

Pierce County's only focus group facility

Tired of traveling to Seattle or Bellevue for your research needs? Interested in conducting qualitative research locally, with local residents?

Think about **JayRay** for your next focus group research project. Whether you simply need a convenient, modern and fully equipped facility to host your groups or complete project services from recruitment and design to moderation and reporting, we can help.

Our services include:

Focus group facility

Convenient to downtown and the freeway, our spacious facility offers you and your organization a comfortable observation room, plus you'll leave our office with a DVD of the focus group discussion.

Project management

Based on your research objectives, budget and timeline, we customize a project plan that fits your needs. Updates on project status, recruitment and other details are provided regularly.

Recruiter and discussion guide design

With your input, we can put together a screener to recruit the right focus group respondents to fit your research objectives. We also develop a customized discussion guide, based on your objectives and with ample opportunity for your input.

Moderation

Our skilled moderators know how to establish rapport, engage participants and probe to gain key insights.

Reporting and recommendations

While focus groups are a qualitative form of research, the insights gained from discussion and effective moderation can provide key insights for your marketing or strategic objectives.

Focus group information is analyzed, distilled and presented to you in a comprehensive Power Point report, including observations, implications and recommendations.

Let's get started!

To learn more about JayRay focus group facilities and capabilities, call Shari Campbell at **253-284-2531** or email her at **scampbell@jayray.com**.

JAYRAY A PLACE TO THINK
a communications consultancy



