

Amplify AAPI Prime Qualitative

With Amplify AAPI Prime Qualitative, you get fast, efficient access to the right participants for your study, including hard-to-find, low-incidence groups, so you can generate timely, reliable insights that truly reflect your target population. Our rigorously profiled, probability-based panel and in-field recruitment save you screener space and reduce turnaround times, helping you meet your research goals with confidence.

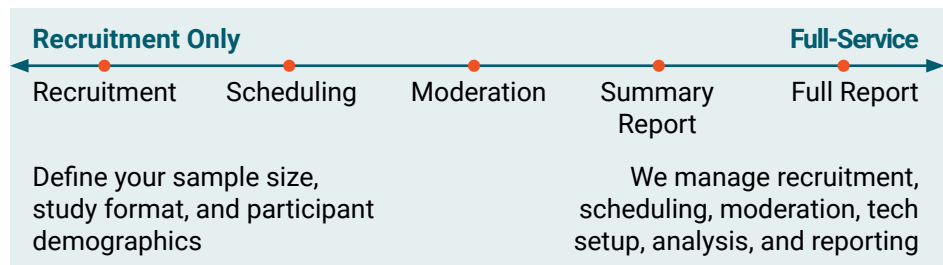
Amplify AAPI Prime Qualitative offers focus groups, one-on-one interviews, and custom qualitative designs that are flexible to your needs.

Why Choose Prime Qualitative?

- **Real** people:
 - Recruited through probability sampling of all U.S. households
 - Half recruited in-person
 - Never professional respondent
 - Attentive and authentic responses
- **Low-incidence**, hard-to-find populations.
- **Flexible** spectrum of services from sample-only to full service.
- **High** standards for privacy, IRB oversight, and data integrity.
- **Mixed**-methodology expertise with bonus quantitative data available.

Tailored to Your Needs

Choose from a full range of qualitative services tailored to your project's needs, from sample-only research to full-service support. Select the features that fit your goals and budget for every study:



Add-ons including:

- **Screener** and discussion guide development
- **Interview** transcripts and video recordings

Recruitment & Engagement

We leverage one of the largest, most rigorously built panels of Asian American, Native Hawaiian, and Pacific Islanders, carefully selecting and scheduling participants to match your specific research needs. Our panelists are highly engaged, with response and participation rates well above industry averages, ensuring meaningful input from a wide range of individuals, including hard-to-reach and low-incidence populations. The result: richer, more reliable insights across industries and topics.

Data & Insights

With Amplify AAPI Prime Qualitative, you gain access to deeply profiled participants and robust supplemental data that strengthen your research, which means you can focus your screener questions on what truly really matters, streamlining recruitment and elevating the quality your insights. In addition to the [core Amplify AAPI demographics](#), you can uncover richer findings with additional variables.

Customize your screener data with demographics from categories such as:

- **Demographics & Household**
Age, sex, race/ethnicity, marital status, household size, income, education, region, metro status, home ownership
- **Health & Wellness**
Chronic conditions (e.g., diabetes, arthritis), mental health, physical limitations, caregiving status, prescription use
- **Behaviors & Lifestyle**
Smoking and alcohol use, physical activity, social media habits, media consumption, device and service usage
- **Employment & Socioeconomics**
Employment status, industry, occupation, company size, government assistance, veteran status
- **Attitudes & Beliefs**
Religiosity, political ideology, voting behavior, trust in media, financial outlook
- **Geographic & Civic Data**
State, city, zip code, congressional district (with data agreement), voter file match
- **Cultural & Nativity Details**
Detailed AANHPI ethnicity, country of origin, nativity (U.S.-born vs. foreign-born), and language spoken at home

This breadth of data allows you to target precisely, enhance your qualitative analysis, and gain more strategic value from every study.

Bring Amplify AAPI Prime Qualitative into your next project and experience qualitative research backed by real data, real people, and real impact.

**Contact Us to
Get Started**

To contact, email us at AmplifyAAPI-BD@NORC.org.
To learn more, visit AmeriSpeak.NORC.org.

