

Research You Can Trust™





NORC at the University of Chicago conducts research and analysis that decision-makers trust. As a nonpartisan research organization and a pioneer in measuring and understanding the world, we have studied almost every aspect of the human experience and every major news event for more than eight decades. Today, we partner with government, corporate, and nonprofit clients around the world to provide the objectivity and expertise necessary to inform the critical decisions facing society.



Research Expertise

Economics, Markets, and the Workforce

Few areas of American life change as much or as fast as the economy. Globalization, digital technology, and the Great Recession have altered the economy in profound ways. These factors affect how entrepreneurs create new businesses, employers and workers find and relate to one another, and families and businesses spend and save money. NORC has unmatched expertise at gathering the data and developing measures to assess individuals' professional and financial health.

Education, Training, and Learning

Education is a lifelong process with widespread implications for personal and national well-being. It provides children with the tools they need to thrive, and workers with new skills to adapt to a changing economy. NORC research provides vital information on the needs and experiences of learners of all ages, the nature and quality of the training and education resources available to them, and the impact education has on other parts of their lives.

Global Development

Development programs can play an important role in alleviating poverty and fostering civil society. NORC helps governments, international aid agencies, and other organizations around the world improve their development programs through the design and implementation of evaluations and assessments, and by providing evidence-based analysis of their results and effectiveness.

Health and Well-Being

This is a time of unprecedented transformation for health care and public health in America, yielding challenges and opportunities that require sound data and insightful analysis. NORC experts explore, evaluate, and assess many facets of health and health care—from access to care, new payment and delivery models, quality measurement, and the needs of special populations to the socioeconomic, policy, and environmental factors that influence health outcomes.

Society, Media, and Public Affairs

A nuanced understanding of the public mood—and the public's actual condition—is essential to creating and implementing policies as efficiently and effectively as possible. Since its founding, NORC has been tapping into the public consciousness to provide government agencies and other organizations with the data and insights needed to understand and serve citizens in a world of vast and accelerating change.

NORC research spans five main areas and is led by experts who are renowned in their fields.



Our Services and Solutions

Partner with us to solve problems through data, analysis, and dissemination.

NORC's comprehensive and integrated services span the research cycle. Our solutions anticipate and address critical needs in research and data science. We approach all work with deep technical expertise, a spirit of collaboration, and a commitment to scientific integrity.

Strategy and Planning

NORC begins each project with a strategic planning phase, and continues to refer to and refine our strategic approach throughout the study or engagement. Many clients rely on NORC not only to create and carry out key research, but also to help them build research, data science, evaluation, and analysis capabilities within their own organizations.

Needs Assessment and Strategic Planning

NORC helps clients define their research needs and goals, and design projects that yield data-driven insight to inform decisions.

Consulting and Capacity Building

With more than eight decades of experience, NORC provides consultation to clients and helps them build research and data science capabilities.

Market Analysis and Environmental Scanning

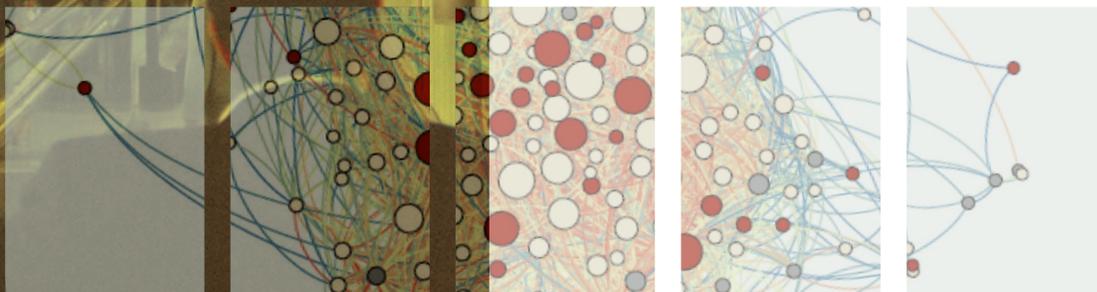
NORC employs a full range of research tools and methods to conduct comprehensive analyses of industry and market environments, trends, and opportunities.

Convening and Coordinating

NORC draws from an extensive network of experts to convene panels and support conference planning. We are adept at managing and harmonizing project teams that include partners, subcontractors, and external consultants to achieve the goals of complex projects.

Data Use and Governance Consulting

A diverse set of clients relies on NORC to understand their data assets and establish tools, processes, and capabilities to securely optimize those resources.



Detail from a visualization of combined Facebook friendship network data and survey responses from the Chicago African American Network Health Study.



Design and Methodology

Rigorous statistical design and an advanced methodological expertise underlie all NORC studies. At the critical early stages, research projects are defined and scoped by highly skilled NORC staff members in collaboration with our clients.

Statistical Design

Working with survey, administrative, and other data, our statisticians design advanced models and methods to uncover relationships, identify trends, and discover opportunities.

Instrument and Questionnaire Design

Clients rely on NORC to design instruments and questionnaires informed by research goals and cognitive considerations.

Design and Analysis of Experiments

NORC routinely designs and conducts simulations and experiments to test and improve statistical methods and research tools.

Adaptive and Responsive Design

NORC employs adaptive sampling techniques and responsive design procedures throughout the research cycle.

Survey Error Measurement

NORC conducts variance estimation and total survey error analysis to contrast alternative designs and improve data quality.

Survey Design

NORC has extensive experience in the design and implementation of household and establishment surveys, including sample design, questionnaire design, and estimation.

Evaluation Design

NORC evaluates social and economic programs and policies using a wide range of analytic techniques paired with extensive contextual knowledge.

Development of Learning Assessments

With expertise in psychometric methods and educational measurement, NORC designs, administers, and evaluates learning assessments.

Research with Special Populations

Since the 1940s, NORC has demonstrated expertise in locating and working with special populations that require tailored and culturally-sensitive protocols and interactions.

Data Collection and Management

NORC experts collect data using multiple platforms and manage data of varying volumes and complexity. From our earliest studies through today, we have created and applied new methods and technologies to collect and manage data.

Qualitative Research

Among its many qualitative methods, NORC has specific expertise in structured interviews, focus groups, case studies and site visits, and convening expert panels.

Survey Data Collection

NORC is at the forefront of survey data collection via the web, mobile devices, telephone, mail, and in-person interviews. We survey numerous populations and subpopulations, achieving high response rates that enhance the value of the data.

Surveillance

NORC uses established and emerging surveillance methods to provide estimates of disease prevalence, frequency of health interventions, and other essential information.

Secondary Data Acquisition

NORC creates order and derives insight from a variety of secondary data sources, including administrative data, medical records and academic transcripts, and social media networks.

Data Harmonization and Transformation

NORC uses advanced techniques to transform and harmonize data from disparate sources to aid research or operational goals.

Data Confidentiality, Privacy, and De-Identification

NORC meticulously safeguards our respondents' confidentiality and recently introduced NORC X-ID, a revolutionary data de-identification process.

Environmental Data, Sensors, and Biomeasures

NORC has broad capacity to gather environmental samples and biomeasures, such as anthropometrics and biological samples, and increasingly uses sensor technology to enhance data collection.

Locating and Tracing

With a history of conducting longitudinal studies and managing panels, NORC is adept at locating and tracing respondents.

Analytics and Data Science

NORC uses advanced statistical methods and emerging analytic techniques and practices to derive insight and extract meaning from data.

Data Quality Assessment

NORC performs rigorous data quality assessments from primary and secondary sources.

Data Linkage

NORC has broad expertise linking data to meet research and business objectives.

Data Mining

NORC explores and analyzes raw data using advanced statistical methodology and computational strategies.

Data Visualization

From spatial analysis to dashboards, NORC data visualization aids the analysis, presentation, and dissemination of complex information.

Machine Learning and Natural Language Processing

NORC uses natural language processing and machine learning methods to analyze and visualize text and data, and develop advanced tools for research.

Data Modeling and Simulation

With proven statistical expertise, NORC designs data models and conducts simulations to provide estimated statistics and evaluate research designs.

Social Network Analysis

NORC pioneered and continues to advance social network analysis, illuminating complex and dynamic relationships among individuals.

Inferential Statistics

With techniques honed in survey research, NORC draws insights and makes predictions through the analysis of data samples.

Small Area Estimation

NORC applies small area estimation to improve the accuracy of research involving small subpopulations.

GIS and Spatial Analysis

NORC uses GIS and geospatial analysis to solve problems and illustrate patterns in topics ranging from the relationship between economic development and crime to rural health systems.

Psychometrics, Econometrics, and Biometrics

NORC develops and applies field-specific measurements that add depth and nuance to our research.

Policy Analysis, Program Implementation, and Evaluation

Drawing on a mastery of analytic techniques and a keen knowledge of complex policy and regulatory frameworks, NORC collaborates with federal agencies, foreign governments, and nonprofit organizations to ensure their programs are efficient and effective. NORC researchers and analysts also engage in all aspects of policy research and analysis.

Policy Analysis and Recommendations

NORC supports a range of federal clients by providing background research, developing options to address a given challenge, or assessing the impact of a policy change.

Program Design

With a profound understanding of effective processes and the challenges of implementation, NORC partners with clients to help design programs that effectively meet their objectives.

Technical Assistance and Program Coordination

NORC frequently provides technical assistance in the form of training, problem-solving, facilitating peer-to-peer learning, and providing information and communications resources.

Cost Effectiveness and Cost-Benefit Analysis

NORC provides program sponsors essential insight by identifying and quantifying all relevant costs and benefits and converting them to a single metric to enable comparison.

Performance Monitoring and Impact Evaluation

NORC uses a range of quantitative and qualitative methods to measure program performance against goals and rigorously evaluate their impact on outcomes of interest to clients.



NORC Labs

Incubating Ideas. Driving Innovation.

Our innovation hub, NORC Labs, guides the evolution and enhancement of NORC's services and offerings. It also drives the development of cutting-edge products that combine the best ideas of NORC's research and technology experts with extensive knowledge of client needs and industry trends.

AmeriSpeak

NORC's panel-based research platform is the most scientifically rigorous panel solution in the United States, providing a new option for conducting statistical surveys of the population.

NORC Data Enclave

A secure research environment for confidential data, the NORC Data Enclave enables clients to store, manage, and facilitate the remote analysis of sensitive data.

NORC Data Explorer

Developed to optimize the extensive data of the landmark General Social Survey, the NORC Data Explorer is an intuitive web application through which users can access and analyze vast data sets.

Provider Network IQ

A customizable analytic solution that allows health insurance plans to benchmark their provider networks against other plans in their market, putting competitive intelligence at their fingertips so they can create smarter, more efficient networks.

NORC X-ID

Part of NORC's family of advanced disclosure control solutions, X-ID is a revolutionary data de-identification solution that allows data owners to maximize data utility while still protecting your most sensitive or private data.

Strategic Communications and Dissemination

NORC partners with clients to understand their specific communications goals and offer custom support to reach them. Through a range of customizable offerings, NORC helps ensure your research results reach the people, communities, decision-makers, and others who can benefit from the insights created.

Communications Strategy and Planning

NORC takes a scientific approach to helping its clients identify communications goals, strategies, and methods to increase a project's reach and monitor its impact.

Secure Data Dissemination and Access

NORC has proven expertise in effectively disseminating data and knowledge through traditional means like scholarly reports and presentations, as well as collecting, managing, and providing access for the analysis of sensitive and confidential data through solutions such as the NORC Data Enclave.

Digital Development and Publications Support

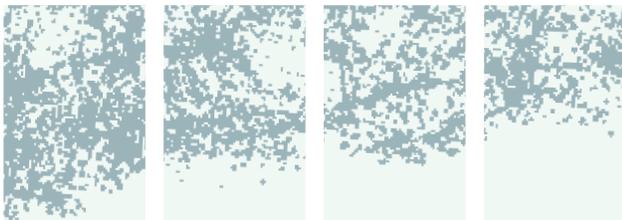
NORC experts are skilled at designing websites, producing and editing high-quality publications, writing articles for academic publications, and using digital channels to analyze, understand, and disseminate data.

Public Relations, Promotions, and Outreach

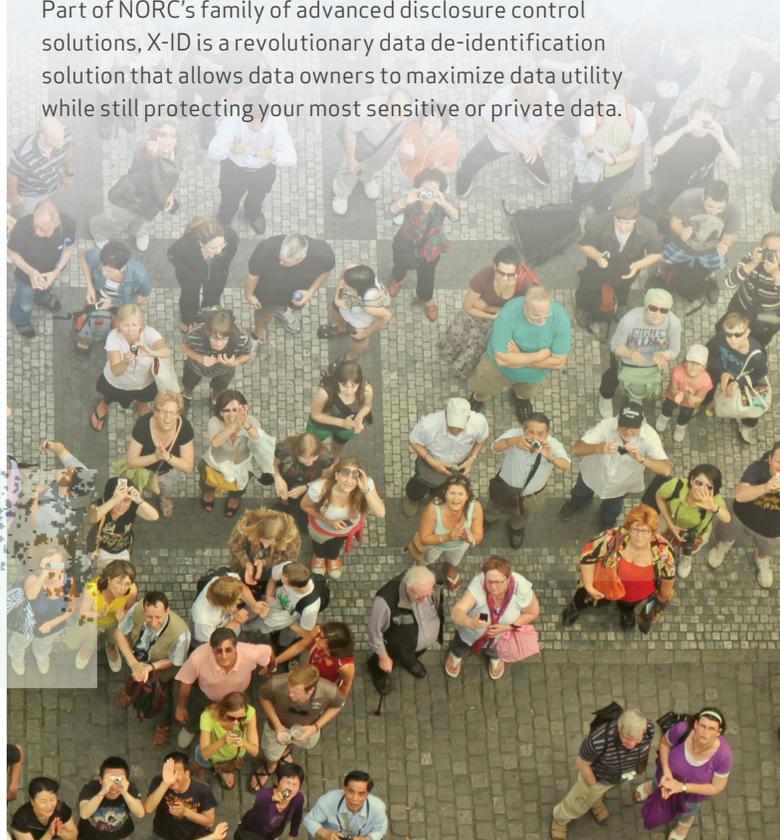
NORC elevates client stories to target audiences, including research communities, media, government entities, and the general public.

Information Design and Data Visualization

NORC has the capability to apply design principles to the analysis, presentation, and dissemination of both qualitative and quantitative information through static and interactive graphics, dashboards, and geospatial representations that make information more understandable, accessible, and actionable.



Section of a dot map representing the location of all tweets in the New York metro area before, during, and after Hurricane Sandy (NORC Hurricane Sandy Locating Project).



Collaborate with us.

NORC has more than eight decades of experience transforming complex information into useful knowledge. Building on our traditions of scientific excellence and innovation, NORC is uniquely prepared to help clients in any industry access the data and insights they need to succeed.



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