



# AFROEYE RESEARCH 2023 PANEL BOOK

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Do you need Real Solutions?  
We connect you to Real People



# About **Afroeye Research**

We make the difference by helping you grow; we sustain and transform organizations by providing end-to-end market research solutions with unparalleled levels of data integrity and reliability.

*high quality and actionable insights*

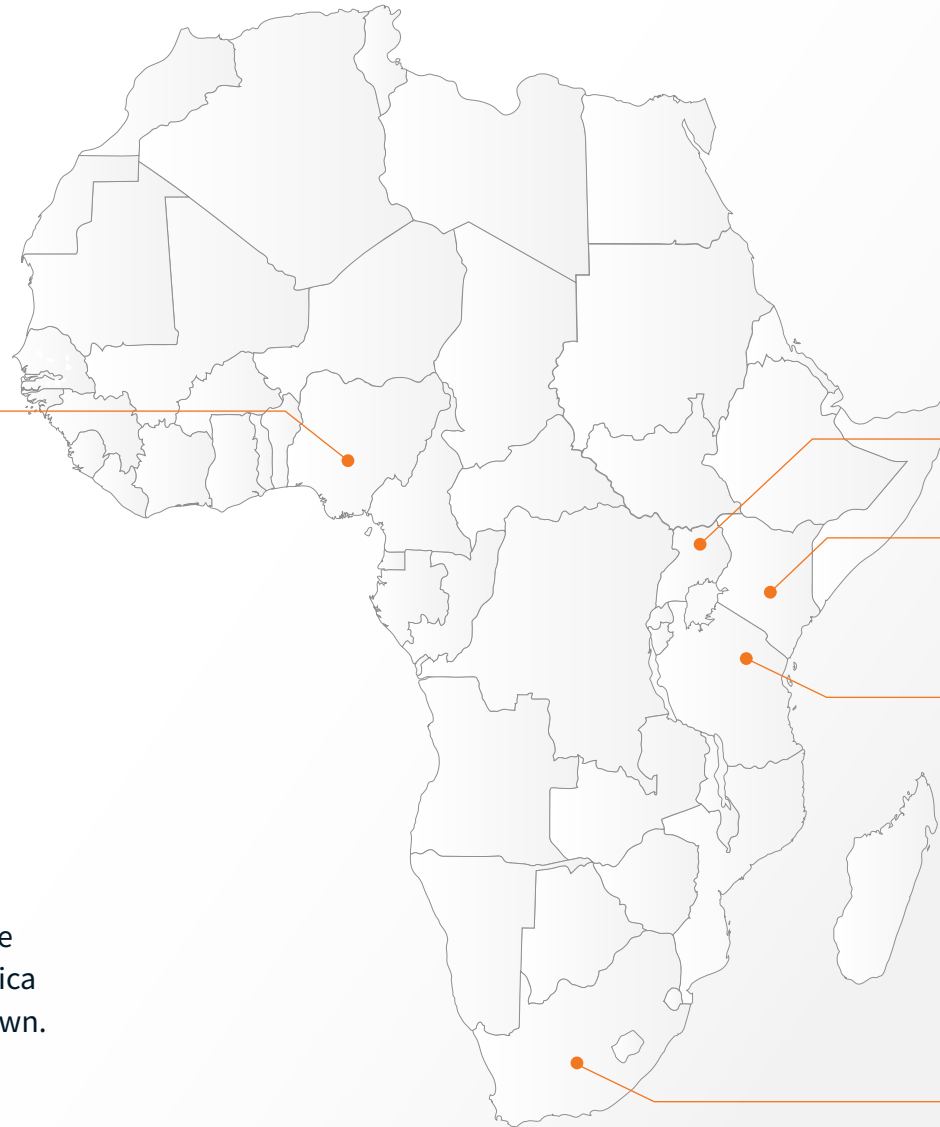


Through our validated, engaged online panels and recruitment methods, we deliver high quality and actionable insights for all types of consumers and business professionals across Africa. By making sure that we review the audience of interest and research objectives to develop the sampling plan we always assure it makes sense to our clients

## Our Footprint

With over 1M+ panelists, we deliver the most diverse B2C online sample in Africa with our foothold in the countries shown.

**Nigeria**  
300,000



**Uganda**  
120,000

**Kenya**  
450,000

**Tanzania**  
80,000

**South Africa**  
250,000



## Kenya

# Panel Breakdown by Country

Average Response Rate



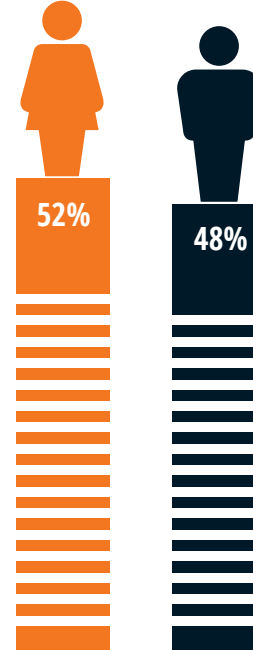
73%

Internet Penetration

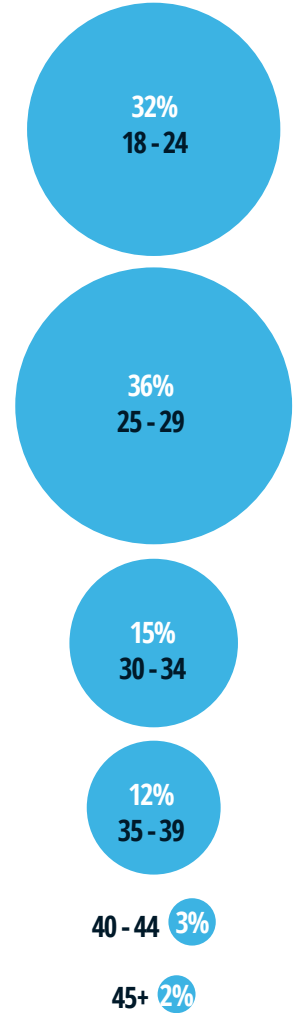


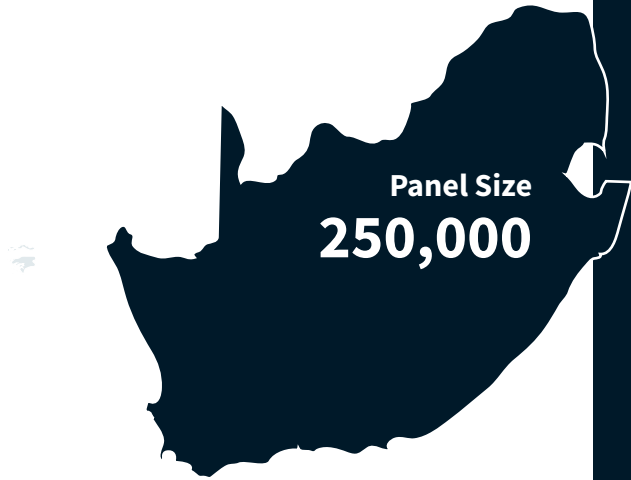
91%

### Gender



### Age





## South Africa

# Panel Breakdown by Country

Average Response Rate



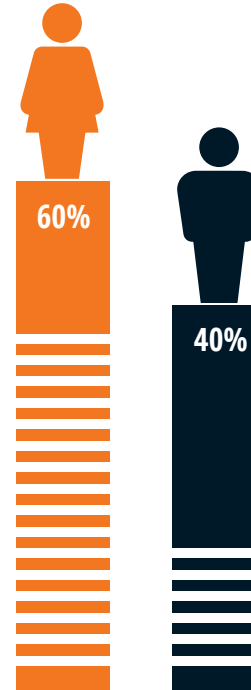
**55%**

Internet Penetration

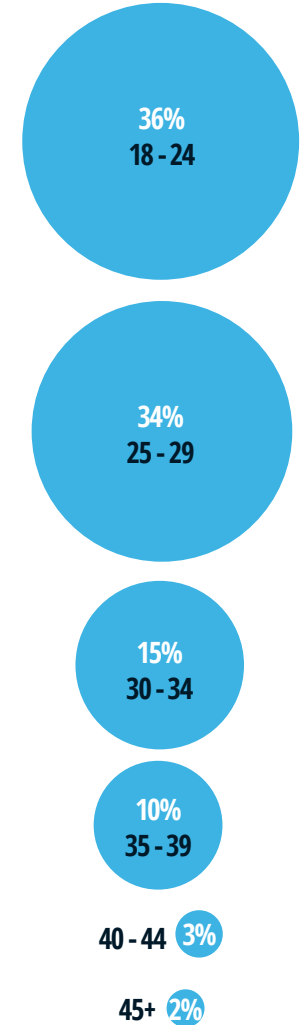


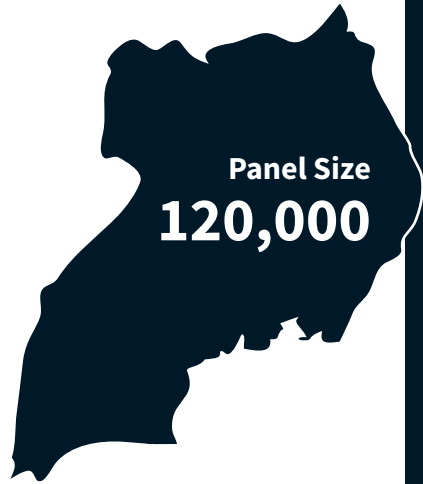
**73%**

### Gender



### Age





## Uganda

# Panel Breakdown by Country

Average Response Rate



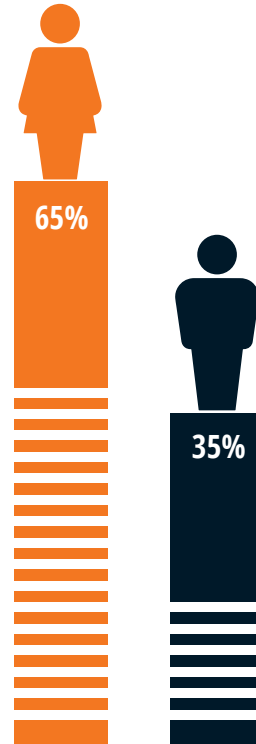
**45%**

Internet Penetration

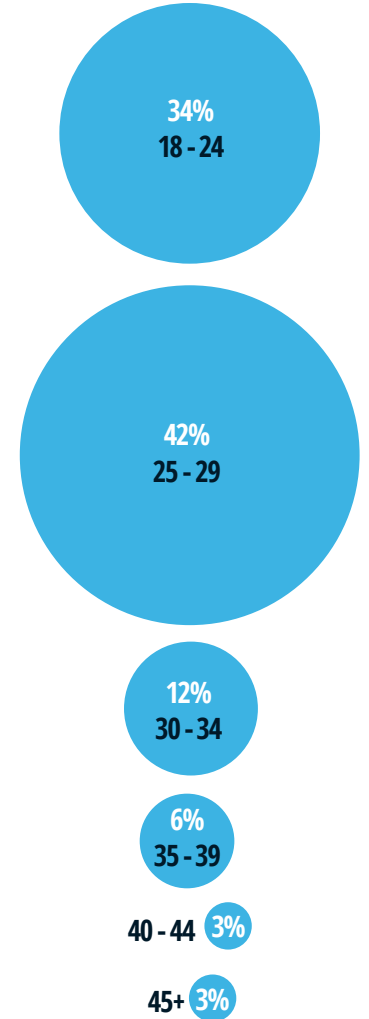


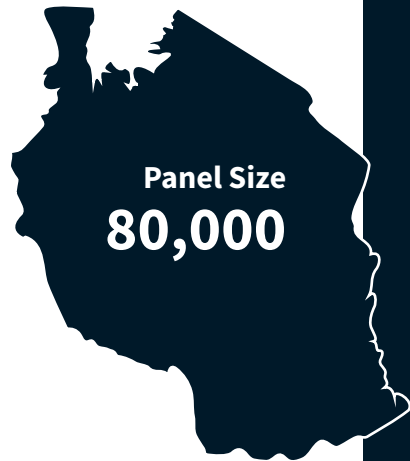
**47%**

### Gender



### Age





## Tanzania

# Panel Breakdown by Country

Average Response Rate



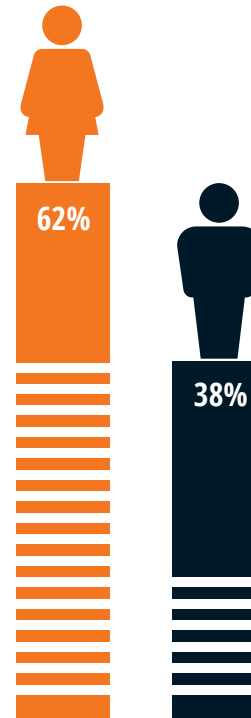
**38%**

Internet Penetration

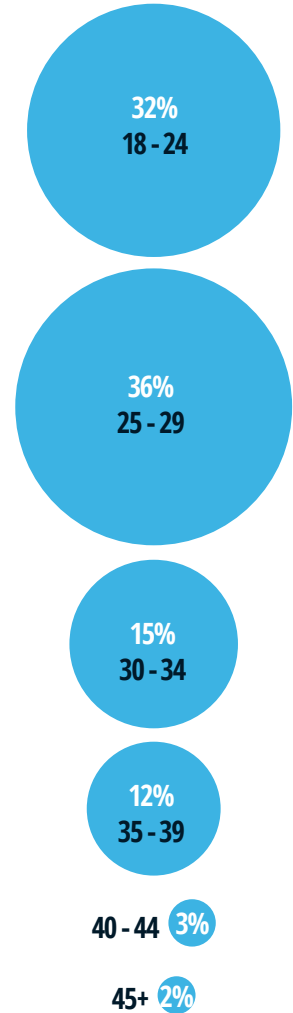


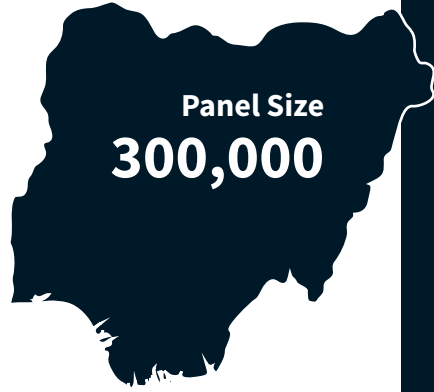
**43%**

### Gender



### Age

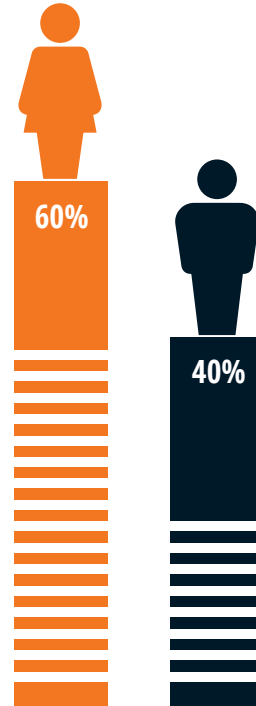




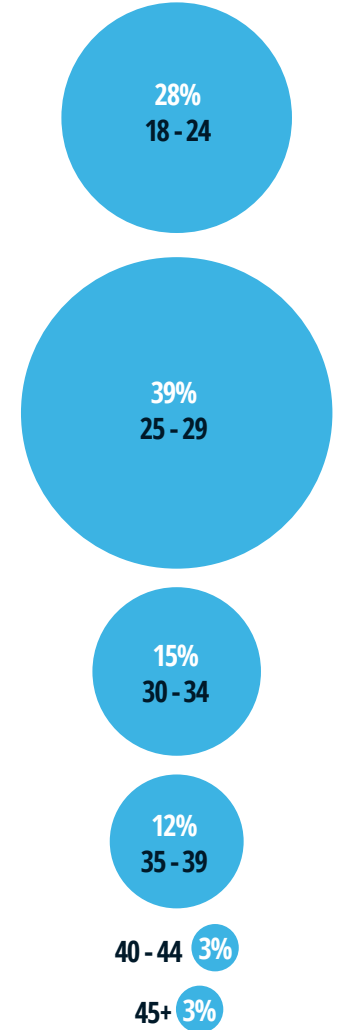
## Nigeria

# Panel Breakdown by Country

### Gender



### Age



Average  
Response Rate



**56%**

Internet  
Penetration



**78%**



# Our Recruitment Methodologies

We deploy a blend of recruitment methodologies ranging from:

- F2F recruitment
- Web Intercepts
- Organic/open enrollment
- Partnerships using our affiliate networks sample



Each of our recruitment channels delivers a different population and slightly different results, thus increasing diversity and representativeness.

*diversity and representativeness*



## Commitment to **Quality**

We understand how critical panel quality is for the success of every project. With over 1M+ Consumer Online Panels we utilize variable methodology to assure quality control and accurate, up to date data profiling.

- Double Opt-In Registration
- IP Geo Location
- ID-Verification & Demographics
- Name/Address
- Social Media/LinkedIn Verification
- Workplace Verification
- Performance ratings on past studies
- Industry Specific Red-Herring
- Screening

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*up to date data profiling*

# Profile Attributes

Participant Profiling is an ongoing process which further classifies online panel participants as they mature in the community. You can target the audiences you need by utilizing our basic segmentation categories and request specific audiences, from common profiles all the way to niche markets. Here are just a few of our popular panel profiles.

## Basic Demographics



Gender



Age



Marital Status



Number in Household



Children



Education



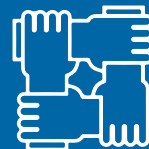
Household Income



Employment Status



Region



Ethnicity or Race

# Profile Attributes

## Special Panels



Pet Ownership



Business Ownership /  
Entrepreneurs



ITDMs



Automotive Owners



Frequent  
Air Travellers



Online Gamers



Mothers / Parents



Sports Audiences



Smokers



Banking /  
Crypto Investors

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