

# A New Generation of Research

Foresight 50+ by AARP and NORC offers deep insight into the views and behaviors of Americans 50 and older. We work with researchers and decision-makers to survey older Americans on everything from what they buy to what they think. We're the largest high-quality survey panel on this demographic, combining the consumer expertise of AARP with the scientific rigor of NORC to amplify the voice of the fastest-growing age group in the country.

Foresight 50+ is committed to making the needs, wants, and experiences of older adults not only heard, but understood. Our panel helps ensure that companies and organizations creating policies, products, and services that impact adults 50 and older do so with the best possible data. Foresight 50+ is the go-to research panel for clients interested in learning what makes this dynamic and influential group of older consumers tick.

## Why Choose Foresight 50+?

**Representation:** Foresight 50+ goes the extra mile to recruit Americans from every segment of the diverse 50-and-over population. We recruit Foresight 50+ panel members through the mail and follow up with nonrespondents by phone and in-person to ensure we're reaching all corners of the nation. Once on the panel, Foresight 50+ members can take surveys online or by phone, which ensures that everyone has an opportunity to share their opinions, regardless of whether or how often they go online. Postcard reminders and nonresponse followup by phone or in person also is available on the survey level. Our intense focus on accurate representation means clients won't miss out on the opinions of harder-to-reach audience segments and make bad business decisions.

**Accuracy:** NORC is well-known for its scientific rigor, which delivers reliable, actionable insights to decision-makers who can't afford to be wrong. Results from Foresight 50+ surveys are generalizable to 97 percent of U.S. households. Much of the other research done on 50+ adults is based on skewed opt-in samples or surveys with very low response rates, which results in a distorted picture of older Americans. But no one invests more than we do on building a panel that accurately represents the entire population of Americans 50 and older. We invest far more resources than any other commercially available panel to ensure that you receive this high level of accuracy.

**Size and Quality:** Foresight 50+ is the nation's largest high-quality research panel of Americans aged 50 and over, capable of fielding large-scale surveys. Researchers know that insights are only as good as the *quality* of the data they are based on. While some panels boast of having tens of millions of panelists, Foresight 50+ combines *scale and representativeness*. Other panels may argue that volume equates to representativeness and promise access to more people or the delivery of more interviews. However, the results these other panels provide will most likely underestimate important subpopulations such as non-internet users, low-income individuals, rural Americans, or non high school graduates. That won't happen with the Foresight 50+. The size of our panel combined with our commitment to deliver representative, high quality data means you can trust the insights you get.

**Expertise:** Foresight 50+ combines the consumer expertise of AARP with the trusted science of NORC in order to amplify the voice of this influential group of people. Americans 50 and older have demonstrated that they have significant buying power and political power and therefore must be considered when companies and organizations make decisions about products or policies. For instance, even though the 50-and-over population was less than 40% of the country in 2020,\* it was 52% of registered voters. Knowing what this group thinks is business-critical.

## Foresight 50+ Surveys Are Customized to Your Needs

At Foresight 50+, we work to build surveys that answer your unique questions. Because we collect extensive demographic, economic, health, consumer, and political information on our panelists, Foresight 50+ can oversample a variety of targeted groups, such as Medicare beneficiaries, grandparents, frequent travelers, etc. And with NORC's affordable **TrueNorth** methodology, Foresight 50+ can incorporate data from lower-quality sample sources such as nonprobability opt-in panels to gain insight into even smaller subpopulations, such as veterans, people who are caretakers and those with various health conditions.

Additionally, because we've already collected demographic information from our Foresight 50+ panelists, we don't have to spend survey time asking those questions again. This reduces the burden on survey respondents while maintaining your data quality.

## Difference between Foresight 50+ and Opt-In Panels

Our scientific rigor and representative recruiting ensure results that are more accurate and dependable than nonprobability, opt-in surveys. Nonprobability samples have gaps that can produce misleading data, sending your business strategy in the wrong direction. Foresight 50+ is built using adults 50 and older recruited into NORC's highly regarded AmeriSpeak Panel. Foresight 50+ uses random probability samples from a pool of panelists who were recruited not just by mail and telephone but also door-to-door to build a pool of participants from NORC's highly regarded **AmeriSpeak Panel**. This provides researchers with the infrastructure for rapid, reliable, and projectable data collections. *A key advantage of Foresight 50+ over opt-in surveys is our transparency.* With nonprobability panels, there is no way to know or estimate where biases and gaps in coverage exist. Foresight 50+ is fully transparent in how the panel is recruited and surveys are sampled. Representativeness is quantifiable. Both NORC and AARP are charter members of the American Association of Public Opinion Research's **Transparency Initiative**. Though Foresight 50+ can be more expensive than lower-quality opt-in surveys, we believe you'll agree that the statistically backed confidence you'll have in our results is worth it.

## Core Demographics Collected

- Gender
- Age (in years)
- Age (4 and 7 categories)
- Education attainment (5 categories)
- Race & Hispanic ethnicity
- Housing type (single family home, etc.)
- Ownership of living quarters (rent/own)
- Household income (4, 9, and 18 categories)
- Marital status
- Internet access at home
- Home phone service (landline and/or cell)
- Metropolitan statistical area (urban/rural)
- Region (U.S. Census: 4 and 9 categories)
- State of residence
- Number of householders total
- Number of household members, age 0-1
- Number of household members, age 2-5
- Number of household members, age 6-12
- Number of household members, age 13-17
- Number of household members, age 18+
- Current employment status
- Survey start (date/time)
- Survey end (date/time)
- Survey duration (minutes)
- Survey mode (online/phone)
- Device type used for online survey taking (desktop/tablet/smartphone)

## Our Numbers

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Number of interview completions available on a Foresight 50+ survey:

Up to **10,000**

Number of interviews available by calibrating nonprobability survey data with high-quality Foresight 50+ data using NORC's TrueNorth service:

Up to **30,000**

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Foresight 50+ survey completion rate:

**39%**

Foresight 50+ Panel recruitment response rate:

**13.6%**

Foresight 50+ Panel retention rate:

**66.5%**

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## Foresight 50+ Omnibus

**Sometimes you just need data fast.** Foresight 50+ offers a rapid result option through its high-quality, cost-effective Foresight 50+ Omnibus. The monthly Omnibus surveys combines questions from multiple clients, allowing each to get accurate, actionable data from our standing panel of 50+ Americans at a fraction of the cost of fielding a full survey.

Clients can add as few as three questions to any Foresight 50+ Omnibus survey, and they will receive data from 1,000 adults within two weeks of submitting their questions. Questions cost \$900 apiece for the first three questions, and \$700-\$900 for each additional question.

The Foresight 50+ Omnibus is an affordable option for measuring brand awareness, tracking consumer sentiment, and testing messaging or ad campaigns.

## Highlights From Our Methodology

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**Foresight 50+ is designed to be representative of Americans aged 50 and older, including in all 50 states and the District of Columbia.** Participants are randomly selected with a known, non-zero probability from the NORC National Frame as well as address-based sample (ABS) frames, and then recruited by mail, telephone, and by field interviewers face-to-face.

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**Highly efficient recruitment procedures set Foresight 50+ apart from other national panels.** Foresight 50+ Panel recruitment is a two-stage process: First, an initial recruitment is conducted using USPS mailings, telephone contact, and modest incentives. Then more elaborate nonresponse follow-up recruitment is done, using FedEx mailings, enhanced incentives, and in-person visits by NORC field interviewers

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**Because we choose who joins our panel, we can maintain a high-quality sample.** We do not suffer the problems of bots, professional survey takers, and fake overseas survey takers. Each Foresight 50+ panelist is recruited from a validated U.S. household address and joins by invitation only. Panelists must enter the correct, validated address and ZIP code in order to sign into the Foresight 50+ member website and complete a survey.

In addition, we conduct quality checks on all our data to look for less than optimal survey behaviors, such as satisficing, speeding, straight-lining, etc., to ensure that we maintain a high-quality sample.

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**Nonresponse follow-up is crucial to producing the industry-leading response rate for Foresight 50+ Panel recruitment.** We follow up by phone or in person when initial recruitment attempts fail, which ultimately helps us recruit harder-to-reach groups and build a high-quality, representative panel. For example, initial recruitment tends to under-represent nonsurvey takers, rural households, and people who don't use the internet. Our nonresponse follow-up methods correct for this, bringing the household distribution of the panel closer to ACS benchmarks. Postcard reminders and nonresponse follow-up by phone and in person also are available to encourage completion of surveys.

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**The Foresight 50+ Panel supports mixed-mode data collection to improve response rate and the representativeness of the complete surveys.** During the recruitment survey, panelists can choose their preferred mode of participating in the surveys—via the internet using any device, or by phone. By offering different modes of participation, Foresight 50+ is able to include adults 50 and older who do not use the internet very often or at all.

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**Panel management and maintenance are crucial for panel health and efficiency.** NORC maintains strict panel management rules to limit respondent burden, reduce panel attrition, and minimize the risk of panel fatigue. We do not allow biased questions, push polling, or excessively long surveys, nor do we field surveys that in our professional judgment will result in a poor user experience for our panelists.

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**Foresight 50+ panel members get incentives for participation.** We value our panelists and want them to know it. Panelists receive points for each survey they complete, customarily 1,000 to 5,000 points per survey, depending on its length. This is generally much more significant than the compensation panelists receive in other panels. Once members reach 10,000 points, they can redeem their points for Mastercard debit cards, Amazon gift codes, movie tickets, or other in-kind goods of their choice.