

Strategic Research & Consulting for Associations



Expertise for results:

Some of the areas Harris Interactive helps associations understand include:

- Brand and positioning
- Public policy
- Crisis communications
- Membership retention
- Issue management
- Marketing communications research
- Reputation management
- Employee research



Contact Us

To learn more about our work with associations, please call 877.919.4765 or email info@harrisinteractive.com.

Harris Interactive's Association Research practice, based in Washington, DC, helps trade and industry associations expand the market for their members' goods and services, and advocates keeping the marketplace free from unnecessary regulatory and legislative barriers. As part of Harris Interactive's Government, Public Affairs, Youth & Education Research practice, this team provides a powerful combination of corporate and political savvy and helps associations succeed in a competitive environment where they are increasingly held accountable by their membership for the results they achieve—both in the marketplace and in the halls of government.

In our work with associations, we apply the most sophisticated tools available for research-based strategy and communications development. We have an extensive history and a proven record with association clients, including campaigns that have been recognized with prestigious ARF David Ogilvy Awards for Excellence in Advertising Research.

Harris Interactive's combination of in-depth strategic insight and Internet-based research methods provide associations with unique and powerful options focusing on:

- Strategic research for government agencies aimed at improving operational efficiency
- Issues management for a wide range of nonprofits
- Youth-based research combining the industry's leading expertise and online panels to gather information that spans all aspects of the youth experience.

Reach any audience, anywhere, anytime. Discover how they make decisions. Develop strategies that drive your success.