

# Survey Research

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## Current Research

Further information on the studies described below should be obtained from the organizations conducting the studies at the addresses given in parenthesis at the beginning of each organization's listings.

### **Bureau of Applied Social Research Columbia University**

(605 West 115th Street, New York, N.Y. 10025)

*Non-Returning Foreign Students in U.S. Colleges and Universities: Education, Personal Adjustment, and Career.* This study involves an analysis of the migration of students from developing countries to the U.S. Supported by the U.S. Office of Education and the National Science Foundation, the study is based on a nationwide sample of over 1,300 foreign students in about 30 colleges and universities in the U.S. The principal dependent variable is the student's decision whether to stay abroad or to return to his country. Also of interest are the causes of the flow of students to the U.S. Study directors: Peter M. Blau and Orlando Rodriguez.

### Completed project:

*The Use of Indigenous Interviewers in Survey Research.* This study, which was supported by the National Center for Health Services Research and Development, was undertaken to ascertain the benefits and limitations of the practice of using interviewers that are racially and economically similar to the respondents. A mail survey of research organizations that had conducted interview surveys of

low-income populations turned up 151 informants who cooperated in returning questionnaires asking about the surveys they had conducted, the characteristics they sought when hiring interviewers, the interviewers' recruitment, training and supervision, and their assessment of interviewer performance. A 70-page report on the study, *Practices of Research Organizations in Surveys of the Poor*, is available from BASR for \$2. Study director: Carol H. Weiss.

### **Bureau of Social Science Research Washington, D.C.**

(1990 M Street, N.W., Washington, D.C. 20036)

*WIN Voucher Program.* In its third study of the Work Incentive Program (WIN), BSSR is focusing on an innovation in the program--the use of vouchers by clients to purchase their training. Prior to a full-scale experiment to evaluate a voucher system, the present feasibility study is being carried out over a nine-month period to examine problems that might affect such an evaluation. During the first three months, baseline program information will be gathered in interviews with staff and participants and through observations of training-related activities. Then vouchers will be issued to all new participants over a two-month period, until 150 vouchers have been issued. Analysis of data from interviews with participants and staff will be used to describe utilization and reactions to the voucher program, and will lead to recommendations concerning the feasibility and structure of a full experiment.

Study director: Laure M. Sharp.

### **Center for Urban and Regional Studies University of North Carolina**

(Chapel Hill, North Carolina 27514)

*Performance Criteria for New Community Development: Evaluation and Prognosis.* This national study of environmental preferences and the quality of life is supported by Research Applied to National Needs (RANN), National Science Foundation. The major goals are to provide public and private agencies concerned with new towns with a scientific basis for (1) evaluating new community characteristics that contribute most to residents' quality of life, and (2) estimating the feasibility of actually achieving such characteristics in the new community development process. Data are being collected in a sample of 36 communities, including 15 planned new communities, 15 nearby less planned communities to serve as controls, and 6 special control communities (2 planned retirement communities, 2 black suburban communities, and 2 suburban low- and moderate-income housing developments. Those being interviewed are residents, personnel responsible for facilities and services, and housing decision participants (developers, bankers, etc.). Principal investigator and project director: Shirley F. Weiss.

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


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

*A Study of Young Men and Their Family Networks in Camden.* Sponsored by the Center for Research on the Acts of Man, Philadelphia, through the U.S. Department of Labor, this study involves collecting and processing data from approximately 640 males and 400 of their mates in Camden, New Jersey. Through personal interviews lasting about two hours each, an attempt is being made to better define the relationships between paternal authority and the outcome of work training and income maintenance programs.

Principal investigator: Samuel Z. Klausner.

*WIN Study of Women.* In this study supported by the Center for Research on the Acts of Man, Philadelphia, through the U.S. Department of Labor, ISR is tracing and reinterviewing 350 women to complete the third and final phase of a study of women participating in the Work Incentive Program (WIN) in Camden, New Jersey. In this research, an attempt is being made to assess the impact of WIN training on the work goals and work behavior of AFDC recipients. Principal investigator: Samuel Z. Klausner.

*A Study of Young Men and Contraceptives.* The Condom Information Service of the Population



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Urbana, Illinois 61801

Services International (PSI) mailed several informational packages about reproduction, venereal disease, and contraception to male high school students in low-income areas throughout the country. In addition, these young men were given the opportunity to purchase condoms through the mail at a reduced price. ISR, through self-administered mail questionnaires to a sample of 600 young men in Philadelphia, Cleveland, and 13 rural areas across the country, will evaluate the effectiveness of PSI's program in motivating young men to use condoms. Study director: Richard Vanderveer.

*A Study of Health and Nutrition Examination Survey (HANES) Nonresponse.* In this study for the Health Services and Mental Health Administration of HEW, ISR is developing and testing procedures to identify significant factors that led to individuals' decisions not to participate in the Health and Nutrition Examination Survey program. Personal interviews will be conducted with a sample of 400 participants and nonparticipants in five large cities in order to determine demographic, attitudinal, and behavioral differences that may exist and to ascertain ways in which response rates may be increased.

Study director: Richard Vanderveer.

*Postcensal Estimates.* A statistical procedure that has been developed for estimating county and state populations has been tested successfully using data from the 1970 census. A project is currently under way to establish the procedure at the Bureau of the Census and to compile estimates for subsequent years. Principal investigator: Eugene Ericksen.

Completed project:

*Professional Practices Survey.* This study was conducted in May and June, 1973, among the membership of Division 23 (Consumer Psychology) of the American Psychological Association in an effort to develop a more systematic understanding of those difficult ethical situations that place stress upon the consumer psychologist. Information was obtained about preferred action strategies in each of 18 situations, as well as about whether respondents themselves had ever experienced similar situations. The survey involved mail questionnaires, with a national sample of 340 members. Principal investigator: Leonard A. LoSciuto.

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

(19 George Washington Street, P.O.B. 7150,  
Jerusalem 91070, Israel)

*Values and Behavior of Youth.* Sponsored by the Israel Ministry of Education and Culture,

the purpose of this survey is to study the values, evaluations, and behavior of school youth in Israel with respect both to self and to the political, economic, and social-cultural situation in the world and in Israel. Personal interviews are being held with 5,000 youths throughout Israel.

Principal investigator: Louis Guttman.

Completed project:

*Sanitation in Restaurants in Israel.* The purpose of this study for the Israel Ministry of Health was to provide the Ministry with information on the knowledge, attitudes, and behavior of senior workers in restaurants toward sanitation in restaurants and to measure the influence on these workers of a course on this topic. The survey also studied expectations of diners in these restaurants with respect to the sanitary situation there. Personal interviews were conducted in the summer, 1973, with 1,000 workers and 2,000 diners in the four large cities in Israel.

Principal investigators: Oved Cohen and Tamar Biran.

**National Opinion Research Center  
University of Chicago**

**In Chicago**

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

*Social Change since 1948.* The purpose of this two-year study, supported by the National Science Foundation, is to measure and analyze social change over time by use of replicated items from surveys conducted since 1948. The study involves selected variables from about 300 studies, which were largely personal interview studies using U.S. national samples. The items are largely those used in the NORC General Social Surveys for 1972 and 1973. Study director: James A. Davis.

*The Social Effects of Catholic Education: Replication of the 1963 Study.* This study, supported by the National Institute of Education, is a replication of the 1963 study (NORC Study 476) reported in Andrew M. Greeley and Peter H. Rossi, *The Education of Catholic Americans* (Chicago: Aldine, 1966). The objectives of the replication are to study (1) the effectiveness of value-oriented education, (2) the Catholic school as a viable alternative to the traditional forms of public education, and (3) Catholic schools as a natural experiment in social change, with comparison of the 1963 and 1973 data. In the two-year study, personal interviews will be conducted with a national sample of 1,000 Roman Catholics. Study directors: Andrew M. Greeley and William C. McCready.

*Study of Occupational and Psychological Functioning.* This study for Melvin Kohn of the Laboratory for Socio-Environmental Studies involves reinterviews with about 750 men originally interviewed in a 1964 study (NORC Study 481) reported in Kohn, *Class and Conformity: A Study in Values* (Homewood, Ill.: Dorsey Press, 1969). These personal reinterviews will include information on job description, job context, and job stability. The study will also involve personal interviews with about 650 wives of these men (wives were not interviewed in 1964) with emphasis on questions in the 1964 interview dealing with child-rearing practices, plus interviews with about 400 children in the households.

Principal investigator: Melvin Kohn, Laboratory for Socio-Environmental Studies, NIMH, 9000 Rockville Pike, Bethesda, MD 20014.

### **In New York**

(817 Broadway, New York, New York 10003)

*Health and Happiness among the Elderly.* Sponsored by the Department of Community Medicine, Mt. Sinai Hospital, for the National Institute on Alcohol Abuse and Alcoholism, the purpose of this study is to determine whether the use of alcoholic beverages is in any way related to the health and happiness of older people. It is thought that since the elderly are limited in several areas of life--their health may be impaired, their activities curtailed, and their economic condition restricted--a moderate amount of alcohol may make their life more enjoyable. Personal interviews are being conducted with 185 persons 65 years and older living in upper Manhattan.

Principal investigator: Louise Johnson.

*Mid-town Manhattan Re-study.* This study, sponsored by the College of Physicians and Surgeons of Columbia University for the U.S. Public Health Service, involves reinterviewing people interviewed 20 years ago in the Midtown Study. The purpose now, as then, is to assess the mental health impairment of a specific group of urban dwellers. The reinterview will permit measurement of change in some of the same dimensions over time, plus first-time readings on other dimensions. Personal interviews will be conducted with as many of the original 1,660 respondents as can be located, whether they still live in Manhattan or have moved elsewhere.

Principal investigator: Leo Srole.

*A Methodological Study for Longitudinal Examination of Commonly Occurring Stressful Events, Psychiatric Symptomatology, and Role Functioning.* This study involves the use of lay interviewers among a selected subsample of a probability sample of New York. The instrument is to be a combination of a structured interview

schedule normally administered by lay interviewers and a psychiatric status schedule normally administered by psychiatrists or other clinicians. The purposes are to construct such a composite instrument, to test it in a series of three personal interviews with the same 150 respondents over the period of a year, and to see how well lay interviewers can administer such an instrument. In addition, Phase II of the study involves the use of the Holmes-Rohe judgment scales and a sample of 200 cases. The study is sponsored by the Social Psychiatry Research Unit, Columbia University Medical Center, for the National Institute of Mental Health.

Principal investigators: Bruce and Barbara Dohrenwend.

### **Office of Institutional Educational Research University of Washington**

(Evaluative and Counseling Services, PA 30, University of Washington, Seattle, Washington 98105)

Completed project:

*Travis AFB Food Service Evaluation.* This was a preliminary survey of satisfaction with dining facility service at Travis Air Force Base, California, to establish base lines before modification of the food service system. Sponsored by the U.S. Army Natick Laboratories, the study involved personal interviews in July, 1973, with 800 respondents at the base. Principal investigator: Judith Fiedler.

### **Public Opinion Survey Unit University of Missouri/Columbia**

(211 Swallow Hall, Columbia, Missouri, 65201)

Completed projects:

*Southeast Missouri Health Care Study.* From January-August, 1973, telephone and personal interviews were conducted for Health Delivery Systems, Inc., in 1,500 households in southeast Missouri, gathering information on approximately 4,500 persons. Availability and use of health care services were measured, and information was obtained on the number of sick days and hospitalizations in the past year, dental care, emergency care, attitudes toward physicians, health insurance, etc. Principal investigator: Anita Mackie.

*United Way Survey.* In June, 1973, telephone interviews were conducted for the United Way of Columbia with approximately 100 managers and owners of medium-sized businesses in Columbia. Their attitudes toward giving to chari-

ties in general and to the United Way in particular were ascertained.

Principal investigator: David Leuthold.

NOTE: For an article on the dissolution of POSU, see p. 10.

### **Research Triangle Institute**

#### **North Carolina**

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

Center for the Study of Social Behavior

*Study of the Contexts of Drinking for Selected Target Populations in the United States.* In this study sponsored by the National Institute on Alcohol Abuse and Alcoholism, a personal interview questionnaire developed by NIAAA is to be first pretested and then administered in Los Angeles, Seattle, Dallas, Detroit, Pittsburgh, Atlanta, and Boston to a sample of 4,000 persons 18 years or older who drink alcoholic beverages at least once a month, and to a 10 per cent subsample of persons of the same age who drink less often. The study is designed to (1) identify the interpersonal-situational contexts in which drinking occurs, and (2) determine the contextual differences for such cultural variables as age, sex, ethnicity, religious affiliation, and socioeconomic level. Principal investigator: Eva Gerstel.

*A Survey of Adolescent Drinking Behavior.* This is a study to design and complete a nationwide survey of adolescent drinking behavior. A number of earlier studies have indicated that the period of adolescence is critical for attitude formation toward and initial experience with alcohol usage. This study, sponsored by the National Institute of Mental Health, involves personal interviews with a sample of 15,000 respondents. Principal investigator: Valley Rachal.

Center for Educational Research and Evaluation

*First Follow-up Survey, National Longitudinal Study of the High School Class of 1972.* The purpose of this study sponsored by the National Center for Educational Statistics, U.S. Office of Education, is to provide statistics on the experiences of a national sample of students as they move out of the high school system, by gathering information on the post-secondary activities of high school graduates--whether they enter the labor force, go to college, join the armed forces, get married, go to a vocational school, or become unemployed. Mail questionnaires are being sent to a national sample of 22,000 graduates from high

school in 1972.

Principal investigator: J. A. Davis.

*Educational Talent Search and Upward Bound Evaluation and Determination of Effectiveness.* RTI has contracted with the U.S. Office of Education to plan a comprehensive study of two pre-college programs for low-income students: Educational Talent Search and Upward Bound. The study will examine such areas as student success, effectiveness of program elements, impact of programs on educational institutions, and cost-effectiveness of programs. The planning phase of the study is currently under way, and if the proposed design is approved by USOE, RTI will conduct the evaluation in 1974, using mail questionnaires to a national sample. Principal investigator: John N. Pyecha.

### **Statistical Laboratory**

#### **Iowa State University**

(Snedecor Hall, Ames, Iowa 50010)

*Unemployment Compensation.* The purpose of this study for the Iowa Employment Security Commission is to estimate the impact of extending unemployment compensation benefits to Iowa public employees at lower than federal and state levels. Samples were drawn to collect 400 names of potential beneficiaries in each of three classes. The interviewing has been conducted and estimates are now being developed.

*Driver Education.* This study of driver education students and programs in Iowa, made in cooperation with the Iowa Department of Public Instruction, attempts to determine the effect of such programs on the frequency of accidents and violations of participants. The study involves interviews with some 3,000 students.

### **Survey Research Center**

#### **Brigham Young University**

(211 Jacobs House, Provo, Utah 84602)

Completed projects:

*Association of College Unions International Survey.* In this self-study of individual and institutional members of the Association of College Unions--International, mail questionnaires were sent to a national sample of 600 members of the Association. The data will provide base-line information for the Executive Committee in determining future direction, programming, and conference agendas for the Association.

Principal investigators: Lynn England and Robert J. Parsons.

*Recreational Preference Survey.* Sponsored by National Paddleball Courts Inc., the purpose of this survey was to assess the recreational needs and facilities in Provo, Utah, and five neighboring towns. Mail questionnaires were sent to a sample of 3,000 in these communities. Principal investigators: Edward W. Hoppe and Robert J. Parsons.

*Banking Preference Survey.* The purpose of this study for the Valley Bank and Trust Company, Salt Lake City, was to assess the banking needs and facilities in the cities of Nephi and Delta, Utah. Personal interviews were conducted with a sample of 400. Principal investigators: Edward W. Hoppe and Robert J. Parsons.

### **Survey Research Center University of Michigan**

(Institute for Social Research, University of Michigan, Ann Arbor, Michigan 48106)

*Study of Family Economics.* Financed by the Office of Economic Opportunity, this panel survey on the causes and results of changing family economic status was originally planned as a five-year study for the years 1968-72. However, because of the valuable information collected each year, SRC decided to continue the study on a scaled-down basis and to conduct a brief 15 or 20 minute interview in 1973 with all 5,060 families in the sample, using the telephone when possible. The new questionnaire is limited to those things that are most likely to have changed in the past year. Study director: James N. Morgan.

Completed project:

*Drinking, Hostility, and Alienation in Driving of Young Men.* This report, prepared by Donald Pelz and Stan Schuman for a conference on alcoholism sponsored by the National Institute on Alcohol Abuse and Alcoholism, presents findings from a series of studies aimed at discovering why young drivers--especially young men--have a high rate of highway crashes and traffic citations. The most recent study involved a survey of 1,700 young drivers from a representative sample of households near Detroit. The young men in the sample were questioned about their habits, general attitudes and aspirations, and feelings about themselves and their relationships with parents, school officials, or other adult authority figures. From their responses Pelz and Schuman obtained measures of their drinking and smoking behaviors and constructed indices of their hostility or aggression, their adjustment to or alienation from the educational system, and their feelings about their own

abilities to carry out plans and meet goals. These measures were then compared with the actual driving records of the young respondents.

Pelz and Schuman report that young men who were weekly heavy drinkers and who drove after drinking had substantially more infractions than did nondrinkers or heavy drinkers who did not usually drive after drinking. They add, however, that "in a general way the amount of drinking had little relationship to either crashes or violations. In the absence of an underlying aggression, drinking was not accompanied by dangerous driving."

### **Survey Research Center State University of New York at Buffalo**

(4230 Ridge Lea Road, Buffalo, N.Y. 14226)

*Problems of the Carless.* This study for the Department of Transportation seeks to define the transportation problems of the carless by identifying and specifying representative groups of the carless, their travel needs and priorities, and their travel opportunities. Personal interviews are to be conducted with approximately 400 persons in the Buffalo area. Principal investigators: Robert Paaswell and Wilfred Recker, Dept. of Civil Engineering.

### **Survey Research Center Oregon State University**

(Corvallis, Oregon 97331)

*Quality of Life of Oregonians.* The basis for this study sponsored by the Rockefeller Foundation is that a quality-of-life component is among those functioning in a simulation model relating to man and his activities concerning environmental quality in Oregon. Data for testing the relationships postulated will be gathered this fall through personal interviews with approximately 2,000 persons in Oregon. Principal investigator: Robert Mason, Sociology.

*Utilization of Statistical Services of the Oregon State Board of Education.* Sponsored by the Oregon State Board of Education, this survey is to be conducted this fall to determine the extent of the utilization of statistical services of the Board by local education agencies, intermediate education districts, community colleges, and other concerned public groups in Oregon. Through mail questionnaires to a sample of 120, data will be obtained on the information needs of these groups and on

how these information needs are being met.  
Principal investigator: G. David Faulkenberry.

### **Survey Research Centre York University**

(Institute for Behavioural Research, York University, 4700 Keele Street, Downsview, Ontario, Canada M3J 2R6)

*Leisure Role Socialization.* The purpose of this study, sponsored by the Canada Council, is to determine the extent to which Canadians have been and are now involved in sport--both as participants and as consumers. The Canadian phase of the study is part of a 15-country undertaking. The study involves personal interviews in Toronto and Montreal, with samples in each city of 500 Canadian-born adults (male and female) aged 25-34 and 500 adolescents aged 16. The data in Montreal are being collected by the Centre de Sondage, Universite de Montreal.

Principal investigators: G. Kenyon and B. MacPherson, University of Waterloo.

*Longitudinal Study of Enrollment Patterns in Ontario Post-Secondary Educational Institutions.* Sponsored by the Ontario Ministry of Colleges and Universities, this study seeks to determine the predictive power of community college and university student intentions as indicators of enrollment this fall and in subsequent academic sessions. Mail questionnaires were sent to 3,700 university students and 3,200 college of applied arts and technology students in Ontario.

Principal investigator: J. D. Munro and G. L. Oliver.

*Economic Profile of Blind Workers.* In this study for the Federal Department of Manpower and Immigration, personal interviews are being conducted in Toronto with 250 blind workers registered with the Canadian National Institute for the Blind. The purpose is to analyze the principal occupations in which blind people are engaged both in private industry and within the work force of the Institute. The research will be used to improve programs in vocational guidance, training, and job placement.  
Principal investigator: G. H. McKechnie.

### **Survey Research Laboratory Arizona State University**

(Sociology Department, Arizona State University, Tempe, Arizona 85281)

*Papago Freeway.* The purpose of this study is to ascertain attitudes toward the Papago Free-

way using a sample of 200 persons in the Phoenix area.

Faculty co-participant: Albert J. Mayer.

*Tempe Recreation Survey.* This study on knowledge, experiences, and attitudes regarding recreation in Tempe involves a sample of 200 persons in Tempe.

*Travel Study.* The two major foci of this study are campus attitudes and local travel patterns. The sample will consist of 300-500 members of the Arizona State University staff and faculty.

Faculty co-participant: Albert J. Mayer.

### **Survey Research Laboratory University of Illinois**

#### **at Urbana-Champaign**

(414 David Kinley Hall, Urbana, Illinois 61801)

*Consumer Behavior Research.* Supported by a \$83,300 grant from the RANN Program of the National Science Foundation, the purpose of this two-year study is to gather and synthesize in a single source present knowledge of consumer behavior from the various social science disciplines. The results will be presented in a comprehensive volume for specialists and students in the field and in a simply written summary for public officials and executives concerned with public policy and related aspects. The study will be carried out by inviting experts to prepare papers summarizing knowledge in their area of consumer behavior. These papers will be reviewed and discussed at a small invitational conference prior to publication.

Principal investigator: Robert Ferber.

*OSPI Education Study.* This study for the Office of the Superintendent of Public Instruction, State of Illinois, seeks to discover what different groups in the state (the general public, teachers, administrators, and students) think about education in Illinois. The study involves telephone interviews with a sample of 2,800 and self-administered questionnaires distributed by OSPI to 2,000 students.  
Project coordinator: Diane O'Rourke.

*Evaluation of Public Service TV Ads.* The purpose of this study being conducted in Rockford and Peoria, Illinois, for the Division of Vocational and Technical Education, State of Illinois, is to evaluate the response of employers, working class employed, and disadvantaged (income below \$5,000 per year or unemployed for at least two months) to a series of TV an-



nouncements directed at employing and promoting the disadvantaged (blacks, women, older people, etc.) in order to measure possible changes in attitudes and behavior of these groups. The sample for each location is composed of 100 employers, 250 working class, and 250 disadvantaged. Both personal and telephone interviews are being used. The first wave of interviewing before the TV announcements were run was conducted in August, and the second wave will be conducted after the six-week period of announcements.

Project coordinator: Nancy Morrison.

#### at Chicago Circle

(4075 Behavioral Sciences Building, Chicago Illinois 60680)

*Extended Day Sessions Feasibility Study.* The purpose of this study for the University of Illinois at Chicago Circle is to estimate what the potential enrollment at the Circle campus might be if the University decided to extend class hours into the evening. A variety of samples in Chicago and suburbs are being used, with questionnaires being administered in groups at schools to 3,600 high school juniors and seniors, 1,000 junior college students, and 1,000 Chicago Circle students, and telephone interviews being conducted with 1,200 persons in the general population.

Project coordinator: Matilda Frankel.

*Hypertension among Adolescents.* Sponsored by Dr. Robert A. Miller, Cook County Children's Hospital, and Dr. Richard Shekelle, University of Illinois at the Medical Center, the purpose of this study is to evaluate the social stress vs. genetic factors as causes of hypertension by studying adolescents screened from high school students in the Chicago suburban area during 1970-71. The study involves 292 complete family sets that have been divided equally into an index group consisting of those where the adolescent consistently had elevated blood pressure on each of five occasions and a control group where the adolescent did not have elevated blood pressure. Each member of the family set is to complete a self-administered questionnaire and the interviewer is to take a blood pressure and pulse reading from each respondent both before and after the questionnaire is filled out. The adolescent and mother are also each to complete a longer self-administered questionnaire, and a personal interview is to be conducted with the biological mother or father or with an adult with first-hand knowledge of the biological family in order to collect data about various family members. At the conclusion of the interview with the index group only, the interviewer is to arrange an appointment for the adolescent to report to the study sponsors for a free, comprehensive medical examination. This phy-

sical is intended both as compensation for participation in the study and as a means of gathering data.

Project coordinator: Frederick J. Kviz.

*South Holland School District 151 Survey.* The purpose of this study for the South Holland (Illinois) School District is to find what goals, values, and moral obligations citizens of the district hold regarding education. The ultimate objective is to bring together the values of the citizens and the values of the school district to create the kind of school system that will be supported by the whole community. The survey methods consist of personal interviews with a household sample of the community school district population, mail questionnaires to teachers and administrators, and self-administered questionnaires for school students in class.

Project coordinator: Jeanne Sigler.

*Webster Groves Revisited.* SRL is assisting in this study sponsored by John Johnstone of the Sociology Department, University of Illinois at Chicago Circle, and KMOX-TV, St. Louis. The study is a replication of the 1965 Webster Groves Study, and the material will be used for a television documentary. Classroom interviews will be conducted with 750 16-year-olds in Webster Groves, Missouri.

Project coordinator: Jeanne Sigler.

#### Survey Research Program

##### Boston

(100 Arlington Street, Boston, Massachusetts 02116)

*Hartford Crime Study.* In this study sponsored by the Law Enforcement Assistance Administration before and after measures of fear and crime victimization are being gathered in Hartford, Connecticut, to assess the impact of an experimental program to change environmental design and community involvement in order to reduce crime. The study utilizes both personal and telephone interviews, with 900 interviews before and 900 after the program.

Principal investigator: Thomas Repetto.

*Boston Area School Study.* Sponsored by the National Institute of Education, the purpose of this study is to examine changes in the views of public school parents regarding steps to achieve racially balanced schools, as well as other school-related issues, during the course of an anticipated series of legal decisions affecting Boston area school policy. In this panel study, two waves of personal interviews and two waves of telephone interviews will be conducted with a sample of 600 public school parents in Boston and its suburbs.

Principal investigator: Michael Ross, M.I.T.



## Wisconsin Survey Research Laboratory University of Wisconsin

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

*A Study of Lawyers.* This study of lawyers who have participated in or are currently participating in legal services activities is being undertaken by the Institute for Research on Poverty, University of Wisconsin. Of interest is the existence of a Legal Rights movement and its directions and aspirations as manifested in the organizations and careers of lawyers who compose it. The study is seeking to learn what kinds of Legal Rights work has been and is being done, what kinds of lawyers are doing it, and in what organizations they are working. Telephone interviews are being conducted from the Survey Lab in Madison with a random sample of 4,000 lawyers throughout the continental U.S., with advance letters containing a copy of the questionnaire sent to the lawyers before they are telephoned.

Principal investigators: Joel F. Handler, Law, and Jack Ladinsky, Sociology.

### Completed projects:

*Family Health Study.* Conducted for the Center for Medical Sociology and Health Services Research, University of Wisconsin, this study concerned reactions to different health care plans in Milwaukee, with principal interest in the consumer utilization of those participating in prepaid group practices as contrasted with those participating in fee-for-service systems of medical care. The study was conducted in two parts and involved both personal and telephone interviews using a sample of 1,600 persons in the Milwaukee area. Study director: Richard C. Tessler.

*Prospective and Recent Home Buyers.* This study was sponsored by the Institute for Environmental Studies, University of Wisconsin, with funds provided by a grant from the National Science Foundation. The primary purpose was to gather information that would help measure the satisfaction of home buyers with the choices available to them and to predict the demand that might exist for some types of housing not currently available. Measurements were made of the preferences of recent and prospective home buyers for a variety of residential land use characteristics: private backyard size, distance between houses, number of floors, etc. The personal interview study involved a sample of 550 home buyers in the Milwaukee area and surrounding counties in southeastern Wisconsin. Principal investigators: Mark D. Menchik, Geography and Environmental Studies, and Robert L. Knight, Environmental Studies.

*Health Needs of the Elderly.* The purpose of this study was to ascertain the health needs

and problems of residents of Milwaukee's high-rise public housing for the elderly and these residents' patterns of seeking health care. The study was sponsored by the Milwaukee Urban Observatory in cooperation with the Department of Anthropology and School of Nursing, University of Wisconsin-Milwaukee, with financial support from the National League of Cities. The study involved personal interviews with a sample of 550 occupants in about half of Milwaukee's high-rise buildings for the elderly. It was the first phase in what is hoped will be a multiple-phase project extending over four or more years, with the second phase involving the establishment of health clinics in several high-rise buildings.

Study director: Edward Wellin, Anthropology.

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## Personnel Notes

Under a reorganization at the National Opinion Research Center last May, a number of new positions have been created. *Paul Sheatsley* has been made Assistant Director of NORC in addition to continuing as Director of NORC's Survey Research Service. *Eve Weinberg*, who was formerly Field Director, is now Assistant Director in Charge of Operations; *Pearl Zinner*, Eastern Field Director since 1963, has been appointed Assistant Director for New York Operations; and *Charles F. Smoot*, NORC's Business Manager, has become Assistant Director for Business and Finance. In NORC's Field Department, *Celia Homans*, formerly Assistant Field Director, has been named Field Director, and *Fansayde Calloway*, also a former Assistant Field Director, has been appointed National Field Manager.

In addition, *James S. Coleman* has returned to NORC as a Senior Study Director after being Professor in the Department of Social Relations at Johns Hopkins University for a number of years. He is also now a Professor in the Department of Sociology at the University of Chicago. Another new joint appointment is that of *Martin Frankel*, who has been appointed Technical Director and a Senior Study Director at NORC as well as Assistant Professor of Statistics at the University of Chicago's Graduate School of Business. He was formerly an Assistant Professor of Statistics at Baruch College, City University of New York.

*Thomas Hodgson* has been named Acting Director of the Office of Institutional Educational Research at the University of Washington. The

former director, *James K. Morishima*, has become Director of the Asian-American Studies Program at the University.

*Junius A. Davis* has been appointed Director of the Center for Educational Research and Evaluation at the Research Triangle Institute (see p. 1). He was formerly director of the Educational Testing Service southeastern office in Durham, North Carolina.

*Lewis Mandell* has been named Director of the new Social Science Research Institute at the University of Maine, Orono. The institute was recently established by the University's social science departments and School of Business. Formerly a study director in the Economic Behavior Program at the Survey Research Center, University of Michigan, Dr. Mandell also holds the position of Associate Professor of Economics at the University of Maine.

At the Survey Research Center, Brigham Young University, *Edward W. Hoppe* has been appointed Assistant to the Director.

The UCLA Survey Research Center has appointed *Mary Pori* as Supervisor of Data Processing. She was formerly at the Center for Advanced Study in Behavioral Sciences, Stanford, California. *Laurel VanderVelde*, formerly with the University of Michigan working on the Detroit Area Study, has joined the Center as Supervisor of Data Reduction; *Sally Gorelink*, formerly in the University of Utah's Department of Sociology, has become Project Director of the Health Survey Reference Index project. Leaving the Center have been *Bertram Raven*, formerly Associate Director, who remains in the UCLA Department of Psychology, and *D. Michael Walton*, formerly Special Assistant to the Director for Planning and Development.

*Leslie Kish* returned to the Survey Research Center, University of Michigan, in June after a one-year sabbatical leave, much of which was spent working at the London School of Economics. *Donald C. Pelz*, a program director in SRC's Organizational Behavior Program, has been appointed Director of ISR's Center for Research on Utilization of Scientific Knowledge (CRUSK), a position he will assume on July 1, 1974, for a five-year term.

At the Survey Research Centre, York University, *Freda Marsden* has been appointed Assistant Director, a position previously held by *Shan Ross*, who has joined the Field Division of Statistics Canada. Taking Ms. Marsden's old

position of Field Supervisor is *Joan Roberts*, who was formerly Technical Supervisor. The holder of that position is now *Burt Patel*, whose previous work was coding.

*Tom Mangione* joined the staff of the Survey Research Program, Boston, in September as Assistant Director. Another new staff member is *Laurence Branch*, who is a Research Associate with the Program.

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## Research Center News

### Missouri Survey Unit Dissolved

The Public Opinion Survey Unit, University of Missouri, is being dissolved this fall as an economy measure. In the past, the POSU had been subsidized by the College of Administration and Public Affairs of the University. The College provided the salaries of the Director and the supervisor of the Sampling Section, office space on the Columbia campus, computer time, and the salaries of a part-time accountant and computer programmer and also covered miscellaneous expenses. Total value of the subsidy was approximately \$40,000 per year and had been as high as \$60,000 some years. Outside income to POSU for survey activities usually totalled one to two times the amount of the subsidy. The University's indirect charge of 58.17 per cent of salaries and wages, which was charged to all POSU clients, was credited to the University's general fund rather than the POSU account.

POSU, a survey research facility and data archive for academicians, public agencies, and private organizations, was formed in 1964 with David C. Leege as the Director. When he left POSU in 1968 to become the Director of the Survey Research Center at the State University of New York at Buffalo, David Leuthold became the POSU Director. POSU conducted many statewide surveys and numerous surveys in the St. Louis area, particularly on the subjects of health, manpower and unemployment, and politics. In the early years of the organization, almost all surveys were done with personal interviews. In later years, mail and telephone interviews were utilized more frequently.

David Leuthold, the Director, and Bernard Lazerwitz, the supervisor of the Sampling Section, are transferring to full-time teaching in the political science and sociology departments, respectively. Mary Ann Fitzgerald, the

Field Director, is employed by the National Opinion Research Center as an area supervisor, a position she has held for a number of years in addition to her work at POSU. Several former POSU staff members have joined together to conduct surveys as an independent survey research organization. They use the same personnel and procedures as POSU in order to provide high-quality survey research. Ironically, the first two contracts received by this group were from the University of Missouri.

Data from past POSU survey may be secured by interested scholars by writing the Public Affairs Information Service, College of Administration and Public Affairs, 311 Middlebush, Columbia, Missouri 65201.

## **RTI Expands Educational Programs**

The Research Triangle Institute has decided to expand its educational research and evaluation programs and has appointed Junius A. Davis as the new director of the Center for Educational Research and Evaluation. Research at the college and university levels and among educationally disadvantaged groups are expected to be important areas of growth at the Center. The main focus of activity at the Center now involves assistance in the planning, administration, and evaluation of educational assessment programs for individual states. (For other studies currently in progress at the Center, see p. 5).

## **NORC General Social Survey, Spring, 1973**

This was the second year of the National Opinion Research Center's five-year General Social Survey, which uses items that have appeared at least once in previous national studies after 1945. Data from the 1973 survey, which involved personal interviews with about 1,500 respondents nationwide, are now available from the Roper Public Opinion Research Center (Williams College, Williamstown, Massachusetts 01267), which handles distribution of the data. The cost for the 1973 data is \$100 (\$25 per deck on cards), plus postage; included is one copy of the codebook. The 1972 data are also still available from the Roper Center for \$50 (\$25 per deck for cards), plus postage. Also available from the Roper Center are additional copies of the 1973 codebook for \$2.00 each, plus postage, and extra copies of the 1972 codebook for \$1.50 each, plus postage.

## **ISR News Column**

Last spring the Institute for Social Research at the University of Michigan and the King Features Syndicate initiated a cooperative effort to produce a newspaper column for the nation's daily press. The syndicated column, which presents a weekly analysis of ISR research and currently reaches approximately 30 daily papers, is one of several experiments begun at ISR in its continuing program to disseminate research findings.

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## **Requests for Material**

### **Poison Prevention Materials Needed for Mr. Yuk**

The Pittsburgh Poison Center and East Stroudsburg State College are engaged in designing a curriculum unit to be used in schools to teach children about a new poison warning symbol called "Mr. Yuk." This round, green scowling face, copyrighted by Children's Hospital of Pittsburgh, was designed to be unattractive to children and is produced as a sticker to be placed on dangerous products in the home. For Mr. Yuk to be effective in reducing accidental poisonings in the home, children must be taught that the symbol means danger. Therefore, to aid in designing a curriculum unit on poison prevention, project staff members from the College and the Pittsburgh Poison Center are gathering materials from school districts and research centers across the nation. If readers know of any material dealing with poison prevention on the preschool or primary grade level, please write to Dr. Thomas J. Rookey, Director of Educational Development, East Stroudsburg State College, East Stroudsburg, Pennsylvania 18301.

## **Census Evaluation**

The Census Bureau is beginning an extensive program focusing on the output of the 1970 census. The result should be improved products and better services for the proposed mid-decade sample survey and the 1980 census. The Census Bureau has asked for comments and suggestions from users since the principal objective of the evaluation is to improve the value of census programs for their users. Please send such observations to the Data Access and Use Laboratory, Data Users Services Office, Bureau of the Census, Washington, D.C. 20233.

# Publications

## Two New Journals

*Research in Consumer Behavior.* This new interdisciplinary quarterly will provide a vehicle for communication of empirical research, theory, and methodology as they relate to consumer behavior, with special emphasis on articles with interdisciplinary content or interest. The journal is edited by Ronald E. Frank, The Wharton School, University of Pennsylvania, Philadelphia, and the first issue is scheduled on or before June, 1974. Sponsored by ten professional associations, *RCB* is guided by a Policy Board consisting of one member from each association with Robert Ferber, the American Marketing Association representative, serving as chairman. For subscription information, write to Research on Consumer Behavior, 222 South Riverside Plaza, Room 606, Chicago, Illinois 60606.

*Social Indicators Research.* This new journal will be devoted to research dealing with descriptive, evaluative, and prescriptive problems related to the measurement of the quality of life. Edited by Professor Alex C. Michalos of the University of Guelph, Ontario, and published by D. Reidel of Amsterdam, the journal will have an international editorial board. The projected date for publication of the first issue is January, 1974. Correspondence and requests for the journal's prospectus may be directed to Alex C. Michalos, Department of Philosophy, University of Guelph, Guelph, Ontario, Canada.

## Newsletter on Social Indicators

The Center for Coordination of Research on Social Indicators has begun publishing a newsletter on research on social indicators, with the first issue dated March, 1973. Publication of *Social Indicators Newsletter* is one of the functions for which the Center was established by the Social Science Research Council in September, 1972, under a grant from the Division of Social Sciences of NSF. The newsletter provides information about current research on social indicators--books, articles, and unpublished writings--and about research-related activities such as conferences. Reports will be included on ongoing work and research plans of individuals, organizations, and institutions active in the field, and on problems in indicators research and plans for

their resolution. The Center invites individuals to inform them of conferences, grants, manuscripts, research plans and the like that would be of interest to social indicators researchers. Correspondence regarding the newsletter should be addressed to SSRC Center for Social Indicators, 1785 Massachusetts Avenue, N.W., Washington, D.C. 20036.

## New County and City Data Book Issued

The Census Bureau's 1,076-page *County and City Data Book, 1972*, issued in August and available for \$12.20 from the Government Printing Office, provides up-to-date statistical profiles of the nation's more than 3,000 counties and of its cities, metropolitan areas, and urbanized areas. Included are data from the 1970 Censuses of Population and Housing, the 1969 Census of Agriculture, the 1967 Censuses of Business, Governments, Manufacturers, and Mineral Industries, as well as recent statistics from other federal agencies and some private sources.

The new edition of the *County and City Data Book* contains corrected income data (distributions, medians, etc.) from the 1970 census for states, SMSAs, urbanized areas, counties, and incorporated and unincorporated places of 25,000 or more. This data book is the only report in which corrected income data for counties and places of 25,000 or more will appear; corrected data for states and SMSAs of 25,000 or more also appear in the PC(1)-D *Detailed Characteristics* reports of the 1970 census. In addition to the corrected family income data in the *County and City Data Book*, corrected data on specific areas may be requested from the Data User Services Office, Bureau of the Census, Washington, D.C. 20233.

## New Publications

Belson, William A., and Thompson, Beryl-Anne. *Bibliography on Methods of Social and Business Research.* New York: Halsted Press, 1973. 336pp. \$15.50.

Blyth, W. G., and Marchant, L. J. "A Self-weighting Random Sampling Technique." *Journal of the Market Research Society*, 15 (July, 1973), 157-62.

Ericksen, Eugene P. "A Method for Combining Sample Survey Data and Symptomatic Indicators to Obtain Population Estimates for Local Areas." *Demography*, 10 (May, 1973), 137-60.

Monk, Donald. *The Use of Survey Research Organisations and the Costing of Survey Research*. London: Survey Unit, Social Science Research Council, 1972. 51pp. 30p.

Rattenbury, Judith, and Van Eck, Neal. *OSIRIS: Architecture and Design*. Ann Arbor: Survey Research Center, Institute for Social Research, University of Michigan, 1973. 305pp. \$8 paperbound.

U.S. Bureau of the Census. *County and City Data Book, 1972*. Washington, D.C.: Government Printing Office, 1973. 1,076pp. \$12.20.

U.S. National Center for Health Statistics. *Net Differences in Interview Data on Chronic Conditions and Information Derived from Medical Records*. Vital and health statistics, ser. 2, no. 57. Washington, D.C.: Government Printing Office, June, 1973. 58pp. 85¢.

*Quality Control and Measurement of Nonsampling Error in the Health Interview Survey*. Vital and health statistics, ser. 2, no. 54. Washington, D.C.: Government Printing Office, March, 1973. 53pp. 85¢.

U.S. Office of Management and Budget. *Federal Statistical Directory, 1972*. 23rd edition. Washington, D.C.: Government Printing Office, 1973. 290pp. \$2.

Weiss, Carol H.; Baumann, Laurie J.; and Rogers, Theresa F. *Practices of Research Organizations in Surveys of the Poor*. New York: Bureau of Applied Social Research, Columbia University, April, 1973, 70pp. \$2.

Wiseman, Frederick. "Factor Interaction Effects in Mail Survey Response Rates." *Journal of Marketing Research*, 10 (August, 1973), 330-33.

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## Field Directors' Conference

The fifth annual Conference of Field Directors of nonprofit survey organizations was held June 12 and 13 at York University, Ontario, Canada. The co-hosts for the conference were the Survey Research Centre, Institute for Behavioural Research, York University, and the Survey Research Center, State University of New York at Buffalo. A total of 45 participants from 27 academic facilities, nonprofit organizations, or governmental agencies attended the conference, which consisted of four sessions during the two days. At each session, panel members gave informal presentations that served as stimuli for general discussion.

The topic for the first session, chaired by Charles Palit of the Wisconsin Survey Research Laboratory (WSRL), was "Telephone Interviewing" and, in particular, interviewer training, sampling, respondent selection, types of equipment, and the use of telephone interviewing in combination with other methods of data collection. Tracey Noble of WSRL described the field work on several studies conducted at that facility. She reported how they recruited through newspaper advertising and from recommendations of experienced interviewers. She also discussed their interviewer training procedures, interviewing facilities, and types of telephone lines and equipment used.

Floyd J. Fowler from the Survey Research Program in Boston discussed various approaches of using telephone interviewing to supplement personal interviewing rather than ignoring nonresponse persons in a sample.

In the third presentation, Colin Muirhead and Al Machuffe of the Canadian Labor Force (CFL) Bureau, Statistics Canada, described CFL and their phone techniques. They discussed a study in which they combined initial personal interviews and five subsequent interviews by phone.

The main topic of the second session was "Interviewer Fringe Benefits, Supervisory Liability, and Employee Relations." David Leuthold of the Public Opinion Survey Unit, University of Missouri, who chaired the session, first discussed the problems of POSU in dissolving business (see article on p. 10). These problems included finding jobs for employees and meeting existing contracts with clients. He then dealt with the topic of independent contractors vs. employee status for interviewers. Various participants mentioned how their organizations handled this matter, and the pros and cons of employing interviewers as independent contractors vs. employees were discussed.

The discussion then shifted to supervisory responsibility, the problem of sending interviewers into "high risk" areas, and whether the supervisor was legally responsible for any possible injuries to an interviewer. A subsequent discussion on employees' forming a union elicited little comment since the group agreed that it does not seem to be much of a problem.

The third session of the conference, which was chaired by D. Michael Walton of the UCLA Survey Research Center, dealt with "Field Operations--Quality Control, Costing, and Scheduling." Charlotte Coleman of the Survey Research Center, University of California at Berkeley, discussed the different stages of quality control at her facility, beginning with the early planning stages of a study. She described their training procedures and mentioned verification practices. A discussion followed on

whether verification is really necessary and whether it is a burden on the surveyed population. Various verification practices were mentioned, including verification by mail, and the general consensus was that verification is necessary to ensure quality of data.

Ellin Spector of the Institute for Survey Research, Temple University, gave an overview of completion rates and costs on several of their studies. Her presentation led to a discussion of scheduling, which focused primarily on the problem of OMB clearance. Apparently most organizations have this problem.

The last session of the conference was chaired by Angell Beza of the Institute for Research in Social Science, University of North Carolina, and was devoted to a mixture of topics. Raymond Hunt of the Survey Research Center, State University of New York at Buffalo, discussed a proposal for a consortium to develop a network of university-based research centers to promote contact between centers. He talked about an ad hoc task group that has been formed by the American Statistical Association, with support from the National Science Foundation, to review current issues and problems in conducting survey research.

The second main topic at this session was Affirmative Action Programs. Jeanne Bary of the Survey Research Center, SUNY/AB, discussed the problems that they are having in meeting program guidelines regarding recruitment of minority groups (in their case, American Indians) and wondered whether other organizations had similar problems. It appeared that not many organizations were doing much in terms of affirmative action.

The final discussion was on future meetings, and the group agreed that the conference should remain open to nonprofit survey organizations only. No decision was made on where next year's conference would be held, but participants voted in favor of the Survey Research Center at Berkeley, with the Wisconsin Survey Research Laboratory and the Institute for Survey Research at Temple as alternative locations. It was also decided to continue holding the conference in June.

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## Jobs ↔ People

This column is for the convenience of people available for work in survey research and organizations having job openings in survey research.

Listings should be sent to the Editor, *Survey Research*, and should be approximately 50 words

in length. Names will be coded, if requested. There is no charge for this service.

### Available:

M.B.A., Marketing, University of Chicago; B.A., Psychology, Roosevelt University. 2 years with health organization in survey research; 4 years with large newspaper in survey research; 2 years with professional association in survey research; 5 years with state agency in survey and allied research. Age: 39; married, 2 children. Available immediately for Chicago area. John D. Denne, 1145 S. Wisconsin, Oak Park, Illinois 60304 (Phone: 312-386-6352).

### Available:

Survey researcher: university, government, or research bureau. Nationally-distributed monograph on survey research. Director of 5 personal interview surveys and several mailed questionnaire surveys. Major substantive research interests: family therapy or family development, public policy studies, poverty or community development. Prefer New York City area but will consider any geographic area (especially U.S., Europe, or Israel). Available to begin anytime between May and October, 1974. Write DL, c/o Editor, *Survey Research*.

### Opening:

Chief Statistical Consultant for the Behavioral Sciences Laboratory, University of Cincinnati. Should have consulting experience and formal training and/or experience in multivariate statistics, research design, computer programming, and the use of statistical packages. Ph.D. desired but A.B.D.'s will be considered. Salary range: \$13,600-\$15,300 (12 months). For more details, write to Dr. William R. Klecka, Director, Behavioral Sciences Laboratory, University of Cincinnati, 1403 Crosley Tower, Cincinnati, Ohio 45221.

### Opening:

Research position at the Survey Research Center, Oregon State University. Will have responsibility for survey design and planning, programming and analysis, report writing, and supervision of technical staff. Prefer master's degree in statistics, related work in the social sciences, and some experience in conducting surveys of human populations. Salary level can range from \$10,000, depending on individual's qualifications. An equal opportunity employer. Qualified minority individuals and women are encouraged to apply. Send resumes to Dr. Lyle D. Calvin, Director, Survey Research Center, Oregon State University, Corvallis, Oregon 97331.

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# List of Academic Survey Research Organizations

## UNITED STATES AND CANADA

### Alabama

Dr. John Chavis, Director  
Behavioral Science Research Division  
Tuskegee Institute  
Carver Research Foundation  
Tuskegee Institute, AL 36088  
(205-727-8575)

### Arizona

Prof. Morris Axelrod, Director  
Survey Research Laboratory  
Sociology Department  
Arizona State University  
Tempe, AZ 85281  
(602-965-5000)

### California

Prof. J. Merrill Shanks, Director  
Survey Research Center  
University of California  
2220 Piedmont Avenue  
Berkeley, CA 94720  
(415-642-6578)

Prof. Leo G. Reeder, Director  
UCLA Survey Research Center  
University of California at Los Angeles  
405 Hilgard Avenue, GSM Room 1020  
Los Angeles, CA 90024  
(213-825-0711)

### Canada

Dr. Jacques Brazeau, Director  
Centre de Sondage  
Universite de Montreal  
C.P. 6128  
Montreal, Quebec H3C 3J7  
(514-343-6545)

Dr. C. M. Lanphier, Director  
Survey Research Centre  
Institute for Behavioural Research  
York University  
4700 Keele Street  
Downsview, Ontario M3J 2R6  
(416-667-3022)

### Florida

Dr. Robert E. Mitchell, Director  
Survey Data Center  
The Florida State University  
614B Bellamy Building  
Tallahassee, FL 32306  
(904-599-4570)

### Hawaii

Mr. James E. Dannemiller, Acting Director  
Survey Research Office  
University of Hawaii  
1914 University Avenue, #408  
Honolulu, HI 96822  
(808-948-7889)

### Illinois

Dr. James A. Davis, Director  
National Opinion Research Center  
University of Chicago  
6030 South Ellis Avenue  
Chicago, IL 60637  
(312-684-5600)

Dr. Robert Ferber, Director  
Survey Research Laboratory  
University of Illinois  
414 David Kinley Hall  
Urbana, IL 61801  
(217-333-4273)

### Indiana

Prof. Marvin E. Olsen, Director  
Institute of Social Research  
Indiana University  
1022 East Third Street  
Bloomington, IN 47401  
(812-337-4125)

### Iowa

Dr. Herbert A. David, Director  
Statistical Laboratory  
Iowa State University  
Snedecor Hall  
Ames, IA 50010  
(515-294-3440)

### Maine

Dr. Lewis Mandell, Director  
Social Science Research Institute  
University of Maine  
Coburn Hall  
Orono, ME 04473  
(207-581-2438)

### Massachusetts

Dr. Floyd J. Fowler, Jr., Director  
Survey Research Program  
100 Arlington Street  
Boston, MA 02116  
(617-542-7037)

### Michigan

Dr. Robert L. Kahn, Director  
Survey Research Center  
Institute for Social Research  
University of Michigan  
Ann Arbor, MI 48106  
(313-764-8365)

### Minnesota

Prof. Brian C. Aldrich, Director  
Minnesota Center for Sociological Research  
University of Minnesota  
Room 207, 2000 South 5th Street  
Minneapolis, MN 55404  
(612-373-4656)

(continued)



New York

Dr. Allen H. Barton, Director  
Bureau of Applied Social Research  
Columbia University  
605 West 115th Street  
New York, NY 10025  
(212-280-4034)

Prof. Jack Elinson, Director  
Sociomedical Research Archives  
Columbia University School of Public Health  
630 West 168th Street, Room 138  
New York, NY 10032  
(212-579-4193/3912)

Dr. Lester Milbrath, Acting Director  
Survey Research Center  
State University of New York at Buffalo  
4230 Ridge Lea Road  
Buffalo, NY 14226  
(716-831-1675)

North Carolina

Dr. Frank J. Munger, Director  
Institute for Research in Social Science  
University of North Carolina  
Chapel Hill, NC 27514  
(919-933-3061)

Dr. William C. Eckerman, Director  
Center for the Study of Social Behavior  
Research Triangle Institute  
P.O. Box 12194  
Research Triangle Park, NC 27709  
(919-549-8311)

Ohio

Dr. William R. Klecka, Director  
Behavioral Sciences Laboratory  
University of Cincinnati  
Cincinnati, OH 45221  
(513-475-5028)

Mr. Michael S. Lenrow, Executive Director  
Public Opinion Center  
418 Third National Building  
32 North Main Street  
Dayton, OH 45402  
(513-228-8134)

Oregon

Dr. Lyle D. Calvin, Director  
Survey Research Center  
Oregon State University  
Corvallis, OR 97331  
(503-754-3366)

Pennsylvania

Dr. Leonard A. LoSciuto, Director  
Institute for Survey Research  
Temple University  
1601 North Broad Street  
Philadelphia, PA 19122  
(215-787-8355)

Pennsylvania (continued)

Dr. R. Richard Ritti, Head  
Pennsylvania Field Research Laboratory  
The Pennsylvania State University  
University Park, PA 16802  
(814-865-1717)

Rhode Island

Prof. Sidney Goldstein, Director  
Population Research Laboratory  
Population Studies and Training Center  
Brown University  
Providence, RI 02912  
(401-863-2368)

Utah

Dr. Robert J. Parsons, Director  
Survey Research Center  
Brigham Young University  
211 Jacobs House  
Provo, UT 84602  
(801-374-1211, Ext. 4206)

Washington

Dr. Thomas Hodgson, Acting Director  
Office of Institutional Educational Research  
Evaluative and Counseling Services, PA30  
University of Washington  
Seattle, WA 98105  
(206-543-4630)

Wisconsin

Dr. Harry Sharp, Director  
Wisconsin Survey Research Laboratory  
University of Wisconsin  
Lowell Hall  
610 Langdon Street  
Madison, WI 53706  
(608-262-3122)

FOREIGN

Ireland

Dr. Kieran Kennedy, Director  
The Economic and Social Research Institute  
4 Burlington Road  
Dublin 4, Ireland

Israel

Dr. Louis Guttman, Scientific Director  
Israel Institute of Applied Social Research  
19 George Washington Street  
P.O.B. 7150  
Jerusalem 91070, Israel  
(02-231421)

Sweden

Prof. Erik Ruist, Director  
The Economic Research Institute at the  
Stockholm School of Economics  
Sveavägen 65, Box 6501  
113 83 Stockholm, Sweden  
(08-349560)