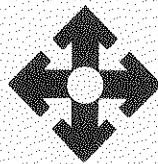


# Survey



# Research

# Newsletter

# Laboratory

No. 16

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## IN THIS ISSUE . . .

SRL Projects . . . . .	1
Continuing Projects . . . . .	5
New Faces at SRL . . . . .	6
SRL Notes . . . . .	7
Alumni News . . . . .	8
Interviewer Profile . . . . .	9
Staff Publications . . . . .	9

## SRL PROJECTS

The following is a brief description of all new SRL studies from July, 1971, through March, 1972. Many of these studies have already been completed, but they are all listed here to give a picture of what SRL was up to in those nine months.

*Study 104, Plans for Study of Prostate Cancer.* SRL's role in this study was to design forms for use in a later study of the social and behavioral correlates of cancer of the prostate gland. The work, which was completed late last summer, was sponsored by Dr. Isadore Rotkin of the Department of Preventive Medicine of the University of Illinois at the Medical Center.

*Study 105, North Shore Health Care.* This project for Dr. Robert Lapp of the Evanston Hospital involved duplicating the data decks on the North Shore from SRL's study of Health Care in Illinois (014). This was done as the first step in a possible new survey of medical care in Chicago's North Shore suburbs.

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Editor: Mary A. Spaeth

*Study 106, Attitudes toward School Discipline.* The Champaign Unit 4 School District, under Superintendent Marshall K. Berner, sponsored a survey to determine attitudes toward discipline in the public schools. A random sample of parents with children in the Unit 4 schools were surveyed by mail last fall. The questionnaire was also distributed to a sample of junior high and high school students, teachers, and administrators. From an original sample of 5,000, questionnaires were received from 2,850 respondents.

Respondents were asked about the extent and intensity of behavior problems. Information gathered in the survey will be used by the school district in formulating solutions to discipline problems in the schools.

Amy Orum was project coordinator for this study.

*Study 107, Citizen Attitudes toward the Environment: An Appraisal of the Research.* This project involved a review of the survey literature on the subject of citizen attitudes toward the environment. The purpose of this work, which was done for the Illinois Institute for Environmental Quality as a preliminary to a larger study, was to identify some of the relevant issues and to judge the feasibility of undertaking a public opinion survey in Illinois on the environment. In conducting the review, letters of inquiry were mailed nationwide to survey centers, research organizations, governmental agencies, universities, environment groups, and businesses to learn what studies had been done on the general subject of the environment, with particular attention to the question of solid wastes.

Jeanne Sigler was the project coordinator for this study.

*Study 108, Army Personnel Housing.* SRL's role in this project was the

data reduction and data processing of self-administered questionnaires received in a study for the Construction Engineering Research Laboratory, Army Corps of Engineers. The purpose of the study was to measure family housing preferences of personnel living on domestic U.S. Army installations. From a total sample of 4,000, questionnaires were received from 2,950 respondents. Work is to be completed by June 30, 1972.

The project coordinator for this study is Ed Lakner.

*Study 109, Landscape Preferences.* The Department of Recreation and Park Administration at the University of Illinois at Urbana, headed by Professor Alan V. Sabora, conducted a survey last fall of a sample of 75 Illinois residents to determine what type of area they preferred for recreation. Respondents who lived in the Chicago SMSA, the Peoria SMSA, and the East St. Louis SMSA were asked to rank groups of photographs of different recreation sites in the order of where they would most like to spend a day.

Glen Carls of the University's Department of Recreation and Park Administration then compared these responses with those gathered during a similar survey that he conducted at various Illinois parks and recreation areas in order to determine what kinds of recreation areas the people of Illinois want.

The project coordinator for this study was Amy Orum.

*Study 110, College Drop-outs.* SRL conducted a study for the Office of the Chancellor at the Urbana campus of the University of Illinois to learn the reasons for the new freshman under-enrollment at the University last fall and the unusual drop in returning undergraduates. Questionnaires were sent to more than 2,000 people who had

indicated their intention to enroll last fall but did not.

The main finding of the study was that those who did not come to the University last fall are either enrolled in other schools or are working. Most gave financial reasons for their decision.

Mati Frankel was the project coordinator for this study.

*Study 111, Champaign Community Racial Attitudes.* The Human Relations Commission of Champaign, Illinois, sponsored a survey of community residents this past winter to obtain information on attitudes toward certain racial issues facing the community. Junior high and high school students, teachers, administrators, and parents of students were interviewed.

Racial tensions in the spring of 1971 had closed one high school. It was hoped that information from the survey would determine the underlying causes of the conflict so that the Human Relations Commission could work toward ameliorating them.

Amy Orum was the project coordinator for this study.

*Study 112, Forest Use.* Professor I. Irving Holland of the Department of Forestry at the University of Illinois at Urbana sponsored a statewide survey this past winter of a random sample of respondents to an earlier SRL survey--Study 088, Recreational Long Range Planning--to obtain information about recreational activities and attitudes of Illinois adults. Members of the Urbana staff interviewed 300 respondents to the 088 survey by telephone.

The survey was designed to yield information about regional differences in participation in a variety of recreational activities, knowledge and use of state forest areas, and atti-

tudes about developing and maintaining these forest areas. The data collected should enable the University to advise the State of Illinois on the use of the state forest areas and on future forestry needs of the people of Illinois.

This study was coordinated by Amy Orum.

*Study 113, Vermilion County Recreation Survey.* This past winner, SRL conducted a telephone survey of 400 residents of Vermilion County, Illinois, for the Vermilion County Planning Commission, the Danville Planning Department, and the Vermilion County Conservation District. The objectives of the study were to obtain information regarding the use of recreational facilities in Vermilion County and to discover which facilities residents desired around the soon-to-be-built Middlefork Reservoir.

Not surprisingly, the reservoir facilities that respondents mentioned most often were those for swimming, fishing, boating, and camping. On knowledge about the reservoir, 84% had heard of it, 71% knew where it would be located, and 21% knew that the state and county were involved in its development and operation.

Diane O'Rourke was project coordinator for the study.

*Study 114, Fish and Wildlife Management Areas.* Robert Ivins and Professor Alan V. Sapora of the Department of Recreation and Park Administration at the University of Illinois at Urbana are sponsoring a statewide survey of Illinois residents to discover their hunting and fishing activities, the use of Illinois fish and wildlife management areas, and attitudes toward conservation. A random sample of 1,500 adults are being interviewed by telephone by members of the Chicago Circle and Urbana staffs.

By obtaining information about hunting and fishing activities and attitudes toward the management of fish and wildlife areas, the University will be able to advise the State of Illinois about what kinds of facilities the citizens need and want.

Amy Orum is the project coordinator for this survey.

*Study 115, Hawaii Correctional Facilities.* This project, completed in November, 1971, was conducted for Ed Lakner and the National Clearinghouse for Criminal Justice Planning and Architecture at the University of Illinois at Urbana. SRL's work involved the processing of survey data on correctional facilities in Hawaii.

*Study 116, Decatur Water Supply.* Professors John van Es and Carol Kronus from the Department of Sociology at the University of Illinois at Urbana sponsored this study, which surveyed farmers and urban people of the Decatur area. Respondents were asked their attitudes on pollution and other issues related to the environment. Specifically, concern was over the nitrogen level in the water supply in the Decatur area. A substantial amount of nitrogen is used by farmers in fertilizer. Of additional interest were how concern about local environmental conditions ranked in comparison with other social issues and reactions to some of the proposed ways of solving pollution problems.

SRL was contracted for data collection, consisting of 300 telephone interviews--100 with farmers and 200 with urban residents. Data collection was completed within two weeks last January.

Jutta Phillips served as project coordinator for this study.

*Study 117, Public Opinion of Illinois Legislature.* Charles Dunn and Samuel Gove of the Institute of Government and Public Affairs at the University of Illinois at Urbana are sponsoring this study on the attitudes and opinions of Illinois voters about the Illinois State Legislature in Springfield. SRL has been involved in all phases of the survey operation including questionnaire design, sampling, telephone interviews with 400 respondents, data reduction, and data processing. The study is scheduled for completion by June 1, 1972.

Ed Lakner is the project coordinator for this study.

*Study 118, Production and Disposition of Wood Residues by the Secondary Wood-Using Industries of Illinois.* Professor I. Irving Holland, Department of Forestry, University of Illinois at Urbana-Champaign, is studying solid wood residue utilization by industries in Illinois. It is known that many firms using wood are faced with a disposal problem, and that past methods of residue disposal involving burning or dumping are fast becoming unacceptable to an environmentally concerned public. The main objective of this study is to ascertain the amount of residues produced by various industries, how they dispose of them, and to what extent residue disposal is a problem to them.

A stratified sample of 730 firms in Illinois will be contacted. SRL is conducting all phases of the survey work with a completion date of July, 1973.

Ron Czaja is the project coordinator for this study.

*Study 119, Census Diary Experiments.* This is a continuation of methodological research conducted by Professors Robert Ferber and Seymour Sudman



on the best ways to get information on consumer expenditures. In earlier experiments, both diaries and tape recorders have been used successfully, but there are some households that are unwilling or unable to keep a diary or talk into a tape recorder. In this experiment, a new method, daily telephone calls to households, will be tested. In addition, the effects of paying or not paying the families will be tested.

The study is being conducted with cooperation and funds from the U.S. Bureau of the Census, who have the responsibility for conducting a very large national study of consumer expenditures over the next two years. The study will be conducted in the Chicago area and supervised by Gloria Heinemann and Mike Cox. Field work is scheduled for May and June, 1972.

*Study 120, Manpower in Communications.* This project for Professor John Johnstone of the Department of Sociology, University of Illinois at Chicago Circle, involves doing the data reduction work on a survey of communications professionals outside the news media.

Jeanne Sigler is coordinating this project.

*Study 121, Army Volunteer Study.* SRL is conducting this study for the Construction Engineering Research Laboratory, Army Corps of Engineers. The purpose is to study the attitudes of U.S. military personnel toward barracks housing. The information will serve as a guide to help the Army decide what improvements should be made in these facilities.

The study involves 2,500 respondents on six military posts: Fort Knox, Fort Dix, Fort Sill, Fort Hood, Fort Lee, and Fort Leonard Wood. Two-member teams of SRL's staff will visit these posts to conduct the data-collection phase of the study. The survey

instruments include a self-administered questionnaire on post facilities, a slide presentation with an accompanying questionnaire, activity logs, and a personality test. Field work is scheduled for April and May, 1972, with all work to be completed by mid-August.

Ed Lakner is the coordinator for this project.

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## CONTINUING PROJECTS

*Study 050, Wood Using II.* This study on the secondary uses of wood residues is being conducted for the Department of Forestry at the University of Illinois in Urbana. It has been in progress since 1969. Phase 1 of the study involved questionnaires sent to wood residue suppliers (e.g., saw mills, lumber companies, and paper companies) to learn the amount of bark and solid wood residues produced in and around Illinois. Phase 2, which is nearing completion, has involved wood residue users to determine the quantities of mulching and soil-conditioning materials used in Illinois in an attempt to define the market potential for certain types of wood residues.

So far some 1,800 mail questionnaires have been returned on Phase 2, with telephone follow-ups to nonrespondents. The groups surveyed on this phase have included florists, nurseries, landscape contractors, retailers, poultry farmers, horse breeders, park districts, cemeteries, golf courses, and institutions such as colleges and hospitals.

The goals of the total survey are to discover where in Illinois the supply of and demand for wood residue products exist and ultimately to make both the suppliers and users of such products aware of the capabilities and locations of each other.

Diane O'Rourke is coordinating this project.

*Study 074, NLRB Election Study.* Professors Steve Goldberg and Julius Getman are sponsoring a study of labor elections held under rules laid down by the National Labor Relations Board. From July, 1970, when the study got under way, until December of that year, interviewers were selected and trained at Urbana, Chicago, and Bloomington, Indiana. Most of these interviewers were law students. Also during this time, the instruments and procedures were all finalized based upon pilot studies previously done by the sponsors.

From January to July of last year, pretests were completed on three NLRB elections. For each election, personal interviews were conducted with a sample of the employees of the company approximately 10 days to two weeks before the election. Immediately after the election, these same employees were reinterviewed by telephone. The purpose was to determine whether the Board's rules and the parties' assumptions accurately reflect what happens during an election campaign. In addition, the effects of specific types of employer and union speeches or conduct on the respondents' voting behavior were to be analyzed.

From July, 1971, to February, 1972, the pretest data were analyzed and new questionnaires and forms were developed. The interviewing and coding procedures were also evaluated with the result being a procedures manual for all details involved in planning, conducting, and processing the data for each election selected for study. Since February of this year, data have been collected on four elections. A fifth election will be done by the middle of May, and there will be more in the coming year.

Matt Hauck is the project coordinator of this study.

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## NEW FACES AT SRL

*Daniel Amick* joined the SRL staff last summer as a Research Assistant Professor. He is also an Assistant Professor of Sociology at Chicago Circle. His main office is at Circle although he makes periodic trips to the Urbana campus to check up on activities there. Dan is in charge of the Social Science Data Archive and is responsible for the development of an information system for the University and the state based on the 1970 census and other machine-readable tapes. His areas of specialization are information sciences and social psychology.

Born and educated in Pennsylvania, Dan received his B.S. from Shippensburg College and his Ph.D. from the University of Pittsburgh. He came to SRL from that university, where he had been a research associate at the Knowledge Availability Systems Center.

*Jeffrey Goldberg* came to SRL last fall as a half-time research assistant in the Field Section at Urbana. His major job has involved the field work for the NLRB Election Study (074). He is starting graduate work in Labor Relations at the Institute of Labor and Industrial Relations at the University of Illinois in Urbana.

Hailing from New York City, Jeff got his B.A. in History from the State University of New York at Oswego and then went abroad. For over 2 years he was with the Peace Corps in Biafra, then he worked in Venezuela, and finally he was a student in Italy for over 2 years, where he did graduate work in International Relations at Johns Hopkins University and the University of Bologna. While in Italy he met his wife Elizabeth, who was also studying in Bologna.

*Judith Peyton* is new to SRL but not to Chicago Circle. Before becoming a systems analyst for the Social Science

Data Archive at SRL's Chicago office, she worked as a computer programmer at the Computer Center at Chicago Circle. She received her B.S. in Mathematics and Computer Science from the University of Illinois at Urbana and worked for two years as a systems analyst for Computer Gains in Chicago.

*Jagdish Sheth* is actually not a new name around SRL since he was in charge of the Market Segmentation Study (103). However, he is now officially a member of the SRL staff, having assumed the title of Research Professor at SRL. The majority of his time is spent in his other positions as Professor of Business Administration and until recently as Acting Head of the Department of Business Administration at Urbana. His major interests are the study of consumer behavior and the multivariate analysis of survey data.

*Joe L. Spaeth* joined the SRL staff in Urbana last fall as a Research Associate Professor. He serves as a project coordinator and helps to plan the workshops. He is also an Associate Professor in the Department of Sociology. His special interests are survey methods and the sociology of higher education.

Originally from Seattle, Washington, Joe got his B.A. in Political Science at Reed College in Portland, Oregon, and his M.A. and Ph.D. in Sociology at the University of Chicago. He came to Urbana from the University of Chicago, where he was a Program Director at the National Opinion Research Center and a Lecturer in the Department of Sociology.

*Mary Spaeth*, who is not unrelated to Joe, also came to SRL last fall. Another transplanted westerner, she hails from Portland, Oregon, where she got her B.A. in Literature from Reed College. She has a master's degree in Library Service from Columbia University and worked as a librarian for

several years before taking an extended break to raise their two boys. She also worked at NORC, where she was Editorial Director.

At SRL Mary is both editor and librarian for she edits the three newsletters as well as questionnaires, reports, and other survey materials and she is in charge of turning a miscellaneous collection of books, pamphlets, periodicals, and the like into a "library."

The tall guy in Room 11 in the basement of David Kinley Hall is *Noel Uri*, a half-time research assistant in the Social Science Data Archive at Urbana. Originally from Lincoln, Nebraska, Noel received his B.A. in Mathematics and his M.A. in Economics from San Diego State College in California. He is now working for his Ph.D. in Economics at the University of Illinois at Urbana-Champaign. He formerly worked as a computer programmer for the System Development Corporation and the U.S. Army.

Another new face around the SRL office in Chicago Circle is *Susan Sheldon Mier*, who is an old face from Urbana with a new name. Sue is Assistant to the Editor of the Journal of the American Statistical Association. When she got married last August, she moved to Evanston since her husband Tom works for the First National Bank in Chicago. Along with Sue went the main office of JASA although some of the work is still being done in Urbana by April Zvan and Rosalyn Snyder.

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## SRL NOTES

In December SRL's Director, *Robert Ferber*, made his semi-annual trip to South America as a consultant for the Brookings Institution. He spent about a week in Sao Paulo, Brazil, at an international conference of Estudios Conjuntos Sobre la Integracion Economica

Latinoamericana (ECIEL). The conference was concerned with an analysis of the consumer and the implications of the consumer in the economic development and integration of South America.

*Mati Frankel* has been on leave from her Project Coordinator's job at SRL in Urbana since mid-January. Her husband Marv is on sabbatical for the Spring Semester from the Economics Dept. at the University of Illinois. The whole family has gone to Europe, where they are living in Zurich, Switzerland, until the end of June. Then they will travel in Europe until their return to Urbana in September.

*Dorothy Nemanich* took sick leave last fall for the birth of Jennifer (6 lbs., 6 oz., 19 1/2 in.) on November 2nd. Two weeks later Dorothy was back at her desk in Data Reduction.

Dorothy also has had an article on keypunch verification accepted for publication in the July issue of the Public Opinion Quarterly.

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## ALUMNI NEWS

*Jo Cobin*, formerly an SRL Project Coordinator in Urbana, moved last summer to State College, Pennsylvania, where her husband Elliott is doing graduate work in Mathematics at The Pennsylvania State University. On February 13, they became the proud parents of Marla Ruth (7 lbs., 3 oz.). Jo will start work soon at the Pennsylvania Field Research Laboratory at Penn State University.

*Bill Klecka*, who was Chief of SRL's Social Science Data Archive before going to Northwestern University in 1969, has become Director of the newly

established Behavioral Sciences Laboratory at the University of Cincinnati. He is also Assistant Professor of Political Science at that university.

*Padmini Ramaswamy*, who was a research assistant in SRL's Field Section in Urbana, returned to India with her husband last year. She is now working in New Delhi for the Council for Social Development of the Ford Foundation. She writes that her work there "is a bit of the field-, data reduction- and project-co-ordinator's jobs." She is also continuing work on her doctoral dissertation, which uses data from SRL's Consumer Panel study.

*Vicky Wall*, who was formerly the newsletter editor at SRL in Urbana, moved to Chicago last August. She is currently teaching "English as a Second Language" at a community center on Chicago's West Side. She is also studying Spanish.

*Wally Wilson*, who was formerly a Project Coordinator in Urbana, spent 1971 at the University of Michigan School of Public Health in Ann Arbor, where he studied medical care organizations and the economics of medical care. Since January he has been in Chicago as a member of the Department of Preventive Medicine of the University of Illinois at the Medical Center. He is currently preparing for the activities that he will undertake beginning this summer, when he becomes an Assistant Professor in the Department of Health Care Surveys at the new University of Illinois School of Public Health.

SRL alumni who have stayed in survey research are scattered all over the country and all over the world. In addition to Padmini in India, others include *Judy Fiedler*, who is Research Supervisor at the Office of Institutional Educational Research at the



University of Washington, *Francoise Gaudron Rutherford*, who is at the Survey Research Office of the University of Hawaii as Field Coordinator, and *Jim O'Meara*, who is Head of the Survey Unit at the Economic and Social Research Institute in Dublin, Ireland.

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## INTERVIEWER PROFILE

### PAM CUNNINGHAM--AN EXCELLENT INTERVIEWER

When Pam Cunningham comes home after a full evening of interviewing, she sometimes asks her four-year-old daughter if she's tired and ready to go to bed. However, Pam, being the dedicated interviewer that she is, asks the question in a very unique way: "It's getting late and you should be in bed. Are you very tired, somewhat tired, or not at all tired?"

When Pam talks to her mother-in-law in Toronto, Canada, after a similar exhausting evening of interviewing, she asks: "How's the weather up there? Is it good or not very good?"

Since January, 1971, when Pam first started working at SRL, she has interviewed for numerous studies and has completed hundreds of telephone interviews. No wonder the job has had such an influence on her personal life.

Pam ranks as one of the best telephone interviewers SRL has employed. She is soft-spoken and bright, and her charming Canadian-English accent (about, project) intrigues her respondents. They very seldom refuse to talk to her.

Pam received a bachelor's degree in both Sociology and Music from the University of Waterloo in Canada. She

and her husband, Ian, have two children--Stephanie, age 4 (but almost 5), and Michael, age 2.

Unfortunately, especially for SRL and her friends, Pam is leaving for the north country, beautiful Canada. For a while at least, Pam and her family will be settling in Ottawa, where Ian has accepted a position with Northern Bell, working in the area of computer science.

Telephone surveys at SRL have recently been very successful. One of the main reasons for this is people such as Pam. We're all sorry to see her go.

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## STAFF PUBLICATIONS

Bradburn, Norman M.; Sudman, Seymour; and Gockel, Galen L. Side by Side: Integrated Neighborhoods in America. Chicago: Quadrangle Books, 1971.

Ferber, Robert. "Theoretical and Practical Knowledge Necessary for Effective Marketing Practice," in George Fisk (ed.), New Essays in Marketing Theory. Boston: Allyn and Bacon, 1971.

Sudman, Seymour, and Ferber, Robert. "Experiments in Obtaining Consumer Expenditures by Diary Methods." Journal of the American Statistical Association, v. 66, no. 336 (December, 1971), 725-35.

Sudman, Seymour, and Ferber, Robert. "Some Experimentation with Recall Procedures and Diaries for Consumer Expenditures." Proceedings of the American Statistical Association, Business and Economic Statistics Section, 1971, pp. 247-53.