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QUALITY OF LIFE

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QUALITY OF LIFE

by

Linda Beth Gornitsky

A dissertation submitted to the Graduate Faculty
in Psychology in partial fulfillment of the
requirements for the degree of Doctor of Philosophy,
The City University of New York.

1982

This manuscript has been read and accepted for the Graduate Faculty in Psychology in satisfaction of the dissertation requirement for the degree of Doctor of Philosophy.

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Abstract

QUALITY OF LIFE

by

Linda Beth Gornitsky

Advisor: Professor Gary Winkel

This present study represents an effort to clarify the concept Quality of Life (QOL) through an investigation of the following aspects of the concept: its meaning, use in every day language as well as scientific discourse, components of the "good life", measurement techniques, factors which influence QOL, and planning as a possible context for QOL data.

A sample of 124 residents living in Stamford, Connecticut was randomly selected and interviewed during the summer of 1979. Respondents were asked to discuss their life in fairly general terms, after which specific items pertinent to the QOL concept were probed in greater detail.

The QOL concept was measured by an anchored 7-point satisfaction scale and a 7-point best-possible-worst-possible life scale. The results were analyzed using three multivariate techniques: factor analysis/data reduction, multiple regression and canonical correlation.

The QOL concept was found to be meaningful to people even though there were variations in the interpretations attached to the concept. The concept proved to be generally applicable to a number of situations, thus providing a framework for evaluating life situations.

As previous researchers had suggested, QOL is a multi-dimensional concept consisting of components which varied in degree of importance and strength of satisfaction. Although respondents differentiated 19 different influences on QOL, these accounted for only 50% of the variance. Furthermore, a core set of items important to the majority of the sample was identified. These were surrounded by "satellite" variables hypothesized to exist in three concentric rings.

Although the weighting and satisfactory rating of the QOL concerns were similar, the latter had twice the predictive power of the importance ranking. This implies that one's feelings about an aspect of life, rather than its relative priority, has a greater impact on the overall evaluation.

QOL data also have planning implications. The opportunity for government intervention exists, especially in those areas people felt they were unable to control and especially when it was viewed as assistance rather than interference.

To Harvey, my husband and "buddy"

and

To my immediate family who have greatly enriched
the quality of my life through their love, devotion
and support

and

To Ian, who has brought joy and renewed meaning
to my life.

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INTRODUCTION

Chapter 1 - Introduction and Background

The phrase quality of life (QOL) has wide currency today yet there is little consensus on the meaning of this term. Indeed, there is even some doubt as to the usefulness of the concept. The aim of this thesis is to examine this situation through intellectual clarification of the QOL concept and exploration of some of the contexts in which its application might prove useful.

One explanation for the confusion surrounding the QOL concept is its incorporation into the literature of many different disciplines. For example, it has been studied by psychologists, sociologists, economists, and geographers. Furthermore, it has been referenced by politicians, corporate executives, consumer activists and the public at large. The difficulty lies in the various interpretations and levels of analysis each party brings to the concept. This is especially true for academic disciplines which have varying, and often conflicting intellectual demands. Thus, it is important to warn the reader at the outset that some of the theoretical concepts developed in this thesis may seem confusing. This is primarily due to the following three factors, which are a function of the widespread popularity of the

concept:

- A) the disciplinary requirements involved in determining what constitutes valid knowledge which lead to different levels of analysis of the QOL concept;
- B) the public policy implications of the concept; and
- C) changing political, economic and social environments which affect its use.

Included as part of these three factors are other issues such as the problem of objective vs. subjective data and expert vs. lay interpretations of the concept.

The task at hand is to make sense of the complex and ill-defined concept of QOL. I have tried to do this by considering the concept from a broad perspective but limiting the issues actually studied to those which reflect the viewpoint of my discipline, namely psychology, and by grounding the concept experientially.

The QOL concept is difficult to understand and study because, unlike many other theoretical notions, it is to be found in the literature of many disciplines as well as in the popular press. When applied to the evaluation of everyday problems, the concept can only be understood in terms of the complex world of functionally related parts and whole. For example, a study of water quality cannot be confined only to water's physical and biological characteristics to the exclusion of the economic, social and political context of such research. A decision about pollution has ramifications for all these other interrelated and interdependent aspects

of the total living environment. Thus, the QOL concept is affected by differing levels of a continually changing external environment. A look at the historical evolution of the concept clarifies this point.

Historical Perspective

Although the phrase quality of life may be new, the concern it expresses is not. The concepts of the "good life" and the "good society" go back as far as the writings of the ancient philosophers. In fact, Plato's Republic can be described as a quest for the means of insuring a high QOL for society as a whole (Shea, 1976, 1).

Ever since the Greeks invented the art of critical reasoning, people have attempted to provide definitions for "What makes for the good life?" In the 1930's, the United States government began collecting census data to learn the demographic characteristics and social conditions of voters. By the 1950's, economists in the United States were measuring national material and social success on a regular basis and summarizing the results in an aggregate statistic called the Gross National Product (GNP). Politicians seized upon this measure because it provided them with a tangible (objective) indicator of what they presumed to be the nation's welfare.

In the 1960's, members of the counter-culture began to break with traditional economic values by denying that aggressive, competitive and money-oriented behavior constitutes the good life. As replacements, they advocated

love, individual expression and an appreciation of the environment. This movement had a profound effect on the concept quality of life because it demonstrated that well-being could not be measured by monetary standards alone (see Inglehart, 1977). Soon the argument that social indicators were necessary supplements to economic statistics began to appear in the writings of scholars, such as Bauer (1966) and Sheldon and Moore (1968). Cantril (1965), in the early 1960's, undertook a massive study in which he measured QOL from the individual's perspective. His intent was to learn the importance of many factors, including economic and social variables on people's perceptions of their life.

It is also possible that the phrase QOL originated in the turmoil of the 1960's. One of the earliest references to it that I have found was made by the late President, Lyndon B. Johnson, who said, "These goals cannot be measured by the size of our bank balances. They can only be measured in the quality of the lives that our people lead" (Madison Square Garden, October 31, 1964).

In 1973, the first large scale symposium on QOL, sponsored by the Environmental Protection Agency (EPA) was held at Airlie House in Warrenton, Virginia. It was at this point that the concept probably gained legitimacy. Specific issues considered at Airlie included the definition, measurement, operationalization of QOL and its relationship to social indicators.

What happened to the QOL concept after the landmark EPA conference in 1972 is unclear. Its assimilation into natural language and scientific literature is difficult to trace. Exact reasons for this are unclear.

A follow-up study was commissioned by the EPA in which Liu (1975) measured QOL in 254 U.S. SMSAs. Once again, no actions were taken as a result of the findings reported. Other government groups have struggled with the QOL concept only to dismiss it generally because they were unclear as to how to integrate the results into policy and were reluctant to take responsibility for this task. For example, the Water Resources Council used the phrase "social well-being account" to measure the QOL of a specific geographic area (see Fitzsimmons et al., 1975). It is rarely used today because Council members could not decide on a definition of the well-being account--it was not clear what it was or how to measure it.

Meanwhile, the collection of census data and aggregate statistics continued. Economists still used the GNP as an indicator of national well-being. The Office of Management and Budget released a report called Social Indicators, 1973, the purpose of which was to document social conditions and trends in the U.S. All information was quantitative. A second report was published in 1976, and at this time some qualitative data were considered.

By the mid 1970's, the measurement of QOL as the focus of research was beginning to gain legitimacy and to occur

more frequently. In 1976, two national studies using quantitative data were published, one by Campbell, Converse and Rodgers (1976) and the other by Andrews and Withey (1976). At the same time, writers such as Wilkening (see Wilkening, et al., 1973) were advocating the use of QOL data in social policy formation and plans. And planners themselves began to write about the need to measure more than just the physical aspects of the environment (Dyckman, 1966). Also, by the mid-1970's, two of the controversies complicating the QOL question became clearly visible, namely the objective vs. subjective definitional problem and the expert vs. layperson debate. These will be considered shortly.

Objective vs. Subjective Debate

The quantification of the QOL concept has been complicated in particular by two of the factors mentioned earlier, namely disciplinary requirements and public policy implications of the data. For example, economists were concerned with the legitimacy and objectivity of the data collected and restricted themselves to an aggregate level of analysis. In contrast, psychologists tended to prefer qualitative or subjective data and concentrated their analyses on the personal level. Intertwined with these differences in the level of analysis of the concept were public policy considerations which were generally of greater interest to the economists than the psychologists.

The supporters of objective and subjective measurement techniques clashed at the 1972 Airlie House conference on

QOL. Theorists separated themselves into two camps:

1. those who argued against any attempt to quantify QOL; and
2. those who argued for quantifying QOL (Liu, 1975).

The latter group was further divided into:

1. those who favored the inclusion of only external or objective factors, defined as numerically measurable aspects of a physical event; and
2. those who favored the inclusion of internal or subjective factors defined as affective and cognitive dimensions (EPA, 1973; Liu, 1975).

Supporters of the anti-quantitative position declared that QOL could not, or should not be quantified because:

1. QOL determinants were highly personal and could not be considered on an aggregated level;
2. no valid measurement could lead to a set of indicators which were representative of all individuals, and
3. the QOL index might be used for destructive rather than constructive purposes (EPA, 1973).¹

¹For example, developers wanting to bulldoze a depressed area to build deluxe high-rises may use the statistics to classify the target as a slum and evict the residents. This was one of the tactics employed in the west end of Boston to push urban renewal efforts forward (Gans, 1962).

Writers who believed that QOL could be quantified disagreed upon the type of indicators that should be used. One group argued for objectively measurable parameters, the assumption being that the influence of an individual's physical situation upon his/her well-being was purely physical and independent of any socio-cultural factors (D'Iribarne, 1972).

Proponents of the subjective position argued that this notion was in fact false (apparent in consumer studies, e.g., D'Iribarne, 1972, 1973) because individuals assessed their situation according to their perceptions of attributes, their personal experiences and the standards against which they judged them (Andrews and Withey, 1973; Campbell, Converse and Rodgers, 1976). According to Campbell, Converse and Rodgers, (1976), "The quality of one's life lies in the experiences of life" and not just in the objective circumstances of life. Perhaps Andrews and Withey (1976) summed up this approach best by stating that "It is people's perceptions of their own well-being, or lack of well-being, that ultimately define their QOL" (p. 10).

Although both groups of theorists possess good arguments to support their position, they both made a fundamental error by treating the quantification of QOL as an "either-or" issue. Rather, the problem can best be solved, in my opinion, by combining the two approaches. The reason is that neither set of indicators is entirely reliable and the information they supply can, and should, be complementary.

Support for this position is gained by examining some of the pros and cons of objective indicators.

There are compelling arguments for the use of both types of data. Support for the "objective" position is based on the fact that the data provide a quantitative indication of social conditions which can then be used for comparative and analytical purposes. They offer a sense of security in that they are based on conditions which can be counted, such as the number of divorces. They provide uniformity of response, allowing the same variables to be measured throughout the country. For these reasons, they have traditionally been preferred by planners and other decision-makers who worked on the premise that objective findings are more reliable than subjective ones.

However, it is important that these arguments for reliability and comparability be examined in greater detail for the following reasons. First, and foremost, all information is inherently subjective. Some data may be more reliable than others but they are all collected and interpreted by people--hence the introduction of subjectivity. Secondly, subjective information is not, by definition, unreliable. Campbell, Converse and Rodgers (1976), Andrews and Withey (1976) and I all document that respondents share similar perspectives with respect to their personal well-being and that of their community.

Furthermore there also seems to be some confusion between reliability and validity. Even if objective indica-

tors are more reliable, which I am not sure they are, there is a question as to whether they are more valid. Are they really indicators of QOL or of some other notion, such as standard of living?

Thirdly, just because indicators are reliable (objective) does not mean they are above politicization. Since they often reveal information that can be potentially damaging, they are vulnerable to manipulation in the service of political ends (de Neufville, 1975).

For example de Neufville (1975) pointed out that in the early 1970's, statistical series revealing unsatisfactory conditions were cancelled and statisticians whose explanations ran counter to the views of the governing administration were dismissed. When an employment survey sponsored by the Nixon Administration indicated an unemployment rate of 20% or 25%, it was abruptly cancelled. The government was not interested in publishing measures that reflected badly on its programs.

Finally, all indicators, both subjective and objective, need to be initially determined and later interpreted by people. A preliminary decision must be made about what to count and a later one must determine how to interpret what was counted. Indicators are not viewed within a vacuum but rather within a normative context. An interpretation of a statistic may be based on many factors, such as personal threshold, values, beliefs and so on. Thus while it may be easy to measure the number of divorces during a particular

time period, some interpretive system must be put forward to support the inclusion of divorce statistics in the assessment of the quality of life.

The Congress on QOL in 1972 stated that the QOL of every child begins with his/her parents and is affected in later years by the home environment and schooling experiences. This suggests that an evaluation of QOL varies with states of development beginning with the health of the mother (pre-natal), quality of home life, quality of the education received, friendships and marriage and quality of work life. At each one of these points in a person's growth process the quality of his life will be dependent on present societal conditions and on previous experiences which in turn may be dependent on demographic variables and cultural background.

The primary supposition of the proponents of the subjective measurement position, namely ecological validity, is also questionable because it assumes that people's perceptions are accurate and hence legitimate bases for decision-making. Opponents of this approach argue that subjective indicators are not reliable because they are subject to distortions. Nonetheless, there are many instances where people have been shown to be reasonably aware of their well-being.

Both objective and subjective data have their strengths and weaknesses. Neither is a panacea. For this reason, authors like de Neufville (1975) and Henriot (1972) have

advocated that both objective and subjective indicators must be used in the decision-making process. While statistics may measure the state of affairs in terms of numbers, subjective data may clarify people's opinions and act as a base for value confrontation and clarification. Indeed, in some circumstances, subjective indicators may indicate that objective indicators are inappropriate in the context of personal interpretations of the components of QOL.

The objective vs. subjective debate was reflected not only in the writings of theorists but in the research conducted as well.

Some researchers limited themselves to statistical data. Liu (1975) represents an exception to this trend when he recognized the importance of psychological as well as physical inputs even though he collected only quantified data. The two common rationales given for this "objective indicator" approach were availability of data on many geographical levels (Bederman, 1976; Ling, 1974; Liu, 1975), and the belief that qualitative data were not amenable to quantification (Liu, 1975; Sollie et al., 1975).

The selection of QOL concerns based on either of these considerations did not guarantee that the concerns of the target population or area were being included. In all cases, the concerns chosen were based either on social policy demands or reflected the disciplinary beliefs of the researcher but were not grounded by any explicit theoretical notions. If Innes de Neufville (1975) and Bunge (1973) were

correct that measurement without theory is meaningless, then the usefulness of much of the early research on QOL is questionable.

A second group of researchers acknowledged the dual impact of qualitative and quantitative data on QOL but focused on the former. The most common procedure employed involved intensive interviews (Andrews and Withey, 1976; Bradburn, 1969; Campbell et al., 1976; Cantril, 1976; Rodgers and Converse, 1975; Flanagan, 1978; Mason et al., 1975), although some authors did use survey techniques (Blake et al., 1975; Buttel et al., 1976; Ling, 1974; Coughenour and Coleman, 1979) (Table 1). All data were analyzed using univariate techniques such as percentages and frequencies. Only a few researchers used multivariate analysis techniques in addition to the univariate statistics (Campbell et al., 1976; Andrews and Withey, 1976; Blake et al., 1975; Buttel et al., 1976; Mason et al., 1975; Rodgers and Converse, 1975). One of the advantages to the use of multivariate approaches is their ability to control the effects of confounding variables on the dependent variable and to study interdependencies between concerns. The greatest drawback of these studies was the exclusive consideration of subjective information, especially since no substantive reasons were given for the exclusion of quantitative data while good reasons have been advanced for their inclusion (see Mason et al., 1975; Flanagan, 1978).

Intertwined in the objective vs. subjective debate was

Summary of Double-Blind

[illegible]

“The Normal Sample”

another issue which concerned the level of analysis of the QOL data. Most of the researchers who measured QOL using objective indicators were concerned with the aggregate. In other words, they reported on the well-being of a Standard Metropolitan Statistical Area (SMSA) (Liu, 1975) or regions of a state (Ling, 1974)¹. In contrast, studies concentrating on the evaluative aspect of QOL focused on personal or individual interpretations of well-being and used concepts such as satisfaction (Andrews and Withey, 1976; Buttel, Wilkening and Martinson, 1976; Campbell, Converse and Rodgers, 1976; Mason, Faulkenberry and Seidler, 1975; Rodgers and Converse, 1975; and Zehner, 1977) and/or happiness with life conditions (Andrews and Withey, 1976; Bradburn, 1969; and Campbell, Converse and Rodgers, 1976) to define QOL.

Let us digress for a moment to consider the problem of definition or meaning of QOL. It was stated from the outset that no widespread consensus on the meaning of QOL exists (Bunge, 1975; Lui, 1975). This is no doubt due to the background of the many users of the concept and the environments in which they operated.

When considering the following array of definitions extracted from the literature, note that the objective/subjective controversy is explicitly or implicitly implied in virtually all the definitions:

¹It should be noted that the results of both Liu's and Ling's work were to be used by government agencies which prefer quantitative, or what their representatives view as more reliable, data.

QOL is a function of the objective conditions appropriate to a selected population and the subjective attitude toward these conditions held by persons in that population (emphasis in the original; Hornback and Shaw, 1973);

QOL is defined by indicators, representing different aspects of life, which measure "output" or end-results and thus answer the basic question "How are we making out in life?" (Perloff, 1969);

QOL consists of the necessary conditions for happiness for an arbitrary member of the human species in a given society or region (McCall, 1975);

QOL refers to a set of problems that are the consequences of success (Overhold and Kahn, 1976; Berger, 1976);

QOL is discussed in terms of social well-being which is said to be composed of three basic conditions: physical health, income, and state of mind (Smith, 1973);

QOL is a political concept and is defined by the political preferences of people (Henriot, 1972).

Many reasons have been advanced by QOL theorists to account for the different definitions. Proposals have included such factors as 1) the various levels of analysis used by the different disciplines; 2) a merger of the two notions indicator and life style, both of which were poorly understood (Bunge, 1975); 3) the tendency of the disciplines to remain fragmented and protective of their part-theories; 4) a lack of communication among and between writers in various disciplines; 5) the political nature of QOL and

6) the implicit assumptions underlying any definition of QOL. Until some of these problems are overcome, it is unlikely that the proliferation of QOL definitions will diminish.

Since there was no widely accepted meaning of QOL, researchers tended to define QOL in terms of measurement operations which generally reflected the type of data (subjective or objective) being collected and/or public policy implications. The most common method for the operationalization of QOL was the attitudinal scaling approach. A variety of 3-, 7-, and 10- point scales were used with primary emphasis being given to the 7-point satisfaction scale (Andrews and Withey, 1976; Campbell, Converse, and Rodgers, 1976; Buttel et al., 1976; Rodgers and Converse, 1975), the 3-point happiness scale (Andrews and Withey, 1976; Campbell et al., 1976; Bradburn, 1969), the 5-point importance scale (Campbell et al., 1976; Flanagan, 1978), and the 10-point Self Anchoring Striving Scale (Cantril, 1965; Coughenour and Coleman, 1979).

Some researchers did include definitions along with their operationalizations. QOL was defined as satisfaction of needs (Campbell et al., 1976; Mason et al., 1975; Coughenour and Coleman, 1979), well-being (Cantril, 1965; Andrews and Withey, 1976; Buttel et al., 1976), and a function of two interdependent aggregate measures--namely physical and psychological inputs (Liu, 1975).

However, theorists in the objective camp and politicians who felt a need to define QOL in "scientific terms" often

appealed to the Gross National Product (GNP). This association may have been a disservice to the QOL concept because it clouded its meaning even further.

The GNP is a measure of the dollar value of a nation's output, and as such, is considered an indicator of the goodness of life existing in the nation at the time for which it is calculated. It was not meant to be a substitute for QOL nor is it suitable because, as an economic statistic, it leaves out qualitative aspects of life quality. It deals solely with the production of goods and services and not with their quality. Finally, the measure ignores life experiences which money cannot buy such as clean air, privacy, friendly neighbors, etc., as well as services which are not provided monetary compensation (e.g., volunteers, housewives). The quality of life goes beyond an economic accounting of a nation's worth by combining its political, social as well as economic situations. Thus politicians, and others, in their attempt to quantify the concept caused dissension with those who saw QOL as more than just an economic representation of life conditions and helped fuel the objective/subjective data debate.

Recognizing that there is no definitive interpretation of QOL and assuming that QOL can be measured by both an aggregate indicator and/or individual concerns, then the next problem involves the identification of these QOL concerns.

Hornback, Guttman, Himmelstein, Rappaport and Reyna

(1972) recommended four criteria to be used as guidelines when selecting a factor list. They stated that the list should be as comprehensive as possible, devoid of any redundancies, deal with conditions amenable to both subjective and objective measurement, and contain characteristics which are as unidimensional as possible.

Although these recommendations make intuitive sense, they did not seem to influence the factors chosen by the researchers. Some researchers did recognize the need to collect both objective and subjective indicators but then proceeded to collect only objective (Liu, 1975; Smith, 1973) or subjective (Campbell et al., 1976; Rodgers and Converse, 1975) information. The focus was not on redundancy or comprehensiveness, as the theorists recommended, but on the availability of the data, the relevancy of the concerns to the target population and real world constraints. The number of QOL issues measured varied from over 120 (Andrews and Withey, 1976; Liu, 1975) to under 5 (Cantril, 1965). Some common (endorsed by at least four researchers) themes include: neighborhood, friends, job, education, housing, savings, crime, recreation, shopping, standard of living, and environment (Table 2).

It was improbable that the meaning and/or interpretation of these terms remained constant across researchers and populations. This became most apparent while trying to check off the indicators/concerns on Table 2.

For example, some investigators separated family and

Comments:

[illegible]

land use, pollution, streets
employment, job availability, type of job
apartment, job availability, type of job
public housing, welfare
living and raising children
civil organizations
self
financial security
security

relatives whereas Flanagan (1978) combined them. Are savings, financial security and income the same or are they the same for some and different for others? What about intellectual development and education? Since these concepts are rarely explained, it is impossible to know if the researchers and their respondents considered the same aspects of a word. It also makes cross study comparisons virtually impossible. Furthermore, the statistics used to evaluate each of these areas differed, reaffirming that the concerns were not defined, interpreted, or measured similarly.

All the researchers (except Cantril, 1975) preselected the variables studied. Although the rationale for this procedure was not explicitly stated, two possibilities are that researchers felt they knew which indicators contributed to people's conceptions of QOL and believed they shared a similar value system with their respondents. Thus, they could select the concerns to be included based on their own personal experiences. This latter hypothesis seems unlikely because few investigators assumed this philosophy of shared values and there is a question as to whether the middle-class researcher does share that much with lower-class and even upper-class respondents.

Expert Vs. Layperson Debate

Another area of controversy which enters into any discussion of the QOL concept is the expert vs. layperson debate. It stems from a lack of a theoretical perspective to guide the collection and interpretation of data. As a

result of this situation, it is unclear who should select the QOL components to be measured--the researcher or subject. Many previous investigators felt it was they who should select and define the QOL components. However, their "expert" opinion may not be any more valid than that of the public. It seems ironic that while it is the layperson who is asked to evaluate his/her life situation, it is the researcher who determines what is to be evaluated. In its simplest form, the controversy can be reduced to a question of who knows best. In other words, is the information supplied by the actor concerning his/her psychological state and feelings as well as perception of external events as valid as observations made by a group of independent observers using similar operations?

An associated problem concerns the priority people give QOL components when assessing their personal well-being. Some writers recognized that is unlikely that respondents valued all aspects of their life equally. For this reason, Hornback and Shaw (1973) included a weighting factor in their QOL model. However, most of the researchers either dismissed this aspect or weighted all the QOL dimensions equally. Liu (1975), for example, gave all QOL components a rating of one (1). An associated issue is who or what should determine the weights? No doubt the resolution will lie in the researcher's particular position with respect to the expert vs. layperson debate, the requirements of his discipline and/or the political and social environment prevailing at the time the study is being conducted.

Influences on QOL

Writers have hypothesized that many factors influence QOL. Some of the more commonly identified are values (Campbell, Converse and Rodgers, 1976; Andrews and Withey, 1976), aspirations (Campbell, Converse and Rodgers, 1976; Andrews and Withey, 1976), past experiences (Campbell, Converse and Rodgers, 1976; Andrews and Withey, 1976) possibilities for control (Wilkening and McGranahan, 1980), community attributes (Blake, Lau & Wiegel, 1975), demographic variables (Campbell, Converse and Rodgers, 1976) and political beliefs (Buttel et al., 1976; Inglehart, 1977). To learn which factors do influence perceived QOL, let us turn to the major findings of the studies reviewed in this thesis.

There have been some differences in reports of overall well-being associated with the four demographic variables that have been of interest to most researchers, namely race, sex, age, and income (Table 3). According to Campbell et al., (1976), Cantril (1976) and Rodgers and Converse (1975), blacks are less satisfied than whites with their life. Some authors attributed this to an interaction effect with income (Rodgers and Converse, 1975; Cantril, 1965; Flanagan, 1978) along with marital status and place of residence (Rodgers and Converse, 1975). Andrews and Withey (1976) in contrast, reported no race differences. The explanation of this discrepancy is not clear.

There has been general agreement that males and females

Table 3
Relevant Findings of Studies Reviewed

Finding	Studies														
	Andrews and Wishart (1976)	Bederman (1976)	Blake, Lau and Weigel (1975)	Bradburn (1964)	Burtel, Wil- kening and Martinson (1976)	Campbell, Converse and Roberts (1976)	Cantril (1965)	Coughenour and Coleman (1972)	Finnsagan (1978)	Ling (1974)	Liu (1975)	Hanon, Paulkenberry and Seidler (1975)	McQuay and Converse (1975)	Rollie, Frees and Jones (1975)	Schuler (1977)
1) People were generally satisfied with their lives.	/					/	/	/							
2) Blacks less satisfied with their life than whites.						/	/						/		
3) Blacks less satisfied with their life be- cause of lower income.							/		/				/		
4) No race differences.	/														
5) No sex differences in evaluation of life and concerns.	/			/		/									/
6) Females more satis- fied with life.												/			
7) Satisfaction with QOL varied linearly with age, with elderly having highest score.								/				/	/		
8) Higher income resulted in greater satisfac- tion with life.	/											/	/		

evaluate their life and concern-level measures similarly (Andrews and Withey, 1976; Campbell et al., 1976; Zehner, 1977; Bradburn, 1969). The only exception to this result was reported by Mason et al., (1975) who found that females had higher satisfaction scores than men.

Findings with regard to the results of the age of the respondent have also proven fairly constant. Satisfaction with general QOL varies linearly with age. The youngest respondents have the lowest scores and the oldest the highest (Mason et al., 1970; Rodgers and Converse, 1975; Flanagan, 1978). The most common explanation given for this result was that the elderly were more accepting of their situation while young adults were just beginning the hard climb ahead of them and had many obstacles to overcome before they would report feeling satisfied.

QOL ratings are also affected by income. Not surprisingly, a higher income tended to result in greater satisfaction with life (Mason et al., 1975; Rodgers and Converse, 1975; Andrews and Withey, 1975).

One of the most important findings was that people shared a similar outlook on life; they were generally satisfied with their lives (Cantril, 1965; Campbell et al., 1976; Andrews and Withey, 1976; Coughenour and Coleman, 1979). Regardless of the ratings of the particular concerns forming the individual's QOL, the summary rating remained constant over groups and stable over time.

One researcher (Zehner, 1977) asked respondents to

identify components which comprised their conception of QOL. The concerns mentioned were: environment, contentment, well-being, job, recreation, health, religion, being a good parent, and housing. These data were never used. Instead, Zehner employed a QOL index formed from preselected concerns which he had his subjects rate.

The final finding of note was that two investigators, Andrews and Withey (1976) and Campbell et al., (1976), both ordered the QOL concerns according to their satisfaction scores. The arrangements, listed in Table 4, were entirely different. Again, it would be difficult to suggest why.

Conclusion

The concept QOL, in many respects, remains a mystery in that it is unclear what it means, how it should be measured, what it includes in terms of QOL components and which factors influence it. Much of the confusion can be attributed to three factors--an absence of theory, disciplinary definitions and political feasibility.

One of the more crucial shortcomings of this subject area was the low level of theoretical development. Writers, such as McCall (1975), Hornback and Shaw (1973) and others, repeatedly commented that much of the writing and research done on QOL had no theoretical framework. In general, the level of theoretical development found in the studies reviewed in this chapter was superficial. The conceptual framework, if there was one, rarely determined the indicators selected for study nor provided a context for inter-

Table 4

Order of QOL Concerns in the Studies by Andrews and Withey
(1976) and Campbell, Converse, and Rodgers (1976) According
to Satisfaction Scores

<u>Andrews and Withey</u>	<u>Campbell, Converse and Rodgers</u>
Family and friends	Nonwork activities
Neighborhood	Standard of living and savings
Community	Work
Economy	Friendships
Entertainment	Family life and marriage
Government	Neighborhood, community and housing
	Education
	Government
	Religion and Organizations
	Health

preting the findings. Indeed, Mason, Faulkenberry and Seidler (1975) categorically stated that the explanation of the data was based on hindsight. Hence, lists of concerns and subconcerns of varying lengths and content developed with little attention being given to an explanation of the concerns chosen.

Disciplinary requirements caused researchers to interpret and define QOL within narrow frameworks and encouraged a lack of communication between writers in various disciplines. This in turn has resulted in the proliferation of definitions and approaches to the study and quantification of QOL and a lack of consensus in any of these areas.

Finally, the political climate also influenced what was measured and the type of indicator which should be used. Politicians and others looking for "reliable" data generally felt more comfortable with objective indicators which they perceived as less vulnerable to individual distortions. This was particularly true in the 1950's and 1960's. However, as the political climate began to change in the 1970's, recognition of the legitimacy of qualitative data surfaced in various circles resulting in studies using either type of data but rarely both.

Quality of life is too important a concept to remain in a state of unknown where little definitive information exists about its various aspects including whether the term has a purpose or an accepted popular meaning. This work is an attempt to answer many of the unknowns facing the QOL concept.

Chapter 2 outlines the research agenda followed.

Chapter 2 - Research Agenda

Many writers have lamented the stage of theory development of the QOL concept (Bunge, 1975). Despite their call for a better understanding of the notion and more systematic theoretical and methodological work, few have offered an analytical framework which can serve as a conceptual and methodological guide to the study and interpretation of the concept.

In response to this state of affairs, I have devised a framework which attempts to classify various aspects of the QOL concept, suggests interrelationships among these aspects, provides a structure for the research agenda and offers a focus for data analysis. It incorporates the thinking of previous researchers, most notably Andrews and Withey (1976).

No claims are made regarding the inclusiveness or generalizability of the framework; it is merely one of many ways of conceptualizing QOL. It contains the seeds for theoretical statements as well as discussions about the nature of the QOL concept.

The conceptual framework suggested in this chapter involves perceived QOL. This reflects my primary interest in studying the subjective reality of QOL--i.e., QOL as it is understood from the personal viewpoints of the general

public. This individualistic focus is consistent with the thinking of previous researchers (see Andrews and Withey, 1976; Campbell, Converse and Rodgers, 1976) and writers (Ackoff, 1975).

It was Ackoff (1975) who claimed that QOL is not a matter of products but process in the sense that QOL has to do with our perceptions of the various aspects of life (material and spiritual) and not necessarily the reality or possession of these aspects.

To help manage the complexity of the QOL concept, I devised the following four descriptive components--properties, determinants, categories and category dimensions.

QOL, like most concepts, consists of properties--i.e., defining characteristics. Just as we would describe some properties of a house as being its color, size and perhaps architectural style, we could identify some properties of the QOL concept as definition, context of use, interpretation/operationalization and ability to reflect personal well-being (Figure 1).

We can become even more specific in our description of a concept by considering its categories (or what Andrews and Withey (1976) call domains) and determinants. In the case of the house, these categories are the various rooms, such as the bedroom, kitchen, study, etc. In the case of QOL, these are the QOL components, such as family, friends, religion, etc.

Determinants are external factors which affect our con-

ception of personal well-being. I have distinguished two types: context-and person-related conditions. Context-related conditions include the economic, political, social, technological, biological and physical environments. Person-related conditions include variables which are associated with a person's location in a social, economic, political, spatial and temporal context (Table 5).

We can take our exploration of the concept one step further by considering what I call category dimensions. These are the specific attributes of the categories. For the concept house, these would include the size and shape of the rooms. With respect to QOL, I have differentiated three dimensions--saliency, consistency and effectance.

Saliency refers to the priority of the relative components, consistency to their frequencies of endorsement, and effectance to people's perceived ability to manipulate QOL components.

To summarize, perceived QOL is composed of properties, categories, category dimensions and determinants. The properties reflect broader contextual issues which are socially determined. The properties can be interpreted on two levels--cultural or societal and individual (i.e., the levels of analysis problem discussed in Chapter 1).

For example, we can discuss the social contexts of use of the QOL concept by studying the political, economic and academic contexts in which the term is used. Or we can consider it on the personal level by asking when individuals

Table 5

Variable List

A. QOL Properties

Meaning
 Context of Use
 Interpretation
 Quantification
 Ability to Affect Personal Well-being (Effectance)

B. QOL Categories

Components such as:

Location (urban/rural)	Home
Job	Neighborhood
Religion	Safety
Education	Public Services
Income	Social Services
Environment	Transportation
Family	Recreation
Friends	Self
Health	Relatives
Government	

C. Category Dimensions

Saliency
 Consistency
 Ability to Affect Personal Well-being (Effectance)

D. QOL Determinants

Context Related Conditions

Economic
 Political
 Social
 Physical
 Technological
 Biological

Person Related Conditions

Demographics
 Background
 Geographic Context
 Sense of Control

contemplate their well-being. Or we can do both. In keeping with the overall focus of this research, namely subjective QOL, the personal level of analysis is consistently employed as the basis of this framework.

It is likely that the determinants influence the interpretation and importance of the categories and their dimensions. However, the reverse may also be true. The directionality of the relationship between the determinants and categories has not been sufficiently explored. It is for this reason that the pictorial representation of the four QOL elements (Figure 1) is a bubble diagram.

During the evaluation process, these three elements (determinants, categories and category dimensions) may come together to form an assessment of life. The manner in which they are combined and the weight given each one is unknown. However, for the purposes of this study, I am considering the categories, or QOL components, as the basic building blocks of the QOL concept. Interpretation of these is then dependent, for the most part, on the determinants and categories.

Let us now return to a discussion of the research agenda. The various topics that are considered evolve from the conceptual framework. The intent is to discuss the relevance of each topic for the QOL concept and to present the rationale for its exploration in this work. The specific questions asked reflect the notion that QOL components, as a fundamental aspect of the concept, must be

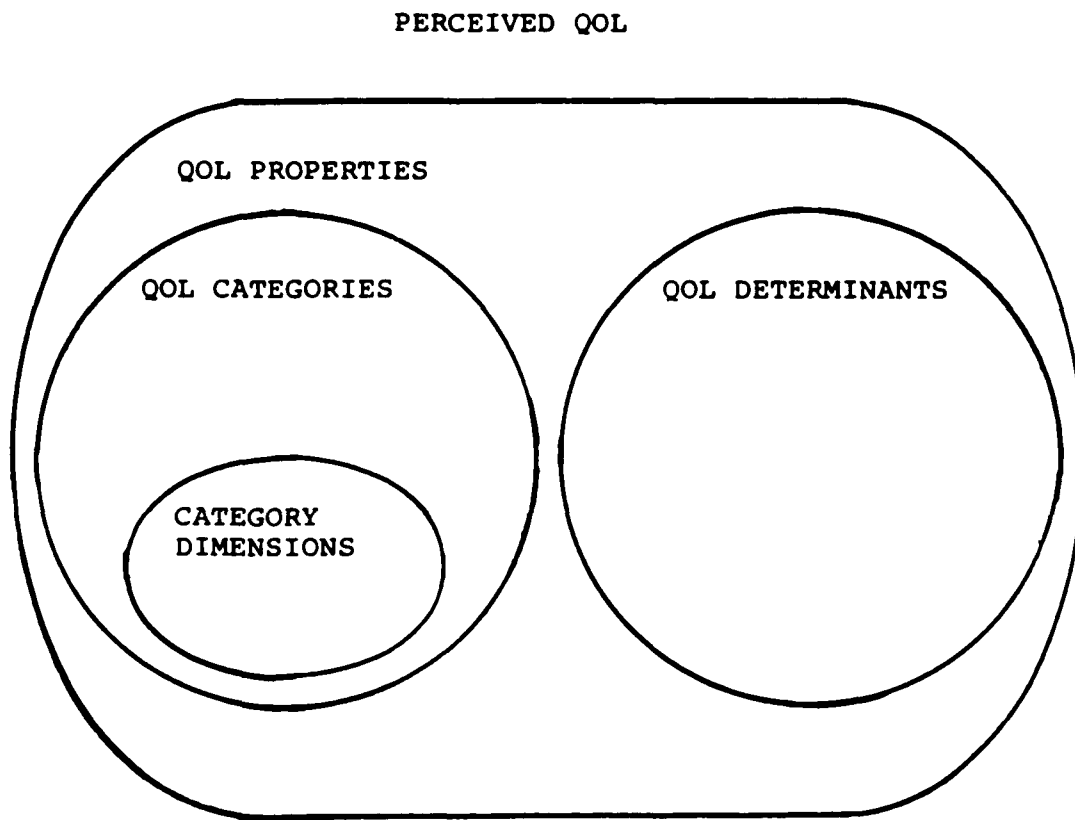


Figure 1. Conceptual Framework for Perceived QOL.

differentiated and then monitored for change patterns.

The approach adopted builds on the work of previous researchers of QOL since it includes some aspects of earlier studies while adding many new components. In some instances, this research is almost a step backwards in that it questions some of the basic assumptions underlying these studies and reconsiders fundamental questions of theoretical and methodological relevance.

To try to answer these fundamental questions, I felt it was necessary to go to the source of the information, namely, people. This technique has been used extensively by sociologists and anthropologists who conduct their studies in the field by interviewing and watching subjects in their native surroundings. As in my case, qualitative research was used because it was seen as the most "efficient" method of obtaining the type of information required and as being useful in the discovery of substantive theory (Glaser and Strauss, 1970).

We shall now examine the specific topics of concern of the research agenda.

QOL Properties

Meaning. It has been stressed repeatedly that QOL is used by a variety of people in many contexts. It should also be recognized that the meaning given the phrase QOL may vary with each context and within each context. Thus, to fully address the issue of meaning would require a study which classifies all the contexts of use of the phrase QOL

and its specific meaning in that context. This study concentrates only on the general public's conception of the phrase. The intent is to learn what the sample population considered when they talked about their QOL and whether their interpretation varied with the four demographic variables socioeconomic status (SES), age, race, and sex that have been used most frequently in past research.

Unlike many of the previous studies reviewed in the previous chapter, no definition of QOL is suggested here. To do so would have me repeat the mistake of many of my predecessors--that is, to define QOL from my perspective rather than search for a general consensus (if, in fact, one does exist).

Context of Use. Although the QOL concept has been used in many sociopolitical contexts, it is popular usage that is the focus of the study. The goal is to learn under what conditions people consider their well-being. I am presuming that people carry out evaluations of their life conditions at various times and in the context of various life experiences. These evaluations will be explored within the framework of daily experiences, since these, according to Berger and Luckmann (1976), are the reality of everyday life.

Interpretation/Quantification. QOL has both a descriptive and evaluative meaning. My concern is how the general public describes the concept QOL and the contexts in which they contemplate and evaluate their personal well-being. For these reasons, I plan to focus on qualitative data.

The two most common interpretations of QOL used in the studies reviewed earlier were satisfaction and happiness with life conditions. These have been measured on 7-point satisfaction scales (Andrews and Withey, 1976; Buttel, Wilkening and Martinson, 1976), a 7-point happiness scale (Buttel, Wilkening and Martinson, 1976) and 3-point happiness scales (Andrews and Withey, 1976; Bradburn, 1969; Campbell, Converse and Rodgers, 1976). Of the two choices, satisfaction and happiness, the former was chosen for inclusion in this study.¹

Two scales were used to measure QOL--a 7-point satisfaction scale and a 7-point best possible-worst possible life scale. The first choice was also adopted by Campbell, Converse and Rodgers (1976) and Andrews and Withey (1976) in their respective works on QOL. My version differed slightly from the earlier study in that all seven points were anchored whereas in the previous investigation only the end and mid-points were anchored. According to Andrews and Withey (1976, complete anchoring achieves a more even distribution of responses.

¹Satisfaction was favored over happiness because it seemed to have fewer emotional and cultural associations. It implied an evaluative experience while happiness implied a cognitive experience. In addition, its ties to the QOL components appeared stronger and more direct. Finally, there was the concern that policy and decision-makers would be less receptive to measures of affect but more comfortable with information that was presented in terms of satisfying public needs (Allardt, 1972).

Although "satisfaction" was chosen to measure QOL, in large measure to maintain some consistency with previous researchers, I continued to question whether satisfaction with life was highly correlated with QOL. To allay this apprehension, an open-ended 7-point scale ranging from best-possible to worst-possible life was included. A 9-point scale with identical end-points appeared in Andrews and Withey (1976). For comparison purposes, the number of points on the satisfaction and best-worst possible life scales were kept constant. The intention was to see whether both scales were equally good measures of QOL. Based on some preliminary work I conducted on QOL, the correlation between the two was expected to be fairly high suggesting that both are suitable alternatives for studying QOL.

Ability to Affect Personal Well-Being. The conceptual framework developed involves more than just the identification of the components of QOL. It also involves an understanding of the dynamics of the concept. For if QOL is in fact a dynamic concept, then it is appropriate to consider who controls the QOL components and how changes in these components affect QOL.

Respondents were questioned on their perceived ability to affect QOL--i.e., whether they could control their lives or whether their destiny lay in the hands of others (including some divine force). Individuals who are able to deal with life circumstances in a way that is personally gratifying would be experiencing a sense of internal control.

In contrast, people who sense that events are beyond personal manipulation are being controlled by external factors. Wilkening and McGranahan (1980) term this latter situation powerlessness.

The question of interest in this thesis is whether people feel they can manipulate QOL components and how that feeling impacts perceived QOL. I employed the concept of effectance to describe this aspect of QOL. The goal is to discover which categories, or QOL components, individuals are most and least able to manage recognizing that some components, by their nature, will be beyond direct personal manipulation, such as government or public services, while others will be easily within the realm of individual effectance.

QOL Categories

QOL categories or domains are linked to the properties just discussed yet represent a separate group of specific items which I call QOL components.

It is interesting to note that the underlying assumption of much of the recent research on QOL (e.g., Campbell, Converse and Rodgers, 1976; Andrews and Withey, 1976; Zehner, 1977) has been that QOL is a multi-component rather than a singular concept. If we are willing to accept this assumption, questions remain concerning the identity of the components. Many of the authors reviewed earlier selected those categories which they believed, based on past research, archival data, intuition, and other factors, com-

prise a person's evaluation of QOL. The problem resulting from this preselection procedure was the components were not anchored in the respondent's reality.

To avoid this shortcoming, respondents in this study were asked to describe those concerns which they felt comprise their QOL. The results can then be analyzed to form dimensions which reflect the respondent's interpretation of the concern.

The very nature of the QOL categories demands that they be given careful consideration. My framework, and indeed the procedure of this study, suggests that the categories are fundamental building blocks of the QOL concept. Given this premise, their importance seems obvious. So too does the need to identify, as precisely as possible, the components comprising personal well-being.

QOL Category Dimensions

We have discussed the probable existence of QOL components. We now need to consider the dimensions of these categories--consistency, saliency and ability to affect personal well-being.

Consistency. When a random sample of people such as those chosen for this study, are asked to list the components which contribute to the quality of their lives, do they all name the same issues? It seems unreasonable to expect total consistency. Perhaps only some components are shared. This view is most commonly accepted by those working within a framework compatible with that put forward in this thesis.

Campbell, Converse and Rodgers (1976) and Andrews and Withey (1976) suggested that people share a common set of concerns--"core variables"--surrounded by individual issues that vary with the respondents.

Various writers have presented notions which support the idea of a set of consistent components. Berger and Luckmann (1976) claimed that society is highly structured and as a consequence, people are socialized to adopt certain approved standards of evaluation and behavior. Rescher (1959), Rokeach (1973) and Williams (1970) all believed that there are limitations to the values and actions people hold and express. In other words, the values held and actions displayed should be fairly consistent among people sharing similar cultural histories.

Festinger (1956), Freedman, Carlsmith and Sears (1974) and other social psychologists have discussed the notion of cognitive consistency. Their basic premise was that people tend to seek consistency among their cognitions and to minimize inconsistencies. This is particularly true for early socialized, high commitment values, i.e., those which a large portion of the public are likely to share. Based on this premise, we would expect a constant core set of variables to emerge which include highly valued components.

The existence of this core set of variables which are most important to a majority of the sample is presented as an hypothesis in this work. The question is whether there is a distribution that appears between a core group of

personal consumers and a flexible set of institutionally-related issues.

A possible organization of the components in two-dimensional space is presented in Figure 2. The distance between the center and the variables represents the hypothesized relative position of that concern on a continuum ranging from personal to institutional concerns. It is based on the results of previous research and the belief, shared by myself and others such as Cantril (1965), Rokeach (1973) and Williams (1970) that certain common fundamental values cause people to consider the same core components when evaluating their QOL. Indeed, Cantril (1965) showed that the intra-national responses to his QOL survey varied little (especially in the U.S.) whereas the discrepancies among nations were much more substantial. To investigate further the notion of a common group of components, demographic variables previously linked with the core set, age, income, race, and sex were also studied.

Saliency. Saliency is concerned with the degree of importance attached to QOL components. It is assumed that there will be differential degrees of salience attached to the components. However, very little is known about the rankings of QOL components because few investigators concerned themselves with this issue.

The problem of ranking needs further exploration. Logically, we do not expect people to remain neutral in their assessments of their life conditions but rather to

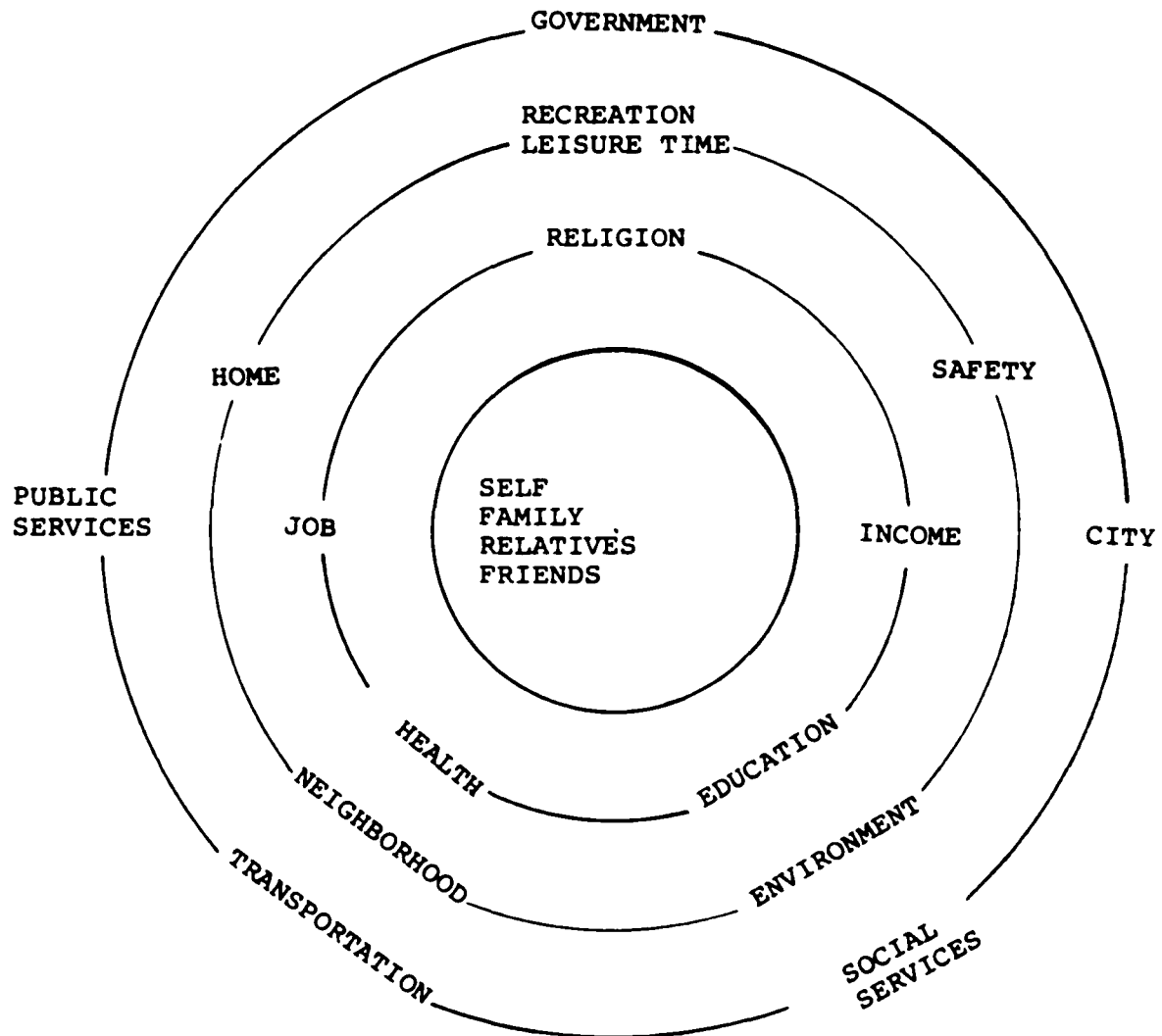


Figure 2. Organization of the Most Personal to Least Personal QOL Concerns

value some conditions more than others. I assume that people assign priorities to the QOL components they have identified. By examining these priorities, it is possible to explore the relationship between satisfaction ratings and importance rankings. It is unclear whether people are satisfied with a particular aspect of their life because it is not important enough to warrant concern, or whether some areas are accorded high priority precisely because they are unsatisfactory. This question has great relevancy for planners. As Coughenor and Coleman (1979) claimed, QOL improvements in objective aspects do not guarantee a higher subjective QOL. Planners need to distinguish between QOL components which are always important to people and those which are important because their condition is unsatisfactory. In the latter case, improvement may not mean higher subjective QOL but the creation of new needs and aspirations.

Ability to Affect Personal Well-Being. The ability of QOL components to affect well-being was listed as one of the properties of the QOL concept. Although it is now being considered as a QOL category, the interpretation varies slightly in the two cases. In the first instance, the concern was with our ability to manipulate our overall life situation. Now, the concern is with the ability to change various QOL components. Respondents were asked how they personally, as well as representatives of various government and social services, could improve the quality of their lives. The intention is twofold: to see whether people believe

their QOL is due to factors that are internal or external to the self or both and to document areas of need existing in people's lives.

The hypothesis is that areas of discontent will vary with the four demographic variables, age, race, sex and SES. Extending this, it is probable that upper income persons believe that they are responsible for altering their life situations whereas lower income people believe that others, or external sources, control their QOL. This was shown to be the case by Cantril (1965) who found that poor and black Americans attributed their dissatisfactions with the QOL to causes within the environment. In contrast, those with a better income and social position tended to look at their own goals and ambitions as the limiting factors in their personal advancement.

It is also hypothesized that older people will feel less able to control various aspects of their lives, in particular if they are experiencing health or financial problems.

Determinants.

Although two types of determinants were distinguished, context- and person-related conditions, the major concern of this thesis is the patterns of change in perceived QOL and the QOL components as person-related conditions vary.

The four demographic variables of interest are SES, sex, race, and age. SES is a composite of income, occupation and education. Other variables measured are stage in family life cycle, place of birth, size of hometown, dwelling type and

ownership of residence.

It was conceivable that one's distance from places of importance might influence perceived QOL. If some of the elements people find desirable are not easily attainable, then their QOL may be reduced. This study explores the notion that people access a variety of geographic locations and that these differentially affect their personal well-being. Five specific levels were investigated: community/neighborhood, city, surrounding towns, areas within a 50-mile radius from the city and areas greater than 50 miles from Stamford. The activities performed in each were noted. It is expected that people in a higher socioeconomic bracket will venture farther from their home area than lower income people who will remain in their immediate vicinity. This is based on the premise that low income individuals may not have the means of transportation or money to allow them to travel on a fairly regular basis. In addition, the primary attractions close to Stamford are New York City, Westchester County and Westport, all of which offer cultural and shopping opportunities which seem more attractive to upper income persons.

Buttel, Wilkening and Martinson (1977) argued that QOL may be associated with an individual's ideological integration into U.S. society and its polity. Inglehart (1977) demonstrated that individuals with conservative political preferences and beliefs tended to rate their QOL as higher. Few QOL studies have dealt with the effect of this variable. I feel an investigation of the causes of QOL assessments is

incomplete without a consideration of political beliefs.

The final subjective condition to be studied is participation. Once again, the potential impact of this variable on perceived QOL seems important. A recognition of the link between QOL and participation most probably began with Bradburn (1965). He divided the notion of QOL into two components--positive and negative--and operationalized the former by measuring the number of social activities in which the respondent engaged. Bharadwaj and Wilkening (1979) considered QOL and social integration which they defined as the degree to which an individual is involved with others.

To test the strength of the association between degree of participation and positive affect, the number of social and political organizations in which a person actively participates is compared with the QOL rating. Although Bradburn did not differentiate between types of participation, this same procedure is repeated with business and professional organizations to see if the type of organizations influences the rating of well-being. The hypothesis is people who participate in activities are more satisfied with their life.

A review of the research topics is summarized in Table 6.

Table 6

Research Topics and Questions Investigated
by This Study

Research Topic	Questions Studied
Meaning of the Concept	a. What does the phrase QOL mean to people (represented by a random sample of Stamford residents)? b. Does the meaning vary with age, sex, race and SES?
Context of Use	a. When do people consider their QOL?
Interpretation/Quantification	a. How do people interpret the concept QOL? b. Are the two scales, satisfaction with life and best-worst possible life, equally good measures of QOL?
Components Comprising QOL	a. Is QOL composed of components? b. If yes, which components comprise QOL?
Consistency of QOL Components	a. Is there a consistent set of components which people use to describe their QOL? b. Do these form a core pattern of concerns which are important to most people? c. Do the outlying concerns vary with age, race, sex and SES?
Saliency	a. Are all components weighted equally? b. What is the relationship between feelings of satisfaction and importance for the various components?

Table 6--Continued

Research Topic	Questions Studied
Effectance of QOL and QOL Components	a. Do people feel they can affect their QOL? b. Does this sense of affect vary with age, race, sex and SES? c. Which components do people feel most and least able to manipulate?
Geographic Context	a. Does the location of activities and facilities affect QOL? b. Do people with a higher SES travel farther to get the amenities they require for a satisfactory QOL?
Political Beliefs	a. Do political beliefs influence a person's assessment of personal well-being?
Participation	a. Are people who participate in more social activities more satisfied with their life than those who are less involved?
Methodology	a. What can multivariate statistical techniques clarify about the relationships among variables?

METHOD

Setting

The research was conducted in Stamford, Connecticut, a city located in the northeastern part of the United States. The population of Stamford is approximately 100,000. The city has two distinct qualities: it serves as a bedroom community for those residents who commute into Manhattan daily, and it is also the place of employment for 18,000 non-residents who work in the service industries and corporate headquarters that have relocated in Stamford in the last decade. This corporate expansion restructured the business community of the city; and that has created social, economical, and environmental changes for the city and its residents.

Subjects

One hundred and twenty-four adult Stamford residents (age 18 and over) were randomly selected by the researcher. They were stratified according to SES with approximately equal representation of both sexes and proportionate representation of the various age groups. There was a slight oversampling of blacks and the elderly in order to get sufficient information to make a meaningful statement about their needs and attitudes.

Sampling Procedure

The median income, according to the 1970 census, of each of Stamford's 24 census tracts was examined and placed in one of three designations: high (\$18,000 - \$32,000), medium (\$11,000 - \$16,000), and low (\$10,000 or less) income. The boundaries of these divisions were determined by the data since the tracts seemed to naturally divide into these three groupings (Table 7). There were 7 tracts in the high group, 12 in the medium, and 5 in the low one (Table 7). The percent of families falling into each of these was 25%, 54%, and 21% respectively. It was decided a priori that the total sample size would be 124. In order to assure this number of participants, 248 residents were contacted. Thus, 63 people in the high SES bracket, 133 in the medium, and 52 in the low received letters explaining the purpose of this research project (Table 8).

When randomly choosing streets in each census tract, caution was employed throughout the procedure to insure that the number of streets selected was proportional to the number of families living in that tract (Table 9). This was done by writing down the names of all the streets in a tract and using a random numbers table to determine the required number of streets.

People were then randomly selected from the designated street. A city directory was used since it alphabetized each street and listed the names of the residents on that street along with their address and phone number. The fifth

Table 7

Division of Families into Income Groupings

Tract No.	Median Income of Families in Tract	Designation (SES Group)
201	\$ 8,324	Low
202	\$32,276	High
203	\$27,260	High
204	\$23,504	High
205	\$22,071	High
206	\$14,831	Medium
207	\$18,454	High
208	\$20,347	High
209	\$12,838	Medium
210	\$13,784	Medium
211	\$13,251	Medium
212	\$14,922	Medium
213	\$12,617	Medium
214	\$10,051	Low
215	\$ 8,750	Low
216	\$11,775	Medium
217	\$11,055	Medium
218	\$12,431	Medium
219	\$13,822	Medium
220	\$11,884	Medium
221	\$11,699	Medium
222	\$ 8,435	Low
223	\$ 9,032	Low
224	\$20,814	High

Table 8

Description of Census Tract Groupings

Variables	Low	Medium	High
Median Family Income	\$10,000 or less	\$10,000- \$16,000	\$18,000- \$32,000
Number of Tracts	5	12	7
Number of Families	5820	15,049	7148
% of Families	20.77	53.71	25.51
Sample Size (N 124)	26	67	32
Sample Size (N 248)	52	133	63

Table 9

Breakdown of People Per Census Tract

Low SES	Tract	No. of Families	% of Families
	201	598	10.27
	214	1464	25.15
	215	1330	22.85
	222	1025	17.61
	223	1403	24.10
Medium SES			
	206	1512	10.05
	209	974	6.47
	210	832	5.53
	211	1357	9.02
	212	1033	6.86
	213	1030	6.84
	216	1455	9.67
	217	1135	7.54
	218	2364	15.71
	219	1327	8.82
	220	752	4.99
	221	1278	8.49
High SES			
	202	881	12.33
	203	1497	20.94
	204	1008	14.10
	205	1088	15.22
	207	1177	16.47
	208	819	11.46
	224	678	9.49

person on each street was chosen with the selection being alternated between the top and bottom of the list (i.e., fifth from the top or fifth from the bottom). A networking system was used in conjunction with the random sampling when the researcher experienced difficulties in reaching the minority and elderly populations. This system lent credence to the interviewers, and it enabled them to access individuals they otherwise would have been unable to reach.

The other demographic characteristics which were of interest were race, sex and age. Eleven percent of the Stamford population was black (according to the 1970 Census) which translated into 14 respondents of a possible sample of 124. However, in order to get a better appreciation of the plight of the black residents, this minority was oversampled.

Although virtually all research in QOL demonstrated that there were no differences in ratings of well-being according to sex (Andrews and Withey, 1976; Campbell, Converse, and Rodgers, 1976; Mason, Faulkenberry, and Seidler, 1975), an effort was made to get equal representation of each sex since their attitudes toward Stamford and the factors in their lives might vary.

It has been fairly well documented that satisfaction with QOL increases with age (Campbell, Converse, and Rodgers, 1976). The adult population was divided into four age groups based on the following rationale:

- 18-30: marriage, career-forming, child-bearing years;
- 31-50: child-rearing, career-building years;

51-64: children leaving, career-stabilization years;
 65+ : retired, friendship-seeking and maintenance
 years.

According to the 1970 Census, the percent of the population in Stamford falling into each of these groups was approximately 24%, 38%, 24% and 14%. An effort was made to obtain proportional representation of each type (Table 10).

Design

Two different designs were used in this study. The first differentiated the concerns and subconcerns of QOL as delineated by the respondents. These were studied with regard to overall QOL and demographic variables through the use of correlations. The second design was a multivariate predictive one which examined, through the use of data reduction techniques and multiple regression, the notions "overall" QOL and "satisfaction with life" as predicted by at most 19 common concerns. The predictor variables were chosen from this maximum set of QOL components: home, income, education, job, health, recreation and leisure time, public safety, government, transportation, environment, friends, relatives, family, neighborhood, social services, public services, religion and self (Table 11). The QOL components were measured twice; once by ranking the relative importance of each area and then again by assessing how satisfied the subject was with each concern.

Table 10

Age Breakdown

Age Groups	Number	%	N 124
18 - 30	16,693	23.5	29
31 - 50	27,017	38.0	47
51 - 64	17,207	24.2	30
65	<u>10,119</u>	14.2	18
Total	71,036		

Table 11

Predictors of the Decision Criteria

Decision Criteria	Predictor Categories	Scale Used
QOL (as measured on the 7-point best- worst possible scale)	Home	Importance Ranking
	Income	Satisfaction Rating
	Education	
	Job	
	Health	
Satisfaction with Life (as measured on the 7-point satisfaction scale)	Recreation	Importance Ranking
	Safety	Satisfaction Rating
	Government	
	Family	
	Transportation	
	Friends	
	Environment	
	Self	
	Neighborhood	
	Social Services	
	City	
	Religion	
	Public Services	
	Relatives	

Instrument

Preliminary Study

A preliminary study was conducted in January 1977 at which time 12 residents in Stamford were asked to discuss what was important to them in their lives. Their responses provided the basis for the instrument used in this study.

Instrument Construction

To determine those areas of life which were most important to people, I asked respondents to discuss and rank the importance of each of their life concerns (Table 12). Since it is recognized that people tend to overlook aspects of their life which they take for granted but which are nonetheless important to them (see Campbell, Converse, and Rodgers, 1976), a follow-up question (no. 2) was used to get respondents to consider areas which were previously documented as significant sectors of QOL (e.g., Andrews and Withey, 1976). The advantages of this method avoided the traditional pitfall of preselection of variables, allowed residents to describe each concern in relation to themselves and their environment, and had them weight each area.

One of the more common methods of operationalizing QOL has been satisfaction of needs (see Campbell, Converse, and Rodgers, 1976; Mason, Faulkenberry and Seidler, 1975). However, there was some question as to whether people conceive QOL as satisfaction of needs or even if this was the best way to operationalize QOL. As a test, respondents were asked to rate each life concern on a 7-point anchored satis-

Table 12

Questions 1 - 3 in the Interview Schedule

Question Number	Question
1	What is most important to you in life?
2	Some people have suggested other areas that are important to them in their lives. I am going to mention some of these. Could you please tell me how you feel about them--that is, how important are these things to you? home income education job health public services recreation, leisure time public safety government (national, municipal) transportation environment religion friends relatives neighborhood family (immediate) social services self city
3	On these cards before you are all the things that you told me were important to you in life. Please order them placing the most important one on top, the second most important one under it, and so on until all the cards are ordered from most to least important.

faction scale. This differed from the one used by Campbell et al. (1976) and Andrews and Withey (1976) in that previously only the end-and middle-points were anchored whereas this time all 7 points were described. The reasoning behind this change was provided by Andrews and Withey (1976) who showed that responses tend to be more evenly distributed when all the points on a scale were anchored.

The score on the overall satisfaction scale (Question 10) was compared with the overall QOL rating (Question 7) to see how well they were tapping the QOL notion. This latter scale had only two anchors--best possible and worst possible. This was done to give the respondents sufficient latitude in thinking about their QOL and to conform with the version used by Andrews and Withey (1976). Also, the word QOL was deleted because the subjects may not have related QOL with their evaluation of life circumstances (Table 13).

In contrast to previous writers (e.g., Andrews and Withey, 1976; Campbell, Converse and Rodgers, 1976), I did not assume that the concept had a constant meaning. Thus, Question 5 (Table 14) asked people if the term QOL had any meaning and if so, what. In addition, the question had them ground their conception in specifics (Question 6, Table 14).

A research concern involved the issue of perceived control over QOL. The assumption underlying this notion was that different groups of people believe that they have varying amounts of control over their life circumstances or

Table 13

Questions 7 and 10 in the Interview Schedule

Question Number	Question								
7	How would you rate your life on a scale from 1 - 7?	1 worst possible	2	3	4	5	6	7 best possible	
10	Using the same 7-point satisfaction scale as before, which number best summarizes how satisfied you feel with your life as a whole?	very dis- satis- fied	dis- satis- fied	fairly dis- satis- fied	mixed	fairly satis- fied	satis- fied	very satis- fied	63

Table 14

Questions 5, 6, 8, 9, and 11 in the Interview Schedule

Question Number	Question
5	A phrase that often seems to come up when people discuss their area is quality of life. Does this term mean anything to you? If yes, what? If no, then ask, "What do you think others mean when they use the term QOL?" (Skip to Question 7).
6	Do you ever think about your QOL? If so, when?
8	Are there things that you think can be done to improve your QOL? If yes, what do you think can be done? If no, why not?
9	Before you is a card with 5 geographical areas printed on it: neighborhood/community, city, surrounding towns (Greenwich, Darien, and New Canaan), outlying areas which are less than 50 miles from Stamford, and areas which are greater than 50 miles from Stamford. Some people need to travel to other areas in order to get to places, people, or activities which are important in their lives. I am interested in knowing which of these areas you use in order to improve your QOL. In other words, how far do you have to travel from your home to get those things which are important to you? Please tell me which of these areas you use and why use use them, e.g., my friends live there or I go to movies there?
11	Do you think the corporations have had an effect on the city of Stamford? If yes, what effect? If no, why not?

well-being (Question 8, Table 14).

To study the geographic component of the QOL concept, respondents were asked to note which of the five locations listed in Question 9 they frequented and the reason(s). These particular areas were chosen because they made the most sense when measuring distance traveled from Stamford. The intent was twofold: to learn which needs were fulfilled in the immediate vicinity of a person's home, and to learn how far they were willing to travel to obtain these goods and services (Table 14).

It is probable that perceived QOL is influenced by the environment within which it is being experienced. In the case of Stamford, two of the prime influences on city-life are the corporate headquarters and the support services which have developed since the early 1970's. In both the preliminary and subsequent pilot studies, participants voluntarily mentioned the corporations when they discussed certain concerns such as transportation and public services. During Question 2, the interviewer probed, where appropriate, as to why the respondent felt certain problems existed. Often they could be linked to the corporations. In those cases where no reference was made to these companies, Question 11 was employed which asked participants if the corporations had affected their QOL and if so, how.

Data Collection Procedures

Selection of Interviewers

Notices were placed on billboards in public buildings

such as supermarkets and libraries advertising that a research assistant was needed for a study on life in Stamford. Interested individuals were screened on the telephone and then invited to be interviewed by the researcher. This enabled them to experience the interview from the respondent's perspective and allowed them to judge the position. The person had to fulfill three requisites:

1. conduct a minimum of five interviews a week;
2. have access to a means of transportation; and
3. agree to accept a payment of \$10.00 per interview.

If both parties were satisfied, I proceeded to train the prospective interviewer. The final group consisted of three white undergraduate students, one of which was female.

Training of Interviewers

The training period was flexible depending on the needs and skills of the interviewers. During the first session, the person was introduced to the topic area (i.e., QOL) and the rationale behind the interview schedule. This was followed by a discussion of the use of the instrument and of interviewing techniques. As a homework assignment, each person was required to tape interviews of three people and to return the tapes and response sheets so I could check the written statements against the verbal ones.

A completed fortran coding sheet which had the demographic data marked on it was also submitted.

During the second session, their work was analyzed.

Difficulties were discussed as were potential alterations in the instrument. Additional sessions were scheduled in order to test the revised interview schedule.

Once the correspondence between what the interviewer was saying and what the rater was transcribing reached 85%, raters began contacting their subjects. The reports submitted were constantly monitored to ensure that the raters were eliciting the necessary responses from the Ss.

The training procedure was printed in a training manual (Appendix 1) which also contained the results of some of the residents interviewed in the preliminary study. This helped acquaint raters with probable responses and showed them how to organize and document the information they obtained.

Data Collection

An article was published on the Viewpoint page of the Stamford Advocate on January 6, 1979. Its purpose was to inform the community that a study on life in Stamford would be taking place in the near future (Appendix 2). This was followed by an announcement in the paper three weeks later stating that the project had begun (Appendix 3). At this point, letters were mailed to the 248 randomly selected residents explaining the project and asking them if they would be willing to be interviewed (Appendix 4). Within the next few months, 124 of the 248 residents were randomly selected and telephoned to explain, once again, the purpose of the research and to set up an appointment, assuming that they had agreed to participate. If an individual

refused to be interviewed, another resident was randomly selected from the census tract. Table 15 contains a proposed time chart.

Reliability

Every tenth respondent was visited by two interviewers to monitor interrater reliability. While one conducted the interview as usual, the second transcribed it. Reliability was determined by comparing the content of the statements written down by each interviewer with that of his/her colleague or with the actual comments on the tape. If all major thoughts were documented similarly, then the recording was deemed reliable. The following reliability equation was used:

$$R = \frac{\text{number of statements recorded}}{\text{number of statements mentioned}}$$

The mean interrater reliability score was .87.

Table 15

Time Chart

Date	Procedure
January 1979	1. Choose sample; 2. Send out letters; 3. Recruit interviewers; 4. Begin first training sessions.
February 1979	1. Continue training; 2. Pilot and revise instrument; 3. Begin second training session; 4. Contact respondents.
March - July 1979	1. Continue interviews.
July - October 1979	1. Code data.
October - February 1980	1. Analyze data.
March 1980 -	1. Write up results.

RESULTS

The results section is divided into two parts. The first part, "Data Description," provides a brief profile of the sample and presents the results which address the topics discussed in the Introduction. Part 2 summarizes the data analysis techniques.

Data Description

Descriptive Findings

A brief description of the sample studied follows. Their characteristics are compared in Table 16 with those of the general population in Stamford as reported in the 1970 Census. Caution must be exercised when comparing the statistics for two reasons: many of the indicators were based on different groups of people; and there was almost a 10 year gap between the times that the respective information was collected. This latter point is significant because Stamford changed drastically within this period.

The sample consisted of 124 Stamford residents, with 58% female and 82% white. The respondents' mean age was 44 years which probably accounted for the fact that 59% of their children were 13 years of age or older. Fifty-two percent of the respondents were married, 23% single, and the remainder were either divorced, separated or widowed. A large percentage of the respondents were born in the Northeast (64%)

Table 16

Absolute and Relative Frequencies of Demographic Variables

Variable	Code	Absolute Frequency		Relative Frequency (%)	
		Sample	Stamford ¹	Sample	Stamford
Sex	Male	52	51,548	41.9	47.3
	Female	72	57,250	58.1	52.6
Race	White	101	94,658	81.5	87.0
	Black	23	13,408	18.5	12.3
Age ₂ of children ²	0 - 5	12		10	
	6 - 12	28		27	
	12 - 17	21		17	
	17+	52		42	
No. of children ₂ living at home ³					
Marital Status ³	Single	29	20,944	23	25.8
	Married	65	51,496	52	63.5
	Divorced	15	2,169	12	2.7
	Separated	2	1,861	2	2.3
	Widowed	13	6,499	11	8.0
Age	18 - 30	33	16,693	27	23.5
	31 - 50	49	27,017	39	38.0
	51 - 64	26	17,207	21	24.2
	65+	16	10,119	13	14.2
Birthplace ²	Northeast	79		64	
	E.N.Central U.S.	7		6	
	W.N.Central U.S.	1		0.8	
	E.S.Central U.S.	4		3	
	South	10		8	
	S.W.Central U.S.	1		0.8	
	W-Mountain	0		0.0	
	W-Pacific	5		4	
	Foreign-Europe	12		10	
	Foreign-Other	4		3	
	Town	91		73	
Size of home-town ²	City	8		7	
	Metropolis	23		19	
	Yes	91	48,319	73	44.4
Occupation	Professional	35	22,317	28	46.2
	Semi-professional	45	16,418	36	33.9
	Skilled	7	7,852	6	16.3
	Semi-skilled	4	6,609	3	13.7
Employment ⁴	Unskilled	0	9,991	0.0	20.7
	Women	48	19,917	66.6	48.1
	Men	43	29,638	82.7	84.0

Table 16 (continued)

Absolute and Relative Frequencies of Demographic Variables

Variable	Code	Absolute Frequency	Relative Frequency (%)		
		Sample	Stamford ¹		
Income ²	Less than \$5,000	8	6		
	\$5,000-\$10,000	19	15		
	\$10,001-\$15,000	14	11		
	\$15,001-\$20,000	20	16		
	\$20,001-\$30,000	22	17		
	\$30,001-\$40,000	13	11		
	\$40,001-\$50,000	11	9		
	\$50,000+	17	14		
No. of social organizations		2.7 (mean)			
No. of business organizations		2.0 (mean)			
Residential ownership	Own	65	14,959	52	43.4
	Rent	33	16,521	27	47.9
	Other	26	2,965	21	8.6
Dwelling Type ²	Single family--attached	69		56	
	detached	13		11	
	Multi family--attached	1		1	
	detached	11		9	
	Apartment	24		19	
	Other	6		5	
Education ⁵	Grammar	2	12,849	1	20.4
	Some H.S.	7	10,735	6	17.1
	H.S. diploma	32	19,671	26	31.3
	Some undergraduate schooling	21	7,344	17	11.7
	Technical degree	8		7	
	Undergraduate degree	21		17	
	Graduate courses	11		9	
	Graduate degree	22		18	
Political ² beliefs	Very conservative	2		2	
	Conservative	16		13	
	Middle-of-the-Road	44		36	
	Liberal	37		30	
	Very liberal	15		12	
	No beliefs	9		7	

¹Statistics on Stamford taken from the 1970 Census.²Comparative data for Stamford not available.³Census data based on males and females 14 years and older.⁴Census data based on males and females 16 years and older.⁵Census data based on males and females 25 years and older.

and had lived most of their childhood in a town of less than 200,000 residents (73%) or in a metropolis (23%), as opposed to a city (8%). They tended to be fairly well educated: 27% either had or were pursuing a graduate degree, 41% had a university or technical degree, and 38% had at least a high school diploma. Politically, respondents rated themselves as middle-of-the-road (36%) or liberal (30%).

The employment rate was quite high with 73% having at least one job. Of this group of workers, the two most frequent occupational types were professional (28%) and semi-professional (36%). Only 9% worked in skilled or semi-skilled jobs. Eighty-three percent of the men and 67% of the women were employed. The vast majority of women (81%) who worked did so on a full-time basis; the remainder had part-time positions. The mean income of the groups was approximately \$20,000 a year. More specifically, 21% made less than \$10,000 the previous year, 45% earned between \$10,000 and \$30,000, and 34% grossed over \$30,000. Perhaps this higher level of income accounts for the fact that 52% owned their place of residence while only 27% were renters. The remaining 20% were boarders or lived with family or in institutions, such as homes for the aged. The most common dwelling types were the single family home (56%) and the apartment (19%).

It is difficult, especially when using the 1970 Census as a reference, to assess whether the sample was represent-

ative of the overall population living in Stamford. However, based on discussions with various government personnel, the study percentages do seem to reflect the overall characteristics of people residing in Stamford during the summer of 1979.

Research Concerns

Meaning of the Concept QOL. The concept QOL had meaning for 83% of the sample. Some of the people (7%) who indicated that the phrase meant nothing to them qualified their statements by saying that they did use terms other than QOL to describe their well-being such as style of life and class. Thus it can be concluded that all respondents had some conception of the notion although interpretations of the concept were not constant. The explanations of the phrase provided by the subjects were content analyzed¹ according to a shared underlying dimensionality into the following six categories: 1) numerous interpretations, 2) comprised of various components, 3) economic interpretation--standard of living, 4) subjective interpretation, 5) ego-

¹Since the questions were open-ended, a variety of responses were possible. Many of the respondents expressed the same idea but used different phrasings. To eliminate redundancies and decrease the volume of replies that needed to be analyzed, a content analysis was done. All content analyses in this study followed the same procedure.

A qualified professional and I independently separated the responses into groups according to their perceived meanings. The dimensions formed by each reader were compared for content and label. Any discrepancies were discussed until a mutually acceptable solution was agreed upon. Disagreements occurred infrequently since most of the replies were quite straightforward and were easily classified.

centric/personal control, and 6) comparison with others. The frequency of endorsement of each dimension and examples of statements falling into each one are presented in Table 17.¹

The meaning of the concept varied with sex, age, SES² and political orientation.³ The items which correlated significantly with sex were economic interpretations which included responses such as "basics and indulgences" and "what you can do with what you have" ($r = -.153$, $S = .045$), home ($r = .162$, $S = .037$), and basic needs, meaning such things as food, clothing and shelter ($r = -.175$, $S = .026$). This implies that males were less likely to interpret QOL from an economic standpoint, but more likely to be concerned with the home, safety and religion. Two QOL components had significant correlations with age; these were job ($r = -.047$, $S = .052$) and recreation ($r = .167$, $S = .032$).

¹ Part of the group of respondents who believed that QOL consisted of various components that differentiated these areas. The final listing of these included 19 QOL components that were discerned as well as some additional ones such as love, people, activities, basic needs (food, shelter, and clothing), cost of living, peace of mind and pressures. Of this set, all except for basic needs were deleted because they did not fulfill the 5% endorsement criterion.

² SES was a composite of the three variables, occupation (as determined by the Hollinghead Occupational Scale), education (9 levels) and income (8 levels). See Table 16 for the scales used. Each measure was standardized and then added to give an index of SES.

³ Correlations between the four demographic variables were checked to ensure that they were not highly correlated with each other. None of the correlations were significant at the .05 level or above.

Table 17

Absolute and Relative Frequencies of the Responses to
the Question "What Meaning Does the Term QOL Have for
You?"

Response	Absolute Frequency ^{1,2}	Relative Frequency
Term QOL has meaning for me	103	83
Numerous interpretations ³	16	16
Comprised of various components ⁴	30	29
Economic interpretation ⁵	39	38
Emotional interpretation ⁶	61	59
Egocentric, personal control ⁷	23	22
QOL components: ⁸		
city	16	16
education	21	20
environment	29	28
family	19	18
friends	22	21
government	13	13
health	24	22
home	22	21
income	18	18
job	26	25
neighborhood	22	21
safety	16	16
public services	13	13
recreation	26	25
relatives	14	14
religion	14	14
self	18	18
social services	13	13
transportation	13	13
basic needs	9	9

¹The absolute frequency was the number of times a QOL interpretation was mentioned by the total sample; regardless of the number of times the issue was discussed, it was only counted once.

²The absolute frequency does not add up to 124 since Ss could have more than one interpretation of the meaning of QOL.

³Means different things to different people.

⁴Combination of many things.

⁵Standard of living, what I can afford.

⁶Emotional fulfillment with things around them.

⁷"Being able to do what I want when I want."

⁸The "comparison with others" category was dropped because the frequency of endorsement was less than 5%.

QOL components which seemed to correlate significantly with SES were family ($r=.193$, $S=.016$), friends ($r=.232$, $S=.005$), government ($r=.176$, $S=.015$), health ($r=.295$, $S=.001$), job ($r=.162$, $S=.036$), recreation ($r=.193$, $S=.016$), relatives ($r=.180$, $S=.023$), self ($r=.154$, $S=.044$), and social services ($r=.160$, $S=.038$).

Finally, people with more liberal political views were more likely to imagine the phrase QOL as having numerous interpretations ($r=.169$, $S=.030$) (Table 18).

The Context of Use. The finding that 68% of the respondents thought about their QOL on a regular basis indicates that the concept has some significance for respondents. The times they contemplated their well-being, the frequency of these occasions and some examples of the statements falling within each dimension are listed in Table 19. Once again, the dimensions were formed by using the content analysis procedure described earlier.

A comparison of the responses with the four demographic variables of interest showed that only one, SES, had significant correlation and it was with the response "all the time" ($r=-.152$, $S=.046$). This suggests that people of lower SES were more apt to contemplate their personal well-being on a continual basis.

QOL Components. Respondents expanded upon each of the QOL areas and the responses were, once again, analyzed for underlying concepts or similar meanings. The dimensions developed, an example of a statement explaining each dimen-

Table 18

Correlations Between the Meaning of the Phrase QOL
and Sex, Age, SES, and Political Orientation

Demographic Variable	QOL Meaning	r	S
Sex	economic interpretations	-.153	.045
	home	.162	.037
	public safety	.209	.010
	religion	.162	.036
	basic needs	-.175	.026
Age	job	-.147	.052
	recreation	-.162	.032
Political Orientation	numerous interpretations	.169	.030
SES	family	.193	.016
	friends	.232	.005
	government	.176	.025
	health	.295	.001
	job	.162	.036
	recreation	.193	.016
	relatives	.180	.023
	self	.154	.044
	social services	.160	.038

Table 19

Absolute and Relative Frequencies of the Occasions
Respondents Think About Their QOL

Occasion	Absolute Frequency ¹	Relative Frequency (%) ²
All the time ³	28	23
Educational or social interaction ⁴	26	21
Major occurrence ⁵	21	17
Alone/pensive times ⁶	19	15
Comparison with others ⁷	17	14
Emotional response ⁸	16	13
Evaluating life ⁹	16	13
Particular time of day ¹⁰	16	13

¹The absolute frequency does not add up to 124 since Ss mentioned more than one category. Discussion of many occasions belonging to the same category were counted only once.

²Relative frequency = absolute frequency/total number who think about their QOL (84).

³Constantly aware that we are fortunate.

⁴In discussion groups, recent reading, at conference.

⁵Divorce, birth of child, death of father.

⁶Relaxing.

⁷When away from home in other cities.

⁸When I'm very happy or upset about things; when I'm frustrated.

⁹When I think about which is the best lifestyle.

¹⁰Cooking, on way to work, in morning and at night, during work.

sion, and the frequency of occurrence of each dimension are presented in Appendix 5.

Saliency of QOL Components. Respondents indicated the relative importance of each QOL concern by rank ordering them (Table 20). The concerns were combined into four groups on the basis of mathematical decomposition (mean ranking and standard deviation) and rational thinking (Appendix 6). The purpose was to present the data in a similar manner to previous researchers (e.g., Campbell, Converse and Rodgers, 1976) thus facilitating interstudy comparisons. The QOL components, with their respective means and standard deviations, form the four groups presented in Table 21. A possible organization of the components in two-dimensional space can be seen in Figure 3.

To clarify the relationship between the variable and its priority rating suggested by the standard deviation, histograms are supplied in Figure 4. Many of these graphs suggest that curvilinear as well as linear functions exist. This issue will be explored further in the Discussion section.

Consistency of QOL Components. A question was raised regarding the variance of the satellite components, i.e., those not in Group 1, with sex, race, age and SES. Some fluctuation did occur between these QOL components and the demographic variables, indicated in Table 22. The significant correlations with sex were education ($r=.173$, $S=.027$) and job ($r=-.176$, $S=.025$), thus suggesting that women placed

Table 20

Mean Ranking of Each QOL Concern

QOL Components	Mean Ranking ¹
Family	3.2
Health	4.6
Self	4.9
Home	6.2
Friends	6.8
Education	8.5
Job	8.7
Income	8.9
Relatives	9.6
Religion	9.7
Environment	11.4
Neighborhood	11.5
Safety	13.4
City	14.9
Government	15.1
Social Services	15.6
Transportation	15.6
Public Services	15.6

¹QOL components are ordered from most to least important.

Table 21

QOL Components Divided Into Groups Based on
Their Mean Ranking and Standard Deviation

Group 1Family (3)¹ (3.16)²

Friends (7) (3.26)

Health (5) (3.88)

Home (6) (3.83)

Self (5) (5.17)

Group 2

Education (9) (4.26)

Income (9) (4.20)

Job (9) (5.55)

Relatives (10) (5.32)

Religion (9) (6.11)

Group 3

Environment (11) (3.82)

Neighborhood (12) (3.86)

Safety (13) (3.49)

Recreation (12) (4.43)

Group 4

City (15) (3.76)

Government (15) (3.94)

Public Services (16) (2.59)

Social Services (16) (3.84)

Transportation (16) (3.53)

¹Mean

²Standard Deviation

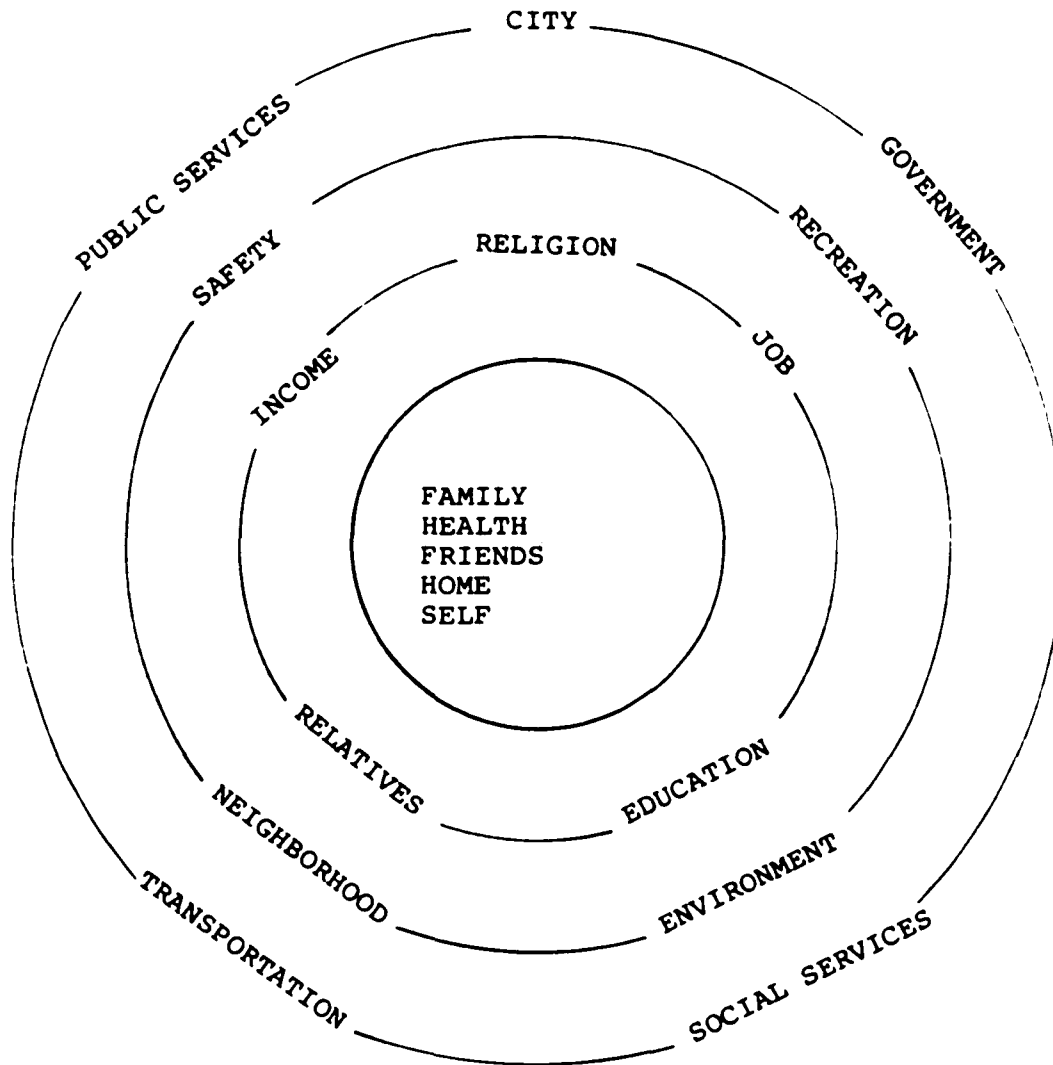


Figure 3. Organization of the Four Importance Groups in 2-Dimensional Space

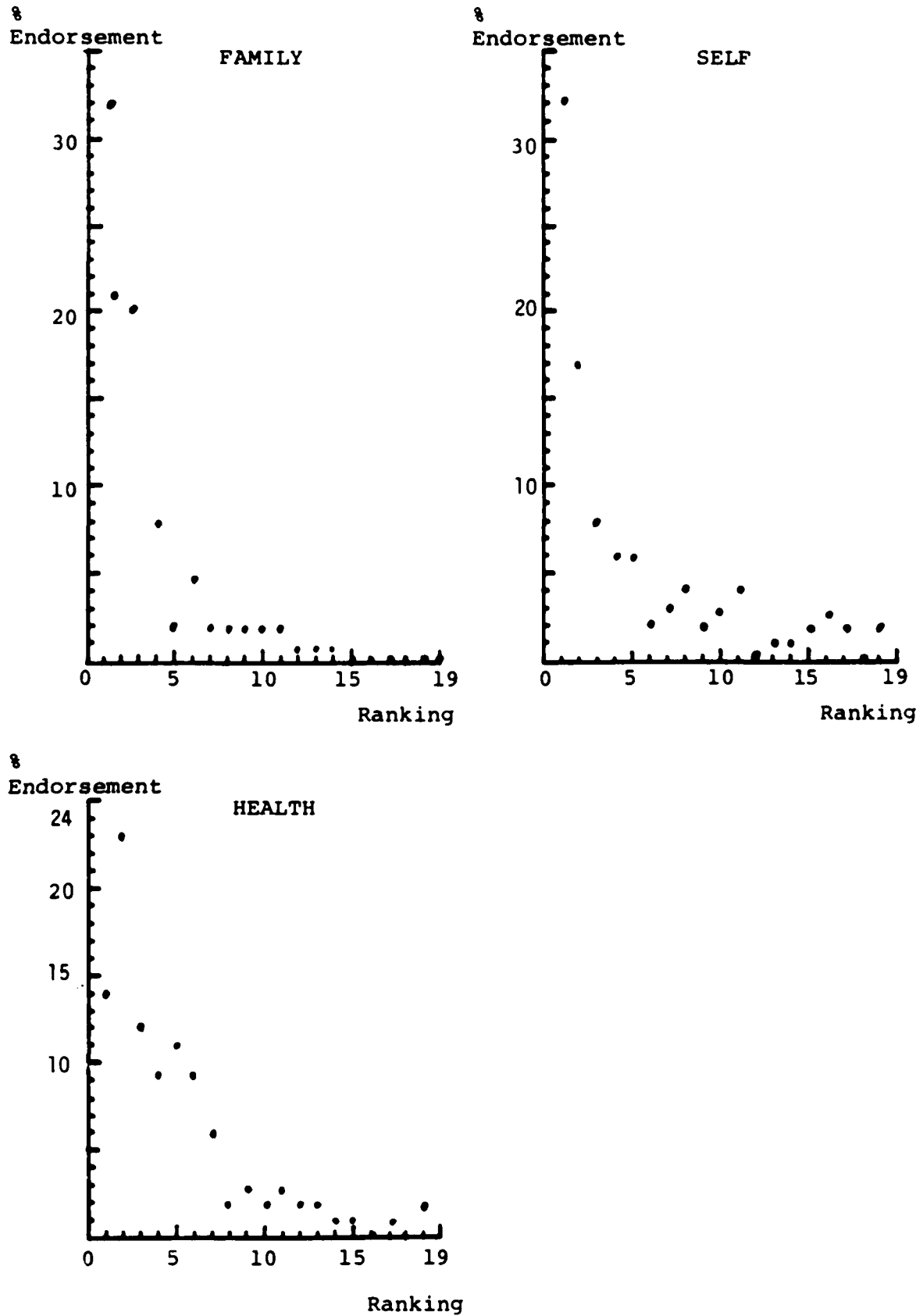


Figure 4. Histograms of the Percentage of the Sample Endorsing A Ranking for Each of the 19 QOL Components

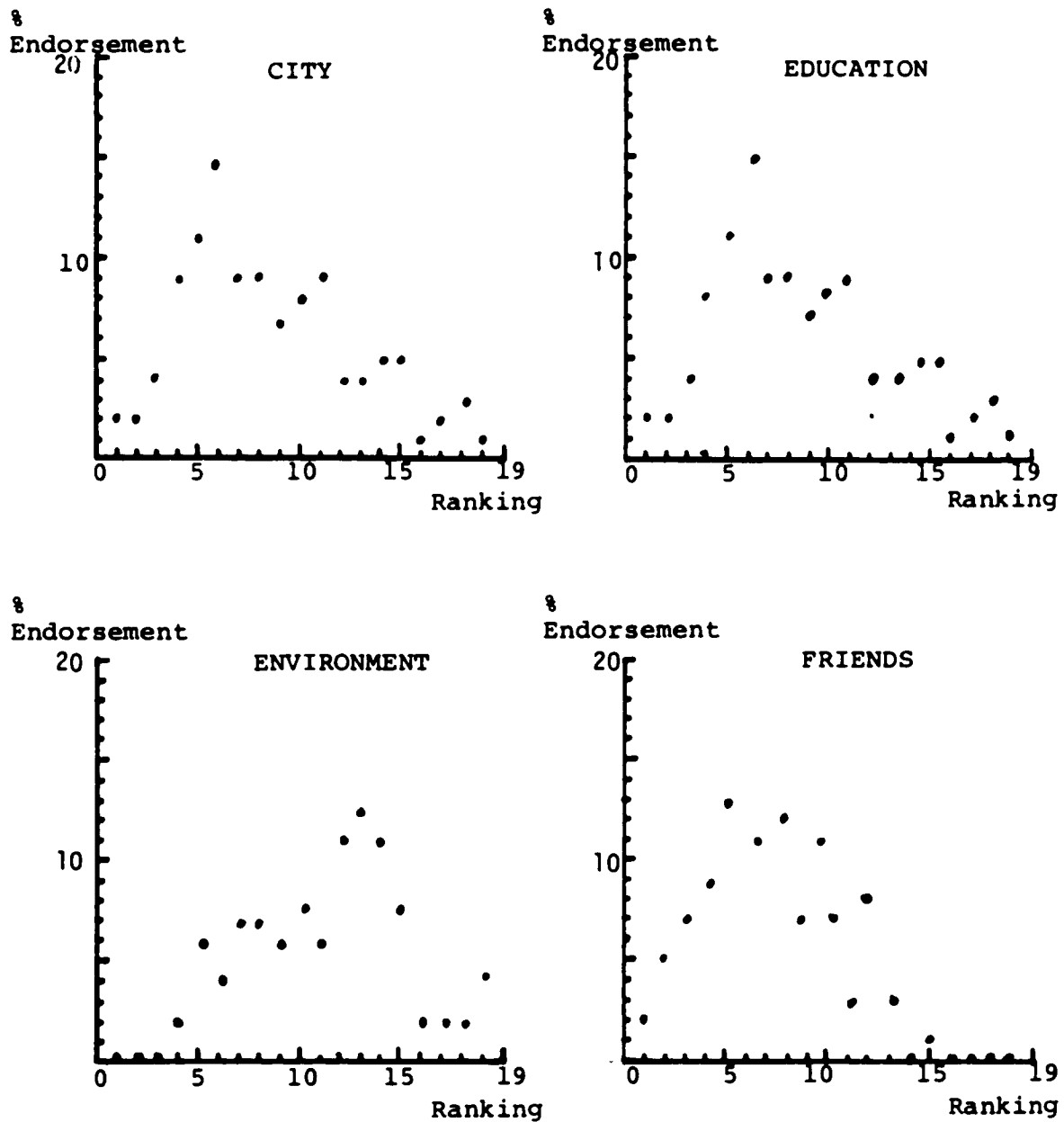


Figure 4. Histograms of the Percentage of the Sample Endorsing A Ranking for each of the 19 QOL Components

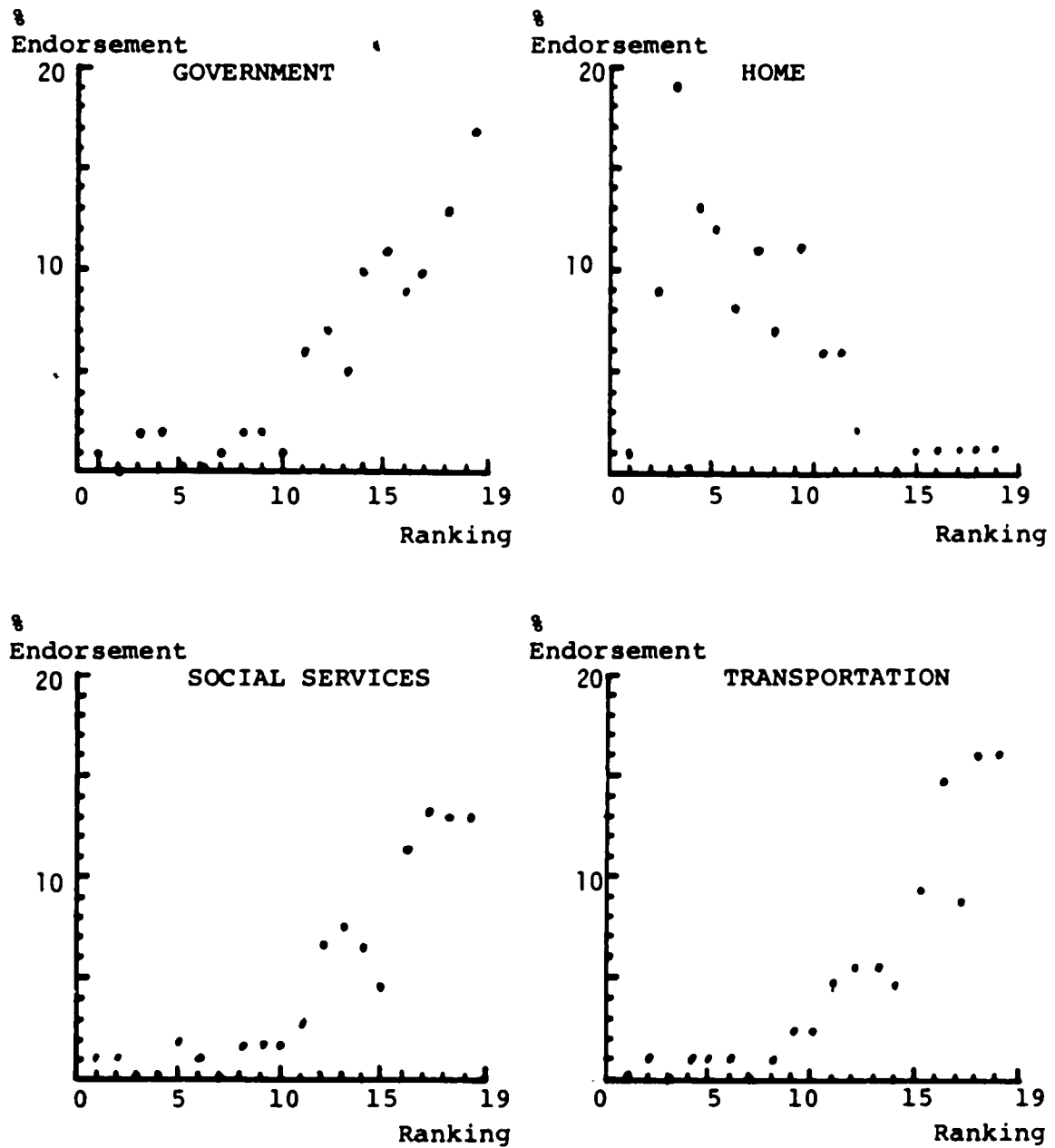


Figure 4. Histograms of the Percentage of the Sample Endorsing A Ranking for each of the 19 QOL Components

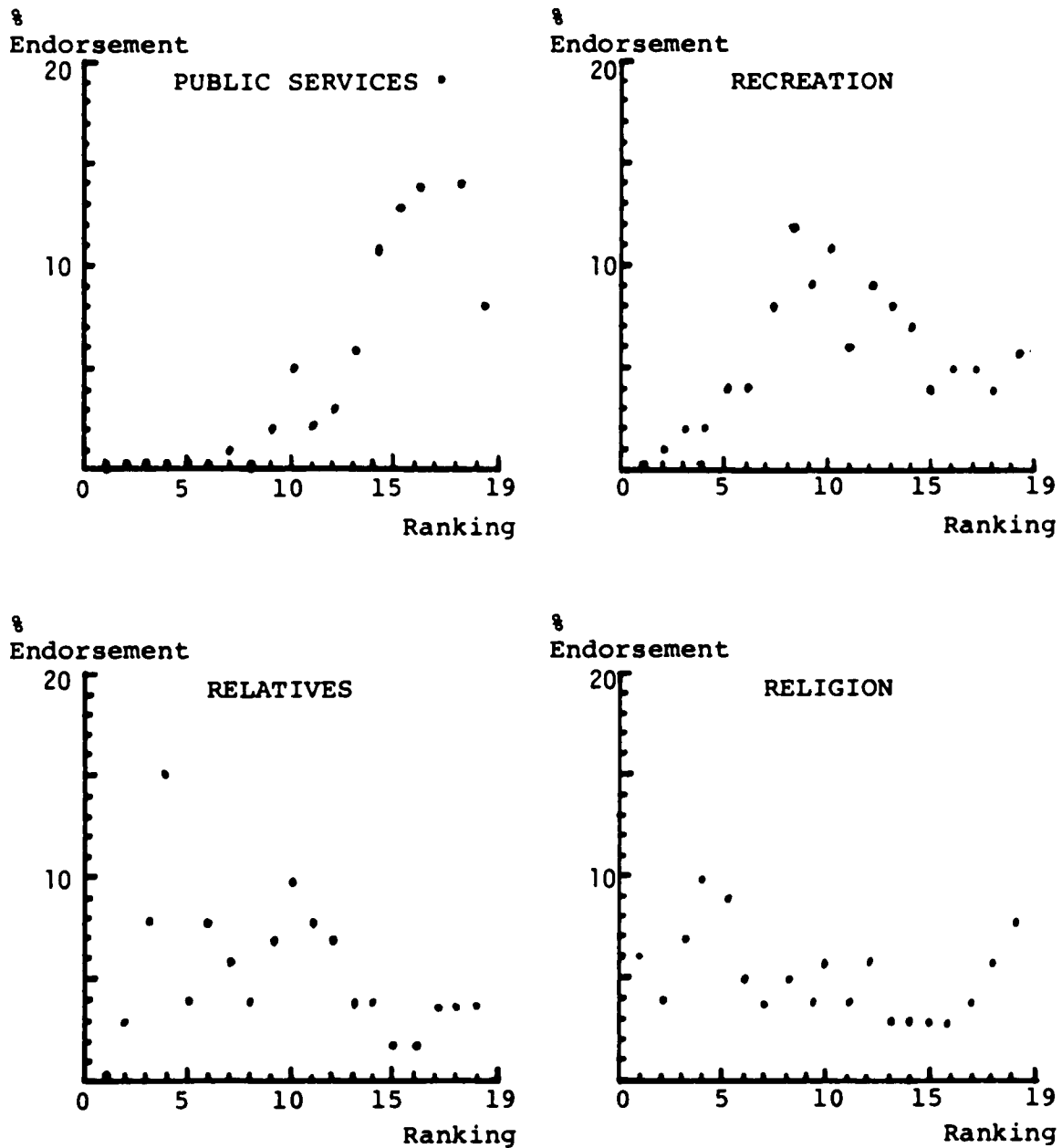


Figure 4. Histograms of the Percentage of the Sample Endorsing A Ranking for each of the 19 QOL Components

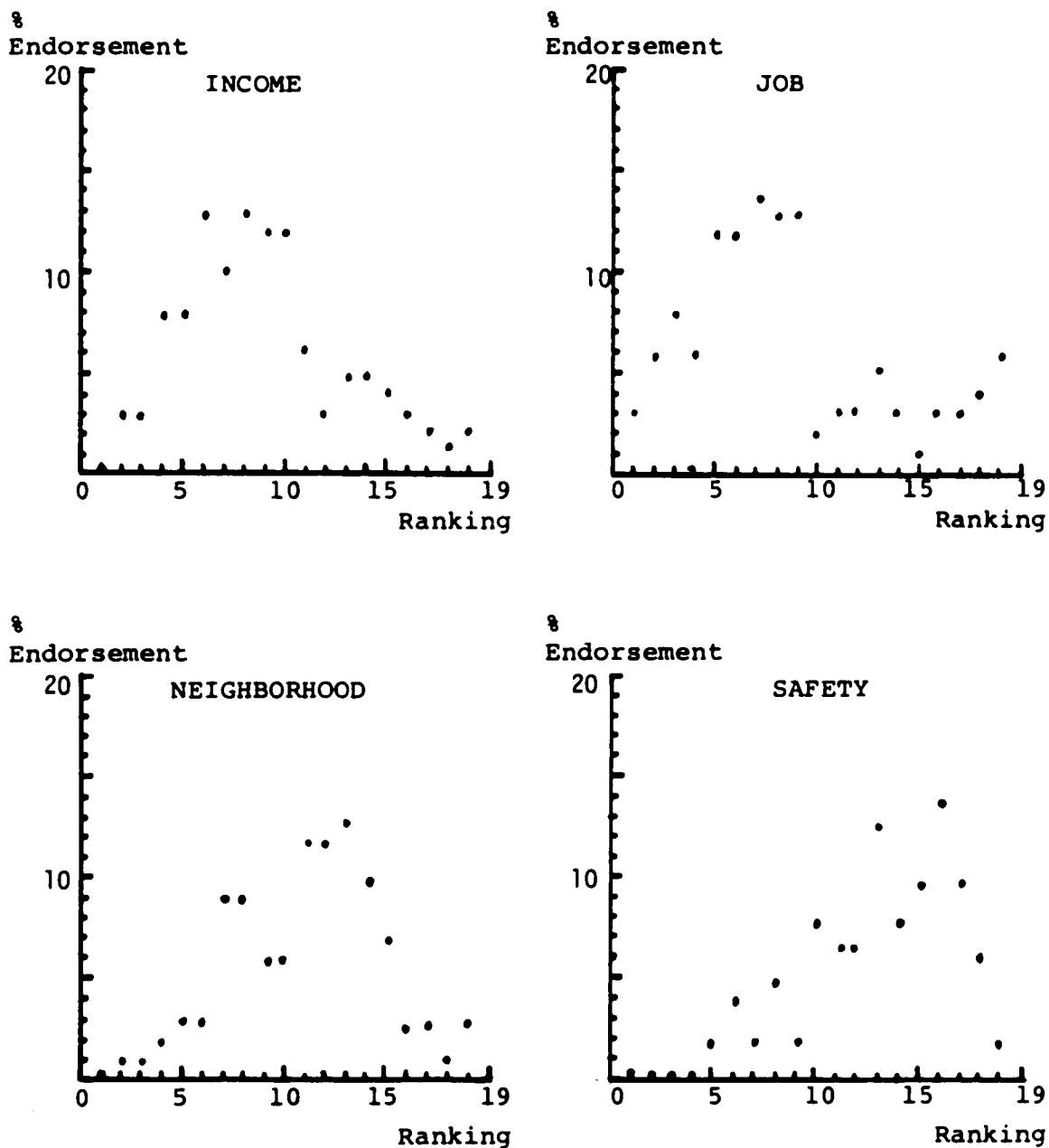


Figure 4. Histograms of the Percentage of the Sample Endorsing A Ranking for each of the 19 QOL Components

Table 22

Correlations Between the Importance Ranking of QOL
Concerns and Sex, Race, Age, and SES

Demographic Variable	QOL Area	r	S
Sex	Education	.173	.027
	Job	-.176	.025
Race	Education	.155	.043
	Income	.151	.047
	Recreation	-.214	.009
Age	Government	-.331	.001
	Home	-.176	.025
	Neighborhood	-.235	.004
	Safety	-.186	.019
	Public services	-.321	.001
	Religion	-.149	.049
	Social services	-.272	.001
	Job	.239	.004
	Self	.275	.001
SES	City	.200	.013
	Government	.204	.012
	Recreation	-.263	.002

greater emphasis on education and men placed a higher priority on their occupation. Blacks also considered education as more important ($r=.155$, $S=.043$) but ranked income ($r=.151$, $S=.047$) higher than job. Whites felt their recreational activities or leisure time was a prime contributor to their QOL ($r=-.214$, $S=.009$).

The items which correlated significantly with age were government ($r=-.331$, $S=.001$), home ($r=-.176$, $S=.025$), neighborhood ($r=-.235$, $S=.004$), safety ($r=-.186$, $S=.019$), public services ($r=-.321$, $S=.001$), religion ($r=-.149$, $S=.049$), social services ($r=-.272$, $S=.001$), job ($r=.239$, $S=.004$), and self, ($r=.275$, $S=.001$). Thus the older the respondent, the more likely he was to accord higher priority to these components except for the last two, job and self, which were considered more important by the younger respondents.

People in the higher socioeconomic brackets, like the whites, considered recreation very important but downplayed the role of government and city to their well-being (Table 22).

These results suggest that satellite components fluctuate with age, race, sex and SES. There was a question as to whether the core variables also vary with the four demographic variables of interest. The findings indicate that two of the core components--self and home--did vary with age. Thus even the components most important to people did not maintain a constant level of importance.

Quantification. Respondents indicated their satisfaction with each of the QOL components on a 7-point satisfaction scale. The mean for each concern is presented in Table 23.

Graphs of the frequency of each point on the satisfaction scale for the 19 QOL concerns can be found in Figure 5. They did not show any irregularities; the graphs of the most satisfied concerns appeared as diagonals and, as the satisfaction rating declined, they approached inverted U configurations.

The ratings varied with the four hypothesized variables, sex, race, age, and SES. Sex was significantly correlated with city ($r = -.184$, $S = .021$), friends ($r = -.260$, $S = .002$) and environment ($r = -.173$, $S = .028$) thus suggesting that men were dissatisfied with these three elements in their life. The only variable which correlated highly but negatively with race was health ($r = -.217$, $S = .008$) which implies that whites were less pleased with their health. Age had seven positive items and two negative ones correlating significantly with it. These were family ($r = .211$, $S = .009$), friends ($r = .188$, $S = .018$), home ($r = .175$, $S = .026$), job ($r = .385$, $S = .001$), relatives ($r = .191$, $S = .017$), religion ($r = .283$, $S = .001$), transportation ($r = .319$, $S = .001$), health ($r = -.214$, $S = .009$) and self ($r = -.157$, $S = .040$). In other words, as respondents aged, they became more satisfied with these QOL concerns

Table 23
Mean Satisfaction Rating for Each QOL Concern

QOL Concern	Mean Satisfaction Rating ¹
Family	6.01 ²
Friends	5.70
Home	5.67
Religion	5.60
Health	5.52
Self	5.51
Relatives	5.27
Job	5.21
Recreation	5.19
Education	5.15
Neighborhood	4.95
Income	4.72
Safety	4.67
Social Services	4.62
Environment	4.54
City	4.31
Public Services	4.26
Transportation	4.26
Government	3.79

¹Scale used was a 7-point anchored satisfaction scale.

²Components are ordered from most to least satisfied.

1	2	3	4	5	6	7
Very Satis- fied	Dis- satis- fied	Fairly Dissatis- fied	Mixed	Fairly Satis- fied	Satis- fied	Very Satis- fied

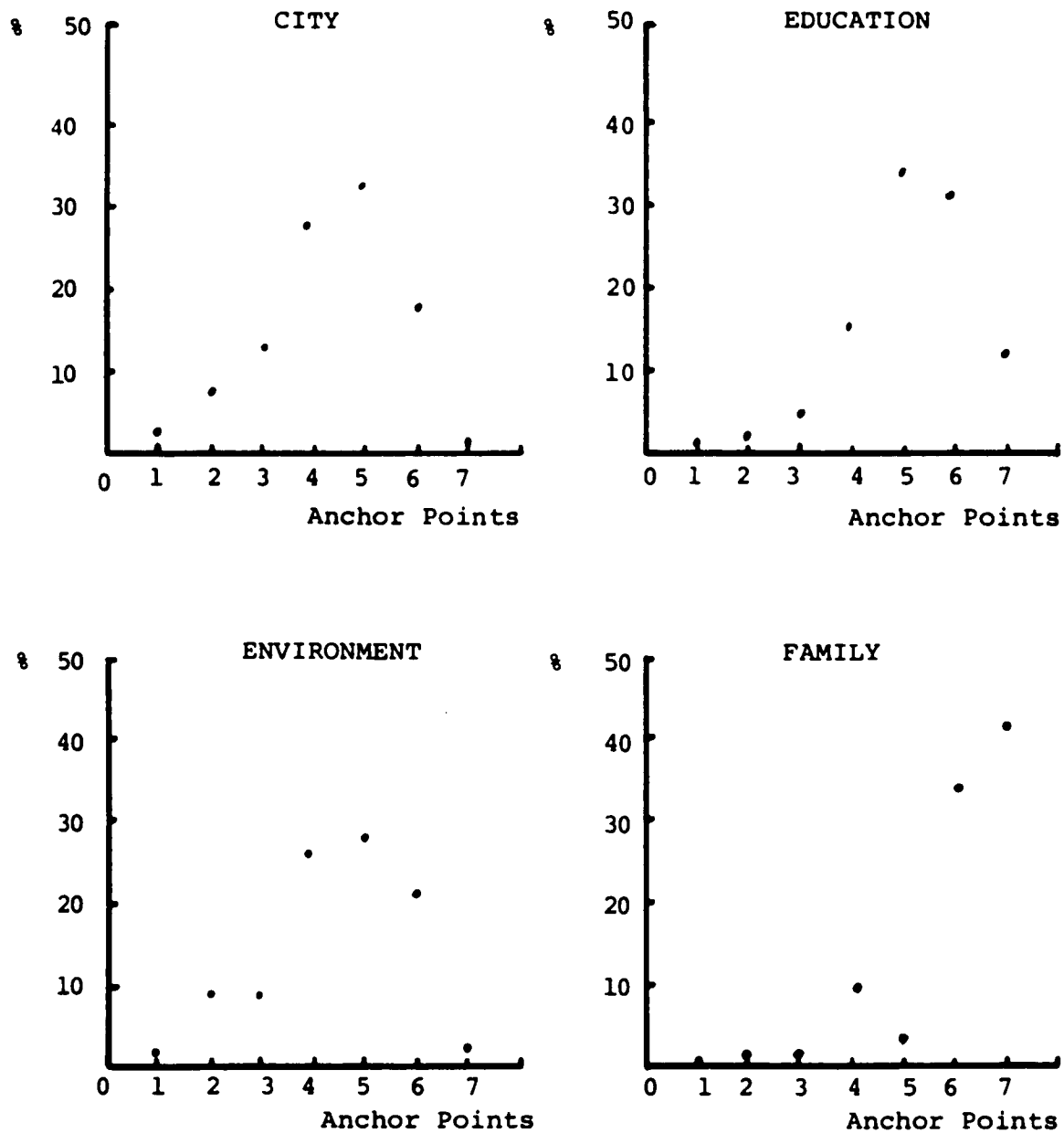


Figure 5. Graphs of the Relative Frequency of Each point on the Satisfaction Scale for the 19 QOL Concerns

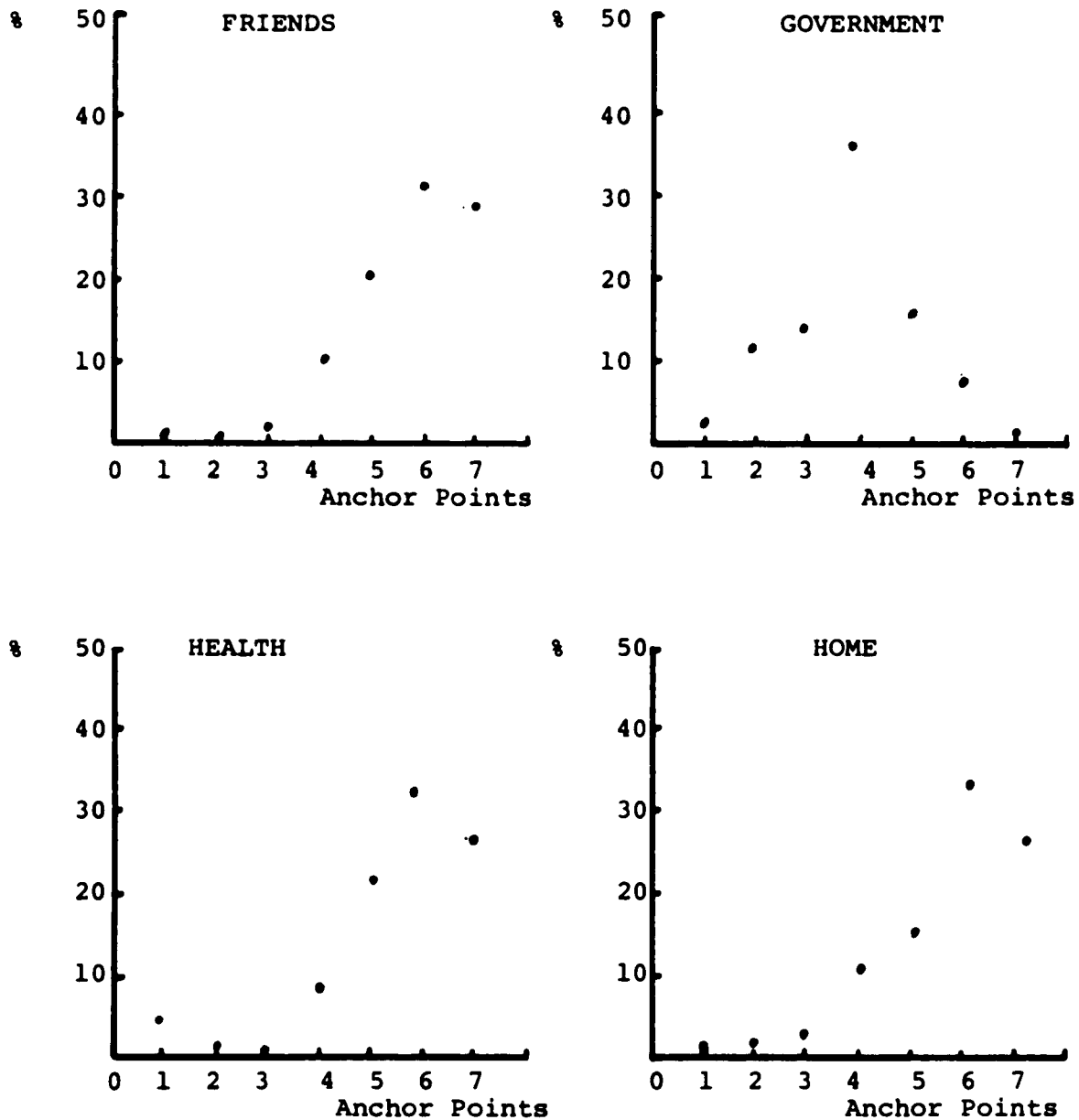


Figure 5. Graphs of the Relative Frequency of Each point on the Satisfaction Scale for the 19 QOL Concerns

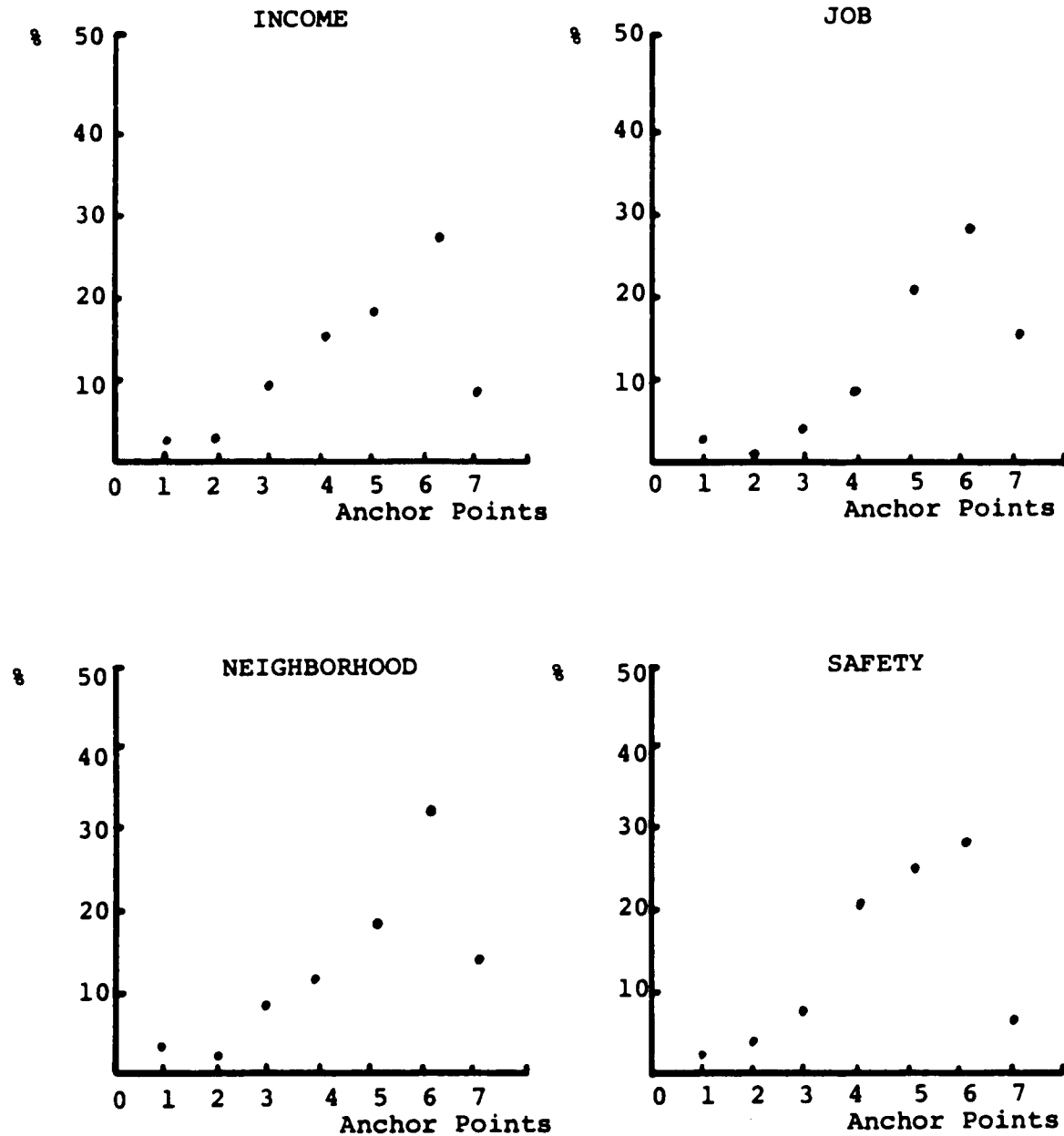


Figure 5. Graphs of the Relative Frequency of Each point on the Satisfaction Scale for the 19 QOL Concerns

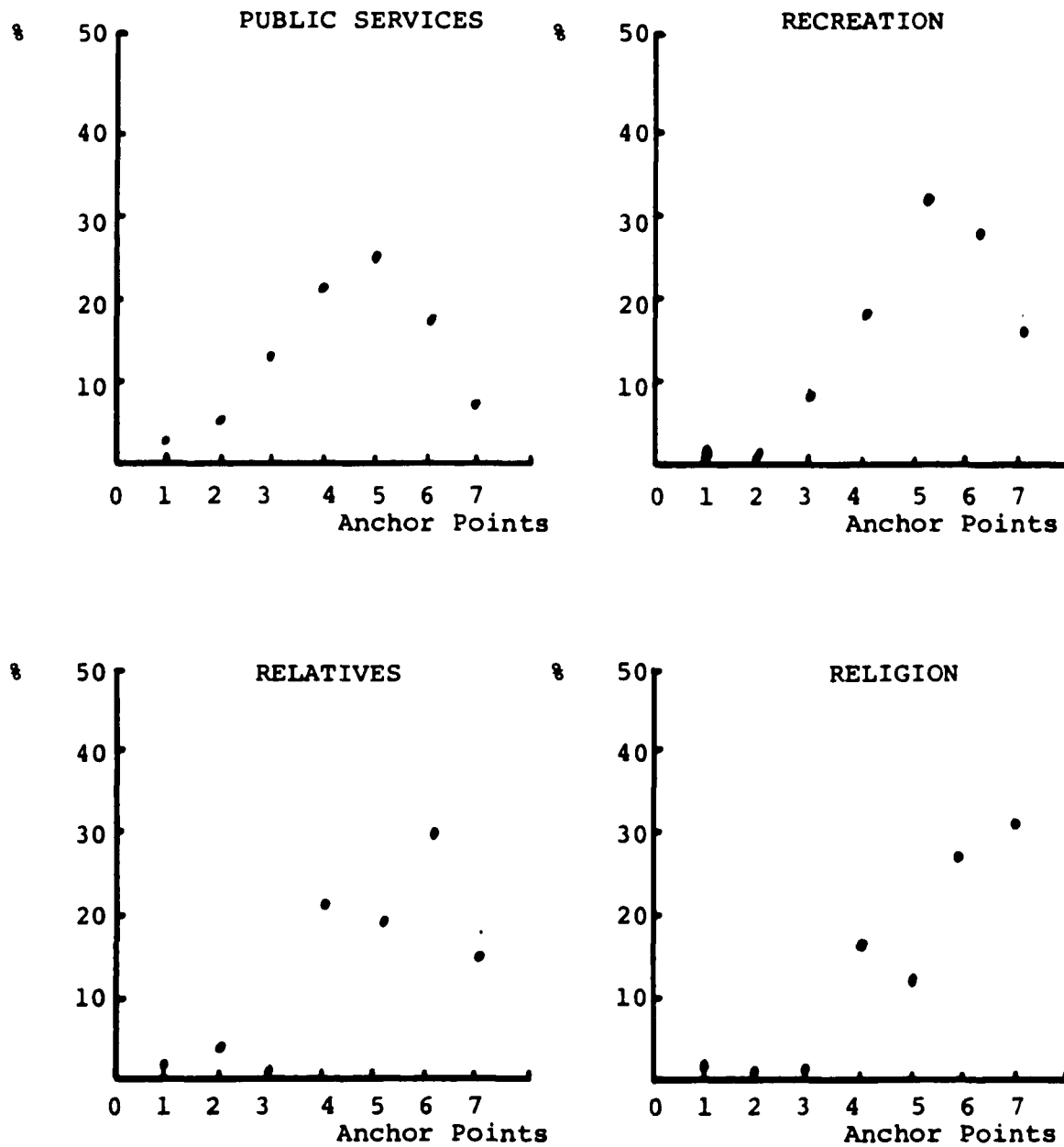


Figure 5. Graphs of the Relative Frequency of Each point on the Satisfaction Scale for the 19 QOL Concerns

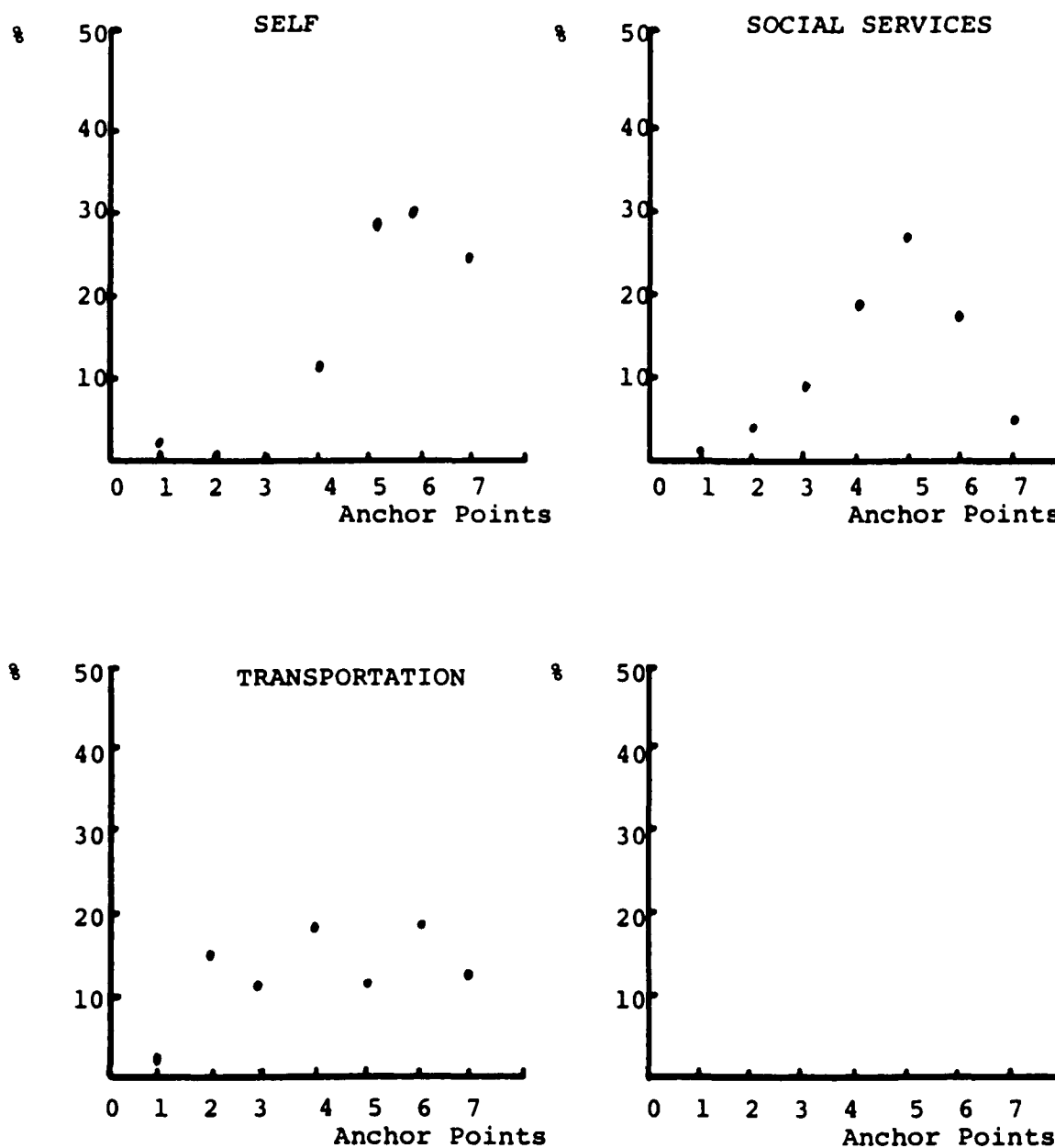


Figure 5. Graphs of the Relative Frequency of Each point on the Satisfaction Scale for the 19 QOL Concerns

with the exception of the two components health and self.

It came as no surprise that people of high SES were satisfied with their job ($r=.199$, $S=.013$) and their income ($r=.277$, $S=.001$). However, the significant correlation with city ($r=.175$, $S=.026$) was not as readily understood (Table 24).

Ability to Affect Personal Well-being. Ss were asked if they felt their QOL could be improved. Seventy-six percent of the sample responded in the affirmative. Suggestions for ways to improve life were organized into conceptually similar groups. The areas people felt needed change were social interaction, economics, personal changes, environment, recreation, career improvements, public services, health, physical changes, education, government, can't improve life, social services, personal control, and vicarious pleasure. The latter two areas require further explanation. Personal control was the phrase used to describe responses which indicated that changes in well-being were the responsibility of the individual and were not due to external factors. Respondents who claimed that QOL could be improved by seeing others happy, notably loved ones, were grouped under the title vicarious pleasure. The relative and absolute frequency of occurrence of each concept and an exemplary statement are presented in Table 25.

The things that respondents believed could be done to positively affect their well-being varied with sex, race, age and SES. The significant correlations with sex were

Table 24

Correlations Between the Satisfaction Score of QOL
Concerns and Sex, Race, Age, and SES

Demographic Variable	QOL Concern	r	S
Sex	City	-.184	.021
	Friends	-.260	.002
	Environment	-.173	.028
Race	Health	-.217	.008
Age	Family	.211	.009
	Friends	.188	.018
	Home	.175	.026
	Job	.385	.001
	Relatives	.191	.017
	Religion	.283	.001
	Transportation	.319	.001
	Health	-.214	.009
	Self	-.157	.040
SES	Government	.175	.026
	Income	.277	.001
	Job	.199	.013

Table 25

Absolute and Relative Frequency of Occurrence of
Suggestions on How to Improve One's QOL

Dimension	Absolute Frequency ¹	Relative Frequency (%) ²
Social interaction ³	29	31
Economics ⁴	30	32
Personal changes ⁵	36	38
Environment ⁶	9	10
Recreation ⁷	17	18
Career Improvement ⁸	19	20
Public Services ⁹	2	2
Health ¹⁰	11	12
Physical changes ¹¹	14	15
Education ¹²	21	22
Can't improve life ¹³	11	12
Government ¹⁴	34	36
Social services ¹⁵	20	21
Personal control ¹⁶	18	19
Vicarious pleasure ¹⁷	7	7

¹The absolute frequency does not add up to 124 because respondents could mention more than one improvement.

²Relative frequency=absolute frequency/number of people who felt their life could be improved (94).

³Finding a husband, close to family.

⁴More cash, pay less taxes.

⁵Changes in myself, need to control my temper.

⁶Energy crisis, cleaner physical environment.

⁷Traveling, recreating more.

⁸Improved career.

⁹More centralized shopping.

¹⁰More energy and drive.

¹¹Moving into a new home.

¹²Going back to school.

¹³Can't do anything at this late date.

¹⁴Stop overdevelopment.

¹⁵Stop giving away my money to "coloreds."

¹⁶Change comes from within self.

¹⁷See kids with mates and happily married.

with education ($r=-.166$, $S=.033$) and vicarious pleasure ($r=-.146$, $S=.053$).

Blacks agreed with women that more education would improve their lives ($r=-.172$, $S=.028$) whereas whites indicated that changes in their person would lead to a better QOL ($r=.168$, $S=.031$).

The items which correlated significantly with age were social interaction ($r=0.173$, $S=.072$), personal changes ($r=-.242$, $S=.027$), career improvement ($r=-.249$, $S=.003$), education ($r=.226$, $S=.006$), government ($r=-.201$, $S=.013$), personal control ($r=-.179$, $S=.023$), could not improve life ($r=.225$, $S=.002$), and health ($r=.225$, $S=.002$). It should be noted that only the latter two variables were positive. This quantitative result is supported by the qualitative data collected; the elderly believed that they personally could not change or improve their lives but they did suggest that better health might enhance it.

Young respondents, during the interviews, often linked QOL improvements--more education, improved career and better social relationships--with their rather precarious life situation.

Residents in higher socioeconomic status also felt that their life could be improved ($r=.217$, $S=.008$). Two areas which they stated would affect their happiness were recreation ($r=.256$, $S=.002$) and vicarious pleasure ($r=.209$, $S=.010$) (Table 26). In other words, they expressed a greater need for leisure time and a greater concern about the well-

Table 26
Correlations Between QOL Improvements and
Sex, Race, Age, and SES

Demographic Variables	QOL Improvement	r	S
Sex	Education	-.166	.033
	Vicarious pleasure	.146	.053
Race	Education	-.172	.028
	Personal changes	.168	.031
Age	Social interaction	-.173	.027
	Personal changes	-.242	.003
	Career improvement	-.249	.003
	Education	-.226	.006
	Government	-.201	.013
	Personal control	-.179	.023
	Could not improve QOL	.255	.002
	Health	.255	.002
SES	I could affect my QOL	.217	.008
	Recreation	.256	.002
	Vicarious pleasure	.209	.010

being of their loved ones.

Geographic Context. Residents described their participation in five geographic locations--neighborhood/community, city, surrounding towns, areas less than 50 miles from Stamford, and areas greater than 50 miles from Stamford. The responses were coded into the following categories using the same content analysis procedure described earlier: visiting, shopping, entertainment (movie, theatre), restaurants/bars, recreation (sports, hobbies), vacations, medical care, religious activities, organized social activities, and conventions. Therefore, in any one area, a subject could carry out a maximum of 10 and a minimum of zero (0) things. The mean number of activities actually done in each place are listed in Table 27. The area in which people were the most involved was the city whereas the one in which they did the least was the neighborhood/community.

Respondents claimed they identified more with the city than their more immediate surroundings because their neighborhoods had little to offer them

Contrary to what was hypothesized, only one location, greater than 50 miles from Stamford had a significant correlation with SES. However, other variables did seem to affect the distance residents traveled from their dwelling place. The significant items and their correlations are listed in Table 28. Of these, the correlations of interest are the following:

- 1) women with many children living at home and/or older

Table 27

Mean Number of Activities in Which Residents Partook
in Each of the Five Geographic Areas

Area	Mean No. of Activities
Neighborhood/community	2.1
City	3.7
Surrounding towns	2.4
Less than 50 miles from Stamford	2.4
Greater than 50 miles from Stamford	2.8

Table 28

Demographic Variables Correlating with the Five Geographic Areas

Area	Item	r	S
Neighborhood/ community	Sex	-.174	.026
	Children 13+	.165	.034
	No. of children home	.204	.001
	Born in Central U.S.	.195	.015
	Political beliefs	.203	.012
City	Race	.244	.003
Surrounding towns	Race	.256	.002
	Born in South	-.187	.019
	Belongs to social organiz- ations	-.157	.041
Greater than 50 miles	Race	.173	.027
	Single	.232	.005
	SES	.166	.033

children rely more heavily on activities in their neighborhood/community;

2) people who belong to many social organizations travel to the surrounding towns more often;

3) singles are more apt to travel greater distances; and;

4) race, rather than SES, appears to be the distinguishing demographic variable, with whites being more likely to do things in the city, surrounding towns, and locations greater than 50 miles from Stamford.

The Effect of Political Beliefs on QOL. Respondents rated their political leanings on a 5-point scale with the majority describing their beliefs as middle-of-the-road or liberal (Table 29). Once again, this factor did not seem to affect their QOL rating but it did influence their thinking about their well-being. More liberal thinkers believed that the notion QOL had numerous meanings ($r=.169$, $S=.030$). They felt that an improvement in their financial situation could better their life ($r=.175$, $S=.026$) but that a different environment could not ($r=-.271$, $S=.001$). They regarded their job as very important ($r=-.168$, $S=.031$), and they seemed satisfied with themselves ($r=.161$, $S=.037$) (Table 30).

The Effect of Participation on QOL. The number of social and business/professional organizations in which individuals were active is reported in Table 31. The vast majority (85%) did not belong to business/professional groups nor did they (50%) belong to social organizations.

Table 29

Absolute and Relative Frequencies of Political Beliefs

Political Belief	Absolute Frequency	Relative Frequency (%)
Very conservative	2	2
Conservative	16	13
Middle-of-the-road	44	36
Liberal	37	30
Very Liberal	15	12
No beliefs	9	7

Table 30

Correlations Between Political Beliefs and Various
Aspects of the Notion QOL

QOL Variable	r	S
QOL has numerous meanings	.169	.030
QOL improvements--economics	.175	.026
environment	-.271	.001
QOL priorities--job	-.168	.031
Satisfaction with--self	.161	.037

Table 31

Number of Business/Professional and Social
Organizations Respondents Belonged to

Type of Or- ganization	No. Respondents Could Belong to	No. Respondents Belonged to	%
Business/ Professional	0	105	85
	1	12	10
	2	1	1
	3	2	2
	4	2	2
	5	1	1
	6	1	1
	7	0	0
	8	0	0
Social	0	62	50
	1	28	23
	2	14	11
	3	9	7
	4	3	2
	5	3	2
	6	2	2
	7	2	2
	8	1	1

The level of participation did not correlate significantly with either the QOL rating or the satisfaction with life rating (Table 32). The results provide no support for Bradburn's (1969) theory that increased social interaction results in increased happiness.

Operationalization of QOL. One intent of this study was to explore whether the phrase commonly employed to evaluate QOL--satisfaction with life--was indeed the best measure. Two alternatives were used--a 7-point satisfaction scale and a 7-point best-possible-worst-possible life scale. The correlation between the measures was .67, indicating a significant correspondence between the two. Furthermore, this correlation was probably artificially depressed because of the skewed nature of the distribution (Table 33). Had more subjects chosen points 1-4 on the respective 7-point scales, it is expected that the correlation between the operational alternatives would have been higher. Support for this hypothesis can be seen in the number of people endorsing each rating since the combined absolute frequencies for ratings 5, 6, and 7 on both dependent variables were fairly similar.

Variation of Overall QOL Ratings. The impact of the four demographic variables age, race, sex, and SES on the assessment of QOL was of particular interest. Since two overall measures were used to measure well-being, the correlations of each of these with the four demographics were considered. The only significant correlation with overall assessment of well-being was SES ($r=.210$, $S=.010$). Satis-

Table 32

Correlations Between Participation in Business and
Social Organizations and QOL Ratings

Participation Variable	r with Satis- faction Score	S	r with QOL Rating	S
Business Organizations	-.052	.285	-.023	.399
Social Organizations	-.123	.086	-.063	.245

Table 33

Absolute and Relative Frequency of Endorsement of the
Scaled Ratings of Overall QOL and Satisfaction with Life

Dependent Variable	Rating	Absolute Frequency	Relative Frequency (%)
Worst-Best Possible Life	1-Worst Possible Life	3	2.4
	2	0	0.0
	3	4	3.2
	4	8	6.5
	5	45	36.3
	6	48	38.7
	7-Best Possible Life	16	12.9
Mean=5.419			
Satisfaction with Life	1-Very Dissatisfied	1	0.8
	2-Dissatisfied	1	0.8
	3-Mostly Dissatisfied	4	3.2
	4-Mixed	8	6.5
	5-Mostly Satisfied	40	32.3
	6-Satisfied	50	40.3
	7-Very Satisfied	20	16.1
Mean=5.540			

faction with life correlated significantly with only one of the variables, namely sex ($r = -.154$, $S = .044$) (Table 34). An analysis of variance was done on each demographic variable with each criterion variable. Age had the sole significant F ratio which occurred when satisfaction with life was the criterion ($S = .012$). Applying the Scheffé a posteriori contrast formula, it was found that only the difference in means between the 18-30 year olds (Group 1) and the 31-50 year olds (Group 2) was significant at the .05 level. The younger group reported being the least satisfied with life while the 31-50 year olds reported being the most satisfied. These were the only two groups whose mean satisfaction with life rating varied significantly.

Data Analysis Techniques

Data Reduction

Since the number of demographic variables measured by the researcher was large and there was a concern that multicollinearity might exist, data reduction techniques were employed to reduce the variable set and to combine variables that were highly correlated. Two different methods were used; the first was an empirical approach commonly referred to as factor analysis and the second was a rational one.

The factor program of SPSS (Statistical Package for the Social Sciences) was used to separate the demographic variables into factors. As described in Appendix 7, the solution produced was deemed unacceptable because the factors differentiated did not reduce the data into categories that

Table 34

Summary Table of Correlations between Overall QOL Rating and
Satisfaction with Life Rating and Some Independent
Variables

Independent Variable	Overall Rating	Satisfaction Rating
SES	$r=.210, S=.010$	--- ¹
Race	---	---
Age	---	---
Sex	---	$r=-.154, S=.044$
Regional Difference	---	---
Political Beliefs	---	---
Participation--social	---	---
business	---	---

¹--- no significant correlations

were meaningful for the purposes of this research. As an alternative method, I divided the data into four scales according to some underlying conceptual notions (Table 35). The first scale, Stage in Life Cycle, contained variables which described the present conditions of the person. The first three variables concerned the subject's marital status, whereas the next three documented the number of children the person had in each of three age groups. The final variable measured how many of these children lived with their parents. Previous researchers have included these items as factors in evaluating QOL (Campbell, Converse, and Rodgers, 1976).

Background, the second scale, considered the person's origin in terms of his place of birth, the number of years he lived there, and the size of the area (town, city, or metropolis) in which he spent his childhood. It seemed reasonable that the birth place of the person, in terms of its location, size, and its social climate would affect the assessment of QOL in Stamford. Indeed, such variables have been shown to influence the assessment process in other studies, such as the one conducted by Hogarth (1971), which looked at factors affecting the decision-making processes of judges.

The third scale, called SES, was composed of two types of items. The first set contained the ones commonly encompassed by this factor, namely those related to income, occupation, and education. The second set dealt with the financial

Table 35

The Rational Factors

Factor Name	Variables Included in the Factor
Stage in Life Cycle	Marital status--single, married, disrupted marriages Children 0-5 years old Children 6-12 years old Children 13-17 years old No. of children living at home
Background	Place of birth Length of time lived in birthplace Size of hometown
SES	Employment Occupation Full time/part time Occupation of major wage earner Income Rent/own place of residence Dwelling type Education
Participation	Social organizations belong to Social organizations active in Business/professional organizations belong to Business/professional organizations active in

status of the person in terms of his residence. Once again, SES was used in earlier works of QOL to understand the assessment process (Campbell, Converse, and Rodgers, 1976; Cantril, 1965).

The final group consisted of variables which described the extent of participation of Ss in organizations. The rationale for this was based on Bradburn's (1965) theory that individuals who were more active or involved were more likely to have a positive effect.

These four combinations accounted for all but the following variables: length of residence in Stamford, age, race, sex and political beliefs. Age, race and sex were kept separate because a testing of the hypotheses regarding the factors which affect QOL required the differentiation of the independent influence of these variables (as opposed to the combined impact of a scale).

It was these four rational groups, rather than the empirical ones formed by the factor analysis, which were used in the multiple regression procedure. The reasons for their employment were they were more logical, they could be easily interpreted within a predictive equation, and they were more generalizable because their formation was not dependent on the characteristics of the target population.

Multiple Regression

One of the multivariate predictive analyses used was multiple regression, a general statistical technique which analyzes the relationship between a criterion variable and a

set of predictor variables. This was a viable technique because it permitted the exploration of two of the principal questions of this research. The first concerned the differentiation of those variables which influence the assessment of QOL, and the second considered the operationalization of QOL. Thus the two alternative measures of QOL employed in this study--overall assessment of QOL and overall satisfaction with life--were used as criteria variables and the predictive ability of the respective equations formed was compared.

A problem arose when it came time to select the independent variables for the regression technique because two alternatives were available. The options were the QOL areas which were most important to people--the ranked QOL items--or those with which people were most satisfied--the QOL items rated on the 7-point satisfaction scale. Since either set could serve as predictors of overall well-being, both were used as independent variables.

A combination of two regression techniques was used: the hierarchical and step-wise methods. In the first case, I specified the order of entry of variables into the regression equation. This was guided by a conceptual notion. In the second case, variables were added in single steps on the basis of preestablished statistical criteria. Thus the order of inclusion was determined by the respective contribution of each variable to the explained variance.

The rationale for the selection of the hierarchical

method was the belief that logic and a conceptual notion should dictate the order of entry of variables and not the statistical conditions. One of the initial suppositions of this work was that the rankings of variables would vary, in the case of the importance independent variables, or that the satisfaction ratings would vary, in the case of the satisfaction independent variables. Indeed, initial analysis of the data showed this to be true. In both cases, the items were separated into four groups according to rational thinking and statistical evidence. The former was partially dependent on information gained during the interviews and preliminary studies and from previous research. The four sets based on the satisfaction ratings are presented in Table 36, with the mean rankings placed in brackets.

The order of entry of variables into the equation was determined by the component of variation attributable to each variable after all the other independent variables had been introduced. Hence the item which accounted for the most variance was placed first and so on until the limits guiding the program were set. In this case, the arbitrary rules I set specified that only those variables whose F ratio was significant and/or whose R square was .01 or more were to be included in the equation.

These two regression techniques were combined by specifying the order of entry of four groups of concerns but allowing the program to arrange the variables within these groups. Thus while the groups were hierarchically arranged,

Table 36

The Division of Satisfaction Ratings into Four Groups

Group 1

Family (6.0)¹
 Friends (5.7)
 Health (5.5)
 Home (5.7)
 Religion (5.6)
 Self (5.5)

Group 2

Job (5.2)
 Recreation (5.2)
 Relatives (5.3)
 Education (5.2)

Group 3

Environment (4.5)
 Income (4.7)
 Neighborhood (4.95)
 Safety (4.7)
 Social Services (4.6)

Group 4

City (4.3)
 Public Services (4.3)
 Transportation (4.3)
 Government (3.7)

¹Mean rankings are in brackets.

the variables composing each group were given equal weightings. It was left to the program to determine the priorities of the individual concerns.

To summarize, two dependent variables, two sets of independent variables, and two regression techniques were studied to see which combinations produced the most predictive and/or meaningful solutions. An outline of the organization of these results is presented in Table 37.

Table 37

An Outline of the Organization of the
Multiple Regression Analysis

Multiple Regression Technique	Dependent Variable	Independent Variable
Hierarchical	Overall satisfaction with life	Individual component Satisfaction scores
	Overall satisfaction with life	Individual component Importance rankings
	Overall QOL	Individual component Satisfaction scores
	Overall QOL	Individual component Importance rankings

Independent Variable--Importance Rankings. When individual component importance rankings were the independent variables and overall rating of QOL the dependent variable, an equation with 19 steps and an R square of .196 was formed (Table 38). Therefore, all possible predictors could account for only 20% of the variance. The order of the groups of variables is consistent with that specified by the researcher. However, based on the results, this does not seem to be the most useful arrangement because the first set of variables can explain only 5% of the variance.

There was only a 1% change in the amount of variance accounted for (from 20% to 21%) when the dependent variable was changed to overall satisfaction with QOL. Once again, 19 variables were entered and this time R square equalled .208 (Table 39). Unlike previously, the order of the variables was altered. Religion, which belonged to Group 1, came after two items which were part of Group 2. Income and environment, both members of the third group, were interspersed with "higher" items. This reordering implies that some variables had more predictive power than was originally assumed. A comparison of the ordering of the variables resulting from the use of two different dependent variables is presented in Table 40. Upon inspection, it can be seen that the two lists are quite similar. The first eight items are identical but the order varies slightly. The remaining variables are not only the same in name, but also in arrangement (except for two inversions). It seems that the changes

Table 38

Multiple Regression Solution When Importance Rankings Were the Independent Variables and Overall QOL the Dependent Variable

Variables	Multiple R	R Square	RSQ Change	Simple R	B	Beta
Self	0.15227	0.02319	0.02319	-0.15227	-0.4660655D-01	-0.20914
Home	0.20010	0.04004	0.01685	-0.11486	-0.3071277D-01	-0.09963
Family	0.21579	0.04657	0.00653	-0.11409	-0.4614520D-01	-0.15731
Friends	0.21996	0.04838	0.00182	0.08550	0.1298030D-01	0.03552
Health	0.22515	0.05069	0.00231	-0.00816	0.3734859D-01	0.12661
Religion	0.28559	0.08156	0.03087	-0.11753	-0.3881597D-01	-0.20213
Job	0.30528	0.09320	0.01164	0.09451	0.3030339D-01	0.13885
Relatives	0.31528	0.09940	0.00621	-0.12198	-0.3408419D-01	-0.15264
Income	0.32525	0.10570	0.00639	-0.05989	-0.4249231D-01	-0.14703
Education	0.33705	0.11360	0.00781	-0.04342	-0.2933660D-01	-0.10521
Environment	0.38012	0.14449	-0.03089	-0.03132	-0.6038786D-01	-0.19729
Recreation	0.40055	0.16044	-0.01594	-0.10481	-0.3112943D-01	-0.11672
Safety	0.40828	0.16669	0.00625	0.14427	0.2721440D-01	0.08308
Neighborhood	0.40842	0.16681	0.00012	0.05690	0.1400885D-01	0.04629
Social Services	0.42821	0.18336	-0.01655	0.19860	0.5181695D-01	0.17599
Public Services	0.43439	0.18869	0.00533	0.07571	-0.2973665D-01	-0.07009
City	0.43859	0.19236	0.00367	-0.04024	-0.1709283D-01	-0.05624
Government	0.44064	0.19416	0.00180	-0.01799	-0.1482268D-01	-0.05143
Transportation	0.44273	0.19601	0.00185	0.04190	-0.1468443D-01	-0.04688

Table 39

Multiple Regression Solution When Importance Rankings Were the Independent Variables and Satisfaction with Life Was the Dependent Variable

Variables	Multiple R	R Square	RSQ Change	Simple R	B	Beta
Health	0.12399	0.01537	0.01537	-0.12399	-0.2994332D-01	-0.10818
Home	0.16187	0.02620	0.01083	-0.09731	-0.3297455D-01	-0.11399
Self	0.18685	0.03491	0.00871	-0.11000	-0.2366914D-01	-0.11320
Friends	0.19287	0.03720	0.00229	0.09503	0.2115934D-01	0.06172
Family	0.19403	0.03765	0.00045	-0.03408	-0.3295437D-02	-0.00984
Relatives	0.26953	0.07265	0.03500	-0.16045	-0.4861729D-01	-0.23203
Job	0.28391	0.08060	0.00795	0.12456	0.6849642D-02	0.03345
Religion	0.28972	0.08394	0.00333	-0.09179	-0.3124608D-01	-0.17341
Income	0.29315	0.08594	0.00200	0.04180	0.3742017D-03	0.00138
Education	0.29556	0.08736	0.00142	0.04766	-0.3433948D-02	-0.01313
Environment	0.37627	0.14158	0.05422	-0.13092	-0.7992579D-01	-0.27828
Recreation	0.38675	0.14958	0.00800	-0.08019	-0.2431340D-01	-0.09716
Neighborhood	0.39358	0.15490	0.00533	-0.04425	-0.9069472D-02	-0.03194
Safety	0.39384	0.15511	0.00021	0.04906	-0.1843526D-03	-0.00060
Social Services	0.43397	0.18833	0.03322	0.22292	0.6485871D-01	0.23476
City	0.45103	0.20343	0.01509	-0.07909	-0.3415324D-01	-0.11977
Public Services	0.45554	0.20752	0.00409	0.00540	-0.3011947D-01	-0.07566
Government	0.45593	0.20787	0.00035	-0.01462	-0.5867734D-02	-0.02170
Transportation	0.45624	0.20816	0.00029	0.05059	0.5414048D-02	0.01842

Table 40

Comparison of the Ordering of Variables Resulting
When Overall QOL and Satisfaction with Life
Were the Dependent Variables and Importance
Rankings and Satisfaction Scores Were the
Independent Variables

Overall QOL		Satisfaction with Life	
Importance Ranking	Satisfaction Score	Importance Ranking	Satisfaction Score
Self	Self	Health	Self
Home	Family	Home	Family
Family	Health	Self	Home
Friends	Religion	Friends	Religion
Health	Home	Family	Health
Religion	Friends	Relatives	Recreation
Job	Recreation	Job	Friends
Relatives	Job	Religion	Relatives
Income	Education	Income	Job
Education	Relatives	Education	Education
Environment	Neighborhood	Environment	Income
Recreation	Income	Recreation	Safety
Safety	Safety	Neighborhood	Neighborhood
Neighborhood	Social services	Safety	Social services
Social services	Environment	Social services	Environment
Public services	Transportation	City	City
City	Government	Public services	Transportation
Government	City	Government	Government
Transportation		Transportation	Public services

in the distribution of the items in the satisfaction with life regression made the two solutions more alike.

Independent Variables--Satisfaction Scores. Once the independent variables were changed to the individual component satisfaction scores, there was a noticeable difference in the predictive abilities of the regression equations, regardless of the criterion used. When overall QOL was the dependent variable, 18 entries were able to account for 49% of the variance (Table 41). Public services was the only variable which was not included in the equation. The first three items alone, self, family, and health, explained 30% of the variance while the next seven items added little explanatory power. The remaining variables, which were part of the last two groups, could account for 16% of the variance.

When overall satisfaction with life was the dependent variable, 19 items were used in the equation which had an R square of .527 (Table 42). This time, self, family and home accounted for 37% of the variance. One finding, which is immediately obvious, is that self and family have an important impact on people's assessment of their QOL and can together account for as much as 33% of the variance. It should be noted that there was virtually no movement of the items out of the groups in which they were placed. This differs from the previous situation when overall QOL was the criterion. Table 40 displays the ordering of the items when the dependent variable was held constant and the

Table 41

Multiple Regression Solution When Satisfaction Scores Were the
Independent Variables and Overall QOL Was the Dependent Variable

Variables	Multiple R	R Square	RSQ Change	Simple R	B	Beta
Self	0.44087	0.19437	0.19437	0.44087	0.2513544	0.29698
Family	0.51735	0.26766	0.07329	0.35921	0.2708341	0.28041
Health	0.55028	0.30281	0.03515	0.40306	0.1570258	0.21176
Religion	0.55183	0.30451	0.00171	0.15521	-0.1969946D-01	-0.02610
Home	0.55251	0.30527	0.00075	0.19016	-0.1025639	-0.11285
Friends	0.55291	0.30571	0.00045	0.28183	-0.1449180	-0.14747
Recreation	0.57020	0.32513	0.01942	0.24810	0.1262419	0.13784
Job	0.57052	0.32550	0.00037	0.08689	-0.3762997D-01	-0.06382
Education	0.57084	0.32585	0.00036	0.12633	-0.2162688D-02	-0.00247
Relatives	0.57113	0.32618	0.00033	0.21282	-0.1476603D-01	-0.01831
Neighborhood	0.63005	0.39697	0.07078	0.36464	0.2047894	0.30762
Income	0.65874	0.43394	0.03698	0.27417	0.1299584	0.20297
Safety	0.67810	0.45983	0.02588	0.3844	-0.1847173	-0.24943
Social Services	0.69247	0.47952	0.01969	0.19096	0.1033134	0.14706
Environment	0.69473	0.48265	0.00313	0.20029	0.6959993D-01	0.08121
Transportation	0.69825	0.48755	0.00490	-0.00607	-0.4324064D-01	-0.07510
Government	0.70010	0.49013	0.00258	0.12862	0.4091703D-01	0.05778
City	0.70031	0.49044	0.00031	0.24747	0.1931374D-01	0.02260

Table 42

Multiple Regression Solution When Satisfaction Scores Were the
Independent Variables and Satisfaction With Life Was the Dependent Variable

Variables	Multiple R	R Square	RSQ Change	Simple R	B	Beta
Self	0.45305	0.20525	0.20525	0.45305	0.2504344	0.31535
Family	0.57499	0.33061	0.12536	0.44322	0.2222829	0.24528
Home	0.60741	0.36895	0.03834	0.34358	0.3649605D-01	0.04280
Religion	0.62075	0.38533	0.01638	0.25328	0.3251085D-01	0.04591
Health	0.63018	0.39713	0.01180	0.39184	0.1186609	0.17054
Recreation	0.64693	0.41852	0.02139	0.28305	0.1184765	0.13786
Friends	0.64729	0.41899	0.00047	0.36154	-0.8746776D-01	-0.09486
Relatives	0.65664	0.43117	-0.01218	0.37008	0.5598128D-01	0.07399
Job	0.66276	0.43926	0.00808	0.27913	0.1937384D-01	0.03502
Education	0.66527	0.44259	0.00333	0.09553	-0.4909561D-01	0.05964
Income	0.69510	0.48317	0.04058	0.34930	0.1441610	0.23996
Safety	0.70170	0.49238	0.00921	0.04521	-0.1349080	-0.19415
Neighborhood	0.71268	0.50792	0.01554	0.31968	0.1088726	0.17429
Social Services	0.71362	0.50926	0.00134	0.13980	0.1986501D-01	0.03014
Environment	0.71391	0.50966	0.00041	0.14529	0.2350845D-01	0.02923
City	0.72053	0.51916	0.00950	0.15592	-0.1080094	-0.13470
Transportation	0.72281	0.52246	0.00330	0.18768	0.3312416D-01	0.06131
Government	0.72492	0.52551	0.00305	0.10659	0.4340380D-01	0.06532
Public Services	0.72567	0.52660	0.00108	0.19045	0.3002450D-01	0.04719

independent variable varied and vice versa. Although the R square value increased considerably once the independent variables were changed from importance rankings to satisfaction scores, the complete equation could still account for only approximately 50% of the variance. The question of interest at this point is which concerns comprised the remaining 50%. This will be considered in the Discussion section.

The various manipulations were helpful in answering the original questions. In response to the issue of which overall measure of well-being was the better one for evaluating QOL, it was shown that satisfaction with life, rather than overall QOL was able to account for a greater share of the variance but that this amount was not significant (Table 43). Although the predictive capabilities seemed comparable, the variables and their order in the regression equations were quite different. Because the difference between the two measures was slight, it was concluded that both were viable alternatives to measure well-being.

A second problem concerned the appropriate choice for the independent variables. Of the two alternatives, satisfaction scores or importance rankings, the first set was definitely most predictive. It was able to account for approximately 30% more of the variance (Table 43). Once again, a content analysis does not provide much information with respect to this issue because the ordering and selection of variables was not constant.

Another intention of the multiple regression was the

Table 43

Summary Table of the Results of the Multiple Regression
Technique

Issue	Independent/ Dependent variable	Results	
Choice of dependent variable	Individual Component I.V.=Satisfaction ratings	Overall satis- faction w/life	R=.527
		Overall QOL	R=.490
		Difference	<u>.037</u>
	Individual Component I.V.=Importance Ranking	Overall satis- faction w/life	R=.208
		Overall QOL	R=.196
		Difference	<u>.012</u>
Choice of independent variable	D.V.=Overall satis- faction w/life	Individual compon- ent satisfaction rating	R=.527
		Individual compon- ent importance ranking	R=.208
		Difference	<u>.319</u>
	D.V.=Overall QOL	Individual compon- ent satisfaction rating	R=.490
		Individual compon- ent importance ranking	R=.196
		Difference	<u>.294</u>

differentiation of the QOL components which were most important in the assessment of personal well-being. The five concerns respondents valued most were family self, home, health, and religion. This was true irrespective of the dependent variable used but when satisfaction ratings were the independent variables.

Canonical Correlation

One of the research questions under consideration was the correspondence between a person's importance ranking of a QOL concern and his satisfaction with it. That is, just because a person is pleased with a QOL area does not mean it is important to him and vice versa. To address this issue, canonical correlation analysis was used. This technique derives a linear combination from each of the sets of variables inserted so that the correlation between the linear combinations is maximized. Therefore it would account for as much of the variance between the two types of measurements of QOL as possible.

The solution produced 19 canonical correlations, although only the first two were significant at the .05 level or better (Table 44). The first set of canonical variates had an eigenvalue of .604 which meant that 60% of the variance in the first canonical variate was accounted for by the second one. The variables loading on the first correlation were city (s)¹, education (i), family (s,i),

¹The s,i stands for satisfaction rating and importance ranking respectively.

Table 44
Canonical Correlation

Number	Eigenvalue	Canonical Correlation	Wilk S Lambda	Chi-Square	D.F.	Significance
1	0.60435	0.77740	0.00787	477.23877	361	0.000
2	0.49440	0.70313	0.01988	385.90625	324	0.009
3	0.41475	0.64401	0.03933	318.72876	289	0.110
4	0.40278	0.63465	0.06720	265.96094	256	0.321
5	0.33868	0.58196	0.11252	215.18646	225	0.672
6	0.31345	0.55987	0.17014	174.45569	196	0.863
7	0.27976	0.52892	0.24782	137.41205	169	0.963
8	0.22544	0.47480	0.34408	105.08751	144	0.993
9	0.20603	0.45391	0.44423	79.92503	121	0.998
10	0.16225	0.40280	0.55950	57.20009	100	1.000
11	0.13328	0.36507	0.66786	39.76239	81	1.000
12	0.08813	0.29686	0.77056	25.67319	64	1.000
13	0.06030	0.24555	0.84503	16.58601	49	1.000
14	0.04625	0.21507	0.89925	10.46025	36	1.000
15	0.03005	0.17334	0.94286	5.79551	25	1.000
16	0.01662	0.12894	0.97207	2.79046	16	1.000
17	0.00879	0.09374	0.98850	1.13921	9	0.999
18	0.00269	0.05183	0.99726	0.26984	4	0.992
19	0.00005	0.00707	0.99995	0.00491	1	0.944

friends (s,i), government (s,i), health (s,i), home (i), income (s), job (s,i), recreation (s,i), self (s,i), neighborhood (s), and social services (s,i). The second correlation had an eigenvalue of .494 and consisted of city (i), education (s), income (i), environment (s,i), home (s), neighborhood (i), safety (s,i), public services (s,i), relatives (s,i), religion (s,i), and transportation (s,i) Table 45). These results have a number of implications. Firstly, they suggest that the correspondence between the two dependent variables, satisfaction ratings and importance ratings is relatively high, .77, when the variables being considered are those in the first set. However, it should be noted that although the correlation, which ranges from 0 to 1, may be high, the scores may not be congruent. This is why the satisfaction ratings and importance rankings can have a high canonical correlation while the satisfaction ratings can better predict QOL. Another contributor to the high correlation coefficient may be the design of the program since the equations are set up to maximize the correlation between entries. Secondly, the importance of some attributes to respondents depended on their satisfaction with it (or vice versa) with these exceptions: education, city, home recreation, and neighborhood. Finally, there does not seem to be an obvious or comprehensible pattern to the division of the items into the two sets.

In summary, the concept QOL was found to be meaningful

Table 45

Canonical Correlation Coefficients
for the Two Sets of Canonical Variates

Coefficients for Canonical Variables of the First Set			Coefficients for Canonical Variables of the Second Set		
Variables	Canvar 1	Canvar 2	Variables	Canvar 1	Canvar 2
City	-0.32576	-0.32864	City	-0.54844	-0.01509
Education	-0.21297	-0.16597	Education	0.01750	0.03907
Environment	-0.01309	-0.42713	Environment	0.15299	0.32710
Family	0.50121	-0.14034	Family	-0.60718	0.18816
Friends	0.30817	-0.00727	Friends	0.11348	0.00686
Health	0.67312	0.06994	Health	0.45728	0.02581
Home	-0.27265	-0.18126	Home	0.33070	0.17388
Government	-0.07126	-0.02253	Government	0.03955	-0.19836
Income	-0.16790	-0.26384	Income	0.36384	0.17302
Job	-0.41220	-0.17522	Job	-0.11578	0.08206
Neighborhood	-0.05510	-0.28065	Neighborhood	-0.38286	-0.12820
Safety	0.07906	-0.33829	Safety	-0.13207	-0.28543
Public Services	0.11311	0.28137	Public Services	0.03911	0.31560
Recreation	0.10234	-0.08733	Recreation	0.07271	-0.19741
Relatives	0.09817	-0.84284	Relatives	-0.06745	0.58949
Religion	0.06350	-0.28558	Religion	0.08701	0.21692
Self	0.12227	-0.04832	Self	0.11544	0.08745
Social Services	-0.26815	0.04129	Social Services	0.56979	-0.23598
Transportation	0.04873	-0.19443	Transportation	0.43880	0.01765

to respondents; they not only understood the notion but also used it to evaluate their well-being. The interpretations and exact contexts of use of the concept varied. Overall evaluations of QOL as well as specific ones geared to each of the 19 QOL components were reported. Both overall measures, satisfaction with life and overall QOL proved to be acceptable measures of the concept. The importance rankings of the 19 concerns were divided into four groups (a core group and three satellite ones) which ranged from the most personal to least personal concerns. The satisfaction ratings could be separated in a similar manner. The canonical correlation between the two scores was quite high (.77) indicating a correspondence between the items people felt were important to them and their satisfaction with them. Of the two potential independent variables in the multiple regression equation, importance rankings or satisfaction ratings, the latter were much better predictors of overall QOL. However, at best, the regression solution could account for only 52% of the variables in QOL. A discussion of the meaning of these findings follows.

DISCUSSION

This chapter analyzes and synthesizes the findings reported in the Results section. The format is based on the analytical framework put forward in Chapter 2 in that it discusses the results in the following order--properties, categories, category dimensions and determinants. This is followed by an exploration of the application of QOL data in the formation of social policy. The chapter concludes by offering suggestions for future research.

Properties

Meaning

One of the initial questions of this exploratory study concerned the meaning of the phrase "quality of life." Before continuing to develop this concept, I felt it necessary to step back and confirm a popular interpretation, something which previous authors rarely did. We may now conclude that these authors were correct in their assumption that readers were indeed familiar with this phrase. Virtually all the respondents in this study had an understanding of the term although their interpretations varied.

Much has been written in the QOL literature with respect to the scientific meaning of QOL. The consensus has been that there is no widespread agreement as to the meaning of the concept. Interestingly, there seems to be less diversity

of interpretation among "laypersons" than among "experts." Why this is so is unclear. Perhaps scholars of QOL, by being committed to their various disciplines and levels of analysis, tend to add unnecessary layers of complexity to the concept while the layperson adopts a more simplistic and culturally determined definition.

The QOL definitional controversy discussed so frequently in the literature, rarely dealt with popular interpretations of the concept. Yet such a consideration would appear to be important, especially since many of the researchers considered earlier set out to measure the perceived QOL of their select sample. Their procedure, in which they defined QOL by usually preselecting the components, contradicted their claim that they were measuring the respondents' perception of personal well-being. This practice might be acceptable had the researchers relied on theoretical issues that guided the choice of components. Instead, many relied on intuition or findings of previous investigators who also preselected their variables. My concern was that this procedure may not capture the respondents' understanding of the QOL concept. Using the results of this study as a guide, it appears that the Stamford sample did not provide many of the definitions found in the literature. They did not consider QOL as highly political with "inevitable political implications" as Henriot (1972) suggested, nor did they discuss it in terms of problems that are the consequences of success (Overhold and Kahn, 1976; Berger, 1976). Rather, QOL was interpreted

as personal, with generally positive affective implications, as is conveyed in statements such as "QOL means love, acceptance and understanding" or "QOL is an emotional fulfillment with the things around me."

Some investigators (Bederman, 1976; Ling, 1974) defined QOL by choosing components which they believed were subsumed by this concept, such as housing and populations size. According to Hornback and Shaw (1973), one potential hazard of this approach is a proliferation of components, many of which may not be congruent with the public's definition of QOL.

Thirty-seven different components were contained in the studies reviewed in this thesis (see Chapter 1); of these, seventeen were listed by respondents in my sample. This means that two components which Stamford residents included in their definition of QOL, namely home and city, were overlooked by previous researchers. Said differently, these researchers included items which the respondents did not consider important to their personal well-being.

This finding recalls the expert vs. layperson controversy discussed earlier. As a brief reminder, the controversy involved the question of who knows best--the actor (in this case the respondent) or the expert (the researcher). My findings suggest that neither "knows best" but that they are both important sources of information precisely because they may perceive conditions differently from each other. There may be some aspects of the QOL components which have

a greater impact on a person's life than is realized by them but which are identified by the "experts." The converse is equally true.

There is no simple solution to the expert vs. layperson controversy. However, I would suggest that QOL component lists be generated by both investigators and respondents, thus identifying the concerns of both groups, some of which may or may not overlap. It then remains to analyze why discrepancies exist. Based on my and previous findings, such an analysis might reveal that the various interpretations result from a combination of factors related to demographic variables, available information, personal history and interests, and others.

While some experts used QOL components to interpret the QOL concepts, others used aggregate statistics as substitutes for QOL. Some commonly selected were GNP (Shea, 1972) and standard of living (EPA, 1972). However, respondents did not consider these as adequate substitutes for quality of life principally because they did not share its basic ingredient, namely "quality."

Respondents clearly stated that the concept quality of life was more than just the simple fulfillment of basic needs. As one individual explained, "QOL makes the difference between living and existing. Living takes you above material things; living is being able to think and feel, to be free to follow ideas." According to one elderly black respondent, QOL was the "opportunity to achieve and develop

the self to the fullest." To these people, the term "quality" represented something much more tangible and personal than the terms "standard" or "need."

Regardless of whether GNP or other macro indicators should or should not be considered substitutes for QOL, the fact that they are linked by various writers suggests that QOL can be analyzed on many levels. Although the level of interpretation and analysis in this work represents a person-centered focus, it is not restricted to this perspective. We can also talk about social well-being. Furthermore, concerns relevant at the individual level do not necessarily preclude those important at the macro level. The reverse is also true.

For example, Wilkening, et al., (1973) surveyed select residents of Kickapoo River Valley, Wisconsin on their attitudes towards aspects of their community for the purpose of determining the impact of a reservoir project. The information was to be used to help locate the dam in a site least likely to negatively affect the QOL of the neighboring Valley residents. Although these authors considered QOL from an aggregated, rather than disaggregated perspective, they identified many of the same issues as I have thus reaffirming my contention that there are conditions under which the personal perspective is not inherently contradictory, but rather complementary to the macro perspective.

Some researchers may argue, as Sollie, Frese, and Jones (1975) did, that personal information is not necessary when

studying the QOL of a group. Rather it is the macro indicators which are important and sufficient. None of the authors reviewed previously adopted this perspective. They all seemed to feel, as I do, that the key to understanding QOL is to examine people's perceptions of personal well-being. This was true even for those writers who were concerned with the policy relevance of their data. As Coughenor and Coleman (1979) concluded after their study of the QOL of Eastern Kentuckians, "In attempting to bring the data to bear on the prospects and strategies for development programs, an important principle to remember is that the impetus for change and development grows out of people's dissatisfaction and their aspirations for improvement" (p.21).

A final rationale for studying the interpretation of QOL on the individual level, albeit one that developed post facto, is that respondents interpreted QOL from this personal perspective. No one assumed, as economists and other social scientists often do, that the concept referred to societal well-being. This finding may be a function of the methodology chosen. However, the phrasing of the question did not dictate a personal response. Instead, I am arguing that people generally interpret the phrase QOL from their own viewpoint, and hence to gain a fuller understanding of this concept, it needs to be studied from this perspective.

To summarize, the concept QOL was familiar to, and understood by, almost all respondents. There was agreement that QOL was unique among other macro indicators in its

concern with quality. Although there was no definitive interpretation of the concept, there was consensus regarding the group of most highly valued QOL components. This apparent lack of concept consistency is not critical. In fact, I am advocating that concept consistency is both unrealistic and unnecessary with respect to QOL. It seems sufficient, for the present, to be able to state that the concept connotes a meaning to people which goes beyond their basic needs, which is open to a limited amount of subjectivity and which is influenced by prevailing societal values. Considering the number of potential obstacles to a common meaning of QOL, such as levels of analysis, standards and frame of reference, disciplinary requirements and the external environment, it is striking that people do seem to share a common sense of QOL.

QOL As An Evaluation Framework

My findings suggest that respondents thought about their personal well-being quite frequently and did so within the framework of their daily experiences.

It is interesting that there was no specific time of the day or year when respondents were more apt to evaluate their situation. Some assessed their life at particular points of the day, such as before they went to sleep or while commuting, whereas others claimed to be doing it all the time. Personal well-being was assessed during good times and bad, when happy and sad, and when alone or in social situations. Similarly, there was no one specific event or circumstance

which motivated people to contemplate their welfare.

The important conclusion is that the QOL concept provided a framework for evaluating life conditions. Respondents did judge their lives on a regular basis and were sufficiently conscious of this behavior to be able to enumerate the various occasions when this process occurred.

QOL Categories

Nineteen distinct QOL components were differentiated by the respondents, most of which were found in previous studies. Only two, home and city, did not appear in the list of components used in the studies reviewed in Chapter 1 (see Table 2.) However, it cannot be concluded that these are "novel" areas of concern since no content analysis was provided by these previous writers. To avoid this problem, respondents elaborated on the meaning of each component (Appendix 6). Only in this way can future researchers compare the responses of their sample with mine in an attempt to develop a well-defined list of QOL components.

An argument can be made for preselection of variables since there is a considerable degree of overlap between my findings and those of researchers who did not allow respondents to identify the QOL components. Although this overlap is not unreasonable, since researchers should share the same core components as their respondents, it is not clear whether the category labels and contents are consistent between researcher and actor.

Nonetheless, some conclusions can be abstracted from

this work. It can be concluded, as many previous writers on QOL asserted (e.g., Christakis, 1972), that QOL is a multi-dimensional concept with personal, social, political, community and economic ramifications. None of the concerns differentiated were affective responses, such as happiness or peace of mind. This departs from the lists of researchers, such as Ling (1974), who included "equity" and "social stress" in her component list. Although it is not clearly stated how she and others developed their component lists, they may have evolved from some established theoretical perspective. If this is the case, it is important to state this and to elaborate on the framework being used. Otherwise, it appears as if the components are the result of arm-chair theorizing which places doubts on their validity. In fact, my findings reinforce the contention that researchers who preselect their QOL components may not be tapping the areas of importance of their respondents, but rather are reflecting their own perceptions of personal well-being.

Measures of QOL Components

To achieve the overall objective of this study, namely to provide an intellectual clarification of the QOL concept, I felt it necessary to study both the saliency of the QOL components in people's lives and respondents' affective responses to these components. Hence, an importance and satisfaction scale were used. The issue of concern was the relationship between these two measures with respect to perceived QOL.

The Saliency of QOL Components

The Stamford residents included in this sample shared a fairly similar sense of shared meaning not only with respect to the meaning of QOL but also with respect to the selection of QOL components. An analysis of the respondents' rankings revealed that a select group of QOL categories were consistently rated as most important. Greater differentiation existed between the remaining components which Andrews and Withey (1975) called "satellite concerns"--i.e., items which vary from subgroup to subgroup.

Using content analysis, it was possible to divide the components into four groups. It is not surprising that the first, or core set, containing the variables, family, friends, health, home and self, reflects the respondent's primary concern with interpersonal relations and health. Home was included because the respondents, unlike many previous researchers, did not limit its interpretation to "physical shelter." Rather it was often referenced as an emotional shelter. One respondent described her home as "the only salvation in this cock-eyed world;" another, as a place where "nothing from the outside bothers me." Concepts such as peaceful and relaxed were often used. The importance of the home as a social arena and as a focus for the relationship with children was continually stressed. Regardless of the particular affective response elicited, the concept, home, had a much richer connotation to many people than a mere physical object. This finding has been confirmed in a

previous study by Heyward (1977) who investigated the meaning of home.

It is interesting that health surfaced in this core group because it did not do so in Campbell, Converse and Rodgers' (1976) study. Whereas they found it difficult to explain this unexpected result, my findings suggest that health is a pervasive concern for people of all ages. There is much evidence that Americans are quickly becoming more conscious of their health. The increasing number of exercise salons, health food stores and diet books and yoga and meditation classes attest to this interest in physical and mental health. Respondents uniformly recognized that health was the key to their existence. Without it they claimed their QOL would be markedly reduced. Thus the incorporation of health among the core concerns seems perfectly reasonable. Furthermore, the histograms (Figure 4) of each of the five items showed a consistent exponential relationship, indicating agreement amongst subjects as to the importance of these items.

The second group--education, job, income, relatives and religion--was composed of items which reflect personal concerns that are necessary for, or involved in, daily existence. Education, income and job had equal mean rankings. Their curvilinear relationships with importance (revealed in the histograms) implied that they were not uniformly ranked; some respondents conceived of these three items as very important whereas others did not. The concept, relatives,

was not part of the first group because they were considered secondary to family and even to friends. According to the open-end responses, this was primarily due to spatial separation. Also, many respondents reported having little in common with relatives. Friends, on the other hand, were chosen precisely because there was a sharing of activities and/or emotions. Furthermore, the histogram revealed that on an individual basis, there was no uniform agreement as to the priority granted relatives. Some ranked them as very important, some moderately important and some not at all thus resulting in a trimodal distribution.

Religion also reflected a variation of opinion as to its importance. Its graph had a U-shape which implies that there was a fairly sharp division on its ranking. Unlike the core set, there were differences in this second group as to the relative importance of each concern.

The third group--environment, neighborhood, safety and recreation--represented items which the respondents described as being less personally involving. They tended to overlook these factors until something happened which caused them to recognize their significance. For example, it was only after a home had been burglarized that the owner was awakened to the importance of home security and safety. Previously, he had accepted "safety" as a given and had not accorded it much attention.

Items such as city, government, public services, social services and transportation made up the last, or fourth,

group. Respondents explained that these areas were least important because their ability to affect these services was minimal. A feeling of resignation was fairly uniform as can be seen by the linear graphs.

The contents of the four groups of components suggest that the strength of the relationship between the components and their importance to the individual is governed by at least two factors: the component's apparent prominence in life experience and the extent to which the component is valued by respondents. The more highly valued a QOL component was, the closer it was to the center of the map of the three concentric circles and the greater its relative importance. In contrast, concerns which were not in the core set were those which people shared but did not value uniformly. These were more likely to vary with the four demographic variables studied (age, race, sex and SES). For example, education was particularly significant for women and blacks because they realized that education is generally a precursor to upward mobility and they lacked the necessary learning for such movement.

Satisfaction With QOL Components

The second measure used was a 7-point satisfaction scale. This scale has been one of the most common ways of operationalizing QOL, especially in the more recent studies (e.g., Campbell, Converse and Rodgers, 1976). For purposes of comparison and because it seemed like a valid measure of QOL, the same operationalization was used.

The satisfaction scores, like the importance rankings, also varied with the four demographic variables. Females were more satisfied with the city, friends, and the environment. A partial explanation for this may be that the women spent more time in the city and hence became acclimatized to it and to their surroundings. In general, female respondents were less critical of their companions. They tended to have more of them and to spend more time with them.

Health varied with both race and age. Whites were less satisfied with their health which may be a reflection of the recent concern with health and the poor physical condition many people are in. Older people were also dissatisfied with their health, a finding which has surfaced in earlier works such as Campbell, Converse, and Rodgers (1976) and Mason, Faulkenberry and Seidler (1975).

Another area of dissatisfaction for the elderly was their selves. Their displeasure might be a reflection of the elderly person's perceived lack of control over their situation. Many expressed a felt hopelessness and helplessness and a resolve to try and make the best of things. However, they did feel positive about their family, friends, home, job, relatives, religion, and transportation.

SES also affected satisfaction scores. Individuals in a higher SES tended to be pleased with their income and job. This is not surprising since, for the most part, respondents in this category are experiencing status consistency. They also expressed greater satisfaction with the government.

Many of their comments reflected an understanding of government affairs and an appreciation of the limitations confronting the Stamford administration. A possible implication of this finding is that emotional, and perhaps more important, financial support of wealthy constituents can be gained by explaining the difficulties being encountered due to budgetary and other constraints.

What was the relationship between component satisfaction and component importance? To study this question, the mean satisfaction ratings for the QOL concerns were also separated into four groupings. The items in the first set paralleled those in the first set of the importance ranking except for the addition of religion. The same was true for the latter three groups except for some minor changes. The significance of this finding is that those QOL concerns which were deemed most to least important were practically the same as those with which respondents were most to least satisfied.

This conclusion was reinforced quantitatively by a canonical correlation of 0.78. The analysis also showed that all items in the first or core set loaded in the first canonical vector and that both the satisfaction and importance scores for this core group were included in that first canonical correlation. This finding is interesting because it suggests that people tended to be most satisfied with the things that were important to them and dissatisfied with the things that held little significance for them.

One way to explain this result is to say that respondents tended to rank as both important and satisfactory those categories which they valued most--notably components of the core set. Another is to say that people rated unsatisfactory components as unimportant when they felt they could do nothing to correct the situation.

My qualitative findings, as well as political polls, attest to the fact that many people experience a sense of helplessness and frustration when discussing government and public services. Perhaps this passive "I don't give a damn" approach acts as a defense to help people deal with their perceived lack of control over various aspects of their lives.

It is interesting that although people's weighting of QOL concerns was very similar to their satisfactory rating, the predictive abilities of the importance and satisfaction scores varied greatly. When both of these scores were entered as independent variables in the multiple regression equations, the satisfaction ratings had twice the predictive power as those assessing importance to the respondent. This result would seem to imply that it is the way one feels about an aspect of one's life, rather than its relative priority, that has the greater impact on the overall evaluation, thus reinforcing the notion that the concept QOL has a subjective component. Note that it is the affective response that dominates the assessment process. The policy implications of this finding will be reconsidered in the QOL

and Social Policy section.

Overall QOL

To assess overall QOL, two measures were used. The first involved the satisfaction scale discussed earlier. The second employed a more fluid best-possible-worst-possible life scale. The findings suggest that both were suitable, although not identical alternatives for studying QOL.

The correlation between the satisfaction with life and overall QOL rating was quite high (.67) and the endorsement frequencies of the points on the scales were very similar. Andrews and Withey (1976) found the same value (.68) between their life-as-a-whole and satisfaction scales. When the two operational alternatives were interchanged as criterion measures in the multiple regression equations, the predictive abilities of the respective equations were not significantly different although the order of the items forming the equations did vary.

The fluctuation of each of the four demographic variables was examined for patterns. Only two of them were found to have significant correlations with global assessments of personal well-being. Sex was significantly but negatively correlated with overall satisfaction with life, implying that women were more satisfied with their lives. They were also more satisfied with various aspects of their lives, such as their friends and the environment. Although this finding contradicts the results of some earlier investigators

(Campbell, Converse and Rodgers, 1976; Andrews and Withey, 1976; Buttel, Wilkening and Martinson, 1976) who found no sex differences, it supports the work of Mason, Faulkenberry and Seidler (1975). Reasons for these and other discrepancies may be related to different samples, measures, and research designs.

Age appeared as a variable which differentially affected QOL assessments. This was true for only two age groups--18-30 year olds and 31-50 year olds. Judging from the mean scores, the first group of respondents was the most dissatisfied with their lives whereas the second group was the most satisfied. This finding is partially consistent with previous ones in that Campbell, Converse and Rodgers (1976), Andrews and Withey (1976), Mason, Faulkenberry and Seidler (1975), and Cantril (1965) all reported that younger respondents were unhappy with their life circumstances. The difference involves the middle-aged adults. Logically, it makes sense for them to be satisfied because they were in the prime of their lives. According to their responses, most had stable jobs and incomes with which they were pleased and were young enough for health and other problems of old age not to have developed. Unlike earlier studies (Flanagan, 1978; Mason, Faulkenberry and Seidler, 1975; Rodgers and Converse, 1975), older subjects did not rate their life as most satisfactory; in fact, their mean score was the third lowest.

An explanation for this result can be found in the open-

ended statements. Elderly subjects expressed concern over their health, their financial situation, and their interpersonal relationships. As they became older, they became more dependent on others for emotional support. But it was precisely at this time that relatives and family seemed not to have the time or patience to fulfill this need for attention. Nor could they rely on old friends, most of whom were dead or too immobile to sustain friendships.

SES had a significant correlation with overall QOL which lends support to the work of Andrews and Withey (1975), Mason, Faulkenberry and Seidler (1975) and Rodgers and Converse (1975). There was little dissension regarding the conclusion that individuals in a better social and economic bracket rate their life more positively. Could this be a function of status congruency and/or greater (inequitable) access to desired and needed goods and services?

All the other variables frequently used in past research such as race, stage in family life cycle, and to a lesser extent, political beliefs and geographic context, did not have significant correlations with people's ratings of their overall QOL. Thus, the person-related conditions which were hypothesized as potential influences of perceived QOL did not have the impact expected. In fact, my findings suggest that the specific categories are most closely related to people's overall assessment of QOL, with classification variables, other than age and sex, having little, if any,

effect.

Ability to Affect Personal Well-Being

Although QOL is generally used as a descriptor of present well-being, there was a hint of future expectation or willingness to change in people's statements. Respondents often stated that their present state was highly unstable and they reflected on ways to better their situation. These improvements were organized into three conceptual groups: ability to affect internal improvements, ability to affect external improvements and inability to affect external improvements. Items falling into the first category were personal changes and personal control, i.e., changes which persons could make to themselves.

The second set consisted of alterations which would involve the manipulation of external circumstances such as changing jobs, moving, or traveling. The last group could not be manipulated by the person although changes in government or social services could improve their life.

An examination of the number of times each improvement was mentioned revealed that changes which required self-improvement possessed the highest level of endorsement. These were also the items over which people had the most control. Changes which were suggested included: controlling my temper, being more comfortable with myself so I can be more comfortable with others and being more outgoing. Thus respondents did believe that they could affect their well-being.

On a personal level, many categorically stated that external sources could not improve their welfare and that it was up to themselves to rectify things. "If you don't help yourself, no one else will help you" was a common statement. However, on a subgroup level, blacks tended to disagree. This supports Cantril's (1965) finding. They did not feel that they were responsible for their life situation. In part, considering the social and economic circumstances of most blacks living in Stamford, this feeling may be warranted. Thus the response of blacks may not reflect cultural differences but financial differences which are acquired at birth and which are difficult to change.

There were other areas of improvement which were rated differently by the various subgroups studied. Women and blacks believed they needed more education. They were also the only groups to show a significant correlation with "importance of education," suggesting that education was ranked highly because they lacked the amount necessary to attain desired higher social and occupational positions. As one articulate minority woman stated, "Education has a socioeconomic benefit. It gets you into the world. An uneducated person has a dim future; especially women. When men with less education make more money, I feel damned to be a woman. I need even more education to compete."

Younger respondents appeared rather discontented with the conditions of their life and listed these improvements: social interaction, personal changes, career advancement,

education and government. All of these alterations seem logical for persons shaping their life direction.

Older respondents stated that health would improve their well-being but they personally could do nothing to improve their situation. When we remember that the elderly reported dissatisfaction with their health and themselves because of their poor physical condition and their inability to alter their predicament, this finding comes as no surprise. Most felt they were too old to change their present circumstances and had resigned themselves to living within existing constraints.

The perceived ability to affect one's well-being was not uniform in the Stamford sample. Whites and upper income people felt they could better manage their life circumstances than did blacks, the poor and the elderly who felt more vulnerable to external events. Subgroups listed as areas of improvement aspects of their life which were important to them and with which they were unhappy. Potential proof for this is the finding that self, the most important QOL component for most respondents, was also the domain requiring the greatest improvement. This may also attest to the fact that people felt they were best able to control their own behavior.

Determinants

The conceptual framework for QOL involved the differentiation of potential external influences on personal well-being, called determinants. These were divided into two

dominant groups--context-related and person-related conditions. The three-person-related conditions (other than demographic variables) investigated were geographic location, political beliefs and participation.

Geographic Mobility

Respondents traveled to a variety of geographic locations to fulfill personal and social needs. Although residents were willing to travel considerable distances (a minimum of 50 miles) to get the special things they needed or wanted, most of the daily chores were done nearby in the city. In contrast, neither the neighborhood nor surrounding towns proved very attractive. This is because the neighborhood was interpreted by most as a small area which lacked needed amenities. The surrounding towns were seen as redundant in that they did not offer much beyond that of the city. New York City, on the other hand, clearly provided options unattainable in Stamford and seemed to be a prime attraction for many of the executives and professionals who had moved to Stamford.

Although SES was hypothesized as the factor which would account for differences in distances traveled, the rationale being that wealthier individuals would be able to afford to travel into Manhattan to partake of the available facilities or to go on vacation, this proved to be false. Race turned out to be the dominant characteristic. Whites were more likely to need the services of the city, surrounding towns and places 50 miles or more beyond Stamford. The reason for

this is unclear. Perhaps the needs of blacks are more localized, revolving around social and economic commitments in their immediate vicinity. Nonetheless, it is important to recognize that QOL is influenced by one's ability to gain access to goods and services at various distances from one's home. Furthermore, people are willing to travel and hence to make non personal changes in order to positively affect well-being.

Political Beliefs

The existence of a relationship between personal well-being and political beliefs has been suggested and documented by some researchers (e.g., Inglehart, 1977) but the extent of this relationship needed to be empirically tested.

The results of my study do not confirm this association. The vast majority of residents rated themselves as middle-of-the-road or liberal. Whether this result is partially dependent on the location of the research site in the Northeast, which is traditionally regarded as liberal, is uncertain.

Although most respondents tended toward liberal political beliefs, their comments during the interviews did not seem to clearly differentiate between the two traditional interpretations of the concerns liberal and conservative. Rather they suggested an erosion of meaning was taking place. It is possible that this loosening of definitional distinctions is a result of the change-over in class voting patterns stemming from the increased earning power of skilled blue collar workers (Inglehart, 1977).

The finding that political beliefs did not impact personal well-being may be due to a blurring of distinction with the majority of people sharing similar notions. Or it may be linked to the previous finding that people rate as unimportant areas over which they have no control, such as politics. Or finally, politics may not be conceptualized as having a relationship with interpersonal issues like personal well-being.

Participation

The third person-related condition was participation. This factor was of interest because Bradburn (1965) had reported that positive affect, one of the two concepts of personal well-being, would affect QOL. It was found that while people belonged to many more social organizations than business or professional ones, neither of these had a significant effect on the assessment of QOL. In general, the level of participation was low. This finding may reflect the public's general apathy toward events outside their immediate home life and their stress on privacy and individualism. Or perhaps it is an indication of the inability of organizations to meet the needs of their members. More likely, however, it signifies the lack of a connection between participation and QOL in the minds of respondents. Stamford residents viewed QOL as an individualistic issue, not a participatory one. By definition, these notions are contradictory. In fact, most did not operate in groups larger than the nuclear family. This differs from the early 1960's when primary and secondary

groups were larger. The result may also suggest that people interpreted QOL differently two decades ago.

Predictors of QOL

Up until this point, we have considered the satisfaction and importance ratings applied to the 19 QOL components by respondents and their patterns of variation as well as the fluctuation of overall QOL with the four demographic variables of concern. It now remains to discuss one of the primary concerns of this research, namely the relative impact of individual categories on overall well-being. For this reason, multiple regression solutions were generated using satisfaction scores as the independent variables and overall satisfaction with life as the criterion variable. The three best predictors were self, family and home. These three alone accounted for 36% of the variance. Thus, a person's feeling of self-worth, their relationship with their family, and their home life greatly affected their overall satisfaction with life. From an analysis of the open-ended responses, it was discovered that the first two items were also the most important ones and represented the most meaningful relationships in people's lives. Once again, the close association between importance and satisfaction ratings was confirmed.

Six other components also had a substantial influence on the criterion--relatives, income, neighborhood, health, and religion. In all cases, the R ratios were significant and the R square change was at least .01.

Note that no demographic variables appeared, which is consistent with the work of Andrews and Withey (1976) and Campbell, Converse and Rodgers (1976), and with my earlier finding that overall QOL was not greatly influenced by demographic variables. Once again, we are led to conclude that an assessment of QOL seems to be affected primarily by those concerns valued by people and not by their personal or socially ascribed characteristics.

Given what was said before, these predictors seem rather straightforward. The only exception might be neighborhood since it is less personal than the other eight components. Perhaps this result is due to the fact, supported by studies measuring neighborhood quality (e.g., Birch et al., 1977), that people believe their lives are impacted by the quality of their immediate environment. Thus, respondents who feel their neighborhood does not offer needed goods and services may experience a sense of decreased QOL. The inclusion of neighborhood also suggests that environmental issues play a role in people's assessment of their welfare and reaffirms the basic premise of many environmental social sciences (e.g., environmental psychology) that the environment does affect people's behavior and assessment processes. Policy makers should take notice of the potential influence of environmental quality on the perceived QOL of their constituents.

Social Policy and QOL

A goal of this dissertation is the exploration of a potential use for the QOL data collected. Like previous

researchers, I differentiated policy and/or decision-makers and planners as potential beneficiaries. Unlike previous writers, such as Campbell, Converse and Rodgers (1976), I shall explore this relationship by considering how QOL information may be used and problems surrounding its use.

The link between social policy and QOL is a complex one. Although the relationship is not well defined, it does appear to exist. Christakis (1968) discusses the use of normative planning which involves values as the basis of social planning. Other authors, such as Hudson, Wachs and Schofer (1974) emphasize the need for "personal knowledge" in decision making and planning at the local level. Gornitsky (1980) makes an argument for integrating QOL components in community and social impact assessments.

Let us digress to consider what planners do so we can understand why they might want to use data on QOL. One of their functions is the formulation of alternative futures. Another is the development of middle- and/or long-range plans. In both cases, QOL data can be used to develop the plans and to help judge the effectiveness of these schemes. Information collected before, during and after a plan is implemented acts to monitor the impacts of the program. Comparisons made between the actual and predicted changes suggest necessary alterations to the schema.

Policy makers, especially politicians who are answerable to their electorate, might also want to avail themselves of QOL information. For example, before adopting a

stand on a highly controversial subject, such as abortion, it would be advisable for a legislator to know the feelings of his/her constituents regarding the potential impacts of this issue on their QOL.

There seems to be a fundamental need in the United States and elsewhere for people to measure themselves and to discover in what direction their lives are heading. A proliferation of surveys presently exist which monitor everything from the cost of a basket of groceries for a family of four in major metropolitan areas, to industrial output, to national migratory patterns. No doubt these assessments would be incomplete without the inclusion of QOL data which reveal not only the direction of the movement but perceptions of, and reactions to, these movements.

It is useful to examine a case where government decision-makers actively sought out and used QOL information for the purpose of planning. In 1979, the community leadership of Worcester, Massachusetts felt that the city needed to be revitalized (Corporate Public Issues, VI (3) 6, 1981). Surveys and interviews of the Worcester residents and community leaders were conducted to discover their attitudes about the city. Seven major subject areas were identified and assigned priorities by a group of 30 resident volunteers. Some of these, namely neighborhood, government and education overlap QOL components distinguished by Stamford residents. Task forces composed of community residents were then organized to discuss the subjects and to recommend change

strategies. These decision-makers obviously recognized the value of not only approaching residents for their opinions on personal well-being and on the city, but of involving them in the planning process. One added benefit to citizen participation is a feeling of control or usefulness which findings in this study suggest would result in increased QOL.

Although the Worcester, Massachusetts experience implies that there is a relationship between social policy issues and QOL issues, the connection between the two is highly complex. Indeed, the critical issue here involves unraveling the nature of social policy issues and their impact on QOL as it is perceived at the individual level. Thus, while some decisions may greatly affect personal well-being, others may have a minimal influence. Which social policy decisions are likely to impact QOL and in which direction needs further explanation and clarification.

Even though the association between social policy decisions and perceived QOL is highly tentative, I feel it important to speculate on the meaning of my findings for local decision-makers. Of the nineteen components distinguished by the respondents, almost all appeared to represent suitable concerns for government programs. Since it would be difficult, if not impossible for administrators to concentrate on all nineteen, a suitable beginning might be to examine the nine best predictors of overall satisfaction with life first. These are satisfaction with self,

family, home, health, religion, recreation, relatives, income, and neighborhood. Of these, those with which respondents were least satisfied are probably most amenable to government intervention, especially on the municipal level.

Components applicable to government assistance are perhaps home (but only in the sense of physical shelter), recreation, neighborhood, and education. The need for policy on the neighborhood level is reinforced by the geographical mobility data. Women with children tended to spend most of their time in their immediate locale, yet complained that their neighborhoods offered little opportunity (or access to needed goods and services). Thus, they, along with most people, were forced to travel into central Stamford for the goods they wanted. These findings imply that Stamford planners need to improve neighborhood design so it better serves its residents. One option is to review the zoning laws and to establish commercial strips where appropriate. With energy conservation and the costs of travel, prominent concerns, zoning changes, which permit the development of retail services in neighborhoods and communities, might be most welcome by the residents. Other potential benefits from such a change are a feeling of community cohesion, greater crime prevention since neighbors are more apt to watch out for each other, and reduced dependence on private transportation. All of these were stated as desirable by the respondents.

High SES individuals complained about the recreational

facilities and rated leisure time as very important. Since this group pays a large share of the taxes collected and wields considerable political influence, it might prove advantageous for the Stamford government to consider improving facilities to meet their needs in a more satisfactory fashion. For specific change suggestions, planners need only consult the QOL data collected. For example, Stamford residents requested public tennis courts which were lit at night, more ball fields, and a public swimming pool.

Stamford government agencies might consider intervening in the educational process of women and blacks since both these groups felt more education was necessary to improve their QOL. Programs can range from financial aid, such as scholarships and low interest loans, to the influence of admission quotas. Curricula can be restructured to better reflect the goals and needs of these groups.

Government agencies may need to undergo a careful self-examination since their decisions appear to have a considerable effect on perceived QOL. Indeed, government was the second most frequently mentioned QOL component when respondents were asked what would improve their lives. A common complaint was a feeling of powerlessness and an inability to affect the Stamford administration. Since the concept of control is the underlying factor, government representatives should consider establishing some programs where public input is invited. Indeed, Ackoff (1968) stated that the mere act of citizen participation is sufficient to enhance

QOL. This was borne out by the Worchester, Massachusetts experiment. Furthermore, industrial psychologists (e.g., Porter, Lawler and Hackman, 1966) have found that an increase in responsibility and input into the management process results in greater job satisfaction. These examples, based on the reported reactions of Stamford residents to their social and physical environment, suggest that social policy decisions can and do interact with personal well-being. However, this is not to say that all social policy issues have QOL ramifications, nor that all QOL components are necessarily legitimate targets for social policy. Possible audiences and categories need to be differentiated, but a process for doing this does not presently exist. A discussion of these issues follows.

Before decision-makers can offer assistance to the public on certain QOL components, a number of complex problems must be considered. To begin with, the decision-maker must differentiate the target populations. In other words, who is this public that must be satisfied? Is it big business, consumer groups or others? And if it is consumers, which ones? What if their concerns differ or conflict, which has been the case on such issues as smoking and environmental legislation? Once the identification task is completed, these decision-makers must decide how best to satisfy the needs of the target group while trying to accommodate the needs of contending groups. Quite often the compromise which results leaves both sides dissatisfied. Thus,

planners and policy makers have the hapless job of determining the social policy issues that need action and their priority, the target population and the courses of action. Considering how politically sensitive and risky these tasks inherently are, it is no wonder that few government agencies and officials are devoid of critics.

This same problem of whom to provide services can be viewed from the opposite perspective, namely equity. If we assume that two of my findings are true--that a universal set of values exists and a majority of people value a common group of QOL components--then how do policy makers deal with the fact that not everyone has equal access to these components? One popular alternative has been to grant subsidies, such as low-interest loans for homes and education. During inflationary times, budget cuts and objections to the need for social programs tend to curtail these efforts.

Middle income respondents in my study often referenced the equity problem. They complained that their tax dollars helped fund many social service programs from which they personally did not benefit. They resented their taxes being used to support college tuition grants for low income students while they had to take out bank loans to send their own children to college. Although most respondents conceded that life is not "fair," there was a consensus that something had to be done to bring the quality aspects of life within the reach of more people. The middle income respondents hoped that this would not be done at their expense.

This discussion of equity suggests yet another question which asks, "For whom should policy be made--the collective good or the good of certain subgroups such as business, private citizens, special interest groups or others?" This problem is further complicated by prevailing economic conditions, and by the tendency of people to have many interests and to play many roles. Although this issue will not be dealt with in this work, it is obviously one which has relevance for the QOL concept and one worthy of further exploration.

Returning to our original concerns, the choice of the target group and the determination of appropriate courses of action are not easy decisions for policy makers to make. Sensitive issues such as equality and political control must be recognized and dealt with. However, I am arguing that a consideration of QOL data, which reflect directly on matters of public concern, should suggest acceptable compromise solutions and possibly even public policy. If de Neufville's (1975) contention that good decision making is informed decision making is correct, then relevant QOL data should prove an asset to decision-makers.

However, it must be reiterated that not all QOL components are legitimate areas for government intervention. Respondents clearly stated that any interference in certain personal aspects of their lives, such as their family, would be considered an intrusion and would be rejected. Thus, the question, on which areas of well-being should government

officials develop policy, remains unanswered and is an important issue for study by future researchers.

To summarize, although QOL data seems useful for planners and decision-makers, the specific relationship between the two areas needs considerable exploration. For now, it can be concluded that the general association between the two is potentially symbiotic with policy makers and planners using relevant data to make decisions, while providing a context of application for the information collected.

Limitations of the Present Research

An initial decision was made to study QOL as it is perceived by adults on an individual basis in one target site. The relevancy and interpretation of the concept for persons less than 18 years of age and for those living in various parts of the U.S. was untapped. So too was an analysis of QOL on a collective basis which might have made the finding more appropriate for the purpose of policy formation. Although the application of the results was a consideration of this work, the major emphasis was an intellectual clarification of the concept and a discussion of how the findings could serve decision-makers. The clarification was seen as primary because the connection between the QOL concept and the planning process was not yet defined. Future studies can explore alternative ways to design research so the findings better serve the needs of policy makers.

The research design may have limited the ability of the

study to measure the subjective perceptions of people. It is possible that the structuring of the questions and the individual interviews resulted in experimenter bias. It is also possible that these two factors limited the respondents' conception of QOL. That is, the components which appeared and their evaluation may have been a function of the way in which the research was conducted. However, the open-ended structure of the interview was supposed to prevent the directing of responses. The findings also suggest the possibility of positive aura bias since the graphs of the two measures of overall QOL were both positively skewed and the mean score was quite high.

Future Research Agenda

The present exploration of the concept QOL has confirmed the existence of the notion, suggested contexts in which it is used and revealed some of the components which compose the concept. It now remains for the specific aspects of these QOL components to be detailed. A start can be found in the descriptions provided by the respondents and reported in Appendix 6. A more thorough analysis of these may suggest close-ended questions which cover the various issues mentioned. Future researchers might consider collecting quantitative data on the components to serve as comparisons to the qualitative responses. Any discrepancies between the two might prove instructive in delineating areas which are perceived as better or worse than their present condition. Replication of this study in other geographic

areas would be useful in determining the generalizability of the findings and the concerns noted. This is particularly true outside the continental United States. For example, an article in the New York Times specifically mentioned that a group of Shanghai Academy of Social Science members confessed that they had never heard of the phrase "quality of life" (New York Times, April 17, 1981, A7).

There is a need for academics in the major disciplines to develop a cumulative bank of knowledge concerning the QOL concept. Perhaps a start in this direction would be the integration of QOL questions on census forms. This information could prove useful to future researchers and to theorists advocating a systems approach to the understanding and evaluation of QOL.

Investigators need to reflect on the questions previously asked about QOL, the quality of the responses obtained and the areas which need further exploration. The efforts should try to avoid some of the shortcomings discussed in this work such as preselection of components by the researcher and sole use of univariate statistics.

The ability of various research designs to elicit reliable responses from the public has yet to be considered. Most studies, including this one, approached each respondent individually. Perhaps a group process would have produced different and more useful data for the specific task at hand. Similarly, alternative data analysis techniques need to be explored and a list of viable ones formed. Better

reporting of results would facilitate inter-study comparisons and the interpretation of findings.

Finally, consideration must be given to the development of a weighted predictive model of QOL which can be used on a wide scale by people interested in assessing QOL. Although many authors, such as Campbell, Converse and Rodgers (1976) and Liu (1975) have considered such a model, no comprehensive one presently exists. One reason for this may be that researchers feel that QOL is so multidimensional and its components so apt to be affected by prevailing circumstances that no model could adequately capture the complexity of the QOL concept or be truly comprehensive. Efforts to date can only account for approximately 50% of the variance. Could the remaining 50% of the variance reflect the variation in interpretation of QOL in our multifaceted society? Studies of more homogenous groups, such as residents in small rural towns, may prove useful in understanding this issue. Perhaps it is not the component list but the design of the model which has been inadequate. Another reason may be the belief that "quality" is not measurable and certainly cannot be reduced to a mathematical equation.

Appendix 1

TRAINING MANUAL

Table of Contents

Topic

Schedule	
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Words Interviewers Used to Describe	
QOL Concerns.....	
Reading.....	
Note Paper.....	

SCHEDULE

TRAINING MANUAL

Tentative Schedule

Day 1 - January 31, 1979

1. Welcome - interviewers introduce themselves.
2. Introduction to the area of concern, namely Quality of Life (QOL)
3. Research format-
 - a. minimum of 2 interviews per week
 - b. weekly or bimonthly meetings to discuss problems
4. Explanation of questionnaire:
 - a. rationale behind the instrument
 - b. rationale behind each question
 - c. description of the type of answers each question should elicit
 - d. explanation of the scales used.
5. Learning how to use a coding sheet
 - a. practicing how to code the demographic data on coding sheets
6. Discussion of interviewing techniques
 - a. pitfalls
 - b. beware of bias
 - c. prodding
 - d. readings
7. Explanation of how the data are to be written
 - a. what each QOL concern means
 - b. write things verbatim; don't need to be redundant
 - c. type or write legibly the interview immediately after you have finished it

Homework Assignment

1. Become acquainted with the questionnaire. Note anything that you are unclear about
2. Read the assigned reading on "interviewing"

Day 2 - February 1. 1979

1. Review the interview schedule. Answer any questions on its format.
2. Mock interview.
I will interview someone and the interviewers will write down the information
This will be followed by a discussion of the results

Homework

1. Interview between 3 and 5 people by Tuesday, February 6.
2. Please drop off your response sheets (and tapes) at Community Development on Tuesday, February 6
3. We will meet again on Thursday, February 8 to review the interviews you handed me, go over any problems, and change the wording of questions, if necessary
- *4. It is very important that you note any problems that you encounter so we can discuss them. Probably others are having the same difficulties as you so your input will be valuable to them as well.

Day 3 - February 8, 1979

1. Review interviews that were done earlier in the week
2. Discuss any problems
3. Revise the question
4. Continue piloting if necessary

INSTRUMENT

INTERVIEW SCHEDULE

of Linda B. Gornitsky

Introduction

Before we begin the interview, I would like to make sure that you understand what this study is about. You, and about 200 other Stamford residents are being asked to take part in about a one hour interview in which you will be asked to talk about life in Stamford. The purpose of this study is to try and get a better understanding of what is important to people living in Stamford, something which we can learn only by talking to you and others living in the city. We intend to share the results of our work with policy-makers who can use it when making decisions about what needs to be done in the city.

I want to reassure you that all answers you give will be treated in strict confidence and that your name will not be used when reporting results. It will be known only to the interviewer and the research director of this project. Your participation is strictly voluntary. If there is a question which you don't want to answer, then you will not have to answer it. One final thing; I would appreciate it if you would sign a form which simply states that you agree to participate in the study.

CONSENT FORM

The interviewer has informed me about this study on life in Stamford. I have agreed to participate in the study which involves questions about my feelings toward Stamford. The interviewers have informed me that all information will be held anonymous and confidential and that I may withdraw from the study at any time.

Name: _____
Please sign your name -- Do Not Print

Date: _____

CODING

<u>S's</u> Number (1-200)	col. 1-3
<u>S's</u> Sex (Male =1, Female = 0)	col. 4
<u>S's</u> Race (White = 1, Black = 0)	col. 5
Card number	col. 6
Census tract number	col. 7-9

Part 1

It would help me to better understand your feelings about Stamford if I knew a little bit about yourself. I would like to ask you a few general questions like...

QuestionsCoding Instructions

- | | |
|---|--|
| 1. How long have you lived in Stamford | Put in exact number; col. 10 - col. 11. |
| 2. Where did you live before this? | Write name on separate sheet of paper. |
| 3. How long did you live there? | Put in exact number; if not applicable, use 0. col. 12-13. |
| 4. Does the part of Stamford you live in have a name? If yes, what is it? | Take the number from the sheet labelled 'Stamford Neighborhoods' col. 14-15. |
| 5. How old are your children?
Number between ages | Put in number in each age group |
| 0-5 | col. 16 |
| 6-12 | col. 17 |
| 13-17 | col. 18 |
| 18+ | col. 19 |
| 6. How many children live at home? | Put in exact number; col. 20 |
| 7. What is your Marital status? | |
| single | col. 21 |
| married | col. 22 |
| divorced | col. 23 |
| separated | col. 24 |
| widowed | col. 25 |

Part 2

People often talk about the lives they and others are leading. In regards to this, I was wondering...

Questions

1. What is most important to you in life?

2. Some people have suggested other areas that are important to them in their lives. I am going to mention some of these. Could you please tell me how you feel about them--that is how important are these things to you?

home
income
education
employment opportunity
health
public services (garbage collection, sewers)
recreation, leisure time
public safety
government (national, municipal)
transportation
environment (physical)
religion
friends
relatives
neighborhood
family (immediate)
social services
self

Instructions

Print the global areas not listed in question 2 on cards. Probe each area after the respondent mentions it. Try to find out how each of these areas affects QOL; i.e. what is it about health that they value. When they have finished discussing an area, ask the question "What else is important to you?"

Vary the order of this list; each time you read it begin with a different area. Read only those which the respondent did not mention on their own.

Instead of continually repeating the question "How important are these things to you?" try using some of these alternatives:

What is your opinion about _____ in relation to yourself?

How do you feel about your _____?

What does _____ mean to you?

What is your opinion about _____ in relation to yourself?

Part 2 (cont'd)

3. On these cards before you are all the things that you told me were important to you in life. Please order them placing the most important one on top, the second most important one under it and do on until all the cards are ordered from most to least important.

4. Now I am going to show you a 7-point scale which ranges from very satisfied to very dissatisfied. Please tell me the number which corresponds to the way you feel about each of the areas on the cards in front of you.

5. A phrase that often seems to come up when people discuss their area is quality of life. Does this term mean anything to you? If yes, what? If no, then ask; "What do you think others mean when they use the term QOL?" (Skip to question 7).

6. Do you ever think about your QOL? If so, when?

7. How would you rate your life on a scale from 1-7?

8. Are there things that you think can be done to improve your QOL? If yes, what do you think can be done? If no, why not?

Give the respondents the cards with the areas printed on them. On the sheet labelled QOL areas, mark the rating next to the appropriate area. Add any new areas that the respondent mentions.

Show the S a card with the 7-point satisfaction scale (ladder) printed on it. For those people who seem to be having problems with this scale, show them the ladder scale and ask the question once more.

Show S a 7-point scale (ladder) which has as its anchors "best possible" and "worst possible."

Find out who would have to make the changes necessary to improve their QOL. Probe about the government, service agencies and changes they could make themselves. If they answer 'no', find out why they feel they personally cannot improve themselves.

Part 2 (cont'd)

9. Before you is a card with 5 geographical areas printed on it. Some people need to travel to other areas in order to get to places, people, on activities which are important in their lives. I am interested in knowing which of these areas you use in order to improve your quality of life. In other words, how far do you travel from your home to get those things which are important to you? Please tell me which of these areas you use and why you use them (e.g. my friends live there or I go to the movies there).

Show the respondent the card which reads:
neighborhood/community,
city, surrounding towns,
outlying areas which are
less than 50 miles from
Stamford, and areas which
are greater than 50 miles
from Stamford.

10. Using the same 7-point satisfaction scale as before, which number best summarizes how satisfied you feel with your life as a whole?

Show the person the 7-point satisfaction scale (ladder).

11. Do you think the corporations have had an effect on the city of Stamford? If yes, what effect? If no, why not?

Part 3

In order to better understand you and your feelings about Stamford, I would like to ask you a few questions about yourself.

QuestionsCoding Instructions

8. When were you born?

Write date; code actual age.
col. 26 - 27.

9. Where were you born?

Write down the name of the city and state; code as;

(1). Northeastern U.S. col. 28

Maine, Vermont, New Hampshire, New York, Massachusetts, Connecticut, Rhode Island, New Jersey, Pennsylvania,

(2). East North Central U.S.
col. 29

Wisconsin, Michigan, Illinois, Indiana, Ohio

(3). West North Central U.S.
col. 30

North Dakota, South Dakota, Minnesota, Nebraska, Iowa, Kansas, Missouri

(4). East South Central U.S.
col. 31

Kentucky, Tennessee, Mississippi, Alabama

(5). South U.S. col. 32

Delaware, Maryland, D.C., West Virginia, Carolinas, Georgia, Virginia, Florida

(6). South West Central, U.S.
col. 33

Oklahoma, Arkansas, Texas
Louisiana,

Part 3 (cont'd)QuestionsCoding Instructions

- (7). West-Mountain, U.S. col. 34
Montana, Idaho, Wyoming,
Nevada, Utah, Colorado,
Arizona, New Mexico
- (8). West-Pacific U.S. col. 35
Washington, Oregon, Cali-
fornia
Foreign--Europe col. 36
Foreign--Other col. 37
10. How long did you live there? Record number of years. col. 38-39
11. Did you spend most of your childhood in a town (200,000 or less), city (200,000-500,000) or metropolis (500,000) Town=1, City=2, Metropolis=3, col. 40
12. How long have you lived in the U.S.? Ask this only when applicable. When not applicable, code 99. col. 41-42
13. Are you employed at the moment? Yes=1, No=2, col. 43
14. What do you do? Write down the occupation. Take code number from the list labelled "Occupations." col. 44 unemployed=8
15. Do you work... Full time=2; part time=1; unemployed=0, col. 45
16. Do you work in Stamford? Yes=1; No=0; N.A.=9, col. 46
17. If no, where do you work? Write down name.
18. Do you have more than one job? Write down the occupation(s). Take the code number from the list labelled 'Occupations.' col. 48.

Part 3 (cont'd)QuestionsCoding Instructions

- Not applicable=9. If there are 2 or more jobs and they do not fall in the same category use the highest one.
- If the person is the major wage earner, code this as 0; otherwise take the code number from the occupations list, col. 49.
- Yes=1; No=0; not applicable=9. col. 50
- Write this down.
- Show the S a card with these income groupings on it. col. 51
- Under \$ 5,000 code=1
 \$5,001-10,000 code=2
 10,001-15,000 code=3
 15,001-20,000 code=4
 20,001-30,000 code=5
 30,001-40,000 code=6
 40,001-50,000 code=7
 50,000-+ code=8
- Yes=1; No=0. col. 52
- Write down names. Code actual number col. 53
- Code the number. col. 54
- Yes=1; No=0; N.A.=9 col. 55
20. If you do not consider yourself the major wage earner of the family what is the occupation of the major wage earner?
21. Does He/She work in Stamford?
22. If No, where do they work?
23. Please point to the category which most closely approximates your total family income last year.
24. Do you belong to any social, community, political, or religious organizations?
25. Which ones do you belong to?
26. How many of these organizations are you active in (i.e. attend meetings, services, performances regularly)?
27. Do you belong to any business or professional organizations?

Part 3 (cont'd)

28. Which ones do you belong to? Write down the names.
Code actual number. col. 56
N.A. =9.
29. How many of these are you active in (i.e. attend meetings regularly, take part in planned activities)? Code actual number col. 57
N.A. =9
30. Do you rent or own your own place of residence? Rent=1; own=2. col. 58
31. Type of dwelling: Coded by interviewer. col. 59
- | | |
|---|----------|
| single family detached home | code = 5 |
| single family attached home (townhouse) | code = 4 |
| multifamily detached home | code = 3 |
| multifamily attached home | code = 2 |
| apartment | code = 1 |
| other | code = 0 |
32. What is the last school year that you completed? Col. 60
- | | |
|------------------------------|----------|
| grammar school | code = 1 |
| some high school | code = 2 |
| high school diploma | code = 3 |
| some undergraduate schooling | code = 4 |
| technical degree | code = 5 |
| bachelor's degree | code = 6 |
| some graduate training | code = 7 |
| graduate degree | code = 8 |
33. On the following 5-point scale (ladder), how would you describe your political beliefs? Show the respondent the "political beliefs scale" and have them tell you the scale (ladder) number. Col. 61

PREVIOUS INTERVIEWS

Mrs. B

Family
live for my family

Home
friends like to come and visit and feel at home
not a grand house

Friends
are important

Good Health
can't walk; can't do the things I used to
I take care of myself; am self-sufficient

Work
does volunteer work, Goes to Smith House 3 times a week; helps with arts and
crafts
helping others is my goal in life

Religion
sings in choir
Sunday school teacher

Transportation
relies on others to take her places.

Neighborhood
lived in Springdale all her life.
friendly; knows the people

Leisure time
sewing, reading

Linda V.

Happiness

material things--clothes, household articles, etc.

being able to afford nice things

knowing people care about each other

immediate family, friends, people in general

knowing you can rely on people makes me happy, people should be courteous, helpful

Health

being healthy and knowing that others are healthy

Feeling secure--financially, in relationship with husband, job, people

I work with

Environment

nuclear power plants, nuclear warfare

pollution--clean water is important, air pollution from industry

Education

each child entitled to a fair education

each parent entitled to have child taught the way they think their

children should be taught, i.e., parent should have a say in their

children's education

believes school should be non-competitive

education should always be available regardless of age

people should be able to learn more about things they are interested in

Senior Citizens conce

concerned about their housing, protection, and welfare

should make sure that they are happy and well cared for

Handicapped Individuals

mentally retarded, ill, handicapped should be taken care of by society before the poor

Music

Freedom

freedom to come and go as I please

to decide what is best for me

Equal Rights (Especially for women)

Linda V. (cont'd)

Housing

low income bad--is a type of pollution
 high-rise housing blocks view;
 home is important; has to be mine so I can do anything I please
 with it
 space, land, character
 home reflects me and my family
 nice safe clean parks and beaches, tennis courts

Public Safety

need paid ambulance drivers in every fire department. Now use volunteers

inadequate no of police and fire men

police and fire men

police should concentrate on crimes, not vices (e.g. gambling)

Transportation

important to have it available

Public Services

want water when turn faucet on

want garbage removed

Mal

Happiness

Success

Children's happiness and future success

Sufficient conveniences to be reasonably happy—e.g. T.V., car, clothers, (wants to be comfortable and fashionable), fridge, dishwasher, etc. in other words, necessary luxuries.

Job

prefers to work; otherwise would climb the walls.

would prefer a more challenging and diversified position; i.e. one that is not boring.

likes to meet and talk to people; outgoing.

if didn't have to work for financial reasons, would be a crusader or politically active. Would volunteer.

wants to be in politics because Stamford is politically corrupt.

Travel

likes to go to different places, and see new things.

would visit Europe and rest of U.S.A.

would like to be able to travel off-season so can meet the people of the country.

Education

would like to be able to go back to school. Regrets that she only got one year of university.

should get as much education as possible; education never lost.

Good Health

would like enough money to buy good medical care.

Peaceful world of co-existence. Son went to Viet Nam, she lived through W.W.II

Healthy competition—have a goal, feel good when reach it. Makes you happy

Time to do the things that I want.

Reading, music, art

Museums, natural history, planetarium, medical articles, theatre

Sailing, bowling, swimming, walking.

Mel (cont'd)

Pollution

clean up rivers, waterways.

Public Services

not enough sewage plants; don't operate properly. (spontaneous)
need more reservoirs. Have to expand water facilities because have no provisions for drought.

Safety

could use better coverage in some areas.
need strict law enforcement.
need to punish criminals.

Home

nice neighborhood
neighbors take pride in keeping it clean, pleasant.
good utilities—phone, sewage, water available and functioning properly.
can walk the streets at night; safe.
nicely furnished home, comfortable
close to work; no commuting;
near bus line
semi-rural
convenient to town
can go to N.Y. to enjoy what it has to offer
near the water

Friends

have a lot
important to have good friends—i.e. people you enjoy visiting, friends
should have different interests; more stimulating that way.

Transportation

car important; enjoys having her own car

Shelley

children

wants to do best she can;
 is permissive; doesn't discipline them enough
 loves them but doesn't want to spoil them with material things

Education

sends daughter to Montessori nursery school because they are progressive
 and they treat the children with respect.

Being a good wife

Nice things; clothes not that important

Home

important because spend a lot of time in it

Friends

has telephone friends--i.e., casual female friends
 Doesn't have good friends--i.e., people you spend a lot of time with

Wants to be satisfied; not always satisfied which leads to frustration

Wants someone who understands her, who she can talk to

Tries to be nice to others; makes her feel good; others appreciate her

Housing

home is my world
 likes privacy
 large, few neighbors, rural park-like setting
 mellow, peaceful existence
 relaxed

Health

don't usually think about it. take it for granted

Safety

taken for granted

Transportation

drives a car so doesn't think about it

Family

not involved in daily life since live in Montreal

Lauralee

Marriage and family

family far away; would rather be near family but opportunities better here
marriage harder here because so many pressure. People get uptight--no longer
low key. Less relaxed.
people need to give to people; volunteers

Culture

opportunity for it in N.Y. Museums, Broadway plays, concerts

Money

need to have money

Travel

see things that I've read about. Would visit Europe first because of
culture.

Home

owning a home important rather than renting. Wants roots, something
permanent
wants enough room to spread out
would prefer a house to a condo, Wants a garden
location--convenient to work; don't like to commute, nice neighborhood
few units in development; want privacy

Safety

Education

has to be learning. Loves going to school

Job

need to feel that I'm accomplishing something
wants a sense of achievement and satisfaction

Health

taken for granted now; would be priority if didn't have it

Recreation

wants facilities available for golf and tennis
wants sufficient leisure time to use facilities

QOL

SUBCONCERN

Variables Mentioned by Respondents Grouped According
To Meaning by the Researcher

Variables		Group Names	
Home	Culture	Leisure Time	Transportation
nice place to live	theatre	sewing	car
comfortable	ballet	reading	commute by train
privacy	dining out	sleeping	traffic congestion
shopping nearby	museums	golf	
near highway	Broadway plays	tennis	
accessible	concerts	sailing	
large	planetarium	fishing	
few neighbors	music	bowling	
rural setting	art	swimming	
semi-rural setting		walking	
relaxed		'got to keep moving'	
mellow, peaceful		time to use facilities	
close to library			
nice furnishing; fireplace			
security; good investment			
no maintenance			
no rent			
roots; something permanent			
garden			
convenient to work			
few units in condo development			
character			
reflects owners and family			
own home; can do what I			
please with it			
on a cul-de-sac			
near water			
near N.Y.C.			
near schools			
green grass			

Variables Mentioned By The Respondent Grouped According
To Meaning By The Researcher

Variables				Group Names
Marriage	Health	Job		Friends
happy trusting, openness honest accepting interested in spouse and his/her goals being a good wife harder due to pressures less relaxed now	is all you have	satisfied challenged working to capacity comfortable position responsibility have to like your field have to like what you're doing rewarding economically and personally sense of achievement feeling secure diversified keeps me busy people friendly atmosphere relaxed; no pressure accomplishment good supervisor		people one can be open with accepting reciprocal relationshi overlook one's faults telephone friends-ie casual female friend more important than family can confide in stimulating different interests few good friends

Variables Mentioned By Respondents Grouped According
To Meaning By The Researcher

Variables			Group Names
Children	Wealth	Material Objects	Family
want to do what's best for them	having enough money to do what we want	clothes-comfortable fashionable	harass embarass
permissive	causes pressure	"nice things"	"make me happy"
try not to spoil them	being financially secure	household articles	live for my family"
healthy	being able to afford nice things	T.V. car	
growing normally	achieve financial	refrigerator	
behaving	independence so don't have to work	diswasher	
learning	"buys health"		
intelligent			
happiness			
success			

Variables Mentioned By Respondents Grouped According
To Meaning By The Researcher

Variables			Group Names
Education	Public Safety	Pollution	Travel
good schools	no crime	water	vacations
Montessori nursery-	locks door	gas	see things I've
progressive, respect children	paid ambulance	clean air	read about
important for business	drivers	determines location	visit Europe
world	insufficient	of home	travel off-season
	police		
fair	strict law-	clean up rivers-	
	enforcement	beaches	
non-competitive	need:		
available regardless of age	to punish criminals		
learn what are interested in	better coverage in areas		
attends seminars			
private schools-better			
environment more discipline			
parochial schools			

Variables Mentioned By Respondents Grouped According
To Meaning By The Researcher

Variables	Group Names	
Neighborhood crime-free, safe same income mixed financially and by religion, nationalities white stable not competitive-don't have to keep up with Jones nice neighbors quiet similar ideas (more, ethics) safe, clean parks and beaches tennis courts clean pleasant good utilities-phone, sewage water available and functioning properly friendly	Public Services not enough sewage plants need more reservoirs need to make provisions for drought Other Groups Success Satisfaction Happiness Peace of Mind Security Relationship with others Freedom Equal Rights (for women) Respect Peaceful World of Co-existence Time-to do things I want	Environment nuclear power plant nuclear warfare low income housing high-rise apartments need to preserve for children

APPENDIX 2

Will the real Stamford please . . .

by Linda Gornitsky

Real estate brochures give the impression that Stamford is a congenial community located "only 45 minutes from New York." According to one brochure, this city is blessed with "progressive schools," the "most qualified staffs, some of the best shops in the country, nearly 800 acres of public parks and playgrounds, marinas, two excellent golf courses," and finally a variety of homes housing "cooperative presidents and famous personalities." But is Stamford really the idyllic city it is made out to be?

I think it is time that the residents of Stamford voice their opinions about their concerns. In order to facilitate

this process, I will be conducting a study of the life in Stamford. I am interested in knowing how satisfied (or dissatisfied) people are with their lives, why they feel this way, and what can be done to rectify the situation. This information will be given to government decision-makers and to public and private social service agencies, as well as to the citizens themselves through articles published in the newspapers or distributed in leaflet form.

It is hoped that your comments will help these groups to meet your needs by suggesting to them which program and services need to be provided or improved upon. Since this project is being jointly sponsored by the United

Way and Community Development, there is some assurance that the results will be looked at and some action taken.

This is your chance to participate in the planning of change! But the only way that this work can be successful is through your cooperation. Some of you will be receiving letters in the mail explaining the project in more detail and asking you if you would be willing to be interviewed. This will be followed by a phone call in about a week's time. All participants will be guaranteed anonymity.

Linda B. Gornitsky is a consultant to the city's Office of Community Development.

Stamford Advocate
January 6, 1979

Is Stamford heaven?

New Canaan has long referred to itself as "the next station to heaven."

Linda Gornitsky, a consultant to Stamford's Office of Community Development, has announced she will try to find out what residents of Stamford think about their own city which, she said, is made to seem like heaven in real estate brochures.

"But is Stamford really the idyllic city it is made out to be?" Miss Gornitsky asked in an article on our Viewpoint page recently. "I think it is time that the residents of Stamford voice their opinions about their concerns. In order to facilitate this process, I will be conducting a study of the life of Stamford. I am interested in knowing how satisfied (or dissatisfied) people are with their lives, why they feel this way, and what can be done to rectify the situation."

Miss Gornitsky said that the information she gleaned will be given to "government decision-makers and to public and private social service agencies, as well as to the citizens themselves through articles published in the newspapers or distributed in leaflet form."

The Stamford survey, Miss Gornitsky said, will be conducted under the auspices of the United Way and the Office of Community Development.

"It is hoped," she said, "that your comments will help these groups to meet your needs by suggesting to them which program or services need to be provided or improved upon."

We have several questions about Miss Gornitsky's venture.

Who will design the survey questions? Pollsters' questions can be worded in such a way as to elicit desired responses.

Will the questions be reviewed beforehand by persons knowledgeable about correct polling techniques so the questionnaire will be "neutral" and worth the paper it is written on?

Stamford, is it heaven or hell? Or maybe something in between?

It will at any rate be interesting to see what Miss Gornitsky comes up with after she has put Stamford on the couch and plumbed its psyche.

Stamford Advocate (Editorial)
January 11, 1979

APPENDIX 3

Life in Stamford subject of study

The mayor's community development office has begun a research project on life in Stamford. Four hundred residents will receive letters explaining what the project is about, and about half of them will be interviewed.

If you wish to participate but are not contacted, call Linda Gornitsky at Community Development to arrange for an interview.

Total anonymity is guaranteed and there will be no government censure of participants.

Stamford Advocate
June 2, 1978

APPENDIX 4

Study on Life in Stamford

January 31, 1979

Dear Stamford Resident:

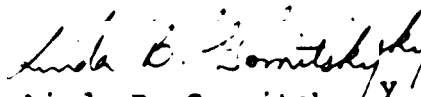
As you may have read in the Stamford Advocate on January 6, 1979, I, Linda B. Gornitsky am conducting a study of the life in Stamford. The purpose of this project is to learn what people who live and work in Stamford think about their city and their lives in general. We want to know what things people are satisfied and dissatisfied with. This information is necessary if planners and policy-makers are to better meet the needs of Stamford's residents. It is only through speaking to people such as yourselves that we can gain access to your opinions of what needs to be done to affect life in Stamford.

I, or one of my researchers, may be calling you in about a week to ask you if you would be willing to volunteer for an interview. I hope that you will be a part of this study, but your participation is voluntary. In order to insure that I get enough participants, I have sent out twice as many letters as is necessary. If you are not called and want to be interviewed, please call me at 358-4712 (4155) and I will arrange for an interview. In addition, I want to assure you that your name will be known only to the interviewer and the research director.

I hope that you will help us and your fellow residents by telling us your impressions of life in Stamford. This is your chance to speak out and be listened to. If you have any questions, please feel free to ask them when we call you.

Thank you for your time and attention.

Sincerely,


Linda B. Gornitsky

APPENDIX 5

Open-ended Responses

Open-ended Responses

Table 1

Groupings of Open-ended Responses for each QOL Area
and Frequency of Occurrence of Each Grouping

QOL Area	Grouping	Absolute Frequency	Relative Frequency (%)
City	Facilities/Opportunities available	58	47
	Growth/Physical change	41	33
	Physical environment	45	36
	Population mix	18	15
	Social relationships	13	11
	Emotional response	23	19
	Economic	23	19
	Location	22	18
	Government	11	9
	Crime/Corruption	8	6
	Sense of attachment	20	16
Education	Increased opportunities	52	42
	Broadens awareness	54	44
	Informal learning	22	18
	Stimulation	13	11
	Continuous process	16	15
	No desire for more	14	15
	Important for others	22	18
	Personal benefits	14	11
Environment	Pollution	57	50
	Preservation/Blight	37	30
	Rural vs Urban	44	36
	Location	6	5
	Social problems	19	15
	Growth/Aesthetics	56	45
	Emotional effects	13	11
Family	Dependable	11	9
	Support--emotional and economic	32	26
	Concern and care (giving)	55	44
	Sharing	37	30
	No contact	10	8
	Social framework	4	3
	Closeness (affection)	41	33
	Source of pleasure	20	16
	Negative feelings	6	5
	Important at times of life	9	7

Table 1 (cont'd)

Groupings of Open-ended Responses for each QOL Area
and Frequency of Occurrence of Each Grouping

QOL Area	Grouping	Absolute Frequency	Relative Frequency (%)
Friends	Support and care (concern)	51	41
	Similarities/differences	40	32
	Dependence	18	15
	Excitement	12	10
	No need for friends	7	6
	Expansion of perspective	29	23
	Reliance	30	24
	Sharing	60	48
	Reflection of self	2	2
	Not too close	5	4
	Comparison with relatives	6	5
Health	Physical Fitness	36	29
	Ability to function well	41	33
	Disconcern	18	25
	Economic survival	10	8
	Recognition of importance	54	44
	Affective response	13	11
	Mental health	7	6
Home	Exterior environment	32	26
	Interior environment	68	45
	Emotional response	33	26
	Size	23	19
	Economics	23	19
	Location	11	9
	Social association	49	39
	Personal Space	17	14
	Hobby	4	3
	No home--in institution	8	6
Government	Home as a concept	20	16
	Corruption	38	31
	Quality of government	66	53
	Economics	28	23
	Impact on life	29	23
	Not politically oriented	49	40
	Relationship to citizens	20	16

Table 1 (cont'd)

Groupings of Open-ended Responses for each QOL Area
and Frequency of Occurrence of Each Grouping

QOL Area	Grouping	Absolute Frequency	Relative Frequency (%)
Income	Income commensurate with talents	6	5
	Income commensurate with basic needs	54	44
	Security (financial)	19	15
	Limited need	5	4
	Inadequate/none	11	9
Job	Creativity and responsibility	45	36
	Security and benefits	39	21
	Interaction with people	55	44
	Personal rewards	48	39
	Necessity	8	6
	Job attributes	10	8
Neighborhood	Amenities	23	19
	Location	27	25
	Esthetics/environment	69	56
	Neighbor interaction	62	50
	Safety	25	20
	Social make-up	42	34
	Economic considerations	3	2
	Lack of interaction/concern	11	9
	Emotional response	20	16
	Part of socialization process	26	21
	Friends	10	8
	Job related	3	2
Public Safety	Specific crimes	30	24
	Feeling of safety/danger--time of day	35	28
	Feeling of safety/danger--specific area	46	37
	Feeling of safety/danger--age related	15	12
	Overall feeling of safety/danger	50	40
	Police/fire protection	55	44
	Not a concern	31	25
	Longevity	6	5
Public Services	Necessity	61	49
	Not important/not a homeowner	20	16
	Taken for granted	16	13
	Need for improvement	29	23

Table 1 (cont'd)

Groupings of Open-ended Responses for each QOL Area
and Frequency of Occurrence of Each Grouping

QOL Area	Grouping	Absolute Frequency	Relative Frequency (%)
Recreation	Physical exercise	30	24
	Mental stimulation	34	27
	Personal rewards	24	19
	Relaxation	45	36
	Lack of Need	8	7
	Social Interaction	27	22
	Just lists specific activities	18	15
	Not enough leisure time	11	9
Relatives	Infrequent contact	42	34
	Emotional attachment	48	38
	Sharing	34	27
	Little (more) desire for for interaction	14	11
	Acceptance	3	2
	Not important	22	18
	No relatives	5	4
	Important for children's sake	7	6
Religion	Comparison with family	7	6
	Non-believers	9	7
	Problem solving/assistance	34	27
	Emotional response	22	18
	Belief in God	42	34
	No need	15	12
	Social interaction	19	15
	Important personally (personal religion)	23	19
	Gives meaning to life	18	15
	Socialization process	27	22
Self	Affirmation	7	6
	Goal attainment	34	27
	Positive self evaluation	84	68
	Variation	10	8
	Personal attributes	22	17
	Negative self evaluation	15	12
	Importance in relation to others	25	20

Table 1 (cont'd)

Groupings of Open-ended Responses for each QOL Area
and Frequency of Occurrence of Each Grouping

QOL Area	Grouping	Absolute Frequency	Relative Frequency (%)
Social Services	Important for others	31	25
	No personal need	51	41
	General need for social services	54	43
	Economics	5	4
Transporta- tion	General Access	45	36
	Public transportation	102	82
	Traffic/parking	25	20
	Inadequate for handicapped, elderly, or poor	9	7

APPENDIX 6
Factor Analysis

The QOL areas of concern were combined into groups according to both rational thinking and statistical evidence. Statements made during the interviews and findings reported in Campbell, Converse, and Rodgers (1976), provided the base for the division process. The concerns were broken into four groups ranging from the most intimate components to the least personal ones. The statistic used to help divide the concerns was the mean ranking. In addition, a factor analysis was done using the factor program of SPSS (Statistical Package for the Social Sciences). The method of factoring specified was principle factoring with iteration followed by a varimax rotation. Of the 17 factors formed, 10 had an eigenvalue of 1 or more and they accounted for 67% of the variance (Table 1). This solution was not used because the results were difficult to interpret; they made little rational sense (Table 2). Instead, the groups seemed to reflect the peculiarities of the sample. The two methods employed--rational thinking and standard deviations--produced concurrent findings thus reinforcing the validity of the groups formed.

Results of Factor Analysis

Table 1

Eigenvalues and Percent Variance Accounted for by the 17 Empirical Factors

Factor	Eigenvalue	% Variance	Cumulative %
1	4.665	13.3	13.3
2	3.718	10.6	24.0
3	2.870	8.2	32.2
4	2.610	7.5	39.6
5	2.052	5.9	45.5
6	1.959	5.6	51.1
7	1.640	4.7	55.8
8	1.535	4.4	60.1
9	1.338	3.8	64.0
10	1.120	3.2	67.2

Table 2

Variables Contained in Each of the 10 Factors and their Respective Factor Loadings

Factor	Variables	Factor Loadings
1	Length in Stamford	-.537
	Children 6-12	.431
	# of children living at home	.533
	# of years in place of childhood	-.508
	Employment	.678
	Occupation	-.742
	Full time/part time	.488
	Income	.606
	Own/rent place of residence	.439
	Type of dwelling	.435
	Education	.498
2	Race	-.447
	Children 13+	.468
	Single	-.529
	Age	.468
	# of social organizations belong to	.619
	# of social organizations active in	.596
3	# of business organizations belong to	.577
	# of business organizations active in	.559

Table 2 (cont'd)

Factor	Variables	Factor Loadings
4	Length of time in previous residence	-.413
	Married	.481
5	Sex	-.409
6	European born	-.556
	Works in Stamford	.466
7	Disrupted marriages	.529
	Born in South	-.517
8	-----	
9	Born in Central U.S.	.502
10	Children 0-5	-.428
	Occupation of major wage earner	.426
	Political beliefs	.491

APPENDIX 7

Corporate Impact on QOL in Stamford

Corporate Influence on QOL

Table 1

Content Analysis of Corporate Influence on QOL and
Frequency of Occurrence of Each Impact

Impact	Absolute Frequency	Relative Frequency (%)
Economics ¹	82	66
Population composition ²	48	39
Jobs ³	47	38
Environment ⁴	56	45
Housing ⁵	33	27
Corporate responsibility ⁶	31	25
Growth/physical change ⁷	50	40
Overall positive feeling	15	12
Overall negative feeling	10	8
Services ⁸	18	15
Lifestyle change/change in values	25	20
Politics ⁹	14	11

Examples of the above dimensions¹Increased cost of living²Type of person moving in³Type and availability⁴Traffic, air pollution⁵Availability⁶Fund city organizations⁷Improved downtown⁸Shopping⁹Have political power, effect politics in Stamford

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