

# SURVEY RESEARCH

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NEWSLETTER FROM THE SURVEY RESEARCH LABORATORY

## Controlled Access Buildings in Area Probability Surveys: Challenges and Recommendations Report from 2015 IFD&TC

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Gaining access to respondents who live in controlled- or restricted-access buildings is a constant challenge for survey researchers who conduct area probability surveys, particularly in urban areas. A controlled-access building (CAB) has many forms:

- An apartment or condominium building for which access to sampled units is blocked by a door person or security guard
- An apartment or condominium building that does not have a person blocking physical access, but where public access to the lobby or area where resident mailboxes are located is prohibited; includes residential units above retail stores
- Gated retirement communities (single-family residences within a compound)
- Single-family homes that have gates preventing access to mailbox or doorstep

In a 2013–14 area probability survey we conducted in Chicago, there were 251 housing units in CABs with management companies to whom we could appeal. We succeeded in making in-person contact in some form (in person or phone) with only 49 units, from which 25 interviews were completed. This left

202 units in which we were never able to make any contact— equivalent to almost seven city blocks not worked. If those 202 units had been accessible and been dispositioned at the same rate as the rest of the sample, our final study response rate would have been 28.8% instead of 25.8%.

As we prepared to launch two new area probability surveys in Chicago in 2015, we were unable to find any recommendations in the literature or past conference proceedings on how to gain access to sampled units in CABs. We therefore reached out to organizations that face these problems at the national level to participate in a panel at the 2015 International Field Directors and Technology Conference in Hollywood, Florida, to understand what current best practices are for gaining access to sampled units in CABs. Our panel included Ella Kemp (NORC), Rebecca Gatward (University of Michigan), Tammy Cook (Westat), and Becky Thompson (RTI International).

Our panelists not only expressed the same concern and challenges but reported that the problem has been getting worse in recent years with the growth of gated communities. What follows is a set of best practices as discussed at the conference.

### Plan Ahead

At the block listing phase, interviewers should be instructed to obtain information on the management



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company (name, liaison, and all available contact information). In addition, instruct them to use their smartphones to take a picture of the keypad, lobby, and main entrance and to report on the the buzzer system arrangement (e.g., name or key code access). This information is critical to tailoring the contact attempts for each building. For example, if it appears the field interviewer (FI) will be unable to leave behind any materials for the sampled units or ring door buzzers, then those cases can be flagged for special mailings. And if there is a management company, appeal to the management company before you send an FI to the building.

### **Management Companies/Condo Associations**

The principal investigator of one of SRL's current area probability surveys wryly joked that he lives in a high-rise building "to keep people like you away from me." And that's the management company's job: to protect its residents. So the approach is not to request access to knock on doors; that request is futile. Instead, arrange an in-person meeting with building management, and send your most experienced and skilled FI. In that meeting, explain the study and establish your legitimacy and ask for their help notifying sampled units. Be prepared to provide them with a folder of materials that will enable you to contact the sampled units indirectly, with their help. The folder should contain tailored addressed envelopes to the sampled units with the letter and study brochure, etc. If the management company does not agree to distribute these invitation envelopes to the sampled units, ask if they will e-mail the units on your behalf. Some buildings may allow you to post flyers in the lobby announcing that some of the building's units have been sampled for your study and containing contact information to find out if they are eligible. Or you may propose an "open house" in the building's lobby on pre-arranged days to provide information directly to potential respondents.

If you are unable to schedule an in-person meeting with the management company, send them a UPS

mailing with a glossy study folder and follow-up by phone. It will take time and several attempts.

### **Appeal to Doorman or Security Guard**

Respondents trust their building security personnel. It is unlikely that security personnel will ring your sampled unit for you, since the guest is not expecting the FI. We have also had reports that some will not deliver sealed envelopes—the clever and prepared FI will have some clips and sticky notes to prepare unsealed materials to sampled units. The FI's skill and persistence are key to winning over security personnel. At the same time, trust is key; do not attempt to circumvent their authority or expectations. It will take time to build rapport, and only some FIs have this skill or charm. Training FIs at the outset on how to approach CABs is critical to your success.

### **CABs with No Staff**

Residents in units in buildings that are not controlled by a management company or secured by a door person or security guard are perhaps the most difficult. Our panelists shared that FedEx or UPS mailings are part of their standard strategy, and they noted that it is best to space out such mailings to a particular building because they have had reports from FIs that at visits subsequent to these deliveries, they can see the envelopes piled up at the door person's desk (suggesting that bulk deliveries are less likely to be disseminated in a timely fashion). Finally, our panelists noted that some sampled units will refuse the special delivery if they are not expecting it.

In summary, we are all facing the same challenges to reaching units in CABs, a problem that is compounded by the downward trend in response rates. Anticipating the problem, collecting the needed information, and developing a strategy for access before data collection begins are all important steps to fielding a successful area probability study.



## 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.*

### ARKANSAS

#### **Survey Research Center (SRC) Institute of Government**

**University of Arkansas at Little Rock**  
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**2015 Arkansas Adult Tobacco Survey.** Data collection for this dual-frame landline and cell survey of Arkansas residents began in August and is expected to be done at the end of the year. A total of 5,200+ interviews are being conducted statewide with an oversample of Hispanic residents designed to assess the prevalence of tobacco use and the factors promoting and impeding tobacco use. The work is being done for the Arkansas Dept. of Health.

**2015 DHS Economic Impact of Arkansas Volunteers.** Conducted over the first half of 2015, this Web and phone survey was designed to obtain data in order to calculate the economic impact of volunteer work in Arkansas and understand the contributions that volunteers make to Arkansas nonprofit organizations, as well as to the state and local government. SRC conducted this survey on behalf of the Arkansas Dept. of Workforce Services.

**2014 Workforce Services Satisfaction Surveys.** This phone and Web survey was conducted from March to July 2015 for the Arkansas Dept. of Workforce Services (DWS) and involved Web-based and phone interviews with (1) Arkansas employers and (2) job-seeking individuals who received DWS services in 2014. The purpose of this study is to measure satisfaction with services provided by selected DWS programs.

### ILLINOIS

#### **NORC at the University of Chicago**

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312-759-4000; [www.norc.org](http://www.norc.org)

**Red Cross FEMA Fire Prevention and Safety Grant Program Evaluation Services.** NORC will evaluate the American Red Cross (ARC) FEMA Home Fire Prevention Program. ARC has visited over 44,000 households around the U.S. to install smoke detectors, provide fire safety education, and help devise family fire escape plans. These activities targeted populations at risk for fire deaths, specifically low-income persons, the elderly, children, minorities, and people with disabilities. NORC will survey 3,000 participating households by mail to gather data to support the evaluation. *Project Director:* Michael Meit.

**Survey of Caregivers.** The Program for All-Inclusive Care for the Elderly (PACE) provides comprehensive, coordinated senior care and support planning that includes healthcare, in-home services, and social opportunities. NORC will collect baseline information from caregivers at the point at which a senior has been enrolled in the PACE program and then six months after enrollment. Among the topics included in the survey instrument is the potential imminent risk of nursing home placement for the senior and an assessment of how caregivers' lives may be impacted by PACE. Cathy Haggerty, Kate Bachtell, and Suzanne Bard collaborate on the design and execution of this study that NORC is conducting on behalf of InnovAge, a nonprofit provider network and one of the organizations that administer PACE.

**National Social Life, Health, and Aging Project (NSHAP) New Cohort.** For a decade, NORC has conducted the NSHAP with the sponsorship of the National Institute on Aging. It is a longitudinal study of older adults designed to examine the mechanisms by which social factors (e.g., intimate relationships and social networks) affect and are affected by health. The project's original sample of 3,005 community-dwelling adults age 57–85 will be supplemented with a refreshed cohort of 2,500 for the third wave of data collection in 2015–16. The in-person data collection includes both interviews and biomeasures. *Principal Investigator:* Linda Waite (Univ. of Chicago), *Project Director:* Katie O'Doherty.

**A National Data Program for the Social Sciences: The General Social Survey (GSS).** NORC will conduct the 2016 and 2018 GSS with principal support from NSF and supplemental support from other organizations. Since its 1972 launch, the GSS has gathered data on contemporary American society in order to monitor and explain trends, changes, and constants in attitudes, behaviors,

and attributes; to examine the structure and functioning of society in general, as well as the role played by relevant subgroups; to compare the U.S. to other societies in order to place American society in comparative perspective and develop cross-national models of human society; and to make high-quality data easily accessible to scholars, students, policymakers, and others, with minimal cost. Data are collected in person from a nationally representative sample of about 3,000 adults living in households. Interviews are in English or Spanish. On each round of the survey, a module of questions asked on other national surveys is included to foster global comparison. The GSS is the most frequently cited source of information in the social sciences after the U.S. Census. *Principal Investigator:* Tom Smith; *Co-principal Investigators:* Michael Davern (NORC), Jeremy Freese (Northwestern), and Michael Hout (New York University).

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

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**National Study of Health and Life Experiences of Women (NSHLEW): The Next Generation (NextGen) Study.** Meant to be a follow-up to the NSHLEW, a 20-year longitudinal study of women's drinking conducted by Drs. Sharon and Richard Wilnsack at the Univ. of North Dakota, NextGen seeks to better understand how important close relationships influence women's health over the lifetime. Another goal is to determine the feasibility of reaching the NSHLEW sample after 14 years and the willingness of participants to provide contact information on a randomly selected daughter for future research. For the tracking wave, SRL mailed a letter, brochure, and contact postcard to 424 former NSHLEW participants who had reported being a mother to at least one child and attempted to reach participants or secondary sources via phone. Then, from the end of April to early July, SRL conducted CATI interviews with 108 former NSHLEW participants, 77 of whom had living daughters age 16 or older. Of those 77, 62 agreed to provide contact information for them. *Principal Investigator:* Amelia Talley (Texas Tech University), *Co-investigators:* Sharon Wilnsack (Univ. of North Dakota) and Catherine Haggerty (NORC), *Project Coordinator:* Isabel Farrar.

**College of Law Alumni Survey.** During April and May, SRL surveyed alumni of the Univ. of Illinois at Urbana-Champaign College of Law via Web to better understand their perceptions of the college and attitudes toward

giving to the college. Of the 6,894 alumni invited, 1,118 completed the online questionnaire. *Project Coordinator:* Sowmya Anand.

**Academic Professional Advisory Committee (APAC) Job Analysis Survey.** Begun in January 2010, the Job Analysis project sought to classify Univ. of Illinois at Chicago (UIC) positions as either civil service (CS) or academic professional, and the goal of this survey, which was sponsored by the UIC Chancellor, was to learn more about UIC employees' experience with the project. E-vites to the online questionnaire were sent to 3,290 faculty members, 6,302 CS staff, and 2,611 APs in April; 271 faculty, 540 CS staff, and 551 APs completed the survey instrument. *Project Coordinator:* Anne Diffenderffer.

**Campus Shuttle Student Survey.** On behalf of the UIC Office of the Vice Chancellor for Administrative Services, in April SRL conducted three focus groups with UIC students age 18 or older and who ever use campus shuttle services. Focus group findings were used to inform the development of a Web survey dealing with how students get to/from campus and how they get around on campus. SRL drew a random sample of 6,000 students, all of whom received an e-vite to participate. During April and May, 980 students completed the online questionnaire. *Project Coordinator:* Anne Diffenderffer.

### **Survey Research Office Center for State Policy & Leadership University of Illinois Springfield**

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**Sangamon County Citizen Survey.** This biennial survey examines quality of life among Sangamon County residents. A dual-frame survey, it included 576 interviews conducted between April 15 and May 18, 2015. The project is funded by Community Foundation for the Land of Lincoln, United Way of Central Illinois, and the Univ. of Illinois Springfield and is conducted every two years. The survey includes over 100 different questions on topics like health, education, culture and recreation, government and civic participation, infrastructure, economy, environment, social well-being, and public safety. The full results are available at <http://go.uis.edu/citizen>. *Principal Investigator:* Ashley Kirzinger.

**Illinois Dept. of Transportation (IDOT) Traffic Safety Surveys.** Since 2001, the SRO has conducted a series of different telephone surveys examining attitudes and behaviors associated with driving among Illinois licensed drivers. In 2015, this project includes a pre-Memorial holiday telephone survey, a post-Memorial holiday telephone survey, a pre-Labor Day holiday survey, and a post-Labor



Day holiday survey. The Memorial Day surveys focus on seatbelt use among drivers while the Labor Day surveys focus on DUI and driving-under-the-influence behaviors. Since 2014, the surveys have included questions about cell phone and mobile use while driving in order to assess any changes in attitudes and behaviors since Illinois passed legislation making it illegal to talk on or use a cell phone while driving. Each survey includes 750 licensed drivers. *Principal Investigator:* Ashley Kirzinger, *Research Manager:* Matt Case.

## INDIANA

### Center for Survey Research (CSR) Indiana University

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**National Survey of Student Engagement (NSSE): The College Student Report, 2015.** CSR has just completed administration of the NSSE for 2015 with the NSSE Institute, which is a self-supporting auxiliary unit within the Center for Postsecondary Research (CPR) in the Indiana University School of Education. In 2015, nearly 600 colleges and universities participated in the NSSE, comprising a sample size of around 1.6 million students. This year, CSR collaborated with CPR to create a mobile-friendly version of the survey for use by a small experimental group of schools. Results so far are promising, and CSR will work toward scaling up the mobile-friendly version for 2016. Since piloting in 1999, the NSSE has collected data annually about student engagement and the undergraduate experience from students at hundreds of four-year colleges and universities across the U.S. (including Puerto Rico) and Canada, with a view to improving policies and practices in undergraduate education. *Principal Investigator:* Alexander McCormick, *CSR Project Director:* Stacey Giroux.

## IOWA

### Center for Social & Behavioral Research (CSBR) University of Northern Iowa

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**Ethical Decision-Making in Scientific Research.** With funding from the federal Office of Research Integrity, CSBR recently completed a national self-administered (plus online option) survey of university faculty members in social science, social work, and biology. The project

explored research ethics and decision-making among faculty at both comprehensive and research-intensive institutions. *Principal Investigator:* Anita Gordon, *Project Director:* Mary Losch.

**Iowa Barriers to Prenatal Care Project 2016.** Ongoing since 1991, the purpose of this project is to obtain brief, accurate information about women delivering babies in all of Iowa's maternity hospitals. Designed as a self-administered census, the project captures questionnaire data from approximately 25,000 Iowa mothers annually and seeks to learn about women's experiences getting prenatal or delivery care during their current pregnancy. Other information is included that is pertinent to health planners or those concerned with the systematic development of perinatal and infant health care services in the state. *Principal Investigator:* Mary Losch, *Project Coordinator:* Rod Muilenburg.

## MASSACHUSETTS

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

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**Youth Health Survey (YHS) and Youth Risk Behavior Survey (YRBS).** For the past 20 years, CSR has worked with the Massachusetts Dept. of Public Health (DPH) on the YHS, and since 2007, this work was extended into collaboration with the Massachusetts Dept. of Elementary and Secondary Education (DESE) on the YRBS. The YHS surveys students in Massachusetts public schools in grades 6–12 about students' health issues. The YRBS surveys students in grades 9–12 about health issues and risk behaviors (e.g. tobacco, alcohol, and other drug use; drunk driving; fighting; suicide attempts; poor dietary behaviors; physical inactivity; and sexual behaviors that result in sexually transmitted infections and unintended pregnancy). Both surveys are coordinated and conducted by CSR, and the administration takes place inside classrooms within selected public schools. Also, this year CSR worked with DESE and DPH on two targeted health initiatives—one focused on HIV prevention and another focused on chronic disease prevention. The two initiatives were conducted using the YRBS survey in 29 public high schools.

**Physician Perceptions of Overuse in Medicine.** This year, CSR is working with the Lown Institute on this national survey funded by the Robert Wood Johnson Foundation. The survey is investigating physicians' perceptions of the prevalence of overuse of diagnostic tests, procedures, and treatments. It uses clinical scenarios

to explore physician perceptions of drivers of overuse, such as discomfort with uncertainty, defensive medicine, patient requests, financial considerations, and poor communication with other physicians. The instrument was developed using focus groups and cognitive interviews to refine questions and clinical scenarios. To better understand causes and consequences of overuse, factors that contribute to a culture of overuse, and potential programs and solutions, we are surveying physicians from six specialties: cardiology, oncology, orthopedics, psychiatry, internal medicine, and family practice.

**Survey Nonresponse Study.** With funding from NSF, CSR is investigating the extent to which using an address-based frame to reduce coverage error encounters nonresponse error due to modes with varying levels of interviewer assistance or need for respondents to engage in the process. The research design includes multiple modes of administration coupled with intensive follow-up of nonrespondents using in-person interviews to gain understanding of nonresponse error and response propensities related to mode.

## NEW HAMPSHIRE

### Survey Center University of New Hampshire

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**Housing Finance Authority Rental Property Survey, April 2015.** Approximately 1,200 rental property owners and managers in New Hampshire were surveyed by landline and cellular telephone between March 10 and May 14, 2015. This annual survey was conducted to determine rents and other attributes of rental properties in the state; it is based on a nonprobability sample. *Principal Investigator:* Andrew Smith.

**Granite State Poll 57, May 2015.** The Survey Center interviewed 703 randomly selected likely New Hampshire 2016 presidential election voters by landline and cell phone between April 24 and May 3, 2015. The Granite State Poll is a quarterly survey of public opinion in New Hampshire. This study was conducted to determine present attitudes concerning the upcoming presidential primary and general elections in New Hampshire. The margin of sampling error for the survey is  $\pm 3.7\%$ . Included were 229 likely 2016 Democratic Primary voters (MSE =  $\pm 6.5$ ), 293 likely 2016 Republican Primary voters (MSE =  $\pm 5.7$ ), and 627 likely 2016 presidential election voters (MSE =  $\pm 3.9$ ). *Principal Investigator:* Andrew Smith.

**WMUR/CNN-UNH 2016 Primary Poll, June 2015.** One-thousand-ten (1,010) randomly selected New Hamp-

shire adults were interviewed by landline and cellular telephone between June 18 and 24, 2015 to determine voting behavior in the elections for governor, senate, and congress in New Hampshire. Included were 360 likely 2016 Democratic Primary voters (MSE =  $\pm 5.2$ ) and 402 likely 2016 Republican Primary voters (MSE =  $\pm 4.9$ ). *Principal Investigator:* Andrew Smith.

## NEW JERSEY

### Eagleton Center for Public Interest Polling (ECPIP)

#### Rutgers-Eagleton Poll Rutgers University

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**New Jersey Governor Traits and Emotions Time Series Study.** Since Gov. Chris Christie first took office in 2010, the Rutgers-Eagleton Poll has been asking New Jerseyans about how well a series of traits describes him and how he makes them feel. After benefiting from his unique personal style for a solid year post-Sandy, perceptions of Christie's positive character traits began to decline following his Bridgegate press conference in January 2014. By April 2015, fewer than half saw these positives: "smart" (49%), "strong leader" (39%), "effective" (26%), "fair" (21%), and "trustworthy" (17%). The last three are now at all-time lows, with trustworthy falling furthest since Bridgegate. These were many of the same characteristics that saw large increases for Christie right after Sandy struck. Negative descriptors, on the other hand, have climbed steadily during this same period, with solid majorities now calling him "arrogant" (57%) and "stubborn" (64%). Nearly half have said he is a "bully" and "self-centered." At the same time, only 10% said the term "presidential" suits Christie "very well." In-depth analysis of these traits over time is featured in a chapter by ECPIP Director David Redlawsk and Assistant Director Ashley Koning in the forthcoming book *The American Governor: Power, Constraint, and Leadership in the States*.

**Hurricane Sandy.** Since the 2012 hurricane hit New Jersey, ECPIP has been doing in-depth public polling as well as academic and client research on the subject, ranging from assessing the storm's impact on attitudes about storm preparedness, rebuilding, and government and nonprofit effectiveness to usage of media sources during and following the storm and the impact on families and children. ECPIP studies thus far have involved the creation of complex designs given the geography and impact

of the event: multiframe modalities including phone, Web, and mail; follow-up panel studies designed to maximize response and completion rates through face-to-face and telephone surveying; and a bistate sample frame as part of a study tracking the impact buyout and rebuild governmental programs had on participants in the most heavily impacted coastal areas. ECPIP's public polling on the Superstorm's aftermath is documented in the forthcoming book *Taking Chances on the Coast after Hurricane Sandy* in the chapter "Polling Post-Hurricane Sandy: The Transformative Personal and Political Impact of the Hurricane in New Jersey."

**The Rutgers-Eagleton Public Health Series (REPHS).** In fall 2014, ECPIP partnered with experts at the Rutgers New Jersey Medical School for the first ever REPHS. The REPHS polled New Jerseyans on a wide range of public health and safety issues, asking questions about their behaviors and habits regarding driving, poison control, home safety devices, preventative health measures, and lifesaving techniques. Among the findings: concerns about dangerous driving activities like reading and cell phone use were almost universal among New Jersey residents, though a solid number still admitted to engaging in these risky behaviors themselves; utilizing the state's poison control center is divided along socioeconomic lines; 65% of residents have all three key home safety devices (fire extinguisher, carbon monoxide detector, and smoke detector) in their homes; and half or more of residents are trained in CPR and Heimlich maneuver techniques. More information can be found at <http://eagletonpoll.rutgers.edu/rutgers-eagleton-public-health-series/>

## NEW YORK

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**The Empire State Poll (ESP).** The ESP is the first of its kind: an annual general survey of New York State adults age 18 and over. It is conducted in the spring of each year. The first ESP was conducted in 2003; it is an omnibus telephone survey that includes a combination of an annual core of workplace, community, governmental, economic, media measures, omnibus modules, and special topical issue questions along with questions submitted by researchers. Approximately 800 statewide interviews are conducted each year using a dual-frame RDD and cell oversample.

## PENNSYLVANIA

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

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**Evaluation of Aid Like a Paycheck (ALAP).** ISR is working with MDRC and two community colleges in the U.S. to conduct a large-scale evaluation of ALAP, a new program based on a simple yet potentially transformative idea: after tuition and fees have been paid to the college, disburse remaining financial aid to students every other week—like a paycheck—rather than in one or two lump sums. ISR is conducting focus groups and administering questionnaires to 1,000 students. *Principal Investigator:* Heidi Grunwald, *Project Director:* Nina Hoe.

**Social Structural Stressors, Resilience, and Black Men's Sexual Risk Behaviors.** The overall purpose of this study is to learn how factors such as poverty, racial discrimination, incarceration, crime, and neighborhood values relate to Black men's sexual risk behaviors. ISR has conducted cognitive interviews with 20 study-eligible men in Washington, DC, to refine the survey instrument and currently is conducting door-to-door interviews with 1,181 men. *Principal Investigator:* Heidi Grunwald, *Project Director:* Keisha Miles.

**Knowledge about the Philadelphia Bike Share System.** In April 2015, Philadelphia was the last major city in the Northeast to launch a bike share system. ISR is overseeing a study of the knowledge and perceptions of the Indego system with over 1,000 city residents. Street-intercept interviews are conducted at multiple time periods. *Principal Investigator:* Heidi Grunwald, *Project Director:* Nina Hoe.

**Evaluation of PACE Center for Girls.** This project is an evaluation of the PACE Center for Girls, Inc., a school-based gender-responsive alternative to institutionalization or incarceration for girls engaging in high-risk behaviors. ISR manages multimode Web, phone, and in-person data collection for 1,000 girls at 16 Florida sites. *Principal Investigator:* Heidi Grunwald, *Project Director:* Keisha Miles.

**Developmental Education Descriptive Study.** ISR is overseeing all data collection for MDRC's Descriptive Study survey of 1,500 college-level academic deans. This is a federally sponsored survey of the developmental education assessment approaches, instructional strategies, and reforms used across the country. It is funded by the U.S. Dept. of Education's Institute of Education Sciences as part of a new national center—the Center for



the Analysis of Postsecondary Research—that was spotlighted at a White House convening of college leaders, researchers, and policymakers in the summer of 2014. The study will capture the current landscape of developmental education across the two-year and four-year sectors in terms of assessment and placement methods, course design and instruction, and any associated extra-curricular support services. *Principal Investigator:* Heidi Grunwald, *Project Director:* Keisha Miles.

**Survey of Teachers and Administrators.** ISR collects data from three school districts across the country to evaluate the Melinda and Bill Gates Foundation Innovative Professional Development initiative. Teachers and principals from over 200 schools across the districts are being surveyed through Web-based and paper surveys over the course of three years with two data collections per year. *Principal Investigator:* Heidi Grunwald, *Project Director:* Keisha Miles.

## TEXAS

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

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**Health Survey.** Earlier this year, the CCRD conducted a telephone survey of 1,133 county residents at the request of a local hospital. The questionnaire measured the actions, knowledge, and attitudes of local residents regarding both health-related issues and preference of health service providers. Specific questions also were included to gauge the impact of recent marketing strategies by the hospital.

**Crime Survey.** Recently, the CCRD completed a telephone survey that measured community opinions on crime and victimization. A total of 1,304 respondents were asked about their attitudes toward various crimes and community problems. Further, research focused on feelings of safety and security in the community along with questions that focused on satisfaction with and evaluation of local police-community relations.

**Waco Area Connect (WAC).** The CCRD has begun creating an online sample by gathering e-mail addresses from telephone survey respondents. The WAC will serve as a means to promote greater interactions between local residents and community organizations through online survey research.

**Other Projects.** CCRD recently generated over 50 index maps within the U.S. using GIS software for a national client and conducted and analyzed an online survey for a local nonprofit seeking to evaluate its organizational administration.

## VIRGINIA

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**City Employee Survey.** The City of Charlottesville commissioned CSR to conduct a survey of all full- and part-time employees to assess their satisfaction with their work environment and give them an opportunity to contribute their ideas and opinions to help make the City a better place to work. This is the fourth year that CSR has conducted such a study. Of the 923 employees invited to participate, 397 participated, for a 43% response rate. The results of this year's survey were positive and show statistically significant improvements. Compared to 2012, there is a significant increase in overall satisfaction with the City as a place to work. The results recently were presented to the Lead Team of the City, and the City is embarking on a series of presentations and discussion of the results with employees.

**College Access.** CSR has completed two distinct projects focused on research with high school seniors and the impact of advising for students on their navigation of the process of applying for college and applying for financial aid. In the first project, CSR coordinated the work with Benjamin Castleman of the UVa Curry School of Education. The sponsoring agency was Bottom Line, a nonprofit, community-based public service organization located in Jamaica Plain, MA. The students included in the survey were in Boston, Worcester, MA, and New York. The treatment group consisted of students who were involved in an intensive college access program, while the control group students were students who had not been included in the Bottom Line college access program.

Distribution and promotion of the questionnaire for the treatment group was handled by Bottom Line and the advisors assigned to each of the students. The distribution and promotion of the instrument for the control group was handled by CSR and included various modes of contact including an advance letter, e-mail invitation and reminder e-mails for the Web questionnaire, a self-administered mailed packet, a reminder postcard, and telephone and text message reminders. This was CSR's first venture



into text messaging. The response rate for both the treatment and the control group was 58%.

**Virtual Advising.** The second project that CSR conducted in this same area of research was a collaboration with researchers Karen Arnold at Boston College and Denise Deutschlander at the Univ. of Virginia. Both researchers were also working with Benjamin Castleman at UVA who conducted the College Access survey. These surveys covered students' college behaviors, decisions, and actions. In the Virtual Advising study, the treatment group students were asked an additional set of questions about their experiences of virtual advising and the effects of this experience on their college behaviors, decisions, and actions.

The sample frame for the Virtual Advising study included students who were offered college advising through the Jack Kent Cooke Foundation and the College Board. The control group consisted of students who did not take advantage of the college advising option. Students were contacted by various modes that included an advance letter, e-mail invitations and reminders, and short texts via their mobile phones. For many of the Jack Kent Cooke students, the only means of contact provided was a telephone number so the text messages became a valuable means of reaching them to send the link to the survey or to obtain an e-mail for sending the link. The response rates for this study were 30%.

## WASHINGTON

### Social and Economic Sciences Research Center (SESRC)

#### Washington State University

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**Adolescent Sports-Related Head-Injury Survey.** In the summer and fall of 2014, SESRC conducted a Web survey of registered nurses in Washington and Oregon on behalf of the WSU College of Nursing in order to better understand how nurses diagnose head trauma in adolescents. In particular, the researchers wanted to know if the diagnosis for head trauma differed across gender of the patient and if sport-related injuries were diagnosed differently than non-sports injuries. With 1,056 cases included in the response data set out of 4,611 eligible cases in the population, the survey resulted in a 23% response rate. *Principal Investigator:* Rose Krebill-Prather, *Study Director:* Thom Allen.

**Chickamauga and Chattanooga National Military Park Visitor Study.** A systematic random sample of Chicka-

mauga and Chattanooga National Military Park visitors were surveyed during July 22–28, 2014. The purpose of the survey was to determine which sites were visited and with what activities visitors were involved during their visit as well as what services were used. Visitors were also asked about the overall quality of their visit. A total of 645 questionnaires were distributed to visitor groups. Of those, 331 were returned, resulting in a 51% response rate. *Principal Investigator:* Lena Le, *Study Director:* Matthew Strawn.

### Fort Monroe National Monument Visitor Study.

SESRC surveyed a systematic random sample of Fort Monroe National Monument visitors from July 9–August 23, 2014, to determine sites visited, with what activities visitors were involved, what services were used, and the overall quality of their visit. A total of 464 questionnaires were distributed to visitor groups, 206 of which were returned, resulting in a 44% response rate. *Principal Investigator:* Lena Le, *Study Director:* Matthew Strawn.

### Katmai National Park and Preserve Visitor Study.

As with the two previous projects, SESRC surveyed a systematic random sample of Katmai National Park and Preserve visitors during June 14–September 30, 2014. The purpose of the survey was to determine sites visited, activities in which visitors were involved during their visit, services used, and the overall quality of their visit. A total of 789 questionnaires were distributed to visitor groups, of which 488 were returned, resulting in a 62% response rate. *Principal Investigator:* Lena Le, *Study Director:* Matthew Strawn.

### 2014 Washington Statewide Comprehensive Legal Needs Survey.

SESRC conducted a survey on behalf of the Washington State Office of Civil Legal Aid to update information about the unmet civil (noncriminal) legal problems faced by low-income residents and the impact these problems have on their ability to address issues affecting personal and family well-being. The study consisted of two components: (1) a mixed-mode (Web, mail, and phone) statewide survey of low- and lowest-income respondents and (2) a field study of individual low-income responders recruited with the help of community-based organizations across the state. The survey was conducted during May–April 2015. SESRC obtained 2,864 completed and 284 partially completed responses from the probability survey. The response rate was 20.3%. For the nonprobability survey, 230 completed interviews and 2 partially completed responses were obtained. *Principal Investigator:* Danna Moore, *Study Director:* Arina Gertseva.

**Washington State Child Care Market Rate Study.** The SESRC conducted the multimode (telephone, Web, and mail) survey of child care facilities for the Washington Dept. of Early Learning from January to May 2015. Two surveys were designed, one for child care centers and

the other for family homes. A population of 1,977 child care centers were contacted for this survey, and 1,293 completed questionnaires were obtained, representing a 65% response rate. Of these, 506 were completed by telephone, 144 were mailed, and 643 were completed online. A random sample of 1,536 family home child care providers were contacted for this survey, and 707 completed questionnaires were obtained, representing a 46% response rate. Of these, 435 were completed by telephone and 272 were completed online. *Principal Investigator:* Danna Moore, *Study Director:* Arina Gertseva.

**Colorado Child Care Market Rate Study.** SESRC conducted a telephone survey of licensed child care facilities in Colorado on behalf of The Evaluation Center and School of Public Affairs at the Univ. of Colorado Denver. The survey results provide information on the rates charged by child care centers, family homes, and school-age child care programs across the state. The survey was conducted in March through May 2015. Of the 1,880 eligible child care facilities randomly selected to participate, 1,174 completed the survey, representing a 62% response rate. *Principal Investigator:* Rose Krebill-Prather.

**Washington Organic Farmers' Interest in Quinoa.** SESRC implemented a mail survey with Web option of certified organic farmers in Washington State to determine their perceptions of and experiences with quinoa. The Washington State University Dept. of Crop and Social Sciences wants to use the survey results to develop information for U.S. farmers regarding regionally adapted quinoa varieties, best management practices, and marketing options. A series of survey mailings and e-mails were sent to 638 respondents in March through May 2015. A 39% response rate was obtained with 251 completed surveys; of those, 59 were completed on the Web. *Principal Investigator:* Arina Gertseva.

**Business Needs and Interests in Services for Safer Alternatives to Toxic Chemicals.** On behalf of the Washington State Dept. of Ecology, SESRC conducted a mixed-mode survey to provide information about the interests and needs for safer alternatives among businesses in the state who use toxic chemicals in their processes or products. The survey also was used to determine the usefulness of services offered in the past and what potential services the department should offer to these businesses in the future. Approximately 993 businesses were contacted; of those, 281 completed the questionnaire and another 27 partially completed it. A 31% response rate was obtained. *Principal Investigator:* Rose Krebill-Prather, *Study Director:* Thom Allen.

**2015 Training Benefits Survey.** From March through May 2015, SESRC implemented a phone and Web-based survey for the Washington State Employment Security Dept. (ESD). The purpose of the survey was to

contact individuals who had participated in the Unemployment Insurance Training Benefits Program, which provides additional weeks of unemployment benefits to qualifying claimants whose occupations are in decline and who need training to obtain a new job in an occupation that is in demand. The objective of the research is to determine who is receiving training benefits, the type of training received, and the outcomes of those that participated. Overall, 3,861 respondents completed or partially completed the survey (2,329 phone completes, 24 phone partials, 1,480 Web completes, and 28 Web partials). This return yields a response rate of 58.4%. *Principal Investigator:* Danna Moore, *Study Director:* Kent Miller.

**2014 Chelan-Douglas Public Opinion Survey.** This survey was conducted for the Wenatchee Valley Transportation Council (WVTC) to get a better understanding of the travel needs of the residents of Chelan and Douglas counties and to identify opportunities for improving the overall transport system in the area. The results of this survey will help guide various reforms with respect to the transport system in the East Wenatchee and Wenatchee area. *Principal Investigator:* Arina Gertseva, *Study Director:* Arina Gertseva.

**2014 Viticulture and Enology Instructor Survey.** To assess the strengths and weaknesses of the program, SESRC conducted this study for the Viticulture and Enology Certificate Program at WSU. This information will be used to help plan for future needs in the program. *Principal Investigator and Study Director:* Arina Gertseva.

## WISCONSIN

### University of Wisconsin Survey Center (UWSC)

#### University of Wisconsin-Madison

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**Iowa Authentic Intellectual Work (AIW) Study.** UWSC is conducting a study aiming to measure the impact of the AIW initiative on teachers and students. Responding to recent calls to reform secondary education in the U.S., the Iowa Dept. of Education (IDE) adopted the AIW initiative to advance both the rigor and relevance of teaching, as well as the learning outcomes of students in Iowa's high schools. The project begins with a pilot study that will be used to test and improve all field procedures and data collection protocols to ensure final production effort procedures will bring high levels of participation from teachers and students and high data quality overall.

The pilot study will combine an in-school data component with IDE warehouse data. UWSC will conduct the field activities for the data component in six high schools in Iowa—three that are implementing the AIW initiative and three that are not. The full study to begin in 2016 will involve the same components with 25 AIW-schools and 25 schools that are not implementing AIW.

**The WLS Microbiome Study.** UWSC conducted a series of focus groups then launched a pilot effort to collect human microbiome samples, drinking water samples and tests, and a self-administered questionnaire from a subset of Graduate and Sibling participants and their spouses or partners for the Wisconsin Longitudinal Study (WLS). This pilot effort was the first of its kind to better understand the human microbiome and its relationship to health outcomes by partnering cutting-edge microbiology research with a landmark social science data set. The wealth of data about life experience and health already collected and analyzed by WLS hold immense potential to lead to new findings when combined with research on the human microbiome.

UWSC collected over 400 stool and water samples from Graduates and Siblings, as well as from their spouses and partners. The response rate among the Graduates and Siblings was 70% for the samples, with a 90% cooperation rate for the SAQ.

**The National Youth in Transition Database (NYTD).** The NYTD is a federally mandated evaluation of the use of independent living services by foster youth in Wisconsin and a measure of the state's performance in preparing youth for their transition from foster care to independent living. UWSC conducts a baseline survey of youth in foster care at age 17 as well as a follow-up survey with them at 19 and 21. Each year, a new cohort of 17-year olds is added to the sample. To encourage participant response, this study is mixed-mode, using Web, phone, and mail survey options. UWSC also is in contact with caseworkers to help connect youth to the survey.

A component of the mandate is to reach 17-year olds within 45 days after their 17<sup>th</sup> birthday. UWSC has implemented contact protocols to maximize outreach efforts in this timeframe and currently is developing an automated sample management and data delivery system to allow new sample to flow to UWSC and data to flow to the Wisconsin Dept. of Children and Families on a daily basis.

## CANADA

### Social Sciences Research Laboratories (SSRL)

#### University of Saskatchewan

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**Elections Saskatchewan: Survey Research and Internal Audit.** SSRL is at the first stages of launching a large-scale provincial elections study. This project is a collaboration between the Johnson-Shoyama Graduate School of Public Policy, Univ. of Saskatchewan, and Elections Saskatchewan. The goal is to academically research and independently audit Elections Saskatchewan activities and initiatives during the next provincial election (fall 2015 or spring 2016). This study will entail the following activities: a post-election survey of voters, a survey of election officials, voter population identification, election-day monitoring, post-election interviewing, and an internal assessment of Elections Saskatchewan activities and initiatives. This work will be led out of the Survey and Group Analysis Laboratory at SSRL, a model research site for the required quantitative and qualitative data collection and analysis. Results of this rigorous comprehensive research program will inform Elections Saskatchewan policy- and decision-making.



## ANNOUNCEMENT

### SAVE THE DATE: AASRO Meeting 2016

AASRO's 10<sup>th</sup> Annual Meeting will be held at the Univ. of Michigan's Institute for Social Research on the campus in Ann Arbor. Meeting dates are March 3–5, 2016 (Thursday–Saturday).

The meeting fee will be approximately \$150 (this will be finalized before registration is open—on or about Monday, October 19, 2015. AASRO has secured hotel lodging with rates ranging from \$105–\$175 per night excluding taxes. Ann Arbor is approximately 25 miles from the Detroit Metro Airport. Details regarding hotels, ground transportation, and the outline for the meeting agenda will be included on the registration site. Keep an eye on the AASRO Web site this fall for further details.





## 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.*

The Social Sciences Research Laboratories (SSRL) at the Univ. of Saskatchewan, Saskatoon, SK, Canada, has recently hired **Alana Kolendreski** in the position of Survey Research Manager and Specialist. Alana manages the Survey and Group Analysis Laboratory at the SSRL, providing specialized expertise on survey design and development for telephone, online, and multimode surveys.

The Univ. of Illinois at Springfield's Survey Research Office welcomed **Tonda Reece** as our office manager in June 2015. She can be reached at [treec2@uis.edu](mailto:treec2@uis.edu).

The Institute for Survey Research at Temple University is pleased to announce that **Nina Hoe** has accepted the position of Study Director.



## JOB OPPORTUNITIES

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*This section contains listings of employment opportunities in survey research organizations. Listings can be sent to the editors at the address in the newsletter or e-mailed to [srl-info@uic.edu](mailto:srl-info@uic.edu). Survey Research does not charge a fee for these postings.*

The **Center for Survey Research (CSR) at UMass Boston** is seeking new leadership. The **Director** has overall responsibility for carrying on CSR's strong tradition as a center of excellence in survey research methodologies and social, behavioral, health science, and policy research. CSR is a full-scale academic survey research center conducting and supporting basic and applied research that contributes to knowledge and understanding of important social issues and sound public policies.

The Director will be responsible for articulating an inspirational vision and formulating an ambitious research agenda for CSR's future; leading the development and implementation of new survey research methodologies taking advantage of available cutting-edge technologies, to adequately respond to the information needs for solving the large-scale, complex and dynamic problems of the 21<sup>st</sup> century, and to best serve the approaches and

requirements of the modern Information Age; and for serving as a catalyst for interdisciplinary, multidisciplinary or trans-disciplinary research across the campus and in partnership with other academic and research institutions in the U.S. and around the globe.

The Director will be responsible for leading the efforts to secure external funds from federal, state, local, and private sources to support CSR's educational, research, and service programs; supervising and supporting the projects of Study Directors, affiliated faculty, Senior Research Fellows, post-docs, graduate and undergraduate students; managing the budget and personnel; and representing CSR in the university, the community, and various academic and policy arenas. He or she will participate as part of the university leadership for the emerging research cluster in social, behavioral, and health sciences and policy and global studies. The Director is expected to maintain an active and productive externally funded research program.

Depending on experience and qualifications, the successful candidate will also be considered for a tenured or tenure-track faculty appointment at the rank of professor or associate professor in an academic department appropriate to the candidate's educational background and teaching and research interests. The position will be formally posted this summer. Those interested may contact Jack Fowler or Philip Brenner by email ([floyd.fowler@umb.edu](mailto:floyd.fowler@umb.edu); [philip.brenner@umb.edu](mailto:philip.brenner@umb.edu)).

Temple University's Institute for Survey Research is seeking a **Program Coordinator** to support our current studies. The Program Coordinator coordinates all phases of planning and implementation of survey research projects across all modes of data collection. This includes data collection planning and monitoring by providing CAI programming and testing; training and managing data collection staff; writing training manuals and interviewer training; and monitoring outcome and production rates. The Program Coordinator will handle information management and quality assurance and will travel to field sites to launch and maintain in-person data collection activities. Additionally, the incumbent prepares proposals and coordinates study management, data analysis and other survey-related duties. Performs other duties as assigned. A bachelor's degree and at least two years of directly related experience are required (in-person data collection supervision preferred). An equivalent combination of education and experience may be considered. Required skills and abilities include the following: demonstrated organizational, problem solving, and management skills; ability to manage large data sets; quantitative data analysis skills; effective oral and written communication skills, CAI programming training, excellent interpersonal and collaborative skills, along with the ability to interact with a diverse population of administrators, faculty, and students; project management and data analysis expe-



rience; and demonstrated questionnaire development skills. To apply, visit [https://hospats.adminsvc.temple.edu/CSS\\_External/CSSPage\\_Referred.ASP?Req=TU-18987](https://hospats.adminsvc.temple.edu/CSS_External/CSSPage_Referred.ASP?Req=TU-18987)

Please share with anyone you think may be interested.

## 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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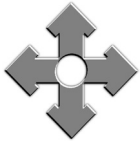
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