

The Challenge in Balancing Data Collection Innovations, Remaining Practical, and Being Cost-Effective

Survey organizations are continuously developing innovative and complex data collection designs, which in these increasingly difficult economic times have to be implemented as efficiently and cost-effectively as possible.

In this paper we will describe how we use the built-in capabilities of the Blaise programming suite, both out of the box and integrated with custom-built applications, to meet this challenge. We will also explain our plans to expand our use of Blaise in order to keep up with the ever-changing landscape of information technology and the impact it can have on our future data collection efforts.