

Real Numbers, Real Boundaries for Real Research...

Market & Social Research in Australia has been hampered for some years by the lack of accurate, representative directory based phone number sample.

SamplePages solves the problem by providing a directory based solution of more than 6 million residential numbers, updated monthly, and verified regularly for consistency. It is **real** numbers, from **real** addresses, on **accurate** boundaries - not randomly generated.

This is the most complete, representative and accurate sample directory available today for the research industry.

Where do the numbers come from?

The phone database is a composite phone database sourced from a data pooling arrangement involving a number of parties in a closed pooling system. This is now Australia's premier non Telstra / Sensis phone database. These parties include charities, telemarketing companies and other business entities. The system is managed on a monthly load. Samples are provided without name and street address to address privacy concerns. The database is updated monthly.

How representative is it?

The phone database is compared against the 2006 ABS dwelling population Census data. Over 82% of postcodes have a least one phone number for every 2 dwellings. Over 90% have a least one number for every 3 dwellings. This provides a base count to which coverage can be measured (note in some cases our phone records count exceeds the Census data in areas of high recent dwelling growth). We provide a table of counts by Postcode comparing ABS dwelling and population data to the phone number count – you will be impressed.

Why use SamplePages?

If you care about **accurate, well targeted, representative research**, this is the **ONLY** option. What we offer:

- Perfectly accurate boundaries (as they are based on real addresses), at all levels of granularity, including custom to any user specification.
- Very high connection rate – no wasted time or phone room resources, no need for diallers.
- True representation – statistics available for you to peruse.
- Non-Telstra/Sensis, so not subject to their copyright challenges.

Issues with alternatives:

- Random number generation (in-house, or purchased from suppliers)
Unknown representation, very poor boundary definition, poor connection rate (if not verified by exchange testing). Unverified sample is useless for researchers without diallers.
- Old databases
Now terribly out of date, with wrong numbers approaching 50%, and poor or completely absent representation in many areas

You cannot service your clients well, using inaccurate data sources – quality research needs quality sample.

How does it work?

You purchase a volume of sample to use immediately, or draw down on over time. Contact us to set up an account for you, and explain the process.

How much does it cost?

Sample costs range downwards from 11c per number, to substantial discounts for larger purchases. Custom sample provision attracts an extra fee. Contact us to discuss your requirements.

See our website at www.samplepages.com.au for more details, and contact form!