

Susquehanna Polling & Research, Inc.

Prospective Client Packet

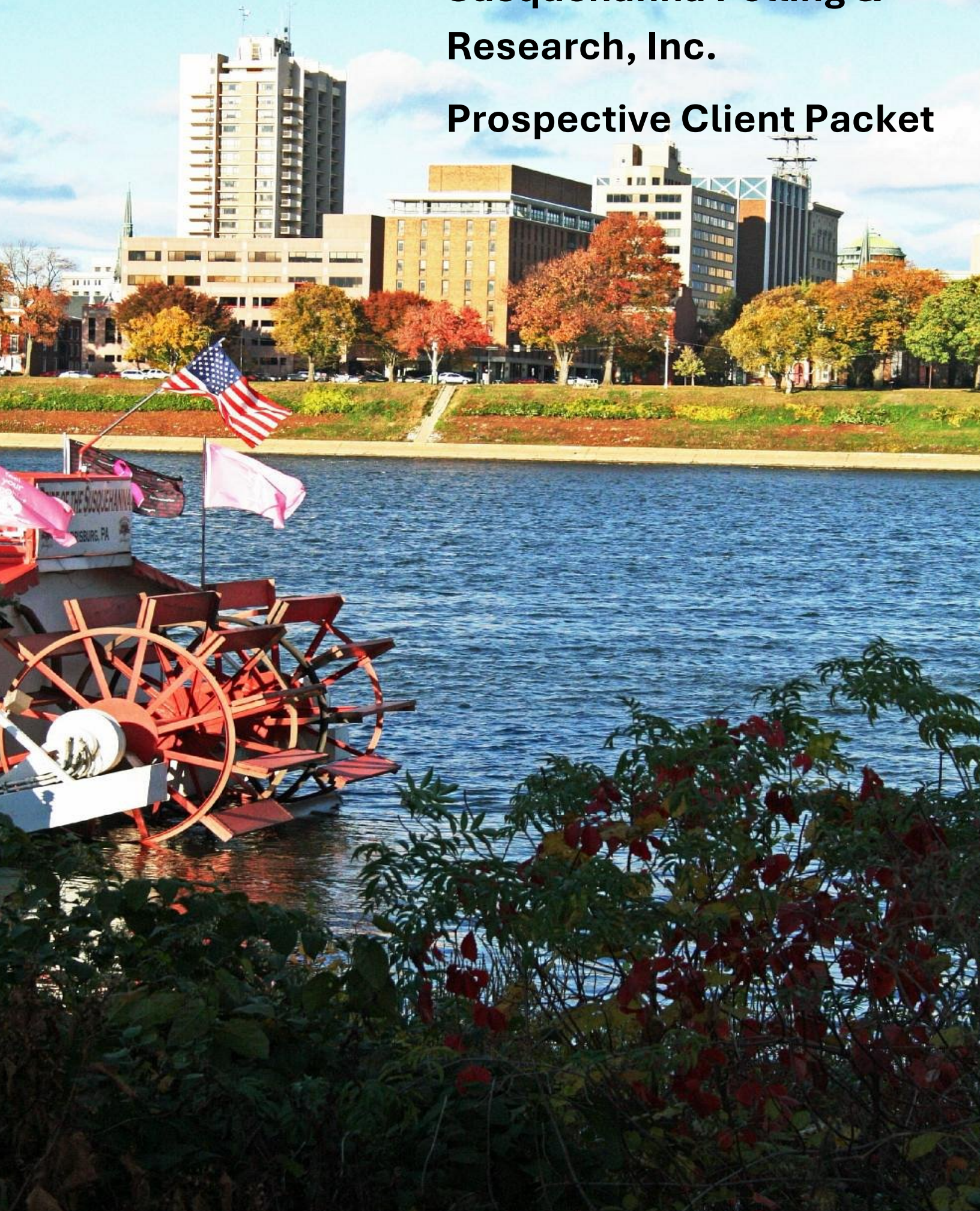


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Our Welcome Message to You!

Greetings from Susquehanna Polling & Research, Inc.! We are delighted to extend a warm welcome to you as you explore the possibility of partnering with us for your polling and research needs.

As a leader in the field of public opinion polling, strategic research, and data analysis, Susquehanna Polling & Research, Inc. is dedicated to providing insightful, accurate, and actionable information to our clients. With a proven track record of delivering high-quality results and a commitment to excellence, we take pride in helping our clients make informed decisions that drive success.

In this packet, you will find an introduction to our company, highlighting our expertise, values, and the comprehensive range of services we offer. Whether you are seeking to gauge public opinion, conduct market research, or develop strategic campaigns, our team of seasoned professionals is here to assist you every step of the way.

At Susquehanna Polling & Research, Inc., we understand that every client is unique, with specific objectives and challenges. That's why we prioritize open communication, collaboration, and a personalized approach to ensure that we fully understand your needs and deliver solutions that exceed your expectations.

We invite you to explore this packet at your convenience and learn more about how Susquehanna Polling & Research, Inc. can partner with you to achieve your goals. Should you have any questions or wish to discuss your project in further detail, please do not hesitate to contact us. We are here to listen, support, and provide you with the insights and expertise you need to succeed.

Thank you for considering Susquehanna Polling & Research, Inc. We look forward to the opportunity to work with you and contribute to your success.

If you have any questions or comments about our service(s), please contact me at any time.

Sincerely,

Jim Lee

Jim Lee
President and CEO
Office: (717) 233-8850
Email: james@susquehannapolling.com

Meet Our Research Team

Jim Lee, SP&R President & CEO

Jim Lee has more than 25 years in conducting survey research and polling for a wide variety of state and national clients. Jim conducts executive interviews with business professionals on a routine basis and is a frequent speaker and presenter for many trade associations on demographic and election trends in Pennsylvania. Jim earned a Bachelor of Arts degree from Lycoming College and has 12 credits earned towards an M.P.A. program at Shippensburg University.

Jim has provided election and polling insights on national platforms included FOX News, MSNBC, CNN, the Rush Limbaugh radio program, the Wall Street Journal, the New York Times, and USA Today. SP&R was profiled by CBS's Inside Edition on two separate episodes for its unmatched accuracy in the 2020 battleground polling, and the nationally acclaimed, polling aggregator Real Clear Politics (www.realclearpolitics.com) rated SP&R the #1 most accurate polling firm in the nation for its accuracy in the 2020 presidential election in multiple states.

Bradley Housh, Research Methods Specialist

Bradley is a member of the SP&R research team with extensive experience in survey research methods and data mining. Bradley earned his undergraduate degree from Northeastern State University (2019) and his master's degree from the University of Oklahoma (2021). Bradley has extensive experience/skills in Qualtrics, survey design, statistical regression analysis, survey methodology, market research, R/RStudio, WinCross, and Microsoft Office products and tools.

Brian Hand, Survey Research Associate

Brian has more than 6 years of survey research and polling experience. He has been a member of the SP&R team since 2018. Brian's responsibilities at SP&R include conducting interviews with respondents for a wide variety of clients and facilitating overall operations for SP&R's focus group division, *The Bartlett Group*. Brian earned his undergraduate degree at Pennsylvania State University (1985) and his Master of Arts Degree at Catholic University of America (1989).

Caroline Machiraju, Research Assistant

Caroline is a member of the SP&R research team who assists with telephone research. Caroline comes to the SP&R team with a strong background in marketing, communications and research. She earned her Bachelor of Arts (in Mass Communications) from Bloomsburg University (1997).

Our Story

Background on Susquehanna Polling & Research, Inc.

Founded in 2000, Susquehanna Polling & Research, Inc. has established itself as a premier provider of polling, strategic research, and data analysis services. With over two decades of experience, we have built a reputation for excellence, accuracy, and integrity in delivering actionable insights to our clients across various industries.

Our Mission and Values

At Susquehanna Polling & Research, Inc., our mission is to provide our clients with the highest quality polling and research services to inform their decision-making processes and drive success. We are guided by the following core values:

1. **Accuracy:** We are committed to conducting rigorous and scientifically sound research methodologies to ensure the accuracy and reliability of our findings.
2. **Integrity:** We adhere to the highest ethical standards in all aspects of our work, maintaining transparency and honesty in our interactions with clients and stakeholders.
3. **Innovation:** We continuously strive to innovate and adapt to the evolving landscape of polling and research, leveraging cutting-edge technologies and methodologies to deliver superior results.
4. **Client-Centric Approach:** We prioritize the needs and objectives of our clients, striving to understand their unique challenges and provide customized solutions that meet and exceed their expectations.

Areas of Expertise

Susquehanna Polling & Research, Inc. specializes in a wide range of polling and research services, including:

1. **Public Opinion Polling:** We conduct comprehensive public opinion surveys to gauge sentiment on political, social, and economic issues at the local, state, and national levels.
2. **Market Research:** Our team provides in-depth market research and analysis to help businesses understand consumer preferences, market trends, and competitive landscapes.
3. **Strategic Consulting:** We offer strategic consulting services to help clients develop informed strategies, make data-driven decisions, and navigate complex challenges in their respective industries.
4. **Campaign Research:** Susquehanna Polling & Research, Inc. has extensive experience conducting research for political campaigns, providing valuable insights to candidates, campaigns, and advocacy organizations.

5. **Data Analysis:** Our team specializes in data analysis, utilizing advanced statistical techniques and modeling to derive actionable insights from complex datasets.

Our Approach

At Susquehanna Polling & Research, Inc., we take a collaborative approach to working with our clients. Our process typically involves the following steps:

1. **Consultation:** We begin by meeting with clients to discuss their objectives, challenges, and research needs. This initial consultation allows us to gain a comprehensive understanding of the project scope and develop a customized research plan.
2. **Research Design:** Our experienced team of researchers designs a research methodology tailored to the specific objectives of the project. We carefully consider factors such as sample size, demographics, and survey instruments to ensure the validity and reliability of the data collected.
3. **Data Collection:** We employ a variety of data collection methods, including telephone surveys, online surveys, focus groups, and interviews, depending on the nature of the project and target audience.
4. **Analysis and Reporting:** Once data collection is complete, our team conducts thorough analysis of the data, utilizing advanced statistical techniques and software tools. We then compile our findings into comprehensive reports, presenting key insights and actionable recommendations to our clients.
5. **Client Engagement:** Throughout the research process, we maintain open communication with our clients, soliciting feedback and ensuring that their needs are being met. We welcome opportunities for collaboration and strive to foster long-term partnerships built on trust and mutual respect.

Our Team

The success of Susquehanna Polling & Research, Inc. is attributed to our team of dedicated professionals, including experienced researchers, statisticians, analysts, and consultants. Our team brings a diverse range of expertise and perspectives to every project, enabling us to deliver innovative solutions and exceptional results for our clients.

SP&R's National Credentials

SP&R's research and polling has been nationally recognized for both accuracy and quality. In the 2020 Presidential elections, CBS's nationally televised *Inside Edition* TV Program chose SP&R as the subject of two episodes to profile its accurate polling in five (5) battleground states.

A URL link to one of the CBS Inside Edition segments is included here:

https://www.youtube.com/watch?v=wh_tVYABNy0&t=20s

In 2021, SP&R was rated the #1 most accurate private sector, polling firm by the popular polling aggregator website www.realclearpolitics.com, for its accuracy in the 2020 POTUS elections in its popular "multi state" battleground category.

Multiple State Pollsters				
2014-2022: Multiple State Pollster Scorecard				
Pollster	Average Error	States Polled	Error Favored Republicans	Error Favored Democrats
UMass Lowell	2.2	4	36%	64%
Susquehanna	3.0	5	54%	46%
Suffolk University	3.7	11	38%	62%
Emerson College	3.9	31	46%	54%
Trafalgar Group (R)	4.3	25	84%	16%
New York Times/Siena	4.3	16	23%	77%
InsiderAdvantage	4.4	10	59%	41%
FOX News	4.4	15	32%	68%
CNN	4.6	13	27%	73%
PPP (D)	4.7	18	23%	77%
Quinnipiac University	4.7	13	20%	80%
SurveyUSA	4.7	19	33%	67%
Rasmussen Reports	5.0	23	35%	65%
NBC News/WSJ/Marist	5.2	33	26%	74%
Remington Research	5.6	12	54%	46%
CBS News/YouGov	5.7	46	24%	76%
Monmouth	5.7	15	16%	84%
Mason-Dixon	6.1	6	17%	83%

Jim Lee, most recently, has appeared on the RealClearPolitics podcast *Poll Position* with President and Co-Founder of RCP Tom Bevan to discuss the firm's newest poll and how Pennsylvania voters could have a significant impact on the 2024 Presidential Election.

<https://www.youtube.com/watch?v=sLZu9Gf-sK4>

SP&R National Client Portfolio

Over the years, Susquehanna Polling & Research, Inc. has had the privilege of working with a diverse portfolio of clients, including political candidates, government agencies, nonprofit organizations, and businesses. Below are current and previous clients of SP&R that we have had the pleasure to work with:

AARP (American Assoc. of Retired Persons)	National Coalition of Public School Options
ABC4 News – Charleston, South Carolina	NFIB Research Foundation
Allstate Insurance	National Newspaper Association
American Lung Association	North Carolina Chamber of Commerce
Americans for Prosperity	Ohio State Chamber of Commerce
BUSR	PA Supreme Court Justice Thomas Saylor
Center for American Greatness	Penn State Hershey Medical Center
Committee for a Better Florida	PA Chamber of Business and Industry
Compassion and Choices	PA Turnpike Commission
Convention of States Action	Protect our Police PAC
Eastern Shore Land Conservancy	School District of Philadelphia
Florida Justice PAC	State of Delaware
Florida Power and Light	The Federalist
Geisinger	Tusk Philanthropies
Hometown Oneonta	University of Albany/School of Criminology
K-12, Inc.	University of Connecticut
Lehigh University	Verizon

Our Methodology

At Susquehanna Polling & Research, Inc., we employ a variety of research methodologies to gather accurate and actionable data that informs decision-making and drives success for our clients. Our team of experienced researchers and analysts is proficient in utilizing the following methodologies:

1. Telephone Surveys:

- Telephone surveys remain a fundamental tool in our research arsenal, allowing us to reach a diverse cross-section of the population quickly and efficiently.
- All telephone interviews are conducted by a live agent to ensure the upmost quality to data collection for each client.

2. Online Surveys:

- Online surveys offer flexibility and convenience for both respondents and researchers, making them a popular choice for collecting data on a wide range of topics.
- We design customized online surveys tailored to the specific objectives of each project, optimizing survey length, question format, and visual presentation to maximize response rates and data quality.

3. Focus Groups:

- Focus groups provide valuable qualitative insights by facilitating in-depth discussions among participants on specific topics or issues.
- Our experienced moderators lead focus group sessions, guiding participants through structured discussions to uncover nuanced perspectives and underlying motivations.

4. Text-To-Web Surveys:

- Text-to-web surveys enable respondents to participate using their mobile devices, making it convenient and accessible for a wide range of audiences, including those without internet access.
- Text-to-web surveys facilitate real-time data collection, allowing for immediate feedback and insights. This can be particularly useful for time-sensitive research or event evaluations.

5. In-depth Executive Interviews:

- In-depth interviews allow for deeper exploration of individual attitudes, opinions, and behaviors, particularly in cases where a more personal approach is desired.

- We conduct one-on-one interviews with key stakeholders, experts, or targeted demographics, employing probing questions and active listening techniques to elicit detailed responses.

6. Mixed-Methods Approaches:

- In some cases, a combination of research methodologies may be warranted to provide a comprehensive understanding of complex issues or phenomena.
- We tailor mixed methods approaches to suit the unique requirements of each project, integrating quantitative and qualitative data collection techniques to triangulate findings and enhance validity.

At Susquehanna Polling & Research, Inc., we understand that selecting the appropriate research methodology is critical to the success of any project. That's why we work closely with our clients to assess their objectives, target audience, and budgetary considerations to determine the most effective approach for achieving their goals.

What Our Clients Can Expect at SP&R

At Susquehanna Polling & Research, Inc., we believe that delivering actionable insights in a clear and comprehensive manner is essential to the success of any research project. When you partner with us, you can expect a range of high-quality deliverables designed to meet your specific needs and objectives. Our survey deliverables include:

1. Top-Line Reports:

- Our top-line reports provide a concise summary of key findings and insights from the survey. These reports offer an overview of survey results, including top-level statistics, trends, and noteworthy observations.
- Top-line reports are ideal for stakeholders who require a quick overview of survey outcomes without delving into detailed analysis.

2. Cross-Tabulation Reports (Cross-Tabs):

- Cross-tabulations offer a deeper level of analysis by examining survey data across different demographic or categorical variables. These tables allow you to explore relationships and correlations between survey questions and respondent characteristics.
- Our cross-tabs provide detailed insights into how survey responses vary based on factors such as age, gender, ethnicity, region, and more.

3. Survey Memos:

- Survey memos are comprehensive documents that provide a detailed analysis of survey results, trends, and implications. These memos offer insights into the significance of survey findings and their potential impact on your organization or objectives.
- Our survey memos are customized to address your specific research questions and provide actionable recommendations for decision-making.

4. Personalized Presentations:

- Personalized presentations offer a dynamic and engaging way to communicate survey results to stakeholders, decision-makers, or other audiences. These presentations can be tailored to your preferences and objectives, incorporating visual aids, charts, and graphs to illustrate key findings.
- Our experienced presenters will guide you through the survey results, providing context, analysis, and strategic insights to help you make informed decisions.

At Susquehanna Polling & Research, Inc., we are committed to delivering survey deliverables that are accurate, insightful, and actionable. Whether you require a high-level summary or a detailed

analysis of survey findings, we have the expertise and resources to meet your needs and exceed your expectations.

The Susquehanna Polling & Research Statewide and National Omnibus Survey

Omnibus Surveys: A Comprehensive Solution for Your Research Needs

At Susquehanna Polling and Research, Inc., we understand the importance of obtaining timely and cost-effective data to inform decision-making processes. That's why we offer omnibus surveys as a comprehensive solution for a wide range of research needs.

What are Omnibus Surveys?

Omnibus surveys are versatile research tools that allow multiple clients to share the cost of survey administration while collecting data on a variety of topics. These surveys typically include a set of core questions that are asked of all respondents, as well as customizable sections that can be tailored to each client's specific research objectives.

Key Features and Benefits:

1. **Cost-Effectiveness:** By sharing the cost of survey administration with multiple clients, omnibus surveys offer a cost-effective solution for obtaining high-quality data without breaking the budget. This makes them an ideal option for clients with limited research budgets or those seeking to maximize their research dollars.
2. **Efficiency:** Omnibus surveys are conducted twice annually, during the spring and fall, allowing for efficient data collection and quick turnaround times. This enables clients to obtain timely insights and make informed decisions in a fast-paced environment. SP&R does offer both national and statewide omnibus surveys. Statewide omnibus surveys are conducted throughout the year while national polls are done more infrequently.
3. **Customization:** While omnibus surveys include a core set of questions that are asked of all respondents, they also offer flexibility for customization. Clients can add their own questions or modules to the survey to gather data on specific topics or issues of interest.
4. **Broad Reach:** Omnibus surveys reach a diverse and representative sample of the population, making them suitable for a wide range of research objectives. Whether you're looking to gauge public opinion, assess consumer preferences, or track market trends, omnibus surveys provide valuable insights into target audiences.
5. **Comprehensive Reporting:** At Susquehanna Polling and Research, Inc., we provide comprehensive reports that summarize the findings of omnibus surveys in a clear and actionable format. Our reports include top line reports, cross-tabulation reports as well as personalized poll memos for internal or external use within the client's organization.

How It Works:

Participating in an omnibus survey is easy and straightforward. Clients simply provide their questions to one of our team members and we take care of the rest! We handle survey

administration, data collection, analysis, and reporting, ensuring a seamless and hassle-free experience for our clients.

Costs:

Susquehanna Polling & Research understands that delivering high-quality research can be expensive. That is why we offer select discounts at a per-question rate for both statewide and national surveys. You can find our cost and discount brackets below:

Cost per Question: \$1,000

Volume Discount at 4 Questions: 5% Discount

Volume Discount at 8 Questions: 10% Discount

SP&R Omnibus Survey Master List and Question Sponsorship

Join Our Omnibus Survey Master List and Sponsor Questions

Stay informed about upcoming surveys at the state and national level while also having the opportunity to sponsor questions tailored to your specific research needs by joining our Omnibus Survey Master List.

What is the Omnibus Survey Master List?

Our Omnibus Survey Master List is a curated database of individuals and organizations interested in receiving notifications about upcoming surveys conducted by Susquehanna Polling and Research, Inc. By joining the Master List, you gain access to timely updates about new survey opportunities and the chance to participate in surveys covering a wide range of topics.

Benefits of Joining:

1. **Early Access to Surveys:** Members of the Omnibus Survey Master List receive early notifications about upcoming surveys, providing ample time to plan and prepare for participation.
2. **Diverse Topics:** Our omnibus surveys cover a broad spectrum of subjects, including politics, public opinion, consumer behavior, social issues, and more. As a member of the Master List, you'll have the opportunity to contribute your insights on topics that matter to your organization.
3. **Opportunity to Sponsor Questions:** In addition to receiving notifications about upcoming surveys, members of the Master List have the exclusive opportunity to sponsor questions tailored to their specific research objectives. This allows you to gather valuable data that directly addresses your organization's needs.
4. **Convenience:** Signing up for the Omnibus Survey Master List is simple and free. Once you're on the list, you'll receive regular updates and notifications directly to your inbox, ensuring you stay informed about new survey opportunities without any hassle. We ask that you please add bradley@susquehannapolling.com to your safe-senders list as to help our notification emails avoid your spam folder.

How to Join and Sponsor Questions:

To join our Omnibus Survey Master List and start receiving notifications about upcoming surveys and sponsoring questions, please contact Jim Lee at james@susquehannapolling.com. Once we have received your inquiry, you will be added to our master list to receive notifications on the opportunity to sponsor questions on both statewide and national omnibus surveys.

Contact Our Team

Our team is available anytime to answer the questions that are most important to YOU. We are eager to help with your research needs. You can find the contact information for our team members below.

Jim Lee, President & CEO

Email: james@susquehannapolling.com

Phone: (717) 233-8850

2225 Sycamore Street, Harrisburg, PA, 17111

Website: susquehannapolling.com

Bradley Housh, Research Methods Specialist

Email: bradley@susquehannapolling.com

Phone: (717) 233-8850

Cell: (918) 607-1005

575 West Madison, Chicago, IL, 60661

Brian Hand, Survey Research Associate

Email: brian@susquehannapolling.com

Phone: (717) 540-9900

Website: bartlettresearch.com

Caroline Machiraju, Research Assistant

Phone: (717) 540-9900

Website: bartlettresearch.com

You can also fill out our contact and services form on our website. This form will allow you to submit your question(s) which will be sent directly to one of our team members! The link for our online form is below:

<https://susquehannapolling.com/contact/>

Office Contact Information

Harrisburg, Pennsylvania Office

2225 Sycamore Street

Harrisburg, PA 17111

(717) 233-8850

Chicago, Illinois Office

575 West Madison

Chicago, IL 60661

(918) 607-1005

FAQ Page

Below are some of the most popular questions we are asked here at Susquehanna Polling & Research, Inc. If you do not see your question below, or simply need more details, we highly encourage you to reach out to a team member so we can assist you as quickly as possible.

1. What services do you offer?

SP&R offers public opinion and polling research for both political and B2B clients. However, we do have experience in working with local and statewide nonprofit organizations as well as statewide agencies.

2. What industries do you specialize in?

SP&R focuses on conducting public opinion and survey research for both political clients across the United States as well as B2B clients.

3. What types of research methodologies do you use?

Telephone surveys, online surveys, text-to-web surveys, focus groups, executive interviews.

4. Can you customize surveys to fit our specific research needs?

Yes! Our team will work closely with you and your team to make sure your specific research needs are being met. We highly encourage open communication to ensure that both parties are aware of project expectations across each step of the research process.

5. What is the typical turnaround time for survey results?

Typical turn around is approximately 4-5 business days. However, statewide and national polling projects can expect a turnaround time of 7 business days.

6. Do you conduct surveys at the local, state, or national level?

All of the above!

7. How do you handle survey sampling and ensure representativeness?

Each project and poll are carefully analyzed before going into the field. Our research team analyzes the demographics of that area to make sure we have mapped out what will be a true random sample of that population.

8. What is the cost of your services?

Please reach out to our office for questions about pricing.

9. Do you offer discounts for long-term or bulk research projects?

We offer discounts for our statewide and national omnibus projects. These discounts come at a 5% and 10% with a purchase of either 4 or 8 questions.

10. Can you assist with survey design and questionnaire development?

Yes! We will work with you and your team to ensure that the design of your project meets your needs.

11. How do you handle survey data analysis and reporting?

Our team works very closely at analyzing your data in a way that will meet your research needs. You will be provided with reports from both preliminary and final data. Additionally, our team will provide you with cross-tabulation reports as well as a poll memo and personalized PowerPoint.

12. Are you able to conduct surveys in multiple languages?

Yes. Our telephone (live agent) surveys can be conducted in both English and Spanish.

13. Do you offer ongoing support and consultation throughout the research process?

Absolutely! Our team believes that communication is the key to a successful project. From the first day, you will have full access to the SP&R research team to help answer any questions you might have throughout the duration of your project.

14. How do you stay up to date with evolving trends and best practices in polling and research?

Our research team is dedicated on staying up to date on all things polling. We encourage our analysis to attend workshops, seminars, and read up on the latest research practices to help ensure those practices are being successfully incorporated into your project(s).

15. How can I get started with a research project with Susquehanna Polling and Research?

Reach out to use at the office at (717) 233-8850 or email Jim Lee at james@susquehannapolling.com if you have any questions.

Terms and Conditions

1. **Scope of Services:** Susquehanna Polling and Research (hereafter referred to as "SP&R") agrees to provide polling and research services as outlined in the proposal or agreement, including but not limited to survey design, data collection, analysis, and reporting.
2. **Client Responsibilities:** The client agrees to provide SP&R with all necessary information, access, and resources required to perform the services effectively. This includes timely provision of relevant data, feedback, and any other materials essential for project completion.
3. **Confidentiality:** SP&R acknowledges the confidential nature of the client's information and agrees to maintain strict confidentiality regarding all aspects of the project. Any data or findings obtained during the course of the project will be handled with the utmost discretion and will not be disclosed to third parties without prior consent.
4. **Intellectual Property:** All intellectual property rights, including but not limited to survey questions, methodologies, and reports produced by SP&R, shall remain the property of SP&R unless otherwise agreed upon in writing. The client may use the deliverables for their intended purpose but may not reproduce, distribute, or modify them without prior authorization.
5. **Payment Terms:** The client agrees to pay SP&R according to the terms outlined in the proposal or agreement. Payment is due upon receipt of invoice unless otherwise specified.
6. **Term and Termination:** The term of the agreement shall commence on the date of execution and shall continue until the completion of the project unless terminated earlier by mutual agreement or for cause. Either party may terminate the agreement upon written notice if the other party breaches any material term of the agreement and fails to remedy such breach within a reasonable period.
7. **Limitation of Liability:** SP&R shall not be liable for any indirect, incidental, consequential, or punitive damages arising out of or relating to the services provided, including but not limited to loss of profits, business interruption, or loss of data. SP&R's total liability under the agreement shall not exceed the total fees paid by the client.
8. **Governing Law:** This agreement shall be governed by and construed in accordance with the laws of Pennsylvania without regard to its conflict of law principles. Any dispute arising out of or relating to the agreement shall be resolved through negotiation in good faith, and if not resolved, shall be subject to the exclusive jurisdiction of the courts of the State of Pennsylvania.

By engaging SP&R's services, the client acknowledges that they have read, understood, and agree to abide by these terms and conditions.

SP&R Text-to-Web (TTW) Privacy Policy

Introduction

Thank you for visiting susquehannaresearch.com (“we,” “us,” or “our”, or “SP&R”). We are committed to protecting your privacy and ensuring the security of your personal information. This privacy policy explains how we collect, use, disclose, and safeguard your personal data when you visit our website.

Information We Collect

- a. **Personal Information:** We may collect personal information, such as your name, email address, phone number, account credentials, or other contact information when you voluntarily provide it to us.
- b. **Non-Personal Information:** We may also collect non-personal information, such as browser type, IP address, device information, and cookies, to improve our website’s functionality and your experience.
- c. **Text Messages:** We may store the text messages you send and receive through our platform, including message content and associated metadata.
- d. **Usage Data:** We collect information about your interactions with our platform, such as the date and time of messages, user engagement, and device information.

How We Use Your Information

We may use the information we collect for the following purposes:

- a. To provide and maintain our website’s services.
- b. To personalize your experience on our website.
- c. To send you promotional and marketing materials if you have opted in.
- d. To respond to your inquiries or requests.
- e. To improve our website’s content, features, and functionality.

Data Sharing and Disclosure of Your Information

- a. **Service Providers:** We may share your data with third-party service providers who assist us in providing and maintaining our services.
- b. **Legal Compliance:** We may disclose your data to comply with legal obligations, regulatory requirements, or protect our rights, privacy, safety, or property, and that of our users or others.

Cookies and Tracking Technologies

We may use cookies and similar tracking technologies to enhance your browsing experience. You can manage your preferences regarding cookies in your web browser settings.

Third-Party Links

Our website may contain links to third-party websites or services that we do not control. We are not responsible for the privacy practices of these third parties, and you should review their respective privacy policies.

Security

We employ industry-standard security measures to protect your personal information from unauthorized access, disclosure, alteration, or destruction. However, no data transmission over the internet is entirely secure, and we cannot guarantee absolute security.

Your Choices

You may have the following choices regarding your personal information:

a. Access and Update: You have the right to access and correct your personal information held by us. You can do this by contacting us using the contact details provided below.

b. Opt-Out: You can opt-out of receiving marketing communications from us by following the instructions provided in such communications or contacting us directly.

SM Messaging

a. Opt-In Data: SMS messaging opt-in data and consent will not be shared with us or by us with any third parties.

b. Opt-Out: You may choose to opt-out of receiving SMS messages by simply notifying us of your preference to unsubscribe. At any time, you can unsubscribe from our list by replying "STOP" through the SMS message. Upon such choice, we will not contact you directly via our SMS messages.

c. Message Charges: Standard messaging and data rates from your mobile carrier may apply to the SMS messages we send. Please check with your mobile carrier for more information about your messaging plan.

Children's Privacy

Our services are not directed at individuals under the age of 16. We do not knowingly collect personal information from children. If we discover that we have inadvertently collected information from anyone younger than 16, we will delete that information.

Changes to this Privacy Policy

We reserve the right to update this Privacy Policy at any time. When we do, we will revise the “Last updated” date at the top of this policy. We encourage you to review this policy periodically.

Contact Us

If you have any questions or concerns about this Privacy Policy or our data practices, please contact us at:

Jim Lee, President & CEO
Susquehanna Polling & Research, Inc.
2225 Sycamore Street
Harrisburg, PA 17111
Email: james@susquehannapolling.com
Phone: (717) 233-8850