

SSI Launches U.S. Voter Panel

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To better target respondents for political polls, SSI today announced the launch of a new online voter panel that provides political researchers broad access to the attitudes, beliefs and opinions of American voters. SSI is the only data solutions provider that has been doing political polls for 39 years and across every mode. In fact, this is the tenth U.S. presidential election that SSI has provided sample and data collection for pollsters.

“By matching SSI data to a respected market-leading voter file, we can provide a critical layer of validation that allows clients to be more confident in the representivity of political outcomes,” said Bob Fawson, chief product officer at SSI. “

With close to one million panelists, the new SSI U.S. Voter Panel provides researchers and pollsters with the same targeting ability and accuracy found in phone voter samples. Pollsters can sample the online panel, reaching key constituents who might not answer a phone survey, to provide additional insights into issues, trends, candidate perceptions and voter turnout. SSI U.S. Voter Panel members are deeply profiled including attributes like voter registration status, Congressional district, party affiliation and past voting behavior at the national, state and local levels.

“Political pollsters have greatly valued our superior telephone sampling approach. Now they can also fully realize the power of augmenting studies using SSI’s high quality online panel,” continued Fawson. “In short, SSI is the easy choice for pollsters since we’ve been doing political polling longer than anyone, regardless of mode.”

To coincide with this voter panel launch, SSI will continue to run a program called the SSI Presidential Pulse that provides real-time checks on the opinions of the voting public on candidate favorability throughout this election year.

The new SSI U.S. Voter Panel is part of a comprehensive and flexible political polling solution. SSI is the only market research provider that can collect and integrate data across all modes – online, telephone/CATI and mobile.

As interest increases in the use of online and mobile for polling in the 2016 presidential elections, SSI is proactively investing to adapt to this shift and maintain its position as a market leader for political opinion research. At the same time, it continues to offer industry-leading offline telephone sample and CATI capabilities.

“Voters are becoming more difficult to engage, so it’s critical to work with a partner who can provide comprehensive data collection across all modes, consistent quality and outstanding service,” concluded Fawson.