



High Volume Qualitative

Scaling qualitative research without sacrificing quality

Why Focus Forward?

We specialize in scaling qualitative projects without sacrificing quality.

Our in-house recruiting team, rigorous verification, and nationwide reach allow us to deliver large, complex studies on time and with reliable respondents.

Overview

A consumer goods brand sought to conduct a nationwide qualitative study requiring hundreds of participants across multiple demographics in just a few weeks. The scope demanded both speed and uncompromising respondent quality.

Approach

Focus Forward leveraged our self-built national database and layered in social media outreach to fill every quota.

Our process included:

- Custom pre-screening survey designed from the client's screener
- Live phone verification and double-confirmation calls
- Daily Excel grid reporting for full transparency
- Incentive handling to keep participants engaged and on schedule

Results

- Successfully recruited 400+ qualified respondents across diverse markets in under three weeks
- Achieved an exceptional show rate, surpassing client expectations
- Delivered seamless project management and clear, daily communication



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