



Advocacy. Action. Answers on Aging.

National Association of Area Agencies on Aging

1730 Rhode Island Avenue, NW, Suite 1200 / Washington, DC 20036 / Tel: 202-872-0888 / Fax: 202-872-0057 / www.n4a.org

RESEARCH

Key Influencer Focus Groups

More than your traditional focus groups. Think of these as focus group research, with the added bonus of networking with the country's key aging leaders. Groups can be tailored to your specific geographic targets as needed.

The Key Influencer Groups feature a traditional focus group setting, *except* your company representatives are invited to be in the room and participate in the discussion once specific research questions have been completed. n4a gathers the research data while you get to ask questions directly to aging decision makers and influencers. By giving you the opportunity to develop a working relationship with key aging influencers, n4a supports your company's desire to establish long-term relationships with the Aging Services Network.

Seasoned aging professionals moderate the sessions and share a high level of knowledge and trust with the key influencers. n4a works closely with company representatives on scripting and flow in advance for the focus groups. Also, n4a provides a transcript and a final report of the major themes, attitudes and concerns the group expressed.

Post Focus Group

The sessions will be taped and provided to the company. A transcript and top-line of the major themes will be provided after the focus group. In addition, company participants are allowed to take and retain notes for their use.

Traditional Focus Groups

n4a hosts focus groups for corporate entities with age 50+ consumers, local Area Agencies on Aging (AAA) service providers and aging industry thought leaders. n4a is able to draw on its vast network of aging services professionals, caregivers and consumers across the country for the focus groups.

Corporate partners will determine the goals of the focus groups, and n4a will conduct preliminary research, draft scripts, recruit participants and conduct the focus group sessions. The sessions are moderated by seasoned aging professionals. An analysis and final report will be delivered to the company.

Surveys

n4a develops surveys on a wide range of topics for companies, charging on a per question basis with a minimum of five questions per survey. These surveys can be distributed to aging thought leaders, leaders of local the Aging Services Network, and/or local level service providers. An analysis and final report will be provided to the company.

Man on the Street Interviews

n4a conducts “man on the street” interviews to get a quick reading of the public’s interest, concern and/or thoughts on relevant aging issues. These interviews are conducted in the targeted markets, with the help of local experts knowledgeable about the audience, and the general fabric of the particular market. Set questions are asked, in a pre-selected place, to get a sampling of the local communities’ perspective. n4a writes the script, develops the interview protocols, manages the process and prepares the final report.

These interviews are particularly good for sampling major themes and identifying level of knowledge in the community about specific issues. A report on the interviews and a final report are prepared for the company.

In-Depth Interviews

n4a conducts one-on-one interviews to gain in-depth perspective on issues as desired by corporate partners. Consumers, local aging service providers, local aging leaders and other aging thought leaders are available for interviews. These interviews can be conducted over the phone or in person and each interview lasts 30–60 minutes. An analysis and final report are prepared for the company.