Versus Survey Methodology

Sampling

The typical Versus survey is run leveraging a specific demographic of select scouts who have opted into our Scouts program by a Versus subscriber. This Scouts' program is designed to leverage our strong Pan-African partnerships in key consumer markets in the African continent to capture a significant sample size of respondents across different facets of life.

For every survey that goes out, the dashboard allows the user to first filter based on Age, Gender and Location. We have designed it this way to start because we know primarily the importance of casting a wide net so that the user can eventually narrow down. From there, the survey questions are created and then scheduled and sent off for the matching demographic scouts to receive and respond.

The narrowing down comes in the form of filters on responses. Each respondent that is a Versus Scout has filled in mandatory demographic details that the Versus user can now filter to see how each Scouts' group that fits a specific criteria answers specific questions in a survey. An example of filters that can be turned on beyond Age and Gender are others such as, Tribe, Education Level, Relationship Status, # of Household members, Income, Employment, Religion.

Depending on the country of focus, these filters could change and are altered to fit the specifics of the region the Scouts belong to.

In overall sampling, we use our initial 'evangelist' based Scouts of roughly 5,000+ to initiate surveys nationwide. Our initial partnership model allows us to target specific groups of Scouts that make up the best possible population representation of our starting 'evangelist' base. These 5,000+ scouts are widely distributed across a country like Nigeria for instance, where there is significant representation in all the regions (at least 10% Northeast Nigeria, 13% Southeast, 13% Northwest, 19% Middle belt, 38.5% Southwest and 6% South South). Largest percentages usually tilt to where there is more consumer activity. Also, it will include just the right number of women, and/or members of society from the core consumer market from the educated to the uneducated, high to low income and from urban to rural settings. We repeat this in new markets we recruit our Scouts including Kenya, Tanzania, Ghana and eventually in other countries such as South Africa and Ethiopia.

Managing Bias

Surveys go out based on the target demographic chosen by the Versus subscriber from the dashboard. Currently, scouts that are signed up to our program join on the basis of private invitations via our Partners or referrals. From Q2 2021, Scouts will join from several other channels at random.

To alleviate **non-response bias**, we've designed our surveys to be all inclusive of most mobile carriers (whether smartphone or non-smartphone users) to have access. Currently, our Scouts app is available on Google store (not widely marketed yet) for the large population of Android users, which makes up a lion share of mobile users in Africa. To also penetrate a wider audience, we've designed the USSD version of Surveying so that non-smartphone users (or even iOS users until the iOS version is released) are able to also participate as Scouts.

In addition to this, all Scouts are remunerated for the questions they answer through credits they accrue that can eventually be cashed out. As a result, we ensure a very quick turnaround as surveys are shown to matching demographic Scouts on a first come, first serve basis. This also helps manage **voluntary bias** whereby we optimize for the most forthcoming volunteers that match the Versus users ideal filtered demography which they are targeting for surveys.

To manage **selection bias**, we also ensure questions are carefully worded and listed so that they are not leading to a biased answer. We also have our templates that ensure all survey topics are generalized (not including brand's name) and where the brand related questions are indirectly presented. We also track for bias whereby there is a certain consistency from a scout answering specific questions in a given pattern and we proactively blacklist them and further probe such scenarios on whether or not to reactivate them.

Data Analysis

We build our reports based on the responses from surveys done and collected by us from our Scouts. These reports are available both on-demand or customized. Custom reports also include custom visualizations based on specific client requests. Beyond just survey responses that are text, we collect audio, video and image information from scouts and have it stored and readily available within the Versus Interact section of the client dashboard (within a short specific time frame).