

Lifestyles, Longevity, and the Quality of Life

JACK ELINSON

CONSIDER a simple fourfold table: one axis, the length or quantity of life, or longevity; the other axis, the quality of life. Let each variable be arbitrarily dichotomized as high and not so high. The four resultant joint occurrences, in quadrants a, b, c, d, translate to the following four theoretical possibilities:

Quality	Life	
	High	Not So High
High	a	b
Not so high	c	d

Quadrant a. Both quantity and quality of life high. Let us call this the Health Dream model. The noted physician/epidemiologist Ernest Wynder of the American Health Foundation is fond of expressing the goal of preventive medicine in these words: "We should all die young at an old age."

Quadrant b. The quantity of life is not so high, but the quality of life is high. Let us call this the Solomon Grundy model, for reasons I shall explain later.

Quadrant c. The quantity of life is high, but the quality of life is not. You will recognize this model as exemplifying, in the extreme case, the tragically successful achievements of *preservative medicine*—the accomplishments of physicians who have Hippocratically sworn to dedicate their art and science to keeping patients alive, with only second thoughts to the consequences of their ministrations for the quality of life. Their irrefutable rationale is that if there is no quantity, there cannot be any quality.

Jack Elinson, Professor of Sociomedical Sciences in the School of Public Health, Columbia University, was President of AAPOR in 1979–80. This is an adapted version of his presidential remarks at AAPOR's 35th Annual Conference.

Quadrant d. Both the quantity and the quality of life are not so high. This is the Hobbesian model, expressed by that social philosopher's famous description of such a life as "solitary, poor, nasty, brutish, short."

Quadrant a, the Health Dream model—to live long in good health—is conventionally the most popular. It may even be a universal ideal, not just American. It is striven for daily by the joggers among us, the conscious avoiders of red meat and sweets, the weight watchers. Health Dreamers have stopped smoking cigarettes, or have never started. When they drink alcohol, they usually do not take more than four drinks at a time.

Sample survey research has done much to provide evidence in support of the achievability of the Health Dream model. Perhaps the best data, certainly the most well-known, come from the Human Population Laboratory of Alameda County, California (one of the principal architects of which is our own Joe Hochstim, a distinguished AAPOR life member). The HPL discovered, on the basis of a five-year follow-up of a nearly 7,000-person probability sample survey of Alameda County adults, and confirmed by a nine-year follow-up, that if a person practiced a *certain seven health habits*, he lived on the average *eleven years longer*. The Alameda seven-eleven health habits were as follows: not smoking, not drinking too much, not being too fat or too skinny, exercising (including gardening as exercise), eating breakfast, not snacking between meals, and sleeping eight hours a night if a man, but only seven hours a night if a woman. Parenthetically, we note that the Alameda reports are silent as to how come women make out just as well as or better than men with one hour less sleep. Perhaps women get up earlier in order to prepare the required breakfast.

The Alameda prescription for a long, healthy life has been widely promoted. In California the State Department of Public Health has distributed hundred of thousands of little blue cards which citizens can carry around in their pockets or purses as daily reminders of how to live right, if they want to live long.

Only yesterday I received in the mail a missive from the American Association of Retired Persons (AARP) promising "7 ways to a healthier, longer life!" listing the Alameda Seven and touting them as "rules for a longer, healthier and *happier* life." I suppose millions of Americans who no longer claim statistical middle age have received this message.

The AARP notes that "you're likely to be healthier if you follow all seven rules than if you follow only six, and so forth." And what's more, a 70-year-old person who follows all seven is apt to be just as

healthy as a 40-year-old who follows only one or two. Note that by "just as healthy" is meant, according to the Alameda follow-up data, living just as long. Thus, AARP equates living long with being healthy, as do, regrettably, some of our most sophisticated health economists, blurring the distinction between the quantity and the quality of life. What the AARP wants to do, frankly and simply, is sell me some hospital insurance since, as they realistically note, "we all can't be healthy all the time." And there is always the possibility that an accident or an illness will require a stay in the hospital; citing the all-too-familiar statistics on the costliness of hospital care and the inadequacy of government medical insurance, Medicare, to cover them for older people.

The AARP message slips in the qualifier that following the seven Alameda rules you will also have a "happier" life. I don't believe the Alameda researchers ever claimed that living long and staying healthy will also keep you happy, although it is easy to see how the wish may be father to this particular thought. Indeed, while data from other studies may show that healthy people are in general happier, a new interesting finding, and somewhat surprising one, is emerging from another survey, the National Health and Nutrition Examination Survey periodically conducted by the National Center for Health Statistics. The national HANES, in addition to detailed medical examinations and nutrition assessment of a national probability sample, includes for adults a measure of General Psychological Well-Being, developed by the research psychologist Harold Dupuy. This measure is in the same family of measures as Norman Bradburn's index of psychological well-being which Bradburn at NORC exploited so well in his studies of the Pursuit of Happiness. Dupuy found that older adults scored *higher* on an index of General Psychological Well-Being than younger adults. Consider how startling this finding is when one realizes that on almost every other measure of health status, older people do more poorly than younger people. For example, in the study which launched my own career of survey research in the field of health, the Hunterdon study, we found that older people, 65 years of age and over, had six times as many medically diagnosable chronic diseases as younger people.

In an editorial in the AAAS journal *Science*, sociologist Otto Pollak (28 March 1980, p. 1419) commented: "It is miraculous how relatively well aging people withstand the onslaught of (these) diminishing physiological, cultural and social attacks. The answer seems to lie in the ability of the aging person to make ever new adaptations to their loss, to reestablish functioning, and repair self-image." Before arriving at such a conclusion it seems necessary to do a longitudinal study

to see who these adaptable older people are. After all, they are survivors.

The attention to personal health practices comes at a time when the results of the miracles of medical intervention asymptotically approach a crude rate of mortality of five or six per thousand. With infectious diseases in check, a phenomenon attributed in the western world to the control of microscopic animals and plants by environmental sanitation and immunization and by improved resistance of their human hosts, through reasonably adequate nutrition, we seem to be marking time, investing huge sums in basic biomedical research, waiting and hoping for dramatic, technologic breakthroughs in understanding the control of diseases of the circulatory system (i.e., heart diseases and strokes), and of malignant neoplasms (i.e., cancer). Economists soberly and dismally remind us that there is a limit on how much we can spend on medical and hospital care. The proportion of the gross national product devoted to medical and hospital care in the United States has more than doubled in the past quarter century without a corresponding decrease in mortality. We are exhorted not only by public health physicians, but also by the economists to take better care of ourselves, to be more personally responsible for our health. Assuming we have been wise in our choice of parents and grandparents, the best advice we get from the economy-minded public health field is to practice the Alameda seven.

Devotees of secondary analysis (another AAPOR luminary must be invoked here—Herbert H. Hyman) will be interested in learning that a later look taken at the Alameda data showed that, from the point of view of sheer survival, it was just as important to have close friends and relatives, to see them often and to partake in social group activities, as it was to practice the seven personal health habits. This rather startling nonbacteriological, nonchemical, epidemiologic finding—for which there is not as yet any explanatory physiological mechanism—showed that at every Alameda health habit level, from zero to seven, people with a high Social Network Index were more likely to survive. Having friends, it seems, has as much survival value as not snacking between meals; and a close relative is just as good as breakfast. Indeed, going to church or a union meeting may cancel the effect of a pack of cigarettes a day or five drinks of gin at a sitting. Not smoking? O.K. The Surgeon General has determined that smoking cigarettes is hazardous to health. But eating breakfast regularly? Not snacking between meals? Can it be that health habits such as these merely reflect a general lifestyle of moderation, as advocated by the ancient Greeks and Chinese, of general obedience to and compliance with medical and public health prescriptions?

To test this notion (call it a hypothesis, if you wish), I had the opportunity recently to induce the National Center for Health Statistics to carry out a national survey of adults, replicating the Alameda County study to some extent. Built into this current national study of health practices and health consequences is the hypothesis that general obedience to and compliance with public health prescriptions has survival value. For example, we are asking the American public whether they wear seat belts when driving a car. Now, there are excellent data from other studies which convincingly show that seat belt wearers are more likely to survive car crashes. But in the NCHS study, we are making the guess that conscientious seat belt wearers typify persons who are generally more conscientious about doing things which they believe will affect their health and survival. If our guess is correct, seat belt wearers will not only survive car crashes, but will also live longer on the average than non-seat belt wearers for other reasons as well. If our guess is correct, seat belt wearers will be less likely to die prematurely of other causes—including heart disease and cancer. Wild? Listen to this one. Faithful oral hygienists who brush and floss their teeth two or more times a day will succeed not only in reducing dental caries and periodontal disease, again, for which there is ample scientific data, but will also, in accordance with our hypothesized indexing of obedient or compliant health behavior, be among those who experience lower heart disease and cancer mortality. Weird? Maybe. I'll let AAPOR know the results of this study in two or three years. Of course, we are controlling all other relevant variables: socioeconomic status, hazards at work, stressful life events, perceived mental and physical health status, social networks—yes, even genetics. All this information is being collected in a brilliantly constructed 30-minute telephone interview, conducted by Chilton Research Services, among 3,000 persons constituting a national probability sample of adults, ages 20 to 64.

Let us turn now to Quadrant *c* in the fourfold table, wherein the quantity of life is high, but the quality of life is not. We are all too familiar with the tragic successes of biochemical medicine. As the American population ages—demographers tell us that the most rapidly growing age segment consists of persons 75 years of age and older—an increase in the frequency of the joint occurrence of Quadrant *c* (high quantity, not so high quality) threatens.

The choices that Quadrant *c* people are likely to make when faced with medical intervention at critical times are not at all well understood. For example, a recent study, reported in the *New England Journal of Medicine*, showed that older people with lung cancer facing surgery or radiation therapy preferred radiation therapy even

when the odds of long-term survival were greater for surgery than for radiation therapy. The reason: there was a lower risk of death in the *near-term* for radiation therapy, in this instance. High near-term, but low long-term survival probabilities were preferred by these patients to high long-term but low short-term survival probabilities. To physicians whose professional goal is long-term survival of their patients, the calculus of decisions by patients who opt for more certain short-term survival, if not totally incomprehensible, has yet to be taken into serious account in therapeutic intervention. The three authors of the study I have just cited, all physicians, conclude that the choice of medical therapies should be based “not only on objective measures of survival, but also on the basis of patient attitudes.”

As medical knowledge increases there is a reduction in the uncertainties inherent in medical judgment. There appears to be a concomitant increase, however, in uncertainty of value choices with respect to desired outcomes of medical intervention. Here is still another area where attitude/opinion research in the general community and among the most concerned groups—potential patients and health professionals—has a vital contribution to make.

Quadrant *d*, the Hobbesian view of life, “nasty, brutish, short,” still characterizes the life circumstances of most of the world even if not uppermost in the attention of western industrialized society on a daily basis. When I was in Kenya only a few years ago I learned that half the babies born in that country die before they reach the age of five. Kenya, I believe, is one of the economically better-off African countries. This stark fact overshadows all other considerations. The bell tolls for us. A possible role of attitude/opinion research here has to do with assessing the public will in the face of critical sociopolitical and socioeconomic issues.

Finally, let us return to quadrant *b*, the Solomon Grundy model, wherein the quality of life is high, but the quantity of life is not so high. You remember the Mother Goose nursery rhyme?

Solomon Grundy, born on Monday,
 Christened on Tuesday, married on Wednesday,
 Took ill on Thursday, worse on Friday,
 Died on Saturday, buried on Sunday.
 This is the end of Solomon Grundy.

I recall a censored version of Mother Goose rhymes in which certain words were replaced by an asterisk, mocking the literary censorship practiced in the 1930s. In place of the asterisk, the reader was supposed to supply the word “oomph.” This was an effort to show how the would-be censor could threaten even the most innocent

literature. For Solomon Grundy, then, the censored rhyme would go something like this:

Solomon Grundy, born on Monday,
 Oomphed on Tuesday, oomphed on Wednesday,
 Took ill on Thursday, worse on Friday,
 Died on Saturday, buried on Sunday.
 This is the end of Solomon Grundy.

The moral? A short life, but a merry one. For Solomon Grundy, at least, it would appear that quality of life was more important than quantity. Very little is known in social psychological terms about this interesting quadrant of society.

In sum, for those in the Hobbesian quadrant of the fourfold table, which on a worldwide basis is the most populated of all, there is not much choice as to either quantity or quality of life. In these areas there is a limited but significant role for survey research inquiring into attitudes, opinions and values, and the public will and commitment.

For those in the quadrant dominated by *preservative medicine*, attitude research methods can and should be employed to display the patients' perspectives and values as well as those of the physicians. Physicians need a lot of help here.

For the Health Dreamers the world over, who wish to live long and be as healthy as possible, social science survey research has already begun to be of some assistance and will probably continue to have a major role for a long time to come. There are many, many unanswered scientific questions, not the least of which is the influence of biological and sociological selection on both patterns of health habits and social networks and their consequences for longevity and the quality of life.

And finally, for those in the Solomon Grundy quadrant I would hope that one of the "oomphs" in their short, but merry lives would be doing something good—if only even good public opinion research—for both the quantity and the quality of life of the occupants of the other three quadrants in our fourfold table.

AAPOR 1980 Conference Program

PLENARY SESSION: SURVEY RESEARCH IN THE 1980 PRESIDENTIAL ELECTION

CHAIR: Fred H. Goldner, Queens College

SPEAKERS: Robert M. Teeter, Market Opinion Research Company
David R. Gergen, Public Opinion Magazine

DISCUSSANT: Leo Bogart, Newspaper Advertising Bureau

PAPER SESSION: PUBLIC RESPONSE TO DISASTERS AND CRISES

CHAIR: Diane Schroyer, Response Analysis Corporation

Perceptual Shifts Regarding Swine Flu Immunization and Adverse Reactions

Walter J. Gunn, Center for Disease Control

Crisis Response of the American Public

Raymond Suh, The Coca-Cola Company

Changes in Public Response to Three-Mile Island

Alfred Vogel, Response Analysis Corporation

DISCUSSANT: Herbert E. Krugman, General Electric Company

PAPER SESSION: IDEOLOGY AND THE ELECTORATE

CHAIR: Bernard Roshco, U.S. Department of State

Proletarian Ideology and the Changing American Voter

John Holm and John Robinson, Cleveland State University

Ideology and Foreign Policy Attitudes

Barbara Bardes, Loyola University of Chicago

Robert Oldendick, University of Cincinnati

Issues and Ideology in the 1980 Election

Kathleen Frankovic, CBS News

PAPER SESSION: SURVEY RESEARCH AND STATE AND LOCAL DECISION-MAKING

CHAIR: Michael J. O'Neil, Arizona State University

Survey Research and Local Policy: The Dayton Experience

Tim Reardon, City of Dayton

*The Use of Citizen/Client Surveys in State and Local Government for Service
Evaluation: State of the Art*

Harry Hatry, Urban Institute

The Use of Surveys in Local Decision-Making: State of the Art

Brian Stipak, Pennsylvania State University

DIDACTIC SESSION: THE NONRESPONSE PROBLEM

CHAIR: Fred Wiseman, Northeastern University

PAPER SESSION: LINKING MEDIA CONTENT ANALYSIS WITH TIME SERIES OF PUBLIC OPINION SURVEYS

CHAIR: George F. Bishop, University of Cincinnati

*Distinguishing Events from Trends in Assessing Social Effects of Media
Reporting: The Case of the Discontinuation of the Pill and IUD, 1970-75*

James R. Beniger, Princeton University

Media Monitoring and Models of Public Opinion Dynamics

Lutz Erbring, University of Chicago

Agenda-Setting in American Presidential Politics

W. Russell Neuman, Yale University

DISCUSSANT: Chaim H. Eyal, Syracuse University

PAPER SESSION: LEARNING AND TELEVISION:
SOME NEW PERSPECTIVES

CHAIR: William S. Rubens, National Broadcasting Company

Television as Teacher

Herbert E. Krugman, General Electric Company

The "Scary World" of the Nonviewer and Other Anomalies: A Reanalysis of Findings on the Cultivation Hypothesis

Paul Hirsch, University of Chicago

Television and Children's Intellectual Development: Results from a National Sample of Youth

Nicholas Zill, Foundation for Child Development

Absorbing Television News

Haluk Sahin, Dennis Davis, and John Robinson, Cleveland State University

The Evaluative Protocol: An Approach to Qualitative Ratings for Television

Russell Neuman, Yale University

Carol Keegan, Corporation for Public Broadcasting

ROUNDTABLES

COCHAIRS: Pearl Zinner, National Opinion Research Center

Dorothy Jessop, Albert Einstein College of Medicine

Changing Definitions of Sex Roles

Barbara Lee, CBS

John A. Gonder, Decision Marketing Research, Ltd

Federal Research Approval Policy: Understanding the Process, Avoiding the Pitfalls

Katherine K. Wallman, U.S. Department of Commerce

Accessing the Hidden Blind: Implications for Sample Surveys

Dina Nath Bedi, Bernard M. Baruch College

David A. Leuthold, University of Missouri

Samuel G. Ryan, Jr., Bernard M. Baruch College

Exploration of Methods of Interviewer Training

William P. Mockovak, Bureau of the Census

Celia Homans, National Opinion Research Center

Nonsampling Errors in Data Collection, Reduction, and Processing: Strategies for Estimation, Identification, and Resolution

Donald P. Trees, The Rand Corporation

Attributes of the Effective Telephone Interviewer

Mark A. Schulman and Michael Bucuvalas, Louis Harris & Associates

A Role for Public Opinion: Is It Possible to Be a Spokesman?

Mary Tokheim, Iowa State Board of Medical Examiners

Don D. Smith, Florida State University

Jenene Gerrdes Karamon, Group Attitudes Corporation

Research on Minority Populations: Methodological Dilemmas

Elena Yu, National Center for Health Statistics

JOINT WAPOR-AAPOR SESSION:
USE OF SURVEYS TO REDUCE INTERGROUP TENSIONS

- CHAIR: Bernard Portis, University of Western Ontario
Elite Survey in Northern Ireland
Jess Yoder, Cleveland State University
Quebec Referendum
Yvan Corbeil, Crop Incorporated
Does Public Opinion Research Have a Role in Solving Nationality Conflicts?
W. Phillips Davison, Columbia University

PAPER SESSION: POLLS, MEDIA, AND DEBATES

- CHAIR: Sidney Kraus, Cleveland State University
The Iowa Debate and Public Opinion: A Study of Political Thinking
Billie Gaughan, J. Ann Selver and Deborah Petersen, University of Iowa
The 1980 Primaries: Volatility of Polls and the Role of Debates
Sidney Kraus, Cleveland State University
Presidential Politics and Pocketbook Issues: The Role of Television
C. Anthony Broh and Steven Martin, Duke University
Agents of Public Opinion Formation
Jae Won Lee, Cleveland State University

PAPER SESSION: EXPERIMENTS IN SURVEY METHODOLOGY

- CHAIR: Benjamin G. Davis, Applied Management Sciences
The Validity of Self-Reports of Academic Achievement by Elementary and Secondary School Students
John Hall, Mathematica Policy Research
Efficacy of Alternative Response-Generating Techniques in Mail Surveys
Ted Bartell and Benjamin G. Davis, Applied Management Sciences
Gender Interaction Effects on Survey Measures in Telephone Interviews
Janice Ballou and Frances K. Del Boca, Rutgers University

PLENARY SESSION: USERS' VIEWS OF SURVEY RESEARCH

- CHAIR: Warren Mitofsky, CBS News
SPEAKERS: William Covach, The New York Times
Howard Schuman, University of Michigan
Paul Jensen, U.S. Department of Labor

PAPER SESSION: THE 1980 OLYMPICS

- CHAIR: Burns W. Roper, The Roper Organization, Inc.
West European Reactions to the Olympics Boycott
Carolyn Hillyer, International Communications Agency
American Public Responses to the Olympics Boycott: Part One
Alvin Richman, International Communications Agency
American Public Responses to the Olympics Boycott: Part Two
Irving Crespi and Burns W. Roper, The Roper Organization, Inc.

PAPER SESSION: SOCIAL INDICATORS: STATE OF THE ART

- CHAIR: Tom Smith, National Opinion Research Center
Social Indicators: State of the Art
 Tom Smith, National Opinion Research Center
TV Viewing as a Social Indicator
 John P. Robinson, Cleveland State University
Using the Mass Media as Sources of Social Indicators
 Edna F. Einseidel, Syracuse University
 DISCUSSANT: Charles F. Turner, National Academy of Sciences

DIDACTIC SESSION: MULTIDIMENSIONAL SCALING
IN PUBLIC OPINION RESEARCH

- CHAIR: Myron Wish, Bell Laboratories

JOINT WAPOR-AAPOR SESSION: POLITICAL POLLING IN EUROPE

- CHAIR: Robert M. Worcester, Market & Opinion Research Intl, Great Britain
Political Polling in France
 Jean Stoetzel, Faits et Opinions, France
Political Polling in Germany
 Elisabeth Noelle-Neumann, Institut für Demoskopie Allensbach, FRG
Political Polling in Britain
 Robert M. Worcester, Market & Opinion Research Intl, Great Britain

PAPER SESSION: THE "PUBLIC" IN THE PUBLIC OPINION PROCESS

- CHAIR: Gladys Engel Lang, State University of New York
Policy Reasoning: Psychological Processes in Opinion Formation
 William M. Denny, University of Texas, Austin
When Citizens Communicate to Elites
 Peter Clarke and William Bradshaw, University of Michigan
Public Opinion and Public Opinion Polling: Some Reflections from Watergate
 Gladys Engel Lang and Kurt Lang, State University of New York

ROUNDTABLES

- COCHAIRS: Pearl Zinner, National Opinion Research Center
 Dorothy Jessop, Albert Einstein College of Medicine
Surveying Hard-to-Reach Minority Populations: The National Survey of Black Americans as a Case Study
 Jean-Marie B. Mayas, Lawrence Johnson & Associates, Inc.
 James S. Jackson, Phillip Bowman, and Shirley Hatchett, Survey Research Center
Energy Consumption: Research Issues
 Lynn P. Handler, U.S. Department of Energy
 Gloria Shaw Hamilton, Westat, Inc.
Techniques for Evaluating Telephone Interviewers
 Nancy A. Mathiowetz, Survey Research Center
Organizations as Respondents: Some Issues of Sampling and Data Collection
 Corinne Kirchner, American Foundation for the Blind

Participants' Evaluation of a Three-Year Survey

Majorie Rosar Cunningham, United Presbyterian Church

Influence Analysis: A Model of Persuasion as a Pure Power Game

G. Ray Funkhouser, National Analysts

Adjusting the Census Counts: A Debate

Sheldon R. Gawiser, National Opinion Research Center

Efficient Screening by Telephone: New Developments

Johnny Blair, University of Illinois

PAPER SESSION: PUBLIC ATTITUDES TOWARD ECONOMIC ISSUES

CHAIR: Charles D. Cowan, Bureau of the Census

Personal Stakes and Symbolic Politics: Energy Policy in a Sun-Belt City

W. M. Denny and J. Stephen Hendricks, University of Texas

Donald R. Kinder, Yale University

A Study of Michigan Tax Limitation Proposals

Richard Curtin, University of Michigan

The American Public Views World Hunger and the U.S. Role in its Elimination

Mitchell Cohen, Barbara Bryant, and Sam Evans, Market Opinion Research

DISCUSSANT: Charles D. Cowan, Bureau of the Census

PAPER SESSION: PIONEERS OF PUBLIC OPINION RESEARCH

CHAIR: Albert E. Gollin, Newspaper Advertising Bureau

Paul F. Lazarsfeld

Allen Barton, Columbia University

Bernard Berelson

David L. Sills, Social Science Research Council

Harold Lasswell

Richard M. Merelman, University of Wisconsin

Wilbur Schramm

Jack Lyle, East-West Center, Hawaii

DISCUSSANT: W. Phillips Davison, Columbia University

DIDACTIC SESSION: THE NEW DYNAMICS OF INTERVIEWING:
RECENT RESEARCH ON IMPROVING DATA QUALITY IN SURVEYS

CHAIR: Charles F. Cannell, University of Michigan

PAPER SESSION: THE THREE-MILE ISLAND EXPERIENCE

CHAIR: Barbara Snell Dohrenwend, Columbia University

Behavioral and Mental Health Effects on the People Living Near Three-Mile Island

Bruce P. Dohrenwend, Columbia University

Behavioral and Mental Health Effects on the Workers at Three-Mile Island

S. V. Kasl, Yale University

The Threat of Releasing Crypton-85: Behavioral and Mental Health Effects on People Living Near Three-Mile Island

Ray Goldsteen, Columbia University

Annual Advisory AAPOR Business Meeting

The annual business meeting was held May 31, 1980. Jack Elinson, retiring president and meeting chair, reviewed AAPOR activities for the 1979–1980 year:

1. AAPOR survived the first year of full transition to a revised set of by-laws voted by the membership. The revised by-laws were designed to strengthen the working capacity of the Executive Council by eliminating or consolidating less active standing committees, reducing the number of councillors-at-large, and most important, by providing apprenticeship as well as backup through the election of an associate secretary-treasurer and associate chairs for the standing committees.

2. AAPOR avoided a dues increase in an inflationary period, but created a “problem” for itself by bankrolling over \$50,000. To resolve this problem, an ad hoc committee consisting of the three most recent ex-presidents, Reuben Cohen, Hope Klapper, and Irving Crespi, was appointed to recommend a resolution of this condition.

3. AAPOR’s membership rose to over 1,000. The regional chapters continued to increase in both membership and program activity.

4. *Public Opinion Quarterly* had a dramatic rise in subscriptions.

5. The membership approved by overwhelming vote a revised AAPOR code, strengthened in a number of specific ways, in particular in the standards of reporting on sample surveys. Enforcement efforts continue to be largely in the form of persuasion by the Standards Committee.

6. A sign of the maturing of AAPOR manifested itself in the appointment of an ad hoc committee on the history of AAPOR.

The following reports were presented by Executive Council:

Secretary-Treasurer—Ray Funkhouser reported that AAPOR continues to enjoy sound financial health. The net worth of AAPOR stands at approximately \$68,000, up from \$51,000 the previous year. A committee of past presidents has been formed to advise Council as to how best to deal with our state of relative financial solvency, to the maximum benefit of the membership. During the year AAPOR’s dues structure was reviewed by Council and was found to be adequate, with no changes needed for the time being. AAPOR membership records have been fully computerized, and the system is working smoothly. A policy has been instituted regarding renting the mailing list of members: not-for-profit concerns may rent the list at cost, and for-profit concerns may rent it at twice cost, at the discretion of the president. Special thanks were extended to Carol Suhr for her voluntary work as recording secretary, and to Diana Druker for continued excellent service as our Secretariat.

Nominations—Reuben Cohen reported on the results of the election and introduced the new Council members. This year marks a transition in the offices comprising Executive Council. Associate of-

fices have been instituted whose elected occupants will then continue to the offices of Secretary-Treasurer and chairs for the Conference, Standards, Publications and Information, and Membership and Chapter Relations Committees. The new structure will provide more continuity for Council than the previous structure had.

Research Development—Ron Milavsky reported that, in spite of concerted efforts to elicit submissions for the student paper competition, the number of papers entered continued its decline. This year two honorable mentions were named, but no formal first prize was awarded. There was discussion concerning the reasons for the decline in entries and possible strategies for next year. Ron arranged several computer and word-processing exhibits for the convention this year.

Membership—Gloria Shaw Hamilton reported that as of the conference, membership stood at 1,041, and she projected 1,200 members by the end of the year. Among the measures taken to retain and expand membership this year were the following: a complementary ad in the Fall 1979 *Public Opinion Quarterly*, an outreach program to contact minority persons as potential members, personal letters to firms and selected individuals, and materials sent to every member for the purpose of recruiting new members. During the year Gloria also acted as liaison with the local chapters, working to strengthen chapter relations. With the change in the composition of the Executive Council, these duties will be formally assumed by the chair of the Membership and Chapter Relations Committee. There are now six local chapters (Central New Jersey, Midwest, New York, Pacific, Southern and Washington-Baltimore) and two potential chapters (Southwest and Southern Nevada).

Publications—June Christ thanked a number of people who had helped with the duties of the Publications Committee, particularly Ron Gatty, Diana Druker, and the members of the committee. The timetable for the newsletter has been changed so that the schedule is more evenly spread throughout the year: June 30 (after the conference), October 1 (after the vacation season), and February 1 (after the holiday season). June reported that the Blue Book (listing of agencies and organizations represented in AAPOR) and the Conference Program netted nearly \$7,000. Eighty sponsors enrolled for listings in the Blue Book, and 48 subscribed as sponsors for the Conference Program. She also reported that the AAPOR Readers, first launched when Franco Nicosia was Publications Chair, are still alive. A publisher is interested, and anyone who is interested in writing a Reader based on original material is invited to contact June or Franco. Eleanor Singer reported that subscriptions to *Public Opinion Quarterly* increased to 4,888 during 1979, up from 3,800 the previous year. Subscription rates for *POQ* will rise modestly during 1981, starting with the Spring 1981 issue.

Public Relations—Donna Charron reported that the Public Relations Committee continued its work on the AAPOR descriptive folder, conducted research on AAPOR archives, publicized the conference, and prepared recommended standard procedures for conference publicity. She also submitted a proposal for a Planning Committee for an AAPOR History. Because of the fine job she did in preparing the revised brochure, "What Is AAPOR?" Donna was appointed "guardian of the graphics," in charge of maintaining the aesthetic standards of AAPOR printed materials.

Standards—The major activity of the Standards Committee, chaired by Don Hughes, was the preparation of a set of changes in the Code and Standards for Reporting, which was approved by the membership. AAPOR was instrumental in arranging a change in the Ethical Guidelines of the Direct Mail/Marketing Association; and the committee responded to a number of allegedly phony surveys that were brought to their attention. AAPOR wrote to several Action Line Editors at newspapers in several major cities offering help with any survey-related complaints they may receive. Thus far no such complaints have been received. The issue of confidentiality of respondents' names in legal proceedings involving survey results was raised and discussed.

Conference—Don Payne expressed his gratitude for the work of the members of the committee. The format of the program was similar to that of last year, with fewer contributed papers reflecting a more stringent policy toward acceptance. He expressed special thanks to Pearl Zinner and Dorothy Jessop for handling the roundtables, and to Fred Goldner, this year's associate chair. Don recommended that postcards be attached to contributed papers sent to session chairs for review so that all authors can be properly notified as to acceptance or rejection of their papers.

Site Selection—Except for the lack of public gathering places, attendees were generally pleased with Mike Rappeport's selection of Kings Island Inn. Two hundred and fifty-two people registered for the conference, a good turnout for a non-East Coast site. The 1981 conference will be held at Buck Hill Falls, Pennsylvania, and the 1981 site chairman will be Jim Fouss.

Editor—Dick Ritti thanked those who submitted their abstracts on time and wondered if better mechanisms might be put in place to insure that all abstracts are received in time to go to press. As the post of Editor is one of those being phased out in the restructuring of Executive Council, Dick had no advice to proffer to his successor.

Respectfully submitted,
G. RAY FUNKHOUSER
Secretary-Treasurer