

Focus Groups




Experienced moderators as well as friendly, dedicated hosts help ensure your project outcomes exceed your expectations.

When you partner with Strategic Research Associates on your research project, you can enjoy the confidence that comes from working with a proven leader in the research field. We have conducted more than a thousand focus groups and mock juries for clients since 1996 at our offices in Spokane, Federal Way, and at facilities throughout the Northwest.

Focus Group Features

- Experienced in-house focus group moderators
- Full service facilities for hosting groups
- Team of experts who can book, manage, and record any remote focus groups
- In-house recruiting using panel, RDD, client lists, and more
- Ability to host focus groups both in professional research facilities or off-site locations



More than 75% of the recruiting we conduct is nationwide



Recruiting Experience

- In-house database of over 10,000 past focus groups participants in Spokane, Seattle, Portland, Boise, Yakima, Tri-cities and more
 - Ability to recruit using Random Digit Dialing (RDD) to ensure focus group participants are not “professionals”
 - Specific experience in business to business recruiting; we have recruited CEOs, Business Owners, Fleet Operators, etc. in just about every industry
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Recruiting Features



- Full screener design and CATI programming support
 - 10 CATI integrated interviewing workstations which operate out of our office in Spokane, WA for recruiting
 - Client data is all housed on our in-house secure server, it never changes hands and is completely secure
 - Our Quality Assurance manager oversees quotas, re-screening, and preps client reports to ensure the highest quality recruiting
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Choosing a research vendor who can provide you with in-house fielding staff can be both valuable and cost efficient. With our in-house staff we can give you more control over data quality, and control for bias in your final sample. Our telephone interviewers are friendly, highly trained, and very experienced recruiters.