

SSRS

# Opinion Panel Qualibus

Multi-client, Qualitative Research as a  
Companion to the SSRS Opinion Panel  
Omnibus



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# Background

SSRS is a leading full-service, public opinion research firm. For more than 30 years, SSRS has specialized in healthcare, public and social policy, and non-partisan political research studies conducted via all data collection modes. Our clients are comprised of public and private sector entities, including major academic institutions, leading national media organizations, and top research institutes ([www.ssrs.com](http://www.ssrs.com)).

## SSRS Opinion Panel Qualibus

The SSRS Opinion Panel Omnibus is a multi-client, probability-based survey that fields twice a month. It delivers a nationally representative sample of 1,000 adults age 18 or older in English (with a Spanish language option). Data collection is conducted online and via phone (for those who don't use the internet or who prefer phone surveys) using the probability-based SSRS Opinion Panel.

The SSRS Opinion Panel Qualibus is the qualitative companion that adds nuance and depth to the Omnibus survey findings. It consists of two options: focus groups and in-depth interviews (IDIs).

**SSRS Qualibus Focus Groups** are multi-client Zoom-based focus groups of SSRS Opinion Panel members that are conducted concurrently during the Omnibus field period. Clients can purchase segments of the discussion guide to gather stories, voices, and quotes to complement their survey questions.

**SSRS Qualibus IDIs** allow clients to follow up with individual Omnibus respondents to explore their responses in 30-minute Zoom in-depth interviews. These interviews are conducted shortly after the Omnibus field period ends.

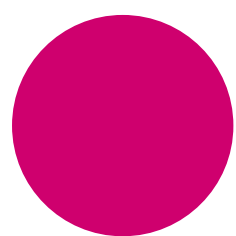
## Typical Applications of the SSRS Opinion Panel Qualibus

- To gather a deeper understanding of how survey respondents came to hold their beliefs
- To explore puzzling or unexpected survey findings
- To capture voices of those who may not have been fully represented in the survey
- To generate stories and quotes to support Omnibus findings
- To create additional content to post on social media, blogs, websites

# SSRS Opinion Panel Qualibus Methodology

**Focus Groups:** Participants in SSRS Qualibus Focus Groups are drawn from our probability-based SSRS Opinion Panel. Because the focus group is designed to run concurrently with the Omnibus survey, we select panelists who were not sampled for the survey. We recruit eight panelists who are reflective of the general population, with a mix of demographic and geographic characteristics. The 90-minute focus group is held over Zoom. The moderator guide is divided into 30-minute segments and participants are informed that a range of topics will be covered in the discussion. Clients can purchase up to three of the 30-minute segments. SSRS qualitative researchers work in tandem with clients to develop an engaging, informative set of questions for the discussion guide and moderate the focus group. Clients may observe the session and pose follow-up questions towards the end of the focus group. Participants receive up to a \$75 incentive following the focus group.

**In-Depth Interviews:** Participants in SSRS Qualibus IDIs are selected from the pool of respondents to the Omnibus survey who indicate they are willing to be recontacted. The sample design of the IDIs and the content of the interviews are tailored to a specific client's needs, rather than being shared across clients. Recruitment can be based on any combination of survey responses and demographic characteristics. IDIs can take place at any point after the survey has been completed, but in our experience, recruitment rates and respondent recall are maximized when the IDI takes place in close proximity to the survey field period. The 30-minute IDI is conducted over Zoom by a SSRS qualitative researcher. Clients may observe the session and pose follow-up questions towards the end of the IDI. Participants receive a \$25 incentive following the interview.



# SSRS Opinion Panel Qualibus

## Standard Deliverables and Pricing

### Focus Group Standard Deliverables

- Transcript of the subset of the discussion
- Video recording of the subset of the discussion
- Written summary of the subset of the discussion with a methodology statement

### IDI Standard Deliverables

- Full transcripts from each interview
- Full video recordings of each interview
- Written summary across all interviews with a methodology statement

## SSRS Opinion Panel Qualibus Pricing

### Qualibus Focus Group Pricing

30-minute segment	\$5,000
45-minute segment	\$7,000
60-minute segment	\$9,000
Full 90-minute segment	\$13,000

### Qualibus In Depth Interview Pricing (30 minutes each)

IDI 1 through 9	\$1,800
IDI 10 through 14	\$1,600
IDI 15 and beyond	\$1,400

*\*5 IDI minimum*



# SSRS Opinion Panel Qualibus Schedule

## Focus Group Schedule

- Recruitment begins Friday prior to Omnibus field period
- Moderator guide is finalized Wednesday prior to start of Omnibus field period
- Focus group is held Thursday (the day before) the Omnibus field period
- Standard deliverables are provided to client concurrent with delivery of Omnibus survey results

## IDI Schedule

- Data collection for Omnibus ends Monday
- Sampling criteria is finalized two (or more) days after Omnibus field period ends
- Recruitment begins five (or more) days after Omnibus field period ends
- Discussion guide is finalized two days before interviews begin
- IDIs are held the week (or more) after Omnibus field period ends
- Standard deliverables are provided to client within one week of IDI field period



## Who do I contact for more about the SSRS Opinion Panel Qualibus?

Further information about the SSRS Opinion Panel Qualibus, contact our qualitative team at [info@ssrs.com](mailto:info@ssrs.com).

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 us at: [info@ssrs.com](mailto:info@ssrs.com)



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