



REPORT 1981-82



NORC

THE NATIONAL OPINION RESEARCH CENTER

NORC was founded in 1941 as the first national survey research organization established to do social research in the public interest. Today, NORC is both a research institute and a survey research laboratory.

NORC's Research Group comprises three programmatic centers: the Cultural Pluralism Research Center, the Economics Research Center, and the Social Policy Research Center. Scholars in the centers pursue their own research interests in an interdisciplinary basic research environment and conduct applied research in various areas of policy interest. The research staff of NORC is drawn largely but not exclusively from the Division of the Social Sciences at the University of Chicago.

NORC's Survey Group maintains the organization's nationwide sample survey capability. Its staff includes experts in all of the operations involved in the conduct of survey research: sampling, instrument design, data collection, and data preparation and processing. The Survey Group has a special interest in the methodology of survey research.

Both of these groups are supported by the Administrative Group, which provides all necessary services in financial management, grants and contracts administration, data processing, and office management.

In its long history NORC has pioneered in studies of health care, housing, drug abuse, aging, crime, mental health, and a host of other areas of policy interest. These studies have included program evaluation, social experiments, and needs assessments. NORC has monitored the attitudes and behavior of the population in trend studies, most notably through the General Social Survey, a social indicators study conducted since 1972.

Most of NORC's studies are conducted with government or foundation support. Many are archived at the Roper Center, University of Connecticut; the Inter-University Consortium for Political and Social Research, University of Michigan at Ann Arbor; and in NORC's own data archive.

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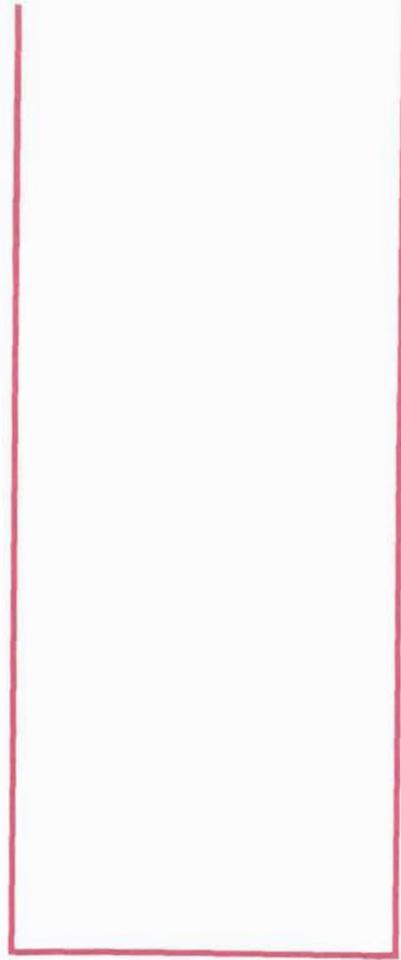
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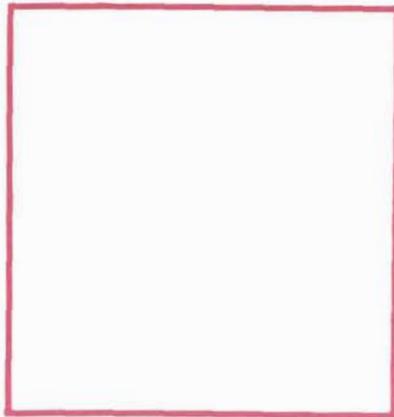
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Norman M. Bradburn, Director

FROM THE DIRECTOR

In 1981 NORC completed its fortieth year and, in keeping with the traditional meaning of this benchmark, was ready to begin a new life. After a period of rapid growth, NORC has achieved a newly defined and well-developed shape. It is a mature organization well suited for carrying on its chosen work. So, in 1982, we are celebrating the completion of 40 successful years by this report on NORC's recent and current activities.

NORC was founded to do social research in the public interest. Harry Field, NORC's founder, recognized that the then-new technique of opinion polling gave its sponsors a powerful tool with which to gain knowledge about the public's opinions and behavior. This knowledge would put its possessors—corporations, governments, the mass media, and others—in a powerful position to influence, and perhaps even control, that opinion and behavior. Field believed that it was vital that there be an independent organization devoted to surveying public opinion and behavior which would make its results publicly available for all to use. He saw clearly that public interest groups would need a source of information which might not be available if they had to rely on surveys done for commercial interests. NORC's continuing commitment to this founding mission makes it appropriate that the organization be located at the University of Chicago, which pioneered in the development of the modern empirical social sciences and whose social science faculty has made major contributions to social research.

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We begin our report with the history that has brought us to this point. On the pages that follow, Paul B. Sheatsley, a Senior Survey Director who has been with NORC since the second year of its existence, relates from his own experience the growth and development of the organization. Then, the structure and contents of the major portion of the report reflect the recently completed reorganization of NORC, which was designed to enhance NORC's capability as both a research center and a data collection facility.

For the most part, the researchers associated with NORC are faculty members of the University of Chicago, although in some instances faculty members from other universities work on projects at NORC as Research Associates. This gives us a great deal of flexibility and enables us to draw on talented individuals wherever they may be. Our research programs are organized into three centers: the Cultural Pluralism Research Center, the Economics Research Center, and the Social Policy Research Center. The reports of the center directors describe the purposes and projects of the centers. These reports make it clear that the NORC Research Group is greater than the sum of its parts.

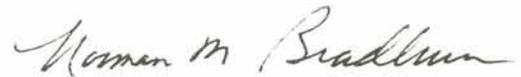
As a data collection facility NORC makes its survey capability available to scholars in other universities, to government at all levels, and to others, including private businesses, who agree to allow the results of the surveys to be made public. The Survey Group is structured for conducting both large national surveys and small special-purpose surveys; for managing all aspects of surveys from design through the reporting of results and for offering its technical expertise on specific matters of survey research; for directing its own large and experienced national field staff in surveys and for training the staffs of organizations that wish to do their own fieldwork; for working with NORC's own researchers and for working with researchers in government, the university community, and the private sector. The report from the Associate Director for Survey Operations on surveys conducted in 1981-82 reflects the Group's diverse capability.

The report from NORC's Associate Director for Administration and Treasurer demonstrates both NORC's solid financial footing and the difficulties associated with conducting research in the absence of an endowment or other continuing unrestricted support. And that introduces the somber note that is far from unknown on fortieth birthdays.

We, and here I mean far more than the "we" that is NORC, have clearly entered a period of diminished resources for social research after a long period of expansion. In its early days NORC received funds primarily from private foundations, at that time the principal sponsors of social research in the public interest. Beginning during the Second World War, but more rapidly in the 1960s with the War on Poverty and growing concern for social problems, the federal government increased its support for survey research and finally supplanted private foundations as the primary sponsor of public social research. Today the federal government is the major supporter of significant publicly available survey research.

The dangers of this situation, and the challenge, are great. The social and statistical information system on which both the public and private sectors depend is threatened. Many of the basic databases from which we draw information about society are slipping away. Further, the capacity to collect new data from large and complex national samples is endangered. In the years of expansion in social research a few organizations, NORC among them, developed this capability to a level that provided an alternative to the only agency formerly so developed—the U.S. Bureau of the Census. Now, both these alternatives and the Bureau itself are being hard pressed.

In contemplating this problem, a central question arises: Do we keep the old capabilities alive for the important purposes they serve or seek to develop new capabilities that will serve new forms of research? NORC has decided to do both. We are endeavoring to preserve our capacity to conduct large-scale social research because we are loath to lose the ability to apprehend our society whole, a view afforded only by research of this kind. But we are also developing our abilities in some new directions and refining some old skills to meet the challenge of this new time. Through all changes, however, NORC remains dedicated to its original mission of doing social research, both basic and applied, for the general good. We are confident about our ability to meet this challenge and even eagerly anticipate the new life of our second forty years.



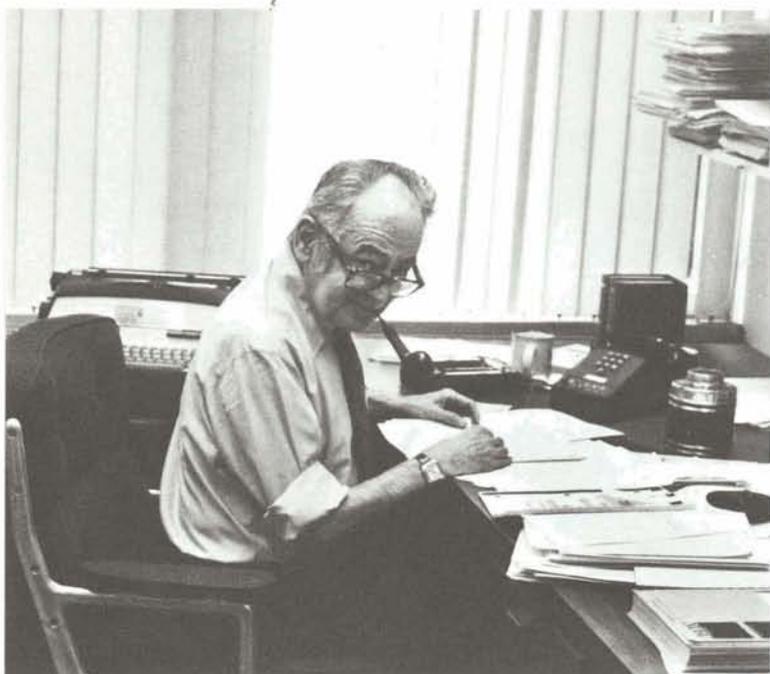
Norman M. Bradburn is Tiffany and Margaret Blake Distinguished Service Professor in the Department of Behavioral Sciences, Professor in the Graduate School of Business and the College, Chairman of the Committee on Survey Research, and a Member of the Committee on Public Policy Studies, all at the University of Chicago. He has been associated with NORC since 1961—as Director from 1967 to 1971, as President of NORC's Board of Trustees from 1975 to 1979, again as Director from 1979 through the present, and as a research scholar throughout his association. He has published widely in the area of survey methodology.

Field, the founder of NORC, was a rube. Born and raised in England, he fought in the British Army in World War I, came to the United States in the 1920s, worked as a door-to-door salesman, and was introduced to American people, and was introduced to George Gallup and Rubican's research department, in 1935. It was Field whom Gallup asked

NORC: THE FIRST FORTY YEARS

George Gallup to conduct sample surveys. Field was charming, articulate, a bit of a rube but high intelligence, a flair for leadership, he was a man with a mission. That mission was to create a research center, affiliated with a university, that would be in the public interest. It would not do market research for profit. It would attempt to give the people a voice in public decision-making. It would also offer training to nonprofit organizations and to university students. It would conduct methodological experiments in the art of measuring public opinion.

By 1941, but Harry Field persevered. He made in his business and professional life. He had strong support from the leaders of the social science research. Gallup, Elmo Roper, and other researchers who had demonstrated in the field the value of modern-day techniques, as compared to the discredited *Literary Digest*, knew and respected that a research center would not compete



Paul B. Sheatsley, Senior Survey Director

NORC: THE FIRST FORTY YEARS

Harry H. Field, the founder of NORC, was a man who lived twenty years before his time. Born and raised in England, he fought with distinction as a teenager in the British Army in World War I, came to this country to make his fortune in the 1920s, worked as a door-to-door salesman to further his understanding of the American people, and was introduced to surveys when he took a job in Young and Rubicam's research department, under the direction of George Gallup, in 1935. It was Field whom Gallup asked to organize the British Institute of Public Opinion, Gallup's first foreign affiliate, and in 1939 Field established his own People's Research Corporation to conduct sample surveys.

But Field had his eye on something more. Charming, articulate, a businessman with little formal education but high intelligence, a flair for public relations, and a social conscience, he was a man with a mission. That mission was to establish a nonprofit research center, affiliated with a university, that would conduct surveys in the public interest. It would not do market research or even forecast elections. Rather it would attempt to give the people a voice in political, social, and economic decision-making. It would also offer its survey services, on a cost basis, to nonprofit organizations and to university social scientists and educators, and it would conduct methodological experiments to improve the art and science of measuring public opinion.

All this sounded pretty far out in 1941, but Harry Field persevered, skillfully using all the contacts he had made in his business and professional career. It should be noted that he had strong support from the leaders of the then-small world of public opinion research. Gallup, Elmo Roper, and Archibald Crossley, the three market researchers who had demonstrated in the 1936 Presidential election the accuracy of modern-day techniques, as compared

to the "straw poll" conducted by the discredited *Literary Digest*, knew and respected Field as a colleague. His proposed research center would not compete with their business and could only help the fledgling field of public opinion research. Through George Gallup, Field was acquainted with Hadley Cantril at Princeton University, and Cantril introduced him to fellow academics such as Gordon W. Allport of Harvard, Samuel A. Stouffer, then at the University of Chicago, and Paul F. Lazarsfeld at Columbia. These men, too, were highly supportive and their university contacts were invaluable.

After a great many months of intensive effort and negotiation, Harry Field finally found the two sources of financial support that he needed. One was the Field Foundation (no relation), which agreed to provide five years of seed money at approximately \$50,000 a year. The other was the University of Denver, which offered housing in its library building and a \$10,000 annual subsidy. While we may suspect that the choice of Denver as headquarters derived from an absence of comparable offers from more prestigious eastern universities, the location suited Harry Field's populist philosophy very well. He saw the United States as a big country, he foresaw the growth of population and institutions in the Mountain and Pacific states, and he felt no need for the additional status that might be provided by an eastern address.

So, in October 1941, NORC was incorporated as a nonprofit organization under the laws of Colorado. Its first board of trustees consisted of two representatives of the Field Foundation, including Louis S. Weiss, the Director; two representatives of the University of Denver, including Caleb F. Gates Jr., Chancellor; and three social scientists: Gordon Allport, Hadley Cantril, and Samuel Stouffer. Field had already started assembling a staff. In the summer of 1941 he had recruited Douglas Williams, a Vice President at Elmo Roper, to serve as Associate Director of NORC, as well as William Salstrom, Sampling Statistician, and Anne Schuetz, Field Supervisor, both of the Gallup organization. These three joined Field in Denver, and locally he hired a secretary, a coding supervisor, a bookkeeper, an editor, and a few clerks—a total of about a dozen people. The three executives—Williams, Salstrom, and Schuetz—immediately boarded trains leaving Denver's Union Station to travel around the country recruiting and training interviewers in the newly selected NORC sampling points.

Harry Field was dedicated to high standards of quality in research, and he saw the task of data collection as central. In those days, interviewers were commonly hired on the basis of a written application or on the unsupported recommendation of another interviewer or friend, and were never seen by the central office or by a supervisor. They received little or no training for the task: a few pages of written instructions or perhaps a practice interview to return to the office. Field often lamented that the most crucial part of a survey was entrusted to the poorest paid and least motivated members of the staff, working without any effective supervision. He therefore resolved that NORC should not employ any interviewer who had not been personally hired and trained for the work, a principle from which NORC has never deviated. At the time, the Roper organization was the only one following a similar policy, and Elmo Roper kindly allowed NORC to borrow some of his interviewers until such time as NORC could complete training its own nationwide staff.

World War II

War clouds were gathering over the United States throughout the year 1941, with Western Europe occupied by the forces of Hitler, England under siege at home and losing ground to Japan in Asia, and the United States rapidly arming to provide war materiel for the Allies. Hadley Cantril, Paul Lazarsfeld, Elmo Roper, and Sam Stouffer, who had the ear of many academic, political, and business figures brought to Washington at that time, were among those who sought to establish a place for survey research in the government's diverse war-related activities. In the fall of 1941 an Office of Facts and Figures was established to collect survey findings as well as other kinds of data, and, following Pearl Harbor and U.S. entry into the war, this office was merged into a new and expanded Office of War Information (OWI). OWI was provided with a Surveys Division, whose assigned task was to monitor civilian morale, to assess the effects of wartime regulations, and to collect data on public attitudes and behavior concerning a broad range of war-related problems.

The Surveys Division of OWI was located in New York City and was headed by Elmo C. (Budd) Wilson, a protégé of Elmo Roper who had studied journalism at the University of Minnesota and had recently held a senior research post at *Time* magazine. Acting on the recommendations of advisers from all over the country, Wilson staffed the division with a dozen or more bright young social scientists who were eager to put their academic skills at the service of the government. The problem was that the OWI did not have, nor was it about to obtain, a national field staff, nor did it have any people experienced in survey operations—such things as translating research objectives into workable questionnaires and training and supervising a national staff of interviewers.

OWI needed a contractor, and in those days it was not so easy to find one. National field staffs were scarce and poorly trained. Conscription and other wartime demands made it hard to find experienced personnel. Gallup and Roper were both reluctant to accept government contracts. Under these circumstances, the infant NORC organization was awarded a contract to serve as the operations arm of the OWI Surveys Division. A small NORC New York office was rented in the building used by the OWI group, and it was headed first by John F. Maloney, a veteran of the Gallup organization. Early in 1942, he was called into the service and succeeded by Paul B. Sheatsley, who was also working for Gallup at the time.

For the first four or five years of its existence, therefore, NORC bore little resemblance to the academic research center that Harry Field had envisioned. Only three or four surveys a year were issued from Denver during that period, the headquarters staff languished, only a few reports and news releases were distributed. Sampling activities, financial administration, and some measure of interviewer staff maintenance were still carried on at Denver, but almost all other NORC activity was centered in the small New York office: pretesting OWI questionnaires, preparing materials for the field, supervising data collection on national and special surveys, and turning over the completed interviews to OWI staff for coding and processing.

While these activities did little to enhance NORC's intellectual reputation, they were not without reward. Many of the OWI surveys were simply fact-finding endeavors (how people disposed of their waste fats, how they were using their ration coupons, etc.), but others were pioneering efforts in social science: the first national measurement of racial attitudes, the role of women in the work force, problems of absenteeism in factories. Exposure to the thinking and practices of the OWI survey directors, some of whom were to join

NORC after the war, was immensely educational to the NORC staff, most of whom had been accustomed to the polling tradition. The OWI staff, moreover, was concerned about the quality of the survey data. They welcomed methodological experiments and often suggested new methods of interviewer training and supervision. The OWI work also produced a strong national field staff, accustomed to questioning people about sensitive topics, handling complex questionnaires, and responding to sympathetic supervision.

The Central City Conference and the Death of Harry Field

At the close of the war in 1945, the Office of War Information was dismantled and almost all government survey efforts ceased. NORC's future was uncertain. The initial Field Foundation support money was soon to end, the research staff in Denver was depleted, the future role of the New York Office was not clear, and new research clients had to be found. Yet it was also a time of hope and high expectations. Survey research had demonstrated its usefulness to administrators in many ways during the war years, and a whole new generation of researchers was anxious to apply its skills in the postwar academic and commercial environment.

Harry Field had three major goals in mind. The first and most urgent was to build up the Denver research staff and to recruit an Associate Director to help him put NORC on a sound footing. The second was to encourage the development and use of public opinion research generally in building a peaceful and prosperous future. The third was to help spread the practice of survey research to other countries of the world by organizing centers like NORC in collaboration with foreign universities.

With respect to the first goal, there was some but not a great deal of progress. Prime candidate for the job of Associate Director and ultimately Director of NORC was Clyde W. Hart, a former University of Iowa sociologist, who had been special administrator to Chester Bowles in the Office of Price Administration and who had worked closely with NORC on several national surveys for OPA during and immediately after the war. The job appealed to Hart, but he was reluctant to settle in Denver and asked for more time to consider. Perhaps not surprisingly, the Denver location was also a deterrent to young researchers who were leaving government jobs. Field did arrange a faculty appointment at Denver for Don Cahalan, who had directed survey research activities for the U.S. Navy, but most of the researchers who were leaving Washington were more attracted to larger and more accessible universities or to the rewards of commercial research in the East or in California.

Field had greater success with his second goal. Before the war, public opinion research had been in its infancy, was highly fragmented, and was dominated by a small handful of social scientists, pollsters, and market researchers. There was no forum for discussion of mutual problems. In particular, the academic and the commercial researchers regarded each other with some suspicion and even distaste, and there was little or no communication between them. Field had the idea of inviting the most prominent teachers, users, practitioners, and philosophers of public opinion research to a three-day conference sponsored by NORC at a remote site in the Colorado Rockies, where they could meet informally to discuss common problems and the future of their profession. This conference, in Central City, Colorado, was such a success that a continuing committee was appointed to plan for a second conference the following year, in 1947. It was at this second conference, at Williamstown, Massachusetts, that the American Association for Public Opin-

ion Research was formed. AAPOR, marking its thirty-fifth anniversary this year, now numbers over 1,000 members and is the primary professional association of individuals engaged in or concerned with public opinion research.

Field's third objective, to encourage the development of university survey research centers in other countries, indirectly led to his untimely death at the age of 46. He had spent two days at the University of Louvain in Belgium and was en route to visit his brother in England before returning to the United States when his plane crashed shortly after takeoff. There were no survivors. This event occurred in November 1946.



Harry H. Field

STUDIES OF THE FORTIES

Wartime Studies for OWI Surveys Division

Labor Problems, Absenteeism,
Morale
Attitudes Toward the Progress of
the War
Inflation, Price Controls,
Shortages, Rationing
War News and the Media
The Role of Women in the
War Effort

Other NORC Surveys

Attitudes Toward the War and
War Policies
The UN, Postwar Problems
Pre- and Post-Election, 1944
Atomic Energy and the Bomb
Socialized Medicine
Government Ownership, Tax
Policies
Radio Listening
Knowledge of Cancer
Foreign Affairs Surveys for the
Department of State
Drinking Behavior and
Alcoholism
Occupational Prestige
Medical Research
Evaluation of Information
Campaign for the UN
Palestine, Zionism
Race Relations

Clyde Hart and the Move to Chicago

Clyde W. Hart assumed directorship of NORC at the age of 50, shortly after the death of Harry Field. Before taking the job, he had persuasively argued to the NORC Board of Trustees the case for moving the Center out of Denver to a larger and more prestigious university where it could attract the scholars necessary to carry on NORC's work. Hart had a vision of NORC somewhat different from that of Field. Whereas Field had come from the world of advertising, market research, and political polls, Hart had been a university professor and scholar. Whereas Field saw NORC as a sort of nonprofit public interest polling center, Hart envisioned a major social research institution, with academically trained social scientists pursuing their interests under government or foundation grants and contracts.

The move from Denver to the University of Chicago in 1947 and the recruitment of such distinguished researchers as Shirley Star, Jack Elinson, Eli Marks, and James Davis as NORC Study Directors marked a real change in NORC's structure and the start of the organization as we know it today. While such a shift in emphasis may appear now to have been inevitable, alternative scenarios were possible or even more likely: stagnancy and gradual decline at Denver, inability to attract foundation funding or to compete for contracts, attrition of the highly trained NORC field staff, perhaps an attempt to perform market research, or even insolvency. It was Clyde Hart who correctly diagnosed the weakness of NORC's postwar position and who took the forthright actions required to correct it.

The decision to move from the Denver headquarters suggested another possibility, which Hart pursued but which was eventually to fail. The University of Denver was anxious to retain a presence in survey research, and when NORC moved to Chicago an affiliated Opinion Research Center was left on the Denver campus. Interest in similar research centers appeared at other universities around the country at the time, and conversations were held with researchers at Cornell, Wisconsin, and other institutions concerning a possible consortium of survey research centers. The affiliate centers would do secondary analyses of NORC data, NORC study directors would work with the affiliated centers on local surveys, NORC's national surveys would be supplemented by local studies conducted by the affiliates, and so on. Although organizational and operational difficulties put an early stop to these efforts, the affiliated Center at Denver thrived for several years. Indeed, a methodological study of the validity of survey responses, conducted there in 1947 by Parry and Crossley, is still frequently cited in the textbooks.

The move to Chicago raised questions about the future of the New York office. While the desirability of a New York or other eastern presence was granted, it was hard to justify the maintenance of only a sales or promotion office in the city, and the necessary research contracts were not immediately visible. It happened that Hadley Cantril, still an NORC trustee at the time, discovered interest in the State Department in a series of private polls that would keep the Department informed about public opinion concerning foreign aid, the United Nations, relations with Russia, and other postwar problems that the Truman Administration had to grapple with. As a result, NORC contracted to provide to the Department several such surveys a year, and these, conducted out of the New York office, provided basic support for that office. These surveys also furnished an early example of the "amalgam" or "omnibus" type of survey. In order to reduce their own costs, the Department of State had no objection to the sale of additional questions on their surveys to other clients, and sometimes as many as three or four different interests were represented on these questionnaires. Herbert Hyman and Herbert Stember were added to the New York staff, and later Paul Borsky, Ann Brunswick, and Pearl Zinner.

A great deal of important research was done at NORC during the 1950s under Clyde Hart's direction, most with grant support from foundations such as Carnegie and Ford. Included among these surveys were Shirley Star's pioneer study of public attitudes toward mental illness, the first occupational prestige survey, early research on race relations, studies of radio listening and television viewing, and the first comprehensive survey of family medical costs. During the McCarthy era, NORC worked closely with and collected the data for Samuel Stouffer on his famous study of Americans' attitudes toward communism, conformity, and civil liberties, and with Paul Lazarsfeld and his colleagues at Columbia on "The Academic Mind," a survey of college and university professors on the effects of Senator McCarthy's anti-communist crusade. Perhaps one of the most important projects of this period was Herbert Hyman's study of interviewer behavior, which culminated in the publication of *Interviewing in Social Research*, still a much-studied volume in the training of social researchers.

STUDIES OF THE FIFTIES

NORC-Generated Studies

Interviewer Effects in Survey
Research
Mental Illness: Knowledge and
Attitudes
Phonevision
Chronic Illness in Hunterdon
County, New Jersey
Family Medical Costs
Health Attitudes and Behavior
Health of the Elderly
Skid Row
The Adolescent Society
Adjustment of Migrants in
Chicago
Massachusetts Hospitalization
Study
Medical Insurance Under Two
Plans
The Great Books Program

Contract Research

Foreign Affairs Studies for the
Department of State
Effects of TV on Sports
Attendance
Philanthropic Giving
Anti-Semitism
Behavior in Disasters
Aircraft Noise
Communism, Conformity, and
Civil Liberties
The Academic Mind
Dental Health and Practices
Foreign Medical Students
American Cancer Society's
Professional Education
Program



Clyde S. Hart

The Rossi Years

Clyde Hart reached retirement age in 1960, but his successor was not immediately apparent and there was a sort of interregnum until Peter H. Rossi was appointed in 1961. Rossi was a Columbia University sociologist who was well known in the survey research profession as a result of his work at Columbia's Bureau of Applied Social Research under Paul Lazarsfeld. His first task, like that of Field and Hart before him, was to assemble a staff of study directors, for most of those who had served under Hart, uncertain of NORC's future direction, had decided to pursue other opportunities. Peter Rossi's enthusiastic recruitment efforts brought NORC by far the strongest research staff it had ever had. Included in the group were James Coleman, Norman Bradburn, Andrew Greeley, Seymour Sudman, John Johnstone, Elihu Katz, David Caplovitz, Alice Rossi, Philip Ennis, Joe Spaeth, and many others.

But Rossi saw the danger of building a strong organization of study directors who would be dependent upon grants and contracts coming in. He also saw the importance of expanding NORC's provision of data collection and other services to the nonprofit scientific research community—what had been number two on Harry Field's original list of NORC purposes. The need for such a service had expanded in the postwar years as survey research became more complex and sophisticated and individual scholars could not meet prevailing standards in sampling, questionnaire development, interviewer training and supervision, data collection and processing without specialized assistance. Rossi saw such service work as having enormous potential benefit to NORC, as it would provide a steady stream of field assignments for the national interviewing staff and generate income that would help support the research of the study directors. He was successful in obtaining a small grant from the National Science Foundation to establish a Survey Research Service at NORC and recruited Paul Sheatsley from the New York office to direct the effort.

Many important studies were conducted at NORC during Rossi's term. There were more national surveys of family medical costs, repeated on a trend basis. Norman Bradburn's study of the structure of psychological well-being, known as the happiness survey; Father Greeley's study of the effects of Catholic education; Johnstone's survey of public attitudes toward adult education; the 1961 college graduate survey, a huge sample interviewed by mail, and followed as a panel in 1962-64 and in 1968; the Kennedy assassination survey; studies on anti-Semitism and on racial attitudes in some of the riot-torn communities in the sixties; studies of the effects of school desegregation; the occupational prestige studies—all of these served as landmarks in their various fields and have assumed permanent importance. It was also during those years that NORC began conducting telephone interviews.

The effects of all this activity on NORC's administrative structure were of course enormous. In the twenty years from 1941 through 1960, only once had the annual volume of business reached half a million dollars, and it had never exceeded that amount. In 1962 the figure was three quarters of a million, in 1963 it went over one million, in 1964 it was just under two million, and in the following years it was more than two million. The staff grew from thirty or forty, who had formerly gathered in Clyde Hart's office for coffee every morning, to over a hundred—overflowing the building at 5720 Woodlawn Avenue, even after an addition had been constructed, and occupying space wherever it could be obtained on campus or in the neighborhood. In accordance with his plans for expansion, Rossi had started negotiations early on for the construction of a new NORC headquarters building, and the present building at 6030 South Ellis was ready for occupancy in the fall of 1966.



Peter H. Rossi

Unfortunately, NORC was still operating under the informal management structure of the earlier days. Ledgers were posted by hand, billing was long delayed, field costs were poorly monitored, survey budgets went out of control before there was sufficient information to prevent overruns. At one point, the majority of surveys conducted during the year exceeded their budgets by large or small amounts. The situation was compounded by the high standards and the zeal of Rossi and his study directors. Delays and overruns just had to be accepted in the interests of superior research. An example of the heady atmosphere of those days occurred following the assassination of President Kennedy. This was a once-in-a-lifetime opportunity to study public opinion at a time of national crisis, no one else had plans to field a comprehensive national study, and Rossi gave his staff the go-ahead while he attempted to arrange funding. His sources were unanimously encouraging and optimistic. But once the study was in the field, no one felt an obligation to pay for it and NORC had to swallow the cost. One final problem was the gradual shift in research support from the foundations, which had sponsored much of NORC's work during the fifties, to the government, which was now playing an increasing role. Foundations used to pay in advance; government paid only after invoices were received and processed. This produced a difficult cash position when a large volume of work was in progress and necessitated an increasing amount of bank borrowing.

Obviously, this method of management could not continue indefinitely, and an ultimate cash crisis arose one day in 1966. It seemed for awhile that, after 25 years, Harry Field's noble experiment might come to an end. NORC's fate rested with the University of Chicago. But expressions of support came in from former clients, from government agencies, and from the survey research field generally, attesting to NORC's importance and urging that some means be found to continue the operation. The University was persuaded and agreed to a long-term loan. A professional management team was brought in to reorganize administrative procedures, and Norman Bradburn was appointed Director.

STUDIES OF THE SIXTIES

NORC-Generated Studies

Almond-Verba and Verba-Nie
Political Participation Studies
Longitudinal Study of 1961
College Graduates
The Structure of Psychological
Well-Being
Adult Education
Occupations and Social
Stratification
Effects of Parochial School
Education
Desegregation in the Public
Schools
Physician Reporting of Venereal
Disease
Kennedy Assassination Study
The New York Power Blackout
Victims of Crime
Integrated Neighborhoods in
the U.S.
Adult Literacy
The Catholic Priesthood

Contract Research

The People Look at Television
Post-Censal Studies of
Occupations
Mobilization for Youth
Popular Tastes in Music
Aircraft Noise and Sonic Booms
The "Hidden Blind"
Occupation and Childrearing
Dental Care in the U.S.
The Health of Spanish-American
War Veterans
Health in the First Year of Life
Physician Attitudes Toward
Medicare
Ethics and Honesty in the U.S.
Amalgam Surveys
The Job Corps
Health of Retired Auto Workers
Manpower Development
Training Programs
Pre- and Post-Legislation
Attitudes Toward Medicare
The Nisei Japanese
Parents' Attitudes and
Experience with Headstart
First Graders in Woodlawn,
Chicago
Problems of Widowhood
Neighborhood Health Centers in
11 Areas
Welfare Medical Care
Civil Defense and Fallout
Shelters

STUDIES OF THE SEVENTIES

NORC-Generated Studies

The General Social Survey
Public School Desegregation
Study of American Values
Study of American Journalists
Continuous National Survey
The Use of Sensitive Questions
in Survey Research
Informed Consent in Survey
Research
Ethnic Drinking
Study of Value-Oriented
Education
Farmers in the Dakotas
Study of Young Catholics
Farm Decisions on Production
and Marketing

Contract Research

Smoking Behavior Among
Health Professionals
Sexual Beliefs, Attitudes, and
Practices
Medical Care Costs
High School Drug Use
Parent Attitudes Toward the
Follow Through Program
National Ambulatory Medical
Care Survey
Drug Use and Postwar
Adjustment Among Vietnam
Veterans
Study of Family Growth
Vocational Education
Legal Needs of the American
Public
Boston School Desegregation
Access to Medical Care
Housing Assistance Supply
Experiment
Drug Abuse Reporting Program
Experimental Housing
Allowance Program
National Longitudinal Survey of
Labor Force Behavior
Physician Participation in
Medicaid
The Health Insurance Study
Amalgam Surveys
Community Development Block
Grant Program
Study of Dental Hygienists
Distribution of Funds in a Class
Action Suit
Internal Medicine Manpower
Health of Harlem Adolescents
National Medical Care
Expenditure Survey
Physician Administrative
Practices

Modern Times

In his first tour as Director, Bradburn served from 1967 to 1971, and NORC's accomplishments in that era were striking. It was no easy task to restore the morale of study directors, the New York office, and staff generally after such a close brush with disaster. Nor was it easy to restore confidence in the outside world—to convince clients, government agencies, and other funding sources that NORC remained a viable organization. Annual revenues, which had peaked at \$2.3 million in 1965, declined to \$1.7 million in 1969; but they almost doubled in the following year and remained above \$3 million through 1972.

Behind this substantial growth in annual revenues during the late sixties and early seventies was an increasing amount of government funding for evaluation studies. A contract with the Office of Economic Opportunity led to baseline health surveys in eleven different communities where Neighborhood Health Centers were being established. NORC found a ready market for its data collection skills and experience and performed that role as subcontractor to such firms as Stanford Research Institute, Abt Associates, and The Rand Corporation. Among these studies were evaluations of manpower training programs in a number of different sites, of the Head Start and Follow Through educational programs in a series of interviews with parents of enrolled children, and of the effects of school desegregation programs in North and South. From foundations and private sources support was found for the Ennis study of adult literacy and Greeley's survey of the Catholic priesthood. Federal grant money funded the Bradburn-Sudman study of integrated neighborhoods during these years.

With NORC back on sound footing, Bradburn returned to his roles of University of Chicago professor and NORC Senior Study Director, and was succeeded as Director of NORC by James A. Davis. Though then at Dartmouth College, Davis had long been associated with NORC and his return to Chicago was welcomed. His tenure as Director, from 1971 to 1976, was distinguished in several respects. First, he made important additions to NORC's professional staff, successfully recruiting two of the most renowned sociologists in the country—Arthur Stinchcombe and James Coleman—and also Martin Frankel, distinguished sampling statistician, who would serve as NORC Technical Director.



Norman M. Bradburn



James A. Davis

Davis also pioneered several creative research innovations. One was the Continuous National Survey, in which a national probability sample of 200 interviews was collected every week of the year. The samples could be cumulated until sufficient numbers of cases for suitable analysis were available; old questions could be dropped and new ones added at any time. The survey was designed as a kind of amalgam survey for government agencies, and indeed it served as the principal source of data for the Department of Transportation and the Federal Energy Administration during the oil embargo and ensuing gasoline crisis in the winter of 1974-75. Another important innovation conceived and implemented by Jim Davis was the General Social Survey. Under the sponsorship of the National Science Foundation and the guidance of an advisory committee of social scientists, questions asked on national surveys by NORC, Michigan, Gallup, Harris, and other organizations were reused periodically to provide measures of social change. The General Social Survey has been fielded annually or biennially since 1972 and the datasets made available to anyone interested, through The Roper Center, for a modest fee. The GSS has provided data for scores of scholarly articles in social science journals and is commonly used as a teaching aid in survey research courses in all parts of the country.

During James Davis's years as Director, NORC revenues more than doubled, from a little over \$3 million to more than \$7 million, but the nature of the survey market was fast changing. In response to the increasing stream of government procurements for research and evaluation studies, many new firms with some form of survey research capability were established, in the Washington area and elsewhere, and many older firms that had specialized in management consulting or systems engineering expanded their activities to include survey research. At the same time the letting of government contracts became institutionalized. Instead of sole-source agreements and letter contracts, federal agencies were now required to issue requests for proposals in accordance with standardized specifications, and awards were made on the basis of technical adequacy and lowest cost.

Restructuring of Operations and Expansion of Research Capability

One of the last actions by Davis in his term as Director was to ask James Murray, who had directed the Continuous National Survey, to try to restructure NORC Operations. The type of Survey Research Service devised by Peter Rossi, operating under a single director who worked separately with the Sampling Department, the Field Department, the Data Processing Department, and so forth, was ill suited for the current environment, but it was not clear just how to improve it. Murray's solution was to set up a Project Planning Committee (PPC) to govern NORC operations. Six Senior Survey Directors—four in Chicago and two in New York—each of whom was to be separately responsible for each NORC project, would meet in a telephone conference call between New York and Chicago every week and in person once a month. Included on the Project Planning Committee, along with the six Senior Survey Directors, were the NORC Director, the Contracts Officer, and the heads of the major departments concerned with operations. The PPC would review RFPs and make bid or no-bid decisions, assign proposals and projects to an appropriate Senior Survey Director, and resolve conflicts and monitor problems on all NORC operations.

Succeeding Davis to the NORC directorship was Kenneth Prewitt, then chairman of the Department of Political Science at the University of Chicago, who had formerly served as a Study Director at NORC. Prewitt refined and strengthened the Project Planning Committee to include not only operations and management personnel but two or three of NORC's Study Directors from the academic side, integrating the research and survey groups in this central management activity. The management of NORC field activities was also restructured during these years, with a view to decentralizing decision-making and improving accountability. The job of area field supervisor was upgraded to Regional Field Manager (RFM), with seventeen of these each responsible for recruitment, training, and supervision of all interviewers in the region. A Field Operations Committee was established, including RFMs on a rotating basis, along with field representatives of both NORC offices. Interviewers are now directed by and report to their RFM in accordance with the procedures specified for each project, and the RFMs report by telephone on a weekly basis to the project managers in the central office.

These changes helped pave the way for NORC's entry into large-scale longitudinal research. It was during Prewitt's tenure as director that NORC undertook the National Longitudinal Survey of Labor Force Behavior/Youth Cohort and High School and Beyond (described in the report from the Survey Group).

Looking to expand and strengthen NORC's research capability, Prewitt initiated discussions with a number of eminent economists, including Robert Michael and James Heckman. These efforts resulted in the establishment of NORC's Economics Research Center in 1980, after Prewitt's departure. Taking advantage of NORC's affiliation with the University of Chicago, Ken Prewitt and Norman Bradburn, then President of NORC's Board of Trustees, proposed that a Committee on Survey Research be established in the University to enhance and formalize training in the theory and methods of survey research. Through its multidisciplinary faculty membership, the Committee offers a specialization in survey research in many graduate departments of the Division of the Social Sciences at the University of Chicago.

The resignation of Ken Prewitt after four years as Director, to assume the Presidency of the Social Science Research Council, and the return of Norman Bradburn as Director in 1979 seems a convenient place to end this summary account of NORC's first forty years. More recent developments are reported in other sections of this publication, and they give evidence of continued organizational vitality.



Kenneth Prewitt

**Recipients of the AAPOR Award
for Exceptionally Distinguished Achievement
in Public Opinion Research
Associated with
NORC**

1955	Paul F. Lazarsfeld	<i>NORC Trustee (1973-75)</i>
1956	Herbert H. Hyman	<i>Senior Study Director (1947-57)</i>
1958	Samuel A. Stouffer	<i>Founding Trustee (1941-60)</i>
1960	Clyde W. Hart	<i>Director (1947-61)</i>
1965	Harry H. Field (Posthumous)	<i>Founder and Director (1941-46)</i>
1966	Hadley Cantril	<i>Founding Trustee (1941-56)</i>
1980	Shirley A. Star (Posthumous)	<i>Senior Study Director (1947-60)</i>
1982	Paul B. Sheatsley	<i>Senior Survey Director (1942-)</i>

**Presidents of the American Association
for Public Opinion Research
Associated with
NORC**

1947-48	Clyde W. Hart	<i>NORC Director (1947-61)</i>
1949-50	Paul F. Lazarsfeld	<i>NORC Trustee (1973-75)</i>
1953-54	Samuel A. Stouffer	<i>Founding Trustee (1941-60)</i>
1957-58	Frederick A. Stephan	<i>NORC Trustee (1952-70)</i>
1959-60	Herbert H. Hyman	<i>Senior Study Director (1947-57)</i>
1967-68	Paul B. Sheatsley	<i>Senior Survey Director (1942-)</i>
1979-80	Jack Elinson	<i>Senior Study Director (1947-56)</i>
1981-82	Seymour Sudman	<i>Sampling Director (1962-68)</i>

Past and Future

Not many corporations and institutions manage to survive over a period of forty years, and even fewer manage to grow and prosper. NORC has certainly not achieved a steady annual progress over that period. There have been a series of plateaus, many setbacks and disappointments, other years of almost frightening growth and expansion. But NORC history has encompassed World War II and its aftermath, wars in Korea and Vietnam, periods of economic prosperity and economic recession, Republican administrations and Democratic administrations, periods of expansion and periods of contraction in research funding, years of domestic quiet and years of social unrest, the McCarthy era, concerns about privacy and equal opportunity, the computerization of America, and numerous other social, political, and economic changes—most of them documented in the hundreds of NORC studies conducted during those forty years.

We now face a period of new crisis and change. Economic and political conditions during the next several years look discouraging. Social problems may be expected to multiply. The task of survey research will not become easier, but opportunities to demonstrate its usefulness will abound. It will be NORC's task, as always, to plan for and adapt to the changing environment, and we have the experience and the resources to do just that. A strong staff of creative and hard-working researchers and support personnel, seasoned but youthful management, a uniquely qualified and experienced field staff, a sound financial position, and an unflagging zeal to continue to conduct social research in the public interest—these assets combine to set NORC off on its next forty years.



Paul B. Sheatsley joined NORC in 1942, the second year of the organization's existence. During his long tenure, he has served the organization in many capacities, including a term as Acting Director in 1970-71. He received the 1982 AAPOR Award for Exceptionally Distinguished Achievement.

NORC's Research Group comprises three centers: the Center for the Study of Public Policy, the Economics Research Center, and the Center for the Study of the History of the United States. Though composed of individuals from a variety of disciplines, the group's purpose is to conduct interdisciplinary research, both basic and applied, adhering to the highest standards of scholarship in a number of interests, structures, and methods.

THE RESEARCH GROUP

The Research Group engages in a number of activities designed to enhance the quality of research at NORC. These include the **Lectures Program** and a weekly workshop series, the **Fellows Program**, partially supported by the National Science Foundation. For sixteen years offered training in social science to doctoral candidates and more recently to postdoctoral fellows. Regular appointments offer an intensive tutelage to visiting researchers in both substantive and methodological areas. The group also sponsors an interdisciplinary approach to social science research in order to equip those who participate in the planning, implementation, and evaluation of research. The **weekly workshop series**, managed by the group, is held by invited persons at NORC and in the United States. Workshops focus on work in progress, on completed research projects. Most workshops are held at NORC, but speakers from other institutions are often invited to speak. The formal methods of interaction are, of course, the seminars and exchanges that occur naturally among members. Informal cooperation is fostered by the

THE RESEARCH GROUP

NORC's Research Group comprises three centers: the Cultural Pluralism Research Center, the Economics Research Center, and the Social Policy Research Center. Though composed of individual centers, the Group has a common purpose: to conduct interdisciplinary research in the social sciences, both basic and applied, adhering to the highest standards of quality. This unity is expressed in a number of interests, structures, and activities shared by the Group as a whole.

Each center has its own program of research, but the three have a substantial overlap of interests. For example, all of the centers have a research interest in the family: the Cultural Pluralism Research Center in its work on the intergenerational transmission of ethnic identity, the Economics Research Center in its economic analysis of the family, and the Social Policy Research Center in its work on the welfare of children.

The Research Planning Committee oversees the quality of research, the composition of the research staff, and the allocation of resources. It is composed of the three center directors and other scholars representing the diverse research interests of the Group.

The Research Group engages in a number of activities designed to facilitate and enhance the quality of research at NORC. Among these are the NORC Fellows Program and a weekly workshop series.



The Center Directors and the Director of NORC constitute the core of the Research Group



A meeting of the weekly workshop series

The Fellows Program, partially supported by a grant from NIMH, has for over sixteen years offered training in social science and survey research, first to doctoral candidates and more recently to postdoctoral scholars. The one- and two-year appointments offer an intensive tutorial relationship with leading social researchers in both substantive and methodological areas. The program takes an interdisciplinary approach to social theory and to research applications in order to equip those who participate for various aspects of data collection and the planning, implementation, and evaluation of social research.

The **weekly workshop series**, managed by the Research Group, is open to all interested persons at NORC and in the University community. Workshops focus on work in progress, on completed research, and occasionally on plans for new research projects. Most workshops are conducted by members of the Research Group, but speakers from other institutions working in related areas are often invited to speak.

These formal methods of interaction are, of course, supplemented by the collegial exchanges that occur naturally among scholars working in related areas. This informal cooperation is fostered by the sharing of research facilities. NORC's data archive, including datatapes and codebooks, the library, discussion papers, and support facilities are shared by members of the Group. This sharing of research resources also offers economies of scale in the conduct of research by staff members.

Statements by the three center directors, describing the work and staff of each of the centers, appear on the following pages.

for the Study of American Pluralism. During the past year it became the Cultural Center of the Center was changed to reflect what is currently being done, as well as the Center. The Center's work is guided by the following purposes:
To serve as a clearinghouse for research on cultural pluralism and social diversity

CULTURAL PLURALISM RESEARCH CENTER

To assemble fundamental demographic and religioethnic identification in America

To do secondary analysis on existing data about values, attitudes, and behaviors of groups in the American pluralistic culture

To develop both a substantive theory and methodology that would in turn generate hypotheses from which primary research projects

In its first phase the pluralism program focused on cultural diversity. The Center became a clearinghouse for research on ethnic pluralism, primarily through its journal. It published its eighth volume, *Ethnicity in America*, which assembled in one place most of the information on the various cultures in American society. Two other volumes, *Minority Nominations and Inequality* and *The American Pluralism*, provided fundamental information on the center's work. The center is funded by the National Institute of



William C. McCready, Director of the Center

CULTURAL PLURALISM RESEARCH CENTER

The Center for the Study of American Pluralism was established at NORC in 1970. During the past year it became the Cultural Pluralism Research Center. The name of the Center was changed to reflect more accurately the scope of the work that is currently being done, as well as that being proposed by scholars in the Center. The Center's work is guided by the following objectives:

- To serve as a clearinghouse for research and information on cultural pluralism and social diversity in American society
- To assemble fundamental demographic information on religioethnic identification in American society
- To do secondary analysis on existing data to learn more about values, attitudes, and behaviors among various groups in the American pluralistic crucible
- To develop both a substantive theory and a research methodology that in turn generate a research paradigm from which primary research projects can be designed

In its first phase the pluralism program focused on ethnicity as a major factor in cultural diversity. The Center became a clearinghouse for interdisciplinary research on ethnic pluralism, primarily through its journal, *Ethnicity*, which has published its eighth volume. *Ethnicity in the United States*, by Andrew Greeley, assembled in one place most of the information available on the diverse subcultures in American society. Two other books by Andrew Greeley,

Ethnicity, Denomination and Inequality and *The American Catholic: A Social Portrait*, have provided fundamental information on the demography of ethnic diversity. Research funded by the National Institute of Alcohol Abuse and Alcoholism focused on the transmission of drinking attitudes and behavior and their persistence in different ethnic subcultures. A recent publication based on this work, *Ethnic Drinking Subcultures*, by Andrew Greeley, William McCready, and Gary Theisen, does more than report research results on ethnic drinking; it also articulates and elaborates a theory of the transmission of ethnic diversity in the United States.

The key component in the theory of American ethnicity developed at the Center is that ethnic subcultural traits are transmitted in the family and local community environments, unselfconsciously and often unintentionally. Ethnic diversity survives, to a degree, independent of ethnic identification and even independent of self-conscious intentions precisely because of the enormous influence of family and community socialization. Thus, the Center's parent-child alcohol research demonstrated that the various drinking and nondrinking subcultures of different groups in American society survived strong "assimilation" influences, such as many generations in this country, high educational achievement, the breakup of the old ethnic neighborhoods, the decline of ethnic identification, and ethnic intermarriage. Moreover, this theory of ethnic socialization has provided us with a methodological model for data collection that involves the study of multiple generations within ethnic communities.

The research assembled by the Center in the first half of the 1970s established a number of findings that the Center's new programs will build on. Perhaps chief among these is the fact that ethnic diversity and self-consciousness about it are not in the least threatening to the common culture of U.S. society, for that culture has always presupposed diversity and has always endorsed it.

The Current Research Programs

Under the new organization of the Cultural Pluralism Research Center, the fact and implications of diversity will be explored in a variety of settings. The Center's work is now organized into four programs of research.

The Program in Family and Socialization. This program will continue many of the kinds of parent-child studies that have been done by the Center in the past. The Center's research into the transmission of drinking patterns through generations in families, noted above, is one example of this work. Other examples are current projects in alcohol studies in which some Center staff are participating. The Survey of Women's Drinking Practices and the NIAAA-sponsored add-on to the National Longitudinal Survey of Labor Force Behavior/Youth Cohort (both described in the report from the Survey Group) are two such projects. In addition Center staff participated in a pilot study of family coping styles supported by the Muscular Dystrophy Association. Center scholars have also looked at the transmission of attitudes toward achievement in families. And they have done the preliminary work for a family history survey of the current adult population designed to trace the social history and development of the United States over the last century. This "Pilot Study of Intergenerational Transmittance in America" was directed by James A. Davis and Tom W. Smith and funded by the National Science Foundation.

The Program in Religion and Culture. From the outset, the Center's studies made it clear that ethnic diversity was actually religioethnic diversity and that the two social facts of religious tradition and ethnic heritage could not be studied without examining their interaction. For this reason, the Center's program has been restructured to blend these two areas of inquiry into one—studies of religion and culture.

Much of the Center's previous work focused on the topic of religious diversity in contemporary culture. Two studies of the effects of parochial education and the 1976 study of religious and secular value systems developed an empirical foundation for work in this area. With the publication of *The Denominational Society and Religion: A Secular Theory*, both by Andrew Greeley, the empirical foundation was extended theoretically.

Recently, the study of young Catholics in the United States and Canada, funded by the Knights of Columbus, has provided the opportunity to update and expand this tradition of research considerably. Two recent publications, *Young Catholics in the United States and Canada*, by Joan Fee, Andrew Greeley, William McCready, and Teresa Sullivan, and *The Religious Imagination*, by Greeley, enhance both the empirical and theoretical aspects of the sociology of religion. In addition, the Center's pilot study of Catholic parish structure, supported by the Lilly Endowment, was recently reported in *Parish, Priest and People* (Greeley, et al.). This project provides an empirical base, through the use of case studies, and a theoretical dimension that together allow new interpretations of such concepts as socialization and leadership at the local church level.

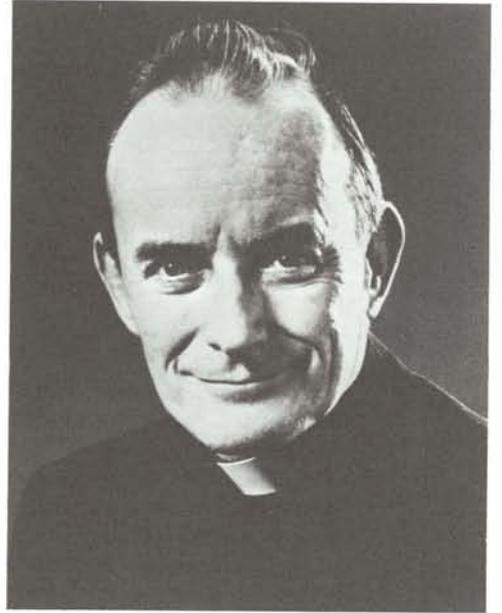
The impact of parochial education continues to be a major focus of this program. *Catholic High Schools and Minority Students*, a recently published work by Andrew Greeley, demonstrates the efficacy of parochial schools for minority students, and will be followed by a second project, in 1982-83, focusing on the role that teacher characteristics play in this process.

This program will continue to provide a research context for those who want to examine questions about the nature of the interaction between religious diversity and cultural diversity within U.S. society.

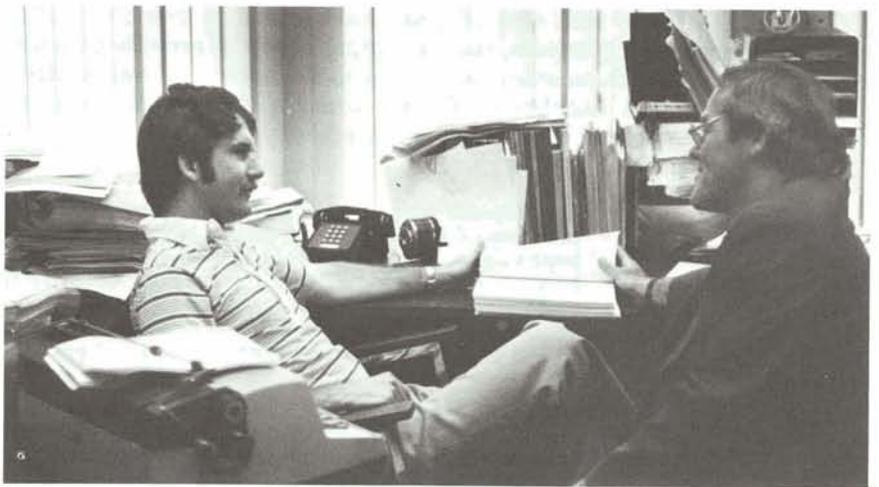
The Program in Social Change. This program includes the General Social Survey and a number of political science and sociological studies about the changing nature of American society, as well as some crosscultural comparisons between American society and others. The General Social Survey, the basis of A National Data Program for the Social Sciences, is directed by Center Research Associates James A. Davis and Tom W. Smith and conducted by NORC's Survey Group. This study analyzes social indicators in American society, replicating questions that go as far back as 1945. Important questions of social attitudes and behavior are combined with standard demographic information to produce a profile of American society at regular intervals. Research conducted by Benjamin Page, Professor in the University of Chicago's Department of Political Science and Center Research Associate, offers an example of the other work being done in this area. In a study funded by the National Science Foundation, Page and others explored the relationship between public opinion and policy formation in the United States from the 1930s to 1979. The Center is participating in a study of Soviet emigrants, described in the report of the Survey Group. Norman Nie, Center Research Associate and a Professor in the University of Chicago's Political Science Department, is a member of the research team, which is a consortium of scholars from many institutions.



Norman H. Nie



Andrew M. Greeley



Tom Smith and Jim Davis discuss the General Social Survey



Pastora San Juan Cafferty

The Hispanic Studies Program. With the continued immigration of Hispanics, both documented and undocumented, into American society, the Hispanic dimension of American diversity becomes increasingly important. This newest program, under the direction of Pastora San Juan Cafferty, promises to be a vital research effort through which many important social issues can be studied.

Hispanic-American ethnic groups are emerging now just as eastern and southern European Catholic groups emerged at the turn of the century. The comparison of the two phenomena will enable us to understand, historically, the emergence of the Polish and Italian ethnic groups, for example, and, sociologically, the present appearance of Hispanic groups. The comparative method will enable us to comprehend both the similarities and the differences in these two sets of phenomena; and, given the policy orientation of our research program, such a comparison will provide us with much firmer ground on which to stand when we make policy recommendations.

A number of Center projects have been designed to address specific issues in Hispanic-American research:

- *The Hispanic undercount project.* This project sought to establish an estimate of the actual size of the Hispanic population, based on baptismal and burial records in Roman Catholic parishes in New Mexico, Texas, and Arizona. Comparison between these estimates and those of the Census Bureau will facilitate judgments about the accuracy of the Census count. The preliminary findings have been hailed enthusiastically by many demographers.
- *Immigration policy study.* The major issues to be confronted by American immigration policy, including especially the issues related to undocumented immigration from Mexico, are addressed in this project. A report, to be published by Transaction Books, makes recommendations, based on the best available research scholarship done at the Center and elsewhere in the university community, that provide an alternative to the 1981 report of the Select Commission on Immigration and Refugee Policy.

- *Hispanic labor force participation and achievement.* This project, funded by the National Commission on Employment Policy, analyzes data from High School and Beyond and the National Longitudinal Survey of Labor Force Behavior/Youth Cohort to examine the labor force participation and achievement of Hispanics.
- *The Hispanic Policy Planning Project.* This project, funded by CBS, Inc., was designed to assess the current state of research on Hispanics and to determine how unmet needs might best be fulfilled. The project's findings have been detailed in a report covering research in progress and accomplished, Hispanic representation in a number of existing datasets, publications by and about Hispanics, the availability of fellowships for Hispanic studies, and related issues.

Center scholars are developing proposals for additional studies that will address the current condition of the Hispanic community in the United States and the effects of public and private policy on the well-being of Hispanics. We expect that specific studies will be directed to such issues as education, economic assimilation, housing and community development, and social services as they relate to the Hispanic community.

The funding for the work of the Cultural Pluralism Research Center has come from a variety of sources over the years, including CBS Inc., the Ford Foundation, the Knights of Columbus, the Law Enforcement Assistance Administration, the Lilly Endowment, the Luce Foundation, the Markel Foundation, the National Council for Soviet and East European Research, the National Endowment for the Humanities, the National Institute on Alcohol Abuse and Alcoholism, the National Institute of Education, the National Science Foundation, Research Dynamics Incorporated, the Revson Foundation, the Spencer Foundation, and the Twentieth Century Fund.

William C. McCready

William C. McCready is also an Associate Professor in the School of Social Service Administration, University of Chicago. He has been the editor of the journal Ethnicity since its founding in 1976.

THE SENIOR STAFF OF THE CULTURAL PLURALISM RESEARCH CENTER 1981-82

Research Associates

Pastora San Juan Cafferty, *Associate Professor, School of Social Service Administration, and Member, Committee on Public Policy Studies, University of Chicago*

Terry Clark, *Associate Professor, Department of Sociology, University of Chicago*

James A. Davis, *Professor and Chairman, Department of Sociology, Harvard University*

Lutz Erbring, *Associate Professor, Department of Political Science, University of Chicago*

Neil Fligstein, *Assistant Professor, Department of Sociology, University of Arizona*

Andrew M. Greeley, *Professor, Department of Sociology, University of Arizona*

J. David Greenstone, *Professor, Department of Political Science, and Member, Committee on Public Policy Studies, University of Chicago*

William C. McCready, *Associate Professor, School of Social Service Administration, University of Chicago*

Norman H. Nie, *Professor, Department of Political Science, University of Chicago, President, SPSS, Inc.*

Benjamin I. Page, *Professor, Department of Political Science, University of Chicago*

Robert Y. Shapiro, *Assistant Professor, Department of Political Science, Columbia University*

Teresa Sullivan, *Associate Professor, Department of Sociology, University of Texas*

Richard Taub, *Associate Professor, Division of the Social Sciences and the College, University of Chicago*

D Garth Taylor, *Assistant Professor, Department of Political Science, University of Chicago*

David Tracy, *Professor, Divinity School, University of Chicago*

Research Fellow

Alex Hicks, *Assistant Professor, Department of Political Science, Northwestern University*

Study Director

Tom W. Smith

Associate Study Directors

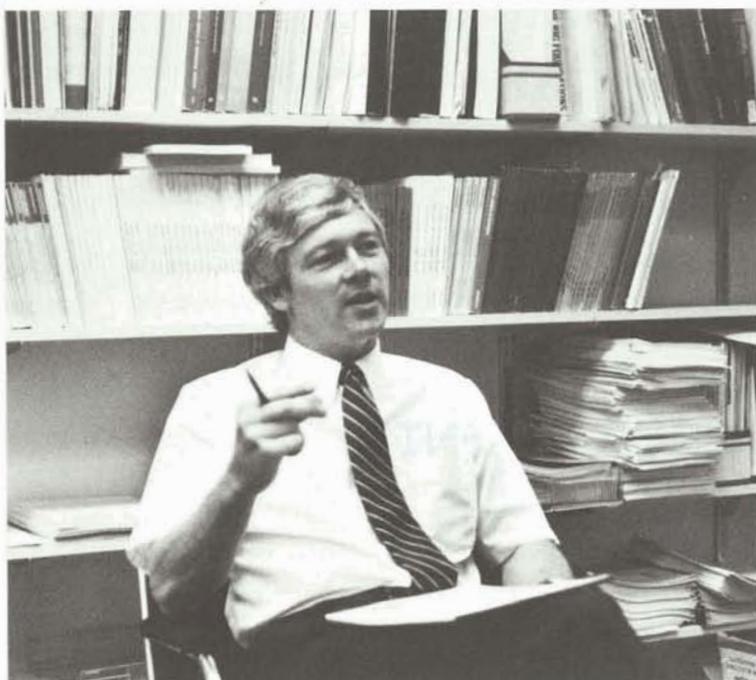
Harriet Davidson
Carmen Rivera-Martinez

Economics Research Center/NORC is 1980, bringing economists into the in of NORC. A previous incarnation sted in the University's Economics Dep or the directorship of H. Gregg Lewis, i ed *Economics of Discrimination* by Gary S Money by Milton Friedman, *The Deman*

ECONOMICS RESEARCH CENTER

To conduct research on issues of long- economy and to social and private be

To promote basic research through th ing in research procedures and throug ment and staff committed to basic r ard these ends the Center seeks to or economists at the University of Chi rojects the Center provides a congenia air graduate students and research assi the other facilities used in research. For king on a few specific topics the Cente her, sharing techniques, data, and exp sity of Chicago this Center, in conjur nters, provides an opportunity to enga rch on selected topics. For those inter survey data the Center provides a mech unaccustomed role—in conceiving and survey research. Although the full



Robert T. Michael, Director of the Center

ECONOMICS RESEARCH CENTER

The Economics Research Center/NORC is a relatively new enterprise, created in 1980, bringing economists into the interdisciplinary social science community of NORC. A previous incarnation of the Economics Research Center existed in the University's Economics Department. Started in the mid-1950s under the directorship of H. Gregg Lewis, it sponsored a series of books that included *Economics of Discrimination* by Gary S. Becker, *Studies in the Quantity Theory of Money* by Milton Friedman, *The Demand for Durable Goods* by Arnold C. Harberger, and *Unions and Relative Wages in the United States* by H. Gregg Lewis.

The newly organized Center within NORC continues the earlier Center's emphasis on empirically oriented studies in economics. Specifically, the Center has three objectives:

- To conduct research on issues of long-run relevance to the economy and to social and private behavior
- To promote basic research through the provision of training in research procedures and through a research environment and staff committed to basic research in economic science
- To improve the tools of empirical research through efforts to provide better survey data and better statistical techniques of analysis

Toward these ends the Center seeks to facilitate research in several respects. For economists at the University of Chicago working on empirically oriented projects the Center provides a congenial environment, housing professors, their graduate students and research assistants, a data archive, workshops, and the other facilities used in research. For economists from around the nation working on a few specific topics the Center provides an opportunity to work together, sharing techniques, data, and expertise. For social scientists at the University of Chicago this Center, in conjunction with the other NORC research centers, provides an opportunity to engage in sustained interdisciplinary research on selected topics. For those interested in survey research and the use of survey data the Center provides a mechanism for economists to play a role—an unaccustomed role—in conceiving and in shaping survey questionnaires and survey research. Although the full potential of the Center has, naturally, not yet been realized, a good beginning has been made.

The Staff and Activities

The research staff of the Center is composed of social scientists, typically with regular teaching appointments in universities, who devote most of their non-teaching time to basic research. The senior scholars involved in the creation of the Economics Research Center/NORC were Gary S. Becker, James J. Heckman, Robert T. Michael, Sherwin Rosen, and Robert J. Willis. A number of other researchers are now affiliated with the Center, as described below.

It is expected that the Center will engage in research on only a few topics at any one time. Topics will be undertaken when there appears to be a convergence of three critical factors: a several-year horizon to the planned research agenda and to the intellectual and social concerns that motivate it, a group of scholars interested in pursuing the research project (as distinct from a one- or two-person project), and a strong likelihood that the project will involve analysis of data.

The Center is currently engaged in research on three major topics: economics of the family, labor markets and earnings, and behavior over the lifecycle.

Economics of the Family. Under this rubric Center scholars are examining the changes in the American family in the decades since World War II. These changes have been profound in a number of areas—the patterns of marriage and divorce, the rise and subsequent decline in fertility, the rise in the labor force attachment of married women. This project studies these changes in family behavior, their determinants and their impact on the economy. Specific projects attempt to shed light on such questions as:

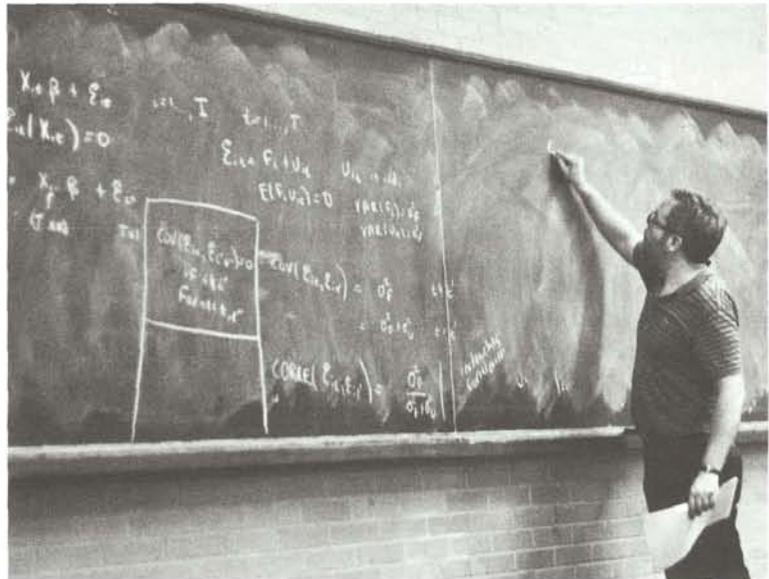
What has determined the division of labor in the family between men and women, and why has this been changing in recent decades? How do the labor supply and earnings of one spouse influence the uses of time by the other spouse? Why do the wages of married women remain lower than the wages of married men?

What are the determinants of the allocation of resources to children by parents? What factors affect the distribution of income within families across generations—that is, what affects the level and distribution of bequests and of investments in the schooling and health of children? How do specific forms of aid from government, such as school-lunch or school-health programs, affect parental inputs to children?

How do specific government actions (such as tax structures or welfare programs) affect the family's functions? How do the level of economic development in general and the development of such things as responsive capital markets and social security schemes in particular influence fertility and related family behavior?

Those working in this area include Gary S. Becker, Reuben Gronau, James J. Heckman, Edward P. Lazear, Thomas E. MaCurdy, Robert T. Michael, Nigel Tomes, Nancy B. Tuma, and Robert J. Willis. Research in this area is funded by the Center for Population Research of the National Institute of Child Health and Human Development and by the National Science Foundation. The NICHD support is in the form of a grant establishing a Population Research Center, one of several such centers in the United States.

Notable activities in this area of research include the completion and publication of Gary Becker's new book, *A Treatise on the Family* (Harvard University Press, 1981), in which Becker explores the organization and function of the family as a social institution, aspects of the relationship between parents and children, the factors influencing intergenerational transfer of wealth, and many other subjects. Also, the NICHD-supported Population Research Center has held several highly successful two-day conferences bringing together scholars from outside our center to interact with ERC staff. These conferences have focused on specific topics including the relationship between fertility behavior and economic growth, intra-family decision making, applications of longitudinal data to fertility behavior, and the transition between youth and adulthood.



James Heckman and Burton Singer (opposite page) leading sessions of the 1982 Summer Workshop on Longitudinal Data Analysis

Labor Markets and Earnings. Several distinct topics related to the functioning of labor markets and the distribution of wages have been undertaken.

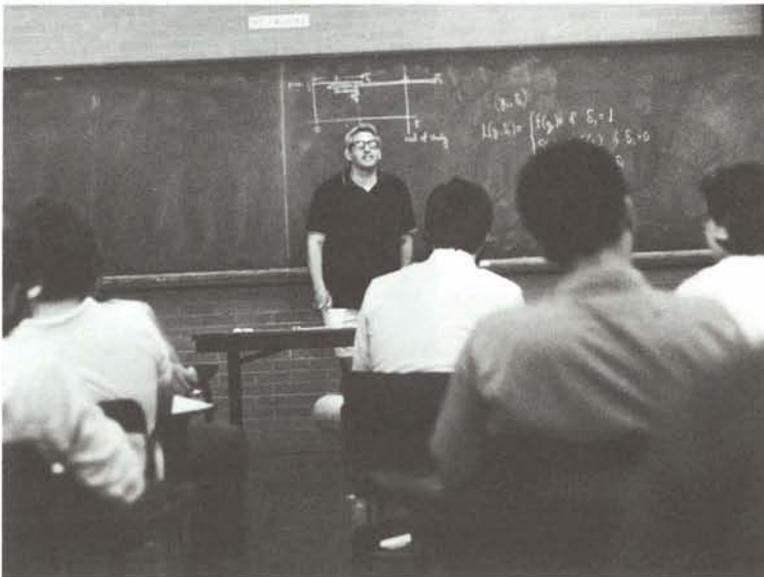
The nature of labor contracts between employers and employees is influenced by worker incentive systems to elicit effort, information about employee skills, and optimal skill-augmenting investments by both employers and employees. Center scholars are analyzing these contracts and their relationships to the structure of firms and to the organization of labor markets. Job promotion schemes and the structure of executive compensation constitute one focus of this work.

The behavior of youths in labor markets is being investigated in relation to family status and household formation decisions. The interdependence among decisions about employment, schooling, marriage, living arrangements, and fertility, as well as the effects of family income and family structure on these decisions, is under study.

Using detailed annual data covering the past sixty years, Center scholars are analyzing patterns in the employment and earnings of industrial workers in South Carolina. They are investigating factors contributing to the progress of blacks in job markets, including the effects of measured aspects of school quality, labor market tightness caused by industrialization, and affirmative action programs and minimum wage legislation. The levels of detail of these data and the relatively long-term historical perspective offer a unique opportunity for research to contribute to an understanding of the changes in racial wage differentials.

The application of search theory to measured unemployment constitutes another topic studied in this area of research.

Research Associates in this area include John M. Abowd, David S. Coppel, Nicholas M. Kiefer, James J. Heckman, Marjorie B. McElroy, Robert A. Miller, George R. Neumann, Sherwin Rosen, Robert H. Topel, and Christopher Winship. This work is supported by grants and contracts from the U.S. Department of Labor and the National Science Foundation.



Behavior Over the Lifecycle: The Analysis of Longitudinal Data.

Because choices made at one stage of life affect the alternatives available later in life a better understanding of these over-the-lifetime relationships can help inform both private decision-making and public policy about the most efficacious stages in the lifecycle to affect life chances. Both empirical techniques and longitudinal survey data have recently become available for addressing a set of questions pertaining to lifecycle behavior, and Center scholars are using these in research on a number of questions.

In what manner and to what extent do decisions about schooling, marriage, job, career, and geographic location affect and limit flexibility in later life?

To what extent do patterns of behavior suggest that events (such as unemployment, exit from the job market, temporary episodes of poverty, divorce, and migration) are more likely to occur at some age if they have also occurred earlier in one's lifetime? That is, does the occurrence of such an event raise the likelihood of a similar occurrence later?

What statistical techniques are appropriate in exploiting the richness of longitudinal data?

Researchers on this topic include many of those working on labor markets and earnings; the work on methodological issues, in particular, is being done by Christopher J. Flinn, James J. Heckman, Thomas E. MaCurdy, Burton H. Singer, and Nancy B. Tuma. This work is supported by grants and contracts from the National Science Foundation, NICHD, and the U.S. Department of Labor.



Christopher Winship, Research Associate



Informal conference: Robert Michael and Research Assistants Thomas Coleman and Brook Payner

The Center initiated a seminar series on longitudinal data analysis and survey design in 1980. This workshop met biweekly, with Center staff and guest speakers equally represented in presenting papers on aspects of methodology and applications of longitudinal data. The Center also conducts an annual weeklong workshop on techniques of longitudinal data analysis. These workshops bring together about fifty men and women to hear a lecture series by James J. Heckman and Burton H. Singer, and, in 1982, Christopher J. Flinn as well. The longitudinal workshops have been supported in successive years by NICHD, the Sloan Foundation, the U.S. Department of Labor (through the Center for Human Resource Research at Ohio State), and by NORC.

Other Developments

The Economics Research Center is beginning a new journal, *The Journal of Labor Economics*, to be published by the University of Chicago Press, under the editorship of Edward Lazear. The *JOLE* will begin publication in January 1983. The Center also initiated a discussion paper series in the first year of its existence. (These papers are listed in the report from the Library.) To facilitate the work of the Center, a data archive with more than two dozen large-scale datasets has been established. This augments the extensive data archive available to interested persons through the NORC Library.

Two postdoctoral research fellows are visiting the Center in 1981-82: Jennifer Gerner from Cornell University and Joseph Hotz from Carnegie-Mellon University. Both are working on projects on labor supply and earnings in a family context, and thus participating in two of the Center's programs.

Among the plans for the Center's future are several conferences in the population, labor, and econometrics areas, greater involvement in the design of economic components of NORC surveys, and continued development of our research programs. We are optimistic that these plans will help us fulfill the Center's potential in the years ahead.

Robert T. Michael

Robert T. Michael is also a Professor in the Department of Education and the College, University of Chicago. Before coming to Chicago in 1980, he served as Director of the Palo Alto office of the National Bureau of Economic Research while a Professor of Economics at Stanford University.

THE SENIOR STAFF OF THE ECONOMICS RESEARCH CENTER 1981-82

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David S. Coppock, *Assistant Professor, Department of Economics, University of Chicago*

Christopher J. Flinn, *Assistant Professor, Department of Economics, University of Wisconsin*

Reuben Gronau, *Professor, Department of Economics, Hebrew University*

James J. Heckman, *Professor, Department of Economics, University of Chicago*

Nicholas M. Kiefer, *Associate Professor, Department of Economics, Cornell University*

Edward P. Lazear, *Professor, Graduate School of Business, University of Chicago*

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George R. Neumann, *Associate Professor, Graduate School of Business, University of Chicago*

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Burton H. Singer, *Professor of Mathematical Statistics and Epidemiology, Columbia University, and Adjunct Professor, Rockefeller University*

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Robert H. Topel, *Assistant Professor, Department of Economics, University of Chicago*

Nancy B. Tuma, *Professor, Department of Sociology, Stanford University*

Robert J. Willis, *Professor, Department of Economics, State University of New York*

Christopher Winship, *Assistant Professor, Department of Sociology, Northwestern University*

Research Fellows

Jennifer L. Gerner, *Associate Professor, Department of Consumer Economics and Housing, Cornell University*

V. Joseph Hotz, *Associate Professor, Department of Economics, Carnegie-Mellon University*

The Social Policy Research Center began its existence as a joint effort of the University of Chicago and NORC who saw this as an opportunity to create an environment that would enhance the work of all. Founded in 1965 to identify and study social policy problems, the Center was directed by Harold Richman and scholars from the University of Chicago, their research interests were:

SOCIAL POLICY RESEARCH CENTER

Problems extending beyond traditional disciplinary lines

Problems likely to become increasingly important

Problems presenting unresolved issues that yield to concentrated research efforts

The Center brought together both scholars and students. In its brief existence, it has launched a number of projects, including the study of aging and youth, underway at the time that the Center was formed. These projects were given an initial focus. These projects were directed by the School of Social Service Administration. James Coleman and other scholars at the University of Chicago were also involved.

To date, the Center's major focus has been on the study of aging and youth. This work in this area is in keeping with its original mission. It is significant, potentially urgent, and of interest to a wide number of departments or disciplines.



Harold A. Richman, Director of the Center

SOCIAL POLICY RESEARCH CENTER

The Social Policy Research Center began with a group of scholars at the University of Chicago and NORC who saw the meshing of their research interests as an opportunity to create an environment in which the work of each would enhance the work of all. Founded in 1981, the Center was established to identify and study social policy problems of the following types:

- Problems extending beyond traditional administrative and disciplinary lines
- Problems likely to become increasingly significant in the future
- Problems presenting unresolved issues of fact or theory that might yield to concentrated research efforts

The Center brought together both scholars and projects in progress, and, in its brief existence, has launched a number of new projects. Research on children and youth, underway at the time the Center was established, has provided an initial focus. These projects were led by Harold Richman and others at the School of Social Service Administration, University of Chicago, and by James Coleman and other scholars at the University and NORC.

Current Research

To date, the Center's major focus has been on children and youth. The Center's work in this area is in keeping with its mission to study problems that are significant, potentially urgent, and of interest to agencies and researchers in a number of departments or disciplines.

Children and Youth. The Children's Policy Research Project, housed within the center, is attempting to reassess the relationship between children and the state. The project, which uses the state of Illinois as a microcosm, has produced the first of its anticipated six volumes. *The State of the Child*, by Mark Testa and Fred Wulczyn, reviews current conditions in family life, education, poverty, skills mastery, violence, and alienation. Its publication was greeted with strong editorial support from the major Chicago newspapers, and Governor James Thompson commended the report as one of the most important in the state's history. The Project is currently pursuing studies on state mandates and expenditures on behalf of children, the history of the state's activities on behalf of children, the relationship between the public and private sectors in children's services, the "careers" of selected children in the state system of services, and special aspects of the state's authority in the areas of child abuse, mental health, youth services, and deinstitutionalization. Initial funding for the Children's Policy Research Project came from the Joyce Foundation, the Chicago Community Trust, and the Illinois Law Enforcement Commission. Project support has broadened to include the Bush Foundation, the Ford Foundation, the John D. and Catherine T. MacArthur Foundation, and the Pittway Charitable Foundation.

The Project recently joined with the Illinois Department of Public Aid to conduct the Adolescent Parent Outreach Survey, a study of single mothers under the age of 18 and on AFDC. This study grew out of an earlier project analysis which found that while adult and family poverty was decreasing the number of children in poverty was increasing. This finding drew attention to the rising numbers of poor, single-parent families, which appeared to account for much of the newly observed trend in child poverty. The IDPA, concerned about its role in the lives of teenage AFDC mothers, decided to make a special informational and service effort for them. The resulting study is a joint effort of the Center, the IDPA, and the State Department of Public Health. The Joyce Foundation is supporting the analysis phase of the project, which is directed toward achieving a comprehensive understanding of the circumstances and conditions of teenage parenthood with limited financial resources. The sample for this study is just over 1,800 women under 18 years of age who were pregnant or had a child and were on AFDC in October 1981.

The Careers in Foster Care Study is proceeding from a project-developed microdata analysis of 27,025 individual histories collected from children whose cases were opened by the Illinois Department of Children and Family Services for the first time between July 1, 1976 and June 30, 1979. The analysis of these case histories, which are accompanied by records of board payments, social service purchases, and caseworker contacts, will permit researchers to examine expenditure and service patterns over the entire careers of children in foster care. It will also allow the examination of the effects of these expenditure and service patterns on client outcomes, controlling for differences due to family, child, and program characteristics.

A new study, sponsored by the Illinois Department of Commerce and Community Affairs, examines the dynamics of unemployment among youth in the Chicago metropolitan area, with particular emphasis on the structure of the labor market for youth and possibilities for mobility for unskilled youth. The study also examines state programs for youth employment and training, focusing especially on how state agencies serving children and youth address the employment and training needs of those youth.

The Center is exploring the relationship of public responsibility and private initiative in child policy in two studies. The National Institute of Education is funding a study called *The Role of the Voluntary Sector in the Provision of Services to Youth*. The primary objectives of this study are to analyze the changing role of the voluntary sector; to identify the major factors that determine the voluntary sector role; to assess alternative forms of public-voluntary interaction in the provision of youth services, with particular emphasis on the identification of innovative collaborative efforts; and, finally, to present recommendations for use in policy development and administration. The study has involved a detailed analysis of the youth service system in four sites and includes a comparative analysis of the voluntary sector role in youth employment and training services, services to dependent and neglected youth, services to delinquent and pre-delinquent youth, and alternative education programs.



Mark Testa and Harold Richman, codirectors of the Children's Policy Research Project

The Public and Private Provision of Child Welfare Services is a second Center project in this area. It examines the evolution of private children's service agencies and issues in their current functioning in Illinois. The changing nature of the public-private relationship is also a focus of this effort.

In a study that combines the Center's research interest in children with another area of interest—disability—the responses of the states to the Education for All Handicapped Children Act are being examined. The investigation focuses on the ways in which individual states have used the Act as a means of marshaling community resources to supplement those of the schools on behalf of handicapped children.

Research Associates of the Social Policy Research Center have taken a leading role in the analysis of the data from *High School and Beyond*, a longitudinal survey of youth being conducted by NORC for the National Center for Education Statistics. The analytical work began under contract to



Research Project Specialist Fred Wulczyn and Research Assistant Calvin Buford



Members of the Center staff meet to review projects in progress

NCES and appears in reports published by NCES: *Public and Private Schools* by James S. Coleman, Thomas Hoffer, and Sally Kilgore; *Youth Employment During High School* by Noah Lewin-Epstein; *Achievement of Hispanic Students in U.S. Schools* by François Nielsen and Roberto Fernandez; and *Discipline and Order in American High Schools* by Thomas A. DiPrete. These and other analytic efforts using the base-year data from *High School and Beyond* (as well as other longitudinal datasets on youth) are now being supported by grants from the Spencer Foundation. Center researchers and their collaborators in several other institutions are working in the following areas: expectations of youth concerning the sequencing and timing of life transition stages; the link between disciplinary problems in high school and attitudes toward further education and work experience; continuity versus change in cognitive skills and social values in the last decade; the role of school program tracking in determining a student's future position in the economy; how parents' attitudes, knowledge, and planning affect their child's educational plans and activities after high school; and the process of language displacement or maintenance and the achievement of Hispanic students in U.S. schools.

Other Areas of Interest. Over the course of the last year, the Center completed several projects concerned with the needs of especially vulnerable populations and the services provided to them.

Center researchers Jack Nelson and Sam Crouch examined occupational disease programs, using the Black Lung Program as a case study representing many of the dilemmas of disability compensation policy: the relative definitions of disability, unemployment, and occupational disease; overlapping compensation programs; disputed medical evidence; heavy cost burdens on the public and private sectors; and considerable political machination. The aims of the study were to develop a greater understanding of these issues and to explore options for future occupational disease compensation programs and the larger area of general disability compensation.

At the time of its founding, the Center incorporated a study of long-term care of the elderly of two years' duration. Caring for the aged can present medical, psychological, financial, and community problems, and it is a concern of such disparate agencies as the Department of Housing and Urban Development, the Department of Health and Human Services, and the Social Security Administration. Thousands of Americans are put in nursing homes only because there is an inadequate supply of alternative long-term-care services, despite the restrictive nature of nursing homes and the expense to the residents, their families, and the taxpayer. The results of the study have been published in *Policy Options in Long Term Care*, edited by Harold Richman, Judith Meltzer, and Frank Farrow (University of Chicago Press, 1981).



Harold A. Richman is also Hermon Dunlap Smith Professor in the School of Social Service Administration and a Member of the Committee on Public Policy Studies, both at the University of Chicago. He served as Dean of the School of Social Service Administration from 1969 to 1978.

THE SENIOR STAFF OF THE
SOCIAL POLICY RESEARCH CENTER 1981-82

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Noah Lewin-Epstein, *Lecturer, Tel Aviv University*

François Nielsen, *Assistant Professor, Department of Sociology, University of North Carolina at Chapel Hill*

Paul E. Peterson, *Professor, Departments of Political Science and Education and the College, Chairman, Committee on Public Policy Studies, University of Chicago*

William Pollak, *Associate Professor, School of Social Service Administration, University of Chicago*

Harold A. Richman, *Hermon Dunlap Smith Professor, School of Social Service Administration, and Member, Committee on Public Policy Studies, University of Chicago*

Rachel A. Rosenfeld, *Assistant Professor, Department of Sociology, University of North Carolina at Chapel Hill*

Mark Testa, *Research Associate, School of Social Service Administration, University of Chicago*

Senior Study Directors

Stephanie Scharf
Carol Stockyn

Research Project Specialists

Sarah C. Diamond
Fred Wulczyn

Research Analysts

Wendy David
Rob Hugi

The design, execution, and management of the Survey Group, which has conducted research since the organization's founding in 1941. The Survey Group's extensive experience in all areas of survey research is well suited to the requirements of large-scale surveys and questionnaires that elicit full and accurate information of data from respondents of all kinds.

THE SURVEY GROUP

The Survey Group's research is broad in scope and in the nature of the information collected, ranging in size from a few hundred to nearly a million individuals and institutions. Interviews are conducted in a wide range of languages including Spanish, Chinese, and Vietnamese, and address virtually every social issue of importance, including education, housing, crime, health care, drug use, and political participation, and more. The surveys are designed to measure attitudes, past, present, and anticipated, and are conducted by experienced professionals, some of them from the client's own fields. Under the general direction of the Survey Director, each survey undertaken by the organization is managed by the Senior Survey Director. As project leaders, the Senior Survey Directors are responsible for their surveys—sampling, instrument development, data collection, and reporting. This project-based structure replaced an earlier departmental structure that focused on surveys and more integrated management of research projects.

The Survey Group is staffed by NORC personnel from design and data collection. The Senior Survey Director serves as principal



Celia E. Homans, Associate Director for Survey Operations

THE SURVEY GROUP

The design, execution, and management of all NORC surveys are vested in the Survey Group, which has conducted hundreds of surveys since the organization's founding in 1941. The Survey Group embodies NORC's organizational experience in all areas of survey research: the selection of samples that are appropriate for the requirements of each survey; the construction of questionnaires that elicit full and accurate information from respondents; the collection of data from respondents of all kinds, in person, by telephone, and through the mail; and the organization of data in a form suitable for analysis. From NORC's earliest surveys on civilian behavior and morale for the Office of War Information in the early 1940s through the surveys in progress today NORC has been committed to the highest standards of quality in all of the surveys it conducts.

NORC's survey work has spanned enormous ranges—in size, in type of respondent, in subject matter, and in the nature of the information sought. The survey samples have ranged in size from a few hundred to nearly 60,000. The respondents have been individuals and institutions. Interviews have been conducted in many languages, including Spanish, Chinese, and Russian. The subject matter has included virtually every social issue of importance in the last forty years: education, housing, crime, health care, drug abuse, alcoholism, race relations, political participation, and more. The surveys have inquired about both behavior and attitudes, past, present, and anticipated.

The Survey Group is staffed by experienced professionals, some of them among the nation's leading experts in their fields. Under the general direction of the Associate Director for Operations, each survey undertaken by the organization is assigned to a Senior Survey Director. As project leaders, the Senior Survey Directors manage all facets of their surveys—sampling, instrument development, data collection, data reduction, and reporting. This project-centered management structure, which replaced an earlier departmental structure, fosters a more integrated view of surveys and more integrated management of each survey through all phases.

Often NORC surveys are staffed by NORC personnel from design through analysis and report. The Senior Survey Director serves as principal investigator, with responsibility for design and analysis, as well as project director. On other occasions the Senior Survey Director works with one of NORC's Research Associates, integrating the scholar's design and analysis requirements with those of survey management. On still other occasions the Survey Group works with a principal investigator from outside NORC—from government, the university research community, or the private sector. To these groups and individuals NORC offers its professional skills, sampling resources, interviewing staff, and data processing facilities.

Major Surveys: 1981-82

In 1981-82 the Survey Group conducted surveys diverse in size, method, and subject matter. Many of the surveys dealt with subjects that have long been of interest at NORC. In the descriptions that follow there are three such major topics—youth, health, and substance abuse. The "other" category is also of interest, however, because it suggests the extent of the diversity in survey research at NORC.

Youth Surveys. NORC currently conducts two major surveys of youth. Over 70,000 young men and women are included in these two longitudinal surveys, the National Longitudinal Survey of Labor Force Behavior/Youth Cohort (NLS/Youth) and the High School and Beyond survey (HS&B). Both focus on the critical transition from youth to adulthood.

The NLS/Youth, sponsored by the U.S. Departments of Labor and Defense, is perhaps the most extensive dataset on a national sample of youth assembled to date. The sample comprises over 12,000 youth who were ages 14 to 21 in January 1979, when the base-year interview was conducted. These include a civilian cross-section of the U.S. youth population, oversamples of black, Hispanic, and economically disadvantaged youth, and a sample of over 1,200 who were in the military in September 1978.

The questionnaire centers on the respondents' education, job training, and work experiences, with additional topics that change from year to year. These topics have included knowledge of the world of work, career choice, self-esteem, deviant behavior, plus a series of questions on the amount of time devoted to school, work, leisure, and other activities. Questions on fertility behavior were funded by the National Institute on Child Health and Human Development; questions on alcohol use were funded by the National Institute on Alcohol Abuse and Alcoholism.

Two additional studies have been undertaken to enhance this dataset. The first is the collection of high school transcripts for the National Center for

Research in Vocational Education at Ohio State University. This project was funded by the U.S. Department of Education. Complete four-year transcripts have been collected for over 8,000 members of the civilian samples. An additional effort is planned for the fall of 1983, when the youngest members of the sample will have graduated from high school. Transcripts for youth in the military sample will also be collected at that time.

The second additional study is the Profile of American Youth, sponsored by the U.S. Department of Defense. During the summer of 1980 NORC administered the Armed Services Vocational Aptitude Battery (ASVAB) to 11,914 members of the NLS sample. The ASVAB is used by the military services to screen applicants and assist in determining job placement. The results of testing the NLS samples are being used to create new national norms for the ASVAB, as mandated by Congress. R. Darrell Bock of the University of Chicago assessed the quality of the test and the performance of the sample members. Extensive reports on the sampling and testing procedures, the demographics of the test results, and the psychometrics of the ASVAB will be available from the Department of Defense.

The NLS/Youth is directed by Michael E. Borus of the Center for Human Resource Research, Ohio State University. This is the same center from which the well-known research on four separate groups of men and women was directed beginning in 1965. One of these is an earlier cohort of youth that is still being surveyed.

In 1981 NORC completed the baseline work, both data collection and analysis, for High School and Beyond. In 1982 NORC conducted the first followup and will begin work on the second followup, to take place in 1984.

In the first wave of the survey, NORC administered questionnaires and tests to more than 58,000 high school sophomores and seniors, elicited responses from nearly 7,000 of their parents about their aspirations and plans for their children's futures, and secured information from the more than 1,000 schools the students attended. Research Associates from NORC's Social Policy Research Center, led by James S. Coleman, analyzed some of this baseline data in critical areas, using information provided by both students and schools.



Norman Bradburn and Celia Homans confer. NORC's Director has a longstanding interest in survey methodology.

The second wave of data collection was completed in 1982. Students who remained in high school were again tested, as well as interviewed, to provide a measure of academic progress. A subsample of students who had graduated, transferred, or dropped out of school were sent questionnaires that sought information about their new experiences in college, the labor force, and other areas. Later in 1982, transcript data will be collected as a part of the first followup data collection.

The National Center for Education Statistics sponsors High School and Beyond. The richness of the HS&B dataset is enhanced by its relationship to an earlier, and continuing, study—the NCES study of the high school class of 1972.

Health Surveys. NORC has been at the forefront of survey research in health care since conducting the first national probability sample survey on family medical costs in 1953. This involvement continues in a number of important areas.

The care of impaired individuals is a critical concern for both the public and private sectors in American society. To develop methodology for a study of the long-term care needed by and supplied to such persons was the challenge of one project, begun in 1980 and continuing through 1982. The task of the Long-Term Care Methodology Project was to design separate surveys for those living in households and for those living in institutions. Persons with impairments of all kinds—physical, social, mental—were considered. The questionnaires focus on the nature and extent of the individual's impairments; the health status of the intended respondents; the types of services required by impaired persons, both formal and, for the first time, informal; and the costs of such services. The Survey of Informal Caregivers, which continues work on this project, will be fielded in the fall of 1982 with a sample of 2,500 cases. Informal caregivers are unpaid individuals who provide care for people who are unable to carry out activities of daily living. Most are relatives of the



The Chicago Senior Survey Directors meet weekly in the office of Celia Homans

impaired individual. The questionnaire seeks information about the amount of care given for each activity, the impact of this care on the caregiver's social and employment activities, the psychological and physical levels of this burden, and the point at which the caregiver might institutionalize the patient. It also seeks the caregivers' views about alternative ways of providing the needed services. The LTC Methodology project has brought together staff from NORC's Survey and Research Groups and from the Survey Research Laboratory at the University of Illinois and Systemetrics, Inc. It is funded by the Department of Health and Human Services.

The National Study of Internal Medicine Manpower (NaSIMM) is one of the few national longitudinal studies of professional development in the field of medicine. NORC conducted a survey of residents in medical training programs in 1977 and in 1981 conducted a followup survey of the same physicians in the early years of practice. NaSIMM seeks to measure the extent of primary care in the current practices of these physicians in order to determine the impact of training programs on the content of medical care delivery. It also examines factors affecting choice of career paths in family practice and in general internal medicine and its subspecialties. The survey, conducted for the Health Resources Administration, Department of Health and Human Services, with additional funding from the Robert Wood Johnson Foundation, supplies data to answer important questions in the development and deployment of physician manpower in the United States. The principal investigator is Dr. Alvin R. Tarlov, Professor, Department of Medicine, and Head, Section of General Internal Medicine, University of Chicago.

Data collection for the National Medical Care Utilization and Expenditure Survey was completed in 1981, covering the entire year 1980. This project involved five rounds of interviewing, both in person and by telephone, with approximately 6,000 households in the national cross section and Medicaid state samples of 1,000 each in four states: New York, California, Texas, and Michigan. The interviews covered health status, patterns of health care utilization, and reimbursement of the charges for services. The NMCUES design permits in-depth statistical descriptions of health care utilization and costs for various population subgroups and for the nation as a whole. It also provides data for the evaluation of public programs such as Medicare and Medicaid. NORC worked under contract to Research Triangle Institute (RTI). The study was sponsored by the National Center for Health Services Research.

Two NORC surveys of long duration continued in 1981-82—the National Ambulatory Medical Care Survey and the Health Insurance Study.

NAMCS was first fielded in 1973, and NORC has been involved in the study since its inception. Before NAMCS most surveys of outpatient health care were conducted with lay people who were asked to report on the health care they had received over some period of time in the past. This left the data open to bias from inaccurate reporting: respondents might not understand the nature of the care received or might forget their health care experiences in the period between their occurrence and the time of the surveys. NAMCS was innovative in two ways: it sought information from a probability sample of office-based physicians, and it collected the information at the time the care was given on forms filled out by the physicians surveyed. In its nine-year history, NAMCS has surveyed over 25,000 doctors throughout the country. The survey is sponsored by the National Center for Health Statistics.

The Health Insurance Study is a social experiment designed to assess the relative effectiveness of various forms of health insurance. The effects on access to and use of health care resulting from different methods of payment are being assessed. NORC has collected the data in a number of the selected regions over the eight-year course of the project, under contract to the Rand Corporation.



Pearl Zinner, Director of the New York Office

The health of Vietnam veterans was the focus of the Air Force Health Study, conducted for the U.S. Air Force School of Aerospace Medicine. NORC developed questionnaires and a training program, and pretested both, for a study of the physical and psychological health of persons who served in the Air Force during the Vietnam War. The instrument development effort included creation of a special data collection instrument—a life events chart—for the collection of retrospective data going back as far as 40 years.

Substance Abuse Surveys. The use and abuse of alcohol and drugs is an important social concern, and NORC has a long and distinguished history in the collection of data in this sensitive area. Four studies conducted in 1981-82 reflect this experience.

The Treatment Outcome Prospective Study is designed to allow comparisons of the relative effectiveness of various methods of treatment for drug abuse, as measured by the success with which clients conduct their personal and working lives during and after treatment. NORC is conducting the survey in two of the eight cities covered by the study and developed the training materials and conducted the training for all eight under contract with RTI. The study is sponsored by the National Institute on Drug Abuse.

Most studies of the use of alcohol have concentrated on the behavior of men. NORC conducted a survey that concentrated instead on the behavior of women in this regard: the incidence and prevalence of drinking among women; the causes and effects of their drinking; and its association with depression, stress, and significant life events. In addition to the more than 1,000 women interviewed, about 500 men were included in the sample to allow comparisons of the drinking behavior of the two sexes. NORC conducted the survey for Sharon and Richard Wilsnack, Coprincipal Investigators, of the University of North Dakota, with funding from the National Institute on Alcohol Abuse and Alcoholism.

In 1971-72 NORC conducted a two-wave survey of 8,200 adolescents in eighteen New York State schools in a study of the psychosocial aspects of drug abuse. In 1981-82, NORC conducted a followup survey with more than 1,600 of these young people, who now live in areas throughout the United States. The followup questionnaire includes questions on education, occupation, drug use, lifestyle, and psychological well-being. The principal investigator is Dr. Denise Kandel, Columbia University School of Public Health.

In another followup survey concerned with drug abuse, NORC will interview persons admitted to treatment centers participating in the Drug Abuse Reporting Program (DARP). DARP collects uniform intake reports and uniform bimonthly status reports on clients in treatment to allow comparisons across agencies of, for example, various treatment strategies. In 1974-76, NORC interviewed 4,000 persons who had been admitted to treatment programs in 1969-72. For the current project, 700 persons, both blacks and whites, will be selected for twelve-year followup interviews. The questionnaire will cover such topics as illicit drug use, treatment readmission, alcohol use, employment, criminality, and living arrangements. Data from the current twelve-year followup will be compared with that from the earlier six-year followup. D. Dwayne Simpson of Texas Christian University is the Principal Investigator. In September 1982, the Principal Investigator will move to Texas A&M, taking the DARP project with him.

Other Surveys. The General Social Survey is the data collection instrument of A National Data Program for the Social Sciences, one of the country's major efforts in social indicators research. The program provides measures of change in the attitudes and behavior of Americans in such critical areas as political participation, employment, personal and family life, and intergroup relations. The GSS was launched in 1972; in 1981-82 it was fielded for the ninth time. Each time the survey is fielded personal interviews are conducted with a national cross section of approximately 1,500 adults. The questionnaire contains a standard core of demographic and attitudinal items. In addition, questions on significant topics, such as capital punishment and abortion, are included on a rotating basis. The data are distributed by the Roper Center for Public Opinion Research at the University of Connecticut. A booklet, "NORC General Social Survey: Questions and Answers," is available from the NORC library. The coprincipal investigators are James A. Davis, Chairman of the Department of Sociology at Harvard University and a Research Associate at NORC, and Tom W. Smith, an NORC Senior Study Director; both are affiliated with NORC's Cultural Pluralism Research Center. The project is funded by the National Science Foundation.

In the third in a series of cooperative agreements between NORC and the U.S. Department of Agriculture, NORC interviewed women on the farm—as partners, spouses, and sole operators—about their participation in farm management and their experiences with USDA. One of the most significant results of the study is the rarity with which women reported experiencing discrimination in their dealings with USDA. A Senior Survey Director from the Survey Group and a Research Associate from NORC's Social Policy Research Center wrote the report, *American Farm Women: Results from a National Survey*, which was published by NORC (Calvin Jones and Rachel A. Rosenfeld, Report No. 130, 1981).

Urban housing and methods of federal funding were investigated in a survey concerning the Community Development Strategies Evaluation. Estab-

lished as the Community Development Block Grant Program by the Housing and Community Development Act of 1974, this program consolidated seven categorical grant-in-aid programs administered by the Department of Housing and Urban Development. The purpose of the evaluation, a longitudinal survey beginning in 1978, is to determine the effect of this new form of support on the conditions of urban neighborhoods. NORC drew the samples of dwelling units, owner-occupiers of multiunit structures, families relocated because of residential development, and residents of urban redevelopment communities in nine cities. NORC also conducted the annual in-person interviews.



A staff meeting in the New York office

The Survey Group has conducted interviews with members of many ethnic groups over the years. The Soviet Interview Project is one such survey in 1981-82. Three thousand recent Soviet emigrants will be interviewed in Russian about their views of contemporary Soviet society and their immigration experiences. The possibility of interviewing Soviet emigrants in Germany for comparative purposes, perhaps in collaboration with the Allensbach Institute, is under consideration. The Project Director is James Millar of the University of Illinois at Urbana; the survey is sponsored by the National Council for Soviet and East European Research.

Sampling Activities

NORC is one of the few survey research organizations in the country to maintain an active national sample that is revised in accordance with the decennial census. In 1981-82, NORC has devoted considerable attention to developing the frame from which the next national sample will be drawn in 1983. The national sample, designed to allow precision estimates, is overseen by NORC's Technical Director, Martin R. Frankel, who heads the Sampling Department.

In addition to this multipurpose national sampling frame of households, NORC has designed and implemented a wide variety of sampling schemes tailored to the requirements of specific research goals. Several of those designs have involved area probability samples covering geographic areas or rare populations not adequately represented in the national sample frame. For example, the National Longitudinal Survey of Labor Force Behavior/Youth Cohort supplemented a national cross-sectional sample with a specially designed area probability sample of blacks, Hispanics, and poor persons from other ethnic groups. The 1982 General Social Survey supplemented its national cross-sectional sample with an area probability sample of black neighborhoods, based on 1980 Census data.

The Community Development Strategies Evaluation requires a series of specifically targeted household and apartment building samples. Within this special area probability sample, NORC designed and implemented complex respondent selection procedures to ensure an adequate sample of the targeted population at the least possible cost.

NORC has also had a great deal of experience in drawing specifically tailored list samples. The sample for the National Study of Internal Medicine Manpower, for example, was composed of physicians who had participated in particular training programs. In addition, NORC is responsible for the frame design and sample selection of Soviet emigrants for the Soviet Interview Project.

Finally, NORC's capabilities extend to the calculation of design effects and analysis of the complex statistics associated with these complex sampling designs. These range from sample means to correlation coefficients, from variance estimators to sample weights, and from nonresponse analysis to poststratification weighting.

Data Processing in Survey Operations

NORC has long been active in developing software for the unique data processing requirements of survey research. SPSS—the Statistical Package for the Social Sciences—was maintained and enhanced at NORC in the 1960s and early 1970s. The NORC Automated Survey System (NASS), designed to manage receipt control and monitor survey progress, was developed in the late 1970s. In the last two years, NORC's data processing staff, under the direction of Karin Steinbrenner, has developed an Automated Codebook System, which allows electronic generation of codebooks from questionnaires developed on NORC's NBI word processing equipment. In cooperation with a scanning subcontractor, NORC is developing a program that will generate scanning instructions for an optical character reader in order to allow conversion of questionnaire data directly from the instruments filled out by interviewers and respondents.

Conferences

NORC gathered both members of its survey operations staff and users of survey data for conferences in 1981-82.

The Hispanic Conference brought together field and central office personnel and Hispanic experts from across the country to discuss problems of survey methodology related to interviewing the increasing Hispanic popula-

tion in the United States. The conference was convened to address questions concerning NORC procedures with both respondents and interviewers of Hispanic origin. The topics included cultural factors in management styles, differences among the Hispanic subgroups, and the translation of questionnaires. The conference was sponsored jointly by NORC and the National Longitudinal Survey of Labor Force Behavior. A report, *Highlights of the NLS-NORC Hispanic Conference*, is available from NORC's library.



A meeting on questionnaire development, National Longitudinal Survey of Labor Force Behavior

NORC also hosted High School and Beyond's Six-State Conference. This meeting brought together representatives from the six states that had state-representative samples of HS&B schools. (In some cases the schools chosen in the national HS&B sample automatically represented the state as well; in other cases states chose to augment the national sample to achieve state representativeness.) The conference allowed school officials from these states to participate in discussions on the use of the data.

In an invitational conference sponsored jointly by NORC and the Department of Defense, users of the test score data associated with the National Longitudinal Survey of Labor Force Behavior/Youth Cohort met at NORC for presentations and discussion in the spring of 1982.



Some members of the project staff of High School and Beyond



Staff of the Office of Field Coordination and Management

The National Field Staff

Established in 1941, NORC's national field staff now numbers over 1,000 interviewers under the direction of Field Managers in fifteen regions. These managers, members of NORC's permanent staff, are under the overall direction of the Office of Field Coordination and Management, which is headed by Senior Survey Director Miriam Clarke. Efforts to maintain and even improve this superior resource have focused on two key areas in 1981-82.

Work on an automated interviewer file, ISIS, was completed. The system facilitates efficient management of the national force, and, because it includes information on interviewer characteristics, ensures the best possible match between survey and interviewer when assignments are made.

Interviewer training has always been an area of special interest and excellence at NORC. In 1981-82, project staff and NORC's full-time Training Director have concentrated on the development of self-study training materials that will satisfy NORC's high standards of quality while combating the high costs of in-person interviewer training.

Celia E. Homans

Celia E. Homans has been associated with NORC since 1966. Before assuming her current position, she served the organization as Field Director and Senior Survey Director.

THE SENIOR STAFF OF THE SURVEY GROUP

Director, New York Office

Pearl Zinner

Technical Director

Martin R. Frankel

Senior Survey Directors

Jean Atkinson
Mary C. Burich
Miriam Clarke
Brad Edwards
Esther Fleishman
Calvin Jones
Paul B. Sheatsley
Cynthia Thomas

Survey Directors

Walter S. Edwards
Mary Ann Fitzgerald
Shirley Knight
Kathryn Koehler Loft
Lucille Kolkin
Donald P. Kotecki
Lee Kreiling
John D. Loft
Harold A. McWilliams
Geraldine Mooney
Mary Beth Schewitz
Roslyn Weisinger

Training Director

Woody Carter

composed of over 3,000 books and areas of emphasis in the collection, reflect the major operating groups, Survey and Surveys. This part of the collection encompasses social and technical literature. It is current in the state of the art of survey research. Survey Group. The other major area is

THE NORC LIBRARY

In addition, the library provides information about survey data, to NORC staff and the interested public. It has a comprehensive collection of major national survey results from regional polls such as the Gallup Poll; and publications; and copies of questionnaires and surveys. The NORC library is also equipped to determine the existence of survey data on a given topic and to gather it. This results in a steady stream of data from a clientele that ranges from high school students to the faculty. The library prepares and disseminates reports and books resulting from or referring to work

done. It also provides survey data from completed studies for use in secondary analysis. In addition, it provides data from studies it has conducted, and, because of the facilities to store data, the library is able to provide a dataset for a project. The library keeps a current list of the field of social science data archiving, and library cataloging.



Patrick Bova, Librarian

THE NORC LIBRARY

The NORC library is a conventional library, an information office, and a data archive. Its unique mix of functions and resources enables it to provide information on surveys and survey research that is often unavailable elsewhere.

NORC's collection is composed of over 3,000 books and over 100 journals. There are two major areas of emphasis in the collection, reflecting the work of the organization's two major operating groups, Survey and Research. One is the methodology of surveys. This part of the collection encompasses forty years of methodological and technical literature. It is continually updated to reflect developments in the state of the art of survey research, with input from members of the Survey Group. The other major area is topics of substantive interest to NORC staff. The development of this part of the collection has been shaped by the varied research interests of NORC scholars, and its richness and diversity reflect the rather eclectic history of research at NORC.

As an information office, the library provides information about NORC surveys, and surveys in general, to NORC staff and the interested public. The available material includes a comprehensive collection of major national poll and survey results, as well as results from regional polls such as the California poll; copies of NORC reports and publications; and copies of questionnaires used in NORC's hundreds of surveys. The NORC library is also equipped to answer questions about the existence of survey data on a given topic and the nature of the information gathered. This results in a steady stream of telephone and mail inquiries from a clientele that ranges from high school students to senior university faculty. The library prepares and distributes a bibliography of papers and books resulting from or referring to work done at NORC.

The NORC library also provides survey data from completed NORC projects to researchers who want to use them for secondary analysis. NORC has a large archive of datasets from studies it has conducted, and, because NORC's clients frequently do not have the facilities to store data, the library often possesses the sole existing dataset for a project. The library keeps abreast of developments in the emerging field of social science data archiving, including standards of documentation and library cataloging.

Through the NORC library, NORC has access to the University library system, which includes Regenstein library, one of the largest research libraries in the world, the libraries of the University of Chicago Law School and Medical School, as well as other specialized collections. The NORC library is in turn used regularly by University faculty and students.

Patrick Bova

Patrick Bova has been librarian and data archivist at NORC since 1961. He collaborated on a research inventory covering NORC studies from 1941-1964 and has prepared NORC bibliographies covering the period 1961 to the present.



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Current Assets
Rental Deposits
Fixed Assets Net of Depreciation
Total Assets

Liabilities & Capital Funds

**FINANCIAL AND ADMINISTRATIVE
REVIEW FOR 1981-82**

Current Liabilities
Long-Term Debt
Capital Funds
Total Liabilities and Capital Funds .

Net Revenue
Total Project Costs
General and Administrative Expenses
Total Costs and Expenses

Income from Survey Operations
Other Income (Expense)
NORC-Funded Research
Other Income (Net)
Total Other Income (Expense)

Contribution to Capital Funds for the Year
Capital Funds Beginning of the Year
Capital Funds End of the Year



Howard A. Siegel, Associate Director for Administration and Treasurer

FINANCIAL AND ADMINISTRATIVE REVIEW FOR 1981-82

Revenues for the two-year period 1981-82 totaled \$27,010,000. This total was composed of revenues from individual grant and contract awards to NORC from various public and private sources in amounts ranging from under \$100,000 to over \$4,000,000. These revenues resulted in a contribution to capital funds of \$316,000, which in turn resulted in a capital funds balance of \$1,830,000 at the end of fiscal 1982. (See the Condensed Financial Statements for details.)

As part of NORC's continuing effort to improve the support of its research and survey activities, the organization made capital expenditures in excess of \$400,000 in three areas in the last two years. The improvements in word processing, printing, and computer systems significantly enhance NORC's capability in these areas.

An important function of the Administrative Group is to provide flexible but firm support for the changes in NORC's activities predicated by the changes in the research environment. The control of costs and the management of overhead expenses are important factors in maintaining the health and viability of the organization. Looking to the future, NORC is in the process of taking advantage of recent improvements in computer hardware and software to allow its accounting and management information systems to provide even better and more timely reports.

A handwritten signature in dark ink, which reads "Howard A. Siegel". The signature is written in a cursive style with a large, stylized initial 'H'.

Howard A. Siegel is both an M.B.A. and a CPA. He came to NORC with over twenty years' experience in the private sector.

CONDENSED FINANCIAL STATEMENTS
For the Two-Year Period Ending August 29, 1982

Balance Sheet

Assets	1982	1981
Current Assets	\$ 2,800,000	\$ 2,993,000
Rental Deposits	200,000	200,00
Fixed Assets Net of Depreciation	<u>800,000</u>	<u>823,000</u>
Total Assets	<u>\$ 3,800,000</u>	<u>\$ 4,016,000</u>
 Liabilities & Capital Funds		
Current Liabilities	\$ 1,870,000	\$ 2,103,000
Long-Term Debt	110,000	130,000
Capital Funds	<u>1,820,000</u>	<u>1,783,000</u>
Total Liabilities and Capital Funds	<u>\$ 3,800,000</u>	<u>\$ 4,016,000</u>

Income Statement

	1982	1981
Net Revenue	<u>\$13,240,000</u>	<u>\$13,770,000</u>
Total Project Costs	9,425,000	9,528,000
General and Administrative Expenses	<u>3,745,000</u>	<u>3,964,000</u>
Total Costs and Expenses	<u>13,170,000</u>	<u>13,492,000</u>
Income from Survey Operations	70,000	279,000
Other Income (Expense)		
NORC-Funded Research	(77,000)	(21,000)
Other Income (Net)	<u>44,000</u>	<u>22,000</u>
Total Other Income (Expense)	<u>(33,000)</u>	<u>1,000</u>
Contribution to Capital Funds for the Year	37,000	279,000
Capital Funds Beginning of the Year	<u>1,783,000</u>	<u>1,504,000</u>
Capital Funds End of the Year	<u>\$ 1,820,000</u>	<u>\$ 1,783,000</u>

*These financial statements are based on NORC's annual auditor's reports.
The complete reports are available on request.*



Thomas G. Gerst

Fansayde Calloway, Accounting Manager, and Aurora Punzalan, Controller, discuss automation of NORC's accounting system



Karin Steinbrenner

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Thomas G. Gerst

Controller

Aurora Punzalan

Director of Data Processing

Karin Steinbrenner

Administrative Director, New York

Mary Hendricks

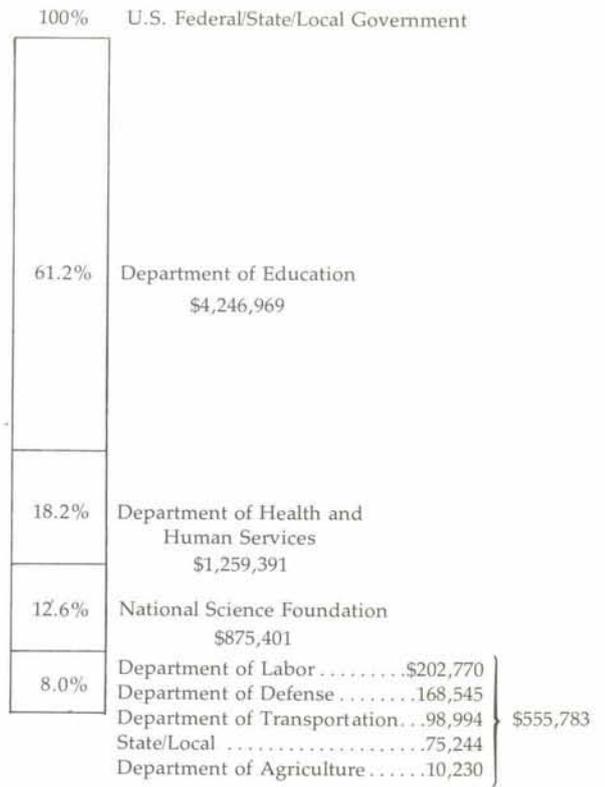
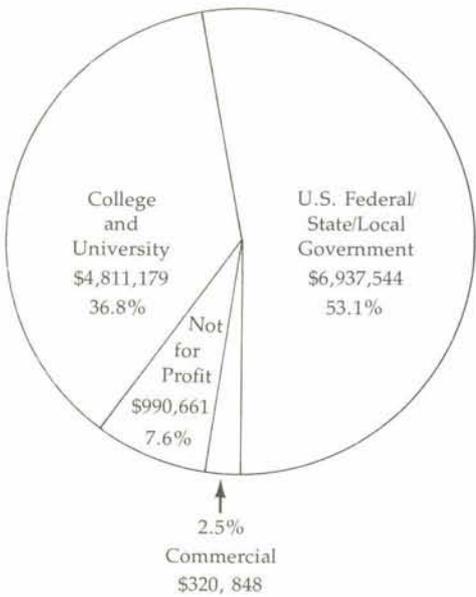
Personnel Manager

James Ketcham

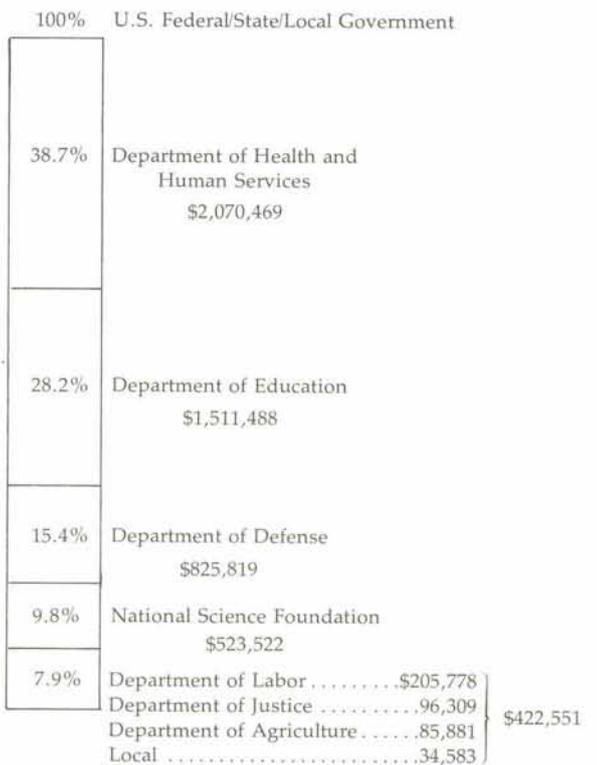
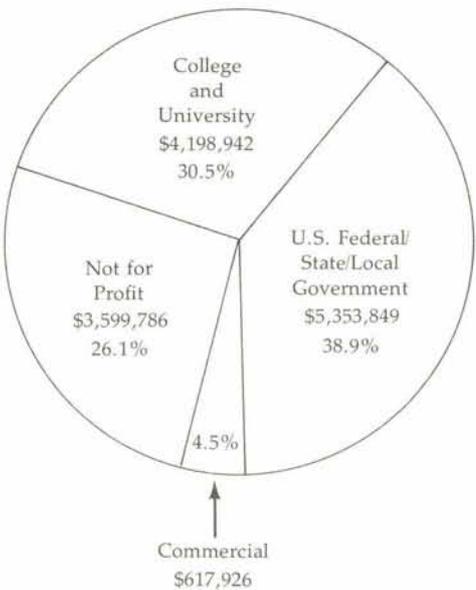
Librarian

Patrick Bova

1982 TOTAL REVENUE = \$13,060,232



1981 TOTAL REVENUE = \$13,770,503





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Walter S. Edwards, pp. 57, 59

Mawson Photography, p. 15

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