



Our Capabilities

The Everett Group is a full-service communication and market research firm, specializing in work with military and aerospace organizations. Our current and past **customers** include:

- Air Force Public Affairs
- Air Force Reserve Command
- Air Force Communications Directorate
- Air Force Personnel Directorate
- Air Force News Agency
- Navy Office of Information
- NASA HQ Office of Communication Planning
- NASA HQ Planetary Sciences Division
- NASA HQ Office of Education
- NASA Marshall Space Flight Center (MSFC) Office of Strategic Analysis and Communication
- Pratt & Whitney
- Space Foundation
- Coalition for Space Exploration

With **more than 16 years of comprehensive experience** conducting audience research for the Air Force, other service branches and aerospace organizations and companies, Everett Group researchers understand how to do efficient, meaningful and rigorous work within these cultures.

We have extensive experience conducting **exploratory research** and **audience assessment**. Our typical approach is to conduct qualitative focus groups and/or in-depth interviews, with those findings guiding the development of scientific, quantitative surveys or field experiments. We have conducted several hundred focus groups around the world, for both our governmental and commercial clients.

By using all the tools available to us, we help our client partners answer three essential research questions with respect to their strategic communication efforts:

Where are we now?
Where do we want to go?
Have we gotten there yet?

The Everett Group does most of its survey research with military populations through **Web-based online data collection**. We custom-program our Web surveys and their associated databases, rather than relying upon off-the-shelf software such as “Survey Monkey.” That gives us the ability to make our questionnaire look and work exactly as required. We’ve designed and fielded upwards of 100 Web surveys for our customers.

Nearly all our national surveys with the American public are conducted by telephone, using industry best practices and capturing feedback from both landline and mobile phone users. We have, on occasion, conducted web-based surveys of the public, but the availability of online panels comprising probability samples of the population is limited.

In 2016 the Everett Group completed development of a proprietary online survey platform, called “AnsAnon.” Participants can share their views with complete anonymity, encouraging candor and relieving privacy concerns. Most other online survey tools provide confidentiality to the respondents (meaning their identities are known by the researchers but will not be disclosed). AnsAnon surveys are ideal for studies of sensitive topics and, especially, for employee satisfaction measurements.

Senior Staff

Dr. Steve Everett, Principal

Ms. Lori Everett, Majority Partner and Director of Operations & Human Resources

Mr. Robert Daves, Senior Research Associate

Dr. Julie Andsager, Senior Research Associate

Dr. Allen White, Senior Research Associate

Ms. Laura Niang, Senior Analyst

All members of the Everett Group’s senior staff hold graduate degrees (three have Ph.D.s, three have Master’s degrees). Our senior staff work closely with our client partners on all projects, start to finish. Most members of our senior staff hold TOP SECRET security clearances.

Our **objectives** in all our work:

- To understand and address our client partners’ most pressing needs.
- To develop and deploy the most effective data collection tools possible.
- To use powerful, sophisticated analytic techniques, reflecting the extensive training and experience of our staff.
- To cut no corners – if we can’t do the work as it should be done, we won’t take the job on.
- To communicate the most useful, relevant findings in clear, accessible language.
- **To answer our client partners’ business questions, helping them to succeed.**

For more information, please contact –

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