

**Start a conversation.
Contact us.**

Jeffrey Hackett, Vice President of Business Development
hackett-jeffrey@norc.org (312) 759-4266

NORC at the University of Chicago is an objective, non-partisan research institution that delivers reliable data and rigorous analysis to guide critical programmatic, business, and policy decisions.

Downtown Chicago | University of Chicago | DC Metro | Albuquerque | Atlanta | Boston | San Francisco | Silicon Valley | Wichita
www.norc.org | info@norc.org



Insights in Economics, Markets, and the Workforce

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

Commercial Real Estate Economics

The commercial real estate market is worth nearly \$15 trillion globally. Unlike stocks, bonds, and commodities, which are quickly traded on major exchanges, commercial real estate deals take a long time to develop, and decision-making tends to be more conservative. This dynamic increases the importance of forecasting commercial real estate trends.

The combined expertise of NORC's Commercial Real Estate Economics group is allowing us to surmount any forecasting difficulties. The group is developing a subscription-based forecasting product that will provide a comparative view of real estate markets and property types in major U.S. cities. Our clients will also have access to forecasts, research, and one-on-one consulting that will provide deeper understanding of specific property investments within the overall local market.

The Commercial Real Estate Economics group is a team of economists who have directed research on investment trends across all property types, from industrial to retail to office. The group combines its decades of real estate forecasting experience with NORC's 75-year track record in data collection and management to produce objective, scientifically rigorous forecasts and analysis.

Economic Measures

Businesses, journalists, policymakers, and concerned citizens rely on a variety of economic measures, including monthly and quarterly reports on everything from small business credit and job creation to retail sales and GDP. The extensive expertise of NORC researchers and the foundational data provided by the Survey of Consumer Finances, the National Longitudinal Survey of Youth, and other NORC studies provide context and nuance to conversations about the state of the national and global economy that blunter measures often lack. NORC’s opinion research capacity is especially valuable, as what business and consumers think about the economy can have as much influence on spending, investment, and other economic activity as salaries, savings rates, and prices.

Energy Consumption

Energy consumption affects issues ranging from national security to economic and agriculture policy to the ongoing national debate over climate change. Since NORC’s initial examinations of food and gas rationing during World War II, our researchers have played an integral role in studying energy consumption and informing energy policy. NORC conducted the Residential Energy Consumption Survey, the most comprehensive source of home energy usage data to date. And The Associated Press–NORC Center for Public Affairs Research conducted a nationally representative household survey to measure public opinion about key energy issues in the United States. Currently, NORC collects the weekly prices of gasoline and diesel fuel from a nationally representative panel of gas stations for the Energy Information Administration.

Income and Wealth

Income and wealth have become increasingly important and sometimes polarizing topics of conversation across the political spectrum. While it is essential for governments, policymakers, and other stakeholders to have real measures of income and wealth such as savings, investments, and home ownership, it’s also important to understand that individuals’ perception of wealth has a powerful influence on their economic and political decisions. NORC researchers are equally adept at exploring both the reality and perception of wealth. The General Social Survey includes questions on topics such as wealth, income, and identity. Since 1992, NORC has conducted the triennial Survey of Consumer Finances, the only fully representative source of information on the financial state of American households. NORC’s Survey of Economically Successful Americans examines the social, political, and economic views of people whose wealth exceeds \$40 million. Internationally, NORC collects data on the investment and financial decisions of Spanish households for the Bank of Spain.

Infrastructure

A country’s ability to foster economic development depends in no small part on its infrastructure. Without roads and rails to bring goods to market, banks to provide loans, digital networks to facilitate communications, and civic institutions to provide for social and political stability, it’s difficult for entrepreneurship to take root and businesses to grow. NORC is deeply engaged in helping government, NGOs, and other stakeholders design, implement, and evaluate infrastructure projects around the globe. Our work includes an extensive portfolio of projects for the United States Agency for International Development and the Millennium Challenge Corporation.

Insurance Markets

The passage of the Affordable Care Act transformed the private health insurance market in the United States, creating millions of new customers eligible to purchase coverage through new health insurance marketplaces. NORC researchers include nationally recognized experts on private health insurance and have been among the lead investigators gathering and analyzing baseline data on health insurance offerings, including premiums and benefits. Their work includes the Kaiser Family Foundation/Health Research and Educational Trust Employer Health Benefits Survey, which is among the most widely quoted sources of information about trends in employer-based health insurance. NORC researchers are also conducting an examination of the use and impact of price data by persons with high-deductible health plans, and an analysis of health insurance premiums in the individual and small group insurance markets.

Labor and Employment

Globalization, the digital revolution, and the lingering effects of the great recession have significantly changed the kinds of work Americans do, how they do that work, and what and how they get paid. Understanding these trends is a vital first step in responding to them in productive ways. NORC has been on the forefront of helping businesses, government agencies, and other stakeholders explore national and global employment trends, studying issues as diverse as how Americans age through the workforce, the re-integration of ex-offenders into the labor market, the career arcs of doctoral degree holders in the STEM fields, and the effectiveness of youth vocational training in the developing world.

Poverty and Inequality

By some estimates, the top 1 percent of Americans earn 20 percent of the income. Wealth inequality is even more dramatic, with a mere 0.1 percent of the population controlling more than 20 percent of the wealth. At the same time, more than 45 million Americans live in poverty, according to recent Census data. This level of inequality has implications for social and economic mobility, professional and educational attainment, and food and housing security, as well as the entrepreneurship and innovation that drive our economy. NORC has been one of the nation’s leading sources of reliable independent data on poverty and inequality in this country and around the world. One of NORC’s very first studies was a survey of public perceptions about race, economic status, and poverty. Since then, NORC researchers have explored the world of low-wage work, examined the economic impact of early childhood care and development, and studied a variety of social safety net and economic development programs both in the United States and abroad.

Price and Consumption

The prices of goods and services influence what businesses and individual consumers buy and how confident they feel about the state of the economy and their prospects within it. NORC researchers have the diverse subject matter expertise and technical knowledge to track and forecast a wide range of metrics. Data from the triennial Survey of Consumer Finances are used to inform monetary policy, tax policy, consumer protection, and a variety of other policy issues. NORC researchers are also exploring how pricing and the availability of pricing information inform how people with high-deductible insurance plans use medical care and how families make long-term care decisions.

Engage our experts.
NORC is a collaborative and interdisciplinary research institution with 75 years of experience helping clients identify and exceed their research goals. Our experts in economics, markets, and the workforce hail from a variety of disciplines, including labor markets, consumer finance, and poverty. They collaborate to yield new and layered perspectives.

