

SURVEY RESEARCH

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NEWSLETTER FROM THE SURVEY RESEARCH LABORATORY

Editor's note: With this issue, Survey Research is pleased to announce a formal affiliation with the Association of Academic Survey Research Organizations. Member organizations will receive a copy of each issue of the newsletter as a benefit of their AASRO membership.

Introducing AASRO

Ron Langley, Survey Research Center, University of Kentucky



Information about people, organizations, and places is increasingly important for public policy and for social, behavioral, environmental, and biomedical research. To be most useful, this information must be representa-

tive of defined populations, scientifically rigorous, and of high quality. For over 60 years, university-based survey research centers have been leaders in developing new methods for obtaining such information, in training students and researchers to collect it, and in providing researchers with this information using the best available technologies.

There are currently over 100 U.S. academic organizations that offer ongoing survey design, collection, and analysis capabilities. Their base on academic campuses provides them unrivaled access to the potential next generation of survey researchers. These organizations form the backbone of the academic social science data collection infrastructure of the United States. Some of them are actively educating the next generation of researchers. However, many are small and have not reached their potential level of integration into the educational missions of their campuses. Many of them face increasing competition from commercial vendors of survey data, which have commoditized

the provision of survey data in some fields. In periods of declining prosperity and shrinking university funding, some centers are even struggling to justify their existence on their campuses.

Because of a desire to discuss and share ideas about mutual issues and concerns facing university-based survey centers, some directors and other staff started meeting informally in 1995 at the annual AAPOR conference under the name "ASRO Directors." After gathering for over a decade, the attending directors decided that one hour a year was not enough for meaningful discussion of our ongoing issues, so we convened in Ann Arbor, Michigan, in February 2007 for our first national conference, which was hosted by the University of Michigan Survey Research Center.

This meeting was so successful that it was decided to hold it regularly, and at the second meeting, hosted by the Survey Research Center at the University of California-Berkeley, a new organization—the Association of Academic Survey Research Organizations (AASRO)—was formed by a coalition of directors of these organizations (see www.aasro.org).

What is AASRO?

AASRO initially was formed by the signing of a "Declaration of Interdependence" that lays out who we are and why the organization is necessary.

AASRO represents survey organizations from both private and public universities and in every region of the United States and parts of Canada. The organizations that we represent—and other academic survey organizations in the U.S. and elsewhere—share a common mission. We provide professional scientific survey expertise and infrastructure to researchers inside and outside of academe. We advance the research, educational, and service goals of our respective universities.

By virtue of our unique academic mission, we serve critical functions in the larger survey industry: the advancement of the social and behavioral sciences and the betterment of society. Academic survey research centers are vital players in the advancement of survey methods, the publication and dissemination of important survey results, and the enhancement of our field's reputation in the eyes of decision makers, the media, and the public we serve.

As academic centers, our organizations share common features:

- We are each embedded in an educational institution that governs our functioning and the conduct of our research. We vary in the degree of independence that our universities grant to us, but each of our organizations is part of a university or college.
- We share in the traditions of excellence, diversity, entrepreneurship, and political independence from government that characterize higher education in the United States. No other country in the world has a larger number of academic survey research organizations.
- As academic centers, we prize our objectivity, our adherence to high ethical standards, and our ability to innovate and educate as we strive for the highest standards of quality in our research.
- Although we charge for many of our services, we operate on a nonprofit basis.
- Our numbers include many small and medium survey research organizations and a few larger ones. Thus, most of us bear many of the burdens and share many of the advantages that are typical of small enterprises everywhere.
- We operate as generalists, with each of our organizations carrying out surveys in several modes, both large and small, and for academic, governmental, and nonprofit clients.
- As academic centers, we face special challenges and opportunities in management, fiscal, and organizational development. We are distinctive due to various supports and constraints of the

university environment and our reliance on faculty, academic professionals, and students as employees.

In short, AASRO is an association of academic survey research organizations, not individuals. Member organizations are a part of an academic university or college; □ the director of the member organization reports to a university or college official; the member organization's primary function is the design and implementation of scientific surveys; the organization maintains a sustained physical and administrative infrastructure; and project funding comes from multiple sources, some of which are external to the institution.

Our vision is that AASRO will be recognized as a leading voice in support and promotion of excellence in survey research conducted in academic settings.

To achieve this, AASRO facilitates mutual support among member organizations by promoting excellence and integrity in the conduct of survey research, sharing information for effective organization and administration of academic survey research organizations, promoting the value of survey research conducted in academic settings, and advancing the role of survey research organizations across diverse university structures. The structure of AASRO is voluntary, democratic, and inclusive, and we are committed to working in cooperation with AAPOR (to which most of us belong as individual members) to advance our common interests.

What is AASRO doing?

Since our founding in May 2008, we have held two additional annual meetings of directors, hosted by the University of South Carolina Institute of Public Service and Policy Research in 2009 and by the Indiana University Center for Survey Research in 2010.

AASRO has a Web site (www.aasro.org) that is gradually growing into a resource for sharing information about and for member organizations, university administrators, and consumers of survey research, and AASRO members communicate and share resources and information on a listserv. AASRO has several standing committees to deal with common issues and respond as necessary to member requests, including Education and Advocacy, Mentoring and Peer Review, Human Subjects and Research Compliance, and Member Survey and Data Sharing, which collects data of interest to our members. Among the recent products of the committees has been a *Handbook for New Directors*, a Resource Capacity and Opportunities Diagnostic Tool for members to use for

evaluating their center or for strategic planning, and a document entitled *Security and Confidentiality Considerations in Web Surveys: Guidance to University-Based Survey Research Centers*.

In addition, AASRO recently has engaged in several activities to raise our visibility and serve our mutual interests:

- AASRO has signed on as a National Partner of the 2010 Census. As such, AASRO has committed to (among other things) engaging members of our organizations in promoting the 2010 Census and displaying and/or distributing 2010 Census promotional materials provided by the Census Bureau.
- AASRO responded to the *Federal Register* notice in which the Office of Management and Budget invited comments on proposed changes to the Paperwork Reduction Act. The Executive Committee sent a letter encouraging timeliness in the OMB review of proposed survey work under the PRA.
- AASRO President Ron Langley participated as faculty for an "Advanced Workshop" (IRB Review of Survey Research Protocols: Achieving a Balance between Methodological Rigor and Subject Protections) at the PRIM&R 2009 Advancing Ethical Research Conference. The session was in response to AASRO's and AAPOR's concerns about a webinar disseminated by PRIM&R on the topic in February 2009. Most in the audience were IRB members or staff, and while they may have had training in how to write survey questions or draw a sample, they were not familiar with the science of survey methods to get from questionnaire to data. The session was among the most well-attended events at the conference and was very constructive in terms of continuing a dialogue about the merits of multiple call attempts, refusal conversions, etc.
- AASRO has become formally affiliated with the *Survey Research* newsletter. A subscription to Survey Research will be a benefit to all AASRO member organizations.

If you are part of an academic survey research center and would be interested in finding out more about AASRO, contact AASRO's Secretary Burke Grandjean (burke@uwyo.edu) or current President Tom Guterbock (tmg1p@virginia.edu).



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.

ALABAMA

Survey Research Laboratory Center for Governmental Services Auburn University

2236 Haley Center, Auburn, AL 36849-5225
334-844-1914; fax: 334-844-1919
rsalter@auburn.edu;
www.auburn.edu/outreach/cgs/CGSSRL.htm

Ask Alabama. *Ask Alabama* is a statewide telephone survey of Alabama residents on important public policy issues in our state. *Ask Alabama* contributes to public awareness and the policy deliberation process on important public policy issues facing our state. Poll results are released to the public by the Center for Governmental Services at Auburn University. For the latest results, visit www.askalabama.org.

CALIFORNIA

Survey Research Center (SRC) University of California Berkeley

2538 Channing Way, #5100, Berkeley, CA 94720-5100
510-642-6578; fax: 510-643-8292
info@src.berkeley.edu; <http://srcweb.berkeley.edu/>

Indoor Environmental Quality and HVAC Survey of Small- and Medium-Size Commercial Buildings. In this first part of a two-phase study, a telephone survey and supplementary mail-back survey were used to collect relevant details on ventilation and indoor environmental quality in small- and medium-sized commercial buildings (SMCBs) in California with floor area between 1,000 and 50,000 ft² and fewer than four stories. A total of 476 telephone and 71 supplementary interviews were completed. The results will be used by the California Energy Commission to guide the development of future building energy design standards that protect indoor air quality and comfort in California SMCBs and by the California Air Resources Board to improve exposure assessments of

indoor and outdoor air pollutants. *Principal Investigator:* Thomas Piazza, *Project Director and Contact Person:* Robert Lee.

ILLINOIS

National Opinion Research Center (NORC) University of Chicago

1155 East 60th St., Chicago, IL 60637
773-256-6000; fax: 773-753-7886
norinfo@norcmail.uchicago.edu; www.norc.uchicago.edu

General Social Survey (GSS). In 2010 and 2012, NORC will conduct the GSS, which gathers data on American society to monitor trends and constants in attitudes, examine the structure and functioning of society, and compare the U.S. to other societies to develop cross-national models. The in-person questionnaire contains a standard core of demographic and attitudinal variables, plus rotating special interest topics. *Principal Investigator and GSS Director:* Tom Smith, *Project Director:* Natalie Suter.

The Impact of the Economic Downturn on Rural Health Clinics (RHCs). NORC will conduct this study of RHCs to examine changes in financing (payer mix, uncompensated care, and medical debt) and shifts in the utilization of care during this economic downturn. RHCs in heavily impacted areas will participate in telephone interviews. Based on the structured interview findings, a literature review, and experts' opinions, NORC expects to develop and deploy a Web-based survey of RHC administrators. *Project Director:* Alana Knudson.

From Neighborhoods to Neurons and Beyond. NORC is surveying middle school students in Chicago-area schools to determine the environmental and psychosocial characteristics that account for socioeconomic differences in rates of problem behavior and to identify factors that promote resiliency in adolescents raised in disadvantaged circumstances. *Principal Investigator:* Kristen Jacobson (Univ. of Chicago), *Project Director:* Michael McNicholas.

Census of State and Local Law Enforcement Agencies (CSLLEA). NORC is now concluding CSLLEA, which collects data on law enforcement agency functions, facilities, personnel, and budget from the approximately 19,000 agencies in the U.S. that employ the equivalent of at least one full-time officer with general arrest powers. NORC is conducting the census using a multimode data collection approach encompassing mail, Web, and telephone. *Project Director:* David Herda.

Houston Region Foreclosure Study. NORC will conduct this in-person panel survey examining the impact of the current housing crisis on Houston. Combining information acquired from a panel survey with a recently completed database, the study will provide an understanding of both

the policy effects and the household behavioral effects on the foreclosure market in Houston. *Principal Investigator:* Jim Granato (Univ. of Houston), *Project Director:* Catherine Haggerty.

Survey Research Laboratory (SRL) University of Illinois at Chicago

412 S. Peoria St., 6th Floor, Chicago, IL 60607-7069
312-996-5300; fax: 312-996-3358, or
505 E. Green St., Suite 3, Champaign, IL 61820-5723
info@srl.uic.edu; www.srl.uic.edu

Cultural Variability in Patient Processing of Survey Measures. The goal of this project was to determine whether commonly observed racial/ethnic differences in health care treatment ratings among three prominent racial/ethnic groups (Whites, African Americans, and Mexican Americans) in Chicago represent true disparities or represent culturally mediated variability in the cognitive processing of survey questions and response behaviors. Specifically, the investigators sought to discover how culturally patterned concepts of power influence how people of different cultural backgrounds evaluate physicians. PAPI questionnaires were distributed to adult patients in the waiting rooms of two Chicago clinics. During the two waves of data collection that extended from May through August 2009, questionnaires were completed by 180 Whites, 164 African Americans, and 172 Mexican Americans (22 in Spanish). *Principal Investigator:* Timothy Johnson (SRL), *Project Coordinator:* Kelly Marzano.

Food and Fitness 2008–09. This study sought to gather information about school policies related to student health and about the foods and beverages available to elementary school students. The study was fielded from February 6 through August 10, 2009, and respondents could respond by completing the mailed PAPI or via Web. Ultimately, the survey instrument was completed by 930 respondents. *Principal Investigator:* Frank Chaloupka (Institute for Health Research and Policy, Univ. of Illinois at Chicago), *Project Coordinator:* Jennifer Parsons.

Medication Disposal Survey. To determine how Cook County residents dispose of their prescription and nonprescription medications once they are done with them, SRL conducted an RDD survey during the summer and fall of 2009 of 445 adults living in the county. *Principal Investigator:* Larry Danziger (Dept. of Pharmacy Practice, Univ. of Illinois at Chicago), *Project Coordinator:* Sowmya Anand.

2009 Summer Schools on Scaling to Petascale and Many-Core Processors. The Web instruments programmed for this project sought feedback from participants of the two summer schools—both of which were held in August 2009 at four U.S. locations—regarding the facilities, the usefulness of the content to their own current and future work, and any gains in skills or abilities as a

result of their participation. The surveys were conducted on behalf of the Virtual School of Computational Science and Engineering. *Project Coordinator:* Sowmya Anand.

Waiting for Treatment: A Survey of State-Funded Treatment Facilities in Illinois, 2009. To estimate the number of persons currently awaiting substance abuse assessment and/or treatment in Illinois, SRL conducted telephone interviews with informants representing 191 of the approximately 232 unique publicly funded treatment locations in Illinois. The interviews were conducted from December 2009 through January 2010, and funding was provided by the Illinois Alcoholism and Drug Dependence Association. Similar studies were conducted by SRL in March 2007 and April 2008. *Project Coordinator:* Sowmya Anand.

IOWA

Center for Survey Statistics & Methodology Iowa State University

2625 North Loop Drive, Building 2, Suite 2140
Ames, IA 50010-8615
515-294-5242; fax: 515-294-2456
nusser@iastate.edu; www.cssm.iastate.edu

Community Resiliency. CATI surveys were conducted in 2009 in eight states as part of a larger project to learn about the contribution of the retail sector to rural community resilience. General population interviews were conducted with 855 community residents using a listed RDD sample, and 306 interviews were conducted with local retailers and community leaders using a convenience sample. *Project Coordinator:* Janice Larson, *Project Manager:* Allison Tyler.

Shelter Animal Surveys. This 2009 project provided supportive data for the development of on-line tools designed to help animal shelters identify the impact of specific medical and behavioral conditions on the adoptability of dogs and cats. An RDD sample was used to obtain 425 CATI interviews with dog and cat owners in the general population, and input from 100 veterinarians was obtained through a mail survey. *Project Coordinator:* Janice Larson, *Project Manager:* Allison Tyler.

Power Lines. A general population mail survey was conducted in 2009 in six Eastern and Midwestern states where new high-voltage power lines are proposed. The project utilized an address-based sample and an enclosed \$2 bill as an incentive. Completed questionnaires were received from 1,661 respondents, resulting in a 42.0% response rate. *Project Coordinator:* Janice Larson, *Project Manager:* Allison Tyler.

MICHIGAN

Survey Research Center (SRC) Institute for Social Research University of Michigan

P.O. Box 1248, Ann Arbor, MI 48106-1248
734-647-2223; fax: 734-647-6371
bpennell@isr.umich.edu; www.isr.umich.edu

The Michigan Recession and Recovery Study (MRRS). The MRRS, funded by the U.S. Dept. of Health and Human Services, seeks to explore who is most negatively affected by the economic crisis and who benefits most from the economic stimulus package on a variety of dimensions. This will be accomplished by recruiting a random sample of families in southeast Michigan, with an oversample of low-income families, to a panel study, of which this will be the first wave of data collection. In total, 1,000 interviews will be collected from within a tricounty area. *Principal Investigators:* Sheldon Danziger, Kristin Seefeldt, and Sarah Burgard; *Survey Director:* Vivienne Outlaw.

The Detroit Area Gujarati Indian Survey (Gujarati). Funded by the CDC, the purpose of this study is to learn more about intimate partner violence in the local Gujarati community to develop strategies for prevention. The questionnaire asks about respondents' views of gender roles in relationships in general as well as in their own household and about their perspectives on and experiences with Gujarati culture and values in the U.S. This survey is one component of larger effort called "The Shanti Project," which aims to end intimate partner violence in the Gujarati community of southeast Michigan and is a collaboration between the U-M School of Social Work and a Community Action Team of Gujarati residents. For Wave 1, conducted in 2007, 431 randomly selected respondents were interviewed by telephone. Using the results, the Shanti Project launched a community-wide campaign. Wave 2, in fall 2009, followed up on this campaign. SRC reinterviewed 300 Wave 1 respondents and interviewed 300 new respondents. *Principal Investigator:* Mieko Yoshihama (U-M School of Social Work), *Survey Manager:* Lloyd Hemingway.

MINNESOTA

Wilder Research Center Amherst H. Wilder Foundation

451 Lexington Pkwy. North, St. Paul, MN 55108
651-647-4600; fax: 651-647-4623
research@wilder.org; www.wilder.org/research

Statewide Child Care Study. Wilder Research currently is surveying 1,200 randomly selected households in Minnesota with children age 12 and younger to address

many issues about child care, including accessibility, affordability, quality, barriers, care preferences, and early learning opportunities that are provided in various child care settings. This survey is a repeat of 2004 and 1999 surveys. It is being conducted for the Minnesota Dept. of Human Services.

Three-State Survey. Wilder Research currently is conducting interviews with 400 randomly selected households each in Minnesota, North Dakota, and South Dakota for the Bush Foundation to learn more about people's perceptions of their local community and their state as a whole. Questions focus on community engagement, community problems and problem solving, diversity, and courageous leaders. The results will be used to help the Bush Foundation plan and track progress in their Community Engagement and Leadership goal area.

NORTH CAROLINA

Social & Statistical Sciences RTI International

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

Assistance and Support Services for the Center for Mental Health Services (CMHS). The National Center for Health Statistics contracted with RTI International to conduct specialized children's mental health clinical interviews by telephone with a subset of participants in the National Health Interview Survey (NHIS). These interviews will be used to create an algorithm to determine the appropriate cut-off score on a mental health screening instrument within the NHIS to indicate the prevalence of serious emotional disturbance in children. *Project Director:* Heather Ringeisen.

Methodological Research to Support the Redesign of the National Crime Victimization Survey (NCVS): Screening Questions. Key crime victimization national estimates are produced by the NCVS, based on an extensive set of victimization screening questions. Through this methodological research, the questions will be evaluated with respect to utility, accuracy, and respondent burden to produce a set of recommendations. The study includes analysis of survey data, examination of paradata, and focus groups conducted with interviewers. *Project Director:* Andy Peytchev.

TEXAS

Center for Community Research & Development 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

McLennan County Resident Survey. In fall 2009, over 1,000 CATI interviews of McLennan County residents were conducted on a wide variety of healthcare-related questions. Respondents also were asked a brief series of questions about the death penalty, interracial marriage, and voting.

VIRGINIA

Center for Survey Research (CSR) University of Virginia

P.O. Box 400767, 2400 Old Ivy Road, Suite 224
Charlottesville, VA 22904-4767
434-243-5232; fax: 434-243-5233
surveys@virginia.edu; www.virginia.edu/surveys

Ohio and Texas Poll Workers. The Center for the Study of Elections and Democracy at Brigham Young Univ. conducted this survey in response to the "Make Voting Work" initiative funded by the Pew Charitable Trusts and the JEHT Foundation, HAVA Partners, LLC, and the Ohio and Texas Secretaries of State. The goal was to determine the extent to which an on-line poll worker training course, taken in addition to the traditional face-to-face training session, would improve poll workers' confidence and performance on Election Day. The pilot program to test the effectiveness of the on-line training was implemented in two Ohio counties—Butler and Delaware—and two Texas counties—Bexar and Travis. The mixed-mode surveys (PAPI and Web with phone reminders) were conducted in Ohio after the March 2008 primary and in Texas after the general election. *Principal Investigator:* James Ellis, *Project Coordinator:* Deborah Rexrode.

Albemarle County Citizen Survey 2008. The third biennial survey of Albemarle County residents focused on satisfaction with County services and the relative importance of those services. Trends from year to year were analyzed and emerging issues explored. This year the traditional RDD sample of residents was supplemented with cell phone numbers and those listed in a telephone directory with a final total of 767 residents. *Principal Investigator:* Thomas Guterbock, *Project Coordinator:* Robin Bebel.

Danville Civic Renewal Initiative Survey of Social Capital. A telephone survey of 1,000 individuals living in Danville City, VA, Pittsylvania County, VA, and Caswell

County, NC, was sponsored by the Danville Regional Foundation. The purpose was to measure how people feel about the region and their future in it, as well as people's attachment to their communities. Civic engagement, political involvement, and residents' reported connectedness to the community were used as indicators of community strength and vitality. The survey also gathered baseline data to be compared to results of future biennial surveys. *Principal Investigator:* Thomas Guterbock, *Project Coordinator:* Deborah Rexrode.

"Would You Still Hang Up on This Poll If You Knew...?" An Experiment to Improve the Design of Political Message Testing Polls. With the assistance of YouGov/Polimetrix, CSR designed and analyzed an on-line poll of 2,500 adults, conducted in March 2009, testing whether specific changes in the design of a message testing poll can produce improvement in the respondents' perception of the interview. The script referred to a generic 2010 Congressional election. Respondents were randomly assigned to one of 36 different treatments that varied the introductions, balance of questions, and wording of rating questions. These were shown to affect measures of stress, believability of partisan statements, fairness of the questions, and concern over the possible use of the data. It is hoped that improved designs will lead to improved cooperation, lower costs, improved quality of message-testing survey data, and less negative impact on surveys in general. *Principal Investigator:* Thomas Guterbock, *Project Coordinator:* Deborah Rexrode.

WASHINGTON

Social & Economic Sciences Research Center

Washington State University
P.O. Box 644014, Pullman, WA 99164-4014
509-335-1511; fax: 509-335-0116
sesrc@wsu.edu; http://survey.sesrc.wsu.edu/

Energy Use and Conservation Survey. Sponsored by Tacoma Power, 1,276 customers of Tacoma Power were contacted to learn more about how they use energy in their homes. This mixed-mode study used Web, mail, and telephone methods for data collection. Respondents were initially sent a postal letter with a \$2 incentive directing them to a Web questionnaire. Nonresponders were contacted with a questionnaire, a postcard reminder, a replacement questionnaire and by telephone. Overall, the response rate was 60%. *Principal Investigator:* Danna Moore, *Study Director:* Kent Miller.

Economic and Diversity Issues in California. Sponsored by the Urban Institute, 6,616 nonprofit organizations in California were contacted in 2009. The purpose of the mixed-mode survey was to gather information on how the economic downturn and demographic changes are af-

fecting them. Respondents initially were contacted by mail and asked to complete the survey on-line. Respondents then were sent a paper questionnaire. Finally, a group of nonresponders was contacted by phone. Overall, the response rate was 31%. *Principal Investigator:* Danna Moore, *Study Director:* Kent Miller.

Post-assessment Evaluation of the Seattle Alcohol Impact Areas. Sponsored by the Washington State Liquor Control Board and the City of Seattle, this evaluation assesses whether restrictions on the sale of single cans or bottles of high-alcohol-content products are effective in addressing the problem of chronic public inebriation. An RDD telephone survey of 1,418 Seattle residents and 322 retailers with liquor licenses in and around the current Alcohol Impact Areas was conducted; 22% and 20% response rates were obtained. *Principal Investigator:* John Tarnai, *Study Director:* Yi Jen Wang.

2009 Survey of Foster Parents and Relative Caregivers. Sponsored by Washington Dept. of Social and Health Services—Children's Administration, the 2009 anonymous telephone survey of foster parents and relative caregivers in Washington State was conducted to obtain annual information on areas of the Braam Settlement related to caregivers' work with foster children and associated outcomes and action steps. A random sample of 2,816 foster parents and relative caregivers throughout Washington State were contacted, and a 59% response rate was obtained. *Principal Investigator:* John Tarnai, *Study Director:* Bruce Austin.

Dept. of Revenue Employee Satisfaction Survey, Fall 2009. Sponsored by Washington Dept. of Revenue, 1,089 employees of the department were sent an e-mail request to complete the Web-based questionnaire designed to assess the job satisfaction of employees and to assess the statewide climate. Nonrespondents were contacted by e-mail up to three additional times. A total of 966 questionnaires were completed, resulting in a completion rate of 89%. *Principal Investigator:* Danna Moore, *Study Director:* Kent Miller.

Evaluation of the Talaris Pilot Implementation of the "Life With" Kits. Sponsored by Talaris Institute and the Washington State Univ. Foundation, an evaluation of the Talaris Institute's "Life With" parent and caregiver kits pilot program was conducted in Washington and Oregon to determine if information contained in the kits helps parents develop positive parenting skills by changing knowledge, attitudes, and behaviors. The valuation included Web surveys of 85 participating agencies and their service providers and pre- and post-test telephone surveys of parent participants (approximately 1,563 participants, 67% response rate). *Principal Investigator:* John Tarnai, *Study Director:* Tim Faiella.

Lake Washington Technical College Graduation Survey. Sponsored by Lake Washington Technical College,

an Internet survey with mail option of 542 2007–2008 graduates was conducted in spring 2009 for the purpose of obtaining feedback on their experiences in the degree program and career outcomes. Five separate contacts were made, each directing respondent to the Web site with the survey questions. The third contact included a paper version of the questionnaire. The response rate was 29%. *Principal Investigator:* Danna Moore, *Study Director:* Kent Miller.

CANADA

Population Research Laboratory (PRL) Department of Sociology University of Alberta

1-62 HM Tory Building, Edmonton Alberta, T6G 2H4 Canada
780-492-4659; fax: 780-492-2589
donna.fong@ualberta.ca; www.ualberta.ca/prl

Trends and Patterns of Fertility in Alberta in a Context of Rapid Social Change. The PRL is conducting a RDD telephone survey of 1,100 women in Alberta, age 18–49 years, commencing in January 2010. Funding is being provided by the Social Sciences and Humanities Research Council of Canada and the Society of Edmonton Demographers. The province of Alberta has experienced a steady increase in its birthrate, a situation diametrically at variance with the persistent pattern of low fertility at the national level in Canada. For the 2010 CATI survey, the PRL will replicate questions from an earlier fertility survey of Edmonton women conducted in 1973–74 during the first post-War economic boom in Alberta. The PI will conduct a comparative analysis of fertility in Edmonton across the two points in time. *Principal Investigator:* Frank Trovato (Univ. of Alberta), *Research Coordinator:* Erin Stepney.

Fetal Alcohol Spectrum Disorder (FASD) Awareness Campaign Project. The Alberta Centre for Child, Family, and Community Research Centre contracted the PRL to conduct a two-phase study on FASD awareness and prevention. The first phase of the study, conducted in June 2009, consisted of two focus groups in Fort McMurray, Alberta. The first group included five women of child-bearing age who were not currently pregnant (preconception). The second group included 13 providers of health, education, and social services and programs (service providers). The second phase of the study consisted of an on-line survey of community-based practicing pharmacists across the province. The purpose of the survey was to determine what role pharmacists can play in the prevention of FASD in their communities. Data were collected from September 15, 2009, until October 25, 2009. The response rate for the on-line survey was 17.2% ($n = 3,232$). *Research Consultant:* Andrea Werner-Leonard, *Research Coordinator:* Tracy Kennedy.

Shadow Population Project, Phase One. The Office of Statistics and Information, Ministry of Employment and Immigration in Alberta contracted the PRL to help conceptualize and map out strategies for the enumeration and estimation of shadow populations. The term “shadow population” in Alberta dates back to 1999, and arose from the need to enumerate nonpermanent populations thought to impact infrastructure and services at the municipal level. In 2009, the PRL completed a comprehensive literature review of research in Canada and other countries experiencing a similar population phenomenon, a Web survey to obtain information on varying perspectives and definitions of the phenomenon from identified stakeholders and individual experts, and a typology of indicators toward a conceptualization of shadow population. For more information on the project, visit www.uofaweb.ualberta.ca/prl/Shadowpop.cfm. *Consultant:* Michael Haan, *Research Analyst:* Dave Odynak.

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

Ontario Institute for Studies in Education (OISE) Survey. The OISE at the Univ. of Toronto has been undertaking a provincial education survey every two years since 1978. This 17th wave of the study examined Ontarians’ attitudes toward the education system in general and, more specifically, their feelings about major policy issues, such as provincewide tests and government spending on education. This telephone survey was conducted with approximately 1,000 randomly selected residents across all regions of the province in the fall of 2009. Funding for the study was provided by OISE and several provincial government ministries and educational associations. *Principal investigators:* Doug Hart and David Livingstone (OISE), *ISR Study Director:* David Northrup.

Intervention for Problem Drinkers. Helping problem drinkers who will never seek treatment is a challenging public health issue because of the large number of problem drinkers and the limited amount of resources available. This study, which is funded by the National Institute on Alcohol Abuse and Alcoholism (NIAAA), is being conducted on behalf of the Centre for Addiction and Mental Health (CAMH). The goal of the study is to evaluate whether an intervention (e.g., a pamphlet) has any impact on drinking habits, the likelihood of seeking help, perceived risks of drinking, and social reasons for drinking. Over the next two years, ISR will conduct interviews with adults in the greater Toronto area to identify 2,400 problem drinkers. Respondents who agree to participate in a follow-up study may have a pamphlet entitled *Evaluate Your Drinking* mailed to their household. During two

follow-up interviews—in three and six months—respondents again will be asked about their drinking habits. *CAMH Principal Investigator:* John Cunningham, *ISR Study Director:* Liza Mercier.

ANNOUNCEMENT

The Survey Research Center (SRC) at the Univ. of California, Berkeley (UCB) has been merged with other UCB units into a new institute called the Institute for the Study of Societal Issues (ISSI). The survey research unit retains the name of the Survey Research Center within the new institute. The Director of the newly merged institute is Martin Sanchez-Jankowski. Former SRC Director Henry Brady assumed new duties in July 2009, as the Dean of the School of Public Policy at UCB, but he remains an affiliated faculty member of SRC and ISSI. Robert Lee remains as the Director of Survey Operations for SRC.

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.

In February, **Tom Guterbock** assumed his new duties as President of the Association of Academic Survey Research Organizations while continuing as director of the Center for Survey Research at the Univ. of Virginia.

David Hill is the new Associate Director of the Center for Government Services at Auburn Univ. Since 1988, he has been in his own consulting practice. Prior to that, he was a member of the faculties of Kansas State, Florida Atlantic, and Texas A&M, where he also served as Director of the Public Policy Resources Center and founding director of the Texas Poll, sponsored by A&M and Harte-Hanks Communications. Dr. Hill was a longtime member of the editorial advisory board of the Roper Center and writes a weekly column for *The Hill*, a Washington, DC, newspaper covering Congress. Also joining the Center in fall 2009 as the Survey Research Lab Manager is **Patrick Rose**.

After more than three years as Senior Research Analyst at the Center for Survey Research at the Univ. of Virginia, **Abdoulaye Diop** has left to take a new position as Associate Professor and Senior Research Analyst at the new Social and Economic Survey Research Institute (SESRI) at Qatar University in Doha.

The Center for Survey Statistics and Methodology at Iowa State Univ. is pleased to announce that **Jody Fox** has been promoted to Quality Control Supervisor for the Survey Research Services group of CSSM.

At RTI International, the Research Computing Division has been joined by Research Programmers/Analysts **Ross Borasy, Leena Dave, Allan Downs, Susan Eversole, Christopher Griggs, Michael Ham, Ansu Koshy, Joshua Levy,** and **Christopher Siege** and IT Quality Assurance Specialists **Gary Franceschini** and **Anwar Mohammed**. RTI also welcomes Research Public Health Analyst **Rita Sembajwe**.

Jessica Hyink has joined the Survey Research Laboratory at the Univ. of Illinois at Chicago as Project Coordinator; she is based in SRL’s Chicago office.

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 survey@srl.uic.edu. Survey Research does not charge a fee for these postings.

The Survey Research Center (SRC) will seek candidates for **survey specialist** positions. Staff members serving in these positions are primarily responsible for management of data collection projects, which includes working with research investigators and other clients to define project and sample design, coordinating all aspects of preproduction and production within Survey Research Operations, providing regular progress and cost reports, and documenting all procedures. You can watch for postings at www.umjobs.org/. To find postings specific to SRC, click on key word search and type in “Survey Research Center”. The Univ. of Michigan is an Equal Opportunity/Affirmative Action Employer.

RTI International’s Survey Research Division is seeking a **Chronic Disease Registry Epidemiologist** to develop and expand RTI’s research in chronic disease surveillance. Specifically, we are seeking someone to expand RTI’s work in these areas through government contracts and grants. This person will act as Project Director to a larger team of interdisciplinary staff for disease registries studies, lead the development of business opportunities involving the creation of new types of disease registries as requested by federal clients, and design and evaluate projects related to disease registries. RTI International is seeking individuals of intellect, creativity, and commitment who understand the vital connection between focused research and social results and who realize that furthering

a career in science and study can provide a significant benefit to society. For more details about the job and qualification requirements and to submit a resume, please see job id 11987 at <https://erecruit.rti.org/>.

PUBLICATIONS

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

Abbott, S. (2009). Social capital and health: The problematic roles of social networks and social surveys. *Health Sociology Review, 18*, 297–306.

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Berzofsky, M. E., Williams, R. L., & Biemer, P. P. (2009, August). Combining probability and non-probability sampling methods: Model-aided sampling and the O*NET Data Collection Program. *Survey Practice*. Retrieved March 24, 2010, from <http://surveypractice.files.wordpress.com/2009/08/berzofsky.pdf>

Bielick, S., Guzman, L., Atienza, A., & Rivers, A. (2009, December). Using a seeded sample to measure response among homeschooling households. *Survey Practice*. Retrieved March 24, 2010, from <http://surveypractice.org/2009/12/09/homeschool/>

Blumberg, S. J., & Luke, J. V. (2009). Reevaluating the need for concern regarding noncoverage bias in landline surveys. *American Journal of Public Health, 99*, 1806–1810.

Boyle, J., Bucuvalas, M., Piekarski, L., & Weiss, A. (2009). Zero banks: Coverage error and bias in RDD samples based on hundred banks with listed numbers. *Public Opinion Quarterly, 73*, 729–750.

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Coromina, L., & Saris, W. E. (2009). Quality of media use measurement. *International Journal of Public Opinion Research, 21*, 424–450.

Cotugno, M. Z. (2009, December). Creating a self-administered event history calendar. *Survey Practice*.

PATRONS

- Institute for Survey Research, Temple University
- Marketing Systems Group
- Mathematica Policy Research
- Master of Science in Marketing Research Program, University of Texas at Arlington
- National Opinion Research Center, University of Chicago
- Research Triangle Institute
- Survey Research Center, University of Michigan
- Survey Research Laboratory, University of Illinois at Chicago
- Westat

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Dean, E. F., Cook, S. L., Keating, M. D., & Murphy, J. J. (2009, August). Does this avatar make me look fat? Obesity and interviewing in Second Life. *Journal of Virtual Worlds Research, 2*(2). Retrieved March 24, 2010, from <https://journals.tdl.org/jvwr/article/view/621/495>

Denscombe, M. (2009). Item non-response rates: A comparison of online and paper questionnaires. *International Journal of Social Research Methodology, 12*, 281–291.

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Fahimi, M., Kulp, D., & Brick, J. M. (2009). A reassessment of list-assisted RDD methodology. *Public Opinion Quarterly, 73*, 751–760.

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Lee, S., Brown, E. R., Grant, D., Belin, T. R., & Brick, M. J. (2009). Exploring nonresponse bias in a health survey using neighborhood characteristics. *American Journal of Public Health, 99*, 1811–1817.

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Merkle, D. M., Langer, G., Cohen, J., Piekarski, L. B., Benford, R., et al. (2009). Unintended consequences: The cost of purging business numbers from RDD surveys. *Public Opinion Quarterly, 73*, 484–496.

Mokrzycki, M., Keeter, S., & Kennedy, C. (2009). Cell-phone-only voters in the 2008 exit poll and implications for future noncoverage bias. *Public Opinion Quarterly, 73*, 845–865.

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Peytchev, A., Baxter, R. K., & Carley-Baxter, L. R. (2009). Not all survey effort is equal: Reduction of nonresponse bias and nonresponse error. *Public Opinion Quarterly, 73*, 785–806.

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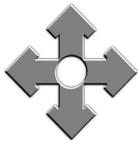
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Survey Research Newsletter
Survey Research Laboratory, MC 442
University of Illinois
505 E. Green St., Suite 3
Champaign, IL 61820-5723
E-mail: survey@srl.uic.edu
217-333-4273, fax: 217-244-4408
www.srl.uic.edu

Survey Research Staff

Editor: Lisa Kelly-Wilson
Production Assistant: Nancy Lockmiller