

Listed Samples

Definition:

Listed samples are lists of phone records drawn randomly from current public phone directories or other source lists. This type of sample usually yields a higher connect rate and more accurate geographic coverage than RDD samples but will not include any confidential or other phone records that are not in current public phone directories or part of the source list.

Methodology

The following steps define how we generate a listed sample.

1. We establish the specifications, geographic and/or demographic of the population that the sample should represent.
2. All phone records matching the chosen specifications are then assembled in a database which we refer to as a “universe”.
3. From this universe, we randomly chose the specified quantity of phone records.

Data sources

ASDE uses the most recent edition of the ACXIAM INFOBASES North American electronic phone directories (residential or business)

Geographic data is obtained from The US Census bureaus and Statistics Canada as well as a number of other sources as needed

Demographic data is obtained from The US Census bureau at the zip code (zip5) level and Statistics Canada at the Dissemination area level.

Additional notes

- Specifications for creating a universe may be a list of postal or zip codes representing geographic areas with a higher incidence of a specific demographic characteristic. The specifications can be virtually any combination of geographic identifiers.
- The accuracy and reliability of listed samples are entirely dependant on the accuracy and freshness of the data associated with phone listings.
- By definition, targeted, census overlay and very small or non standard geography samples will be listed samples.
- As with all ASDE samples, we deliver the sample in a variety of file formats suitable to your needs, each record is a complete phone book record and all records are fully geocoded.

