

STRATCOM

Research Services

DOES YOUR MESSAGE
RESONATE WITH
YOUR AUDIENCE?

DON'T JUST GUESS.
GET ANSWERS WITH
STRATCOM RESEARCH.

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 U.S. Green Workers Union Local 6300

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Strategic Communications Inc. (Stratcom) is an international award-winning consulting firm based in Canada and the UK that has been providing research, communications, engagement and fundraising services to governments, government agencies, charities and not-for-profit organizations since 1991. In addition to our international scope, we have fielded research in English, French, Cantonese, Mandarin, Punjabi, Dutch, and German.

WE ARE EXPERTS AT DESIGNING
AND MANAGING COMPLEX,
MULTI-MODAL, AND TIME-LIMITED
PROJECTS IN DIVERSE AND OFTEN
DEMANDING CONTEXTS

“



The tracking polling with Stratcom is invaluable. We turn to it regularly to refine our communications, advocacy and organizing. Because we are in the field each quarter, we can see new opportunities as they arise and respond quickly.”

Sussanne Skidmore
Secretary-Treasurer



Stratcom designs custom research programs that:

- ✓ Pinpoint key audiences
- ✓ Systematically explore attitudes, perceptions, and awareness of issues and policies
- ✓ Develop and refine effective communications platforms

OUR SERVICES:



Online Surveys

Cost-effective, reliable, and great for accessing hard-to-reach populations. Ideal for complex or sensitive topics, as respondents can take their time with questions and provide longer, more detailed answers.



Interactive Voice Response (IVR)

Automated phone surveys that are quick and cost-efficient. Respondents use their phone's keypad to submit answers to pre-recorded survey questions.



Live Telephone Interviewing

Best for longer, more complex surveys. In ridings or regions with large proportions of non-English speakers, multilingual live calling is necessary.



Focus Groups (in-person and online)

Roundtable discussions with 6-8 participants, led by a moderator. Online options allow remote participation with real-time observation.



Multi-Modal

Large-scale surveys across multiple channels, including phone, text, and online. All channels are managed in-house, ensuring the flexibility to integrate and adjust methodologies as needed.



Key Informant Interviews

In-depth, one-on-one interviews to explore opinions and uncover new insights through follow-up probing.

CLIENTS

Among our diverse list of clients are Canadian and international organizations including:



BCSPCA



HEU



ONTARIO
FEDERATION OF
LABOUR



Vancity



WIKIPEDIA



CCPA
CANADIAN CENTRE
for POLICY ALTERNATIVES
CENTRE CANADIEN
de POLITIQUES ALTERNATIVES

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