FORESIGHT 50+® DEMOGRAPHICS REPORT

April 2024

This Foresight 50+ Demographics Report demonstrates the sample representativeness of Foresight 50+, a probability-based panel designed to be representative of the U.S. household population age 50 or older. A joint effort by AARP and NORC at the University of Chicago, the panel offers deep insight into the views and behaviors of Americans 50 and older and represents a committment to making the needs, wants, and experiences of older adults not only heard, but understood. For a technical overview of the Foresight 50+ Panel, visit the Foresight50.norc.org.

Largest High-Quality Research Panel of 50 and Older Adults in the U.S.

As of December 2023, the Foresight 50+ Panel currently contains **31,130** active panelists, which makes it the largest high-quality research panel of adults age 50 and older living in the U.S., including all 50 states and the District of Columbia.

Exceptional Accuracy through Scientific Rigor

The Foresight 50+ Panel was built on a rigorous probability sampling design and elaborate multi-stage recruitment methodology. As a result, the findings from each study using the Foresight 50+ Panel can be confidently generalized to the target population. Decision-makers can be assured that their results are reliable, as are the actionable insights they draw, because of the scientific rigor of the sampling and recruitment methodology.

Adequate Representation of Target Population

Foresight 50+ goes the extra mile to recruit a panel that represents every segment of the diverse 50 and over demographic. During panel recruitment, we make multiple follow-up efforts with non-respondents. This is done through multiple mailings, phone contacts, online contacts, and even sending field interviewers to the home to recruit non-responders in-person. Foresight 50+ is also a dual-mode panel (web and phone) so that respondents unable or unwilling to take surveys online can still be represented in surveys. These extra efforts in recruiting and the use of dual modes mean that Foresight 50+ adequately represents hard to reach populations, such as rural residents, low-income households, Spanish speakers, adults over the age of 80, and those with lower levels of education.

Extensive Profile Information That Can be Used to Target Specific Audience and Topic of Interest

All Foresight 50+ panelists complete profile surveys, which collect basic demographic information as well as valuable information about various topics such as health, technology, government, and more. Foresight 50+ has more than 200 attributes (and growing) on our panelists. Having this detailed data allows the targeting of individuals based on those attributes that are important to you, your company or organization.

Close Alignment with Population Benchmarks

Many research panels or research providers talk about providing representative data, but few can actually do so. The commitment to representativeness is evident in Foresight 50+'s rigorous recruiting methodology and commitment to including those online and offline. Evidence of this representativeness is seen by comparing the panel's composition to demographic benchmarks established by the US Census Current Population Survey (CPS) and the American Community Survey (ACS). Check out the table below. These tables illustrate the representativeness that can be expected on any study using the Foresight 50+ Panel. With only a few exceptions, the composition of Foresight 50+ Panel tends to be within a few percentage points (PP) of the Census benchmarks. More importantly, any sample drawn from the panel for client surveys is based on known average response rates for Foresight 50+ panelists within a variety of demographic strata, thus maintaining the use of probability methods to achieve a final sample that accurately reflects key population benchmarks.

Foresight 50+ Panel[1] Composition Compared to Population Benchmarks Age 50+

Demographic Measure	Foresight 50+[2] (Col %)	Benchmark[2] (Col %)	Delta (PP)[3]
Age (Benchmark based on March 2023 CPS)			
50-54	15.1%	17.1%	-2.0
55-59	18.6%	17.0%	1.6
60-64	17.6%	17.5%	0.1
65-69	16.3%	15.4%	0.9
70-74	13.4%	13.0%	0.4
75-79	10.1%	9.1%	1.0
80+	8.8%	10.9%	-2.1
Gender (Benchmark based on March 2023 CPS)			
Male	48.1%	47.3%	0.8
Female	51.9%	52.7%	-0.8
Educational Attainment (Benchmark based on March 2023 CPS)			
Some High School	6.8%	9.7%	-2.9
High School Graduate	28.7%	30.4%	-1.7
Some College	26.0%	25.4%	0.6
College Graduate	21.5%	20.4%	1.1
Post Graduate Work	17.0%	14.1%	2.9
Household Income in the Past Year (Benchmark based on March 2023 CPS)			
<$25K	17.0%	15.1%	1.9
$25-50K	22.4%	18.0%	4.4
$50-75K	18.8%	15.6%	3.2
$75-100K	14.3%	12.0%	2.3
>=$100K	27.6%	39.3%	-11.7
Race/Ethnicity (Benchmark based on March 2023 CPS)			
White/Non-Hispanic	69.5%	69.4%	0.1
Black/Non-Hispanic	11.2%	10.7%	0.4
Hispanic	12.7%	12.4%	0.3
Asian/Non-Hispanic	4.6%	6.0%	-1.4
Non-Hispanic All Other	2.1%	1.5%	0.6
Household Internet Access (Benchmark Based on 2022 1-year ACS)			
Has Internet Access and not via mobile phone only	90.0%	80.7%	9.3
Has Internet Access via mobile phone only	6.9%	11.7%	-4.8
Do Not Have Internet Access	3.1%	7.6%	-4.5
Telephone Type Access (Benchmark Based on 2022 National Health Interview Survey)			
Landline only	5.0%	4.0%	1.0
Dual User (Mostly Landline)	15.7%	16.8%	-1.1
Mobile-only or Dual user (Mostly mobile)	78.9%	78.0%	0.9
No telephone service	0.4%	1.3%	-0.9

[1] Foresight 50+ by AARP and NORC is a probability-based research panel designed to represent the 50+ population in the US. For more information about this panel, go to http://Foresight50.NORC.org.

[2] Data are presented weighted for both active Foresight 50+ Panelists and Benchmark data sources.

[3] "PP" indicates "percentage points."