

Offline



SSI Offline:

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

What Is SSI Offline?

The Highest-Quality Offline Sample across the Globe, Plus the Most Trusted Telephone Data Collection Services

SSI Offline provides the telephone sample that researchers agree remains one of the most projectable, reliable and methodologically sound sources. With SSI Offline, you not only can reach people around the world through traditional landlines, 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 that yield accurate results. Plus, in the US, you can achieve nearly total coverage of households—wired, wireless or no phone—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. Its multi-mode approach and variety of survey design options let you create the optimal research plan for any project.
- **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, at the household or individual levels.

In addition to building you the highest-quality sample, SSI Offline also can support your research with the world's leading telephone data collection services. We have more than 2,500 skilled interviewers throughout an integrated network of call centers in the US and Philippines to support every type of project. Conducting more than 6 million interviews a year, we offer the scope and the skills to meet all your telephone interviewing needs—whatever your target population or geographic reach.

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Why Is SSI Offline Critically Important Now?

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 29.7% of US households are cell phone only—and about half of adults between 25 and 29 live in wireless homes. 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 can help you build representative samples that yield accurate results. Our sampling scientists can work with you to create sampling plans that reach all of your target populations—even the most mobile demographics. 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).

What Unique Value Does SSI Offline Deliver?

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. Our offline solutions provide strong projectability...high representativeness...and broad access, even to low-incidence or low-Internet audiences.
- **Wireless/mobile in 12 countries.** You can reach all your targets—even those in cell-only or cell-primary households, which now represent the majority of homes in many countries.
- **The savings, speed and convenience of "do it yourself."** Through easy-to-use menus, 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 closely with you to build the right offline solutions for your specific projects—all 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—to support the data collection process.
- **Fielding efficiencies, at your request.** SSI can de-dupe numbers across projects, purge business numbers and pre-screen for disconnected numbers.

How Do I Get More Information?

To learn more about how SSI can optimize your offline research success, please contact us:

- **In North America:** +1 203 567 7200 or info@surveysampling.com
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The Science of Sampling

