



FORESIGHT 50+ CONSUMER OMNIBUS

PROJECT REPORT FEBRUARY 2022

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STUDY BACKGROUND

Omnibus is a multi-client, shared cost, quantitative survey instrument designed to collect data and deliver valuable insights quickly and affordably. The Foresight 50+ Consumer Omnibus survey is conducted monthly among a national representative sample of 1000 adults aged 50 or older.

Our primary asset used for the data collection is our Foresight 50+ Panel, the most representative probability panel among adults age 50 and older available in the U.S. marketplace. During the initial recruitment phase of the panel, randomly selected U.S. households were sampled with a known, non-zero probability of selection from the NORC National Sample Frame or a secondary national address frame, both with over 97% coverage of all U.S. addresses, and then contacted by U.S. mail, email, telephone, or field interviewers (face to face). Households were screened for having at least one adult age 50 and older. 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 population. The panel also excludes people who live in some institutional types of settings, such as nursing facilities or nursing homes, depending on how addresses are listed for the facility.

The monthly schedule (from project start to project completion) for the Foresight 50+ Omnibus Service is fixed and takes about two weeks. The deadline for questions is typically the third Monday at 3 pm ET of each month, it is recommended to provide a draft survey in advance of that day for NORC review of subject matter content and questionnaire suggestions/recommendation for a more polished survey instrument to maximize data quality. A typical schedule is as follows:

Questionnaire review, and survey programming: 1- 2 days to a week before deadline for final questionnaire.

- Client review of NORC formatted Word document survey: Tuesday by 12 noon ET.
- NORC programming of survey, NORC IRB review, Spanish translations (if required): 2-3 days; Monday-Wednesday
- NORC survey QC testing; data simulation, soft launch: 1 – 2 days; Tuesday-Wednesday
- Final survey revisions and programming & soft launch: Thursdays
- Main survey field period: 3-4 days; Friday to Monday.
- Preparation of final Client deliverables; weighting of data: Tuesday/Wednesday
- Final delivery of data (Std. Demo Banner tables and SPSS data file): COB Fridays
- Custom deliverables (Custom banner tables): COB Fridays
- Additional custom deliverables (open ended coded questions/topline summary, special weighting etc.): consult with NORC team

Data are weighted to the latest Current Population Survey (CPS) benchmarks developed by the U.S. Census Bureau and are balanced by gender, age, education, race/ethnicity, region and AARP Membership. The weighted data reflect the U.S. population of adults ages 50 and over.

Standard deliverables are banner cross tabulations using our standard demographic banner of gender, age, education, race/ethnicity & household income.

A fully labeled SPSS data file is also included with the banner tables at no additional charge. Standard demographics are included with your data at no additional charge.

Demographic profile data on household-level and person-level characteristics for interviewed sample cases from the Foresight 50+ Panel, shown below in “Foresight 50+ Standard Profile Data” table.

This study is offered in English-only. Client surveys can be surveyed in English and Spanish upon request at an additional fee. An oversample of 50 Spanish only speaking adults would be added to the overall sample for this effort.

In addition, the Omnibus survey is administered in mixed mode; (online) web (CAWI) and phone (CATI). About 90% of the interviews are conducted online and about 10% are conducted by phone.

SAMPLING

A general population sample of U.S. adults age 50 and older is selected from NORC's Foresight 50+ Panel for each Omnibus wave, excluding any panelist that completed the previous wave.

The sample for a specific study is selected from the Foresight 50+ Panel using sampling strata based on age, race/Hispanic ethnicity, education, and gender (48 sampling strata in total). The size of the selected sample per sampling stratum is determined by the population distribution for each stratum. In addition, sample selection takes into account expected differential survey completion rates by demographic groups so that the set of panel members with a completed interview for a study is a representative sample of the target population. If panel household has one more than one active adult panel member, only one adult in the household is eligible for selection (random within-household sampling). Panelists selected for an Foresight 50+ study earlier in the business week are not eligible for sample selection until the following business week.

For more detailed information on the Foresight 50+ panel recruitment and management methodology, please see the Appendix ("Technical Notes on Foresight 50+ Methodology") below in this Foresight 50+ Project Report.

STUDY-SPECIFIC DETAILS:

Field Dates:	02/24/2022 – 03/01/2022
Genpop Sample	
Total Sample size:	1,149
Design Effect:	1.97
Margin of Error:	4.05%
Genpop Sample + Oversamples	
Total Sample size:	1,964
Design Effect:	2.27
Margin of Error:	3.33%

HOW TO DESCRIBE FORESIGHT 50+ AND NORC @ THE UNIVERSITY OF CHICAGO

For purposes of publication, when describing Foresight 50+ and its panel methodology, we recommend using the following language:

Funded and operated by NORC at the University of Chicago, **Foresight 50+** is a probability-based panel designed to be representative of the US household population age 50 or older. During the initial recruitment phase of the panel, randomly selected U.S. households were sampled with a known, non-zero probability of selection from the NORC National Sample Frame or a secondary national address frame, both with over 97% coverage of all U.S. addresses, and then contacted by U.S. mail, email, telephone, or field interviewers (face to face). Households were screened for having at least one adult age 50 and older. 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 population. The panel also excludes people who live in some institutional types of settings, such as nursing facilities or nursing homes, depending on how addresses are listed for the facility.

For more information, email foresight50-bd@norc.org

If editors or reviewers are requesting anything more specific or any other detail, please reach out to us to make certain you are using accurate language.

NORC at the University of Chicago is best described as follows:

NORC at the University of Chicago conducts research and analysis that decision-makers trust. As a nonpartisan research organization and a pioneer in measuring and understanding the world, NORC has studied almost every aspect of the human experience and every major news event for more than eight decades. Today, NORC partners with government, corporate, and nonprofit clients around the world to provide the objectivity and expertise necessary to inform the critical decisions facing society.

Please visit www.norc.org for more information.

Table: Foresight 50+ Standard Profile Data

Gender	State of Residence
Age (in years)	No. of Householders Total
Age (2 categories)	No. of Household members, age 0-1
Educational attainment (5 categories)	No. of Household members, age 2-5
Race & Hispanic Ethnicity	No. of Household members, age 6-12
Housing Type (single family home, etc.)	No. of Household members, age 13-17
Ownership of Living Quarters (rent/own)	No. of Household members, age 18+
Household Income (18 categories)	Current Employment Status
Marital Status	Survey Start (date/time)
Internet Access at Home	Survey End (date/time)
Home Phone Service (landline and/or cell)	Survey Duration (minutes)
Metropolitan Statistical Area (urban/rural)	Survey Mode of (online/phone)
Region (US Census - 4 and 9 categories)	Device Type used for Online Survey Taking (desktop/tablet/smartphone)