

A stylized logo consisting of a white letter 'G' followed by a white colon ':', set against a black square background.

**UNLOCKING  
AFRICA'S  
POTENTIAL**

How social media  
is powering small  
business in Africa

## DOCUMENT REFERENCE

**Unlocking Africa's potential:** How social media is powering small business in Africa

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This report was commissioned by the Facebook Company and independently researched and prepared by Genesis Analytics (Genesis).

All data used in this report was gathered from publicly available sources or third-party data collected by Ipsos on Genesis's behalf for the purposes of this report.

The Facebook Company provided all case study material. The Facebook Company did not provide any internal data or sensitive information.

The conclusions and recommendations of this report are those of Genesis and based on the research conducted.

**FACEBOOK**

# Survey Methodology

The Facebook Company commissioned Ipsos to conduct quantitative research in eight countries of Sub-Saharan Africa to:

Identify the **level of social media adoption** by small and medium businesses in each country;

Evaluate the **impact of the Facebook apps** on businesses' access to finance, markets, information and resources of the digital economy; and

Assess the **impact of Covid-19** on SMBs' use of digital technologies

The study was executed by Ipsos Public Affairs North America and Ipsos Nigeria. The survey of small- and medium-sized businesses was conducted in eight countries across Sub-Saharan Africa: Côte d'Ivoire, the DRC, Ghana, Kenya, Mauritius, Nigeria, Senegal and South Africa. The study was conducted online for Nigeria and South Africa and on the phone in Côte d'Ivoire, the DRC, Ghana, Kenya, Mauritius and Senegal.

## Research Methodology

The study of small and medium businesses surveyed 4,020 respondents across eight countries.

The study targeted business owners, executives, high-level managers and solo entrepreneurs from 13 major industries across the region and among businesses of varying sizes. The study targeted SMBs categorised as private companies or social enterprises with no more than 250 employees. In Nigeria and South Africa, the study was done online, and in Côte d'Ivoire, DRC, Ghana, Kenya, Mauritius and Senegal, the study was done on the phone (CATI).

Number of Interviews, Study Mode and Sample Coverage				
Country	Total Interviews	Businesses	Solo Entrepreneurs	Sample Coverage
Côte d'Ivoire	569	414	155	Metropolitan areas
DRC	552	462	90	Metropolitan areas
Ghana	527	412	115	Metropolitan areas
Kenya	500	408	92	Metropolitan areas
Mauritius	312	252	60	Metropolitan areas
Nigeria	501	421	80	Nationwide
Senegal	534	433	101	Metropolitan areas
South Africa	525	450	75	Nationwide
Total	4020	3252	768	

Ipsos used a targeted sample of respondents from business-to-business and consumer panels in Nigeria and South Africa with national coverage in both countries. In Côte d'Ivoire, DRC, Ghana, Kenya, Mauritius and Senegal, Ipsos used business and consumer lists, as well as face-to-face recruitment of respondents for solo entrepreneurs and micro enterprises. The sample covered metropolitan areas, including suburban and rural sections of the MMAs. The length of surveys in Nigeria and South Africa were 11 and 14 minutes, respectively. In CATI countries, the average length was 15 minutes. The study was fielded from 11 February to 8 March 2021.

Study Mode by Country	
Country	Mode
Côte d'Ivoire	CATI + F2F Contact recruitments (for solo entrepreneurs and micro enterprises)
DRC	CATI + F2F Contact recruitments (for solo entrepreneurs and micro enterprises)
Ghana	CATI + F2F Contact recruitments (for solo entrepreneurs and micro enterprises)
Kenya	CATI
Mauritius	CATI + F2F Contact recruitments (for solo entrepreneurs and micro enterprises)
Nigeria	Online
Senegal	CATI + F2F Contact recruitments (for solo entrepreneurs and micro enterprises)
South Africa	Online

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## Questionnaire Development

**The core questionnaire items were developed by Genesis Analytics and Ipsos, with input from the Facebook Company. Ipsos programmed, tested, and translated the survey instrument and fielded the study.**

Upon receipt of the final questionnaire, Ipsos programmed the survey to be conducted online and CATI separately. Teams in the US and Nigeria worked closely on the script to make sure the logic was identical in both modes. The client service team in the US tested both scripts – online and CATI – to make sure the script was consistent. The questionnaire was adapted for mobile phone use in Nigeria and South Africa. The final instrument was translated into French by an Ipsos professional translator. After programming was completed, a team of Ipsos researchers and translators tested the survey – main and the French version – checking each survey link, skip patterns, sample linkages to paradata, timing meters, and different language overlays.

Once the survey was approved, a soft launch of 10% of the sample in each country was deployed. During the soft launch, the data were checked to ensure correct capture and alignment against the survey instrument.

**Dates of the soft launch were:**

*February 10, 2021 for CATI countries in English; and  
February 11, 2021 for online countries.*

Once all data checks were reviewed, verified and approved, full launch was deployed. Fielding was conducted in English in Ghana, Kenya, Nigeria, South Africa and for 7% of respondents in Mauritius, and in French in Senegal, Côte d'Ivoire and for 93% of respondents in Mauritius.

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## Sample Design

**In the six CATI markets, a mix of business lists and consumer lists as well as face-to-face recruitment was used.** In CATI mode, Ipsos targeted businesses in the metropolitan areas, including suburban and rural sections of the MMAs.

### *a) Industry*

**Ipsos used soft quotas for businesses' industries, setting 15-35 completes per industry. The industry targeted list included the following:**

- Agriculture, forestry, and fishing
- Mining and quarrying
- Manufacturing (includes building materials, plastic products, food, beverage, tobacco products, machinery, electronics, publishing, printing, and recorded media, textiles, garments, furniture, transport machines)
- Utilities (includes electricity, gas, steam and air conditioning supply, water supply, sewage and waste management)
- Construction
- Wholesale and retail trade
- Transport and storage
- Tourism, accommodation and food preparation and service (includes restaurants, fast food, street, food markets)
- Personal services (includes hair salons, repair of motor vehicles, cleaning, security)
- Professional services (includes IT, legal, finance and insurance, real estate)
- Education
- Health and social work
- Arts and entertainment
- Other, specify [Open end]

### *b) Respondents' Roles in the Business*

**Respondents were targeted (in the online mode) and refined by a screening question on qualifying levels of responsibility and titles:**

- Senior Management (working for somebody)
- Mid Management (working for somebody)
- Self-employed/own my own business
- Provide goods and services for pay outside a job (such as a side hustle, contract work, cleaning, etc.)

### ***c) Solo Entrepreneur***

Respondents who in the below question chose “providing goods and services for pay outside a job” as his/her or family’s main source of livelihood were classified as a solo entrepreneur and micro enterprise.

**Which of the following do you consider to be your/your family main source of livelihood?**

- My full-time job
- My part-time job
- My own business
- My services for pay outside a job (such as a side hustle, contract work, cleaning, etc.)

### ***d) Size of the Business***

**Next, a subset of respondents from businesses with an employee count under 250 (including businesses consisting of a solo owner without employees) was selected using targeting as well as a screener question:**

- 1 (work alone, solo entrepreneur)
- 2 to 10
- 11 to 50
- 51 to 100
- 101 to 150
- 151 to 200
- 201 to 250

### ***e) Type of Company***

**Eligible respondents were screened based on the type of company they work for:**

- A for-profit business or company
- A non-profit social enterprise

In Nigeria and South Africa, Ipsos used soft quotas for region, gender and age to receive a good regional distribution of businesses as well as balanced representations of gender and age.

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## Sample Sources

### Online

In Nigeria and South Africa, Ipsos used samples from approved and preferred business-to-business and consumer panel sources with high quality scores in previous studies for Ipsos. Here is the list of panel providers that Ipsos used in the two online markets.

Sample Providers					
Country	Base	AIP (B2B)	Borderless (B2B)	Fulcrum (Consumer)	Ipsos iSay (Consumer)
Nigeria	501	X	X	X	X
South Africa	525	X	X	X	

### CATI

For the CATI portion of the study, Ipsos applied a mixed approach to recruit respondents and improve the response rate for solo entrepreneurs and micro enterprises. The sample sources for CATI presented in the table below.

Sample Sources and Recruitment Methods	
Ghana	<p><b>Sample drawn from several sources:</b></p> <ul style="list-style-type: none"> <li>- Ipsos B2B contacts from previous studies</li> <li>- Online business directory</li> <li>- F2F recruitments for solo entrepreneurs and micro enterprises</li> <li>- Referrals or snowballing from existing contacts</li> <li>- Online search of businesses using Facebook and Instagram (less than 5% of the total sample)</li> </ul>
Senegal	<p><b>Sample drawn from several sources:</b></p> <ul style="list-style-type: none"> <li>- Ipsos B2B contacts from previous studies</li> <li>- Online business directory</li> <li>- Physical pre-recruitment of solo entrepreneurs and micro enterprises in different quarters of the cities</li> <li>- Random online (internet) pre-recruitment</li> </ul>
Côte d'Ivoire	<p><b>Sample drawn from several sources:</b></p> <ul style="list-style-type: none"> <li>- Ipsos B2B contacts from previous studies</li> <li>- Online business directory</li> <li>- Random online pre-recruitment</li> <li>- F2F pre-recruitment of solo entrepreneurs and micro enterprises in different quarters of the cities</li> </ul>
DRC	<p><b>Sample drawn from several sources:</b></p> <ul style="list-style-type: none"> <li>- The list from the Federation of Enterprises in Congo - annually 2015</li> <li>- Latest census done by the National Institute of Statistics Online business directory</li> <li>- Existing B2C databases to target solo entrepreneurs and micro enterprises</li> </ul>

<b>Kenya</b>	<b>Sample drawn from Ipsos Kenya internal databases of businesses and consumers</b>
<b>Mauritius</b>	<b>Sample drawn from several sources:</b> <ul style="list-style-type: none"> <li>- Existing contacts and databases from past B2B and B2C studies</li> <li>- F2F recruitments for solo entrepreneurs and micro enterprises</li> </ul>

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## Data Collection

### *Online Mode*

For the online survey, multiple outgoing sample replicates were deployed throughout the field period so that soft quotas were achieved appropriately and that the total sample in each country included both early and late responders as well as weekday and weekend responders. This procedure allowed panellists with different lifestyles and schedules a chance to respond.

During the soft launch, ten percent of the sample was deployed. Once 30 interviews were completed for each country, a live quality control validation process was implemented. During this process, Ipsos's quality assurance team checked for questionnaire logic, length of interview, and ensured the quotas were being properly filled.

Data collection progress was monitored for selected groups of respondents within each country specifically, monitoring soft quotas and Facebook product use among businesses. Completes, terminates, quits and quotas were visually checked daily, with adjustments in sample and quotas made, if necessary, to ensure the team met the goals towards the survey completion. Length of interview was also reviewed and monitored.

### *CATI Mode*

Teams in each country deployed a random-digit dialling (RDD) system to select a respondent. RDD telephone interviews refers to a set of techniques for drawing a sample of contacts from a frame or set of telephone numbers. These numbers are randomly sampled, often with equal probability for eligibility in the sample.

Recruitment for the solo entrepreneur and micro enterprise included snowballing, online communities via messaging groups and other B2C databases, and physical visits to random sectors to pre-recruit individuals. As such, these respondents might be skewed towards online users who rely on the Facebook apps more heavily.



The cooperation rate for each country is presented below:

Category	Ghana	Senegal	Côte d'Ivoire	DRC	Kenya	Mauritius
Number of businesses contacted	1805	3204	5690	3365	1087	855
Number of refusals	577	1570	3080	1701	152	233
Number of respondents screened out	554	1045	2012	1000	305	200
Number of respondents who qualified but did not complete survey	60	45	25	89	118	110
Number of completed interviews	570	534	569	575	512	312
Number of interviews removed by QC	44	10	4	-	-	-
Number of interviews included in the dataset	570	534	569	552	512	312

## Fieldwork Procedures

In total, 4,020 interviews were conducted among small and medium businesses in eight countries.

Ipsos fielded the SMB Study between February 11 and March 8, 2020. The field dates for each country are presented in the table below.

Country	Fielding Period
Côte d'Ivoire	16 <sup>th</sup> February - 3 <sup>rd</sup> March, 2021
DRC	15 <sup>th</sup> February - 5 <sup>th</sup> March, 2021
Ghana	10 <sup>th</sup> February - 1 <sup>st</sup> March, 2021
Kenya	10 <sup>th</sup> February - 1 <sup>st</sup> March, 2021
Mauritius	12 <sup>th</sup> February - 3 <sup>rd</sup> March 2021
Nigeria	11 <sup>th</sup> February - 4 <sup>th</sup> March, 2021
Senegal	18 <sup>th</sup> February - 2 <sup>nd</sup> March, 2021
South Africa	11 <sup>th</sup> February - 4 <sup>th</sup> March, 2021

## Field Challenges

**The main field challenge was the longer Interview time for Facebook app users using Facebook and WhatsApp.** Some respondents who were using several Facebook applications felt the questionnaire was quite repetitive for specific questions on WhatsApp, Instagram and Facebook, and the interviews were not completed. These interviews were not included in the final dataset.

**Interview length was influenced by the following factors:**

**Communication network delays:** Some respondents took more or less time due to communication or network delays during calls. In longer interviews, many questions were repeated.

**Respondent's ease of understanding the questions asked:** For some respondents, several questions were difficult to understand and needed to be repeated.

**User segment:** The interviews were shorter for non-social media users vs. social media users or Facebook app users.

**Time of the call:** Some respondents were more receptive to take the survey in the later hours of the working day or during the weekend. The teams experienced lower respondent cooperation during work hours.

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