



5by20 Milestone Announcement

April 2016



Ipsos South Africa Study FAQs

Below are some Frequently Asked Questions about the early findings from The Coca-Cola Company's 5by20 initiative. This study is ongoing and focuses on a retail program in South Africa. Ipsos, a leading global research company with expertise in evaluative and impact assessment studies, is conducting this research on behalf of Coca Cola's 5by20 initiative.

What was studied and what were the outcomes?

One of the 5by20 projects in South Africa is a retail program in South Africa, implemented in partnership with UN Women and Hand in Hand. The retail program aims to help address barriers women face when running small business enterprises by providing business skills training.

The objective of the study in South Africa was evaluate the impact of the 5by20 program with a sample of 101 women entrepreneurs participating in the program in Guateng and North West provinces near Johannesburg, South Africa. The study approach is a pilot for 5by20 and we hope to conduct similar studies in other markets.

Results collected since December 2013 indicate that, on average, women entrepreneurs participating in the study saw increases in sales and personal income, which they were able to use for basic expenses for their families and to put into savings accounts. Specific data points include:

- Average business sales increased 44% and data indicates average personal income increased 23% over one year (July 2014-July 2015).
- More than half (54%) of participants reported their business improved 'a lot' as a result of the training. Of those women reporting their business improved 'a lot', more than half saw an increase in personal income.
- On average, since baseline, women showed an increased ability to afford basic expenses for themselves and their family, such as school expenses for children's education, medical visits, and clothing.
- Approximately two-thirds participants reported they were able to put money in savings each month.
- More than 90% of women included in the study said they were confident they will keep their business open and will be able to grow.

How were the women participants in the sample selected?

They were selected randomly from a list of program participants in Guateng and North West provinces in December 2013.

How was data collected?

The information was collected by Ipsos in South Africa through in-person interviews. To date, a baseline and three follow-up waves at six-month intervals have been collected. One final wave is in field and will be reported on later in 2016. At each wave, the Ipsos team attempts to interview all 101 women interviewed at baseline.

How is the study designed?

A repeated measures design (RMD) was used for this study. RMDs start with a fixed group of beneficiaries to be followed over time, and collect the same set of outcome measures for participants at each of a number of pre-set time-points.. This method is especially useful for smaller sample groups. It is also useful for pilot studies such as this as it can provide data appropriate for understanding individual change which can be used to refine subsequent evaluations.

How big is the sample size compared to the full program?

The 101 women entrepreneurs included in the sample were part of a larger 5by20 business skills training program implemented in collaboration with partners UN Women and Hand in Hand. The program has reached approximately 18,800 women retailers since it began in 2013.

Will this study continue?

There will be one more wave of research collected with this sample group before concluding the study.

Who conducted this study?

Ipsos, a leading global research company.

Will you be conducting similar studies in other countries?

Yes, an impact evaluation, using a similar but scaled-up approach, is also being carried out in the Philippines. To date, the baseline and first follow-up have been conducted.