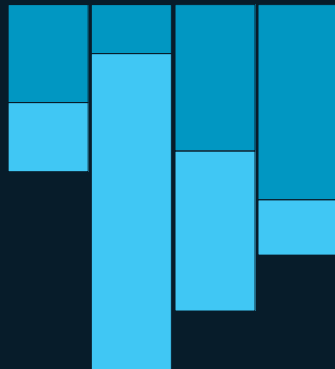


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PANEL BOOK

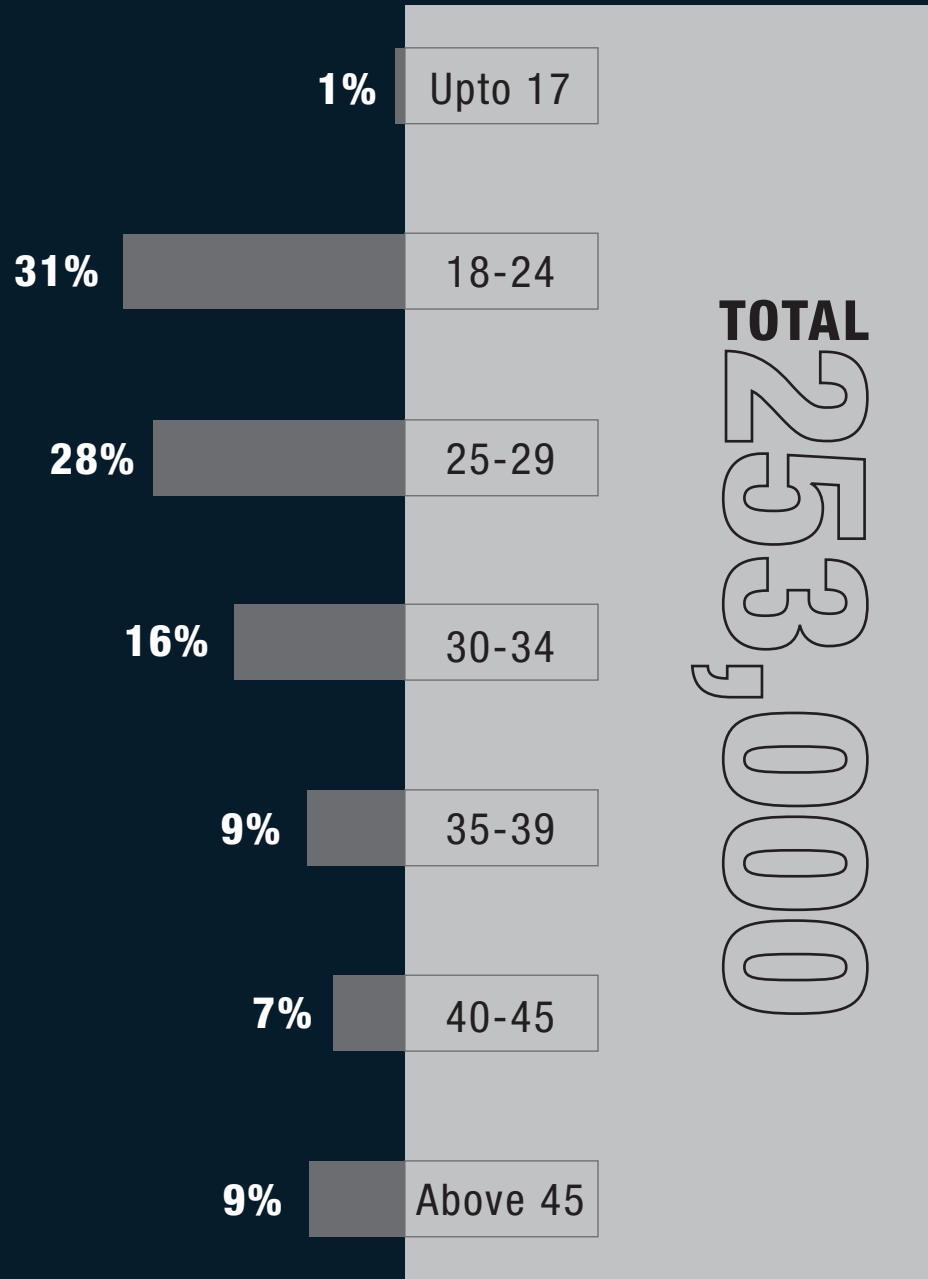


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VoicesAfrica is an online research panel focused on **Africa**. We're the **largest** on the **continent**.

Combining **253,000** panelists with strong panel, quality control, a high response rate and a presence in all major African markets, ours is a service that offers companies a platform for **entry into Africa**. Our panels generate **accurate** and **accessible** data, sufficient to guide market engagement for multiple industries and sectors.

### Age

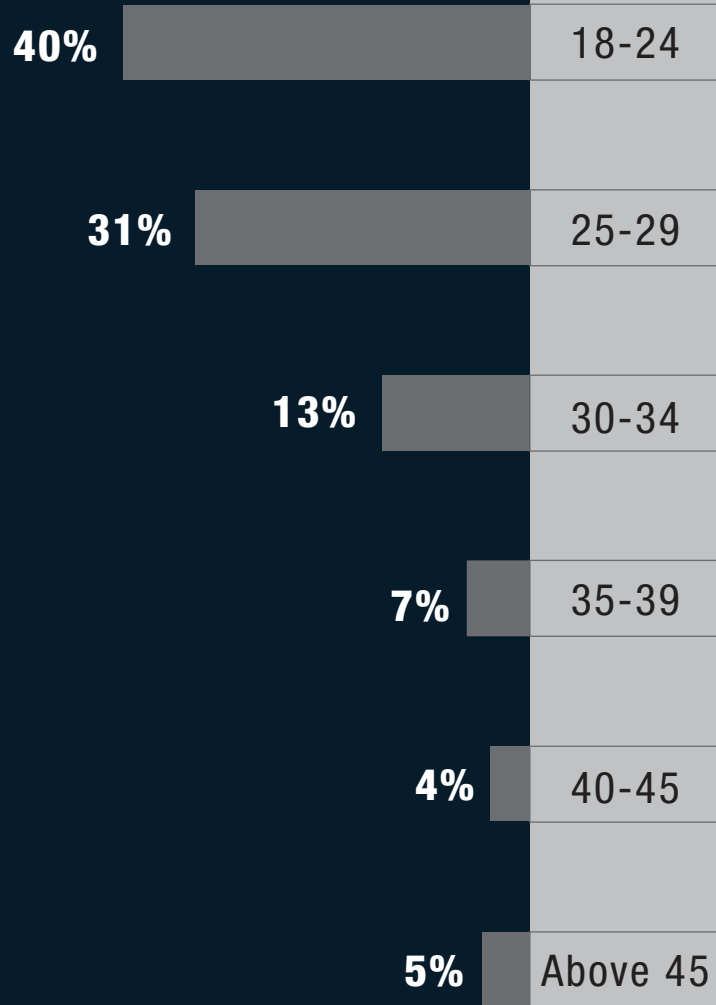


### Gender



Age

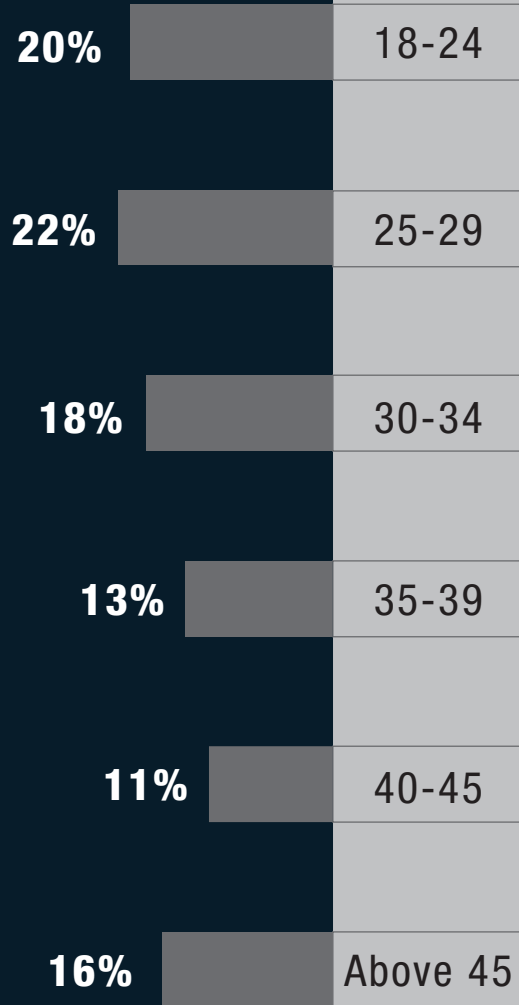
Gender



**KENYA**  
110,000



Age

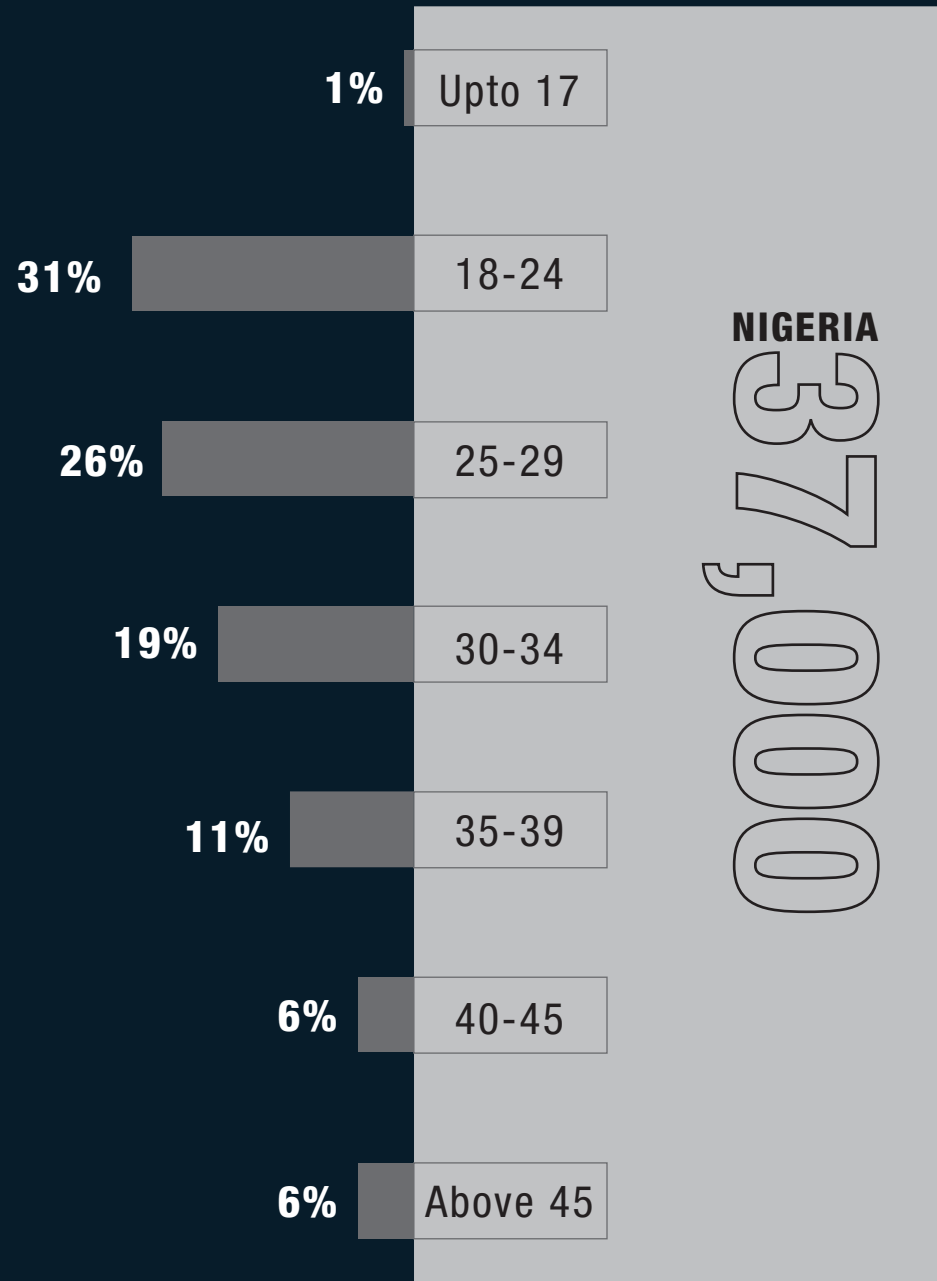


**SOUTH AFRICA**  
73,500

Gender



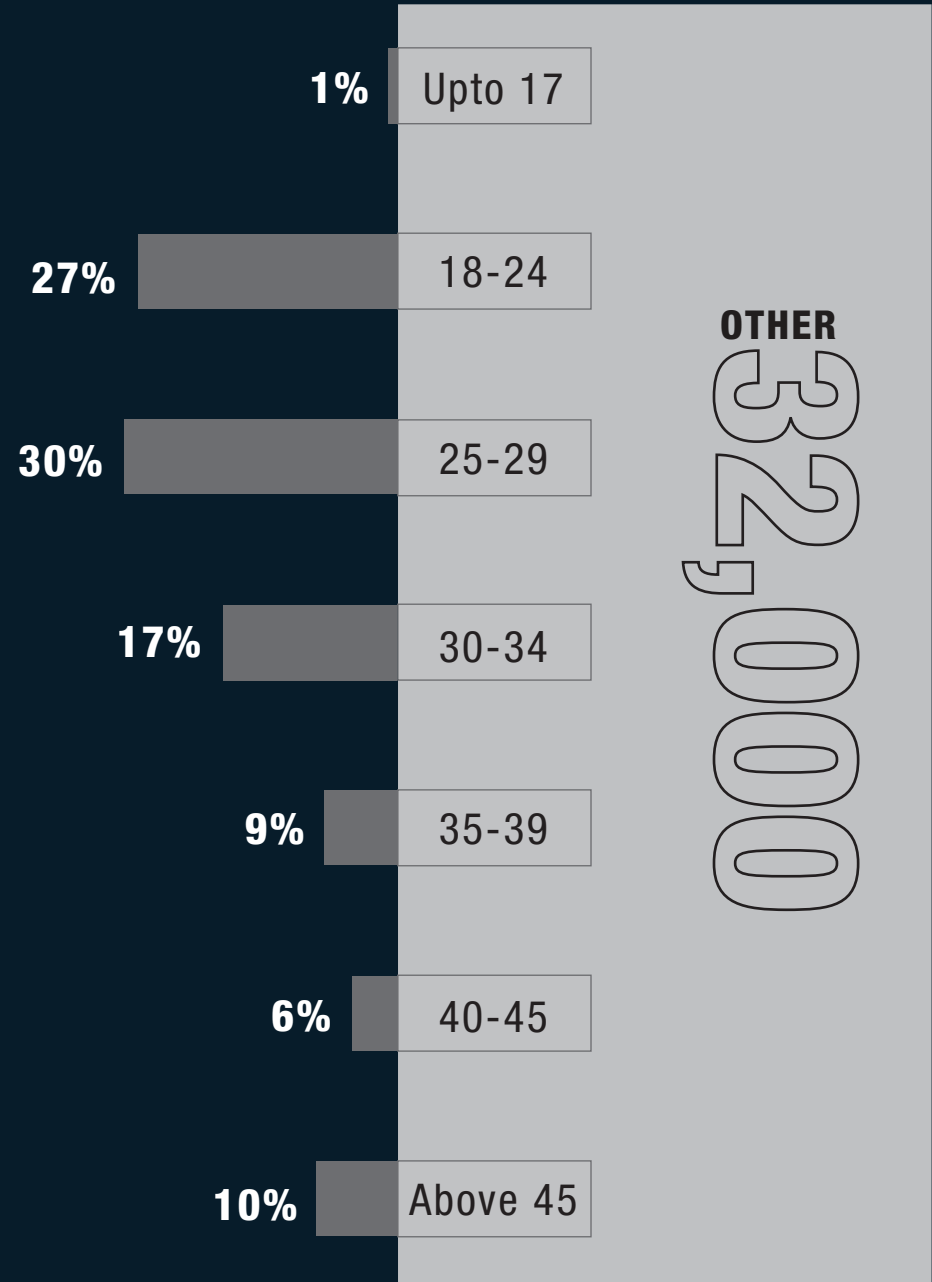
### Age



### Gender



### Age



### Gender



# MARITAL STATUS





Kenya	36%	2%	61%	1%
South Africa	51%	10%	36%	2%
Nigeria	35%	2%	63%	0%
Ghana	27%	1%	72%	1%
	married/living together	separated/divorced	single	widowed








# OCCUPATIONAL STATUS

					
	unskilled	junior level	middle level	senior level	others
Kenya	26%	32%	25%	16%	2%
South Africa	27%	31%	22%	19%	1%
Nigeria	13%	25%	26%	34%	2%
Ghana	13%	42%	23%	20%	2%



\*Total percentages subject to +/-1 rounding effect









# EMPLOYMENT STATUS

				
	full time	part time	unemployed/student	retired
Kenya	48%	23%	28%	1%
South Africa	56%	17%	23%	4%
Nigeria	46%	29%	23%	1%
Ghana	43%	34%	23%	1%



\*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%
Ghana	95%	65%	35%	31%	62%	69%	91%	90%
	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:

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Enquiries: [cs@voicesafrica.com](mailto:cs@voicesafrica.com)



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| member