

# Data Collection

*Reliable evidence. Sound decisions.*

CDC Group delivers end-to-end data collection services for organisations that depend on credible, actionable evidence — spanning sectors, value chains, and geographies.

QUANTITATIVE METHODS	QUALITATIVE METHODS
<b>Household &amp; Enterprise Surveys</b> Large-sample structured interviews capturing demographic, economic, and behavioural data across target populations.	<b>Key Informant Interviews (KIIs)</b> Semi-structured conversations with experts, community leaders, policymakers, and industry stakeholders.
<b>Baseline, Midline &amp; Endline Assessments</b> Longitudinal designs measuring change over time and evaluating programme impact against defined indicators.	<b>Focus Group Discussions (FGDs)</b> Facilitated sessions (6–12 participants, segmented by gender, age, or role) exploring shared attitudes and norms.
<b>Mobile Data Collection — CAPI/CATI</b> Digital platforms (SurveyCTO, KoboToolbox, ODK) with real-time validation, GPS tagging, and remote monitoring.	<b>In-Depth Interviews (IDIs)</b> Open-ended interviews uncovering individual narratives, decision-making, and behavioural drivers.
<b>Census &amp; Enumeration Exercises</b> Complete counts used for beneficiary registration, MSME mapping, and market censuses.	<b>Participatory Appraisal Techniques</b> Community mapping, seasonal calendars, wealth ranking, and problem-tree analysis.
<b>Desk Reviews &amp; Secondary Data Analysis</b> Systematic synthesis of existing datasets, administrative records, and published research.	<b>Case Studies &amp; Process Tracing</b> Deep-dive investigations of programmes or value chains — how and why outcomes occur.

✓ Methodology design & sampling strategy

✓ Field-team recruitment, training & management

✓ Analysis, visualisation, reporting & presentation

✓ Instrument development, translation & pre-testing

✓ Data quality assurance — back-checks & validation

## Interested in Data Collection?

Reach out and let us discuss how we can support your organisation.

✉ [info@cdccconsult.org](mailto:info@cdccconsult.org)