COVID Impact Survey: Week 3, Baltimore-Columbia-Towson, Maryland Findings

Conducted by NORC at the University of Chicago
On behalf of the Data Foundation

Interviews: 05/30-06/08/2020
354 adults residing in Baltimore-Columbia-Towson, Maryland
Margin of error: +/- 7.2 percentage points at the 95% confidence level among all adults

NOTE: All results show percentages among all respondents, unless otherwise labeled.

SOC1. We'd like to know how much you trust people in your neighborhood. Generally speaking, would you say that you can trust all the people, most of the people, some of the people, or none of the people in your neighborhood?

[HALF SAMPLE ASKED RESPONSE OPTIONS IN REVERSE ORDER]

	NORC 05/30-06/08/2020
Top NET	**59**
All	11
Most	49
Bot NET	**39**
Some	34
None	5
DON'T KNOW	1
SKIPPED/REFUSED	-
N = 354	

SOC2A. In the past month, how often did you talk with any of your neighbors?

	NORC 05/30-06/08/2020
Top NET	**48**
Basically every day	15
A few times a week	33
A few times a month	**29**
Bot NET	**22**
Once a month	9
Not at all	13
Not sure	1
SKIPPED/REFUSED	-
N = 354	

SOC2B. During a typical month prior to March 1, 2020, when COVID-19 began spreading in the United States, how often did you talk with any of your neighbors?

	NORC 05/30-06/08/2020
Top NET	**50**
Basically every day	16
A few times a week	34
A few times a month	**24**
Bot NET	**24**
Once a month	11
Not at all	13
Not sure	2
SKIPPED/REFUSED	*
N = 354	

SOC3A. In the past month, how often did you communicate with friends and family by phone, text, email, app, or using the Internet?

	NORC 05/30-06/08/2020
Top NET	**87**
Basically every day	62
A few times a week	25
A few times a month	**9**
Bot NET	**4**
Once a month	3
Not at all	1
Not sure	*
SKIPPED/REFUSED	-
N = 354	

SOC3B. During a typical month prior to March 1, 2020, when COVID-19 began spreading in the United States, how often did you communicate with friends and family by phone, text, email, app, or using the Internet?

	NORC 05/30-06/08/2020
Top NET	**84**
Basically every day	51
A few times a week	34
A few times a month	**8**
Bot NET	**6**
Once a month	5
Not at all	1
Not sure	-
SKIPPED/REFUSED	2
N = 354	

SOC4A. In the past month, did you spend any time volunteering for any organization or association, or not?

	NORC 05/30-06/08/2020
Yes	15
No	84
Not sure	1
SKIPPED/REFUSED	-
N = 354	

SOC4B. During a typical month prior to March 1, 2020, when COVID-19 began spreading in the United States, did you spend any time volunteering for any organization or association, or not?

	NORC 05/30-06/08/2020
Yes	30
No	69
Not sure	*
SKIPPED/REFUSED	*
N = 354	

PHYS8. Would you say your health in general is excellent, very good, good, fair, or poor?

	NORC 05/30-06/08/2020
Top NET	**59**
Excellent	18
Very good	42
Good	**28**
Bot NET	**13**
Fair	12
Poor	1
DON'T KNOW	-
SKIPPED/REFUSED	*
N = 354	

PHYS1. Have you experienced any of the following symptoms in the past 7 days, or not?

[GRID ITEMS RANDOMIZED]

NORC 05/30-06/08/2020	Yes	No	Not sure	SKP/REF
Fever	14	84	1	1
Chills	10	87	1	1
Runny or stuffy nose	12	84	2	2
Chest congestion	11	88	*	1
Skin rash	14	83	1	1
Cough	14	85	1	*
Sore throat	14	84	-	1
Sneezing	14	84	2	*
Muscle or body aches	12	87	1	*
Headaches	16	84	*	*
Fatigue or tiredness	12	88	*	*
Shortness of breath	15	85	*	-
Abdominal discomfort	10	89	1	*
Nausea or vomiting	12	88	-	-
Diarrhea	10	89	1	*
Changed or lost sense of taste or smell	10	89	*	*
Loss of appetite	16	82	1	1
N = 354				

SOC5. In the past 7 days, how often have you?

[GRID ITEMS RANDOMIZED]

NORC 05/30-06/08/2020	Top NET	Not at all or less than 1 day	1-2 days	Bot NET	3-4 days	5-7 days	DON'T KNOW	SKP/REF
Felt nervous, anxious, or on edge	**83**	57	27	**16**	10	6	-	*
Felt depressed	**83**	61	22	**17**	10	7	-	*
Felt lonely	**83**	57	25	**16**	10	7	1	1
Felt hopeless about the future	**85**	60	25	**15**	8	7	-	*
Had physical reactions such as sweating, trouble breathing, nausea or a pounding heart when thinking about your experience with the coronavirus pandemic	**97**	87	10	**2**	*	2	-	*
N = 354								

PHYS2. Which of the following measures, if any, are you taking in response to the coronavirus?
Please select all that apply.

NORC 05/30-06/08/2020	Yes
Canceled a doctor appointment	37
Worn a face mask	98
Visited a doctor or hospital	18
Canceled or postponed work activities	34
Canceled or postponed school activities	22
Canceled or postponed dentist or other appointment	49
Canceled outside housekeepers or caregivers	13
Avoided some or all restaurants	74
Worked from home	43
Studied from home	22
Canceled or postponed pleasure, social, or recreational activites	70
Stockpiled food or water	40
Avoided public or crowded places	81
Prayed	55
Avoided contact with high-risk people	65
Washed or sanitized hands	96
Kept six feet distance from those outside my household	88
Stayed home because I felt unwell	13
Wiped packages entering my home	47
DON'T KNOW	*
SKIPPED ON WEB	*
REFUSED	-
N = 354	

PHYS10. There are some options for testing and tracking people who may have COVID-19 in order to help slow the spread of this virus. If these options were available to you, how likely would you be to participate in them?

NORC 05/30-06/08/2020	Top NET	Extremely likely	Very likely	Moderately likely	Bot NET	Not too likely	Not likely at all	Already done this	DON'T KNOW	SKP/REF
Installing an app on your phone that asks you questions about your own symptoms and provides recommendations about COVID-19	**30**	16	14	**19**	**49**	22	26	1	1	*
Installing an app on your phone that tracks your location and sends push notifications if you might have been exposed to COVID-19	**30**	14	16	**23**	**46**	15	31	1	1	*
Using a website to log your symptoms and location and get recommedations about COVID-19	**31**	13	18	**29**	**38**	15	23	2	-	*
Testing you for COVID-19 infection using a q-tip to swab your cheek or nose	**56**	29	26	**18**	**23**	13	10	2	-	*
Testing you for immunity or resistance to COVID-19 by drawing a small amount of blood	**57**	36	22	**17**	**24**	13	11	1	*	*
N = 354										

ECON8. In the past 7 days, have your personal plans been changed or affected by the following types of restrictions, or not?

[GRID ITEMS RANDOMIZED]

NORC 05/30-06/08/2020	Yes	No	Not sure	SKP/REF
K-12 school closure	35	63	3	-
Pre-K or child care closure	34	63	2	1
College or training closure	37	60	2	1
Ban on gatherings of 250 people or more	32	64	3	1
Ban on gatherings of 50 people or more	33	64	2	2
Ban on gatherings of 10 people or more	32	66	1	1
Closure of place of worship	36	62	*	2
Reduced public transportation	37	60	1	2
Other reduced public services	35	63	*	2
Closure of bars	36	61	1	2
Closure of restaurants	33	63	3	2
Closure of gyms or fitness facilities	34	62	2	1
Closure of other businesses	33	64	2	1
Canceled sport events	36	61	2	2
Closure of work	31	66	1	1
Work from home requirements	32	67	*	1
Quarantine requirements or stay-at-home orders	33	66	-	2
International travel restrictions or bans	39	60	1	1
Domestic travel restrictions or bans	59	39	1	1
N = 354				

ECON7. Suppose that you have an unexpected expense that costs $400. Based on your current financial situation, how would you pay for this expense? If you would use more than one method to cover this expense, please select all that apply.

NORC 05/30-06/08/2020	Yes
Put it on my credit card and pay it off in full at the next statement	43
Put it on my credit card and pay it off over time	18
Use money currently in my checking or savings account or with cash	50
Use money from a bank loan or line of credit	4
Borrow from a friend or family member	8
Use a payday loan, deposit advance or overdraft	1
Sell something	3
I would not be able to pay for it right now	15
DON'T KNOW	-
SKIPPED ON WEB	2
REFUSED	-
N = 354	

ECON1. In the past 7 days, did you do any work for pay at a job or business?

	NORC 05/30-06/08/2020
Yes, I worked for someone else for wages, salary, piece rate, commission, tips, or payments 'in kind,' for example, food or lodging received as payment for work performed	48
Yes, I worked as self-employed in my own business, professional practice, or farm	5
No, I did not work for pay last week.	47
DON'T KNOW	-
SKIPPED/REFUSED	1
N = 354	

Show if Worked for someone else in ECON1
ECON2. How many hours did you work last week at all jobs?

	NORC 05/30-06/08/2020
0 hours	1
1-20 hours	11
21-39 hours	19
40+ hours	68
DON'T KNOW	-
SKIPPED/REFUSED	-
N = 167	

Show if Did not work for pay last week in ECON1
ECON4. What was your main reason for not working for pay?

	NORC 05/30-06/08/2020
I do not want to be employed at this time	10
I am retired	41
I was laid-off temporarily or furloughed	22
I was not at my usual jobs because I was caring for children not in school	3
I was not at my usual jobs because I was caring for an elderly person	2
I was not at my usual jobs because I was caring for someone with COVID-19	-
I was not at my usual jobs because I was recovering from COVID-19 or isolating due to exposure to COVID-19	1
I was unemployed and looking for work starting before March 1, 2020 when COVID-19 began spreading in the United States	11
I was unemployed and looking for work starting after March 1, 2020 when COVID-19 began spreading in the United States	4
DON'T KNOW	-
SKIPPED/REFUSED	7
N = 166	

ECON3. Prior to March 1, 2020 when COVID-19 began spreading in the United States, how many hours did you usually work each week?

	NORC 05/30-06/08/2020
0 hours	24
1-20 hours	10
21-39 hours	11
40+ hours	46
DON'T KNOW	-
SKIPPED/REFUSED	8
N = 354	

ECON4A. Think about 30 days from now, how likely do you think it is that you will be employed at that time?

	NORC 05/30-06/08/2020
Top NET	**55**
Extremely likely	38
Very likely	17
Moderately likely	**12**
Bot NET	**30**
Not too likely	9
Not likely at all	21
DON'T KNOW	-
SKIPPED/REFUSED	3
N = 354	

ECON4B. Think about 3 months from now, how likely do you think it is that you will be emloyed at that time?

	NORC 05/30-06/08/2020
Top NET	**57**
Extremely likely	37
Very likely	20
Moderately likely	**13**
Bot NET	**25**
Not too likely	6
Not likely at all	19
DON'T KNOW	-
SKIPPED/REFUSED	6
N = 354	

ECON6. In the past 7 days, have you either received, applied for any of the following forms of income assistance, or not?

NORC 05/30-06/08/2020	Top NET	Received	Applied for	Bot NET	Tried to apply for	Did not receive nor apply for any	DON'T KNOW	SKP/REF
Unemployment insurance	**11**	7	3	**85**	3	82	1	4
SNAP (Supplemental Nutrition Assistance Program)	**14**	12	3	**84**	2	82	-	1
TANF (Temporary Assistance for Needy Families)	**2**	2	-	**94**	1	93	-	4
Social Security	**22**	21	1	**76**	1	75	-	2
Supplemental Social Security	**5**	4	1	**93**	1	92	-	2
Any kind of government health insurance or health coverage plan including Medicaid, Medical Assistance or Medicare	**24**	22	1	**75**	3	72	-	2
Other aid from the government	**7**	7	-	**90**	2	88	-	2
Assistance from a union or other association	**3**	2	1	**94**	-	94	-	3
Assistance from a church or religious organization	**5**	3	2	**94**	-	94	*	1
Assistance from another community organization	**5**	4	1	**93**	*	92	*	2
A food pantry	**11**	11	-	**87**	2	86	*	2
Other assistance	**6**	3	2	**93**	1	92	*	1
N = 354								

ECON5A. Please indicicate whether the following statements were often true, sometimes true, or never true for you or your household over the past 30 days.

NORC 05/30-06/08/2020	Often true	Sometimes true	Never true	DON'T KNOW	SKP/REF
We worried our food would run out before we got money to buy more	9	16	75	-	*
The food that we bought just didn't last, and we didn't have money to get more	6	12	81	-	*
N = 354					

PHYS7. Please indicate if you have felt any of the following in the past 7 days.
Please select all that apply.

NORC 05/30-06/08/2020	Yes
Felt hot or feverish	3
Felt chilly or cold or had chills	2
Been sweating more than usual	3
Have not felt any of these	92
DON'T KNOW	-
SKIPPED ON WEB	1
REFUSED	-
N = 354	

PHYS11. Can you use a thermometer to take your temperature now?

	NORC 05/30-06/08/2020
Yes	49
No	51
DON'T KNOW	-
SKIPPED/REFUSED	*
N = 354	

PHYS11_TEMP. Can you use a thermometer to take your temperature now? [Recorded temperature]

	NORC 05/30-06/08/2020
<97 degrees	8
97 to <99 degrees	87
99 to <100.3 degrees	4
100.3 degrees or more	-
Out of range	*
DON'T KNOW	-
SKIPPED/REFUSED	1
N = 203	

PHYS9. Are you currently covered by any of the following types of health insurance or health coverage plans?

NORC 05/30-06/08/2020	Yes	No	DON'T KNOW	SKP/REF
Insurance through a current or former employer or union of yours or another family member	57	41	-	2
Insurance purchased directly through an insurance company by you or another family member	12	83	-	5
TRICARE or another military health care	6	89	-	6
Medicaid, Medical Assistance, or any kind of government-assistance plan for those with low incomes or a disability	20	75	1	5
Medicare, for people 65 and older, or people with certain disabilities	22	76	-	2
The Veteran's Administration, meaning you are currently enrolled for VA health care	4	92	-	3
Indian Health Service	-	96	-	4
Other health insurance or health coverage plan	23	74	-	3
N = 354				

PHYS3. Has a doctor or other health care provider ever told you you have any of the following?

NORC 05/30-06/08/2020	Yes	No	Not sure	SKP/REF
Diabetes	10	86	3	1
High blood pressure or hypertension	33	61	5	1
Heart disease, heart attack or stroke	6	87	5	1
Asthma	20	75	3	1
Chronic lung disease or COPD	8	87	4	1
Bronchitis or emphysema	13	83	3	1
Allergies	42	54	3	1
A mental health condition	18	76	5	1
Cystic fibrosis	1	96	2	1
Liver disease or end stage liver disease	2	94	3	1
Cancer	5	90	3	1
A compromised immune system	6	91	1	1
Overweight or obesity	24	71	4	*
N = 354				

PHYS4. Has a doctor or other health care provider ever told you that you have COVID-19?

	NORC 05/30-06/08/2020
Yes	2
No	98
Not sure	-
SKIPPED/REFUSED	-
N = 354	

PHYS5. Has a doctor or other health care provider ever told someone you live with that they have COVID-19?

	NORC 05/30-06/08/2020
Yes	1
No	97
Not sure	1
SKIPPED/REFUSED	*
N = 354	

PHYS6. Have you had a family member or close friend die from COVID-19 or respiratory illness since March 1, 2020?

	NORC 05/30-06/08/2020
Yes	9
No	88
Not sure	2
SKIPPED/REFUSED	*
N = 354	

AGE4. Age: 4 category

	NORC 05/30-06/08/2020
18-29	16
30-44	34
45-59	24
60+	26
REMOVED FOR DISCLOSURE RISK	-
N = 354	

GENDER. Are you male or female

	NORC 05/30-06/08/2020
Male	47
Female	53
Not sure	-
SKIPPED/REFUSED	*
N = 354	

RACETH. Race/ethnicity

	NORC 05/30-06/08/2020
White, non-Hispanic	57
Black, non-Hispanic	29
Hispanic	5
Other, non-Hispanic	8
DON'T KNOW	-
REMOVED FOR DISCLOSURE RISK	-
SKIPPED/REFUSED	1
N = 354	

HHINCOME. Household income

	NORC 05/30-06/08/2020
Under $10,000	11
$10,000 to under $20,000	8
$20,000 to under $30,000	9
$30,000 to under $40,000	8
$40,000 to under $50,000	7
$50,000 to under $75,000	16
$75,000 to under $100,000	12
$100,000 to under $150,000	14
$150,000 or more	15
DON'T KNOW	-
SKIPPED/REFUSED	2
N = 354	

EDUC4. Education: 4 categories

	NORC 05/30-06/08/2020
No HS diploma	13
HS graduate or equivalent	22
Some college	27
BA or above	39
Not sure	-
SKIPPED/REFUSED	1
N = 354	

P_DENSE. Population density - Rural, suburban, or urban

	NORC 05/30-06/08/2020
Rural	*
Suburban	11
Urban	89
N = 354	

The COVID Impact Survey: Methodological Approach

The COVID-19 Household Impact Survey is a philanthropic effort to provide national and regional statistics about physical health, mental health, economic security, and social dynamics in the United States. The COVID Impact Survey is funded by the Data Foundation. NORC at the University of Chicago is conducting the survey.

The survey is designed to provide weekly estimates of the U.S. adult household population nationwide and for 18 regional areas including 10 states (CA, CO, FL, LA, MN, MO, MT , NY, OR, TX) and 8 Metropolitan Statistical Areas (Atlanta, Baltimore, Birmingham, Chicago, Cleveland, Columbus, Phoenix, Pittsburgh). Data collection is occurring over a week long period. Interviews are conducted in English and Spanish. Respondents are offered a small monetary incentive for completing the survey. The questionnaire is available at: https://www.covid-impact.org/ (https://www.covid-impact.org/). And for additional information on the study, please contact covidimpactsurvey@datafoundation.org (mailto:covidimpactsurvey@datafoundation.org).

National Survey

Data for the national estimates are collected using the AmeriSpeak Panel®, NORC's probability-based panel designed to be representative of the U.S. household population. During the initial recruitment phase of the AmeriSpeak panel, randomly selected U.S. households were sampled with a known, non-zero probability of selection from the NORC National Sample Frame and then contacted by U.S. mail, email, telephone, and field interviewers (face-to-face). The panel provides sample coverage of approximately 97% of the U.S. household population. Those excluded from the sample include people with P.O. Box only addresses, some addresses not listed in the USPS Delivery Sequence File, and some newly constructed dwellings.

Interviews are conducted with adults age 18 and over representing the 50 states and the District of Columbia. Panel members are randomly drawn from AmeriSpeak. In households with more than one adult panel member, only one is selected at random for the sample. Invited panel members may complete the survey online or by telephone with an NORC telephone interviewer.

Once the sample has been selected and fielded, and all the study data have been collected and made final, an iterative raking process is used to adjust for any survey nonresponse as well as any noncoverage or under and oversampling resulting from the study specific sample design. Raking variables include age, gender, census division, race/ethnicity, education, and county groupings based on county level counts of the number of COVID-19 deaths. Demographic weighting variables were obtained from the 2020 Current Population Survey. The count of COVID-19 deaths by county was obtained from USA Facts. The weighted data reflect the U.S. population of adults age 18 and over.

Region Surveys

Data for the regional estimates are collected using a multi-mode address-based (or ABS) approach that allows residents of each area to complete the interview via web or with an NORC telephone interviewer. The sampling frame is based on an extract of the U.S. Postal Service delivery-sequence file (DSF). The DSF provides sample coverage of approximately 97% of the U.S. household population. Those excluded from the sample include people with P.O. Box only addresses, some addresses not listed in the USPS Delivery Sequence File, and some newly constructed dwellings. Addresses are stratified by the Census propensity to respond metric and then randomly selected within each target region.

All sampled households are mailed a postcard inviting them to complete the survey either online using a unique PIN or via telephone by calling a toll-free number. Postcards are addressed to: [CITY] HOUSEHOLD. There is no within household selection for households with multiple adults. Interviews are conducted with adults age 18 and over.

In eight regions (CA, CO, FL, MN, MO, NY, TX, and the Chicago MSA), the AmeriSpeak panel design yields representative sub-national samples. As such, AmeriSpeak panelists who reside in each of these eight regions are combined with the ABS sample to generate region level estimates. These panelists' sampling weights are then raked with the ABS to external population targets for each region.

Once the sample has been selected and fielded, and all the study data have been collected and made final, an iterative raking process is used to adjust for any survey nonresponse as well as any noncoverage or under and oversampling. Raking variables include age, gender, race/ethnicity, education, and county groupings based on county level counts of the number of COVID-19 deaths. Demographic weighting variables were obtained from the 2018 American Community Survey. The count of COVID-19 deaths by county was obtained from USA Facts. The weighted data reflect the population of adults age 18 and over in each region.

A Note on Applying Weights

The dataset contains 6 weight variables. When generating national estimates, the NATIONAL_WEIGHT or NATIONAL_WEIGHT_POP should be applied. When generating estimates for a geographic region, the REGION_WEIGHT or REGION_WEIGHT_POP should be applied. NATIONAL_WEIGHT and REGION_WEIGHT are normalized weights that total to the sample size. NATIONAL_WEIGHT_POP and REGION_WEIGHT_POP are population weights that total to size of the adult population nationally or in the regions. Any analyses that aggregate all 18 regions together should apply REGION_WEIGHT_POP. When generating estimates combining the Wave 1, Wave 2, and Wave 3 samples, NAT_WGT_COMB_POP and REG_WGT_COMB_POP, should be used for analysis for national and regional samples, respectively. These weights have been adjusted so that they represent the population when the Wave 1, Wave 2, and Wave 3 samples are combined.

Data Collection Metrics for May 30-June 8, 2020

AmeriSpeak Sample Performance Summary

Sampled/ Invited Panelists	No. Screening Interviews Completed	Screener Completion Rate	No. Panelists Eligible for Interview	Incidence/ Eligibility Rate	No. Survey Interviews Completed	No. Completed Online	No. Completed by Phone	Interview Completion Rate	AAPOR RR3
10,373	N/A	N/A	N/A	100%	2,047	1,907	140	19.7%	3.9%

ABS Sample Performance Summary

Sampled/ Invited Panelists	No. Screening Interviews Completed	Screener Completion Rate	No. Panelists Eligible for Interview	Incidence/ Eligibility Rate	No. Survey Interviews Completed	No. Completed Online	No. Completed by Phone	Interview Completion Rate	AAPOR RR3
288,000	5,928	2.0%	5,928	100%	5,458	5,119	339	92.5%	1.8%

Margins of Sampling Error

	No. Completed Interviews Sourced from ABS	No. Completed Interviews Sourced from AmeriSpeak	Design Effect	Margin of Sampling Error (incl. design effect) +/- percentage points
National	0	2,047	1.93	3.0
CA	288	252	2.00	6.0
CO	299	48	1.96	7.4
FL	294	152	2.16	6.8
LA	305	0	1.67	7.2
MN	268	36	1.77	7.5
MO	315	51	1.71	6.7
MT	257	0	1.89	8.4
NY	294	101	1.70	6.4
OR	393	0	1.88	6.8
TX	285	137	2.10	6.9
Atlanta	308	0	1.60	7.1
Baltimore	354	0	1.94	7.2
Birmingham	325	0	1.85	7.4
Chicago	337	48	1.73	6.6
Cleveland	232	0	2.26	9.7
Columbus	295	0	2.00	8.1
Phoenix	286	0	1.94	8.1
Pittsburgh	323	0	1.54	6.8

Research publications that use microdata from the COVID Impact Survey should cite as:

Abigail Wozniak, Joe Willey, Jennifer Benz, and Nick Hart. COVID Impact Survey: Version 3 [dataset]. Chicago, IL: National Opinion Research Center, 2020.

Media articles and other publications should attribute as:

The COVID-19 Household Impact Survey (https://www.covid-impact.org/), conducted by NORC at the University of Chicago for the Data Foundation.

About The Data Foundation

The Data Foundation is a 501(c)(3) non-profit based in Washington, D.C. The organization focuses on studying and developing strategies to improve the federal government's data infrastructure to support evidence-based policymaking and open data products. Supported by private sector, philanthropy, and government contract funding, the Data Foundation provides administration and operational support for the COVID-19 Household Impact Survey, including communications and coordination with key policymaking communities.

Learn more at datafoundation.org (https://datafoundation.org)

About the NORC at the University of Chicago

NORC at the University of Chicago is an independent research institution that delivers reliable data and rigorous analysis to guide critical programmatic, business, and policy decisions. Since 1941, NORC has conducted groundbreaking studies, created and applied innovative methods and tools, and advanced principles of scientific integrity and collaboration. Today, government, corporate, and nonprofit clients around the world partner with NORC to transform increasingly complex information into useful knowledge.

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