GeoPoll

REMOTE MOBILE DATA COLLECTION

Fast, Reliable, Global Data

Since 2012, GeoPoll has been a leader in providing affordable market research in areas that are difficult to access using traditional methods. GeoPoll's remote data collection capabilities have been utilized by the US Department of State, the World Bank, USAID, the United Nations, numerous research institutions and contractors who come to GeoPoll for a safer, more effective way to collect on-the-ground data that assesses citizen perceptions, tracks the impact of client programming, and predicts trends using spikes in food prices, increases in corruption, and upticks in conflict.

KEY STRENGTHS:

◎ Collects data via remote surveys administered through the mobile phone. Reduces the risks and time associated with on-the-ground data collection in areas in conflict.

◎ Surveys can be sent via SMS (text), mobile web, and voice to reach target populations even if they don't have internet access.

◎ Cost effective and fast data collection: GeoPoll is less expensive than face-to-face surveys, and dramatically reduces the time it takes to collect data.

◎ GeoPoll surveys are free to respondents and include incentives, reducing the economic barrier for participation.

POTENTIAL MISSION USES:

◎ Deploy immediately in areas during or after shocks, stresses, or crises when real-time, actionable data is needed.

◎ Predictive social media and survey data analysis to inform the GeoPoll Emerging Threat Index and mitigate conflict.

◎ Send surveys to assess damage after a natural disaster or a terrorist attack. Provide one-way educational, informational, or emergency communications messages.

◎ GeoPoll research experts advise on survey design, perform numerous quality checks to ensure surveys collect reliable, valid data, and provide in-depth data analysis.

◎ Ability to target specific respondents by demographics, locations, and screening questions.

◎ Robust surveying capabilities include screening questions, survey routing, and numerous question formats.

◎ Data is uploaded in near real-time to a visual dashboard which can be easily shared and accessed 365 days a year, 24 hours a day.

EMERGING THREATS INDEX

The Emerging Threats Index collects hyperlocal, on-going data on conflict, corruption, food prices, and other indicators that can contribute to emerging threats and violence. Data is available via a visual dashboard in real-time and has been shown to predict unrest in specific regions. Data points and areas monitored can be customized based on needs.

From January - May 2018, the Emerging Threat Index detected an increasing threat level in Borno, correlating with Boko Haram attacks in the Borno region in April 2018. In July, following deployment of security personnel, the threat level had decreased to moderate levels. In August 2018, the threat level increased slightly in Yobe.
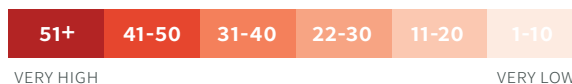
JANUARY 2018   MAY 2018   AUGUST 2018

THREAT LEVEL	51+	41-50	31-40	22-30	11-20	1-10
	VERY HIGH					VERY LOW

COMPANY BACKGROUND

Company Details:

◉ US Registered Small Business
◉ DUNS: 60-3881306
◉ CAGE Code: 5NCE5
◉ Offices in Washington, DC, Denver, CO, Nairobi, Kenya

Examples of Past Use:

► Conducted Food Security Assessments in Nigeria
► Measured economic effects during the Ebola Outbreak
► Provided disaster risk management data during massive floods in Tanzania
► Generated early warning data in Nigeria for the United Nations to better understand and predict conflict and levels of human displacement
► Adapted food security and nutrition indicators to the mobile phone in support of a long-term World Food Program mission

COVERAGE DETAILS

60+ COUNTRIES

85 MOBILE NETWORK OPERATORS

240 MILLION MOBILE SUBSCRIBERS

Utilize GeoPoll's partner network for additional coverage

Target respondents by age, gender, location and other characteristics

Longitudinal panels available for ongoing data collection

● LIVE MARKET
● PLANNED

GET IN TOUCH

With offices in Washington, DC, Denver, CO, Nairobi, Kenya, and staff throughout Africa, a GeoPoll expert is always available to discuss your research needs.

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