

Listed Samples

Definition:

Listed samples are lists of phone records drawn randomly from current published phone directories. 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. ASDE uses the most recent edition of the Acxiom Infobase North American electronic phone directories (residential or business).

Methodology

The following steps define how we generate a listed sample.

- We establish the specifications, geographic and/or demographic, of the population that the sample should represent.
- All phone records matching the chosen specifications are then assembled into a data base which we refer to as a 'universe'.
- From this universe, we randomly choose the specified quantity of phone records.

Format

As with all ASDE samples, we can deliver the sample in one of a variety of file formats suitable to your needs. Each record is a complete phone book listing and all records are fully geocoded.

