

ASDE Census Overlay Samples

Definition

Census Overlay samples are used to maximize a specific demographic or economic characteristic of the population you want to interview.

Unfortunately numerous practitioners are taken in by claims of “**targeted samples**”. They are led to believe that they can apply statistical methodology based on equal probability samples to their results. Unfortunately there are no such miracles available.

The Census Overlay sample cannot guarantee that the owner of a given phone number matches a certain characteristic. It is, simply, a means to select phone records from areas where the incidence is higher than the average or above a specific threshold. This higher incidence increases your chances of reaching individuals with the necessary characteristic.

A Census Overlay sample can be very useful when applied carefully and only when it is necessary to improve on low incidence rates and when no other appropriate frames are available.

Methodology

The following steps define how we generate a census overlay sample:

- You select the demographic characteristics needed for the sample – age, income, ethnicity, etc.
- We analyse the incidence of the characteristics in all zip codes or Dissemination Areas (DAs) and produce a comparative incidence table for the characteristic in the desired geographical strata.
- This table will allow you to view the level of coverage vs. incidence and choose the level that is suitable for your study.
- The Census Overlay geographical frame is made from zip codes or Dissemination Areas (DAs) that are above a given threshold for the chosen characteristic.
- All phone records matching the Census Overlay geographical frame are then assembled into a database which we refer to as a ‘universe’.
- From this universe we randomly select the specified quantity of phone records.

Additional notes

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.

