

# SURVEY RESEARCH

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NEWSLETTER FROM THE SURVEY RESEARCH LABORATORY

## Refusal Conversion: Monitoring the Trends

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### INTRODUCTION

Survey researchers are finding it ever more important to try to increase response rates by converting respondents who have refused interviews. Studies that have tracked refusal conversion show how it has increased over time. For the Survey of Consumer Attitudes, the completed interviews that were due to refusal conversion increased from 7.4% in 1979 to 14.6% in 1996 (Curtin et al., 2000). Similarly, interviews from refusal conversion in the National Election Study data increased from 1% in 1980 to 15% in 2000 (Miller & Wedeking, 2003).

Moreover, research has been conducted to understand how the converted cases affect survey results, both in terms of survey estimates (Keeter et al., 2000; Curtin et al., 2000; McDermott, 2001) and data quality (Miller & Wedeking, 2003). As researchers continue to monitor refusal conversion and study its effects on data, it is important that our measures be consistent.

The objective of this article is to present some uniform measures to track refusal conversion. We present five refusal conversion rates; it is our hope that others in the field will use these rates to monitor refusal conversion over both time and geographic area.

### DATA SET

We use data from an RDD study conducted by the University of Illinois Survey Research Laboratory. The Household Survey on Illinois Adult Substance Use was conducted in 2003 on behalf of the Illinois Division of Alcoholism and Substance

Abuse and was funded by the U.S. Center for Substance Abuse Treatment. The purpose was to measure the prevalence of drug and alcohol use among individuals in Illinois and to assess the current substance abuse treatment need for the population.

### TELEPHONE PROTOCOL

The RDD telephone protocol for this study was as follows: interviewers were to contact households up to 20 times before a final disposition was assigned. If a respondent refused to complete either a screener or an interview, the interviewer was to continue calling up to the 20 attempts or until receiving a second refusal or a completed interview, at which point the case was finalized.<sup>1</sup> We waited a minimum of seven days following a refusal before trying the household again.

### REFUSAL CONVERSION RATES

#### *Refusal Conversion as a Proportion of Completed Interviews (or a Proportion of Completed and Partial Interviews)*

Table 1 shows refusal conversion patterns across geographic areas in Illinois. The first two rates (A-1 and A-2) measure the percentage of completions (or completions and partials) that were due to refusal conversion—that is, of all the cases included in the data set, those that had at some point refused and were later converted. Rate A-1 includes those interviews in which the respondent answered questions through the end of

<sup>1</sup>Although the protocol was 20 calls, some of the cases did have additional call attempts.

**Table 1. 2003 Illinois Substance Use Household Study: Refusal Conversion Rates, by Region**

RATE	Illinois # (%)	Metropolitan Chicago				Non-Chicago			
		Chicago # (%)	Suburban Cook # (%)	South Collar Counties # (%)	North Collar Counties # (%)	West Central Illinois # (%)	East Central Illinois # (%)	Southern Illinois # (%)	Northwest Illinois # (%)
<b>A-1:</b> % of completed interviews that ever refused	783/3980 (19.7%)	96/518 (18.5%)	93/472 (19.7%)	95/505 (18.8%)	90/471 (19.1%)	106/499 (21.2%)	92/520 (17.7%)	105/488 (21.5%)	106/507 (20.9%)
<b>A-2:</b> % of completed & partial interviews that ever refused	817/4155 (19.7%)	101/555 (18.2%)	95/493 (19.3%)	106/533 (19.9%)	93/484 (19.2%)	109/518 (21.0%)	96/537 (17.9%)	109/505 (21.6%)	108/530 (20.4%)
<b>B-1:</b> % of eligible refusals that turned into a completed interview	783/5516 (14.2%)	96/785 (12.2%)	93/736 (12.6%)	95/826 (11.5%)	90/731 (12.3%)	106/552 (19.2%)	92/583 (17.1%)	105/717 (14.6%)	106/631 (16.8%)
<b>B-2:</b> % of eligible refusals that turned into a complete or partially completed interview	817/5516 (14.8%)	101/785 (12.9%)	95/736 (12.9%)	106/826 (12.8%)	93/731 (12.7%)	109/552 (19.7%)	96/538 (17.8%)	109/717 (15.2%)	108/631 (17.1%)
<b>C-1:</b> % of all refusals that turned into complete/partial or ineligible	863/5562 (15.5%)	122/806 (15.1%)	106/747 (14.2%)	111/831 (13.4%)	99/737 (13.4%)	110/553 (19.9%)	97/539 (18.0%)	109/717 (15.2%)	109/632 (17.2%)

**Note:** Eligible refusals for rates B-1 and B-2 include all refusals for which respondent is known to be eligible and all refusals for which eligibility is unknown.

the questionnaire; rate A-2 includes those respondents who completed through a question that would designate the interview as a “partially” completed interview. The definition for a partial complete varies from study to study; however, for this study, a partially completed interview is one whose data was deemed complete enough to be included in the analysis.

Rate A-1 in Table 1 shows that the proportion of completed interviews that had ever been refused ranged from 17.7% in east central Illinois to 21.5% in southern Illinois. Rate A-2, the percent of completed and partial interviews that ever refused, is similar to rate A-1.<sup>2</sup>

<sup>2</sup>Our calculations of rate A-2 include only those cases that we know became partials as a result of a refusal conversion. Given the way our case history data is recorded, this means that our calculations include only those partial cases that were converted after a refusal to selection. We do not include partials that refused only during the interview (after selection), because we are unable to tell from our case history data whether those cases refused before or after the “partial completion” cutoff point. (If the respondent refused before the cutoff, was then converted, and continued the interview until after the cutoff, then the partial should count as a refusal conversion. If the respondent refused after the cutoff, regardless of whether refusal conversion later occurred, the partial should not count as a refusal conversion.)

### **Refusal Conversion as a Proportion of Refusals**

Another way to monitor refusal conversion is to look at what happens to cases that were ever refused.

Theoretically, we can divide refused cases into three categories:

- (1) Refusals we know are ineligible (initial refusals that were converted, screened, and determined to be ineligible);
- (2) Refusals we know are eligible (cases that were screened and for which a respondent was selected, either before or after a refusal occurred);
- (3) Refusals for which we do not know the eligibility status (initial refusals that we could not convert and screen).

Rates B-1 and B-2 measure the outcome of refusals from eligible cases. We calculate the number of refusals from eligible cases in the most conservative way possible, by including both refusals known to be eligible (category 2 above) and all refusals for which we do not know the eligibility status (category 3). Rate B-1 is the percentage of eligible refusals that were converted into completed interviews; it shows the range of completes from eligible refusals to be between 11.5% in the south collar counties and 19.2% in west central Illinois. Rate B-2 shows

the percentage of eligible refusals that refusal conversion turned into a complete or partial. This rate ranges from 12.8% in the south collar counties to 19.7% in west central Illinois.

Rate C-1, unlike rates B-1 and B-2, measures the outcome of all refusals (categories 1, 2, and 3). It is the percentage of all refusals that were converted into completed or partial interviews or that were converted, screened, and determined to be ineligible. By showing the percentage of refusals that were converted into a final disposition that does not count against the response rate, rate C-1 serves as a rough guide to refusal conversion's impact on the response rate. Rate C-1 ranges from 13.4% in the south and north collar counties to 19.9% in west central Illinois.

By dividing the eight regions into metropolitan Chicago and non-Chicago (see Table 1) and comparing the refusal conversion rates between the two groups, we find no statistical difference in the proportion of completed (or completed and partial) interviews that were ever refused (rates A-1 and A-2). However, comparison of the other rates show statistically significant differences: interviewers were able to convert more of the refusals outside of metropolitan Chicago than in the metro Chicago area; this was true for rates B-1, B-2, and C-1.

## FUTURE RESEARCH

To supplement the rates outlined above, future research could include the following:

- (1) As noted above, for rates B-1 and B-2, we included in the denominator refusals to all known eligible cases as well as refusals to all cases of unknown eligibility. In future calculations, it would be useful to remove from the denominator the number of cases of unknown eligibility that we estimate would be ineligible if we managed to convert and screen them. We could do this by first determining the proportion of unscreened initial refusals that were actually converted and determined to be ineligible during the course of the study. The same proportion of unscreened final refusals could then be removed from the denominator for the calculation of rates B-1 and B-2.
- (2) In this paper, we do not distinguish between a respondent refusal and refusals from others in the household. Making this differentiation would be useful in order to calculate the number of respondent refusals we are able to convert as opposed to nonrespondent refusals we are able to convert. We recognize that we would only

be able to do this for refusals that come after respondent selection and that we will not always know whether the refusal came from the respondent or another household member. Nonetheless, we think it might still be helpful to try to differentiate the origin of the refusal for cases we are able to convert.

## CONCLUSION

Using consistent refusal conversion rates over time will help us understand how effective we as data collectors are at converting refusals, and using the same refusal conversion rates in different geographic areas will allow us to understand the geographic trends of our refusal conversion efforts. Therefore, we hope that these rates will be adopted by other survey researchers.

## REFERENCES

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*Earlier versions of this paper were presented at the 59<sup>th</sup> Annual Meeting of the American Association for Public Opinion Research in May 2004 and appeared in the subsequent ASA proceedings (Retzer, Schipani, & Cho, 2005). This article incorporates only the portion of the original paper dealing with the refusal conversion rates. Readers are invited to see the full paper, where we evaluate the effect of including refusal conversion cases on survey estimates and data quality. The authors would like to thank Antonio Cox and Vince Parker for their work in the preparation of the data sets we used. We also thank Allyson Holbrook and Linda Dimitropoulos for their initial reviews of the paper.*



## CURRENT RESEARCH

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*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.*

### ARIZONA

#### **Social Research Laboratory Northern Arizona University**

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**Arizona Tobacco Survey.** This bilingual survey of 6,000 adult Arizona residents was conducted on behalf of the Tobacco Education Program of the Arizona Dept. of Health Services. Topics included tobacco use and prevalence, age of initiation, brand use, purchase patterns, quitting practices, tobacco-related interactions with health care providers, household and workplace exposure to environmental tobacco smoke, attitudes toward smoking and tobacco regulations, risk perceptions, and experience with tobacco-related messages in the media. *Director:* Fred Solop, *Co-director:* Kristi Hagen.

**EAZI Evaluation.** Five focus groups were conducted across Arizona with consumers of state disability services as part of "Empowering Arizona's Individuals with Developmental Disabilities" (EAZI). The focus groups investigated participants' experiences with receiving services from the Arizona Div. of Developmental Disabilities. *Director:* Fred Solop, *Co-director:* Kristi Hagen.

**Flagstaff Aquatic/Multigenerational Center Survey.** This RDD survey of 410 adult residents of the Flagstaff area was conducted in August 2005. Respondents were asked about their preference for the location of an aquatic/multigenerational recreation center to be built in the city. Additional questions investigated residents' preferences for recreational amenities to be included in the facility. *Director:* Fred Solop, *Co-director:* Kristi Hagen.

### CALIFORNIA

#### **Survey Research Center (SRC) University of California, Berkeley**

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**Maternal and Infant Health Assessment (MIHA).** 2005 was this project's 7th year of data collection. The study involved a questionnaire mailed to a list sample of 5,000 California women who gave birth 4 months before data collection. Telephone interviews were conducted with nonresponders to the mail effort. At least 3,500 interviews are completed each year. Interviews are conducted in English and Spanish. *Project Director:* Madonna Camel, *Contact Person:* Robert Lee.

**Childhood Leukemia Study.** SRC is collecting data for this study of children with leukemia and with a control group recruited from hospitals. CATI and CAPI interviews are conducted with approximately 450 subjects per year. Interviews are conducted in English and Spanish. SRC staff also collect buccal cell samples, arrange for blood specimens to be obtained, and perform global positioning satellite (GPS) measurements. This project began in 2002. Follow-up interviews and interviews with newly recruited subjects will continue through at least 2008. *Project Director:* Susan Burns, *Contact Person:* Robert Lee.

**The Golden Bear Omnibus (GBO) Survey.** The 2005 version of the GBO Survey was conducted this spring and summer with an RDD CATI study of Californians. Investigators conducted wording and randomization experiments within the interview. Faculty participants contributed research modules as part of the data collection effort. Subjects included current political and public policy issues covering 7 topic areas. Interviews were completed with 993 California adults. SRC plans to conduct this project several times per year. *Project Director and Contact Person:* Robert Lee.

**Public Agendas and Citizen Engagement Survey (PACES).** PACES is an ongoing study that uses a national list-assisted RDD sample to recruit participants who are at least 18 years old. Subject areas include governmental priorities, political participation, and issues that affect political activism. Approximately 1,000 interviews were completed in 2005, with an annual target of 1,300. SRC interviewed 1,443 respondents in the 2004 PACES

## Lead Articles Sought

*Survey Research* 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](mailto:krish@srl.uic.edu).

study, 1,038 of whom were re-interviewed after the 2004 Presidential election to determine voting behavior in that election. *Project Director and Contact Person:* Robert Lee.

## ILLINOIS

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

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**Problem Gambling in California.** NORC is conducting a CATI study to assess the extent of problem gambling among California adults and measure public knowledge of available resources for addressing gambling problems. Data are being collected from a random sample of 6,000 individuals. The effort is sponsored by the state's Dept. of Drug and Alcohol Programs. *Principal Investigator:* Rachel Volberg, *Project Director:* Sara Murphy.

**Census of State and Local Law Enforcement Agencies (CSLLEA).** NORC has completed data collection for the 2004 CSLLEA using Internet and other data collection modes. The periodic CSLLEA provides an accurate sampling frame for the Bureau of Justice Statistics' Law Enforcement and Administrative Statistics program. The census provides a complete accounting of policing agencies by collecting data on law enforcement functions, facilities, personnel, and budget from the approximately 18,000 agencies in the U.S. that employ the equivalent of at least 1 full-time officer with general arrest powers. *Project Director:* Dave Herda.

**Making Connections.** On behalf of the Annie E. Casey Foundation, NORC has conducted the Making Connections surveys since 2001. The program is a centerpiece of the Foundation's multifaceted

effort to improve the life chances of vulnerable children by strengthening their families and neighborhoods. Previously, NORC conducted a series of in-person and telephone surveys in 10 mid-sized cities. Over the next 3 years, NORC expects to conduct in-person and telephone follow-up neighborhood surveys in all 10 locations and is currently collecting data in Des Moines, Denver, San Antonio, and Indianapolis. NORC anticipates surveying approximately 850 respondents in each location. *Project Director:* Catherine Haggerty.

**Gates Millennium Scholars Program: Tracking and Longitudinal Study.** This ongoing program, sponsored by the Bill and Melinda Gates Foundation, provides undergraduate and graduate scholarship support and leadership opportunities to high-achieving, low-income African-American, Asian-American, Hispanic-American, and Native American students. The Foundation designed the program to provide approximately \$1 billion in support over 20 years and serve approximately 20,000 young people. The Tracking and Longitudinal Study, launched in 2001, helps assess the effects of the program. Recently, NORC has been engaged to undertake additional activities associated with the study, including design, development, and maintenance of a Web-enabled analytic database. *Project Director:* Bronwyn Nichols.

**2005 National Survey of Prosecutors (NSP-05).** The NSP collects data by Web, mail, and telephone on the resources, policies, and practices of local chief prosecutors in state court systems. The sample size is 310 prosecutors, each representing a single district. Results from the NSP-05 will provide current data for decision-making and allow for an examination of changes, consistencies, and emerging trends occurring in prosecutors' offices. The project is sponsored by the Bureau of Justice Statistics. *Project Director:* Jim Carr.

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### **Impact of Accreditation on Health Centers Supported by the Bureau of Primary Health Care (BPHC).**

The Joint Commission on the Accreditation of Healthcare Organizations (JCAHO) is responsible for accrediting all hospitals and healthcare organizations in the U.S. and, in recent years, federally funded community health centers. There are approximately 850 such centers, and JCAHO has accredited one-third of them. The purpose of this mail study was to (1) provide a basic descriptive profile of the BPHC health centers funded in 2002, (2) examine the relationships between accreditation and health centers' structure for integrating quality improvements, and (3) identify barriers to accreditation faced by health centers. *Principal Investigator:* Lon Berkeley (JCAHO), *Project Coordinators:* Jill Ronco and Ron Hazen.

### **Unaccompanied Homeless Youth in Illinois.**

This project, which was a joint effort of SRL and the Chicago Coalition for the Homeless, was designed to assess the needs of unaccompanied homeless youth (UHY) in Illinois and provide estimates of the number of these youth in Illinois. It included a mail survey of service providers in Illinois who provide assistance to UHY and a face-to-face survey of UHY currently receiving services in Illinois. Approximately 220 service providers returned completed questionnaires, and SRL conducted interviews with 169 UHY at 32 service sites. Funding was provided by the Illinois Dept. of Human Services. *Project Coordinator:* Ingrid Graf.

**Mammography Facilities in Chicago.** This mail study sought to assess the availability of mammography screening and the capacity of mammography screening facilities in Chicago. *Principal Investigator:* Richard Warnecke (Program for Cancer Control and Population Science, Univ. of Illinois at Chicago), *Project Coordinators:* Jill Ronco and Ron Hazen.

**Lubricant Use in the Metal-Working Industry.** Part of a larger project intended to evaluate the substitution of bio-based lubricants for traditional petroleum-based lubricants in industrial applications, this Web survey will explore the factors involved in the lubricant selection decision-making process. The Web questionnaire will present representatives of 1,000

metal-working facilities with a set of hypothetical process lubricants that vary by productivity, biocide usage, volatile organic compounds content, and price and will ask which lubricant they would be most likely to recommend to facility management. *Principal Investigator:* John Braden (Agricultural and Consumer Economics, Univ. of Illinois at Urbana-Champaign), *Project Coordinator:* Lisa Kelly-Wilson.

**Lakeview Pantry Client Survey.** Lakeview Pantry is a private, nonprofit, emergency food pantry. The pantry provides food for over 12,000 people a year and provides help for clients in becoming self-sufficient. To measure the satisfaction of clients and their perceptions of the pantry's operations, SRL assisted in the development of a questionnaire, which was translated into Spanish and Russian. Pantry staff distributed the questionnaires personally to on-site clients and mailed them to homebound clients. The 292 respondents expressed a high degree of satisfaction with both the food and services received from Lakeview Pantry. *Project Coordinator:* Isabel Calhoun Farrar.

## **INDIANA**

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**Emergency Preparedness.** With funding from the Ohio Office of Criminal Justice Services, CSR conducted a telephone survey of adult residents of Ohio to assess their perceptions of terrorism and emergency/disaster planning. *Principal Investigator:* Joseph Donnermeyer (The Ohio State Univ.), *Project Manager:* Kathleen Matthews.

**Bachelor's and Beyond.** This was a Web-based survey of seniors majoring in sociology from 96 different colleges or universities across the country. The study's purpose was to find out why people chose sociology as a major, what skills and concepts they learned while majoring in sociology, and what they intended to do after graduation. In addition, participants who provided contact information will be asked to participate in a 1-year follow-up survey to learn about postgraduate experiences and the graduates' view of the utility of the skills and concepts learned as a sociology major. The American Sociological Association sponsored this study. *Project Manager:* Heather Terhune.

**Van Orden Decision Survey.** This was a nationwide phone survey of adult U.S. residents intended to provide an accurate measurement of public opinion on issues related to trust in government. Topics included opinions of government institutions, awareness of and opinions about recent and current U.S. Supreme Court decisions, and opinions about a variety of social issues. The interviews were collected over 4 waves, scheduled with reference to the announcement of the Supreme Court's decision (*Van Orden v. Perry*, June 27, 2005) on the public display of the Ten Commandments. *Project Manager:* Dominic Powell.

## MASSACHUSETTS

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**Disability Among the Elderly.** Funded by the National Bureau of Economic Research, this project with Harvard Medical School is a survey of community-dwelling elderly individuals in the Boston metropolitan area. The goal is to understand if technology and environmental modifications (e.g. walk-in showers, ramps) affect self-reported disability. The study involves in-person administration of the CSR-developed instrument as well as administration of the Established Populations for Epidemiologic Studies of the Elderly Battery of physical assessments. *Study Director:* Patricia Gallagher, *Project Manager:* Carol Cosenza, *Assistant Study Director:* Becky Sheridan.

**MassHealth Promoting Healthy Development Survey.** CSR is developing and administering this dual-mode (mail to telephone) survey of parents and guardians of children enrolled in MassHealth ( $N \sim 3,450$ ) for Massachusetts Medicaid. The goal is to provide MassHealth data about medical practices and health plans that serve many MassHealth children. Survey responses will provide answers to the following questions: How well do MassHealth providers offer parental education and anticipatory guidance? Do MassHealth providers assess families for social and environmental factors that can impact a child's health? Do MassHealth providers offer family-centered care? What are parental concerns about their child's development? *Study Director:* Patricia Gallagher, *Project Manager:* Vickie Stringfellow.

## MICHIGAN

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**Cancer Behavioral Risk Factor Survey.** OSR conducted a second RDD survey of 4,200 Michigan adults age 40 or older for the Michigan Dept. of Community Health. Focused on knowledge and health behaviors related to the most common forms of cancer in the Michigan population, the survey oversampled African Americans, Hispanic Americans, Arab Americans, and Native Americans. The results will be used to help reduce cancer risk and improve outcomes for cancer patients. *Project Manager:* Karen Clark.

**Asthma Behavioral Risk Factor Survey.** Since 1997, OSR has worked with the Michigan Dept. of Community Health to collect Behavioral Risk Factor Surveillance System (BRFSS) data. In 2005, Michigan piloted an asthma follow-up survey. For this, OSR completed 12,000 Michigan BRFSS interviews to yield 1,000 follow-up interviews among those eligible for the asthma study. Results are used to monitor the health of the state/nation and to plan activities/programs to improve health and access to health care for residents. *Project Manager:* Debra Rusz.

**Attack on America and Civil Liberties Tradeoffs.** Funded by the Russell Sage Foundation, OSR completed 1,774 RDD CATI interviews for the third survey on America's response to September 11, 2001. The survey re-interviewed a panel from the first 2 surveys and a new RDD segment. The second wave re-interviewed first respondents and a previously un-interviewed control group. All included oversamples of African Americans and Hispanics. *Principal Investigators:* Darren Davis and Brian Silver, *Project Manager:* Karen Clark.

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**Health and Retirement Surveys (HRS).** The HRS is a biannual, longitudinal study on health, economic, and employment-related behavior and status. 2006

will mark the 8<sup>th</sup> wave of data collection with over 20,000 HRS panel members. Two surveys will be conducted with selected respondents: the Consumption and Activities Study (CAMS) and the Prescription Drug Study (PDS). CAMS, a biannual mail survey of approximately 5,500 HRS households on household consumption and participation in social activities, is entering the 3<sup>rd</sup> wave of data collection. The Prescription Drug Study (PDS), a mixed-mode study involving a mail questionnaire and telephone follow-up with nonrespondents, was carried out for the first time in 2005 and included over 5,600 HRS respondents. Another wave of data collection will be conducted in the fall of 2007. This study will address changes in Medicare prescription coverage laws that will take effect in January 2006. *Principal Investigators:* David Weir and Robert Willis, *Project Coordinators:* Jennifer Arrieta and Heidi Guyer.

**Detroit Area Household Financial Services (DAHFS) Study.** This CAPI study of 1,000 individuals in the Detroit area was conducted during the summer and fall of 2005. The project's aim was to develop a better understanding of use of financial services by low-income households. The goal was to obtain 600 interviews in the low-income stratum (of which approximately 300 are expected to be households that do not use banking services), 300 in the middle-income stratum, and 100 in the high-income stratum. Funding came from the Ford Foundation, the John D. and Catherine T. MacArthur Foundation, the Annie E. Casey Foundation, the Charles Stewart Mott Foundation, the Fannie Mae Foundation, and the Univ. of Michigan. *Principal Investigator:* Michael Barr (Univ. of Michigan Law School), *Project Manager:* Esther Ullman.

## MINNESOTA

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**Poultry Producers and Processors.** This mail survey's goal was to learn about the experiences and educational needs of those affiliated with Minnesota's poultry industry. Data collection was conducted from June–August 2005, and 433 completed questionnaires were returned. The project was funded by the Dean's Office in the College of Agricultural, Food,

and Environmental Studies at the Univ. of Minnesota. *Project Managers:* Amanda Green and Pam Jones, *Study Director:* Rossana Armson.

**Pork Producers and Affiliated Individuals.** This mail survey was conducted from April to June 2005 with funding from the Dean's Office in the College of Agricultural, Food, and Environmental Studies at the Univ. of Minnesota. It assessed the educational needs of Minnesota's pork producers and affiliated individuals regarding topics and formats for educational programs. Completed questionnaires were returned by 601 individuals. *Project Managers:* Amy Mayer and Pam Jones, *Study Director:* Rossana Armson.

**Gardener Survey.** The goal of this survey was to gather information about the experiences and educational needs of gardeners. Questionnaires were mailed to a random sample of Minnesota residents who had an interest in gardening, and 523 completed questionnaires were returned from June–August 2005. The study was funded by the Dean's Office in the College of Agricultural, Food, and Environmental Studies at the Univ. of Minnesota. *Project Manager:* Amanda Green, *Study Director:* Rossana Armson.

**Crop Production Retailers Survey.** Conducted from June to August 2005, the goal of this mail survey was to gather information from crop production retailers in Minnesota regarding changes being considered for the Minnesota Crop Production Retailers (MCPR) Short Course and Trade Show. A total of 365 questionnaires were completed. The project was jointly funded by the Dean's Office in the College of Agricultural, Food, and Environmental Studies at the Univ. of Minnesota and the MCPR. *Project Manager:* Amy Mayer, *Study Director:* Rossana Armson.

### Wilder Research Center

#### Amherst H. Wilder Foundation

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[research@wilder.org](mailto:research@wilder.org); [www.wilder.org/research](http://www.wilder.org/research)

**Survey of Families with Young Children.** Wilder Research is conducting telephone PAPI interviews with about 300 households in Olmsted County, Minnesota, about their experiences with childcare and early education. The survey is being done for the First Steps school readiness initiative of the Rochester Area Foundation. *Principal Investigator:* Richard Chase, *Survey Coordinator:* Dan Swanson.

**Montana Faith-Based Health Demonstration Project.** To document the impact of grants, training, and technical assistance in helping faith-based organizations provide health-related community services, Wilder Research conducted a phone survey of 52 organizations participating in the demonstration project. *Principal Investigator:* Greg Owen, *Project Manager:* Thalia Cooper, *Survey Coordinator:* Dan Swanson.

**Rural Needs Assessment.** Wilder Research surveyed about 70 community leaders and volunteers in Carlton County, Minnesota, to help the Salvation Army based in the city of Cloquet plan its future work in the county. The phone survey was completed in August and September 2005. *Principal Investigator:* Michelle Decker Gerrard, *Survey Coordinator:* Dan Swanson.

## NORTH CAROLINA

### Social and Statistical Sciences Research Triangle Institute (RTI)

3040 Cornwallis Road, P.O. Box 12194, Research Triangle Park, NC 27709-2194  
919-541-7008, fax: 919-541-7004  
rak@rti.org; www.rti.org

**Panel of American Life Study (PALS).** Approximately 3,350 CAPI interviews will be completed in the spring and summer of 2006 for a private sector client and 2 university clients. PALS seeks to understand the dynamics of life for those in the U.S. It will provide researchers with the nation's only panel survey covering a variety of areas of social life and carefully measuring religious beliefs and practices. *Principal Investigators:* David Sikkink (Univ. of Notre Dame) and Michael Emerson (Rice Univ.), *Project Director:* Sue Pedrazzani.

**Pregnancy Risk Assessment Monitoring System (PRAMS): Technical Support.** PRAMS is a CDC initiative to reduce infant mortality and low birth weight and to promote safe motherhood. PRAMS monitors selected maternal experiences and behaviors that occur before and during pregnancy and during the child's early infancy. Under this 4-year contract, RTI will be in charge of an infrastructure overhaul involving the design, development, and deployment of a Web-based information collection and dissemination system, PRAMSys. RTI also will assume all data management responsibilities for the project. *Project Director:* Randolph Lucas.

**ADHD Follow-up Study.** Funded by NIMH, this study's data will be used to estimate the persistence

of ADHD; describe the developmental course of inattentive, hyperactive, and impulsive symptoms from childhood through adolescence; and examine how ADHD and its major comorbid diagnoses contribute to risk for adverse health behaviors. The data also will be used to estimate the independent effects of both ADHD and the subsequent use of prescription stimulants on individuals' academic, psychiatric, and social functioning over time. Data will be collected via mail, CATI, and CAPI from a population-based sample in the Johnston County, NC, school system between 2005 and 2010. *Principal Investigator:* Andrew Rowland (Univ. of New Mexico), *Project Director:* Vanessa Thornburg.

**HIV Perinatal Screening Assessment.** Sponsored by the CDC's National Center for HIV, STD, and TB Prevention, this project's purpose is to estimate hospital and area screening rates for HIV, Group B streptococcus, Hepatitis B surface antigen, rubella, syphilis, and chlamydia among mothers presenting for labor and their infants. Births will be sampled from vital records and matched with information abstracted from hospital charts. Charts will be abstracted for about 150,000 births to provide estimates of screening rates for the sampled hospitals and for 12 counties and states with high HIV rates among women of childbearing age. *Project Director:* John Loft.

## PATRONS

- Abt Associates, Inc.
- American Association for Public Opinion Research
- 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

### Survey Research Center

#### The Pennsylvania State University

327 Pond Laboratory, University Park, PA 16802-7000  
814-863-0170, fax: 814-865-3098  
ssri.psu.edu

**Youth Agricultural Skills Project.** This 3-year USDA-funded study identifies U.S. farmers and ranchers hiring youth age 12–20 who are not their sons/daughters/legal dependents and have worked less than 6 of the last 12 months. To date, over 800 farmers and 400 youth workers have been surveyed by mail to learn about job needs, skills, tasks, and experiences youth have working in agriculture. *Principal Investigator:* John Becker, *Project Manager:* Melissa Hobbs.

**Older Immigrant Health Literacy and Medication Use.** Approximately 32 face-to-face structured interviews were conducted with older Korean and Spanish immigrants in the Philadelphia area this year. The aim of the study was to investigate how adults with limited English proficiency make sense of prescrip-

tion medicine bottle labels and inserts in English and how they integrate that information with their cultural knowledge and attitudes about disease conditions. These data serve as pilot data in an application to the NIH on non-native speakers' health literacy and medication adherence. *Principal Investigator:* Robert Schrauf, *Project Coordinator:* Carmen Huerta.

### Institute for Survey Research (ISR) Temple University

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

**Effectiveness of a Barber-Based Intervention for Controlling Hypertension.** CAPI interviews were conducted with approximately 7,200 African-American men in 24 barbershops in the Dallas area between October 8 and December 3, 2005. At the interview's end, interviewers measured customers' blood pressure and pulse rates and provided cards with instructions for getting medical attention when needed. Participants received a voucher for a free haircut and a tip for their barber. Hypertensive men

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who returned with their medications received an additional voucher. The project was funded with support from the Donald W. Reynolds Cardiovascular Clinical Research Center at Univ. of Texas Southwestern Medical Center. ISR conducted the study for Ronald Victor. *Study Director:* Ellin Spector.

**Young Adult Survey.** From 2004 through 2008, ISR is tracking and attempting to conduct CAPI interviews with 2,500 adults in their early 20s, approximately 11 years after their previous interview. Respondents are the offspring of participants in a study that began in 1971 when they were adolescents. The overall scope of the research is testing and refining the general theories of deviance established in previous waves. The 6<sup>th</sup>, 7<sup>th</sup>, and (current) 8<sup>th</sup> waves focus on examining the intergenerational effects of parental behavior on their children. NIH provided funding to Howard Kaplan at Texas A & M Research Foundation. *Study Director:* Ellin Spector.

**Family Relationships Project.** This NIH-funded project is designed to learn about the experiences of 200 working- and middle-class African-American families raising children and teenagers with a focus on effective childrearing strategies. Residential parents and 2 of their children are being interviewed 3 different times about their attitudes, beliefs, family relationships, psychological adjustment, and work and leisure experiences. ISR is conducting the 2–3 hour in-person interviews in and around Philadelphia and Baltimore. Currently in Phase 3, the study is expected to end in May 2006. *Principal Investigator:* Susan McHale (Pennsylvania State Univ.), *Study Director:* Ellin Spector.

**Post-Traumatic Stress Disorder (PTSD) and Cardiovascular Disease.** This study seeks to clarify the effects, if any, of PTSD on the heart and vessels that might predispose to cardiovascular disease. The study also will attempt to determine if the effects occur only in individuals predisposed genetically or might occur because of exposure to stress. Over 4 years, ISR will attempt to recruit 343 twin pairs from the Vietnam Era Twin Registry to participate in an in-depth clinical evaluation of the subjects' cardiovascular system. Travel expenses are covered, and participants are compensated for time they are required to spend in Atlanta. NIH is providing funding. *Principal Investigator:* Viola Vaccarino (Emory Univ. School of Medicine), *Study Director:* Ellin Spector.

**Teenage and Adult Offspring of Drug-Dependent Twins.** This NIH-funded study seeks to examine how family influences and individual experiences lead to similarities and differences between parents

and their children and how these influence health and development. This national CATI study involves 839 young adults age 13–33 who were interviewed between July 2003 and July 2004. They are offspring of members of the Vietnam Era Twin Registry. Interviews will be conducted between October 2005 and October 2006. *Principal Investigators:* Kathleen Bucholz (Washington State Univ.), Theodore Jacob (Palo Alto Veterans Affairs Health Care System), and William True (St. Louis Univ. School of Public Health); *Study Director:* Ellin Spector.

**3<sup>rd</sup> Annual Pennsylvania and Metropolitan Philadelphia Study (PMP).** The 2005 PMP seeks to produce reliable and accurate information on issues related to quality of life in the Philadelphia region and across Pennsylvania, and to determine the extent to which public perceptions correspond to actual conditions in these areas. It also seeks to establish measures against which past and future data can be compared to assess change in key measures and the citizenry's perceptions of quality of life. ISR is conducting interviews with 1,000 heads of households in the Philadelphia 9-county metropolitan region and 500 across Pennsylvania. Topics include taxes, public and private schools, housing choices, neighbors and neighborhoods, public services, employment, community relations, and civic involvement. *Study Director:* Peter Mulcahy.

**Nursing Quality of Work.** This study, supported by NIH and the Robert Wood Johnson Foundation, investigates issues concerning the quality of nursing work and care in hospital settings in California, Pennsylvania, and New Jersey. Approximately 225,000 questionnaires were mailed in fall 2005 to registered nurses currently working in hospitals, nursing homes, and home health care. *Principal Investigators:* Linda Aiken (Univ. of Pennsylvania School of Nursing) and Linda Flynn (Rutgers Univ.), *Study Director:* Eric Foster.

**Massachusetts Education Leadership.** This Web survey is sponsored by the Massachusetts Dept. of Education (DOE) and the National Inst. for School Leadership. The data will be used to examine the impact of a school leadership intervention primarily in 1 school district of the state. About 30 principals will complete a lengthy survey as well as daily logs of their activities for 10 randomly chosen days of the current school year. *Principal Investigators:* Jonathan Supovitz (Consortium for Policy Research in Education at the Univ. of Pennsylvania) and Kathe Kirkman and Bobbie D'Alessandro (DOE), *Study Director:* Eric Foster.

## TEXAS

### Center for Community Research and Development (CCRD)

#### Baylor University

P.O. Box 97131, Waco, TX 76798-7131  
254-710-3811, fax: 254-710-3809  
larry\_lyon@baylor.edu; www.baylor.edu/ccrd

**GMI-OneStar Poll 2005.** This CATI survey of 154 youth mentoring programs in Texas measures their actions, knowledge, and attitudes and includes multi-variate and logistic regressions analyzing overall program success. *Directors:* Robyn Driskell and Larry Lyon, *Project Manager:* Debbie Marable, *Analysts:* Jodien Matos, Liz Embry, and Jeniece Williams.

## WISCONSIN

### University of Wisconsin Survey Center (UWSC)

#### University of Wisconsin-Madison

1800 University Ave., Room 102, Madison, WI 53726  
608-262-1688, fax: 608-262-8432  
stevenson@ssc.wisc.edu; www.wisc.edu/uwsc

**Student Survey.** In early 2006, UWSC will survey 1,200 Univ. of Wisconsin (UW) undergraduates by phone. The 25-minute survey will be conducted with UW-Madison students on topics ranging from advising to financial issues. Minority students will be oversampled. Funding comes from the UW Provost's Office. *Principal Investigator:* Virginia Sapiro, *Project Director:* Kelly Elver.

**Entrepreneurship in Wisconsin.** UWSC conducted this survey in 2005 for researchers in the UW-Extension Business and Manufacturing Program. The 8-page questionnaire was mailed to 3,000 listed households across Wisconsin. *Principal Investigator:* Susan Yolton, *Project Director:* Bob Cradock.

**Child Abuse and Neglect Study.** Beginning in fall 2005, 3 waves of approximately 200 CAPI interviews will be completed with parents in a New York City Assistance Program. The 60- to 90-minute interview will be conducted in Spanish and English, with several sections conducted using audio-CASI. *Principal Investigator:* Neil Guterman (School of Social Work, Columbia Univ.), *Project Director:* Theresa Thompson-Colón.

**Southeastern Wisconsin Clean Air Study.** Funded by the Wisconsin Dept. of Natural Resources (DNR), this RDD study tracks household attitudes and opinions about clean air practices throughout 6 counties

in Wisconsin. UWSC will interview approximately 450 adults. *Principal Investigator:* Ed Nelson (DNR), *Project Director:* Angela DiCorleto.

**Three-State Foster Care Study.** This is Wave 3 of a longitudinal study of 800 foster children in Wisconsin, Illinois, and Iowa. Children will be interviewed for the third time in a 5-year period this spring at age 21. The instrument will be approximately 90 minutes in length. Funding comes from the Illinois Dept. of Children and Family Services. *Principal Investigator:* Mark Courtney, *Project Director:* Kerryann DiLoreto.

## CANADA

### Institute for Social Research (ISR)

#### York University

4700 Keele St., Toronto, Ontario M3J 1P3, Canada  
416-736-5061, fax: 416-736-5749  
isrnews@yorku.ca; www.isr.yorku.ca

**Harm Reduction for Smokers.** During the summer of 2005, ISR conducted a CATI survey of cigarette smokers in Ontario to better understand what public health information should be made available to smokers and to examine what steps daily smokers may take to reduce the potential harm caused by their smoking. Smokers also were asked to evaluate some current public health messages aimed at smokers. ISR interviewed approximately 500 randomly selected daily smokers across the province. Funding came from the Ontario Ministry of Health and Long-Term Care. *Principal Investigator:* John Cunningham (Centre for Addiction and Mental Health), *Study Director:* David Northrup.

**Breast Care in Ontario.** This study forms part of a larger province-wide initiative to enhance communication and coordination across the breast care and breast cancer life cycle from the prevention of cancer through screening, diagnosis, treatment, and supportive care. The goal of the current ISR survey is to gain increased understanding of women's knowledge, attitudes, and beliefs about breast cancer, women's participation in breast screening, and women's need for information and services related to breast cancer prevention. ISR will interview approximately 800 adult women who have never been diagnosed with breast cancer. *Principal Investigator:* Beth Easton (Canadian Breast Cancer Foundation), *Study Director:* John Pollard.

**Act Early Initiative.** This research initiative is designed to inform the general public through a media campaign about inflammatory arthritis and to encour-

age people who think they may have arthritis to act early to prevent their symptoms from worsening. This summer and fall, ISR interviewed approximately 900 Ontarians for the pilot study. Part of the sample was randomly selected; those who have contacted the Act Early Initiative also were interviewed. The research will help determine the Act Early campaign's effectiveness and satisfaction with the care provided by the Initiative. It also will reveal perceptions about arthritis in the general public. *Principal Investigator:* Mary Bell of Sunnybrook and Women's College Health Sciences Centre in collaboration with the Arthritis Society and the Rebecca McDonald Centre. Funding came from Amgen Canada and Wyeth Pharmaceuticals. *Study Director:* David Northrup.



## ANNOUNCEMENTS

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*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 NAME FOR UNIV. OF MASSACHUSETTS DARTMOUTH CENTER

The Center for Business Research at the Univ. of Massachusetts Dartmouth has been renamed the Center for Marketing Research.



## PERSONNEL NOTES

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

NORC is pleased to report that a number of individuals have joined the organization. These include **Henry Brownstein**, Senior Vice President and Director of Substance Abuse, Mental Health, and Criminal Justice Studies; **Julia Lane**, Senior Vice President and Director, Economics, Labor, and Population Studies; **Cathleen Savage**, Vice President, Strategic Projects; **Heidi Upchurch**, Survey Statistician I; **Ye Luo**, Research Analyst; and **Saverio Spontella**, Production Manager in the Data Preparation Center.

The Office for Survey Research (OSR) at Michigan State Univ. is pleased to announce the addition of

**Jody Dougherty** as Director of Survey Operations.

**Diglio Simoni** joined RTI's Research Computing Division as Computational Scientist in the Bioinformatics Program. **Karen Davis**, formerly the Senior Director of Information Systems at RTI, became Vice President of RTI's Research Computing Division. **Alyssa Bryant** joined RTI's Education Studies Division as a Research Education Analyst. **Francine Cannarozzi**, **Angel Griffin**, **Kelly Jo Holsinger**, and **Kimberly Manturuk** all joined RTI's Survey Research Division. **E. Wayne Holden** joined RTI's Survey and Statistical Sciences as the new Executive Vice President.

At the Indiana Univ. Center for Survey Research, **Jason Francis** has just joined the CSR staff as a Web programmer. **Erica Moore** has been promoted from project assistant to project manager. **Nicholas Roberts** has been promoted from telephone survey supervisor to project assistant. **Kristen McCormick**, **Mark Niswander**, **Stef Shuster**, and **Amanda Wrigley** have joined CSR as project assistants. **Jaime Roberts** and **Brian Brake** have been promoted to field director for their area, mail and telephone respectively.

The Survey Research Laboratory is pleased to welcome back **Ron Hazen**. Ron will serve as project coordinator in SRL's Chicago office.



## JOB OPPORTUNITIES

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*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](mailto:krish@srl.uic.edu). Survey Research does not charge a fee for these postings.*

The Pennsylvania State Univ. seeks applications and nominations for **Director** of the Survey Research Center. Qualifications include a doctoral degree in the social sciences, statistics, epidemiology, or related fields with expertise in survey research methods. The successful applicant will demonstrate the ability to keep the SRC at the cutting edge of new and emerging methods in data collection and analysis. He or she also will have a demonstrated record of securing external funding and/or facilitating successful grant writing by faculty investigators. To apply, send a statement of interest and vita and request three letters of reference be sent to Eric Plutzer, SRC Search Committee Chair, 327

Pond Laboratory, Penn State Univ., University Park, PA 16802. Application review will begin on January 10, 2006, and continue until the position is filled. For more information about the SRC, visit [www.ssri.psu.edu/survey](http://www.ssri.psu.edu/survey). AA/EOE

RTI's Survey Research Division is seeking to fill the position of **Survey Specialist I/II**. Survey Specialists support day-to-day activities of telephone, mail, Web, and field studies and provide support to field staff and project management. Contribute to the preparation and presentation of research proposals. Work with study managers to develop, implement, and monitor research designs. Prepare and present reports to the client. Coordinate communication among respondents, field staff, and project management. Assist with the recruitment of field staff. Assist with the planning and implementation of training sessions for field/telephone staff. Write and review sections of field manuals and documentation. Some travel as well as night and weekend work may be required. Entry-level candidates will have a minimum B.A. in a social science and experience in survey research. Mid-level candidates will have an M.A. with proven experience in data collection projects. Qualifications: Experience in survey research and data collection. Excellent written and verbal communication skills. Strong organizational skills and ability to multitask. Knowledge of and experience using personal computer and Microsoft software applications. Ability to work independently with minimal supervision and meet strict deadlines. We are proud to be an EEO/AA employer M/F/D/V. Submit resume on-line at [www.rti.org](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](mailto:sknight@rti.org).

The Center for Survey Research, Univ. of Massachusetts Boston, is seeking a **Senior Research Fellow**. This interdisciplinary survey center offers exceptional research opportunities for a person with a demonstrated interest in the methodological/statistical aspects of survey research. Projects cover a wide range of subject areas, with health-related studies particularly common. Many projects involve working collaboratively with other Center Fellows and/or faculty members at this or other universities. Position will likely include some role in teaching of survey methods and some work with graduate students. Social science Ph.D. required. Applicant must have demonstrated analytic skills and ability to develop funding for own research interests. Considerable survey methodology experience essential. Strong statistical skills highly desirable. Direct work experience with large-scale probability sample survey projects essential, preferably in a survey research organization. Potential to contribute to ongoing development and evaluation of data collection methods is a high priority.

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 Boulevard, Boston, MA 02125. AA/EOE.

NORC, a national organization for research affiliated with the Univ. of Chicago, is looking for statisticians, survey methodologists, statistical programmers, data managers, project directors, and social scientists with advanced training or experience in survey research or survey operations. New staff will be based in our Chicago or Washington, DC, offices. To find out more, please visit [www.norc.org/careers](http://www.norc.org/careers). NORC values and actively seeks diversity in the workforce. AA/EOE.

UCLA Survey Research Center seeks an **Assistant Director** to provide oversight in sample and statistical design, questionnaire development, data collection (including CASI/CAPI), and data reduction (coding/cleaning). Applicants should have background in health services and previous demonstrated experience in survey research. Salary commensurate with experience. Please forward a CV to Dr. Ron D. Hays, UCLA Medicine/GIM, 911 Broxton Ave., 1st Fl., Los Angeles, CA 90024, e-mail: [drhays@ucla.edu](mailto:drhays@ucla.edu). AA/EOE.



## PUBLICATIONS

*The following is a list of publications related to survey research. They are not available from Survey Research nor the Survey Research Laboratory.*

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## Survey Research Staff

Editors: Kris Hertenstein and Lisa Kelly-Wilson

## Publication Information

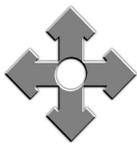
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## INSIDE THIS ISSUE

<b>Refusal Conversion: Monitoring the Trends</b>	<b>1</b>
<b>Current Research</b>	<b>4</b>
<b>Announcements</b>	<b>13</b>
<b>Personnel Notes</b>	<b>13</b>
<b>Job Opportunitites</b>	<b>13</b>
<b>Publications</b>	<b>14</b>



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