



OUR CATI PANELS



- Proven methods of doing fieldwork in African countries, no matter how successful, need to be adjusted to cope with the challenges of mandatory social distancing
- We have, therefore, taken the step of revisiting our databases, which we have built up over the past 10 years
- In several countries across East and West Africa, we now offer to our clients CATI surveys among general consumer publics
- Respondents in these data bases have opted in (or will be asked for informed consent) to participating in market research surveys; standards set by GDPR, ICC/ESOMAR, and the various local professional associations, are being strictly adhered to
- In addition, of course, we offer RDD CATI fieldwork



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Managing Director



Althea McCourt
Director



Yemi Oniyitan
Managing Director



Naftali Waburi
Research Director



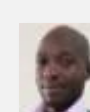
Maryann Murugi
General Manager



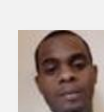
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Margaret Juma
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Titus Kiprono
Data Analyst



Chuka Enendu
Sr. Research Executive



Paul Mboya
Field Coordinator

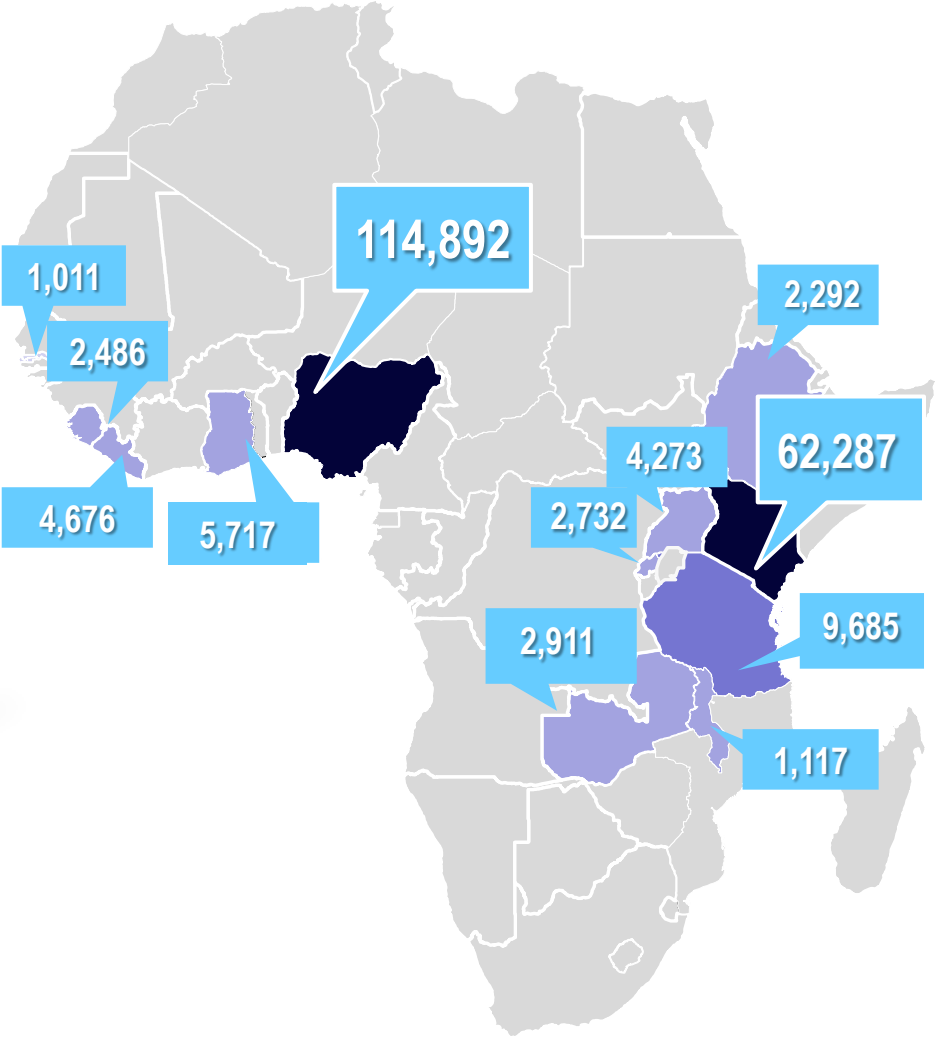
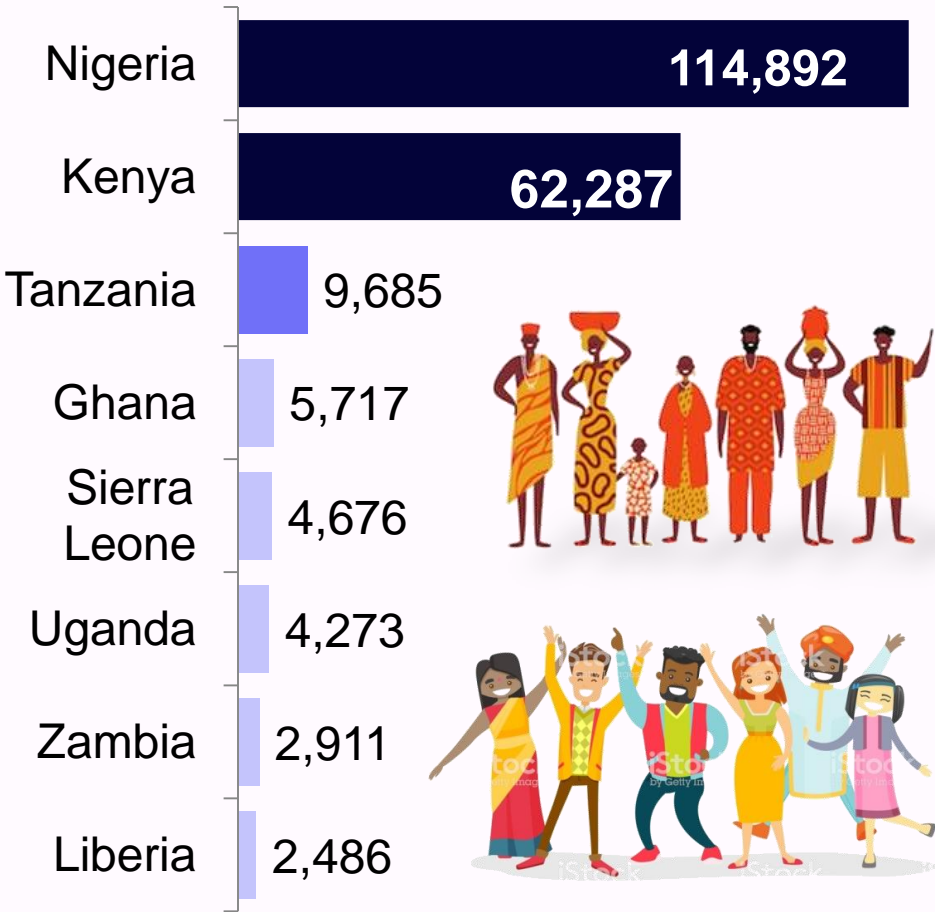


Emmanuel Bitia
Field Coordinator



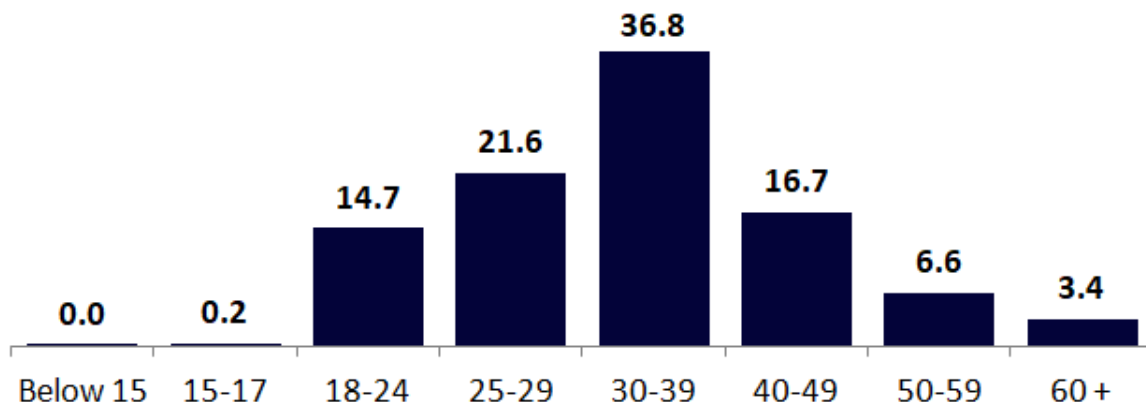
Hilda Mwangi
Research Executive

Our Database contains close to 200,000 contacts of General Consumers of all SECs; the 8 most important countries are shown here:



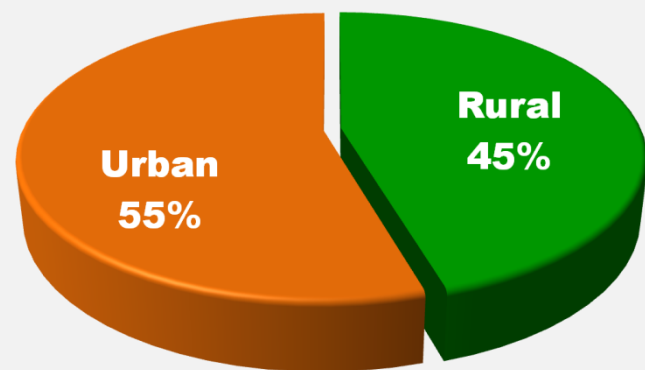
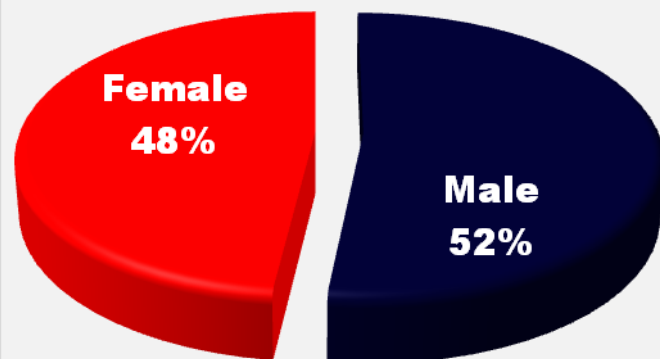
As of May 30th 2022

Panel Demographics: Nigeria



Geo-Political Zone	% (Panel)	% (Census 2006)
North Central	12.1	14.5
North East	10.4	13.5
North West	27.8	25.5
South East	10.5	11.7
South South	11.1	15.1
South West	28.0	19.7

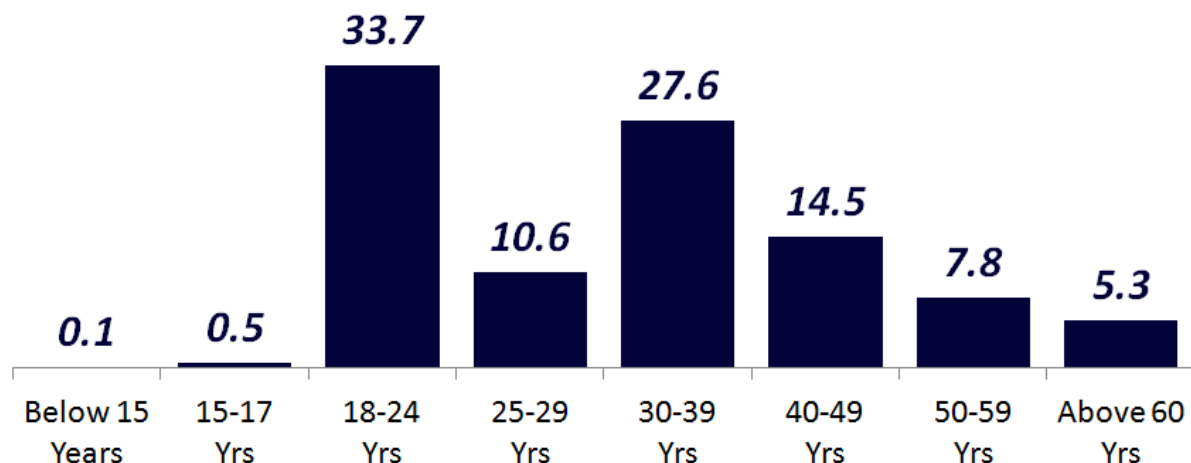
Size: 114,392



Languages of Interview:

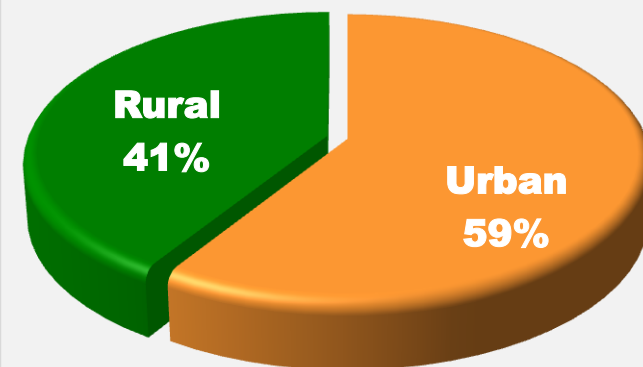
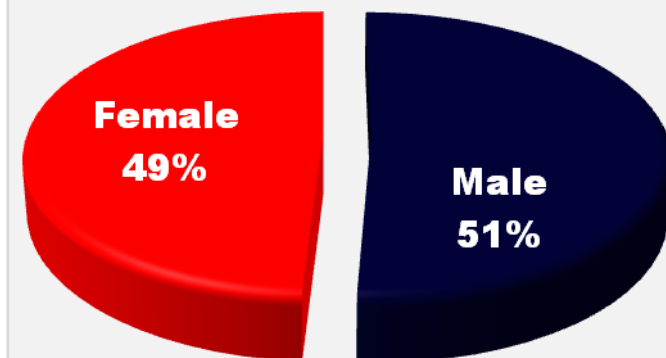
English, Pidgin, Yoruba, Igbo, Hausa

Panel Demographics: Kenya



Region	% (Panel)	% (Census 2019)
CENTRAL	11.5	11.5
COAST	11.1	9.1
EASTERN	14.3	14.3
NAIROBI	11.9	9.2
NORTH EASTERN	2.5	5.3
NYANZA	14.6	13.2
RIFT VALLEY	24.6	26.8
WESTERN	9.5	10.6

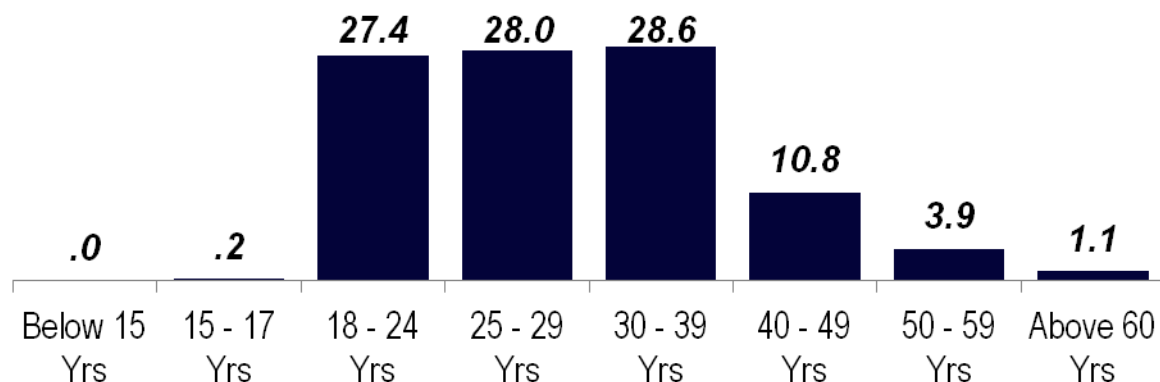
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Languages of Interview:

English, Kenyan Kiswahili

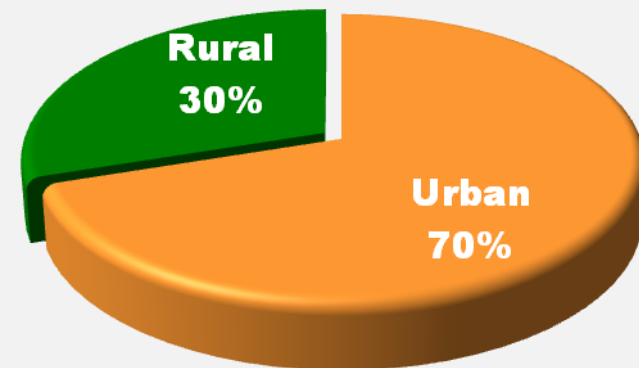
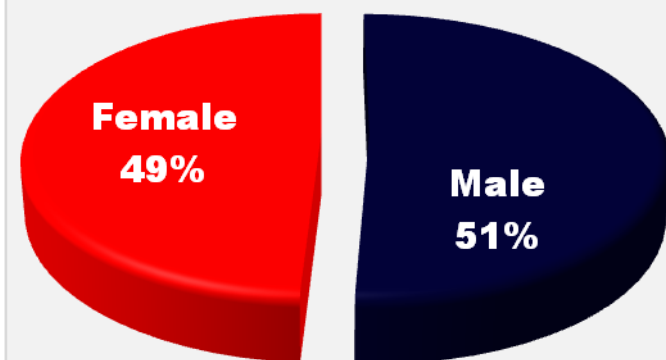
Panel Demographics: Tanzania



Region	% (Panel)	% (Census 2012)
ARUSHA	12.8	3.8
DAR ES SALAAM	58.4	9.7
DODOMA	1.1	4.6
GEITA	0.4	3.9
IRINGA	0.2	2.1
KAGERA	0.6	5.5
KATAVI	0.2	1.3
KIGOMA	0.4	4.7
KILIMANJARO	0.4	3.7
LINDI	0.3	1.9
MANYARA	0.4	3.2
MARA	0.4	3.9
MBEYA	1.0	6.0

Region	% (Panel)	% (Census 2012)
MOROGORO	0.6	4.9
MTWARA	0.3	2.8
MWANZA	19.2	6.2
NJOMBE	0.2	1.6
PWANI	0.3	2.4
RUKWA	0.3	2.2
RUVUMA	0.4	3.1
SHINYANGA	0.4	3.4
SIMIU	0.5	3.5
SINGIDA	0.3	3.1
TABORA	0.0	5.1
TANGA	0.5	4.6
ZANZIBAR	0.4	3.0

Size: 9,685

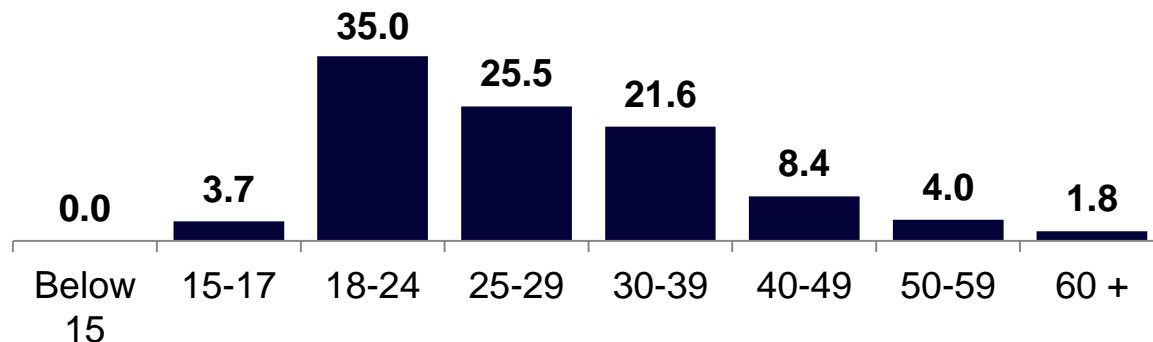


Languages of Interview:
Tanzanian Kiswahili

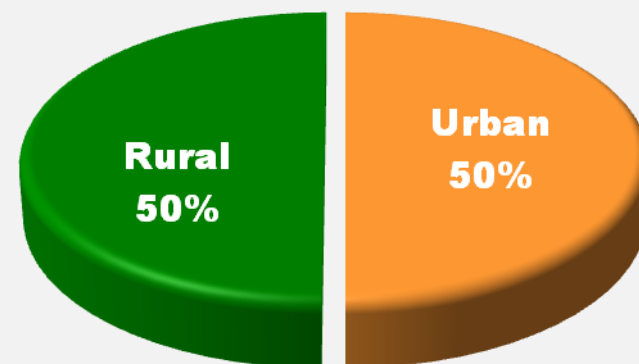
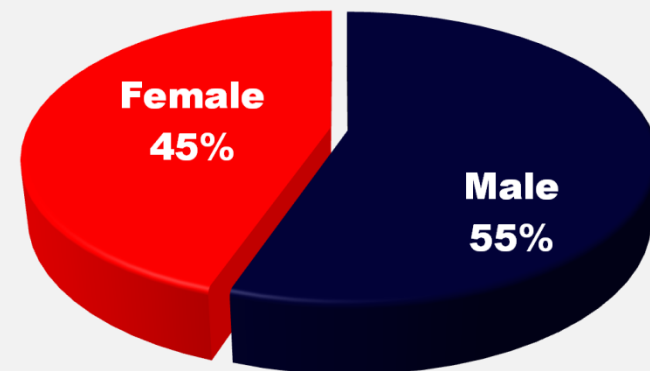
Panel Demographics: Ghana



Size: 5,717



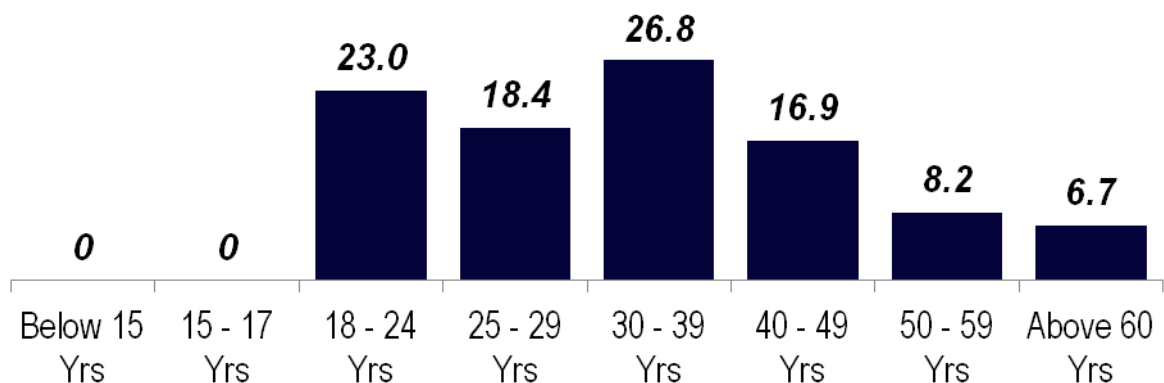
Region	% (Panel)	% (Census 2010)
Ashanti	22.3	19.5
Brong Ahafo	6.7	9.3
Central	8.2	9.1
Eastern	6.8	10.5
Greater Accra	25.0	16.6
Northern	7.7	10.2
Upper East	2.6	4.0
Upper West	8.5	2.8
Volta	5.4	8.6
Western	6.8	9.4



Languages of Interview:

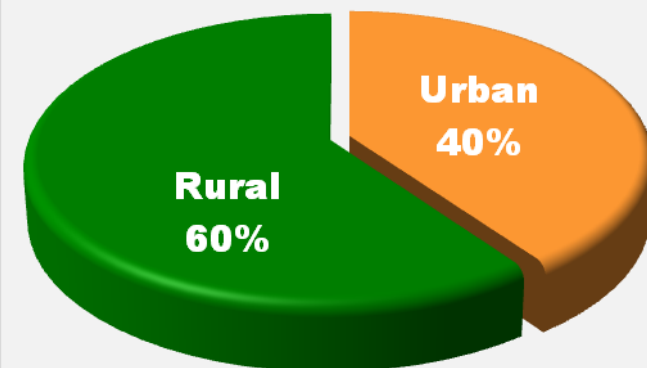
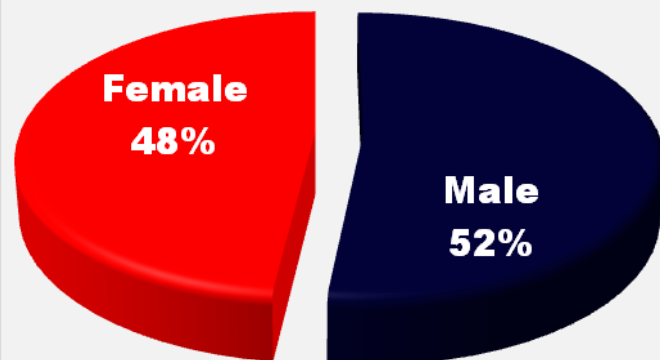
English, Twi

Panel Demographics: Sierra Leone



Province	% (Panel)	% (Census 2004)
Eastern Province	24.2	23.9
Northern Province	34.3	35.1
Southern Province	20.3	22.0
Western Area Province	21.2	19.0

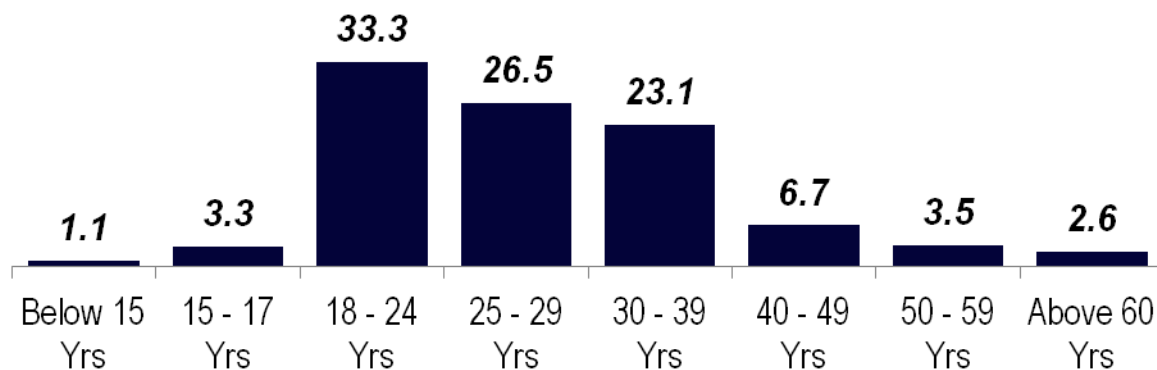
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Languages of Interview:

English, Krio

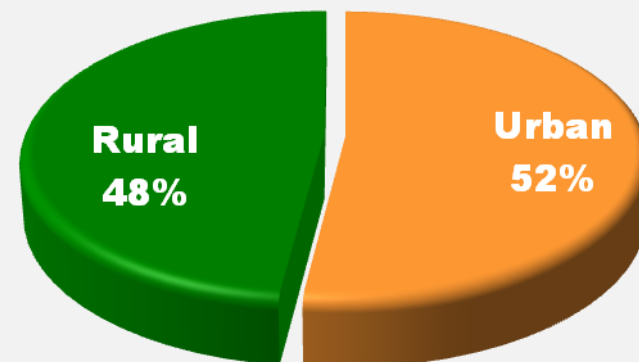
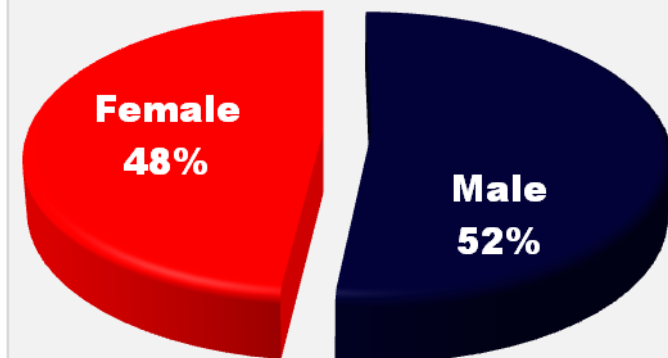
Panel Demographics: Uganda



Region	% (Panel)	% (Census 2014)
CENTRAL	46.5	27.9
EASTERN	17.9	25.0
NORTHERN	18.8	26.0
WESTERN	16.8	21.1



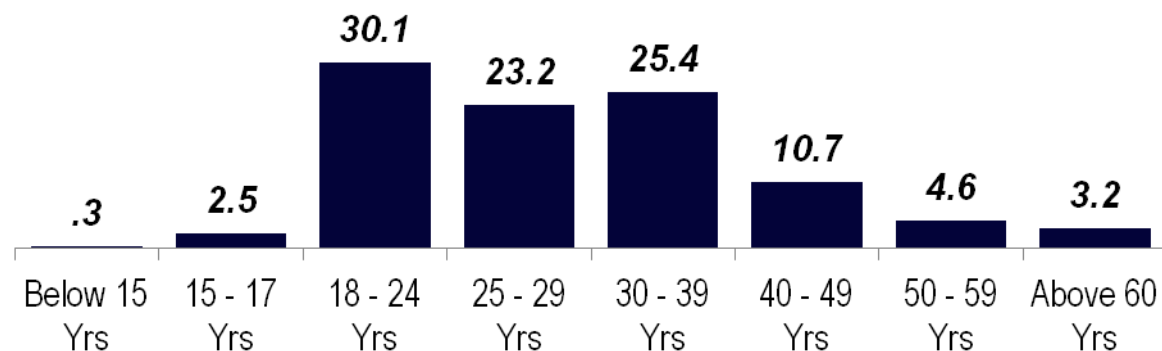
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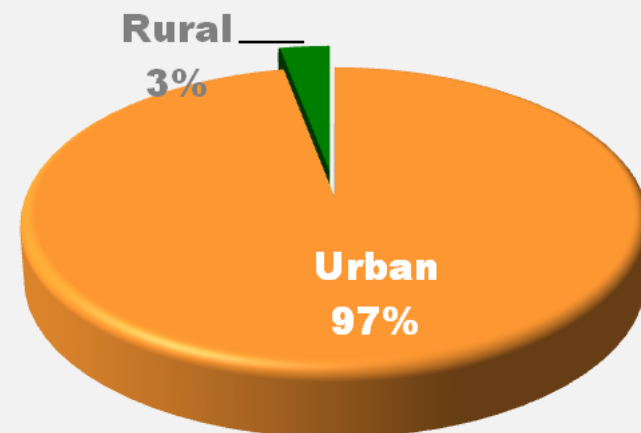
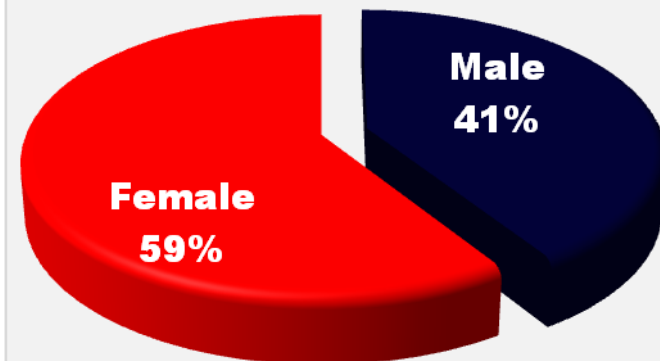
Languages of Interview:

English, Luganda, Runyankole, Luo

Panel Demographics: Zambia



Size: 2,911

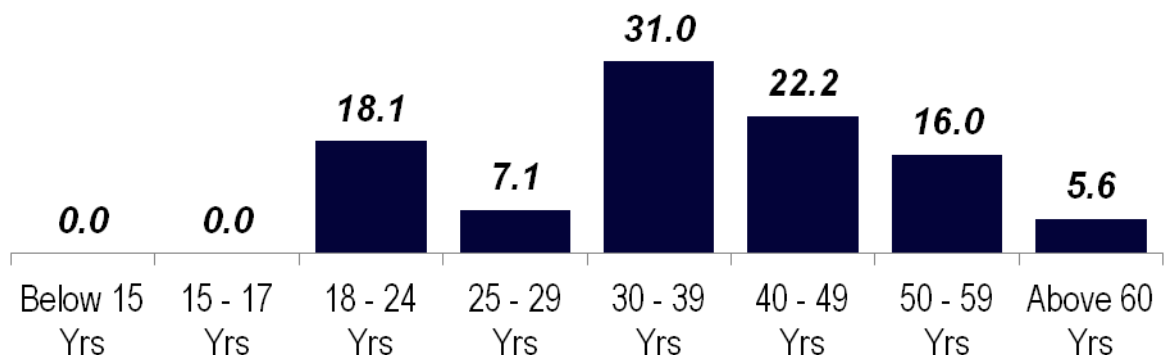


Languages of Interview:

English, Bemba, Nyanja

Province	% (Panel)	% (Census 2010)
Central Province	4.9	10.0
Copperbelt Province	28.4	15.1
Eastern Province	30.8	12.2
Luapula Province	0	7.6
Lusaka Province	33.1	16.7
Muchinga Province	0	5.4
Northern Province	0	8.4
North-Western Province	0	5.6
Southern Province	2.8	12.1
Western Province	0	6.9

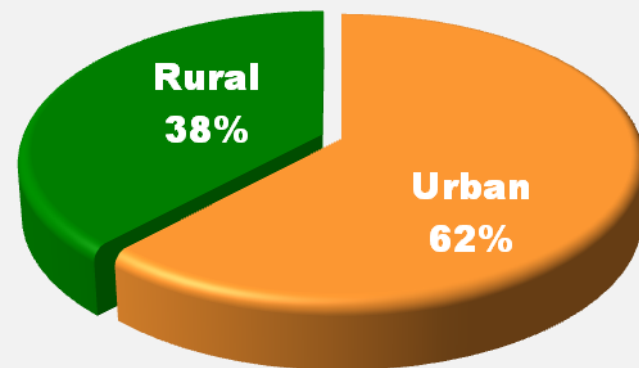
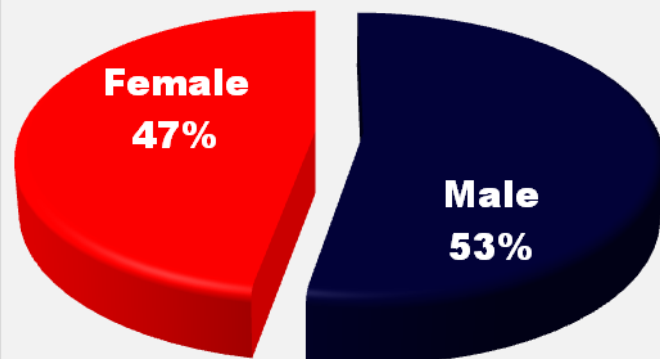
Panel Demographics: Liberia



County	% (Panel)	% (Census 2004)
BOMI	2.3	2.4
BONG	9.2	9.6
GRAND BASSA	6.3	6.5
CAPE MOUNT	3.7	3.6
GRAND GEDEH	3.7	3.8
GRAND KRU	1.9	1.6
LOFA	7.6	7.8
MARGIBI	5.9	6.0
MARYLAND	4.2	3.6
MONTSERRADO	32.4	33.5
NIMBA	12.7	12.7
RIVERCESS	2.3	2.0
SINOE	3.2	2.9
RIVER GEE	1.8	1.7
GBARPOLU	2.8	2.4



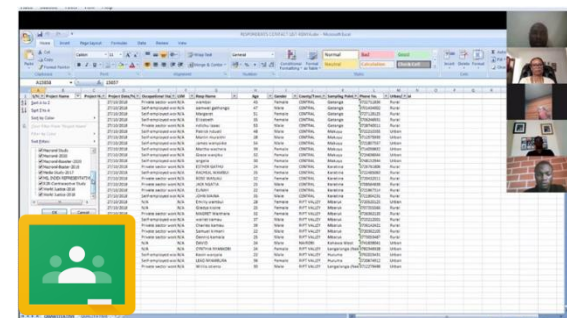
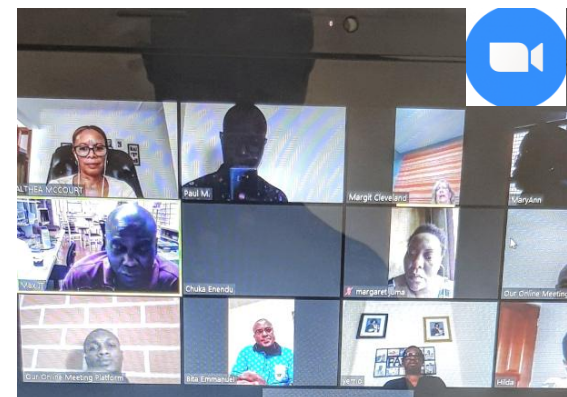
Size: 2,486



Languages of Interview:

English, Krio

- “Cold recruiting” may not be an option in all countries, as regulations of social distancing measures vary greatly
- Our past experience working on different qualitative projects has given us an opportunity to build a platform that allows us to interact with a diverse group of respondents in order to recruit for any given study
- Across our most important markets in East and West Africa, we are also continuing to screen eligible respondents for qualitative projects:
 - Online Bulletin Boards (e.g. Google Classroom, WhatsApp)
 - In-depth Interviews (e.g. Skype)
 - Video Focus Groups (e.g. Zoom)
- Before being invited to participate in a specific project, eligibility is ascertained:
 - Meeting all recruitment criteria
 - Not having participated in research during the past 12 months





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