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NEWSLETTER FROM THE SURVEY RESEARCH LABORATORY
COLLEGE OF URBAN PLANNING AND PUBLIC AFFAIRS UNIVERSITY OF ILLINOIS AT CHICAGO

Personality Type as a Predictor of Interviewer Performance

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The success of any research center is based, in part, on the quality of the interviewing staff and their data collection efforts, but little is known about the personality traits of a good telephone interviewer. We sought to identify the predominant personality types of interviewers employed with the Center for Opinion Research at Millersville University and determine which, if any, perform best and are associated with job satisfaction.

The Myers-Briggs Type Indicator (MBTI) is a psychometric instrument that identifies strength of preference between two contrasting tendencies on four distinct psychological scales. It is the most widely used instrument for understanding normal personality differences and has been used for a variety of purposes, such as self-understanding and development, career development and exploration, relationship counseling, education and curriculum development, and diversity and multicultural training (Myers, 1998). Many studies have shown that people with certain type preferences are attracted to particular jobs.

The MBTI's four dimensions address how people draw and direct their energy, how they perceive or take in information, how they make decisions, and how they order their daily lives. The first scale, extroversion versus introversion (E-I), describes the dominant focus of one's energy and attention. People who prefer extroversion are more oriented to the outer world and draw energy from it. Those tending toward introversion focus more on their own inner world of ideas and experiences.

The second scale, sensing versus intuition (S-N), describes different ways that we perceive or acquire knowledge. People with a sensing preference attend closely to information that comes in through their senses and focus on what is going on around them. Those who prefer intuition like to take in information by seeing the big picture, relying on indirect sources of information, such as hunches or insights. They are future-oriented and focus on theory and abstract concepts.

The thinking versus feeling (T-F) scale represents how we make decisions. "Thinkers" base decisions on objective facts and are analytical and logical in their problem-solving approach. "Feelers," on the other hand, tend to consider what is important to them and to other people when making decisions.

The final scale, judging versus perceiving (J-P), indicates a person's orientation towards the outer world. People who prefer the judging process tend to live in a planned, orderly way. Those who prefer the perceiving process tend to choose a more flexible, spontaneous lifestyle that allows them to stay open to experience and last-minute options.

The theory assumes that individuals use all eight mental processes (extroversion-introversion, sensing-intuition, thinking-feeling, judging-perceiving) to some extent; however, everyone has a natural preference for one of the two opposites on each of the four dimensions. The resulting 16 psychological styles or personality types are all considered normal and healthy. The different types simply describe different kinds of people who are interested in different things and drawn to different fields. Although many caution about the use of the MBTI as a predictor of work place success (Kerth, Coplien, & Weinberg, 1998), research does suggest that when the personality style of a person is analogous to the nature of a career or job, productivity is high and satisfaction is evident (Rowe & Waters, 1992).

Method

The Center for Opinion Research at Millersville University employs over 100 telephone interviewers, all University undergraduate students. A total of 96 interviewing staff participated in this study, ranging in age from 18 to 30 years (Mean=20.2). Respondents represented a range of racial and ethnic backgrounds: white (70%), black (16%), Asian or Pacific Islander (10%), and other (4%). Most (67%) were female. Participants had been employed with

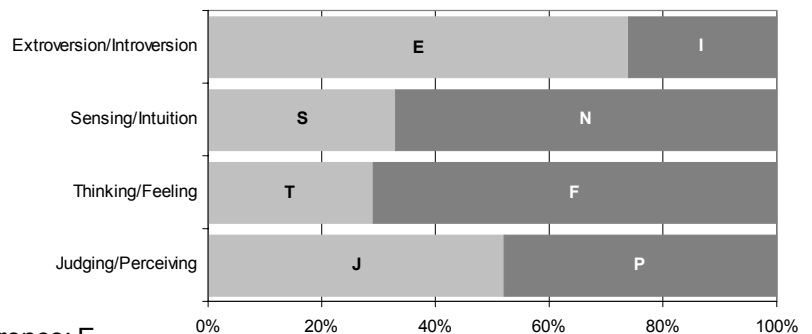
the Center for an average of 10 months (from 1 to 48 months) and were pursuing education in a variety of majors, including communications (15%), political science (10%), psychology (10%), and English (8%), among others. Their average GPA was 3.0.

Participants completed the Myers-Briggs Type Indicator (Form M), a job satisfaction survey, and a brief demographic intake form:

- The MBTI was used to determine personality type. Form M contains 93 items, all offering choices between the poles of the same preference: E or I, S or N, T or F, J or P. MBTI scoring generates four preference scores, consisting of a letter to denote the direction of preference and a number to show the consistency of the preference. Preference scores are combined to indicate one of 16 personality types (Myers & McCaulley, 1985).
- The Job Satisfaction Survey included 21 statements describing various aspects of job satisfaction, supervisor performance, and the general working environment. Participants rated their level of agreement with each statement using a scale from one to five (1="strongly agree," 5="strongly disagree"). Some examples of the job satisfaction items include "In general, I am satisfied with my job," "I feel a sense of accomplishment when I complete a survey," "I feel bad to be disturbing people when I am making calls," and "I have the information and training to do my job effectively."
- The demographic intake form collected basic information including age, gender, racial background, year in school, and major.

Work performance was measured by calculating the following ratios: refusals per completes, completes per hour, refusals per hour, and calls initiated per hour. These ratios were obtained for each interviewer who participated in the study for two survey projects completed during the data collection period. Both surveys were administered

Figure 1. Distribution of Interviewer Scores on Each MBTI Scale.



statewide to adult respondents; however, one was RDD and the other was list-assisted. A subjective measure of work performance also was included: Center staff rated each interviewer on a 3-point performance scale: above average, average, and below average. This rating took into account a variety of factors, such as quality of interviewing, probing and coding skills, attitude, dependability, and punctuality. This rating scale was consistent with other quantitative indicators of interviewer performance.

Results

Predominant personality type. The distribution of types and preferences for the Center's interviewing staff are shown in Figures 1 and 2. About three-quarters (74%) are Es; two-thirds (67%) are Ns; seven in ten (71%) are Fs; and there are slightly more Js (52%) than Ps (48%).

Personality types associated with job performance. A chi-square analysis revealed no differences between three of the four dichotomous preferences and subjective performance. The one exception was the thinking-feeling dichotomy: the work performance of "thinkers" was more likely to be rated "below average" than was that of "feelers" ($\chi^2 (2, N=82) = 8.38, p < .05$).

Table 1. Relationship Between Dichotomous Preferences and Objective Work Performance

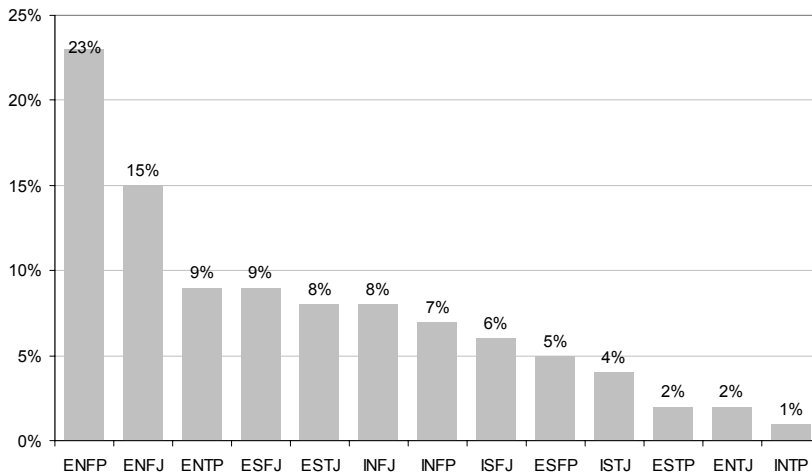
	RDD		List-Assisted	
	Completes/Hr	Refusals/Hr	Completes/Hr	Refusals/Hr
Extroversion	eta = .003	eta = -.169	eta = .013	eta = .135
Introversion	-0.01	0.05	0.27	0.05
Sensing	eta = .202	eta = .144	eta = .282	eta = .047
Intuition	0.23	-0.00	0.72	-0.05
Thinking	-0.02	-0.24	0.25	-0.24
Feeling	eta = .008	eta = .010	eta = .190	eta = .103
Perceiving	-0.06	-0.06	0.67	-0.27
Judging	-0.05	-0.08	0.24	-0.01
Perceiving	eta = .203	eta = .080	eta = .301	eta = .218
Introversion	0.15	0.00	0.45	-0.23
Extroversion	-0.30	-0.14	-0.14	0.21

Analysis of variance (ANOVA) found no significant differences between dichotomous preferences and objective work performance, which is probably the result of relatively small sample sizes. However, relationships are apparent when looking at eta scores. Table 1 illustrates that those who prefer sensing tend to complete more interviews per hour than do those more oriented toward intuition, and Js complete more interviews per hour than Ps. Also, introverts have lower refusal rates than do extroverts.

Furthermore, these relationships appear to strengthen when dichotomous preferences are paired together (data not shown).

E/I – S/N Combination. Results suggest that extroverted, sensing types (ES) complete more

Figure 2. Distribution of Interviewer MBTI Personality Types.



interviews per hour than introverted, sensing types (IS), introverted, intuitive types (IN), or extroverted, intuitive types (EN). Interestingly, ISs performed better (i.e., higher rates of completions and lower refusal rates) on the list-assisted survey than on the RDD survey.

E/I - J/P Combination. Decisive extroverts (EJ) complete more interviews per hour than do their introverted peers (IJ), adaptable introverts (IP), and adaptable extroverts (EP). IJs outperform all other E/I-J/P combinations on list-assisted surveys. These interviewers have the highest number of completes and the fewest number of refusals per hour compared to the other E/I-J/P combinations.

S/N - J/P Combination. Realistic decision-makers (SJ) have a higher completion rate than all other S/N-J/P combinations. In addition, adaptable realists (SP) appear to have lower refusal rates than realistic decision-makers (SJ), adaptable innovators (NP), or visionary decision-makers (NJ). However, this relationship is weak.

Although sample sizes are small, it is worth noting that when comparing the sixteen four-letter MBTI personality types with objective work performance, eta scores increase considerably. ESFJs show the most consistent performance in number of completed interviews, while INFJs have the most consistent performance in refusal rates.

Personality types associated with job satisfaction.

Four job satisfaction survey items were combined to create an overall satisfaction score: "In general, I am satisfied with my job;" "In general, I like working here;" "I

feel appreciated for the work I do;" and "I would recommend this job to my friends and fellow students."

Analysis of variance revealed one significant difference between dichotomous preferences and job satisfaction. Ss reported significantly higher job satisfaction than Ns ($F(2) = 4.25, p < .05$). No significant differences were found when combinations were paired; however, relationships do appear when reviewing eta scores. As Table 2 illustrates, ESs expressed more job satisfaction than ISs, INs, or ENs. STs reported higher job satisfaction than did SFs, NFs, or NTs. SPs and SJs are more satisfied than NPs or NJs. Finally, when considering the extroversion-introversion/judging-perceiving pairs, IPs were least satisfied.

Conclusion

Sample size limitations notwithstanding, our research does suggest that personality type may be associated with interviewer success and satisfaction. We consistently found that extroverted, sensing interviewers performed best and were most satisfied. We believe that these interviewers are more suited to the demands of interviewing, since they enjoy interacting with people, develop ideas through discussion with others, and are focused on immediate, practical tasks. As a result, they perform better and are more satisfied.

Table 2. Relationship Between Pairs and Job Satisfaction.

Pair Combination	Overall Satisfaction
	eta = .287
I S	1.67
I N	1.92
E S	1.37
E N	1.79
	eta = .231
I J	1.69
I P	2.25
E P	1.70
E J	1.62
	eta = .276
S T	1.31
S F	1.52
N F	1.83
N T	1.78
	eta = .269
S J	1.46
S P	1.40
N P	1.86
N J	1.80
	eta = .195
T J	1.38
T P	1.86
F P	1.74
F J	1.75

Another key finding is that introverts generally performed better on list-assisted surveys than on RDD surveys. Introverts may be more comfortable approaching identified respondents than trying to identify proper respondents themselves. From the perspective of the organization it makes sense that these interviewers may perform better if they are scheduled for list-assisted surveys or are permitted to callback appointments when a proper respondent has been identified.

It seems likely that continued research on interviewer personality type will help us better understand interviewer performance. We suspect that knowledge of personality type will be best used for improving interviewer performance by adapting training processes to recognize the strengths and

weaknesses of each interviewer type, not by excluding certain types. In the future, training procedures can be developed to equip interviewers of differing types with the tools each needs to be more effective and more satisfied.

References

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This article is based on a poster presented at the 58th Annual AAPOR Conference in Nashville in May 2003.



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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Grand Canyon State Poll. This biannual statewide RDD CATI survey was conducted in October 2003 ($n=600$). Topics included forest health, gay marriage, health problems related to obesity and non-nutritious foods, and political approval ratings. *Director:* Fred Solop.

Forest Restoration Training Survey. A survey of land managers who work with ponderosa pine ecosystems was conducted by telephone and mail on behalf of Northern Arizona Univ.'s Ecological Restoration Institute. Respondents from a wide range of government organizations were asked about their experience, needs, and opinions relating to classroom-based and Web-based training programs. *Director:* Fred Solop.

Chena River State Recreation Area User Survey.

This RDD CATI survey of Fairbanks, Alaska, residents was conducted for the National Park Service and the Univ. of Washington. Respondents were asked about the effect of military overflights on their use and experience of the Chena River Recreation Area. *Director:* Fred Solop.

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After the JD (AJD). In April 2003, NORC completed data collection for Phase I of this longitudinal study of the career patterns of recent law graduates. AJD is following 2 cohorts of attorneys 2 years, 5 years, and 10 years after their admission to the bar. NORC located all potential study participants then mailed them questionnaires. Telephone interview staff attempted to complete a shorter version of the questionnaire with those who did not respond by mail. *Project Director:* Michael Reynolds.

Drug Use and Crime (The Woodlawn Study). In September 2003, NORC completed data collection for the Mid-Life Interview round of The Woodlawn Study. This study is a follow-up of a cohort of first-graders who lived in Chicago's Woodlawn neighborhood during the mid-1960s. During this round, NORC conducted face-to-face and telephone interviews with approximately 1,100 of the original respondents, all of whom are now in their early 40s. *Principal Investigator:* Margaret Ensminger (Bloomberg School of Public Health, The Johns Hopkins Univ.), *Project Director:* Ellen Kaplowitz.

National Longitudinal Study of Youth 1997. This study addresses key questions about the academic, social, and economic experiences of the largest generation of Americans since the WW II "baby boom." The survey examines issues surrounding youth entry into the workforce and subsequent transitions in and out of it. The 1997 cohort consists of 8,984 youth who were 12–16 years old on December 31, 1996. NORC first interviewed the sample members in 1997 and conducts follow-up interviews annually. In June, NORC and its subcontractor, the Center for Human Resource Research (CHRR)/The Ohio State Univ. (OSU), completed Round 6 of data collection. Interviews employ both CAPI and A-CASI technology. *CHRR/OSU Principal Investigator:* Randall Olsen, *NORC Project Director:* Kymn Kochanek.

Best Hospitals Survey. Conducted for *U.S. News & World Report*, this annual survey asked physicians to rank the importance of different variables that could be used to measure quality of care in hospitals and to name the “best” hospitals in their particular specialty areas. These ratings were used to construct an Index of Hospital Quality, which summarized the quality-of-care performance of all tertiary-level hospitals in the U.S. Data collection occurred primarily through self-administered questionnaires. NORC also developed a Web-based version of the questionnaire made available to sampled physicians for completion via the Internet. *Project Director:* Colm O’Muircheartaigh.

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Evaluation of Statewide Smoking Cessation Program Dissemination. To assess the effects of a smoking cessation program offered at public health clinics throughout Illinois, SRL is conducting baseline and 6-month follow-up telephone interviews with participants. Potential respondents, all of whom are female smokers of childbearing age, are being recruited by participating clinics. Baseline interviews began in March 2002, with follow-ups commencing in October 2002, and data collection will be completed at the end of 2003. Additionally, SRL conducted interviews with 674 women from another sample from July 2001 through October 2002. *Principal Investigator:* Clara Manfredi (Health Research and Policy Centers, School of Public Health, Univ. of Illinois at Chicago), *Project Coordinator:* Isabel Farrar.

Illinois Substance Use Treatment Needs Assessment. From January through August 2003, SRL conducted CATI interviews with 4,155 Illinois residents age 16 and older. The interviews were conducted to provide alcohol and drug use prevalence estimates and to estimate the need for substance abuse treatment in Illinois. The study also examined substance use and treatment need among a number of special populations, including the physically disabled, those with mental disorders, those with experience with homelessness, victims of domestic violence, and problem gamblers. *Principal Investigators:* Timothy Johnson (SRL) and Lillian Pickup (Illinois Office of Alcoholism and Substance Abuse), *Project Coordinators:* Christine Orland and David Schipani.

National League of Cities Survey. The 309 city managers who responded to this survey provided information on their cities’ recent and projected rev-

enues, spending, and needs. SRL entered the data and created a data set for the client. *Principal Investigator:* Christopher Hoene (National League of Cities), *Project Coordinator:* Jennifer Parsons.

Health Behaviors in Greater Lawn, 2003. This study sought to assess the general health of residents of the Greater Lawn area of Chicago and compare their health to that of a control group of residents of Aurora, Illinois, using an instrument based on the BRFSS questionnaire. During summer 2003, SRL conducted CATI interviews with 256 Greater Lawn residents and 210 Aurora residents, as well as 242 parents from a list of parents with children enrolled in Greater Lawn schools. *Principal Investigator:* Susan Levy (Health Research and Policy Centers, Univ. of Illinois at Chicago), *Project Coordinator:* Liz Clary.

Hospital Choice and Use Among African Americans. The purpose of this study is to identify the reasons that underlie the hospital preferences of a sample of African Americans living in a small community served by 2 regional medical facilities. Historically, it has been said that minorities in the area favor one of the 2 hospitals over the other. Therefore, another goal of the study is to discover what, if any, factors contribute to the perception that one facility maintains an atmosphere that is more user-friendly and welcoming of minorities than the other. Focus groups have been conducted, and respondents were asked to discuss what influences their hospital preferences and what characteristics make a medical facility inviting. Results are being used to develop a short paper-and-pencil questionnaire that will address these same issues. The questionnaire will be administered at social service and community agencies and neighborhood health clinics in the area. *Principal Investi-*

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.

gator: Robert Cranston (Carle Foundation Hospital),
Project Coordinator: Jane Burris.

Illinois Smoker Survey, 2003. The purpose of this CATI study was to evaluate the effectiveness of the Illinois Tobacco Quitline, which is staffed by health professionals and provides information on a variety of smoking-related issues. The 598 respondents had called the Quitline in the preceding year and were asked about the Quitline overall, the counselors, the materials, and their own smoking behaviors. Interviews were conducted during July and August, and VA callers were oversampled. SRL conducted a similar study of Quitline callers during 2002. *Principal Investigator*: Tom O'Rourke (Dept. of Community Health, Univ. of Illinois at Urbana-Champaign), *Project Coordinators*: Jennifer Parsons and Jill Ronco.

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Racial Profiling Survey. Approximately 2,000 CATI interviews of adult drivers in the Kansas City metropolitan area will be completed by January 2004 with funding from the National Science Foundation. Respondents are being asked about driving habits and experiences. The survey is oversampling African-American drivers. *Principal Investigators*: Charles Epp, Don Haider-Markel, and Steven Maynard-Moody.

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T-ACASI Youth Smoking Experiment. A probability sample of Massachusetts youth age 12–17 have been randomly assigned to either CATI interviews ($n=2,800$) or T-ACASI interviews ($n=1,000$) to determine whether reporting of smoking behavior will be higher under the more private T-ACASI condition. This research is being funded by the National Cancer Institute. *Principal Investigator and Project Coordinator*: Lois Biener.

Medical Errors. This is the second of 3 surveys conducted under an AHRQ grant to the Massachusetts Div. of Public Health. The telephone survey of recently discharged hospital patients elicits feedback on the care and treatment they received during a particular hospital stay. Using language that deliberately avoids medical error jargon, patients from 20 randomly selected Massachusetts hospitals are being asked how medications, surgical procedures, and special diagnostic tests were handled during their stay. All responses that reveal the potential existence of medical errors are being pursued through additional queries that explore the breadth and depth of any difficulties experienced by the patient. Questions also are asked about the hospital's response to mistakes. Approximately 3,000 interviews will be conducted in the spring of 2004. *Study Director*: Brian Clarridge.

Cultural Competence Among Medical Residents.

With funds from the California Endowment and the Commonwealth Fund and led by a team of researchers at the Massachusetts General Hospital, CSR is engaged in a mail survey with telephone follow-up of a nationally representative sample of 3,500 medical residents. The goal of the study is to gather information on the effort expended to teach residents how best to serve diverse patient populations in a multicultural society. Residents are asked about their sense of preparedness, as well as how much hands-on experience they received during residency while serving patients from different cultures. The study is being conducted with 5 prize drawings of \$1,000 each as incentives. CSR expects 2,200 responses. *Study Director*: Brian Clarridge.

Academic/Industry Relationships: Human Clinical

Trials. This study explores the tensions inherent in the creation of human clinical trial agreements between the research offices at academic health centers and their industrial and governmental counterparts who fund the trials. Paramount among the many issues being studied is the degree to which academic research standards are upheld in the face of pressures to cede various controls to the trial sponsors. Multi-center vs. single site, initiated vs. investigator-initiated, and funding source (industry, government, foundation) are some of the key structural dimensions thought to affect the process of creating clinical trial agreements. Competition among research centers for funding is among the main influences examined for its effect on the process. Samples of 125 research administrators (one for each academic health center) and 2,400 faculty clinical trial investigators will be mailed questionnaires in early 2004. Telephone follow-up calls will be made to encourage response. The study is funded by the NIH and is led by researchers at the Harvard School of Public Health. *Study Director*: Brian Clarridge.

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Marketing Opportunities in the Shellfish Industry.

With funding from the SouthEastern Massachusetts Aquaculture Center, approximately 300 telephone interviews were conducted in the spring of 2003. Respondents were asked about their consumption and knowledge of shellfish and their buying behavior and attitudes regarding farmed clam consumption both at home and in restaurants. *Principal Investigators:* Ava Lescault, Stephanie O'Brien, and Nora Ganim Barnes; *Project Director:* Nora Ganim Barnes.

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Detroit Arab American Study. With funding from the Russell Sage and Mellon Foundations, SRC conducted 1,000 face-to-face interviews with Arab-American and Chaldean respondents in the greater Detroit area. Topics included experiences since 9/11, social trust, confidence in institutions, intercultural relationships, local social capital, attachment to transnational communities, and community needs. This study provides data for scholars of ethnic dispersion, American immigration, social capital, and cultural contact, as well as for Arab-American communities and state/local governments. *Principal Investigators:* Wayne Baker and Ronald Stockton, *Project Manager:* Barbara Ward, *Survey Manager:* Jenny Bandyk.

Outpatient Substance Abuse Treatment Study. SRC expects to conduct 1,100 telephone interviews with the administrators/directors of 550 outpatient substance abuse treatment units regarding client use of services, dominant treatment technologies used by various programs, organizational/community relationships to programs, and how those relationships influence the type and quality of service offered. Study objectives include clearer understanding of client characteristics, organizational/community contexts, and treatment strategies. The study is being sponsored by the National Institute on Drug Abuse. *Principal Investigators:* Tom D'Aunno and Jeff Alexander, *Project Director:* ZoAnne Blackburn, *Survey Manager:* Tony Romanowski.

Instructional Improvement Study. Supported by the Dept. of Education, the National Science Foundation, and private funders, this 4-year longitudinal study in 120 public elementary schools ends this 2003–04 school year. SRC will have finished approximately 5,000 student assessments in language, arts, and math; collected 40,000 teacher reading and math instructional logs; conducted 1,000 telephone interviews with parents; and collected 4,300 instructional staff self-administered questionnaires. These data provide a comprehensive picture of the school improvement process. *Principal Investigators:* Deborah Ball, David Cohen, and Brian Rowen; *Project Director:* Lesli Scott; *Survey Manager:* Meredith House.

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Regional Survey to Assess Racism. The Saint Paul Foundation commissioned an RDD CATI survey of about 800 adults in a 3-county metro area from May to October 2003. The instrument covers attitudes toward and experiences with racism and strategies for eradicating it. Results will be combined with qualitative research on the same topics. The study included oversampling for 5 racial groups. *Principal Investigator:* Alexandra Pierce, *Survey Coordinator:* Dan Swanson.

Metro Trend Study. A CATI survey conducted every 2 years for Wilder's Metro Trend Watch, this study asked 1,000 adults how the Twin Cities metro region is doing with regard to children's health and development, school success, affordable housing, economic opportunities, and safety from crime. Sampling included random-digit-dial, with quotas for 7 counties and 2 major cities, and oversampling for low-income neighborhoods. *Principal Investigator:* Dan Mueller, *Survey Coordinator:* Lue Thao.

Neighborhood Violence Prevention. This CATI survey of 300 adults in the West Seventh neighborhood of St. Paul covered crime, safety, violence, and awareness of Partners for Violence Prevention activities. The sampling method involved random dialing of listed numbers in the target neighborhood. The results are being used by Partners for Violence Prevention for evaluation and planning. *Principal Investigator:* Dan Mueller, *Survey Coordinator:* Swati Deo.

Report Card on Environmental Literacy. To measure knowledge, attitudes, and behavior regarding environmental issues, the Center conducted an RDD CATI survey of about 1,000 adults throughout Minnesota. This

survey replicated a 2002 baseline study by Wilder Research Center for the Hamline Univ. Center for Global Environmental Education and Minnesota's Office of Environmental Assistance. *Principal Investigator:* Craig Helmstetter, *Survey Coordinator:* Cheryl Bourgeois.

Personal Care Attendants. Continuing until February 2004, this CATI survey of about 450 people who receive services from personal care attendants will aid the Minnesota Dept. of Human Services in its quality assurance planning. About 6,000 disabled, chronically ill, or injured Minnesotans receive help with their basic daily routines from a personal care attendant. The interview will be done in English, Hmong, and possibly Somali or other languages. *Principal Investigator:* Cara Bailey, *Survey Coordinator:* Dan Swanson.

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Baby Boomers Retirement Survey. This telephone survey was sponsored by the Minnesota Dept. of Human Services. A total of 587 RDD CATI interviews were completed with households in Minnesota with a household member born from 1946–1964. The goal of the project was to learn about attitudes and concerns related to retirement planning. *Project Manager:* Diana Rickert, *Study Director:* Rossana Armson.

Parent Involvement in Kindergarten and Third Grade Education. The main purpose of this mail survey was to investigate whether participation in Early Childhood Family Education (ECFE) programs makes a difference in what parents do to support their children's learning. A total of 1,236 kindergarten parents and 1,169 third grade parents returned questionnaires during the data collection period. The survey was sponsored by 13 Minnesota school district ECFE programs with supplemental funding from the Minnesota Dept. of Education. *Project Manager:* Diana Rickert, *Study Director:* Rossana Armson.

Independent Living Needs Assessment Survey. Completed in July 2003, this RDD CATI survey was funded by the Minnesota Dept. of Economic Security. Interviews were completed with 267 Minnesota residents who are 16 or older and have a disability. The main goal of the study was to gather information about needs for independent living. In addition, suggestions were sought about how services for persons with disabilities might be improved with regard to the amount of information provided, the number of options available, and the role of

users in making decisions about specific types of assistance. *Project Director:* Pam Jones.

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Fire Fighter Fatality Investigation and Prevention Program (FFFIPP). Sponsored by the CDC, this study involves survey mailings to 7,200 fire department captains, safety officers, and training officers regarding use of FFFIPP information products; 2,000 fire department officers for follow-up information; and 2,500 frontline fire fighters for information about training, safety, and health issues. Planning began this fall, and interviewing will begin in 2004. *Project Director:* Kristina Ahlén.

Tremolite Asbestos Registry. Sponsored by the Agency for Toxic Substances and Disease Registry, this study will develop a registry of those who were exposed to tremolite asbestos from a vermiculite mine in Libby, Montana, in order to identify risks for adverse health outcomes. RTI will locate and conduct CATI interviews with 3,600 workers during 2004. Respondents' reports of abnormalities will be verified through medical records checks. Death certificate data also will be captured. *Project Director:* Kristina Ahlén.

Comparative Systems Study. This cross-national comparison of interagency coordination between public health and law enforcement agencies was funded by the National Institute of Justice under the working title *Research on Terrorism*. The study evaluates interagency coordination during preparation and response activities related to terrorism by comparing Canada, the United Kingdom, and the U.S. using data from public records and telephone interviews. *Principal Investigators:* Joe Eyerman and Kevin Strom.

OHIO

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The Greater Cincinnati Survey. This is a semiannual omnibus survey of Cincinnati-area residents on public knowledge, attitudes, and behavior, and is funded by multiple agencies and organizations. The fall 2002 sur-

vey was conducted in November and December and consisted of RDD CATI interviews with 1,579 adults living in the 8-county Greater Cincinnati region. Topics included parks and recreation, solid waste, law enforcement and public safety, public services, waste management, air quality, philanthropic activities, tourist attractions, and local universities. In spring 2003, 1,565 adults from this same region were interviewed about health issues, law enforcement and public safety, tax assistance, and tourism. *Principal Investigators:* Kim Downing, Eric Rademacher, Thomas Shaw, and Al Tuchfarber.

The Ohio Poll. The Ohio Poll is a periodic RDD CATI survey. The February ($n=843$), April ($n=840$), and September ($n=809$) 2003 Polls asked Ohio adults about the most important problem facing Ohio and the nation, consumer confidence, presidential approval in general and regarding foreign affairs and economics, gubernatorial approval, approval of U.S. Senators, organ donation, state budget issues, recycling, and roads and highways. Registered voters also were asked about their preferences in elections for Ohio statewide offices and their preferences in 2004 presidential trial heats. *Co-directors:* Kim Downing and Eric Rademacher.

OREGON

Oregon Survey Research Laboratory (OSRL) University of Oregon

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Oregon Dept. of Transportation (ODOT) Project Communications Survey. In March 2003, OSRL completed 1,204 RDD CATI interviews with Oregon residents to determine their perceptions of ODOT's funding and safety priorities, road/highway/bridge improvements, ODOT's Web site, Driver and Motor Vehicle Services, and methods of providing travel and road construction information. The results will be used to help ODOT plan for the future. *Project Directors:* Robert Choquette and Dan Burghart.

Univ. of Oregon (UO) Duck Athletic Fund Survey. OSRL completed 305 CATI interviews (random from list) for the UO Athletics Dept. in March. The survey asked Duck Athletic Fund individual donors about the benefits they receive, customer service, communications, goducks.com Web site features, and seating and parking policies for football and basketball games. Postcards were sent to donors who did not complete a telephone interview (including businesses), inviting them to complete an online questionnaire, which 466 did. *Project Director:* Tony Silvaggio.

Post-Occupancy Surveys. OSRL conducted a list survey for Univ. of Oregon Campus Operations in March, interviewing 370 students and 20 professors who had classes in 2 renovated classrooms. Questions addressed light, air, temperature, noise, equipment, and furniture comfort. In June, OSRL interviewed 304 students and 9 professors who had classes in another renovated classroom. The results will be used to determine if the upgrades meet the needs of students and faculty. *Project Director:* Dan Burghart.

Health Center Annual Survey 2003. OSRL completed 404 CATI interviews (random from list) in May with currently-enrolled Univ. of Oregon students to obtain valid and reliable information about their general physical and mental health; health concerns; stress; exercise; use of tobacco, alcohol, and illegal drugs; safety; sexuality; suicide; and Health Center use. The Health Center uses the survey data to improve its services to students. *Project Director:* Dan Burghart.

Alternative Education Schools, Programs, and Practices. OSRL conducted a confidential census of 215 alternative education schools and programs in Oregon for the Univ. of Oregon's College of Education. The study's purpose was to find out how these programs serve at-risk middle school and high school students. Respondents chose to complete either a telephone interview or a mail-back questionnaire. Between November 2002 and August 2003, OSRL received 184 mail questionnaires and completed 31 CATI interviews. *Project Director:* Juyeon Son.

PATRONS

- Abt Associates, Inc.
- American Association for Public Opinion Research
- Center for Survey Statistics and Methodology, Iowa State University
- 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
- Opinion Research Corporation
- Research Triangle Institute
- Survey Research Center, University of Michigan
- Survey Research Laboratory, University of Illinois at Chicago
- Westat

PENNSYLVANIA

Institute for Survey Research (ISR) Temple University

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Young Adult Survey. ISR is tracking and attempting to interview 2,500 adults in their early 20s ten years after their previous interview. Respondents are the offspring of participants of a study that began in 1971. The data will be used to study intergenerational transmission of patterns of drug abuse and other deviant adaptations to stress for a second generation. *Principal Investigator:* Howard Kaplan (Texas A & M Univ.), *Study Director:* Ellin Spector.

Twin-Family Study of Health Behaviors, Time 2. NIH and NIAAA funded this national follow-up CATI study of 14- through 30-year old offspring of male twins. As before, the research examines the separate and interacting contributions of genetic and environmental influences to the transmission of alcoholism from parents to offspring and explores the development of health behaviors. Approximately 850 respondents will complete the interview that focuses on behavioral changes during the past 2 years. *Principal Investigators:* Theodore Jacob (Palo Alto VA Medical Center) and William True (St. Louis Univ.), *Study Director:* Ellin Spector.

Memory and the Hippocampus in Vietnam Twins with PTSD. Starting in fall of 2003 and continuing for 3 years, ISR will recruit approximately 100 male twin pairs to participate in this project funded by the Dept. of Veterans Affairs Research Service. The study design requires that both members of a twin pair travel to Atlanta for 2 days of testing that includes a physical exam and a psychiatric evaluation. Travel expenses will be covered, and twins will receive compensation for their time. *Principal Investigator:* J. Douglas Bremner (Emory Univ. School of Medicine), *Study Director:* Ellin Spector.

2003 Philadelphia Area Survey/Pennsylvania Life Study. Sponsored by Temple Univ. in conjunction with the William Penn Foundation, this study seeks to produce reliable and accurate information on issues related to quality of life in the Philadelphia region, and, where possible, to determine the extent to which public perceptions correspond to actual conditions in these areas. This study further seeks to establish benchmark measures against which future data can be compared to assess change in key measures and the citizenry's perceptions of quality of life. ISR will conduct interviews with 1,500 heads of households—1,000 in the Philadelphia 9-county metropolitan region and 500 across Pennsylvania. Respondents will be asked about housing choices,

neighbors and neighborhoods, public services, employment, and community relations and involvement. *Study Director:* Leonard LoSciuto.

TEXAS

Center for Community Research and Development (CCRD) Baylor University

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Hillcrest Survey 2003. This CATI study surveyed 1,000 adult McLennan County, Texas, residents about hospital preference, clinic visitation, and quality of health care. *Directors:* Larry Lyon and Tillman Rodabough; *Project Manager:* Debbie Marable; *Coordinators:* Lacey Wiggins and James Parker.

Houston Profile Project 2003. CCRD completed a CATI survey of 2,000 households in the greater Houston area, addressing religiosity and demographic information. *Directors:* Larry Lyon, Tillman Rodabough, Carson Mencken, and Robin Driskell; *Project Manager:* Debbie Marable; *Coordinators:* James Parker and Lacey Wiggins.

VIRGINIA

Center for Survey Research (CSR) University of Virginia

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2003 Rappahannock-Rapidan Regional Labor Force Survey and 2003 Northern Shenandoah Valley Regional Work Force Survey. These telephone surveys of 2,413 households in 2 planning districts in northern Virginia were done in the spring and examined the characteristics of the labor force, with particular emphasis on residents who commute to work outside the region. *Project Director:* Tom Guterbock, *Project Coordinator:* Janneta Lun.

Citizen Satisfaction Survey. For the 11th consecutive year, CSR conducted a citizen satisfaction survey for the County of Prince William, Virginia. This survey is a measure of residents' perception of overall quality of life as well as an assessment of satisfaction with services provided by the county. Telephone interviews with 1,484 residents were done in May and June. *Project Director:* Tom Guterbock, *Project Coordinator:* Monnica Williams.

Virginia Dept. of Motor Vehicles (DMV) Customer Satisfaction Survey. The 7th annual survey measuring customer satisfaction with services was conducted by CSR for the Virginia DMV. This was a CATI survey of 1,200 Virginia adults who had contacted the DMV during the past year. A methodological experiment comparing the efficiency and cost effectiveness of RDD and directory listed samples that was begun in 2002 was replicated in this year's study. *Project Director:* Tom Guterbock, *Project Coordinator:* Monnica Williams.

WASHINGTON

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Washington State University

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Bellevue Community College Alumni Survey. A short telephone instrument was administered to 136 recent graduates from the college to assess the quality of the programs, experiences, and training provided by the college. *Principal Investigator and Study Director:* Ashley Grosse.

Needs Assessment for a Master's Degree in Disaster Management. Sponsored by Washington State Univ.'s Extended Univ. Services, SESRC designed and conducted interviews and focus groups with emergency professionals in the state of Washington. The main purpose of the interviews was to assess their need of and interest in earning an advanced degree in disaster management via on-line courses. *Principal Investigator and Study Director:* Ashley Grosse.

Social Interaction Among Residents of NewHolly Community. This data set consists of 105 completed telephone interviews, distributed equally among English-speaking residents of the 3 NewHolly housing types, with 35 from market-rate homeowners, 35 from tax-credit renters, and 35 from public housing residents. The telephone interview script included questions on interactions and relationships among residents, use of facilities and involvement in activities, and perceptions of safety and quality of life in NewHolly. *Principal Investigator and Study Director:* Dretha Phillips.

Washington State Financial Literacy Survey. Sponsored by the Dept. of Financial Institutions, this study consisted of 862 telephone interviews with residents who had mortgages with a named mortgage lender, and 499 RDD interviews with households in Washington State. The study assessed respondents'

financial literacy, financial behavior, lender selection behavior, borrowing, denied credit, home ownership, and mortgage loan characteristics. *Principal Investigator:* Danna Moore, *Study Director:* Marion Landry.

Animal Health Practices on Dairy Farms. This mail survey sponsored by the Tacoma Pierce Health Dept. elicited information about the health practices followed on Washington dairy farms. Questionnaire topics included the types of antibiotics used in different situations, vaccinations administered, health practices followed, and opinions on different health practices, as well as demographics of the farm and of the operator or manager. SESRC received 381 completed questionnaires. *Principal Investigator:* Danna Moore, *Study Director:* Jolyn Persons.

CANADA

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New Brunswick Social Capital Survey. This survey measured the political and social attitudes of New Brunswick residents, as well as their interest and involvement in various civic and political activities. The research also tested the validity of traditional myths about New Brunswick society and explored the nature of Anglophone/Francophone relations in the province. Between July and September 2003, ISR conducted approximately 1,000 CATI interviews in both English and French. Funding came from the Social Sciences and Humanities Research Council of Canada. *Principal Investigators:* Don Desserud, Joanna Everitt, and Paul Howe (Univ. of New Brunswick); *ISR Project Directors:* David Northrup and Liza Mercier.

Ontario Women's Health and Diet Study. This Ontario-wide study explores how various factors may be related to the development of breast cancer. To learn more about the causes of breast cancer, the study examines lifestyle, dietary intake, and other factors in women who have breast cancer and those who do not. ISR recruited approximately 4,000 women to participate in this mail survey. This study is funded by the Canadian Breast Cancer Research Initiative. *Principal Investigators:* Michelle Cotterchio, Nancy Kreiger, Beatrice Boucher, and Lilian Thompson, (Cancer Care Ontario [CCO] and the Univ. of Toronto); *CCO Project Manager:* Nouri Chowdhury; *ISR Project Director:* David Northrup.

Population Health Recall Study. ISR conducted approximately 900 CATI interviews in the summer and

fall of 2003 with residents of Hamilton, Ontario, who were first interviewed in the winter of 2002. Findings from the 2002 study showed that various aspects of their neighborhood had an impact on residents' health and well-being, so respondents were re-interviewed in 2003 to further explore the determinants of health at the local level. Funding was provided by the Social Sciences and Humanities Research Council of Canada. *Principal investigator:* John Eyles (School of Geography and Geology, McMaster Univ.); *Research Coordinator:* Sue Keller-Olaman (McMaster Univ.); *ISR Project 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.

Call for Abstracts: Conference on Surveying People with Disabilities

Sponsored by the Federal Interagency Committee on Disability Research, the National Conference on Best Practices for Surveying People with Disabilities will be held April 19–20, 2004, in Washington, DC. The conference's purpose is to facilitate communication between professionals in survey methodology and disability studies about barriers to survey participation by respondents with disabilities. For those interested in submitting an abstract, the submission deadline is January 16. More information is available at <http://www.icdr.us/survey>.

New/Redesigned Web Sites

The Social Research Laboratory (SRL) at Northern Arizona Univ. has a redesigned Web site at www.nau.edu/srl. The Web site has been reconfigured to provide greater and easier access to previous SRL reports, project descriptions, and press releases. Also included is a comprehensive list of links to other university survey research units (on the "Resources" page).

The Slade's Ferry Bank Center for Business Research (SFB CBR) at UMass Dartmouth has just added a new Web site (www.umassd.edu/cbr), which describes the Center's mission and lists contact information, personnel, testimonials, sponsors, and previous clients. Recent industry studies are downloadable. The recent annual report and Center newsletter are also available on the Web site.

First Abt Fellow Named

Abt Associates, Inc. and the Institute for Social Research at the Univ. of Michigan recently established the Abt Fellow program, through which Abt funds graduate students' research in the Michigan Program in Survey Methodology. They have announced the first-ever Abt Fellow, **Kristen Olson**, a Ph.D. student in Survey Methodology.

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.

Robin Bebel has joined the staff of the Center for Survey Research at the Univ. of Virginia as Assistant Director. She comes to the Center with 16 years of survey research experience at Northern Illinois Univ.'s Public Opinion Laboratory. **Ryan Hubbard** was promoted this year to Senior Research Analyst.

Hee-Choon Shin recently returned to NORC as a Senior Statistician after serving 2 years as Chief Statistician at the Institute for Survey Research at Temple Univ. **Janella Chapline** joined NORC as a senior statistician in June.

Slade's Ferry Bank Center for Business Research at the Univ. of Massachusetts Dartmouth is pleased to welcome **Ava Lescault** as Senior Research Associate. She is the first person to hold this position at the Center.

William Savage joined RTI's Research Computing Division in October as a Senior Data Warehousing Architect. **David Holiday** joined RTI's Statistics Research Division as a Senior Research Statistician.

Bill Harbaugh, Univ. of Oregon Associate Professor of Economics, has joined the Oregon Survey Research Laboratory for 2003–04 as a Faculty Fellow.

At the Survey Research Laboratory at the Univ. of Illinois at Chicago, **Kathleen Chan** has been named Data Reduction Coordinator, and **Douglas Hammer** is currently the Acting Manager of Field Operations.

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.

Due to the start-up of new large-scale projects in the U.S. and overseas, NORC at the Univ. of Chicago is seeking entry-, mid-, and senior-level survey operations and systems staff to supplement our veteran project teams. We prefer individuals with prior experience (appropriate to level) in national survey operations, advanced degrees in social science disciplines, and statistical programming and/ or data management skills. New staff will be based in either our Chicago or Washington, DC offices. Experience or training in survey activities relating to non-Western societies and willingness to travel to same is desirable. To find out more about NORC or to apply for a position, please visit www.norc.org/careers.

The Center for Survey Research (CSR) at the Univ. of Massachusetts Boston currently has an opening for a social science Ph.D. to join our group of 8 senior staff members as a **Senior Research Fellow** to work as a collaborative, interdisciplinary team member. Special consideration will be given to applicants with particular 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). Applicant must have 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. Competitive calendar-year salary commensurate with experience. Equal Opportunity/Affirmative Action Employer. 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.

RTI's Survey Research Division is seeking **Research Survey Specialists**. Main duties are to lead studies as project director or task leader. The successful candidate will make positive contributions to projects and methodologies, develop new strategies to improve response rates, and contribute to and direct research proposals. Research Survey Specialists work with study collaborators to develop, implement, and monitor research designs, and prepare and present reports to client. Qualified candidates must possess a minimum of an MA with

3+ years experience managing studies, experience working as a project manager or task leader for 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. We are an EEO/AA employer M/F/D/V. Submit resume on-line at www.rti.org. For more information, contact Sheila Knight, Research Triangle Institute, P.O. Box 12194, Research Triangle Park, NC 27709, sknight@rti.org.

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