

# Survey Research

Volume 26, Number 3

Summer 1995

*Survey Research Laboratory@College of Urban Planning and Public Affairs@University of Illinois at Chicago*

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## Asking the Embarrassing Question

by Allen H. Barton

*This article, reprinted from the spring 1958 issue of The Public Opinion Quarterly, shows how little some things have changed in 37 years.*

*Reprinted with the permission of the Univ. of Chicago Press from The Public Opinion Quarterly, vol. XXII, no. 1, spring 1958, pp. 67-68. Copyright 1958 by Princeton Univ. At the time of original publication, The Public Opinion Quarterly's managing editor was Betty B. Bredemeier.*

The pollster's greatest ingenuity has been devoted to finding ways to ask embarrassing questions in non-embarrassing ways. We give here examples of a number of these techniques, as applied to the question, "Did you kill your wife?"

1. The Casual Approach:  
"Do you happen to have murdered your wife?"
2. The Numbered Card:

"Would you please read off the number on this card which corresponds to what became of your wife?" (HAND CARD TO RESPONDENT)

1. Natural death
2. I killed her
3. Other (What?)

(GET CARD BACK FROM RESPONDENT BEFORE PROCEEDING!)

3. The Everybody Approach:

"As you know, many people have been killing their wives these days. Do you happen to have killed yours?"

4. The "Other People" Approach:

(a) "Do you know any people who have murdered their wives?"

(b) "How about yourself?"

5. The Sealed Ballot Technique:

In this version you explain that the survey respects people's right to anonymity in respect to their marital relations, and that they themselves are to fill out the answer to the question, seal it in an envelope, and drop it in a box conspicuously labelled "Sealed Ballot Box" carried by the interviewer.

6. The Projective Technique:

"What thoughts come to mind as you look at the following pictures?"

(Note: The relevant responses will be evinced by picture D.)

7. The Kinsey Technique:

Stare firmly into respondent's eyes and ask in simple, clearcut language such as that to which the respondent is accustomed, and with an air of assuming that everyone has done everything,

"Did you ever kill your wife?"

8. Putting the question at the end of the interview.

## 1995 Field Directors and Field Technologies Conference

The International Field Directors and Field Technologies Conference is held yearly to bring together those who work for academic, government, and nonprofit survey organizations. There is no formal organization; "membership" is derived from attending one of the past two conferences.

For your information and networking, the following information was taken from the program for the 1995 conference, held May 21–24, 1995, in Deerfield Beach, Florida. Discussions took several forms: presentations, panel discussions, and small-group discussions. For the most part, these were not formal paper presentations, so do not contact participants if you are only looking for a copy of their paper. Contact them by telephone or E-mail to discuss an area of common interest, ask for advice, and so on.

Because space limitations prevent us from listing all titles and full addresses, only topic areas and the names and organizational affiliations of the people who participated in discussions on the topic (not including, of course, the others who took part in small discussion groups) appear below. Telephone numbers and addresses can be found for many of the organizations in the AAPOR *Blue Book* and for many of the individuals in the *AAPOR Directory of Members*. If you are unable to locate them any other way, you may contact Diane O'Rourke at dorourke@srl.uic.edu or 217-333-7170.

The following abbreviations are used throughout:

CA = Computer assisted  
CADC = Computer-assisted data collection  
CAI = Computer-assisted interviewing  
CAPI = Computer-assisted personal interviewing  
CASI = Computer-assisted self-interviewing  
CATI = Computer-assisted telephone interviewing  
U = University (of)

New Technologies and Survey Research: Howard Speizer & Carol Zmuda, NORC

Making the Transition to CAI: Marcel Brochu, Statistics Canada; Jean Martin, UK Office of Population Censuses and Surveys; Michael McMahon, Census

Developing and Testing CAI Instruments: John Gardenier, NCHS; Susan Kinsey, RTI; Qian Yang, U Michigan

Innovative Designs for CAI Questionnaires: Tim Gabel, Teresa Parsley, Katy Dowd, R. Suresh, & Sue McKlveen, RTI

Software Development for CAI Systems: Barry West & Howard Prouse, Census; Bradford Ruth & Jane Burgess, Statistics Canada; Bill Connett, U Michigan

Software Tools for Survey Design and Analysis: James Kennedy & Fred Conrad, BLS; Bruce Gale, U Louisville

Software for CATI Facility Management: John Kennedy, Indiana U; Tom Piazza, UC Berkeley; Jim O'Reilly, RTI; Gary Gentry, California Health Research Foundation

Dangers, Precautions and Testing CASI: Bill Nicholls, Census; Jim O'Reilly, RTI; Merrill Shanks, UC Berkeley; Mark Wojcik, NORC

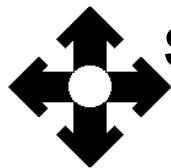
Audio-CASI: Susan Kinsey & Jutta Thornberry, RTI; Roger Tourangeau & Tom Smith, NORC

Technical Approaches to Self-administered Surveys: CA Voice Recognition: Cleo Jenkins & Marty Appel, Census; Organizational Survey on CASI: Jerry McDonald, Census; Touch-Tone Data Entry for On-line Editing: David O'Connell, BLS

Blaise Development: Maarten Schuerhoff & Lon Hofman, Statistics Netherlands

CASES Users Group: Tim Triplett, U Maryland

CAPI Field Hardware: Howard Kanarek, Census; Tim Gabel, RTI; Bob Miller, NORC



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CAPI Documentation: Randy Olsen, Ohio State U  
 Data Management Systems for CAPI: Bill Connett, U Michigan  
 CAPI Case Management in the Field: Mick Couper, Joint Program in Survey Methodology, U Maryland/Michigan; Donna Jewell, RTI; Howard Prouse, Census; Sue Ellen Hansen & Kathy LaDronka, U Michigan  
 Performance/Quality Indicators for CAPI: Mick Couper, Joint Program in Survey Methodology, U Maryland/ Michigan  
 CAPI for the Consumer Price Index: David Uglow, Mark Allen, Todd Sirois, Joyce Sweeney, & Lisa Hawkins, BLS  
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 Improving Response Rates to Mail Surveys: Renee Shatos Petrie, Washington State U  
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 Budgeting and Monitoring Costs: Steven Manners, U Pittsburgh; Kenneth Fleming, U Missouri; Rita Koontz, Washington State U  
 Changing Federal Regulations Regarding Survey Costs and Proposals: Beth Berry, RTI; Barbara Lohr, U Michigan

## 1996 Conferences

The 1996 International Field Directors and Field Technologies Conference will be held May 19–22, 1996, at the Snowbird Resort and Conference Center, Snowbird, Utah. For further information on the field directors portion of the conference, contact Beth-Ellen Pennell, Survey Research Center, Univ. of Michigan, P.O. Box 1248, Ann Arbor, MI

48106-1248; 313-763-0475; fax: 313-764-5193; E-mail: bpennell@isr.umich.edu. For information on the field technologies portion, contact John Kennedy, Center for Survey Research, Indiana Univ., 1022 E. 3rd St., Bloomington, IN 47405; 812-855-2573; fax: 812-855-2818; E-mail: kennedyj@indiana.edu. For information on the mailing list, contact Rita Koontz, Social and Economic Sciences Research Center, Washington State Univ., Wilson Hall 133, Pullman, WA 99164-4014; 509-335-1512; fax: 509-335-0116; E-mail: koontz@wsuvm1.csc.wsu.edu.

The 1996 AAPOR-WAPOR Conference will be held at the Red Lion Hotel, Salt Lake City, Utah, May 16–19, 1996. For further information, contact Marlene Bednarz, the AAPOR Administrator, at the Univ. of Michigan address above or at 313-764-1555 or E-mail AAPOR@umich.edu.

## 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 Assessment and Demographic Studies Gallaudet University

Fay Hous  
 20002; 202-651-5400; Fax: 202-651-5295; Bitnet: makarchmer@gallua.edu

*Annual Survey of Deaf and Hard-of-Hearing Children and Youth.* Funded internally by Gallaudet Univ., this survey has maintained an ongoing database on hearing-impaired children receiving special educational services in the U.S. since 1968. The demographic, audiological, and educationally related information it collects each year serve as the chief sampling framework for further in-depth studies by CADS researchers and other special education researchers. Study Director: Arthur Schildroth; Assistant Director: Sue Hotto.

### Center for Survey Research Indiana University at Bloomington

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

*Client Services Evaluation Study.* Sponsored by the Indiana Family and Social Services Admin. and funded by the state, this study will evaluate state-funded mental health services from the perspective of the persons receiving them. Begun in April, it will be a year-long study. CATI in-terviews will be conducted with a listed sample of 2,500 randomly selected from adult patients and guardians of minor patients who used state-supported mental health care facilities in the previous year. Project Director: John Kennedy; Project Manager: Jennifer Rudd.

*Indianapolis Policing Study.* Sponsored by the Univ.'s Center for Urban Policy and Environment and funded by the Indianapolis Dept. of Public Safety, the main purpose of this follow-up to a study conducted two years ago was to measure attitudes towards neighborhood conditions among residents of selected neighborhoods in Indianapolis. From

February through April, CATI interviews were conducted with 1,408 adults in randomly selected listed households in 14 neighborhoods defined by census tract and block. Project Manager: Christopher Botsko; Principle Investigator: Roger Parks.

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

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

*Combined Jewish Philanthropies 1995 Demographic Survey.* This is the fourth decennial demographic survey of the Boston-area Jewish population sponsored by Combined Jewish Philanthropies since 1965. The emphasis this year, in addition to demographic and attitudinal information important for planning funding and services, is on intermarriage and intergenerational transmission of Judaism. Half of the sample will be RDD and half will be from CJP lists. Over 1,200 Jewish adults will be interviewed in June. Study Directors: F. J. Fowler and Mary Ellen Colten.

**Institute for Governmental Service  
University of Maryland**

4511 Knox Rd., Ste. 205, College Park, MD 20740; 301-405-6970; Fax: 301-314-9646

*Compensation Survey of Maryland Local Governments FY 1995.* This biennial study provides local government officials with comparative salary and benefit data. Questionnaires were completed by 87 Maryland municipalities and 20 counties. Project Administrator: Jeanne Bilanin.

**Institute for Policy Research  
University of Cincinnati**

P.O. Box 210132, Univ. of Cincinnati, Cincinnati, OH 45221-0132; 513-556-5028; Fax: 513-556-9023; E-mail: tuchfaaj@ucbeh.san.uc.edu

*1995 Warren/Clinton Counties Alcohol, Drug Abuse, and Mental Health Services Survey (April 1995).* This study examined the opinions of registered voters residing in Warren and Clinton counties, Ohio, on issues relating to drug, alcohol, and mental health services, including financing, knowledge, and administration of such services. CATI interviews were conducted in April with a list sample of 473 registered voters in both counties. Project Director: Alfred Tuchfarber.

*Greater Cincinnati Survey.* The Greater Cincinnati Survey is a periodic omnibus survey of Cincinnati-area adults on public knowledge, attitudes, and behavior on a number of topics. It is funded by multiple external agencies and organizations. The spring-summer 1994 survey was conducted in three waves and asked about city services, city officials' term lengths and performance, pollution, solid waste disposal, recycling, car seat and helmet usage, drug and alcohol prevention program funding, public transportation, and water service. In Wave I, 550 interviews were conducted; in Wave II, 1,042; and in Wave III, 1,054. The fall 1994 survey was conducted in November and December with 1,057 respondents and covered public transportation, mental health services funding, police performance and community relations, cable television, community colleges, pollution, and solid waste disposal. The spring-summer 1995 survey will be conducted in June and July with 1,500 area adults and will ask about citizen budget priorities for the City of Cincinnati and voter reactions to an indigent health care tax levy. Project

Directors: George Bishop (spring-summer and fall 1994) and Alfred Tuchfarber (spring-summer 1995).

**Institute for Social Inquiry  
University of Connecticut**

Box U-164, 341 Mansfield Rd., Storrs, CT 06269-1164; 203-486-4440; Fax: 203-486-6308; Internet: isi013@uconnvm.uconn.edu

*The Hartford Courant/ISI Connecticut Poll.* Sponsored by the *Hartford Courant*, this is the poll of record for the state examining public policy issues. It is conducted 10 times a year by telephone with 500 adult residents of the state. Project Director: G. Donald Ferree, Jr.

*A Study for the Connecticut Partnership for Long-Term Care.* This telephone survey of 1,000 residents of the state, sponsored by the Connecticut Partnership, examined concerns and plans regarding the need for long-term care and how to pay for it. Project Director: G. Donald Ferree, Jr.

*A Study to Assess Journalism Education in America.* Commissioned by the Freedom Forum, a series of national surveys will assess the condition of journalism education by collecting information from 500 journalism educators and 500 editors/managers in print and electronic media outlets by mail and 1,000 professional journalists by telephone. The intent is to obtain a broad understanding of the critical issues facing journalism education and recommend strategies for the future. Project Director: Kenneth Dautrich.

**Institute for Survey Research  
Temple University**

1601 N. Broad St., Rm. 502, Philadelphia, PA 19122; 215-204-8355; Fax: 215-204-3797

*Health Services Utilization and Alcohol-related Problems.* St. Louis Univ. received an award from NIAAA to investigate specific epidemiologic and genetic influences upon the decision to seek treatment for alcoholism and to examine the consequences for overall health services utilization of treated versus untreated alcoholism. A minimum of 2,922 CATI interviews will be conducted with selected members of the nationally based Vietnam Era Twin (VET) Registry beginning in August. Senior Study Director: Mary Ann Ausetts.

**Letters and Science Survey Center  
University of Wisconsin–Madison**

Rm. 2418 Social Science Building, Univ. of Wisconsin–Madison, 1180 Observatory Dr., Madison, WI 53706; 608-262-1688

*Gambling in Wisconsin: A Third Look at Wisconsin Lottery Play.* A total of 2,279 Wisconsin residents, including an oversample of 193 African American residents, were asked their opinions on gambling in Wisconsin. The study, which ran throughout the winter of 1994–95, assessed residents' gambling participation and focused specifically on their Wisconsin Lottery play. The RDD CATI study was funded by the Wisconsin Gaming Commission. Principal Investigator: Irving Piliavin.

*Response-Error in Child Support and Paternity Questions Project.* With DHHS funds, 32 personal interviews will be taped in a methodological study of child support and paternity questions in this study that stems from census work. Divorced and single Wisconsin men and women will be interviewed in Dane and Milwaukee Counties from May through August. Principal Investigator: Nora Cate Schaeffer.

*Study of the Wisconsin Vehicle Inspection Program (VIP): Baseline Study and 94–95 Follow-up.* The Wisconsin Dept.

of Transportation funded this attempt to better understand how the Wisconsin VIP affects motorists in the six-county Milwaukee metropolitan area. Respondents were randomly selected from groups which passed, failed, or received a waiver from the VIP. This mail project, which asked about respondents' experiences and concerns with the VIP, finished in October 1994 with 2,281 completes. A mail follow-up of about 400 respondents ran from March through May and will run again in the fall. A series of follow-up surveys will continue over the next two years. Project Director: Judy Kalscheur.

*Wisconsin Young Adults Study.* This study investigates the effects of foster care on young adults in the state. The first of three waves ran through the spring, with about 150 completed CAPI interviews. The sample is made up of all Wisconsin recipients of foster care who are aging out of the program as they reach 18 years of age. Principal Investigator: Irving Piliavin.

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

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

*CURA Client Survey.* Conducted for the Center for Urban and Regional Affairs (CURA) at the Univ. of Minnesota, this mail survey gathered information from members of five groups regarding their experience with CURA. Completed surveys were returned by 71 graduate students, 52 faculty members, 39 community organizations, 26 governmental units, and 32 alumni. The study concluded in November. Project Manager: Rhonda Petri.

*Multi Attribute Utility Survey.* Completed in December, this study was conducted for the Minnesota Dept. of Economic Security, Div. of Rehabilitation Services. The goal was to gather information from consumers of the Vocational Rehabilitation program regarding their experiences with the program and from external stakeholders regarding their perceptions of how well the program is accomplishing its goals. Telephone interviews were completed with 341 current consumers, 303 former consumers, and 263 external stakeholders. Project Manager: Elisabeth Palmer.

*Northern Lights Curriculum Survey.* The goal of this mail survey of 257 Minnesota teachers was to gather information to help determine what revisions may be needed in the Northern Lights Curriculum, a course of study about Minnesota history. The project was completed in June 1994 with funds from the Minnesota Historical Society. Project Manager: Rhonda Petri.

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

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

*1994 National Survey of Functional Health Status.* A follow-up of a 1990 survey sponsored by the New England Medical Center, this study was completed in January. Its objective was to track changes in health and functional ability. Mail questionnaires and a child supplement (on children ages 8–18) were used. A retest was administered to part of the sample to test reliability of questions. Principal Investigator: Debra Lerner (MIT); Project Director: Harrison Greene.

*Project on Human Development in Chicago Neighborhoods.* Sponsored by Harvard Univ., this study will examine the influence of community, family, and peers on individual development in a neighborhood setting, particularly with

regard to violent and criminal behaviors, and to identify opportune periods for effective intervention and prevention. Key informants in seven domains in 80 Chicago neighborhoods will be interviewed. Systematic social observation using videotape will gather social and structural data. Project Director: Woody Carter.

*Research on Response Errors in Survey Questions of Children's Immunizations.* Sponsored by NCHS/CDC, this study will investigate sources of error in parents' reports about their children's immunization history using several methods, including cognitive and face-to-face interviews and self-administered questionnaires. From February 1995 to January 1997, data will be collected from respondents in Robeson County, North Carolina; Chicago; and Oakland, California. Principal Investigator: Roger Tourangeau; Co-Principal Investigator: Kenneth Rasinski.

*Study of Leadership Characteristics.* Sponsored by the MIT Political Science Dept., this study attempts to identify characteristics of influential leaders in business, religion, government, law, civil rights, women's rights, journalism, movies, and television. CATI interviews are being conducted with 200 respondents in each of these fields. Data collection started in April and will run through June. Project Director: Tracy Berckmans.

### **National Technical Center for Substance Abuse Treatment Needs Assessment Harvard University**

7th Floor, 875 Massachusetts Ave., Cambridge, MA 02139; 617-864-9115; Fax: 617-864-2658

*Assessment of Substance Dependence Treatment Needs.* Under its contract with the Center for Substance Abuse Treatment, the NTC has developed a model household telephone survey for states' use in meeting the requirements of the Substance Abuse Prevention and Treatment Block Grant. The survey uses RDD and optimum allocation to estimate need and demand for substance abuse treatment services in a state. DSM-III-R criteria for substance use disorders are used to measure need for treatment among adults. Director: William McAuliffe; Analyst: Kathleen Miller.

### **Statistics, Health, and Social Policy Unit Research Triangle Institute**

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

*1995 Department of Defense Survey of Health Related Behaviors Among Military Personnel.* This study is the sixth in a series of surveys of active duty military personnel sponsored by the Office of the Assistant Secretary of Defense (Health Affairs). Data will assess worldwide prevalence of substance use and selected health behaviors in order to better understand the nature, causes, and consequences of substance abuse and provide baseline data for selected Healthy People 2000 objectives. Data were collected in group sessions using an optical scan self-administered questionnaire from approximately 18,000 randomly selected personnel in the Army, Navy, Marine Corps, and Air Force at 59 military installations. A final report should be available by December. Project Director: Robert Bray.

*Design of a Survey to Monitor Consumers' Access to Care, Use of Health Services, Health Outcomes, and Patient Satisfaction.* This AHCPH-funded six-month project will develop prototype mail and telephone instruments to assess

consumer health plan satisfaction. The survey design was based on previous surveys, focus groups, expert input, and cognitive testing. The surveys will provide plan "report cards" to consumers. Although AHCPR is supporting survey development and testing, the instruments are intended for use by health plans, employers, alliances, governments, and others. Project Director: Jim Lubalin.

*Evaluation of the Oregon Health Plan.* Together with Health Economics Research (HER) and Indiana Univ., RTI is conducting mail and list and RDD telephone surveys of beneficiaries, potentially eligible persons who have not enrolled, health care providers, and possibly employers to evaluate the Oregon Health Plan. The study is sponsored by the Office of Research and Demonstrations, HCFA. About 4,500 individuals and 1,000 providers will be sampled. The study includes a baseline mail questionnaire in 1995, one round of telephone interviews in 1996, and a second follow-up round in 1998. Project Director and Principal Investigator: Margo Rosenbach (HER); Project Director and Co-Investigator: Steven Garfinkel; Survey Manager: Jennifer McNeill.

*Evaluation of the Role of the Vaccine Package Insert in the Health Care System of the US: Implementation of Survey Instrument.* RTI is conducting the Vaccine Package Insert Survey (VPIS) for the FDA's Center for Biologics Evaluation and Research to obtain information on health care providers' use of and perceptions about vaccine package inserts in order to improve the utility of inserts in communicating the nature and extent of dangers imposed by vaccines. CATI data collection from a national probability sample of pediatricians, family practitioners, and internists in both private and public practice concluded in early March and the project will come to a close in July. Project Director: Pat Smith.

### **Survey Research Center Sam Houston State University**

College of Criminal Justice, Sam Houston State Univ., Huntsville, TX 77341; 409-294-1651; Fax: 409-294-1653; Internet: icc\_drl@shsu.edu

*Texas Residents Survey.* Funded by the Texas legislature, this mail survey includes data drawn from 750 questionnaires completed between January and March 1994. In addition to demographic variables, data included focus on Texans' attitudes about and experiences with crime, criminals, and the administration of justice. Study Director: Dennis Longmire.

### **Survey Research Center University of Maryland**

1103 Art/Sociology Bldg., Univ. of Maryland, College Park, MD 20742; 301-314-7831; Fax: 301-314-9070

*Canadian Survey of Activity Patterns.* Conducted for Health Canada from October through January, this CATI study of 390 Toronto- and Vancouver-area adults and children. A 24-hour time diary with detailed activity and location coding and answers to follow-up questions about exposure to specific (mainly air) pollutants was collected from each respondent. For children, a knowledgeable adult was asked to complete some or all of the interview, depending upon the child's age. A larger phase of the study began in January with approximately 1,200 adults and children living in the Toronto, Vancouver, Edmonton, and St. John metropolitan areas. Half of respondents received the follow-up questions used in the first round, and the other half received questions mainly

about exposure to drinking water pollutants. Principal Investigator: Johnny Blair; Project Coordinator: Beth Webb.

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

Institute for Social Research, P.O. Box 1248, Univ. of Michigan, Ann Arbor, MI 41806-1248; 313-764-8365; Fax: 313-764-5193; Internet: rsantos@isr.umich.edu

*1994 Panel Study of Income Dynamics.* This is a longitudinal survey conducted annually, principally with NSF funds, since 1968. The sample comprises the core sample of those participating since 1968 and a Latino sample added in 1990. In 1994, interviews with 10,822 respondents were conducted primarily by CATI, with several hundred of these interviews completed face-to-face. Included was a major effort to find and interview families who had previously ceased participating in the study. Principal Investigator: Greg Duncan; Project Manager: Stephanie Chardoul.

*Consumer Expenditure Diary Redesign (Food Away From Home Section).* BLS is funding this study to redesign the food-away-from-home section of the Consumer Expenditure Survey, to be completed by October. The study will rely on cognitive laboratory methods and a small pilot test of the revised diary page. Study Directors: Bob Belli and Eleanor Singer.

*Couples and Well-Being, Wave II.* This NIH-funded study explores what being in a relationship means to different people and how that affects their well-being. Approximately 200 couples in the Detroit Metropolitan area will participate in individual and couple face-to-face interviews. Data collection is expected to be complete this summer. Principal Investigator: Linda Acitelli; Project Manager: Lisa Finegan.

*Drug Abuse Treatment System Study.* This NIDA-sponsored project, previously conducted in 1984, 1988, and 1990, studies the organization of outpatient drug abuse treatment. Twelve hundred telephone interviews from 600 treatment units will be conducted from January through June to identify patterns of client use of services, dominant treatment technologies used by programs, organizational and community relationships to programs, and how those relationships influence the type and quality of services offered. Principal Investigator: Tom D'Aunno; Project Manager: ZoAnne Blackburn.

*The Health and Retirement Study—Wave II.* This is the second wave of an NIA-funded longitudinal survey of persons born between 1931 and 1941. The primarily face-to-face baseline interviews were conducted in 1992 on demographic characteristics, health status, financial status, housing situation, family structure and transfers, employment, disability, and cognitive abilities. Wave II interviews were collected from April through December from 11,602 respondents, primarily by CATI. Principal Investigator: Tom Juster; Project Manager: Jennie Lengacher.

### **Survey Research Center University of Utah**

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

*Business Conditions Survey.* Funded by the Utah State Tax Commission, this is a quarterly survey of large and medium-sized businesses in Utah on current economic conditions and future economic expectations. In April, CATI interviews were conducted with 222 businesses paying taxes in the state of Utah. Director: Lois Haggard.

*Utah Manufacturing Industry Needs Assessment.* The Utah Div. of Business and Economic Development funded this multiphase project to help the state identify and prioritize the needs of manufacturing businesses and also to identify the resources in the state that are available to meet those needs. Between December and April, 41 face-to-face qualitative interviews, 787 CATI interviews, and 458 mail surveys were completed with manufacturing businesses in Utah. Director: Lois Haggard.

*Utah Motorboat Users Survey.* The Utah Div. of Parks and Recreation funded this survey of 612 Utah boat owners regarding use of the state's water resources and perceptions of licensing and education of boat users. In March, CATI interviews were completed. Director: Lois Haggard.

### **Survey Research Facility, Surge III Facility Cornell University**

Cornell Institute for Social and Economic Research, Judd Falls Rd., Cornell Univ., Ithaca, NY 14853-7601; 607-255-8759; Fax: 607-254-4539

*1995 Survey of Workstation (Personal Computer) Ownership and Use Among Cornell Undergraduates.* This yearly telephone survey, sponsored by Cornell's Office of Information Technologies, was designed to gather information from current Cornell undergraduate students about their use of personal computers and network-based services. This survey was conducted in April with 400 respondents from each of the undergraduate classes (total  $N = 1,600$ ). Principal Investigator: Agelia Dumas (Assistant to the Vice President of Cornell's Office of Information Technologies).

*Medicaid Managed Care Survey.* Cosponsored by Cornell Cooperative Extension and the USDA Agricultural Experiment Station, this telephone survey was designed to obtain information regarding health behaviors of low-income families and the medical system. Respondents consist of people from Ontario and Wayne counties in New York State who are receiving Medicaid and AFDC. Interviews began in March and will continue until 500 are completed. Principal Investigator: Lois Morton (Dept. of Consumer Economics and Housing at Cornell Univ.).

*Survey of Agricultural Exporters.* Cornell's Dept. of Agricultural Resources and Managerial Economics is working with the USDA on this mail survey of approximately 2,900 agricultural export companies in the U.S. The survey ran from March through April and gathered information on what the USDA can do to improve customer service, what challenges face agricultural exporters, and the effectiveness of USDA's export assistance programs. Principal Investigator: Nelson Bills (Dept. of Agricultural, Resource, and Managerial Economics, Cornell Univ.).

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

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

*Florida Annual Policy Survey 1995.* This survey was the 17th in a series designed to monitor the policy interests and attitudes of Floridians toward state and local governments. Areas covered included most important problem areas, tax issues, state spending, and evaluations of services and of government. Surveys were conducted by RDD CATI from November through March with 1,622 adults. Principal Investigator: Suzanne Parker.

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

910 W. Van Buren, Ste. 500, Chicago, IL 60607; 312-996-5300; Fax: 312-996-3358; or 909 W. Oregon St., Ste. 300, Urbana IL 61801-3327; 217-333-4273; Fax: 217-244-4408; E-mail: survey @vmd.cso.uiuc.edu

*American Medical Assoc. Smoking Cessation Study.* Sponsored by the AMA, this study will evaluate the effectiveness of its program on smoking cessation called "How to Quit." Telephone interviews are expected to be completed with 1,200 purchasers/users of the program. Principal Investigator: Robert Renaldi (AMA); Project Coordinator: Andrew Montgomery.

*Cognitive Experiments on Long-Term Care.* NIA is funding this study of the perceptions of long-term care within African American and Hispanic communities. Focus groups will be conducted with African American, Mexican American, and non-Hispanic white elderly persons and caregivers of low and middle incomes in the Chicago area. A questionnaire will be designed based on the findings from the focus groups, and think-aloud interviews will be conducted with respondents from each of the demographic groups. The study will run through 1996. Sponsors: Richard Campbell (Sociology, Univ. of Illinois at Chicago), Baila Miller (Medical Social Work, Univ. of Illinois at Chicago), and Thomas Prohaska (Community Health Sciences, Univ. of Illinois at Chicago); Project Coordinator: Victoria Gwiasda.

*Fire Departments.* The Univ. of Illinois at Chicago College of Nursing is funding this study of fire service musculoskeletal injuries. The study will identify the 20 most strenuous job tasks of firefighters and paramedics as well as the frequency with which each is performed. About 300 mail questionnaires are expected to be completed by fire service personnel. Principal Investigator: Karen Conrad (Public Health Nursing, Univ. of Illinois at Chicago); Project Coordinator: Lynn Hamilton.

*Fortune 500 Personnel Record Practices.* Questionnaires will be mailed to the heads of personnel at 300 Fortune 500 companies to obtain information about their current personnel record-keeping practices and policies that relate to privacy, including the types of records kept (e.g., medical, criminal) and the kinds of employee monitoring that may be utilized (e.g., visual, telephone, E-mail). Data collection will be conducted this summer. Principal Investigator: David Linowes (Political Economy and Public Policy, Univ. of Illinois at Urbana-Champaign); Project Coordinator: Diane O'Rourke.

*Incontinence Pilot.* This is a pilot for an NIH-funded study of incontinence among Hispanic women, in which participants will be interviewed face-to-face on topics including family history, medical history, physical activity, fluid intake, and incontinence. They will then maintain a two-week incontinence diary, and each will receive a physical exam. In the pilot, which will run through September, 30 subjects will be interviewed. Principal Investigator: Dee Fenner (Rush Presbyterian St. Luke's Medical Center); Project Coordinators: Andrew Montgomery and Gloria Chapar-Rendez.

*Means Restriction II.* This control-group study to be conducted in Detroit will provide data comparable to that provided in the Means Restriction study conducted by SRL in Chicago; both studies are designed to assess knowledge of means restriction, a suicide prevention strategy in which the most lethal means of committing suicide are kept out of

the hands of adolescents. In each of two waves, a group of doctors and a group of nurses in emergency departments will be interviewed, with new respondents being interviewed in each wave. These respondents will not receive the informational literature that the Chicago physicians and nurses received in an experimental intervention. Principal Investigator: Markus Kruesi (UIC Institute for Juvenile Research, Univ. of Illinois at Chicago); Project Coordinator: Andrew Montgomery.

*Women and Violence II.* Sponsored by the Northwestern Univ. Center for Urban Affairs and Policy Research, this study expands on work done in a study SRL conducted for the Principal Investigator in Humboldt Park. It focuses on the impact of domestic and street violence on the labor force participation and selected child rearing decisions of women living in the Belmont-Cragin area of Chicago. One hundred and fifty white, non-Hispanic women will be interviewed face-to-face. The study will run through June. Principal Investigator: Susan Lloyd (Northwestern Univ.); Project Coordinator: Victoria Gwiasda.

### **Survey Research Laboratory University of North Texas**

Box 13156, Univ. of North Texas, Denton, TX 76203; 817-565-3221; Fax: 817-565-3295; E-mail: jglass@scs.unt.edu or Leah@scs.unt.edu

*Citizen Survey and Needs Assessment.* The City of Amarillo, Texas, sponsored this survey to determine citizen evaluations of city services and to identify human service needs that might be addressed through Community Development Block Grant funding. The survey population was all adults over 18 years of age. The target sample size was 800 completes, and the method was RDD. Study Director: James Glass.

*Defense Industry Subcontractor Survey.* This survey for the City of Fort Worth Office of Economic Adjustment was to determine the training and technical assistance of defense subcontractors in the Tarrant County area. A mail survey was sent to a population of 800 subcontractors. Study director: Paul Ruggiere.

*Survey of State Unemployment Insurance Coordinators.* Sponsored by the State Occupational Coordinating Committee, this survey seeks to determine the existing gaps in unemployment insurance records and to identify techniques states have developed to fill those gaps. A mail survey with telephone follow-up will be conducted of unemployment benefit coordinators in all 50 states. Study Director: James Glass.

### **Survey Research Laboratory University of South Carolina**

Institute of Public Affairs, Carolina Plaza, Rm. 1503, Univ. of South Carolina, Columbia, SC 29208; 803-777-8157; Fax: 803-777-4575; E-mail: oldendick@iopa.scarolina.edu

*South Carolina Treatment Needs Assessment.* Sponsored by the South Carolina Dept. of Alcohol and Other Drug Abuse and funded by the Center for Substance Abuse Treatment, this study sought to determine the need for treatment for alcohol and other drug abuse. The questionnaire included items to assess whether respondents meet DSM-III-R criteria for substance use and abuse for alcohol, marijuana, cocaine, hallucinogens, and opiates. Questions on treatment history and perceived need for treatment were also included. RDD CATI interviews were conducted from February through May with 6,000 South Carolina adults (4,000 cross-section; 2,000

supplemental interviews among selected subgroups). Project Director: Robert Oldendick.

### **Survey Research Unit University of North Carolina at Chapel Hill**

Biostatistics Dept., 730 Airport Rd., Ste. 107, Chapel Hill, NC 27599; 919-962-3249; Fax: 919-966-2221; E-mail: bill\_kalsbeek@unc.edu

*Five-a-Day: Black Churches United for Better Health.* This survey was one component of a multifaceted project aimed at implementing and evaluating interventions to increase fruit and vegetable consumption for cancer and chronic disease prevention. CATI interviews were completed with 3,737 adult members of African American churches in North Carolina between September and January. Funded by NCI, the sponsors of this project are the state's Dept. of Environment, Health and Natural Resources; the Univ of North Carolina; Duke Univ.; and North Carolina State Univ. Contact person: Bill Kalsbeek.

### **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: penaloz@wsrl.cee.uwex.edu

*Designing a Manufacturing Extension Service.* This study, involving 9 focus groups of a total of 52 manufacturing CEOs and labor representatives and a mail survey of 1,127 executives of small and medium-sized manufacturing companies throughout Wisconsin, was designed to assess the needs and concerns of manufacturers. Results will be used to help develop a plan for the coordinated delivery of a manufacturing extension program in Wisconsin. This study was sponsored by the National Institute of Science and Technology. Principal Investigator: Chris Thompson (Wisconsin Center for Manufacturing and Productivity).

*Effects of Health Information Campaign Related to Diethylstilbestrol (DES).* This baseline intervention-reinterview CATI survey of 1,963 Midwestern adults ran from September through January. Its purpose was to study DES-related knowledge, attitudes, and behaviors in order to develop educational programs for physicians, as well as to better inform individuals about DES. The study was sponsored by NCI and was conducted for the Wisconsin Medical School and the Univ.'s Agricultural Journalism Dept. Principal Investigator: Heather Hartwig Boyd (Agricultural Journalism Dept.).

## **Update to List of Academic Survey Research Organizations**

The following changes should be made to the List of Academic Survey Research Organizations:

- The Center for Survey Research at Research Triangle Institute has undergone a name change to the Statistics, Health, and Social Policy Unit at Research Triangle Institute.
- The Gallaudet Research Institute has been reorganized as the Center for Assessment and Demographic Studies. Arthur Schildroth is the new contact person for the organization.
- The mailing address for the Institute for Governmental Service at the Univ. of Maryland is now 4511 Knox Rd., Ste. 205, College Park, MD 20740.



- Ⓢ The Institute for Policy Research has a new address: P.O. Box 210132, Univ. of Cincinnati, Cincinnati, OH 45221-0132.
- Ⓢ The telephone and fax numbers for the Public Policy Research Centers at the Univ. of Missouri at St. Louis have changed. The new telephone number is 314-516-5273 and the new fax number is 314-516-5268.
- Ⓢ The Survey Research Center at the Institute for Social Research, Univ. of Michigan, has a new Internet address: rsantos@isr.umich.edu; the Bitnet address should no longer be used.
- Ⓢ The Survey Research Center at the Institute for Social Science Research, Univ. of California at Los Angeles, has a new address: Box 951484, Los Angeles, CA 90095-1484.

## Announcements

### Call for Monograph Papers: InterCASIC '96

The International Conference on Computer-assisted Survey Information Collection (CASIC), the sixth in the series of American Statistical Assoc. conferences on survey methodology, is tentatively scheduled for December 11–16, 1996, in San Antonio, Texas. Given the rapid development in CASIC methods in recent years, this conference will give researchers and practitioners an opportunity to look at past accomplishments in the automation of survey data collection and related processes and to focus on future research and development needs. CASIC is defined broadly to include not only computer-assisted interviewing (CATI and CAPI) and other data collection methods (Touch-Tone data entry, voice recognition entry, electronic data interchange, etc.) but more generally the application of computer technology to the entire process of collection, capture, and preparation of survey data.

As with past conferences, an edited monograph that provides a comprehensive and current review of CASIC methods will be published. Monograph authors will present papers at the conference and revise them for publication in the edited volume. The Organizing Committee is soliciting authors to write monograph chapters on a wide variety of topics relating to CASIC. To have a paper considered for the monograph, authors must send a 500–700 word abstract **no later than August 1, 1995** to Dr. Mick Couper, Joint Program in Survey Methodology, 1218 LeFrak Hall, College Park, MD 20742, U.S.A. Please include the name, address, telephone number, and work affiliation of the author(s) and the contact person for communicating with the organizing committee.

#### Suggested Topics

*Instrument design for computer-assisted interviewing (CAI):* programming/authoring issues; software systems for CAI; navi  
accessing external data files, dependent interviewing

*Hardware/systemware:* durability and reliability of CAPI hardware and components; operating systems; LAN management

*Automated survey management systems:* field and head office management systems; coding, cleaning, data entry;

call scheduling, sample management; transmission and control of cases; disaster prevention and recovery; handling data and metadata

*New technologies in survey research:* future technologies and their potential impact on survey data collection; going beyond paper-and-pencil equivalence; GIS, audio-CASI, fax, VRE, TDE; handwriting recognition, pen computing

*Organizational aspects of CASIC:* costs; staffing, planning, managing CAI surveys; making the switch to automation

*Data quality issues:* nonresponse errors; measurement errors; efficiency

*Interviewers and respondents:* human-computer interaction issues; hiring, training of interviewers; evaluating interviewers, monitoring performance; respondent reactions

**This call is for monograph papers only.** A call for contributed papers will appear shortly. For more information, contact Mick Couper (301-405-9523; fax: 301-314-7912; E-mail: mcouper@survey.umd.edu) or Lee Decker at ASA (703-684-1221 ext. 145; fax: 703-684-8069; E-mail: lee@asa.mhs.compuserve.com).

### National Archives and Records Administration Fax-on-Demand Service

The National Archives and Records Admin. (NARA) fax-on-demand service is an interactive fax retrieval system that allows users to select and receive by fax a wide variety of NARA information. To use the system, call 301-713-6905 from the handset of a fax machine and follow the voice instructions. There is no charge for this service, except for any long distance telephone charges you may incur.

The system now contains about 120 documents and includes general information about the National Archives and its facilities and holdings; general information, finding aids and ordering information for motion picture, video and sound recording, and electronic and cartographic records; information about the holdings of the Regional Archives and Presidential Libraries systems; news releases; job announcements; the John F. Kennedy Assassination Records Collection register; and the daily Federal Register table of contents and public inspection lists.

You can obtain the full list of available documents in three ways:

1. by calling the fax-on-demand system at 301-713-6905 using the handset of your instructions and select document #1;
2. by sending an E-mail message to debra.wall@arch2.nara.gov with the subject heading "faxlist"; you will receive an automated reply; or
3. by accessing the NARA gopher, CLIO; point your gopher client to gopher.nara.gov, or use a Web browser (such as Mosaic or Lynx) to open the following URL: <http://www.nara.gov/>; many, but not all, of the fax-on-demand documents are also available on the gopher.

We welcome all comments and suggestions about the fax-on-demand service.

### Personnel Notes

*Michael Karchmer* has become the new Dean of the Graduate School and Research at Gallaudet Univ. (formerly Gallaudet Research Institute), and *Thomas Allen* is now

Director of the Center for Assessment and Demographic Studies in the Graduate School and Research.

Newly hired at the Indiana Univ. Center for Survey Research are *James Perin* as Computer Specialist, *Jason McClellan* as Computer Technician, and *Rogette Hector* as Business Manager.

At the Institute for Governmental Service, Univ. of Maryland, *D. Wayne Rhodes* has been promoted to Government Consultant.

NORC has promoted *Laura Juran* and *Rachel Woolley* to Survey Directors. *Rita Matthews-Niles* joins NORC as a Survey Director; she was formerly with Arthur Andersen in New York City. *Michael Oak* has joined the organization as Vice President and Chief Information Officer, coming to it from Nielsen North America. *N. Gail Hoff* is a new Senior Survey Director, formerly with the Crime Surveys Branch of the Bureau of the Census.

The National Technical Center for Substance Abuse Needs Assessment has four new staff members. *Leslie Morey* is a new Senior Scientist, coming from the Dept. of Psychology at Vanderbilt Univ.; *P. Allison Minugh* is now a Scientist at NTC, having come from the Center for Alcohol and Addiction Studies, Brown Univ.; *Kathleen Miller*, now an Analyst, comes from the Children's Safety Network Adolescent Violence Prevention Resource Center, Education Development Center; and *Christine Adams*, is a new Research Analyst, coming to NTC from IBC/Donoghue, Inc. Within the organization, *Stephanie Geller* has been promoted to Senior Research Analyst.

Effective July 1, the new Executive Director of the Population Research Laboratory, Univ. of Alberta, is *Jonathan Murphy*, who is currently the Executive Director of the Edmonton Social Planning Council.

In April, Research Triangle Institute filled three key positions in its Statistics, Health and Social Policy Unit (SHSP). *George Theologus* serves as the Research Director for the Health and Social Policy Div. He comes to RTI after working at Battelle Memorial Institute. SHSP's new Director of Marketing and Business Development, *Michael Samuhel*, also comes from Battelle. *James O'Reilly* has re-turned to RTI as the Coordinator of Marketing and Technology Development. He had left in 1993 to work for Battelle.

Response Analysis Corp. has a new Vice President, *Raymond Boggs*, who comes to them from BIS Strategic Decision. *Sharon Richardson* has been promoted to Senior Research Associate.

*Ronald Shealy* has become the Univ. of South Carolina's Survey Research Laboratory.

Since the fall of 1994, there have been three changes within the Univ. of North Carolina at Chapel Hill Survey Research Unit's full-time staff. *Angela Ray* and *Ebeth Scott-Sinclair* have been promoted to the position of Interviewer Supervisor, and *Donna Spencer* has been promoted to Social Research Associate.

## Jobs <=> People

This free column is for the convenience of people available for work in survey research and organizations that have job openings in survey research. Listings should be sent to Diane O'Rourke, Managing Editor, *Survey Research*, Survey Research Laboratory, Univ. of Illinois, 909 W. Oregon St.,

Ste. 300, Urbana, IL 61801-3327 or E-mailed to [survey@vmd.cso.uiuc.edu](mailto:survey@vmd.cso.uiuc.edu). Names will be coded if requested.

## Openings

**Senior Research Leader.** Battelle's Centers for Public Health Research and Evaluation (CPHRE) seeks an experienced researcher to lead the expansion of their survey methods research unit. Requirements: a track record of contributions to the field of survey research (especially health research), experience leading survey research proposal and project teams, experience forming and leading interdisciplinary research teams, Ph.D. in a survey research methods discipline (e.g., statistics, cognitive psychology) or health-related behavioral science (e.g., sociology, demography, economics, social psychology), and substantial experience in the conduct and leadership of large health survey research projects. Responsibilities include directing large-scale public health proposals and projects, providing scientific and technical leadership, assisting in planning and implementing investments in the unit's survey capability, leading business development and marketing efforts, and participating in the recruitment of several researchers to supplement Battelle's existing statistics and survey methods capabilities. This position could be located in Columbus, Durham, Baltimore, Atlanta, or the Washington, DC, area, subject to discussion with the candidate selected. For more information, contact Steve McLaughlin at 614-424-5836. To apply, send résumé and cover letter to Department N113, Battelle, 505 King Ave., Columbus, OH 43201-2693. Battelle is an Affirmative Action/Equal Opportunity Employer M/F/D/V.

**Scientist/Associate Scientist.** LIMRA, a not-for-profit trade association serving the life insurance industry is looking for an experienced survey researcher. The ideal candidate should have a minimum of three years' research experience plus an advanced degree in business, economics, or one of the social sciences. As project director, this person will design and implement a wide range of consumer studies focusing on the market for life insurance and other financial products. The successful candidate must be able to integrate research findings with economic, social, and psychological factors that impact the market for financial products. It is important that this person be able to convey findings to a diverse audience. Knowledge of life insurance and other financial

competitive salary and benefits, a company-paid pension plan, and a stimulating working environment in Windsor, Connecticut. Interested persons should send a résumé to Kent Jamison, Assistant Vice President and Manager, Consumer Research, LIMRA International, P.O. Box 208, Hartford, CT 06141-0208.

The Univ. of Nevada, Las Vegas, will soon open a search for the position of **Director of the Center for Survey Research**. This is a new position that calls for someone to supervise the operations of a 15-station CATI system and to secure grants and contracts to support the survey center operation. The position requires someone who has a Ph.D. and who has had experience with survey research administration. For more information contact Dr. Jim Frey, UNLV, Las Vegas, NV 89154-5033 or [frey@nevada.edu](mailto:frey@nevada.edu).

## Available

**Survey Research Interviewer** for well-known research institutions desires interviewing assignments in Western New York State (especially Buffalo and Rochester areas). Experienced in face-to-face and telephone interviewing of the

public of all ages, occupations, and ethnic backgrounds. Professional work and high completion rates. Contact Phyllis Kidston, 716-833-5402.

## 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.

## New Edition of GSS Bibliography

The 10th edition of the *Annotated Bibliography of Papers Using the General Social Surveys* by Tom W. Smith, Bradley J. Arnold, and Jennifer K. Wesely has been compiled. It contains 2,985 entries in the main section, plus a supplement with 186 additional listings. All entries in the main section include a full reference, a list of non-GSS data sources, the GSS years used, the GSS variables analyzed, and a short abstract. There is an index by GSS variables. Machine-readable versions in WordPerfect and ASCII are available from the GSS for \$15. Please specify which format is desired and whether a 3.5" or 5.25" diskette is preferred. The printed version is distributed by the Interuniversity Consortium for Political and Social Research (ICPSR) and costs \$30 for Consortium members and \$35 for nonmembers. For more information or to obtain copies, contact GSS/NORC at 1155 E. 60th St., Chicago, IL 60637; 312-753-7500; fax: 312-753-7886; Internet: nnrtws1@uchimvs1.uchicago.edu or ICPSR at Box 1248, Ann Arbor, MI 48106; 313-764-2570; fax: 313-764-8041; E-mail: icpsr\_netmail@um.cc.umich.edu.

## New Methodological Publications

- Andersson, C., & Nordberg, L. (1994). A method for variance estimation of non-linear functions of totals in surveys—Theory and software implementation. *Journal of Official Statistics*, 4, 395–405.
- Bourque, L. B., & Fielder, E. P. (1995). *How to conduct self-administered and mail surveys*. Thousand Oaks, CA: Sage.
- Cotter, P. R., Perry, D. K., & Stovall, J. G. (1994). Active and passive indicators of public opinion: Assessing the call-in poll. *Journalism Quarterly*, 71(1), 169–190.
- Deville, J.-C., & Särndal, C.-E. (1994). Variance estimation for the regression imputed Horvitz-Thompson estimator. *Journal of Official Statistics*, 4, 381–394.
- Fink, A. (1995). *How to analyze survey data*. Thousand Oaks, CA: Sage.
- Fink, A. (1995). *How to ask survey questions*. Thousand Oaks, CA: Sage.
- Fink, A. (1995). *How to design surveys*. Thousand Oaks, CA: Sage.
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- Fink, A. (1995). *A survey handbook*. Thousand Oaks, CA: Sage.
- Fowler, F. J., Jr. (1995). *Improving survey questions: Design and evaluation*. Thousand Oaks, CA: Sage.
- Frey, J. H., & Oishi, S. M. (1995). *How to conduct interviews by telephone and in person*. Thousand Oaks, CA: Sage.
- Hill, D. H. (1994). The relative empirical validity of dependent and independent data collection in a panel survey. *Journal of Official Statistics*, 4, 359–380.

*International health statistics: What the numbers mean for the United States*. Washington, DC: U.S. Government Printing Office, 1993.

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- Krysan, M., Schuman, H., Scott, L. J., & Beatty, P. (1994). Mail versus face-to-face surveys. *Public Opinion Quarterly*, 58, 381–399.
- Lawrence, D., & McDavitt, C. (1994). Significance editing in the Australian survey of average weekly earnings. *Journal of Official Statistics*, 4, 437–447.
- Litwin, M. S. (1995). *How to measure survey reliability and validity*. Thousand Oaks, CA: Sage.
- Mangione, T. W. (1995). *Mail surveys*. Thousand Oaks, CA: Sage.
- McAuliffe, W. E., LaBrie, R., Mulvaney, N., Shaffer, H. J., Geller, S., Fournier, E. A., Levine, E., Wang, Q., Wortman, S. M., & Miller, K. A. (1995). *Assessment of substance dependence treatment needs: A telephone survey manual and questionnaire* (rev. ed.). Cambridge, MA: National Technical Center for Substance Abuse Needs Assessment.
- Minugh, P. A., & Harlow, L. L. (1994). Substance use clusters in college students: A multitheoretical approach. *Journal of Substance Abuse Research*, 6(1), 45–65.
- Morey, L. C., & Henry, W. (1994). The personality assessment inventory. In M. Maruish (Ed.), *Psychological testing: Treatment planning and outcome assessment* (pp. 185–216). Hillsdale, NJ: Lawrence Erlbaum.
- Schwarz, N., & Hippler, H.-J. (1995). The numeric values of rating scales: A comparison of their impact in mail surveys and telephone interviews. *International Journal of Public Opinion Research*, 7, 72–74.
- Schwarz, N., & Hippler, H.-J. (1995). Subsequent questions may influence answers to preceding questions in mail surveys. *Public Opinion Quarterly*, 59, 93–97.
- Singer, E., Von Thurn, D. R., & Miller, E. R. (1995). Confidentiality assurances and response: A quantitative review of the experimental literature. *Public Opinion Quarterly*, 59, 66–77.
- Stouthamer-Loeber, M., & Van Kammen, W. B. (1995). *A practical guide for data collection and management*. Thousand Oaks, CA: Sage.
- Voss, D. S., Gelman, A., & King, G. (1995). Review: Preelection survey methodology: Details from eight polling organizations, 1988 and 1992. *Public Opinion Quarterly*, 59, 98–132.
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