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65

**BUILDING ON
OUR HISTORY**

2006 ANNUAL REPORT

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NORC, known since its founding in 1941 as the National Opinion Research Center, has offices on the University of Chicago campus and in Chicago's downtown Loop, Washington, DC, Bethesda, Maryland, and Berkeley, California, as well as a field staff that operates nationwide. NORC's clients include government agencies, educational institutions, foundations, other nonprofit organizations, and private corporations. Although NORC's national studies are its best known, our projects range from local to regional and international.

NORC creates unique value for its clients by developing effective, innovative solutions that combine state-of-the-art technology with high-quality social science research in the public interest.

Our project work is interdisciplinary, with strong staff cooperation across substantive and operational areas. And NORC is an equal opportunity employer, committed to facilitating the personal and professional development of everyone on our staff.

2006 ANNUAL REPORT

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Letter from the Chairman and President

2006 marked NORC's 65th year as the largest university-based survey research center in the U.S. In the last year, as in the previous 64, NORC and its staff made seminal contributions to public knowledge, adding significant new survey data, improving the operational and methodological efficiency of survey research, and delivering high-quality reports on attitudes, social, political and economic behavior, and the efficiency and effectiveness of public programs and policies.

The year brought new leaders to NORC. Clayton Rose, the former head of global investment banking for J.P. Morgan and Co., Inc., joined NORC's board of trustees in October. After 30 years in financial and managerial roles at the Gas Technology Institute, Jim Dunne became NORC's new Chief Administrative Officer, with primary responsibility as its Chief Financial Officer. Formerly director of infrastructure for Sempra Energy and director of technology infrastructure at the Tribune Company, Ron Jurek joined NORC late in 2006 as Vice President, Infrastructure and Systems Operations. Our group of senior fellows grew to 9 with the addition of health policy analysts Jon Gabel and Michael J. O'Grady.

The year brought sadness along with success. The passing of former NORC director and noted sociologist Peter Rossi prompted us to recall his groundbreaking work on homelessness, occupational prestige, and public reaction to emergencies like the Cuban Missile Crisis and the New York City blackout. And the death of longtime

trustee and Vice Chairman Joe Sullivan left us missing and appreciating his advice and counsel.

We continued to win new work in the technology and international arenas in 2006, moving these groups from start up status to full fledged departments. Hatem Ghafir, who also serves as project director for the Qatar National Education Data System (QNEDS), will lead the newly formed Technology Solutions department as vice president and director. The department launched the highly successful American Hospital Association Quality Center and work continues on the QNEDS. The coming year will focus on expanding this natural outgrowth of our survey and analytical business lines. Our International Projects department won two contracts in 2006 to evaluate overseas development activity by the Millennium Challenge Corporation (MCC). Leading project teams that include the RAND Corporation and the Urban Institute as well as local partners, NORC will assess the impact of MCC-funded programs in Benin and the Republic of Georgia.

We also launched an exciting new technology in 2006 – a data enclave. This is a protected environment that makes otherwise inaccessible data available to authorized researchers while preserving confidentiality. We expect it to make important strides in the field of knowledge management. We also established a new program, the Joint Center for Education Research, led by Tom Hoffer, to expand and develop a role for collaborative work with the University of Chicago and other education research groups.

Work on existing projects continued to yield positive outcomes. Of special note was renewal of the contract to conduct the National Longitudinal Surveys of Youth (1979 and 1997



Edward O. Laumann
Chairman



Craig G. Coelen
President

cohorts) for the Bureau of Labor Statistics. Recent analyses of NLSY data have shown that mothers who attain a college education have higher earnings than their counterparts who do not. The past year also saw the very successful completion of data collection for the Residential Energy Consumption Survey and the first round of work on the National Social Life, Health, and Aging Project (NSHAP), which included groundbreaking work using biomeasures (e.g., blood samples, saliva samples, height and weight measurements, and measures of touch sensitivity) collected by interviewers without prior medical training rather than by health professionals. A project commissioned by the State of California found that the state has one million problem gamblers. The General Social Survey concluded its 26th round with an impressive 71 percent response rate. The data showed shifts in public opinion in several areas that have been followed since 1972, including the public's opinion that men are better suited to political office than women—only 22 percent agreed with the statement in 2006, down from 43 percent in 1972.

The Bill and Melinda Gates Foundation renewed funding for NORC's evaluation of the Gates Millennium Scholars and the Washington State Achievers programs, both aimed at improving educational outcomes. And the most recent Survey of Earned Doctorates showed that 2005 produced the highest number of doctorates earned since the SED began in 1957 and that the top 10 percent of doctorate awarding institutions accounted for nearly half of all doctorates awarded.

Our hard work and financial investment in telephony infrastructure produced dividends as well. We realized a large gain in telephone interviewer efficiency (up to a 20 percent reduction in

interviewer hours on random digit dial surveys), moving us to the forefront of our industry in this respect and fulfilling our commitment to leadership in the field of survey research and methodology. Another demonstration of our strength and depth of knowledge came as a record number of staff members presented papers at professional conferences.

Finally, our logo, website and offices were each updated. Offices at One North State Street in Chicago's downtown Loop were renovated; they now are home to NORC's new infrastructure and digital security center and a 300-seat state-of-the-art telephone interviewing center. We signed a new lease for office space at 55 East Monroe, built out and newly furnished 80,000 square feet of workspace for 270 professional staff. The East Monroe space includes displays that highlight NORC history, our contributions to the science of survey research and public policy assessments, and our ties to the University of Chicago. The new NORC website provides current information about NORC and its work to clients, scholars and prospective employees.

With a strong and talented staff and continuing improvements in our methods and operations, we feel ready to take on the challenges facing our organization, our industry, and our society.

Edward O. Laumann
Chairman

Craig G. Coelen
President

IN MEMORY

The NORC community was saddened by the October 7, 2006 death of sociologist Peter H. Rossi. Rossi was professor emeritus at the University of Massachusetts and Director of NORC from 1960 to 1967. Jim Davis, Rossi's successor as NORC Director, says that Rossi "had 'perfect Sociological pitch.' I have never known anyone else whose judgment on the pluses and minuses of a research idea or project were more on target."



Rossi's career was distinguished by his use of social science tools to study pressing issues and to inform the public debate. Rossi was the architect of or a central contributor to many innovative NORC research inquiries. He inspired the 1963 rapid-response survey following the assassination of President Kennedy (designed in collaboration with Norman Bradburn, Fansayde Calloway, Jack Feldman, and Paul Sheatsley). He was similarly instrumental in originating the study of public reaction toward the Cuban Missile Crisis and the New York City blackout. Father Andrew Greeley told the *Chicago Tribune* that the study of Catholic education on which he and Rossi collaborated was "the first systematic study of Catholic schools." Rossi secured funding for NORC to replicate the North-Hatt study of occupational prestige, using what is now called the Hodge-Siegel-Rossi scale. This measure has been subsequently fielded on the General Social Survey. Norman Bradburn, also later Director of NORC, credits Rossi with securing the funds for Bradburn's own study of happiness. Craig Coelen, NORC's current president, said "Rossi appears to have taken risks and generated some opposition, but he created an extraordinary record of personal research and attracted exceptional talent to NORC and the University."

Rossi's own research took on thorny social issues, examining urban renewal and racism among many other topics. In 1985-86, long after he had left NORC, Rossi designed and served as the principal investigator of NORC's survey of the homeless population in Chicago. The first statistically sound study of a homeless population, the study produced the only reliable estimates of the size of the homeless population in any U.S. city at the time and was also notable in capturing the physical and mental health circumstances of that population.

NORC Senior Fellows

Dan A. Black

Norman Bradburn

Jacob J. Feldman

Jon R. Gabel

Michael J. O'Grady

Colm O'Muircheartaigh

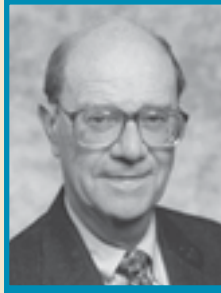
Barbara L. Schneider

Tom W. Smith

Kirk M. Wolter



Dan A. Black



Norman Bradburn



Jacob J. Feldman



Jon R. Gabel



Michael J. O'Grady



Colm O'Muircheartaigh



Barbara L. Schneider



Tom W. Smith



Kirk M. Wolter



CHILDREN AND YOUTH CRIMINAL JUSTICE ENERGY HOUSING, NEIGHBORHOOD, AND COMMUNITY EPIDEMIOLOGY INTERNATIONAL WORK SOCIETY AND CULTURE STATISTICS AND METHODOLOGY SUBS
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AND COMMUNITY EDUCATION HEALTH CARE DELIVERY AND OUTCOMES HEALTH POLICY AND EVALUATE



FOCUS AREAS

EDUCATION HEALTH CARE DELIVERY AND OUTCOMES HEALTH POLICY AND EVALUATION PUBLIC HEALTH AND
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CHILDREN AND YOUTH



NORC has built a strong record of research relating to children and youth over the past 30 years. The General Social Survey, for example, has been regularly collecting information on attitudes to children and child-rearing since its inception in the early 1970s. We began participating in the much-used and well-regarded National Longitudinal Survey of Youth (NLSY, see further below) a few years later.

Our experience includes examining the effects of pre-school programs, performing child assessments on the children of new immigrants, looking at neighborhood effects on disadvantaged children, studying the prevalence of smoking in high schools, assessing the effects of interventions for children in foster care and the extent of fathers' involvement in permanency planning for their children in foster care, and measuring vaccination rates among young children. We have also done studies to identify the health effects on children exposed to toxic substances (such as methyl parathion and diisocyanates).

We provide special training to interviewers in interview techniques that are sensitive to the needs of children and in the use and administration of child assessment instruments. We are also expert in children's records collection, including foster care, educational, and medical records.

Latest Projects *National Children's Study (NCS)*—Vanguard Center in Waukesha, Wisconsin. The NCS is the largest and most comprehensive long-term study of children's development and health ever undertaken in the United States. It will provide resources for understanding the etiology of childhood illness and developing promising interventions for prevention. NORC's role, as a major partner with the University of Wisconsin-Madison and the Medical College of Wisconsin, is to implement a wide range of services throughout the life of the study. These include conducting community outreach, implementation of the household screening and sampling procedures; recruitment and retention of sampled participants in the longitudinal study; large-scale in-person interviewing and mail data collection using computerized survey instruments; and daily coordination with the multi-organizational data collection staff on the project.

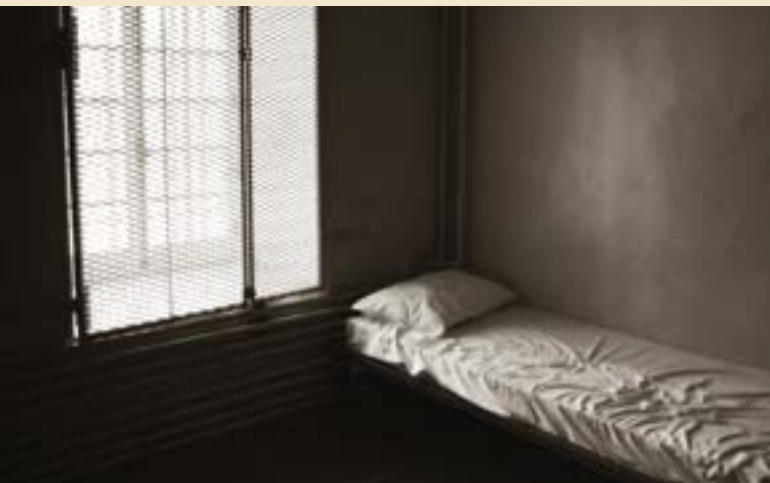
National Longitudinal Survey of Youth (NLSY). NLSY includes two allied major longitudinal surveys: the National Longitudinal Survey of Youth 1979 (NLSY79) and the National Longitudinal Survey of Youth 1997 (NLSY97). NORC plays an integral role, together with Ohio State University's Center for Human Resource Research, in conducting both, which are funded by the Bureau of Labor Statistics. Each addresses key questions about the economic, social, and academic experiences of respondents and examines issues surrounding youth entry into the work force and subsequent transitions in and out of it. In addition, the NLSY79 includes two derivative surveys, one of which involves administering cognitive assessments to the children of the now adult female NLSY79 respondents.

NLSY79 recently completed its 22nd round. NLSY97, conducted annually, is now in its 10th round. The surveys involve nationally representative large samples with oversamples of African American and Hispanic American youth. Each uses sophisticated instrumentation, with computer-assisted personal interviews (CAPI) augmented by self-administered questionnaires and child assessment modules.

The NLSY data have long been recognized as a leading source of information on employment pathways over time for individuals as they reach young adulthood and beyond. The data are particularly rich because they include detailed measures of employment outcomes, skills and education, family

background and current family composition, relationship status, neighborhood characteristics, attitudes, and risk-taking behaviors. The 1997 cohort is now at the stage in life of great interest to researchers and federal agencies: they are getting their first jobs, finishing their education, forming families and getting married, and looking for housing. The comparison between their behavior and that of the 1979 cohort should provide insight into differences across generations.

CRIMINAL JUSTICE



NORC has a long-standing substantive interest in crime and the criminal justice system. This interest goes back to an 11-area study in the 1960s of crime victimization and includes a nationwide survey in the 1980s of attitudes on gun violence.

Our current focus includes expertise in homeland security, the death penalty, sentencing and corrections, violence against women, homicide and violent crime, and human trafficking. NORC has a proven record of conducting surveys of correctional institutions and facilities and of law enforcement agencies. Of special note are our innovative methods for interviewing former prisoners on sensitive issues requiring strict confidentiality.

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Latest Projects *Investigation and Prosecution of Homicide Cases.* Funded by the National Institute of Justice, this NORC study focused on the process by which some homicide cases are prosecuted in federal courts. Senior researchers conducted face-to-face interviews with key criminal justice officials—including local, state, and federal prosecutors and law enforcement—and defense attorneys in each federal district in the study. Such in-depth interviews with all potential players in the process have never been done before. Taken together, the responses provide an integrated explanation of the process at issue. Particularly important findings:

- Striking differences exist from district to district, and even among local jurisdictions within districts, on how federally relevant homicides are investigated and prosecuted.
- Federal involvement is much more likely if relationships and trust have been developed between local/state and federal agencies.

Study of Former Prisoners' Experiences while in Prison. This study, funded by the Bureau of Justice Statistics (BJS), is exploring the incidence and prevalence of prison assaults, particularly sexual assaults. Congressionally mandated by the Prison Rape Elimination Act of 2003, this study is one of several aimed at measuring and reducing the problem of prison sexual assault. NORC developed and pretested a self-administered survey instrument to measure sexual assault in prison as reported by paroled offenders. Sixteen parole offices in one state were sampled, with over 750 completed interviews intended to provide statewide estimates. During the field stage of the pretest, the sampling and implementation protocols were tested, as well as the data collection instrument, to assess their adequacy and efficiency for national implementation. Both computer assisted personal interviews (CAPI) and touch-screen audio-computer-assisted self-interviews (TACASI) were used. NORC also developed a plan for nationwide implementation to provide national estimates. NORC is currently preparing to launch the nationwide survey of former prisoners in late 2007, anticipating interviews of over 16,000 former prisoners.

EDUCATION



The first bit of data collection NORC ever did was to survey more than 1,000 residents of Denver in 1941, to assess the need for adult education programs and whether the programs then offered by the University of Denver were filling the need. This was followed by a series of small studies, also on adult education.

In 1958, NORC's education research turned to K-12 education with the launch of the Study of High School Climates, a survey of 8,500 college-bound seniors in northern Illinois. These students were surveyed again during their first year of college, a study that introduced the concept of measuring the extent to which a student's plans are realized.

This and NORC's 1961 College Career Plans survey presaged our later education research in that they were large-scale panel studies that took into account the students' social environments—giving NORC the necessary expertise to participate in the U.S. Department of Education's National Longitudinal Study of the High School Class of 1972, High School and Beyond in 1978, and the National Education Longitudinal Study of 1988.

NORC also has a record of conducting more narrowly focused education research, such as studies of particular school districts and programs, parochial education, and the experiences of minority students and students in specialized programs. In addition to these areas, NORC has participated in

an evaluation of Head Start and contributed to the field of educational testing and finding ways to measure the quality of reading, mathematics, and science instruction provided to secondary school students. An integral resource for NORC's education expertise is the new Joint Center for Education Research (see Academic Research Centers).

Latest Projects *Gates Millennium Scholars Tracking (GMS) and Longitudinal Study.* The GMS initiative of the Bill and Melinda Gates Foundation is a 20-year program that provides scholarships and leadership opportunities to high-achieving, low-income minority students. The primary purpose of the NORC study is to analyze the short—and long-term effects of the program on scholars' academic, professional, and civic lives. This research will help inform the education community about strategies to improve the educational attainment and achievement of students of color.

The GMS survey uses a web-based data collection instrument, with mail, phone, and e-mail prompts for non-respondents. It is the largest web survey NORC has done to date. We have also worked with the Foundation, its advisory panel, and its partner organizations to develop a data system capable of locating and tracking students and their accomplishments during the study.

Washington State Achievers (WSA). The WSA program, administered by the Washington Education Foundation, provides funding and support for 16 high schools in Washington State as they introduce reforms to increase their students' academic achievements. For each of 13 consecutive years beginning in 2001, 500 high school seniors from these schools will receive WSA scholarships, based on need. NORC, with funding from the Bill and Melinda Gates Foundation, is conducting baseline surveys of students in the first, third, and fifth cohorts of the program and follow-up surveys of cohorts I and III, as well as non-enrollees (those who were awarded the scholarship but did not use it). The goal is to determine what impact the scholarship program has on the college experiences of the WSA scholarship users.

Survey of Doctorate Recipients (SDR) and Survey of Earned Doctorates (SED). NORC conducts the SDR for the National Science Foundation and

the National Institutes of Health. A survey of 43,000 science and engineering doctorate recipients who earned their degrees from institutions inside the United States, this is the only data source on the careers of science and engineering doctorate holders from U.S. institutions. It provides key data on the education and training, work experience, career development, and demographics of this important population. The 2006 SDR uses an innovative mixed-mode data collection protocol that integrates a traditional paper questionnaire with computer-assisted telephone interview (CATI) and web-based data collection instruments.

EDUCATION AND CHILD DEVELOPMENT

Harrison N. Greene, Jr.
Senior Vice President and
Director

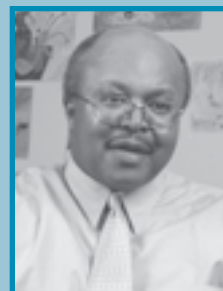
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The SED is an annual census conducted by NORC for the National Science Foundation and five other federal agencies. It gathers information from 45,000 new U.S. research doctorate graduates about their educational histories, funding sources, and post-doctoral plans. Each year, the new SED data are added to the Doctorate Records File (DRF), which is a record of all research doctorate recipients from U.S. universities since 1920. It contains annual information used to track the number of graduates in various fields; the educational paths of scientists, engineers, and humanists; movement of graduates into the labor market; and similar information. The sample for the SDR is drawn from the DRF.

ENERGY



Energy is a recent area of research for NORC, except for our survey of New Yorkers to learn about their attitudes to the electricity blackout of November 1965. We have now entered the energy information field in a very serious way, being responsible for two of the three national surveys of energy consumption, each of which is the only reliable comprehensive source of statistics at the national level for energy consumption in its respective building type:

Residential Energy Consumption Survey (RECS).

This Congressionally mandated survey is the responsibility of the Energy Information Administration (EIA), a federal agency within the U.S. Department of Energy. These official government statistics are used by policy decision makers at the federal, state, and local levels. RECS data are critical inputs into EIA's National Energy Modeling System—a system that guides government planning for the future energy needs of the United States. Other RECS users include staff of federal and state offices who administer the Low Income Energy Assistance and weatherization programs. Universities use the data for energy research; Boy Scouts use them while working on an energy badge. Even households use them when deciding on what type of heating system to purchase.

For the 2005 RECS, a personal interview took place at more than 4,300 households, each of which represents more than 30,000 similar households. Information collected includes: housing unit characteristics, appliances, household characteristics, types of fuels used, and other information that relates to energy use. We achieved a weighted response rate of 78 percent, despite losing segments to Hurricane Katrina, forest fires and skyrocketing gas prices. Data collection was completed two months early. Data files will be available for EIA in June, 2007.

The success of our efforts in the RECS household data collection was surpassed in the companion collection of data from energy suppliers. We contacted the energy supplier for each RECS household to gain actual consumption and cost data for a 16-month period. In total, over 4,000 suppliers—excluding cash-and-carry bulk suppliers—were contacted by a field-based team. Despite federally mandated compliance for suppliers, interviewers worked for over 10 months to gain cooperation and achieve the highest response rate in decades on this aspect of the survey. Interviewers in this establishment survey gained cooperation from the full range of suppliers—from two-person fuel oil firms in New England to large, multi-national electricity suppliers. Data processing of the tens of thousands of completed forms was streamlined through the use of scanning.

After adjustment of the household billing data to represent the entire country, national energy consumption and expenditures data are estimated for each of the major fuels: natural gas, electricity, fuel oil, liquefied petroleum gas, and kerosene.

Commercial Buildings Energy Consumption Survey (CBECS). The CBECS collects information on the stock of U.S. commercial buildings, their energy-related building characteristics, and their energy consumption and expenditures. The definition of “commercial” includes all buildings in which at least half the floor space is used for a purpose that is not residential, industrial, or agricultural. This, one of a suite of surveys conducted by the Energy Consumption Division within the EIA, has been fielded at three- or four-year intervals since 1979. NORC was awarded the 2007 CBECS data collection. The survey combines an area probability frame with lists of large buildings and of buildings of several specialized types. NORC faces the challenge of fixing a flawed area frame while expanding the list sample to include new building types such as airports, sports arenas and convention centers. The commercial sector that is the focus of the CBECS includes buildings that house service and retail businesses, and certain buildings that would not traditionally be considered commercial (such as public and private schools, correctional institutions, and religious and fraternal organizations).

The RECS and CBECS are the only national surveys to focus on consumption behaviors and equipment. Along with the manufacturing consumption survey (required by the industry to be conducted by the Census Bureau), they form a complete picture of non-transportation related energy consumption in the United States. These data are the only source of information that can be used in predicting future consumption and formulating federal policy; in fact, the data were the cornerstone of analysis done in support of the recent federal energy bill. NORC is working with EIA to add to these surveys questions about other resource/consumption issues. For the next CBECS round, we are working with EPA to add questions about water consumption in very large buildings and oversamples of specialized municipal buildings such as fire houses.

HEALTH RESEARCH

BACKGROUND AND HISTORICAL SUMMARY



Two important cancer studies conducted in the 1940s marked NORC's entry into the field of health-related studies. One included a national sample of physicians; the other a survey of adults' knowledge of cancer and cancer care.

In the 1980s, separate studies assessed the effectiveness of a clinical oncology program and the treatment of cancer among older women. Studies of environmental toxins began at NORC in the 1960s, and a large-scale study of the effects of Vietnam era exposure to the defoliant Agent Orange was conducted throughout the 1980s. Over the decade of the 1990s and into the early years of this century NORC's studies of the effects of contaminants continued, with a series of major studies for the Agency for Toxic Substances and Disease Registry of the U.S. Department of Health and Human Services. Topics included volatile organic compound contamination in certain drinking water, hazardous waste workers surveillance, neurobehavioral health effects from chronic exposure to hydrogen sulfide, and the tracking of individuals exposed to asbestos from vermiculite mining.

NORC also has a considerable history of studies on health care system issues, particularly cost and service utilization. This began with a 1954 national survey on health care use, costs, and insurance coverage, which was repeated about five years later. The National Medical Care Expenditure Survey (NMCES) followed in 1977, the National Medical Care

Utilization and Expenditures Survey (NMCUES) in 1980, the National Medical Expenditure Survey (NMES) in the mid- to late 1980s, and the Medical Expenditure Panel Survey (MEPS), 1996-1999. NORC also participated in the Health Insurance Experiment between 1975 and 1981, a massive five-year experimental-control evaluation encompassing more than 20,000 interviews.

Today, NORC's health related research includes national and local surveys, policy and program analyses, and new initiatives such as the adoption of health information technology. Issue areas cover U.S. health care policy, including Medicare and Medicaid; health disparities among special populations; public health; global health; environmental hazards and workplace toxins. This work is conducted in three separate departments:



HEALTH CARE DELIVERY AND OUTCOMES

In this research area NORC designs and conducts population, community, and establishment studies on a wide range of important health issues. These include population-based health behaviors and outcomes, patient and community health needs assessments, patient satisfaction, physician communication, and physicians' health care delivery. In addition to NORC's core capabilities, our research staff direct or provide expert technical support on primary data collections using trained field staff, field collection of biomeasures and specimens, telephone interviews, mail and internet surveys, cognitive and key informant interviews, focus groups, case studies, and medical, billing, and pharmacy record abstraction.

Latest Projects *National Social Life, Health, and Aging Project.* This is a population-based study, funded by the National Institute on Aging, on the importance of relationships in healthy aging. It is known that social support and personal relationships, particularly marriage, bolster psychological and physical health as people age. The study will illuminate the exact roles such relationships and intimacy play in healthy aging. Its findings will provide physicians and public health policy makers with a scientific base of information for advising older people about positive social and intimate relationships, as well as designing health programs to capitalize on and promote these relationships. Such interventions may be important for prolonging independence, relieving anxiety, reducing morbidity, and preventing dysfunction or disease as people age.

Racial Differences in Communications between Older Patients and Orthopedic Surgeons. This study involves analysis of audiotaped office visit conver-

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sations between orthopedists and patients age 60 years or older. Funded by the Agency for Healthcare Research and Quality (AHRQ), and conducted in cooperation with NORC's Academic Research Centers, the study is expected to provide more complete understanding of health disparities that relate to racial differences in communication.

HEALTH POLICY AND EVALUATION

In this research area we provide objective research and policy analysis of the U.S. health care system. Staff include experts in economics, sociology, statistics, public health, and public policy who conduct a broad range of studies that provide important information to policymakers about the impact of changes in health care markets on patients, providers, and the communities in which they live and work. Areas of particular expertise include the Medicare program (including provider payment), access to care for vulnerable populations, health information technology, program evaluation, and health data policy. Staff have served in the executive branch of government and as staff to Congressional commissions, and offer a broad perspective on the national health agenda.

The *Walsh Center for Rural Health Analysis* is an integral part of this department. The Center was established in 1996 to study policy issues affecting health care in rural America. One of 8 centers funded through the Rural Health Research Center Program in the Department of Health and Human Services Office of Rural Health Policy, it focuses primarily on the impact of Medicare policies (including Medicare payment policies) on rural communi-

ties. But the Center's work also addresses other topics relevant to rural health, including access to care, home health care, public health infrastructure, emergency preparedness, workforce issues, and health information technology. Center researchers conduct quantitative research and analysis using primary data collection as well as data from public sources, including Medicare claims, Cost Reports, and other Medicare administrative data.

Latest Projects AHRQ National Resource Center for Health Information Technology (AHRQ NRC). This Center supports over 100 AHRQ health information technology (HIT) grantees, 5 state and regional demonstration projects working toward health information exchange, as well as 33 states and one territory working on a Health Information Security and Privacy Collaboration. NORC, in cooperation with a team of partners, has led the development of this Center, which is the only federally funded body that provides direct funding for the implementation and evaluation of a variety of health IT. As a research clearinghouse for grantees across the nation, the AHRQ NRC can quickly disseminate knowledge and best practices observed by the projects it supports, by way of its web site and through national teleconferences, peer-reviewed white papers, issue briefs and official reports. Current key Center activities include technical assistance, portfolio monitoring and evaluation, a health IT toolkit, e-prescribing evaluation, a knowledge library, virtual and real grantee communities, and issue briefs.

Emergency Preparedness Planning. NORC is developing, for the Western New York Public Health Alliance, an evaluation modeling tool to predict likely evacuation destinations following emergency scenarios. Funded by the Centers for Disease Control and Prevention (CDC) through a cooperative agreement with the National Association of County and City Health Officials, this information will assist rural counties in developing emergency response plans to address potential population surge. Though the initial pilot tool focuses on hypothetical evacuations from Buffalo to surrounding counties, it is anticipated that the tool will be expanded nationally and will be used by preparedness planning officials in urban, suburban, and rural communities across the United States.

Medicare Analyses. This series of analyses is funded by the Medicare Payment Advisory

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Commission (MedPAC) to inform policy making related to Medicare. The projects are conducted on a rapid turnaround basis and are based on use of structured interviews, focus groups, data analysis, small surveys or other research methods. Recent examples include a study of how formulary structure under the new Medicare Part D benefit affects choices facing beneficiaries, a national survey of physicians to understand their attitudes toward the Medicare program, and an investigation of what makes an efficient hospital.

Assessment of the Healthy People Objective-Setting Framework and Process. For the past three decades, the U.S. Department of Health and Human Services (HHS) has published a comprehensive set of national public health objectives. As it prepares to produce objectives for the next decade, the HHS Office of Disease Prevention and Health Promotion seeks to ensure the objectives are scientifically valid, relevant, sustainable, and reasonably limited in number. NORC was contracted to provide an independent perspective on how best to achieve these aims.

The project includes reviewing the successes and shortcomings of the three previous sets of national health objectives, examining other national and international objective-setting processes, and convening a technical panel of substantive experts to help draft a model for developing the objectives for 2020. NORC also solicited input from a multi-disciplinary technical expert panel, public health experts in five subject areas, key informant interviews with informed HHS staff, and state Healthy People coordinators. A draft report has been prepared.

PUBLIC HEALTH AND EPIDEMIOLOGY

NORC's public health and epidemiology researchers provide and analyze data on disease surveillance, vaccination rates, environmental exposures, injury and violence, and health disparities, with the purpose of enhancing local and national efforts to improve the health of communities and populations. Our research staff provides comprehensive services, including large- and small-scale survey data collection, program evaluation, cognitive interviewing and focus groups, methodological research, and technical assistance. We have conducted innovative research on all members of society, especially those enduring a disproportionate burden or disease and injury—such as minority populations, children, people with disabilities, the elderly, and people with low incomes.

Latest Projects *National Immunization Survey.* The NIS, sponsored by the CDC, is the largest survey ever conducted to assess vaccination levels of young children in the United States. To increase the accuracy and precision of the data, the NIS also obtains consent to contact the immunization

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providers of the children in households surveyed. Covering up to 83 non-overlapping Immunization Action Plan areas, the NIS provides national and state estimates of vaccination levels of children ages 19-35 months, including new vaccines as they are licensed and recommended for use. And it helps track progress towards public health immunization goals.

Also included in the NIS is the State and Local Area Integrated Telephone Survey (SLAITS), which is coordinated by the National Center for Health Statistics and builds on the NIS sampling frame to address additional issues of importance (see immediately below).

National Survey of Children with Special Health Care Needs (NS-CSHCN). As part of the SLAITS program, this survey provides estimates of the number and characteristics of children with special health care needs at the state and national level. Sponsored by the Maternal and Child Health Bureau, the NS-CSHCN is a seven-quarter survey started in April 2005. About 47,000 interviews were completed, with interviews conducted in English and Spanish, as well as four Asian languages. In response to the need for data on individuals who had to evacuate due to Hurricanes Katrina and Rita in 2005, a series of items were embedded into this survey in February 2006, to evaluate the specific health and welfare impacts of the evacuation on these children and their families.

Influenza Vaccination Survey. Also part of the SLAITS program, this survey, which is sponsored by HHS Assistant Secretary for Planning and Evaluation (ASPE), was designed to test how well the SLAITS mechanism could be used for a quick-turnaround survey to collect data on potentially adverse events (such as avian influenza) that would rapidly impact the health and welfare of the U.S. population as a whole. NORC developed a quick-turnaround instrument embedded in NIS/SLAITS, trained interviewers, and completed more than 9,000 interviews in three months of data collection.

National Survey of Children's Health (NSCH). Sponsored by the Maternal and Child Health Bureau as a successor to its predecessor survey of 2003, the 2007 NSCH will provide data on the physical and emotional health of children younger than 18 years. As part of the SLAITS program, data collected for the survey will include health and functional status, health insurance coverage, health care access and

use, medical home, early childhood, middle childhood and adolescence, family functioning and parental health, neighborhood characteristics, and selected demographic characteristics. The National Survey of Adoptive Parents will be administered in conjunction with the 2007 NSCH. Sponsored by ASPE and the Administration of Children and Families, it will focus on the characteristics and needs of adopted children and their adoptive families.

Sexual Violence in Three Minority Communities. NORC has been awarded a contract from the CDC's Center for Injury Prevention and Control, to support development of three unique questionnaires to collect data on the definition and prevalence of sexual violence victimization. As a partner with TKC Integrated Systems, NORC is conducting cognitive interviewing of women in the African American, Hispanic, and Alaska Native/American Indian populations. The three-year study will build on findings about violence against women in minority communities from the National Violence Against Women Survey conducted in 1995-96.

HOUSING, NEIGHBORHOOD, AND COMMUNITY



NORC's focus in this area, until relatively recently, has been on questions of racial integration. As far back as 1943, NORC studied reactions to a race riot in Detroit and found that a number of white respondents suggested that such riots could be prevented in the future if rigorous segregation were instituted to restrict

African Americans to their neighborhoods. Since then, NORC researchers have reported regularly on the decline in white opposition to racial integration.

In 1967, for example, NORC conducted a national study of integrated neighborhoods designed to obtain a comprehensive portrait of their economic and social conditions and understand respondent attitudes toward and perceptions of these neighborhoods. During the late 1970s, NORC fielded the Chicago Neighborhood Survey, a telephone survey of residents in eight neighborhoods, each undergoing economic and social change. Attitudes toward integration were a key component, but respondent views of community attributes were also gathered. In the mid-1980s, we conducted the complex and innovative Urban Poverty and Family Life Survey, which explored issues of community participation, housing, work, and family life among a sample of poor and extremely poor persons.

In 2002, we conducted the Resident Relocation Survey, a study of public housing leaseholders in Phase II of the Chicago Housing Authority's Housing Transformation Initiative. This survey was designed to inform the processes of the staged multi-year program of replacing the worst public housing developments with new construction, while at the same time assisting and supporting relocation of the affected residents. A follow-up survey was conducted in 2003.

At that time, most leaseholders interviewed were at or within ten miles of their original location. Leaseholders who had moved to the private market reported that their current housing and neighborhood was better than their former housing and neighborhood. Many leaseholders reported that their health was excellent, very good or good, but when compared to national estimates, leaseholders reported this less often and fair or poor health more often.



Latest Projects *Making Connections Survey.*

The Making Connections initiative, sponsored by the Annie E. Casey Foundation, is an effort to demonstrate the simple premise that children benefit when their families are strong and their communities supportive. The evaluation of this initiative is a collaborative effort of several organizations in addition to NORC: the Foundation, the Urban Institute, and Local Learning Partners. Between 2002 and 2004, NORC collected data in person from 800 neighborhood residents in each of 10 sites. We also completed about 700 random digit dial city-wide control sample interviews in each of these 10 sites. In 2005

and 2006, we returned to these neighborhoods to gather follow-up data to compare with the baseline information. The goal is to measure the impact of interventions in the communities—with respect to neighborhood conditions, services used by residents, family economics, and the health and education of neighborhood children—and to inform the development of future interventions.

Refugee Assistance Survey.

Sponsored by the Office of Refugee Resettlement (ORR) in the Administration of Children and Families, this multi-mode, multilingual survey is being conducted in Miami, Houston, and Sacramento. It

uses state of the art methodology for translation and interpretation procedures and is administered predominantly in non-English languages. Topics covered by the survey include background characteristics, respondent entry into the United States, education, English language skills, services received, employment, income and public assistance, economic security, and health status. This population of individuals and families is largely overlooked by social science research. The survey is one data source of an outcome study sponsored by ORR, which examines the extent to which refugees receive benefits and services and charts their welfare and employment outcomes over time. Even with a population notoriously difficult to locate and interview, the refugee assistance survey has exceeded the projected response rate. Data collection concluded in late March of 2007.

INTERNATIONAL WORK



NORC's interest and involvement in international research began soon after its establishment in 1941, when founder Henry Field made efforts to convince the United Nations Educational, Scientific, and Cultural Organization (UNESCO) to include a survey division. As early as 1942, NORC was collecting data on attitudes toward a world organization that would help settle disputes between nations.

Throughout the 1940s and 1950s, NORC conducted a series of foreign policy studies sponsored by the U.S. government, many of which included items on attitudes toward various foreign countries and to U.S. foreign policy in general. Between 1963 and 1966, NORC conducted four national studies on foreign affairs and civil defense issues. In the 1960s, NORC led a five-nation study of public attitudes toward various political systems, and a national study of Canadian youth on their attitudes toward biculturalism and bilingualism. Two decades later, we worked with researchers in Japan and the Soviet Union to create comparability between variables used in surveys abroad to those used in the United States. NORC's participation in the International Social Survey Program (ISSP), beginning in 1985, continued the move toward the fielding of identical questions in different nations to provide more accurate cross-national comparisons.

Today, NORC's international work includes technical assistance, surveys, program evaluation and impact analyses, as well as other kinds of analytic

work. NORC's participation in the ISSP program, which now allows cross-national comparisons of data in 41 countries, continues today.

Latest Projects *Economic Growth, Social Inequality, and Environmental Change in Thailand and Cambodia.* This interdisciplinary study, funded by the National Science Foundation, analyzes the dynamics of economies in Thailand and Cambodia, as they experience dramatic social and environmental changes in the context of ongoing globalization. One goal is to examine how environmental social, cultural, and historical variation may interact with economic factors to cause social inequality and differences in income growth among regions and groups. Preliminary findings include:

- In Cambodia, there has been much more forest clearing than reported by authorities.
- In Thailand, there is much more income inequality across villages in regions that are relatively less developed, though this is being reduced as national markets have developed and the wage rate of unskilled labor has risen.

Impact Evaluation of Development Programs in Benin and the Republic of Georgia. NORC is partnering with the Urban Institute to carry out impact evaluations of development programs funded

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through the Millennium Challenge Corporation (MCC). The goal is to assess program contributions to economic growth, job creation, and increased household incomes, and to guide the design of future programs. In Georgia, the project includes devising and conducting evaluations of MCC-supported activities in road rehabilitation, regional development, and agribusiness development. In Benin, the project includes designing and implementing impact evaluations of two components of the MCC program, with the goal of accelerating economic growth and reducing poverty by removing constraints to investment. NORC is working with MCC staff and MCC counterparts in the Government of Benin on developing an evaluation methodology and implementation plan for program components that improve rural and urban land tenure and support access to financial services by small- and medium-sized enterprises.

TASCthree Global Health. Funded by the U.S. Agency for International Development (USAID), TASCthree's purpose is to provide technical expertise to support USAID goals to improve global health in the areas of population, nutrition, and infectious disease. NORC will participate as a subcontractor to Chemonics International on this work, which is anticipated to include technical assistance and other support to improve service delivery, health policy reform, community mobilization and individual behavior change, monitoring and evaluation, and commodities system management.



LABOR AND EMPLOYMENT



NORC has a particularly rich history of research in the area of labor and employment, starting with 19 studies conducted for the federal government on employment issues related to World War II. These were followed by a series of occupational prestige studies between 1947 and 1989 (when an occupational prestige module was added to that year's General Social Survey). Job training programs were the subject of NORC studies between 1964 and 1991.

As the institutional home of the Society of Labor Economists and the *Journal of Labor Economics*, NORC still has the study of labor as a central component of its capabilities. For example, NORC houses some of the most prominent labor economics datasets, including the longitudinal NLSY79 and NLSY97 described earlier and the triennial Survey of Consumer Finances, which informs a wide variety of economic decisions and longer term research on the economic state of the American family.

Latest Projects *Multi-Site Evaluation of Foster Youth Programs.* NORC is a partner in this evaluation of selected programs funded by the John Chafee Foster Care Independence Program (CFCIP). The goal of the evaluation, which is funded by the HHS Children's Bureau, is to determine the effects of the programs in achieving higher employment and sta-

bility, in addition to other key outcomes such as increased educational attainment, higher employment and stability, greater interpersonal and relationship skills, reduced non-marital pregnancy and births, and reduced delinquency and crime. Programs participating in the evaluation include an employment services program in Bakersfield, California; a one-on-one intensive, individualized skills program in Massachusetts; and two programs in Los Angeles, California—a tutoring/mentoring program and a class-room based life skills training program. Three rounds of data collection have been completed in the two LA sites and analysis is underway.

Labor Market Outcomes for Veterans. This project, supported by the Department of Labor, Employment and Training Administration, relies on analysis from the NLSY97 to examine the labor market experiences of recently discharged young veterans at one, 13, 26, and 39 weeks after leaving the military. Further analyses explored the differences in labor market outcomes for veterans relative to their civilian counterparts with similar characteristics. The studies found that

- Discharged veterans are initially more likely to be employed but also more likely to be out of the

labor force than their civilian counterparts, but slightly less likely to be employed than a random group of civilians.

- Results differed by whether the person was in the regular military or in the national guard/reserve: by and large, outcomes were better for veterans who were national guard/reserve than for regular military.
- Transfer payments, such as unemployment insurance payments, reduced the likelihood of veterans being employed and increased the likelihood of them being out of the labor force.
- Veterans' earnings after discharge are substantially greater than those of all the groups with which they were compared.

POPULATION STUDIES



Nationally representative surveys have always been one of the hallmarks of NORC. Such surveys are designed to reliably evaluate the attitudes, actions, and life outcomes of the general American population and, within that context, those of particular population sub-groups. The size of these surveys has increased, as have their reliability and precision. And NORC has been in the forefront of the methodological and implementation improvements involved in moving the field forward.

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Our early national surveys were cross-sections based primarily on stratified purposive samples, with both the areas to be subsampled and respondents within each area chosen according to predetermined criteria. With the rest of the survey industry, NORC moved increasingly to area probability samples, with its first such sample drawn in 1953. NORC now designs and maintains a multistage national sample of geographical areas and a corresponding frame of housing unit addresses for household area probability studies, particularly for the General Social Survey (GSS). With each redesign of this frame, NORC statisticians incorporate innovations to increase efficiency of the design and new methods for compiling high-quality address lists. For designing and selecting different types of samples, they also use Census tapes and special source materials such as directories and lists.

NORC conducts the National Immunization Survey (NIS), a very large random digit dial (RDD) survey with a quarterly sample of about a million telephone numbers. NORC designed both cohorts of the National Longitudinal Survey of Youth (NLSY), each of which has oversamples of subpopulations. NORC helped redesign the Survey of Doctorate Recipients (SDR), a supplemented longitudinal panel with numerous subpopulations of interest. NORC developed a series of targeted samples of racial and ethnic minority communities for the Racial and Ethnic Approaches to Community Health 2010 (REACH), and designed and collected data for Women of Color in the Legal Profession using email as the only mode of data collection. NORC has also branched out into new sampling areas, including adaptive sampling, to locate very rare populations such as American Indians for the Indian Trusts project.

In the Survey of Small Business Finance (SSBF), conducted for the Federal Reserve Board, NORC methodologists were faced with the task of collecting establishment income, assets and debts, and detailed information about loans and other financing. The collection of establishment economic data

is challenging for multiple reasons. NORC methodologists overcame these challenges with a multifaceted approach that resulted in a significantly higher response rate than in previous tests. First, NORC methodologists performed a number of item-level studies to determine the most appropriate format for collecting income and other economic data from organizations of differing size and composition. Additionally NORC used incentives for the most difficult to reach businesses to increase the motivation to respond.

In addition to nationally representative samples, NORC is accomplished in gathering data to study special populations. As evidenced throughout this report, these include children, disabled people, the elderly, racial and ethnic minorities, immigrants and refugees, veterans, prisoners, and students (K-12 as well as higher education).

Latest Project Not Described Elsewhere

Survey of Consumer Finances. Sponsored by the Federal Reserve Board, this triennial survey collects information from about 4,500 respondents concerning household financial characteristics and behavior. It is widely believed to be the best source of information about family finances in the United States. Since 1992, NORC has conducted

five rounds of the SCF, which collects information concerning household financial characteristics and behavior. SCF data inform a wide variety of economic policy decisions across the government; they also serve as a basis for longer-term research on the economic state of the American family. The SCF uses a complex, multistage area probability sample design (plus a list sample of high income respondents).

Data collection requires an extremely sophisticated computer-assisted personal interviewing (CAPI) system and benefits from NORC's experienced national field staff. In addition, NORC performs complex estimation and imputation tasks for the effort.



SOCIETY AND CULTURE



Through the years, NORC has made measurement of Americans' attitudes to important aspects of their society, culture, and issues of the day a crucial aspect of our work. In addition to attitudes, our work in the area of arts and the humanities includes the measurement of and participation in a variety of cultural activities and the establishment of reliable indicators to facilitate analysis.

Our earliest study of public opinion was fielded in 1941, asking about attitudes toward defense policy. A series of studies followed almost immediately of attitudes on the part of the general population and subgroups toward World War II. We conducted surveys in the 1940s of people's views about whether radio was doing a good job, and another in 1960 about attitudes toward television viewing. While NORC had pioneered rapid response surveys ("telegraphic surveys") during World War II, our first fast-turnaround surveys of national disasters came when we fielded a survey of America's reaction to the Cuban Missile Crisis in 1962 and the November 22 assassination of President John F. Kennedy in 1963. The JFK study was developed, fielded, and had data collection completed by the end of November, eight days later.

Study of religion has been an interest area for NORC since a 1961 study of the influence of religion on career plans. More recent studies have included a 1966 survey of members of the

Unitarian church, a study of the attitudes of Chicago Catholics toward racial integration, studies in 1963 and 1974 (and later) on the social effects of Catholic education, and a 1979 study of young Catholics.

NORC's work in the area of arts and humanities includes measurement of participation and interest in a variety of cultural activities and establishment of reliable indicators to facilitate analysis. In 2005 NORC conducted the first national survey of poetry readers for the Poetry Foundation. NORC has also used mapping technology (GIS) to identify patterns and trends in cultural participation.

NORC's best known and longest-running data collection effort in the area of society and culture is the General Social Survey (see further detail below). It began in 1972 and has been described by the *Washington Post* as "perhaps the single most important annual survey measuring social trends."

Latest Projects *General Social Survey.* The GSS is a 90-minute interview with a representative sample of almost 3,000 U.S. adults. The survey, which completed its 26th round in 2006, collects information on such issues as race relations, religion, sexual behavior, job satisfaction, and goals and desires. Supplemental modules are added to address areas of special interest and also to conduct research into survey methods. The GSS is the largest project funded by the Sociology Program of the National Science Foundation and, except for the U.S. Census, the most frequently analyzed source of information in the social sciences. It is also a major teaching tool. We know of over 14,000 research uses and about 250,000 students who use it in their classes each year.

Humanities Indicators Project. As part of the Initiative for the Humanities and Culture, the American Academy of Arts and Sciences is working with a consortium of humanities organizations to develop comprehensive data on the state of the humanities. A NORC Senior Fellow co-chairs an Executive Committee for this project, advised by a larger committee of experts. The Humanities Indicators to be developed will help equip researchers and policymakers at universities, foundations, public humanities institutions, and government agencies with better statistical tools for answering basic questions about undergraduate and

graduate degrees in the humanities, levels of program funding, and public understanding of the humanities. A preliminary version of the Indicators will be available in the summer of 2007.

National Congregations Study. Wave II of this survey, sponsored by the Lilly Endowment, National Academy of Sciences, Kellogg Foundation, and Louisville Institute, aims to document the work, programs, and activities of America's religious congregations. The information will be used by scholars, religious leaders, policy makers, and students to better understand the activities, characteristics, and social composition of all types of religious congregations and better meet their changing needs.

STATISTICS AND METHODOLOGY



NORC statisticians and methodologists have pioneered innovations in all aspects of survey research, from understanding cognitive processes underlying respondents' reactions to surveys, to rigorous, efficient methods for conducting surveys, to advanced techniques for analyzing and interpreting survey data.

Current capabilities include sample design and execution, including a national sample frame of housing units for in-person interviews and custom sampling for telephone interviews; questionnaire and instrument design and testing; design and development of estimation systems, including variance estimation; data editing and imputation; disclosure analysis and confidentiality protection; geographical information systems; item response theory and missing data techniques; and cognitive interviews and focus groups. Our statisticians and methodologists contribute to most NORC projects and are responsible for the statistical integrity of our work to ensure high quality.

Early in the decade, NORC was chosen by a consortium of the largest news organizations in the country to provide the definitive picture of the Florida vote count in the disputed presidential elections of November 2000. The goal was not to declare a "winner" but to calibrate the ballots to assess the relative reliability of the three major ballot types used in Florida at that time. NORC has expanded its election research with a random digit dial (RDD) survey of voters' experiences in the 2006 general election in two Ohio counties, exit polls, collaboration with other election researchers, and consultation on election process issues in several constituencies.

An important component of our statistical and methodological expertise is NORC's *Center for Excellence in Survey Research* (see Academic Research Centers). Another important part of NORC's statistical work is its involvement in international projects.

NORC's Cognitive Lab conducts focus groups and cognitive interviews as part of questionnaire development and to obtain preliminary data to assist formulation of issues for further study in new and ongoing projects. This year, the lab conducted cognitive interview assessments of questions for use with the Gates Millennium Scholars project. The lab also facilitated a series of focus groups exploring the conduct of interviews using cell phone technology.

Latest projects *Historical Accounting of Individual Indian Money Accounts.* The Department of the Interior manages over 11 million acres that it holds in trust for individual Indians. Trust income from the land and other sources is kept in Individual Indian Money (IIM) accounts. The U.S. District Court has required the Department to account for all such monies. Compliance with the Court's directive involves a massive amount of work for which a team of contractors, including NORC, has been assembled. Interior proposed sampling for this purpose, which the Court initially rejected. NORC has designed and selected various samples of Indian Trust records dating back to 1890 as part of mediation efforts to arrive at a settlement. Preliminary results of this sampling strategy have now been estimated, and more are underway. NORC has also performed a meta-analysis involving more than 900 other audit studies of Indian Trust records by previous analysts.

Small Domain Estimation of Employment in Illinois. This ongoing project began several years ago, when NORC joined a committee to redesign the Current Employment Statistics, a Bureau of Labor Statistics (BLS) federal/state cooperative survey program. NORC participated as a subcontractor to the Illinois Department of Employment Security (IDES), in part to help represent states' interests in the redesign. Subsequently, IDES asked NORC to estimate employment for smaller domains, a need that became more urgent with passage of the Workforce Investment Act of 1998. NORC built a software system to estimate total employment for industry sectors at the county and Workforce Investment Area (WIA) levels. NORC's work has included system upgrades, recommendations for development of consistent historical time series, geographical assignments of Cook County establishments into corresponding WIAs, and development of seasonal adjustment processes consistent with BLS procedures. Recently NORC supported IDES' latest benchmark process with seasonal adjustments, and continues to deliver monthly seasonal adjustment factors.

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SUBSTANCE ABUSE, GAMBLING, AND MENTAL HEALTH



NORC's substance abuse work began in 1946 with a study of drinking behavior and alcoholism, the first of over a dozen alcohol- and drug-linked studies. Beginning in 1972, NORC interviewed 900 recently returned Vietnam veterans on drug use, with a follow-up three years later. We also did the first national study of women's drinking patterns in 1981.

Between 2001 and 2004, NORC was responsible for managing the ongoing administration and data collection for the Arrestee Drug Abuse Monitoring Program (ADAM). On the basis of quarterly confidential interviews and drug tests with a stratified sample of individuals in lockups and booking facilities, ADAM provided communities across the country with timely data on, among other things, emerging drug trends, drug markets, treatment needs, and the effect of law enforcement on drug use.

NORC's gambling work began in earnest with the 1998 Gambling Impact and Behavior Study (GIBS), a five-pronged research effort carried out on behalf of the National Gambling Impact Study Commission that included the first national probability survey of gambling since 1974. Efforts in this area continued with our Risks and Correlates of Pathological Gambling among Women Study in 2003, the first time a full module assessing gambling involvement was added to a longitudinal study in the United States. This study, funded by the National Institute on Alcohol Abuse and Alcoholism, added

that module to the ongoing longitudinal National Study of Health and Life Experiences of Women (NSHLEW), and generated information comparable to existing data from women in the 1998 Gambling Impact and Behavior Study.

NORC implemented the first national research effort on mental health in 1950. The study was based on 90-minute interviews with 3,500 respondents, asking about American attitudes toward mental health and the mentally ill. This was followed by two pilot studies in 1962-63 of how environmental stress affects happiness, which led to a larger effort the following year to assess feelings of well-being. The 1950s saw NORC's four-hour survey designed to capture how residents of midtown Manhattan were dispersed along the "entire spectrum" of mental health variations. Twenty years later respondents from the 1953 study were interviewed again, with follow-ups conducted not only in the United States but also in Europe and Asia as necessary. One startling finding was a substantial improvement in women's mental health in the intervening two decades. Another mental health study was undertaken in 1964-70, investigating the effects of poverty-related stress on a sample of Chicago school children, also with a follow-up about 20 years later.

Latest Projects *2005 Prevalence Survey of Problem Gambling in California.* This study, supported by the State of California, was established to determine the prevalence and distribution of gambling problems in California's adult population and assess the public's knowledge of available resources for addressing gambling problems. NORC was chosen to assess the extent and impact of problem gambling in the state through a survey of 7,500 adults, for which we designed and programmed the questionnaire, drew the sample, conducted the interviews, and analyzed the data. Selected findings:

- One million Californians are estimated to have gambling problems.
- High rates of problem and pathological gambling were found among African Americans, the disabled, and the unemployed, as well as strong support for educating youth about the risks of gambling and for action against these risks by the gambling industry.

Support for Prison for First-Time Cocaine Offenders Related to Racial and Moral Beliefs about Drug Use and Drug Users. This analysis is one of

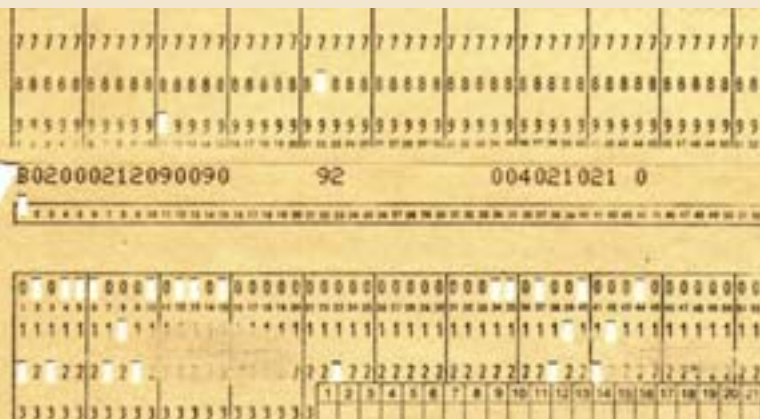
several based on a nationally representative survey of adult Americans, which was sponsored by the Robert Wood Johnson Foundation.

One study's results are based on a subsample of 783 white respondents, with a 3.5 percent margin of error. Other papers in progress and presentations are based on the entire sample drawn from a nationally representative random-digit-dial telephone survey of 1,004 adult respondents age 18 and older.

Selected findings from the white subsample:

- Three quarters of white Americans prefer drug treatment or probation for first time offenders charged with possession of 5 grams of cocaine.
- The one quarter who supported a prison sentence were more likely to make negative moral judgments about the addicts and more likely to blame addicts for their addiction.
- Those who made moral judgments were more likely to believe that blacks were more likely to use cocaine than whites, but also more likely to deny that racism is a problem in this country.

TECHNOLOGY



NORC's information technology expertise and experience builds on a corporate history of over 60 years of conducting objective research in the public interest and delivering information technology solutions in support of this research.

NORC's earliest high-tech machines were punchcard sorters, lent to NORC by IBM in the early 1940s. NORC's first computer was an IBM 1620, installed in the NORC offices in 1960 and

shared with the social and geophysical sciences departments at the University of Chicago. It became clear almost immediately that NORC's computer needs were too extensive for machine sharing to be feasible. It was also clear that the scientific applications useful to the academic departments were not those most useful to NORC, which replaced the 1620 with its own IBM 1401 within a year.

These machines, from cardsorter to the 1401 and its successors, all represented incremental improvements in discrete steps of data processing, making the data available to researchers more quickly and allowing for more complicated analyses. The high water mark of this application came in the late 1960s and early 1970s when Norman Nie of NORC and the University of Chicago and a team of colleagues developed the Statistical Package for the Social Sciences (SPSS), which is still very much alive today.

The next major technological advance came in 1979—a product of the need for computer-based systems to organize the massive data collection process of the first wave of the NLSY, monitor its progress, and track costs. NORC's first computer-based monitoring system for this purpose was the NORC Automated Survey System (NASS), followed by the Project Management System (PMS). The virtual revolution continued with the rise of computer-assisted telephone interviewing (CATI), which was made possible by the convergence of inexpensive long distance telephone service and use of computers as the medium holding the questionnaire. In 1985, NORC took another step in the direction of improving the automated environment by switching to a microcomputer-based information environment. This was followed, beginning in 1989, by several NORC experiments in computer-assisted personal interviewing (CAPI), now a survey staple. Since then, we have added the use of new technologies such as Geographic Information Systems (GIS) and other mapping technologies, PDAs, portable scanners, GPS devices, touch-screens, remote training and monitoring software, and a newly developed dialing system that combines predictive dialing technology with rigorous survey methodology.

Today, NORC's information technology expertise not only serves the needs of NORC's own data gathering and analytic projects. In the past few years we have developed a new focus—undertaking our own projects and also serving external clients.

Our Technology Solutions Department provides clients with expertise across the software development life-cycle from project management and systems analysis to programming, deployment, and online training. We host a variety of web-based applications for our clients and have a particular expertise in the areas of data warehousing and knowledge management. The National Resource Center for Health Information Technology is one example; it is described elsewhere in this report.

Other Current IT-Based Projects

Network of Patient Safety Data. As part of the Patient Safety Research Coordinating Center that NORC developed and operates for AHRQ, we support the agency's work to implement the Patient Safety and Quality Improvement Act of 2005. The principal tasks in this effort are to complete an inventory of existing patient safety incident reporting systems (PSIRS) and develop reports and other materials to assist in developing the "Common Formats" called for by the legislation. The PSIRS does not collect data on specific incidents but, rather, diverse metadata about patient safety incident reporting systems. All inventory materials—including reporting and data entry instructions, data dictionaries, code books, taxonomies, sample reports generated from the system, and descriptive information about it—are catalogued in a web-accessible electronic database (the Meta Data Inventory System or MDIS) that permits users to easily find and organize specific metadata. Complete uploads of source documents are also provided. Data in the MDIS are used to produce summary reports and the MDIS itself is continually updated as new metadata become available.

American Hospital Association's (AHA) Quality Center. This is a repository of action-oriented tools and information to help hospital executives make the case for improved hospital quality and patient safety, as well as plan and implement quality improvement activities and assess progress. NORC led a project team that helped the AHA develop and launch the Quality Center's website. NORC also led both the technology and content development for all four of the Quality Center's key components: knowledge repository (a library of the most trusted and proven materials for hospital executives), opportunity assessment (a self-assessment tool enabling hospital executives evaluate their organization's needs),

member matching (a professional user matching service to foster a collaborative community), and a public web portal (to provide an overall communications hub for all the Quality Center resources).

Qatar National Education Data System (QNEDS). NORC is assisting the Qatar Evaluation Institute's Office of Data Collection and Management in building the capacity needed to collect the data to support and assess a national K-12 reform to improve student outcomes in Qatar. The QNEDS has three major components: development of an integrated database to provide a comprehensive picture of education in Qatar; IT systems development to facilitate data collection reconciliation and cleaning, analysis, and dissemination of findings; and building local capacity for field staff training, logistics, and operation of data collection, survey design, and system requirements development and user acceptance testing.

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SURVEY OPERATIONS AND OTHER MODES OF DATA COLLECTION

Advancement of survey methods was at the heart of Harry Field's vision for NORC—a goal the organization has pursued through continuous improvement in survey techniques and the development and implementation of modern survey tools. This effort began in 1942 with an experimental exit poll. On election day, voters were asked to mark a paper survey ballot immediately after they had completed their official ballot. Since this experiment, we have tested increasingly complex survey administration methods in an increasingly challenging series of experiments. As early as the 1960s, for example, NORC explored the feasibility of using the telephone for data collection. And in 1989, NORC began testing computer-assisted personal interviewing (CAPI), implementing it nationally in 1991.

Current Survey Techniques. NORC now gathers survey data in many different ways, including in person and by mail, telephone, internet, and audio-self-administered, or by mixed modes. Our survey data collection capabilities include a large, highly experienced national field staff; a scalable, state-of-the-art CATI call center based on Voice over Internet Protocol (VoIP); a newly developed hybrid calling system that combines predictive dialing technology with rigorous survey methodology; use of new technologies, such as PDAs, portable scanners, GPS devices, and touch-screens; biomarker and biological sample collection using trained interviewers or medical professionals as appropriate; proven capability to access diverse and hard-to-reach communities; interviewing in a variety of modes in any of dozens of languages, notably Arabic, Chinese, Hmong, Khmer,

Korean, Spanish, Russian, and Vietnamese; a unique case management system that allows for timely cost and progress reports, and also accommodates many questionnaire authoring tools such as Blaise, SPSS, and MR-interview; and superior interviewer training tailored to meet unique client needs.

Other Data Collection Strategies. In addition to survey data, NORC is expert in the following data collection techniques: case studies, cognitive interviews, Contingent Valuation methods, focus groups, key informant and stakeholder interviews, records collection and record sampling, qualitative data collection, site visits and other observational approaches, and use of vignettes.

Data Quality, Stewardship, and Confidentiality. NORC makes an ongoing corporate investment in continuous improvement initiatives in our field and telephone operations, which has resulted in steady gains in productivity and accuracy. All data collection efforts are supported by state-of-the-art quality assurance methods and procedures. Protecting the confidentiality of respondents is of paramount importance to us and we treat all data with the highest professional standards for security and confidentiality.

Telephone Survey and Support Operations

The NORC telephone and data preparation facility is in Chicago's downtown Loop area, providing NORC with excellent flexibility and diversity for hiring interviewers, clerks, and supervisors. Tasks at



SURVEY OPERATIONS



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the facility include computer-assisted telephone (CATI) data collection, respondent locating and screening, survey response coding, hard copy document management, computer-assisted data entry, and survey material mailings.

Our state-of-the-art telephony infrastructure is highly scalable, allowing NORC to operate multiple facilities as one centralized center and rapid expansion into additional facilities to meet emerging client demands. Current capacity stands at more than 360 stations equipped for CATI data collection. NORC conducts large centralized random digit dial (RDD) surveys as well as focused local studies, and has seen significant gains in telephone interviewing that have resulted from development of the hybrid dialing technology. This innovation is a system that

automatically dials numbers for a subset of the RDD sample and delivers connected calls to interviewers, while simultaneously allowing for pre-dial reviews of more challenging cases. At the same time, VoIP technology allows for complete decentralized calling, where interviewers in their homes are securely connected as a virtual call center, as well as voice recording for monitoring and improvement of interviewer quality.

Field Operations Center

NORC's large nationwide field organization is managed by senior field staff, with extensive in-person data collection experience. Each region is headed by a regional manager responsible for recruiting and hiring staff, training, and developing all interviewers and field managers within the region. The capabilities of this skilled group include conducting longitudinal studies, collecting biomarkers, accessing diverse communities, conducting interviews in many languages, and using a broad variety of tools to collect data. Perhaps more importantly, this group has special skills for gaining cooperation from a diverse group of respondents, whether using a list sample or area probability sample.

In-person interviewing is supported by a case management system that accommodates many questionnaire authoring tools including Blaise, SPSS, and MRInterview. By capitalizing on modernized operations and undertaking major initiatives in training, recruitment, and management processes, NORC has realized steady gains in productivity. And its use of a national sampling frame that incorporates the USPS list of addresses allows the flexibility to tailor national and local surveys to unique client needs.

ACADEMIC RESEARCH CENTERS AND UNIVERSITY OF CHICAGO AFFILIATION

NORC's Academic Research Centers and its wider relationship with the University of Chicago are mutually beneficial in many ways. Joint appointments provide benefits to both university faculty and NORC staff. NORC provides university faculty with grant application and grant administration assistance, a collegial and supportive work environment, and on-the-job training for graduate students. The University's Division of the Social Sciences is particularly prominent in this connection.

Additional benefit is derived from teaming agreements and more informal collaborations between NORC and other institutions affiliated with the university. The most important of these for NORC's work are:

- Biological Sciences Division
- Center for Health and Social Sciences (CHeSS)
- Chapin Hall Center for Children
- Division of the Social Sciences
- Irving B. Harris Graduate School for Public Policy Studies
- Journal of Labor Economics (JOLE)
- Pritzker School of Medicine
- School of Social Service Administration
- University of Chicago Medical Center

Center for Excellence in Survey Research

Kirk M. Wolter
Senior Fellow and Director

This Center's mission is to conduct timely, cutting edge statistical and methodological research on problems of design, execution, and analysis of surveys and related information-collection activities. Center collaborators seek to conduct work primarily through externally sponsored grants and contracts, and secondarily through use of limited internal R&D funds that may become available from time to time. In 2006, the Center collected data and provided partial financial support for the Black Youth Culture Survey.



Kirk M. Wolter

Center for the Study of Politics and Society

Tom W. Smith
Senior Fellow and Director

James A. Davis
Research Associate

This Center focuses on investigating societal change in comparative perspective. It also carries out considerable research on religion in general and religious change in particular.

The National Data Program for the Social Sciences (NDPSS) is the Center's largest component. The NDPSS has conducted the General Social Survey (GSS) in the United States 26 times since its inception in 1972. The GSS tracks societal change, develops models to explain such change, studies socio-demographic subgroups through the pooling of cases across surveys, and improves survey research methodology through experiments and design innovations.

Since 1982 the NDPSS has also had a cross-sectional component. Its main part is the International Social Survey Program (ISSP), which was co-founded by NORC in 1984, has conducted annual surveys from 1985 to the present, and now has 41 member countries.



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Kathleen Parks

Center on Demography and Economics of Aging

Linda J. Waite
Director

Diane Lauderdale and Kathleen Cagney
Co-Director

This Center, now in its 14th year of funding from the National Institute on Aging, provides support to about 35 funded research projects in four key areas; social relationships, living arrangements, and family; the social context of aging; health care research; and biobehavioral pathways. The Center consists of an Administrative and Research Support Core, a Program Development Core, and an External Innovative Network Core. Together these three cores facilitate and support a large and extremely active program of research and training.

The Program Development Core consists of an active program of pilot projects and support for new faculty developments in aging. The External Innovative network seeks to develop a new focus on biomarkers in population-based aging research by providing a centralized resource for collecting, discussing, evaluating, and disseminating recent developments in the measurement and collection of biomarker and pharmaceutical data on population-based aging research.



Linda J. Waite

Data Research and Development Center

Barbara L. Schneider
NORC Senior Fellow and
Principal Investigator

Larry V. Hedges and
Colm O'Muircheartaigh
Co-Principal Directors

Sarah-Kay McDonald
Executive Director



Barbara L. Schneider

This Center examines the factors that are essential in scaling up promising education models, programs, and strategies. Funded by the Interagency Education Research Initiative (IERI), the Center works with groups across the country to identify and develop plans to address challenges that arise when conducting research on scaling. The DRDC supports IERI investigators and enhances their research capacity by providing tailored technical assistance, hosting principal investigator meetings, hosting workshops on substantive topics related to IERI research, and publishing relevant documents. The Center recently published a two volume book, *Scale-Up in Education* (2007 Rowman & Littlefield Publishers, Inc.), edited by Schneider and McDonald. Additionally, the Center carries out its own research agenda on knowledge cumulation and methodological issues related to scale-up.

Joint Center for Education Research

Thomas B. Hoffer
Director

This new Center draws on University of Chicago-based faculty and other researchers, and coordinates research activities with the University's recently established Committee on Education. The Center also facilitates the creation of research opportunities with two university-based organizations that have focused primarily on evaluations of Chicago Public Schools: the Center for Urban School Development and the Consortium on Chicago School Research.



Thomas B. Hoffer

Ogburn-Stouffer Center for the Study of Social Organizations

Edward O. Laumann
Director

James A. Davis
Research Associate

Tom W. Smith
Research Associate



Edward O. Laumann

This Center undertakes sociological research on topics in population, education, and social structure. It also provides on-the-job training for graduate students in the University of Chicago's sociology department. During its more than 20 years of research, the Center has been led by Edward Laumann, whose recent research project, *National Social Life, Health and Aging*, draws heavily on his earlier research about the behaviors and social structures that influence transmission of HIV and other STDs.

Population Research Center

Robert T. Michael
Director

This Center, now in its 22nd year, is an interdisciplinary research center designed to facilitate high-quality population research conducted by economists, sociologists, and other population scientists. The Center has grown rapidly since 1983 when it became a new P-30 Population Center. This growth has come from researchers in economics, psychology, business, public policy, medicine, and social services administration — diversification that reflects both a broadening in all population centers and a consistent trend at Chicago. The Center has always worked at the margins of what was considered traditional demography, and as a result has helped expand the domain of the field.



Robert T. Michael

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Agency for Toxic Substances and Disease Registry
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Federal Reserve Board
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Georgetown University
Harvard University
Health Affairs Journal
Health Insurance Association of America

Health Research and Educational Trust
 Health Resources and Services Administration
 Health Services Advisory Group
 Illinois Caucus for Adolescent Health
 Illinois Department of Employment Security
 IMS Health, Inc.
 Indiana Fiscal Policy Institute
 Indiana University
 Interstitial Cystitis Association
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 National Institute of Child Health and Human Development
 National Institute of Justice
 National Institute of Mental Health
 National Institute of Occupational Safety and Health
 National Institute of Standards and Technology
 National Institute on Aging
 National Institute on Alcohol Abuse and Alcoholism
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 National Institutes of Health
 National Multiple Sclerosis Society
 National Rural Health Association
 National Science Foundation
 National Women's Studies Association
 New York Times
 New York University
 New Zealand Immigration Service
 Nielsen Media Research
 Northwestern University
 Occupational Safety and Health Administration
 Office of Educational Research and Improvement
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 Organization for Economic Cooperation and Development
 Orlando Sentinel
 Palm Beach Post
 Pew Charitable Trusts
 Poetry Foundation
 Policy Analytics, LLC
 PriceWaterhouseCoopers
 Project HOPE
 RAND Corporation
 Research Triangle Institute
 Robert Wood Johnson Foundation
 Russell Sage Foundation
 Rutgers University
 SAIC
 Sarasota Herald-Tribune
 Smith Richardson Foundation
 Social and Scientific Systems
 South Florida Sun-Sentinel
 Spencer Foundation
 St. Petersburg Times
 State of California, Department of Alcohol and Drug Programs
 State of New York
 State of Oklahoma
 State of Qatar, Supreme Education Council
 State of Washington
 Statistics Canada
 Substance Abuse and Mental Health Services Administration
 Success for All Foundation
 TKC Integration Systems
 Tribune Publishing
 United Kingdom, Department for Culture, Media and Sport
 University of Applied Sciences of Northwestern Switzerland
 University of California, Los Angeles
 University of California at Berkeley
 University of California, Office of the President
 University of Chicago
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 University of North Carolina, Chapel Hill
 University of North Dakota
 University of Rochester School of Medicine
 University of Wisconsin
 Urban Institute
 U.S. Agency for International Development
 U.S. Air Force
 U.S. Census Bureau
 U.S. Department of Agriculture
 U.S. Department of Commerce
 U.S. Department of Defense
 U.S. Department of Education
 U.S. Department of Energy
 Energy Information Administration
 U.S. Department of Health & Human Services
 Office of AIDS Research
 Office of the Assistant Secretary for Planning and Evaluation
 Office of Disease Prevention and Health Promotion
 Office of Minority Health
 Office of Rural Health
 Office of Women's Health
 U.S. Department of Homeland Security
 U.S. Department of Interior
 Office of Historical Trust Accounting
 U.S. Department of Justice
 U.S. Department of Labor
 Employment and Training Service
 Veterans Employment and Training Service
 U.S. Department of Veterans Affairs
 U.S. News & World Report
 U.S. Social Security Administration
 Wall Street Journal
 Washington Post
 Westaff
 William and Flora Hewlett Foundation
 World Bank

Selected Recent Publications and Presentations

For an up-to-date bibliography,
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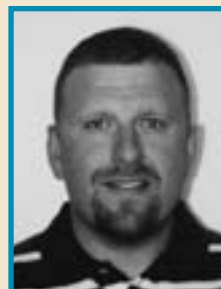
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