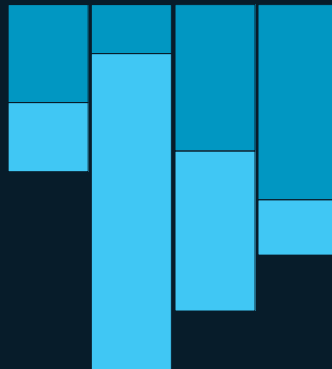


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PANEL BOOK

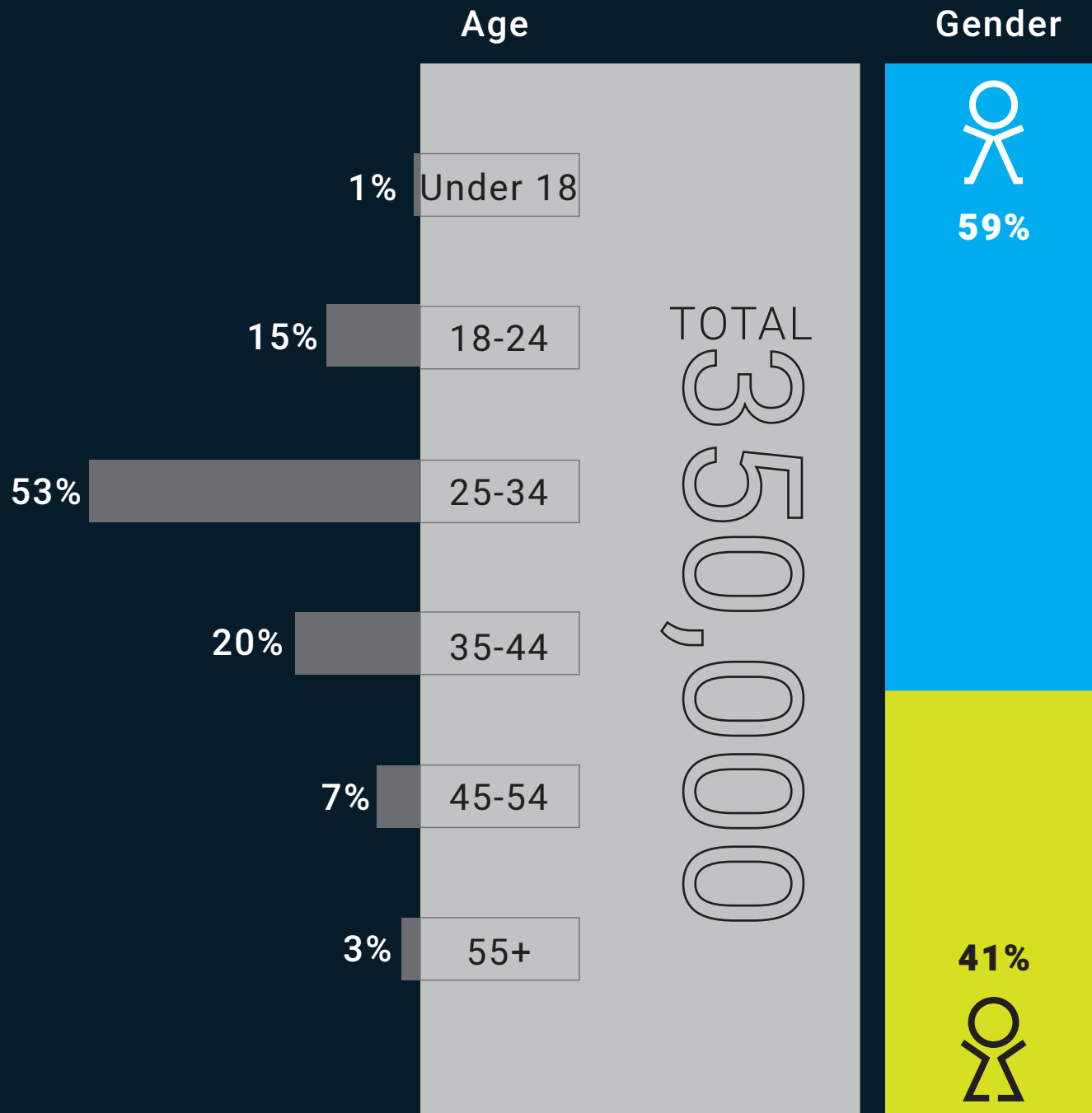


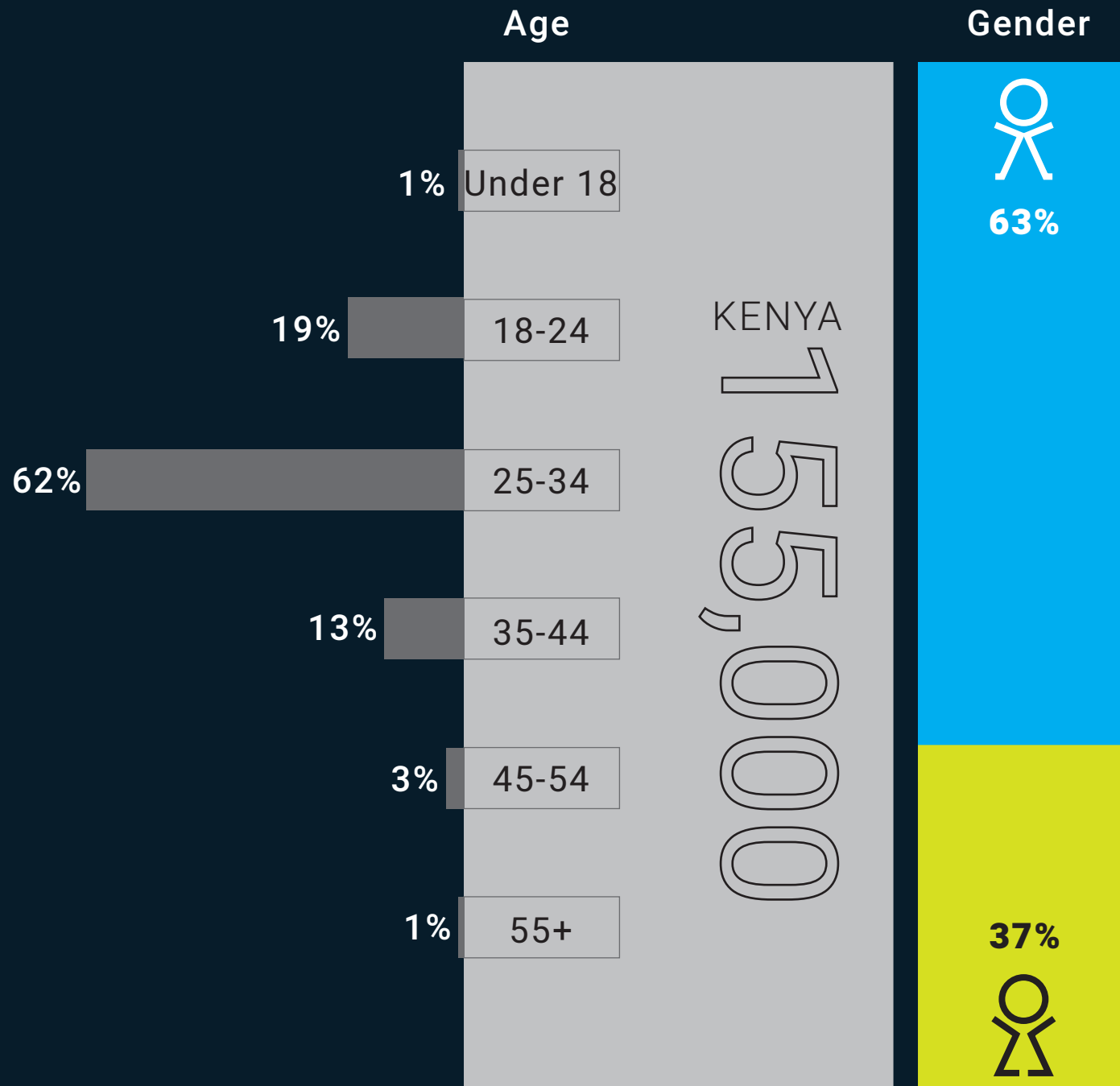
One Continent. One Research Source.

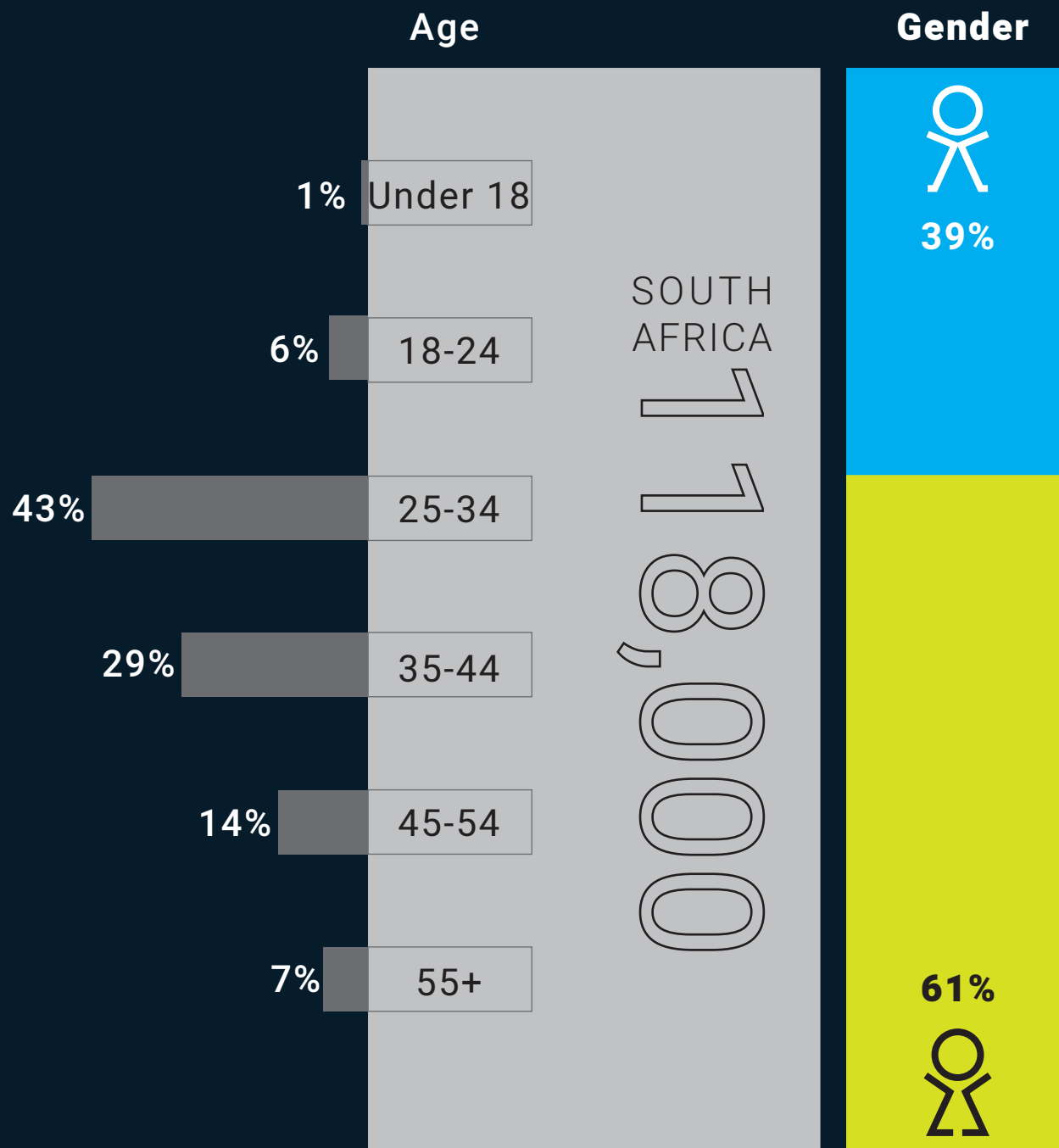
Welcome to VoicesAfrica.

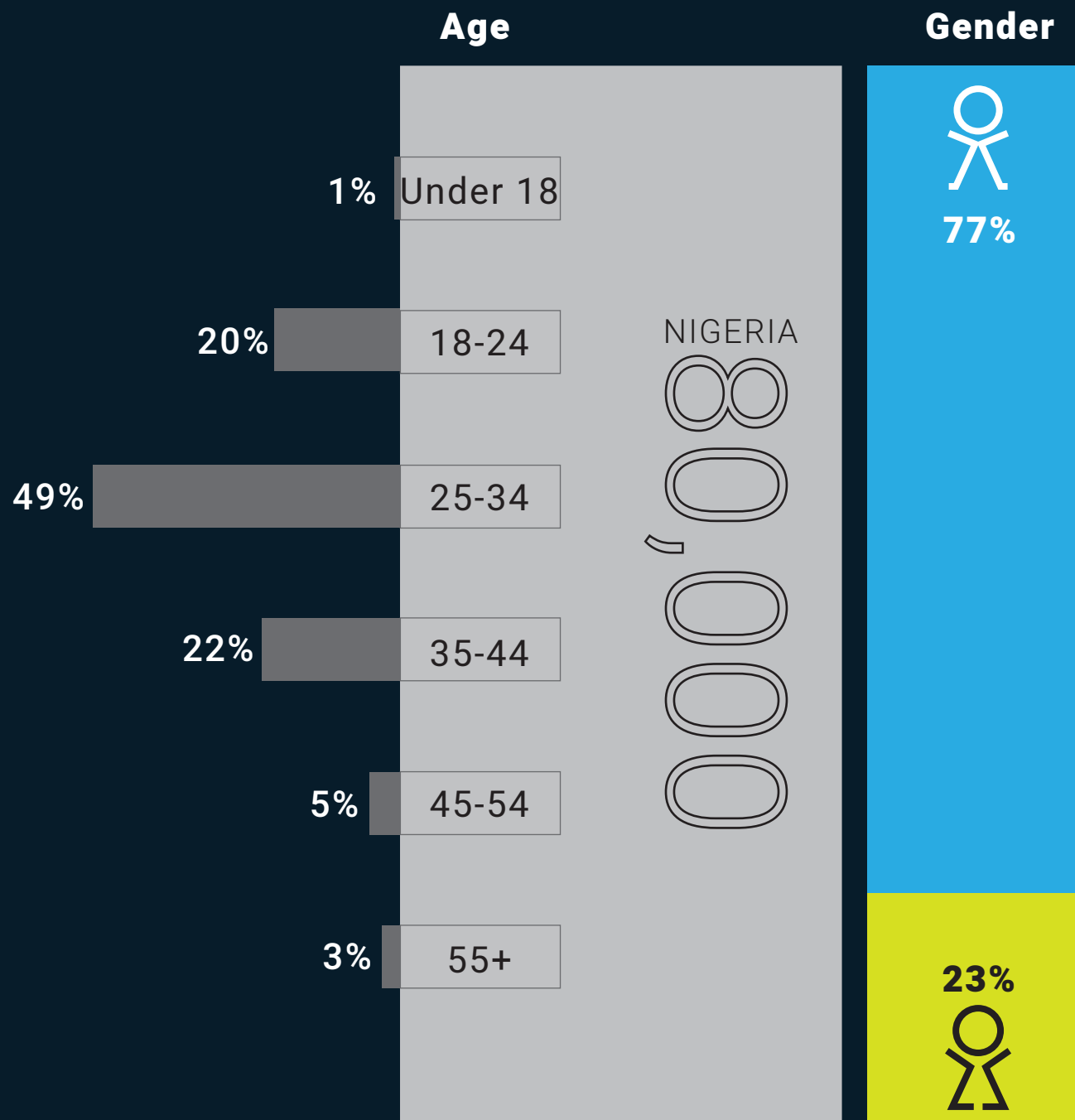
VoicesAfrica is an online research panel focused on **Africa**. We're the **largest** on the **continent**.

Combining over **350,000** panelists with strong quality control, a high response rate and a presence in major African markets, ours is a service that offers companies a platform for **access to Africa**. Our panels generate **accurate** and **accessible** data, sufficient to guide market engagement for multiple industries and sectors.

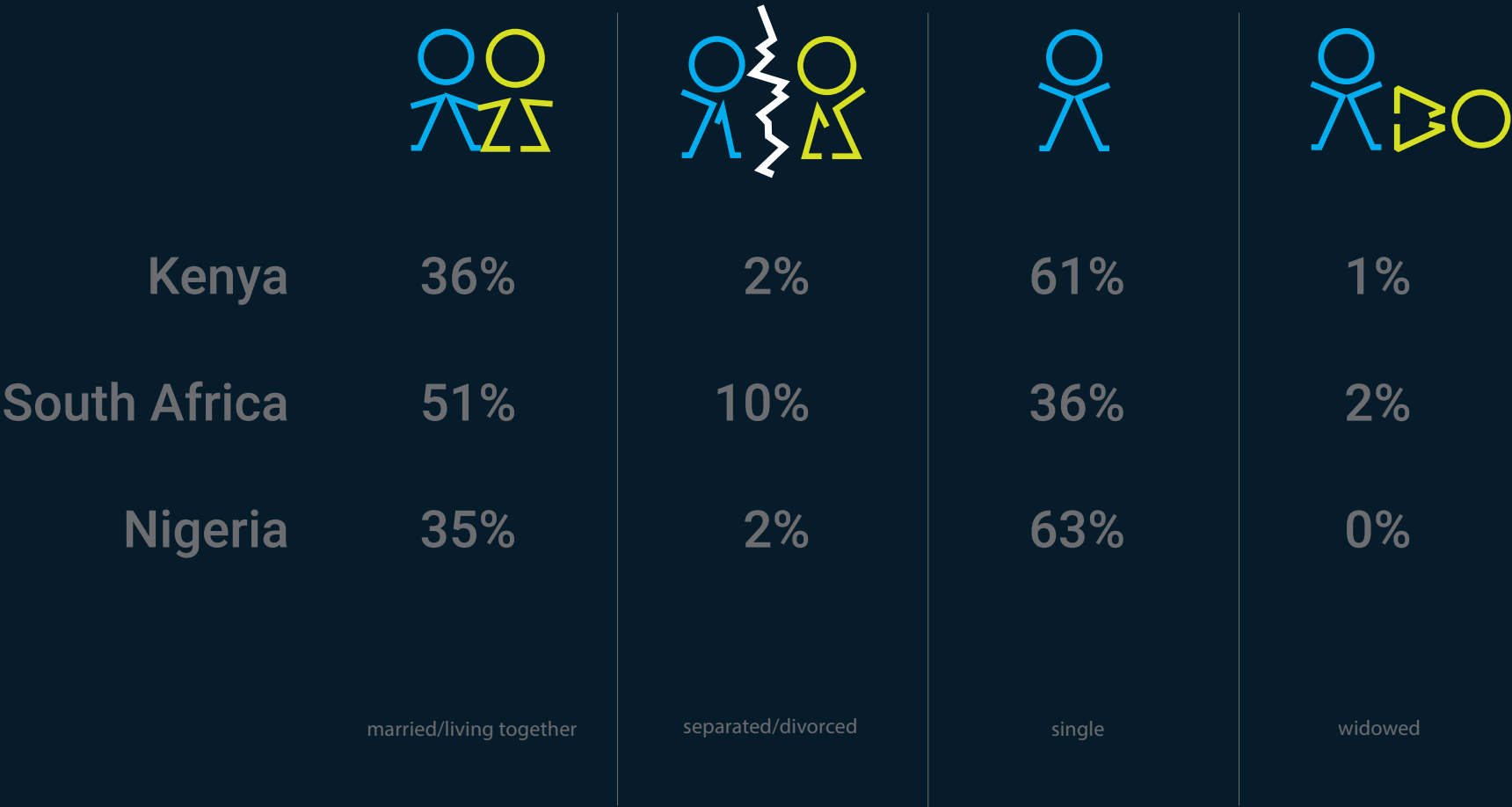








MARITAL STATUS



married/living together

separated/divorced

single

widowed







*Total percentages subject to +/-1 rounding effect

OCCUPATIONAL STATUS

					
Kenya	26%	32%	25%	16%	2%
South Africa	27%	31%	22%	19%	1%
Nigeria	13%	25%	26%	34%	2%
	unskilled	junior level	middle level	senior level	others









*Total percentages subject to +/-1 rounding effect

EMPLOYMENT STATUS

				
Kenya	48%	23%	28%	1%
South Africa	56%	17%	23%	4%
Nigeria	46%	29%	23%	1%
	full time	part time	unemployed/student	retired

*Total percentages subject to +/-1 rounding effect

LIFESTYLE

								
Kenya	88%	75%	36%	27%	84%	82%	96%	96%
Nigeria	92%	78%	64%	52%	73%	78%	95%	97%
	colour tv	working mobile phone line	working satellite dish/ dstv/cable tv subscription	car for personal use	read a newspaper in the last 7 days	bought adult clothing in the past six months	watched tv in the last 7 days	have a bank account

LIFESTYLE

South Africa



93%

have tv
set(s)



63%

mnet
and/or
dstv



71%

have
one/more
motor
vehicles



98%

at least
one cell
phone in
household

Contact Us:

Proposal requests: rfp@voicesafrica.com

Enquiries: cs@voicesafrica.com



ESOMAR
|member|