

Based in Kenya, Infinite Insight www.infiniteinsight.net conducts research in a multitude of countries across Africa. Each issue of Inside Africa will focus on one of those countries. This issue spotlights **NIGERIA**.



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Attitudes towards Development Aid

The benefit or otherwise of development aid to African has come under increased scrutiny in recent years. There has been controversy both within and outside Africa with people like Kenya's John Githongo bringing to light the detrimental effects of development aid. With this in mind we set out to measure the attitudes of the African people to the various aspects of this debate.

Respondents across 9 countries were asked to rate five statements on a 5-point scale; each statement epitomised a particular point of view on the merits or demerits of development aid.. [READ MORE](#)

Face to Face Interviewing

Why its still best for Africa

Africa may be the last strong-hold of F2F interviewing but we have our reasons for holding fast to this method. Whilst other world markets have comfortably moved to more efficient data collection methods such as the internet or telephone, Sub-Saharan Africa remains a market where F2F interviewing works best. The obvious challenge to embracing technology in data collection is the lack of efficient infrastructure throughout African countries where more than 80% of the population is rural, without access to water or electricity. However, this is not the only reason. Africa is a continent that still takes its time and a place where face to face contact is valued. Interviewer visits are a welcome distraction and an opportunity to share. Most communities are culturally more familiar with and accepting of speaking face to face with people, rather than through remote means. In addition, language barriers can be more easily managed, as can literacy challenges. F2F is therefore still the best method of data collection, and provides the highest success rate.. [READ MORE](#)

Nigeria country profile



As the most populous country in Africa, Nigeria offers huge potential to the intrepid investor. Following a recent rebasing, this country overtook South Africa as the continent's largest economy. However it is an economy of contrasts and a hard place to do business. Without doubt, Nigeria is a fast growing market with economic growth humming along at over 6%. However, infrastructure is not growing at the same pace with grid-locked roads and constant power cuts the outward signs of the inadequate infrastructure that hampers competitiveness. Bureaucracy and regulatory complexity also act as barriers to growth. The shallowness and weakness of Nigeria's financial sector has also limited the country's growth potential and this is given as the biggest barrier to competitiveness in the Global Competitive Index.. [READ MORE](#)