



Surveys and Focus Groups to Drive Strategies and Communications

About Starr Opinion Research

Starr Opinion Research is a strategic research and consulting firm that guides organizations through marketing, communications, and public affairs challenges. The heart of our expertise is understanding what motivates target audiences and identifying the best approach to shape opinions or make informed decisions.

Each client's situation is unique. Once we understand your challenges, we work together to develop a customized plan to collect the information necessary to develop a strategy and tactics. We typically collect this information through surveys. Sometimes we generate deeper insights through qualitative interactions such as focus groups and in-depth interviews. We excel in executing quality research, synthesizing the information, explaining what it means, and using it to your advantage.

What We Help Clients Do The following are some ways we help our clients succeed:

Target the Right Audience

We identify the most important segments of the client's audience. Based on our research, we tailor messages and tactics to be the most successful with these audiences.

Develop Effective Messages

Based on our understanding of the target audience's knowledge, beliefs, and values, we develop and refine messages that will have an impact.

Position Brands

We help organizations and brands identify market spaces they can "own," and target audiences drawn to these strengths.

Increase Audience Engagement

We lay the strategic framework for influencing the opinions or behaviors of a target audience. By assessing the attitudes of the target audience and understanding what motivates them, we can identify what the target audience needs to see, hear, and feel.

Optimize Communications

To ensure communications deliver the desired message, we evaluate and propose refinements to communications—from ads to speeches and web sites—at any point in the creative process.

Assess and Adjust

We measure impact and effectiveness among audiences and identify ways to improve or refine communications, tactics, products, or services.

Manage a Crisis or Threat

We quickly evaluate the impact or potential impact of a crisis and identify the most effective responses. We monitor opinions to determine if any adjustments are necessary.

Market Development

We assess the needs and attitudes of a target market, both consumer and business, to guide development of products and services

Generate News

We publish engaging polls, under clients' names, to generate news or elevate reputation.

Our Clients We work with **corporations, news media, and communications agencies**, including advertising and public relations firms. We also work with **not-for-profit organizations and government agencies** including implementers, issue advocates, philanthropies, religious and educational institutions as well as civic, industry, professional and trade associations.

How We Do It Our passionate and result-driven approach is grounded in our political campaign roots.

Research Expertise = Trusted Guidance All projects are led by a principal. As your partner, we carefully explain the research process: what we plan to do and the reasons why.

Full range of geographies and audiences Based in Washington, DC, Starr Opinion Research has executed research in all geographic areas, local to state, national to multinational. We have significant experience conducting research among a full range of audience types: broad groups such as consumers and voters, to narrow audiences such as opinion leaders, decision makers, policy makers, and physicians/patients. We often survey defined universes such as members, customers, employees, and donors.

Multitude of Subjects We have worked in many areas, such as:

- Consumer products
- Democracy and governance
- Entertainment
- Financial services
- Healthcare
- International development
- Pharmaceuticals
- Public affairs
- Technology
- Tourism

Research Tools

<u>Qualitative</u>	<u>Quantitative</u>
Focus groups (in-person, online)	Surveys (online, telephone, in-person, mail)
In-depth interviews (in-person, telephone)	Dial testing
Moderated meetings (in-person, telephone)	Statistical analysis and modeling

We offer competitive pricing for not-for-profits organizations.



Joshua Starr guide organizations by gathering evidence, often from surveys, focus groups, or interviews, to make decisions that are critical to their mission.

In addition to conducting surveys, Josh frequently moderates focus groups and conducts in-depth interviews.

Though now an active supporter of non-partisan civic leadership programs, Josh received a firsthand advanced education in strategy, communications, and public affairs on the advisory team for a presidential administration and winning re-election campaign, a two-year flood of national and state polling on a range of domestic and international topics.

Josh directed research at KRC Research, a non-partisan subsidiary of Interpublic and closely affiliated with the global public relations firm Weber Shandwick. At KRC, he provided a full range of strategic communications research services for organizations facing complex challenges. He frequently conducted research for landscape assessments; message development; reputation, issue and crisis management; and, publicly released polling to generate news and demonstrate leadership in an industry.

Some of the organizations Josh has helped include American Airlines, Armed Forces Relief Trust, AOL, Capgemini, Entertainment Software Association, Honeywell, Johnson & Johnson, Kraft, Micron, Microsoft, National Democratic Institute, National Leadership Network, National Pork Board, Nuveen Investments, Pfizer, PhRMA, Procter & Gamble, Radio City Entertainment, Society of Actuaries, Toyota, the U.S. Department of State, and Weber Shandwick. He has worked in 18 countries in Asia, the Balkans, the Middle East, and North America.

Josh founded Starr Opinion Research in 2009. He graduated from the University of Pennsylvania with a bachelor's degree in Anthropology and is a member of the American Association for Public Opinion Research. He has also worked as a political campaign manager, journalist, teacher, and archaeologist.