



Online Focus Groups

Case Study - Real-Time Insights from Hard-to-Reach Demographics

Overview

Focus Forward partnered with a leading transportation insights firm to conduct a series of 12 online focus groups targeting Gen Z and Millennial males with valid driver's licenses. The goal was to understand evolving attitudes and behaviors around mobility, driving preferences, and transportation choices among younger male consumers nationwide.

Our Approach

Participants were carefully recruited to meet strict demographic and behavioral criteria. Focus Forward utilized a mix of panel targeting, digital outreach, and pre-screening to ensure high-quality recruits who matched age, gender, and licensing status.

Key steps included:

- Screening for age (18–40), gender identity, active driving status, and driving behaviors
- Leveraging panel data and social platforms to reach qualified respondents
- Coordinating 12 online focus groups across multiple time zones
- Providing participants with technical support to ensure strong virtual engagement

Results

The client gained deep qualitative insights into how younger male drivers view mobility, personal vehicle usage, ride-sharing, and automotive branding.

Key outcomes included:

- All 12 sessions completed on schedule with full group attendance
- High engagement and participation across both Gen Z and Millennial segments
- Actionable feedback that informed future product messaging and strategy

Why Focus Forward?

From hard-to-reach demographics to complex logistics, Focus Forward delivers reliable recruitment and flawless execution for online qualitative studies. We make sure every session is filled, every voice is heard, and every insight is worth listening to.



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