**OPERATION MATCH**

Quantitative Personality Projection Test III

Answer Sheet and Postpaid envelope

Copyright 1965 by Compatibility Research, Inc.

Enclose $3.00 (cash, check or money order)

**PART ONE**

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| 2 | 2 | 1 | 2 | 1 | 2 | 3 | 1 | 2 | 1 | 3 | 3 | 2 | 2 | 3 |

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**PART TWO**

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| 25 | 26 | 27 | 28 | 29 | 30 | 25 | 26 | 27 | 28 | 29 | 30 | 25 | 26 | 27 | 28 | 29 | 30 |

**COMPATIBILITY RESEARCH, INC.**
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 also 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 comes in. If you're the 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 a computer matching project — the only one of its kind.

It's the brainchild of several mixer-weary Harvard juniors 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.

**How do we know it will work?** With OPERATION MATCH, you answer a personality test especially designed for college students and their dating habits.

This test has evolved through matching over 20,000 students in two projects this past spring and summer. Evaluation questionnaires were sent out and the results analyzed statistically. This analysis has enabled us to refine our questionnaire and programming, and now we feel that we're able 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 one of the answer sheets enclosed in this booklet. Then you fold up the answer sheet, which is printed as a business reply envelope, enclose $3.00 (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.

Your matches will be mutual, chosen on the basis of your desirability to your dates as well as their desirability to you. The number will vary with your individual case; we would rather give you five good matches than compromise on quality. Once the computer has typed out your matches' names, addresses, and telephone numbers, we'll mail the results to you — within 14 days of the deadline date for answer sheets (see back cover for deadlines).

Of course, the more students 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.
GENERAL DIRECTIONS

Answers are to be entered on one of the special answer sheets 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 weights in the matching process. In many cases you will determine the weights 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 sex:
   (1) Male
   (2) Female

2. My race is:
   (1) Caucasian (white)
   (2) Oriental
   (3) Negro

3. 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

4. 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.

5. 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.

6. My religious background is:
   (1) Protestant
   (2) Catholic
   (3) Jewish
   (4) other
   (5) unaffiliated

7. 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:

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

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

13. My college class is:
   (1) first year in college
   (2) second year in college
   (3) third year in college
   (4) fourth year in college
   (5) graduated from college this year
   (6) graduated from college one year ago
   (7) graduated from college two years ago
   (8) graduated from college three or more years ago

14. The ideal college class for my date is:

15. 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):
In answering the following three questions refer to the table at right

16. My height is: (1) 5' or under (2) 5' to 5'2" (3) 5'2" to 5'4" (4) 5'4" to 5'6" (5) 5'6" to 5'8" (6) 5'8" to 5'10" (7) 5'10" to 6' (8) 6' to 6'2" (9) 6'2" or above

17. The ideal height for my date is: (1) 5' or under (2) 5' to 5'2" (3) 5'2" to 5'4" (4) 5'4" to 5'6" (5) 5'6" to 5'8" (6) 5'8" to 5'10" (7) 5'10" to 6'

18. Men: I would consider dating a girl as short as (indicate minimum acceptable height): Women: I would consider dating a man as tall as (indicate maximum acceptable height):

19. My age is: (1) 17 (2) 18 (3) 19

20. The ideal age for my date is: (1) 17 (2) 18 (3) 19

21. Men: I would consider dating a girl as young as (indicate minimum acceptable age): Women: I would consider dating a man as old as (indicate maximum acceptable age):

(1) 5' or under (2) 5' to 5'2" (3) 5'2" to 5'4" (4) 5'4" to 5'6" (5) 5'6" to 5'8" (6) 5'8" to 5'10" (7) 5'10" to 6'

SECTION II: Interests

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

(1) very interested (2) interested (3) not interested

For example, if you were very interested in folk music, you would write a 1 in box 22 of Part One. At the end you will weight the importance of this section.

22. folk music 36. German language and customs 50. tennis
23. rock and roll or popular music 37. Spanish language and customs 51. camping, hiking, and mountain climbing
24. classical music 38. travel 52. movies
25. jazz 39. medicine 53. television
26. dancing 40. law 54. automobiles
27. drama and acting 41. agriculture 55. fraternities or sororities
28. art 42. teaching 56. How important is it to you that your date share the interests you have indicated?
29. literature 43. community service
30. creative writing 44. playing bridge
31. natural sciences and mathematics 45. contact sports
32. psychology and sociology 46. swimming and water sports
33. history, government, and politics 47. skiing (snow)
34. economics and business 48. bowling
35. French language and customs 49. golf

SECTION III: 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.

57. Do you have strong religious convictions? YES NO 1 2 3 4 5
58. Do you believe in a God who answers prayer? YES NO 1 2 3 4 5
59. Do you prefer to associate with people who go to church and believe in God? YES NO 1 2 3 4 5
60. How important is it to you that your date share your attitudes toward religion?
   (1) unimportant
   (2) slightly important
   (3) moderately important
   (4) very important
61. Do you think romantic love is necessary for successful marriage? YES NO 1 2 3 4 5
62. Is extensive sexual activity preparation for marriage, part of "growing up"?

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63. Do you consider yourself sexually experienced?

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<th>YES</th>
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64. How important is it to you that your date share your attitudes toward sex?

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SECTION IV: Situations

Our personalities are often reflected in the way we react to specific situations. Below are several situations in which individual reactions vary widely. In each case read the paragraph and select the response which is nearest to your own reaction, then write your answer in the appropriate box.

65. A friend of yours has been earning money in the summer by taking a door-to-door sociological survey for a research organization. Some of the questions are quite personal. He offers you a chance to take over the job for a day.

You:

1. are amazed that he would even ask someone like you.
2. thank him, but decline the offer this time.
3. get up your courage and accept.
4. accept enthusiastically.

66. In a snack bar you overhear a college girl saying how her roommate, an honor student, is in trouble for coming back at 3:00 a.m., two hours past her curfew, from a date at a drive-in movie. Her roommate has explained to the dean that her boy friend's car broke down on a back road.

Your immediate reaction:

1. Car broke down — hah!
2. I doubt it.
3. Well, maybe.
4. The girl is probably telling the truth.

67. You happen to receive in the mail two simulated silver spoons, sent by a well-known charitable foundation, with a note asking you to buy them or return them. You realize that you are not legally required to do either, although they do seem worth the price.

You:

1. send the money — it's worthwhile.
2. send them back, with a courteous note.
3. send them back, slightly annoyed.
4. allow them to get lost in your desk drawer.

68. You buy a paper early in the morning and become intrigued with a tricky crossword puzzle in it. By lunch you have it half done. In the cafeteria you discover another copy of the paper with the puzzle already completed.

Your reaction:

1. Well, lots of people are good at crosswords.
2. Someone around here is pretty bright.
3. No matter how smart he is, he must have used a dictionary.
4. I bet it was done by a whole team of English professors using encyclopedias.

69. Your roommate gets you a blind date for a big dance. Good-looking, your roommate says. When you meet your date, you are sure it's your roommate who is blind — your date is friendly, but embarrassingly unattractive.

You:

1. suggest going to a movie instead.
2. monopolize your roommate's date, leaving your roommate only one noble alternative . . .
3. dance with your date, smiling weakly, but end the evening as early as possible.
4. act very friendly the whole time and run the risk of getting trapped into a second date.

70. How important is it to you that your date's reactions to these situations be similar to your own?

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SECTION V: Area

71. How many extra matches, in addition to your guaranteed five, would you be able to meet in the next few months if it is possible to assign them to you?

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<td>(5) five</td>
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<td>(2) two</td>
<td>(7) seven</td>
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<td>(3) three</td>
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<td>(4) four</td>
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72. Are you spending the academic year within one of the specific geographic areas listed on the back cover of this booklet?

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73. Are you willing to date people from college areas adjacent to but outside your own area, if it significantly improves the quality of your matches?

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Questions 74 and 75 ask you to indicate the two digits of the code for the area in which you are spending the academic year. If you are not spending the year within one of these areas (i.e., if your answer to question 72 was no), indicate the area to which you are nearest. Do not write in the codes for more than one area. Look up your area code from the list on the back cover and answer questions 74 and 75.

74. The first digit of my area code is: 0123456789
75. The second digit of my area code is: 0123456789

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 or scale point for each question which best describes you yourself and write the 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 field of concentration is humanities, and you would like a date who is also in humanities, enter a “1” in answer to question 1 during both first and second answerings. If you are in humanities but would like a date who is in social sciences, enter a “1” during the first answering and a “3” during 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 field of concentration your date is in, 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. Field of concentration:
   (1) humanities
   (2) natural sciences
   (3) social sciences

2. Political affiliation:
   (1) Republican
   (2) Democrat
   (3) Independent

3. I smoke:
   (1) regularly
   (2) occasionally
   (3) never

4. Secondary school:
   (1) public
   (2) private
   (3) parochial

5. I drink:
   (1) often
   (2) occasionally
   (3) never

6. Social class:
   (1) upper
   (2) upper middle
   (3) lower middle
   (4) lower

7. Academic record:
   (1) A— or above
   (2) B or B+
   (3) C+ or B−
   (4) C— or C
   (5) below C−

8. 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) once or twice a year.
   (5) never.

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. I come from a town or city with a population of:
    (1) over 1,000,000
    (2) 250,000 to 1,000,000
    (3) 50,000 to 250,000
    (4) 25,000 to 50,000
    (5) 10,000 to 25,000
    (6) under 10,000

11. 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

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
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. Then do the same for your ideal date. Again, during the second answering, you may enter a zero for any question for which your date's answer is unimportant to you. For example, if you are very talkative, write “1” for yourself in box 13. If you are less talkative, write “2”, and so on.

13. talkative
14. read avidly
15. no close family attachments
16. little or no athletic ability
17. politically concerned
18. politically liberal

19. do not like children especially
20. not active extra-curricularly
21. conformist
22. emotional
23. well-groomed
24. do not think often of marriage

1 2 3 4 5 taciturn
1 2 3 4 5 read occasionally
1 2 3 4 5 close family attachments
1 2 3 4 5 superior athlete
1 2 3 4 5 indifferent
1 2 3 4 5 conservative

1 2 3 4 5 like children especially
1 2 3 4 5 active extra-curricularly
1 2 3 4 5 non-conformist
1 2 3 4 5 rational
1 2 3 4 5 not concerned with appearance
1 2 3 4 5 think often of marriage

SECTION VIII: Physical Appearance

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

25. My hair is:
   (1) blond
   (2) brown
   (3) black
   (4) red

26. My eyes are:
   (1) blue
   (2) green
   (3) hazel
   (4) brown

27. Considering the average for my sex, I wear my hair:
   (1) long
   (2)
   (3) average
   (4)
   (5) short

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

All data provided OPERATION MATCH is the property of Compatibility Research, Inc. and will be kept strictly confidential. OPERATION MATCH thanks you for participating and wishes you and your dates the best of luck.
OPERATION MATCH AREA CODES

EASTERN REGION
Answer sheets from the Eastern Region must be postmarked no later than October 25.

01 Boston, Mass.
02 Buffalo, N.Y.
03 Central Connecticut (Hartford — Storrs)
04 Montreal, Canada
06 New Haven, Conn.
10 Pittsburgh, Pa.
11 Providence, R.I.
12 Southern Tier of New York (Ithaca — Binghamton — Elmira — Cortland)
13 Washington, D.C.
14 Western Massachusetts (Springfield — Amherst)

SOUTHERN REGION
Answer sheets from the Southern Region must be postmarked no later than October 25.

21 Atlanta, Ga.
22 Central Virginia (Richmond — Roanoke — Charlottesville)
23 Durham — Chapel Hill — Raleigh — Greensboro, N.C.

MIDWESTERN REGION
Answer sheets from the Midwestern Region must be postmarked no later than November 1.

31 Ann Arbor, Mich.
32 Chicago, Ill.
33 Cincinnati, Ohio
34 Columbus, Ohio
35 Detroit, Mich.
36 Madison, Wisc.
37 St. Louis, Mo.
38 Urbana, Ill.

WESTERN REGION
Answer sheets from the Western Region must be postmarked no later than November 8.

41 Denver — Boulder, Colo.
42 Los Angeles, Calif.
43 San Francisco — Oakland — Berkeley, Calif.
44 San Jose — Palo Alto, Calif.
45 Seattle — Tacoma, Wash.

METROPOLITAN REGION
Answer sheets from the Metropolitan Region must be postmarked no later than November 8.

05 Newark — Jersey City, N.J.
07 New York City (Brooklyn — Queens)
08 New York City (Manhattan — Bronx)