

# Offline

## SSI's LITe:

**Reach Rare Populations and Difficult Demographics, with Higher Efficiency and Lower Costs**

### What Is SSI's LITe?

*Self-Reported Insights into 100 Million Consumers, So You Can Reach Your Exact Targets—with Greater Speed and Less Expense*

Now, SSI sheds LITe on the lifestyles, interests, ailments, activities and demographics of 100 million consumers across the country. So you can bring the audiences you need to your research—however tight your parameters, unusual your targets or narrow your geographies. Plus, LITe brings you the added benefits **of faster turnaround...lower costs...and higher efficiency.**

How does LITe work? LITe stands for Low Incidence Targeting—and is designed to help you drive rare populations and difficult demographic groups to your surveys. Distributing tens of millions of questionnaires through a full spectrum of mass media—from online to coupons to magazines to mailers to inserts—LITe collects self-reported household information from across the US. The result is one of the largest survey-based files in the country—built specifically to get you to your exact targets, at the household or individual levels.

Because information is self-reported, you have greater assurance you will **reach the respondents you want—with more efficiency and less expense than traditional RDD (Random Digit Dialing).** You slash field time...reduce wasted screening calls...and boost interviewer morale.

### Why Is LITe Critically Important Now?

*Budgets, Timeframes and Targeting Parameters Continue to Get Tighter—and LITe Solves All Those Critical Challenges*

Demand is growing for feedback from low-incidence audiences that are difficult to access through traditional approaches. RDD is methodologically sound but can be costly and may miss key segments of the population. In fact, the latest National Health Interview Survey shows 29.7% of US households are cell phone only and another 26% consider their cell their primary telephone—making more than half of US homes hard or even impossible to reach through landline RDD. Cell phone use is rising fast—but contacting people through their mobile devices can be expensive and pose regulatory hurdles. Online may carry a smaller price tag—but won't get you to hard-to-reach groups who aren't Web receptive.

So what can you do when you have projects with tight audience parameters—and even tighter budget and time constraints? LITe is the solution. Because it pulls from multiple media and emphasizes large quantities of surveys, LITe delivers the wide reach no one source can provide on its own.

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In addition, since all information is household-specific and reported by a family member, ***you can be confident LITe will get you to the respondents you need—quicker, easier and more cost effectively.***

You reduce the sample you need to dial...increase incidence...and cut turnaround time. So you can fulfill completes without breaking the budget—or missing a deadline.

## What Unique Value Does LITe Deliver?

*More Selection Options, Higher Speed, Lower Costs—and SSI's Half Century of Sampling Expertise*

Through its multi-source, self-reported approach, LITe saves you both time and money. In addition, it provides you with a variety of selection options as wide as your imagination:

- **Choose from more than 3,000 categories**, including hobbies and interests...new homeowners...affluence...prescription drug use...travel patterns...magazine subscriptions...students...teachers...technology usage...new mothers (pre- and post-natal)...and much more.
- **Select from an array of demographic criteria**, including age, income and ethnicity.
- **Focus on any geographic level**, from ZIP to national to everything in between. Choose ZIP, ZIP radius, county, MSA, Nielsen DMA®, state, census division, census region, continental US or the whole nation.
- **Mix and match multiple options** to create your precise audience.

When you choose LITe, you know your project is backed by SSI's 50 years of sampling experience. Plus, you **benefit from a full range of sampling modes**—including online and landline, as well as mobile, Address-Based Sampling and mixed access.

If your study requires a probability sampling frame or greater projectability than LITe can offer, we will put one of our other options to work for you. For example, you can choose SSI's landline and/or wireless RDD sample, then screen for your required subgroups during fielding. As sampling experts, we work to understand your project objectives—and guide you to the solution that best fits your research needs.

## How Do I Get More Information?

If you're still struggling with finding hard-to-reach targets, it's time to see the LITe! To solve your access challenge, please call +1.203.567.7200 or email [info@surveysampling.com](mailto:info@surveysampling.com).