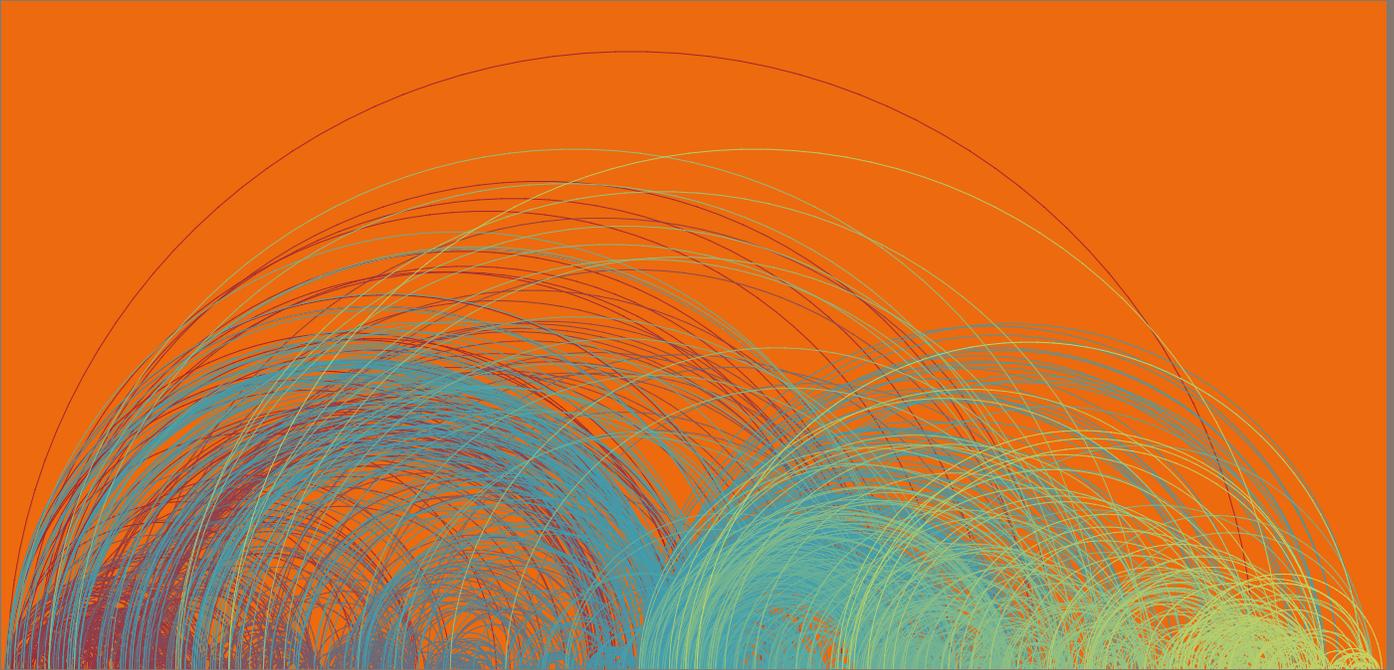


Insight Illuminated 2013/2014

About the Cover

The image is one of several explorations conducted by NORC's Social Media Analytics Group to see how different methods of visualizing social media data could help track population movements during and after natural disasters. The scale at the bottom of the image represents New York and New Jersey zip codes arranged in numerical order. Each arc represents an individual twitter account. The beginning of each arc represents the account holder's primary location two days before Superstorm Sandy, as measured by the zip codes where most of his or her tweets originated. The end of each arc represents the account holder's primary location two days after the storm.



Insight Illuminated 2013/2014

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As computers and mobile devices create massive volumes of raw data at ever-increasing speed, the potential for data and analysis to improve lives and drive progress for organizations, businesses, and communities also continues to grow exponentially. With over 70 years of experience collecting, managing, linking, and analyzing complex data, NORC is well positioned to capitalize on this potential. However, analytic tools and methods must grow with the data. Without well-understood datasets, meaningful measures, and rigorous analysis, there is a substantial risk that the conclusions drawn from data will be inaccurate or worthless.

NORC at the University of Chicago is committed to creating and analyzing datasets in a context of speed, affordability, quality, and transparency. We remain on the cutting edge of efforts to transform enormous quantities of raw data into knowledge for informed decision-making in the government, nonprofit, and business sectors. We have built upon our long tradition of scientific excellence to incorporate new sources of data and new

methods to analyze them. We apply that innovative approach to all our projects, investing in new and better ways to serve our clients' needs.

Our focus on innovation continues to fuel our growth. In early 2015, we introduced the first offering of our new research and development unit, NORC Labs. AmeriSpeak, a web-based opinion-sharing panel of nationally representative households, will help bring high-quality, panel-derived data into the mainstream of scientific research for clients in all sectors.

NORC's Data Enclave, which provides internal and external researchers with remote access to highly secure data, plays an important role in our ability to unlock the power of large, complex datasets. For example, we have entered into an agreement to house claims data from four large health insurance companies representing 50 million insured lives, making the Data Enclave one of the most important sources of health care data for researchers throughout the country.

Early in my career, I worked on a project to develop the first comprehensive database of patients with kidney disease in the United States. Analyzing hundreds of thousands of cases allowed us to learn which treatments worked and which didn't. A close mentor and one of the project's senior researchers had kidney disease, so I felt a very personal connection to the work. It was one of my early lessons on how data are not just data—they can make a real difference in the world around us. This understanding among all of us at NORC forms a core motivation for our work. —DAN GAYLIN

Letter from the Chairman and President

The science of understanding the world is changing at an unprecedented rate, and so is our ability to garner insight about individuals, communities, organizations, and societies. NORC's researchers continue to lead the industry in developing new and innovative methods and tools for conducting our work, while maintaining the integrity and quality for which NORC is known. —ED LAUMANN

Our growing use of data visualization and other dissemination techniques helps our audiences better understand analytic results. As just one example, the AP-NORC Center for Public Affairs Research produced a widely circulated infographic explaining family caregiving relationships and their effects on families. We also use data visualization methods to help our clients better understand the progress on their projects. As NORC diversifies into new areas, we also are applying new research methods to our flagship survey work. We are increasingly using mobile devices and biometric data, as pioneered in the suite of studies that compose the National Social Life, Health, and Aging Project. We are also using social media data to identify and recruit new subjects for social networking studies of risky behaviors.

In 2014, NORC transitioned the Medicare Current Beneficiary Survey, the nation's most comprehensive longitudinal survey of Medicare recipients, from the 20-year incumbent. Among several improvements, we are using geographic-based sampling techniques to enhance the quality of the data. NORC continues to expand our analysis capabilities. This includes work across a number of projects using cutting-edge Big Data analytics techniques such as natural language processing and machine learning. It also includes applying sophisticated methods linking and analyzing multiple types of complex data in our extensive portfolio of program evaluation research.

In the health area, we have instituted "rapid cycle" evaluations for the Center for Medicare & Medicaid Innovation, which measure the impact of dozens of care delivery and payment innovation projects each quarter, allowing for continuous improvement. Our education researchers are assessing the National Science

Foundation's graduate research fellowship program's impact on individuals' educational decisions and career outcomes. In the economics field, we conducted a complex evaluation involving data from more than a billion dollars of projects run by community colleges and universities to develop innovative training programs with local employers.

We also have continued to expand globally, including two large U.S. Agency for International Development impact evaluation and program development contracts awarded late in 2013. In 2014, we launched 18 evaluations covering a range of topics and countries, including public corruption in Paraguay and internet security in restrictive environments such as Syria, Belarus, and Venezuela.

NORC's clients rely on us to choose the right approach to get them the information they need to address the pressing issues they face. Whether based on sophisticated survey techniques, sensor data collection, analysis of huge administrative datasets, or evaluations that help chart the course of large-scale programs, all our work is performed with that goal in mind.

Ultimately, our highest priority is to enable stakeholders to make informed decisions based on the creation, management, and analysis of reliable data, leading to real-world outcomes that benefit society.



DANIEL S. GAYLIN
PRESIDENT AND
CHIEF EXECUTIVE OFFICER



EDWARD O. LAUMANN
CHAIRMAN

Innovation has been part of NORC's DNA since its founding in 1941. Responding to the evolving needs of our clients and the accelerating pace of change in data collection and analytics, NORC has defined best practices in public opinion research, pioneered new techniques, and adopted new technologies that have revolutionized the field.

To build on this legacy of innovation, NORC has established a central hub to foster innovative ideas and drive the creation and introduction of cutting-edge products and services. That hub is NORC Labs.

NORC Labs activates and applies innovation across NORC's diverse offerings, operating as a fast-moving start-up nested within one of the world's most trusted research institutions. It combines the best ideas from NORC's research and technology experts with a deep understanding of client needs and industry trends to develop and incubate the most effective solutions.



The NORC Data Enclave: Unparalleled Data Access and Security for Research

Many organizations struggle to find a solution that can appropriately protect their sensitive data while still providing a useable way for researchers to access these confidential datasets. NORC has solved the problem with the Data Enclave, its proprietary secure research environment, which has become a standard bearer for providing access to sensitive data. By creating and hosting custom platforms on secure NORC servers, the Data Enclave enables our clients to store, manage, and facilitate the remote analysis of data that might otherwise be underused or worse, inaccessible and unused.



Sensor Technology

From wearable tools like the Fitbit that measure movement and heart rate to unobtrusive environmental devices that measure temperature, air quality, and ambient sound, sensor technology has vastly expanded the kinds of data NORC investigators can collect. Sensors have also made data collection faster, less invasive for survey participants, and more accurate than self-reported measurements. NORC has already integrated sensor technology into the Landmark Health and Spirituality Study and the National Social Life, Health, and Aging Project, and explored collecting biological and physiological measures in children for the National Children's Study.



Social Media and Internet Data Surveillance

In many ways, the evolution of NORC data collection has mirrored the evolution of human interaction. First, NORC investigators knocked on doors and spoke with respondents face-to-face. Then they called people on the phone. More recently, they sent email and text messages. As communication channels continue to evolve and include more significant interaction through social media and the internet, NORC researchers have expanded their data collection to include public sources on the web and social networks. NORC's embrace of social media and the internet helped researchers open a window on HIV behavior and transmission within a targeted demographic. It's also how NORC researchers are helping law enforcement officials combat sex trafficking.

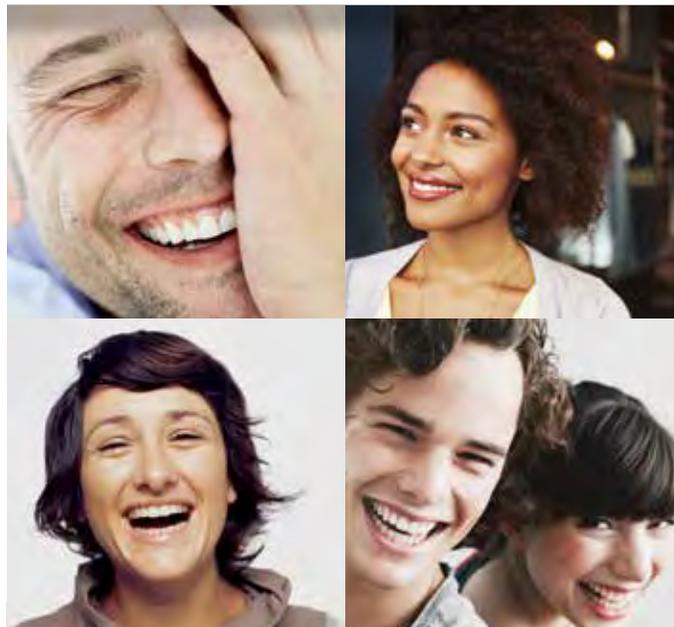


Natural Language Processing

With the advent of natural language processing (NLP)—computer programs that can understand human speech and writing—previously untapped troves of data are now available to researchers. NORC has developed NLP tools that allow economic researchers to examine the housing market via rental ads and help health care organizations convert transcripts of doctors' dictated notes into useful data for clinicians and researchers. This ability to change unstructured content into useable data is changing how researchers conceive of their work, and NORC is leading the charge.



NORC's New Panel-Based Research Platform



Building a Culture of Innovation

NORC Labs sponsors a number of initiatives to foster innovation and entrepreneurship across NORC. The **NORC Idea Lab** offers grants to staff members with promising ideas that merit further exploration and experimentation. Many of NORC's more creative uses of social media and sensor technology began as Idea Lab grants. The **App Challenge** is an Idea Lab grant specifically targeted at the development of mobile apps. The annual **NORC Innovation Days** celebration ensures that all the staff at NORC—a company with multiple locations, departments, and disciplines—can be inspired by and learn from each other's work across domains, and the stories in **Periscope**, an internal magazine, promote learning from outside the organization as well.



Setting New Standards in Online Research

AmeriSpeak—NORC's latest innovation—is the first multi-client, panel-based research platform to combine the speed and cost-effectiveness of panel surveys with enhanced sample coverage, an unrivaled response rate, and innovative sample quality measurement. Through this new platform, NORC will offer clients and NORC research departments access to a representative community of pre-recruited participants who have agreed to take part in regular online and telephone surveys on government policies and programs, social and political issues, and new consumer products and services. By using a pre-screened pool of participants, AmeriSpeak provides researchers with the infrastructure for rapid and projectable data collections, reducing the cost of surveys. While there are many low-cost “convenience” web panels in the marketplace, they lack the scientific credibility of AmeriSpeak. With the launch of AmeriSpeak, NORC is providing clients with the most scientifically rigorous panel solution available in the United States.

Learn more at AmeriSpeak.norc.org

INNOVATION IN ACTION



Throughout this book, there are projects that demonstrate how NORC Labs innovations have helped clients collect more and better data more efficiently, and analyze and disseminate that data with greater ease and security. These stories are identified with the NORC Labs lightbulb.



Few areas of American life have changed as much or as fast as the economy. Globalization, the explosive growth of digital technology, the lingering effects of the Great Recession, and a host of other factors have altered the economy in profound ways. They have changed the way entrepreneurs create new businesses, the ways employers and workers find and relate to one another, the ways the education system prepares people for productive careers, and the ways families and businesses spend and save money. And, those changes are continuing at an accelerating rate. NORC's expertise at gathering the data and developing measures to accurately assess Americans' professional and financial health is unmatched, and the company continues to refine the investigative tools that inform economic research and policy at every level.

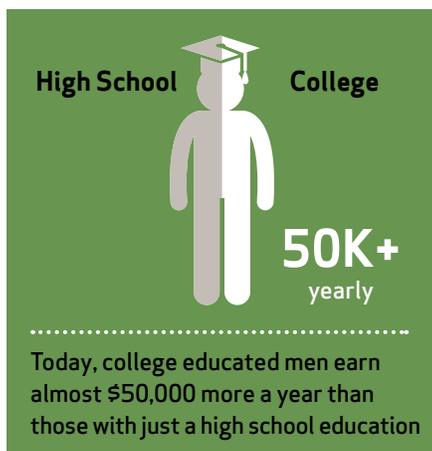
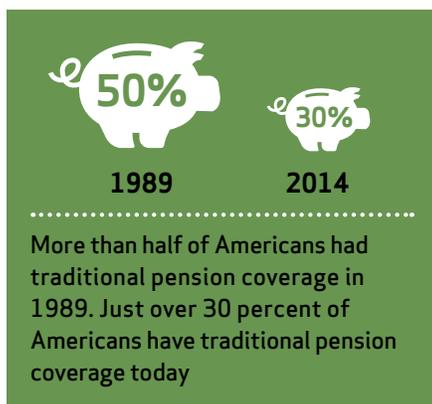
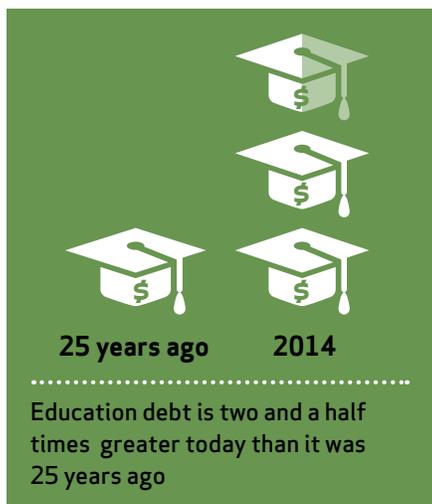
Assessing Americans' Financial Health

Since 1992, NORC has been supporting the work of economic policymakers and scholars with the triennial **Survey of Consumer Finances (SCF)**. Sponsored by the Federal Reserve Board, the SCF is the only fully representative source of information on the financial state of American households. The survey, which uses a complex sampling protocol that ensures families from across the wealth and income spectrum are accurately represented, relies on detailed interviews—most lasting well over an hour—to ensure thorough and accurate data collection. The 2013 edition of the SCF comprised interviews with 6,100 households. State and federal agencies use SCF data to inform tax and monetary policy, consumer protection, and a host of other issues, and journalists and academics across the political and policy spectrum rely on the SCF for their research into a variety of topics related to the economic health of the nation.

The Federal Reserve Bank of Saint Louis's Center for Household Financial Stability relied on the SCF in their examination of how age influenced the recovery of households from the Great Recession. SCF data showed that people under 40 have recovered only about one-third of their lost wealth, while those over 40 have recovered almost all of it.



SCF data has also informed the ongoing debate about affirmative action. White Americans account for 78 percent of the population and 88 percent of the nation's wealth, while black Americans—who make up more than 13 percent of the population—own only 3 percent of the wealth.



Tracking Work from Youth through Adulthood

How a person's working life begins can have a profound impact on how that life unfolds. For more than 50 years, the **National Longitudinal Survey of Youth (NLSY)** has been providing the most thorough and reliable data available on how Americans age through the workforce and how factors such as education, marriage, health, and geography influence or are influenced by a person's employment prospects and earning power.

The NLSY79 is comprised of in-depth interviews with 9,600 Americans who were between the ages of 14 and 21 in 1979. The survey was repeated every year until 1994 and biannually since, with more than 80 percent of the original cohort still participating. A companion study, NLSY97, surveyed a cohort of 9,000 12-to 16-year-olds annually from 1997 through 2012 (when they were 27-to 31-year-olds). In 2014, the survey conducted its first biennial effort, which achieved an 81 percent participation rate. Sponsored by the Bureau of Labor Statistics and conducted by NORC since 1979, the surveys are used by a wide variety of academics, policy analysts, and reporters.

Comparing data from both NLSY79 and NLSY97, researchers from Middle Tennessee State University and the University of Virginia found that the value of teenage employment has declined over the years. Teenagers who worked 20 or more hours a week in the 1980s saw a 9 percent increase in their lifetime wages. Later generations of teenagers working similar hours saw only a 4 percent gain in their overall earnings.

Sociologists from Ohio State University have used NLSY data to study gender differences in educational attainment, finding that 32 percent of women had earned a bachelor's degree by age 27, compared to 24 percent of men. Seventy percent of women had attended at least some college, compared to 61 percent of men.



Sustaining a Virtual Private Capital Research Community

The 2008 economic crisis has fueled ongoing public policy debate about the role of private capital in the global economy. But that debate has been hampered by the lack of good data on how private capital functions. Boosters taut its benefits, detractors highlight its failings, with little but anecdotes and small sample studies to support their claims. To fill this need for comprehensive, independent information, the Private Capital Research Institute selected NORC to create a virtual data center that will give researchers access to transaction and other data from a variety of industry participants. Leveraging the **NORC Data Enclave**, the new center will allow users to compare data from multiple sources in a secure environment and provide all interested parties with information they can trust.

An Associated Press-NORC Center for Public Affairs Research study found that among low-wage workers:

71%

worry about being unable to pay their bills

53%

worry about keeping up with their rent or mortgage

54%

worry about losing their jobs entirely

Exploring Perspectives on Low-Wage Work

The United States lost more than eight million jobs during the Great Recession, and the majority of those created since the recession ended in 2009 are considered low wage—paying less than \$35,000 per year for full-time work. The attitudes of low-wage workers and their employers have a profound influence on how the country goes about building a more skilled, adaptive, and higher-paid workforce.

Using a combination of phone interviews and web-based surveys, the Associated Press-NORC Center for Public Affairs Research queried just over 1,600 low-wage workers and 1,490 employers to better understand how the growth of the low-wage labor market was shaping their opinions. The study was funded by the Joyce Foundation, which works to improve workforce development and education systems, and the Hitachi Foundation, which aims to identify and expand business practices that benefit both workers and employers.

The study found a wide divergence of opinion between low-wage workers and their employers. Seventy-two percent of employers at big companies and 58 percent at small ones say there is a “great deal” or “some” opportunity for worker advancement. Only half of the workers shared that assessment. In fact, only 41 percent of those who had worked at the same place for more than 10 years reported receiving a promotion.

While employers and workers generally agreed that responsibility for career advancement lay largely with the worker, employee use of these programs was low, as was employers’ utilization of public funds to promote the programs.

72%
of employers at big companies and

58%
at small ones say there is a “great deal” or “some” opportunity for worker advancement

Only half of the workers shared that assessment

Promoting Quality Reporting on Aging

The graying of the American workforce is one of the most important and compelling changes in our economy. How that change evolves will have important implications for U.S. labor, health, and education policy, as well as how businesses and individuals plan for the future. To help the nation better understand both the perception and reality of Americans working later in life, the Associated Press-NORC Center for Public Affairs Research partnered with the Associated Press media editors and, with funding from the Alfred P. Sloan Foundation, created the AP-NORC Journalism Fellowship on the Economics of Aging and Work. Awarded through a national competition, the 12-month fellowship supports in-depth research and reporting on issues related to an aging workforce. The fellowship's first recipient, Matt Sedensky, had previously won a Florida Society of News Editors award for his reporting on seniors. His fellowship articles have explored such topics as the competition between older and younger workers, job satisfaction, and the growth of entrepreneurship among seniors.



.....
Fellowship on the Economics of Aging and Work Articles Include:

Growing number of seniors caring for other seniors
(Jan 6, 2014)

Will surge of older workers take jobs from the young?
(Jan 3, 2014)

Not happy with work? Wait until you're 50 or older
(Oct 27, 2013)

For jobless over 50, a challenging search for work
(Oct 22, 2013)

A push for harmony among workers, young and old
(Aug 14, 2013)
.....



Following Careers in STEM Fields

While people with doctorate degrees in science, technology, engineering, and mathematics (STEM) fields experience less unemployment and earn more money than most of the nation's other workers,¹ their incomes vary widely across sectors. In the 2013 survey round of the biannual **Survey of Doctorate Recipients**—the only source of data on the career outcomes of U.S.-trained science, engineering, and health doctorate holders—researchers found that the median salary for those employed full time in the private, for-profit sector is \$125,000 per year. For those working full time for state or local government agencies, it is \$83,000. For those employed full time in the private nonprofit sector, it is \$105,000.² Despite the potential economic payoff of earning a STEM-doctorate degree, NORC's Center for Advancing Research and Communication in STEM, funded by the National Science Foundation, found that women pursue degrees in certain STEM fields much less often than men, even when having similar skills and values. To help understand this leak in the STEM education pipeline, the Center is using smartphone technology to isolate gender differences in the daily experiences of computer science students at two different research universities. Early results suggest that male students find computer science to be more engaging than females both inside and outside the college classroom.

Citations

¹Selfa, L. and Proudfoot, S. 2014. Unemployment among Doctoral Scientists and Engineers Remained below the National Average, NSF 14-317. Arlington, VA: National Science Foundation, National Center for Science and Engineering Statistics.

²National Science Foundation, National Center for Science and Engineering Statistics (NCSES). 2014. Survey of Doctorate Recipients Survey Year 2013: Data Tables. Arlington, VA: NCSES. Available at <http://ncesdata.nsf.gov/doctoratework/2013/>

INNOVATION IN ACTION

INFORMING ENTREPRENEURSHIP



Since 2007, the Kauffman Foundation has partnered with NORC to conduct the **Kauffman Firm Survey (KFS)**. The survey inventories 5,000 businesses that began operations in 2004, tracking information such as the background of their founders, the sources and amounts of their financing, firm strategies and innovations, and outcomes such as sales, profits, and survival. As part of that partnership, the NORC Data Enclave—NORC's proprietary data storage and dissemination solution—has hosted a virtual research community that has used the microdata collected by the KFS to produce an impressive array of books, peer-reviewed journal articles, presentations, and white papers.



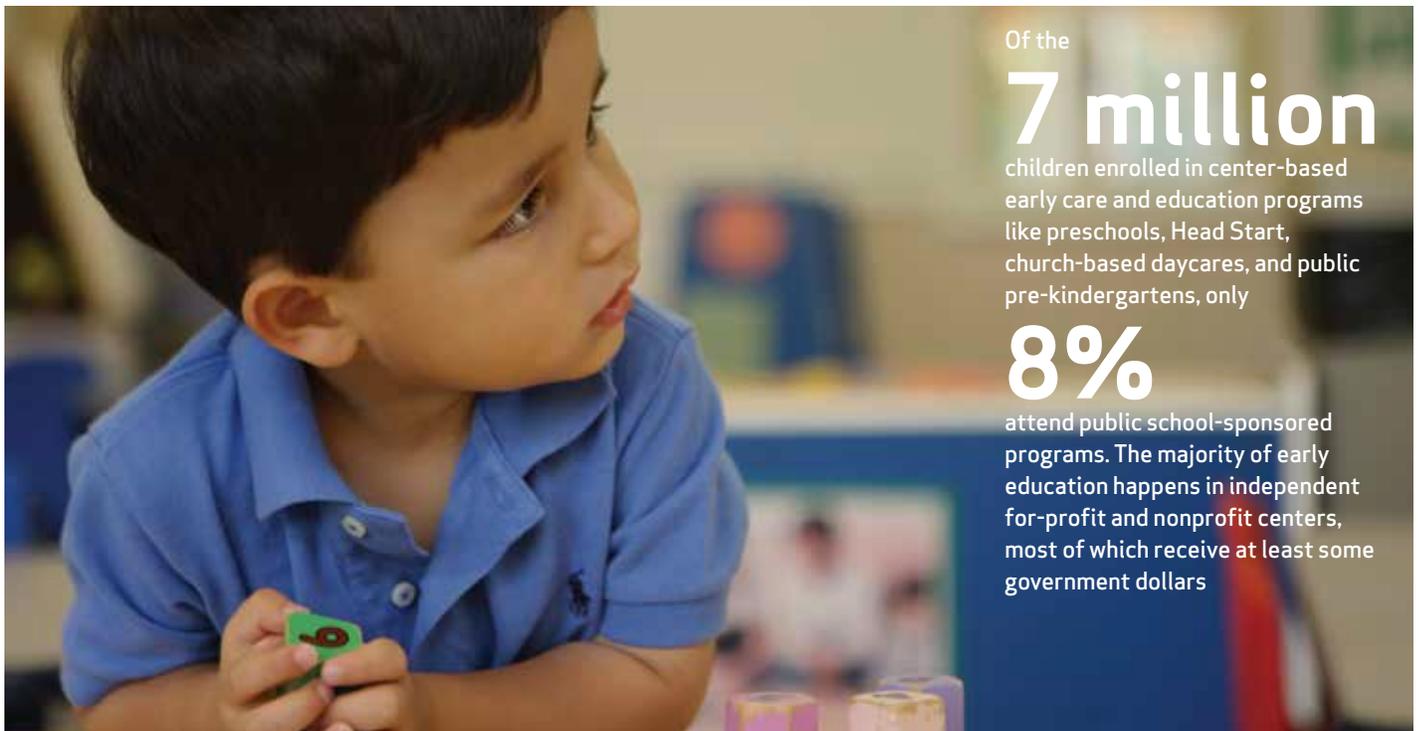
Education plays a crucial role in our personal and national well-being. It provides children with the tools they need to become successful adults, college students, and graduate students with opportunities to build careers and expand the boundaries of human knowledge. Education also provides workers with new skills to adapt to a changing economy. Since its early years, NORC has been exploring the entire learning life cycle. NORC research has provided vital information on the needs and experiences of learners of all ages, the nature and quality of the training and education resources available to them, and the impact education has made on other parts of their lives.

Assessing Early Care and Education

Securing early care and education is one of the most pressing challenges families face—particularly for single-parent families and those where both parents are working. Until now, policymakers had no clear understanding of what early care options were available and who was providing them.

The **National Survey of Early Care and Education (NSECE)**, one of the largest and most complex data collections in NORC's history, has shed a clarifying light on the need for and availability of early care and education (ECE). By surveying families looking for and already using ECE, as well as ECE providers, the NSECE will provide researchers and policymakers with their first clear picture of the ECE marketplace on both a national and community level.

NSECE explored how and why families search for early care and education. Some families use it so that parents can work and/or go to school, while some families choose ECE to promote their children's development. Many families do both. NSECE research found that parents of infants and toddlers are more likely to look for ECE to support parental employment, while parents of preschool-age children are more likely to look for ECE to help their children learn and



Of the
7 million
children enrolled in center-based early care and education programs like preschools, Head Start, church-based daycares, and public pre-kindergartens, only
8%
attend public school-sponsored programs. The majority of early education happens in independent for-profit and nonprofit centers, most of which receive at least some government dollars



In 2012, there were 129,000 early care and education center-based programs serving 7,000,000 children birth through age 5 years



One-third of households only consider one provider when they look for a new early care and education arrangement

develop. Barely one half of households looking to change their early care and education arrangements wind up doing so, suggesting that many parents have preferences and needs that they are unable to meet from the ECE options available to them.

A primary goal of the study is to understand the ECE workforce. We now know there are one million teachers and caregivers working in center-based programs serving young children. An additional 118,000 individuals operate ECE programs for young children out of their own homes and are licensed, registered, or otherwise listed with state agencies. Another 920,000 are paid to provide ECE in someone's home but are not licensed or registered. Most ECE professionals rely on workshops, coursework, and coaching or mentoring to upgrade their skills and improve the care they offer. Making such opportunities available to the substantial number of ECE providers who aren't known to state agencies is a significant challenge.

While center-based early care and education teachers and caregivers with a bachelor's degree earn on average

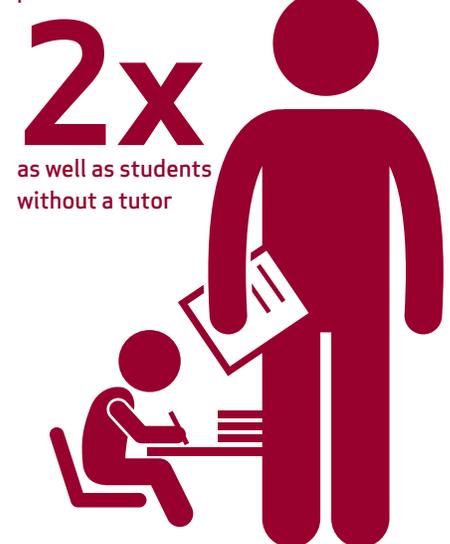
\$5/hour

more than their colleagues with no college degree, these bachelor's degree holders earn significantly less than BA holders in most other fields

Validating AmeriCorps' Positive Effect on Young Readers

Third grade marks an important turning point for young students—the transition from “learning to read” to “reading to learn.” If students are unable to make this transition, learning in every subject becomes increasingly challenging. In fact, students who don't read at grade level by the fourth grade are four times more likely than their peers to drop out of high school. Yet two-thirds of American fourth graders—roughly six million children—cannot read at grade level. The **Minnesota Reading Corps**—AmeriCorps' largest state program—has developed an evidence-based intervention for kindergarten through third-grade students that recent research has shown to be effective. To evaluate the program, NORC used a randomized controlled trial of more than 1,500 students in 23 urban, suburban, and rural Minnesota schools during the 2012-2013 school year. It found that after just one semester of tutoring, kindergarten students with an AmeriCorps tutor performed twice as well as students without a tutor. Just as important, the study found that neither the school itself nor the educational background of the tutor had a significant effect on the results, meaning the Minnesota Reading Corps model could be successfully replicated in multiple settings using tutors with little or no experience in education.

The evaluation found that after one semester of tutoring, kindergarten students with an AmeriCorps tutor performed





Ensuring More PhDs Enter Science, Technology, Engineering, and Mathematics Fields

One of the best ways to keep the United States competitive in science, technology, engineering, and mathematics (STEM) and in the fields, industries, and innovations they support is to encourage more students—particularly women and minorities—to pursue advanced STEM degrees. The National Science Foundation’s (NSF) **Graduate Research Fellowship Program** currently awards approximately 2,000 fellowships annually for students who are pursuing research-based master’s and doctoral degrees at accredited U.S. institutions. The NSF invited NORC to assess how well the program was meeting its goals, one of which involves broadening the participation of underrepresented groups in science and engineering fields.

Based on a survey of approximately 7,000 fellowship recipients and 3,200 honorable mention designees (highly rated applicants who were not awarded a fellowship) as well as existing nationally representative data sources, the study found that, compared to their peers, program participants:

Were more likely than honorable mention designees to complete a PhD within 10 years



Presented and published more papers than honorable mention designees after graduate school



Received more research grants than honorable mention designees after graduate school



Had a higher representation of women and minorities than in the general population of STEM doctorate recipients



The National Science Foundation’s Graduate Research Fellowship Program awards approximately

2,000
fellowships annually

INNOVATION IN ACTION



CLOSING THE GAP BETWEEN DATA AND ANALYSIS

Getting recordings of qualitative interviews into transcription and analysis used to require shipping the recorder or a memory card back to the office or waiting for the interviewer to return from the field. Now, using **NORCSuite Mobile** in conjunction with Airwatch® Content Locker, NORC interviewers can upload files directly from a cell phone or tablet. These new mobile tools shave weeks from the data collection process, and because phones and tablets require a passcode or thumbprint for access, the data are much more secure. NORC will be using the tools for the first time as part of a faculty climate study with a top-ranked professional school.



Over 20 years, the number of research doctorates earned by blacks and African-Americans has grown by

87%

Monitoring the Growth of New Research Doctorates

The most recent **Survey of Earned Doctorates**, an annual census of all new research doctorate recipients in the United States, had a 92 percent response rate and counted 51,000 new doctorate recipients in 2012, which continued a significant expansionary trend over the last several years. Over the past 20 years, the number of research doctorates earned by blacks and African-Americans has grown by 87 percent. Those earned by Hispanics or Latinos has more than doubled.

Tracking the Benefits of Early Education Interventions

In the 1960s, the Perry Elementary School in Ypsilanti, Michigan, launched a newly designed preschool program aimed at closing the achievement gap between poor and at-risk children and their peers. The curriculum, called “HighScope,” focused on the children’s intellectual maturation rather than their social and emotional development. The National Institutes of Health commissioned NORC to evaluate the effectiveness of the program. The HighScope Perry Preschool Study began with a baseline study of 58 children who were participating in the program and 65 who were not. Respondents were annually interviewed from ages three through 11 and at ages 14, 15, 19, and 27, and again when they were 40. Data showed that Perry participants had higher high school graduation rates and higher incomes, as well as lower rates of incarceration, teen pregnancy, and out-of-wedlock births.

Now that the participants of the original Perry study are in their mid-50s, NORC is visiting them again. This new round will include questions from two other major surveys—the Health and Retirement Survey and the Panel Study of Income Dynamics—to make it easier to compare Perry student outcomes with those of similar people in the United States. It will also incorporate biomeasures and newly developed tests of cognitive ability so that researchers can explore the effect of early childhood education on health outcomes. The data gathered from this new study will provide a unique window into the developmental origins of adult health, the impact of early childhood experience on aging, and the long-term costs and benefits of early childhood interventions.

First begun in the 1960s, NORC’s longitudinal study of the effects of the Perry HighScope has already established that participants had greater high school graduation rates and higher incomes, as well as lower rates of incarceration, teen pregnancy, and out-of-wedlock births. Now that participants are in their 50s, the study will examine the HighScope’s effect on middle-age outcomes

1960s **2014**



Development programs, whether sponsored by the United States, other nations, foundations, NGOs, or the governments of developing countries themselves, can play an important role in alleviating poverty and fostering civil society. Programs designed to effectively respond to the needs of vulnerable populations can improve quality of life by broadening economic opportunities, improving access to health care and education, and promoting democracy and civic engagement. NORC works with and helps governments, international aid agencies, and other organizations around the world improve their development programs through the design and implementation of evaluations and assessments, and by providing evidence-based analysis of their results and effectiveness.

Improving the Effectiveness of USAID Programs

In 2010, USAID launched USAID Forward, an ambitious reform agenda designed to maximize program effectiveness, promote sustainable development through local partnerships, and identify breakthrough solutions to entrenched problems. NORC's deep experience in conducting high-quality research and rigorous evaluations has made it a key partner in helping USAID identify evidence-based interventions and evaluate new and existing programs.

One focus of NORC's work with USAID is in the areas of Democracy, Human Rights, and Governance. Much of the violence that erupted after Kenya's 2007 presidential election was driven by young people whose political and economic marginalization was exacerbated by interethnic tensions. USAID responded with **Yes Youth Can! (YYC!)**, a program to develop nonviolent, collaborative youth leaders and improve relationships among ethnic groups by organizing young people into multi-ethnic community groups called "bunges." NORC's evaluation of YYC! included extensive qualitative data gathered through targeted focus groups and key informant interviews, and an innovative use of the Self-Efficacy Scale (SES) to measure self-esteem and empowerment in cross-cultural settings.

NORC found that YYC! participants scored significantly higher on the SES than their peers. USAID is using the evaluation findings to develop a follow-on program in Kenya.



Yes Youth Can!

is a program to develop nonviolent, collaborative youth leaders and improve relationships among ethnic groups by organizing young people into multi-ethnic community groups called "bunges"

Kenya

In addition to evaluating USAID programs, NORC helps the agency identify evidence-based initiatives to achieve some of USAID's key objectives in various sectors. NORC's **Reading and Access Evaluation Project** is designed to support two of USAID's most pressing education goals—to improve literacy among early grade readers and to increase access to education in conflict-affected areas. After conducting extensive literature and program reviews, NORC presented USAID with a variety of intervention options focused on incentive systems and parental involvement that evidence suggests are most effective at improving literacy skills among early grade students. Up next: working with USAID to test and evaluate the effectiveness of several interventions with an eye towards scaling them to a national level.

NORC's **DRG Learning, Evaluation, and Research** project with the Learning Center of USAID's Bureau for Democracy, Conflict, and Humanitarian Assistance will provide the U.S. government and other stakeholders with timely, reliable evidence on the impact and costs for decision-making about foreign assistance programs in the democracy, human rights, and governance sector and contribute to the knowledge base of what works and does not work in the sector. In the past year, NORC has begun evaluations across a range of topics, including support for the peace process in Nepal, better community

Two of USAID's most pressing education goals:



security in Guatemala, improved welfare of displaced children and orphans in Burundi and Moldova, and civic education for high school students in the Republic of Georgia to promote democratic participation.

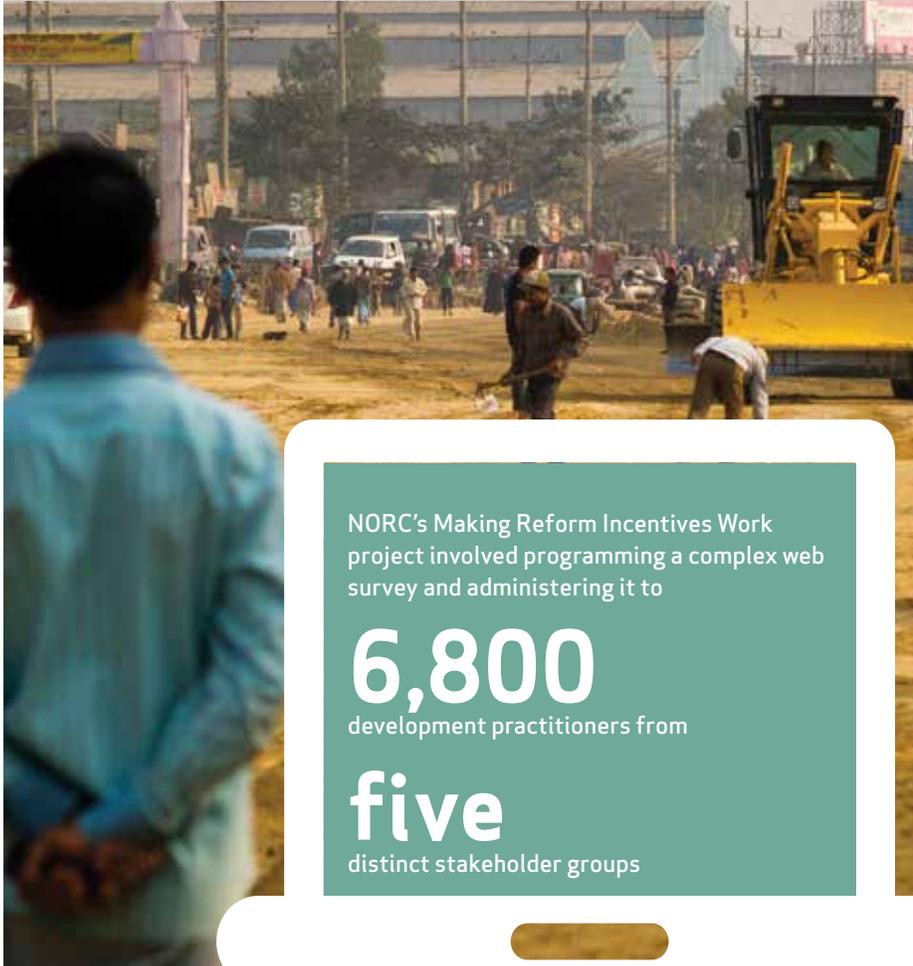
The team uses a variety of methods, including analysis of administrative data, surveys via the web and tablet PCs, and direct observation of program beneficiaries to inform these evaluations.



INNOVATION IN ACTION



LEVERAGING THE WORLD'S DEVELOPMENT EXPERTISE



NORC's Making Reform Incentives Work project involved programming a complex web survey and administering it to

6,800

development practitioners from

five

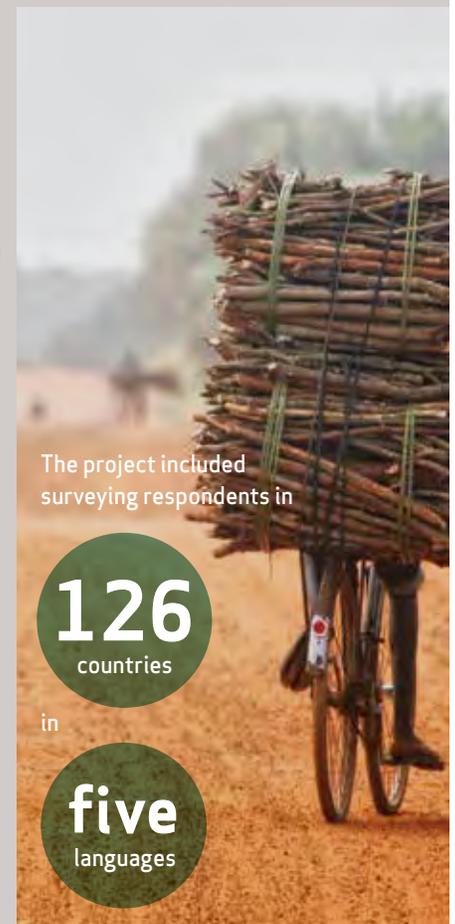
distinct stakeholder groups

Overcoming the economic and political barriers to development has been a persistent and expensive challenge in poorer countries. According to the Organization for Economic Co-operation and Development, global spending on development aid reached \$134.8 billion in 2013. To help donors, development organizations, and governments determine which programs are the most effective and what conditions are more and less conducive to success, NORC assisted the Institute for the Theory and Practice of International Relations at the College of William & Mary in their launch of **Making Reform Incentives Work**, an unprecedented web survey of global development practitioners.

The team conducted the Making Reform Incentives Work survey on NORC's proprietary web-based survey tool, Liberty, one of NORC's many accomplishments in web survey development. The survey collected information from more than 6,800 respondents comprising five distinct stakeholder groups—international organizations, foreign embassies, and development finance agencies; recipient government agencies, ministries, offices, and units; domestic civil society and non-governmental organizations; private sector associations and chambers of commerce; and independent country experts.

NORC's work on this project involved programming a complex web-based survey with a large number of dynamically filled variables used to tailor questions to the experience and expertise of each individual respondent, a technical challenge made even greater by the fact that the survey was administered in 126 countries and available in five languages: English, French, Portuguese, Spanish, and Russian.

In addition to helping policymakers, development practitioners, and governments understand how to make development efforts more effective, the protocols NORC developed for the Making Reform Incentives Work survey have formed the foundation for even more complex surveys in the future.



The project included surveying respondents in

126

countries

in

five

languages

Honduras's Bono 10,000 program works like this:



Establish conditions for school attendance



Establish conditions for children's doctor visits



Award cash grants to low-income families who meet the conditions

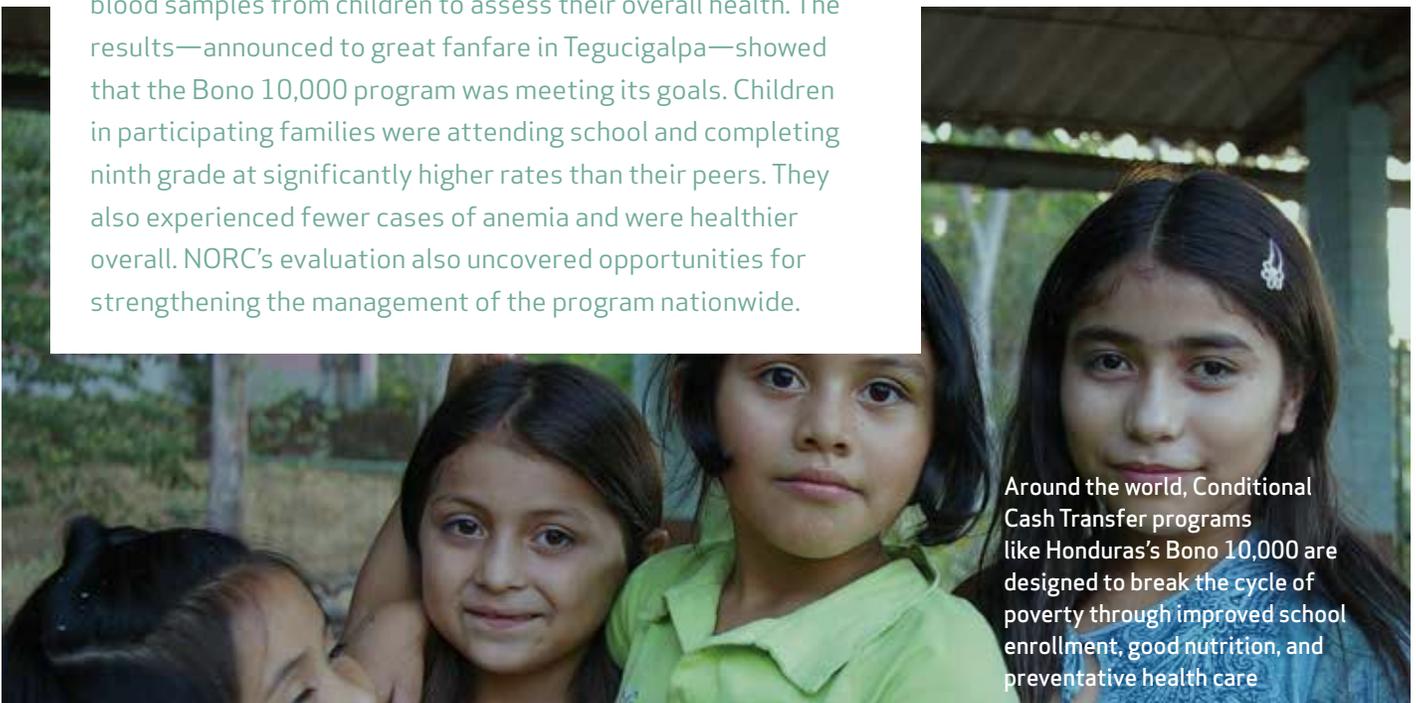
Combating Poverty in Honduras

The Honduran government's **Bono 10,000 program** provides annual cash payments of 10,000 Lempira (about \$500) to low-income families with children on the condition that they enroll their children in school, get regular doctor checkups, and receive vaccinations. NORC worked with the Inter-American Development Bank to assess whether the program was meeting its goals to improve school attendance, nutrition, and preventive health care among the children of Honduras's poorest families.

NORC trained local enumerators to collect baseline data in 2011 and endline data in 2013, and then conducted an impact analysis based on a randomized controlled trial. More than 4,500 households in 300 Honduran villages participated in the surveys, which collected height and weight measurements and blood samples from children to assess their overall health. The results—announced to great fanfare in Tegucigalpa—showed that the Bono 10,000 program was meeting its goals. Children in participating families were attending school and completing ninth grade at significantly higher rates than their peers. They also experienced fewer cases of anemia and were healthier overall. NORC's evaluation also uncovered opportunities for strengthening the management of the program nationwide.

Asking Sensitive Questions about Corruption

How do you make federal employees feel safe answering questions about corruption? NORC faces just that challenge in its evaluation of USAID's **Democracy and Governance Project** in Paraguay. The evaluation uses a combination of interviews and surveys with employees of several government ministries. The survey ensures anonymity by having the participants add a randomization factor to their responses. For each sensitive question, six response options are provided. Each response has a number code. The participant rolls a six-sided die, adds the resulting number to the number code of his or her response, and records the total as the answer to the question. Since only the participant knows the value shown by the die, an outside observer reading the survey would not be able to tell which answer the participant chose. However, NORC can estimate the overall distribution of each answer across all participants by using the probability of rolling each value of the die (from one to six).



Around the world, Conditional Cash Transfer programs like Honduras's Bono 10,000 are designed to break the cycle of poverty through improved school enrollment, good nutrition, and preventative health care



NORC Data Informs the Policy Decisions of Governments and

Africa

NORC is conducting monitoring and evaluation for the Competitive African Cotton for Pro-Poor Growth program, which has

265K

small-scale cotton farmers participating

Honduras

4,200

households in

300

Honduran villages participated in the survey to assess whether Honduras's Bono 10,000 program was meeting its goals

Morocco

3,000

olive farmers interviewed annually (in Arabic or French) for five years for the Millennium Challenge Account Morocco Impact and Performance Evaluation

Monitoring productivity changes for the African Cashew Initiative, which is training

150,000 small-scale cashew producers

in Benin, Burkina Faso, Cote d'Ivoire, Ghana, and Mozambique

Making Reform Incentives Work:

6,800 respondents

126 countries

5 languages

In the past three years, NORC has worked on

81

projects with

29

different partners

Kenya

For the Yes Youth Can! program, smartphones were used to collect data from

7,000+

respondents

Namibia

The first NORC phone-based Liberty survey followed

3,000+

respondents longitudinally

To learn more about these and other NORC Global Development projects, visit the NORC website

Development Organizations around the Globe

In 2013-2014,
NORC worked in

43

countries

Azerbaijan, Bangladesh, Belarus, Benin, Burkina Faso, Burundi, Cambodia, Cape Verde, China, Côte d'Ivoire, Egypt, El Salvador, Ethiopia, Ghana, Honduras, Indonesia, Kenya, Kosovo, Kyrgyzstan, Lesotho, Liberia, Malawi, Moldova, Morocco, Mozambique, Namibia, Nepal, Nicaragua, Paraguay, Peru, Philippines, Republic of Georgia, Russia, Rwanda, Serbia, Sierra Leone, Spain, Tanzania, Togo, Uganda, United States of America, Zambia, and Zimbabwe

Evidence-based initiatives for USAID

NORC is evaluating the effectiveness of USAID's Reading and Access Project, which addresses two pressing education goals—to improve literacy among early grade readers and to increase access to education in conflict zones



This is a time of unprecedented transformation for health care and public health in America. As states, insurers, providers, and policymakers wrestle with the challenges of implementing the Patient Protection and Affordable Care Act and caring for an aging and diverse population, they need sound data and insightful analysis. To meet that need, NORC experts are exploring, evaluating, and assessing many facets of health and health care—from access to care, new payment and delivery models, quality measures, and the needs of special populations, to health outcomes and the socioeconomic, policy, and environmental factors that influence health. NORC's rigorous examination of these and other issues informs decision-making in America and around the world.

EVALUATING CHANGES IN THE DELIVERY OF HEALTH SERVICES

Evaluating Implementation of the Affordable Care Act

The Patient Protection and Affordable Care Act (ACA) represents a historic change in the U.S. health care system. Thorough, accurate, and transparent assessments of how the ACA's provisions are affecting adults and children are essential to understanding the law's lasting impact on society. NORC is leading a host of independent evaluations of high-visibility programs implemented in the wake of the ACA, many of them sponsored by the Centers for Medicare & Medicaid Services (CMS). Drawing on NORC's deep expertise in health care delivery, public health, financing, and research methods, its health team provides technical assistance and operational support to various agencies responsible for implementing the law.

NORC continues to lead market research efforts for **Covered California**, the state's health insurance marketplace. The work includes message and strategy development, market segmentation studies, market tracking surveys, and advertising testing research. NORC is also conducting the **Nationwide Medicaid Consumer Assessment of Health Care Providers and Systems (CAHPS)** survey, the first-ever national survey of adults enrolled in Medicaid. CAHPS will provide national and state-specific data on access to care, satisfaction with providers, and the effectiveness of financing and delivery models. As part of a **Public Health and Health Reform Policy Research, Synthesis, and Translation** project for the Centers for Disease Control and Prevention, NORC developed six policy briefs related to public health and health care collaborations in the implementation of the ACA. Topics included public-private partnerships for value-based purchasing, expanded preventive service provider payments, and accountable care organizations.

To achieve the ACA's goal of improving quality of care while lowering costs, CMS provided **Health Care Innovation Awards** to over 100 provider organizations exploring new care delivery and payment models being tested around the country. NORC is conducting rapid-cycle evaluations of 41 initiatives that specifically address the needs of patients with complex medical conditions or



NORC is conducting the **Nationwide Consumer Assessment of Healthcare Providers and Systems** survey, the first-ever national survey of adults enrolled in Medicaid

chronic care needs. The evaluations include site visits; interviews with beneficiaries, providers, and other stakeholders; and, analysis of health care claims data. The results provide real-time feedback on the design and implementation of the awardees' initiatives to inform continuous refinements and improvements. Through the **State Innovation Models Initiative**, CMS has awarded nearly \$300 million in grants to 25 states to develop or test improvements to their public and private health payment and delivery systems, including Medicaid and public employee health benefits. NORC has served as the initiative's resource support contractor, providing technical support to states in the design and implementation of their health care system transformation plans and assessing states' readiness to implement those plans.

INNOVATION IN ACTION

ILLUMINATING HEALTH CLAIMS DATA



All Payer Claims Databases are essential to understanding the costs and distribution of medical care within states and how state health care systems work. The Maine Health Data Organization (MHDO) wants to improve data accessibility in its current system while protecting patient privacy. NORC will design the core infrastructure of the new database, host it on NORC's secure Data Enclave, and develop the web services that will allow users to access the data. NORC will also train MHDO staff on the new system.



NORC is conducting rapid-cycle evaluations of

41

Health Care Innovation Awards

Monitoring Medicare Access and Expenditures

Since its inception in 1991, the **Medicare Current Beneficiary Survey (MCBS)** has been providing the Centers for Medicare & Medicaid Services with critical information to better understand health care costs and accurately forecast the needs of Medicare beneficiaries. In 2014, NORC was awarded a three-year contract to conduct the MCBS. As part of that contract, NORC has developed an efficient sampling methodology, implemented streamlined data collection instruments, and successfully recruited and trained more than 200 interviewers. The MCBS follows 16,000 Medicare beneficiaries across the country,

interviewing them three times a year over four years about topics such as their health care use, experience, and spending. The survey results are linked to Medicare claims data to produce an Access to Care file and a Cost and Use file. The Access to Care file contains information on beneficiaries' access to health care and their satisfaction with that care. The Cost and Use file includes expenditure and payment source data on all health care services, including those not covered by Medicare. The most recent Access to Care file revealed that one third of beneficiaries—roughly 16 million people—need help with activities like shopping, preparing meals, bathing, and dressing. While the share of beneficiaries needing this assistance has remained stable, the number of beneficiaries is growing, which will result in a greater demand for caregivers.



Since it first began in 1991, the Medicare Current Beneficiary Survey has conducted nearly

1 million

interviews with Medicare enrollees



Keeping Tabs on Immunization Rates

Launched by the Centers for Disease Control and Prevention (CDC) in 1994 and administered by NORC since 2005, the **National Immunization Survey (NIS)** is considered the gold standard for public health information on immunization rates. The survey comprises an annual telephone survey of households with children and an immunization history questionnaire sent to the children’s health care providers. Comparing the two sources of data gives the CDC and other public health stakeholders a clear picture

of immunization trends nationwide, by state, and for select areas. Results from the 2013 NIS showed that vaccination rates for children 19-35 months old remained stable or improved, with more than 90 percent of children in this age group getting routinely recommended vaccines for measles, mumps, and rubella; poliovirus; hepatitis B; and varicella. These rates begin to fall, however, for vaccinations that require multiple doses. For example, only 83 percent of children received the fourth dose of the diphtheria, tetanus, and pertussis vaccine—a decline that is particularly pronounced in lower-income communities. Less than 1 percent of children received no vaccines at all.

INVESTIGATING HIDDEN FACTORS AFFECTING HEALTH



Revealing Connections between Social Life and Healthy Aging

Americans are generally living longer and healthier lives, but there is little available evidence on the influence that social and intimate relationships have on seniors’ health and longevity. Sponsored by the National Institutes of Health, the **National Social Life, Health, and Aging Project (NSHAP)** is the first nationally representative study to explore these issues.

As the study’s primary investigator, NORC has conducted two waves of intensive data collection and is planning a third. The first wave, conducted in 2005 and 2006, comprised in-depth interviews with more than 3,000 Americans between the ages of 57 and 85. The second wave, conducted in 2010 and 2011, included interviews with most of the original participants, as well as hundreds of additional interviews with the participants’ partners. Researchers gathered biomeasures that included assessments of mobility, blood, saliva, and blood pressure. Researchers even tested participants’ sense of smell using a pen-like device called a “sniffing stick.”

NSHAP’s findings represent the most in-depth and nuanced picture available of the intersection between seniors’ social and intimate relationships and their health. Older adults with larger social networks are at lower risk for undiagnosed and uncontrolled

hypertension, but only if they use those networks to talk about their health issues. In fact, researchers found that undiagnosed and uncontrolled hypertension increases with network size if that communication is absent. NSHAP data also show that regular attendance at a house of worship is associated with higher levels of social support and integration, which are in turn associated with lower levels of loneliness. In addition, the study found that 90 percent of the participants with partners hug or hold that partner often. The absence of this kind of regular affection has a negative effect on mental health, especially among women.

A failing sense of smell

VS

A diagnosis of:

- heart failure
- cancer
- lung disease

.....

Among NSHAP’s most interesting findings is that olfactory dysfunction is a strong predictor of death within five years. In fact, a failing sense of smell is a better predictor of mortality than is a diagnosis of heart failure, cancer, or lung disease

Uncovering Environmental Triggers to Childhood Illnesses

To better understand how environmental factors influence children's well-being, the *Eunice Kennedy Shriver* National Institute of Child Health and Human Development sponsored the **National Children's Study (NCS)**, the largest long-term study of children's health and development ever conducted in the United States. The NCS began with a pilot test, the **NCS Vanguard Study**, to assess the effectiveness of an innovative combination of in-depth interviews and environmental sensors that would be employed in the full NCS. The sensors provided data on air quality, noise level, and other environmental factors in homes and neighborhoods, and the interviews gathered information on family and social experiences, neighborhood characteristics, diet, and activity levels. The pilot study also collected blood and genetic samples, as well as height, weight, and other biomeasures.

NORC led data collection in two of the study's four Regional Operations Centers, following more than 2,500 NCS participants in 20 pilot study locations. NORC also contributed to the development of new data collection tools designed specifically to meet the needs of the study, including the development of a short telephone screener to assess mental disorders in birth mothers and fathers. In addition, NORC provided field support for the NCS, which included training and certifying data collectors and their supervisors and operating the NCS help desk.

The NCS explored using sensors to gather data on air quality, noise, and other environmental factors in and around children's homes



NORC ran two Regional Operations Centers for the National Children's Study and followed more than

2,500
participants in
20
pilot study locations

Mapping the Intersection of Faith and Health

Many Americans believe that religious faith is essential to having a strong moral compass. But can religion keep people healthy? The John H. Templeton Foundation has asked the University of Michigan and NORC to help them find out.

The **Landmark Spirituality and Health Survey** conducts computer-assisted interviews with a representative sample of 3,000 adults—a thousand each from the 18-40, 41-64, and 65+ age groups. The interviews delve into participants' religious beliefs and practices—or lack thereof—and ask questions designed to assess physical and mental health. NORC is using Bluetooth®-enabled scales and blood pressure cuffs to take weight, blood pressure, and pulse measurements. The interviewers also collect blood samples and measure waist circumference, hip circumference, and height. The goal is to develop baseline data that researchers can use to examine the connection between faith and health.



ANALYZING THE NEEDS OF SPECIAL POPULATIONS

Between

50%

and

75%

of the people infected with the hepatitis C virus don't know they have it



Finding More Cost-Effective Testing for Hepatitis C

If left untreated, hepatitis C (HCV) causes permanent liver damage, and complications from HCV can be fatal. But between 50 and 75 percent of people infected with the virus don't know they have it. Currently, antibody testing for HCV is conducted only for “at-risk” populations—intravenous drug users, people who had blood transfusions before 1992, and chronic hemodialysis patients. A recent NORC study funded by the Centers for Disease Control and Prevention Foundation suggests that an age-based testing protocol would be more cost effective and save more lives.

Assessing Culturally Specific Child Welfare Programs

Poverty, child abuse, and neglect are widespread problems, and effective remedies are often culturally specific. NORC is completing a three-year study that shows how 14 tribes and tribal organizations receiving Administration for Children and Families grants are developing and coordinating culturally relevant programs and services that address child abuse and neglect. The study includes assessment of case management approaches, service coordination, and supportive and preventive services. Initial results show that the grantees have successfully developed service models based on local tradition and indigenous knowledge, provided services that reflect families’ needs, and have made substantial improvements to the coordination and delivery of care.

The **Birth Cohort Evaluation to Advance Screening and Testing for Hepatitis C (Best-C)** analyzed electronic medical records from three different clinics to predict the results of risk-based screening over five years. The same three clinics then implemented a screening strategy that targeted individuals born between 1945 and 1965. Researchers compared the actual results of the age-cohort testing to the predictive results from the computer models generated by the electronic medical record analysis. NORC researchers found that, if implemented nationally, the age-cohort testing would identify as many as 800,000 additional cases of HCV and save as many as 82,300 lives at a cost of \$15,700 per year of life gained.

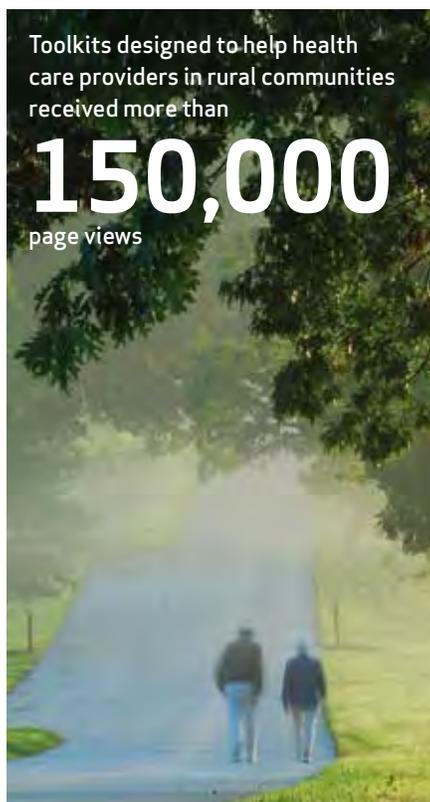
The Best-C project has already resulted in two peer-reviewed journal articles and a keynote presentation at the 2014 meeting of the American Association for the Study of Liver Disease.

The Best-C study analyzed electronic medical records from three different clinics to predict the results of risk-based screening over five years



Establishing Evidence-Based Practices in Rural Health

As part of the **Rural Health Outreach, Tracking, and Evaluation Project**, NORC's Walsh Center for Rural Health Analysis and its partner, the University of Minnesota Rural Health Research Center, developed six evidence-based toolkits designed to help health care providers in rural communities launch health improvement programs or evaluate and refine existing ones. Each toolkit focuses on a different subject—community health workers, obesity prevention, oral health, mental health, care coordination, and health promotion—and is distributed through the Rural Assistance Center's Community Health Gateway website. The project has been so successful—the toolkits have received more than 150,000 page views—that the federal Office of Rural Health Policy has asked NORC to develop 16 additional toolkits.



Toolkits designed to help health care providers in rural communities received more than

150,000
page views



20%

of active-duty service members reported they engage in heavy drinking

Combating Military Alcohol Abuse

While illicit drug use among members of the military is significantly lower than it is among the general population, rates of alcohol abuse among men and women in uniform are higher. A U.S. Department of Defense study found that about 20 percent of active-duty service members reported engaging in heavy drinking. Among those with high combat exposure, the rate was 27 percent.

Diageo, an international alcohol beverage company, has awarded a grant to NORC, MedRespond, and Peer Assistance Services to help address this problem. NORC and its partners will integrate their online **Substance Use Screening, Brief Intervention, and Referral to Treatment (SBIRT)** program with the military's current Army Alcohol Screening and Brief Intervention system and roll it out to all 91 military health clinics worldwide in 2013 and 2014.

NORC and its partners originally developed SBIRT as an online training system to help health care professionals identify, intervene, and recommend treatment for patients at risk for substance abuse. This new application of SBIRT will help identify military personnel whose alcohol use puts them, their units, and their families at risk; provide brief counseling to help them modify their behavior; and link them to additional support if brief counseling is insufficient.

INNOVATION IN ACTION

EXPLORING HIV RISK THROUGH SOCIAL NETWORKS



NORC has a long track record of combining cultural sensitivity with technological ingenuity to survey difficult-to-reach populations. One of NORC's most recent innovations—part of a project for the National Institutes of Health—combined information from a NORC-designed Facebook application (app). With the participants' permission, the app gathered information on their Facebook friend networks and integrated a subset of their closest friends into the survey for follow-up questions. Data from the computer-assisted personal interviewing survey and NORC's Facebook app showed that the survey participants were highly connected and that friendships among HIV-positive respondents were fairly concentrated. The next phase in this research will explore how this emergent Facebook network can be used to identify effective ways to promote HIV prevention in this population.

The Associated Press-NORC Center for Public Affairs Research, with funding from The SCAN Foundation, conducted a number of long-term care studies that found:

34%

of older Americans are very worried that they haven't planned enough for long-term care

67%

of older Americans report having done little or no planning for long-term care



A nuanced understanding of the public mood—and the public’s actual condition—is essential to making good policy decisions and to implementing those policies as efficiently and effectively as possible. For almost 75 years, NORC has been tapping into the public consciousness to provide government agencies and other organizations with the data and insights needed to understand and serve citizens in a world of vast and accelerating change.

Identifying the Qualities that Make Communities Resilient

NORC conducted its first disaster-and resilience-related surveys in the 1950s, when the U.S. Army asked NORC to study human reactions to events such as plane crashes, earthquakes, mine explosions, and tornadoes. NORC has since become a leader in disaster and resilience-related research and has provided a variety of government agencies and relief organizations with the data and insights they need to respond to crises more effectively. Recent efforts include an evaluation of the American Red Cross Community Resilience Pilot Project, an assessment of hospital bioterrorism readiness, and several surveys and assessments of disaster response and preparedness conducted as part of the Rural Health Research and Policy Center.

In 2013, the Associated Press-NORC Center for Public Affairs Research surveyed more than 2,000 residents in communities hit by Superstorm Sandy. The goal of this Rockefeller Foundation-funded survey was to assess community levels of recovery and identify the social factors that most contributed to—or hindered—that recovery. The survey found that six months after the storm, nearly 40 percent of respondents in the hardest-hit communities said that their neighborhoods were less than halfway recovered. More than 20 percent thought their neighborhoods would never fully recover. Perceptions of low recovery corresponded to lack of social cohesion and trust. Residents of slowly recovering neighborhoods reported lower levels of general trust and witnessed more hoarding of food and water, looting and stealing, and vandalism in their neighborhoods after the storm. Results from the study have informed numerous conversations and programs aimed at helping communities respond more effectively to crises, including the Rockefeller Foundation’s 100 Resilient Cities initiative.



To study a different kind of community resilience, NORC partnered with the Annie E. Casey Foundation on **Making Connections**, an initiative to improve outcomes for disadvantaged children and their families in 10 poor urban communities. The study included a baseline telephone survey in 2002-2004 and second and third wave surveys conducted between 2005 and 2011. The surveys were designed and administered with the help of local community groups to identify the characteristics—including mobility, social capital and networks, and the availability and utilization of services—that most effectively contributed to individual and community success. Among other results, the NORC researchers found that 45 percent of households in the sample include an adult who is not the parent of the focal child. The well-being of children in these “extra-adult” households varies significantly. Economically, it appears that children in households with a non-parent adult are worse off than children in two-parent only homes. When looking at other measures, children with an additional non-parent adult are better off. These results suggest that researchers need to look at all the adults in a household, not just parents.



Informing Housing Policy in Indian Country

Conducting research with any population, especially when that research deals with personal issues such as health and housing, requires sensitivity to the group’s social organization, cultural values, and previous experience with research projects. This dynamic is especially true when conducting research with Native Americans, for whom sovereignty and collaboration in the research process, as well as benefit to their community, are deeply important. NORC’s ability to navigate tribal protocols and build trusting relationships made it an ideal partner for the Urban Institute to conduct the U.S. Department of Housing and Urban Development’s (HUD) congressionally mandated **Assessment of American Indian, Alaska Native, and Native Hawaiian Housing Needs**.

The assessment is a follow up to the original study conducted in 1996, and is the first nationally representative sample of

housing in Indian Country. NORC’s role includes 40 in-person household surveys in each of the 38 randomly selected reservations, native villages, and tribal service areas; telephone surveys with a national sample of 100 tribal housing authorities; and in-depth interviews with tribal leaders. All told, more than 1,000 native households have already participated in the study. They represent an incredible diversity of culture, geography, and history. NORC developed the study protocols in partnership with several tribal Institutional Review Boards and trained the field interviewers, all of whom are Native Americans or Alaskan Natives. NORC also launched a smaller survey of Native Hawaiians this year.

The study will be completed in 2015 and the results used to help HUD, the Senate Indian Affairs Committee, and individual tribal housing agencies develop and implement more effective housing policy in Indian Country.



Balancing Civil Liberties and Security

In 2011, the Associated Press-NORC Center for Public Affairs Research released **Civil Liberties and Security**, a landmark study of how the September 11 attacks changed American attitudes about their privacy and safety. Prompted by recent revelations of mass government surveillance programs, the Center conducted a follow-up study in 2013 to explore how those attitudes continue to evolve. The study, which consisted of more than 1,000 cell phone and landline interviews with a representative sample of adult Americans, found that:



More than **74%** of Americans continue to support the installation of surveillance cameras in public places

More than **54%** of Americans oppose mass surveillance of people's phone or internet activity for use in future investigation



INNOVATION IN ACTION



TRACKING SEX TRAFFICKERS THROUGH SOCIAL MEDIA

The U.S. Justice Department estimates that each year 17,500 people are brought into this country and forced into sexual slavery. The number of U.S. citizens trafficked internally is likely much higher. Increasingly, traffickers are using social media to recruit victims and market to potential customers. NORC, with funding from the National Institute of Justice's Science and Technology Division and in collaboration with the International Association of Chiefs of Police, has developed software that scrapes and analyzes data from traffickers' social media posts. The software allows law enforcement officials to identify and geo-locate individual posters and responders and track their relationships across jurisdictions.

Stopping Teen Dating Violence

Dating violence is a significant problem among young people, and many first experience abuse as early as middle school. Once victimized, teens are significantly more likely to experience intimate partner violence as adults. To address this problem, NORC is leading several studies that explore both the causes of teen dating violence and effective intervention methods. In a study funded by the National Institute of Justice, NORC found that low-cost interventions like **Shifting Boundaries**—which uses anti-violence posters, heightened security guided by student mapping of violent spots on school grounds, and school-based restraining orders—can reduce teen dating violence by about 50 percent. NORC is also evaluating the Center for Disease Control and Prevention's **Dating Matters** program. This past year, NORC researchers published baseline results from the **Survey on Teen Relationships and Intimate Violence**, the nation's first comprehensive study of teen dating violence. These and other studies will provide guidance to parents, educators, and public health and justice practitioners, and policymakers with the evidence they need to reduce violence and harassment among youth.

Tracking the Price of Gas

Gas prices affect almost every American consumer and a huge swath of American businesses, particularly those in the shipping and transportation industries. Accurate, timely data on gas price trends allow businesses and policymakers to more accurately plan and forecast, and the **Motor Gasoline Price and On-Highway Diesel Fuel Price** weekly surveys are the tools they rely on. Sponsored by the U.S. Energy Information Administration, the surveys use NORC's survey management system to collect and collate data from a variety of sources, including computer-assisted telephone interviews, and web-, fax-, and email-based surveys. The result is the most accurate and timely reporting available on national fuel price trends.

The Associated Press-NORC Center for Public Affairs Research found

58%

of respondents say it's never okay to use derogatory language

53%

say most instances of such language are just kids trying to be funny





Among the trends from the 2012 GSS:

Happiness is back

33%

of respondents said they were very happy in 2012, rebounding from a historic low of 29% in 2010

Tolerance is up

Public support for civil liberties has risen steadily over the last

40 years

and is now at an all-time high

Confidence in institutions is down

Confidence in financial institutions, Congress, the executive branch, the press, medicine, and education were all below their historic averages. Some are at or near all-time lows

Holding a Mirror to American Society

In a media landscape increasingly filled by blogs and social media, there is no shortage of “voices of the people.” But are those voices truly representative? Since 1972, the **General Social Survey (GSS)** has provided politicians, policymakers, and scholars with a clear and unbiased perspective on what Americans think and feel about such issues as national spending priorities, crime and punishment, intergroup relations, and confidence in institutions. The 2012 survey added questions about climate change, volunteerism, religious identity, and participation in the arts, among other subjects. Conducted every two years, the 2014 GSS also added new subjects, including wealth, work-life balance, and civic participation.

Except for U.S. Census data, the GSS is the most frequently analyzed source of information in the social sciences. In addition to informing countless newspaper and magazine articles, GSS data have been the basis of more than 25,000 scholarly papers, books, and PhD dissertations over its 42-year history and is used by more than 400,000 students in their classes each year.



Making Sense and Sensible Use of Recidivism Statistics

For years, one of the biggest challenges to conducting in-depth research of recidivism is that the policies and procedures for recording “RAP sheets” (Records of Arrest and Prosecution) vary among states and often among smaller jurisdictions within states. To remedy this problem, the Bureau of Justice Statistics hired NORC to develop software that would convert these disparately coded records into a single standard for consistent criminal history and recidivism analysis. NORC has already converted three sets of data, each containing tens of thousands of RAP sheets. Studies based on this newly harmonized and accessible data found that two-thirds of released prisoners were arrested for new crimes within three years. Three-quarters were arrested within five years. And, approximately 11 percent were arrested in a state other than the one from which they were released.

Viewing Arts Participation through a Wider Lens

When people in the nonprofit arts sector want to evaluate participation in arts-related activities, they usually rely on attendance records at art galleries, symphonies, and similar events and venues. But by asking different kinds of questions that probed the myriad ways Californians engage in the arts, researchers at NORC and the Cultural Policy Center found that many Californians are, in fact, living rich cultural lives, even while event attendance declines. The study helped illustrate the following:

- Art-making and -doing:** 81% of California’s adults read for pleasure during the prior 12 months, while 59% did do-it-yourself projects and 58% made visual art
- Art-going:** 78% of California’s adults went to movies during the prior 12 months, while 64% went to music concerts or performances
- Art-learning:** 51% of California’s adults spent time learning how to make or do art during the prior 12 months



NORC Research Provides Important Insights into Individual,

NORC's Assessment of American Indian, Alaska Native, and Native Hawaiian Housing Needs includes interviews of

1,200 individuals in **40** tribal areas



People living in neighborhoods with more social connections and resources are more resilient

They are more likely to say their neighborhood is well prepared to handle a disaster and more confident that their neighborhood would recover quickly after a disaster

b



Among the findings from the 2012 NORC Presidential Election Study:

92% of respondents said that unemployment is a very important problem

79% of respondents want their representatives to work with others to get things done

An estimated **25 million** adolescents are victims and nearly

23 million are perpetrators of relationship abuse—whether it be in person or electronically, in public or private, or in the past or the present

a



An estimated **52%** of former East Germans define themselves as atheists

c

According to the AP-NORC Center's The People's Agenda: America's Priorities and Outlook for 2014:

49% of Americans think their standard of living is better than their parents' was

Sources

- a** National Survey on Teen Relationships and Intimate Violence (STRiV)
- b** AP-NORC Center for Public Affairs Research, Two Years after Superstorm Sandy: Exploring Resilience in Twelve Neighborhoods, 2014
- c** General Social Survey Trend Report, Beliefs about God across Time and Country, 2012
- d** AP-NORC Center for Public Affairs Research, Obesity in the United States: Public Perceptions, 2012

Community, and Societal Concerns

In the aftermath of Superstorm Sandy nearly

70%

say neighbors helped, compared to

57%

who say the same for local government and

55%

for federal government and FEMA



NORC is providing technical assistance to **7 Making Connections Research Scholars**, who are using the study's datasets to advance the knowledge related to low-income families, children, and neighborhoods

When asked about obesity,

women

(81%)

are more likely than

men

(69%)

to say that being overweight or obese is a serious health problem for the country



According to NORC's GSS, education is clearly the public's top spending priority. It has significantly more public support than other very popular areas like assistance to the poor, halting crime, alternative energy, social security, health, the environment, and dealing with drug addiction

Senior Fellows

The honor of Senior Fellow is conferred upon recipients by NORC to recognize their reputations in specific disciplines and their contributions to the organization's high-quality research.



Luc Anselin

- Spatial econometrics
- Geographic information science
- Neighborhood change



Dan A. Black

- Measurement error
- Human capital
- Urban labor markets



Rolf Blank

- Program evaluation
- Education policy analysis
- Large-scale surveys
- Student assessment and longitudinal data systems



Norman Bradburn

- Survey methods
- Subjective well-being/affect balance scale
- Humanities indicators



Larry L. Bye

- Design and evaluation of social marketing/change campaigns
- Policy and behavioral research
- Survey methods
- Program evaluation



Kathleen A. Cagney

- Neighborhood effects and health
- Race and ethnic differences in access to health care and long-term care
- Demography of aging
- Life course approaches to research in health
- Health status assessment



Cheryl Austein Casnoff

- Public health
- Health financing
- Health information technology
- Child and adolescent health
- Health reform
- Oral health



Stephen H. Cohen

- Design and conduct of demographic and establishment sample surveys
- Economic statistics
- Education statistics
- Data confidentiality and privacy issues



A. Rupa Datta

- Questionnaire design and survey data quality
- Educational choice and decision-making
- Longitudinal surveys
- Supply and demand for early care and education



Jon R. Gabel

- Employer-sponsored health plans
- Health reform
- Individual insurance
- Military health care
- Uninsurance and underinsurance



Robert Goerge

- Use of administrative data for research
- Computational methods
- Early care and education
- Child and adolescent well-being



Larry V. Hedges

- Statistical methods for meta-analysis
- Evidence-based methodology for social science research
- Social distribution of academic achievement in America
- Educational policies and practices



Christopher Hoenig

- Practices for defining and measuring progress
- Strategies and methods for using research and data in complex problem solving
- Design and implementation of large-scale performance systems



Thomas B. Hoffer

- Longitudinal education studies
- Education and careers
- Accountability in education
- Education survey design and analysis
- Education program evaluation



D. Carroll Joynes

- Minority participation in cultural institutions
- Cultural infrastructure in the United States
- Diversity and change in the nonprofit arts



Daniel Kasprzyk

- Survey methods
- Design and conduct of sample surveys
- Education statistics
- Elementary and secondary school surveys



Sheila Nataraj Kirby

- Teacher education
- Teacher supply and demand, with a focus on minority teachers
- Educational policy
- Graduate education and training
- Mixed methods evaluation



Paul J. Lavrakas

- Total survey error
- Experimental design
- Qualitative methods
- Election polling
- Evaluation research



Felicia LeClere

- Public health
- Data dissemination
- Demography
- Health disparities



Michael B. Meit

- Public health systems and services research
- Rural health
- Public health preparedness
- Tribal health



Wilhelmine Miller

- Population health policy
- Clinical and cost effectiveness research and policy
- Bioethics



Christine Nye

- Medicaid policy and payment
- Health information technology
- Managed care
- Aging and long-term care



Michael J. O'Grady

- Health economics, with a focus on diabetes and obesity
- Medicare reform
- Cost effectiveness analysis
- Public/private plan competition
- Medicaid
- The uninsured



Colm O'Muircheartaigh

- Survey research methodology
- Sample and questionnaire design and analysis
- Response and nonresponse error
- Data quality



Stephen Raudenbush

- Hierarchical linear modeling
- Quantitative methodology
- Causal inference
- Statistical methods
- Multilevel data
- Experimental design



Patricia Ruggles

- Poverty and income distribution
- Programs and policy analysis relating to low-income families
- Prices and price measurement
- Economic data and measurement
- Longitudinal analysis



Seth Sanders

- Labor markets
- Economic demography
- Administrative data



Susan Schechter

- Survey management and operations
- Questionnaire design improvement through cognitive research
- Data collection for hard-to-reach populations
- Sensitive questions



Fritz J. Scheuren

- Human rights
- Voter behavior
- Statistics in the social sciences
- Data quality and record linkage techniques



Barbara L. Schneider

- Social context of schooling
- Adolescent transition into adulthood
- Knowledge accumulation and scale-up
- Mixed methods and longitudinal research



Avinash C. Singh

- Design and analysis of spatial and temporal surveys
- Small area and latent variable modeling
- Data confidentiality and utility



Becky A. Smerdon

- College and career readiness and success
- Education equity
- Research and evaluation design
- Education policy



Tom W. Smith

- Trends
- Survey methods
- Cross-national research
- Public opinion
- Religious transformation



Frances A. Stillman

- Evaluation and monitoring
- Tobacco control policy research
- Smoking cessation intervention research
- Inner-city African American young adult populations



Helen H. Suh

- Exposure assessment
- Environmental epidemiology
- Air pollution
- Risk assessment
- Environmental indicators



Bruce G. Taylor

- Policing
- Violence and victimization
- Prevention research
- Program evaluation
- Youth and at-risk populations
- Randomized controlled trials



Lowell Taylor

- Labor markets
- Economic demography
- Incentives in organizations



Linda J. Waite

- Social demography
- Aging and health
- Links between biology, psychology, and the social world
- Sexuality



Kirk M. Wolter

- Design, conduct, and analysis of sample surveys
- Economic statistics
- Demographic statistics
- Health statistics
- Education statistics



Clifford F. Zinnes

- Aid effectiveness
- Impact evaluation
- Quantitative measurement applications in international development

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