



Reliable Political Polling with Quality, Unbiased Sample

Political and public opinion research leaves little margin for error. Study results are often compared to real results within days or weeks of fieldwork, and the accuracy of the findings can directly impact the credibility and reputation of the organization conducting it. Pollsters need a partner that understands the sample industry and the importance of the sample plan to the results.

EMI Research Solutions is a trusted online sample and quantitative research consultancy that helps political and public opinion researchers execute complex studies. Through a combination of our global network of vetted sample providers, customized sample planning, proactive data quality controls, and expert fieldwork management, we provide the reach and flexibility needed to support polling and public opinion research at the local, state, and national levels.

At the core of our approach is our Strategic Sample Blending methodology. Rather than aggregating sample providers to hit a feasibility goal, we intentionally select and combine complementary sources to reduce panel bias and improve representation across the demographic, attitudinal, and behavioral characteristics that can influence polling results.

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 collect 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 market research and online sample consultancy. With more than 25 years of experience operating in the insights industry, we provide you with trusted solutions, backed by our commitment to quality, that help you have the data you need to make better decisions.

Our team of research experts understands the ongoing complexities of the insights landscape and builds custom solutions designed to meet your study objectives.

Our world-class project management team, proprietary SWIFT platform, and comprehensive quality controls work together to ensure every project is executed efficiently and every respondent source is carefully managed. The result is high-quality, cost-effective insights delivered with the responsiveness, flexibility, and expertise our clients expect.

EMI's unique combination of industry expertise, unbiased consultation, proprietary technology, and personalized service is what sets us apart from other providers. Whether identifying the right sample strategy, managing complex fieldwork, or ensuring data quality, we partner with you every step of the way to deliver insights you can trust and results that drive action.

VISIT US ONLINE

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DISCUSS YOUR PROJECT

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