INNOVATIONS IN MEASURING HARD-TO-COUNT POPULATIONS

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The Older Adult Measurement Dilemma

• Economic, social, and societal impact heavy but measurement light
• Access issues:
  o Physical address
  o Cognitive & accessibility issues
  o Technology access and comfort
• Need to include relevant secondary populations (e.g., caregivers)
Addressing the Digital Divide as a Counting Divide

• Focus on addressing digital inclusion & equity (national and global)
• Need for multimodal research
Creating High-Quality Consumer Samples

- Probability panel
- Non-profit partnership
- Multi-modal
- Sustainable
- Community partnerships

Foresight 50+ is the first research panel of its kind developed with AARP, one of the most trusted names among Americans 50 and older.

A New Generation of Research
Foresight50.NORC.org
Thinking Beyond Age and Self-Report Data

- Moving focus to life transitions, which creates a whole new set of challenges!
- Developing indices and dashboards to create spaces for conversation and measure key outcomes and how well we are “moving the needle”