

US Wireless Screening & Geo-ID



- KNOWLEDGE
- ONLINE
- OFFLINE
- MIXED ACCESS
- MULTI-MODE

Description: SSI introduces a new way to increase the dialing efficiency of cell phone sample and now provides geographic identification for selected cell phone sample

Wireless Screening is a stand-alone, post-production process that increases efficiency by identifying wireless telephone numbers with “activity” within an RDD wireless/cell phone sample while maintaining the integrity of SSI’s probability methodology and complying with the Telephone Consumer Protection Act.

Wireless Geo-ID is a stand-alone, post-production process that identifies the billing ZIP code of the cell phone number.

Both the Wireless Screening Service and Wireless Geo-ID were developed using billions of consumer-initiated transactions across the US from nationwide phone carriers and hundreds of proprietary sources, to provide an authoritative method for identifying phone numbers that are ‘working’. SSI’s extensive testing has found that the process consistently detects working wireless phone numbers, and by not dialing the numbers with no activity, significantly improves productivity in field, saving time and money. And for those projects where geographic integrity is paramount, billing ZIP code can be appended to the selected wireless sample.

Importance: SSI Wireless Screening and Wireless Geo-ID overcome the research challenges and costs associated with connecting to an increasingly wireless population. You get optimal samples yielding accurate results

Telephone research is facing challenges. Landline ownership continues to decline while cell-phone-only households are on the rise—particularly among those under age 40, Hispanics, and lower income segments. Further, many households with a landline telephone consider themselves to be ‘cell phone mostly’, making and receiving most of their phone calls using a mobile device. And according to just-published data from the NHIS, for the first time, half of all US households are wireless-only or wireless-mostly.

In an increasingly wireless world, you can count on SSI’s sampling scientists to work with you to create sampling plans that reach all of your target populations with the greatest efficiency while maintaining methodological integrity. SSI is unique in offering this increase in efficiency for cell phone sample. These advances are the latest addition to SSI’s full suite of listed and unlisted phone sample methodologies, including RDD (Random Digit Dialing), EPSEM (Equal Probability Selection Method) and Cluster Sample (for political polling).

(continued)

Savings of time and money in the field. Increased targeting accuracy for cell-phone-only and cell-phone-mostly households

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

- > **Top-quality landline and wireless/mobile phone sample.** SSI has offered the industry's most extensive and trusted telephone sampling options since 1977.
- > **Consultative support from sampling experts.** Our Sampling Experts and Knowledge Teams works with you to build the right offline solutions for your specific projects—based on solid sampling science.
- > **Professional telephone interviewing team.** If requested, 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.
- > **Geographic and demographic information.** SSI can append ZIP code to both landline and wireless/mobile samples.
- > **Fielding efficiencies, at your request.** SSI can de-dupe numbers across projects, purge business numbers from landline consumer sample, identify and flag many pre-paid wireless phone numbers and identify non-working numbers for both landline and wireless samples.

SSI Wireless Screener and SSI Geo-ID services are available for US telephone sample.

For More Information

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