

A quarterly report on activities and events at the National Opinion Research Center.

## New Initiatives

### Spain's Survey of Consumer Finances



The Bank of Spain has selected NORC to carry out the third round of Encuesta Financiera de las Familias (EFF), a nationwide household survey dealing with family finances.

NORC, along with its Spanish partner [Metroscopia](#), will be responsible for programming the survey instrument as a computer-assisted personal interview (CAPI), recruiting and training interviewers, carrying out the field work, and delivering a clean data set. The survey requires 7,000 completed interviews (a portion of which is a panel from previous EFF rounds). The EFF is similar in many ways to the [Survey of Consumer Finances](#) which NORC conducts for the U.S. Federal Reserve Board.

Sarah Hughes will be the project director. She can be reached at (312) 759-4262 or [hughes-sarah@norc.org](mailto:hughes-sarah@norc.org). NORC Senior Survey Director Cathy Haggerty will serve as technical advisor to the project.

### Crime Prevention through Environmental School Design

NORC will collaborate with frequent partner TKC Integration Systems, an Alaska Native management firm on the CPTED School Assessment, which is sponsored by the Centers for Disease Control and Prevention.

The acronym CPTED stands for Crime Prevention through Environmental Design and the CPTED perspective looks at criminal activity as a response to environmental opportunities. The School Assessment, which includes surveys of students and counselors, is in an advanced stage of development. TKC, in association with Carter & Carter Associates, has devised the survey instruments for students and counselors.

NORC will develop web-based survey administration systems for the student and counselor surveys and will collect the data. NORC also will provide a variety of technical assistance support activities for the effort and will devise and test security systems, perform statistical and analytic tasks, and report on the study findings. Phyllis Newton will direct the project. Contact her at [Newton-phyllis@norc.org](mailto:Newton-phyllis@norc.org) or (301) 634-9318.

### Impact of Jewish Mobility

NORC will undertake a new study for the United Jewish Communities, with the goal of better understanding the dimensions of Jewish geographic mobility, and how receiving communities speed the process of building, or rebuilding, communal attachments among those new to the area?

For this project, NORC will merge data drawn from the National Jewish Data Bank and the [General Social Survey](#) and other national and community surveys. It also will produce the accompanying documentation, a technical methodological report, and a monograph. Focus groups will be conducted to add qualitative data to the analysis of existing surveys.

Tom W. Smith, Director of NORC's General Social Survey (GSS) will lead the project research team. Contacts: [smith-tom@norc.org](mailto:smith-tom@norc.org) or (773) 256-6288.

### Global Mortgage Toolkit

A key obstacle to the development of integrated primary and secondary financial markets in emerging economies is the lack of standardization and uniformity in mortgage lending. A new project designed to streamline one aspect of financial systems in the developing world has NORC assisting the International Finance Corporation (IFC), part of the World Bank Group, in the development of a global mortgage toolkit based on previous toolkits developed by IFC in other countries. The unified global toolkit will be used as the basis for adapted and localized toolkits for financial institutions that wish to build sustainable mortgage lending operations.

NORC will serve as the prime contractor for the Global Mortgage Toolkit Project and, with one outside consultant, carry out the synthesis of the existing toolkits and data into a single global model. Ray Struyk will direct the project. Contact him at (301) 634-9434 or [struyk-ray@norc.org](mailto:struyk-ray@norc.org).

### Housing in Kyrgyzstan



NORC will provide technical assistance related to the targeting and affordability of a housing loan program aimed at low-income households in Kyrgyzstan. Topics to be examined include terms and conditions for lending of funds and loan products (including products for home purchase, renovation, and construction), with a strong focus on financial sustainability and consumer affordability.

The project is sponsored by Kreditanstalt für Wiederaufbau (KfW) Entwicklungsbank, which finances investments and accompanying consulting services in developing countries. It carries out its work on behalf of the German Federal Ministry for Economic Cooperation and Development. Ray Struyk will direct the project. Contact him at (301) 634-9434 or [struyk-ray@norc.org](mailto:struyk-ray@norc.org).

### Land in Nigeria

NORC will develop recommendations for improving the system of land administration in Nigeria and will devise and implement a monitoring and evaluation mechanism for assessing the effectiveness of land administration reform.

The project is supported by the International Finance Corporation (IFC), part of the World Bank Group. Steve Butler will be the project director. Contact him at [butler-stephen@norc.org](mailto:butler-stephen@norc.org).

### Cash Transfers in Yemen

Conditional cash transfer programs provide money directly to poor families via a “social contract” with the beneficiaries. In this new project, NORC will evaluate a Yemeni pilot program aimed at improving the rates of enrollment in schools, and of school persistence, among girls in grades 4 through 9 in rural portions of the Al-Hodeidah Governorate. A baseline survey will cover 5,000 households spread over 100 school zones. Household interviews will be carried out with 50 randomly-selected eligible households in each zone. Data on schools and communities will also be collected.

NORC will provide overall management and quality assurance for the data collection, oversight of training and initial data collection efforts, data review during data collection, and quality review of final data sets. Field staff and field management of the data collection will be provided by a Yemeni firm, GeoTechnology.

The project is supported by the Yemeni Ministry of Education. Heather Leaver-Spear will manage the project. Contact her at [leaver-spear-heather@norc.org](mailto:leaver-spear-heather@norc.org) or (312) 759-4059.

## Ongoing Projects

### Survey of Doctorate Recipients

NORC recently won a re-competition to conduct the [Survey of Doctorate Recipients](#) (SDR) for the next five years. This renewal is an affirmation of the consistent high quality of NORC’s work on the biennial SDR, which NORC has conducted since 1997.

SDR is one of three surveys of individuals in the National Science Foundation’s Division of Science Resource Statistics program to track the science and engineering workforce. The SDR tracks the employment history and research productivity of members of the doctoral labor force as they move through their careers in research and practice. Each wave of the SDR includes the previous panel wave and a new sample of recent doctoral degree recipients. During the period of NORC management, the SDR has undergone consistent innovation. In 2006, SDR implemented a tri-mode data collection using mail, CATI, and web-based approaches. NORC has also developed an international component that surveys individuals from outside the U.S. who received their doctorates from U.S. institutions and then left the country.

Karen Grigorian is the survey director for the SDR. She can be reached at [grigorian-karen@norc.org](mailto:grigorian-karen@norc.org) or 312-759-4025.

### Making (More) Connections



The [Annie E. Casey Foundation](#) has authorized the continuation of the [Making Connections Survey](#). The survey gathers data from individuals who live in urban neighborhoods that are the focus of Casey’s Making Connections initiative.

Casey's website describes Making Connections as its "flagship initiative." Its core strategy focus is to help children living in poor urban neighborhoods succeed by strengthening "families' connections to economic opportunity, positive social networks, and effective services and supports." The Making Connections Survey is at the center of Casey's vision for the initiative, forcing "a hard focus on achieving and sustaining measurable, concrete results." NORC has conducted the Making Connections Survey since 2002. Major tasks include sample design, questionnaire design, interviewer training and recruitment, data collection, data preparation, and data delivery. A subcontractor, the Urban Institute, disseminates the data, conducts analysis, and provides technical assistance to the sites.

Cathy Haggerty, Making Connections Project Director, oversaw the development of the proposal that led to the continuation of the survey. Contact her at [haggerty-cathy@norc.org](mailto:haggerty-cathy@norc.org) or (312) 759-4065.

### Bartenders Study: Impact of Smoking Ban in Illinois



NORC will be continuing its study for the [American Cancer Society](#) on the impact of the smoking ban in Illinois.

In order to measure the short-term health impact of the ban on smoking in public places, NORC will conduct a survey of bartenders' respiratory function before and after implementation of the January 1, 2008 smoking ban. The survey will be conducted in-person by three NORC interviewers in East St. Louis, Peoria, and Chicago. The interviewers will collect information about perceived respiratory function, recent eye, nose, throat irritation; smoking and asthma history, basic work history and demographic information. In addition, interviewers will oversee respondents' use of and record measurements from a peak flow meter, a hand-held device that measures air flow out of the lungs. For each site, interviewers will select a comparable number of control group respondents from nearby non-bar establishments.

An initial contract with the American Cancer Society covered the study design including questionnaire development, interviewer training, listing and sampling of bars and interviews with bartenders and controls in each of the three sites. During December 2007, a total of 496 interviews were conducted.

The new work includes follow-up interviews with respondents from the pre-implementation interview, data entry and analysis of pre-and post survey data including preparation of tabulations, statistical analysis and a report describing methods and findings. Contact Alma Kuby, the project director at [kuby-alma@norc.org](mailto:kuby-alma@norc.org) or (312) 759-4007.

## People

### NORC Begins Presidential Search

The executive search firm [Isaacson Miller](#), a Boston-based firm, has been retained to conduct a search for a new president after the departure of Craig G. Coelen in early February. Executive Vice President John H. Thompson is serving as interim president while the Board of Trustees conducts a search for a new leader.

Coelen served as president and CEO for nearly eight years, during which he oversaw a period of extraordinary expansion and financial success, leaving NORC well positioned to build on his accomplishments.

Thompson brings a strong background in management to his interim role, having served as executive vice president at NORC for the past five years. He came to NORC from the U.S. Bureau of the Census where he held a number of executive positions including Associate Director for the Decennial Censuses with responsibility for managing and directing all aspects of the 2000 Census.

John Mark Hansen, NORC trustee and chair of the Board committee responsible for the search, said that work on the search has already begun. Contact Mark at [jhansen@uchicago.edu](mailto:jhansen@uchicago.edu).

## Events



### Public Meetings Help Set National Health Goals

The HHS Office of Disease Prevention and Health Promotion in the Office of Public Health and Science has contracted with NORC to support activities related to the development of the next decade's national health objectives—[Healthy People 2020](#).

As one element of this work, NORC is facilitating five regional meetings throughout the U.S. and a sixth meeting in the Washington, DC area to obtain

public input. The meetings are taking place in Atlanta; San Francisco; Fort Worth, TX; Chicago; New York; and Bethesda, MD during March and May of 2008.

As HHS seeks input from communities and stakeholders through public meetings across the country, NORC is helping to plan and facilitate these meetings. In addition, NORC is producing summary reports that highlight recurrent themes in stakeholders' input at the meetings. These reports will be used by HHS, along with feedback from other public input, to shape the Healthy People 2020 purpose, goals, organization, and action plans.

### **Scheuren Presents at Human Rights International Conference**

NORC Senior Fellow Fritz Scheuren presented findings from his book, "Statistical Methods for Human Rights" (Springer, 2007) to an international meeting of scholars organized to celebrate the 60th Anniversary of the Universal Declaration of Human Rights.

The conference, entitled, International Meeting "Social Cohesion and Social Well-Being: Inclusion and Dialogue from a Human Rights Perspective," took place in Quito, Ecuador on April 28 -29, 2008. Sponsors included the United Nations Development Program (UNDP).

Additional information, including the concept paper, the program, and additional details of the event, is available at: [www.auditoriademocratica.org/60anniversary](http://www.auditoriademocratica.org/60anniversary).



### **NORC Presents at AAPOR, WAPOR Annual Meetings**

Several dozen NORC staff members will participate in panel discussions and present papers and posters at the upcoming annual meetings of the American Association for Public Opinion Research (AAPOR) and the World Association for Public Opinion Research (WAPOR). The conferences, held in New Orleans from May 15-18, 2008, highlight the findings of scientists and organizations working in the public opinion industry. Click [here](#) to see a list of papers and authors or visit the AAPOR website at [www.aapor.org](http://www.aapor.org).

### **NORC Staff to Present at Field Directors Conference**

More than a dozen NORC staff members will present papers and facilitate panel discussions at the [International Field Directors and Technologies Conference](#) to be held in New Orleans, LA from May 18 - May 21, 2008. Visit the NORC [website](#) to see a list of presenters and topics.

## ***NORC in the News***

Selected coverage of NORC projects and staff in the popular press. To subscribe to the weekly news email, contact: [savage-cathleen@norc.org](mailto:savage-cathleen@norc.org)

### **Doctors Refer Insured Patients to Facilities they Own**

March 18, 2008 -- NORC Senior Fellow Jon Gabel and colleagues published findings on the website of the journal *Health Affairs*, 27(3):w165-w174 from a study of referral patterns to determine whether physicians with a financial interest in an ASC are more likely to refer well-insured patients to their own facilities. Findings indicate that this steering is happening frequently and the fear is that the practice may threaten the nation's safety net. Read the full [article](#) on the *Health Affairs* site.

### **O'Grady Testifies before House Ways and Means on Instability of Health Care**

NORC Senior Fellow Michael J. O'Grady testified before the House Ways and Means Subcommittee on Health on April 15, 2008 about the Instability of health care in America. O'Grady's presentation, entitled, "A Systematic Approach to Expanding Health Insurance Coverage," is available on the Committee's [website](#).

### **Happiness Is...**

NORC Research Associate and Assistant Professor of Sociology at the University of Chicago, Yang Yang is the author of the article, "[Social Inequalities in Happiness in the United States, 1972-2004: An Age-Period-Cohort Analysis](#)," published in the April issue of the *American Sociological Review*. Her analysis is based on data from the General Social Survey (GSS), which NORC has conducted with sponsorship from the National Science Foundation since 1972. Findings from her study show that baby boomers are not as content as other generations, African Americans are less happy than whites, men are less happy than women, happiness can rise and fall between eras, and that, with age the differences narrow. The story was reported by [Reuters](#), [United Press International](#), the [Associated Press](#), and the [Chicago Sun-Times](#).

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