

SURVEY RESEARCH

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NEWSLETTER FROM THE SURVEY RESEARCH LABORATORY

Diffusion of Web Survey Methodology, 1995–2009

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INTRODUCTION

The past 15 years have witnessed the development of Web surveys as a viable alternative and/or supplement to traditional face-to-face, telephone, and mail-based modes for many survey applications. Although coverage for general population surveys remains an important limitation, considerable evidence-based knowledge now is available regarding the design and administration of Web questionnaires (Couper, 2008; Dillman, Smyth, & Christian, 2009), as well as the comparative effects of this mode on nonresponse and other indicators of survey quality (Chang & Krosnick, 2009; Heerwegh & Loosveldt, 2008).

Recognition of the opportunities presented by the emergence of the World Wide Web can be found in the professional literature of the latter half of the 1990s. The American Association for Public Opinion Research first devoted a research session to Web surveys during its 50th Annual Conference, held in 1996. The title of that session was “New Technology and Resources, the Internet and the World-Wide Web.” Two years later, James Beniger devoted his AAPOR presidential address to the topic “Survey and Market Research Confront Their Futures on the World Wide Web” (Beniger, 1998), and the first article mentioning Web survey methodology appeared

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AASRO President’s Column

Yasamin Miller

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The Association of Academic Survey Research Organizations (AASRO) is now entering its fourth year and has accomplished a great deal under the outstanding leadership of our past presidents John Kennedy (Indiana University, Bloomington), Ron Langley (Univ. of Kentucky), and Tom Guterbock (Univ. of Virginia). I am honored and pleased to have been asked to try and follow in their large footsteps. AASRO was established with the vision of supporting and promoting survey research in academic settings. The members of AASRO direct over 50 academic survey

research organizations nationwide. We have an annual one and a half day meeting that is hosted at a member institution, as well as a meeting during the AAPOR conference. In addition, we currently have over 10 active committees working year-round on various issues that educate/inform, promote awareness, and advance our organization. Our committees include mentoring and peer review, education and advocacy, an annual membership survey,

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in *Public Opinion Quarterly* (Schaefer & Dillman, 1998). The first *POQ* paper devoted specifically to Web survey methodology was published two years later (Couper, 2000).

Today, the continued development of Web survey methodology remains the focus of considerable effort, commanding the attention of academic, government, and private research organizations. There are now hundreds of software packages commercially available for designing and conducting Web surveys (Sue & Ritter, 2007). In this report, we review fifteen years of *Survey Research* newsletters in order to chronicle the diffusion of this methodology across, primarily, academic survey organizations in the U.S.

METHODS

All 40 issues of *Survey Research* published between 1995–2009 (volumes 26.1–40.3) were systematically reviewed. These contained reports for 2,275 unique survey projects for which general descriptions had been submitted by the survey organization conducting the research. Included in the analyses reported below are 2,029 (89.2%) of these projects for which basic information regarding mode(s) of data collection and year of initial fieldwork was reported. These data were abstracted and entered into a database.

RESULTS

Between 1995–2009, the most commonly reported mode of data collection was the telephone, used as either the primary or a secondary mode in 70.5% of the studies examined. These were followed by face-to-face and mail survey modes, used in 21.7% and 17.4% of the studies reviewed, respectively. The Web mode was included in only 5.6% of the studies reported during this period.

Trends in the use of each survey mode are presented in Figure 1. Smoothed polynomial regression lines representing each of these data trends are depicted in Figure 2. When disaggregated by year, these trends indicate a downward trend in the use of telephones for survey data collection and a dramatic increase in the use of Web surveys since about 2002. The first Web survey reported in our database was conducted in 1996. The second Web survey was then not reported until 1998. By 2009, 33.3% of all surveys being reported relied in whole or in part on the Web survey mode. Over the 15-

year period examined, the share of all surveys conducted via face-to-face and mail changed very little.

The degree to which the Web is being used as the single method of data collection vs. its use as part of a mixed-mode design was also examined. Overall, of the surveys employing the Web, 56.8% did so as part of a mixed-mode design and 43.2% relied exclusively on the Web for the collection of survey data. Differences in frequency of methodology pairings were identified as well, as Web and mail were the most dominant mixed-mode combination, representing 31.7% of all surveys that included a Web component. Mixed-mode surveys that included both Web and phone modalities represented 20.4% of all Web surveys reported. Web and in-person mixed-mode surveys represented an additional 12% of all Web surveys. Remarkably, of all multimodal surveys that were fielded in 2006 or later, more than half (57.4%) included a Web component.

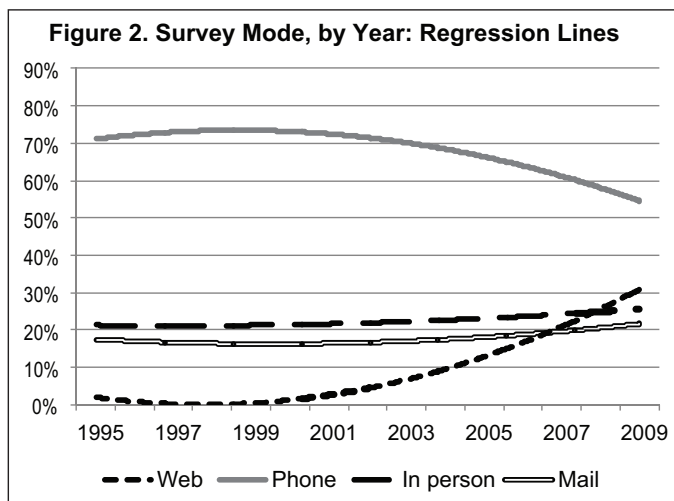
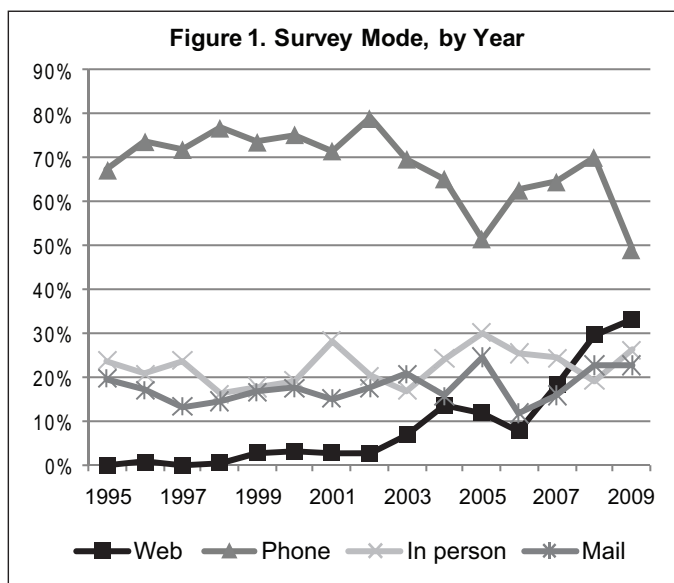


Figure 3. Web-Only Surveys as Percent of All Surveys Employing Web Mode, by Year

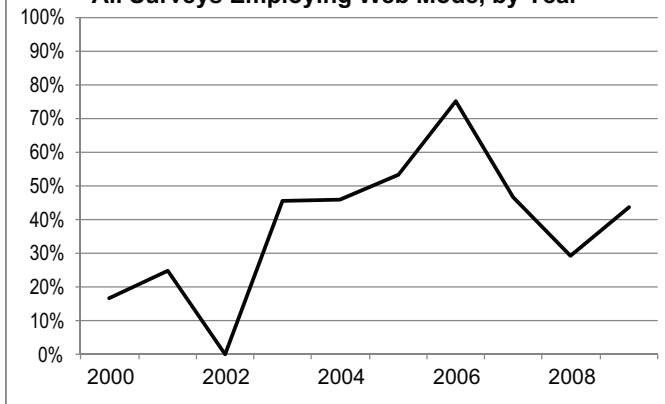


Figure 4. Web-Only Surveys as Percent of All Surveys Employing Web Mode, by Year: Regression Line



In examining the degree to which Web questionnaires are employed as the sole mode of data collection vs. one element of a mixed-mode design, we find that 59% of all surveys in which the Web was employed were mixed-mode studies. The remaining Web surveys (41%) employed that methodology exclusively. Figure 3 examines the proportion of Web surveys that employed the Web alone from 2000 through 2009. This trend is smoothed in Figure 4 again using simple polynomial regression lines. Clearly, Web surveys initially were used mostly as part of mixed-mode designs, with the proportion of studies relying on the Web only increasing considerably over the course of the decade.

CONCLUSIONS

These findings support the general perceptions of practitioners who have seen the application of Web surveys grow considerably in recent years, largely at the expense of telephone methodologies, which continue to confront increasing nonresponse and new technological barriers. Interestingly, however,

the distinction between telephone and Web-based surveys is beginning to blur, as respondents now have the opportunity to complete Web surveys on their smart phones and can be contacted as part of telephone surveys using VOIP technologies.

In reviewing these findings, it is important to acknowledge that the sample of studies examined here may not be representative of all work done by the reporting organizations. Rather, each survey organization was asked to voluntarily provide information regarding studies in which they were currently engaged. We believe that in most cases, organizations reported on only a subset of the studies they were currently conducting. In addition, also because reporting was voluntary, different subsets of organizations contributed during each year examined. Overall, surveys conducted by 139 different survey organizations were included in this analysis.

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human subjects and research compliance, and a collaborative working group, to name only a few.

The 2011 annual meeting was hosted in early March by Washington State University in Pullman. Our hosts John Tarnai and his team were most gracious, thinking of all possible details that made our visit as enjoyable as possible. We benefited enormously by having veteran events planner and Washington State “local” Rita Koontz oversee the event, as she took it upon herself to save us money by purchasing our beverages and snacks, rather than having them catered. The venue was outstanding, and the people were so kind and hospitable. Our meeting room had a fabulous view of Pullman and its gentle rolling hills. Tom Guterbock surprised us during our opening night dinner by presenting us all with new AASRO lapel pins that we all wore proudly. It was great to see such a big turnout (given that traveling to Pullman takes about as long as traveling to Eastern Europe for some of us!)—a great testimony to the members’ dedication to AASRO. We saw old friends and were delighted to welcome new members. In all, 36 people were at the meeting, of which 9 were new members or first-time attendees. A summary of those meetings can be found on the UVA Collab site (for members) put together by Burke Grandjean (Univ. of Wyoming).

The meeting content was outstanding (as usual) and far too involved to mention every detail. A few particulars stood out, one of which was John Stevenson (Univ. of Wisconsin), who wowed us with the member survey results. We had a lot of interesting and lively discussions about implementing a peer review process. We left feeling energized, revitalized, and with a good sense of how to move forward. The AASRO strategic plan started by Tom Guterbock provided the guidance needed to develop a strategy/direction upon which we can build. Several areas of priorities were identified, one of which was to improve our overall infrastructure by (1) moving us to a stable Web environment independent of any one institution and (2) moving AASRO to a formal status as a registered nonprofit (501c3) organization, a move that could simplify our accounting and banking procedures. Two other priorities identified were to establish an AASRO awards or recognition platform and to develop an AASRO peer review process. All of these efforts will strengthen AASRO as an organization and support our overall goals and objectives.

The next Directors Meeting will be March 1–3, 2012, at the Univ. of Georgia in Athens. For more information about AASRO, visit www.aasro.org.



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.

DELAWARE

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DeIDOT Trip Monitoring System Survey. Conducted as part of the Statewide Improvement Project for the Delaware Dept. of Transportation, this ongoing survey began in 1995 and annually involves approximately 2,400 RDD interviews. It gathers information on weekly travel behaviors and preferences of drivers over 16 across the state and helps to determine travel patterns, commute times, modes of transportation, and the use of and need for public transportation. The primary purpose of this project is to determine the needs for transportation services throughout the state. *Study Director:* David Racca, *Project Manager:* Lisa Gilman.

Behavioral Risk Factor Surveillance System Survey (BRFSS). The CDC, in collaboration with the Delaware Div. of Public Health, the Office of Health Education, contracts with CADSR to conduct the BRFSS. CADSR has been instrumental in the gathering of BRFSS data since 1989. Approximately 4,200 RDD interviews are conducted each year. This survey collects information pertaining to tracking disease prevalence, identifying emerging health problems, and establishing and tracking health objectives. *Project Manager:* Lisa Gilman.

Nursing Home/Assisted Living and Rest Residential Utilization Statistics Report. This survey is conducted via mail and e-mail for the Delaware Div. of Public Health's Bureau of Health Planning and Resource Management. Monthly statistics are gathered from all nursing homes and assisted living facilities in Delaware. Data are collected on admissions, discharges, bed availability, bed occupancy, and insurance billing. CADSR has collected and analyzed the data since 2008. There are currently 46 nursing home and 34 assisted living facilities in Delaware. *Study Director:* Tibor Toth, *Project Manager:* Rebecca Bedford.

Green Jobs. Sponsored by the Delaware Dept. of Labor, this project involves three different surveys. Approximately 700 Delaware businesses were surveyed to determine how many and what kind of green jobs exist in Delaware. One of the main goals is to understand whether these companies need particular skills or training programs, and if so, which ones are most relevant. Also, to understand how much households will stimulate the private demand for green products and services, approximately 1,400 RDD interviews were conducted with Delaware households to gauge their interest in "going green." Finally, a survey of approximately 50 educational programs in the state will be conducted to create a census of green-related training programs. *Project Manager:* Dan Brown.

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Work/Family Conflict and Drinking. This mail study targeted adults who worked at least 20 hours per week at some point in the previous year and were caregivers of children or another adult; the purpose was to learn about issues of sexual harassment, use of health and mental health services, and alcohol use among this population. The first wave of data collection extended from late December 2006 through August 2007, and 1,010 respondents returned completed questionnaires. Follow-up waves extended from April 2008 to mid-February 2009 (garnering 713 completes) and from mid-June

2009 through May 2010 (689 completes). *Principal Investigator:* Kathleen Rospenda (Univ. of Illinois at Chicago), *Project Coordinator:* Isabel Farrar.

Improving Housing Outcomes for the Hard to House. Funding for this research was provided by the MacArthur Foundation, the Casey Foundation, the Ford Foundation, and the Chicago Housing Authority. The funding supported a two-year demonstration project that was implemented by Heartland Human Care Services, which provides services to residents of the CHA's Dearborn Homes and Madden Park/Ida B. Wells Homes. From the inception of the demonstration, SRL's role has been to track and survey residents and monitor and interview case managers involved in the demonstration. The design called for a variety of interviews to be completed with Madden/Wells and Dearborn residents. SRL completed face-to-face PAPI interviews with 360 residents over the summer of 2007, bimonthly phone interviews between fall of 2007 and spring of 2009, and a follow-up face-to-face PAPI interview with 287 residents in the summer of 2009. During this time, case managers working on the demonstration also were interviewed about their experiences. SRL currently is working on a third wave of interviews with the demonstration residents. *Principal Investigator:* Susan Popkin (The Urban Institute), *Project Coordinator:* Isabel Farrar.

Chicago Health and Environment Exposure Recreation Study (CHEERS). With funding from the Metropolitan Water Reclamation District of Greater Chicago, the CHEERS researchers are seeking to understand the connection between water quality and the health of people who are active in and around recreational waters (e.g., Lake Michigan, the Chicago River) for kayaking, boating, fishing, and nonwater activities such as running, biking, golfing, etc. CHEERS team members conducted two in-person interviews with respondents participating in certain recreational activities at the waterway—one before the activity and one after—during summer 2007, summer 2008, and summer 2009. Respondents then were contacted for follow-up phone interviews 2 days, 5 days, and 21 days after the in-person interviews. Depending on how respondents answered the symptom checklist in the phone follow-up, they could be eligible for a home visit from the CHEERS nurse for skin or eye swabs; some were asked to provide stool samples. Throughout the course of the project, SRL assisted in questionnaire development, programmed the

instruments, provided advice on sampling and data collection, conducted CATI follow-ups, downloaded and processed the collected data, created final data sets, and conducted focus groups with waterway users on the topic of risk communication. *Principal Investigator:* Sam Dorevitch (Univ. of Illinois at Chicago), *Project Coordinator:* Isabel Farrar.

Reporters' Rights and Access. On behalf of the Chicago Headline Club, a local professional organization for journalists, SRL surveyed journalists working in the Chicagoland area by Web. Funded by the McCormick Foundation, the study sought to determine how journalists access meetings, places, and information in the course of their work to provide information to the public. Data collection began at the end of January 2011, ended March 11th, and resulted in 226 partial or complete submissions. *Project Coordinator:* Anne Diffenderffer.

IOWA

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Iowa Child Health Survey. Funded by the Iowa Dept. of Public Health and subcontracted by the Univ. of Iowa Public Policy Center, CSBR completed the 2010 Iowa Child Health Survey in December 2010. Utilizing ABS sampling with mixed-mode, 2,385 interviews (1,858 phone, 527 Web) addressed children's health status, access to care, prescription medications, social determinants of health, dental care, nutrition, and physical activity levels. *Principal Investigator:* Pete Damiano (Univ. of Iowa), *Project Director:* Mary Losch.

WISE Sarcoidosis Pilot Interviews. The study was funded by an ARRA grant to the Univ. of Iowa Institute for Clinical and Translational Science. The purpose of the study was to evaluate and pretest an online sarcoidosis interview being developed for international use. Staff completed 30 2-hour qualitative interviews with sarcoidosis patients in the U.S. and Canada. Extensive probes and cognitive interviewing techniques assessed ease of administration, respondent comprehension, retrieval, interpretation, and response processes. *Principal Investigator:* Mary Losch, *Study Director:* Anne Hoekstra.

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Physical Activity Measurement Study. This multimode study is being conducted in 4 Iowa counties to develop better ways to accurately assess the levels and types of physical activity in which people engage during their daily lives. A list sample is used to screen for respondents between age 21–70 who meet certain medical criteria. Respondents are visited by field staff and given an activity monitor to wear for 24–36 hours, after which they complete an activity recall CATI interview. Each respondent wears the monitor and is interviewed twice and also completes a self-administered paper questionnaire. A total of 6,750 households will be screened to locate and identify 1,200 respondents who complete all parts of the study. *Project Coordinator:* Janice Larson, *Project Manager:* Jody Fox.

Teacher and Student Evaluation of Financial Education Materials.

Respondents to this Web/mail survey are teachers and students using educational materials developed by the National Endowment for Financial Education. Teachers who requested materials were contacted by mail to complete a short Web/paper questionnaire to clarify their use of the materials during the 2009–2010 academic year. Eligible teachers received evaluation forms for both the teacher and students. Students were asked to provide a home address so a follow-up evaluation could be sent to them several months later. There were 2,300 teachers contacted initially. Completed evaluation questionnaires were received from 212 teachers and 4,794 students. Completed student follow-up questionnaires were received from 381 students. *Project Coordinator:* Janice Larson, *Project Manager:* Allison Tyler.

Iowa Farmers and Biofuel Production Issues. A mail survey is being conducted in 2011 with 2,250 Iowa farmers who own or operate 50 acres or more of Iowa farmland. The sample is stratified by regions within the state. This survey is part of a larger effort by Iowa State University researchers to better understand farmers' knowledge about and interest in selling biomass for biofuel production. *Project Coordinator:* Janice Larson, *Project Manager:* Allison Tyler.

KENTUCKY

Survey Research Center

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STARS for Kids NOW Process Evaluation. The STARS for KIDS NOW program is Kentucky's voluntary quality rating improvement system for Licensed Type I, Type II, and Certified Family Child Care Homes. Programs are rated using a 1–4 STAR Level system. As part of the process evaluation, a survey of KY households with children 12 and under is being conducted to understand parent/family perceptions of STARS as well as their priorities and needs for early care and education. *Principal Investigator:* Beth Rous, *Project Director:* Ron Langley.

Kentucky Proud Advertising Awareness and Usage. Kentucky Proud is a brand found on food products exclusively grown and processed in Kentucky. Funded by the KY Dept. of Agriculture, a household survey of primary food shoppers is being used to assess awareness of Kentucky Proud products, how much of a priority it is for consumers to buy local, and what factors are most important in determining grocery purchases. *Project Director:* Ron Langley.

Life Stresses, Family and Partner Support, and Cancer Care for Women. This survey of 5,000 female Kentucky cancer survivors seeks to determine the level of support from intimate partners and the effect of other life stresses on their recovery process. *Principal Investigator:* Ann Coker, *Project Director:* Ron Langley.

Survey Research Center

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Kentucky School Districts' Health Services. The Survey Research Center conducted a Web survey of all school districts in Kentucky to ascertain the depth and breadth of health services provided to students by school personnel. Health services ranged from first aid and referrals to administration of treatments and medications for chronic disorders. The study was funded by the Foundation for

a Healthy Kentucky and conducted in coordination with Kentucky Youth Advocates.

MASSACHUSETTS

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Receptivity to New Smokeless Tobacco Products among U.S. Test Market Populations. There is considerable controversy about the appropriate public health approach to the new smokeless tobacco products introduced to U.S. markets in 2006. Some believe that their adoption by smokers would improve public health; others believe that the net effect will be negative due to their potential undermining of smoking cessation motivation. This population-based phone survey of adults in two major test markets, funded by NCI, is designed to provide evidence of the nature of consumer receptivity to the new products, the rate at which smokers and nonsmokers are trying the product and either rejecting it or adopting it for regular use, and the likely impact of regular use on smoking patterns. We are using a dual-frame list and address-based sample, with the aim of interviewing 4,300 adults. *Principal Investigator:* Lois Biener, *Project Manager:* Dragana Bolcic-Jankovic.

Massachusetts Employers Health Insurance

Survey. This is a continuation of work begun with the Massachusetts Div. of Health Care Finance and Policy in 2001. The purpose of the survey of a sample of 1,500 Massachusetts employers with at least 3 or more employees is to gather information about whether they offer health insurance to employees, who qualifies for this insurance, what is covered, the cost to employees and employer as well as the numbers of people insured and not insured. This survey, conducted in 2001, 2003, 2005, 2007, 2009, 2010, and now again in 2011, tracks changes in employer health insurance offerings across a decade in which the state instituted mandatory health insurance. Response rates of 55%–60% have routinely been achieved across the years. *Study Director:* Anthony Roman.

Establishing the Ethical Framework for Critical Care Genetics. This NIH-funded study is being conducted in collaboration with a team of researchers

from Washington Univ. School of Medicine and the Univ. of Texas Southwestern Medical. The purpose is to better understand how people making decisions for very ill family members view the potential use of genetic information. The target population is ICU patients and their surrogate decision makers. Interviews are being conducted in person in St. Louis and Dallas. The goal is to interview 600 surrogate decision makers and 300 patients. *Study Director: Brian Clarridge, Project Manager: Dragana Bolcic-Jankovic.*

MICHIGAN

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The Panel Study of Income Dynamics (PSID). Begun in 1968, the PSID is a longitudinal study of several thousand men, women, and children and the family units in which they reside. Most information collected is about family composition and changes, income sources and amounts, employment and pensions and wealth. The main focus is on how these family composition and financial factors interact with each other and change over time. PSID is using a CAI application that includes an Event History Calendar to collect employment and health histories. In 2011, PSID will interview over 9,000 families for its 37th wave of data collection. The study's primary funding source is NSF with substantial additional funding provided by NIA and NICHD. *Principal Investigators: Robert Schoeni and Charlie Brown, Survey Director: Eva Leissou.*

The Army Study to Assess Risk and Resilience in Service Members. This survey is a response to the Dept. of the Army's request to the National Institute of Mental Health (NIMH) to enlist promising scientific approaches for addressing the rising suicide rate among Army soldiers. The study purpose is to identify modifiable risk and protective factors for suicidal behavior to help inform the Army's ongoing efforts to prevent suicide and improve soldiers' overall psychological health and functioning. Investigators from the Univ. of Michigan, Harvard Medical School, Uniformed Services Univ. of the Health Sciences, and NIMH will conduct an epidemiologic study of

mental health, psychological resilience, suicide risk, and suicide deaths in the Army. Data collection uses a mobile stand-alone network of 100–300 laptop computers with group SAQ interviews. The study will evaluate representative samples of soldiers across all phases of Army service, both retrospectively and prospectively. *Survey Director: Nancy Gebler.*

The National Children's Study (NCS). Funded by NIH, this study aims to better understand the link between the environments in which children are raised and their physical and mental health and development. The NCS is a longitudinal study of 100,000 children and their families from approximately 100 U.S. locations. Women will be recruited into the NCS prior to conception or during pregnancy, and their children will be followed for 21 years. Currently, the study is in a vanguard phase, assessing the feasibility, acceptability, and cost of operations to help plan for the main study (expected to begin in 2012). The SRC will be responsible for data collection in up to 5 Michigan counties. SRC is a partner in the Michigan Alliance for the NCS (MANCS), a partnership involving 6 leading academic and health institutions. *MANCS Principal Investigator: Nigel Paneth (MSU), U-M Co-investigators: Daniel Keating and Michael Elliott, Survey Director: Kirsten Alcser, Senior Project Manager: Shonda Kruger Ndiaye.*

MINNESOTA

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Bush Foundation 3-State Survey. In December 2010, Wilder Research completed over 400 interviews each in Minnesota, North Dakota, and South Dakota with a random sample of adult residents using address-based sampling. This survey was conducted on behalf of Bush Foundation to assess residents' views about the quality of life in their community and state, as well as their perceptions and ideas about the budget issues in their state. Wilder subcontracted data collection to PhoneBase, a firm in Colorado. The results of the survey are being used to inform policymakers about their constituents' opinions on important issues and also will

guide Bush Foundation's work in this area over the next year. Finally, this survey will be used to evaluate trends over time, with this being the second annual 3-state survey. More information can be found at www.incommons.org/

Saint Paul Promise Neighborhood Community Assessment. In winter 2011, Wilder Research completed a community assessment as a part of its work on the Saint Paul Promise Neighborhood initiative. All households in the 9 census tracts included in the Promise Neighborhood (which make up Saint Paul's Thomas-Dale and Summit-University Neighborhoods) were contacted and screened for eligibility. Households with children age 18 or younger were eligible to participate. These households were interviewed over the phone or in-person by community members that were hired and trained to work on this project. Interviews were conducted in English, Hmong, Karen, Somali, Spanish, and Vietnamese. This survey was completed in March 2011, with approximately 650 households surveyed. The results will be used to inform the design of a network of community resources to support the cradle-to-career success of all children in the community. More information can be found at www.wilder.org/promiseneighborhood.0.html

NEBRASKA

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Nebraska Student Health and Risk Prevention (SHARP) Surveillance System. The State of Nebraska selected BOSR to conduct the first ever Nebraska SHARP Surveillance System data collection effort. SHARP consists of the fielding of three in-school surveys (YRBS, YTS, and NRPFS) as one data collection effort throughout the state. As part of the data collection plan, BOSR is recruiting and working with over 400 schools.

Nebraska Annual Social Indicators Survey 2010/2011 (NASIS). Once again, BOSR is proud to field NASIS. Starting in 2010, NASIS switched modes from telephone to mail. NASIS is unique as it is one of the only statewide omnibus survey with over 25 years of continuous operation. Data from NASIS are used in a variety of ways, including publi-

cations by UNL faculty and staff and by agencies and organizations across the state in improving their services to Nebraskans.

National Survey of Fertility Barriers (NSFB). NSFB is a nationwide longitudinal phone study of women age 25–45 to understand how having or not having children affects women's lives. Baseline data collection was a joint effort between BOSR and Penn State's Survey Research Center. BOSR recently completed the second phase, calling back nearly 3,500 women originally surveyed to learn how their decisions regarding childbearing and family-building have changed or stayed the same since the baseline interview. *Principal Investigators:* Julia McQuillan (UNL) and David Johnson (Penn State University).

NEVADA

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The Las Vegas TGA Ryan White Part A HIV/AIDS Needs Assessment 2010. The Ryan White Planning Council collaborated with the Cannon Survey Center to collect data regarding service use, gaps in care, barriers to care, and the needs and availability of services to people living with HIV/AIDS. A survey of 761 consumers in the infected and affected community was conducted in the Las Vegas Target Area. The survey was designed to obtain information regarding barriers to care, gaps in care, and unmet need, specifically focusing on substance abuse, mental health, and incarceration. In-depth focus group discussions also were conducted with respondents in priority populations. Results from the needs assessment allow the Planning Council to effectively plan for services and set funding priorities. *Project Directors:* Pamela Gallion, Courtney LaHaie, Taylor Moseley, and Shayla Streiff.

A Portrait of Nevada's Seniors: A Collaborative Study (2006–2010). The Cannon Survey Center was commissioned in 2005 to conduct multiple surveys over several years on issues affecting Nevada seniors; over 5,000 Nevada residents age 50 and older have been surveyed. Topical areas addressed include but are not limited to income, housing, transportation, physical health, mental health, health

insurance coverage, work/retiree status, caregiving, crime, and social well-being. Findings have provided empirical data on the growing senior (and about to be senior) citizen population and have been used by academics and legislators as a supplemental tool in the decision-making process concerning the future of the State's public programs and services. *Project Directors:* Pamela Gallion, Courtney LaHaie, and Taylor Moseley.

NV Energy Customer Satisfaction and Consumer Confidence 2010. Throughout 2010, the Cannon Survey Center collected data regarding customer satisfaction with money-saving programs (CoolShare 2010; $n = 308$) and pilot programs (Home Energy Displays 2010; $n = 394$) offered by NV Energy. The Center also conducted a study that measured consumer confidence ($n = 303$) in NV Energy and its services. Currently, the Cannon Survey Center is partnering with NV Energy to obtain information and satisfaction ratings from Nevada residents on the statewide Smart Meter roll-out program. Data will be collected over the next 2 years and will provide the state, the utility, and residents with valuable information to ensure a smooth and effective transition to a more energy-efficient Nevada. *Project Directors:* Pamela Gallion, Courtney LaHaie, and Taylor Moseley.

NEW YORK

Stony Brook University Center for Survey Research

Stony Brook University, Department of Political Science

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Residential Satisfaction and Downtown Development: The View from Long Island and the NY Metro Area. The Center for Survey Research conducted the Rauch Foundation's Long Island Index 2011 survey in fall 2010. RDD interviews were conducted with 807 Long Island residents, with an additional RDD oversample of 205 residents of suburban NJ and 201 residents in the near northern NY and Connecticut suburbs. The survey compared residents' attitudes in the sampled areas towards the quality of life in their towns and their preferences for downtown development and housing alternatives. *Principal Investigator:* Leonie Huddy.

Survey Research Institute (SRI)

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2010 Cornell National Social Survey. This is the 3rd annual national omnibus survey of adults in the continental U.S. Omnibus participants are limited to Cornell researchers. This is a service offered through the Office of the Senior Vice Provost to support the research efforts of Cornell faculty, staff, and students. The goal is to provide researchers with an opportunity to test survey questions, collect survey data for inclusion in grant proposals, and have access to a national data set for use in research and teaching. A total of 1,000 RDD interviews were completed between October and December 2010. *Principal Investigator:* Ronald Seeber, *Project Manager:* Darren Hearn, *Contact Person:* Yasamin Miller.

Shaping the Health of Democracy: The Impact of the Patient Protection and Affordable Care Act of 2010 on Americans' Political Attitudes and Behavior.

This national phone survey examines how health care reform, as enacted in law in 2010, influences Americans' political attitudes and behavior over time. The goal is to study its impact over the early years of implementation. This is a unique opportunity to observe this law in action and to understand its impact on the lives of Americans. The baseline survey was completed in fall 2010 and will be followed by reiterations in subsequent years (2012, 2014, 2016), enabling a comparison of attitudes and behavior across time. A total of 1,000 RDD interviews were completed with adults in the continental U.S., plus an oversample of 200 individuals residing in low-income households (defined as household incomes below \$35,000 per year before taxes) and age 18–64. *Principal Investigator:* Suzanne Mettler, *Project Manager:* Darren Hearn, *Contact Person:* Yasamin Miller.

Fortune 1000 and Federal Agencies Survey on Alternative Dispute Resolution (ADR). The Scheinman Institute on Conflict Resolution, in conjunction with the Straus Institute on Dispute Resolution at Pepperdine University, the International Institute for Conflict Prevention and Resolution, and the U.S. Air Force, is undertaking a study of the use of ADR by major U.S.-based corporations and federal executive agencies. ADR involves the

use of private methods (e.g., arbitration, mediation, fact-finding) rather than litigation to resolve disputes. It is believed ADR use has grown significantly in the U.S. over the past several decades, but the exact extent and nature of its use has not been well documented. In 1997, SRI, on behalf of the Institute on Conflict Resolution at Cornell, conducted the first comprehensive survey of the use of ADR by the Fortune 1000. That survey remains the only in-depth examination of ADR practices in U.S. corporations. The new survey partially replicated the 1997 survey, providing the basis for an analysis of how ADR use has changed over the past dozen years; it also gathered information on practices that were not (or not widely) used at the time of the 1997 survey. The new survey also will be adapted for use with federal executive agencies, as Congress has mandated the use of ADR by federal agencies. The current multimode survey targeted all general counsels of all Fortune 1000 companies: the questionnaire was mailed to general counsels, followed by phone call reminders and an option to complete the interview by Web. Data collection was conducted between July 2010 and March 2011, resulting in 303 completes. *Principal Investigator:* David Lipsky, *Project Manager:* Darren Hearn, *Contact Person:* Yasamin Miller.

Labor-Management Collaboration in Healthcare Settings. The relationship between labor management partnership and these outcomes is of special importance in the healthcare setting. First, unionization efforts and the prevalence of unions are on the rise in U.S. healthcare settings. Second, the U.S. healthcare system is in a state of dramatic restructuring in an effort to address patient quality, workforce, and fiscal concerns. Finally, the use of formal labor management partnerships within the healthcare system has been touted as critical for developing sustainable employment relations systems within the complex healthcare system. Little research has been conducted on the prevalence of these initiatives and the factors that contribute to success or failure in achieving desired outcomes. The purpose of this Web study was to explore the effect of these partnerships on union members' perceptions of patient care quality and on their relationships with the union and with their employers. The questionnaire was completed by 442 healthcare workers at a large New England hospital. *Principal Investigator:* Ariel Avgar, *Project Manager:* Brett Haranin, *Contact Person:* Yasamin Miller.

NORTH CAROLINA

Social & Statistical Sciences

RTI International

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Cognitive Testing of the American Community Survey (ACS) Supporting Materials for Group Quarters Data Collection. The U.S. Census Bureau contracted with RTI International to conduct cognitive interviews to evaluate introductory materials used by field representatives to notify and gain participation from administrators of group quarters in the ACS data collection. Two rounds of interviews will be conducted in several metropolitan areas focused on addressing the reliability, fluency, design, and appropriateness of the draft materials. *Project Director:* Murrey Olmsted.

The National Children's Study. This project will examine effects of the environment, including air, water, diet, family dynamics, community influences, and genetics on the growth, development, and health of children. Mothers will be enrolled at university-affiliated study centers; current plans are to study 100,000 participants from before birth until they are 21 years old. RTI will collect data from participants when study centers are unable to, such as when participants move or when data collection requirements exceed local capacity. *Project Director:* Ellen Marks.

OREGON

Survey Research Lab (SRL)

Portland State University

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Discover Wilsonville. This longitudinal research project will help the City of Wilsonville understand how city programs and neighborhood location may influence residents' transportation decisions. In 2010, over 960 telephone interviews were completed in both English and Spanish. City employees will conduct outreach to residents in the coming year, and the SRL will follow up with previously surveyed households to see if outreach efforts affected transportation choices. *Project Directors:* Debi Elliott and Amber Johnson.

Forest Park Recreation Survey. In 2010, SRL began conducting intercept surveys for Portland Parks and Recreation at Forest Park in order to better understand preferences, motivations, frequency of use, and satisfaction of park users. During May and June, 564 questionnaires were completed. In February 2011, 705 additional questionnaires were completed. The survey will be conducted again in late summer 2011. *Project Directors:* Debi Elliott and Tiffany Conklin.

Oregon Public Safety Survey. This phone survey assessed Oregonians' attitudes towards various criminal justice policies and documented and explained citizens' experiences of fear and criminal victimization. SRL partnered with investigators at PSU's Hatfield School of Government's Dept. of Criminology and Criminal Justice to complete 1,215 random questionnaires and an additional 354 oversample questionnaires with underrepresented minority groups throughout the state. *Project Directors:* Debi Elliott and Amber Johnson.

Elementary School Commute Focus Groups. On behalf of researchers at PSU's Center for Transportation Studies, SRL conducted focus groups in spring 2010 with parents at four Portland elementary schools. The goal was to provide a better understanding of how and why parents make the choices they do concerning their children's commutes to and from school. *Project Directors:* Debi Elliott and Tara Horn.

Cancer Genetics Survey. In partnership with the Oregon Public Health Division, SRL surveyed over 2,500 health care practitioners via Web and mail regarding their practices related to screening and genetic testing for breast, ovarian, and colorectal cancer. The final response rate was 57%. *Project Directors:* Debi Elliott and Tara Horn.

TEXAS

Center for Community Research & Development Baylor University

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Resident Survey. In fall 2010, 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 luck in life, church attendance, and depression.

VIRGINIA

Center for Survey Research (CSR) University of Virginia

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Behavioral Aspects of Sheltering and Evacuation in the National Capital Region. CSR continues to work closely with the Virginia Dept. of Emergency Management, the UVA Center for Risk Management of Engineering Systems, and emergency planning agencies in the mid-Atlantic region. An initial phone survey of adults in the Washington DC area asked what they would do in case of a "dirty bomb" attack. The factorial vignette design presented detailed hypothetical scenarios that varied key elements of the hazard. A full report was done on those 2,600 completions, sampled using a triple frame that included landline RDD, directory-listed sample, and cell phones. A follow-up survey is in progress that will investigate the issues and priorities of both home and workplace during an emergency event. *Principal Investigator:* Thomas Guterbock, *Project Coordinator:* Robin Bebel.

Chesterfield Citizen Survey 2008 & 2010. The 2010 Chesterfield County Citizen Satisfaction Survey was a phone survey of 480 residents of Chesterfield County, Virginia. The triple-frame survey was based in large part on the 2008 survey, but the number of survey items and number of completes were trimmed for 2010 due to budget constraints. The survey purpose was to assess citizen opinions about services offered in the county and to compare ratings of service quality with those reported in previous surveys. *Principal Investigator:* James Ellis, Jr., *Project Coordinator:* Deborah Rexrode.

Loudoun County Community Assessment. Conducted on behalf of the Loudoun County Dept. of Family Services, this project will serve as a baseline to measure future change, provide information than can inform grant applications, and serve as a foundation for strategic planning and visioning. A Web-based survey of human services programs in the county documented available services; the primary questionnaire was mailed to 2,200 house-

holds in Loudoun County. Less-populated and lower-income areas of the county, along with a “lobby survey” placed at twelve human service agencies in Loudoun County augmented response from populations receiving services. The mail survey yielded 1,260 completions. *Principal Investigator:* James Ellis, Jr., *Project Coordinator:* Robin Bebel.

WASHINGTON

Social & Economic Sciences Research Center

Washington State University

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2010 Wenatchee Valley Travel Survey. The Wenatchee Valley Transportation Council sponsored a 2010 phone survey to better understand travel needs of residents in the Wenatchee, Washington, area and to identify opportunities for improving the overall transport system in the area. The survey was conducted by phone with a random sample of 8,000 households from two ZIP codes in the Wenatchee area. A total of 526 interviews were completed. *Project Director:* John Tarnai, *Study Director:* Arina Gertseva.

2010–2011 Congregation Giving Survey. This mixed-mode survey contacted U.S. church congregations to gather information about their support of international giving and relief. Respondents were contacted by phone and also offered a mail/Internet option. The sample consisted of 576 cases that responded to the 2009–2010 survey and 624 newly selected cases. 514 respondents completed or partially completed the questionnaire. *Principal Investigator:* Danna Moore, *Study Director:* Kent Miller.

Perspectives on Native Educational Success. In spring 2010, a mixed-mode survey using a Web-based questionnaire with a mail-in option was conducted in order to learn more about the views and perspectives on Native educational success from educators throughout the U.S., particularly those who are Native, and others interested in Native education. Of the 2,111 invited to participate, 688 completed the questionnaire. *Principal Investigator:* Rose Krebill-Prather, *Study Director:* Leona Ding.

Finding Your First Job: Survey of Newly Licensed Registered Nurses. A mail/Web survey

was conducted of 2,200 newly licensed RNs in Washington State to gather information about their initial job search. The findings will be used to improve and enhance nursing programs in the state. Questionnaires were completed or partially completed by 532 RNs. *Principal Investigator:* John Tarnai, *Study Director:* Kent Miller.

Application Technology in Tree Fruit, Nuts, and Grapes. The main objective of the mail/Web survey was to better understand tree fruit, nut, and grape producer experiences with their current application technology and their concerns and obstacles to technology adoption. The survey also examined the operational context and decision processes of the producers as a way to target and build capacity for future efforts. Of the 891 producers contacted, 203 completed the questionnaire. *Principal Investigator:* Danna Moore, *Study Director:* Rose Krebill-Prather.

WISCONSIN

UW Survey Center

University of Wisconsin-Madison

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Wisconsin Longitudinal Study. This, the 5th wave of data collection for this survey, is the first being done in person. The overall sample size is just over 12,000; as of April 1, over 6,000 CAPI interviews have been completed. Interviews collect social science survey data, anthropometric measures, DNA, among others. Interviews with original panel members and selected siblings will be collected for the next 6 months. Participants also complete a self-administered questionnaire, and requests are made to make data linkages to Social Security and Medicare data. The study is funded by NIA. *Principal Investigators:* Robert Hauser and Pam Herd.

Midwest Young Adult Study. The Survey Center is conducting Wave 5 of this study of foster children in Wisconsin, Illinois, and Iowa. Initial waves were conducted in 2002, 2004, 2006, and 2008. We have maintained a response rate of over 80% for this panel of just over 700 young adults, now about age 27. Questions asked about the youth’s living situation, closeness with foster care family, schooling, preparation for independent living, drug and alcohol use, and future plans. Sections from the WHM-CIDI were included in the interview. The interview also featured an ACASI section for administering sensi-

tive questions about abuse and delinquency. The project has required extensive tracking and locating and has included interviewing incarcerated respondents. Funding for Wave 5 comes from the Gates Foundation. *Principal Investigator*: Mary Courtney.

Milwaukee Area Renters Study (MARS). Informed by a yearlong ethnographic study of eviction in inner-city Milwaukee, MARS is being conducted via personal interviews of tenants in the city's low-income private housing sector. Interviewers will visit approximately 5,000 households selected from low- and high-poverty neighborhoods and through a multistage stratified probability sampling design to complete 1,000 interviews. The survey collects data on current housing situation, neighborhood characteristics, civic engagement, material hardship, and social networks, as well as a 2-year residential history and a roster of all household members. Respondents will be asked about previous housing conditions, rental behavior, landlords and building managers, and the location and number of moves made in the previous 2 years. Funding comes primarily from the MacArthur Foundation. *Principal Investigator*: Matthew Desmond.

WiscAID. In fall 2011, the Survey Center will be conducting the next wave of data collection for 3,000 students that matriculated in the UW System in fall 2008. These students are from across Wisconsin, including undergraduate students enrolled at all 42 two- and four-year colleges in both the Univ. of Wisconsin and Wisconsin Technical College System. WiscAid is a team of researchers committed to understanding the factors affecting student success in college; its main purpose is to improve financial aid policy in Wisconsin by providing policymakers, financial aid officers, and other decision makers with information on the real impact of aid for financial aid recipients across the state. The project requires extensive tracking and locating and has included a series of mail, Web, and mixed-mode studies. Fall's data collection will be mixed mode (Web and mail). *Principal Investigators*: Sara Goldrick-Rab and Doug Harris.

Family Health Survey (FHS) Oversample of Uninsured Households. The Survey Center has been collecting the Wisconsin FHS data for more than 10 years; it is conducted annually with 2,400 households using a standard RDD landline sample. This year, we are conducting a pilot, sending a 2-page mail questionnaire to an address-based sample to attempt to screen for uninsured households. Ques-

tionnaires have been sent to 4,000 households across 4 strata. 200 households are now completing a follow-up telephone interview. Funding comes from the Wisconsin Dept. of Health Services. *Principal Investigator*: Eleanor Cautley.

WYOMING

Wyoming Survey & Analysis Center (WYSAC)

University of Wyoming

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Public Views on In Situ Uranium Production.

In February 2010, WYSAC conducted a statewide general population phone survey regarding the public's knowledge of, concerns about, and support for in situ uranium production in the state. The survey was sponsored for the School of Energy Resources at the Univ. of Wyoming. The sample was stratified by geographic region based on existing uranium mines. Survey results were presented at a public forum held in Laramie and received wide media attention. *Principal Investigators*: Nanette Nelson, Bistra Anatchkova, and Brian Harnisch.

Children and the Outdoors. In fall 2010, WYSAC conducted a statewide mail survey of parents with children between age 5–12. The survey was sponsored by Teton Science Schools and the Wyoming Dept. of State Parks and Cultural Resources. The questionnaire was designed to assess the current exposure of Wyoming children to the outdoors and measure parents' attitudes and beliefs about the connection of children to nature. Close to 1,400 completed questionnaires were obtained. *Principal Investigators*: Thomas Furgeson, Bistra Anatchkova, and Patricia Taylor.

WYDOT Customer Satisfaction Survey 2010. In late fall 2010, WYSAC conducted a statewide general population survey on a sample disproportionately stratified by county designed to measure the public's satisfaction with the wide range of services provided by the Wyoming Dept. of Transportation. WYSAC has been conducting this survey every 2 years since 2002. This year, the RDD sample was supplemented with a cell phone subsample. About 30% of all respondents provided an e-mail address in response to the invitation of WYDOT to become part of public advisory panel. PowerPoint presenta-

tions were given to the Wyoming Transportation Commission and WYDOT executive staff. *Principal Investigators:* Thomas Furgeson and Bistra Anatchkova.

Larimer County Community Health Survey 2010.

The Health District of Colorado's Northern Larimer County has conducted comprehensive community health surveys every 3 years since 1995. In 2007 and again in 2010, they enlisted WYSAC to carry out the data collection and analysis for this project. A large-scale mail survey was conducted, with over 3,500 respondents returning completed questionnaires. *Principal Investigators:* Michael Dorssom and Bistra Anatchkova.



ANNOUNCEMENT

Iowa State University is pleased to announce the merger of two data collection units. The data collection and observational coding units from the Institute for Social & Behavioral Research (ISBR) and the data collection unit of the Center for Survey Statistics & Methodology (CSSM) have merged to form Survey & Behavioral Research Services, located at 2321 North Loop Drive, Suite 120, Ames, IA 50010.



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.

Survey and Behavioral Research Services (SBRS) is pleased to announce the appointment of **Douglas Bonett** to the position of Director of SBRS and the appointment of **Shirley Huck** to the position of Assistant Director. Shirley replaces **Dianne Anderson**, who retired in December 2010.

In March, director of the Center for Survey Research (CSR) at the Univ. of Virginia **Tom Guterbock** completed his term as President of the Association of Academic Survey Research Organizations. He will serve on the 2011–12 Executive Committee as Past President. **Pete Furia** will continue in 2011-12 his part-time appointment at CSR,

where he serves as a Project Coordinator.

The Univ. of Nebraska-Lincoln Bureau of Sociological Research (BOSR) is pleased to welcome several new Research Project Associates to our staff: **Nicole Bryner**, **Kristin Sund**, and **Richard Hull**. After over a decade of service BOSR's Assistant Director **Stacia Jorgensen** will be leaving her position in May.

RTI's Research Computing Division welcomes **Adam Weeks** as a Project Management Specialist, **Stacie White** as a Project Administration Specialist, **Gilberto Munoz** as a Research IT QA Specialist, and **Derek McCaw** and **Luis Apellaniz** as Programmers/Analysts. Several new individuals have joined the Social Sciences Division, including Statisticians **Steven Thomas**, **Lance Couzens**, **Amy Couzens**, and **Dan Liao**. Recent additions to the Survey Research Division include Survey Methodologists **Ashley Richards** and **Charles Strohm** and Survey Specialist **Sarah Lycan**, while **Jennifer Poulos** has joined the Education Studies Division as Research Education Analyst. New faces at the Center for the Advancement of Health Information Technology include Director of Patient Centered Technologies **Jonathan Wald**, Senior Research Health IT Scientist **Saira Haque**, Research Informaticist **Jamie Pina**, and Research Health IT Specialists **Adam Vincent** and **Cynthia Throop**.



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.

RTI International has an opening for **Senior Manager of Survey Research Field Data Collection Services**. The Manager will be responsible for developing and maintaining RTI's leading capabilities for in-person survey data collection. Responsibilities include developing and maintaining standard field interviewer and supervisor recruiting and hiring processes; developing standard cost, production, and quality metrics for field interviewing; researching and developing new strategies for in-person data collection; presenting new ideas in research

journals and conferences; management responsibility for the Staffing Vendor subcontract; preparing demand estimates; monitoring performance; addressing technical and budget issues. An undergraduate degree is required with at least 15 years experience managing large-scale data collection activities; extensive knowledge of principles, processes, systems, and methods of survey research and data collection operations; and skilled in budget management, reporting systems, cost estimating, and evaluation of cost drivers. For more information, go to www.rti.org/careers and reference job number 13117.

The Survey Research Center (SRC) at the Univ. of Michigan will seek candidates for **survey specialist** positions. Those 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. Watch for postings at the Univ. of Michigan jobs Web site (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.

The Center for Survey Research, Univ. of Massachusetts Boston, has an opening for **Senior Research Fellow**. A Ph.D. in social science is required. Applicant must have demonstrated analytic skills and ability to develop funding for own research interests and considerable survey methodology experience is essential. Strong statistical skills are highly desirable. Direct work experience with large-scale probability sample survey projects also is essential, preferably in a survey research organization. Send vita to Director, Center for Survey Research, Univ. of Massachusetts Boston, 100 Morrissey Blvd., Boston, MA 02125. EEO/AA.

The UW Survey Center will soon be posting a **project director** position. Position will assist with management of very large survey projects and manage individual projects. The Survey Center provides a wide range of data collection services (mail, Web, telephone, in-person, mixed mode as well as conducting focus groups and in-depth interviews). We provide these services to university researchers, state agencies, and not-for-profit organiza-

tions. Candidates with varying levels of experience will be considered. Search for "Survey Center" at www.ohr.wisc.edu/search/pvl_search.asp

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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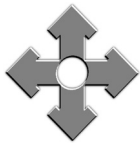
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