



# Foresight 50+™ Omnibus

## A New Generation of Research

The Foresight 50+ Omnibus offers an affordable opportunity every month to survey Americans aged 50 and older on their views and behaviors. This convenient survey option is part of Foresight 50+, the nation's largest high-quality research panel on the influential 50+ demographic. It combines the consumer expertise of AARP with the scientific rigor of NORC to amplify the voices of the fastest-growing age group in the country.

### Cost-Effective, High-Quality, Rapid Results

Foresight 50+ Omnibus is a high-quality, cost-effective solution for quick-turnaround surveys of Americans 50 and over.

Omnibus clients receive survey results from 1,000 50+ adults within two weeks of submitting the questions.

By combining your questions with those of other clients in our monthly survey, you save on costs while obtaining the benefits of a high-quality probability sample.

### Secure Valuable Insights

Foresight 50+ Omnibus provides quick-turnaround survey results to help you:

- **Support** public affairs and public release projects
- **Gauge** older Americans' opinions on policy issues, current events, and trends
- **Test** messaging, new product concepts, and advertising campaigns
- **Measure** awareness of brands, programs, and initiatives
- **Track** consumer sentiment about products and services

### Sample and Methodology

Foresight 50+ Omnibus is a nationally representative sample of U.S. adults 50 and older and draws from the Foresight 50+ Panel by AARP and NORC at the University of Chicago. Households are selected randomly from NORC's National Sample Frame, representative of 97% of U.S. households.

Foresight 50+ uses U.S. mail notifications, NORC telephone interviewers, and in-person field interviewers to recruit panel households. We follow up multiple times with non-respondents to ensure a panel that represents all segments of America's diverse and evolving 50+ population. Because of this rigorous recruitment, Foresight 50+ surveys achieve the highest response rates of any multi-client research panel.

## Pricing

A minimum of three survey question units\* are required for Foresight 50+ Omnibus participation.

**First group  
of three  
closed-ended  
questions:  
\$900**  
per question

**Each  
additional  
question:  
\$700**

**Each  
open-ended  
question  
(not coded):  
\$900**

\*A unit is a simple, straightforward, closed-ended question such as yes/no, or a checklist of up to 10 response categories, or grid questions using a rating scale with up to four attribute statements.

## Deliverables

- One standard demographic banner table: age, gender, education, race/ethnicity, HH income
- Data file (Excel, SPSS, or SAS) including weights and Foresight 50+ Omnibus profile variables

### Custom deliverables at additional cost:

- Custom banner table: \$350
- Additional profile variable: \$300
- Open-ended coding: \$1,500
- Topline report, PowerPoint tables (contact us for pricing)

## Survey Schedule

Foresight 50+ Omnibus surveys typically follow a 10-day schedule\*:

**4 p.m.  
Friday**

Final questionnaire provided  
to Foresight 50+ team

**Friday to  
Monday**

Survey in the field

**The next  
Friday**

Deliverables  
provided to client

\*For a current schedule, please check our [website](#).

## Profile Variables

at no additional cost

- Gender\*
- Age (2 categories: 50-64 and 65+)\*
- Education (4 categories)\*
- Education (14 categories)
- Race/ethnicity\*
- Household size
- Housing type
- Ownership of living quarters
- Household income (18 categories)\*
- Marital status
- Internet access
- Metropolitan statistical area status
- Region (U.S. Census: 9 categories)
- State
- Total Household Members
- Employment status
- Survey start (date/time)
- Survey end (date/time)
- Survey duration (minutes)
- Survey mode (online/phone)
- Device type (used to take survey)

\* variables included on the standard banner table

**More profile variables available  
for an additional cost**

**Contact Us to  
Get Started**

To use Foresight 50+ Omnibus for your next research study, email us at [foresight50-omni@norc.org](mailto:foresight50-omni@norc.org).

For more information on the full Foresight 50+ suite of services, visit [foresight50.norc.org](http://foresight50.norc.org).

**Foresight** **50+**  
BY AARP & NORC