

Survey Research

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Editor's Note

The article on response rates at academic survey research organizations that was planned for this issue has been postponed. I want to thank those organizations that returned their questionnaires in response to the original mailing or the follow-up. However, since the response rate is still low (survey researchers are not very good respondents), I urge those organizations that have not yet returned a completed questionnaire to do so. I hope that the article's delay does not seriously inconvenience any readers.

Mary A. Spaeth
Editor

Current Research

Further information on the studies described below should be obtained from the organizations conducting the studies at the addresses given at the beginning of each organization's listings. Information should **not** be requested through *Survey Research* or the Survey Research Laboratory. Study summaries are submitted to *Survey Research* with the understanding that the organization involved can release additional information to others.

Capstone Poll University of Alabama

(P.O. Box 870216, Tuscaloosa, AL 35487-0216; 205-348-6233; Fax: 205-348-2849)

Completed projects:

Omnibus Survey. The purpose of this survey is to assess social and political attitudes of Alabamians on a wide range of issues. The survey is completed at least once a year. A standard core of questions is repeated each year to provide longitudinal data. In addition, faculty members are allowed to submit questions to be included in the survey to further their research activities. Topics in the survey completed in February 1992 included questions on driving and speed limits, family physicians and medical care, AIDS, attitudes toward drinking, ratings of state politicians, tax reform, divorce and child support, sentencing in the criminal justice system, child sexual abuse, and mail order catalogs. RDD telephone interviews using CATI were conducted statewide with 464 adults (18+) in Alabama. Project director: Joan E. Esser-Stuart.

Arts Education in Alabama Schools. The purpose of this study, completed in April 1992 for the Alabama State Council on the Arts, was to assess the scope of arts education programs currently available in Alabama's public schools and the attitudes of school administrators toward arts education. Questionnaires were mailed to the principals of all public schools in Alabama; 870 were completed, for a 64% response rate.

Director: Debra Moehle McCallum.

University of Alabama Student Survey. Completed in January 1992, this survey was commissioned by the University of Alabama Student Government Association (SGA) to determine student opinions on a variety of campus issues. Questions included student perceptions of the responsiveness of the faculty and the administration, ease of parking, race relations, sexual harassment, and student perceptions about the SGA. Telephone interviews using CATI were conducted with a random sample of 454 undergraduate students enrolled at the University of Alabama.

Project director: Joan E. Esser-Stuart.

Center for Business & Economic Research Bradley University

(1501 W. Bradley Avenue, Peoria, IL 61625; 309-677-2278; Fax: 309-677-3374)

Omnibus—Tri County Survey. The purpose of this survey, funded by subscriptions and the *Peoria Journal Star*, is to maintain an ongoing survey report series on Tri-County sentiment and to assess Tri-County attitudes toward health care and the needs for a national health care plan. In the survey completed in December 1991, 214 telephone interviews were conducted with one adult per household based on residential telephone directory listings for the Peoria (Illinois) metropolitan statistical area. The response rate was 70%.

Director: Bernard Goitein.

Center for Survey Research Indiana University

(1022 E. Third Street, Bloomington, IN 47405; 812-855-2573, Fax: 812-855-2818)

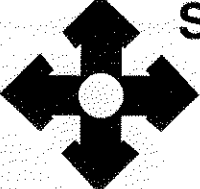
Completed project:

Indiana Poll 18. This poll was one in a series of omnibus surveys conducted twice each year. Poll 18, conducted in January 1992, included questions on state lotteries. RDD telephone interviews were completed with 448 Indiana residents over age 18, with a 62% response rate.

Director: John M. Kennedy.

Center for Survey Research Michigan State University

(Institute for Public Policy and Social Research, 301 Olds Hall, Michigan State University, East Lansing, MI 48824; 517-355-6672)



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Completed projects:

Survey of Perceptions of and Responses to Crime and Drugs. This survey, which was completed in April 1991 for the School of Criminal Justice, MSU, was part of a larger NIJ-funded study, to be completed in March 1993, on the impact of an experimental narcotics enforcement project. The survey explored respondents' perceptions of the drug problems in their neighborhoods and community and police responses to the problems. CATI interviews were completed with 571 residents of selected Detroit neighborhoods, with a 73% response rate.

Principal investigator: Timothy S. Bynum.

Statewide Survey of Public School Teachers and Principals. Completed in January 1992 for The Michigan Partnership for New Education with funding from the Michigan Department of Commerce, this survey explored the working conditions and educational processes of public elementary and secondary schools in Michigan. Issues covered included school climate, teachers' attitudes toward their work, access to instructional resources, and professional development activities. Mail questionnaires were received from 2,617 teachers (53% response rate) and 145 building principals (58%) in a random sample of elementary and secondary teachers and principals statewide.

Principal investigator: Aaron Pallas; project manager: Karen Clark.

Michigan Pre-Election Panel Study #1. This study, conducted in March 1992 for Professors Charles W. Ostrom, Jr., and Paul Abramson (Political Science, MSU), was the first of a series of panel surveys designed to monitor evolving candidate preferences throughout the 1992 campaign season. It is part of a methodological study focusing on the reliability of alternative measures of partisanship and of current financial well-being. (The measures will also be included in the *Michigan Public Policy Surveys*, just beginning with the aim of being quarterly surveys.) In Pre-Election Panel Study #1, RDD-CATI interviews were conducted with 1,066 persons in a stratified (three geographic strata) random sample of adults in all Michigan households with telephones. The response rate was 51%. Other studies are planned for August and October 1992.

Survey manager: Larry Hembroff; project manager: Michael Keefe.

Validation Survey of Gun Ownership. The purposes of this survey, completed in February 1992 for the Michigan Department of Public Health, were to validate gun ownership in a population of known handgun owners and long gun owners and to determine the rate of gun ownership in the general population. A total of 340 CATI interviews were conducted with known handgun and long gun owners and an RDD sample of households in the general population in Ingham County, Michigan, with a 77.4% response rate.

Principal investigator: Susan C. Zonia.

Financial Aid Needs Assessment. This study, completed in June 1991 for the Senate Fiscal Agency, State of Michigan, sought to assess the financial aid needs of Michigan

college students. CATI interviews were conducted with 200 students at Michigan State University (72% response rate) and 100 students each at Eastern Michigan University (93%) and University of Detroit (88%).

Principal investigator: Peter Lutz; project manager: Karen Clark.

Michigan Small Business Needs Assessment Survey. The purpose of this study, completed in August 1991 for Jeffrey D. Padden, Public Policy Associates, with funding from the Michigan Small Business Development Center (Wayne State University) and the Outreach Planning and Administration, Office of the Provost (MSU), was to identify business service needs and preferences of small firms in Michigan. The study examined their business difficulties and how they address them, their experiences and impressions of the capabilities of various service providers, and their preferences about service delivery systems and mechanisms. Telephone interviews using CATI were conducted with 1,774 firms in Michigan with 1-500 employees engaged in manufacturing, personal or commercial services, or retail activity. The sample was stratified by geographic region and by size (number of employees). The response rate was 71.2%.

Project managers: Karen Clark and Michael Keefe.

**Institute for Governmental Service
University of Maryland System**

(Suite 2101 Woods Hall, College Park, MD 20742; 301-405-6970; Fax: 301-314-9646)

Completed project:

Employee Compensation in the City of Frederick, Maryland. The purpose of this study, completed in April 1992 under the sponsorship of the Institute for Governmental Services and the City of Frederick, was to evaluate the existing compensation package available to Frederick employees and to recommend modifications as needed to make the compensation package more competitive with other regional jurisdictions. Mail questionnaires were received from 14 towns and counties located in Western and Suburban Maryland, for a 93% response rate.

Study director: Walter E. Wilson.

**Institute for Policy Research
University of Cincinnati**

(Mail Location 132, University of Cincinnati, Cincinnati, OH 45221-0132; 513-556-5028; Fax: 513-556-9023)

Completed projects:

The Ohio Poll. This is a regularly scheduled quarterly survey of Ohio residents in which respondents are asked questions on a variety of political and social issues. In the poll completed in March 1992, questions were asked on the performance of political figures, financial conditions and quality of life, General Assistance benefits, health insur-

ance, the State of Ohio budget, and abortion. RDD-CATI interviews were conducted with 816 Ohio residents (18+), with a 68% response rate.

Study director: Alfred J. Tuchfarber.

AAUP Faculty Retirement Survey. This survey, conducted in March 1992 for the American Association of University Professors and the University of Cincinnati, sought to determine current retirement plans of UC faculty and factors that would influence faculty to take early retirement. Telephone interviews were conducted with 215 UC employees 50 years old or over randomly selected from the AAUP membership list. The response rate was 71.2%.

Principal investigator: Alfred J. Tuchfarber.

Survey of VDT Users. Sponsored by the Personnel Department, University of Cincinnati, the purpose of this survey, completed in April 1992, was to determine what VDT equipment is used by UC employees represented by the 925 Union and to document the existence of problems in the use of this equipment, such as glare, inadequate work space, and poorly designed auxiliary equipment. Mail questionnaires were returned by 625 secretarial employees at UC, for a 58% response rate.

Person in charge: Steven Howe.

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

(Manning Hall CD #3355, Chapel Hill, NC 27599-3355; 919-962-0781; Fax: 919-962-4777)

Completed projects:

Spring 1992 Carolina Poll. Sponsored by the UNC School of Journalism and Mass Communication and IRSS with state funding, this round of the omnibus poll included questions on preferences for and knowledge of Democratic Presidential candidates, attention to news and ads about the election, and degree of worry about a number of topics. Questions were also included on education in North Carolina; feelings about community, state, and country; Southern identity; and knowledge of ancestors who fought in the Civil War. RDD-CATI interviews were completed in February 1992 with 621 adults (18+) in North Carolina households.

Poll directors: Beverly Wiggins and Philip Meyer; field director: Sue Greer.

Spring 1992 Southern Focus Poll. This poll, sponsored by IRSS, included questions about consumer confidence, Southern identity, attitudes about the South, and Southern stereotypes. RDD-CATI interviews were conducted in March-April 1992 with adults (18+) in the "Gallup South" (AL, AR, FL, GA, KY, LA, MS, NC, OK, SC, TN, TX, and VA).

Poll director: Beverly Wiggins; field director: Greg Hager.

Institute for Social Analysis State University of New York at Stony Brook

(Social & Behavioral Sciences Building, State University of

New York at Stony Brook, Stony Brook, NY 11794-4356; 516-632-7709)

An Evaluation of AFDC Transitional Housing Demonstration Projects in New York State. This project, funded by the U.S. Office of Community Services, is evaluating the effectiveness of housing alternatives and their associated services for Westchester County homeless families. The outcomes of families referred to WestHELP transitional housing (established by a federal demonstration grant and run by H.E.L.P., a private nonprofit organization) will be compared with the outcomes of families referred to other transitional and emergency housing facilities. The sample will include all families requesting shelter from the Westchester County Department of Social Services who pass through a Family Assessment Center, up to the point at which 300 interviews are obtained. In-depth, face-to-face interviews will be conducted with heads of households at three time points: arrival at the Family Assessment Center, 6 months later in temporary housing, and 9 months after that in permanent housing.

Project directors: Cindy Bogard and Jeff McConnell.

Completed projects:

Survey on Political Attitudes of Graduating High School Seniors in Suffolk County. This survey of high school seniors, conducted in May 1990, was designed to measure knowledge of and attitudes toward Long Island, national, and international issues, including local environmental problems, drug abuse, AIDS, and (then) recent events in Eastern Europe; occupational, marital, and residential plans; and sex-role attitudes. Questionnaires were completed by 2,058 high school seniors in 15 Suffolk County (NY) public, private, and parochial schools, with a 60% response rate.

Project directors: Ellen Granovetter and Jeanne Kidd.

The Market for Five Master's Degree Programs Sponsored by the School of Continuing Education at the State University of New York at Stony Brook. Telephone interviews were conducted in 1989 with Nassau and Suffolk County (NY) executives, agency heads, and personnel directors to gauge patterns of interest and potential enrollment in five programs. Target institutions included all businesses with 1,000 or more employees, half of the businesses with 500-999 employees, and 30 businesses with 100-499 employees and targeted samples of nonprofit organizations and public agencies. Response rates were 80-95%.

Project director: Ellen Granovetter.

Institute for Social Inquiry University of Connecticut

(Box U-164, 341 Mansfield Rd., Storrs, CT 06269; 203-486-4440; Fax: 203-486-6308)

Completed project:

Connecticut Poll Survey on Employees. The purpose of this survey, completed in May 1992 for the Connecticut

Business & Industry Association, was to examine attitudes toward one's job, the business climate in the state, and what role state government should play in promoting a healthy business climate. RDD telephone interviews were conducted with 500 employees of private sector firms in Connecticut.

Project director: G. Donald Ferree, Jr.

**Institute for Social Research, Inc.
Liberty, Missouri**

(P.O. Box 382, Liberty, MO 64068; 816-781-POLL; Fax: 816-792-0800)

Soviet Youth Speak Out. While in Irkutsk, Siberia, in September–November 1991, Dr. Will Adams, Director, taught a noncredit course in survey research at the Institute of People's Economy. With the help of faculty and students, a random selection of classes were given a self-administered questionnaire of 27 political questions. The sample totaled 664 of the 2,934 students (22.6%). Available from ISR, Inc., are a seven-page write-up with the questionnaire in English (\$5) and a copy of the questionnaire in Russian and English (\$1). Further analysis is in progress. Plans are under way to repeat the survey at the Economics Institute this spring and also to give it at a language institute, a polytechnic institute, and a university. A repeat at these four institutions is also projected for spring 1993.

**Institute for Social Research
York University**

(4700 Keele Street, North York, Ontario M3J 1P3, Canada; 416-736-5061, Fax: 416-736-5749)

The Sexual Harassment of Working Women. This study, scheduled for completion in spring 1992 for Prof. Michael Smith (LaMarsh Research Program on Violence and Conflict Resolution, York University) and funded by the Social Sciences and Humanities Research Council of Canada, will gather information on the extent, nature, and consequences of sexual harassment of women in the Canadian workplace. It explores how pervasive and what types of sexual harassment occur in the workplace, what are the consequences to the victims, if there are mechanisms in place to deal with sexual harassment in the workplace, and what strategies might be most effective in combating sexual harassment in the workplace. Approximately 2,000 RDD-CATI interviews are being conducted Canada-wide with women aged 18–65 who are currently working either full or part time or have worked during the past 12 months.

ISR project director: David Northrup.

**Institute for Social Science Research
University of California at Los Angeles**

(303 GSLIS, UCLA, Los Angeles, CA 90024-1484; 213-825-0714; Fax: 213-206-4453)

Adolescent Stress and Depression. This NIMH-funded

study for the UCLA School of Public Health examines the extent of and the causes and consequences of stress and depression in the lives of adolescents. In Wave I (June 1, 1992, to May 31, 1993), face-to-face interviews will be conducted with 1,200 adolescents aged 12–19 and their parents ($n = 1,800$) in Los Angeles County.

Principal investigator: Carol Aneshensel.

Los Angeles Urban Inequality Study. Sponsored by the Center for the Study of Urban Poverty (UCLA) with funds from the Ford and Russell Sage Foundations, this survey focuses on the interplay between racial residential segregation, interethnic attitudes and polarization, and labor market dynamics and how this interplay may or may not contribute to the schism of the "haves" and "have nots." The survey involves 3,000 face-to-face interviews with Afro-American, Latino, and non-Hispanic white adults (1,000 of each) in Los Angeles County and 1,200 telephone interviews.

Principal investigator: Larry Bobo.

Water Transfer Study. Scheduled for completion July 1, 1992, this study for the "Save the Earth Center" seeks to determine the economic impact on farmers and the community of California's drought water bank. Telephone interviews are being conducted with 200 operators of large agricultural enterprises in the California counties of Yolo and Solano.

Principal investigator: Richard Berk.

**Institute for Survey Research
Temple University**

(1601 N. Broad Street, Room 502, Philadelphia, PA 19122; 215-787-8355, Fax: 215-787-3797)

Longitudinal Study of Drinking and Other Risk-taking Behaviors in Adolescence and Young Adulthood. The purpose of this NIAAA-funded project, to be completed by December 1992 for the Alcohol Research Group, University of California, Berkeley, is to study the initiation and remission of four major categories of risk-taking behavior and their consequences: heavy drinking, drug use, sexual behavior as it relates to the risk of HIV infection, and criminal behavior. The study will also examine the relationship between parental style of supervision and support and risk-taking behavior on the part of the youth. Face-to-face interviews will be conducted nationwide with approximately 1,100 persons: 500 adolescents who were 12–17 years of age at the time of the original interview, 500 young adults who were 18–30 at the time of the original survey, and approximately 300 parents of the 12–17 year olds.

Study director: Frederick C. Licari.

Hispanic Drinking and Intra-Family Violence. This NIAAA-funded study, to be completed by September 1992 for the Family Research Laboratory, University of New Hampshire, will examine the relationship between marital violence and family members' alcohol use. Among Hispanics, the

effects of ethnicity and degree of acculturation on marital violence and drinking will be examined. Approximately 12,000 households nationwide will be randomly selected and within-household screening will be done for married or cohabiting couples. Approximately 1,900 face-to-face interviews will be conducted, 800 of which will be with Hispanics.

Study director: Frederick C. Licari.

The Health and Well-Being of Families in Transition. This study for the Center for Demography and Ecology, University of Wisconsin, funded by NICHD and NIA, is a reinterview of persons originally interviewed in 1987-88. The survey will examine the family holistically, with questions sequenced on many areas of family life, covering not only current behavior and retrospective family history but also relationships, interactions, attitudes, and feelings. The original population included households in the coterminous U.S. in which at least one person was age 19 or older; the sample also included a double sample of black and Hispanic households, single-parent families and families with stepchildren, cohabiting couples, and recently married families. During the field period (September 1992-November 1993), approximately 20,000 face-to-face interviews using CAPI will be conducted. The study will also involve some CATI interviews.

Study director: Allan Walters.

Completed project:

Irish and Puerto Ricans in New York City—Drinking Behavior. This NIAAA-funded study, completed in April 1992 for the Hispanic Research Center, Fordham University, focused on the attitudes, perceptions and experiences of Irish and Puerto Rican adults regarding alcohol. The general purpose was to measure the effect of ethnicity on drinking behavior by comparing drinking behavior for the two selected ethnic groups. A total of 1,013 face-to-face interviews were completed with adults (18 and over) in the New York City metropolitan area: 490 Irish (69% response rate) and 523 Puerto Rican (84% response rate).

Study director/statistician: Karol Krótki.

Methodological research:

Survey Mode Effects in Epidemiological Drug Use Studies. This NIDA-funded project, completed in April 1992 for the Center for Demography and Ecology, University of Wisconsin, Madison, was designed to examine the feasibility of conducting drug surveys in the following four modes: face-to-face with SAQ, face-to-face without SAQ, telephone (numbers obtained in the field by visiting households), and CATI (numbers selected using RDD). Two separate samples were selected: the household sample was selected for the first three methods, and the CATI sample was selected by RDD. A total of 3,510 interviews were completed with adults aged 18-45 living in metropolitan areas in the U.S.: 2,417 for the household sample (81% response rate) and 1,093 for the RDD sample (74% response rate).

Study director/statistician: Karol Krótki.

Mathematica Policy Research Princeton, New Jersey

(P.O. Box 2393, Princeton, NJ 08543-2393; 609-799-3535; Fax: 609-799-0005)

Survey of Doctorate Recipients, Telephone Follow-up of Non-respondents. This is a longitudinal survey of science, engineering, and humanities doctorates. It is sponsored by the National Science Foundation, National Institutes of Health, Department of Energy, and National Endowment for the Humanities with funding from the National Academy of Sciences and National Research Council. The purpose is to collect information related to the U.S. supply and utilization of these doctorates, as well as the demographic and employment information that characterizes them. The survey, which began in 1973, has been conducted using self-administered mail methodology. MPR will conduct follow-up CATI interviews among a sample of 60% of the non-respondents to the 1991 wave of the mail survey. The objective is to achieve level response rates across strata (field of doctorate, sex, and group that is a combination of race, disability, and place of birth) to correct for differential response to the mail survey. The CATI interviews are being conducted worldwide with 9,052 Ph.D.'s in science and engineering and 2,117 Ph.D.'s in humanities.

Survey director: Anne Ciemnecki; project director: Geraldine Mooney.

Completed project:

Avoidable Mortality from Breast Cancer. Sponsored by the Fox Chase Cancer Center with NCI funding, this is a five-year study looking a breast cancer screening from the women's and the physicians' points of view. Throughout the project, four surveys were conducted, each with 300 physicians and 900 women. The goal is to measure the effect of routine screening mammograms on mortality due to breast cancer. In January-March 1992, telephone interviews were conducted with 307 physicians (155 members of HMO PA/NJ, 152 non-members) and 931 women (475 members of HMO PA/NJ, 456 non-members) in five Pennsylvania and four New Jersey counties. Response rates were 69.3% for physicians and 78.0% for women.

Project director: Susan Sprachman; project manager: Rita Stapulonis.

Minnesota Center for Survey Research University of Minnesota

(2122 Riverside Avenue, Minneapolis, MN 55454-1320; 612-627-4282; Fax: 612-627-4288)

Completed projects:

The Judicial Evaluation and Retention Survey. The purpose of this survey, completed in January 1992 for the Hennepin County (MN) Bar Association, was to provide confidential evaluations to the judges of the Fourth Judicial District Bench, to provide assistance in determining areas

of judicial education, and to provide the public with relevant information regarding the re-election of judges. The survey involved 3,821 mail questionnaires from members of the Hennepin County Bar Association and government lawyers practicing in Hennepin County. The response rate was 60%.

Project manager: Courtney Jaren.

Mississippi River Boating Survey. The goal of this study, completed in February 1992 for the Minnesota Department of Natural Resources, was to obtain information regarding the number of boats entering and leaving the river at specific access locations and to obtain trip-specific information and opinions from boaters. Face-to-face interviews were conducted with 741 people completing boat trips on 135 miles of the Mississippi River, 25 miles of the St. Croix River, and 7 miles of the Minnesota River between July 3 and September 2, 1991. In addition, counts of boats entering and leaving the rivers were made at 253 locations.

Study director: Rossana Armson.

National Opinion Research Center (NORC) University of Chicago

(1155 E. 60th Street, Chicago, IL 60637; 312-753-7500;
Fax: 312-753-7886)

A High Risk Prospective Study of Drug Use and Criminal Behavior. This NIDA-funded study will investigate the effect of early developmental patterns on adult outcomes in a cohort at high risk for problem behaviors. The outcomes of interest are (1) successful (or unsuccessful) performance of marital, parental, and work roles; (2) psychological well-being; and (3) drug use and criminal activities. The population is presently 29-30 years old and is 51% female and 49% black. It was drawn entirely from a cohort of black first graders from a poor, urban residential neighborhood in Chicago in 1966-67, when they were first interviewed. The respondents were studied again in third grade and at age 16-17. It is anticipated that 85% of the population is still located in the Chicago area. In the present phase of the project, begun in January 1992 and to end in March 1993, it is expected that 1,098 respondents will be interviewed face-to-face, or by telephone for hard-to-locate cases.

Principal investigator: Margaret Ensminger (Johns Hopkins University); senior survey director: Nicholas Holt; survey director and district field manager: Sally Murphy.

Non-Shared Environment in Adolescent Development Follow-up Study. The first Non-Shared Environment study in 1988 was interested in how environmental and genetic factors affect family processes, with special attention paid to adolescent development. This follow-up, sponsored by George Washington University with NIMH funds, is an opportunity to examine the evolution of that development. Of those families interviewed in the 1988 study, the approximately 450 nationwide whose family situation remained unchanged were reinterviewed in the follow-up. All participating members completed self- and interviewer-administered questionnaires. In addition, questionnaires were mailed to participating children's teachers, and interactions between

family members were videotaped.

NORC project director: Alisu Schoua-Glusberg.

Social Support's Antecedents: Prevention and Mental Health. This NIMH-funded project for George Washington University is a study of couples, one member of whom has recently become unemployed. The study is designed to test which interventions bolster self-efficacy of the job-seeker and to identify the most promising ones in promoting mental health and effective coping among the recently unemployed. The study, scheduled for completion in March 1993, involves three waves of data collection using both face-to-face and telephone interviews as well as videotaping of interactions between couples. At the conclusion of the third wave, interviews will have been completed with 200 couples (recently unemployed individuals and their partners/spouses) in Baltimore and Washington, DC.

NORC project director: Alisu Schoua-Glusberg.

National Treatment Improvement Evaluation Study (NTIES). Sponsored by the Office for Treatment Improvement (OTI), DHHS, this is a four-year program of studies on drug treatment processes, patient outcomes, and community contexts and impacts. Persons enrolling in drug treatment programs receiving demonstration grant funding from OTI will be interviewed over a 12-month period and self-administered questionnaires will be collected from the treatment programs. The study will also involve data abstraction from records and urine samples. The population will consist of a list sample of about 12,000 enrollees from 60 sites nationwide, to be interviewed at three points, and 350 programs, from which data will be collected quarterly. The study is scheduled for completion in January 1996.

Principal investigator: Dean R. Gerstein (NORC); project manager: Miriam Clarke.

Research Triangle Institute North Carolina

(P.O. Box 12194, Research Triangle Park, NC 27709-2194;
919-541-6220; Fax: 919-541-7198)

Women Inmates' Health Study. The specific aim of this study for NIDA, scheduled for completion in August 1993, is to examine substance abuse, AIDS risk behaviors, mental health, and other problems of women felons at the time that they enter prison. A particular focus is the experience of psychologically traumatic events and their correlates among these women. Face-to-face interviews will be conducted with 800 women felons newly incarcerated in the Correctional Institute for Women in Raleigh, NC; follow-up clinical interviews will be conducted with 200.

Principal investigator: B. Kathleen Jordan.

Study of the Effects of Regulation on Board and Care Homes. The purpose of this study, sponsored by the Assistant Secretary for Policy and Evaluation, DHHS, and scheduled for completion in summer 1993, is to measure the impact of regulations on the quality of life and the quality of care in 600 Board and Care Homes. Using face-to-

face interviews, mail questionnaires, and walk-throughs, data will be collected from 600 owner/operators, 800 staff members, and 3,400 residents in such facilities in 10 states (CA, FL, OR, NJ, OK, GA, KY, TX, IL, and AR). Principal investigator: Catherine Hawes; data collection manager: M. Lillian Smith.

Evaluation of Job Corps Drug Treatment Enrichment Demonstration. The purpose of this evaluation for the Office of Treatment Improvement, DHHS, being conducted by RTI in collaboration with Caliber Associates and Battelle Human Affairs Research Centers, is to assess an enhanced drug program within five demonstration Job Corps Centers (located in eight states) and to determine the impact of the program on students both within the Job Corps and after they leave the Job Corps. All students who enter the five matched pairs of centers during the 18-month study enrollment period beginning June 1992 will be asked to participate in the face-to-face intake and within-program interviews. A sample of 1,200 of these students will be selected for a one-year follow-up interview and allocated equally between drug users and nonusers and between demonstration and comparison centers. RTI study director: Bill Schlenger.

Methodological research:

Alternative Survey Methods Project. This recently completed project was a laboratory experiment to compare three self-administered survey questioning methods: paper and pencil, CAPI, and audio-CAPI. Methods were compared in terms of data quality and respondents' reactions. Face-to-face interviews using CAPI were conducted with 36 students at Wake Technical Community College, half in a pre-GED program (reading levels 3-6) and half in GED courses (reading levels 9-12). Principal scientist: Charles Turner; project director: Judith Lessler.

Social and Economic Sciences Research Center Washington State University

(Pullman, WA 99164-4014; 509-335-1511; Fax: 509-335-0116)

Completed projects:

Opinions on Hanford and the Tri-Party Agreement Cleanup. This study, completed in July 1991 for the Washington State Department of Ecology, sought to determine the opinions that residents have of the Hanford Nuclear Waste facility, its current operations, and the efforts being made to clean up the site under the tri-party agreement between the U.S. Department of Energy, the U.S. Environmental Protection Agency, and the State of Washington Department of Ecology. RDD telephone interviews were conducted with 681 residents of telephone households in Washington State and 12 counties in Oregon bordering the Columbia River. The response rate was 52.8%. Study director: Paul T. Melevin.

Public Opinion and Attitudes about the Hanford Environmental Dose Reconstruction. Completed in August 1991 for the Technology, Planning, and Analysis Center, Battelle Pacific Northwest Laboratories, this study sought to determine the attitudes, opinions, and level of knowledge that residents have of the Hanford Environmental Dose Reconstruction Project. RDD telephone interviews were conducted with three populations: 372 telephone households throughout Washington State (48.7% response rate), 377 telephone households in Benton and Franklin Counties in Washington State (55.7%), and 380 telephone households in 12 Oregon counties bordering the Columbia River (38.3%). Principal investigator: John Tarnai; study director: Paul T. Melevin.

Globalization and Cooperative Extension. Sponsored and funded by the Going Global Project of Washington State University Cooperative Extension, the International Marketing Program for Agricultural Commodities and Trade, and Extension Service—U.S. Department of Agriculture and completed in November 1991, the purposes of this project were to (1) determine the degree to which a "global perspective" had been incorporated into programs, activities, and policies of the Cooperative Extension Service (CES); (2) identify the existing barriers that CES directors and administrators perceive are hindering the globalizing of CES programs and activities; (3) identify the factors that are perceived as enhancing or facilitating the CES's efforts to globalize; (4) identify the organizational climate and culture that is conducive to the globalization of the CES; and (5) determine the degree of importance that CES directors and administrators place on the globalization of CES programs, activities, and policies. Mail questionnaires were completed by 64 of the 74 CES directors and administrators in the U.S. and U.S. Territories, for a 86.5% response rate. Principal investigator: Lorna Michael Butler (Dept. of Rural Sociology, WSU at Puyallup, WA); SESRC study director: Paul T. Melevin.

Health Priorities in Washington State II. This study, completed in March 1992 for the Washington State Board of Health, sought to determine the priorities that residents assign to the Board of Health's seven specific short-term health goals and to determine whether the people who live in the state feel that there are other issues that have greater priority than those outlined by the Board of Health. The results will be used to prepare a report for the Governor and Washington State Legislature that outlines health goals for the state over the next two years. (This is the second study conducted to assess health priorities in Washington State. The results of the first, conducted in 1990, will become public information on June 1, 1992, when the Board of Health submits its State Health Report.) The more recent study involved mail questionnaires from 2,192 residents of telephone households in Washington State, for a 62% response rate. Principal investigator: John Tarnai; study director: Paul T. Melevin.

**Survey & Evaluation Services
Wayne State University**

(Center for Urban Studies, Faculty Administration Building, Wayne State University, 656 W. Kirby, Detroit, MI 48202; 313-577-2208, Fax: 313-577-1274)

Detroit Metropolitan Area Public Policy Study (DMAPPS). This is the third annual DMAPPS survey, sponsored by the Wayne State University College of Urban, Labor and Metropolitan Affairs. Each year the survey focuses on major policy issues confronting the metropolitan area and its constituent jurisdictions. The 1992 survey, scheduled for completion in July 1992, includes public policy questions on four issues: public transit, property/school tax, single sex schools, and voter motivation. RDD-CATI interviews are being conducted with 1,500 adults (18+) in Detroit's Tri-County area.

Survey coordinator: Madeline Rivera-Bennett.

**Survey Research Center
University of California, Berkeley**

(2538 Channing Way, Berkeley, CA 94720; 510-642-6578, Fax: 510-643-8292)

Completed project:

Labor Market Survey—Baseline and Follow-up Surveys. The purposes of this study for the University of Wisconsin, funded by the MacArthur Foundation, were to recruit a random adult population and to conduct baseline interviews and follow-up interviews of a subsample of the original cohort. Interview areas included work history and attitudes toward work and workers. Baseline interviews using RDD and CATI were completed by December 1991 with 2,485 adults in the U.S., for a 70% response rate. In Wave 2, completed in March 1992, 999 follow-up telephone interviews were conducted with the subsample, for a 81% response rate.

Field director: Janice Clinthorne.

**Survey Research Center
University of Georgia**

(114 Barrow Hall, University of Georgia, Athens, GA 30602; 404-542-6110; Fax: 404-542-6064)

Completed projects:

Georgia Polls. This is an omnibus survey of Georgia residents concerning current local, state, and national issues. Topics in the Spring 1991 Poll, conducted in April-May 1991, included political attitudes, life satisfaction, George Bush's popularity, Governor Zell Miller's popularity, the 1996 Atlanta Olympics, and crime. The Fall 1991 Poll, conducted in October-November 1991, covered the 1992 Presidential election, the state budget crisis in Georgia, and abortion. Both polls used RDD telephone interviews of adults (18+) statewide, with 570 completes in the Spring Poll (70.0% response rate) and 561 completes in the Fall

Poll (62.1% response rate).

Research coordinator: James J. Bason.

**Survey Research Center
University of Maryland**

(Art/Sociology Building, Room 1103, University of Maryland, College Park, MD 20742; 301-314-7831, Fax: 301-314-9070)

Completed project:

Maryland Governor's Summit of Violent Crime Survey. This study for the Governor's office sought to determine public perceptions about the seriousness of the crime problem and its causes and attitudes toward various alternative sentencing possibilities. RDD-CATI interviews were completed with 824 adults (18 or older) in telephone households in Maryland, with a 78% response rate.

Principal investigator: Charles Wellford; field manager: Teresa Hamilton.

**Survey Research Center
University of Southern Maine**

(Edmund S. Muskie Institute of Public Affairs, University of Southern Maine, 96 Falmouth Street, Portland, ME 04103; 207-780-4430; Fax: 207-780-4417)

Completed projects:

Adult Dental Program Needs Assessment Survey. Field work was completed in April 1992 is this study for the Division of Dental Health, Bureau of Health, State of Maine, to determine the nature and extent of barriers to obtaining dental services for children and adults among the Medicaid-eligible population and to estimate the extent of demand or unmet need for dental services among that population. The study involved mail questionnaires for 960 families receiving AFDC in Maine, with a 52% response.

Project director: Suzanne K. Hart.

Survey of Students in the University of Maine System. This study, completed in May 1992 for the Office of the Chancellor, University of Maine System, sought to ascertain students' evaluations of their academic environment, their plans and expectations for the future, and the way in which they fund their education. Telephone interviews were conducted with approximately 500 undergraduate students attending the seven campuses of the University of Maine System.

Project director: Suzanne K. Hart.

An Observational Study of Automobile Safety Belt and Child Restraint Device Use in Maine. Completed in July 1991 for the Bureau of Highway Safety, Maine Department of Public Safety, the purposes of this study were (1) to observe safety belt, child restraint device (CRD), and motorcycle helmet use/nonuse by drivers and passengers at a random sample of full-stop, signalled intersections, includ-

ing observation of demographic characteristics (age, gender), vehicle size and type, and road conditions, and (2) to interview adults in vehicles with children at state park parking lots for attitudes toward CRD use and to observe proper/improper installation and use of CRD's in the vehicles and use of safety belts by children aged 15 and under. The observation portion involved 10,713 vehicles and 16,024 passengers from 80 locations at 40 intersections in Maine. In the interview portion, 286 face-to-face interviews were conducted at Maine state parks with adults in 286 vehicles having 565 children aged 15 and under and 1,028 passengers.

Project director: Suzanne K. Hart.

Perceptions of Maine's Growth Management Program. The purposes of this project, completed in May 1991 for the Muskie Institute at USM and the Office of Comprehensive Planning, State of Maine, were (1) to interview chairpersons of citizens committees that are required by state law to develop city- and town-level growth management plans and (2) to determine strengths and weaknesses of the implementation of the growth management law and help the Office of Comprehensive Planning to support local planning efforts. Telephone interviews were conducted with 100 chairpersons of local growth management committees, for a 100% response rate.

Principal investigator: Dennis Gale (Muskie Institute); project director: Suzanne K. Hart.

Determining Tenants' Preferences for Services in Supported Senior Housing. Sponsored by the Maine State Housing Authority's Supportive Senior Housing Program and funded by the Robert Wood Johnson Foundation, the purposes of this study, completed in June 1991, were (1) to develop a methodology and training materials and train MSHA employees to conduct interviews (face-to-face) with seniors and others in supportive housing and (2) to complete the field work required for needs assessment in, and evaluation of, the program. Face-to-face interviews were conducted with 337 residents of MSHA housing in the Supportive Senior Housing demonstration grant program.

Principal investigator: Kathleen Arabasz (MSHA); project director: Suzanne K. Hart.

Census and Satisfaction Survey of Boarding Home Residents in Maine. Completed in February 1991 for the Division of Residential Care, Bureau of Medical Services, State of Maine, the purposes of this study were to (1) conduct a census of boarding home residents and design and administer a satisfaction survey by mail; (2) develop and field-test telephone and face-to-face versions of the satisfaction survey for administration to persons with disabilities who cannot complete a mail survey; and (3) produce materials and manuals for use by the Division of Residential Care in replicating the study. The census involved mail questionnaires from 213 of the 222 licensed boarding homes in Maine (96% response rate), and the satisfaction survey involved mail questionnaires from 326 of the sample of 603 residents who could read/write (54% response rate). Small field tests used face-to-face and telephone methods. Project director: Suzanne K. Hart.

Survey Research Center University of Utah

(2120 Annex Building, Salt Lake City, UT 84112; 801-581-6491; Fax: 801-581-7880)

Completed projects:

Utah Department of Human Services Organizational Development Survey. The purpose of this survey, completed in January 1992 for the Utah Department of Human Services, was to gather baseline data prior to an organization development intervention, including total quality management interventions. The survey involved mail questionnaires from 1,738 employees of the department, for a 53% response rate.

Person in charge: Kristi Romuald.

Employing Utahns with Disabilities Survey. Completed in February 1992 for the Department of Community and Economic Development, Utah State Office of Rehabilitation, Utah State Office of Special Education, and the Governor's Committee on Employment of the Handicapped, this survey examined barriers to hiring people with disabilities in Utah. Telephone interviews using CATI were conducted with 409 businesses in Utah that have at least 15 employees, with an 85.9% response rate.

Person in charge: Lois Haggard (Director, UUSRC).

Utah Department of Transportation Assessment of Work and Management Environments and TQM Readiness. This study, completed in January 1992 for the Utah Department of Transportation, sought to assess work and management environments and readiness for implementation of total quality management in the Utah Department of Transportation. Mail questionnaires were received for 1,004 employees of the department, for a 60% response rate.

Principal investigator: Carolyn Andree.

Parking Services Ride and Save Program Evaluation Survey. This study for University of Utah Parking Services, Department of Auxiliary Services, evaluated the University of Utah-Utah Transit Authority ride and save bus pass program. Two waves of telephone interviews (using CATI) were conducted with UU students, faculty, and staff eligible for the program, one in November 1991 with 556 respondents (97.0% response rate) and the other in February 1992 with 522 respondents (95.6% response rate).

Person in charge: Lois Haggard (Director, UUSRC).

Survey Research Laboratory University of Illinois

(Suite 300, 909 W. Oregon Street, Urbana IL 61801, 217-333-4273, Fax: 217-244-4408; and Suite 500, 910 W. Van Buren Street, Chicago, IL 60607, 312-996-5300, Fax: 312-996-3358)

Longitudinal Study of Children at Risk. This study, scheduled for completion in July 1992 for Arthur Reynolds (Department of Psychology, Yale University) with funding from

the Bureau of Program Evaluation, Chicago Public Schools, involves follow-up telephone interviews of non-respondents to a first-wave mail survey conducted by the Chicago Public Schools to assess the prevalence of past and present factors in everyday life affecting the school success of children from low-SES households. Survey results will help CPS to better serve children and families for whom low income environment poses risk to school success. SRL is conducting telephone interviews with 350-400 parents/guardians of children from low-income households who are enrolled in Chicago Public Schools. Project coordinator: Edward Lakner (SRL-Urbana).

Citizen Satisfaction with Quality of Education Provided by Maine Township (Illinois) High Schools. This study, to be completed in August 1992 for Fred Coombs (College of Education, UIUC) and funded by the Maine Township High School District #207 (in suburban Chicago), seeks to assess the level of parental and citizen satisfaction with educational programs offered by the public high schools, sources of information about high school programs, public perceptions of teachers and school administrators, willingness to accept property tax increases in order to maintain school programs, and opinions about the most important problems now facing the high schools. Survey results will be used to aid future policy/program decisions to be made by the Maine Township Board of Education. RDD telephone interviews are being conducted with 500 parents of students currently enrolled in the three Maine Township high schools and with 400 residents of the school district who have no children enrolled in the public high schools. Project coordinator: Edward Lakner (SRL-Urbana).

Survey Research Laboratory University of South Carolina

(Institute of Public Affairs, Gambrell Hall, University of South Carolina, Columbia, SC 29208; 803-777-8157, Fax: 803-777-4575)

Completed projects:

Survey of Arts Organizations. The purpose of this survey, completed in March 1992 for the South Carolina Arts Commission, was to examine perceptions of the Commission among arts organizations in the state. Included in this survey were questions on the types of services currently provided by the Arts Commission, types of services desired, funding, and problems facing the arts in South Carolina. Mail questionnaires were returned by 194 arts organizations in the state, for a 58.2% response rate. Study director: Robert Oldendick.

Richland County School District Two Parent Survey. This survey for the Richland County (South Carolina) School District Two examined the opinions of parents of the school district students about their involvement in school and participation in their child's education and about communication from the school district. Included in the survey were questions on parent attendance at school functions and participation in parent-teacher organizations, scheduling

times for doing and reviewing homework, and perception of current communication from the school district as well as types of information desired from the school district. In January 1992 telephone interviews were conducted with 300 parents or guardians of students in the Richland County School District Two, with an 83.3% response rate. Study director: Robert Oldendick.

Survey Research Unit University of North Carolina at Chapel Hill

(Department of Biostatistics, 730 Airport Road, Boline Creek Center, Suite 107, Campus Box #2400, Chapel Hill, NC 27599-2400; 919-962-3249)

Completed project:

Women, Infant, and Children Project on Infant Feeding. The purpose of this study, completed in February 1992 for the North Carolina WIC Program and North Carolina Division of Statistics and Information Services with funds from the North Carolina Department of Environment and Natural Resources, was to estimate the prevalence of breast feeding among WIC program participants and to profile successes, problems, and remedies of those who elect to breast feed. The respondents, who were interviewed by telephone using CATI, were WIC mothers who were in their third trimester of pregnancy during September-November 1990. The first follow-up survey conducted 3-4 months postpartum involved 1,040 completed interviews (81.8% response rate); the second follow-up 11-12 months postpartum involved 807 completes (78.4% response rate). Principal investigator: William Kalsbeek.

Urban Research Institute University of Louisville

(426 W. Bloom Street, Louisville, KY 40292; 502-588-6626; Fax: 502-588-7386)

Fourth Police District Community Policing Baseline Study. Sponsored by the City of Louisville and the University of Louisville Department of Justice Administration and funded by the former, this study seeks to establish a baseline reading of community attitudes toward the Louisville police. The study involves telephone interviews with approximately 650 respondents, largely African-Americans, in Louisville selected from listed numbers using a reverse directory. Research manager: Angela Lewis-Klein.

Completed projects:

1991 Kentucky Derby Economic Impact Study. This study for the University of Louisville Department of Equine Management sought to determine the level of spending by Derby goers as a component of an economic model to determine the overall net impact of dollars attributable to the Kentucky Derby. The study obtained a total of approximately 1,600 interviews/questionnaires with Kentucky Derby goers worldwide and with residents of the Louisville

MSA and involved face-to-face interviews (93% response rate), RDD telephone interviews (73% response rate), and mail questionnaires (65% response rate).
Study director: Bruce Gale.

Louisville and Jefferson County Partnership Alcohol and Other Drug Use Prevention Needs Assessment. The purpose of this study, completed in April 1992 for the Office of Substance Abuse Prevention, was to determine community attitudes and needs on prevention issues related to alcohol and other drug use. RDD-CATI interviews were conducted with 883 adult citizens in Louisville and Jefferson County, KY, with a 53% response rate.
Study director: Bruce Gale.

Personnel Notes

Robert M. Groves has left the position of Associate Director for Statistical Design, Methodology, and Standards at the U.S. Census Bureau as of May 1, 1992. He plans to be involved in the enhancement of the survey methodology program at the Institute for Social Research, University of Michigan, and to devote time to continuing his research on survey nonresponse.

Lauren Burnbauer, previously a Research Associate and Project Director at the Eagleton Institute, Rutgers University, has been named Assistant Director at the Center for Survey Research, Indiana University.

Renée De Groot has joined the staff of the Center for Survey Research, Institute for Public Policy and Social Research, Michigan State University, as a Project Manager. She was formerly a graduate assistant at the Center. In addition, *Michael Keefe* has been promoted from Project Manager to Senior Project Manager.

Norman M. Bradburn will be stepping down as Director of NORC after a new President of NORC has been recruited (see p. 13). He will continue at NORC in the newly created role of Director of Research.

New staff members at Response Analysis include *Marjorie Schaefer* (formerly Manager of Marketing Research, UNUM Life Insurance) as Senior Research Director, *Frank Bennett* (formerly Study Director at Chilton Research Services) as Senior Research Associate, and *Ravi K. Venkataraman* (formerly Manager of Statistical Analysis at Chilton) as Senior Statistician. Also at RAC, *Susan Spencer* has been promoted from Senior Research Director to Vice President, *Lynne Firester* from Statistician/Programmer to Research Director, and *Linda Tremewen* from Research Associate to Senior Research Associate.

Madeline Rivera-Bennett has become Survey Coordinator at Survey & Evaluation Services, Center for Urban Studies, Wayne State University.

The Survey Research Center at the University of California, Berkeley, will get a new director when *Michael Hout*, a

Sociology professor, takes over from outgoing director *Percy Tannenbaum* on July 1, 1992.

Linda Burgess has left the University of Louisville Urban Research Institute for Berkeley, CA, where she is Director of the Survey Research Center at the Pacific Institute for Research and Evaluation, a nonprofit organization.

Update to List of Academic Survey Research Organizations

The following organizations should be added to the List of Academic Survey Research Organizations published in the Summer-Fall 1991 issue of *Survey Research*:

Maine

Ms. Suzanne K. Hart, Director
Survey Research Center
Edmund S. Muskie Institute for Public Affairs
University of Southern Maine
96 Falmouth Street
Portland, ME 04103
(207-780-4430; Fax: 207-780-4417)

New York

Michael Schwartz, Director
Institute for Social Analysis
Social and Behavioral Sciences Building
State University of New York at Stony Brook
Stony Brook, NY 11794-4356
(516-632-7709)

Ten Commandments of Questionnaire Construction

Alfred J. Tuchfarber

Institute for Policy Research, University of Cincinnati

1. Thou shalt know *exactly* what information is needed before writing the first question.
COROLLARY: Think backwards from the analysis and forwards from the hypotheses and research questions.
2. Thou shalt pretest and conduct pilot studies.
3. Thou shalt ask innocuous, easy questions first and save the difficult, sensitive questions for later.
4. Honor thy P's and Q's.
COROLLARY: Remember that *every* word and phrase in a question is important.
5. Thou shalt write questions that are clear, unambiguous, and understandable to the most easily confused of your interviewers and respondents.
6. Neither lead thy respondents to any answer nor force thy respondents to answer any question they don't want to answer.
COROLLARY: Do not make correct answers obvious.
7. Thou shalt remember that what was asked previously can affect what comes next.

8. Thou shalt give clear instructions to the interviewer and respondent.
9. Thou shalt do a good job of motivating the respondent to help you.
10. Honor thy respondents and do not unnecessarily burden them.

COROLLARY: Make it as easy as possible for your respondents.

Announcements

Notebook on Questionnaire Formatting and Demographic Questions

Diane O'Rourke of the Survey Research Laboratory, University of Illinois at Urbana-Champaign, has compiled a notebook on questionnaire formatting and demographic questions designed by numerous academic, government, and not-for-profit survey organizations. The notebook has sections that include examples of mail, face-to-face, computerized telephone (CATI), and paper-and-pencil telephone (PAPI) questionnaires, as well as examples of the race and income questions used on all types of questionnaires. In addition, there is a section on the respondent selection questions used for selecting a random respondent within a household in a general population survey. So far over 30 survey organizations have contributed examples to the notebook, which is currently over 200 pages long.

If your academic, government, or not-for-profit survey unit would like to contribute examples (1 or 2 pages from questionnaires for each type of data collection, showing diverse formatting, instructions, etc., plus race, income, and respondent selection questions), please send them to Diane O'Rourke, Survey Research Laboratory, University of Illinois, 909 W. Oregon Street, Suite 300, Urbana, IL 61801-3327.

If you would like a copy of the notebook when completed, please send a check for \$23, made payable to "University of Illinois," to the address given above.

International Conference on Establishment Surveys: Call for Contributed Papers

The International Conference on Establishment Surveys: Survey Methods for Businesses, Farms, and Institutions will be held June 27-30, 1993, in Buffalo, New York. Among the sponsors are the American Statistical Association (survey research and business & economics sections), International Association of Survey Statisticians, Statistical Society of Canada, and Statistics Canada.

The organizing committee invites survey methodologists, economists, and other practitioners to submit abstracts for contributed papers on topics related to the design, con-

duct, evaluation, and interpretation of establishment surveys. It is especially interested in papers that focus on a particular type of establishment. By an "establishment" is meant that the unit being studied should be an organizational unit (e.g., an enterprise, company, branch, office, farm, school, prison, government, etc.) rather than a person or a household per se.

To submit a paper, send three copies of a 1-2 page double-spaced abstract with a \$50 nonrefundable submission fee by November 1, 1992, to Lee Decker, Meetings Department, American Statistical Association, 1429 Duke Street, Alexandria, VA 22314-3402. Telephone: 703-684-1221; Fax: 703-684-2037. The submission fee will be applied to the conference registration fee. For instructions on paying by VISA or MasterCard, contact the ASA Meetings Department office. If a purchase order is used, a \$20 processing fee will be charged per invoice.

Jobs ↔ People

This free 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*, Survey Research Laboratory, University of Illinois, 909 W. Oregon Street, Suite 300, Urbana, IL 61801. Names will be coded if requested.

Opening:

President, National Opinion Research Center, University of Chicago.

The recruiting process is under way for the new President of NORC, which seeks a strategic, visionary leader with keen business sense who will create a marketing strategy, targeting the full range of federal and other social research opportunities over a 10-year horizon. Personal and professional qualifications include demonstrated intellectual and creative leadership in the successful building of a service-oriented business; strong management experience with professional staff, preferably with a project orientation; familiarity with research design, sample strategies, instrumentation and measurement, field collection procedures, data processing, and technological development; excellent communication and negotiation skills; good understanding of the academic community; experience in the federal government procurement process; and an appropriate advanced degree, preferably a Ph.D.

Send resumes to Denise Gaffney, Vice President, Issacson, Miller, Inc., 105 Chauncy Street, Boston MA 02111 (phone: 617-423-5566).

NORC is an Equal Opportunity Employer.

Openings:

Statisticians specializing in sampling and survey design or statistical analysis and computing, Opinion Research Center.

ORC seeks to augment its statistical and analytic staff.

Open positions include one for a senior specialist in survey design and sampling. This is a director-level position, equivalent to Chief Statistician. Much of the work will involve the design of projects to meet specific client needs. Since most clients are in the commercial world, there is an emphasis on conducting high-quality research with a short timetable. A statistician who can market his or her skills will be especially welcome.

Additional positions exist in the area of analysis, especially data modeling.

These positions are based in Princeton, NJ. (From time to time other positions may open in Washington, DC, and Newport Beach, CA.)

Applicants should send a letter of application and curriculum vita to Timothy D. Ellard, Senior Managing Director, Opinion Research Corporation, Box 183, Princeton, NJ 08542.

Opening:

Field Director, Survey Research Center, Pacific Institute for Research and Evaluation, Berkeley, CA.

The Pacific Institute, a major national not-for-profit social science research organization, seeks an experienced Field Director for its newly established Survey Research Center. The Center will soon be expanding to 30 networked CATI workstations to administer two 5-year projects as well as other surveys. Responsibilities will include recruiting and developing survey research staff, project scheduling, and overseeing quality control methods and procedures. The position is available immediately. Required qualifications include 3-5 years of experience in managing and conducting national surveys using 15 or more full-time telephone interviewers; complete mastery of CATI data collection techniques (preferably using CASES); thorough knowledge of survey research methodology; and a minimum of a college bachelor's degree.

Send letter, resume, and references to Linda Burgess, Director, Survey Research Center, Prevention Research Center, 2532 Durant Avenue, Berkeley, CA 94704. Phone: 510-486-1111; Fax: 510-644-0594. Closing date: July 31 or until position is filled.

Pacific Institute is an Equal Opportunity, Affirmative Action Employer.

Publications

NORC's 50th Year Bibliography

To help celebrate its 50th anniversary, NORC is pleased to announce the publication of *NORC Bibliography of Publications, 1941-1991: A Fifty Year Cumulation*, compiled by Patrick Bova and Michael Preston Worley. This 462-page bibliography (ISBN 0-932132-46-4) supersedes all previous NORC bibliographies. It includes NORC staff writing on intramural projects and contains the following sections: Introduction, Author Section (over 3,400 entries), Publication in Series (lists numbered publications), Author Index (locates multiple authors), Index by Project (provides access to project), and General Index (provides access to Index

by Project and to the Author Section by sponsor, title, key words, subject, and name). The bibliography is available for \$10.00 each (prepaid; checks payable to NORC) from the Paul B. Sheatsley Library at NORC, 1155 E. 60th St., Chicago, IL 60637. The prepaid price includes postage and handling (orders that need invoicing will have \$2 added for postage and handling). Please note that the bibliography is free to all libraries. For further information, call Patrick Bova, Librarian, at 312-753-7679.

Special Issue of JOS

A special issue of the *Journal of Official Statistics* (Vol. 8, No. 1, 1992) has been published that serves as a complement to the monograph, *Measurement Errors in Surveys*, edited by Paul P. Biemer, Robert M. Groves, Lars E. Lyberg, Nancy Mathiowetz, and Seymour Sudman and published by Wiley in 1991. This is the first of two special issues to be devoted to measurement error; the second issue will be Vol. 8, No. 3. The authors of papers from the November 1990 conference in Tucson not included in the monograph were encouraged to submit their papers to *JOS*. In addition, a call for papers was extended to selected researchers. In all, 15 papers were accepted for publication. Those in Vol. 8, No. 1, are the following:

"Cognitive Aspects of Surveys: Yesterday, Today, and Tomorrow"—*Judith M. Tanur and Stephen E. Fienberg*

"Measuring the Recall Error in Self-Reported Fishing and Hunting Activities"—*Adam Chu, Donna Eisenhower, Michael Hay, David Morganstein, John Neter, and Joseph Waksberg*

"The Estimation of Instrument Effects in Data Quality in the Consumer Expenditure Diary Survey"—*Clyde Tucker*

"Developing Systematic Procedures for Monitoring in a Centralized Telephone Facility"—*Mick P. Couper, Lisa Holland, and Robert M. Groves*

"The Golden Numerical Comparative Scale Format for Econometric Multi-Object/Multi-Attribute Comparison Questionnaires"—*Linda L. Golden, Patrick L. Brackett, Gerald Albaum, and Juan Zatarain*

"Effects of Procedural Differences in the Nationwide Food Consumption Survey"—*Patricia M. Guenther*

"Evidence of Anchoring in a Survey Recall Task"—*Carolyn M. Boyce and Marilyn C. Mauch*

Special Issue of Applied Cognitive Psychology

The May-June 1991 issue of *Applied Cognitive Psychology* (Vol. 5) was a special one devoted to Cognition and Survey Measurement. Guest editors were Jared B. Jobe and Elizabeth F. Loftus. The special issue contained the following six papers in addition to an editorial by Murray Aborn:

"Cognition and Survey Measurement: History and Overview"—*J.B. Jobe and D.J. Mingay*

"The Impact of Administration Mode on Response Effects in Survey Measurement"—*N. Schwarz, F. Strack, H.-J. Hippler, and G. Bishop*

"Response Strategies for Coping with the Cognitive Demands of Attitude Measures in Surveys"—*J.A. Krosnick*

"Characteristics of Interval-based Estimates of Autobiographical Frequencies"—*E.A. Blair and G. Ganesh*
 "The Use of Verbal Report Methods in the Applied Cognitive Laboratory"—*G.B. Willis, P.N. Roysten, and D. Bercini*
 "Retrieval from Memory of Dietary Information"—*A.F. Smith, J.B. Jobe, and D.J. Mingay*

Collins, Martin. "The data reduction approach to survey analysis." *Journal of the Market Research Society*, 34 (April 1992), 149-62.

Davis, James A., and Smith, Tom W. *The NORC General Social Survey: A User's Guide*. Guides to Major Social Science Data Bases, Vol. 1. Newbury Park, CA: Sage, 1991. 96pp. \$17.95 (cloth), \$8.95 (paper).

Deville, Jean-Claude. "A theory of quota surveys." *Survey Methodology: A Journal of Statistics Canada*, 17 (December 1991), 163-81.

Ganzeboom, Harry B. G.; De Graff, Paul M.; and Treiman, Donald J. (with Appendix by Jan de Leeuw). "A standard international socio-economic index of occupational status." *Social Science Research*, 21 (March 1992), 1-56.

Hahlo, Gerry. "Examining the validity of re-interviewing respondents for quantitative surveys." *Journal of the Market Research Society*, 34 (April 1992), 99-117.

Hidiroglou, M.A., Choudhry, G.H., and Lavallée, Paul. "A sampling and estimation methodology for sub-annual business surveys." *Survey Methodology: A Journal of Statistics Canada*, 17 (December 1991), 195-210.

(continued)

New Methodological Publications

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

Benton, J. Edwin, and Daly, John L. "A question order effect in a local government survey." *Public Opinion Quarterly*, 55 (Winter 1991), 640-42.

Bolstein, Richard. "Comparison of the likelihood to vote among preelection poll respondents and nonrespondents." *Public Opinion Quarterly*, 55 (Winter 1991), 648-50.

Brennan, Mike. "The effect of a monetary incentive on mail survey response rates: New data." *Journal of the Market Research Society*, 34 (April 1992), 173-77.

Changes of address or new contributions for *Survey Research*

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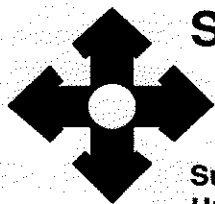
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