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FIELDGROUPS

MAKE INFORMED CHOICES

COMPLETED PROJECTS HIGHLIGHTS (2023–2025)

With a commitment to high-quality fieldwork and deep regional knowledge, Field Groups has conducted impactful research projects across Africa and emerging markets. Below is a main projects from 2023 to 2025.

2025 PROJECTS

Projects	Sample	Countries	Activities	Methodology
Global Business Climate Survey (MSMEs)	50	Algeria Ethiopia	In-depth interviews with senior business decision-makers	Face-to-face interviews using CAPI
National Opinion Pool	1100	Uganda	Nationwide opinion polling on key public and social issues	Mixed method: CAPI & CAWI
National Opinion Pool	3000	Ivory Coast	High-volume, structured public sentiment data collection	CAPI with real-time syncing
Public Perception Assessment - 9 Countries	2000	Mauritania, Ethiopia	Cross-country public perception survey on international relations	Mixed method: CAPI & CAWI
Dairy Sector Stakeholder Study	10	Ethiopia	Executive interviews with decision-makers in dairy processing	In-depth face-to-face interviews
Smartphone & Feature Phone Usage	1500	Madagascar	Mobile ownership and usage trends among consumers	Structured CAPI interviews

2025 PROJECTS - CON'T

Projects	Sample	Countries	Activities	Methodology
Ride-Hailing Driver Experience Survey	100	South Africa	Behavioral and experience mapping with platform drivers	Geo-tagged CAPI interviews
National Opinion Pool	1200	Senegal	Public opinion tracking on governance and development	Mixed method: CAPI & CAWI
Coconut Milk & Seasoning Product Trial	200	Tanzania	7-day in-home usage, diary tracking, and post-use interviews	Mixed-method: Product Trial + Diary + Survey
Fabric Conditioner Consumer Trial	150	Kenya	10-day usage experience and evaluation	Mixed: Product Trial + Diary + Survey

2024 PROJECTS

Projects	Sample	Countries	Activities	Methodology
Brewhouse Latinity Online Community	60	Ethiopia, Nigeria	Thematic online community discussions	Online Qualitative Community
Healthcare Professional Interviews	60	Rwanda	Interviews with frontline and specialist HCPs	In-person IDIs
Solar Energy Decision-Maker Insights	50	Ethiopia	Insights from AV solar owners and investors	Structured CAPI interviews
EV Ownership Experience Study	50	South Africa	Consumer profiling of EV users	CAPI with behavioral prompts
Telecom Decision-Maker Survey	5000	Nigeria, Morocco, Tunisia, Egypt	B2B interviews in telecom and ICT sectors	National CAPI survey
Photo Audit - Traditional vs Modern Trade	2000	7 African countries	Visual ethnography of retail environments	Field-based observational research

2024 PROJECTS - CON'T

Projects	Sample	Countries	Activities	Methodology
Ethio-Telecom Brand Perception Study	4000	Ethiopia	Brand tracking and awareness benchmarking	CAPI interviews
Internet Penetration Perception Study	5000	Ethiopia	Perception study on internet access and inclusion	Structured CAPI
Youth Perception of Global Leaders	900	Ethiopia	Youth attitudes toward international leadership	CAPI with attitudinal metrics

2023 PROJECTS

Projects	Sample	Countries	Activities	Methodology
Global Image of China in Ethiopia	5000	Ethiopia	Public sentiment on China's global role	CAPI survey
Public Health Professionals Study	700	Ethiopia	Mixed-methods research with health professionals	Quant + Qual (IDIs + Surveys)
African Energy Access Survey	1000	Nigeria, Guinea, etc.	Household energy access and usage study	Structured CAPI
Digital Business & Society Survey	3000	Djibouti, Somalia, South Sudan	Digital adoption and tech perception research	CAPI with digital profiling
Sunlight Product Trial & FGDs	200	Kenya	In-home usage and post-trial focus groups	Mixed (Diary + FGDs)
Seasoning Cubes Placement Study	200	Tanzania	Product testing with diaries and follow-ups	Mixed (Product Trial + Qual)

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