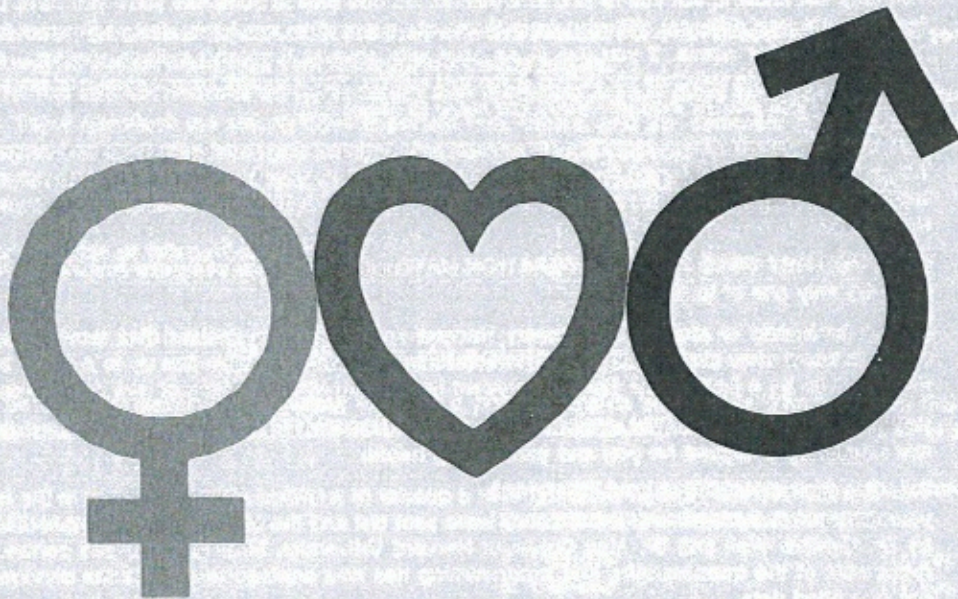


I am highlighting things that are worth noticing in some fashion!



To:

Operation Match

COMPATIBILITY RESEARCH, INC. / HARVARD-CENTRAL OFFICES / 872 MASSACHUSETTS AVE. / CAMBRIDGE, MASS. 02139



One in a million

You may not know it, but you're one in a million. No one else is quite like you—you have different tastes and different attitudes from those of anyone else you know. But you're one in a million in another sense. If you live in an area with several thousand college students, the number of possible matches for dating is several million. You yourself have a choice of several thousand dates, and be modest—that's too many to check out.

Here's where OPERATION MATCH—the original computer dating service featured on national T.V. and in TIME, LOOK, and GLAMOUR magazines—comes in. If you're the modern, adventurous type, you'll probably want to take part in one of the most interesting social experiments ever.

HAVE YOU MET YOUR MATCH? OPERATION MATCH is the original computer matching project—the only one of its kind.

It's the brainchild of several mixer-weary Harvard graduates who realized that most college students know what kind of people they enjoy dating. Blind dates were fine up to a point, but there had to be a better way than the present haphazard system. Why not use a computer?

HOW DO WE KNOW IT WILL WORK? With OPERATION MATCH, you answer a personality test especially designed for you and your dating habits.

This test has evolved through matching over a quarter of a million college students in the last year and a half. Evaluation questionnaires were sent out and the results analyzed statistically by Dr. Gunther Weil and Dr. Alan Cohen of Harvard University. Their analysis and continual refinement of the questionnaire and programming has now enabled us to take the blindness out of a blind date.

HOW DO WE DO IT? You take the personality test beginning on the next page, answering on the answer sheet enclosed in this booklet. Then you fold up the answer sheet, which is printed as a business reply envelope, enclose \$4.00 (cash, check, or money order), and drop the envelope in a mail box.

When OPERATION MATCH receives your "vital statistics," they are placed in the IBM 7090 computer memory file. The computer then scans the qualifications of every member of the opposite sex from your area and selects the five or more matches best for you.

SPECIAL FEATURES OF OPERATION MATCH:

1. **Continuous processing.** After your matches are computed, your answers remain in the computer memory. So by applying early, you'll be among the first to receive your matches—and you'll have an added advantage. As more people apply their answers will be compared with yours, so you may be matched several more times.

2. **The double-answer form.** You answer each question of Part Two twice—once describing yourself, once describing your ideal date. After all, the idea isn't necessarily to match you with someone similar to you, but with someone who meets your specifications. The double-answer form insures that **you**, not the computer, do the choosing.

3. **Two-way matches.** Your matches will be mutual, chosen on the basis of your desirability to your dates as well as their desirability to you. In other words, you'll like your dates and they'll like you.

4. **Zip Codes.** Your exact location and that of your matches will be given added emphasis in the matching process through the use of the new **zip code** system, developed by the United States Post Office.

5. **Reporting.** As soon as the computer has typed out the names, addresses, and telephone numbers of your dates, the printed sheet will be mailed to you.

But the biggest feature of OPERATION MATCH is the excitement of meeting new people.

Be sure to return your answer sheet right away. Be sure your zip code has been properly filled in. The earlier you apply, the more matches you will receive.

Of course, the more people who take part in OPERATION MATCH, the more perfect your matches will be. So if OPERATION MATCH interests you, tell your friends about it. They may be one in a million too.

Dating mode!

Operation Match Quantitative Personality Projection Test V

© copyright 1966 by Compatibility Research, Inc. in conjunction with Alan Cohen, Ph.D. and Gunther Weil, Ph.D.

GENERAL DIRECTIONS

Answers are to be entered on the special answer sheet provided with this booklet. For each question, make sure you enter one answer and one answer only, leaving no blanks. Make sure your numbers are clearly legible.

The success of OPERATION MATCH depends on the accuracy with which you answer these questions. For best results replies should be made spontaneously. Some questions are clearly more important than others, and the computer accordingly assigns them different emphases in the matching process. In many cases you will determine the emphasis yourself.

Begin answering in box 1 of Part One on the answer sheet, writing the number corresponding to your answer.

PART ONE: Answer each question of this part once only.

SECTION I: Absolute Factors

Certain factors must be satisfied before the computer will test a potential match any further. The factors in this section are of this absolute type. In each of them, however, you are allowed to indicate as wide a range of preferences for your date as you wish.

1. My race is:

- (1) Caucasian (white)
- (2) Oriental
- (3) Negro

2. My date's race should be:

- (1) Caucasian only
- (2) Oriental only
- (3) Negro only
- (4) Caucasian or Oriental
- (5) Caucasian or Negro
- (6) Oriental or Negro
- (7) Caucasian, Oriental, or Negro

3. I am presently:

- (1) a full-time college or graduate student
- (2) a part-time college or graduate student
- (3) no longer attending college or graduate school

4. I am enrolled in or have attended:

- (1) a four-year college
- (2) a three-year college
- (3) a two-year college
- (4) a graduate school

5. My religious background is:

- (1) Protestant
- (2) Catholic
- (3) Jewish
- (4) other denominations
- (5) unaffiliated

6. Dating someone of my own religion is:

- (1) unimportant
- (2) slightly important
- (3) moderately important
- (4) very important

Answer "1" (yes) or "2" (no) to each of the following five questions

My date's religious background may be:

- | | | |
|------------------|---------|--------|
| 7. Protestant | (1) Yes | (2) No |
| 8. Catholic | (1) Yes | (2) No |
| 9. Jewish | (1) Yes | (2) No |
| 10. other | (1) Yes | (2) No |
| 11. unaffiliated | (1) Yes | (2) No |

In answering the following three questions refer to the table at right

12. My college class is:

- (1) first year in college
- (2) second year in college
- (3) third year in college
- (4) fourth year in college

13. The ideal college class for my date is:

- (5) graduated from college this year
- (6) graduated from college one year ago

14. Men: I would consider dating a girl whose college class is as low as (indicate lowest acceptable college class):

Women: I would consider dating a man whose college class is as high as (indicate highest acceptable college class):

- (7) graduated from college two years ago
- (8) graduated from college three or more years ago

Notice two-way match here

Notice the assumptions about mens' and womens' preferences

SECTION II

In answering the following three questions refer to the table at right

15. My height is:

- (1) 5' or under

16. The ideal height for my date is:

- (2) 5' to 5'2"
- (3) 5'2" to 5'4"

17. Men: I would consider dating a girl as short as (indicate minimum acceptable height):

- (4) 5'4" to 5'6"
- (5) 5'6" to 5'8"
- (6) 5'8" to 5'10"

Women: I would consider dating a man as tall as (indicate maximum acceptable height):

- (7) 5'10" to 6'
- (8) 6' to 6'2"
- (9) 6'2" or above

Same here

and here too

In answering the following three questions refer to the table at right

- 18. My age is: (1) 17
- 19. The ideal age for my date is: (2) 18 (3) 19
- 20. Men: I would consider dating a girl as young as (indicate minimum acceptable age): (4) 20 (5) 21 (6) 22
- Women: I would consider dating a man as old as (indicate maximum acceptable age): (7) 23 (8) 24 or 25 (9) 26 or 27

21. My dates may live as far from me as:

- (1) 15 miles
- (2) 25 miles
- (3) 50 miles
- (4) more than 50 miles

NOTE: Make sure you have written your correct zip code on the answer sheet. This will help determine the area from which your matches will be drawn.

Still part one

SECTION II: Interests

Indicate your interest in each of the following activities and interests by writing 1, 2, 3, or 4 in the appropriate answer box. Use the following code:

- (1) One of my major (or most active) interests
- (2) very interested
- (3) interested
- (4) not interested

For example, if you were very interested in folk music, you would write a 2 in box 22 of Part One. The last question allows you to weigh the importance of this section.

- | | | |
|--|--|--|
| 22. folk music | 34. medicine | 47. television |
| 23. rock and roll or popular music | 35. law | 48. automobiles |
| 24. classical music | 36. agriculture | 49. theater and drama |
| 25. jazz | 37. teaching | 50. foreign languages |
| 26. dancing | 38. community service | 51. sunbathing |
| 27. art or painting | 39. playing bridge | 52. football |
| 28. literature | 40. swimming and water sports | 53. baseball |
| 29. natural sciences and mathematics | 41. skiing (snow) | 54. basketball |
| 30. psychology, sociology and anthropology | 42. bowling | 55. How important is it that your date share the interests you have indicated? |
| 31. history, government, and politics | 43. golf | (1) unimportant |
| 32. economics and business | 44. tennis | (2) slightly important |
| 33. travel | 45. camping, hiking, and mountain climbing | (3) moderately important |
| | 46. movies | (4) very important |

Still part one

SECTION III: Sexual Attitudes

The answers to the questions in this section are arranged on a one-to-five scale ranging from "yes" to "no." If your answer to a particular question is a definite yes, write "1" in the appropriate box; if it is a qualified yes, write "2," if it is neither yes nor no, write "3," and so on.

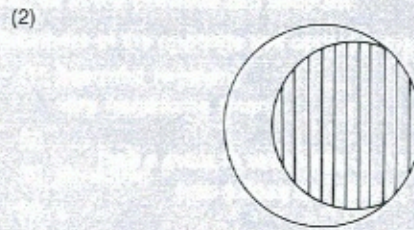
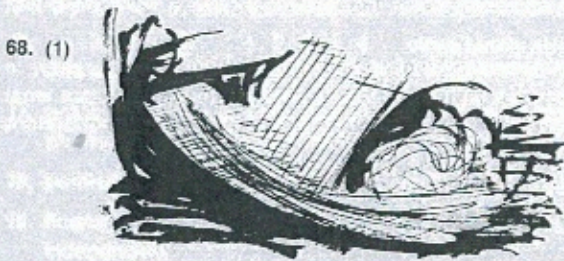
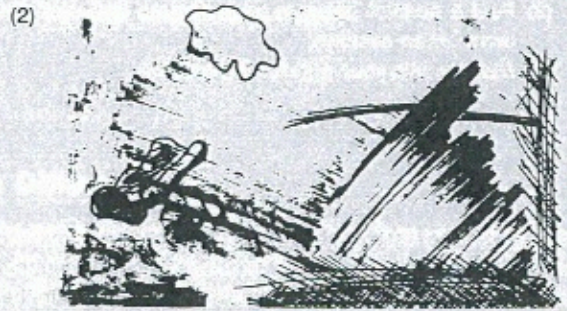
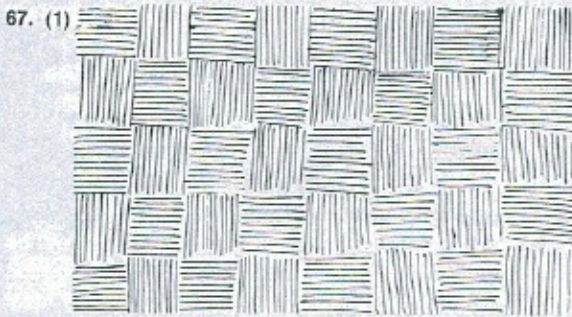
- | | | | |
|--|---------------------|---|---|
| 56. Is extensive sexual activity preparation for your marriage? | YES NO
1 2 3 4 5 | 59. Persons involved in serious dating need to be fully informed about birth control. | YES NO
1 2 3 4 5 |
| 57. Relative to your age group, do you consider yourself sexually experienced? | YES NO
1 2 3 4 5 | 60. How important is it to you that your date share your attitudes toward sex? | (1) unimportant (3) moderately important
(2) slightly important (4) very important |
| 58. Would you want your ideal date to be sexually experienced? | YES NO
1 2 3 4 5 | | |

SECTION IV: Psychological Valence

A. Read each statement as it applies to yourself and your attitudes. If the statement is true or mostly true for you, put a 1 in the appropriate box. If the statement is false or mostly false for you, put a 2 in the appropriate box. Although individual items may present difficult decisions, please choose the response which is appropriate for you most of the time.

61. I don't like things to be uncertain or unpredictable.
62. Once I make up my mind, I seldom change it.
63. I often wish people would be more definite about things.
64. There have been times when I was quite jealous of the good fortune of others.
65. I am always courteous, even to people who are disagreeable.
66. I have never deliberately said something that hurt someone's feelings.

B. Below are three pairs of pictures. For each pair, pick the picture you prefer and indicate your choice by putting its number in the appropriate box.



Still part one

SECTION V: Situations

Personality differences are often reflected in the way that individuals react to specific situations. Below are several situations in which personal reactions may vary widely. In each case read the paragraph and select the response which is nearest to your own probable reaction, then write your answer in the appropriate box. There are no "right" or "wrong" answers—your own reaction is the correct response.

70. Imagine yourself facing four doors. Behind the first door is \$20. Behind the second door is either \$5 or \$30. Behind the third door is either \$50 or someone ready to throw a pail of cold water. Behind the fourth door is either \$100 or an angry skunk. You may open any door but you must face the consequences. Which do you open?
- (1) The first door. (3) The third door.
 (2) The second door. (4) The fourth door.
71. Two friends of yours who are in love tentatively decide to live together to "try out" the relationship before getting married. They come to you for your opinion about their plan. Your advice is;
- (1) This might ruin their relationship—it's morally wrong.
 (2) If they were really in love, they would get married.
 (3) You would encourage them to do it with some reservation.
 (4) You would tell them enthusiastically to go ahead.

72. Imagine yourself at a party where you know only your date, who disappears. The people are friendly enough, but are strangely dressed and are acting peculiarly. Your primary reaction is:

- (1) Find my date and leave unless I know what is going on.
- (2) Feel somewhat uncomfortable—it just does not make sense.
- (3) Want to remain at the party—it's pleasantly mysterious.
- (4) Definitely want to remain—I love the unusual.

73. You have just gone to a large dance with a date. You soon see that there are many opportunities for making new friends.

- (1) Deliberately try to enlarge your circle of romantic possibilities.
- (2) Don't run after anybody but don't turn off possibilities either.
- (3) Feel a conflict between your desires and your commitment for an evening.
- (4) Remain with your date for the evening.

74. Which of the following questions do you find the most interesting to think about?

- (1) Who am I?
- (2) What will I be doing in ten years?
- (3) Can marriage really work?
- (4) What is the meaning of life?

75. Your best friend's steady date has just made a pass at you. You are surprised but can't help being interested just the same. If you were alone together your reaction to this situation would be:

- (1) You follow through, aware of the consequences, but not really caring about them.
- (2) You would like to follow through but your conscience prevents you from doing so.
- (3) You follow through even though you realize that you will feel guilty later.
- (4) You are shocked and dismayed and tell her (him) so.

PART TWO

Part Two of the answer sheet is divided into two smaller equal parts, one headed "myself" and the other "my ideal date." You will be answering each of the next thirty questions twice. During the first answering, in the part headed "myself," select the term for each question which best describes you yourself and write its number in the appropriate box. During the second answering, in the part headed "my ideal date," describe your ideal date. In other words, answer the questions in the way you would like your date to have answered them.

For example, if your political affiliation is Democrat and you would like a date who is also a Democrat, enter a "2" in answer to question 1 during both first and second answerings. If you are a Democrat but would like a date who is an Independent, enter a "2" for the first answering and a "3" for the second.

If, during the second answering, the way your date answers a particular question is unimportant to you, you may enter a "0" (zero) in the box corresponding to the question, and the computer will not use it in assigning your matches. For example, if you do not care what your date's political affiliation is, enter a "0" in box 1 for your date. Be sure, however, that you use no zeros in answering the questions of the part headed "myself."

SECTION VI: General Information

1. Political affiliation:

- (1) Republican
- (2) Democrat
- (3) Independent

2. I smoke:

- (1) heavily (a pack of cigarettes or more a day)
- (2) moderately (less than a pack a day)
- (3) never

3. Social Class

- (1) upper
- (2) upper middle
- (3) middle
- (4) lower middle
- (5) lower

4. On the average I expect my Operation Match dates to be:

- (1) unsuccessful
- (2) as good as any blind date
- (3) fairly successful
- (4) extremely successful

5. I presently attend church or synagogue:

- (1) once a week or more
- (2) once or twice a month
- (3) less than once a month
- (4) never

6. I come from a town or city with a population of:

- (1) over 500,000
- (2) 50,000 to 500,000
- (3) 10,000 to 50,000
- (4) under 10,000

7. In dating situations I enjoy drinking:

- (1) always
- (2) sometimes
- (3) occasionally
- (4) never

8. Average academic record:

- (1) A- or above
- (2) B or B+
- (3) C+ or B-
- (4) C- or C
- (5) below C-

9. Family income:

- (1) over \$25,000
- (2) \$15,000 to \$25,000
- (3) \$10,000 to \$15,000
- (4) \$7,500 to \$10,000
- (5) \$5,000 to \$7,500
- (6) under \$5,000

10. Relative to other persons of my age, my general intelligence should be considered:

- (1) very superior
- (2) superior
- (3) above average
- (4) average
- (5) below average

11. Father's education:

- (1) completed grade school
- (2) completed high school
- (3) completed college
- (4) completed graduate training

12. College Board Scholastic Aptitude Test math score:

- (1) 701 or above
- (2) 601 to 700
- (3) 501 to 600
- (4) 401 to 500
- (5) 301 to 400
- (6) 300 or below
- (7) have not taken college boards

13. College Board Scholastic Aptitude Test verbal score:

- (1) 701 or above
- (2) 601 to 700
- (3) 501 to 600
- (4) 401 to 500
- (5) 301 to 400
- (6) 300 or below
- (7) have not taken college boards

SECTION VII: Semantic Differentials

For each of the following pairs of opposing qualities, select the point on the one-to-five scale which best describes you and enter your answer on the answer sheet. For example, if you are very talkative, write "1" for yourself in box 14. If you are less talkative, write "2," and so on. Again, during the second answering, you may enter a zero for any question for which your date's answer is unimportant to you.

- | | | | | | |
|--|-----------|--------------------------|---|-----------|------------------------------------|
| 14. talkative | 1 2 3 4 5 | taciturn | 20. interested in marriage partner | 1 2 3 4 5 | not interested in marriage partner |
| 15. read avidly | 1 2 3 4 5 | read occasionally | 21. impulsive | 1 2 3 4 5 | inhibited |
| 16. no close family attachments | 1 2 3 4 5 | close family attachments | 22. extremely healthy | 1 2 3 4 5 | occasionally ill |
| 17. politically concerned | 1 2 3 4 5 | politically indifferent | 23. conformist | 1 2 3 4 5 | nonconformist |
| 18. politically liberal | 1 2 3 4 5 | politically conservative | 24. well-groomed | 1 2 3 4 5 | not concerned with appearance |
| 19. financially independent | 1 2 3 4 5 | financially dependent | 25. usually serious | 1 2 3 4 5 | usually prefer humorous aspects |

SECTION VIII: Personal Appearance

Answer once for yourself and once for your ideal date, as in the previous two sections.

26. My hair is:

- (1) blond
- (2) brown
- (3) black
- (4) red

27. My eyes are:

- (1) blue
- (2) green
- (3) hazel
- (4) brown

28. My build (weight in proportion to height) is:

- (1) heavy
- (2)
- (3) average
- (4)
- (5) light

29. Members of the opposite sex consider me:

- (1) beautiful (women)
very handsome (men)
- (2)
- (3) attractive
- (4)
- (5) average
- (6)
- (7) unattractive

30. Physical attractiveness (question 29) is:

- (1) unimportant
- (2) slightly important
- (3) moderately important
- (4) very important

Mail your application promptly. The earlier your application is received, the more matches you may get as more people join OPERATION MATCH. All data provided OPERATION MATCH is the property of Compatibility Research, Inc. and will remain confidential. Thank you for participating.

OPERATION MATCH has produced more than its share of fun dates.—TIME MAGAZINE

Computer dates are sweeping the campus, replacing old fashioned boy-meets-girl devices; punch bowls are out, punch cards are in.—LOOK

The Computer takes over in one more area—automated dating is the new fad on campuses across the country.—GLAMOUR

Electronic computers to match up married couples were recommended as a logical approach by Dr. I. A. Burch, psychologist, and Director of the Circuit court (Cook County) Conciliation Service.—CHIC. DAILY NEWS

It reduces the anxiety of the blind date; you know that the girl wants to go out with someone roughly like you.—DR. BENSON R. SNYDER, CHIEF PSYCHIATRIST M. I. T.

It was uncanny...It was like instant rapport. I'm recommending OPERATION MATCH to all my unmarried friends.—MRS. M. P. (CHICAGO MATCHBRIDE)

It was something like having an Aunt Tillie who says she has a girl for you to take out. Only this time, Aunt Tillie was IBM.—MR. N. B. (NEW YORK MATCHGROOM)

I just went out with my first MATCH date—and wow!—JOAN E., A SAN FRANCISCO REGISTERED NURSE AND SOCIAL WORKER.

I found OPERATION MATCH to be a welcome solution for people like myself who are "tied down" with work and grad school.—MARY B., BOSTON SCHOOL TEACHER.

My first MATCH date and I are still dating, and we hope to get married in June of 1967. We have only known each other for three months, but we both feel that we have known each other so much longer. We share such a large number of interests that we can't get over the idea that we were matched so well with each other.—MARY R., SILVER SPRINGS, MARYLAND.



Nº 4181614

COLLEGE ADDRESS

_____ last name (please print legibly) first name _____
 _____ street address _____
 _____ city _____ state _____ zip code _____
 _____ college _____ telephone number _____

HOME ADDRESS

_____ street address _____
 _____ city _____ state _____ zip code _____

PART ONE

1	2	3	4	5	6	7	8	9	10	11	12	13	14	15
16	17	18	19	20	21	22	23	24	25	26	27	28	29	30
31	32	33	34	35	36	37	38	39	40	41	42	43	44	45
46	47	48	49	50	51	52	53	54	55	56	57	58	59	60
61	62	63	64	65	66	67	68	69	70	71	72	73	74	75

SEX: MALE
 FEMALE

HAVE YOU:

- INDICATED YOUR SEX?
- INCLUDED YOUR CORRECT ZIP CODE?
- COMPLETED BOTH YOUR SCHOOL AND HOME ADDRESSES?
- PUT ONE NUMBER AND ONE NUMBER ONLY IN EACH BOX?
- ENCLOSED THE \$4.00 SERVICE CHARGE?

COMPATIBILITY RESEARCH, INC.

PART TWO

MYSELF

1	2	3	4	5	6
7	8	9	10	11	12
13	14	15	16	17	18
19	20	21	22	23	24
25	26	27	28	29	30

MY IDEAL DATE

1	2	3	4	5	6
7	8	9	10	11	12
13	14	15	16	17	18
19	20	21	22	23	24
25	26	27	28	29	30

This is ENTIRELY like part two of first test; all questions are answered twice.

Operation Match Quantitative Personality Projection Test

copyright Compatibility Research, 1965

So it is like Operation Shadchan's test. In fact, I modeled Operation Shadchan's test after THIS test.

GENERAL INSTRUCTIONS

The 75 multiple choice questions on this questionnaire are to be answered twice on the enclosed answer sheet. The first answering is to provide Compatibility Research with information about you; in each question select the term or scale point which best describes you or your personality, and write its number in the appropriate space in Section A of the answer sheet. If in some instances none of the terms seem to apply, select the one which most nearly describes you. Remember always that you are comparing yourself to other college students who date in the Boston area. If in some cases you are not sure which term best describes you, we suggest you ask your friends; other people often observe characteristics in us which we have difficulty observing ourselves. Please remember that the success of OPERATION MATCH as a whole, and especially in your individual case, depends on your honesty.

In the second answering, select the characteristics of the person you would like most to date. In other words, answer the questionnaire in the manner you would like this person to have answered it. If you know exactly what you are looking for, this will be easy. If you don't have such a clear idea, we suggest you recall and select the characteristics of the persons with whom you have had your most enjoyable dates. Enter the numbers of your answers in Section B of the answer sheet.

Some questions will be weighted more highly than others in the matching program, and you have some control over the weighting system used to select your dates. **During the second answering**, if the way your match answers some particular question or questions makes no difference to you, enter zero (0) in the appropriate space on the answer sheet.

All information provided Compatibility Research for OPERATION MATCH will be kept strictly confidential.

OPERATION MATCH thanks you for participating and wishes you and your matches the best of luck; later we will ask you how things turned out, and hope to receive lots of good news!

SECTION ONE: 4V. MULTIPLE CHOICE

INSTRUCTIONS: Decide upon the word or phrase which best describes you (first answering) or your ideal date (second answering). Enter its number in the appropriate space on the answer sheet. When describing your ideal date, if you don't care how he or she would answer a particular question, enter zero (0) in the appropriate space on the answer sheet.

- | | | | |
|-------------------------------|-----|---|-----|
| 1. the kind of date I prefer: | | 5. music preference: | |
| dinner | (1) | classical | (1) |
| movies or play | (2) | jazz | (2) |
| party | (3) | popular | (3) |
| sports event | (4) | folk | (4) |
| 2. I date on the average: | | 6. hair color: | |
| 3 or more times a week | (1) | black | (1) |
| 2 times a week | (2) | brown | (2) |
| once a week | (3) | red | (3) |
| once every 2 weeks or less | (4) | blond | (4) |
| 3. I like to dance: | | 7. greatest influence on my life has been my: | |
| fast | (1) | father | (1) |
| slow | (2) | mother | (2) |
| both | (3) | teachers | (3) |
| neither | (4) | friends | (4) |
| 4. I prefer living in: | | 8. academic record: | |
| a big city | (1) | A average | (1) |
| a small town | (2) | B average | (2) |
| the suburbs | (3) | C average | (3) |
| the country | (4) | D average | (4) |

9. favorite section of the U.S.:
- the East (1)
 - the Mid-west (2)
 - the West (3)
 - the South (4)
10. approximate intelligence quota:
- I.Q. between 100 and 110 (1)
 - I.Q. between 110 and 120 (2)
 - I.Q. between 120 and 130 (3)
 - I.Q. over 130 (4)
11. I have been in love:
- 3 or more times (1)
 - 2 times (2)
 - once (3)
 - never (4)
12. I value most:
- money (1)
 - power (2)
 - prestige (3)
 - security (4)
13. religious preference:
- Catholic (1)
 - Protestant (2)
 - Jewish (3)
 - other (4)
14. of the following men my favorite is:
- Henry Ford (1)
 - Albert Einstein (2)
 - Ernest Hemingway (3)
 - Babe Ruth (4)
15. I would like most to drive a:
- Rolls Royce (1)
 - Ford Ranchwagon (2)
 - Corvette Stingray (3)
 - Volkswagen (4)
16. kiss on first date:
- certainly (1)
 - often (2)
 - rarely (3)
 - never (4)
17. I would like to vacation in:
- New York (1)
 - Fort Lauderdale (2)
 - Yellowstone (3)
 - Aspen (4)
18. the kind of movie I prefer:
- musical-comedy (1)
 - drama (2)
 - adult western (3)
 - psychological (4)
19. My favorite season of the year is:
- spring (1)
 - summer (2)
 - fall (3)
 - winter (4)
20. home town area:
- the East (1)
 - the Mid-west (2)
 - the West (3)
 - the South (4)

SECTION TWO: 3V. MULTIPLE CHOICE

INSTRUCTIONS: Same as SECTION ONE

21. field of interest:
- humanities (1)
 - natural sciences (2)
 - social sciences (3)
22. (build, weight in proportion to height):
- heavy (1)
 - average (2)
 - light (3)
23. amount of money I can spend on dating while at college:
- more than average (1)
 - average (2)
 - less than average (3)
24. race
- Caucasian (1)
 - Mongoloid (2)
 - Negroid (3)
25. I smoke:
- heavily (1)
 - occasionally (2)
 - never (3)
26. family income in comparison to most college students:
- higher than average (1)
 - average (2)
 - less than average (3)
27. social class:
- upper (1)
 - upper middle (2)
 - lower middle or lower (3)
28. sports:
- prefer participating (1)
 - prefer watching (2)
 - don't like sports (3)
29. I drink:
- heavily (1)
 - moderately (2)
 - not at all (3)
30. I believe that the leadership role in husband-wife decision making should be:
- assumed by husband (1)
 - shared by husband and wife (2)
 - assumed by the wife (3)

- | | | | | |
|-------------------------|-----|--|---|-----|
| 51. I am usually: | | | 53. When I fail I: | |
| on time | (1) | | rationalize | (1) |
| early | (2) | | feel badly | (2) |
| late | (3) | | don't think about it | (3) |
| 52. At college I study: | | | 54. Dating someone of the same religion is: | |
| more than average | (1) | | very important | (1) |
| the average amount | (2) | | slightly important | (2) |
| less than average | (3) | | unimportant | (3) |

SECTION THREE: 2V. MULTIPLE CHOICE

INSTRUCTIONS: Same as SECTION ONE.

- | | | | |
|---|-----|--|-----|
| 35. plan to go on to graduate school | (1) | 40. have had important religious experiences | (1) |
| don't plan to go to graduate school | (2) | have not had important religious experiences | (2) |
| 36. in choosing or accepting a date, I consider first: | | 41. usually I think of: | |
| personality | (1) | my own interests | (1) |
| physical appearance | (2) | the interests of the group | (2) |
| 37. of prime importance in prolonged dating relationship: | | 42. I would rather have: | |
| personality | (1) | a few close friends | (1) |
| physical appearance | (2) | many acquaintances | (2) |
| 38. usually I go steady | (1) | 43. I believe that: | |
| usually I play the field | (2) | he who hesitates is lost | (1) |
| | | look before you leap | (2) |
| 39. have access to car | (1) | 44. I prefer: | |
| don't have access to car | (2) | being with other people | (1) |
| | | being alone | (2) |

SECTION FOUR: SEMANTIC DIFFERENTIALS

INSTRUCTIONS: On the following questions attempt to choose the number on the scale which best describes your position between the given characteristics (first answering), then do the same for your ideal date (second answering). (EXAMPLE: If you are extremely talkative, write a one (1) in the answer space for question 45 when describing yourself. If you like a date who is neither especially talkative nor especially quiet, write a three (3) in the answering space for question 45 when describing your ideal match.) During the second answering, if the way your ideal match answers some particular question makes no difference to you, enter zero (0) in the appropriate space on the answer sheet.

- | | | | | | | |
|-------------------------------------|---|---|---|---|---|---------------------------------|
| 45. talkative | 1 | 2 | 3 | 4 | 5 | taciturn |
| 46. read avidly | 1 | 2 | 3 | 4 | 5 | read occasionally |
| 47. independent of family | 1 | 2 | 3 | 4 | 5 | close family attachments |
| 48. self confident | 1 | 2 | 3 | 4 | 5 | insecure |
| 49. little or no athletic ability | 1 | 2 | 3 | 4 | 5 | superior athlete |
| 50. emotional | 1 | 2 | 3 | 4 | 5 | unemotional |
| 51. prefer security | 1 | 2 | 3 | 4 | 5 | prefer adventure |
| 52. politically indifferent | 1 | 2 | 3 | 4 | 5 | politically concerned |
| 53. do not like children especially | 1 | 2 | 3 | 4 | 5 | like children especially |
| 54. work with mind | 1 | 2 | 3 | 4 | 5 | work with hands |
| 55. deliberate | 1 | 2 | 3 | 4 | 5 | impulsive |
| 56. little sexual experience | 1 | 2 | 3 | 4 | 5 | sexually experienced |
| 57. Strong religious convictions | 1 | 2 | 3 | 4 | 5 | no strong religious convictions |
| 58. submissive | 1 | 2 | 3 | 4 | 5 | aggressive |
| 59. pessimistic | 1 | 2 | 3 | 4 | 5 | optimistic |

60. sophisticated	1	2	3	4	5	unsophisticated
61. exceptionally attractive	1	2	3	4	5	not exceptionally attractive
62. contented	1	2	3	4	5	ambitious
63. convictions and beliefs	1	2	3	4	5	detached objectivity
64. not active extracurricularly	1	2	3	4	5	active extracurricularly
65. quick tempered	1	2	3	4	5	mild mannered
66. conformist	1	2	3	4	5	non-conformist
67. disorderly	1	2	3	4	5	neat
68. well groomed	1	2	3	4	5	not concerned with dress
69. laugh easily	1	2	3	4	5	serious minded
70. don't think often of marriage	1	2	3	4	5	think often of marriage

SECTION FIVE: 5V. DIFFERENTIALS

INSTRUCTIONS: Answer in same manner as SECTION ONE.

71. college level:		74. age:	
freshman	(1)	16-17	(1)
sophomore	(2)	18-19	(2)
junior	(3)	20-21	(3)
senior	(4)	22-23	(4)
graduate student	(5)	24-25	(5)
72. height:		75. how important is physical attractiveness?	
5'1" and under	(1)	extremely important	(1)
5'2" - 5'4"	(2)	moderately important	(2)
5'5" - 5'7"	(3)	slightly important	(3)
5'8" - 5'10"	(4)	relatively unimportant	(4)
5'11" and over	(5)	not important	(5)
73. weight:			
120 lbs. and below	(1)		
120 lbs. to 140 lbs.	(2)		
140 lbs. to 160 lbs.	(3)		
160 lbs. to 180 lbs.	(4)		
180 lbs. and above	(5)		

This clearly is NOT the answer form for the second test. It is for the first test.

OPERATION MATCH

Quantitative Personality Projection Test V

Answer Sheet and Postpaid Envelope

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Enclose \$4.00 (cash, check or money order)

COLLEGE ADDRESS

Nº 4181614

_____ last name (please print legibly) first name _____

_____ street address _____

_____ city _____ state _____ zip code _____

_____ college _____ telephone number _____

HOME ADDRESS

_____ street address _____

_____ city _____ state _____ zip code _____

PART ONE

SEX: MALE FEMALE

PART TWO

1	2	3	4	5	6	7	8	9	10	11	12	13	14	15
16	17	18	19	20	21	22	23	24	25	26	27	28	29	30
31	32	33	34	35	36	37	38	39	40	41	42	43	44	45
46	47	48	49	50	51	52	53	54	55	56	57	58	59	60
61	62	63	64	65	66	67	68	69	70	71	72	73	74	75

- HAVE YOU:**
- INDICATED YOUR SEX?
 - INCLUDED YOUR CORRECT ZIP CODE?
 - COMPLETED BOTH YOUR SCHOOL AND HOME ADDRESSES?
 - PUT ONE NUMBER AND ONE NUMBER ONLY IN EACH BOX?
 - ENCLOSED THE \$4.00 SERVICE CHARGE?

MYSELF

1	2	3	4	5	6
7	8	9	10	11	12
13	14	15	16	17	18
19	20	21	22	23	24
25	26	27	28	29	30

MY IDEAL DATE

1	2	3	4	5	6
7	8	9	10	11	12
13	14	15	16	17	18
19	20	21	22	23	24
25	26	27	28	29	30

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