

# Mixed Access

## SSI Mixed Access:

**Reach Any Target Audience—even the Smallest and Hardest to Find—by Mixing Modes to Meet Your Goals**

### What Is SSI Mixed Access?

*If They Have a PC, a Phone or Even Just an Address, SSI Can Reach Your Target Respondents with Mixed Access Solutions*

SSI recognizes that today's multi-media world demands multi-mode sampling. Unlike other companies, we don't depend on just one way to access your universe. We offer you the total range of sampling and data collection modes—online, landline phone, mobile/wireless and Address-Based Sampling. And, through our mixed access solutions, we combine those to deliver any audience you want—no matter how small your universe, targeted your geography or narrow your parameters. Finally, you can break free from the constraints of single mode sampling frames!

SSI is uniquely able to “mix it up” to create just the right solution for you. We can adapt your survey to yield the same quality results through different media. Call people to guide them through an Internet survey. Mail them a questionnaire and offer multiple response options—from an 800 number to the Web to a mail-back survey. Or create any mixed access approach to get you the responses you need.

### Why Is SSI Mixed Access Critically Important Now?

*Because Today's Dramatically Different World Demands a Dramatically Different Sampling Solution*

With all of today's communication options, the people you need for your research can be tougher than ever to reach. They may be living in the 29.7% of US households with no landline phone—a trend echoed throughout the world. They may not have Internet access. They may be online or offline...wired or wireless... Internet savvy or Web averse. That's why depending on only one mode to generate your research results may mean missing out on a critical segment of the population.

SSI knows that limiting modes can mean limiting research effectiveness—so we offer the full range of online and offline options in any combination that works best for you. Our mixed access solutions overcome the challenges of today's multi-media world by creating sampling and data collection plans that reach any target audience—even the most tightly defined—through the channels most likely to deliver a response.

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## What Unique Value Does SSI Mixed Access Deliver?

*Virtually Total Coverage of All Populations...  
Unmatched Experience across All Modes...  
and Skilled Support throughout All Phases of Your Project*

SSI Mixed Access provides all the advantages of working with the world's sampling leader:

- **Virtually total coverage of consumer, healthcare and B2B audiences.** You reach every target...every time.
- **A combined half a century of sampling expertise.** You draw on a vast pool of knowledge to drive optimal results.
- **Unmatched experience in both online and offline methodologies,** completing more than 10 million online and more than 6 million offline interviews every year. You benefit from skilled support and time-proven quality, whatever modes you choose.
- **Professional telephone interviewers skilled in mixed access techniques, such as phone-to-Web recruiting.** You can maximize response with the industry's most highly-trained and trusted telephone data collection experts.
- **Strong consultative services,** with senior methodologists who work with you to perfect your questions and approach. You maximize response and data quality.
- **Complete support services,** from programming and hosting to questionnaire optimization to data processing, tabulations and coding. You can count on us for maximum quality, efficiency and support throughout every phase of your project.

## How Do I Get More Information?

To learn more about how SSI can “mix it up” to ensure you never miss a potential respondent, contact us:

- **In North America:** +1 203 567 7200 or [info@surveysampling.com](mailto:info@surveysampling.com)
- **In Europe:** +33 (0) 1 4285 9059 or [Sylvain.Rouri@surveysampling.com](mailto:Sylvain.Rouri@surveysampling.com)
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