

Innovative Sampling Designs

Impeccable Research

High Quality Data Collection



Social Science Research Solutions / SSRS

A Division of International Communications Research / ICR

At SSRS, we are not limited by a specific industry focus. Rather, we tailor every project to our clients' unique research needs by providing expert data collection and analysis. We have a particularly strong track record of attaining representative samples of hard-to-reach populations. Thus, we have broken the bounds of working with specific industries: If you are in need of high quality research, SSRS can and will provide you service second to none.



Multicultural Research

It is popular today to tout one's ability to conduct studies of multicultural populations. Yet research of ethnic and racial minorities cannot simply be something research firms "also" can conduct. Studies of such populations require different strategies and a different skill-set than do studies of the general population.



Multicultural research is a primary research focus of SSRS. Indeed, our record speaks to the vast breadth of our experience researching multicultural populations. As a research partner for the Pew Hispanic Center, SSRS has conducted yearly studies

with the Center since 1999. We have also conducted seminal research for Harvard University, including a large-scale project that involved more than 1,000 interviews with Caucasians, African Americans, Hispanics, Asians, and Native Americans. In addition, we have conducted groundbreaking studies of ethnic populations for major media outlets.

When it comes to multi-ethnic research, experience is invaluable. SSRS has developed specific expertise that is not easily replicated. We have developed complex, yet time-tested, sampling strategies. We also have a keen awareness of both the specific issues associated with multicultural research (including differential response biases and varied patterns of response) and the methods required to maximize response and response rates across ethnic populations.

Breadth of Experience

Opinion Research: *Fast-turnaround polling; In-depth research for newspapers, television networks, and other media outlets.*

Cell Phone / Address-Based Research: *Dual-framed designs and multi-modal designs to cover cell phone populations.*

Multicultural Research: *Hispanic, Asian, African American, and multi-ethnic research across multiple topics and research goals.*

Aged-Based Research: *Studies focused on specific age groups and their specific behavior and attitudes.*

Jewish Population Research: *Population estimates of Jews in communities across the U.S.*

Health Research: *Insurance status, conditional prevalence, drug use, and health behaviors.*

International Communications Research

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Maximizing Coverage of Survey Populations

Survey research today is facing its greatest challenge, specifically, the dramatic increase in the population that now no longer owns a landline telephone. SSRS has conducted a number of studies that overcome this challenge by using dual-frame (combining cell phone and landline interviews) and address-based sampling designs. We have also successfully completed projects using multimodal designs that incorporate cell phone, traditional phone, and Internet frames.

At SSRS, we understand that maximizing coverage within specific populations presents additional challenges. Having conducted dual-frame and address-based hybrid designs of Young Americans, parents of young children, Hispanics, African Americans, Asians, and Jews, SSRS has accrued experience that informs the alternative designs we develop. Thus, we have learned how to customize sampling designs for each population. In this area and many others, SSRS continues to be on the cutting edge of survey design and methodology.



THE EVOLUTION OF EXCELLENCE

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The principals of SSRS led the Social Science Research Group at ICR from 1998 to late 2008. During these ten years, they gained a reputation for conducting many types of survey research, from small-scale omnibus studies to large-scale custom research projects; from basic data-delivery studies to projects requiring extensive multivariate analysis and reporting; and from fast-turnaround general population polls to extensive and complex studies of specialized low-incidence populations.

Sample Design: SSRS has developed particular expertise in cutting-edge sample designs. We recognize that our clients are not always aware of all of the sample options available to them to achieve their research goals. We pride ourselves in not only offering several design options for every project but also in walking our clients through each design's strengths and weaknesses. We have developed unique and complex designs and have reported on their efficacy in a range of publications, on topics such as the pros and cons of surname-based Hispanic designs and the impact of cell phone only households.

Questionnaire Development and Review: With an eye toward maximizing survey validity and reliability, we work to strength the countless instruments that we field. It can be difficult for clients to take a step back and examine their surveys from an unbiased perspective. Our experience in reviewing hundreds of instruments over the past ten years, in combination with our objective perspective regarding clients' research agendas, offers us unique expertise in performing these critical tasks. Depending on our clients' needs, we can simply review the instrument, or collaborate in developing the questionnaire from the ground up.

Hard To Reach Population Expertise: SSRS has developed unparalleled proficiency in conducting research among low-incidence populations including, but not limited to, Hispanics, teenagers, young adults, cell phone owners, persons with specific health conditions, parents of children in various types of schooling, HR directors, and even spouses of persons currently serving in the military. Always, we employ highly complex yet representative sample methods to attain reliable and valid results.

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