

# Mixed Mode Household Surveys

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More and more statistic offices face enforced cost reduction but need to maintain or improve simultaneously the efficiency, quality and flexibility of the surveys within the customer expectations. Therefore they consider to introduce mixed mode surveys.

Statistics Netherlands started in 2011 a pilot for mixed mode for the LFS survey (Labour Force Survey) for households. It was a pilot survey with CAWI, CATI and CAPI-modes and built in Blaise. This is quite unique and therefore Statistics Netherlands would like to share their experiences with the construction of mixed mode surveys with other statistics offices. In this presentation I would like to focus on the design of the survey and the utilization of Blaise in the LFS mixed mode survey. How did we transform the design of the CAWI-survey into a Blaisesource? What challenges did we face regarding the mixed mode part in combination with interviewing households? What are the results of the pilot?