

# NORC

at the UNIVERSITY of CHICAGO



PROJECTS IN

# 24

COUNTRIES

নমস্কার



APPROXIMATE TOTAL DIALS

# 35,000,000



नमस्ते



Hola



—OVER—  
**400**

PROJECT REPORTS, BRIEFS & CORPORATE PUBLICATIONS

# 1,324,534

MILES TRAVELED BY FIELD STAFF

THAT'S THE EQUIVALENT OF



# 5 1/2

TRIPS TO THE MOON



# 450+

RESEARCH PROJECTS

# 200

CLIENTS  
—INCLUDING—  
65 FEDERAL AWARDS

# 400

CONTRACTS

Hallo



# 556

DEGREES  
IN 92 MAJORS

240 MASTERS  
77 DOCTORATE

Ciao

مرحبا



# 140,531

HOT BEVERAGES CONSUMED



# 29

MAJOR JOURNALS

# 100+

PEER-REVIEWED ARTICLES

你好

# 5,327

CUPS OF COCOA

# 106,352

CUPS OF COFFEE

# 50+

CONFERENCES & PROFESSIONAL MEETINGS

# 54

LANGUAGES

Bonjour

# 28,852

CUPS OF TEA

Hello

नमस्ते

## INSIGHT ILLUSTRATED 2012

**ABOUT THE COVER:** This year's cover illustrates administrative and self-reported data gathered from across NORC at the University of Chicago by an internal survey team. A few notes of clarification or expansion: **1)** The languages highlighted in the conversation bubbles represent the most spoken languages at NORC and include (from most spoken to least) English, Spanish, French, Mandarin Chinese, Hindi, Arabic, German, Italian, Cantonese, Gujarati, and Bengali; **2)** The hot beverages count includes only those produced by cafeteria drink machines and does not include self-provided beverages or those made using traditional coffee or tea pots; **3)** The number of conferences and professional meetings attended is extrapolated from a sample of the NORC staff and is likely underreported; **4)** The degrees noted include only degrees of higher education (bachelor or above) held by full-time staff; **5)** The 65 federal awards mentioned include prime and sub-contract awards; **6)** The count of project reports, briefs, and corporate publications includes only official documents produced through NORC's Office of Business Development or the Communications department and does not include documents produced by other departments or external partners in association with work completed for NORC; and **7)** The 24 countries in which NORC conducted work in 2012 are Azerbaijan, Belarus, Benin, Burkina Faso, Cambodia, Cote d'Ivoire, Republic of Georgia, Ghana, Honduras, Indonesia, Kenya, Kosovo, Lesotho, Malawi, Mozambique, Morocco, Namibia, Russia, Rwanda, Spain, Tanzania, Uganda, the United States of America, and Zambia.

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We must embrace change and become deeply attuned to the new ways we can best serve our mission in these evolving times.

**We are in the midst of unprecedented change in the field of public interest research. An evolving federal landscape, new and emerging forms of data, and radical shifts in the ways in which people communicate and connect with each other are creating an environment of challenge and heightened opportunity.**

NORC at the University of Chicago is meeting this new era in two distinct ways. First, we remain committed to the fundamentals that have made us one of the country's leading research organizations over the past seven decades. Second, we must embrace change and become deeply attuned to the new ways we can best serve our mission in these evolving times. This means preserving the rigor for which NORC has become known while taking a hard look at the strategies and innovations that will help us chart NORC's next chapter.

Since we are in the numbers business, we wanted to share a few eye-opening points of data with you. In 2012, NORC successfully worked on (or is in the process of delivering on) more than 450 research initiatives for more than 200 clients across nine different research domains and nine specialized research centers in 24 different countries. In doing so, our staff placed more than 35 million survey calls and our field interviewers together traveled the equivalent of 53 times around the equator. Our colleagues, who are proficient in a combined total of 54 languages and hold degrees in 92 different disciplines, published more than 100 peer-reviewed articles documenting our work together. Perhaps most telling, our office staff in Chicago and Bethesda drank a total of 106,352 NORC-provided cups of coffee in 2012, a testament to the hard work and energy (and sometimes late nights) that we bring to bear on every single project.

By any measure, 2012 was an excellent year for NORC. The organization received our highest-ever dollar volume of research awards, and we won a diverse array of important survey research studies, successfully re-competing for the National Immunization Survey, the Survey of Earned Doctorates, and the Survey of Doctoral Recipients. Other highlights include the national "price at the pump" surveys for the Department of Energy; data collection on the National Survey of Early Care and Education, one of the largest field studies ever conducted; and the 40th year of data collection on the General Social Survey, the most cited dataset in the social sciences outside of the U.S. Census.

A substantial portion of our research awards represent new work in emerging policy and research areas. NORC has quickly become one of the main research organizations working with the Centers for Medicare & Medicaid Services on implementation and analysis of the Affordable Care Act. Our international projects group is now conducting program evaluations for an increasingly broad group of funders. The NORC Data Enclave continues to break new ground, now serving as a major health care database for the state of Maine, and enhancing our capabilities to handle Big Data.

While fulfilling this mission-critical work, in 2012 we also launched an effort to foster NORC's commitment to innovation. In a changing industry landscape, it is critical to the organization's future success that we develop a culture of continuous self-examination and adaptation. This allows us to increase awareness of cutting-edge work externally and internally, to open new business opportunities and partnerships, and to grow our ability to adapt to advances in technology, connectivity,



communications, and new research methods.

Fundamentally, our commitment to innovation needs to be deeply embedded in the way we work.

Investments in innovation have taken on many forms, including new state-of-the-art data collection and analysis systems, exploration of the role of social media and web surveys in our work, mobile initiatives, research into and practical application of data linkages among administrative datasets, and a state-of-the-art, collaborative intranet, to name a few. The coming year will see further investments both inside and outside of the organization's classic offerings as we navigate a volatile industry landscape.

A key component of this exercise has required us to go deeper and expand our strategic vision. NORC's mission to inform decision-makers on key social issues of the day with objective data and information has not fundamentally changed. But, in fulfilling this mission, we have revisited our strategies in the organization's new strategic plan to incorporate a greater focus on dissemination and on fostering a culture of innovation and adaptation. Further, extended collaboration with the University of Chicago goes beyond existing work, with a focus on partnerships around initiatives of significant strategic value to both institutions. The end goal of all these efforts is to maintain NORC's leadership position in the field, which is more important than ever in a landscape of increased competition. Securing this leadership position also requires a steadfast commitment to supporting NORC's staff—our most valuable resource.

In the past year, we have welcomed outstanding new senior colleagues and promoted others from within. Patricia Ruggles, Ph.D., who works to improve the quality of the economic and social statistics used for research and policy analysis, is the latest Senior Fellow to join the Economics, Labor, and Population Studies department. Cheryl Camillo, M.P.A., and Michelle Kitchman Strollo, Dr.P.H., are both Principal Research Scientists in the Health Care Research department covering a broad range of policy analysis, evaluation, and program development concerns. Michael Stern, Ph.D., specializes in the effects of visual design on web and mail surveys, and he is the Center for Excellence in Survey Research's first Methodology Fellow.

As a learning organization, and one that is firmly anchored to academic ties, NORC has a deep and abiding commitment to help train the next generation of researchers and public interest professionals. Our senior staff focuses on growing emerging talent while benefiting from the passion, ideas, and innovation that our younger staff brings to NORC. Together, they exhibit the excellence, innovation, and collegiality that defined our work together in 2012.

A handwritten signature in black ink, appearing to read 'John H. Thompson'.

**JOHN H. THOMPSON**  
President and  
Chief Executive Officer

A handwritten signature in black ink, appearing to read 'Edward O. Laumann'.

**EDWARD O. LAUMANN**  
Chairman



“In a world that is awash in questionable ‘data,’ NORC remains an organization that decision-makers and the public can count on for rigorous, reliable, objective, and nonpartisan information. More than just a leading practitioner of public interest research, NORC remains a beacon of rationality in an increasingly volatile and polarized world.”

—DANIEL S. GAYLIN, EXECUTIVE VICE PRESIDENT, RESEARCH PROGRAMS

**For more than 70 years, NORC has been providing credible data to decision-makers and the public. The data and analysis we produce have been used over the decades to inform some of the most important public policy issues of our times. Through this lens, NORC has contributed to the health of society by producing a wealth of actionable insights.**

The importance of NORC’s work only increases as society is inundated with vast amounts of information from new and nontraditional sources. Blogs and other forms of self-publication, as well as polls and surveys grounded in pseudoscience, have led to an increase in the availability of unreliable or questionable information, where opinion often outweighs—or even subverts—objective facts. News organizations, once the standard bearers of delivering sound public opinion numbers to the world, have found their polling and surveying capacities shrink or disappear altogether as budgets tighten and competition for readership intensifies. Additionally, new data from social media, crowdsourcing, new and emerging administrative data

systems, smart technologies, digital video, biomarkers, and other sources offer huge research opportunities but pose significant challenges as well.

With this unprecedented growth in the variety and volume of data covering all aspects of human endeavor, there is an even more critical need for scientific organizations like NORC to employ new methods, tools, and know-how to transform this raw data into useful information that can serve as the basis for sound decisions. NORC is a leader among a small community of public interest institutions that can provide credible data and science-based information to society and its leaders. Filling gaps in our understanding of important social topics is not only key to NORC fulfilling its mission and purpose, it is critical to an informed populace and the well-being of the world around us.

**IN-DEPTH,  
DATA-DRIVEN  
JOURNALISM**

**When citizens and policymakers have accurate, unbiased information and analysis about key issues, they are better positioned to form opinions and make decisions that strengthen democracy. The Associated Press-NORC Center for Public Affairs Research is a joint venture that combines the expertise of NORC, one of the world's premier independent research organizations, with that of The Associated Press (AP), which provides daily news seen by more than half of the world's population.**

Trevor Tompson directs the AP-NORC Center. Dan Gaylin, Executive Vice President of research programs at NORC, serves on the AP-NORC Center's governing committee. AP is represented by Michael Oreskes, Vice President and Senior Managing Editor for U.S. News, and by Sally Buzbee, Chief of Bureau, Washington, D.C. The AP-NORC Center's independent advisory committee is chaired by industry leader Paul J. Lavrakas.

In 2012, the AP-NORC Center expanded its research with grants from The Hitachi Foundation, the SCAN Foundation, The Alfred P. Sloan Foundation, and The Joyce Foundation to explore how Americans use energy and to deepen understanding of public perceptions of obesity and diabetes in the United States. Also, recognizing the impact of aging on American society, the AP-NORC Center established an important new fellowship for journalists.

“When the AP-NORC Center addresses an issue, we explore it in depth. Reactions from the public and policymakers to our studies prove there is a hunger for the objective research and data-driven journalism we provide.”



— TREVOR TOMPSON, DIRECTOR AND PRINCIPAL RESEARCH SCIENTIST, THE ASSOCIATED PRESS-NORC CENTER FOR PUBLIC AFFAIRS RESEARCH



**Global Distribution, Local Focus**

Distributed via AP's global distribution network, the AP-NORC Center's research is a resource for journalists everywhere at a time when most news organizations can no longer carry out in-depth, high-quality social science research. AP is a global resource, but intended to be used extensively by its member organizations at the local level. This means that the AP-NORC Center survey findings can be localized by news organizations to tie community views to national and international survey results in meaningful ways. What NORC brings to the partnership is its unmatched capacity to perform policy-relevant analysis of research results.

**Energy Issues: How the Public Learns and Acts**

In this nationally representative household survey of more than 1,000 adults, the AP-NORC Center measured the general public's opinions about key energy issues in the United States. Additionally, the survey assessed how the public learns about and acts upon energy issues. The results provide a clear picture of where the public assigns major responsibility for the cause of energy problems, and the extent to which government should be involved in solutions. The survey reveals a surprising lack of public understanding of the nation's most prominent energy savings programs. The Joyce Foundation funded the survey through a grant to the AP-NORC Center.



**AMERICANS' RANKINGS OF SERIOUS HEALTH ISSUES:**



**Obesity in the United States: Public Perceptions**

This survey explored the general public's opinions about obesity in the United States. It assessed public understanding of the reasons behind rising obesity rates, the connection between obesity and health issues like diabetes, and government's role in addressing obesity. Results showed strong public support for government policies that would add more physical activity in schools, provide information about healthy choices, and give the food industry incentives to produce healthier options. There is little public support for policies to constrain consumer choices, like limiting the amount or type of food bought or taxing unhealthy foods or drinks.

**8 out of 10**  
Americans cite TV AND COMPUTER TIME as a leading cause of obesity

**The AP-NORC Journalism Fellowship: The Economics of Aging and Work**

In 2012, the AP-NORC Center announced its Journalism Fellowship on the Economics of Aging and Work. This 12-month residential fellowship, funded by an Alfred P. Sloan Foundation grant, leverages the resources of NORC and the University of Chicago to provide training in economics and research methods, plus time to devote to enterprise journalism about how Americans increasingly are working later in life. The fellowship's first recipient is Matt Sedensky.





“We help policymakers and others determine whether public monies are being used effectively. In particular, we have done this by incorporating methodological innovations to meet the Obama administration's push for transparency and openness, and by developing impact evaluations of projects tied to legislative initiatives.”

—CHET BOWIE, SENIOR VICE PRESIDENT, ECONOMICS, LABOR, AND POPULATION STUDIES

**The Economics, Labor, and Population Studies department strengthened its foundational programs while expanding research capabilities, substantive focus, and staff capabilities. The department's flagship surveys—the General Social Survey, the National Longitudinal Surveys of Youth, and the Survey of Consumer Finances—continue to provide data that inform national policy decisions and public discourse on key issues facing society. Department data also appeared in hundreds of published works, including books, dissertations, and newspaper and magazine articles.**

In 2012, the department developed new business relationships that resulted in major new program and impact evaluation work, which is increasingly important as federal agencies are expanding their use of rigorous program evaluations in decision-making to improve performance and constrain spending. Through NORC's involvement with important evaluation initiatives with the U.S. Department of Labor and the Corporation for Community and National Service, the

department will expand its work in experimental and nonexperimental evaluations.

The NORC Data Enclave—a leader in the development and management of data in a confidential, protected, and remote environment—continues to add new clients and researchers and increasingly is being used to enhance current NORC projects led by the research departments. The Data Enclave, which has become a competitive advantage for securing new work by teams throughout the company, made several strategic hires this past year.

In 2013, the Economics team will continue to develop, test, and implement innovations and new technology within our current projects, as well as engage in business development efforts to expand the department's portfolio of evaluation work.

These three projects—the **General Social Survey (GSS)**, the **National Longitudinal Surveys of Youth (NLSY)**, and the **Survey of Consumer Finances (SCF)**—

provide standardization in data collection protocols leading to impressive response rates. The resulting data continue to be go-to information for the government, think tanks, and popular media as they inform the national discussion on household finances, employment, family formation, schooling and training, economic well-being, and the attitudes of Americans across the generations.

The flagship surveys' stable structures also allow NORC to evaluate new protocols, technologies, field strategies, and other innovations. To ensure cross-pollination among these field efforts, the three project teams collaborate to increase each team's efficiency. As a result, other investigators, both inside and outside NORC, seek the department's insights on how to replicate their successes.

1972-2012:  
40 years of insight into  
Americans' attitudes

the GSS

## GENERAL SOCIAL SURVEY

Last year marked the 40th year that NORC has conducted the General Social Survey (GSS). Though researchers are still doing the final calculation of the response rates, they

estimate the response rate is 71 percent, higher than past rounds. Innovations this round included a new sample frame, an updated case management system, staggered main

interviewer training, a protocol for contacting respondents via text messages, and targeted outreach to military base households.

71%  
response rate  
higher than past  
rounds

## FLAGSHIP SURVEYS Continue to Make Their Marks

Over 1/3  
of the total  
net worth of  
households was  
owned by the  
wealthiest  
1%  
the SCF

81%  
or more of  
living  
respondents  
participate in  
each round of  
the NLSY

## NATIONAL LONGITUDINAL SURVEYS OF YOUTH

In June 2012, NORC and the National Longitudinal Surveys (NLS) held a congressional briefing in collaboration with the offices of Congressman Danny K. Davis (D-IL), Congresswoman Rosa DeLauro (D-CT), Congressman Henry C. "Hank" Johnson, Jr. (D-GA), and ten partner organizations. The

briefing focused on the NLS's importance to government agencies, private-sector companies, think tanks, universities, researchers, and the media on policy issues and the role the data play in policymaking. Panelists presented on the mechanics of



From ages 18-46,  
the average  
person holds 11 jobs.  
Nearly half these jobs  
are held from  
ages 18-24.

the NLS, applications of the data, the value of the survey data, and survey challenges. Approximately 85 people attended, representing a diverse cross-section of interested parties including Hill staff members, staff from government agencies, and other key stakeholders.

## SURVEY OF CONSUMER FINANCES

The Survey of Consumer Finance (SCF), conducted for the Federal Reserve Board, provides analytically reliable data on the full spectrum of wealth to assist in policymaking

decisions. The SCF employs a dual-frame sample based on a nationally representative area-probability sample and a list sample. The NORC team spent 2012 preparing for the start of

data collection in 2013. Preparatory work focused on innovations in interviewer training and feedback during data collection in order to improve data quality.

Half of U.S.  
households owned  
less than 3% of  
total U.S. wealth



# Data Enclave Explores BIG DATA

The NORC Data Enclave expanded significantly in 2012 in terms of its infrastructure, service offerings, sponsorships, and the number of researchers it supports. Last year, it implemented a Big Data solution that allows researchers to analyze multiple terabyte datasets efficiently. Highlights of work awarded in 2012 include:

## Maine Health Data Organization (MHDO)

The State of Maine awarded a ten-year contract to the Data Enclave to support the MHDO, an organization that collects clinical and financial health care information and makes it accessible to the public. In partnership with Human Services Research Institute, the Public Consulting Group, and Metadata Technology North America, the Data Enclave team will develop and implement a comprehensive data warehouse solution, including: 1) an efficient extract, transform, load (ETL) architecture capable of supporting high-volume imports of multiple datafiles in multiple formats at rapid speeds, 2) a set of common data structures that will be used across the data streams and that is externally available for third parties, and 3) a self-service architecture to support web access to raw datasets, generated queries, and higher-level standard reports based on the data held in the data warehouse.

## Consumer Financial Protection Bureau (CFPB)

The Data Enclave team and its subcontractor, the American Institute for Research, were hired by the CFPB, a new government agency with the mission of making markets for consumer financial products and services more transparent. NORC will study the privacy implications of adding new variables to the agency's Home Mortgage Disclosure Act (HMDA) database. The results will inform CFPB's HMDA rulemaking efforts by exploring best practices and methodologies for providing a comprehensive HMDA database to the public while protecting individuals' privacy and confidentiality.

## Metadata Portal for the Social Sciences (META-SSS)

Supported by a collaborative research grant from the National Science Foundation, the Data Enclave team is partnering with the Inter-university Consortium for Political and Social Research, the Center for Political Studies, Metadata Technology North America, and Integrated Data Management Services on a project that will allow researchers to access improved metadata and develop new tools to search and analyze the General Social Survey and the American National Election Studies.

## Private Capital Research Institute (PCRI)

The Data Enclave team began a new project collecting data streams on private capital transactions from market intelligence firms and developing a database system to aggregate and harmonize these data for research purposes. This database will be the first of its kind and will offer unprecedented insight into a poorly understood area of financial markets.

## International Association for Social Science Information Services & Technology (IASSIST)

The Data Enclave team showcased its leadership in secure remote data access by hosting IASSIST's 38th annual meeting in Washington, D.C., in June, bringing together more than 350 leading international experts.

## Creating Knowledge to Better Serve NATIVE COMMUNITIES

The department's growing portfolio of tribal human services studies involves a collaborative process and helps build capacity with tribal communities. NORC and its partner, the Urban Institute, participated in consultations with tribal leaders and U.S. Department of Housing and Urban Development officials for the Assessment of Native American, Alaska Native, and Native Hawaiian Housing Needs Study. NORC presented on survey research methods at the National Congress of American Indians meeting for tribes interested in conducting a needs assessment. Working closely with indigenous communities to implement study protocols, NORC will survey Native Hawaiian housing needs. With James Bell Associates, NORC is working on a Descriptive Study of Tribal Temporary Assistance for Needy Families and Child Welfare Coordination for the Administration for Children and Families, and is helping grantees develop evaluation protocols. In preparation for 2013 data collection for the Study of the Food Distribution Program on Indian Reservations (FDPIR), sponsored by the U.S. Department of Agriculture's Food and Nutrition Service and led by the Urban Institute, NORC participated in consultations to share information and obtain feedback from tribal leaders and FDPIR directors.



**23%**

of American Indian/Alaska Native households were food insecure versus 15% of all U.S. households

*Source:* U.S. Department of Agriculture (USDA), Food and Nutrition Service, Office of Research and Analysis, "Addressing Child Hunger and Obesity in Indian Country: Report to Congress" by Anne Gordon and Vanessa Oddo, Alexandria, VA: USDA, January 2012.



Prevalence data suggest that at least **10% OF OLDER AMERICANS** experience abuse each year. Many of them experience abuse in multiple forms.

## The Growth of EVALUATION WORK

Evidence is essential to the development of informed policy formulation, implementation, and evaluation. Without appropriate evidence, policy and program funding decisions may be made without a complete understanding of their impacts or effects on individuals or society in general.

In 2012, the department expanded its portfolio of evaluation projects and new clients. In partnership with the Urban Institute, NORC is working on two important projects for the U.S. Department of Labor's Chief Evaluation Office: 1) the national evaluation of the Trade Adjustment Act Community College Career Training grant program and 2) the design of a random assignment evaluation of the Opportunities for Youth demonstration and evaluation project.

NORC is conducting a process and experimental impact evaluation of the Minnesota Reading Corps program for the Corporation for National and Community Service. The department also launched a new project to provide evaluation technical assistance to AmeriCorps grantees to improve the rigor of their evaluation portfolio.

The department completed the design phase for an evaluation of the Long Term Care Ombudsman program for the Administration on Aging (AoA). Finally, team members also began a new project this year for the Assistant Secretary for Planning and Evaluation to develop and conduct an evaluation of AoA's new Elder Abuse Prevention Interventions program to address the abuse, neglect, and exploitation of older Americans.

## DATA DISSEMINATION in Action

The department devoted significant time and resources in 2012 to present methodological and outcome data at various forums. Following in the footsteps of the General Social Survey team last November, the National Longitudinal Survey team led the International Symposium on Longitudinal Survey Methods for Human Capital in cooperation with the University of Chicago's Beijing Center, as well as Renmin and Peking Universities. The Survey of Consumer Finance team is preparing for a similar conference to be held in 2013. This will further popularize the flagship surveys in China, where social science research is a rapidly growing industry. Flagship survey staff members also hosted visitors from Singapore seeking guidance for their nascent social science efforts.

**CHINA IS A RAPIDLY GROWING MARKET FOR SOCIAL SCIENCE RESEARCH. By 2014, each NORC flagship survey team will have hosted a conference there.**

In addition, department staff members presented papers and participated in professional meetings, including the American Association for Public Opinion Research meeting, the American Statistical Association meeting, the Hard-to-Reach Conference, the RC33 Eighth International Conference on Social Science Methodology, the Panel Survey Methods Workshop, the Urban Affairs Association Conference, and the Society for Longitudinal and Life Course Studies Conference.





“We are very excited about the contributions NORC’s Education and Child Development Studies department will make to improve the quality and accessibility of education data, particularly in an era of significant transformations in education.”

—BRONWYN NICHOLS LODATO, SENIOR VICE PRESIDENT, EDUCATION AND CHILD DEVELOPMENT STUDIES

As it has for decades, the Education and Child Development Studies department continues to meet clients’ evolving needs. In 2012, department experts conducted high-quality research for established and new projects, employing innovative methodology and providing valuable data and insight into education’s most complex issues. NORC education experts are knowledgeable in major research and policy areas from federal programs such as No Child Left Behind, the Race to the Top initiative, and teacher evaluations to the more recent federally sponsored and state-driven initiatives aimed at improving educational outcomes, such as State Longitudinal Data Systems. NORC also has a rich history in education research built on such long-term, landmark projects as the Survey of Earned Doctorates, the Survey of Doctorate Recipients, and the recent National Survey of Early Care and Education.

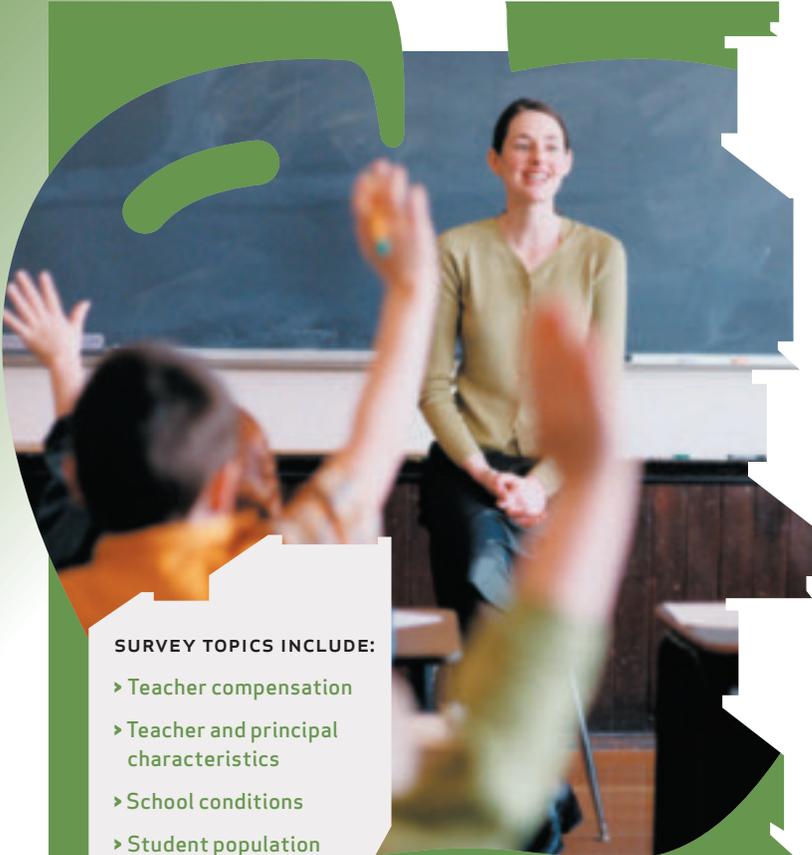
The department is ideally situated to serve as a leader in the area of education research and policy commonly known as P-20W. Already widely adopted by federal, research, and private-sector communities, P-20W is an integrated approach to education research that spans

children in pre-kindergarten through young adults entering the workforce. NORC experts have deep knowledge of each education benchmark point along the P-20W continuum and possess strong experience in labor market outcomes. These factors give the NORC team valuable perspectives into this exciting area of research.

While the department delivers expertise in all aspects of survey research, it also collaborates across the organization—and with colleagues at NORC’s Joint Center for Education Research—to leverage critical capabilities in survey design, methodology, statistics, data collection, evaluation, and analysis. NORC’s Education department is uniquely positioned to help decision-makers, particularly at the state level, grapple with the massive amounts of data available on diverse topics of interest to various education stakeholders. This is exemplified in the work the department is conducting for the National Center for Education Statistics as part of the Education Statistics Support Institute Network.

# NORC Consults for NATIONAL CENTER FOR EDUCATION STATISTICS

In the first year providing statistical expertise to the National Center for Education Statistics (NCES), NORC submitted two final reports to the Education Statistics Support Institute Network, an NCES initiative. The first report assisted the NCES in developing a research agenda related to the State Longitudinal Data Systems. The NORC team created a key data product that maps the Common Education Data Standards (CEDS) variables to research questions from states. The results were posted to the CEDS website. The second report explored the sampling strategy and design of the NCES Schools and Staffing Survey (SASS). NORC will undertake a survey redesign of related questionnaires that the U.S. Department of Education uses to collect a wealth of statistical and descriptive data. Topics on the SASS include teacher demand, teacher and principal characteristics, general conditions in schools, principals' and teachers' perceptions of school culture and problems, teacher compensation, district hiring and retention practices, and basic student population characteristics.



**SURVEY TOPICS INCLUDE:**

- > Teacher compensation
- > Teacher and principal characteristics
- > School conditions
- > Student population characteristics

## High School and Beyond: 30 YEARS LATER



Funded by a grant from the Sloan Foundation, NORC has partnered with the University of Texas, Austin, to continue NORC's esteemed tradition of longitudinal education research by conducting a follow-up survey with the 1980 sophomore cohort of the original High School and Beyond (HS&B) study.

Sample members were last contacted 20 years ago in 1992. In 2012, the HS&B team successfully fielded a pilot feasibility study. The full follow-up study will ask about the participants' current lives—including health and finances—to better understand the concerns, needs, and priorities of this generation. To locate a statistically significant number of the original 15,000-member cohort, NORC is using creative and innovative techniques that have the potential to inform future work of this kind. The full survey will be launched in the fall of 2013 and will be in the field through 2014. With HS&B, NORC seeks to develop and test new methods for reaching former survey respondents, and to contribute to and update the rich, existing dataset from one of the education field's seminal longitudinal surveys.

1980	2012
<b>TOP GROSSING MOVIE:</b>	
Empire Strikes Back	Marvel's The Avengers
<b>COST OF A U.S. FIRST-CLASS POSTAGE STAMP:</b>	
15¢	45¢
<b>AVERAGE COST FOR A BIG MAC™:</b>	
\$1.20	\$4.20

# NORC Completes Its Largest, Most Complex Data Collection for the NATIONAL SURVEY OF EARLY CARE AND EDUCATION



Data were collected from **755** community clusters across all 50 states and the District of Columbia

Each geographical cluster—rural, urban, higher-income, lower-income, heavily immigrant, untouched for decades—provided data from both consumers and providers of early child care and education.



In 2012, the NORC National Survey of Early Care and Education (NSECE) team and its partners completed the most complex and assisted data collection in NORC's history in just 2 weeks by using a multipronged, multimode approach. For the first time, policymakers will know how many childcare providers of early care exist in the United States, who they are, what they see as critical issues, and how satisfied parents and guardians are with their community's childcare options.

households for eligibility, contacted respondents to gain cooperation, and conducted in-person interviews. The ambassadors administered surveys to families, administrators, caregivers, and teachers at a multitude of privately and publicly funded providers—home-based, faith-based, community-based, school-based, and license-exempt.

The NORC team identified both providers and consumers of early care and education and organized them into 755 community clusters. This sampling design provides a comprehensive picture of the relationships among families and providers in a specific community, and then allows stakeholders to extrapolate and generalize about child care in the country as a whole.

Field personnel—known as project ambassadors—prompted participants to complete web questionnaires, screened

## Healthy SCHOOLS, Healthy COMMUNITIES

Based on NORC's strong track record of achieving high recruitment rates in school-based studies, strong levels of completion on web-based surveys, and expertise in the health field, NORC was awarded the subcontract to Battelle for the Healthy Community Survey—Support for School Recruitment (HCS). Funded by the National Heart, Lung, and Blood Institute, the study will examine associations among community-based programs and policies aimed at reducing childhood obesity and various outcome measures. NORC will oversee school recruitment activities with select school personnel in approximately 1,000 elementary and middle schools in 275 communities. In addition to working with school administrators, district leaders, and parents, the team will also capture data from food service directors about selected schools' food service programs.



RECRUITING  
**1,000**  
SCHOOLS IN  
**275**  
COMMUNITIES



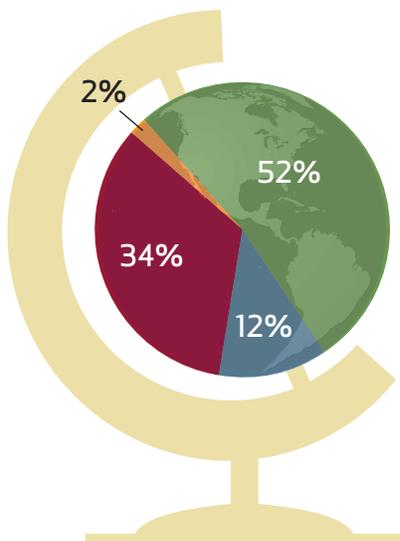
# COMPLETE COVERAGE OF DOCTORATES IN THE 21ST CENTURY

## Survey of Doctorate Recipients

Sponsored by the National Center for Science and Engineering Statistics within the National Science Foundation (NSF) and the National Institutes of Health, the Survey of Doctorate Recipients (SDR) is the only source of data on the career outcomes of U.S.-trained science, engineering, and health (SEH) doctorate holders. As of 2013, this population is estimated at nearly one million.

Since 2003, NORC has been working with the NSF to develop and incorporate an international component for the SDR. Starting with the 2010 cycle, the national and international SDR data are fully integrated. This methodological development not only improves the U.S. population estimates, it also provides complete coverage of the 273,500 U.S.-trained SEH 21st-century doctorate holders (i.e., those who earned degrees after June 30, 2000) in the United States and throughout the world over the course of their careers.

### 21ST CENTURY DOCTORATES\* BY CITIZENSHIP AT BIRTH AND RESIDENCY



- U.S. citizen at birth living/working in U.S.
- U.S. citizen at birth living/working outside U.S.
- Non-U.S. citizen at birth living/working in U.S.
- Non-U.S. citizen at birth living/working outside U.S.

\*Doctorates who earned their degree after June 30, 2000, in a science, engineering, or health field from a U.S. academic institution.

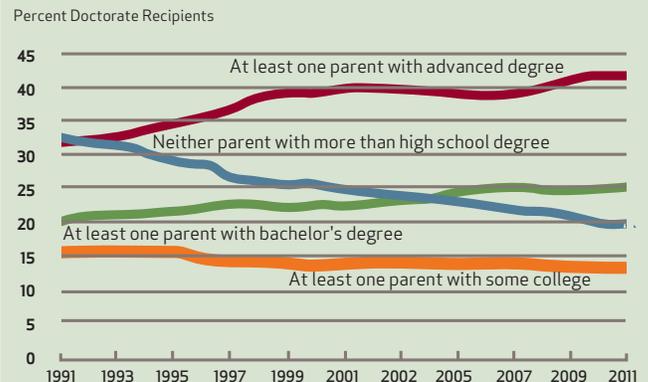
Source: National Science Foundation/National Center for Science and Engineering Statistics, Survey of Doctorate Recipients: 2010.

## Survey of Earned Doctorates

NORC has been conducting the Survey of Earned Doctorates (SED) since 1997 for the National Science Foundation and five other federal sponsors.\* The survey, which tracks characteristics and trends related to doctoral degrees awarded in the United States, is used by educational and labor force planners.

In order to get this critical data into stakeholders' hands earlier, the data collection period has decreased by two months over the past several years. The NORC team has implemented innovations in SED data collection while maintaining the survey's exceptionally high response rate. The SED achieves an excellent response rate of 91 percent or higher and, as the project transitions from paper forms to an online survey, the response rate remains high (65 percent of SED 2012 responses are completed online).

### WHAT INFLUENCES THE PATH TO THE DOCTORATE?



Source: National Science Foundation, Doctorate Recipients from U.S. Universities 2011.

\*In addition to the National Science Foundation, the National Institutes of Health, the U.S. Department of Education, the U.S. Department of Agriculture, the National Endowment for the Humanities, and the National Aeronautics and Space Administration sponsor the SED.



“Our team continues to conduct the research that decision-makers and the public need to understand the complex changes underway in America’s health care system. More than ever, we are focused on disseminating the results of our work so they can inform policies that affect millions of Americans.”

—STEPHEN M. SMITH, SENIOR VICE PRESIDENT, HEALTH CARE RESEARCH

The Health Care Research department had an extremely productive year in 2012, achieving important milestones on many longstanding evaluation projects funded under the American Recovery and Reinvestment Act of 2009, and launching a number of high-visibility efforts stemming from the Patient Protection and Affordable Care Act (ACA). The department’s work spans a growing array of policy issues and employs increasingly diverse methods. As in recent years, much of its work focused on three areas: health information technology (health IT), health insurance coverage and access, and vulnerable and older populations.

Over the past year, the team secured several large-scale, multiyear projects with the Centers for Medicare & Medicaid Services supporting various provisions of the ACA, as well as projects to evaluate portions of the health reform law. To help support and expand upon this robust and evolving portfolio, the department recruited a number of senior experts, including Principal Research

Scientists Cheryl Camillo, M.P.A., Michelle Strollo, Dr.P.H., and Elaine Swift, Ph.D.

In 2012, the Health Care Research department extended its impact by disseminating its work to a wide range of audiences. The October 2012 issue of *Health Affairs* featured two articles co-authored by NORC researchers. Staff members also published on the costs of health insurance in the private market, cost savings associated with the use of generic drugs under Medicare Part D, methods for evaluating community-level health IT interventions, and a host of other topics. In addition to the usual strong showing at the American Association for Public Opinion Research annual conference, NORC had a significant presence at the 2012 AcademyHealth Annual Research meeting, contributing to more than a dozen panels, presentations, and posters, and involving staff at all levels.

# Health IT

## EVALUATING THE IT PROFESSIONALS IN HEALTH CARE (“WORKFORCE”) PROGRAM

In conjunction with NORC’s Education department, the Health Care Research department is in the third and final year of an independent evaluation of the Office of the National Coordinator for Health Information Technology’s IT Professionals in Health Care (“Workforce”) program. The program supports the overarching goal to train a

new workforce of health IT professionals and to help providers implement and maintain electronic health records (EHRs) to improve health care quality, safety, and cost efficiency.

This mixed-method evaluation collects and analyzes data on grantees’ implementation experiences and progress

in training graduates well suited for the demands of the current health IT environment. Modes include qualitative and quantitative data from multiple surveys, focus groups, and in-person and telephone interviews with program directors, students, faculty, and employers.



### HOW DO WORKFORCE PROGRAMS:

- ▶ Integrate evolving curricula?
- ▶ Recruit and train faculty and students?
- ▶ Assist with job placement?



# Health Insurance COVERAGE AND ACCESS

## GATHERING CRITICAL INFORMATION TO INFORM POLICY

NORC continues to assist federal and state policymakers, researchers, and other stakeholders by gathering information on health and access to health care, critical data in

the rapidly evolving health-policy environment. As part of this work, the Health Care Research team is conducting a survey for the California HealthCare Foundation on

Employer Health Benefits in California, and is leading a technical assistance project for the Centers for Medicare & Medicaid Services’ Center for Consumer Information and

Insurance Oversight (CCIIO). The department is also preparing a guide for CCIIO on states’ activities in value-based purchasing (VBP).

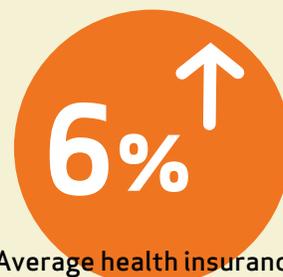
## CALIFORNIA HEALTHCARE FOUNDATION SURVEY OF EMPLOYER HEALTH BENEFITS IN CALIFORNIA

With employer-sponsored health insurance the leading source of insurance coverage in the United States, changes in cost and other characteristics require close monitoring. The Affordable Care Act will have significant implications for the employer

health insurance market, particularly for smaller firms.

For the California HealthCare Foundation, NORC has conducted a survey of nearly 660 private employers in California with three or more

workers. Benefit managers answered questions about the cost of health insurance, offer and coverage rates, enrollment patterns, premiums, employee cost sharing, prescription drug benefits, and wellness and health management programs.



Average health insurance premium increases in 2012

## GUIDE FOR STATES ON VALUE-BASED PURCHASING

On behalf of the Center for Consumer Information and Insurance Oversight, NORC conducted a scan of activities throughout all 50 states related

to value-based purchasing (VBP) by public and private payers. The resulting report provides an operational definition of VBP and offers guidance to state-

based insurance exchanges in becoming active purchasers of qualified health plans. It considers initiatives that include performance standards related

to cost and efficiency, change incentives for providers or plans, and reflects the continuing trend away from fee-for-service care.

# NORC AND THE CENTERS FOR MEDICARE & MEDICAID SERVICES PARTNER ON PROGRAM EVALUATIONS AND SUPPORT TO IMPROVE THE HEALTH CARE OF VULNERABLE AND OLDER POPULATIONS

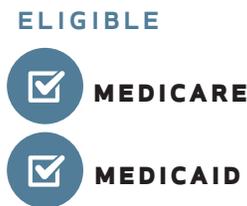
The Health Care Research department provides program and evaluation support for the Centers for Medicare & Medicaid Services (CMS) on projects serving vulnerable and older populations. NORC'S recent work has focused on how to best help CMS facilitate effective and efficient care coordination,

especially in light of new provisions that give states flexibility to test innovative care strategies for patients with complex needs and those eligible for both Medicare and Medicaid. Notable CMS projects in which NORC is playing an integral support or evaluative role are highlighted below.

## The Federal Medicare-Medicaid Coordination Office

Medicare-Medicaid dual enrollees' health care has often been fragmented due to the challenges of coordinating the two programs. The Affordable Care Act established the Medicare-Medicaid Coordination Office to align payment and enrollment among the dual-eligible population. To help support these demonstration programs, NORC provides readiness reviews, implementation monitoring and improvement services, and informational materials for health plans and states.

Aligning payment, enrollment, and health care for dual-eligible Medicare and Medicaid participants



## State Innovation Model Initiative Resource Support

NORC also holds a contract to serve as a State Innovation Model Initiative Resource Support Contractor for the Center for Medicare and Medicaid Innovation. NORC supports partnerships among CMS, governors, and other state officials as they develop models to accelerate the transformation of our nation's health-care system.



Improving care and outcomes for Medicare, Medicaid, and Children's Health Insurance Program (CHIP) participants

## Supporting the Evaluation of Section 1115 Waiver Demonstration Programs

NORC is supporting the development of consistent evaluation designs to facilitate the assessment of Section 1115 Demonstration Programs, with a focus on Delivery System Reform Incentive Payment plans. These waivers offer states added flexibility to foster changes in health care delivery designed to result in better care for individuals, better population health, and cost containment.



## Evaluating the Community First Choice State Plan Option

Authorized under the Affordable Care Act (ACA), the Community First Choice (CFC) option allows states to provide home- and community-based attendant services to eligible Medicaid enrollees. NORC is conducting an evaluation of the CFC option in participating states. The results of the evaluation will inform both a 2013 Interim Report and a 2015 Final Report to Congress, as required by the ACA.



The Community First Choice Option assists in:

Activities of daily living (ADLs) bathing, dressing, eating

Instrumental activities of daily living (IADLs) money management, shopping, housekeeping, meal preparation, medication management, local travel, phone use, and health-related tasks through hands-on assistance, supervision, and other strategies



## Evaluating the Medicaid Health Home State Plan Option

Under the Affordable Care Act, states may establish a coordinated care management service model for Medicaid enrollees called a Medicaid Health Home that is designed to facilitate communication and collaboration among health care providers. NORC is evaluating the implementation experiences and progress of participating states to date to inform a comprehensive 2013 Interim Report to Congress.



**Health Homes**  
Comprehensive care management including:

- > CARE COORDINATION
- > HEALTH PROMOTION

- > TRANSITIONAL CARE
- > INDIVIDUAL AND FAMILY SUPPORT SERVICES
- > ACCESS TO COMMUNITY AND OTHER SUPPORT SERVICES

## Assessment of the National Early and Periodic Screening, Diagnostic, and Treatment (EPSDT) Benefit

Early and Periodic Screening, Diagnostic, and Treatment is a comprehensive and preventive Medicaid benefit for children. NORC is aiding in the assessment of EPSDT to inform policymakers about the range and effectiveness of state EPSDT policies and systems, and to identify ways to improve federal oversight of states' EPSDT services.

NORC'S EPSDT work includes:

- > A LITERATURE REVIEW
- > A 50-STATE SCAN
- > INTERVIEW WITH STATES AND STAKEHOLDERS



## The National Social Life, Health, and Aging Project

The National Social Life, Health, and Aging Project (NSHAP) is a population-based study of health and social factors designed to increase public understanding of the well-being of older, community-dwelling Americans by examining the interactions among physical health, illness, medication use, cognitive function, emotional health, sensory function, health behaviors, and social connectedness.

A collaborative project led by the Health Care Research department and NORC's Center on the Demography and Economics of Aging, NSHAP is a rich source of data for researchers seeking to understand a multitude of factors involved in aging and to identify new strategies for improving health as people age. NSHAP is supported by grants from the National Institutes of Health, with additional funding from NORC.

Wave Two Surveyed:

# 3,000+

study respondents born between 1920 and 1947



Innovative biomeasure collection and cognition measurements, including blood spots, smell, actigraphy, and multiple saliva specimens



Data Collection Methods:

- > In-person questionnaire
- > Biomeasure collection
- > Supplemental self-administered questionnaire





“In this rapidly changing world, global development and financial assistance programs are increasingly relying on research and analysis to ensure that they are responding to the needs of the most vulnerable populations and maximizing scarce resources. Ultimately, doing so produces better project outcomes.”

—JEFFREY TELGARSKY, SENIOR VICE PRESIDENT, INTERNATIONAL PROJECTS

In the evolving and interconnected world of international development, the NORC International Projects (INPRO) department is uniquely positioned to help clients and partners design, implement, and evaluate a wide variety of programs. New projects and clients represent a broad spectrum of work and areas of need around the globe. Geographically, the department added four new countries to its growing portfolio in 2012: Belarus, Cambodia, Kosovo, and Tanzania. INPRO won new work and entered into new client relationships with the United States Agency for International Development (USAID), the Australian Agency for International Development, the InterAmerican Development Bank, and the U.S. Department of State.

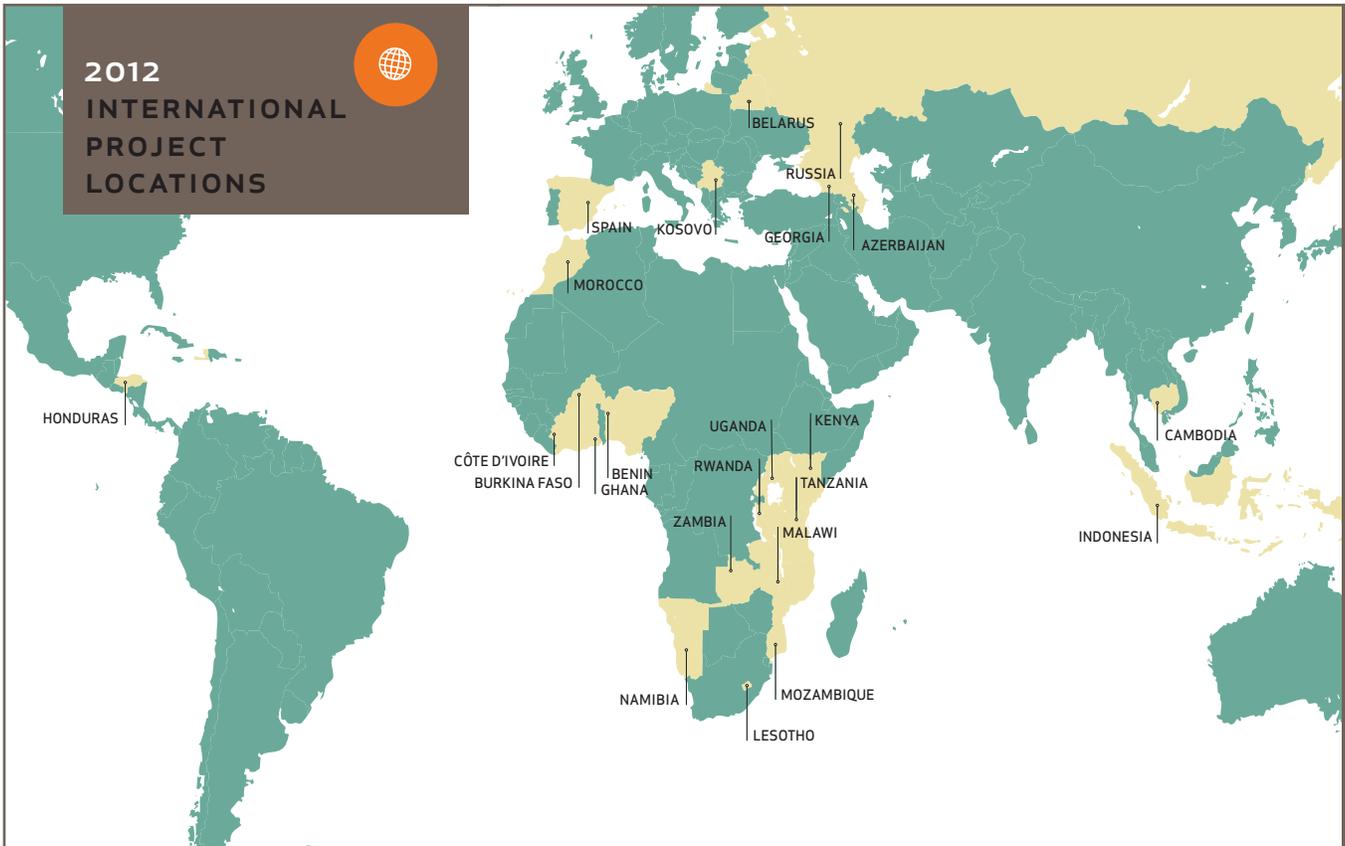
In addition to winning new business, INPRO was busy meeting its commitments on a wide array of established, multiyear projects such as the Kenya Urban Program for the World Bank, the Bank of Spain Household Survey of Family Finances, and Millennium Challenge Corporation (MCC) work in Honduras, including an assessment

of public financial management using the Public Expenditure and Financial Accountability performance measurement framework.

For the first time in the department's history, INPRO was chosen as the prime contractor for a USAID impact evaluation, the USAID/Uganda Literacy and Health Education Program. As a subcontractor, INPRO designed an impact evaluation of the Yes Youth Can! program in Kenya, the largest youth development program in USAID's portfolio.

The department also continues to grow through strategic staff hires. This year, INPRO welcomed Senior Fellow Clifford Zinnes, Ph.D., who brings expertise in impact evaluation, aid effectiveness, and incentive design, among other valuable skills. Throughout the year, the INPRO team was an active presence at impact evaluation workshops and meetings convened by MCC and USAID and at the annual American Evaluation Association meeting.

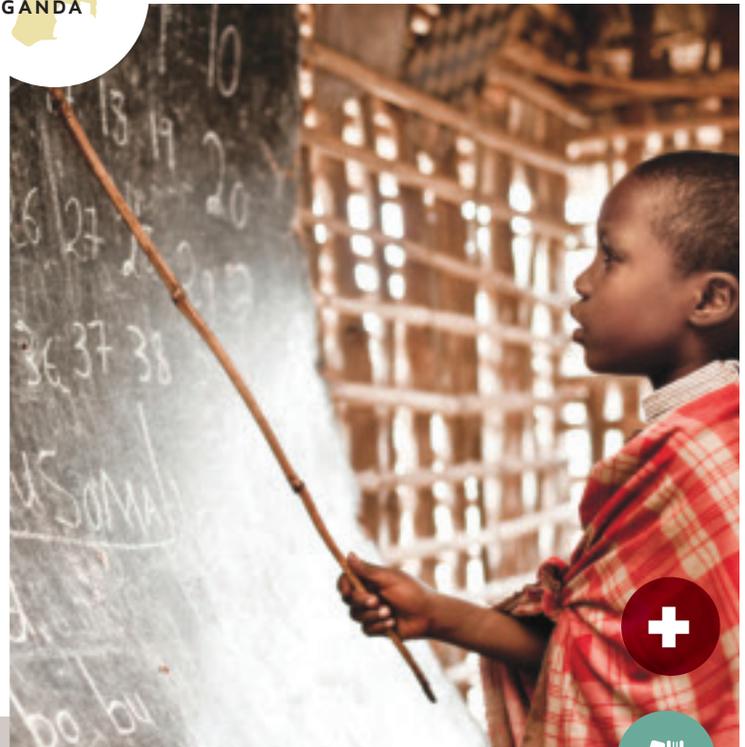
**2012  
INTERNATIONAL  
PROJECT  
LOCATIONS**



## Collaboration with USAID in Uganda Lays Groundwork for ROBUST EVALUATION



In 2012, the International Projects (INPRO) department celebrated a milestone, winning its first prime contract with the United States Agency for International Development (USAID). For this five-year project, NORC will design and implement performance and impact evaluations of the USAID/Uganda School Health and Reading Program (SHRP) and provide guidance and quality assurance for all evaluation-related data collection. SHRP in Uganda has two main components: improving literacy in primary schools and raising awareness of HIV and AIDS among older primary and secondary school students. In a unique development, INPRO staff members worked with USAID and the implementer to design the impact evaluation alongside the actual program. This close collaboration, initiated in the design phase of project implementation, allows NORC to design a more robust and meaningful evaluation that takes into consideration the realities of project implementation.



**TWO MAIN COMPONENTS:**

- 1) improving literacy in primary schools
- 2) raising awareness of HIV and AIDS among older primary and secondary school students

# Evaluating AGRIBUSINESS AND ROADWAY IMPROVEMENTS in Georgia

GEORGIA



The conclusion of the multiyear Millennium Challenge Corporation Compact with Georgia saw NORC deeply engaged in the final stages of the impact evaluations of the Agribusiness Development Activity (ADA) and the Samtskhe-Javakheti Road Rehabilitation Activity (SJ Road).

## ADA GRANTS WERE AWARDED TO:

- ▶ Small-holder farmers
- ▶ Farm service centers
- ▶ Collection, storage, distribution, processing, and packaging enterprises
- ▶ Fruit and vegetable distributors, and other sectors

The ADA awarded grants to small-holder farmers, farm service centers that serve local communities, and collection, storage, distribution, processing, and packaging enterprises. Grants were distributed among the fruit and vegetable, nut, dairy, livestock, fish, and honey sectors. NORC's evaluation is measuring the ADA's impact on agribusiness productivity, profit, employment levels, wages, and investment.

The SJ Road activity focused on rehabilitating and constructing approximately 220 kilometers of the main road that traverses the isolated Kvemo-Kartli and Samtskhe-Javakheti regions and extends to the Turkish and Armenian borders. NORC's evaluation

measures the impact of the SJ Road rehabilitation on transportation costs and economic development in settlements near the road improvements.

The INPRO team is using a rigorous, matched difference-in-difference methodology to evaluate the project's impact. Improved road segments are matched with similar unimproved road segments for comparison to isolate the project's causal impact on outcomes such as household incomes, agricultural prices, and access to markets, schools, and hospitals.

Kvemo-Kartli

Samtskhe-Javakheti



## Do MEDIA FREEDOM TRAINING PROGRAMS in the Former Soviet Union Work?



NORC, working with Mendez England & Associates, conducted a highly sensitive multilingual, web-based survey using NORC's proprietary Liberty web survey application. The goal of this survey of approximately 650 journalists in four former Soviet-bloc countries was to assess the effectiveness of media freedom training programs. These training programs, administered through grants to nongovernmental organizations, are designed to better equip journalists to do their jobs in countries where there are significant government restrictions on the media. Ensuring the confidentiality of the source of the web survey and personal security of respondents was a key factor in employing this web survey. Despite these privacy and security concerns, NORC achieved outstanding response rates of 65-68 percent.

Excellent completion rates for a web survey in the former Soviet Union

**65-68% Completion Rates**



## BUNGES HELP EMPOWER YOUTH

Topics discussed at bunge (youth group) meetings:

- > Entrepreneurship
- > Employment
- > Relations between youth and the community
- > Politics
- > Ethnicity

By the following percentages, bunge members reported that they tend to have a positive impression of the success of a bunge in:

Bringing people together from different tribes:

**73%**

Bringing youth closer to the community:

**91%**

Providing a forum for issues that cannot be discussed elsewhere:

**86%**

**20%**

of youths openly state that the 2007 post-election violence was justified, while 11% admit that there is some possibility that they would participate in post-election violence in the future.

### Over half

the youth are concerned they could be victims of post-election violence in the future. Given that many respondents may be reluctant to discuss these issues with enumerators, the true proportions are likely even greater.

Personal digital assistants (PDAs) were used to collect data from

**10,000 respondents.**

## Yes YOUTH Can!

Kenya's disputed presidential elections in 2007 resulted in widespread violence and unrest. A major contributing factor to the outbreak of post-election violence was social and economic marginalization of youth. In response, USAID initiated the Yes Youth Can! (YYC) Program, an innovative and large-scale initiative to promote youth empowerment in Kenya. By helping young people organize themselves into youth groups called "bunges," YYC aims to empower youth, increase their socioeconomic status, and develop leaders committed to nonviolence among 18-35 year-olds. On a larger scale, there is also hope that YYC can improve relations among different ethnic groups.

NORC designed the impact evaluation and baseline questionnaire and oversaw the data collection by a local firm engaged by United States Agency for International Development, which used personal digital assistants (PDAs) to capture data from 10,000 respondents. The evaluation seeks to measure the relationship between YYC activities and political violence in the March 2013 elections using survey and other data.

NORC developed a quasi-experimental design to assess the project's impact on a range of outcomes. These include: economic indicators, such as income and employment; political empowerment, including participants' sense of their own ability to effect change; trust and social capital in the form of participants' perceptions of community cohesion and inclusiveness; attitudes and behaviors toward ethnicity and violence; and measures of psychological well-being including self-perception, esteem, and relatedness to others.

## Bringing CONSUMER ELECTRONICS AND SOCIAL MEDIA to the Forefront



The INPRO team continues to lead innovation in the use of technology in data collection. In 2012, INPRO fielded surveys in Cote d'Ivoire, Ghana, and Kenya using tablet computers that allowed field staff to upload completed cases daily and download updated questionnaires. Staff members now also use Facebook to integrate social media into respondent locating and monitoring.

In Namibia, INPRO is conducting the first NORC phone-based Liberty survey, following

**3,000+** respondents longitudinally.

Interviewers used Android-based tablets to successfully complete:

**14,000+** household interviews and

**150,000** household listings in

**15 municipalities** for the Kenya Urban Program



“Our work supports the nation’s 21st-century health information needs during a time of historic changes related to the Affordable Care Act and the use of electronic health records.”

—MICHAEL DAVERN, SENIOR VICE PRESIDENT, PUBLIC HEALTH RESEARCH

**The year 2012 was one of significant expansion and diversification for the Public Health Research department, providing staff members with additional opportunities to contribute to positive public health outcomes. The department saw a tremendous amount of proposal bidding, yielding significant new projects and business relationships, including a project for the Food and Drug Administration. In the highly competitive health space, revenues remain strong, thanks to substantial work on the National Immunization Survey (NIS), the National Children’s Study, and initiatives in the areas of health communication, rural health, healthy weight, HIV, community health surveys, and viral hepatitis.**

In addition to ongoing work for the federal government, the department continued winning and producing highly cost-effective work for other clients while still delivering quality data products. The team is currently running surveys of Medicaid program participants for the University of Florida, including the STAR+PLUS Project, the Wellness Initiative Network, and the Young Adult Health Care Survey.

In 2012, Public Health Research expanded into the highly competitive area of state- and community-based public health surveys and won the First 5 LA Community Health Survey for Los Angeles County, which is designed to examine the health and well-being of children zero-five years of age.

NORC’s Atlanta office officially opened in 2012. This new location allows NORC to tap into the robust research community in the region, and to provide in-person support to the Centers for Disease Control and Prevention, for which NORC works on several key projects, including the NIS. The Atlanta office is anchored by Principal Research Scientist David Rein, Ph.D., and Senior Statistician Vicki Pineau, M.S. The San Francisco office, led by Senior Fellow Larry Bye, M.A., is scheduled to open officially in 2013. Bye brings to NORC more than 25 years of experience conducting high-quality public health research for his predominantly California-based clients.

## NORC, University of North Dakota Partner to Establish RURAL HEALTH RESEARCH CENTER

NORC and the University of North Dakota Center for Rural Health were awarded a cooperative agreement from the Health Resources and Services Administration's Office of Rural Health Policy to establish a rural health research center (RHRC) to run through summer 2016. The RHRC will develop innovative rural health research projects with an emphasis on policy implications.

The new center will be known as the **Rural Health Reform Policy Research Center (RHR-PRC)** and will focus on policy implications and developing policy recommendations related to the rollout of the Affordable Care Act (ACA) in rural communities across the country. The new Center will focus on how the ACA affects rural Americans. The RHR-PRC will serve as a centerpiece for the Walsh Center for Rural Health Analysis, which is a special program area within NORC's Public Health department. The Walsh Center conducts policy analysis, research, and evaluations that address the needs of policy-makers, the health care workforce, and the public on issues that affect health care and public health in rural America.



The new Center will focus on policy implications and developing policy recommendations related to the rollout of the **AFFORDABLE CARE ACT IN RURAL COMMUNITIES.**



## HEALTH BENEFIT EXCHANGES Come to California

### DID YOU KNOW?

In 2010, California was the first state in the nation to enact legislation to implement the provisions of the federal Affordable Care Act by creating a health care marketplace: Covered California.



Covered California will go into effect in January 2014.

An estimated 2.3 million California residents will enroll in a health plan through Covered California by 2017.

NORC is at the forefront of the challenges states face as they prepare to implement the Affordable Care Act. Working with the California Health Benefit Exchange, the Department of Health Care Services, and the Managed Risk Medical Insurance Board, NORC is conducting research to determine effective ways to inform Californians about the full range of affordable health coverage that will be available. The Exchange seeks to improve the health of California residents by ensuring access to affordable, high-quality health care.

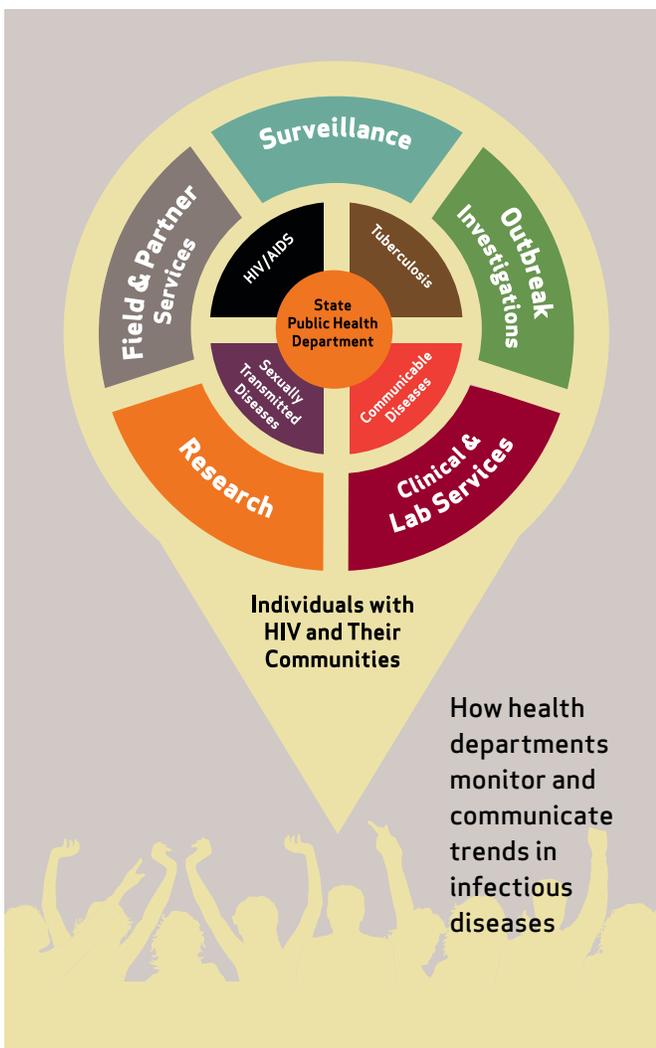
NORC serves as the technical consultant in the Exchange's research and evaluation effort. The first phase includes the creation of an evaluation plan containing both an evaluation working group and an advisory group. Measurable outcomes will be identified and an implementation plan developed. In the second phase, NORC will oversee the implementation plan and be available for problem solving, data review, and reporting.

By 2014, about 2.6 million Californians will qualify for federal financial assistance. Another 2.7 million who don't qualify for assistance could still benefit from guaranteed coverage.

## HIV Open Data Project

The HIV Open Data Project is a multiphase endeavor funded by the U.S. Department of Health and Human Services (HHS), Office of HIV/AIDS and Infectious Disease Policy (OHAIDP) to address challenges associated with monitoring HHS-funded HIV prevention, treatment, and care services. Areas of focus include consistency among key indicators, the ability to summarize progress across HHS-funded programs, and interoperability among data reporting systems. This project will evaluate the feasibility of data streamlining and harmonization strategies across HHS-funded HIV programs.

NORC will work with the OHAIDP on this contract for planning phase activities. Specifically, the project will: 1) catalog current and pending data systems, indicators, and elements, 2) document reporting obligations, and 3) identify opportunities to streamline, harmonize, and improve data flows. Finally, the project will provide recommendations for developing an information management system that permits secure data sharing, facilitates decision-making, and reduces administrative burdens among HIV services grantees.



## NORC Expands Role in Pilot Data Collection for NATIONAL CHILDREN'S STUDY



Children from  
**100,000**

U.S. households will be followed from birth to age 21

The NCS will form the basis of child health guidance, interventions, and policy for generations to come. NORC has a critical leadership role in the NCS Vanguard Study and will administer two of the four Regional Operating Centers that will continue to follow recruited families.

The National Children's Study (NCS), a robust research effort that studies children's health and development, seeks to improve the health and well-being of children and to contribute to understanding how various factors affect health and disease. The study's goal is to examine the effects of genetics and the environment—air, water, diet, sound, family dynamics, community, and cultural influences—on U.S. children's growth, development, and health. The NCS will follow children from approximately 100,000 households from before birth until age 21. The NCS will form the basis of child health guidance, interventions, and policy for generations to come. The study is sponsored by the National Institute for Child Health and Human Development and a consortium of other federal agencies. Findings will be made available on a rolling basis as the research progresses, making potential benefits known to the public as soon as possible.

Currently, the NCS Vanguard Study is piloting recruitment and retention methods. NORC has had a critical leadership role in the study, providing technical assistance and data collection support to many local Study Centers. In addition, NORC recently was awarded contracts to administer two of the four Regional Operating Centers, which will continue to follow the families recruited to the study in 20 locations across the country.

## Laying the Groundwork: How Can We Prevent HEPATITIS C INFECTIONS AMONG YOUNG INJECTING DRUG USERS?

The Division of Viral Hepatitis of the Centers for Disease Control and Prevention (CDC) has hired NORC to survey young injecting drug users while simultaneously administering a rapid antibody test for hepatitis C virus (HCV) infection. The study is being conducted in suburban counties of Milwaukee and Chicago. The survey is using a respondent-driven sampling recruitment methodology.

### MANY PRECAUTIONS AGAINST HIV INFECTION DO NOT PROTECT AGAINST THE HEPATITIS C VIRUS.

The prevention of HCV among injecting drug users is challenging for at least three reasons: 1) fewer harm-reduction and syringe-service programs are located in suburban and rural areas where transmission may be occurring, 2) anti-abuse formulations or prescription medications lead to increased risk of exposure, and 3) many precautions against HIV infection are inadequate to protect against HCV.

To develop effective prevention strategies, the CDC requires formative and survey research about how and how often young drug users engage in specific risk behaviors. Project objectives include testing five different hypotheses about why certain individuals are more or less likely to become infected with hepatitis C. Possible predictors of infection include the type and frequency of drugs used, injection competency, and the source and sharing of injection equipment. The team will begin collecting biospecimen survey data starting in September 2013. In partnership with the CDC, researchers will analyze the data, present their findings, and disseminate them in a peer-reviewed manuscript.



## HEALTHY WEIGHT IN LESBIAN AND BISEXUAL WOMEN: Striving for a Healthy Community

The U.S. Department of Health and Human Services' Program Support Center for the Office of Women's Health has asked NORC to develop and pilot test interventions that promote healthy weight in lesbian and bisexual women. The Public Health Research team is partnering with the University of Missouri to implement two different interventions. The first is a full gym that includes a 12-month membership and four months of personal training, while the second, a smart pedometer, tracks steps, distance, and calories burned. The pedometer also synchronizes wirelessly to a computer or smart phone and offers an online support community. NORC will conduct the randomized controlled trial evaluation of these interventions compared to a control group.



Over 60 PERCENT of U.S. adult women are overweight. Lesbian women are TWICE AS LIKELY to be overweight or obese as heterosexual women.

Source: National Center for Health Statistics, Centers for Disease Control and Prevention, 2007.



“Energy- and community resiliency-focused project work emerged as SEE’s major areas of emphasis in 2012. We expect to strengthen these areas of expertise even more in 2013. We will also leverage our core subject-matter expertise to take the lead in an important new area of emerging research—the Arctic.”

—DOUGLAS E. HIMBERGER, SENIOR VICE PRESIDENT, SECURITY, ENERGY, AND ENVIRONMENT

**Due to the Security, Energy, and Environment (SEE) department’s work on several critical issues in 2012, the department raised its profile with thought leaders across government and academia. For example, the SEE team worked quickly after Superstorm Sandy, conducting vital research for the White House within just 24 hours of receiving the request. The department completed several other significant projects and laid the groundwork for future research.**

In the energy arena, 2012 saw two stand-out initiatives. First, a study led by the SEE team, along with the AP-NORC Center for Public Affairs Research, probed Americans’ opinions about key issues like energy efficiency and energy independence. With this survey, SEE uncovered new insights about our understanding of the American people’s knowledge in this area. Second, SEE collects national data each week for the Energy Information Administration on the price of diesel fuel and gasoline.

Another 2012 highlight is the American Red Cross’ Community Resilience Pilot, a project to strengthen communities through network-based activities. SEE also completed the WHOIS Registrant

Identification Study for the Internet Corporation for Assigned Names and Numbers, which examined who registers internet domains and why.

SEE’s experts stay current with emerging research in all its namesake fields. For example, the SEE team’s expertise positions NORC to capitalize on the tremendous research opportunities emerging in the Arctic. Dramatically reduced sea ice in the Arctic region has led to rapid population and trade growth, creating the need to measure the social impacts of these changes—both positive and negative. SEE has already engaged with policymakers to conduct meaningful research throughout this key region.

SEE is poised to take advantage of the changing structure of government contracts. Teaming—working closely with partners and executing bundled contracts as part of a larger group—in addition to pursuing the prime position on a contract, is part of the department’s 2013 strategy. Regardless of whether or not NORC is the lead on a project, SEE will pursue projects that provide staff members with the best opportunities to use their expertise.

# The public's opinions about the ENERGY they use



"Looking ahead to 50 years from now, how likely do you think it is that by then the United States would be able to stop buying energy from other countries and rely only on energy produced inside the country?"



**EXTREMELY OR VERY LIKELY**

**19%**

18-29 YEAR OLDS

**41%**

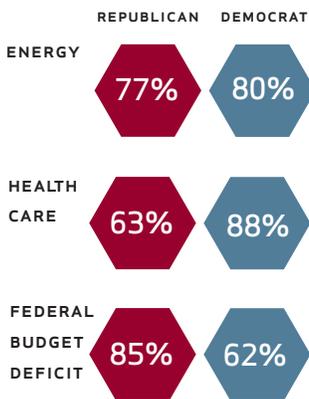
65 YEAR OLDS AND UP

In June, the Associated Press-NORC Center for Public Affairs Research (AP-NORC Center), with funding from the Joyce Foundation, released the results of a national survey that measured the general public's opinions about key energy issues in the United States. For this survey, the second one conducted by the AP-NORC Center, AP and NORC staff members collaborated on all aspects, with input from NORC's Security, Energy, and Environment department, AP's subject matter experts, and Joyce Foundation staff members.

THE SURVEY ASSESSED HOW THE PUBLIC UNDERSTANDS, LEARNS ABOUT, AND ACTS UPON ENERGY ISSUES SUCH AS ENERGY EFFICIENCY AND THE NATION'S ENERGY INDEPENDENCE.

The results provide a clear picture of where the public feels major responsibility lies for the cause of energy problems, and the extent to which government should be involved in solutions. Sixty-two percent of the public believe that the government should be extremely or very involved in finding solutions to this country's energy problems. The survey also reveals a surprising lack of public understanding of the nation's most prominent energy savings programs.

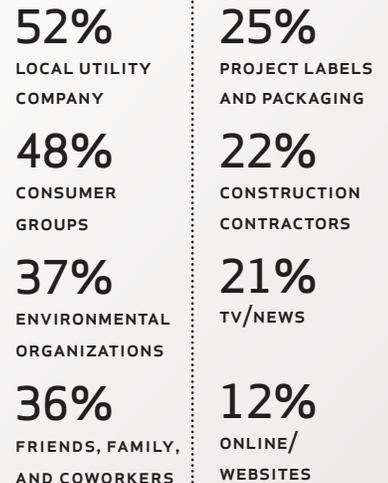
"How important are the following issues to you personally?"



**62%**

of the public believes that the government should be extremely or very involved in finding solutions to this country's energy problems

Percentage of respondents who completely or very much trust these sources' information about ways to save energy:



Percentage of respondents who identified the following energy issues as their top or a high priority for them and their families:

**84%**

RELIABLE TRANSPORTATION

**69%**

SAVING MONEY

**65%** KEEPING HOME COOL IN SUMMER AND WARM IN WINTER

**55%**

REDUCING ELECTRICITY USAGE

**19%**

TAKING SUMMER VACATION

**10%** HAVING THE LATEST ELECTRONIC DEVICES

Source: Energy Issues: How the Public Understands and Acts. [www.ap-norc.org](http://www.ap-norc.org)

## THE ARCTIC: A New Frontier for Research

Melting polar ice plus increased human activity yields unknown consequences.

Climate change brings both uncertainty and opportunity to the Arctic.



The Arctic region of the world—its environment, its culture, and its role in global affairs—is in a period of rapid change, the effects of which are far from certain. With the melting of the polar ice caps, sea ice no longer blocks transportation routes for much of the year, and many shipping and mineral extraction lanes have opened up in the region. The Arctic, which is believed to contain large undiscovered oil and natural gas reserves, has already witnessed increased mining, drilling, vessel traffic, and tourism. These combined activities will require an increased understanding of the security, environmental, and social impacts of further development in the Arctic region.

The United States will begin to assume the chairmanship of the Arctic Council in 2015. The Interagency Arctic Research Policy Committee has committed that research funding across ten U.S.

government agencies will be initiated within the next two years.

NORC's strong program evaluation capabilities and its extensive experience in surveying hard-to-reach populations and ethnic minorities—combined with its experience in innovative data collection and relevant subject-matter expertise—will enable the Security, Energy, and Environment department to excel in social science-related data gathering, research, evaluation, and analysis for the region.

## TEN GOVERNMENT AGENCIES

The Interagency Arctic Research Policy Committee has committed that research funding across ten U.S. government agencies will be initiated within the next two years.

## Building COMMUNITY RESILIENCY

**American Red Cross Resilience Pilot Shows progress: Local communities build knowledge and resources to prepare for natural disasters.**

The American Red Cross Community Resilience Pilot is designed to build community resilience through network-based activities. NORC was selected to evaluate this pilot as it was deployed at chapters in the Gulf region: Miami, New Orleans, and Biloxi, Mississippi. The goal of the pilot was to enable communities to strengthen existing local knowledge, resources, and networks so that they will be better prepared to respond and recover from natural disasters.

NORC's Security, Energy, and Environment and Public Health Research departments collaborated on this 18-month evaluation. In undertaking this study, NORC worked closely with the American Red Cross to develop metrics and indicators aligned with resilience theory, focusing on issues such as social capital, community competence, preparedness, and network strength and sustainability. In partnership with the Louisiana Public Health Institute, the team developed and used a Measurement and Evaluation System to track pilot network's progress toward



building community-level resilience, and to capture survey feedback from network members. To supplement quantitative data, the team partnered with the Policy & Research Group, a New Orleans-based small business, to convene focus groups and conduct stakeholder interviews with key community members. The findings from the evaluation show progress in engaging community stakeholders, developing capabilities among community members, and increasing social capital through political partnerships, increased volunteerism, and network member involvement. Network members report that the program improved community preparedness, particularly for vulnerable populations.

# TRUTH AND THE INTERNET: Who Registers Domain Names?



The Internet Corporation for Assigned Names and Numbers (ICANN) hired the Security, Energy, and Environment (SEE) department and NORC's Statistics and Methodology and Telephone Survey and Support Operations departments to conduct the WHOIS Registrant Identification Study. The project was completed in 2012. The study's goal was to determine the validity, content,

and accuracy of a cross-section of registered domains collected from ICANN's WHOIS databases, which are among the most comprehensive internet registry databases in existence and catalog who "owns" internet domain names.

ICANN hired SEE and additional teams from NORC to conduct the WHOIS Registrant Identification Study.

The project work involved data cleaning, coding, and analysis on large datasets of WHOIS registrant information, and culminated in quantitative and

qualitative data analysis.

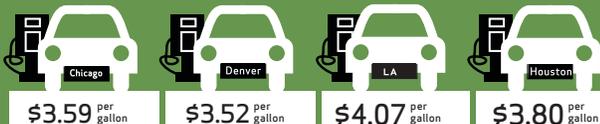
In November 2012, NORC presented preliminary findings at the annual ICANN conference. To disseminate and gain feedback on these findings, ICANN leadership and NORC plan to present the final report to the ICANN international community via webinar in early 2013. The SEE department continues to engage ICANN in 2013 to shape ideas for future research that will be crucial in understanding the Big Data of internet usage.

## Keeping Track of the Price of GASOLINE AND DIESEL FUEL



NOVEMBER 5  
2012

Average  
**\$3.80**  
per gallon



With funding from the Energy Information Administration (EIA), NORC is conducting survey operations for the EIA-878 Motor Gasoline Price Survey and the EIA-888 On-Highway Diesel Fuel Price Survey. The NORC Security, Energy, and Environment, Public Health Research, Health Care Research, Statistics and Methodology, Information Technology, and Telephone Survey and Support Operations departments are collaborating to collect data from a nationally representative panel of gas stations on a weekly basis on the cash price of self-serve, conventional, and reformulated motor gasoline and self-serve motor vehicle diesel fuel. These gasoline and diesel surveys enable EIA to provide stakeholders with gasoline and diesel pump prices at the beginning of each week throughout the year. These surveys are used to monitor changes in both gasoline and motor vehicle diesel fuel prices, to report to Congress and others when requested, to monitor trends in gasoline markets, and to analyze price impacts of new legislative requirements.

**IN OCTOBER 2012, HURRICANE SANDY'S LANDFALL CAUSED A SEVERE DISRUPTION OF THE FUEL SUPPLY CHAIN RESULTING IN FUEL SHORTAGES IN THE NEW YORK CITY (NYC) METROPOLITAN AREA.**

The White House and the Secretary of Energy requested an emergency survey to monitor the vehicle fuel supply conditions in the NYC metropolitan area; EIA hired NORC to head this effort. For ten days, NORC collected data on gasoline station operating status, fuel availability, and damage reports. This information was used by officials to understand the scope of fuel shortages on a daily basis and to develop recommendations for state and local responders in the NYC area following the storm.





“Our department provides insights to reconnect behavioral and physical health, prevent trauma and violence, and improve the justice system. The work we do helps reduce the stigma, discrimination, and poor outcomes that commonly affect people with addiction and mental illness.”

—ERIC GOPLERUD, SENIOR VICE PRESIDENT, SUBSTANCE ABUSE, MENTAL HEALTH, AND CRIMINAL JUSTICE STUDIES

**This was a year of aggressive growth and innovation for the Substance Abuse, Mental Health, and Criminal Justice Studies (SAMHCJ) department. The department built on its foundation of subject matter expertise and methodological excellence in the areas of justice and behavioral health. SAMHCJ continued to solidify its relationships with existing clients in justice and law enforcement, and built relationships with new clients in the behavioral health field. Bruce G. Taylor was named a Senior Fellow within the department and was elected a Fellow in the Academy of Experimental Criminology. Kari Carris, Ph.D., was promoted from within the department to Associate Director in 2012 as well.**

During 2012, the department was awarded 13 contracts and grants in areas and methodologies that reinforce SAMHCJ's nationally recognized expertise. SAMHCJ also received a five-year indefinite delivery/indefinite quantity contract from the Substance Abuse and Mental Health Services Administration in four domains: program evaluation, statistics, health reform and finance, and technical

assistance and training. As part of the Brief Intervention Group Initiative, SAMHCJ staff is working with teams made up of employers and health care workers —also known as Learning Collaboratives—to address risky alcohol use in the workplace by making routine alcohol use screening part of regular employee care.

Based on 2012 successes, new work is planned for justice surveys, randomized controlled trials in applied criminal justice and community settings, bullying and intimate partner violence, substance abuse screening and treatment in hospitals and workplaces, and behavioral health policy.

Looking ahead to 2013, the department is poised to extend its client base to reach new-to-SAMHCJ federal agencies that serve people with mental illness and addiction. The department will actively develop opportunities with nontraditional clients such as the U.S. Department of Defense and the Food and Drug Administration while continuing to serve its core clients: the federal agencies responsible for justice and behavioral health.

## Shining a Light on TEEN DATING VIOLENCE



CURRENT ESTIMATES OF TEEN DATING VIOLENCE ARE INCOMPLETE AND SOMETIMES CONTRADICTORY

NORC TO CONDUCT THE FIRST COMPREHENSIVE U.S. SURVEY

In 2012, the National Institute of Justice hired NORC to conduct the first comprehensive survey of teen dating violence in the United States. The study is designed to determine how widespread dating violence is among U.S. adolescents.

Researchers and practitioners will use this information to design and implement effective violence-prevention programs. The survey will use a random sample of U.S. households to provide a representative estimate of the prevalence of dating violence.

## Making CRIMINAL HISTORY RECORDS Accessible to Researchers

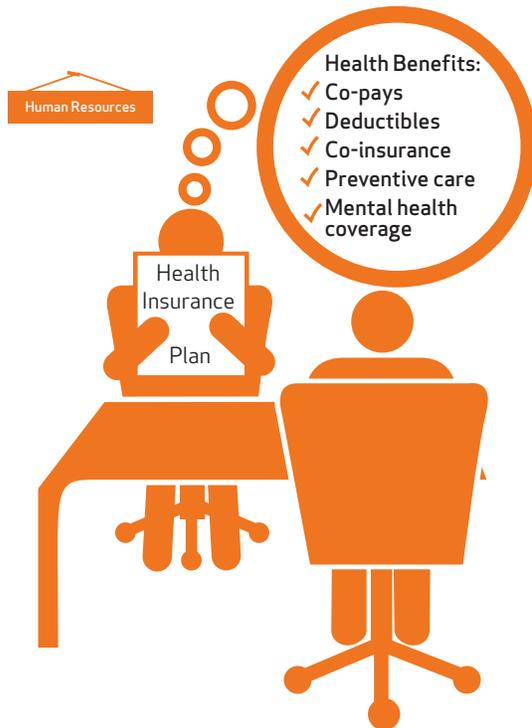
This study developed an open source criminal history conversion software that takes state criminal history records and turns the records into a nationally standardized database. For the first time, researchers will be able to probe the extent to which former prisoners return to criminal behaviors. This conversion of state-specific data into a nationally standardized, electronic research database will allow the Bureau of Justice Statistics and other researchers to conduct recidivism and criminal career studies never before possible.

**This database will allow researchers to conduct recidivism and criminal career studies never before possible.**

NORC began coding records from the Federal Bureau of Investigation's Interstate Identification Index in 2012 to create coding rules that standardize each criminal history record. After the initial crosswalks and coding rules for the current sample cohort are established, dynamic logic rules will be programmed to handle future sample cohorts, including arrest records and codes that may not have been present in the original sample. This will be the first and only conversion software package of its kind.



## Bringing Insurance Equity to MENTAL HEALTH AND ADDICTION TREATMENT



The Mental Health Parity and Addiction Equity Act of 2008 (MHPAEA) requires group health plans and health insurance issuers to ensure that financial requirements—like co-pays, deductibles, and treatment limitations (such as visit limits)—for mental health or substance use disorder benefits are no more restrictive than the those applied to all medical/surgical benefits. The Assistant Secretary for Planning and Evaluation of the U.S. Department of Health and Human Services (HHS) hired NORC to test compliance with MHPAEA and the interim final rules among the Employee Retirement Income Security Act (ERISA)-governed, employer-sponsored group health plans. NORC led a research team that included Milliman Inc., Aon Hewitt, Thomson Reuters/Truven Analytics, and George Washington University.

The team’s analysis focused on information from a variety of existing data sources, including MHPAEA compliance testing databases, Summary Plan Descriptions of mid-sized establishments, and data from national employer health benefits surveys conducted by the Kaiser Family Foundation, Mercer, and the Health Research and Educational Trust.

These surveys provided generalizable information on employers’ coverage of mental health or substance use disorders. To assess plan responses to MHPAEA’s disclosure requirements, team members conducted semi-structured interviews with health plan representatives responsible for their plans’ MHPAEA compliance. The study’s final findings will be used for a Report to Congress from HHS, the Department of Labor, and the Internal Revenue Service.

## Redesigning the NATIONAL CRIME VICTIMIZATION SURVEY



The NCVS obtains data from nearly

**80,000**

households comprising more than

**143,000**

individuals



### DOES CONTEXTUAL PRIMING IMPROVE VICTIMS’ RECALL?

NORC designed and tested Enhanced Contextual Priming as a memory aid for use with the NCVS:

Before reporting on the crimes they experienced, respondents answer questions that prompt them to think about:

- > Personal safety
- > Places they go where crimes can occur
- > People who can commit crimes



The National Crime Victimization Survey (NCVS) is the primary source of information on criminal victimization in the United States. Each year, data are obtained from a nationally representative sample of about 80,000 households comprising nearly 143,000 individuals on the frequency, characteristics, and consequences of criminal victimization in the United States. The NCVS provides the largest national forum for victims to describe the impact of crime and characteristics of violent offenders.

The Bureau of Justice Statistics (BJS) hired NORC to test the effectiveness of memory aids in improving the accuracy of respondent recall. This methodological research tested enhanced contextual cues as memory aids. The project completed more telephone interviews than expected by 10 percent. Final datafiles, documentation, and the methodological report were delivered to BJS.

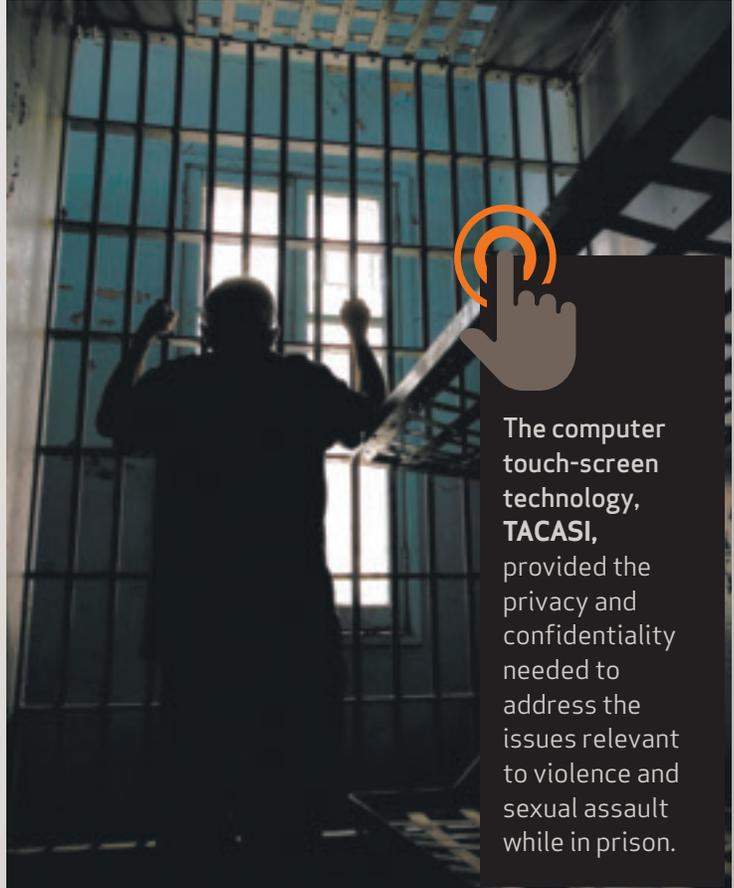
# National Former Prisoners Survey Tackles ASSAULTS IN PRISON

The National Former Prisoner Survey (NFPS) is one of a series of major studies the Bureau of Justice Statistics (BJS) sponsors in response to congressional mandates in the Prison Rape Elimination Act of 2003. In 2012, NORC completed all data-weighting activities, prepared final data files, undertook disclosure analysis, and provided BJS with analytical support.

NORC's final report for BJS provided national estimates of sexual violence within prisons. The NFPS was designed to encourage candid responses by surveying only former inmates, who are not subject to a code of silence or the immediate risk of retaliation. For this study, NORC interviewed more than 17,000 former prisoners.

Interviewers used the computer-assisted personal interview format to obtain background and criminal history information. Respondents then used touch-screen-audio-computer-assisted-self-interview (TACASI) to respond on laptop computers to pre-recorded sensitive questions heard through earphones. The TACASI provided the privacy and confidentiality needed to address the issues relevant to prison violence and sexual assault. The NFPS report is currently informing national and state policies to reduce prison sexual assault and rape.

**17,000**  
former prisoners interviewed



The computer touch-screen technology, **TACASI**, provided the privacy and confidentiality needed to address the issues relevant to violence and sexual assault while in prison.



Examining employment programs' impact on:

household income

employment status

recidivism

overall health

## Do EMPLOYMENT PROGRAMS Help Ex-Offenders Re-Enter Society?

Funded by the U.S. Department of Labor, the Reintegration of Ex-Offenders Random Assignment Evaluation Study (RExO) provides a rigorous evaluation of a demonstration program serving former inmates through employment-centered programs. The evaluation examines impacts on participants' employment outcomes and criminal recidivism by comparing their results to those of randomly assigned individuals who are eligible for, but did not receive, services.

As a subcontractor to Social Policy Research Associates, NORC is responsible for collecting follow-up interview data from program participants and controls. NORC assisted with instrument development and is responsible for supervising a team to locate, contact, and interview this hard-to-reach population.

**ACADEMIC  
RESEARCH  
CENTERS**

**KATHLEEN E. PARKS**

Senior Vice President, Academic Research Centers

**KEVIN BROWN**

Executive Director and Senior Research Scientist, Center for Advancing Research and Communication in Science, Technology, Engineering, and Mathematics

**KATHLEEN A. CAGNEY**

Director and Senior Fellow, Population Research Center; Co-Director, Center on the Demography and Economics of Aging

**BETTY G. FARRELL**

Executive Director, Cultural Policy Center

**THOMAS B. HOFFER**

Director and Senior Fellow, Joint Center for Education Research

**EDWARD O. LAUMANN**

Director, Ogburn-Stouffer Center for the Study of Social Organizations

**BARBARA L. SCHNEIDER**

Principal Investigator and Senior Fellow, Center for Advancing Research and Communication in Science, Technology, Engineering, and Mathematics

**TOM W. SMITH**

Director and Senior Fellow, Center for the Study of Politics and Society

**LINDA J. WAITE**

Director and Senior Fellow, Center on the Demography and Economics of Aging



**“The research conducted within the Academic Research Centers enriches both the University of Chicago and NORC. We combine high-quality, objective research with statistical, methodological, and data collection expertise. We also commit to academic rigor and the dissemination of our research findings.”**

— **KATHLEEN E. PARKS**, SENIOR VICE PRESIDENT, ACADEMIC RESEARCH CENTERS

**The seven Centers that are housed on the University of Chicago campus under the umbrella of NORC’s Academic Research Centers exemplify NORC’s commitment to academic excellence and innovative research. Both institutions—the University of Chicago and NORC—benefit from the relationships among the faculty and staff that come together to understand, explain, and address practical social science problems. In each of the Centers, rigorous scholarship is combined with NORC’s capabilities and commitment to support faculty research, particularly when data collection and statistical support are needed.**

Through its research projects and partnerships with University of Chicago faculty, NORC’s Academic Research Centers are actively training the next generation of social scientists. Both institutions

benefit from graduate research assistants applying theoretical knowledge in a practical setting as they work alongside experts to conduct world-class empirical research. In return, NORC benefits from the new social scientists’ fresh perspectives, energy, and insights.

The Academic Research Centers collectively secured numerous new projects last year. The topics are as varied as the research focus of each of the individual Centers. They range from a pilot project to document the methodological rigor of work supported by the National Science Foundation’s Research and Evaluation on Education in Science and Engineering program to studies of food security, social networks of African-American men at risk for HIV, and an update of the groundbreaking Perry Preschool project that was first conducted in the 1960s.

CENTER FOR  
Advancing Research  
and Communication  
in Science,  
Technology,  
Engineering, and  
Mathematics  
(ARC-STEM)

Funded by the National Science Foundation (NSF), this Center conducts research and provides technical assistance to more than 300 STEM investigators whose efforts are funded by NSF's Research and Evaluation on Education in Science and Engineering program. The goal is to improve STEM education policy, instruction, and learning, both inside and outside formal classroom settings. The Center builds capacity to produce rigorous evidence of what improves STEM instruction and learning; encourages discovery and innovation across disciplines and institutions; and accumulates, synthesizes, and disseminates its findings.

RESEARCH AND  
EVALUATION ON  
EDUCATION IN  
SCIENCE AND  
ENGINEERING  
(REESE)  
CONTINUES IN 2012

The Center received additional funding to continue assessing the methodological rigor of REESE projects and their impacts. Other work measured program impact and includes a complete update of a "bibliometric" database of REESE project publications, citation counts, and journal impact factors. Also, the REESE database was enhanced by adding more detailed demographic and publication information from investigator curricula vitae. The data will be used to assess the impact of REESE funding on researcher productivity.

**A new project** combines secondary analyses of national longitudinal data with analyses of original data collected from undergraduate students enrolled in introductory engineering and computer science courses at Michigan State University and the University of Chicago. Experience Sampling Methodology data will be used to investigate the impact of female and male students' emotional states on their trajectories toward undergraduate degrees in STEM fields.



This work builds on the Center's research on factors that affect underrepresented groups' participation in STEM education, research, and careers, resulting in numerous research studies, publications, and conference presentations.

OGBURN-STOUFFER  
CENTER FOR THE  
Study of Social  
Organizations

The Ogburn-Stouffer Center promotes innovative, empirical research on population, political attitudes and decision-making, community health, social inequality, and social structure. Promoting the education of graduate students in the social sciences is a core mission of the Center, and students are involved in all phases of large-scale survey research.

Center Director Edward O. Laumann and affiliated researchers have long been involved with the National Social Life, Health, and Aging Project. One recent important article by Laumann and Benjamin Cornwell is "Network Position and Sexual Dysfunction: Implications of Partner Betweenness for Men," published in the *American Journal of Sociology*.



SOCIAL NETWORK DYNAMICS, HIV,  
AND RISK REDUCTION

In the first year of a five-year grant from the National Institute on Drug Abuse, the Ogburn-Stouffer Center collaborated with colleagues at the University of Chicago Departments of Medicine, Health Studies, and School of Social Service Administration to develop this survey, which will go into the field in 2013. This longitudinal study uses respondent-driven sampling (RDS) to enroll a sample of younger Black men who have sex with men (MSM)—the segment of the U.S. population with the highest prevalence of HIV and highest rate of new infection. The research focus is on this population's social networks and their influence on members' risk behavior and health outcomes.

Led by a principal investigator who is a physician and researcher with an expertise in social networks, this study draws on NORC's long history of pioneering surveys studying social networks, sexuality, and hard-to-reach populations. The project builds on the Center's successful pilot study using RDS and focused on Black MSM and the impact their social networks have on high-risk behavior.



**U.S. POPULATION WITH THE HIGHEST  
PREVALENCE OF HIV AND HIGHEST RATE OF  
NEW INFECTION: YOUNGER BLACK MEN WHO  
HAVE SEX WITH MEN**

CENTER FOR THE  
Study of Politics and  
Society

The Center for the Study of Politics and Society investigates the mechanisms of societal change. The Center's largest project—and its main focus—is the National Data Program for the Social Sciences and the biennial collection and distribution of its flagship General Social Survey, which was first conducted in 1972. It also coordinates work on its allied surveys in the International Social Survey Program. Additionally, the Center carries out considerable research on religion in general and religious change in particular.



THE GSS  ASKS  
AMERICANS  ABOUT  
DIVERSE TOPICS,  
INCLUDING

 **GUN OWNERSHIP,**  
 **RELIGIOUS BELIEFS,**  
**FINANCES,**  **NATIONAL**  
**SPENDING PRIORITIES,**  **MARIJUANA USE,**  **CRIME**  
**AND PUNISHMENT,**  **RACE RELATIONS,**  
 **QUALITY OF LIFE,**  
 **SEXUAL BEHAVIOR,**  
**AND CONFIDENCE IN**  
 **INSTITUTIONS.**

MORE THAN  
20,000  
RESEARCH  
PUBLICATIONS  
OF MANY TYPES  
ARE BASED ON  
THE GSS

EXCEPT FOR U.S. CENSUS  
DATA, THE GSS IS THE MOST  
FREQUENTLY ANALYZED  
SOURCE OF INFORMATION IN  
THE SOCIAL SCIENCES

WALL<sup>ST</sup>

# 40

## YEARS OF THE GENERAL SOCIAL SURVEY: CHARTING AMERICANS' ATTITUDES ON KEY SOCIAL ISSUES

### THE GENERAL SOCIAL SURVEY

Since 1972, the General Social Survey (GSS) has monitored societal change and studied the growing complexity of American society. Funded by the National Science Foundation, the GSS gathers data on contemporary American society in order to monitor and explain trends and constants in attitudes, behaviors, and attributes; to examine the structure and functioning of society in general as well as the role played by relevant subgroups; to place American society in comparative perspective with other societies and develop cross-national models of human society; and to make high-quality data easily accessible to scholars, students, and policymakers with minimal cost and waiting. Except for U.S. Census data, the GSS is the most frequently analyzed source of information in the social sciences. More than 20,000 research publications of many types are based on the GSS; and about 400,000 students use the GSS in their classes each year. Data from the 2012 round of data collection will appear in a number of trend reports in 2013 that will be highlighted by The Associated Press.

### INTERNATIONAL SOCIAL SURVEY PROGRAM

In 1984, the National Data Program of the Social Sciences and NORC co-founded the International Social Survey Program (ISSP), a consortium of social scientists from 49 countries around the world. The ISSP has conducted an annual cross-national survey since 1985 that asks an identical battery of questions in all countries; the U.S. version of these questions is incorporated into the GSS.

In 2012, the ISSP issued a report, Beliefs about God across Time and Countries, that received international media coverage in Greece, India, Germany, the Philippines, Canada, Thailand, Europe, Asia, Switzerland, the United Kingdom, and the United States, among others.

## JOINT CENTER FOR Education Research

The Joint Center for Education Research (JCER) seeks both to provide a home at NORC for faculty-initiated and directed grant-based research projects and to include University of Chicago faculty and researchers in expert advisory roles within NORC education projects. In 2012, JCER-affiliated researchers published reports and papers on varied projects, including the Survey of Doctorate Recipients, the Schools and Staffing Survey, The Growth Model Pilot Project, the Horatio Alger Achievement Study, and the Survey of Earned Doctorates.

## GETTING ON TRACK EARLY FOR SCHOOL SUCCESS

In 2012, researchers at NORC's Academic Research Centers conducted a pilot test of the mathematics assessment and field tested the literacy assessment at ten preschools in the Chicago Public Schools, one community-based preschool, and two University of Chicago charter schools. The project goal is to create formative assessments of preschool students' early mathematics and literacy skills; the resulting data can be used by teachers to tailor optimal instruction to individual students' current skill levels. By the fall of 2013, the team will have completed field tests of both the literacy and mathematics assessment tools and will expand the assessment testing with an emphasis on Spanish-English assessment tools.

### KEY INNOVATIVE PROJECT POINTS:

- ▶ Formative assessment
- ▶ Breadth and depth of content covered within mathematics (spatial skills and mathematics language) and literacy (oral language)
- ▶ Size and quality of student sample used for psychometric analysis

## THE NATIONAL CENTER FOR EDUCATION STATISTICS (NCES) HAS ENGAGED THE JOINT CENTER FOR EDUCATION RESEARCH ON SEVERAL PROJECTS, INCLUDING:

### TRENDS IN PRIVATE SCHOOL TUITION

The Center is writing a statistics-in-brief report for the NCES, *Trends in Private School Tuition, 1987-88 through 2007-08*. The report will be based on data collected from the NCES Schools and Staffing Survey.

#### PROJECT TO STUDY:

- ▶ Trends and differences by private school characteristics
- ▶ Average highest tuition charged
- ▶ Percentage of schools that discount or modify tuition charges
- ▶ Percentage of students receiving tuition discounts or modifications



### COMPARING KINDERGARTENERS IN 2010 AND 1998

The Center team is writing a statistical analysis report comparing the new Early Childhood Longitudinal Study of the 2010-11 kindergarten cohort (ECLS-K:2010) with the original ECLS-K kindergarten cohort of 1998-99. These are large, nationally representative samples of kindergarteners from all types of schools—public and private. The report will highlight basic findings related to important policy issues and will help researchers tap into the NCES's new data. The 1998 data showed large variations in children's

academic and social skills at the beginning of kindergarten. The new study will assess the stability and change in differences between the two cohorts.

#### 2010 AND 1998 COHORT COMPARISONS:

- ▶ Reading and mathematics achievement
- ▶ Social and academic skills
- ▶ Family educational backgrounds
- ▶ Child health and well-being

## Population Research

### CENTER

The Population Research Center is an interdisciplinary research institution that facilitates cutting-edge demographic analysis on social and economic change in the urban context. The Center promotes collaboration and advances the field of population studies through novel research projects, weekly demography workshops, and sponsored conferences.

In 2012, the Center awarded seven new pilot projects, with funding ranging from \$7,000 to \$20,000, and was home to 48 faculty associates and 20 research affiliates.



During the academic year, the Center hosts a weekly

### DEMOGRAPHY WORKSHOP.

These presentations bring recognized population researchers from a variety of disciplines to the University of Chicago and are a forum for lively, interdisciplinary, and intellectual debate.

### 2012 PILOT PROJECTS INCLUDE:

- ▶ Internal and International Migration in Asia, Africa, and Latin America
- ▶ Neighborhood Characteristics and Hospital Readmission
- ▶ Urban Crime: An Inter-Disciplinary Workshop
- ▶ Improving Data for Research on Poverty and Inequality
- ▶ Higher Education, Merit-based Scholarships and Post-baccalaureate Mobility
- ▶ Developing and Evaluating Data Integration Procedures
- ▶ Social Protection and Labor Market Outcomes in South Africa

THE NATIONAL INSTITUTE OF CHILD HEALTH AND HUMAN DEVELOPMENT HAS FUNDED THE POPULATION RESEARCH CENTER FOR 30+ YEARS

### CENTER ON THE Demography and Economics of Aging

The Center on the Demography and Economics of Aging is one of 14 National Institute of Aging-funded centers across the United States. It facilitates and supports University of Chicago faculty in four key research areas:

1) family living arrangements, 2) race, ethnicity, socioeconomic status and the social context, 3) bio-demography of aging, and 4) health and medicine. The Center's 47 University research affiliates represent diverse organizations and areas of expertise, including sociology, economics, business, psychology, the Pritzker School of Medicine, the School of Social Service Administration, and the Harris School of Public Policy.

### NATIONAL SOCIAL LIFE, HEALTH, AND AGING PROJECT



NSHAP Wave Two Response:

**76%**

among the original cohort and **85%** among the partners cohort for a combined response rate of **78%**



The National Social Life, Health, and Aging Project (NSHAP) is a core project for the Center in collaboration with NORC's Health Care Research department. NSHAP uses innovative data collection to explore how social factors affect and are affected by older people's health. NORC's multimode protocol results in high-quality data, used globally by researchers, physicians, and policymakers. Wave Two data collection maintained NSHAP's high response rates: 76 percent among the original cohort and 85 percent among the partners cohort for a combined response rate of 78 percent. In 2012, the project team prepared the second wave of data for public release and conducted preliminary analyses.

The NSHAP dataset is one of the **MOST HIGHLY USED** in the National Archive of Computerized Data on Aging (NACDA).

## Cultural Policy

### CENTER

The Cultural Policy Center is a nationally recognized joint program of the University of Chicago's Harris School of Public Policy and NORC. This Center is dedicated to researching and understanding the most significant issues affecting arts and culture today. It serves as an incubator for new ways of understanding arts and culture, particularly how they work and how they are informed and affected by policies in the public, private, and nonprofit sectors.

From 1994 to 2008, the New York area led the country in cultural building (\$1.6 billion), while the Los Angeles area saw an expansion of \$950 million, and the Chicago area saw spending of \$870 million on arts-related projects.

## SET IN STONE: BUILDING AMERICA'S NEW GENERATION OF ARTS FACILITIES: 1994-2008



Released in June, *Set in Stone: Building America's New Generation of Arts Facilities: 1994-2008*, is the Center's largest study to date. *The New York Times* featured the study in a major article on the same day that the report and related materials were made widely available via a public-facing companion website.

The project—the culmination of a five-year, comprehensive, empirical study of cultural facility building projects across the country from the mid-1990s to the onset of the economic recession in 2008—provides the most detailed account of when, where, and why large-scale cultural facility building took place in the United States, and its impact.

The report has been adopted by the nation's cultural leaders and is being used as a guide to major construction and renovation projects. The dataset is available for scholars and researchers in the NORC Data Enclave. A scholarly volume and a book of case studies are forthcoming. *Set in Stone* is paving the way for more successful and sustainable arts investments by providing organizations, trustees, donors, government officials, and investors a guide to informed decision-making.

More than  
of the projects studied  
ran over budget, some by  
as much as 200 percent.

# 80%

## PERRY PRESCHOOL DATA THROUGH MIDLIFE: AN UPDATE

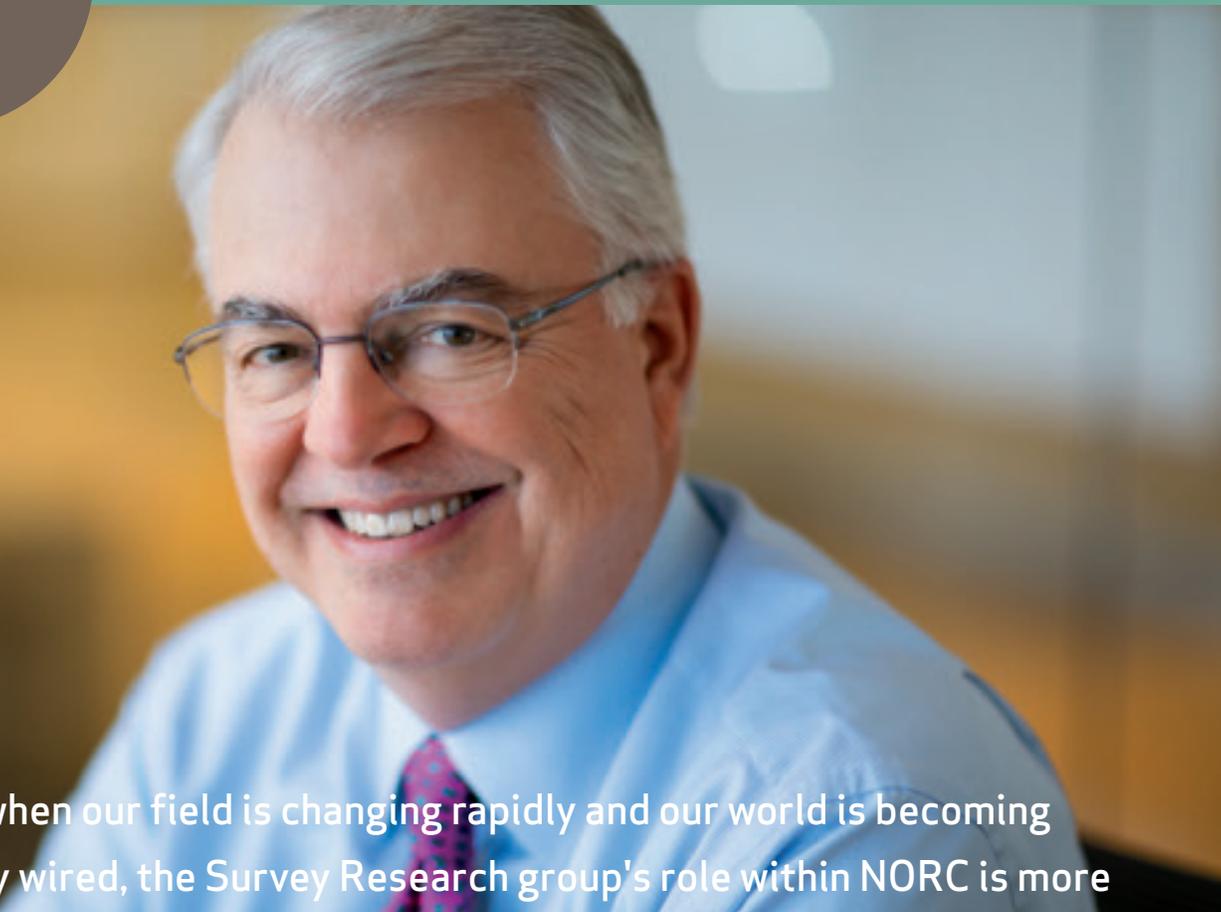
# 1960s

The Perry Preschool Project was an influential, early intervention program for disadvantaged African-American children in the 1960s. This longitudinal follow-up study investigates the long-term impact and rate of return on outcomes including health, earnings, employability, and crime. The study will collect information on key outcomes for an aging sample, drawing questions from the Health and Retirement Study and the Panel Study of Income Dynamics to facilitate comparisons with the general U.S. population. Primary survey data will be augmented with administrative data on crime and cause of death, where applicable. This project will contribute to our understanding of the developmental origins of adult health, as well as the roots of aging.

### NORC WILL PROVIDE:

- > Early childhood information on the **QUALITY OF EARLY HOME ENVIRONMENTS**
- > Objective health data on a set of **BIOMARKERS**
- > **COGNITIVE DATA** using newly created adaptive tests





“At a time when our field is changing rapidly and our world is becoming increasingly wired, the Survey Research group’s role within NORC is more critical than ever. We develop and implement procedural advances, while providing the technical expertise that builds the methodological foundation for every department in NORC.”

—KIRK M. WOLTER, EXECUTIVE VICE PRESIDENT AND SENIOR FELLOW, SURVEY RESEARCH

**The Survey Research group and its two departments, Statistics and Methodology and the Center for Excellence in Survey Research, stay abreast of relevant technological changes and help NORC use these developments to benefit our research work throughout the company. All research tools have both advantages and challenges, and the Survey Research group’s expertise is vital in deciding when each tool is appropriate to use, and in ensuring sound methodology. For example, NORC is using newer research tools, such as web surveys, in ever-increasing numbers. With web surveys, the Survey Research team examines and analyzes a range of issues: how does the user experience differ for each web survey respondent and how can this affect survey results? Variables such as how the questions are presented, how people move through the questions, how color is used, and which fonts are used, all influence the methodological validity of the survey.**

The Survey Research group applied its expertise, in collaboration with colleagues at the University of Chicago, Harvard University, Massachusetts Institute of Technology, and Northwestern University,

to conduct the first NORC presidential election study. The survey measured public opinion about important issues during the 2012 presidential election, including economic recovery, health care costs, and partisanship. The survey consisted of two rounds of data collection, the first one going into the field before the November 2012 presidential election and the second round immediately afterward. The survey found that party affiliation affects how people react to political as well as nonpolitical issues. It also provided insight into the public’s attitudes about and understanding of the Affordable Care Act, the state of the economy, the deficit, entitlement reform, and health care.

Whether providing expertise to NORC’s research department project teams, directly to clients, or leading the department’s own surveys, NORC’s Survey Research group leads the way in applying new research tools and sound methodology to secure reliable results that provide insight into today’s pressing issues.



## STATISTICS AND METHODOLOGY

The Statistics and Methodology team consists of more than 50 M.S. and Ph.D. statisticians and survey methodologists with expertise in many areas, such as sample design and weighting, questionnaire design, data analytics, qualitative interviewing, geographic information systems, and statistical programming. Staff members collaborate on projects and research across every department at NORC, as well as conduct stand-alone projects. In 2012, these projects included the Census Match Study, the Bureau of Labor Statistics (BLS) Quarterly Census of Employment and Wages disclosure limitation project, Mine Safety and Health Administration Illness/Injury Analysis, and the BLS Consumer Expenditure Feasibility of Use of Records data assessment.

The Statistics and Methodology department also contributed significant effort and expertise to a number of contracts awarded to NORC research departments. These include the Centers for Disease Control and Prevention's National Immunization Survey, the Energy Information Administration's Gasoline and Diesel Fuel Surveys, the Health and Human Services Assistant Secretary for Policy and Evaluation Development's Improved Utilization Data on Physician Office and Outpatient Clinic Visits, and the Food and Drug Administration's Rapid Data Collection of Blood Donors in Response to Threats to Blood Safety.



## U.S. Census Data Visualization

In an effort to change the culture at the U.S. Census Bureau to one that embraces data visualization, NORC has organized a series of data visualization workshops and seminars that provide training, in-person consultation, and strategies for communicating statistical analyses in a visual way. NORC has assembled a highly qualified team whose members' collective experience in data analysis, data visualization, and statistical programming deliver the full complement of expertise necessary to expand and advance the Census Bureau's data visualization capabilities for both internal and external users of census data.

### 2012 PROJECT HIGHLIGHTS

The Statistics and Methodology team contributed to the successful design and implementation of more than 70 projects across every department at NORC, as well as 16 stand-alone projects.

#### SELECTED PROJECTS INCLUDE:

- ▶ National Immunization Survey
- ▶ Survey of Earned Doctorates
- ▶ General Social Survey
- ▶ National Longitudinal Surveys of Youth
- ▶ National Children's Study
- ▶ National Crime Victimization Survey Research
- ▶ National Survey of Early Care and Education
- ▶ Evaluation of State Health Information Exchanges
- ▶ Republic of Georgia Impact Evaluations
- ▶ Centers for Medicare & Medicaid Services Public Use Data Pilot
- ▶ University of Wisconsin Formative Research





## CENTER FOR EXCELLENCE IN SURVEY RESEARCH

NORC's Center for Excellence in Survey Research (CESR) provides the NORC research departments with a stable of in-house experts available to assist with statistical and methodological research, sample and survey design, implementation and analysis of surveys, and information collection activities.

In 2012, CESR staff developed a query-based statistical approach to de-identify confidential data, managed data linkage projects for the National Children's Study, led data collection for the National Survey of Early Care and Education, and made statistical contributions to the Survey of Earned Doctorates and the Survey of Doctorate Recipients.

**CESR also funds internal research and development and innovation through small grants. In 2012, CESR:**

- > Awarded 24 grants to researchers within NORC
- > Collaborated with NORC staff on projects and proposals
- > Organized NORC's annual Innovation Days

**DANIEL KASPRZYK**  
Vice President and Senior Fellow,  
Center for Excellence in  
Survey Research



### INNOVATION DAYS 2012

Innovation Days is an annual four-day internal event designed to facilitate the exchange of ideas on the latest work being conducted throughout NORC. Innovation Days 2012 took place in November with roundtable discussions, poster sessions, and 59 employee presentations. Each year, this event has grown in the number of submissions for sessions and participants.



### A Selection of Presentations and Sessions:

- > **GETTING RESPONDENTS' ATTENTION IN THE DIGITAL AGE**
- > **PROVIDER EXPERIENCES AND PERCEPTIONS OF HEALTH INFORMATION EXCHANGES**
- > **ON THE INTERNET, EVERYBODY KNOWS YOU'RE A DOG: USING TWITTER DATA FOR LATENT CHARACTERISTIC EXTRACTION**
- > **ANALYSES OF SCHOOL-BASED INTERVENTION EVALUATIONS FOR THE DICHOTOMOUS OUTCOME OF GANG MEMBERSHIP: METHODS AND DESIGN PARAMETERS**
- > **THE NORC SOCIAL MEDIA DATA KITCHEN: MINING THE WEB FOR SOCIAL SCIENCE INSIGHTS**
- > **TECHNOLOGICAL, SAMPLING, AND OPERATIONAL INNOVATIONS IN REACH U.S. SURVEYS**
- > **USING ANDROID TABLETS FOR SURVEYS: LESSONS FROM THE KENYA URBAN PROGRAM BASELINE**
- > **CLOUD COMPUTING: WHAT IS THE "CLOUD" AND HOW CAN NORC LEVERAGE THESE TECHNOLOGIES?**
- > **TEAMING UP TO TACKLE BIG DATA**
- > **HIGHLIGHTS FROM THE HORATIO ALGER ASSOCIATION'S 2012 STATE OF OUR NATION'S YOUTH SURVEY**



**“NORC fosters an environment that encourages our staff to use survey methods and technology in new and innovative ways to reach people and collect quality data.”**

—MICHELE KOPPELMAN, EXECUTIVE VICE PRESIDENT, SURVEY OPERATIONS AND INFORMATION TECHNOLOGY

**The challenges facing the survey research field continue to evolve as new technology—both hardware and software—is introduced, refined, and widely adopted. The NORC Survey Operations and Information Technology (IT) teams continue to adapt and innovate around the increase in cell-phone-only households, the growing use of tablet computers and smart phones for data collection, and the emerging role of social media in public interest research.**

Our teams track technological advances in consumer electronics and communications and partner with colleagues throughout the organization to ensure that we choose the right data collection methodology for each project. Drawing on decades of experience, and benefiting from NORC's proprietary and customized software and systems, the Survey Operations and IT teams provide valuable insight and guidance before, during, and after the data collection process.

In 2012, we put theory into practice on a number of projects. Through exceptional coordination and collaboration across NORC, we successfully fielded the National Survey of Early Care and Education, an incredibly complex survey with a very short data collection timeframe. The Survey Operations and IT teams contributed to the

survey's strong response rate through rigorous interviewer training and a truly multimode approach in which data were collected from five separate sample groups via the internet, mail, phone, as well as in person.

The launch of a new computer-assisted interviewing system has had many benefits, especially the ability to maximize interviewer efficiency through a dynamic blend of outbound and inbound call routing. The capabilities of the new system are put to the test each week—and really shine—in the rapid data collection employed for the high-profile Energy Information Administration Surveys of Gasoline and Diesel Prices.

It is through this ongoing cycle of leading-edge technology innovation and real-world application that NORC will remain a leader in the pursuit of reliable and objective data.

**JENNY KELLY**  
Vice President, Telephone  
Surveys and Support Operations



**JUDITH NELL PETTY**  
Vice President, Field Operations



**Meetings attended in 2012 include:**

- > American Association for Public Opinion Research Meeting
- > Joint Statistical Meetings
- > International Field Director's Conference
- > Annual Federal CASIC (Computer-Assisted Survey Information Collection) Workshops

## DATA COLLECTION THROUGH MANY MODES

Telephone Surveys and Support Operations (TSSO) and Field Operations are two separate yet interconnected departments that handle NORC's data collection. Both departments focus on delivering reliable data and high response rates through the best technological and operational methods

for each survey. Management teams for Field Operations and TSSO partner with each research department, the IT team, statisticians, and methodologists to support NORC's strategic development and to make sure each project has the appropriate resources. Team members are also active

outside NORC, sharing their knowledge by serving on national advisory committees and presenting papers at national and international conferences.

## National Survey of Early Care and Education

NORC's largest-ever data collection effort required meticulous coordination in order to successfully deploy this simultaneous multimode study. NORC teams had to locate and interview five different respondent types using mail, web, phone, and in-person interviews. The data collection period—a tight 19 weeks—challenged every team member to be flexible, highly organized, and focused.

**5 RESPONDENT TYPES  
VIA 4 MODES:**



> In-person



> Internet



> Telephone



> U.S. mail

### Increased Cell Phone Use Lets NORC Innovate

**NORC analyzed data from select surveys to better understand the behavior of cell phone versus landline respondents. The data showed that missed calls placed to a cell phone are much more likely to be returned than those to a landline. NORC's new software system, unlike most survey management systems, allows interviewers to work in more than one mode at a time so that they can answer inbound calls between placing outbound calls. This blended inbound/outbound methodology results in new efficiencies and increases case resolutions and respondent satisfaction at a lower cost.**

**CALLBACK RATES:**

**1 in 5**  
from cell phones

**1 in 40**  
from landlines

## Supporting the National Children's Study (NCS)



NORC runs **2 of 4** Regional Operating Centers and collects data at **20 SITES** for the NCS.

Since the NCS's inception in 2000, NORC has made significant contributions to this crucial study. Currently, NORC serves as a Field Support contractor, coordinating activities across multiple contractors and providing trainings for their staff. NORC also won contracts to run two of the four new Regional Operating Centers (ROCs), conducting data collection in 20 locations across the country. Throughout 2012, NORC's Field Operations team helped transition and integrate many individual study centers into the new ROC structure.

## Rapid Data Collection in the 21st Century

**The telephone remains a powerful mode by which to collect data, but the way in which researchers collect data by phone has evolved along with technological advancements, including the rise of cell-phone-only households. In 2012, TSSO and the IT team tested and leveraged NORC's new survey management system. Perhaps the best demonstration of the new system's capabilities has been on the Energy Information Administration (EIA) Surveys of Gasoline and Diesel Prices, which runs every Monday morning and delivers data to the client by that afternoon. Respondents choose one of five communication methods: interactive voice response, inbound computer-assisted telephone interviewing (CATI), outbound CATI, web survey, and email/fax.**

The EIA Surveys of Gasoline and Diesel Prices achieves a

**99%**  
response rate



SOCIAL MEDIA

THE IT TEAM HAS PARTNERED WITH RESEARCHERS THROUGHOUT NORC TO TEST AND USE SOCIAL MEDIA IN A VARIETY OF WAYS, INCLUDING:

- > RESPONDENT COMMUNICATIONS
- > INSTANTANEOUS RESPONDENT INCENTIVES
- > DATA COLLECTION

RONALD J. JUREK  
Chief Information Officer



JOSHUA P. SEEGER  
Vice President, Technology



JEFFREY R. VOSE  
Vice President, Information Technology Project Services



## INNOVATION THROUGH STRATEGIC TECHNOLOGY

The Information Technology (IT) department plays a key role in NORC's core strategy to be a leading research organization. The department collaborates on the selection and deployment of new technologies to

effectively meet specific project needs. Working with experts throughout the organization, the IT group has developed new proprietary software that helps advance clients' research agendas. These include the

flexible and cost-effective web survey system, Liberty, and a mobile case management application, NORCSuite-Mobile.



### Mobile at the Forefront

NORC continues to enhance its use of mobile devices and applications in data collection through the use of tablet computers and smart phones. NORC employees are also being given greater mobile access through new secure mobile apps to help them stay connected, be more effective, and to encourage innovative thinking in this important research arena.

INTEGRATED SYSTEMS

### NORCSuite Enhancements Aid Multimode Data Collection

NORC's IT team delivered NORCSuite, a sophisticated suite of integrated systems that facilitated a highly successful data collection effort for the National Survey of Early Care and Education (NSECE). The system provides multimode data collection within an integrated survey database, allowing for seamless movement of cases from mode to mode. Several innovative processes and automated components support this massive data collection. Due to NSECE's volume and scale, the project team was able to implement several core NORCSuite functional and performance innovations. All these improvements have been integrated into the core system to benefit current and future projects.

### NORC Creates Open Source Conversion Software Package for RAP Sheet Project

For the Bureau of Justice Statistics, NORC is addressing some of the challenges inherent in conducting recidivism and criminal career research. To create a more cost-efficient, accessible, and secure system for researchers, the IT team is creating an open source conversion software package that takes state electronic criminal history records, or RAP sheets, and converts the files into nationally standardized codes. They will be used to examine the extent to which former prisoners return to criminal activity.



### NORC Data Enclave Takes on Big Data

The Data Enclave, NORC's acclaimed solution for secure remote access to sensitive microdata, continues to expand its user base and the number of datasets it houses. In 2012, the NORC team took on the challenges of introducing Big Data—very large datasets requiring exceptional technology because their size is beyond what commonly used software tools can manage in a reasonable timeframe—into the Data Enclave.

To meet these challenges, the Data Enclave engineering team collaborated with its

external technology partners to evaluate Big Data solutions for NORC's particular client and researcher needs. Ultimately, NORC's IT experts selected and deployed a high-performance computing solution based on massive parallel processing and research analytics technology. The capabilities developed from this activity will also benefit NORC clients with Big Data projects, such as social media analysis, that do not require the secure, remote-access environment offered by the Data Enclave.



“The Finance and Administration departments continue to navigate increasingly complex government regulatory and accounting environments while supporting a corporate culture that nurtures innovation and research excellence. Each department brings its own expertise and a commitment to serving the public good.”

—JAMES E. DUNNE, EXECUTIVE VICE PRESIDENT AND CHIEF FINANCIAL OFFICER

**Each department in Finance and Administration—finance, accounting, contracts and grants, facilities, purchasing, and human resources—makes a significant contribution to NORC’s financial success by supporting the research departments and the organization with skill and integrity. A point of pride for each department is staying current with and meeting federal regulations in all areas of NORC’s business. At the same time, the departments push to refine how they conduct their business, implementing new and appropriate technology and systems to realize cost efficiencies and better serve both staff and clients.**

2012 was a successful year for NORC, as amply outlined throughout this Annual Report. On the client front, NORC successfully defended its major program areas by bidding on and winning re-competition solicitations. The research departments also won a record amount of new business. Perhaps a less-visible but equally important accomplishment from 2012 is NORC’s continued reinvestment into its business. In particular, the company focused on capital improvements to enhance capabilities and position NORC for future growth. One sign of this growth includes the opening of new offices to better

serve clients, and to tap into the talents of experts and research communities around the country. Atlanta, Boston, and San Francisco are all now home to permanent NORC office locations. NORC also completed a major expansion of our Bethesda offices to better support the needs of our clients and accommodate our growing staff in the D.C. Metro area.

Changes in government regulations and meeting federal compliance requirements remain a focus and a challenge for each of the finance and administration departments. In 2012, each team met or exceeded expectations in these two critical arenas. This achievement gives NORC a strategic competitive advantage as our staff members remain well versed in navigating the complex and rapidly changing government regulatory environment. When we combine the growth of NORC’s business portfolio with increased efficiencies and meaningful cost controls in the back office—and a laser-like focus on compliance with government regulations—it is clear that NORC’s financial condition remains strong and the company is well positioned for the future.

CURTIS J. BAILEY  
Controller

ANDREY M. PRYJMA  
Director, Human Resources

LINDA K. SHARP  
Director, Facilities

BETTY WOOD  
Director, Contracts and  
Grants Purchasing



## FINANCE AND ADMINISTRATION

### Cost Efficiencies, Enhanced Collaboration Make 2012 Shine

The Accounting department's main focus remains meeting compliance regulations and achieving successful audits. Additionally, the department implemented a new electronic system to streamline client invoicing in 2012, leading to increased process and cost efficiencies. As a result of a new leadership structure implemented in 2011, the department has realized better cost control and enhanced collaboration with NORC project teams.

### Compliance and Reporting: Nuts and Bolts of the Business

In 2012, the Contracts and Grants function expanded by integrating the NORC Purchasing department. With this expansion, the combined department is able to provide better service to both external and internal clients. Staff members work hard to stay current with changing federal regulations through ongoing training. Federal compliance and reporting continue to be a strong emphasis for all aspects of the Contracts, Grants, and Purchasing team.

### Meeting the Needs of a World-class Staff

To recruit, develop, and retain top staff, the Human Resources (HR) department continues to seek out and implement appropriate innovations in all aspects of its work. One example is the roll-out of a new electronic system that facilitates employee-HR interaction by giving staff members more control over their personal information. After more than a year of development, testing, and training the entire NORC staff, HR successfully launched a new employee performance appraisal system that enhances the mutual feedback loop between employees and supervisors, and that will better guide NORC employees' career development at every level.



## NORC Continues to Add Office Space

Facilities team members are responsible for the day-to-day operations at each of NORC's office locations, as well as working with the executive team to build out new locations in strategic markets. In the spring, the new Atlanta office held an open house for stakeholders, researchers, and local dignitaries. The Boston office was completed in 2012 and now provides a home base for NORC in the Northeast. On the West Coast, NORC signed a temporary, short-term lease in San Francisco while the Facilities team looked for the right permanent space to meet the needs of this growing research team. With help from NORC's Security, Energy, and Environment department, Facilities updated the company's emergency action plan and contracted with Amerilert to enhance the employee emergency notification system.



NORC Atlanta office open house

## BUSINESS DEVELOPMENT AND COMMUNICATIONS

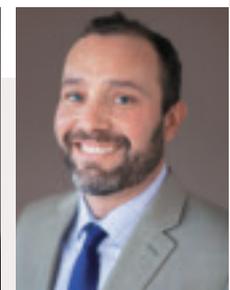
### Getting the Word Out about NORC and Its Research

The Communications team continues to refine the ways in which NORC spreads the word about its work. In particular, adding a full-time, Bethesda-based Public Affairs Manager has created greater visibility for NORC's projects and expertise and helped ramp up NORC's social media activity. Internal communications work focused on the development of a new company intranet, a

long-term strategic initiative to enhance collaboration and share knowledge across the organization.

JEFFREY HACKETT  
Director,  
Business Development

GREG LANIER  
Vice President,  
Communications



### Supporting NORC's Growth

The Office of Business Development is often the first point of contact for many clients and partners. The office serves as a clearinghouse, connecting new contacts with the right people at NORC. In this past year, staff members helped prepare and produce a significant number of proposals. Business Development staff members also served on an internal team tasked with improving the proposal process, specifying proposal best practices, and developing a new proposal database at NORC.



## Senior FELLOWS

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



**Dan A. Black**

- Measurement error
- Human capital
- Urban labor markets



**Norman Bradburn**

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



**Henry H. Brownstein**

- Drugs and crime
- Illicit retail drug markets
- Crime measurement and statistics
- Violence, violent crime, and homicide
- Qualitative research methods



**Joseph S. Broz**

- Energy technology
- Unconventional gas and oil recovery
- Arctic energy issues
- Renewable energy
- Energy security
- Homeland security and defense
- Radiation detection, environmental protection, and climate change



**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 health
- Health reform



**A. Rupa Datta**

- Questionnaire design and survey data quality
- Educational choice and decision making
- Survey design in early care and education



**Jon R. Gabel**

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



**Larry V. Hedges**

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



**Jay Himmelstein**

- Health information and health insurance exchange policy and technology
- Public sector health delivery system reform
- State-based health care reform implementation
- Medical care for vulnerable populations



**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



**Felicia LeClere**

- Public health
- Data dissemination
- Demography
- Health disparities



**Robert T. Michael**

- Economics of child and family policy
- Impact of inflation and women's employment on families
- Adolescent and adult sexual behavior
- Divorce
- Demography and policy



**Wilhelmine Miller**

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



**Christine Nye**

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



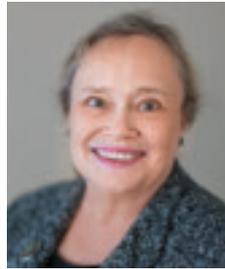
**Colm O'Muircheartaigh**

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



**Stephen Raudenbush**

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



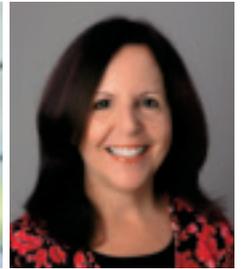
**Patricia Ruggles**

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



**Seth Sanders**

- Labor markets
- Economic demography
- Administrative data



**Susan Schechter**

- Survey management and operations
- Using cognitive research methods to improve questionnaire design
- Collecting data from rare or hard-to-reach populations
- Sensitive questions



**Fritz J. Scheuren**

- Human rights
- Voter behavior
- Statistics in the social sciences



**Barbara L. Schneider**

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



**Michael Sinclair**

- Complex sample survey design and analysis
- Nonsampling error
- Civil rights data collections
- Criminal justice statistics
- Establishment surveys
- Data linkage



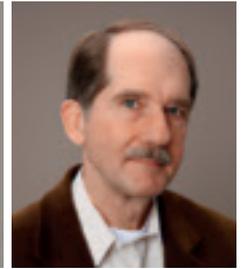
**Avinash C. Singh**

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



**Becky A. Smerdon**

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



**Tom W. Smith**

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



**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
- 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



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- Aid effectiveness
- Impact evaluation
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United States President Barack Obama throws a football at Soldier Field following a NATO working dinner in Chicago on May 20 , 2012. Source: Wiki-Commons

President Ronald Reagan discussing remarks on the Iran-Contra affair, Oval Office. Source: Wiki-Commons

The Space Shuttle Challenger. Source: NASA

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News Kiosk in Former Soviet Union, courtesy of Larry Ott

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Black child lifts a leg while his mother puts on his socks at a 12th street beach on Lake Michigan on Chicago's Southside... - NARA - ARC# 556294. Source: U.S. National Archives and Records Administration

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**Cover Illustration:**

John Solimine, Spike Press

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Imelda Demus, Ned English, Yajaira Gijon,  
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