ADDRESS BASED SAMPLE

Postal addresses selected from a comprehensive listing of residential mail delivery locations.

ABS
The Most Complete
Sampling Frame In Use Today

What is Address Based Sampling and what is the source of ABS?

Address based sampling (ABS) is a probability-based frame of street addresses that rely on the U.S. Postal Service (USPS) Computerized Delivery Sequence File (CDSF). The ABS frame provides nearly 100% coverage of all residential addresses in the country and can be used for in-person, mail, telephone, and multimode surveys. The CDSF, which we license, contains over 147 million residential addresses, covering nearly 100% of all households in the US. MSG utilizes various premiere data sources to append name, phone, and demographics where available to maximize match rates.

Can you append additional data to ABS sample?

Yes, it is possible to append many ancillary data points to each address.   This proves useful in complex surveys that require detailed information for stratification purposes or additional modes of contact. For example: name, landline phone, cellular phone, email, household level demographics, and various lifestyle/behavioral data points can be appended.

What is the lowest level of geography we pull?

Zip+4 is the lowest level of geography we pull, which typically consists of only a handful of households. The resulting information can then be rolled up to higher levels of aggregation, including all Census geographic domains (Block, Block Group, Tract, County, MSA, State, and Region); marketing geographic domains (Media Markets, ZIP Areas, etc.); as well as custom areas (Retail Trading Areas and specific geographies based on distance or radius).

Can you target demographics with ABS sample?

Yes, by accessing several large databases that contain various demographic data points for each household, we can enhance DSF-based sampling frames for targeted sampling applications. While many data points correspond to individual households, there are also modeled characteristics that are available at different levels of aggregation such as block groups, telephone exchanges, counties, etc.

FAQS ABOUT MARKETING SYSTEMS GROUP'S ADDRESS BASED SAMPLE (ABS)

How long does it take to get my ABS sample file?

Depending on the complexity of the project, ABS sample can be processed within 24 hours or less.

Can you target multi-family dwellings?

Yes, there is an indicator that differentiates between single and multiple dwellings.

Can you help with our data collection?

Yes, through a strategic partnership, MSG can manage the entire data collection process.

Can you do anything to improve coverage?

Our enhancements include amelioration to some of the known coverage problems associated with simplified and non-locatable addresses. The No-Stat file can be used in conjunction with the CDSF for determining universe estimates and is helpful in situations requiring enumeration.

What address types are included?

You will have the ability to include or exclude multiple address types: P.O. Box throwbacks, seasonal housing, vacant, units on the No-Stat file, mostly business with some residential, P.O. Boxes, rural routes and highway contracts, or general delivery. We can provide a detailed universe count report by address type to assist in the sample design phase.

Where do you get the data that you append?

MSG licenses various premiere data sources and can append name, phone, and demographics where available to maximize match rates. We audit and qualify our premiere data vendors on numerous attributes.

When and how often is the ABS database updated?

The ABS database is updated on a monthly basis.

What are the average match rates for:
Name – 85-95%
Phone – 40-65%
Email – 30-50%
Demographics – 40-60% (depending on the variable)

Can you append cell phones?

Yes, cell phone numbers among other data points can be appended. Match rates are approximately 40%.

Does MSG provide mailing services?

Yes, through a strategic partnership, we provide printing and mailing services. We can manage the entire process and have implemented certain key quality control measures related to probability frame data collection while ensuring maximum coverage.

Does the ABS frame come with name and phone numbers?

We can enhance the DSF-based samples by successfully retrieving names and telephone numbers associated with many addresses. On average, about 85-95 percent of addresses can be name-matched and 40-65 percent can be linked to a telephone number.

Is ABS available on Virtual Genesys if I want to be able to generate my own ABS?

Yes, Virtual GENESYS (VG) is a cloud application that provides access to our suite of sampling solutions. VG provides full design capabilities and sample frames can be defined by any level of geography (postal or census) from Census Block up to National level. VG is a convenient, flexible, and cost effective approach to sampling. Sample generation is a real-time process and users receive email notification when their sample files are ready to be retrieved.

To learn more about our services and research solutions, call our friendly team of experts today.