

FOR IMMEDIATE RELEASE

Strategic Research Associates Opens New Federal Way Location

Federal Way, WA (2/10/2016) - Strategic Research Associates, a Spokane, WA based marketing research firm, recently opened the doors to a new focus group research location in Federal Way.

The new Federal Way location serves as a high tech professional market research and focus group facility. Fully equipped with an oversized presentation room with one way glass, a large client room for discrete viewing of multiple focus groups at once (via either one way glass or CCTV), two standard focus group rooms, and a separate conference room available for hosting and streaming focus groups, client meetings, and web-meetings.

This space expands Strategic Research's market area and research capacity, allowing for focus groups to be held that focus on consumers that represent the Seattle-Tacoma metro market, from Pierce and King counties. The centralized location of Federal Way right between the two markets makes this new Strategic Research location ideal for easy transit for participants and clients from throughout the metro area.

Aside from the focus group rooms, the new location provides HD quality audio and video, low cost web streaming, and the ability to link to DVD, VHS, or laptop to provide support for your video and visual displays. The facility is set up to comfortably seat 12-14 at conference tables and up to 48 for large group presentations and meetings. Strategic Research Associates has been providing research services throughout the Northwest for the past two decades. The marketing research firm has conducted more than one thousand focus groups and mock juries at their offices in Spokane and field facilities.

For more information about Strategic Research Associates and what they do please visit www.strategicresearch.net

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About Strategic Research Associates

Strategic Research Associates is a full-service independent market research firm specializing in qualitative and quantitative research based in Downtown Spokane. Since 1996, Strategic Research Associates has provided superior research results to a wide variety of clients nationwide ranging from public organizations, to consumer products manufacturers, to medical groups and beyond. Research conducted by Strategic Research Associates helps clients expose new ideas and findings about their markets, clients, and products to develop the most effective positioning, an optimally configured product, or the most compelling communication message. www.strategicresearch.net



Above: Oversized Focus Group Room - Classroom Seating

Below: Client Room – with two one way mirrors, CCTV, and lounge area

