



AFROEYE RESEARCH PANEL BOOK

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.

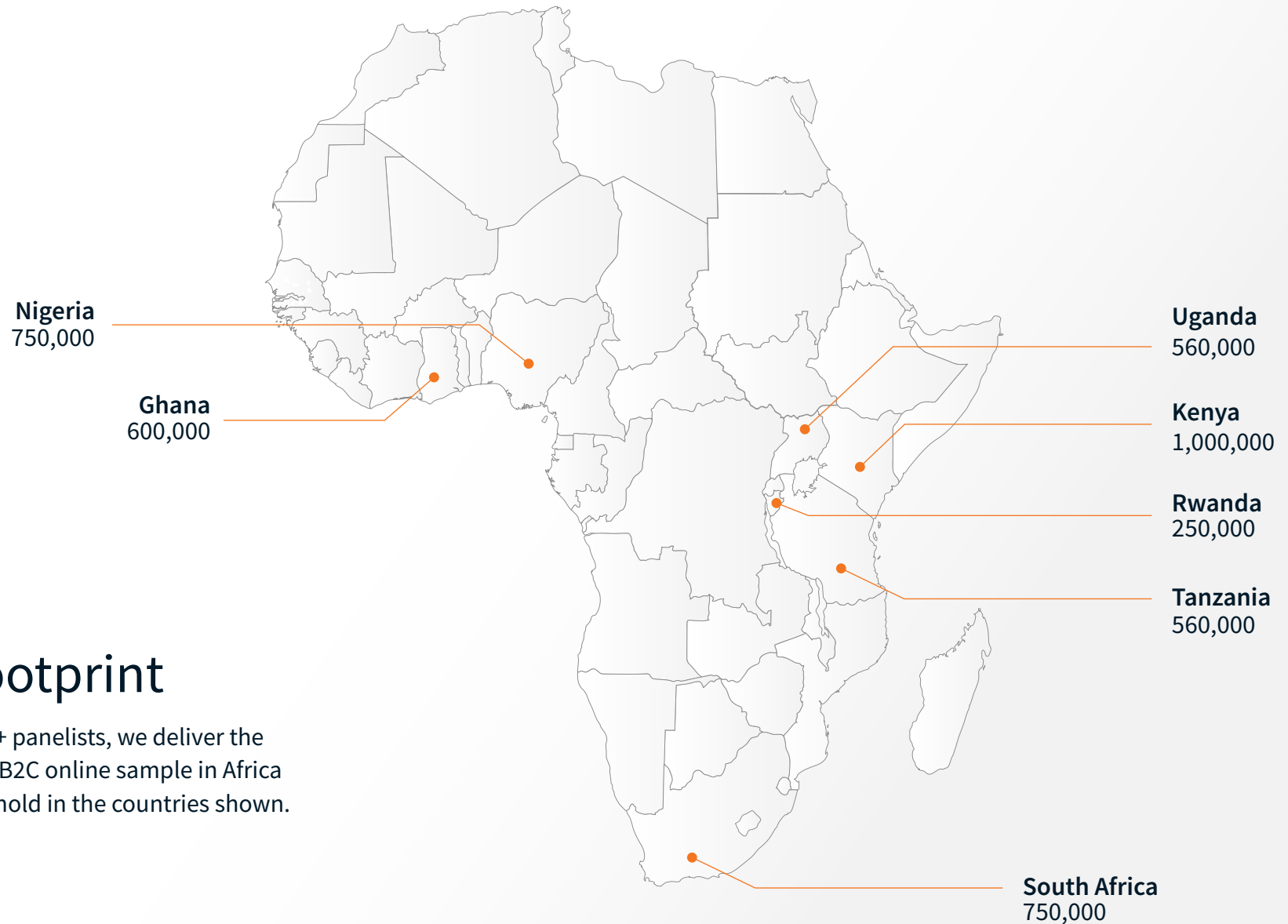
high quality and actionable insights

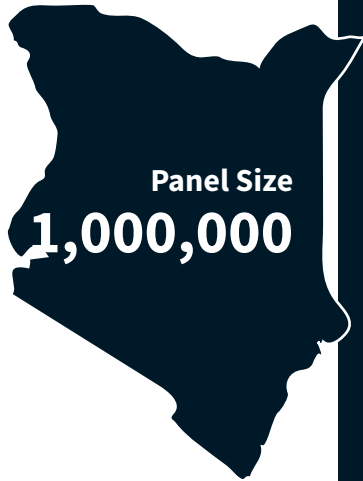


Through our validated, engaged online panels and recruitment methods, we deliver high quality and actionable insights for all types of consumers and business professionals across Africa. By making sure that we review the audience of interest and research objectives to develop the sampling plan we always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

Our Footprint

With over 4M+ panelists, we deliver the most diverse B2C online sample in Africa with our foothold in the countries shown.





Kenya

Panel Breakdown by Country

Average Response Rate



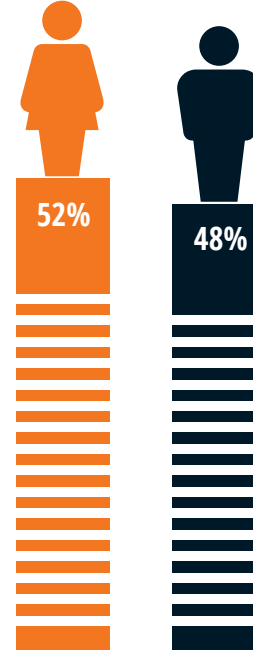
73%

Internet Penetration

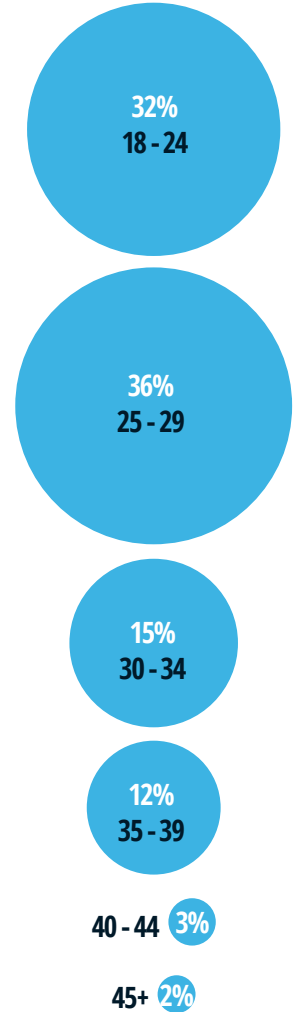


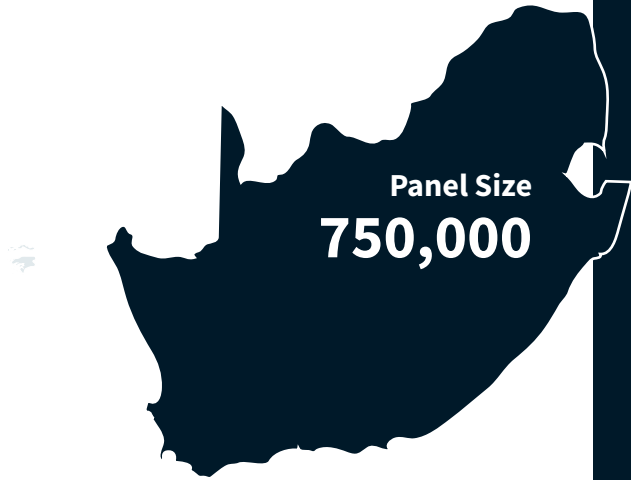
91%

Gender



Age





South Africa

Panel Breakdown by Country

Average Response Rate



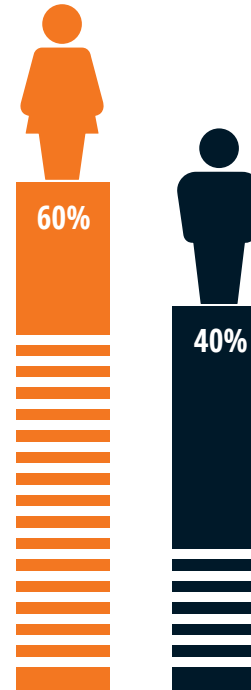
55%

Internet Penetration

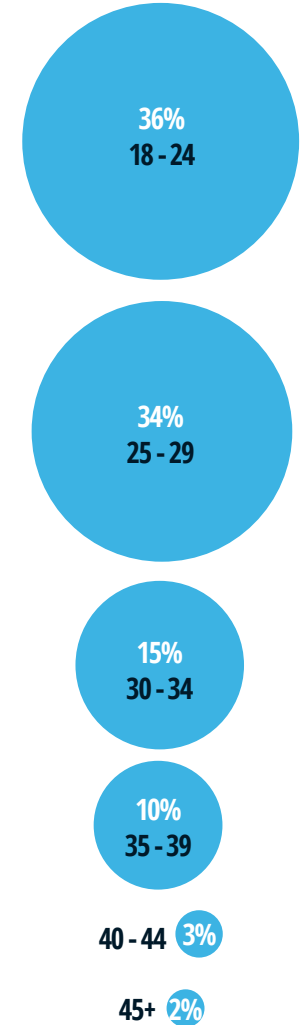


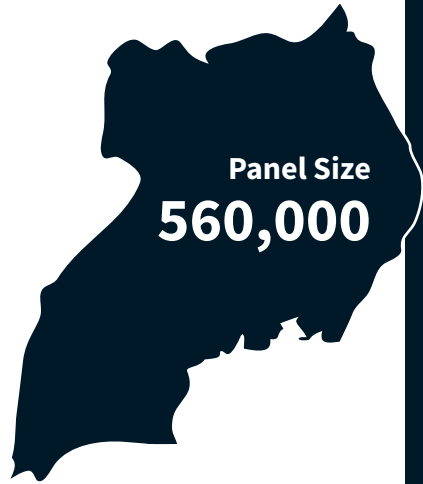
73%

Gender



Age





Uganda

Panel Breakdown by Country

Average Response Rate



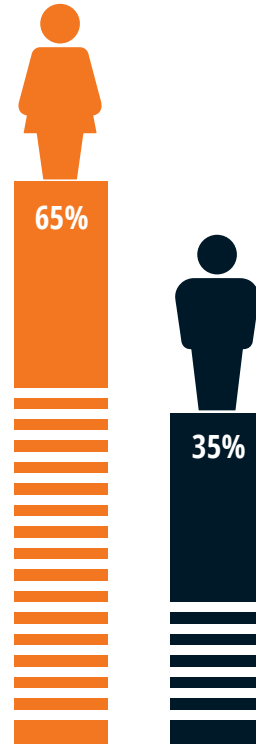
45%

Internet Penetration

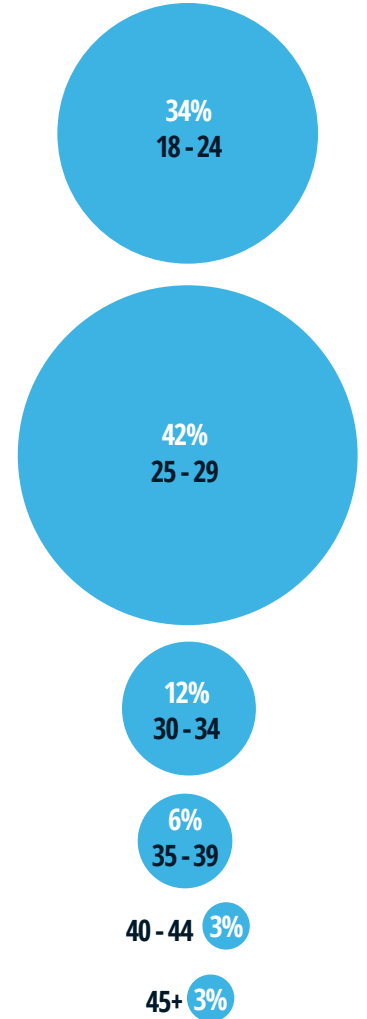


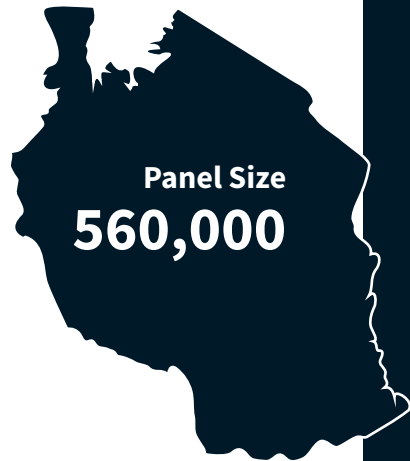
47%

Gender



Age





Tanzania

Panel Breakdown by Country

Average Response Rate



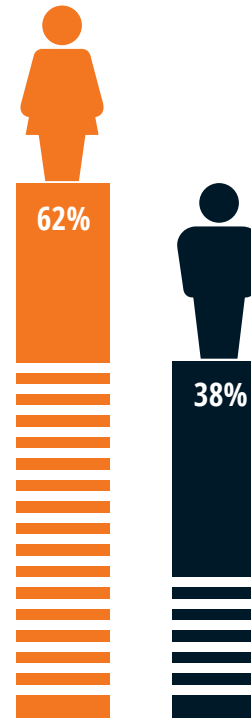
38%

Internet Penetration

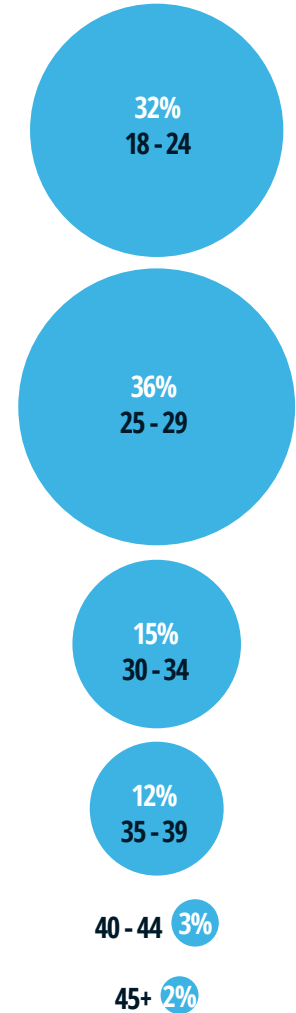


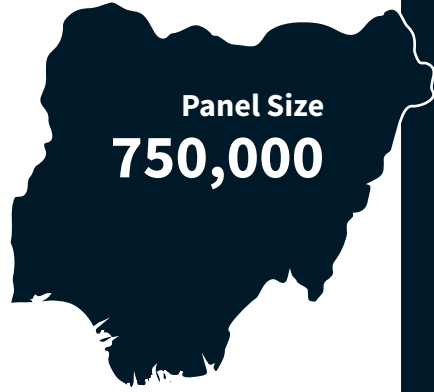
43%

Gender



Age

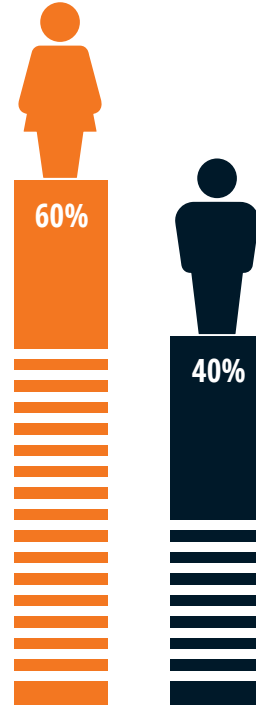




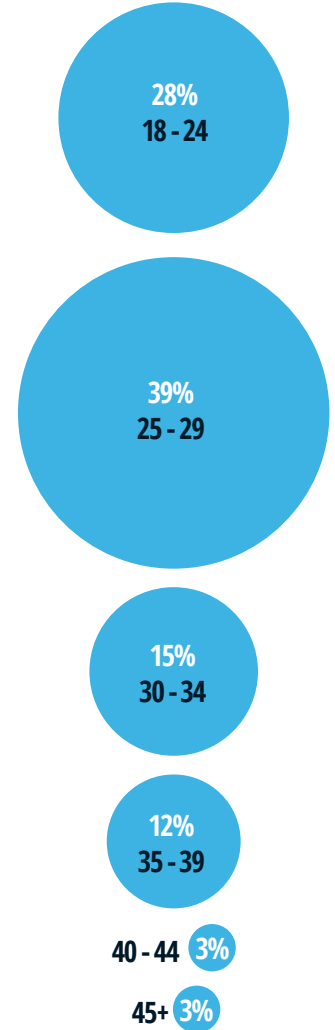
Nigeria

Panel Breakdown by Country

Gender



Age



Average
Response Rate

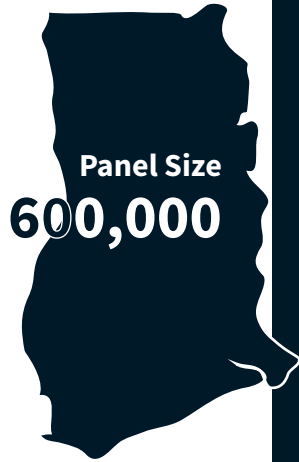


56%

Internet
Penetration



78%



Ghana

Panel Breakdown by Country

Average Response Rate



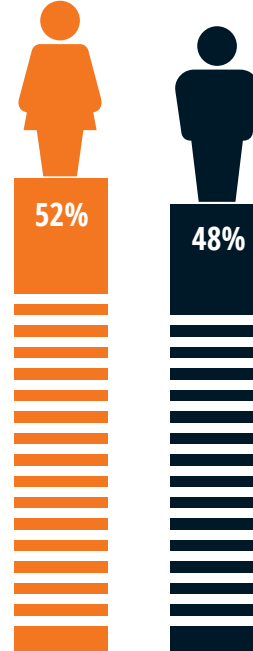
48%

Internet Penetration

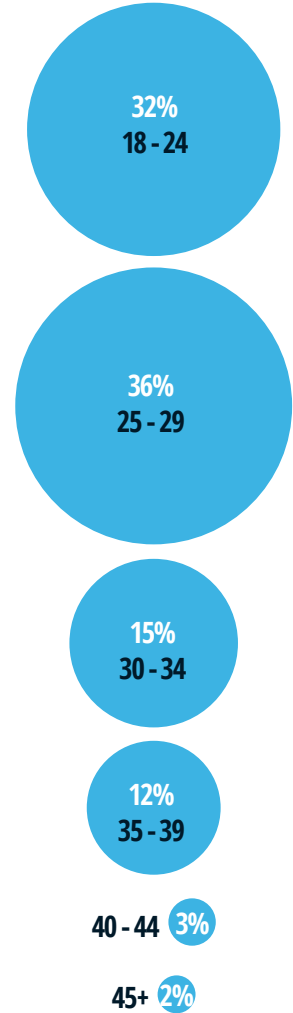


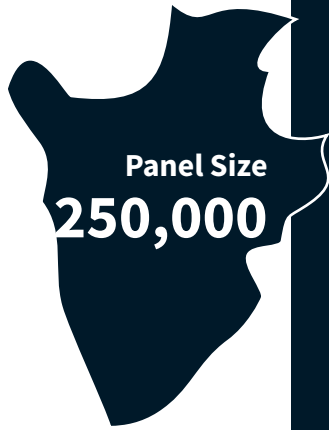
53%

Gender



Age





Rwanda

Panel Breakdown by Country

Average Response Rate



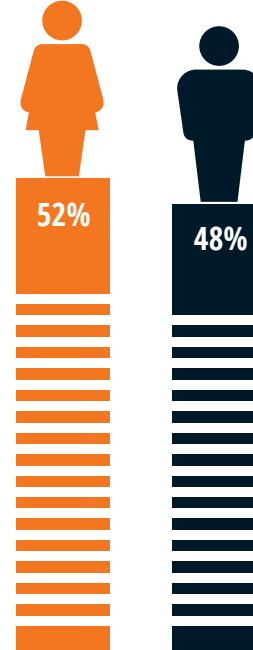
29%

Internet Penetration

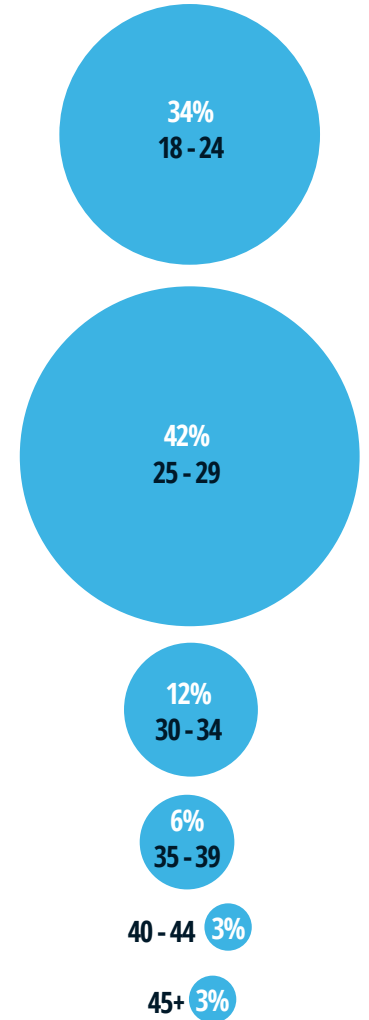


31%

Gender



Age



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 4M+ 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

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



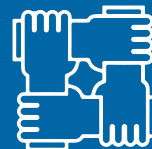
Household Income



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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