

Survey Research

Volume 25, Number 3

Summer 1994

Patrons

Abt Associates	National Opinion Research Center, University of Chicago
American Association for Public Opinion Research	RAND
Battelle	Research Triangle Institute
Bureau of the Census	Section on Survey Research Methods, American Statistical Association
Institute for Policy Research, University of Cincinnati	Survey Research Center, University of Michigan
Institute for Survey Research, Temple University	Survey Research Laboratory, University of Illinois
Mathematica Policy Research	Westat, Incorporated
National Center for Health Statistics	

In This Issue

Providing Incentives	1
Current Research	3
Update to List of Academic Survey Research Organizations	8
Announcements	8
Federal Standards of Race and Ethnicity Are Under Review	8
NES Update	9
International Conference on Survey Measurement and Process Quality Call for Papers	9
Sixth Conference on Health Survey Research Methods Call for Papers	10
Personnel Notes	10
Jobs ZY People	11
New Methodological Publications	12

Providing Incentives

The following is taken from Providing Incentives to Survey Respondents: Final Report, submitted to the Regulatory Information Service Center, General Services Administration, by the Council of Professional Associations on Federal Statistics (COPAFS), September 22, 1993. For the complete report, contact Edward J. Spar, Executive Director, COPAFS, 1429 Duke St., Suite 402, Alexandria, VA 22314.

Introduction

Under the authority of the Paperwork Reduction Act of 1980, the Office of Management and Budget (OMB) is responsible for approving federally sponsored plans for the collection of information. Historically, OMB has not had an explicit, detailed policy on the use of incentives to encourage survey response. Rather, the review guidelines have called upon agencies to demonstrate "substantial need" if incentives are proposed.

To assist OMB in developing applicable principles and decision rules concerning the use of incentives by federal agencies, COPAFS planned and organized a symposium to consider

- @ whether there should be further development of guidelines for providing incentives to respondents;
- @ what the nature, content, and applicability of such guidelines might be (e.g., should certain classes of surveys be included/excluded—surveys of individuals and households as opposed to surveys of business firms, descriptive surveys as opposed to tests/assessments, one-time surveys as opposed to longitudinal surveys, voluntary surveys as opposed to mandatory surveys);
- @ what evidence exists concerning negative and positive impacts of incentives on survey response and bias and what can be done in designing surveys to minimize negative effects while preserving positive effects; and
- @ whether further research is needed on questions such as the impact of providing incentives on overall response rates, differential response rates, willingness of respondents to provide certain types of information, and the accuracy of actual responses.

The symposium took place at the John F. Kennedy School of Government, Harvard Univ., October 1–3, 1992. Moderators for the symposium were two members of the Kennedy School faculty, Frederick Schauer and Julie Boatright Wilson. Participants included approximately 20 invited representatives of government, business, academic, and research organizations.

Defining Incentives

While there was no intent for the symposium participants to develop a definition of incentives, it became clear in the discussion that the term "incentive" could have very different meanings, depending on such factors as survey purpose, target population, and methodology. Among the variables that participants suggested could considerably alter the meaning of "incentives" and their potential benefit are the following:

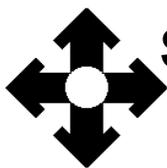
- @ whether the incentive is monetary or in-kind;
- @ the level of the incentive;

- @ whether the incentive is on-the-spot or, for example, a chance to win a large prize in a lottery;
- @ who the respondent is;
- @ whether the respondent is an institution rather than a person;
- @ whether there is a one-time interview or the respondent is going to be in a panel over time;
- @ the mode of the interview;
- @ the length of the interview;
- @ where the interview takes place;
- @ the type of questions asked;
- @ whether the response poses any risk to the respondent;
- @ who the survey sponsor is;
- @ how the survey results will be used;
- @ whether the survey is mandatory;
- @ whether all respondents will be given the same incentive or differential incentives will be offered;
- @ whether the respondent has to bear any out-of-pocket costs;
- @ whether the survey is full-scale, a pilot test, or a focus group; and
- @ whether the respondent represents a special segment of the population.

When Incentives Might Be Effective

Symposium participants generally agreed that an implied policy of using incentives only in exceptional circumstances was too vague a rule. Most participants felt that the emphasis should not be on proving that there is an exceptional need for incentives but rather on demonstrating the substantial benefit of the incentive. In order to provide input to OMB, participants discussed the kinds of survey situations in which incentives have a high probability of being effective or necessary. This list included

- @ when encouraging hard-core refusals to respond, especially in small subpopulations of interest (using current nonresponse imputation models without adequate representation from the hard-core refusals could bias survey results enough to affect the quality of the eventual data);
- @ when compensating a respondent when there is risk in participating (e.g., in responding to questions about illegal activity);
- @ when engendering goodwill when there is some evidence that cooperation is deteriorating;
- @ when there are unusual demands or intrusions on the respondent (e.g., responding to lengthy interviews, keeping a test that could prove embarrassing);
- @ when sensitive questions are being asked;
- @ when there is a good likelihood that a gatekeeper will prevent the respondent from ever receiving the questionnaire;
- @ when there is a special target population for whom encouragement will have little if any chance of working, particularly if other survey organizations pay respondents in that group (e.g., prostitutes, the homeless);



Survey Research

Volume 25, Number 3
Summer 1994

Diane O'Rourke
Marya Ryan

Managing Editor
Production Editor

Published quarterly. For subscription and other information, write to

Survey Research Newsletter
Survey Research Laboratory
University of Illinois
909 West Oregon Street, Suite 300
Urbana, IL 61801-3327
Bitnet: survey@vmd.cso.uiuc.edu
217-333-7170

Permission to reprint material is granted provided that the source is cited.

- ⊗ when there is a lengthy field period (e.g., a commitment over time for a panel survey);
- ⊗ when the target population is a small group that is often surveyed (e.g., deans of universities, CEOs), meaning that any particular respondent is liable to be in somebody's sample frequently;
- ⊗ when there is any out-of-pocket cost to the respondent (e.g., transportation cost to the interview site, baby sitting costs);
- ⊗ when other organizations routinely pay incentives to the target populations (e.g., to doctors);
- ⊗ when the population is a control group in an important (and perhaps expensive) study in which it is imperative to keep most respondents in the control group sample to keep the results of the whole study from being vitiated; and
- ⊗ when the respondent is a small business or a non-profit institution in a voluntary survey and the respondent perceives some cost and burden to participating.

In summary, most participants agreed with the general thesis that incentives should be considered whenever the positive forces to cooperate are low.

An Agenda for Further Research

The questions proposed for further research were as follows:

- ⊗ Although incentives can improve response, what is their effect on data quality? Is there a problem with item nonresponse? Can incentives have an effect on the interviewer that can lead to survey bias? Is it possible that repeated use of incentives or the use of incentives in repeated interviews of the same respondent could lead to bias?
- ⊗ Although incentives may increase response among initial refusals, can incentives do anything for the difficult- or impossible-to-interview populations?
- ⊗ What is the effect of various levels of incentives? Is there a point at which the incentive is so high that it raises doubts in the respondent's mind about the sincerity of the survey?
- ⊗ What really motivates a respondent to answer?
- ⊗ Are the effects of incentives different for different population subgroups (e.g., children, those over 80 years old, young black males)?
- ⊗ What is the public's reaction to using tax money to pay respondents to federal government surveys?
- ⊗ What is the effect of paying some but not all respondents?
- ⊗ What kinds of incentives work for institutions, and how do those incentives vary by type of institution?
- ⊗ Can federally appropriated funds be used to pay incentives to respondents to federal government surveys?
- ⊗ What are the long-range effects of paying incentives? Could their isolated use now lead to a situation in which they are so expected as to become mandatory

in the future, thus raising the total cost of taking a survey?

Although participants were not expected to produce a definitive list of questions to be answered, a number of key areas that need further research were identified. Some of the issues may not be researchable at this point in time. A prime example is the potential effect of incentives on future attitudes of survey respondents.

Current Research

NOTE: 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 listing. Information should not be requested through *Survey Research* or the Survey Research Laboratory. Study summaries are submitted to *Survey Research* with the understanding that additional information can be released to others.

Center for Survey Research Indiana University at Bloomington

1022 East Third Street, Bloomington, IN 47405; 812-855-2573; Fax: 812-855-2818; E-mail: kennedyj@ucs.indiana.edu

Twenty-third Indiana Poll. Sponsored by Indiana Univ., this poll provided an accurate measurement of Hoosier public opinion on Alzheimer's disease, health insurance, and evaluations of President and Hillary Clinton. It ran through February. RDD CATI interviews with 527 Indiana adults were conducted. Person in Charge: Kevin Tharp.

Center for Survey Research Research Triangle Institute

P.O. Box 12194, Research Triangle Park, NC 27709-2194; 919-541-6011; Fax: 919-541-5985

Certified/Commercial Pesticide Applicator Survey. Sponsored by the Office of Pesticide Programs of the U.S. Environmental Protection Agency (EPA), this national, face-to-face survey of nonagricultural pesticide usage by commercial and noncommercial certified pesticide applicators was EPA's initial effort to provide a report to Congress and to provide itself with more reliable data for regulation decisions. In addition to 4,200 interviews, 300 customer service records were abstracted. Data was collected from February through mid-April. Project Director: Robert Lucas; Field Director: Lanny Piper.

Evaluation of the New Congregate Housing Services Program (CHSP). Sponsored by the Office of Policy Development and Research, Dept. of Housing and Urban Development, this evaluation will provide a comprehensive description of CHSP, assess its effectiveness in maintaining independence, and compare CHSP to the HOPE for Elderly Independence Demonstration Program. All 39 CHSP grantees will be selected, rendering an estimated 1,200–1,300 participating residents. The baseline, self-administered survey will be completed in September, with follow-ups that include new residents to occur at 12 and 24 months. Those who are unable to complete the self-administered questionnaire will be

interviewed face-to-face or complete the questionnaire by proxy. Project Director: Janet D. Griffith.

Survey Measurement of Sensitive Behaviors Using Audio-CASI (Evaluation of a New Technology). This four-year grant from the National Institute of Child Health and Human Development is a three-phase methodological exploration of the potential uses and impact of audio computer-assisted self-interview (A-CASI) technology in studies of adult sexual and contraceptive behaviors. The study will address question formatting and presentation issues, the feasibility of multilingual A-CASI administration, respondent reactions to A-CASI, A-CASI versus combination interviewer/self-administration, the effects of A-CASI on question comprehension, and the appropriateness of A-CASI for measurement of responses to sensitive questions. Principal Investigator and Study Director: Charles Turner; Field Director: Jutta Thornberry.

Center for Survey Research University of Massachusetts–Boston

100 Morrissey Boulevard, Boston, MA 02125-3393; 617-287-7200; Fax: 617-287-7210; E-mail: massagli%umbsky.dnet@ns.umb.edu

The Causes and Consequences of Homelessness. Under subcontract with Columbia Univ., with funding from the National Institute of Mental Health, an RDD sample of 1,500 adults was interviewed in 1990 about their attitudes toward and experiences with homelessness, homeless persons, and homeless mentally ill persons. A formerly homeless group of 169 of the original respondents plus two comparison groups also drawn from the original sample—one at high and one at low risk for homelessness—were followed up by telephone this spring. Principal Investigator: Bruce Link (Columbia Univ.); Study Director: Mary Ellen Colten.

Institute for Policy Research University of Cincinnati

Mail Location 0132, University of Cincinnati, Cincinnati, OH 45221-0132; 513-556-5028; Fax: 513-556-9023; E-mail: tuchfaaj@ucbeh.san.uc.edu

April 1994 Ohio Poll Pre-Primary Survey. As part of the regularly scheduled Ohio Poll, funded by the Univ. of Cincinnati and the *Cincinnati Post*, an RDD survey with 431 likely Republican and 361 likely Democratic primary voters was conducted to forecast the results of the heatedly contested May 3 senate primaries and to determine the name recognition and favorable/unfavorable ratings of the candidates. Study Director: Al Tuchfarber.

UCMA Patient Satisfaction Survey Pilot Study. Conducted for the Univ. of Cincinnati Medical Center clinical practices, this pilot study was designed to determine the feasibility of collecting information useful for improving clinical effectiveness, management efficiency, and patient satisfaction. A total of 2,210 responses were collected by mail across 14 clinical practices. Study Coordinator: Andy Smith.

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

Manning Hall, CB#3355, University of North Carolina at Chapel Hill, Chapel Hill, NC 27599-3355; 919-962-0781; Fax: 919-962-4777; E-mail: jreed.irss@mhs.unc.edu

Spring 1994 Carolina Poll. Cosponsored with the Univ. of North Carolina's School of Journalism and Mass Communication, this state-funded omnibus poll asked questions about abortion, working conditions and satisfaction, household chores, the death penalty, school segregation, the Martin Luther King holiday, the University's bicentennial celebration, crime, lottery tickets, environmental groups, and television use. CATI interviews with 636 North Carolina adults were conducted in March. Study Directors: Philip Meyer (School of Journalism and Mass Communication) and Beverly Wiggins.

Spring 1994 Southern Focus Poll. Funded by the *Atlanta Journal-Constitution* and cosponsored with the University's Center for the Study of the American South and the *Atlanta Journal-Constitution*, this omnibus poll asked about school segregation, Hillary Clinton, religion, moral judgments, Southern stereotypes on television, sex role stereotypes, exercise, and cooking. CATI interviews with 817 Southerners (361 black oversample) and 419 non-Southerners were conducted in February and March. Principal Investigators: John S. Reed and Beverly Wiggins.

Institute for Social Research York University, Canada

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

The Addiction Research Foundation of Ontario Studies. This project for the provincially funded Foundation involved two RDD-CATI surveys. More than 2,000 Ontario residents responded to the recently completed Policy Survey, which was concerned with attitudes toward current public policy issues relating to the use and availability of alcohol and tobacco products. The Community Intervention Survey, to be completed by the end of June, will focus on attitudes toward and consumption patterns of alcohol and tobacco products, including the behavior of hosts and guests when tobacco and alcohol products are consumed. Opinions of approximately 1,000 Ontarians in Kingston, Peterborough, and Sudbury will be included. Project Manager: David A. Northrup.

Brant County Smoking Study. This was an RDD CATI survey on smoking habits and attitudes toward smoking with 500 randomly selected residents of Brant County this spring on behalf of COMMIT to a Healthier Brant, an agency funded through the Health Promotions Branch of the provincial Ministry of Health. The survey asked about smoking habits and attitudes toward issues such as potential health problems related to smoking and community regulation of smoking. Project Manager: John Pollard.

A Study for the Pay Equity Commission of Ontario. This study for Ontario's provincially funded Pay Equity Commission helped to determine the level of small businesses' compliance with the Pay Equity Act, which requires equal pay for men and women doing work of comparable value. This spring, CATI interviews with approximately 5,000

businesses with 10 through 49 employees were conducted. Cost and income adjustment information will be gathered following the implementation of pay equity within these organizations. Project Manager: John Tibert.

A Study on Systemic Racism in the Criminal Justice System. This study forms part of a larger undertaking by the provincially funded Commission on Systemic Racism in the Ontario Criminal Justice System, which was established in 1992 to examine the extent of racism in the procedures, practices, and policies of the justice system in Ontario. The purpose of the survey is to find out what a representative sample of the black, Chinese, and white communities in metropolitan Toronto thinks about the way the system works. Four hundred RDD CATI interviews will be conducted this spring with members of each group. Project Manager: David A. Northrup.

Institute for Survey Research Temple University

1601 North Broad Street, Room 502, Philadelphia, PA 19122; 215-204-8355; Fax: 215-204-3797

1995 National Alcohol Study/Black and Hispanic Supplements. These National Institute on Alcohol Abuse and Alcoholism-funded supplements will be an integral part of National Alcohol Study (NAS) to be conducted in 1995 for the Alcohol Research Group of the Univ. of California, Berkeley. The NAS will help develop estimates of the incidence and prevalence of drinking and problematic behaviors associated with drinking. The black and Hispanic supplements are designed to yield face-to-face interviews with 1,350 black and 1,350 Hispanic respondents. Together with the main sample of the 1995 NAS, 4,700 completed interviews are anticipated. Study Director: Frederick C. Licari.

ERISAFication. The Pension Board Guarantor Corporation sponsored this study to help its legal counsel to determine optimal strategies for resolving a dispute and to estimate its liability in case of an unfavorable ruling. A sample of 500 plans with 3,000 participants has been drawn from administrative records, and analyses are now being carried out. The study began in October 1992 and will run through September 1994. Study Director: Karol P. Krotki.

Mathematica Policy Research Princeton, New Jersey

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

1993 Survey of Doctorate Recipients (SDR) Telephone Follow-Up. The SDR is a longitudinal study fielded biennially by the National Research Council (NRC) with funding from the National Endowment for the Humanities and the National Science Foundation in cooperation with the Dept. of Energy and the National Institutes of Health. The 1993 SDR sample included 49,958 scientists and engineers and 9,038 humanists. The study uses mail questionnaires with CATI follow-up. NRC has contracted with MPR to increase the overall response rate from 1993's 65% to at least 80% by locating and interviewing mail nonrespondents. Project Director: Geraldine Mooney; Survey Director: Anne B. Ciemnecki.

Community Treatment of Breast Cancer Screening Promotion. With funding from the National Cancer Institute, MPR will provide survey support for the evaluation of community interventions being conducted by the Fred Hutchinson Cancer Center to increase the use of mammograms. Approximately 9,500 women will be interviewed by CATI prior to the interventions, and three years later, the women who had not been adhering to screening guidelines will be reinterviewed. Survey Director: Susan Sprachman.

Evaluation of the Demonstration Improving Access to Care for Pregnant Substance Abusers. This is a five-year project being conducted for the Health Care Finance Administration to evaluate demonstrations designed to improve access to care among Medicaid-eligible pregnant substance abusers in five states. Surveys are being conducted in Washington State and South Carolina to collect data for a comparison sample of Medicaid women who seek care at comparable pre-natal care clinics that are not offering special services for substance abusers. Over 18 months, approximately 2,000 interviews will be conducted in clinics with women who come in for their first or second prenatal visit. Survey Director: Susan Sprachman; Project Director: Embry Howell.

Evaluation of the Medicare Case Management Demonstration Programs. This study is being sponsored by the Health Care Finance Administration to determine the appropriateness of case management in reducing the cost of care for Medicare beneficiaries who are likely to suffer catastrophic illness. The demonstrations are being implemented by administrative agencies at three different sites, each having its own method of identifying a target population and approach to case management. Medicare beneficiaries who apply for one of the programs are randomly assigned to a treatment or control group. A CATI questionnaire will be administered to approximately 1,200 respondents in both groups six months after random assignment. Interviews will begin this May and run through May 1995. Project Director: Jennifer Schore; Survey Director: Edward Freeland.

HORIZONS, the National Evaluation of Upward Bound. This five-year study, sponsored by the U.S. Dept. of Education, combines several surveys into a single research design intended to assess the impact of the Upward Bound Program on high school students from disadvantaged backgrounds. The study includes a longitudinal survey of approximately 3,000 students nationwide who completed a written questionnaire at baseline before being randomly assigned to a treatment or control group. Students will be interviewed in CATI follow-up interviews this spring and summer and in spring 1996. Mail surveys of Upward Bound Project Directors and of 626 local schools attended by the students in the baseline survey have been conducted. Project Director and Co-Principal Investigator: David Myers; Co-Principal Investigator: Mary Moore; Survey Director: Ed Freeland; Survey Director for the First Follow-up: Rita Stapulonis.

Measuring Access to Care for Medicaid Beneficiaries. This project, being conducted jointly with Georgetown Univ., aims to assist David Colby of the Physician Payment Review Commission in evaluating the use of survey data

as part of a comprehensive strategy for monitoring access within the Medicaid program. A telephone pilot test with 357 Medicaid beneficiaries in a northeastern state and procedures and a formal experiment on the use of incentives and recall bias were conducted. Survey data will be validated by comparing it to records data. Project Officer/Co-Principal Investigator: Jack Hadley (Center for Health Policy Studies, Georgetown Univ. School of Medicine); Project Director: Marsha Gold.

Minnesota Center for Survey Research University of Minnesota at Minneapolis–St. Paul

2331 University Avenue, S.E., Suite 141, Minneapolis, MN 55414-3067; 612-627-4282; Fax: 612-627-4288

Brooklyn Park Business and Resident Surveys. These mail surveys were conducted in spring and fall 1993 with funding by the City of Brooklyn Park, Minnesota, Housing and Redevelopment Authority to obtain information for developing programs to strengthen the business climate and enhance adjacent residential neighborhoods and to evaluate Brooklyn Park's Community Oriented Policing Program. Questionnaires to residents and businesses in a designated geographic area within Brooklyn Park were returned by 433 residents and 81 businesses. Project Manager: Fran Kiesling.

Plymouth Park and Recreation Survey. This survey for the City of Plymouth, Minnesota, gathered information about residents' current use of and satisfaction with recreation programs and facilities to identify improvements and developments. Questionnaires mailed to a random sample of Plymouth households were returned by 508 respondents. The study was completed in August 1993. Project Manager: Pamela Schomaker.

Resident Preference for Senior-Only Public Housing. This was a mail survey for the Minneapolis Public Housing Authority (MPHA) to determine preferences for living in a building with only elderly residents, how many residents want to move, and opinions about services needed in the various buildings. Surveys were returned by 2,138 residents, and the study was completed in August 1993. Project Manager: Fran Kiesling.

National Opinion Research Center (NORC) University of Chicago

1155 East 60th Street, Chicago, IL 60637; 312-753-7610; Fax: 312-753-7886; E-mail: depoyphl@norcmail.uchicago.edu

Chicago-Osaka Social Welfare Attitude Survey. Conducted for Ritsuko Greene of the Univ. of Chicago School of Social Service Administration with funds from the Japanese Ministry of Health, this study compares citizens' attitudes toward social welfare in two world industrial centers, Osaka, Japan, and Chicago, Illinois. For the Chicago portion of the survey, 1,000 of the residents mailed a questionnaire in March are expected to respond. The data will be compared with previously collected Japanese data. The study will continue until June. Project Director: Joan W. Law.

Early Childhood Longitudinal Study, Kindergarten Cohort (ECLS-K). Sponsored by the National Center for Education Statistics and including the Dept. of Health and Human

Services-sponsored Head Start Longitudinal Study, ECLS-K will involve development of the design, instruments, and procedures for a base year and two follow-up surveys; a 1996–97 feasibility study; and, optionally, collection of baseline 1998–99 data. Instruments include Head Start fall and spring kindergarten, first, and second grade assessments; CATI and CAPI parent surveys; and teacher and principal surveys. Principal Investigator: Norman Bradburn; Project Director: Steven Ingels.

The National Longitudinal Study of Adolescent Health. Sponsored by the National Institute of Child Health and Human Development and to be conducted with the Carolina Population Center (Univ. of North Carolina), this study will collect data on adolescent life and health outcomes, using a national sample of seventh through twelfth graders and their parents. Data will be collected three times: from 160,000 students in 160 in-school sessions in the fall 1994 and in CAPI/CASI interviews with over 20,000 teens in 1995 and in 1996. Project Director: Katy Dowd.

Oregon Survey Research Laboratory University of Oregon

Eugene, OR 97403-1291; 503-346-0822; Fax: 503-346-5026; E-mail: pattygg@oregon.uoregon.edu

1994 Student Health Center Survey. This annual CATI survey assesses Univ. of Oregon students' health status and behaviors, replicating several RAND questions. Question topics include drug and alcohol use, body image, exercise, sexual behavior, stress, suicide, and insurance. Four hundred twenty random sample interviews were completed in April, as were interviews with a random oversample of 100 sorority and fraternity members. Principal Investigator: Patricia A. Gwartney-Gibbs; Project Director: Mike Blakley.

Oregon Bach Festival Survey. This was a market research study of Corvallis residents who attend the Oregon Bach Festival in Eugene. Ninety CATI interviews were completed in March. Principal Investigator: Patricia A. Gwartney-Gibbs; Project Director: Mike Blakley.

Survey of Nonreturning Students. Over 800 students who were enrolled and in good academic standing at the Univ. of Oregon in fall 1993 did not re-enroll for winter 1994. Attempts to call each of them or a parent resulted in 470 CATI interviews. The survey included questions on students' current activities, reasons for not re-enrolling, satisfaction with the Univ., relationships with faculty, and re-enrollment plans. Principal Investigator: Patricia A. Gwartney-Gibbs; Project Director: Mike Blakley.

Survey of the Oregon High School Graduating Class of 1993. In 1992, all Oregon high school juniors completed a questionnaire about their college plans. A random sample of 891 of the respondents (including a minority oversample) completed interviews between February and April on whether they went to college and if so where and why they chose or did not choose a college in the Oregon State System of Higher Education. Principal Investigator: Patricia A. Gwartney-Gibbs; Project Director: Mike Blakley.

Social and Economic Sciences Research Center Washington State University

Wilson Hall 133, Pullman, WA 99164-4014; 509-335-1511; Fax: 509-335-0116; Internet: dillman@wsuvm1.csc.wsu.edu

Mail and Telephone Survey of U.S. Coatings Industry Research and Development Collaboration Opportunities. During August and September of 1993, a mail survey was conducted with telephone follow-up with a national list sample of 214 persons involved in the coatings industry. Funding came from the Battelle Pacific Northwest Laboratory (PNL). The instrument was designed to identify research and development opportunities and new coatings materials and applications and to develop a vision for the future. Principal Investigator: John Tarnai; Study Director: Mary Boynton.

Survey Research Center University of Georgia

114 Barrow Hall, University of Georgia, Athens, GA 30602; 706-542-6110; Fax: 706-542-6064; E-mail: lwhite@uga.cc.uga.edu

National Survey on Recreation and the Environment. This study, funded by a consortium of federal agencies, is a national RDD CATI survey of approximately 30,000 respondents 16 years of age and older. Data collection began in January and will continue to the end of the year. The survey will gather data on outdoor recreation participation and outdoor recreation opportunities for the disabled. Director: Jack Martin.

Survey Research Center University of Utah

2120 Annex Building, University of Utah, Salt Lake City, UT 84112; 801-581-6491; Fax: 801-585-5489; E-mail: lois@src.sbs.utah.edu

1993 KUER Listenership Survey. Sponsored by KUER FM90, this was a survey of known member-contributors and an RDD sample of Utah residents about KUER programming and membership. In February and March, 821 CATI interviews were conducted with adults who listen to KUER at least some of the time. Person in Charge: Lois Haggard.

Missouri Outdoor Recreation Uses and Preferences Survey. Sponsored by Jordan Louviere of the Univ. of Utah's School of Business and the U.S. Forest Service, this survey of 1,025 Missouri residents in four geographic areas sought to determine uses of and preferences for outdoor recreational areas. An RDD CATI survey was used to recruit participants for a mail survey in January. Person in Charge: Lois Haggard.

Utah 1994 Immunization Study. Sponsored and funded by the Utah Dept. of Health, this study identified factors that influence parents in getting their children immunized. CATI interviews with 604 Utah parents of two-year-olds born in Utah were conducted in April. Person in Charge: Lois Haggard.

Utah Business Conditions Survey. Sponsored by the Utah State Tax Commission, this quarterly survey of large- and

medium-sized Utah businesses sought to replicate a conference board's measure of business confidence. CATI interviews with 211 Utah businesses were conducted in January. Person in Charge: Lois Haggard.

Utah Consumer Survey. Funded by a number of business and government agencies, this quarterly RDD CATI survey of 508 Utah households sought to provide information on consumer sentiment, perceptions, and financial conditions of Utah households. It included questions on state policy issues, employment, consumer sentiment, and consumer perceptions and was completed in January. Person in Charge: Lois Haggard.

Utah Wetlands Public Opinion Survey. Sponsored and funded by the Utah Governor's Office of Budget and Planning, this survey measured awareness of wetlands issues among the state's residents. RDD CATI interviews with 411 Utah residents were completed in March. Person in Charge: Lois Haggard.

Survey Research Laboratory Florida State University

Policy Sciences Center, Florida State University, Tallahassee, FL 32306-2018; 904-644-5270; Fax: 904-644-0792

Florida Annual Policy Survey 1994. This was the sixteenth in a series designed to monitor the policy interests and attitudes of Floridians regarding the state and local governments. Topics covered included their opinion on the most important problem areas, tax issues, state spending, evaluations of services, evaluations of government, and current issues. RDD CATI surveys were conducted from October through November 1993 with 1,024 Florida residents. Principal Investigator: Suzanne Parker.

Survey Research Laboratory University of Illinois

P.O. Box 6905, Chicago, IL 60680; 312-996-5300; Fax: 312-996-3358; or 909 West Oregon Street, Suite 300, Urbana IL 61801-3327; 217-333-4273; Fax: 217-244-4408; E-mail: survey@vmd.cso.uiuc.edu

Ovarian Cancer—Case-Control Study. This study is being funded by the National Institute of Health and conducted by the Univ. of Illinois at Chicago School of Public Health to determine whether or not genital talc exposure causes ovarian cancer and whether fertility-promoting drugs, ovarian stimulants, or in vitro fertilization affect ovarian cancer risk. Face-to-face interviews will be conducted with 569 non-Asian women aged 20 through 74 residing in Cook County and having epithelial tumors. Principal Investigator: Karin Rosenblatt (Univ. of Illinois at Urbana-Champaign, Community Health); Project Coordinator: Vicky Gwiasda.

Women and Violence in West Humboldt Park. Funded by the MacArthur Foundation and sponsored by Northwestern Univ., this study will focus on the impact of domestic and street violence on the labor force participation and selected child rearing decisions of women living in the West Humboldt Park neighborhood of Chicago. An RDD CATI survey of 1,000 women in West Humboldt Park and a supplement of 100 face-to-face interviews with women who do not have telephones will be conducted. Principal

Investigator: Susan Lloyd (Northwestern Univ.); Project Coordinator: Vicky Gwiasda.

Survey Research Laboratory University of North Texas

Box 131
3221; Fax: 817-565-3295; E-mail: jglass@scs.unt.edu or leah@scs.unt.edu

City of Keller Citizen Survey. The City of Fort Worth is sponsoring an RDD CATI survey of its citizens for the purpose of evaluating city services. The project is now in progress and 600 interviews are expected by the project's completion in June. Principal Investigator: James J. Glass.

Dallas-Fort Worth Metroplex Survey. An RDD CATI quality of life survey of 600 residents of the Dallas-Fort Worth Metroplex will be conducted this summer. Principal Investigator: James J. Glass.

Texas Municipal League Health Insurance Survey. CATI interviews with 200 local government health insurance managers and 400 users have been conducted to assess the quality of health insurance services provided by the League. The project is expected to be completed in July. Principal Investigator: James J. Glass.

Survey Research Laboratory Virginia Commonwealth University

Center for Public Service, Virginia Commonwealth University, 901 West Franklin Street, Box 3016, Richmond, VA 23284-3016; 804-367-8813; Fax: 804-367-6133; E-mail: rharris@hibbs.vcu.edu

Virginia Commonwealth University Commonwealth Poll. Interviews were conducted in April with 807 Virginia adults on the U.S. Senate race, health care reform, presidential approval, and ratings of public officials.

Update to List of Academic Survey Research Organizations

The following organization has come to our attention since the publication of the List of Academic Survey Research Organizations in the summer-fall 1993 issue:

Survey Research Center
Princeton University
Robertson Hall
Princeton, NJ 08544-1013

Announcements

Federal Standards of Race and Ethnicity are Under Review

From copy supplied by the Council of Professional Associations on Federal Statistics (COPAFS) in its January-March 1994 newsletter

In 1977, the Office of Management and Budget (OMB) developed and formally published *Directive 15: Race and Ethnic Standards for Federal Statistics and Administrative Reporting*. This directive provides standard classifications for record keeping, collection, and presentation of data on race and ethnicity in federal program administrative reporting and statistical activities. They were developed in response to needs expressed by the executive branch and Congress to provide for the collection of compatible and nonduplicated racial and ethnic data by federal agencies.

The racial categories are American Indian or Alaskan Native, Asian or Pacific Islander, black, and white. The ethnic categories are Hispanic origin and not of Hispanic origin. If the categories are combined, the acceptable categories are American Indian or Alaskan Native; Asian or Pacific Islander; black, not of Hispanic origin; Hispanic; and white, not of Hispanic origin.

These classifications are widely used at the state and local levels, including the school district level. They are also used in the private sector. The current major concern is the need to address changes in society that have taken place in the past 17 years. For example, the list does not include a mixed racial category. Should parents of mixed race children be forced to classify them into one or another category? One proposal to address this concern is to add a multiracial category. Others believe this approach might reduce the count of minority groups in certain local areas. This, in turn, would have an impact on redistricting, reapportionment, and funding allocations. Almost 10 million people of Hispanic origin classified themselves as other race in the decennial census. Although for reporting purposes, the vast majority of these responses were reclassified as white, many Hispanics obviously see the category as part of the race group.

In 1993, the House Subcommittee on Census, Statistics and Postal Personnel conducted four hearings on this subject. During the hearings, some of the proposals included

- @ adding a multiracial category,
- @ adding a Middle Easterner category,
- @ including Hispanic as a racial designation,
- @ including Hawaiian as a separate category, and
- @ moving Hawaiian from the Asian or Pacific Islander category to a new Native American classification.

This year, OMB plans to hold at least two hearings in July. These are to take place in Boston and San Francisco. One major concern of federal agencies is the possible loss of continuity. Can OMB develop new classifications that will address societal issues and at the same time not disrupt many federal processes? Can OMB complete its work in time for the year 2000 census? At one of the congressional hearings, OMB stated that it plans to exercise leadership responsibilities in reviewing and revising the standards for collection of racial and ethnic data.

NES Update

From copy supplied by the Center for Political Studies, Univ. of Michigan

In the weeks following the November 1994 general elections, the National Election Studies (NES) will conduct its twenty-third biennial study of the American electorate. As in midterm studies conducted since 1958, the 1994 NES will employ a single, postelection survey to interview 1,750 citizens of voting age face-to-face for 70 minutes. Roughly one-third of those questioned will be respondents first interviewed in the 1992 Election Study and again in the 1993 NES Pilot Study. NES will conduct the other two-thirds of the interviews with a freshly drawn, cross-sectional sample randomly selected from a probability multistage, clustered sample of households nationwide.

The NES File Transfer Protocol (FTP) server is now online and available for anonymous FTP. The name for the server is ftp.nes.isr.umich.edu (the IP address is 141.211.207.52). The server is an IBM compatible 386 running the Serving-FTP software of LanWorkplace for DOS.

To receive updates about NES by e-mail, send your e-mail address to nes@umich.edu. You will be kept informed about future NES activities, including planning for the 1994 Election Study; the 1995 Pilot Study; conferences to be held in 1994 and 1995; the release of new data sets, including the NES CD-ROM; and more. With over 2,300 people on the NES mailing list, the costs of mailing information to the user community has grown prohibitive. E-mail is more efficient, faster, less expensive, and environmentally friendly! You will usually receive updates on NES activities approximately one week earlier by e-mail than by U.S. mail.

Those not on e-mail can reach NES at National Election Studies, Center for Political Studies, Institute for Social Research, Room 4026, Ann Arbor, MI 48106-1248 or by fax at 313-764-3341.

International Conference on Survey Measurement and Process Quality Call for Papers

The International Conference on Survey Measurement and Process Quality will be held April 1-4, 1995, at the Bristol Marriott, Bristol, U.K. It is sponsored by the American Statistical Association, the International Association of Survey Statisticians, the Market Research Society, and the Royal Statistical Society.

This conference is the latest in a series initiated by the American Statistical Association designed to advance the field of survey methodology. For the first time, the conference is to be held outside the U.S., in recognition of the international contribution to the field. The conference will focus on topics related to quality in survey data collection and subsequent processing: sources of error, cost-effective approaches to achieving quality, quality measurement and control, and the impact of error on survey data and its analysis. The conference aims to document the current state of the field, to report the

findings of new research, and to encourage interdisciplinary and cross-cultural exchange. It will bring survey practitioners together with contributors from a variety of backgrounds: statistics, psychology, sociology, business, quality management, and economics. Invited speakers will present the latest research in the field.

Abstracts for contributed papers are sought on the following topics:

- ⊗ design and specification (e.g., questionnaire design, scales, classification systems, confidentiality issues);
- ⊗ data collection (e.g., respondent errors, interviewer errors, mode effects, data collection quality measures, new technology and its effect on data quality);
- ⊗ postsurvey processing and operations (e.g., manual coding errors, automated coding, data entry quality, data editing, process quality improvement, process control systems);
- ⊗ quality assessment and control (e.g., measures of survey quality, evaluation methods, error models and error analyses, quality profiles, users' perceptions of quality, quality management); and
- ⊗ error effects on estimation, analyses, and interpretation (e.g., analysis in the presence of errors, program evaluation, error effects on modeling, error presentation).

Approximately 175 contributed papers will be accepted. Send two copies of a one- to two-page abstract to arrive by September 15, 1994, to Lee Decker, Conference Planner, American Statistical Association, 1429 Duke Street, Alexandria, VA 22314-3402, U.S.A. (1-703-684-1221). A \$100 nonrefundable fee must accompany the abstract (no purchase orders). Payment must be by check in USD on a U.S. bank or by international money order in USD payable to the American Statistical Association. If the abstract is accepted, this fee will be applied to the conference registration fee. Contributors will be notified of acceptance by October 15. If the abstract is not accepted, the submission fee will be returned.

Organizing committee

Lars Lyberg, Chair
Paul Biemer
Martin Collins
Lee Decker
Edith DeLeeuw
Cathryn Dippo
Norbert Schwarz
Dennis Trewin

Sixth Conference on Health Survey Research Methods Call for Papers

The Sixth Conference on Health Survey Research Methods (CHSRM) will continue the series that began in 1975 to discuss what is known about survey research methodology as it relates to health. The fifth conference was held in 1989. The CHSRM will bring together researchers from various disciplines who are at the forefront of survey methods research, those responsible for major health surveys at the national level, and those who use survey data to develop health policy.

Papers are being solicited in all areas of survey research methods as they relate to health, including but not limited to the following areas:

- Ⓢ cognitive processes of health survey respondents;
- Ⓢ questionnaire design strategies and data collection methods for improving the quality of data from children and special populations (e.g., poorly educated, elderly, and culturally diverse respondents);
- Ⓢ strategies for obtaining information on sensitive topics (e.g., AIDS);
- Ⓢ combining data from surveys and other sources;
- Ⓢ advances in CASIC (computer-assisted survey information collection) for health surveys;
- Ⓢ measuring patient satisfaction and outcomes, mental health, quality of life, health status, etc.;
- Ⓢ strategies for improving response rates, especially in hard-to-reach populations;
- Ⓢ evaluating access to and quality of health care;
- Ⓢ survey needs for emerging health care problems such as AIDS and an aging population; and
- Ⓢ sampling strategies and statistical implications.

Participation will be limited to approximately 75 individuals who will present papers, chair sessions, and act as discussants and rapporteurs. Travel and lodging expenses will be covered for all invited participants. The exact dates and location of the conference have not been set. The possible dates are June 3–5, June 24–26, or July 8–10, 1995. The location will be in a western state, most likely Colorado or Utah.

To have a paper considered, send a 500- to 1,000-word abstract to Diane O'Rourke, Survey Research Laboratory, 909 West Oregon Street, Suite 300, Urbana, IL 61801 no later than August 1, 1994. For further information, call 217-333-4273 (fax 217-244-4408).

Organizing Committee

Richard Warnecke, Chair, Univ. of Illinois
Lu Ann Aday, Univ. of Texas at Houston
Richard Campbell, Univ. of Illinois at Chicago
James Chromy, Research Triangle Institute
Marcie Cynamon, National Center for Health Statistics
Brenda Edwards, National Cancer Institute
Floyd J. Fowler, Jr., Univ. of Massachusetts–Boston
James Knickman, Robert Wood Johnson Foundation
Richard Kulka, National Opinion Research Center
James Lepkowski, Univ. of Michigan
Katherine Marconi, Health Resources Services Administration
Nancy Mathiowetz, Agency for Health Care Policy and Research
Owen Thornberry, National Center for Health Statistics
Deborah Trunzo, Substance Abuse and Mental Health Services Administration
Elinor Walker, Agency for Health Care Policy and Research

Personnel Notes

Peter Forbes has joined the staff of the Center for Survey Research at the Univ. of Massachusetts–Boston as Field Operations Specialist. He was previously a Survey

Sampling Specialist at Mathematica Policy Research in Princeton, New Jersey.

Barbara Lepidus Carlson recently joined Mathematica Policy Research at its Princeton office as a Survey Researcher. Her previous position was at the Agency for Health Care Policy and Research in Rockville, Maryland.

Kirk M. Wolter has joined NORC's Chicago office as Senior Vice President for Statistics. He was formerly Vice President for Statistical Design Worldwide at A. C. Nielsen Company. Also new at the Chicago office is *Bernard Dugoni*, Survey Methodologist in the Survey Operations Center, who was formerly an Assistant Professor at Loyola University of Chicago.

Effective July 1, *Richard Kulka*, currently at NORC, will be returning to Research Triangle Institute (which he left in 1989) to a new position as a research Vice President in charge of a reorganized social statistics and survey research division.

As of Sept. 1, 1994, *Eleanor Singer* will begin a three-year leave of absence from Columbia University and work as a Research Scientist at the University of Michigan's Survey Research Center.

Lynn Hamilton has joined the Chicago staff of the Univ. of Illinois's Survey Research Laboratory as a Project Coordinator. Previously, she had been a Project Coordinator at the Library Research Center at the University's Urbana campus.

Jobs <=> People

Opening

Sampling Operations Supervisor. The Survey Research Laboratory at the Univ. of Illinois has an immediate opening for an individual with a background in the social sciences to develop sampling design and selection techniques for population-based survey research projects. Responsibilities include working with clients and staff on survey sample designs, planning methodological experiments, designing and selecting population samples, calculating sampling errors, writing reports, supervising staff, preparing and monitoring budgets, advising faculty and staff on research designs, and developing proposals.

Minimum requirements are a B.A. or B.S. in a social science, quantitative methods, or a related field with sampling methods course work with at least two years' experience in research methods and supervisory responsibilities or a master's degree in social science or a related field with demonstrated research and supervisory capabilities. Salary commensurate with experience.

For full consideration, send a resume to Dr. Seymour Sudman, Survey Research Laboratory, University of Illinois, 909 West Oregon Street, Suite 300, Urbana, IL 61801. No phone calls.

The Univ. of Illinois is an Affirmative Action Equal Opportunity Employer.

Available

Very experienced **Field Interviewer** in survey research desires work in Erie or Niagara Counties (Buffalo, New York, area). Will do interviews in all areas with no escort. High completion rate. Top references. Contact Phyllis S. Kidston, 317 Hartford Road, Amherst, NY 14226.

New Methodological Publications

- Abramson, Paul R., & Ostrom, Charles W. (1994). Question wording and partisanship: Change and continuity in party loyalties during the 1992 election campaign. *Public Opinion Quarterly*, 58, 21–48.
- Barrett, Richard E. (1994). *Using the 1990 U.S. census for research*. Thousand Oaks, CA: Sage.
- Clogg, Clifford C., & Shihadeh, Edward S. (1994). *Statistical models for ordinal variables*. Thousand Oaks, CA: Sage.
- Creswell, John W. (1994). *Research design: Qualitative and quantitative approaches*. Thousand Oaks, CA: Sage.
- Davis, Harold, & Gergen, Peter J. (1994). The weights and heights of Mexican-American adolescents: The accuracy of self-reports. *American Journal of Public Health*, 84, 459–462.
- Delgado, Jane L., & Estrada, Leo. (1993). Improving data collection strategies. *Public Health Reports*, 108, 540–545.
- Denzin, Norman K., & Lincoln, Yvonna S. (Eds.). (1993). *Handbook of qualitative research*. Thousand Oaks, CA: Sage.
- Duncan, George T., Jabine, Thomas B., & de Wolf, Virginia A. (Eds.). (1993). *Private lives and public policies: Confidentiality and accessibility of government statistics*. Washington, DC: National Academy Press.
- Fendrich, Michael, & Vaughn, Connie M. (1994). Diminished lifetime substance use over time: An inquiry into differential underreporting. *Public Opinion Quarterly*, 58, 96–123.
- Fowler, Floyd J., Jr., Roman, Anthony M., & Di, Zhu Xiao. (1993). Mode effects in a survey of medicare prostate surgery patients. *American Statistical Association Proceedings of the Section on Survey Research Methods*, 1993.
- Green, Donald Philip, Kahneman, Daniel, & Kunreuther, Howard. (1994). How the scope and method of public funding affect willingness to pay for public goods. *Public Opinion Quarterly*, 58, 49–67.
- Hurtado, Aída. (1994). Does similarity breed respect? Interviewer evaluations of Mexican-descent respondents in a bilingual survey. *Public Opinion Quarterly*, 58, 77–95.
- Kaldenberg, Dennis O., Koenig, Harold F., & Becker, Boris W. (1994). Mail survey response rate patterns in a population of the elderly: Does response deteriorate with age? *Public Opinion Quarterly*, 58, 68–76.
- Kristal, Alan R., White, Emily, Davis, Julie R., Corycell [sic.], Gayle, Raghunathan, Trivellore, Kinne, Susan, & Lin, Ting-Kwong. (1993). Effects of enhanced calling efforts on response rates, estimates of health behavior, and costs in a telephone health survey using random-digit dialing. *Public Health Reports*, 108, 372–379.
- Krueger, Richard A. (1994). *Focus Groups: A practical guide for applied research* (2nd ed.). Thousand Oaks, CA: Sage.
- Lau, Richard R. (1994). An analysis of the accuracy of "trial heat" polls during the 1992 presidential election. *Public Opinion Quarterly*, 58, 2–20.
- Lavrakas, Paul J. (1993). *Telephone survey methods: Sampling, selection, and supervision* (2nd ed.). Thousand Oaks, CA: Sage.
- Lynch, Charles F., Logsdon-Sackett, Nyla, Edwards, Sandra L., & Cantor, Kenneth P. (1994). The driver's license list as a population-based sampling frame in Iowa. *American Journal of Public Health*, 84, 469–472.
- Miles, Matthew B., & Huberman, Michael A. (1994). *Qualitative data analysis: An expanded sourcebook* (2nd ed.). Thousand Oaks, CA: Sage.
- Morse, Janice M. (Ed.). (1993). *Critical issues in qualitative research methods*. Thousand Oaks, CA: Sage.
- Panel to Evaluate Alternative Census Methods, National Research Council. (1994). *A census that mirrors America: Interim report*. Washington, DC: National Academy Press.
- Rowland, Michael L., & Forthofer, Ronald N. (1993). Adjusting for nonresponse bias in a health examination survey. *Public Health Reports*, 108, 380–386.
- Silverman, David. (1993). *Interpreting qualitative data: methods for analyzing talk, text, and interaction*. Thousand Oaks, CA: Sage.
- Wolcott, Harry F. (1994). *Transforming qualitative data: Description, analysis, and interpretation*. Thousand Oaks, CA: Sage.

Survey Research



Survey Research Laboratory
University of Illinois
909 West Oregon Street, Suite 300
Urbana, IL 61801-3327

Address Correction Requested

Non-Profit Org. U.S. Postage PAID Permit No. 75 Champaign, IL 61820
