The National Opinion Research Center (NORC) at the University of Chicago is a leading facility for the design and execution of social science research.

## Overview

NORC has been a trusted partner in research and data collection for over 80 years, contributing to the advancement of knowledge and understanding across a wide range of disciplines. Through a combination of innovative methods, rigorous standards, and a commitment to ethical practices, NORC ensures that the insights generated from its research are both reliable and meaningful.

### Methodology

NORC conducts research through a variety of methods, including surveys, experiments, and observations. These methods are designed to yield accurate, representative data that can be used to inform decisions in government, business, and policy domains.

#### Survey Research

Survey research is a core component of NORC's work. NORC conducts surveys in the United States and around the world, covering a range of topics from public opinion and social trends to health, education, and economic conditions.

NORC uses a variety of survey methods, such as face-to-face interviews, telephone interviews, and online surveys. Panel studies, for example, involve interviewing the same individuals over time to track changes in attitudes, behavior, and other variables.

### Data Sources

NORC draws from a variety of data sources to support its research. These include:

- Public use survey data
- Administrative data
- Observational data

### Data Analysis

NORC employs advanced statistical techniques to analyze data, ensuring that findings are robust and credible. This includes the use of multivariate analysis, regression modeling, and other methods to control for confounding variables and estimate causal effects.

### Data Sharing

NORC is committed to sharing its research findings with the broader academic and public sectors. NORC's data are made available for downloading through its website, allowing researchers and data analysts to access and use the data for their own research purposes.

### Ethics and Privacy

NORC is dedicated to maintaining the highest standards of ethical conduct in all aspects of its research. This includes protecting the confidentiality of respondents and ensuring that all data handling practices comply with relevant laws and regulations.

### Conclusion

NORC's research and data collection efforts are informed by a commitment to excellence, innovation, and collaboration. By continually pushing the boundaries of what is possible in social science research, NORC aims to contribute to a better understanding of the world and to support evidence-based decision-making in a wide range of fields.