

## **Reverse Matching** (Appending phone book information to a list of phone numbers)

### **Process description**

Each number is compared with an appropriate, recent electronic phone book database. There are 3 possibilities

1. **Residential numbers**
2. **Business numbers**
3. **Not listed numbers**

The following table illustrates the data appended according to the number's status. In the case of numbers that are not listed in the phone book, an most probable Zip or Postal code is appended and all additional coding is done based on the assumed Zip/Postal code

| <b>Data field</b>   | <b>Residential numbers</b> | <b>Business numbers</b> | <b>Not listed numbers</b> |
|---|----------------------------|-------------------------|---------------------------|
| <b>US/Canada</b> - Name   | Yes                        | Yes                     | N/A                       |
| <b>US/Canada</b> - Address                                      | Yes                        | Yes                     | N/A                       |
| <b>US/Canada</b> - Town/City                                    | Yes                        | Yes                     | N/A                       |
| <b>US/Canada</b> - Zip/Postal code                              | Yes                        | Yes                     | Yes                       |
| <b>US/Canada</b> - State/Province                               | Yes                        | Yes                     | Yes                       |
| <b>US/Canada</b> - SIC code                                     | N/A                        | Yes                     | N/A                       |
| <b>US/Canada</b> - Universal time code                          | Yes                        | Yes                     | Yes                       |
| <b>US/Canada</b> - Daylight savings time flag                   | Yes                        | Yes                     | Yes                       |
| <b>US/Canada</b> - Connection probability                       | Yes                        | Yes                     | Yes                       |
| <b>US/Canada</b> - Universal time code                          | Yes                        | Yes                     | Yes                       |
|   |                            |                         |                           |
| <b>US</b> - County code (FIPS)                                  | Yes                        | Yes                     | Yes                       |
| <b>US</b> - Nielsen DMA code                                    | Yes                        | Yes                     | Yes                       |
| <b>US</b> - MSA/PMSA code                                       | Yes                        | Yes                     | Yes                       |
| <b>US</b> - Congressional district                              | Yes                        | Yes                     | Yes                       |
|   |                            |                         |                           |
| <b>Canada</b> – Economic region code                            | Yes                        | Yes                     | Yes                       |
| <b>Canada</b> – Census Division code                            | Yes                        | Yes                     | Yes                       |
| <b>Canada</b> – Census Subdivision code                         | Yes                        | Yes                     | Yes                       |
| <b>Canada</b> – Census subdivision population                   | Yes                        | Yes                     | Yes                       |
| <b>Canada</b> – CMA/CA code                                     | Yes                        | Yes                     | Yes                       |
| <b>Canada</b> – Federal electoral district number               | Yes                        | Yes                     | Yes                       |
| <b>Canada</b> – Urban Rural flag                                | Yes                        | Yes                     | Yes                       |
| <b>Canada</b> – BBM cell  | Yes                        | Yes                     | Yes                       |
|   |                            |                         |                           |
| Additional custom fields (as requested when info is available ) | Yes                        | Yes                     | Yes                       |

### **Data Sources**

- **Phone Books:** Axiom Infobases Eletronic phone lists.
- **US coding:** US Census Bureau, Claritas, ZipInfo

- Canada Coding: Statistics Canada

For any other information on list matching services, please contact **ASDE** at **1-888-323-3651** or email **ASDE** at [info@surveysampler.com](mailto:info@surveysampler.com)