



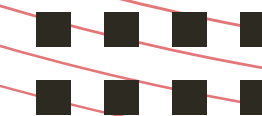
# 2025 Panel Book



Visit Our Website  
[www.opinion-space.com](http://www.opinion-space.com)

Fast, Targeted, Survey  
Responses.





# About Us

Opinion Space Africa is a leading independent online market research panel company, empowering businesses with actionable insights from diverse African voices. With over 1,500,000 members in Africa and representation from all 55 African countries, we bridge the gap between companies and consumers, delivering high-quality data to drive informed decisions. Our mission is to amplify African opinions, fostering innovation and growth through reliable, targeted research.





# Capabilities

Opinion Space Africa offers a comprehensive suite of market research tools and services designed for agility, accuracy, and impact. Our Survey Suite empowers clients to launch projects efficiently, closing them in hours rather than weeks.



01

## Survey Audience

Quick, scalable feedback on products, services and ideas.

02

## FGDs

Online & Offline In-depth qualitative insights through moderated sessions.

03

## Product Testing

Real-user trials and evaluations for iterative improvements.

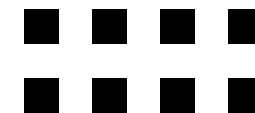
04

## AI Training Data

Specialized data-generation tasks to support machine learning projects.

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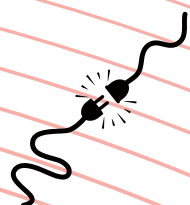


# Survey Excellence



## Fast Distribution

With push, email & text notifications, launch surveys instantly to pre-screened audiences. Responses start trickling in within minutes



## Works with any platform

Qualtrics, SurveyMonkey, Zohosurveys, Alchemer, Smartsurveys etc. Integrate with all major survey tools—just provide a survey-entry URL and presto!



## Quality Control

Digital fingerprinting checks ensure high-integrity data, minimizing biases and errors.

# SURVEY

**Excellent**

**Good**

**Average**







# Our Panel Strength in Diversity & Scale

At the heart of Opinion Space Africa is our expansive panel of over 1,500,000 active members in Africa, with broad representation across all 55 African nations. Our panelists are everyday Africans—diverse in age, gender, location, and socioeconomic background—providing a rich tapestry of perspectives.

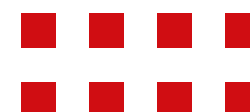
Our panel is pre-profiled for precision, ensuring clients receive responses from the right audiences—whether for A/B testing, brand loyalty studies, or consumer behavior analysis. Participants are incentivized with cash rewards, free products, and the opportunity to influence real-world decisions, resulting in authentic, motivated feedback.



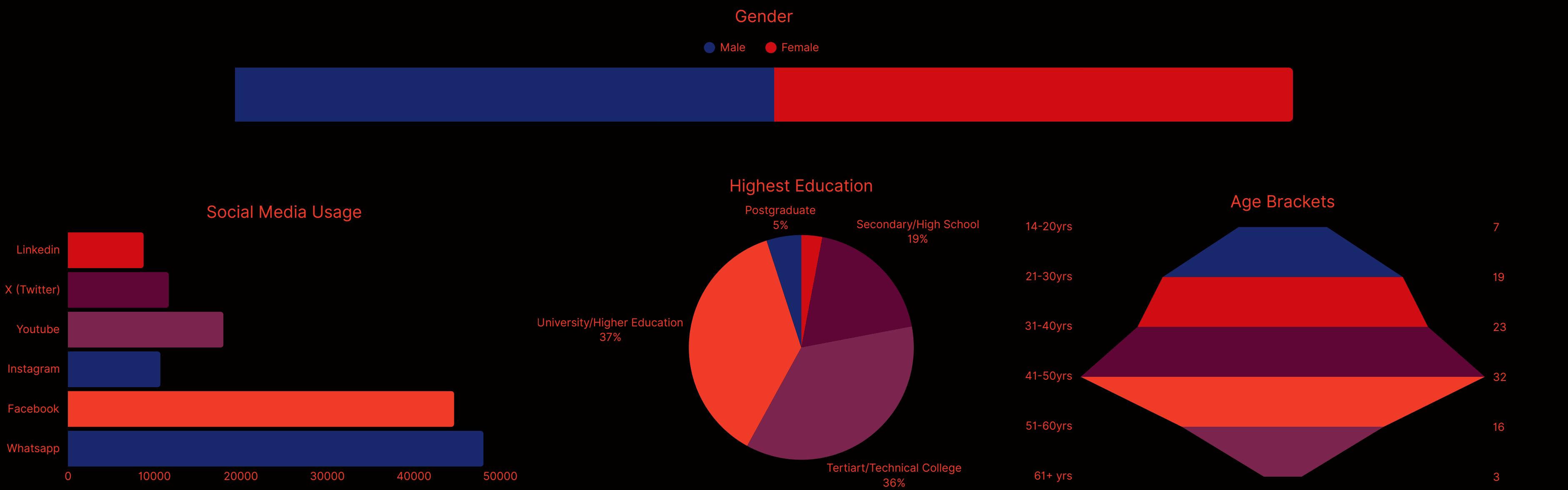
# Our Advantage

Based in Africa, we specialize in Africa's dynamic markets, providing insights that reflect cultural nuances and regional trends. Our capabilities extend to multi-country studies, enabling pan-African strategies with localized depth.

In a continent rich with untapped potential, we provide the data bridge to success. Our ethical approach, technological edge, and deep African roots ensure insights that are not just accurate but culturally resonant. Join us in shaping the future—where African opinions drive global innovation.





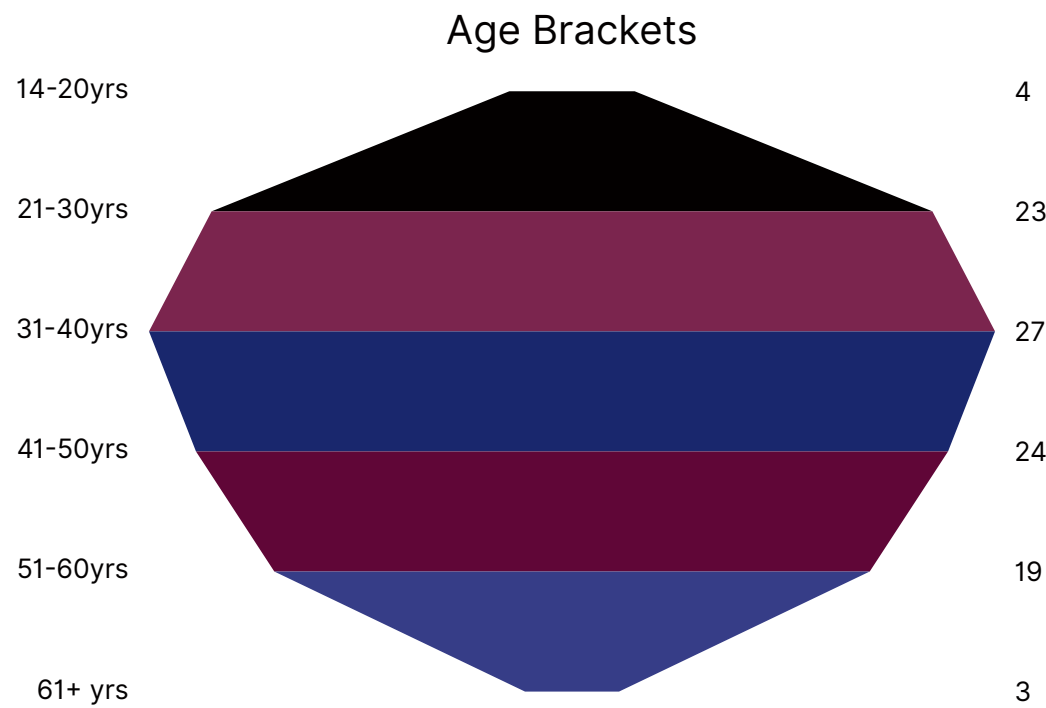
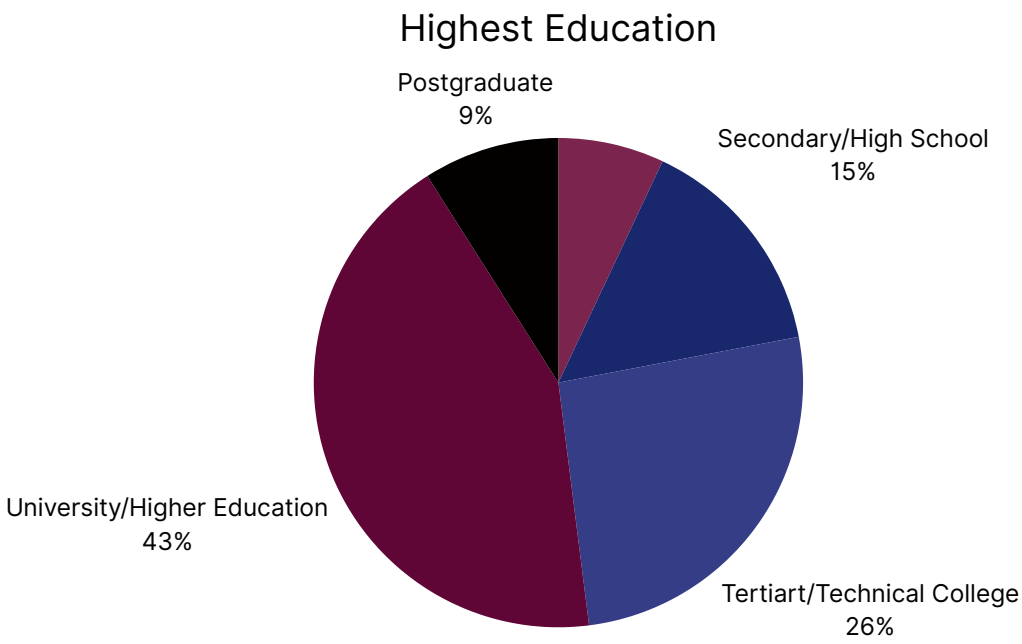
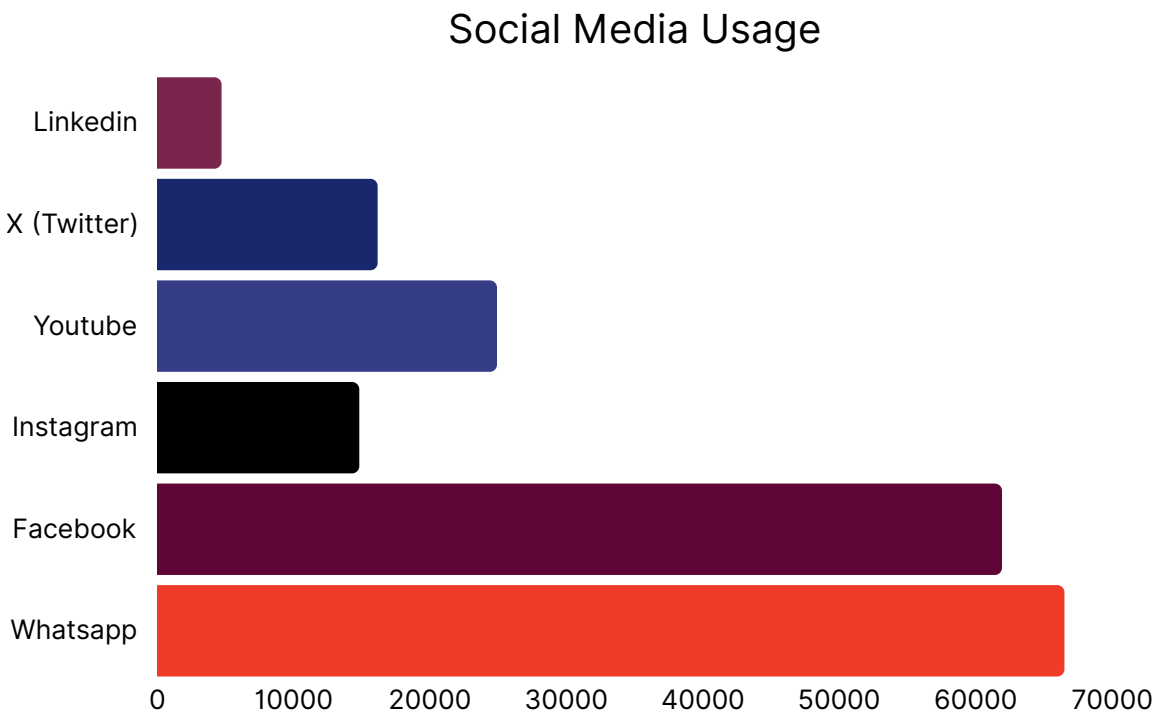
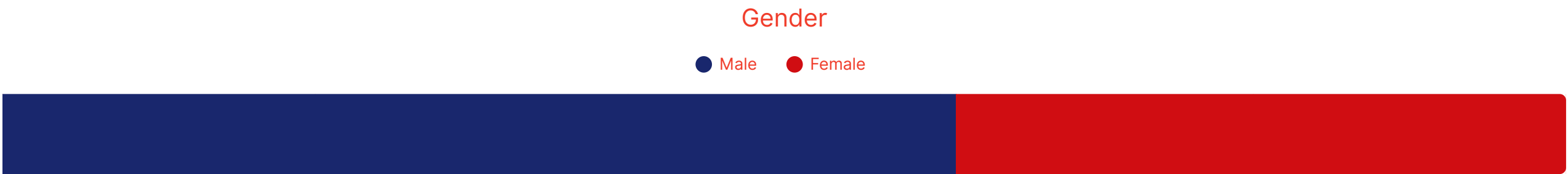
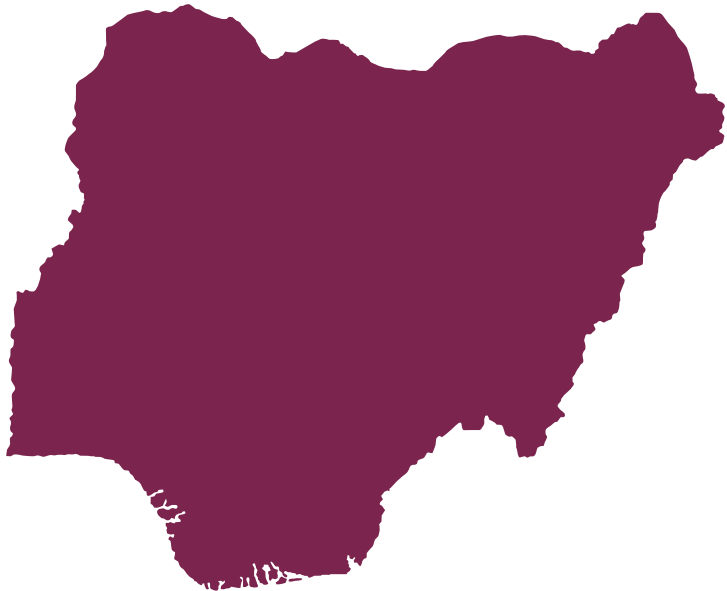


Population	GDP (\$)	Per Capita (\$)	Inflation	EoDB	Edu. Index	Safety Index	Econ. Rank	Capital City
59,308,690	399 billion	6,994	5.9%	84	70	45	33	Pretoria / Bloemfontein / Cape Town





# Nigeria - 67,308 Panelists.



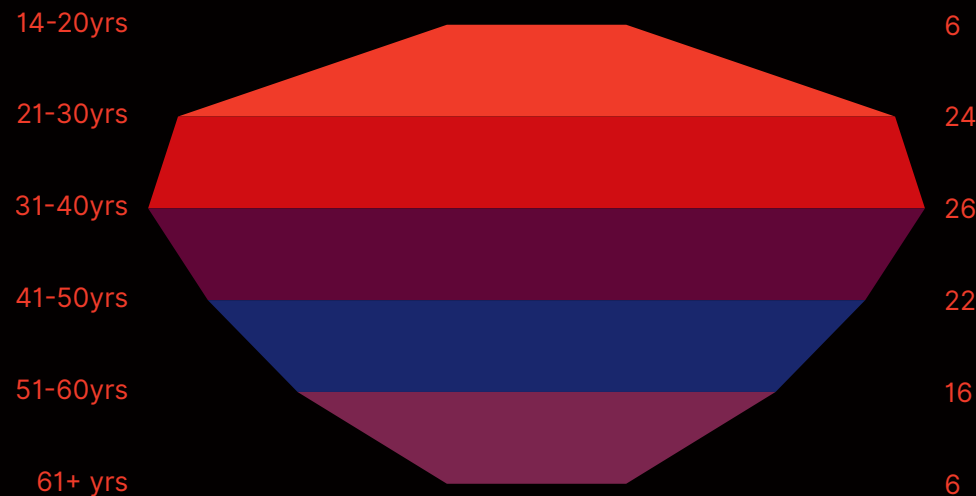
Population	GDP (\$)	Per Capita (\$)	Inflation	EoDB	Edu. Index	Safety Index	Econ. Rank	Capital City
206,139,587	447billion	2,097	18%	131	50	40	27	Abuja



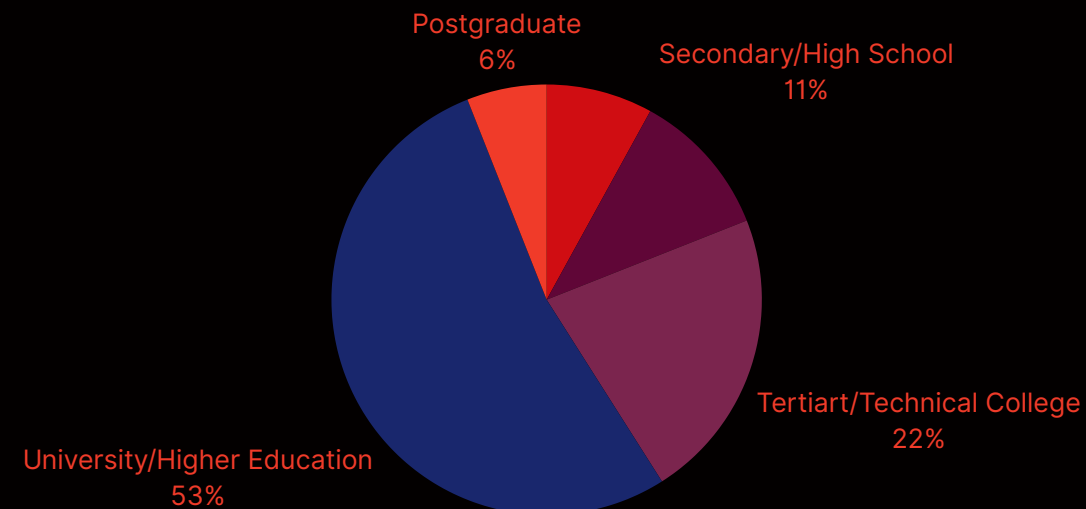
# Kenya - 127,840 Panelists.



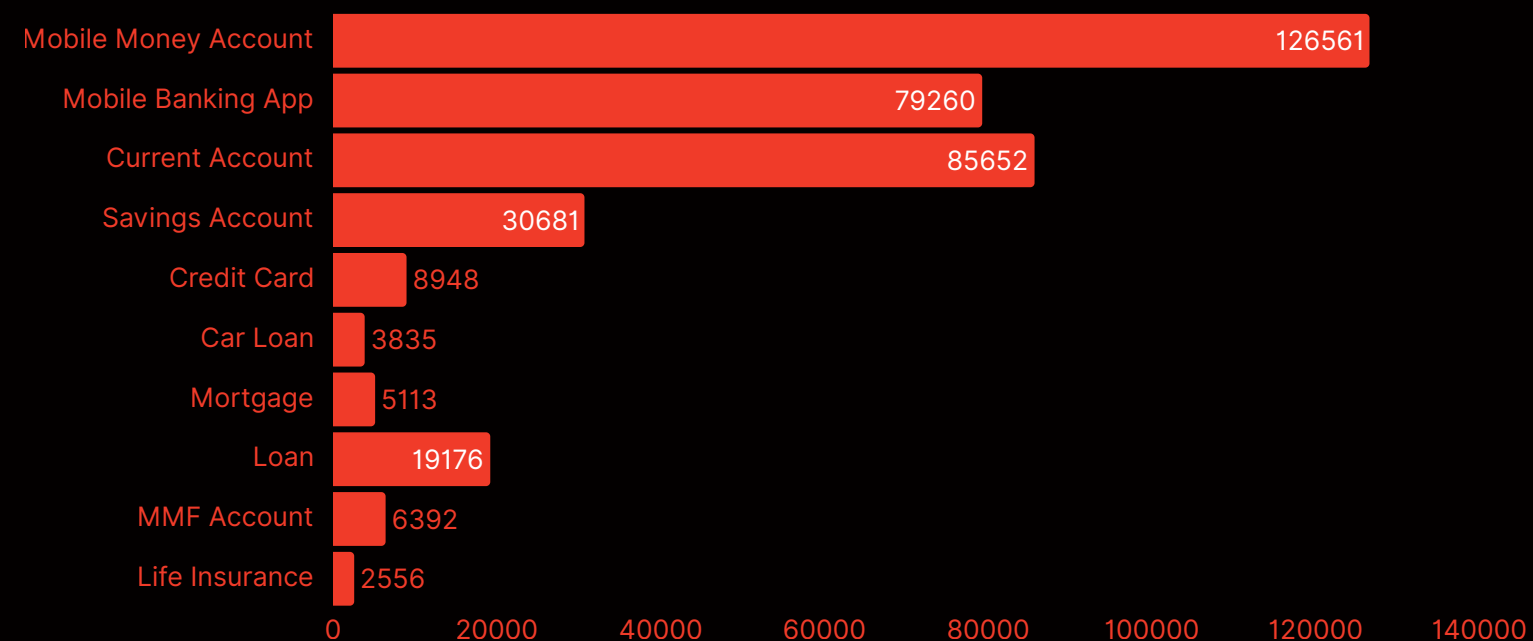
Age Brackets



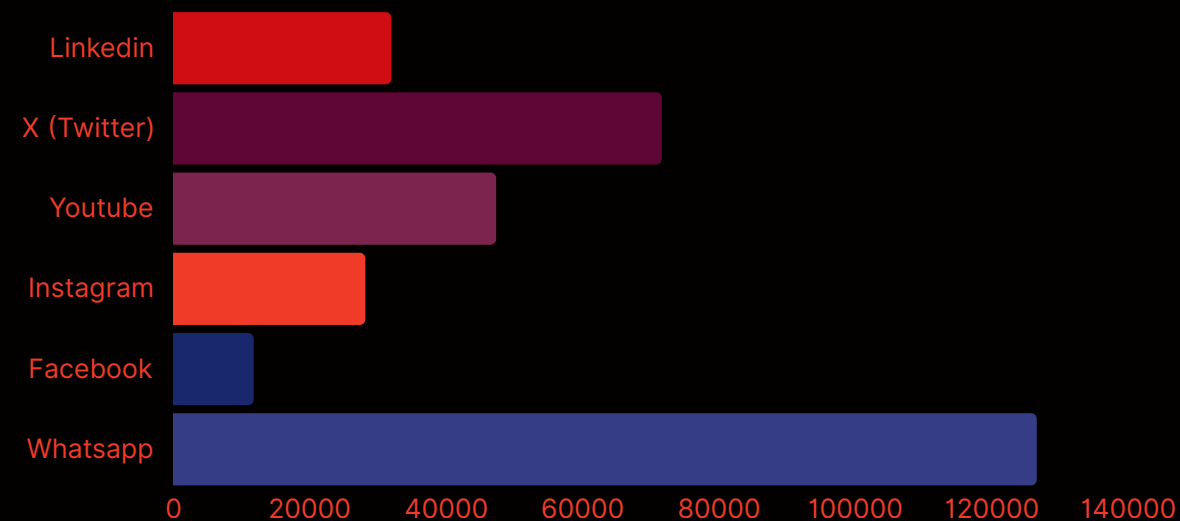
Highest Education



Financial Products Used

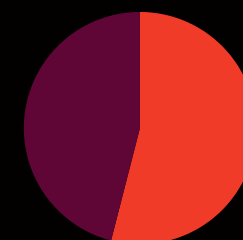


Social Media Usage



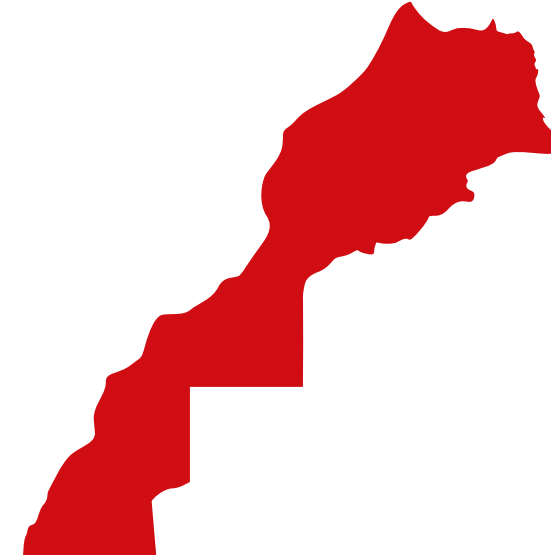
Gender

Male  
Female



Population	GDP (\$)	Per Capita (\$)	Inflation	EoDB	Edu. Index	Safety Index	Econ. Rank	Capital City
53,771,800	110 billion	2,007	6.7%	56	60	55	65	Nairobi

# Morocco - 52,998 Panelists.

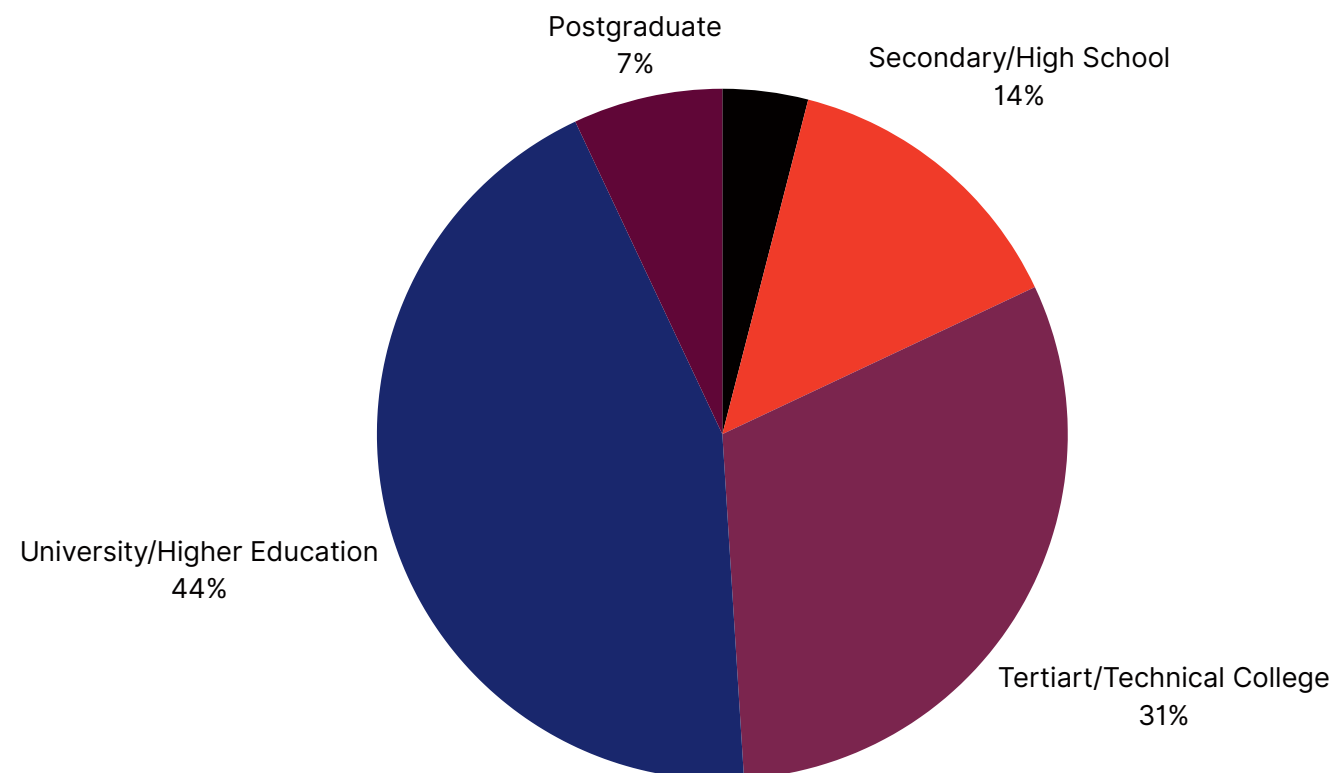


Gender

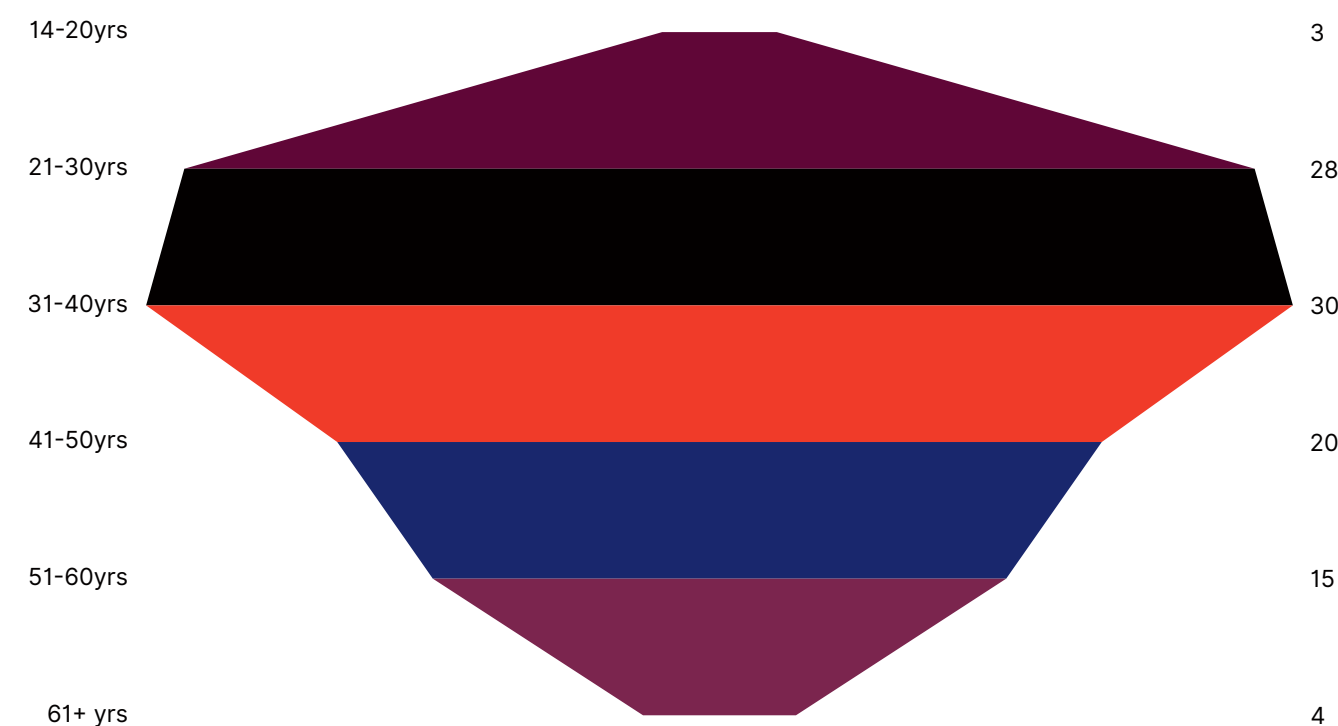
Male Female



Highest Education



Age Brackets



Population

36,910,558

GDP (\$)

142 billion

Per Capita (\$)

2,007

Inflation

2%

EoDB

53

Edu. Index

70

Safety Index

60

Econ. Rank

58

Capital City

Rabat



# Complete Panel Coverage

Eastern Africa	
Burundi	3,388
Comoros	1,288
Djibouti	8,942
Eritrea	10,577
Ethiopia	51,500
Kenya	127,840
Madagascar	41,389
Malawi	22,169
Mauritius	22,442
Rwanda	14,981
Somalia	28,898
Seychelles	227
South Sudan	27,820
Tanzania	32,868
Uganda	34,228

Western Africa	
Benin	10,914
Burkina Faso	24,191
Cape Verde	3,798
Ghana	29,123
Gambia	1,217
Guinea	13,943
Guinea-Bissau	8,079
Ivory Coast	76,976
Liberia	23,902
Mali	35,917
Mauritania	7,182
Nigeria	67,308
Niger	25,307
Senegal	18,596
Sierra Leone	15,016
Togo	13,509

Southern Africa	
Botswana	23,439
Lesotho	9,784
Mozambique	31,086
Namibia	20,188
South Africa	48,521
Eswatini	12,320
Zimbabwe	41,611
Zambia	48,883
Northern Africa	
Algeria	21,752
Egypt	83,681
Libya	12,765
Morocco	52,998
Sudan	49,104
Tunisia	18,554

Middle Africa	
Angola	43,354
Cameroon	63,314
Central African Republic	7,882
Chad	44,417
Democratic Republic of the Congo	74,652
Equatorial Guinea	8,044
Gabon	15,889
Republic of the Congo	16,024
Sao Tome and Principe	463





# Thank You!

## Opinion Space Africa



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