

# Survey Research

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Newsletter from the *Survey Research Laboratory*  
College of Urban Planning and Public Affairs University of Illinois at Chicago

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## An Inquiry into Declining RDD Response Rates

### Part I: Telephone Survey Practices

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*In Spring 1998, the Survey Research Laboratory conducted a survey of members of its List of Academic and Not-for-Profit Research Organizations (LANSRO) as part of its efforts to improve response rates on telephone surveys, particularly random-digit-dial (RDD) surveys. The results from this survey will be presented in the next several issues of Survey Research.*

The Survey Research Laboratory (SRL) at the University of Illinois at Chicago, like all organizations that conduct survey research, is finding it more and more difficult to attain good response rates on telephone surveys, particularly random-digit-dial (RDD) surveys. The main reasons for this problem are increased use of answering machines and caller ID by potential respondents and increases in the number of unsolicited phone calls, including many surveys and the much-hated calls from telemarketers, which often attempt to mimic surveys.

When SRL decided to address its problem of declining RDD response rates, a committee of staff members was formed (the above-named authors). The goal of the committee was to determine what changes could be made in the survey process and things related to the interviewer that might increase the rates. In addition to this internal review, the committee decided to ask other survey research organizations about their policies, procedures, and response rates to compare them to SRL's and, ultimately, to see if we could learn from the experience of others.

#### METHODOLOGY

The committee developed a questionnaire that was sent by email to the 95 LANSRO organizations in the

U.S. and Canada that had listed email addresses. The questionnaire asked about (a) the contents of a typical introduction to an RDD survey, (b) monitoring, (c) messages left on answering machines, (d) respondent selection procedures, (e) RDD sample generation, (f) telephone center characteristics, (g) interviewer characteristics, and (h) response rates.

A follow-up mailing containing another copy of the questionnaire was sent two weeks later. Two weeks later the SRL committee members attempted telephone followup calls with the nonrespondents. After six weeks, responses had been obtained from 61 of the organizations. Five of the organizations were ineligible for various reasons (e.g., do not run their own telephone center or do not conduct telephone interviews or RDD interviews). Almost all of the nonrespondents are very small organizations, so it is not known whether they would be eligible or not. The data analyzed are based on the information from 56 organizations (62% of those eligible or assumed eligible).

#### RESULTS

In the following sections, the results of the first five topics covered in the questionnaire are discussed: introductions, monitoring, answering machine messages, respondent selection, and generating an RDD sample.

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## Introductions

Introductions to telephone interviews are very important because most refusals occur at this point in the interview. Although the length of introductions vary, most organizations include standard information in all of the introductions to their RDD surveys. After the standard information is read, the interviewer can usually add information if necessary or answer respondent questions, but the standard introduction is read to all respondents. We presented respondents with a list and asked if those items were read to all RDD respondents (see Table 1).

**Table 1 Information Included in Introductions**

Item	%
What interview is about in general	98
The organization's name	95
The interviewer's first name	90
A statement of confidentiality	86
Phone number was randomly selected	75
The sponsor's name	61
Verify the telephone number	57
The interviewer's last name	55
The approximate length of interview	48
Disclaimer: "not selling anything"	36
What interview is about specifically	20

As 'Other' responses, three organizations mentioned that they tell respondents they can hang up at any time and that they do not have to answer any questions they choose not to. One organization mentioned it tells what the data will be used for.

In response to the question "As part of the standard introduction, do you ask if it is okay to proceed or do you just proceed to the interview?," only one-third of survey organizations said yes. The majority of organizations (the remaining two-thirds) simply proceed with the interview.

## Monitoring Interviews for Quality Control

Most survey research telephone centers monitor interviews for quality control. In many states, such a disclosure must be made to the person called (*Survey Research*, 29, 1, 1998). Five of the 56 organizations responding to our survey do not have monitoring capabilities. Of the remaining 51 organizations, 85% said that they do not currently tell their respondents the call might be being monitored. (This practice should be changing in the near future given the current laws.)

Those who do inform their respondents that the call

might be being monitored were asked what statement is read. The six mentions were:

- "My supervisor may listen to part of the call for quality control purposes."
- "This survey may be monitored by my supervisor as a check on my performance."
- "I also need to inform you that parts of the interview may be monitored by my supervisor for quality control purposes."
- "My supervisor may monitor parts of this interview."
- "Before we begin, I'd like to tell you that my supervisor may be monitoring this call for quality control purposes."

## Answering Machine Messages

Answering machines are a major obstacle to reaching potential respondents for telephone interviews. This obstacle has led to the question: is it better to leave a message or not? Neither experimental studies nor simple variations in practice have provided conclusive answers to this question. Further, there are no firm data on when the message should be left (ie., on what call[s]) and what the message should be.

In our survey, 25% of the responding LANSRO organizations said they did typically leave a message on an answering machine if they were calling on an RDD survey. Of the organizations that left a message, 71% left an 800 number to call back, 29% left a message on the first call, and 93% left messages on subsequent calls.

The frequency with which messages are left varies greatly. Four organizations said they leave a message only once, another four said two to three times. One organization leaves a message once a week, another leaves one on all callbacks. One has 'message rules' that depend on whether or not someone in that household has been reached on a previous call. Another tries the number during all day and time slots and then leaves a message if no personal contact has been made. Of those organizations that leave more than one message, about 50% vary the message depending on which callback it is.

Some sample answering machine messages and/or descriptions of what they include are

- "A repeat of the study introduction (who we are, what we're doing, and why the research is important). We also state that we will call back in the next

day or two.”

- “Standard introduction, then ‘we look forward to speaking with you.’”
- “I’m calling from the University of X. Someone will be calling back (date and time). If you would like, you call our office at 1-800-XXX-XXXX.”
- “I’m calling for the (sponsor) about (topic). We would like to have the opportunity to complete a brief telephone interview with a randomly chosen adult from this household. We will call back again, or you may call us toll-free at 1-800-XXX-XXXX.”
- “Hello, I’m calling from the University of X on behalf of (sponsor). We’d like to select someone from this household to participate in a research study about (general topic). Your reference number is XXXX.”
- “Hello, I’m (name) from the University of X. We’re speaking with people in (state) to (purpose). We need to speak with an adult from your household, so please call us back at (800 number) so we can schedule a time to speak with you. Please mention reference number (XXX) when calling. Thank you for your assistance.”

Two organizations said they have no standard script. Interviewers are told to leave an appropriate message.

### Respondent Selection

Organizations were asked to check which method of respondent selection they typically use. (Descriptions of the methods can be found in past issues of *Public Opinion Quarterly*.) The last/most recent birthday method is the most popular (see Table 2).

**Table 2 Respondent Selection**

Method	%
Last/most recent birthday	54
KISH	11
Toldahl-Carter (Bryant)	11
Other methods	11
More than one method	13

### Generating an RDD Sample

Historically, RDD samples were always generated in-house using one of several methods, such as random

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number computer generation, directory-based selections with digit replacement, or Mitofsky-Waksberg two-stage selection. Although some organizations still generate some or all of their RDD sample in-house, most now purchase these samples from speciality vendors, typically either Genesys Sampling Systems or Survey Sampling, Inc. The methods by which responding organizations usually obtain their RDD samples is shown in Table 3.

**Table 3 RDD Sample Generation**

Source	%
Survey Sampling, Inc.	44
Genesys Sampling Systems	35
In-house	35
Other vendor	5

The percentages total more than 100 because 20% of the organizations use more than one method, typically generating some samples in-house and using a vendor for others.

SRL gratefully acknowledges the contribution of all those organizations that participated in this study.

## Current Research

*Further information on the studies described in this section 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.*

### California

#### RAND Survey Research Group

##### RAND

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*Effects of a Life Skills Prevention Program on Drug Use.* Sponsored by the Natl. Inst. on Drug Abuse, this field study tests the hypothesis that the Skills for Adolescence (SFA) drug prevention program, a widely used life-skills education program designed by Quest International, a partnership organization of the Lions Club, is significantly more effective than standard middle-school, drug prevention programs. A classroom survey

about adolescent's knowledge, beliefs, and behavior related to drug use, personal goals, and problem solving was administered in sixth-grade science classes at 12 Los Angeles Unified School District middle schools. Approximately 5,800 students completed the baseline survey in either English or Spanish. These students will be tracked and surveyed annually from grades 7 through 9. Principal Investigators: Marv Eisen and Gail Zellman; Survey Director: Jennifer Hawes-Dawson; Survey Coordinators: Sarah Cotton and Dana Perry.

#### *Evaluation of the Class Size Reduction (CSR) Initiative.*

This study, conducted by a consortium of California research and policy organizations, including American Insts. for Research (AIR), RAND, Policy Analysis for California Education (PACE), WestEd, and EdSource, will evaluate the CSR initiative and increase understanding of how districts and schools have implemented the CSR reform, identify promising practices, and assess effects on student achievement. Funding is from the Hewlett, Stuart Haas, and Koret Foundations. This mail survey will collect information on how the CSR initiative has been carried out at the district, school, and classroom levels and the degree of parental involvement since the reform was initiated two years ago. A random sample of 99 districts, 426 schools, 1,459 teachers, and 2,072 parents throughout California have been enrolled and asked to complete a 30-minute mail questionnaire. Principal Investigators: Brian Stecher and Georges Vernez, RAND and George Borhnstedt, AIR; Survey Director: Jennifer Hawes-Dawson; Survey Coordinator: Beverly Weidmer.

### Connecticut

#### Center for Survey Research and Analysis University of Connecticut

Box U-32, 341 Mansfield Rd., Storrs, CT 06269-1164;  
860-486-6666; fax: 860-486-6655; dautrich@uconnvm.uconn.edu

*Clevelanders Evaluate Media Coverage of Religious News.* Sponsored by the Freedom Forum First Amendment Center, this telephone survey of 1,000 randomly selected adults in the Cleveland area was conducted in May. Respondents were asked about their interest in religious news, to identify sources of religious news, and to assess ideas for improving coverage of religion. Principal Investigator: Kenneth Dautrich; Project Manager: Jennifer Dineen.

*Price Waterhouse Technology Studies.* Price Waterhouse, LLP has commissioned a series of five studies of technology companies in Connecticut, Texas, New Jersey, upstate New York, and Long Island, NY. Each survey asked the CEOs of 400 technology com-

panies to assess the technology business climate in their market. Principal Investigator: Kenneth Dautrich; Project Manager: Jennifer Dineen.

*Connecticut Poll.* A statewide telephone survey of 500 Connecticut residents, conducted about 10 times a year covers topics of public policy interest, such as education. There will be intensive interviewing on the gubernatorial race, starting in September. The primary sponsor is the *Hartford Courant*. Principal Investigator: Kenneth Dautrich; Project Manager: G. Donald Ferree.

## Delaware

### Center for Applied Demography and Survey Research University of Delaware

282 Graham Hall, Newark, DE 19716;  
302-831-1684; fax: 302-831-2867; rattledge@strauss.udel.edu

*Behavioral Risk Factor Surveillance System.* The study, sponsored by the Delaware Div. of Public Health and the U.S. Centers for Disease Control and Prevention, is designed to collect data on personal health behaviors to measure the prevalence of behavioral risk factors of persons residing in Delaware. Approximately 213 telephone interviews are collected each month. Principal Investigator: Edward Rattledge; Project Coordinator: Rebecca Bedford.

*Assessment of Substance Dependence Treatment Needs Survey.* Approximately 5,000 telephone interviews are being conducted over a 10-month period beginning in the summer of 1997. The study, sponsored by the Natl. Technical Center for Substance Abuse Needs Assessment, is designed to determine the prevalence of drug, alcohol, and gambling behavior in Delaware. The survey will be conducted in two parts: statewide and in selected zip-code areas. Principal Investigator: Edward Rattledge; Project Coordinator: Rebecca Bedford.

*Delaware Dept. of Transportation Model Improvement Project.* Approximately 2,400 telephone interviews, 200 per month, are being conducted in 1998. Information is being collected on the points of origin and destinations of the citizens of Delaware, as well as measuring public attitudes towards transit in Delaware. This information will be used for transportation models and the planning of future travel patterns. Principal Investigator: Edward Rattledge; Project Coordinator: Rebecca Bedford.

*Patient Satisfaction Survey.* Approximately 1,800 telephone interviews, 150 per month, are being collected in 1998 for a study sponsored by the Delaware Health

Care Commission. The purpose of the study is to determine the level of satisfaction residents have with both their health insurance and the doctors who serve them. Principal Investigator: Edward Rattledge; Project Coordinator: Rebecca Bedford.

## Illinois

### National Opinion Research Center University of Chicago

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*National Survey and Community Database Research on Gambling Behavior.* Funded by the Natl. Gambling Impact Study Commission, this study will evaluate the prevalence, correlates, and the social and economic impact of pathological and problem gambling. Study includes a national RDD survey, an on-site survey of casino patrons, and case studies and compilation of a statistical database of selected communities. Project Director: Sally Murphy.

*TIAA-CREF/CUNY Poll of American Faculty.* This study of a national sample of 1,500 full-time faculty in higher education seeks to assess their opinions, needs, and concerns. CATI interviews will be conducted with full-time faculty members at colleges and universities selected using a stratified, two-stage cluster sample design. Project Director: Leslie Scott.

*National Survey of Substance Abuse Treatment Providers as Information Customers.* This study for The Lewin Group will examine the development and sociology of treatment knowledge, with funds by SAMHSA's Center for Substance Abuse Treatment (CSAT). CATI interviews with nationally representative samples of both treatment center managers and clinicians will be conducted. Principal Investigator: Sam Schildhaus.

*Achievement Testing for Career Academies Evaluation Project.* NORC assisted Manpower Demonstration Research Corp. in evaluating the effects of career academies on student performance. Career academies are intended to restructure high schools to both support students academically and provide them with marketable skills, work-based learning experiences, and pathways to postsecondary education and employment. The study was conducted in seven sites across the country. Project Director: Leslie Scott.

*America's Outstanding High Schools.* The *U.S. News and World Report* contracted with NORC to conduct a study of high schools in six metropolitan areas this

summer. The purpose is to identify examples of outstanding high schools and the policies and practices that distinguish them. The study included a mail questionnaire sent to all high school principals in six metro areas (n=1,750) and compilation of a database of state and local test scores and census data on local demographics. Senior Research Scientist: Tom Hoffer; Project Manager: Leslie Scott.

*Study of Public Perceptions of the Behavioral and Social Sciences and of Behavioral and Social Science Literacy.* This telephone survey will consist of reinterviews with respondents to NORC's 1998 General Social Survey to gauge their exposure to information about the behavioral and social sciences, their knowledge of same, and the attitudes they have toward behavioral and social sciences in general and toward their role in medicine and public health in particular. The study is sponsored by OBSSR/NIH and NSF. Project Director: Tom Smith; Collaborator: Jon Miller, Chicago Academy of Sciences.

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*Survey of Human Resource Practices.* This in-depth survey of Fortune 1000 companies is being conducted by the J. L. Kellogg Graduate School of Management, Northwestern Univ., and Deloitte & Touche LLP. The questions address the component human resource practices of a company, as well as the ways in which these practices are linked to firm strategy and performance. The study includes a mail questionnaire returned by fax followed by a telephone interview. Principal Investigator: Myron Roomkin, Northwestern Univ.; Project Coordinators: Ingrid Graf and Diane O'Rourke.

*ELA Area Public Library Community Survey.* This RDD CATI survey is being conducted in three Illinois cities: Hawthorne Woods, Kildeer, and Lake Zurich. Interviews with 500 adults concerning satisfaction with library services are expected to be completed in August. Principal Investigator: Carol Larson, ELA Area Public Library; Project Coordinator: Isabel Farrar.

*Survey of a Health Model for Community-Based Prevention/Intervention Strategies on Women and Asthma.* This study assessed the prevalence of asthma in adult women. Staff from the UIC Center for Research on Women and Gender were trained to conduct face-to-face interviews with adult females (English- and Span-

ish-speaking) in the Near West side of Chicago. Principal Investigator: Alice Dan, UIC Center for Research on Women and Gender; Project Coordinator: Gloria Chapa-Resendez.

*Harassment and Mental Health Survey.* A telephone survey is being conducted with a random sample of adult Chicagoans who work at least part-time to assess their experiences with sexual harassment, use of and satisfaction with mental health services, indicators of mental health, and substance use. The study is funded by the Natl. Insts. of Mental Health. Principal Investigator: Kathleen Rospenda, Dept. of Psychiatry, UIC; Project Coordinator: Isabel Farrar.

## **Indiana**

### **Indiana University Public Opinion Laboratory**

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*Indiana University Regionals.* Sponsored by Indiana Univ., this study measured respondents' perceptions of six Indiana Univ. regional campuses compared to competitors in their areas. Over 4,800 CATI interviews were completed: 2,400 from an RDD sample of the general public, 1,200 with prospective students, and 1,200 with parents of prospective students. Project Managers: Lana Bandy and Chris Gavette.

*Midtown Manhattan.* This project was conducted for the Natl. Center for Court Innovation and the Midtown Community Court to measure midtown-Manhattan residents' perceptions of conditions in their community and the value of the local criminal justice programs. A total of 550 CATI interviews were completed. Project Managers: Chris Gavette and Jill Bakehorn.

*Terre Haute Teachers.* Sponsored by the Terre Haute Tribune Star, this study's objective was to create an accurate picture of where teachers and the general public stand regarding issues related to the Vigo County schools. CATI interviews were conducted with 614 Vigo County residents (RDD) and 405 Vigo County teachers (list sample). Project Managers: Chris Gavette and Jill Bakehorn.

*A Statewide Comprehensive Survey of Persons with Disabilities and Independent Living Services.* This study for the Indiana Family and Social Services Administration and the Indiana Council on Independent Living (ICOIL) evaluates Indiana's need for various services for people with disabilities. It is being done in conjunction with Indiana Univ.'s Center for Survey Research

and Inst. for the Study of Developmental Disabilities. POL will conduct over 2,200 CATI interviews. Project Managers: Chris Gavette and Lana Bandy.

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Indiana University**

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812-855-2573; fax: 812-855-2818;  
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*Child Support Recovery Unit Customer Satisfaction Survey.* The state of Iowa funded this telephone survey of 1,962 people who received services from the Iowa Child Support Recovery Unit (CSRU). Respondents were randomly selected from the CSRU client list, including both custodial and noncustodial parents. The sponsors were the Iowa State Child Recovery Dept. and the Iowa State Univ. Statistical Lab. Principal Investigator: Steve Garasky, Iowa State Univ.; Project Director: Andy Williams, Iowa State Univ.; Project Manager: Heather Terhune.

## Iowa

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*A Study of Iowa Farmland Ownership.* Sponsored by the Iowa State Univ. Center for International Agriculture and Finance and mandated by the Iowa State Legislature, this 1997-98 project included 700 telephone interviews with the owners of Iowa farmland. The study identified characteristics of owners of agricultural land and methods of farmland acquisition, ownership transfer, and land management. Results will provide the legislature with information on changes in the size of agricultural land holdings, land use, and types of ownership. Project Director: Dianne Anderson.

*CDC Birth Defects Risk Factor Surveillance Study.* This project was a five-year, case-control study that sought to identify the causes of specific multiple birth defects among children born in Iowa. One-hour telephone interviews were conducted with 680 mothers, gathering extensive pregnancy and genetic history and health information such as drug and alcohol use and environmental exposures. The project was conducted with the Univ. of Iowa and has been part of a nationwide study sponsored by the U.S. Centers for Disease Control and Prevention. Project Director: Dianne Anderson; Project Manager: Allison Tyler.

## Maryland

**University of Maryland  
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src@cati.umd.edu; <http://www.bsos.umd.edu/src>

*Maryland Health Risks.* Sponsored by the U.S. Centers for Disease Control and Prevention and the Maryland Dept. of Public Health and Mental Hygiene, this RDD telephone survey is conducted monthly as part of the nationwide, state-based Behavioral Risk Factors Surveillance System (BRFSS).

*Attitudes Toward Children's Healthcare Policy.* Sponsored by the Harvard School of Public Health (HSPH) and the Robert Wood Johnson Foundation, this 1997 study was designed to assess attitudes toward children's healthcare policy in the United States. Using RDD and a list-assisted frame, SRC conducted 1,501 interviews nationwide.

*Prince George's County Magnet School Project.* The Prince George's County (PGC), MD School Board commissioned this three-part study to assess its efforts to recruit non-African American students to attend magnet schools, in response to a court order. For the first part of the study, interviews with 1,000 parents of non-African American students currently enrolled in PCG public schools are being conducted. For the second part, 300 parents of non-African American students in private schools are being interviewed. For the third part, 400 parents of magnet school children of all races are being interviewed.

*MORTECH 1998 (Mortgage Technology Study).* A total of 650 CATI interviews were completed with a nationwide random sample of commercial banks, mortgage banks, and savings and loans for Real Estate Solutions. The senior executive in charge of the mortgage loan operation was asked about technology and computer usage. Principal Investigator: Timothy Triplett; Project Coordinator: Martha Kropf.

## Massachusetts

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

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617-287-7200; fax: 617-287-7210; [csr@umb.edu](mailto:csr@umb.edu)

*Managing Menopausal Change.* Covance Health Economics & Outcomes Services, Inc. (Covance) and the Natl. Committee for Quality Assurance (NCQA) are

developing a measure of the quality of counseling about menopausal hormonal changes. The project began in mid-March and will result in 400 phone interviews and 90 mail questionnaires upon its completion in late August. The sample consists of women aged 45 to 55 from four health plans in different regions of the country. Principal Investigator: Earl Steinberg, Covance; Study Director: Lois Biener.

*Alzheimer's Advance Research Directive.* Under sponsorship of the Natl. Insts. of Health, this study will explore the attitudes and opinions about clinical research of individuals at high risk for Alzheimer's Disease. This fall, 500 telephone interviews will be conducted and respondents will be asked about the ethics of and issues surrounding the recruitment of individuals for clinical research. Study Director: Brian Clarridge.

## Michigan

### **Institute for Social Research Survey Research Center University of Michigan**

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313-763-5039, fax: 313-764-5193; bpennell@isr.umich.edu

*1998 PSID Event History Calendar (EHC) Methods Study.* Beginning in 1998, the Panel Study of Income Dynamics (PSID) is collecting data biennially. The next scheduled interviews will be conducted in 1999. This change will require questionnaire redesign to gain retrospective reports of events occurring up to two-and-one-half years prior to the interview date. The purpose of this study is to test data quality obtained by questionnaire design methodologies that use a traditional scripted question format versus a flexible event history calendar format. There are three different interviewing conditions: the traditional question list, the question list in conjunction with an event history calendar as an interviewing aide, and the flexible event history calendar. A total of 600 PSID respondents who were interviewed in 1997 will be interviewed in 1998 about events that occurred in both 1996 and 1997 and will be assigned randomly to the different conditions. Principal Investigators: Frank Stafford and Bob Belli; Survey Manager: Eva Leissou.

*The Health and Welfare Nonresponse Survey.* The purpose of this study was to investigate nonresponse bias on the Natl. Survey of America's Families (NSAF). Over 2,000 CATI interviews were collected from December 1997 to March 1998. Topics included health care, income and employment, social service participation, and well-being. Sample households were selected from non-respondents (RDD sample) on the NSAF.

Fifty percent of hard-core refusals were converted to interviews. The NSAF was undertaken by the Urban Inst. and was sponsored by the Annie E. Casey, Kellogg, and Kaiser Foundations. Principal Investigators: Robert Groves and Eleanor Singer; Survey Manager: Patty Maher.

*1998 Health, Retirement and Aging.* This is a longitudinal survey designed to examine factors that affect the decision to retire, its consequences on health and financial status, recent changes in pensions and health care, and how health care and financial needs will be met as people age. The major funding comes from the Natl. Inst. on Aging. The current data collection effort has merged the surveys of the Health and Retirement Study and the Asset and Health Dynamics. In addition, two new birth cohorts will be added to this study this year: the War Baby cohort (people born between 1942 and 1947) and the Children of Depression Age cohort (people born between 1924 and 1930). Approximately 23,400 CATI and in-person interviews are expected to be completed. Principal Investigator: Robert Willis; Survey Managers: Pat Veerkamp and Tina Mainieri.

## Minnesota

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

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612-627-4282; fax: 612-627-4288

*1997 Twin Cities Area Survey.* This was the fifteenth annual omnibus survey of adults residing in the seven-county Minneapolis/St. Paul area. A total of 803 RDD CATI interviews were completed. The survey was sponsored by government agencies and the Univ. of Minnesota and included questions on quality of life, environment, Hennepin County government, transportation, acceptable behavior, and other government issues. Director: Rossana Armson.

*National Survey to Validate General Growth Outcomes.* For this study sponsored by the Univ. of Minnesota Early Childhood Research Inst. on Measuring Growth and Development, mail questionnaires were completed by 672 early-childhood professionals and 351 parents with children aged 12 or younger. Questions included the importance of developmental outcomes for children from birth to age eight, adequacy of information parents receive about child development, importance of having easy-to-understand information about child development, and usefulness of an assessment system to monitor development. Manager: Pam Schomaker.

*Congregations in Community (CIC)*. Funded by the McKnight Foundation, this mail survey was sent to five CIC stakeholder groups: the Greater Minneapolis Council of Churches; the Jewish Community Relations Council, Avodah B'Yachad-Service Together; Masjid An-Nur Islamic Centers of Minneapolis and St. Paul; MetroLINC-Turn Leadership Foundation; and the St. Paul Area Council of Churches. Completed in December 1997, a total of 903 questionnaires were returned. Respondents answered questions about involvement with and opinions of CIC, recommendations for changes, volunteer activities, and results of CIC involvement. Director: Rossana Armson.

## Nevada

### **Cannon Center for Survey Research University of Nevada at Las Vegas**

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702-895-0167, fax: 702-895-0165; csr@nevada.edu

*The UNLV Las Vegas Metropolitan Poll*. This semi-annual poll measures public opinion on a variety of topics affecting the Las Vegas Valley, such as crime, gambling, and confidence in local institutions. CATI interviews were conducted with 430 residents of the Las Vegas Valley. Project Director: Grace Woo; Survey Manager: Pamela Fessler.

*Nevada Division of Wildlife*. The Nevada Dept. of Wildlife is evaluating the effectiveness and application of Project Wild, a federally funded project to instruct primary- and secondary-education teachers on interactive methods for teaching their students about wildlife and environmental issues. Telephone interviews were conducted with 421 teachers who had gone through the program. Interview topics included how often they use Project Wild, activities they preferred, the response of the students, the advantages and limitations of the program, and factors that would help its implementation. Project Director: Grace Woo; Survey Manager: Pamela Fessler.

*UNLV Alumni Surveys*. Mail questionnaires were sent to over 20,000 UNLV alumni. Two separate instruments were developed to accommodate both the Alumni Association and the Office of Planning, Assessment, and Institutional Research (PAIR). The Alumni Association survey was developed to assess the impact and service of the association, examine ways to improve member services, and assess post-graduate involvement in university activities. The Alumni Satisfaction survey was designed to focus on the perceptions that alumni currently hold about their educational experience and degree programs. Both surveys will be ad-

ministered every three to five years. Project Director: Grace Woo; Data Management/Analysis: Jennifer Schneider and Jaime Carr.

## North Carolina

### **Research Triangle Institute Research Triangle Park**

P.O. Box 12194, Research Triangle Park, NC 27709;  
919-541-7008; fax: 919-541-7004; rak@rti.org

*1999 to 2003 Natl. Household Survey on Drug Abuse (NHSDA)*. The Substance Abuse and Mental Health Services Administration (SAMHSA) has awarded the Research Triangle Inst. (RTI) a contract to conduct NHSDA annually from 1999 through 2003. The NHSDA is the federal government's principal indicator of the incidence and prevalence of substance abuse and the characteristics of substance abusers. Data from the survey are employed to study trends in the use of and the attitudes about licit and illicit drugs. Starting in 1999, the survey is being expanded to measure substance abuse prevalence by state and to provide a much improved national barometer of substance abuse among the young. The 1999 NHSDA will go into the field in January 1999. The design calls for approximately 3,600 face-to-face interviews in each of the eight largest states, which together contain more than half of the U.S. population. In addition, approximately 900 residents will be interviewed in each of the remaining 42 states and in the District of Columbia, for an overall total of 67,500 interviews. Eligible respondents aged 12 and older will complete the in-person, self-administered questionnaire. In 1999, the survey will be conducted on paper (PAPI). Beginning in 2000, Audio-CASI interviews will begin with a split-sample (PAPI and ACASI), resulting in over 91,000 completed interviews. Project Director: Tom Virag; Associate Project Director: Lanny Piper.

## Ohio

### **Institute for Policy Research University of Cincinnati**

P.O. Box 210132, Cincinnati, OH 45221-0132;  
513-556-5028; fax: 513-556-9023;  
alfred.tuchfarber@uc.edu; <http://www.ipr.uc.edu>

*The Greater Cincinnati Survey*. The fall 1997 omnibus RDD CATI survey was conducted in late 1997 with 1,603 adults living in the eight-county Greater Cincinnati region. It asked residents about public transportation, police and neighborhood safety, health care, women's health issues, and use of bicycle helmets by children. The spring 1998 survey included questions on public

transportation, public works, recycling, health insurance, health care, and arts and cultural activities. Project Directors: Terri Byczkowski and Kim Downing.

*Village of Woodlawn Survey.* This study examined the opinions of residents of the village of Woodlawn, OH, about neighborhood quality of life, the quality of village services, issues facing village neighborhoods, such as housing and safety, and the responsiveness of village government. RDD CATI interviews were conducted with 307 residents. Project Director: Kim Downing.

*Ohio Water Resources Council Survey.* This study measured the opinions and attitudes of Ohio water-resource professionals; state, regional, and local government officials; and government agency representatives about Ohio's water resources. Project Director: Kim Downing.

*Greater Cincinnati Convention and Visitors Bureau Direct Stakeholders Survey.* This survey examined opinions and attitudes on issues facing Greater Cincinnati, including various development projects. Interviews were conducted with a list sample of 153 stakeholders of the Bureau. Project Director: Kim Downing.

*Greater Cincinnati Convention and Visitors Bureau Opinion Leaders Survey.* This survey examined opinions and attitudes on issues facing Greater Cincinnati, including various development projects. Interviews were conducted with a list sample of 211 Greater Cincinnati opinion leaders. Project Director: Kim Downing.

## Pennsylvania

### Institute for Survey Research Temple University

1601 N. Broad St., Philadelphia, PA 19122;  
215-204-8355; fax: 215-204-3797;  
lenlo@temss2.isr.temple.edu; <http://www.temple.edu/ISR>

*Center for Employment Training (CET) Evaluation Study.* This dual-mode (CATI, CAPI) study is sponsored by the Manpower Development Research Corp. and funded by the U.S. Dept. of Labor. Its purpose is to evaluate the effectiveness of the CET programs in achieving their goals of increased labor-market participation. Interviews with 1,080 program participants and controls should be completed by April 2002. Interviews are conducted approximately 30 months after the sample member has been selected into the study. Study Director: Frederick Licari.

## South Carolina

### Survey Research Laboratory University of South Carolina

1502 Carolina Plaza, Columbia, SC 29208;  
803-777-8157, fax: 803-777-4575;  
Link@iopa.sc.edu; <http://www.iopa.sc.edu/~srl>

*Spring 1998 South Carolina State Survey.* CATI interviews were completed with 874 adult residents of South Carolina for various state government agencies and university faculty. Topics included attitudes toward crime and personal safety, evaluations of the South Carolina Depts. of Revenue and Natural Resources, and questions related to health policy and oversight. Project Director: Michael Link.

*Skills That Work.* CATI interviews were completed with 400 South Carolina business owners. Questions focused on jobs that are difficult to fill and the skills and competencies required for these jobs and evaluations of public schools, technical colleges, and four-year institutions in the state. Project Director: Michael Link.

*Orangeburg Consumer Retail Survey.* CATI interviews were completed with 512 adults living in and around Orangeburg County, SC. The survey focused on perceptions of financial outlook, consumer demand for particular items, and shopping patterns and habits. Project Director: Michael Link.

## Texas

### Center for Community Research and Development Baylor University

P.O. Box 97131, Waco, TX 76798;  
254-710-3811, fax: 254-710-3809; [larry\\_lyon@baylor.edu](mailto:larry_lyon@baylor.edu)

*Waco Independent School District Survey 1997.* This poll, part of a continuing series of multi-client telephone surveys, queried residents about their attitudes and knowledge of the school district and local education issues. A total of 551 CATI interviews with adults residing in the school district were completed. Coordinators: Mike Mansfield and Michelle Rasco.

*Implementation of the Behavior Risk Factor Surveillance System for the U.S. Centers for Disease Control and Prevention, Spring 1997.* CATI interviews were conducted with over 1,000 McLennan County residents regarding health behaviors and knowledge related to the leading causes of death due to chronic diseases,

injury, and HIV infection. Funding was provided by Hillcrest Baptist Medical Center and Providence Health Center. Coordinators: Larry Lyon and Michelle Rasco.

**George J. Beto Criminal Justice Center  
Sam Houston State University  
Survey Research Program**

Huntsville, TX 77341-2296;  
409-294-1660; fax: 409-294-1653; [icc\\_drl@shsu.edu](mailto:icc_drl@shsu.edu)

*1998 Texas Crime Poll.* Approximately 500 CATI interviews were completed this summer for the governor, legislators, and heads of criminal justice agencies. Topics include familiarity and confidence in the criminal justice system, neighborhood disorder, fear of crime, victimization, waiver of juveniles to adult court, and support for the death penalty. Principal Investigator: Dennis Longmire; Project Coordinator: Lance Hignite.

## Wisconsin

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

1930 Monroe St., Second Floor, Madison, WI 53711-2036;  
608-262-3122, fax: 608-262-3366;  
[wrsrl@wrsrl.cee.uwex.edu](mailto:wrsrl@wrsrl.cee.uwex.edu); <http://www.uwex.edu/wrsrl/home.htm>

*Home Care Pain Management Study.* The Inst. for Education and Research in Pain and Palliative Care at Beth Israel Medical Center in New York is sponsoring a study to explore the role of the home care nurse in pain management. The questionnaire was mailed to 4,047 home health care nurses nationwide. Principal Investigator: Myra Glajchen, Beth Israel; Project Contact: Linda Penaloza.

## Canada

**Institute for Social Research  
York University**

4700 Keele St., Toronto, Ontario M3J1P3, Canada;  
416-736-5061, fax: 416-736-5749;  
[isrnews@yorku.ca](mailto:isrnews@yorku.ca); <http://www.isr.yorku.ca/ISR/>

*Medical Breast Screening.* With funds from the Univ. of Windsor, approximately 1,200 25-minute CATI interviews were conducted (in either English or French) with female respondents regarding their experiences with breast screening. Respondents were asked about their levels of satisfaction with, and confidence in, the current practice of breast screening and education in Canada. Women aged 25 and older who had never been diagnosed with breast cancer were randomly selected for participation. Principal Investigators: Barbara Thomas and Lynette Stamler, Univ. of Windsor; Project Director: David Northrup.

*The Canadian Fitness and Lifestyle Survey.* This large national study on behalf of the Canadian Fitness and Lifestyle Research Inst. (CFLRI), funded by Health Canada, involves approximately 3,000 CATI interviews across Canada and 500 in-home fitness evaluations in Toronto. The study examines the importance of physical activity and good nutrition on both mental and physical health and will help CFLRI provide up-to-date and reliable information to governments and the private sector on a wide range of issues associated with health and active living. Project Director: Richard Myles.

**Population Research Laboratory  
University of Alberta**

Edmonton, Alberta Canada T6G 2H4;  
403-492-4659; fax: 403-492-2589; [dodynak@gpu.srv.ualberta.ca](mailto:dodynak@gpu.srv.ualberta.ca)

*Alberta Health.* In 1996, 1997, and 1998, 4,000 RDD CATI interviews were completed with residents across the 17 regional health authorities in Alberta. The sample was stratified by age and gender. Research Manager: Donna Fong; Project Manager: Cathy Drixler.

*1997 Alberta Survey.* For this annual omnibus survey, 1,207 CATI interviews were completed for various academic and government clients. Topics included injury prevention, crime, smoking, unions, employment, and current political and social issues. Research Manager: Donna Fong; Project Manager: Cathy Drixler.

*1998 East Kootenay Tourism Industry Survey.* Steele O'Neil and Associates has commissioned an RDD survey of public awareness of the tourism industry in the East Kootenay region in the province of British Columbia. CATI interviews with 1,511 residents of the region were completed and 205 businesses were surveyed about tourism. Research Manager: Donna Fong.

*1998 Swift Current Health Needs Assessment, Saskatchewan.* In conjunction with Community Services Consulting Ltd., 407 CATI interviews were conducted with adults in the Swift Current Health District. The survey topics included self-reported health status, level of need for health services, health care issues, access to services, and satisfaction with health care services. Research Manager: Donna Fong.

*Metis Settlement Census 1998.* A comprehensive followup to a 1995 census of eight Metis Settlements in Northern Alberta was conducted using local interviewers to complete census forms for each household and every household member. Principal Investigator: Harvey Krahn; Project Coordinator: Norma Wolowyk.

## Announcements

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*This section is reserved for calls for papers, announcements of new publications and conferences, and other items of interest. Announcement limit is 200 words.*

### Opinion Research Corp. Now Newsletter Patron

Survey Research would like to thank Opinion Research Corp. for becoming a patron of the newsletter. Patrons contribute \$500 annually to support the newsletter.

### New AAPOR Publication on Standard Definitions

A new publication is available from the American Association for Public Opinion Research, *Standard Definitions, Final Dispositions of Case Codes and Outcome Rates for RDD Telephone Surveys and In-Person Household Surveys*. AAPOR will continue to update the report, adding comparable definitions for other modes of data collection, including mail surveys. AAPOR also is working to secure the cooperation of companies that provide CATI software. Some of these companies already have agreed to incorporate the definitions and formula into their software reports. The AAPOR Secretariat will provide up to 20 copies of this report at no additional cost (except for shipping and handling). After the first 20, copies are 50 cents each. Contact AAPOR at [aapor@umich.edu](mailto:aapor@umich.edu) or 313-763-1346. This and other AAPOR reports are also available at <http://www.aapor.org>.

### Call for Papers for 1999 FCSM Conference

The Federal Committee on Statistical Methodology has issued a call for papers for a research conference to be held November 15-17, 1999 in the Washington, D.C. area. The conference will feature papers and demonstrations on topics related to a broad range of government statistical research interests. Papers and demonstrations may address methodology, empirical studies, or relevant issues. Abstracts are due by December 1, 1998. Additional conference details and information on abstract submissions are available at <http://www.bts.gov/fcsm>.

### Prewitt Nominated To Head Census

Kenneth Prewitt has been nominated by President Clinton to be the next director of the U.S. Bureau of the Census. Prewitt is the president of the Social Science Research Council and former head of the National Opinion Research Center (NORC). The appointment is subject to confirmation by Congress.

### SAS Headquarters Move to Baylor University

The Society for Applied Sociology, formerly headquartered at Anne Arundel Community College, is now located at the Center for Community Research and Development, Baylor University. Tillman Rodabough is the Executive Officer and Vicki Northern is the Administrative Officer. The 16th Annual Meeting of SAS will be held at the Adams Mark Hotel, Denver, CO, October 22 to 25, 1998. For further information, send email to [Vicki\\_Northern@baylor.edu](mailto:Vicki_Northern@baylor.edu).

## Personnel Notes

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*Survey Research reports on the new appointments and promotions of professional staff at academic and not-for-profit survey research organizations, as well as those of the for-profit organizations that are patrons of the newsletter.*

*Timothy Johnson* has been named Director, Survey Research Laboratory, University of Illinois at Chicago. He had served as Acting Director since 1996. *Amy DeGrush* has joined the staff as a Project Coordinator. She was a Project Director at the Dept. of Veterans Affairs, Hines Hospital. *Art Robinson* is Network Analyst, having worked as a Systems Programmer/Systems Support Representative at IBM. *Lynn Hamilton* now serves as both Senior Project Coordinator and Manager of Systems Services.

*Allison McKinnon* has been appointed to the position of Executive Director of the Population Research Laboratory, Univ. of Alberta.

*Douglas Currivan* has been appointed to the position of Senior Research Fellow with the Center for Survey Research at the Univ. of Massachusetts Boston. He was formerly employed at Iowa Social Science Inst. (ISSI) at the Univ. of Iowa. *Carol Cosenza* has recently been promoted to Project Manager.

*Robert Kramer*, Associate Director of the Center for Social and Behavioral Research at the Univ. of Northern Iowa retired in May after 33 years. *Mary Losch*, formerly Program Director, Univ. of Iowa's Iowa Social Science Inst., is now Assistant Director.

New employees at Mathematica Policy Research, Inc. are *Matthew Haines*, Program Analyst; *David Tucker*, Systems Analyst; *Julie Rothbard*, Survey Researcher; *Robert Wagmiller*, Survey Sampling Specialist; *Barry*

Hollander, Systems Analyst; and Survey Associates John Mero, Barbara Broadbent, William Beecroft, Jennifer Fearing, and Barbara Holland.

Nicole Kirgis has recently joined the Survey Research Center, Inst. for Social Research, Univ. of Michigan as a Senior Survey Manager. She was previously a Survey Director at NORC.

Response Analysis Corp. announced the following new research staffers: *Regina Goutevenier*, Vice President (from Research International); *Joe Hagan*, Vice President (from 20/20 Financial Research Group); *Shelley Jarzyna*, Research Director (from Research 100); *Deenu Shaik*, Senior Research Director (from Gallup MBAIndia Pvt Ltd.); *Hetty Fore*, Senior Research Associate (from Decision Insight Inc.); *Jeffrey Peel*, Vice President (from Quadriga); *Valerie Deaton*, Account Executive (from Principal Financial Group); *Lisa Vasami*, Research Director (from Total Research); *Kate Feather*, Research Director (from BEM-NOP Group); *Julie Rao*, Research Associate (from Mathematica); *Greg Diaz*, Vice President (from Harte-Hanks Market Research); and *Jeffrey Mann*, Research Director (from LOMA). The following staff were promoted: *Robert Benford*, Research Director; *Janet Fisher-Hughes*, Senior Research Director; *Tim Nanneman*, Account Executive; *Rob Barrish*, Research Director; *Joan Wolsky*, Research Director; *Joanne Tauber*, Group Manager; *Kristina Witzling*, Research Associate; and *Ellen Hudes*, Vice President.

### Computer Survey Pioneer Betsy Morton Dies

Betsy Morton, longtime Assistant Director of the Computer-assisted Survey Methods (CSM) Program at the University of California, Berkeley, died this past April after a long illness. Morton joined Berkeley's Survey Research Center (SRC) in 1977 as field director. At that time, SRC was conducting the California Disability Survey, the first large-scale test of the CATI system being developed by Bill Nichols at UCLA and Merrill Shanks at Berkeley. That system came to be known as "Berkeley CASES" (Computer-Assisted Survey Execution System). For over 20 years, Morton developed, tested, updated, and taught CASES. Shanks, Director of the CSM program, said "Within the survey field, Betsy represented a truly unique combination of a traditional field director, instrument designer, instructor, documentation specialist, manager, and missionary for computer-assisted surveys." Those of us who now take computerized survey work for granted owe a great deal to her.

## Job Opportunities

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*This section contains postings of persons available for work in survey research and organizations that have job openings in survey research. Listings can be sent to the editors at the addresses in the front or emailed to [survey@srl.uic.edu](mailto:survey@srl.uic.edu). Survey Research does not charge a fee for these postings but please limit your submission to 150 words and be sure to include any deadlines.*

The Center for Survey Research, Univ. of Massachusetts Boston, has an opening for **Senior Research Fellow**. Position will likely include some teaching and work with graduate students. A Ph.D. in social science is required. Applicant must have demonstrated analytic skills and ability to develop funding for own research interests and considerable survey methodology experience is essential. Strong statistical skills are highly desirable. Direct work experience with large-scale probability sample survey projects also is essential, preferably in a survey research organization. Application review will begin early Fall 1998 and continue until the position is filled. Send vita to: Director, Center for Survey Research, Univ. of Massachusetts Boston, 100 Morrissey Blvd., Boston, MA 02125. EEO/AA.

Mathematica Policy Research, Inc. has openings for **Programmers, Survey Specialists, and Survey Researchers** for its Princeton, NJ and Washington D.C. offices. For further information, contact Mathematica Policy Research, Inc., P.O. Box 2393, Princeton, NJ 08543-2393.

Battelle Centers for Public Health Research and Evaluation (CPHRE) is looking for a **Manager of Site Operations** (Job Reference code 1130-JC). Qualified candidates should hold an advanced degree in survey methodology, social science, or a health-related field. Excellent technical, managerial, and communication skills are essential, with at least 10 years experience managing, budgeting, and conducting large-scale survey research projects for government and private industry and a demonstrated success in winning proposals required. To apply, please mail cover letter and resume to CPHRE Human Resources Manager, 6115 Falls Road, Baltimore, MD 21209, fax 410-377-6802, or send email to [CPHRE.HRMANAGER@Battelle.org](mailto:CPHRE.HRMANAGER@Battelle.org). EEO/AA M/F/D/V.

Wisconsin Survey Research Laboratory is seeking to hire a **Sampling Statistician**. This position provides leadership in sample design and experimental procedures for social science projects. Minimum qualifications include MA/MS in statistics or a related field (Ph.D. in statistics or related field preferred), direct ex-

perience with survey sampling procedures and design of samples for population research projects, and a minimum of three years basic experience in statistical analysis of data. Experience with CATI systems and software desirable. For more information, contact Jeanne Lee, 1930 Monroe St. Room 225, Madison, WI 53711; phone: 608-262-3122; fax 608-262-3366; or email lee@wsrl.cee.uwex.edu.

The Survey Research Center, Univ. of Maryland, College Park, has several positions open. The **Research Administrative Assistant** provides support in monitoring survey quality control procedures for telephone and mail surveys and assists in coordinating methodological studies. One-year experience in academic or government survey research or equivalent course work and a bachelor's degree are required. The **Data Resources Manager** is responsible for supervising mail and email survey operations, overseeing data entry, preparing telephone survey data files, and maintaining archive of past studies. A bachelor's degree is required. SPSS and database experience are preferred. The **Research Assistant**, Data Resources Section, must have strong knowledge of SPSS, WordPerfect, and Lotus 123. This is a fulltime hourly position. The **CATI Telephone Center Assistant Manager** must recruit and train interviewers for a 30-station CATI facility and assist the Field Manager in determining staffing needs and recruiting strategies. A bachelor's degree and one to two years interviewer training experience are required. The **Business Manager** is responsible for state, contract, grant, and revolving accounts and payroll and personnel administration. A bachelor's degree in an appropriate field and experience with database software is required. An interest in survey research is considered a plus. To apply for any of these positions, send resume, cover letter, and a salary history to: Johnny Blair, Associate Director, Survey Research Center, 1103 Art-Sociology Bldg., Univ. of Maryland, College Park, MD, 20742; email WordPerfect 6.1 file to SRC@cati.umd.edu, or fax 301-314-9070. EEO/AA M/F/D/V.

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### Call for Papers for Seventh HSRM Conference

The Seventh Conference on Health Survey Research Methods will be held in September 1999. Abstracts are due November 1998. More information will be available shortly on the Survey Research Laboratory's Web site at <http://www.srl.uic.edu>.

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## Publications

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*This section contains references for publications on survey research methodology. They are not available from Survey Research or the Survey Research Laboratory.*

Aquilino, W. S. (1998). Effects of interview mode on measuring depression in younger adults. *Journal of Official Statistics*, 14, 1:15-29.

Dufour, J., Kaushal, R., & Michaud, S. Computer-assisted interviewing in a decentralised environment: The case of household surveys at Statistics Canada. *Survey Methodology*, 23, 2: 147-156.

Fowler, F.J. Jr., Roman, A.M., Di, Z. X. (1998). Mode effects in a survey of Medicare prostate surgery patients. *Public Opinion Quarterly*, 62: 29-46.

Kish, L. (1998). Space/time variations and rolling samples. *Journal of Official Statistics*, 14, 1: 31-46.

Knäuper, B. (1998). Filter questions and question interpretation: Presuppositions at work. *Public Opinion Quarterly*, 62: 70-78.

Lazzeroni, L. C. & Little, R. J. A. (1998). Random-effects models for smoothing poststratification weights. *Journal of Official Statistics*, 14, 1: 61-78.

Lynn, P. (1998). Data collection mode effects on responses to attitudinal questions. *Journal of Official Statistics*, 14, 1: 1-14.

Mathiowetz, N. A. (1998). Respondent expressions of uncertainty: Data source. *Public Opinion Quarterly*, 62: 47-56.

Scheuren, F. & Winkler, W. E. (1998). Regression analysis of data files that are computer matched-Part II. *Survey Methodology*, 23, 2: 147-156.

Tourangeau, R. Rasinski, K., Jobe, J. B., Smith, T. W., & Pratt, W. F. (1997). Sources of error in a survey on sexual behavior. *Journal of Official Statistics*, 13, 4: 341-365.

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