



WINNER OF 2016 MSRA BEST RESEARCH PAPER AWARD

Understand & connect with the emerging African Middle Class



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Welcome to
KASI insight !

Africa's Rising Middle Class. One
Research Source.
KASI Insight.

About KASI Insight

KASI Insight is Africa's most innovative research and advisory firm!

Since 2013, we have built the capacity to disrupt the African market research industry.

“

”

We deliver a typical project involving several thousand respondents in as many as 10 African countries in 15 days.

The comprehensive reports we deliver for our clients present facts-backed analyses from highly experienced professionals.

KASI Insight relies on the biggest grassroots network of data hubs to reach the urban middle class of Africa. In other words, each of the consumer responses we deliver result from an actual encounter with the consumer by any of our extended hubs.

Within the last year alone, we have collected more than 1,000,000 responses and worked on a wide range of projects in the areas of mobile banking, shopping habits, ad campaign testing, brand tracking, gap analysis, opinion polling, sensitivity and satisfaction, product usage, business concept validation, lending, and mobile app usage in the biggest countries in Africa.



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WHY KASI?

We solve problems that present challenges for most firms doing business in Africa – lack of fresh local market data, slow project turnarounds, and a need for contextual insight and innovative research methods.

We source data from the 20 biggest urban centers in Africa today.

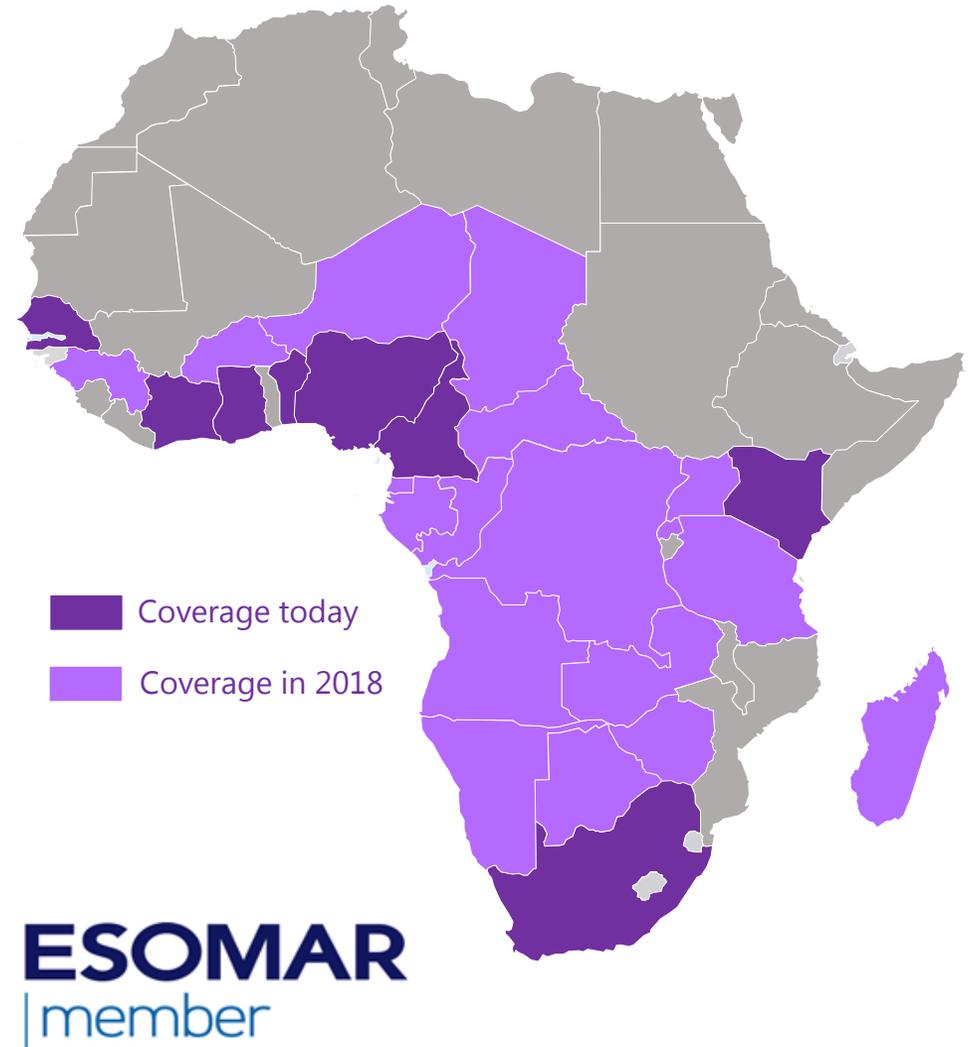
Our flexible and scalable structure enables our company to offer innovative data products to our clients.

In addition, we rely on local analysts to vet the samples and international experts to deliver the insights from the data.

We don't just provide the data - we provide context, insights, and even the opinions of respondents as added-value.

KASI Insight offers cost-effective data solutions where most competitors fail.

KASI Insight is a member of the World association for opinion and market research ([ESOMAR](#)). KASI Insight abides by the ESOMAR CODE and ESOMAR World Research Guidelines standards.



WHAT WE DO

#1 PRE & POST Ad Testing

“ Don't just advertise, find out what works and do it with purpose.
” Consumers buy brands, not products!

We empower businesses to sell to the African consumer through a simple approach that consists of:

Sampling your target market

Running product awareness or knowledge of key features surveys both before and after the ad campaign

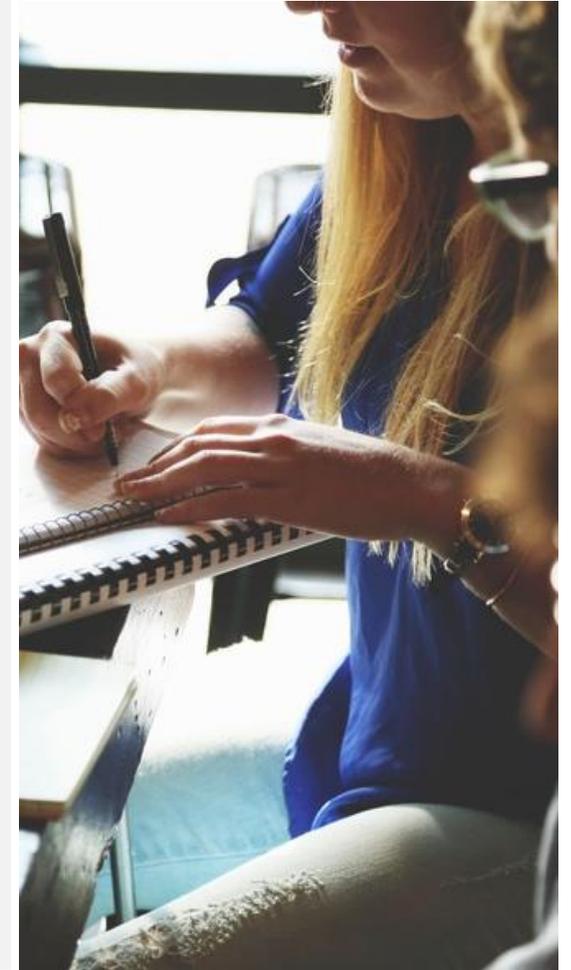
Analyzing the before/after results

Formulating recommendations which include actual suggestions from the concerned consumers .

#2 Brand perception

We measure consumer perception about your brand and identify gaps for improvement. The fact that our survey approach rests on a vast network of hubs that readily interview consumers on a face-to-face basis enables us to go beyond traditional brand watch.

We go as far as asking our respondents what substitute brands/products they actually replace your brand with.



#3 Concept Testing

For entrepreneurs, established players entering new product markets, and financial institutions funding investment projects, we provide valuable quantitative and qualitative responses from intended consumers.

Unlike traditional concept testing, we actually enable the respondent to suggest improvements on the basic concept.



Why not let your target consumers help you approach them better?



#4 Product Testing

Our product testing approach is simple and runs by the following flow:

- Sample respondent community is identified
- Product testing procedure is defined and communicated
- Products are shipped for respondents to test them out at intended setting
- Feedback is collected and analyzed at regular intervals



"Negative" gap

17 % of surveyed respondents think the features are good,

Only **11 %** are willing to pay for your gaming app.

10 % of surveyed respondents have health related apps

while **17 %** of respondents are willing to pay for health related apps.

"Positive" gap



Source of charts: October 2015 Mobile App survey by KASI Insight

#5 KASI Omnibus Survey KOS

We team-up with you to ask questions to a sample of 500 consumers in Africa for as little as \$199 per country and provide you with reliable feedback in two weeks, not months!

This is a quick and cheap necessity for academic researchers, start-ups, small businesses and communication/journalism professionals to access primary respondents and validate assumptions.

We can conduct almost all types of quantitative research, including, but not limited to: opinion polling, customer satisfaction, gap analysis, price sensitivity, consumer wish lists of features and more.



*Africa's most efficient
and affordable online
consumer survey offer!*

#6 KASI Insight Consumer Perception Index (KIC SCORE)

The KASI Insight Consumer Perceptions Score (KIC) is a composite index of 7 questions that run monthly via our consumer polls in the countries surveyed.

- The data output is based on a fresh, randomly selected representative sample of city dwellers aged 18-64.
- The KIC Score makes it easy to track consumer spending trends and compare the biggest urban centers in Africa.
- Start making smart and informed investment decisions in Africa.



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The methodology



Survey start: **November 15**
Finish: **November 18, 2016**



Total sample: **2800** urban dwellers in 6 countries

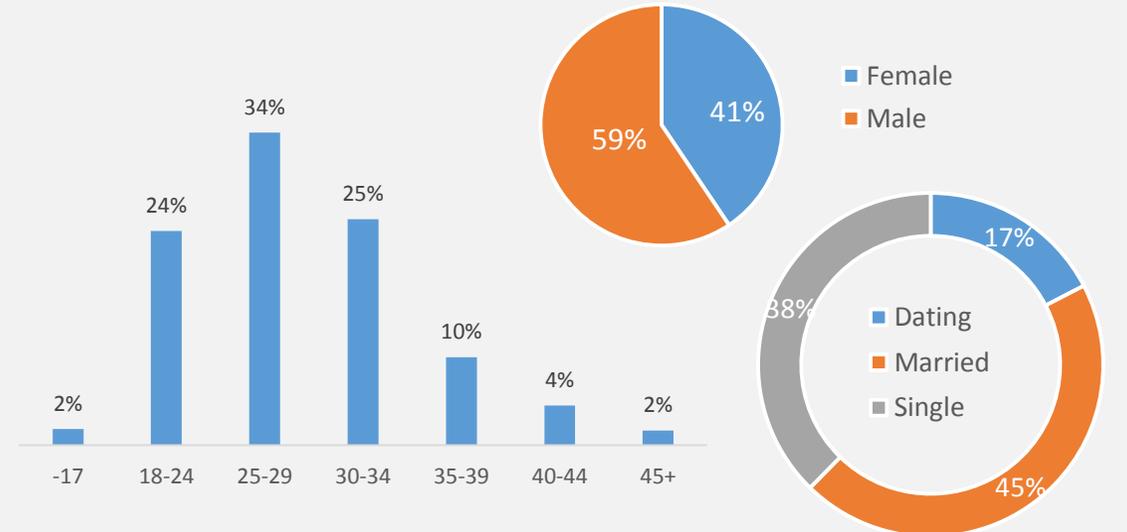
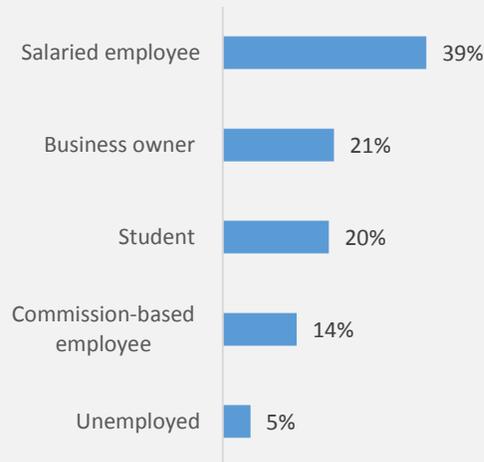


Survey: Online questionnaires



ITEMS	AFRICA
SAMPLE DESIGN	Area probability design.
MODE	Online questionnaire
LANGUAGE	English/French
SAMPLE SIZE	2800
MARGIN ERROR	+3.1%
REPRESENTATIVE	Adult (18+) urban dwellers
WEIGHTING	None

RESPONDENTS PROFILE



Luckily enough, if your product has what it takes, it will be a success in Africa.

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Key Findings

Consumers like value, they will not just use your product because it is shiny.

US election – What do Africans think about the results

- Even though the majority of Africans followed the US election, the interest for the campaign varies from country to country
- The election of Donald Trump was a surprise especially for those who followed the campaign closely. Less of a surprise in Cameroon for example.
- Respondents don't necessarily believe the election of Trump is bad for Africa. Respondents in Ivory Coast believe his election tend to agree his election is bad for Africa while respondents in Ghana don't
- Despite several reports on how Africa will get off the US radar with Trump, Africans don't agree with that. Respondents in Nigeria and Ghana are the most concerned but respondents in Cameroon are not
- 45% of respondents in Africa believe Donald Trump will be a good president. South Africa and Nigeria respondents are most optimistic he will be a good president while the respondents in Ghana are not
- There is no consensus among countries on whether Africa needs America's aid to develop – Ivory Coast and Nigeria being the only countries where the majority thinks Africa needs America's aid.



US Election – What do Africans think about the results?

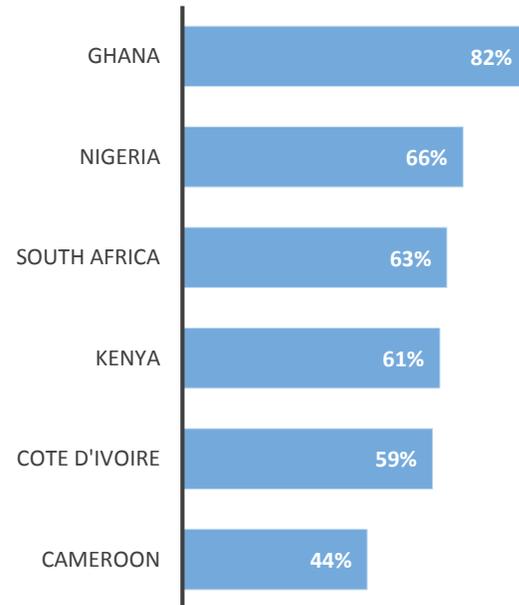
62%

of Africans followed the 2016 US election



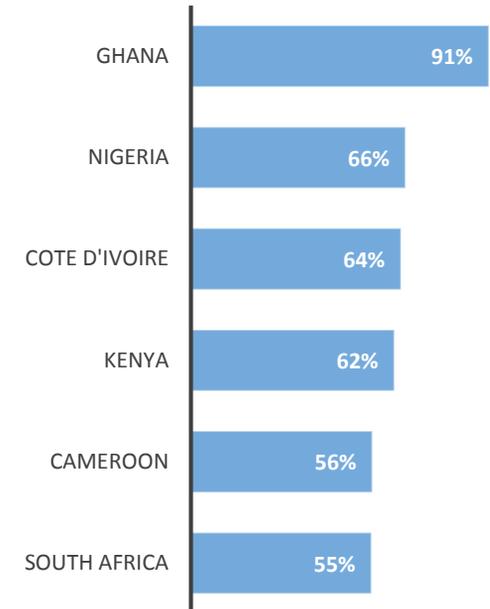
Source: KASI Insight

I followed the US election campaign – **Agree %**



- Don't assume everyone in Africa followed the election closely.
- 82% of respondents in Ghana followed the election closely
- 44% of respondents in Cameroon followed the election closely

The election of Donald Trump was a surprise to me – **Agree %**



- Those who really followed the campaign were the most surprised by the results
- 91% of respondents in Ghana were very surprised with the results
- 55% of respondents in South Africa were surprised with the results



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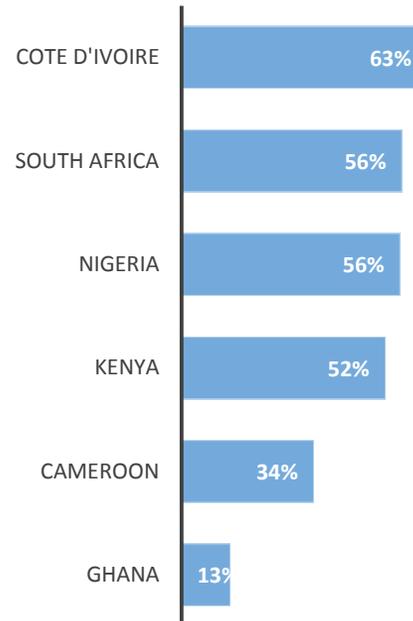
48%

of Africans think the Trump election is bad for Africa but...



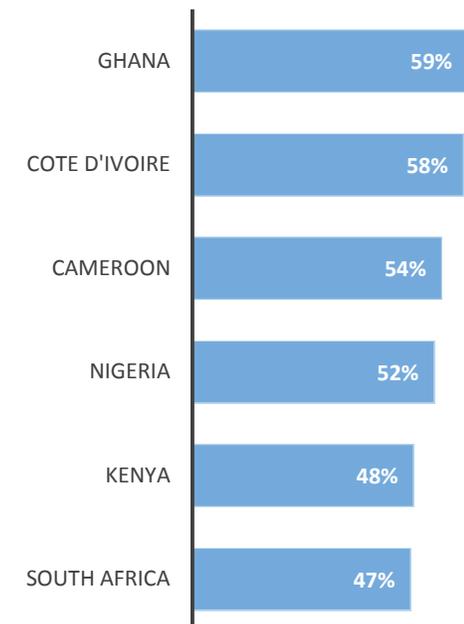
Source: KASI Insight

The election of Donald Trump is bad for Africa – **Agree %**



- 63% of respondents in Ivory Coast think the Trump election is bad for Africa
- Only 13% of respondents in Ghana think the Trump election is bad for Africa.
- Majority of respondents in South Africa and Nigeria also think Trump's election is bad for Africa

Africa needs America's aid to develop – **Agree %**



- 53% of respondents agree Africa's needs America's aid to develop
- Respondents in Ghana more so than respondents in South Africa
- Respondents in Ghana are the most pessimistic

US Election – What do Africans think about the results?

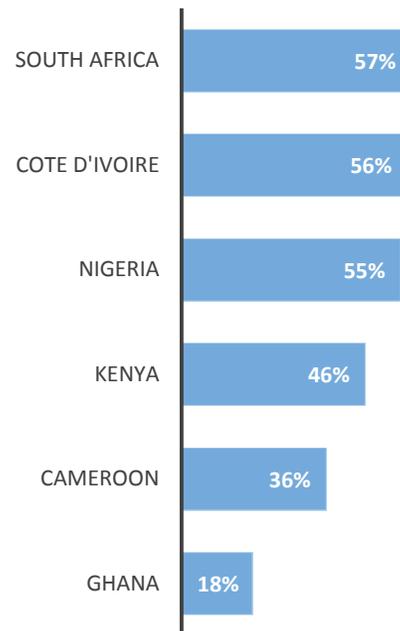
45%

of Africans think the Trump will be a good president but...



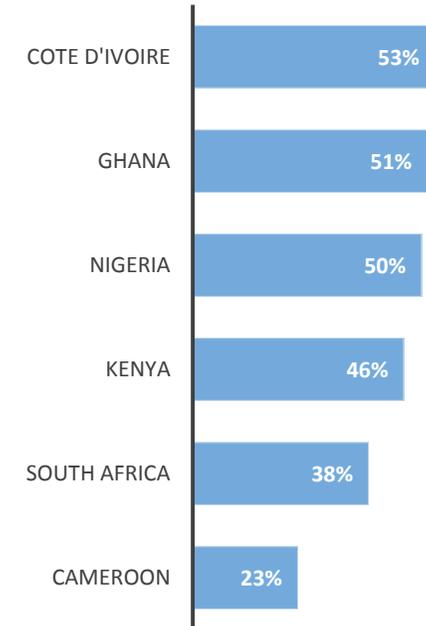
Source: KASI Insight

Donald Trump will do a good job as president – **Agree %**



- South Africans are more optimistic about Trump being a good president
- Ghanaians are least optimistic that Trump will be a good president
- Nigeria and South Africa are also hopeful he will be a good president

With D. Trump, America will forget about Africa – **Agree %**



- South Africans are not that concerned about Africa falling off the map with the Trump election
- Respondents in Cameroon are the least concerned
- Respondents in Ghana and Ivory Coast are the most concerned

US Election – What do Africans think about the results?

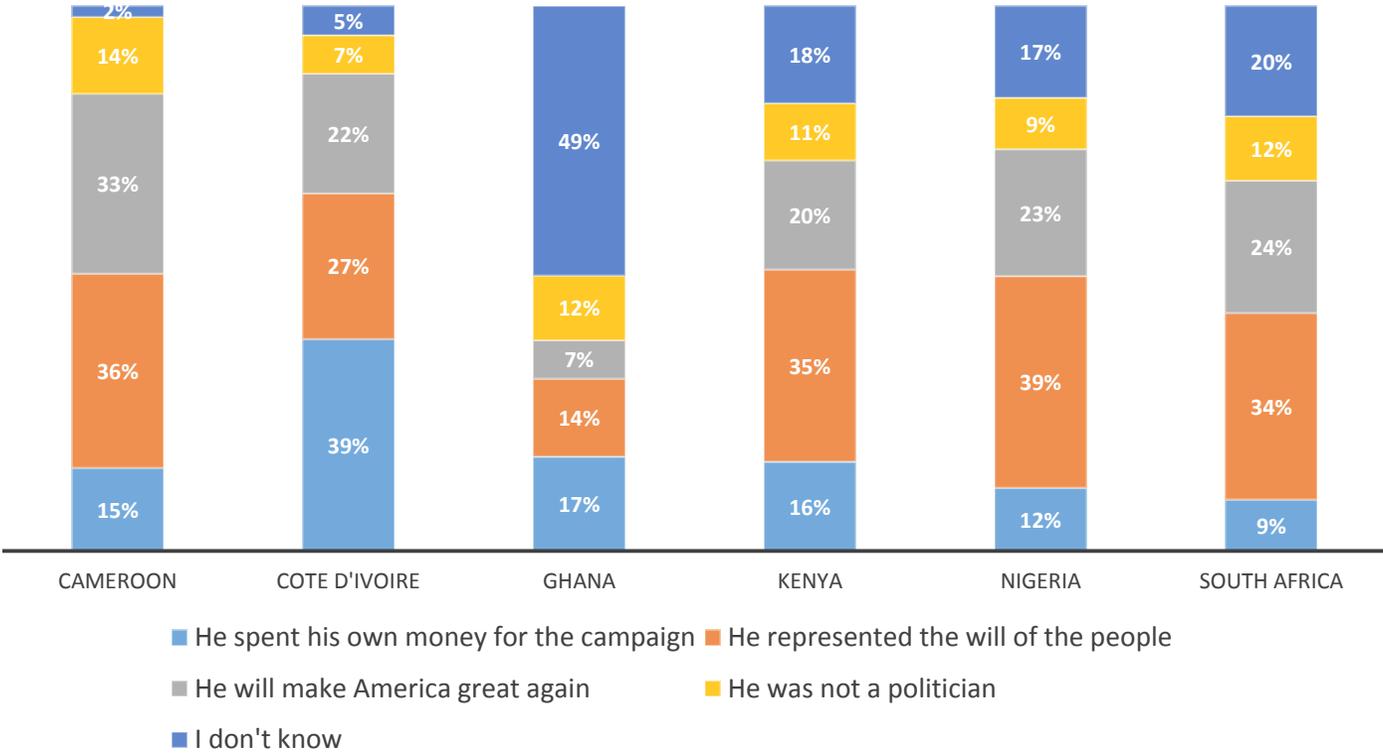
33%

of Africans think Trump won because he represented the will of the people



Source: KASI Insight

Why do you think Donald Trump won ?



- Respondents in Ghana still don't know why Donald Trump won
- Respondents in Ivory Coast say D. Trump won because he spent his own money
- Respondents also believe he won because he will make America great again

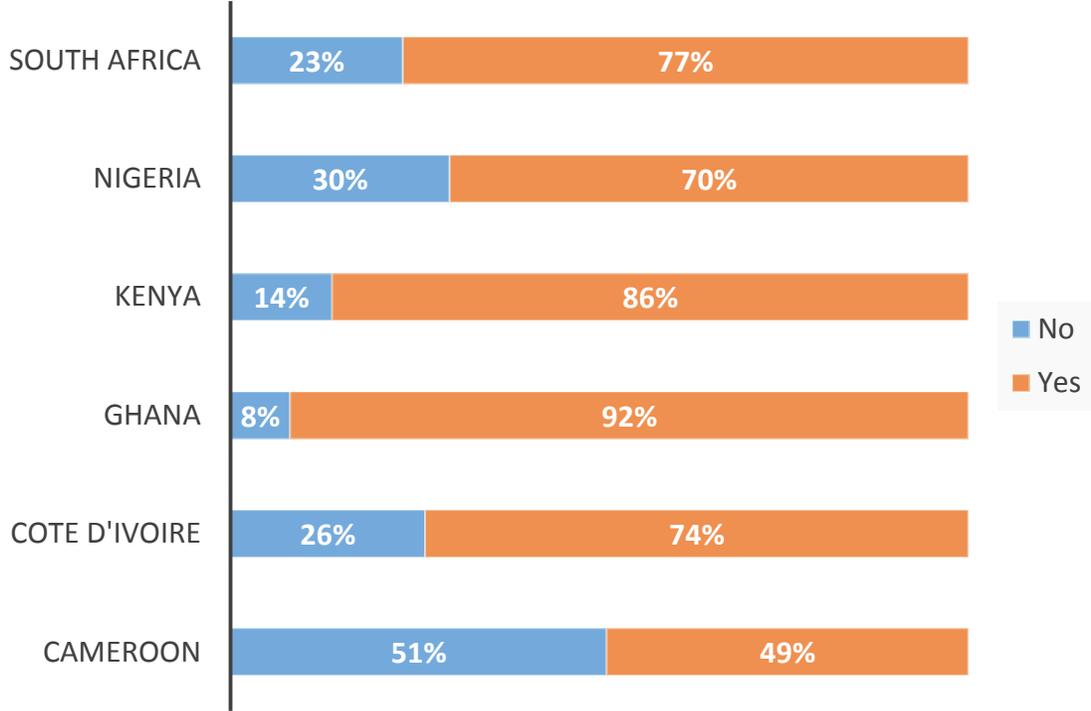
US Election – What do Africans think the Obama presidency?

73%

of Africans say they are happy with Obama presidency



Source: KASI Insight





Have questions about this report?

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