



SSRS

# Virtual Insights

A Full-service Solution for Conducting  
Virtual Qualitative Research

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# Overview

Traditional qualitative recruitment methods often require extensive outreach efforts that can be time-consuming and expensive. SSRS Virtual Insights is a full-service solution for qualitative research. We leverage our SSRS Opinion Panel to efficiently target and recruit high-quality participants for virtual qualitative research and engage our team of expert qualitative researchers to gather nuanced insights.

## The SSRS Opinion Panel

[The SSRS Opinion Panel](#) is our nationally representative, probability-based panel that includes detailed panelist profile data with dozens of attributes. This means we can more efficiently target specialized populations, cutting down on the time and costs associated with qualitative recruiting.

Our highly collaborative team stands ready to carry out your project from start to finish:

### 1. Recruitment and Scheduling

We recruit and screen panelists based on your target population then manage the appointment times and reminders.

### 2. Interviewing and Moderating

Our team of moderators and interviewers conduct qualitative research online using virtual platforms.

### 3. Deliverables

We'll provide the deliverables that suit your project's needs, including recordings, transcription, reporting, and analysis.





## **Services**

### **Cognitive Pretests**

Getting ready to field a new survey? We'll recruit participants who look like your target population and conduct cognitive interviews to ensure your survey questions are ready for prime time.

### **Focus Groups**

Want to dive deep on a topic? We'll recruit participants for online focus groups and have our team of expert moderators lead discussions. Clients can observe the groups virtually in real time.

### **In-Depth Interviews**

Want to understand individual experiences, attitudes or decisions? We'll recruit participants for one-on-one interviews that allow for extensive understanding of motivations and behaviors.

## Hallmarks of SSRS Virtual Insights

**Efficient Targeting:** The SSRS Opinion Panel maintains an extensive set of demographic and B2B data on our panelists, which helps us to target participants efficiently, accurately, and cost-effectively.

**High Quality Participants:** SSRS Virtual Insights has exclusive access to the nationally-representative SSRS Opinion Panel, which ensures your participants are validated, high-quality, and diverse.

**Expert Moderators and Interviewers:** Our team of expert moderators and interviewers excel at gaining a deep understanding of your research goals, developing and asking great questions, using probes effectively, and ensuring the information we collect is meaningful and serves our client's research needs.

**Client Service:** Our team is dedicated to making sure your project is a success through collaboration, communication, quality control, and exceptional research.

## Sample You Can Trust

SSRS Virtual Insights utilizes respondents from the probability-based SSRS Opinion Panel. Our recruitment methodology ensures that only verified respondents join the panel. Panelists join the panel via a double opt-in process. In addition, at the time of registration, panelists confirm they live at the sampled address. These efforts ensure we are reaching real respondents and weed out invalid or incomplete contact information which can drive down recruitment response rates.

In addition, panelist profile data is regularly updated. Given the fluid nature of some demographic attributes, it's important this data is up to date to ensure targeted groups are sampled accurately and efficiently.



# Extensive Profile Data

The SSRS Opinion Panel database houses an extensive set of panelist attributes which allows our expert team to quickly determine recruitment feasibility and better target the population of interest.

## 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**

**Internet Use Frequency**

**Household Size/Composition**

**Parental Status**

**Party Identification/Ideology**

**Voter Registration**

### Custom Profile Data

**Retirement Savings Type**

**Health Insurance Type**

**Social Media Usage**

**Internet Type**

**Religion**

**Civic engagement/Volunteerism**

**Active Duty/Armed Forces Status**

**Gun Ownership**

**Disability/Handicap**

**Age of Children**

**Sexual Orientation**

**Detailed Hispanic Nativity**

**Zip code**

# Who do I contact to find out more about the SSRS Virtual Insights?

Further information about SSRS Virtual Insights can be found at:

## **SSRS Virtual 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:

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





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