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New methodology for selecting outlet samples

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A new Point-of-Purchase Survey, conducted in a computer-assisted telephone interview environment, eliminates the costs associated with personal-visit data collection and reduces the time required to edit, review, and process responses. This article compares and contrasts the Bureau's current area rotation methodology with the planned category rotation methodology. The critical role of CPOPS data in the sample rotation process will be identified and the advantages of switching from the current personal-visit survey to a CATI survey discussed.

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