

# SURVEY RESEARCH

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NEWSLETTER FROM THE SURVEY RESEARCH LABORATORY

## 2010 Survey of Academic Survey Research Organizations: Summary of Main Findings

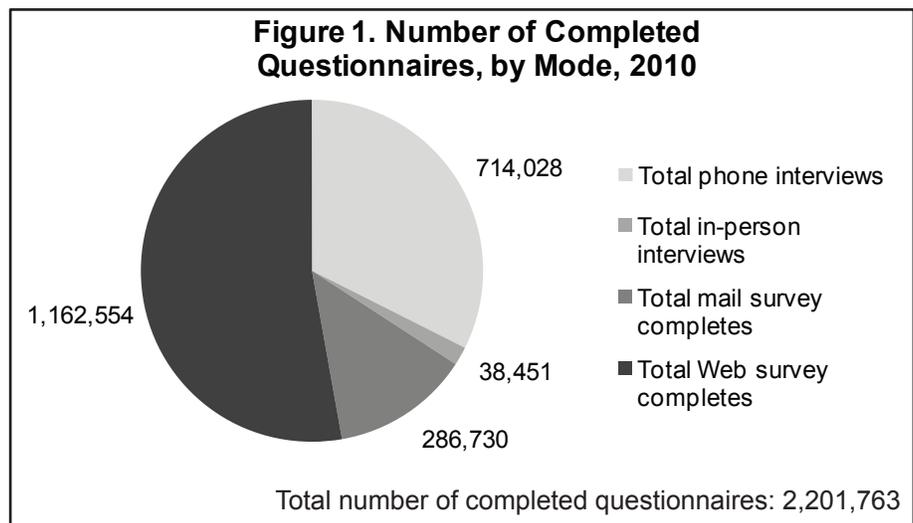
As part of its mission to serve as a leading voice in support and promotion of excellence in survey research conducted in academic settings, the Association of Academic Survey Research Organizations (AASRO) undertook a survey of academic survey research organizations in 2010. The goals of this survey were to (a) understand commonalities and differences among university-based research organizations throughout the country; (b) share information on capabilities; and (c) share information to help support organization growth and stability. This report provides a summary of some of the more important findings from the survey.

The 2010 survey was conducted online by the University of Wisconsin Survey Center. Four e-vite invitations were sent to all academic survey organizations: on October 20, November 2, December 14, 2010, and January 4, 2011. The survey was closed on January 14, 2011. The survey's response rate was estimated to be 70% (85/121). Among AASRO member organizations,

the response rate was estimated to be 93%; among nonmembers, the estimated response rate was 50%. Because this survey is based on a census of all known academic survey centers, we do not



**Figure 1. Number of Completed Questionnaires, by Mode, 2010**



report sampling error statistics. We do acknowledge, however, that coverage, measurement, nonresponse, and processing errors may remain in these data.

### WORK VOLUME

Academic survey centers are very productive, having collected more than 2.2 million completed questionnaires in 2010 alone. As indicated in Figure 1, the most common data collection mode was online Web surveys, which accounted for more than one million completed questionnaires. The next most common modes were telephone, which amounted to over 700,000 interviews, and mail, which included more than 250,000 completed questionnaires. Further, more than 35,000

in-person interviews were conducted by academic survey centers in 2010. Again, these totals are based only on those organizations that responded to the survey; the total volume for the academic sector is higher.

On average, academic survey centers were involved in 30.2 projects during 2010. The median number of projects was somewhat lower—20—and ranged from 0 to ~200 projects.

## REVENUE

In 2010, the total revenue generated by responding academic survey centers was \$100,245,548. Centers were asked whether they thought that the total dollars they would be awarded or receive from all sources during the next fiscal or calendar year would increase, decrease, or stay the same in comparison to the current year. Despite the uncertain situation in universities and in the U.S. economy generally, responding organizations were fairly optimistic. A plurality of 42.1% believed they would see an increase in funding during the next calendar year. Another third felt their funding would remain about the same (34.2%), 14.5% believed they would experience a decrease in funding, and 9.2% were uncertain.

## CENTER CAPABILITIES

Most centers have been actively engaged in CATI telephone (89.4%), Web (87.1%), and mail survey (75.3%) work during the past year. When considering a longer time frame (i.e., more than one year previously), greater than 90% of the academic survey centers reporting have been engaged in CATI telephone, Web, and mail survey research, and approximately 80% also have experience conducting in-person surveys using PAPI questionnaires at some time. Approximately 40% have experience conducting in-person CAPI surveys, and far fewer academic centers report any experience with in-person ACASI interviewing and either IVR or ACASI telephone surveys.

Almost all centers also provide data entry services for the surveys they conduct (90.6% during the past year; 98.8% at some time). Most also report having experience coding open-ended items into numeric categories at some time (94.1%). Providing data entry services for data they did not collect is also very

common (83.5% at some time).

Focus groups were reported to have been conducted by a majority of the survey centers during the past year (57.6%), and 87% reported conducting focus groups at some time previously. Collecting other qualitative data also was accomplished by a majority of the centers (50.6% during the past year and 83.5% at some time).

Most also help write grant proposals when their center will have responsibility for data collection (88.2% past year, 97.6% at some time). Predictably, fewer centers have recent experience assisting with grant writing when the center will not be collecting data (28.2%), although a majority reported having some experience doing this (52.9%).

Sampling services, integral to high-quality surveys, are commonly provided by most academic centers as well. Most calculate case weights for data collected by the center (81.2% in past year, 95.3% at some time) and provide sampling services such as developing sampling specifications for purchased samples (71.8% in past year, 85.9% at some time). Calculating case weights for data not collected by the center was less common, having been done by just 12.9% of all centers during the past year (and 48.2% at some time).

Developing IRB applications for work being conducted by the center is another common activity. Nine out of ten centers (89.4%) have done this within the past year (and 92.9% at some time). Most additionally provide advice about IRB requirements to others or help others develop IRB submissions (80% in the past year and 90.6% at some time).

With respect to data set construction and analysis services, about two-thirds of the centers have some experience (65.9% at some time) developing public use files. Less than half have experience hosting and supporting public use files (48.8% at some time).

Analysis of quantitative data beyond the reporting of basic frequencies and cross-tabulations was a common activity, reported to have been conducted during the past year by 72.9% of the centers and at some time in the past by 91.7%. Analyses of qualitative data are also commonplace: 54.1% reported doing so in the past year and 78.8% having done so at some time.

Free consulting services to university and/or non-profit or community groups was provided during the past year by 74.1% of the academic centers. Over 97% reported having provided free consultation at some time. Additionally, paid advising or consulting services were provided by 61.2% of all centers during the past year (82.4% at some time). Review of questionnaires not being fielded by the center for pay was a less common service (37.6% in the past year), although a majority reported having done so at some time (60%).

Various types of report preparation are common services provided by academic centers. Most have provided written reports of substantive findings for clients (85.9% in the last year, 96.5% at some time), summary field methods reports for clients (80% last year, 91.8% at some time), and summary reports and short blurbs of substantive findings for university publications, newsletters, Web sites, etc. (71.8% in the last year, 95.3% at some time).

Also common among academic survey centers are independent research activities. Majorities of responding centers have written reports of substantive findings for publication (57.6% in the last year, 83.5% at some time) and proposals solely for center projects (56.5% in last year, 78.9% at some time). Two thirds at some time have conducted methodological experiments to write up for presentation or publications (75.3%, 42.4% in last year). When asked if they have staff with the substantive expertise to originate grants as principal investigators, about three-quarters indicated they did have those human resources (73.5%).

Research activities at academic survey centers involving non-English interviews were explored as well. More than half of all centers reported having conducted interviewer-administered surveys in Spanish during the last year (61.2%), and just under one-third reported having conducted self-administered surveys in Spanish during the last year (31.8%). In addition, about a third reported having the capability to conduct interviews in non-English languages other than Spanish (35.3%).

In terms of subcontracting activities, less than 40% of all centers indicated they had subcontracted with another organization or individual for research services that the organization was unable to provide during the last year (37.6%). Further, less than 30% indicated that another survey research organization

had subcontracted with them for research services they were unable to provide during the last year (29.4%).

## EDUCATIONAL ACTIVITIES

Academic centers provide a variety of educational services. A majority of the centers reported having provided survey methods consultation for student projects (82.1%), having guest lectured on survey methods for graduate courses (64.7%), having provided survey data for class projects (57.1%), and having guest lectured on survey methods for undergraduate courses (56.5%). During the last year, fewer than half but more than a quarter of all centers reported having provided seminars or workshops on survey methods (48.2%), having provided survey research internships for graduate students (43.5%), having taught graduate courses in survey methodology (40%), having provided survey research internships for undergraduate students (35.7%), and having taught undergraduate courses in survey methodology (30.6%).

## STAFFING AND ORGANIZATION

Current human resources at academic survey centers also were examined. Academic survey centers responding to this survey collectively employed 5,271 persons. A majority of these were telephone interviewers ( $n = 2,780$ ) and CAPI/field interviewers ( $n = 1,011$ ). These centers additionally employed a total of 854 full-time professional staff, 244 graduate students, 253 mail and data entry staff, and 129 other employees. These figures are based only on those organizations who responded to the survey. Totals for the full universe of eligible academic survey organizations would be higher, but it is difficult to estimate how much higher since we do not know if nonresponding organizations have the same distribution of staffing size as those who responded.

In regards to full-time professional staff, centers employed an average of 10.6 persons. The median number of full-time employees, though, was 4, and the number ranged from none to approximately 400. The average number of graduate students employed was 3.0 (median = 1; range 0 to ~100).

Most of the telephone interviewing staff employed at academic survey centers were hourly students ( $n = 1,595$ ) or nonstudents working without benefits ( $n$

= 896). The mean number of hourly student interviewers employed was 23.1 (median = 20; range 0 to ~ 100).

The CAPI/field interviewers employed by academic survey centers were mostly nonstudents working without benefits ( $n = 922$ ) or hourly students ( $n = 78$ ). The average number of nonstudent CAPI/field interviewers working without benefits was 15.4 (median = 0; range 0 to ~750). The average number of work-study students employed as CAPI/field interviewers was 1.4 (median = 0, range 0 to ~ 20).

Across centers, most mail and data entry staff employed were hourly students ( $n = 146$ ) or nonstudents working without benefits ( $n = 82$ ). Centers employed an average of 2.5 hourly students to assist with mail and data entry activities (median = 1; range = 0 to ~20). An average of 1.4 nonstudents working without benefits were employed (median = 0; range = 0 to ~20).

Additional employees beyond those already listed included a total of 61 nonstudents working without benefits, 34 nonstudents working with benefits, 26 hourly students, and 8 work-study students.

Most academic centers require their interviewers to sign a confidentiality pledge (90.1%). A majority of the academic institutions at which survey centers reside also require human subjects training certification for interviewers (53.7%), and about a third require background checks for interviewers (32.9%). Only a small number of centers (3.7%) are at universities that require interviewers to be listed individually as key personnel on IRB protocols.

Centers also were asked whether there is a formal process in place for their administrative review. Less than half (41.5%) indicated that such a process is in place. Of those reporting that they did have a formal review process, the mean frequency of those reviews was 3.7 years (median = 3 years, range 1–10 years).

Summary information regarding academic survey research organizations has never before been available, and AASRO is very pleased to contribute these data. For more information about AASRO or the complete report from this survey, contact AASRO President Yasamin Miller at [yd17@cornell.edu](mailto:yd17@cornell.edu).



## CURRENT RESEARCH

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*Further information on the studies described in this section should be obtained from the organizations conducting the studies at the addresses given at the beginning of each organization's listing. Neither Survey Research nor the Survey Research Laboratory can provide this information. Study summaries are accepted by Survey Research with the understanding that additional information can be released to others.*

### GEORGIA

#### **Survey Research Center Office of Research Services University of Georgia**

303A Stegeman Coliseum, Athens, GA 30602  
706-542-9290; fax: 706-425-3029  
[jbason@uga.edu](mailto:jbason@uga.edu); [www.src.uga.edu](http://www.src.uga.edu)

**Fall 2011 Georgia Poll.** The Georgia Poll is an RDD omnibus survey of 500 adult Georgians conducted twice yearly examining current local and national issues of importance to Georgians. The fall 2011 poll examined presidential and gubernatorial popularity, texting while driving, equine ownership in Georgia, and redistricting, among other topics. The cooperation rate (AAPOR cooperation rate #3) was 43.6%. *Principal Investigator:* James Bason.

### ILLINOIS

#### **Survey Research Laboratory (SRL) University of Illinois at Chicago**

412 S. Peoria St., 6<sup>th</sup> Floor, Chicago, IL 60607-7069  
312-996-5300; fax: 312-996-3358, or  
203 Tech Plaza, 616 E. Green St., Champaign, IL 61820-5752  
217-333-4273; fax: 217-244-4408  
[info@srl.uic.edu](mailto:info@srl.uic.edu); [www.srl.uic.edu](http://www.srl.uic.edu)

**Illinois Tollway Focus Groups.** The goal of this project, conducted on behalf of the Illinois Tollway, was to examine the current process for notifying customers of violations, explore preferences for communicating violation notices, and provide feedback on potential changes to the Tollway's violations, fees, and fines structure. SRL recruited and screened interested participants in 6 groups: I-PASS holders (1) with Tollway

violations and (2) without violations; those without an I-PASS (3) with violations and (4) without violations; (5) truckers and fleet company managers who have and have not been involved in the Tollway's violation enforcement system; and (6) regional office managers from national rental car company chains who have and have not been involved in the Tollway's violation enforcement system. Screening was done via an e-mail request directing them a Web screening questionnaire, a Craigslist ad directing those interested to a Web screening questionnaire, and by phone. Screened participants then took part in focus groups conducted in Chicago and the Chicago suburbs in the fall; each focus group participant received \$100 or a \$100 gift card. *Project Coordinator:* Anne Diffenderfer.

**Campus Climate Study.** At the request of University of Illinois President Michael Hogan, SRL set out to conduct a census of faculty, staff, and students at the Univ. of Illinois at Urbana-Champaign, the Univ. of Illinois at Chicago, and the Univ. of Illinois at Springfield. The purpose of the study was to establish a baseline assessment of workplace and educational climate for employees and students across all university campuses and locations. Most respondents completed a Web questionnaire, but some filled out a PAPI instrument. Of the over 106,000 known employees and students, 17,124 completed a questionnaire. *Project Coordinator:* Sowmya Anand.

**High-Speed Rail (HSR) Study.** The purpose of this study, which is being conducted on behalf of the Illinois Dept. of Transportation, is to assess the feasibility of high-speed rail in Illinois. To this end, SRL is conducting face-to-face interviews with bus, Amtrak, and airplane travellers departing from Chicago and Champaign, IL. Data collection is expected to be completed in early 2012. *Project coordinator:* Jennifer Parsons.

**Health Insurance Coverage among Small Businesses.** To examine the current state of health insurance coverage among small businesses in Illinois, SRL is conducting CATI interviews with 600 small business owners in the state. The questionnaire addresses the availability of health insurance, the type(s) of coverage offered, reason(s) coverage might not be offered, and business owners' needs and desires in terms of the proposed Health Insurance Exchange. The study is being funded by the Illinois Dept. of Insurance. *Principal Investigator:* Jonathan Dopkeen (Univ. of Illinois at Chicago), *Project Coordinator:* Isabel Farrar.

## IOWA

### Center for Social & Behavioral Research (CSBR)

#### University of Northern Iowa

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Gene.Lutz@uni.edu; www.uni.edu/csbr/

**Iowa Traffic Safety Culture.** Historically, improving traffic safety has focused mostly on the physical conditions of roadways and on vehicle capabilities and safety features. Currently, the "human factor" is getting attention as a means to understanding how traffic safety can be further improved. "Safety culture" is understood to include driver perspectives (values, attitudes) of safety and driving behaviors. From June 2011 to June 2012, CSBR is administering a 20-minute telephone (land and cell) interview with 1,100 adults residing in Iowa. Results will be used to develop recommendations for impacting driving culture and improving driving safety. The Iowa Dept. of Transportation is funding the study. *Principal Investigator:* Gene Lutz, *Co-investigator:* Mel Gonnerman.

**Externships for Teachers of Mathematics and Science Evaluation.** The Real World Externships program for math and science teachers is a professional development program for Iowa middle and high school teachers. The program places teachers with business and industry hosts for paid 6-week summer externships to gain hands-on experience with STEM applications. CSBR collects pre- and post-externship data, both qualitative and quantitative, from placement hosts, teachers, and students to evaluate the impact of the program on STEM awareness, school curricula, teacher retention, and student interest in STEM. The project began in June 2011 and is expected to be completed in June 2014; funding is being provided by the Univ. of Northern Iowa's Iowa Mathematics and Science Program and NSF. *Principal Investigator:* Disa Cornish, *Co-investigator:* Gene Lutz.

**Iowa Tobacco Free Schools Evaluation.** This process evaluation focused on an informational campaign distributed to Iowa public and private school administrators related to school tobacco policies. The campaign intended to determine the extent to which school tobacco policies conform to state and CDC guidelines. The evaluation assessed the extent to which the campaign succeeded and administrator perspectives for best practices to increase school awareness and compliance with suggested tobacco-free policies. Telephone-based qualitative interviews with school administrators were conducted,

transcribed, analyzed, and reported. The project was funded by the Iowa Dept. of Public Health and the CDC; it extended from August–October 2011. *Principal Investigator*: Disa Cornish.

**Internet Gambling.** CSBR conducted literature reviews of the social impacts of Internet gambling in general, and separately of Internet poker, in support of an Iowa Legislative request. Findings from the project in combination with a report by the Iowa Racing and Gaming Commission on possible regulation of intra-state Internet poker provide background for consideration by the 2012 Iowa General Assembly to legalize Internet poker within Iowa. Funding was provided by the Iowa Dept. of Public Health, Office of Gambling Treatment and Prevention. *Principal Investigator*: Gene Lutz, *Co-investigator*: Mel Gonnerman.

## KENTUCKY

### Survey Research Center University of Kentucky

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langley@uky.edu; <http://survey.research.uky.edu/>

**An Intervention for Promoting Smoke-Free Policy in Rural Kentucky.** Three rural Kentucky counties used a series of media advertisements to educate the communities on the effects of secondhand smoke and the value of smoke-free communities. Interviews were conducted in each community to evaluate residents' level of awareness of the campaigns, whether they found the ads compelling, and whether it had an effect on their behaviors. *Principal Investigator*: Ganna Kostygina, *Project Director*: Ron Langley.

**Quality of Life Dimension Survey.** A statewide measure of the quality of life of Kentucky residents, this survey also was conducted in 2006 and 2009. *Principal Investigator*: Kathy Sheppard-Jones, *Project Director*: Ron Langley.

**Jessamine County Public Library Valuation.** This survey is a replication of an earlier statewide survey to measure whether residents use the library, are familiar with its programs, and whether they value those programs. The survey also seeks to ascertain what other services could be provided to make the public library more useful to the community. *Principal Investigator*: Ron Critchfield, *Project Director*: Ron Langley.

**Kentucky Drivers' Attitudes and Behaviors.** This annual statewide survey assesses driver attitudes and behaviors regarding seatbelt use, speeding, impaired

driving, and distracted driving. *Principal Investigator*: Ken Agent, *Project Director*: Ron Langley.

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

**Storm Water Knowledge Survey.** In 2008, a series of surveys were conducted in numerous MSHA districts in Kentucky to collect baseline data on attitudes about water quality and knowledge about the effects of storm water runoff on water quality. In northern Kentucky, a series of educational efforts were made in the community, and a follow-up survey was conducted to determine any changes in attitudes, knowledge, and behaviors as a result of the campaign. *Project Director*: Ron Langley.

## MASSACHUSETTS

### Center for Survey Research (CSR) University of Massachusetts Boston

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**Decision Support Study.** This study was sponsored by the Foundation for Informed Medical Decision Making as part of an evaluation of two approaches to helping people with knee, hip, or back pain make treatment decisions. Health plan members with one of those problems were randomized to one of two interventions for decision support or a control group. They were surveyed by mail at 4 and 6 months after the interventions. Data collection ( $n = 2,600$ ) was completed in December 2011, with response rates of 64% at Wave 1 and 85% at Wave 2 (AAPOR RR1). *Study Director*: Patricia Gallagher, *Project Manager*: Carol Cosenza.

**Establishing the Ethical Framework for Critical Care Genetics.** CSR is collaborating with a team of researchers from Washington Univ. School of Medicine University of Texas Southwestern Medical Center and CSR at Univ. of Massachusetts Boston. The purpose of this NIH-funded study is to better understand how people making decisions for very ill family members view the potential use of genetic information. The target population are ICU patients and their surrogate decision makers. Interviews are being conducted in person in two hospitals in St. Louis and one in Texas. The goal is to complete 600 interviews with 600 sur-

rogate decision makers and 300 patients. *Principal Investigator*: Bradley Freeman (Washington Univ. School of Medicine), *Study Director*: Brian Clarridge, *Project Manager*: Dragana Bolcic-Jankovic.

## MICHIGAN

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

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**National Survey of Family Growth (NSFG).** The NSFG is designed to provide national estimates of factors affecting pregnancy and birth rates, including sexual activity, cohabitation, marriage, divorce, contraceptive use, miscarriage and stillbirth, infertility, and use of medical services for family planning and infertility. CAPI with ACASI interviews are conducted with women and men 15–44 years of age. The eighth cycle of NSFG began in September 2011; data collection will be conducted continuously for eight years, with approximately 5,000 interviews each year. The study is funded through the National Center for Health Statistics. *Principal Investigators*: William Mosher (NCHS) and Mick Couper (SRC), *Survey Director*: Nicole Kirgis.

**Genetic Explanations for Diabetes (GEDI).** Funded by the National Institute of Diabetes at NIH and being fielded by the SRC and the School of Public Health, GEDI seeks to improve our knowledge about how the lay public understands the relationship between genetics, lifestyle, and the risk for diabetes. To accomplish this, SRC will first interview approximately 1,200 nondiabetic, randomly selected respondents throughout the coterminous U.S. age 18–75 and Mexican American, non-Hispanic White, or non-Hispanic African American. The telephone interview is approximately 45 minutes long. Approximately 3 months after the conclusion of these interviews, SRC will follow up with 150 respondents to conduct a more in-depth unstructured interview, also by phone. *Primary Principal Investigator*: Toby Jayaratne, *Survey Director*: Grant Benson.

**Promoting Well-Being across Adulthood: The Role of Conflict Avoidance (PWB).** To examine perceptions of social networks and relationships in the context of potentially stressful situations, the PWB project conducted centralized telephone interviews with 110 men and women across three age categories,

recruited from Wayne County, MI. The interview protocol included a 60-minute baseline questionnaire, then up to 14 daily diary questionnaires (20 minutes each, administered by phone) over a 2-week period. A 95% response rate was obtained for the follow-up diaries. Respondents also were asked to provide multiple saliva samples over 4 days during the daily diary period, to measure actual biological responses to stressful situations. *Principal Investigator*: Kira Birditt (SRC), *Survey Director*: Stephanie Chardoul.

### **Office for Survey Research (OSR) Institute for Public Policy & Social Research Michigan State University**

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**Berrien County Behavioral Risk Factor Survey.** From September through December 2011, OSR conducted the Berrien BRFs on behalf of the Berrien County Health Dept. Roughly 800 residents will be interviewed with an oversample of African-American residents. The interview will include a number of county-specific questions. *Project Manager*: Debra Rusz.

**U.S. Teacher Education Development Study in Mathematics (US TEDS-M).** US TEDS-M is a multiyear project focusing on teacher preparation in the U.S.; it began three years ago with a Web survey of 2,500 teacher preparation students in public institutions in the U.S. The following year, a cohort of students (1,800) in teacher preparation programs from private institutions were surveyed. Follow-up studies are conducted annually for five years post-graduation. In 2011, a cohort of those attending alternative teaching preparation programs in Texas was added. *Principal Investigator*: William Schmidt (Michigan State Univ.), *Project Manager*: Karen Clark.

**International Teacher Education Development Study in Mathematics (TEDS-M).** This study involved using the data collected from the US TEDS-M on an international level comparing teacher preparation outcomes in 15 countries. OSR conducted follow-up studies in 2010 and 2011 with graduates in Germany and Taiwan. Follow-up studies are planned for these two countries in 2013 and 2014. *Principal Investigator*: William Schmidt (Michigan State Univ.), *Project Manager*: Karen Clark.

**BetterBuildings for Michigan Homeowners.** A team led by the Michigan Dept. of Energy, Labor and Economic Growth (DELEG) that includes OSR received a three-year \$30 million grant from the U.S. Dept. of Energy to develop and test a financing and market-

ing plan to retrofit up to 11,000 homes in 27 targeted neighborhoods across southern Michigan. The goal is to improve the energy efficiency of the homes, save energy costs, and create construction and manufacturing jobs. OSR is conducting telephone interviews with homeowners who sign up and those who decline in order to evaluate the effectiveness of the marketing plans experimentally varied across targeted neighborhoods. Interviews began in November 2010 and continue through June 2013 with a follow-up survey of acceptor a year after the retrofit is completed. *Project Manager:* Jill Hardy.

## MINNESOTA

### Wilder Research Center

#### Amherst H. Wilder Foundation

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**Bush Foundation Citizen's Solutions Statewide Shutdown Poll.** Wilder Research was hired by the Bush Foundation to survey a random sample of 600 Minnesota households about their attitudes and opinions toward the state government shutdown that occurred in July 2011 after the Minnesota Legislature and Governor Dayton were unable to reach a budget agreement before the start of the fiscal year. Wilder subcontracted with PhoneBase Research in Colorado for the calling. We used a dual-frame (landline and cell phone) sampling methodology and completed 75% of the interviews with respondents from the landline sample and 25% from the cell phone sample. Calling was completed between August 1 and August 4, 2011. Data were weighted based on number of adults in the household, age, gender, race/ethnicity, education level, and location (metro vs. non-metro) to ensure representativeness of the population (margin of error is +/- 3.6%).

**Child Care Workforce Study.** Wilder Research is conducting a study of Minnesota's child care workforce on behalf of the Minnesota Dept. of Human Services. The study includes phone interviews with 350 licensed family child care providers and self-administered questionnaires (with online option) with 300 child care centers, preschools, and school-age care programs in the state, including with staff members at the center-based programs. The purpose of the study is to describe the child care workforce and assess providers' needs and motivations for participating in training and professional development opportunities with the goal

of improving Minnesota's professional development system for child care providers. A companion study of family child care associations was recently completed, which provides information on the profile of family child care associations in the state, professional development and other services they offer, and challenges they and their members face in accessing professional development opportunities.

**Capacity to Care.** Wilder Research is conducting an RDD survey of over 200 informal caregivers of older adults in seven neighborhoods in St. Paul. The purpose is to gather information about informal caregivers' experiences, needs, and family and community connections. Results will be used by the Capacity to Care initiative to inform strategies for strengthening community support for informal caregivers. The survey is sponsored by Wilder Foundation Center for Communities.

**Critical Factors Leading to Successful Nonprofit Mergers.** Wilder Research and MAP for Nonprofits are conducting a three-year study on the critical factors that lead to successful mergers and consolidations of nonprofits in Minnesota. Wilder Research worked with staff at the Minnesota Office of the Secretary of State to identify nonprofit organizations with records of merger or consolidation between 1990 and 2010. Mergers were determined eligible based on the following criteria: the merger occurred between January 1999 and August 2010; the organizations are 501(c)3 charitable organizations; the organizations provide direct services; the organizations are not hospitals, clinics, or other mainstream healthcare providers; and at least one organization ceased to exist because of the integration. After mailing an introductory letter to the current CEO of the surviving organization, the research team followed with a recruitment phone call asking the organization to participate in the study. Wilder Research followed up with participating CEOs to complete a two-hour interview based on, and intended to test, 32 factors identified through a literature review, focus group with merger consultants, key informant interviews, and review of existing comparable instruments and protocols (completed in the first year of the study). The CEOs provided names of other individuals directly involved in the merger to complete the interview. Wilder Research will be conducting CATI interviews with approximately 300 individuals involved in 40 different mergers. Primary data collection is expected to be complete by the end of the 2011 calendar year.

## NEW YORK

### **Stony Brook University Center for Survey Research**

#### **Dept. of Political Science**

#### **SUNY at Stony Brook**

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**Pulse of New York State Omnibus Poll.** In spring 2011, the Center for Survey Research conducted its regular omnibus telephone survey of New York State opinion. An RDD sample of 806 New York residents was obtained. The topics included in this poll were from diverse fields such as industrial and labor relations, psychology, and political science. *Principal Investigator:* Leonie Huddy.

## PENNSYLVANIA

### **Survey Research Center (SRC)**

#### **The Pennsylvania State University**

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#### **DREAM: New Technologies in Survey Research.**

Since 2005, SRC has expanded its “field technology” offerings from 4 laptops to over 1,000 various high-tech devices including laptops, netbooks, tablets, smartphones, and PDAs. The latest technological advancement in our arsenal is the DREAM initiative (Dynamic Real-Time Ambulatory Methodology). The DREAM initiative promotes the use of emerging mobile technologies (e.g., smartphones, micro-sensors) in “in-vivo” data collection (such as Ecological Momentary Assessment approaches) for studies of human behavior, health, and development.

A number of exciting projects that fall under the DREAM initiative currently are collecting data or being developed. These projects use smartphones or other mobile technologies to collect data from various populations, including office workers reporting on the impact of “green lighting” and other energy saving environmental changes; mothers of newborns who report on their babies’ eating habits; and community members who provide various ratings of their social interactions throughout the day, for periods of 3 weeks at a time.

**Family Foundations 2 (FF2).** FF2 is an NIH-funded multicomponent longitudinal panel project that studies parents of new babies starting at the prenatal stage. The project incorporates 3 waves of face-to-face data collection, multiple videotaped interactions between parents and baby, optional DNA genotyping, and an optional 2 waves of 8-day telephone diary interviews. The sample size is 440 couples, and data currently are being collected for all 3 waves of face-to-face interviews and both waves of diary interviews. In June 2008, SRC began face-to-face interviews with couples expecting their first child in Hershey, PA, and Baltimore, MD. Two additional sites—Fort Worth, TX, and Newark, DE—were added in late 2010. The goal of the study is to collect data that will evaluate the effectiveness of the Family Foundations Program (the program includes prenatal parenting classes), promote positive co-parenting (the way that parents support each other) and gain a better understanding of how families cope with the birth of a new baby. *Principal Investigator:* Mark Feinberg

**Family Relationships Project (FRP).** In early 2011, SRC began work on Wave 11 of the FRP, which is a longitudinal mixed-mode study that has repeatedly measured the development of 200 families since 1995. The goal is to study how families change and develop as children grow older. The families that are part of the FRP panel each consisted of two parents and two offspring (older sibling and younger sibling) at the time of the Wave 1 interview in 1995.

Wave 11 brought new innovations to the study—for the first time, a phone survey was combined with a lengthier online or mail survey. After completing a basic phone interview, participants were given a link to a customized online instrument or were mailed a copy of a customized questionnaire, based on their responses to the phone survey. Also for the first time in Wave 11, the study expanded its scope to interview the romantic partners of the young adults who have been participating in the study since early middle school. *Principal Investigators:* Susan McHale and Nan Crouter.

## SOUTH CAROLINA

### **Survey Research Laboratory**

#### **University of South Carolina**

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roldendi@mailbox.sc.edu; www.ipspr.sc.edu/srl/default.asp

**Teen Pregnancy.** In a survey conducted for the South Carolina Campaign to Prevent Teen Pregnancy, more

than 900 randomly-selected South Carolina adults in two counties—Horry and Spartanburg—were interviewed. The purpose of the survey, which was conducted late March through early May 2011 and contained both landline and cell phone components, was to determine how respondents felt about various issues regarding teen pregnancy. The information collected will be used to address the issue of teen pregnancy in the state. *Project Director:* Robert Oldendick.

**Access to Health Insurance.** Two thousand South Carolinians were interviewed June–August 2011 regarding health insurance coverage for members of their households. The survey was conducted for the South Carolina Dept. of Insurance and was designed to identify ways to make health insurance more affordable as well as more available to state residents. Randomly selected adult respondents were contacted on landline and cell phones, and 400 of the interviews were conducted with respondents after screening determined that at least one member of their household had no health insurance. *Project Director:* Robert Oldendick.

## TEXAS

### **Center for Community Research & Development (CCRD) Baylor University**

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**Waco Crime Survey.** In order to gauge community attitudes and perceptions toward issues of crime, community problems, feelings of safety, and police performance, CCRD doctoral students conducted a telephone survey of Waco residents. Respondents were asked questions formulated through a collaboration of the police department and CCRD staff concerning these topics. Questions were analyzed based on six demographic variables: age, race, household income, education, geographic region, and gender. A total of 570 adult Waco residents completed the survey.

## PATRONS

- **Marketing Systems Group**
- **Mathematica Policy Research**
- **National Opinion Research Center, University of Chicago**
- **RTI International**
- **Survey Research Center, University of Michigan**
- **Survey Research Laboratory, University of Illinois at Chicago**
- **Westat**

## VIRGINIA

### **Center for Survey Research University of Virginia**

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**UVA Education Abroad Program Assessment.** This Web-based survey of students who studied abroad through the International Studies Office was designed to evaluate changes in students' perceptions about themselves, their program, and their culture. Students filled out the same questionnaire both before leaving and after they returned. Change was tested overall and by program. Data on individual travelers were provided to instructors after grades were submitted. The study was piloted during the January 2011 term and repeated for the 2011 summer term. *Principal Investigator:* Thomas Guterbock, *Project Coordinator:* Robin Bebel.

**Dan River Region Social Capital Survey.** A telephone survey of 1,140 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 community. This survey was a repeat of a study done in 2009, providing information that could be evaluated for change in attitudes and

perceptions. Civic engagement, political involvement, and resident's reported connectedness to the community were used as indicators of community strength and vitality. *Principal Investigator:* Thomas Guterbock, *Project Coordinator:* Deborah Rexrode.

## WYOMING

### Wyoming Survey & Analysis Center (WYSAC)

#### University of Wyoming

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wysac@uwyo.edu; www.uwyo.edu/wysac/

**Wyoming Crime Victimization Survey 2011.** In January–February 2011, WYSAC conducted a state-wide telephone survey of Wyoming residents to gather information on crime prevalence along with opinions and perceptions of crime in the state and local communities. The project was funded through the Bureau of Justice Statistics (BJS) State Justice Statistics program. In addition to gathering information about crime victimization, the survey included a series of questions addressing community attitudes and perceptions of law enforcement and government. A dual

sampling frame was used; it included both landline and cell phone numbers. All Wyoming counties are represented in the survey results, and 1,698 completed interviews were secured. The technical report for this research will be available at WYSAC's Web site and will be disseminated throughout the state. *Principal Investigator:* Michael Dorssom.

**Economic Benefits of Implementing Nutrient Criteria for Surface Waters in Utah.** This project is in collaboration with CH2M Hill, a Utah-based company, and professors from the Univ. of Utah and the Univ. of Colorado. Two separate surveys were developed for this study. The first survey—the Total Economic Value (TEV) Survey—was designed to estimate the value that Utah residents place on good water quality for their recreational use and enjoyment and for protecting these resources for future generations of Utahns. Twenty distinct versions of the questionnaire were used. The second survey—the Recreation Demand (REC) Survey—was designed to estimate how the demand for water-based recreation is affected by perceptions of water quality. A single sampling frame consisting of all households with mailable addresses in Utah (DSF) was used for the TEV Survey; for the REC Survey, we used a dual sampling frame consisting of all households in Utah believed to engage in

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water-based recreation (a targeted sample) and a random sample of all households in Utah with mailable addresses (DSF). *Principal Investigator:* Nanette Nelson, *Project Director:* Bistra Anatchkova.

**Oregon Healthy Teens.** WYSAC was contracted by the Oregon Dept. of Human Services/Oregon Health Authority to conduct the 2011 Oregon Healthy Teens survey. The survey was administered to a sample of Oregon schools, in the classroom, to 8<sup>th</sup> and 11<sup>th</sup> grade students, with an option to complete online or using a paper questionnaire. The paper questionnaires were formatted into scannable forms. Over 9,300 paper questionnaires and over 2,200 Internet submissions were obtained. *Principal Investigators:* Steve Butler, Eric Canen, and Trent Holder.

## CANADA

### Institute for Social Research (ISR) York University

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**Centre for Addiction and Mental Health (CAMH) Monitor.** First implemented in 1977, the CAMH Monitor is the longest ongoing addiction and mental health survey in Canada. This survey monitors substance use and mental health problems among Ontario residents and provides trend data in alcohol, tobacco, and other drug use, mental health, as well as gauges public opinion toward tobacco and alcohol policies. In addition, the CAMH Monitor explores new topics such as Attention Deficit Disorder and Traumatic Brain Injury. In 2011, ISRL will conduct approximately 3,000 RDD interviews among Ontarians. This study is conducted on behalf of the CAMH with funding from the Government of Ontario. *CAMH Principal Investigator:* Robert Mann, *ISR Study Director:* Liza Mercier.

**Pancreatic Cancer Recruitment Study.** Nearly 4,000 Canadians are found to have pancreatic cancer each year, and only about 5% survive for five years or more years after diagnosis. Researchers at Cancer Care Ontario (CCO) are recruiting about 800 people with pancreatic cancer, and ISR recruited a comparison sample of the same age and gender who do not have pancreatic cancer. ISR recruited approximately 1,600 Ontarians 35 to 80 years of age in the spring and summer of 2011 (about 55% male and 45% female). Since pancreatic cancer is much more common in older people, about 90% of the sample

was between 50–80. Participants also were sent a mail-back questionnaire and asked to provide a blood or saliva sample. Researchers will compare the two groups on overall health, current and past medical conditions, genetics, diet, smoking behavior, and other health determinants. *CCO Study Manager:* Saira Mohammed; *ISR Study Director:* David Northrup.

**CANPLAY Pedometer Study.** Canada's study on Physical Activity Levels Among Youth collects comprehensive and accurate information on the physical activity levels of Canadian children and youth via pedometers. Approximately 10,000 children and youth were initially selected from across Canada for the 2007 survey. The survey will be conducted annually until 2012. The research is being conducted for the Canadian Fitness and Lifestyle Research Institute (CFLRI), a not-for-profit research agency that has been studying the physical activity patterns of Canadians since 1981. Funding for the project comes from the Federal, Provincial, and Territorial governments through the Interprovincial Sport and Recreation Council and the Public Health Agency of Canada. *CFLRI Principal Investigator:* Christine Cameron, *Co-investigator:* Cora Lynn Craig, *ISR Study Director:* Richard Myles.

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

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**2011 Alberta Survey A and 2011 Alberta Survey B.** The 2011 Alberta Survey is the 23<sup>rd</sup> annual omnibus survey of 1,200 Alberta adults administered by the PRL. To reduce respondent and interviewer burden for the 2011 Alberta Survey, the PRL divided question sets from 14 sponsors into two CATI surveys. Data collection and interview validations took place May to July 2011. Survey A covered topics about researchers' access to health information, seniors and community supports, traffic safety, public library services, China's role in Alberta's economy, Chinese language and culture, and demographics. Survey B topics included Fetal Alcohol Spectrum Disorder, continuing care and health care services, injuries, sustainable consumption, environmental issues, stress, cell phones and driving, and demographics. Questions about racism and discrimination were administered to a subsample of respondents living in the City of Edmonton for both surveys. Data sets, questionnaire codebooks, and

methodology reports from previous Alberta surveys are archived at the Univ. of Alberta's Data Library for academic and community use. Survey sponsors include Univ. of Alberta researchers; the PRL; Alberta Seniors and Community Supports; Alberta Transportation; City of Edmonton; Alberta Centre for Child, Family, and Community Research; Research and Education on Impaired Driving; and United Nurses of Alberta. *Research Coordinators:* Tracy Kennedy and Rosanna Shih.

**Barriers, Constraints, and Motives to Physical Activity Participation among South Asians Living in Canada.** The PRL conducted a CATI survey about physical activity/exercise behaviors with 200 City of Calgary residents who self-identified as being South Asian. A professional translator provided support to the PRL in translating the survey instrument into Punjabi, training of interviewers, and reviewing open-ended responses. PRL carried out data collection (May–June 2011), prepared project deliverables, and mailed \$10 remuneration fees to respondents. The data will help university researchers better understand the relationship between physical activity/exercise and health and well being within the South Asian community now living in Canada. The outcomes of this study also will help to inform a larger research project that will develop and test an actual physical activity program specifically for South Asians living in Canada. *Study Investigators:* Kerry Mummery (Univ. of Alberta), Cristina Caperchione (Univ. of British Columbia-Okanagan), and Gordon Walker (Univ. of Alberta); *Research Coordinator:* Rosanna Shih.

## ANNOUNCEMENTS

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### **Survey Research Newsletter: New Address**

*Survey Research* (and the Champaign office of the Survey Research Laboratory at the Univ. of Illinois at Chicago) has moved. Our new address is 203 Tech Plaza, 616 E. Green St., Champaign, IL 61820-5752.

### **Join AASRO in Georgia!**

The 2012 Annual Meeting of the Association of Academic Survey Research Organizations (AASRO) will be held at the University of Georgia March 1<sup>st</sup>–3<sup>rd</sup>, 2012. Persons affiliated with university-based survey research centers in the U.S. and Canada are welcome to join us for several days of meetings regard-

ing common issues, challenges, and opportunities. This is a great chance to meet peers at other institutions in an informal, collegial setting. This year, there will be no limit on the number of attendees from a single organization, so please encourage others in your organization to attend. A notice with registration information, a tentative meeting program, and travel information will be sent to member organizations via e-mail in mid-January and will be placed on the AASRO Web site ([www.aasro.org](http://www.aasro.org)).

## PERSONNEL NOTES

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

Two new faculty members have joined Penn State and the Survey Research Center as part of the DREAM initiative: **Joshua Smyth**, Professor of Biobehavioral Health and Medicine, serves as the Academic Director of the DREAM initiative, and **Kristin Heron**, serving as Research Associate for the DREAM initiative. Both have considerable experience in designing and implementing studies using ambulatory assessment techniques. Their expertise will be used to further develop the application of these technologies as well as to assist investigators interested in conducting research with these methodologies.

The Univ. of Nebraska-Lincoln Bureau of Sociological Research (BOSR) is pleased to welcome **Lindsey Witt** as a Project Manager and **Jolene Smyth** as BOSR Co-director. Jolene will serve this year as Co-director with **Julia McQuillan**. After nearly 12 years of service, **Stacia Jorgensen** resigned as BOSR Assistant Director. BOSR was pleased to promote **Amanda Richardson** to the Assistant Director position.

On December 1, 2011, the Center for Survey Research at the Univ. of Virginia celebrated a new Ph.D. in its midst. **Jim Ellis**, Director of Research at CSR, successfully defended his survey-based dissertation in Educational Evaluation from Virginia Commonwealth University. Jim's research examines reasons why people consistently rate their local public schools as being better than public schools nationwide.



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

RTI International's Survey Research Division has job openings for **survey methodologists** to provide methodological support to survey projects and proposals. Specific duties include providing methodological expertise to multiple projects in terms of project design, experiment design, questionnaire design and testing, literature reviews, and nonresponse analysis, as well as conducting focus groups, cognitive interviews, and usability testing and making recommendations for survey and process improvements. Candidates should be proficient with data analysis and report writing, and those with experience making presentations and a publication record are preferred. Experience with telephone, Web, mail or phone data collection activities. Proficiency with a foreign language is a plus.

Qualifications include MA/MS in a social sciences field including but not limited to survey methodology, sociology, psychology, or political science; 1 year (minimum) experience with survey research activities; ability to travel as well as work occasional nights and weekends required; be legally authorized to work in the U.S.; should not require now, or in the future, sponsorship for employment visa status.

These positions can be available in either the Research Triangle Park, NC, Chicago, Washington, DC, Rockville, MD, Atlanta, or Waltham, MA offices. To apply, visit our Web site at [www.rti.org/page.cfm/Job\\_Openings](http://www.rti.org/page.cfm/Job_Openings)



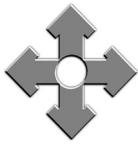
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