

## On the Cover

Over the past 75 years, NORC has conducted a variety of social science research projects. The chord diagram on the cover uses a sampling of 1,732 of those projects—each coded by research subject and the statistical and analytic methods used—to show how the focus and frequency of NORC’s work has evolved over time. Learn more about NORC’s current work and browse our published research on [www.norc.org](http://www.norc.org). To explore NORC’s 75-year history, visit [75.norc.org](http://75.norc.org).

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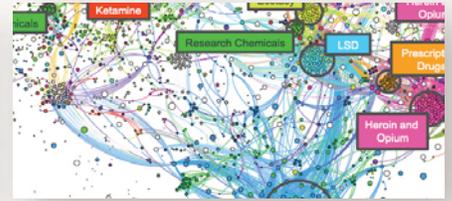
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# Letter from the Chairman and President

As we head into 2016, NORC will be celebrating its 75<sup>th</sup> year. It is an honor and a privilege for those of us here now to both celebrate the organization’s extraordinary legacy and to help chart the course of its future.

Since its early days, NORC, with the guidance and nurturing of the University of Chicago, has delivered data and analyses that have informed some of the most important decisions facing our communities, the nation, and the world. NORC staff have driven the science of applied research, continuously innovating in a learning institution dedicated to the highest standards of scientific inquiry. Indeed, NORC’s work has been instrumental in creating some of the core principles for the conduct of social science research.

As the importance of data across all aspects of human endeavor has grown exponentially, NORC’s contributions have expanded well beyond the scope our founders might have imagined. Decision-makers of all kinds require data to make effective, informed choices, yet the increasing quantity and complexity of data has outstripped most data consumers’ ability to assess and use them. Established research institutes like NORC—and many new organizations—are striving to demonstrate their ability to add unique value in a world awash in data.

So what does NORC’s past tell us about its future? What light can 75 years of accomplishments shed on the challenges facing the researchers of today and tomorrow? As an organization that has lived at the intersection of data and big decisions for decades, we have identified critical insights that guide our work and ensure that today’s researchers and data scientists benefit from our trials and errors, as well as our successes.

Above all, we must remember the importance of sound science to everything we do. Whether we are compiling a dataset from traditional survey data or social media, there are key questions we must keep in mind as we assess its meaning. First, is it representative of the population or phenomenon we are trying to understand? Second, is it big enough for us to draw meaningful conclusions about key subsets of the population? Third, is it asking the right questions, in the right ways, to address what we need to know?

While scientific methods and principles are essential, so is scientific transparency. Understanding the data’s limitations, context, assumptions, and origin is key to delivering trustworthy analyses. This “data literacy” is increasingly important in a world where anyone with a mobile device can create, access, and disseminate large volumes of data from the internet.

Finally, we must let the data speak rather than using the data to espouse predetermined “truths.” A critical danger to consumers of data and analysis is the growth of organizations that conduct research to support a specific point of view. When people approach research with a particular filter, the result is datasets that support their foregone conclusions, which amounts to advocacy, not science. NORC and our peer organizations need to ensure this distinction is clear for consumers of our data.

NORC’s historic commitment to sound science, transparency, and objectivity will remain the bedrock of our work. But we must also continue to innovate and adapt to provide insight for informed decisions for the next 75 years. To accomplish this, NORC will do a number of things. First and foremost, we will continue our leadership in survey research, program evaluation, and policy

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**“As an organization that has lived at the intersection of data and big decisions for decades, we have identified critical insights that guide our work and ensure that today’s researchers and data scientists benefit from our trials and errors, as well as our successes.”**



analysis. Second, we will rapidly advance the state of the art in data collection, data management, and data analysis and dissemination. And third, we will widen the circle of researchers, partner organizations, and clients with whom we work.

In terms of NORC's core business, our conversations with colleagues across the organization reveal the breadth and depth of our ongoing work—and the talent and enthusiasm they bring to it. Whether collecting and analyzing data on older Americans' experience with the Medicare program, evaluating the United States Agency for International Development's childhood literacy programs in the developing world, working with some of the nation's top universities to assess harassment on campus, or converting administrative criminal history records into standardized data that can be analyzed to assess recidivism, the wealth of our expertise and range of topics we study is extraordinary.

NORC's work in advancing the field's state of the art shows enormous promise and some clear immediate successes. In terms of data collection, this year NORC launched AmeriSpeak, the most scientifically rigorous panel-based research platform of the American people. AmeriSpeak has already produced key insights on several major topics, including Americans' views on global warming and energy policy. On the data management front, through NORC's Data Enclave, we store enormous confidential datasets in a highly advanced, secure environment. Among many exciting projects, the Data Enclave serves as the engine for CompareMaine.org, a new health care transparency

website that enables consumers to compare the cost of medical procedures. NORC continues its leadership in advanced analytics, including using natural language processing to convert doctors' dictation notes into structured data for large scale analysis. In the increasingly important area of dissemination, NORC created and launched the GSS Data Explorer, which makes 40 years of data from the General Social Survey easier to search, analyze, save, and share. With all of our products, we are pushing the boundaries of information design and data visualization to make raw data more meaningful.

In every corner of NORC and the research industry, change is afoot. But perhaps more important is what has not changed. At NORC, our mission remains clear and consistent—we transform data into knowledge by conducting groundbreaking studies on the critical issues of the day. To succeed, this vision requires a commitment to helping NORC's staff excel and a focus on the human elements of the subjects we study. It demands that NORC look beyond its traditional portfolio of clients and partners to drive insight and impact in an interconnected world. And it demands an innovative spirit and a deeply held commitment to help chart the horizons of modern research.

**DANIEL S. GAYLIN**  
PRESIDENT AND  
CHIEF EXECUTIVE OFFICER

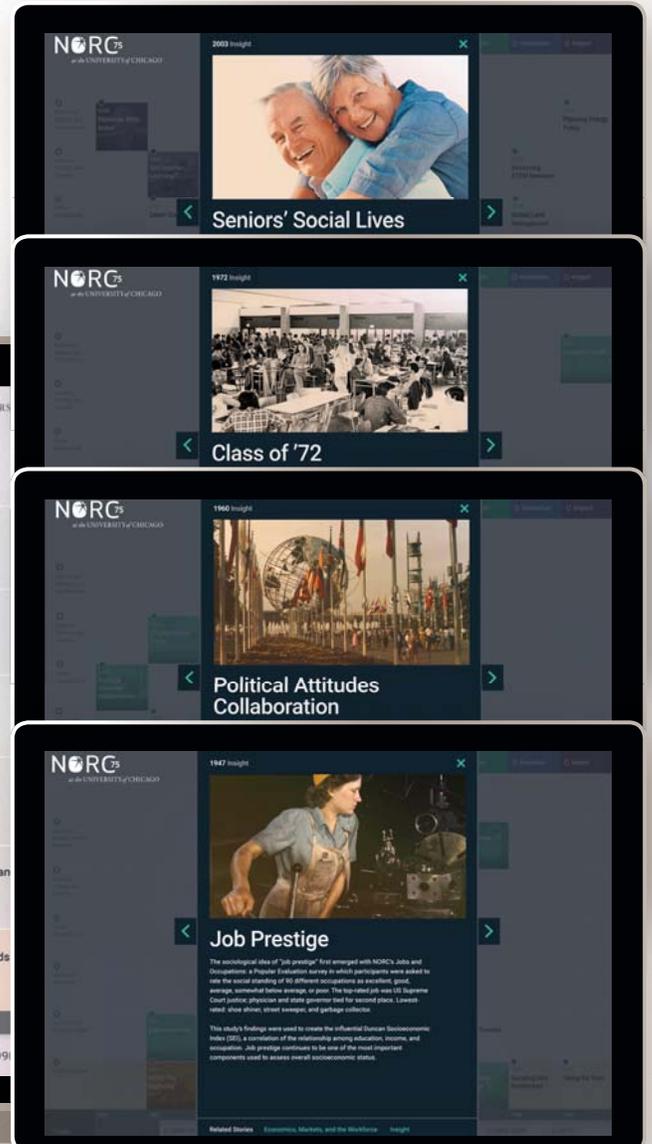
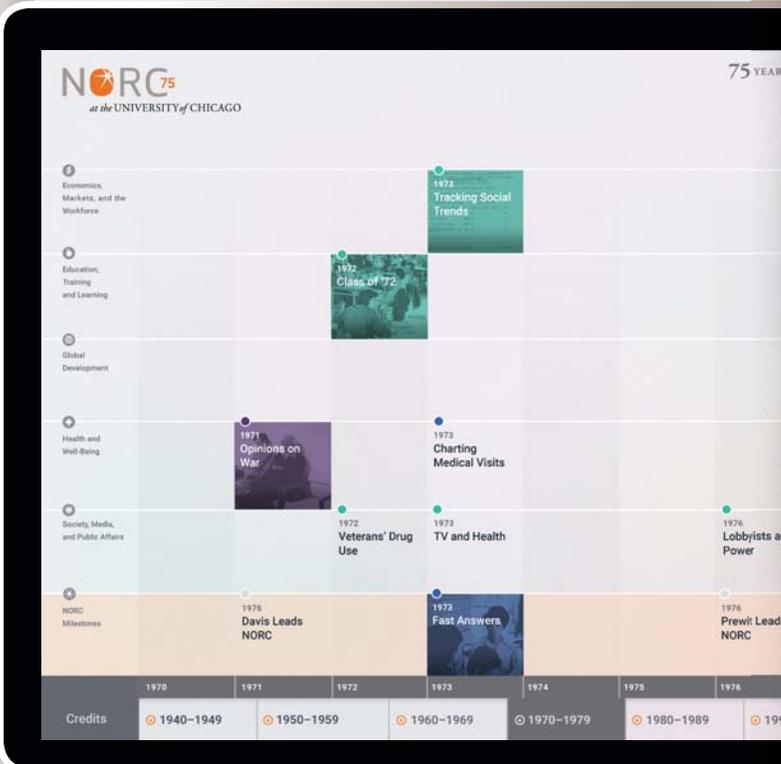
**EDWARD O. LAUMANN**  
CHAIRMAN



For the past seven and a half decades, NORC at the University of Chicago has delivered reliable data and rigorous analysis to guide critical decisions on some of the most important issues society has faced. Since its founding in 1941, the organization’s talented staff has conducted groundbreaking studies, created and applied innovative methods and tools, and advanced principles of scientific integrity and collaboration. Looking forward, NORC will continue to partner with government, corporate, and nonprofit clients around the world to transform increasingly complex information into useful knowledge.

## Explore the History of NORC

In 2016, NORC published a digital timeline to mark its 75th anniversary. Highlighting research on such topics as World War II, the Kennedy assassination, AIDS, and the Affordable Care Act, this history of NORC is also a snapshot of society at large. The events on the timeline represent our people, projects, and partners, and capture the spirit of 75 years of impact, innovation, and insight. [Visit 75.norc.org](http://75.norc.org).



# NORC labs Driving Innovation through Data and Analytics

Data are changing the world, and the world is changing data. Governments, nongovernmental organizations, and businesses are all gathering more data and using it to measure, evaluate, and improve their products, services, programs, and operations. At the same time, evolving communication habits, growing concerns about privacy, and the ongoing revolution in digital technology are altering the way data are gathered, stored, and shared. As NORC's innovation hub, NORC Labs drives the creation and introduction of cutting-edge data solutions, and guides the evolution of NORC's existing services and offerings to meet the future needs of clients. NORC Labs has launched or further developed several new initiatives in 2015, including:

## FOREGROUND

Developed by NORC's Commercial Real Estate Economics group, which has a 20-year track record producing accurate market insights for the nation's largest investment managers, ForeGround is a subscription-based service that provides forecasts and insights on commercial real estate trends in dozens of U.S. markets. ForeGround combines industry expertise with scientifically rigorous research and a commitment to transparency to help clients identify new investment opportunities, understand how particular properties fit within an overall real estate market, anticipate changes in those markets, and maximize potential investment returns while minimizing risk. ForeGround is set to launch in early 2016 and will cover every major sector of the commercial real estate industry, from retail and industrial to office and multifamily.



## NORC analytics

In today's increasingly complex data environment, businesses need to derive actionable intelligence they can trust to guide their strategic decisions. NORC has expanded its data analytics services to help businesses meet this challenge. A new kind of analytics partner, NORC Analytics specializes in unlocking insights through science so businesses can navigate complexity with assurance. Our team members' unparalleled scientific rigor and diversity of experience enables them to understand client business challenges, provide critical social and regulatory context, and deliver accurate, objective, and verified analysis. The result is a clear implementable roadmap that gives business leaders the data-driven confidence they need to engage customers, enhance productivity, optimize resources, manage risk, and identify new markets.



### 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.

# Economics, Markets, and the Workforce



Since its founding in 1941, when it examined wartime rationing programs, NORC has been one of the nation's leading sources of reliable, independent data on a variety of economic indicators, including trends in energy consumption; employment; and measures of income, wealth, and poverty. Via its ongoing studies into such economic factors as the financial health of individuals and the interaction between age, health, education, and employment—as well as through the development of innovative new tools such as ForeGround, a subscription-based service that provides forecasts on commercial real estate in dozens of U.S. markets—NORC is providing the rigorous analysis and insights businesses, government, and individuals need to make sound economic decisions.

Percent of weeks individuals age 18-24 were employed in 1998-2009 by educational attainment and sex, with comparisons to the overall sex group percentage.



## KEEPING YOUNG SURVEY PARTICIPANTS ENGAGED AS THEY GROW OLDER

The Bureau of Labor Statistics' National Longitudinal Surveys celebrated their 50th year in 2015. These surveys provide remarkable data for understanding how education, family, health, and other aspects of life affect—and are affected by—our work lives. Because the surveys have interviewed the same people each year for decades, they can describe these interactions both at a given moment and over the course of people's lives, allowing researchers to explore such things as the experience of college students who are also working parents, as well as how having an unemployed parent affects

a person's midlife wages. The National Longitudinal Surveys of Youth (NLSY), which NORC has conducted since 1979, now includes almost 30,000 individuals across two generations—Millennials and Baby Boomers. Keeping these participants engaged is essential to maintaining the quality of the data, and NORC researchers are constantly adapting their outreach methods to meet the participants' diverse and constantly evolving communication preferences. Many respondents don't have landline telephones. Nor are they always in the habit of answering their phones or checking voice mail.

So NORC researchers keep in touch through judicious use of social media and texting, conduct interviews via Skype, and use survey notices and thank-you notes to query subjects about their preferred communication methods. Some respondents only respond to traditional postcards and official-looking correspondence. Meeting the respondents on their own terms has paid off. Each recent round of the NLSY has had an estimated 80 percent completion rate and provided a wealth of valuable data used by the legislative and executive branches of government.

## Helping community colleges train workers for high-skill, high-paying jobs

The twin forces of globalization and the digital revolution have wrought profound changes in the American employment landscape. Some jobs have moved overseas or disappeared altogether, and the new opportunities that have replaced them often require specialized skills and a higher level of technical literacy. To help ensure that American workers are able to take advantage of these new, higher-skill, higher-paying jobs and that American businesses have access to the skilled workforce they need to thrive, the American Recovery and Reinvestment Act authorized the Trade Adjustment Assistance Community College

and Career Training (TAACCCT) Grant Program, which supports job-driven training partnerships between community colleges and employers. NORC is partnering with Abt Associates and the Urban Institute to conduct evaluability assessments of Round 4 TAACCCT grantees and an implementation analysis of all Round 4 TAACCCT grantees that will support the random assignment impact evaluation. Among the project goals is to identify particularly effective programming and delivery innovations, the conditions that made them effective, and directions for future research on the country's public workforce system.



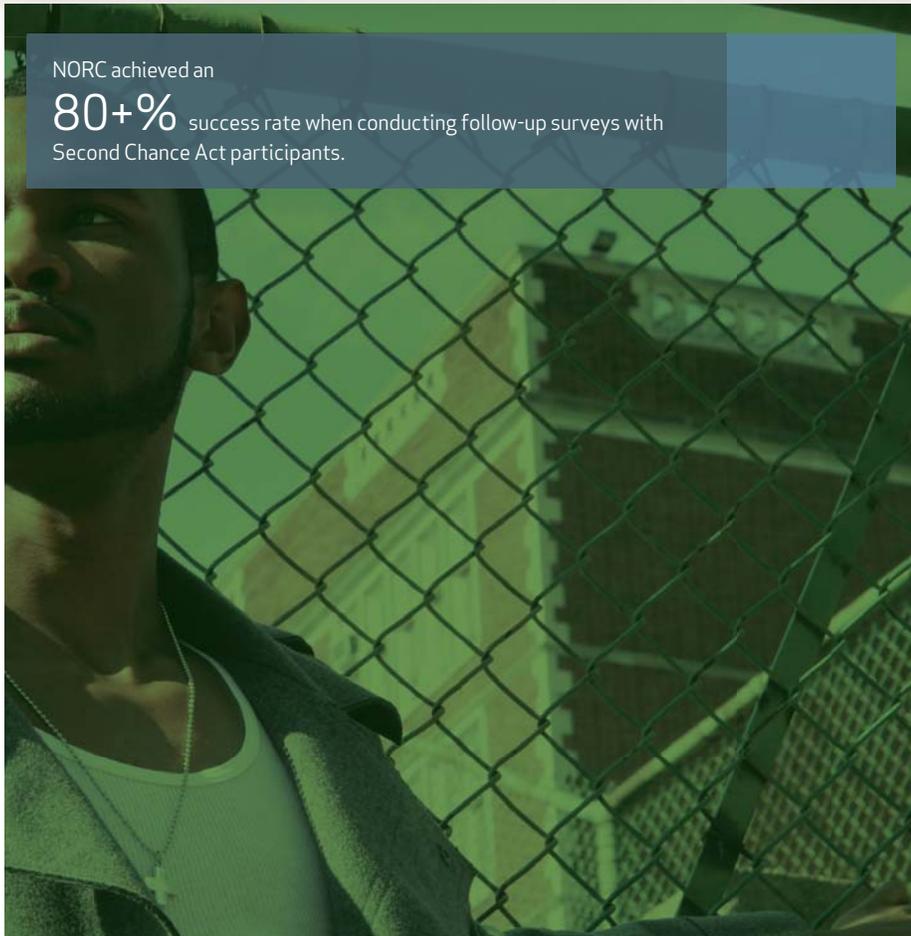
## Refining our understanding of careers in STEM research

The Survey of Doctorate Recipients (SDR) is the only source of data on the career outcomes of people who earned doctorate degrees in science, engineering, or health (SEH) fields from U.S. academic institutions. Sponsored by the National Science Foundation (NSF) and National Institutes of Health, the survey has run biennially since 1973. NSF and NORC co-authored a chapter focused on SDR findings from 1993-2013 in *The Science and Technology Labor Force*, a book providing in-depth analysis of the demand for PhDs on the labor markets of 12 countries. NORC is currently conducting the 2015 SDR. To allow for analysis by more detailed fields of doctorate study, the current sample size has been nearly tripled from 47,078 subjects in 2013 to 120,000 research doctorates under age 76 in 2015, most of whom are new to the survey. The expanded 2015 SDR sample presents new opportunities to learn about the career outcomes of PhD recipients in SEH fields.





NORC achieved an  
**80+%** success rate when conducting follow-up surveys with  
Second Chance Act participants.



## IDENTIFYING BEST PRACTICES IN OFFENDER RE-ENTRY PROGRAMMING

The U.S. Department of Justice estimates that more than 2 million people are incarcerated in local jails and state and federal penitentiaries. The more than 650,000 prisoners who are released each year face obstacles that include difficulties finding jobs, housing, and services for substance abuse or mental health problems. As many as two-thirds are rearrested within three years of release. To lower the recidivism rate and improve outcomes for ex-offenders returning to their families and communities, the Second Chance Act awards federal grants to government agencies and nonprofit organizations that provide employment assistance, substance abuse treatment, housing, family programming, mentoring, and other services. NORC is part of a team of researchers evaluating the effectiveness of the 2009 Second Chance Act Demonstration Projects for the National Institute of Justice. Since the ex-offender population has rates of transience and homelessness that are higher than the general population, one of NORC's greatest successes on this project was finding and conducting follow-up interviews with over 80 percent of the evaluation's 966 participants. To do this, NORC undertook an extensive locating effort and also worked with correctional facilities to gain access to incarcerated evaluation participants. NORC's ability to interview such a difficult-to-reach audience has provided a rich dataset that may yield important new insights on how best to successfully reintegrate ex-offenders into society and the workforce.

## Training health care providers in adolescent substance abuse screening

Substance abuse problems often evolve out of patterns of risky behavior that start in adolescence. And because substance abuse has tended to be treated as a moral or criminal justice problem rather than a health problem, screening for early signs of use—especially among young people—is not part of the formal training that most health care providers and social workers receive. The result is that parents and health care providers often don't know a young person has a problem until he or she winds up in the hospital or in jail. Through a new partnership, NORC at the University of Chicago, the Council on Social Work Education, the American Association of Colleges of Nursing, and the Center for Clinical Social Work are working to change that dynamic by creating a substance use screening, brief intervention, and referral to treatment (SBIRT) curriculum for nursing and social work schools. The curriculum features an online adolescent SBIRT training platform that utilizes the same lifelike gaming technology that today's students have grown up with. The platform was developed by NORC and Kognito, a leader in immersive learning experiences. A grant from the Conrad N. Hilton Foundation will allow up to 60 schools to pilot the curriculum within their existing undergraduate and graduate programs. In addition to providing technical support to participating schools, NORC will conduct iterative evaluations of each program so that schools can refine their implementation of the curriculum as they progress.





## INNOVATION IN ACTION

### DECIPHERING THE MOTIVATION OF HIGH-INCOME EARNERS

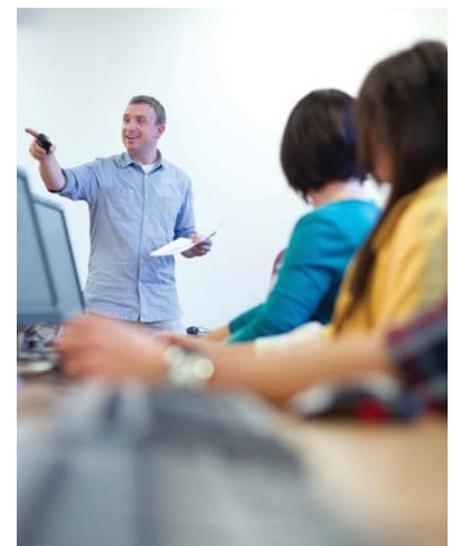
Our researchers are constantly experimenting to find new and more effective ways to engage difficult-to-reach audiences and improve the quality of our data by enhancing survey participation. One such experiment involved the triennial Survey of Consumer Finances (SCF), the only fully representative source of information on the broad financial circumstances of U.S. households. Historically, people in the 80th percentile of income have been harder to reach and more likely to refuse participation. To find a way to encourage this important part of the survey sample to respond earlier, NORC researchers conducted an experiment that compared a variety of incentive strategies. The data showed that offering higher incentives helped us reach a larger percentage of male and college-educated respondents in a short period of time (Figure 1). The median household income among experiment respondents was also higher than it was among each of the three different subgroups from the 2013 SCF (Figure 2). Given that people with these characteristics are likely to participate late in a given field period, the findings suggest that higher incentives may reduce the amount of time required to collect SCF data.

**“The incentive experiment gave us useful insights for how to encourage high earners to participate once we’ve made a connection. Now the SCF team is sharing what we have learned with researchers from the General Social Survey and other large NORC projects to develop strategies for enlisting early cooperation from hard-to-reach respondents. It’s a perfect example of NORC’s culture of collaboration. We are a large, multidisciplinary organization, and we’re all eager to problem-solve and be resources for our colleagues.”**

–Shannon Nelson, Survey Director

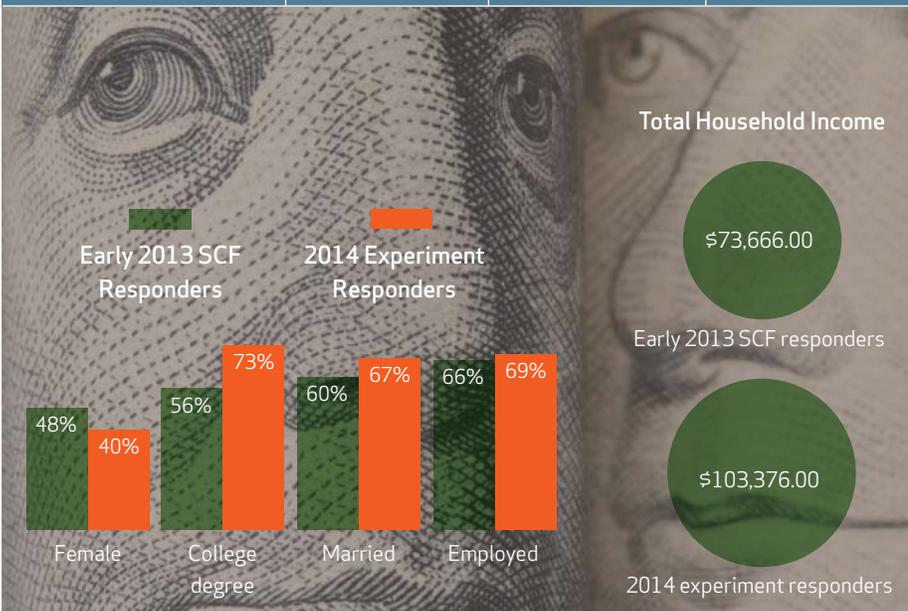
### Assessing public-private partnerships to promote STEM education

As digital technology has become integral to every facet of business—from product development and supply chain to human resources and customer relationship management—every company is a tech company to some degree. Yet industries are facing a significant shortage of staff skilled in the science, technology, engineering, and mathematics (STEM) fields. The need in cybersecurity is especially great. The Business Higher Education Forum (BHEF)—a consortium of Fortune 500 CEOs and the leaders of prominent colleges and universities—is dedicated to advancing innovative education and workforce initiatives to improve U.S. competitiveness. One of those initiatives is a five-year, \$5 million pilot project to encourage community college students to transfer into STEM-related majors at four-year colleges and universities. As BHEF’s evaluation and implementation partner, NORC is helping five different programs—each led by an industry-university partnership—establish goals and metrics. Once the programs are up and running, NORC will assess the results and make recommendations for program refinements.



Escalation strategy in each city for 2014 SCF incentive experiment:

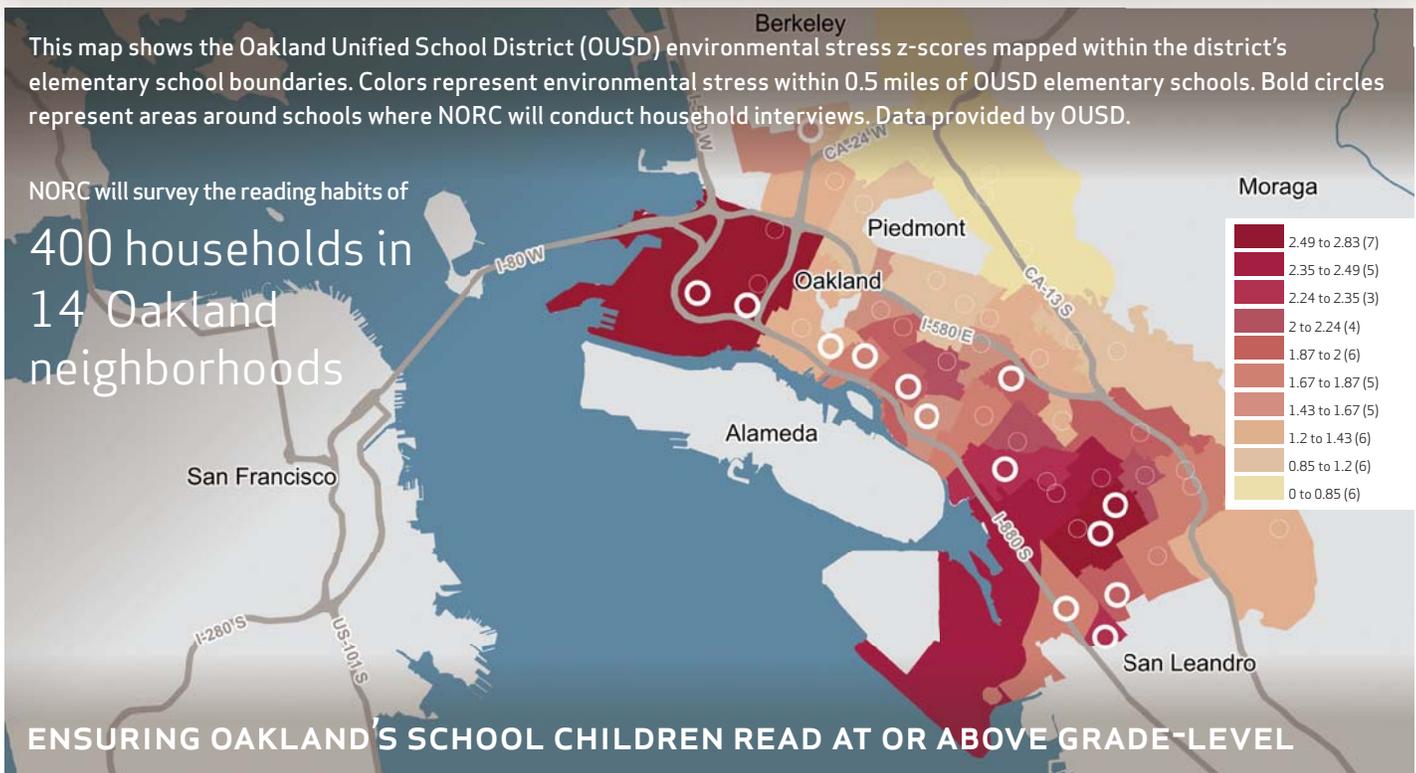
	Group 1, \$50, N=100		Group 2, \$100, N=100		Group 3, \$150, N=100	
Advance letter pre-payment	\$0	\$5	\$0	\$5	\$0	\$5
Phase 1: Initial Incentive	\$50	\$50	\$100	\$100	\$150	\$150
Phase 2: Follow-up Incentive	\$50	\$50	\$100	\$100	\$150	\$150
	\$75	\$75	\$150	\$150	\$250	\$250



# Education, Training, and Learning



Quality, life-long learning can help the United States address some of its most daunting challenges, from preparing American workers for 21st-century career opportunities to keeping the country competitive in the global economy. NORC's expansive understanding of the education life cycle—from pre-K through graduate degrees and worker training programs—and its expertise at data collection and analysis has made it a sought-after partner for colleges, universities, school systems, and other stakeholders that want to develop and rigorously evaluate cutting-edge education programs and better understand the interaction between education and social and economic success.



In 2014, the Kenneth Rainin Foundation committed itself to an ambitious goal: ensuring that all school children in Oakland, California, are reading at or above grade-level by the end of third grade. But in a city as diverse as Oakland, there is no such thing as a one-size-fits-all solution. NORC's extensive expertise in early child care and education made it an ideal partner for Rainin. NORC's work includes an extensive literature review to identify evidence-based learning programs that improve the math and language skills and social and emotional development of children up

to five years of age, which skills are known to have impacts on third grade reading comprehension. Next, NORC will conduct a survey of 400 households from 14 different Oakland neighborhoods to explore parental beliefs about child-rearing and language development and learn about the early childhood services parents are currently using or wish they had access to. Informed by the literature review and survey, NORC will recommend which programs Rainin should implement and how those programs should be adapted to meet the needs of Oakland families.

To further enhance Rainin's chances of success, NORC will meet with health care and social welfare providers, school districts, and other interested parties to ensure that they are aware of and feel empowered to participate in Rainin's efforts. In addition, NORC and Rainin have established the Early Childhood Research and Practice Collaborative, which will conduct quick response, small-scale research studies and promptly disseminate the results to researchers, practitioners, and other stakeholders.



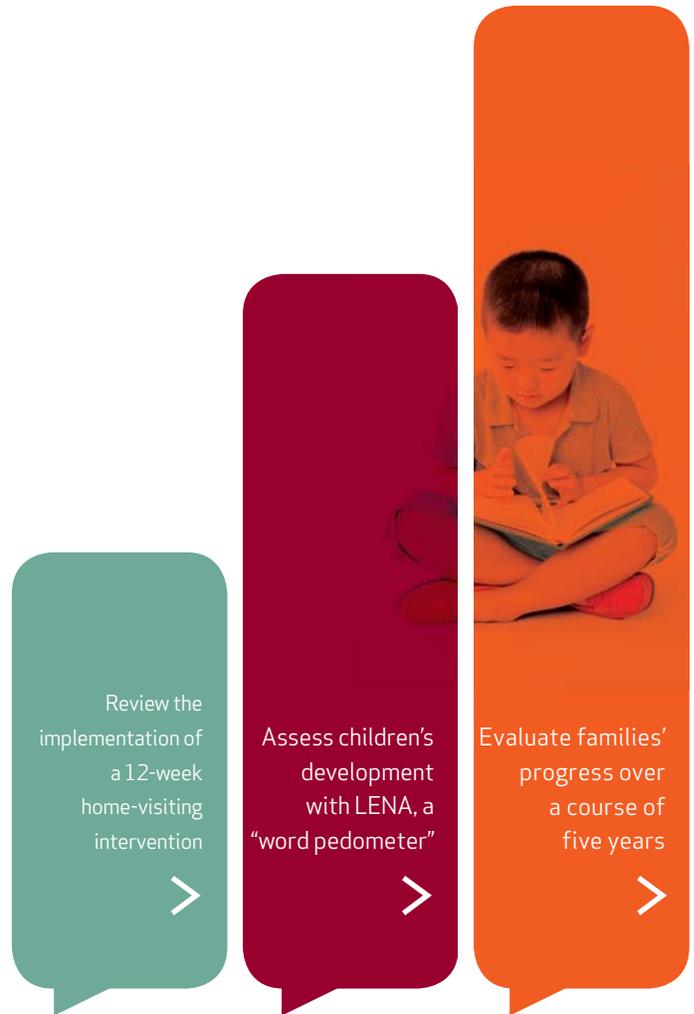
## INNOVATION IN ACTION

### USING SENSORS TO MEASURE READING ACTIVITY

In NORC's studies of reading interventions, researchers often want to know how much time parents spend reading to their children. But measuring how long a person engages in a particular activity is inherently challenging. Researchers typically have to rely on observing subjects in laboratory conditions, which is expensive and often alters the subjects' typical behavior, or on asking study participants to self-report, which makes the quality of the data dependent on the honesty and accuracy of the subject. To solve this problem, NORC is prototyping a sensor device, the Reading Timer, that measures the time a book was opened and closed, which is a proxy for the time that parents and children spent reading. The documentation includes a guide for other researchers who may want to use sensors in their own work.

**“One of NORC’s hallmarks is curiosity about technology. The tools and equipment we used to design the sensor device are available to sophisticated hobbyists. Because we were talking to researchers about their needs in the field and looking for ways to use these tools in data collection, we thought of a new application.”**

-Elc Estrera, Senior Research Analyst

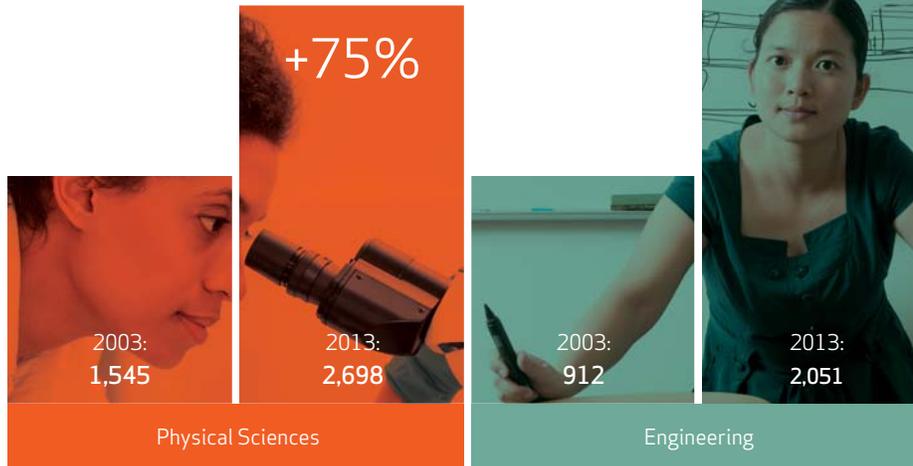


## Narrowing the word gap between low-income kindergarteners and their peers

It's estimated that by the time they reach kindergarten, low-income children are exposed to as many as 30 million fewer words than their upper-income peers. This word gap puts them at a significant academic disadvantage that can persist and even deepen in later grades. To narrow the word gap and ensure children of all income levels are ready for kindergarten, NORC researchers have partnered with University of Chicago Medicine to evaluate Thirty Million Words® (TMW). TMW is a 12-week home visiting intervention that harnesses multimedia technology to teach parents of one-year-old children about language development and give them evidence-based techniques for enhancing their children's language skills. The children's progress is measured using a "word pedometer" called LENA, which will provide feedback to parents and allow them to set and monitor personal goals. NORC will analyze data from participating families over the course of five years to determine TMW's impact on kindergarten readiness.



Women holding research doctorates:



## Validating a kindergarten readiness assessment

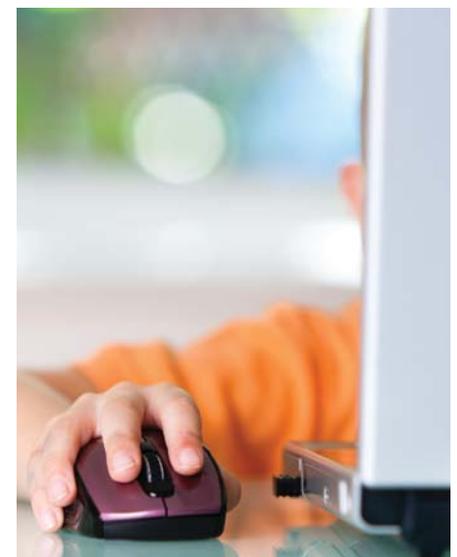
ABCmouse.com is one of the nation's largest providers of online educational enrichment programs for children age two to six. More than two million active subscribers use their "in-home" content, and their free content is used in more than 60,000 classrooms around the country. ABCmouse.com has recently developed a kindergarten readiness assessment to complement their educational programming and has asked NORC to conduct a psychometric analysis of ABCmouse.com subscribers that will validate the assessments. NORC researchers will conduct the analysis via a series of rolling evaluations. The insights each evaluation reveals will inform refinements to ABCmouse.com's programming and assessment tools, as well as future versions of the assessment. ABCmouse.com's subscriber base constitutes a ready-made panel of millions of users. Each iteration of the evaluation will generate tens of thousands of responses, creating a uniquely large and detailed body of data while measuring the effectiveness of early childhood enrichment programming used by a significant percentage of the nation's children.

## Taking stock of the nation's research doctorates

Data from the most recent round of the annual Survey of Earned Doctorates (SED), sponsored by the National Science Foundation's National Center for Science and Engineering Statistics and five other federal agencies, showed that from 2003 to 2013, the number of women earning doctorates in the physical sciences and engineering increased 75 percent and 125 percent, respectively, exceeding the rate of increase in all other broad fields of study.

## Combating sexual assault through understanding and awareness

The U.S. Department of Justice estimates that 1 in 5 women and 1 in 16 men have been targets of unwanted sexual contact on college or university campuses, a state of affairs that has been thrown into sharp relief by a steady stream of recent news stories about sexual assaults at high-profile institutions. Three national universities have asked NORC to help them better understand their respective campus climates so that they might use that insight to make their campuses safer. In response, NORC developed a new online survey to measure college students' attitudes and opinions on a variety of topics, from the quality of campus services to the nature of campus culture. While each survey has been customized to meet the particular needs of the participating universities, all three surveys will measure students' experiences of sexual assault and sexual misconduct, perception of its prevalence, their attitudes toward it, and their awareness of campus resources meant to prevent sexual assault and support victims.



## High School & Beyond survey timeline and response rates:

### Senior Class Cohort



### Sophomore Class Cohort



### High School & Beyond sample size:

14,825  
Sophomore cohort

11,995  
Senior cohort

### The latest High School & Beyond weighted survey response:

64% of the  
Sophomore cohort

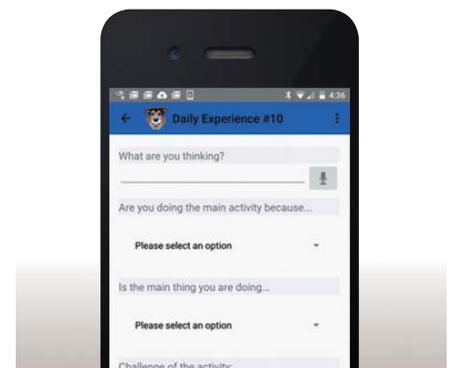
63% of the  
Senior cohort

## CHARTING THE MIDLIFE IMPACT OF HIGH SCHOOL

NORC's skill at participant outreach and survey design allows us to revive older studies, add new layers of data, and discover new insights. The High School & Beyond (HS&B) study is a prime example. HS&B, initially sponsored by the U.S. Department of Education, surveyed a nationally representative sample of high school sophomores and seniors in 1980 and conducted follow-up surveys in 1982, 1984, 1986, and 1992 as students progressed from high school into the early stages of their adult life. Data from those surveys have helped social scientists and policymakers better understand a variety of issues, from the causes and effects of dropping out and how race and gender influence educational quality and outcomes, to the effects of education on earnings. Now that the original sample members are in their 50s, NORC and its partners at the University of Texas, University of Wisconsin, and the University of Minnesota are conducting new rounds of HS&B data collection to examine how a person's high school experiences influence work, health, family roles, and retirement planning and expectations at the middle of life. In 2014, NORC contacted the 14,825 people who participated in the first HS&B survey as sophomores and achieved a 64 percent weighted response rate. Presently, the team is finalizing data collection for 11,995 individuals from the high school senior class of 1980, who were last contacted in 1986. As of December 2015, NORC has achieved a penultimate weighted response rate of 63 percent.

## Employing the experience sampling method to understand female computer science students

While women earn roughly 60 percent of the bachelor's degrees in the United States, they earn less than 20 percent of the computer science degrees. And the gap between men and women entering computer science is widening, even as it has narrowed or vanished in other science and technology fields. To better understand why young women who choose to major in computer science are not persisting to degree, NORC conducted a pilot project for the National Science Foundation that asked undergraduates what it's like to be a computer science student. To conduct the survey, NORC employed a digital spin on the experience sampling method (ESM). Eight times a day over a period of two weeks, NORC used an ESM smartphone app to send survey questions to 104 male and 63 female computer science majors at two leading research universities. By asking students in real time what they were doing, where they were, and how they felt, NORC developed a snapshot of gender differences in the experience of computer science activities both inside and outside the college classroom. Analysis of the data indicates that among many dynamics at play, women are more likely to persist in computer science if they feel skilled and challenged in their academic work.



# Global Development



Over NORC's more than seven decades, the world has become an increasingly complicated place. Social, political, and economic changes, while creating opportunities in some places, are causing or exacerbating poverty, civil unrest, and environmental degradation in others. Through program evaluations, technical assistance, and other services, NORC is ensuring that the programs governments and nongovernmental organizations are developing to address these issues are built on a sound empirical foundation and validated by rigorous testing.

## Targeting human trafficking in Honduras and the Philippines

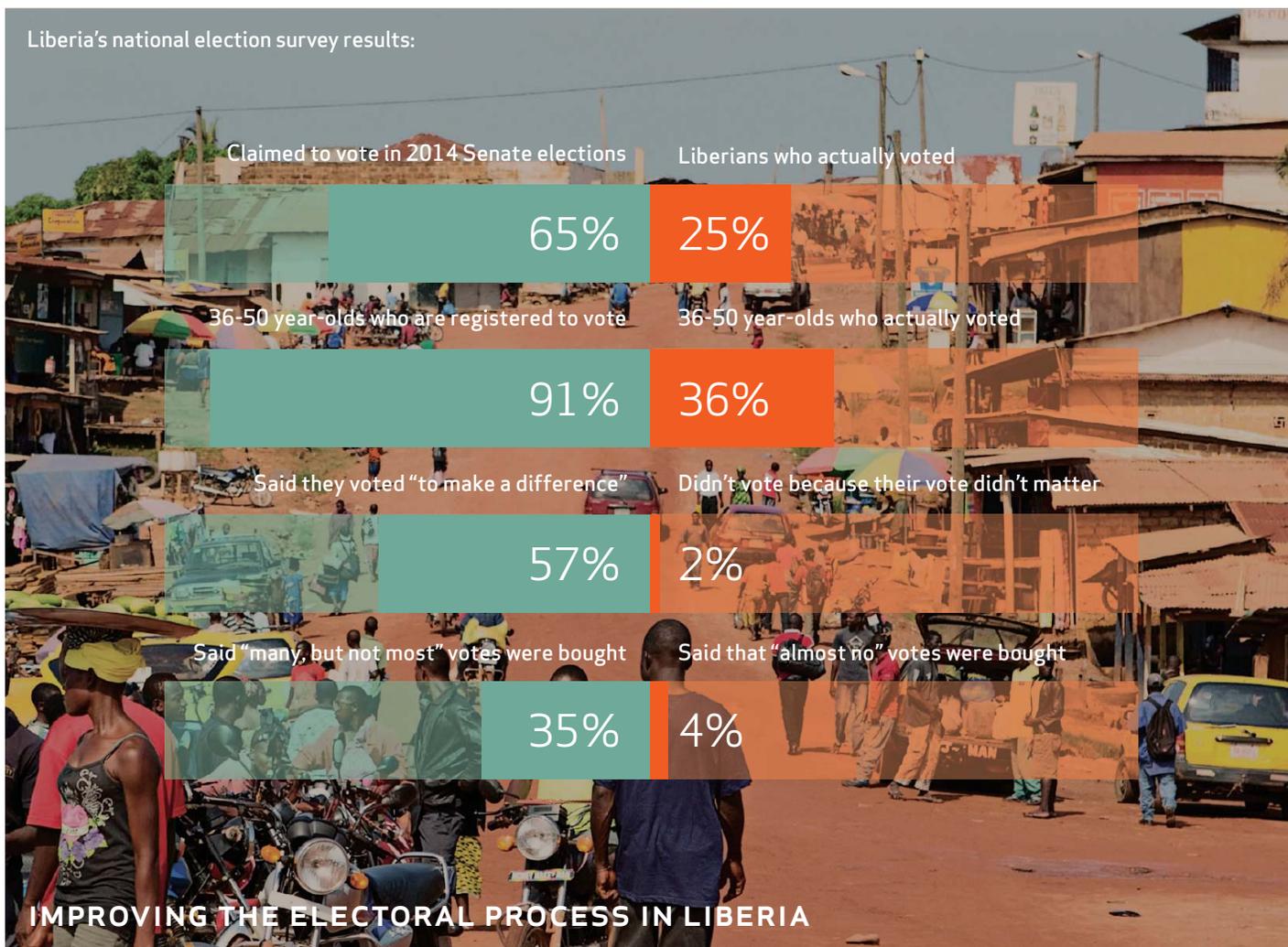
Abetted by porous borders and modern communication technology, human traffickers victimize millions of men, women, and children worldwide. The International Labor Organization estimates that between 12 and 27 million people are victims of sexual or labor trafficking. The range of that estimate gets at one of the principle obstacles in combatting human trafficking—accurately measuring its prevalence and identifying the factors that put people at risk of being trafficked. To help better understand the scale of human trafficking and the experience of its victims, NORC is working with the United States Agency for International Development to develop surveys on human trafficking in Honduras and the Philippines.

Designing the surveys poses two unique challenges for NORC researchers. First, given the lack of certainty on the

prevalence of trafficking, producing enough data about trafficking victims for sound statistical analysis within a general population survey might require a very large sample to detect a sufficient number of victims. To address this issue, NORC is exploring adaptive and network sampling approaches to create a targeted sampling strategy that will build off an initial general population survey sample. Second, many victims of trafficking are unaware that they have been victimized or are reluctant to admit to having been a victim. To more accurately identify victims of trafficking, the surveys will pose questions such as, "Have you ever been forced to work without pay?" or "Has anyone ever taken your passport and not returned it?" which are some of the conditions that characterize trafficking.



## Liberia's national election survey results:



## IMPROVING THE ELECTORAL PROCESS IN LIBERIA

After almost three decades of alternating authoritarian rule and civil war, Liberia established a stable, democratically elected government in 2005. Led by Liberia's National Election Commission (NEC) and supported by the United States Agency for International Development, the country has made efforts to strengthen its democratic institutions even as it struggles with entrenched poverty. To assess the NEC's voter education efforts as well as Liberians' opinions about their government's effectiveness, NORC conducted the Liberia Electoral Access and Participation (LEAP) survey.

The LEAP survey, the first national survey conducted on tablet PCs in

Liberia, comprised interviews with 2,000 participants in 15 counties conducted shortly after the 2014 Senate elections.

The survey also included a sampling of 16-year-olds—two years younger than the legal voting age—to get a sense of how their political awareness and attitudes might evolve over time. Locally hired enumerators used boats and walked great distances to reach villages cut off by flooding and coordinated with local leaders to avoid areas affected by the Ebola epidemic. NORC also employed randomization techniques to some of the survey questions that served to verify the degree of accuracy in the responses as well as provide participants a greater sense of anonymity by varying the

way questions were asked. The survey revealed several contradictions. While 65 percent of respondents claimed to have voted in the 2014 Senate elections, actual voter turnout was about 25 percent. And while most Liberians felt the government was generally unresponsive to their needs, 60 percent approved of the government's handling of the Ebola outbreak. Most heartening for the NEC, 40 percent of respondents said they received most of their election information from a radio program the NEC produces expressly to inform voters. An expanded version of the survey is expected to be administered immediately after the 2016 presidential elections.



## Combating political corruption in Peru

After decades marked by autocratic rule and civil unrest, Peru is continuing efforts to strengthen its democratic processes and institutions. NORC, in partnership with the University of Wisconsin and with funding from the United States Agency for International Development, is informing Peru's efforts to strengthen its democratic processes and institutions by evaluating a three-phase public awareness and education project aimed at combating political corruption. The first phase is a public opinion survey in the jungle regions of Peru where illegal gold mining, trafficking, and drug trade make political corruption especially problematic. The second phase will comprise public outreach activities designed to educate voters about the mechanisms and negative impacts of political corruption. The third phase will be an end-line survey conducted after the 2016 general election to evaluate the effectiveness of the public outreach efforts to influence voting behavior and attitudes about corruption.

## Identifying effective early grade reading interventions

In spite of more than two decades of major gains in global access to primary school, students' reading abilities have remained stagnant or declined. The 2011 Global Monitoring Report estimated that nearly 200 million primary school students struggle to read basic words, which constrains their ability to learn. While national governments and international agencies have responded to this challenge with substantial investments in education, these investment decisions are rarely founded on sound evidence. To provide timely, reliable data on what does and does not work in improving reading achievement among primary school students and expanding access to education in conflict-affected environments, NORC is conducting rigorous evaluations of two projects designed to encourage students to read outside of the school environment. The first is an intervention in Zambia that attempts to address the dearth of reading materials in remote settings by distributing reading passages to students via SMS messages sent to their parents' cell phones. The second is a community outreach program in Ethiopia consisting of school- and community-based extracurricular reading activities such as reading clubs, reading camps, and book banks.

NORC also conducted three reviews of both published and "gray" literature. One review examined interventions that harnessed parental and community involvement to improve early grade reading. The second assessed the impact of student and teacher incentive programs on reading outcomes. The third studied the effectiveness of accelerated learning programs in improving access to education in conflict-affected settings. The findings of these reviews have been widely disseminated via webinars, presentations at professional conferences, and working group presentations.

## Testing new approaches to microfinancing in Ghana

Microfinancing—loaning small sums of money to farmers and entrepreneurs in developing countries to start or grow their enterprises—has been a hot topic in the development community for many years. Unfortunately, there have been few rigorous impact evaluations to validate their effectiveness. Anecdotal evidence suggests that because most microfinancing recipients are in an economically precarious state, money often goes to pay for emergency medical care or to fix other crises rather than the farm or business they were meant to improve. NORC is collecting data for an evaluation of an innovative approach to microfinancing being conducted by Opportunity International and funded by the MasterCard Foundation that loans farmers in Ghana seed and fertilizer rather than cash.



The Associated Press-NORC Center for Public Affairs Research survey of Russian public opinion found that:

Significant majorities say Russia should make at least some effort to improve its relationship with the United States and the European Union.

A majority of Russians believe the country is a stronger international power than 10 years ago, and about 66% say Russia should play a more active role in world affairs.

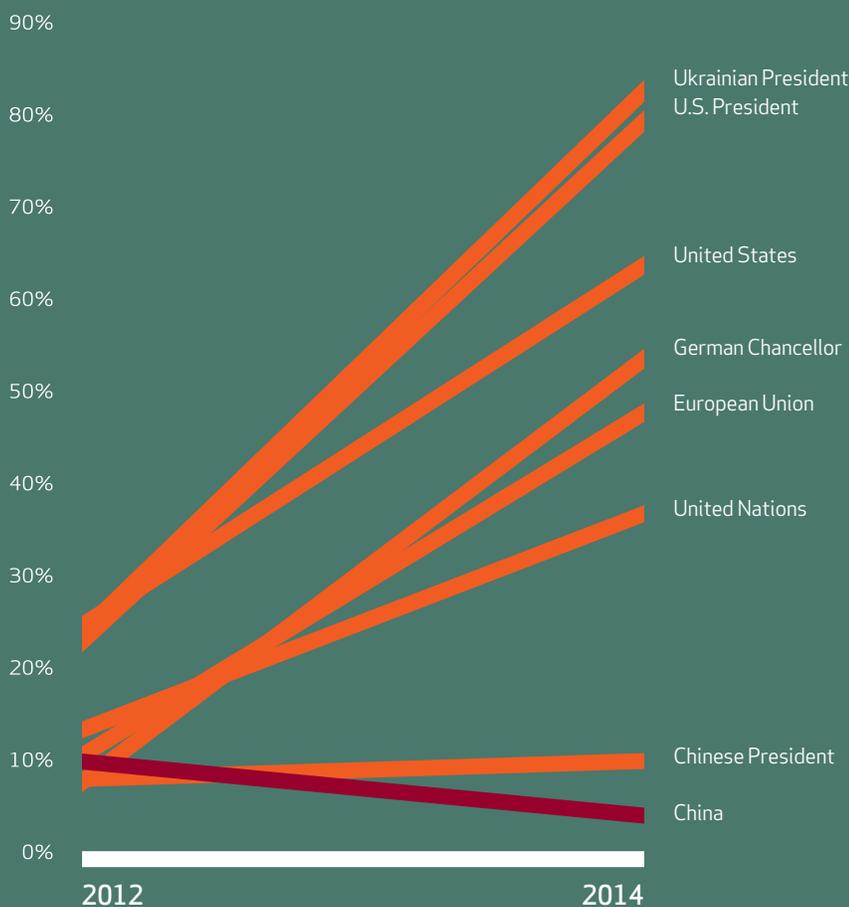
A majority of Russians rate the economy as fair or poor and more than 40% say it is worse now than it was three years ago. In spite of those economic assessments, Russians remain positive about a number of facets of the country.



## Keeping vulnerable children with their families and communities

There are many reasons why children wind up in institutional care. In Moldova, a former Soviet state and among the poorest countries in Europe, a quarter of the adult population works abroad. When parents can't find relatives to take in their children, they often leave them in state-run orphanages, even as Moldova makes plans to close these institutions. In Burundi, one of the 10 poorest countries in the world, years of civil war and the ravages of HIV/AIDS have left 680,000 children orphaned. The United States Agency for International Development's (USAID) Displaced Children and Orphan Fund supports programs that protect children who either have been or are at risk of becoming institutionalized, with a focus on strengthening the capacity of families and communities to keep children in home-based care. USAID chose NORC to evaluate programs run in Moldova by the Partnership for Every Child and in Burundi by the International Rescue Committee. NORC's three-year evaluation began in 2015 with baseline evaluations that included surveys and focus groups with 786 caregivers, social workers, child protection commissions, parents and extended family members, and the children themselves. NORC's goal is to determine if the programs have helped reintegrate children with their families, strengthened families so that children aren't sent back to institutions, and effectively communicated the importance of keeping children in family-based care.

Percent of Russians who rated each individual or institution unfavorably:



### MEASURING RUSSIAN PUBLIC OPINION

Embroided in a conflict in Ukraine, its economy battered by international sanctions and falling oil prices, Russia is at a turning point. Examining the attitudes of the Russian populace gives U.S. policymakers a clearer indication of how the country will respond to its challenges. In December 2014, The Associated Press-NORC Center for Public Affairs Research surveyed 2,008 Russian adults through a web survey and found that attitudes toward the United States and President Barack Obama were extremely unfavorable and have grown sharply more negative since 2012.

# Health and Well-Being



How can government agencies and health care providers drive innovation in health care delivery and payment? What are the best ways to mitigate demographic differences in the quality of health care or to share important health information with at-risk populations? NORC has been asking and addressing answers to questions like these for decades—and, in the process, helping government agencies, health systems, and other stakeholders make health care more effective, efficient, and accessible. And, with tools like the Data Enclave, NORC enables health care researchers to access new data sources and analyze them in powerful ways so they can ask—and answer—critical questions and develop more nuanced insights into the health of the nation and the world.

NORC's expertise in data collection and analysis, evaluation, technical assistance, program management, and health care policy and practice has made it one of the Centers for Medicare & Medicaid Services' (CMS) most trusted and relied-upon partners for a wide variety of initiatives.



## HELPING STATES COMPLY WITH NEW MEDICAID REGULATIONS

Caring for aging individuals and people with disabilities in home- and community-based settings improves patient autonomy and is often less expensive and more effective than institutional care. In 2014, CMS promulgated new regulations designed to ensure a consistent and higher quality of care for all patients receiving home- and community-based

services through Medicaid. States have five years to comply with the new regulations, and NORC is assisting CMS in the national implementation of the new requirements. Through the Medicaid Home- and Community-Based Settings project, NORC created a web-accessible database to which states submit their transition plans. Working closely with CMS'

own program analysts, NORC is reviewing those plans, tracking states' milestones as they implement their plans, and providing education and training to states to help them come into compliance. The goal is for all states to have a consistent, measurable approach to ensuring quality of home- and community-based care for Medicaid enrollees by 2019.



## Reducing disparities in health care and health outcomes

The burden of disease varies tremendously across segments of the population. Race, ethnicity, age, gender, geography, sexual orientation, and disability status are among the many factors that may influence health and health care access. To help the Centers for Medicare & Medicaid Services (CMS) reach its goal of eliminating population-based health disparities among people enrolled in Medicare and Medicaid, NORC and its partners have launched an ambitious five-year project—Planning, Designing, Implementing, and Evaluating Programs: Reducing Health Disparities through Quality Improvement. After conducting an extensive literature review and regional listening sessions with providers and other stakeholders, NORC outlined six priority areas for CMS to address within the CMS Equity Plan for Improving Quality in Medicare, including more thorough and systematic data collection and analysis, enhanced workforce development, and strategies for reducing physical and language barriers to care. NORC is also helping CMS design, implement, and evaluate tactical initiatives meant to address each area of priority.

## Improving data critical to managing and evaluating the Medicare program

Since 1991, the Centers for Medicare & Medicaid Services (CMS) have used the Medicare Current Beneficiary Survey (MCBS) to estimate health care expenditures and sources of payment for services used by Medicare beneficiaries (including covered and non-covered services) and to track changes over time in critical measures including health status, satisfaction with care, and usual source of care. Data from the MCBS, enhanced with CMS administrative data, have become increasingly important as the retiring Baby Boomer generation swells the Medicare beneficiary pool and CMS explores new models of care delivery that seek to improve outcomes while lowering costs.

NORC took over administration of the MCBS in 2014. Working with CMS, NORC embarked on innovations that allow for more efficient data collection and improved data quality, and that provide new tools and datasets for researchers and policymakers. For example, NORC introduced a new method for sampling beneficiaries that will accelerate the production of the cost and use datafiles and allow the collection of information about persons newly enrolled in Medicare—a large and policy-relevant group. NORC also expanded the content of the survey to include new measures of integrated care and improved measures on several topics, such as preventative screenings and immunizations as well as beneficiary knowledge of Medicare plans.

In addition, NORC added several “look-up” tools that allow interviewers to more easily find exact names of doctors and hospitals, prescription medications, and health insurance plans in the computerized survey instrument, providing more accurate data collection and faster data entry. With support from the CMS Office of Minority Health, NORC is also making changes to the MCBS sample design to include an increase in the number of completed interviews with beneficiaries who are Hispanic. This will provide greater opportunities for analyzing health disparities among Hispanics. In 2016, NORC will be completing an important analysis of health care disparities among Medicare beneficiaries who are veterans. Finally, NORC is working closely with CMS to provide the first-ever MCBS public use file, scheduled for release in the spring of 2016. This will provide a new gateway for a wider array of researchers to use MCBS data to investigate a variety of important topics, including health care costs, utilization, health status and functioning, and satisfaction with care.





## INNOVATION IN ACTION

### ACCELERATING HEALTH CARE RESEARCH BY IMPROVING ACCESS TO DATA

Just 10 years ago, the prevailing model for sharing confidential data was to send it through the mail or require researchers to travel to where the data were stored—a process that was slow, expensive, and vulnerable to security breaches. Launched in 2006 and evolving every year, the NORC Data Enclave provides a secure environment that allows authorized researchers to remotely access sensitive data. The Data Enclave currently serves more than 300 researchers and hosts confidential data for several federal agencies and foundations. The most recent Data Enclave client is the Health Care Cost Institute (HCCI). Using the Data Enclave's scalable computer environment, HCCI has made the health care claims of more than 50 million Americans available to researchers around the United States in a manner that protects individual privacy and complies with HIPAA security and privacy rules. In addition to making data more accessible and secure, the Data Enclave also makes data analysis much faster. Due in large part to the advanced computational engine NORC developed for HCCI, data analyses that previously took as long as three weeks can now be conducted in as little as 20 minutes. The speed and accessibility of HCCI's Data Enclave supports a wide variety of important research. For instance, a team from the University of Pennsylvania is using HCCI's claims data to examine the effects of insurance changes on health care utilization among people with mental health or substance use disorders. Researchers from the Medicare Payment Advisory Commission are investigating how payment rates for physician services differ within and across markets. The Congressional Budget Office is examining the prices that private insurers pay for hospital care.

**“I think NORC is the ideal organization to develop and maintain a product like this. The expertise we're able to muster—in IT infrastructure, in data analytics, in health care policy and research—is unmatched, as is NORC's vision for how that expertise can be used. NORC's Enclave secures and harmonizes the claims data from many different payers to provide insights into the health care industry.”**

—Johannes Huessy, Research Scientist

Shorten data analyses from three weeks to 20 minutes.

Investigate how payment rates for physician services differ within and across markets.



Examine the effects of insurance changes on health care utilization among people with mental health or substance use disorders.

Examine the prices that private insurers pay for hospital care.

## Measuring the impact of federal health information technology investments

To foster state-level innovation and investment in the digital exchange of health information, the Health Information Technology for Economic and Clinical Health (HITECH) Act provided \$564 million for the State Health Information Exchange Cooperative Agreement Program, which funds states' efforts to build capacity for the digital exchange of health information. In total, 56 states, eligible territories, and qualified state designated entities participated in the program, each pursuing a different combination of new policies, legislation, infrastructure development, and other initiatives to promote development and adoption of health information exchange.

NORC conducted a national program evaluation to identify factors that contributed to health information exchange progress during HITECH. The project required intensive qualitative research to tease out the programmatic and contextual factors that characterized each grantee's approach. NORC researchers then developed quantitative models that measured the progress of health information exchange development in each participating state and territory. The results, finalized in 2015, will help HITECH grantees and other stakeholders to formulate best practices for further health information exchange development.



The Rural Health Reform Policy Research Center found that rates of chronic obstructive pulmonary disease (COPD)-related death are higher in more rural communities.

Among men there were  
**64** COPD deaths  
 per 100,000 population  
 in large urban counties  
 compared to  
**101** deaths  
 per 100,000 in small  
 rural counties.

Among women there were  
**51** COPD deaths  
 per 100,000 population  
 in large urban counties  
 compared to  
**70** deaths  
 per 100,000 in small and  
 large rural counties.

Death rates for chronic obstructive pulmonary disease (COPD) among persons 20 years of age and older by region and urbanization level: U.S. 2008-2010.



## MONITORING DISPARITIES IN RURAL AND URBAN HEALTH

The Rural Health Reform Policy Research Center, a partnership of the University of North Dakota's Center for Rural Health and the NORC Walsh Center for Rural Health Analysis, recently released *The 2014 Update of the Rural-Urban Chartbook*, which analyzes rural population demographics, health risk factors, age-specific and cause-specific mortality, access to care, health insurance coverage, and mental health. While the nation's health has generally improved over the past decade, findings suggest that rural residents fare worse than their urban counterparts on a number of measures, including cigarette use, death from ischemic heart disease, and suicide. For instance, during the past decade the death rate for chronic obstructive pulmonary disease increased most rapidly in the smallest rural counties as compared to large urban counties.

## Facilitating innovations to improve care and lower costs

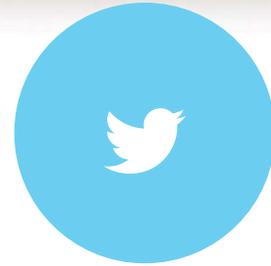
Sponsored by the Center for Medicare & Medicaid Innovation at the Centers for Medicare & Medicaid Services, the Health Care Innovation Awards fund initiatives across the country designed to achieve better care for individuals, better health for populations, and lower costs through improvements in the delivery of care. NORC is conducting rapid-cycle evaluations of 43 of these initiatives that focus on individuals with complex health care needs and specific chronic conditions. The initiatives include integrating health care delivery with social services that promote health, creating health advocates who help patients better understand their care, and using telemedicine to increase access to care for people with disabilities and those living in geographically isolated locations. NORC has conducted more than 50 site visits and interviewed more than 1,000 patients, providers, and other stakeholders. As program managers continue to refine their initiatives based on NORC's initial findings, NORC is also analyzing claims data to examine whether the interventions are affecting outcomes such as emergency room visits and hospital re-admissions.





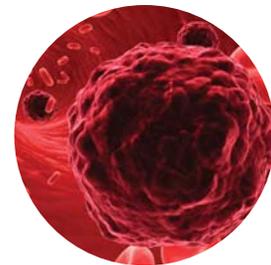
## Tracking childhood immunization rates

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 vaccination rates. Survey data are used by the CDC and state and local public health agencies to monitor the potential for disease outbreaks at the community level and to allocate resources for the Vaccines for Children Program, which ensures that all children in the United States have access to vaccinations regardless of financial status. As with many studies that depend on telephone interviews to gather data, the rapid shift from landline telephones to cell phones has made NIS data collection more challenging. In response to this challenge, NORC, in partnership with the CDC, has spearheaded an ambitious research program to identify best practices for sampling landline and cell telephones and to develop valid statistical approaches for weighting and estimation. The CDC and NORC also have conducted ongoing analysis on data from the NIS, the National Health Interview Survey, and state-based Immunization Information Systems to evaluate variance in estimation of immunization rates. The NIS and its companion surveys together provide a valuable mechanism for testing these new approaches and contributing to advances in survey research.



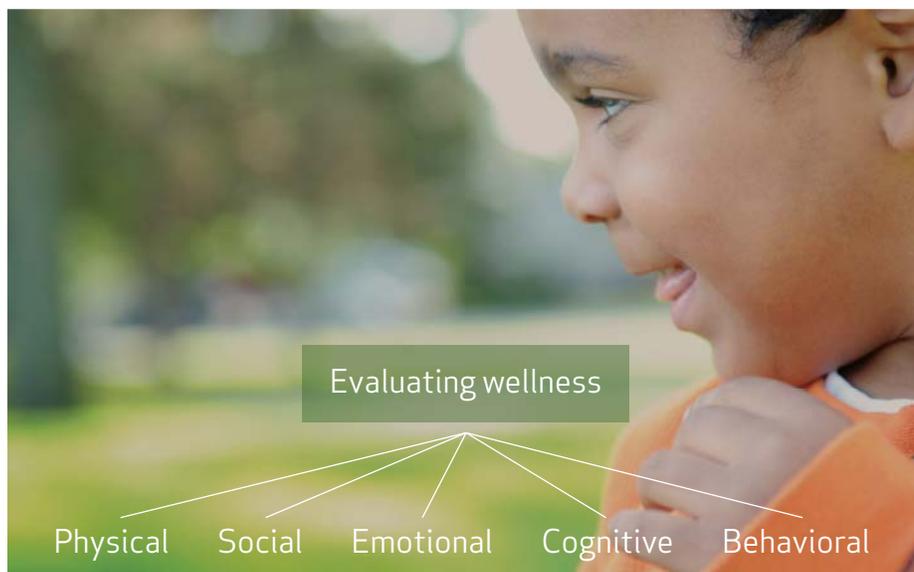
## Promoting the physical, emotional, and behavioral health of young children

Project LAUNCH is a federally funded initiative to promote the wellness of children ages birth to eight by addressing the physical, social, emotional, cognitive, and behavioral aspects of their development in a comprehensive and integrated fashion. States, territories, and tribal areas use Project LAUNCH grants to select pilot communities to be Project LAUNCH partners. The partner communities then implement programs designed to improve family access to evidence-based health and wellness practices—including mental and behavioral health—and to enhance coordination of care among child-serving organizations. NORC is leading the evaluation of how the various pilot communities have used their Project LAUNCH grants, whether health and school outcomes among participating families have improved, and how policies and funding mechanisms have changed in response to the program.



## Using social media in cancer prevention and control research

One of the inherent challenges in any rigorous study—particularly given today's diversity of communication options and preferences—is recruiting a representative panel of participants. NORC is partnering with a consultant from the Mayo Clinic to explore the feasibility and utility of using social media to recruit qualified panels for cancer prevention and control research. The project involves conducting a detailed literature review, developing a survey for a high-risk cancer population, performing cognitive testing of that population, and implementing web data collection for three distinct populations: cancer survivors, those at high risk for cancer, and the general population. Recruitment of the three populations will be done through Facebook and Twitter.



## Tribal Health Profession Opportunity Grants (HPOG) statistics:

A total of **2,270** students were enrolled across all five Tribal HPOG sites.

**65%** completed one or more health care trainings.

**52%** of participants were employed while they finished their HPOG program.

**44%** (85 percent of participants employed) work in health care.



## Strengthening women's health programming

The Office on Women's Health (OWH) in the U.S. Department of Health and Human Services (HHS) was established in 1991 to improve the health of American women by advancing and coordinating a comprehensive women's health agenda throughout HHS to address health care prevention and service delivery, research, public and health care professional education, and career advancement for women in the health professions and in scientific careers. Through the OWH Program Evaluation and Performance Management Support Project, NORC will help OWH assess the impact and cost effectiveness of its programs and develop program goals and performance measures that will allow it to conduct ongoing self-assessments. In addition, NORC will lead the creation of a data management system that will allow OWH to more easily collect, synthesize, and analyze data as well as track strategic planning goals.



## DIVERSIFYING THE TRIBAL HEALTH CARE WORKFORCE

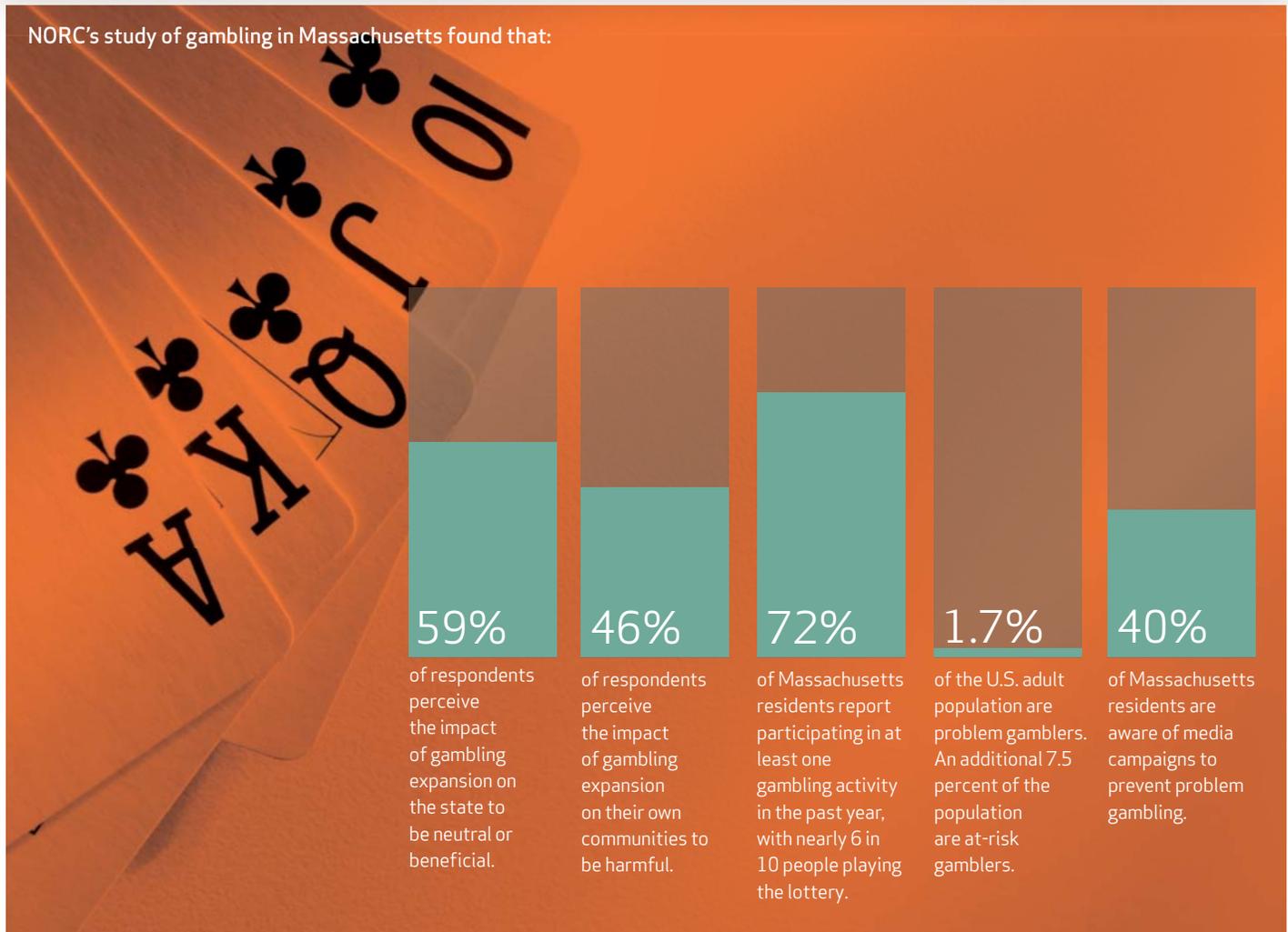
NORC, in partnership with the National Indian Health Board and Red Star Innovations, designed and conducted an evaluation of five Tribal Health Profession Opportunity Grants (HPOG) for the Administration for Children and Families. The grants were awarded to tribal organizations and colleges to provide training and support services to Temporary Assistance for Needy Families recipients and other low-income individuals who want to pursue careers in health care. The evaluation team conducted document and curriculum reviews, site visits, phone interviews, and analyses of performance management data. Over the five-year grant period, a total of 2,270 students were enrolled across all five Tribal HPOG sites, and 65 percent completed one or more health care trainings. A little over half of the participants (52 percent) were employed when they finished their HPOG program, and 85 percent of employed participants were working in health care. Stakeholders, including program staff, instructors, and students, were satisfied with the HPOG program. Many students noted that they would not have been able to complete a program without both the social and financial support of the HPOG program. In addition to helping participants establish themselves in stable, rewarding careers, the grantees have increased both the number and diversity of health care professionals working in tribal areas, thus making tribal health care more accessible and culturally sensitive.

## Society, Media, and Public Affairs



Our attitudes about the world and our place in it influence almost every decision we make—from the politicians we vote for and the causes we support to the products we buy and the careers we pursue. For 75 years, NORC has been developing a firmer, finer grasp of what American citizens—and increasingly, citizens of other countries—think about issues ranging from criminal justice to health care to education so that governments, nonprofits, and other organizations can develop policies and programs that more effectively address citizens' concerns and priorities.

NORC's study of gambling in Massachusetts found that:



### Exploring the impact of gambling in Massachusetts

In 2011, the Massachusetts legislature passed a law creating three casino licenses, the first in the state. The law also mandated that research be done to assess the new casinos' social and economic impacts in the state, including problem gambling. Working in partnership with the School of Public Health and Health Sciences at the University of Massachusetts-Amherst and funded by the Massachusetts Gaming Commission, NORC conducted a multimode survey with nearly 10,000 Massachusetts residents, making it the largest gambling survey ever conducted in the United States. Because problem gambling is one of the less common

forms of addiction—only 2 percent of the national population are problem gamblers—one of the challenges in designing the sample and the survey tool was identifying problem gamblers and people who were at risk of developing problems. NORC met this challenge by compiling a particularly large sample; using a combination of phone, mail, and web to reach respondents; and asking a carefully prepared question set that included how often the subjects gambled, how much they spent, and whether they had attempted to stop gambling in the past year. The survey also measured public attitudes toward gambling.



## INNOVATION IN ACTION

### EXPANDING THE ACCESSIBILITY OF GENERAL SOCIAL SURVEY DATA

Since its inception in 1972, NORC's General Social Survey (GSS) has been one of the nation's most widely used sources of data on the attitudes, behaviors, and attributes of the American public. Every two years, the GSS—which is funded by the National Science Foundation—gathers the opinions of a nationally representative cross-section of American adults on more than 500 different issues. GSS data inform public policy, scholarly research, mainstream journalism, and are used in high school and college classrooms across the country. Except for U.S. Census data, the GSS is the most frequently analyzed source of information in the social sciences.

To make GSS data more quickly and easily available to all interested users, NORC launched the GSS Data Explorer in April 2015. The GSS Data Explorer allows

users to search, analyze, and save the data online; share their work with others; and download entire datasets or limited extracts for analysis in any statistical software program. In addition to having the most sophisticated and intuitive interface of any data dissemination tool in current use, the GSS Data Explorer includes research tutorials for all levels of users and a project collaboration space that, among other things, allows teachers to use the GSS Data Explorer as a virtual classroom. Fifty thousand unique visitors have entered the GSS Data Explorer site since it went live, with a sharp uptick of new visitors at the start of the 2015-2016 academic year.

To further maximize the availability and usefulness of GSS data, the NORC GSS team partnered with The Associated Press-NORC Center for Public Affairs Research to produce an overview report

and four issue reports based on the 2014 round of GSS data. The issues covered were crime and law enforcement, same-sex marriage, confidence in institutions, and inequality. Coverage of the reports was distributed worldwide via AP's global network of print, radio, and web outlets and subscribers.

**“The GSS Data Explorer project did not have a specific “client.” Instead, it was motivated by the belief that investing in innovative tools now could result in future enhancements to many NORC data dissemination and visualization efforts, and those enhancements would yield benefits not just for NORC and its clients, but for social science researchers around the world.”**

–Adrienne Call, Senior Research Analyst

Value	Label	1988	1994	2002	2012
0	Not applicable	376	1754	1736	606
1	Strongly agree	187	128	187	128
2	Agree	392	420	392	420



The Associated Press-NORC Center for Public Affairs Research's study of violence and law enforcement found that:



More than **80%** of blacks say police are too quick to use deadly force, and they are more likely to use it against a black person.



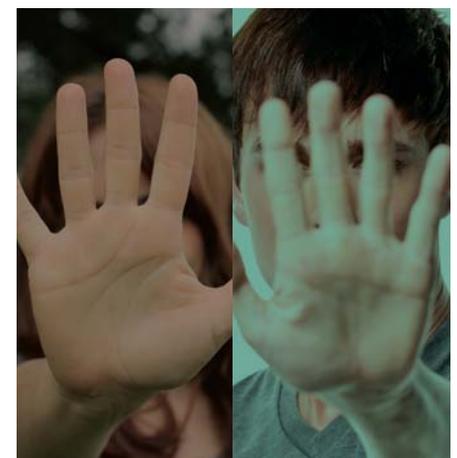
**Two-thirds** of whites label police use of deadly force as necessary, and nearly 6 in 10 say race is not a factor in decisions to use force.



Nearly **50%** of all Americans, regardless of race, say fear caused by the physical danger that police officers face is a major contributor to aggression against civilians.

## Examining the causes and effects of teen dating violence

Teen dating violence has an impact that extends well beyond any individual act of aggression. Victims of teen dating violence are more likely to suffer from mental health disorders, academic problems, eating disorders, and behavioral issues. They're also more likely to become victims of intimate partner violence as adults. The National Institute of Justice, the research arm of the U.S. Department of Justice, engaged NORC to conduct the National Survey of Teen Relationships and Intimate Violence (STRiV), a longitudinal study of both the prevalence of teen dating violence and the characteristics that might make a young person more likely to become a victim or perpetrator. STRiV comprises four rounds of annual interviews initiated in October 2013 with more than 2,000 youth between the ages of 10 to 18 as well as one of their parents or their primary adult caretaker. The second round was completed in April 2015. To date, the nationally representative STRiV data have confirmed local studies that suggest girls perpetrate teen dating violence at the same rate as boys. STRiV data also indicate that teen dating violence rates are the same across household income, geographic region, ethnicity, and other demographic variables.



## Probing opinions on law enforcement and violence

Incidents in Ferguson, Missouri; New York City; Baltimore, Maryland; Cincinnati, Ohio; and other parts of the country have further strained an already difficult relationship between police and African-Americans and have spawned ongoing and often heated conversations about race, policing, and the use of force. To shed light on the attitudes shaping—and being shaped by—that conversation, The Associated Press-NORC Center for Public Affairs Research surveyed 1,223 adults, including 311 African-Americans. The survey was conducted in July 2015 using the omnibus survey feature of NORC's AmeriSpeak Panel—the most scientifically rigorous multi-client household panel in the United States. While the survey found a number of racial divisions in Americans' attitudes toward law enforcement and the criminal justice system, it also found agreement across racial groups on many of the causes of police violence, as well as a broad consensus that a number of policy changes could reduce tensions between minorities and police and limit violence against civilians.

## Enhancing food security for low-income Native Americans

The Food Distribution Program on Indian Reservations (FDPIR) program, administered by the Food and Nutrition Service of the U.S. Department of Agriculture (USDA), provides USDA foods to low-income households living on Indian reservations and to Native American families residing in tribal service areas in the state of Oklahoma. NORC, in partnership with the Urban Institute and Support Service International, is conducting a four-year study of FDPIR to better understand the evolving needs of its participants, including their satisfaction with FDPIR, their access to food, their participation in other food assistance programs, and their level of nutrition and health education. Working in consultation with tribal leaders, NORC abstracted administrative data to prepare a nationally representative profile of participants and hired Native American interviewers to conduct surveys with 849 households representing 23 different tribes. The final report will be completed in early 2016, and the findings used to ensure the FDPIR is working as effectively and efficiently as possible.

The Associated Press-NORC Center for Public Affairs Research's study of Millennials' news consumption found:

Millennials say they acquire news for a variety of reasons, which include a fairly even mix of:

**74%**  
civic motivations

**63%**  
problem-solving, and

**67%**  
social factors.

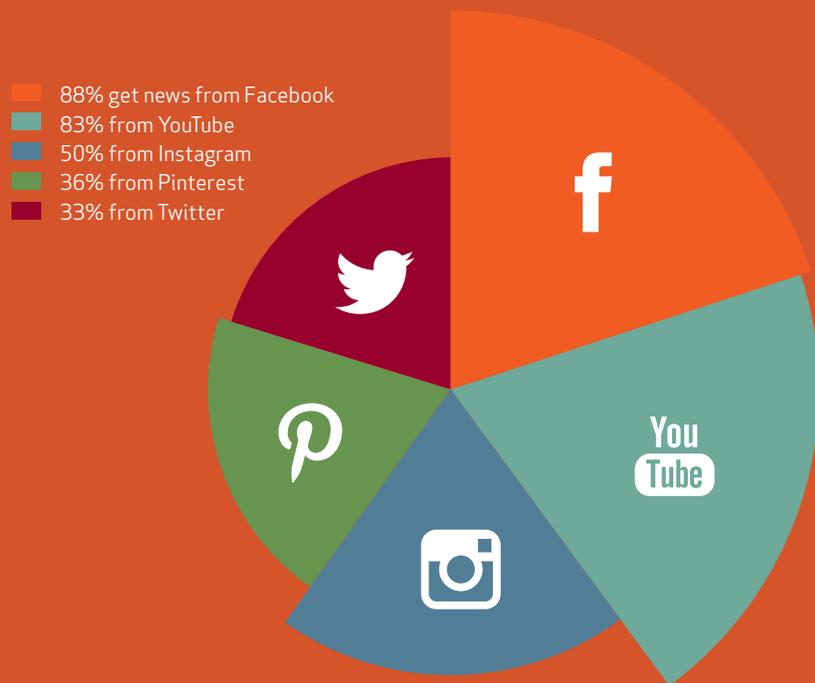
**70%** of Millennials say that their social media feeds include a diversity of viewpoints evenly mixed between those similar to and different from their own.

An additional **16%** say their feeds contain mostly viewpoints different from their own.

**73%** who see diverse opinions investigate them at least some of the time—with a quarter saying they do it always or often.

**53%** use a paid news subscription of some type; 40 percent pay for it themselves.

Millennials use a variety of social media to find news:



Percentage values are proportional to the area of the wedges

**MAPPING MILLENNIALS' NEWS CONSUMPTION**

One of the many stereotypes of the Millennial generation is that they're disinterested in the news and civically disengaged. But a recent Media Insight Project survey by The Associated Press-NORC Center for Public Affairs Research and the American Press Institute paints a much different, more nuanced picture. Rather than quizzing Millennials on whether they read a traditional newspaper or watched their local news station, the Center instead asked them to describe the path they take to find news that's important to them. This line of questioning revealed that Millennials consume much more news than had been surmised, and while their engagement might start on social media, they often find themselves on the websites of major "traditional" news outlets. And by commenting on and sharing articles they find, Millennials may, in fact, be engaging with the news in a much more active way than someone who has a radio or television news broadcast playing in the background.



Improving strategies to prevent and address elder abuse

According to U.S. Census data, 40.3 million Americans are over the age of 65, and it's projected that by 2050, 20 percent of the population will be senior citizens. As the percentage of older Americans has grown, so has the incidence of elder abuse and neglect. In 2013, the Administration on Aging, part of the U.S. Department of Health and Human Service's (HHS) Administration for Community Living, sponsored five pilot programs—one each in Alaska, California, and New York and two in Texas—designed to address various forms of elder abuse. HHS's Office of the Assistant Secretary for Planning and Evaluation has asked NORC to evaluate those programs. In addition to helping determine how well each program is meeting its goals and whether they might be replicated elsewhere, NORC's evaluation will also shed light on the characteristics of both the victims and perpetrators of elder abuse, as well as those at risk of being abused.

# Information Design and Data Visualization



NORC has long used data visualization and information design to analyze, understand, and disseminate data. By funding internal experiments, developing in-house talent, and building relationships with cutting-edge partners, NORC is aggressively enhancing its capacity to develop and deploy visualization and design tools and put those services at the disposal of our clients. This gallery graphically highlights just some examples of our work, both internal and external, from the past year.

Exploration of interactive health plan score: health conditions vs. health plan scores



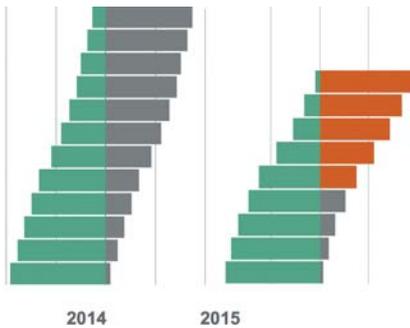
Infographic from The Associated Press-NORC Center for Public Affairs Research study, Long-Term Care and the Impact on Familial Roles



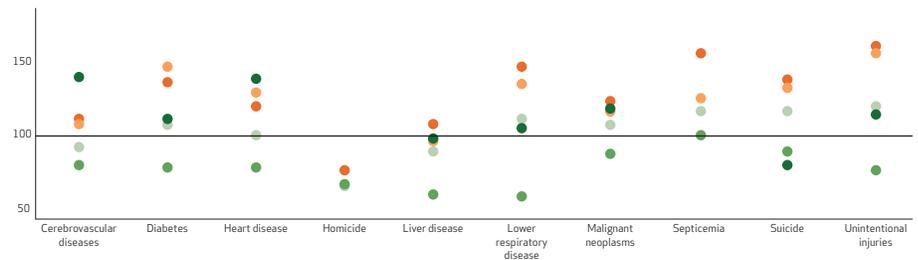
AmeriSpeak test study: representativeness by region



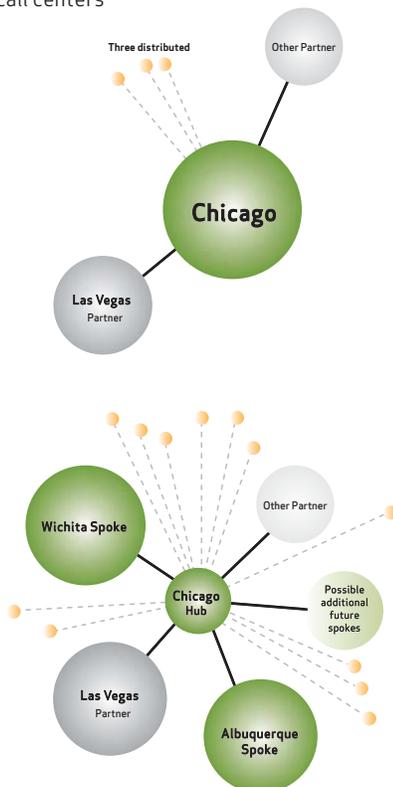
Office of Business Development comparison reporting



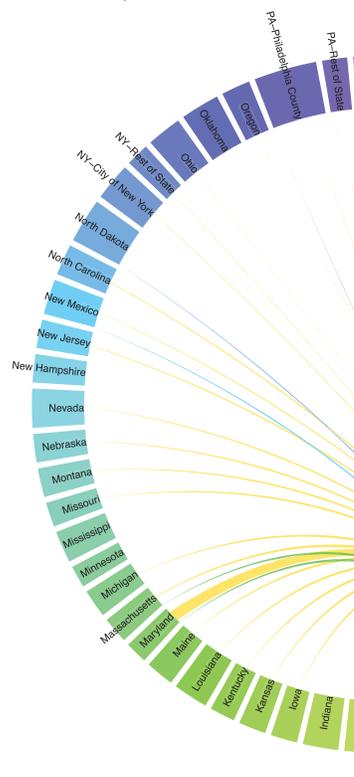
Screen shot of Rural Health Reform Policy Research Center mortality index 2011-2013



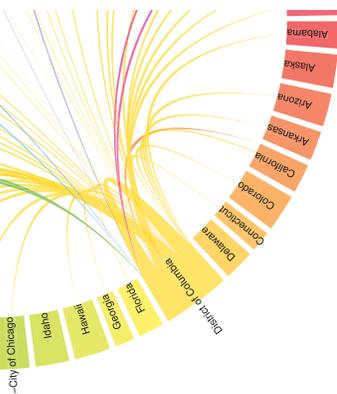
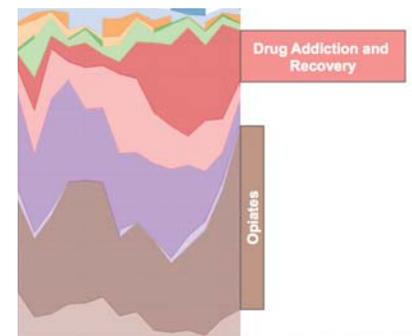
Current and future configuration of NORC's call centers



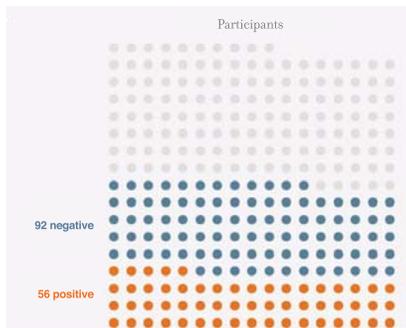
National Immunization Survey 2013 estimation areas: sampled vs. true



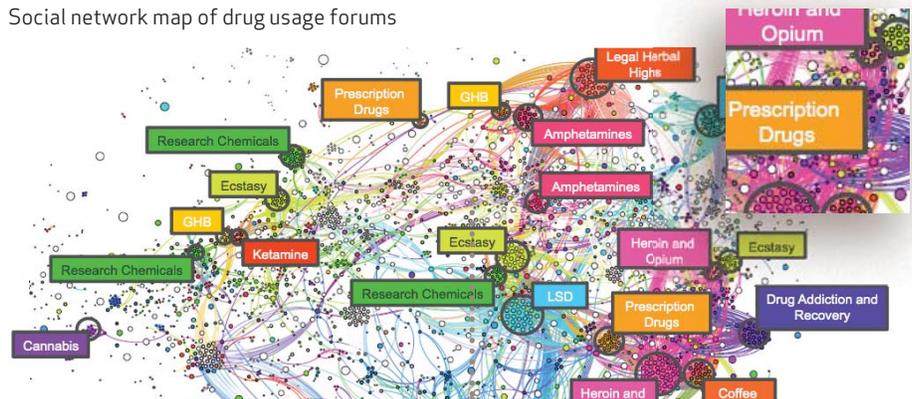
Drug usage forums' social media post changes over time



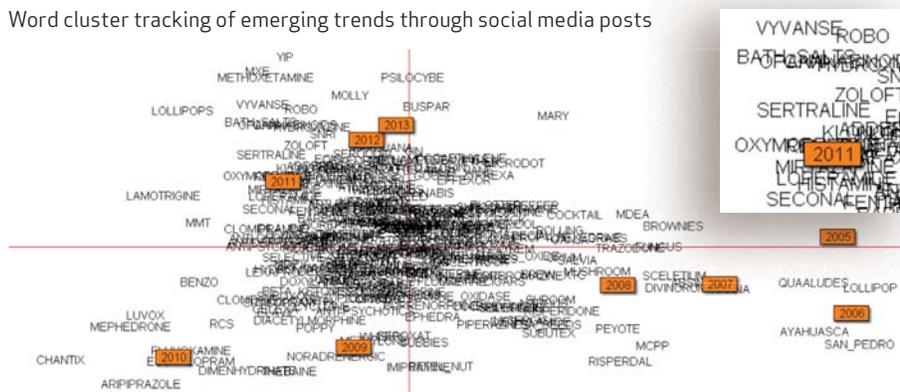
Screen shot of interactive exploratory Hepatitis C contraction database



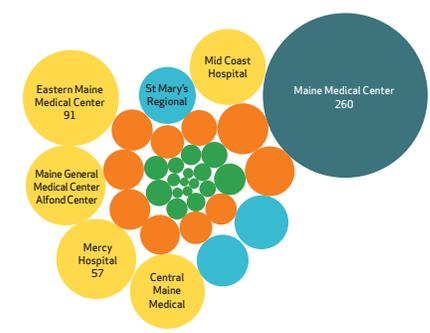
Social network map of drug usage forums



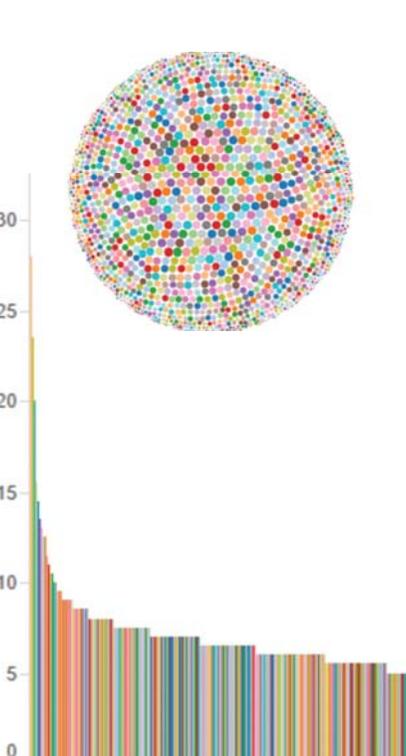
Word cluster tracking of emerging trends through social media posts



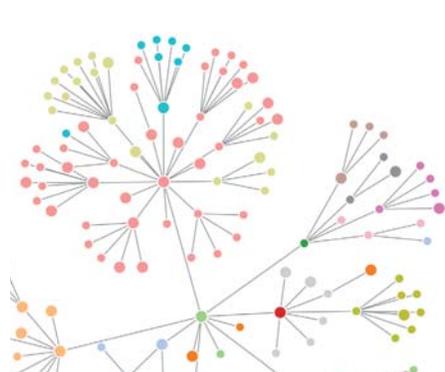
Screen shot example of analytical uses of Maine All-Payer Claims Database



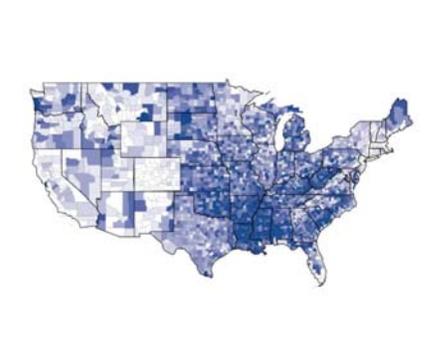
Screen shot of a school data dashboard exploration, showing state elementary schools' growth index and diversity score



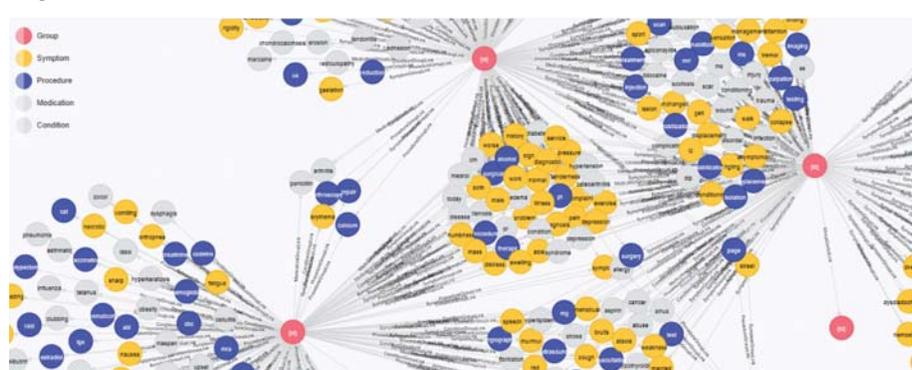
NORC network organizational chart



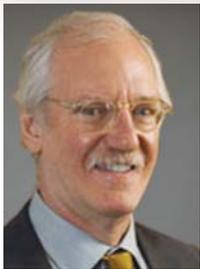
Interactive county level health measures map, showing 2013 obesity by county



Linguistic networks from health care records



## Senior Fellows



**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



**Marjorie Connelly**

- Public opinion surveys
- Election polling
- Questionnaire design and analysis



**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



**Eric Goplerud**

- Behavioral health
- Health performance metrics
- Public health program evaluation
- Distance learning systems



**Michael Greenstone**

- Environmental and energy economics
- Public economics
- Development economics
- Labor economics
- Health economics



**Larry V. Hedges**

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



**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

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.



**Michael B. Meit**

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



**Robert T. Michael**

- Economics of child and family policy
- Adolescent and adult sexual behavior
- Investments in children
- Longitudinal surveys



**Wilhelmine Miller**

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



**Christine H. 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 W. Raudenbush**

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



**Patricia Ruggles**

- Economic data and measurement issues
- Poverty, income distribution, and inequality
- Programs and policy analysis relating to low-income families
- Use of administrative and other nonprobability data
- 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



**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**

- Environmental policy
- Impact evaluation of infrastructure, D&G, agriculture
- Indicator design
- Fragile states
- Sensitive question survey protocols

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Research



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Senior Vice President  
Business Development



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and Chief Financial  
Officer

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Health Sciences



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Statistics and  
Methodology



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Vice President  
International Programs



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Senior Vice President  
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Education and Child  
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Director  
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Economics, Justice, and  
Society



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Education and Child  
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Academic Research  
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Statistics and  
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Stuart Michaels, Senior Research Scientist

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Barbara L. Schneider, Senior Fellow

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