

# Reliable Political Polling with Quality, Unbiased Sample

Polling is one of the most demanding and visible aspects of market research. It's one of the rare instances where researchers quickly see the accuracy of their study, with no chance for adjustments until the next election. Given this rapid validation, pollsters need to ensure their studies yield the most precise results.

That's where EMI can help you. EMI Research Solutions is a leading online sample and market research consultancy, skilled in providing high-quality sample for political and public opinion research. With a network of over 150 certified sources and more than 20 years of experience, we provide top-tier solutions for your polling needs.

What sets EMI apart from other sample providers is our strategic sample blending approach. Our proprietary approach ensures that panels are blended in an intentional and controlled manner, ensuring that you get the most representative sample based on demographics, attitudinal and behavioral characteristics.

To learn more about how EMI can help you with your polling projects, visit our [website](#) or call us at 866.661.7075.

## Advantages of Choosing EMI

- ▶ **Extensive Panel Access:** Over 1 million panelists with verified attributes across key political, ideological, and behavioral variables
- ▶ **Broad Voter Sample Reach:** Access to over 40 US voter sample providers
- ▶ **Precise Geo-Targeting:** Target specific location down to state, market, county, district, and zip code levels
- ▶ **Comprehensive Targeting:** Focus on political affiliation, voter preference, voter frequency, demographics, socio-economics, social interests, and more
- ▶ **Advanced Matching Capabilities:** Pre-match respondents to voter files or collet and match information post-fielding
- ▶ **Expert Blending Techniques:** Minimize panel bias and enhance feasibility with our strategic sample blending approach
- ▶ **Global Project Management:** Around-the-clock project management for global coverage
- ▶ **Rapid Survey Deployment:** Quick-turn programming and survey launched
- ▶ **Multi-Media Integration:** Incorporate videos, audio, or other ads for testing

## About EMI

EMI Research Solutions is a leading online sample and quantitative research consultancy. With more than 20 years of experience operating in the market research industry, we provide you with unbiased solutions that connect you to the right strategic blend of sample that best fits your project and needs rather than trying to make your project fit a specific panel.

We provide the highest quality, most cost-effective insights in the shortest amount of time – ensuring you get the best results for your projects.

Our world-class project management team works with you as an extension of your team, providing you a single point of contact, utilizing responsiveness, creativity and flexibility to help you navigate any issues. Our proprietary sample management platform, SWIFT, seamlessly connects your survey with the appropriate sample audience while ensuring you get only high-quality data with our built-in data quality measures

EMI's unique combination of expertise, knowledge, and white-glove service allows us to be the premier sample and market research consultancy – ***getting it done without compromise.***

### VISIT US ONLINE

EMI Research Solutions  
[www.emi-rs.com](http://www.emi-rs.com)

### VISIT US IN PERSON

8280 Montgomery Road, Suite 200  
Cincinnati, Ohio 45236

### DISCUSS YOUR PROJECT

Reach a member of our sales team to discuss your needs anytime.  
Phone: 866-661-7075  
Email: [sales@emi-rs.com](mailto:sales@emi-rs.com)

