

Offline



Address-Based Sampling:

Connect to Your Targets in Today's Wireless World

What Is Address-Based Sampling?

*A Powerful Alternative
to Telephone that
Delivers Nearly
Complete Coverage*

Address-Based Sampling (ABS) from SSI combines the best of all approaches, offering you a powerful alternative to telephone as your primary mode of contact. ABS provides nearly complete coverage of US households, expanding your reach beyond the 75% access that RDD (Random Digit Dialing) landline alone and Internet frames deliver. At the same time, it lets you reach cell phone only households—without the constraints and complexities of dialing wireless RDD sample.

How does ABS work? Most commonly, we generate an address sample and where possible, append phone numbers. For records with attached phone numbers, the sample is fielded just like a traditional phone survey. But those addresses without a phone number are still included in your study. You never lose a potential respondent.

You simply send a mailing to any address without an associated phone number—directing recipients to return an enclosed survey via mail...visit a Web site to complete a questionnaire...or call an 800 number to participate in the research.

Address-Based frames are compiled based on the Delivery Sequence File (DSF) of the US Postal Service (USPS), a file of all delivery point addresses served by the USPS, except General Delivery. The DSF provides a variety of address validation services and identifies special conditions, such as vacant or seasonal addresses.

The DSF does not include names or phone numbers, nor is it a comprehensive list of all households or all postal customers. In two key types of situations, DSF provides only counts, rather than actual addresses:

- Undeliverable simplified addresses in rural areas, which are missing street numbers or other critical delivery information. (The number of simplified addresses is diminishing as more communities adopt 9-1-1 address conversion.)
- Multi-drop point addresses. The DSF includes only a single address for locations where mail is delivered in bulk to one point and then distributed internally to individual addresses. This approach is often used in apartment buildings, gated communities, trailer parks, condominiums and other multi-family dwelling units.

To compensate for the missing information in DSF, SSI incorporates other commercial databases that have different or more complete information on individual households. As a result, our ABS frame delivers powerful advantages, including:

- Approximately 95% of postal households are covered.
- About 85% of the addresses are matched to a name.
- Between 55% - 65% of addresses can be matched to a telephone number.

(continued)



knowledge



online



offline



mixed access

Why Is Address-Based Sampling Critically Important Now?

We Live in a Wireless World—and Landline-Only Research May Leave You Disconnected from Your Targets

What Unique Value Does ABS Deliver?

Wide Coverage... Precise Targeting...and Flexible Design Options

How Do I Get More Information?

- All addresses are coded to specific geographic levels, down to Census Tract and Block.
- You can access demographic data during your selections.

Although a significant portion of market research has moved to the Internet, many researchers still rely on telephone for data collection. While RDD surveys continue to provide reliable information about the US population, there are growing concerns about the increasing number of households that rely on cell phones as their primary or only mode of telephone contact.

Studies show that almost 30% of US homes have no landline phone—and that number increases dramatically for households headed by people in their twenties. This trend toward mobile is a worldwide phenomenon. Out of a global population of 6.8 billion people, there are 5 billion cell phone subscriptions.

Clearly, for your research to succeed in a wireless world, you need to extend your reach beyond landline only. With its mix of contact and data collection modes, ABS gives you the reach you need into virtually all households. It's the perfect solution for optimizing access in a wireless world. In addition to ABS, SSI expands your reach by supplementing landline RDD sample with wireless RDD sample, giving you another route for connecting with your wireless targets.

ABS provides a wealth of key advantages over other approaches, including:

- **Nearly total coverage of all households**—even cell phone only—for greatly expanded reach over landline RDD alone or Internet
- **Geo-demographic coding** for more precise, efficient targeting than wireless RDD
- **A rich variety of survey design options**—single or dual frame designs, single or multiple modes of contact, and single or multiple modes of data collection—for the flexibility to create the optimal approach for your project
- **Multi-mode ABS designs** for letting you build what works best for your research objectives

As with all modes, there are challenges associated with ABS designs. The mail and/or in-person components can take more time and expense than traditional telephone surveys. In addition, multi-mode designs have the potential for differential response rates and mode effects.

SSI offers unique enhancements to our ABS sample that help overcome the challenges of multi-mode designs. We can refine your selection criteria to maximize coverage or efficiency, based on the type of address (multi-drop point, PO Box, seasonal, vacant, general delivery, etc.) and presence of a name. In addition, to ensure accuracy, we put all matched telephone numbers through a special screening process that identifies non-working numbers, business numbers, ported numbers and numbers in dedicated wireless blocks and flags them on the sample file. You can use this information to refine how you assign sample records to a particular mode or treatment.

With ABS, you can optimize reach...achieve more representative samples...improve response...and enhance participants' experience, by letting them respond through the channel they prefer. To extend your reach in today's wireless world, call +1.203.567.7200 or email info@surveysampling.com.