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**National Statistics**  
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## **Web Survey Pilot – FedCasic 2009**

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Blaise Development, Standards and Support  
Social and Vital Statistics, ONS

# Background

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- Omnibus Survey
  - Multi-purpose
  - Contains IHS Core
  - Fast turnaround

# Drivers for Web

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- Across Govt Staff satisfaction survey
- Undercoverage concerns
- Falling response rates
- Mixed mode approaches internationally
- Costs

# Aim of Pilot

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- Take up
- Response rate
- Incentive factor
- Looking to add as a mode rather than replace

# Considerations

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- One-off or ongoing?
- Review of software
- IT Infrastructure
- Resource/Cost
- Inhouse expertise

# Solution - Outsource

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- Hosting of service
- If new software, then must be easy to learn
- Low cost
- Data security

# Implementation

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- Sample info stayed inhouse
- Changes to questionnaire design
- Testing done inhouse
- Follow-up done by ONS

# Questionnaire challenges

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- Softchecks
- Selection grid
- Individual vs Family
- QbyQ help



# Outcomes

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- Take up
- Response rate
- Incentive factor

# Next Steps

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- Focus on adding a mode
- Omnibus – web only modules?
- Create a medium term strategy

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• Questions?