

SSI Offline



Description: Connect with Any Audience You Want, Anywhere in the World, through Any Offline Option—Landline, Mobile, Mail or Mixed—for Optimal Access and Projectability

With SSI Offline, you not only can reach people around the world through traditional landline phones, you also can access the millions who now live in cell-only or cell-primary households. In addition, to optimize reach and representativeness, you can combine landline and mobile into balanced samples. Plus, in the US, you can achieve nearly total coverage of households with two powerful mixed access solutions:

- > **Address-Based Sampling (ABS).** Because ABS offers a mix of both contact and data collection modes—including mail, phone and online—you never miss a potential target.
- > **Low-Incidence Targeting (LITe).** LITe provides insights into the lifestyles, ailments, activities and demographics of 100 million consumers. Built to reach difficult populations, LITe distributes tens of millions of questionnaires through a range of media—from online to coupons to magazines to mailers—collecting self-reported household information. The result is one of the largest survey-based files in the US—designed to get you to your exact targets.

SSI Offline also can support your research with the world’s leading telephone data collection services. We have 2,500+ skilled interviewers throughout an integrated network of call centers in the US and Philippines. Conducting 6+ million interviews a year, we offer the scope and the skills to meet all your telephone interviewing needs.

Importance: SSI Offline Overcomes the Research Challenges of an Increasingly Wireless Population, so You Get Optimal Samples Yielding Accurate Results

The new National Health Interview Survey reveals that about a third of US households are cell phone only. In addition, one in six American homes receives all or almost all calls on a mobile phone, even though they have a landline. This is not just a US phenomenon. The International Telecommunications Union reports that, on a planet with 6.8 billion people, there are 5 billion cell phone subscriptions.

In an increasingly wireless world, SSI’s sampling scientists work with you to create sampling plans that reach all of your target populations. Whether you need households or businesses, we offer methodologies that deliver the optimal sample of both listed and unlisted phone numbers, including RDD (Random Digit Dialing), EPSEM (Equal Probability Selection Method) and Cluster Sample (for political polling).

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Benefits: Reach across All Audiences...Do-It-Yourself Speed and Savings...Professional Interviewing...and Consultative Guidance to Ensure Your Success

Only SSI delivers benefits that meet today's growing offline requirements:

- > **Top-quality consumer, B2B and healthcare landline sample.** Whether you're targeting consumers, business executives or health professionals, SSI offers the most trusted landline access around the globe.
- > **Wireless/mobile in 12 countries.** You can reach all your targets—even those in cell-only or cell-primary households.
- > **The savings, speed and convenience of “do it yourself.”** SSI-SNAP™ lets you create your customized landline or wireless sample at your desk—and receive it in minutes.
- > **Consultative support from sampling experts.** Our Knowledge Team works with you to build the right offline solutions for your specific projects—based on solid sampling science.
- > **Professional telephone interviewing team.** SSI can provide professional telephone interviewers, experienced in the full range of techniques—from public opinion measurement to executive interviews to Voice of the Customer programs.
- > **Fielding efficiencies, at your request.** SSI can de-dupe numbers across projects, purge business numbers and pre-screen for disconnected numbers.

For More Information

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