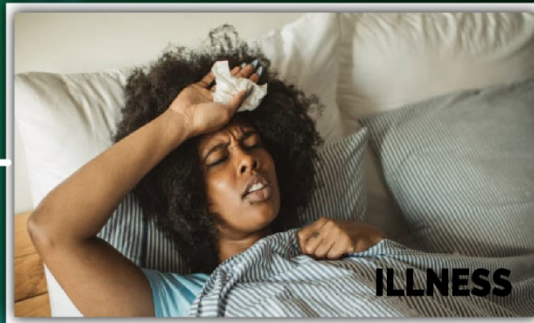


# HOW COVID-19 HAS AFFECTED RESEARCH & POLLING IN AFRICA

**M**  **SKS**

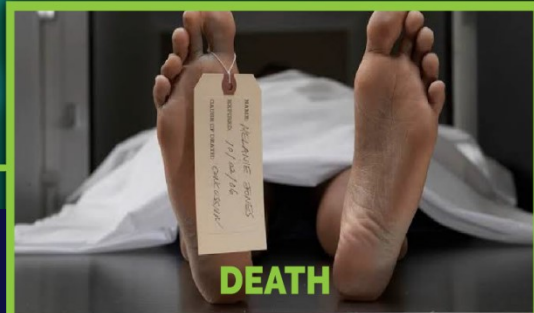


**QUARANTINE/CONFINEMENT**



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# Overview

THE CORONA VIRUS COVID19 PANDEMIC IN AFRICA

## COVID 19 GLOBAL STATS

**CONFIRMED**  
3.76M

**RECOVERED**  
1.25M

**DEATHS**  
264K

## COVID 19 AFRICA

**CONFIRMED**  
51,698

**RECOVERED**  
17,590

**DEATHS**  
2011

## AFRICA MITIGATION

**AFRICAN COUNTRIES THAT  
HAVE IMPOSED SOME  
MEASURES**  
46 OF 54

**TOTAL LOCKDOWN**  
11

**ON A REGIONAL LEVEL, SUB-  
SAHARAN AFRICA SEEMS TO  
HAVE RESPONDED MORE  
QUICKLY AND DECISIVELY THAN  
ANYWHERE ELSE IN THE WORLD.**



## IMPACT OF COVID-19 ON MARKET & SOCIAL RESEARCH IN AFRICA

- Since Mid March 2020, it has not been business as usual in most African countries where governments have implemented stringent measures to curb the spread of COVID 19. The requirement for strict adherence to social distancing, restricted movement and wearing of masks and other hygiene measures has meant that most research/polling agencies work from home.
- Furthermore, data collection which is predominantly done through face to face household interviews has generally been stopped or reduced in most countries

## **Social Distancing**

**In the short term, all face to face research engagements have been either postponed or cancelled**

## **Curfews and Lockdowns**

**Have hindered people's mobility as they are not able to get around freely**

## **Wearing of Masks and other Hygiene Measures**

**Thought to be cumbersome by many**



**NO!**

**AT LEAST NOT AT THE  
MOMENT**

*“Face to face interviewing is not possible anymore. People are frightened of other people. We were used to news going viral, now humans are going viral...”*

**WHERE RESTRICTIONS ARE LOOSE AND FIELDWORK IS POSSIBLE  
RESEARCH/POLLING AGENCIES MUST MAKE THE FOLLOWING  
CONSIDERATIONS**

**1**

**ETHICAL:  
HOW TO GUARANTEE SAFETY OF ENUMERATORS &  
RESPONDENTS**

**2**

**PRAGMATIC:  
HOW TO ENSURE BUSINESS CONTINUITY WITHOUT  
ABILITY TO COLLECT DATA**





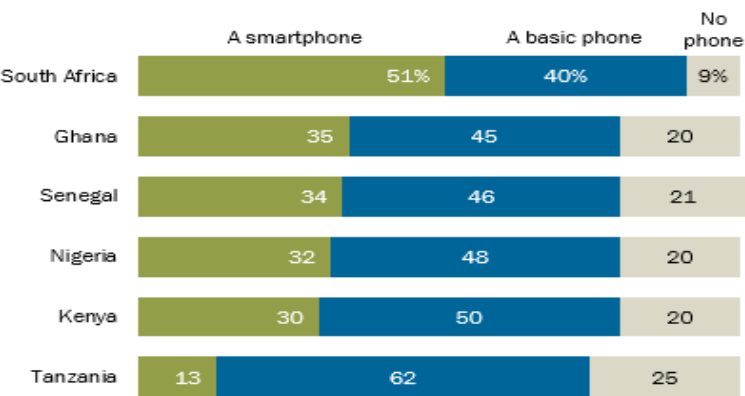
## THE DIGITAL MEETING PLACE: OUR NEW NORMAL

# MOBILE PHONE PENETRATION IN AFRICA

**‘Market analysts seem to agree that Africa is the rising star in the telco industry. GSMA predicts that 80% of the 1.1 Billion people in Sub-Saharan Africa will have a mobile device by 2020. A major reason for this trend is the growing popularity of OTT services and mobile banking.’**

## Majorities across sub-Saharan Africa own a mobile phone; basic phones are most common type

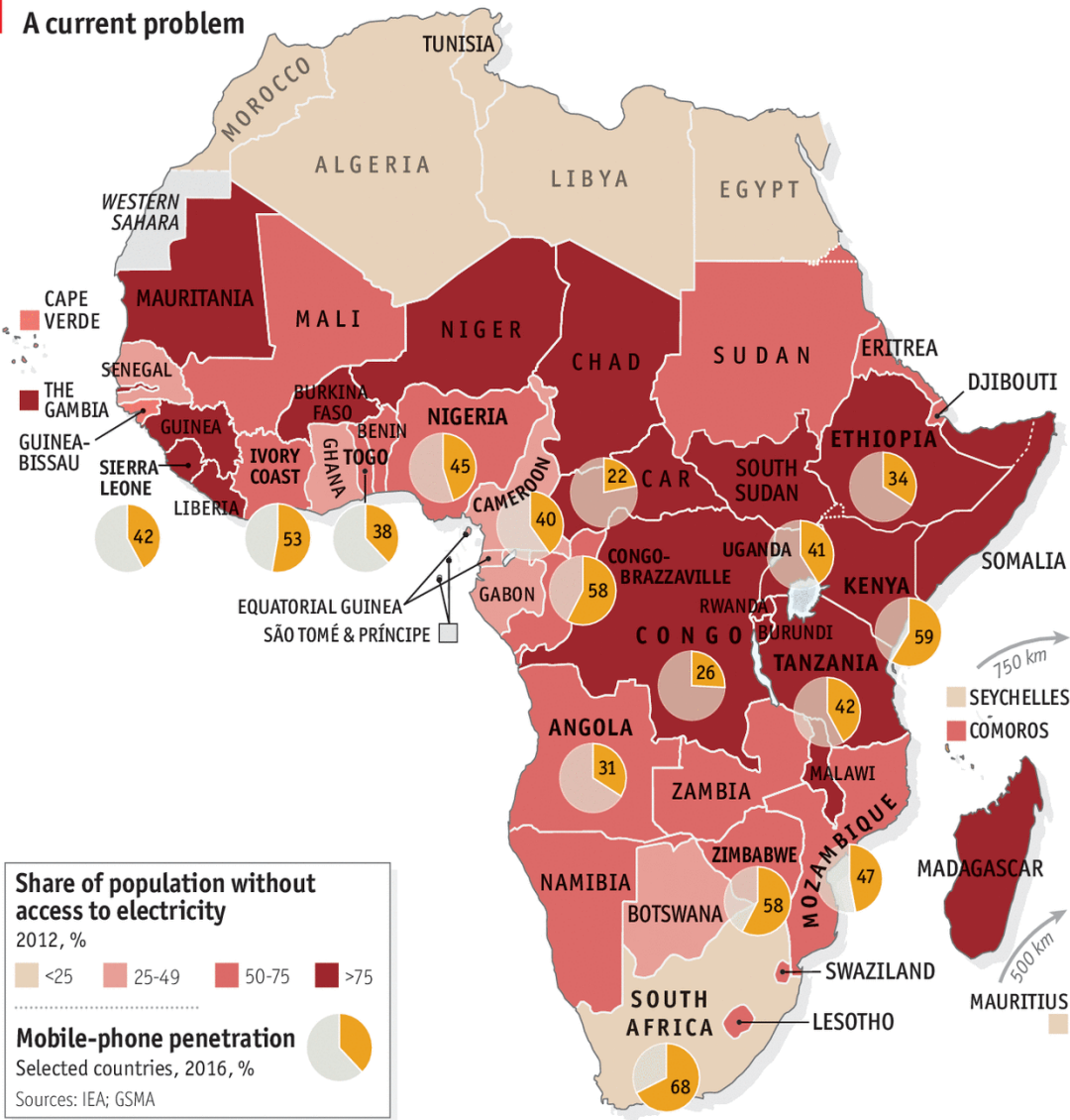
Adults who report owning ...



Note: Percentages based on total sample.  
Source: Spring 2017 Global Attitudes Survey. Q64 & Q65.

PEW RESEARCH CENTER

## A current problem





CATI

CAWI

TIDI

SMS  
POLLS

ONLINE  
PANELS

*We have replaced face to face interviewing mainly with online surveys, pre-recruiting people and sending them links. The drawback is that most respondents need assistance to go through the questionnaire and they are regularly screened out because of misunderstanding questions...*

# THE PROS & CONS OF CONDUCTING POLLS IN THE DIGITAL MEETING SPACE

## PROS

**COST EFFECTIVE**

**SPEED & EFFICIENCY**

**DATA QUALITY**

**VISIBILITY & TRACKING**

**CONVENIENCE**

**ECONOMIES OF SCALE**

## CONS

**LIMITED ACCESS TO INTERNET**

**INTERNET/DIGITAL MEDIA ILLITERACY**

**LIMITATIONS ON QUESTIONNAIRE LENGTH  
& TYPE**

**PSYCHO –SOCIAL STATE OF RESPONDENTS  
LIMITS RESEARCH TOPICS**

**LIKELY DROP OUT RATE HIGHER**

**SOCIAL CLASS LIMITATIONS**

The COVID\_19 Pandemic provides pollsters with an opportunity to find innovative cost effective and reliable ways to conduct polls

## WILL THINGS EVER BE THE SAME AGAIN?

**Probably  
not!!!**

*“We need to find solutions to overcome these obstacles but we need not to forget that behind the digital and the technology, there’s the human on both sides. The use of the best technology ever won’t replace the need for the experienced researcher who has the ability to set up the right approach, with the right questionnaires, .... to deliver insightful analysis. And on the other side, we need to find a way to overcome the technology bias as human behaves behind a monitor differently from the way they do in real life.”*



Thank  
You

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