

FAQs about Marketing Systems Group's Assignment Based Landline Telephone Frame

What is MSG's assignment based landline telephone frame?

MSG's assignment based landline frame is the next generation of a list-assisted RDD frame using more complete data sources of landline telephone numbers (published and unpublished) in the construction of the frame. It is a true landline sample frame that covers nearly all landline telephone households.

What types of probability samples can be generated using MSG's assignment based frame?

It is possible to generate either a pure epsem or true PPS RDD sample with the assignment based frame. Disproportionate Stratified Samples (DSS) can also be generated using the assignment based frame.

What is the main advantage of using MSG's assignment based frame over the traditional list-assisted frame?

The assignment based frame increases coverage of landline households by using nearly 20 million additional telephone numbers in its construction not available in the list-assisted frame. These additional numbers are primarily CLEC/VoIP and unlisted landline telephone numbers.

What level of control can be placed on the frame to improve efficiency of selected samples?

It is possible to adjust the 100-series working bank threshold to create a more efficient RDD sample. Setting the threshold at lower levels (like 1+) will maximize coverage while setting the threshold at higher levels (like 6+) will generally improve efficiency, but at the sacrifice of coverage.

Are there any survey design benefits with using MSG's assignment based landline frame?

Realistic estimates of Telephone Households and Cell-Only Households are provided for any sample frame geography that is defined by county or larger geography. Accurate estimates of household hit rates are also provided.

Can I match/append additional information to landline numbers generated from the assignment based landline frame?

Aggregated demographic data such as income, race/ethnicity and education, among others can be appended to any RDD sample. Additional HH level demographic data can be appended as well to a portion of the RDD sample as a post generation process.

How often is the landline assignment based frame updated?

MSG's assignment based landline frame is completely reconstructed on a quarterly basis, using the most current data available.

Can you provide any direct comparisons between the list-assisted and assignment based frames?

There are a number of primary differences between the two frames illustrated in the table below:

List Assisted Frame	Landline Assignment Based Frame
Primary Data Source	
Listed telephone numbers from white page directories. This source does not include all listings from alternative service providers, such as VoIP and Cable.	Nearly all landline telephone numbers (published and unpublished) including listings from alternative service providers, such as VoIP and Cable.
Base of Telephone Numbers used in Frame Construction	
46.1 million	64.6 million
Level of Construction	
NPANXX (Exchange) level. This may not address issues associated with exchanges that are owned by multiple telephone companies, since in such exchanges 1K blocks owned by different providers may serve different geographies.	Thousand block level. This can effectively address issues associated with exchanges that are owned by multiple telephone companies.
Primary FIPS County Determination	
At the exchange level based on plurality of all listed households that can be geo-coded.	At the thousand block level based on plurality of landline households that can be geo-coded. Some thousand blocks within an exchange may receive different FIPS Codes.
Level of Stratification	
Exchange level, where an entire exchange is either included or excluded from the frame.	Thousand blocks, where individual blocks are either included or excluded from the frame.
Household Counts	
Defined based on total households, including non-telephone and wireless households.	Based on telephone households. Includes current estimates of wireless and landline households.
Household Hit Rates	
Based on total household and potentially inflated.	Based on total landline households and more accurate.

For more detailed information about Marketing Systems Group's assignment based landline frame, please visit www.m-s-g.com or contact Ashley Hyon (ahyon@m-s-g.com), Paul Posluszny (pposluszny@m-s-g.com) or Rajesh Bhai (rbhai@m-s-g.com) directly.