

# Implementing a Blaise 5 Mixed-mode Solution

# Background

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- Opinions survey an established Blaise 4 omnibus vehicle for client sponsored questions
- Originally a face-to-face survey, several CATI only pilots already conducted
- Web/phone mixed-mode solution to be piloted in early 2018
- CATI questionnaire would continue to be programmed in Blaise 4, using the Blaise call-scheduling system

# Obstacles To Success

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- ONS developing own online questionnaire tool, eQ, but...
- ...Blaise 5 a more mature product at the time of mixed-mode project
- Lack of hosting environment for Blaise 5, as Blaise web collection not seen as corporate solution

# How the survey works

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- CATI database pre-loaded with sample and respondents data from Labour Force Survey
- Web database pre-loaded with sample only
- 3 week survey period
  - Week 1 – Web only
  - Week 2 – Web and CATI
  - Week 3 – CATI only

# Considerations

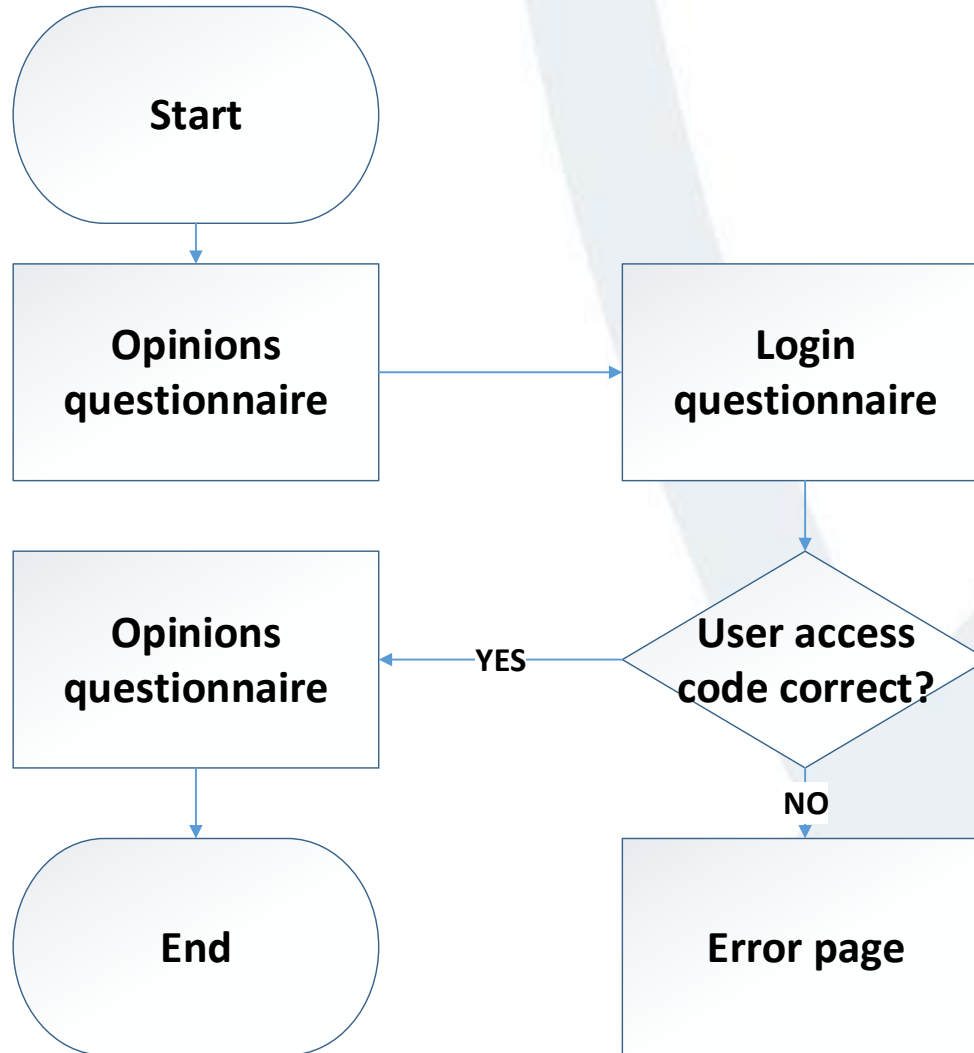
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- Security
- Enabling mixed-mode
- Data transfer
- Changes to Telephone Operations
- Outputs



# Security

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# Questionnaire Design

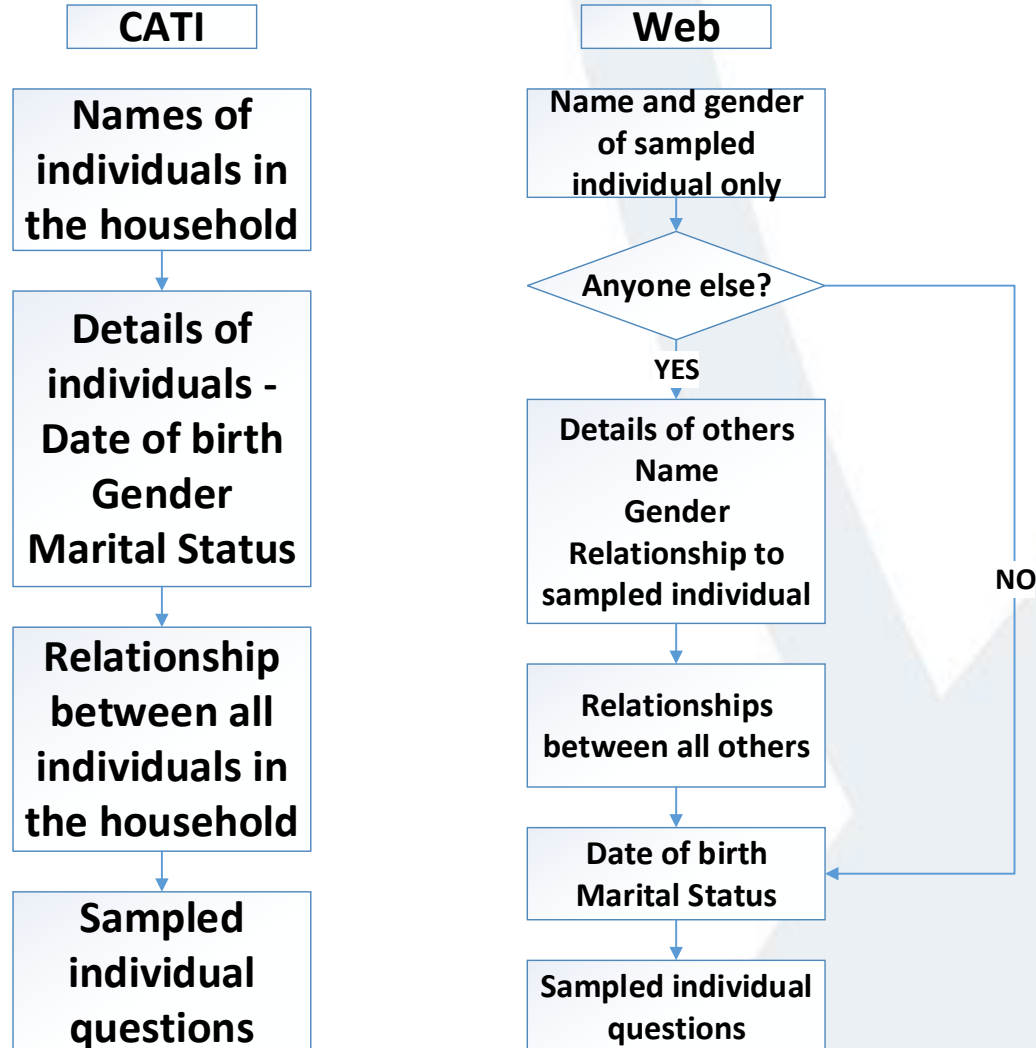
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- Question text re-worded for web use – not difficult but time consuming

```
QuitYear      CAWI  "When did you stop smoking cigarettes?  
<newline>If you cannot give a precise year, please give your best estimate."  
              CATI  "In which year did you stop smoking cigarettes?"  
              QUESTYPE "If respondent cannot give a precise year, ask for an estimate"  
              :  
              1900..2100
```

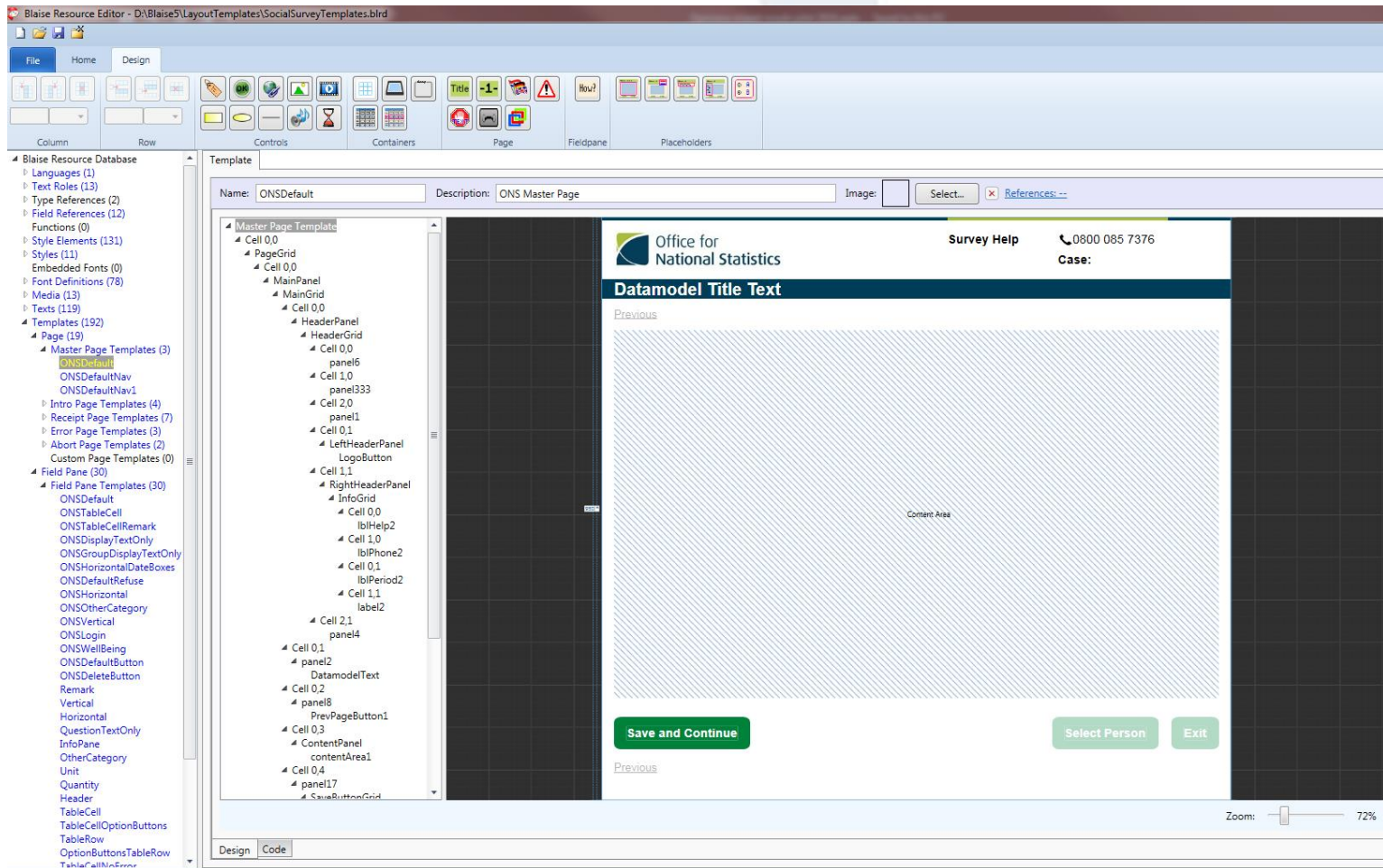
- Future proofed the Blaise 5 questionnaire by coding question text for both modes
- Page template design was a new concept to learn

# Questionnaire Design

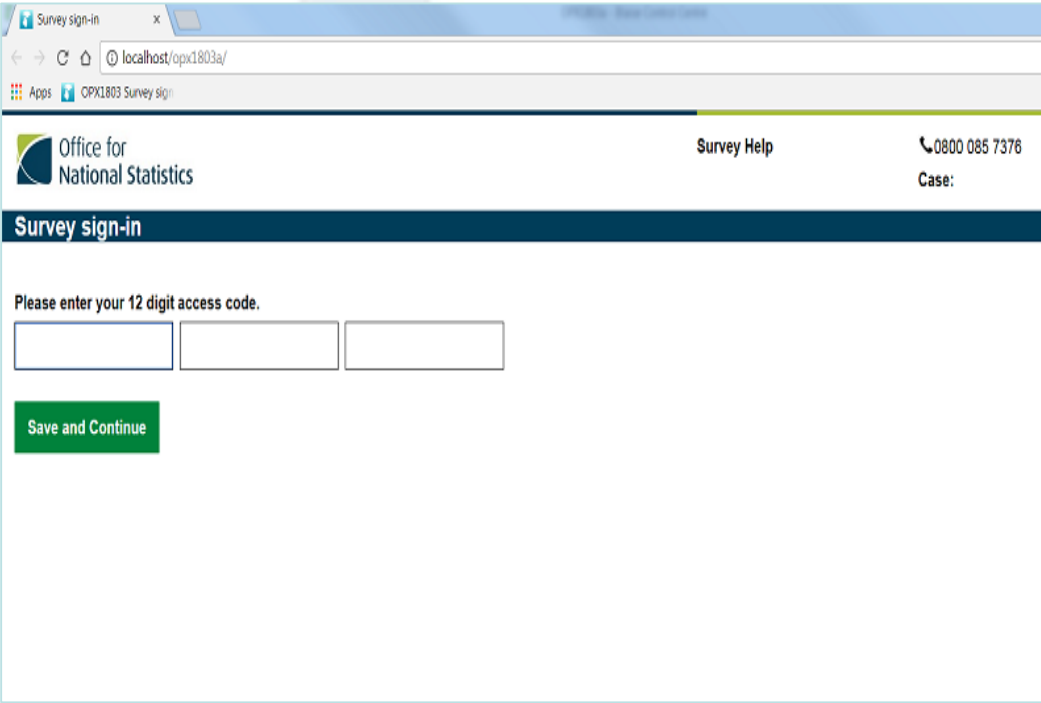
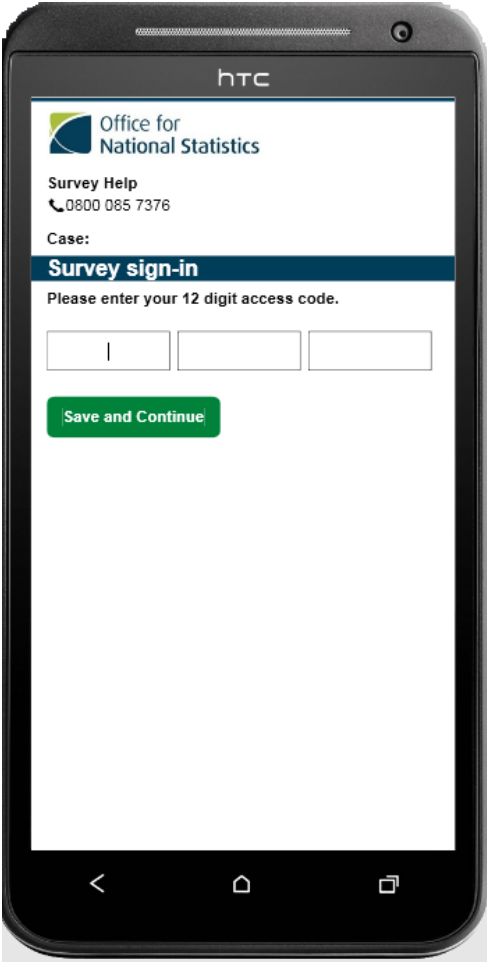




# Questionnaire Design



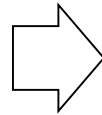
# Questionnaire Design



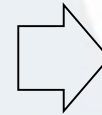
# Data Transfer

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**Create Blaise 4  
metadata of  
web  
questionnaire**



**Manipulate  
Blaise 5 data to  
XML**



**Run Manipula  
to update live  
CATI database  
with XML data**

# Changes to Telephone Operations

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- Setting up system to provide TO database with regular web data updates
- Dealing with partially completed web cases being transferred to the phone interviewers
- Incorporating the Survey Enquiry Line (SEL) questionnaire into the Opinions questionnaire

# Outputs

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- Benefitted from all data being held in Blaise 4 CATI structure
- Used existing Cameleon and Manipula methods to output to SPSS

# Response Rates

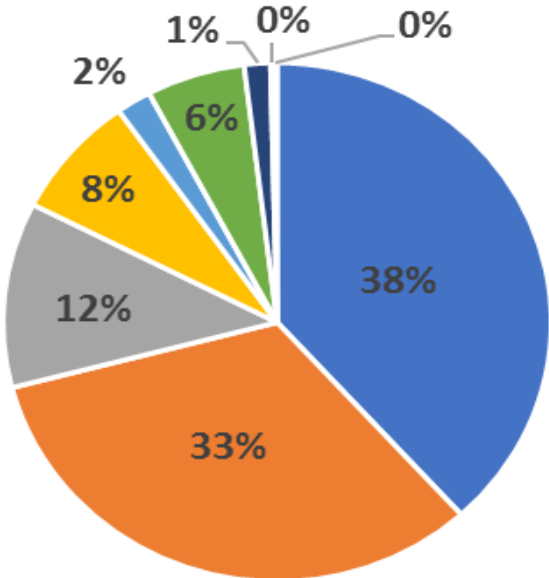
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## Percentage of issued sample

<b>Completion</b>	<b>February</b>	<b>March</b>	<b>Total</b>
Online	24.5	27.6	26.1
Partial online / partial telephone	2.7	1.7	2.2
Telephone	34.1	31.4	32.8
<b>Total</b>	<b>61.3</b>	<b>60.3</b>	<b>60.8</b>

# Which browser?

Opinions Survey viewed by browser



- Chrome
- Safari
- Edge
- Internet Explorer
- Amazon Silk
- Firefox
- Samsung Internet
- Opera
- Safari (in-app)

# Lessons learnt

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- Excellent collaboration across Social Survey, Telephone Operations and NISRA
- Cannot view data collection instruments in isolation across modes – a single questionnaire will reduce the burden on survey teams
- Invest time in developing layout templates
- A lot more work to do on questionnaire accessibility and paradata

# Any Questions

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