Sampling procedure

Leeds Federated TSM Sampling:

Upon receipt of the profile/ tenant details, this is saved to a personal data file, which is deleted 90 days after the completion of the corresponding project and added to the Data Asset Register.

This file is then cleaned (de-duped) to ensure we have no duplicate contacts in the file, from here we calculate the stock profile - age profile, location, tenure type and so on, of your whole contact base.

Using this profile, we then calculate what a representative sample of 900 residents would look like (we usually do this by age and area for you, as including other variables can make the profile overly specific and difficult to attain). These are the 900 contacts loaded to the platform for calls in a particular quarter.

When sampling we exclude those who have been invited within the last 3 waves of the survey, to ensure that people don't feel pestered by the calls.

When calling, we call at different times of the day and set the CATI team soft quotas that are representative of your overall tenant profile (we use "soft quotas rather than hard targets as sometimes a target could be 1 person under 35, in the North area and there are only 3 people who fit this profile so it can be hard to attain).

We call at different times to get a range of responses - with telephone surveys elderly residents may be overrepresented, that's why we have targets to stop all 150 responses being over 65 for example.

The targets can be set in the platform so that an individual who is part of a group we have already hit a target for is not called. If we are struggling to get responses, we will "open quotas" to ensure you have the required responses.