



Pilot Study V: **Panel-Based CATI Poll** *Covid-19 in Kenya & Nigeria*



- Having run pilots on various methodologies (Online and RDD CATI), we decided to add another pilot on Panel-Based CATI
- Our CATI Panel comprises close to 200,000 contacts across our most important markets; Nigeria accounting for 92,500 panellists and Kenya for 52,000
- We set out to demonstrate that Panel-Based CATI:
 - Is not only suited for quota-based commercial projects, but meets the demands for random sampling in countries without fixed line networks; i.e. eliminates geographic skews
 - Provides a greater proportion of valid numbers than purchased samples
 - Is an important tool in carrying out mixed-mode studies (Online, RDD), by helping to balance skewed demographics in a more cost-effective manner



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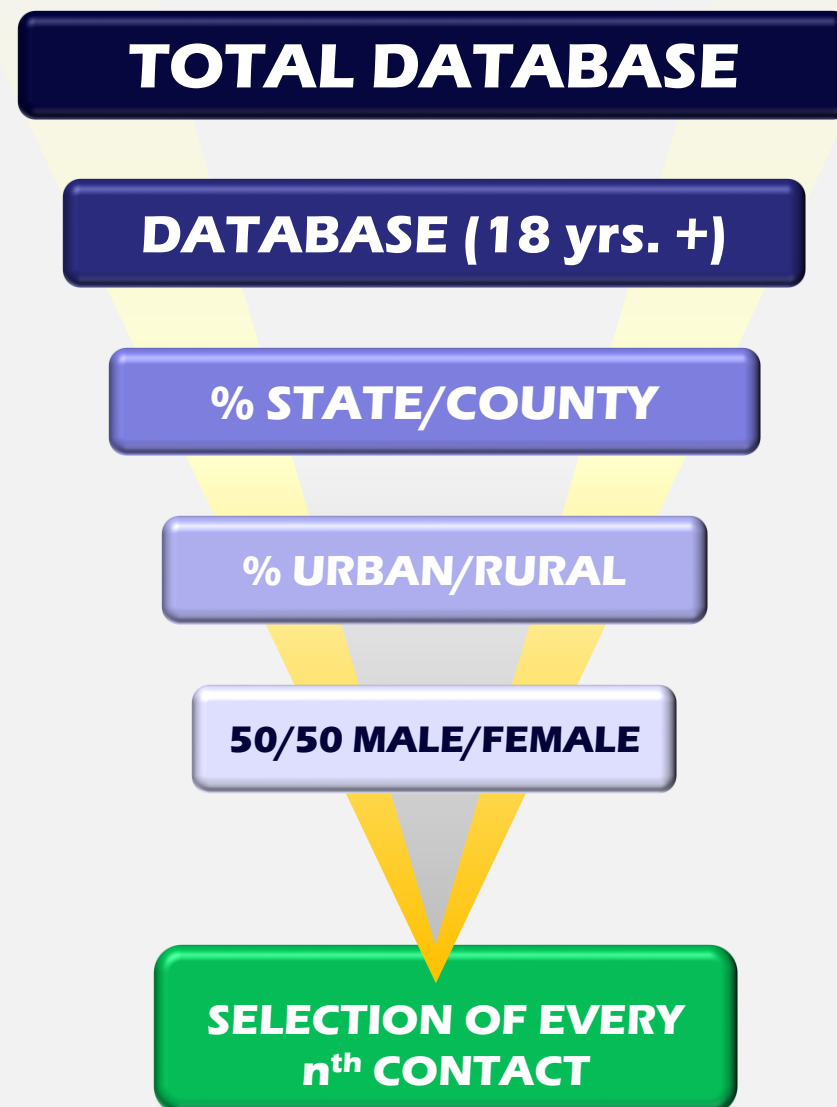
Two Names... One Company!

- The questionnaire was scripted in Dooblo. In addition to English, there as a Swahili version in Kenya; and a Hausa version in Nigeria
- Our partners in South Africa, [Ask Afrika](#), graciously hosted the scripts on their server.*
- Per country, 5,000 phone numbers were provided; calls were made using mobile lines; interviews were conducted in-office and @home
- Our [Safety Protocols](#) were strictly enforced
- Briefing Date: 5th August, 2020
- Field Dates: 5th – 9th August, 2020
- Respondents: Kenyans/Nigerians, aged 18+
- Total Achievement: Kenya (503); Nigeria (500)
- Margin of Error: $\pm 4.4\%$ (at 95% Confidence)

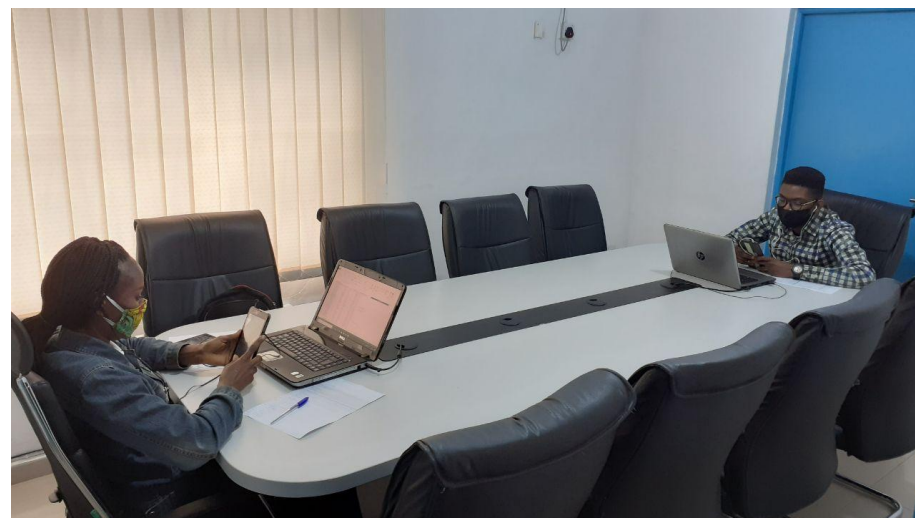
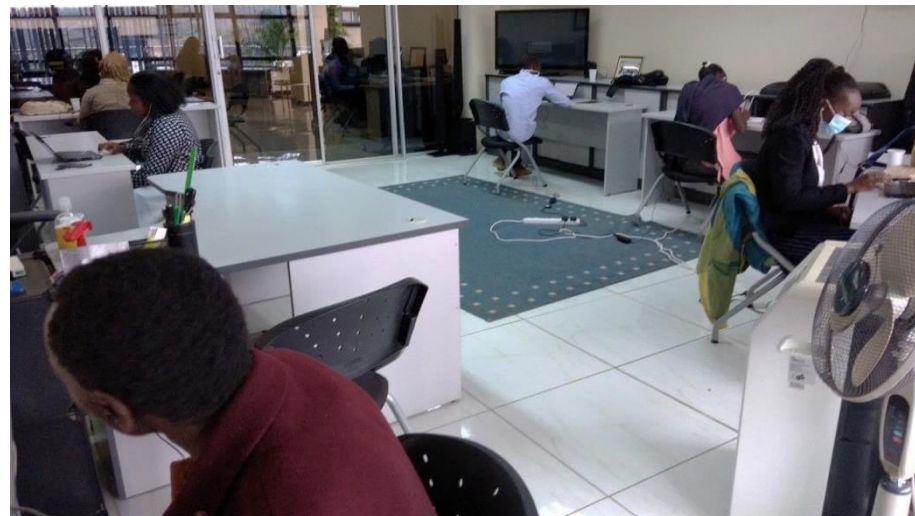


* the same survey questions were run concurrently in South Africa

- All numbers belonging to potential respondents above the age of 18 were filtered from of the country's database
- Sample was assigned proportionately to population of States or Counties (by Census results)
- Within each State/County, the sample was split between urban and rural areas
- Within each resulting cell, sample was divided evenly by gender
- The ratio between available contacts and required sample per cell determined the sampling gap (n)
- Although the sample consisted of mobile phone numbers, the sample reproduced the advantages of a fixed line sample in terms of a predictable geographic spread



- Unlike in a fixed line sample, mobile phones may be anywhere; Kish Grid selection of respondents is, at best, impractical
- Therefore, the person answering the call was the designated respondent, provided he/she was 18 years or above and a Kenyan/Nigerian citizen
- To contain the extent of demographic skews, completed quota groups were successively closed in the Dooblo script
- Passive controls were the only measures implemented; no targeted calls were made
- However, it was necessary to weight the Kenyan data by educational achievement





Survey Results

(Kenya & Nigeria, nationally representative)



Most Urgent Problems Facing the Country

(Base: Total Samples)



1st Mention

2nd Mention

3rd Mention

TOTAL



Covid-19 Pandemic

47

9

5

61%

Unemployment

15

17

11

43%

Poverty

6

13

8

27%

Hunger/Food Insecurity

6

8

9

23%

Corruption

6

3

3

12%

Inflation

2

6

4

12%

Lack of Infrastructure

2

4

2

8%

Crime

1

1

1

2%

Globalisation

1

1

1

2%

Weighted Base: n=505

Unemployment

26

17

12

55%

Corruption

11

15

13

39%

Hunger/Food Insecurity

12

13

13

38%

Poverty

15

10

10

35%

Lack of Infrastructure

7

14

11

32%

Covid-19 Pandemic

11

6

8

25%

Crime

1

5

7

13%

Inflation

3

4

3

10%

Terrorism

2

4

3

9%

Base: n=500

Summary: Problems Facing The Country

- For Kenyans, the Covid-19 pandemic has become the main problem affecting the country (61%); in stark contrast, Covid-19 is seen as a minor issue (25%) by Nigerians, coming in sixth position
- Both Kenyans and Nigerians agree on Unemployment: it is the main Issue among Nigerians (55%); and the second-most important problem for Kenyans (43%)
- Corruption (39%) is the second-most important problem; only 12% of Kenyans perceive corruption as a major problem
- Poverty and Food Insecurity are seen as important problems in both countries

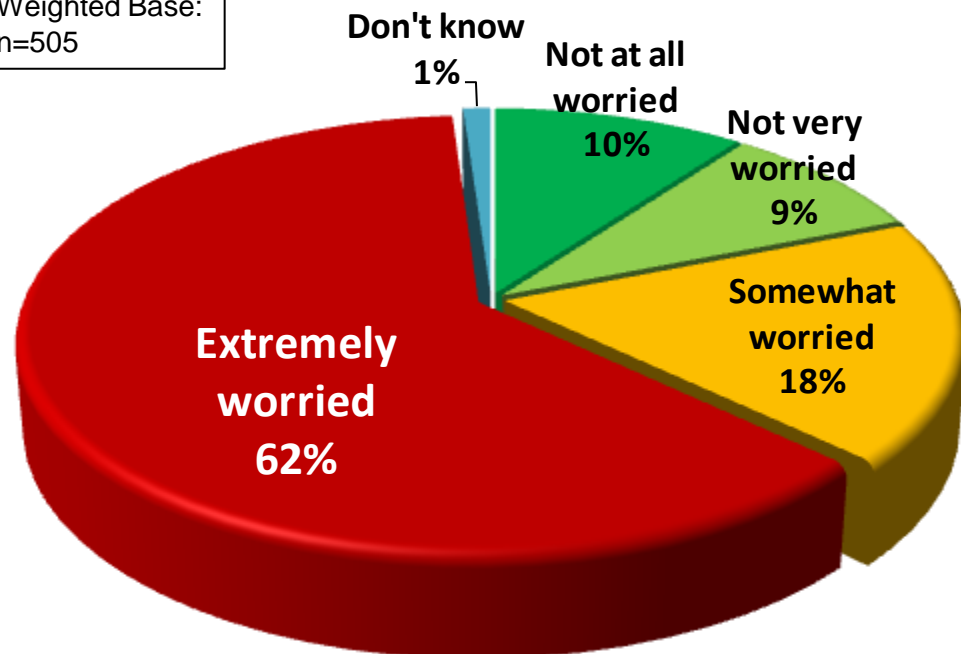


Concern About Covid-19

(Base: Total Samples)



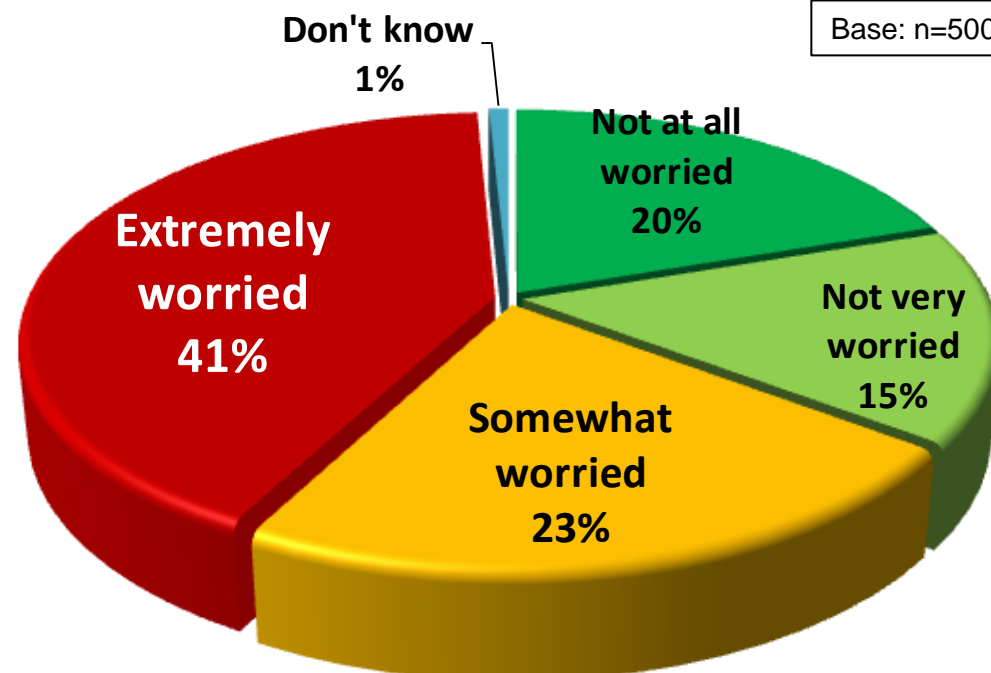
Weighted Base:
n=505



MEAN SCORE: 3.29***



Base: n=500



MEAN SCORE: 2.86

- Kenyans are significantly more worried about contracting Covid-19 than Nigerians (significant at 99%)
- 80% of Kenyans, vis-à-vis 64% of Nigerians, are concerned about Covid-19

Concern about Covid-19

(by demographics)



	Total	Male	Female	18-29	30+	Primary	Secondary	Tertiary	Vocational Training	No formal education
<i>Weighted Base:</i>	505	237	268	145	360	277	123	18	38	49
Not at all worried (1)	10	8	12	13	9	10	7	10	10	19
Not very worried (2)	9	10	8	9	9	8	9	13	7	13
Somewhat worried (3)	18	24	12	18	18	17	23	25	21	6
Extremely worried (4)	62	57	67	60	63	64	59	51	62	63
Don't know	1	1	1	1	1	2	1	1	0	0

Mean score	3.29	3.28	3.31	3.23	3.32	3.32	3.32	3.14	3.34	3.13
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	Total	Urban	Rural	Nairobi	Central	Coast	Eastern	North Eastern	Nyanza	Rift Valley	Western
<i>Weighted Base:</i>	505	126	379	35	65	60	83	15	52	131	64
Not at all worried (1)	10	11	10	9	10	28	2	28	3	2	24
Not very worried (2)	9	11	8	6	7	0	5	0	6	16	13
Somewhat worried (3)	18	21	17	9	18	19	12	28	4	28	17
Extremely worried (4)	62	57	64	77	63	51	81	44	82	52	46
Don't know	1	0	1	0	1	1	0	0	4	2	0

Mean score	3.29	3.23	3.32	3.53	3.34	2.91	3.70	2.88	3.58	3.28	2.85
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Concern about Covid-19

(by demographics)



	Total	Male	Female	18-29	30+	Primary	Secondary	Tertiary	Vocational Training	No formal education
<i>Base:</i>	500	250	250	226	274	48	199	70	25	158
Not at all worried (1)	20	23	16	19	20	21	17	26	24	20
Not very worried (2)	15	16	15	17	14	8	14	17	24	17
Somewhat worried (3)	23	21	24	23	22	21	22	20	20	25
Extremely worried (4)	41	39	44	40	43	50	46	36	32	37
Don't know	1	1	1	1	1	0	1	1	0	1

Mean score	2.86	2.77	2.96	2.84	2.88	3.00	2.97	2.67	2.60	2.81
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	Total	Urban	Rural	South West	South East	South South	North Central	North East	North West
<i>Base:</i>	500	208	292	98	58	76	72	68	128
Not at all worried (1)	20	19	21	24	24	28	14	13	16
Not very worried (2)	15	13	17	15	14	17	11	16	17
Somewhat worried (3)	23	25	21	27	24	18	25	18	23
Extremely worried (4)	41	42	41	34	36	36	50	53	42
Don't know	1	1	1	0	2	1	0	0	2

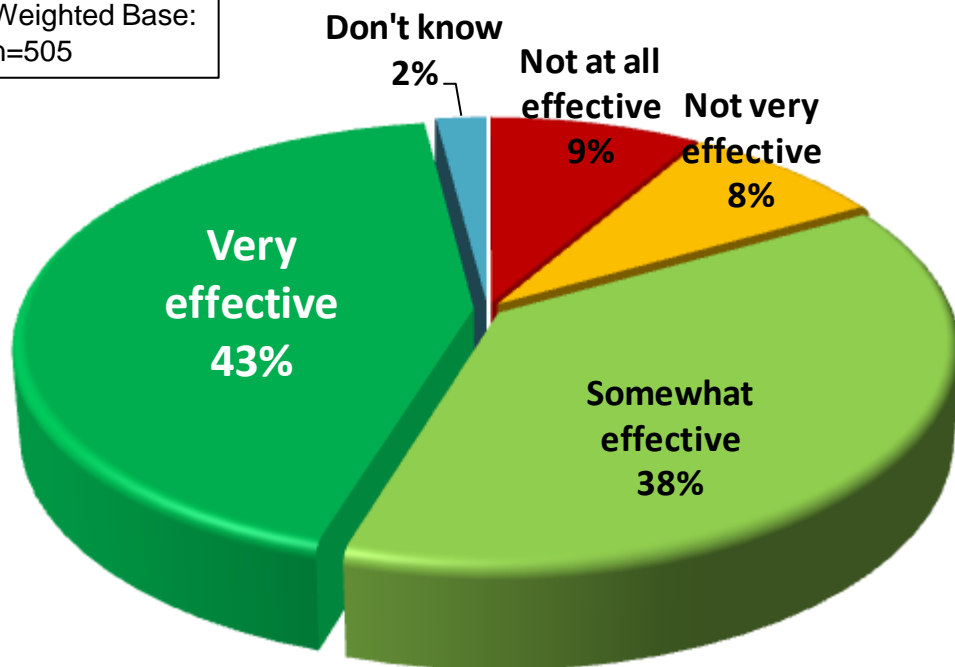
Mean score	2.86	2.91	2.83	2.69	2.74	2.63	3.11	3.10	2.92
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Effectiveness of Containment Measures

(Base: Total Samples)



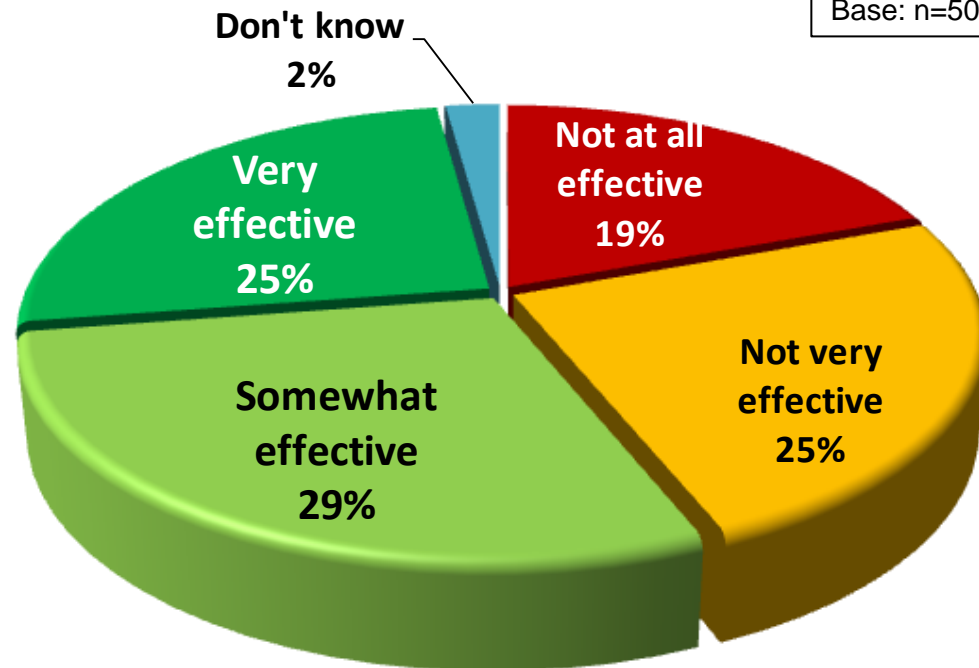
Weighted Base:
n=505



MEAN SCORE: 3.12***



Base: n=500



MEAN SCORE: 2.61

- Kenyans are significantly more positive about their government's efforts to contain the virus than Nigerians (at 99%)
- While 81% of Kenyans feel the measures are somewhat/very effective, just 54% of Nigerians are convinced

Effectiveness of Containment Measures

(by demographics)



	Total	Male	Female	18-29	30+	Primary	Secondary	Tertiary	Vocational Training	No formal education
<i>Weighted Base:</i>	505	237	268	145	360	277	123	18	38	49
Not at all effective (1)	9	11	6	7	9	8	10	10	7	6
Not very effective(2)	8	9	7	6	9	6	7	14	10	19
Somewhat effective (3)	38	42	34	44	36	34	47	53	59	19
Very effective (4)	43	37	49	43	43	51	35	21	24	44
Don't know	2	0	4	1	3	1	1	2	0	13

Mean score	3.12	3.04	3.18	3.22	3.07	3.25 ++	3.03	2.83	3.00	2.75 --
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	Total	Urban	Rural	Nairobi	Central	Coast	Eastern	North Eastern	Nyanza	Rift Valley	Western
<i>Weighted Base:</i>	505	126	379	35	65	60	83	15	52	131	64
Not at all effective (1)	9	12	7	0	18	17	6	22	5	4	7
Not very effective(2)	8	5	9	4	5	2	6	1	16	9	17
Somewhat effective (3)	38	43	36	41	42	32	50	38	21	43	27
Very effective (4)	43	39	44	49	35	43	38	39	56	44	44
Don't know	2	2	2	6	0	6	0	0	1	0	5

Mean score	3.12	3.06	3.14	3.27	2.94	2.88	3.20	2.94	3.25	3.25	2.97
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Effectiveness of Containment Measures

(by demographics)



	Total	Male	Female	18-29	30+	Primary	Secondary	Tertiary	Vocational Training	No formal education
<i>Base:</i>	500	250	250	226	274	48	199	70	25	158
Not at all effective (1)	19	22	17	19	19	25	18	21	24	18
Not very effective(2)	24	28	20	26	23	19	22	33	28	25
Somewhat effective (3)	29	26	31	26	31	23	28	30	32	30
Very effective (4)	25	21	30	26	25	25	30	14	16	25
Don't know	2	2	2	4	1	8	2	1	0	1

Mean score	2.61	2.47 --	2.75 ++	2.60	2.62	2.52	2.72	2.38 -	2.40	2.63
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	Total	Urban	Rural	South West	South East	South South	North Central	North East	North West
<i>Base:</i>	500	208	292	98	58	76	72	68	128
Not at all effective (1)	19	20	19	16	24	24	22	19	16
Not very effective(2)	24	22	26	24	21	28	21	32	22
Somewhat effective (3)	29	33	26	36	33	29	31	24	23
Very effective (4)	25	24	26	18	22	18	24	25	37
Don't know	2	2	2	5	0	1	3	0	2

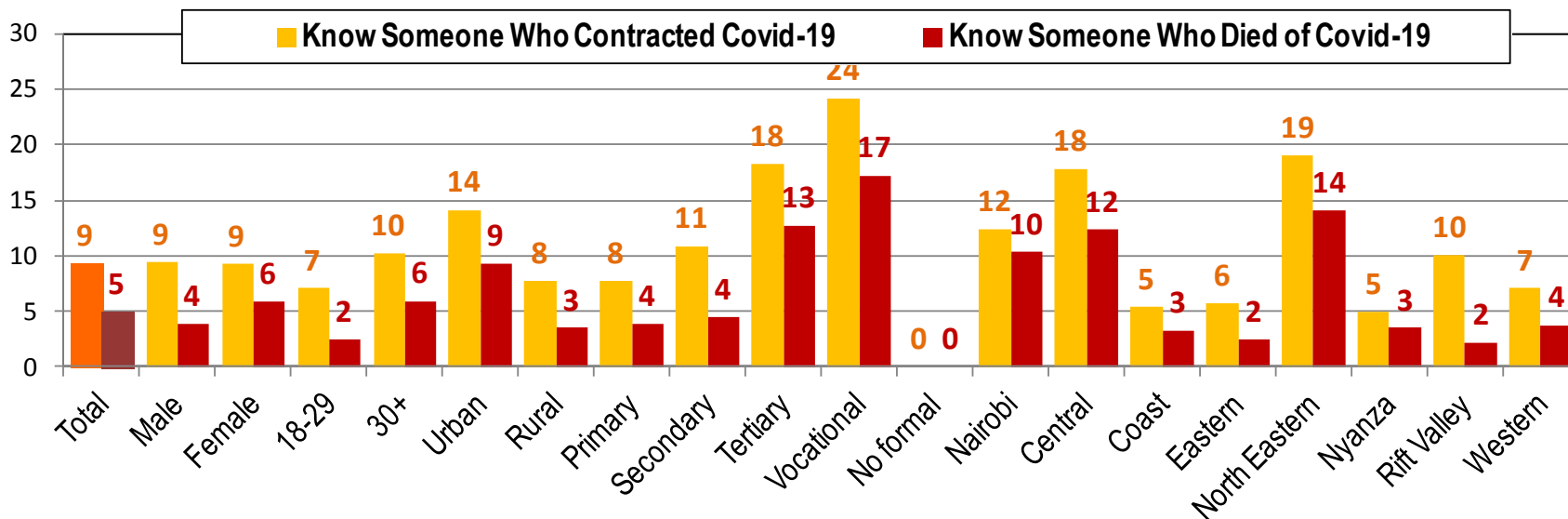
Mean score	2.61	2.61	2.61	2.59	2.53	2.43	2.57	2.54	2.83 ++
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Experience With Covid-19

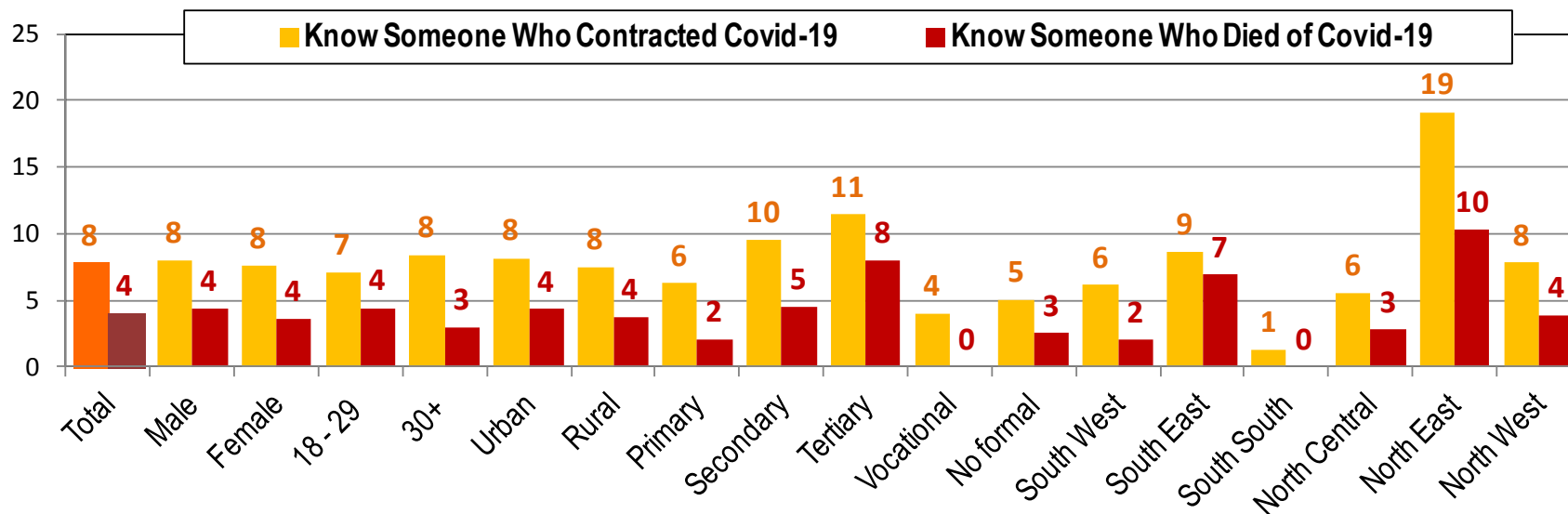
(by demographics)



Weighted Base:
n=505

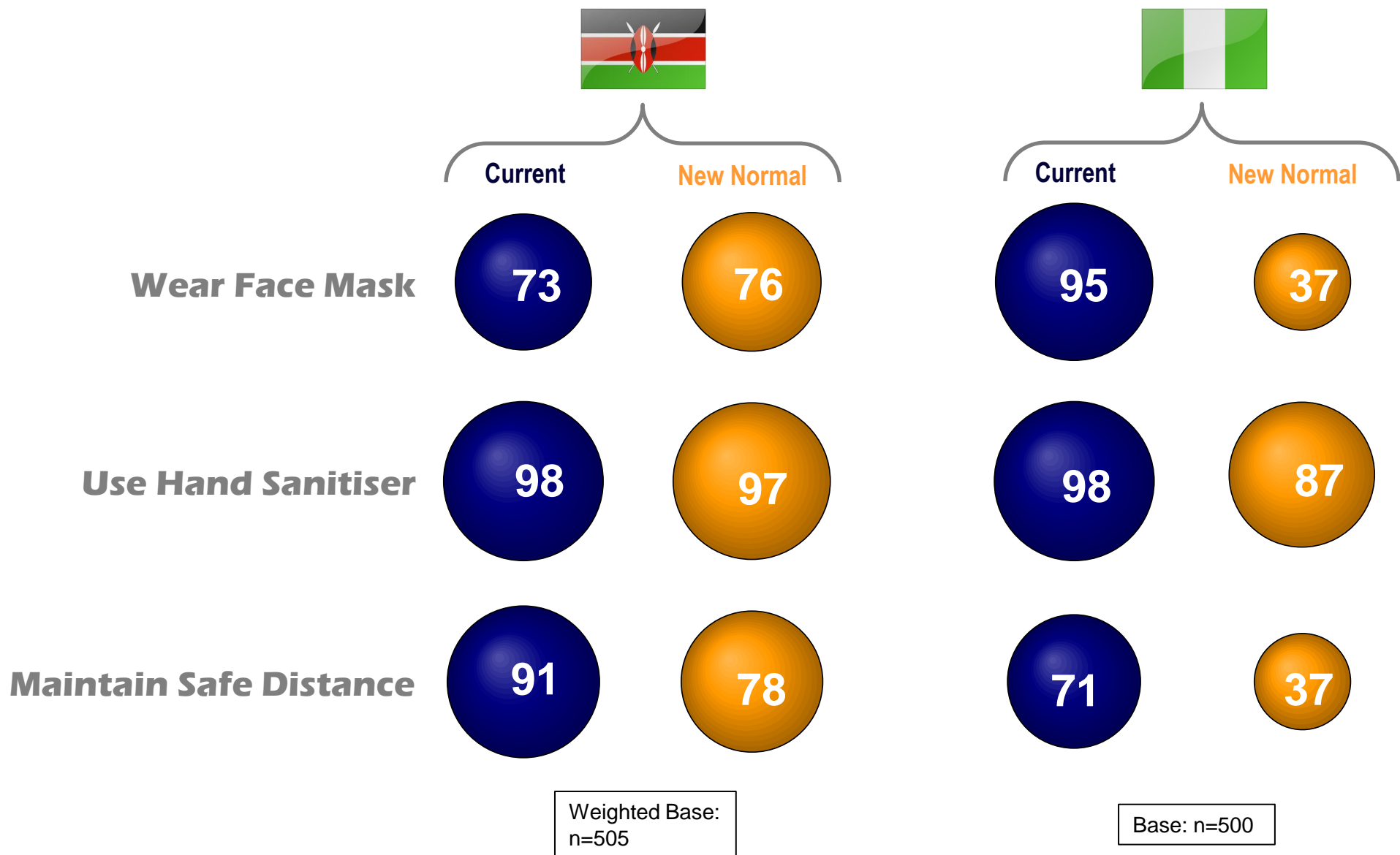


Base: n=500



Personal Protective Measures

(Base: Total Samples)



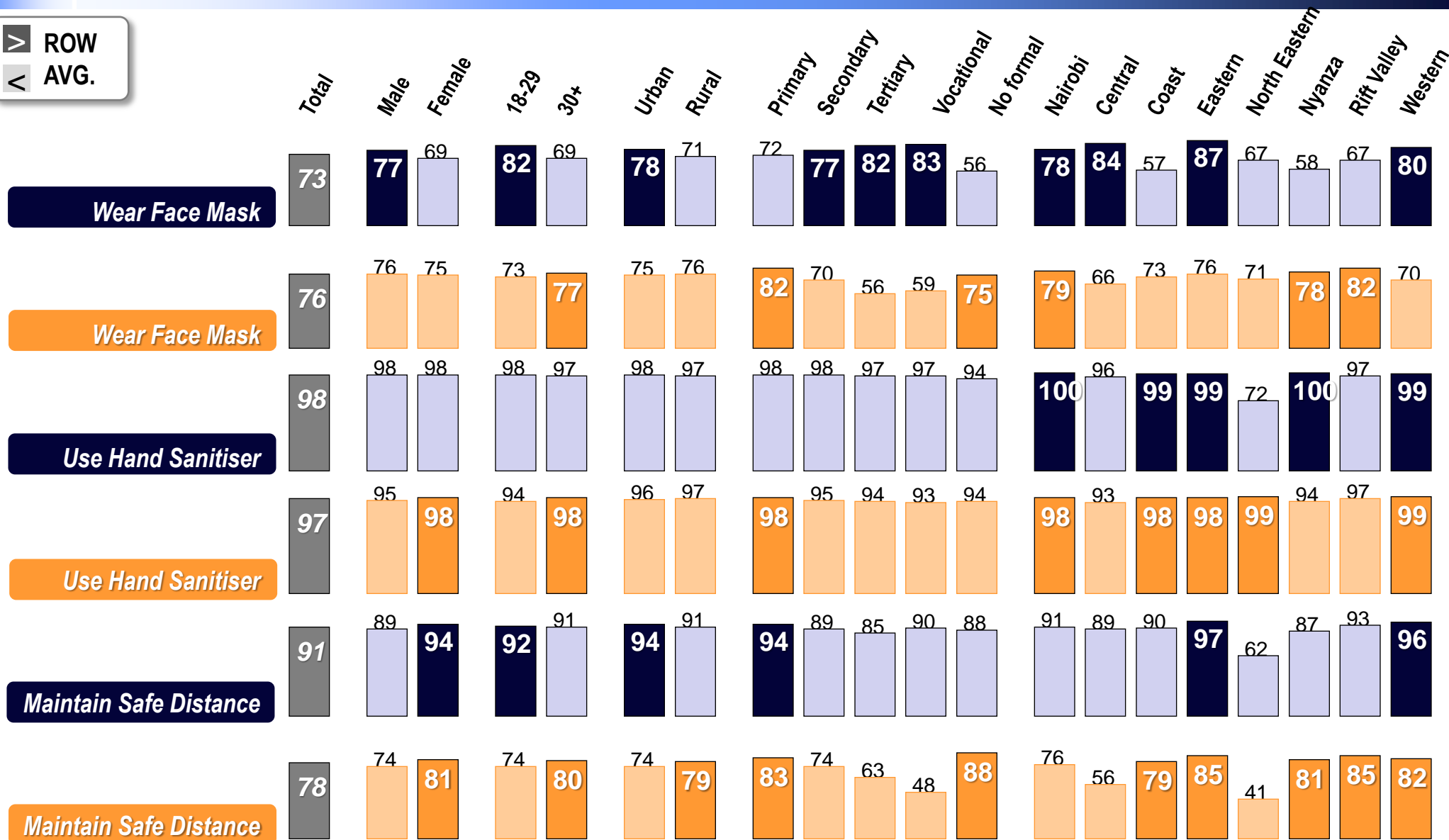
Summary: Adherence to Safety Measures

- Although 9% of Kenyans and 8% of Nigerians have knowledge of Covid-19 infections among their circle of acquaintances; and 5% of Kenyans and 4% of Nigerians know of someone who succumbed to the disease, adherence to the three most common safety measures is not universal:
 - While 95% of Nigerians claim to be wearing face masks, just 73% of Kenyans do
 - 91% of Kenyans claim to be observing social distancing rules; just 71% of Nigerians do
 - Both Kenyans and Nigerians (98% each), however, agree on the use of hand sanitisers
- With the exception of using hand sanitisers, few Nigerians would stick to observing protective measures, once the immediate crisis has passed
- More Kenyans claim they will maintain social distancing rules and the wearing of masks in a “new normal” environment



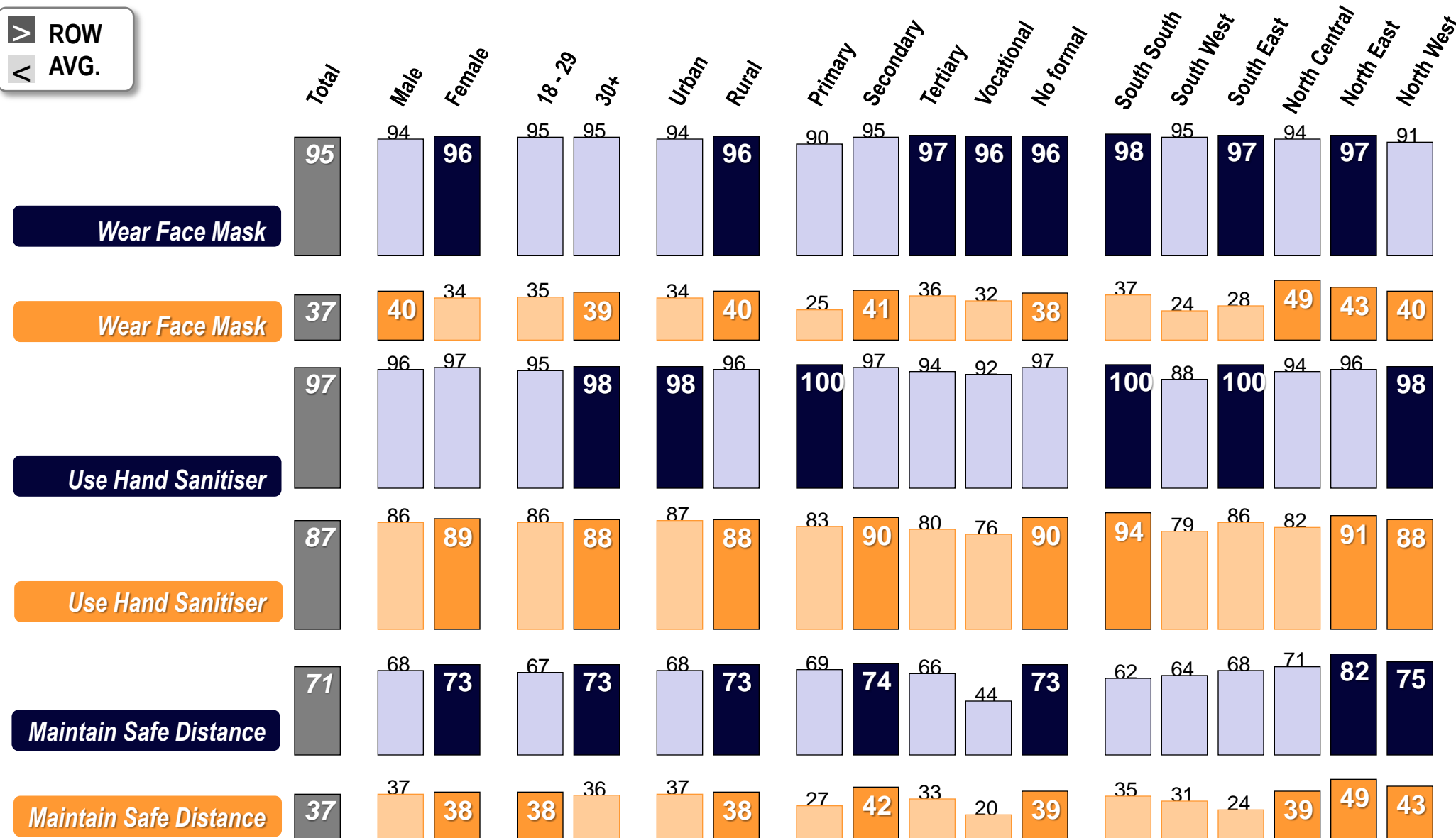
Personal Protective Measures (Kenya): Current vs. "New Normal"

> ROW
< AVG.



Personal Protective Measures (Nigeria): Current vs. "New Normal"

> ROW
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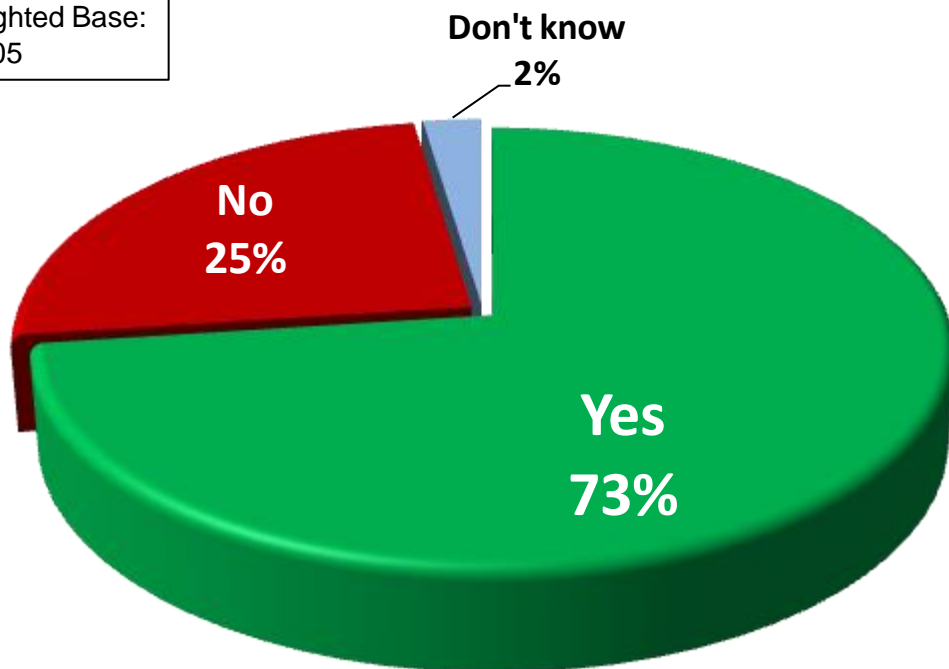


Interest In A Contact Tracing App

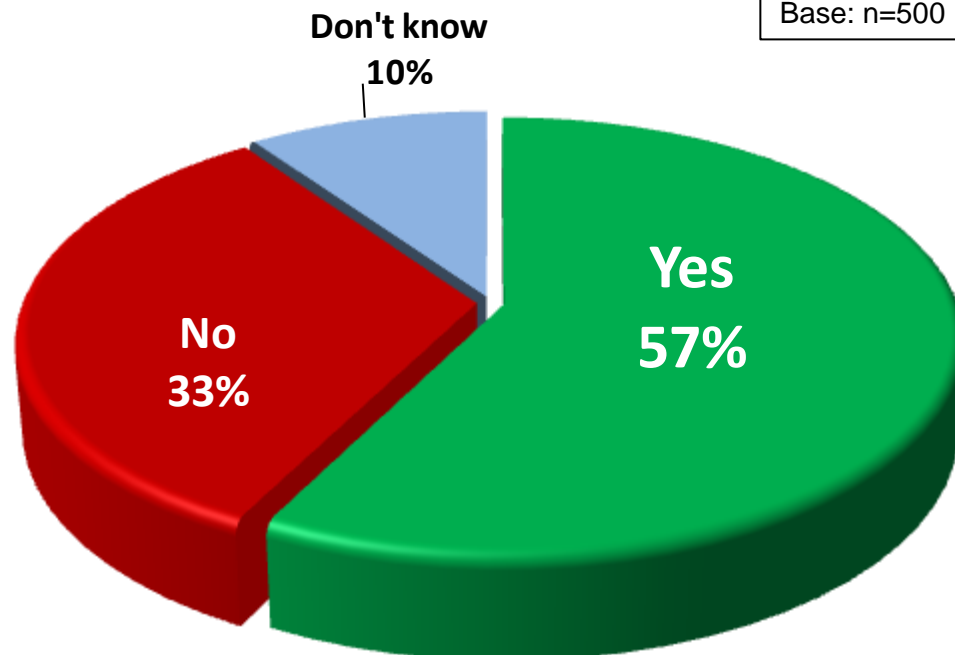
(Base: Total Samples)



Weighted Base:
n=505



Base: n=500



- Nigerians show less interest in a Corona Warning and Contact Tracing app than Kenyans
- A greater proportion of Nigerians (33%) would refuse such an app to their phones than Kenyans (25%)

Impact on Medical Care & Supplies

(Total Samples)

> ROW
< AVG.

Other medicine
for acute condition
such as malaria
or a seasonal flu

Vaccinations for
my child or children

Condoms

Contraceptives
such as the
injection

Medicine for an
ongoing, chronic
condition such
as diabetes

Critical chronic
medicine like HIV
Anti-retrovirals
or TB medication



Weighted Base:
n=505

Yes

22

14

9

13

10

5

No

47

47

46

39

28

29

Don't use

31

39

45

47

62

66



Base: n=500

Yes

29

19

13

16

15

8

No

66

63

65

67

56

56

Don't use

5

18

21

17

29

36

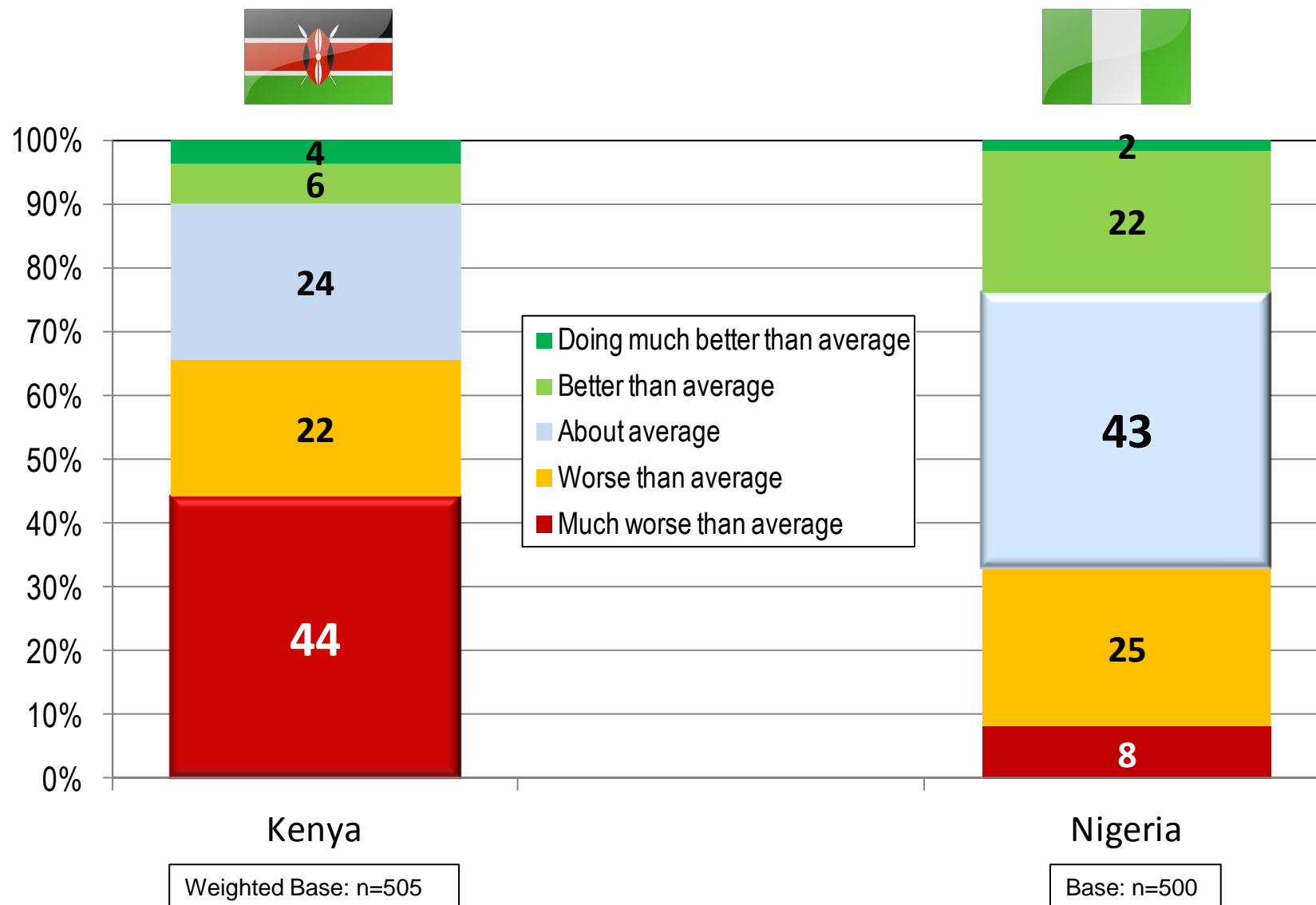
Summary: Access To Health Care

- The Covid-19 pandemic and its concomitant restrictions (e.g. lockdowns) have curtailed access to essential medicines and vaccinations for those who require them:
 - 66% of Nigerians and 47% of Kenyans could not get medicines for the treatment of endemic malaria or the seasonal flu during the month prior to the interview
 - Similar proportions (63% in Nigeria; 47% in Kenya) could not obtain vaccinations for their children
 - Although greater proportions among Kenyans and Nigerians do not require them, access to treatments for chronic conditions, such as diabetes, was limited
 - By the same token, essential drug regimens for the treatment of HIV or TB could not be maintained; Nigerians were affected much more seriously than Kenyans



Current Economic Self-Assessment

(Base: Total Samples)



- While 43% of Nigerians describe their economic situation as being average, 44% of Kenyans complain of being far below average
- The proportion of slightly or far above average comes in at 24% in Nigeria against a mere 10% in Kenya
- Regardless of their self-assessment of financial well-being, both Kenyans (Net Score: -78%) and Nigerians (Net Score: -81%) have been hit hard by the financial impact of Covid-19
- The negative effects cut across all demographic breakdowns in both countries; differences are just a matter of degree

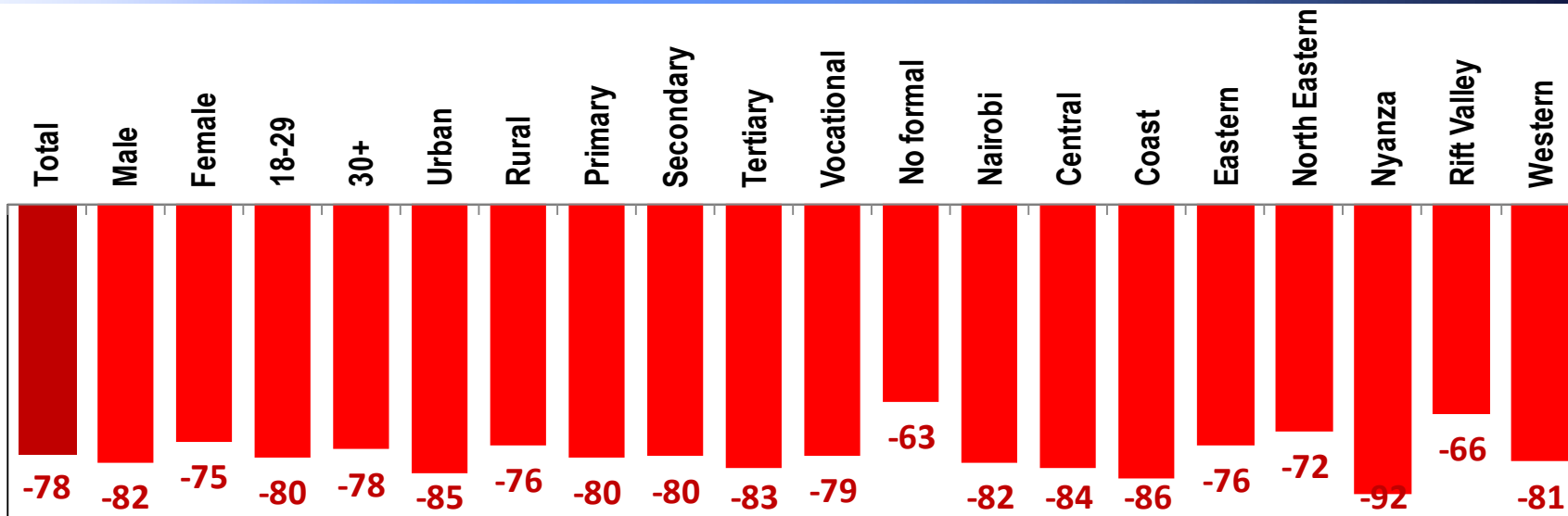


Impact of Covid-19 on Household Income

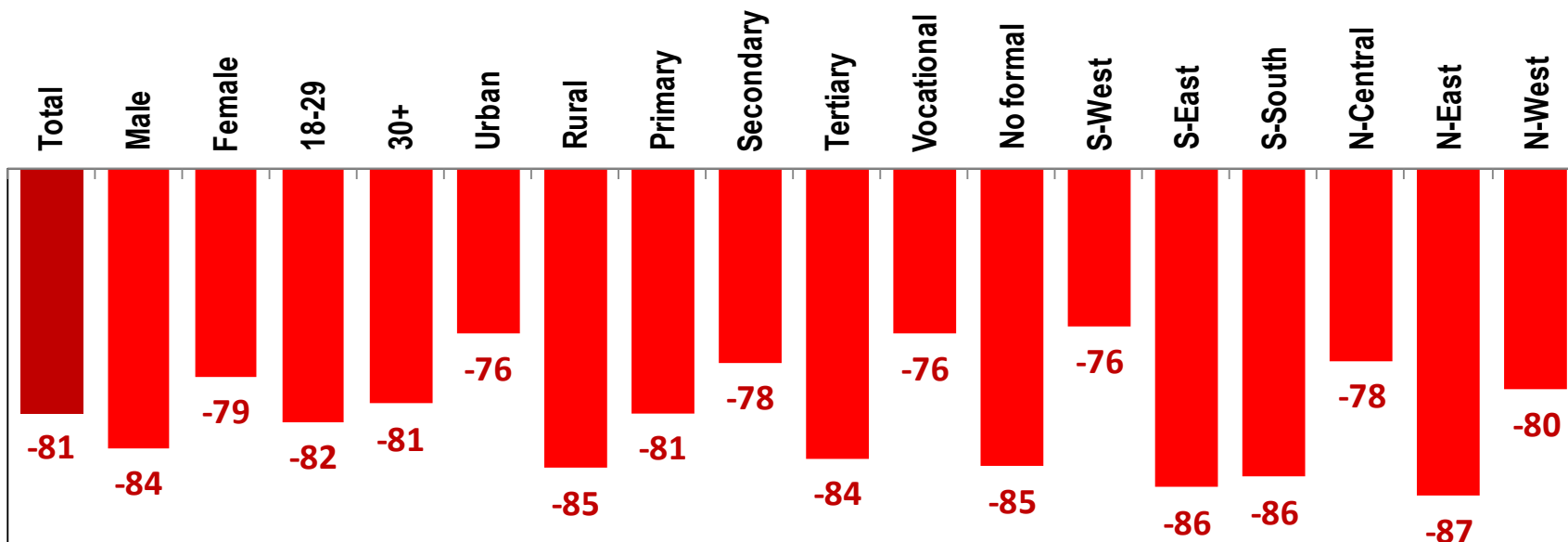
(Net Scores: **% INCREASED** minus **% DECREASED**)



Weighted Base:
n=505



Base: n=500





Respondent Demographics

(Unweighted Data)

Achieved Sample vs. 2019 Census



Province	County	Panel CATI %	2019 Census %	INDEX: Panel CATI Over/Under-represented
Central	Kiambu	5.0	5.1	98
	Kirinyaga	1.4	1.3	109
	Murang'a	2.4	2.2	108
	Nyandarua	1.6	1.3	119
	Nyeri	1.8	1.6	113
	Total	12.2	11.5	106
Coast	Kilifi	3.0	3.1	98
	Kwale	1.8	1.8	99
	Lamu	0.2	0.3	66
	Mombasa	2.6	2.5	102
	Taita/Taveta	0.8	0.7	112
	Tana River	0.8	0.7	120
	Total	9.2	9.1	101
Eastern	Embu	1.4	1.3	109
	Isiolo	0.4	0.6	71
	Kitui	2.4	2.4	100
	Machakos	3.0	3.0	100
	Makueni	2.2	2.1	106
	Marsabit	1.0	1.0	103
	Meru	3.2	3.2	98
	Tharaka-Nithi	0.8	0.8	97
	Total	14.4	14.3	100
Nairobi	Nairobi City	8.9	9.2	96
North Eastern	Garissa	1.8	1.8	102
	Mandera	0.4	1.8	22
	Wajir	1.6	1.6	97
	Total	3.8	5.2	73

Province	County	Panel CATI %	2019 Census %	INDEX: Panel CATI Over/Under-represented
Nyanza	Homa Bay	2.6	2.4	109
	Kisii	2.8	2.7	105
	Kisumu	2.6	2.4	107
	Migori	2.8	2.3	119
	Nyamira	1.2	1.3	94
	Siaya	2.2	2.1	105
	Total	14.2	13.2	108
Rift Valley	Baringo	1.4	1.4	100
	Bomet	1.8	1.8	98
	Elgeyo/Marakwet	0.8	1.0	84
	Kajiado	2.4	2.4	102
	Kericho	1.8	1.9	95
	Laikipia	1.2	1.1	110
	Nakuru	4.8	4.5	106
	Nandi	2.0	1.9	107
	Narok	2.4	2.4	99
	Samburu	0.6	0.7	92
	TransNzoia	2.2	2.1	106
	Turkana	2.0	1.9	103
	UasinGishu	2.4	2.4	98
	West Pokot	1.2	1.3	92
	Total	27.0	26.8	101
Western	Bungoma	3.6	3.5	102
	Busia	1.8	1.9	96
	Kakamega	4.0	3.9	102
	Vihiga	1.4	1.2	113
	Total	10.8	10.6	102

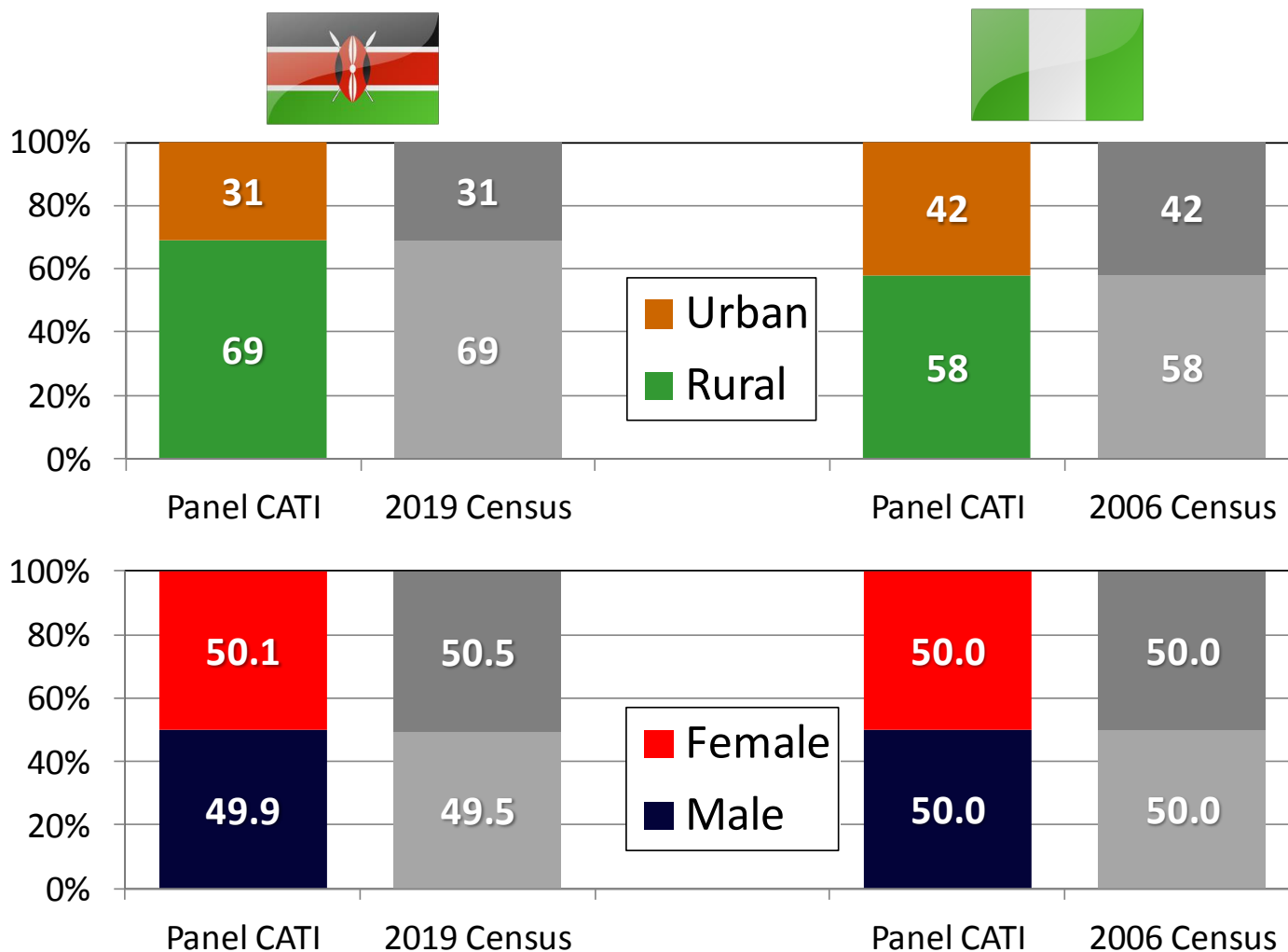
Achieved Sample vs. 2006 Census



Geo-Political Zone	State	Panel CATI %	2006 Census %	INDEX: Over/Under-represented
South West	Ekiti	1.6	1.7	94
	Lagos	6.6	6.5	102
	Ogun	2.6	2.7	97
	Ondo	2.4	2.5	98
	Osun	2.4	2.4	99
	Oyo	4.0	4.0	101
	Total	19.6	19.7	99
South East	Abia	2.0	2.0	99
	Anambra	3.0	3.0	101
	Ebonyi	1.6	1.6	103
	Enugu	2.2	2.3	94
	Imo	2.8	2.8	100
	Total	11.6	11.7	99
South South	Akwa Ibom	2.8	2.8	101
	Bayelsa	1.2	1.2	99
	Delta	2.8	2.9	96
	Edo	2.4	2.3	104
	Rivers	3.8	3.7	103
	Cross River	2.2	2.1	107
	Total	15.2	15.0	101

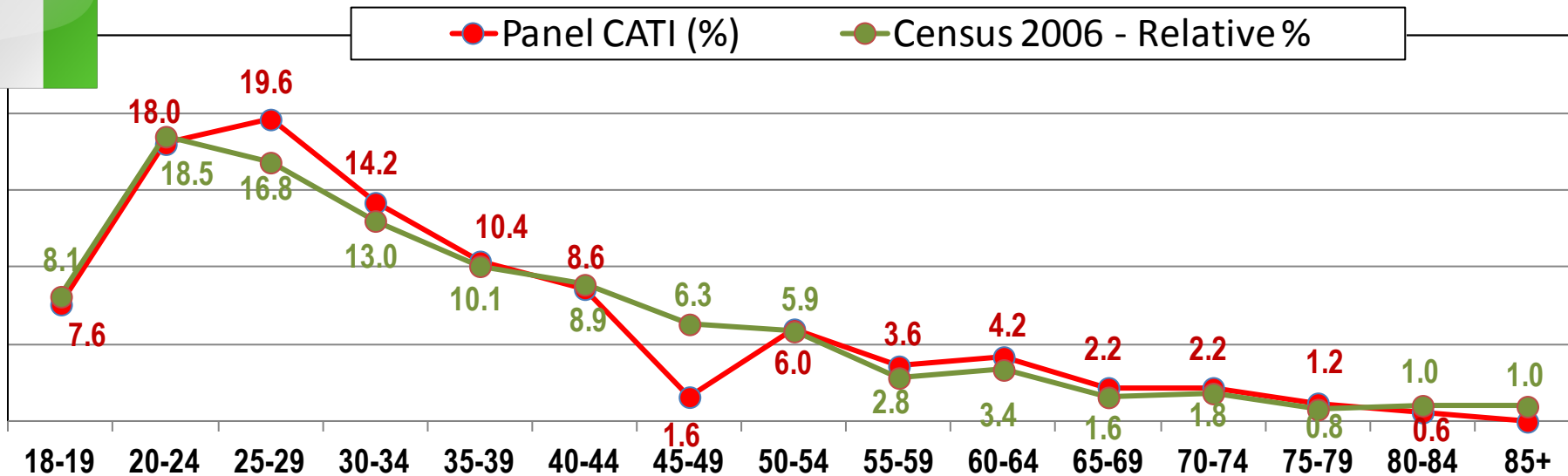
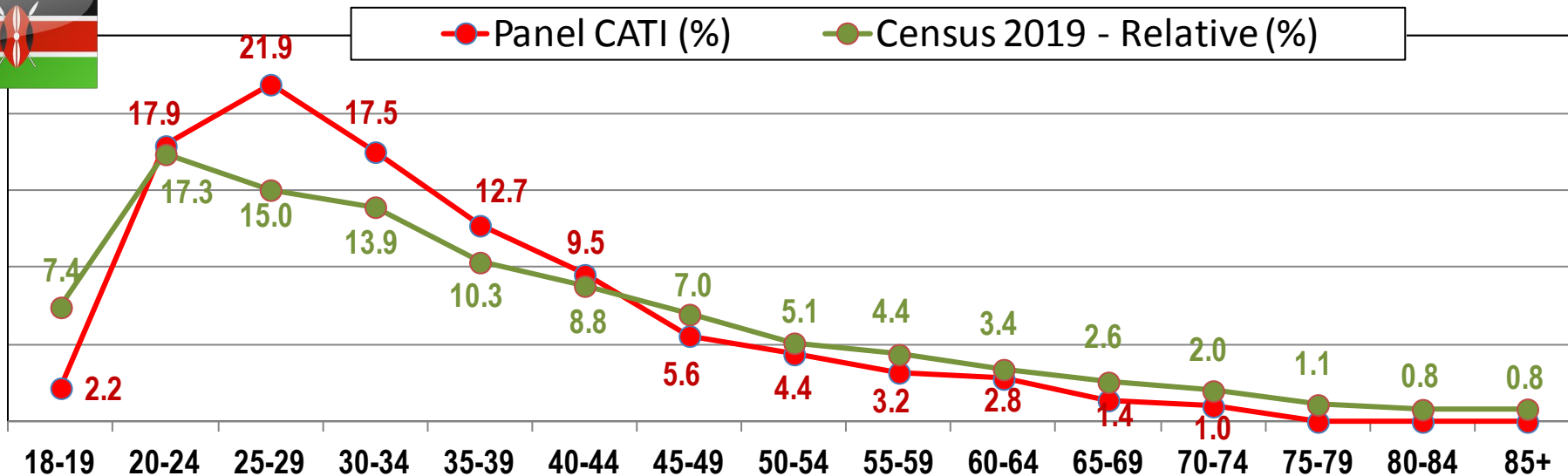
Geo-Political Zone	State	Panel CATI %	2006 Census %	INDEX: Over/Under-represented
North West	Jigawa	3.2	3.1	103
	Kaduna	4.4	4.4	101
	Kano	6.6	6.7	99
	Katsina	4.2	4.1	102
	Kebbi	2.2	2.3	95
	Sokoto	2.6	2.6	98
	Zamfara	2.4	2.3	103
	Total	25.6	25.6	100
North Central	Benue	3.0	3.0	99
	FCT Abuja	1.0	1.0	100
	Kogi	2.2	2.4	93
	Kwara	1.8	1.7	107
	Nasarawa	1.4	1.3	105
	Niger	2.8	2.8	99
	Plateau	2.2	2.3	96
	Total	14.4	14.5	99
North East	Adamawa	2.2	2.3	97
	Bauchi	3.2	3.3	97
	Borno	3.0	3.0	101
	Gombe	1.8	1.7	107
	Taraba	1.6	1.6	98
	Yobe	1.8	1.7	109
	Total	13.6	13.5	101

Urbanisation & Gender vs. Census

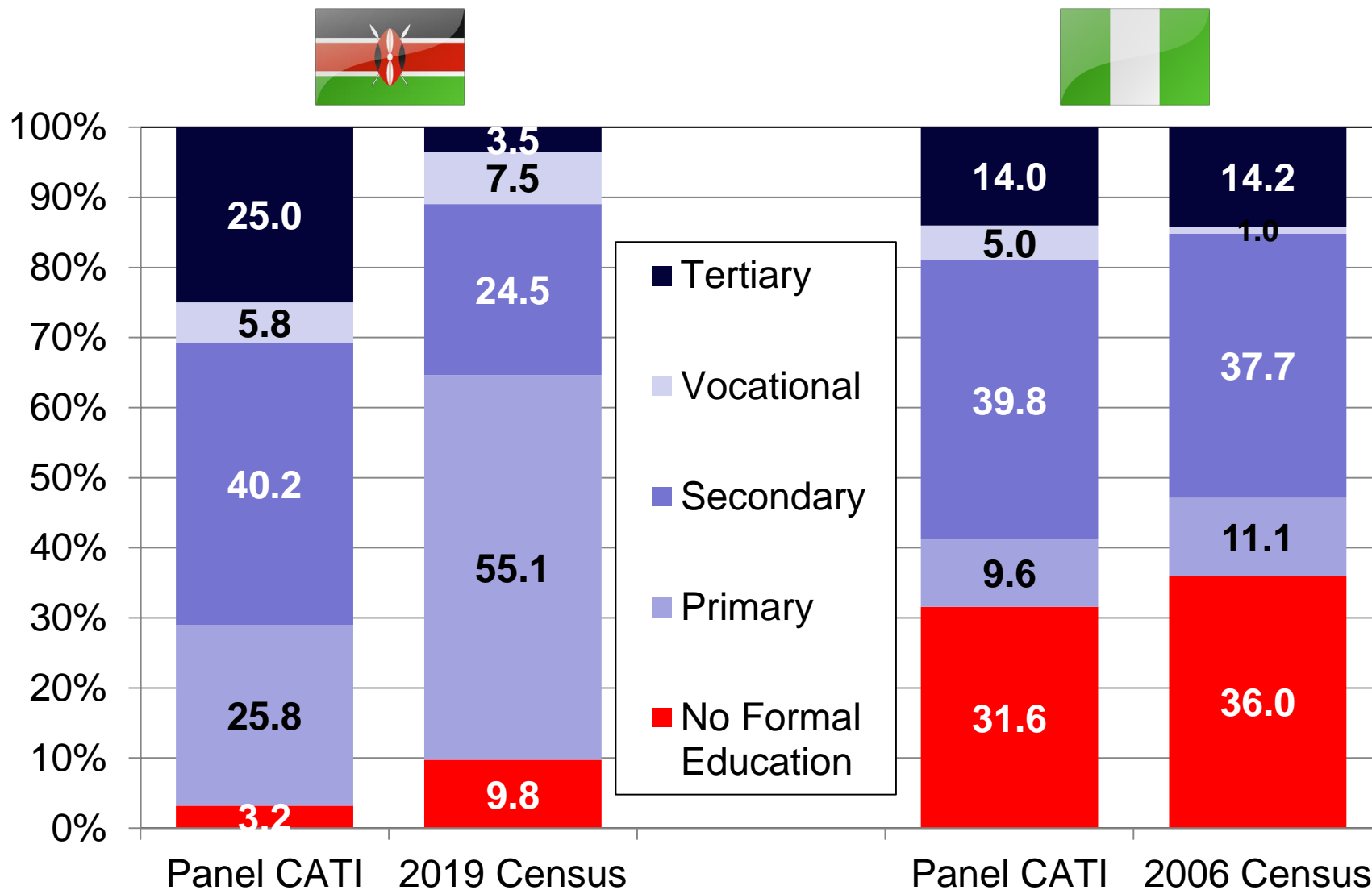


- The proportion of urban and rural locations (also within Counties / States) and the distribution by gender were rather spot-on in both countries

Age Distributions vs. Census



Educational Achievement vs. Census



- Delays or errors in passive quota control resulted in some over-achievement among younger respondents in Kenya; and a shortfall of 45 to 49 year olds in Nigeria
- A similar oversight in blocking cells resulted in educational achievements in the Kenyan sample to resemble an Online or RDD sample; there is a pronounced skew toward secondary and tertiary education
- Quota controls implemented by the team in Lagos were more effective on this parameter
- A certain learning curve, however, was not unexpected in a pilot study
- This, however, made it necessary to weight the Kenyan data set by educational achievement





KENYA

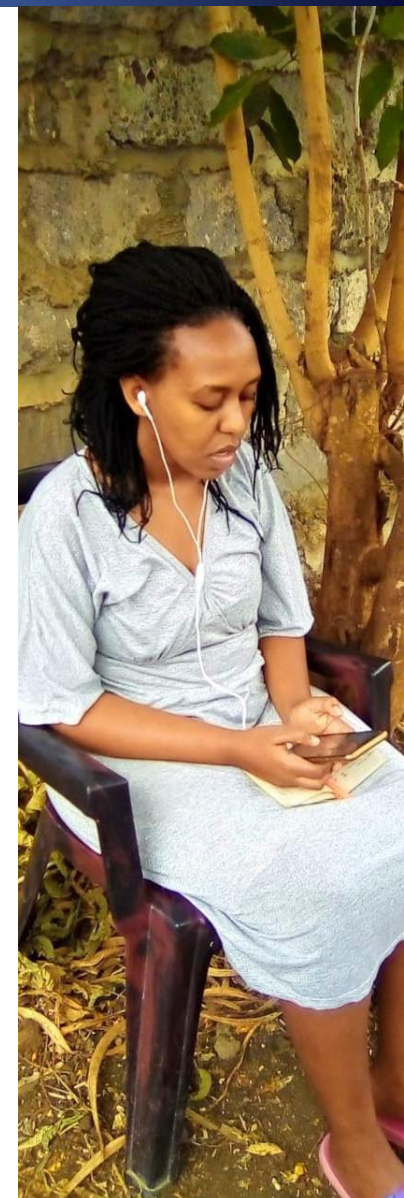
Dispositions
Appointment
Invalid Number / Not in Service
Language Barrier
No answer
Not Reachable
Switched Off
Refusal
Quota filled up
Successful
Grand Total

Freq	%
67	3.3
558	27.1
5	0.2
158	7.7
483	23.5
56	2.7
137	6.7
91	4.4
503	24.4
2,058	100.0








NIGERIA

Freq	%
44	2.3
118	6.1
26	1.3
248	12.9
391	20.3
482	25.0
105	5.4
13	0.7
500	25.9
1,927	100.0

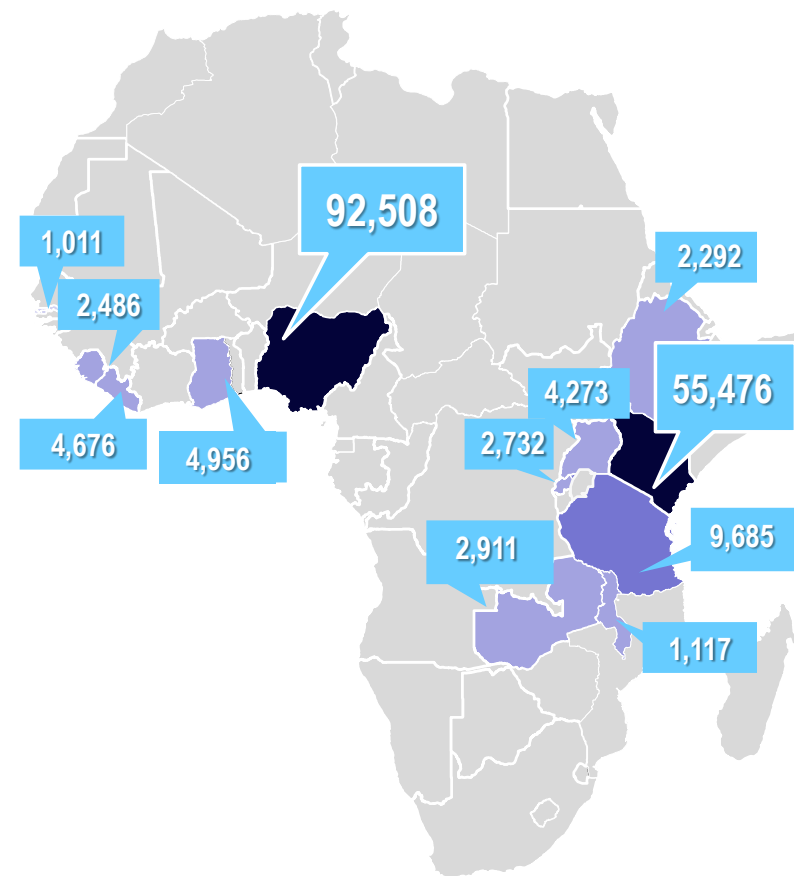




	KENYA			NIGERIA	
Project	RDD Pilot 1	RDD Pilot 2	Panel CATI	RDD Pilot	Panel CATI
Platform					
Dialling Mode	Predictive	Predictive	Manual	Predictive	Manual
Call Mode	VOIP	VOIP	Mobile	VOIP	Mobile
Sample Size (Numbers Loaded)	16,009	9,779	5,000	3,287	5,000
Target Sample	500	500	500	n/a	500
Achieved Sample	504	504	503	218	500
Fieldwork Days	10	4	4	3	5
Dial Attempts	13,947	3,773	2,058	2,297	1,927
Completes/Attempts	4%	13%	24%	10%	26%
Interviewers	20	20	10	7	8
Avg. Daily Achievement per interviewer	2	7	15	12	13



- There are many good reasons for opting for an RDD solution with numbers supplied by a sample provider; cost effectiveness, however, is not one of them... **So Why Pay More?**
- Our database of numbers offers several advantages :
 - **Targeted calling** to even out imbalances in Online Surveys or reaching special target groups (quota-based)
 - **Source for numbers** to use in RDD (the last two digits are shifted upwards to achieve the randomisation; hence, no actual panel members are being called)
 - **Drawing a random sample**, representative of geographic population distributions (as we did in this pilot study); only passive quota controls are being used; in African countries, networks are close to 100% based on mobile technology; our approach helps replicate the benefits of a fixed line sample



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