



SURVEY RESEARCH

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NEWSLETTER FROM THE SURVEY RESEARCH LABORATORY

COLLEGE OF URBAN PLANNING AND PUBLIC AFFAIRS · UNIVERSITY OF ILLINOIS AT CHICAGO

How Much Extra Would You Be Willing to Pay for Gasoline? Depends on How You Ask

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Measuring citizen support for potential taxation is not easy. No matter the results of any given poll, they surely will be criticized. If the results are too supportive, some will say that a survey cannot convey the cost multipliers that any increment of tax increase will introduce, and if the results are not supportive enough, others will contend that a survey cannot convey the opportunity costs of foregoing the additional revenue. Whatever the results, question wording is likely to be challenged.

Despite these challenges, many are rightfully interested in gauging citizen support for changes in tax policy. For example, we recently worked with a group that was interested in measuring support for a theoretical increase in the gasoline tax as a part of its statewide survey of environmental knowledge, attitudes, and behavior (Minnesota Report Card on Environmental Literacy, www.mnseek.net; online research report at www.wilder.org/research). This research was undertaken by Hamline University; the survey was conducted by Wilder Research Center, with major funding from the Minnesota Office of Environmental Assistance.

The RDD survey of 1,000 Minnesota adults was conducted from early July to late September 2001. To randomize within the household, interviewers identified the adult with the most recent birthday. Interviewers placed calls at all times of the day, including evenings and weekends, and made at least 10 call-backs to each number before it was removed from the sample. Using AAPOR (2000) standard definitions, we attained a 55% response rate (RR3, p. 36), with a refusal rate of 16% (REF2, p.39).

To at least partially address the prospect of challenges to the gas tax results based on question wording, we assessed support using two different question formats—in effect conducting a split-half experiment. Respondents who were randomly assigned to the first format were asked a “yes/no” willingness-to-pay question followed by an open-ended amount question:

“If you knew it would significantly improve the natural environment, would you be willing to pay extra for gasoline?”

If yes: “How much extra would you be willing to pay per gallon of gasoline?”

Respondents randomly assigned to the second format were asked a series of “yes/no” questions that included particular amounts that a respondent might have been willing to pay:

“If you knew it would significantly improve the natural environment, would you be willing to pay an extra 5 cents per gallon of gasoline?”

If yes: “(If you knew it would significantly improve the natural environment,) would you be willing to pay an extra 10 cents per gallon of gas?”

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If yes: "Would you be willing to pay an extra 20 cents (per gallon of gas)?"

If yes: "Would you be willing to pay an extra 50 cents (per gallon of gas)?"

If yes: "Would you be willing to pay an extra dollar (per gallon of gas)?"

Either format was asked toward the end of the survey, following roughly 10 minutes of questions on a variety of environmental topics. Therefore, neither format addresses any possible context effects, nor did we experiment with the opening clause to either format ("If you knew it would significantly improve the natural environment"), which may have introduced some social desirability bias.

Table 1. Gas tax question results, by format

	Format 1 (n=488)	Format 2 (n=512)	Combined (n=1,000)
% not willing to pay extra	28	27	27
% answering "don't know"	2	2	2
Mean*	\$0.23	\$0.13	\$0.18
Median*	\$0.10	\$0.05	\$0.05

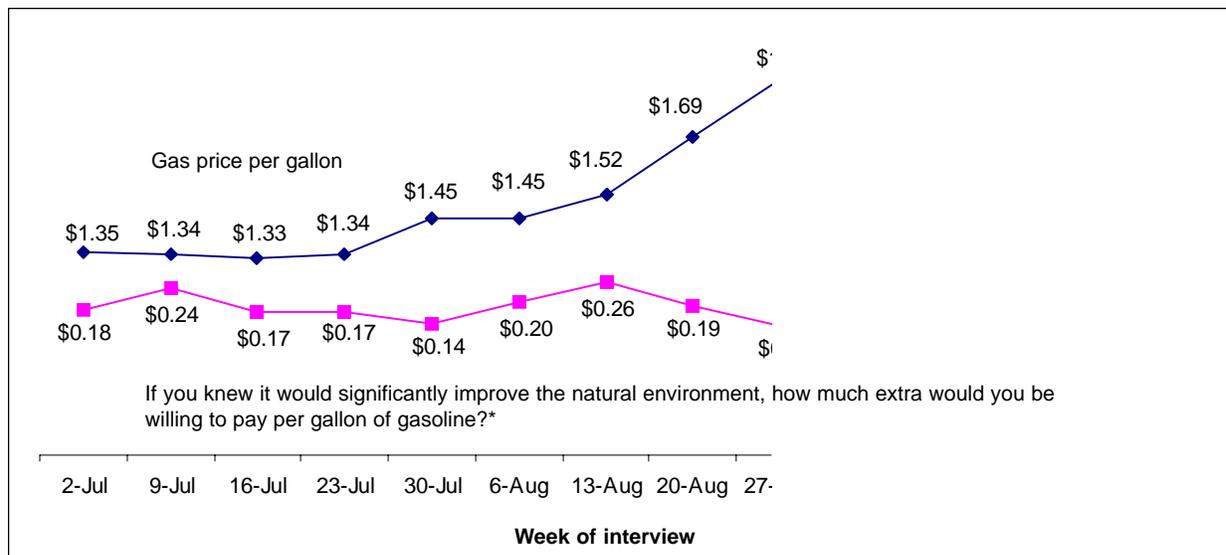
* Since Format 1 allowed respondents to give answers over \$1.00, but Format 2 did not, the answers of 36 Format 1 respondents who indicated they were willing to pay more than \$1.00 were re-coded to equal \$1.00.

As shown in Table 1, the two formats produced both very similar and very different results. In each case, nearly three-quarters were willing to pay extra, and only two percent responded "don't know." Measures of central tendency, however, showed that the first format, with its open-ended "how much" approach, tended to yield higher results in the amount of extra money to be paid.

Naturally, the results shown in Table 1 could have been affected by other "noise," including gas prices during the survey period. In this case the survey was in the field for about three months ending in late September 2001. Although we did not conduct interviews on September 11th, questions having to do with gas pricing could have been strongly influenced by the tragic events of that day and the ensuing, if short-lived, scare over the availability of oil from the Middle East. The simple time-series plot shown in Figure 1 suggests only a modest relationship between gas prices and willingness to pay extra, but a more rigorous analysis was necessary to sort out the possibly competing influences of question wording, gas prices, and other factors.

We regressed two dependent variables on question format and a series of controls. The first is a dummy variable indicating whether the respondent was willing to pay an environmental gas tax. The second indicates the amount extra the respondent was willing to pay; this was a derived variable, combining the results of both formats, and capped at \$1.00, since that was the upper limit on the second format.

Figure 1. Gas price and average amount willing to pay toward environmental gas tax



*See earlier text for actual question wording.

Source: TwinCitiesGasPrices.com and Minnesota Report Card on Environmental Literacy

Note: Gas prices are averages for the Twin Cities metropolitan area.

The results show that while question format did *not* play a role in respondents' willingness to pay extra at the pump, format did impact the *amount extra* they were willing to pay. As shown in the bivariate results, the first format, which used an open-ended question to assess the amount respondents were willing to pay, led to higher amounts, whereas the series of closed-ended options given to respondents in the second format led to lower amounts. Among the control variables, scales measuring environmental attitudes and behaviors were strongly related to both willingness to pay and the amount respondents were willing to pay.

In conclusion, would-be critics of using a survey to assess support for an environmental gas tax would have been only partially right. Our survey suggests that a

“yes/no” referendum on whether to implement such a tax would have passed, regardless of question format. The amount of tax that the public is willing to pay, however, is more elusive and heavily dependent on how the question is posed. In our experiment, respondents were sensitive even to style and approach; the same words were used to describe the theoretical tax. Even greater differences may have been observed if, for example, the “amount extra” was explicitly characterized as a tax increase.

Reference

American Association for Public Opinion Research. (2000). *Standard definitions: Final dispositions of case codes and outcome rates for surveys*. Ann Arbor, MI: Author.

Table 2. Support for an environmental gas tax: Logistic and linear regression results

	Logistic (willing = 1)			Linear (amount: 0–\$1.00)		
	B	(SE)		B	(SE)	
Question format dummy variable (1 = Format 1)	.012	(.175)		.109	(.018)	***
Gender (1 = male)	-.247	(.194)		.017	(.020)	
Respondent age (18–95)	-.013	(.006)	*	-.001	(.001)	
Education (1 = less than HS; 6 = graduate degree)	.045	(.068)		.023	(.007)	**
Household income (1 = under \$10,000; 7 = \$75,000+)	.056	(.055)		-.005	(.006)	
Knowledge scale: Number correct (0–8)	.151	(.054)	**	.008	(.006)	
Environmental Attitude Scale (6 items; range: 1–3 with 3 = pro-environment)	1.642	(.222)	***	.128	(.023)	***
Environmental Behavior Scale (12 items; range: 1–3 with 3 = pro-environment)	1.485	(.352)	***	.107	(.037)	**
Average gas price per gallon (\$1.28–1.88)	-1.166	(.526)	*	-.091	(.057)	
Before/After September 11 (1 = after Sept. 11)	.301	(.211)		-.017	(.022)	
(Constant)	-4.620	(1.166)	***	-.353	(.123)	**

N = 835

Cox and Snell $R^2 = .167$ (logistic)

$R^2 = .135$ (linear)

* $p < .05$

** $p < .01$

*** $p < .001$

Source: TwinCitiesGasPrices.com (gas price per gallon) and Minnesota Report Card on Environmental Literacy

Note: Dependent variable = amount extra willing to pay per gallon (derived), capped at \$1.00



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. Neither Survey Research nor the Survey Research Laboratory can provide this information. Study summaries are accepted by Survey Research with the understanding that additional information can be released to others.

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RAND Survey Research Group

RAND

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Veteran Health Survey. Funded by the Dept. of Veterans Affairs, RAND completed approximately 1,500 CATI and CASI interviews in fall 2002 with HIV-positive veterans recruited from 35 study sites. The interview was adapted from the HIV Healthcare Cost and Utilization Study and covered access to health care, utilization of services within and outside the VA system, unmet need for health care or social services, health conditions, risk behavior, social support, and health-related quality of life. *Principal Investigator:* Samuel Bozzette, *Survey Director:* Julie Brown.

CanCORS CATI Coordinating Center. With funding from the National Cancer Institute, RAND will work with the Dana-Farber Cancer Center to coordinate call center technical operations and data collection methods across 10 sites in support of a national cancer surveillance study. RAND's role includes installation and support of CATI software in the call centers; centralized training of technical staff, telephone interviewers, and supervisors; ongoing technical and training support and quality control; and data management. *Survey Director:* Loral Hill.

Variations and Trends in the Quality of Care. Funded by the Robert Wood Johnson Foundation, this study evaluates the quality of medical care nationwide. This is the second phase of the study, in which participants are asked to complete a health history by telephone (CATI) and to give consent for access to their medical records. The sample tracked over 33,000 adults and children between February 2001 and September 2002. The

medical records will be abstracted between November 2002 and December 2003. *Principal Investigators:* Elizabeth McGlynn and Steven Asch, *Survey Coordinator:* Jo Levy.

ILLINOIS

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Returning Home: Illinois Component. As part of a study The Urban Institute is conducting to determine the factors associated with a successful return to communities after release from prison, MCIC is conducting in-prison interviews with soon-to-be-released inmates, 2 follow-up interviews after release, and an interview with a family member of the inmate returning home to the city of Chicago. At least 650 respondents will be recruited into the study, which started in October 2002. *Principal Investigator:* Christy Visher (The Urban Institute), *Project Director:* Alisu Schoua-Glusberg.

Chicago Metro Survey, 2002. This 3,000 case survey of the 6-county Chicago region has been conducted since 1991 and includes modules on arts and culture, community development, and health and human services. Results from this year's survey were released in September and included a module on consumer banking sponsored by the Chicago Federal Reserve. Telephone data collection was conducted by the Survey Research Laboratory at Northern Arizona Univ.; in-person interviews in non-telephone households were conducted by MCIC. *Project Director:* Woody Carter.

Illinois Families Study (IFS). MCIC completed Wave 3 of this panel study of TANF recipients in August with 1,073 in-person interviews in Chicago, Peoria, and East St. Louis. Included was a Child Well-Being Supplement for respondents with a child in the eligible age range. The study is designed to investigate the effects of welfare reform on Illinois TANF recipients and their children. *Principal Investigators:* Dan Lewis and Jane Holl (Northwestern Univ.), *Project Director:* Woody Carter.

National Opinion Research Center (NORC) University of Chicago

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Tennessee Twins Study. This study focused on dimensions of child and adolescent personality and psychopathology. NORC interviewed and collected

saliva samples for DNA testing from twin pairs age 9–17 years in 2,063 households in 27 Tennessee counties. NORC also interviewed the primary caregivers, generally the mother. *Principal Investigator:* Ben Lahey, *Project Director:* Sara Murphy, *Field Project Manager:* Kathy Salmon.

National Study of Women's Health and Life

Activities. NORC conducted the latest round of a 20-year longitudinal study on alcohol use and related behaviors among adult women. The study included baseline interviews and re-interviews and selection of a refresher sample of drinkers every 5 years. NORC completed 335 cases to form a new cross-sectional cohort of women between the ages of 21–30 and 785 cases from the continuing sample of women over the age of 31. *Principal Investigators:* Sharon Wilsnack (Univ. of North Dakota School of Medicine) and Rachel Volberg (NORC), *Project Director:* Sara Murphy.

High Risk Prospective Study of Drug Use and Criminal Behavior.

This study, funded under a grant from NIMH, is a follow-up of a cohort of 1st graders living in the Woodlawn neighborhood in Chicago first interviewed in the mid-1960s. Half of the sample was involved in a multifaceted intervention program for preventing drug abuse and/or criminal behavior, and the other half was a control group who received no intervention. NORC did follow-ups in 1978 and 1992 with the original sample. In 1996, NORC followed the mothers of this cohort. In this round, NORC is following up approximately 1,100 original respondents who are now in their early forties. For the first time, this will be a CAPI data collection effort. *Project Director:* Sara Murphy, *Associate Project Director:* Ellen Kaplowitz.

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Regional Transportation Authority (RTA) Ridership

Survey. In October, SRL completed approximately 1,000 RDD CATI interviews with residents of the Chicago metropolitan area about issues relevant to the RTA and its riders. This survey will be conducted semi-annually and will assess service needs and address topical issues. *Principal Investigator:* William Reynolds (RTA), *Project Coordinator:* David Schipani.

Literacy and Health Questionnaire. The purpose of this study is to examine how levels of health literacy and social support independently and interactively affect the health and health service utilization. The target popula-

tion is English- and Spanish-speaking Medicare recipients age 65 older. SRL will complete 700 interviews with patients from Mercy Hospital in Chicago. To pilot test the questionnaire that will be administered, SRL conducted 8 Spanish-language cognitive interviews between July and September. The National Institutes of Health is providing funding. *Principal Investigator:* Shoou-Yih Lee (Univ. of North Carolina at Chapel Hill), *Project Coordinator:* Christine Orland.

Pathways to Disturbed Emotions, Perceptions, and Beliefs.

The results of this multi-year RDD CATI study will further understanding of the connection between childhood abuse and disturbed beliefs and emotions. SRL completed Wave 2 interviews in October and will conduct interviews for Waves 3 through 12 between February 2003 and June 2005. For each wave, 125 completes are expected. *Principal Investigator:* Howard Berenbaum (Univ. of Illinois at Urbana-Champaign), *Project Coordinator:* Lori Harmon.

Campus Space Utilization Survey. To assess room usage at the Univ. of Illinois at Chicago (UIC), SRL mailed forms to all departments/units. The 389 returned forms, which were received between June and September, provided information on usage of approximately 9,000 occupied rooms. *Principal Investigator:* Scott Deblaze (Facility Planning and Space Analysis, UIC), *Project Coordinator:* Jennifer Parsons.

Chicago United (CU) Corporate Diversity Survey, 2002. This is the second annual survey of top Chicago corporations aimed at determining the amount of racial and ethnic diversity that exists at the companies' highest levels. Data collection was conducted during the spring and summer, and SRL is providing a written report of the findings. *Principal Investigator:* Carolyn Nordstrom (CU), *Project Coordinator:* Lisa Kelly-Wilson.

IOWA

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Study of Housing in Small Communities. Telephone interviews were conducted with 950 community leaders in 9 states in the winter and spring of 2002 to gather information about economic development and housing availability in small Midwestern communities. Communities were selected by size, proximity to metropolitan areas, and level of economic vitality. This study was funded by a National Research Initiative

Survey Research Soliciting Lead Articles for Upcoming Issues

The *Survey Research* newsletter is extending an invitation to those in the survey research field to submit original work on topics of interest to the survey research community—such as methods for reducing nonresponse, experience with Web surveys, and strategies for recruiting and retaining interviewers—for inclusion in an upcoming issue. Submissions should be between 750 and 1,500 words and can be sent to krish@srl.uic.edu.

Grant. *Project Coordinator*: Dianne Anderson, *Project Manager*: Jan Larson.

Control Selection for the Study of Epidemiology and Genetics of Parkinson's Disease. RDD screening interviews were conducted in the spring and summer of 2002 to locate 900 adults between the ages of 43 and 67 to serve as controls for the first stage of this case/control study being conducted by the Mayo Clinic. The National Institute of Environmental Health Sciences and the National Institute of Neurological Disorders and Stroke funded the study. *Project Coordinator*: Dianne Anderson, *Project Manager*: Jan Larson.

MASSACHUSETTS

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Framingham Arthritis Study. This study is being conducted with the Boston Univ. School of Medicine and is funded by the NIH. Its purpose is to investigate correlates to bone diseases such as arthritis and osteoarthritis. CSR will conduct an RDD survey of residents of Framingham, MA, locate residents 50 years of age or older, gather demographic and background information, and determine if they would agree to cooperate in the study. If they agree, their information is passed on to Boston Univ., and a nurse calls them to schedule a time when they can visit a local clinic for testing. Testing includes x-rays, MRIs, a bone density scan, and additional work. Respondents are provided with test results and paid \$10 as travel reimbursement. A total of 800 people are sought to complete the tests. *Study Director*: Anthony Roman.

Ticket To Work (Massachusetts Medicaid Infrastructure Grant). The Centers for Medicare and Medicaid Services is funding this survey of people with disabili-

ties. The study will identify barriers to workforce participation and evaluate the extent to which current services support employment. Instrument development is currently underway, and data collection of about 1,500 completed mail questionnaires and telephone interviews is scheduled to begin in early 2003. *Study Director*: Patricia Gallagher, *Project Manager*: Vickie Stringfellow.

MICHIGAN

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World Mental Health 2000. SRC serves as the coordinating center for this study. More than 30 countries are participating in this global undertaking designed to generate psychiatric diagnoses according to the definitions and criteria set forth in both the DSM-IV and the ICD-10. Based on an expanded version of the Composite International Diagnostic Interview (CIDI), this study is enhanced by its inclusion of concepts of distress and impairment, clinical severity, course of the disorders, and some additional disorders not assessed by the CD2.1. The instrument has been developed in both PAPI and CAPI formats. More than 25 countries have been trained and are in various stages of data collection and processing. Each country is expected to collect a minimum of 3,000 face-to-face interviews and to obtain at least a 65% response rate. SRC is responsible for instrument development, training, and documentation of procedures across participants; Harvard Univ. is responsible for data processing and analysis. The instrument will be available for broader use by the summer of 2003. *Principal Investigators*: Ronald Kessler (Harvard Univ.) and Bedirhan Ustun (World Health Organization), *Study Director*: Beth-Ellen Pennell.

African American Health. The objective of this longitudinal project is to identify interventions for improving the active life expectancy of older African Americans, especially those in urban areas. Study participants have been selected from an area probability sample of 2 catchment areas in the St. Louis, MO, metropolitan area. The project began with a CAPI instrument in 1999–2000, with an additional evaluation of respondents' strength and balance, and was administered in respondents' homes. At Wave 1, these respondents were invited to participate in additional clinic follow-ups, and their physicians or primary health care providers were interviewed. Respondents were provided with calendars to aid them in tracking and recalling important health events and conditions as they occurred throughout the year. Follow-up telephone interviews are done in 1-year increments at Wave 2 and Wave 3. Interviewers will conduct face-to-face interviews again at Wave 4 in 2003–2004, with a final telephone interview scheduled 1 year later. *Principal Investigator:* Douglas Miller, *Survey Director:* Nancy Gebler, *Survey Manager:* Sara Freeland.

MINNESOTA

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Public Housing Residents' Sense of Safety. As part of its evaluation of federally funded anti-drug programming, the St. Paul Public Housing Agency sponsored a telephone survey of 120 Hmong and Vietnamese residents, as well as 275 self-administered questionnaires in English. Topics included residents' sense of safety; their experiences with vandalism, crime, and drug dealing; and their awareness of and satisfaction with A-COP, a crime prevention and policing program. *Principal Investigator:* Craig Helmstetter, *Survey Project Coordinator:* Lue Thao.

Minnesota's Future. For this study, approximately 1,250 CATI interviews focused on residents' visions for the future, including values and hopes as well as critical issues to address. Topics included views on quality of life in Minnesota compared to other regions of the country, as well as specific issues such as transportation and health care. *Principal investigator:* Paul Mattesich, *Survey Project Coordinator:* Dan Swanson.

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Secondhand Smoke Community Survey. The purpose of this RDD CATI survey was to gather information about public awareness of the health effects of secondhand smoke and about issues and regulations related to smoking in public and commercial buildings. The study was funded by the Hennepin County Community Health Dept. A total of 1,212 surveys were completed with adults residing in 6 suburban communities in the Minneapolis area. *Project Manager:* Vicki McEvoy.

East Metro Integration District Diversity Survey. Completed in March 2002, this mail survey gathered information from teachers and administrators in 10 school districts in the east metropolitan area of St. Paul, MN. The purpose was to obtain information regarding the challenge of meeting the needs of a diverse student population within the context of standards-based education. Questionnaires were completed by 2,675 teachers and 289 administrators. The study was

PATRONS

- Abt Associates, Inc.
- American Association for Public Opinion Research
- U.S. Bureau of the Census
- Institute for Policy Research, University of Cincinnati
- Institute for Survey Research, Temple University
- Marketing Systems Group
- Mathematica Policy Research
- National Center for Education Statistics
- National Center for Health Statistics
- National Opinion Research Center, University of Chicago
- Opinion Research Corporation
- Research Triangle Institute
- Section on Survey Research Methods, American Statistical Association
- Survey Research Center, University of Michigan
- Survey Research Laboratory, University of Illinois at Chicago
- Survey Section Statistics Laboratory, Iowa State University
- Westat

conducted for Mid-Continent Research for Education and Learning and was funded by the East Metro Integration District. *Project Manager:* Vicki McEvoy.

NORTH CAROLINA

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World Trade Center (WTC) Registry. On behalf of the New York City Dept. of Health and Mental Hygiene and the Agency for Toxic Substances and Disease Registry, RTI is establishing an environmental health registry of those exposed to the aftermath of the WTC disaster in lower Manhattan. The registry will include approximately 200,000 area residents, office building occupants, school children, and rescue, recovery, and clean-up workers. Data will be collected using both CATI and CAPI and will focus on pathways to exposure, symptoms related to asthma and asbestosis, and mental health. *Project Director:* Lisa Thalji, *Associate Project Director:* Paul Pulliam.

Anthrax Programs Evaluation. RTI is conducting for the Centers for Disease Control and Prevention (CDC) 3 program evaluations of persons possibly exposed to anthrax during the bio-terrorist attacks that began in October 2001. In the first project, RTI conducted 6,700 CATI interviews with participants in CDC's antibiotics distribution program in the first quarter of 2001. The project focused on any potentially serious adverse events that might be related to the post-exposure prophylaxis. In the fall of 2002, RTI began Phase 2, which involves a follow-up of the potentially serious adverse events through medical records abstraction and clinical review. The third effort includes participants in CDC's anthrax vaccine programs following the bio-terrorist attacks. CATI interviews and medical record abstractions will be conducted with 1,700 anthrax vaccine investigational new drug participants and 6,700 antibiotics program participants. *Program Evaluation Project Director:* Paul Pulliam, *Program Monitoring Project Director:* Brian Burke.

Environmental Factors in Children's Health. The U.S. Environmental Protection Agency has established a 5-year contract with RTI to assist in designing and conducting a longitudinal cohort study that will address environmental risks to children's health. The work will be implemented in task orders that will lead to a full-scale study of approximately 5,000 children in central

North Carolina. *Project Director:* Jerry Rench, *Field Studies Team Leader:* Jim Raymer.

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City of Blue Ash, Ohio, Survey. This study was designed to measure residents' perceptions of city services and recreation facilities and to assist the city in the development of the 2002 update of its Comprehensive Plan. RDD CATI interviews were conducted with 512 residents between April and May 2002. *Project Director:* Eric Rademacher.

Ohio Department of Transportation (ODOT) 2002 ACCESS OHIO Statewide Survey. The purpose of this survey was to determine Ohioans' opinions and attitudes about transportation issues in their state. The goals of the survey included the following: (1) assess customer opinions of ODOT performance and Ohio's transportation system and (2) identify customer visions for the state's transportation system for the future. RDD CATI interviews were conducted with 1,031 Ohio adults during July 2002. *Project Director:* Kim Downing.

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Columbus Citizen Satisfaction Survey. Sponsored by the City of Columbus, this RDD CATI study was designed to assess residents' satisfaction with the city and the services provided by city government, focusing on the city as a whole and its 12 neighborhoods. A total of 1,288 interviews were completed during the summer of 2002. *Project Manager:* Lewis Horner.

Buckeye State Poll—Special September 11th Project. The *Columbus Dispatch* sponsored this RDD CATI study to assess attitudes among adult Ohio residents on a range of issues a year after the September 11th disaster. A total of 861 interviews were completed during August 2002. *Project Manager:* Matthew Courser.

OREGON

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Coos County Comparative Media Survey. In March 2002, OSRL completed 405 RDD CATI interviews with residents of Coos County and western Douglas County in Oregon to learn their opinions about the local news media, including issues of trust and fairness. Residents also were asked which local newspapers and television and radio stations they used most often. The Southwestern Oregon Publishing Company sponsored the survey. *Principal Investigator:* Patricia Gwartney, *Project Director:* Brian Wolf.

PeaceHealth Center Survey. PeaceHealth Medical Group's Center for Senior Health wants to learn how seniors' physical and emotional health and satisfaction with health care changes over time. In April–May 2002, OSRL conducted the second phase of a 4-year longitudinal study by completing 1,613 CATI and 7 face-to-face interviews (list) with Medicare recipients age 66 or older. *Principal Investigator:* Ronald Stock, with Patricia Gwartney, *Project Director:* Vikas Gumbhir.

Annual University Health Center Survey. OSRL completed 405 CATI interviews with Univ. of Oregon students in May 2002 (random from list). This ninth annual survey assessed students' health-related concerns, experiences, knowledge, and opinions both currently and over time. Some questions asked about sensitive topics, including alcohol and drug use, sexuality, and suicide. This year students also were asked what they would like to see in the upcoming remodeling project. *Principal Investigator:* Patricia Gwartney, *Project Director:* Tony Silvaggio.

Oregon University System (OUS) Bachelor's Survey. In June 2002, OSRL conducted 1,003 CATI interviews (random from list) with students who graduated with a bachelor's degree from an OUS institution in the 2000–2001 academic year. The questionnaire asked graduates about their educational experiences, future educational choices, current career, and use of a non-English language on the job. OUS will use the results to track benchmarks and improve higher education. *Principal Investigator:* Patricia Gwartney, *Project Directors:* Juyeon Son and Vikas Gumbhir.

Irrigon Community Income Survey. OSRL completed 230 RDD CATI interviews in June–July 2002 with residents of Irrigon, OR, for the Oregon Economic and

Community Development Dept. to determine that community's eligibility for OECDD funding. The questionnaire asked about household size and composition, family income, and desired community services. Interviews were conducted in Spanish for 29 households. *Principal Investigator:* Patricia Gwartney, *Project Director:* Brian Wolf.

PENNSYLVANIA

Institute for Survey Research (ISR) Temple University

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Survey of Early Childhood Education and Care. Working with Temple Univ.'s Center for Public Policy, ISR recently completed a telephone study for Pennsylvania Governor Schweiker's task force on Early Childhood Education and Care. This study was conducted throughout Pennsylvania to determine how parents make decisions regarding their children's early education and care, and on the need for early childhood services. To be eligible for the survey, at least one child 5 years old or younger had to be residing in the household. ISR completed 1,007 interviews in English and Spanish. *Principal Investigator:* Marsha Weinraub (Temple Univ. Center for Public Policy), *Study Director:* Louise Hanson.

Drug Abuse & Other Deviant Adaptations: Two Generations. Data collected for this NIDA-funded survey is being used to study first-generation deviant adaptations and the onset and intergenerational transmission of patterns of drug abuse and other deviant adaptations to stress for second-generation adolescents. The seventh wave of this national study involved tracking and administering a face-to-face interview to 2,650 adolescents who reached the age of 12 between July 1997 and June 2002. Respondents were the children of adult participants in a study that began in 1971 when they were adolescents. *Principal Investigator:* Howard Kaplan (Texas A & M Univ.), *Study Director:* Ellin Spector.

Center for Employment Training (CET) Evaluation Study Wave 1. This CATI/CAPI study was sponsored by the Manpower Development Research Corporation and funded by the U.S. Dept. of Labor. Its purpose was to evaluate the effectiveness of CET programs in 12 sites in achieving their goals of increased labor market participation. Thirty-month follow-up interviews were conducted with 1,308 of the youths who had applied to the program. Half of the applicants were randomly assigned to the program; the other half (controls) were not. *Study Director:* Ellin Spector.

National Longitudinal Survey of Freshmen—Wave 4. This Andrew W. Mellon Foundation-supported study is designed to produce detailed data files that include both retrospective and prospective event histories for Caucasian, African-American, Latino, and Asian college students at 28 selective colleges and universities. CATI interviews were conducted with 3,208 of the respondents who originally were interviewed when they were incoming freshmen in the fall of 1999. Wave 4 interviews were completed with respondents who participated in all 3 of the previous waves of the study. *Study Director:* Ellin Spector.

Twin-Family Study of Health Behaviors Study. This national CATI study of 1,464 male members of the Vietnam Era Twin (VET) Registry, their 12- to 26-year-old biological children, and the mothers of those children was conducted from March 2000 through November 2001. Retrieval of mailed self-administered questionnaires continued through February 2002. Funding was provided by NIH and NIAAA. The study examined the separate and interacting contributions of genetic and environmental influences involved in the transmission of alcoholism from parents to offspring. *Principal Investigators:* Theodore Jacob (Palo Alto Institute for Research and Education) and William True (St. Louis Univ.), *Study Director:* Ellin Spector.

WASHINGTON

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Curbside Recycling Study. The purpose of this study sponsored by Utah State Univ. was to learn about household recycling practices and willingness to pay for curbside recycling programs. SESRC completed 5,181 interviews with households in the western U.S. *Principal Investigator:* John Tarnai, *Study Director:* Kent Miller.

Longitudinal Study of WorkFirst Participants—Wave 2. This telephone survey, sponsored by the Washington State Employment Security Dept., was designed to provide information about labor experiences, education, childcare, barriers to self-sufficiency, and demographic characteristics of TANF

recipients. The project consisted of a follow-up interview with 1,955 individuals in March 1999 who completed a Wave 1 interview. Also, new interviews were conducted with 1,415 people in October 2001. *Principal Investigator:* John Tarnai, *Study Director:* Marion Landry.

Nationwide Meat Manufacturers Survey. This study was sponsored by the U.S. Dept. of Agriculture to evaluate food safety practice, innovations, and costs associated with the implementation of the Hazard Analysis Critical Control Point (HACCP) rule. SESRC received completed questionnaires from 861 red meat manufacturers and 135 poultry manufacturers. *Principal Investigator:* Danna Moore.

Washington Foster Care Survey. This survey was sponsored by the Washington State legislature to provide information about the emotional and behavioral functioning, legal histories, and placement histories of children in long-term foster care; services provided to them; placement decisions; and costs. SESRC completed CATI interviews with 280 foster care providers and 209 caseworkers. *Principal Investigator:* Danna Moore.

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Wisconsin Longitudinal Study. This will be the fourth wave of this survey of 10,317 randomly selected Wisconsin high school graduates from the Class of '57, who were surveyed previously in 1964, 1975, and 1992. Approximately 9,600 telephone interviews with the surviving members of the original cohort will be conducted over the next 2 years along with a mail survey. In addition, a telephone interview with the graduates' spouses and widows and a parallel telephone and mail survey of randomly selected siblings will be conducted. The survey will cover a broad range of topics addressed in prior waves plus new modules on such topics as health, aging and the life course, and caring for adult children with developmental disabilities. This study is funded by the National Institute on Aging. *Principal Investigator:* Robert Hauser.

CANADA

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“Left Out”—Perspectives on Social Exclusion and Social Isolation Among Low-Income Populations.

This study examined the impact of socioeconomic status and social class on health and social cohesion in 2 Canadian cities. ISR conducted approximately 1,600

CATI interviews in the summer and fall of 2002 with residents in selected neighborhoods in Toronto, Ontario, and Edmonton, Alberta. Residents in 2 lower-income and 2 higher-income neighborhoods were interviewed in each city. The survey formed part of a larger project that included interviews with policy makers and consumer advocacy groups. Funding came from the Social Sciences and Humanities Research Council of Canada. *Principal Investigator:* Miriam Stewart (Univ. of Alberta); *Research Team Members:* Linda Reutter (Univ. of Alberta), Gerry Veenstra (Univ. of British Columbia), Rhonda Love (Univ. of Toronto), Dennis Raphael (York Univ.); *Study Director:* David Northrup.

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Summer Fitness Study. A national study examining the health and well-being of Canadians was conducted on behalf of the Canadian Fitness and Lifestyle Research Institute (CFLRI). Approximately 1,500 CATI interviews were conducted in randomly chosen households across the country in the summer of 2002; an additional 1,000 interviews were conducted in the Ottawa area. Funding came from Health Canada and CFLRI. *Principal Investigator:* Cora Lynn Craig (CFLRI), *Study Director:* Richard Myles.

Quality of Life in Southern Ontario Communities. ISR conducted almost 200 CATI interviews in the summer of 2002 with residents of Stoney Creek in the amalgamated city of Hamilton, Ontario. Respondents were first interviewed in the summer of 1996, around the time the nearby Taro Landfill was scheduled to open. In addition to respondents' concerns about the landfill, the study also explored their opinions about their neighborhood, their social and community networks, and their health status and any health problems they might have experienced lately, among other topics. Comparing respondents' answers between 1996 and 2002 will help researchers examine the connection between environmental issues, health problems, and quality of life. This study was funded by the Social Sciences and Humanities Research Council of Canada. *Principal Investigator:* Susan Elliott (McMaster Univ.), *Study Director:* John Pollard.



ANNOUNCEMENTS

This section is reserved for calls for papers, announcements of new publications, information about upcoming conferences, and other items of interest to the survey research community.

New Institute Formed at Iowa State University

Iowa State Univ. announces the establishment of the Interdisciplinary Research Institute for Survey Science (IRISS), under the leadership of Kirk Wolter. IRISS brings together three established research centers with extensive expertise in the social and natural sciences and in methodologies to conduct surveys. The Statistical Laboratory pursues research in statistical methods for surveys and provides operational support for surveys of natural resources, people, and other populations. The Institute for Social and Behavioral Research (ISBR) conducts observational and survey research in the social and behavioral sciences, focusing on topics related to family well-being and health. The Research Institute for Studies in Education (RISE)

performs empirical research and external program evaluation for educational organizations. To find out more, visit the IRISS Web site at www.iriss.iastate.edu.

Web Site Provides 2000 Census Data for Metropolitan Chicago Area

Metro Chicago Information Center announces its Web site providing 2000 Census data grouped in user-defined geographies. Users can select adjacent census tracts and the site will provide census data for that unique geography or can select pre-defined community areas in Chicago or municipalities in the 6-county region. The site can be found at www.mcfol.org.

AAPOR Announces 58th Annual Conference

The American Association for Public Opinion Research (AAPOR) will hold its 58th Annual Conference at the Sheraton Music City Hotel in Nashville on May 15-18, 2003. AAPOR's Conference Committee seeks proposals for papers, poster presentations, panels, and round tables that address important research questions, increase the membership's knowledge and skills, and promote the development of the profession.

Field Directors and Technologies Conference

The International Field Directors and Technologies Conference (IFD&TC) is scheduled for May 18-21, 2003, at the Hilton Suites Nashville Downtown. Registration information will be available in February 2003. Contact Rita Koontz at koontz@wsu.edu for further information or visit the Web site at <http://survey.sesrc.wsu.edu/ifdtc>.



PERSONNEL NOTES

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.

Stuart Kerachsky, a senior vice president at Mathematica Policy Research, Inc., in Princeton, NJ, has been named director of the Surveys and Information Services Division. Previously, he was director of research. He has been with the company for 28 years.

Craig Hill has returned to RTI as the new Director of the Survey Research Division. Diane Wagener, Lauren Ball, John Beltrami, and Fatima Mili joined RTI's Epidemiol-

ogy and Medical Studies Program in the Survey Research Division as Senior Epidemiologists. *Paul Levy* joined RTI's Statistics Research Division as a Senior Research Statistician. *Jamie Cuticchia* has joined RTI's Research Computing Division as the Director of Bioinformatics, and *George Grubbs* has joined the division as a Senior Data Warehousing Architect.

Research Triangle Institute (RTI) and the Howard D. Odum Institute for Research in Social Sciences at the Univ. of North Carolina-Chapel Hill (UNC-CH) have announced that *Paul Biemer* will have a joint appointment at the two institutions. Dr. Biemer, who serves as chief scientist for survey methodology research at RTI, also will be associate director for Survey Research at the Odum Institute. Among his responsibilities at Odum, Dr. Biemer will teach a graduate course in the Joint Program on Survey Methods (JPSM), a NSF-funded program started by the Univ. of Michigan and the Univ. of Maryland. UNC-CH is sharing courses with other universities in the JPSM.

Two Univ. of Oregon faculty members won Faculty Fellowships in OSRL for the 2002–03 academic year. *Robert Madrigal*, Associate Professor, Lundquist College of Business and Warsaw Sports Marketing Center, and *Renée Irvin*, Assistant Professor, Planning, Public Policy & Management and Director, Certificate Program in Not-for-Profit Management, will hone their survey research skills and develop funded research projects. OSRL's 2001-02 Faculty Fellow, *Scott Maier*, Journalism and Communication, developed and implemented the ongoing "News Accuracy Survey" with Phil Meyer, Univ. of North Carolina. Finally, *Joel Bloom* has joined OSRL as a Post-Doctoral Fellow/Research Associate.

Mari Gallagher has joined the Metro Chicago Information Center as Senior Consultant. She performs research and consulting in community and workforce development, market analysis, business profiling, and for-profit and nonprofit lending, among other areas. She is former executive director of a community development corporation, president of a minority-owned technology company, and director of the Emerging Neighborhood Markets Initiative, a project to develop new data sources and investment measures for undervalued urban areas. *Alisu Schoua-Glusberg* has joined MCIC to manage The Urban Institute's Returning Home project (see CURRENT RESEARCH). She was Director of Survey Operations for the recently concluded Harvard Project on Human Development in Chicago Neighborhoods. *Christine Marx* joined MCIC as a research analyst to work on Returning Home. She had been Research Coordinator for a juvenile justice needs assessment at Johns Hopkins Univ. Bloomberg School of Public Health.

Peter Ester (Tilburg Univ., The Netherlands) is working as a Research Fellow with ZUMA from May 2002 until April 2004. Final outcome of the fellowship is a state-of-the-art well-edited high-quality book on comparative value survey research. *John Smith* (Vienna, Austria) signed a contract with ZUMA as advisor and guide concerning participation in the EU 6th Research Framework Programme/European Research Area (2002-2006). *Rüdiger Schmitt-Beck* has been offered a professorship for Political Science (Politics and Communication) at the Univ. of Duisburg (Germany).

Yoku Shaw-Taylor has joined NORC's Substance Abuse Mental Health and Criminal Justice Department as a Research Scientist, and *Bart Gorman* has joined NORC as Director of Telephone Center Operations.

The Survey Research Laboratory (SRL) at the Univ. of Illinois at Chicago welcomes *Liz Clary*, who has joined SRL staff as Project Coordinator. Previously, she was an interviewer, research supervisor, and project liaison at the Univ. of Wisconsin Survey Center. She also assisted the Chapin Hall Center for Children at the Univ. of Chicago in designing and implementing telephone and face-to-face surveys.



JOB OPPORTUNITIES

This section contains listings of employment opportunities in survey research organizations. Listings can be sent to the editors at the address in the newsletter or e-mailed to krish@srl.uic.edu. Survey Research does not charge a fee for these postings.

The Interdisciplinary Research Institute for Survey Science (IRISS) at Iowa State Univ. invites applications for **Survey Director** or **Senior Survey Director** positions. Duties include direction of survey research projects or observational studies. For further information about these positions, visit our Web site at www.hrs.iastate.edu/jobs/4prof.htm#023487 or e-mail sandie@iastate.edu. ISU is an EO/AA employer.

RTI's Survey Research Division is seeking **Research Survey Specialists**. Main duties are to lead telephone studies as project director or task leader. The successful candidate will make positive contributions to telephone projects and methodologies, develop new strategies to improve response rates, contribute to and direct research proposals, and work with study collaborators to develop, implement, and monitor telephone research designs. The position also entails report preparation and presentation to clients. Qualified candidates must

possess a minimum of an M.A. with 3+ years experience managing telephone studies, experience working as a project manager or task leader for telephone studies, managing contract research, working closely with staff across a wide variety of substantive and technical fields, gaining recognition from peers and clients for technical expertise, and authoring articles published in peer-reviewed scientific journals. RTI is proud to be an EEO/AA employer M/F/D/V. Please submit resume online at <http://www.rti.org>. For more information, contact Sheila Knight, Research Triangle Institute, P.O. Box 12194, Research Triangle Park, NC 27709, sknight@rti.org.

Temple Univ.'s Institute for Survey Research has openings for **Field Administrators** and **Senior Field Administrators** who will work out of offices on the Philadelphia campus. Both Field Administrators and Senior Field Administrators recruit, hire, train, and manage field coordinators, interviewers, telephone interviewers, and supervisors to collect data on survey projects. These positions require directly related survey research, administrative, and computer-assisted interviewing experience. Computer skills, including word processing, database management, and basic spreadsheet functions also are required, as are strong verbal communication skills. Responsibilities include tracking study progress, precise record keeping, and writing instruction manuals, memos, and end-of-study reports. A generous benefit package including 403b and tuition remission is available. Please respond to peter@temss2.isr.temple.edu with a resume and cover letter.

The Center for Survey Research (CSR), Univ. of Massachusetts Boston, has an opening for a **Senior Research Fellow**. CSR is looking for applicants with special interest in methodological aspects of survey research (e.g. sampling, question design and evaluation, Web-based surveys, computer-assisted data collection), and/or new analytic techniques (e.g. multi-level statistical analysis, analysis of longitudinal data, nonresponse bias). A successful applicant must have a Ph.D. in a social science, demonstrated analytic skills, and an ability to develop funding for her/his own research interests. Considerable experience with large-scale probability sample survey projects is essential. CSR offers a competitive calendar-year salary commensurate with experience. Application review will begin immediately 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. Affirmative Action/Equal Employment Opportunity Employer.

NORC at the University of Chicago is interested in considering new and experienced **Researchers, Statisti-**

cians, Study Directors, and IT Staff to work on important nationwide studies. Visit the Web site at www.norc.org/careers for an updated listing of employment opportunities, or send letter of interest and resume to norc-recruiter@norcmail.uchicago.edu. NORC is an equal opportunity employer that values diversity in its workplace.

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