



iGeoPoll

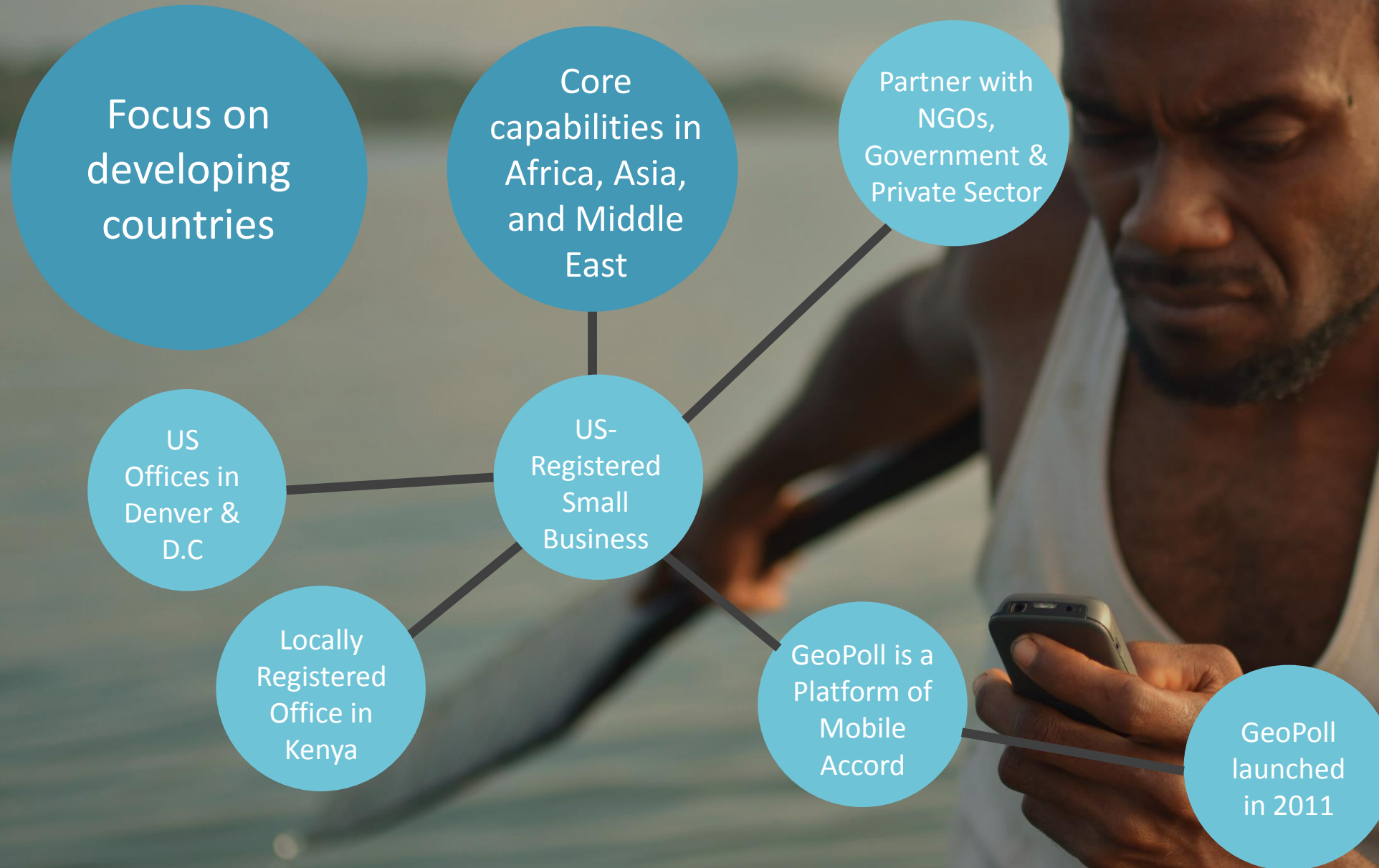
Using ICTs for Surveys

Katy Money



The Potential of Mobile Data
Collection for Tracking Adoption of
Agricultural Technologies

GeoPoll Overview



MISSION: Bring

UNDERSTANDING

to the world.

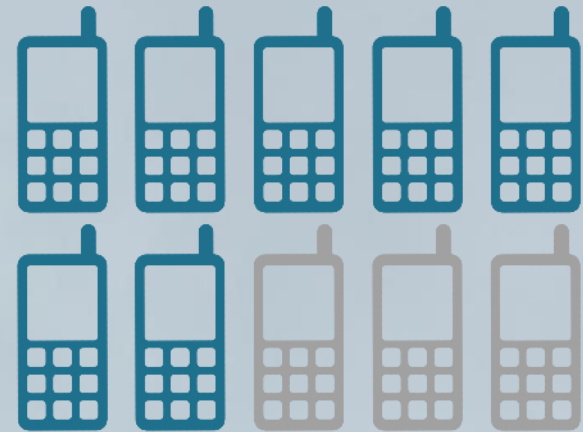
Taking advantage of the

mobile revolution



70%

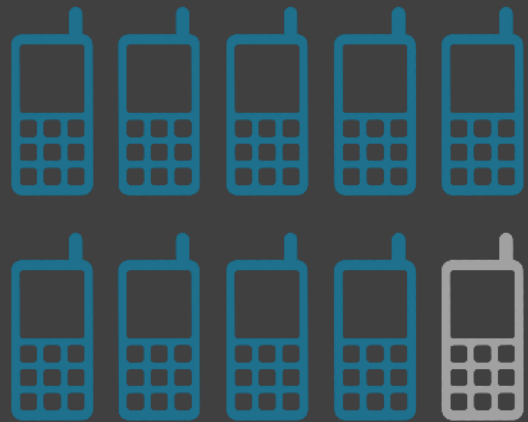
of Africans can be reached by text message.



Almost **DOUBLE** the number than can be reached via mobile web.

90%

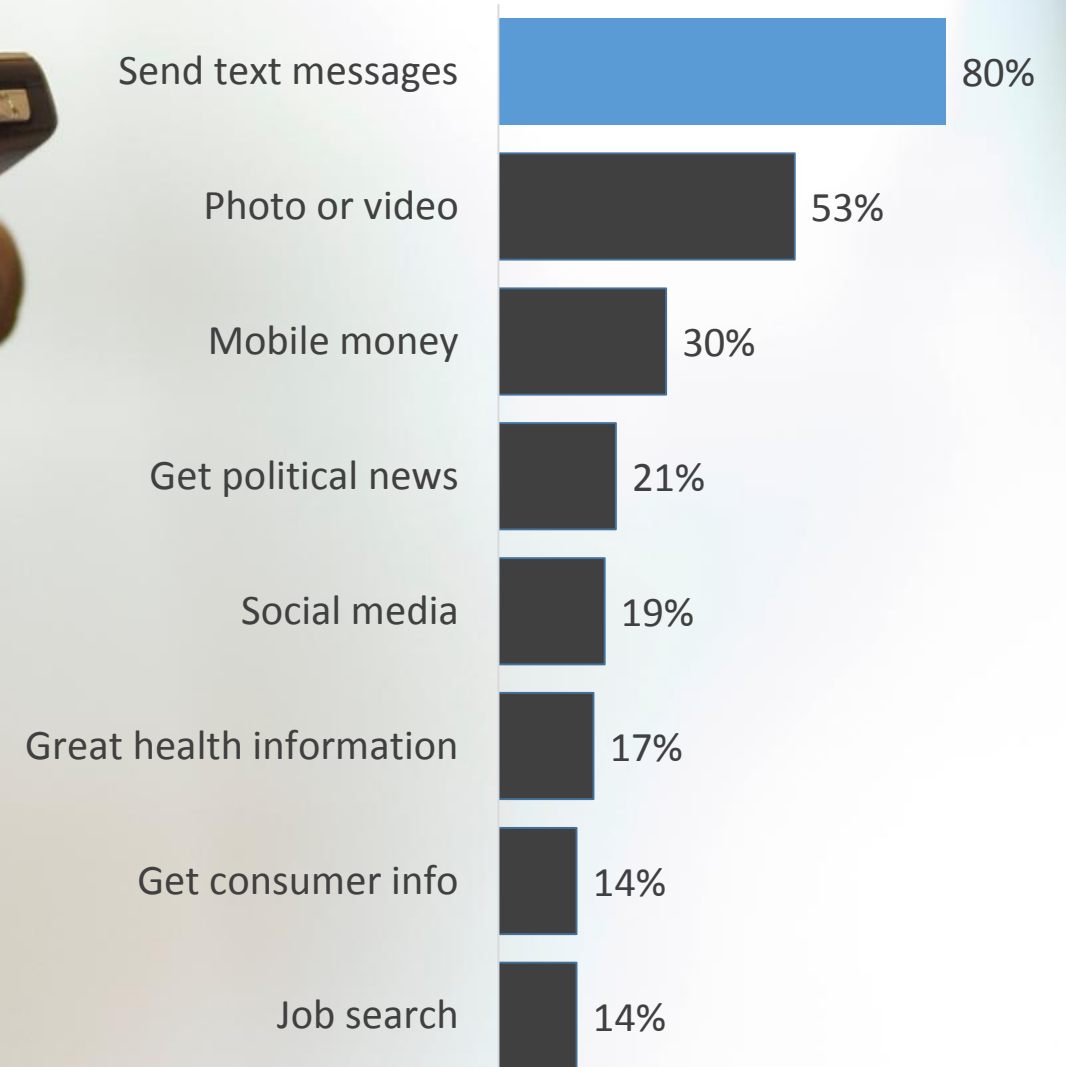
of those who live in Asia-Pacific can be reached by text message.



Almost **TRIPLE** the number that can be reached via mobile web.



TEXTING most common use of mobile phones in Africa



Connections with 81 MNOs in 26 Countries

Afghanistan

Azerbaijan

Benin

Burundi

Cameroon

DRC

Ethiopia

Ghana

Guinea

Indonesia

Ivory Coast

Jordan

Kenya

Kyrgyz Republic

Liberia

Madagascar

Malawi

Mozambique

Nigeria

Philippines

Rwanda

Sierra Leone

South Africa

Tanzania

Uganda

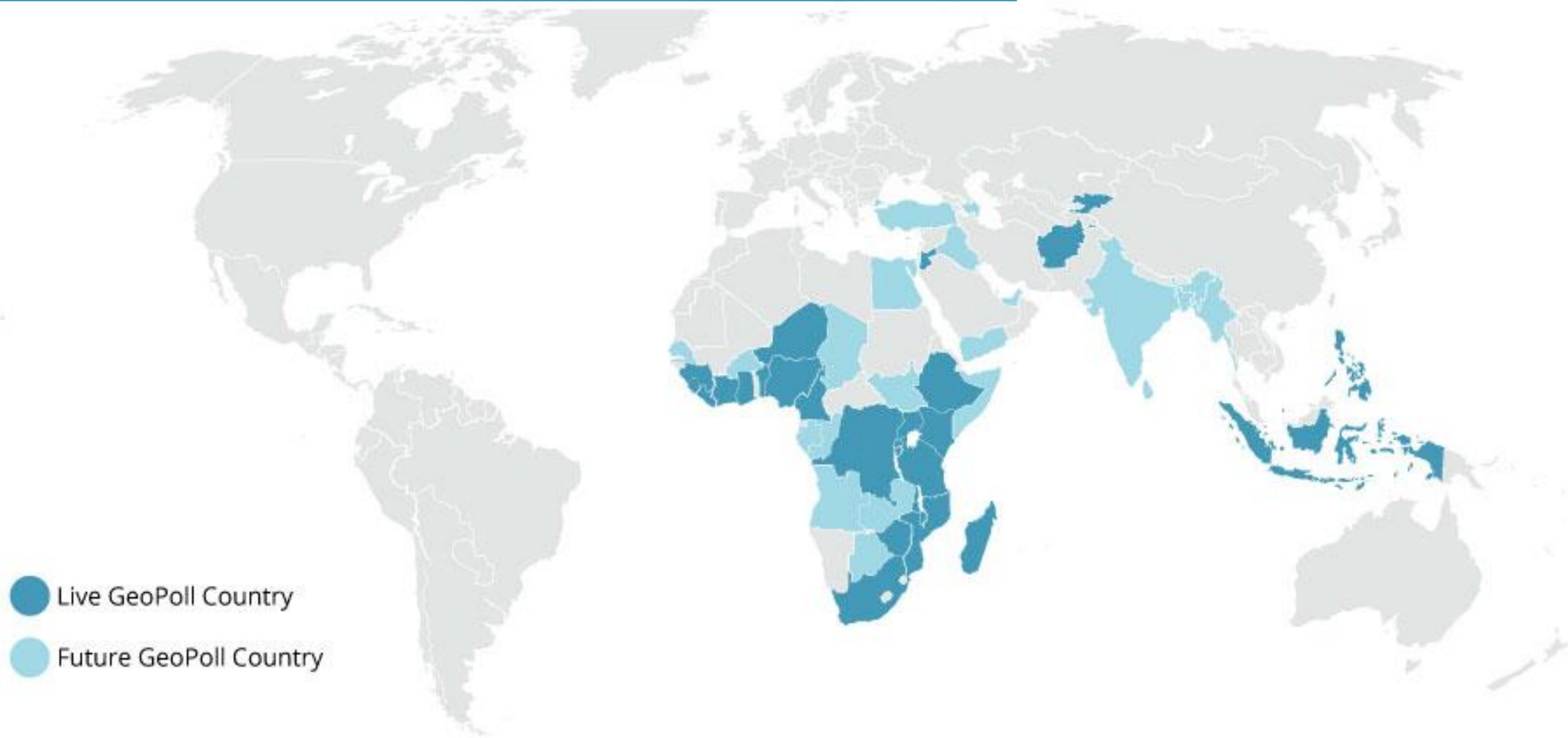
Zimbabwe

~300 Million

subscribers in our database



Current and Future Global Coverage



Platform Features



Location Targeting and Demographics

Database includes demographics (age, gender & location) to easily target specific groups.



Multi-Modal Communication

Near real-time communication through SMS, IVR, CATI, or mobile web in local language(s) of choice.



Free and Incentivized Surveys

Messages are free to the end-user, and GeoPoll can deposit incentives via airtime credit .

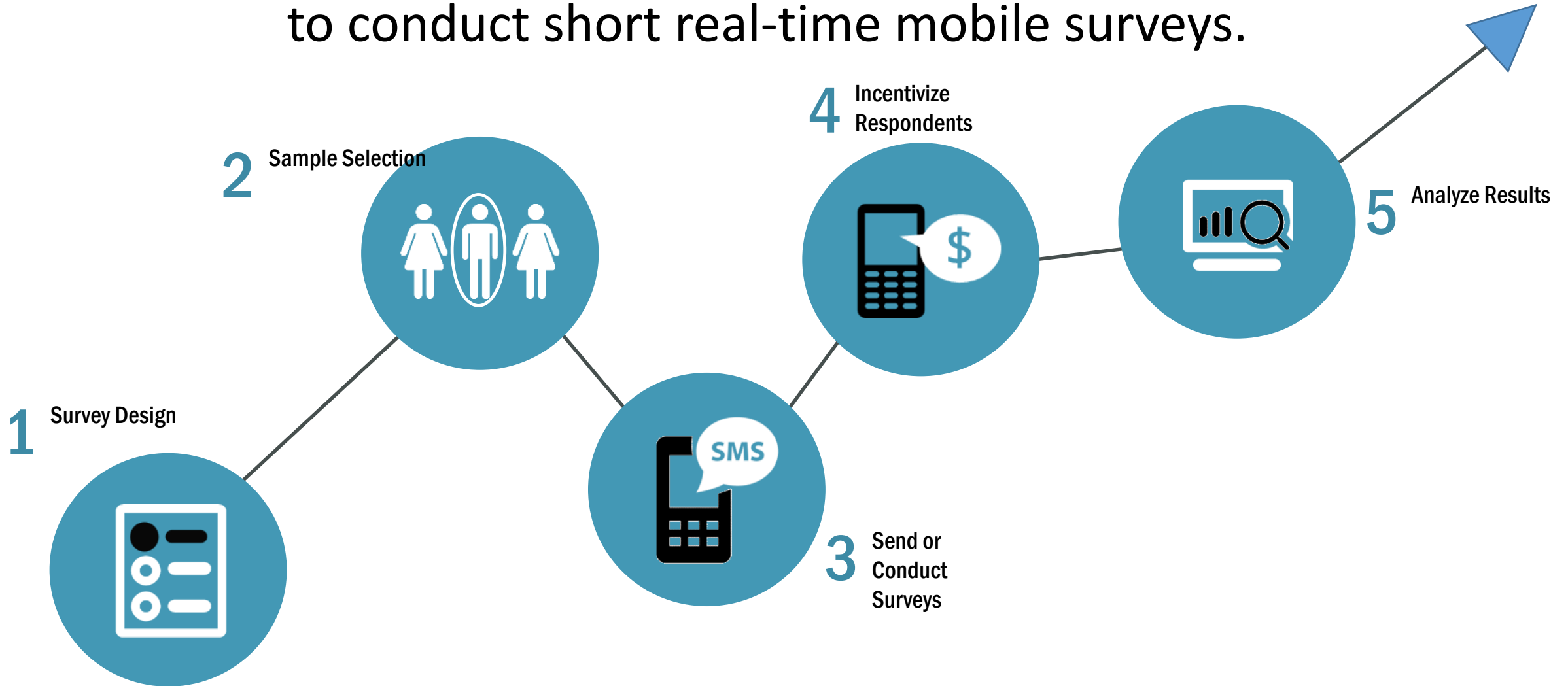


Anonymous responses

GeoPoll never give out numbers & store respondent information using an anonymized unique user ID.

Survey Design → Impactful Data

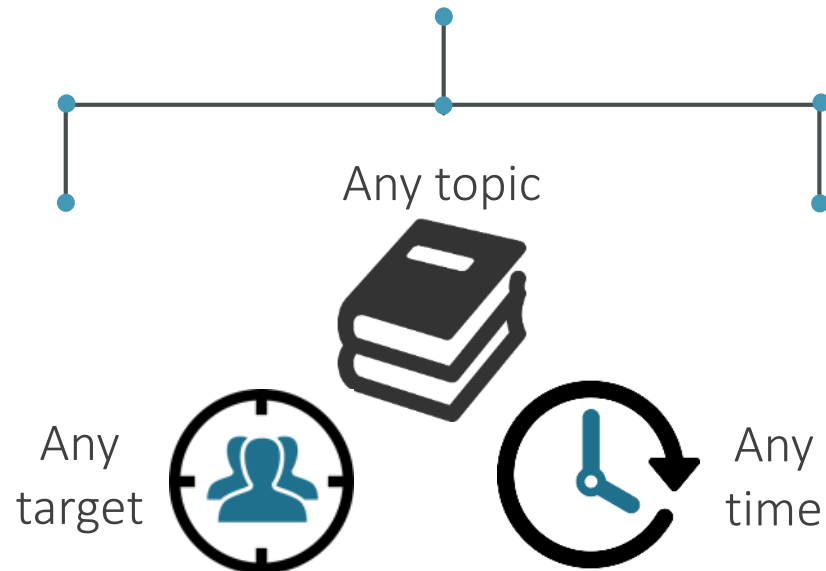
GeoPoll targets mobile subscribers by their location and demographics to conduct short real-time mobile surveys.



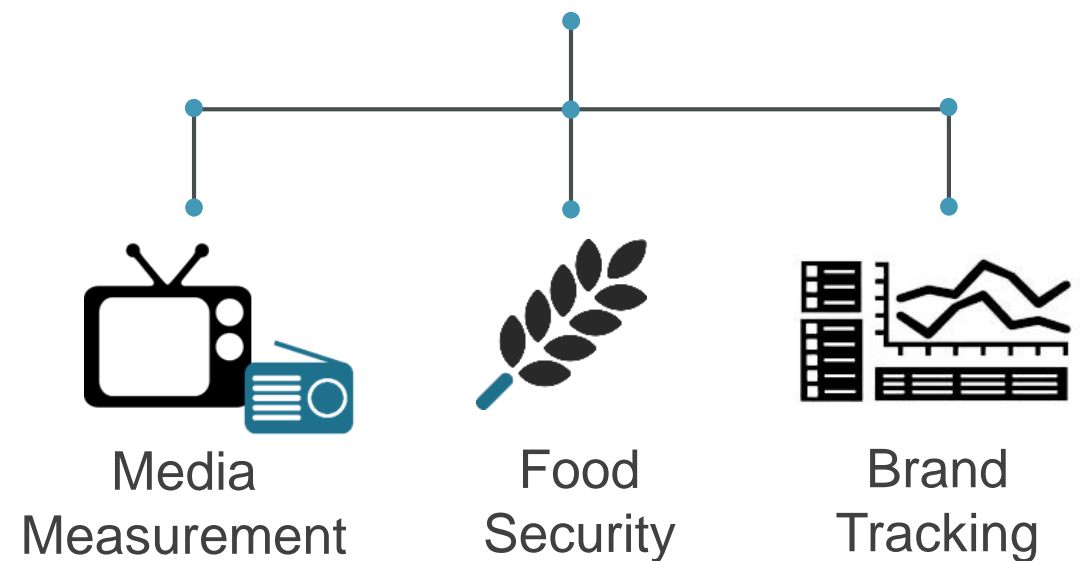
Two Methods of Research

GeoPoll's services deliver **REAL-TIME** data enabling more effective decision making

Social Sector: Custom Research



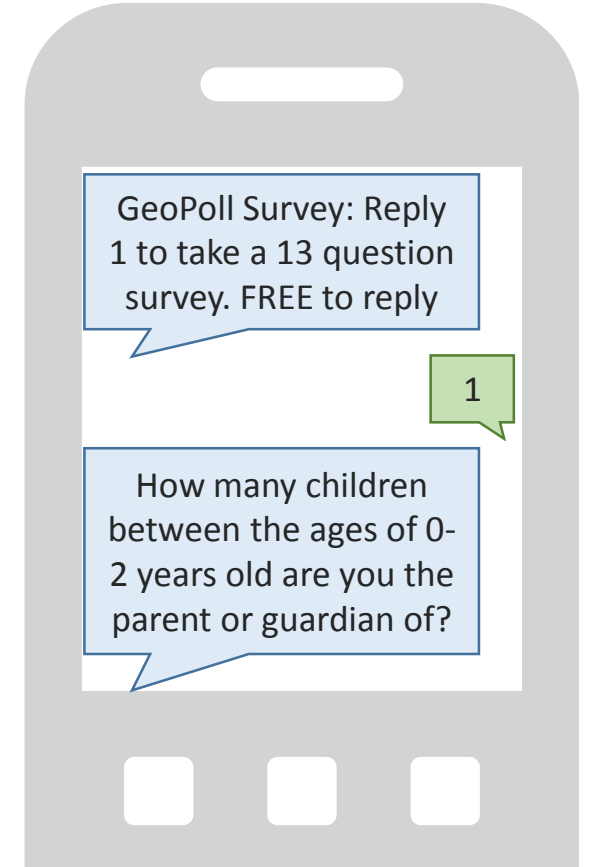
Commercial & Social Sectors: Syndicated Data Services



GeoPoll: Social Sector Surveys

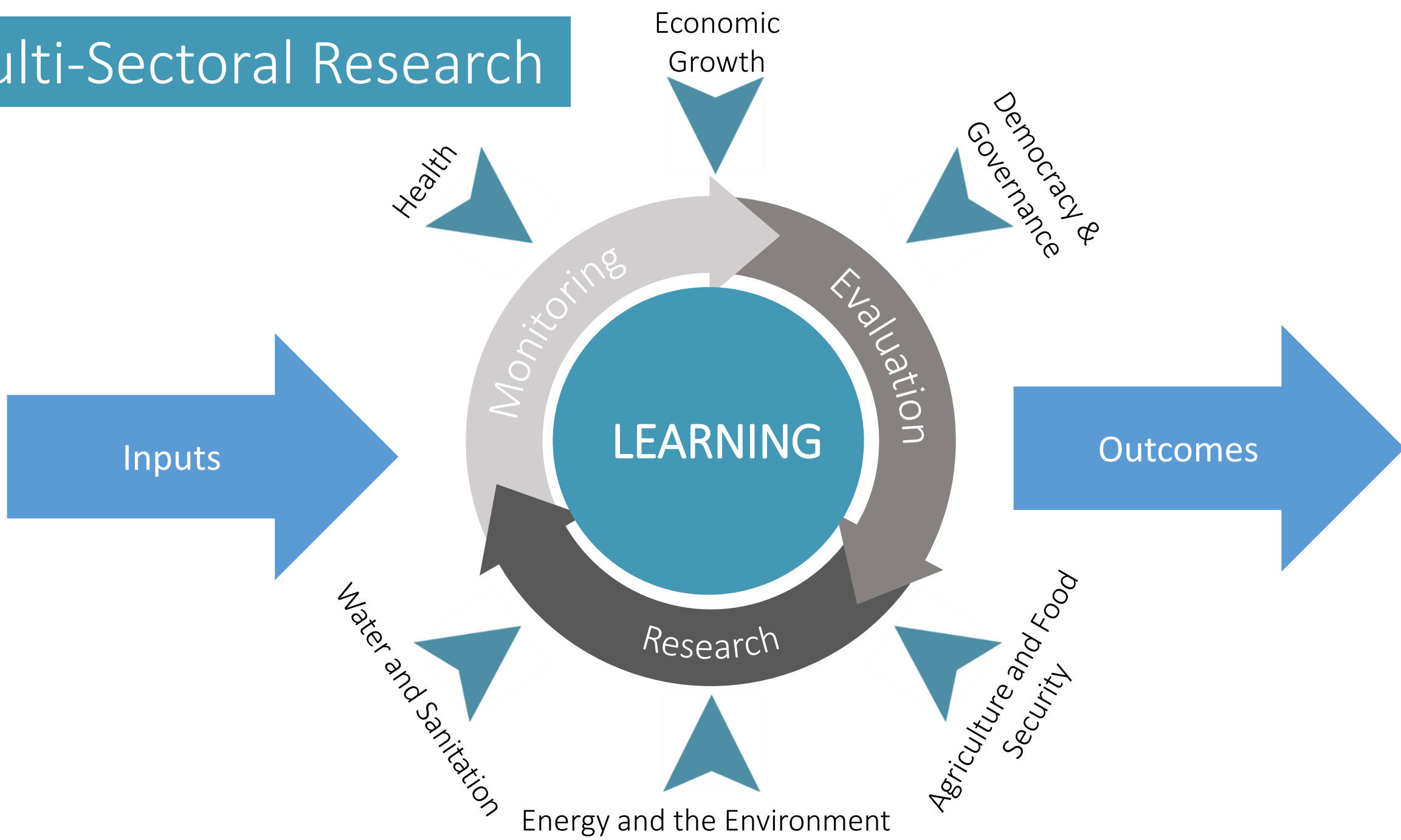
GeoPoll can conduct custom research on any topic, with near **real-time** results.

- Once-off surveys to conduct real-time research
- Track custom metrics daily, weekly, biweekly, monthly, yearly
- Panel-based, longitudinal, and/or cross-sectional
- Support monitoring and evaluation studies
- Platform supports various question types (multiple choice, select-all-that-apply, open ended) and skip patterns
- Utilize GeoPoll's database or provide your own sample of beneficiaries to target
- Most languages available, clients can provide pre-translated questionnaires, or GeoPoll can work with translation services.



Airtime credit incentives
for completion \$0.50 USD

Multi-Sectoral Research



Social Sector Partners

HEALTH ✓ MSH, IMA WORLD HEALTH, PSI, JHU, NYU

ECONOMIC GROWTH ✓ USAID, STATE DEPARTMENT, RTI, FHI 360

GOVERNANCE ✓ DAI, NDI, CHECCI, UNDP, USIP, WORLD BANK GROUP

AG/FOOD SECURITY ✓ WFP, CHEMONICS, IFPRI, USAID, OVERSEAS DEVELOPMENT INSTITUTE

HUMANITARIAN AID ✓ KEYSTONE ACCOUNTABILITY, HUMANITARIAN OUTCOMES, UNDP

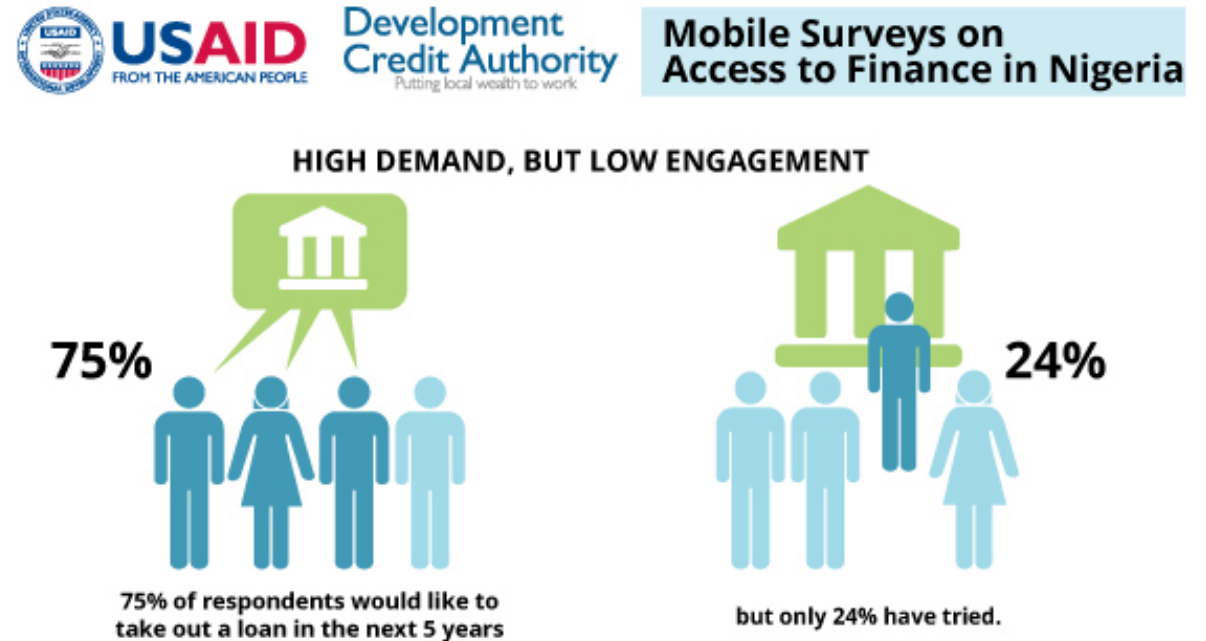
MEDIA ✓ INTERNEWS, BBC MEDIA, NAVANTI

M&E/IMPACT ✓ SOCIAL IMPACT, QED GROUP



Case Studies: Agriculture and Nutrition

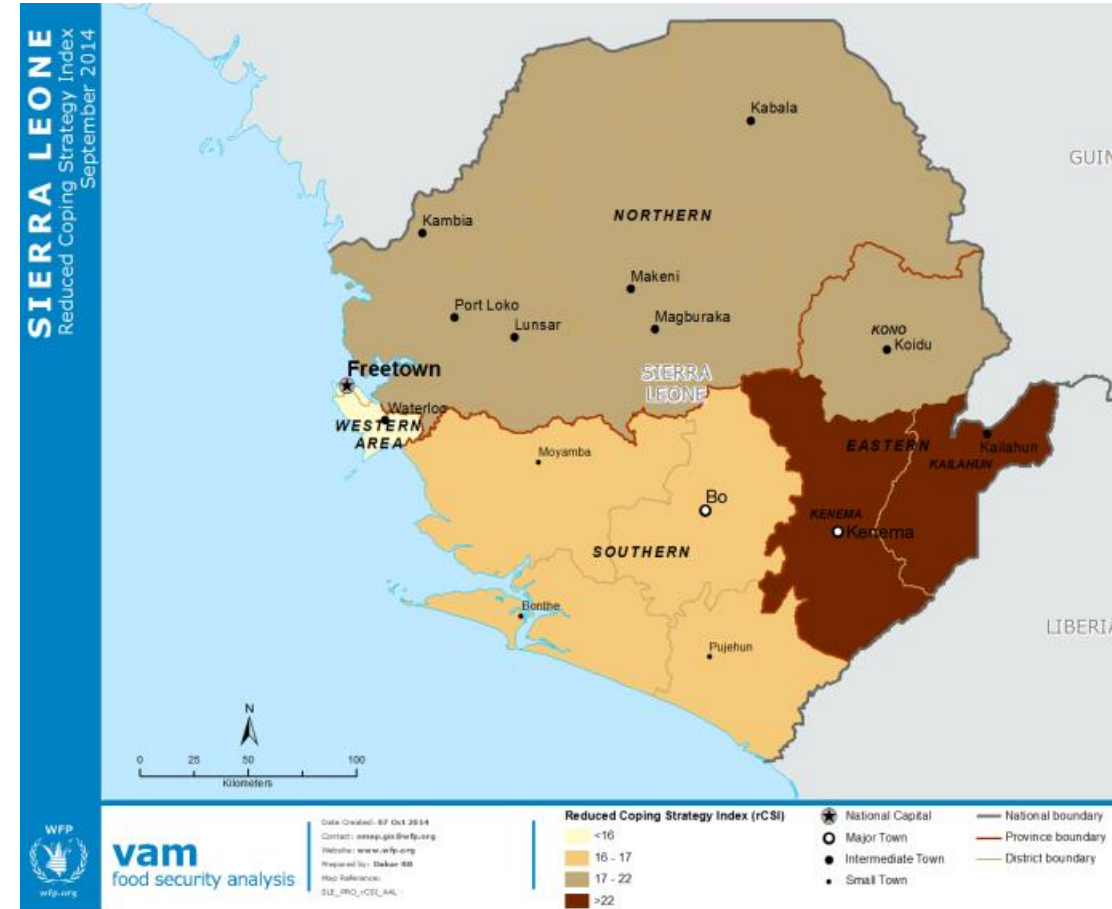
- **IFPRI:** Used mobile surveys to assess the understanding and adoption of new seed technologies among smallholder maize farmers.
- **IMA World Health:** Conducted surveys across 5 regions in Indonesia to understand nutrition, hygiene and more in relation to childhood stunting.
- **USAID DCA:** Reached those in the agricultural industry to determine perceived barriers to getting agricultural loans.



Case Studies: Ebola Crisis

GeoPoll reached more than 100,000 people in West Africa during the Ebola crisis.

- **USAID:** Determined long-term economic impacts of the Ebola outbreak in Sierra Leone and Liberia.
- **FEWS NET:** Built a panel of market traders to study ongoing market operations in Sierra Leone and Liberia.
- **World Food Programme:** Conducts ongoing food security tracking surveys in Sierra Leone, Guinea, Liberia.
- **Keystone Accountability:** Used mobile to assess the population's perception on international community's response in Sierra Leone.



Online Dashboards

Data Filters

Data Visualization

- Metrics [-]
- A. Head of Household
 - B. Income Compared to June 2014
 - C. Income Compared to Beginning of 2015
 - D. Current Source of Income
 - E. July 2014 Employment
 - F. October 2014 Employment
 - G. Current Employment
 - H. Last Price of Rice
 - I. Last Price of Gari
 - J. Last Price of Palm Oil
 - K. Enough Labor
 - L. Amount of Goods Sold
 - M. Increase in Cost of Personal Transportation
 - N1. Income Fallen
 - N2. Amount Income has Fallen
 - O. Personal Finances
 - P. Information about Ebola
 - Q. Urban/Rural

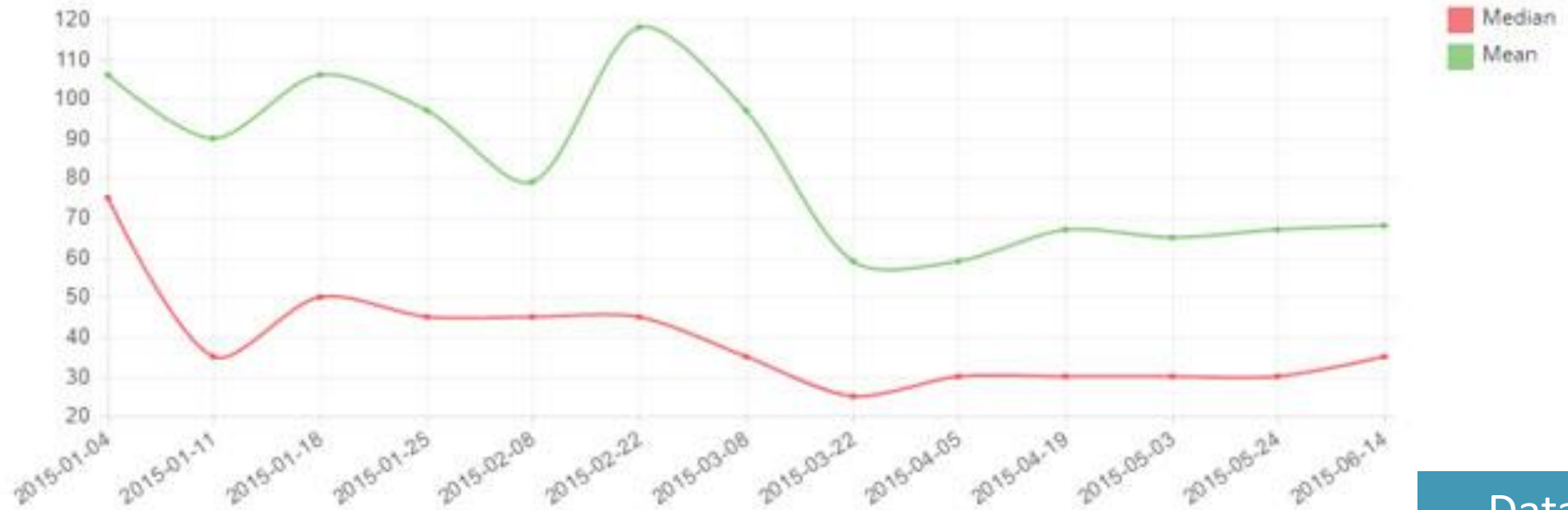
Measures [+]

Date Range [-]

From: 2015-01-04

To: 2015-06-18

What was the price of one liter of palm oil the last time you purchased it? (Type the price of one liter in LRD type 0 if never purchased one liter of palm oil)



Data Table

Date	Median	Mean	Sample
2015-01-04	75	106	608
2015-01-11	35	90	623
2015-01-18	50	106	635
2015-01-25	45	97	660
2015-02-08	45	79	662
2015-02-22	45	118	669
2015-03-08	35	97	697

Quality Control and Privacy

GeoPoll ensures quality results through a combination of machine and human review:

- Prior to full production, GeoPoll runs a pretest with a small sample to verify the instrument and to ensure the survey is user friendly and comprehensible.
- Responses are automatically evaluated by the GeoPoll system to match specified criteria, such as numerical ranges or coded categories. Users are prompted to correct their response if there is not a match.
- GeoPoll staff systematically review raw survey results, demographic and survey flow reports to ensure that surveys are being completed as intended and there are no anomalies in the data.
- GeoPoll administrators monitor daily activity of incoming data, including number of completions and break-offs. Messages are stored in a database and time stamped.
- Data collection continues for an established period of time (1-3 days) and survey response time is tracked.

Privacy: GeoPoll takes the privacy of users very seriously. GeoPoll does not collect names, never shares mobile numbers of respondents, and uses unique identifying codes in our database to represent users.

Limitations of Mobile Surveys

1 Short questions required

- SMS surveys have a character limit of 160 for each message.

4 Sample limitations

- Mobile sample consists of only those who own mobile phones, so cannot reach the extremely poor or other demographics without access to a phone. SMS surveys cannot reach illiterate populations but IVR is one solution.

2 Open ended questions

- GeoPoll can run open ended questions, but, as with many other modes, data needs to be cleaned and may result in loss of some sample

5 Demographic challenges

- Mobile samples skew slightly male and young, though this can be weighted for. It is generally difficult to reach older populations.

3 In depth technical studies

- It can be difficult to run very detailed technical studies on SMS, especially if they require an additional in-person element

6 Mobile operators

- GeoPoll partners with the largest mobile operators in a country, and is not connected with very small operators.

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