



SSRS

Business Insights Panel

An Innovative Source of B2B Sample

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SSRS Business Insights Panel Overview

Existing business sampling frames are challenged with inaccurate contact information, extremely low response rates, and high data collection costs. SSRS Business Insights Panel is an innovative way to gain business insights in a rigorous and cost-efficient way. The SSRS Business Insights Panel is a nationally-representative panel of employed U.S. adults aged 18 or older. This panel is a part of our nationally-representative SSRS Opinion Panel. Panel members are recruited randomly based on Address Based Sample (ABS) design (including Hawaii and Alaska).

Hallmarks of SSRS Business Insights Panel

Cost efficiency and representation Probability-based recruitment methodology ensures the most representative data. These panelists have agreed to participate in surveys; therefore, we can reach them in a cost-efficient way.

Extensive Profile Data Detailed panelist demographic and occupational data is collected and regularly updated as a part of panel enrollment process.

Data quality Our panel recruitment methodology ensures that all panel members are verified respondents. High level of panel engagement results in our panelists providing rich, high-quality data for B2B research.

Target population of interest Ability to target various groups based on extensive set of employment characteristics including industry, job title and job type (such as doctors, nurses, teachers, retail workers, construction workers, and many more).



Typical Applications of the SSRS Business Insights

- Cross-sectional surveys of employed adults.
- Surveys of working professionals targeted by industry, job title and/or other employer characteristics.
- Qualitative B2B research including recruitment to virtual focus groups and in-depth interviews.
- Surveys of employed adults that blend probability-based sample with other sample sources (non-probability, vendor lists, etc.).
- Longitudinal or tracking surveys.

Available Profile Attributes

Occupational Attributes

Employer Data

Industry

Number of employees

Annual Revenue

Employee Data

Job Type

- Skilled or manual labor
- Clerical / Administrative
- Front-line workers
- Retail workers
- Licensed professionals
- Educators (including Teachers)
- Civil servants
- Technology/Science professionals
- Healthcare workers (including Physicians & Nurses)

Management Level

- Assistant/Junior management
- Mid-level management
- Senior management
- President or CEO
- Owner, Partner, or Self-employed

Full time vs Part time

Decision makers

Personal Attributes

Standard Profile Data

Age

Gender

Education

Race/Ethnicity

Household Income

Region/Division/State/Metro Status/DMA

Marital Status

Home ownership/Home type

Internet Use Frequency

Household Size/Composition

Parental Status

Party Identification/Ideology

Voter Registration

Custom Profile Data

Retirement Savings Type

Health Insurance Type

Work Commute Type

Social Media Usage

Internet Type

COVID-19 Vaccination Status

Religion

Civic engagement/Volunteerism

Active Duty/Armed Forces Status

Gun Ownership

Disability/Handicap

Caretaker Status

Age of Children (Range)

Sexual Orientation

Detailed Hispanic Nativity

Zip code

An Improvement Over Opt-in (Nonprobability) Panel Sample

The SSRS Business Insights Panel is a fully probability-based panel of employed adults as it only recruits randomly selected panelists from a probability-based sample source that reflects the full U.S. adult population via an Address Based Sample design.

Reduced Bias

Unlike typical opt-in panels, no one can “volunteer” to be part of the SSRS Business Insights Panel. They must be selected randomly and invited to participate. Opt-in panels may be more subject to self-selection bias, which means that those who go out of their way to participate may not be representative of the population being studied as a whole.

Research consistently finds that probability-based samples remain the “gold standard” for survey research.

Validated and High Quality

At the time of registration, panelists confirm they live at the randomly selected address and may provide their full name. SSRS Business Insights Panel also requires panelists confirm their email address via a double opt-in process. These efforts ensure we are reaching real respondents and weed out invalid or incomplete contact information.

In addition, panelist profile data is regularly updated throughout the year based on their latest survey responses. Given the fluid nature of employment attributes, its important this data is up to date to ensure targeted groups are sampled accurately and efficiently.

All surveys conducted on the SSRS Business Insights Panel are subject to rigorous quality control standards, including trap questions and checks for speeding and/or high non-response. SSRS web surveys comply with industry best practices. They are optimized for smartphone/mobile device administration and are adapted to all operating systems and web browsers.

SSRS experts regularly monitor panel health to preserve panel representation.





Looking to blend probability and nonprobability samples?

Calibrate them with SSRS Encipher Hybrid!

Encipher Hybrid is an ideal solution for researchers who need a “middle ground” between the greater accuracy of probability samples and the lower cost of nonprobability samples.

In a hybrid design, we administer a survey to side-by-side probability and nonprobability samples, and then blend the two sets of responses. The SSRS Business Insight Panel’s probability sample acts as an “anchor” to allow generalizability to the population, while the nonprobability sample provides a cost-effective source of additional respondents, allowing a larger total sample than could feasibly be obtained from probability sources alone.

We apply SSRS’s specialized calibration methodology that matches the nonprobability respondents to the probability respondents on non-demographic characteristics that are related to key study outcomes. This corrects for known selection biases and allows the hybrid sample, as a whole, to provide a reasonable snapshot of the target population.

For more information on SSRS Encipher Hybrid, visit <https://ssrs.com/encipher-hybrid/>

Methodology

The SSRS Business Insights Panel is a part of the nationally representative SSRS Opinion Panel. Panelists are recruited randomly based on nationally representative Address Based Sample (ABS) design (including Hawaii and Alaska). ABS sample is drawn from the Delivery Sequence File (DSF) maintained by the U.S. Postal Service. Population coverage of the DSF is in the 98%-99% range.

During the recruitment process, full demographic and business profile information on panelists is collected. This data is stored securely and used to determine eligibility for specific studies as needed. We also rely on these data to improve the survey experience for panelists by avoiding the need to re-ask demographic questions with each survey.

ABS sample is drawn from the Delivery Sequence File (DSF) maintained by the U.S. Postal Service. Population coverage of the DSF is in the 98%-99% range.

Depending on the target population, we have the ability to include panelists who are mostly or only reachable via phone mode in the sample.

The SSRS Business Insights Panel also includes panelists who are primarily Spanish speakers. We translate and conduct surveys in Spanish based on study requirements.

Standard Deliverables and Demographics

SSRS Business Insights Panel standard deliverables include an SPSS data file containing survey data and the standard profile variables listed below. We also provide an AAPOR compliant methods statement with response rate calculations. Custom profile variables from our database can be appended upon request as well, for an additional cost. Upon request, we can also provide access to an online dashboard that provides near real-time study updates during data collection.

As a full-service research organization, all SSRS deliverables are fully customizable to the client needs, including questionnaire design and data analysis.

Standard Profile Variables

Employment Status

Industry

Work role

Employer Size

Employer Revenue

Age

Gender

Education

Race/Ethnicity

Marital Status

Party Identification

Political Ideology

Voter Registration

Household Income

Home ownership

Home type

Internet Use Frequency

Household Size/Composition

Parental Status

Region (U.S. Census – 4 category)

Division (U.S. Census – 9 category)

State

Metro Status

DMA (Designated Market Area)



Who do I contact to find out more about the SSRS Business Insights Panel?

Further information about the SSRS Business Insights Panel can be found at:

SSRS Business Insights Panel Information

[click here](#)

SSRS Opinion Panel Information

[click here](#)

ESOMAR 37 Questions

[click here](#)

SSRS is a proud member of the AAPOR (American Association for Public Opinion Research) Transparency Initiative and therefore committed to complete transparency in our methods and reporting.

We are happy to answer any questions you may have and provide a quote for a study to meet your specific objectives. Please contact your SSRS account executive or email us at: BusinessInsights@ssrs.com.



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