SSI brings nearly four decades of experience to every project, including 17 years of experience in creating and managing global online panels.

SSI panels connect you to any respondent – consumer, business or specialty population – to measure and track attitudes and behaviors in almost any market around the world, quickly and efficiently.

Participants who would never join a research panel are incorporated into SSI sample through SSI Dynamix™ – the dynamic sampling platform that links to SSI’s own panels, as well as social media, online communities, affiliate partners and more for a diverse and representative sample.

SSI’s Global Knowledge Team of senior methodologists focus on advancing sampling science via extensive “research on research,” and active contributions to 30 industry associations around the world.

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SSI PANEL FAST FACTS

> SSI panels cover the globe, with over **11.5 million qualified respondents** from certified sources in over 100 countries.

> SSI successfully completed **32 million surveys** across **31,000 projects** in 2014.

> SSI holds over 4 billion data points on their respondents, covering interests, lifestyles, communication, shopping, by brand, by frequency, by recency and more. So you can be confident that however narrow your target market, SSI will get the completes you need.

> More of today’s respondents are taking surveys on mobile devices: **SSI’s top-rated QuickThoughts™ app** provides the best mobile survey-taking experience available in Australia, Austria, Belgium, Brazil, Canada, France, Germany, Japan, Netherlands, New Zealand, Norway, South Korea, Spain, Sweden, Switzerland, UK, and US.

> Millions of SSI panelists are **permission-based cookie-enabled**, providing even richer and more detailed information on their lifestyles, interests, browsing and internet usage patterns.

> A wealth of **geographic and demographic selects** are available so you target precisely the people you need and get your completes on time and on budget.

HOW SSI PANELS ARE RECRUITED

Respondents are recruited from thousands of sources to maximize reach and representation.

SSI’s recruitment policy is broad in scope and is combined with multiple quality controls and checks to ensure all potential respondents are eligible to take a survey.

SSI’S BLEND METHODOLOGY INCREASES CONSISTENCY AND REPRESENTIVITY

Because sources are not only different from each other, but can also change over time, SSI uses a combination of personality and psychographic characteristics to understand and identify the underlying traits which impact the way people answer survey questions.

By controlling the characteristics of people within the sample, based on asking them a short set of key questions, SSI has created an online sample blend which is exceptionally consistent when measured by comparison with external benchmarks, including telephone sample studies and industry measures such as the Grand Mean.

The SSI Blend is continuously monitored and calibrated by a dedicated team of methodologists and analysts.
HOW SSI CONTROLS QUALITY

SSI uses a multi-faceted approach to quality, integrating controls and best practices into every phase of the process.

Panel members come from diverse fully-certified sources
A dedicated team monitors performance by source using feedback loops and continuous reporting.

Strict monitoring controls and prevents fraud
SSI’s advances in fraud prevention have put us ahead of the market. A dedicated team monitors the panels for potentially fraudulent behavior, and blocks these people from ever entering a survey via safeguards including:

- A two-factor authentication process anchored in real-world data before rewards can be claimed
- Monitoring of behavior patterns over time
- Immediate examination of suspicious email addresses, suspicious behavior or unrealistic completion times
- Fast and permanent removal of offenders
- SSI TrustScore for every respondent allowing continuous monitoring of behavior patterns over time

Every respondent fully authenticated:
- Digital fingerprinting
- Source certification
- Third-party verification
- Geo-IP control
- Time stamps
- Questionnaire quality controls
- Reward claim authentication

Every respondent matched to a relevant survey:
- Real-time profiling
- Methodologically-sound questions
- Customized incentives improve engagement

Proven consistency, sample after sample:
- SSI Blend controls consistency
- Multiple points of randomization
- Monitoring by dedicated team

Every respondent matched to a relevant survey:
- Real-time profiling
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RESPONDENT VALIDATION AND QUALITY CONTROL VIA SSI VERIFY

SSI Verify is a suite of quality control procedures including digital fingerprinting, address verification against USPS databases (standard in the US) and third-party verification on request.

SSI also makes available industry standard verification systems such as True Sample and participates in third-party sample validations, including the ARF’s Foundations of Quality and MKTG Inc’s Grand Mean Consistency Audits.

THE RESULTS SPEAK FOR THEMSELVES

Our passion and expertise lead the industry; but don’t take our word for it. SSI has exceeded the highest independent industry standards.

“No panel company has achieved this level of excellence...SSI has clearly demonstrated an ability to be consistent in more markets than any other company.”

Sample Source Auditors™
A division of Mktg, Inc.

“The entire job ran so smoothly. It was finished before I could blink.”
DOZENS OF SPECIALTY PANELS LET YOU REACH YOUR TARGETS EFFICIENTLY AND ACCURATELY

SSI Auto Panel

Identify your automotive targets across the globe via your choice of powerful selection options. Reach anyone who wants to share their thoughts and opinions on cars and other vehicles. Among the selects at your fingertips:

- Car brand and model
- Year of manufacture
- New/used ownership
- Year of purchase
- Lease/own car
- Intent to purchase a new car and timeframe of purchase
- Average kms or miles/year
- Purchase budget for a new car
- Mileage of current car

SSI Mothers of Babies Panel

Select precisely the target you need from this key population segment. Select by:

- Age of child
- Income
- Purchase intent
- Past purchase behavior
- Lifestyle and living situation
- Parent’s employment
- Age of siblings
- And dozens of other selections

SSI IT Decision-Maker Panel

In a fast-changing business sector, it’s critical to use a panel with up to date profiling and accurate selections which reflect today’s technology. The SSI IT Decision-Maker Panel includes current and in-depth selections in these key areas:

- Software purchase responsibility
- Software used
- Experience by type
- Size of company
- Location of company
- Company revenue
- Years of experience
- Hardware ownership by device type and manufacturer

IT Decision-Maker Panel members are verified and carefully managed, with appropriate rewards, custom messaging and dedicated teams focused on ensuring the quality of your responses.

SSI Health and Patient Panels

SSI lets you dig beneath top-line selections to identify and recruit specific and hard-to-reach populations. Via real-time dynamic profiling and detailed refinement questions, our panels have the exact sample to meet your needs, however tight your parameters. Among selects available:

- Allergies
- Asthma
- Diabetes
- High blood pressure
- High cholesterol
- Obesity
- ADD/ADHD
- Arthritis
- Cancer
- Chronic pain
- Hepatitis
- IBS
- Incontinence
- Lactose intolerance
- Multiple sclerosis
- Osteoporosis
- Skin conditions
- Sports injuries

“Flexible PM, daily updates, simple and clear communications, no surprises.”
SSI brings you access to the executives shaping today's business environment. Reach the movers and shakers who are powering business across hundreds of industries and job titles—including C-level executives, IT decision makers, HR professionals and many more. Whatever the size of the company you’re targeting—from large conglomerates to small start-ups—SSI gets you the sample you need in the countries you choose. Select by:

- Title
- Company type and category
- Areas of responsibility
- Company size
- Number of locations
- Geography

SSI Mobile Panel

With communications habits changing fast, you need to understand how your target market is getting and sharing news and information today. SSI’s Mobile Panel, recruited from multiple sources, including SSI’s top-ranked QuickThoughts™ survey app, puts you in touch with today’s mobile consumer on their terms. Among the selects:

- Tablet users by type
- Smartphone users by brand and provider
- Mobile users by frequency
- App users by type and frequency
- And many more selects

“Your team is constantly on top of my project...the turnaround time is fantastic!”
THOUSANDS OF SELECTS ARE AVAILABLE. AMONG OTHER POPULAR PANEL SELECTS:

**Technology**
- Own, recently purchased or intend to purchase:
  - Cell phone
  - PDA
  - Tablet
  - PC
  - Software
  - Flat screen TV
  - Cameras and film
  - Console and handheld computer games
  - VCRs and videos
  - Telcom provider consumers by brand

**Clothing**
- Purchased or intend to purchase:
  - Outerwear/coats
  - Shoes/Hosiery/Jewelry
  - Sportswear

**Auto**
- Intend to purchase:
  - Tires
  - New or used vehicle
  - Auto parts
  - Gas/petrol/oil users by brand

**Product usage**
- Baby products
- Air fresheners
- Detergents
- Cosmetics
- Feminine products, soaps, deodorants
- Hair care
- Shaving products
- Dental care
- Home improvement products

**Entertainment**
- Movie/film viewing by frequency
- Gambling
- Magazines by title, category and readership frequency
- DVD, video viewers
- TV viewing by frequency, channel
- Fast food restaurants by brand, frequency
- Dining out

“...What was almost a really stressful end to a project turned out to be super easy and stress-free once I got SSI on board!”
Finance
Banking by brand
Credit card usage
Users, intend to purchase:
  Financial services
  Credit cards
  Insurance
  Investments

Food and beverages
Alcohol by type and consumption
Carbonated/fizzy drinks
Frozen foods by type
Breakfast foods
Canned/tinned foods
Dairy
Frozen desserts
Gum, mints, candy/sweets
Health foods
“Green” consumers
Snack foods
Sauces
Baking products

Health
Prescription and non-prescription products
Ailments including:
  Asthma
  Allergies
  Depression
  Overweight

Household
Purchasers of:
  Furniture
  Appliances
  Toys
  Pet ownership by type
  Pet products by brand

Hobbies and lifestyle
“Green” consumer
Voting record
Political party
Shop online
Sport viewing by type (e.g. football, soccer)
Sport activity by type
Smokers by frequency, brand
Smokers, intend to quit
Frequent travelers

Cruise vacationers
Travelers by hotel brand
Loyalty program members by type

Business-to-Business
IT Decision makers
Executives by type
Small business owners
Frequent business travelers
Finance professionals
Healthcare professionals
IT application developers
IT professionals
Marketing professionals
Lawyers/solicitors/attorneys
Teachers
Business decision makers
Small business owners
Contractors
Human resource professionals
Software purchasers
Upper management
Supervisors

ALL SSI PANELS ARE SELECTABLE BY:

Geography
All local geographic regions, states, cities, cantons, provinces, metropolitan or rural area, designated market areas or radius from location

Ethnicity

Gender

Income
Any income break you choose

Age
Any age break you choose

New selects are added to SSI Panels every day. Contact your SSI team member for the latest information.
IMAGINE THE POSSIBILITIES
when you work with the market leader...

> **Massive Reach:** All the opinions you need using the right mode every time
  - Reach consumer and business targets online, via landline and mobile phone or mail.
  - Over 7,000 profile selects; multiple demographic and geographic options.

> **Flawless Delivery:** Quality data, on time and on budget
  - We meet our commitments. Your business depends on it. We deliver insights at the speed of business; your business doesn’t have time to wait.
  - Big or small, we provide solutions to meet your budget.

> **Global Footprint:** Your time zone is our comfort zone
  - On the ground experts in 30 offices, throughout 21 different countries, with staff speaking 42 languages.
  - SSI connects you with trusted opinions in 100+ countries to ensure the right results the first time.

> **Expert Consultation:** Professional methodologists help navigate you to the right solution
  - With more than 38 years of experience; you can trust our leadership.
  - Our experts can clean and analyze the data and deliver results ready to drive insights.

“The quantity and speed...exceeded our expectations.”
FANTASTIC communication and project management skills.

As always, the entire SSI team was responsive and helpful and delivered great results quickly.

Recommended ways to target sample, very responsive client delivery consultant

Excellent service as always!

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