National Outreach Survey Methodology
Methodology Summary

Objectives of the National Outreach Survey

Research findings around the globe continue to confirm that there is a lack of open-source, comprehensive empirical data on human trafficking. To address the significant gaps of existing knowledge on human trafficking, UAS created the National Outreach Survey (NOS) with the aim to collect and disseminate comprehensive data on all types of human trafficking. The NOS will produce open source data from more than 23 anti-trafficking stakeholder groups for the benefit of research, programming, evaluation, and other needs of the anti-human trafficking community. The survey, to be held every two years to help measure ongoing benchmarks, will identify and document unresolved challenges on the frontlines, gaps that may exist in training and services, effective and ineffective efforts and initiatives, and strengths and weaknesses across the anti-trafficking movement. Advocacy efforts will be undertaken to ensure the recommendations from the study reaches the stakeholders in position of power and authority to change practice, policies, and legislation.

The National Outreach Survey originally began as a comprehensive study in the United States but quickly included stakeholders across the globe. Since the NOS name was established and identified as our data collection platform, we maintained this name and welcome nations across the globe. So, the "National" now represents any nation that has participation in the NOS, even though our headquarters are in the United States.

Unique features

The NOS will become the largest comprehensive empirical frontline data collection in the anti-trafficking space in the United States and across the globe. We are solely focused on collecting frontline data and making that data available to the public-at-large. Our team is composed of stakeholders who have decades of expertise in this field, bringing our own experiences and knowledge of existing challenges. We are committed to a survivor-focused approach as the centerpiece of all development and ensuring that all stakeholder groups are properly represented on the NOS.

Methods

Participants will include members of more than 23 stakeholder groups, representing three broad groups: 1) trafficking survivors and those vulnerable to human trafficking, 2) frontline anti-trafficking stakeholder groups that combat human trafficking and provide direct and indirect services to trafficking survivors, 3) general public who may be exposed to signs of trafficking.

The National Outreach Survey will provide industry-specific questions to identify and document challenges and successes from the following anti-trafficking stakeholder groups/topics:
(if enough survey questions are available for each group)

- Anti-Trafficking Advocate
- Attorney & Prosecutor
- Business Owner
- College Student
- Concerned Citizen (Public Opinion)
- Educator
- Former Child Soldier
- Former Foster Youth
- Government Employee
- Healthcare Professional
- Hospitality Worker
- Human Trafficking Survivor*
- Judge
- Law Enforcement
- Media
- Native American & Indigenous People
- Parent
- Philanthropist
- Researcher
- Service Provider
- Shelters & Survivor Housing
- Social Worker
- Survivor of Other Types of Abuse*
- Transportation - Air
- Transportation - Ground

Topics included but not limited to: Child Labor, Child and Forced Marriage, Gender Violence (acid violence and honor killings), Genital Mutilation, Migrants and Refugees, Organ Trafficking, Prison Outreach

* There are custom survey questions for sex trafficking and labor trafficking survivors; for male, female, and LGBTQ survivors; and for minors, adults, and older survivors. There are also questions for survivors of domestic violence, sexual assault, and other types of abuse. We are working diligently to ensure that survivor voices are heard loud and clear.

(We may include custom questions for additional stakeholder groups.)

The NOS is a questionnaire survey with both closed and open-ended questions. Given that the study will be repeated every two years, it is also a benchmarking survey that will provide limited longitudinal data. Comprehensive longitudinal data collection in each stakeholder group provides a unique opportunity to track certain data over time. For example, tracking data collection methods, accountability, funding needs, and services provided by nonprofits and social workers would help measure the

response capabilities in each U.S. state and in other countries. Likewise, tracking data from a certain sub-set of survivors over time would support positive progress for their physical, mental, and emotional health and aspirations for personal growth in life. Similar longitudinal datapoints would be defined in each stakeholder group for collection in biennial NOS launches.

Instrument
UAS worked with over 50 global subject matter experts who contributed to the development of survey questions. We utilized interview and non-interview sources to create survey questions tailored for each stakeholder group. Non-interview sources include existing research, news articles, and social media posts. UAS leadership spent a significant amount of time "listening" to the frontline challenges experienced by each of the participating experts and then worked with our research team to draft custom survey questions for each stakeholder group, based upon those interviews. The NOS will undergo several reviews: an expert review; a survivor review among sex and labor trafficking Survivor Leaders; and an Internal Review Board (IRB) review. All NOS soft launches and the official NOS launch will receive IRB approval to conduct research with human subjects.

All forms of human trafficking will be represented on the NOS, including more than 800 survey questions and hundreds of topics. Each stakeholder group will be asked a smaller number of custom survey questions on the instrument. Most questions will be asked to the global audience, providing comparable data across 50 U.S. states and participating nations. The survey will also collect empirical data from sex and labor trafficking survivors of all ages, genders, and races.

Recruitment Limitations
We recognize several limitations to our recruitment procedures. First, given the existing research that suggests weak participation in surveys by labor trafficking survivors, we anticipate fewer participants from this population. To address this, we will collaborate with service providers that work with this population to encourage greater participation. Second, because recruitment will largely take place via the Internet, individuals without Internet access will likely not be reached. Third, although we have developed a paper standardized survey that is not Internet-based, it will not include as much branching logic as the Internet-based version, which means we will not be able to collect as much data from the paper surveys. Lastly, despite our extensive marketing campaign to reach as many stakeholders as possible, our marketing efforts will inevitably be limited, in part because this will be the first NOS. That means we will not reach all members of relevant stakeholder groups; however, we will continue to discuss the best marketing options with key influencers in all stakeholder groups to expand our rate of participation in the NOS1 launch and future data collection efforts of the NOS2 and beyond.

Data analysis
UAS will anonymize the data and then collaborate with dozens of academics, practitioners, and subject matter experts to analyze the data and write reports. The quantitative and qualitative data collected will be analyzed by those contributors.

Dissemination of findings
Dissemination of NOS findings will take several forms. Every U.S. state will receive the first-ever custom *Governor State Report on Human Trafficking* which includes an overview of the findings from the NOS, based upon state-level data collected from each stakeholder group, a total of 50 such reports. This report will be available to congressional members, governors, lieutenant governors and constituents in each state. We will also disseminate a *National Governor State Report on Human Trafficking*, providing an overview of NOS findings in the U.S. at a national level. In addition, we will provide a *Global Report on Human Trafficking,* which will summarize findings for each participating country and global trends based upon those findings. Our *Appropriations Report* will provide a detailed review of the frontline costs. We will provide our *National Governor State Report* and *Appropriations Report* to members of congress who express interest in sponsoring a new anti-trafficking bill.

To make the NOS data and findings available to the general public, we will launch an online open-source database. The database will include a simplistic data visualization dashboard, a search engine of NOS data points, as well as login capacity for researchers to further analyze and disseminate the NOS data.