

The image features the word "ESOMAR" in a bold, white, sans-serif font. The text is centered horizontally and overlaid on a background of five vertical bars of different colors: blue, red, yellow, magenta, and green. The bars are of equal width and are positioned behind the text. The blue bar is on the far left, followed by red, yellow, magenta, and green. The right side of the image is a solid grey background.

**ESOMAR**

# ESOMAR Africa Community Circles

What are African market researchers doing to survive to COVID19 pandemic?

Testimonials and paths for way out

7 May 2020

## Speakers:

Kim Leonard Smouter, ESOMAR Head of Public Affairs and Professional Standards

Anne Sophie Damelincourt, Founder & Owner, Blue Lemon Insight & Strategy, ESOMAR Council & Treasurer

Jasper Grosskurth, Managing Director, Dalberg Research, Kenya  
ESOMAR Representative for Kenya

Philippe Guilbert, ESOMAR Professional Standards Committee

Abdel Wahab Chaoui, Directeur C&O Marketing, Morocco

The ESOMAR logo is displayed in a bold, white, sans-serif font in the upper left corner of the slide. The background of the slide is a dark blue field with a network of glowing blue nodes and connecting lines, creating a digital or data-driven aesthetic.

# ESOMAR

## COVID-19 Crisis: Community Insights Kit

**As your global professional and trade association, ESOMAR is committed to continuing to support you now and in the coming months as situation is revealed.**

In response to the COVID-19 crisis, across the world, circumstances are changing very quickly and both client and provider of research will be facing common and unique challenges. We aim to collect and share information, challenges, solution, guidance and knowledge on the situation from the data, insights and research community globally. This is our centralised COVID-19 resources page, summarising all current initiatives we are running to support our community, as well as offering guidance and industry content on the topic.

<https://www.esomar.org/covid-19>



### QUANT in Africa

- 2% online
- 8% mobile



### QUAL in Africa

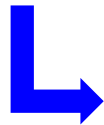
- 0% online
- 1% mobile



### SOCIAL / ANALYTICS in Africa

1% total research

Source: Esomar GMR 2019



- ✓ No National Representativity yet
- ✓ Short survey
- ✓ Possible gaps with offline: awareness, OEQ...
- ✓ New types of research



### SAMPLE SOURCE

- **Client contacts** (emails, mobile #, visitors): <5 min, possible w/o incentive
- **Access Panel**: emerging in Africa with global and local providers, <10-20 min
- **Social**: community, snowball, ad, river... (duration & response rate very variable)

### FIELDWORK

- Invite (SMS, email, QR code...): key for acceptance, check regulation & best times
- Questionnaire: highly dependent on the device

#### SMS / Text Message

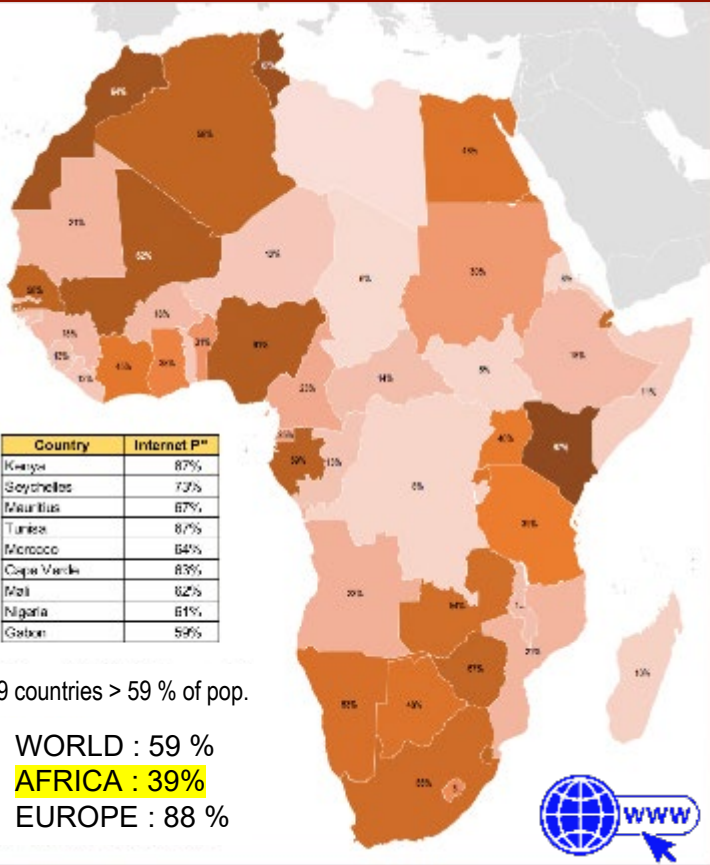
- 2-ways, for all mobiles
- Text only
- 160 characters / Q & A list
- No language choice
- Sending cost

#### Web

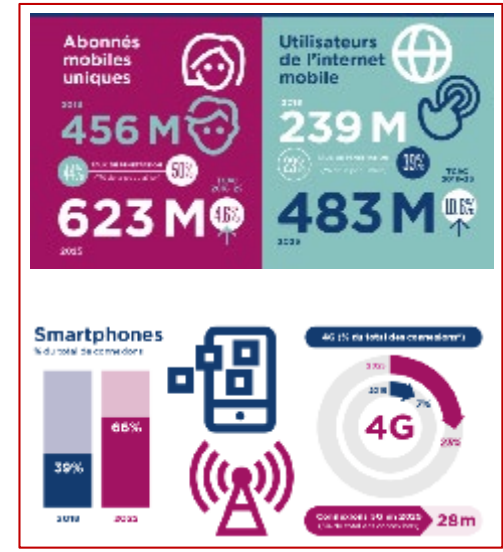
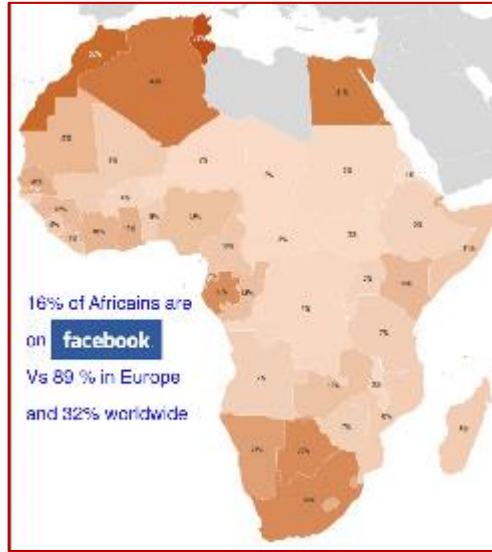
- Smartphone, tablet, PC...
- Mobile friendly, responsive
- Interactive: logo, video...
- Mobile: picture, video, geo
- Connectivity issues

#### App

- Smartphone
- Diary, tracking...
- Record w/o Web
- Download impact
- OS issues



- With 1,34 billions inhab. Africa represents 17% of world population : 3 times Europe population > 2,5 billion expected in 2050
- 6 Africans out of 10 are under 25. AND in 80% of countries, the part of population [<25 y.o.] exceeds half of the population
- 46 % of pop. live in urban areas Vs 55 % World average and 75 % in Europe
- 4 Africans out of 10 have access to internet vs 9 sur 10 in Europe AND Only 9 countries out of 54 reach 59% (world average) and in 25 countries, less than 30% of pop. have access to internet.
- 16% of Africans are on Facebook Vs 89 % in Europe and 32% worldwide



### CHALLENGES ENCOUNTERED IN «ONLINE» SURVEYS FOR WHOSE WHO USE IT

1	<b>representativeness &gt; specific targets</b>	lack of representativeness>> Specific targets : wealth social classes, urban areas/ youngsters / trendy population
		educational attainment limits
		absence of well-qualified databases / robustness of the panels / reliability of the information recorded in the panels
2	<b>good quality internet access</b>	limited internet access (often, they must offer internet packages to respondents)
		poor quality connection: slow internet / bandwidth capacity (videos, etc.)
		accessibility of people without smartphones, those with simple mobiles, often not suitable for online studies
3	<b>tools related obstacles / brakes (soft, regulation,...)</b>	diversity of dialects and languages: dialects cannot be transcribed
		little control when browsing the questionnaires
		limits in the length of the questionnaires.
		difficulties in setting up.
		operating system brakes (compatibilities)
4	<b>respondent commitment</b>	poor commitment of repondents online / low response rate
		uncontrollable completion times for a minimum of sample quality
5	<b>cost</b>	The cost : extra-incentives to compensate possible poor quality for part of questionnaires.
6	<b>customer credibility</b>	challenge : build online creibility with customers





## AREAS OF PROGRESS FOR «ONLINE» SURVEYS

FOR WHOSE WHO USE IT

**Make the internet accessible  
to all and for all social classes  
network availability and quality,  
smartphone equipment**

Improve capacity of  
internet providers.  
  
Improve access to smartphones  
Internet equipment and infrastructure  
internet for all social classes  
  
Good quality internet

**Simplify the administration  
of the questionnaire  
to respondents**

Innovation in questionnaires format  
to motivate respondents  
  
Online questionnaires easy to fill in  
and suitable for a very heterogeneous  
population  
  
shorter and more relevant  
questionnaires  
  
Improve the design of the  
questionnaires to avoid bias due to  
lack of clarity or ambiguity of certain  
questions.

**Improve response  
rate**

Find out how to handle incentive  
without inducing bias  
  
Send frequent reminders without  
becoming an annoyance  
  
Create notoriety and a positive  
attitude towards online studies (taking  
root in African cultures of social  
interactions / F2F)  
  
Expansion of databases and panels  
  
A lot of investment in communication  
in particular and incentive program

**Give more credibility  
to ONLINE surveys  
for customers**

Running Outreach  
campaigns must be  
carried out with customers  
through case studies that  
lend credibility to the data  
collected via Online.



## Resources for Online Research

- [ESOMAR/GRBN Online Research Guideline](#)
- [ESOMAR/GRBN Guidelines on Online Sample Quality](#)
- [ESOMAR/GRBN Guideline on Mobile Research](#)
- [ESOMAR Guideline on Social Media Research](#)
- [ESOMAR 28 Questions to Help Buyers of Online Samples](#)

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Your turn to  
speak!

Please ask your  
question via the chat  
function

