

## Ethnic Samples

The ethnic origin sampling methodology provides samples that improve incidence when your survey respondents must be members of a specific ethnic group.

ASDE offers you two ways of obtaining such samples:

1. By targeting geographical areas where there is a high incidence of the desired ethnic group. This is “Census Overlay” methodology. Census Overlay samples are used to maximize a specific demographic or economic characteristic of the population you want to interview. The Census Overlay geographical frame is made from zip codes or in Canada, Dissemination Areas (DAs), which are above a given threshold for the chosen characteristic. The sample is then selected randomly from all phone listings in the resulting list (frame) of the zip codes or DAs. A Census Overlay sample can be very useful when applied carefully and only when it is necessary to improve on low incidence rates as in the case of ethnic sampling, and when no other appropriate frames are available.
2. By using a list of ethnic surnames to filter a random selection of phone numbers. ASDE has compiled such surname lists using an assortment of readily available ethnic surname lists as well as some client provided lists.

