

# DATA CAPTURE & SURVEYS



**BOLD  
THINKERS  
DRIVING  
REAL-WORLD  
IMPACT**





*“We are constantly assessing how to leverage new innovations to solve client problems, such as integrating open data sources with survey data to understand community health access or processing social media data to provide insights into how people think about social and economic issues.”*

*Michael Link, Division Vice President,  
Data Science, Surveys &  
Enabling Technologies*

## Unlocking the Power of Data

Data drives knowledge, understanding and action—but in today’s world it can be difficult to know which data to trust and how to turn it into useful knowledge.

Combining deep expertise in data with cutting-edge technology and approaches, Abt Associates crafts custom designs to provide accurate insights and easily accessible information for even the most complex data-driven problems.

We collaborate with our clients to find the best solutions, balancing the project’s goals, rigor and cost. Our experts in data capture and surveys, statistics, data science, project management and associated technologies combine flexible but scientifically sound approaches, operational efficiency and data security to address each and every client challenge.

Reliability. Flexibility. Adaptability. Driven by data, these are the hallmarks of the solutions we offer our clients.

# Multi-Mode Surveys

Abt specializes in tailoring survey approaches, leveraging a variety of approaches that include in-person, telephone, web, texting and interactive voice response.

Through our integrated, secure (FISMA Moderate) cloud-based system, we conduct and combine these survey modes within a single management system, allowing for the greater control, oversight and efficiency that accuracy demands.

Our dedicated team has the expertise to carry out all phases of survey research. Our knowledge and experience encompasses project management, complex sample design, reaching difficult-to-find populations, defining data collection methodology and post-survey adjustments and weighting.

As active members of the survey research community, we're industry leaders. We've pioneered new survey sample designs, such as address-based sampling, precision geographic targeting and the use of smartphone-based text surveys. And we're developing machine learning approaches to automate manual processes designed to address today's survey research challenges... and tomorrow's.

## Our Solutions

Our experts combine the best **sampling, data capture** and **design methodologies** to meet our clients' most complex research and data needs.



Alternative sampling approaches

Advanced and innovative weighting methodologies



Multi-mode, multi-instrument data collection strategies

Tailored incentives



Custom mapping and dashboarding

Targeted analytics





Through our CommentCounts™ tool, we've helped multiple federal agencies digitally organize, search and analyze more than **one million public comments.**

## Digital Data Capture

With so many sources of information and little guidance as to which data are “good,” knowing what information to build on can be difficult.

Our experts help clients navigate these waters daily. We assess the potential biases in every data source, combine and compare the data, and then apply our analytic and technological abilities to turn data into insights.

Our solutions are customized, and include web-based applications, automated data harmonization and interactive data reporting. We offer a range of newer

data science techniques—such as machine learning and natural language processing—and large-scale data management for client and public use. This includes creating versatile, accessible, web-based dashboards to help clients understand the “story” their data is telling and take data-driven action.

Our cloud-based Analytic Computing Environment (ACE) meets all of our clients’ data science and analytics needs. ACE is built upon the twin foundations of:

1. Full-featured analytic capacity (such as Python, R-Studio, SAS, STATA, SPSS, NVivo, ArcGIS, Tableau and Qlik) and
2. Data security and compliance, in line with HIPAA, FERPA and FISMA Moderate standards.



# The Abt Advantage

Abt Associates is an industry pioneer and innovator in data-driven solutions. We are a full-service data, technology and innovation partner, and we use our expertise to address challenges ranging from health to the environment to education. We cross disciplines, methods and geographic borders to harness the power of data and technology to improve the lives and economic well-being of people worldwide.

As clients' data needs evolve in the face of new technologies, changing societal concerns about data privacy and use and additional government restrictions, we help develop long-range strategies for ensuring the use of appropriate methods and cost-effective solutions. Abt Associates is your trusted partner in unlocking the power of data.

# Bold Ideas. Real Results.

Abt Associates uses data and bold thinking to improve the quality of people's lives worldwide. From increasing crop yields and combatting infectious disease, to ensuring safe drinking water and promoting access to affordable housing—and more—we partner with clients and communities to tackle their most complex challenges.



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## WORK WITH US

[bdu@abtassoc.com](mailto:bdu@abtassoc.com)

## PARTNER WITH US

[abtassociates.com/registry](http://abtassociates.com/registry)

## JOIN OUR TEAM

[abtassociates.com/careers](http://abtassociates.com/careers)

## Key Focus Areas



Education, Youth  
& Families



Environment  
& Energy



Food Security  
& Agriculture



Gender Equality  
& Social Inclusion



Governance  
& Justice



Health



Housing,  
Communities &  
Asset Building



Workforce  
& Economic  
Mobility

## Cross-Cutting Core Capabilities



Communications  
& Behavior Change



Data Capture  
& Surveys



Digital  
Transformations



Research,  
Monitoring &  
Evaluation



Technical  
Assistance &  
Implementation