



WINNER OF 2016 MSRA BEST RESEARCH PAPER AWARD

# 2017 Expectations of the middle class in Africa | Ghana



@kasiinsight



kasiinsight.com



info@kasiinsight.com



+1 (647) 293-6783



# 1

Welcome to  
KASI insight !

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

## About KASI Insight

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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.

“

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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.

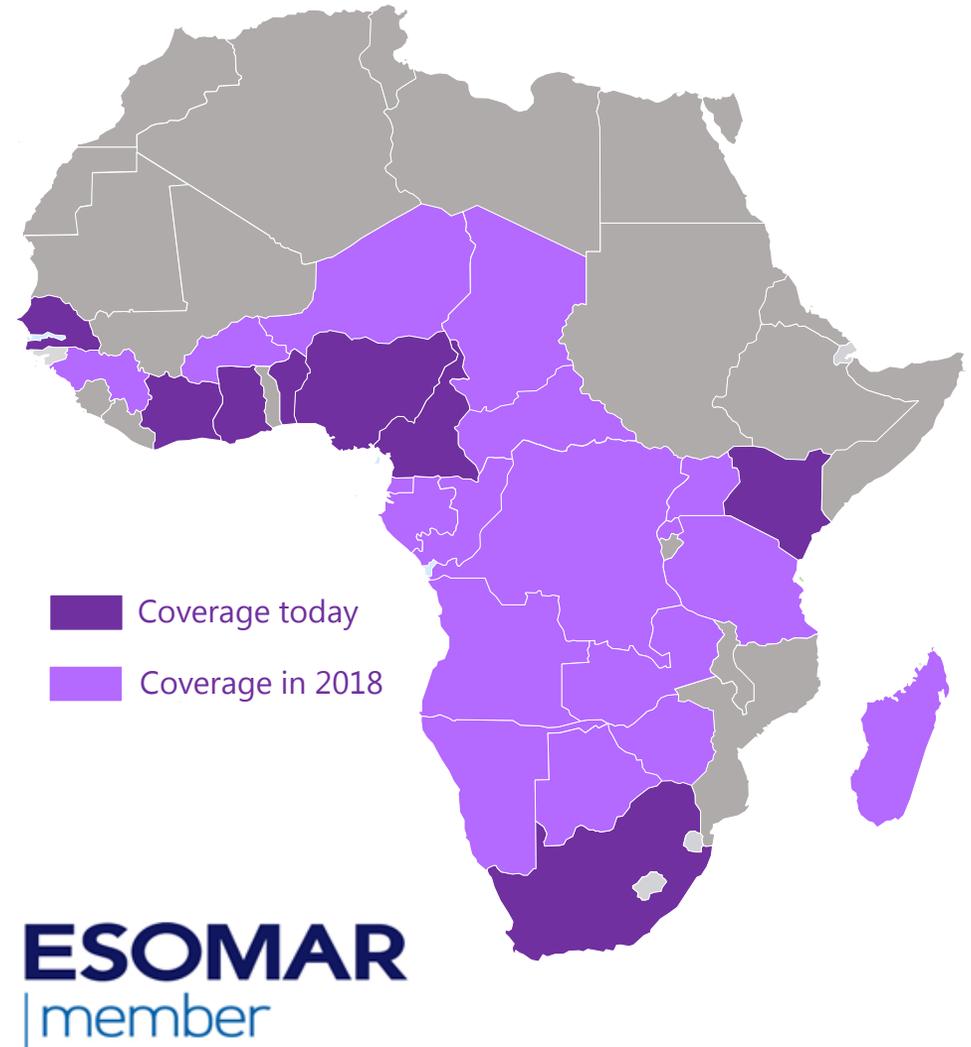
Our flexible and scalable structure enables our company to offer innovative data products to our clients.

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

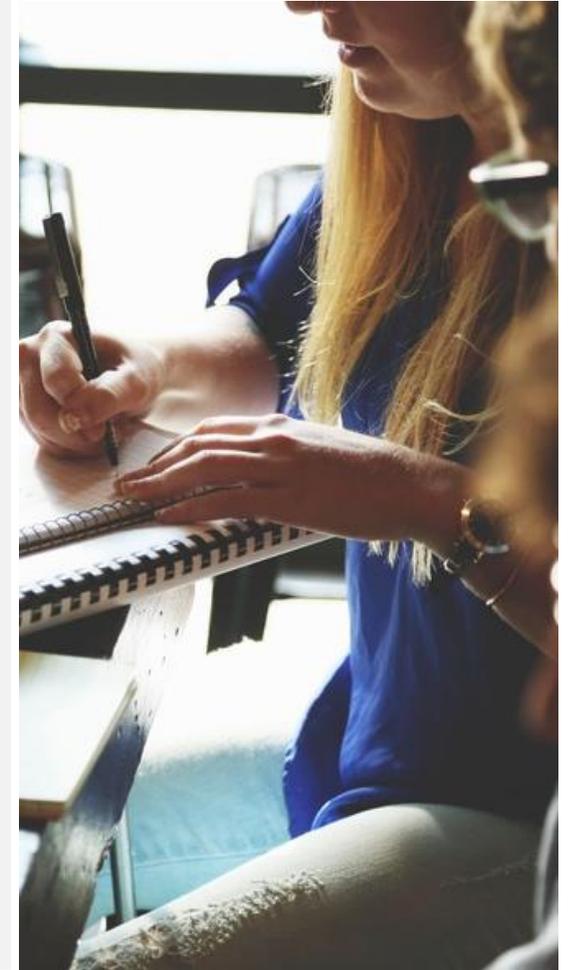
Analyzing the before/after results

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.



# 3

## The methodology



Survey start: **December 15**  
Finish: **December 23, 2016**



Total sample: **3400** urban dwellers in 6 countries

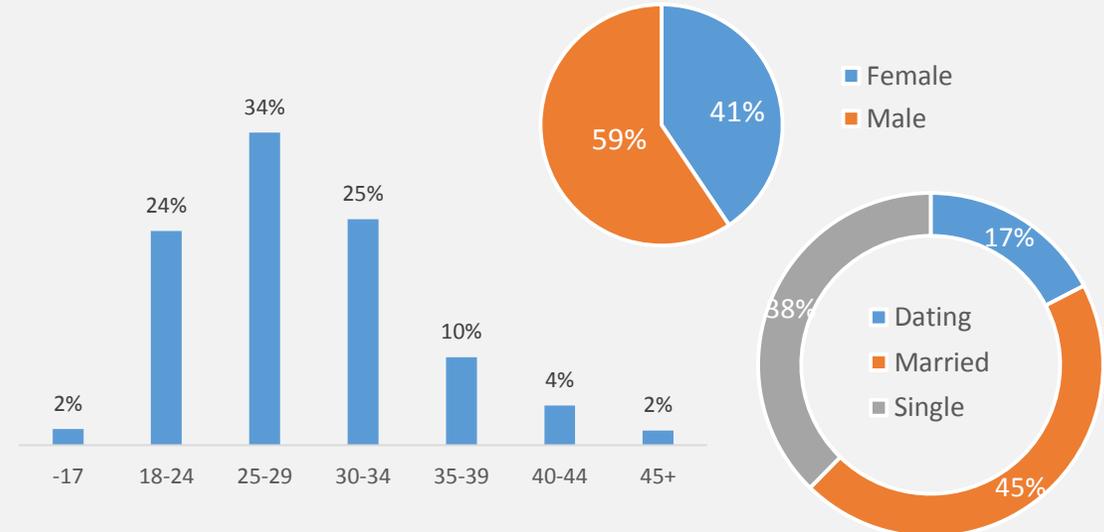
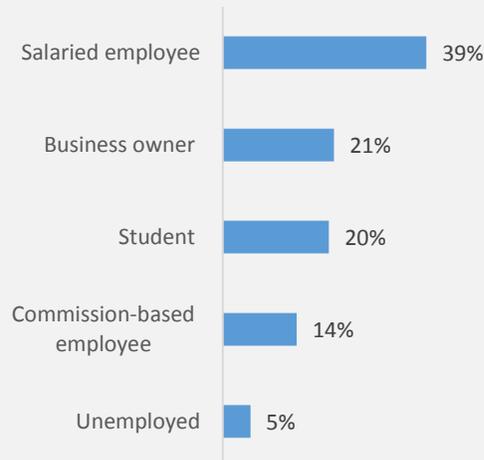


**Survey:** Online questionnaires



ITEMS	AFRICA
SAMPLE DESIGN	Area probability design.
MODE	Online questionnaire
LANGUAGE	English/French
SAMPLE SIZE	3400
MARGIN ERROR	<b>+3.1%</b>
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.

# 4

## Key Findings

### Ghana – Strong expectation towards the government and the private sector in 2017



Government is seen as the **most impactful organization** followed by the private sector

Government top priorities should be **energy** and **job creation**

Private sector priorities should be **job creation**

**Birth and wedding** most likely events in 2017

The diaspora should **invest home and assist local businesses**

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

# Ghana – Government is seeing as the most impactful organization

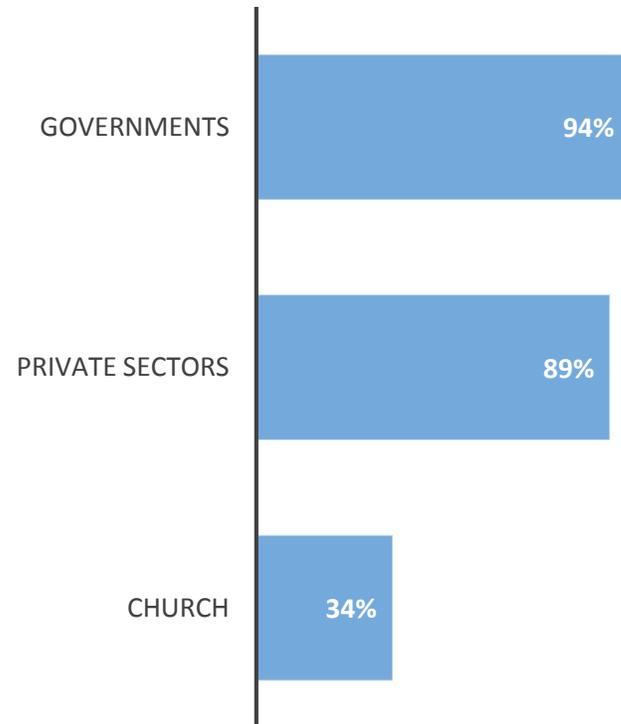
# 94%

of respondents in Ghana say their personal success depend on The government



Source: KASI Insight

What organizations will have the biggest impact on your personal success – **Most impact %**



- The results post election are not surprising as respondents expect the newly elected president to act on his promise.
- The private sector follows closely with 89% which shows that both the government and the private will have critical role in people ability to succeed in 2017.
- The church impact is surprisingly low
- The results are the same across gender, age and occupation

# Ghana – Government top priorities should be **energy** and **job creation**

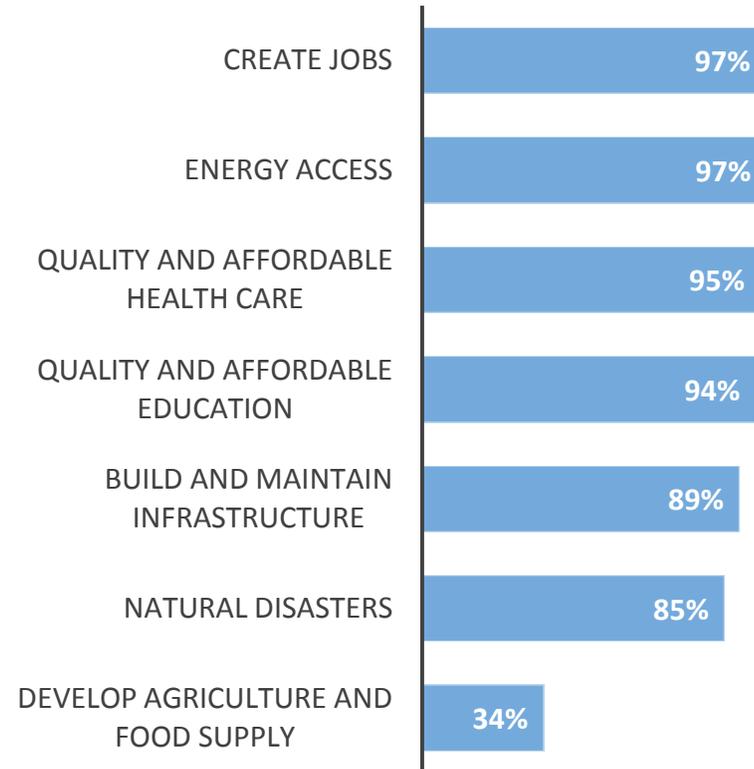
# 97%

of respondents in Ghana say **Energy** should be the priority of the government in 2017



Source: KASI Insight

What should be the priorities of the government in 2017 – **Most important%**



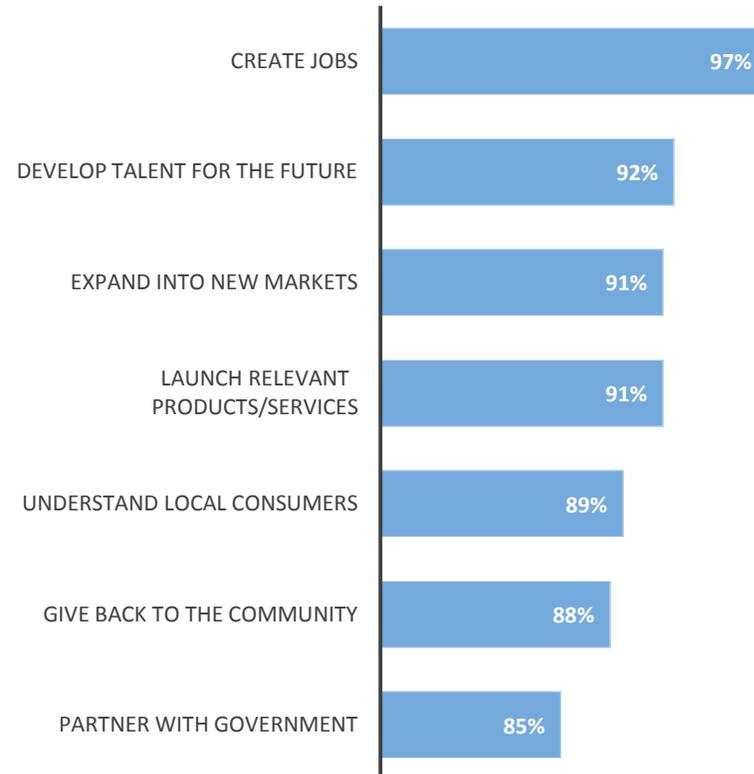
- For respondents in Ghana, the government has very important priorities going into 2017 and after the election. All except agriculture and food supply are very important in the eye of the respondents.
- When it comes to government priorities, energy and jobs come first, not surprising given Ghana energy challenges over the past 3 years.
- Respondents are also expecting the government to provide on health and education.
- Food supply and agriculture doesn't rank high for people when it comes to government priorities.

# Ghana – Private sector priorities should be job creation

# 97%

of respondents in Ghana believe Job creation should be the private sector priority in 2017

What should be the priorities of the private sector in 2017 – **Most important %**



▪ When it comes the private sector priorities, respondents in Ghana also feel strongly about them.

▪ Job creation ranks on top of the list. Not surprising since the private sector is usually the biggest provider of jobs in Africa.

▪ Developing the human capital for the future should also be a priority.

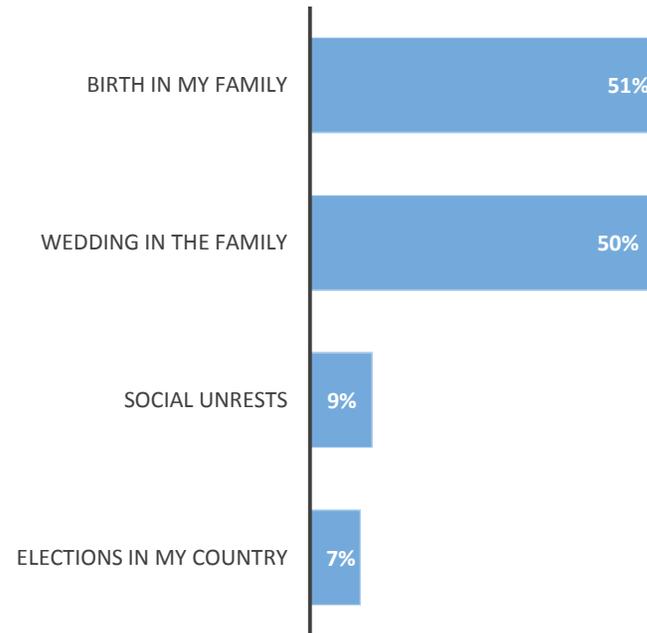
▪ Expanding and launching relevant products and services are also important priorities.

# Ghana – Birth and wedding most likely events in 2017

51%

of respondents in Ghana say a birth in the family is likely to happen in 2017

What major events do you foresee in your family or country in 2017?



- After a peaceful election and a successful transition, it's not surprising that respondents in Ghana don't anticipate election or social unrests in 2017.
- Respondents expect happy events such as birth and wedding to be more likely.

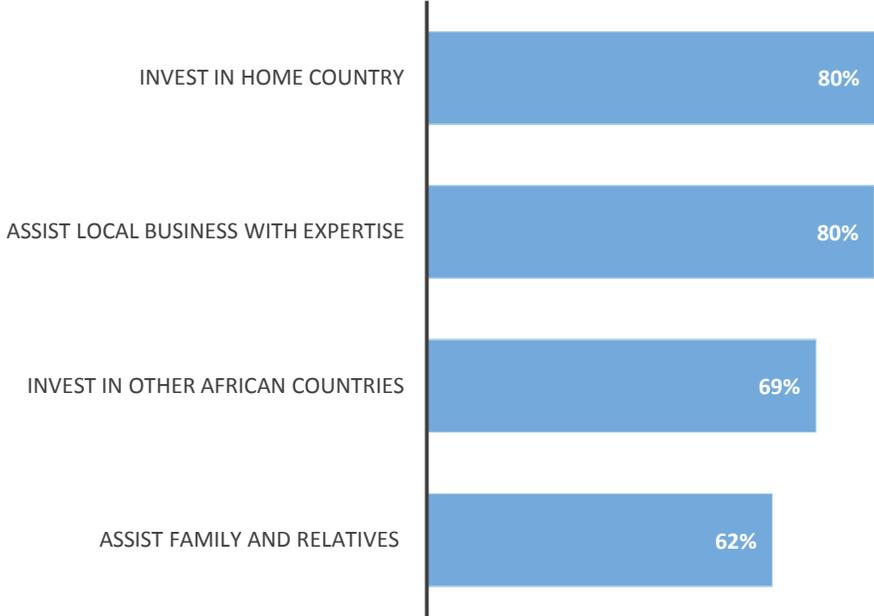
# Ghana – Diaspora should invest home and assist local businesses

80%

of respondents in Ghana recommend the diaspora to invest home as opposed to other African countries

Source: KASI Insight

What should be the priorities of the diaspora in 2017?





## Have questions about this report?

Email us [info@kasiinsight.com](mailto:info@kasiinsight.com)

### Canada HQ

103 Rouge Forest Cr.  
Toronto, ON  
L1V 7A1 (Canada)  
**Tel:** 1-647-293-6783

### Kenya Office

Jameson Court Block D Suite 8,  
P.O BOX 62158-00200,  
Ngong Road, Nairobi (Kenya)  
**Tel:** +254-721 295910

**Website:** [www.kasiinsight.com](http://www.kasiinsight.com) | **Follow us:** @kasiinsight