

Pilot Study I: RDD CATI & Online Community *Social Distancing in Kenya & Nigeria*

- As face-to-face fieldwork has been severely affected by containment measures for Covid-19, our American partners, D3 Systems, in collaboration with GDCC in the Netherlands, wanted to test the feasibility of running *Random Digit Dialling* CATI from Kenya; hence, a pilot survey to test the technology was commissioned
- Infinite Insight was given the opportunity to insert five questions in the pilot questionnaire
- While testing RDD in Kenya, we also wanted to explore the potential of Online Communities; thus, we ran the same 5 questions in Nigeria as an online questionnaire
- The following pages present survey findings and discuss the merits/demerits of both data collection methodologies (for coverage and demographics, the Kenyan CATI results are also compared to Online results, obtained in our [Multi-country Online Pilot Study](#))



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Two Names... One Company!



D3 Systems, Inc.





- The CATI system was operated and hosted by GDCC, using the NEBU platform
- 5,000 phone numbers were provided; VOIP calls were routed through the GDCC server in Rotterdam
- Two daily shifts were scheduled: *in-office* from 9am to 3pm and *@home* from 3pm to 9pm
- Briefing Date: 19 May 2020
- Field Dates: 29th May – 11th June, 2020
- Respondents: Kenyans, aged 18+
- Total Achievement: 504



- Members of our Online Community were alerted via email and SMS
- The survey link was also fed into various WhatsApp groups across the country
- The questionnaire was scripted in Google Forms
- Field Dates: 9 -13 May, 2020
- Respondents: Nigerians, aged 18+
- Total Achievement: 527



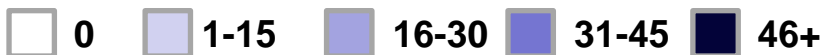
- The principal objective of the pilot study was to test the technology: bandwidth for VOIP, dialling and QC protocols, natural fall-out by demographics (no quotas for regions, gender, or age groups were set); consequently, survey results were not weighted
- By the same token, we tried to replicate natural fall-out in the online survey in Nigeria; however, the survey link was fed into regional WhatsApp groups, which expanded geographic coverage
- The Nigerian Team were fully involved in the RDD CATI preparations in Kenya; hence, we can also implement this methodology across West Africa, with Lagos serving as the hub



Geographic Spread - Kenya

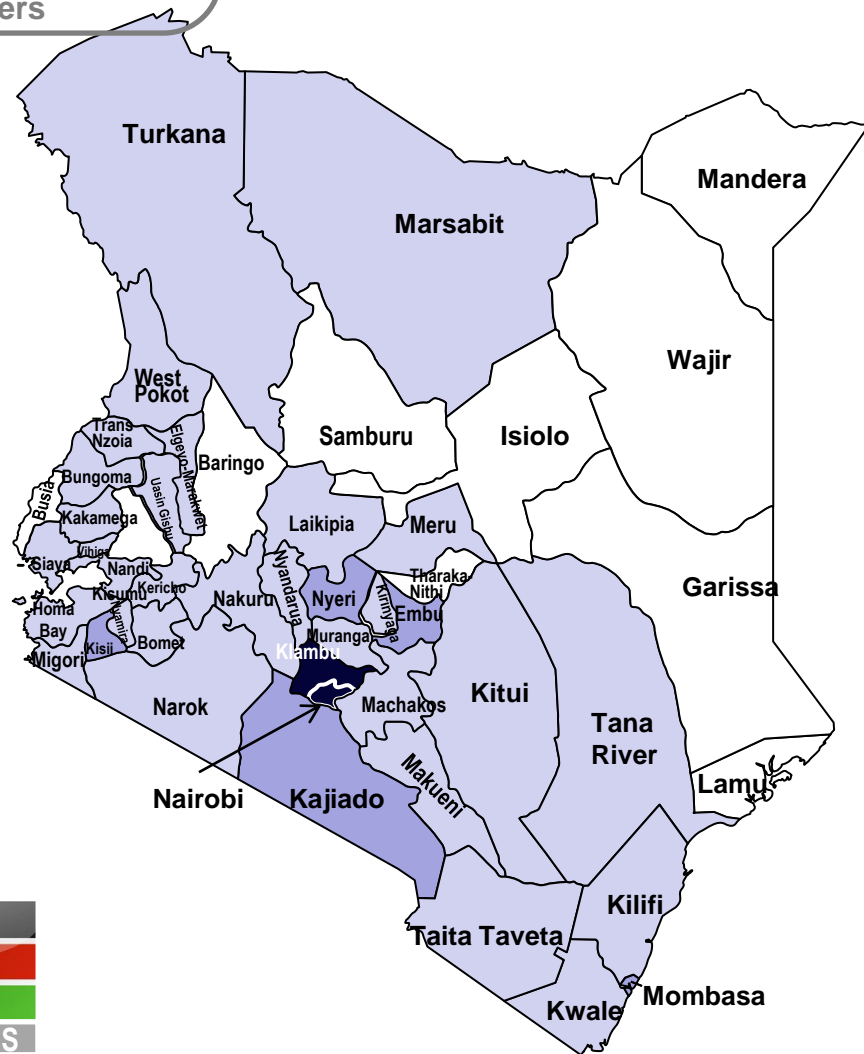
(CATI: n=504; Online: n=518)

CATI



Respondents in Absolute Numbers

ONLINE

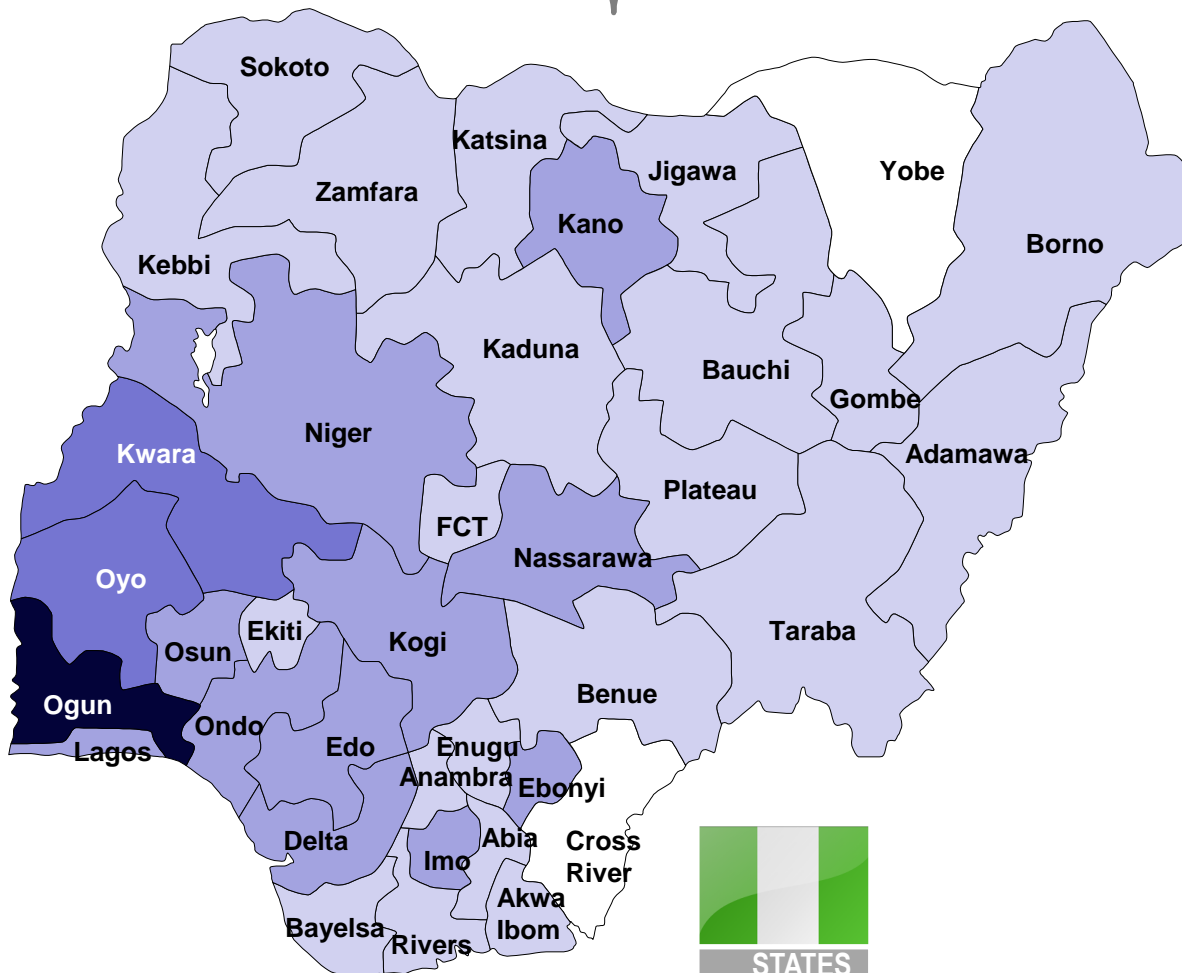


Geographic Spread - Nigeria

(Online: n=527)



Respondents in Absolute Numbers

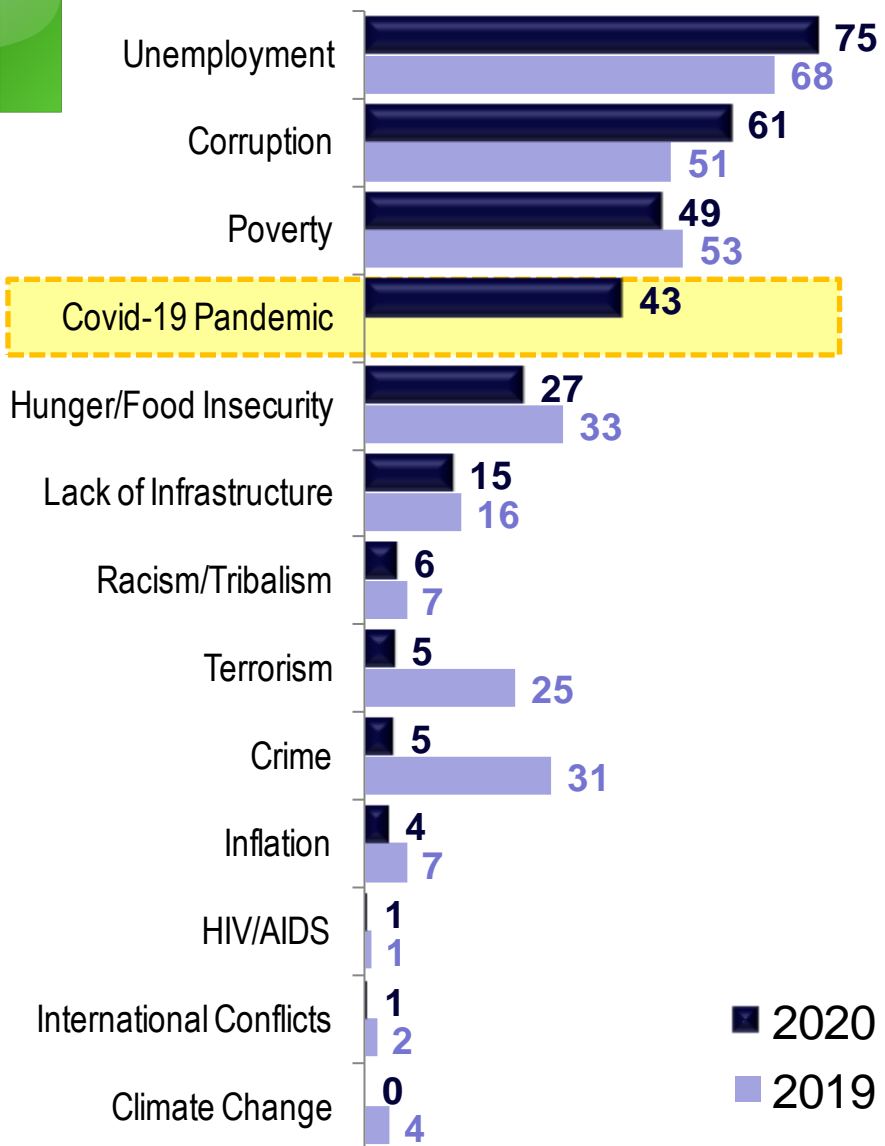
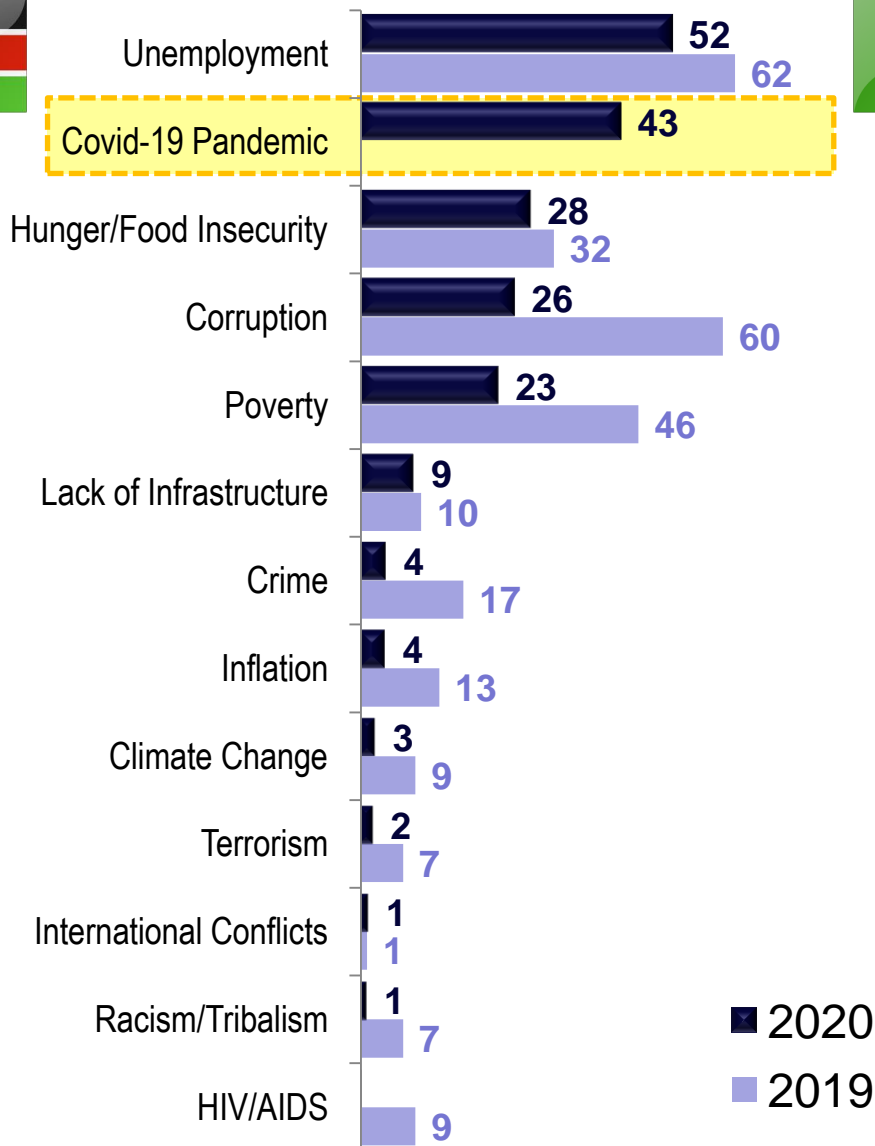




Survey Results

Most pressing Problems in Kenya / Nigeria

(2019/2020 Trends; Kenya: n=; Nigeria: n=527)

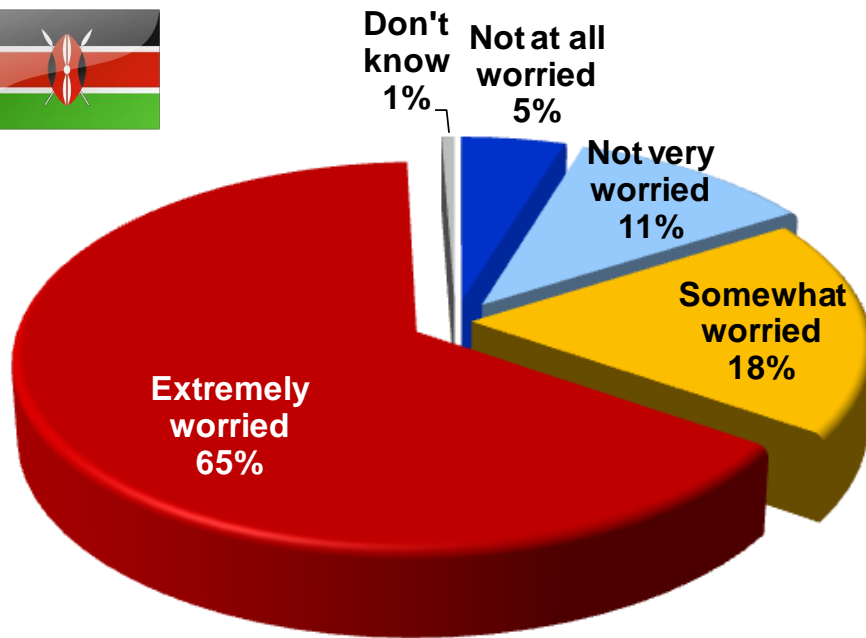


- 43% each in either country named the Covid-19 crisis as a pressing issue for their country
- However, while Covid-19 is the second-most important problem in Kenya, right after Unemployment, in Nigeria, the pandemic comes in at Number 4; it is preceded by Unemployment, Corruption, and Poverty
- While the Nigerian response rates fall well in line with the results obtained in a F2F survey in 2019, Kenyan responses in the RDD pilot came in at a considerably lower level; hence, not all drastic declines might be attributed to shifting priorities, but could be the result of the interviewing method
- This is confirmed by looking at *Share of Mention*, instead:
 - The top six problems in both Kenya and Nigeria account for 87%
 - Priorities may differ among respondents in Kenya and Nigeria, but results are, indeed, comparable across methodologies

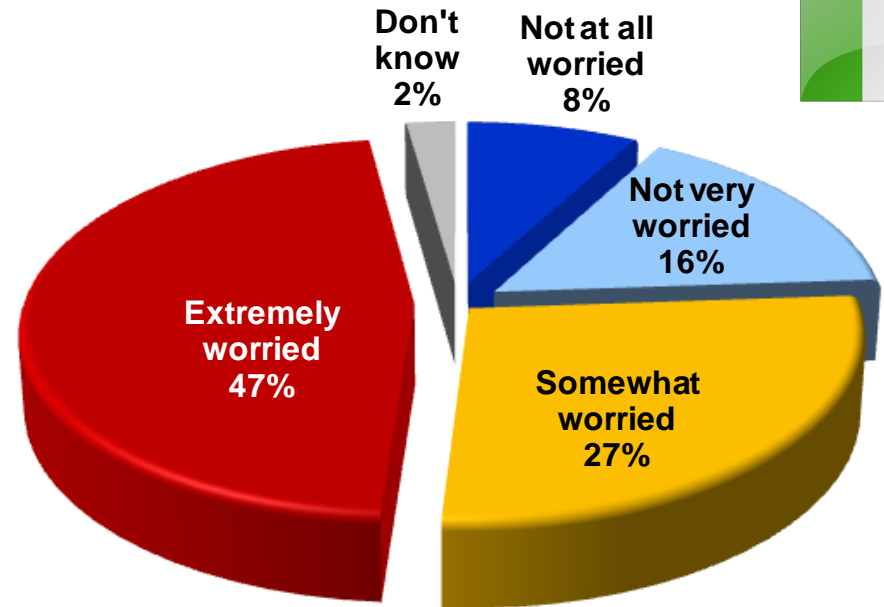
SHARE OF MENTION		
	Kenya	Nigeria
	%	%
Unemployment	23	25
Covid-19 Pandemic	20	14
Hunger/Food Insecurity	13	9
Corruption	13	20
Poverty	10	17
Inflation	7	1
Total	87	87

Level of Concern About Covid-19

(Kenya: n=504; Nigeria: n=527)



MEAN SCORE: 3.4 **



MEAN SCORE: 3.2

- Kenyan respondents are significantly more concerned (at 95% confidence) than their Nigerian counterparts
- Within the Kenyan sample, women are more concerned than men, and residents of Rift Valley more than Nairobians (90% confidence)
- In the Nigerian sample, again, women are more concerned than men (90% confidence); and North-Westerners significantly more than other regions (95% confidence)

Significance: * = 90%; ** = 95%; *** = 99%)

Level of Concern About Covid-19

(Detailed Responses by demographics and province - Kenya)

	Total	Male	Female	18-29	30+
Base:	504	315	189	263	241
	%	%	%	%	%
Not at all worried (1.0)	5	5	4	5	5
Not very worried (2.0)	11	13	8	12	11
Somewhat worried (3.0)	18	20	16	18	19
Extremely worried (4.0)	65	61	71	65	65
Don't know	1	1	1	0	1
Mean score	3.4	3.4	3.6	3.4	3.4
		-	+		




	Total	Nairobi	Central	Coast	Eastern	North Eastern	Nyanza	Rift Valley	Western
Base:	504	113	54	64	56	7	67	109	34
	%	%	%	%	%	%	%	%	%
Not at all worried (1.0)	5	7	7	5	7	0	3	2	3
Not very worried (2.0)	11	16	13	11	5	14	15	7	9
Somewhat worried (3.0)	18	17	11	33	21	14	15	17	15
Extremely worried (4.0)	65	59	69	48	66	71	67	73	74
Don't know	1	1	0	3	0	0	0	0	0
Mean score	3.4	3.3	3.4	3.3	3.5	3.6	3.5	3.6	3.6
		-						+	


Significance: * = 90%; ** = 95%; *** = 99%)

Level of Concern About Covid-19

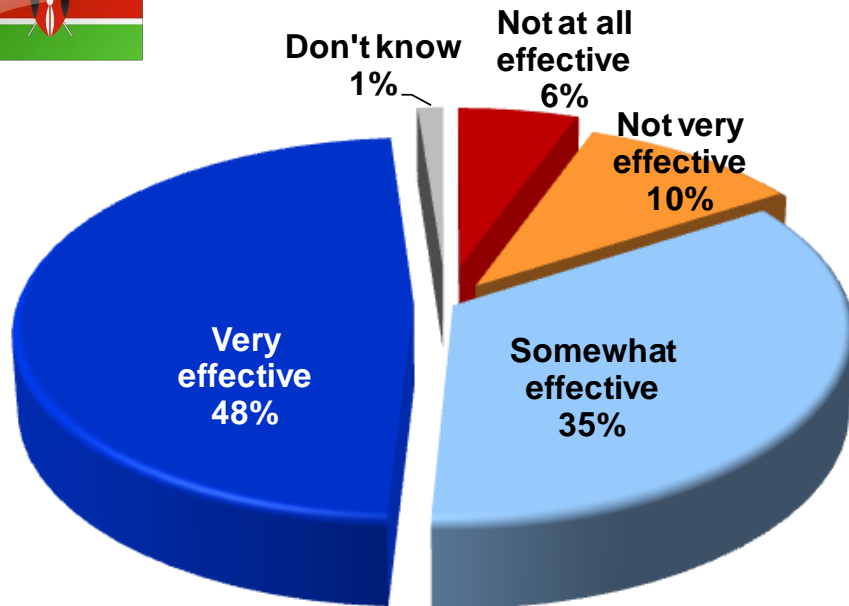
(Detailed Responses by demographics and geo-political zones - Nigeria)

	Total	Male	Female	18 - 29 Years	30+ Years
<i>Base:</i>	527	299	228	288	239
	%	%	%	%	%
Not at all worried (1.0)	8	10	5	7	10
Not very worried (2.0)	16	17	14	17	14
Somewhat worried (3.0)	27	27	27	29	25
Extremely worried (4.0)	47	43	52	44	50
Mean score	3.2	3.1	3.3	3.1	3.2
		-	+		

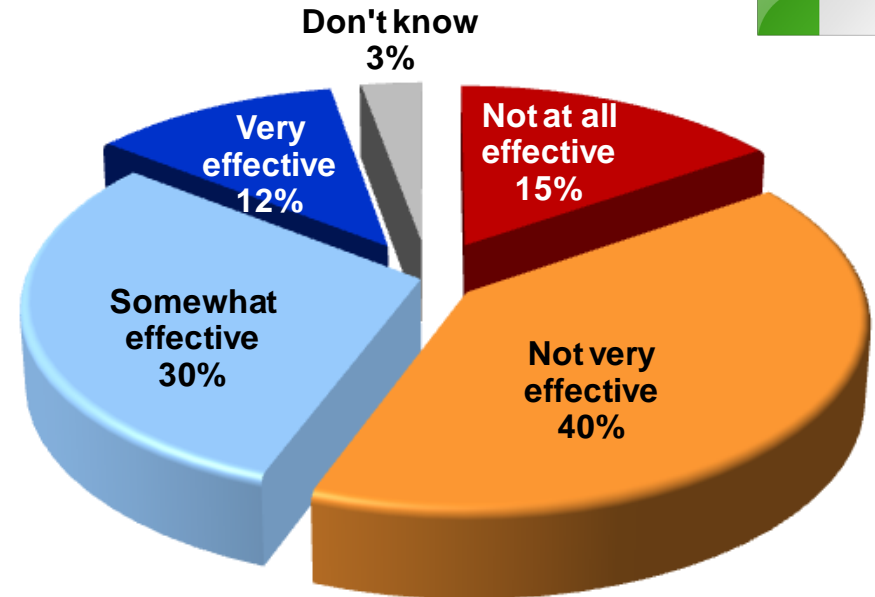


	Total	North Central	North East	North West	South East	South South	South West
<i>Base:</i>	527	135	22	59	73	68	170
	%	%	%	%	%	%	%
Not at all worried (1.0)	8	4	5	2	10	13	11
Not very worried (2.0)	16	22	5	7	18	22	12
Somewhat worried (3.0)	27	35	23	22	23	16	29
Extremely worried (4.0)	47	37	64	69	45	44	46
Mean score	3.2	3.1	3.5	3.6	3.1	3.0	3.1
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Significance: * = 90%; ** = 95%; *** = 99%)



MEAN SCORE: 3.3 ***



MEAN SCORE: 2.4

- Kenyan respondents are significantly more satisfied with their government's containment efforts than are Nigerians (99% confidence)
- Satisfaction levels in Kenya are consistent across demographics with no significant differences
- In Nigeria, North-Westerners are more satisfied than the rest of the country, while South-Westerners are significantly less satisfied than the national average (95% confidence)

Significance: * = 90%; ** = 95%; *** = 99%)

Effectiveness of Containment Measures

(Detailed Responses by demographics and Province - Kenya)

	Total	Male	Female	18-29	30+
Base:	504	315	189	263	241
	%	%	%	%	%
Not at all effective (1.0)	6	6	5	8	3
Not very effective (2.0)	10	9	12	11	10
Somewhat effective (3.0)	35	38	30	34	36
Very effective (4.0)	48	46	51	46	50
Don't know	1	1	2	1	1

Mean score	3.3	3.3	3.3	3.2	3.3
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	Total	Nairobi	Central	Coast	Eastern	North Eastern	Nyanza	Rift Valley	Western
Base:	504	113	54	64	56	7	67	109	34
	%	%	%	%	%	%	%	%	%
Not at all effective (1.0)	6	8	6	5	4	0	3	6	6
Not very effective (2.0)	10	14	13	16	5	14	7	7	6
Somewhat effective (3.0)	35	33	22	47	43	43	31	31	44
Very effective (4.0)	48	45	57	31	46	43	57	54	41
Don't know	1	0	2	2	2	0	1	1	3
Mean score	3.3	3.2	3.3	3.1	3.3	3.3	3.4	3.3	3.2

Significance: * = 90%; ** = 95%; *** = 99%)

Effectiveness of Containment Measures

(Detailed Responses by demographics and geo-political zones - Nigeria)

	Total	Male	Female	18 - 29 Years	30+ Years
<i>Base</i>	527	299	228	288	239
	%	%	%	%	%
Not at all effective (1.0)	15	14	18	18	12
Not very effective (2.0)	40	42	39	42	38
Somewhat effective (3.0)	30	30	29	26	34
Very effective (4.0)	12	11	13	10	13
Mean Score	2.4	2.4	2.4	2.3	2.5
				-	+

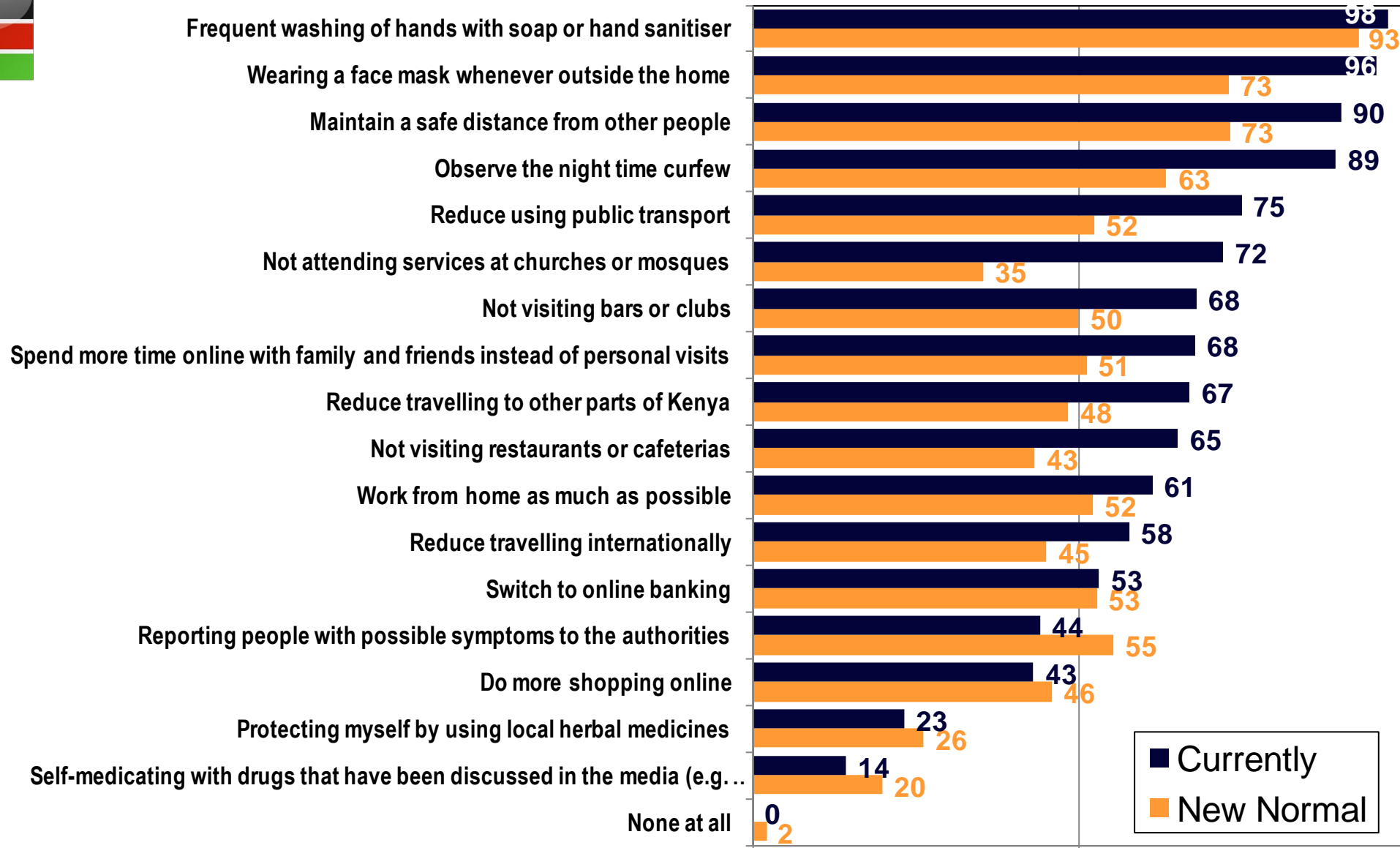
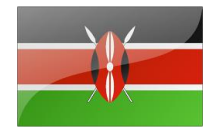


	Total	North Central	North East	North West	South East	South South	South West
<i>Base</i>	527	135	22	59	73	68	170
	%	%	%	%	%	%	%
Not at all effective (1.0)	15	13	23	7	23	15	16
Not very effective (2.0)	40	43	23	25	29	35	53
Somewhat effective (3.0)	30	33	32	34	33	34	23
Very effective (4.0)	12	10	23	34	10	7	6
Mean Score	2.4	2.4	2.5	2.9	2.3	2.4	2.2
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Significance: * = 90%; ** = 95%; *** = 99%)

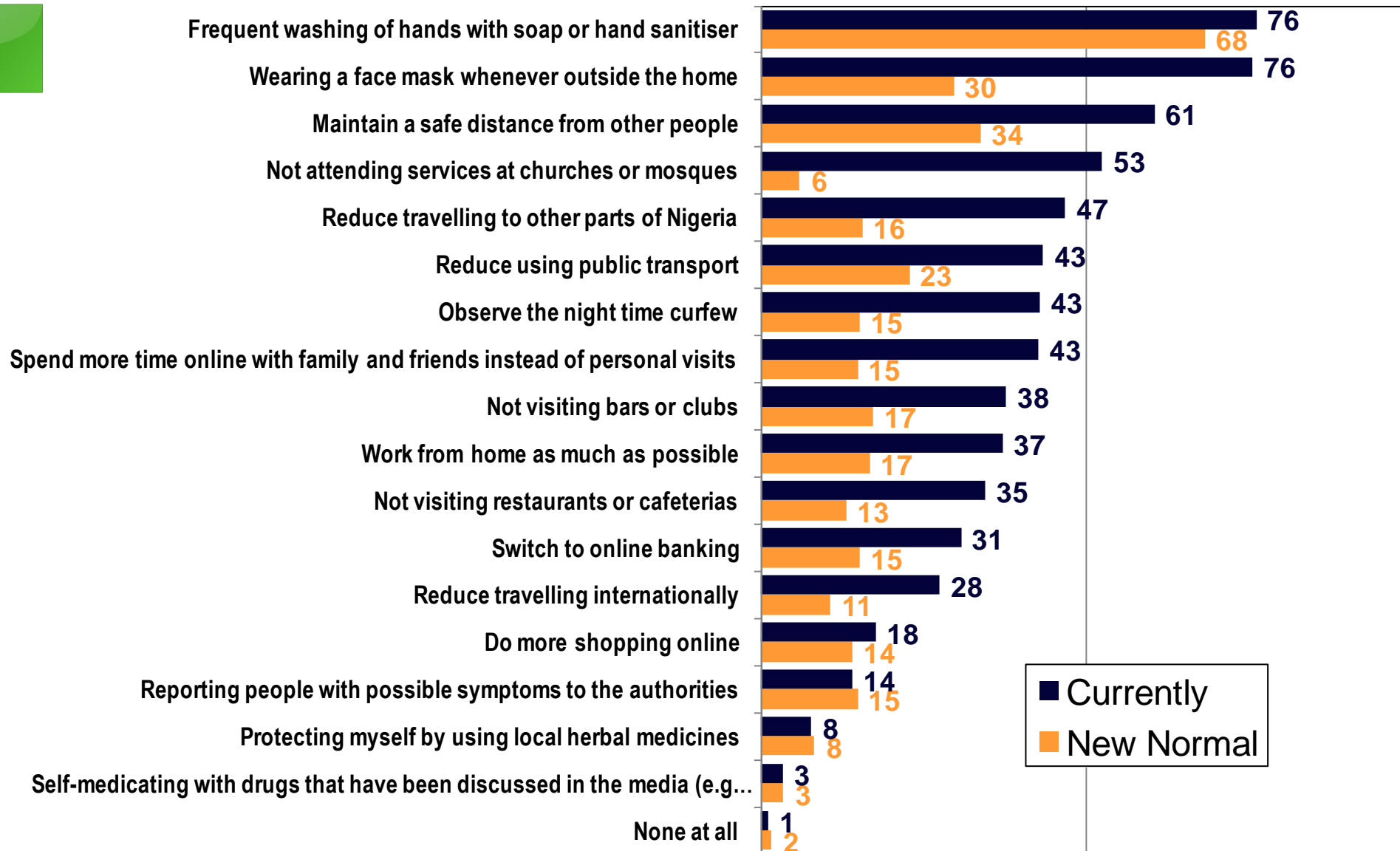
Current vs. Future Safety Measures

(Base: Total Sample Kenya; n=504)



Current vs. Future Safety Measures

(Base: Total Sample Nigeria; n=527)



- Compliance with safety protocols is more pronounced among Kenyan respondents than among their Nigerian counterparts: while among Kenyans, 98% observe hand hygiene, and 96% wear face masks when outside; just 76% of Nigerian respondents affirm compliance with either measure
- This tallies with the higher levels of concern about Covid-19 in Kenya than in Nigeria
- By the same token, adherence to safety protocols would be lower in Nigeria than in Kenya in any “new normal” environment
- Kenyans’ responses are distinct in some regards:
 - Their willingness to resort to herbal medicines or to self-medicate with touted drugs, such as chloroquine, is decidedly higher than among Nigerians
 - Also, their apparent willingness to report people whom they suspect of having contracted the virus to the authorities, is disturbing; 44% would do so now, 55% will do so in the future; just 14%/15%, respectively, of Nigerian respondents would agree
 - On the bright side, there seems to be a readiness among Kenyans to embrace online activities and ecommerce that is lacking among Nigerian respondents

Respondent Demographics

(Kenya: CATI & Online / Nigeria: Online)

Achieved Samples (CATI/Online) vs. Census (Population 18+)



Province	County	CATI Sample %	Online Sample %	2019 Census %	INDEX: CATI Over/Under-represented	INDEX: Online Over/Under-represented
Central	Kiambu	5.0	13.5	5.1	98	266
	Kirinyaga	1.6	0.6	1.3	125	47
	Murang'a	1.8	0.8	2.2	81	36
	Nyandarua	0.2	0.4	1.3	15	30
	Nyeri	2.2	4.4	1.6	138	276
	Total		10.8	19.7	11.5	94
Coast	Kilifi	2.6	1.4	3.1	85	46
	Kwale	2.2	0.2	1.8	121	11
	Lamu	0.4	0.0	0.3	132	0
	Mombasa	5.6	4.4	2.5	220	173
	Taita/Taveta	1.6	0.4	0.7	223	56
	Tana River	0.4	0.2	0.7	60	30
Total		12.8	6.6	9.1	141	73
Eastern	Embu	1.0	4.8	1.3	78	375
	Isiolo	0.6	0.0	0.6	106	0
	Kitui	2.2	2.1	2.4	92	88
	Machakos	2.8	1.5	3.0	94	50
	Makueni	0.8	2.7	2.1	39	130
	Marsabit	0.6	0.2	1.0	62	21
	Meru	2.8	0.6	3.2	86	18
	Tharaka-Nithi	0.4	0.0	0.8	48	0
	Total		11.2	11.9	14.3	78
Nairobi	Nairobi City	22.4	33.4	9.2	242	361
North Eastern	Garissa	1.0	0.0	1.8	57	0
	Mandera	0.0	0.0	1.8	0	0
	Wajir	0.4	0.0	1.6	24	0
	Total		1.4	0.0	5.2	27

Province	County	CATI Sample %	Online Sample %	2019 Census %	INDEX: CATI Over/Under-represented	INDEX: Online Over/Under-represented
Nyanza	Homa Bay	1.8	1.7	2.4	76	71
	Kisii	3.0	4.2	2.7	113	158
	Kisumu	4.4	5.4	2.4	181	222
	Migori	1.0	0.4	2.3	43	17
	Nyamira	1.2	0.4	1.3	94	31
	Siaya	2.0	1.5	2.1	96	72
	Total		13.4	13.6	13.2	102
Rift Valley	Baringo	0.6	0.0	1.4	43	0
	Bomet	0.6	0.6	1.8	33	33
	Elgeyo/Marakwet	0.8	0.2	1.0	84	21
	Kajiado	2.6	4.1	2.4	111	174
	Kericho	1.2	0.4	1.9	63	21
	Laikipia	1.4	1.9	1.1	128	174
	Nakuru	6.0	2.1	4.5	132	46
	Nandi	2.2	0.8	1.9	118	43
	Narok	1.0	0.2	2.4	41	8
	Samburu	0.2	0.0	0.7	31	0
	TransNzoia	2.0	0.4	2.1	96	19
	Turkana	0.6	0.4	1.9	31	21
	UasinGishu	2.6	1.0	2.4	106	41
West Pokot	0.0	0.4	1.3	0	31	
Total		21.8	12.5	26.8	81	47
Western	Bungoma	1.8	0.8	3.5	51	23
	Busia	2.2	0.0	1.9	117	0
	Kakamega	2.6	1.2	3.9	66	31
	Vihiga	0.2	0.4	1.2	16	32
	Total		6.8	2.4	10.6	64

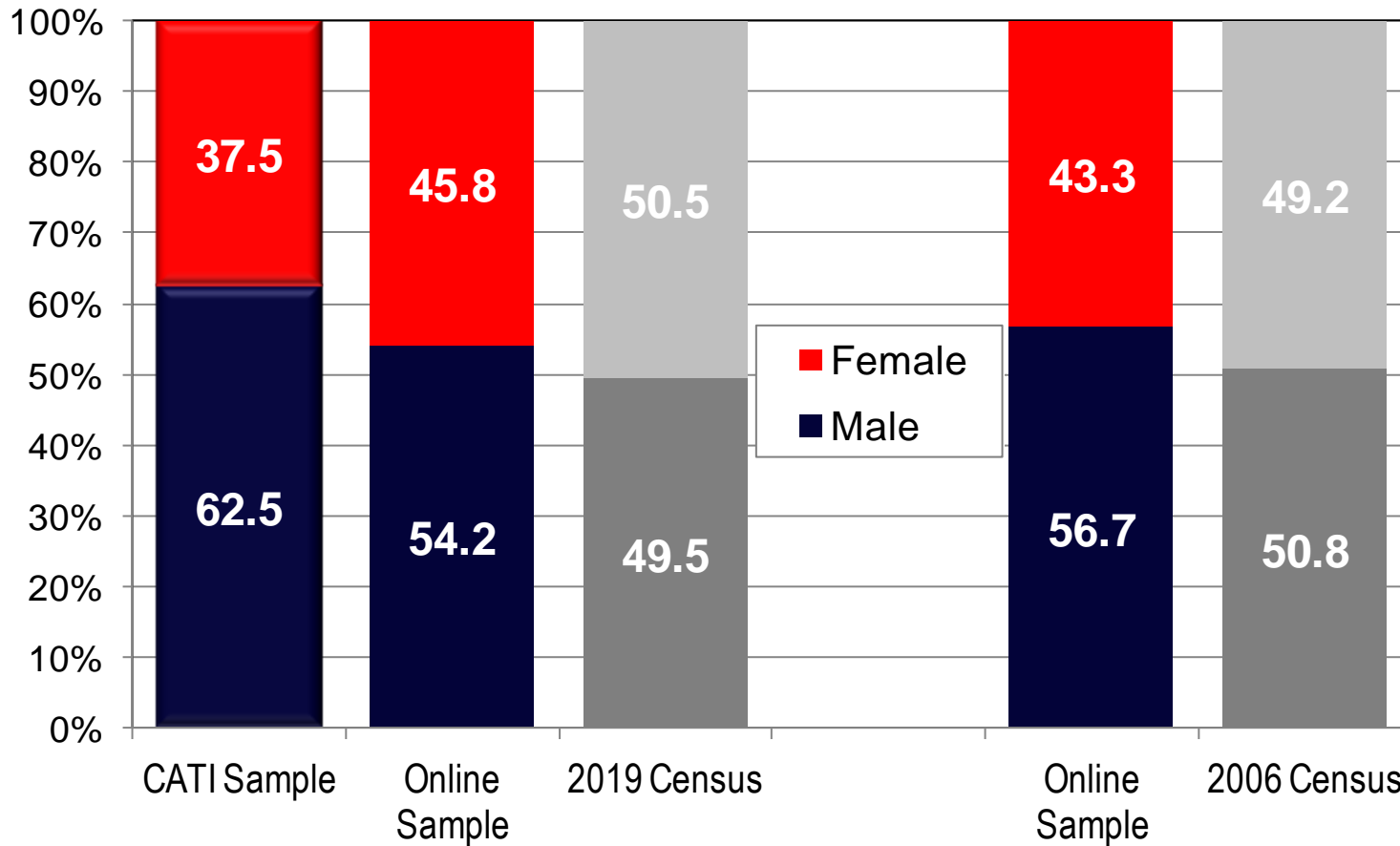


Geo-Political Zone	State	Sample %	2006 Census %	INDEX: Over/Under-represented
South West	Ekiti	2.8	1.7	166
	Lagos	4.9	6.5	76
	Ogun	9.5	2.7	355
	Ondo	3.0	2.5	123
	Osun	5.1	2.4	211
	Oyo	6.8	4.0	172
	Total		32.3	19.7
South East	Abia	2.1	2.0	103
	Anambra	1.9	3.0	64
	Ebonyi	4.2	1.6	269
	Enugu	1.7	2.3	73
	Imo	4.0	2.8	142
Total		13.9	11.7	119
South South	Akwa Ibom	2.5	2.8	89
	Bayelsa	1.9	1.2	157
	Delta	4.6	2.9	155
	Edo	3.2	2.3	140
	Rivers	0.8	3.7	21
	Cross River	0.0	2.1	0
Total		12.9	15.0	86

Geo-Political Zone	State	Sample %	2006 Census %	INDEX: Over/Under-represented	
North West	Jigawa	0.8	3.1	24	
	Kaduna	1.1	4.4	26	
	Kano	4.2	6.7	62	
	Katsina	1.7	4.1	41	
	Kebbi	1.3	2.3	57	
	Sokoto	1.3	2.6	50	
	Zamfara	0.8	2.3	33	
	Total		11.2	25.6	44
	North Central	Benue	1.1	3.0	38
FCT Abuja		2.8	1.0	285	
Kogi		3.8	2.4	161	
Kwara		7.0	1.7	418	
Nasarawa		4.2	1.3	314	
Niger		3.8	2.8	135	
Plateau		2.8	2.3	125	
Total		25.6	14.5	177	
North East	Adamawa	0.8	2.3	34	
	Bauchi	1.3	3.3	40	
	Borno	0.8	3.0	26	
	Gombe	0.2	1.7	11	
	Taraba	1.1	1.6	70	
	Yobe	0.0	1.7	0	
	Total		4.2	13.5	31

- In terms of geographic coverage, when no quota controls are enforced, both RDD CATI and Online will leave gaps:
 - Kenya **RDD CATI**: 45 out of 47 counties covered
 - Kenya **Online**: 37 out of 47 counties covered
 - Nigeria **Online**: 35 out of 37 States covered (36 States + FCT)
- In all three instances, the commercial Capitals (metro-Nairobi and metro-Lagos, including Ogun State) are oversampled; natural fall-out will not result in geographic spreads that reflect Census distributions
- However, the distribution in the RDD sample is still more even than in both online surveys; over- and under-sampling rates are less pronounced
- Setting regional quotas and monitoring achievements will address imbalances:
 - In RDD CATI, close monitoring of achievement and keeping dialling until regional (and other demographic quotas) will have been met
 - In Online surveys, quota control can be complemented with targeted calls (hybrid approach) to arrive at balanced samples

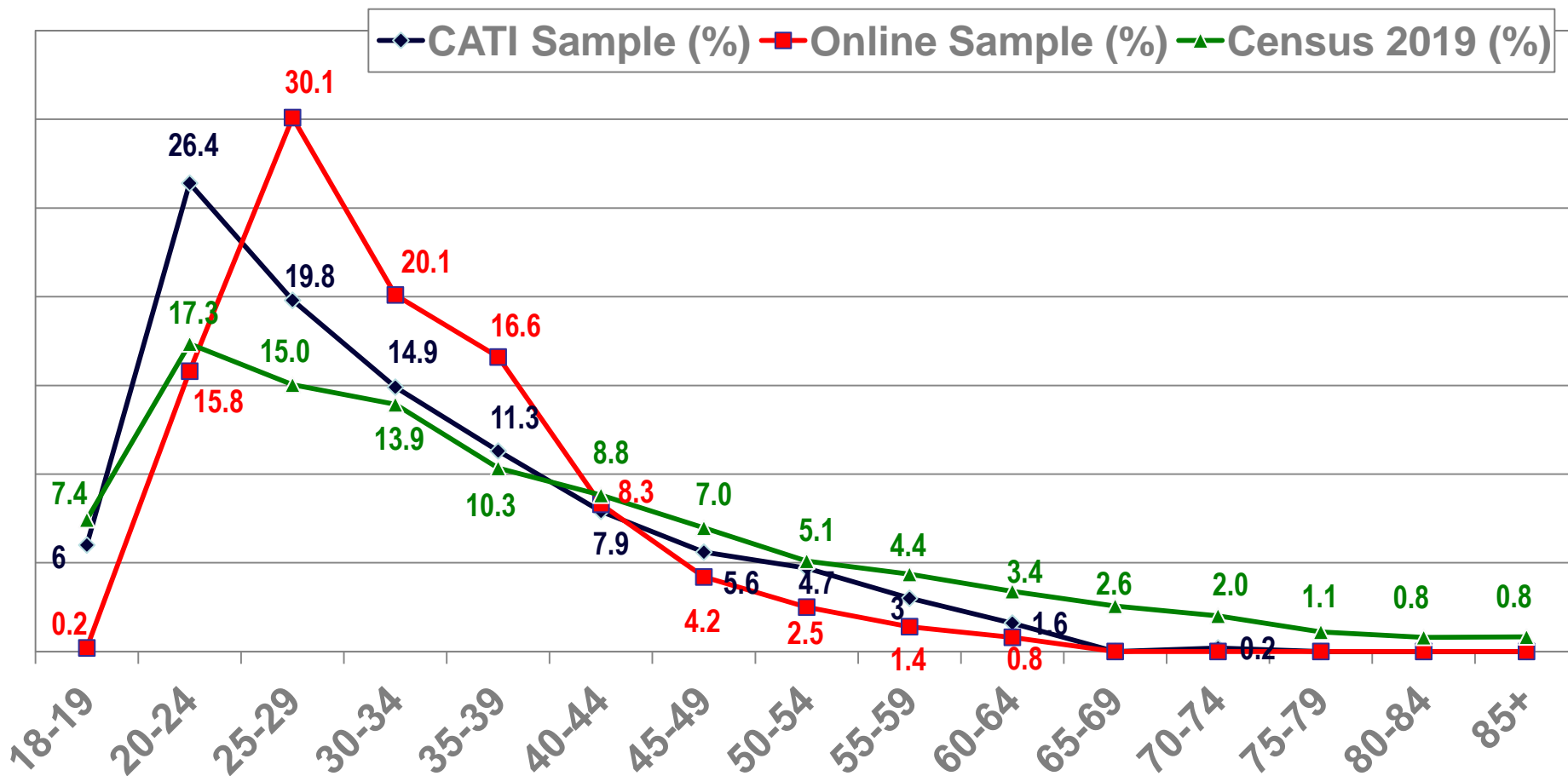
Gender Distribution



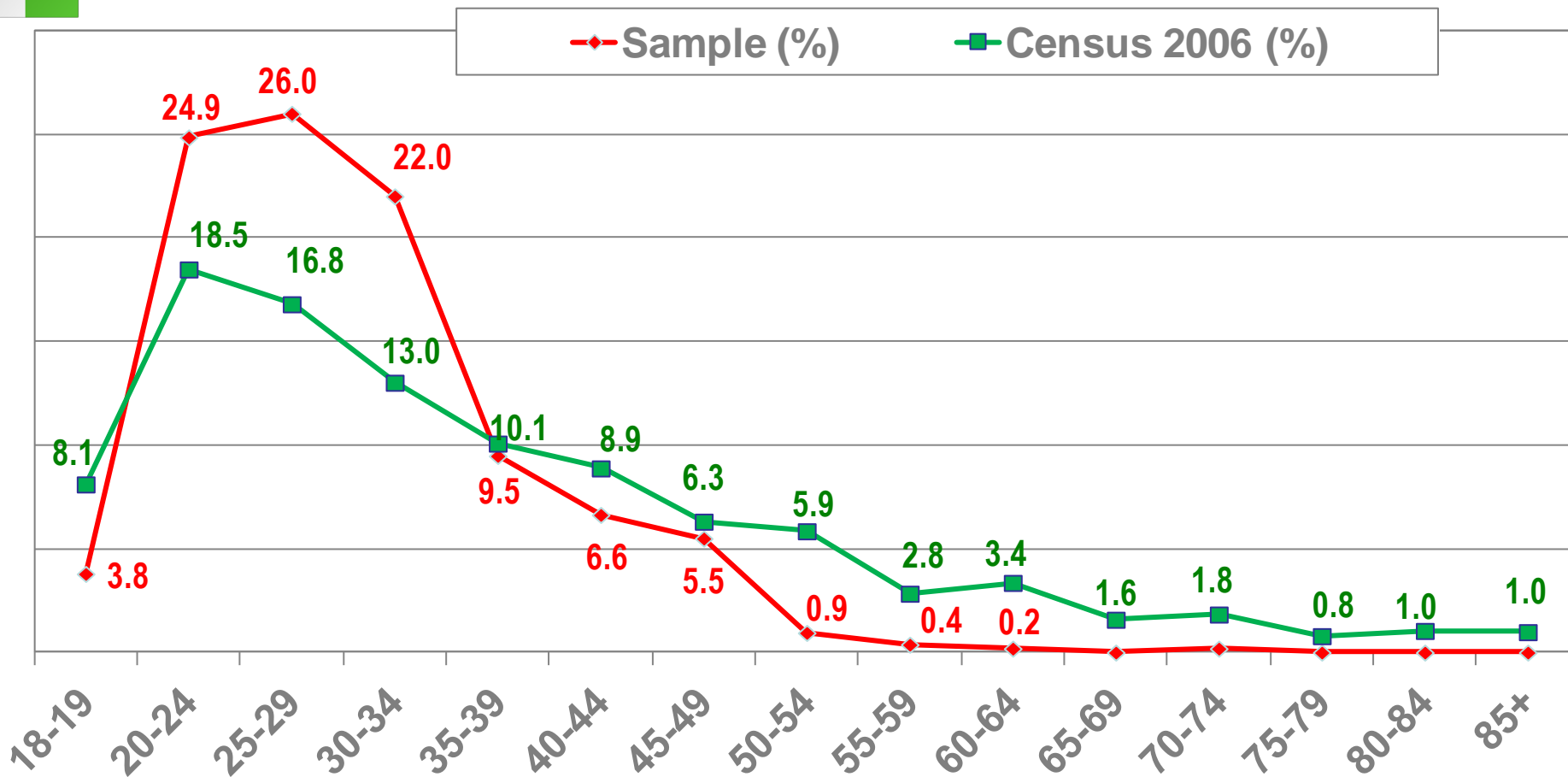
- The Kenyan Online sample came closer to the Census gender distribution than the CATI sample
- Still, both Online and CATI oversampled males in both countries
- This imbalance, however, can easily be corrected by quota controls

- It is the young, the “digital natives”, who are especially responsive to online data collection; hence, in both countries, the age curves are heavily skewed toward the young, when compared against Census distributions
- RDD CATI yields an improved distribution, although it also does not mirror the Census age curve
- For RDD, the issue can be addressed by implementing quota controls

Age Distribution – Sample vs. 2019 Census



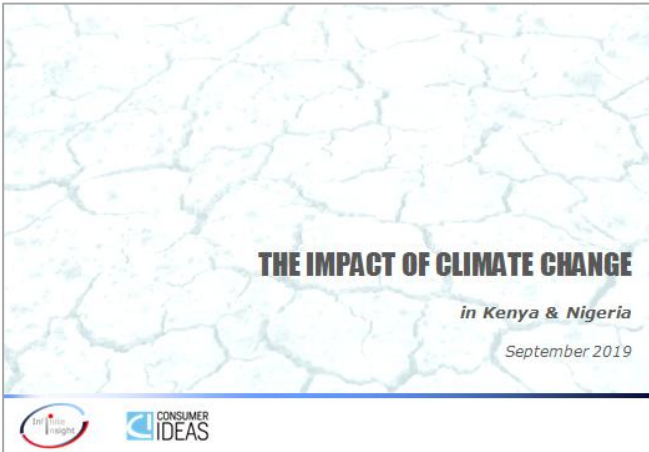
Age Distribution – Sample vs. 2006 Census



- Our field teams were already well versed in telephonic interviewing; using NEBU, on the other hand, required some learning curve
- The pilot exercise was not without its teething problems; and valuable lessons have been learned:
 - Fluctuating bandwidths, whether on office WIFI or @home 4G, can affect productivity; sufficient time must be provisioned for
 - Incentives must be provided to keep respondents' interest
 - Flexibility for switching between languages (in our case, English and Swahili) needs to be enabled in the script
 - If quota controls are implemented, sufficient time for mop-up calls need to be provided
 - The number displayed on respondents' devices must be a local number; international numbers arouse suspicion
- Among its merits, the NEBU platform provides for:
 - Efficient Quality Control, as supervisors may coach interviewers while active calls are in progress; and may also listen in on ongoing calls in “stealth mode”
 - Appointments are assigned to interviewers, who are available at the appointment time; mental notes or Post-It notes are obsolete
 - Clients' requirements for strict adherence to random sampling can be met



https://www.infiniteinsight.net/II&CI_CATI_PANEL_Brochure.pdf



https://www.infiniteinsight.net/Climate_Change_Report.pdf



https://www.infiniteinsight.net/Online_Multi_county_poll.pdf



<https://www.youtube.com/watch?v=LtwQdyi6Hn0>



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