



# Foresight 50+™ Prime Qualitative

With Foresight 50+ 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.

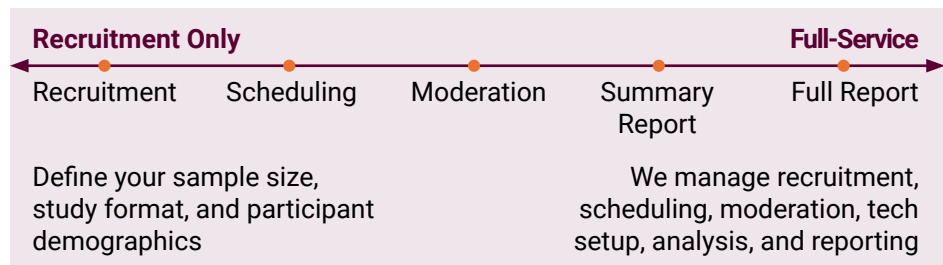
Foresight 50+ Prime Qualitative offers focus groups, one-on-one interviews, and custom qualitative designs that are flexible to your needs.

## Why Choose Prime Qualitative?

- **Real** people:
  - Recruited through probability sampling of all U.S. households
  - Rigorous multi-modal recruiting with half recruited in-person
  - No professional respondents
  - 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 adults age 50 and over, 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 Foresight 50+ 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 matters, streamlining recruitment and elevating the quality of your insights. In addition to the **core Foresight 50+® 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

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

**Bring Foresight 50+ 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 [AmeriSpeak-BD@NORC.org](mailto:AmeriSpeak-BD@NORC.org).

To learn more, visit [AmeriSpeak.NORC.org](http://AmeriSpeak.NORC.org).

**Foresight**   
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