



CASE STUDY:

Finding and working with representative population sample

THE PROJECT

Havas People, a leading UK communications agency, wanted to understand how perceptions of the local Police Constabulary varied between White British and BAME residents of Lancashire.

The aim was to help to identify the challenges and barriers to attracting BAME applicants for roles within the Constabulary.

THE PROFILES

The client needed support with the recruitment and fieldwork of 500 respondents within set postcode areas in Greater Lancashire. This included three challenges:

- ✓ The key target audience of BAME participants was very low incidence
- ✓ It was essential that participants were representative across gender, age and education level
- ✓ Strict location eligibility criteria meant that our sample would have to be carefully selected from a large pool of respondents

THE PROCESS

The low incidence of the target profile in the area meant that we had to look at alternatives to our primary method of recruitment, our panel. We used several other methods including targeted digital marketing campaigns and engaging with local groups and networks to generate organic traffic.

THE OUTCOME

We provided the client with the results as a cleaned data file containing top-line figures for further analysis. These results were consistent with their primary research and reinforced their findings. Next, we organised follow-up focus groups to add additional depth and understanding from a carefully selected group of survey respondents.

THE FEEDBACK

"Extremely good collaboration with Roots, great level of support throughout the project, they really went above and beyond."

LISA MAI, SENIOR RESEARCH CONSULTANT AT HAVAS PEOPLE

