



Challenges of multimode and layout

Multimode surveys mean:

CAWI



Browsers

Responsive design



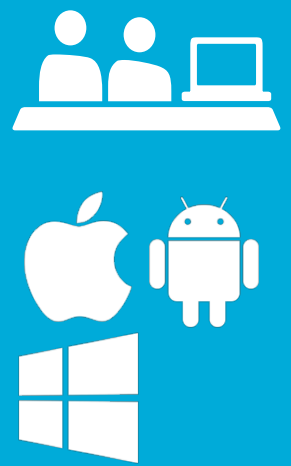
Desktops, laptops, tablets and smart phones

CATI



Windows operating system or browsers

CAPI



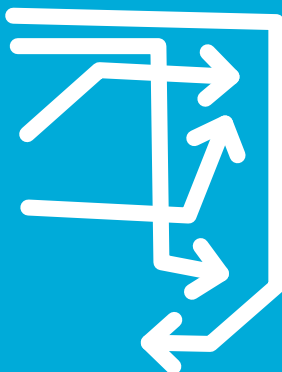
Windows, iOS and Android operating systems

Surveys are often:

Large



Complex



Multilingual



For different groups



Enterprises, households and persons



Blaise 5

Blaise brings it all together!

