



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:
 - Physical address
 - Cognitive & accessibility issues
 - 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+
BY AARP & NORC

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

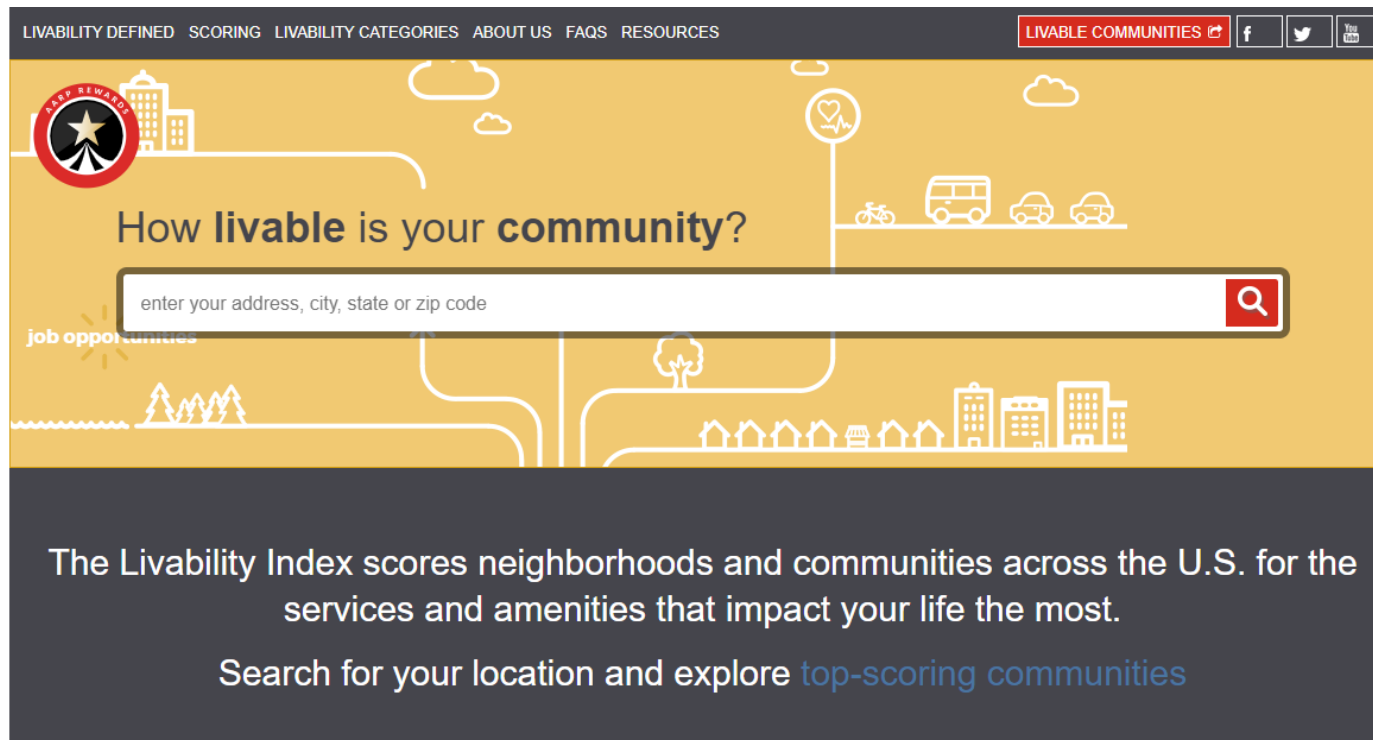
A New Generation of Research

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”



The screenshot shows the top section of the Livability Index website. At the top, there is a dark navigation bar with links for 'LIVABILITY DEFINED', 'SCORING', 'LIVABILITY CATEGORIES', 'ABOUT US', 'FAQS', and 'RESOURCES'. On the right side of this bar, there is a red button labeled 'LIVABLE COMMUNITIES' and social media icons for Facebook, Twitter, and YouTube. Below the navigation bar is a large yellow banner with white line-art icons representing various aspects of community life: a star in a circle, a building, a heart with a pulse line, a bicycle, a bus, a car, and a house. The main text in the banner asks 'How **livable** is your **community**?' and features a search bar with the placeholder text 'enter your address, city, state or zip code' and a red search icon. Below the banner, on a dark grey background, is the text: 'The Livability Index scores neighborhoods and communities across the U.S. for the services and amenities that impact your life the most.' and a call to action: 'Search for your location and explore [top-scoring communities](#)'.