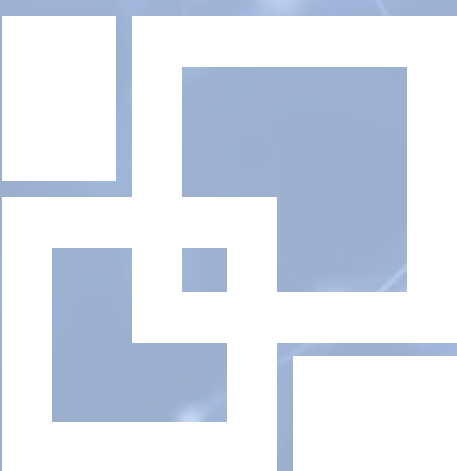


# OnDemand Sampling Hub for CATI Projects

2018 CSDI Workshop, Limerick, Ireland

Premier. Sample. Provider.  
Sample Solutions







**“An open & transparent  
platform for accessing qual  
& quant data for country  
specific sampling and  
fieldwork”**



**“Survey organizations [...] that  
produce surveys and/or  
commission, sponsor or report  
them publicly, are eligible to join  
AAPOR’s Transparency Initiative  
(TI).”**

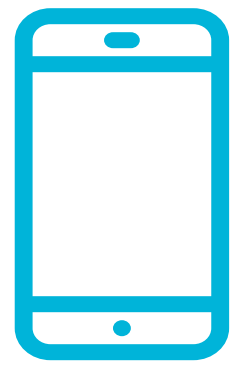


# Sample Solutions

---



**Founded 2010, HQ Rotterdam**



**Focus: Telephone Sample**



**Social / Commercial Research**



**+600 CATI Projects yearly**





# F2F vs. CATI (RDD)

---

## F2F

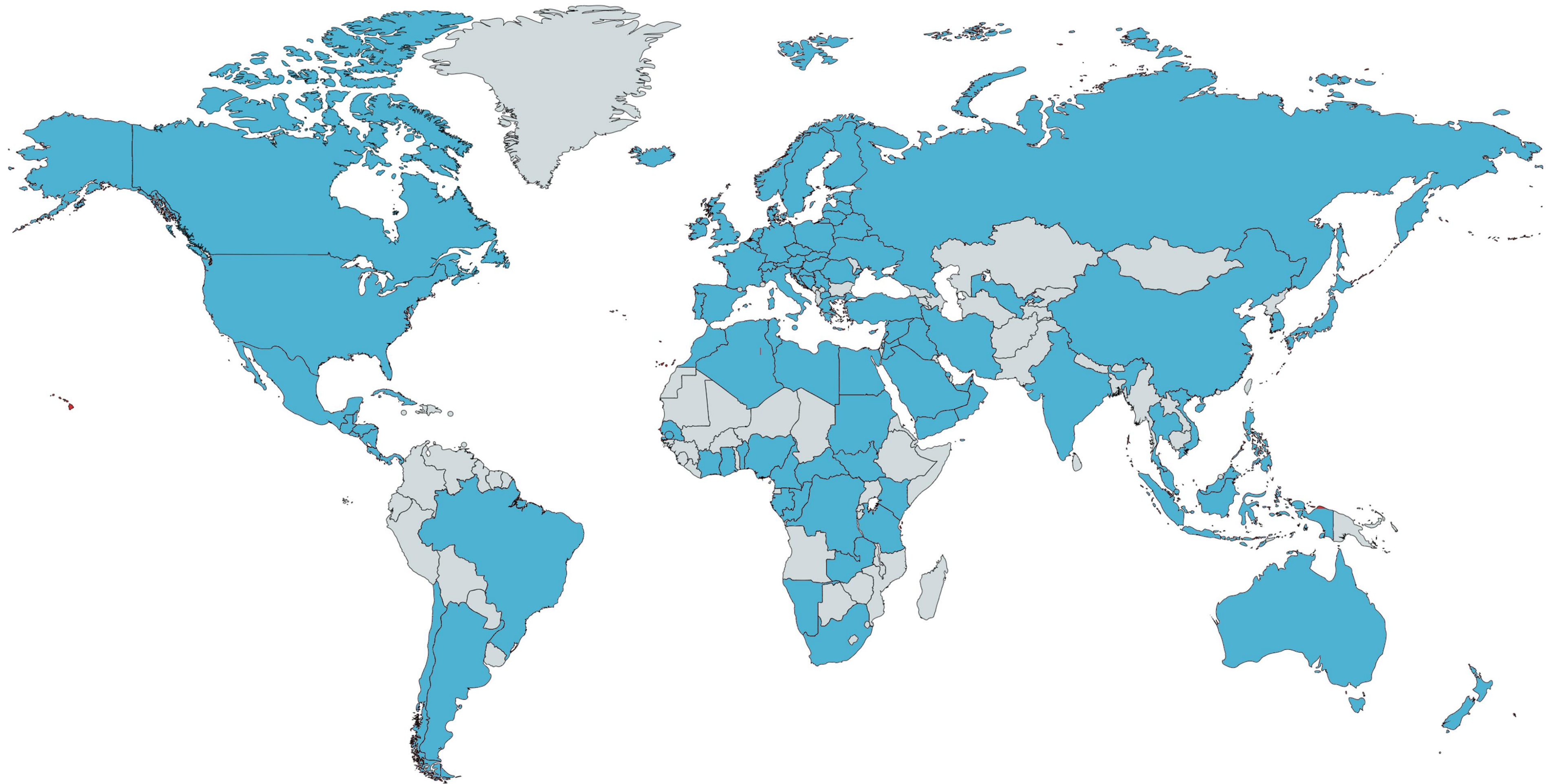
- Multistage Sampling
- PSU/SSU
- Households selection

## CATI (RDD)

- List with all phone number combinations
- Landline & Mobile Frame
- Household / Individual Selection

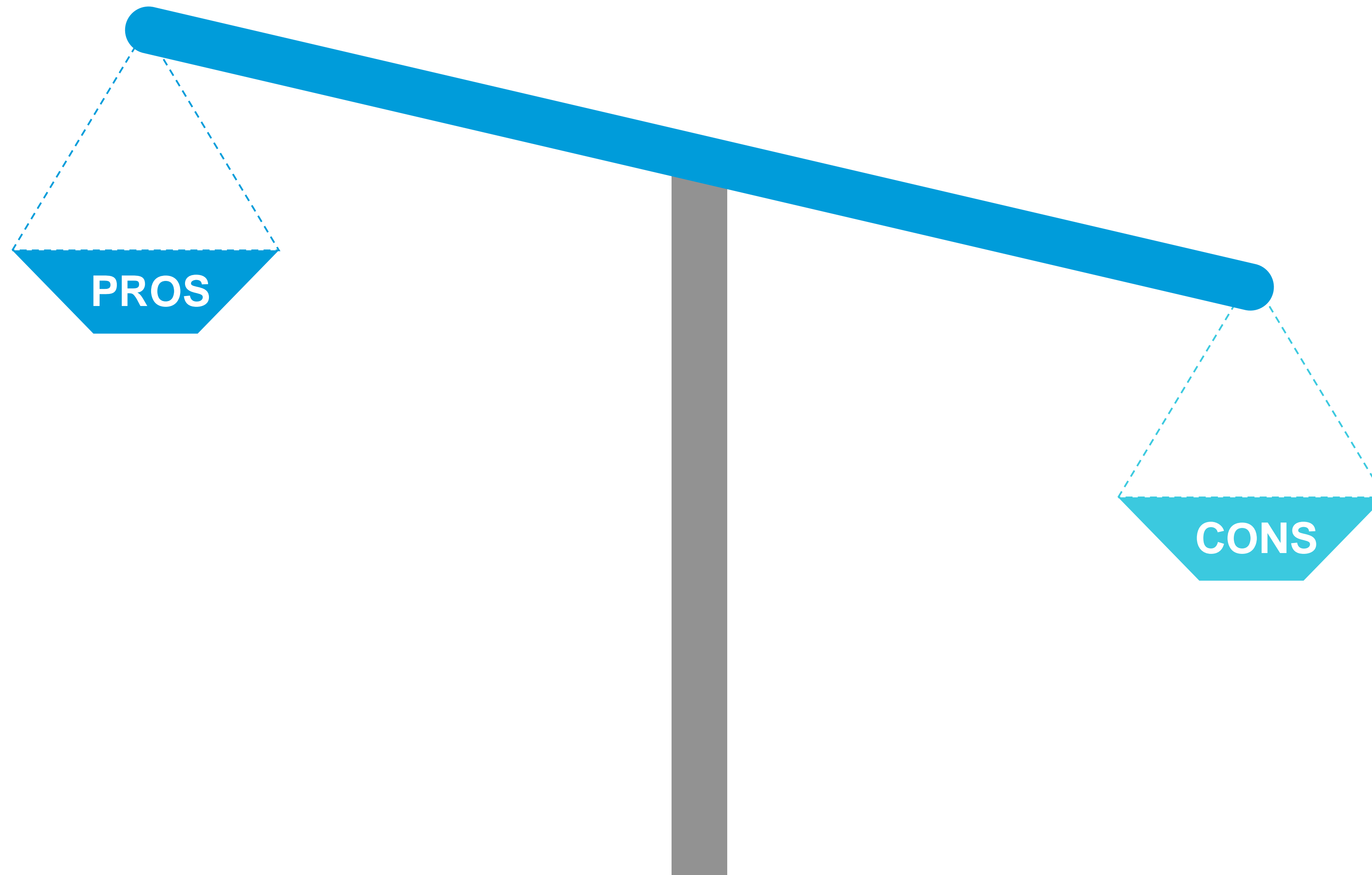
# Countries covered since 2010

---



# PROS AND CONS: F2F vs Phone

---



# Transition: F2F to Phone

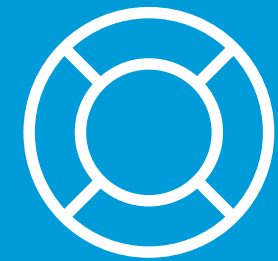




# RECURRING PROBLEMS

---

Random Sample



Replicates



Expectations



Dual-Frame



# SAMPLE HUB

## TRANSPARENCY



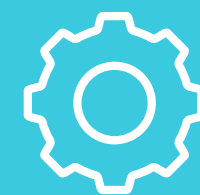
### Statistics

Access to Statistical Data and Frame Information



### Past-Studies

Accessing data from past studies and outcomes from CATI studies.



### Dashboards

Working with various datasets for modelling



### Sample Drawing

Drawing sample for various countries.



### Reporting

Direct Sample Report from system with qualitative and quantitative info



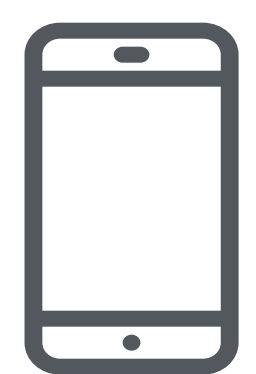
# SAMPLE HUB: Technologies used

---

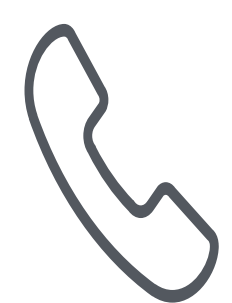


# Demographic Information

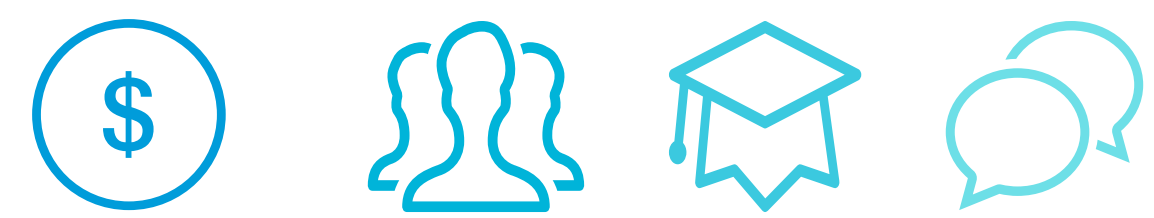
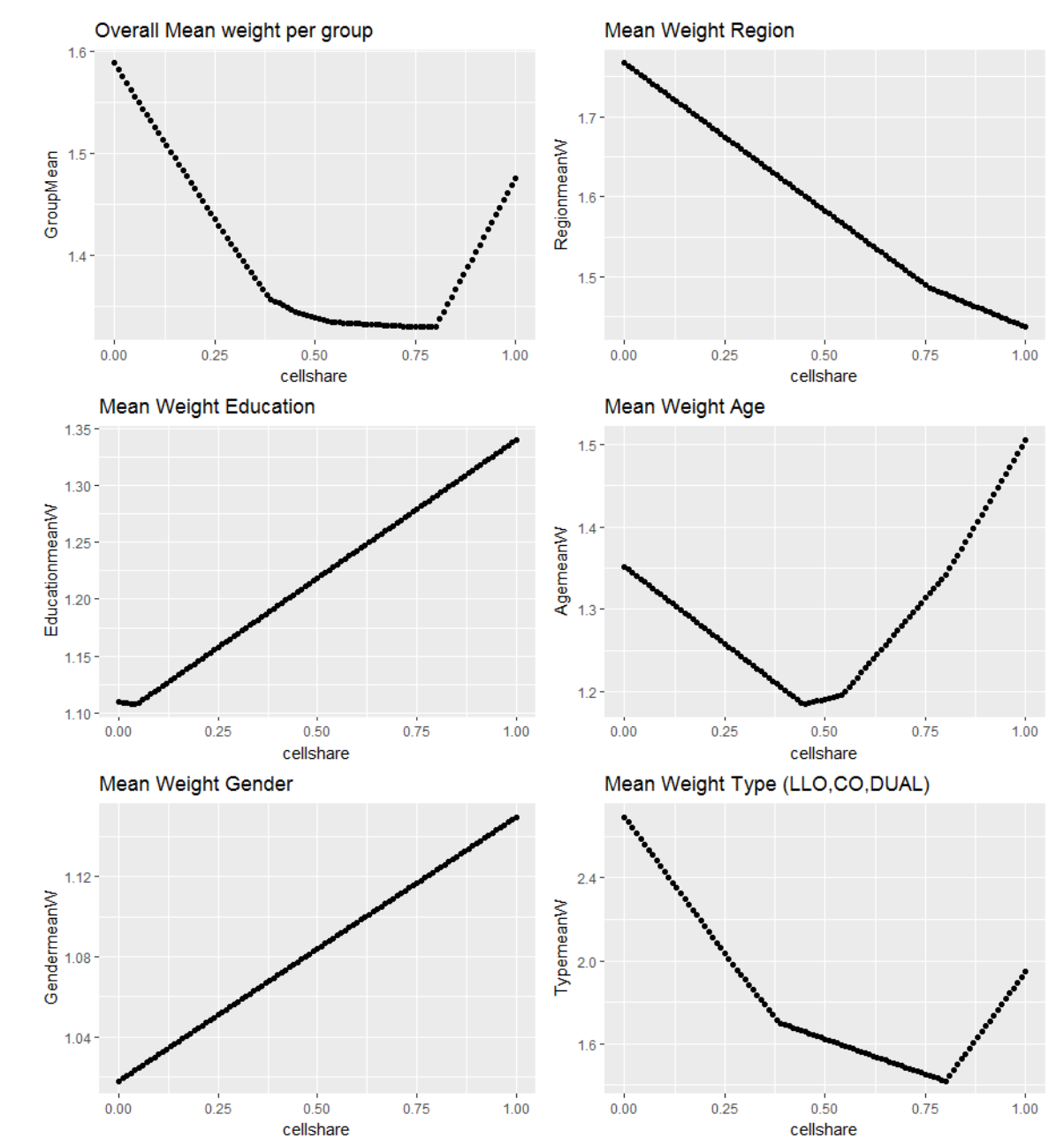
% Mobile



% Landline

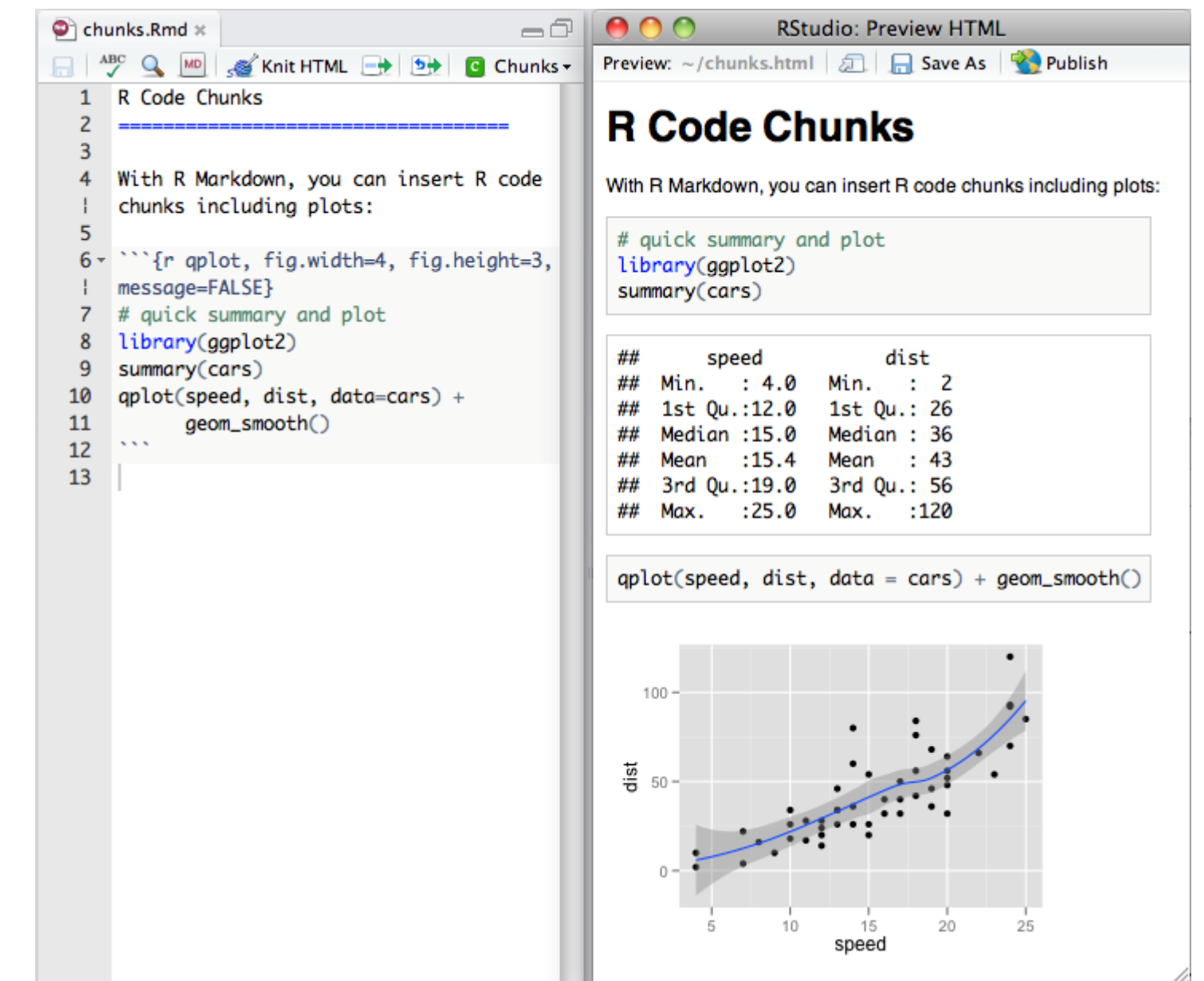


Resulting Sample





# Workflow: From Specifications to Reporting



Data Sources

# ... in practice



## Centralized Data Vault

**Select country:**

Austria

**Sample size:**

10000

Note: enter the desired number of telephone phone numbers.

**Landline stratification:**

☒ NUTS1

☐ NUTS2

☐ NUTS3

**Mobile stratification:**

☒ Providers' market share

☐ Simple random sampling

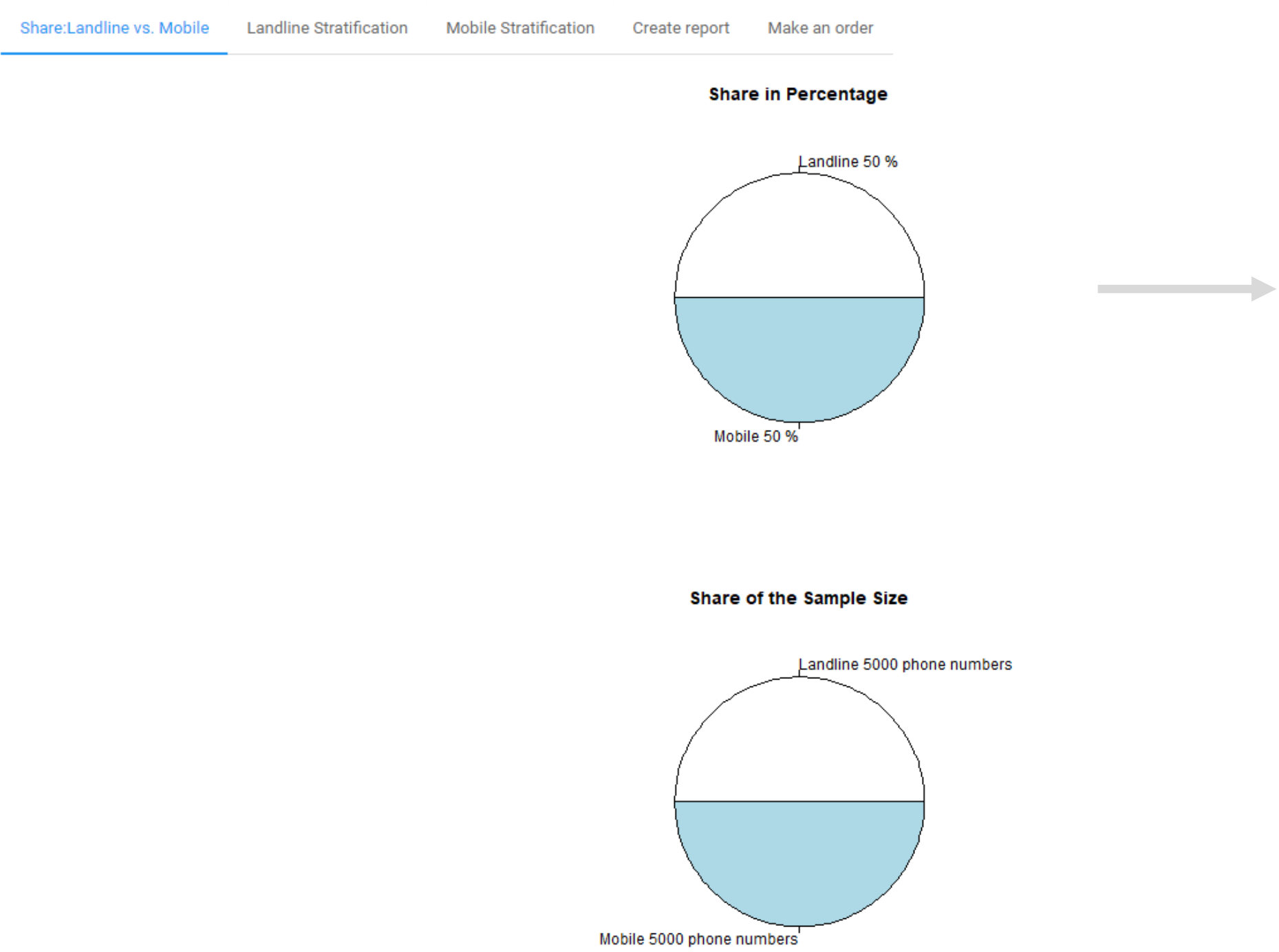


Figure 1: Map of Austria



# INFORMATION HUB

Share:Landline vs. Mobile

Landline Stratification

Mobile Stratification

Create report

Make an order

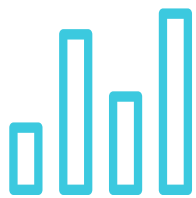
Show 10▼ entries

Search:

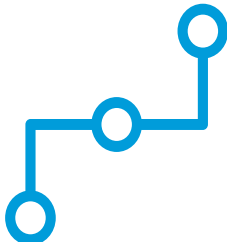
	NUTS region	Population 2016	NUTS level	Country	Total population	Share in %	Sample
1	AT11	290608	nuts2	Austria	8690076	3.34	167
2	AT12	1652324	nuts2	Austria	8690076	19.01	951
3	AT13	1837438	nuts2	Austria	8690076	21.14	1057
4	AT21	559846	nuts2	Austria	8690076	6.44	322
5	AT22	1230756	nuts2	Austria	8690076	14.16	708
6	AT31	1451918	nuts2	Austria	8690076	16.71	836
7	AT32	545074	nuts2	Austria	8690076	6.27	313
8	AT33	738455	nuts2	Austria	8690076		
9	AT34	383657	nuts2	Austria	8690076		
Total:		8690076					

Showing 1 to 10 of 10 entries

📄 DOWNLOAD TABLE



Link with Frame Data



Link with Statistical Data

Share:Landline vs. Mobile

Landline Stratification

Mobile Stratification

Create report

Make an order

Show 10▼ entries

Search:

	Country	Operator	Share	Sample
1	Austria	T-Mobile Austria GmbH	36.73	1836
2	Austria	Hutchison Drei Austria GmbH	30.82	1541
3	Austria	A1 Telekom Austria Aktiengesellschaft	28.14	1407
4	Austria	Ventocom GmbH	1.6	80
5	Austria	Tele2 Telecommunication GmbH	1.44	72
6	Austria	UPC Austria Services GmbH	1.12	56
7	Austria	MTEL Austria GmbH	0.16	8
Total:			100.01	5000

Showing 1 to 8 of 8 entries

📄 DOWNLOAD TABLE



**We rely on Fieldwork Agencies /  
Research Agencies for collaboration  
on datasets**

Premier. Sample. Provider.  
**Sample Solutions**

