OnDemand Sampling Hub for CATI Projects

2018 CSDI Workshop, Limerick, Ireland
“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

- Fieldwork Management
- Available Frames
- Demographics
- Response Rate
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
... in practice

Centralized Data Vault

Select country:
- Austria

Sample size:
10000

Note: enter the desired number of telephone phone numbers.

Landline stratification:
- NA/TA
- NA/TZA
- NA/TAA

Mobile stratification:
- Provider’s market share
- Simple random sampling

Share in Percentage

Share of the Sample Size

RDD Methodology Austria
Sample Solutions EU
23. 09. 2018

Figure 1: Map of Austria
### INFORMATION HUB

**Link with Statistical Data**

**Link with Frame Data**

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**Table 1:**

<table>
<thead>
<tr>
<th>Share/Landline vs. Mobile</th>
<th>Landline Stratification</th>
<th>Mobile Stratification</th>
<th>Create report</th>
<th>Make an order</th>
</tr>
</thead>
<tbody>
<tr>
<td>NUTS region</td>
<td>Population 2016</td>
<td>NUTS level</td>
<td>Country</td>
<td>Total population</td>
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<td>AT11</td>
<td>250275</td>
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<td>Austria</td>
<td>8649376</td>
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<tr>
<td>AT12</td>
<td>195524</td>
<td>I</td>
<td>Austria</td>
<td>8649376</td>
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**Table 2:**

<table>
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<th>Mobile Stratification</th>
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<th>Make an order</th>
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</thead>
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<td>Country</td>
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<td>Share</td>
<td>Sample</td>
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<td>Austria</td>
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<td>Hutchison Drei Austria GmbH</td>
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<td>A1 Telekom Austria Aktiengesellschaft</td>
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<td>Austria</td>
<td>Ventiom GmbH</td>
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<tr>
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<td>Austria</td>
<td>MTSL Austria GmbH</td>
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**Total:**

<table>
<thead>
<tr>
<th>Share/Landline vs. Mobile</th>
<th>Landline Stratification</th>
<th>Mobile Stratification</th>
<th>Create report</th>
<th>Make an order</th>
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<td>Total</td>
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We rely on Fieldwork Agencies / Research Agencies for collaboration on datasets