

## Research Services

UNDERSTAND  
YOUR AUDIENCE.  
SHAPE YOUR STRATEGY.  
WIN WITH INSIGHT.

 [linkedin.com/company/stratcomuk](https://www.linkedin.com/company/stratcomuk)  
[stratcomuk.com](https://www.stratcomuk.com)



+44 203 6951 663 | [hello@stratcomuk.com](mailto:hello@stratcomuk.com)

At **Stratcom UK**, we combine decades of research experience with deep expertise in political, membership, and public engagement campaigns.



### FOCUS GROUPS

Real Voices, Real Understanding

Our moderated discussions uncover what people truly believe, feel, and respond to.

We design and facilitate focus groups **online** or **in-person**, across the UK and internationally, tailored to your goals and audience.

- Explore motivations, language, and tone before launching campaigns or policies
- Test messages, creative concepts, and narratives
- Compare audience segments — by gender, age, region, or vote
- Combine qualitative insight with quantitative validation

Our moderators are experienced campaign professionals who know how to get beyond surface answers — revealing the emotions, contradictions, and opportunities that shape opinion.

We deliver research that doesn't sit on a shelf — it drives real-world decisions, sharper messaging, and stronger results.

Whether you need to understand what your members really think, test campaign messages, or measure support for change, our research helps you connect with people — not just data.



### POLLING

Measure What Matters

Our polling combines **robust design** with **strategic interpretation**.

We don't just report numbers — we tell you what they mean, who matters most, and where to act.

- National and regional polls with representative samples
- Segmentation and demographic analysis
- Issue tracking and message testing
- Rapid-response polling for live campaigns
- Full datasets, cross-tabs, and strategic reports included

Every project is built for impact — ensuring insight feeds directly into communications, organising, or policy work.



## MEMBERSHIP SURVEYS

### Listening at Scale

We help unions, charities, and membership organisations **reconnect with their base**.

Our multi-modal surveys (phone, online, and text) reach thousands of members quickly and reliably — identifying key priorities, engagement levels, and emerging issues.

- Gather data to inform bargaining, campaigns, or internal strategy
- Strengthen relationships and trust by demonstrating genuine listening
- Clean and update membership databases
- Capture new contact details for future engagement

We can integrate multiple channels — live calling, online panels, SMS — all managed in-house to guarantee quality and flexibility.

## WHY STRATCOM

- ✓ Over 30 years of international experience in research, fundraising, and engagement
- ✓ Trusted by political parties, trade unions, and major charities
- ✓ Fully managed UK operations with in-house call, text, and online fieldwork
- ✓ Strategic insight, not just data delivery — helping you act on what you learn



*Working with Stratcom UK was seamless from start to finish, delivering high quality insights on a very tight timeline. The team combined speed with professionalism and rigour, making the entire process clear, efficient, and effective.”*

Patrick Heneghan,  
Head of Strategy and Insight



octopusenergy



*Stratcom provided a professional service alongside insightful research findings. The recruitment was strong, the moderation was disciplined and politically relevant, and the analysis went well beyond surface level reactions. What stood out was how quickly their insight was made available, not weeks later but in real time.”*

Kate Watson,  
General Secretary



Scottish Labour

STRATCOM | UK

## CONTACT US

For more information or to obtain a quote.

E: [hello@stratcomuk.com](mailto:hello@stratcomuk.com)

T: +44 203 6951 663

[linkedin.com/company/stratcomuk](https://www.linkedin.com/company/stratcomuk)

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