

# Video 9 of 21: Phone number directories or listings

## Coverage considerations

---

Sampling



THE WORLD BANK

MANNHEIM  
BUSINESS SCHOOL

# Coverage considerations

---

- Phone directories or lists generally do not cover all phone numbers assigned to the target population
  - Also, the listed population from such directories or lists are typically different from the unlisted population
    - For instance, if lists come from credit company databases, the listed population will more likely be wealthier than the general population
- Coverage bias from phone sample surveys will be augmented by any coverage bias from the phone directory or lists
- Consider using multiple phone directories or lists
  - Decrease coverage error
  - Introduces duplications that need to be addressed before or during data collection, or through weighting

---

*END OF VIDEO 9*