



KASI Insight Omnibus

Your reliable shared survey
vehicle when speed and cost
efficiency matter



Africa's Omnibus Surveys



OUR OMNIBUS SOLUTION

TRUSTED RESEARCH PARTNER

KASI Insight is an innovative research agency, offering quality, reliable research on the African consumer. KASI's data products are now available through leading global data platforms, including Bloomberg and Refinitiv.

FAST TURNAROUND

KASI Omnibus Surveys are run monthly, and a turn around within 2 weeks from questions to data tables, amongst a sample of 500 respondents per country.

VALUE FOR MONEY

Costs are shared amongst several clients, making it a significantly cheaper solution than setting up a custom survey.

QUICK ANSWERS TO BURNING QUESTIONS

The Omnibus provides insights on demand to inform clients' decision making without jeopardizing speed to market.

BONUS DATA

Bonus background information about respondents and their households is included to help with profiling and gaining a deeper understanding of the African consumer.

KASI OMNIBUS RATES

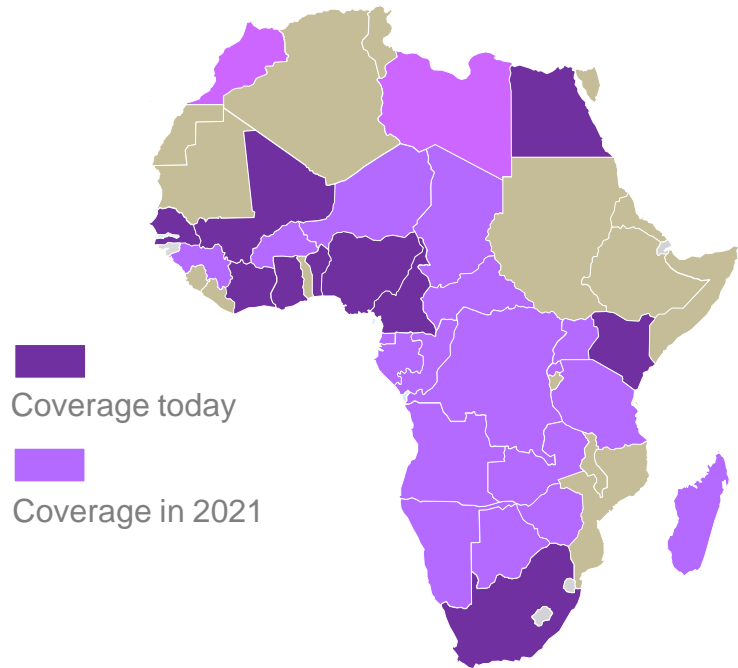
\$499	\$399	\$299
1 to 3 Omnibus questions Closed Ended	4 to 6 Omnibus questions Closed Ended	7 + Omnibus questions Closed Ended

Notes:

- 1. Standard cost for a sample of 500 per country
- 2. Cost is quoted per question in USD
- 3. Deliverables are provided in Excel tables
- 4. Further customization is available at a fee, e.g. open-ended questions, or executive summary
- 5. Kasi Insight standard terms of trade apply

KASI IN AFRICA

KASI's innovative research approach is revolutionizing how research is conducted in Africa - distance, time and cost are no longer a barrier to great insights. The KASI team is able to reach thousands of respondents in Sub-Saharan Africa each month to provide clients with a real-time glimpse of their consumers' cultures, markets, societal and individual behavior and trends. KASI's coverage currently includes; **South Africa, Nigeria, Ghana, Kenya, Tanzania, Cameroon, Ivory Coast, and Egypt**, and will be extending to cover three-quarters of Africa over the next year.





About KASI

KASI Insight is a “one-stop-shop” research agency, for data, indicators, and insights; which provide clients with an in-depth understanding of the socio-economic realities of African consumers.

Every month the company surveys thousands of ordinary Africans across Sub-Saharan Africa through syndicated and custom research studies, uncovering rich insights on how they live, what they think, how and what they spend their money on and much more.

These insights empower marketers, corporates, policymakers, start-ups and investors with first-hand feedback from their most valuable asset - their future customers.

Please get in touch with KASI Insight if you want to garner the most pertinent insights to help grow your business and brand in Africa.

CONTACT US

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