



# Pilot Study II: Multi-Country Online Poll in Africa



# Celebrating Our 10th Anniversary

## From the Archives



Infinite Insight was launched in Nigeria on June 2<sup>nd</sup>, 2010. The founders were Dr. Tosin Ogunkunle, Yemi Oniyitan and Margit Cleveland; later that year, Margit incorporated Infinite Insight in Kenya



The untimely death of Tosin in April 2011, led to the Lagos office being closed; in Kenya, on the other hand, the company grew rapidly, carrying out 49 projects across 13 markets in its first year of operations

In July 2011, Dr. David Jodice and Matthew Warshaw of D3 Systems Inc. joined the board; as did Althea McCourt and Jane Delorie



In 2013, we re-established our presence in Nigeria; for legal reasons, however, under a different name: Consumer Ideas Ltd.



To date, Infinite Insight and Consumer Ideas have carried out projects in 30 African countries; projects ranged from pre-election and opinion polling, social and media research, to agricultural, health, and automotive research



Margit Cleveland  
Managing Director



Althea McCourt  
Director



Yemi Oniyitan  
Managing Director



Naftali Waburi  
Research Director



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General Manager



Toheeb Adekunle  
Sr. Data Analyst



Margaret Juma  
DP Manager



Titus Kiprono  
Data Analyst



Chuka Enendu  
Research Executive



Paul Mboya  
Field Coordinator



Emmanuel Bitu  
Field Coordinator



Hilda Mwangi  
Research Executive

**Two Names... One Company!**

- The Covid-19 pandemic has brought traditional Face-to-Face fieldwork to a near halt, at least, temporarily
- We needed to explore alternatives to deal with lockdowns, curfews, and social distancing rules
- Although we have always done some telephonic work, using Dooblo and manual dialling, we explored RDD CATI in Kenya; and conducted a parallel pilot for online research in Nigeria (to be published soon)
- This project was designed to test our capabilities in carrying out multi-country polls online (Kenya, Tanzania, Uganda, Zambia, Nigeria, Ghana, and Liberia); we originally had plans to include Ethiopia, but unstable internet in the country and language barriers forced us to abandon the effort
- Our partners, Ask Afrika PTY, graciously contributed by joining the project in South Africa

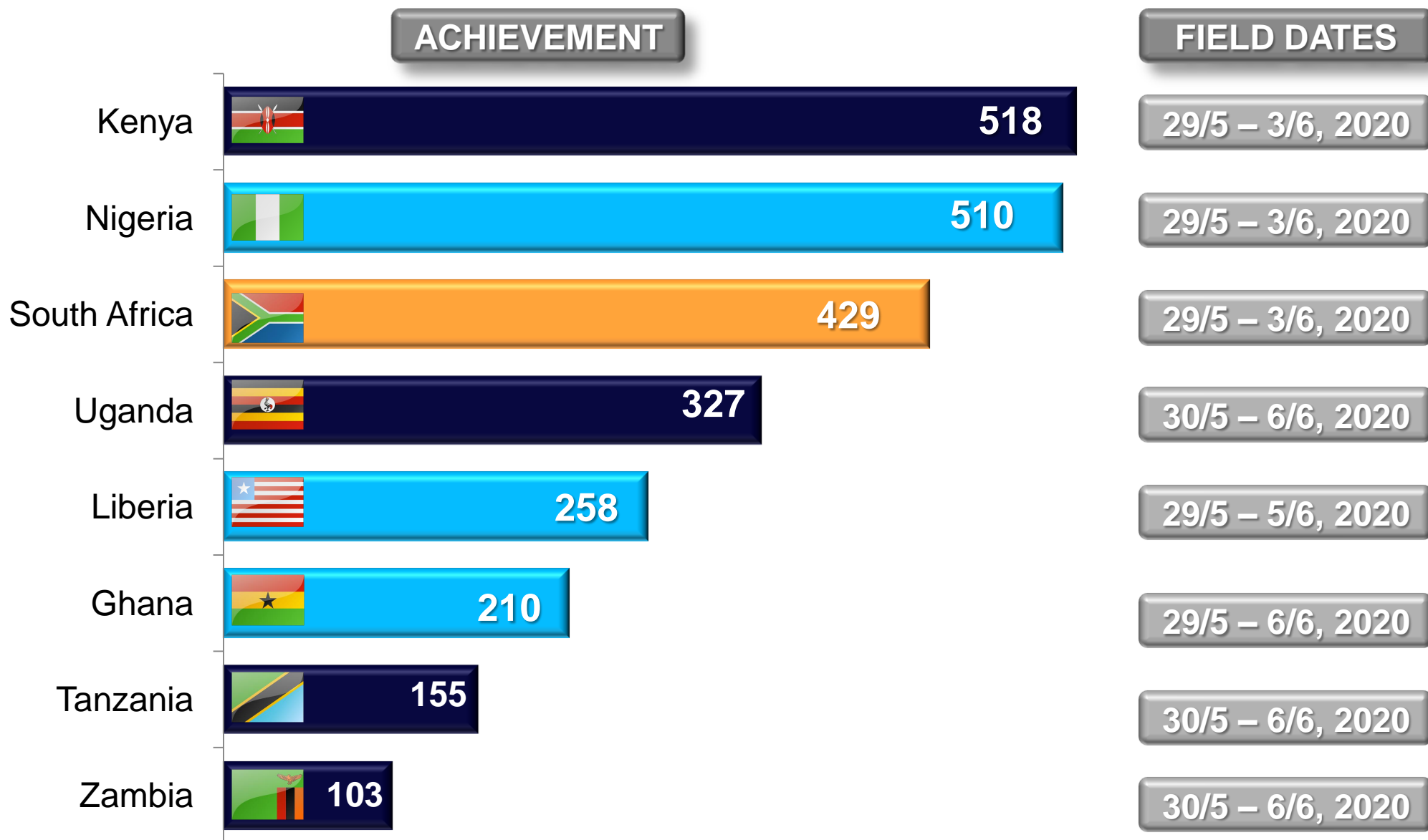


- In East and West Africa, we fed the country-specific survey links (on Google Forms) into our Online Community via email and SMS
- As our Online Community still remains in start-up mode (wide regional reach, but still low numbers), the approach was complemented by vigorous posting on WhatsApp groups (by regional field coordinators) and other social media (Facebook and Twitter)
- Our South African colleagues adopted a slightly modified approach: while most of the sample was collected through their online panel, about 10% were done telephonically; hence, the questionnaire for South Africa was scripted on a proprietary platform
- The main objective was to explore each country's responsiveness to online polling, the geographic coverage that can be achieved, and respondents' demographic profiles as compared to Census data
- Survey topics ranged from ratings of heads of state, perception of countries, to assessments of Covid-19 containment efforts



# Achievement & Field Dates

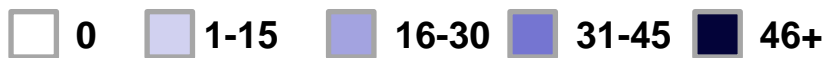
(Total Achievement: 2,510 )



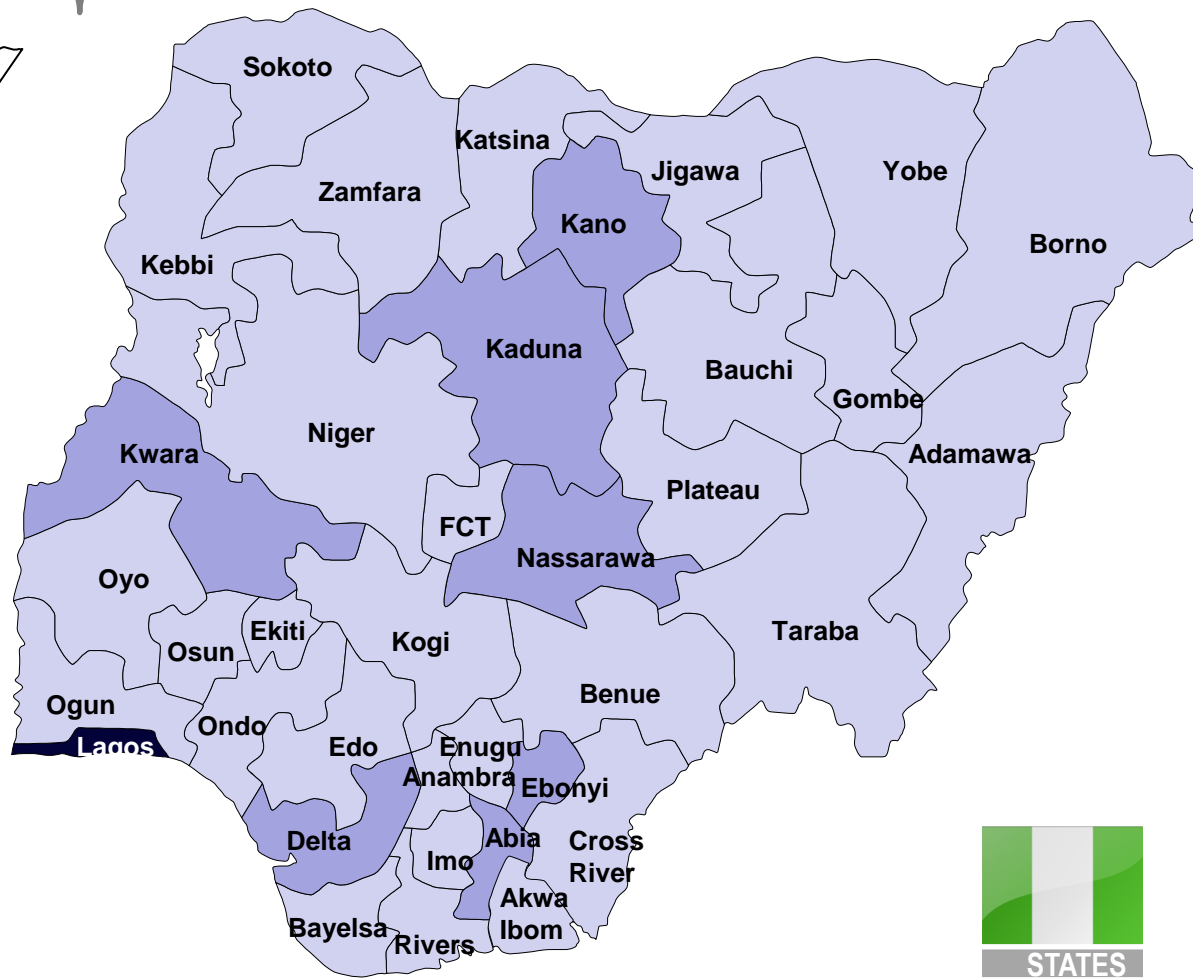


# Geographic Spread

(Kenya: n=518; Nigeria: n=510)



Respondents in Absolute Numbers



# Geographic Spread

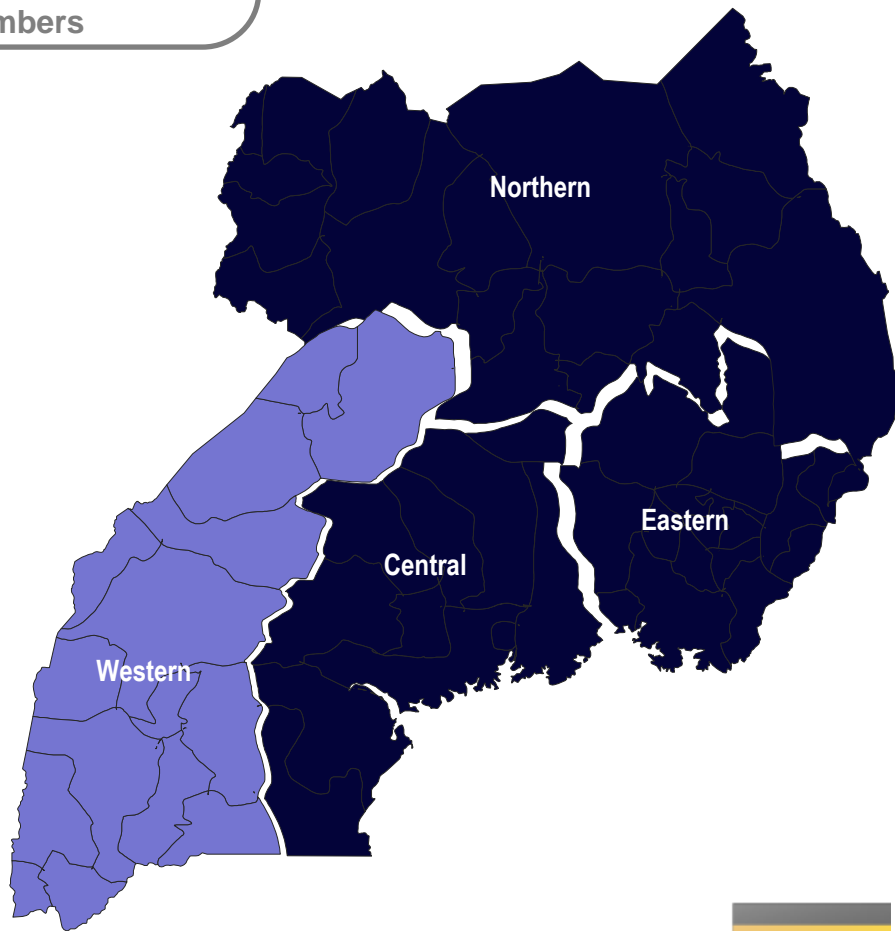
(Tanzania: n=155; Uganda: n=319)

0 1-15 16-30 31-45 46+

Respondents in Absolute Numbers



REGIONS



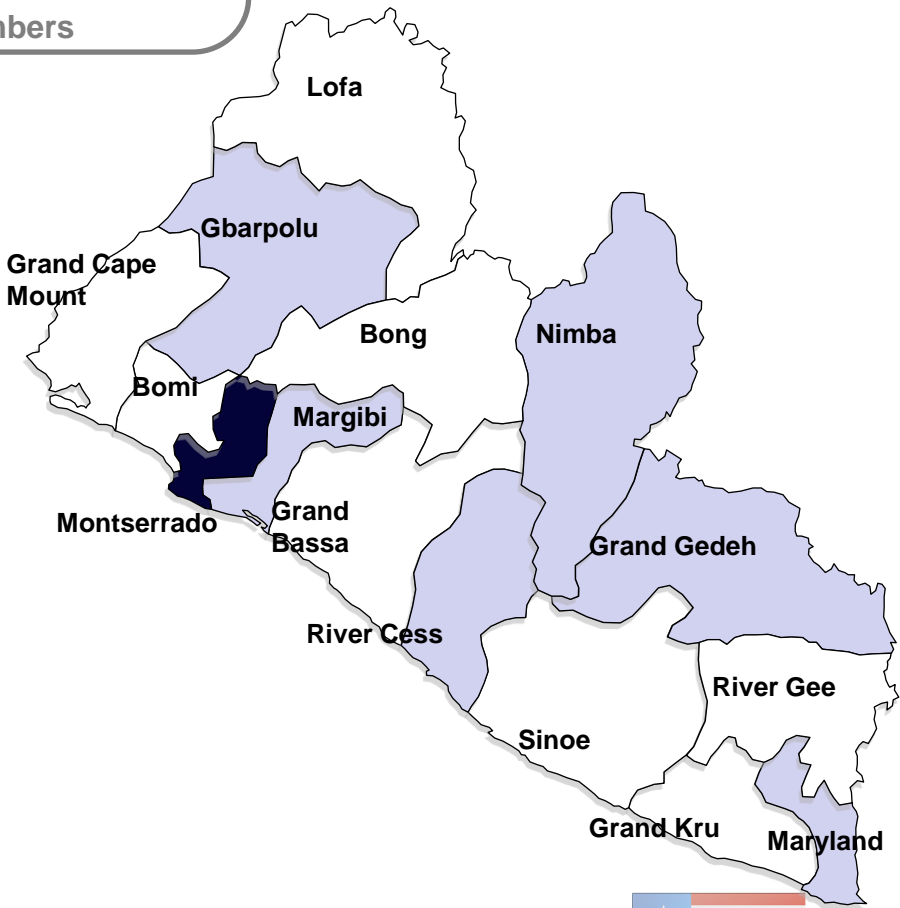
REGIONS

# Geographic Spread

(Ghana: n=210; Liberia: n=258)



REGIONS

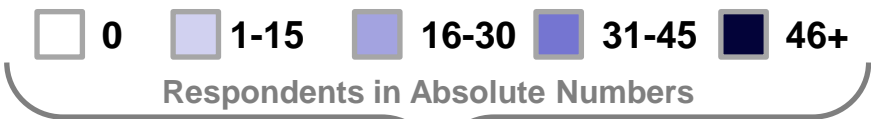


COUNTIES



# Geographic Spread

(South Africa: n=429; Zambia: n=103)





















# Survey Highlights

(Disclaimer: findings may not be representative at national levels)

# Awareness of African Leaders

(%)

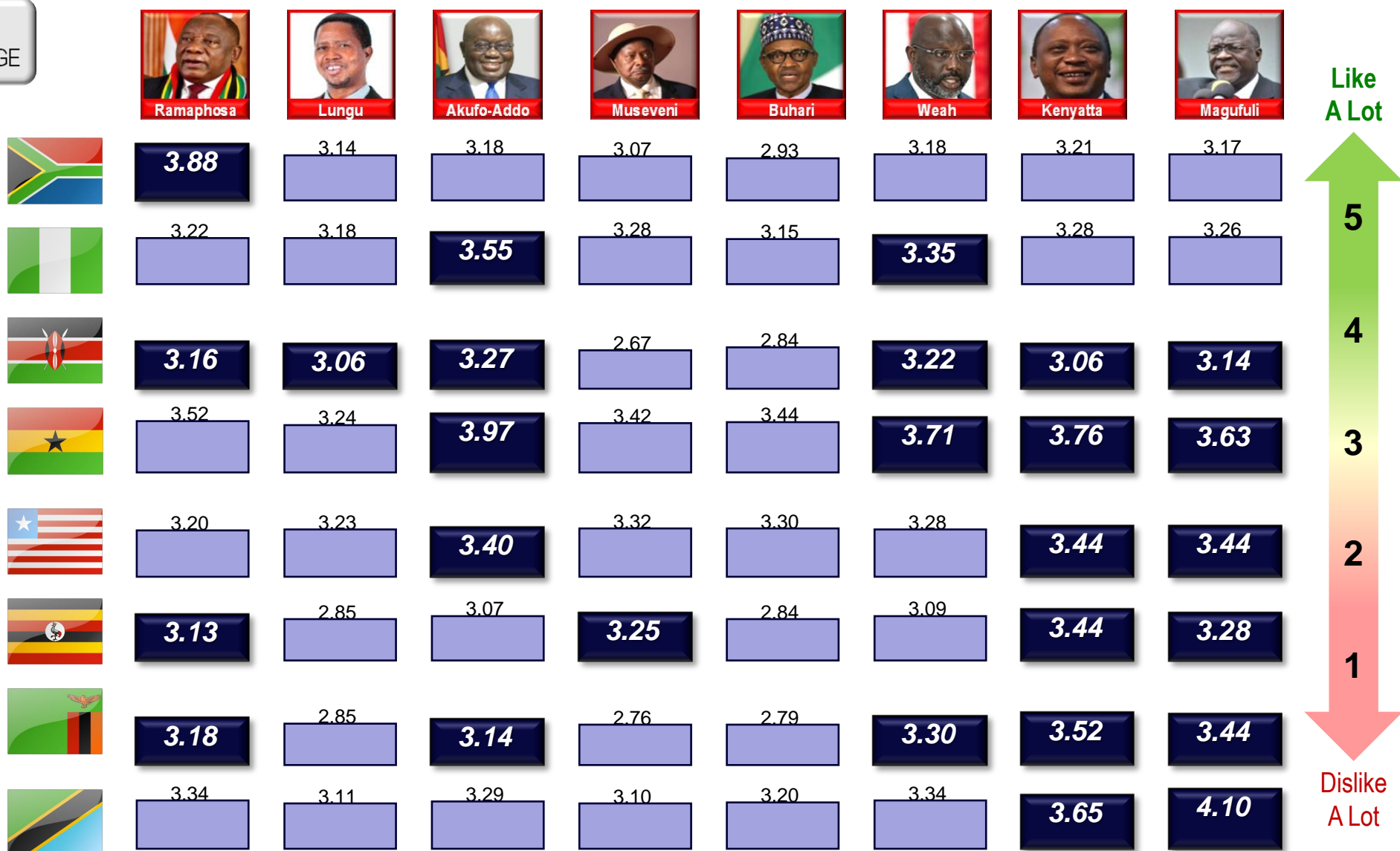
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	 Museveni	 Magufuli	 Kenyatta	 Ramaphosa	 Lungu	 Buhari	 Weah	 Akufo-Addo
	96.5	95.9	98.5	85.1	71.0	78.0	77.0	76.1
	97.6	93.3	95.4	85.6	72.2	82.0	73.4	76.5
	92.4	99.4	94.9	88.6	81.6	81.0	81.6	76.6
	77.7	84.5	86.4	89.3	99.0	79.6	80.6	73.8
	70.0	69.8	73.5	88.4	72.8	73.3	70.0	70.2
	93.4	93.8	96.1	95.3	94.2	96.9	99.6	97.7
	82.0	78.6	85.9	89.0	82.9	98.0	90.0	91.2
	75.7	81.4	88.1	87.1	74.8	93.8	91.4	99.0

# Popularity of African Leaders

(mean scores / Base: Those Aware)

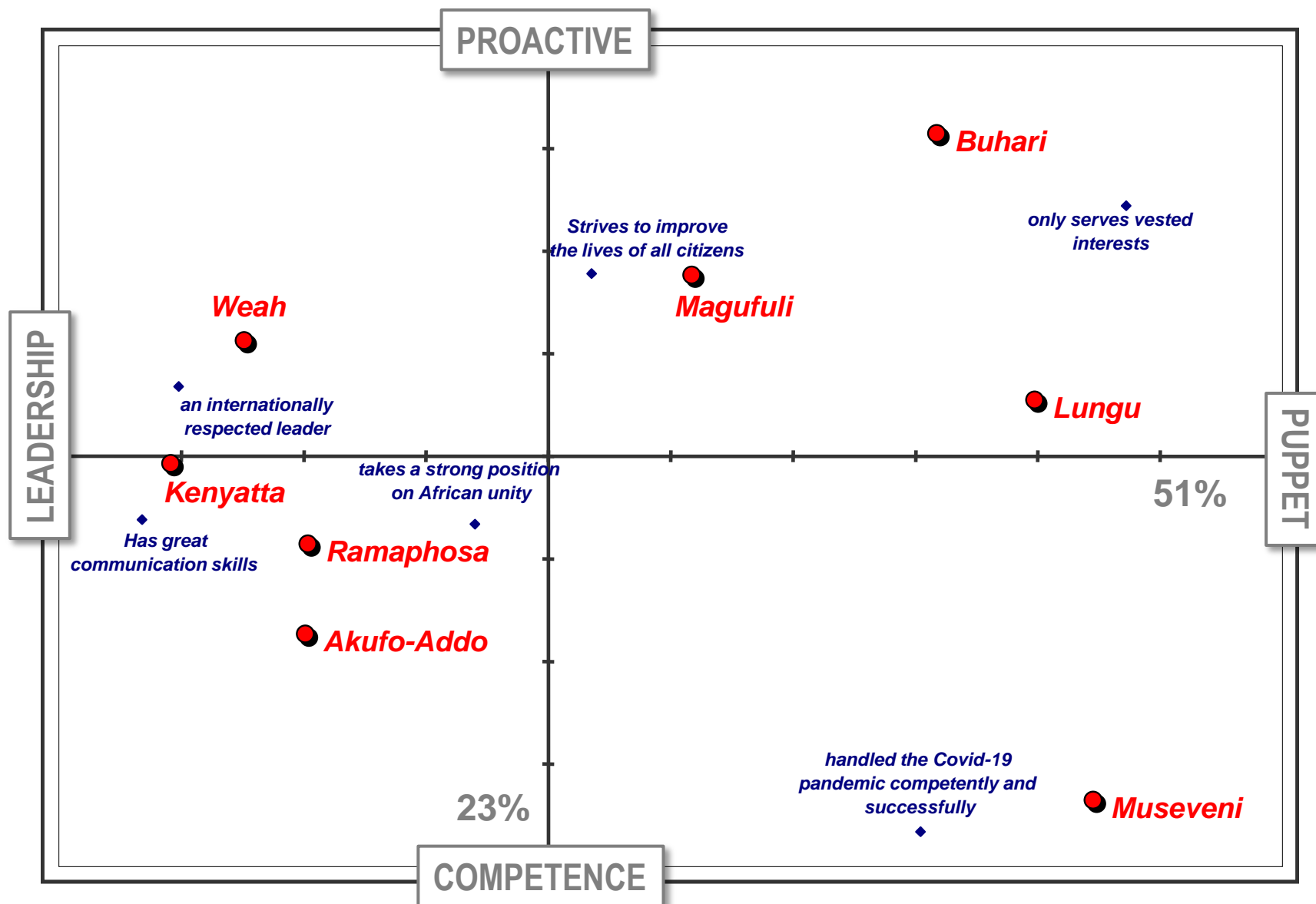
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- Compared to respondents from the other countries, South Africans show lower levels of awareness of African heads of state; even their own, Cyril Ramaphosa, attains a mere 88% awareness
- In contrast, Kenyan president Uhuru Kenyatta is known by 98% of Kenyan respondents; but shows similarly high levels across countries; he bottoms out at 73.5% among South Africans
- Traditionally, the Kenyan, South African, and Nigerian heads of state would have formed a triangle of important African leaders; that Buhari is now known mostly in West Africa shows the diminishing prominence of Nigeria as an African power
- Among South African respondents, only Ramaphosa achieves prominent popularity; the remaining leaders are relegated to just slightly above neutral ratings; the world ends at the Limpopo, indeed
- Buhari's ratings speak of indifference more than of popularity; Kenyatta scores better among respondents of the other nations than among his own (but still remaining in positive territory)
- On the perceptual map, Kenyatta, Weah, Ramaphosa, and Akufo-Addo occupy the corner delineated by "competence" and "leadership skills"; Buhari and Lungu are relegated to the opposite end of the map as puppets of vested interests

# Perceptual Space – African Leaders

(explained variance: 74% / Base: Total Sample)





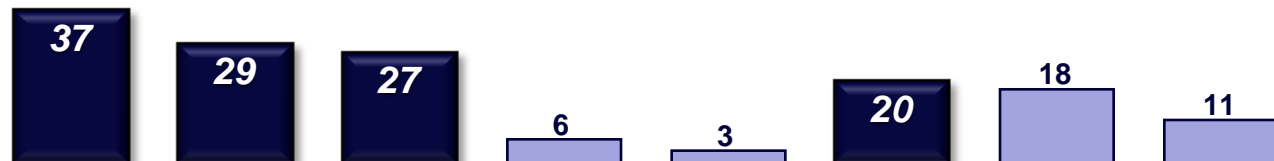
# Attribute Association: African Countries

(% / Base: Total Sample)

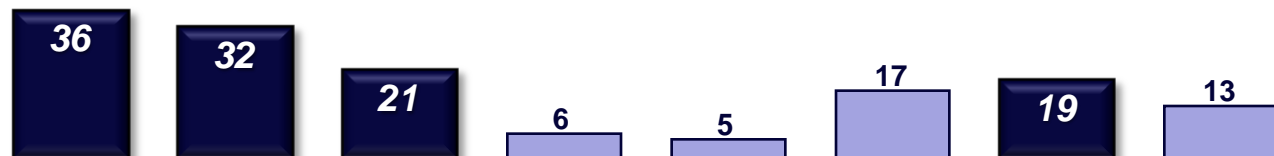
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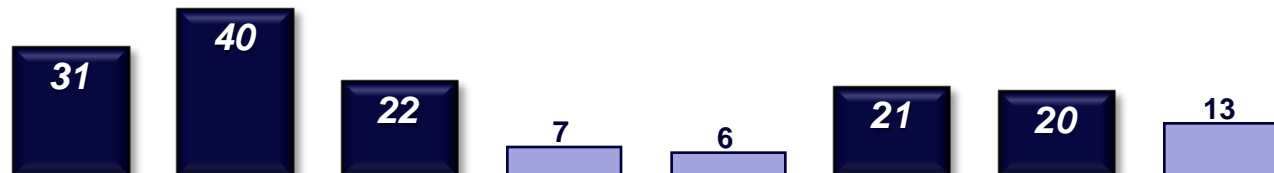
*Its citizens have more economic opportunities than other African countries*



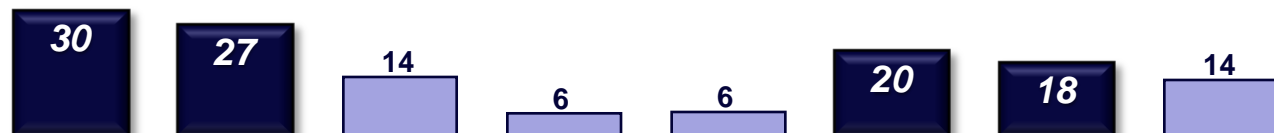
*Is a country that is respected by other countries around the world*



*Is a rapidly developing country*



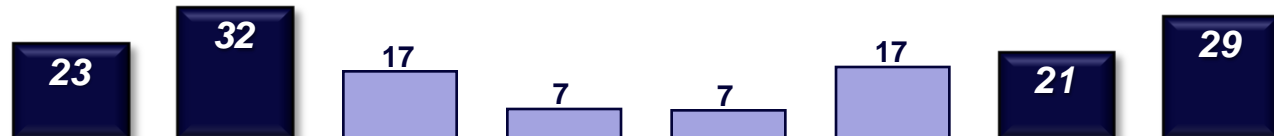
*Is a country in which I would like to live*



*The country respects human rights*



















*The country has managed measures to contain Covid-19 with skill and competence*



- Although Nigeria is still credited with some of the attributes that mark it as an African power, South Africa, followed closely by Kenya, now lead the pack
- Kenya is credited with economic growth to a higher degree even than South Africa; and it is associated with observing human rights to a greater extent than South Africa
- Zambia and Liberia are relegated to the status of “also ran’s”... they do not feature prominently in respondents’ minds when considering African politics
- Uganda, closely following Kenya, is given high praise for having successfully managed Covid-19 containment efforts

# Awareness of Global Leaders (%)

> ROW  
< AVERAGE

	 Xi Jinping	 Putin	 Trump	 Modi	 Johnson	 Bolsonaro	 Macron	 Merkel
	92.4	90.8	97.6	83.8	92.7	76.5	82.9	86.9
	87.4	82.5	97.1	74.8	80.6	74.8	85.4	82.5
	94.8	92.1	98.3	85.9	93.1	81.7	90.0	89.8
	80.2	77.4	89.5	74.0	80.0	74.7	76.3	77.7
	94.9	93.0	99.4	88.6	92.4	85.4	93.0	91.1
	95.1	93.3	97.1	88.6	93.7	85.9	91.8	92.7
	91.9	90.5	97.6	81.9	91.4	82.9	91.4	92.4
	86.4	88.0	98.8	86.0	96.1	84.9	96.5	98.1

# Popularity of Global Leaders

(mean scores / Base: Those Aware)

> ROW  
< AVERAGE

	 Merkel	 Macron	 Modi	 Xi Jinping	 Johnson	 Bolsonaro	 Putin	 Trump
	3.62	3.45	2.99	3.28	3.21	3.00	2.99	1.56
	3.74	3.49	3.18	2.36	3.30	2.94	2.80	2.14
	3.49	3.39	3.11	2.66	3.42	3.06	2.92	2.27
	3.27	3.25	3.10	2.93	3.10	3.08	3.22	2.29
	3.69	3.64	3.16	2.77	3.34	3.09	2.91	2.74
	3.75	3.50	3.12	3.10	3.51	3.28	3.23	2.97
	3.67	3.65	3.21	3.13	3.60	3.21	3.26	3.17
	3.37	3.28	3.14	3.14	3.21	3.10	3.14	3.16

Like  
A Lot

5

4

3

2

1

Dislike  
A Lot

- When it comes to awareness of global leaders, levels fall short in South Africa; the best-known politician is Trump, with a mere 89.5% (even though that still exceeds Ramaphosa's awareness in his own country of 88.4%)
- Across countries, Trump achieves the highest levels of awareness; this, however, does not translate into popularity: he is disliked to a greater extent even than his fellow autocrats Putin, Xi Jinping, and Bolsonaro
- Among those, who are aware of them, Merkel and Macron emerge as the most popular global leaders, outperforming Boris Johnson, who, surprisingly, still seems popular when compared to other global leaders
- Trump occupies a lone corner on the perceptual map, trapped between the dimensions “undermining African unity”, “serving vested interests”, and going boldly where no man should go in his decision making
- Johnson is closely positioned to “having communication skills”; while Merkel and Macron are seen as trying to improve the lives of their citizens
- While Xi Jinping still receives kudos for his handling of the Covid-19 crisis, Putin, Bolsonaro, and Modi are clustered along the neutral intersection of the axes; i.e. respondents have not developed strong feelings about them either way

# Perceptual Space – Global Leaders

(explained variance: 94% / Base: Total Sample)

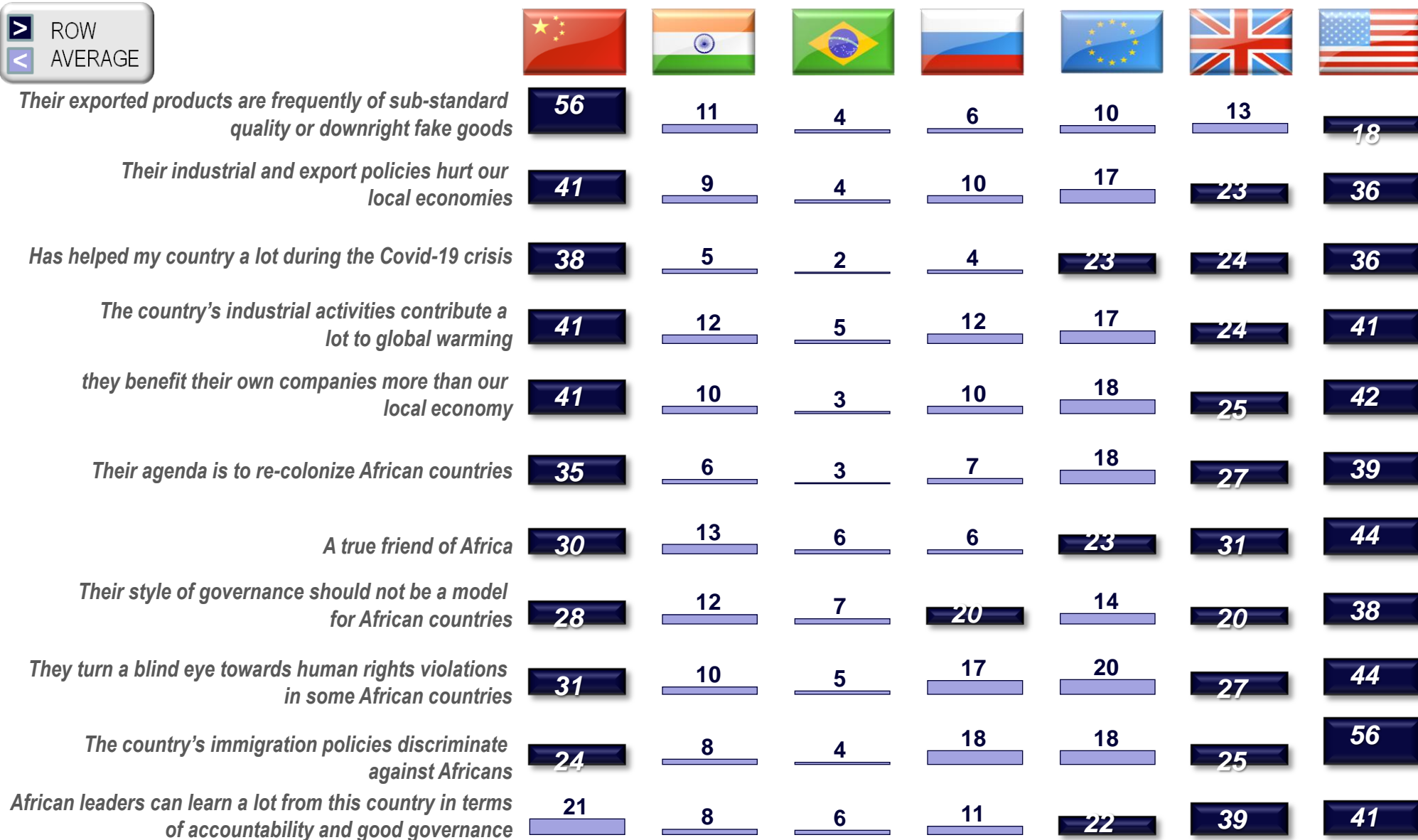




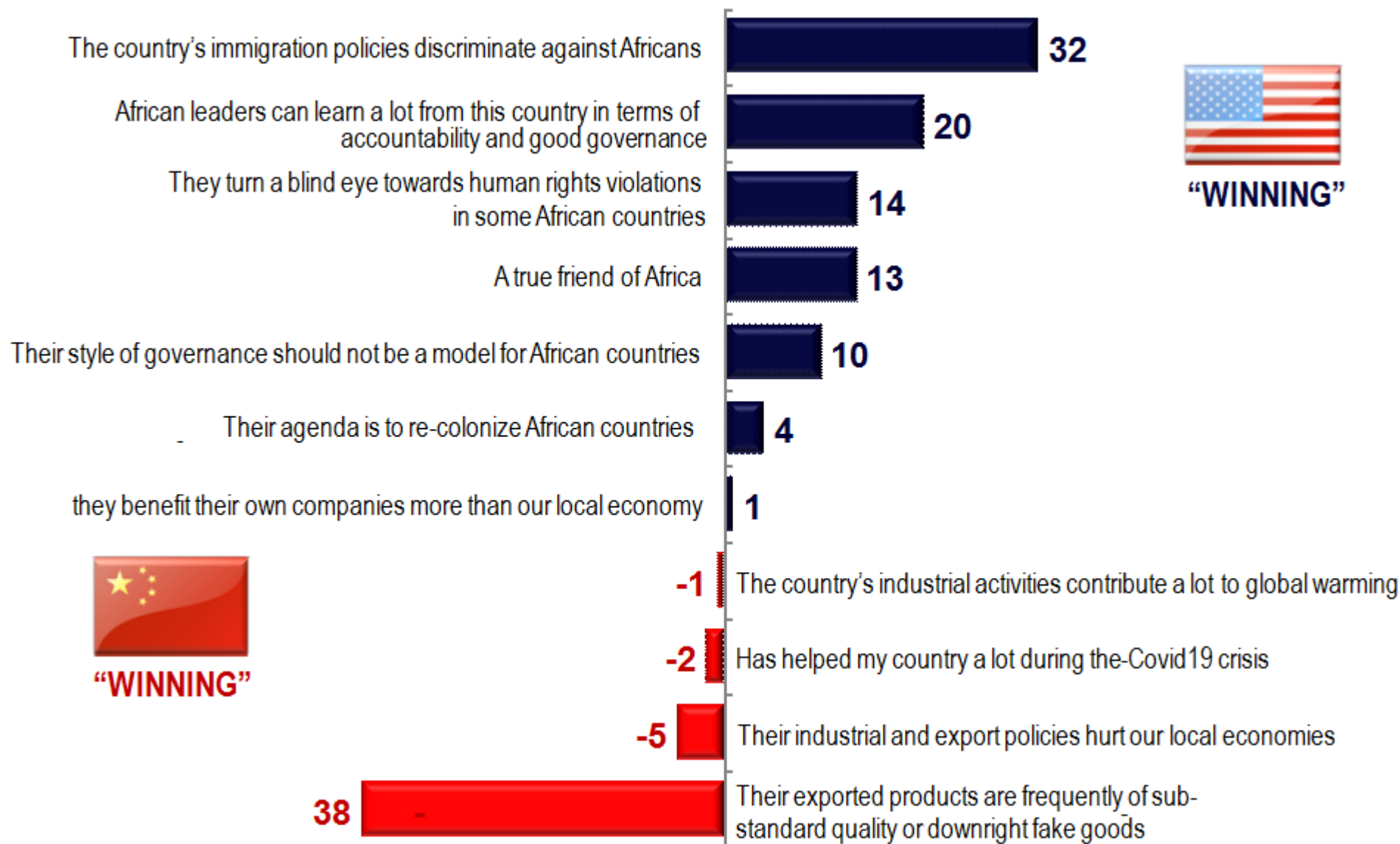
# Attribute Association: Global Powers

(% / Base: Total Sample)

> ROW  
< AVERAGE



- As former colonial master to most of the countries covered in this survey, the UK still elicits stronger views than the European Union, which stands out, albeit at a low level, for positive contributions: aid during the Corona crisis, a friend to Africa, and a potential role model for African good governance
- The real battle for hearts and minds takes place between the USA and China
- As it is possible to win on negative attributes, China scores high for producing inferior goods, to the detriment of local economies
- However, China has a slight lead in having provided aid during the Corona crisis
- The United States are perceived with ambiguity: while seen as a friend to Africa and a role model for good governance, it also scores higher than China for wanting to re-colonise the continent, implementing discriminatory immigration policies, and turning a blind eye to human rights abuses on the continent





# Respondents' Demographics

# Achieved Sample vs. Census

(Population 18+)



Province	County	Sample %	2019 Census %	INDEX: Over/Under-represented
Central	Kiambu	13.5	5.1	266
	Kirinyaga	0.6	1.3	47
	Murang'a	0.8	2.2	36
	Nyandarua	0.4	1.3	30
	Nyeri	4.4	1.6	276
	<b>Total</b>	<b>19.7</b>	<b>11.5</b>	<b>171</b>
Coast	Kilifi	1.4	3.1	46
	Kwale	0.2	1.8	11
	Lamu	0.0	0.3	0
	Mombasa	4.4	2.5	173
	Taita/Taveta	0.4	0.7	56
	Tana River	0.2	0.7	30
	<b>Total</b>	<b>6.6</b>	<b>9.1</b>	<b>73</b>
Eastern	Embu	4.8	1.3	375
	Isiolo	0.0	0.6	0
	Kitui	2.1	2.4	88
	Machakos	1.5	3.0	50
	Makueni	2.7	2.1	130
	Marsabit	0.2	1.0	21
	Meru	0.6	3.2	18
	Tharaka-Nithi	0.0	0.8	0
	<b>Total</b>	<b>11.9</b>	<b>14.3</b>	<b>83</b>
Nairobi	Nairobi City	33.4	9.2	361
North Eastern	Garissa	0.0	1.8	0
	Mandera	0.0	1.8	0
	Wajir	0.0	1.6	0
	<b>Total</b>	<b>0.0</b>	<b>5.2</b>	<b>0</b>

Province	County	Sample %	2019 Census %	INDEX: Over/Under-represented
Nyanza	Homa Bay	1.7	2.4	71
	Kisii	4.2	2.7	158
	Kisumu	5.4	2.4	222
	Migori	0.4	2.3	17
	Nyamira	0.4	1.3	31
	Siaya	1.5	2.1	72
	<b>Total</b>	<b>13.6</b>	<b>13.2</b>	<b>103</b>
Rift Valley	Baringo	0.0	1.4	0
	Bomet	0.6	1.8	33
	Elgeyo/Marakwet	0.2	1.0	21
	Kajiado	4.1	2.4	174
	Kericho	0.4	1.9	21
	Laikipia	1.9	1.1	174
	Nakuru	2.1	4.5	46
	Nandi	0.8	1.9	43
	Narok	0.2	2.4	8
	Samburu	0.0	0.7	0
	TransNzoia	0.4	2.1	19
	Turkana	0.4	1.9	21
	Uasin Gishu	1.0	2.4	41
	West Pokot	0.4	1.3	31
	<b>Total</b>	<b>12.5</b>	<b>26.8</b>	<b>47</b>
Western	Bungoma	0.8	3.5	23
	Busia	0.0	1.9	0
	Kakamega	1.2	3.9	31
	Vihiga	0.4	1.2	32
	<b>Total</b>	<b>2.4</b>	<b>10.6</b>	<b>23</b>



Geo-Political Zone	State	Sample %	2006 Census %	INDEX: Over/Under-represented
South West	Ekiti	1.2	1.7	70
	Lagos	21.8	6.5	336
	Ogun	2.4	2.7	90
	Ondo	1.0	2.5	41
	Osun	2.4	2.4	99
	Oyo	1.8	4.0	45
	<b>Total</b>	<b>30.6</b>	<b>19.7</b>	<b>155</b>
South East	Abia	3.1	2.0	153
	Anambra	1.6	3.0	54
	Ebonyi	4.9	1.6	316
	Enugu	1.4	2.3	60
	Imo	2.9	2.8	104
	<b>Total</b>	<b>13.9</b>	<b>11.7</b>	<b>119</b>
South South	Akwa Ibom	0.4	2.8	14
	Bayelsa	2.2	1.2	182
	Delta	3.1	2.9	106
	Edo	1.8	2.3	78
	Rivers	1.5	3.7	41
	Cross River	1.6	2.1	78
	<b>Total</b>	<b>10.6</b>	<b>15.0</b>	<b>71</b>

Geo-Political Zone	State	Sample %	2006 Census %	INDEX: Over/Under-represented
North West	Jigawa	0.8	3.1	26
	Kaduna	3.1	4.4	71
	Kano	4.5	6.7	67
	Katsina	1.6	4.1	39
	Kebbi	1.2	2.3	52
	Sokoto	2.7	2.6	102
	Zamfara	1.4	2.3	60
	<b>Total</b>	<b>15.3</b>	<b>25.6</b>	<b>60</b>
North Central	Benue	1.8	3.0	59
	FCT Abuja	2.7	1.0	270
	Kogi	1.8	2.4	76
	Kwara	4.3	1.7	256
	Nasarawa	4.5	1.3	338
	Niger	2.2	2.8	78
	Plateau	2.2	2.3	96
	<b>Total</b>	<b>19.5</b>	<b>14.5</b>	<b>134</b>
North East	Adamawa	1.4	2.3	62
	Bauchi	1.2	3.3	36
	Borno	2.9	3.0	98
	Gombe	1.8	1.7	107
	Taraba	1.0	1.6	61
	Yobe	2.2	1.7	133
	<b>Total</b>	<b>10.5</b>	<b>13.5</b>	<b>78</b>



# Achieved Sample vs. Census



Region	Sample %	2012 Census %	INDEX: Over/Under-represented
Arusha	8.4	3.8	<b>221</b>
Dar es Salaam	58.1	9.7	<b>599</b>
Dodoma	3.2	4.6	<b>70</b>
Geita	0.0	3.9	<b>0</b>
Iringa	0.0	2.1	<b>0</b>
Kagera	0.0	5.5	<b>0</b>
Katavi	0.0	1.3	<b>0</b>
Kigoma	0.6	4.7	<b>14</b>
Kilimanjaro	1.3	3.7	<b>35</b>
Lindi	0.0	1.9	<b>0</b>
Manyara	0.6	3.2	<b>20</b>
Mara	0.6	3.9	<b>17</b>
Mbeya	1.9	6	<b>32</b>
Morogoro	1.9	4.9	<b>39</b>
Mrwara	0.0	2.8	<b>0</b>
Mwanza	15.5	6.2	<b>250</b>
Njombe	0.6	1.6	<b>40</b>
Pwani	0.6	2.4	<b>27</b>
Rukwa	0.6	2.2	<b>29</b>
Ruvuma	0.6	3.1	<b>21</b>
Shinyanga	0.6	3.4	<b>19</b>
Simiyu	0.0	3.5	<b>0</b>
Singida	0.6	3.1	<b>21</b>
Tabora	3.9	5.1	<b>76</b>
Tanga	0.0	4.6	<b>0</b>
Zanzibar	0.0	3	<b>0</b>
<b>Total</b>	<b>100.0</b>	<b>100.0</b>	



Region	Sample %	2014 Census %	INDEX: Over/Under-represented
Central	45.9	27.9	<b>164</b>
Eastern	21.1	25.0	<b>85</b>
Western	19.3	26.0	<b>74</b>
Northern	13.8	21.1	<b>65</b>
<b>Total</b>	<b>100.0</b>	<b>100.0</b>	



Province	Sample %	2010 Census %	INDEX: Over/Under-represented
Central	0.0	10.0	<b>0</b>
Copperbelt	21.4	15.1	<b>142</b>
Eastern	17.5	12.2	<b>144</b>
Luapula	0.0	7.6	<b>0</b>
Lusaka	58.3	16.7	<b>348</b>
Muchinga	0.0	5.4	<b>0</b>
Northern	0.0	8.4	<b>0</b>
North-Western	1.9	5.6	<b>35</b>
Southern	0.0	12.1	<b>0</b>
Western	1.0	6.9	<b>14</b>
<b>Total</b>	<b>100.0</b>	<b>100.0</b>	

# Achieved Sample vs. Census



Province	Sample %	2011 Census %	INDEX: Over/Under-represented
Gauteng	37.8	26.0	<b>145</b>
KwaZulu-Natal	21.9	19.0	<b>115</b>
Western Cape	14.9	12.0	<b>124</b>
Eastern Cape	8.4	11.0	<b>76</b>
Limpopo	6.3	10.0	<b>63</b>
Mpumalanga	3.5	8.0	<b>44</b>
North West	2.6	7.0	<b>37</b>
Free State	4.2	5.0	<b>84</b>
Northern Cape	0.5	2.0	<b>25</b>
<b>Total</b>	<b>100.0</b>	<b>100.0</b>	



Region	Sample %	2010 Census %	INDEX: Over/Under-represented
Ashanti	6.7	19.5	<b>34</b>
Brong Ahafo	1.0	9.3	<b>10</b>
Central	11.0	9.1	<b>120</b>
Eastern	5.7	10.5	<b>54</b>
Greater Accra	61.0	16.6	<b>367</b>
Northern	1.4	10.2	<b>14</b>
Upper East	1.0	4.0	<b>24</b>
Upper West	0.5	2.8	<b>17</b>
Volta	7.6	8.6	<b>89</b>
Western	4.3	9.4	<b>45</b>
<b>Total</b>	<b>100.0</b>	<b>100.0</b>	



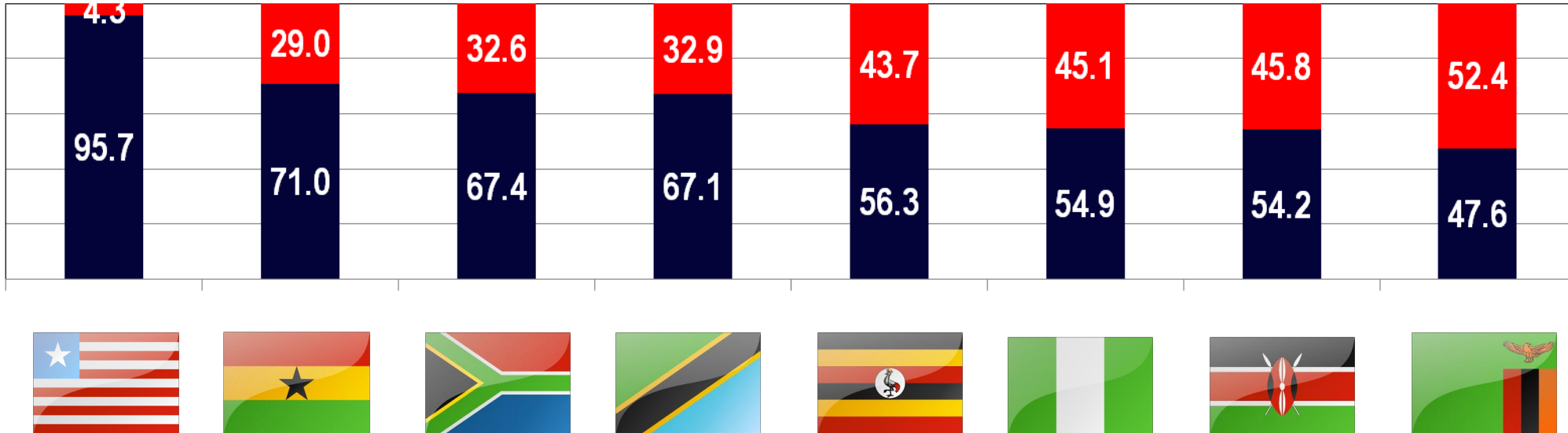
Province	Sample %	2004 Census %	INDEX: Over/Under-represented
Bomi	0.0	2.4	<b>0</b>
Bong	0.0	9.6	<b>0</b>
Grand Bassa	0.0	6.5	<b>0</b>
Cape Mount	0.0	3.6	<b>0</b>
Grand Gedeh	0.4	3.8	<b>11</b>
Grand Cru	0.0	1.6	<b>0</b>
Lofa	0.0	7.8	<b>0</b>
Margibi	1.6	6.0	<b>27</b>
Maryland	0.3	3.6	<b>8</b>
Montserrado	95.7	33.5	<b>285</b>
Nimba	0.8	12.7	<b>6</b>
River Cess	0.8	2.0	<b>39</b>
Sinoe	0.0	2.9	<b>0</b>
River Gee	0.0	1.7	<b>0</b>
Gbarpolu	0.4	2.4	<b>17</b>
<b>Total</b>	<b>100.0</b>	<b>100.0</b>	

- Although full national coverage is feasible (as was the case in Nigeria, Ghana, Uganda, and South Africa), regional distributions tend not to fall in line with Census distributions
- The major urbanised commercial hubs are over-represented (e.g. Lagos, Nairobi, or Accra); while achievements in remote and rural regions do not reflect the actual population weights; if they are covered at all
- Weighting by Census distributions is, therefore, not an option; if an exclusively online survey were to achieve full national representation, much more time would be required to balance regional quotas (since the poll was self-sponsored, we provisioned for just a week in field)

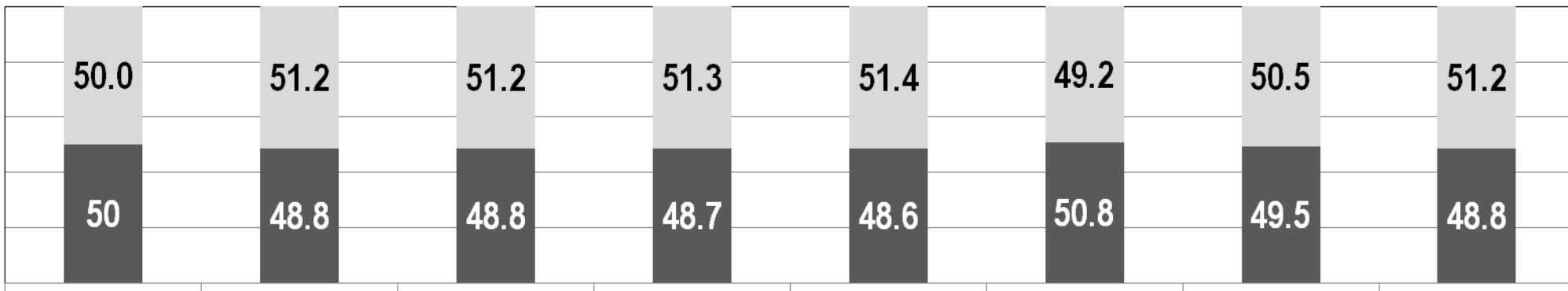
# Achieved Sample vs. Census - Gender

## Sample:

■ FEMALE ■ MALE



## Census:



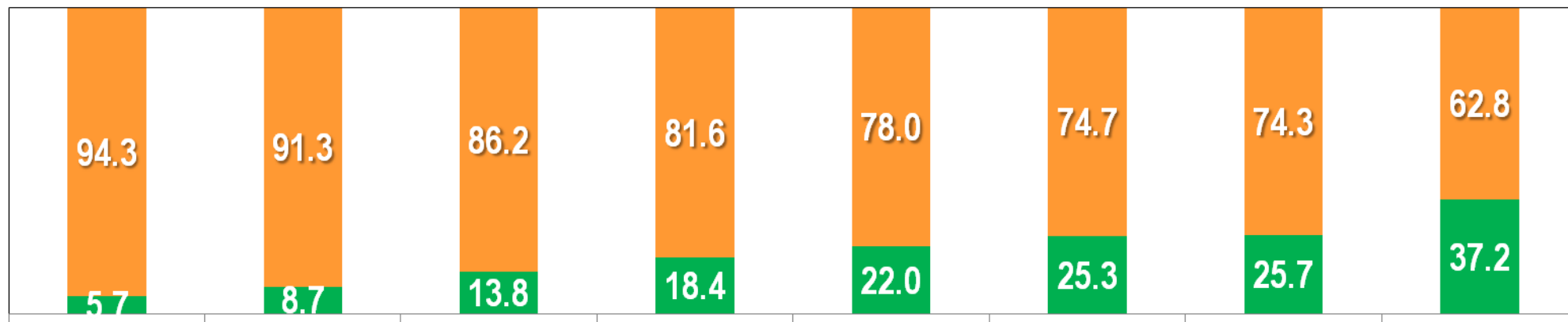
# Achieved Sample vs. Census – *Urbanisation*

(Urbanisation was self-assessed)

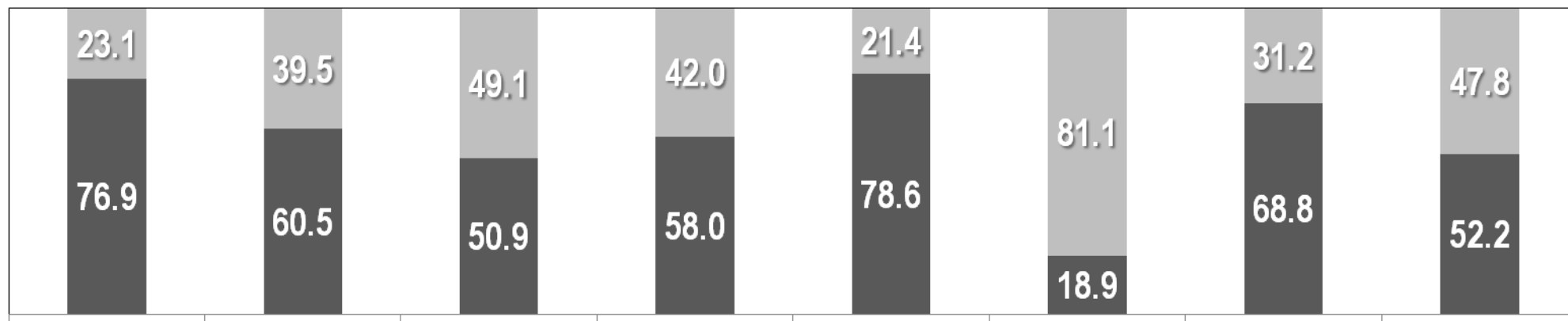
**Sample:**

URBAN

RURAL / NON-URBAN

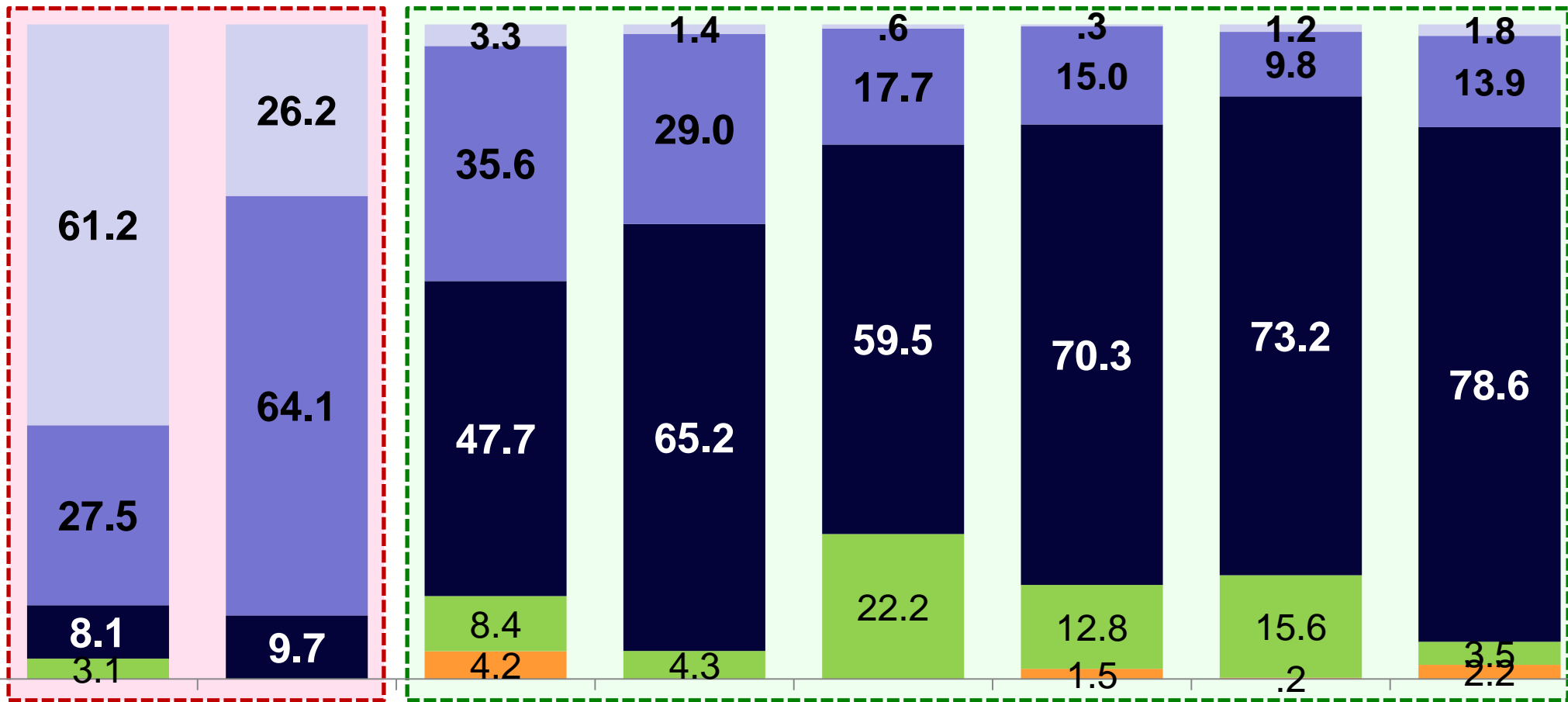


**Census:**



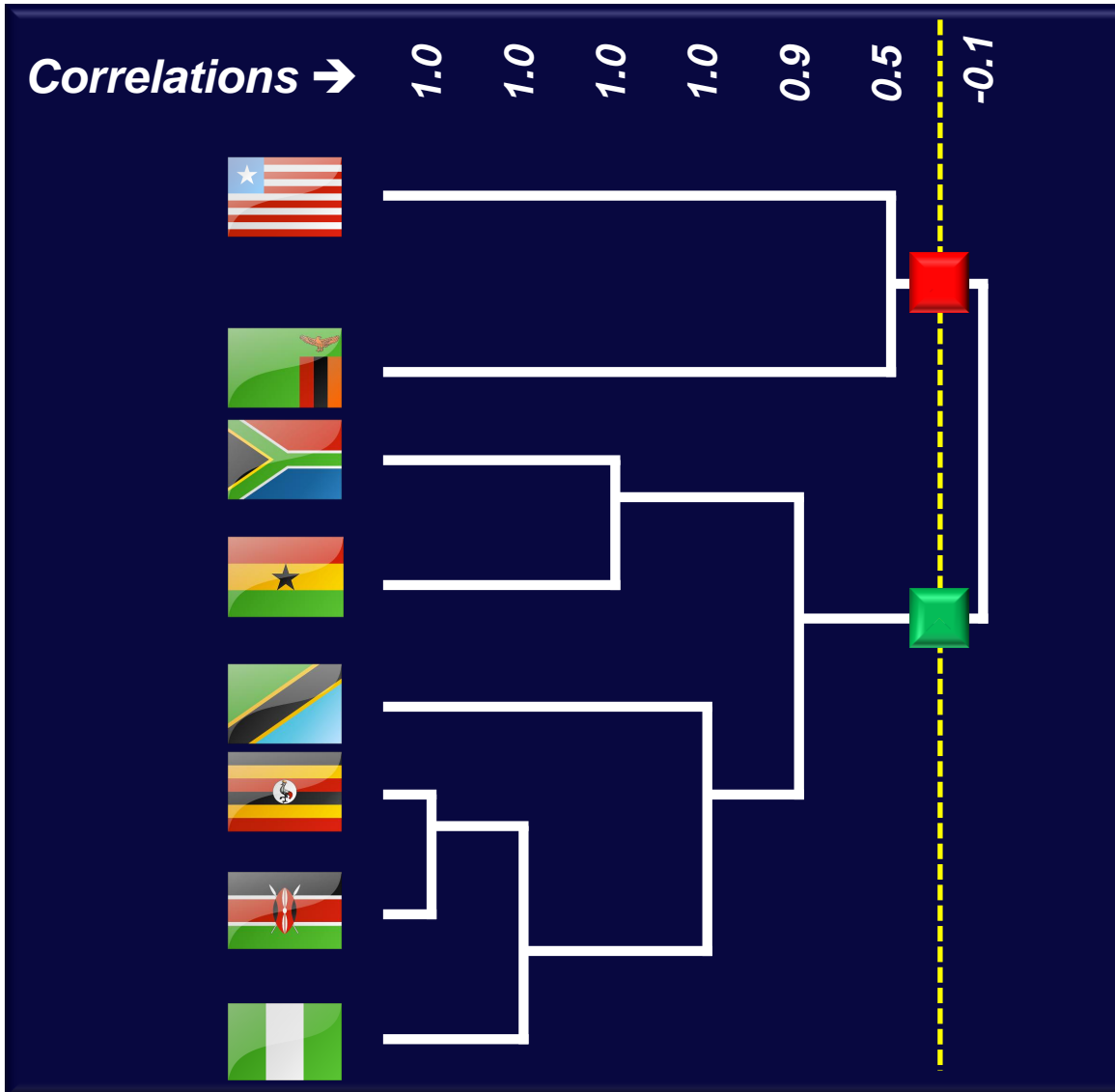
# Educational Achievement

Primary Secondary Tertiary Vocational training No formal





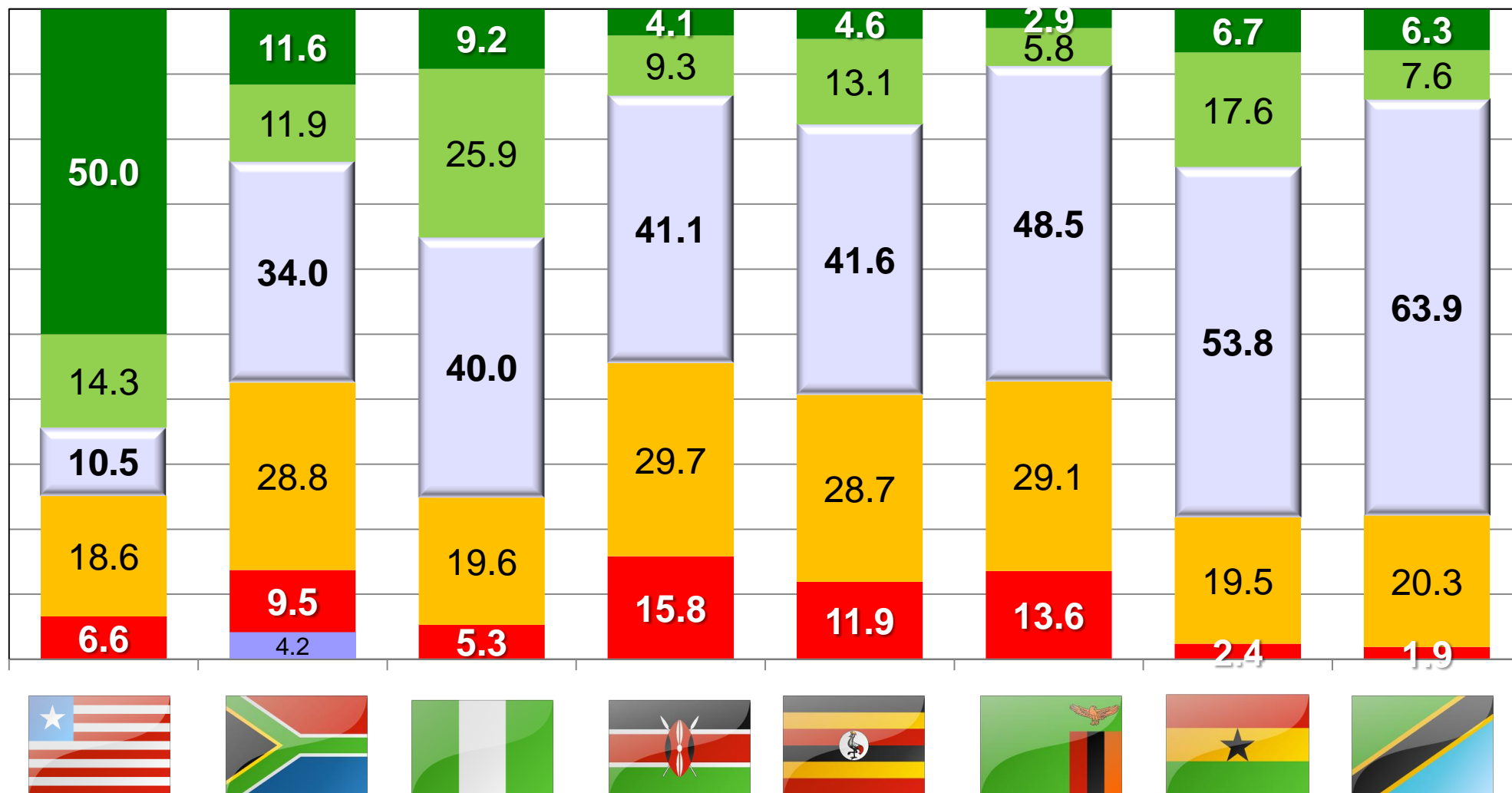
# Proximities between Educational Profiles



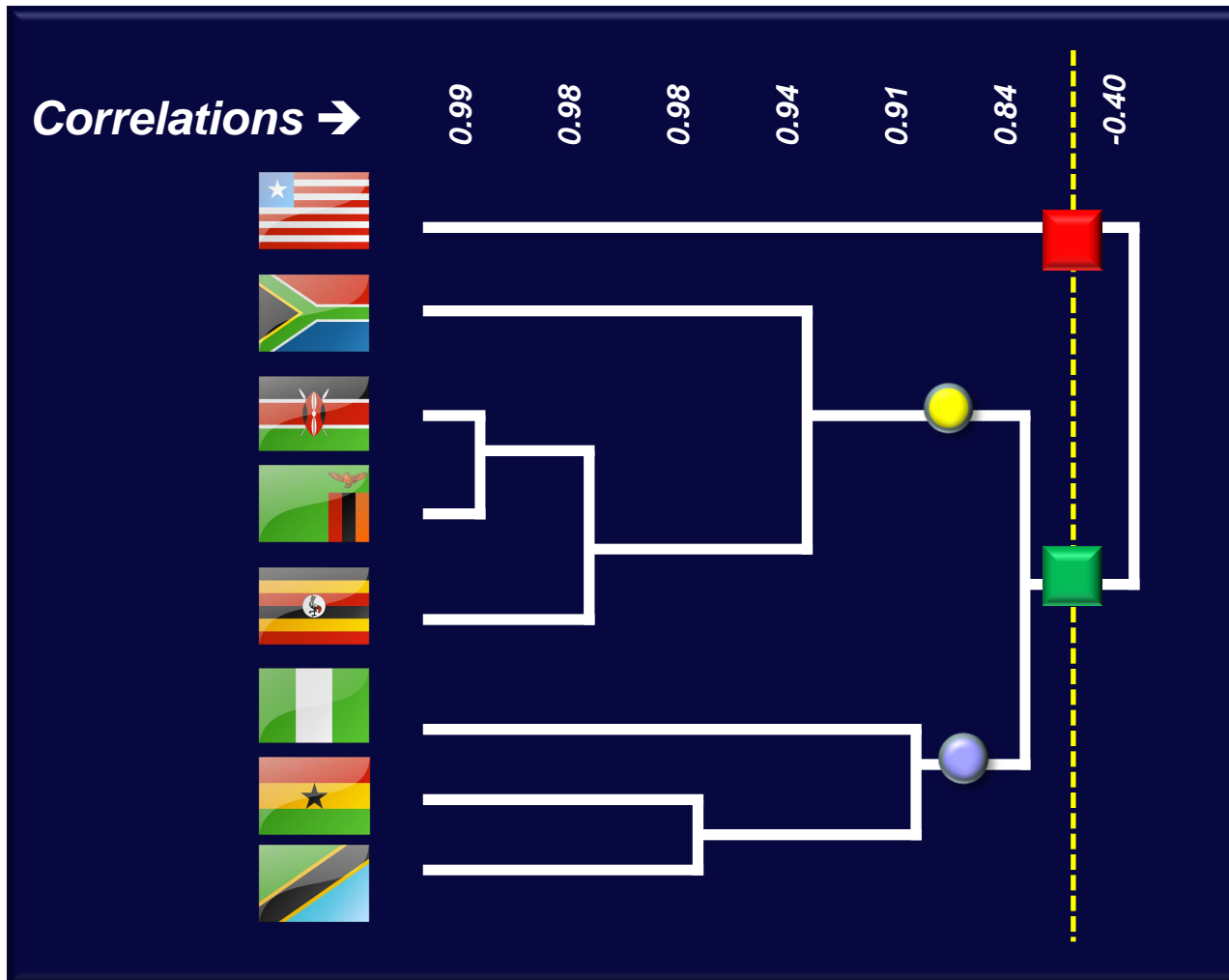
- Although respondents with no formal education or primary education constitute the minority across countries, the assumption that participation in online survey are for the highly educated only cannot be maintained for all countries
- While true for six out of the 8 countries, Liberia and Zambia form a distinct cluster, where primary and secondary education prevail; they correlate negatively with the cluster formed by the other countries
- Careful monitoring during fieldwork should assure that not only educational elites are being included in the sample

# Self-Assessment of Economic Situation

- Doing much better than average
- Better than average
- About average
- Worse than average
- Much worse than average
- Don't know



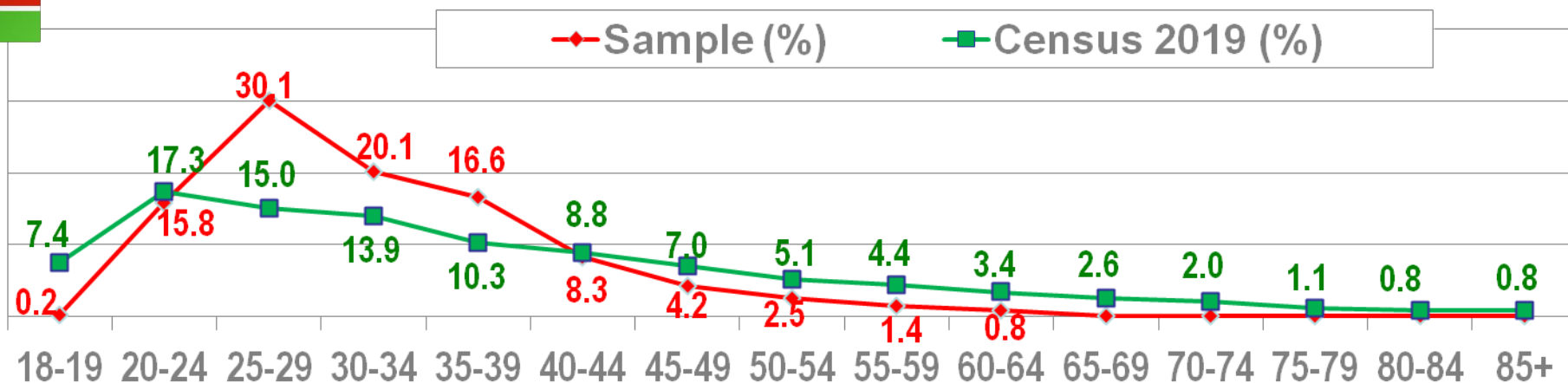
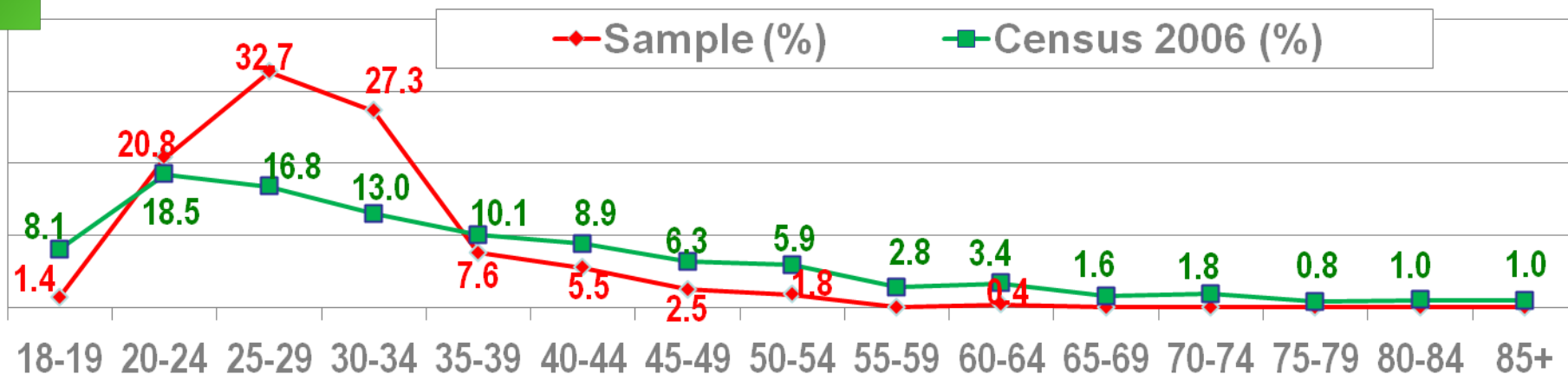
# Proximities between Wealth Perceptions



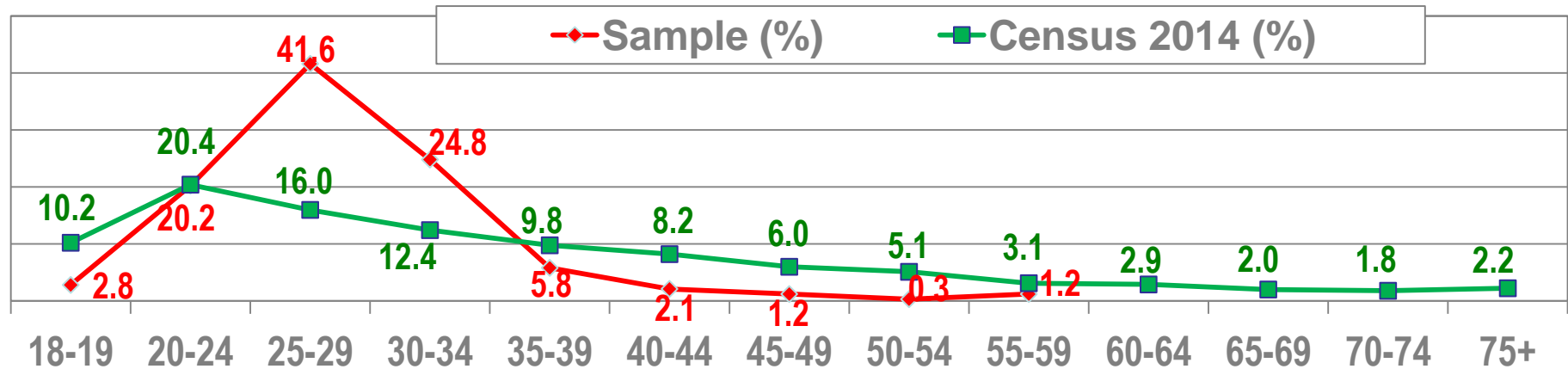
- Liberia is the clear outlier, correlating negatively with the other seven countries, having the largest proportion of respondents claiming they are exceptionally well
- In Kenya, Zambia, Uganda, and South Africa, solid majorities feel they are faring at average or below it; with only minorities performing above the rest
- In Nigeria, Ghana, and Tanzania, the feeling of exclusion from wealth are far less pronounced

# Age Distribution – Sample vs. Census





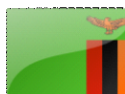



(Population 18+)







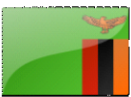



# Age Distribution – Sample vs. Census



- Comparing achieved ages against Census distribution reveals similar patterns across countries (hence, the comparison was prepared for only three countries): achievement among 20 to 34 year olds exceeds their weight in the general population
- The “digital natives” take more readily to online activities, including participating in polls, than older age groups

								
<i>Base</i>	519	155	327	429	103	510	210	258
<b>Unemployed</b>	27.8	33.5	27.2	17.9	35.9	20.6	17.6	65.9
<b>Student</b>	7.1	17.1	13.5	19.8	27.2	14.9	27.1	28.3
<b>Housewife</b>	2.3	.6	1.8	1.9	2.9	1.8	.5	
<b>Retired</b>			.6	.9				
<b>NOT WORKING</b>	37.3	51.3	43.1	40.5	66.0	37.3	45.2	94.2
<b>Employed in the formal sector</b>	25.7	7.0	21.7	49.8	12.6	21.4	16.7	1.9
<b>Working in the informal sector</b>	10.0	9.5	11.9		3.9	6.1	11.4	1.9
<b>Business Owner</b>	6.8	15.8	10.4	9.8	8.7	14.7	9.0	.4
<b>Self-employed Professional</b>	11.2	8.2	8.0		5.8	7.5	10.5	1.2
<b>Civil service</b>	5.6	3.2	2.4		2.9	8.4	4.8	.4
<b>Smallholder farmer</b>	3.3	3.8	2.1			3.5	2.4	
<b>Commercial farmer</b>	.2	1.3	.3			1.2		
<b>WORKING</b>	62.7	48.7	56.9	59.6	34.0	62.7	54.8	5.8

- South Africa did not distinguish between formal and informal employment, but used Full-Time and Part-Time Employment categories

								
<i>Base</i>	519	155	327	429	103	510	210	258
<b>Christian</b>	95.8	79.1	88.4	79.1	99.0	62.7	89.5	95.7
<b>Muslim</b>	.8	20.3	10.7	5.3	1.0	36.3	9.0	4.3
<b>Traditional</b>	1.2	.6	.6	2.8		.4	.5	
<b>Atheist</b>	1.2			.9		.4		
<b>Agnostic</b>	1.0			.2		.2	1.0	
<b>Hindu</b>			.3	1.2				
<b>Other</b>				1.2				
<b>Budhist</b>	.2			.2				
<b>Don't know/None</b>				9.1				



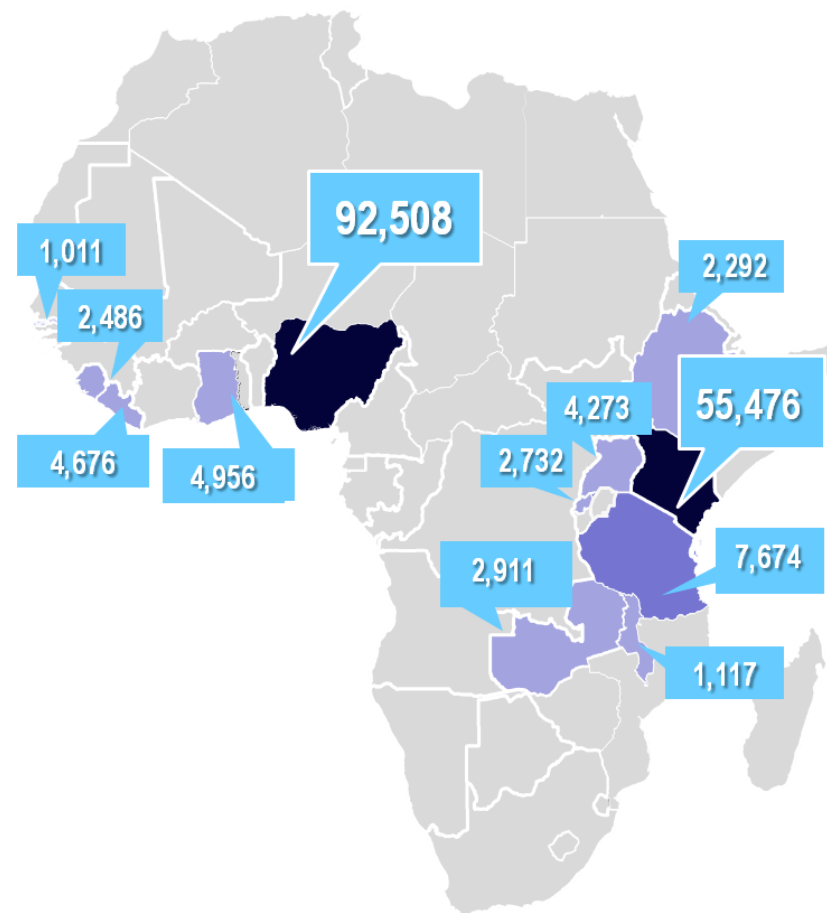
- The aim of this pilot study was to determine the representativeness – or lack thereof – of online surveys in Africa; compared to F2F surveys, online surveys do not reach comparable levels of accuracy:
  - The major economic hubs are over-represented, while rural and remote regions are scarcely covered, if at all
  - Online surveys attract “digital natives”; respondents’ age profiles are skewed towards the younger cohorts
  - By the same token, educational achievement is biased toward secondary and tertiary education
  - Surprisingly, although women are participating actively on social media, natural fall-out leads to a distorted gender ratio in favour of men
- And yet, for all its shortcomings, which even massive online panels could not address, online surveys offer undeniable advantages in terms of costs and speed; and they are ideally suited for social distancing requirements in the “new normal” environment



- As this pilot was self-sponsored, limiting expenses was mandatory: no incentives were given and a free platform was used (Google Forms)
- In a client-commissioned project, the following measures would be taken to improve levels of participation as well as degree of representativeness:
  - A professional platform (e.g. Dooblo) would be used; conditional routing and filters will therefore be incorporated in the survey script
  - Translations into relevant languages would be provided to respondents (we provided a Swahili version for Tanzania; but cost constraints prevented us from including a Francophone country, which, in turn, resulted in disappointed comments on Facebook from potential respondents in Republic of Benin and Senegal)
  - Participation must be rewarded by incentivising survey completion (on social media, we received comments that incentives were expected)
  - Strict monitoring of regional and demographic quotas will be implemented, to prevent overshoots (e.g. males in Liberia)
- While the use of social media to complement a fledgling online community may be frowned at by purists, it is also important to bear in mind that no online panel can cover African populations with the same degree of accuracy as F2F fieldwork

## Conclusions: The Hybrid Approach

- Online surveys, even when incentivised, are hard to beat in terms of turnaround times and cost effectiveness
- The patchiness in regional and demographic coverage can be compensated by adopting a hybrid approach: part of the sample will be covered online; the balance will be achieved by targeted CATI interviews
- The functionality of Dooblo allows for both data collection methods to be managed on the same professional platform
- We have set up a database of nearly 200,000 respondents across East and West Africa; the database covers all socio-economic classes, educational levels, and age groups; it covers even remote geographic areas that would be unreachable by purely online research



As of April 8<sup>th</sup> 2020



[https://www.infiniteinsight.net/II&CI\\_CATI\\_PANEL\\_Brochure.pdf](https://www.infiniteinsight.net/II&CI_CATI_PANEL_Brochure.pdf)



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