

SURVEY RESEARCH

AN OCCASIONAL NEWSLETTER ON SURVEY DEVELOPMENTS

Vol. 1, No. 1

Survey Research Laboratory
University of Illinois

March 1969

PERSPECTIVES

The objective of this newsletter is to keep University faculty and staff informed on work completed and in progress at their own Survey Research Laboratory and also to provide information on major studies underway at other survey centers. Thus, each issue will highlight survey developments elsewhere, in addition to providing a summary of work in progress at SRL.

This newsletter differs from others at the University in several ways. First, it will not appear on a regular basis. On the contrary, it will only appear when we have enough material worth reporting and time to put it together. Though this procedure may not endear us to librarians, it is a principle that might well be extended to many other newsletters (not to mention professional journals).

In line with the preceding criterion, the length of the newsletter will be variable, depending on how much we have to report.

The newsletter will not contain any slick format or fancy typography. We will, however, do our best to make it reasonably legible.

We do not promise to be deadly serious in every item that is included. Indeed, humorous material on survey research would be welcomed and given a by-line (though it is not clear whether this would be accepted in the list of faculty publications).

Because of its introductory nature this issue contains proportionally more material on SRL. Later issues will provide more information from other centers.

We hope that this and future issues will be useful to you. Comments on ways of improving it are welcomed.

Robert Ferber
Director

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* SRL ACTIVITIES *
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PROJECT NUMBERING SYSTEM

As you can see from the following list of current projects, we have a complicated and innovative numbering system for identifying all SRL projects--three digits.

We started with 001, are laboriously working our way up, and are now at 043! Once we hit 999, our system will be re-evaluated.

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IN THIS ISSUE . . .

SRL ACTIVITIES

Project Numbering System	1
New Lab Projects	2
Data Archive Acquisitions	3
SRL's 7 Sections	3
Call for Research Assistants	4

NEWS FROM OTHER CENTERS

New Survey Center at Lima	4
Oral History Research at York	5
NORC Study of Integrated Housing	5

POTPOURRI

BLS Survey of Consumer Expenditures	6
Books Recently Published	6

LIST OF ACADEMIC SURVEY ORGANIZATIONS	7
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SRL ADDS 7 NEW PROJECTS

PROJECT 037, Faculty Satisfaction. This study, sponsored by the Faculty Self-Evaluation Committee of the Faculty Senate, is designed to determine what the faculty at the University of Illinois, Urbana, feels are the University's strong and weak features as an employer of professionals.

About 2,200 questionnaires were mailed to the Urbana faculty on February 1. The questionnaires asked the faculty to rate such things as the University's physical facilities (library, parking, etc.), teaching (load, facilities, assistance available, etc), opportunities for academic and financial advancement, and the general University image.

SRL assisted with the sampling and data collection and will interview a selected sample of nonrespondents. Tulsı Saral is the project coordinator.

PROJECT 038, Public Housing. This is a survey of people living in Chicago housing projects to determine the kinds of facilities and improvements needed in public housing. The study is sponsored by the Welfare Council of Metropolitan Chicago and is funded by the Welfare Council and the Chicago Housing Authority.

Approximately 1,250 personal interviews will be attempted to obtain 1,000 completed interviews. SRL will do sampling, fieldwork, and data processing for this study in close coordination with the Council. Dick McKinlay at the Chicago Branch of SRL is coordinating the study.

PROJECT 039, BLS Pilot Project on Consumer Recordkeeping Forms. This pilot survey for the U. S. Department of Labor, Bureau of Labor Statistics, will explore the effectiveness of various recordkeeping forms for collecting expenditure data from consumers. It is a prelude to a nationwide study of consumer expenditures planned by BLS for the early 1970's. (See: BLS Plans National Survey of Consumer Expenditures, p.6.)

About 400 households in Springfield and Rock Island-Moline, Illinois, will be requested to keep a diary of their expen-

ditures. The households will be divided into groups to test the effects of three variables on consumer cooperation in filling out forms: (1) time period (varying from one week to one month), (2) diary format (ranging from an open-ended diary to one containing expenditure categories), and (3) special incentives to cooperate.

Preparation for the study began in January, and interviewing will start in May; the study should be completed in early 1970. Seymour Sudman and Robert Ferber will coordinate the study for SRL with BLS.

PROJECT 040, Faculty Center. This study seeks to determine initial faculty and staff views on a proposed faculty center for the Urbana campus. A questionnaire was sent to all academic staff, instructors and above, plus nonacademic administrators, in Urbana, asking them: (1) what facilities the center should contain, and (2) what financial support might and should be expected from them.

The study is sponsored by a Faculty Committee of 100 appointed by the Chancellor to make plans for the proposed center. Completion of the survey is expected this month. Mati Frankel is the study's project coordinator.

PROJECT 041, Nursing Home Study. This survey was conducted by the Hospital Planning Council for Metropolitan Chicago to obtain a census of patients in long-term care facilities. SRL will edit, keypunch and verify 27,000 coded questionnaires from the census and prepare tabulations.

Jo Cobin of Data Reduction and Dick McKinlay at our Chicago branch will coordinate the project.

PROJECT 042, Sangamon County Regional Planning Commission. For this study, SRL's Data Reduction Section will keypunch and verify approximately 50,000 cards on land-use data collected by the Sangamon County Regional Planning Commission.

Jo Cobin of Data Reduction will coordinate the study.

PROJECT 043, Use of Legal Services. The purpose of this study is to (continued)

NEW PROJECTS (cont'd)

survey people's experiences with lawyers. The sample will probably range between 600-800 interviews.

Dr. Ferber is now coordinating the study for Professors Arnould and Corley of the Department of Business Administration, College of Commerce, Urbana. The first part of the study will be a pretest of 100 persons to test the questionnaire.

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DATA ARCHIVE OFFERS TAPES TO FACULTY AND STUDENTS

The Social Science Data Archive of the Survey Research Laboratory stores and cleans data acquired by the Lab. Its primary function is to provide services to students and faculty who wish to use its data. Its principal suppliers of data are SRL surveys and the Inter-University Consortium for Political Research (ICPR), University of Michigan.

The most recent acquisition of the Archive is the 1963 Survey of Financial Characteristics of Consumers, conducted by the Federal Reserve Board. These data are on tape and would likely be of special interest to those in economics and marketing.

The ICPR is now preparing machine-readable codebooks for all of its data. These codebooks have been punched onto cards in a special format so the computer can be used to print out information on selected variables. This allows the researcher to easily acquire a matching codebook along with his data.

There are two developments that will especially interest those working with the Archive's data. First, the ICPR is arranging data variables in a more logical order and changing coding schemes to facilitate use on new computers. Also, owing to more efficient computers, the 1960 U. S. Census data have been reduced from seven tapes to one without losing any information.

Other data are available in the Archive and of value to most social scientists, including business departments and history.

A recent copy of the Archive holdings, or application for their services, are available in Room 3, David Kinley Hall (217-333-6572).

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SEVEN SECTIONS HANDLE AND ORGANIZE SRL STUDIES

SRL is administered by a Director and is organized into seven sections: Administration, Control Desk, Sampling, Field Operations, Data Reduction, Data Processing, Data Archive.

The Administration Section coordinates survey activities and handles office personnel recruiting and supervision.

It also provides a cost control and accounting program that supplies a record of expenditures with minimum billing lag. In this program, each phase of a study is budgeted and actual expenditures are compared to proposed costs. Information is used for realistic budgeting in future studies. The program anticipates replacing the ledger with a cost control print out which will further reduce record discrepancies.

Policies are made with the assistance of an Executive Committee, consisting of faculty from those University departments which use our facilities and of Laboratory staff. The Chicago branch is located at the University's Chicago Circle campus and is headed by an Assistant Director.

The Control Desk measures and evaluates the quantity and quality of interviews returned to the Lab. The quantity control function is routine and involves keeping records of returns, providing feedback to the Project Coordinator, the Field Section, and the Data Processing and Reduction Sections. It also calculates response, contact and refusal rates for interviewers. The Control Desk staff issues daily records, weekly progress reports, and a final report for each study.

The quality control function begins with the pretest and extends through verification. Control Desk assists (continued)

SRL SECTIONS (cont'd.)

in the re-evaluation of questionnaires by feedback of problems actually encountered during the pretest. All interviews must meet a minimum standard for the sample and the study. Control desk also judges interviewer quality by evaluating productivity and accuracy and relates this information to the Field Section.

The Sampling Section determines the procedures used to select sample members for SRL surveys. The section maintains a master sample of approximately 40,000 addresses in Illinois. This sample represents the total population of Illinois, and subsamples can be drawn from it for surveys in specific areas. In addition, the sampling staff advises University faculty and students on sampling problems.

Generally, the tasks of the Field Operations Section are to plan, advise on, and carry out the data collection for SRL surveys, and to advise faculty and students on field problems. The section has a standby staff of about 175 interviewers at sampling points throughout Illinois that make up our master sample.

To supplement their general training, interviewers attend a training session which provides specific information on the background of a study and the purpose of each question.

Supervisors located in main interviewing regions throughout Illinois see that surveys in their area are completed according to the time schedule set for the study.

The Data Reduction Section is responsible for editing and coding data collected in SRL surveys. An additional task of this section is to coordinate its coding activities with computer installations at the University, and to ensure our coding procedures are consistent with those used by survey organizations here and in other countries.

The Data Processing Section handles computer programming and data analysis. It also advises faculty and students on specific coding problems.

The Data Archive Section acquires and maintains survey and nonsurvey data on social, political, and economic aspects of Illinois and makes nonconfidential data available to authorized faculty and students at a low cost. The section also keeps lists of materials available from other data archives throughout the United States and other countries. Students and faculty seeking information and advice on data storage and retrieval obtain it from this section. (see: Data Archive Offers Tapes to Faculty and Students, p. 3)

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LAB MAY NEED RESEARCH ASSISTANTS

We may have some research assistantships for graduate students available for the 1969-70 academic year. Students holding such assistantships would work as graduate assistants and junior grade supervisors in our Sampling, Field, Data Reduction, Data Processing, or Data Archive sections and would be directly involved in various aspects of ongoing surveys. Interested applicants should apply to 414 David Kinley Hall.

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* NEWS FROM *
* OTHER CENTERS *
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LIMA ESTABLISHES SURVEY CENTER

CISM (Centro de Investigaciones Sociales Por Muestreo) is a new sample survey center in Lima, Peru, concerned with quantitative studies relevant to economic and social development in Peru. To promote data-based social science, CISM presents courses in survey methods and statistics.

In addition to conducting its own studies, CISM collaborates with local and foreign scholars in the design, data collection, and analysis of joint research projects. (continued)

CISM (cont'd.)

Proposals for joint studies are welcomed if they use or extend CISM's capabilities, if they include opportunities for joint publication on topics of mutual interest, and if they have some source of financial support.

CISM is the result of a project undertaken in 1964 by the University of Michigan's Survey Research Center, the government of Peru, and AID.

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ORAL HISTORY RESEARCH PROGRAM INITIATED AT YORK UNIVERSITY

A program titled "Oral History Research" was initiated at the York University Survey Research Center (Canada) this year and is coordinated by Professor J. Granatstein, Department of History.

The purpose of the program is to preserve the responses, reflections and recollections of important public figures. Recent developments in communication, such as the telephone and personal conferences have resulted in less written historical reference material. Future historians would face a scarcity of documents for the reconstruction and analysis of our time. The recorded and transcribed material generated by this research will help to fill the gaps in written records.

One of the first projects of the program is the recording of conversations with members of the Progressive-Conservative Party who can discuss the major political events during 1956-67.

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NORC STUDIES INTEGRATED NEIGHBORHOODS

Recent National Opinion Research Center (NORC) findings contradict the prevalent attitude that stable, racially integrated neighborhoods are a rare phenomenon. According to NORC estimates, 36,000,000 Americans in the United States (19% of the 1967 population) live in integrated neighborhoods, or those into

which Blacks have moved and both races continue to move.

A monograph discussing the comprehensive results of this research is being prepared by Seymour Sudman, Norman M. Bradburn, and Galen Gockel, who also wrote the related article: "The Extent and Characteristics of Racially Integrated Housing in the United States," January 1969, Journal of Business.

The monograph will present a detailed analysis reporting not only the extent of racially integrated housing but the nature of the integrated neighborhood. The report incorporates the opinions of city and neighborhood leaders and interviews with almost 4,000 sample households to offer an accurate picture of the integrated neighborhood. It discusses resident characteristics, recreational facilities, churches, social and civic interaction, and attitudes toward integration. Additionally, the monograph considers housing decisions and the history and future of the integrated neighborhood.

The report offers both an intrinsic and functional interest in racial history, reporting the neighborhood's original racial composition, the approximate date of integration, and the reaction of residents upon integration. This background provides insights into the present neighborhood characteristics and the current behavior and attitude of the residents. "There is a prevalent stereotype of the integration process that includes tension, strife, block-busting, and the exodus of white residents that leads quickly to complete racial turnover. Undoubtedly this pattern prevails under certain conditions and can legitimately be viewed as a social problem. It is possible, however, that the drama and publicity attending these processes generates an exaggerated notion of their prevalence."

The report predicts several simultaneous trends: that the white segregated neighborhood will continue slow but steady integration; that the open and integrating neighborhood will moderately increase in proportion of Blacks, and that substantially integrated neighborhoods will eventually become all Black. (continued)

On the whole, the research outlined in the monograph provides rational and optimistic conclusions on the status of the integrated neighborhood in American society.

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FOR YOUR INFORMATION, THE LAST 2 PAGES OF THIS NEWSLETTER PROVIDE A LIST OF ACADEMIC SURVEY ORGANIZATIONS.

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* POTPOURRI *
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BLS PLANS NATIONAL SURVEY OF CONSUMER EXPENDITURES

The U.S. Department of Labor, Bureau of Labor Statistics is planning a new national Survey of Consumer Expenditures for 1971-72. Such studies are conducted about every 10 to 12 years, partly for revising the weights in its Consumer Price Index and partly to obtain information on the income, expenditure, and saving patterns of American families.

The most recent study was conducted nationally in 1960-61 and is the basis for the present weighting system of the Consumer Price Index. Many researchers hope the new survey will be continued on a regular basis, since the value of the data for social, economic and marketing purposes would be vastly improved if changes in expenditure and saving patterns could be available annually.

SRL study 039 is meant as a precursor for the national study. The tests in Illinois would be followed next year by extensive pretests in several urban areas, after which the full national study will be launched. (see: Summary of Project 039 in "SRL Adds 7 New Projects," p. 2)

RECENTLY PUBLISHED BOOKS

BASIC RESEARCH METHODS IN SOCIAL SCIENCE: The Art of Empirical Investigation.
By Julian L. Simon. Random House, 525 pp., 1969, \$8.95. This textbook provides the basics of social science research. It discusses the important empirical methods used in social science with heavy emphasis on survey methods. Its examples, drawn from a wide range of academic and applied fields, illustrate the use of survey and other methods in appropriate contexts. The book is intended primarily for those who have never studied or done empirical social science research. Those with training or experience in empirical research may also gain from the interesting discussions as well as a unique way of presenting elementary statistics by sampling methods.

CENSUS U.S.A. By Ann Herbert Scott. The Seabury Press. \$5.95. Author's stress is on human aspect of statistics--from 1790 to 1970--the fact that they come from the people and return to the people as instruments for planning on all levels.

SYSTEMS APPROACH TO SOCIAL PROBLEMS.
Proceedings of American Marketing Association's Boston Chapter and Boston College Sixth Management Conference on Marketing in the Defense Industries. \$10. Available from Charles L. Laughn, director, Bureau of Business Research, Boston College, Chestnut Hills, Massachusetts 02167. (Make checks payable to Boston College.)

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NEWSLETTER ENCOURAGES CONTRIBUTIONS

The newsletter encourages contributions from individuals and other survey centers relating to current survey projects, survey studies being published or news based on survey work.

Submit articles and news to:

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