Implementing a Blaise 5 Mixed-mode Solution
Background

- 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

- 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

- 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

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

Start

Opinions questionnaire

Opinions questionnaire

End

Login questionnaire

User access code correct?

YES

End

NO

Error page
Questionnaire Design

• 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

CATI

Names of individuals in the household

Details of individuals - Date of birth Gender Marital Status

Relationship between all individuals in the household

Sampled individual questions

Web

Name and gender of sampled individual only

Anyone else?

YES

Details of others Name Gender Relationship to sampled individual

NO

Relationships between all others

Date of birth Marital Status

Sampled individual questions
Questionnaire Design

Web

CATI
Questionnaire Design
Questionnaire Design

Image of a smartphone and a computer screen displaying a survey sign-in form with the Office for National Statistics logo and a 12-digit access code field.
Data Transfer

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

- 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

• Benefitted from all data being held in Blaise 4 CATI structure

• Used existing Cameleon and Manipula methods to output to SPSS
## Response Rates

<table>
<thead>
<tr>
<th>Completion</th>
<th>February</th>
<th>March</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Online</td>
<td>24.5</td>
<td>27.6</td>
<td>26.1</td>
</tr>
<tr>
<td>Partial online / partial telephone</td>
<td>2.7</td>
<td>1.7</td>
<td>2.2</td>
</tr>
<tr>
<td>Telephone</td>
<td>34.1</td>
<td>31.4</td>
<td>32.8</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>61.3</strong></td>
<td><strong>60.3</strong></td>
<td><strong>60.8</strong></td>
</tr>
</tbody>
</table>
Which browser?

Opinions Survey viewed by browser

- Chrome: 38%
- Internet Explorer: 12%
- Safari: 33%
- Amazon Silk: 6%
- Firefox: 2%
- Samsung Internet: 1%
- Opera: 0%
- Edge: 0%
- Safari (in-app): 0%
Lessons learnt

- 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