

# Survey Research

Volume 23, Numbers 3-4

Summer-Fall 1992

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## In This Issue . . .

Current Research . . . . .	1
Changes in GSS in 1992-1997 . . . . .	12
List of Academic Survey Research Organizations . . . . .	13
Response Rates at Academic Survey Research Organizations, by Mary A. Spaeth . . . . .	18
Personnel Notes . . . . .	21
Announcements	
1993 Census Bureau Conference . . . . .	21
Fellowship Announcement . . . . .	22
Update on Questionnaire Formatting Notebook . . . . .	22
Jobs--People . . . . .	22
Publications	
New GSS Files and Publications . . . . .	22
RTI History Published . . . . .	23
Special Issue of <i>JOS</i> . . . . .	23
New Methodological Publications . . . . .	24

## Editor's Note

The article on response rates, which had been scheduled to appear in the last issue of *Survey Research*, can be found later in this issue. It took two follow-ups, but I finally received enough returns to write an article.

As will be pointed out in that article, the findings show that the various survey research organizations that contribute study information to *Survey Research* use noncomparable definitions of response rates. Therefore, as of this issue, I shall cease to report them.

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.

**Center for Business & Economic Research  
Bradley University**

(1501 W. Bradley Avenue, Baker 112, Peoria, IL 61625; 309-677-2278; Fax: 309-677-3374; E-mail: BJJ@BRADLEY.EDU)

Completed project:

*Omnibus-Tri-County Survey.* The purpose of this survey, funded by subscriptions and the Illinois Department of Energy & Natural Resources, is to maintain an ongoing, twice yearly, survey report series on Tri-County consumer sentiment and to evaluate the attitudes of Peoria's ethanol buses and air pollution. In the round of the survey completed in May 1992, 210 telephone interviews were conducted with one adult per household based on residential telephone directory listings for the Peoria (Illinois) metropolitan statistical area.

Director: Bernard Goitein.

**Center for Health Administration Studies  
University of Chicago**

(969 E. 60th Street, Chicago, IL 60637; 312-702-7104)

*National Study of Internal Medicine Manpower (NaSIMM).* On an annual basis since 1976, NaSIMM has collected data to track the supply, characteristics, and training experiences of physicians training for practice in internal medicine. The study is funded by the American Board of Internal Medicine, American College of Physicians, Association of Professors of Medicine, and Association of Program Directors in Internal Medicine. The questionnaires have consisted of a core set of items counting the residents and

fellows and a changing set of items relating to more topical issues. In recent years, the topical foci have been on program funding, ambulatory training, curriculum, and graduate placement. During the data collection period (approximately July 15-December 15 every year), mail questionnaires are sent to 427 internal medicine residency program directors and 1,786 subspecialty fellowship program directors in the U.S. and Puerto Rico. Follow-ups to nonrespondents consist of two mail questionnaires plus telephone calls.

Project director: Christopher S. Lyttle.

**Center for Social & Behavioral Research  
University of Northern Iowa**

(Cedar Falls, IA 50614-0286; 319-273-2105; Fax: 319-273-3104; E-mail: LUTZ@ISCSVAX.UNI.EDU)

*Health Knowledge of School Personnel.* This study, scheduled for completion in November 1992 for the Black Hawk County Department of Health, seeks to assess knowledge of health issues affecting school-age children among school personnel to guide the Department's program planning. The study involves mail questionnaires from 1,089 school personnel at all levels in 43 county schools (public and private).

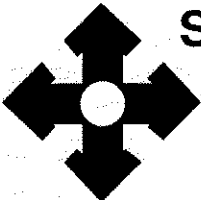
Study director: Robert E. Kramer.

*User Views of the Waterloo Municipal Airport.* The purpose of this study, to be completed in November 1992 for the Waterloo (Iowa) Airport Commission, is to assess airport users' usage and views of the airport to guide a marketing and planning project. Four groups of users in the 12-county "service area" of the airport have been included: general public adults (18+) in a mini-survey involving 102 RDD telephone interviews; general public adult (18+) passengers traveling during a randomly chosen week (215 face-to-face interviews); travel agents working within the region (38 mail questionnaires); and travelers from regional businesses employing 50+ persons (76 mail questionnaires).

Study director: Robert E. Kramer.

*Substance Abuse and the Cedar Rapids (Iowa) Adult Community.* Sponsored by SAFE Coalition of Cedar Rapids with funding from the Office of Substance Abuse Prevention, PHS, DHHS, the purpose of this study, which is part of a larger program evaluation project, is to measure abuse attitudes, experiences, and policy preferences of adults as a basis for assessing and guiding community partnership prevention programs. The study has involved 800 RDD telephone interviews with two samples of adults (18+) residing in Cedar Rapids: general public and employed public. Principal investigator: Gene M. Lutz.

*Iowa Substance Abuse Treatment Needs among Adult General Public and Minority Populations.* The purpose of this study for the Iowa Department of Public Health, scheduled for completion in October 1995 with funding from the Office for Treatment Improvement, ADAMHA, is to develop state estimates of alcohol and other drug use prevalence, dependency, and treatment needs to guide state planning. In the study, which is part of a larger project on state substance abuse demand treatment needs assessment, RDD-



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CATI interviews will be conducted with 1,800 general public adults (18+) in Iowa, and face-to-face interviews will be conducted with 800 adults in four independent minority populations statewide.

Principal investigator: Gene M. Lutz.

**Center for Survey Research  
Indiana University**

(1022 E. Third Street, Bloomington, IN 47405; 812-855-2573, Fax: 812-855-2818; E-mail: KENNEDYJ@UCS.INDIANA.EDU)

**Completed project:**

*United Methodist Church Delegate and Caucus Group Study.* This study, conducted April 6 through October 1, 1992, for James Wood, with funding from the Lilly Endowment, Inc., sought to explore how churches form policies on national issues by conducting a nationwide mail survey of members of United Methodist Church caucus groups and delegates to the United Methodist Church General Conference. Respondents were surveyed before and after the May Conference.

Person-in-charge: John M. Kennedy.

**Center for Survey Research  
University of Massachusetts at Boston**

(Healey Library, 10th Floor, 100 Morrissey Boulevard, Boston, MA 02125-3393; 617-287-7200; Fax: 617-287-7210; E-mail: MASSAGLI%UMBSKY.DNET@NS.UMB.EDU)

*Corporate Human Resource Developments and Organization of Work in American Business.* The purpose of this study, scheduled for completion in November 1992 for the Massachusetts Institute of Technology and funded by the Spencer Foundation, is to measure the prevalence of benefit programs to address the personal and family needs of employees, to measure intentions to provide such programs, to characterize the internal labor market of establishments, and to study relationships between labor management strategies and human resource strategies to address employees' personal and family needs. The study involves telephone interviews with a random sample of 960 for-profit business establishments (with 50 or more employees) obtained from Dun's Marketing Services.

Principal investigator: Paul Osterman (M.I.T.); study director: Michael Massagli (CSR).

**Completed projects:**

*Employer-Sponsored Education and Training in the Textile and Apparel Industries.* Completed in May 1992 for the Conservation of Human Resources Project, Columbia University, with funding from the Spencer Foundation, this study sought to measure the prevalence and amount of employer-sponsored education and training, to measure firm-specific and general training, to characterize the internal labor market and productivity of establishments, and to study relationships between training and productivity. From a stratified random sample of 1,005 manufacturing establishments nationwide, all of which were subject to both survey methods used, 241 mail questionnaires were re-

turned and 354 telephone interviews were completed.

Principal investigator: Thomas Bailey (Columbia University); study director: Michael Massagli (CSR).

*1992 Adult Saving Lives Study.* Completed in July 1992, this study for the Boston University School of Public Health, funded by the Governor's Highway Safety Bureau, Commonwealth of Massachusetts, provided data from a random sample of Massachusetts adults, with oversamples of residents of six communities participating in the Saving Lives Program, an intervention designed to reduce drunk-driving and speeding and to increase safety belt usage and awareness of pedestrians. RDD telephone interviews were conducted with 1,953 adults (20 or older) in Massachusetts about their knowledge of the Saving Lives Program and of safety issues, their perceptions of enforcement of speeding and alcohol regulations, and their own driving behaviors and use of alcohol or other drugs while driving. In addition, observers were placed at 53 intersections to observe traffic violations and safety belt use. Observers also measured speeding violations.

Principal investigator: Ralph Hingson (BU); study director: Michael Massagli (CSR).

*1992 General Electric Employee and Family Health Survey.* The purpose of this study, completed in July 1992 for the Functional Outcomes Program, New England Medical Center and funded by the Kaiser Family Foundation, was to provide data concerning functional health status and history of recent utilization of health services on a corporate health benefits population that would allow baseline comparison between employees who had recently switched to a managed-care option and those who had remained with the traditional fee-for-service based insurance system. In order to increase the amount and quality of data available on employee's families and dependents, data were also collected independently from spouses. Mail questionnaires were returned by 2,456 exempt employees and 1,629 spouses of General Electric, Inc., in eastern Massachusetts.

Principal investigators: Debra Lerner and Ed Schor (NEMC); study director: Michael Massagli (CSR).

**Methodological research:**

*Survey of Outcomes from Surgery for Prostate Cancer among Medicare Beneficiaries.* As part of this study sponsored by the Agency for Health Care Policy and Research, Floyd J. Fowler and Anthony Roman of CSR jointly with researchers at Dartmouth Medical School compared cost, response rates, and data quality. Data collection methods relied primarily on mail, telephone, and personal interviewing. The sample size was about 1,100 total for all groups.

**Institute for Policy Research  
University of Cincinnati**

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

*Survey of General Assistance Recipients.* This eight-month project, funded by United Way and Community Chest of

Greater Cincinnati and scheduled for completion December 1, 1992, seeks to determine the characteristics of the general assistance population in Hamilton County, Ohio, and the effects of recent state cuts in benefits. Face-to-face interviews are being conducted with 200 persons who were receiving GA in Hamilton County as of August 1991. The first wave has been completed and the second wave is in progress.

Principal investigator: Steve Howe.

#### Completed projects:

*Spring 1992 Greater Cincinnati Survey.* Conducted in May-June 1992 and funded by multiple external agencies and organizations, this was an omnibus survey of public knowledge, attitudes, and behavior on a number of topics: roads and highways, solid waste disposal, recycling, traffic control, storm drainage, community colleges, corporate community service, alcohol and drug addiction services tax levy, public school tax levy, bank loans, accidents to children, gun ownership, and abortion. Telephone interviews using CATI were conducted with 1,436 adults (18+) in the Greater Cincinnati Metropolitan Area. Project director: George Bishop.

*The Ohio Poll, September 1992.* This poll for *The Cincinnati Post* and the University of Cincinnati was a survey of knowledge, attitudes, and behavior on political topics: 1992 Presidential election; 1992 Ohio Senate election; job approval rating of the President, Governor, Senator, and Lieutenant Governor; candidate abortion positions; consumer confidence; and neighborhood safety. RDD telephone interviews were conducted with 976 adults (18+) in Ohio. Project director: Alfred J. Tuchfarber.

#### Institute for Public Policy University of New Mexico

(Department of Political Science, Social Sciences Building, Albuquerque, NM 87131-1121; 505-277-1099; Fax: 505-277-2821)

*Quarterly Profile of New Mexico Citizens.* This omnibus survey of policy preferences and political attitudes of New Mexico residents was begun in January 1989 and is conducted four times annually. Each survey repeats a core of questions, permitting time-series analysis of data collected over time. Topics during the last year included New Mexico's judicial system, economics and the environment, campaigns and elections, and the political system. In each survey, RDD-CATI interviews are conducted statewide, with average completes of 553 New Mexico residents (18+) in the past four quarterly surveys.

Director: Gilbert K. St. Clair; survey manager: Scott Goold.

#### Institute for Social Research York University

(Administrative Studies Building, 4700 Keele Street, North York, Ontario M3J 1P3, Canada; 416-736-5061, Fax: 416-736-5749; E-mail: ISRNEWS@VM1.YORKU.CA)

*Male-Female Dating Relationships in Canadian Universities and Colleges.* Sponsored by Walter DeKeseredy and Kath-

erine Kelly, Department of Sociology and Anthropology, Carleton University, and funded by the Family Violence Prevention Division of Health and Welfare Canada, data collection will be completed by the end of November 1992 in this study that seeks to determine the incidence, prevalence, and sociodemographic correlates of physical, psychological, and sexual abuse of women in university and college dating relationships. The study will provide Canadian policy makers with the first national representative data on woman abuse in dating relationships as they attempt to structure policies that provide better support for victims and to prevent future abuse. Self-administered questionnaires are being administered in groups to 5,000 junior and senior undergraduate students in randomly selected colleges and universities throughout Canada (both French and English speaking).

ISR project coordinator: John Pollard.

#### Institute for Survey Research Temple University

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

*Parent-Teen Communication about Premarital Pregnancy.* This NICHD-funded study, to be completed in May 1993 for James J. Jaccard, State University of New York at Albany, will investigate the dynamics of parent-teen communication in a sample of low-income teens and their mothers. The communication process will be assessed from both the perspective of the parent and the teen in order to evaluate correspondence between parental values and beliefs about premarital sexual intercourse and birth control and their teens' values and beliefs. Face-to-face interviews will be conducted with 775 low-income, black teens and 775 mothers in Philadelphia.

Study director: Ellin Spector.

*Comprehensive Legal Needs Study.* The purpose of this study for the American Bar Association, to be completed in summer 1993, is to collect data on the incidence of problems of low- and moderate-income Americans that may constitute legal needs, steps that people take to solve such problems, and public perceptions of lawyers and the legal/judicial system. The data will form the basis for policy and programmatic initiatives. In a national survey, 2,500 telephone (RDD-CATI) and 300 face-to-face (CAPI) interviews will be conducted; in up to five states, about 500 telephone interviews will be conducted in each state. Both surveys involve low-income (up to 125% of poverty level) and moderate-income (above poverty level but less than \$60,000 annual income) households.

Principal investigator: Carolyn A. Eldred.

#### Mathematica Policy Research Princeton, New Jersey

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

*Interaction and Developmental Processes.* This study, funded by the Rockefeller Foundation and the Foundation

for Child Development, will examine the interaction between mothers and children (aged 3-4) as they perform a series of tasks such as problem solving, free play, and clean-up. Measures of attachment, evaluation of home environment, motor inhibition, and vocabulary are also administered along with a survey questionnaire. In the data collection, to be completed in November 1992, face-to-face interviews are being conducted with 200 low-income women in Newark, NJ, who had the target children as teenagers. Videotaping is also being used.

Principal investigators: Larry Aber (Barnard College), Jeanne Brooks-Gunn (Teacher's College), and Susan Sprachman (MPR).

**Completed project:**

*Birth Outcomes and Satisfaction with Obstetrical Care Survey.* This NCHSR-funded survey, completed in May 1992 for Frank Sloan, Vanderbilt University Institute for Public Policy Studies, collected data on variations in the obstetrical care provided to women and women's choice of medical providers, prenatal care, perceptions of medical management, and opinions about the doctors' clinical capabilities and communication skills. In addition, information on infant health and negative outcomes was collected. Telephone interviews using CATI, with face-to-face follow-ups, were conducted with 950 women who gave birth in 1987 in Florida, including an oversample of women who had stillborn babies or babies who died in their first year.

Project director: Susan Sprachman.

**Minnesota Center for Survey Research  
University of Minnesota**

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

**Completed projects:**

*Children and Sexuality: The Observations of Family Daycare Providers.* Sponsored by the University of Minnesota and licensed daycare providers in Minnesota and funded by the Center for Urban and Regional Affairs at the University, the purpose of this study, completed in June 1992, was to learn the kinds of early childhood sexual behavior that family daycare providers actually observe and to ascertain their opinions regarding issues relating to early childhood sexuality. The study involved mail questionnaires returned by 564 licensed family daycare providers in Minnesota (from a random sample of 1,000 providers).

Project manager: Pat Gladchild.

*Disability Accommodations Survey.* Completed in August 1992 for the University of Minnesota Office of Equal Opportunity and Affirmative Action, this was a self-study regarding disability accommodations at the University. In addition, the study assisted the University in complying with the requirements of federally mandated legislation. Mail questionnaires were returned by 13,019 (out of 26,348) employees at the five University of Minnesota campuses.

Project manager: Courtney Jaren.

**National Opinion Research Center (NORC)  
University of Chicago**

(1155 E. 60th Street, Chicago, IL 60637; 312-753-7610; Fax: 312-753-7886; E-mail: DEPOYPHL@NORCMAIL.UCHICAGO.EDU)

*California Outcomes Study.* The purpose of this study for the California Department of Alcohol and Drug Abuse (ADP), to be completed in March 1994, is to obtain scientific data on the outcomes and cost/benefits of services received by alcohol and drug treatment programs that get funding from ADP and to examine the relationships between status at outcome, type of services received, and influencing factors prior to treatment, including previous treatment episodes. After selection of a statewide stratified sample of treatment providers from specific modalities in California, face-to-face interviews will be conducted with 96 program directors, and a representative sample of clients will be selected from each program. In February-July 1993, face-to-face interviews will be conducted with 2,400 clients, mainly in California but some anticipated in nearby states. The study will also involve 3,000 record abstraction forms from the treatment and other program records for sampled clients. A final report is due in March 1994.

NORC principal investigator: Dean Gerstein; NORC survey director: Natalie Suter.

*GSS 1992 Reinterview/International Social Survey Program (ISSP) Social Inequality Module.* In this NSF-funded project, 1,273 respondents to the 1991 General Social Survey were reinterviewed nationwide in February-June 1992 using a combination of mail and telephone contacts. Respondents were administered (1) selected demographics, (2) the 1992 ISSP social inequality module, (3) a subset of the life events scale, and (4) some GSS social inequality measures. The 1992 reinterview data will be merged with the 1991 GSS and released in early 1993. Comparisons will be made between the United States and other ISSP nations, between response in 1991 and in 1992, and between changes in life events from 1991 to 1992 and social inequality attitudes in 1992.

Principal investigator: Tom W. Smith.

**Completed projects:**

*Survey of Best Hospitals 1992.* In this national survey, completed in May 1992 for *U.S. News & World Report*, NORC selected a probability sample of 1,600 board-certified physicians in each of 16 different specialty areas and elicited opinions on the attributes and characteristics of high-quality hospital care. In addition, the 1,038 responding physicians were asked to name the five best hospitals in the country in their particular specialty area. Data were also gathered on the physicians' use of outcome measures in deciding where to admit or refer patients. The results were published in the 15 June 1992 issue of *U.S. News & World Report*.

Project director: Craig A. Hill.

*National Health and Social Life Survey.* Sponsored by the Robert Wood Johnson and Henry J. Kaiser Foundations and completed in September 1992, this national survey of be-

haviors related to HIV was the first large, national, general population survey of sexual behavior. Face-to-face interviews were conducted with an area probability household sample of 3,370 adults (aged 18-59).

Principal investigator: Robert Michael (Harris School of Public Policy, University of Chicago); NORC project director: Woody Carter.

*National Health Access and Satisfaction Survey.* This survey, completed in June 1992 for the Harvard University School of Public Health and funded by the Henry J. Kaiser Family Foundation, sought to measure access to, knowledge about, and satisfaction with public-sector health programs on the part of low-income Americans. Using both face-to-face and telephone methods, 1,897 interviews were completed nationwide in a area probability sample with an oversample of low-income households.

Project director: Craig A. Hill.

Methodological research:

*Differences in Sex Reporting.* A series of methodological studies, to be completed by June 1994 with funding from NSF, will examine why men and women report discrepant numbers of sexual partners. The studies will involve several hundred adults in Chicago, using face-to-face interviews and laboratory experiments.

Principal investigators: Tom W. Smith and Roger Tourangeau.

**Netherlands Institute for Social and Market  
Research (NIMMO)  
University of Amsterdam**

(Oude Turfmarkt 151, 1012 GC Amsterdam, The Netherlands; 31-20-5252853; Fax: 31-20-6264873; E-mail: A7150227@HASARA11.bi)

*Comparative Research on Living Conditions and Life Satisfaction in Russia and West-European Countries.* In this project sponsored by the National Science Foundation of the Netherlands and conducted jointly by NIMMO and the Center for Comparative Social Research in Moscow, similar data will be collected in several Western and Eastern European countries to study the dynamics of the relationship between living conditions, subjective feelings, and social and political actions and to study the methodological aspects of the national and international studies: the consequences of different measurement instruments for validity, reliability, and method effects. Face-to-face interviews will be used in Russia for 4,000 households drawn every half year, telepanel-interviewing in the Netherlands for 2,000 households in the Dutch NIMMO panel, and diverse methods and sample sizes in the other participating countries (Slovenia, Hungary, Poland, Germany, Spain, Italy, Belgium, Norway, and Sweden). All will be representative national samples. The first stage of the project will take place in 1992/93 and the second stage in 1994/95.

Coordinators: V. Andreenkov (CCSR) and W. E. Saris (NIMMO); researcher: A. Scherpenzeel.

Methodological research:

*An International Research Project: The Evaluation of Measurement Instruments by Meta-Analysis of Multitrait-*

*Multimethod Studies.* The Dutch part of this project is sponsored by the Faculty of Social-Cultural Sciences at the University of Amsterdam with funds from a research grant within the framework of the Faculty's program "Selection Behavior." The multitrait-multimethod being used gives information about the quality (validity and reliability) of data obtained with different measurement instruments. This study focuses on the effects of computer-assisted data collection techniques, the comparison of category scales and continuous scales, and cross-national comparisons. Data collection with representative samples for the total Dutch population started in January 1990, and the complete study will be finished before December 1993. Already completed are 424 CATI interviews, 1,219 mail questionnaires from members of a panel, and telepanel-interviewing with 2,000 persons. Under way are approximately 400 CAPI interviews.

Researcher: A. Scherpenzeel; supervisor: W. E. Saris.

*Comparison of Data Collection Modes for Time Use Research.* In this project, to be completed in February 1993 and sponsored by the Netherlands Central Bureau of Statistics, Institute for Consumer Research, and NIMMO, three methods of gathering data by means of a diary in time use research are being compared in terms of unit response rate, validity, reliability, and costs. The modes are paper-and-pencil interview (PAPI), computer-assisted self-interview (CASI), and computer-assisted telephone interview (CATI). The study is based on diary days, with 954 using PAPI, 1,785 using CASI, and 1,208 using CATI. The population is composed of one person (aged 12 years or older) per household in the Netherlands.

Researcher: Nelly Kalfs.

**Northwestern University Survey Laboratory  
Northwestern University**

(625 Haven Street, Evanston IL 60208-1450; 708-491-8759; Fax: 708-467-1564)

Completed projects:

*Sexual Harassment and Other Sexual Issues.* Completed in February 1992 for the Medill School of Journalism, Northwestern University, the topics for this survey were chosen by a graduate student research methods class as the substantive focus of the quarter's class project. RDD telephone interviews were conducted with 400 English-speaking adult residents of Chicago with a telephone in the household.

Principal investigator: Paul J. Lavrakas.

*1992 Chicago Area Survey Project (CASP-1992).* Sponsored by NUSL and various public and private sector funders, this study, completed in June 1992, was the third annual Metro Chicago omnibus household survey to gather a variety of social and demographic indicators to aid faculty and student research as well as local decision makers. RDD telephone interviews were conducted with 1,046 English-speaking adults (selected by the "last birthday" method) in telephone households in Cook, DuPage, and Lake (IL) Counties.

Principal investigator: Paul J. Lavrakas.

Methodological research:

NUSL is continuing to conduct research on refusal report forms and refusal conversions from the standpoint of reducing survey error. The 1992 Chicago Area Survey Project (N = 1,046) and a national RDD study in the spring (N = 1,570) provided opportunities to continue gathering these methodological data.

**Office of Survey Research  
University of Texas at Austin**

(CMA 7.214, University Texas at Austin, Austin, TX 78712; 512-471-4980; Fax: 512-471-8500; E-mail: SURVEY@EMX.UTEXAS.EDU)

*Texas Outreach Project: Nueces County Telephone Survey.* Scheduled for completion in December 1992 for the University of Texas M.D. Anderson Cancer Center, the purpose of this study is to obtain information about knowledge, attitudes, and beliefs on cancer. In RDD-CATI interviews, women over 34 years of age in Nueces County (Corpus Christi, TX) are being asked about their knowledge of cancer symptoms, preventive care, and smoking.

Principal investigator and study coordinator: Veronica Inchauste; field director: Mara Talan.

*Disadvantaged Business Enterprises (DBE) Capacity Study.* This study for the Center for Transportation Research, funded by the Texas Department of Transportation and scheduled for completion in December 1992, seeks to identify the existing and potential DBEs in Texas and to calculate the projected growth of DBEs consistent with overall general business growth. The study involves mail questionnaires for approximately 3,000 Texas businesses in the construction industry, maintenance, professional services, and goods/services.

Principal investigators: Ray Marshall and Jorge Anchondo; data collection coordinator: Veronica Inchauste.

**Polimetrics Laboratory for Political and  
Social Research  
Ohio State University**

(130 Neil Hall, 1634 Neil Avenue, Columbus, OH 43210-1217; 614-292-1061; Fax 614-292-1146)

Completed project:

*Franklin County Attorney Study.* Completed in June 1992 for the Columbus Bar Association, this study sought to identify gender inequality in the law profession. Questions included type of firm, specialty, domestic and child care responsibilities, observed and person experiences with sexual harassment, and basic demographics. The study involved mail questionnaires sent to all practicing attorneys in Franklin County, Ohio.

Study director: Kathleen Carr.

**Population Research Laboratory  
University of Alberta**

(Department of Sociology, University of Alberta, Edmonton, Alberta

T6G 2H4, Canada; 403-492-4659; Fax: 403-492-2589; E-mail: BITNET: USERKRAN@UALTAMTS)

Completed project:

*Food Security in Edmonton.* Sponsored by the Edmonton Food Policy Council with funds from the Health and Welfare Canada Health Promotion Directorate, the purpose of this study was to describe the level of food security among the designated target populations and to develop public policy recommendations for community action. Its aim was to get a profile of three different segments of the low-income community in Edmonton: the general population, those living in subsidized housing, and those who were in touch with social service agencies. In November-December 1990, 460 low-income Edmontonians were interviewed using three modes of data collection: 113 RDD telephone interviews, 124 random face-to-face interviews in public housing complexes around the city, and 223 face-to-face interviews identified through agency referrals.

Study director: Kathryn Olson.

**Research Triangle Institute  
North Carolina**

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

*National Sample Survey of Registered Nurses V.* Scheduled for completion in March 1993 for the Health Resources and Services Administration, this survey seeks to estimate the number of nurses and the percentage who are employed in the nursing profession. An estimated 32,214 persons with RN licenses nationwide will be surveyed, with the initial contact by mail and follow-ups for nonrespondents done by telephone and face-to-face.

Study director: Dale Jones; data collection manager: Jennifer McNeill.

*Women Inmate Health Study.* The purposes of this study for the National Institute on Drug Abuse, scheduled for completion in November 1992, are to examine comprehensively the problems of women felons entering prison and determine the relationship of these problems to individuals' characteristics and person history and to examine the relationship between psychiatric disorders, substance abuse, and AIDS risk behaviors. Face-to-face interviews are being conducted with 800 female felons in Raleigh, NC.

Principal investigator: Kathleen Jordan.

Methodological research:

*Survey Measurement of Drug Use: Methodological Studies.* This report, edited by Charles F. Turner, Judith T. Lessler (both of RTI), and Joseph C. Gfroerer (NIDA), will be available by early November 1992. It summarizes the methodological research conducted by researchers at RTI as part of the NIDA contract to improve the overall data quality of the National Household Survey on Drug Abuse. Copies of the monograph (ADM 92-1929) can be obtained by contacting the National Clearinghouse for Drug and Alcohol Abuse Research, 14426-28 Rockville Pike # 200, Rockville, MD 20852.

**Social and Economic Sciences Research  
Center  
Washington State University**

(Wilson Hall Room 133, Washington State University, Pullman, WA 99164-4014; 509-335-1511; Fax: 509-335-0116)

**Completed projects:**

*Childcare Rates and Resources: Center-based Childcare in Washington State.* The purpose of this study, completed in April 1992 for the Department of Social and Health Services in Washington State, was to determine the availability of childcare and the current rates paid by families for services provided by childcare centers in the state. Following letters sent to prospective respondents, telephone interviews (using CATI) were conducted with 1,179 licensed childcare centers in Washington.

Principal investigator: John Tarnai; study director: Rosie Pavlov.

*Family Income Study—Year Four.* Work was completed in June 1992 in the fourth year of a five-year longitudinal study of persons on welfare (AFDC) in March 1988 and persons not on welfare but "at risk" of welfare dependency, since they were selected from welfare neighborhoods. A total of 1,443 interviews were completed throughout Washington State (1,274 telephone and 169 face-to-face).

Principal investigators: John Tarnai and Don A. Dillman.

*Satisfaction with Taxpayer Services.* This mail study, completed on May 15, 1992, for the Washington State Department of Revenue, sought to determine the degree to which the Department of Revenue has been effective in providing quality services to businesses in Washington State. Additionally, the questionnaire was designed to obtain baseline measures in 1992 that would enable the Department of Revenue to obtain similar information every two years and compare the changes that occur in the degree to which taxpayers are satisfied with its services. Five different but nonindependent samples were selected from the lists of businesses registered as taxpayers with the Department: those registered as taxpayers; those that had been audited by the Department between October 1990 and September 1991; those that were identified as delinquent in paying their taxes as of October 1, 1991; those that had been certified as having 51% or more of their ownership controlled by women; and those that had been certified as having 51% or more of their ownership controlled by non-white individuals. The number of returns from these populations, respectively, were 1,701, 104, 63, 94, and 61.

Principal investigator: John Tarnai; study director: Anita Judson.

**Survey and Applied Research  
University Missouri—St. Louis**

(Public Policy Research Centers, 8001 Natural Bridge Road, St. Louis, MO 63121; 314-553-5135; Fax: 314-553-5268)

**Completed project:**

*Marketing Study for Department of Natural Resources.* This

study, completed in June 1992, for the Missouri Department of Natural Resources (Bill Palmer, Director of Communications), sought to assess the awareness of the Department among adult Missourians and to assist in developing a marketing strategy based on the information received. Telephone interviews (using the one-plus method) were conducted with 700 adults (18+) living in Missouri.

Coordinator: Elizabeth Sale.

**Survey Research Center  
University of Georgia**

(114 Barrow Hall, University of Georgia, Athens, GA 30602; 706-542-6110; Fax: 706-542-6064; E-mail: UGAIBM1.XPOLL)

**Completed projects:**

*National Employee Survey (NES) Follow-up.* This study for Paul Roman and Terry Blum (University of Georgia and Georgia Tech) was a re-interview of an RDD sample of 2,296 respondents who had participated in the initial NES in 1991. The study examined work satisfaction, substance use and abuse in the workplace, and the prevalence of employee assistance programs in the workplace. In the follow-up, CATI interviews were completed with 1,841 adult full-time workers in the contiguous United States.

Person-in-charge: Jack Martin, Director.

*Fall 1992 Georgia Poll.* This poll, conducted in October 1992, was an in-house survey concentrating on the 1992 Presidential election and the 1992 U.S. Senate election in Georgia. Respondents were asked a variety of election-specific questions, including the economy, most important problem facing Georgians, family values, and whom voters favored in the November election. RDD-CATI interviews were conducted with approximately 600 adults (18+) throughout Georgia.

Research coordinator: James J. Bason.

**Survey Research Center  
University of Maryland**

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

*Estimating Potential Exposure to Pollutants through Human Activity Pattern Data: A National Micro-Behavioral Approach.* In order to estimate and model public exposure to various pollutants, data will be collected in this study for the U.S. Environmental Protection Agency on the daily activity patterns of all Americans: no lower or upper age limits. Data collection will employ the Time Diary/24-Hour Recall technique of open-ended self-reporting of an individual's daily behavior on an activity-by-activity basis. RDD-CATI interviews will be conducted with 10,000 individuals of all ages residing in telephone households in the 48 contiguous states. The study began on August 1, 1992, and is scheduled for completion September 1, 1994.

Principal investigator: John Robinson; project coordinator: Dennis J. Hoyle.



**Survey Research Center  
University of Michigan**

(Institute for Social Research, P.O. Box 1248, Ann Arbor, MI 41806-1248; 313-764-8365; Fax: 313-747-4575)

*Couples and Well-Being Study.* The main purposes of this NIH-funded study are to explore the effects of thinking and talking about relationships on a couple's relationship and to examine the underlying factors that determine whether the effects are positive or negative. Data will be collected in April-July 1994 in face-to-face interviews with 300 individuals (150 married and dating couples) in the Detroit Metropolitan Area.

Principal investigator: Linda Acitelli; SRC project manager: Marcy Breslow.

*1992 National Election Study.* Funded by NSF, the NES evaluates people's feelings toward the Presidential candidates, the current state of the economy, U.S. foreign policy, and other current issues and looks at how attitudes relate to people's voting decisions and the election process. An expected 2,050 U.S. citizens aged 18+ are being interviewed face-to-face, with half a cross-section of the general population and half NES Panel respondents interviewed in 1990.

Principal investigators: Warren Miller, Don Kinder, and Steve Rosenstone; project director: Santa Traugott; SRC project manager: Lisa Holland.

**Completed projects:**

*Social Change in Detroit: 1992 Detroit Area Study.* Completed in August 1992 with funding from the Ford Foundation, this study sought to assess people's attitudes about and experiences related to race relations, labor force participation, and racial attitudes in the workplace. The study focused on the Detroit area labor market. Face-to-face interviews were conducted with 1,543 persons age 21 and over (half black and half nonblack) in the Detroit Tri-County area.

Principal investigator: Ren Farley; DAS director: Charlotte Steeh; SRC project manager: Lisa Holland.

*Detroit Area Study Telephone Supplement.* Funded by the Ford Foundation, this was a follow-up study to a face-to-face survey conducted in the spring of 1992. At that time, a listing of young adults aged 18-34 was collected. In the telephone interview follow-ups conducted with approximately 400 young adults in the Detroit Metropolitan Area in August-September 1992 using CATI, questions were asked about neighborhoods, educational experiences, perceptions of the labor market, and attitudes on race relations in the area.

Principal investigator: Ren Farley; SRC project manager: Lesli Scott.

**Survey Research Center  
Oregon State University**

(Kidder Hall 10, Corvallis, OR 97331-4606; 503-737-1987; Fax: 503-737-3489)

**Completed project:**

*Workers' Compensation in Oregon: Customer Satisfaction Survey.* The purpose of this study, completed in April 1992 for the Oregon Department of Insurance and Finance, was to measure satisfaction with the way that the workers' compensation system is being administered in Oregon. The three populations surveyed by mail were (1) claimants who had, during 1991, contacted the Compliance Section or needed the services of the Rehabilitation Review or Medical Review and Abuse Sections of the Workers' Compensation Division (N = 278); (2) employer firms with two or more accepted disability claims in 1991 (N = 292); and (3) insurer claims examiners certified as of January 6, 1992 (N = 257). Study director: Helen M. Berg.

**Survey Research Center  
University of Southern Maine**

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

*Survey of Students at the University of Maine at Augusta.* This survey for the Student Government Association of the University of Maine at Augusta seeks to determine the preferences for student support services and activities to be funded by student fees at the University, which is a nonresidential, four-year campus of the UM System with a nontraditional student body (median age 31). Topics include on-site child care, attitudes toward a proposed community service requirement, and interest in various activities. The survey, conducted October 13-19, involves telephone interviews with 450 students at UM Augusta. Study director: Suzanne K. Hart.

**Survey Research Center  
University of Utah**

(2120 Annex Building, Salt Lake City, UT 84112; 801-581-6491; Fax: 801-585-5489; E-mail: LOIS@SRC.SBS.UTAH.EDU)

*Utah Consumer Survey.* This is a quarterly survey of Utah residents 18 years and older to provide information on consumer sentiment, perceptions, and financial conditions of Utah households. The survey is funded by the Utah State Tax Commission, Utah Office of Budget and Planning, Utah Office of Job Training, and other members of a partnership between the University of Utah, government, and business for economic development in Utah. It includes questions on state policy issues, employment, consumer sentiment, consumer perceptions, saving and investment behavior, consumer expenditures, price expectations, motor vehicle and home purchasing, health policy, environmental policy, and Utah tourism. RDD-CATI interviews are administered in January, April, July, and October, with a new format instituted in April 1992. The number of completed interviews were 503 in April and 515 in July. Person-in-charge: Lois Haggard, Director, UUSRC.

**Completed projects:**

*Utah Women Business Owners Survey.* Conducted in April 1992 for the Utah Governor's Commission on the Status of

Women and Families and Council on Women's Business Development, This quarterly survey sought to determine the current status of female-owned businesses, identify problems that are unique to those businesses, develop a profile of women business owners, and determine how female-owned businesses differ from male-owned businesses. Telephone interviews using CATI were conducted with 150 female owners and 153 male owners of businesses operating in Utah during April 1992.

Person-in-charge: Lois Haggard, Director, UUSRC.

*Utah Division of Wildlife Resources Nongame Species Name Change Survey.* The purposes of this survey, completed in July 1992 for the Utah Division of Wildlife Resources, were to determine the knowledge of Utahns about nongame species in Utah and to obtain general impressions and evidence of public support for three proposed names for the division: nongame species, native species, and native wildlife. RDD-CATI interviews were conducted with 669 Utah residents 18 years of age and older.

Person-in-charge: Lois Haggard, Director, UUSRC.

*Utah Quality of Life Survey.* This survey, conducted in July and August 1992 with funds from the University of Utah Center for Public Policy and Administration, Utah State Legislature, Utah Department of Health, and Utah Commission on Criminal and Juvenile Justice, sought to provide Utah public administrators and other public service organizations with objective data on the quality of life in Utah. Topics included health, education, recreation and leisure, transportation, financial security, environmental and natural resources, housing, human services, crime incidence, open and accountable government, discrimination, and general happiness. RDD-CATI interviews were completed with 622 Utahns (aged 18 and older).

Person-in-charge: Lois Haggard, Director, UUSRC.

*Utah State Division of Mental Health Public Opinion Survey.* The purpose of this survey, conducted in April and May 1992 for the Utah State Division of Mental Health, was to measure Utahns' attitudes toward severe mental illness and knowledge of various aspects of severe mental illness such as its causes and effective treatments. The same survey was conducted in 1988. In the 1992 survey, RDD-CATI interviews were completed with 520 Utah residents 18 years of age and older.

Person-in-charge: Lois Haggard, Director, UUSRC.

## **Survey Research Group RAND**

(1700 Main Street, Santa Monica, CA 90407-2138; 310-393-0411, x7779; Fax: 310-393-4818; E-mail: SANDRA\_BERRY@RAND.ORG)

*1992 Socioeconomic Monitoring System Survey.* This survey for the American Medical Association is part of the AMA's annual program to collect information on physicians' practice characteristics, income, and expenses as well as information on a number of topics of current concern to physicians and the health policy community. The results are used as a basis for AMA policy and in a variety of publications. In this year's data collection in April-September,

CATI interviews from a sample list were conducted with 4,000 physicians nationwide involved in direct patient care for 20 hours a week or more.

Principal investigator: Sandra Berry; survey coordinator: Theodore Downes-Le Guin.

*Bold Shift Assessment Survey.* The purpose of this survey for the U.S. Army and Forces Command (FORSCOM) is to collect comments and suggestions regarding new training initiatives that are being implemented to enhance training for Army Reserve and National Guard personnel. Results will be used in the formulation and review of Reserve training policies. During the baseline data collection, scheduled to end in November 1992, self-administered questionnaires are being distributed through 274 units to approximately 20,000 Army Reserve and National Guard unit members and Army leaders throughout the U.S.

Principal investigators: Mike Polich and Ron Sortor; survey coordinator: Jennifer Hawes-Dawson.

*Immunization of Inner City Children.* The goal of this project for the Centers for Disease Control, conducted under subcontract from Ceders-Sinai Medical Center, is to increase access to and utilization of immunization services by children 12-36 months in East Los Angeles and Compton, CA. Using data from the first-year survey, analysts will design interventions to reach this goal and will evaluate the success of each intervention in comparison to a control group. The first-year data collection in September-December 1992 involves face-to-face interviews (after screening) with 1,200 mothers/guardians of 12-36-month-old Latino and African-American children (responding as proxies for the children). Medical records are also being abstracted.

Principal investigators: Howard Freeman and Cathy Sherbourne; survey coordinator: Judy Perlman.

Methodological research:

*Microcomputer Assessment of the Validity of Self-Reported Alcohol Use.* The purpose of this study for NIAAA is to develop a methodology for collecting reliable and valid self-report data by microcomputer from clients at impaired driving treatment programs. A randomized experimental design is employed to evaluate the effects of varying the following: specificity of response options for frequency questions, the order of diagnostic tests and frequency-of-use questions, the order of presentation of closed-ended response options, and intervention feedback given to subjects. A pilot study of the self-administered program with 296 clients has been completed, and the main study data collection with 1,240 clients in six court-ordered treatment centers for DUI offenders in the Los Angeles area has begun. In addition, a Spanish version of the program is being tested.

Principal investigator: Ron Hays; survey coordinator: Laural Hill.

## **Survey Research Laboratory Florida State University**

(Policy Sciences, Room 69 Bellamy Building, Florida State University, Tallahassee, FL 32306-2018; 904-644-5270; Fax: 904-644-0581)

Completed project:

*Florida Department of Transportation Origination-Destination Survey in Lee County, Florida.* This survey, completed in April 1992 for the Florida Department of Transportation, sought to determine the number of trips taken in a one-day period by all members of households with differing demographic characteristics. Using RDD-CATI interviews, the survey involved 2,219 screeners and 1,476 trip logs for Lee County households stratified by housing type, number of family members, and number of vehicles.  
Study director: Suzanne L. Parker.

**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)

*Cook County Hospital Smoking Cessation Clinic Follow-up Survey.* The purpose of this survey for Dr. David Marder of Cook County Hospital in Chicago is to examine the success of the clinic in helping patients to quit smoking. The survey involves telephone interviews with 300 former clients of the Cook County Hospital Smoking Cessation Clinic.  
Project coordinator: Ward Kay (SRL-Chicago).

*1992-93 Center for Advanced Education & Research (CAER) Course Needs Assessment.* This study for CAER and Robert Bender, UI Associate Vice-President for Academic Affairs, seeks to identify specific topics of interest for future CAER seminars by surveying businesses in the technology corridor of northeastern Illinois. The study, scheduled to be completed by the end of October 1992, involves mail questionnaires for 388 industry contacts in the businesses and 74 respondents to an earlier SRL study in the technology corridor.  
Project coordinator: Barbara Zusman (SRL-Chicago).

*Minority Youth Health Behavior.* Sponsored by Brian Flay, Prevention Research Center, UIC, the purpose of this NICHHD-funded study, scheduled for completion in June 1997, is to test the efficacy of a classroom-based intervention program designed to prevent the health-compromising behaviors of violence, unsafe sexual behavior, and substance use/abuse among 10-13 year-old African-American adolescents in poor neighborhoods of Chicago and its suburbs. It is estimated that 15,400 questionnaires will be completed in Chicago city and suburban schools over five years in a baseline, cross-sectional study of 5<sup>th</sup>, 6<sup>th</sup>, and 7<sup>th</sup> grades and a longitudinal study of Grade 5. Self-administered questionnaires will be used for students and school personnel and mail questionnaires for parents and transfers.  
Project coordinator: Barbara Zusman (SRL-Chicago).

Methodological research:

*Minority Populations' Understanding of Health Questions.* The purpose of this two-year CDC-funded research, scheduled for completion in September 1994, is to study the

question comparability aspects of health questions by using cognitive methods to assess how racial/ethnic background affects (1) the interpretation of commonly administered health survey questions, (2) the information retrieval and judgment formation utilized for responses to those questions, and (3) the editing of the responses prior to verbalization. Face-to-face "think-aloud" interviews will be conducted by the six investigators and two research assistants with 400 persons of varying SES in the Chicago area employing a 4x2x50 design with African-Americans, Mexican-Americans, Puerto Ricans, and whites, with half male and half female.

Principal investigators: Timothy Johnson (SRL-Chicago) and Diane O'Rourke (SRL-Urbana); project coordinator: Ward Kay (SRL-Chicago).

**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; E-mail: N560005@UNIVSCVM.CSD.SCAROLINA.EDU)

Completed projects:

*Summerville-Dorchester Recreation Study.* The purpose of this study for Dorchester County, SC, was to collect information about public opinion on the need for parks and recreational facilities and activities in Dorchester County, about the degree of support for various methods of providing improved recreational facilities, and about usage of various types of parks in the region. RDD-CATI interviews were conducted in June 1992 with 445 residents in Dorchester County, including Summerville and certain surrounding areas.  
Person-in-charge: Robert Oldendick.

*Richland County Recreation Commission Citizen Preference Survey.* This survey for the Richland County (SC) Recreation Commission sought to determine public opinion on current recreational facilities and the perceived need for future recreational facilities in Richland County. Opinions were also obtained on requiring impact fees, a proposed tax increase to fund recreation, usage of various types of parks in the region, and the importance of recreation in the community. Telephone interviews using CATI were conducted in July-August 1992 with 428 residents aged 18 and older living in Richland County exclusive of the City of Columbia.  
Person-in-charge: Robert Oldendick.

*South Carolina State Omnibus Survey.* Interviewing took place in April 1992 in this study sponsored by the University of South Carolina and funded by the South Carolina Department of Health and Environmental Control; SC Department of Parks, Recreation and Tourism; SC Commission on Aging; and the Council on Child Abuse and Neglect. The purpose was to examine the opinions of South Carolinians on a range of issues, including the use of State parks, a proposed State trails program, accessibility of health care services, responsibility for the level of health care expenditures, a national health care plan, a State income tax check-

off for the elderly, the State's mini-bottle law, family planning services, and child abuse and neglect. RDD-CATI interviews were completed with 818 South Carolina residents aged 18 and older.

Project director: Robert Oldendick.

### **Wisconsin Survey Research Laboratory University of Wisconsin-Extension**

(Lowell Hall, 610 Langdon St, Madison, WI 53703-1195; 608-262-3122;  
Fax: 608-262-3366; E-mail: PENALOZA@WSRL.CEE.UWEX.EDU)

*Wisconsin Opinions.* This is a monthly telephone poll of citizens of Wisconsin, begun in April 1992 and covering a wide range of political and social issues. The poll consists of a core set of questions plus a number of varying questions each month concerning current events that affect Wisconsin's population. CATI interviews are conducted with an RDD sample of 200 Wisconsin residents each month.  
Study director: Dolores Niles.

#### **Completed projects:**

*Pavement Markings.* This study, conducted in spring and summer 1992 for Julie Neebel of the Wisconsin Department of Transportation, sought to determine what Wisconsin drivers think of the pavement markings on the state's rural State highways and what changes, if any, should be made to the pavement marking program. The study involved face-to-face interviews, mail questionnaires, and focus group interviews for 4,800 persons with valid Wisconsin drivers licenses.

Study director: Charles Palit.

*Family Mental Health Burden Study.* This study for Jan Greenberg and Jim Greenley, UW-Madison School of Social Work, completed the end of September 1992, gathered information from families about their experiences with and opinions of services provided by County mental health agencies and documented ways that families provide support to persons with serious mental health problems. Telephone interviews using CATI were conducted in Wisconsin with approximately 1,000 close relatives of persons with serious mental health problems and who are receiving services from the public mental health system.

Study director: Nancy Davenport.

## **Changes in GSS in 1992-1997\***

With NSF's renewal of the General Social Survey for 1992-1997 come two major changes: the traditional, annual survey design is being replaced with a new biennial, split-sample design and the content of the GSS is being substantially altered.

In order to reduce costs and still maintain the same scope as under the traditional GSS design of five annual, in-person cross-sections each with 1,500 cases, a new

biennial, split-sample design has been adopted. This design fully preserves the scope of the GSS in terms of cases and interview length.

In 1993 there will be a traditional GSS with 1,500 cases and a 90-minute interview. It will consist of the replicating core of 60 minutes, a 15-minute standard, topical module on culture, and a 15-minute ISSP module on the environment. In addition, there will be a split-frame experiment in 1993. Half of the cases will be drawn from NORC's 1980 sample frame and half from the new 1990 sample frame. This repeats the sample-frame transition design employed in 1983 and tests whether there are distortions in the time series due to the switching of sample frames.

In 1994 two major innovations will be introduced. First, the traditional core will be substantially reduced to allow creation of mini-modules (i.e., a block of about 15 minutes devoted to some combination of small- to medium-size supplements). Second, the 3,000 case sample will consist of two parallel subsamples of 1,500 cases each. The two subsamples will both contain the identical core. The "A" sample will also contain a standard, topical module, the mini-modules, and an ISSP module (on women, work, and the family). The "B" sample will have a second topical module, mini-modules, and an ISSP module (on the environment). In effect, the "A" sample will represent a traditional GSS for 1994 and the "B" sample a traditional GSS for 1995; however, they will be fielded together in 1994 rather than separately in 1994 and 1995. Although separate topical, mini-, and ISSP modules will generally be fielded, some items may be included on both samples if a larger sample size is needed.

This same design will be repeated in 1996 and in subsequent even-numbered years.

The biennial, split-sample design will field just as many cases as under the traditional GSS design ( $5 \times 1,500 = 7,500$ ), accumulate as many cases for pooling and subgroup analysis (7,500), collect as much information (but with a shift from core to modules), and maintain the current high sample coverage, response rates, and data quality.

The second major change in the GSS will be the elimination of many traditional GSS time series. This is necessitated by the need to reduce the replicating core from about 60 minutes to about 45 minutes in order to create the mini-modules section. A list of proposed deletions is being prepared by the GSS Board of Overseers and the Principal Investigators (James A. Davis and Tom W. Smith). A preliminary list will be circulated in November, and users and other researchers will be asked to comment on the proposed changes. These comments will be assessed, and in the light of them, the Board and PIs will make final decisions on the content in spring 1993. At the same time, the Board and PIs will solicit ideas from the social science community about what to cover in the topical and mini-modules.

For further information on the GSS and these changes, contact Tom W. Smith, GSS, NORC, 1155 East 60th Street, Chicago, IL 60637 (phone: 312-753-7877; BITNET: NNRTWS1@UCHIMVS1).

\*Adapted from copy supplied by Tom W. Smith.

## List of Academic Survey Research Organizations

The following list contains as accurate information as possible on those academic survey research organizations that have communicated with us or have otherwise come to our attention. It does not claim to be a list of all such organizations, and we would appreciate hearing from any other academically based organizations engaged primarily in sample survey research.

### United States

#### **Alabama**

Dr. Debra Moehle McCallum, Director  
Capstone Poll  
University of Alabama  
P.O. Box 870216  
Tuscaloosa, AL 35487-0216  
(205-348-6233; Fax: 205-348-2849)

#### **Arizona**

Prof. W. Shapard Wolf, Jr., Director\*  
Survey Research Laboratory-VSO  
Arizona State University  
Tempe, AZ 85287-2101  
(602-965-5000)

#### **California**

Dr. Marilyn B. Brewer, Director  
Survey Research Center/Institute for Social Science  
Research  
University of California at Los Angeles  
303 GSLIS  
405 Hilgard Avenue  
Los Angeles, CA 90024-1484  
(310-825-0711; Fax: 310-206-4453;  
E-mail: FIELDER@SOCISSR.SSCNET.UCLA.EDU)

Prof. Michael King, Director  
Survey Research Center  
California State University, Chico  
Chico, CA 95929-0201  
(916-898-4332; Fax: 916-898-5095)

Prof. Michael Hout, Director  
Survey Research Center  
University of California  
2538 Channing Way  
Berkeley, CA 94720  
(510-642-6578; Fax: 510-643-8292)

Ms. Sandra H. Berry, Director  
Survey Research Group  
RAND  
1700 Main Street  
Santa Monica, CA 90407-2138  
(310-393-0411, x7779; Fax: 310-393-4818;  
E-mail: SANDRA\_BERRY@RAND.ORG)

#### **Connecticut**

G. Donald Ferree, Jr., Associate Director  
Institute for Social Inquiry  
University of Connecticut  
Box U-164, 341 Mansfield Road  
Storrs, CT 06269  
(203-486-4440; Fax: 203-486-6308)

#### **District of Columbia**

Dr. Thomas E. Allen, Director  
Center for Assessment and Demographic Studies  
Denison House  
Gallaudet University  
800 Florida Avenue, N.E.  
Washington, DC 20002  
(202-651-5575; Fax: 202-651-5746)

#### **Florida**

Dr. Hugh Gladwin, Associate Director  
Institute for Public Opinion Research  
North Miami Campus  
Florida International University  
North Miami, FL 33181  
(305-940-5778; Fax: 305-940-5964;  
E-mail: GLADWIN@SERVAX.FIU.EDU)

Dr. Suzanne L. Parker, Director  
Policy Sciences Survey Research Laboratory  
Room 69 Bellamy Building  
Florida State University  
Tallahassee, FL 32306-2018  
(904-644-5270; Fax: 904-644-0581)

#### **Georgia**

Dr. Jack K. Martin, Director  
Survey Research Center  
114 Barrow Hall  
University of Georgia  
Athens, GA 30602  
(706-542-6110; Fax: 706-542-6064;  
E-mail: UGAIBM1.XPOLL)

#### **Illinois**

Mr. Phil E. DePoy, President  
National Opinion Research Center (NORC)  
University of Chicago  
1155 E. 60th Street  
Chicago, IL 60637  
(312-753-7610; Fax: 312-753-7886;  
E-mail: DEPOYPHL@NORCMail.UCHICAGO.EDU)

\*Information not updated from 1991 listing.

**Illinois (continued)**

Dr. Paul J. Lavrakas, Director  
Northwestern University Survey Laboratory  
Northwestern University  
625 Haven Street  
Evanston, IL 60208-1450  
(708-491-8759; Fax: 708-467-1564)

Dr. Bernard Goitein, Director  
Survey Research/Center for Business  
and Economic Research  
Bradley University  
1501 W. Bradley Avenue, Baker 112  
Peoria, IL 61625  
(309-677-2278; Fax: 309-677-3374;  
E-mail: BJG@BRADLEY.EDU)

Mr. William C. McCready, Director\*  
Public Opinion Laboratory  
Social Science Research Institute  
1st Floor South SSRI Building  
Northern Illinois University  
DeKalb, IL 60115  
(815-753-0555; Fax: 815-753-2305)

Dr. Richard B. Warnecke, Director  
Survey Research Laboratory  
University of Illinois at Chicago  
910 W. Van Buren Street, Suite 500 (M/C 336)  
Chicago, IL 60607  
(312-996-6130; Fax: 312-996-3358)  
or  
University of Illinois at Urbana-Champaign  
909 W. Oregon Street, Suite 300  
Urbana, IL 61801-3327  
(217-333-4273; Fax: 217-244-4408)

**Indiana**

Dr. John M. Kennedy, Director  
Center for Survey Research  
Indiana University  
1022 E. Third Street  
Bloomington, IN 47405  
(812-855-2573; Fax: 812-855-2818;  
E-mail: KENNEDYJ@UCS.INDIANA.EDU)

**Iowa**

Dr. Gene M. Lutz, Director  
Center for Social and Behavioral Research  
University of Northern Iowa  
Cedar Falls, IA 50614-0286  
(319-273-2105; Fax: 319-273-3104;  
E-mail: LUTZ@ISCSVAX.UNI.EDU)

**Iowa (continued)**

Dr. Sarah M. Nusser, Professor-in-Charge  
Survey Section  
Statistical Laboratory  
220 Snedecor Hall  
Iowa State University  
Ames, IA 50011  
(515-294-5242; Fax: 515-294-2456;  
E-mail: NUSSER@IASTATE.EDU)

**Kansas**

Prof. Steven Maynard-Moody, Policy Research Director\*  
Institute for Public Policy and Business Research  
607 Blake Hall  
University of Kansas  
Lawrence, KS 66045  
(913-864-3701)

**Kentucky**

Mr. James Wolf, Associate Director  
Survey Research Center  
403 Breckenridge Hall  
University of Kentucky  
Lexington, KY 40506-0056  
(606-257-4684; Fax: 606-258-1972;  
E-mail: SRC114@UKCC.UKY.EDU)

Dr. John P. Nelson, Director  
Center for Urban and Economic Research  
University of Louisville  
Louisville, KY 40207  
(502-588-6626; Fax: 502-588-7386;  
E-mail: ULKYVM))

**Maine**

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

**Maryland**

Ms. Barbara S. Hawk, Acting Director  
Institute for Governmental Service  
Suite 2101, Woods Hall  
University of Maryland  
College Park, MD 20742  
(301-405-6970; Fax: 301-314-9646)

Dr. Betsy B. Singh, Director  
Epidemiology Research Center  
Department of Epidemiology and Preventive Medicine  
University of Maryland School of Medicine  
Room 348, Howard Hall  
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## **Response Rates at Academic Survey Research Organizations\***

**Mary A. Spaeth**

To find out about response rates at academic survey research organizations, a questionnaire was sent in March 1992 to the U.S. and Canadian survey organizations that had appeared on the List of Academic Survey Research Organizations published in the Summer-Fall 1991 issue of *Survey Research* plus a few added after that. It should be emphasized that this list does not include all survey research organizations affiliated with academic organizations. Undoubtedly some have not come to our attention and some, for one reason or another, have chosen not to be listed. Also, this survey was limited to the U.S. and Canada, since other countries use methods that are often quite different.

Seventy questionnaires were mailed out initially. After two follow-up mailings (survey research organizations are not the promptest of respondents!), 43 had been returned and form the basis for this article.

### **RDD Studies**

Before asking specifically about response rates, the questionnaire contained a series of questions about random-digit-dialing (RDD) studies. Of the 43 responding organizations, 37 (86%) reported that they currently conduct RDD studies. These organizations were asked whether they had conducted any nationwide or statewide/regional RDD surveys in 1991 and if so, how many of each type. In response to these questions, 13 (35%) reported that they had conducted at least one nationwide RDD survey and 28 (76%) said that they had conducted at least one statewide or regional RDD survey; 8 organizations fell into both categories, leaving 3 that had not conducted any national or state/regional RDD studies in 1991.

The number of nationwide RDD surveys conducted by the organizations in 1991 were all in the 1-to-3 range except for the Survey Research Center at the University of Michigan, which reported that it had conducted 15 such surveys. The range was greater for statewide/regional RDD surveys, going from 1 to 41, with most reporting 1-5 such surveys and one organization each reporting 8 and 13. At the top with 41 was the Wisconsin Survey Research Laboratory.

For both types of RDD surveys, respondents were asked to select the most "typical" one and report various data about it. As one might expect of "typical" surveys, the eligible population in virtually all of them consisted of adults (18+).

For nationwide RDD surveys, the specific method mentioned by 7 (54%) of the 13 organizations that had conducted such a survey in 1991 was some form of Waksberg

\*I wish to thank Diane O'Rourke for her contributions to the preparation of this article.

design (Waksberg, modified Waksberg, Mitofsky-Waksberg). Among those listing some type of Waksberg design were the Survey Research Centers at the Universities of Kentucky, Maryland, and Michigan; Center for Survey Research (University of Massachusetts at Boston); Survey Research Laboratory (University of Illinois); and Survey Research Unit (University of North Carolina). Two organizations (Center for Urban Affairs at North Carolina State University, Raleigh, and Social and Economic Sciences Research Center, Washington State University) said that they had used samples from Survey Sampling, Inc. (SSI). The other 4 indicated "pure RDD" or other sampling methods.

Of the 28 organizations that had conducted statewide or regional RDD surveys in 1991, 26 reported the RDD method used on a "typical" survey. Waksberg in some form was specifically mentioned by name by 8 of these organizations, including, in addition to the Waksberg users listed above, the Center for Survey Research (Indiana University), Polimetrics (Ohio State), and Survey Research Center (University of Southern Maine). In addition, 2 or 3 others would appear to be using some type of Waksberg design by their descriptions. Purchased samples appear more frequently here than for nationwide surveys, with 6 organizations specifically listing SSI and 2 others (Survey Research Laboratory at Virginia Commonwealth University and Social Science Research Institute at the University of Tennessee) saying merely that they bought or purchased the sample. In addition to the organizations listed in the preceding paragraph, those purchasing SSI samples included the Institute for Policy Research (University of Cincinnati), Institute for Social Science Research/Survey Research Center (UCLA), Minnesota Survey Research Center, and Survey Research Laboratory (University of South Carolina). Most of the rest of those giving the RDD method for the "typical" statewide/regional survey listed various generic types, such as "pure RDD," "one-stage," "computer-generated," or "stratified," so that the specific method cannot be determined.

Respondents were also asked to provide the final dispositions for the "typical" surveys, with the sample allocated among specified categories: completed interviews, refusals, ineligible, nonworking telephone numbers, noncontacts, and other. These questionnaire categories were given such a wide range of interpretations that it was not possible to compare the responses. As we shall see below, variation in the meaning of categories, such as eligibility, is at the heart of defining response rates.

I had hoped to use these "typical" figures to calculate response rates using various formulas to show what happens when different ones are used. However, owing to the non-comparability of the data, this was not feasible. This is not the first time that data on response rates have not been usable. As Norman M. Bradburn pointed out in his Presidential Address to the American Association for Public Opinion Research earlier this year, "a few years ago the AAPOR Council appointed a small task force to look into the response rate problem, but they abandoned their

efforts because they could not get enough comparable data" (Bradburn, 1992, p. 392).

### Response Rate Calculation

All respondents, whether or not they conducted RDD studies, were asked how their organizations calculated response rates. The results confirm Bob Groves' statement that "response rates can be calculated in a myriad of ways" (Groves, 1989, p. 140). For the 38 organizations that reported how they calculate response rates, there are none in which the wording is completely identical. Some of the calculations are close, but the wording varies just enough to make it difficult to tell if they are really the same. Thus, "Completes + Eligibles" may or may not be the same as "Completions + Eligible Contacts" or "Number Complete + (N minus Ineligible)," depending on the definitions of the terms used. These are close to the basic CASRO definition: Response Rate = Number of Completed Interviews with Reporting Units + Number of Eligible Reporting Units in Sample (CASRO, 1982).

The denominator causes most problems, since the numerator is usually the number of completed interviews (although one organization includes partials in the numerator). If the denominator is simply "eligibles," all of the eligibility problems are hidden. However, a number of different elements may be specified in the denominator, and these variations can affect the result. For example, (Completes + Refusals) is not the same as (Completes + Refusals + Partials) or (Completes + Refusals + Callbacks + Partials). Some researchers would call having a denominator that includes only contacted cases (Completes, Refusals, and Partials) a "cooperation rate," not a "response rate." Groves (1989, p. 141) presents what he considers the "most universally endorsed response rate," namely, Completed Interviews + (Completed Interviews + Partial Interviews + Noncontacted but Known Eligible Units + Refused Eligible Units + Other Noninterviewed Units). Some of the organizations may be using this definition, but the differences in wording and meaning of the words make it difficult to tell.

Two organizations said that their response rate calculation depends on the investigator or varies by study and thus they did not report it in this survey. A few said that they don't calculate response rates. Some use another rate instead, such as level of effort or cooperation rate; others don't use any rate at all but just report the numbers (completes, refusals, ineligible, etc.).

One of the factors that has a considerable effect on the results of calculating response rates is how noncontacts are treated. Whether they are eligible or ineligible can dramatically change the denominator in the response rate formula. As a result, even though two organizations may appear to use similar response rate formulas, the treatment of noncontacts will change the outcome. Because organizations may handle noncontacts differently, respondents were asked whether they treat all noncontacts as eligible, treat all as ineligible, assign them to eligible and ineligible in the same proportion as contacts, or treat them in some

other fashion. From the answers, it appears that the greatest number (14 or 34%) of the organizations treat all noncontacts as ineligible, thereby decreasing the denominator and raising their response rates. Next are the 10 (24%) that treat all noncontacts as eligible, thereby increasing the denominator and lowering their response rates. As for assigning noncontacts (unknowns) in the same proportion as contacts (knowns), a procedure similar to that recommended by CASRO, 8 organizations (20%) seem to use that approach. The remaining organizations treat noncontacts in various ways depending on the study, stage of the study, or formulas that they are using (several routinely use two or three different calculations).

A number of survey research organizations have reported that they have experienced increasing refusal rates as well as increasing noncontact rates on telephone surveys, particularly owing to the rise in the number of answering machines. However, in this survey, 13 of the 39 organizations that responded to a question about increases in the last five years felt that neither of these rates had increased greatly (33%). Another 13 (33%) said that the greatest increase had been in the noncontact rate, 7 (18%) thought that it had been in the refusal rate, and 6 (15%) felt that the increases in the two rates had been equally great.

The general tenor of additional comments on experiences in regards to response rates in recent years was that the organizations have been having to work harder to keep noncontact and refusal rates from increasing. Thus, they make more callbacks to keep noncontacts down (e.g., SRC/Berkeley makes up to 18 calls and SRC/Maryland doesn't declare a case ineligible until after 20 calls); they have increased their efforts to convert refusals (the Population Research Laboratory at the University of Alberta, Minnesota Center for Survey Research, and Northwestern Survey Research Laboratory all mentioned refusal conversions); and they routinely check with the telephone company for validation (mentioned by PRL and MCSR). Although these five organizations reported that they feel that neither noncontact rates nor refusal rates are increasing, they are apparently doing something to overcome a problem. One organization that thought that there had been an increase in noncontact rate said that it "takes more persuasion than ever before and [one] must clearly identify sponsor (establish legitimacy) and indicate purpose other than selling." Another organization that thought refusal rates had increased said that they "have seen a decline in cooperation rates generally, but keep our response up by having our interviewers work hard to turn refusals."

Both SRC/UCLA and SRC/Michigan felt that the greatest increase in the last five years had been in noncontact rates and made comments about answering machines or other electronic devices (faxes, modems, car phones, voice mail). Although they think that the greatest increase has been in refusal rates, the Social & Economic Sciences Research Center (Washington State University) said that they "have also had an increasing number of contacts with telephone lines hooked up to other electronic devices" and that on a recent survey they had an increase in the number

of noncontacts due to busy signals, which may be because these are "telephone lines that have been secured for electronic or computer hook-ups." The Center for Survey Research (Indiana University), which also feels that the greater increase has been in refusal rates, reported "little trouble ... because [we] make a lot of attempts and offer an 800 number." They "seem to have more difficulty with refusals because [they] are doing longer interviews" and "attribute [the] increase in refusals to the types of surveys rather than increasing reluctance by respondents."

## Summary

It is apparent that despite attempts to the contrary, there is no such thing as a standardized response rate. Every organization has its own slightly different version comprised of different components interpreted in a different manner. Several organizations reported that they are in the process of revising how they calculate their response rates, and because of the continuing debate over what the definition should be, I suspect that many other organizations are doing likewise. Unless the research community can decide on a standard definition that all organizations will use, trying to compare response rates among organizations is meaningless. Some organizations have expressed concern about their apparently low response rates in comparison with others and think that something is wrong with how they conduct their studies or with the population whom they are surveying. Instead the problem may lie in how they calculate their response rates.

Because of the discrepancies in response rate calculations, starting with this issue *Survey Research* will return to its pre-1980 practice and cease reporting the response rates for completed studies. Although I have tried to standardize the definition (percentage of eligible respondents with whom usable interviews were completed) on the study summary sheets used to gather information for *Survey Research*, this survey has shown that this wording is being interpreted differently by different organizations. Some may be reducing the size of the denominator by calling all noncontacts ineligible, thus inflating their response rates. Others may look as if they have low response rates because they count everything as eligible. Since there is a lack of comparability, giving response rates could be misleading.

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## Personnel Notes

*Nancy Bannister* has been promoted to Field Director at the Indiana University Center for Survey Research. She was previously Project Manager.

At the Center for Survey Research, University of Nevada, Las Vegas, *Nancy L. Downey* has become Operations Director. She had been an Instructor of Sociology at UNLV.

*Betsy Singh* has become Director of the Epidemiology Research Center, University of Maryland School of Medicine. She had been Director of the Survey Research and Development Center, a subdivision of the Epidemiology Research Center.

Two new staff members at the Institute for Governmental Service, University of Maryland, are *Philip G. Favero* as Associate Professor and Extension Specialist and *Michael L. Sowell* as Extension Specialist. Both were previously with the University of Maryland Cooperative Extension Service.

*Gilbert K. St. Clair*, formerly Administrator and Research Associate for the Institute for Public Policy, University of New Mexico, has succeeded *Hank C. Jenkins-Smith* as Director of the Institute.

Three new staff members at Mathematica Policy Research are *Edward R. Freeland* as Survey Research I (formerly Survey and Policy Research Analyst, New York City Department of Housing Preservation and Development), *Peter W. Forbes* as Survey Sampling Specialist (formerly graduate student research assistant at the University of Michigan), and *Monica Brown* as Survey Associate (formerly a student at Spelman College). Promotions at MPR include *Bill Borden* to Senior Survey Researcher II, *Rhoda Cohen* to Survey Researcher I, *Todd Ensor* to Survey Specialist II, *John Homrighausen* as Manager II, Data Collection Operations, *Judith Mathus* to Data Quality Technician II, *Patti Rossi* to Senior Survey Manager II, *Kathy Sonnenfeld* to Project Manager I, *Carl Sonnenfeld* to Data Quality Technician II, and *Cindy Parvesse* to Survey Associate.

*Phil E. DePoy*, formerly President of the Center for Naval Analyses in Alexandria, VA, was named to the newly created position of President of NORC effective September 1, 1992. *Norman M. Bradburn*, who had been NORC Director, has moved to the new post of Director of Research. Also at NORC, *Leslie Athey* has been promoted from Survey Director to Senior Survey Director.

Two new staff members at NORC's office in Washington, D.C., are *Robert A. Johnson* as Senior Survey Methodologist (previously Senior Statistician and Social Science Analyst, USGAO) and *Mary L. Foote* as Survey Director (previously Project Manager, Aspen Systems Corp.).

At the Polimetrics Laboratory, Ohio State University, *Jodi Hertvik* has been promoted from Data Management Supervisor to Research Assistant II.

A new Assistant Survey Coordinator at RAND is *Melissa Bradley*, formerly an Assistant Survey Director at NORC.

*Donald G. Smith* returned to Research Triangle Institute as Senior Survey Specialist in January 1992. Since leaving RTI in 1984, he has been at Arbitron and at Aspen Systems. Also at RTI, *Pamela L. Reading* has been promoted to Department Manager (for computer applications) in the Center for Survey Research. Also *Janice Ennis Kelly* has been promoted to Department Manager (for survey operations) and Senior Research Survey Specialist II; she had been serving as Acting Department Manager since June 1991.

New research personnel at Response Analysis Corporation include *Tim Nannamen* (from Multi-Sponsored Surveys, Inc.) as Research Director, *Kirsten Zapiec* (from Chilton Research Services) as Senior Research Associate, and *Steve Bruchey* (from The Eagleton Poll) and *Laurie Ribble Libove* (from Merrill Lynch) as Senior Research Assistants. Recent promotions include *Michael Campbell* from Research Associate to Senior Research Associate and *Nancy Berdux* and *Michelle Larstanna* from Senior Research Assistant to Research Associate.

A new staff member at the Social & Economic Sciences Research Center at Washington State University is *Kent Miller*, Mail Survey Supervisor.

*Sarah M. Nusser* joined the Survey Section in the Statistical Laboratory at Iowa State University as Professor-in-Charge in May 1992. She replaces *Roy D. Hickman*, who retired after 20 years of heading the Survey Section.

*Marcus Cheatham* has joined the staff of the Survey Research Division (formerly the Center for Survey Research) of the Institute for Public Policy and Social Research of Michigan State University as Survey Director.

*Gordon Faulmann* has been promoted from Head Supervisor to Field Director at the Survey Research Laboratory, Florida State University.

*Barbara Zusman* has joined the Chicago office of the Survey Research Laboratory, University of Illinois, as a Project Coordinator. She was previously Coordinator for Research at Data Resources and Institutional Analysis, University of Illinois at Chicago.

## Announcements

### 1993 Census Bureau Conference

The Census Bureau's 1993 Annual Research Conference (ARC 1993) will be held March 21-24, 1993, at the Doubletree Hotel in Arlington, VA. ARC 1993 will comprise a mix of topics such as design of survey questionnaires, quality measurement for automated surveys, effects of automation on the survey workforce, estimation techniques for small subdomains, behavioral research on contextual effects, modeling social and economic phenomena, nonresponse in surveys and censuses, coverage issues in censuses and surveys, research issues for 2000 census planning, and more. Information can be obtained from Maxine Anderson-Brown, Conference Coordinator, Office of the Director, Bureau of the Census, Washington, DC 20233.

## Fellowship Announcement

The American Statistical Association/National Science Foundation/Census Research Program and the Census Bureau Research Fellowship Program for 1993 have been announced. These programs provide a unique opportunity to make major advances in methodological or subject matter research related to Census Bureau operations or data. General areas for research are social and demographic studies, economic measurement and analysis, and statistical methodology and computing. Requirements: recognized research record in relevant field (e.g., Anthropology, Statistics, Demography, Sociology, Economics, and Geography). Salaries are commensurate with qualifications and experience; also, fringe benefits and a travel allowance are provided. Length of term and start date are flexible—usually six months to a year. Assignments may begin as early as June 1, 1993; term can be split into two or more parts. Apply by January 4, 1993. For more information on specific research topics and how to apply, contact Maxine Anderson-Brown, Program Manager, DIR, Room 2270-3, Bureau of the Census, Washington, DC 20233 (301-763-1150).

## Update on Questionnaire Formatting Notebook

Good news and bad news! The notebook on questionnaire formatting and demographic questions (described in the Spring 1992 issue of *Survey Research*) has received additional contributions from several survey organizations, bringing the length to almost 300 pages and the price (covering photocopying and postage) to \$30. If you would like a copy, please send a check for \$30, made payable to "University of Illinois," to Diane O'Rourke, Survey Research Laboratory, University of Illinois, 909 W. Oregon Street, Suite 300, Urbana, IL 61801-3327.

## 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:

*Director of Survey Sampling, National Analysts*, a growing market research and consulting firm. Responsible for management of Survey Sampling department and supervision of subordinate staff. Principal department activities include developing sampling frames, designing sample plans, selecting samples, reviewing data collection materials and procedures, providing appropriate weights for respondents, specifying point and variance estimation formulas, and writing thorough documentation of sampling

and estimation methods used. Candidates must have strong statistical training (Ph.D. desired, M.S. statisticians with sufficient experience also invited), computer skills, and strong oral and written communications skills. A minimum of 5 years of prior experience in survey sampling required. Commercial experience and experience with sampling of business establishments preferred. Salary depends on experience. Send vita and salary requirements to Dr. Carl Finkbeiner, Principal; National Analysts, Inc.; 1700 Market St.; Philadelphia, PA 19103. NA is an Equal Opportunity Employer.

### Opening:

*Director of Social and Behavioral Sciences Research Center, California State University, San Marcos*. CSU San Marcos, located in North San Diego County, is seeking a director to establish a new research center. Responsibilities include obtaining grants and contracts from local, state, and national agencies to support social and behavioral science research projects conducted directly by the Center and/or by university faculty. The Center will support instructional research activities and provide research assistance to students and faculty. The Director will also be expected to assume some instructional activities. The Center will be governed by an academic board and appointment will be on a 12-month basis. Candidates should be well trained in quantitative data analysis, survey research techniques, CATI systems, and other computer technologies and have a record of successful experience with centers of this type. A successful record in obtaining and administering grants and contracts is highly desirable. Since the Director will be appointed to a faculty position, candidates are expected to have a terminal degree in a social science discipline and academic qualifications commensurate with a tenured faculty appointment. Review of applications will begin November 15, but the search will continue until the position is filled. Position subject to final authorization. Send letter of application and curriculum vitae, including at least 3 references, to Chair, Social and Behavioral Sciences Research Center Search Committee, College of Arts and Sciences, California State University San Marcos, San Marcos, CA 92096. CSU San Marcos is an Affirmative Action/Equal Opportunity Employer. The University has a strong commitment to the principle of diversity and, in that spirit, seeks a broad spectrum of candidates including women, members of minority groups, and people with disabilities.

## Publications and Datasets

### New GSS Files and Bibliography

A revised and enlarged 1972-1991 General Social Survey cumulative file is now available from the Roper Center (Box 440, University of Connecticut, Storrs, CT 06268) or the Interuniversity Consortium for Political and Social Research (University of Michigan, Ann Arbor, MI 48106). This 1992 release has added 160 variables to the 1,924 variables contained in the 1991 release. These include 93 household

structure variables from the household enumeration forms and 57 new variables added to the previous 16 variables from the International Social Survey Program (ISSP) module on the impact of social and political preferences of religious background, behavior, and beliefs. In addition, all cases coded according to the 1970 U.S. Census Classification of Occupations (1972-1990) have been converted into International Standard Classification of Occupations Codes-1968 (ISCO-68). For the 1990 GSS, occupation and industry have been coded according to the 1980 Census scheme. A new SEI has been constructed by Keiko Nakao and Judith Treas based on the 1989 NORC/GSS study of occupational prestige, and SEI scores have been assigned to all cases coded according to the 1980 occupational classification scheme.

The ninth edition of the *Annotated Bibliography of Papers Using the General Social Surveys* has recently been completed. It contains 2,500 entries in the main section, plus a supplement with 207 listings. The bibliography is available from ICPSR.

Also available is *GSSearch*, a menu-driven program that allows users to access the bibliography. This program can be used to locate articles using specified GSS variables. *GSSearch* is available on 5.25- or 3.5-inch diskettes for \$15. An IBM-compatible version is currently available, and a Macintosh version is planned. Contact the GSS at NORC, 1155 E. 60th St., Chicago, IL 60637.

## RTI History Published

The Research Triangle Institute has recently published a history of its development. *Many Missions: Research Triangle Institute's First 31 Years* by C. X. Larrabee specifically addresses the founding and early development of RTI and 31 years of research by its staff from incorporation in December 1958 into 1990. The 200-page book also relates the events that led to creation and development of Research Triangle Park. To receive a free copy, please contact Gracene Turnage, Research Triangle Institute, P.O. Box 12194, Research Triangle Park, NC 27709.

## Special Issue of JOS

The second of two special issues of the *Journal of Official Statistics* (Vol. 8, No. 3, 1992) on survey measurement error has been published. These issues serve as a complement to the monograph, *Measurement Errors in Surveys*, edited by Paul P. Biemer, Robert M. Groves, Lars E. Lyberg, Nancy A. Mathiowetz, and Seymour Sudman and published by Wiley in 1991. The authors of papers from the November 1990 conference in Tucson not included in the monograph were encouraged to submit their papers to *JOS*. Also, a call for papers was extended to selected researchers. Of the 15 papers accepted for publication, 7

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appeared in Vol. 8, No. 1. The remaining 8 are in the second special issue, as follows:

- "Quality of Survey Measures: A Structural Modeling Approach"—Willard L. Rodgers, Frank M. Andrews, and A. Regula Herzog
- "Anatomy of the Survey Interview"—Wendy Sykes and Martin Collins
- "Question Characteristics and Interviewer Effects"—Thomas W. Mangione, Floyd J. Fowler, Jr., and Thomas A. Louis
- "A Methodological Analysis of the Sexual Behavior Questions on the General Social Surveys"—Tom W. Smith
- "Self-Reported Consumption Measures in Sample Surveys: A Simulation Study of Alcohol Consumption"—John C. Duffy and Timo Alanko
- "Some Aspects of Measurement Error in the United States Objective Yield Survey"—Mark Reiser, Ron Fecso, and Meng-Koon Chua
- "Speech Data Entry: Results of a Test of Voice Recognition for Survey Data Collection"—Richard L. Clayton and Debbie L.S. Winter
- "Use of a Score Function to Prioritize and Limit Recontacts in Editing Business Surveys"—Michel Latouche and Jean-Marie Berthelot

## 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.

Fowler, Floyd Jackson, Jr. "How unclear terms affect survey data." *Public Opinion Quarterly*, 56 (Summer 1992), 218-31.

Couper, Mick P., and Groves, Robert M. "Interviewer reactions to alternative hardware for computer-assisted personal interviewing." *Journal of Official Statistics*, 8 (No. 2, 1992), 201-10.

Doreian, Patrick, and Woodward, Katherine L. "Fixed list versus snowball selection of social networks." *Social Science Research*, 21 (June 1992), 216-33.

Greenleaf, Eric A. "Measuring extreme response style." *Public Opinion Quarterly*, 56 (Fall 1992), 328-51.

Heide, Morten, and Grønhaug, Kjell. "The impact of response styles in surveys: A simulation study." *Journal of the Market Research Society*, 34 (July 1992), 215-30.

"How well can survey respondents remember events and behaviour." Report of the April 1992 seminar, JCSM Survey Methods Seminar Series. *Joint Centre for Survey Methods Newsletter* [SCPR, 35 Northampton Square, London, EC1V 0AX, U.K.], 12 (No. 2, 1992), 3-18.

Mathiowetz, Nancy A. "Errors in reports of occupation." *Public Opinion Quarterly*, 56 (Fall 1992), 352-55.

Moon, Nick, and McGregor, Robin. "Exit polls—Developing a technique." *Journal of the Market Research Society*, 34 (July 1992), 257-68.

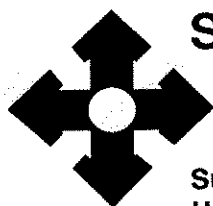
Pol, Louis G. "A method to increase response when external interference and time constraints reduce interview quality." *Public Opinion Quarterly*, 56 (Fall 1992), 356-59.

Presser, Stanley; Blair, Johnny; and Triplett, Timothy. "Survey sponsorship, response rates, and response effects." *Social Science Quarterly*, 73 (September 1992), 699-702.

Presser, Stanley, and Zhao, Shanyang. "Attributes of questions and interviewers as correlates of interviewing performance." *Public Opinion Quarterly*, 56 (Summer 1992), 236-40.

Sanchez, Maria Elena. "Effects of questionnaire design on the quality of survey data." *Public Opinion Quarterly*, 56 (Summer 1992), 206-17.

Walsh, John P.; Kiesler, Sara; Sproull, Lee S.; and Hesse, Bradford W. "Self-selected and randomly selected respondents in a computer network survey." *Public Opinion Quarterly*, 56 (Summer 1992), 241-44.



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