

# Video 10 of 21: Phone number directories or listings

## Sampling considerations and weighting implications

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Sampling



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- Sampling considerations:
  - Whenever possible, eliminate duplicate phone numbers to avoid unequal selection probabilities
  - If phone directory or list has auxiliary information, consider using them for stratification to improve survey estimates or for over- or under-sampling
  - Generally select phone number with simple random sampling or stratified random sampling
- Weighting consideration:
  - Potential use of auxiliary information available in phone directory or list for nonresponse adjustment
  - Consider calibration adjustment on variables predictive of survey outcomes and likelihood of being listed to reduce coverage bias

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*END OF VIDEO 10*