

Syndicated Research

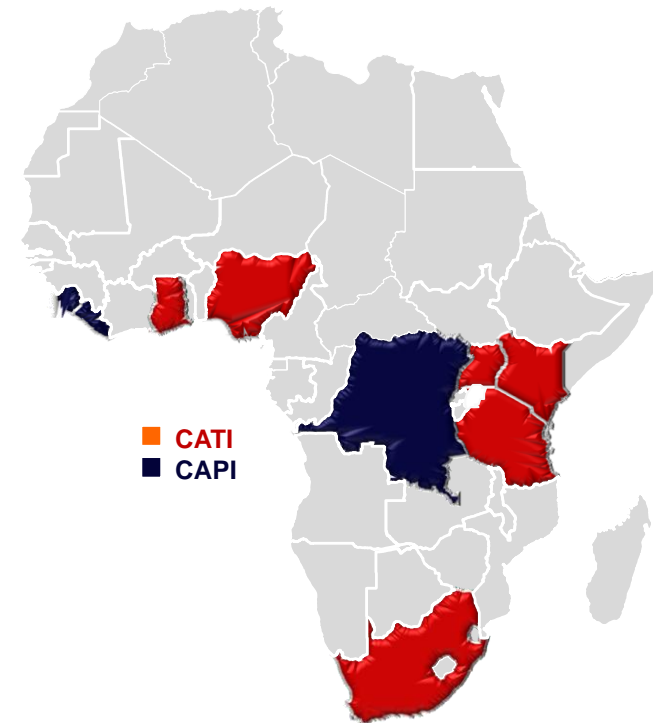
-Omnibus Services

(Updated on 18/9/2023)

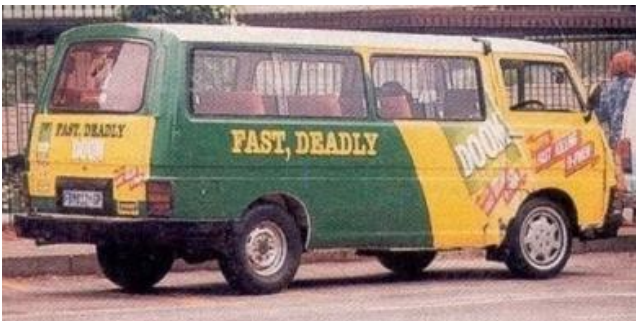


Introducing Our Omnibus Services

- For the past 12 years, Infinite Insight and Consumer Ideas have served clients with ad-hoc research across 30 markets in sub-Saharan Africa.
- The persistence of the Covid-19 pandemic, exacerbated by the war in Ukraine, and run-away inflation in its wake, have impacted on research budgets and raised price sensitivity on a global scale.
- Syndicated research, i.e. omnibus surveys, had fallen out of favour during the years of economic boom; we believe it is time to bring back the omnibus to keep research affordable without sacrificing quality and integrity.
- While in some countries, fieldwork will remain F2F, using CAPI, in our core markets, CATI has become a viable alternative for conducting syndicated research:
 - **CATI:** Kenya, Tanzania, Uganda, Nigeria, Ghana, and South Africa
 - **CAPI:** Democratic Republic of Congo (DRC), Liberia, and Sierra Leone



Quantitative Services: Omnibus & Taxis



Coverage:

- Nationally representative; no exclusion of population groups or geographic locations; except in DRC, both urban and rural locations will be covered

Target Respondents:

- General consumers / citizens, aged 18 and above

Sampling Methodology:

- CATI, employing both RDD protocols and target calling to even out geographic imbalances
- CAPI Face-to-Face interviews, using Multistage Random Sampling with Kish Grid selection of respondents;

Sample Distribution:

- The most recent Census information will be used to distribute the sample proportionately by regions and urban/rural locale; gender, age, and income by natural fall out; in probability surveys of this nature, weighting will be done only on request

Sample Sizes:

- In our Omnibus surveys, the overall sample size per country will be **2,000** respondents (plus an option for 5,000 in DRC) for both CATI and CAPI
- “Taxi” surveys, as quicker and cost-reduced alternatives, will have samples of 1,000 respondents, in countries where the omnibus is conducted via CATI

- In each country, the sample will consist of 75% Random Digit Dialling (RDD) and 25% geographically targeted calls:
 - Passive quota controls by geography (e.g. State, Province, County), and Gender will be incorporated in the CATI script
 - Emerging imbalances will be addressed through targeted calls, using our databases; only geographic and gender information will be used to draw random samples from these databases
- The most recent Population Census results will be used to establish the parameters of the sample distribution in each country
- RDD and Target Calling samples will be based on mobile phone users (fixed lines have below 1% penetration in most African countries); the person answering the call, if otherwise qualifying, will be selected automatically
- [Dooblo Survey to Go](#) will be deployed as data collection platform; in South Africa, Dooblo will be integrated with [Dialfire](#) to automate dialling protocols:
 - Dialfire will allow for VOIP calls, while retaining Dooblo's superior scripting properties
 - Outside South Africa, Dooblo CAWI scripts will be combined with manual dialling; call dispositions will be compiled manually; in each country, local GSM networks will be used to benefit from inexpensive local call rates

- The sample in each country will be based on the most recent Census results; however, in DRC, projections by the national statistics agency will be used, as the last Census was conducted in 1984
- Multi-stage Random Sampling protocols will be implemented in fieldwork:
 - Sampling points will be randomly selected from the smallest administrative units in the Census; where these do not exist, lists of sampling points will be collated and selected using raffle draws
 - Landmarks (e.g. hospitals, schools, bus stops) at the centre of each sampling point will be identified and geo-tagged by supervisors
 - Interviewers will spread out in opposite directions, using the Day's Code to determine starting points
 - The Left-Hand Rule will be observed
 - A Sampling Gap will be maintained after each successful interview; the sampling gap will be 1 in 5 in high density sampling points; 1 in 3 in low density areas
 - A Household will be defined as any group of people, who live together and contribute to and share resources; household members, who are temporarily absent, will be listed as potential respondents, while visitors or domestic help will not be considered members of a household
 - KISH Grids will list eligible household members; respondents will be identified by the KISH Grid
 - Multi-storey buildings will be treated as streets; interviewers will work their way down from the top floor, observing the Left Hand Rule and Sampling Gap
 - Household Contacts will be recorded for each sampling point; disposition reports (interviews plus unsuccessful contacts) will be collated
- Dooblo will be used for data collection; all successful interviews will be geo-tagged

- Infinite Insight includes the following background variables:
 - Sex
 - Age (both exact and age group)
 - Location (Region; urban and rural abode within region; in CATI, urbanisation is self-assessed)
 - Educational achievement
 - Employment status / occupation
 - Marital status
 - Religion
 - Ethnicity
 - Household size
 - GPS Coordinates (in CAPI)
 - LSM/SEC (in CAPI)

Sample Distribution - Kenya

Province	Population			
	Population (abs.)	Population %	Urban %	Rural %
Coast	4,329,474	9.1	44.7	55.3
North Eastern	2,490,073	5.2	26.4	73.6
Eastern	6,821,049	14.3	15.0	85.0
Central	5,482,239	11.5	39.7	60.3
Rift Valley	12,752,966	26.8	24.2	75.8
Western	5,021,843	10.6	10.9	89.1
Nyanza	6,269,579	13.2	16.0	84.0
Nairobi	4,397,073	9.2	100.0	0.0
KENYA TOTAL	47,564,296	100.0	31.2	68.8

Province
Coast
North Eastern
Eastern
Central
Rift Valley
Western
Nyanza
Nairobi
KENYA TOTAL

OMNIBUS		
Total Sample	Urban Sample	Rural Sample
182	81	101
105	28	77
287	43	244
231	92	139
536	130	407
211	23	188
264	42	221
185	185	0
2,000	624	1,376

TAXI		
Total Sample	Urban Sample	Rural Sample
91	41	50
52	14	39
143	22	122
115	46	69
268	65	203
106	12	94
132	21	111
92	92	0
1,000	312	688



- **Source:**
2019 Population Census
- **Languages of Interview:**
English & Kenyan Kiswahili

Sample Distribution - Tanzania

Population Distribution			
Region	Population (%)	Urban (%)	Rural (%)
Tanzania Mainland	96.9	34.4	65.6
Dodoma	5.0	35.3	64.7
Arusha	3.8	40.0	60.0
Kilimanjaro	3.0	23.8	76.2
Tanga	4.2	26.0	74.0
Morogoro	5.2	39.1	60.9
Pwani	3.3	41.3	58.7
Dar es Salaam	8.7	100.0	0.0
Lindi	1.9	20.7	79.3
Mtwara	2.6	23.7	76.3
Ruvuma	3.0	23.1	76.9
Iringa	1.9	29.9	70.1
Mbeya	3.8	39.4	60.6
Singida	3.3	16.0	84.0
Tabora	5.5	14.8	85.2
Rukwa	2.5	20.4	79.6
Kigoma	4.0	24.6	75.4
Shinyanga	3.6	31.9	68.1
Kagera	4.8	11.2	88.8
Mwanza	6.0	39.6	60.4
Mara	3.8	31.0	69.0
Manyara	3.1	15.4	84.6
Njombe	1.4	29.6	70.4
Katavi	1.9	23.3	76.7
Simiyu	3.5	19.5	80.5
Geita	4.8	34.7	65.3
Songwe	2.2	28.3	71.7
Tanzania Zanzibar	3.1	49.0	51.0
Kaskazini Unguja	0.4	16.7	83.3
Kusini Unguja	0.3	20.3	79.7
Mjini Magharibi	1.4	79.5	20.5
Kaskazini Pemba	0.4	21.3	78.7
Kusini Pemba	0.4	27.9	72.1
Tanzania Total	100	34.9	65.1

Omnibus		
Total Sample	Urban Sample	Rural Sample
1,938	667	1,271
100	35	65
76	31	46
60	14	46
85	22	63
104	40	63
66	27	39
174	174	0
39	8	31
53	13	40
60	14	46
39	12	27
76	30	46
65	10	55
110	16	94
50	10	40
80	20	60
73	23	49
97	11	86
120	47	72
77	24	53
61	9	52
29	9	20
37	9	29
69	13	56
96	33	63
44	12	31
61	30	31
8	1	7
6	1	5
29	23	6
9	2	7
9	2	6
2,000	697	1,303

Taxi		
Total Sample	Urban Sample	Rural Sample
969	334	635
50	18	32
38	15	23
30	7	23
42	11	31
52	20	32
33	14	19
87	87	0
19	4	15
26	6	20
30	7	23
19	6	14
38	15	23
33	5	27
55	8	47
25	5	20
40	10	30
36	12	25
48	5	43
60	24	36
38	12	26
31	5	26
14	4	10
19	4	14
35	7	28
48	17	32
22	6	16
31	15	16
4	1	3
3	1	3
14	11	3
4	1	3
4	1	3
1,000	349	651



- **Source:**
2022 Population Census
- **Languages of Interview:**
English & Tanzanian Kiswahili

Sample Distribution - **Uganda**

Region	Population				Omnibus		
	Population (abs.)	Total %	Urban %	Rural %	Total Sample	Urban Sample	Rural Sample
Central	9,509,601	27.9	39.1	60.9	558	218	340
Eastern	8,506,335	25.0	10.7	89.3	499	53	446
Western	8,874,858	26.0	16.2	83.8	521	84	436
Northern	7,199,067	21.1	13.7	86.3	422	58	364
UGANDA TOTAL	34,089,861	100.0	21.4	78.6	2,000	414	1,586

Region	
Central	
Eastern	
Western	
Northern	
UGANDA TOTAL	

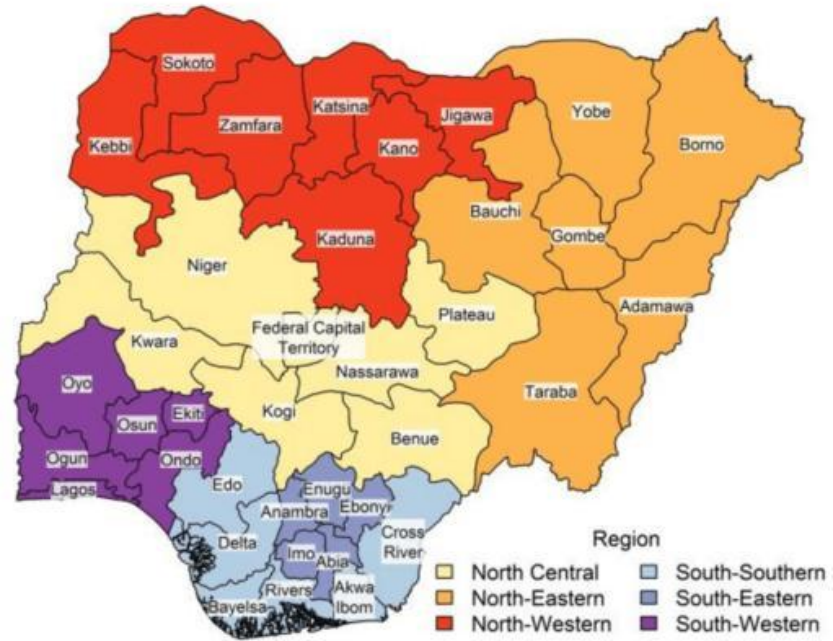
Taxi		
Total Sample	Urban Sample	Rural Sample
279	109	170
250	27	223
260	42	218
211	29	182
1,000	207	793



- **Source:**
2014 Population Census
- **Languages of Interview:**
English, Luganda, Runyankole, Luo

Sample Distribution - Nigeria

Geo-Political Zone	State	Population Distribution				Omnibus			Taxi		
		Population (abs.)	Population %	Urban (%)	Rural (%)	Total Sample	Urban Sample	Rural Sample	Total Sample	Urban Sample	Rural Sample
North Central	Benue	4,253,641	3.0	16	84	61	10	51	30	3	27
	Fct	1,406,239	1.0	67	33	20	13	7	10	1	9
	Kogi	3,314,043	2.4	38	62	47	18	29	24	4	19
	Kwara	2,365,353	1.7	46	54	34	15	18	17	3	14
	Nasarawa	1,869,377	1.3	18	82	27	5	22	13	1	13
	Niger	3,954,772	2.8	27	73	56	15	41	28	4	24
	Plateau	3,206,531	2.3	28	72	46	13	33	23	3	20
North East	Adamawa	3,178,950	2.3	26	74	45	12	34	23	3	20
	Bauchi	4,653,066	3.3	14	86	66	9	57	33	3	30
	Borno	4,171,104	3.0	32	68	59	19	40	30	6	24
	Gombe	2,365,040	1.7	20	80	34	7	27	17	1	16
	Taraba	2,294,800	1.6	15	85	33	5	28	16	1	16
	Yobe	2,321,339	1.7	21	79	33	7	26	17	1	15
North West	Jigawa	4,361,002	3.1	11	89	62	7	55	31	2	29
	Kaduna	6,113,503	4.4	45	55	87	39	48	44	17	26
	Kano	9,401,288	6.7	37	63	134	50	84	67	33	34
	Katsina	5,801,584	4.1	29	71	83	24	59	41	10	31
	Kebbi	3,256,541	2.3	21	79	46	10	37	23	2	21
	Sokoto	3,702,676	2.6	22	78	53	12	41	26	3	23
	Zamfara	3,278,873	2.3	23	77	47	11	36	23	3	21
South East	Abia	2,845,380	2.0	38	62	41	15	25	20	3	17
	Anambra	4,177,828	3.0	93	7	59	55	4	30	16	13
	Ebonyi	2,176,947	1.6	62	38	31	19	12	16	3	13
	Enugu	3,267,837	2.3	81	19	47	38	9	23	9	14
South South	Imo	3,927,563	2.8	14	86	56	8	48	28	2	26
	Akwa Ibom	3,902,051	2.8	15	85	56	8	47	28	2	25
	Bayelsa	1,704,515	1.2	38	62	24	9	15	12	1	11
	Cross River	2,892,988	2.1	26	74	41	11	30	21	2	18
	Delta	4,112,445	2.9	51	49	59	30	29	29	9	21
	Edo	3,233,366	2.3	58	42	46	27	19	23	6	17
South West	Rivers	5,198,716	3.7	48	52	74	36	39	37	13	24
	Ekiti	2,398,957	1.7	62	38	34	21	13	17	4	13
	Lagos	9,113,605	6.5	94	6	130	122	8	65	79	-14
	Ogun	3,751,140	2.7	54	46	53	29	25	27	8	19
	Ondo	3,460,877	2.5	49	51	49	24	25	25	6	19
	Osun	3,416,959	2.4	57	43	49	28	21	24	7	18
Oyo	5,580,894	4.0	68	32	79	54	25	40	21	18	
NIGERIA TOTAL		140,431,790	100	42	58	2,000	833	1,167	1,000	295	705



- **Source:**
2006 Population Census
- **Languages of Interview:**
English, Hausa, Igbo, Yoruba

Sample Distribution - Ghana

Region	Population Distribution				Omnibus			Taxi		
	Population (abs.)	Population %	Urban (%)	Rural (%)	Total Sample	Urban Sample	Rural Sample	Total Sample	Urban Sample	Rural Sample
Greater Accra	5,455,692	17.7	92	8	354	325	29	177	162	15
Ashanti	5,440,463	17.6	62	38	353	217	136	176	109	68
Bono	1,208,649	3.9	59	41	78	46	32	39	23	16
Central	2,859,821	9.3	58	42	186	107	78	93	54	39
Bono East	1,203,400	3.9	53	47	78	41	37	39	21	19
Western	2,060,585	6.7	52	48	134	69	65	67	34	32
Eastern	2,925,653	9.5	52	49	190	98	92	95	49	46
Ahafo	564,668	1.8	49	51	37	18	19	18	9	9
Northern	2,310,939	7.5	47	53	150	71	79	75	36	39
Volta	1,659,040	5.4	42	58	108	45	62	54	23	31
Oti	747,248	2.4	33	67	48	16	33	24	8	16
North East	658,946	2.1	33	67	43	14	29	21	7	14
Western North	880,921	2.9	30	70	57	17	40	29	9	20
Savannah	653,266	2.1	30	70	42	13	30	21	6	15
Upper West	901,502	2.9	26	74	58	15	43	29	8	22
Upper East	1,301,226	4.2	25	75	84	21	63	42	11	31
GHANA TOTAL	30,832,019	100	57	43	2,000	1,133	867	1,000	567	433



- **Source:**
2021 Population Census
- **Languages of Interview:**
English, Fante-Twi

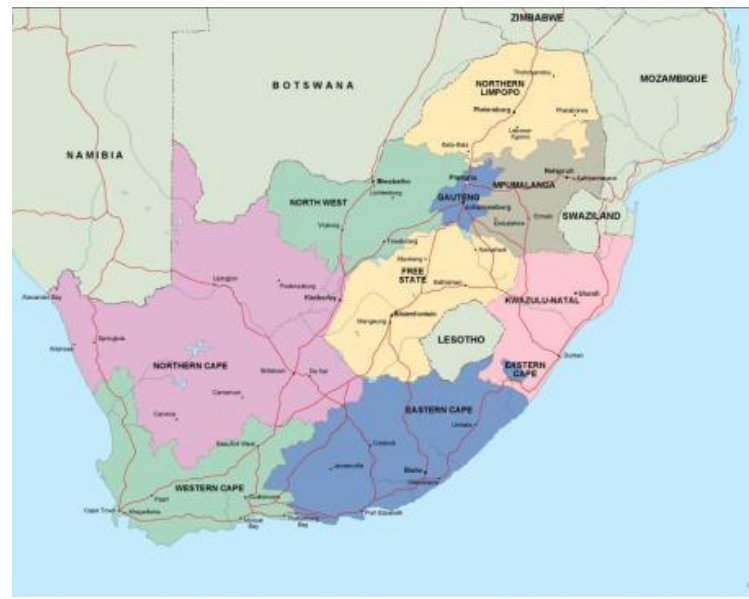
Sample Distribution – **RSA**

Province	Population Distribution				
	Population	Population %	Metropolitan %	Urban %	Rural %
Gauteng	15,488,137	26.0	87.6	12.0	0.4
KwaZulu-Natal	11,531,628	19.3	37.9	20.5	41.6
Western Cape	7,005,741	11.8	66.2	28.8	5.0
Eastern Cape	6,734,001	11.3	33.5	16.9	49.6
Limpopo	5,852,553	9.8	0.0	19.2	80.8
Mpumalanga	4,679,786	7.8	0.0	60.0	40.0
North West	4,108,816	6.9	0.0	55.7	44.3
Free State	2,928,903	4.9	30.2	64.8	5.0
Northern Cape	1,292,786	2.2	0.0	83.6	16.4
Total	59,622,351	100.0	43.1	27.8	29.1

Omnibus			
Total Sample	Metropolitan Sample	Urban Sample	Rural Sample
520	455	62	2
387	147	79	161
235	155	68	12
226	76	38	112
196	0	38	159
157	0	94	63
138	0	77	61
98	30	64	5
43	0	36	7
2,000	862	556	582

Province
Gauteng
KwaZulu-Natal
Western Cape
Eastern Cape
Limpopo
Mpumalanga
North West
Free State
Northern Cape
Total

Taxi			
Total Sample	Metropolitan Sample	Urban Sample	Rural Sample
260	227	31	1
193	73	40	81
118	78	34	6
113	38	19	56
98	0	19	79
78	0	47	31
69	0	38	31
49	15	32	2
22	0	18	4
1,000	431	278	291



- **Source:**
Census Update 2020
- **Languages of Interview:**
English, Zulu, Xhosa, Afrikaans

- Infinite Insight enforces strict quality control procedures both during fieldwork and data processing:

Fieldwork:

- At the level of field management, we carry out 25% direct verification:
 - 10% direct monitoring of calls by supervisors
 - 15% telephonic back-checks by supervisors
 - 100% of interviews are recorded; random audits of recordings will be performed
- If invalid interviews are identified, the interviewer's work will be cancelled and repeated by a different agents

Data Processing:

- Since the questionnaire will be scripted and data uploaded on a continuous basis, we will be able to
 - Check whole counts on a daily basis
 - Monitor achievements by sampling points
 - Monitor sampling via GPS coordinates
 - Audit recorded interviews
- Data Integrity Checks:
 - Whole counts
 - Logical skip patterns
 - Valid range of responses

Sample Distribution - DRC

CITY	POPULATION (abs.)	POPULATION (%)
Kinshasa	13,265,000	64.0
Lubumbashi	1,786,397	8.6
Mbuji-Mayi	1,680,991	8.1
Kananga	1,061,181	5.1
Bukavu	1,012,053	4.9
Goma	1,000,000	4.8
Kisangani	935,977	4.5
Total (Major Urban)	20,741,599	100

SAMPLE (n=2,000)	SAMPLE (n=5,000)
1,279	3,198
172	431
162	405
102	256
98	244
96	241
90	226
2,000	5,000



- **Source:**
<https://www.worldatlas.com>
- **Languages of Interview:**
French, Lingala, Kikongo, Tshiluba, Kiswahili

Sample Distribution - Liberia

Counties	Population			
	Population (abs.)	Population %	Urban %	Rural %
Bomi	43,200	2.4	20.3	79.7
Bong	172,229	9.6	30.1	69.9
Bassa	117,163	6.5	25.1	74.9
Cape Mount	64,322	3.6	6.5	93.5
Grand Gedeh	68,166	3.8	32.2	67.8
Grand Kru	28,016	1.6	6.5	93.5
Lofa	139,939	7.8	30.3	69.7
Margibi	108,437	6.0	41.4	58.6
Maryland	64,260	3.6	34.4	65.6
Montserrado	603,692	33.5	92.9	7.1
Nimba	228,154	12.7	23.0	77.0
Rivercess	36,517	2.0	3.7	96.3
Sinoe	51,570	2.9	12.8	87.2
River Gee	31,107	1.7	26.2	73.8
Gbarpolu	43,027	2.4	10.0	90.0
LIBERIA TOTAL	1,799,799	100.0	47.8	52.2

OMNIBUS		
Total Sample	Urban Sample	Rural Sample
48	10	38
191	58	134
130	33	98
71	5	67
76	24	51
31	2	29
156	47	108
120	50	71
71	25	47
671	623	48
254	58	195
41	2	39
57	7	50
35	9	26
48	5	43
2,000	957	1043



- **Source:**
2008 Population Census
- **Languages of Interview:**
English, Krio

		Population Distribution				Omnibus		
Region	District	Population (abs.)	Population %	Urban (%)	Rural (%)	Total Sample	Urban Sample	Rural Sample
Eastern	Kailahun	526,379	7.4	29	71	148	43	105
	Kenema	609,891	8.6	45	55	172	77	95
	Kono	506,100	7.1	25	75	143	35	108
North West	Kambia	345,474	4.9	29	71	97	28	69
	Port Loko	615,376	8.7	26	74	174	45	128
Northern	Bombali	606,544	8.6	29	71	171	49	122
	Koinadugu	409,372	5.8	18	82	115	21	95
	Tonkolili	531,435	7.5	20	80	150	30	120
Southern	Bo	575,478	8.1	34	66	162	55	107
	Bonthe	200,781	2.8	19	81	57	11	46
	Moyamba	318,588	4.5	7	93	90	6	83
	Pujehun	346,461	4.9	8	92	98	8	90
Western	Western Area Rural	444,270	6.3	90	10	125	113	12
	Western Area Urban	1,055,964	14.9	100	0	298	298	0
SIERRA LEONE TOTAL		7,092,113	100	42	58	2,000	819	1,181



- **Source:**
2015 Population Census
- **Languages of Interview:**
English, Krio

- Infinite Insight enforces strict quality control procedures both during fieldwork and data processing:

Fieldwork:

- At the level of field management, we carry out 25% direct verification:
 - 10% accompaniment by team leaders and supervisors
 - 15% back-checks by supervisors
 - 100% of interviews are recorded; random audits of recordings will be performed
- Furthermore, an additional 10% of field achievements is verified centrally by our field coordinator through telephonic back-checks
- If invalid interviews are identified, the interviewer's work will be cancelled and repeated by a different team

Data Processing:

- Since the questionnaire will be scripted and data uploaded on a continuous basis, we will be able to
 - Check whole counts on a daily basis
 - Monitor achievements by sampling points
 - Monitor sampling via GPS coordinates
 - Audit recorded interviews
- Data Integrity Checks:
 - Whole counts
 - Logical skip patterns
 - Valid range of responses

Qualitative Services: FGD Ride-Shares



- Syndicated qualitative research will initially be offered in:
 - Kenya (Nairobi)
 - Nigeria (Lagos)
 - South Africa (Johannesburg)
- A minimum of two groups will be conducted in each city per wave
- Although the research vehicle can be adapted for a variety of purposes and research objectives, the group composition must ensure that all individual research sections are relevant to all respondents
- E.g. in an all female group, sections might include:
 - Contraception / reproductive health
 - Empowerment
 - Beauty & Personal Hygiene
 - Usage of media / social media
- Among tech-savvy respondent, FGDs can be convened virtually (e.g. Zoom or WhatsApp)

Length: 150 Minutes
Participants: 8 out of 10
Pre-Tasks: At Surcharge

**Introduction &
General Discussion**
(30 minutes)

Subscriber 1
(30 minutes)

Subscriber 2
(30 minutes)

Subscriber 3
(30 minutes)

Subscriber 4
(30 minutes)

- An Online Community with 15 to 20 participants will be set up for a period of five days; as with syndicated FGDs, respondent profiles will need to be in tune with the topics and information needs of all subscribers (limited to four); as ownership of higher-end smart phones is required, online communities are limited to high-end respondents
 - Every morning, the parts of the chat transcripts that are relevant to each subscriber will be mailed to clients, so customised probes can be relayed back to respondents by the moderator; respondents will be asked to devote up to 2 hours per day to community participation
 - During the course of the 5-day period, respondents will be asked to post videos of themselves while engaging in particular tasks or activities (i.e. auto-ethnography); e.g. food preparation, social or leisure activities, commuting, etc.
 - Participants will respond to questions, probes, and tasks at their own convenience; they are encouraged, however, to also react to other respondents' comments and observations
 - An additional day will be scheduled for a plenary session, which will be held in real time, and will be moderated and observed by project managers as well as moderators
 - Subscribers will be invited to observe the plenary discussion during the time-slots allocated to their respective parts of the discussion; client comments will be conveyed to the community by the moderator
- In African countries, the use of – and familiarity with - WhatsApp is virtually universal; hence, this will be the platform of choice



Subscription Rates



- Subscribers will insert their own sets of questions; there will be exclusive to the subscriber and will not be shared with other participants
- One variable counts as one question; hence, Question 1a, 1b, 1c, 1d, will be counted and billed as four questions
- The minimum number of questions per subscriber will be five; the omnibus will go to field when a total of 30 questions (50 in CAPI countries) has been reached
- Standard deliverable include:
 - Data in SPSS and/or Excel
 - Tables with standard demographic banners (gender, age, region, urbanisation, etc.); custom banners can be included at no additional charge
 - Technical report, detailing achievements, terminations, quality control measures, etc.
- The following services are available on request; costs, however, are not part of the subscription rates:
 - Booster Samples to expand coverage and/or to include special target groups; please note that parental consent is required for respondents below the age of 16
 - Topline and Full Analytical Reports
 - Presentation of Results (on Zoom)

Quantitative Subscription Rates

Country:		Omnibus (n=2,000)		Taxi (n=1,000)		Reporting/Presentation		
		Cost per precoded question	Cost per open-ended question	Cost per precoded question	Cost per open-ended question	Optional Topline Report	Optional Analytical Report	
		US\$	US\$	US\$	US\$	US\$	US\$	
CATI: (30 questions)	KENYA	470	500	300	330	1,200	2,000	
	TANZANIA	560	590	350	380	1,200	2,000	
	UGANDA	530	560	320	350	1,200	2,000	
	NIGERIA	490	520	320	350	1,200	2,000	
	GHANA	570	600	360	390	1,200	2,000	
	SOUTH AFRICA	850	880	560	590	1,200	2,000	
CAPI: (50 questions)	LIBERIA	960	990			1,200	2,000	
	SIERRA LEONE	960	990			1,200	2,000	
			Omnibus (n=2,000)		Omnibus (n=5,000)			
	DRC	1,250	1,300	1,920	1,970	1,200	2,000	

- The subscription rates will be valid until the end of 2023
- Costs are denominated in USD (payments in KES at exchange rate at the time of subscription)
- Subscription charges are payable **in full** prior to fieldwork; optional reporting charges will be invoiced after submission of the report
- Please note that subscribers operating within the EAC will be subject to 16% on subscriptions for EAC countries
- **If more than one country is subscribed to, costs will be discounted by 5%**

- While we aim at offering quantitative subscription surveys on a quarterly basis, qualitative sessions (FGDs & Online Communities) will be scheduled based on demand.
- Subscription charges are based on segment length (FGD: 30 minutes; Online Community: 150 minutes); subscribers may book more than one segment.
- Subscribers may include pre-tasks; the costs for pre-tasks, however, are not included in the subscription rates and will be calculated on request.
- Standard deliverables include:
 - Recruitment schedule (respondent demographics and qualifications)
 - Session Transcripts (General discussion and subscribed segment)
 - Online Community: segment-specific respondent videos (auto-ethnographies)
 - Pre-task results (if applicable)
 - Topline and Analytical Reports are optional
- NB: Segment results are exclusive to subscribers; due to editing efforts involved, audio and video recordings will not be made available in syndicated qualitative research

Qualitative Subscription Rates

Country:	Length of Exclusive Session Minutes	Remote		Central Venue		Reporting/Presentation		
		Cost per Session US\$	Cost for 2 Sessions US\$	Cost per Session US\$	Cost for 2 Sessions US\$	Optional Topline Report US\$	Optional Analytical Report US\$	
FGD: (minimum of 2 FGDs / multiples of 2)	KENYA	30	400	800	500	1,000	1,200	2,000
	NIGERIA	30	430	860	530	1,060	1,200	2,000
	SOUTH AFRICA	30					1,200	2,000
ONLINE COMMUNITY: (limited to 1 Community)	KENYA	150	2,300				1,400	2,200
	NIGERIA	150	2,350				1,400	2,200
	SOUTH AFRICA	150					1,400	2,200

Respondents will be general consumers; special targets require ad hoc research

- The subscription rates will be valid until the end of 2022
- Costs are denominated in USD (payments in KES at exchange rate at the time of subscription)
- Subscription charges are payable **in full** prior to fieldwork; optional reporting charges will be invoiced after submission of the report
- Please note that 16% VAT will be due on the omnibus in Kenya; subscribers operating within the EAC will be subject to 16% on subscriptions for EAC countries
- **If more than one country is subscribed to, costs will be discounted by 5%**

Experience & Project Management



Margit Cleveland,
Managing Director
(Infinite Insight, Kenya)



For more than 35 years, Margit has worked in markets as diverse as Germany, USA and Sub-Saharan Africa. Her prior work experience includes Infratest-Burke (now TNS), Germany; Mar's Surveys, USA; Institut für Jugendforschung, Germany; and RMS International, Nigeria (now TNSrms). From 2006 to 2010, Margit ran a research consultancy, African Research Service Bureau.

Over the years, Margit has worked for blue chip clients in the FMCG and telecoms industries (BAT, Coca Cola, Diageo, Heineken, Unilever, Cadbury, MTN, Orange, etc.), international and local media (BBC, VOA, CFI, DW, etc.) as well as government agencies and NGOs (US State Department, USAID, UNICEF, AED, PSI, etc.).

In 2003, Margit won the "Best Conference Paper" Award at the Gallup International Conference, Estoril; and she contributed to the GIA "Voice of the People" book, 2006).

Margit is a member of ESOMAR, MSRA, PAMRO (founder member) and WAPOR. From January 2013 to December 2016, Margit was the ESOMAR representative for Kenya; from January 2020 to December 2021, she was the WAPOR representative in the country.

Yemi Oniyitan
Managing Director
(Consumer Ideas, Nigeria)



Yemi is an experienced market researcher with more than 20 years of experience in the industry, straddling both agency and client side as well as local and international markets. He has vast experience in social, services, media and FMCG studies. A graduate of political science (BSc.), Yemi is well tuned-in to the socio-cultural and political interplay in consumer and public behaviour.

He previously held senior positions at RMS Nigeria and Cameroon, where he lead a team of researchers on a range of multinational accounts, and as Research Manager- Marketing & Development at Cache UK, he helped to drive both qualitative and quantitative based projects in developing both content and business strategy. Prior to establishing Consumer Ideas, Yemi was a consultant at Euromonitor International.

Jean-Jacques Moolman
Managing Director
(Infinite Insight, South Africa)



Jean is based in South Africa; with more than 20 years research experience on the continent, mostly working with global clients such as Bill and Melinda Gates Foundation and particularly large international agencies.

He worked for 11 years at Ask Afrika as Global Accounts Executive. Previously he was at Synovate (now Ipsos) for 6 years and another 6-year media research background in data analytics and reporting. Jean has worked on hundreds of research projects across more than 30 countries. With cross-functional experience of the full research process including instrument design, data collection and management, data science and analytics he will ensure the compliance and best practice research execution of any project in the developing world.

For the last ~10 years he worked closely with the Infinite Insight management team on South African and African projects in a diverse range of industries and methodologies.

He has post-graduate degrees in both psychology and sociology with a passion for developmental research across the world.

Althea McCourt
Director
(Infinite Insight, Kenya)



Prior to joining Infinite Insight, Althea was the Operations Director at Research Solutions. She has over 20 years experience in management consultancy, specialising in strategic development and implementation, HR, debt management, operations and systems & process guidance. Her work experience has been within a range of service industries, with the last 10 years being in the market research sector

Prior to consultancy, she worked in Kenya's capital markets for over 10 years, having worked in various senior capacities in Dyer and Blair Limited (now Dyer and Blair Investment Bank). She was a resource person for the World Bank during the development of the regional stock markets. First employed as the company's Securities Analyst, Althea was finally the Company's General Manager/ Executive Director.

Althea holds an MBA – IT (University of Leicester), and a BA (Hons) in Business Studies (University of North London). She is a Member (KIM) of Marketing and Social Research Association (MSRA), SAMRA, ESOMAR, and Kenya Institute of Management

In 2017, Althea was the chair person of MSRA.

Anne Mambo
Partner (DRC)



Anne has vast experience covering 20 years in multi-national corporations where she led diverse teams of up to 90 employees in complex, challenging regions in Africa, including Cameroon and the Democratic Republic of Congo.

She held various leadership roles including Managing Director, British American Tobacco Distribution, based in Kinshasa and Sales and Marketing Director, Diageo in both Cameroon and Kenya. She successfully rejuvenated businesses to profitability, demonstrating her commercial strengths and strong leadership, enhanced by excellent relationship management and influencing abilities.

She left employment to establish her own business, Kiota Consultants, demonstrating her adaptability and courage. Anne also ran her own safari company which was award "Best Medium Size Tour Operator in 2011 and 2012" by the Kenya Tourist Board.

Anne studied at the University of Nairobi and Strathclyde University in Scotland. Anne is fully proficient in English, French and Kiswahili and conversational Lingala.

Maryann Murugi
Finance & General Manager
(Infinite Insight, Kenya)



Maryann has over eight years experience in financial monitoring and analysis of financial reports. She is in charge of analysing revenues and expenditure trends, budgeting, cash flow forecasts and payroll. As the MSRA Ethics Champion, she incorporates ethics trainings in all our project briefings.

She is a certified Public accountant and has a Bachelor's of Commerce degree from University of Nairobi. She is also a member of ICPAK and MSRA

Naftali Waburi
Research Director (quant.)

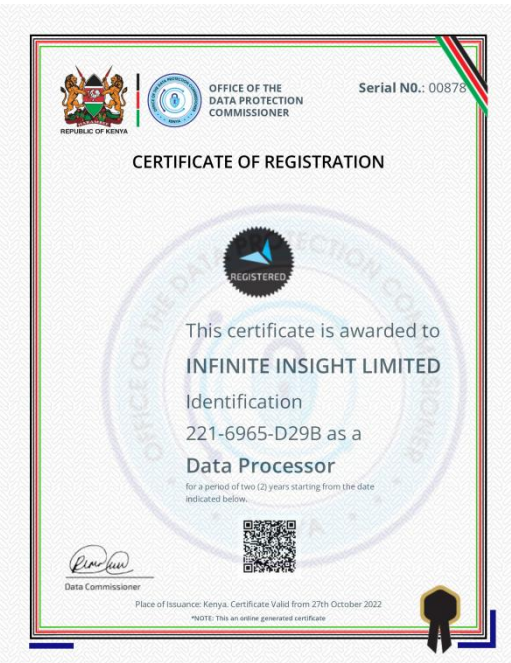


Naftali' started in market research in 2002. Naftali is an experienced all round research professional covering both qualitative and quantitative Specifically Naftali has handled FMCG, Financial (both banking as well as Insurance), Manufacturing, Service and telecommunication. Geographically, Naftali has handled projects in almost all the markets within the Eastern Africa Region, from Egypt to Botswana, Angola to Madagascar, Eritrea to Somaliland.

Naftali holds a MBA Strategic Management and an BBA in Marketing

Research Ethics & Data Privacy

- Across all markets in which we operate, we fully comply with the [ICC/ESOMAR Code of Practice](#), the [MSRA Code of Ethics](#), and the [GDPR](#).
- In addition, in Kenya, Infinite Insight is registered with the [Office of the Data Protection Commissioner \(ODPC\)](#) as a *Data Controller* and a *Data Processor*.
- View our Data Privacy Statement [here](#)



Our Coverage & Clients



InterMedia, novozymes, intel, jti, BASF, FK&Y, GfK
 World Justice Project, Market Probe, TECNO, BB, DIAGEO, Fca
 SOCIAL IMPACT, BIC, Spinach, Kimberly-Clark, momentum, tns
 YouGov, the sound, NIKKEI-R, Lightstone, GLOBALTIMES, Ipsos
 AG KnowledgeTech, D' Systems, DW Deutsche Welle, Inviting Ideas, Inc., ASK AFRIKA, kla
 FERNRIDGE, LINK, StrategyOne, insight europe, ROGIL, CSR, S&P
 KS&R, FROST SULLIVAN, comperis, ugam, CSR, S&P
 Infiniti RESEARCH, Bloom, SMARTANALYS, DigitaLBI, Adage, KAE
 sense worldwide, MSS, research partnership, SORGEM, THE BEHAVIOURAL ARCHITECTS, CELLO HEALTH INSIGHT, 6Jb
 STRATEGY ANALYTICS, BRANDSCAPES WORLDWIDE, kynetec, EMeRG, QUIRK GLOBAL STRATEGIES
 firefish, GBH, keep it usable, GALLUP, GRACE LAKE PARTNERS
 Practical Sampling International, VOV, DW Akademie, PRS IN VIVO, RED BULL
 finalmile, BAMB, cookpad, DENTSU MACROMILL INSIGHT, mtm
 ALG research, Reverb, EVRIMA, Haystack, gdcc
 IPE TRIPLE, Flamingo, GemSeek, GALLUP INTERNATIONAL, fraym
 KANTAR, TEAMSEARCH, lönnaker & imdahl, IMPACT RESEARCH, 200, RUBE
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