Marketing Systems Group

GENESYS

STATISTICALLY SOUND AND PRECISE SAMPLES THAT DELIVER PROJECTABLE RESULTS

ADDRESS BASED SAMPLE · ADVANCED SAMPLING SOLUTIONS · REGISTERED VOTER SAMPLE · LISTED HOUSEHOLD SAMPLE · RANDOM DIGIT DIAL SAMPLE · BUSINESS SAMPLE · SAMPLING ENHANCEMENT · GEOGRAPHIC & DEMOGRAPHIC SERVICES · DATA SCIENCE · CONSULTING · ONLINE SAMPLE · WEIGHTING

FIND THE RIGHT PEOPLE TO SURVEY!

Quality does not come automatically, it takes a fusion of know-how, experience, attention to detail, and a knack for understanding customer needs.

You can depend on MSG's 30 plus years of experience serving commercial, social science, government and public opinion researchers.

We have the experts. MSG's team of statistical sampling experts will help you design a sample that meets the strictest requirements to ensure your data is accurate, defensible, and appropriate for your project.

All our samples ensure:

- Real Time Generation - Sample requests are submitted to run immediately.

- Accuracy - Sample frames are updated on an ongoing basis and all orders are subjected to rigorous quality control.

- Flexibility - Choose from many different demographic and/or geographic criteria, as well as multi mode solutions.

- Full Service Support - Expert support at every stage of your project.

- Virtual GENESYS - Anytime/anywhere access using our web-based sample generation platform.

Advanced Cellular Frame (ACF) is the next generation of Cellular Telephone sampling that leverages newer technologies and data sources used to create and authenticate the relationship between name, address, and telephone. Using the traditional cellular RDD frame as the base, name, address, geography, and some demographics are appended to each cellular telephone number where available and permissible (not restricted). The ACF frame provides a number of advantages over other cellular telephone frames including increased coverage and accuracy as well as addressing inward and outward migration (people who move and keep the cellular telephone numbers).

Address-Based Sample (ABS) is built using the USPS Computerized Delivery Sequence File (CDS), which MSG licenses. The ABS frame contains over 135 million residential addresses covering nearly 100% of all households in the US. Define your sample frame at any level of Census or Postal geography from Census Block up to National. Samples include complete mailing address as well as all postal-related variables, including carrier route. Each address is geo-coded with Census Block and latitude/longitude coordinates.

Online Sample is provided through a partner panel network of over 25 million unique panelists for consumer and B2B studies. MSG's best-in-class technology, pre-screened qualifications, and extensive sampling expertise ensure that your sample includes unique respondents that are well matched to your project requirements.

Listed Household and Business Samples are drawn from commercial consumer and business databases licensed by MSG. Consumer samples can target a wealth of household level characteristics and demographics including household composition (age, gender, race/ethnicity), income and others. Business samples (domestic or international) can be based on employee size, sales volume, location type, title data, industry classification and corporate linkage. Target by geography from Census Block up to National.

Cellular RDD Sample consists of randomly generated U.S. cellular telephone numbers within all thousand-series blocks (first seven digits of a phone number) dedicated to cellular service. Cellular RDD sample can be defined by a variety of geographies ranging from national to sub-county level including state, CBSA, DMA, county, rate center, and area code. A demographic profile can also be created for rate center geography to allow for further stratification.

Landline RDD Sample consists of randomly generated U.S. residential area code /exchanges restricted to 100-series banks known to contain landline households. Landline RDD sample can be defined by a variety of geographies including national, state, CBSA, DMA, county, ZIP code, and block group. A sample frame can also be defined for a custom geography. Each exchange has a demographic profile to enable targeting of specific demographic segments.

Statistical Services MSG's Statistical Team provides extensive consulting services for weighting, sample allocation/design and advanced analytics (modelling) needs. Sample design services include imputation to adjust for missing data.

PreVision is a suite of services developed to address the problem of maintaining a representative, yet cost effective sample in an era of diminishing returns. This innovative set of solutions combines the power of online panels, sampling design consultations and related services, modern weighting and calibration techniques, and customizable analytics to meet your evolving inferential needs. PreVision has been developed with the flexibility to adapt to your survey specifications by focusing on the following four survey research pillars to minimize the total survey error: Effective sampling from online panels that use probability and nonprobability methods for recruitment; Enhancing questionnaire designs for mobile-friendly surveys; Weighting and calibration adjustments specially design for samples from online panels; and Analysis of data from complex surveys.

New Consumer Database is the latest in a series of consumer databases licensed by MSG that draws on advanced data sources to provide the most accurate and complete name, address, and telephone data available. Consumer samples can target a number of different household and individual characteristics including age, gender, race/ethnicity, income, and education among others. This file also contains segmentation data where each household is assigned to one of 172 segments. Each segment code is further defined by over 10,000 propensity attributes which offer the ability to target hard-to-reach populations. In addition, this new file has both landline and cellular telephone numbers as well as email addresses linked to individuals.

Screening Services MSG offers a variety of screening services to improve the efficiency of telephone samples.

- **CellWINS** is MSG's non-intrusive, real-time screening process that identifies inactive telephone numbers within a cellular telephone sample. CellWINS can reduce your data collection costs by up to 20%.
- **CSS** is MSG's attended screening process for landline telephone samples. The process removes all listed business numbers and dials the remaining sample to screen out non-working, non-listed business, and ported cellular telephone numbers. Depending on the sample, CSS will remove up to 85% of the non-productive numbers in your file.
- **Elevate** is a cost-efficient alternative to CSS and employs a fully automated process which greatly reduces turnaround time. It identifies and purges nonproductive telephone numbers on any list, whether client provided or randomly generated sample. It also pre-identifies landline numbers that have been ported to cell.

List Enhancements All too often researchers must work with imperfect lists. Adding or updating critical information to a list can help you reach the right respondents more efficiently. MSG offers the capability to append address, name, and (or) telephone number (landline and cell) to your sample file. Additionally, we can append latitude, longitude, and census geography so that respondents can be pinpointed more accurately. Appending a variety of demographic variables is another service available which provides more detail on an individual or household basis. With TCPA compliance being a critical issue when dialing cellular telephone numbers, MSG offers a cell phone identification service. This service identifies likely cellular phone numbers as well as landlines that have been ported to cell phones.

Geo-Demographic Services
To further support your advanced sampling design needs, our geo-demographic team offers extensive mapping services, custom frame designs, geo-coding, and demographic reporting using the most current sources available.