trends and perspectives in empirical social research*. New York: Walter de Gruyter, 1994.
- Cognitive aspects of reporting cancer prevention examinations and tests (S. Sudman, R. Warnecke, T. Johnson, D. O'Rourke, & A. M. Davis). National Center for Health Statistics (DHHS Publication No. PHS 94-1082). *Vital and Health Statistics*, Series 6, No. 7, 1994.
- Context effects in social and psychological research* (N. Schwarz & S. Sudman [Eds.]). New York: Springer-Verlag, 1991.
- Social information processing and survey methodology* (H.-J. Hippler, N. Schwarz, & S. Sudman [Eds.]). New York: Springer-Verlag, 1987.

MEASUREMENT ERROR / NONRESPONSE / QUESTIONNAIRE DESIGN

- Understanding unit and item nonresponse in business surveys (D. K. Willimack, E. Nichols, & S. Sudman). In R. M. Groves, D. Dillman, J. Eltinge, & R. Little (Eds.), *Survey nonresponse*. New York: John Wiley and Sons, in press.
- Exploratory research at the U.S. Census Bureau on the survey response process in large companies (S. Sudman, D. K. Willimack, E. Nichols, & T. L. Mesenbourg). In *Proceedings of the Second International Conference on Establishment Surveys*, American Statistical Association, forthcoming.
- Understanding the questionnaire in business surveys (D. Willimack, E. Nichols, & S. Sudman). *Proceedings, Survey Research Methods Section, American Statistical Association*, 1999, in press.

Survey Research Soliciting Lead Articles for Upcoming Issues

The *Survey Research* newsletter is extending an invitation to those in the survey research field to submit original work on topics of interest to the survey research community—such as methods for reducing nonresponse, experience with Web surveys, and strategies for recruiting and maintaining interviewers—for inclusion in an upcoming issue. Submissions should be between 750 and 1,500 words and can be sent to krish@srl.uic.edu.

- Validity of drug use reporting in a high-risk community sample (M. Fendrich, T. Johnson, S. Sudman, J. Wislar, & V. Spiehler). *American Journal of Epidemiology*, 149 (1999), 955–62.
- The feasibility of hair testing in a household survey on drug abuse. In T. Mieczkowski (Ed.), *Drug testing technology: Assessment of field applications*. Boca Raton, FL: CRC Press, 1999.
- The survey reinterview: Respondent perceptions and response strategies (J. Blair & S. Sudman). *Journal of Official Statistics*, 12 (1996), 421–26.
- How well do you know your partner? Strategies for formulating proxy reports and their effects on convergence to self-reports (G. Menon, B. Bickart, S. Sudman, & J. Blair). *Journal of Marketing Research*, 32 (1995), 75–84.
- A comparison of self- and proxy-reporting (S. Sudman, B. Bickart, J. Blair, & G. Menon). Pp. 251–66 in N. Schwarz & S. Sudman (Eds.), *Autobiographical memory and the validity of retrospective reports*. New York: Springer-Verlag, 1994.
- Measurement errors in surveys* (P. Biemer, R. M. Groves, L. Lyberg, N. A. Mathiowetz, & S. Sudman, [Eds.]). New York: Wiley, 1991.
- Question threat and response bias (N. M. Bradburn, S. Sudman, E. Blair, & C. Stocking). Pp. 371–84 in E. Singer & S. Presser (Eds.), *Survey research methods: A reader*. Chicago: University of Chicago Press, 1989. (Reprinted from *Public Opinion Quarterly*, 42 [1978], 221–24.)
- The use of bounded recall procedures in single interviews (S. Sudman, A. Finn, & L. Lannom). *Public Opinion Quarterly*, 48 (1984), 520–24.
- Asking questions: A practical guide to questionnaire design* (S. Sudman & N. M. Bradburn). San Francisco, CA: Jossey-Bass, 1982.
- Improving interview method and questionnaire design: Response effects to threatening questions in survey research* (N. M. Bradburn, S. Sudman, & Associates). San Francisco, CA: Jossey-Bass, 1979.
- How to ask questions about drinking and sex: Response effects in measuring consumer behavior (E. Blair, S. Sudman, N. M. Bradburn, & C. Stocking). Pp. 225–35 in R. Ferber (Ed.), *Readings in survey research*. Chicago: American Marketing Association, 1978. (Reprinted from *Journal of Marketing Research*, 14 [1977], 316–21.)
- Estimates of threatening behavior based on reports of friends (S. Sudman, E. Blair, N. Bradburn, & C. Stocking). *Public Opinion Quarterly*, 41 (1977), 261–64.
- Modest expectations: The effects of interviewers' prior expectations on responses (S. Sudman, N. M. Bradburn, E. Blair, & C. Stocking). *Sociological Methods and Research*, 6 (1977), 171–82.
- An investigation of interview method, threat and response distortion (W. Locander, S. Sudman, & N. Bradburn). *Journal of the American Statistical Association*, 71 (1976), 269–75.
- A methodological assessment of the use of key informants (M. J. Houston & S. Sudman). *Social Science Research*, 4 (1975), 151–64.
- A comparison of alternative procedures for collecting consumer expenditure data for frequently purchased products (S. Sudman & R. Ferber). *Journal of Marketing Research*, 11 (1974), 128–35.
- Response effects in surveys: A review and synthesis* (S. Sudman & N. M. Bradburn). Chicago: Aldine, 1974.
- Effects of time and memory factors on response in surveys (S. Sudman & N. M. Bradburn). *Journal of the American Statistical Association*, 68 (1973), 805–15.

Experiments in obtaining consumer expenditures by diary methods (S. Sudman & R. Ferber). *Journal of the American Statistical Association*, 66 (1971), 725–35.

New uses of telephone methods in survey research. *Journal of Marketing Research*, 3 (1966), 163–67.

SAMPLING

Sampling in the twenty-first century (S. Sudman & E. Blair). *Journal of the Academy of Marketing Sciences*, 27, (1999), 269–77.

Sampling rare and elusive populations (S. Sudman, M. G. Sirken, & C. D. Cowan). *Science*, 240 (1988), 991–95.

The use of network sampling for locating the seriously ill (S. Sudman & H. Freeman). *Medical Care*, 26 (1988), 992–99.

New developments in the sampling of special populations (S. Sudman & G. Kalton). *Annual Review of Sociology*, 12 (1986), 401–29.

Efficient screening methods for the sampling of geographically clustered special populations. *Journal of Marketing Research*, 22 (1985), 20–29.

On finding and interviewing the needles in the haystack: The use of multiplicity sampling (G. S. Rothbart, M. Fine, & S. Sudman). Pp. 18–31 in E. Singer & S. Presser (Eds.), *Survey research methods: A reader*. Chicago: University of Chicago Press, 1989. (Reprinted from *Public Opinion Quarterly*, 46 [1982], 408–21.)

Optimum cluster designs within a primary unit using combined telephone screening and face-to-face interviewing. *Journal of the American Statistical Association*, 73 (1978), 300–4.

Applied sampling. New York: Academic Press, 1976. Bayesian framework for sample design. Pp. 2-247–2-261 in R. Ferber (Ed.), *Handbook of marketing research*. New York: McGraw-Hill, 1974.

On sampling of very rare human populations. *Journal of the American Statistical Association*, 67 (1972), 335–39.

MISCELLANEOUS

Marketing research: A problem-solving approach (S. Sudman & E. Blair). New York: McGraw-Hill, 1998.

Polls and surveys: Understanding what they tell us (N. Bradburn & S. Sudman). San Francisco, CA: Jossey-Bass, 1988.

The collection and analysis of economic and consumer behavior data: In memory of Robert Ferber (S. Sudman & M. A. Spaeth [Eds.]). Champaign, IL: Bureau of Economic and Business Research, University of Illinois, 1984.

Health survey research methods: Third biennial conference (Ed.), Hyattsville, MD: National Center for Health Services Research, 1981.

Health care surveys using diaries (S. Sudman & L. B. Lannom). National Center for Health Services Research Report (DHHS Publication No. PHS 80-3279). Hyattsville, MD: National Center for Health Services Research, 1980.

Consumer panels (S. Sudman & R. Ferber). Chicago: American Marketing Association, 1979.

Public policy and marketing thought (S. Sudman & A. R. Andreasen [Eds.]). Chicago: American Marketing Association, 1976.

Reducing the cost of surveys. Chicago: Aldine, 1967.



CURRENT RESEARCH

Further information on the studies described in this section should be obtained from the organizations conducting the studies at the addresses given at the beginning of each organization's listing. Neither Survey Research nor the Survey Research Laboratory can provide this information. Study summaries are accepted by the Survey Research newsletter with the understanding that additional information can be released to others.

DELAWARE

Center for Applied Demography and Survey Research University of Delaware

282 Graham Hall, Newark, DE 19716
302-831-1684, fax: 302-831-2867;
ratledge@strauss.udel.edu; <http://www.cadsr.udel.edu>

Recycling Behavior. Sponsored by the Pennsylvania Resources Council and the Delaware Dept. of Natural Resources and Environmental Control, this survey asked approximately 600 Delawareans about their participation in and attitudes toward residential recycling programs.

Y2K. Approximately 900 residents of Delaware were asked about their perceptions of the "millennium bug" and their likely reactions. The telephone study was sponsored by the Delaware Emergency Management Agency.

Children with Special Health Care Needs. Telephone interviews were conducted with 116 main caregivers of children with special health care needs (mental as well as physical) to determine their level of satisfaction with assistance received from state agencies.

Wilmington Healthy Start. To determine their level of need for the services provided by the federal Healthy Start program, 300 female residents of Wilmington, Delaware age 18 to 45 were interviewed by phone. The survey was sponsored by Christiana Care Health Systems.

Division of Revenue. This general population telephone survey of 450 residents assessed their satisfaction with the services provided by the Delaware Division of Revenue.

Travel Demand. Sponsored by the Delaware Dept. of Transportation, this telephone survey of 2,400 Delawareans age 16 and above sought information on respondents' number of trips, trip lengths, travel modes, origins, and destinations for the preceding 24 hours. The information is being used in conjunction with trip generation models. *Principal Investigator:* Edward Ratledge, *Study Coordinator:* Roberta Gibson.

Delaware Growth Survey. This telephone survey of 900 Delaware residents regarding land use, traffic, lifestyle, and priorities for government was sponsored by the Delaware Public Policy Institute. *Principal Investigator:* Edward Ratledge, *Study Coordinator:* Diane Venninger.

GEORGIA

Applied Research Center Georgia State University

P.O. Box 4039, Atlanta, GA 30302-4039
404-651-3523, fax: 404-651-3524;
gthenry@gsu.edu; <http://www.gsu.edu/~wwwsps/arc/arc/htm>

Georgia State Poll. The spring 2000 edition of the quarterly Poll included approval ratings for various federal and state political figures as well as items on behavioral changes in response to increasing gasoline prices. Government and university clients also contributed items on current problems facing the state and attitudes toward and use of professional health care providers. About 800 CATI interviews were completed with randomly selected Georgia residents. *Principal Investigator:* Gary Henry, *Survey Director:* Charlotte Steeh.

ILLINOIS

National Opinion Research Center (NORC) University of Chicago

1155 East 60th St., Chicago, IL 60637
773-256-6100, fax: 773-753-7886;
depoyphl@norcmail.uchicago.edu;
<http://www.norc.uchicago.edu>

Presbyterian Church USA. Funded by a grant from the Lilly Foundation, this study is being conducted by researchers at Presbyterian Church USA and NORC. Respondents in the General Social Survey 2000 are asked to name the congregation they attend, and nominated congregations will be used to create a database of congregations which will compose the study sample. In September, NORC will contact approximately 1,500 congregation leaders to enroll their congregations in the study. Presbyterian Church USA will administer the PAPI survey to congregants at participating congregations in April 2001. Simultaneously, the survey will be administered at congregations in several other countries. The study will examine several issues including congregant attendance. *Principal Investigators:* Deborah Bruce and Cynthia Woolever (Presbyterian Church USA), *Project Director:* Alma Kuby, *Survey Director:* Marie Halverson.

Basic Dimensions of Child and Adolescent Psychopathology.

Ben Lahey, Chief of Psychology at the Univ. of Chicago's Dept. of Psychiatry, has been awarded a grant from the National Institute of Mental Health to conduct this study with NORC. To improve understanding of the dimensions underlying the more common forms of psychopathology, birth records from Georgia will be used to select twin pairs age 6 to 17 years old, and 2,000 of these pairs will be interviewed along with their mothers using CAPI. Teacher interviews also will be administered. Data collection is scheduled to take place over 3 years from January through May each year. *Principal Investigator:* Ben Lahey, *Project Director:* Ann Cederlund.

University of Rochester CHPlus Study. This study, sponsored by the federal Agency for Healthcare Research and Quality, is evaluating the degree to which features of a mature State Children's Health Insurance Program (SCHIP), New York State's Child Health Plus (CHPlus), affect access and quality of care for low-income children. The aim is to measure (1) SCHIP enrollees' experience with access to, use of, and quality of care; (2) SCHIP selection effects across patient characteristics and plan types; (3) continuity of enrollees' insurance; and (4) community impact on hospitals, uncompensated care facilities, and CHPlus penetration in

New York City areas. After screening (n=3,500) for eligibility and sample cell requirements, parents of new enrollees (n=1,830) and adolescent enrollees (n=780) will be administered a CATI interview about one month after initial enrollment. A year later, they will be re-interviewed along with a control group of parents of new enrollees in a second cohort (n=400). Questionnaire finalization and CATI development will begin this fall, and Time 1 data collection will begin January 2001. Time 2 and Control Group data collection will begin January 2002. *Principal Investigator:* Peter Szilagyi (Univ. of Rochester), *Project Manager:* Laura Pollard (Univ. of Rochester), *Project Director:* Karen Grigorian.

Community Oriented Policing Services (COPS)

Wave 4 National Evaluation Study. This study is the 4th wave of the National Evaluation Study of the COPS Program, funded by the Dept. of Justice. NORC has conducted the 3 prior waves of the survey as a subcontractor to The Urban Institute. To date, the program has distributed upwards of \$4.6 billion to law enforcement

agencies to subsidize hiring and technology acquisition. Wave 4 will offer a better opportunity to observe the legacy of the COPS program, especially the implementation status of technology, the retention of civilians, and the retention of newly-hired officers beyond the termination of their supporting grants. It also includes the Study of Police Hiring and Retention Practices, which will examine factors influencing the size of agencies' sworn police forces, the length of officer careers, and officer hiring. CATI interviews will be completed with the Chiefs of Police of approximately 1,471 police agencies that participated in Wave 1. *Co-Principal Investigators:* Jeffrey Roth and Joseph Ryan (The Urban Institute), *Project Director:* Alma Kuby.

Study of Internet Use in Schools. Funded by the Allensbach Institute in Germany, this pilot study compared Internet use in schools in the U.S. with Internet use in German schools. NORC sampled schools across the country, and the selected respondent was the teacher in charge of the Internet. The respondent

To receive *Survey Research*, please select one of the following subscription options:

- Patron at \$600 (eligible to receive up to 60 copies per issue)
- Contributor at \$100 to \$599 (eligible for multiple copies depending upon amount of contribution)
- Organizational subscriber at \$60
- Individual subscriber at \$15 (available only for individuals and to be paid by noninstitutional check)

Make checks payable to the University of Illinois. Checks must be in U.S. dollars and drawn on a U.S. bank. **We cannot accept credit cards.** Subscriptions are available on a calendar-year basis only; back issues will be provided when necessary.

Mark here if you prefer that an invoice be sent.

Mark here if your address has changed (or return your mailing label with corrections).

Name: _____

Address: _____

Return this form to: *Survey Research* Newsletter, Survey Research Laboratory, MC-036; 909 W. Oregon, Suite 300; Urbana, IL 61801-3327.

NOTE: U.S. postal regulations require that addresses include either a P.O. box or a street number and name and that all addresses include Zip + 4 codes.


Subscription Information


was asked about general computer use, availability of computers at the school, how much the Internet is available to students, and what restrictions are placed on student Internet use. *Project Director:* Sally Murphy.

Survey of Consumer Finances. Conducted every 3 years under the sponsorship of the U.S. Federal Reserve Board (FRB), this study aims to provide detailed information on the financial condition of U.S. families such as household finances, debt, credit, assets, pensions, and labor force participation. This CAPI study uses a dual sample—a national area probability sample (AP) and a list sample of households with higher incomes. NORC expects to complete 3,000 AP interviews and 1,500 list interviews. Data collection begins in June 2001. *Principal Investigator:* Arthur Kennickell (FRB), *Project Director:* Mary Hess.

Survey Research Laboratory (SRL) University of Illinois at Chicago

412 S. Peoria Street, Sixth Floor, Chicago, IL 60607-7069;
312-996-5300; fax 312-996-3358 or
909 W. Oregon, Suite 300, Urbana, IL 61801-3327;
217-333-4273; fax 217-244-4408;
info@srl.uic.edu; <http://www.srl.uic.edu>

Neighborhood Violence Prevention Evaluation. This study's purpose was to gather information from adult residents of 4 Chicago communities on their perceptions of violence in their neighborhoods and what sorts of violence prevention initiatives are underway. From March 29 through May 14, SRL conducted 438 CATI interviews, most in English but some in Spanish. *Principal Investigator:* Gary Slutkin (School of Public Health, Univ. of Illinois at Chicago), *Project Coordinator:* Martine Sagun.

Golden Apple Scholars of Illinois Survey. The Golden Apple Scholars program assists scholars in completing an undergraduate teaching curriculum, provides financial assistance for college, and augments their teacher training with Summer Institutes. The objective of this study was to measure the program's effectiveness as compared to traditional teacher preparation programs. CATI interviews with 84 Golden Apple Scholars actively teaching in Illinois and with 79 controls were conducted. *Principal Investigator:* Lascelles Anderson (Center for Urban Educational Research and Development, Univ. of Illinois at Chicago), *Project Coordinator:* Amy DeGrush.

Section 8 Survey. As part of a study The Urban Institute is conducting with funding from the MacArthur

Foundation, SRL is conducting in-person interviews with 2 groups of Section 8 recipients: (1) Chicago Housing Authority residents whose buildings are being closed and who have been given Section 8 vouchers to relocate; and (2) CHAC participants. CHAC participants are Chicago-area residents who have been in the Section 8 program for at least a year, wish to move, and are getting assistance from CHAC (the Chicago Section 8 Housing Assistance Counseling agency) in relocating. SRL has completed approximately 400 baseline face-to-face interviews and will be conducting 6-month and 12-month follow-ups with these same respondents at the end of 2000. *Principal Investigator:* Susan Popkin (The Urban Institute), *Project Coordinator:* Isabel Calhoun Farrar.

eld!n Curriculum Evaluation. *eld!n* is a public/private partnership that brings together education, media, and communications professionals to develop interactive multimedia classroom units by applying television and computer technology to Standards-based curricula. These units are directed at students in grades 5 through 8 and are currently being used in Illinois schools. The purpose of this mail survey was to assess the opinions of administrators and educators representing over 40 different Illinois schools on the *eld!n* curriculum. *Principal Investigator:* Joseph Spagnola (*eld!n*), *Project Coordinator:* Amy DeGrush.

Spring 1999 Follow-Up of Human Resource Practices. This follow-up to a previous SRL study is surveying human resource personnel at Fortune 1000 companies to gather information on the companies' human resource practices. PAPI telephone interviews began in May and will be completed at the end of August. *Principal Investigator:* Sherman Rosen (Deloitte & Touche, LLP), *Project Coordinator:* Ingrid Graf.

Univ. of Illinois at Chicago (UIC) Student Health Survey. In April and May, SRL conducted 608 phone interviews with UIC students in order to validate students' self-reports of the number of visits to a capitated managed care practice at UIC. *Principal Investigator:* Linda Garcia-Shelton (Dept. of Family Medicine, UIC), *Project Coordinator:* Martine Sagun.

Domestic Violence Outcomes Evaluation. This study, an evaluation of the Domestic Violence and Mental Health Policy Initiative, is gathering information from 31 mental health administrators and 750 mental health practitioners via a mail questionnaire. *Principal Investigator:* Carole Warshaw (Domestic Violence and Mental Health Policy Initiative), *Project Coordinator:* Holly Hart.

Evaluating Agency Assessment of Abuse and Neglect. To determine if there is a link between alcohol and substance abuse and the level of risk in child abuse/neglect investigations, SRL abstracted 300 case records of such investigations during June 2000. *Principal Investigator:* Susan Wells (Children and Family Research Center, School of Social Work, University of Illinois at Urbana-Champaign), *Project Coordinator:* Ingrid Graf.

INDIANA

Center for Survey Research (CSR) Indiana University

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

National Survey of Student Engagement. During the spring and fall 1999 semesters, CSR conducted a pilot survey of 50,000 undergraduates at approximately 70 universities and colleges nationally to measure students' involvement in academic and co-curricular activities. The first full-scale survey with almost 200,000 students from 275 institutions began in February 2000. Both mail and Web versions of the survey were administered. The study is sponsored by Pew Charitable Trusts and the Carnegie Foundation for the Advancement of Teaching. *Principal Investigator:* George Kuh (School of Education, Indiana Univ.), *Project Directors:* John Kennedy and John Hayak, *Project Managers:* Jennifer Inghram and Karen Segar.

POLIS Clergy Survey. This telephone survey of 250 Marion County clergy for the POLIS Center at Indiana Univ. Purdue Univ. Indianapolis began in February 2000. Sponsored by the Lilly Endowment, the survey covers the religious and community involvement of congregations and their pastors. *Principal Investigator:* William Mirola (Marian College), *Project Director:* John Kennedy, *Project Manager:* April Henry.

Indiana Health Insurance Coverage Survey. The purpose of this survey of Indiana residents under age 65 is to assess health insurance coverage. Using a stratified RDD sample, 10,000 interviews will be conducted. CSR is collaborating with the Univ. of Florida's Survey Program of the Bureau of Economics and Business Research to conduct the interviews. The study's sponsor is the Indiana Family and Social Services Administration, and Health Management Associates, Inc. (HMA) of Lansing, MI is the contractor. *Principal Investigator:* Rebecca Martling (HMA), *Project Director:* John Kennedy, *Project Managers:* April Henry and Kevin Tharp.

Work Assistance Survey. This is the first year of a 3-year telephone survey of 800 directors of private, public, for-profit, and not-for-profit Indiana workforce development agencies. The purpose is to determine the strategies the organizations use to reduce barriers to employment, particularly to low-income clients. Interviewing for Phase 1 was conducted in May and June. The Joyce Foundation is sponsoring the study. *Project Director:* John Kennedy, *Project Manager:* Stacy Scherr.

MASSACHUSETTS

Center for Survey Research University of Massachusetts Boston

100 Morrissey Blvd., Boston, MA 02125-3300
617-287-7200, fax: 617-287-7210;
csr@umb.edu

Individuals at Risk for Alzheimer's Disease. Sponsored by the Dept. of Medical Bioethics at the National Institutes of Health (NIH), this study focuses on the recruitment of subjects for Alzheimer's research with the goal of collecting 500 30-minute telephone interviews to capture respondents' experiences with Alzheimer's. Questions address their feelings concerning advanced research directives, the management and storage of genetic research materials, and the ethical dilemmas involved. *Study Directors:* David Wendler (NIH) and Brian Clarridge.

Motivations of Research Subjects for Participation in Early Stage Research. This study, devoted to the ethical issues surrounding the research participation of individuals who either already have or are predisposed to having a life-threatening illness, involves conducting interviews with 200 volunteers for HIV clinical trials at the NIH. Data will be collected during the course of 2 telephone interviews, the first as early in the trial as possible and the second after the clinical trial is over, to assess how close the actual experience was to the expected experience. The study is being sponsored by NIH's Dept. of Medical Bioethics. *Principal Investigator:* Christine Grady (NIH), *Study Director:* Brian Clarridge.

Physicians' Resolution of Ethical Problems. Four hundred fifty physicians in one of three subspecialties (internal medicine, oncology, and emergency medicine) will be asked to identify their most frequent practice-related ethical challenge, the methods and resources available to them for resolving ethical dilemmas, and their assessments and ratings of ethics consultation services. Additional interviews will be sought from 175 NIH physicians and 200 NIH nurses. *Principal*

Investigators: Gordon DuVal and Marion Danis (NIH),
Study Director: Brian Clarridge.

Work Injuries and Illnesses in Older Workers. This study seeks to compare the causes and consequences of work-related injuries of older and younger workers. Baseline and 10-month follow-up mail surveys will be collected from 2,000 workers sampled from New Hampshire Dept. of Labor records. The 3-year project is funded by a grant from the National Institute of Occupational Safety and Health. *Principal Investigator:* Glenn Pransky (Univ. of Massachusetts Medical Center), *Study Directors:* Douglas Currivan and Floyd Fowler, Jr.

Approaches to Managing Patients with Chronic Cardiovascular Conditions. This project focuses on understanding the approaches used to provide care for patients with congestive heart failure or coronary artery disease. About 350 medical directors identified by 4 health plans across the U.S. will complete telephone interviews and then receive mailed follow-ups based on their phone responses. The federal Agency for Healthcare Research and Quality and the Commonwealth Fund are sponsoring the project. *Principal Investigators:* Barbara McNeil and Bruce Landon (Harvard Medical School), *Study Director:* Douglas Currivan.

Boston Area Study. This community survey focuses on resident experiences and perceptions of neighborhoods, housing, family, education, employment, recreation, and health. About 1,200 RDD telephone interviews will be conducted in the Boston metropolitan area. The study is organized in conjunction with a graduate course in survey research methods at UMass Boston. The survey is supported by The Boston Foundation, several public agencies, and other community organizations. *Study Director and Course Coordinator:* Douglas Currivan.

Employer Policies Toward Older Workers. To understand how organizational, job, and employee characteristics are related to employer policies on the hiring, re-hiring, and retirement of older workers, this establishment survey will involve 1,000 telephone interviews with human resources managers from a stratified random sample of establishments listed in the Dun and Bradstreet database. The study is being funded by the Sloan Foundation. *Principal Investigator:* Robert Hutchens (Cornell Univ.), *Study Director:* Douglas Currivan.

MICHIGAN

Survey Research Center Institute for Social Research (ISR) University of Michigan

P.O. Box 1248, Ann Arbor, MI 48106-1248
313-763-5039, fax: 313-764-5193;
bpennell@isr.umich.edu; <http://www.isr.umich.edu>

National Survey of Family Growth (NSFG), Cycle 6. ISR was recently awarded the National Survey of Family Growth, Cycle 6 by the National Center for Health Statistics. The NSFG concentrates on behaviors and attitudes affecting pregnancy and birth rates, including childbearing, contraceptive use, infertility, sexual activity, use of family planning services, marriage, cohabitation, divorce, and adoption. Traditionally, the NSFG interviewed only women, but Cycle 6 will introduce a male sample, replacing several ad hoc, federally-funded surveys. The main data collection will yield 19,000 CAPI/ACASI interviews. *Project Director:* Robert Groves, *Deputy Project Director:* William Axinn, *Director of Operations:* Krishna Winfrey.

African American Health. The objective of the project is to identify interventions for improving the active life expectancy of older African Americans, especially those in urban areas. Study participants will come from an area probability sample of two catchment areas in the St. Louis metropolitan area. The project will begin with CAPI interview lasting approximately 75 minutes and a 45-minute evaluation of the respondents' strength and balance, to be administered in respondents' homes. In addition to the core interview, 25% of the respondents will be enrolled in a face-to-face reliability interview. These same respondents will be invited to participate in additional clinic follow-ups and asked if ISR can interview their physicians or primary health care providers. Ten percent will be invited for a telephone reliability interview. All respondents will also be provided with calendars to aid them in tracking and recalling important health events and conditions as they occur throughout the year, and all will be asked to undergo a venipuncture to collect a blood sample. Data collection will take place August 2000 through February 2001. *Study Director:* Nancy Gebler.

MINNESOTA

Minnesota Center for Survey Research University of Minnesota

2331 University Avenue S.E., Suite 141, Minneapolis, MN
55414-3067
612-627-4282, fax: 612-627-4288;
<http://www.umn.edu>

1999 Twin Cities Area Survey. This was the 17th annual omnibus survey of adults residing in the 7-county Minneapolis/St. Paul area. A total of 802 RDD CATI surveys were completed between October 1999 and February 2000. The survey was sponsored by government agencies and the Univ. of Minnesota and addressed quality of life, transportation, acceptable behavior, housing, charitable organizations, environment, parks, and technology. *Study Director:* Rossana Armson.

1999 Metronet Surveys. The main goal of this mail survey, which was funded by the Univ. of Minnesota Depts. of Psychology and Political Science, was to gather information from households regarding the communities in which they live and recent efforts to introduce advanced technology such as Internet linkages and additional public computer access. A total of 1,610 questionnaires were returned by residents in Grand Rapids, the rest of Itasca County outside Grand Rapids, Detroit Lakes, and the rest of Becker County outside Detroit Lakes. *Study Director:* Rossana Armson.

1999 Lutheran Community Foundation (LCF) Donor Survey. Completed in February 2000, the purpose of this LCF-funded mail survey was to gather information from LCF donors regarding where they would like the Foundation's unrestricted funds to be allocated, to identify current needs within the Lutheran community, and to learn about the charitable interests of donors. Questionnaires were returned by 486 donors. *Study Director:* Rossana Armson.

NORTH CAROLINA

Howard W. Odum Institute for Research in Social Science

University of North Carolina

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

Spring 2000 Carolina Poll. Co-sponsored by the Odum Institute and the School of Journalism and Mass Communication at the Univ. of North Carolina at Chapel

Hill, this poll was conducted between March 25 and April 2, 2000, with a random sample of 656 adult North Carolinians. Respondents were asked about their opinions on taxes, campaign finance, upcoming elections, education, and their neighbors. The frequency and crosstab results, as well as SAS and SPSS data files, are available from the Odum Institute Webpage. *Survey Directors:* Beverly Wiggins and Xinshu Zhou.

Spring 2000 Southern Focus Poll. This poll was conducted between January 29 and March 30, 2000, with RDD samples of 1,012 Southerners and 465 non-Southerners. Respondents were asked about their exercise and eating habits, attitudes about obesity, family activities, and division of household chores. The frequency and crosstab results, as well as SAS and SPSS data files, are available from the Odum Institute Webpage. The poll was co-sponsored by the Odum Institute and the Center for the Study of the American South at the Univ. of North Carolina at Chapel Hill and the *Atlanta Journal-Constitution* newspaper. *Survey Director:* Beverly Wiggins.

Statistics, Health and Social Policy Unit Research Triangle Institute (RTI)

3040 Cornwallis Road, P.O. Box 12194, Research Triangle
Park, NC 27709
919-541-7008, fax: 919-541-7004;
rak@rti.org; <http://www.rti.org>

National Sample Survey of Registered Nurses 2000 (NSSRN2000). NSSRN2000 is the seventh cycle of an ongoing study that provides detailed data about the national nursing labor market. Funding for this project is provided by the Health Resources and Services Administration, Div. of Nursing. Data collection for the NSSRN2000 began in March and includes an initial mailing of the questionnaire to 50,000 registered nurses, with two additional mailings and CATI follow-ups to nonresponders. As an experiment, a thank you/reminder postcard was sent to a 10% random sample. Data collection is scheduled to end in September. *Project Director:* Craig Hill.

Support Services for Viral Epidemiology. This project includes over 20 international epidemiologic studies of virology and cancer, ranging in size from 10 to 3,000 subjects and representing all design categories and data collection methodologies. Most are clinic-based, and all include collection of biospecimens for determinations of qualitative and quantitative viral exposures, other immunologic responses, disease staging, and genetic susceptibility markers. This is the 4th in a series of similar contracts that RTI has been awarded to

conduct for the National Cancer Institute. *Principal Investigator:* Barbara Kroner, *Associate Project Director:* Scott Royal.

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>

The Greater Cincinnati Survey. The Greater Cincinnati Survey is a semi-annual omnibus survey of Cincinnati-area adults on public knowledge, attitudes, and behavior and is funded by multiple external agencies and organizations. The Fall 1999 survey was conducted in November and December with 1,601 adults living in the Greater Cincinnati region and asked residents about several topics, including transportation issues, crime and safety issues, human service and community issues, and their use of the Internet to obtain health care information. The Spring 2000 survey was conducted in two waves. In the first wave, conducted in April and May, 1,051 adults living in the Hamilton County, Ohio, area were interviewed. This survey asked residents about water quality and service, transportation issues, and senior services. In the second wave, conducted in May and June, 1,500 residents of the 8-county Greater Cincinnati region were asked questions on transportation, parks, influenza, traffic conditions, rehabilitation services, and services for the visually impaired. All surveys used RDD CATI interviews. *Principal Investigators:* Terri Byczkowski, Kim Downing, Eric Rademacher, Thomas Shaw, and Al Tuchfarber.

Clermont County Land Use Survey. RDD CATI interviews were conducted in March 2000 with 1,103 households in Clermont County, Ohio, on land use planning and growth. *Principal Investigator:* Kim Downing.

Fernside Helping Professionals Survey. A mail survey was conducted in March and April 2000 for Fernside: A Center For Grieving Children. Surveys were sent to professionals in the Greater Cincinnati area who work as helping professionals with children's issues; 323 responded. *Principal Investigator:* Kim Downing.

Fourth Quarter 1999 Greater Cincinnati Chamber of Commerce Survey of Members. This is a quarterly survey designed to track the

needs of members of the Greater Cincinnati Chamber of Commerce. CATI interviews were conducted with 353 randomly selected member companies in December 1999. *Principal Investigator:* Terri Byczkowski.

2000 Lakota Local School District (LLSD) Survey.

The survey was designed to inform LLSD (Union and Liberty Townships, Ohio) about community perceptions of education quality and service, awareness of educational programs, and ways in which LLSD might better serve its community. CATI interviews were conducted in January with a list sample of 433 residents of the District. *Principal Investigators:* Eric Rademacher and Kim Downing.

Ohio Developmental Disabilities Council (ODDC) Survey. In April 2000, a mail survey was sent to ODDC stakeholder groups, including state and county government officials and agencies, disabilities advocates, and individuals and family members of people with developmental disabilities. Approximately 340 surveys were included in the analysis. *Principal Investigator:* Kim Downing.

Use of the Internet to Procure Capital Equipment. This survey was conducted for Gardner Publications to explore the use of the Internet in the procurement process of capital equipment. CATI interviews were conducted with 525 subscribers in October 1999. *Principal Investigator:* Terri Byczkowski.

OKLAHOMA

Bureau for Social Research Oklahoma State University

306B Human Environmental Services, Stillwater, OK
74078-6117
405-744-6701, fax: 405-744-3342;
chrisaj@okstate.edu

Survey of Outdoor Recreation in Oklahoma. During November and December of 1999, 2,000 households in Oklahoma were interviewed by phone regarding how often their household members engage in a variety of outdoor recreational activities such as fishing, hunting, biking, walking trails, etc. Persons were also asked which state parks they had visited in the past year. Results from the study will be used by the Oklahoma Dept. of Wildlife Conservation and the Oklahoma Dept. of

Tourism and Recreation to evaluate programs and services. *Principal Investigator:* Christine Johnson.

Electricity Usage Among Oil and Gas Operators in Oklahoma. The Oklahoma Commission on Marginally Producing Oil and Gas Wells expressed a need to better understand electricity usage costs among the state's oil and gas operators. The study aimed to evaluate (1) operators' electricity consumption and costs, (2) programs available to assist operators with electricity expenses, and (3) activities that operators perform to minimize electricity usage. Results will be used to develop educational programs on methods to decrease electricity consumption and costs. Data were collected from January through March. *Principal Investigator:* Christine Johnson.

Evaluation of the Temporary Assistance for Needy Families (TANF) Program in Oklahoma. To evaluate Oklahoma's TANF Program, 900 adult TANF clients were interviewed by telephone. As a comparison, 600 interviews were conducted with general population families in Oklahoma. Adult family members were asked about their overall health, well being, and economic security, as well as their children's well being and overall family well being. Findings will be used to improve health, education, housing, mental health, and childcare services in Oklahoma. Sponsored by the Oklahoma Dept. of Human Services, the study was conducted from February through May. *Principal Investigator:* Christine Johnson.

Improving Services to Families with Developmentally Disabled Children: Evaluating the SoonerStart Program. The SoonerStart Program provides early intervention services to children age birth to 3 years with developmental disabilities and to their families. The program helps families develop skills needed to deal effectively with their children's disability, skills to promote better family functioning, knowledge about their children's disability, and access to a system of support. To obtain the "family's point of view" of the services provided by the program, telephone interviews were conducted with 150 current and former SoonerStart families in June and July. This study was sponsored by the Oklahoma Commission on Children and Youth. *Principal Investigator:* Christine Johnson.

SOUTH CAROLINA

Survey Research Laboratory University of South Carolina

1502 Carolina Plaza, Columbia, SC 29208
803-777-8157, fax: 803-777-4575;
oldendick@iopa.sc.edu; <http://www.iopa.sc.edu/srl>

The South Carolina Municipal Benchmarking Project. The results from this study are providing municipalities in the state with a means to compare performance measure data on key city services and to improve service delivery and efficiency through benchmarking with similar providers. In each of the 18 participating cities, 200 RDD interviews were completed. *Study Director:* Robert Oldendick.

Family Planning Study. Approximately 1,000 RDD interviews will be completed this summer for the South Carolina Dept. of Human and Environmental Controls with women age 15 to 44 concerning family planning and birth control use and needs. *Principal Investigator:* Katherine Lind.

Skills That Work Survey. This study, commissioned by the South Carolina Chamber of Commerce, surveyed 423 business persons in the state concerning workforce readiness and education. *Study Director:* Robert Oldendick.

TEXAS

Center for Community Research and Development (CCRD) Baylor University

P.O. Box 97131, Waco, TX 76798
254-710-3811, fax: 254-710-3809;
larry_lyon@baylor.edu; <http://www.baylor.edu/~CCRD>

Waco Independent School District (WISD) Survey—Spring 2000. Made possible by funding from the WISD, this poll is part of the CCRD's continuing series of multi-client telephone surveys. CATI interviews were conducted with 584 adults residing in the school district about their attitudes and knowledge of WISD and local education issues. *Coordinators:* Larry Lyon, Tillman Rodabough, Jon Wivagg, and Leslie Wilch McCallister.

WASHINGTON

Social and Economic Sciences Research Center Washington State University

Wilson Hall, Room 133, Pullman, WA 99164-4014
509-335-1511, fax: 509-335-0116;
tarnai@wsu.edu

**Evaluation of Cultural Diversity Education Program-
ming.** This mail survey of court system personnel who participated in cultural diversity education programs from May 1994 to January 2000 was sponsored by the Washington State Minority and Justice Commission. The purpose was to ask respondents their opinions about training received and to obtain information to help plan future programs. Of the 525 eligible participants mailed questionnaires, 313 were returned. *Principal Investigator:* Dretha Phillips, *Study Director:* Lisa Carley-Baxter.

Washington State Liquor and Wine Store Customer Satisfaction Survey. This RDD CATI survey was sponsored by the Washington State Liquor Control Board. The purpose was to determine residents' use of liquor and wine stores and their opinions about service. The sample was stratified by 4 regions of the state, and the interview screened for a respondent over 21 years of age and for respondent alcohol use. Interviews were completed with 1,901 respondents. *Principal Investigator:* Danna Moore, *Study Director:* Marion Landry.

2000 Satisfaction Mail Survey of Lawyers. This mail survey of the population of lawyers who appealed cases before the Washington State Board of Industrial Insurance Appeals in the last 2 years was sponsored by the Board. The purpose was to obtain opinions about experiences with the appeals process. Of the 686 eligible lawyers, 346 completed questionnaires. *Principal Investigator:* Danna Moore.

2000 Washington State Dept. of Transportation (WSDOT) Employee Survey. Using an anonymous survey protocol, questionnaires were administered by department proctors in group settings to WSDOT employees and by mail to Washington State Ferries (WSF) employees. For the WSF portion of the survey, of the 1,813 employees participating, 51% returned questionnaires. For the rest of WSDOT, 96% of the 5,201 participating employees returned questionnaires to proctors. *Principal Investigator:* Danna Moore.

WISCONSIN

Survey Center University of Wisconsin

2412 Social Science Bldg., 1180 Observatory Dr., Madison, WI 53706
608-262-1688, fax: 608-262-8400;
sweet@ssc.wisc.edu; <http://www.wisc.edu/uwsc>

Fish Consumption Habits in the Great Lakes. This CATI survey is the second wave of RDD data collection for the Wisconsin Dept. of Health and Family Services (DHFS). Approximately 4,000 respondents in households living in the 8 states surrounding the Great Lakes will be interviewed. Sample will be entered quarterly, gathering 125 completes per state each 3 months, beginning September 2000. Funding comes from the DFHS Bureau of Environmental Health. *Principal Investigator:* Claire Falk, *Contact:* John Stevenson.

Mercury Advisory Awareness Study. This CATI survey is also for the Wisconsin Dept. of Health and Family Services (DHFS). With funding from the DHFS Bureau of Environmental Health, approximately 500 women of childbearing age (defined as those age 18 through 45) living in Wisconsin and Maine will be interviewed. *Principal Investigator:* Laurie Draheim, *Contact:* John Stevenson.

Wisconsin Forestry Survey. This project will involve partnering with the Wisconsin Dept. of Natural Resources (DNR) and a public relations firm to examine the attitudes and opinions of state residents toward current forestry practices. The study will gather data from 500 households. Funding comes from the Wisconsin DNR. *Principal Investigator:* Wendy McCown, *Project Director:* Kerryann DiLoreto.

CANADA

Institute for Social Research (ISR) York University

4700 Keele St., Toronto, Ontario M3J1P3, Canada
416-736-5061, fax: 416-736-5749;
isrnews@yorku.ca; <http://www.isr.yorku.ca>

Strengthening Canadian Democracy. ISR recently completed a study on behalf of the Institute for Research on Public Policy (IRPP) involving 1,200 CATI interviews (conducted in English or French) with randomly-selected residents in all Canadian provinces. The study focused on a number of issues that are

expected to be part of discussions concerning democracy in Canada over the next decade. Results will be compared to findings from a 1990 study conducted for the Royal Commission on Electoral Reform and Party Financing. IRPP, a non-partisan organization which promotes democracy in Canada, provided funding for the project. *Principal Investigator:* Paul Howe (IRPP), *Project Manager:* David Northrup.

Survey on Charitable Giving. This study examines the opinions of 3,875 Canadians on various aspects of charitable giving. The CATI survey is being administered in both English and French. Topics being examined include attitudes toward new fundraising approaches, regulations and accountability for charities, and whether charities should become involved in business ventures. The study is being conducted on behalf of the Canadian Centre for Philanthropy (CCP) with funding from the Muttart Foundation. *Principal Investigator:* Michael Hall (CCP), *Project Manager:* David Northrup.

Social Change and Well-Being Survey. ISR is conducting 4,000 CATI interviews (in English or French) with randomly-selected Canadians from all provinces for a study exploring the economic, social, and political factors that shape public policy and how these policies determine societal values, attitudes, and well-being among individuals and communities. Funded by the Social Sciences and Humanities Research Council of Canada, the study is being conducted on behalf of a group of researchers from a number of Canadian universities. *Principal Investigator:* Richard Johnston (Univ. of British Columbia), *Project Managers:* Richard Myles and David Northrup.

Community Attitudes Toward Adoption. Approximately 750 CATI interviews were conducted this spring and summer in English and French with randomly-selected respondents in all provinces for a study examining Canadians' attitudes toward birth parents and adoptive parents and opinions about open adoptions and birth reunions. The goal of the study was to provide policy makers with valid and reliable data upon which to make decisions and formulate policy in the area of adoption. The study was funded by the Social Sciences and Humanities Research Council of Canada. *Principal investigators:* Charlene Miall (McMaster Univ.) and Karen March (Carleton Univ.), *Project Manager:* John Pollard.

PERSONNEL NOTES

Survey Research reports on the new appointments and promotions of professional staff at academic and not-for-profit survey research organizations, as well as those of the for-profit organizations that are patrons of the newsletter.

NORC has announced the appointment of *Craig Coelen* as its new President and CEO. Coelen was Senior Vice President at the Urban Institute from 1991 and previously held positions at Abt Associates, Inc. and Northeastern Univ. He succeeds *Phil DePoy*, who led NORC since 1992. NORC also announces the following new staff additions: Survey Economist *Parvati Krishnamurty*; Research Analyst *James Hendrickson*; Visiting Fellow from the Urban Institute *Michael Wiseman*; Survey Specialists *Matthew Aranha*, *James Bender*, *Melissa Dolan*, and *Tina Hembree*; Survey Directors *Vassiliki Kakavas* and *Robert Brown*; Programmer II *Syed Ahsan*; and TQA *Dan Bartels*. Also, *Robert Bailey*, *Sharon Myers*, *Rupa Datta*, and *Kymn Kochanek* have been promoted to Senior Survey Director-1, and *Michael Reynolds* is now Survey Director-2.

Joe Eyerman has joined Research Triangle Institute's Center for Survey Research as a Survey Manager. He will be based at RTI's headquarters campus in North Carolina. He was formerly the Research Director of the Survey Research Laboratory at Florida State Univ.

At the Univ. of Michigan's Institute for Social Research, Survey Research Center, *Vivienne Outlaw* has joined Data Collection and Processing Services as Manager of the Survey Support Lab. *Kate McGonagle*, *Mary Dascola*, and *Meredith House* have joined the Survey Management team, Kate as Senior Survey Director, Mary and Meredith as Survey Managers.

Marni Basic has joined the Univ. of Illinois Survey Research Laboratory's Urbana office as a Field Coordinator.

Elizabeth Kelly and *Lisa Haggerty* have joined the Center for Community Research and Development office staff at Baylor Univ. as Research Analysts.



JOB OPPORTUNITIES

This section contains listings of employment opportunities in survey research organizations. Listings can be sent to the editors at the address in the newsletter or e-mailed to krish@srl.uic.edu. Survey Research does not charge a fee for these postings.

The Center for Survey Research, University of Massachusetts Boston, is seeking to hire a highly experienced **Manager of Telephone Data Collection Operations** for social science survey research projects. Responsibilities include overseeing recruitment, hiring, and training of interviewer staff of 75; managing all survey data collection procedures, including planning, organizing, and implementing procedures for multiple projects; reviewing and developing techniques for monitoring and enhancing interviewer performance; ensuring quality control and maintaining performance standards; and developing and implementing improvements and innovations in telephone data collection. Applicants must have extensive experience in a social science research organization, preferably an academic survey research organization, and have managed probability surveys with complex sample designs. Must have the ability to interpret and use sample and interviewer productivity reports, and in-depth knowledge and experience managing research studies using CATI software (CASES system desirable). Send resume to Director, Center for Survey Research, University of Massachusetts Boston, 100 Morrissey Blvd., Boston, MA 02125-3393. Affirmative Action/Equal Opportunity Employer.

The Center for Survey Research, University of Massachusetts Boston is seeking to hire a **Technical Administrator** who will have primary responsibility for CATI/CAPI operations for the Center. Responsible for programming CASES and other programming such as FOCUS or ACCESS as they serve data collection goals. Responsible for Novell telephone facility network and network administration, supporting a network of about 35 computers. This includes loading software, troubleshooting CATI/CAPI problems, and maintaining a fully functional CATI/CAPI operation. Includes writing programs to help those systems function more efficiently, as well as programs for individual studies. Must keep Center CATI/CAPI capabilities up-to-date and has responsibility for training all Center staff to remain current in their knowledge. Experience with CATI system required. Demonstrated knowledge of higher level programming languages and good quantitative skills required as well as demonstrated proficiency with

spreadsheet and relational database systems. Knowledge of survey sampling and standardized interviewing procedures preferred. Must demonstrate ability to communicate verbally and demonstrate good written communication skills. Minimum Bachelor's degree and 3–5 years experience in computer-related areas. Experience in a social science research organization or setting preferred as well as experience with PC operation systems and hardware. Experience in network environments, especially Novell, preferred. Must be conscientious, careful of detail, and demonstrate the ability to document procedures. Send resume to Director, Center for Survey Research, Univ. of Massachusetts Boston, 100 Morrissey Blvd., Boston, MA 02125-3393. Affirmative Action/Equal Opportunity Employer.

The Research Triangle Institute currently has openings for **Survey Managers**, **Senior Survey Directors**, and **Methodologists** in their offices located in Research Triangle Park, NC; Washington, DC; Rockville, MD; and Chicago, IL. Survey Manager candidates must have a bachelor's degree with a background in social science research methods and 3+ years of experience in survey research design and implementation. Senior Survey Director candidates must have 10+ years of experience serving as a project director, principal investigator, or in other senior management or scientific roles on research contracts. Minimum qualifications for the entry-level Methodologist positions are a Master's degree in survey methodology, sociology, psychology, statistics, or other related field; course work in survey methods; and 1+ year of post-degree experience in the design and implementation of surveys. Senior-level positions require 5+ years of post-degree experience in survey methods research. RTI offers competitive salary and excellent benefits. Interested applicants should send resume to Kirk Pate, Research Triangle Institute, P.O. Box 12194, Research Triangle Park, NC 27709, (or send e-mail to dkp@rti.org). To learn more about RTI, please visit our Web Site at <http://www.rti.org>.

The Survey Research Center at the Univ. of Michigan has openings for **Survey Manager II** and **Senior Survey Managers**. Applicants for the Survey Manager position should have a Bachelor's degree with 3–4 years experience in survey research. Responsibilities range from overseeing data collection projects from design through analysis, assisting in the development and conduct of methodological projects, and assisting with proposal preparation. Applicants for the Senior Survey Manager position should have a Master's degree with 5+ years experience in survey research using complex designs. Responsibilities range from overseeing complex data collection projects from design through analysis, coordinating with operations

PATRONS

- Abt Associates, Inc.
- American Association for Public Opinion Research
- U.S. Bureau of the Census
- Institute for Policy Research, University of Cincinnati
- Mathematica Policy Research
- National Center for Education Statistics
- National Center for Health Statistics
- National Opinion Research Center, University of Chicago
- Opinion Research Corporation
- Research Triangle Institute
- Response Analysis Corporation
- Section on Survey Research Methods, American Statistical Association
- Survey Research Center, University of Michigan
- Survey Research Laboratory, University of Illinois at Chicago
- Survey Section Statistics Library, Iowa State University
- Temple University
- Westat

personnel on developmental projects, and participating in proposal preparation. Individuals interested in these positions are encouraged to send a letter of introduction and resume to Nancy Bylica, Institute for Social Research, Survey Research Center, P.O. Box 1248, Ann Arbor, MI 48106. Informal inquiries can also be made via e-mail to pmaher@isr.umich.edu. The Univ. of Michigan is an Affirmative Action/Equal Opportunity Employer.

LIMRA International, a world-wide research and marketing organization serving the needs of its member companies, is seeking research professionals for two positions. The **Consumer Research Manager** is responsible for developing and implementing a research program to address company marketing concerns and effectively communicating research findings to a diverse audience. The manager will oversee a small staff of experienced researchers and analysts and needs to be able to play an active hands-on role in the research projects. This position requires strong prior experience in all phases of quantitative and qualitative research and experience managing large-scale research projects. The ideal candidate will have excellent written and oral communications skills and 5+ years experience directing a research area. There is opportunity for the right person to use past research experience and

creativity to influence the direction of future research. Candidates should have a graduate degree in the social sciences or equivalent experience heading up a research area. Knowledge or experience working in the financial services arena is highly desired. The **Consumer Researcher** will design and implement a wide range of consumer studies focusing on today's dynamic market for insurance, investments, and other financial products. Applicants should have strong survey research skills and a minimum of 3 years research experience, preferably in financial services, or an advanced social sciences degree. He or she should also have experience in all phases of quantitative survey research; qualitative research experience or desire to learn; experience conceptualizing, designing, and managing large-scale research projects; good writing and presentation skills; and experience using SAS, SPSS, or other statistical packages. LIMRA International is an established company that offers a pleasant working environment, competitive salaries, a performance-sharing plan, and a full range of benefits including pension and 401(k). If you are seeking a challenging and rewarding career and wish to explore these opportunities further, please submit resume with cover letter and salary requirements to Human Resources, LIMRA International, 300 Day Hill Rd., Windsor, CT 06095-4761, fax: 860-285-7704, E-mail: hr@limra.com. (No phone calls please.) <http://www.limra.com>



PUBLICATIONS

This section contains references for publications on survey research methodology. They are not available from Survey Research nor the Survey Research Laboratory.

- Binson, D., Canchola, J. A., & Cantina, J. A. (2000). Random selection in a national telephone survey: A comparison of the Kish, next-birthday, and last-birthday methods. *Journal of Official Statistics*, 16(1), 53–59.
- Raaijmakers, Q. A. W., van Hoof, A., 't Hart, H., Verbogt, T. F. M. A., & Vollegergh, A. M. (2000). Adolescents' midpoint responses on Likert-type scale items: Neutral or missing values? *International Journal of Public Opinion Research*, 12(2), 208–216.
- Sapsford, R. (1999). *Survey research*. Thousand Oaks, CA: Sage.
- Sudman, S., & Blair, E. (1999). Sampling in the twenty-first century. *Journal of the Academy of Marketing Science*, 27(2), 269–277.

Survey Research Staff

Managing Editor: Diane O'Rourke
Production Editor: Lisa Kelly-Wilson
Production Assistant: Kris Hertenstein

Publication Information

For subscriptions or address changes, please use the form provided in this issue. For other information, contact:

Survey Research Newsletter
Survey Research Laboratory, MC-036
University of Illinois
909 W. Oregon St., Suite 300
Urbana, IL 61801-3327
E-mail: survey@srl.uic.edu
Phone: 217-333-4273
Fax: 217-244-4408
<http://www.srl.uic.edu>

INSIDE THIS ISSUE

Current Research	7
Personnel Notes	17
Job Opportunities	18
Publications	19

Survey Research is published three times a year and serves as a clearinghouse for information about academic and not-for-profit survey research organizations around the world. Permission to reprint material is granted provided that the source is cited.

The Survey Research Laboratory, University of Illinois at Chicago, subscribes to the Code of Professional Ethics and Practices of the American Association for Public Opinion Research. The University of Illinois is an equal opportunity and affirmative action institution.



Survey Research
Survey Research Laboratory
University of Illinois
909 W. Oregon St., Suite 300
Urbana, IL 61801-3327

ADDRESS CORRECTION REQUESTED

Non-Profit Org.
U.S. Postage
Permit No. 75
Champaign, IL
61820