



Practical  
Sampling  
International

***PRACTICAL SAMPLING  
INTERNATIONAL  
(PSI)  
CATI DATABASE***



# OVERVIEW

- Impact of COVID-19 on social interaction means that method of data collection must conform with the current realities which emphasize social distancing, safety and hygiene.

- While Face to Face interviewing approach has proven overtime to be an effective method of data gathering in Africa, it is not 100% usable in the present situation.

- PSI being one of the leading research agencies in Nigeria and with offices in other West African Countries offer Computer Assisted Telephone Interviews(CATI) to meet the present challenges.

- PSI is experienced in conducting CATI surveys for both quantitative and qualitative studies.



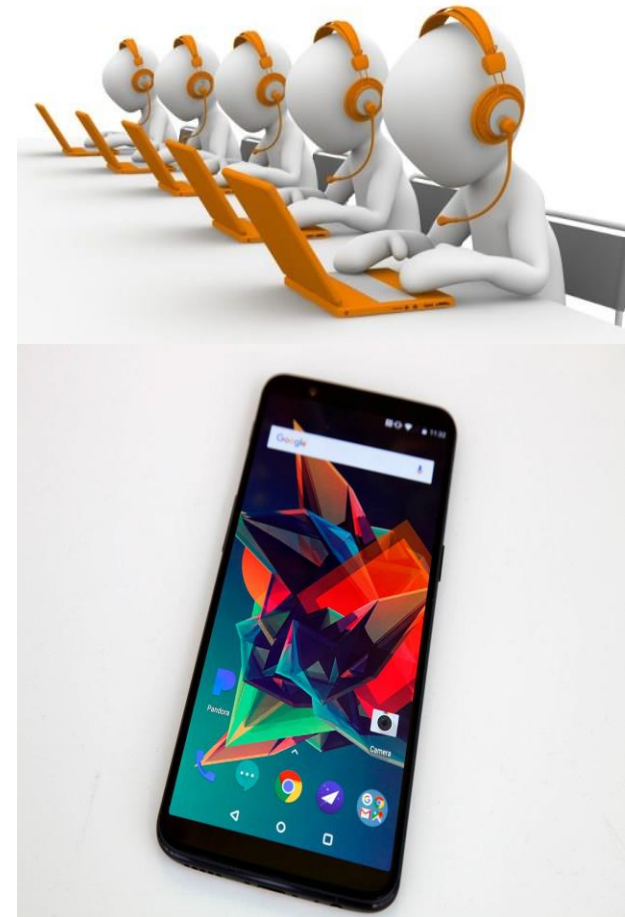
# PSI CATI SAMPLE FRAME

- Our Sample frame is developed by pooling the phone numbers of people who had participated in our previous studies from our database which we have built over the past 15 years, as well as from bulk SMS providers.

- PSI has up to 33,102,000 (Thirty Three Million, One Hundred and Two Thousand) phone numbers/contacts from which a national representative sample could be selected in Nigeria alone.

- Respondents in the data base will be asked for informed consent to participating in Market/Opinion research surveys;

- In contacting the respondents, PSI operates in line with standards set by professional associations including ESOMAR, NIMRA and GDPR





# PSI CATI DATABASE IN NIGERIA

*PSI has a robust database of 33,102,000 telephone contacts in Nigeria alone!*



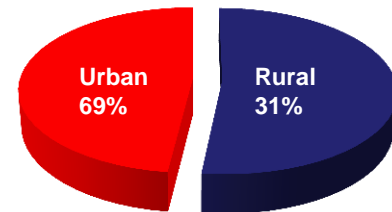
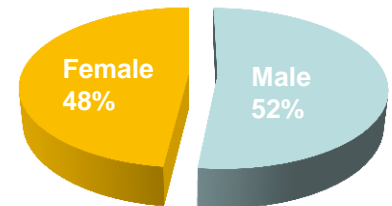


# PSI CATI DATABASE DEMOGRAPHICS IN NIGERIA

REGION	STATE	NO OF LGAs	NUMBER OF PHONE CONTACTS PER STATE
North Central	Benue	23	850,292
	FCT	6	720,271
	Kogi	21	712,162
	Kwara	16	737,246
	Nassarawa	13	325,774
	Niger	25	678,440
	Plateau	17	385,584
<b>Regional Total</b>			<b>4,409,769</b>
North East	Adamawa	21	649,428
	Bauchi	20	211,477
	Borno	27	539,807
	Gombe	11	302,237
	Taraba	16	247,615
	Yobe	17	155,372
<b>Regional Total</b>			<b>2,105,936</b>
North West	Jigawa	27	234,030
	Kaduna	23	1,303,955
	Kano	44	1,181,248
	Katsina	34	411,214
	Kebbi	21	174,125
	Sokoto	23	198,545
	Zamfara	14	141,728
<b>Regional Total</b>			<b>3,644,845</b>



**Total Size = 33,102,000**

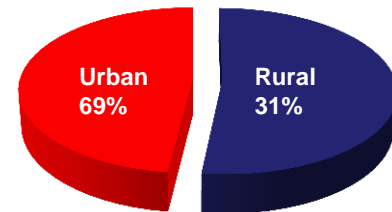
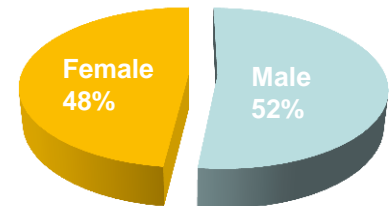


**Major Languages of Interview: English, Pidgin, Yoruba, Hausa and Igbo**

# PSI CATI DATABASE DEMOGRAPHICS IN NIGERIA



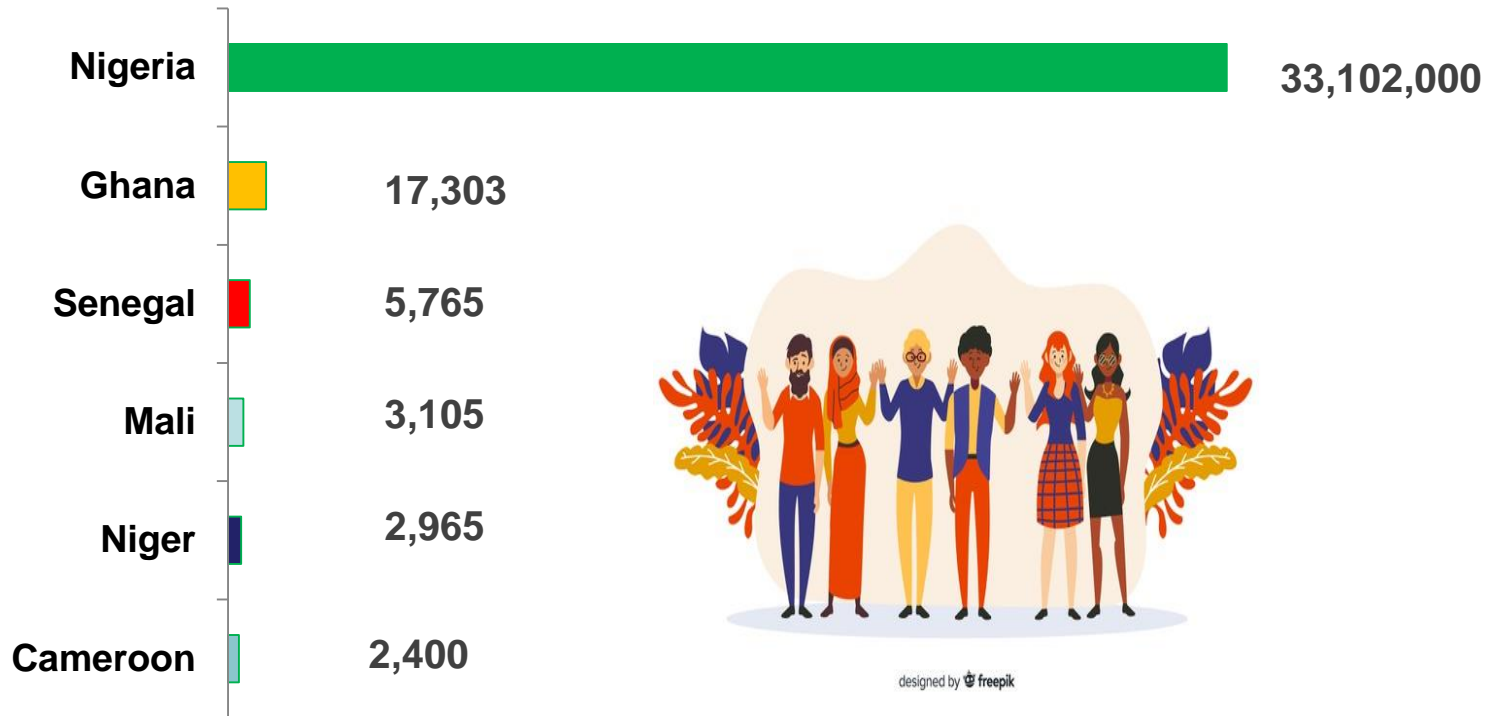
**Total Size = 33,102,000**



**Major Languages of Interview: English, Pidgin, Yoruba, Hausa and Igbo**

REGION	STATE	NO OF LGAS	NO OF PHONE CONTACTS PER STATE
South East	Abia	17	1,045,801
	Anambra	21	1,522,310
	Ebonyi	13	438,105
	Enugu	17	1,083,254
	Imo	27	1,064,063
<b>Regional Total</b>			<b>5,153,533</b>
South South	Akwalbom	31	915,406
	Bayelsa	8	308,648
	Cross River	18	629,443
	Delta	25	1,257,189
	Edo	18	1,085,194
	Rivers	23	1,675,993
<b>Regional Total</b>			<b>5,769,873</b>
South West	Lagos	20	6,879,579
	Ekiti	16	470,155
	Ogun	20	1,282,454
	Ondo	18	906,540
	Osun	30	820,476
	Oyo	31	1,556,840
<b>Regional Total</b>			<b>11,916,044</b>
<b>Grand Total</b>			<b>33,102,000.00</b>

# PSI CATI DATA BASE IN SOME WEST AFRICAN COUNTRIES



***PSI CATI Data Base In Some West African Countries***

# SOME OF THE CATI STUDIES CONDUCTED BY PSI

S/n	Name of Study/Project	Summary of Study	Sample Size
1	Mapping Boko Haram and ISIS-WA Influence in Northeast Nigeria	Aimed at managing conflicts in the north eastern parts of Nigeria: Adamawa, Yobe and Borno	200 Respondents in the north eastern part of Nigeria
2	Facebook Telephone Callback Survey	The study was aimed among FB users who took platform survey and agreed to follow-up interview	800 Respondents in Nigeria
3	EU-Africa Campaign	Perception of EU relations with Ghana by youth aged 18-35	1000 sample size in Ghana
4	The "Unique Barometer "project	This is a satisfaction survey that was conducted among the general public and businesses as well.	3,000 sample size in Mali
5	U&A Project	The study was conducted among malted Drink consumers in Ghana among youth aged 18 - 35	400 sample size in Ghana
6	World Food Programme - FOOD SECURITY - CATI	Understanding various attributes that influence Mobile network users to a particular brand	696 households in Niger
7	Customer Satisfaction Survey	This survey was aimed at checking customer satisfaction level of the Client's products and services based on product quality, pricing and other services including after sales services	1000 sample size in Niger



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